



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](http://VisitTampaBay.com/media-room).

## Visit Tampa Bay plants a flag at MCO for the summer

*Smooth take-off for "Florida's Most" tempts visitors to explore beyond Orlando*

*theme parks and expands reach into Spanish-language communities in South Florida*

TAMPA (May 1, 2018) – While they wait for their bags at Florida's busiest airport, visitors from across the U.S. and Europe will get a simple message: visit Tampa Bay.

For the first time, Visit Tampa Bay has planted its "Florida's Most" flag around the luggage carousels at Orlando International Airport (MCO), teasing millions of visiting families with the hip, urban experiences lying just beyond Central Florida's theme parks.

This year's in-state campaign, which runs April through July, also expands Visit Tampa Bay's reach to Spanish-speaking visitors from Central and South Florida by working with important influencers.

"Launching our in-state campaign with high-visibility branding at Orlando International Airport puts Tampa Bay's sparkling waterfront and dynamic vibe in front of hundreds of thousands of American and European visitors taking their holidays in Florida," said Santiago C. Corrada, President and CEO of Visit Tampa Bay. "We want to tempt them to get beyond theme parks to sample the unique blend of experiences just a few miles down I-4."

The award-winning "Florida's Most" campaign continues to build Tampa Bay's reputation as a premier vacation destination for families of South Florida, Fort Myers, Jacksonville, and Orlando. FKQ Advertising + Marketing of Clearwater designed and managed this year's campaign. The campaign runs year-round online, managed by Madden Media.

Through a mix of top local television (Miss Deco Drive in Miami), premium video, high-visibility billboards and GSTV, and digital marketing, the campaign will cover nearly 2 million households and create 54 million impressions across the state.

Visit Tampa Bay's 2107 in-state marketing campaign generated 38,300 visits and \$27 million in revenues that would not have happened without it, according to marketing analyst H2R Research. The return on the investment for the campaign came to \$72.

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This year's campaign tells the story of Tampa Bay through experimental new visuals that make the audience part of the action – riding on a paddleboard or splashing in The Florida Aquarium's new waterpark – and an improved, Spanish-language version of Visit Tampa Bay's iconic "Florida's Most" badge. [Visuals are available here.]

"Relying heavily on independent analysis and industry metrics, Visit Tampa Bay continues to build our brand within the state of Florida," said Patrick Harrison, Visit Tampa Bay's Chief Marketing Officer. "All of our decisions in this campaign were tailored using carefully calculated data to get the most effective spend possible. We were excited to break new ground at MCO and with Spanish speakers through new media and new venues."

This year's in-state campaign will include in-market visits by Visit Tampa Bay's partners, including ZooTampa at Lowry Park, The Florida Aquarium, Tampa Bay History Center and others to promote the destination on local TV programs. The campaign also includes visits to Tampa Bay by on-air radio personalities from Orlando, including WXXL-FM morning hosts Laura Diaz and Brian Grimes.

"Tampa Bay's blend of culture, history, and family-friendly attractions makes it a great spot for visitors looking for an adventure a short drive from home," Corrada said. "This campaign puts our many treasures front and center in front of potential visitors where they live – on their commute, in their sports venues and on their cable TV stations. We want them to discover all that this beautiful waterfront community offers to guests."

In-state visitors to Hillsborough County helped contribute nearly \$6 billion to the local economy and supported nearly 50,000 jobs, according to industry analyst Tourism Economics. The impact of tourism extends far beyond hotel rooms and restaurants to impact everything from grocery stores to gas stations.

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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 our trove of unique treasures. We are a not-for-profit corporation that works with more than 800 partners to tell the world the story of Florida's most diverse destination.

Treasure awaits.

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