



2023 Local Delegation Meeting Talking Points

GENERAL

- Tourism is Florida's top industry.
- Tourism is major source of revenue for the state and for local communities and the industry is one of Florida's largest employers – putting more than one million Floridians to work.
- While tourism contributes to Florida's economic vitality and empowers the state's growth, it is also what makes living in the Sunshine State so great.
- Thanks, in part, to the revenue generated by tourism, Florida residents don't pay a state income tax. That makes Florida one of only seven states without a state income tax.
- Tourism revenue also helps to keep the tax base low for residents.
- Visitors save every Florida household more than \$1,500 a year on state and local taxes.
- Local revenue generated from tourism also pays for services and programs that benefit every Floridian.
- These are critical services upon which Floridians rely, such as education, public safety, road building and maintenance, and environmental programs.
- In addition to the local and state government revenue generated by tourism, visitors also contribute to local economies by patronizing businesses, shops, restaurants and attractions within Florida's communities.



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LOCAL

- Here's what tourism means to our community, your district and your constituents.
- Visitors to [INSERT COUNTY NAME] County generate \$[INSERT REVENUE NUMBER] in local revenue.
- Overall, tourism provides \$[INSERT ECONOMIC IMPACT NUMBER] in economic impact to [INSERT COUNTY NAME] County.
- More than [INSERT NUMBER] of our neighbors have jobs thanks to tourism.
- But, the impacts of visitors to [INSERT COUNTY NAME] County are so much more than just numbers.
- [PROVIDE HUMAN INTEREST EXAMPLES – NAMES OF BUSINESSES AND BUSINESS OWNERS WHO MAKE A LIVING OFF TOURISM]
- These are restaurants, hotels, shops, attractions and museums that have endured through hurricanes and now a pandemic.
- [HIGHLIGHT ICONIC ATTRACTIONS/RESTAURANTS/HOTELS IN THE AREA]
- It's our job as your local tourism promotion organization to keep attracting visitors to our community so these beloved businesses can remain in business. And, so our community's residents can continue to reap the tax savings tourism provides and receive critical services without having to dig deeper into their own pockets.
- [SHARE INFORMATION ABOUT CURRENT VISITOR CAMPAIGNS OR OTHER WAYS YOUR DMO IS WORKING TO ATTRACT VISITORS TO YOUR DESTINATION]