

2023

IMPACT

VISIT



TAMPA BAY

TREASURE AWAITS



WHO WE ARE

The heart of Florida's Gulf Coast beats boldly in Tampa Bay. Visit Tampa Bay encourages adventure with a relaxing vibe to create vacation 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 \$8.5 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.

INCLUSIVITY

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 scenic view of the Tampa Bay skyline at sunset. The sky is a mix of blue and orange. In the foreground, a river flows with a blue and white boat and a yellow kayak. A bridge spans the river, and several skyscrapers are visible in the background.

TAMPA BAY

2023 ACCOLADES

- 10 Most Beautiful Places to Visit in the Fall – *The Travel*
- Coolest Cities in America – *TimeOut Chicago*
- The 10 Most Pet-Friendly Cities – *Trips to Discover*
- Best Places To Live In Florida in 2023 – *Forbes*
- Voted 2nd Best Riverwalk in the US – *USA 10Best*
- Best Places to Travel 2023 – *Money*
- Top 10 Cities to Visit in Florida – *Trips to Discover*
- Greatest Places in the World – *TIME*
- Best Foodie Cities in America – *WalletHub*
- Best Places to Live – *Money*
- 2023 Best Summer Vacations – *WalletHub*

A MESSAGE FROM THE CEO

Creating impact! As marketers of one of the most dynamic destinations in the world, we have before us a tremendous opportunity. And with it, a responsibility. At Visit Tampa Bay, we know our role reaches far beyond promoting tourism to our area. In fact, we have seen how the phenomenal growth we experienced over the past year has not only overflowed into every inch of our region but has also created a catalyst for change that transforms lives. From attractions to restaurants to hotels, our collective efforts have resulted in another record-breaking amount of Hotel Taxable Revenue – over **\$1.1 billion** — surpassing last year's record by nearly **14.1 percent**. And for this, I am grateful.

In 2023, our vision of “inspiring the world to love Tampa Bay” gained even more momentum. We watched as our digital campaign generated more than **\$48 million in hotel room revenue**. This impact emanated from our Northeast, Midwest, and Southwest markets, which drove **204,335 incremental room nights** for leisure travelers. We also enhanced the visibility of our brand by garnering more than **\$26 million in media coverage** from prominent national and international publications and broadcast programs.

To remain competitive amid changing times, Visit Tampa Bay looked for additional ways to get our message out globally. We expanded our international team, adding new, in-market sales and marketing agencies to represent the UK, Ireland, Scandinavia, Brazil, Mexico, and Colombia. Our team was engaged from the get-go, springing into action to participate

in **463 in-and-out-of-market events**, FAMs, tradeshows, media missions, and conferences.

While other destinations saw canceled conventions due to the shifting landscape, I am proud to report our convention sales efforts continues to thrive. Visit Tampa Bay produced **623,000 room nights** — the highest number in history — from over **600 new events** scheduled through 2030.

Our marketing team's innovative efforts and creative prowess were also acknowledged when Visit Tampa Bay received **13 awards** throughout the year. The winning entries ranged from our accessibility ambassador campaign to our Tampa, Kansas, to Tampa Bay visit.

In 2024, we will continue to create a meaningful impact as we introduce groundbreaking culinary opportunities, and partner renovations throughout the destination. We will host some of the most significant gatherings within the travel and tourism space, including Destinations International's Annual Convention, Destinations Florida's Annual Meeting, and VISIT FLORIDA'S Governor's Conference.

It is my hope that you will bask in the collective impact we, as a destination, have created for this incredible community. By reflecting on yet another remarkable year in Tampa Bay tourism, we can focus on the future of this rich, diverse region where everyone is welcome to enjoy the treasures that await!



Santiago C. Corrada
President & CEO, Visit Tampa Bay



Voted "Greatest Places in the World" by TIME.



Kappa Alpha Psi Fraternity, Inc.



Martin Luther King Jr. Parade.

MARKETING CAMPAIGN PERFORMANCE



204,335
INCREMENTAL
ROOM NIGHTS



\$48 MILLION
IN HOTEL
REVENUE



Visit Tampa Bay took home two first place “Henry” Awards for the “Measure the Treasure in Tampa Bay” campaign in the Tourism Advocacy category and the “Visit Tampa Gay Guide” in the Resource/Promotional Material-Consumer category. We also captured a Silver Award for the “Tampa Riverwalk Attraction Pass” in the Mobile Marketing category.

STRATEGIC GOALS

TREASURE AWAITS

Visit Tampa Bay's Strategic goals serve as the foundation for all our endeavors. They provide us with a definitive roadmap, offering a clear sense of where we want to go and what resources we need to achieve them.

We extend an invitation for you to embark on this visual journey through 2023 as we showcase how the Visit Tampa Bay team accomplished our six strategic goals.

1. Increase Private Revenue
2. Optimize Sales and Marketing Efforts
3. Provide Leadership and Advocacy on Tourism-Driven Economic Growth
4. Energize the Destination Brand
5. Maximize Measurable ROI
6. Explore Development Prospects

INCREASE PRIVATE REVENUE

While visitor spending benefits the local economy, tourism marketing is global. Keeping Tampa Bay top of mind with media, travel industry experts, and meeting professionals requires a reliable source of funding that can grow over time to meet the demands of shifting travel trends and communication channels.



▲ PHOTOGRAPHIC JOURNEY BOOK

Visit Tampa Bay's self-published books are intended to ignite meaningful conversations about our beautiful destination and to continue inspiring the world to love Tampa Bay.

TAMPA BAY CityPASS®



▲ RIVERWALK PASS AND CITYPASS

Visit Tampa Bay successfully sold over 40,000 CityPASS booklets and nearly 4,000 Riverwalk Passes, generating a combined private revenue exceeding \$90k.



▲ MARKETING CAMPAIGNS

Collaborative Visit Tampa Bay campaigns deliver your message and bring more overnight visitors to Tampa Bay and revenue to partners.

OPTIMIZE SALES AND MARKETING EFFORTS

With the support of our industry partners, we aim to highlight the distinctive features that set Tampa Bay apart as a world-class destination. We collaborate with the media, visitors, travel agents, meeting professionals and economic development experts on a global scale.



Throughout the year, our sales and marketing initiatives extended on a global scale, with Visit Tampa Bay participating in or hosting 463 FAMs, tradeshows, and media missions, all in line with our vision to inspire the world to love Tampa Bay.



◀ MULTICULTURAL GUIDE

Tampa Bay extends a warm welcome to all as it introduces the second edition of its popular Multicultural Guide.



◀ INTERNATIONAL ACTIVATIONS

Chief Marketing Officer, Patrick Harrison talking up Tampa Bay to hundreds of travel experts in Munich, Germany.



▲ TAMPA, KANSAS

Visit Tampa Bay hosting the entire town of Tampa, Kansas in Tampa, Florida.



◀ SUMMER CONVENTIONS

Tampa Bay experienced a spectacular summer with a series of convention wins that have highlighted the best our destination has to offer.



▲ AMERICAN SOCIETY ASSOCIATION EXECUTIVES

The Convention Sales team showcased Sparkman Wharf at ASAE's Annual Meeting and Exposition in Atlanta using our specially designed shipping container.

AMERICAN
EXPRESS

ConferenceDirect®

cvent

HB HELMSBRISCOE

MPI

Maritz®

pcma

NORTHSTAR
MEETINGS GROUP

ALLIANCE
asae
STRATEGIC
PARTNER

AMC
INSTITUTE



Visit Tampa Bay takes pride in its collaboration with premier meeting and event organizations. These strategic partnerships have nurtured strong relationships, allowing us to execute distinctive marketing initiatives that grant us exclusive opportunities for global brand exposure.

PROVIDE LEADERSHIP AND ADVOCACY ON TOURISM-DRIVEN ECONOMIC GROWTH

As expert marketers of the destination, we work on multiple levels to guarantee the destination has a prominent voice in all decisions affecting tourism and economic development across Hillsborough County.



Academy Award-Winning Producer Will Packer visits the Visit Tampa Bay office to engage in a discussion about the importance of film to the Tampa Bay community.



KEYS TO SUCCESS ▲

Chief Sales Officer, Adam DePiro discusses tourism at Visit Tampa Bay's quarterly Keys to Success event.



▲ CAPITOL HILL

President & CEO Santiago C. Corrada and Chief Operating Officer JoLynn Lokey actively champion the cause of tourism, representing the entire hospitality industry at Hillsborough Day in Tallahassee and in Washington D.C. during US Travel's Destination Capitol Hill.



◀ TAMPA BAY WAVE TECHDIVERSITY ACCELERATOR

JoLynn Lokey, the Chief Operating Officer, sharing insights with entrepreneurs about the significance of tourism working in conjunction with economic development organizations in the community. The Make It Tampa Bay collaboration has become a national model for these significant partnerships.



Visit Tampa Bay sponsored the creation of this mural at Hillsborough High School, demonstrating our commitment to promoting the Principles of Hospitality and Tourism Program.

ENERGIZE THE DESTINATION BRAND

Through the consistent branding of all our initiatives and in close collaboration with community stakeholders, we aim to forge a cohesive identity for our destination, fostering collective efforts to drive economic development.



Visit Tampa Bay team and partners show their pride during the Tampa Pride parade in Ybor City, one of the first pride parades of the year in the U.S.



From Left to Right: Santiago C. Corrada, Darren Richards (The International Propeller Club's 2024 Annual Convention and Conference), James Ransom (National Black & Latino Economic Summit), Roger Germann (The Association of Zoos & Aquariums Annual Conference).

▲ TALK UP TAMPA BAY

The Talk Up Tampa Bay Awards recognize individuals who have effectively leveraged their professional and personal networks to bolster meeting and convention business in Tampa Bay.



◀ THE VANQUISHER

The Visit Tampa Bay Vanquisher brings our brand to life on the road, actively engaging visitors at various activations and inspiring everyone to unlock the vibrant essence of Tampa Bay.

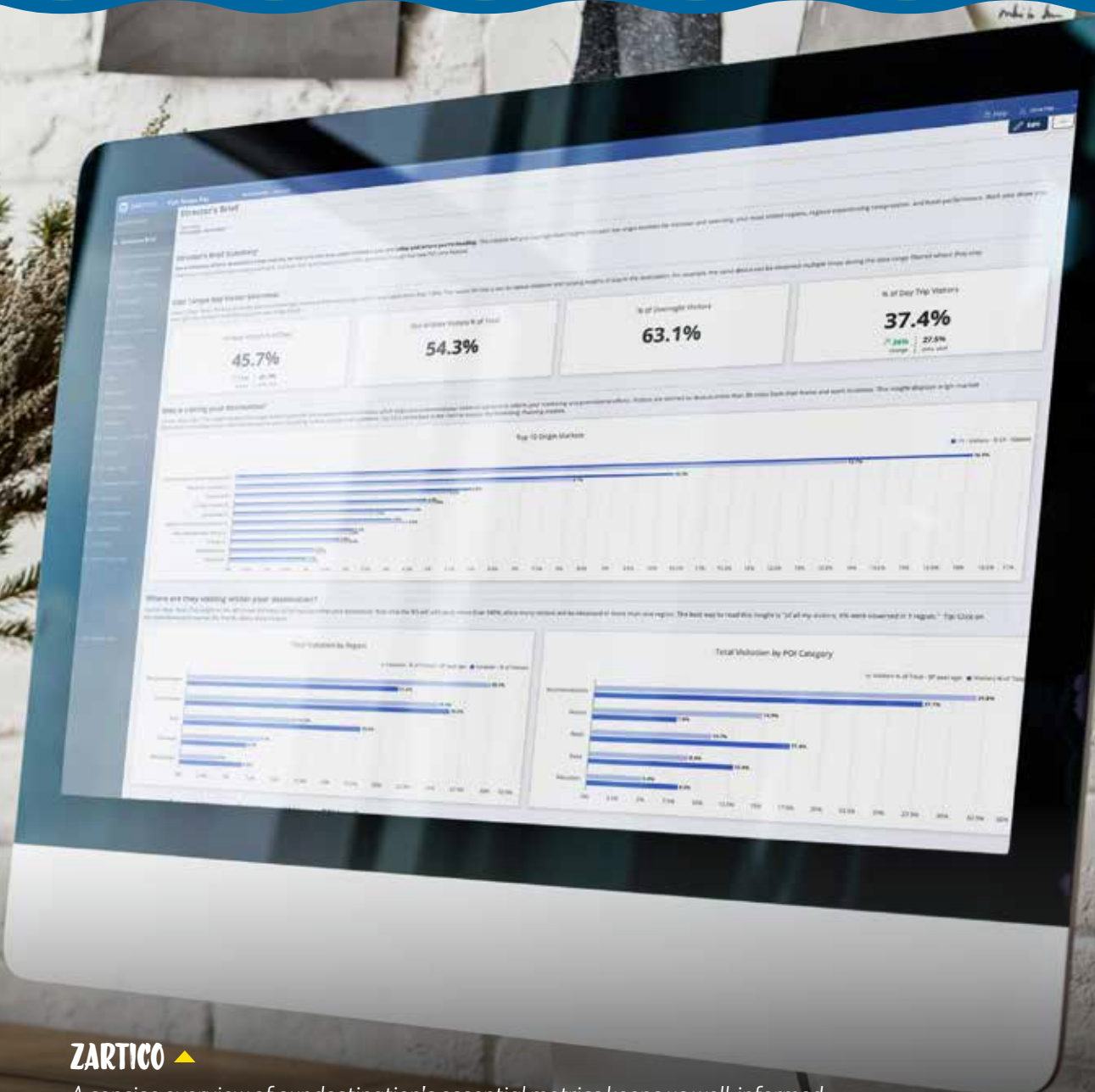


◀ UNLOCKING TAMPA BAY PODCAST

Visit Tampa Bay produces a podcast to reveal the hidden treasures within our destination. Hear from travel experts, chefs, local guides, artisans and more!

MAXIMIZE MEASURABLE ROI

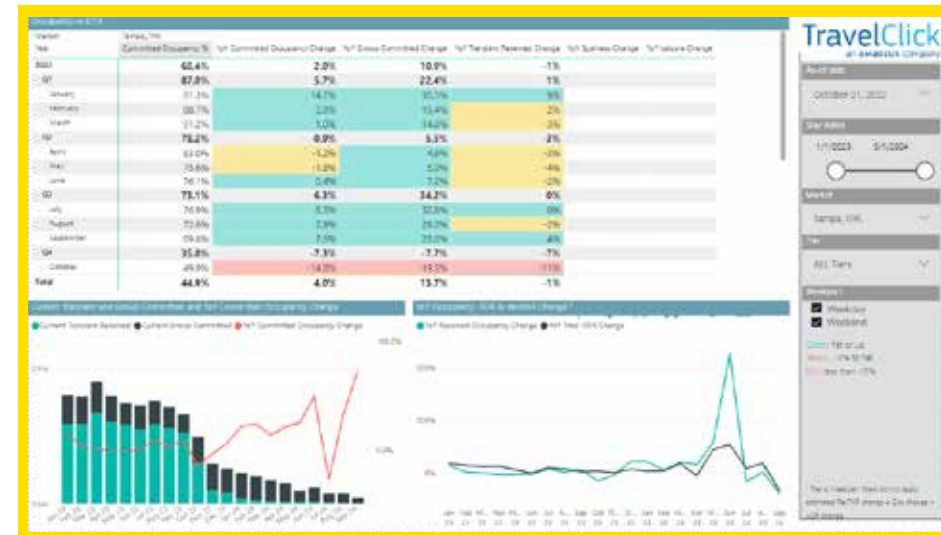
Data serves as the compass that guides our approach. As destination marketers, we are committed to working diligently to collect and utilize the most accurate data available. Doing so, allows us to optimize our strategies to generate maximum value with minimal expenditure.



ZARTICO

A concise overview of our destination's essential metrics keeps us well-informed about our current position and future trajectory. This module provides us with overarching insights into our primary visitor origins, spending patterns, popular regions, areas facing increased demand, and hotel performance.

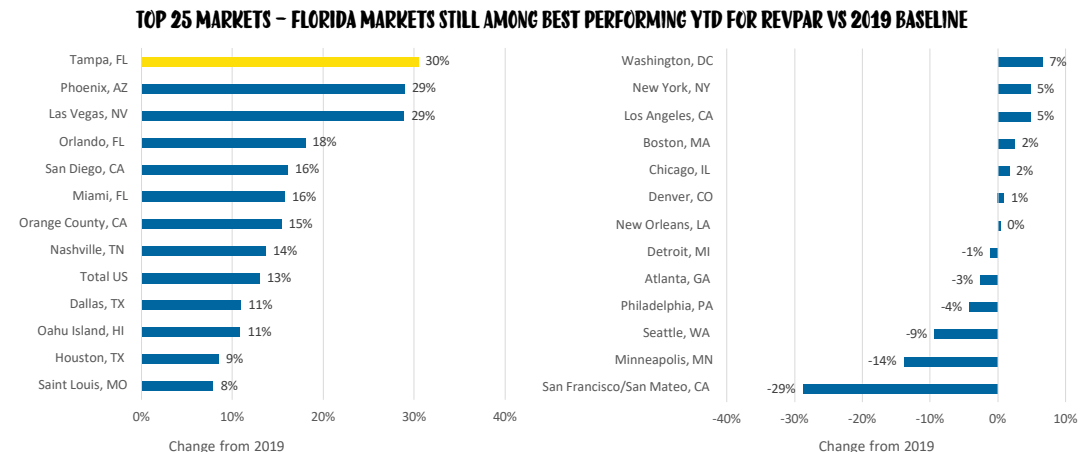
RESEARCH PARTNERS



TRAVELCLICK
Demand 360 insight reports provides us with business intelligence solutions, offering the only comprehensive future-looking hotel demand data in the market.

STR INC.

The industry's most comprehensive property and portfolio insights needed to make smart, real-time decisions.



RevPAR Percent Change from 2019, YTD April

EXPLORE DEVELOPMENT PROSPECTS

As tourism and economic development industry leaders in Hillsborough County, Visit Tampa Bay works with County and City officials to collaborate on future destination development opportunities.



Visit Tampa Bay will continue to play a pivotal role in shaping construction and infrastructure discussions within the City of Tampa and Hillsborough County. These new developments are key in enhancing the visitor experience and elevating the overall quality of life for local residents.



TECO STREETCAR

Having a seat at the table for transportation conversations in Hillsborough County is of paramount importance. It allows for active participation and influence in shaping the County's transportation policies and plans, which in turn impacts the visitor experience, the quality of life for our residents and the overall functionality of the region.



CONVENTION CENTER GRAND OPENING

President & CEO, Santiago C. Corrada speaking at the ribbon-cutting event celebrating the grand opening of the renovated Tampa Convention Center.



NEW SERVICE INCENTIVES

In collaboration with Tampa International Airport, VISIT FLORIDA, and Visit St. Petersburg / Clearwater, the region successfully launched its direct route from London to Tampa last November, operated by Virgin Airlines.

BOARD PARTICIPATION

Participation on boards is instrumental in driving destination development by allowing individuals and organizations to actively shape the direction, collaborate with stakeholders, allocate resources, advocate for the destination, and promote its growth and sustainability.



THE IMPACT OF TOURISM TO HILLSBOROUGH COUNTY

The travel sector is an integral part of the Hillsborough County economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the County's future. In 2022, visitor-supported business sales reached \$8.5 billion, including indirect and induced impacts.

26.7 MILLION

Total Visitors to Hillsborough County



15.6M

Day Visitors

11.1M

Overnight Visitors

TOTAL ECONOMIC IMPACT

Direct visitor spending of \$5.4 billion generated a total of \$8.5 billion in total business sales. This total economic impact sustained 57,571 jobs and generated \$514 million in state and local tax revenues in 2022 - each household in Hillsborough County would need to be taxed an additional \$938 to replace the visitor-generated taxes received by state and local governments.

FOR FULL ECONOMIC IMPACT REPORT



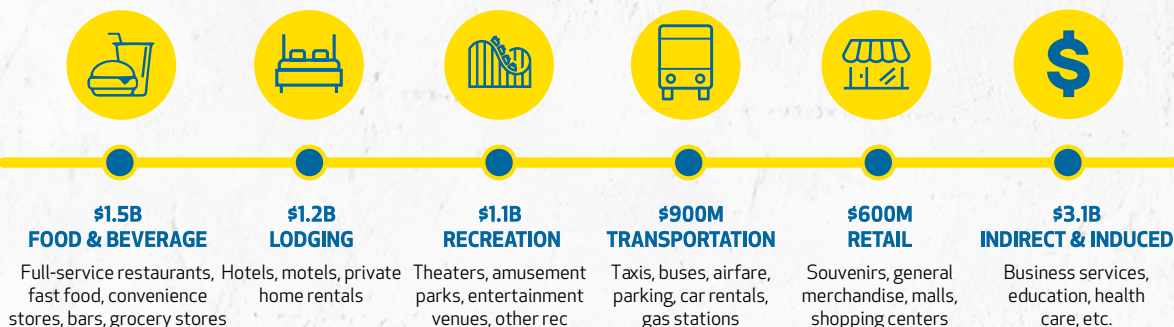
\$5.4 BILLION
DIRECT VISITOR SPENDING

57,571
TOTAL JOBS GENERATED

\$3 BILLION
TOTAL LABOR INCOME

\$514 MILLION
STATE AND LOCAL TAXES GENERATED

\$8.5 BILLION
TOTAL ECONOMIC IMPACT



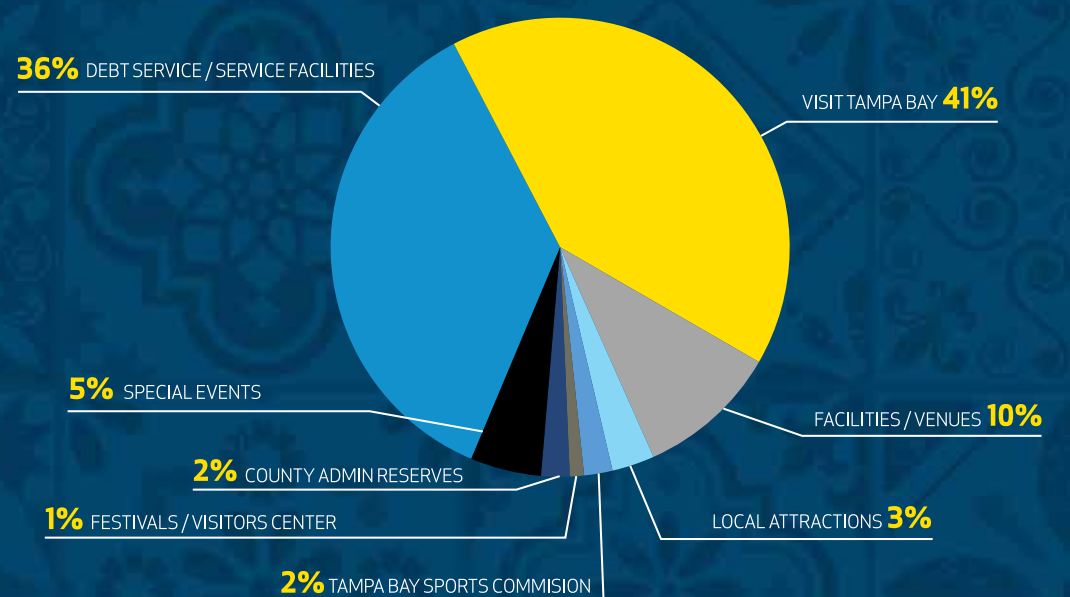
Source: Tourism Economics

HILLSBOROUGH COUNTY NUMBERS

We are funded in part by Tourism Development Collections collected in Hillsborough County from overnight visitors. These funds provide resources to support the marketing, advertising, and promotions programs. Additional activities include marketing and incentivizing Florida's only Tourism Marketing District (Downtown Tampa and Ybor City); out of state marketing for Tampa Bay Economic Development Corporation; and aiding the missions of Film Tampa Bay, Tampa Bay Sports Commission, Friends of the Riverwalk and Tampa Protocol Office. As a member-based organization, we are also financially funded by our 875 enthusiastic partners.



TOURIST DEVELOPMENT TAX



Local Use

FY24 BOARD OFFICERS



Ray Mathews
Chair
State Farm



Evette Torres
Chair-elect
Aloft & Element
Midtown Tampa



Pam Barber
Secretary /
Treasurer
MOR



Raul Aguilera
Immediate
Past Chair
Hilton



Santiago C. Corrada
President & CEO
Visit Tampa Bay

FY24 BOARD MEMBERS

Jeff Antonaccio
Shaner Hotels

John Bennett
City of Tampa

Dave Burton
Burton Holdings, LLC

Brian Butler
Vistra Communications

Pat Ciccio
The Community Café

Stewart Clark
Busch Gardens® Tampa Bay
& Adventure Island

Joe Collier
Mainsail Lodging & Development

Joe Couceiro
ZooTampa at Lowry Park

Cheryl Flood
Florida State Fair Authority

Steve Griggs
Tampa Bay Lightning

Greg Holland
Straz Center for the Performing Arts

Greg Horwedel
Hillsborough County

Ann Kulig
Retired, Westshore Alliance

Chad Lobner
Embassy Suites by Hilton Tampa Brandon

Jill Manthey
Yacht StarShip Cruises & Events

Ron McAnaugh
JW Marriott Tampa Water
Street / Tampa Marriott
Water Street

Les Miller
Shumaker

Christopher Minner
Tampa International Airport

Bob Morrison
Hillsborough County Hotel
& Motel Association

Chris Plasencia
The Plasencia Group

Craig Richard
Tampa Bay Economic
Development Council

Patrick Sorge
Hyatt Place & Hyatt
House Tampa Downtown

Peter Wright
Hotel Haya

FY24 ADVISORY BOARD

Chris Adkins
JW Marriott Tampa Water Street /
Tampa Marriott Water Street

Paul Ayres
Center for Advanced Medical
Learning and Simulation

Lee Bell
Ybor City Chamber of Commerce

Ruth Benjamin
Grand Hyatt Tampa Bay

Bob Clark
Tampa Steel Erecting Co.

Abbey Dohring Ahern
Dohring Ahern

Shaun Drinkard
Tampa Downtown Partnership

Lisa Faller
FKQ Advertising + Marketing

Matt Gerber
The Westin Tampa Waterside

Roger Germann
The Florida Aquarium

Blake Guthrie
ReliaQuest Bowl

Ken Hagan
Hillsborough County Board
of County Commissioners

Eric Hart
Tampa Sports Authority

Danah Heye
Madden Media

Rob Higgins
Tampa Bay Sports Commission

Thomas Huggins
Ariel Business Group

David Ingram
Tampa Convention Center

Dr. Vipul Kabaria
Physician

Nathan A. Kilton
Mayor of Plant City

Joe Lopano
Tampa International Airport

Greg Lovelace
Port Tampa Bay
Dannette Lynch
Florida Restaurant and
Lodging Association

Troy Manthey
Yacht StarShip Cruises & Events

Michael Maurino
Westshore Alliance

Scott McClinton
Tampa Airport Marriott

Nancy Millan
Hillsborough County Tax Collector

Linda Olson
Tampa Bay Wave

Terri Parnell-Longphee
Cristo Rey Tampa Salesian High School

Bob Passwaters
Provident Advertising & Marketing

Aakash Patel
Elevate, Inc.

Nilesh Patel
GSPN Hotels

Derek Price
Expedia Group Media
Solutions

James Ransom
Tampa Organization of
Black Affairs

Brian Richeson
Tampa Bay Rays

Crystal Rivera
Floridan Palace Hotel

Bob Rohrlack
Shumaker

Scott Rose
ZooTampa at Lowry Park

Andy Ross
Mayor of Temple Terrace

Keith Sedita
La Pianta, LLC

Bemetra Simmons
Tampa Bay Partnership

Julio Soto
AAA Travel Agency

Deven Spaulding
Residence Inn Tampa at USF/
Medical Center

Paul Thomasson
Extravaganza! Productions, Inc.

Mark Tomlinson
Hotel Alba

Roberto Torres
The Blind Tiger Café

AJ Velazquez
Cascade Asset Management
Company

Bob Warchola
Shumaker

Scott Ward
Embassy Suites Tampa-Downtown
Convention Center /
Hilton Tampa Downtown

Bonnie Wise
Hillsborough County

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 McAnaugh**
- 2017-18 **Bruce Narzissenfeld**
- 2018-19 **Jeff Antonaccio**
- 2019-20 **Troy Manthey**
- 2020-21 **Joe Collier**
- 2021-22 **Ken Lucas**
- 2022-23 **Raul Aguilera**

*deceased

Names in yellow indicates new members to the board



FROM EVERYONE AT VISIT TAMPA BAY

THANK YOU

Thank you to all who have played a vital role in inspiring the world to love Tampa Bay. Your unwavering dedication to our premier destination significantly contributed to our record-breaking year. Tourism champions like you are the driving force behind creating positive and memorable experiences for all who have the opportunity to explore the wonders of Tampa Bay.



THE FUTURE IS BRIGHT



VISIT



TAMPA BAY

TREASURE AWAITS

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Tampa, FL 33602

(800) 44-Tampa

Info@VisitTampaBay.com

VISITTAMPABAY.COM