

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 **36%** 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 **\$7,690** in taxes annually.

ANNUAL TOURISM TO CENTRAL FLORIDA

SUPPORTS
477K
direct and indirect



GENERATES
\$98.6B
in economic impact

PAYS
\$29.1B
in compensation



PROVIDES
\$7.1B
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)

2025 Osceola County Tourism Economic Impact

When people visit Osceola County, our entire community benefits.
Tourism saves each household **\$4,600** in annual taxes.

ANNUAL TOURISM TO OSCEOLA COUNTY

**SUPPORTS
40.9K JOBS**

34.8% of the
workforce



(\$7.3B in visitor spending,
representing a 3.8% increase)



**GENERATES
\$11B**
in economic impact

**PAYS
\$2.4B**
in compensation



**PROVIDES
\$709.7M**
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)