VISIT FLORIDA WORKS FOR FLORIDA

VISIT FLORIDA®

TOURISM's IMPACT

142.9M
Visitors in 2024
(VISIT FLORIDA)

$127.7B
Economic Impact
(Rockport Analytics, 2023)

$36.9B
In Taxes
(Rockport Analytics, 2023)

FUNDING VISIT FLORIDA IS SMART

You more than triple your investment
- 3.3 ROI *(EDR, 2024)*

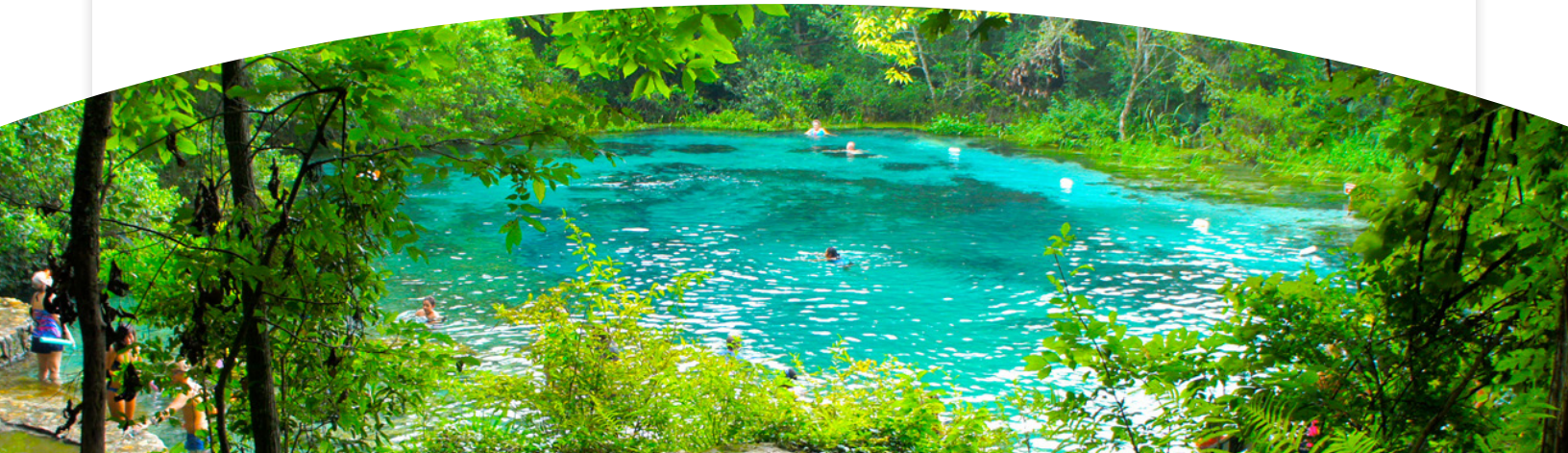
You save Floridians on taxes
- Save every household $1,910
  (Rockport Analytics, 2023)

You support 1 in every 7 Florida jobs
- 2.1 million Florida jobs
  (Rockport Analytics, 2023)

You drive growth and investment
- 687 new hotels coming soon
- 106,949 new rooms coming soon
- 923,947 sqft new meeting space coming soon
  (CoStar, as of Feb. 2025)

You beat the competition
- Florida is #1 in domestic market share (14.8% in 2023)
  (DK Shifflet)
- Florida is #2 in overseas market share (25.2% in 2023)
  (National Travel & Tourism Office)

You promote and protect Florida's valuable vacation brand
- Florida brand valued at $142B
  (Brand Finance, 2024)



VISIT FLORIDA WORKS FOR NORTHWEST FLORIDA

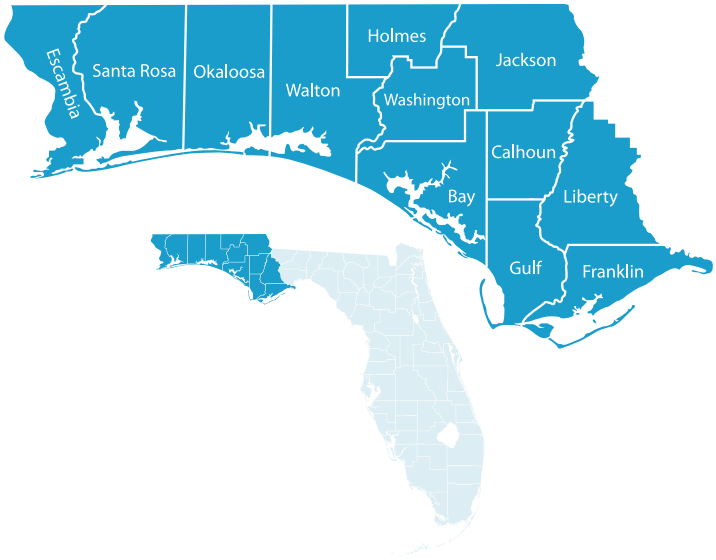
VISIT FLORIDA®

VISIT FLORIDA's IMPACT

719
Engaged Businesses
(YTD)

$4,194,877
Invested in Co-Op Advertising Programs
(Last 18 Months)

$93,355,426
In Media Value
(Last 18 Months)



TOURISM's IMPACT

175,000 JOBS
(Rockport Analytics, 2023)

74 NEW HOTELS
coming soon
(CoStar, as of Feb. 2025)

8,197 NEW ROOMS
coming soon
(CoStar, as of Feb. 2025)

2,000 SQ. FEET
of new planned meeting space
(CoStar, as of Feb. 2025)

VISIT FLORIDA WORKS FOR OKALOOSA COUNTY:

Triumph Campaign Example

VISIT FLORIDA partnered with the 8 coastal counties from Escambia to Wakulla to create an entire new brand, "Northwest Florida Beaches," designed to promote the region's world-class adventure experiences. This first-of-its-kind regional brand will be supported by multi-million dollar integrated marketing campaigns VISIT FLORIDA runs for years to come.

- **Campaign:** January 13 - April 15, 2025
- **Target Audience:** Affluent Family and Moderate Mature
- **Target Markets:** Chicago, Cincinnati, Detroit, Indianapolis, Minneapolis, Toronto, and New York
- **Estimated Impressions:** 72,806,166
- **Total Media Investment:** $1,470,000
- **Distribution:** Online Video, Display, CTV and Meta, YouTube and Pinterest

