

UNLOCK THE KEYS TO VISIT TAMPA BAY



WHO IS VISIT TAMPA BAY?

Visit Tampa Bay is a not-for-profit 501 C (6) partner-based destination marketing organization that is responsible for promoting its community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, Visit Tampa Bay strengthens its economic position and provides opportunity for its community.

Certified by Destinations International's Destination Marketing Accreditation Program (DMAP) and together with its 750+ partners, Visit Tampa Bay represents a powerful forward-thinking, collaborative association: exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential.

OUR MISSION

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

VISION

To inspire the world to love Tampa Bay.

STRATEGIC GOALS

GOAL 1

Increase current revenue and activate additional funding streams

GOAL 2

Optimize all sales and marketing initiatives

GOAL 3

Lead, advocate, and educate on tourism economic development

GOAL 4

Activate the brand for the destination

GOAL 5

Generate and optimize measured ROI

GOAL 6

Explore destination development opportunities

SOCIAL MEDIA HANDLES

LEISURE

     @VisitTampaBay

MEETINGS

 @VisitTampaBayMeetings  @TampaMeetings

CEO

 @SantiagoCorrada



LEISURE DESCRIPTIONS

25 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Discover sun, fun, and culture in Florida's most diverse travel destination. Treasure awaits.

50 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Discover blue skies and sunshine, a sparkling waterfront, world-class chefs, family fun, and a century of Cuban culture – all in Florida's most diverse travel destination. In Tampa Bay, our hospitality is as warm as our weather. Treasure awaits.

100 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Bask in the warm sun, exciting fun, and rich culture that make Tampa Bay Florida's most diverse vacation destination. Experience everything from heart-pumping thrills to waterfront sunsets. Savor local flavors from the country's most creative chefs. Stroll the Tampa Riverwalk, which links restaurants, parks and cultural centers like gems on a string. Step into the past in Ybor City, where Cuban artisans hand-roll cigars as they have since 1885. Revel in the spirit of Gasparilla, Tampa Bay's annual pirate-themed party and all the festivals that follow. Treasure awaits.

BOILERPLATE

ABOUT VISIT TAMPA BAY

The heart of Florida's West Coast beats in Tampa Bay. Visit Tampa Bay encourages adventurous travelers to unlock sun, fun, and culture in Florida's most diverse travel destination. As a not-for-profit corporation certified by Destinations International's Destination Marketing Accreditation Program (DMAP), we work with hundreds of partners to tell the world the story of Tampa Bay.

Treasure awaits.

ECONOMIC IMPACT THEMED

ABOUT VISIT TAMPA BAY

The heart of Florida's west coast beats in Tampa Bay. Visit Tampa Bay works closely with hundreds of industry partners across the region to drive nearly \$7 billion a year in economic development through tourism. More than 54,000 people in Hillsborough County support their families and secure their futures through tourism.

Treasure awaits.

MEETINGS DESCRIPTIONS

25 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Book your next meeting and bask in Florida's most diverse destination. Treasure awaits.

50 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Bask in the sun, fun, and culture that make Tampa Bay ideal for your meeting. Outside 600,000-square-foot waterfront Tampa Convention Center, the Tampa Riverwalk links hotels, restaurants, and cultural venues like gems on a string. Treasure awaits.

100 WORDS

Unlock Tampa Bay, the heart of Florida's Gulf Coast. Bask in the sun, fun, and culture that make Tampa Bay the ideal spot for your meeting. The nation's best airport is just minutes from downtown's 600,000-square-foot waterfront Tampa Convention Center. Beyond its doors, Tampa Riverwalk links high-end hotels, outdoor venues, and cultural centers like gems on a string. Our historic streetcar can whisk your attendees to a night of dining and dancing in Ybor City, where Cuban artisans hand-roll cigars as they have since 1885. Join the spirit of José Gaspar, Tampa Bay's patron pirate. Treasure awaits.