

# TOURISM MEANS BIG BUSINESS TO TAMPA BAY

The heart of Florida's west coast beats in Tampa Bay. Visit Tampa Bay works closely with hundreds of industry partners across the region to drive nearly \$4.7 billion a year in economic development through tourism. More than 46,000 people in Hillsborough County support their families and secure their futures through tourism. Treasure awaits.

Figures in this document are based on 2020 total visitor volume and spending by visitor segments (domestic/international, overnight/day).



**54,260**  
**LOCAL JOBS**

Waiters, hotel clerks,  
drivers, entertainers, caterers,  
dry cleaners, police officers, firefighters

**\$2.5**  
**BILLION**  
in total wages  
generated by  
tourism



**\$0** Florida state income  
tax thanks to tourism

**24.5**  
**MILLION**  
visitors per year



Tourism generates **\$416**  
**MILLION**

in state and local taxes

**Paid at:** restaurants, hotels, retailers,  
gas stations, grocery stores,

**Supporting:** schools, roads & transit,  
public safety, parks, air travel



Tourism saves  
each household

**\$840**  
**PER YEAR**

in state and local taxes

# VISITOR PROFILE HIGHLIGHTS

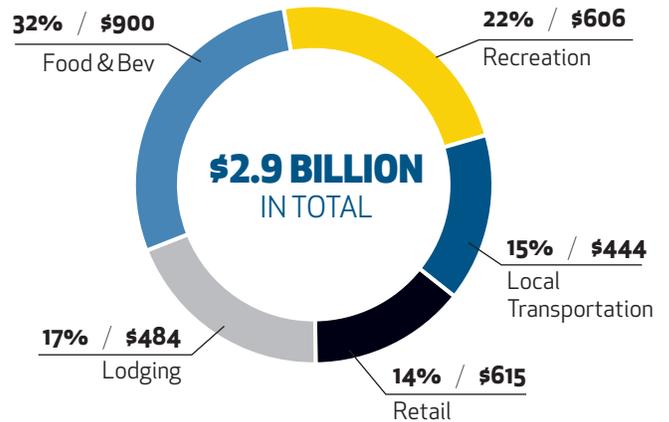
**24.5  
MILLION**

Visitors in Hillsborough County annually



## DIRECT VISITOR SPENDING

\$ MILLIONS



## FLIGHT ORIGIN

Chicago, IL

Philadelphia, PA

Newark, NJ

Boston, MA

## HOTEL ORIGIN

Tampa, FL

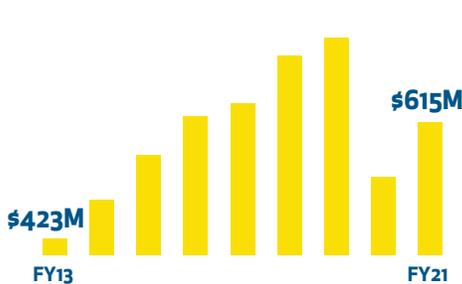
Orlando, FL

New York, NY

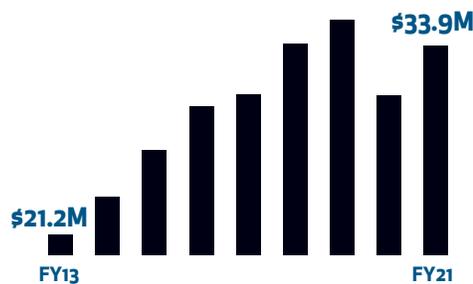
Miami, FL

# HILLSBOROUGH COUNTY NUMBERS

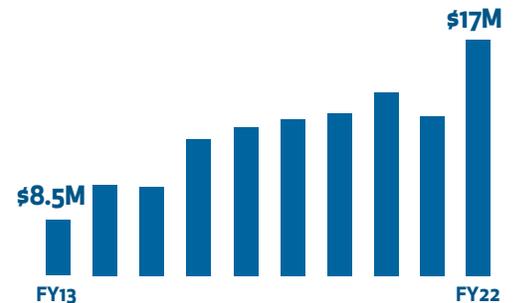
## HOTEL TAXABLE REVENUE



## BED TAX COLLECTIONS



## TDT VTB FUNDING



### 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.

**Sources:** Hillsborough County Government Longwoods International; Oxford Economics; STR, Inc.; Tourism Economics