



**For Immediate Release**

**For additional information, contact:**

Kevin Wiatrowski  
 Regional Media Relations  
 Office: (813) 218-3894/Cell: (813) 395-4043  
 Twitter: @kwiattrowskiVTB  
[kwiattrowski@VisitTampaBay.com](mailto:kwiattrowski@VisitTampaBay.com)

**Bollywood, Prince Hall Shriners help boost bed taxes to historic levels**  
***2014 includes four record months, single-highest month in history***

TAMPA (Oct. 6, 2014) – Hillsborough County posted four record months for bed-tax collections in 2014, including the highest single-month total ever recorded -- \$3 million reported in April.

The year also included the strongest year-over-year growth in bed-tax revenue for May, which grew more than \$800,000 over the same month in 2013. May's numbers reflected taxes collected in April, the month the International Indian Film Academy held its awards celebration in Tampa.

FY MONTH	2014	2013	% CHANGE
OCTOBER	1,491,117	1,524,711	-2.2
NOVEMBER	1,516,088	1,567,882	-3.3
DECEMBER	1,561,745	1,476,874	5.7
JANUARY	1,600,327	1,608,580	-0.5
FEBRUARY	2,138,031	1,877,813	13.9
MARCH	2,528,631	2,376,901	6.4
APRIL	3,075,115	2,655,160	15.8
MAY	2,383,707	1,580,753	50.8
JUNE	1,829,054	2,064,149	-11.4
JULY	1,432,881	1,496,868	-4.3
AUGUST	2,337,447	1,518,734	53.9
SEPTEMBER	1,853,709	1,446,047	28.2
<b>TOTAL</b>	<b>23,747,852</b>	<b>21,194,472</b>	<b>12</b>

The county ended the year with \$23.7 million in bed taxes, a new record. The new figure is 12 percent over 2013's total bed taxes and nearly 9 percent over the previous record set in 2007.

“This is huge for Hillsborough County and for Tampa Bay,” said Santiago Corrada, president and CEO of Visit Tampa Bay. “These bed taxes boost our local economy. They represent thousands of jobs and continued capital investment in the hospitality industry. And, on top of it all, they show that tens of thousands of people are coming to Tampa Bay to experience the kind of treasures we all live with every day. I want to thank all our hospitality-industry partners for helping us reach this record-breaking year.”

The county reported \$1.8 million in bed-tax collections in September, which covered taxes collected in August – the month more than 25,000 Prince Hall Shriners held their annual Imperial Session in Tampa.

The average bed-tax total for September for the last 10 years is \$1.4 million. September’s bed tax figure, reported by the Hillsborough County Tax Collector’s Office, is 28 percent higher than the same month in 2013 and nearly equal to the September record set during the Republican National Convention in 2012.

Hillsborough County’s bed tax, officially known as the Tourist Development Tax, is a 5 percent levy on the accommodation in hotels, apartment hotels, motels, resort motels, apartments, apartment motels, rooming houses, tourist or trailer camps, vessels, or condominiums for a period of 6 months or less. The money goes to promote Hillsborough County as a tourism destination.

#### **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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