Florida Tourism Day is January 22!

Join your tourism colleagues in Tallahassee this month to educate the legislature, media and all Floridians about the importance of Florida's tourism industry. Together, let's share the positive economic impact of tourism to Florida and to its residents as well as how crucial it is to support Florida's No. 1 industry.

Register Now

When & Where

Wednesday, January 22, 2020
Donald L. Tucker Civic Center
505 West Pensacola Street
Tallahassee, FL 32301



Florida's Capitol building

Tentative Schedule of Events

8:00 am - 9:00 am Registration
9:00 am - 11:30 am Florida Tourism Day Program
11:30 am - 1:00 pm Lunch
1:00 pm - 2:00 pm Rally
2:00 pm - 5:00 pm Legislative Appointments at the Florida Capitol
5:00 pm - 8:00 pm Florida Tourism Day Street Party, corner of Adams St. and College Ave. (cash bar)

Street Party Vendor

Interested in being a vendor at the Florida Tourism Day Street Party? Please fill out this form or contact Mary Rose McCarron with the Florida Restaurant & Lodging Association at (850) 224-2250 or mmccarron@frla.org.

For general event information or registration questions, email operations@VISITFLORIDA.org.

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