



2022

AND BEYOND



VISIT

TAMPA BAY

TREASURE AWAITS

WHO WE ARE

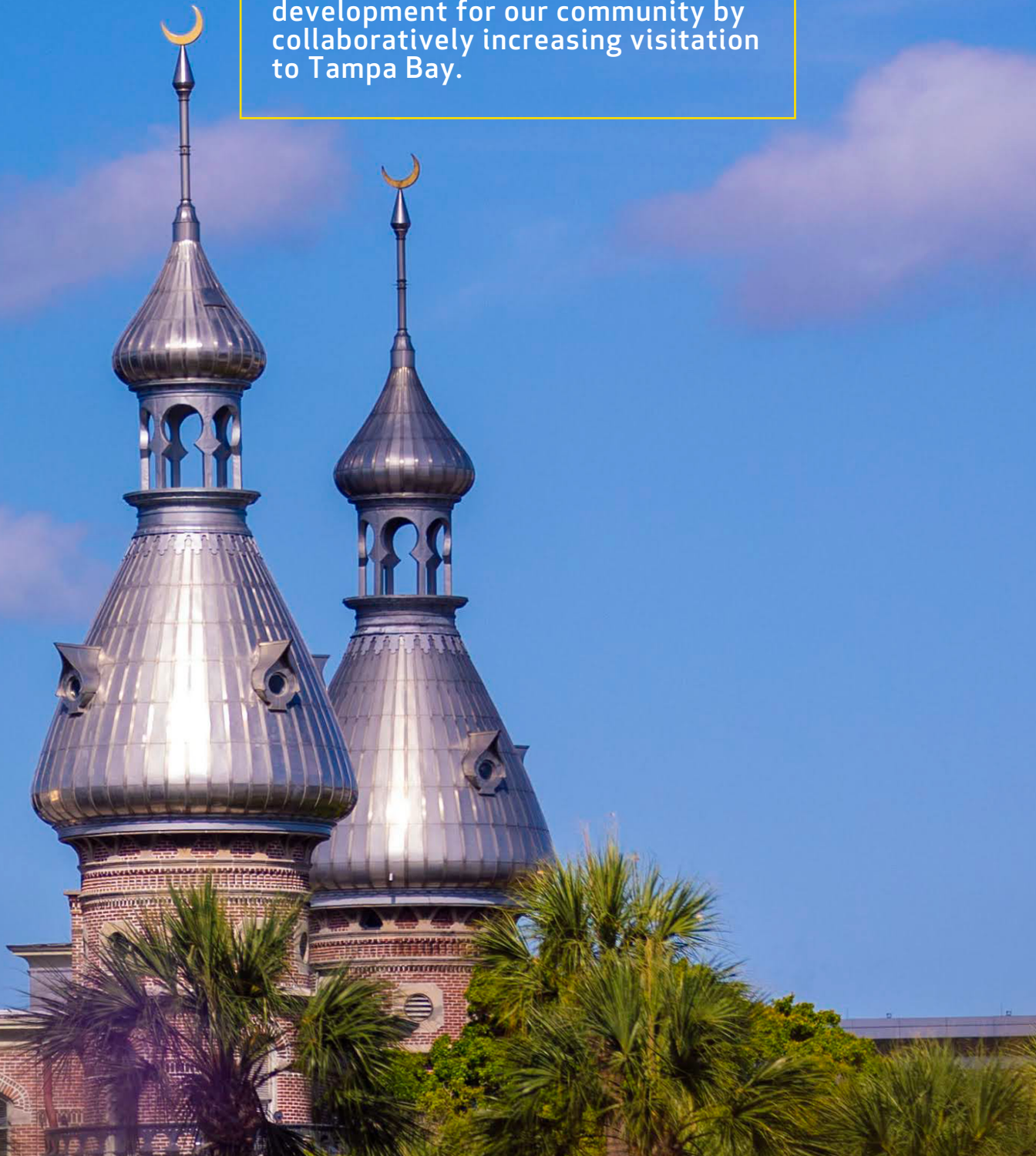
Visit Tampa Bay is a not-for-profit 501 C (6) partner-based destination marketing organization that is responsible for promoting its community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, Visit Tampa Bay strengthens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



MISSION

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



A MESSAGE FROM THE PRESIDENT & CEO

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 Hillsborough County's destination marketing organization, Visit Tampa Bay leads local economic development through the influence of Florida's leading industry.

Bringing millions of visitors to Tampa Bay creates economic impacts that are felt in every corner of our community. Tourism is often credited with supporting hotels, attractions, retail, and restaurants, but spending flows much further. Annually, visitors pump billions into Hillsborough County's financial bottom line, creating downstream effects and impacting sectors like finance, insurance, and real estate.

Over the past year, our community, industry, and bold ambition to get back to new levels of success became our mantra. Our team relentlessly put Tampa Bay at the forefront for tourism as we pushed to become the best forward-thinking, collaborative association that exchanged bold ideas, connected innovative people, and elevated tourism to its highest potential.

Tampa Bay and Hillsborough County welcomed major sporting events, thousands of leisure visitors and the return of citywide conventions, including several that reignited the meetings industry. We hosted leaders from across the nation during U.S. Travel's Spring Board Meeting and Destinations

International's CEO Summit. We also partnered with Port Tampa Bay to open its wharf for the first time in 20 years for our kick-off reception at Connect Marketplace, showcasing the Tampa Riverwalk and downtown's impressive footprint to more than 1,500 planners representing over 20,000 meetings.





Utilizing extensive research and cutting-edge tracking, our marketing team launched its biggest-ever, multi-layered 12-month campaigns in our top feeder markets; Atlanta, Boston, Chicago, Dallas, Fort Myers, Philadelphia, New York City, Orlando, Washington, D.C., and Miami, which ran in Spanish. The team also debuted new product offerings including a new mobile beer passport program, Bay Crafted Pass, that incentivizes beer and cocktail-lovers while generating economic impact for local breweries and distilleries. We also launched a brand-new interactive map featuring custom stylized 3D models which allows visitors to navigate through nearly 1,700 buildings, landmarks, and the most popular sites in downtown Tampa.

To align with our core mission - to inspire all travelers to love Tampa Bay - the team was excited to launch new marketing materials, including new video assets welcoming Florida's Most accessible destination to travelers with disabilities. Following several years of marketing to a diverse portfolio of audiences, including multicultural and LGBTQ+ travelers, Visit Tampa Bay added accessibility into its marketing mix with a new ambassador, advertising, web content and travel agent training module.

Film Tampa Bay experienced a record-breaking year with over 500 projects filmed in Hillsborough County, beating the previous best year by 200 productions. Tampa Bay is now home to two new series, Netflix's "Buying the Bay," and Amazon Prime's "Tampa Bae's,"

both will be premiering later this year, and Secrets of the Zoo: Tampa continues to be a breakout success on Disney+ and Nat Geo Wild. Season 3 will be premiering early winter, and talks are underway to bring them back for season 4. Congratulations, Film Tampa Bay!

Tampa Bay's future is as bright as its sun-kissed skies and friendly faces. Direct flights to Tampa International Airport are now available to more cities than ever before, and with borders reopening our international flights are once more taking to the skies. Port Tampa Bay has also reopened to the cruise industry and those ships are once again bringing travelers back to the destination.

New hotels on Water Street, Midtown, Downtown, Ybor City and throughout Hillsborough County, exciting new rides and attractions, the largest renovation project in the Tampa Convention Center's history and the opening of new meeting space options, will poise the Tampa Bay team to keep the momentum going as Florida's number 1 destination. Treasure awaits.

A stylized blue ink signature of Santiago C. Corrada.

Santiago C. Corrada

President & CEO, Visit Tampa Bay

A LOOK BACK

Over the past year, Visit Tampa Bay has seen impressive growth across the board in memory-making experiences, from attractions to restaurants and new hotels. We generated yet another record amount of Bed Tax Collections -- \$36.9 million, beating 2019's record by over four percent.

The impressive 2021 visitation numbers are a direct result of our industry and community stakeholders working together to bring our county tremendous economic impact.

Tampa Bay Hoists Three Championships



"Florida's Most" Becomes Biggest Campaign Ever



Meetings Return to Tampa Convention Center and Hotels



New Development and Venues Added to Portfolio



Diversity & Inclusion, and Accessibility Events Showcase Tampa Bay Offerings



Major Travel Industry Shows Brought to Tampa Bay



ON THE HORIZON

Even more amazing experiences are on the horizon in 2022 as an array of new developments are adding to the community's growing trove of unique offerings, major new attractions, and ground-breaking culinary opportunities.

To kick off the new year, we're excited to host Florida Huddle in January where Tampa Bay will showcase all it has to offer to international and domestic tour operators, wholesalers, and media. As we mark yet another amazing year of Tampa Bay tourism, let's keep our eyes on the future.



***Exploring the
Riverwalk Pass***



***New Adrenaline
Pumpers***



International Visitors Return



***Arts Around
Tampa Bay***



All Are Welcome

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Joe Collier

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Mainsail Lodging & Development



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President & CEO

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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

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1996-97 Bob Sharp

1997-98 Paul Catoe

1998-99 Rene Bardel

1999-00 Herb Gold

2000-01 Lou Plasencia

2001-02 Linda Westgate

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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

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2011-12 Ron Ciganek

2012-13 Jim Dean

2013-14 Pam Avery

2014-15 Ken Anthony

2015-16 Ed Fandel

2016-17 Ron McAnagh

2017-18 Bruce Narzissenfeld

2018-19 Jeff Antonaccio

2019-20 Troy Manthey

2020-21 Joe Collier

* deceased

Names in blue indicates new members to the board



Tampa Convention Center



LOOKING AHEAD **STRATEGIC GOALS**

#1

**Increase Current Revenue and
Activate Additional Funding 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 ROI**

#6

**Explore Destination
Development Opportunities**



201 North Franklin Street, Suite 2900,
Tampa, FL 33602
(800) 44-Tampa
Info@VisitTampaBay.com
VisitTampaBay.com