



# FLORIDA'S TOURISM COUNTS... WE'RE COUNTING ON YOU!

Tourism produces a larger economic impact than any other private sector industry in the Sunshine State. In 2006, the state collected more than \$3.9 billion in tourism/recreation sales taxes. To protect Florida's hard-earned tourism marketing share, stay competitive in the global marketplace and ensure increased economic revenues to the state, the Partnership for Florida's Tourism is requesting additional public funding for VISIT FLORIDA®.

The Partnership for Florida's Tourism is a grassroots coalition designed to raise awareness of the importance of tourism and to increase public funding for VISIT FLORIDA. The Partnership for Florida's Tourism has launched the "Florida's Tourism Counts" education campaign to combat the increased public funding of other top U.S. destinations, and we want your support.

**Each \$1 invested in VISIT FLORIDA generates more than \$3 of additional sales tax revenue paid by visitors – not residents.**

With additional public funding, VISIT FLORIDA expects visitation to Florida to increase, generating millions of additional dollars in state sales tax revenues. Tourism revenue is a primary source for state and local government's funding to help build roads, support schools, provide health care and supply numerous other programs for Floridians.

Since October 2006, more than 78 media stories in major newspapers have educated Floridians about this issue. Editorial boards around the state have voiced their support for more public funding and concern over national and international competition for the tourism dollar.

#### **Tampa Tribune**

"...tourism remains the state's top industry. It deserves a higher level of public support. Increased funding should be considered an investment in the state's future well-being."

#### **Miami Herald**

"No hurricanes, but Florida's tourism still suffers."

#### **St. Petersburg Times**

"Danger ahead for state tourism."

**A loss of one percent of the tourism activity in Florida reduces general revenue collections by approximately \$37.2 million.**

To continue this momentum, we must act now before the problem grows from early indicators to an irreversible crystallization in travelers' minds.

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**FloridasTourismCounts.org**