



Palm Beach County Tourism Fact Sheet



The Palm Beaches COLLECTION

Florida's *Most Stylish* Vacation Destination

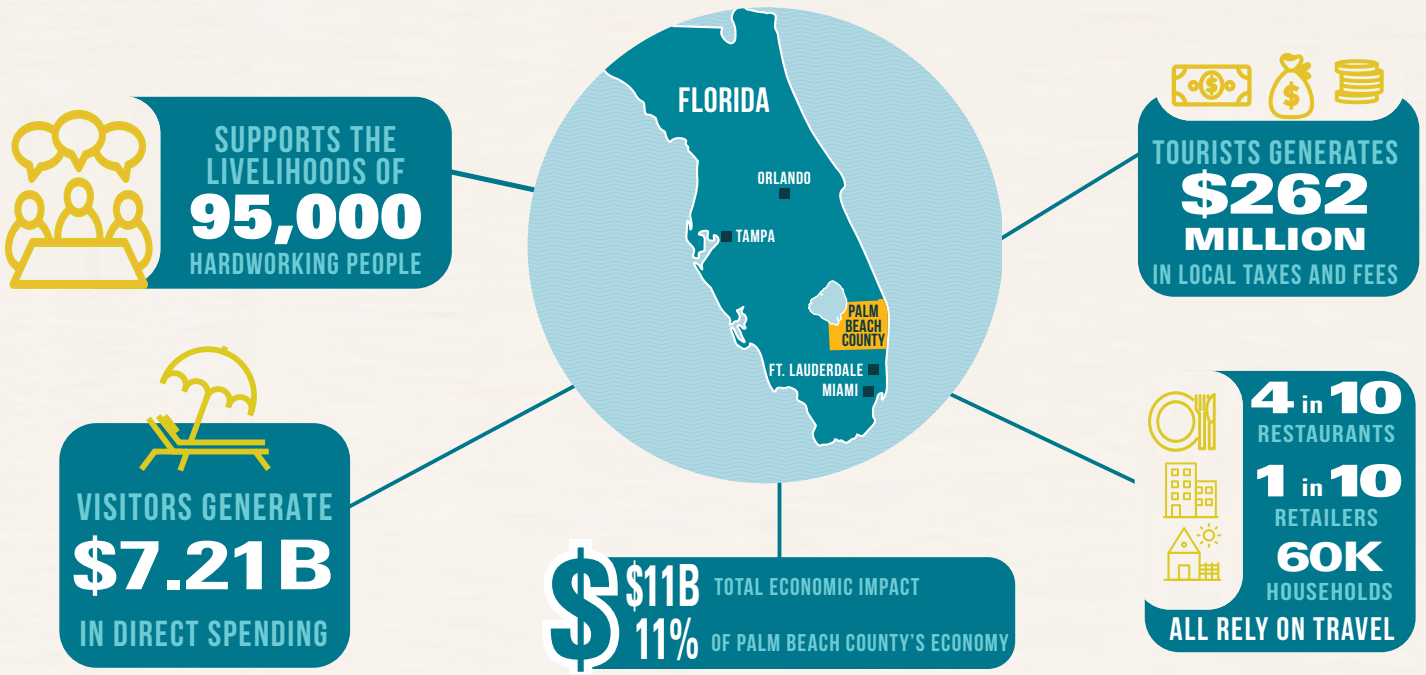
Tourism Ignites Palm Beach County's Economy

- Discover The Palm Beaches works alongside our TDC Agencies, Convention Center, and PBI to ignite tourism economy— we are responsible for successfully promoting The Palm Beaches for visitors and investors.
- It is our responsibility to collaboratively showcase our entire collection of tourism assets to the world – hotels, attractions, dining, eco, shopping, sports, arts & culture, and more – as individual business don't have the reach or bandwidth do so.

- Destination promotion ensures The Palm Beaches are recognized for what makes us stand out – a commitment to quality of place and life.
- If we don't work to promote The Palm Beaches, we'll lose visitors and entrepreneurs to destinations who do. It'll mean fewer jobs, less spending on dining, retail, and entertainment – which leads to smaller sales tax revenue to reinvest locally.
- Tourism works for everyone in Palm Beach County -- it drives jobs, protects beaches, sustains culture, and saves residents money.

The Power of Tourism in The Palm Beaches

- Tourism Ranks in the **Top 5 Industries** in Palm Beach County
- **9.9 Million Visitors** in 2024, A Record-Breaking Year
- **10.58 Million Visitors Fiscal Year 2025** (Up from 9.62M FY24) Outperforming National & State Tourism Growth

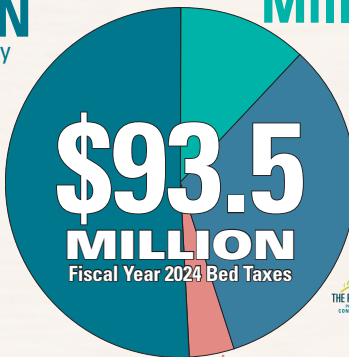


Bed Tax Allocation

\$47.7 MILLION
Tourism Agency Budgets

\$11.2 Million Beach Renourishment & Natural Preservation

Environmental Resources Management



\$30.9 MILLION
Tourism Infrastructure Projects

\$3.74 Million
TDC Special Projects & PBC Tax Collector

*Florida State Statues Require minimum of 40% be spent on Tourism Marketing

Top Visitors to The Palm Beaches

Mode	Origin	Percentage
Florida Drive	Miami/ Fort Lauderdale	9.9%
	Orlando	6.2%
	Tampa/St Pete	3.7%
	Jacksonville	2.0%
	Other Florida	21.8%
Northeast Fly	New York	11.6%
	Washington DC	3.7%
	Boston	2.6%
	Philadelphia	2.2%
International	Canada	3.7%
	Brazil	0.5%
	UK	0.4%
	Colombia	0.2%
	Germany	0.3%
Domestic Fly	Atlanta	2.5%
	Chicago	1.9%
	Dallas	1.2%
	Houston	1.1%
	Other Domestic	6.7%

Percent of Total PBC Visitors 2024 • All other markets 46.3%

Discover The Palm Beaches Tourism Promotion



Generates +2.17 Million Hotel Room Nights



Provides \$35 Million in Bed Taxes



Brings in \$135 Million in State Sales Taxes



Every \$1 Spent on Tourism Promotion Produces \$113 in Economic Impact

Tourism doesn't stop at the visitor — it fuels the entire Palm Beach County community

1. VISIT

2. LIVE



1. VISIT:
It starts with a visit, and then becomes a place to live

2. LIVE:
Somewhere to live becomes somewhere to work

3. WORK:
Business opportunities bring investment

4. INVEST:
Community-building creates places to visit

Beyond Tourism

Tourism Drives Florida's Economic Growth Engine & Quality of Place



Attracts New Residents, Jobs, and Investments



Fills Nearly 20K Hotel Rooms & 2K Restaurants in PBC



Protects Beaches & Natural Areas



Fuels Arts & Culture, Sports and Local Events

Why Funding Matters

Tourist Development Tax (TDT) Keeps Florida Competitive.

WITHOUT IT:



Small Businesses Lose Customers



Neighboring States Win - Floridians Lose



Beaches Erode



Events, Sports & Culture Disappear



Jobs Shrink

Lodging Industry Promotion Model

Industry / Travel Segment	Promotional Spending	Percentage of Market Spending	Room Nights Generated	Room Night Revenue	Bed Taxes Generated	Percent of Revenue Generated
Hotels	\$69M	73%	1.63M	\$435M	\$26.1M	28%
Tourist Development Council Agencies: Discover The Palm Beaches, Palm Beach County Sports Commission, Cultural Council for Palm Beach County, Palm Beach County Film and Television Commission			2.54M Hotel	\$678M	\$40.6M	43%
	\$25M	27%	960k Alt.	\$105M	\$6.3M	7%
Family / Personal	N/A	0%	1.06M Hotel + Alt.	\$135M	\$8.1M	9%
Business	N/A	0%	0.776M	\$207M	\$12.4M	13%
Total	\$94M	100%	6.97M	\$1.56 B	\$93.5M	100%

Additional \$109.2M in sales taxes are generated (\$93.5M in 6% state sales tax and \$15.7M in 1% local option). DTPB / TDC is based on brand tracking studies, group contracts and other attribution metrics. Hotels are based on industry standards, best practices and survey of hotels. Alt. = Alternative lodging which includes vacation rentals, Airbnb, VRBO, etc. and typically only leverage booking platforms and individual websites for promotional reach. Family/Personal = Destination reputation and brand awareness may influence travel decision. Business = Travel due to location of corporate offices as part of normal business operations such as sales calls, consulting, etc.

Innovation & Leadership

- Discover The Palm Beaches has earned the globally-recognized Destination Marketing Accreditation Program (DMAP), with distinction, serving as the benchmark for quality and performance standards in destination marketing and management.

- Discover The Palm Beaches is nimble, innovative, and forward-looking, delivering smarter returns through innovation, technology, and talent development.

- We measure true ROI on our efforts through Data-Driven Stewardship with scientific visitor surveys, resident sentiment surveys, event calculators and we use research platforms to measure ROI on our marketing and promotional campaigns.

Helping Hotels with Tech-Based Business Forecasting

Destination Demand

Created In House | High-Impact Promotional Efforts

- Bookings & Pricing
- Search Demand
- Year Over Year Performance

DATA SOURCES

Destination Demand

RESULTS

- Hotel Occupancy Forecast (6 months)
- Weekly Reviews • Shared with Hotels
- Increased Revenue • Targeted Spend
- Right Message at the Right Time

Accountable & Transparent

We Are Good Stewards of Tourism Funding



Every dollar is audited, line-item approved, and reimbursed only after review



Monthly & Annual reporting = full transparency



Proven ROI through independent studies (Nielsen, surveys, economic calculators)



Community sentiment is tracked annually, with +70% of PBC residents in support of tourism

Transformational Tourism



We have evolved from a tourism destination to a renowned, world-class travel brand, laying the foundation for The Palm Beaches' growth as a premier hub for business, culture, education, lifestyle, and social and economic development.

Our collection of communities and experiences offers endless opportunities and a sense of balance, inspiring residents and visitors to pursue their aspirations while embracing the well-being and prosperity of The Palm Beaches.

The Palm Beaches TOURISM BUSINESS PLAN FY2026



For a copy of the Tourism Business Plan, scan this QR code

