



THE IMPACT OF TRAVEL

WHEN PEOPLE VISIT ORLANDO, OUR ENTIRE COMMUNITY BENEFITS

Each visitor to our destination provides about \$1,000 in economic impact. In Orange County, visitors account for over 50% of sales tax collection. Each household in Orlando would need to be taxed an additional \$6,412 to replace the taxes generated by visitor activity in our destination.

ANNUAL TOURISM TO ORLANDO

SUPPORTS
392,000 JOBS
(31% of the workforce)



GENERATES
\$67.1 BILLION
in economic impact



PAYS
\$21.4 BILLION
in compensation



PROVIDES
\$5.3 BILLION
in local and state tax revenue



TAXES FROM TOURISM

HELP PAY FOR PROGRAMS IMPORTANT TO ALL FLORIDIANS:

ARTS & CULTURE



SCHOOLS



PUBLIC SAFETY



INFRASTRUCTURE

