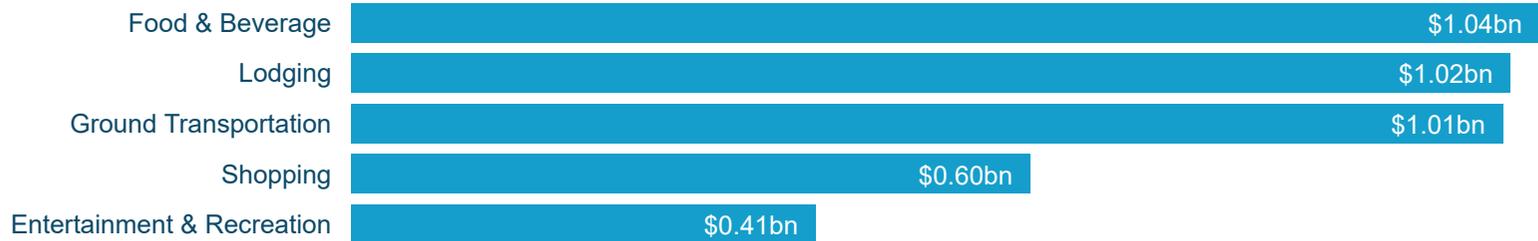


# 2018 ECONOMIC IMPACT OF TOURISM

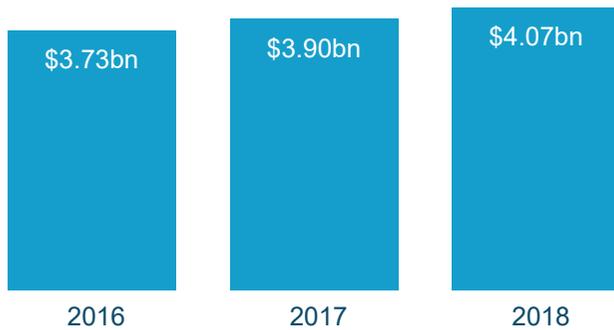


## Hillsborough County

### Visitor Spending by Category



### Total Visitor Spending



**4.4%**

Year-over-Year Growth in Visitor Spending

**6.6%**

of Total County Jobs Supported by Visitor Spending

**\$391.6M**

State & Local Taxes Generated

**\$515.1M**

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$1.9bn	\$0.7bn	\$0.8bn	<b>\$3.4bn</b>
Jobs	46,529	7,890	9,037	<b>63,456</b>
Wages	\$1.2bn	\$0.4bn	\$0.4bn	<b>\$2.0bn</b>
Total Business Spending	\$3.3bn	\$1.2bn	\$1.3bn	<b>\$5.8bn</b>

Figures in this document are based on spending by visitors during 2018, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store). "Total Business Spending" is the amount paid to suppliers by businesses.

Sources: Rockport Analytics, Bureau of Economic Analysis