



TAMPA BAY

TREASURE AWAITS

**EVOLVING PARTNERSHIP MODELS:
STRENGTHENING COMMUNITY AND
INDUSTRY SUCCESS**

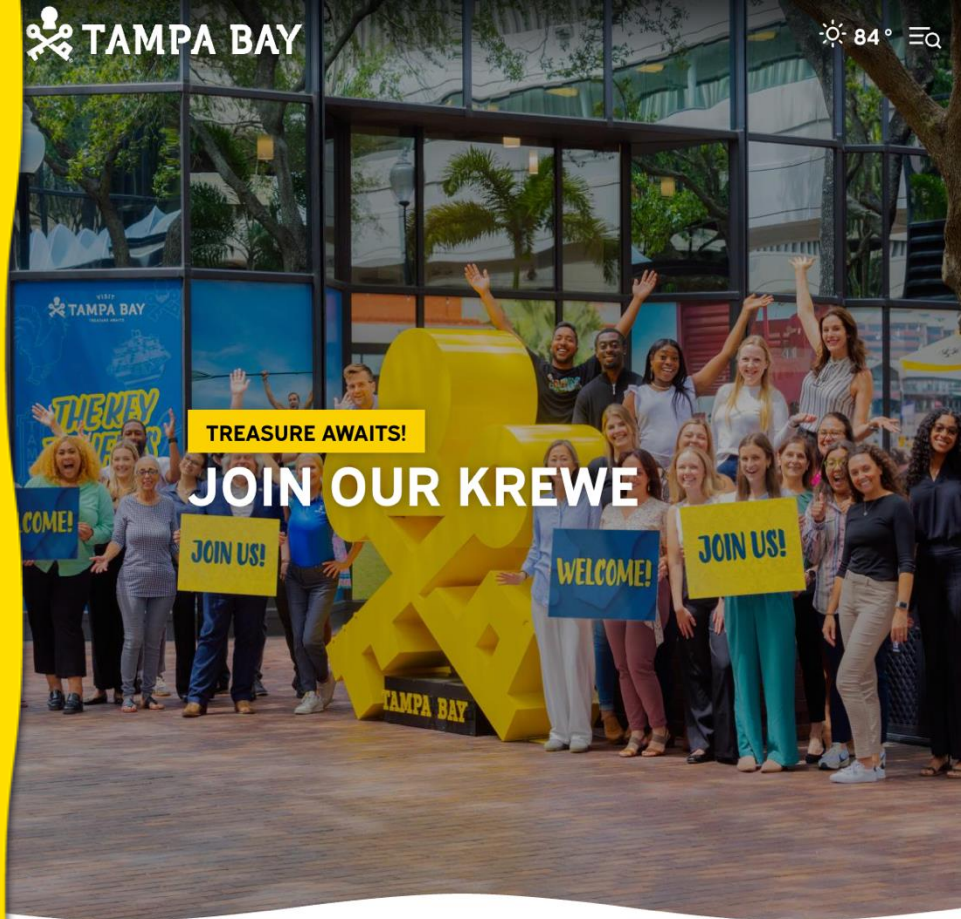


SANTIAGO C. CORRADA
PRESIDENT & CEO
VISIT TAMPA BAY

EVOLVING PARTNERSHIP MODEL

VISIT TAMPA BAY'S APPROACH

- Now 1,000+ Partners
 - From local network to scaled ecosystem.
 - Built for growth, impact, and reach.
 - Foundation for internal and external expansion.



TREASURE AWAITS!
JOIN OUR KREWE

VISIT TAMPA BAY

PARTNERSHIP

Just like our vibrant city, we offer a variety of unique partnership opportunities. By tailoring our approach to fit each partner's specific needs, we ensure that every collaboration is rewarding and impactful.

[PARTNER EXTRANET LOGIN →](#)



CELEBRATING 1,000 PARTNERS



FOUNDATION

BUILT ON HOSPITALITY

- Originally hotel and tourism focused.
- Core partners drove early growth.
- Strong base to build broader relationships.



EXPANSION BEYOND HOSPITALITY

- **School system partnerships** supporting workforce pipeline.
- **Our role in workforce development:**
 - Leverage relationships to connect schools, partners, & businesses.
 - Advocate for partners industries, including associations.
 - Act as a bridge between students and career pathways.



EXPANSION

BEYOND HOSPITALITY

High schools in Hillsborough County offer a
Travel and Tourism certificate program

- Prepares students for careers in Florida's hospitality and tourism industry.
- Offers behind-the-scenes exposure to the sector and its career opportunities.
- Opens pathways to roles across hotels, restaurants, retail, sports, film, cruise, airlines, airports, and associations.
- Visit Tampa Bay supports the program through funding and mentorship.



EXPANSION BEYOND HOSPITALITY

- Partner with UTampa and USF to connect students with the tourism industry.
- Create hands-on experience through internships at Visit Tampa Bay.
- Support students' recognition through honor society engagement and gifts.
- Bring destination work into the classroom through case studies and applied learning.
- Strengthen the pipeline between higher education and future industry talent.



STUDENT & TEACHER HONOREES



WELCOME

TO THE TOURISM ACADEMY

at Hillsborough High School

VISIT



TAMPA BAY
TREASURE AWAITS



EXPANSION BEYOND HOSPITALITY



Ya La'ford



Hillsborough
County Florida
Arts Council

TAMPA Arts
ALLIANCE

City of
Tampa
Florida

STRATEGIC GROWTH

BUILDING THE DESTINATION

Examples of Visit Tampa Bay's Leadership:

- **MICHELIN Guide Partnership** – Elevating culinary tourism
- **Don't Buy It Tampa Bay**– Leading regional human trafficking training & awareness
- **Destination Development Studies** – Data-driven community planning
- **Economic Development Council** – Make It Tampa Bay



DON'T BUY IT TAMPA BAY

SHIFT TO VALUE-DRIVEN ENGAGEMENT

A MORE CONSISTENT MODEL

- Growth partnership levels creating tiered value.
- Business by the Bay driving partner visibility.
- Engagement opportunities beyond listings.
- Ongoing partner events and activations.
- Education and communication touchpoints.
- Strong, consistent partner relationships.



EVERYDAY CHAMPIONS



★ **THANK YOU**
TO THESE TOURISM INDUSTRY CHAMPIONS! ★



SALES & MARKETING INTEGRATION

PARTNER-HOSTED EXPERIENCES



CONVENTION OUTLOOK

UPCOMING CITYWIDE AND MAJOR MEETINGS

Visit Tampa Bay Convention Calendar

May 01, 2026 - May 31, 2026

May
1 - 3

Revel Dance Convention LLC

REVEL Dance Tampa Second Event 2026-DGNF9MYJ429 D6NXFFHLZ3G
Current Sales Manager: Olivia Belliveau
Service Rep: Thomas Harper
Christian Clark - Director, Global Accounts
101 W Beach Pl APT 1113
TAMPA, FL 33606-2334
Phone: (813) 563-4249
Fax:-
Email: christian@dancerevel.com

Date Booked: 01/20/2025

Room Nights: 462

Peak Rooms: 172

Attendance: 400

Location: Hotel

HQ Hotel: Saddlebrook Resort - Tampa

PARTNER PERSPECTIVES

VOICES BEHIND THE COLLABORATION



CO-CREATED BRAND STORY

EMBRACE YOUR
WILD SIDE



Busch Gardens TAMPA BAY

Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

VACATION WITH
FLYING COLORS



Zoo Tampa AT LOWRY PARK

Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

DIG INTO NEW DISCOVERIES



Glazer Children's Museum

Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

CLOSER THAN YOU THINK



THE FLORIDA AQUARIUM

Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

OUT OF THIS WORLD



MOSI KEEP DISCOVERING

Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

STRAZ CENTER
CUE THE APPLAUSE



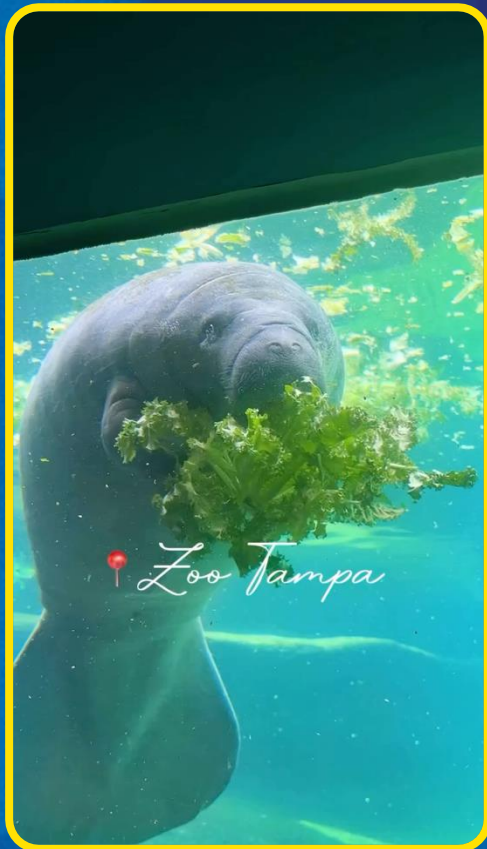
Go and you'll know > [VisitTampaBay.com](https://www.VisitTampaBay.com)

TAMPA BAY

Tara Jurebauer as Catherine Parr in the North American Tour. Billie Company of SIK. Photo by Jean Marcus. ©2023

CREATOR COLLABORATIONS

BRING PARTNER STORIES TO LIFE



Zoo Tampa

@carolinagrabova



Visit Tampa Bay
from Pancake's POV

Check-In
📍 Hotel Haya

@it_is_a_pancake_life



You can't come to Florida
and skip THIS place.

@thehockingadventurebus

BEYOND EXPANDING THE ECOSYSTEM

- ESTO / Destinations International thought leadership presence.
- Local board involvement expanding influence.
- Extending Tampa Bay's brand beyond the destination.



COMMUNITY RELATIONSHIPS MATTER

- Active roles on boards & tasks forces.
- Strong ties with community & arts organizations.
- Influence in shaping the destination's future.

**Local relationships help us
open doors for your events**



INDUSTRY AND COMMUNITY ENGAGEMENT

T A M P A B A Y
PARTNERSHIP

TAMPA BAY ECONOMIC
DEVELOPMENT
COUNCIL

 **TAMPA BAY
CHAMBER**

 Hillsborough
County Florida

 Tampa
International
Airport




HCHLA
HILLSBOROUGH COUNTY
HOTEL & LODGING
ASSOCIATION


TAMPA
CONVENTION CENTER

FRIENDS OF
THE TAMPA
**RIVER
WALK** 

 **THE
PLASENCIA
GROUP**
Passion. Access. Certainty.

 **FILM**
TAMPA BAY


WESTSHORE
ALLIANCE


TAMPA
DOWNTOWN PARTNERSHIP

 **SPORTSAUTHORITY**

OFFICE ROOM MATES



GAMEDAY. EVERY DAY.



FILM
TAMPA BAY



**Tampa
Bay**
Trade & Protocol

FRIENDS OF
THE TAMPA
RIVER
WALK



HCHLA
HILLSBOROUGH COUNTY
HOTEL & LODGING
ASSOCIATION

TAKEAWAY

A MODEL DMOs CAN APPLY

- **Start with strong internal alignment:** Build value-driven partnerships and integrate across sales & marketing.
- **Expand beyond traditional tourism:** Engage community business, and non-traditional partners.
- **Scale with purpose:** Focus on shared impact, storytelling, and long-term growth.





TAMPA BAY
TREASURE AWAITS

THANK YOU!

