For Immediate Release

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Visit Tampa Bay welcomes Lufthansa flights
Direct link to Frankfurt likely to expand region's foreign visitors

TAMPA (Nov. 13, 2014) – Visit Tampa Bay President & CEO Santiago Corrada joined community and business leaders from across the Tampa Bay region Thursday morning to welcome German airline Lufthansa to Tampa International Airport.

The airline will start flights between Tampa from its hub in Frankfurt on Sept. 25, 2015. Through Frankfurt, Tampa Bay will be linked to 147 cities in 65 countries around the world. Lufthansa is the fourth foreign airline to plant a flag in Tampa Bay since 2011.

Germany is Tampa Bay's third-largest international tourism market. In 2013, the most recent full-year data, Germans accounted for 11.6 percent of Tampa Bay's foreign visitors.

Corrada expects the ranks of German visitors to grow once they have direct flights to the region.

"This is another huge win for Tampa Bay," Corrada said. "It will go a long way toward showing visitors from Central Europe and around the world the treasures Tampa Bay has to offer. It will also help boost Tampa Bay toward our goal of $30 million in county bed taxes by 2018."

By reaching $30 million in hotel bed taxes, Tampa and Hillsborough County will join the ranks of Florida's eight high-impact tourism counties. That list includes Pinellas County along with Duval, Volusia, Orange, Osceola, Broward, Miami-Dade and Monroe counties.

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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