

Visit **Washington** County



Experience Life Naturally

visitwcfla.com

CONTACT

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Director

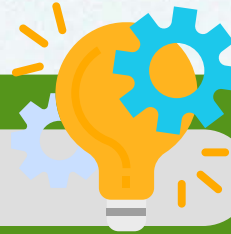
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CHECK OUT WHAT WE ARE UP TO!



Upcoming Projects

- America 250 “Revolutionary Road” Driving Tour & Launch Event
- Tourism Partner Education Workshops
- Vernon Heritage Festival 2026
- Film & Image Creation for Washington County Tourism Assets
- Military & Consumer Travel Shows



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**WE DRIVE
ECONOMIC
GROWTH FOR
WASHINGTON
COUNTY**

ABOUT US



Visit Washington County is funded by a dedicated 3% tax on lodging rentals that include hotels/motels, vacation rentals, and RV & campgrounds.

This tax is used to promote and market Washington County to potential visitors per FL Statute 125.0104.

This tax is NOT paid by residents, but they get the benefits it brings.



MISSION AND GOALS

MISSION



“To provide unique opportunities that attract quality guests to Washington County, while building the economy, quality of life, and job market with heritage and recreational benefits.”

GOALS



- Promote & market Washington County to relevant drive and fly markets to increase economic impact for the community
- Create sustainability and accessibility programs to protect what makes our county special and provide opportunities for all travelers to enjoy our beautiful resources
- Support local events and sports activities in the county that drive visitation
- Create educational opportunities and provide support for all tourism businesses (restaurants, retail and attractions)

ECONOMIC IMPACT 2024



**Based on most currently available data from Visit Florida

JOBS



Tourism is responsible for a total of 305 jobs in Washington County:

- Direct Jobs- 253
- Indirect Jobs - 30
- Induced Jobs - 22



VISITOR SPENDING

Total Visitor Spending for 2024 in Washington County was \$27.9 Million. This represents a +5.0% increase over the previous year.

BUSINESS SPENDING



Total Business Spending for 2024 in Washington County directly tied to tourism activities was \$26.9 Million.



STATE & LOCAL TAXES

Tourism generated a total of \$2.5 Million in state and local taxes in 2024.