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March 25, 2019

The Honorable Bill Galvano
President, Florida Senate
The Capitol
Tallahassee, FL 32399

Dear President Galvano:

On behalf of the Florida Airports Council, I wish to thank you and your Senate colleagues for your continued strong support of VISIT FLORIDA. The organization helps stimulate Florida's most important economic engine, and its mission is crucial to our state's fiscal stability. It must remain a vital part of our state's economic development strategy.

As you know, tourism is setting new records each year in Florida. Almost half of all visitors to our state arrive by air, and Florida's more than 120 airports recognize their important role in serving these guests. However, we are also mindful of how sensitive our state is to economic downturns, a point painfully driven home during the still-recent recession. With tourism supporting some 1.4 million jobs in our State, we must do everything we can to ensure the well-being of this vital industry and position our economy for continued growth.

Our members have a strong interest in the work done by VISIT FLORIDA, since a decline in tourism would of necessity mean a decline in air travel – and with it, jobs in transportation and associated industries and businesses. VISIT FLORIDA does an excellent job spreading the good word about our wonderful state and marketing it to potential tourists both near and far. We are grateful that the Senate, under your leadership, supports its mission and budget.

We hope you and your colleagues will remain steadfast in your dealings with the House, and in the end the next state budget includes full funding for VISIT FLORIDA and the important work it does.

Sincerely,

A handwritten signature in blue ink that reads "Lisa Lyle Waters".

Lisa Waters
President/CEO