

# Monroe County Tourist Development Tax: Protecting Florida's Highest-Yield Tourism Market

## Key Fact: Monroe County Leads Florida in Hotel Revenue

Florida Keys boasts the highest Average Daily Rate (ADR) in Florida — consistently outperforming hotels and short-term rentals in Miami, Palm Beach, Orlando and Ft. Lauderdale

**Premium revenue per visitor means fewer visitors  
generate more economic impact**

### Why TDT Reinvestment Works

- TDT funds destination marketing, visitor infrastructure, and in Monroe County, tourism capital and event assets that drive demand and provide significant benefits for residents
- Strong ADR = higher TDT yield without increasing taxes or visitor volume; reinvestment maximizes long-term state and local revenue
- Recent research shows Monroe County tourism provides \$11,500 in approx. annual tax savings per household including \$1,124 in property taxes alone

### Risk of Redirecting TDT to Property Tax Relief & Other Uses

- Diverting TDT weakens the tourism revenue engine; short-term relief equals long-term revenue loss
- Reduced reinvestment erodes market competitiveness and statewide returns
- To remain competitive, consistent data-driven and targeted messaging is essential to maintain market share and attract stewardship-minded visitors interested in environmental sustainability

### Smart Fiscal Strategy: Grow the Revenue Engine

- Tourism reinvestment lowers community strain by supporting higher-value visitation over higher volume, protecting a top-performing statewide economic asset
- Supports infrastructure, workforce housing, environmental stewardship and public facilities

### Legislative Ask

- Preserve local flexibility under F.S. 125.0104
- Avoid one-size-fits-all TDT mandates
- Allow Monroe County to continue reinvesting TDT where it produces the highest return

### Bottom Line

Monroe County delivers Florida's highest tourism revenue yield. Protecting TDT reinvestment protects long-term state and local tax returns.

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