



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/media-room.

Visit Tampa Bay posts new records in first two months of FY18

Back-to-back record months continue trend of historic tourism revenue growth

TAMPA (Dec. 14, 2017) – Visit Tampa Bay continued to out-pace previous Tourist Development Tax records in November with an 9 percent increase over the same period last year. It's the second consecutive record month for the fiscal year that started Oct. 1.

The November bed tax collections reflect October's room sales. In that month, Tampa had two major conventions -- the American society of Agronomy, which generated \$2.3 million in economic impact, and MegaCon 2017, which was the month's largest event, with 10,000 attendees. Convention and leisure travelers pushed hotel occupancy for the month to 76 percent. RevPar (revenue per available room – a key indicator of hotel profits) rose to \$88.51, up 7.7 percent from the same period in 2016. Total revenue to \$59.5 million and a 10 percent jump from the previous year, according to industry analyst STR Inc.

"Visit Tampa Bay just ended another record-breaking fiscal year and kicking off another," said Santiago Corrada, President and CEO of Visit Tampa Bay. "The ongoing work by Visit Tampa Bay and its partners to boost tourism ultimately impacts everyone in the region by bring more visitors and more economic development. Although the new fiscal year is just beginning, we are off to a running start."

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About Visit Tampa Bay

The hip, urban heart of Florida's Gulf coast beats in Tampa Bay. Visit Tampa Bay encourages adventurous travelers to unlock sun, fun and culture in Florida's most diverse travel destination. We are a not-for-profit corporation that works with 800 partners to tell the world the story of Tampa Bay. Treasure awaits.

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