

**2025**

**UNLOCKING**  
*Opportunity*

VISIT



**TAMPA BAY**

TREASURE AWAITS

VISIT



**TAMPA BAY**

TREASURE AWAITS

## WHO WE ARE

The hip, urban heart of Florida's Gulf Coast beats boldly in Tampa Bay, where active adventures, sky-high coasters, exotic wildlife, authentic culture, and award-winning, world-class cuisine await you.

As a not-for-profit, private 501(c)(6) corporation accredited by Destinations International's Destination Marketing Accreditation Program (DMAP), we collaborate with nearly 1,000 partners to share Tampa Bay's story with the world. *Treasure awaits.*

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## VISION

Inspiring the world to love Tampa Bay.

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## MISSION

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

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## VALUES

- Inclusivity
- Innovative / Forward-Thinking
- Relevance
- Ethical

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## SOCIAL IMPACT

Visit Tampa Bay and its affiliates foster transparent communications and intentional actions across all areas of the organization, which continue to advance and maintain impactful business practices that are representative of all our stakeholders.

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## SUSTAINABILITY COMMITMENT

At Visit Tampa Bay, we blend adventure with a relaxing vibe to create unforgettable vacations. We are also dedicated to preserving our vibrant natural environment for future generations. As stewards of this unique destination, we actively practice and promote sustainability in our operations and collaborations. Together, we can protect and cherish the natural treasures that make Tampa Bay truly special.



*Tampa Bay Sun FC celebrate historic inaugural USL Super League Championship win with a traditional boat parade.*

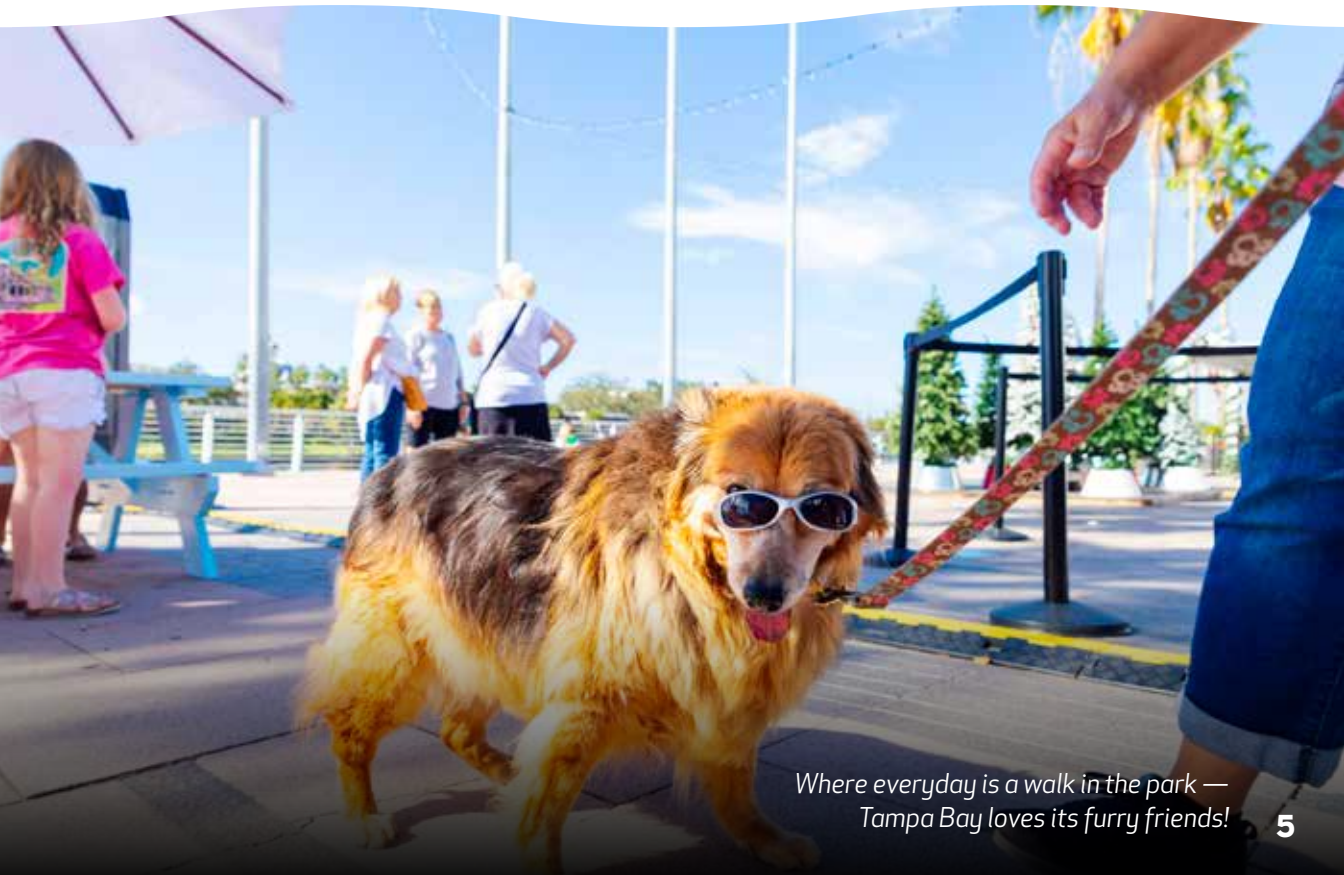


*From runway to Riverwalk, Phoebe's adventure starts at Tampa International Airport, USA Today 10Best's "Best Airport for Art."*

# TAMPA BAY

# 2025 ACCOLADES

- **#1 Mid-Sized U.S. City** - *HGTV, 2025*
- **Top-Trending Summer Travel Destination** - *Kayak, 2025*
- **#1 Best Large U.S. Airport** - *USA Today 10Best, 2025*
- **#3 Best City for First-Time Homebuyers** - *WalletHub, 2025*
- **#2 Best Riverwalk** - *USA Today 10 Best, 2025*
- **Top 5 Most Pet-Friendly Cities** - *WalletHub, 2025*
- **#1 Best Place for Foreign Businesses** - *Financial Times, 2025*
- **#7 Best Foodie City in America** - *WalletHub, 2025*
- **Stella Awards 2025 - Best Convention Center in the Southeast**  
- *Northstar Meetings Group*



Where everyday is a walk in the park —  
Tampa Bay loves its furry friends!

# FROM THE DESK OF THE CEO

**Unlocking opportunity.** Seizing opportunity is often a matter of timing and resilience—building on success, weathering challenges, and adapting to change. Tampa Bay's hospitality industry did just that in 2025.

Through shared stakeholder commitment, Tampa Bay achieved record-breaking taxable hotel revenue of **\$1.2 billion**, surpassing the billion-dollar mark for a third consecutive year. Supported by county and city leadership, Hillsborough County's **61,000 hospitality workers** and nearly **1,000 Visit Tampa Bay partners** fueled economic growth across our community. This year, **162 new businesses** joined Visit Tampa Bay's partnership network, strengthening collaboration and industry engagement like never before.

This success reflects an agile, integrated marketing strategy that evolved quickly to meet the year's challenges. From recovery messaging following severe weather to the **Time to Play** campaign, Visit Tampa Bay's sales and marketing efforts contributed to **nine consecutive months of record hotel revenue** and the **nation's highest occupancy rate** among leisure and convention competitors.

A robust portfolio of campaigns—including full-funnel leisure marketing, international outreach, meetings and conventions, the Treasure Collection, corporate transient, and Make It Tampa Bay—positioned the destination for continued success. Collectively, these efforts generated **\$167 million** in enriched hotel revenue and **736,000 incremental room nights** from leisure travelers alone.



Through dedicated public relations, Visit Tampa Bay earned nearly **850 media placements**, sharing the region's story worldwide and averaging more than two major market features each day.

International outreach thrived across the **United Kingdom, Germany, Brazil, Mexico, and Colombia**, strengthened by new partnerships, content creators, and expanded air service from Bogotá.

The team hosted and participated in more than **1,000 events**—from local partner gatherings and leadership sessions to global trade shows and missions—deepening collaboration and reinforcing Tampa Bay's leadership in the tourism industry.

Tampa Bay also welcomed a strong lineup of major conventions and events, including the **U.S. Conference of Mayors, National League of Cities, and SOF Week**, further cementing its reputation as a premier meetings destination. In 2025, the city proudly hosted **Phi Beta Sigma, Zeta Phi Beta, and Sigma Gamma Rho**, marking **seven of the Divine Nine** organizations convening here within two years.

Meetings and conventions generated **580,153 room nights** with an estimated **\$367 million in economic impact**. Through the Meeting the Moment program, more than **30 organizations** gave back to the community—donating food, planting mangroves, and supporting local causes.

As we look ahead to 2026, our destination continues to evolve with new hotel developments, fresh culinary experiences, and an exciting lineup of major conventions, including the **International City/County Management Association, Florida Medical Association, National Association of Buffalo Soldiers & Troopers Motorcycle Club** and **Connect Marketplace**.

A special thank-you goes to our sister organizations—the **Tampa Bay Sports Commission, Film Tampa Bay, Friends of the Riverwalk, ESPN Events, and Tampa Bay Trade and Protocol**—for their collaboration and partnership in driving results for our community.

With every opportunity comes challenge, but a record-breaking 2025 has prepared us for the road ahead. Guided by our shared vision to *inspire the world to love Tampa Bay*, we will continue unlocking our region’s treasures for the world.



**Santiago C. Corrada**  
*President & CEO, Visit Tampa Bay*



*Tampa Bay welcomed the 2025 Association of Zoos & Aquariums Annual Conference.*



*The 77th International Conclave of Phi Beta Sigma Fraternity brought global delegates to Tampa Bay for a week of leadership and community engagement.*



*Visit Tampa Bay is proud to bring home multiple Henry and Silver Awards from the 2025 VISIT FLORIDA Flagler Awards, recognizing excellence across tourism marketing in Florida.*

# 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 2025, highlighting how the Visit Tampa Bay team achieved our six strategic goals.





**1.** Increase Private Revenue

**2.** Optimize Sales & 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

Tourism drives local prosperity, but marketing Tampa Bay to the world requires resources that can grow and adapt. Sustaining our visibility among media, travel professionals, and meeting professionals depends on a strong, diversified funding base that evolves with shifting travel trends, new technologies, and emerging global markets.



Local artisans and Tampa Bay products shine at Winter Village at Curtis Hixon Park.



The Unlock Tampa Bay Visitors Center's corporate gifting program highlights Tampa Bay's creativity and hospitality through curated local gifts that support businesses.

## SHOWCASING LOCAL PARTNERS

The Unlock Tampa Bay Visitors Center continues to be a hub for collaboration, spotlighting local artisans and Tampa-inspired products. Whether online or through on-site activations like Winter Village, these partnerships elevate small businesses and generate vital private revenue.



Partners, locals, and visitors gathering to celebrate our 813 Day Bash outside the Unlock Tampa Bay Visitors Center.

## CELEBRATING TAMPA BAY

More than **35 local businesses** joined Visit Tampa Bay to celebrate the people, stories, and culture that define our destination during the **first-ever 813 Day Bash** outside the Unlock Tampa Bay Visitors Center.



Che Vita at Hilton Tampa Downtown



Bringing Tampa Bay's stories to life through the interactive 50 Questions Game.



Tampa Theatre



Creativity meets community in Tampa Bay's first Coloring Book, inspiring artists of all ages.

## CREATIVE CONNECTIONS THAT DRIVE GROWTH

New family-friendly products like the *Tampa Bay Kids Travel Talk* card game and destination-inspired *My First Tampa Bay Coloring Book* continue to bring fresh energy and revenue to our lineup.



No dull crayons here! The Visit Tampa Bay team celebrated National Coloring Day with bold hues and big smiles.

# OPTIMIZE SALES & MARKETING EFFORTS

Through strong partnerships, we continue to elevate Tampa Bay's profile worldwide. Collaboration with media, travel advisors, and industry leaders drives awareness, strengthens relationships, and opens new opportunities.



## ELEVATING TAMPA BAY'S VISIBILITY

A robust mix of leisure, international, and meetings campaigns drove **\$167 million in hotel revenue** and **736,000 incremental room nights**. Strategic placements in top feeder markets—including Atlanta, Boston, Chicago, Dallas–Fort Worth, Miami, New York, Orlando, Philadelphia, and Washington, D.C.—along with international momentum through partnerships in the United Kingdom, Germany, Brazil, Mexico, and Colombia, amplified Tampa Bay's reach worldwide. Creative activations like **Doggone Summer** kept the brand front and center, while Visit Tampa Bay became the first-ever destination marketing organization to partner with **Expedia for its inaugural Ambassador Summit**, bringing 24 travel influencers to experience the destination firsthand.



Out-of-home placements brought Tampa Bay's vibrant energy to life across major U.S. cities.



Rooster, one of our furry influencers bringing all the sunshine and smiles.

## INSPIRING THE WORLD TO LOVE TAMPA BAY

Visit Tampa Bay's storytelling reached new heights in 2025, with nearly **850 media features** showcasing the destination's charm across the globe. From local pop-ups to international trade shows, the team took the stage at **more than 1,000 events**—building connections, sparking excitement, and keeping Tampa Bay in the spotlight worldwide.



Visit Tampa Bay, in partnership with AVIAREPS, proudly hosted a group of Brazilian content creators to showcase the destination's unique culture, outdoor adventures, and waterfront charm.



## SPINNING ON WHEEL OF FORTUNE ▲

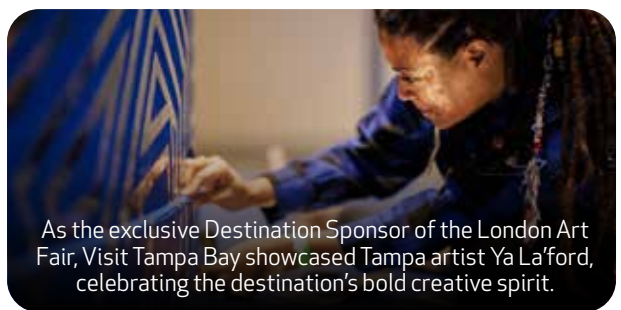
Visit Tampa Bay partnered with VISIT FLORIDA on a "Live More Floridays" episode, **featuring Tampa Bay** as the grand-prize destination on America's #1 game show, *Wheel of Fortune*.



Award-winning at ASAE25! We're excited to announce that Visit Tampa Bay took home the *Best in Show* award for our booth at the ASAE Annual Meeting & Exposition 2025 in Los Angeles.

## EXPANDING REACH AT HOME AND ABROAD

In major U.S. markets like Philadelphia, New York, and Chicago, Visit Tampa Bay brought the destination's energy to life through bold experiential activations—from **Tampa Bay Rays takeovers** at Fenway Park, Wrigley Field, and Yankee Stadium to immersive brand moments that sparked curiosity and connection. Internationally, the destination took center stage at the **London Art Fair**, featuring Tampa Bay artist Ya La'ford, whose vibrant work embodied the city's creative pulse. Renewed partnerships with **Brentford F.C.** and **F.C. St. Pauli**, along with a new collaboration with Amsterdam's **STRAAT Museum**, further elevated Tampa Bay's artistic and cultural presence on the global stage.



As the exclusive Destination Sponsor of the London Art Fair, Visit Tampa Bay showcased Tampa artist Ya La'ford, celebrating the destination's bold creative spirit.



Art met adventure at Amsterdam's STRAAT Museum, where Dylan Perry painted live as Visit Tampa Bay hosted a tour operator and media mission.

# 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



TAMPA BAY  
CHAMBER



PORT  
TAMPA BAY



Tampa  
International  
Airport



TAMPA  
DOWNTOWN PARTNERSHIP



TAMPA BAY  
PARTNERSHIP



ECONOMIC  
DEVELOPMENT  
COUNCIL



UNIVERSITY of  
SOUTH FLORIDA



FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION

# 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.



# HOSTED INDUSTRY EVENTS

Meetings mean more in Tampa Bay. From hosting major industry events that bring top meeting professionals to experience our destination firsthand, to securing future conventions set to debut here for the first time ever, Visit Tampa Bay continues to elevate Hillsborough County as a leading meetings destination. Together, these achievements drive future bookings, strengthen industry connections, and create lasting economic impact across our hotels, venues, and local businesses.



Annual Meeting  
February 19-21, 2025



2025 Travel & Tourism Conf.  
June 2-5, 2025



Smart Woman Summit  
September 11-13, 2025



Partnership Summit  
September 25-28, 2025



Corporate Forum  
November 10-13, 2025



ExhibitorLive 2026  
March 29 - April 2, 2026



Connect Marketplace  
August 24-26, 2026



Destination Southeast 2027



PCMA edUcon 2029



MPI World Education  
Congress 2030

## MEETINGS, CONVENTIONS, & DESTINATION SERVICES

Tampa Bay's meetings and conventions sector delivered an impressive **580,153 room nights**, generating an estimated **\$367 million in economic impact** for Hillsborough County. Our **Destination Services team** proudly supported **544 events**, collaborating with community partners to ensure every attendee experienced Tampa Bay's signature warmth, hospitality, and unforgettable charm.

The 2025 Smart Woman Summit brought together industry leaders in Tampa Bay to celebrate innovation and inspiration.



Introduced in 2025, the Treasured Savings promotion helped secure large events at Tampa Convention Center, ensuring continued, future success.

**10 Definite Events from 2026 - 2038**  
**39,306 room nights**  
**EI: \$33.4 million**

# PROVIDE LEADERSHIP & ADVOCACY ON TOURISM-DRIVEN GROWTH

As the voice of Tampa Bay's tourism industry, we champion growth, innovation, and collaboration at every level. We provide strong leadership and advocacy that drive tourism-fueled economic success for our community. Through strategic partnerships and a unified industry voice, we work to strengthen policies, elevate the visitor experience, and create meaningful opportunities for all who live, work, and explore here.



## CHAMPIONING TAMPA BAY TOURISM ▲

Thank you to our friend and fierce tourism advocate, U.S. Rep. Kathy Castor! Congratulations on being recognized as a U.S. Travel Association Congressional Travel Champion at Destination Capitol Hill 2025 and for your continued support of travel, tourism, and economic growth in Tampa Bay and beyond.



Visit Tampa Bay President & CEO Santiago C. Corrada with Florida State Senator Jay Collins, united in their commitment to advancing Florida's tourism and economic development.



Florida Congressman Gus Bilirakis and Visit Tampa Bay Chief Operating Officer JoLynn Lokey at Destination Capitol Hill, joining tourism leaders from across the nation to advocate for policies that strengthen travel and hospitality.



Visit Tampa Bay's Santiago C. Corrada and JoLynn Lokey joined Florida State Representative Susan Valdes and community partners at Hillsborough Day in Tallahassee, celebrating collaboration and Tampa Bay.



▶ Chief Marketing Officer Patrick Harrison highlights marketing and communications strategies during the Keys to Success meeting at J.C. Newman Cigar Co.



## PARTNER EDUCATION AND ENGAGEMENT ▶

Visit Tampa Bay's Partner Education and Engagement programs strengthen collaboration across the tourism community through workshops, networking events, and **Keys to Success** meetings. Programs like **Partnership Orientation**, **Partnership 201**, and **Business by the Bay**, where partners can showcase their businesses and host networking events, equip nearly 1,000 partners with the tools, insights, and connections needed to grow their businesses and enhance the visitor experience.



Director of Partnership & Community Engagement Maggie Webber speaking on partner benefits and recent updates.



A warm welcome from Visit Tampa Bay's Partnership Team.



Chief Sales Officer Adam DePiro connects with partners during Business by the Bay at the Tampa Bay History Center.

## PARTNERSHIP ORIENTATION & PARTNERSHIP 201

With nearly 1,000 partners, our educational sessions strengthen connections, share best practices, and maximize the value of partnership.



Visit Tampa Bay and hospitality partner giving back at Meacham Urban Farm, helping plant trees and take care of the grounds.



## INVESTING IN FUTURE HOSPITALITY LEADERS

Through partnerships with Hillsborough High School and USF's Muma College of Business, we continue to inspire and mentor the next generation of hospitality professionals.



UNIVERSITY of  
**SOUTH FLORIDA**

**Muma College of Business**

School of Hospitality and  
Tourism Management





## **BUILDING REGIONAL COLLABORATION**

The successful launch of the HSMIA Florida Gulf Coast Chapter was made possible through the generous support of its founding grant donors, led by Visit Tampa Bay. The group also includes Florida's Sports Coast, Visit Sarasota County, The Bradenton Area Convention and Visitors Bureau, and Visit St. Pete-Clearwater.



## **SHAPING TOMORROW TOGETHER**

Guests at the Visit Tampa Bay office taking part in the Hispanic Professional Women's Association Education & Workforce Panel - From Desks to Decisions: Shaping Tomorrow Together.

# ENERGIZE THE DESTINATION BRAND

Through consistent branding, collaboration, and creative storytelling, we strengthen Tampa Bay's identity and economic impact. By showcasing our region's authentic culture, we keep the destination vibrant, visible, and inspiring for travelers.



Celebrating culinary excellence: The Visit Tampa Bay team and Hillsborough County chefs at the MICHELIN Guide 2025 gathering.

## TAMPA BAY SHINES IN THE MICHELIN GUIDE 2025 ▲

In 2025, Tampa Bay once again earned national acclaim, with **five restaurants** retaining their MICHELIN Stars and **24 recognized** across Hillsborough County for their excellence, innovation, and authentic flavors. From fine dining to neighborhood gems, Tampa Bay's growing culinary scene continues to captivate food lovers from around the world.



Culinary artistry from Koya, proudly recognized with a MICHELIN Star.



[MakeItTampaBay.com](http://MakeItTampaBay.com)

## MARKETING PARTNERSHIPS THAT MATTER ▼

In partnership with the Tampa Bay Economic Development Council, we launched the new **Make It Tampa Bay website**, supported by Visit Tampa Bay's talent-attraction campaign that drives traffic and highlights the balance of living, working, and playing in our community—once you go, you'll know. The **Treasure Collection** continues to spotlight downtown and historic Ybor City hotels, inspiring leisure visitors and incentivizing meetings in Tampa Bay.



# CELEBRATING TRAVEL AND TOURISM

More than **500 partners** joined our **“Go for Gold”** awards luncheon where we celebrate the tourism and hospitality industry, community volunteer events, and the **Tee Off Fore Tourism** golf tournament benefiting local scholarships.



2025 Hospitality Hero Award Recipients

## TALK UP TAMPA BAY ▼

Talk Up Tampa Bay Award recipients were recognized for their critical contributions in securing impactful events that generated significant economic impact for the region.

- Yolanda Amos, Gamma Phi Delta Sorority, Inc.
- Jacques Hakim, President, Federal Bureau of Investigation National Citizens’ Academy Alumni Association
- Honorable Councilman Luis Viera, Tampa City Council
- Will Suarez, Theta Chi Fraternity, Inc., Ambassador



Srinivas Guthikonda and Prasanth Pinnamneni, North America Telugu Society



Visit Tampa Bay Team volunteering to support hospitality scholarships at the Tee Off Fore Tourism golf tournament.

## UNLOCKING TAMPA BAY PODCAST ▼

*Unlocking Tampa Bay* shares the stories, people, and experiences that make our destination shine. Through engaging content and authentic storytelling, it continues to inspire travelers to discover the culture, creativity, and energy that define Tampa Bay.



Hosts Bryan Burns and Molly Barbieri of *Unlocking Tampa Bay*.

## TURNING MEETINGS INTO MEANING

Our Meeting the Moment program recognizes organizations that integrate sustainability and community engagement into their events. Since November 2024, **32 groups** have delivered **millions in economic value** and **lasting local impact**.

- ◀ Visit Tampa Bay’s Mary M. Gupta, CMP, and Olivia Belliveau present the inaugural “Meeting the Moment” recognition to APA Florida, honored for Sustainability Champion and Community Engagement Excellence achievements.

# MAXIMIZE MEASURABLE ROI

Data continues to guide Visit Tampa Bay's strategy, powering smarter decisions and stronger results. By leveraging advanced analytics and industry insights, we turn information into innovation, ensuring every initiative drives measurable impact and lasting value for our partners, our community, and the destination.

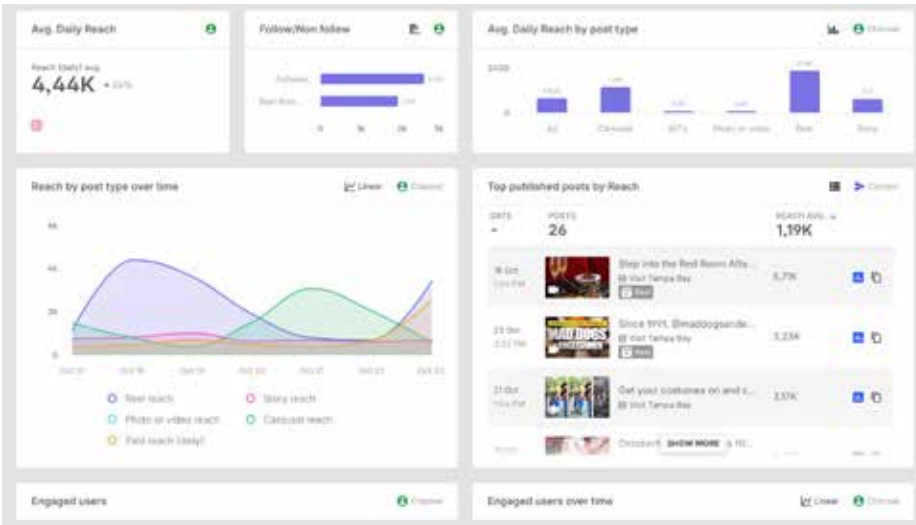


## VISITOR INTELLIGENCE

Zartico provides insights into visitor behavior, comparing ad-exposed travelers with non-exposed audiences to refine strategy and optimize campaigns.

# RESEARCH PARTNERS

Visit Tampa Bay's industry partnerships strengthen our commitment to data-driven excellence. Through trusted collaborations and cutting-edge insights, we translate research into action—informing strategy, inspiring innovation, and keeping Tampa Bay at the forefront of destination marketing.



## BRANDWATCH

This social listening platform tracks sentiment, trends, and brand perception across millions of online sources to measure awareness and engagement.



## KEY DATA

Real-time lodging analytics reveal occupancy, rates, and booking trends across hotels and vacation rentals to inform future planning.

# EXPLORE DEVELOPMENT PROSPECTS

Visit Tampa Bay collaborates with county, city and state leaders to guide responsible destination growth and elevate the visitor experience. Through strategic planning, infrastructure support, and partnership with public and private stakeholders, we work to ensure tourism development enhances quality of life for residents while creating new opportunities for visitors to explore, connect, and invest in our community. Together, we're shaping a sustainable future that keeps Tampa Bay vibrant, welcoming, and ready for what's next.



## BUILDING A BETTER FUTURE

In partnership with Hunden Strategic Partners, we're leading a comprehensive destination feasibility for placemaking to identify opportunities for long-term growth and investment.

**hunden**  
**partners**



Championing accessible experiences for all visitors throughout Hillsborough County.

## ◀ ADVANCING ACCESSIBILITY

As a **Wheel the World Certified destination**, we remain committed to inclusive travel and mobility initiatives that enhance access across Hillsborough County.



President & CEO, Santiago C. Corrada, emphasizing Visit Tampa Bay's role in shaping the region's future through collaboration and strategic leadership.

## ▶ UNITED FOR IMPACT

Serving on external industry boards ensures Tampa Bay remains connected, competitive, and positioned for sustainable long-term success.



## EXPANDING GLOBAL ACCESS

Working with Tampa International Airport and Visit St. Pete/Clearwater, we strengthened air service with **three new international routes** and **79 domestic nonstop destinations**. Port Tampa Bay continues to expand with new vessels and cruise lines, including **Regent Seven Seas, Oceania Cruises, Norwegian Cruise Line Holdings,** and **Margaritaville at Sea's Islander** homeporting in Tampa.



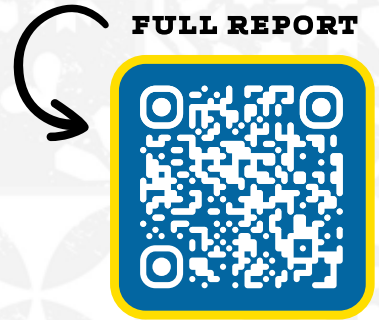
Sharing what makes Tampa Bay amazing as new international routes and cruises open doors to global travelers.

# THE IMPACT OF TOURISM TO HILLSBOROUGH COUNTY

The travel and tourism sector is a vital pillar of Hillsborough County's economy. Visitors generate substantial economic benefits for households, businesses, and government services, acting as a key driver of the County's continued growth. In 2024, visitor-supported business sales—including indirect and induced impacts—totaled \$9.4 billion.

## TOTAL ECONOMIC IMPACT

In 2024, tourism in Hillsborough County generated **\$6.0 billion in visitor spending**, resulting in a total economic impact of \$9.4 billion and supporting **over 61,000 jobs**. This tourism activity produced nearly **\$1.5 billion in government revenue**.



### 28.2 MILLION

Total Visitors to Hillsborough County



### 16.7M

Day Visitors



### 11.5M

Overnight Visitors



### 61,326

Total Jobs Generated



### \$683M

State and Local Revenue Generated

# \$9.4 BILLION

## TOTAL ECONOMIC IMPACT



### \$1.7B

#### FOOD & BEVERAGE

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



### \$1.4B

#### LODGING

Hotels, motels, private home rentals



### \$1.3B

#### RECREATION

Theaters, amusement parks, entertainment venues, other rec



### \$1B

#### TRANSPORTATION

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



### \$631M

#### RETAIL

Souvenirs, general merchandise, malls, shopping centers



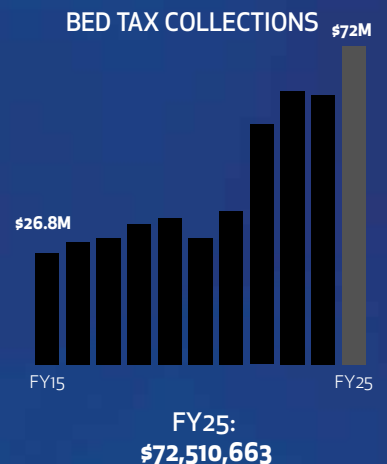
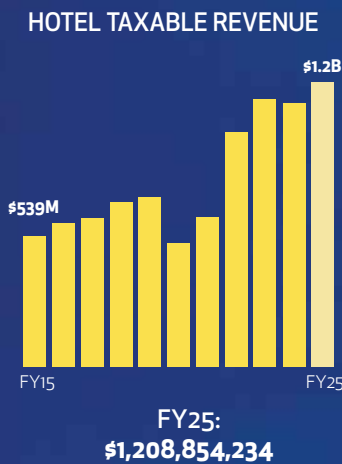
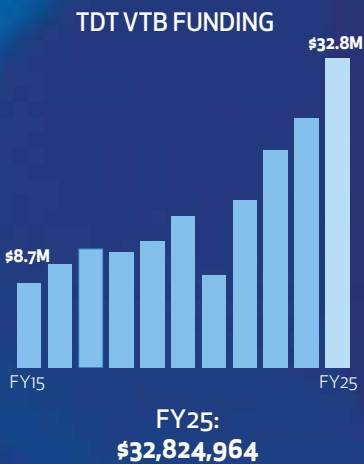
### \$3.4B

#### INDIRECT & INDUCED

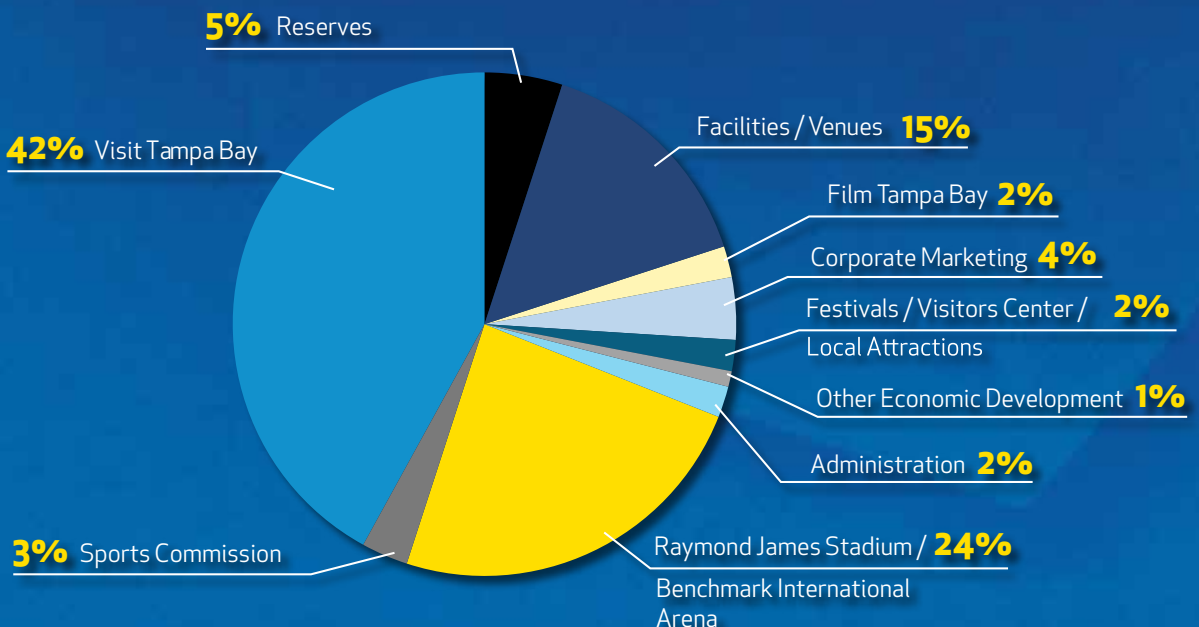
Business services, education, health care, etc.

# 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 marketing, advertising and promotions programs. Additional activities include marketing and incentivizing Florida's only Tourism Marketing District (Downtown Tampa and Historic Ybor City Marketing District); 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 Bay Trade and Protocol. As a member-based organization, we are also financially funded by nearly 1,000 enthusiastic partners.



## TOURIST DEVELOPMENT TAX



# FY26 BOARD OFFICERS



**Pam Barber**  
Chair  
MOR



**Peter Wright**  
Chair-Elect  
Hotel Alba



**Greg Holland**  
Secretary / Treasurer  
Straz Center for the  
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Hilton Tampa Downtown /  
Embassy Suites Tampa-  
Downtown Convention Center

### **Raul Alfonso**

Port Tampa Bay

### **John Bennett**

City of Tampa

### **Jessica Cain**

Grand Hyatt Tampa Bay

### **Joe Collier**

Mainsail Lodging & Development

### **Joseph Couceiro**

ZooTampa at Lowry Park

### **Andrea Gonzmart Williams**

1905 Family Of Restaurants

### **Steve Griggs**

Tampa Bay Lightning

### **Greg Horwedel**

Hillsborough County

### **Thomas Huggins III**

Ariel Business Group

### **Chad Lobner**

Embassy Suites by Hilton Tampa Brandon

### **Laura Maldonado**

Hotel Haya

### **Jill Manthey**

Manthey Hospitality

### **Ron McAnough**

JW Marriott Tampa Water Street / Tampa  
Marriott Water Street

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JW Marriott Tampa Water Street /  
Tampa Marriott Water Street

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### **Jeff Antonaccio**

Shaner Hotels

### **Paul Ayres**

USF Health Center for Advanced  
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### **Tee Ann Bailey**

Casa Ybor

### **Lee Bell**

Ybor City Chamber of Commerce

### **Stephen Brocato**

Florida Blue

### **Brian Butler**

Vistra Communications

### **Jennifer Castro, CFCA**

Chief Deputy Tax Collector  
Hillsborough County

### **Bob Clark**

Tampa Steel Erecting Co.

### **Abbey Dohring Ahern**

Dohring Ahern

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### **Nathan A. Kilton**

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Tampa Airport Westshore

### **Aaron LeSage**

Three Oaks Hospitality

### **Greg Lovelace**

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### **Troy Manthey**

Manthey Hospitality

### **Michael Maurino**

Westshore Alliance

### **Scott McClinton**

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### **Chris Minner**

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### **Sarah Nemes**

United Parks & Resorts



**Evette Torres**

*Immediate Past Chair*  
Schulte Hospitality  
Group



**Santiago C. Corrada**

*President & CEO*  
Visit Tampa Bay

**Lesley "Les" Miller, Jr.**  
Shumaker Advisors

**Bob Morrison**  
Hillsborough County Hotel &  
Motel Association

**Nilesh Patel**  
GSNP Hotels

**Chris Plasencia**  
The Plasencia Group

**Bemetra Simmons**  
Tampa Bay Partnership

**Julio Soto**  
AAA The Auto Club Group

**Linda Olson**  
Tampa Bay Wave

**Aakash Patel**  
Elevate, Inc.

**Jason Perkins**  
Element & Aloft Tampa Midtown

**James Ransom**  
Tampa Organization of Black  
Affairs

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

**Craig Richard**  
Tampa Bay Economic  
Development Council

**Bob Rohrlack**  
Tampa Bay Chamber of  
Commerce

**Tony Rokita**  
The Florida Aquarium & Mayor's  
Hispanic Advisory Council

**Scott Rose**  
ZooTampa at Lowry Park

**Andy Ross**  
Mayor of Temple Terrace

**Shawn Routten**  
Epicurean Hotel

**Joe Ruiz**  
Hilton Tampa Airport Westshore

**Deven Spaulding**  
Residence Inn Tampa at USF /  
Medical Center

**Andrew Spicknall**  
Le Méridien

**Paul Thomasson**  
Extravaganza! Productions, Inc.

**Roberto Torres**  
Blind Tiger Coffee Roasters

**Bob Warchola**  
Shumaker

**Jeff Weckback**  
Pepin Distributing Company

**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 McAnaug**
- 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**
- 2024-25 **Evette Torres**

*\*deceased*

*Names in yellow indicate  
new members to the board*

# THANK YOU!

Thank you for unlocking opportunity with us.

Your dedication, passion, and collaboration continue to drive the momentum that makes our destination shine. Each connection you build, each experience you create, and each story you help share opens new doors of opportunity for our community, our partners, and our visitors from around the world.

Your commitment not only elevates Tampa Bay's reputation as a premier destination but also enriches the lives of those who live, work, and explore here. Together, we are transforming opportunity into impact—strengthening our industry and inspiring the world to love Tampa Bay.

With gratitude,  
*The Visit Tampa Bay Team*





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