

The Journey of a Miami-Dade County Tourism Dollar

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.

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

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.

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

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

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

The Journey Continues!

In 2024, 28.2 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 2024, visitors spent **\$22 billion** throughout our destination.

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The tourism industry supports
more than **209,000** jobs
throughout the county.

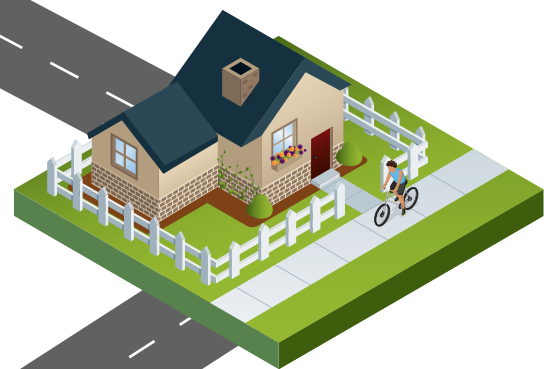
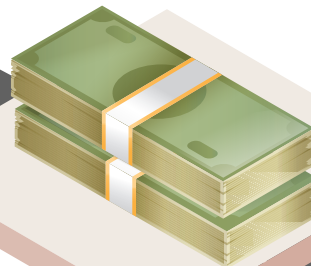


Resulting in enough tax revenue
to pay the average annual salaries
of more than **32,000** police officers.

181=1

Where every **181** 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 more than
\$2,230 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.**