

Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending June 30, 2016

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 2,507,873.00
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 3,390,175.00
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ 3,735,347.03
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$

Tourist Development Tax Funds Received Since October 1, 2015	\$ 9,633,395.03
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **110,829 Definite Room Nights** in Quarter 2. They have **609,442 Lead Room Nights** in the sales funnel. Leisure Sales had **2,422 Customer Interactions** in Quarter 3 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 **37 Trade Shows and Missions & Sales Events** in Quarter 3.

<u>Start Date</u>	<u>Event Name</u>
4/4/2016	Visit USA Brazil - Event - Rio - April - 2016
4/5/2016	Visit USA Brazil - Event - Sao Paulo - April - 2016
4/7/2016	Visit USA Brazil - Event - Campinas/ Rio/ Sao Paulo - April - 2016
4/12/2016	BRAZTOA - Brazilian Tour Operators Association - Porto Alegre - April - 2016
4/12/2016	Tampa Bay EDC Costa Rica Sales Mission - April - 2016
4/18/2016	Services Pre-Promote NAFA Unstaffed in Austin
4/19/2016	IMEX Frankfurt
4/28/2016	Springtime Expo
4/29/2016	Springtime Golf Tournament
5/2/2016	North America Journey' - Receptive Tour Operator Summit - East, NYC - May - 2016
5/6/2016	The Villages Travel Expo - May - 2016

<u>Start Date</u>	<u>Event Name</u>
5/9/2016	Visit Florida German Roadshow - Bielefeld, Trier, Baden Baden, & Konstanz - May - 2016
5/10/2016	Visit Florida China Sales Mission - May - 2016
5/12/2016	SmartMeetings NE
5/16/2016	Meeting Spots
5/17/2016	SGMP
5/24/2016	NEXT Travel Trade Exchange - Cancun, Mexico - May - 2016
5/24/2016	DC Appreciation Luncheon 2016
5/25/2016	Southwest Airlines - Marketing Opportunity - May - 2016
6/1/2016	FEA
6/1/2016	FEA
6/1/2016	Expedia Call Center Mission - 2015 - April
6/1/2016	Services Pre-Promote FEA Staffed in Kansas City
6/2/2016	Cruise3Sixty Trade Show - Vancouver, Canada - June - 2016
6/5/2016	Services Pre-Promote ETS Staffed in Louisville
6/8/2016	HelmsBriscoe ABC; Phoenix, AZ
6/9/2016	Services Pre-Promote Urban Land Institute Unstaffed in Aventura
6/10/2016	MPI WEC 2016; Atlantic City, NJ
6/12/2016	Services Pre-Promote EASA Unstaffed in Toronto
6/18/2016	IPW 2016 Trade Show – New Orleans, LA - June - 2016
6/18/2016	IPW 2016 Brazilian Welcome Reception – New Orleans, LA - June - 2016
6/19/2016	IPW 2016 Tom on Tour – German LBGT Event – New Orleans, LA - June - 2016
6/19/2016	IPW 2016 Visit USA Swiss Reception – New Orleans, LA - June - 2016
6/20/2016	IPW 2016 Visit Florida VIP Dinner - New Orleans, LA - June - 2016
6/22/2016	SGMP Education Day; Gainesville, FL
6/26/2016	PCMA Education Conference
6/27/2016	Cvent Connect 2016; Las Vegas, NV

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 **75 FAMs and Sites** in Quarter 3.

<u>Start Date</u>	<u>Event Name</u>
4/2/2016	Fabiano Tresbach Leal FAM
4/4/2016	Omega Psi Phi Fraternity Site Visit
4/5/2016	Services Partner Involvement - Frozen Four 2016
4/7/2016	Sainsbury UK FAM
4/7/2016	American Executive International Colombia- Site- 2016
4/8/2016	Maria Eugenia Suconic FAM
4/11/2016	CNN Airport News FAM
4/11/2016	Andersen Windows Corporate Event Planning Site April 2016
4/11/2016	Sherrod Family Reunion Site
4/11/2016	Dynamic Communities (DSLUG)
4/14/2016	Florida Engineering Society Site
4/16/2016	Proxima Parada FAM
4/20/2016	Electrical Apparatus Service Association (EASA) Planning Site April 2016
4/20/2016	Environmental Bankers Association
4/21/2016	AACTE 2017 Planning Site in April 2016
4/22/2016	MAPPS
4/23/2016	Universal Technology Corporation DMC/DMSMS 2017 Site
4/25/2016	University Events Team (UET) Meeting Planning Site April 2016
4/26/2016	College Football Playoff Services Planning Site April 2016
4/26/2016	Younghearts Event Planners, LLC
4/28/2016	Copa Vacations Wholesalers Convention - Lunch Meeting Event - April - 2016
4/28/2016	Campus Compact
4/29/2016	HRS Germany - Site Visit - April - 2016
5/1/2016	B-26 Marauder Historical Society Reunion Site
5/3/2016	Gaby Karstadt German FAM
5/5/2016	Brazilian Rep - Site - May - 2016
5/6/2016	Matthew Hampton
5/9/2016	PCMA Meeting Sponsorship
5/10/2016	Guggenheim
5/10/2016	National Baptist Convention Planning Site May 2016
5/11/2016	Amsoil Direct Jobber Meeting Planning Site May 2016
5/13/2016	CEO Space
5/16/2016	National Meeting Planning Site May 2016
5/16/2016	Chicago Bears Site Visit
5/17/2016	AAA Spring Sales Mission - Hillsborough, Pinellas Counties - May - 2016
5/17/2016	Jose Graviles/CFP
5/19/2016	StriveTogether 2017 National Cradle to Career Convening
5/19/2016	FL Society of Clinical Oncology
5/19/2016	WME/IMG VIP Party Services Planning Site May 2016
5/23/2016	Dragon TV Fam

<u>Start Date</u>	<u>Event Name</u>
5/27/2016	Tuskegee National Alumni Association
5/30/2016	Enjoy America Tour Operator - FAM - May - 2016
5/31/2016	PERA Site
6/1/2016	ASTC Annual Meeting Services Planning Site June 2016
6/2/2016	CEO Space Site
6/2/2016	Rod Charles FAM
6/5/2016	Ellie Ross UK Fam
6/6/2016	Reforma Mexico FAM
6/6/2016	2017 Kao Annual Sales Meeting
6/8/2016	United States Coast Guard Yellow Ribbon Reintegration Program Site
6/12/2016	IPW Winner Chicago - Site - June - 2016
6/13/2016	Just for Kix - June - 2016
6/13/2016	NAFA Planning Site June 2016
6/13/2016	VHACO Site
6/15/2016	Melrose Lifestyle Services - Presentation - June - 2016
6/16/2016	Winmark/Plato's Closet Site
6/16/2016	Univision Broadcast
6/16/2016	Plato's Closet Site
6/17/2016	Axel Pinck FAM
6/20/2016	HelmsBriscoe Destination Overview
6/21/2016	NAPA/ARA City Venue Tour
6/23/2016	The Chlorine Institute Site
6/23/2016	ACell, Inc. Site Visit
6/23/2016	Petit Fute FAM
6/23/2016	BrightSpark/ Outback Bowl - FAM - June - 2016
6/24/2016	Munditur SAS INSELAIR - FAM - June -2016
6/26/2016	Katherine Lawrey UK Fam
6/27/2016	Tom Bruhwiler FAM
6/27/2016	Henrik Baumgarten
6/28/2016	Services Shriners International PreWeek
6/28/2016	Lisa Allen FAM
6/29/2016	Services Shriners International Horse Stabling & Competition
6/29/2016	Simon Larkins FAM
6/29/2016	Infrastructure Resources, LLC
6/30/2016	International Society of Automation Site

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, advertising on travel-related internet sites resulting in increased visitations.

Visit Tampa Bay generated **163,184,342 Marketing Impressions** in Quarter 3.

Campaign details for Quarter 3:

- **In-State Campaign Florida's Most Campaign**
 - **Markets:** Orlando, Ft. Myers, Miami, Jacksonville, West Palm Beach
 - **Mediums:** Traditional Radio, Pandora, Broadcast TV Partnerships, Cable TV, Guerilla: Experiential Media/Street Teams and Digital
- **OTA Campaigns**
 - CVC SempreComVC

- Priceline
- Adara

Video/Digital Production:

- **Tampa's Nightlife Video** (showcasing the variety of nightlife activities)
- **VisitTampaBay.com** (slight homepage redesign to enhance user experience and time-on-site)

Visit Tampa Bay generated **1,270,989,294 unpaid Local, National and International Media Impressions** in Quarter 3. The coverage is listed below:

<u>Article Date</u>	<u>Publication Name</u>	<u>Headline</u>
4/1/2016	Veg World Magazine	Ahoy, Matey! Tampa's a Hot Spot for Pirates, Manatees and Veg Foodies
4/1/2016	El Nacional	http://www.el-nacional.com/viajes/hipermontana-rusa-Tampa-entra-prueba_0_820718175.html
4/4/2016	Tampa Bay Times	Could Tampa Bay offer cruises to Cuba?
4/4/2016	Tampa Bay Times (online-TampaBay.com)	Could Tampa Bay offer cruises to Cuba?
4/5/2016	beforeitsnews.com	The 10 Best Mid-Sized American Cities for Millennials
4/5/2016	beforeitsnews.com	Best Dog-Friendly Restaurants in the U.S.
4/5/2016	TravelPulse.com	SeaWorld Parks Double the Thrills with Two New Coasters
4/6/2016	WTVT Fox 13	Frozen Four teams arrive in Tampa
4/6/2016	The Dickinson (N.D.) Press	McFEELY: Frozen Four on the Gulf Coast every year? Yes, please
4/6/2016	thedickinsonpress.com	McFEELY: Frozen Four on the Gulf Coast every year? Yes, please
4/7/2016	subap.com	SOUTH KOREA'S 'TAMPA SANDWICH BAR' SERVES UP TAMPA-STYLE CUBANS ON THE DAILY
4/7/2016	USA Today Travel	America's best bars for beer lovers
4/8/2016	Tampa Bay Times (online-TampaBay.com)	Tampa's tourism strategy pays off as city hosts its second Frozen Four
4/8/2016	Tampa Bay Times	Tampa's tourism strategy pays off as city hosts its second Frozen Four
4/8/2016	The Boston Globe	A neighborhood brought to life through its stomach
4/11/2016	Tourism Marketing Today	Tampa Sets New tDT Record, Hosts Florida Huddle
4/12/2016	Blue Planet productions	ITB 2016: TV Berlin: Reisetipp Tampa/Florida
4/13/2016	News Talk Florida	Corrada: Tampa Will Always be Cigar City
4/14/2016	Tampa Bay Times (online-TampaBay.com)	New app lets Ybor City visitors see and hear the story of Cuban revolutionary José Martí
4/15/2016	Tampa Bay Business Journal	Hillsborough bed tax breaks \$3 million mark
4/15/2016	Tampa Bay Times	New app lets Ybor City visitors see and hear the story of Cuban revolutionary José Martí
4/15/2016	Tampa Bay Business Journal Online	Hillsborough bed tax breaks \$3 million mark
4/18/2016	theodysseyonline.com	17 Date Ideas In Tampa Bay
4/20/2016	TBT*	The Brew Bus grows and changes, as does the bay area beer scene
4/20/2016	USA Today Travel	The most expensive cities for business travel
4/20/2016	TampaBay.com	The Brew Bus grows and changes, as does the bay area beer scene
4/21/2016	behindthethrills.com	Putting the "gardens" back in Busch Gardens Tampa
4/24/2016	Tampa Tribune	Airbnb starts paying Florida taxes but still plays by different rules - See more at: http://www.tbo .
4/24/2016	TBO.com	Airbnb starts paying Florida taxes but still plays by different rules - See more at: http://www.tbo .
4/25/2016	Tampa Tribune	Editorial: FDA Still Blowing Smoke
4/25/2016	TBO.com	Editorial: FDA Still Blowing Smoke

4/25/2016	Sunny Travel News	BUSCH GARDENS TAMPA BAY RECIBIÓ 2 NUEVOS HABITANTES
4/25/2016	behindthethrills.com	Busch Gardens Tampa's latest coaster will cater to your fears
4/25/2016	foodrepublic.com	A Pissed-Off Tampa Chef Explains The "Farm To Fable" Controversy
4/25/2016	orbitz.com	15 U.S. tourist hotspots nobody cared about 15 years ago
4/25/2016	The Salt/NPR	The Cuban Sandwich Crisis Has A Winner: Tampa
5/4/2016	Tampa Bay Business Journal Online	Demand grows for hotel rooms in Tampa
5/4/2016	Tampa Bay Business Journal	Demand grows for hotel rooms in Tampa
5/8/2016	Grand Forks Herald	Tampa was great, but keep spreading out Frozen Four
5/8/2016	Grand Forks Herald	Tampa was great, but keep spreading out Frozen Four
5/14/2016	Daily Traveling News (Argentina)	Novedades desde Visit Tampa Bay
5/15/2016	TampaBay.com	Column: Record Hillsborough tourism means more revenue
5/15/2016	Tampa Bay Times	Column: Record Hillsborough tourism means more revenue
5/16/2016	cruiseandferry.net	Tampa ready for Cuban cruise and ferry market
5/16/2016	Artsy Voyager.com	10+ Artsy & Cool Reasons To Visit Tampa, Florida
5/17/2016	Tampa Bay Business Journal Online	Tampa makes a 'steady climb' on U.S. meeting and event space list
5/20/2016	Tampa Bay Times Online	MacDill Air Force Base's new hotel is good news for taxpayers, but could hurt local hotels
5/20/2016	Tampa Bay Times Online	Hillsborough's tax collector rejects Airbnb deal that Pinellas approved
5/20/2016	Tampa Bay Times	MacDill Air Force Base's new hotel is good news for taxpayers, but could hurt local hotels
5/20/2016	Tampa Bay Times	Hillsborough's tax collector rejects Airbnb deal that Pinellas approved
5/22/2016	Tampa Bay Times	Big special operations conferences in Tampa this week
5/22/2016	Tampa Bay Times - Online	Big special operations conferences in Tampa this week
5/23/2016	CNN Airport News	Tampa Bay - A Treasure Awaits
5/23/2016	CNN Airport News	Tampa Bay - A Treasure Awaits
5/24/2016	Tampa Bay Business Journal	Tampa's Super Bowl pitch 'raised eyebrows' among NFL owners
5/24/2016	Tampa Bay Business Journal	Tampa's Super Bowl pitch 'raised eyebrows' among NFL owners
5/25/2016	Tampa Bay Business Journal	Check out the alligator British Airways is using to promote Tampa flights
5/25/2016	Tampa Bay Business Journal	Check out the alligator British Airways is using to promote Tampa flights
5/26/2016	Tampa Bay Times	To promote Florida travel, British Airways painted people as gators and put them on a runway
5/26/2016	Tampa Bay Times	To promote Florida travel, British Airways painted people as gators and put them on a runway
5/26/2016	TampaEDC.com	10 Reasons I Love Tampa... And Why You Will Too
5/27/2016	Tampa Bay Business Journal	Allegiant aims to fly more passengers into PIE
5/27/2016	Tampa Bay Business Journal	Allegiant aims to fly more passengers into PIE
5/30/2016	Tampa Bay Times	Silver Airways has big plans for growth in and beyond Tampa
5/30/2016	Tampa Bay Times	Silver Airways has big plans for growth in and beyond Tampa
5/31/2016	GoBankingRates.com	The Most Expensive Tourist Destinations in the U.S.
6/2/2016	Tampa Bay Times	Tampa's West Shore area to get a new luxury hotel in 2018
6/3/2016	Palm Beach Post Online	Tampa-style Cuban sandwiches are the star at Tampa Sandwich Bar in Korea
6/3/2016	Palm Beach Post	Tampa-style Cuban sandwiches are the star at Tampa Sandwich Bar in Korea
6/3/2016	seriouseats.com	Why Tampa Is the Best Beer City in the USA
6/5/2016	San Diego Reader	Tampa, really? 10 What's worth a look in the historic — and exotic, even — Gulf Coast city.
6/5/2016	The Florida DMO Daily	10 Reasons I Love Tampa ... And You Will To
6/6/2016	Orlando Sentinel	Watch Busch Gardens' new roller coaster Cobra's Curse in action

6/7/2016	Tampa Bay Times Online	Here's how a San Diego magazine described a perfect Tampa vacation
6/7/2016	Tampa Bay Times	Here's how a San Diego magazine described a perfect Tampa vacation
6/7/2016	Forbes	10 Cities Americans Are Moving To Right Now (And 10 They Are Leaving)
6/9/2016	Tampa Bay Times	Leaders in Tampa's LGBT rights movement renovating home outside Ybor
6/10/2016	http://www.plumleegulfbeachrealty.com/	10 Things You May Not Know About the Gasparilla Pirate Festival
6/10/2016	Where	5 Buzz-Worthy Restaurants in Tampa Bay
6/13/2016	Food and Wine	This Summer's Most Important Ice Cream Innovations
6/14/2016	Tampa Bay Times (online-TampaBay.com)	Hillsborough Commissioner wants June recognized as LGBT Pride Month
6/14/2016	The Florida DMO Daily	From On Swann to Portillo's, 11 Tampa Bay restaurants opening this summer
6/15/2016	Saint Petersburg	Hillsborough Commissioners approve business plan for high-speed ferry service between St. Pete and T
6/15/2016	WTVT Fox 13	Plan for Tampa Armature Works site includes market, restaurant, hotel
6/15/2016	Tampa Bay Business Journal (online)	Ambitious mixed-use vision for Tampa Heights waterfront unveiled (Renderings)
6/15/2016	Tampa Bay Business Journal (online)	The potential magic of a foodie-centric market hall on the Tampa Heights waterfront
6/15/2016	Tampa Bay Times	The Heights project in Tampa to open next year with apartments, market and restaurants
6/16/2016	Tampa Bay Times	Will Orlando's mass shooting make tourists less likely to travel to Florida?
6/16/2016	Tampa Bay Times	Despite opposition, gay pride flag raised outside Hillsborough County center
6/16/2016	Tampa Bay Business Journal (online)	Tampa Heights is the next Hyde Park
6/16/2016	The New York Times	4 Roller Coasters That Put the Theme in Theme Park
6/17/2016	StreetsBlogUSA	Take a Look at Tampa's First Protected Bike lane
6/17/2016	BBC Sport	Joe Cole: Tampa Bay Rowdies sign Coventry City's former England international
6/17/2016	MailOnline	Joe Cole deserves his day in the sun at Tampa Bay Rowdies... the teenage prodigy became a star but w
6/17/2016	The Guardian	Joe Cole to join the Tampa Bay Rowdies from Coventry at end of season
6/17/2016	The Sun	Joe Cole set to link up with North American Soccer League side Tampa Bay Rowdies
6/17/2016	Evening Standard	Former Chelsea and West Ham star Joe Cole signs for Tampa Bay Rowdies
6/17/2016	Express	Former Chelsea, Liverpool and West Ham star Joe Cole set for Tampa Bay Rowdies
6/17/2016	Telegraph	Joe Cole is 'massive signing for Tampa Bay Rowdies and NASL'
6/17/2016	Sky Sports	Joe Cole targets trophies for Tampa Bay Rowdies
6/19/2016	Niche	2016 Best Places to Raise a Family in Florida
6/19/2016	Patch	100 Best Places In Florida To Raise A Family
6/20/2016	WFTS-TV ABC Action News (online)	'Eat Like Jesse': Jesse Palmer Tries a Burger With a Mac 'N Cheese Bun at Datz
6/20/2016	WFTS-TV ABC Action News (online)	'Eat Like Jesse': Jesse Palmer Tries a Burger With a Mac 'N Cheese Bun at Datz
6/20/2016	WFTS-TV ABC Action News (online)	'Eat Like Jesse' Tries Datz's Mac & Cheese Burger Try This Decadent Dish!
6/20/2016	WFTS-TV ABC Action News (online)	How to Make Datz's Burger With Macaroni and Cheese 'Buns'
6/20/2016	WFTS-TV ABC Action News (online)	'Eat Like Jesse': Jesse Palmer Tries a Burger With a Mac 'N Cheese Bun at Datz
6/20/2016	WTSP 10 News at 6 a.m.	Gettin' TIKI with Datz!
6/20/2016	TBO.com	Tampa Marriott Waterside adds new wellness option to rooms, including Vitamin C shower
6/20/2016	Thrillist	What to eat at Smorgasburg (That you can't get anywhere else in LA)
6/20/2016	Zagat	The Oldest Restaurants in America
6/20/2016	Beverage World	First commercial beer made with Florida grown hops
6/20/2016	icFlorida	Cobra's Curse spin coaster opens at Busch Gardens Tampa
6/20/2016	Facebook	Ichicoro in Nylon Magazine Snapchat

6/21/2016	International Business Times	British Airways places human alligator on Gatwick airport runway to promote offers to Florida
6/21/2016	Crawley News	WATCH: 3 female models spend 5 hours getting painted as alligator to scare Gatwick passengers
6/21/2016	Greenwich Time	Finding the Best Untapped Talent Might Be Easier Than Many Entrepreneurs Think
6/21/2016	Tampa 4U Realty	Westchase and FishHawk Top List of Best Places to Raise a Family in Florida
6/21/2016	Wine Enthusiast	America's 100 Best Wine Restaurants of 2016
6/21/2016	Express	Passengers in SHOCK as they spot alligator on runway at Gatwick - but there's a catch!
6/21/2016	The Independent on Sunday (UK)	British Airways puts alligator on Gatwick runway to encourage more people to visit Florida
6/22/2016	Sarasota Herald-Tribune	Vinik on Tampa project: 'We're building half a city'
6/22/2016	Tampa Bay Business Journal (online)	Tampa named a best 'Foodie City for Your Wallet,' St. Pete, not so much
6/22/2016	Tampa Bay Business Journal	Tampa named a best 'Foodie City for Your Wallet,' St. Pete, not so much
6/22/2016	Tampa Bay Times	Editorial: Saving MOSI requires more money, oversight and openness
6/22/2016	Tampa Bay Times	Taylor Swift's dazzling, starry-eyed finale in Tampa
6/22/2016	Tampa Bay Times	Bay area pushes Canada trade
6/22/2016	TBO.com	Hillsborough sets museum contribution at \$325,000 each
6/22/2016	Tampa Tribune	Hillsborough sets museum contribution at \$325,000 each
6/22/2016	Heraldtribune.com	Vinik on Tampa project: 'We're building half a city'
6/22/2016	TampaBay.com	Editorial: Saving MOSI requires more money, oversight and openness
6/22/2016	TampaBay.com	Taylor Swift's dazzling, starry-eyed finale in Tampa
6/22/2016	TampaBay.com	Bay area pushes Canada trade
6/22/2016	Report en linea	Visit Tampa Bay marcó un récord de recaudación fiscal
6/22/2016	Report en linea	Visit Tampa Bay marcó un récord de recaudación fiscal
6/22/2016	WalletHub.com	2015's Best and Worst Foodie Cities for Your Wallet
6/22/2016	vacationidea.com	22 Best Things to Do in Tampa, Florida
6/22/2016	travelmole.com	Visit Tampa Bay launching biggest ever ad campaign
6/22/2016	Smart Asset	America's Most Affordable Travel Destinations
6/22/2016	sleepinginairports.com	Best Airports in North America 2015
6/22/2016	touramerica.ie	Five Reasons to visit Tampa Bay
6/22/2016	cntraveler.com	Top 20 Hotels in Florida: Readers' Choice Awards 2015
6/22/2016	forbes.com	The Fastest-Growing U.S. Cities: The Latest Numbers
6/23/2016	The Boston Herald	A Warm Welcome!
6/23/2016	The Boston Herald	Tampa visitors will find there's so much to do
6/27/2016	Tampa Bay Business Journal	Can sculptures and capes: Scenes from 'Tourism Gives Back' at Amalie Arena
6/28/2016	Tampa Bay Business Journal	How a young Tampa company landed a lucrative Denver Airport contract (Renderings)
6/28/2016	Tampa Bay Business Journal	Meet the 10-month-old startup with a monster DIA deal
6/28/2016	Tampa Bay Business Journal	Those blue Coast Bikes all over downtown Tampa could be a boon to your business
6/28/2016	Tampa Bay Business Journal	Playoff playbook: First impressions from Phoenix and creating the 'big game' vibe
6/28/2016	Tampa Bay Business Journal	FDOT closes on Charley's Steakhouse, Doubletree for future Westshore intermodal center
6/28/2016	Tampa Bay Business Journal	Proposed ferry service between St. Pete, Tampa inches forward
6/28/2016	Tampa Bay Business Journal	How Tampa's Oxford Exchange plans to become a 'lifestyle brand'
6/28/2016	Tampa Bay Business Journal	'Star Wars' shatters a record for Tampa's MOSI
6/28/2016	Tampa Bay Business Journal	\$35M construction job for Vinik-Cascade real estate team up for bid
6/28/2016	Tampa Bay Business Journal	Tampa-St. Pete hotel occupancy rises in late 2015-early 2016

6/28/2016	Tampa Bay Business Journal	Tampa breaks 9-year record for bed taxes in December
6/28/2016	Creative Loafing	Hillsborough Commission backs Tampa-St. Pete ferry, with conditions
6/28/2016	Creative Loafing	Tampa to St. Pete ferry pilot could happen by October
6/28/2016	Tampa Bay Times	Pressing forward: The 25 most influential business players in Tampa Bay
6/28/2016	Tampa Bay Times	Cost of cross-bay ferry pilot project: \$1.3M for one boat, \$2.2M for two
6/28/2016	Tampa Bay Times	Which airlines are doing the best at Tampa International Airport?
6/28/2016	Tampa Bay Times	Column: Open carry would undermine public safety in Tampa Bay and quality of life
6/28/2016	Tampa Bay Times	2016 James Beard semifinalist nods go to chef Greg Baker, Bern's Steak House in Tampa
6/28/2016	Tampa Bay Times	Behind Cigar City's sale: An irreverent craft beer brewery grows up
6/28/2016	Tampa Bay Times	Hillsborough hotel association looking to create a new fund for tourism in Tampa
6/28/2016	Sunny Travel News	Parques Tematicos la MALDICIÓN DE LA COBRA CADA VEZ MÁS CERCA DE BUSCH GARDENS TAMPA
6/28/2016	WTVT-TV FOX 13	One Tank Trip: A look at the art along Bayshore Boulevard
6/28/2016	TBO.com	Lowry Arcade seeks high score with Tampa beer geeks, retro gamers
6/28/2016	TBO.com	A trail through Tampa-Cuba history
6/28/2016	TBO.com	Tampa showcases role in Martí history with trail in Ybor, UT center
6/28/2016	Heraldtribune.com	Florida breaks tourism record for fifth consecutive year
6/28/2016	WFTS-TV ABC Action News	Congrats to winners of 2016 Tourism Gives Back! Fastest Team: Hooters, Best Team Spirit: Busch Garde
6/28/2016	Tampa Bay Times (online-TampaBay.com)	Tourism boosters hope Gasparilla 'season' lures more travelers to Tampa Bay
6/28/2016	Washington Post	America now has more breweries than ever. And that might be a problem.
6/28/2016	TBO.com	Tampa flights canceled as blizzard bears down on East Coast
6/28/2016	TBO.com	Hotel bed tax collections in Hillsborough sets record, nearly \$2 million
6/28/2016	TBO.com	Editorial: Tampa's Riverwalk a big piece of downtown's revival
6/28/2016	TBO.com	FDOT completes purchase of hotel property for future West Shore transportation center
6/28/2016	TBO.com	Editorial: You should be able to cross the street without fearing for your life
6/28/2016	TBO.com	Manatees could be reclassified from endangered to threatened
6/28/2016	TBO.com	Plenty rides on names of historic Florida communities
6/28/2016	TBO.com	WTFork: Marc Murphy brings upscale dining to Hard Rock casino with Grey Salt
6/28/2016	TBO.com	Editorial: Land purchase for possible transit hub represents a 'giant step'
6/28/2016	TBO.com	Gasparilla 2016: Events season returns with pre-fest, parades this month
6/28/2016	TBO.com	Editoria: A key decision for Hillsborough
6/28/2016	Cruise Critic Contributor	One Day in Tampa
6/28/2016	Eater	The National Eater 38:Where to Eat in 2016
6/28/2016	Ruby:a blog by Virgin Atlantic	Chef Greg Baker's guide to Tampa's top restaurants
6/28/2016	N-TV	This is my Florida Michael Roll explored Tampa and Anna Maria Island.
6/28/2016	American Roads and Global Highways	Wild Roads--The Bear Facts - American Roads and Global Highways
6/28/2016	Travel+Leisure	Five Timely, Sun-Filled Spring Trips Near Miami
6/28/2016	Men's Journal	Cigar City Brewing Just Sold, But Not to Budweiser
6/28/2016	Brewbound	Cigar City Founder Calls Buyout Rumor "Speculation"
6/28/2016	Bienvenidos	Matinal Bienvenidos en USA "La super dupla" Cap 3
6/28/2016	The New York Times	José Martí, the National Poet
6/29/2016	Washington's Top News	New roller coasters in the US to check out this summer
6/29/2016	ITPS Amusement Industry News	ITPS Amusement Industry News

6/29/2016	97.1 The Eagle Rocks	Dude Saves Several Lives At Busch Gardens Tampa Read more: http://kegl.iheart.com/onair/big-rig-320
6/29/2016	KNZR 97.7 FM	New Roller Coasters in the U.S to Check Out This Summer
6/29/2016	24 Horas.CL	¡Héroe! Un hombre salva a una docena de patitos que caían de una gran altura
6/29/2016	Time Online	Watch This Heroic Man Catch Baby Ducklings as They Fall Off a Ledge
6/29/2016	Business Observer	Suds on the bus
6/29/2016	forbes.com	The 25 Cities Where Your Paycheck Will Go The Furthest
6/29/2016	WFLA-AM (Fox News)	WFLA 6/29/2016 6:30:50 AM
6/29/2016	The Florida DMO Daily	The Florida DMO Daily: Hollywood Infiltrates Tampa Bay on July 6
6/29/2016	WTSP 10 News at 6 a.m.	Tampa Bay +Dining on WTSP-TB (CBS) - Tampa Bay, FL
6/29/2016	USA Today Travel	Hotels Near the Sun Dome in Tampa, FL
6/29/2016	Tampa Bay Times (online-TampaBay.com)	Roller coasters that put the theme in theme park
6/30/2016	Tampa Bay Business Journal	New upscale bar and restaurant concept coming to downtown Tampa (Rendering)
6/30/2016	Tampa Bay Business Journal	Momentum builds in Tampa's North Franklin corridor
6/30/2016	Tampa Bay Business Journal	One of Tampa's best-known restaurateurs gives \$1 million to alma mater
6/30/2016	Tampa Bay Business Journal	Price tags placed on Go Hillsborough rail and streetcar projects
6/30/2016	Tampa Bay Business Journal	City of Tampa lists rail as a major project in Go Hillsborough
6/30/2016	Creative Loafing	Local beer, food planned for Brew Bus grand opening
6/30/2016	Tampa Bay Business Journal (online)	Tampa among top hot spots for new residents in U.S.
6/30/2016	Tampa Bay Business Journal	Boston Globe writer revels in Seminole Heights food scene and Dunedin's gay-friendly downtown
6/30/2016	Tampa Bay Times	Column: Motivation for being a tourist in your own town
6/30/2016	Tampa Bay Times	Artist brings dream to life at old Tampa Heights fire station
6/30/2016	Tampa Bay Times	Tampa wastes no time to lobby for another Frozen Four
6/30/2016	Tampa Bay Times	Tampa International Airport ranked best large airport in the nation by passengers
6/30/2016	Tampa Bay Times	At Tampa Bay farm-to-table restaurants, you're being fed fiction
6/30/2016	Tampa Bay Times	It's decided: Museum of Science and Industry will move to downtown Tampa
6/30/2016	Tampa Bay Times	New app lets Ybor City visitors see and hear the story of Cuban revolutionary José Martí
6/30/2016	Tampa Bay Times	The Brew Bus grows and changes, as does the bay area beer scene
6/30/2016	Tampa Bay Times	Upgraded 'Carnival Pride' cruise ship to sail from Port Tampa Bay next year
6/30/2016	USA Today Travel	Busch Gardens welcomes two baby sloths
6/30/2016	USA Today Travel	Fliers' favorites airports? Tampa, Omaha among tops in this list
6/30/2016	miamiherald.com	Beware, beer drinkers: Craft labels are not as they seem
6/30/2016	Examiner.com	Enjoy a pet-friendly getaway to Busch Gardens, Tampa
6/30/2016	WTSP 10 News at Noon - WTSP-TV	Busch Gardens welcomes 2 baby sloths
6/30/2016	WFTS-TV ABC Action News	Tourism Gives Back
6/30/2016	WFTS-TV ABC Action News	Tampa's Cuban community split on restoring relations
6/30/2016	Hotel Online	From Federal Courthouse to Hotel: Le Meridien Tampa
6/30/2016	TBO.com	MOSI board votes to modernize by moving to downtown Tampa
6/30/2016	TBO.com	OpenTable releases list of Tampa's most-booked restaurants
6/30/2016	NBC Nightly News	VIDEO: Busch Gardens welcomes baby sloths
6/30/2016	Local 10 News ABC	Cuban consulate likely to open in Tampa, residents say
6/30/2016	Local 10 News ABC	Tampa named top hot spot for new residents in U.S.
6/30/2016	KCWC PBS	Ybor city +"history" on KCWC (PBS) - Cheyenne, WY
6/30/2016	The Motley Fool	Disney World Finds a New Way Into Your Wallet

6/30/2016	SZ-Magazin.de	The holiday Graduate
6/30/2016	Daily Echo	Mako at SeaWorld Orlando and Cobra's Curse at Busch Gardens Tampa Bay are nearing completion
6/30/2016	Pixels at the Park	Tanganyika Tidal Wave Permanently Closed at Busch Gardens Tampa
6/30/2016	Pheonix	Phoenix Marketing International's AirportXP Reveals Highest Rated Airports in the Country
6/30/2016	SB Nation	Tampa Will Bid To Host 2020, 2021 or 2022 Frozen Four
6/30/2016	SB Nation	Future Frozen Four host contenders are starting to line up
6/30/2016	Passport Magazine	Ybor City: Florida's Gay Latin Quarter
6/30/2016	Pop Rocks	There's a trendy restaurant called Tampa Sandwich Bar ... in Korea
6/30/2016	Behind the Thrills	Putting the "gardens" back in Busch Gardens Tampa-A look at the topiary of the Food & Wine Festival
6/30/2016	Business Travel News	Limited Hotel Supply Shoves U.S. Per Diems Up
6/30/2016	Business Travel News	BTN's 2016 Corporate Travel Index
6/30/2016	Entertainment Tonight	Mark-Paul Gosselaar on First Action Hero Role Opposite Bruce Willis and 'Saved by the Bell' Reboot
6/30/2016	WJXT-JAX	Visit Tampa Bay on WJXT-JAX
6/30/2016	WTVJ_MIA (NBC)	Visit Tampa on WTVJ-MIA (NBC) - Miami, FL
6/30/2016	WTVJ_MIA (NBC)	Visit Tampa on WTVJ-MIA (NBC) - Miami, FL 6 in the Mix
6/30/2016	Destination Think	Six things tourism businesses should know about their DMO
6/30/2016	The New York Post	We're too cheap to actually eat farm-to-table
6/30/2016	The New York Times	In Miami, Cuban Culture, No Passport Required

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 **16 Local Industry and Partner Tourism Events** in Quarter 3. These events are listed below:

<u>Start Date</u>	<u>Event Name</u>
4/1/2016	2016 Tee Off for Tourism Golf Tournament
4/1/2016	GET Frozen Four TIA Volunteer Session 4.1.16
4/5/2016	Cafe Dufrain Business by the Bay
4/14/2016	Partnership 101-April 2016
4/14/2016	GET 4.14.16 Private Training Courtyard Tampa Brandon
4/27/2016	Partnership 201-April 2016
4/27/2016	April Hospitality Partner Meeting - 2016
5/3/2016	2016 National Tourism Week Luncheon
5/12/2016	GET 5.12.16 Visit Tampa Bay Open Training
5/17/2016	Business by the Bay at Fleming's Prime Steakhouse & Wine Bar
5/25/2016	May Hospitality Partner Meeting - 2016
6/11/2016	MPI WEC – Client Dinner
6/14/2016	Business by the Bay @ The Capital Grille

6/15/2016 Washington Nationals Game
6/24/2016 Tourism Gives Back Service Project 2016
6/28/2016 June Hospitality Partner Meeting - 2016

In addition, Visit Tampa Bay had **28 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay had **905 Partner Referrals** and over **\$40,732.50 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$15,035 in CityPASS Booklets** to Hillsborough County visitors. This was **301%** of our \$5,000 goal.

6. **VISITOR EXPERIENCE PROGRAM**

Visit Tampa Bay met with Plant City Chamber and the Ybor Chamber and distributed Q2 funding, but not Q3. The Railroad Museum has not applied. We continue to engage the process to coordinate efforts with each entity.

7. **FESTIVALS & EVENTS PROGRAM**

Distributed Funds - \$20,000 to Tampa Bay Margarita Festival and \$6,500 to the Rotary Club Temple Terrace Craft Brew Fest.

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

All Out-of-Area Marketing Co-op Partners have submitted their FY16 media calendars. We have approved all out-of-area media spending to the participating partners and reimbursements have been paid accordingly.

Participating Partners in VTB's **Florida's Most Out-of-State Campaign:**

- Straz Center for Performing Arts
- The TRIO (The Florida Aquarium, Tampa's Lowry Park Zoo, Museum of Science & Industry)
- Glazer Children's Museum

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

John Wiley
Print Name and Title

[Signature]
Signature

8/26/16
Date