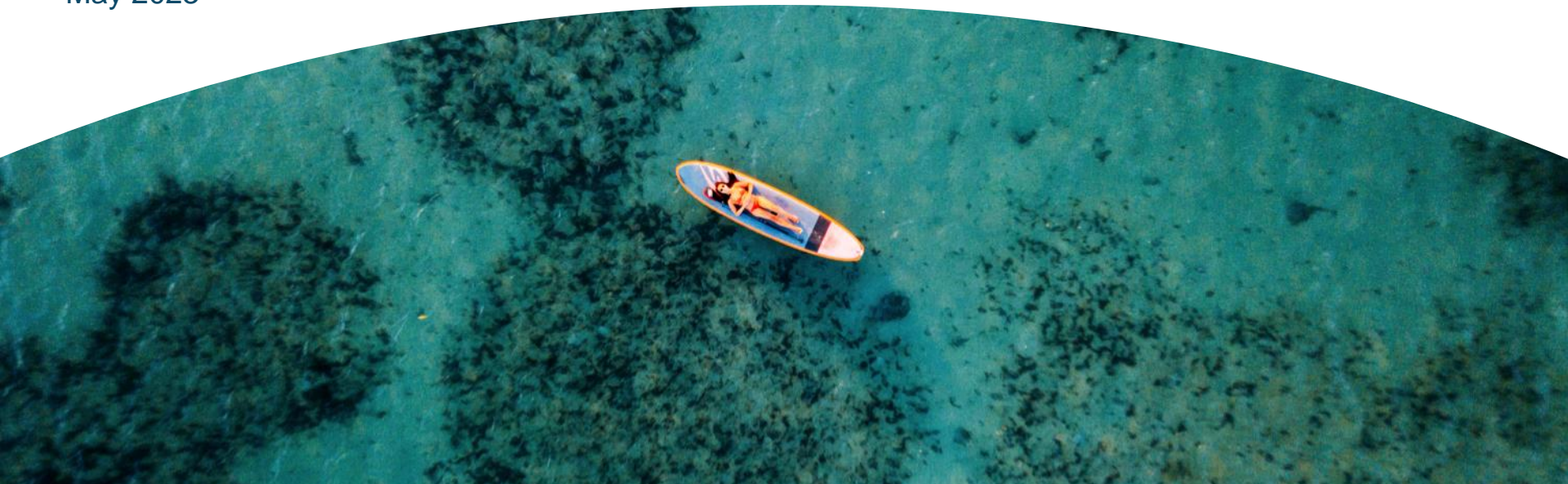


Florida Tourism Update

VISIT **FLORIDA**[®]

May 2023



About VISIT FLORIDA

- Promotes Florida around the world
- Public – Private Partnerships
 - Benefits the Entire State
 - Large and Small Counties
- Co-Operative Marketing is Key



Performance Snapshot

- Incredible Return on Investment
- The Power of Tourism
- Record Breaking Visitation



Performance Snapshot

- > **Beating the Competition**
 - > Florida ranks #1 in preferred U.S. destination
 - Domestic and International
 - > 13.8% of all domestic travelers
 - > 9.5 Million International Visitors in 2022
 - Restrictions to Travel
- > **Q1 2023 Report**



Marketing Florida

- Successful Campaigns
- Culinary Destination
- Disaster Recovery



Florida: Culinary Destination

- > MICHELIN GUIDE
- > “Florida’s Table”
- > “You’ve Gotta Try This: Chef’s Edition”



“You've Gotta Try This: Tampa's Rocca”



YOU'VE GOTTA
TRY THIS:
Chefs Edition

Disaster Response

- Hurricane Ian
- Sargassum
- South Florida Flooding



Global Marketing and Trade

- US Vaccination Requirement Dropped
 - May 11, 2023
- Domestic Markets
- International Missions



Legislative Update

- \$80 Million budget for FY 23-24
- Largest State Appropriation Ever
- Results of House Bill 5



Thank You

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