

# CUTTING TOURISM MARKETING IS A RISKY ENDEAVOR

“Currently, tourism-related revenue losses pose the greatest potential risk to the economic outlook.”

– Amy Baker, EDR, Florida: An Economic Overview, 12/26/2018

## FULLY FUNDED VISIT FLORIDA \$76 MILLION

FLORIDA CONTINUES TO SET TOURISM RECORDS –  
**126.1 MILLION VISITORS IN 2018**

- ✓ **TAX REVENUE GENERATED** FROM OUT-OF-STATE VISITORS WILL CONTINUE TO PROSPER
- ✓ **FLORIDA VACATION ADVERTISING** CONTINUES IN VITAL DOMESTIC & INTERNATIONAL MARKETS
- ✓ **THE 1.4 MILLION JOBS** SUPPORTED BY FLORIDA TOURISM ARE PROTECTED

## VISIT FLORIDA FUNDED \$50 MILLION

A 2 percent drop in Florida visitor spending would

**COST 18,000 JOBS, \$500 MILLION IN PAYROLL  
\$130 MILLION IN STATE AND LOCAL TAX REVENUE**

Source: U.S. Travel

### ADVERTISING CUTS

- Reduced marketing in Florida’s top origin markets; New York, Boston, Atlanta, Chicago, Philadelphia & Washington D.C
- VISIT FLORIDA crisis response drastically reduced
- VISIT FLORIDA shuts four out of the six major advertising campaigns it currently runs

### ADVERTISING CEASES ENTIRELY

- No marketing investment in important secondary markets; Detroit, Dallas, Los Angeles, Birmingham, Cleveland, Nashville, Houston, Raleigh and Indianapolis
- Year-round marketing to enhance Florida tourism would come to an end
- International advertising becomes virtually non-existent

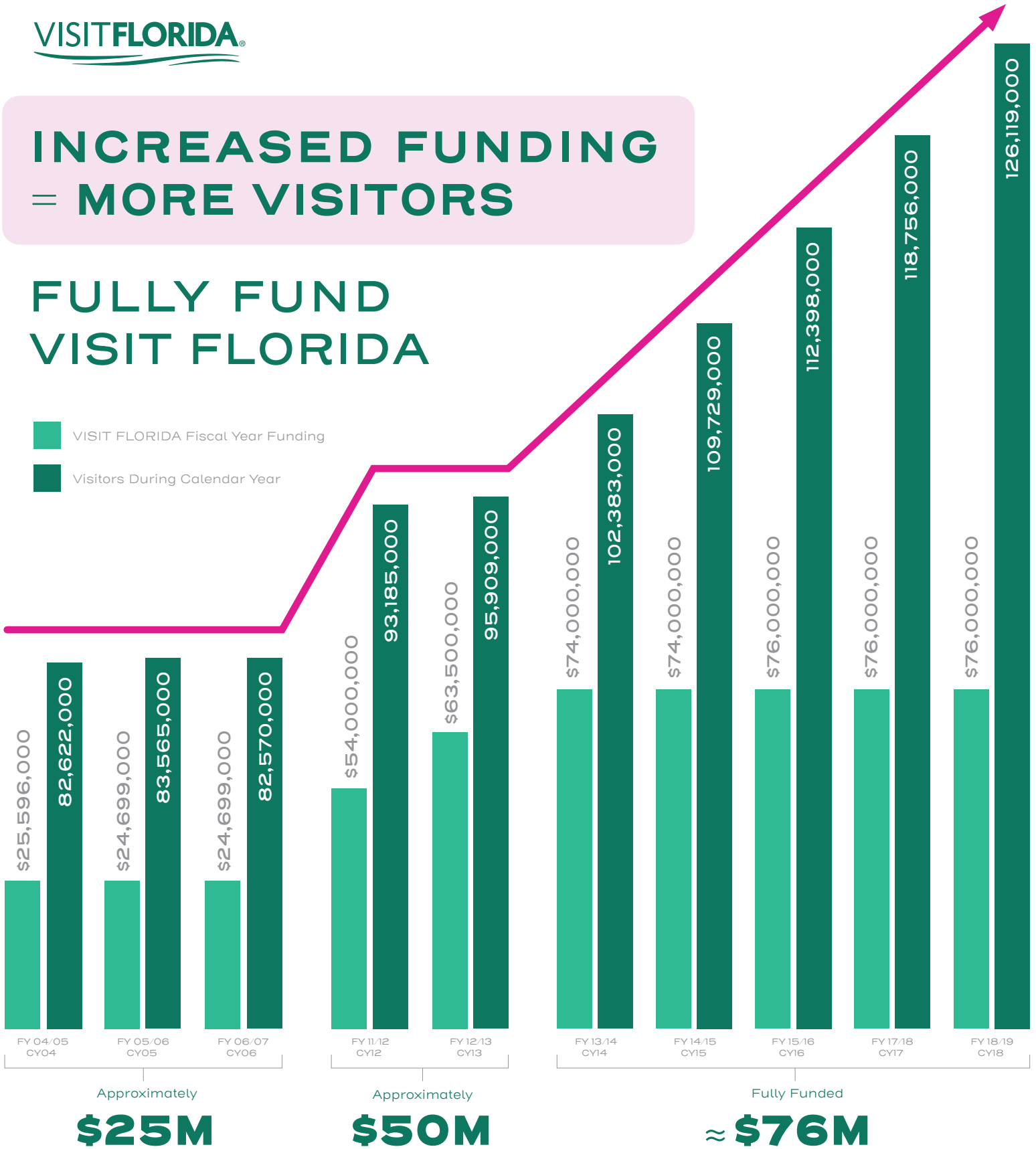
## REAUTHORIZATION OF VISIT FLORIDA IS NOT PASSED BY THE LEGISLATURE, AND VISIT FLORIDA NO LONGER EXISTS

- Florida fails to invest **0.08%** of the state’s budget to protect it’s number one economic driver – tourism
- **\$3 BILLION** in total state sales tax collections are put at risk
- Tourism marketing is **completely shuttered**
- Partnership programs end, **small businesses and rural areas are no longer able to utilize co-op marketing**
- Visitation and economic impact begin to slide immediately, with **MAJOR effects** on Florida’s budget **within two years**
- Florida fiscal year budget 19/20 **loses AT LEAST \$87 MILLION**
- No entity **protects Florida’s brand** across the globe as a welcoming vacation destination
- **California, Hawaii, the Caribbean Islands, Georgia and South Carolina gain more visitors**

**INCREASED FUNDING  
= MORE VISITORS**

**FULLY FUND  
VISIT FLORIDA**

■ VISIT FLORIDA Fiscal Year Funding  
■ Visitors During Calendar Year



Note: For fiscal year 2014–2015, public funds include \$4.2 million for Medical Tourism and \$300,000 for Florida Is For Veterans. Beginning in the fiscal year 2015–2016, \$1 million of the public funding is for Florida Is For Veterans.

With **VISIT FLORIDA funded at \$25 million**, Florida’s total visitation stagnated around **84 million visitors for 3 years**.

When **funded between \$54 million and \$63 million**, VISIT FLORIDA helped increase visitation to **96 million visitors annually**.

With VISIT FLORIDA funded at **\$76 million in fiscal year 18/19**, Florida saw a record **126.1 million visitors**.