



# PARTNERSHIP

BENEFITS & SERVICES





# WHO WE ARE

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**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 750+ 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 \$3.6 billion in visitor spending supports a total of \$5.6 billion in sales revenue across the county which supports more than 48,000 jobs with associated incomes of over \$2.1 billion. Aside from jobs and income, Hillsborough County residents benefit from tourism due to the \$347 million it generates in state and local tax revenues.

## **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, listed 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
- 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 750+ 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)**
- **Annual Tee Off for Tourism Golf Tournament**, April
- **National Travel & Tourism Week Luncheon**, May
- **Tourism Gives Back Service Project**, June
- **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
- Partner with Visit Tampa Bay on multi-million dollar consumer advertising campaigns



For additional information,  
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