

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2015**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ <u>2,507,873.00</u>
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ _____
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ _____
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$ _____

Tourist Development Tax Funds Received Since October 1, 2015	\$ <u>2,507,873.00</u>
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated 136,373 definite room nights in Quarter 1. They have 535,061 lead room nights in the sales funnel. Leisure Sales had 2,379 customer interactions in quarter 1 to answer questions and generate interest in the destination. In addition, the sales teams participated in the events listed below. All of these events increase visitation and overnight stays in our market.
2. **TRADE SHOWS AND MISSIONS & SALES EVENTS (Out-of-Market)** – These activities occur out-of-market (nationally and internationally) and consist of attending trade shows, sales presentations, pre-promotions and media and sales missions. These trade shows and missions allow the Visit Tampa Bay team to promote and present the destination and the many products that Hillsborough County has to offer. The goal of these trade shows and missions is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members attend trade shows, missions and sales events across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay attended **31 Trade Shows and Missions & Sales Events** in Quarter 1.

<u>Start Date</u>	<u>Event Name</u>
10/5/2015	Hotelbeds - MarkHub Americas - Trade Show - Los Cabos, Mexico - 2015
10/6/2015	Explorer Charity Event - Germany - 2015
10/13/2015	FSAE Education Day Expo
10/13/2015	IMEX America
10/13/2015	The Villages Women's Expo - October - 2015
10/18/2015	Visit Florida 2015 - Peru Ecuador Sales Mission & Event - October
10/19/2015	EDC Canada Trade Mission – Toronto, Canada
10/20/2015	Visit Florida Toronto Tourism/ Media Event
10/24/2015	Mark Travel Summit - Trade Show - Cancun, Mexico - 2015
10/28/2015	Home Based Travel Agent Forum 2015 - Tampa
10/30/2015	United Airlines Guatemala Golf Event - October - 2015

<u>Start Date</u>	<u>Event Name</u>
11/2/2015	Rejuvenate Marketplace
11/2/2015	WTM - London - 2015 - November
11/3/2015	PCMA Annual Meeting and DC Sales Calls
11/5/2015	FSAE Board Meeting and Central Florida Meet & Greet
11/6/2015	AMEX INTERaction 2015
11/8/2015	GaMPI Fall Classic
11/10/2015	TEAMS Conference
11/17/2015	Niche Event Fest
11/17/2015	Solvita Travel Club
11/20/2015	AAA Superbowl of Knowledge - Concord, NC - 2015 - November
11/24/2015	Visit USA Seminar Special Event - Brazil - November - 2015
11/30/2015	Florida Encounter
12/1/2015	IAEE Expo! Expo!
12/1/2015	AAA Sales Calls/Mission Winter 2015
12/9/2015	AENC Tradeshow & Sales Calls
12/9/2015	Expedia Partner Annual Conference - Las Vegas - December - 2015
12/14/2015	Super Bowl 2019 and 2020 Bid - NFL Offices, New York, NY
12/14/2015	Holiday Showcase; MPI & PCMA Holiday Events
12/14/2015	CVBReps Holiday Party & Sales Trip
12/15/2015	Toronto Canada NHL Event - Canada - December 2015

3. **FAMS AND SITES (In-Market)** – These activities occur in-market and consist of hosting clients/meeting planners, tour operators and journalists to the destination. These site visits or Familiarization Tours (FAMs) allow these different audiences to experience the destination and the many products that Hillsborough County has to offer. The goal of these site visits and FAMs is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/ conventions) to the destination. Visit Tampa Bay team members host site visits and FAMs across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay hosted **74 FAMs and Sites** in Quarter 1.

<u>Start Date</u>	<u>Event Name</u>
10/1/2015	College Football Playoff Planning Site October 2015
10/2/2015	Lufthansa Cruise Tour Operators FAM - Oct - 2015
10/5/2015	Audley Travel - Site Inspection -2015
10/7/2015	Department of the Navy Conference & Career Fair Site
10/9/2015	Lufthansa, Starwood & Visit Tampa Bay MICE FAM Tour/ Germany
10/11/2015	Lufthansa Owners & Directors FAM - Oct - 2015
10/14/2015	Services Pre-Promote Dynamic Communities
10/15/2015	Golfsmith Site Visit
10/15/2015	Reakomm - June 2016
10/15/2015	Reakomm 2016 Site
10/15/2015	Services Pre-Promote ASTC
10/19/2015	LSM Turismo Baranquilla COPA FAM, Colombia
10/19/2015	National Baptist Convention Planning Site
10/21/2015	Tom Schlichter Outdoor Tampa Bay FAM

<u>Start Date</u>	<u>Event Name</u>
10/22/2015	Caroline Eubanks FAM
10/22/2015	Electirccla Generating Systems Association
10/24/2015	Lufthansa City Center Travel Agents FAM - Oct - 2015
10/24/2015	Planet Travel FAM Uruguay
10/25/2015	CVC sempreComVC Brazil - Site - 2015
10/27/2015	Family Farms Winter Conference 2017 Site
10/27/2015	Services Pre-Promote IFDA (unstaffed)
10/29/2015	Beth Dye Site Visit
10/29/2015	JHG - Beth Dye site
10/31/2015	VF India FAM
11/1/2015	NIRSA Site
11/1/2015	NIRSA: Leaders in Collegiate Recreation 2020 or 2021 Annual Meeting
11/2/2015	AVID Planning Site November 2015
11/2/2015	National Square Dance Convention Site
11/4/2015	LRA Site Visit
11/4/2015	SWANA Florida Site Visit
11/8/2015	2020 NASCC: The Steel Conference and the World Steel Bridge Symposium
11/8/2015	Lufthansa Munich FAM - Nov - 2015
11/9/2015	The 55th Wing Reunion Site
11/9/2015	Vietnam Helicopter Pilots Association Annual Reunion Site
11/10/2015	All Baby & Child 2016 Services Planning Site November 2015
11/10/2015	COPA Chilean FAM
11/10/2015	Davol Site Visit
11/10/2015	World Hosting Day Site
11/12/2015	AEANMS Planning Site November 2015
11/13/2015	Peter Greenberg FAM
11/13/2015	Peter Greenberg TV shoot FAM
11/14/2015	AERTICKET FAM - November - 2015
11/16/2015	PRSM Annual Mid-Year Conference for 2016, 2017, 2018, or 2019 Site
11/17/2015	Association for Education in Journalism & Mass Communication Site Visit
11/17/2015	Mettler Toledo Site Visit
11/18/2015	Channel 13 Chile FAM
11/18/2015	Services Pre-Promote NABSE (unstaffed)
11/19/2015	Laura Varalla
11/19/2015	Laura Varalla FAM
11/20/2015	Culver's Franchising System, Inc. 2018 Annual Convention
11/20/2015	Golden Vacations Site - Nov - 2015
11/20/2015	IEEE Site Visit
11/21/2015	Tour America FAM - Nov - 2015
11/23/2015	Southern Gas Association SGA 2018 Management Conference
11/23/2015	Sustainable Forestry Initiative
11/24/2015	AALNC Site Visit
11/25/2015	AIDA Vita Cruise media FAM
11/25/2015	AIDAvita Port of Call Season 2 - November 25 - 2015

<u>Start Date</u>	<u>Event Name</u>
11/23/2015	Southern Gas Association SGA 2018 Management Conference
11/23/2015	Sustainable Forestry Initiative
11/24/2015	AALNC Site Visit
11/25/2015	AIDA Vita Cruise media FAM
11/25/2015	AIDAvita Port of Call Season 2 - November 25 - 2015
11/29/2015	Applied Power Electronics Conference (APEC)
11/29/2015	Travel Agency Event in Koblenz
11/30/2015	International Association of Assessing Officers 82nd Annual Conference Planning Site December 2015
12/2/2015	Mary Luz Mejia
12/7/2015	IDES Training Symposium Site
12/7/2015	Manufacturers Association of Florida Site Visit
12/8/2015	Wounded Warrior Conference & Career Fair Site
12/9/2015	APS (American Phytopathological Society) 2016 APS Annual Meeting Planning Site December 2015
12/9/2015	Biodesix Site Visit
12/10/2015	Andersen Windows 2017 National Sales Meeting and Dealer Rally Site
12/12/2015	USAirtours FAM - Dec - 2015
12/14/2015	ASME Site Visit
12/17/2015	MLT/Delta Vacations Site - December - 2015
12/17/2015	Regina Fischer-Cohen
12/25/2015	Florida Huddle - China Pre FAM - Jan - 2016
12/26/2015	AIDAvita Port of Call Season 2 - December 26 - 2015

4. **MARKETING & COMMUNICATIONS** – With a focus on generating exposure for Tampa Bay, Visit Tampa Bay is implementing an advertising plan in consumer and trade media, as well as on travel-related internet sites.

Visit Tampa Bay generated **96,097,715 Marketing Impressions** in Quarter 1.

Florida's Most Campaign details for Quarter 1:

- **National**
 - **Emeril's Florida** (Airings: Cooking Channel and Food Network; Cross Promotions: Emerils.com, CookingChannel.com and VisitFlorida.com)
 - **Chicago** (Wallscapes: Located in two high-traffic locations in downtown Chicago)
- **International**
 - **Air Canada Centre Hockey Takeover** (Complete Stadium Signage and In-Game Promotions, RedTag.ca Partnership, Radio Promotions, Suite Event – Tour Operators, Journalist and Meeting Planners)
 - **London Takeover** (Five Taxi Wraps and Interior Commercial Loop and Bus Shelter Takeover on Oxford Street in London all featuring Florida's Most Campaign)

Video/Digital Production:

- **Florida's Most Culinary Treasure** (marketing video featuring Hillsborough County's diverse dining scene)
- **VisitTampaBay.com** (slight homepage redesign to enhance user experience and time-on-site)

Visit Tampa Bay generated **497,258,385 unpaid Local, National and International Media Impressions** in Quarter 1. The coverage is listed below:

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
10/1/2015	Smart Meetings	Top 10 CVB Selfie Winners
10/1/2015	Smart Meetings	Top 10 CVB Selfie Winners
10/1/2015	M&C Meetings & Conventions	Florida's West Coast
10/1/2015	M&C Meetings & Conventions	Florida's West Coast
10/2/2015	The Florida DMO Daily	12 ways to Unlock Tampa Bay this October
10/4/2015	The Florida DMO Daily	Craft coffee scene brewing around Tampa Bay aims to broaden local tas
10/4/2015	The Florida DMO Daily	13 ways to Unlock Tampa Bay this October
10/6/2015	checkin.trivago.com	Grab A Cup Of Coffee Shop Culture In Tampa
10/7/2015	The Florida DMO Daily	5 Things The Tampa Bay History Center Taught Us About Our Hometown - From Way Up High
10/7/2015	WUSF News	Tampa Bay Tourism Booms
10/7/2015	WUSF News	Tampa Bay Tourism Booms
10/7/2015	TBO.com	Visit Tampa Bay reports another record year of tourism tax collections
10/7/2015	Tampa Tribune	Visit Tampa Bay reports another record year of tourism tax collections
10/7/2015	Tampa Bay Times (online - TampaBay.com)	Hillsborough County shatters tourist tax record
10/8/2015	Tampa Bay Times	Hillsborough County shatters tourist tax record
10/8/2015	WWSB ABC Sarasota	Tourism tax collections up in Tampa Bay area
10/8/2015	stamfordadvocate.com	Tourism tax collections up in Tampa Bay area
10/8/2015	brazilbusiness.einnews.com	Tourism tax collections up in Tampa Bay area
10/8/2015	News-Journal (online)	Tourism tax collections up in Tampa Bay area
10/8/2015	The Florida DMO Daily	Oktoberfest Survival Guide Oktoberfest Tampa
10/9/2015	Online Article	Tourism tax collections up in Tampa Bay area
10/9/2015	WUSF News	Tampa Bay Tourism Booms
10/12/2015	The Florida DMO Daily	The 2015 tbt* Ultimate Tampa Bay Bar Guide
10/13/2015	Réport en línea	Visit Tampa Bay marcó un récord de recaudación fiscal
10/13/2015	Travelnews.ch	FTI AUF ROADSHOW: 680 SEITEN NORDAMERIKA
10/13/2015	The Florida DMO Daily	15 Restaurants in Tampa You Need to Try This Weekend Xome
10/13/2015	Online Article	http://blog.xome.com/15-restaurants-tampa-you-need-to-try-this-weekend/
10/14/2015	The Florida DMO Daily	The Top Ten Eco-Conscious Restaurants in The United States
10/15/2015	TBBJ (Online)	Film TB heads to the Big Easy to pitch local production opportunities
10/15/2015	La Agencia de Viaje	Tampa: Aventura al Maximo
10/17/2015	Online Article	Im Urlaubparadies der Gangsterbosse
10/20/2015	Tampa Tribune	Area leaders in Toronto to talk trade, tourism, filmmaking
10/20/2015	TBO.com	Business delegation visits Toronto to expand export opportunities
10/20/2015	Suncoast News	Area leaders in Toronto to talk trade, tourism, filmmaking
10/20/2015	Bloomberg News - Online	Business delegation visits Toronto to expand export opportunities [Tampa Tribune, Fla.]
10/21/2015	Online Article	Visit Florida brings the Sunshine State north
10/22/2015	Stern	Sonne, Drinks, Kunst
10/22/2015	FVW	Auf Neuen Wegen
10/23/2015	Online Article	Tampa Bay Redfish
10/23/2015	Travel Channel - Ghost Stories	Ghost Stories

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
11/13/2015	Online Article	Discover Gay Florida -- Tampa Bay
11/17/2015	WFLA News Channel 8	Tampa council to vote on hosting another Super Bowl
11/17/2015	WFLA News Channel 8	Tampa council to vote on hosting another Super Bowl
11/19/2015	Tampa Bay Business Journal	Florida begins to tax Airbnb rooms
11/19/2015	TBBJ (Online)	Florida begins to tax Airbnb rooms
11/20/2015	Tampa Bay Times	Trigaux: Emboldened by record visitors and big data insights, Pinellas tourism agency tests a nation
11/20/2015	Tampa Bay Times (online - TampaBay.com)	Trigaux: Emboldened by record visitors and big data insights, Pinellas tourism agency tests a nation
11/22/2015	Online Article	Discover Gay Florida: Tampa Bay Part 2
11/22/2015	Bay News 9	Richard Gonzmart, cancer warrior
11/22/2015	CBS News Sunday Morning	Celebrating the Cuban sandwich
11/23/2015	Online Article	Stageworks Theater feature
11/23/2015	Sunny Travel News	VISIT TAMPA BAY LANZÓ AMBICIOSA CAMPAÑA DE MARKETING
11/24/2015	Joy of Travel	Tampa Bay Tourism Sets New Revenue Benchmark in FY15
11/24/2015	Daily Traveling News (Argentina)	Visit Tampa Bay is celebrating 30 Years
11/24/2015	Daily Traveling News (Argentina)	Novedades de Tampa Bay en su 30° Aniversario
11/27/2015	Entravision/Univision	Colombianos impactan la economía de Tampa
11/28/2015	Herald-Dispatch	Authentic, exotic Tampa
11/30/2015	Palm Beach Post Online	Florida airport bar ranks among the U.S.'s best
11/30/2015	Online Article	El bar de un aeropuerto de Florida es seleccionado entre los mejores de la nació
11/30/2015	Online Article	Nuevos detalles de Cobra's Curse en Busch Gardens
11/30/2015	Online Article	Busch Gardens Tampa anunció detalles de Cobra's Curse
11/30/2015	Tampa Bay Times	Downtown Tampa hotels joining to generate more marketing dollars
11/30/2015	Tampa Bay Times (online - TampaBay.com)	Downtown Tampa hotels joining to generate more marketing dollars
12/2/2015	USA Today 10Best	Discover Tampa's Dynamic Music Scene at Top Local Venues
12/3/2015	Online Article	Downtown Tampa hotels joining to generate more marketing dollars
12/3/2015	Online Article	Interview with Patrick Harrison at WTM 2015
12/7/2015	VISITFLORIDA.COM	From Gavel to Grand: Le Meridien Tampa
12/7/2015	Tampa Tribune	Editorial: Marketing fee will boost community
12/7/2015	TBO.com	Editorial: Marketing fee will boost community
12/9/2015	Online Article	Das ist mein Florida
12/10/2015	Bloomberg News - Online	BRIEF: Hillsborough tourism jumps 20% in October [Tampa Tribune, Fla.]
12/10/2015	TBO.com	Hillsborough tourism jumps 20% in October
12/14/2015	Die Welt online	Warum Sie im "Sunshine State" einen Schirm brauchen
12/15/2015	Online Article	The Changing Face Of Public Relations
12/15/2015	Bloomberg News - Online	Sports authority OKs \$100 million in stadium improvements [Tampa Tribune]
12/15/2015	Online Article	Is that a parrot on your shoulder?
12/15/2015	VISITFLORIDA.COM	Florida Friday - Florida Huddle
12/15/2015	Online Article	America's 50 Best Steakhouses 2015
12/16/2015	Online Article	Florida und Tampa frischen sich auf
12/16/2015	Online Article	Exploring Tampa Bay's Riverwalk
12/16/2015	Online Article	Exploring Tampa Bay's Riverwalk
12/16/2015	Online Article	Game Faces

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
12/17/2015	Tampa Tribune	Tampa council OKs Ray Jay deal, clearing way for improvements
12/17/2015	TBO.com	Tampa council OKs Ray Jay deal, clearing way for improvements
12/18/2015	Tampa Bay Times	Tampa City Council approves \$100M Ray Jay renovation deal
12/18/2015	TampaBay.com	Tampa City Council approves \$100M Ray Jay renovation deal
12/18/2015	House Hunters	Gasparilla on House Hunters
12/20/2015	The Florida DMO Daily	5 Things The Tampa Bay History Center Taught Us About Our Hometown - From Way Up High
12/21/2015	Online Article	Top 20 Hot Spot destinations this winter for under £1000 pp
12/22/2015	Online Article	30 Thoughts: Can Predators win without bold move?
12/22/2015	Pax.com	Tampa: sun, cuisine and pirates
12/22/2015	Online Article	Visit Tampa Bay announces Vols fan winner of Outback Bowl VIP Experience
12/23/2015	The Florida DMO Daily	Ten Best Restaurants with Outdoor Seating in Tampa
12/23/2015	Online Article	Fisch-Tacos und Bier: Auf nach St. Pete!
12/23/2015	Tampa Bay Times	Copa Airlines sees mixed results two years after launching Panama City flight in Tampa
12/23/2015	TampaBay.com	Copa Airlines sees mixed results two years after launching Panama City flight
12/24/2015	TampaBay.com	Could Tampa International Airport offer commercial flights to Cuba next year?
12/26/2015	The Florida DMO Daily	15 Restaurants You Need to Try This Weekend
12/28/2015	The Florida DMO Daily	With the Outback Bowl, Discover Tampa Bay
12/28/2015	Online Article	VTB throws support behind 'Go Hillsborough' transportation initiative
12/28/2015	Tampa Tribune	Tourism, downtown groups urge progress on Go Hillsborough plan
12/28/2015	TBO.com	Tourism, downtown groups urge progress on Go Hillsborough plan
12/29/2015	Tampa Bay Business Journal	VTB throws support behind 'Go Hillsborough' transportation initiative
12/29/2015	TBBJ (Online)	VTB throws support behind 'Go Hillsborough' transportation initiative
12/30/2015	WTSP-TV Online	Strong U.S. dollar hurts Canadian tourism
12/30/2015	WTSP 10 News @ Noon	Strong U.S. dollar hurts Canadian tourism
12/31/2015	WFLA News Channel 8	Powerful New Ally Pushing Transit

5. **LOCAL INDUSTRY & PARTNER TOURISM EVENTS** – These events educate the local community on tourism efforts so that they support our efforts nationally and internationally. These activities create a deeper relationship with our Partners, and as a result, when we travel out-of-market, these Partners then collaborate with us on tradeshow booth cost, campaigns and event costs. Locally, these Partners come to the table when we host clients in-market for sites and FAM's to showcase our destination.

Visit Tampa Bay held **11 Local Industry and Partner Tourism Events** in Quarter 1. These events are listed below:

<u>Start Date</u>	<u>Event Name</u>
10/28/2015	30th Anniversary Celebration
10/8/2015	Partnership 201: October 2015
11/18/2015	Business by the Bay at Timpano Italian Chophouse
10/20/2015	October Hospitality Partner Meeting
11/17/2015	November Hospitality Partner Meeting

<u>Start Date</u>	<u>Event Name</u>
12/9/2015	2015 Holiday Open House
12/18/2015	December Hospitality Partner Meeting
10/18/2015	GET Tampa Airport Taxi Training
10/29/2015	GET Visit Tampa Bay Quarterly Training
11/10/2015	GET Holiday Inn and Suites/ Plant City Training
12/16/2015	GET Aloft Tampa Downtown Training

In addition, Visit Tampa Bay had **49 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay had **1,443 Partner Referrals** and over **\$49,000 In-Kind** donations.

Visit Tampa Bay sold over **\$10,000** in **CityPASS Booklets** to Hillsborough County visitors.

6. **VISITOR EXPERIENCE PROGRAM**

Visit Tampa Bay met with each entity: Plant City Chamber, Ybor Chamber, and Railroad Museum to coordinate branding efforts. We are in this process of finalizing all agreements for each entity.

7. **FESTIVALS & EVENTS PROGRAM**

- Developed Application & Guidelines for Future Events
- Distributed Funds - \$200,000
 - 2016 Gasparilla Music Festival
 - 2016 Gasparilla Film Festival
 - 2016 Black Heritage Festival
- Engaged for Future Funding
 - Temple Terrace
 - RiverFest
 - Tampa Pride

8. **OUT-OF-MARKET CO-OP PROGRAM**

Visit Tampa Bay is finalizing agreements between Co-op Partners (listed below):

- Straz Center for the Performing Arts
- Tampa TRIO
- Glazer Children's Museum
- Tampa Museum of Art

Participating Partners in Visit Tampa Bay's **Florida's Most Campaign:**
Straz, TRIO and Glazer Children's Museum

All of the information in this Report is true and correct to the best of my knowledge and belief.

Jolynn M. Wiley

Print Name and Title



Signature

2/29/2016

Date