



Five Facts You Need to Know about Florida's Tourism Industry:

1. Floridians don't have to pay state income tax because of the revenue generated by visitors to the state.
2. Out-of-state visitors to Florida spent \$108.8 billion in 2015.
3. On average, out-of-state visitors to Florida spend \$300 million per day.
4. Last year, out-of-state tourism in Florida generated \$11.3 billion in state and local taxes.
5. Every 76 visitors to the state supports one tourism job.

Because of the hard work you put forth daily, tourism is Florida's No. 1 industry. We need you to help represent the most powerful industry in the economy on March 14 in Tallahassee. Click [here](#) to register.

Tentative Schedule of Events

March 14, 2017

Civic Center - Exhibit Hall

8:30 - 9:30 am: Registration
9:30 - 11:30 am: Florida Tourism Day Program
11:30 am - 1 pm: Lunch
1:30 - 5 pm: Legislative Appointments at the Florida Capitol

Downtown Tallahassee

5 - 8 pm: Florida Tourism Day Street Party - Corner of Adams Street and College Avenue.

Register Now

Join hundreds of your industry colleagues at [Florida Tourism Day](#) to better educate lawmakers about the importance of tourism on Florida's economy.

Date & Location

Tuesday, March 14, 2017
Donald L. Tucker Civic Center - Exhibit Hall
505 West Pensacola Street
Tallahassee, FL 32301

Street Party Vendor

Interested in being a vendor at the Florida Tourism Day Street Party? Please contact [Maggie Dilger](#) at the Florida Restaurant and Lodging Association.

More Information

Please email operations@VISITFLORIDA.org or visit TourismWorksforFlorida.org for more information.

Get Social

Use #TourismWorks4FL when talking about 2017 Florida Tourism Day and follow us on [Twitter](#) and [Facebook](#).

[**Register Now**](#)