

# The Value of Tourism

in The Florida Keys & Key West

## \$180M

in Local Taxes Paid by Visitors

### TOURIST TAX

paid by visitor contributions

## \$61.2M

to tourism promotions,  
event funding & conservation

### SALES TAX

paid by visitor contributions

## \$43.1M

to local services & infrastructure

### Local Investments Supported by Visitor Tax Revenue\*

**\$34.7M** tourism-related attractions

**\$11.3M** community events

**\$14.7M** in beach and beach facility funding

**\$7.6M** for cultural events and the arts

**\$5.2 M** coral restoration and the marine sanctuary

**\$15 M** to promote fishing and diving events

### Visitor Spending and Tax Revenue

Visitors Spent

## \$3.6 BILLION

## \$312M

generated by direct  
**travel-related tax revenue**

state and local taxes add \$97M in  
secondary travel impacts bringing  
**total tax revenue to**

## \$409M

## \$11,900

approximate tax savings per  
local household including

**\$1,253 savings**  
in property taxes alone

## 48%

**INCREASE  
in tax revenue**  
since 2019

### Jobs and Employment

Nearly

## 19,700 JOBS

are directly supported  
by visitor spending

## 5,700 JOBS

Additional  
are supported by  
secondary spending  
of tourism dollars

## 1 in 4 LOCAL JOBS

26% of all county jobs

wages, benefits and  
**proprietor income**  
increased 3.1% totaling

## \$1.12 BILLION

The Florida Keys & Key West  
... come as you are®

\*5 year trend

Source: Dean Runyan Associates, 2025 Economic Impact Report (direct impacts: 2025; secondary multipliers: 2023).

The  
Florida Keys  
& Key West  
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