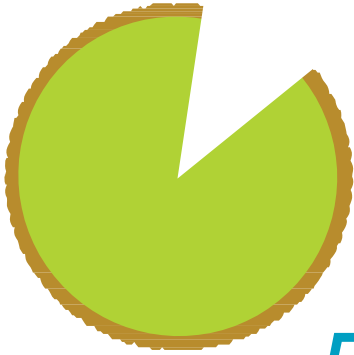


How Important is Tourism to The Florida Keys & Key West?

Tourism & The Keys Economy

\$2.7 Billion

Tourism's value to the Keys' economy

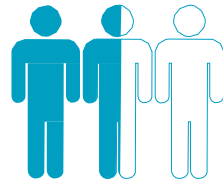


60%

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

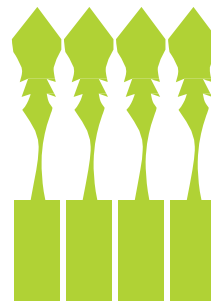
\$50 Million

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

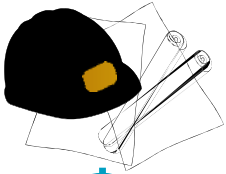
Value of all Florida Keys Tourist Attractions

\$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, Amphitheaters & 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