



All,

Throughout the Legislative Session, Governor Ron DeSantis worked to ensure that Florida's economy continues to grow and visitors continue to vacation in our state. This year's budget includes \$50 million in funding for VISIT FLORIDA to market Florida as the best place in the world for travelers.

The Governor understands how necessary VISIT FLORIDA and tourism marketing are to our economy, and with his continued support, the tourism industry will keep creating jobs while keeping taxes low for Floridians. We appreciate Governor Ron DeSantis' support and will continue to work every day to benefit Florida's tourism industry and the taxpayers we serve.

Also, today, we launched this year's cooperative marketing programs so the Florida tourism industry can easily partner with our organization. To preview and select programs, visit our Marketing Planner at VISITFLORIDA.org/planner.

Sincerely,

Dana Young
VISIT FLORIDA President and CEO

Contact Us

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