



Unlock Tampa Bay with the latest news from Florida's hip, historic, urban tourism destination. With new hotels, amazing dining and thrilling attractions, the treasures of Tampa Bay are yours to discover! For more information and photography go to VisitTampaBay.com.

December bed taxes beat record set in 2007

Collections for first quarter of FY16 exceed \$6 million

TAMPA (Jan. 6, 2016) – Visit Tampa Bay and Hillsborough County recorded nearly \$2 million in hotel bed taxes in December, breaking a record for the month that has stood since 2007.

The December report covers Tourist Development Taxes levied on room sales in November. The report shows the county collected \$1.97 million for the month, up 16 percent from the same month in 2014 and 14.5 percent over the previous record for the month set nine years ago.

The Tourist Development Tax is a 5 percent levy on short-term accommodations. The total bed-tax collection for the first quarter of Fiscal Year 2016 reached just under \$6.1 million, beating the total for the same period in FY 2015 by 16.6 percent.

"These tremendous numbers reflect the growing interest in Tampa Bay as a year-round place for both vacations and conventions," said Santiago Corrada, president and CEO of Visit Tampa Bay. "That's especially true as we gain national and international attention for our trove of treasures – from fantastic food and beer to sports, thrill rides and animal attractions."

According to industry analyst STR Inc., November 2015 saw hotel occupancy jump 8.4 percent over the same month in 2014. Revenue per Available Room – a key measure of hotel profitability – jumped 21.8 percent for the month and total hotel revenues reached \$44.3 million, a 20.3 percent increase.

"Tampa and Hillsborough County continue to make a name for themselves as a must-see destination in Florida," Corrada said. "I'm proud of the work my staff and our industry have done to make this possible. I'm also looking forward to showing Tampa Bay off to hundreds of industry professionals and visiting media when we host the state's biggest travel trade show -- Florida Huddle – later this month."

Visit Florida's Florida Huddle travel trade show takes over the Tampa Convention Center Jan. 26-28. This will be the first time in more than a decade that Florida Huddle has come to Tampa Bay. Visit Tampa Bay hosted the Governor's Conference on Tourism for the first time ever last September.

For More Information, contact:

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About Visit Tampa Bay

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a not-for-profit corporation that works with more than 750 partners to tell the world the story of our home – the hip, urban heart of the Gulf Coast of Florida.

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