

The Journey of a Miami-Dade County Tourism Dollar



The journey begins with the Greater Miami Convention & Visitors Bureau marketing our world-renowned destination.

A portion of state sales tax and local tax dollars collected in Tallahassee makes its way to Miami-Dade County, as well as tourism tax revenue.



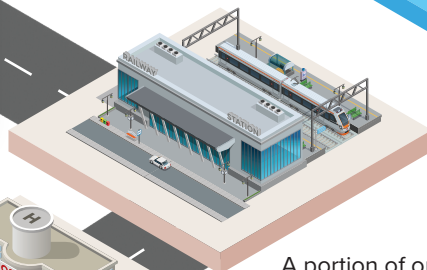
A visitor is inspired to travel to Greater Miami & Miami Beach for business or leisure.



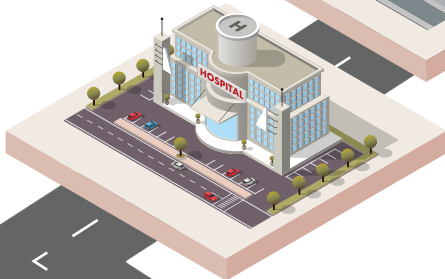
In Miami-Dade, these visitor-generated taxes support education, public safety, transportation, arts & culture, and more.



Once they arrive, a visitor pays for a service or product.



A portion of our hotel tax funds amenities like municipal mass transit systems and public health facilities.



A portion of the tourist development tax or hotel tax supports GMCVB marketing campaigns that continue to attract visitors.

In 2025, 28.3 million visitors chose Greater Miami & Miami Beach as their destination of choice.

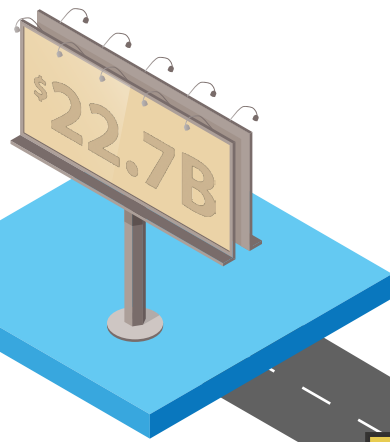
**BROUGHT
TO YOU BY
TOURISM**

PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU

In 2025, visitors spent **\$22.7 billion** throughout our destination.

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The tourism industry supports more than **216,000** jobs throughout the county.

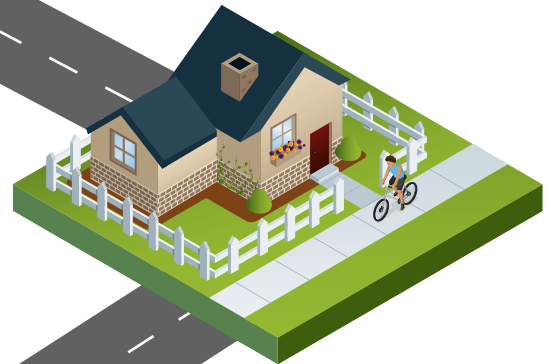
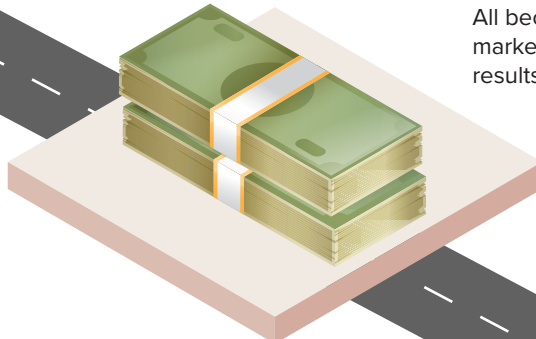


Resulting in enough tax revenue to pay the average annual salaries of more than **32,000** police officers.

131=1

Where every **131** visitors create **one new job**.

All because dollars are invested in tourism marketing, and one of those invested dollars results in **\$63** in economic impact.



This helps resident households all be better off, providing about **\$2,300** in annual tax savings.

Giving us all the more reason to appreciate why we live, work and play here and create the environment for inspiring entrepreneurs and businesses to join us.