










# The Value of Tourism


in The Florida Keys  
& Key West

## Jobs & Employment

nearly **19,000**  
          **JOBS**  
are directly supported  
by visitor spending

1,010 new jobs:  
**5.6%**  
↑ INCREASE  
over previous year

**ADDITIONAL**  
**5,500 JOBS**  
 are supported by  
secondary spending  
of tourism dollars

wages, benefits and  
proprietor income   
**increased 4.8%** totaling  
**\$1.02 B**

## Visitor Spending & Tax Revenue

    visitors spent  
**\$3.5**  
**BILLION**

**\$305 M**  
generated by direct  
**travel-related**  
**tax revenue**

state and local taxes add  
**\$92.6 M** in secondary  
travel impacts bringing  
**tax revenue to total**  
**of \$397.4 M**

  
**\$11,500**  
approximate tax  
savings per local  
household including  
**\$1,124 savings**  
in property taxes alone

↑ **43%**  
**INCREASE**  
**in tax revenue**  
since 2019



## Where Our Visitor Tax Revenue Goes



**\$173 M** in local taxes  
paid by visitors

### tourist tax

paid by  
visitors contributes



**\$60.6 M**

to tourism promotions, event  
funding & conservation

### sales tax

paid by  
visitors contributes



**\$42.2 M**

local services & infrastructure

## Local Investments Supported by Visitor Tax Revenue\*



**\$19.2 M**

tourism-related attractions

**\$10.8 M**

community events



**\$12.0 M**

in beach and beach  
facility funding

**\$8.0 M**

for cultural events  
and the arts



**\$4.3 M**

toward coral restoration  
and the marine sanctuary

**\$15 M**

to promote fishing  
and diving events



\*5 year trend

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come as you are®