

**2022
2023**

V I S I O N S

VISIT

TAMPA BAY



WHO WE ARE

The heart of Florida's Gulf Coast beats in Tampa Bay. Visit Tampa Bay encourages adventure with a relaxing vibe to create travel experiences that are authentically Tampa Bay. 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.

Together with our partners, we represent all segments of the area's tourism industry which is responsible for over \$7.1 billion in annual economic impact to Hillsborough County. Treasure Awaits.

MISSION

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

DIVERSITY, EQUITY, & INCLUSION

Visit Tampa Bay and its affiliates foster transparent communications and intentional actions across all areas of the organization, which continue to advance and maintain diverse, equitable, and inclusive business practices.

A MESSAGE FROM THE

CEO

Where can you find active adventures, sky-high coasters, exotic wildlife and authentic culture and cuisine...and enjoy it all at a relaxing pace? Only in Tampa Bay. It's the perfect union of exhilaration and relaxation, creating something we like to call *The Tampa Bay Effect*.

As a premier destination leadership organization, Visit Tampa Bay spearheads economic development through the influence of Florida's leading industry – tourism and hospitality.

Dig into the details, and you'll quickly discover tourism brings millions of visitors to Tampa Bay and generates billions of dollars of economic impacts that is felt across our community. Tourism is often credited with supporting hotels, attractions, retail, and restaurants, but the halo-effect of the industry reaches far and wide impacting sectors like finance, insurance, and real estate.

Over the past year, Hillsborough County reported the highest Tourism Development Tax collection in its history. This record-breaking year is an accomplishment for the hospitality industry and validates the resources that Visit Tampa Bay has utilized for the economic growth of our community.

In fiscal year 2022, Tampa Bay and Hillsborough County welcomed major sporting events, citywide conventions,

and millions of leisure visitors, in fact over 24 million of them.

During Florida Huddle, the official travel trade show for Florida's tourism industry, we hosted hundreds of key hospitality leaders, tour operators and media into the region, many of them on their first visit to the United States in almost two years. In addition, our community welcomed industry leaders during Florida Society of Association Executives Annual Meeting and Maritz NEXT&.

Visit Tampa Bay grew its strategic partnerships this year by joining forces with American Society of Association Executives and their prestigious Strategic Alliance Partnership and with Maritz Global Events. With all the new product offerings and sustained growth, the timing couldn't be better for these partnerships. We are looking forward to further developing key connections between our team and industry leaders and collaborating for the benefit of all.

Following six years of successful marketing campaigns in domestic and international markets, Visit Tampa Bay launched a new campaign to raise awareness and conversions to all target audiences. The new brand platform called *The Tampa Bay Effect* describes how the Tampa Bay's brand personality combines both relaxation and adventure in equal parts, unlike any other Florida destination. Research proved that Tampa Bay now has the brand recognition to stand under its banner rather than leading with the "Florida" name. The fully integrated 12-month campaign launched in domestic drive markets this past summer, as well as trade shows, activations, and international markets, capturing *The Tampa Bay Effect* by calling visitors to *Relax Boldly, Delight Effortlessly, and Meet Confidently*.

The MICHELIN Guide to Florida launched into Miami, Orlando, and Tampa. We have been raising the bar with our amazing culinary scene and the fact that it came to MICHELIN's attention is rewarding. The team also debuted the Riverwalk Attraction Pass, a new program connecting the gems of the Tampa Riverwalk in one ticket offering discounts to users and raising the profile of Tampa's downtown attractions.

Film Tampa Bay ended the year filming more than 300 projects in Hillsborough County. Tampa Bay continues to shine on-screen through perennial favorites *Secrets of the Zoo*, *90 Day Fiancé*, *Welcome to Plathville*, and *100 Day Dream Home* to name just a few of the series currently shooting. When it comes to marketing to filmmakers, no one does it better in the state of Florida. Not only has Film Tampa Bay exceeded every film commission in the state across all social media platforms, but they are also now competing with the likes of major production hubs such as Atlanta, Savannah, New Orleans, and Austin.

And finally, VISIT FLORIDA, Visit Tampa Bay, and the Film Commission brought to life *Meet My Abuela*, a first-of-its-kind unscripted series intended to entertain and market a premier tourism destination. Congratulations, Film Tampa Bay!

Tampa Bay's future is as bright as its sun-kissed skies and friendly faces. Direct flights (domestic and international) to Tampa International Airport are now available to more countries and cities than ever before. Port Tampa Bay is cruising and bringing travelers back to our destination.



With new ongoing developments at Water Street, Midtown, Downtown, Tampa Heights, Ybor City and throughout Hillsborough County, exciting new rides and attractions, enhancements at the Tampa Convention Center and new meeting space options opening, Tampa Bay has a growing reputation as a premier travel destination and our team has a growing reputation in our industry. As we mark yet another amazing year of Tampa Bay tourism, let's keep our vision on the future.

Santiago C. Corrada
President & CEO, Visit Tampa Bay

STRATEGIC GOALS

Visit Tampa Bay's strategic goals provide the framework for everything we do. They offer us a clear sense of where we want to go and what resources we need to achieve them.

Please enjoy this photographic journey through 2022 as we showcase how the Visit Tampa Bay team accomplished our six strategic goals. Treasure awaits.





1. Increase Current Revenue and Activate Additional Streams
2. Optimize All Sales and Marketing Initiatives
3. Lead, Advocate and Educate on Tourism Economic Development
4. Activate the Brand for our Destination
5. Generate and Optimize Measured Return on Investment
6. Explore Destination Development Opportunities

GOAL 1

INCREASE CURRENT REVENUE & ACTIVATE ADDITIONAL FUNDING STREAMS



Our icon shines as a bright beacon for the Unlock Tampa Bay Visitors Center located in the heart of downtown Tampa.



The first Tampa Riverwalk Attraction Pass, combining eight downtown attractions in one ticket.



Thunderbug and cheerleaders at a Visitors Center activation.



Visit Tampa Bay co-op programs.

GOAL 2

OPTIMIZE ALL SALES AND MARKETING INITIATIVES



Carvertise campaign in Atlanta.

VisitTampaBay.com



First Destination Leadership Organization to produce a LGBTQ+ Destination Guide, now in its second edition.



Visit Tampa Bay team at the CONNECT Marketplace tradeshow.



Celebrating Disability Pride Month with a FAM at JC Newman Cigar Factory.



Strategic partner, Maritz, and Visit Tampa Bay team tour Raymond James Stadium.

Visit Tampa Bay expanded its Travel Agent Academy with additional languages.

GOAL 3

LEAD, ADVOCATE, AND EDUCATE ON TOURISM DEVELOPMENT



FROM LEFT TO RIGHT: Santiago C. Corrada, Mayor Jane Castor, and Anthony and Jennifer George from the Caribbean Carnival press conference hosted at the Unlock Tampa Bay Visitors Center.

TAMPA



Flamenco dancers help celebrate the hospitality industry at our annual National Tourism Luncheon.



VP of Convention Sales, Adam DePiro, presenting at Visit Tampa Bay's Keys to Success.



CMO, Patrick Harrison, presenting at ESTO on the importance of tourism.



The team advocating tourism in DC with US Travel - Destination Capitol Hill.



Working with the Tampa Bay Economic Development Council, Make It Tampa Bay is designed to support business and talent relocation leveraging the already established Visit Tampa Bay brand.

GOAL 4

ACTIVATE THE BRAND FOR OUR DESTINATION



Amanda Steijlen, one of Visit Tampa Bay's Accessibility Ambassadors



Santiago C. Corrada keeping Visit Tampa Bay top of mind with local media.



Luis Gonzalez from JC Newman Cigar Factory giving cigar rolling lessons and educating on the history of Cuban culture in Tampa Bay.



Custom branded Visit Tampa Bay sneakers.



Annual Gasparilla sponsorship showcasing all the treasures of Tampa Bay.



Thomas Harper with Visit Tampa Bay helping with wayfinding.



Visit Tampa Bay team and partners aboard pirate ship float during the Tampa Pride Parade in Ybor City, the first pride parade of the year in the US.

GOAL 5

GENERATE AND OPTIMIZE MEASURED ROI



Zartico Dashboard featuring Destination KPIs, Top Origin Markets and Points of Interest, STR Demand by Month and more.

RESEARCH PARTNERS



Dynamic visualizations highlight visitor movement at events.



GOAL 6

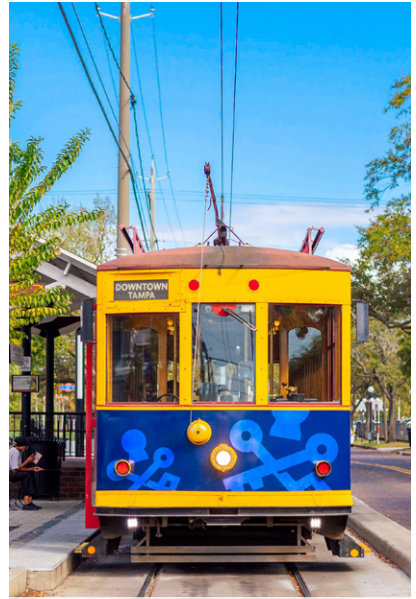
EXPLORE DESTINATION DEVELOPMENT OPPORTUNITIES



MICHELIN Guide announced its first-ever selection in Florida to include Tampa, Orlando and Miami. Pictured above, Chef and owner of Ichicoro Ramen, Noel Cruz, recipient of a Bib Gormand.



In partnership with VISIT FLORIDA, Visit Tampa Bay, and Film Tampa Bay, meet the real life Abuelas of Tampa Bay in a pioneering new streaming series, *Meet My Abuela*.



Remain instrumental in conversations regarding infrastructure and transportation.



Continue our partnership with the Tampa Convention Center exploring opportunities to strengthen Tampa Bay as a meetings destination.



The Bay Crafted Pass encourages visitors to experience our wide ranging craft beer and hand-crafted cocktail scene.

BY THE NUMBERS

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 more than \$7 billion a year in economic development through tourism. More than 51,000 people in Hillsborough County support their families and secure their futures through tourism. Treasure awaits.

\$7.1 BILLION

total economic impact on the regional economy



\$1.3B FOOD & BEVERAGE

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



\$928M RECREATION

Theaters, amusement parks, entertainment venues, other rec



\$885M LODGING

Hotels, motels, private home rentals



\$793M TRANSPORTATION

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



\$555M RETAIL

Souvenirs, general merchandise, malls, shopping centers

DIRECT VISITOR SPENDING IMPACT

Visitors contributed a direct impact of **\$4.5 billion in 2021**, which included spending by international visitors, and domestic day and overnight visitors. This direct impact of \$4.5 billion generated **\$1.2 billion in indirect impacts** and another **\$1.5 billion in induced impacts**, resulting in a total economic impact of **\$7.1 billion to Hillsborough County**.

TOTAL VISITORS

Hillsborough County welcomed 24.6 million visitors in 2021, including 14.7 million daytime visitors and 9.9 million overnight visitors.



14.7M

Daytime Visitors



9.9M

Overnight Visitors



24.6M

Total Visitors

IN CONTEXT

ECONOMIC IMPACT

Visitors contributed a direct impact of \$4.5 billion in 2021, which included spending by international visitors, and domestic day and overnight visitors. This direct impact of \$4.5 billion generated \$1.2 billion in indirect impacts and another \$1.5 billion in induced impacts, resulting in a total economic impact of \$7.1 billion on the regional economy.



\$4.5B VISITOR SPENDING

The \$4.5 billion in visitor spending means that over \$12 million was spent EVERY DAY by visitors in Hillsborough County.



\$2.5B LABOR INCOME

The \$2.5 billion in the total income generated by tourism is the equivalent of \$4,700 for every household in Hillsborough County.



51,610 JOBS

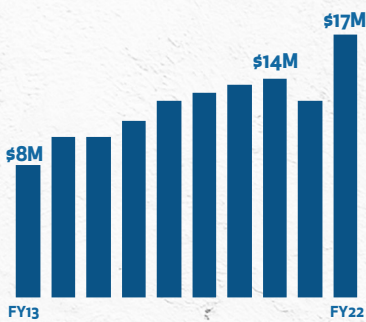
The number of jobs sustained by tourism (51,610) supports 7% of all jobs in Hillsborough County.



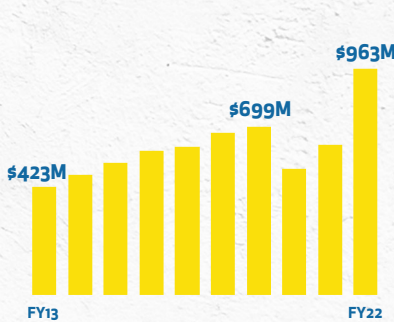
\$426M STATE & LOCAL TAXES

Each household in Hillsborough County would need to be taxed an additional \$790 to replace the visitor taxes received by the state and local governments in 2021.

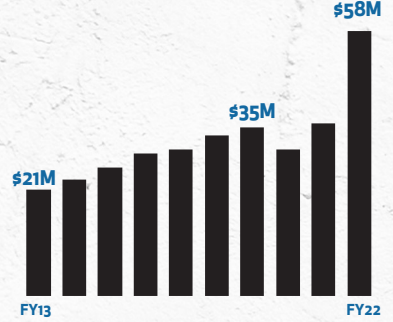
HILLSBOROUGH COUNTY NUMBERS



TDT VTB FUNDING



HOTEL TAXABLE REVENUE



BED TAX COLLECTIONS

METHODOLOGY

Our analysis of the Hillsborough County visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the regional economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

Sources: Hillsborough County Government; Longwoods International; Oxford Economics; STR, Inc.; Tourism Economics

FROM EVERYONE AT VISIT TAMPA BAY,

THANK YOU

Thank you to all who have helped us inspire the world to love Tampa Bay. It is your dedication to our premier destination that contributed to our record-breaking year. Tourism champions like you create a positive experience for all who discover what awaits in Tampa Bay.



VISIT



TAMPA BAY

TREASURE AWAITS

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