



## OFFICE OF PUBLIC INFORMATION

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## Media Release

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### Tourism's industry grows in Florida's Adventure Coast

(Brooksville, FL) Tax collections and accommodator data for the past fiscal year (October 2014 – September 2015) reveal substantial tourism growth for Hernando County, now marketed as Florida's Adventure Coast.

The basic metric for measuring tourism progress is the amount of Tourist Development Tax (TDT) collected on overnight accommodations in the county. TDT collections rose 79 percent from \$410,492 in Fiscal Year 2013-14 to \$736,148 in Fiscal 2014-15. The gains resulted in part from a TDT increase that went into effect in the past year, but the rise in collections is greater than the higher tax rate alone.

Sales measurements from local accommodations also illustrate the area's increasing tourism success. Year-to-date data at the end of the fiscal year show increases of 5.3 percent in occupancy, 7.5 percent in the average daily rate and 13.2 percent in revenue per available room, according to hotel data company STR, Inc. This means that more visitors spent more money at local hotels and motels.

"These strong numbers demonstrate that Hernando County continues to grow and prosper as a vacation destination," Tammy Heon said, Tourism Manager of the Florida's Adventure Coast Visitors Bureau. "Our nature-based tourism amenities are right for the times, and our new Adventure Coast branding campaign is already making a measurable impact."

Hernando County residents voted in 1992 to levy the Tourist Development Tax. In 2014, the county raised the tax from 3 percent to 5 percent. The tax is used to attract even more visitors to the area, enhancing the local economy.

Visit [www.floridasadventurecoast.com](http://www.floridasadventurecoast.com) for more information about area tourism.

Please direct media inquiries regarding Florida's Adventure Coast to Tammy Heon at (352) 540-6232 or [THeon@FloridasAdventureCoast.com](mailto:THeon@FloridasAdventureCoast.com).

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