

How Important is Tourism to The Florida Keys & Key West?

Tourism's value to the Keys' Economy

\$2.4 Billion

2018 Monroe County Tourism Spending

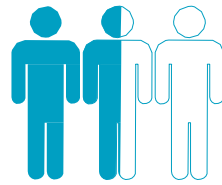


\$1.8 Billion

Total Economic Impact (Direct, Indirect, & induced)

44%*

Jobs/Employment in Monroe County



**2018 data negatively skewed due to Hurricane Irma*

Tourism & Sales Related Taxes*

\$120 Million

Combined Annual Tax Revenue to the State

\$50 Million

And more has been raised for Affordable Housing or Environmentally Sensitive Land

\$70 Million

Combined Annual Tax Revenue to Keys Municipalities from Tourism

\$50 Million

And plus has been raised for Monroe County General Fund

**10-year trend*



Property Tax Revenue

\$2.6 Billion

Value of all Florida Keys Lodging Property

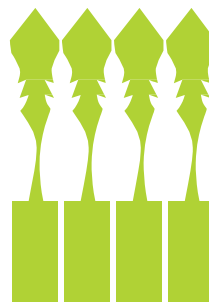
\$33 Million

Value of all Florida Keys Tourist Attractions

\$25 Million*

Property Taxes paid by

Hotels & Attractions **2018 estimated*



8 out of 10 highest taxes paid per parcel were lodging facilities

Capital Projects



\$61 Million

Invested by the TDC in the past 10 years

Projects include: Beaches, Coral Reef Restoration, Park Improvements, Pigeon Key, Marine Mammal Facilities, Museums, Amphitheatres & Cultural Centers

Benefits of a Tourism Economy

Without tourism, annual additional amount of local taxes needed per household to maintain current receipts

\$3,750*



**based on the number of households in Monroe County as reported by the US Census*

Arts & Cultural Events

\$11 Million

Invested by the TDC on Performing and Visual Arts over the past 10 years



The Florida Keys & Key West
come as you are®



For more information: www.monroecounty-fl.gov/tdc