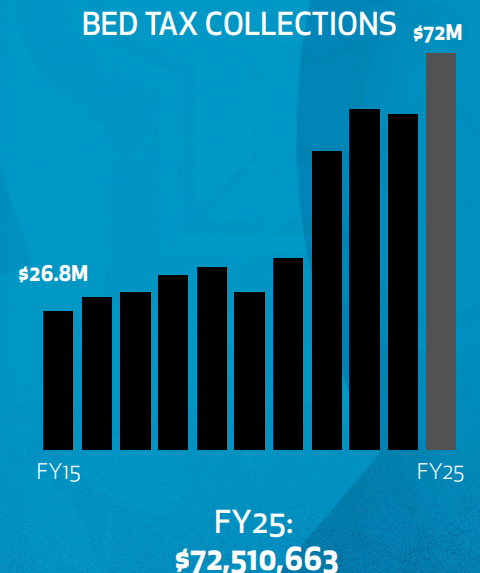
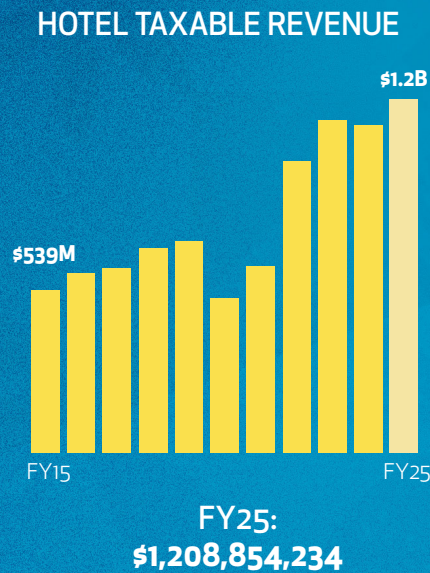
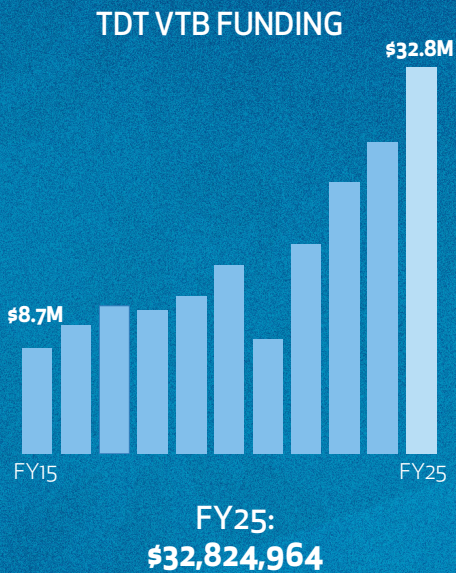
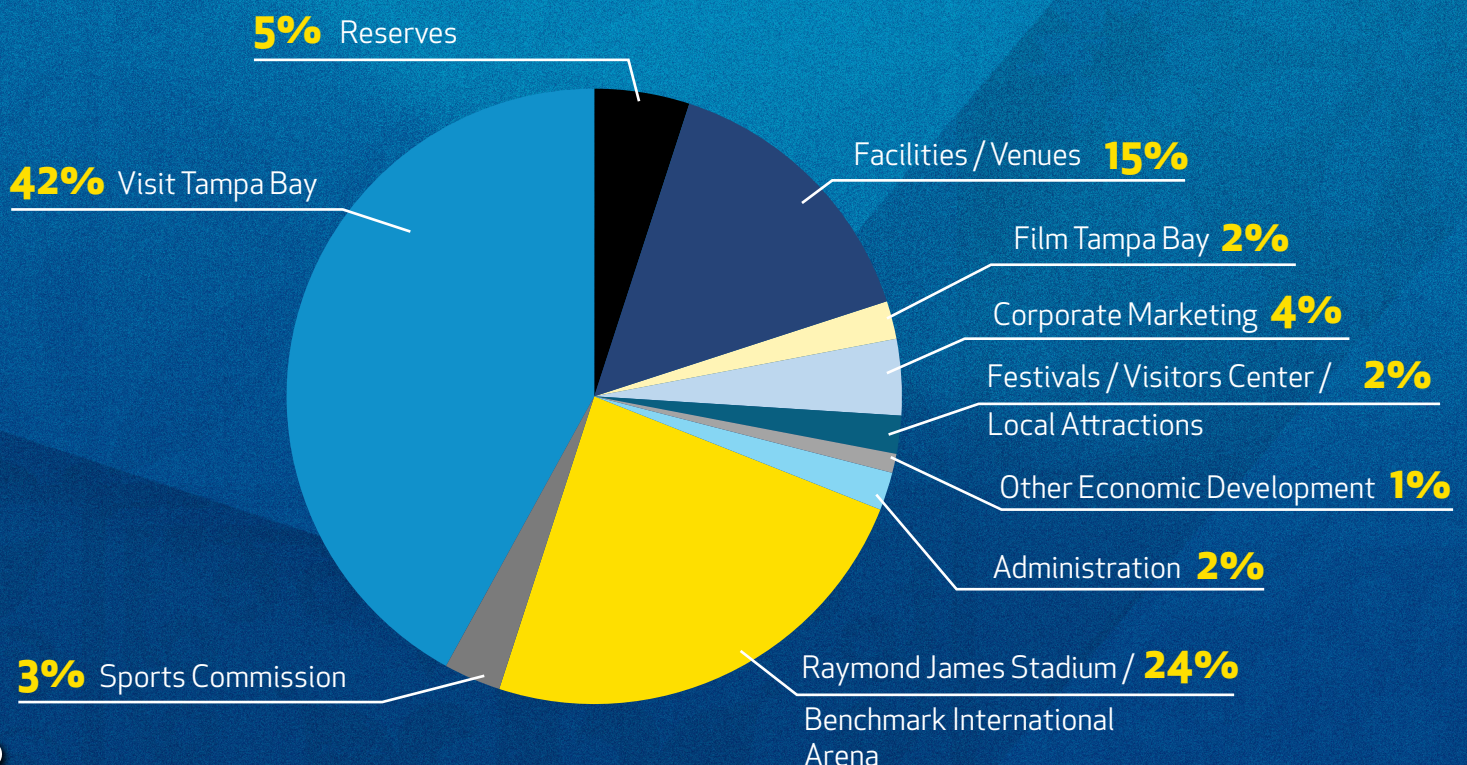


HILLSBOROUGH COUNTY NUMBERS

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 nearly 1,000 enthusiastic partners.



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.

28.2 Million

Total Visitors to Hillsborough County



16.7M

Day Visitors



11.5M

Overnight Visitors

TOURISM MATTERS

The visitor spending impact of **\$6.0 billion** generates a total economic impact of **\$9.4 billion in Hillsborough County annually**, including indirect and induced impacts. This total economic impact sustained **61,326 jobs** and generates nearly **\$683 million in state and local tax revenues**.



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\$6.0B

Direct Visitor Spending



61,326

Total Jobs Generated



\$683M

State and Local
Tax Revenue Generated

\$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.

