



Unlock Tampa Bay with the latest news from Florida’s most hip, authentic, and 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](http://VisitTampaBay.com/media-room).

# Tampa Bay Fast Facts

## Demographics

- The Tampa Bay region is home to 3 million people – among the Top 20 MSAs in the nation
- Tampa Bay is the 13<sup>th</sup> largest media market
- Hillsborough County: 1,048 square miles of land, 24 square miles of inland water
- Three incorporated cities: Tampa (370,000 population), Temple Terrace & Plant City  
Tampa is Florida’s 3<sup>rd</sup>-largest city  
13% of Tampa Bay’s population has Cuban ancestry

Major unincorporated areas:

Brandon, Ruskin, Apollo Beach



*The rising sun peeks between the towers of downtown Tampa*

## Climate

- Summer – Average temperature: 83 degrees Fahrenheit (28 Celsius) · highs 91F (33C) /lows 75F (24C)
- Winter – Average temperature 62F (16C) · highs 72F (22C)/lows 52F (11C)
- Year-round average rainfall totals 53 inches (134 cm)

## Tampa International Airport

- 23 airlines

- International: British Airways, Copa Airlines, Edelweiss Air, Lufthansa, Air Canada, Icelandair, Air Transat (seasonal), Norwegian, Swoop, Delta from Amsterdam.
- Domestic: Alaska Airlines, America Airlines, Delta, Frontier, Jet Blue, Silver Airways, Southwest Airlines, Swift Air, Sun Country United Airlines, WestJet
- 19.6 million passengers in CY 2017
- 421 daily flights to 86 non-stop destinations and 57 weekly departures to ten international cities, allowing easy connections to every major city in the world
- 4 Airside terminals, each with their own security screening, shops, restaurants, and children’s play area
- Major expansion completed in 2018 added 50,000 sf of retail, restaurants and a new rental car Facility with SkyConnect train system.

## Port Tampa Bay

- Largest port in the southeast
- Serves as a pleasure & industrial port (phosphate is main export; refined fuel major import)
- Four cruise lines: Carnival, Holland America, Norwegian Cruise Line & Royal Caribbean. Carnival and Royal Caribbean operate year-round and cruise regularly to Cuba from Port Tampa Bay.

## Transportation

- TECO Historic Streetcar (right) runs between downtown and Ybor City district
- Pirate Water Taxi operates on the Hillsborough River & Tampa Bay
- Downtowner, a system of free electric shuttles, offers a transportation alternative in downtown
- Uber and Lyft provide ride-sharing services



## Spectator Sports

- Tampa Bay Buccaneers – Professional (American) Football
- Tampa Bay Lightning – Professional Hockey
- Tampa Bay Rays – Professional Baseball
- Tampa Bay Rowdies – Professional Soccer
- New York Yankees– Professional Baseball Spring Training
- Tampa Tarpons – Class A Minor League Baseball
- University of South Florida Bulls – College Athletics

## Business & Economy

- Regional hub for banking and finance as well as a national center for medical research
- Home to about a fourth of all Florida-based private companies
- State’s largest in-market labor force, with more than 2 million workers, and an unemployment rate of

3.6 percent for the four-county Tampa Bay MSA (March 2018)

- Biggest industries: services, retail, government, finance/insurance/real estate and manufacturing
- MacDill Air Force Base is region's second-largest employer

## MacDill Air Force Base

- Home to the 6th Air Mobility Wing
- More than 15,000 military personnel
- Hosts & provides direct support to U.S. Central Command, U.S. Special Operations Command & 39 other tenant units
- \$4.9 billion annual economic impact to the region

## Visitor Economic Impact

- In 2017, 23 million people visited Tampa/Hillsborough County
- Visitors' expenditures totaled \$5.9 billion
- Domestic visitors make up 61.4 percent of the market
- Tourism supports more than 48,000 local jobs and \$2 billion in wages
- Canada, England and Germany are the top three international markets for Tampa Bay



## Education

- Hillsborough County, 8<sup>th</sup> largest school district in the nation and the region's largest employer
- University of South Florida (USF) is the second largest public university system in Florida & the 18<sup>th</sup> largest in the U.S.
- University of Tampa is a private, liberal arts college popular with students from the Northeast U.S. □ USF has one of the largest MBA programs in the Southeast

## Major Visitor Attractions & Venues

- Adventure Island
- Amalie Arena
- Armature Works
- Big Cat Rescue
- Busch Gardens® Tampa Bay
- Canoe Escape
- Columbia Restaurant
- Straz Center for the Performing Arts
- Dinosaur World
- The Florida Aquarium
- Curtis Hixon Waterfront Park
- Glazer Children's Museum
- Seminole Hard Rock Hotel & Casino
- Henry B. Plant Museum
- MOSI (Museum of Science & Industry)
- Raymond James Stadium
- Tampa Convention Center
- Tampa Bay History Center
- Tampa Museum of Art
- Tampa Riverwalk
- Tampa Theatre
- Ybor City (Entertainment District)
- Ybor City State Museum
- MIDFLORIDA Credit Union Amphitheatre
- ZooTampa at Lowry Park

## Major Events and Festivals

### January

- Outback Bowl
- Black Heritage Festival
- Gasparilla Children's Parade & Piratechnic Extravaganza
- Gasparilla Pirate Fest

### February

- Florida State Fair
- Fiesta Day
- Sant'Yago Illuminated Night Parade
- Gasparilla Distance Classic
- Florida Strawberry Festival
- New York Yankees Spring Training
- Bay Area Renaissance Festival

### March

- Gasparilla Festival of Arts
- Gasparilla Music Festival
- Tampa Bay Beer Week
- St. Patrick's Day
- Gasparilla International Film Festival
- Apollo Beach Manatee & Arts Festival
- National Cuban Sandwich Festival
- Tampa Pride

### April

- Bern's Winefest
- RiverFest
- Asia Fest
- Tampa Bay International Dragon Boat Races

### May

- Brews With Attitude
- Cuban Cultural Fest

### June

- Busch Gardens® Tampa Bay Summer Nights
- Adventure Island Island Nights

### July

- Freedom Fest
- Tampa Bay Comic Con

### August / September

- Tampa Bay Food & Wine Festival
- Tampa Bay Boat Show
- Tampa Bay MegaCon

### October

- NSRA Southeast Street Rod Nationals
- Tampa Bay Gay & Lesbian International Film Festival
- Brews by the Bay
- Oktoberfest Tampa
- Tampa Pig Jig
- Creatures of the Night at ZooTampa
- Ybor City March of the Pumpkin King
- Howl-O-Scream at Busch Gardens® Tampa Bay

### November

- Ruskin Seafood & Arts Festival

### December

- Snow on 7th Holiday Parade
- Victorian Christmas Stroll