

Tourism's Role in Osceola County

When people visit **Central Florida**, our entire community benefits.



In Central Florida, people who work in tourism make

\$7K

more per year than their national counterparts.

*Source: BLS
(Calendar Year 2024)*



Nearly

\$800M

annually in direct visitor spending in our community's businesses.

*Source: Impactulator
(Fiscal Year 23-24)*



More than

\$4.7M

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

(EK Impact Report FY23-24 and FY24-25)



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

\$22

in economic impact to our local community.

*Source: Impactulator
(Fiscal Year 23-24)*



Visitor spending fuels Osceola's economy, contributing to more than **35%** of our county's total sales tax revenue.

*Sources: Zartico, Affinity
(Calendar Year 2024)*

The Impact of Travel in Central Florida

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

Tourism saves each Central Florida household **\$7,600** in taxes annually.

ANNUAL TOURISM TO CENTRAL FLORIDA

SUPPORTS
468K

41.7% of the workforce



GENERATES
\$94.5B
in economic impact

PAYS
\$28B
in compensation



PROVIDES
\$6.7B
in local & state tax revenue

TAXES FROM TOURISM

Help pay for programs important to all Floridians.



SCHOOLS



ARTS & CULTURE



INFRASTRUCTURE



PUBLIC SAFETY

Source: Tourism Economics
(Calendar Year)

2024 Osceola County Tourism Economic Impact

When people visit Osceola County, our entire community benefits.
Tourism saves each household **\$4,500** in annual taxes.

ANNUAL TOURISM TO OSCEOLA COUNTY

**SUPPORTS
40.7K JOBS**

35.3% of the
workforce



*(\$7b in visitor spending,
\$19.3 Million approximate
daily spending by visitors)*



**GENERATES
\$10.6B**
in economic impact

**PAYS
\$2.3B**
in compensation



**PROVIDES
\$685.3M**
in local & state
tax revenue

LOCAL & STATE TAXES FROM TOURISM

Help pay for programs important to all residents.



SCHOOLS



ARTS & CULTURE



INFRASTRUCTURE



PUBLIC SAFETY

*Source: Tourism Economics
(Calendar Year)*