



JOIN OUR KREWE – **TREASURE AWAITS!**

Visit Tampa Bay is the official destination marketing organization for Hillsborough County, representing **more than 1,000 businesses** that work together to grow visitation, strengthen the local economy, and showcase everything Tampa Bay has to offer.

Our mission creates vibrant economic growth by selling Tampa Bay to the world as a premier destination for meetings, conventions, sporting events, leisure travel and more. Together, we will teach the world to love Tampa Bay and enrich our community's quality of life. As a private, not-for-profit corporation certified by Destination International's Destination Marketing Accreditation Program (DMAP), we advance a unique experience we call the Tampa Bay Effect. Together, we can reach new audiences and elevate your businesses and our home.

TOURISM WINS FOR TAMPA BAY

The travel and tourism sector is a vital component of Hillsborough County's economy. The **28 million visitors** to Hillsborough County annually provide substantial economic benefits to households, businesses, and the government, serving as a crucial driver of the County's future.



\$6.0B

Direct Visitor Spending



61,667

Total Jobs Generated



\$691M

State and Local
Tax Revenue Generated



\$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, etc.



\$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.

PARTNER BENEFITS

Just like our vibrant city, we offer a variety of unique partnership opportunities. By tailoring our approach to fit each partner's specific needs, we ensure that every collaboration is rewarding and impactful.

WEBSITE & VISITOR EXPERIENCE

- Detailed business listing on VisitTampaBay.com
- Threshold360 interactive virtual walkthrough of your business location to help tell your story and deeply engage viewers while bringing your location to life
- Inclusion in the Unlock Tampa Bay Deals Guide
- Partner discount on all merchandise in the Unlock Tampa Bay Visitors Center

CONVENTION SALES & SERVICES

- Ability to receive convention and meeting leads, requests for proposals (RFPs), and partner referrals
- Access to Visit Tampa Bay Convention Calendar and other data and market intelligence
- Visit Tampa Bay representation at more than 60 industry events annually
- Guest Experience Training (GET) session for front line employees that encompasses an in-depth review of the destination and customer service basics



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NETWORKING & LOCAL BUSINESS DEVELOPMENT OPPORTUNITIES

- Invitations to Visit Tampa Bay networking & educational events for B2B opportunities
- Opportunity to promote your business services with Activations at the Unlock Tampa Bay Visitors Center
- Other event vendor and host opportunities

GLOBAL LEISURE SALES

- Ability to receive partner referrals
- Opportunity to join Global Leisure Sales team at domestic trade shows and consumer-facing events to receive additional exposure
- Showcase your business with complimentary webinar opportunities for key domestic and international markets
- Opportunity to participate in Visit Tampa Bay's Global Leisure Sales familiarization tours (FAMS)

DESTINATION MARKETING & PUBLIC RELATIONS

- Preferred advertising rates for Partners in our Destination Guide and on VisitTampaBay.com
- Partner with Visit Tampa Bay on multi-million-dollar consumer out-of-area marketing advertising campaigns
- Opportunity to participate in Visit Tampa Bay's media familiarization tours (FAMS)
- Share information and story ideas with Visit Tampa Bay's public relations team for potential inclusion in articles, publications, press materials, blogs and stories
- Selected opportunities to promote your company's unique offerings through Visit Tampa Bay's social media outlets
- Additional content photoshoot for your business
- Access Visit Tampa Bay's image library and other PR guidance
- Receive e-newsletter communications