



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](https://www.visitTampaBay.com/media-room).

Visit Tampa Bay Launches New Online Destination Training

Travel agents & tour operators become experts in the treasures of Tampa Bay

TAMPA (October 10, 2018) – Travel agents and tour operators around the world can now discover the trove of exciting adventures awaiting their clients in Tampa Bay as they plan their next Sunshine State getaway.

Visit Tampa Bay has launched its first online training module to introduce travel professionals to the hip, urban heart of Florida's Gulf coast. The training is now live at <https://www.onlinetraveltraining.com/free-courses/providers/tampabay> or <https://www.visittampabay.com/travel-professionals/>. The training comes in English and Spanish.

“With new flights from Europe and Canada, international travelers are an important and growing part of Tampa Bay's visitors each year,” said Santiago C. Corrada, President & CEO of Visit Tampa Bay. “This training is a vital part of marketing Florida's Most dynamic destination to key influencers in the decision-making process. The more familiar agents and tour companies are with Tampa Bay's mix of experiences the better they can help clients looking authentic Florida adventures find what they want here in the hip, urban heart of the Gulf coast.”

UK-based OTT Inc., the most respected source in online travel training, hosts the training, which includes units highlighting Tampa Bay's unique blend of culture, history, attractions, and fun. More than 190,000 travel professionals used OTT modules to keep current on destinations around the world.

“We reviewed a number of training systems used by other destination management organizations across Florida and loved what we saw with OTT,” said Rob Price, Director of Tourism Development for Visit Tampa Bay. “The dynamic platform creates an immersive experience filled with rich content that's available globally to showcase the treasures that await here in Tampa Bay.”

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About Visit Tampa Bay

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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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