

VISIT



TAMPA BAY

TREASURE AWAITS

THE

2024

EFFECT

MOMENTUM

VISIT



TAMPA BAY

TREASURE AWAITS



WHO WE ARE

The hip, urban heart of Florida's Gulf Coast beats boldly in Tampa Bay. Visit Tampa Bay blends adventure with a relaxing vibe to create vacation experiences that are authentically Tampa Bay. As a private, not-for-profit 501(c)(6) corporation certified by Destinations International's Destination Marketing Accreditation Program (DMAP), we collaborate with hundreds of partners to share Tampa Bay's story with the world.

Together with our valued partners, we represent all segments of the area's tourism industry, which generates nearly \$9 billion in annual economic impact for Hillsborough County.

Treasure awaits.

MISSION

To create vibrant economic development for our community by collaboratively increasing visitation to Tampa Bay.

VISION

Inspiring the world to love Tampa Bay.

INCLUSIVITY

We foster transparent communication and intentional actions across all areas of the organization, continually advancing and maintaining diverse, equitable, and inclusive business practices.

SUSTAINABILITY COMMITMENT

We are dedicated to sustainability and preserving our natural environment for future generations. As stewards of this unique destination, we actively promote eco-friendly practices to protect the treasures that make Tampa Bay truly special.



TAMPA BAY

2024 ACCOLADES

- Most Desirable City to Live in the Country in 2024 - *Florida's VOICE*
- 2024 Best Places to Live in America - *Niche*
- 21 Best Weekend Getaways in Florida - *Conde Nast Traveler*
- Stella Awards 2024: Best Convention Center - *Northstar Meetings Group*
- #2 Large Airport in North America for Traveler Satisfaction - *JD Power*
- Best Cruise Destination in the World - *Cruise Hive*
- Best Summer Travel Destination - *WalletHub*
- #1 Best Place to Live in Florida in 2024 - *Forbes Advisor*
- Most Pet-Friendly City - *WalletHub*
- Florida's New 'It' City, Tampa - *Travel & Leisure*



FROM THE DESK OF THE CEO

Momentum. Sustaining it is what sets world-class destinations apart. Tampa Bay's record-breaking 2023 became the springboard for 2024 and the reputational standard we strive for as a destination leadership organization. But beyond reputation, sustaining momentum comes with an obligation we take seriously: to drive our region's economic development, support the more than **59,000 jobs** generated by tourism, and create joy and opportunity for visitors and residents alike.

Thank you all for shouldering that responsibility with such commitment. It's because of our shared dedication across every hospitality sector that Hillsborough County earned \$1.1 billion in Tourist Development Tax (TDT) revenue in Fiscal Year 2024—marking just the second time in history that TDT revenue has exceeded \$1 billion.

Destination marketing continues to be a critical driver of tourism growth and economic impact. The success of our recent campaigns demonstrates its importance, delivering measurable room nights and elevating Tampa Bay's status as a premier travel destination.

As we look ahead to 2025, maintaining this momentum is essential. Our guiding vision—"Inspiring the world to love Tampa Bay"—remains central to every initiative.

Our conversion campaign alone generated over **\$50 million in hotel room revenue** from key domestic and international markets, resulting in nearly **350,000 incremental room nights from leisure travelers**. This provided a significant boost to the local economy. These campaigns also drove



approximately **\$30 million in media coverage** from major regional, national, and international outlets, further strengthening Tampa Bay's reputation on the global tourism map.

Key international markets like the UK, Germany, Brazil, Mexico, and Colombia remained critical for us. From partnerships with professional soccer teams in Europe to securing direct flights between Tampa and Mexico City, and welcoming influencers from Brazil, we engaged globally. In addition to these efforts, our participation in over **550 events**, tradeshow, media missions, and conferences kept Tampa Bay top of mind for travelers.

Tampa Bay's appeal as a top destination was on full display in 2024 as we supported significant meetings, including the Marriott Association Masters and Pharma Forum. Additionally, we hosted two of the hospitality industry's most significant events: Destinations International's Annual Convention and VISIT FLORIDA's Governor's Conference. Both received rave reviews about our facilities, attractions, and overall experience, with future event organizers wondering how they'll top the show we put on. Destinations International even wrote a case study about it!

These events were part of Tampa Bay's "summer of conventions," where we welcomed a diverse range of groups that helped sustain record-setting visitation. Thanks to our convention sales team, these meetings contributed nearly **575,000 room nights** and an estimated economic impact of over **\$352 million**.

In 2025, you can expect fresh culinary experiences, elevated accommodations, and a lineup of exciting conventions, including Destinations Florida Annual Meeting, U.S. Conference of Mayors, International City/County Management Association, Alpha Kappa Alpha Sorority, Inc., Phi Beta Sigma Fraternity, Inc., American Legion, and Association of Zoos & Aquariums.

There are challenges, but our hospitality infrastructure is strong, our restaurants and attractions are thriving, and, most importantly, our people are ready to welcome the world back to Tampa Bay for another remarkable year. Together, we will unlock Tampa Bay's treasures once again.

Sincerely,



Santiago C. Corrada
President & CEO, Visit Tampa Bay



Destinations International Drone Show



Marriott Association Masters



Tampa Convention Center Paver Unveiling



Henry Award: Tourism Advocacy - Academy for Students

STRATEGIC GOALS

TREASURE AWAITS

The strategic goals of Visit Tampa Bay form the cornerstone of all our initiatives. They provide us with a clear roadmap, guiding us toward our desired outcomes and identifying the resources necessary to reach our objectives.

We invite you to join us on this visual journey through 2024, highlighting how the Visit Tampa Bay team achieved our six strategic goals.



1. Increase Private Revenue

2. Optimize Sales and Marketing Efforts

3. Provide Leadership and Advocacy on
Tourism-Driven Economic Growth

4. Energize the Destination Brand

5. Maximize Measurable ROI

6. Explore Development Prospects

INCREASE PRIVATE REVENUE

While visitor spending benefits the local economy, tourism marketing operates on a global scale. Maintaining Tampa Bay's prominence with media, travel industry experts, and meeting professionals requires a reliable, growing source of funding to adapt to evolving travel trends and communication channels.



Tampa Monopoly Game Launch Activation

UNLOCK TAMPA BAY VISITORS CENTER & EMPOWERING PARTNERS

We unlocked new opportunities at the Unlock Tampa Bay Visitors Center, giving our partners the chance to activate prime space, engage travelers, boost visibility, and drive private revenue. By supporting and collaborating with local business partners, we're enhancing the overall visitor experience together.

The Visitors Center was also proud to bring our curated selection of Tampa-themed memorabilia and apparel to downtown's Winter Village, offering visitors the chance to take home unique gifts that celebrate the spirit of Tampa Bay.





TAMPA BAY TREASURES ▲

We collaborated on a pirate-inspired beer with Hidden Springs Ale Works and a custom coffee blend with Blind Tiger Coffee Roasters. Along with our Tampa-themed Monopoly game, keepsakes like these engage visitors and have boosted our in-store sales by over 48% year-over-year.

RIVERWALK PASS & CITYPASS ▼

Visit Tampa Bay offers exclusive passes that unlock access to Tampa Bay's top attractions. Last year, we sold over 35,000 CityPASS booklets and nearly 4,000 Riverwalk Passes.

TAMPA'S TABLE VOL. 2 ▲

With thousands of copies sold, *Tampa's Table Vol. 2: A Culinary Evolution*, our self-published book showcases Tampa Bay's gastronomical greatness through recipes from top local restaurants and insights from renowned food critics.



GOAL TWO

OPTIMIZE SALES AND MARKETING EFFORTS

With the support of our industry partners, we showcase the unique qualities that distinguish Tampa Bay as a world-class destination. We work collaboratively with media, visitors, travel agents, meeting professionals, and economic development experts on a global scale.



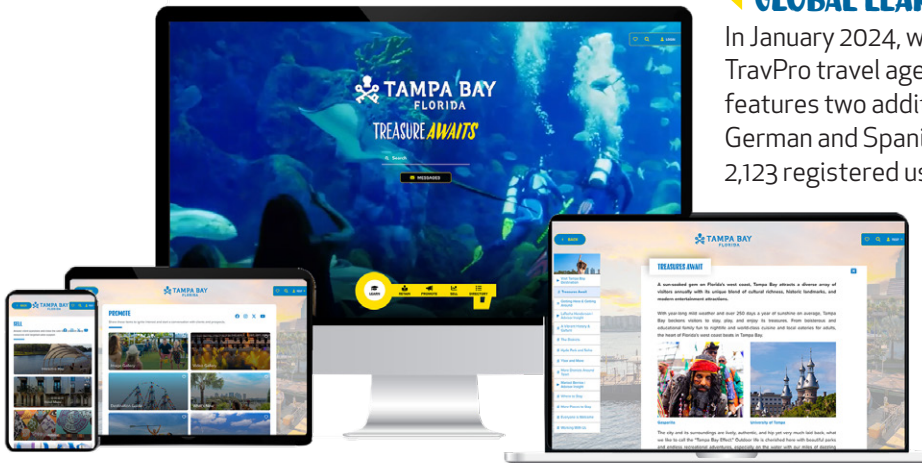
SHOWCASING TAMPA BAY

Our conversion campaign alone generated over \$50 million in hotel room revenue from key domestic and international markets, resulting in nearly 350,000 incremental room nights.



GLOBAL LEARNING

In January 2024, we launched the brand-new TravPro travel agent training program, which features two additional language modules—German and Spanish—and has already reached 2,123 registered users across 14 countries.





INSPIRING THE WORLD TO LOVE TAMPA BAY

Our team participated in over 550 in-market and out-of-market events over the past year, actively promoting Tampa Bay's distinctive charm and positioning it as a world-class destination. From travel trade shows to media interviews, we proudly showcased the unique qualities that set Tampa Bay apart while garnering more than \$30 million in coverage from prominent national and international publications and broadcast programs, significantly boosting our brand visibility.



INTERNATIONAL ACTIVATIONS

We also announced a Kapitán-level sponsorship with globally recognized F.C. St. Pauli, in addition to our continued sponsorship of Brentford F.C. in the English Premier League, strengthening our international partnerships and showcasing Tampa Bay on the world stage.

STRATEGIC PARTNERSHIPS

Visit Tampa Bay thrives on the strong partnerships we've built with local advocates and key allies who share our passion for promoting this amazing region.



Hillsborough County Florida





MEETINGS PARTNERS

We proudly collaborate with leading meetings and event organizations. These strategic partnerships foster strong relationships, enabling us to implement innovative marketing initiatives that provide exclusive opportunities for global brand exposure.



GOAL THREE

PROVIDE LEADERSHIP AND ADVOCACY ON TOURISM-DRIVEN ECONOMIC GROWTH

As expert marketers of the destination, we work on multiple levels to guarantee the destination has a prominent voice in all decisions affecting tourism and economic development across Hillsborough County.



CHAMPIONING TAMPA BAY TOURISM

President & CEO, Santiago C. Corrada and Chief Operating Officer, JoLynn M. Lokey actively champion tourism, representing the entire hospitality industry at Hillsborough Day in Tallahassee and at U.S. Travel's Destination Capitol Hill in Washington, D.C.





KEYS TO SUCCESS ▲

Chief Sales Officer Adam DePiro discusses meetings and conventions at Visit Tampa Bay's quarterly Keys to Success event, emphasizing their vital role in boosting the local economy, while Maggie Webber, Director of Partner Development, closes out the event.



US TRAVEL'S TRAVEL WORKS FOR AMERICA ▲

Visit Tampa Bay hosted U.S. Travel's Travel Works for America event, welcoming Kathy Castor, U.S. Representative for Florida's Fourteenth District, along with our industry partners, Film Tampa Bay and the Tampa Bay Sports Commission.

ANNUAL MARKETING SUMMIT ▶

Chief Marketing Officer Patrick Harrison kicked off this year's annual marketing summit, where we proudly hosted over 120 partners and offered valuable insights, strategies, and collaborative opportunities that continue to propel Tampa Bay's success as a premier destination.





INVESTING IN FUTURE HOSPITALITY LEADERS

Visit Tampa Bay proudly supports the promotion of travel and tourism programs at both Hillsborough High School and the USF School of Hospitality and Tourism Management. These partnerships help shape the future of our industry by inspiring the next generation of hospitality leaders.

 **UNIVERSITY of SOUTH FLORIDA**
Muma College of Business
School of Hospitality and Tourism Management





FLORIDA DEANS & DIRECTORS EDUCATION ALLIANCE MEETING

We hosted the Florida Deans and Directors Education Alliance Meeting, bringing together all eight Florida universities with hospitality and tourism programs. The meeting aimed to enhance collaboration among education leaders, focusing on current policies, best practices, and promoting equity and justice in education.



GOAL FOUR

ENERGIZE THE DESTINATION BRAND

By consistently branding our initiatives and closely collaborating with community stakeholders, we aim to create a cohesive identity for our destination, fostering collective efforts that drive economic development.



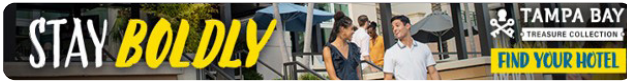
MICHELIN GUIDE 2024

Tampa Bay's culinary scene continues to sizzle! Taking center stage at The Tampa EDITION, the newest culinary Stars sparked as Tampa hosted the 2024 MICHELIN Guide to Florida launch.

ALL ARE WELCOME

The Visit Tampa Bay team and partners proudly participated in the Tampa Pride parade in Ybor City, the first pride parade of the year in the U.S.





▲ **MARKETING PARTNERSHIPS**

In partnership with the Tampa Bay Economic Development Council, we've strategically integrated the Make It Tampa Bay Talent Attraction campaign to connect with target audiences. Additionally, Florida's first Tourism Marketing District, the "Treasure Collection," showcases the vibrant downtown Tampa and historic Ybor City, offering hotels that provide easy access to top venues and attractions.



THRILLS AWAIT IN TAMPA BAY ▲

Visitors driving to Florida can now preview the excitement that awaits in Tampa Bay at the Visit Tampa Bay activation space located inside the Visit Florida Welcome Center on I-75 South. Highlighting the experience is a refurbished Busch Gardens® Tampa Bay Sand Serpent roller coaster car, offering a fun and immersive glimpse into the region's top attractions.



▲ **TALK UP TAMPA BAY**

The Talk Up Tampa Bay Awards celebrate individuals who have successfully utilized their professional and personal networks to drive meeting and convention business to Tampa Bay, helping to enhance the region's reputation as a premier destination.



UNLOCKING TAMPA BAY ▲

At Visit Tampa Bay, we bring the hidden gems of our destination to life through our podcast. Tune in to hear firsthand from travel experts, chefs, local guides, artisans, and more!



◀ **GUEST EXPERIENCE TRAINING**

We've trained over 5,500 local hospitality workers with GET Tampa Bay sessions, encompassing an in-depth review of our destination's highlights as well as a review of customer service basics.

MAXIMIZE MEASURABLE ROI

Data serves as the compass that guides our approach. As destination marketers, we are committed to working diligently to collect and utilize the most accurate data available. Doing so allows us to optimize our strategies to generate maximum value with minimal expenditure.

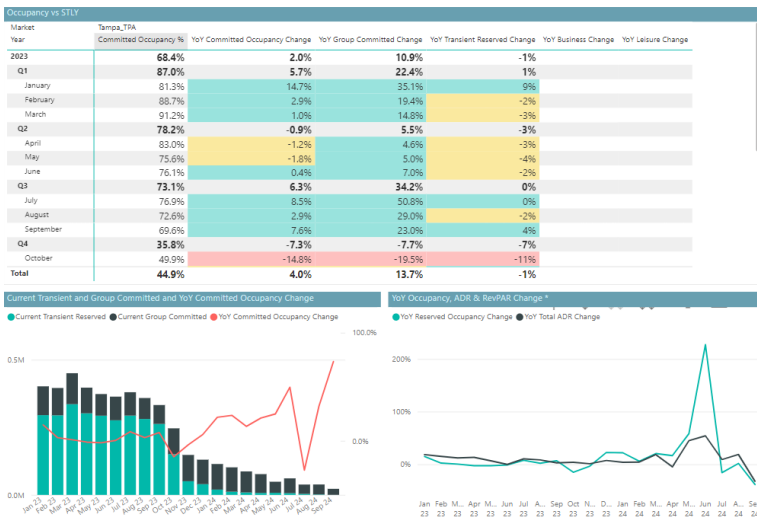


INSIGHTFUL VISITOR TRENDS

Visit Tampa Bay won best in class for using the Zartico's Movement Module, which provides valuable insights into where visitors are coming from and how they navigate the destination. This module offers situational awareness by contextualizing visitor movement with information on events, conventions, and meetings, helping DMOs better understand traveler motivation and optimize their stewardship of the area.



RESEARCH PARTNERS



TravelClick
an amadeus company

As-of date: October 01, 2023

Stay dates: 1/1/2023 - 9/1/2024

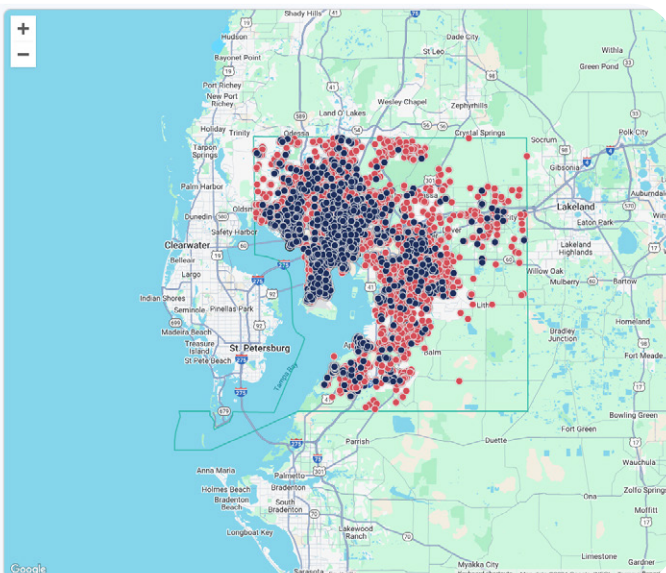
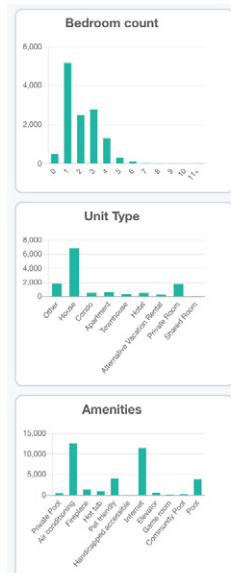
Market: Tampa_TPA

Tier: ALL Tiers

Weekpart: Weekday Weekend

Legend: Green: flat or up, Yellow: -10% to flat, Red: less than -10%

▶ **TRAVELCLICK** Demand 360 insight reports provides us with business intelligence solutions, offering the only comprehensive future-looking hotel demand data in the market.



▶ **KEY DATA** Key Data combines rental data from OTA sites with reservation data sourced directly from 65+ of the world's top property management systems.

GOAL SIX

EXPLORE DEVELOPMENT PROSPECTS

As tourism and economic development industry leaders in Hillsborough County, Visit Tampa Bay works with County and City officials to collaborate on future destination development opportunities.



BUILDING A BETTER FUTURE

Visit Tampa Bay is securing a seat at the table in key construction and infrastructure discussions across Tampa and Hillsborough County. These new developments are key to elevating the visitor experience and boosting the quality of life for our residents.



◀ ADVANCING MOBILITY

Engaging in mobility discussions in Hillsborough County opens up exciting opportunities for us to shape policies and plans that enhance the visitor experience, elevate residents' quality of life, and improve the overall functionality of our region.



▶ DRIVING COLLABORATION

Serving on external industry boards is key to driving destination development. It empowers us to help shape the future, collaborate with key stakeholders, direct resources, champion our destination, and promote sustainable growth across the region.

BOOSTING CONNECTIVITY

In partnership with Tampa International Airport and Visit St. Petersburg/Clearwater, we are excited to boost direct routes into the Tampa Bay region! We're also expanding our cruise line offerings with Port Tampa Bay, including the fun-filled Margaritaville at Sea Cruise Ship.



THE IMPACT OF TOURISM TO HILLSBOROUGH COUNTY

The travel and tourism sector is a vital component of Hillsborough County's economy. Visitors provide substantial economic benefits to households, businesses, and the government, serving as a crucial driver of the County's future. In 2023, visitor-supported business sales, including indirect and induced impacts, reached \$8.9 billion.

27 MILLION

Total Visitors to Hillsborough County



16 M

Day Visitors



11 M

Overnight Visitors

TOTAL ECONOMIC IMPACT

Direct visitor spending of \$5.7 billion generated a total of \$8.9 billion in total economic impact. Tourism generated 59,329 jobs and \$535 million in state and local tax revenues. Each household in Hillsborough County would pay an additional \$955 to replace the visitor-generated taxes received by state and local governments.

FULL REPORT



\$5.7 BILLION

Direct Visitor Spending



59,329

Total Jobs Generated



\$3.1 BILLION

Total Labor Income



\$535 MILLION

State and Local Taxes Generated

\$8.9 BILLION **TOTAL ECONOMIC IMPACT**



\$1.6B
FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores, bars, grocery stores



\$1.3B
LODGING

Hotels, motels, private home rentals



\$1.2B
RECREATION

Theaters, amusement parks, entertainment venues, other rec



\$1B
TRANSPORTATION

Taxis, buses, airfare, parking, car rentals, gas stations



\$600M
RETAIL

Souvenirs, general merchandise, malls, shopping centers



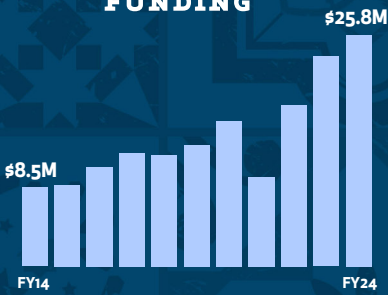
\$3.2B
INDIRECT & INDUCED

Business services, education, health care, etc.

HILLSBOROUGH COUNTY NUMBERS

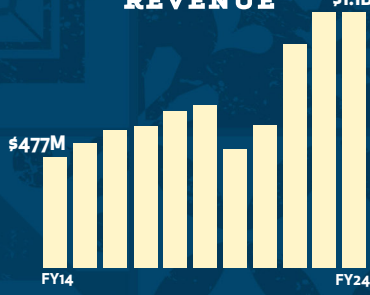
We are funded in part by Tourism Development Collections collected in Hillsborough County from overnight visitors. These funds provide resources to support the marketing, advertising, and promotions programs. Additional activities include marketing and incentivizing Florida's only Tourism Marketing District (Downtown Tampa and Ybor City); out of state marketing for Tampa Bay Economic Development Corporation; and aiding the missions of Film Tampa Bay, Tampa Bay Sports Commission, Friends of the Riverwalk and Tampa Protocol Office. As a member-based organization, we are also financially funded by our over 900 enthusiastic partners.

TDT VTB FUNDING



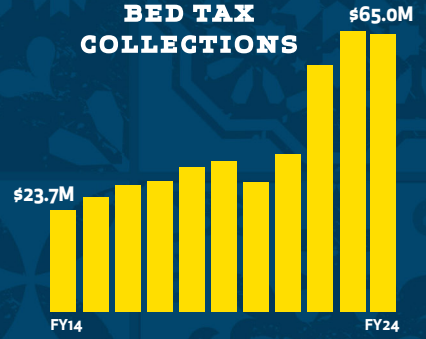
FY24:
\$25,775,427

HOTEL TAXABLE REVENUE



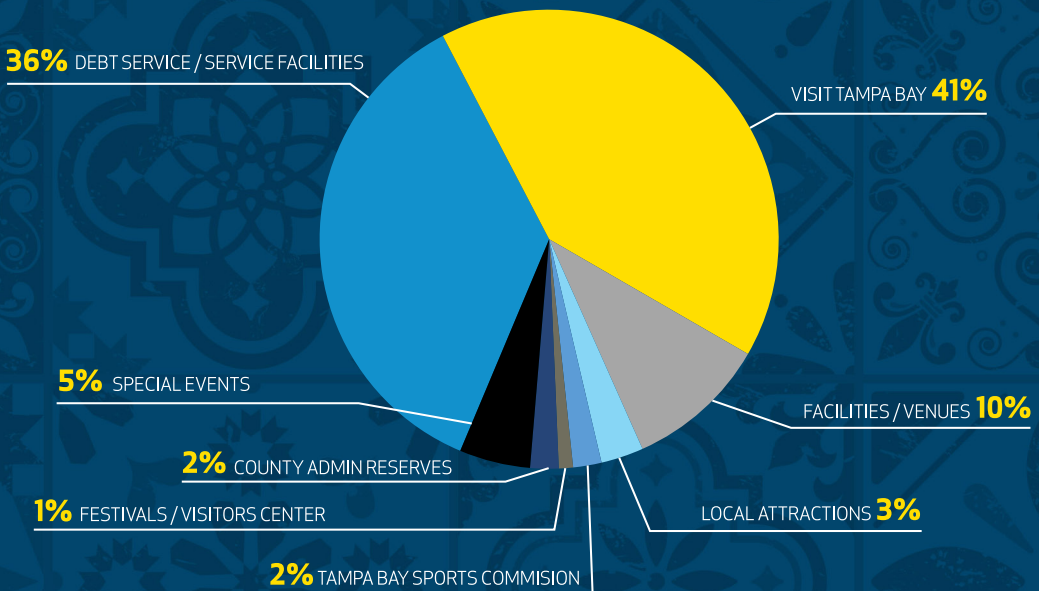
FY24:
\$1,084,098,771

BED TAX COLLECTIONS



FY24:
\$65,035,754

TOURIST DEVELOPMENT TAX



FY25 BOARD OFFICERS



Evette Torres
Chair
Schulte Hospitality Group



Pam Barber
Chair-Elect
MOR



Patrick Sorge
Secretary / Treasurer
Hyatt Place / Hyatt House
Tampa Downtown

FY25 BOARD MEMBERS

Raul Alfonso
Port Tampa Bay

Jeff Antonaccio
Shaner Hotels

John Bennett
City of Tampa

Brian Butler
Vistra Communications

Joe Collier
Mainsail Lodging & Development

Joe Couceiro
ZooTampa at Lowry Park

Cheryl Flood
Florida State Fair Authority

Steve Griggs
Tampa Bay Lightning

Greg Holland
Straz Center for the Performing Arts

Greg Horwedel
Hillsborough County

Thomas Huggins, III
Ariel Business Group

Chad Lobner
Embassy Suites by Hilton
Tampa Brandon

Jill Manthey
Yacht StarShip Cruises & Events

FY25 ADVISORY BOARD

Chris Adkins
JW Marriott Tampa Water Street /
Tampa Marriott Water Street

Ferrell Alvarez
The Proper House Group

Margaret Anderson
Hampton Inn & Suites Tampa
Riverview Brandon

Paul Ayres
Center for Advanced Medical
Learning and Simulation

Lee Bell
Ybor City Chamber of Commerce

Jessica Cain
Grand Hyatt Tampa Bay

Bob Clark
Tampa Steel Erecting Co.

Abbey Dohring Ahern
Dohring Ahern

Lisa Faller
FKQ Advertising + Marketing

Matt Gerber
The Westin Tampa Waterside

Roger Germann
The Florida Aquarium

Blake Guthrie
ReliaQuest Bowl

Ken Hagan
Hillsborough County Board
of County Commissioners

Kenyetta Hairston-Bridges
Tampa Downtown Partnership

Eric Hart
Tampa Sports Authority

Danah Heye
Madden Media

Rob Higgins
Tampa Bay Sports Commission

Aaron Hoefen
Renaissance Tampa International
Plaza Hotel

David Ingram
Tampa Convention Center

Nathan A. Kilton
Mayor of Plant City

Ann Kulig
Retired, Westshore Alliance

Joe Lopano
Tampa International Airport

Greg Lovelace
Port Tampa Bay

Dannette Lynch
Florida Restaurant and
Lodging Association

Laura Maldonado
Hotel Haya

Troy Manthey
Yacht StarShip Cruises & Events

Michael Maurino
Westshore Alliance

Scott McClinton
Tampa Airport Marriott

Chris Minner
Tampa International Airport

Raj Mohan
Saddlebrook Resort

Linda Olson
Tampa Bay Wave



Ray Mathews
Immediate Past Chair
 State Farm



Santiago C. Corrada
President & CEO
 Visit Tampa Bay

Ron McAnaugh
 JW Marriott Tampa Water Street / Tampa Marriott Water Street

Lesley "Les" Miller, Jr.
 Shumaker Advisors

Bob Morrison
 Hillsborough County Hotel & Motel Association

Chris Plasencia
 The Plasencia Group

Bemetra Simmons
 Tampa Bay Partnership

Scott Ward
 Hilton Tampa Downtown / Embassy Suites Tampa-Downtown Convention Center

Peter Wright
 Hotel Alba

Terri Parnell-Longphee
 Tampa Convention Center

Bob Passwaters
 Provident Advertising & Marketing

Aakash Patel
 Elevate, Inc.

Nilesh Patel
 GSNP Hotels

James Ransom
 Tampa Organization of Black Affairs

Greg Rice
 Embassy Suites Tampa-Downtown Convention Center / Hilton Tampa Downtown

Craig Richard
 Tampa Bay Economic Development Council

Crystal Rivera
 Hotel Flor

Bob Rohrlack
 Tampa Bay Chamber of Commerce

Scott Rose
 ZooTampa at Lowry Park

Andy Ross
 Mayor of Temple Terrace

Shawn Routten
 Epicurean Hotel

Keith Sedita
 La Pianta, LLC

Julio Soto
 AAA Travel Agency

Deven Spaulding
 Residence Inn Tampa at USF/ Medical Center

Paul Thomasson
 Extravaganza! Productions, Inc.

Roberto Torres
 The Blind Tiger Café

Bob Warchola
 Shumaker

Bonnie Wise
 Hillsborough County

PAST CHAIRS

- 1986-87 **Tom duPont**
- 1987-88 **Charles Cumpstone***
- 1988-89 **Joe Fincher**
- 1989-90 **Shirley Ryals***
- 1990-91 **Dennis O'Flannery***
- 1991-92 **Hollis Powell**
- 1992-93 **Leonard Levy***
- 1993-94 **Emma Taylor**
- 1994-95 **Thom Stork***
- 1995-96 **Dick Russo***
- 1996-97 **Bob Sharp**
- 1997-98 **Paul Catoe**
- 1998-99 **Rene Bardel**
- 1999-00 **Herb Gold**
- 2000-01 **Lou Plasencia**
- 2001-02 **Linda Westgate**
- 2002-03 **Michael Kilgore**
- 2003-04 **Don McDaniel**
- 2004-05 **Richard Gonzmart**
- 2005-06 **Mary Scott**
- 2006-07 **Greg Yadley**
- 2007-08 **Sandy MacKinnon**
- 2008-09 **Sandy MacKinnon**
- 2009-10 **Maryann Ferenc**
- 2010-11 **Jim Bartholomay**
- 2011-12 **Ron Ciganek**
- 2012-13 **Jim Dean**
- 2013-14 **Pam Avery**
- 2014-15 **Ken Anthony**
- 2015-16 **Ed Fandel**
- 2016-17 **Ron McAnaugh**
- 2017-18 **Bruce Narzissenfeld**
- 2018-19 **Jeff Antonaccio**
- 2019-20 **Troy Manthey**
- 2020-21 **Joe Collier**
- 2021-22 **Ken Lucas**
- 2022-23 **Raul Aguilera**
- 2023-24 **Ray Mathews**

**deceased*

Names in yellow indicate new members to the board



THANK YOU!

Thank you for being instrumental in inspiring the world to love Tampa Bay. Your unwavering dedication and passion for our premier destination play a crucial role in shaping the vibrant experiences we offer. Together, we create unforgettable memories for all who have the pleasure of exploring the diverse wonders of Tampa Bay.

We deeply appreciate your collaboration and commitment to excellence, which not only elevates our community but also enriches the lives of our visitors. Your efforts are the driving force behind our shared success, and we look forward to continuing this journey together.

With gratitude,
The Visit Tampa Bay Team





VISIT



TAMPA BAY

TREASURE AWAITS

VISITTAMPABAY.COM