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

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