



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.

June Tourism Revenue Breaks Record Set in 2016

Nine of 10 months this fiscal year have been new benchmarks

TAMPA (August 9, 2018) – Visit Tampa Bay reports that Hillsborough County has posted its ninth record month for bed tax collections for Fiscal Year 2018.

The July report covers room sales in June. That month, the county collected more than \$2.41 million in Tourist Development Tax revenue, up 7.7 percent from the same month in 2017 and more than \$110,000 over the previous record set in 2016.

With two months left in the fiscal year, TDT totals sit at \$29.1 million – just shy of the entirety of FY2016.

“June was superb month for our destination,” said Santiago C. Corrada, president and CEO of Visit Tampa Bay. “As a community, we keep gaining more national and international attention for the treasures that await visitors here – from our sparkling waterfront to fantastic food to our unique blend of history and culture – and that translates into more visitors and more revenue for the community as a whole.”

Hillsborough County hotel revenues grew 5.7 percent year-over-year in June, reaching \$54.7 million, according to industry analyst STR Inc. Average daily rate was up 3.1 percent and Revenue Per Available Room (RevPAR), a measure of profitability, was up 3.7 percent.

“As we see major new hotels and exciting new attractions come on line this fall and into 2019, we can expect to see our success as a destination continue to grow,” Corrada said.

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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.

For More Information, contact:

Stephanie Fred, sfred@visittampabay.com or (813) 342-4052

Kevin Wiatrowski, kwiatrowski@visittampabay.com or (813) 218-3894 or @VisitTampaBay PR