

VISIT TAMPA BAY

# 2020 & BEYOND

[VisitTampaBay.com](https://www.VisitTampaBay.com)



VISIT

TAMPA BAY

TREASURE AWAITS







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## MESSAGE FROM THE PRESIDENT & CEO

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

As a member-based destination organization, Visit Tampa Bay is responsible for promoting our community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, we strengthen the economic position and provide opportunity for people in their community.

Never has this been more true than now. As we look to the future, it is imperative that we all work together to represent a powerful forward-thinking, collaborative association: exchanging

bold ideas, connecting innovative people, and elevating tourism to its highest potential.

As many of you know, after the first five months of FY20 we were once again on course for a record-breaking year. In March, that changed. As our industry, Tampa Bay, and the entire world were devastated by COVID-19, Visit Tampa Bay resolved to lead our destination. The one thing that remained unchanged despite the pandemic was our responsibility to our partners, community, and visitors.





While the spring and summer numbers were substantially down compared to previous years and thousands of our industry colleagues were furloughed or laid off, including many of our team, Visit Tampa Bay worked behind the scenes with our hotels, attractions, tour operators, and meeting planners to maintain connections, find new ways to work together, and rebook business for future years.

When Peter Greenberg of CBS Travel wanted to start airing his radio show again, we were the first destination to be visited. When VISIT FLORIDA wanted to start bringing journalists back to Florida, we were the first to host them and we will continue to lead.

Our Convention Sales and Services teams are diligently working to fill both short-term and long-term opportunities, and continue successfully rebooking conventions with over 70% scheduled to return in a future year. The Leisure Sales team is aggressively targeting drive markets as well as traditional domestic markets in both virtual and in-person settings.

From a marketing perspective, we are seen across the state as an innovator. We are leading our competitive set from our new *On The Horizon* video series to an extensive lower-funnel *Florida's Most* advertising campaign to focus on safe, outdoor travel that has seen an immediate response from drive and traditional markets.

We will continue to work with the Tampa Bay Economic Development Council through our joint *Make It Tampa Bay* campaign to turn visitors into investors. With the Tampa Bay Sports Commission, we will host multiple events including Super Bowl LV. And with Film Tampa Bay, we will put the destination's talented people and amazing places in the spotlight yet again.

From a personal perspective, in this time of social injustice when many other groups are now beginning to establish diversity committees, I am proud that once again we were ahead of the curve. Our longstanding Multicultural Committee has helped mold our efforts and has been instrumental in bringing dozens of large groups to the county, including the United Bikerz Jamboree which brought in \$1.8 million in economic impact during summer 2020. Beyond the financial figures, Visit Tampa Bay has an unwavering commitment to its multicultural communities, so when they call on us to support a ride for justice or to promote their minority-owned small businesses, we will continue to stand alongside them.

With new hotels on Water Street, Midtown, Downtown, Ybor City, and throughout Hillsborough County, new exciting 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. We look to the future knowing that our resilient industry will be at the forefront of our county's recovery. The future is bright.



**Santiago C. Corrada**  
President & CEO

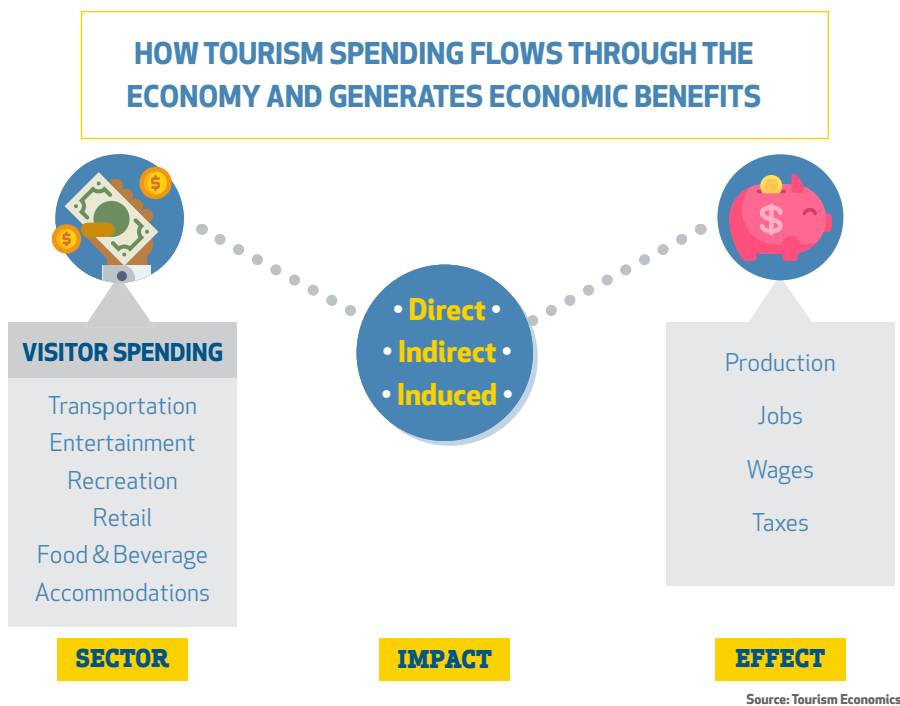


# ECONOMIC IMPACT OF TOURISM

Working with our industry members, Visit Tampa Bay’s efforts historically produce an impressive return on investment averaging over \$86 in public revenue for every dollar spent. Along with tens of thousands of jobs, that money supports roads, schools, parks and more – ultimately strengthening our community’s foundation.

The analysis of tourism’s impact on Hillsborough County starts with actual spending by tourists, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Hillsborough County, we input tourism spending into a model called IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.



Underlining the importance of the hospitality industry in the recovery of the local economy, visitors pumped \$6.9 billion into Hillsborough County’s financial bottom line in 2019, a 67% increase in the last decade, including nearly \$1 billion in federal, state, and local taxes alone. While 40% of visitors are overnight stays, they represent 74% of all spending at more than \$3.2 billion in 2019.

Across the board, Hillsborough County saw an increase in visitor spending, hotel occupancy, revenue, employment, and overall visitation, which reached an all-time high with more than 24.5 million visitors last year.



Before the pandemic's relentless impact on travel, the industry supported more than 54,000 jobs, generated \$2.5 billion in total wages, and saved every household \$840 in state and local taxes. The 2019 report is reflective of the hard work and momentum the Visit Tampa Bay team had gained in increasing visitation before the pandemic, but it also proves how vital tourism is to the economic success, and ultimately the recovery, of our county following COVID-19.

The report also outlines the realities of COVID-19 and the aftermath facing the tourism industry. While 75% of the recovery is expected to occur in 2021, the remainder will take longer to get back to record setting levels.

Travel is possible if done so responsibly and Visit Tampa Bay will continue to play an integral role in communicating the safeguards local businesses and attractions are taking to welcome visitors back. We are all responsible in playing a part to defeat this global health crisis, because the sooner we do, the sooner we'll be able to recover.

## 2019 AT A GLANCE



**54,260**  
**LOCAL JOBS**

Waiters, hotel clerks,  
drivers, entertainers, caterers,  
dry cleaners, police officers, firefighters

**\$2.5**  
**BILLION**

in total wages  
generated  
by tourism



**\$0**

Florida state income  
tax thanks to tourism

**24.5**  
**MILLION**

visitors per year

Tourism generates **\$416**  
**MILLION**

in state and local taxes

**Paid at:** restaurants, hotels, retailers,  
gas stations, grocery stores

**Supporting:** schools, roads & transit,  
public safety, parks, air travel



Tourism saves  
each household

**\$840**  
**PER YEAR**

in state and local taxes

### METHODOLOGY:

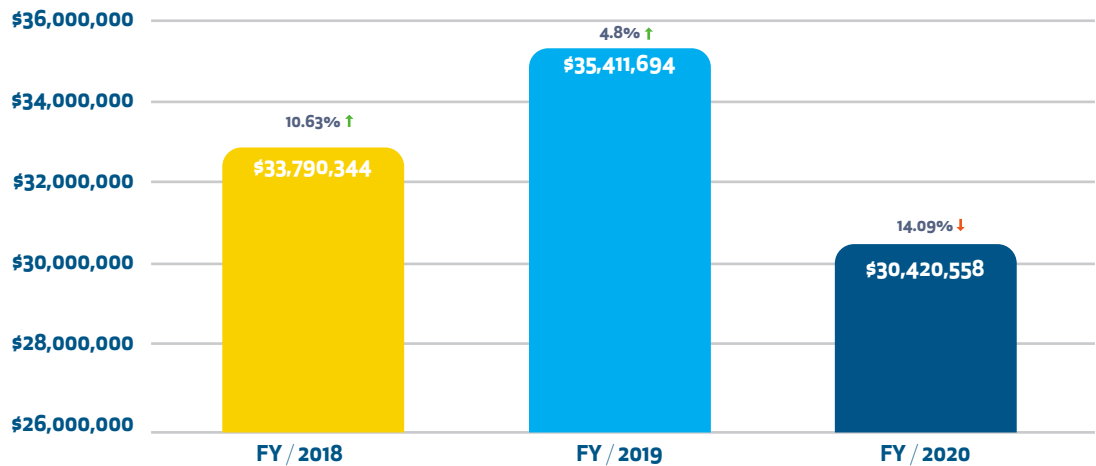
Visit Tampa Bay utilizes industry renowned Tourism Economics to calculate the forecast total visitor volume and spending by visitor segments (domestic/international, overnight/day). Domestic visitor profiles are provided by Longwoods International, while international volumes are generated from Tourism Economics' Global City Travel database.



# BY THE NUMBERS

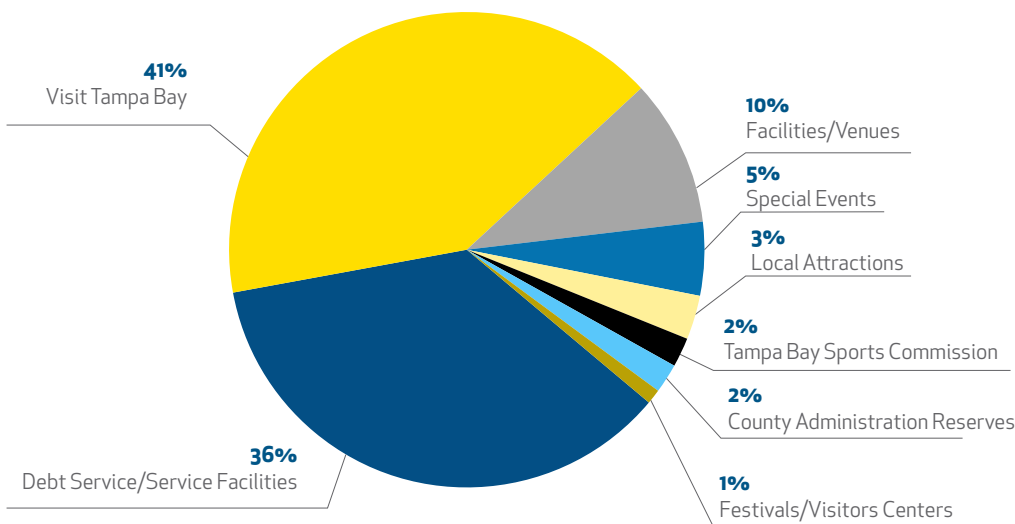
Visit Tampa Bay is funded in part by tourist development taxes collected by Hillsborough County hotels from overnight visitors.

## Hillsborough County's Tourist Development Tax (TDT) Collections



Source: Hillsborough County

## Local Use of Tourism Development Tax\*



\*Estimated







# MARKETING & COMMUNICATIONS

Visit Tampa Bay's award-winning *Florida's Most* campaign lined the city streets, train platforms and arenas during winter's peak months in our core domestic and international markets. From Times Square to the Boston Harbor, Dallas' American Airlines Arena and London's Wembley Stadium, the response was enthusiastic with an average of 86:1 return on investment.

However, the campaign ended early (March) as travel bans, restrictions and lockdowns domestically and abroad, evaporated the demand for travel almost instantly.

The team quickly took the approach to change the very definition of what it meant to be a destination marketing organization. We began with acceptance and a firm resolve to lead our destination. Along with the rest of the world, we were grappling with the fact that everything was changing – major events, flight schedules and hotel capacities among other impacted areas. But the one thing that remained unchanged was our dedication to our partners, community, and visitors.

As Florida's tourism industry began reopening, Visit Tampa Bay was at the forefront of inspiring travelers to hit the road and step into the sun. The digital-focused campaign strategically targeted those actively searching for travel to Florida. We leveraged strategic partnerships and platforms with data-driven travel leaders like Expedia, Adara, Sojern, Epsilon, Kayak and others to ensure the campaign reached the right audience at the right time.





The brightly-colored *Florida's Most* campaign took even more of an emphasis on open-air adventures. The updated creative showcased Tampa Bay's bright blue skies, sparkling waters, and wide-open landscapes. These captivating scenes showed people engaged in outdoor activities such as stand up paddle boarding, kayaking, and dining al fresco at Sparkman Wharf. The goal of the campaign was to continue to breathe new life into the local hospitality community and county economy. In the first three months of the recovery campaign, direct incremental hotel bookings exceeded \$3.9 million.

The team was the first DMO to launch a COVID-19 resource page, which evolved into industry leading grassroots initiatives such as: stronger together messaging, virtual experiences, exclusive partner webinars and our new *On The Horizon* video series.

In addition, the team brought together nearly a dozen DMOs to discuss regional efforts in light of COVID-19. The ongoing weekly discussions center around innovative ideas, media messaging and internal updates. The calls are a platform for brainstorming and sharing ideas as our industry navigates uncharted territory together.

The Public Relations team continues securing media opportunities and is taking the lead on bringing and hosting journalists back to Tampa Bay. We were the first to host major travel writers and the first to host FAMs with VISIT FLORIDA and others. Even amongst the pandemic, the team was able to secure earned media in major print, online, and broadcast outlets in United Kingdom, Germany, Latin America, United States, and locally worth over \$28.5 million.



# CONVENTION SALES & SERVICES

Convention sales results during the first half of the fiscal year included several impressive key performance indicators (KPI's). Lead volume was 122% above the previous 3-year average, 95% of YTD room night production was achieved, and a robust sales funnel included more than 1.2 million tentative room nights. The team represented our destination at 47 events, produced a D.C. Sales Mission and welcomed 92 site visits and FAMs, including one of the best attended Gasparilla destination experiences ever.

Visit Tampa Bay's meetings and services teams quickly recognized the critical role DMO's would serve as the COVID-19 pandemic unfolded. More than ever, event organizers now rely on their destination representatives. Facilitating connections between planners and partners, the team immediately focused on the retention of definite programs.

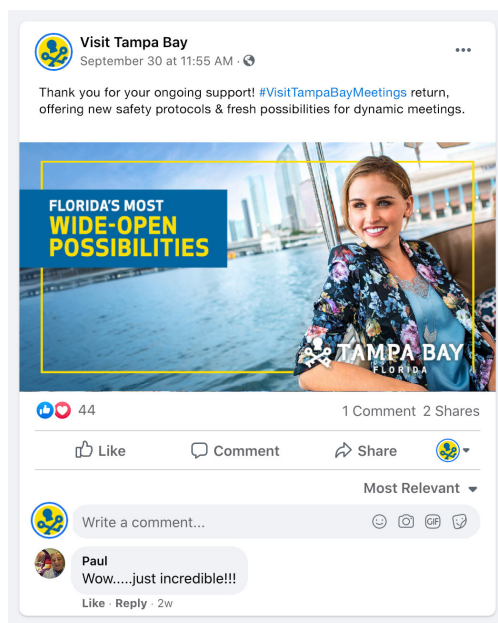
Proactive outreach and customized solutions proved essential. Our community continues successfully rescheduling meetings and conventions, positioning the region for future success. Meetings industry professionals look to Visit Tampa Bay as a primary information source for safety measures and reopening efforts, and Hillsborough County's success stories are being documented along the way.

Looking forward, the team is launching innovative concepts for attendance building, event retention, increased length of stay, and new business development. Visit Tampa Bay will introduce a Hybrid Meeting Grant program with the goal of retaining events in Hillsborough County. The program will market our destination to thousands

of virtual attendees worldwide and promote enticing offers to plan a future visit. Marketing and direct sales activities focus on business development within industry sectors and market segments earliest to rebound.

The Convention Services team is actively working to preserve and plan 2021 programs, continuously adapting to this new landscape. Meetings scheduled for the second half of 2021 remain strong and we continue expanding virtual content for definite meetings. In the year ahead, Convention Services will facilitate partner introductions with planners in a creative, new virtual format during the popular D.C. Appreciation event.

As demand for meetings and conventions rebounds, Visit Tampa Bay will build upon a foundation of 132% room night pace established for 2021 and beyond.







Pirate Water Taxis outside of the Tampa Convention Center



# MULTICULTURAL SALES & MARKETING

The Multicultural team worked safely and effectively in partnership with multiple diverse groups in 2020. A perfect example of the team's ability was showcased with United Bikerz Jamboree, who hosted their annual event at Raymond James Stadium this past June. With an economic impact of \$1.8 million in the summer of 2020, this event could not have actualized at a better time.

The team will continue to engage community partners, such as the USF Multicultural Department to further expand our relationships and connections with national multicultural organizations. On a local level, we are committed to continue connecting and promoting minority-owned small businesses and work with local chapters like American Association of Physicians of Indian Origin to encourage their members to think of Tampa when planning board meetings and national conventions.



From a marketing perspective, we continue to add new videos to our multicultural video series. In addition, we are working hand in glove with the multicultural committee to ensure Visit Tampa Bay's marketing, advertising strategy and content remains as diverse as our community. In FY21, we will update and re-print our wildly successful and award-winning Multicultural Guide which showcases Tampa Bay's diverse blend of people and cultures.





National Association of Buffalo Soldiers & Troopers Motorcycle Club (NABTMC)



Meetings Campaign Creative



City of Tampa, Black Lives Matter Mural



# LEISURE SALES & TOURISM DEVELOPMENT

The Leisure Sales team continued to work on both domestic and international fronts in early 2020 before switching all attention to North America in the spring and through the final six months of the fiscal year.

Initial efforts in all our major feeder markets both domestically and internationally (especially Canada, United Kingdom, Germany and Latin America, plus sales missions to Spain and Colombia) were supported by strong marketing and advertising initiatives. These campaigns through HotelBeds, Expedia and Travelport resulted in record setting bookings. As we know, many of those bookings never materialized, but there are positives for the future as many customers, particularly international, have rebooked for future years.

Our efforts to expand regional partnerships in 2019 and early 2020 proved to be extremely valuable and has positioned our sales team for years to come. The regional collaborative partnership called West Coast of Florida includes the following destination marketing originations, Visit St. Pete/Clearwater, The Beaches of Fort Myers & Sanibel, and Naples Marco Island Everglades. The West Coast of Florida group is gaining brand awareness and traction in Europe and Latin America.

The transition from in-person to virtual trade shows and the changing market conditions provided opportunities for new initiatives and collaborations. Following the hosting of four international FAMs and participation in major domestic travel shows, both trade and consumer, that generated referrals, we transitioned to online webinars for travel agents. These online opportunities were produced independently by our team and in coordination with partners such as Brand USA, VISIT FLORIDA, and Visit USA committees throughout top markets like Germany, United Kingdom, Ireland, Colombia, Argentina and Mexico.

One interesting change in the leisure sales sphere is the re-introduction of domestic travel agents. Working through AAA offices, Northeast and Southeast, we have been able to focus on fly-drive markets and the results are already positive. Partnering with Travel Agent Academy, our online travel agent school has met an enthusiastic response with over 1,600 graduated Tampa Bay specialists this year.

As we move into 2021 our international representatives will be ready to lead those efforts and our home-based team will continue to work with airlines, cruise operators, tour operators, travel agents, online travel agents, and consumers both virtually and in person when possible to produce maximum results in the shortest time window.









# PARTNERSHIP & CORPORATE SPONSORSHIP

As a membership 501c(6), Visit Tampa Bay is proud to represent almost 800 businesses in our community. During the past few months, we have become closer than ever and have striven to be a resource and community leader for as many partners as possible.

It is encouraging that so many partners, both long-standing and new, have reached out and thanked our team for their efforts. We would also like to thank our partners for their support and dedication to our community. Our partners support our overall sales and marketing efforts and provide the foundation for creating a visitor experience that is uniquely Tampa Bay. Their efforts are paramount to our success.

It was a challenging year for sponsorship due to the postponement of many of our events, including the National Tourism Week Lunch and many Keys To Success networking events. However, it is gratifying that sponsors have rolled-over opportunities to the new year and made a commitment to future years.

Corporate Sponsors are defined as businesses that support Visit Tampa Bay's mission by contributing at least \$2,000 or more in sponsorship revenue per year, separate from partnership dues. In 2019 we were able to substantially grow our sponsor list from three to sixteen. Despite the pandemic that number has not only remained stable but has grown to twenty-one.



# TOURISM CHAMPION SPONSORS



# TOURISM ADVOCATE SPONSORS



# CORPORATE SPONSORS





# UNLOCK TAMPA BAY VISITORS CENTER

The Unlock Tampa Bay Visitors Center's primary objective is to build brand awareness and turn visitors and locals into ambassadors for the destination. Continuing the incredible success, Visit Tampa Bay recorded strong growth in the first half of the year with an impressive \$137,000 in sales from a carefully curated selection of exciting products from Tampa Bay or inspired by the region.

The Unlock Team continues to serve nearly 10,000 visitors with information about our dynamic destination not only at the Unlock Tampa Bay Visitors Center, but also at the Tampa Convention Center, and several pop-up locations at events. In addition to our knowledgeable associates, two self-serve kiosks located in the Visitors Center let visitors take a hands-on approach to explore the destination and discover the experience that resonates with them. Additional self-serve kiosks are located in the Tampa Convention Center and visitors centers in both Ybor City and Plant City.

The Unlock Tampa Bay Visitors Center played host to several special events and receptions for convention attendees as well as partner engagement. To date, we have hosted over 65 events and community activations, as it is a popular place to interact with our partners and conference attendees, while sharing our brand in a unique and unexpected way.









# FILM TAMPA BAY

Our market differentiates itself from other Florida markets due to our attention to customer service and the relationships we foster in the community on and offline. Film Tampa Bay's new marketing initiatives have seen a significant increase in leads and community awareness and soaring ahead of all competitive markets in Florida, taking the lead in the state.

Our successful campaign, "Where Anywhere is Right Here" helped us to build a strong fanbase, which has led to an increase in organic reach, likes and shares from markets in Florida and extending through Georgia. This was a record-setting campaign for Film Tampa Bay's strategic marketing plan. Reaching 24,000 Facebook users, the campaign generated more awareness online and more interest in our market than any previous campaign.

At the beginning of the COVID-19 quarantine, Film Tampa Bay set out to communicate with our followers, through a unique strategy of live shows hosted on YouTube, and an ongoing podcast series updating the status of local permitting throughout Hillsborough County. Film Tampa Bay joined forces with Film Florida to reiterate safety on sets.

Film Tampa Bay stayed connected with the local community by providing branded essentials to every client in the Tampa Bay area, which included large and small hand sanitizers and masks. Our social media channels rolled out a memorable way to remind film crews of recommended safety guidelines.



As we move into FY21, Film Tampa Bay is looking forward to celebrating upcoming film and television releases which will shine a spotlight on Hillsborough County's unique filming locations. Currently, Hillsborough County is featured on two top shows streaming on Disney+: NatGeo Wild's *Secrets of the Zoo: Tampa* and NatGeo's *The Right Stuff*. Coming winter/spring 2021, Tampa Bay will again be featured in two highly anticipated films *Lady of the Manor* with Justin Long and Judy Greer, and *Fear of Rain* featuring Katherine Heigl and Harry Connick Jr.

Since 2013 Film Tampa Bay has helped facilitate 1360 film productions, with an estimated economic impact of over \$71 million dollars. Under new leadership, Film Tampa Bay increased the film economic impact by 64% between FY18 and FY19.

## FEATURED PROJECTS

The Infiltrator	The Right Stuff	Nike
Hallmark's True Love Blooms	Total Divas	Florida Lotto
Lady of the Manor	90-Day Fiancé	NAPA Auto
No Postage Necessary	Expedition Unknown	TESLA
Bernie The Dolphin 2	100 Day Dream Home	Toyota
Miss Peregrine's Home for Peculiar Children	Secrets of the Zoo	Jeep
Not Alone	Nightwatch	Publix
Death Cast	Party Down South	Home Depot
Hallmark's Love in the Sun	Tiger King	Atlanta Braves
Fear of Rain	Street Science	Budweiser
Black Veil	Museum Men	Kia
	Diners, Drive-Ins and Dives	Harley-Davidson
	Property Virgins	Dick's Sporting Goods
	Born to Kill	Spectrum
	America's Got Talent	WAWA
		WWE





# / FY 21 BOARD OF DIRECTORS

## Board Officers



**Joe Collier**  
Chair

Mainsail Lodging & Development



**Ken Lucas**  
Chair Elect

Retired, MOR-TV



**Raul Aguilera**  
Secretary / Treasurer

Hilton Tampa Downtown

**Jeff Antonaccio** / Aimbridge Hospitality

**Pam Barber** / MOR-TV

**John Bennett** / City of Tampa Representative

**Dave Burton** / Burton Holdings, LLC

**Brian Butler** / Vistra Communications

**Pat Ciaccio** / Saddlebrook Resort & Spa

**Joe Couceiro** / ZooTampa at Lowry Park

**Cheryl Flood** / Florida State Fair Authority

**Roger Germann** / The Florida Aquarium

**Steve Griggs** / Tampa Bay Lightning

**Ann Kulig** / Westshore Alliance

**Judy Lisi** / David A. Straz, Jr. Center for the Performing Arts

**Dina Lomagno** / Liberty Group Real Estate

**Ray Mathews** / State Farm

## / FY 21 Advisory Board

**Paul Anderson** / Port Tampa Bay

**Paul Ayres** / Center for Advanced Medical Learning and Simulation

**Brenden Chiaramonte** / Hillsborough County Tax Collector

**Bob Clark** / Tampa Steel Erecting Co.

**Steve Cona III** / Associated Builders and Contractors

**Anthony Derby** / Brew Bus Brewing

**Abbey Dohring Ahern** / The Dohring Group

**Lisa Faller** / FKQ Advertising + Marketing

**Shawn Fogel** / SFx2 Consulting, LLC

**Una Garvey** / Tampa Convention Center

**Bill Giesecking** / Pepin Distributing Company

**Kari Goetz** / United Way Suncoast

**Ken Hagan** / Hillsborough County Board of County Commissioners

**Eric Hart** / Tampa Sports Authority

**Danah Heye** / Madden Media

**Rob Higgins** / Tampa Bay Sports Commission

**Rick Homans** / Tampa Bay Partnership

**Thomas Huggins** / Ariel Business Group

**Denise Kauble** / McKibbin Hospitality

**Brian Klein** / Le Méridien Tampa

**Joe Lopano** / Tampa International Airport

**Rick Lott** / Mayor of Plant City

**Dannette Lynch** / Florida Restaurant & Lodging Association

**Natasha Maldonado** / International Plaza and Bay Street

**David Mechanik** / Mechanik Nuccio Hearne & Wester, P.A.

**Pablo Molinari** / Hotel Haya

**Andrew Nielson** / The CURRENT Hotel

**Linda Olson** / Tampa Bay Wave

**Terri Parnell-Longphee** / Sales & Marketing Consultant

**Bob Passwaters** / Provident Advertising & Marketing

**Aakash Patel** / Elevate, Inc.

**Derek Price** / Expedia Group Media Solutions

**James Ransom** / Tampa Organization of Black Affairs

**Lynda Remund** / Tampa Downtown Partnership



**Troy Manthey**  
Immediate Past Chair

Yacht StarShip Cruises & Events



**Santiago C. Corrada**  
President & CEO

Visit Tampa Bay

**Les Miller** / Chair, Hillsborough County Board of County Commissioners

**Christopher Minner** / Tampa International Airport

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

**Bruce Narzissenfeld** / Retired, TECO, an Emera Company

**Craig Richard** / Tampa Bay Economic Development Council

**Kevin Scott** / Mainsail Lodging & Development

**Josh Taube** / Strategic Property Partners, LLC

**Neal Thurman** / Busch Gardens® Tampa Bay

**Brian Richeson** / Tampa Bay Rays

**Darrell Robertson** / Robertson Consultant Group

**Bob Rohrlack** / Tampa Bay Chamber of Commerce

**Scott Rose** / Tourism Insights, LLC

**Andy Ross** / Acting Mayor of Temple Terrace

**Keith Sedita** / La Pianta, LLC

**Scott Selvaggi** / Sheraton Tampa Brandon

**David Sheets** / The Westin Tampa Bay

**Melissa Silvest** / Busch Gardens® Tampa Bay

**Karl Strauch** / Port Tampa Bay

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

**Michael Tomor** / Tampa Museum of Art

**Roberto Torres** / The Blind Tiger Cafe

**Bob Warchola** / Shumaker, Loop & Kendrick, LLP.

**Scott Ward** / Embassy Suites by Hilton Tampa Downtown Convention Center

**Bonnie Wise** / Hillsborough County Board of County Commissioners

## 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 McAnough

**2017-18** Bruce Narzissenfeld

**2018-19** Jeff Antonaccio

**2019-20** Troy Manthey

\*deceased

Names in blue indicates new members to the board



# LOOKING AHEAD STRATEGIC GOALS







## GOAL 1

Increase Current Revenue and Activate Additional 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 Our Destination

## GOAL 5

Generate and Optimize Measured ROI

## GOAL 6

Explore Destination Development Opportunities

The TECO Line Streetcar in Ybor City



# STRATEGIC GOALS



The Tampa Riverwalk

## GOAL 1

### Increase Current Revenue and Activate Additional Streams

Visitor spending may be local, but tourism marketing is global. Keeping Tampa Bay top of mind with media, travel industry professionals, and meeting planners requires a reliable source of funding that can grow over time to meet the demands of shifting travel trends and communication channels. The Unlock Tampa Bay Visitors Center is uniquely positioned to build both our brand and our revenue as an important point of positive contact with locals and visitors alike.

## GOAL 2

### Optimize All Sales and Marketing Initiatives

With the help of our industry partners, we'll spotlight the factors that make Tampa Bay a unique, world-class destination as we work with media, visitors, travel agents, meeting planners and economic development experts around the world. With outbound missions, in-bound FAMs and site visits, and joint projects such as *Make It Tampa Bay*, our team will build Hillsborough County's reputation as a dynamic community where travelers will find fun for everyone and investors will find a skilled workforce to help carry their companies into the future.

## **GOAL 3**

### **Lead, Advocate and Educate on Tourism Economic Development**

As expert marketers of the destination, we will work on multiple levels to guarantee the destination has a prominent voice in all decisions affecting tourism and economic development across Hillsborough County. We'll do that at the national level by working closely with US Travel Association and at the state level, engaging with elected officials in Tallahassee on any issues that might affect funding of and support for tourism, film and television production, arts and cultural institutions, and economic development. We'll work with our partners to craft a streamlined, unified message across all platforms to drive home our message about the important, valuable role tourism plays in the economic present and future of Hillsborough County.

## **GOAL 4**

### **Activate the Brand for Our Destination**

By consistently branding everything we do and working with community stakeholders, we will create a unified identity of a destination to collaboratively drive economic development. We will also cultivate local residents as our best brand ambassadors, urging them to "Talk up Tampa Bay" with their professional and personal organizations as a way of building meeting and convention business.

## **GOAL 5**

### **Generate and Optimize Measured ROI**

Data ultimately determines how we approach our role as destination marketers. With an eye toward continually improving our processes, we'll gather the best data possible and use it to create the greatest return on investment. As custodians of public Tourism Development Tax funds through our contract with Hillsborough County, we will ensure transparency and efficiency in the ways we use those funds. We will overhaul our Disaster Recovery Plan to ensure we are prepared for any crisis and speak with a single voice to provide timely, accurate, and credible information to media, industry partners and visitors.

## **GOAL 6**


### **Explore Destination Development Opportunities**

As tourism and economic development industry leaders in Hillsborough County, Visit Tampa Bay will maximize our current business and development opportunities locally and within the region. We will work more closely with regional economic development organizations, the Greater Tampa Chamber of Commerce, the Tampa Convention Center, and other local businesses to explore opportunities to strengthen Tampa Bay as a destination.









**David A. Straz, Jr. Manatee Critical Care  
Center at ZooTampa at Lowry Park**

## WHO WE ARE

The heart of Florida's Gulf 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.

Together with our partners, we represent all segments of the area's leading industry – one that is responsible for over \$6.9 billion in annual economic impact to Hillsborough County. Treasure Awaits.

## VISION

To inspire the world to love Tampa Bay.

## MISSION

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

### Visit Tampa Bay

**201 North Franklin Street, Suite 2900, Tampa, FL 33602**

**(800) 44-Tampa**

**Info@VisitTampaBay.com**

**VisitTampaBay.com**







VISIT  
  
**TAMPA BAY**  
TREASURE AWAITS