



August 24, 2023

Orange County Tourist Development Tax Update

This week, the Board of Orange County Commissioners (BOCC) heard from dozens of residents, as well as community and industry leaders, at the Tourist Development Tax (TDT) work session. This work session was the first opportunity for the BOCC to discuss the individual project requests that were recommended by the [Orange County TDT Citizen Advisory Task Force](#) and receive information regarding the future TDT available funding.

After several hours of discussion, the BOCC decided to hold on any action and agreed to meet again in the coming weeks to discuss funding paths for the projects, which would require amendments to the county's TDT Plan. Those new changes to the plan, which lay out the county's future TDT revenue expenditures and priorities, would need to be first approved by the Orange County Tourist Development Council, which meets again on September 29, 2023. If approved by the TDC, the plan would then go back to the BOCC for a public hearing and a vote (majority plus one) that is set for sometime in October or November.

Ultimately, CFHLA remains committed to advocating for **TDT funds to be properly reinvested into the economic engines that grow the hospitality industry and consistently produce a measurable return on investment to Orange County and its residents.** The proper investment of TDT creates

jobs, significantly increases the sales tax collection and makes our community a better place to live, work and play.



New Research Finds Central Florida's Tourism Industry Generated Record \$87.6 Billion in Economic Impact

THE IMPACT OF TRAVEL

When people visit Orange, Osceola and Seminole Counties, our entire community benefits.

Tourism saves each household **\$7,500** in annual taxes.

ANNUAL TOURISM TO CENTRAL FLORIDA

SUPPORTS
450,000
(37% of the workforce)



GENERATES
\$87.6 BILLION
in economic impact



PAYS
\$26.1 BILLION
in wages and benefits



PROVIDES
\$6.2 BILLION
in local and state taxes



TAXES FROM TOURISM

HELP PAY FOR PROGRAMS IMPORTANT TO ALL FLORIDIANS:

ARTS & CULTURE



TEACHERS



INFRASTRUCTURE



FIREFIIGHTERS



POLICE OFFICERS



Report by Tourism Economics shows significant increases in visitor spending, jobs and state and local tax revenue driven by tourism

This week, Visit Orlando, Experience Kissimmee, Seminole County and Central Florida Hotel & Lodging Association released new research by Tourism Economics which concluded that the Orange County, Osceola and Seminole County's travel and tourism industry generated a new all-time high total economic impact of **\$87.6 billion, a 31% increase over 2021.**

Tourism Economics is an Oxford Economics company focused on combining an understanding of the travel sector with proven economic tools. More than 500 companies, associations, and destinations work with Tourism Economics every year as a research partner. Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities.

Also, according to the report, in 2022:

- Visitor spending jumped by **38% to \$55.5 billion**
- More than **\$26 billion in wages and benefits** were paid to the hospitality workforce, which is a substantial increase year over year
- State and local taxes collected from visitor activity **increased by \$900 million, reaching \$6.2 billion, which was an increase of 17% over 2021**

[CLICK HERE](#) to check out the Economic Impact of Tourism Calculator.

[CLICK HERE](#) to read the full announcement.

2023 CFHLA PAC/PC City of Orlando Endorsements

This week, the **Central Florida Hotel and Lodging Association's (CFHLA) PAC and PC** announced its endorsements of four candidates who are seeking re-election in the 2023 City of Orlando elections.

This includes Mayor **Buddy Dyer**; **Tony Ortiz**, City Commissioner, District 2; **Patty Sheehan**, City Commissioner, District 4 and **Bakari F. Burns**, City Commissioner, District 6.

The City of Orlando elections will be held on **Tuesday, November 7, 2023**.

The CFHLA PAC is proud to stand with each of these pro-hospitality candidates and we strongly encourage each of our members to do the same.



The Central Florida Hotel and Lodging Association's (CFHLA) PAC and PC endorsed candidates for the 2023 Elections.

Mayor, City of Orlando



Buddy Dyer
Mayor, City of Orlando

ELECTION DAY
NOVEMBER 7, 2023

Find Your Polling Location:
Orange County: www.ocfelections.com
Osceola County: www.voteosceola.com
Seminole County: www.voteseminole.org

Orlando City Commission



Tony Ortiz
City Commissioner,
District 2



Patty Sheehan
City Commissioner,
District 4



Bakari F. Burns
City Commissioner,
District 6



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Governmental Affairs Committee

This week, the **CFHLA Governmental Affairs Committee** was honored to have [State Representative Doug Bankson, District 39](#), as our meeting guest at [SeaWorld Orlando](#) (Thank you, Sarah Nemes).



We thank Representative Bankson for taking the time to hear our concerns and to discuss some of CFHLA's legislative priorities. We look forward to continuing to work with him, on behalf of the tourism and hospitality industry, throughout the 2024 Florida Legislative Session!

State Tourism Numbers Dip in Second Quarter

The number of people traveling to Florida during the second quarter of 2023 decreased compared to a year earlier, according to estimates released this week by the state's tourism-marketing agency.

Florida drew an estimated 33.092 million visitors during the quarter, keeping the state slightly ahead of an overall record pace of visitors in 2022. But the figure from April through June represented a 1.2 percent decrease from the second quarter of 2022, when it totaled 33.485 million.

Tourists from other parts of the U.S., who make up the bulk of Florida travelers, were off an estimated 2.4 percent from the same period in 2022.

Dana Young, president and CEO of the Visit Florida tourism-marketing agency, pointed to increased competition from other states and countries that shut down longer than Florida during the pandemic. But she also touted an increase this year in international tourists in Florida.

"We compete globally, not just here in the U.S.," said Young. "Destinations are opening up. And when they do, they're going to be using all those dollars they

didn't spend (during the pandemic) to try and lure their people back. So, the fact that we have these massive increases in international visitation is great.”

During the second quarter of 2023, Florida drew an estimated 1.941 million overseas visitors, up from 1.748 million during the same period in 2022, according to the estimates.

Florida also attracted 34.646 million U.S. visitors in the first quarter of this year and 30.305 million in the second. Furthermore, it attracted 1.305 million Canadian visitors during the first quarter and 846,000 in the second quarter.

The overall drop in year-to-year tourism figures was the first for a quarter since the first three months of 2021. **But Florida’s total visitors for the first half of 2023 were up 1.3 percent from the first half of 2022.** Also, the number exceeded the total in the first half of 2019, before the pandemic hit.

Regional Tourist Development Tax Update

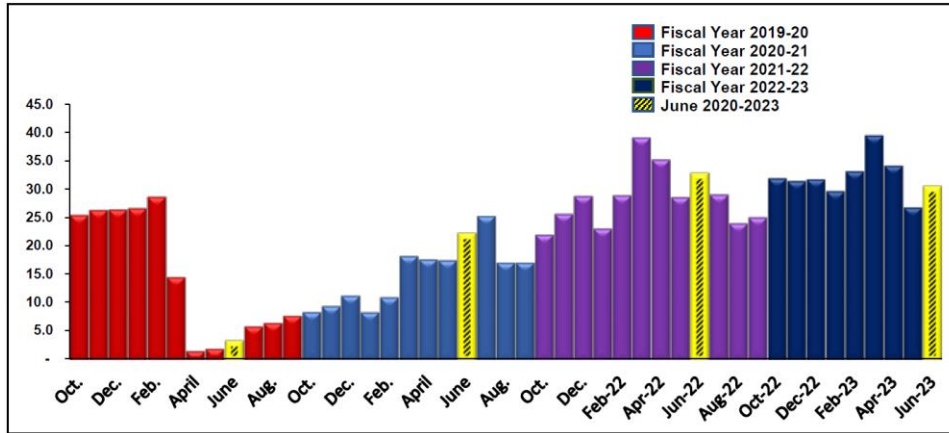
Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **June 2023 were \$30,028,300**. That is a **7.3% decrease** compared to June 2022.

This is the third month in a row that saw a year-over-year decrease.

Compared to last month, **June collections were higher than May collections by \$3.8 million**. In addition, **June Collections were higher than June 2021 collections by \$8.3 million**.

The chart below shows monthly TDT collections for the current fiscal year and the previous three fiscal years.

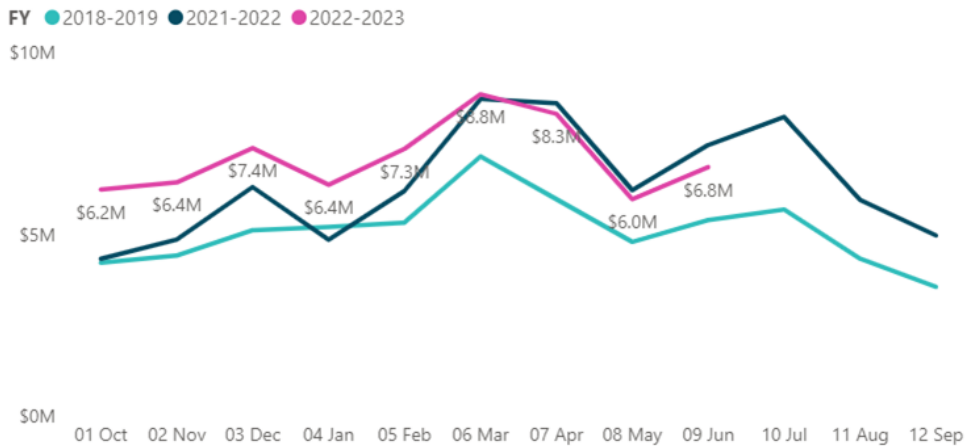


Osceola County

The Osceola County Tourist Development Tax (TDT) collection for the month of **June was \$6.8 million, a decrease of 8% vs. June 2022.**

Vacation homes accounted for 58% of the TDT collection, with hotels at 39% and campgrounds and RV parks at 3%. Vacation homes had a significant drop in revenue vs. last year, while hotel revenue remained the same.

TDT Osceola County



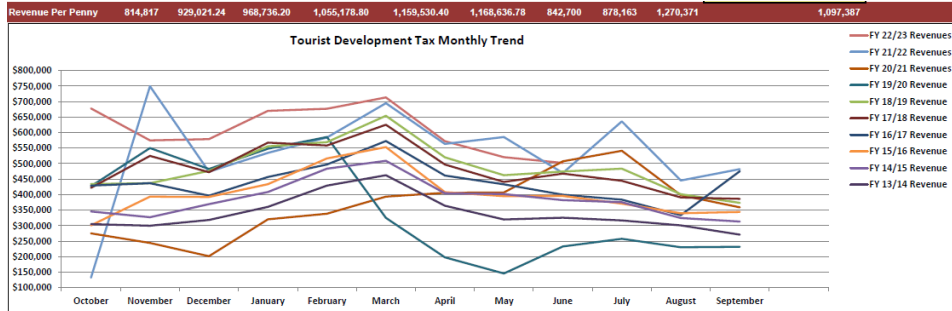
Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of June was at \$502,075.**

Month over month, this was the third straight month of decline in collections, however historically, **this was the second highest June TDT collection for**

Seminole County history.

For the FY 2022-2023, **Seminole County has now collected \$5,486,933 in TDT.**



DONATE

CFHLA MEMBERS - Please **consider making a donation of \$50** via the link below to the CFHLA PAC/PC. All contributions help CFHLA expand its efforts to support and endorse Hospitality-Friendly candidates for local and state offices. **In the 2022 General election, all 16 CFHLA endorsed candidates were successfully elected into office.**

[DONATE NOW](#)

As a reminder, all CFHLA Board Members, PAC/PC Board Members, and ARC Board Members have committed to contributing \$150 to the CFHLA PAC/PC in 2023. If you are a part of one or more of these groups, please consider fulfilling your commitment today.

IN THE NEWS

[Florida's Orange County talks on funding Orlando tourism projects heat up](#) - Orlando Business Journal

[Central Florida tourism industry an \\$87.6B economic impact engine](#) - Orlando Business Journal

[Florida tourism numbers dip in the second quarter](#) - Orlando Business Journal

[Orlando to have pro volleyball team](#) - Orlando Business Journal

[Caribe Royale Orlando Resort to undergo multimillion-dollar convention expansion](#) - Orlando Business Journal

[Florida annual wages up since Covid, Orlando among weakest metros](#) - Orlando Business Journal

[What's next for Brightline after Orlando train service start delay](#) - Orlando Business Journal

[Proposed Orlando railway Sunshine Corridor taxing district for train station moves forward](#) - Orlando Business Journal

[Orlando Plaza Live project to get Orange County hotel tax funding](#) - Orlando Business Journal

[New hotel, restaurants, office space eyed for land near Sanford airport](#) - GrowthSpotter

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About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.