



FLORIDA HOSPITALITY

DEANS & DIRECTORS

EDUCATION ALLIANCE



FAST FACTS

- In Fall 2024, there are **6,587 students** studying hospitality and tourism management across **8 universities** in the state of Florida, and **54,101 hospitality and tourism management alumni**.
- The hospitality and tourism industry is a significant driver of Florida's economy, contributing over **13% to the state's total employment** and significantly boosting our GDP.
- The National Restaurant Association reveals that **90% of restaurant managers and 80% of restaurant owners began their careers in entry-level positions**, proving the industry's power to foster career growth.
- A hospitality management degree prepares Florida's future leaders to **innovate and excel in the state's crucial tourism industry**, driving economic growth and **accelerating global competitiveness**.

CALL TO ACTION

We invite you to join us in our effort to designate Hospitality & Tourism Management as a Program of Strategic Emphasis in the State of Florida. To receive regular updates and learn more about how you can support us, scan this QR code.



TARGETING A FUTURE PROGRAM OF STRATEGIC EMPHASIS IN THE STATE OF FLORIDA

FLORIDA TOURISM IMPACT

140.6 M visitors in 2023

\$121.5B

TOTAL ECONOMIC CONTRIBUTION

FIRST QUARTER VISITATION **40.6 M** VISITORS IN 2024

WWW.FLGOV.COM/2024/05/16/GOVERNOR-RON-DESANTIS-ANNOUNCES-RECORD-BREAKING-TOURISM-NUMBERS

2022



\$124.9 B
OUT OF STATE SPENDING



2 MILLION
TOTAL FLORIDA JOBS SUPPORTED

TOURISM IN FLORIDA



\$35.2 B
TOTAL INITIATED TAXES



\$72.9 B
TOTAL WAGES & SALARIES PAID

WWW.VISITFLORIDA.ORG/RESOURCES/RESEARCH/RESEARCH-FAQ

FLORIDA WORKFORCE

2ND
LARGEST EMPLOYER IN THE STATE

1 IN EVERY 6
PRIVATE SECTOR JOBS ARE SUPPORTED BY TOURISM

9.5%
FLORIDA JOBS ARE PART OF THE TOURISM INDUSTRY

TAXES FROM TOURISM IN FLORIDA HELPS PAY FOR

- ARTS & CULTURE
- SCHOOLS & TEACHERS
- TRANSPORTATION & ROADS
- POLICE & FIREFIGHTERS



ALL 8 STATE OF FLORIDA UNIVERSITIES WITH HOSPITALITY & TOURISM PROGRAMS