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Kathryn Morgan is new D.C. rep for Visit Tampa Bay

Position will bring association, corporate, and federal government meetings to Tampa Bay

TAMPA (May 31, 2017) – Veteran convention sales manager **Kathryn Morgan** (photo attached) has joined Visit Tampa Bay as Regional Account Director based in Washington, D.C.

In her new role, Morgan promotes Tampa Bay as a meeting destination to meeting planners and organizations in the Mid-Atlantic region (Virginia, Maryland, District of Columbia), including 16,000 professional associations, corporations, social/fraternal/religious groups, and the federal government.

Over the past three years, the Mid-Atlantic market has sent 130 groups worth \$62.5 million in economic impact to Tampa Bay – a figure that includes 165,383 overnight stays in local hotels. The biggest of those gatherings were the American Society of Microbiology (\$4.3 million), National Defense Industrial Association (\$2.8 million), and the American Association of Colleges for Teacher Education (\$2.6 million).

Morgan comes to Visit Tampa Bay after several years as the D.C.-based representative for Visit Indy and, before that, for San Jose Convention and Visitors Bureau.

"We are thrilled to have Kathryn join the Visit Tampa Bay team," said Santiago C. Corrada, President and CEO of Visit Tampa Bay. "Her extensive experience and deep connections in the Mid-Atlantic market will further increase Tampa Bay's reputation as a convenient, entertaining meeting and convention destination for thousands of organizations based in or near the nation's capital. She is a huge asset for our community."

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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 company that works with nearly 800 industry and corporate partners to tell the world the story of Tampa Bay. Treasure awaits.

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