

TOURISM RULES

What does it mean to live in one of the world's top vacation destinations?

When travelers visit the Sunshine State, Floridians see positive impacts from the \$112 billion industry every single day.

Teachers, textbooks & field trips are funded in part by tax revenue from tourist

Florida's growth has created long commutes with traffic, but thanks to tourist, we're able to fund road projects we never could have otherwise

Tourism generated 1.4 million jobs in Florida, creating year-round customers for businesses

Tourist help fund all of your favorite parks

Vibrant arts and culture scenes made possible by tourist revenue

Take a shopping break with no shortage of local boutiques who stay in business thanks to tourist

Choices, choices- demand generated by travelers keep your favorite restaurants and bars open

Dozens of flight options in Florida means you can travel cheaper for business or pleasure

Increased tourism is in everyone's best interest. Your local destination marketing organization does the heavy lifting working daily to market your county, so you can sit back and reap the benefits.

Learn more at
visitgulf.com/locallegend

Data and information prepared by the Florida Association of Destination Marketing Organizations

