



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/media-room.

Visit Tampa Bay wins top honors for relaunched website

U.S. Travel Association names it “Best Destination Website”

TAMPA (Sept. 21, 2016) – Following a string of recent state and industry accolades, Visit Tampa Bay has been honored with a national award for Best Destination Website (www.visittampabay.com) at this year’s meeting at ESTO, U.S. Travel Association’s Educational Seminar for Tourism Organizations held in Boca Raton.

“It’s a tremendous honor to have our nation’s top tourism group recognize the quality of Visit Tampa Bay’s online window on the world,” said Santiago Corrada, President & CEO of Visit Tampa Bay, which markets Hillsborough County tourism. “Visit Tampa Bay’s redesigned website has become a key touchpoint for vacationers, meeting planners and media alike.”

Visit Tampa Bay’s mobile-first responsive website was overhauled over the past twelve months to upgrade content, visual appeal and ease of use. The online home provides a one-stop shop for visitors planning trips to Hillsborough County and the broader Tampa Bay region. Through the site, visitors can book hotel rooms, buy CityPASS tickets to the region’s top attractions, explore a detailed calendar of events and keep up to date on the destination through the blog.

Another important feature of the site is the Story Hub, an extensive collection of destination stories created for Visit Tampa Bay by Arizona-based Madden Media. The stories, written by both local and visiting writers, give visitors a deeper understanding and different perspectives of what it’s like to join the fun at Tampa Bay’s landmark [Gasparilla Pirate Invasion](#), discover [deeply rooted Cuban culture](#) in Ybor City, and sample the [spectrum of craft beers](#) that has made the region a leader in that industry.

For More Information, contact:

Cris Duscheck, cduscheck@visittampabay.com or (813) 342-4052
Kevin Wiatrowski, kwiatrowski@visittampabay.com or (813) 218-3894

“We write real stories,” said Howard Tietjen, a partner with Madden Media. “Travel enriches our lives, and our stories help readers picture themselves discovering the trove of experiences available in Tampa Bay, a destination rich with history, culture and adventure.”

Visit Tampa Bay was among 14 destinations honored for their tourism marketing efforts – one of four from Florida. Greater Fort Lauderdale, The Beaches of Fort Myers & Sanibel Island, and Naples, San Marco Island and the Everglades were the others. Other destinations honored by ESTO included San Diego; Portland, Oregon; Huntington Beach, California; Philadelphia; and Dallas.

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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.

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