

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

## Tourism & The Keys Economy

# \$2.7 Billion

Tourism's value to the Keys' economy

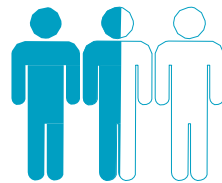


# 60%

Of all spending is attributed to tourism (direct and induced)

# 54%

Jobs/Employment in Monroe County



## Tourism & Sales Related Taxes

# \$120 Million

Combined Annual Tax Revenue to the State



# \$50 Million

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

# \$70 Million

Combined Annual Tax Revenue to Keys Municipalities from Tourism

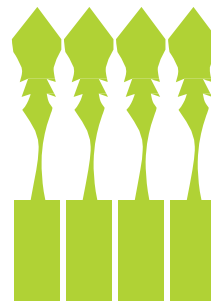
# \$50 Million

And plus has been raised for Monroe County General Fund

## Property Tax Revenue

# \$2.16 Billion

Value of all Florida Keys Lodging Property



# \$41 Million

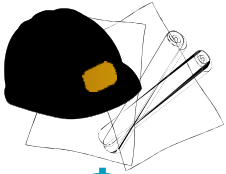
Value of all Florida Keys Tourist Attractions

# \$17 Million

Property Taxes paid by Hotels & Attractions in 2017

16 out of 20 highest taxes paid per parcel were tourism businesses

## Capital Projects



# \$57 Million

Invested by the TDC in the past ten years

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

## Benefits of a Tourism Economy

from the US Travel Association report "Travel Means Jobs"

# 53%

Travel jobs are from small businesses. A higher rate than the rest of the private sector.



## Arts & Cultural Events

# \$11 Million

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



The Florida Keys & Key West  
come as you are®



For more information: [www.monroecounty-fl.gov/tdc](http://www.monroecounty-fl.gov/tdc)