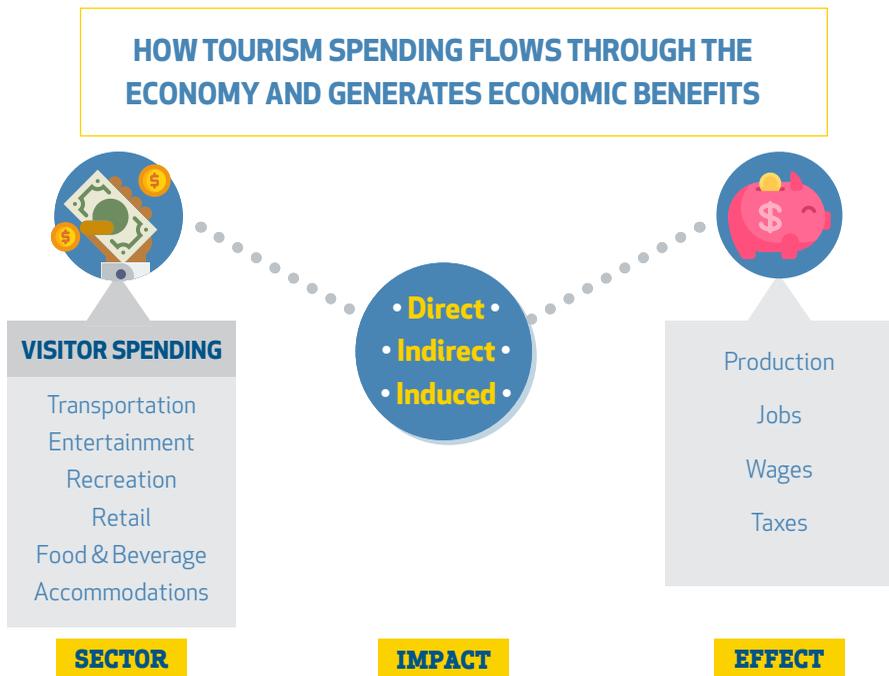


ECONOMIC IMPACT OF TOURISM

Working with our industry partners, Visit Tampa Bay's efforts produced an impressive return on investment of nearly \$70 in public revenue for every dollar spent. Along with tens of thousands of jobs, that money supports roads, schools, parks and more – ultimately strengthening our community's foundations.

The analysis of tourism's impact on Hillsborough County starts with actual spending by tourists, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Hillsborough County, we input tourism spending into a model called IMPLAN. This model calculates three distinct types of impact: direct, indirect and induced.

- Travelers create direct economic value within a discreet group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- The induced impact is generated when employees whose wages are generated either directly or indirectly by tourism, spend those wages in the local economy.
- The impacts on business sales, jobs, wages and taxes are calculated for all three levels of impact.



Source: Tourism Economics

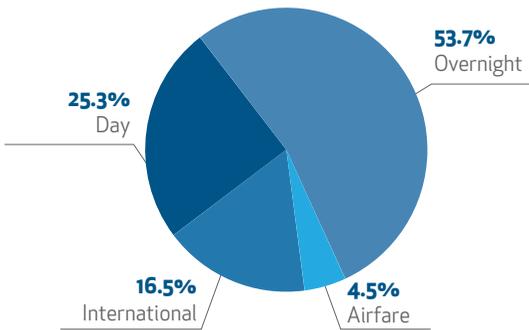
Visitors pumped \$6.6 billion into Hillsborough County's financial bottom line in 2018 – including nearly \$1 billion in federal, state, and local taxes alone. Overnight domestic visitors account for over half of all spending at \$2.3 billion in 2018. While international spending remains the smallest segment, it is the fastest growing.

Even as tourism enhances the quality of life for residents – giving us attractions, museums, shopping and restaurants – it also funds crucial public services and programs that otherwise, would be paid for by residents.

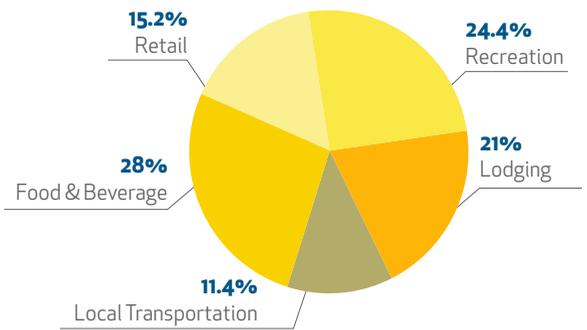
Tourism currently supports more than 53,000 local jobs and saves every household in the county more than \$800 in state and local taxes.

Tourism jobs have grown steadily over the last decade and now rank a close second behind professional services as the fastest-growing job sector.

SPENDING BY VISITOR TYPE



VISITOR SPENDING PROFILE



FIGURES IN CONTEXT:

Visitors: The 23.6 million total trips to Hillsborough County is roughly equivalent to everyone from the state of Florida visiting Hillsborough County during the year.

Employment: The number of people employed directly by visitors (37,331) would exceed the current capacity of Tropicana Field (31,042), and the employees sustained by tourism’s indirect and induced impacts (16,115) would fill up most of the Amalie Arena (19,092).

Taxes: To make up for more than \$400 million in state and local taxes generated by tourism, each household in Hillsborough County would need to contribute an additional \$811 annually to maintain the current level of government.

Methodology: Visit Tampa Bay utilizes industry renowned Tourism Economics to calculate the 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 database.