

V I S I T T A M P A B A Y

2016 DESTINATION MARKETING PLAN



30TH ANNIVERSARY

LETTER FROM SANTIAGO



A handwritten signature in black ink, appearing to read 'Santiago Corrada'.

SANTIAGO CORRADA
President & CEO
Visit Tampa Bay

This year, Visit Tampa Bay marks a milestone – thirty years of bringing visitors to our beautiful destination in the Sunshine State.

When we began our work three decades ago, Tampa Bay was a very different place. Downtown emptied out at 5 o'clock, and we had only a few of the amazing attractions we boast about today.

Things have really changed.

Today, Tampa Bay has transformed itself into the hip, urban heart of Florida's Gulf coast. Our unique mix of history and culture inspires some of the country's most creative chefs. We have made ourselves the cradle of Florida's booming craft beer industry. In addition, we have gained an international reputation for our ability to host enormous events, from the Super Bowl to the Republican National Convention and last year's International Indian Film Academy awards festival.

Visit Tampa Bay has reached its thirtieth birthday within weeks of reaching yet another milestone: a historic high for bed-tax revenues and hotel profitability. Tourism is making its power felt as an economic engine here in Hillsborough County.

We see the results in Tourist Development Taxes that are 13 percent higher than last year. We see the results in hotel profitability growth that leads our 10 competitors across the country. And we see the results in September's historic arrival of Lufthansa Airlines' nonstop flights from the company's hub in Frankfurt, Germany – an event that puts Tampa Bay within easy reach of new markets in Asia, Africa, and the Middle East.

We could not have accomplished these great things as a destination without the common purpose that flows through everything we do at Visit Tampa Bay. At this point in our history, I am happy to say, Visit Tampa Bay and our 750-plus partners stand united in showing the world the trove of undiscovered treasures this region offers.

So here's to thirty more years of cooperation and continued growth in Tampa Bay's tourism industry. We have come a long way since this organization was created. We still have room to grow as both a destination and as a destination marketing organization (DMO). I'm proud and honored to lead our efforts into the coming year. I hope you will join me and our talented Visit Tampa Bay staff as we invite the world to unlock Tampa Bay.

ABOUT VISIT TAMPA BAY

WHO WE ARE

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a private, 501 (c)(6) organization that works with more than 750 partners to tell the world the story of our home – the hip, urban heart of the Gulf coast of Florida.

MISSION

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

VISIT TAMPA BAY

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(800) 44-Tampa | Info@VisitTampaBay.com | VisitTampaBay.com

Board Chair | Ed Fandel

President & CEO | Santiago Corrada



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2016 GOALS & OBJECTIVES

INCREASE PRIVATE REVENUE DOLLARS

- ✦ Increase partnership dues revenue and restructure partnership model
- ✦ Develop corporate sponsorship program
- ✦ Increase Visitor Center revenue and explore other retail opportunities.

LEVERAGE ASSETS TO FURTHER DEVELOP THE DESTINATION

- ✦ Actively participate with key stakeholders on three large development projects
- ✦ Identify key assets throughout the Tampa Bay region with the potential to increase Hillsborough County tourism
- ✦ Select up to five assets each year and develop or expand cooperative plans that positively influence economic development
- ✦ Cooperatively develop relationships between hotels and the convention center
- ✦ Identify and leverage partnerships with complementary destination marketing organizations (DMOs).

OPTIMIZE MARKETS AND SPENDING

- ✦ Use internal and external resources to evaluate leisure/transient and group production and dollar allocation
- ✦ Maximize exposure for the destination nationally and internationally with creative brand messaging communicated via a mix of paid, earned and owned media
- ✦ Evaluate and analyze economic impact results through a variety of new research tools.

LEADERSHIP ROLE IN SHAPING OUR TOURISM INDUSTRY

- ✦ Develop relationships and educate stakeholders on expanded economic impact and research methodology
- ✦ Work with board members to advocate and influence tourism industry issues
- ✦ Maintain and strengthen relationships with Hillsborough County Commissioners
- ✦ Continue to build on strong working relationships with the Mayor of the City of Tampa and all City Council members
- ✦ Increase interactions with Florida Governor's office, VISIT FLORIDA and Brand USA.

ACTIVATE THE BRAND

- ✦ Identify, engage and train a brand-activation team
- ✦ Communicate the Tampa Bay brand with messaging and visuals throughout all Visit Tampa Bay materials (web, print, collateral, presentation and sales efforts)
- ✦ Increase overall brand awareness and recall through advertising.

TAMPA BAY TRAVEL MARKET AT A GLANCE

20.8 Million

Visitors to Hillsborough County in 2014



20.3 Million
Domestic

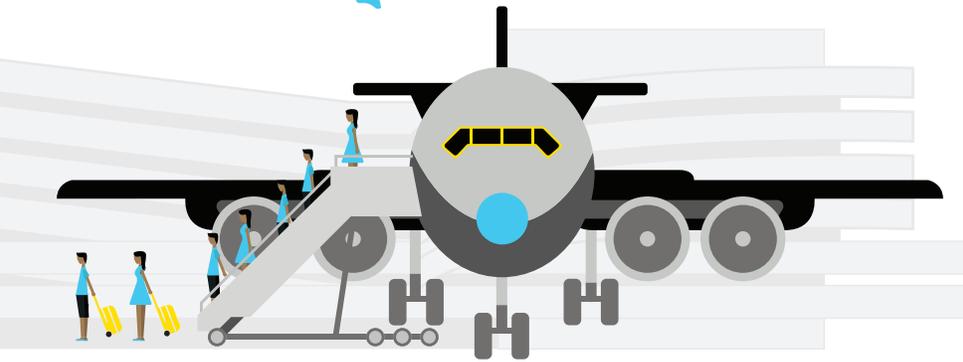
541,000
International

TOP DOMESTIC VISITORS



TOP INTERNATIONAL VISITORS

- CANADA
- UNITED KINGDOM
- GERMANY
- COLOMBIA
- BRAZIL



LESS WORK | MORE PLAY

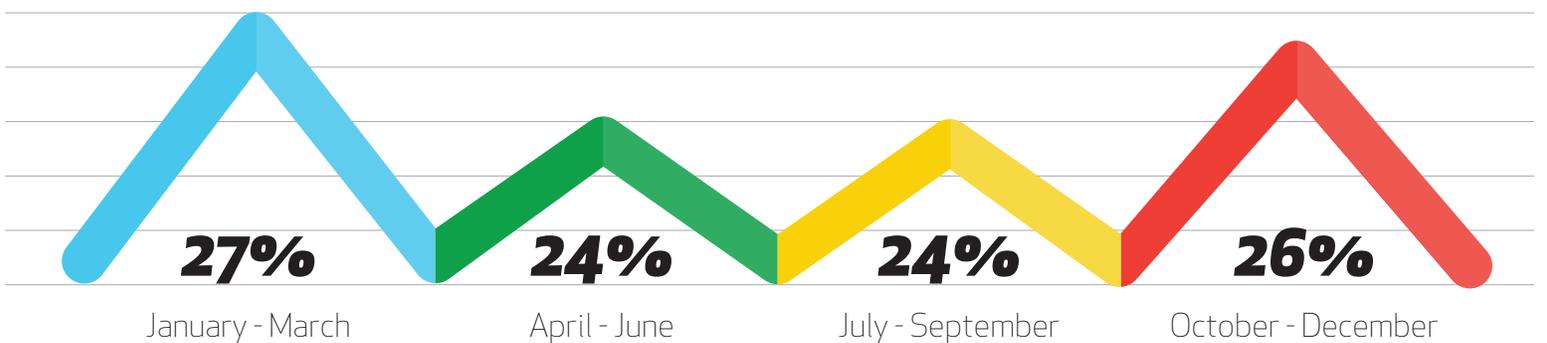


Leisure Travel
Accounted for **86%**
of Visitors with an
average expenditure
of **\$146** a person

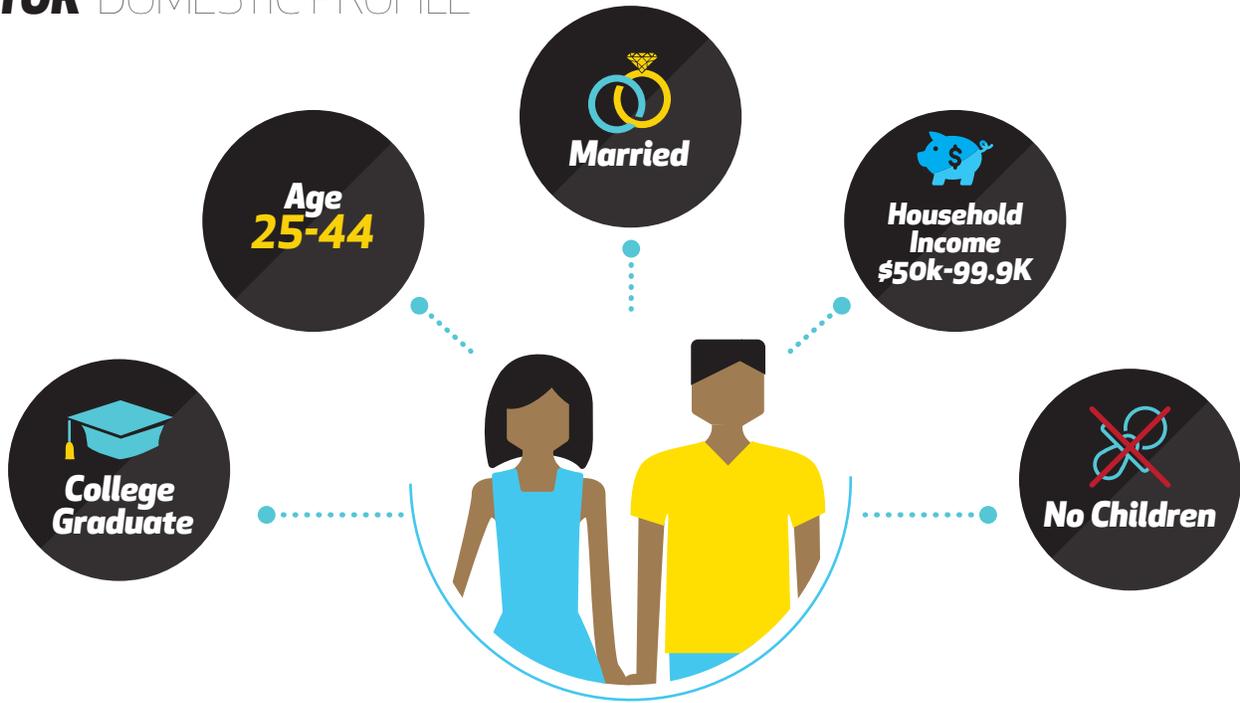


Business Travel
Accounted for **14%**
of Visitors with an
average expenditure
of **\$316** a person

SEASON OF TRIP



VISITOR DOMESTIC PROFILE



IN 2014 TOURISM TO HILLSBOROUGH COUNTY RESULTED IN...

47,000 Jobs
(29K Direct)

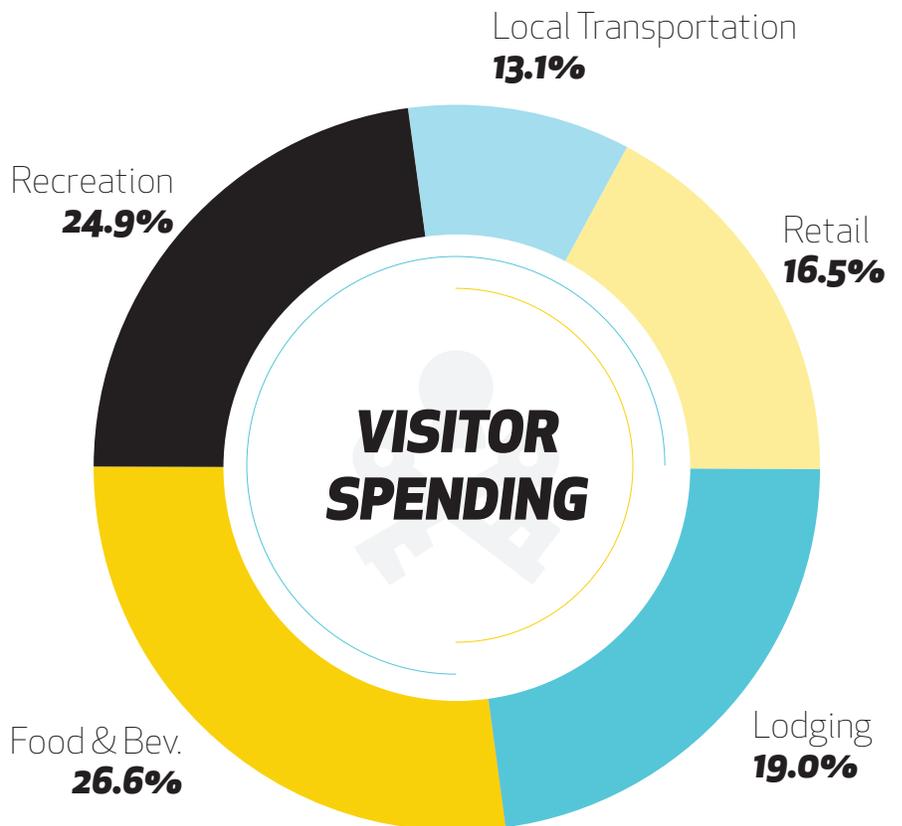
with

\$ 2 Billion
Associated Incomes

\$ 330 Million
State and Local
Tax Revenues

equivalent to

\$ 698
Per Hillsborough
County Household



2016 BOARD OF DIRECTORS



Ed Fandel
Chair
The Auto Club Group



Ron McAnaugh
Chair Elect
Tampa Marriott Waterside
Hotel & Marina



Bruce Narzissenfeld
Secretary/Treasurer
Tampa Electric Company



Ken Anthony
Immediate Past Chair
Affinity Insurance Agency



Santiago Corrada
President & CEO
Visit Tampa Bay

Ron Alicandro
Westin Tampa Bay

Jeff Antonaccio
McKibbon Hotel Management

Pam Avery
Holiday Inn Tampa Westshore Airport

Jim Bartholomay
Renaissance Tampa Hotel International Plaza

Rob Canton
Destination Development Strategies

Joe Collier
MainSail Development & Lodging

Jim Dean
Busch Gardens@ Tampa

Steve Griggs
Tampa Bay Lightning

Eric Hart
Tampa Sports Authority

Rob Higgins
Tampa Bay Sports Commission

Greg Horwedel
Hillsborough County Representative

Paul Joseph
Grand Hyatt Tampa Bay

Joe Lopano
Tampa International Airport

Ken Lucas
Retired/MOR-TV

Troy Manthey
Yacht StarShip Dining Cruises

Ray Mathews
State Farm

Bob McDonough
City of Tampa Representative

Bob Morrison
Hillsborough County Hotel/Motel Association

Bob Passwaters
Provident Advertising/Marketing, Inc.

Nabil Salloum
Hilton Tampa Downtown

Danielle Seaberg
Grand Events of Florida, LLC

Thom Stork
The Florida Aquarium

ADVISORY BOARD

Paul Anderson , Port Tampa Bay	Ken Hagan , Hillsborough County Commissioner	Bob Morrison , Hillsborough County Hotel & Motel Association
Paul Ayres , Center for Advanced Medical Learning and Simulation	Tom Haines , Epicurean	Rick Nafe , Tampa Bay Rays
Pam Barber , MOR-TV	Rick Hamilton , Tampa Convention Center	Chuck Pesano , Florida State Fair Authority
Greg Brooks , Marriott Courtyard Downtown Tampa	Chris Harrison , Shriners International	Lou Plasencia , The Plasencia Group, Inc.
Christine Burdick , Tampa Downtown Partnership	Eric Hart , Tampa Sports Authority	Dominic Provenzano , Tampa Airport Marriott Hotel
Dave Burton , Burton Holdings, LLC	Rob Higgins , Tampa Bay Sports Commission	Brian Richeson , Tampa Bay Rays
Paul Catoe , Retired, Visit Tampa Bay	Rick Homans , Tampa Bay Partnership	Bob Rohrlack , Greater Tampa Chamber of Commerce
Ronald Ciganek , USAmeriBank	Brian Killingsworth , Tampa Bay Buccaneers	Scott Rose , The Florida Aquarium
Frank Chillura , Mayor of Temple Terrace	Ann Kulig , Westshore Alliance	Brent Scarbro , Le Méridien
Bob Clark , Tampa Steel Erecting Company	Judith Lisi , David A. Straz, Jr. Center for the Performing Arts	Mary Scott , Retired, Tampa Marriott Waterside Hotel & Marina
Joseph Couceiro , Lowry Park Zoo	Joe Lopano , Tampa International Airport	Keith Sedita , Ulele
Charles Cumpstone , Retired, Shriners International	Rick Lott , Mayor of Plant City	Punit Shah , Liberty Group
Maryann Ferenc , Mise En Place	Dannette Lynch , Regional Director of FRLA	Bob Sharp , The Auto Club Group
John Fontana , Seminole Hard Rock Hotel & Casino Tampa	Sandy MacKinnon , MacKinnon Equipment & Services	Michael Tomor , Tampa Museum of Art
Arturo Fuente , Tampa Sweetheart Cigars	David Mechanik , Mechanik Nuccio Hearne & Wester, P.A.	Jeff Weinthal , Embassy Suites Tampa Downtown
Bill Giesekeing , Pepin Distributing Company	Mike Merrill , Hillsborough County Administrator	Gregory Yadley , Shumaker, Loop & Kendrick. LLP
Herb Gold , Retired	Chris Minner , Tampa International Airport	
Richard Gonzmart , Columbia Restaurant Group	Ed Miyagishima , Port Tampa Bay	

PAST CHAIR

1986-87	Tom duPont , duPont Publishing	2002-03	Michael Kilgore , Columbia Restaurant Group
1987-88	Charles Cumpstone , Retired	2003-04	Don McDaniel , Retired
1988-89	Joe Fincher , Retired	2004-05	Richard Gonzmart , Columbia Restaurant Group
1989-90	Shirley Ryals *	2005-06	Mary Scott , Retired
1990-91	Dennis O'Flannery *	2006-07	Greg Yadley , Shumaker, Loop, & Kendrick
1991-92	Hollis Powell , Retired	2007-08	Sandy MacKinnon , MacKinnon Equipment & Services
1992-93	Leonard Levy , Retired	2008-09	Sandy MacKinnon , MacKinnon Equipment & Services
1993-94	Emma Taylor , Retired	2009-10	Maryann Ferenc , Mise en Place
1994-95	Thom Stork , The Florida Aquarium	2010-11	Jim Bartholomay , Renaissance Tampa Hotel International Plaza
1995-96	Dick Russo , Russo Financial Group	2011-12	Ron Ciganek , USAmeriBank
1996-97	Bob Sharp , The Auto Club Group	2012-13	Jim Dean , Busch Gardens® Tampa
1997-98	Paul Catoe , Retired	2013-14	Pam Avery , Holiday Inn Tampa Westshore Airport
1998-99	Rene Bardel , The Arden Group	2014-15	Ken Anthony , Affinity Insurance Agency
1999-00	Herb Gold , Retired		
2000-01	Lou Plasencia , The Plasencia Group		
2001-02	Linda Westgate , Crescent Hotels & Resorts		

*Deceased

THANK YOU

Visit Tampa Bay would like to extend our heart-felt thank you to all our partners who make Tampa Bay the incredible destination it is. Whether you're an attraction, a hotel, a restaurant or a service provider, the work of promoting Tampa Bay as a vacation and meeting destination can't happen without you.

It has been a pleasure to work with you during this record-breaking year. We couldn't do our job without you.

We look forward to our continued partnership and growth as a destination.



Santitas *Charlma* *Imrie* *Ciana* *ODunham* *Stacy* *Janette*
Jennifer *Joyce* *OSam* *Josephine*
Sherril *Debbie* *Kevin* *Karen* *Lisa C.*
Katy *Brianna* *Lammy* *Breg.* *Jane*
Brittany *Maisel* *Jenny* *Cathy* *Alan* *Joan*
Lynette *Kare* *Brittany* *Jason* *Apiksha* *Chris* *Swan*
Gloria *Tiffany* *Karen* *Jason* *Apiksha* *Chris* *Swan*
Jessica *Patuck* *Ker* *Stacy* *Ally* *Maria* *Brittany C.*
Asley *Holly* *Stacy*