



PRESS RELEASE

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Central Florida's Tourism Industry Reaches Record \$94.5 Billion in Economic Impact in 2024

Study from Tourism Economics highlights continued growth in visitor spending, job creation and tax revenue driven by tourism

ORLANDO, Fla. – Central Florida's tourism industry generated an economic impact of \$94.5 billion in 2024 – a 2.2% increase over the previous year – according to the latest study by Tourism Economics, a division of Oxford Economics and a leader in industry research.

Commissioned by Visit Orlando, Experience Kissimmee, Seminole County and the Central Florida Hotel & Lodging Association (CFHLA), the annual report underscores how essential tourism is to the region's economy. Visitor activity drives significant financial benefits for residents and businesses, while generating substantial tax revenue that supports essential public services.

"The Central Florida visitor economy has doubled in size over the past 15 years that Tourism Economics has been conducting this analysis. Looking across the hundreds of destinations that we evaluate each year, Central Florida's success is truly extraordinary," **said Adam Sacks, President of Tourism Economics.**

More than 500 companies, associations and destinations partner with Tourism Economics annually for research and insights. Oxford Economics is one of the world's foremost independent global advisory firms, producing reports, forecasts and analytical tools covering 200 countries, 100 industrial sectors, and more than 3,000 cities.

In May, [Visit Orlando announced that Central Florida welcomed 75.3 million visitors](#), reaffirming its position as the most visited destination in the U.S. and top-ranked location for meetings and conferences.

Key Study Results:

Direct visitor spending in Central Florida grew 2.4% in 2024.

Direct visitor spending generated \$59.9 billion.

- This equates to visitors spending more than \$164 million daily, reducing the annual tax burden by \$7,474 per household in the Orlando region. For Orange County residents specifically, the tax burden is reduced by \$10,200.
- This direct visitor spending generated an additional \$34.6 billion through indirect sales (businesses purchasing goods and services to support the visitor-based industry) and induced sales (employees spending wages generated by visitor activity)—contributing to the total \$94.5 billion impact, a 2.2% increase over 2023.
- Of the total visitor spending: 85% originated in Orange County, 12% in Osceola and 3% in Seminole County.

“Every visitor we welcome builds a connection to our community and strengthens our local economy — and that’s critical, because every January our visitation numbers reset to zero, and the work to protect and expand our market share begins again in a competitive global market,” **said Casandra Matej, President and CEO of Visit Orlando.** “Holding the coveted title of top U.S. destination is the result of decades of strategic effort by our tourism industry. This work enhances the quality of life for residents while generating significant economic returns.”

Tourism supports 37% of all jobs in the region.

The total economic impact supported more than 468,000 jobs in 2024, a nearly 1% increase from 2023.

- Of these, more than 288,000 were directly employed by the industry, meaning hotels, restaurants, attractions and more.
- The remainder were in support industries, such as architectural and interior design, business services, construction, engineering, financial services and transportation.
- The tourism and hospitality industry (direct and indirect) accounted for 42% of all jobs in Orange County, 35% in Osceola and 12% in Seminole County.
- \$28 billion in wages and benefits were paid in 2024, a 2.5% increase year-over-year.

“Central Florida’s hotel and lodging industry offers competitive wages and real career growth,” **said Robert Agrusa, President & CEO of the Central Florida Hotel &**

Lodging Association (CFHLA). “According to CareerSource Central Florida, the average annual median salary is \$54,000- \$9,000 higher than the region’s mid-range salary, with 90% of available jobs being full-time. Career pathways span from head chefs earning up to \$85,000, to front office supervisors earning up to \$81,000, and lodging managers earning as much as \$135,000.”

Tourism saves residents money and generates billions in tax revenue.

In 2024, state and local taxes collected from visitor activity increased by 2.5%, reaching \$6.7 billion.

- The taxes paid by visitors (Tourist Development Tax, sales tax) and tourism entities (property tax), funds essential services in the region, such as fire and law enforcement personnel, schoolteachers and infrastructure, saving an average of \$7,474 per household in taxes. By county, the tax burden is offset by \$10,200 in Orange County, \$4,430 for Osceola and \$1,772 for Seminole residents.
- Visitor activity in the region generated \$12.9 billion in government revenue: \$6.2 billion in federal and \$6.7 billion in state and local taxes.

“By working hand in hand with more than 1,000 Central Florida partners, we are ensuring that Osceola County and the region continue to achieve strong, record-breaking results. Tourism is the driving force of our economy, supporting jobs, enhancing the quality of life, and strengthening our community. The success of tourism directly benefits hundreds of local small businesses and tens of thousands of Osceola families who rely on it every day,” **said DT Minich, President/CEO, Experience Kissimmee.**

“Tourism is a vital economic driver not only for Central Florida, but for Seminole County as well. Visitors who come to enjoy our natural springs, trail systems, and sports venues also support our local businesses and workforce. This study reaffirms the importance of regional collaboration, and we are proud to see Seminole County’s unique assets contributing to the record-setting impact of tourism across Central Florida,” **said Jay Zembower, chairman of the Seminole County Board of County Commissioners.**

About Visit Orlando

Visit Orlando is The Official Tourism Association® for Orlando, the most visited destination in the United States, Theme Park Capital of the World® and No. 1 meeting destination in the country. A not-for-profit trade association that brands, markets and sells the Orlando destination globally, we represent more than 1,600 member companies comprising every segment of Central Florida's tourism community.

Visit Orlando connects consumers and business groups with all facets of Orlando's travel

community, whether for a vacation or meeting. Home to eight of the world's top theme parks -as well as refreshing water parks, nature and outdoor adventures, vibrant neighborhoods, a dynamic dining scene with Michelin-recognized restaurants, and a robust calendar of entertainment and sports events - Orlando is a diverse, welcoming and inclusive community for all travelers. Find more information at VisitOrlando.com, VisitOrlando.org or OrlandoMeeting.com.

About Central Florida Hotel & Lodging Association

As the largest regional hospitality association in the United States, the Central Florida Hotel and Lodging Association (CFHLA) represents nearly 129,500 hotel rooms across the Central Florida region, including Lake, Orange, Osceola, Polk, and Seminole counties, as well as more than 500 supplier organizations that do business with the hospitality and tourism industries. CFHLA's mission is to represent the Central Florida hospitality industry by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. For more information on CFHLA, please visit www.cfhla.org.

About Experience Kissimmee

Experience Kissimmee is the official tourism authority for Osceola County, Florida. Located at the heart of Central Florida, Kissimmee is 25 minutes from Orlando International Airport (MCO), minutes from world-famous theme parks and attractions, and nestled in carefully preserved outdoor spaces so visitors can reconnect with nature. Also known as the Vacation Home Capital of the World®, Kissimmee has sprawling resorts with thousands of options ranging from two-bedroom condos to 15- bedroom mansions.

About Orlando North, Seminole County

Teeming with old Florida charm and young Florida vibrancy, Orlando North, Seminole County offers visitors nature-based attractions, eclectic dining, and a booming microbrew scene. With over 2,000 waterways, you'll discover a wide array of thrilling outdoor activities from paddling in clear freshwater springs and rivers to air boating among alligators or zooming through an aerial zip line course. It also features an array of sports and training facilities for amateur tournament play, including the 102-acre Boombah Sports Complex at Seminole County. Getting here is easy via Orlando Sanford International Airport (SFB), aboard the Amtrak Auto Train, or via auto on 1-95 and 1-4. All this and it's less than an hour's drive to area theme parks and beaches! 407- 665-2900 or visit: www.DoOrlandoNorth.com

Media Contacts:

- Visit Orlando: Jacklyne Schottmiller, jacklyne.schottmiller@VisitOrlando.com
- The Central Florida Hotel and Lodging Association (CFHLA): Sarah Panko, Communications & Marketing Manager, sarah.panko@cfhla.org
- Experience Kissimmee: Juliana Leveroni, jleveroni@experiencekissimmee.com
- Seminole County: Guilherme "Gui" Cunha, gcunha@seminolecountyfl.gov

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