

# 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



**8.9 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

**65%** of sales tax is related to tourism spending

**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

**86.4%**  
Domestic

**13.6%**  
International



## Community Impact

**\$1.8 million**

Provided by TDT for Local Events, Arts & Community Support

**\$10.6 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](mailto:tmarion@experiencekissimmee.com).