

THE POWER OF TOURISM IN **PALM BEACH COUNTY**



DESTINATION **TEAM**



6% NIGHTLY TAX
ON STAYS IN
ACCOMMODATIONS

BED TAX INVESTMENT/**GROWING THE TOURISM ECONOMY**



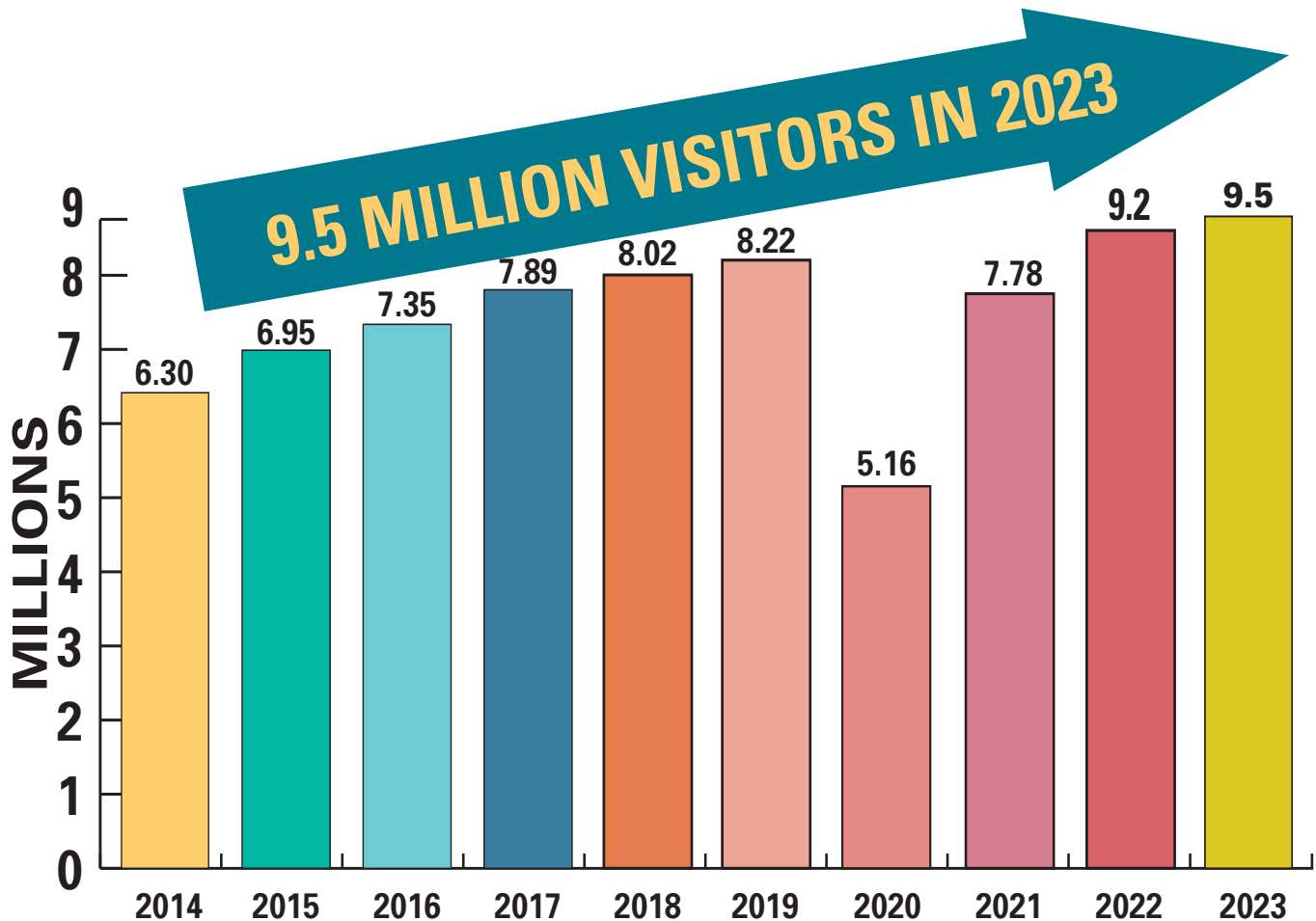
ALLOCATION

- 30%** Discover The Palm Beaches
- 33%** Tourism Infrastructure
- 13%** Cultural Council
- 12%** ERM
- 5%** Sports Commission
- 3%** Film & TV Commission
- 3%** TDC / Special Projects
- 1%** Tax Collector

THE POWER OF TOURISM IN PALM BEACH COUNTY



RECORD-BREAKING VISITATION



2023 WAS THE BEST YEAR EVER



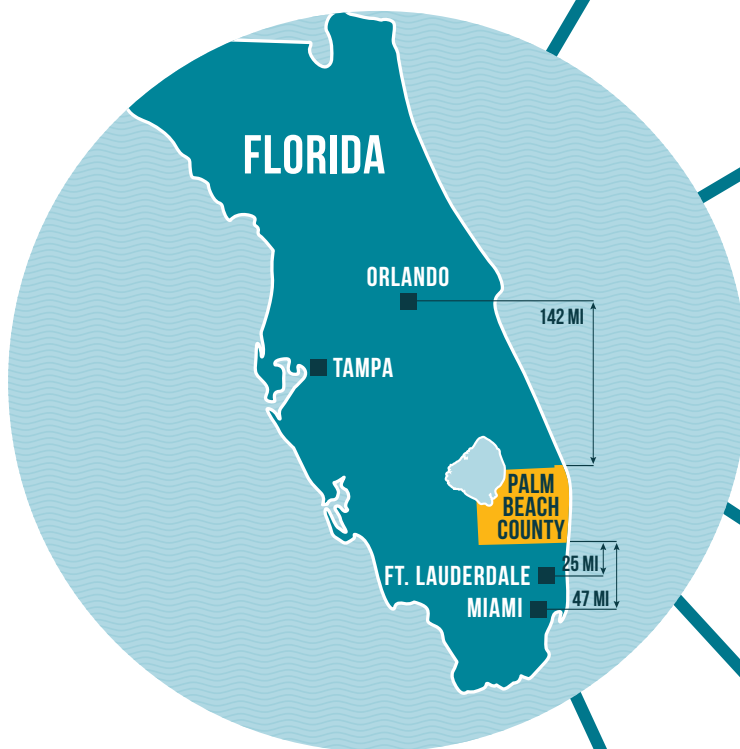
THE POWER OF TOURISM IN **PALM BEACH COUNTY**



TOURISM PROVIDES BUSINESSES AND PEOPLE WITH OPPORTUNITIES

\$10.3B TOTAL ECONOMIC
IMPACT
11% OF PALM BEACH
COUNTY'S ECONOMY


VISITORS GENERATE
\$7.08B
IN DIRECT SPENDING




4 in 10
RESTAURANTS

1 in 10
RETAILERS

60,000
HOUSEHOLDS
ALL RELY ON TRAVEL


SUPPORTS THE
LIVELIHOODS OF
85,000
HARDWORKING PEOPLE


TOURISTS GENERATES
\$262
MILLION
IN LOCAL TAXES AND FEES

THE POWER OF TOURISM IN **PALM BEACH COUNTY**

PALM BEACH COUNTY HOTEL REVENUE TERMS AND INDICATORS MADE EASY

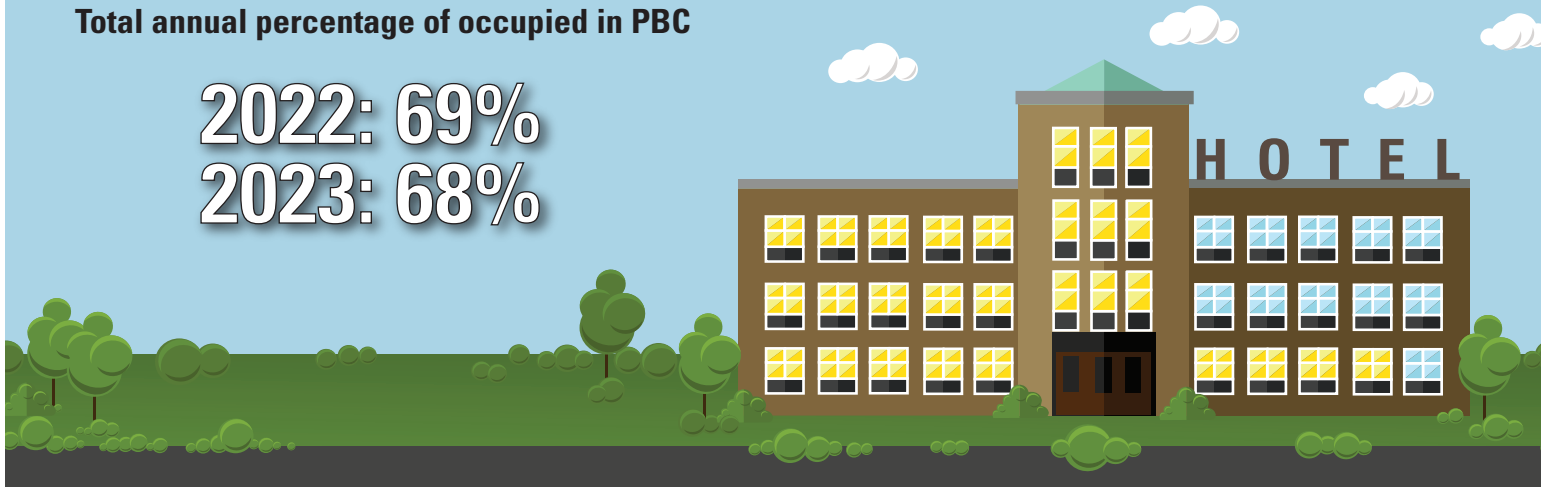


HOTEL OCCUPANCY RATE

Total annual percentage of occupied in PBC

2022: 69%

2023: 68%

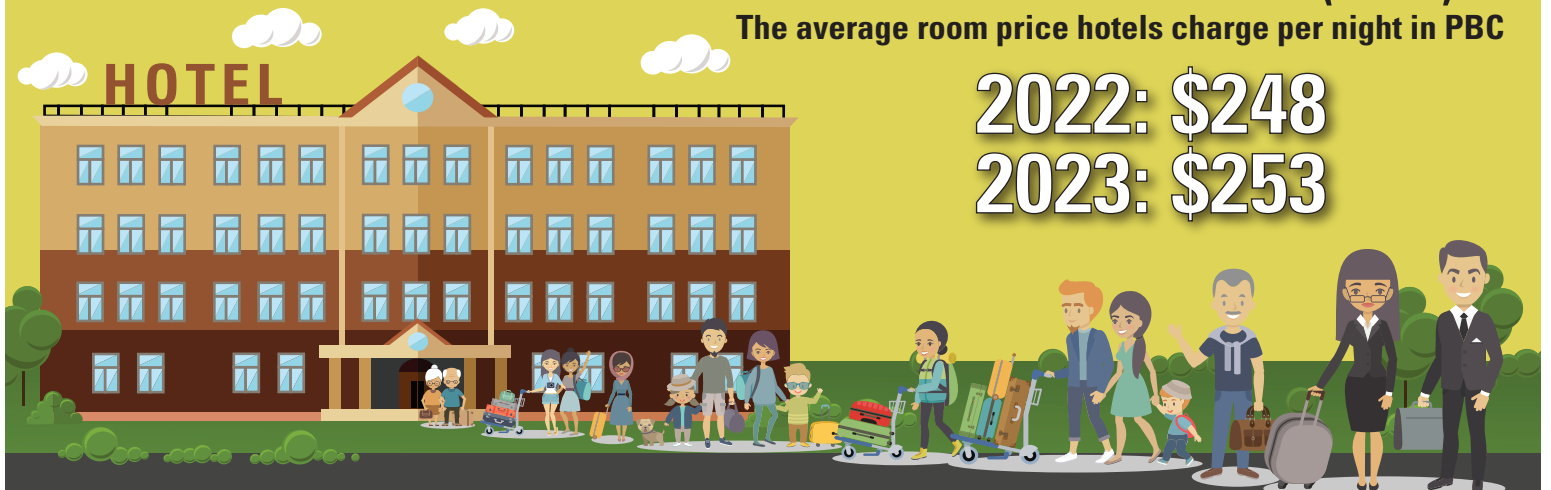


AVERAGE DAILY RATE (ADR)

The average room price hotels charge per night in PBC

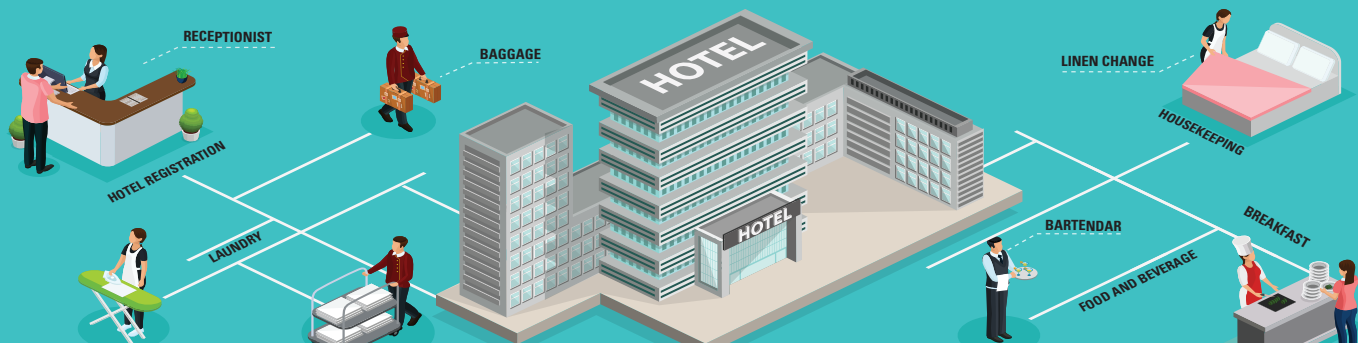
2022: \$248

2023: \$253



KEY TAKEAWAYS

- High occupancy means strong visitor interest
- Higher ADR means higher demand for hotel rooms in PBC
- An increase in visitors creates opportunities for everyone



ThePalmBeaches.com