

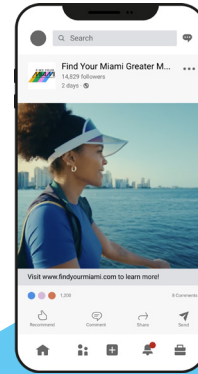
The Journey of a Miami-Dade County Tourism Dollar

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



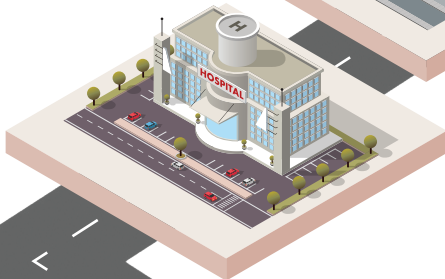
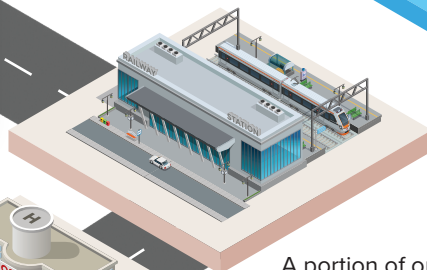
The journey begins with the Greater Miami Convention & Visitors Bureau marketing our world-renowned destination.



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 2023, 27 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 2023, visitors spent \$21.1 billion throughout our destination.

**BROUGHT
TO YOU BY
TOURISM**

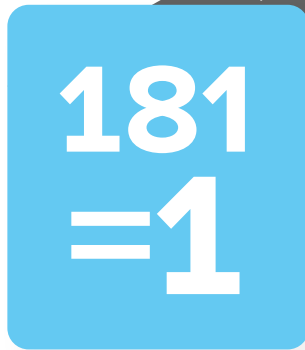
PRESENTED BY THE
GREATER MIAMI CONVENTION & VISITORS BUREAU



The tourism industry supports
200,000 jobs throughout the county.

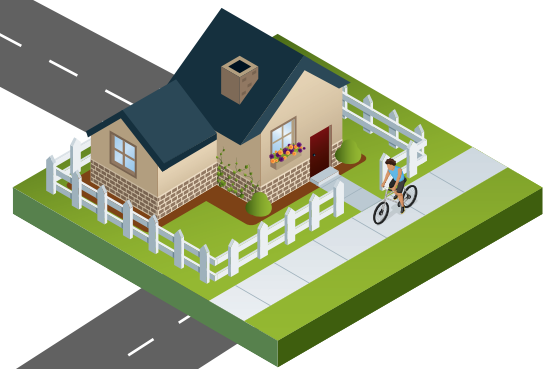
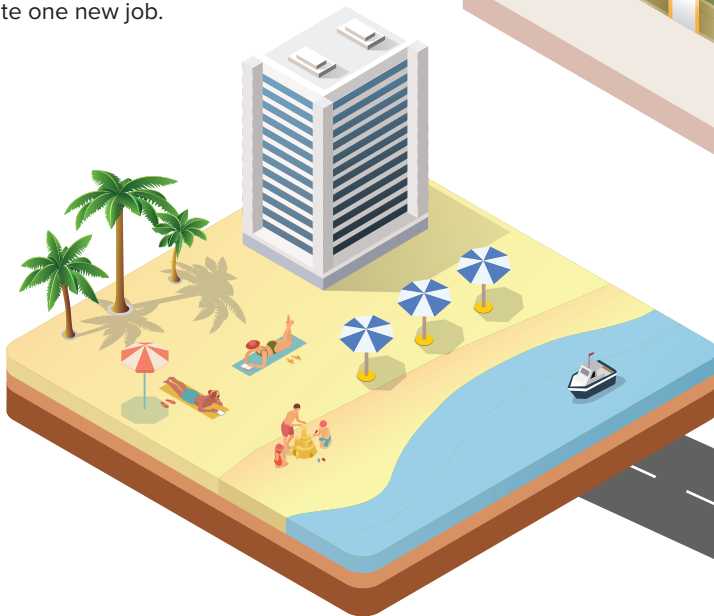
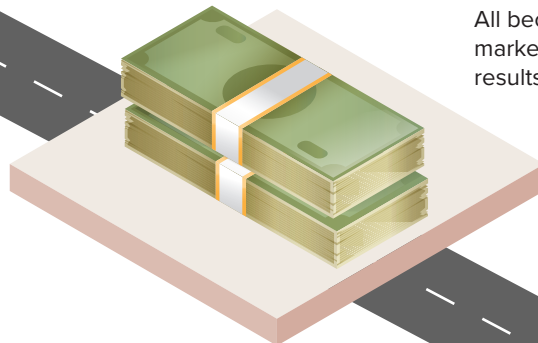


Resulting in enough tax revenue
to pay the average annual salaries
of more than 38,000 police officers.



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 \$2,200
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.**