

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2016**

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)	\$ <u>3,390,175.00</u>
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>5,898,048.00</u>
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **149,330 Definite Room Nights** in Quarter 2. They have **527,063 Lead Room Nights** in the sales funnel. Leisure Sales had **2,379 Customer Interactions** in Quarter 2 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 **87 Trade Shows and Missions & Sales Events** in Quarter 2.

<u>Start Date</u>	<u>Event Name</u>
1/1/2016	Visit Florida 2015 - Peru Ecuador - Camino Real
1/1/2016	Visit Florida 2015 - Peru Ecuador - Domireps - October
1/1/2016	Visit Florida 2015 - Peru Ecuador - Lima Reps
1/1/2016	Visit Florida 2015 - Peru Ecuador - Volare
1/1/2016	Visit Florida 2015 - Peru Ecuador - American Reps
1/1/2016	Visit Florida 2015 - Peru Ecuador - Vip Peru - October
1/1/2016	Visit Florida 2015 - Peru Ecuador - HRG
1/1/2016	Visit Florida 2015 - Peru Ecuador - Peruvian Net

<u>Start Date</u>	<u>Event Name</u>
1/1/2016	Visit Florida 2015 - Peru Ecuador - Salmor
1/1/2016	Visit Florida 2015 - Peru Ecuador - Polimundo
1/1/2016	Visit Florida 2015 - Peru Ecuador - Golden Vacations
1/1/2016	Visit Florida 2015 - Peru Ecuador - Sol y Luna
1/1/2016	Visit Florida 2015 - Peru Ecuador - Xperience
1/1/2016	Visit Florida 2015 - Peru Ecuador - Kemtours
1/1/2016	Visit Florida 2015 - Peru Ecuador - Metropolitan Touring
1/1/2016	Visit Florida 2015 - Peru Ecuador - Creative Tours
1/1/2016	Visit Florida 2015 - Peru Ecuador - Lujor
1/1/2016	Visit Florida 2015 - Peru Ecuador - Golden Vacation - Guayaquil
1/1/2016	Visit Florida 2015 - Peru Ecuador - Mas Travel
1/1/2016	Visit Florida 2015 - Peru Ecuador - Tecnoreps
1/1/2016	Visit Florida 2015 - Peru Ecuador - Repseemun
1/1/2016	Visit Florida 2015 - Peru Ecuador - Recormundo
1/1/2016	Visit Florida 2015 - Peru Ecuador - Lujor - Guayaquil
1/1/2016	FTI - Roadshow - October 8 - Zurich
1/1/2016	FTI - Roadshow - October 9 - Munich
1/1/2016	FTI - Roadshow - October 12 - Salzburg
1/1/2016	FTI - Roadshow - October 13 - Nurnberg
1/1/2016	FTI - Roadshow - October 14 - Leipzig
1/1/2016	FTI - Roadshow - October 15 - Dresden
1/1/2016	FTI - Roadshow - October 14 - Berlin
1/1/2016	Visit USA Committee - Germany Halloween Travel Agent Event
1/1/2016	DERTOUR Tour Operator Germany & Austria - Event Hamburg
1/2/2016	Visit Florida Marketing Retreat - Amelia Island
1/5/2016	RCMA - Religious Convention Management Association
1/8/2016	The New York Times Travel Show - New York
1/8/2016	Services Pre-Promote CFP Staffed in Phoenix
1/9/2016	ABA - Market Place 2016 - Louisville, KY
1/10/2016	PCMA Annual Meeting
1/10/2016	Services Pre-Promote National Baptist Unstaffed in Birmingham
1/15/2016	The Villages Travel Expo
1/17/2016	Collinson Diversity Market Place
1/21/2016	TravelBrands Webinar - Canada
1/22/2016	Services Pre-Promote BICSI Unstaffed in Orlando
1/23/2016	Travel & Adventure Show - Chicago, IL
1/26/2016	Florida Huddle - Tampa, FL
1/29/2016	Visit Florida - SATTE 2016 - New Delhi
1/31/2016	NTA - Trade Show
1/31/2016	NTA - Travel Exchange 2016 - Atlanta, GA

<u>Start Date</u>	<u>Event Name</u>
2/4/2016	Iceland Mid-Atlantic 2016 - Reykjavik, Iceland
2/4/2016	Lufthansa X Change
2/6/2016	A&A Tours - San Juan, Puerto Rico
2/8/2016	CSPI Annual Conference
2/9/2016	Destinations Showcase
2/10/2016	DMAI Sales Academy
2/15/2016	XSITE Show
2/16/2016	Brand USA Seminars 2016: Mumbai/ New Delhi
2/16/2016	Adrian Awards
2/17/2016	PCMA Meeting House of Sweden
2/20/2016	Travel & Adventure Show - Washington, DC
2/23/2016	Sales calls in DC with Jeff Silva
2/24/2016	ANATO - Bogota, Colombia
2/24/2016	PMPI MACE Event
2/25/2016	FSAE Meeting Planner Roundtable
2/27/2016	Visit Florida 2016 - Colombia Activation Event - Bogota
2/27/2016	REMA Tradeshow 2016 - Cali, Colombia
2/29/2016	Colombia Sales Mission & Event - Medellin
3/1/2016	Colombia Sales Mission - Medellin - Sales Presentation
3/1/2016	Services Pre-Promote NHS Unstaffed in New Orleans
3/2/2016	Colombia Sales Mission & Event - Barranquilla
3/2/2016	Colombia Sales Mission & Event - Barranquilla - Avianca
3/3/2016	Colombia Sales Mission - Barranquilla - Sales Presentation
3/5/2016	Travel & Adventure Show - San Francisco, CA
3/8/2016	NY Sales Mission
3/9/2016	Experient Envision
3/9/2016	ITB - Berlin, Germany
3/9/2016	Services Pre-Promote ANA Unstaffed in Orlando
3/11/2016	AAA NY Marketplace
3/14/2016	Seatrade Cruise Global - Fort Lauderdale, FL
3/14/2016	New York City Sales Mission
3/14/2016	VIP Tour Operator Appreciation Dinner - Zurich
3/16/2016	MIC Colorado
3/17/2016	St. Patty Day Event with Long Beach
3/18/2016	Visit Florida UK Sales Mission
3/22/2016	CVBReps Meeting
3/22/2016	Visit Florida Chicago Travel Trade Luncheon
3/23/2016	Braztoa - Rio de Janeiro, Brazil
3/23/2016	BRAZTOA - Brazilian Tour Operators Association - Rio

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 **104 FAMs and Sites** in Quarter 2.

<u>Start Date</u>	<u>Event Name</u>
1/5/2016	StoneRiver Site
1/6/2016	AIDAvita Port of Call Season 2 - January 6 - 2016
1/6/2016	Campbell Reunion Site
1/7/2016	Jennifer Bain FAM
1/7/2016	AEAONMS Winter Divan Meeting Services Planning Site
1/8/2016	Toronto Star Travel Ed FAM
1/15/2016	Costa Rica City Tour
1/15/2016	Bright Spark Site
1/19/2016	Roberto Maia
1/23/2016	Florida Huddle - Germany Pre FAM
1/25/2016	Cogent/3M
1/26/2016	Florida Huddle 2016 - Opening Night Event
1/26/2016	DERTOUR Site - Florida Huddle
1/26/2016	American Case Management Association (ACMA) Planning Site
1/26/2016	Cogent/3M Site Visit
1/27/2016	AIDAvita Port of Call Season 2 - January 27 - 2016
1/27/2016	Florida Huddle 2016 - Huddle Happy Hour
1/27/2016	Florida Huddle Hispter Food Tour FAM
1/27/2016	Florida Huddle MOSI FAM
1/28/2016	Gasparilla FAM - 2016
1/28/2016	Florida Huddle 2016 - Closing Night Event
1/28/2016	ACMG Annual Clinical Genetics Meeting 2016 Planning Site
1/28/2016	2016 Gasparilla FAM
1/28/2016	Gasparilla FAM Site- Shaklee
1/28/2016	Gasparilla FAM Site- Nat'l Space Society
1/28/2016	Gasparilla FAM Site- Paccar Parts
1/28/2016	Gasparilla FAM Site- Int'l Risk Management Institute
1/28/2016	Gasparilla FAM Site- Emergency Nurses Assn
1/28/2016	Gasparilla FAM Site- IBEX
1/28/2016	Florida Huddle Posh Foodie Tour FAM
1/28/2016	Florida Huddle Manatee FAM
1/28/2016	Florida Huddle FAM Ybor Walking Tour
1/28/2016	ASTC Annual Meeting 2016 Services Planning Site

<u>Start Date</u>	<u>Event Name</u>
1/29/2016	Florida Huddle - UK/Irish Post FAM
1/29/2016	VF Gasparilla FAM
1/30/2016	Florida Huddle - India Post FAM
1/30/2016	Gasparilla Media FAM
1/30/2016	TA Passport for Tampa
1/30/2016	Gasparilla FAM Site- Gulf of Mexico Alliance
1/30/2016	Gasparilla FAM Site- Mandala Group, Inc
1/31/2016	Gasparilla Pre/Post FAM
1/31/2016	SACSCOC Site Visit
2/2/2016	Swiss Hockey Campaign w/ Knecht Reisen
2/2/2016	IBM Amplify 2016 Planning Site
2/2/2016	CKRC Site Visit
2/2/2016	WERC Annual Conference Site
2/3/2016	WIDA National Conference 2017 Site
2/3/2016	Qvidian Site Visit
2/3/2016	Celgene
2/5/2016	ASME (American Society of Mechanical Engineers) Planning Site
2/5/2016	The Plantrician Project
2/8/2016	Vietnam Security Police Association
2/9/2016	AIDAvita Port of Call Season 2
2/9/2016	National Baptist Convention U.S.A. Services Planning Site
2/9/2016	Personify Services Planning Site
2/10/2016	National Association Of State Human Services Finance Officers Plann
2/12/2016	Samantha Wylie Harris FAM
2/16/2016	College Football Playoff Services Planning Site
2/16/2016	TechConnect - Defense Innovations Conference
2/17/2016	AIDAvita Port of Call Season 2
2/17/2016	American Association of Colleges of Pharmacy Dine Around
2/19/2016	The Presentation Summit Site Visit
2/19/2016	German Writer FAM
2/24/2016	Florida Campus Compact
2/25/2016	National Alliance of Black School Educators Services Planning Site
2/25/2016	NACCEE Site Visit
2/29/2016	Audley Travel - Site Inspection
3/1/2016	Avid 2016 Services Planning Site
3/2/2016	Southern Comfort Conference Site
3/2/2016	Southern Orthodontist Association Services Planning Site
3/3/2016	National Conference Dove Chocolate Discoveries Rep
3/4/2016	Jackie Carnegie/Huffington Post FAM
3/4/2016	Christopher Muther/Boston Globe FAM
3/4/2016	McKibbon Hotel Management Services Planning Site
3/4/2016	Great Day! Tours Site
3/4/2016	McKibbon Hotel Management, Inc. Planning Site
3/4/2016	Chris Murtha
3/6/2016	American Society for Microbiology Services Planning Site

<u>Start Date</u>	<u>Event Name</u>
3/7/2016	IFDA 2016 Services Planning Site
3/9/2016	Super Bowl NFL Honors Site
3/9/2016	National Peanut Buying Point Association Site Visit
3/9/2016	National Peanut Buying Points Association
3/11/2016	Elle UK FAM
3/11/2016	NAPA/ARA Site
3/11/2016	David Graham FAM
3/11/2016	Hugh McIntyre FAM
3/11/2016	Ed Condran FAM
3/13/2016	Organo Gold Services Planning Site
3/13/2016	Shriners International 2016 - Services Planning Site
3/15/2016	College Football Playoffs Services Planning Site
3/16/2016	IBEX Services Planning Site
3/18/2016	Rishad Mehta India FAM
3/18/2016	South Eastern Music Conference & Artist Showcase Site
3/18/2016	David Graham- UK Site
3/18/2016	Virbac Site
3/21/2016	Lorraine Stacey FAM
3/22/2016	Ricoh Public Sector Site
3/23/2016	COAA Site Visit
3/24/2016	Ed Salvato/ManAboutWorld FAM
3/24/2016	Eike Knall FAM
3/28/2016	2017 Party Club of America Convention Site
3/28/2016	Prospanica Site (formerly NSHMBA)
3/28/2016	American Academy of Pediatrics
3/30/2016	AIDAvita Port of Call Season 2

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 **405,631,667 Marketing Impressions** in Quarter 2.

Campaign details for Quarter 2:

- **National**
 - **Emeril's Florida** (Airings: Cooking Channel and Food Network; Cross Promotions: Emerils.com, CookingChannel.com and VisitFlorida.com)
 - **Florida's Most Campaign - Chicago** (Wallscapes: Located in two high-traffic locations in downtown Chicago)
 - **Florida's Most Campaign - Boston** (Experiential: Street team protested winter in populated areas throughout the city of Boston)
- **International**
 - **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:

- **Explore Tampa's Riverwalk** (marketing vide showcasingt The Tampa Riverwalk)
- **VisitTampaBay.com** (slight homepage redesign to enhance user experience and time-on-site)

Visit Tampa Bay generated **428,539,329 unpaid Local, National and International Media Impressions** in Quarter 2. The coverage is listed below:

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
1/4/2016	Tampa Bay Business Journal	Revealing Tampa Bay's most powerful business leaders: TBBJ's Power 100
1/4/2016	Schweizer Illustrierte (online)	Renzo Blumenthal macht Solo-Ferien in Florida
1/7/2016	Tampa Tribune	Hotel bed tax collections in Hillsborough sets record, nearly \$2 million
1/7/2016	TBO.com	Hotel bed tax collections in Hillsborough sets record, nearly \$2 million
1/7/2016	Tampa Tribune	Hillsborough commission backs Tampa-St. Pete ferry
1/7/2016	TBO.com	Hillsborough commission backs Tampa-St. Pete ferry
1/10/2016	Miami Herald	Florida travel notes: Pirate party, theme parks
1/10/2016	Miami Herald	Florida travel notes: Pirate party, theme parks
1/11/2016	Tampa Bay Times	Tampa Bay tourism figures from 2015 continue to shatter records
1/11/2016	TampaBay.com	Tampa Bay tourism figures from 2015 continue to shatter records
1/11/2016	Tampa Bay Business Journal (online)	?Playoff playbook: Millions of eyes on the host community
1/13/2016	Travel Weekly	Study will urge Fla. to boost its medical tourism profile
1/13/2016	Travel Weekly (online)	Study will urge Fla. to boost its medical tourism profile
1/15/2016	WFTS-TV ABC Action News (online)	Amazing video shows dolphin jumping over paddle boarder in Tampa Bay
1/15/2016	Tampa Bay Times	Where are they now? Ten who put their mark on Tampa Bay economy
1/15/2016	TampaBay.com	Where are they now? Ten who put their mark on Tampa Bay economy
1/16/2016	KITV	Dolphin Jumps Over Paddleboarder
1/20/2016	Huffington Post	15 Things You Must Do in Tampa
1/21/2016	Tampa Bay Times (online - TampaBay.com)	Washington in bullseye of potentially historic storm
1/22/2016	HotelNewsNow.com	STR: US results for year-end 2015, Q4 2015
1/22/2016	Tampa Bay Business Journal Online	Visit Tampa Bay lists hotels for travelers stranded by winter storm
1/22/2016	TBO.com	Visit Tampa Bay promotes tourism in London
1/22/2016	WTVT Fox 13	Both sides of the bay shine in worldwide ads
1/25/2016	WTSP 10 News at 5 a.m.	Expanding Gasparilla to tourists across country, world
1/25/2016	WTSP 10 News at 5:30 a.m.	Expanding Gasparilla to tourists across country, world
1/25/2016	WTSP 10 News at 6 a.m.	Expanding Gasparilla to tourists across country, world
1/25/2016	WTSP 10 News at Noon - WTSP-TV	Expanding Gasparilla to tourists across country, world
1/25/2016	WTSP-TV Online	Expanding Gasparilla to tourists across country, world
1/27/2016	TBO.com	Florida dump trucks helping D.C. with snow also promote tourism
1/27/2016	Tampa Tribune	Florida dump trucks helping D.C. with snow also promote tourism
1/29/2016	The Financial Express	Florida Huddle 2016 aims to make Florida the world's leading destination
1/29/2016	financialexpress.com	Florida Huddle 2016 aims to make Florida the world's leading destination
2/1/2016	America Journal	METROPOLE
2/1/2016	Dove	Crazy Florida
2/1/2016	Conde Nast Traveler	Travel Intel
2/1/2016	VISIT FLORIDA (website)	20 Florida Craft Breweries You Need to Visit
2/1/2016	America Journal	Jetzt zählt gute Beratung
2/2/2016	WTSP 10 News at Noon - WTSP-TV	Vote for Tampa for Best Beer Scene in USA Today poll
2/2/2016	WTSP-TV Online	Vote for Tampa for Best Beer Scene in USA Today poll
2/4/2016	WTSP 10 News at Noon - WTSP-TV	Governor's Zika Declaration
2/5/2016	WTLV	Governor's Zika Declaration
2/5/2016	FWW	Tampa lässt es krachen
2/5/2016	The Florida DMO Daily	MacDill Air Force Base - AirFest 2016
2/5/2016	America Journal	Tampa lässt es krachen
2/5/2016	The Florida DMO Daily	Airfest 2016
2/7/2016	The Florida DMO Daily	20 Craft Breweries

Article Date	Publication Name	Headline
2/8/2016	Tampa Bay Times (online - TampaBay.com)	YachtStarShip to Launch pirate-themed water taxis along Tampa riverfront
2/8/2016	Bloomberg News - Online	Tampa Bay outpaces other tourist destinations
2/8/2016	TBO.com	Tampa Bay area outpaces other tourist destinations
2/8/2016	The Florida DMO Daily	Tampa's Ybor City: Beer, Cigars & History
2/8/2016	Tampa Bay Times	Yacht StarShip to launch pirate-themed water taxis along Tampa riverfront
2/8/2016	Tampa Bay Times	Yacht StarShip to launch pirate-themed water taxis along Tampa riverfront
2/8/2016	TampaBay.com	Yacht StarShip to launch pirate-themed water taxis along Tampa riverfront
2/9/2016	The Florida DMO Daily	Work beginning on next stretch of Tampa Riverwalk
2/10/2016	Travel Weekly (online)	Gov. declares health emergency, to 'surprise' of Fla. tourism officials
2/10/2016	Travel Weekly	Gov. declares health emergency, to 'surprise' of Fla. tourism officials
2/10/2016	Sunshine Matters	2016 Florida Huddle Welcomed Attendees from Across the Globe
2/10/2016	Express Travel World	Florida Huddle 2016 aims to make Florida the world's leading destination
2/10/2016	Sunshine Matters	2016 Florida Huddle Welcomed Attendees from Across the Globe
2/13/2016	The Florida DMO Daily	15 Restaurants you need to try this weekend
2/13/2016	The Florida DMO Daily	15 Restaurants in Tampa You Need to Try this Weekend Xome
2/15/2016	Smart Meetings	Ethnic Eats
2/15/2016	Meetings Today	New Waves in the South
2/16/2016	Mental Floss	25 Things You Probably Don't Know About Tampa
2/16/2016	USA Today 10Best	Amalie's Convenient, Downtown Location Just Steps Away from Top Tampa Landmarks
2/16/2016	TBO.com	Visit Tampa Bay wins Marketing Awards
2/17/2016	VISIT FLORIDA (website)	Visit-Tampa-Bay-earns-top-honors-for-2015-marketing-campaigns
2/18/2016	WUSF News	Record Number Of Tourists Flocking To Florida
2/18/2016	The Florida DMO Daily	Tampa Waterfront Restaurants: 10Best Waterside Restaurant Reviews
2/18/2016	The Florida DMO Daily	Tampa Best Waterfront Restaurants
2/19/2016	The Florida DMO Daily	Yacht StarShip to launch pirate-themed water taxis along Tampa riverfront
2/24/2016	Travel Weekly	In a gritty corner of Tampa, a culinary scene takes root
2/24/2016	Travel Weekly (online)	In a gritty corner of Tampa, a culinary scene takes root
2/24/2016	Travel Weekly	In a gritty corner of Tampa, a culinary scene takes root
2/24/2016	La Agencia de Viaje	Un Destino Que Seduce por su Diversidad
2/26/2016	USA Today 10Best	http://www.10best.com/destinations/florida/tampa/attractions/attractions-near-tampa-bay-times-forum/
2/26/2016	The Florida DMO Daily	Sprinkles Cupcakes ATM coming to Tampa's Hyde Park Village
2/26/2016	The Florida DMO Daily	Sprinkles Cupcakes ATM Coming To Tampa's Hyde Park Village
2/27/2016	The Florida DMO Daily	Yacht StarShip to launch pirate-themed water taxis along Tampa riverfront
2/28/2016	The Florida DMO Daily	Bucket List Breweries
2/28/2016	The Florida DMO Daily	Bucket List Breweries You Should At Least Visit Once
2/28/2016	The Florida DMO Daily	Bucket List Breweries
2/28/2016	Miami Herald	Tampa's Riverwalk is a trail of Culture, Fun and Beauty
2/29/2016	The Florida DMO Daily	Attractions Near Amalie Arena
2/29/2016	The Florida DMO Daily	Attractions near Amalie Arena: Attractions in Tampa
2/29/2016	The Florida DMO Daily	Attractions Near Amalie Arena
2/29/2016	FWW	Jetzt zahlt gute Beratung
3/1/2016	Southern Living	Cruising the Shore: Tampa
3/1/2016	USA Today 10Best	10 Best Amalie Attractions
3/1/2016	The Florida DMO Daily	Tampa's Riverwalk is a trail of Culture, Art and Beauty
3/1/2016	TBO.com	OpenTable releases list of Tampa's most-booked restaurants
3/1/2016	Tampa Tribune	OpenTable releases list of Tampa's most-booked restaurants
3/1/2016	Mercados e Eventos	Florida Huddle 2016 registra mais de 14,500 reunion
3/1/2016	Orlando Sentinel	Roller Coaster Guide: Air Grover
3/1/2016	Orlando Sentinel	Roller Coaster Guide: Scorpion
3/1/2016	Orlandosentinel.com	Roller Coaster Guide: Scorpion
3/1/2016	Orlandosentinel.com	Roller Coaster Guide: Air Grover
3/1/2016	Orlando Sentinel	Roller Coaster Guide: Cheetah Hunt
3/1/2016	Orlandosentinel.com	Roller Coaster Guide: Cheetah Hunt
3/1/2016	South Florida Sun-Sentinel	Roller Coaster Guide: Sand Serpent
3/1/2016	sunsentinel.com	Roller Coaster Guide: Sand Serpent
3/1/2016	VISIT FLORIDA (website)	Tampa's Ybor City

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
3/2/2016	Successful Meetings	3 Days in Tampa
3/2/2016	The Florida DMO Daily	Tampa's Riverwalk is a trail of culture, fun and beauty
3/2/2016	Examiner.com	See the Cobra's Curse roller coaster come to life at Busch Gardens Tampa
3/3/2016	Yahoofinance.com	Marriott Revamps Fairfield Inn & Suites Tampa Brandon Decor
3/6/2016	elnuevodia.com	Mira cómo va quedando la Cobra de Busch Gardens
3/7/2016	Report en línea	Busch Gardens prepara a Cobra's Curse
3/7/2016	El Sentinel	Festival Gasparilla en Tampa: Este año más latino que nunca
3/7/2016	elsentinel.com	Festival Gasparilla en Tampa: Este año más latino que nunca
3/7/2016	Kitsap Sun	Craft brewers describe art of perfect pumpkin beer
3/7/2016	kitsapsun.com	Craft brewers describe art of perfect pumpkin beer
3/8/2016	about.com	2016 James Beard Awards Semifinalists
3/8/2016	miamiherald.com	Animals from Busch Gardens visit Miami Herald newsroom
3/8/2016	The Florida DMO Daily	Tampa's Ybor
3/9/2016	The Florida DMO Daily	Working Beginning on New Stretch of the Riverwalk
3/9/2016	Bradenton Herald	Erykah Badu headlines Gasparilla Music Fest in Tampa
3/9/2016	bradentonherald.com	Erykah Badu headlines Gasparilla Music Fest in Tampa
3/9/2016	Tampa Bay Times	After 5 years, Gasparilla Music Festival still spotlighting top Tampa Bay talent
3/9/2016	Tampa Bay Times Online	After 5 years, Gasparilla Music Festival still spotlighting top Tampa Bay talent
3/10/2016	TBO.com	Gasparilla Music Festival offers big names and indie heroes
3/10/2016	CNBC Power Lunch	Tampa: A 'value stock' in transformation
3/10/2016	CNBC Power Lunch	Tampa: A 'value stock' in transformation
3/10/2016	CNBC Power Lunch	Tampa: A 'value stock' in transformation
3/12/2016	GolfTV	Avis Road Trip to Tampa (Valspar)
3/13/2016	WalletHub.com	2016's Best & Worst Cities for St. Patrick's Day Celebrations
3/14/2016	Group Travel Media	Florida itinerary: Historic treasures await in the Tampa area
3/14/2016	Toronto Star	Ybor City is Tampa's off-the-radar Latin Quarter
3/14/2016	Toronto Star	Don't miss these 7 Tampa experiences
3/15/2016	CBC News Network	CBC Florida Primary coverage
3/16/2016	WPLG-MIA at 5	Cuba in Tampa
3/16/2016	NBC Sports	Bass to billfish
3/19/2016	CNBC Power Lunch	Tampa: A 'value stock' in transformation
3/19/2016	CNBC Power Lunch	Tampa: A 'value stock' in transformation
3/20/2016	businessinsider.com	The 24 best places to live in the South — the region that's becoming the best place to live in America
3/21/2016	Tampa Bay Business Journal (online)	One of Tampa's best-known restaurateurs gives \$1 million to alma mater
3/21/2016	Tampa Bay Business Journal (online)	CNBC shines national spotlight on Tampa
3/24/2016	Huffington Post	Every Small City Deserves An Event Like Tampa's Gasparilla Music Festival
3/24/2016	Suddeutsche Zeitung	Die Urlaubsreifeprüfung
3/24/2016	Huffington Post	Every Small City Deserves An Event Like Tampa's Gasparilla Music Festival
3/24/2016	Schwabische Zeitung	Die Serengeti liegt im Westen Floridasz
3/26/2016	Toronto Star	Manatees, Florida's gentle giants, deserve your protection
3/26/2016	Caribseek.com	Tampa's Last Cigar Factory Ponders More Competition From Cuba
3/28/2016	Report: Periodico semanal de la industria turistica	Una cita con los negocios en el Estado del Sol
3/28/2016	Report: Periodico semanal de la industria turistica	Otro mes para festejar
3/28/2016	Report Colombia	Otro mes para festejar
3/30/2016	Veg World Magazine	Ahoy, Matey! Tampa's a hotspot for Pirates, Manatees, and Veg Foodies

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 **20 Local Industry and Partner Tourism Events** in Quarter 2. These events are listed below:

<u>Start Date</u>	<u>Event Name</u>
1/7/2016	Partnership 101 - January 2016
1/14/2016	Partnership 201 - January 2016
1/21/2016	Business by the Bay at The Getaway
1/28/2016	January Hospitality Partner Meeting
2/2/2016	GET 2.2.16 Visit Tampa Bay Open Training
2/9/2016	Hillsborough Days Reception at Governors Club
2/9/2016	Client Dinner
2/15/2016	Joint Client Event at The Edison
2/16/2016	Business by the Bay at Square 1 Burgers & Bar
2/22/2016	Client Lunch with Raymond James
2/23/2016	2016 Industry Summit
2/23/2016	PCMA Mix 'N Bowl 2016
2/24/2016	GET 2.24.16 Tampa Airport Taxi Training
2/25/2016	February Hospitality Partner Meeting - 2016
3/3/2016	Regional Update - Westshore
3/15/2016	Business by the Bay at The RITZ Ybor
3/24/2016	GET 3.24.16 Visit Tampa Bay Open Training
3/29/2016	March Hospitality Partner Meeting - 2016
3/29/2016	GET Frozen Four Volunteer Session 3.29.16 Amalie Arena
3/30/2016	GET Frozen Four Volunteer Session 3.30.16 Marriott Waterside

In addition, Visit Tampa Bay had **21 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay had **1,480 Partner Referrals** and over **\$168,288 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$11,511 in CityPASS Booklets** to Hillsborough County visitors. This was 230% of our \$5,000 goal.

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**

- Distributed Funds - \$5,000 to Tampa Pride
- Engaged for Future Funding
 - Temple Terrace
 - RiverFest

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.

Sallynn Wkey
Print Name and Title

[Signature]
Signature

5/26/2016
Date