

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2023**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 6,443,856
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, 2023	<u>\$ 6,443,856</u>
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1. **SALES**

Convention Sales generated **141,678 Definite Room Nights** which will result in **\$94,204,238 Estimated Economic Impact** to the Community. In Quarter 1, **99,557 Room Nights Actualized** resulting in **\$38,942,987 Estimated Economic Impact** to the Community.

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).

Our sales and marketing teams produced and attended **41 Out-of-Market Events** in the quarter:

Date	Event Name
10/1/2023	Ford Taste of Latino Cuban Sandwich Fest - Ft. Myers
10/4/2023	Destination Celebration Indy - Industry Event - Indianapolis, IN
10/4/2023	International Gay Lesbian Travel Association (IGLTA) Annual Convention 2023 - Puerto Rico
10/8/2023	Ford Taste of Latino Cuban Sandwich Fest - Osceola County
10/10/2023	FL Society of Assoc Exec (FSAE) - Tradeshow - Tallahassee, FL
10/12/2023	AAA Travel Expo 2023 - Sales presentation - The Villages
10/12/2023	AAA Travel Expo 2023 - Tradeshow - The Villages
10/14/2023	Pinellas County Urban League Gala
10/16/2023	Medical Meeting Professional (MMP) Industry Event
10/16/2023	Brand USA Travel Week 2023 - Trade Show - London
10/17/2023	IMEX 2023 Worldwide Exhibition for Incentive Travel, Meetings and Events - Industry - Las Vegas, NV
10/23/2023	Collective Experience (Tourism Matters Conference Philadelphia)
10/27/2023	Visit Florida I75 Welcome Center Fall Showcase
11/1/2023	CruiseWorld - Ft. Lauderdale, FL - November - 2023
11/6/2023	World Travel Market (WTM) 2023 - Trade Show - London-UK
11/8/2023	Festuris Gramados - 2023 - Tradeshow - Rio Grande do Sul, Brazil
11/12/2023	American Society of Association Executives (ASAE) Leaders Retreat - Baltimore, MD
11/13/2023	AAA Threads 2023- Tradeshow - Providence, RI
11/13/2023	Destination Celebration - Industry Event -Milwaukee, MN
11/15/2023	2023 AAA/CASCA Annual Meeting - Pre-Promote - Toronto, ON

11/15/2023	National League of Cities Pre Promote
11/20/2023	Travel Gossip USA Bootcamp Webinar - 2023 - UK
11/21/2023	Travel Gossip - New to USA - Webinar - 2023 - UK
11/26/2023	Cruise Planners Annual Convention - NOV 2023 - Ft. Lauderdale, FL
11/26/2023	ConnectFaith Conference
11/27/2023	Incentives, Business Travel & Meetings (IBTM) World
11/27/2023	Institute of Business Travel Management 2023 (IBTM) - Trade Show - Barcelona, Spain
11/28/2023	ConferenceDirect CD Forum 2023, Industry Event, Austin TX
11/28/2023	ConferenceDirect CD Forum 2023
11/29/2023	Holiday Showcase TradeShow- Chicago, Illinois
11/29/2023	Professional Convention Management Association (PCMA) Holiday Mixer, Industry Event, Chicago, IL
11/29/2023	Martiz UnWrap
12/3/2023	American Express Interaction 2023 - Trade Show - Seattle, WA
12/4/2023	Almundo Sales Summit (CVC Corp) - 2023 - Sales presentation - Orlando
12/4/2023	International Association of Exhibitors and Events, Expo! Expo!, Industry Event, Dallas TX
12/5/2023	Computerized Corporate Rate Association (CCRA) Power Solutions 2023 - Sale Presentation - New York
12/5/2023	Computerized Corporate Rate Association (CCRA) Power Solutions 2023 - Trade Show - New York, NY
12/6/2023	National Coalition of Black Meeting Professionals
12/7/2023	Visit Tampa Bay Winter Celebration at RPM Italian - Washington, DC
12/13/2023	Professional Convention Management Association MPI Holiday Lunch - Tradeshow - Atlanta, GA
12/13/2023	CVB REPs Holiday Event - Industry Event Washington, DC

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).

Our sales and marketing teams produced and attended **78 In-Market Events** in the quarter:

Date	Event Name
10/1/2023	VISIT TAMPA BAY BRAZILIAN REP - SITE - OCT- 2023
10/2/2023	NCAA Women's Final Four - Site
10/5/2023	2024 MLK Parade Foundation Room Block Site Visit
10/5/2023	Copa Airlines Brazil -OCT 2023 -Leisure FAM
10/5/2023	Porta de Embarque - Natalia Manczyk FAM
10/6/2023	Travel Advisors Networking Tampa Edition - 2023
10/9/2023	SouthernCarlson Planning Site
10/11/2023	National League of Cities Planning Site
10/13/2023	Oktoberfest Mobile Activation 2023
10/14/2023	AAA Travel Expo 2023 - Tradeshow - Tampa
10/14/2023	AAA Travel Expo 2023 - Sales Presentation - Tampa
10/15/2023	Ford Taste of Latino Cuban Sandwich Fest - Ybor
10/16/2023	Estado de Sao Paulo - Valeria Bretas FAM
10/18/2023	American Association of Neurological Surgeons (AANS/CNS) 2025 - Site
10/18/2023	Tampa International Airport FAM
10/18/2023	pai Pharma Services - Site Visit

10/20/2023	Galaxy Vacations LATAM 2023 - Virtual Webinar
10/23/2023	Omega Psi Phi - Planning Site
10/24/2023	National Association of Free Will Baptists (NAFWB) Planning Site
10/24/2023	E&J Gallo Winery - Site Visit
10/25/2023	CruiseWorld 2023- Pre-event virtual meetings - 2023
10/26/2023	Meeting with Tampa Chapter President of Sigma Gamma Rho Sorority, Inc.
10/27/2023	FVW Medien - Meine Reise Webinar - 2023 - Germany
10/27/2023	Prestige Global Meeting Source. Site Visit
10/27/2023	Adam Ready - insideKENT FAM
10/31/2023	Visit Tampa Bay Destination Education Aviareps Germany 2023- Leisure FAM
11/1/2023	34th India Festival Press Conference
11/1/2023	TESOL Planning Site November 2023
11/2/2023	Tadano Roadshow 2024 - Site Visit
11/2/2023	Sigma Gamma Rho Site Visit
11/4/2023	India Festival
11/5/2023	Nicole Sission FAM
11/6/2023	National Organization of Blacks In Government (BIG) Planning Site - Nov. '23
11/7/2023	Carolina Grabova
11/8/2023	FSAE Roundtable - Industry Event
11/8/2023	National Association of Dental Plans - Site Visit
11/9/2023	2024 Tampa Black Heritage Festival Meeting
11/10/2023	Galaxy Vacations LATAM FAM 2023
11/11/2023	UK Group FAM
11/13/2023	Native American Heritage Event-University of Tampa
11/13/2023	The Knot FAM
11/14/2023	Tampa Police Department Meeting
11/14/2023	American College of Foot & Ankle Surgeons - Planning site
11/14/2023	Taste of Florida - Visit Florida
11/14/2023	Site - Liberty Mutual
11/15/2023	The Society for Cardiovascular Angiography and Interventions Foundation - Site Visit
11/15/2023	American Society for Parenteral and Enteral Nutrition (ASPEN) Clinical November Planning Site
11/16/2023	2024 NFL PA 7v7 Sandlot Tournament Site Visit
11/17/2023	2023 You Deserve to be Loved Girls Summit
11/28/2023	Board Presentation - Association of Fraternity/Sorority Advisors
11/28/2023	Lunch with Deborah Borak
11/29/2023	Adrian Brijbassi - Vacay Network FAM
11/30/2023	National Pan-Hellenic Council/Divine Nine - Visitors Center Reception
12/1/2023	Raffle Winner - Angelica Garcia (Avia Reps)
12/1/2023	Grupo VDT Copa Airlines Colombia -2023- Leisure FAM
12/3/2023	Waypoint Travel - Site Visit
12/3/2023	United Youth Football League National Championships
12/5/2023	Meetings & Incentives Webinar
12/6/2023	Visit Tampa Bay Sales Committee Meeting and Multicultural Advisory Committee Meeting
12/6/2023	Geographic Solutions – Site Visit
12/7/2023	Major Travel UK- December 2023- Leisure FAM
12/9/2023	USA Air Tours UK- December 2023- Leisure FAM
12/9/2023	United Soccer League - Super Y & Academy League Finals Activation
12/10/2023	Almundo CVC Sites - 2023 - Leisure

12/11/2023	Independent Electrical Contractors (IEC) Spark 2024 Planning Site
12/11/2023	Pharmacy Quality - Site
12/11/2023	Florida Fire Chiefs Association - Site
12/11/2023	Destinations International (DI) Annual Convention Planning Site
12/12/2023	URGO NSM Site
12/13/2023	Invite to Vistra Communications with Brian Butler, President and CEO
12/14/2023	Met with Ray Mathews, Chair of VTB Board of Directors
12/14/2023	American Volleyball Coaches Association (AVCA) TCC Activation
12/16/2023	American Volleyball Coaches Association (AVCA) Tourney Journey 2023
12/16/2023	Nicole Jackson Gunter FAM
12/19/2023	Campus Crusade for Christ International 2023 - Site Visit
12/20/2023	Exhibitor Live Site
12/27/2023	American Bar Association Site
12/28/2023	2026 Ancient Egyptian Arabic Order Nobles Mystic Shrine (AEAONMS) w/Fred Bell - Site

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 1 initiatives supporting the needs of the four geographical areas of the County.

Downtown

- Increase emphasis on attracting luxury/upper-upscale meetings
- Secure destination showcasing opportunities and industry events
- Pursue new citywides and revisit events that had outgrown the destination
- Conduct recurring strategic sales meetings with downtown partners
- Promote the new TCC meeting rooms and other renovations, including Hotel Flor and Hotel Riverwalk
- Participate in evaluation of convention center expansion and new HQ hotel development
- Maintain resources for education and event retention in response to political concerns
- Target new medical events through participation in MPI's MD Community

East Tampa

- Continue promoting Florida State Fairgrounds and other venues that accommodate large events
- Highlight accessibility of East Tampa hotel products for meetings from within the drive market
- Maintain increased group demand produced by SportsPlex of Tampa Bay
- Promote event venues for offsite group functions

North Tampa

- Continue promoting USF facilities and Yuengling Center for large events
- Highlight accessibility of North Tampa hotel products for meetings from within the drive market
- Further promote the Talk Up Tampa Bay for local lead generation among faculty members
- Pursue meeting opportunities among state associations, state government agencies and educational institutions
- Uncover large conventions from fraternal organizations, faith-based events, youth programs and network marketing companies specifically during the summer and in need months

West Tampa

- Pursue short-term, corporate meetings through AMEX partnership and participation at INTERaction
- Utilize incentive programs to secure meetings and conventions during need periods
- Highlight renovations among Tampa Marriott Airport, Embassy Suites, Grand Hyatt and others

5. **MARKETING & COMMUNICATIONS**

International and out-of-state campaigns kicked off in November, and comprehensive recaps will be included in the Q2 and Q3 reports. The Business Transient and Small Group campaign will start in February and the Make It Tampa Bay campaign will begin in April.

Always-On Conversation Campaign

The FY24 Conversion Campaign was set up to continue test out various partners and track conversion/revenue with lower-funnel OTA and travel data partners

This report is reflected October through December 2023

- Delivery of over 23M impressions thru December
- Enriched Data – estimated to full market reach
 - \$12.7M+ estimated hotel booking revenue for Hillsborough County
 - 42x ROAS (up MoM)
- Observed Data – Adara partners only + Expedia reported revenue
 - \$5.5M+ estimated hotel booking revenue for Hillsborough County
 - 18x ROAS (up MoM)
- Top 5 flight origin DMA
 - Detroit
 - New York
 - Boston
 - Chicago
 - Baltimore
- Top hotel origin DMA
 - Tampa
 - Orlando
 - New York
 - Ft. Myers
 - Chicago

Paid Search Insights

- For Search, the top performing keyword in December was "Tampa events"
- Similar to November, we saw a huge increase in search volume for the keyword "Tampa events" leading to over 1.5k conversions with over 35k impressions and 6k clicks in December
- For RLSA, our top performing keyword in December was "Tampa things to do"
- RLSA saw a huge uptick in Christmas related searches like "Tampa Christmas events" which saw a (+175%) increase in clicks leading to 47 conversions in December, a (+147%) increase MoM

Out-of-State Campaign (OOS)

The objective of the OOS campaign is to influence incremental visitation, spending, and room nights in Hillsborough County and with our Partners. Maintain strong occupancy, high ADRs and increase per visitor spending to drive incremental revenue for Tampa Bay and expand reach and awareness for Tampa Bay as a must-see Florida destination

- Strategies
 - Position Tampa Bay as a desired lifestyle destination with new things to discover
 - Get more out of each visitor by encouraging extra days, booking more experiences, splurging on a special dinner, etc.
 - Reach new visitors that have not vacationed in Tampa Bay before
 - Look for new ways (channels, partnerships, etc.) to stand out among the competition
- Target Audience:
 - Passionate Travel Adventures + Aspirational Travelers
 - Adults 25-54, HHI \$100k+, Educated, full-time workers
 - Couples, Families & Friend Groups
- Market: Top feeder markets, drive-focused
 - Markets – DMA Rank
 - New York #1
 - Chicago #2
 - Philadelphia #4
 - Dallas-Ft. Worth #5

- Washing D.C. #9
 - Boston #10
 - Atlanta #6
 - Michigan
 - Charlotte
- Full Funnel Media Strategy
 - **Campaigns at impactful levels across all channels, building synergy and stronger support in key target markets**
 - Activate with full funnel support to maximize touchpoints across the traveler's journey
 - Multi-layer campaigns create stronger frequency to build consideration and then conversion to visit
 - Once in market, enable ease of experience and things to do with focus on events, attractions, dining, etc.
- **FY24 Enhancements**
 - **Expand to opportunistic markets to increase new visitor intent**
 - **Guide the research stage, positioning Visit Tampa Bay with premium contextual partners**
- Inspire and Engage
 - Build **mass awareness** in top tier markets with large scale out-of-home displays and takeovers
 - Over **2000 units evaluated** to find the best strategic positioning of outdoor units located in high traffic areas in key higher HHI resident areas and traffic flow
 - Allow for **easy rotation of different creative** with OOH dominations with static units clustered together and digital OOH boards
 - Most impactful messaging on Connected TV with **sight and sound** to inspire travel to a destination
 - Ability to **maximize reach against our target audience** with the power of TV digitally
 - Effectively extend **frequency targeting** with cross channel audience extension
 - Align innovative technology with new **premium, custom features** to showcase Visit Tampa Bay in a new way among CTV viewers
- Generate Interest
 - Drive interest in the **research stage by positioning Tampa Bay** as a premiere destination on the leading contextual travel leisure sites and publications
 - Stand out with **unique, innovative** media placements that **sparks new interest**
- Conversion
 - Primary focus on **driving room nights for Hillsborough County** through targeting travel intenders at decision time of booking journey through OTA's and travel data partners
 - Investment aligned to **seasonality, booking lead times and occupancy trends** to impact need time periods
 - **Expansion of geo to total U.S.** to increase ROAS opportunity and incrementality
 - Continuous optimization of partners and placements to **drive the strongest Return on Ad Spend**

International Campaigns

The objective of the International Campaigns is to expand efforts to reach international audiences in UK, Germany and Canada with a full funnel campaign targeting travel intenders during the planning season while building awareness for direct flights to Tampa.

- Target Audiences
 - Affluent, leisure travelers, winter sun seekers (A 25-54)
- Markets
 - UK, Germany, Canada
- Timing
 - November 2023 – March 2024 (UK & Germany)
 - November 2023- February 2024 (Canada)

Meetings Campaign

The FY24 Meetings Campaign launched with the goal of driving interest in Tampa Bay for meetings and conventions while continuing to engage with meeting planners across the US. We've built an annual integrated media plans with

key publications and organizations for a broad reach across their audiences. The plan focuses on premium placements for maximum brand exposure – with more pages in magazines to tell a richer story about Tampa Bay

- Key Messages:
 - Grand openings, expansions and new developments
 - Continue building awareness for TCC’s expansion
 - Position Visit Tampa Bay as a leader in DEI
 - Communicate proof points of multicultural inclusion, accessibility and welcoming all
 - Continue to dispel misconceptions
 - Let meeting planners know the downtown Convention District is walkable and easy for all to access.
 - Encourage visitation to Tampa Bay’s Riverwalk, attractions and restaurants to extend the economic impact
 - Develop messaging to communicate Tampa Bay’s commitment to sustainability and human wellness
- Timeframe
 - Annual (October 2023 – September 2024)
- Target audience included meeting, convention and event planners who book for associations, SMERF, Corporate and Multicultural
 - Geo-targeted East of the Mississippi when available
- Media campaign was planned with a mix of print and digital components to reach planners while also giving us the ability to track engagement
- Campaign KPI’s included: impressions, clicks/CTR

The FY24 Meetings Campaign delivered a total of **1.89M+digital impressions** and over **27.9K clicks** to TampaMeetings.com, generating a campaign **CTR of 1.47%** from October 2023 - December 2023.

Including print circulation, the overall impressions totaled 2.16M+

Make It Tampa Bay (MITB) Campaign

The objective is to generate awareness of Tampa Bay as the ideal place for skilled, professionals in key industries who are considering relocation

- Target Audience
 - Educated, young professionals (25-35 years old) looking for a career opportunities and a great quality of life; where they can feel like they’re on vacation all the time
- Key 2024 Career Sectors
 - Healthcare
 - Financial Services
 - Tech & Cyber Security
- Leverage the current exposure from Visit Tampa Bay’s Out-of-State visitation campaign in key markets:
- Market Selection
 - Primary: Boston, Chicago, New York
 - **NEW!:** Dallas, Washington DC (high indexing suburbs)
 - Top hotspots for cybersecurity employment; Dallas also strong in finance, DC in healthcare
 - Align with OOS leisure markets
 - Consistently in top markets for relocation to Hillsborough County
- Media Strategy
 - Leveraging the momentum built by the Visit Tampa Bay’s large scale Out-of-State campaign. It is heaviest April through June, followed by sustaining support through the rest of the year
 - Continue the highly-targeted proven legacy plan that has performed well for the past few years with new enhancements, targeting data sets and optimizations
 - Holistic media plan that draws synergy across both upper and lower funnel tactics, ultimately growing immediate awareness and driving potential candidates through the funnel to convert them to work/live/play in Tampa Bay

Business Transient & Small Group Campaign

The campaign will complement Meetings & Conventions efforts, focused on Meeting Planners, who are booking large, city-wide groups who require the Tampa Convention Center and multiple hotels to host attendees.

The business travelers targeted for this campaign may be traveling individually or with a small group that will use a single hotel. Where the Meetings campaign focuses mainly on the Downtown Convention District and adjacent hotels, this campaign should consider all regions of the County like Westshore, Midtown and South Tampa

- **Key Objective**
 - Drive incremental room nights and revenue to the destination by focusing on business travel to encourage staying extra time for leisure
- **Strategy**
 - Generate brand awareness with frequent business travelers
 - Direct-to-consumer, Meeting Planners are targeted through the Meetings campaign
 - Primarily lower funnel with the ability to track ROI
 - Test various lower funnel past proven partners with different targeting tactics to get a scope on performance during the campaign's first year
 - Overlay with flighted mid-tier activity to build awareness to drive lower funnel conversion
 - Encourage more frequent and longer stays when doing business in Tampa Bay.
 - Creative visuals to be a mix of business and leisure.
 - Images to feature hotels, Tampa Riverwalk, culinary, attractions
- **Target Audience**
 - Frequent business travelers and travel decision makers for small group business travel.
 - **Transient Business Traveler**
 - Transient business is made up of itinerant travelers who are looking for short and often urgent hotel stays
 - This group may include last-minute bookers
 - Mid-week bookings
 - Single room
 - Loyalty club memberships
 - **Small Group**
 - A group who can conduct their event in a single hotel
 - Small group does not mean small business
 - Mid-week bookings
 - Can range from 25-150 rooms
 - Corporate travel policy
 - **Reporting**
 - Adara pixel data or self-reported data (Booking.com) will be utilized with the always-on partners
 - Consistent monitoring and optimizations will be made between placement line items for best results
 - Reporting inclusive of ADR and ROAS will be provided on a quarterly basis for always-on partners and mid funnel partners (ADR/ROAS for mid funnel where applicable; otherwise, impressions and CTR/VCR will be KPI metrics)
 - Reserve held for always-on partner performing best at the end of Q1

6. **COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE**

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$7,100,557 of Added Media Value** for the quarter.

Publication Name	Headline
Yahoo News	Busch Gardens Tampa Bay adding Phoenix Rising coaster next year
The Travel	Amtrak Tampa: 10 Things To Know About The Union Station & Its Routes
Families Love Travel	15 Hot Places To Visit In December That Families Will Love (+ Where To Stay)
travel2next	TAMPA AT NIGHT
WTVT Fox 13	Ghost tours in Ybor City
Exhibit City News	Tampa Bay in Exhibit City News
The Infatuation	The Best Restaurants In Tampa
CNN Brasil	First 5-star hotel in Tampa, Florida, arrives to boost billion-dollar neighborhood

CNN Brasil	A gastronomic itinerary through Michelin Guide restaurants in Florida
gowhere.com	4 things you can't miss when you're in Tampa, Florida
gowhere.com	Meet who are the chefs that are standing out in the food scene in Florida
gowhere.com	Florida hospitality stands out for its excellent lodging and cutting-edge cuisine
Dicas Nova York	Tampa in Florida: what to do, where to eat and where to stay
CW South Florida	Traveling with Denella Richard Hard Rock
WFLA News Channel 8	Al Lopez Baseball Museum WFLA
Families Love Travel	15 Hot Places To Visit In December That Families Will Love (+ Where To Stay)
Bay News 9	Busch Gardens' newest coaster the Phoenix Rising to feature on-board audio
WTVT Fox 13	Busch Gardens new roller coaster 'Phoenix Rising' set to open next spring
Bay News 9	Spooky Halloween shenanigans in Tampa Bay
forbes.com	How U.S. Theme Parks Are Celebrating Halloween This Year
CNN Brasil	Busch Gardens Tampa Bay terá nova montanha-russa invertida em 2024
mercadoeventos.com.br	Tampa Bay divulga atrações de Halloween; confira
wfla.com	Zoo Tampa's annual Creatures of the Night event returns
Yahoofinance.com	ConnectWise Sponsors Great Horned Owl Habitat at ZooTampa
tbbwmag.com	J.C. Newman Cigar Co. releases special edition El Baton cigar celebrating The Florida Aquarium
Tampa Magazine	Uncovering Tampa Bay's Hidden Treasures
www.travelawaits.com	Breaking Down All Major Cruise Departure Ports In The U.S. And What Makes Each Unique
WTVT Fox 13	Tampa Convention Center named best convention center in the Southeast
wfla.com	Tampa Convention Center named among top 20 Centers of Excellence
WFTS-TV ABC Action News	The 7th annual Riverwalk Trick or Treat event
WFTS-TV ABC Action News	Armature Works grows with The Heights District
WTVT Fox 13	Armature Works empanada stall putting it's own twist on classic Spanish dish
www.timeout.com	The best riverwalks in the U.S. for scenic strolls
Tampa Bay Times (online)	A new music-focused cocktail lounge is opening at Water Street Tampa
tbbwmag.com	Go inside Beacon the JW Marriott's rooftop cocktail lounge (PHOTOS)
tbbwmag.com	Lilac's epicurean journey is elevating the Tampa dining scene (PHOTOS)
MSN	These Legendary Sandwiches Were Invented In Your State And They're INCREDIBLE
Love Food	SANDWICHES INVENTED IN EVERY US STATE FROM FRENCH DIP TO MUFFULETTA
wfla.com	Ghosts of Tampa Theatre Tour happens year round
wfla.com	New hotel in downtown Tampa officially breaks ground
www.bizbash.com	10 New Venues in Orlando/Central Florida for Fall 2023 Meetings and Events
The New York Times	The History of the Cuban Sandwich
baynews9.com	Busch Gardens planning new attractions, updates for 2024
wtsp.com	5 holiday experiences open all season across Tampa Bay
Yahoo News	Where to see Christmas light displays in Tampa Bay
USA Today	The biggest Black Friday and CyberMonday travel sales available right now
msn.com	Thrilling theme park rides around the world
travelmole.com	What's New in Florida 2024: Unveiling the Sunshine State's spectacular new entries
Tampa Bay Times (online - TampaBay.com)	Tampa's Florida Aquarium will have snow activities at special holiday event starting next week
www.abctionnews.com	Dash across downtown Tampa with a brand-new transit service
stpetecatalyst.com	'Snow Days' return to Florida Aquarium
Tampa Bay Times (online)	Family visiting for the holidays? Here are some fun things to do in Tampa Bay.
Yahoo News	Terrific Tampa! Food Network Star Robert Irvine's Guide to Things to See and Do in His Adopted Hometown

wtsp.com	Tampa Bay to Z: Holiday activities open up around the Bay area
thetravel.com	10 Florida Cities To Visit That Aren't Key West But Are Just As Scenic
WTVT Fox 13	Pirate Water Taxi expands route, announces other changes in downtown Tampa
Thatssotampa.com	ZooTampa will transform into a snowy holiday oasis during Christmas in the Wild
wfla.com	Conservationists call to put Florida manatees back on endangered species list as population rapidly
Spectrum News 13	Zoo mission of education and conservation helped by holiday cheer
osprey observer Inc. Online	Christmas Town, Santa Fest, Holiday Parade & More
Thatssotampa.com	The biggest holiday events happening in Tampa: tree lightings, boat parades and more
wfla.com	Where to see Christmas light displays in Tampa Bay (2)
Tampa Bay Times (online)	Christmas parties and events coming to Central Florida attractions
usatoday.com	See the iconic Florida manatees as they keep fighting for survival
WTVT Fox 13	Tampa Riverwalk nominated for best holiday lights display by USA Today
Tampa Bay Times (online)	Families enjoy Winter Village along Tampa's Riverwalk
travelandleisure.com	I've Lived in Florida All My Life, and These Are the Most Beautiful Places in the Sunshine State
wfla.com	Downtown Tampa Riverwalk nominated for best holiday lights display by USA Today
Hotel Above Par	This New Tampa Boutique Hotel Brings Bespoke Style to a Historic Neighborhood
wfla.com	Families gather at Tampa's Hyde Park Village for tree lighting ceremony
wfla.com	PHOTOS: New hotel brings vintage flair to Hyde Park Village
hotelbusiness.com	Palihouse Hyde Park Village debuts
Tampa Bay Business Journal (online)	Palihouse boutique hotel opens in Hyde Park Village
Bay News 9	Florida Museum of Photographic Arts to mark move to Ybor City
osprey observer Inc. Online	Florida Museum Of Photographic Arts Finds New Home In Ybor City (2)
Cigar Aficionado	J.C. Newman To Ship New Cigars Honoring Artist LeRoy Neiman
Yahoo News	Embracing the Magic of Winter in Tampa Bay: Your guide to festive fun
Thatssotampa.com	Hotel Haya announces extravagant New Year's Eve celebration in Ybor
Tampa Bay Times (online)	These 2 Tampa restaurants made Open Table's Top 100 list
wfla.com	Embracing the Magic of Winter in Tampa Bay: Your guide to festive fun (2)
tbbwmag.com	Exploring the richness of Mexican flavors at Lona (PHOTOS)
Tampa Bay Times (online)	Biggest, oldest and most: Some surprising record setters in Tampa Bay
Tampa Bay Business Journal (online)	Tampa Bay among the top destinations for people looking to relocate
Revista Viajes	Você conhece Tampa na Flórida?
Ecuador Viajando	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
Tasting Table	The Columbia Restaurant In Ybor City Is Florida's Oldest Eatery Read More: https://www.tastingtable
Cigar Journal	J.C. NEWMAN AND THE LEROY NEIMAN FOUNDATION SHIP LEROY NEIMAN 23
Garden and Gun	Inside Water Street, Tampa's Central Wellness District
Thatssotampa.com	ZooTampa, Busch Gardens, Florida Aquarium prepare for major expansions
I Heart Dogs	Traveling With Your Dog to Tampa, Florida: Pet-Friendly Flights, Hotels, Activities and More
Travel Noire	Tired of Overcrowded Major Cities? Here are Five Second Cities Worth Visiting
mercadoeventos.com.br	Tampa Bay lista formas divertidas para receber 2024
tbbwmag.com	The Florida Aquarium receives \$1.5 million from the Vinik Family Foundation
nytimes.com	Some Very Cold Sea Turtles Were Just Flown South for the Winter
WFTS-TV ABC Action News (online)	Snow Days is Back at the Florida Aquarium
Tampa Bay Business Journal (online)	High water mark: Florida Aquarium reaches one million visitors for the first time

WFTS-TV ABC Action News (online) forbes.com stpetecatalyst.com Draft Kings Nation WFTS-TV ABC Action News (online) Thatssotampa.com wfla.com wfla.com Tampa Magazine travelweekly.com Bay News 9 thetravel.com Travel News actu.fr Travel Binger Creative Loafing Creative Loafing Creative Loafing Thatssotampa.com Thatssotampa.com Thatssotampa.com tampamagazines.com wfla.com Tampa Bay Times (online) www.hercampus.com Thatssotampa.com Tampa Bay Times (online) terra.com tampamagazines.com wfla.com msn.com Fathom estado.com.br Fox 13's Good Day Tampa Bay WFTS-TV ABC Action News Cigar Journal hospitalitydesign.com	'Margaritaville at Sea' cruise line expands to Port Tampa Bay in mid-June 9 Best Places To Visit On Your Next Florida Vacation One millionth aquarium visitor sets new record Things to do in Tampa for 2023 NCAA Volleyball Final Four Zoo Tampa's Christmas in the Wild Running Select Nights Now Through Dec. 30 Tampa is one of the best cities to celebrate New Year's Eve, according to WalletHub LIST: New Year's Eve events happening in the Tampa Bay area Window to the Weekend: Tampa Riverwalk holiday lighted boat parade Winter Wonderland in Your Own Backyard 5 things to do in Tampa Tampa's Straz Center gets 1-year extension to submit expansion plans 10 Florida Cities With Bustling Downtown Areas Worth Visiting Erlebt den Sommer im Winter! Cette très étrange tradition de Noël à Tampa, ville en Floride jumelée au Havre Exploring the Dynamic Tapestry of Tampa Bay: Unveiling Top Attractions and Activities Gasparilla Music Festival 2024: Young The Giant, Lake Street Dive and Louis the Child top initial li Tampa Bay Wine & Food Festival returns with celebrity chef Robert Irvine Over 25 New Year's Eve dinners, parties and events happening in Tampa Bay The Fold Pizza Shop is now open at Armature Works in Tampa A waterfront mini golf course pops up at Armature Works this weekend Tampa success story: Chill Bros expanding with new ice cream hub at Armature Works Chill Bros: One Scoop at a Time LIST: Where to watch New Years fireworks in Tampa Bay Tampa Bay's 25 biggest restaurant openings of 2023 TAMPA WINTER ACTIVITIES Sparkman Wharf reveals holiday movies under the stars lineup Top Tampa Bay area events for the week of Dec. 18-24 Vai para Busch Gardens? Veja 6 restaurantes que valem a visita https://www.terra.com.br/vida-e-esti A Sampling of Tampa Bay's Historic Restaurants Gasparilla Bowl expected to boost economy as game returns to Tampa 5 atrações em Tampa – Vizinha de Orlando vai além do Busch Gardens Tampa's Moment in the Sun vai-para-busch-gardens-na-florida-confira-seis-restaurantes-que-valem-a-visita Columbia & Cuban Sandwich Book Columbia Good Morning Tampa Bay J.C. NEWMAN SHIPS THE AMERICAN ALL-STAR HUMIDOR Palisociety Brings Its Charming Style to Florida
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Visit Tampa Bay generated **37 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
TravelAbility Insider	EMS 2023 Presentation of the Month: Visit Tampa Bay
St. Pete Catalyst	Visit Tampa Bay to expand exposure in Europe Visit Tampa Bay expands partnership with Aviareps to Germany, Austria and Switzerland
TravelDailyNews.com	

WTVT Fox 13	Tampa rebounded from pandemic faster than any city in the country, industry report says
Yahoo News	Tampa rebounded from pandemic faster than any city in the country, industry report says (2)
hotelbusiness.com	Tampa, Las Vegas, San Diego leading Q3 U.S. group revenue recovery
WTVT-TV FOX 13	Santiago & Tourism Rebound FOX 13 10.23.23
WTVT-TV FOX 13	Santiago & Tourism Rebound FOX 13 10.28.23
WTSP 10 News	VTB & Hotel Revenue 10 News 10.4.23
WFTS-TV ABC Action News	Tampa Bay tourism hits record level in 2023
Business Observer	Tourism soars in Tampa Bay area
WFTS-TV ABC Action News	India Fest ABC Action News
That's So Tampa	2023 was a huge year for tourism in Tampa, generating \$1 billion in taxable hotel revenue
Tampa Bay Business Journal (online)	Tampa Bay tourism generated \$1B in taxable hotel revenue in 2023
travelmole.com	Tampa Bay tourism celebrates best year ever
WTVT Fox 13	WTVT's Lost Archives: How Tampa became a popular site for conventions
Bay News 9	Visit Tampa Bay: Hillsborough tourism breaks record in 2023 fiscal year
Spot On Florida	Visit Tampa Bay: Hillsborough tourism breaks record in 2023 fiscal year (2)
Yahoo News	Mayor Castor, Visit Tampa Bay announce return of India Festival
WFTS-TV ABC Action News (online)	Mayor Castor, Visit Tampa Bay announce return of India Festival (2)
Thatssotampa.com	Huge India Festival brings art, music and dance to Tampa
Great Day Live	GDL goes live at Winter Village at Curtis Hixon Park in Tampa
The Courier Mail	Why do conventions come to Tampa?
IBTM Show Daily	Tampa Bay hotel revenues reach US\$11 billion
travelmole.com	Tampa Bay tourism revenues up
Bay News 9	Gov. DeSantis' 2024-25 budget includes \$80 million for state tourism
Creative Loafing	Tampa's murals now have their own 2024 calendar
travelandtourworld.com	Visit Tampa Bay wins five Adrian Awards, including Gold Presidents Award
USAE Newsletter	VTB Adrians
globaltravelerusa.com	And the Winner Is...
Ladevi Argentina	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional.
WTVT-TV FOX 13	Reconocelos com
Travmedia.com	Visit Tampa Bay increasing wintertime tourism
Bay News 9	Visit Tampa Bay Triumphs in Travel Marketing Competition, Earns Five Prestigious Adrian Awards Inclu
WFTS-TV ABC Action News	Santiago_Ron Desantis Bay News 9
WFTS-TV ABC Action News	Margaritaville Islander & VTB
WFTS-TV ABC Action News	EOY 2023 Numbers
	Santiago & EOY 2023

7. **TOURISM ADVOCACY**

These events consist of Visit Tampa Bay leadership advocating and educating the economic value of tourism in our community.

Visit Tampa Bay Leadership produced and attended **18 Tourism Advocacy Events** in the quarter:

Date	Event Name
10/16/2023	Young President's Organization
10/20/2023	Tampa Bay Hospitality Board Recruitment Reception
10/23/2023	Commissioner Michael Owen

10/25/2023	Propeller Club Leadership Presentation
10/26/2023	Commissioner Harry Cohen
10/30/2023	Congresswoman Kathy Castor
11/1/2023	HealthTech Showcase by Tampa Bay Wave
11/3/2023	Sigma Gamma Rho Welcome
11/8/2023	Ron Pierce, RSA & Robert Warchola, Shumaker
11/9/2023	Tourist Development Council Quarterly Board Meeting
11/9/2023	Destinations Florida Legislative Committee
11/15/2023	US Travel - Legislative Meetings with Senators & Representatives
11/16/2023	US Travel - DMO CEO Roundtable
12/5/2023	Shumaker and RSA Consulting
12/12/2023	Destinations International Summit Panel
12/13/2023	John Lambeth, Civitas Advisors
12/18/2023	Joelle Paban, EA Direct Connect
12/18/2023	Commissioner Cameron-Cepeda

8. **DESTINATION LEADERSHIP**

These events consist of a coordinated process with Visit Tampa Bay leadership and community leaders to share resources and provide expertise in a variety of areas including marketing efforts, local resources, security, accommodations, activities, events, environmental concerns, tourist attractions and transportation. The goal of these coordinated efforts is to help build and support a sought-out destination.

Visit Tampa Bay Leadership produced and attended **21 Destination Leadership Events** in the quarter:

Date	Event Name
10/19/2023	Heather Salas, Visit Hardee
10/23/2023	Raul Alfonso and Greg Lovelace, Port Tampa Bay - New Cruise Lines
10/25/2023	Black Heritage Festival
11/1/2023	University of South Florida School Hospitality Tourism Management Curriculum Review
11/1/2023	USF Advisory Board
11/1/2023	Prospera Success Stories
11/9/2023	Tampa Black Heritage Festival
11/13/2023	Hampton Roads Chamber
11/16/2023	Juan Lopez, Tampa Convention Center
11/17/2023	Mayor's Alliance for Persons with Disabilities Awards Celebration
11/28/2023	Christine Kefauver, Brightline
11/29/2023	Uptown Music Festival
11/30/2023	Katie Wyatt, Advancement Director, Leukemia & Lymphoma Society
11/30/2023	Ron Christaldi, Shumaker
11/30/2023	Divine Nine/National Pan-Hellenic Council
12/7/2023	Aakash Patel, Elevate
12/7/2023	Commission on Human Trafficking Board
12/8/2023	Atul Khosla, Tampa Bay Buccaneers
12/11/2023	Albert Sanchez, Tampa Downtown Partnership
12/20/2023	Alis Drumgo, Development & Economic Opportunity, City of Tampa
12/20/2023	Ron Christaldi, JP Morgan

9. **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 costs, campaigns and event costs. Locally, our Partners co-host clients in-market as we showcase our destination.

Visit Tampa Bay sent **656 Referrals** to local businesses. We produced **16 Local Industry and Partner Tourism Events** and Attracted **34 New Partners** in the Quarter.

Date	Event Name
10/3/2023	Unlock Tampa Bay Activation - Oktober Fest
10/3/2023	Extravaganza Productions Lunch
10/3/2023	Unlock Tampa Bay Activation - Oktoberfest Activation
10/4/2023	Business by the Bay - The Florida Aquarium
10/10/2023	Tampa Sister Cities-Italian Flag Raising Ceremony
10/10/2023	Tampa Bay Lightning Activation (Opening Day)
10/30/2023	Attend Indian Festival Gala
10/31/2023	2023 Annual Meeting
11/6/2023	Blacks In Government Meeting
11/7/2023	November Business by the Bay
11/13/2023	The Barrymore Hotel Guest Experience Training (GET)
11/21/2023	Tourism Gives Back - Thanksgiving
11/29/2023	Partner Orientation - November 2023
12/5/2023	Guest Experience Training (GET)
12/7/2023	2023 Holiday Open House
12/11/2023	Tampa Bay Arts Pop-Up Activation
10/3/2023	Unlock Tampa Bay Activation - Oktober Fest
10/3/2023	Extravaganza Productions Lunch

10. **AWARDS AND RECOGNITION**

Visit Tampa Bay has earned the following awards within Quarter 1:

Stella Award (Silver)

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

02/29/2024
Date