



For Immediate Release

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**Rob Price joins Visit Tampa Bay as leisure sales director
*Coming to Hillsborough County after 10 years with Visit St. Pete/Clearwater***

TAMPA (Dec. 22, 2014) – Rob Price is joining Visit Tampa Bay as director of leisure sales starting Jan. 5.

Price comes to Hillsborough County’s tourism agency after a decade as the senior sales manager for leisure travel at Visit St. Pete/Clearwater, Pinellas County’s tourism office.

Price has more than 18 years in the tourism industry. Before joining Visit St. Pete/Clearwater, he worked in sales for two of the Tampa Bay region’s top beachfront resorts. In 2014, he earned his Professional in Destination Management from the Destination Marketing International Association. He also holds a Certified Travel Associate designation from the Travel Institute.

“We are happy to have Rob joining us here at Visit Tampa Bay,” president & CEO Santiago Corrada said. “Rob has done outstanding work in Pinellas County. He has been our partner promoting the entire Tampa Bay region in places like Germany and Brazil. We look forward to him bringing his drive, experience and leadership to Visit Tampa Bay’s leisure team.”

Price steps into the post vacated by Shari Bailey, who left Visit Tampa Bay in November after 12 years to join Visit Florida as director of international sales and market development.

ABOUT VISIT TAMPA BAY

Visit Tampa Bay leads the effort of economic development through tourism. The mission of Visit Tampa Bay is to create vibrant economic growth for the Tampa Bay area by selling and promoting the Tampa Bay destination. The independent not-for-profit organization represents more than 700 businesses throughout the area and works to ignite interest for Visiting Tampa Bay.

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