

Welcome!

to Palm Beach County,



With sunny skies, 47 miles of beaches, more than 170 hotels, and 3,200 restaurants, it is no wonder that The Palm Beaches are a beacon for tourism. The Palm Beaches are a top destination for sports fans, patrons of the arts, and those who just want to soak up the sun and see the beauty that South Florida has to offer.

The Palm Beach County Tourist Development Council (TDC) was established by the Board of County Commissioners (BCC) in 1981 to be the advisory board on all things tourism. In 1982, the board enacted its first tourist development tax, referred to as “bed tax” which is levied on all overnight stays up to six months in duration. Our team at the Tourist Development Council is responsible for oversight and management of the funds and the agencies which the county uses to generate tourism.

As Tourist Development Tax collections continue to grow and expand past pre-pandemic levels, it is important that Palm Beach County continues to adapt to bring in record-breaking visitor numbers to our county. In FY2023, Palm Beach County tourism created over \$10.3 billion in economic impact and supported over 98,700 jobs in the lodging, food and beverage, retail, recreation, and transportation sectors.

Tourism has always been a vital component of Palm Beach County’s economy and witnessing the Palm Beaches continue to grow as a destination and brand has been incredibly rewarding. As tourism continues to flourish in our county, the council is very excited to keep innovating in order to keep Palm Beach County as a premier tourism destination.



PALM BEACH COUNTY
*Discover the Palm Beaches...
the Best of Everything*

A stylized, handwritten signature in black ink, consisting of a large, sweeping initial letter followed by a series of connected loops.

Executive Director
Tourist Development Council



Tourist Development Council

The TDC is a team of just five employees that manage over \$80 million in Tourist Development Taxes collected from hotels & other short-term rentals in the county.

A Record-Breaking Year for Tourism

↓ READ MORE ↓



500 FILMING PRODUCTIONS



196 SPORTING EVENTS



3.2 MILLION ARTS PATRONS



9.5 MILLION VISITORS IN 2023 GENERATED

\$10.3 BILLION

IN ECONOMIC IMPACT FOR PALM BEACH COUNTY





PALM BEACH COUNTY TOURIST DEVELOPMENT COUNCIL

HOW “BED-TAXES” FINANCE PALM BEACH COUNTY’S TOURISM INDUSTRY

Unlike ad valorem tax dollars, Tourist Development Taxes (TDT) are established through Florida Statute 125.0104. While the taxes come with a restricted use, they are designed to allow a county to invest in future tourism.

ALL RENTALS LESS
THAN

180 DAYS

RESULT IN BED TAX
COLLECTIONS



SHORT-TERM
RENTALS INCLUDE
HOTELS & HOME
SHARING SITES LIKE
AIRBNB & VRBO.



Hotels & other short-term rentals collect the 6% “Bed-Tax”

While each percentage has statutory requirements, the tax is applied to all stays within the county shorter than six months.

01



Hotels & other short-term rentals remit those funds to the Tax Collector’s Office of Palm Beach County

The Tax Collector’s Office then processes the payments, collects their fee, and turns the money over to the TDC for distribution.

02



The Tourist Development Council of Palm Beach County allocates the funds according to County Ordinance

See the “Stretching the Pennies” page for a full explanation on how the County Ordinance distributes the Bed-Tax collections.

03



With careful oversight, the funds are invested in promoting and preserving Palm Beach County

The TDC’s administrative team ensures that Bed Taxes are spent in accordance to Florida Statute with the goal of not only creating a destination that attracts visitors, but also enriches the lives of our residents.

04



STRETCHING « THE PENNIES\$

How bed taxes are allocated



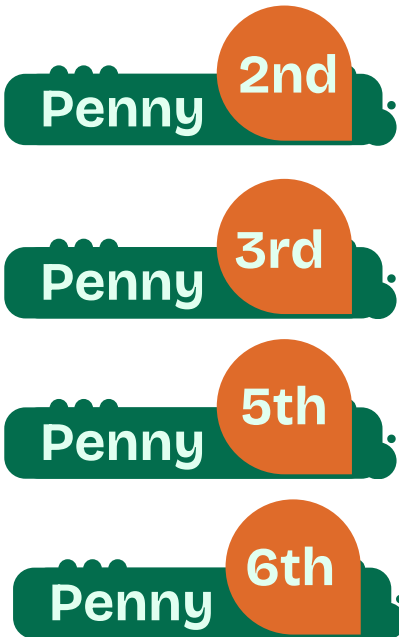
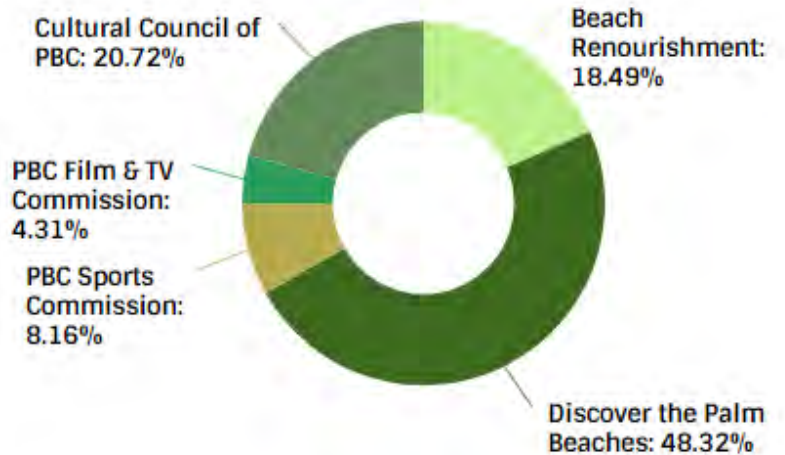
6% PBC Tourist Development Tax



Infrastructure Funding

The first & fourth penny of Bed-Tax collections are used for renewal & replacement of facilities that bring national and international tourism to the County such as: Roger Dean Stadium, Cacti Ballpark of the Palm Beaches, & The PBC Convention Center.

Agency-Funding Breakdown



Reinvested into Fueling Tourism

The remaining four pennies are combined and invested into County funded agencies that promote Palm Beach County as a premier tourist destination and protect our 47-miles of pristine Florida coastline.




TOURISM IS BOOMING


BUT DON'T JUST TAKE OUR WORD FOR IT




WPTV
 'One of the best destinations in the world:' The Palm Beaches celebrates Travel Rally Day
 The tourism industry in Palm Beach County is thriving in a way it never has before and is celebrating its success on Travel Rally Day.
 May 23, 2024



The Palm Beach Post
 Big name chefs, restaurant groups remake Palm Beach County dining scene post pandemic
 Palm Beach County's culinary scene was growing, but the post-pandemic migration of wealthy residents has lifted it to a whole new level.



PALM BEACH GARDENS
Juno Beach's Loggerhead Marinelife Center voted best free attraction in the country
 John Bisognano and Lianna Norman Palm Beach Post
 Published 8:46 a.m. ET June 27, 2024



WPEC
<https://cbs12.com/news/local/boca-raton-jupiter-del...>
Palm Beach Co. hit record high in tourism, visitor spending ...
 4 days ago — Total visitation: The Palm Beaches had an all-time high of 5.19 million visitors, a 1.7% increase compared to the first half of 2023.



BED TAX COLLECTIONS

\$84.1 MILLION

FOR FISCAL YEAR 2023



PALM BEACH COUNTY IS INVESTING IN OUR TOURISM FUTURE



LIVE | WORK | PLAY

After several months of meetings, Palm Beach County has entered into a contract with CSL Consulting, the leading advisory and planning firm specializing in providing consulting services to the sports, entertainment, convention and leisure industries. The Tourist Development Council's board had a vision to create a Tourism Master Plan (TMP), which will outline a 20-year visionary map for the County. The 18-month process will serve key purposes including:

THE VISION CONSENSUS BUILDING

The Tourism Master Plan (TMP) seeks to assist in creating agreement amongst stakeholders involved in tourism-related development. This will allow tourism to grow to new levels in Palm Beach County.

THE PLAN GUIDANCE FOR INVESTORS

This plan will also help stakeholders understand where to direct their efforts as the tourism vision is realized.

THE RESULT BALANCING SUPPLY & DEMAND

Finally, the plan will help align the experiences desired by residents and visitors, with the activities and experiences offered by stakeholders.

A PLAN FOR ALL:

The Tourism Master Plan (TMP) seeks to enhance residents' lives, develop infrastructure, promote culture and sports, and attract transformational events while championing DEIA and Sustainability.

*Be part of
the plan!*

SCAN
ME! >>>



For more information visit the link
[PBCGOV.ORG/TOURISTDEVELOPMENT](https://pbcgov.org/touristdevelopment)