

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2024**

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)	\$ 6,443,856
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>\$ 12,887,712</u>
---	-----------------------------

1. **SALES**

Convention Sales generated **165,656 Definite Room Nights** which will result in **\$73,511,992 Estimated Economic Impact** to the Community. In Quarter 2, **106,089 Room Nights Actualized** resulting in **\$68,173,152 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 **43 Out-of-Market Events** in the quarter:

Date	Event Name
1/7/2024	2024 Professional Convention Management Association Convening Leaders - Tradeshow - San Diego, CA
1/9/2024	RCMA 2024 - San Antonio
1/9/2024	Professional Convention Management Association Client Dinner
1/9/2024	RCMA/Emerge Conference-San Antonio
1/13/2024	Travel & Adventure Show 2024 - Trade Show - Chicago, IL
1/19/2024	Event Service Professional Association Annual Conference
1/19/2024	AAA Travel Showcase 2024 - Trade Show - Pittsburgh
1/21/2024	Northstar Meetings Group Independent Planner Education Conference - Tradeshow - Greenville, SC
1/24/2024	TravMedia's International Media Marketplace (IMM) North America Summit 2024 - Industry Event - NYC
1/27/2024	Travel & Adventure Show 2024 - New York City - Trade Show
1/31/2024	American Society of Travel Advisers (ASTA) Central Florida Roadshow 2024 - Tradeshow- Orlando, FL
2/4/2024	Florida Huddle - Miami, FL - February - 2024
2/4/2024	Florida Encounter 2024 - Tradeshow - Miami, FL
2/10/2024	National Association of Counties (NACo) February Pre-Promote
2/11/2024	International Inbound Travel Association Summit 2024 (IITA) - Trade Show - Memphis, TN
2/14/2024	Association Management Companies Institute
2/14/2024	Association Management Companies Institute Dinner
2/15/2024	TravelBrands Agent Live Webinar Event - 2024 - Canada
2/19/2024	Mexico Leadership Mission Sales & Media - 2024 - Mexico
2/20/2024	Connect NYC

2/22/2024	NYC Client Dinner
2/22/2024	Florida Society of Association Executives Meeting Planner Roundtable - Industry Event - Tallahassee
2/22/2024	Mexico Mission - Sales presentation - 2024 - Mexico
2/24/2024	Travel & Adventure Show 2024 - Trade Show - Washington, D.C.
2/27/2024	Meet NY - New York Society of Association Executives (NYSAE)
2/27/2024	NECVB Reps Luncheon 2024
2/28/2024	Novartis Visit - Maritz Planners 2024
2/28/2024	ANATO 2024 - Tradeshow - Bogota, Colombia
2/28/2024	ANATO 2024 - Client Event - Bogota, Colombia
3/5/2024	MPI Potomac Chapter Meeting - Industry Event - Washington DC
3/5/2024	ITB Berlin, Germany 2024 - Trade Show - Germany
3/7/2024	2027 National Bar Association Convention Zoom Presentation
3/7/2024	American Society of Association Executives Luncheon - Industry Event - Washington DC
3/9/2024	Hamburg St Pauli - Mission - 2024 - Germany
3/10/2024	National League of Cities (NLC) Congressional City Conference 2024 Pre-Promote - Washington, DC
3/20/2024	All American Roadshow Webinar 2024
3/25/2024	MIC Colorado 2024
3/25/2024	PCMA Rocky Mountain Chapter - Networking Event
3/25/2024	Travel Agent Forum - Tradeshow - 2024 - Las Vegas, NV
3/26/2024	Meet MPI After MIC - 2024
3/26/2024	Travel Agent Forum - Sales Presentation - 2024 - Las Vegas, NV
3/26/2024	CVB's of Florida Reception - Industry Event - Tallahassee, FL
3/27/2024	Florida Society of Association Executives Women's Summit

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 **103 In-Market Events** in the quarter:

Date	Event Name
1/4/2024	Development Player League (DPL)
1/4/2024	Site with IMN Solutions- Toni Kosaris
1/5/2024	2024 MLK Parade Foundation Gala
1/6/2024	3 Kings/3 Reyes Festival
1/10/2024	Flag Football World Championship Tour
1/10/2024	Celina Colby Eater FAM
1/11/2024	Ok! Magazine
1/11/2024	Peggy Sijswerda FAM
1/11/2024	North Atlantic Treaty Organization Edge Conference 2024 - Site Visit
1/12/2024	Thrillist
1/13/2024	2024 Black Heritage Festival
1/15/2024	Tampa Organization of Black Affairs Breakfast
1/15/2024	2024 MLK Parade
1/16/2024	National Bar Association Site Visit

1/17/2024	National Organization of Blacks In Government (BIG) Planning Site - Jan. '24
1/17/2024	Jacob VanSplunter America FAM
1/22/2024	Steppin' Out with Joseph Rosendo
1/23/2024	FullBloom Site
1/24/2024	Chefs Warehouse Site
1/25/2024	Gasparilla 2024 FAM - Amanda Wilhelm
1/25/2024	Site-Kappa Alpha Psi-Gasparilla
1/25/2024	Site- Jackie Bellan- Association of Diabetes Care & Education Specialists
1/25/2024	Site-Omega Psi Phi-Gasparilla
1/25/2024	Site-National Pan-Hellenic Council-Gasparilla
1/25/2024	Site-Dr. Xerona Clayton Civil Rights Foundation-Gasparilla
1/25/2024	Site-National Bar Association-Gasparilla
1/25/2024	2024 Gasparilla FAM
1/25/2024	Gasparilla 2024 - FAM
1/26/2024	Site- Archer Technologies
1/26/2024	Site Bacon-Hedland
1/27/2024	Site-AEAONMS Shriners-Gasparilla
1/27/2024	Site-United Bikerz-Gasparilla
1/27/2024	Site-Delta Sigma Theta-Gasparilla
1/27/2024	Gasparilla 2024 - Saturday ONLY - FAM
1/27/2024	Site-A Plus Medicare-Gasparilla
1/27/2024	Site-Pinellas County Urban League-Gasparilla
1/28/2024	Sigma Gamma Rho Site Visit 1/28-1/31
1/30/2024	AP Reading - Planning site
1/30/2024	American Society of Travel Advisors (ASTA) Central Florida Roadshow 2024 - Tradeshow- Tampa, FL
1/31/2024	Marriott Southeast Account Team Presentation - Sales Presentation
2/2/2024	MLS Events Site Visit
2/5/2024	Meeting with the National Telegu Society
2/7/2024	National Association of Free Will Baptists (NAFWB) February '24 Planning Site
2/7/2024	Public Relations Society of America (PRSA) - Site
2/8/2024	American Society of Civil Engineers - Site Visit
2/8/2024	Governor's Day Luncheon
2/9/2024	Welcome Delta Sigma Theta Sorority, Inc. Protocol and Traditions Team
2/9/2024	Pareto Health Planning Site
2/10/2024	Jose Antonio Lopez Sosa FAM
2/10/2024	Jim Byers 2024 FAM
2/11/2024	The Rural Broadband Association (NTCA) - Spouse Presentation
2/11/2024	American Multi-Cinema Site
2/12/2024	National Rural Telecommunications Cooperative Site - Site Visit
2/13/2024	Mariana Mijares FAM
2/13/2024	Restaurant Association Meeting with Site Search - Site Visit
2/13/2024	Realcomm - Hotel Site
2/15/2024	LatinTech Accelerator Pitch Night
2/16/2024	Meeting with Phi Beta Sigma Fraternity, Inc. Executive Team
2/16/2024	Phi Beta Sigma Fraternity, Inc. Planning Site - Feb. 2024
2/17/2024	Alpha Kappa Alpha Sorority-Gamma Omega Theta Chapter P.I.N.C. Gala
2/19/2024	Society for Cardiovascular Angiography and Interventions - Site Visit

2/20/2024	Family Travel XPO Webinar 2024
2/20/2024	Association of School Business Officials International - Site Visit
2/22/2024	AVID 2024 Summer Institute Planning Site
2/23/2024	Billy Joel & Sting FAM
2/23/2024	Tampa Bay Black History Event with Fred Hens
2/23/2024	Associated General Contractors of America - Site Visit
2/24/2024	US Youth Soccer Association - National League P.R.O. Activation
2/24/2024	Billy Joel and Sting Concert Site
2/27/2024	IMN Staff Retreat & Tampa FAM - FAM
2/28/2024	Omega Psi Phi, Fraternity Inc. - February '24 Planning Site
3/3/2024	Rob McGovern FAM
3/4/2024	American Anthropological Association - March '24 Planning Site
3/5/2024	International Association of Assessing Officers Site
3/5/2024	Amex Global Travel showcase 2024- Tradeshow- Tampa, FL
3/5/2024	FAMU Alumni-Planning Meeting
3/6/2024	Florida Department of Agriculture and Consumer Services - Site Visit
3/6/2024	Consortium of Multiple Sclerosis Site
3/8/2024	LBAC Travel Agent Training - Sales Presentation
3/8/2024	HCC Black Brown & College Bound Luncheon
3/11/2024	Skill Center Grand Opening Event
3/11/2024	National Association for Home Care & Hospice - Planning Site
3/12/2024	Travel with Heat Webinar 2024 - Sales Presentation
3/14/2024	Marriott International Sales Team - Sales Presentation - 2024 - Tampa
3/14/2024	2024 Medical FAM
3/14/2024	JD Power Site Visit
3/17/2024	Jamis Summit - Site
3/18/2024	Buchanan's USLFG Meeting/Finalizing Plans with Visit Tampa Bay
3/20/2024	North American Telegu Association Meeting
3/20/2024	Traveling with Denella Richard
3/21/2024	Katie Goldstein FAM
3/21/2024	Visit Tampa Bay Multicultural Committee Meeting
3/21/2024	Omega Psi Phi National Convention Planning Meeting
3/21/2024	Tampa Bay Takeover Webinar - Scandinavia -2024
3/24/2024	Pharma Forum Client Excursions
3/24/2024	Pharma Forum CAMLS Learning Sessions
3/24/2024	Pharma Forum
3/24/2024	National Organization of Blacks In Government (BIG) Planning Site - March '24
3/25/2024	American Legion - March '24 Planning Site
3/27/2024	Ben Cohen Site Visit
3/27/2024	Elizabeth Rubio Castro - Site Visit- 2024 - Aviator SAS
3/28/2024	Almirall Site Visit
3/28/2024	Ducks Unlimited - Site Visit

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 2 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

- Educate hotel global sales leaders on product offerings
- 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 and other partnerships
- 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

The Make It Tampa Bay campaign kicked off in April and the Summer Drive Campaign kicked off in May. The out-of-state campaign concluded in April and recaps will be included in the Q3 report.

Always-On Conversation Campaign

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

This report is reflected October through March 2024

- Delivery of over 26M impressions thru December
- Enriched Data – estimated to full market reach
 - \$18M+ estimated hotel booking revenue for Hillsborough County
 - 48x ROAS (up 1x MoM)
- Observed Data – Adara partners only + Expedia reported revenue
 - \$10M+ estimated hotel booking revenue for Hillsborough County
 - 28x ROAS (up 3x MoM)
- Top 5 flight origin DMA
 - Detroit
 - New York
 - Boston
 - Chicago
 - Baltimore
- Top hotel origin DMA
 - Tampa
 - New York
 - Orlando
 - Ft. Myers

- Atlanta

Paid Search Insights – note that the campaign ended at the end of February

- For Search, the top performing keyword in **January** was "gasparilla tampa"
- We saw a huge increase in search volume on this keyword in January, compared to December, we drove 40k additional clicks and over 118k impressions that resulted in over 9,000 conversions
- For RLSA, our top performing keyword in **January** was "Tampa things to do"
- This keyword continues to be the top performing keyword MoM, with majority of searches related to visitors looking for things to do in Tampa. We also saw an uptick in searches for "visit tampa bay" which saw a (+69%) increase in clicks MoM
- For Search, the top performing keyword in **February** was "Tampa events"
- Although Tampa events drove the most impressions and clicks last month, the biggest shift came from our keyword "things to do in Tampa" which saw a (+83%) increase in impression share resulting in increases across clicks (+61%), impressions (+34%) and CPC (+20%) MoM
- As a result of the increased volume, this keyword drove a (+116%) increase in conversions indicating people are starting to show more search intent on "things to do in Tampa" MoM
- For RLSA, our top performing keyword in **February** was "things to do in Tampa this weekend"
- We saw better cost efficiency coming from this keyword last month with CPC dropping (-9%) resulting in increases in clicks (+49%), impressions (+16%) and conversions (+55%) MoM

Summer Drive Campaign

The objective of the summer drive campaign is to influence incremental visitation, spending, and room nights in Hillsborough County with our partners. In addition, maintain strong occupancy, high ADRs, and increase per visitor spending to drive incremental revenue for Tampa Bay and maintain top of mind awareness for Tampa Bay as a must-see Florida destination.

- Strategy
 - 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.
 - Leverage the Tampa Bay Effect creative platform
- Target Audience
 - Passionate Travel Adventures + Aspirational Travelers
 - Adults 25-54, HHI \$100k+, Educated, full-time workers
 - Focus on families and road trips
 - Reach residents and visitors alike in Florida markets
 - Spanish language in Miami
- Summer Media Strategy
 - Generate **inspiration to travel to Tampa Bay** by reaching audiences in the planning process and/or those who have an affinity to travel, as well as those in key locations who fit our target
 - Continue to utilize the **foundational** channels of our plan while exploring any new units/placements
 - Support lower-funnel channels by focusing on **top performing partners only** which target travel intenders to drive real-time conversions
 - Focus majority of spend on drive markets to **inspire immediate travel** during the summer months
 - **Encourage partner participation** in the campaign with channels that allow for creative rotation to showcase each attraction/destination
- Markets: DMA rank
 - Atlanta #7
 - Orlando #16
 - Miami #18
- Media Channel Strategy Layers
 - Multi-channel approach to create synergy in messaging and increased frequency to increase visitation intent, leveraging proven channels
 - Out-of-home, premium video, native/rich media, paid social/social video, radio, print, digital/conversion (regional)

International Campaigns

The objective of the International Campaigns was 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. New flights were also added from Mexico City via Aeromexico.

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

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 **5.61M+digital impressions** and over **63.3K clicks** to TampaMeetings.com, generating a campaign **CTR of 1.13%** from October 2023 - March 2024.

Including print circulation, the overall impressions totaled 6.33M+

Make It Tampa Bay (MITB) Campaign - launched in April, results to be included in Q3 report

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

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
 - Inaugural campaign launched February 2024 with a goal to **drive incremental room nights** to the destination by focusing on encouraging business travelers to extend their stay in Tampa Bay
 - Successful delivery of **16.8M+ impressions** and driving **20,000+ clicks** to VisitTampaBay.com through March 2024
 - Direct revenue attribution through March of over **\$1.7M in hotel revenue and nearly 10k room nights**
 - Enriched attribution models projected **\$6.2M+ in hotel revenue and 30,000+ room nights** for Hillsborough County

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$7,012,798 of Added Media Value** for the quarter.

Publication Name	Headline
Cigar Journal	A RECORD YEAR AT EL RELOJ
Diario Do Grande ABC	5 atrações em Tampa – Vizinha de Orlando vai além do Busch Gardens
Rota de Ferias	5 ATRAÇÕES EM TAMPA – VIZINHA DE ORLANDO VAI ALÉM DO BUSCH GARDENS
livability.com	How These 6 Cities Stay in Good Health
Passport Magazine	Embrace Diversity and Southern Charm at The 10th Anniversary of Tampa Pride!
Bold Traveller	Five Fantastic Reasons Florida Should Be On Your Travel Bucket List for 2024
Fantastic Journeys	We're Never Truly Alone: A Chapter From The Reason Everything Happens
Cigar Journal	J.C. NEWMAN CIGAR CO. RELEASES 2024 JOSÉ GASPAR CIGARS
The Knot	We're Calling It: Tampa Is the Newest Bachelorette Party "It" Destination
WTVT Fox 13	Chill Bros Ice Cream opens in Armature Works
Bay News 9	Busch Gardens to begin Mardi Gras celebration this weekend
USA Today 10Best	10 best new theme park attractions that will blow your mind
Orlando Informer	Busch Gardens Christmas Town: Complete Guide and Overview
wfla.com	Florida Aquarium offering discounted tickets if you recycle your Gasparilla beads
Tampa Bay Times	Turn in Gasparilla beads to get discount on Tampa aquarium tickets
WTVT Fox 13	Ancient predators come back to life at new ZooTampa exhibit
Yahoo News	Young manatee 'Brisk' rescued from frigid water in St. Pete, transported to ZooTampa
WTVT Fox 13	Prehistoric Predators at ZooTampa
WFTS-TV ABC Action News (online)	Prehistoric Predators: ZooTampa Goes Back in Time with Larger-Than-Life Exhibit
Yahoo News	Manatee Found Tangled in Fishing Lure Released After Yearlong Rehabilitation
Daily Telegraph	Prehistoric Predators at ZooTampa (2)
The Courier Mail	Ancient predators come back to life at new ZooTampa exhibit
Business Observer	Tampa Convention Center nominated for city awards
Tampa Bay Times (online - TampaBay.com)	39 Gasparilla events happening in the Tampa Bay area this month
Tampa Bay Times (online - TampaBay.com)	Watch pirates invade Tampa for Gasparilla 2024
WTVT Fox 13	Gasparilla 2024: Everything you need to know about the annual pirate festival
WFTS-TV ABC Action News (online)	Pirates abound as Gasparilla Invasion begins in Tampa
Yahoo News	WATCH LIVE: Gasparilla pirates parade down Bayshore Boulevard
Yahoo News	Gasparilla pirates get help from professional makeup artists
apnews.com	Thousands invade Tampa for the annual Gasparilla Pirate Festival
triblive.com	Revelers in festive dress fill downtown Tampa, Fla., for annual Gasparilla Pirate Fest
aol.com	Gasparilla pirates promise annual invasion, half a million people expected to attend
travelandleisure.com	I've Lived All Over the World but I've Never Been More Proud to Live in This Florida City, Thanks to
Conde Nast Traveler	Where to Eat, Stay, and Play Tampa
wfla.com	Chill Bros. Unveils Newest Scoop Shop at Armature Works in Tampa Bay
Southern Ponytail	Maritime Museums Tour
travelandleisure.com	20 Cheapest Places to Travel Around the World in 2024
Tidewater Family Plus	Surprising Tampa Bay
WFTS-TV ABC Action News	New J.C. Newman Park
Conde Nast Traveler	The 21 Best Weekend Getaways in Florida

USA Today 10Best travelmarketreport.com	10 best things to do in Tampa this spring: Baseball, beach days, and Tampa Bay fun
MSN travelandleisure.com	What's New in Florida Tourism
Axios wfla.com	Historic sandwiches and other tasty reasons to visit Florida's most foodie city
wtsp.com	Florida's New 'It' City Has an Over-the-top Pirate Festival, Beautiful Parks, and Michelin-starred D
Bay News 9	Tampa is Florida's new "it" city, per Travel + Leisure
Bay News 9	Visit this gem to see maps of Tampa Bay from the 1920s
Tampa Bay Times (online - TampaBay.com)	Why Tampa is being called Florida's new 'it' city
wfla.com	Busch Gardens Tampa Bay reopens SkyRide attraction
aol.com	Busch Gardens shares partial concert lineup for Food and Wine festival
wtsp.com	Tampa's Busch Gardens brings back gondola SkyRide, but now it will cost you
wfla.com	Busch Gardens announces concert lineup for Food & Wine Festival
WTVT-TV FOX 13	Busch Gardens swings for new ride in spring 2023
WFTS-TV ABC Action News (online)	Florida State Fair kicks off 2024 season
wtsp.com	ZooTampa's new experience lets you wade with stingrays
wfla.com	ZooTampa's Manatee Critical Care Center nominated one of best zoo exhibits in country
Axios	Wade with stingrays at ZooTampa in new interactive habitat
Tampa Bay Times (online - TampaBay.com)	Wade with stingrays at ZooTampa in new int
wfla.com	ZooTampa says soon, you'll be able to wade in the water with stingrays
Bay News 9	ZooTampa nationally recognized for caring for injured manatees
wtsp.com	We tried this year's weird Florida State Fair food
WTVT-TV FOX 13	Guide to 2024 Florida State Fair in Tampa
Fox News Channel	Florida State Fair brings fun rides, wacky food to Tampa
Bay News 9	Tampa Convention Center expects record breaking year
Bay News 9	2024 Publix Gasparilla Distance Classic set for this weekend
wfla.com	Knight Parade 2024: Here's what to know before you go
Thatssotampa.com	Florida landmark, Columbia Restaurant, flavored by 'passionate, patriotic' immigrant experience
WKMG-TV	Play Ball! Grapefruit League games begin this weekend across Bay area
Thatssotampa.com	Tampa Bay celebrates Black History Month 2024
Creative Loafing	Tampa Bay events celebrating Black History Month
Thatssotampa.com	Glazer Museum has its busiest year ever with nearly 250,000 visitors
WFTS-TV ABC Action News (online)	Busch Gardens prepares to reopen beloved SkyRide attraction
Creative Loafing	Taking Back Sunday, Goo Goo Dolls, Hoobastank announced for Busch Gardens Food & Wine Fest
WINK-TV	Busch Gardens' new and improved kangaroo exhibit 'Kangaloom' officially reopens
Thatssotampa.com	New ZooTampa experience will let you get in the water with stingrays
That's So Tampa	ZooTampa rehabilitating 'elderly and overweight' manatees from Miami's Seaquarium
Tampa Bay Times (online - TampaBay.com)	ZooTampa's new interactive Stingray Shores exhibit opens today
WFTS-TV ABC Action News (online)	3 manatees released back into the wild after almost a year-long rehab
WTVT-TV FOX 13	Tampa's massive Riverfest returns this May, and could attract more than 20,000 attendees
	Taco Fest, Lantern Parade, Taste of the Riverwalk added to the huge Tampa Riverfest
	Straz Center's 2023 Broadway Ball paid homage to 'Moulin Rouge!'
	Moulin Rouge on Stage at the Straz Center Now - Feb. 18
	Moulin Rouge at the Straz Center

WFTS-TV ABC Action News (online)	Tampa Connect Fashion Week plans local fashion show
Southern Living	Columbia Restaurant Voted Florida's Best Cuban Sandwich
Tampa Bay Business Journal (online)	Several Tampa Bay neighborhoods make Niche's 'Best Places to Live in America' list
Vera - Virgin Atlantic	TAMPA'S TOP TABLES
Conde Nast Traveler	7 Destinations for Spring Travel That Are Actually Affordable
vacaynetwork.com	In Tampa, a Food Scene Grows as the Destination's Stature Builds
Tô pensando em Viajar	O que fazer em Tampa, Flórida: +27 dicas imperdíveis de atrações e pontos turísticos
Minuto Mais	Michelin Guide adds 6 Tampa Restaurants to the Florida edition
Nossa Uol	A rival to Miami: Tampa is the roller coaster city, but goes beyond it
Qual Viagem	TAMPA, FLORIDA, WINS OVER FAMILIES WITH ATTRACTIONS FOR CHILDREN
Qual Viagem	FOOD & WINE FESTIVAL RETURNS TO BUSCH GARDENS TAMPA BAY
Guia de Culinária	Food and Wine festival returns to Busch Gardens Tampa Bay
OK Magazine	I Followed Jimmy Doherty's Footsteps
Love Food	TAMPA'S HISTORIC FOOD FROM CUBAN SANDWICH TO FLORIDA'S OLDEST RESTAURANT
Yahoo News	Busch Gardens expands its chimpanzee population
Yahoo News	3 Tampa landmarks ranked as most Instagrammed places in Florida
aol.com	Busch Gardens offers 'best kept secret' in 20+ years of summer camp
Yahoo News	Florida zoo unveils Australia-themed experiences for Spring Break
Tampa Bay Times (online - TampaBay.com)	New Tampa zoo exhibit lets you pet, feed and swim with stingrays
Yahoo News	What's it like to dine on Craft, Tampa's new riverboat cruise?
Yahoo News	Vote now: Tampa Riverwalk listed among USA Today's best riverwalks in US
thepointsguy.com	The best resorts in Florida for a relaxing vacation in the Sunshine State
Tampa Bay Business Journal (online)	Here are OpenTable's three most popular restaurants in Tampa
WFTS-TV ABC Action News (online)	Calling All Foodies: Tampa Bay Wine & Food Festival Returning April 9 - 13
forbes.com	The Best (And Most Affordable) Places To Live In America, Ranked In A New Report
Yahoo News	10 Father-Son Trip Ideas for Some Serious Bonding
www.abcactionnews.com	ZooTampa opens new Australia realm featuring wallabies and safaris
Yahoo News	Tracking Panthers: ZooTampa expands conservation efforts outside the zoo
wfla.com	ZooTampa launches new Australian-inspired world with new experiences, animals
wfla.com	New encounter at ZooTampa allows you to get into the water with stingrays
wtsp.com	Florida Aquarium to open new coral conservation center
Tampa Bay Times (online - TampaBay.com)	Tampa celebrates St. Patrick's Day with River O' Green
Mercado&Eventos	Phoenix Rising: Busch Gardens announces their 10th roller coaster construction
Qual Viagem	Florida: traditional pirate festival invades Tampa
To pensando em viajar	Gasparilla: the pirates festival in Tampa
Mercado&Eventos	Florida hosts Gasparilla Festival 2024
Jornal Turismo & Eventos	Florida city hosts the main event of the pirates party, Gasparilla 2024
To pensando em viajar	Where to eat in Tampa: tips of restaurants not to be missed
To Pensando Em Viajar	What to do in Ybor City, Tampa's historical neighborhood

Visit Tampa Bay generated **70 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
Bay News 9	VTB Mention Bay News 9

Bay News 9	Tourism Outlook BN9
Bay News 9	Tampa looks to build on tourism record from 2023
WFLA News Channel 8	Hillsborough High Mural WFLA
WFLA News Channel 8	Hillsborough High School Tourism Academy WFLA
Bay News 9	Hillsborough Tourism Academy Bay News 9
WTSP 10 News	Human Trafficking CBS
tbbwmag.com	Visit Tampa Bay launches \$1 million campaign to promote regional event spaces
Travel Market Report	Visit Tampa Bay Launches Training, Sales App for Advisors
travelmole.com	Visit Tampa Bay Launches New Training Platform for Travel Advisors Worldwide
travelandtourworld.com	Tampa Bay unveils global training hub for travel advisors
vacay.ca	How Hockey Helped Tampa Transform Into a Hot Destination
Pride Journeys	Relax Boldly in Tampa Bay
WFTS-TV ABC Action News (online)	WATCH: Local nonprofit representative talks human trafficking awareness, survivor support
travelandtourworld.com	Hillsborough county tourism surges as growth trend continues to soar
travelmole.com	Visit Tampa Bay launches new cookbook, food podcast
Tampa Bay Business Journal (online)	Visit Tampa Bay spends \$4.6M on out-of-state winter campaign
www.atlasobscura.com	Jose Gasparilla II
Convention South	Visit Tampa Bay promotes Adam DePiro to chief sales officer
Creative Loafing	Here's how to make the JW Marriott's take on Tampa's famous deviled crab
WTSP 10 News	VTB OOS Campaign CBS
WFLA-daytime	Santiago & Tampa's Table 2 Daytime
WFLA-daytime	The 2nd Volume of 'Tampa's Table' is Now Available
Open Jaw	Visit Tampa Bay Appoints Mary Haban as VP of Global Communications
travelandtourworld.com	Mary Haban joins Visit Tampa Bay as Vice President of global communications
Open Jaw	Visit Tampa Bay Appoints Mary Haban as VP of Global Communications
WFTS-TV ABC Action News (online)	Visit Tampa Bay Proudly Unveils Volume 2 of Tampa's Table: A Culinary Evolution
WFTS-TV ABC Action News (online)	Tampa Connect Fashion Week highlights local fashion designers, raises money for local nonprofit
Yahoo News	Tampa Connect Fashion Week highlights local fashion designers, raises money for local nonprofit (2)
travelandtourworld.com	Hillsborough County shines: Calendar year tourism numbers hit remarkable heights
Tampa Bay Business Journal (online)	'We deserve it': Tampa Bay leaders celebrate a new nonstop flight to Mexico
businessobserverfl.com	TPA adds Aeromexico nonstop flight to Mexico City
wtsp.com	Nonstop service to Mexico City coming to TPA this summer
Tampa Free Press	New Nonstop Air Service Offered From Tampa To Mexico City
wtsp.com	Tampa's Table
USAE Newsletter	Visit Tampa Bay Appoints Mary Haban as VP
mercadoeventos.com.br	Número de brasileiros que desembarcam em Tampa via Copa cresce quase 200% em 2023
ladevi.info	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional.
Brasilturis.com.br	Reconocelos com
WTVT-TV FOX 13	TAMPA BAY DESTACA NOVIDADES E CELEBRA AUMENTO SIGNIFICATIVO DE BRASILEIROS
WFLA-daytime	Tampa's Table Cookbook explores the culinary range of Tampa's food scene
WTSP 10 News	Santiago & Tampa's Table Todo
Tampa Bay's Morning Blend- WFTS	Santiago & Brentford FC
Bay News 9	Santiago, Tampa's Table & Andrea Gonzmart
WTVT-TV FOX 13	VTB & Spring Training
	Santiago & Tampa's Table Charlie Belcher

WFTS-TV ABC Action News (online)	Visit Tampa Bay teams up with Premier League Soccer in London to promote tourism
Yahoo News	Visit Tampa Bay teams up with Premier League Soccer in London to promote tourism (2)
WFLA News Channel 8	‘Get ready to pass go’: These landmarks are on the new ‘Tampa Edition’ of Monopoly
Fox 13 News	Monopoly Tampa edition unveiled at Busch Gardens: ‘It feels like home’
aol.com	Monopoly Tampa edition unveiled at Busch Gardens: ‘It feels like home’ (2)
Thatssotampa.com	PHOTOS MONOPOLY: Tampa Edition board revealed with local icons taking center stage
Creative Loafing	TRAVEL & LEISURE The official Tampa version of ‘Monopoly’ includes local favorites like Bayshore, Ga
Skift	Second-Tier Cities Dominate Event Volume Growth in February
Mercado&Eventos	Miami, Orlando and Palm Beach were the destinations most wanted by Brazilians in Florida in 2023
Brasilturis.com.br	FLORIDA HUDDLE PROMOTE JANTAR E CELEBRA MAIS UMA EDIÇÃO; VEJA FOTOS
Brasilturis.com.br	FLORIDA REVEALS FAVORITE DESTINATIONS FOR BRAZILIANS
Brasilturis.com.br	TAMPA BAY HIGHLIGHTS NEWS AND CELEBRATES SIGNIFICANT INCREASE IN BRAZILIANS
Panrotas	Tampa Bay prepares training tool for travel agents
Mercado&Eventos	Number of Brazilians arriving in Tampa via the World Cup grows by almost 200% in 2023
Portal Varada	Brazil sent more than a million visitors in 2023 to Florida
Portal Varada	Tampa Bay presents news on Florida Huddle
Mercado&Eventos	Tampa Bay grows in hotel revenue and records seven months of record visits in 2023
Jornal Turismo & Eventos	HILLSBOROUGH COUNTY, FLORIDA ANNOUNCES RECORD TOURISM NUMBERS FOR 2023
Voe News	Hillsborough County, Florida Announces Record Tourism Numbers for 2023 (2)
Brasilturis.com.br	HILLSBOROUGH COUNTY SEES SEVEN MONTHS OF RECORD VISITS
blackmeetingsandtourism.com	HILLSBOROUGH COUNTY ANNOUNCES LARGEST CALENDAR YEAR TOURISM NUMBERS
USAE Newsletter	Santiago & Monopoly
Mercado&Eventos	Tampa Bay expects a 52% raise on the number of Brazilian visitors until 2027
Cristina Lira	Tampa Bay expects a 52% raise on the number of Brazilian visitors until 2027
Fashion a Porter	Tampa Bay remains on the favorite Brazilians destination

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 **26 Tourism Advocacy Events** in the quarter:

Date	Event Name
1/3/2024	Destinations Florida Legislative Committee
1/3/2024	Robert Warchola, Shumaker
1/9/2024	Commissioner Joshua Wostal
1/9/2024	Commissioner Michael Owen
1/16/2024	Travel and Tourism Classroom Project
1/22/2024	Commissioner Pat Kemp
1/24/2024	Senator Danny Burgess
1/24/2024	Representative Fentrice Driskell
1/24/2024	Representative Linda Chaney
1/24/2024	Representative Danny Alvarez

1/24/2024	Jennifer Bradley, Senate President's Office
1/24/2024	Representative Stan McClain
1/24/2024	Representative Keith Truenow
1/31/2024	Representative Karen Pittman
2/8/2024	TDC Quarterly Presentation
2/16/2024	Bonnie Wise, County Administrator and Greg Horwedel, Deputy County Administrator
2/21/2024	Spectrum Bay News 9 - Women Who Advocate for EDI
3/6/2024	Destination Capitol Hill 2024 Briefing
3/11/2024	Rep. Susan Valdes - HPWA Speaking Engagement
3/20/2024	Senator Marco Rubio
3/20/2024	Senator Rick Scott
3/20/2024	Representative Anna Paulina Luna
3/20/2024	Representative Gus Bilirakis
3/20/2024	Representative Laurel Lee
3/20/2024	Representative Vern Buchanan
3/21/2024	Hospitality & Tourism Career Expo

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 **16 Destination Leadership Events** in the quarter:

Date	Event Name
1/3/2024	Jon Albert, Jack & Jill Cancer Foundation
1/11/2024	The Bank of Tampa Podcast
1/15/2024	Tampa Organization of Black Affairs (TOBA) MLK Leadership Breakfast
1/15/2024	Martin Luther King, Jr. Parade
1/17/2024	Commission on Human Trafficking Board - Receive Proclamation
1/17/2024	Rick Ceglie, Rough Riders
1/25/2024	Commission on Human Trafficking Board
2/7/2024	Tampa Downtown Partnership Presentation
2/8/2024	Fresh from Florida Breakfast
2/28/2024	Jon Stewart, The Southern Group
2/29/2024	Darrell Stefany, EventFest & Don Barnes, Ye Mystic Krewe
3/1/2024	Robin Nigh, City of Tampa
3/15/2024	Valspar Mural Reveal
3/15/2024	Monopoly Tampa Edition Launch
3/21/2024	International Realtors Presentation
3/28/2024	Commission on Human Trafficking Board of Directors

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 **1,007 Referrals** to local businesses. We produced **12 Local Industry and Partner**

Tourism Events and Attracted 47 New Partners in the Quarter.

Date	Event Name
1/16/2024	Unveiling the Tourism Academy Classroom
1/22/2024	Business by the Bay - Tampa's Table Vol. 2 Cookbook Launch Party
1/26/2024	National Green Juice Day Activation
2/7/2024	Business by the Bay - Keel and Curley Winery
2/17/2024	Tampa Bay Rays Fan Fest 2024 Activation
2/21/2024	Fashion Showcase Activation
2/27/2024	Keys to Success - ZooTampa
3/11/2024	Partnership Orientation - March 2024
3/15/2024	Tampa Bay Monopoly Activation
3/20/2024	Partnership 201 - March 2024
3/21/2024	USF Hospitality Expo
3/21/2024	Business by the Bay - Topgolf Tampa

10. AWARDS AND RECOGNITION

Visit Tampa Bay has earned the following awards within Quarter 2:

Zartico Data Hero Award (Zarticon)
eTSY Award (eTourism Summit)
2024 Distinctive Achievement Award (Meetings Magazine)

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

05/31/2024

Date