



GREATER MIAMI CONVENTION & VISITORS BUREAU

Tourism is Everybody's Business



To learn more about the Greater Miami Convention & Visitors Bureau (GMCVB), please visit

MiamiandBeaches.com

ECONOMIC IMPACT OF TOURISM: HELP PROVIDE BETTER PUBLIC SERVICES AND A LOWER TAX BILL

Tourism is the backbone of the region's economic foundation, generating real estate and economic development, corporate migration, a talent pipeline and a stronger tax base. Tax revenue generated from tourism is reinvested in our local communities. Without the taxes generated by tourism, each Florida household would pay as much as \$1,744 in additional taxes to maintain current levels of government services.*

144.8K*

JOBS SUPPORTED

Investing in tourism promotion generates tax revenues and creates jobs.



24.2M

VISITORS SPENT

\$18B*



38% of all state taxes collected are paid by **VISITOR EXPENDITURES**, generating a total of \$1.4B in tax revenue.*

Visitor taxes directly fund **transportation** and **healthcare** services in Miami-Dade County. They help fund **schools**, public safety, environmental and infrastructure projects, local **arts and culture** and programs to combat homelessness and domestic violence. They also save **Florida households** as much as **\$1,744** per year in additional taxes for these services.



GMCVB DELIVERED ROI

For every **\$1** GMCVB invested in tourism promotion

GMCVB delivered **\$63** for local municipalities*

Travel promotion dollars, **room nights booked**, advertising equivalency in print & digital media opportunities, **economic impact**, meetings and conventions attendees, multicultural **tourism business enhancement**, diverse neighborhoods, **GMCVB'S marketing programs** drive business to **Miami International Airport** and **PortMiami**.



GMCVB Advertising & Digital Marketing efforts generated **\$234M** in economic impact from **490k room nights** booked.*



GMCVB Communications & Media Relations efforts generated **\$28M** in **advertising equivalency** from print & digital media opportunities as well as **20.6B social media impressions**.*



From 2014-2019, **GMCVB Meetings & Convention Sales** efforts resulted in an estimated economic impact of **\$1.3B** from **4,474 meetings and conventions**, 3.24M attendees and **2.7M room nights** booked.*



GMCVB Multicultural Tourism invests in small-business training programs in diverse communities, providing them the resources and marketing tools to be **"tourism ready"** and economically sustainable.*

*Figures are from 2019, the last year before Covid-19.

GMCVB LEADS TOURISM INDUSTRY CRISIS RESPONSE AND RECOVERY

Tourism marketing allows Greater Miami the ability to communicate with the world quickly and effectively throughout a crisis (pandemics, Zika, hurricanes, etc.) and is critical to an effective emergency response effort. While government manages the immediacy of a crisis, the GMCVB works to keep visitors coming so the economy can recover and tax dollars flow, helping struggling employees, beleaguered businesses and cash-strapped city halls. Miami-Dade County hotel and restaurants – the two largest hospitality industries in South Florida – have taken a \$3.36 billion dollar hit from COVID-19. GMCVB destination marketing programs are vital to the recovery of those industries, as they help drive demand and increase the number of visitors to Greater Miami.



GREATER MIAMI AND THE BEACHES