



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](http://VisitTampaBay.com).

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## **Visit Tampa Bay claims bragging rights with “Florida’s Most” campaign**

### ***Out-of-state marketing features diversity of Tampa Bay experiences***

TAMPA (Oct. 27, 2015) – Coming on the heels of Hillsborough County’s strongest tourism year on record, Visit Tampa Bay will launch the most ambitious marketing campaign in its history on Nov. 1, targeting travelers in major cities in the Midwest, Northeast and Texas, along with Canada, England and Germany.

The \$1.7 million “Florida’s Most” campaign lays claim to Tampa Bay’s bragging rights as the place that combines all the greatest Florida experiences in a single destination.

“Visitors come to the state looking for lots of different things – thrill rides, outdoor recreation, exciting history, creative cuisine, Cuban culture and craft beer. They find them all here in Tampa Bay,” said Visit Tampa Bay President and CEO Santiago Corrada. “On top of that, our unique set of attractions – including the Tampa Riverwalk and Gasparilla Season – guarantees that visitors go home with memories they can’t make anywhere else.”

Across the board, the “Florida’s Most” campaign will mix digital advertising, cable TV, billboards, print ads and radio.

In a major departure from previous marketing campaigns, “Florida’s Most ...” will run through June, shifting Visit Tampa Bay’s efforts away from a seasonal, fragmented approach to a consistent, year-round message that places all the destination’s assets under a single umbrella. An in-state campaign during the summer will focus on visitors from across Florida, with a focus on Jacksonville, Orlando and Miami areas.

“Our third-party marketing analyses show that visitors to Tampa Bay are fairly evenly spread out across the year,” said Patrick Harrison, vice president of marketing and communication. “We no longer have an

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off-season for visitors – a fact that truly plays to our strengths as a hip, urban destination. Whether people are coming for roller coasters, great food or craft beer, Tampa Bay is ready for them year-round.”

The “Florida’s Most” campaign was developed by Tampa-based PP+K Advertising. It targets Tampa Bay’s top domestic markets – Chicago, Detroit, Boston and Dallas – as well as top international markets in Canada, the United Kingdom and Germany.

“This is by far our biggest spend ever,” Harrison said. “We’ve gotten a tremendous return on investment from these markets in previous years. With the arrival of nonstop flights by Lufthansa, Air Canada adding new flights from Montreal, and the return of the German cruise ship AIDAvita, Tampa Bay continues to raise its profile in the world as the hip, urban heart of Florida’s Gulf coast.”

Visit Tampa Bay’s new campaign builds on a growing string of superlatives. During the past year:

- *Money* magazine named the Tampa the [top city in in the Southeast](#), partly because of cultural landmarks like the Tampa Theatre and the success of events like 2014’s International Indian Film Academy awards.
- Readers of *USA Today* voted Tampa Bay the No. 2 craft [beer destination in the country](#).
- Tampa International Airport was chosen as the No. 2 airport in the country and No. 5 in the world [for customer service](#). It was even voted the top U.S. airport experience for stranded flyers who find themselves [sleeping in the airport](#).
- Busch Gardens Tampa was named among the [top theme parks in the world](#) by TripAdvisor.
- WalletHub ranked Tampa Bay among the country’s [most affordable foodie cities](#).

“This is a tremendous time to be in the tourism business here in Tampa Bay,” Corrada said. “Years of public and private investment have created a vibrant region that has taken its place among the best tourism destinations in the country and the world. That reputation will only grow with the billions of dollars in new investment on the horizon for the Channel District, Port Tampa Bay and Tampa International Airport.”

Visit Tampa Bay launches “Florida’s Most” a few days after the company marks its 30th anniversary Oct. 28. Visit Tampa Bay closed Fiscal Year 2015 on Sept. 30 having produced \$26.8 million in Tourist Development Tax revenue for the county, the second record year in a row.

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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.