

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2017**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 2,613,828.00
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 3,562,944.00
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, 2016	<u>\$ 6,176,772.00</u>
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **137,392 Definite Room Nights** in Quarter 2 achieving 99.9% of goal. There were **438,537 Lead Room Nights** in the sales funnel, which was 86% of YTD goal. Leisure Sales had **5,112 Customer Interactions**, which was 129% of Quarter 2 goal. 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 **46 Trade Shows and Missions & Sales Events** in Quarter 2.

<u>Start Date</u>	<u>Event Name</u>
1/1/2017	Visit Florida Specialist Program Travel Agent Registrations & Graduates Nov 2016; Tallahassee, FL
1/1/2017	Visit Florida Specialist Program Travel Agent Registrations & Graduates Dec 2016; Tallahassee, FL
1/8/2017	Professional Convention Management Association-Convening Leaders; Austin, TX
1/9/2017	Florida Huddle; Orlando, FL
1/14/2017	Travel & Adventure Show; Washington, DC
1/20/2017	The Villages Travel Expo; The Villages, FL
1/21/2017	Travel & Adventure Show; Chicago, IL
1/24/2017	2017 Florida Snowbird Extravaganza; Lakeland, FL
1/26/2017	Iceland Air Mid-Atlantic Tradeshow; Reykjavik, Iceland
1/27/2017	The New York Times Travel Show; New York, NY

<u>Start Date</u>	<u>Event Name</u>
2/1/2017	Visit Florida Specialist Program Travel Agent Registration & Graduates Jan 2017; Tallahassee, FL
2/1/2017	Visit Florida Specialist Program Travel Agent Registration & Graduates Feb 2017; Tallahassee, FL
2/3/2017	AAA Great Vacations Travel EXPO; Columbus, OH
2/6/2017	Religious Convention Management Association (RCMA); Chicago, IL
2/7/2017	IITA Summit - Mississippi Gulf Coast; Biloxi, MS
2/7/2017	Boston Globe Travel Show; Boston, MA
2/8/2017	Tallahassee House of Reps Subcommittee / Tourism Advocacy; Tallahassee, FL
2/9/2017	Tallahassee Meeting Planner Round Table; Tallahassee, FL
2/20/2017	Florida Society of Association Executives: AAC Meeting; Tallahassee, FL
2/21/2017	XSITE Show; Tallahassee, FL
2/22/2017	PMPI and 2017 MACE Convention; Washington, DC
2/26/2017	ANATO & Colombia Sales Mission; Bogota & Cali, Columbia
3/2/2017	Destination Showcase 2017; Washington, DC
3/3/2017	AAA East Marketplace; Foxboro, MA
3/4/2017	REMA Tradeshow 2017; Cali, Colombia
3/7/2017	Visit Florida 2017 Educational Seminar; Sao Paulo, Brazil
3/8/2017	International Travel Show - ITB; Berlin, Germany
3/9/2017	Careli Tours Presentation; Peru
3/10/2017	AAA West Marketplace; Hempstead, NY
3/12/2017	VIP Tour Operator Appreciation Dinner; Zurich, Switzerland
3/15/2017	Visit Florida Chicago Travel Trade Dinner Reception Weschester; Chicago, IL
3/15/2017	Experient EnVision; Cleveland, OH
3/15/2017	Visit Florida Chicago Travel Trade; Chicago, IL
3/17/2017	National Council Social Studies Bid Presentation; Silver Spring, MD
3/19/2017	Unclaim Property Professionals Organization Pre-Promote; Austin, TX (Unstaffed)
3/21/2017	Hillsborough Day; Tallahassee, FL
3/21/2017	BRAZTOA - Brazilian Tour Operators Association; Rio de Janeiro, Brazil
3/23/2017	BRAZTOA - Brazilian Tour Operators Association; Porto Alegre, Brazil
3/23/2017	TUI/Travelopia Training Day; United Kingdom
3/23/2017	Virgin Holidays Family Dinner; United Kingdom
3/25/2017	Travel & Adventure Show; Philadelphia, PA
3/26/2017	NICHE EventFest 2017; Charlotte, NC
3/27/2017	International Window Cleaners Association Pre-Promote; Charlotte, NC (Unstaffed)
3/27/2017	Visit USA Brazil Event; Sao Paulo, Brazil
3/29/2017	Visit USA Brazil Event; Rio de Janeiro, Brazil
3/30/2017	Ancoradouro Tourism Encounter; Sao Paulo, Brazil

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

<u>Start Date</u>	<u>Event Name</u>
1/4/2017	College Football Playoffs
1/7/2017	College Football Championship FAM
1/7/2017	American Association of Colleges for Teacher Education Site
1/7/2017	International Parking Institute Site
1/7/2017	College Football Playoffs Moose International Site
1/10/2017	First Catholic Slovak Ladies Association Site
1/10/2017	Tom Swick, Southbound Magazine, FAM
1/11/2017	Heart Radio UK promo/Mark Wright
1/12/2017	Society for In Vitro Biology Site Visit
1/13/2017	Florida Huddle - China Post FAM
1/13/2017	Great Clips 2019 Site
1/13/2017	Florida Federation of Music Clubs Site Visit
1/13/2017	American Watchmakers-Clockmakers Institute Site Visit
1/13/2017	Marc Smith Visit Florida FAM
1/15/2017	Florida Huddle - India Post FAM
1/16/2017	Soheila Hakimi FAM
1/17/2017	Osteopathic Medical Education Conference Site
1/17/2017	Council for Exceptional Children Services Planning Site
1/17/2017	Surviving Mold Site
1/25/2017	HelmsBriscoe (Virbac) Site
1/25/2017	Allan Hinton/Chaiwalla FAM
1/25/2017	AIDAvita Port of Call Season 3
1/26/2017	National Association of Active and Retired Federal Employees (Gasparilla) Site
1/26/2017	Advancement Via Individual Determination, AVID (Gasparilla) Site
1/26/2017	American Dental Education Association Site (Gasparilla)
1/26/2017	2017 Gasparilla FAM
1/26/2017	Ethos Meetings (Gasparilla) Site
1/26/2017	Charmettes (Gasparilla) Site
1/26/2017	American Association of School Librarians (Gasparilla) Site
1/26/2017	Department of Education (Gasparilla) Site
1/26/2017	HelmsBriscoe (Gasparilla) Site

<u>Start Date</u>	<u>Event Name</u>
1/26/2017	Omega Psi Phi Fraternity (Gasparilla) Site
1/26/2017	Department of Labor (Gasparilla) Site
1/26/2017	International Parking Institute (Gasparilla) Site
1/26/2017	Full Gospel Baptist Church Fellowship International (Gasparilla) Site
1/26/2017	Association for Professionals in Infection Control and Epidemiology (Gasparilla) Site
1/26/2017	Starwood National Sales (Gasparilla) Site
1/26/2017	National Hispanic Corporate Council (Gasparilla) Site
1/27/2017	International Association for Dental Research (Gasparilla) Site
1/28/2017	WellCare (Gasparilla) Site
1/28/2017	Tampa Bay Diversity Council (Gasparilla) Site
1/28/2017	Dynamic Communities (Gasparilla) Site
1/28/2017	Visit Florida (Gasparilla) Site
1/28/2017	Mandala (Gasparilla) Site
1/28/2017	Association to Advance Collegiate Schools of Business (AACSB) (Gasparilla) Site
1/28/2017	Moffitt Cancer Center (Gasparilla) Site
1/28/2017	Tech Data (Gasparilla) Site
1/30/2017	ADM Investor Services, Inc. Site
2/1/2017	Pet Supermarket Sales and Services Planning Site
2/2/2017	RainSoft RV Site Visit
2/2/2017	Chicago Destination Reps Meeting
2/3/2017	Insurance Marketing Institute Site Visit
2/4/2017	Katie Thomson FAM
2/6/2017	Association of Schools of Allied Health Professionals Site
2/7/2017	Association of Certified Fraud Examiners Site
2/7/2017	Charles McCool (and Julie McCool) FAM
2/10/2017	Growmark Site Visit
2/10/2017	Maritz Travel Site Visit
2/12/2017	PetSupermarket Planning Site
2/12/2017	American Academy of Periodontology Site
2/13/2017	Hotelbeds Florida Market Manager Dinner Event Site
2/14/2017	Lonely Planet Ashley Harrell FAM
2/15/2017	AIDAvita Port of Call Season 3
2/15/2017	Aircraft Owners and Pilot's Association Site Visit
2/16/2017	Southeast Clown Association Site
2/16/2017	Icelandair Filming FAM
2/17/2017	AAA -The Auto Club Group FAM
2/19/2017	Troy Isaac FAM
2/20/2017	Southern Gas Association Services Planning Site
2/21/2017	Tampa Bay Business Travel Association Presentation
2/21/2017	Hillsborough County Community College Black Brown and College Bound
2/22/2017	Emily Crider FAM
2/23/2017	AW2 Wounded Warrior Project Site

<u>Start Date</u>	<u>Event Name</u>
2/27/2017	HelmsBriscoe Destination FAM
2/27/2017	Florida Airports Council Site
2/28/2017	Florida Association of Insurance Agents Site
2/28/2017	Florida Society for Healthcare Risk Management & Patient Safety (FSHRMPS) Site
2/28/2017	Florida Society of Association Executives: Central Florida Power Luncheon
2/28/2017	Meeting Professionals International: Transition Meeting
3/1/2017	Meeting Professionals International Annual Game Day
3/2/2017	Meeting Professionals International Chicago Area Chapter
3/3/2017	Ashwin Bhardwaj FAM
3/4/2017	Acumed Global Sales Meeting 2018 Site
3/5/2017	National Gay Lesbian Chamber of Commerce Int'l Business and Leadership Conference Site
3/7/2017	Romain Meynier FAM
3/8/2017	WIDA Planning Site
3/10/2017	American Society of Mechanical Engineers Site
3/10/2017	Marriott Hanuhpu FAM
3/10/2017	Meeting Solutions, Inc. Site
3/15/2017	American Ethical Union Site
3/16/2017	Florida Junior Thespians Site
3/16/2017	Eicosanoid Research Foundation Site
3/18/2017	Tim Johnson, Toronto Star, FAM
3/21/2017	Cadillac & LaSalle Club Site
3/22/2017	The National Flute Association
3/22/2017	Jim Finnegan Delaware Today FAM
3/23/2017	Dan Donovan Ottawa Life FAM
3/27/2017	Ed Condran FAM
3/27/2017	Florida Society for Histotechnology
3/27/2017	U.S. Geospatial Intelligence Foundation Planning Site
3/28/2017	U.S. Wheat Associates Site
3/28/2017	National Association of Wheat Growers Site
3/28/2017	Yvonne Eisenring FAM
3/28/2017	FSAE Roundtable Luncheon
3/29/2017	Modern Lady FAM
3/29/2017	Veness Grand Hyatt Review FAM
3/30/2017	Orlando Water Quality 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 travel-related internet sites.

Visit Tampa Bay generated **201,523,806 Advertising Impressions** in Quarter 2.

Campaign details for Quarter 2:

Out-of-State Campaign

- Timing: January -May 2017
- Geography: Chicago, Dallas, New York, Philadelphia, Toronto
- Target Audience:
 - Average Age: 45
 - Millennials: 35%; GenX: 25%; Boomers: 30%
 - Married: 64%
 - Children in HH <18: 42%
 - HHI \$100K+: 52%; HHI \$75K+: 67%
 - College Graduates: 55%
 - Top Travel Activities: Sightseeing (58%), Shopping (51%), Fine Dining (39%), Attending Specific Events (27%), Sports or Recreation (21%)
- Mediums: Out-of-home (New York Links, Coat Chex, PATH Train, Subway Kiosk, Digital Video Outdoor Screens, Trolley Takeover, High Profile Outdoor), digital

Meetings Campaign

- Timing: December 2016 – September 2017
- Geography: Domestic, East of Mississippi, focus on Mid-Atlantic & Chicago
- Target Audience: Meeting, convention and event planners who book meetings utilizing between 800 and 2,500 rooms on peak night and up to 200,000 square feet of exhibit space
- Mediums: Print, digital, sponsorships

Visit Tampa Bay generated **763,669,110 unpaid Local, National and International Media Impressions** in Quarter 2. This resulted in an **Earned Media Value (unpaid) of \$7,511,563**. The articles placed are listed below:

<u>Article</u>		
<u>Date</u>	<u>Publication</u>	<u>Headline</u>
1/4/2017	Golf Magazine China	Party and Serenity Under the Sun
1/1/2017	Only In Your State	The 13 Places You Should Eat In Florida In 2017
1/2/2017	Tampa Bay Business Journal	Florida Aquarium CEO, with deep Tampa Bay roots, dies
1/4/2017	Trips to Discover Tampa Bay Times	12 of the Best Florida Weekend Getaways
1/8/2017	TampaBay.com Tampa Bay Times	Ybor's culture, cigars and Cubans a big hit with visiting football fans
1/9/2017	TampaBay.com	Tampa Bay won over one Clemson family this weekend
1/10/2017	Tampa Bay Business Journal Tampa Bay Times	College Football Championship brings a big win to Tampa business Ruth: Thom Stork revived aquarium, counseled the powerful, and so much more
1/4/2017	TampaBay.com	
1/1/2017	traveler.marriott.com	Why Tampa is One Kid-Friendly Town
1/26/2017	Food and Wine	Food & Wine Facebook Live event
1/20/2017	STL Today	The Wilder side of Tampa
1/22/2017	The Sun	Paddle do Nicely Tampa
2/1/2017	Lonely Planet Traveller	Three Days in Tampa

2/7/2017	SoheilaOnline.com	TOP 10 THINGS TO DO, EAT, AND SEE IN TAMPA
2/8/2017	Business Insider	Best Places to live in America
2/10/2017	Tasting Table	The best steakhouse in every state
2/1/2017	FADMO Newsletter	Visit Tampa Bay takes Campaign to NYC, Philadelphia
2/1/2017	about.com	The 10 Best Hotels in North America with Cooking Classes
2/1/2017	Travel with Bender	The Ultimate Florida Road Trip Guide: North To South In 2 Weeks
2/15/2017	30 Day Adventures	Hop A Ride On The Tampa Bay Craft Beer Tour, The Brew Bus
2/3/2017	The Boston Globe	Water bikes experiencing a wave of popularity
2/1/2017	Enroute-Air Canada	Air Canada Destinations 2017
2/17/2017	The New York Times	A Tampa Bistro With an Outback Pedigree
2/28/2017	The Boston Globe	Tampa's Riverfront is its new star
2/28/2017	AllanEdwardHinton.com	A brief guide to Tampa-Allan Edward Hinton
2/28/2017	Sunshine State News	One more Plea to save Visit FL
2/28/2017	Daily Mail	TB Rays Player driver for Uber during off season because he's bored
2/28/2017	Coastal Living	Spring Training Vacation Guide to Tampa, Florida
2/28/2017	YouTube	Tampa Riverwalk
3/22/2017	Toronto Star	Dunedin in Florida embraces the Blue Jays
3/22/2017	thestar.com	Dunedin in Florida embraces the Blue Jays
3/22/2017	pressreader.com	Go ahead and get to know your neighborhood bar
3/15/2017	Money magazine	The 10 Best U.S. Airports for a Stress-Free Trip
3/16/2017	Washington Post	For Ybor City in Florida, a historic cigar town faces a cloudy future
3/23/2017	Southbound magazine	Now You're in Cuba
3/17/2017	Yahoo! Travel	Thursday Night: Hops and History in Tampa, Florida
3/27/2017	The Group Travel Leader	Tampa Bay History Center expansion to focus on pirates and shipwrecks
3/21/2017	Essentially America	Florida's Springtime Hotspots
3/3/2017	Meetings Today	Central West Florida is flush with adventures
3/11/2017	traveljunkie.com	Weekend Trip Visiting Tampa
3/3/2017	epicureantraveler.com	DISCOVERING FLORIDA'S CRAFT BEER WITH THE BREW BUS
3/15/2017	The Guardian	Business still booms at Cuban bread's birthplace: 100-year-old Florida bakery
3/20/2017	Tripadvisor.com	BEST BUDGET SPRING VACATIONS ACROSS AMERICA
3/23/2017	SoheilaOnline.com	COCKTAILS AND GASTRONOMY IN TAMPA
3/1/2017	VISITFLORIDA.COM	Spring Events in Florida
3/29/2017	theodysseyonline.com	12 Boozey Brunch Spots In Tampa

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

<u>Start Date</u>	<u>Event Name</u>
1/19/2017	January Hospitality Partner Meeting
1/25/2017	GET Training - Airport Taxi Certification Class
2/8/2017	Business by the Bay - Franklin Manor
2/15/2017	GET Training McKibben Private
2/16/2017	Partnership 101
2/21/2017	February Hospitality Partner Meeting
2/22/2017	Florida Fun in the Sun
2/28/2017	Partnership 201
3/2/2017	American Society of Association Executives Foundation Bulls vs the Golden Gate Warriors Event
3/9/2017	Business by the Bay - Tampa's Lowry Park Zoo
3/17/2017	National Council for the Social Studies Board Presentation
3/28/2017	GET Training Visit Tampa Bay Open Training Session
3/30/2017	March Hospitality Partner Meeting

In addition, Visit Tampa Bay had **29 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **11 New Partners** in Q2 which is 39% of goal. Total **Partners Dues Revenue** was **\$140,785**, which is 102% of Q2 goal. Visit Tampa Bay garnered **\$400 in Sponsorships**, which is 1% of the Q2 goal. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **1,523 Partner Referrals** and **\$53,238 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$12,047 in Package Revenue** including CityPASS Booklets to Hillsborough County visitors. This was 155% of goal for the quarter. **Website Revenue booked \$23,312**, which is 124% of the Q2 goal.

6. **VISITOR EXPERIENCE PROGRAM**

Visit Tampa Bay requested Q2 Visitor Center Traffic.

Plant City Chamber: 1,675

Ybor City Chamber: 8,827

Train Museum: 1,808

Visit Tampa Bay: 10,725

Visit Tampa Bay paid the following reimbursements in Q2:

Plant City Chamber - FY17 Q1 Expenses of \$6,481.90

Train Museum - FY17 Q1 Expenses of \$6,940.80

Ybor City Chamber - FY17 Q1 Expenses of \$20,767.24

FESTIVALS & EVENTS PROGRAM

- Distributed Funds in Q2:
 - \$15,000 Tampa Bay Margarita Fest
 - \$15,000 Festa Italiana
 - \$ 8,600 Mother's Day Jazz in the Park

7. OUT-OF-MARKET CO-OP PROGRAM

Visit Tampa Bay is working with the following partners to finalize their FY17 out-of-area marketing campaigns, the Co-op Partners are listed below:

- The Straz Center for the Performing Arts received \$520,000
- Tampa Value Ticket (formerly The Tampa Trio) received \$250,000
- The Glazer Children's Museum received \$25,000
- The Tampa Museum of Art received \$25,000

Visit Tampa Bay paid in Q2:

The Straz Center for the Performing Arts- FY17 Q1 Expenses of \$69,317.50
Lowry Park Zoo - Value Ticket FY17 Q1 Expenses of \$13,630.00

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

JoLynn M. Lokey, COO

Print Name and Title



Signature

May 31, 2017

Date