

Tourism's Role in Osceola

When people visit Central Florida, our entire community benefits.



In Central Florida, people who work in tourism make

\$8K

more per year than their national counterparts.

Source: CareerSource Central Florida, JobsEQ, Lightcast, FRED



More than

\$1B

annually in direct visitor spending in our community's businesses resulted from Experience Kissimmee's sales and marketing.

Source: Impactulator



More than

\$5.3M

in funding to community non-profits in the last two years to advance cultural and historical experiences.



Every \$1 invested in Experience Kissimmee through the Tourist Development Tax returns

\$43

in economic impact to our local community.

Source: Impactulator



Visitor spending fuels Osceola's economy, contributing to half of our county's total sales tax revenue.

Source: Zartico, Affinity

The Impact of Travel

When people visit Orange, Osceola and Seminole Counties, our entire community benefits.

Tourism saves each household **\$4,700** in taxes annually.

ANNUAL TOURISM TO CENTRAL FLORIDA

SUPPORTS
450,000 Jobs
(43% of the workforce)



PAYS
\$26.1 Billion
in compensation



GENERATES
\$87.6 Billion
in economic impact



PROVIDES
\$6.2 Billion
in local & state
tax revenue

LOCAL & STATE TAXES FROM TOURISM

Help pay for programs important to all Floridians



SCHOOLS



ARTS & CULTURE



INFRASTRUCTURE

Source: Tourism Economics