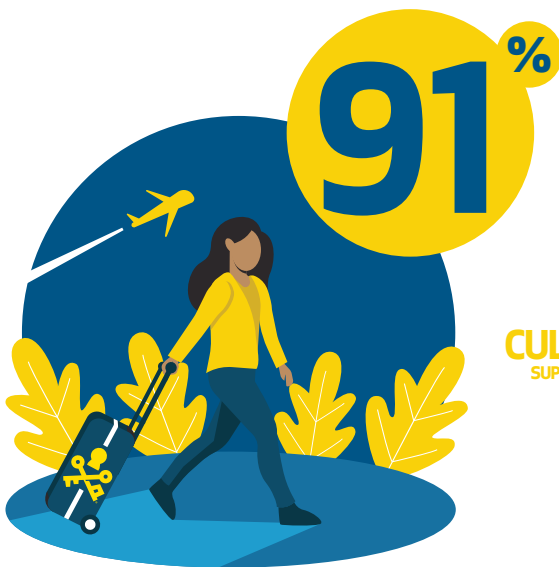


# VISIT TAMPA BAY VALUE OF TOURISM TO RESIDENTS OF HILLSBOROUGH COUNTY

Tourism continues to be a major economic driver in Tampa Bay and Hillsborough County. The purpose of the following research is to assess local residents' perceived value of tourism, to explore their perception of tourism's impact on the community and on individuals, and to examine the awareness and evaluation of Visit Tampa Bay and their efforts to support the positive impacts.



91% of locals believe that tourism has a positive impact on Tampa

## POSITIVE ASSOCIATIONS FROM LOCALS



## POSITIVE IMPACTS OF TOURISM



79%

of residents feel tourism supports the *local economy*



70%

of residents feel tourism supports *arts/culture*



69%

of residents feel tourism supports *small business*



69%

of residents feel tourism creates *more activities & dining choices*



68%

of residents feel tourism creates *more jobs for locals*

Local residents recognize that tourism enhances the community like dining, entertainment, and arts and culture.



**TOP 2 COMPLAINTS:**



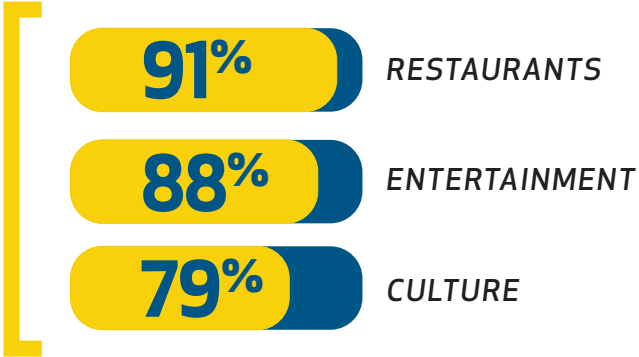
- ▶ **PARKING**
- ▶ **TRAFFIC**

COMPARED TO OTHERS LIKE ATLANTA & NYC, WE'RE NOT SO BAD, RIGHT?

**HOW RESIDENTS FEEL ABOUT TAMPA**

LOCALS RATED AS "GOOD," "VERY GOOD," OR "EXCELLENT"

OVER HALF ATTRIBUTE THE QUALITY TO TOURISM



**HOW RESIDENTS FEEL ABOUT VTB**

**86%**

of locals support Visit Tampa Bay's efforts to increase the number of visitors who come to Hillsborough County

**79%**

of locals rate Visit Tampa Bay's performance in promoting tourism as "good," "very good," or "excellent"

**[25%]**

of locals know that Visit Tampa Bay is funded by hotel user fees vs general tax