

VALUE OF TOURISM IN OSCEOLA COUNTY

Why is tourism important? It enriches the lives of thousands of residents in Osceola County by creating jobs and business opportunities, as well as funding support for community events, sporting facilities.

Overall Impact



9.2 MILLION Overnight visitors each year

\$5.3 BILLION Annual economic impact

\$3.8 BILLION Annual visitor spending

45,000 Tourism-supported jobs

#1

Tourism is the largest industry in Osceola County.

\$900 in total tax savings for each Osceola County household as a result of tourist spending

Visitor Profile

91% of visitors say they will visit again in the next five years

80% of travelers visit the theme parks

Top Visitor Markets:

- Domestic and international leisure travelers
- Meetings, convention, and business travelers
- Group travelers including sports teams and reunion attendees

86%
Domestic

14%
International



Community Impact

\$1.8 million

Provided by TDT for Local Events, Arts & Community Support

\$10.5 million

Provided to operate, maintain and support sports and event facilities.

Local Events Organized by:

Celebration Community Services
Kissimmee Chamber of Commerce
Kissimmee Main Street
St. Cloud Chamber of Commerce
St. Cloud Main Street
Additional Organizations

Private Organizations:

Kissimmee Chamber of Commerce
Kissimmee Gateway Airport
Kissimmee Valley Livestock Show & Fair
Museum of Military History

Osceola Arts
Osceola County Historical Society
Silver Spurs Rodeo
St. Cloud Chamber of Commerce

Experience Kissimmee is the official tourism authority for Osceola County, Florida.

For questions regarding this data, please email Ty Marion at tmarion@experiencekissimmee.com.