

## Supporting Our Community and Tourism Industry

### Discover The Palm Beaches Sales & Marketing

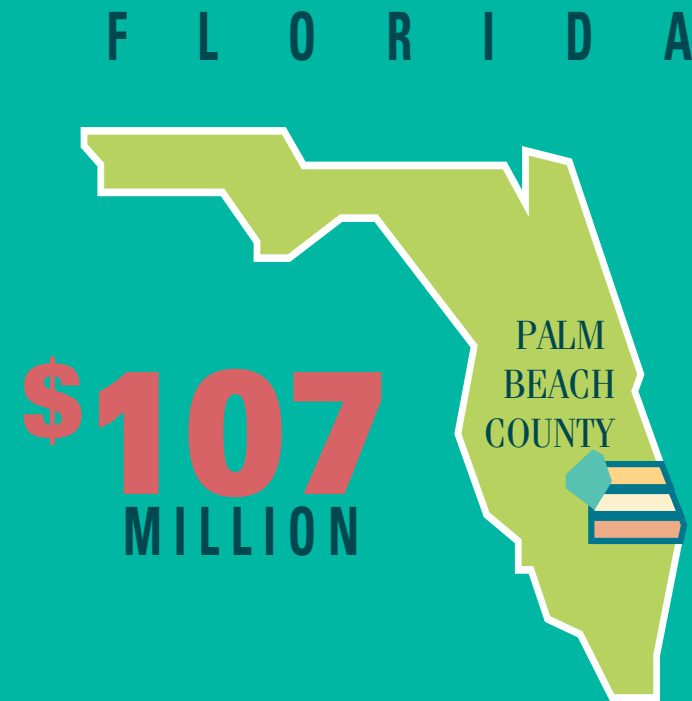
**GENERATES 2 MILLION  
HOTEL ROOM NIGHTS**



**PROVIDES \$31 MILLION  
IN BED TAXES**



**BRINGS IN \$107 MILLION  
IN STATE SALES TAXES**



**EVERY \$1 WE SPEND  
PRODUCES \$109 IN  
ECONOMIC IMPACT**

$$\begin{matrix} \$1 \\ = \\ \$109 \end{matrix}$$

**Local Tourism Promotion is an Excellent Return on Investment**

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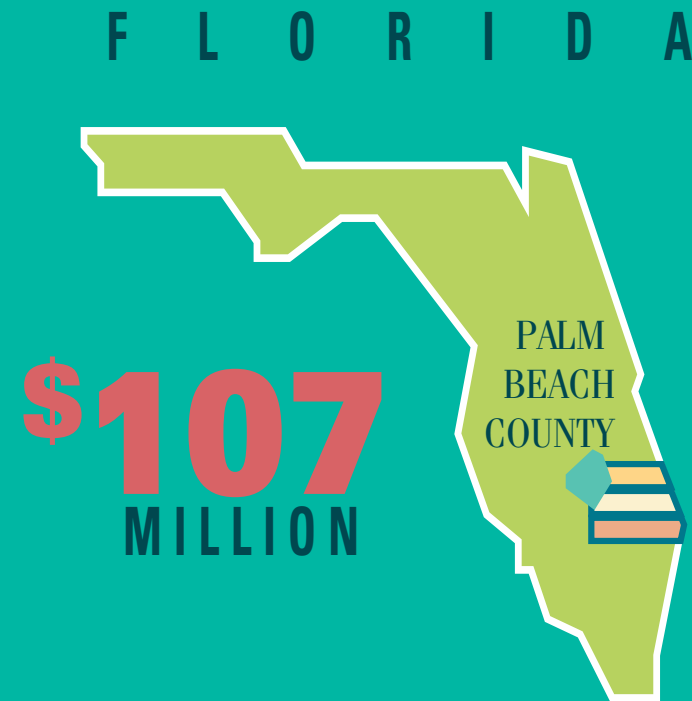
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# Lack of Tourism Sales & Marketing Will Hurt the Economy



Nearly 20% drop  
in visitation



42% decline in total  
hotel rooms sold



36% drop in bed  
tax collections



Local economy would  
shrink by close to 5%

## Local Tourism Promotion is Vital to Palm Beach County