



Unlock Tampa Bay with the latest news from Florida's hip, historic, urban tourism destination. With new hotels, amazing dining and thrilling attractions, the treasures of Tampa Bay are yours to discover! For more information and photography go to VisitTampaBay.com.

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Tampa Bay is "Built for Summer"

Visit Tampa Bay's summer campaign spreads the word to in-state visitors

Visit Tampa Bay launches its summer marketing campaign this week by reminding visitors across Florida that Tampa Bay is a place that's "Built for Summer."

The campaign focuses on the broad mix of things families can do in Tampa Bay's vibrant, urban setting: take a heart-stopping plunge on Falcon's Fury at Busch Gardens, dive with the sharks at The Florida Aquarium, splash in a redesigned water park at Tampa's Lowry Park Zoo or sail across space on a zipline at MOSI. And those are just for starters.

The campaign also invites in-state travelers to visit downtown's newly completed Tampa Riverwalk, where they can take to the water on water bikes, electric boats or paddleboards.

With the support of Tampa Bay's major attractions, Visit Tampa Bay is spreading its "Built for Summer" message across radio and TV, the Pandora online music channel and digital banners. The campaign is focused largely in the Orlando and Miami markets and encourages people in those markets to spend some time exploring Tampa Bay's unique blend of history, culture and urban life.

Santiago Corrada, president and CEO of Visit Tampa Bay said the "Built for Summer" campaign has grown out of the work his company has done to build Tampa Bay's brand in recent years.

"We want people in Orlando and South Florida to know that Tampa Bay offers a great mix of activities beyond what they may be used to at home. We want them to spend the day at our attractions, eat at

one of our fantastic restaurants then stroll the Tampa Riverwalk at dusk. On top of all that, we're a short quick drive to the Gulf's sugar sand beaches."

Visit Tampa Bay launches its "Built for Summer" campaign as it takes stock of winter and spring campaigns that produced record levels of hotel occupancy, tourism revenue and hotel bed taxes. Hillsborough County reported this month that April's Tourism Development Tax collections – derived from hotel room sales in March – hit \$3.4 million, an all-time record for the destination. April 2015's collections came in nearly 12 percent higher than April 2014, which was the previous record.

"So far this year, the numbers show that we've done a great job telling Tampa Bay's story to the rest of the country and to the world," Corrada said. "Now it's time to spread the word to our neighbors here in Florida – to remind them that Tampa Bay's mix of family fun, urban hipness and outdoor activities make us a natural choice for their next vacation."

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About Visit Tampa Bay

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a not-for-profit corporation 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.