



PARTNERSHIP

BENEFITS & SERVICES

VISIT



TAMPA BAY

TREASURE AWAITS



WHO WE ARE

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a private, 501 (c)(6) organization that works with more than 700+ partners to tell the world the story of our home – the hip, urban heart of the Gulf Coast of Florida.

TOURISM IN TAMPA BAY

The tourism industry is a significant driver of Hillsborough County's economic development. The \$3.5 billion in visitor spending supports a total of \$5.4 billion in sales revenue across the county which supports more than 47,000 jobs with associated incomes of over \$2 billion. Aside from jobs and income, Hillsborough County residents benefit from tourism due to the \$329 million it generates in state and local taxes.

OUR MISSION

To create vibrant economic development for our community by collaboratively increasing visitation to Tampa Bay.



PARTNER EXCLUSIVE RESOURCES

TAP INTO A \$3.5 BILLION MARKET

Tourists and convention attendees bring big money to the Tampa Bay region. Visit Tampa Bay can help you to capitalize on the tourism market, gain a key advantage over your competitors and access partners-only benefits.

SALES LEADS, REFERRALS & SHOWCASE OPPORTUNITIES

- Based on meeting planner requests for hotel rooms, sales leads are distributed to partner hotels whose facilities best meet the requirements of the group.
- Our Convention Services Department sends e-leads and e-referral notifications to Partners, based on specific meeting planner requests for local supplier information, products and services.
- Receive exclusive access to up-to-the-minute updates on bookings, leads and promotional activities.
- Partners interested in the leisure group market receive e-leads and e-referral notifications based on specific client requests for lodging, attractions, dining, shopping, entertainment and more.
- Only Partners are invited to participate in Visit Tampa Bay familiarization tours (FAMs), site visits, trade shows and sales missions with associations, meeting planners, motor coach companies and tour operators.

CONVENTION CALENDAR

Access to our confidential convention calendar on the Partners Only section of our website, [VisitTampaBay.com/Extranet](https://www.visittampabay.com/extranet), provides valuable information on upcoming meetings and conventions, along with meeting planners' contact information so you can proactively market your products and services to them.



PARTNER AWARENESS

PUBLICATIONS & WEBSITE

PARTNERS RECEIVE:

- Detailed listing on our website, VisitTampaBay.com
- If applicable, listing in the annual edition of our **VISIT TAMPA BAY OFFICIAL VISITORS GUIDE** - Tampa Bay's official tourism promotion magazine
- If applicable, listing in the annual edition of our **DINING & NIGHTLIFE GUIDE**, an in-market publication promoting the area's dining & nightlife options

PROMOTIONS & CONSUMER EXPOSURE

- Partner with Visit Tampa Bay on consumer radio, TV and print promotions in key feeder markets to expand your marketing efforts
- Brochure placement in Visit Tampa Bay's Visitor Center (located in Channelside Bay Plaza), where nearly 33,000 walk-in visitors are serviced annually
- All partners receive 15% discount at Visitor Center

MEDIA EXPOSURE

- Opportunity to participate in Visit Tampa Bay press tours and other media activities, where applicable
- Submit information and story ideas to Visit Tampa Bay's public relations department for promotion and possible editorial inclusion in articles, publications and press releases
- Access Visit Tampa Bay's media lists, image library and other PR assistance
- Opportunity to promote your company's events, specials and offers through Visit Tampa Bay's social media outlets, including Facebook, Twitter, YouTube and blogs





PARTNER ENGAGEMENT BENEFITS

NETWORKING & LOCAL BUSINESS DEVELOPMENT OPPORTUNITIES

Connect with 700+ Partners at one of our many partnership events held each year:

- **Business by the Bay**, monthly after hours networking events
- **Hospitality Partner Meetings**
Monthly breakfast meetings hosted by our Sales Department to update our partners on marketing information, production reports, action plans, future pace and opportunities with our partners
- **Partnership 101 Orientations**, Hosted quarterly
- **Partnership 201: Unlock Meeting & Convention Business**, Hosted quarterly
- **Educational LOL's (Learn Over Lunch)**, Hosted quarterly
- **Annual Tee Off for Tourism Golf Tournament**, April
- **National Travel & Tourism Week**, May
National Travel & Tourism Week Luncheon
Tourism Gives Back Service Project
- **Annual Business Meeting & Luncheon**, October



ADVERTISING & MARKETING OPPORTUNITIES

- Preferred advertising rates for Partners in our publications and on the website
- Visit Tampa Bay e-newsletter advertising opportunities to various audiences:
 - Local community
 - Meeting planners
 - Consumers
- Visitor Information Center advertising opportunities on walls and/or windows
- Partner with Visit Tampa Bay on multi-million dollar consumer advertising campaigns
- Partnership list for promotional mailings

