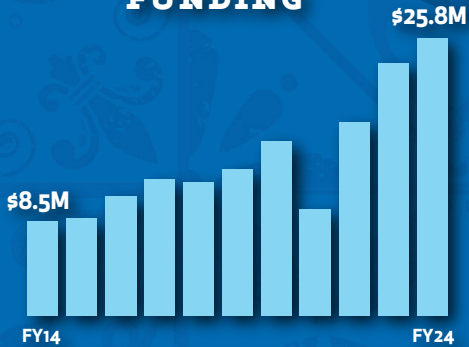


HILLSBOROUGH COUNTY NUMBERS

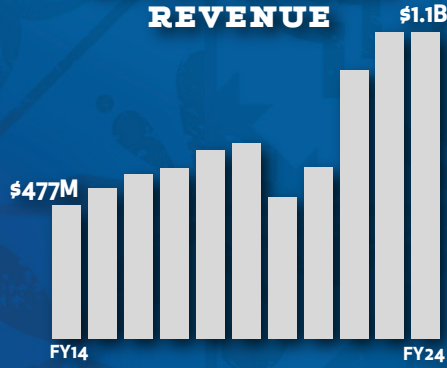
We are funded in part by Tourism Development Collections collected in Hillsborough County from overnight visitors. These funds provide resources to support marketing, advertising and promotions programs. Additional activities include marketing and incentivizing Florida's only Tourism Marketing District (Downtown Tampa and Historic Ybor City Marketing District); out-of-state marketing for Tampa Bay Economic Development Corporation; and aiding the missions of *Film Tampa Bay*, *Tampa Bay Sports Commission*, *Friends of the Riverwalk* and *Tampa Bay Trade and Protocol*. As a member-based organization, we are also financially funded by over 900 enthusiastic partners.

TDT VTB FUNDING



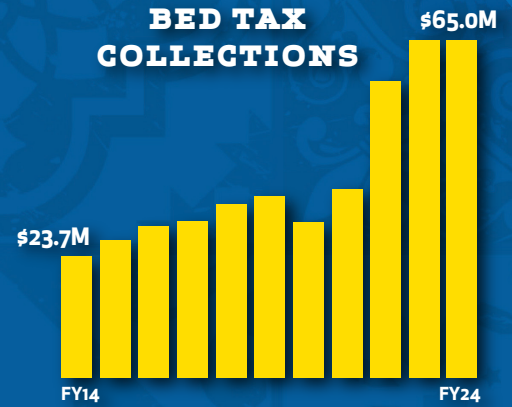
FY24:
\$25,775,427

HOTEL TAXABLE REVENUE



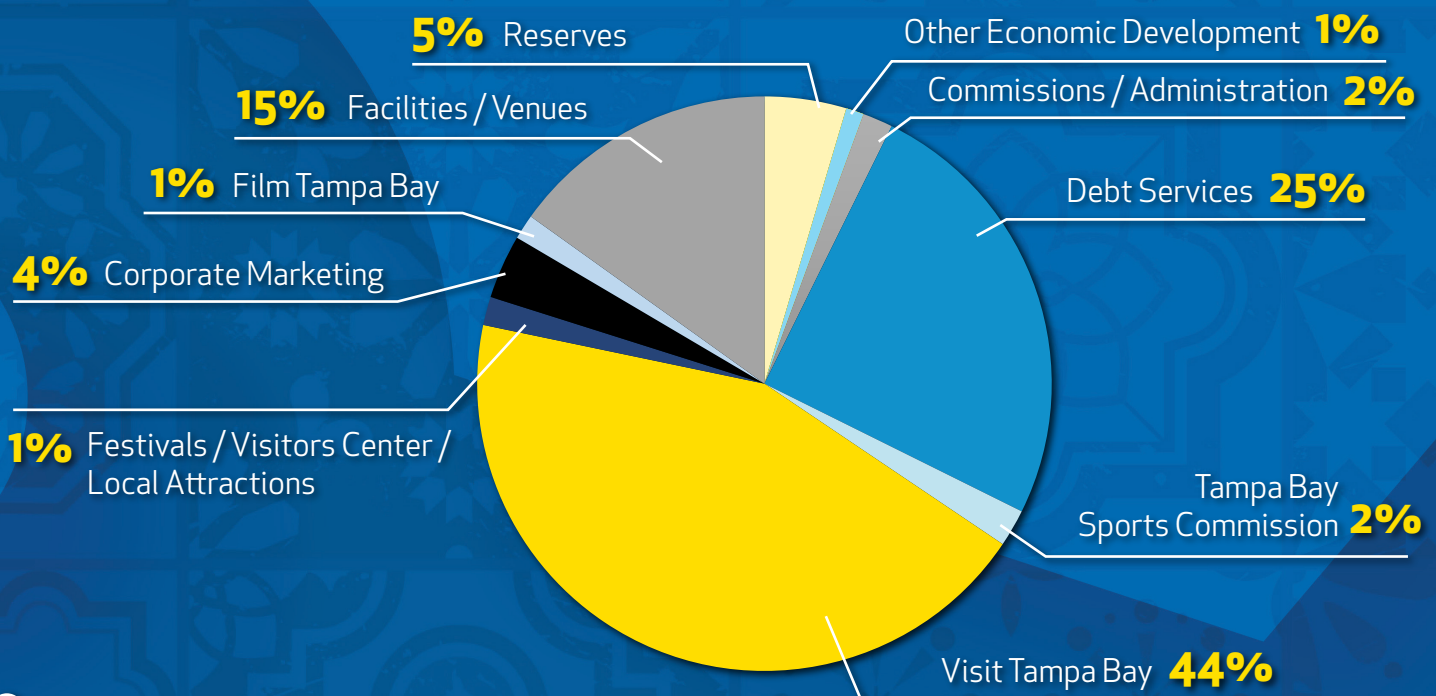
FY24:
\$1,084,098,771

BED TAX COLLECTIONS



FY24:
\$65,035,754

TOURIST DEVELOPMENT COLLECTIONS



THE IMPACT OF TOURISM TO HILLSBOROUGH COUNTY

The travel and tourism sector is a vital pillar of Hillsborough County's economy. Visitors generate substantial economic benefits for households, businesses, and government services, acting as a key driver of the County's continued growth. In 2024, visitor-supported business sales—including indirect and induced impacts—totalled **\$9.4 billion**.

28.2 MILLION

Total Visitors to Hillsborough County



16.7M

Day Visitors



11.5M

Overnight Visitors

TOURISM MATTERS

In 2024, **tourism** in Hillsborough County generated **\$6.0 billion** in visitor spending, resulting in a total economic impact of **\$9.4 billion** and supporting over **61,000 jobs**. This tourism activity produced nearly **\$1.5 billion** in government revenue — including **\$683 million** in state and local taxes—saving each county household **\$1,200**.

FULL REPORT



\$6.0B

Direct Visitor Spending



61,326

Total Jobs Generated



\$683M

State and Local Revenue Generated



\$1,200

Savings for Each County Household

\$9.4 BILLION **TOTAL ECONOMIC IMPACT**



\$1.7B

FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores, bars, grocery stores



\$1.4B

LODGING

Hotels, motels, private home rentals



\$1.3B

RECREATION

Theaters, amusement parks, entertainment venues, other rec



\$1B

TRANSPORTATION

Taxis, buses, airfare, parking, car rentals, gas stations



\$631M

RETAIL

Souvenirs, general merchandise, malls, shopping centers



\$3.4B

INDIRECT & INDUCED

Business services, education, health care, etc.

