

FAMILY TRAVEL — Ready to Experience the World



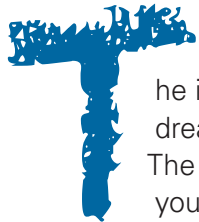
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he impact you have on making someone's dream come true can't be overstated. The vacations you create are born from your clients' dreams and live with them for the rest of their lives...and will forever be cherished. This is especially true as we start to step out of the crisis that has overwhelmed the world for the last two long years. And as you plan your clients' family vacations, what are your clients asking for now that they didn't even think of pre-pandemic; what has shifted in terms of their wants and needs when planning their vacations; what are you doing differently when booking your family clients' dream vacations; what does family travel in 2022 and beyond look like?

For this **2022 Family Travel Trends Report**—a complement to the **Family Travel Trends Survey 2022** conducted on **recommend.com** as well as the **More Booking**

Opportunities in Family & Multigenerational Travel Webinar—we reached out to experts in this travel segment to gain insight into what family travel looks like in 2022 and beyond. In this trends report, you'll also find the family travel trends survey data, which points out that most of your peers are optimistic about bookings in 2022, and certainly in 2023.

In fact, Anna Swenson, travel consultant with **Journeys, Inc.**, anticipates 2022 and 2023 will "have an increase in cruise sales and all-inclusive resort travel. If the U.S. lifts the COVID testing to return back into the U.S., international travel will explode. Family vacations to theme parks will remain high and multi-generational vacations will increase. Grandma and grandpa have missed over two years of 'good years' to travel and spend time with their children and grandchildren and will be happy to take them places to create memories their family will remember forever."

Trends That Are Here to Stay



One thing that is definitely here to stay is the importance of travel. Says travel advisor Lindsey Holmes, owner of **Kingdom Destinations, LLC**, "We saw, during the pandemic, how precious time is and how fleeting it is. Traveling with loved ones has allowed for memories that become cherished. A lot of families are really seeing how essential travel really is. Families are really prioritizing the time together with mom, dad, brother, sister, grandma and grandpa."

In fact, says Amelie Brouhard, v.p. of marketing omnichannel North America and USA sales, **Club Med**, "Since the end of 2020, when our resorts began to reopen,

we have seen a considerable uptick in bookings for family reunions. This pickup in large, multi-generational milestone celebrations, like birthdays, anniversaries, weddings and reunions, has continued steadfastly. We predict group travel will stick around, as our guests are increasingly prioritizing celebrations and quality time with their loved ones, a luxury many of us appreciate much more since the pandemic."

Princess Cruises' John Chernesky, senior v.p., North America sales & trade marketing, concurs, pointing out that "...given the lost opportunities over

the last two years, multi-gen travel continues to grow in popularity."

Families are still seeking out those destinations, says Francesca Donlan, communications director, **Visit Fort Myers - Islands, Beaches & Neighborhoods**, that offer "outdoor activities and experiences in wide-open spaces," pointing to the destination's 50 miles of white-sand beaches or the opportunity to go biking through various islands or birdwatching in a wildlife refuge. Chernesky says that they, too, are finding that the "trend in outdoor activities is still strong. In ►



just one day in Alaska my family and I took a helicopter trip to a remote glacier and spent three hours experiencing some 'alpine mountaineering' before returning via helicopter, so we could spend the evening whale watching while having dinner."

In fact, says, Melissa DaSilva, **TTC Tour Brands** president, North America, "We say huge demand for travel to national parks, something that is certainly here to stay."

Adding to the outdoors trend, Santiago C. Corrada, president and CEO of **Visit Tampa Bay**, points to "experimental travel, responsible travel and off the beaten path."

During the height of the pandemic, not only were families seeking out wide-open spaces,

they also wanted to stay in vacation rentals. Richard Goldman, CEO and president of **St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau**, says that while they "expect that the safety imperative which drove their initial interest will wane, it certainly

generated more trial of vacation rentals, which will likely result in repeat behavior by many families."

As Henry Perez, director of sales USA & Canada, for **Bahia Principe**, says, "Families are using travel as a way to recharge and start afresh."

“Where the flexibility to work from anywhere was a welcome trend throughout the pandemic, we’re now seeing a shift to families choosing to separate work and play, take their vacation days and truly disconnect while reconnecting as a unit.”

-- Paul Beirnes, Executive Director, Florida's Paradise Coast



Family Travelers' Expectations

"The pandemic," says Swenson, "has been a great reminder of how much family time is important, and travel and making memories is high up on the priority list for families. People are not putting off those bigger dream trips or bucket list vacations." With that in mind, when your family clients go on vacation what are their expectations given the reality of the last two years?

Notes Perez, "Families want to make sure they travel as safely and comfortably as possible," with Corrada adding that, "safety, preparedness, cleanliness and flexibility are paramount. Flexibility in travel plans is and will most likely remain key for years to come. Before committing to a trip, families want assurance that they can easily change or reschedule reservations without penalties or difficulties." This means,

says Brouhard, "finding a safe environment to relax without any added stress or hassle.

"Apart from feeling safe and re-assured in today's travel context," Brouhard continues, "family travelers are looking for experiences that enhance their wellness, their togetherness, and their quality of life. Very simply, they want to come alive again. This expectation equates to active, healthy, outdoor experiences, as well as opportunities to enjoy time together as a family, outside of the home. Today's family travelers are more mindful of their physical and mental health, as well as their sacred time to disconnect from the stressors of daily life."

Add to that travelers' needs to seek out, as DaSilva says, "off-the-beaten-path experiences that go beyond major tourist pathways for enriching and inspiring experiences with a local feel."

In fact, adds Goldman, "Parents want their children of all ages to learn something or experience new cultures from their travels. We have seen this in growing interest in many of our eco-tourism experiences around our waterways and trails."





Role of The Travel Advisor

The role of the travel advisor in today's new travel landscape is invaluable, with Corrada noting that, "Over the past two years, travel advisors have become more and more important due to the extra level of confidence and knowledge they provide. In addition, there has been a stronger wish for off-the-beaten-path trips or destination knowledge that travelers may not be as familiar with. They are the one-stop shop, more convenient and an added safety net to make sure someone can assist me if something changes or there are issues during a trip."

In fact, Chernesky points out that, "Princess couldn't do it without [travel advisors]. Travel advisors are critical during these times where travelers may have more questions than ever before," with Paul Beirnes, executive director, **Florida's Paradise Coast**, noting that, "families ultimately want to feel secure that their once-in-a-

lifetime vacation goes smoothly; engaging travel advisors provide added layers of expertise and credibility, and a sense of security to confidently select a destination and explore all it has to offer."

It's important you remind your clients that it takes hours upon hours of research to plan a family vacation, and that you already have a database filled with partners that will cater to their specific needs. Goldman says that with the "rapid expansion of travel experiences, especially with the expected end to the

pandemic, travel advisors are even more important in providing the knowledgeable advice to families. Sure, this audience is comfortable doing research online, but the assurance that an experienced travel advisor can bring provides the confidence for families to make significant investments in their travel. You need only to have followed the rapid growth of average lodging rates among other costs of living to grasp the importance of getting it right the first time."

“Now, more than ever, large families and groups are also likely to use travel advisors given the rise in multigenerational travel, which includes immediate and extended family.”

*-- Francesca Donlan, Communications Director,
Visit Fort Myers - Islands, Beaches & Neighborhoods*

What Your Peers are Saying



It goes without saying that booking a family trip—even one to Walt Disney World—is not for the faint of heart. Add COVID protocols to that pile, and it becomes an overwhelming experience. That's where you, the travel advisor, steps in—your expertise is more instrumental today than it was pre-pandemic and you need to hammer that into your clients, even as COVID restrictions start easing and traveling internationally seems more attainable.

As travel advisor Swenson says, "Clients are witnessing and experiencing the value that travel consultants bring and are happier more than ever to book their travel plans with an expert. It makes

them feel safe to know they have someone in their corner if they need help or have questions navigating the confusing and ever-changing travel restrictions. I believe this will continue long-term as clients will not forget how much their travel professional assisted with their vacation needs during this time and will tell their friends and family."

So, how do your peers sell family travel? Lauren Doyle, president and senior travel advisor at **The Travel Mechanic**, notes that she personally travels with her family to gain "first-hand knowledge." Through her social media channels, she shows her clients "the raw stuff, the tantrums (it happens),

the mishaps along the way. That humanizes me and family travel." For Holmes, it's important to listen to her clients and their needs as well as their "pain points and how we can solve them. Travel in and of itself sells itself; they don't need me to sell them to travel. What they do look to us for is guidance for things such as the best resort accommodations, Autism Certified resort options, allergy-friendly restaurants and resorts, first-hand knowledge and experience, as well as having an advocate in their back pocket."

Holmes adds that she is selling more private tours for guided travel than she did pre-pandemic, and Doyle notes that her boutique agency is selling "so much Caribbean and Mexico. There's been a lot of families heading to Mexico and the Caribbean because it's easy (short flight times, little restrictions)." Doyle adds that she's seen that a lot of families are "comfortable traveling domestically," with Swenson noting that, "pre-pandemic, I would not even entertain the thought of booking U.S. travel like Arizona, Las Vegas or a U.S. beach destination. I felt it was very time-consuming without a lot of monetary benefits. The pandemic has opened more avenues for me to explore in these destinations and I have gained knowledge of U.S. locations that make great destinations."

Swenson goes on to explain that, "Travel within the U.S. has increased dramatically because clients are afraid to test positive in another country and must quarantine and do not want to get 'stuck.'"

“Long term, I believe that families will continue to spend money on travel no matter what happens. People like to have something to look forward to and have new experiences with those they love.”

-- Anna Swenson, Travel Consultant, Journeys, Inc.,



Survey Says

We wanted to hear from you—what is on your clients' bucket lists; how safe do they feel when traveling; what destinations are they booking; what is holding them back from traveling, if anything? You gave us the 4-1-1 and here's what the survey says:

As we start easing out of the pandemic, 74 percent of survey respondents note that they are optimistic about summer and fall bookings and feel that we are finally rebounding, with the future looking bright. In fact, 75 percent of respondents say that their family clients are headed on a summer vacation, and 73 percent say their bookings for fall/winter are also looking very strong.

That said, when asked if their clients are still worried about traveling, 46 percent say that the families they work with are on the fence, while 42 percent say that their clients are still worried. For those who are still worried, 45 percent of those surveyed say that their clients are worried about travel restrictions, with 32 percent noting that travelers are still worried about access to flexibility when it comes to cancellations and rebooking policies.

And when it comes to the type of family bookings survey responders are working on, well it seems that all-inclusives are tops on the list—clients are looking for suites with more seclusion—with, ➤

“The booking window has continued to shrink.”

*-- Santiago C. Corrada,
President and CEO,
Visit Tampa Bay*



no surprise, beach destinations in Mexico and the Caribbean being quite popular. In fact, a quarter of survey respondents say that their clients are looking for a vacation that has access to many outdoor activities. But...cruise vacations are also gaining strength, with almost half of respondents choosing “cruise vacations” as the most popular booking—and where are they cruising to? Close to home, including Mexico and the Caribbean.

In fact, when it comes to cruises as well as theme parks, the majority of respondents point out that their clients are “fairly comfortable” with both types of vacation. That’s not to say, though, that travel insurance purchases haven’t skyrocketed—91 percent of survey respondents say that their clients are buying more

travel insurance than they did pre-pandemic. And that shorter booking window might be here to stay—80 percent of respondents say that their clients are enquiring about a vacation much closer to departure date.

TOP 4 ESSENTIAL MUST-HAVES FOR A PERFECT FAMILY VACATION

- Top-notch customer service
- Room to roam
- Access to cultural sights
- Top-tier amenities



FLORIDA



Sanibel Lighthouse

VISIT FORT MYERS ISLANDS BEACHES & NEIGHBORHOODS



Tampa Riverwalk

VISIT TAMPA BAY



Sea Serpent Tours in Florida's Historic Coast

ST. AUGUSTINE PONTE VEDRA & THE BEACHES VISITORS AND CONVENTION BUREAU



Family in Naples

FLORIDA'S PARADISE COAST

Here are a few booking options for family travel:

- **Visit Fort Myers - Islands, Beaches & Neighborhoods** offers "numerous beachfront resorts that offer family programming and a variety of activities perfect for all ages," says Donlan. She points to **South Seas Island Resort**, which is situated on 300 acres of protected wildlife and home to several beachfront villas and stately private homes; **Sundial Beach Resort** on Sanibel Island, home to *Sanibel Sea School*, where kids can join a half- or full-day camp and learn about native wildlife through surf lessons, shelling walks, and beach exploration; and **Tween Waters Island Vacation Rentals**, which provides guests luxurious private homes on secluded Captiva Island.
- **Florida's Historic Coast** "has long been known as a destination rich in authentic historical experiences and 42 miles of uncrowded beaches, but we are further developing and interpreting

our 457 years of cultural diversity," says Goldman. "Our attractions, museums and residents are helping educate our visitors about the unique contributions of Florida's Historic Coast on the history and development of our nation." He notes that "the impacts of events in St. Augustine on the African-American experience are now strikingly exhibited at the **Lincolnton Museum and Cultural Center** and **Fort Mose State Park**." And golf aficionados will want to know that kids are admitted free with paying adults to the world-famous *THE PLAYERS Championship* in Ponte Vedra Beach.

- **Tampa Bay**, says Corrada, "is more than Florida sunshine. It's where you'll find everything from high-flying thrill rides to innovative hands-on learning adventures and outdoor family fun." He points to the 2.6-mile **Tampa Riverwalk**, with museums, parks, restaurants and family attractions, noting that families can even rent a standup

paddleboard or e-boat. Tampa is also home to **Busch Gardens Tampa Bay**, with the new rollercoaster Iron Gwazi, as well as **ZooTampa at Lowry Park** and the **Glazer Children's Museum**.

- **Florida's Paradise Coast-Naples, Marco Island and the Everglades**—offers 30 miles of Gulf of Mexico coastline "with a sophisticated, yet casual atmosphere and countless outdoor adventures," says Beirnes. "Families choose the destination seeking opportunities to reconnect while exploring unique eco experiences." They can go swimming and fishing at **Keewaydin Island**—an 8-mile barrier island accessible only by boat—or opt for kayaking and jet skiing through the **Ten Thousand Islands** among mangrove forests, dolphins, manatees and native birds.

- **Princess** offers "unique and immersive travel experiences for families, including more time in more ports, *Discovery* and ➤



Club Med ski resort



Bahia Principe offers family-friendly activities



U.S. national park with Trafalgar



Family-friendly Princess Cruises sails Alaska

Animal Planet shore excursions, and award-winning onboard programs," says Chernesky. Family activities include festivals, entertainment, *Discovery at SEA* experiences such as stargazing, dining events and *Movies Under the Stars*. Chernesky notes, too, that with the *MedallionClass* experience, "families can keep track of each other while on board—it gives kids a sense of freedom on board and provides parents the comfort of knowing they can find them at any all times. Trust me, as the father of twin teenage boys it's always nice to get away and have 'date night' with my wife, but still know that my boys are where they said they'd be."

• **Club Med**, says Brouhard, is focused on catering to families, noting that, "we've found the framework to build a transformative experience for every family member." The hotel

company recently developed the *Club Med Amazing Family Program*, which includes an agenda of activities specifically designed for families to do together, like pool parties, relay races, color runs, life-sized board games, and movies under the stars. This year, Club Med will be adding new experiences to its teen programming, including social-forward events that give teens the opportunity to have exciting vacation moments and experiential content to share online. The pilot program is launching this spring in two of Club Med's Caribbean resorts, **Club Med Punta Cana** and **Club Med Miches Playa Esmeralda**. For our younger guests ages 4-10, the new programming will feature pedagogical activities and games meant to foster soft skills, like confidence, teamwork, kindness, and leadership.

• **TTC Tour Brands'** DaSilva notes that, "Taking a family vacation with a tour operator creates the most seamless experience. By providing on-trip transportation, accommodations, unique experiences and meals, families can enjoy their time together without having to deal with any of the stress. Our additional add-on experiences also allow families to choose what fits best for them whether it's exploring a Venetian Lagoon by private boat or having some extra free time to explore the destination."

• **Bahia Principe**, says Perez, is committed to meet family expectations when it comes to all-inclusive vacations, by providing activities/amenities aimed at satisfying every family member (e.g. **Bahia Principe Grand Punta Cana** with kids and teens clubs, restaurants with family dining experiences, etc.)."



When playtime happens naturally. It's a good day.

Building intricate sandcastles. Watching dolphins jump alongside their boat. Spending quality time with loved ones. However your clients choose to spend their days throughout Fort Myers' islands, beaches and neighborhoods, they're going to be good.

This region of Southwest Florida encompasses 50 miles of white-sand beaches and more than 100 islands. Your clients will be captivated by blissful days spent splashing in warm Gulf waters and sunbathing on soft sands. These beaches are world-renowned for the wide variety of seashells that wash up on shore. Families will delight in perfecting the "Captiva Crouch" or the "Sanibel Stoop" to collect conchs, whelks, and more.

Wildlife enthusiasts will enjoy the diversity of animals found throughout this region. With 245 different species of migratory and native birds, every day is perfect for birdwatching in areas like J.N. "Ding" Darling National Wildlife Refuge. The Shell Factory & Nature Park in North Fort Myers houses over 400 native and non-native species that you can see. Island-hopping through Pine Island Sound is an easy way to spot playful dolphins and gentle manatees.

There are so many ways for families to add more good to their days. Savor delicious seafood, from scratch donuts or unique ice cream flavors. Relax at a beachside resort or fill a vacation rental with the whole family. You'll find activities, dining and accommodations to suit your clients' every need and budget. Start planning at VisitFortMyers.com/Travel-Trade.

Fort Myers - Islands, Beaches and Neighborhoods.

Every day is a good day for your clients to experience Fort Myers. You'll find commissionable rates, first-class accommodations and added value with assistance from our Travel Agent Help Desk. Call 1-800-237-6444 or start planning for your clients at VisitFortMyers.com/Travel-Trade.

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On Florida's Paradise Coast of Naples, Marco Island and the Everglades, everything exists for families to come together again and make up for all the laughs and splashes they've missed in recent years.

It all starts with the beaches. The Paradise Coast's 30 miles of soft, white sand beaches are consistently named among America's best beaches – and it's easy to understand why. Whether visitors are looking for a secluded beach to get away from it all or a sun-drenched spot to build sandcastles, it's easy to find a beach in Paradise that's just their style.

When it's time to take a break from the sun, there's no limit to the things families can do: Join in the unique art programming at Marco Island Center for the Arts. Visit the Golisano Children's Museum of Naples, where little ones can climb a two-story banyan tree or experiment with a water play station. Go shopping in our many unique boutiques. Or check out the five free Collier County museums that show how families lived, worked and played in years past.

As each day draws to a close, everyone can gather for the ultimate family get-together: toes-in-the-sand beachfront dining with front row seats to a breathtaking Gulf of Mexico sunset.

With everything from family-friendly resorts to charming boutique hotels, Florida's Paradise Coast offers something for visitors of all ages. So when it's time to recommend a vacation where lasting memories are made, only Paradise will do.

About Florida's Paradise Coast of Naples, Marco Island and the Everglades

A natural and cultural gem, Florida's Paradise Coast is where the Gulf of Mexico's sparkling waters meet white sand, wild islands and downtowns filled with artful treasures, culinary delights and countless other discoveries. Explore Naples, Marco Island and the Everglades, and find Florida's most idyllic vacation destination.

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SEABOURN®

At Seabourn, we believe that your clients are ready to embrace new discoveries, rediscover their sense of adventure and answer the call of fascinating cultures across the world. After two long years, people are ready to start traveling again, to get out and see the world, to experience new places and cultures, and to expand horizons anew. Families that have been separated by the pandemic are yearning to reconnect and make up for lost time and are willing to splurge for once-in-a-lifetime experiences they can share with loved ones. This new travel landscape offers a host of new and innovative experiences for family and multigenerational travelers — and that means more booking opportunities for you. Seabourn offers smaller vessels for more intimate and luxurious adventures, these ultra-luxury resorts at sea represent the most advanced evolution of small-ship cruising with all ocean-front suites, exceptional amenities, heartfelt hospitality and immersive destination experiences. Seabourn's all-inclusive onboard experience caters to all ages and interests, making this a perfect family and multigenerational vacation. You can now offer your clients and their families even more options to journey to the world's most remote, awe-inspiring locales with the introduction of our two new ultra-luxury, purpose-built expedition ships, each carrying a 26-member Expedition Team, a fleet of Zodiacs® and sea kayaks, and two custom-built submersibles.

Seabourn's enhanced health and safety protocols, guided by eminent scientists and medical experts, assure your clients that they can safely journey with their family member of all ages to discover iconic cities, pristine beaches and scenic harbors across spellbinding continents to create memories to last a lifetime.

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ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Take the whole family on a real adventure

It's hard pleasing everyone when it comes to planning a trip. Luckily, St. Augustine | Ponte Vedra makes it easy. Home to more than 60 historic sites and attractions ranging from zip lines to 42 miles of pristine beaches, finding something to do won't be a problem, but deciding what to do just might be. So, whether your clients are beach lovers, history buffs, outdoor enthusiasts, shopping mavens or foodies with big appetites, St. Augustine | Ponte Vedra is a one-of-a-kind destination with an unforgettable past.

Make history while learning all about it. Are your clients Interested in adding a little education and outdoor activities to your family vacation? Then, there's nothing more exciting than heading over to the oldest masonry fort in the United States – the Castillo de San Marcos, a must-see for families of all generations.

Do they want a little fun in the sun and adventure? We've got that, too. Anastasia State Park has over 1,600 acres of beautiful beaches, tidal marshes and sand dunes with a wide variety of wildlife – not to mention, incredible hiking and camping and beautiful beach coastline. If they're looking for even more outdoor activities like swimming, fishing, or just natural beauty, the Guana Tolomato Matanzas National Estuarine Research Reserve is a favorite for all ages.

With so much to do and so much to see, you'll find there is something unique and special for each family to experience in St. Augustine | Ponte Vedra. Learn more at [www. FHCTourandTravel.com](http://www.FHCTourandTravel.com).

The St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau Located midway between Daytona Beach and Jacksonville, Florida's Historic Coast includes historic St. Augustine, the golf and seaside elegance of Ponte Vedra, and 42 miles of pristine Atlantic beaches. Start planning the perfect vacation for your families and multi-generational groups at www.FloridasHistoricCoast.com or call Evelyn Lopez-Kelley, Director of Leisure Sales at 1.800.418.7529 ext. 2011.

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Tampa Bay is more than Florida sunshine. It's where you'll find everything from high-flying thrill rides to innovative hands-on learning adventures and more.

Where families find treasure in every direction.

The Tampa Riverwalk conveniently links many must-experience destinations along a beautiful waterfront path. With 2.6 miles of scenic waterfront views, stroll, or bike to celebrated museums, picturesque parks, award-winning restaurants, and family attractions. For an even more adventurous experience, rent a standup paddle board or water bike.

Wild thrills and exotic friends.

Also on the Tampa Riverwalk, The Florida Aquarium is where adventure meets conservation with 7,000+ specimens from Florida and beyond. Pet stingrays, explore preservation efforts and see exotic native animals at the new modernized Florida Wetlands exhibit. And at Busch Gardens® Tampa Bay, fly high on Tigris, Florida's tallest launch coaster, experience North America's tallest, steepest and fastest hybrid coaster, Iron Gwazi, and explore other record-setting thrill rides.

Meet Tampa Bay's wildest characters.

ZooTampa at Lowry Park features thousands of exotic animals and a variety of unique up-close adventures. Feed rhinos, party with penguins and more with wild new friends from around the world.

Learning has never been this much fun.

The Glazer Children's Museum boasts 53,000 square feet of kid-friendly, interactive and inspiring learning opportunities. Explore hands-on exhibits about working in a firehouse, caring for animals as a vet, cloud science and more.

About Tampa Bay

Tampa Bay has treasured family adventures at every turn. Explore exotic wildlife at The Florida Aquarium and ZooTampa at Lowry Park. Get the thrill of record-breaking thrill rides at Busch Gardens Tampa Bay. And experience how the Tampa Riverwalk transforms a waterfront stroll into an unforgettable journey.

Explore more

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