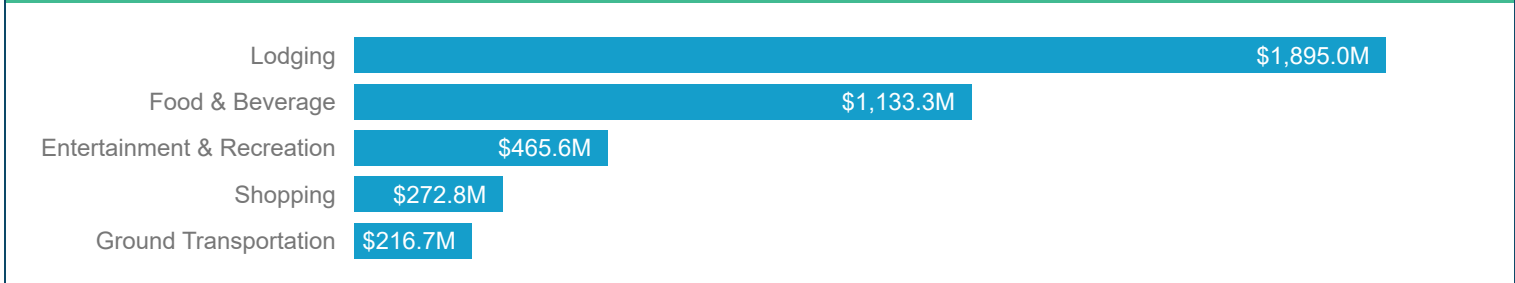


2023 ECONOMIC IMPACT OF TOURISM

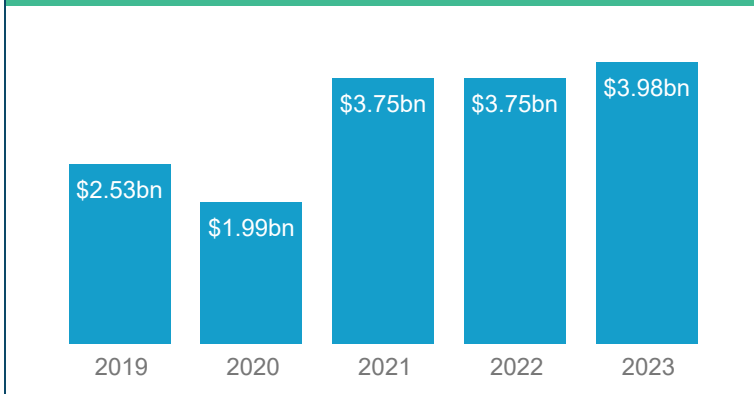


Monroe County

Visitor Spending by Category



Total Visitor Spending



+6.2%
2023 Visitor Spend vs. 2022

\$427.9M

State & Local Taxes Generated

\$482.6M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$2.27bn	\$0.48bn	\$0.47bn	\$3.23bn
Jobs	36,761	7,008	6,172	49,941
Wages	\$1.46bn	\$0.27bn	\$0.24bn	\$1.96bn
Total Business Spending	\$3.73bn	\$0.94bn	\$0.84bn	\$5.51bn

Figures in this document are based on spending by visitors during 2023, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store). "Total Business Spending" is the amount paid to suppliers by businesses.

Source: Rockport Analytics