

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

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

Tourist Development Tax Revenue

| | |
|---|----------------|
| Tourist Development Tax Funds Received for 1 st Quarter (October-December) | \$3,118,716.00 |
| 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, 2017 | <u>\$3,118,716.00</u> |
|---|------------------------------|

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **179,644 Definite Room Nights** in Quarter 1 which was 120% of the Quarter 1 goal. There were 326,711 **Lead Room Nights** in the sales funnel during Quarter 1. Leisure Sales had **2324 Customer Interactions** in the Quarter 1, achieving 155% of goal. Our 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 **60 Trade Shows and Missions & Sales Events** in Quarter 1.

| <u>Start Date</u> | <u>Event Name</u> |
|-------------------|--|
| 10/4/2017 | Barcelona Wine Bar - Washington D.C. |
| 10/4/2017 | District Winery - Washington D.C. |
| 10/4/2017 | Florida Society of Association Executives Education Expo: Tallahassee, FL |
| 10/5/2017 | Virtue Feed & Grain - Washington D.C. |
| 10/5/2017 | American Board of Veterinary Practitioners- Services Pre-Promote - Atlanta, GA |
| 10/9/2017 | IMEX America 2017 - Las Vegas, NV |
| 10/12/2017 | The Villages Women's Expo |
| 10/12/2017 | The Women's Expo – Trade Show - The Villages, FL |
| 10/15/2017 | CUE, Inc.-Services Pre-Promote- Indianapolis, IN |

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|---|
| 10/16/2017 | FTI Northamerica Roadshow 2017 - Sales Presentation - Germany |
| 10/16/2017 | National Association of Wheat Growers-Services Pre-Promote -North Charleston, SC |
| 10/16/2017 | U.S. Wheat Associates-Services Pre-Promote -North Charleston, SC |
| 10/19/2017 | ITTS VIP Trade and Media Networking Luncheon - Client Event - Montreal, Canada |
| 10/19/2017 | Trade & Media Luncheon – Sales Presentation - Montreal, Canada |
| 10/20/2017 | ITTS - Tradeshow- Montreal,Canada |
| 10/23/2017 | Education Market Association - Services PrePromote - Kansas City, MO |
| 10/24/2017 | Connect Faith 2017 - Industry Event - Cincinnati, OH |
| 10/26/2017 | The Mark Travel Corp. Summit - Tradeshow - Cancun, Mexico |
| 10/27/2017 | StarTribune Travel |
| 10/27/2017 | Sixth Annual United Charities Golf Tournament - Guatemala City |
| 10/28/2017 | FIT - Trade Show - Buenos Aires, Argentina |
| 10/28/2017 | Visit USA Germany /Brand USA Halloween Event - Sales Presentation - Germany |
| 11/1/2017 | Connect Marketplace Florida 2017 -Palm Coast, FL |
| 11/1/2017 | Portable Sanitation Association International -Services Pre-Promote Minneapolis, MN |
| 11/1/2017 | Destino USA Show / US Commercial Service - Sales Presentation - Santiago, Chile |
| 11/1/2017 | Tour America Red Cow Sale Day 2017 - Trade Show - Dublin, Ireland |
| 11/1/2017 | Visit USA Uruguay - Event |
| 11/5/2017 | Meeting Professionals International Fall Classic Golf Tournament - Roswell, Georgia |
| 11/6/2017 | World Travel Market - Trade Show - London, UK |
| 11/8/2017 | Travel Weekly Destination Showcase 2017 - Trade Show - London, UK |
| 11/14/2017 | Dallas - Sales Calls - Dallas, TX |
| 11/14/2017 | ConferenceDirect CD Forum 2017 - ChampionsGate, FL |
| 11/14/2017 | Minneapolis - Sales Calls - Minneapolis, MN |
| 11/16/2017 | Cruiseworld - Tradeshow - Ft. Lauderdale, FL |
| 11/16/2017 | FL Society of Association Executives (FSAE) Foundation Brd Mtg-Altamonte Springs, FL |
| 11/16/2017 | Your Tickets for Leadership. Everyon Needs It |
| 11/16/2017 | PCMA Capital ChapterBoard Meeting |
| 11/16/2017 | 7th Annual Marriott ONE Gala |
| 11/17/2017 | 22nd Annual AAA Carolinas Superbowl of Knowledge November 17-19, 2017 |
| 11/24/2017 | Orinter ABC Training - Sales Presentation - Brazil |
| 11/26/2017 | International Association of Fairs and Expositions-Services Pre-Promote - Las Vegas, NV |
| 11/28/2017 | American Express INTERaction 2017 Supplier Showcase-Orlando, FL |
| 11/29/2017 | Hospitality Performance Network Global Annual Conference - San Francisco, CA |

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|--|
| 12/1/2017 | Visit Florida - Travel Agent Registrations & Graduates VF Specialist Program |
| 12/1/2017 | Southwest Airlines Network Planning Holiday Party - Sales Presentation - Houston, TX |
| 12/1/2017 | VacationFun.com Sweepstakes Promotions - Sales Presentation |
| 12/3/2017 | Destination SouthEast - Miami, FL |
| 12/4/2017 | AAA Winter Sales Mission - Southwest Florida |
| 12/7/2017 | Florida Day Casa do Agente - Sales Presentation - Brazil |
| 12/7/2017 | CVBs of FL Tallahassee Holiday Party - Tallahassee, FL |
| 12/11/2017 | M&I Transatlantic Forum - Tradeshow - Banff, CA |
| 12/11/2017 | Visit Florida - Florida Tourism Leadership Summit - Leisure Presentation |
| 12/12/2017 | Argentum - Sales Call |
| 12/12/2017 | CVB Reps Holiday Event |
| 12/13/2017 | Experient Unwrap - Industry event |
| 12/13/2017 | IMN Solutions Holiday Event |
| 12/14/2017 | HelmsBriscoe Event |
| 12/14/2017 | Panera - Sales Call |
| 12/14/2017 | Holiday Showcase - Tradeshow- Chicago, IL |
| 12/15/2017 | Travel Exchange NTA - Tradeshow - San Antonio, Tx |

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 **86 FAMs and Sites** in Quarter 1.

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|---|
| 10/2/2017 | Phi Beta Sigma Fraternity, Inc. |
| 10/3/2017 | University of South Florida - Event Planning/Mass Communications Presentation |
| 10/4/2017 | Dutch Iceland Air FAM - Leisure FAM |
| 10/5/2017 | Religious Conference Management Association Breakfast - Sales call |
| 10/8/2017 | Jean-Claude Raemy Media FAM |
| 10/8/2017 | Sigma Pi Phi Fraternity Boule' - Site Visit |
| 10/8/2017 | Icelandair Scandi Media FAM |
| 10/10/2017 | Virgin Swingers UK Advance FAM |
| 10/11/2017 | Icelandair Inaugural VIP FAM |
| 10/12/2017 | Panasonic - Site Visit |
| 10/12/2017 | AER FAM - Leisure FAM |
| 10/12/2017 | Harris Research Annual Convention 2019 - Site |
| 10/16/2017 | Florida Association for Community Action - Site Visit |
| 10/16/2017 | Resto Del Mundo Itinerary |

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|--|
| 10/17/2017 | Vision Source 2019 The Exchange - Site |
| 10/18/2017 | Perfect World Events - Site Visit |
| 10/18/2017 | Fall FAM - Sales FAM |
| 10/18/2017 | Club Managers Association of America |
| 10/18/2017 | ACI-NA Site Visit |
| 10/18/2017 | Meetings Made Easy - Site Visit |
| 10/18/2017 | National Association of Blacks in Criminal Justice-Site Visit |
| 10/18/2017 | It Works-Site Visit |
| 10/18/2017 | Qfix - Site Visit |
| 10/18/2017 | Solomon Group/Monations - Site Visit |
| 10/18/2017 | The Solomon Group - Site |
| 10/18/2017 | xyngular - Site Visit |
| 10/19/2017 | Wounded Warriors - Site |
| 10/19/2017 | Association to Advance Collegiate Schools of Business (AACSB)-Site Visit |
| 10/20/2017 | National Alternative Education Association-Site Visit |
| 10/23/2017 | Haberfeld 2019 Annual Symposium |
| 10/23/2017 | Walden Commencement 2018 Services Planning Site |
| 10/26/2017 | Matt Ward Golf FAM |
| 10/26/2017 | American Counseling Association |
| 10/31/2017 | Cirque Du Soleil Site Visit |
| 11/2/2017 | South Florida Progressive Primitive Baptist - Site |
| 11/6/2017 | Tampa Bay Rays Promotion in the Visitor Center |
| 11/7/2017 | Florida Aquarium Promotion in the Visitor Center |
| 11/7/2017 | Cigar City Promotion in the Visitor Center |
| 11/7/2017 | Association of Food and Drug Officials-Site Visit |
| 11/7/2017 | Ruth Brindle FAM |
| 11/8/2017 | Lowry Park Zoo Promotion in the Visitor Center |
| 11/8/2017 | Southeast Produce Council, Inc. Planning Site |
| 11/9/2017 | Sigma Pi Phi Fraternity Boule' - Site Visit |
| 11/9/2017 | Tampa Rowdies Promotion in the Visitor Center |
| 11/9/2017 | Tampa Bay Brew Bus Promotion in the Visitor Center |
| 11/9/2017 | Tampa Bay History Center Promotion in the Visitor Center |
| 11/9/2017 | Hotel Lobbyist Driving City Tour - Site |
| 11/13/2017 | Willy Scharnow FAM - Leisure FAM |
| 11/13/2017 | Common; A User's Group - Site |
| 11/13/2017 | Tampa Bay Lightning Promotion in the Visitor Center |
| 11/15/2017 | Virgin Swinger FAM |
| 11/15/2017 | PatientPoint-Services Planning Site |
| 11/15/2017 | Gerber Technology Site Visit |
| 11/16/2017 | American Wine Society Site Visit |
| 11/16/2017 | WellCare-Services Planning Site |
| 11/16/2017 | Icelandair Finland - Leisure FAM |
| 11/17/2017 | UK Tampa-Bradenton FAM |

| <u>Start Date</u> | <u>Event Name</u> |
|-------------------|---|
| 11/24/2017 | Lisa Cheng NY Freelance FAM |
| 11/27/2017 | Joyce Meyer Ministries Services Planning Site |
| 11/27/2017 | Sigma Pi Phi Fraternity Inc. - Services Planning Site |
| 11/28/2017 | Club Managers Association of America |
| 11/28/2017 | Brazil Grupo High Light AA FAM - Leisure FAM |
| 11/28/2017 | HelmsBriscoe Lunch & Learn |
| 11/29/2017 | Air Force Association |
| 11/30/2017 | Tampa Bay Buccaneers Promotion in the Visitor Center |
| 12/1/2017 | Copa Airlines Chile FAM - Leisure FAM |
| 12/5/2017 | FL Society of Association Executives (FSAE) Tampa Roundtable |
| 12/5/2017 | Florian Sanktjohanser Lufthansa FAM |
| 12/6/2017 | Florida School Nutrition Association Site Visit |
| 12/7/2017 | United States Geospatial Intelligence Foundation - Services Planning Site |
| 12/7/2017 | Meeting Professionals International Tampa Bay Area Chapter Holiday Party |
| 12/7/2017 | MOSI Promotion in the Visitor Center |
| 12/8/2017 | American Executive International Holiday Site |
| 12/9/2017 | DTCC Site with HB |
| 12/11/2017 | CLN Ventures-Services Planning Site |
| 12/11/2017 | University of FL - Sustainability Summit Site Visit |
| 12/12/2017 | Hotelbeds - Leisure Site |
| 12/12/2017 | Tampa RTO Event - Industry Event |
| 12/13/2017 | Mexico CAMLS presentation |
| 12/17/2017 | Vision Source - Services Planning Site |
| 12/18/2017 | Vision Source September Meeting - Site |
| 12/18/2017 | Association Management Center - Site |
| 12/22/2017 | Mike Cohen PR FAM |
| 12/23/2017 | Alain Bouchard FAM |
| 12/27/2017 | Mount Family Reunion Site |
| 12/29/2017 | Simon Alexander Norwich FAM |

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 **22,950,067 Advertising Impressions** in Quarter 1.
 Campaign details for Quarter 1:

Out-of-State Campaign

- Timing: November - April
- Geography: Chicago, Dallas, New York, Philadelphia
- Target Audience Overview:
 - Affluent, educated
 - Aged 25-54
 - Couples, married with children
 - Active Adventures/Ever the Spring Breaker

- Book within 6 months of travel
- 'I'm My Own Agent' – tend to book their own travel online
- Mediums:
 - Out-of-Home
 - Penn Station Domination
 - Path Platform Screens
 - Link NYC
 - Digital Bulletins
 - Metro Lights
 - Mall Domination
 - Rail Ultra Super Kings
 - Victory Park
 - The Pathway Toronto
 - Trolley Takeover
 - Amtrak Acela Express
 - Cable/CTV
 - Digital

Make It Tampa Bay Campaign – Plan parameters and media strategy will be presented in the Q2 report to align with campaign kick-off date.

Visit Tampa Bay generated **682,894,920 unpaid Local, National and International Media Impressions** in Quarter 1. This resulted in a **Destination Media Value (unpaid) of \$1,890,445**. The articles placed are listed below:

| <u>Article Date</u> | <u>Publication</u> | <u>Headline</u> |
|---------------------|---|--|
| 10/2/2017 | huffingtonpost.com | This drop tower starts at the top - and drops you underground! |
| 10/2/2017 | bigblueview.com | Buccaneers' history: Actual Pirate inspires Bucs' beginnings |
| 10/2/2017 | Courier-Journal (online) | Best airports for craft beer lovers-Louisville |
| 10/2/2017 | FVW | Stürmische Zeiten für Florida-Marketing |
| 10/2/2017 | FVW | Unruhe nach dem Sturm |
| 10/3/2017 | Tampa Bay Times (online - TampaBay.com) | Tampa's the Hall on Franklin has a little something for everyone |
| 10/3/2017 | usatoday.com | Tourist spots increase visible security but look for more subtle methods |
| 10/4/2017 | msn.com | The oldest restaurant in every state |
| 10/4/2017 | Successful Meetings | New Properties and more in Florida's West Coast |
| 10/4/2017 | wfla.com | The Hall on Franklin: A new eating concept in Tampa |
| 10/4/2017 | orlandotastes.com | Craftober in Tampa Bay |
| 10/4/2017 | RewardExpert.com | 2017's Most and Least Expensive U.S. Airports |
| 10/4/2017 | themeparkinsider.com | Is Merlin trying to buy Busch Gardens from SeaWorld? |
| 10/5/2017 | tasteofhome.com | Iconic Foods From Cities Across America |
| 10/5/2017 | msn.com | Tourist spots increase visible security, look for more subtlety |
| 10/6/2017 | trazeetravel.com | Top 5: U.S. theme parks for Halloween celebrations |
| 10/6/2017 | standard.net | Legoland owner Merlin is said to approach SeaWorld over deal |
| 10/6/2017 | theledger.com | Legoland owner approaches SeaWorld about possible deal |
| 10/6/2017 | Creative Loafing | The Dog Film Festival is for you and your dogs |

| <u>Article Date</u> | <u>Publication</u> | <u>Headline</u> |
|---------------------|--------------------------------|--|
| 10/10/2017 | orlandoweekly.com | More signs point to a corporate takeover at SeaWorld, but the buyer still remains a mystery |
| 10/10/2017 | fox47news.com | 3 Amazing Thrill Rides from Around the Country |
| 10/10/2017 | WalletHub.com | 2017's Best Foodie Cities in America |
| 10/10/2017 | Orlandosentinel.com | Adventure Island adding Vanish Point water slides next year |
| 10/10/2017 | tripsavvy.com | The World's Most Surprising Hotel Amenities |
| 10/10/2017 | wfla.com | Epic new drop slide coming to Adventure Island Tampa Bay |
| 10/10/2017 | visitfloridamediablog.com | Vanish Point Slides Into Adventure Island In 2018 |
| 10/11/2017 | mypalmbeachpost.com | Busch Gardens offers free admission to first responders |
| 10/11/2017 | snn.tv.com | First responders free admission into Busch Gardens this month |
| 10/11/2017 | patch.com | First Responders Receive Free Admission To Busch Gardens Through Nov. 24 |
| 10/11/2017 | bradenton.com | Manatee Players stage Pulitzer-winning 'Anna in the Tropics' |
| 10/11/2017 | chicagobeergeeks.com | Backstage at Oskar Blues: GABF 2017 Part III |
| 10/12/2017 | Orlandosentinel.com | Aquatica: New Ray Rush water slide coming up |
| 10/14/2017 | shereentravelscheap.com | All the Fall Fun You Can Have - blog |
| 10/16/2017 | Local 10 News ABC | October road trip? Creepiest places in Florida guaranteed to haunt your dreams |
| 10/16/2017 | patch.com | Tampa Ranks Among Top 15 Best Cities For Vegetarians, Vegans; St. Petersburg Ranks No. 71: Study |
| 10/17/2017 | businesswire.com | Mobile Ticket Option Launches for Tampa Bay CityPASS |
| 10/17/2017 | Orlandosentinel.com | Walking tour app curates Florida's historical sites |
| 10/17/2017 | usatoday.com | Halloween thrills at theme parks around the USA |
| 10/17/2017 | ctnow.com | Back East Brewing: Renown For Its IPA Standouts |
| 10/17/2017 | mybeerbuzz.blogspot.com | Full List of 16 Jameson Drinking Buddies Collaborations |
| 10/17/2017 | Conde Nast Traveler | Top Hotels in Florida: Readers' Choice Awards 2017 |
| 10/17/2017 | idahocountyfreepress.com | Bolan is new Ferdinand veterinarian |
| 10/18/2017 | http://themommaven.com | Busch Gardens Gives Free Admission to Florida's First Responders |
| 10/18/2017 | winknews.com | Howl-O-Scream brings fright, excitement to Sunshine State |
| 10/18/2017 | WINK-TV | Howl-O-Scream brings fright, excitement to Sunshine State - 7pm |
| 10/18/2017 | WINK-TV | Howl-O-Scream brings fright, excitement to Sunshine State - 5pm |
| 10/18/2017 | trazeetravel.com | YBOR CITY, TAMPA, FLA. |
| 10/18/2017 | Cheat Sheet | The 15 Best Cities in America for Dog Lovers |
| 10/19/2017 | Travel Channel - Ghost Stories | Xtreme Screams |
| 10/20/2017 | tourismeplus.com | Les É.-U. veulent plus de Canadiens ! |
| 10/30/2017 | KXXV-TV | Manfred says ball not to blame for all the long balls |
| 10/30/2017 | lapresse.ca | Manfred aimerait «penser qu'il y aura une expansion», mais... |
| 10/30/2017 | WJXT-JAX | Creepiest places in Florida guaranteed to haunt your dreams |
| 10/30/2017 | usatoday.com | MLB commissioner Rob Manfred says ball not to blame for all the long balls |
| 10/30/2017 | sfgate.com | Manfred says ball not to blame for all the long balls--San Fran |
| 10/30/2017 | freep.com | Manfred says ball not to blame for all the long balls--Detroit |
| 10/30/2017 | journalmetro.com | Manfred commente au sujet d'une expansion |
| 10/31/2017 | ballparkbiz.wordpress.com | A 'Very Urban Ballpark' for Rays Means No Big Surface Parking Lots |
| 11/1/2017 | dailyprogress.com | Hilde Lee: The humble sandwich offers a versatile taste of history |
| 11/1/2017 | endurancesportswire.com | EQT Pittsburgh 10 Miler Hosts PRRO Championship Race |
| 11/1/2017 | successfulmeetings.com | Winners of the 2017 SportsTravel Awards Announced |
| 11/3/2017 | Thrillest | The 31 Best Steakhouses in America |
| 11/6/2017 | travelandtourworld.com | Leading theme parks in the U.S. witnessed slow growth in 2016 |
| 11/6/2017 | thepennyhoarder.com | 7 Cigars That Will Make You Feel Like a High-Roller for Less Than \$7 |
| 11/6/2017 | mypalmbeachpost.com | This Florida restaurant was voted one of the best steakhouses in America |
| 11/7/2017 | Tampa Bay Business Journal | After \$1.7M renovation, Port Tampa Bay opens cruise terminal that can handle bigger ships |
| 11/7/2017 | portal.truvista.net | Attendance at top U.S. theme parks rose slowly in 2016 |
| 11/7/2017 | petergreenberg.com | Best of Florida |
| 11/7/2017 | http://themommaven.com | Christmas town at Busch Gardens |
| 11/7/2017 | TravelPulse.com | When Whiskey Meets Craft Beer |
| 11/7/2017 | msn.com | Bartenders Tell Us The Best Spirits To Sneak Into Hot Apple Cider |
| 11/7/2017 | visitfloridamediablog.com | Join in the joy at Busch Gardens® Tampa Bay's Premier Holiday Event, Christmas Town |
| 11/7/2017 | riptheroadway.com | When Whiskey Meets Craft Beer-TN |
| 11/7/2017 | parkscope.net | Scream Machines |
| 11/8/2017 | pal-item.com | Babies born at zoos through fall 2017 |
| 11/8/2017 | Tampa Bay Times | Cold Brew creation made right here |
| 11/8/2017 | blackmeetingsandtourism.com | Taking the Family: Travel For Business & Pleasure |
| 11/13/2017 | Cooking Channel | Man's greatest food |
| 11/13/2017 | beeradvocate.com | Where to Drink in Tampa, Florida-BA |

| <u>Article Date</u> | <u>Publication</u> | <u>Headline</u> |
|---------------------|-------------------------------------|--|
| 11/16/2017 | TBO.com | No Thanksgiving plan? Head to one of these Tampa Bay restaurants for traditional feasts and more |
| 11/16/2017 | huffingtonpost.com | Only True Leafs Superfans Will Appreciate These Pilgrimages |
| 11/17/2017 | USA Today 10Best | Enjoy the Sunshine and the Season this December in Tampa |
| 11/20/2017 | South Florida Sun-Sentinel | Hotels, resorts line up Cyber Monday deals |
| 11/20/2017 | Orlando Sentinel | Florida hotels and resorts line up Cyber Monday deals |
| 11/20/2017 | USA Today 10Best | 10 reasons you need to relax in Clearwater, Fla. after a theme park vacation |
| 11/22/2017 | WHERE Los Angeles | Pirates (Fact or Fiction) and Tampa's Gasparilla Events |
| 11/23/2017 | zoomerradio.ca | Chris Robinson Travel Deal of the Week |
| 11/23/2017 | Orlandosentinel.com | Struggling this holiday? Here's cute photo of Busch Gardens' baby giraffe born today |
| 11/24/2017 | GoBankingRates.com | The Most and Least Expensive Travel Hot Spots of 2017 |
| 11/25/2017 | Heraldtribune.com | A retail reckoning |
| 11/27/2017 | floridatrend.com | Florida's Best Places to Dine - The Past |
| 11/27/2017 | USA Today 10Best | Tampa's Warm Weather and Great Shopping Make Easy Work of Christmas Lists |
| 11/27/2017 | travelandleisure.com | The 20 Quirkiest Cities in America |
| 11/27/2017 | Main (Germany) Echo | Experience you can't buy |
| 11/27/2017 | Profi Reisen Switzerland | Anticipation in Tampa |
| 11/27/2017 | FWW | Startups in the Gastro Scene |
| 11/27/2017 | Tampa Bay Business Journal (online) | Tampa International leads Florida airports for firearms in carry-on bags this year |
| 11/28/2017 | Florida Sun | Tampa Buddhist Temple: Daytrip to Thailand |
| 12/1/2017 | campinas.com | Visita ao Tampa Museum of Art ! |
| 12/1/2017 | www.fodors.com | Gulf Coast Queens: Not Your Mama's Drag |
| 12/1/2017 | tampabayparenting.com | The Gift of Experience in Tampa Bay: A Holiday Gift List Must |
| 12/4/2017 | cruiseandferry.net | Port Tampa Bay: An ideal base for cruise ships |
| 12/4/2017 | Garden and Gun | 11 of the South's Best Rivalries (Besides Auburn-Georgia) |
| 12/4/2017 | photofocus.com | Photofocus Photowalk: Tampa |
| 12/4/2017 | 83 degrees | 11 people, projects in Downtown Tampa recognized for urban excellence |
| 12/5/2017 | rightrelevance.com | Put Tampa Bay at your Fingertips - right relevance |
| 12/5/2017 | golf.com | Ask Travelin' Joe: Romantic golf getaways, Vegas must-plays, warm-weather retreats and more |
| 12/5/2017 | foodchannel.com | What's Up With Comfort Food? |
| 12/6/2017 | AviationPROS.com | SleepingInAirports.com List of Best, Worst Airports |
| 12/6/2017 | msn.com | America's 50 Best Steakhouses for 2017 |
| 12/6/2017 | tourismeplus.com | New York CityPASS : option de billet mobile L'option de billet mobile est maintenant disponible pour |
| 12/11/2017 | Hotel Online | Having JW Marriott run Water Street Tampa's new 519-room hotel expected to help Tampa pursue more up |
| 12/12/2017 | meetings-conventions.com | JW Marriott Tampa to debut in 2020 |
| 12/12/2017 | porchdrinking.com | Cigar City Begins Releasing Brewery List for 2018 Hunahpu's Day |
| 12/12/2017 | thevacationresource.com | Tampa, Florida, has all the makings for a great vacation destination. |
| 12/13/2017 | travelweekly.com | Six eateries in one at new Tampa food hall |
| 12/14/2017 | athlongsports.com | A Traveler's Ranking of the Bowls Outside the New Year's Six |
| 12/14/2017 | tribstar.com | LAKE COUNTRY ESCAPADES: Florida this time of the year can be real cool |
| 12/15/2017 | travelweekly.com | Seven eateries in one at new Tampa food hall |
| 12/16/2017 | gaystarnews.com | Travel Tales: Alexis Mateo |
| 12/19/2017 | Res - Swedish Travel Magazine | Go West |
| 12/19/2017 | mamalifemagazine.com | WHERE WILL YOU GO FOR A WINTER HOLIDAY? |
| 12/19/2017 | Keskisuomalainen | Miami miniature |
| 12/19/2017 | fb101.com | Blue Harbour Restaurant Sails into Tampa, Florida |
| 12/21/2017 | porchdrinking.com | Cigar City Begins Releasing Brewery List for 2018 Hunahpu's Day |
| 12/23/2017 | Heraldtribune.com | Florida Buildings I Love: No. 54: Floridan Palace Hotel, 1927, Tampa |
| 12/24/2017 | vivalifestyleandtravel.com | The Most Dog-Friendly Restaurant in Every U.S. State, Mapped |

| <u>Article Date</u> | <u>Publication</u> | <u>Headline</u> |
|---------------------|-------------------------------------|--|
| 11/22/2017 | WHERE Los Angeles | Pirates (Fact or Fiction) and Tampa's Gasparilla Events |
| 11/27/2017 | floridatrend.com | Florida's Best Places to Dine - The Past |
| 11/25/2017 | Heraldtribune.com | A retail reckoning |
| 11/27/2017 | USA Today 10Best | Tampa's Warm Weather and Great Shopping Make Easy Work of Christmas Lists |
| 11/27/2017 | travelandleisure.com | The 20 Quirkiest Cities in America |
| 11/28/2017 | Florida Sun | Tampa Buddhist Temple: Daytrip to Thailand |
| 11/27/2017 | Main (Germany) Echo | Experience you can't buy |
| 11/27/2017 | Profi Reisen Switzerland | Anticipation in Tampa |
| 11/27/2017 | FVW | Startups in the Gastro Scene |
| 11/27/2017 | Tampa Bay Business Journal (online) | Tampa International leads Florida airports for firearms in carry-on bags this year |
| 12/1/2017 | campinas.com | Visita ao Tampa Museum of Art ! |
| 12/1/2017 | www.fodors.com | Gulf Coast Queens: Not Your Mama's Drag |
| 12/1/2017 | tampabayparenting.com | The Gift of Experience in Tampa Bay: A Holiday Gift List Must |
| 12/4/2017 | cruiseandferry.net | Port Tampa Bay: An ideal base for cruise ships |
| 12/4/2017 | Garden and Gun | 11 of the South's Best Rivalries (Besides Auburn-Georgia) |
| 12/4/2017 | photofocus.com | Photofocus Photowalk: Tampa |
| 12/5/2017 | rightrelevance.com | Put Tampa Bay at your Fingertips - right relevance |
| 12/5/2017 | golf.com | Ask Travelin' Joe: Romantic golf getaways, Vegas must-plays, warm-weather retreats and more |
| 12/5/2017 | foodchannel.com | What's Up With Comfort Food? |
| 12/4/2017 | 83 degrees | 11 people, projects in Downtown Tampa recognized for urban excellence |
| 12/6/2017 | AviationPROS.com | SleepingInAirports.com List of Best, Worst Airports |
| 12/6/2017 | msn.com | America's 50 Best Steakhouses for 2017 |
| 12/6/2017 | tourismeplus.com | New York CityPASS : option de billet mobile L'option de billet mobile est maintenant disponible pour |
| 12/11/2017 | Hotel Online | Having JW Marriott run Water Street Tampa's new 519-room hotel expected to help Tampa pursue more up |
| 12/12/2017 | meetings-conventions.com | JW Marriott Tampa to debut in 2020 |
| 12/12/2017 | porchdrinking.com | Cigar City Begins Releasing Brewery List for 2018 Hunahpu's Day |
| 12/12/2017 | thevacationresource.com | Tampa, Florida, has all the makings for a great vacation destination. |
| 12/13/2017 | travelweekly.com | Six eateries in one at new Tampa food hall |
| 12/15/2017 | travelweekly.com | Seven eateries in one at new Tampa food hall |
| 12/16/2017 | gaystarnews.com | Travel Tales: Alexis Mateo |
| 12/14/2017 | athlongsports.com | A Traveler's Ranking of the Bowls Outside the New Year's Six |
| 12/14/2017 | tribstar.com | LAKE COUNTRY ESCAPADES: Florida this time of the year can be real cool |
| 12/19/2017 | Res - Swedish Travel Magazine | Go West |
| 12/19/2017 | mamalifemagazine.com | WHERE WILL YOU GO FOR A WINTER HOLIDAY? |
| 12/19/2017 | Keskisuomalainen | Miami miniature |
| 12/19/2017 | fb101.com | Blue Harbour Restaurant Sails into Tampa, Florida |
| 12/21/2017 | porchdrinking.com | Cigar City Begins Releasing Brewery List for 2018 Hunahpu's Day |
| 12/24/2017 | vivalifestyleandtravel.com | The Most Dog-Friendly Restaurant in Every U.S. State, Mapped |
| 12/23/2017 | Heraldtribune.com | Florida Buildings I Love: No. 54: Floridan Palace Hotel, 1927, 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 **14 Local Industry and Partner Tourism Events** in Quarter 1. These events are listed below:

| <u>Start Date</u> | <u>Event Name</u> |
|-------------------|---|
| 10/4/2017 | Business by the Bay-Bay Harbor Hotel |
| 10/16/2017 | Make It Tampa Bay Campaign Launch |
| 10/26/2017 | October Hospitality Partner Meeting |
| 11/1/2017 | 32nd Annual Meeting |
| 11/1/2017 | Unlock Tampa Bay Grand Opening |
| 11/7/2017 | GET 11.7.17 Visit Tampa Bay Open Training |
| 11/9/2017 | Partnership 101-November 2017 |
| 11/16/2017 | Partnership 201-November 2017 |
| 11/16/2017 | Florida CVB - Client Event |
| 11/30/2017 | November Hospitality Partner Meeting |
| 12/5/2017 | GET 12.5.17 Visit Tampa Bay Open Training |
| 12/11/2017 | Visit Tampa Bay Hosted Holiday Event |
| 12/15/2017 | 2017 Industry Summit |
| 12/20/2017 | December Hospitality Partner Meeting |

In addition, Visit Tampa Bay had **24 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **21 New Partners** in Quarter 1 which was 162% of goal. Total **Partners Dues Revenue was \$124,207**, achieving 101% of Quarter 1 goal. Visit Tampa Bay garnered **\$6,800 in Sponsorships** Quarter 1, achieving 18% of goal. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **2,012 Referrals to Partner** and **\$66,342 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$17,584 in Experience Package Revenue** including CityPASS Booklets to Hillsborough County visitors. This was 213% of goal for the quarter. **Website Revenue booked \$17,517**; for the Quarter, achieving 100% of the goal.

6. VISITOR EXPERIENCE PROGRAM

Quarter 1 Visitor Center Traffic:

Plant City Chamber: TBD
Ybor City Chamber: TBD
Railroad Museum: TBD
Visit Tampa Bay: 3,545

Quarter 1 reimbursed documented expenses:

Plant City Chamber - \$6,749.32
Train Museum - \$6,627.20
Ybor City Chamber - \$13,977.01
Visit Tampa Bay-\$9,125.00

7. FESTIVALS & EVENTS PROGRAM

Quarter 1 distributed funds:

Gasparilla Music Festival - \$30,000.00
Circles at Lands End Fireworks - \$8,000.00
Tampa Bay Black Heritage Festival - \$19,000.00

8. OUT-OF-AREA MARKETING PARTNERSHIP

These funds are limited to expenses for purchased media placements that are targeted outside and beyond the Tampa Bay Media Market, which includes Hillsborough, Pinellas, Pasco, Manatee, Sarasota, Hardee, Highlands and Polk Counties. The intent of these funds is to generate overnight lodging stays and not to promote within the local drive market.

Campaign details for Quarter 1:

Tampa Value Ticket: The funding has been used in coordination with the other “Tampa Value Ticket” (previously known as the “Tampa Trio”) members, The Florida Aquarium and The Museum of Science and Industry, Inc. (MOSI). The funding was used for tourism advertising. The advertising included participation in Visit Tampa Bay’s Official Visitor’s Guide, listings on the VTB website, Visit Florida Welcome Center transparencies and state-wide brochure distribution,

Straz Center for the Performing Arts: Waiting on funding reimbursement backup and Q1 marketing detail.

Tampa Museum of Art: No activity in Q1. The media plan will start in Q2 in coordination with Schifino Lee Media Group.

Glazer Children’s Museum: The funding has been used in coordination with Madden Media for advertising in the 2018 Tampa Bay Official Visitors Guide.

Tampa Bay History Center: The funding has been used in coordination with Vertical Network to implement a 12-moth digital plan.

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

February 28, 2018
Date