

Tourism Matters: VISIT FLORIDA Talking Points

- I represent a company that employs _____ employees. My business and every single employee relies on a healthy and dependable flow of visitors to Florida.
- A reduction in marketing dollars puts, my business, and Florida at a competitive disadvantage in the global marketplace.
- Over the past five years, we have seen record breaking growth in Florida's tourism industry. This kind of growth is not by accident and is the direct result of tourism marketing.
- The travel industry has become increasingly competitive and having great beaches just isn't enough anymore.
- People want to go to different places and try new things, other destinations are aggressively marketing themselves catching the attention of travelers from all over the country and world.
- Only through local and state tourism promotion programs has Florida been able to maintain its status as a top destination.
- Not only does tourism marketing impact the larger destination, but it also impacts the hidden gems, places off the beaten path, historical sites and pieces of Old Florida – many of which are located in Florida's smaller counties and more rural areas.
- Recent calls for reduced or no spending on tourism marketing programs will undoubtedly lead to a decline of tourism in Florida.
- Tourism has long been the state's leading industry and any reduction threatens the growth and sustainability of our economy.
- Florida cannot afford to put its top industry at risk.