



**For Immediate Release**

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## **Hillsborough County bed taxes rise nearly 9 percent in December**

TAMPA (Jan. 12, 2015) – Hillsborough County hotel bed taxes reached nearly \$1.7 million in December, an increase of 8.8 percent over the same month the year before.

The numbers reflect taxes collected on room sales in November and reported to the Hillsborough County Tax Collector's Office.

It was the third straight month of the current 2015 fiscal year that tax collections exceeded the same period in FY 2014. At this point, collections are running 14.5 percent above the first quarter of FY 14.

For the month of November, Hillsborough County hotels reported room occupancy at nearly 63 percent, up less than 1 percent over the previous November. Average daily room rate (\$89.41) and revenue per available room (\$56.26) were both higher, by 2 and 3 percent, respectively, according to Smith Travel Research.

Total hotel revenues for the month came in at \$37.27 million, or 5.7 percent higher than the same time the year before.

The Smith Travel Research data covers 174 hotels in Hillsborough County.

"We're thrilled to see such strong performance, especially during what, with Thanksgiving in the mix, can be a slow time of the year," said Santiago Corrada, president and CEO of Visit Tampa Bay. "The strength of this first quarter keeps us firmly on the path to achieving our goal of reaching \$30 million in bed taxes over the next three years."

### **ABOUT VISIT TAMPA BAY**

Visit Tampa Bay leads the effort of economic development through tourism. The mission of Visit Tampa Bay is to create vibrant economic growth for the Tampa Bay area by selling and promoting the Tampa Bay destination. The independent not-for-profit organization represents more than 700 businesses throughout the area and works to ignite interest for Visiting Tampa Bay.

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