



READY TO PLAY

Tampa Bay's Resilient Comeback
Through Strategic Marketing

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Visit Tampa Bay



SETTING THE TONE WITH EMPATHY

- Florida's tourism industry faced significant challenges due to back-to-back storms
- Tampa Bay remained open and ready, while supporting our neighbors in recovery
- Promoting Tampa Bay responsibly while being mindful of impacted regions



THE CHALLENGE & THE OPPORTUNITY


- Misconceptions about storm impact
- Tampa Bay was open, but public perception suggested otherwise
- Opportunity to reshape the narrative and attract visitors

Tampa Bay Times NEWS SPORTS OPINION LIFE & CULTURE FOOD Obituaries Classifieds

NEWS / WEATHER / HURRICANE

13 days, 2 hurricanes, and incalculable anxiety in Tampa Bay

Hurricane Helene hit Florida on Sept. 26. Milton followed Oct. 9. This is how it felt.



Julian Lago, 7, crosses the flooded street in front of his house Friday near Lake Maggiore in St. Petersburg after Hurricane Milton hit south of Tampa Bay. (DINK SHADO / Times)

By Christopher Spata Times staff
Published Oct. 13, 2024 | Updated Jan. 22

We were still mucking the floors and ripping out drywall when we saw the first forecast.

The National Hurricane Center released the graphic, an ugly white blob over the Gulf of Mexico, at 11 a.m. last Saturday. It reached us via texts from our cousins and alerts from the local news or guys showing us their phone screen in line at Publix.


Hurricane Helene had lashed Tampa Bay eight days earlier. You could

a Bay Times NEWS SPORTS OPINION LIFE & CULTURE FOOD Obituaries Classifieds

NEWS / WEATHER / HURRICANE

It's been 6 months since hurricanes Helene and Milton. How is Tampa Bay doing?

Felled trees are still being tallied, homes are still being inspected and permits are still being filed. Here are some metrics for where we stand.



injured man stands at a gate near the Dunedin Marina pier Feb. 13, 2025. The pier sustained major damage due to Hurricane Helene. (URS / Times)

By Teyhan Simonton Times staff
Max Chesnes Times staff
Jack Prator Times staff
Michaela Mulligan Times staff

Published April 9 | Updated April 9


In the wake of the 2024 hurricane season, thousands of Tampa Bay homes were damaged or destroyed, innumerable residents displaced and more than two dozen people killed. Hurricanes Helene and Milton struck 13 days apart. Six months after Milton, the second of those monster

Tampa Bay Times

NEWS / WEATHER / HURRICANE

For Tampa Bay, Helene was the worst storm in a century

It's been 103 years since the famed 1921 direct hit.



Beach Boulevard S in Gulfport remained flooded early in the morning of Sept. 27, 2024, hours after the peak of storm surge caused by Hurricane Helene. (LAUREN PEACE / Tampa Bay Times)

By Langston Taylor Times staff
Ivy Nyayieka Times staff
Shreya Vuttaluru Times staff
Jack Prator Times staff

Published 1 hour ago

Tampa Bay's regulars — our barkeeps, retirees, refugees — all had the same reaction this week in the aftermath of Hurricane Helene, no matter what part of



TAMPA BAY'S STRATEGIC RESPONSE

- \$1.6M investment in a targeted marketing campaign
- Focus on real-time, event-based media that could reach our audience immediately
- Emphasize that Tampa Bay is ready and eager to welcome visitors
- Use active, optimistic language, and avoid references to reconstruction
- Speed to market was imperative to mitigate long-term impact
- Stand out in the marketplace



RECOVERY CREATIVE PLATFORM

VIDEO SUPERS

Tampa Bay Is:

- Ready to Play
- Ready to Thrill
- Ready to Dine
- Ready to Explore
- Easy Vibes
- Adventure Ready
- Find yours in Tampa Bay

LEISURE HEADLINES

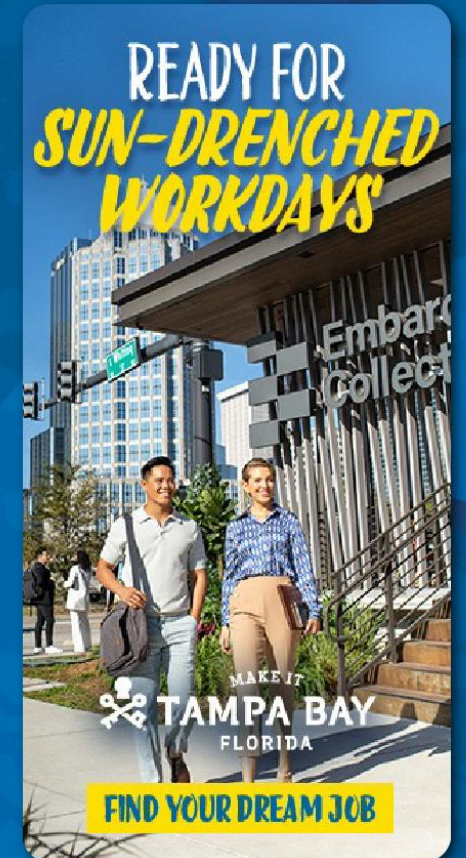
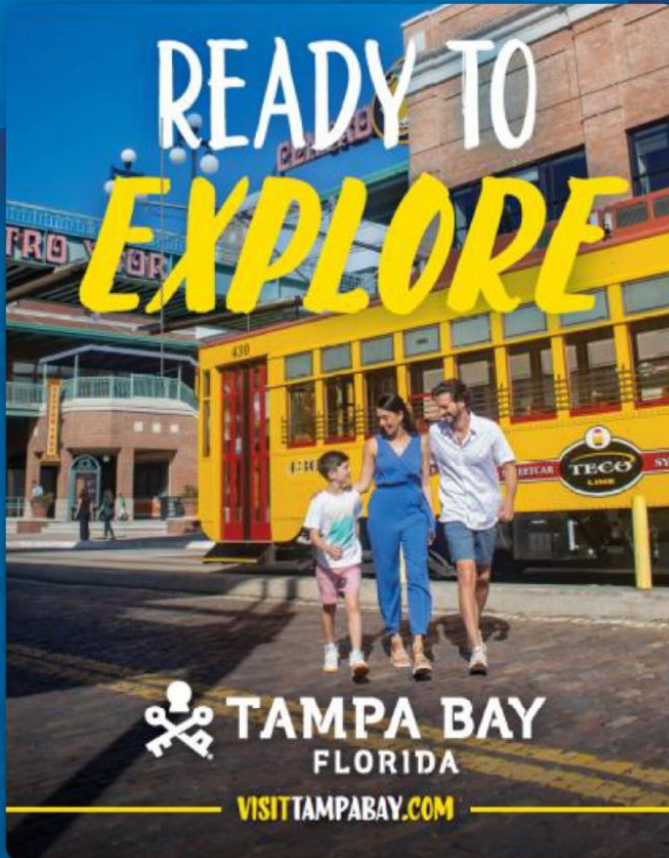
- Ready to Play
- Ready for Adventure
- Ready to Relax
- Ready to Thrill
- Ready to Dine / Ready to Savor
- Ready to Cheer

MEETINGS HEADLINES

- Ready to Engage
- Ready to Connect
- Ready to Inspire

CONCEPT INTEGRATION

Unified messaging aligned with **Ready to Play**



BRAND VIDEO CREATIVE

Ready to Play

READY
TO PLAY

MEGA INFLUENCERS

@pictureperfectluis



@kristinacors



@twooutsiders



@goanniewhere



@staysandgetaways



2M+ impressions, 1.5M+ video views, 16k clicks
Achieved 286% of goal for impressions and clicks
Achieved 325% of goal for video views

HOPPER/TRIPSCOUT INFLUENCER

Harnessing the power of the Tripscout Network to target high-intent travelers with a mix of destination and interest-based content, inspiring their next trip

Drive Market Influencer



theorlandoqueen

Follow

Message



426 posts

102K followers

371 following

Kyla| OrlandoQueen 🧑🏻💕

@kylasanae

Florida Food, Activities & Lifestyle 🌟

💌 Collab@orlandoqueen.com

Find on Tiktok 📺 & YouTube

🔗 linktree.com/orlandoqueen + 1

Followed by [floridatravelguide](#) and [meg.for.it](#)

International Influencer



passportandstamps

Follow

Message



644 posts

13.8K followers

722 following

TOTI & ALE | UK TRAVEL COUPLE 🇬🇧

📷 passportandstamps

Digital creator

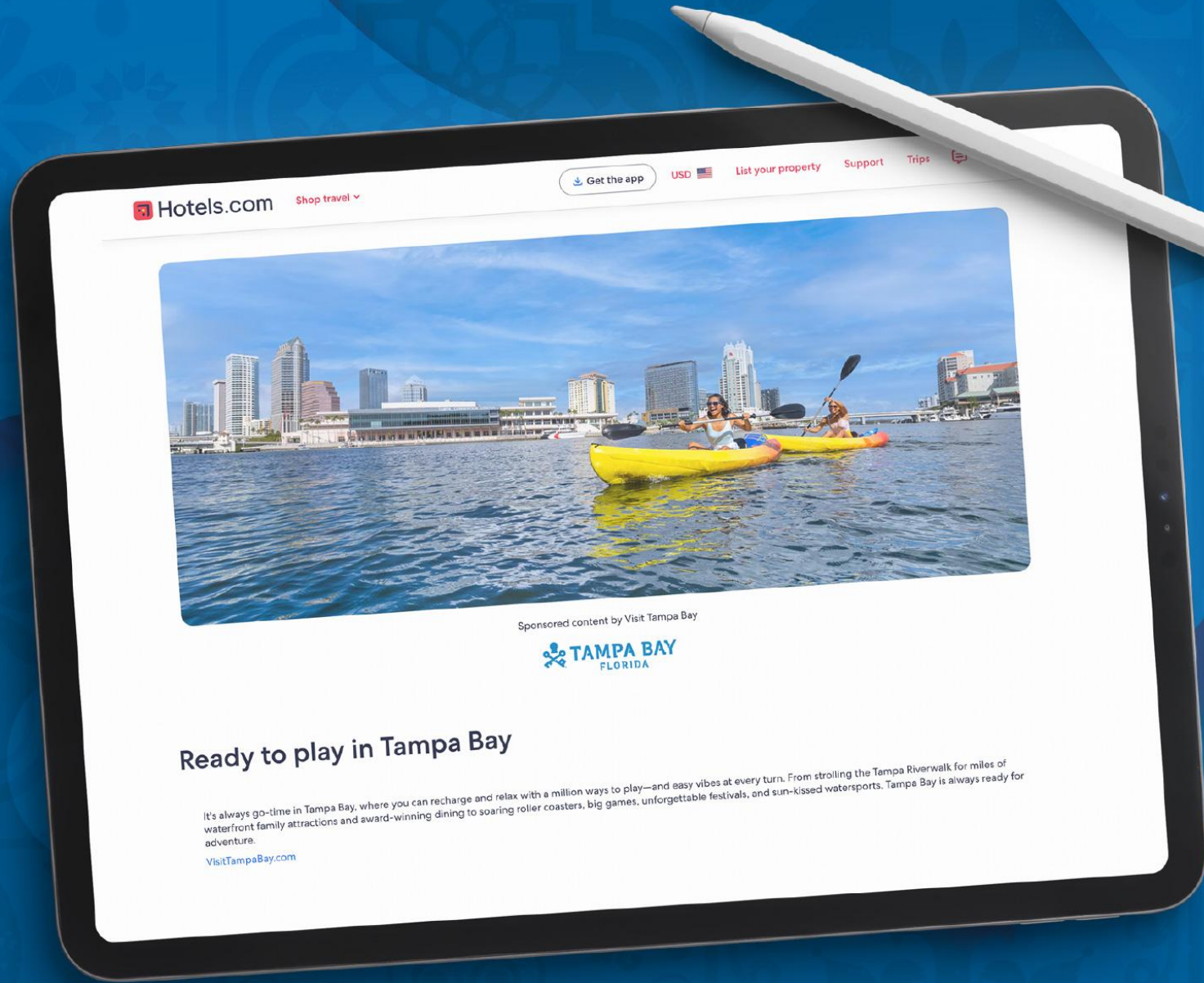
❤️ Award-Winning #TravelCouple Blog UK

🌟 Top 25 UK Travel Blogs

👁️ 1.5M Readers per year

💌 hello@passportandstamps.com... more

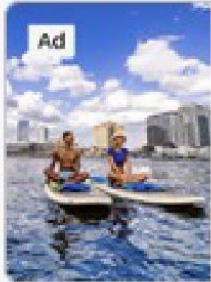
🔗 bit.ly/OneMonthInVietnam + 4



EXPEDIA & HOTELS.COM

Custom Landing Pages

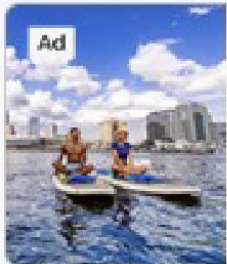
EXPEDIA INLINE ADS



Tampa Bay is ready

With miles of waterfront adventure, it's always go time here.

306x138



Tampa Bay is ready

With miles of waterfront adventure, it's always go time here.

328x130



Tampa Bay is ready to play

Discover a place where it's always go time, with award-winning dining and attractions.



732x297



Tampa Bay is ready to play

With the perfect mix of relaxation and adventure.

760x428



Tampa Bay is ready to play

Discover a place where it's always go time, with award-winning dining and attractions.



RECOVERY CAMPAIGN PERFORMANCE

Recovery efforts brought travelers to Tampa Bay

100M+ IMPRESSIONS

62,000 CLICKS TO THE SITE

**READY
TO PLAY**



RECOVERY CAMPAIGN PERFORMANCE

Moving travelers from browsing to booking



610,000

Searches



104,000

Estimated Booked
Room Nights



\$227

ADR



\$24M

Booking Hotel
Revenue (Enriched)



74X

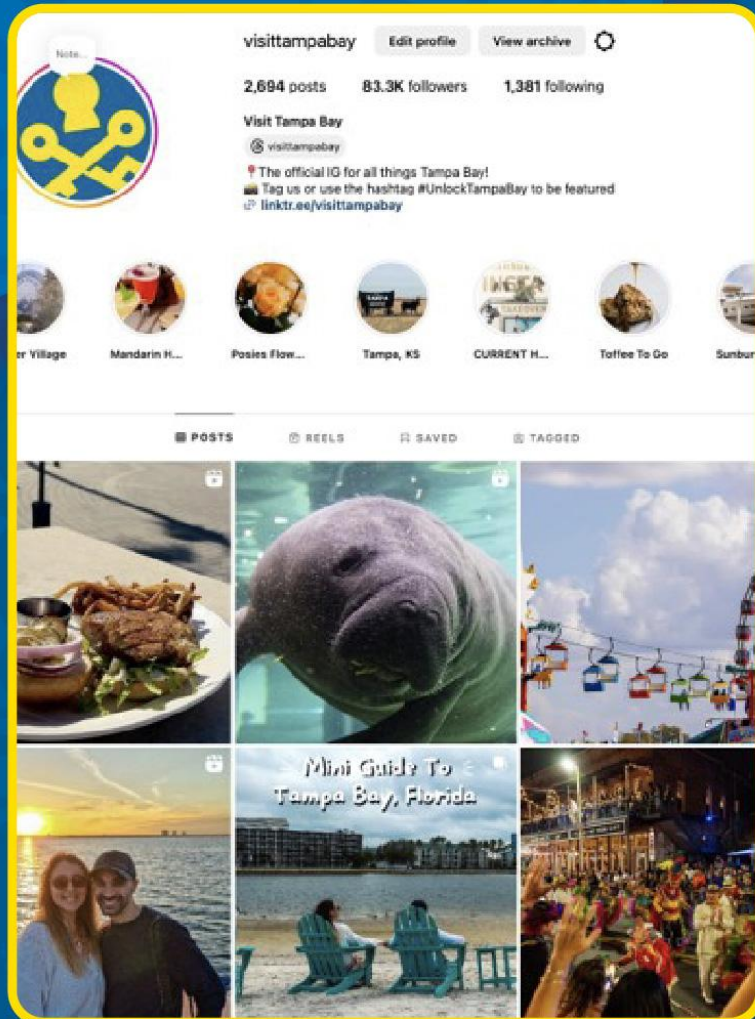
ROAS

TAMPA BAY'S RESILIENT APPROACH

IN THE NEWS



IN THE NEWS



Top 2025 Destinations: Good Morning Washington's Luxury Guide to Tampa

by Good Morning Washington | Mon, March 31st 2025 at 10:19 AM
Updated Wed, April 2nd 2025 at 9:54 AM



Kate O'Shea sits down with Visit Tampa Bay's President & CEO Santiago Corrado to explore why Tampa is a luxury hotspot in 2025. (Thrive)

SOCIAL MEDIA

80.1 million impressions
96,200 likes

**462 TOTAL
ARTICLES**

358 Destination
104 Corporate
~\$98 Million in Total Add Value

**40 FAMS /
MEDIA VISITS**

14 Journalists
21 Content Creators
5 Paid Partnerships

**35+ VISIT TAMPA BAY
INTERVIEWS**



**THE WORLD
WAS WATCHING**







MATCHDAY TAKEOVER WITH BRENTFORD FC

- Fans at Gtech Community Stadium experienced a Tampa Bay-inspired matchday with giveaways, games, and exciting activations.
- Junior Bees embarked on a treasure hunt around the stadium, winning chocolate coins and a signed home shirt.
- More than £1,500 was raised for Heart of West London through a charity auction featuring artwork by Brentford players, created in collaboration with Tampa artist Dylan Perry.
- During the half-time competition, Brentford fan Michael won a trip for two to Tampa Bay.

30

LOUISE

MICHAEL

9

BUZZ IN TAMPA BAY



29,350

Views

19,854

Reach

927

Interactions





Zone 1

TAMPA BAY
FLORIDA

TAMPA BAY
FLORIDA

TAMPA BAY
FLORIDA

TAMPA BAY
FLORIDA

TAMPA BAY
FLORIDA

TAMPA BAY
FLORIDA
Official Destination
Partner of the
London Art Fair

LOOKING AHEAD & INDUSTRY COLLABORATION

- Tampa Bay's recovery contributes to Florida's broader tourism success
- Strengthening partnerships with other DMOs benefits the entire industry
- Sharing insights and strategies fosters resilience and growth
- Florida's adaptability and collaboration drive continued recovery





THANK YOU!