

The Power of Tourism for Central Florida

Visit Orlando.

Not every Central Florida resident works in tourism, but tourism works for every resident. As the heartbeat of Orlando, our vibrant tourism industry enhances citizens' day-to-day lives – and keeps more money in their paychecks, too. Students, young professionals and families all enjoy an improved quality of life thanks to our guests, and the revenue generated by tourism ensures future generations will enjoy living, working and playing in Orlando just as much as we do. Learn why tourism works for us:



Supports
463,000 Jobs
(41% of the workforce)

Pays
\$21.3 billion
in compensation



Taxes from Tourism
Help Pay for Programs
Important to all Floridians:

Arts & Culture



Schools



Infrastructure



Public Safety



...and in Orange County,
tourism accounts for
over 50% of all
sales tax revenue.