



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.

Count the ways: Visit Tampa Bay launches summer campaign

In-state marketing numbers the Countless Ideas & Endless Fun waiting for visitors

TAMPA (May 22, 2017) – Planning a road trip this summer? Tampa Bay has 660 ways to experience the water waiting for you. Looking for more? Try getting to know some of our 13,200 furry friends (another 20,000 aquatic amigos are waiting underwater). And when you're hungry, tempt your taste buds with 688 culinary creations.

Visit Tampa Bay's in-state marketing campaign this summer challenges visitors to sample the Countless Ideas and Endless Fun to be found in Florida's most diverse destination. Anyone looking for an authentic Florida experience will find 131 years of Cuban history (and many thousand hand-rolled cigars) in historic Ybor City. Then there's the 2.4-mile Tampa Riverwalk, home to ancient and modern art, architectural icons, and the Sail Pavilion – the Number 1 dog-friendly bar in the country, according to USA Today.

"Every single day, Tampa Bay offers visitors a multitude of options for family activities and adventures," said Santiago C. Corrada, president and CEO of Visit Tampa Bay. "With new dining experience, new cruises to Cuba, and new attractions, this is also a great place to base yourself to explore the Gulf Coast."

Developed with the help of Clearwater-based FKQ Advertising + Marketing, Visit Tampa Bay's summer campaign includes 15- and 30-second spots on cable and broadcast TV, along with videos on GSTV and billboards in Orlando, Miami, Jacksonville and Fort Myers. For the first time, Visit Tampa Bay is targeting Spanish-speaking audiences in Orlando and South Florida as well.

"Tampa Bay has one of Florida's oldest and most dynamic Spanish-speaking communities. On top of that, our 131-year relationship with Cuba enhances our status as a must-see destination for Spanish-speaking travelers," Corrada said.

The summer campaign follows a successful national campaign that featured Tampa Bay's waterfront activities, top-ranked restaurants and growing national reputation as Florida's hub for craft brewing. During that campaign, Visit Tampa Bay became the first Destination Marketing Organization to use New York City's LINC and digital coat check system for marketing. During its current budget year, Visit Tampa Bay has reported record visitation for six of the last seven months.

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About Visit Tampa Bay

The hip, urban heart of Florida's Gulf coast beats in Tampa Bay. Visit Tampa Bay encourages adventurous travelers to unlock sun, fun and culture in Florida's most diverse travel destination. We are a not-for-profit corporation that works with 800 partners to tell the world the story of Tampa Bay. Treasure awaits.

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