



Experience Kissimmee Highlights Tourism's \$6 Billion Economic Impact

Kissimmee, Fla. (May 7, 2018) – To highlight the \$6 billion economic impact of the Osceola County tourism industry in 2017, Experience Kissimmee is thanking tourists during its annual Value of Tourism campaign.

“A vacation to Kissimmee means an endless supply of sunshine and incredible experiences for visitors. But it also means tangible benefits to Osceola County residents,” said Experience Kissimmee President and CEO, DT Minich. “With 8.6 million overnight visitors contributing to the Tourist Development Tax (TDT) in 2017, the tourism industry enhances the lives of thousands of Osceola County residents, every day. So, we’re excited to share this information with the community while showing appreciation for our valuable visitors.”

Last year, Osceola County’s travel and tourism industry saw visitor spending reach \$3.8 billion, provided 45,000 jobs ranging from entry-level to high-level management positions, and saved each household \$900 a year in taxes.

“Spending by tourists and the travel industry’s continued growth directly benefits the local community,” said Minich. “The taxes collected on every Twistee Treat sold, hotel room booked, kayak rented, and dollar spent in Osceola County, saves every residence annually enough money to visit Walt Disney World Resort 14 times or rent a vacation home for four staycation weekends.”

In 2017, the county collected a record \$51 million in TDT, surpassing \$50 million for the first time. These funds help support community events, sporting facilities, libraries, and organizations including the Museum of Military History and Silver Spurs Rodeo.

Experience Kissimmee’s campaign coincides with the U.S. Travel Association’s 35th annual National Travel and Tourism Week (May 6-12) and aims to further residents’ knowledge of tourism’s impact on economic growth in the area.

To learn more about the Value of Tourism in Osceola County, visit www.experiencekissimmee.com/impact. [Click here for media kit.](#)



The Experience Kissimmee Vacation Story:

Almost 50 years of vacation-making experience. More than 8,000,000 overnight visitors. And closer than a wave-of-a-wand away from world-famous theme parks and attractions, the headwaters of the Everglades, extraordinary natural wonders, and plates for every palate. We're Experience Kissimmee, the official tourism authority for Osceola County, Florida. (That means we oversee sales and marketing for the destination.) We're also the Vacation Home Capital of the World®, with more than 45,000 accommodation options, including luxury resorts, family-friendly hotels, and over 22,000 vacation homes.

Tap into the magic. Get inspired at www.ExperienceKissimmee.com.

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