

The Value of Tourism

in The Florida Keys
& Key West

Jobs & Employment

nearly **19,000**
**JOBS**
are directly supported
by visitor spending

1,010 new jobs:
5.6%
↑ INCREASE
over previous year

ADDITIONAL
5,500 JOBS
 are supported by
secondary spending
of tourism dollars

wages, benefits and
proprietor income 
increased 4.8% totaling
\$1.02 B

Visitor Spending & Tax Revenue

**visitors spent**
\$3.5
BILLION

\$305 M
generated by direct
travel-related
tax revenue

state and local taxes add
\$92.6 M in secondary
travel impacts bringing
tax revenue to total
of \$397.4 M


\$11,500
approximate tax
savings per local
household including
\$1,124 savings
in property taxes alone

↑ **43%**
INCREASE
in tax revenue
since 2019

Where Our Visitor Tax Revenue Goes



\$173 M in local taxes
paid by visitors

tourist tax

paid by
visitors contributes



\$60.6 M

to tourism promotions, event
funding & conservation

sales tax

paid by
visitors contributes



\$42.2 M

local services & infrastructure

Local Investments Supported by Visitor Tax Revenue*



\$19.2 M

tourism-related attractions

\$10.8 M

community events



\$12.0 M

in beach and beach
facility funding

\$8.0 M

for cultural events
and the arts



\$4.3 M

toward coral restoration
and the marine sanctuary

\$15 M

to promote fishing
and diving events



*5 year trend

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come as you are®