



# Impact at a Glance

## Table of Contents:

- [Press Release](#)
- [Infographic](#)
- [Photos](#)
- [Video](#)

## Press Release:



## Experience Kissimmee Highlights Tourism's \$10 Billion Economic Impact

**Kissimmee, Fla. (April 2024)**— Experience Kissimmee released new research data by Tourism Economics on the impact of tourism on Osceola County. The research concluded that the tourism industry generated a \$10 billion economic impact between 2022 and 2023.

Osceola County saw approximately 10 million overnight visitors and nearly \$6.5 billion in visitor spending, contributing to a record-breaking year of Tourism Development Tax (TDT). These tremendous numbers are evidence of how the tourism industry plays an important role in shaping the daily lives of Osceola County residents.

"A visit to Kissimmee offers more than just endless good weather and incredible visitor experiences. It also translates into tangible benefits for our residents," said DT Minich, President and CEO of Experience Kissimmee. "For every person we welcome to Kissimmee, it means job opportunities, tax relief, competitive wages and an improved community for Osceola County residents."

To highlight this impact on the community, Experience Kissimmee has launched a Value of Tourism campaign in collaboration with REACH, a Kissimmee-based marketing company.

The timing of this campaign, coinciding with the U.S. Travel Association's National Travel and Tourism Week, planned for May 19-25 this year, is particularly fitting as it is a time to celebrate



the impact of tourism across the nation and how travel drives economic growth, cultivates vibrant communities and enriches the lives of Americans nationwide.

### **Tourism Creates Jobs**

Tourism is the largest industry in Central Florida, surpassing the national average and sustaining 450,000 jobs, approximately 37 percent of the workforce. In Osceola County, the industry provides approximately 39,000 jobs, approximately 36 percent of the workforce, ranging from entry-level to high-paying management positions.

### **Tourism Saves Osceola County Residents \$4,700**

In 2022, state and local taxes collected from visitor activity in Osceola County totaled approximately \$640 million. This revenue funds essential programming in the region, such as community events, sporting facilities, the arts and public schools, saving an average of \$4,700 per household in taxes.

"Experience Kissimmee is proud to serve such a dynamic county and industry," said Minich. "More than \$1 billion in direct visitor spending in our community's businesses resulted from our organization's sales and marketing. Our estimates indicate that for every dollar invested in Experience Kissimmee through the TDT, we return \$43 in economic impact to the local community."

### **Tourism Gives Back to the Community**

In 2023, Osceola County collected a record total of \$81 million in TDT, surpassing the \$76 million mark from the previous year. With this exponential increase in TDT collections, Experience Kissimmee paid more than \$5.3 million in funding to community non-profits over the last two years, 2023 and 2024, to advance cultural and historical entities, including Osceola Arts, Osceola County Historical Society and the Silver Spurs Riding Club.

In addition to financial contributions, Experience Kissimmee's partnership with Trees4Travel is making a significant environmental impact. The organization plants a tree for every room night booked in Osceola County through its meetings incentive program. Since the program's inception in May of 2023, Experience Kissimmee has planted more than 17,000 trees globally, fostering a sense of environmental responsibility and sustainability within the organization and with its clients and partners.

To learn more about the Value of Tourism in Osceola County, visit [www.experiencekissimmee.com/economic-impact-of-tourism](http://www.experiencekissimmee.com/economic-impact-of-tourism).



To find all data related to the Tourism Economics study here: [www.cfhla.org/economic-impact-of-tourism](http://www.cfhla.org/economic-impact-of-tourism).

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**About Experience Kissimmee:**

Experience Kissimmee is the official tourism authority for Osceola County, Florida. Located at the heart of Central Florida, Kissimmee is 25 minutes from Orlando International Airport (MCO), minutes from world-famous theme parks and attractions, and nestled in carefully preserved outdoor spaces so visitors can reconnect with nature. Also known as the Vacation Home Capital of the World®, Kissimmee has sprawling resorts with thousands of options ranging from two-bedroom condominiums to 15-bedroom mansions.

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## 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

# 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



## Photos:

[Click here to download shareable assets.](#)



"Tourism is the seed that bears fruit for all other industries in Osceola County. People can build a lifelong career making our community a great place to live, work, and play." - Osceola County Commissioner Peggy Choudhry, District 1



"Experience Kissimmee's contributions to Osceola Arts reflect their commitment to enriching cultural opportunities for Osceola County residents and visitors. Through education and events, we can continue to share our passion for the arts as a vital part of our growing and diverse community." - Brandon Arrington, Executive Director of Osceola Arts, Osceola County Commissioner, District 3



"Our partnership with Experience Kissimmee has been incredibly impactful for our cafe. From the moment we met with Jax, we felt a strong connection and appreciation for our business and products. Experience Kissimmee goes above and beyond, offering us fantastic support not just through their staff but also through their monthly training sessions. These sessions are packed with tools and insights that help us reach and delight both locals and tourists. We're sincerely grateful for the opportunity to collaborate with Experience Kissimmee." - Susana Martinez, Owner of Susana's Cafe



"Working with Experience Kissimmee has been a game-changer for us. It's helped us network and really promote our diner. Since we became partners, our customer base has expanded, with people coming from all over the world to eat here. I'm so grateful for all the support and dedication their team has shown to local businesses like ours." Adrian Perez, Owner of Downtown Diner Celebration



## Video:

[Watch now](#)

