



Impact at a Glance

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Social Media Posts:

LOCALS:

- [Click here to download graphics geared towards locals.](#)
- Sample caption: *Tourism enriches our community and saves us dollars! The efforts from @experiedncekissimmee help cut down taxes and boost our local economy. See more of the #ValueofTourism at experiencekissimmee.com/impact.*

BUSINESS OWNERS:

- [Click here to download graphics geared toward business owners.](#)
- Sample caption: *Every visitor dollar cycles through our community, supporting not just tourism but local businesses as well. @experiencekissimmee is the driving force behind Osceola Couty's tourism boom. See more of the #ValueofTourism at experiencekissimmee.com/impact.*

GOVERNMENT:

- [Click here to download graphics geared toward government officials.](#)
- Sample captian: *Tourism drives our community's economic engine. Not only is @experiencekissimmee enriching our community but also local businesses and residents' lives through tourism. See more of the #ValueofTourism at experiencekissimmee.com/impact.*

Sample Email Copy:

Hi there,

I hope this message finds you well. I'm reaching out to share some inspiring news about the positive impact that Experience Kissimmee has had on our beloved Osceola County. Experience Kissimmee is the official tourism authority for Osceola County that promotes the destination domestically and around the globe. Through its dedicated tourism marketing efforts, it has not only attracted over 10 million visitors annually but also significantly enhanced the lives of our residents and local businesses.

Impact Highlights:

- **Supporting Local Businesses:** Their initiatives have catalyzed more than \$1 billion annually in direct visitor spending, reinforcing the vitality of local enterprises.
- **Boosting Household Tax Savings:** Experience Kissimmee's endeavors contribute to homeowners saving approximately \$4,700 on taxes annually, easing financial burdens on our community.
- **Enriching Career Opportunities:** With the tourism sector leading the way, Central Florida boasts 450K jobs in hospitality and tourism, offering careers that surpass the national average salary by \$8,000.
- **Advancing Community Heritage:** More than \$5.3 million in funding has been donated to local community non-profits over the last two years to advance cultural and historical experiences.

We encourage you to learn more about their efforts by watching their "[Impact at a Glance](#)" video or visiting their website at experiencekissimmee.com/impact.

Infographic:

[Click here to download](#)

Tourism's Role in Osceola

When people visit Central Florida, our entire community benefits.



In Central Florida, people who work in tourism make

\$8K

more per year than their national counterparts.

Source: CareerSource Central Florida, JobsEQ, Lightcast, FRED



More than

\$1B

annually in direct visitor spending in our community's businesses resulted from Experience Kissimmee's sales and marketing.

Source: Impactulator



More than

\$5.3M

in funding to community non-profits in the last two years to advance cultural and historical experiences.



Every \$1 invested in Experience Kissimmee through the Tourist Development Tax returns

\$43

in economic impact to our local community.

Source: Impactulator



Visitor spending fuels Osceola's economy, contributing to half of our county's total sales tax revenue.

Source: Zartico, Affinity



experiencekissimmee.com/impact

The Impact of Travel

When people visit Orange, Osceola and Seminole Counties, our entire community benefits.

Tourism saves each household
\$4,700
in taxes annually.

ANNUAL TOURISM TO CENTRAL FLORIDA

SUPPORTS
450,000 Jobs
(43% of the workforce)



GENERATES
\$87.6 Billion
in economic impact

PAYS
\$26.1 Billion
in compensation



PROVIDES
\$6.2 Billion
in local & state
tax revenue

LOCAL & STATE TAXES FROM TOURISM

Help pay for programs important to all Floridians



SCHOOLS



ARTS & CULTURE



INFRASTRUCTURE

Source: Tourism Economics



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