



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](https://www.VisitTampaBay.com/media-room).

May Tourism Continues Record-Breaking Streak

SOFIC conference, booming leisure travel make the month a success

TAMPA (July 16, 2019) – Record attendance at this year's National Defense Industrial Association's annual SOFIC conference at Tampa Convention Center helped boost May's tourism revenue to a new record for the month, bringing it up 2.6 percent to nearly \$2.9 million.

Leisure travel remained strong for the month as well as Visit Tampa Bay worked closely with Expedia, Marriott International, and other key players in the travel industry to bring new visitors to the destination.

Hotel numbers across the board continued to show strong growth for the month with revenues reaching more than \$61.3 million. Hotel occupancy was nearly 75 percent and Revenue per Available Room (RevPAR), a key indicator of hotel profitability was up 4.5 percent year of year, according to industry analyst STR Inc.

"May was another record month of visitors traveling to Tampa and Hillsborough County," said Santiago C. Corrada, President and CEO of Visit Tampa Bay. "Our ongoing success as a destination is a product of the spirit of cooperation and collaboration across the spectrum of our tourism partners. From hotels to restaurants to transportation to attractions, we are all working as a team to expand this community's economic bottom line."

Six of the last 9 months of the 2019 budget year have produced Tourist Development revenue records. Last month, the Hillsborough County Board of County Commissioners raised the TDT to 6 percent as allowed by state law now that Hillsborough County has joined the state's handful of High Impact Tourism counties. That change takes effect August 1.

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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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