

# TOURISM MEANS BIG BUSINESS TO TAMPA BAY



## 2015 ECONOMIC IMPACT HIGHLIGHTS

The tourism industry in Hillsborough County is a major economic driver that pumps more than **\$5.6 billion into the local economy** each year and provides more than **48,000 jobs**, with associated **incomes of over \$2.1 billion**. In 2015, visitor spending directly generated **1-in-19** jobs in Hillsborough County.

Tourism in Hillsborough County generated **\$347 million** in state and local tax revenues, equivalent to **\$727** per Hillsborough County household. Nearly a quarter (23 percent) of all state sales tax is generated from travel spending.

**48,000**

JOBS

**\$2.1 Billion**

ASSOCIATED INCOMES

**\$ 347 Million**

STATE AND LOCAL  
TAX REVENUES

**\$727**

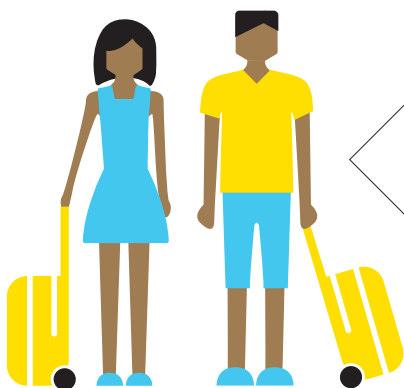
PER HILLSBOROUGH  
COUNTY HOUSEHOLD

The Hillsborough County tourism development tax, charged to visitors who stay at hotels, motels, campgrounds and condominium properties, generated a record **\$29,606,250 million in FY 2016 (Oct. '15 - Sept. '16)**.

### TOTAL VISITORS

In 2015, 21.8 million people visited Hillsborough County, representing a **4.5%** growth. Total visits have increased **28.0%** from 2009, when **17.0** million people visited.

**21.8 Million**



**21.3 Million**  
Domestic

**488,000**  
International

### 2016 HOTEL PERFORMANCE

Key hotel metrics continue to rise. Revenue per available room (RevPAR) is up **54%** at **\$83.43** from 2011. Occupancy rates have risen to **73.7%** in 2016, a **19%** increase from 2011 and more than **5.6 million** hotel room nights were occupied in Hillsborough County in 2016.

Source: STR, Inc.

### METHODOLOGY

Visit Tampa Bay employs a research model using internal data and curated research in conjunction with Tourism Economics to calculate and forecast total visitor volume and spending by visitor segments (domestic/international, overnight/day). Domestic visitor profiles are provided by Longwoods International, while international volumes are generated from Tourism Economics' Global City Travel (GCT) database.