

# *The Palm Beaches Tourism Road Show*



**PALM BEACH**  
**Transportation**  
**Planning Agency**

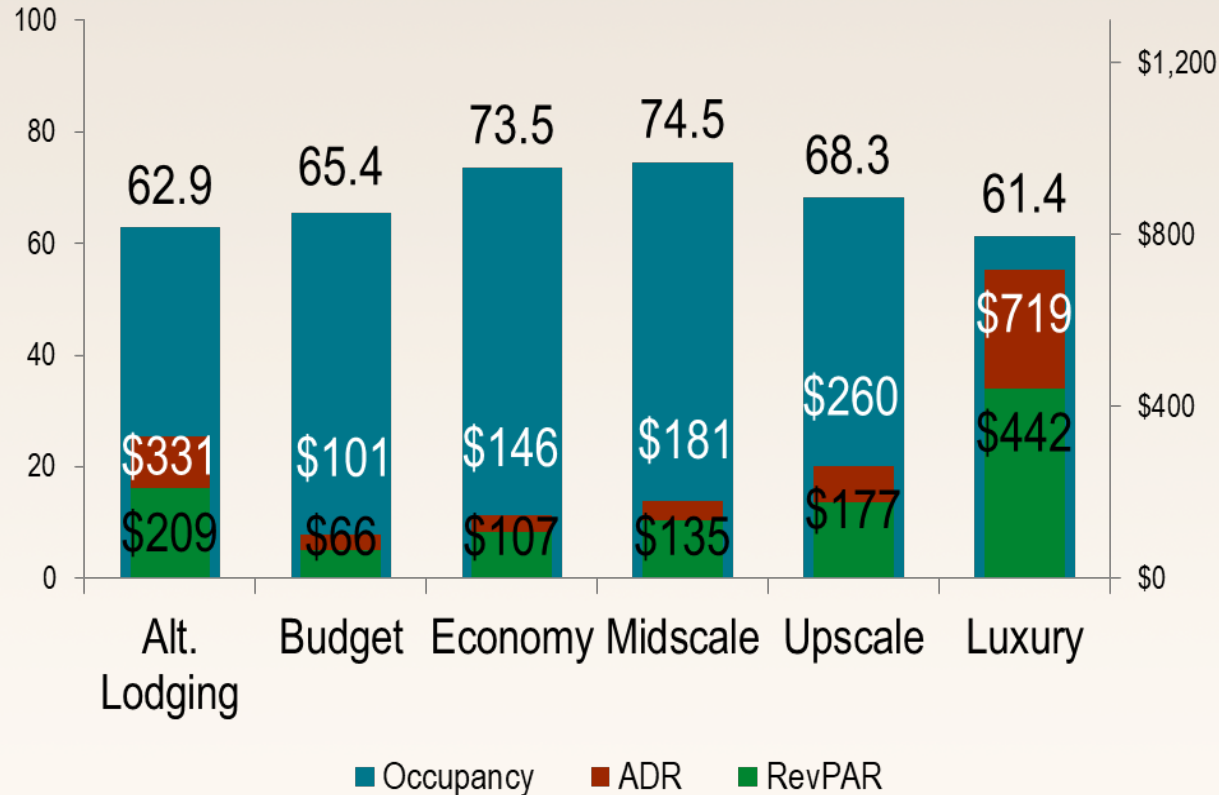


## TOURISM WORKS FOR **PALM BEACH COUNTY**

### 2024 Best Year EVER!



# *Palm Beaches Hotel Performance*



16,800 rooms occupied each night

- 2,100 Luxury
- 2,300 Upscale
- 3,400 Midscale
- 5,300 Economy/Budget
- 3,700 Atl. Lodging units

# *Palm Beaches Hotel Inventory (Current & Future)*

Type	Current (2025)		Future (2028)	
	Prop.	Rooms	Prop.	Rooms
Hotels	181	19,520	202	22,694
Alt. Acc.	5,936	13,104	6,746	15,129
Total	36,624 Rooms		37,823	

16,800 rooms occupied each night

- 2,100 Luxury
- 2,300 Upscale
- 3,400 Midscale
- 5,300 Economy/Budget
- 3,700 Atl. Lodging units

# *Tourism Master Plan*

## What's Happened so Far

- FAM Tours of 80 sites by consultants
- Review Consultant Report by County, Cities, TDC Agencies
- Engagement of 200 + Stakeholders
- Branding, Marketing, and Sustainability Assessments
- 2600 Resident & Stakeholder Surveys





# *Tourism Master Plan*

## Next Steps

- Visioning Workshop / June 18, Convention Center
- Final Tourism Master Plan
- Implement Plan with Everyone's Help

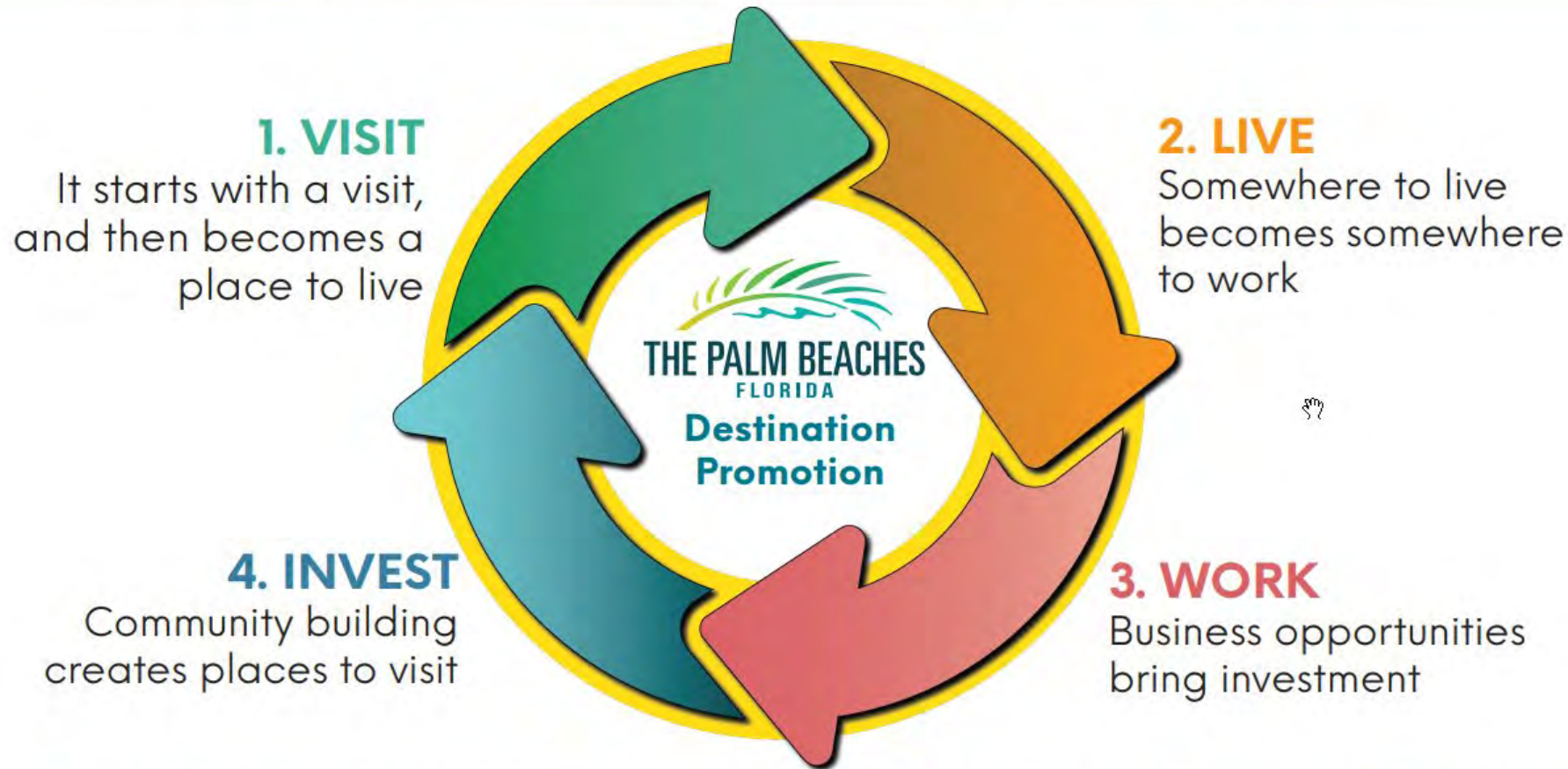


# Community Partnerships





# Working To Turn The Community Vitality Wheel



**Brand Management / Place Stewardship & Investment / Promotion & Sales**

Concept based on Destination International's "The Community Vitality Wheel"



# *The Palm Beaches*

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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, social and economic development. Our collection of communities and experiences offer 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.



# *Takeaways, and Thank You*

BE INVOLVED AND HELP IMPLEMENT  
THE TOURISM MASTER PLAN

CONTINUE YOUR SUPPORT FOR  
DESTINATION PROMOTION

