

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

## Tourism & The Keys Economy

**\$2.7 Billion**

Tourism's value to the Keys' economy

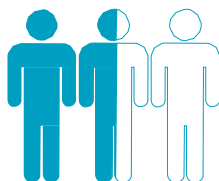


**60%**

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

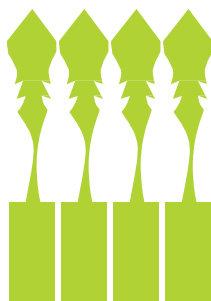
**\$50 Million**

And plus has been raised for Monroe County General Fund

## Property Tax Revenue

**\$1.45 Billion**

Value of all Florida Keys Lodging Property



**\$33 Million**

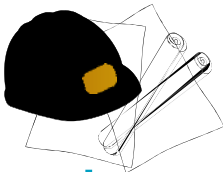
Value of all Florida Keys Tourist Attractions

**\$18 Million**

Property Taxes paid by Hotels & Attractions in 2016

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

## Capital Projects



**\$48 Million**

Invested by the TDC in the past ten years

Projects include: Beaches, Veterans Memorial, Coral Reef Restoration, Park Improvements, Pigeon Key, Museums, Theatres & 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

**\$8 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)