

Tourism Is Everyone's Business

Making Greater Miami & Miami Beach a Better Place to Live, Work, Play and Visit

YEAR-OVER-YEAR GROWTH



Our Resilient
Tourism Industry is our
#1 Economic Generator.



VISITATION

AVERAGE
DAILY RATE

Tourism produces tangible benefits for all - whether you're employed in the industry or not. In 2021, **24.2 million** visitors spent **\$19.2 billion** in Miami-Dade County, generating **\$1.6 billion** in tax revenues.

How Do You Benefit?



38% of all state taxes are collected from visitors.



\$1.6 billion in tax revenues enhance our quality of life and essential services.



More than **\$1,700** annually in tax savings to individual Miami-Dade households.



167 visitors = 1 job
Miami-Dade has the lowest unemployment rate in the U.S. Tourism creates and supports **145,000 jobs.**

Where Do Tourism Tax Dollars Go?



Taxes paid by visitors help fund:

- Healthcare
- Transportation
- Public safety
- Arts & culture
- Infrastructure
- Environmental initiatives



Our local F&B tax finances programs combatting:

- Homelessness
- Domestic violence



Support quality of life enhancements, including:

- Arts & culture programs
- Venues
- Sports competitions - for visitors and residents alike



Visitor taxes - not local taxpayers - fund tourism promotion ensuring ongoing economic growth and reinvestment

These marketing dollars translate into:

• Every dollar the Greater Miami Convention & Visitors Bureau invests yields a **\$63 ROI** for our communities.

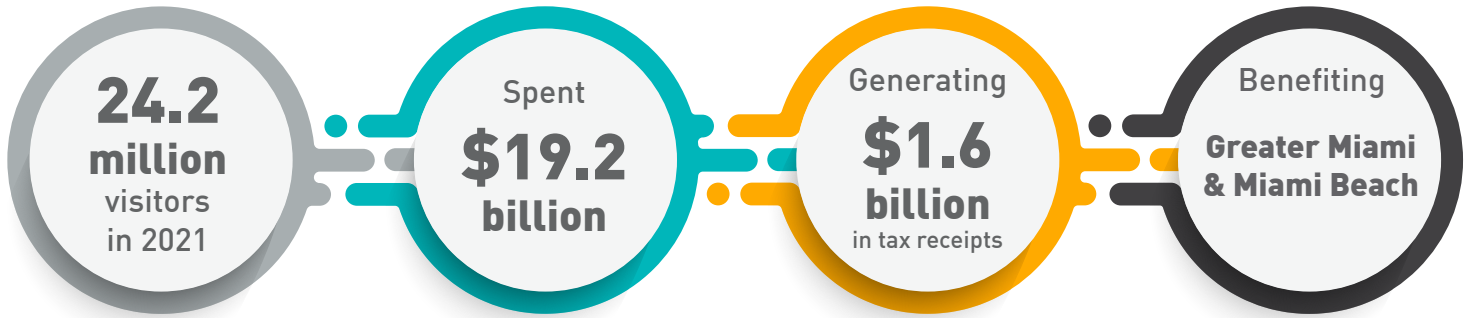
• More meetings and conventions delegates.

• More leisure travel room-night bookings.

• More multicultural tourism offerings.

• More Miami International Airport visitor arrivals and PortMiami cruise guests.

• Increased access and visitation to lesser-known, diverse neighborhoods that can share in tourism's economic bounty.



TOURISM LEADING THE RECOVERY

