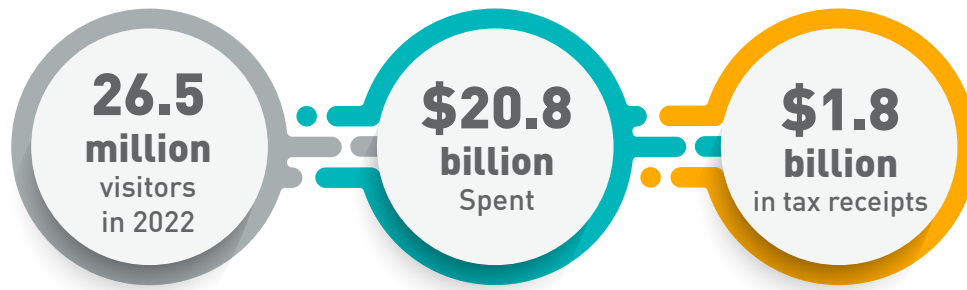


Tourism Matters in Miami-Dade County

Making Our Community a Better Place to Live, Work, Play and Visit



How Do Residents Benefit?

<p>181 visitors = 1 job Miami-Dade County has one of the country's lowest unemployment rates; tourism supports 146,000 jobs.</p>	<p>Approximately 32% of all state sales taxes in Miami-Dade County are collected from visitors.</p>	<p>Tourism results in more than \$2,500 in annual tax savings per household in Miami-Dade County. (Visit Florida)</p>	<p>Tourism tax revenues enhance resident quality of life and essential services.</p>
--	--	--	---

Where Do Tourism Tax Dollars Go?

<p>Supporting resident quality of life investments:</p> <ul style="list-style-type: none">• Arts & Culture Programs• Sporting Events• Festivals• Parks & Theaters	<p>Sales taxes paid by visitors support the funding of:</p> <ul style="list-style-type: none">• Transportation• Healthcare• Public Safety• Education	<p>Local food & beverage taxes paid by visitors supporting programs to address:</p> <ul style="list-style-type: none">• Homelessness• Domestic Violence
--	---	--

Why Does Tourism Marketing Matter?

- Every dollar invested in tourism marketing yields **\$63 in economic impact**.
- Provides a globally competitive edge in attracting leisure and business travel, meetings and conventions, and world-class events.
- Drives business to major economic engines including Miami International Airport and PortMiami.
- It helps showcase the diversity of our community and multicultural offerings driving economic impact to more parts of our destination.

