

Committee on Commerce and Tourism

SB 434 — Florida Tourism Marketing

by Senators Hooper, Torres, and Stewart

The bill extends the scheduled repeal date for the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, and the Division of Tourism Marketing within Enterprise Florida, Inc., from October 1, 2023, to October 1, 2028.

If approved by the Governor, these provisions take effect upon becoming law.

Vote: Senate 36-3; House 98-17