

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 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)	\$ 6,443,856
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$

Tourist Development Tax Funds Received Since October 1, 2023	<u>\$ 19,331,568</u>
---	-----------------------------

1. **SALES**

Convention Sales generated **106,550 Definite Room Nights** which will result in **\$82,068,003 Estimated Economic Impact** to the Community. In Quarter 3, **89,166 Room Nights Actualized** resulting in **\$58,414,648 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 **48 Out-of-Market Events** in the quarter:

Date	Event Name
4/1/2024	Visit Florida Domestic Trade mission - 2024 - New York -Sales Mission
4/2/2024	Connect Spring 2024 - Tradeshow - Las Vegas, NV
4/4/2024	NCAA Women's Final Four - Pre-promote
4/4/2024	Visit Florida Domestic Trade mission - 2024 - Chicago - Sales Mission
4/5/2024	Alpha Kappa Alpha Sorority, Inc. South Atlantic Regional Pre-Promote
4/7/2024	ConferenceDirect Annual Partner Meeting - Arlington Texas
4/9/2024	Rangers Game TCC Sales Mission
4/9/2024	TravelBrands Agent Appreciation Event - 2024 - Toronto, Canada
4/10/2024	Destinations International & Professional Convention Management Assoc. Showcase - Tradeshow - DC
4/10/2024	Client Dallas Dinner
4/11/2024	Hays Travel Webinar Event - Vista Trade Engagement - 2024 - UK
4/11/2024	PCMA Visionary Awards - Industry Event - Washington, DC
4/11/2024	SGMP National Capital Chapter Education Day - Industry Event - Washington, DC
4/16/2024	AMPs Monthly Education Meeting - Industry Event - Washington, DC
4/17/2024	FDM Webinar Event - 2024 - Sales Presentation - Denmark
4/18/2024	Cruise 360 - 2024 - Trade Show - Fort Lauderdale, FL
4/25/2024	Direct Travel Presentation - Virtual
4/25/2024	MPI Indy Awards Dinner
4/29/2024	Maritz Elevate 2024 - Industry Event - Vancouver, BC
5/3/2024	Association of Meeting Professionals Golf Tournament 2024 - Industry Event - Woodbridge, VA

5/3/2024	International Pow Wow (IPW) 2024 - Trade Show - Los Angeles, CA
5/7/2024	SGMP National Education Conference - Industry Event - Omaha, Nebraska
5/8/2024	XSite Tallahassee - Tradeshow - Tallahassee, FL
5/13/2024	HelmsBriscoe Annual Business Conference (ABC) - Industry Event - Las Vegas, NV
5/13/2024	Visit Florida Canada Sales Mission 2024 - Toronto/Montreal
5/14/2024	HelmsBriscoe ABC 2024
5/14/2024	Helmsbriscoe HB ABC VIP Dinner
5/19/2024	MPI World Education Conference (WEC) - Tradeshow - Louisville, KY
5/19/2024	Meeting Professionals International- World Education Congress
5/20/2024	IMEX Frankfurt 2024 - Tradeshow - Germany
5/28/2024	Fraternity Executives Association (FEA) Annual Meeting - Tradeshow - Orlando FL
5/29/2024	Georgia Society of Association Executives Annual Conference - Industry Event - Orange Beach, AL
6/5/2024	Professional Conference Management Association 2025 - Planning Visit - Houston
6/5/2024	Desert of Florida Gala Day and Imperial Session
6/5/2024	NECVB Rep Spring Event 2024
6/6/2024	RPM Italian - Visit Tampa Bay Summer Reception
6/6/2024	Landini Brother's - Visit Tampa Bay Summer Luncheon
6/6/2024	DC Appreciation Lunch - Sales Mission - Washington, DC
6/6/2024	DC Sales Mission - Sales Mission - Washington, DC
6/7/2024	Conference Direct Annual Partner Meeting (4/7/2024)
6/8/2024	Travel Leaders Network Edge Conference - June 2024 - Washington, DC
6/10/2024	Aeromexico Launch Mission - 2024 - Mexico City
6/11/2024	American Express TLS - Sales Presentation - 2024 - Mexico City
6/12/2024	FICP Education Forum
6/12/2024	DELTA VACATIONS Travel Advisors - Long Island, NY - 2024
6/19/2024	United States Conference of Mayors (USCM) - Pre -Promote
6/20/2024	DI Convention First-Time Orientation Panel
6/23/2024	PCMA EduCon 2024 - Industry Event - Detroit, MI

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

Date	Event Name
4/2/2024	Subaru Site Visit
4/5/2024	Delta Sigma Theta Sorority, Inc. Tampa Alumnae Chapter Event
4/8/2024	University of South Florida School of Hospitality and Tourism-Sherri Guest Speaker
4/8/2024	T. Rowe Price Site - Site Visit
4/9/2024	Hack Your Health Site - Site Visit
4/10/2024	Omega Psi Phi National Convention Second Planning Meeting
4/11/2024	Grant Fraser FAM
4/11/2024	Adrian Brijbassi Part 2
4/11/2024	Brianna Watson FAM

4/14/2024	Vertex POA Site
4/15/2024	New Jersey State PBA Site
4/16/2024	National League of Cities
4/17/2024	Kelly Rizzo FAM
4/17/2024	Society of Surgical Oncology
4/17/2024	Mennonite Economic Development Association Annual Convention 2026 Site
4/18/2024	National Association of Landscape Professionals - Site Visit
4/18/2024	Athena Society Summit
4/19/2024	Card Party Site - Site Visit
4/19/2024	Phuse Site - Site Visit
4/19/2024	Church of God In Christ (COGIC) AIM 2027 & 2030 Conventions Site Visit
4/19/2024	Workforce Site Visit
4/19/2024	Halloween & Party Expo
4/21/2024	Club Management Association of America - Planning Site
4/21/2024	German Group FAM
4/22/2024	Helen Hatzis FAM
4/23/2024	VAX Webinar Event - 2024 - sales presentation - USA
4/24/2024	Association Management Companies Institute
4/25/2024	SouthState Bank Site - Site Visit
4/25/2024	AAA Independent Travel Agency - Presentation 2024 -Zoo Tampa, FL
4/29/2024	National Association of Counties - Planning Site
4/29/2024	NHS Global Events FAM
4/29/2024	Destinations International - Planning Site
4/29/2024	Alpha Kappa Alpha Sorority-Gamma Theta Omega Chapter Site Visit
4/30/2024	Theta Chi Site Visit
5/1/2024	Brazil Festival-Press Conference
5/1/2024	Tulsa Initiative Site Visit
5/2/2024	FSAE Tampa Roundtable – Industry Event - Temple Terrace, FL
5/7/2024	Juneteenth Planning Event at the Tampa History Center
5/7/2024	IBEX Site of Tampa during SOF Week
5/8/2024	Tampa Hispanic Community Luncheon
5/10/2024	Brian Treks FAM
5/10/2024	Farm Credit Services (FCCS) Consulting - Site Visit
5/13/2024	Vetoquinol Site
5/13/2024	STN (Student Television Network) 2025 Planning Site
5/14/2024	National Association of Free Will Baptists (NAFWB) May 2024 Planning Site
5/14/2024	Sherra Myers - Southern Bride FAM
5/14/2024	Hydrocephalus Association Planning Site
5/15/2024	Leadership Hillsborough - Services & Sports Presentation
5/15/2024	KC Chamber of Commerce Planning Site Visit
5/16/2024	Atrium Health Site - Site Visit
5/19/2024	Dertour Germany - May 2024- Leisure FAM
5/19/2024	JRNY Magazine UK Crew
5/20/2024	Commonwealth Financial Network - Site
5/20/2024	Maxx Management Site - Site Visit
5/20/2024	Omega Psi Phi, Fraternity Inc. - May '24 Planning Site
5/20/2024	OrangeTheory Site - Site Visit
5/20/2024	Neil Sowerby - Manchester Confidential FAM

5/20/2024	Omega Psi Phi Meeting with members of the City of Tampa
5/21/2024	Omega Psi Phi Planning Meeting with Ricky Lewis and City of Tampa Departments
5/22/2024	Meeting with Omega Psi Phi Fraternity Meeting Planner and Executive Assistant
5/22/2024	Swanson's Webinar Event 2024- Sales Presentation - Sweden
5/22/2024	Bausch & Lomb Board Meeting 2025 - Site Visit
5/22/2024	TCC Site Visit with Dr. Kabaria and Dr. Ajeet
5/23/2024	US Lumber Holdings Inc. (LBM) - Site Visit
5/24/2024	Meeting with Antonio Mathew with National Sales Network
5/24/2024	Meeting with Albert Lee with WTMP Radio and Curtis Johnson
5/28/2024	LOMA (Life Office Management Association) - Site
5/28/2024	Marriott Masters Reception - Industry Event - Tampa, FL
5/28/2024	Marriott Masters - Destination Activation
5/28/2024	American Anthropological Association - Virtual Town Hall with Mayor Castor
5/30/2024	FAMU NAA VIP Reception
5/30/2024	Client Breakfast with Association to Advance Collegiate Schools of Business - Client Event
5/30/2024	Marriott Masters Meeting with Clients
6/3/2024	National Association of Specialty Pharmacy - Site Visit
6/5/2024	National League of Cities - Planning Site (production company)
6/6/2024	Peter Greenberg
6/6/2024	TUI Germany - June 2024- Leisure FAM
6/9/2024	Dicas de Miami Orlando
6/10/2024	Germany Individual Press Trip: Lisa-Marie Leuteritz
6/12/2024	Southeastern Affordable Housing Management Association (SAHMA) - Planning Site
6/13/2024	Golden Family Reunion - Site Visit
6/14/2024	Abbott Site 2024
6/14/2024	HMCC EduFAM 2024
6/15/2024	R.O.C. the Block Juneteenth Event
6/16/2024	Governor's Conference on Tourism - Planning Site
6/17/2024	Women's Basketball Coaches Association (WBCA) Planning Site - June '24
6/18/2024	Visit Florida Canada Spoiled Agent Webinar 2024- Sales Presentation
6/19/2024	Tampa Bay History Center Juneteenth Celebration-Fabric of Freedom Fashion Show
6/20/2024	NATAS Suncoast Emmy Awards - Site Visit
6/20/2024	UK TRAILFINDERS - JUNE 2024- LEISURE FAM
6/20/2024	National Organization of Blacks In Government (BIG) Planning Site - June '24
6/21/2024	UK Jetset - May 2024- LEISURE FAM
6/26/2024	PDWARE Resource First Class Site
6/29/2024	Site visit with Charletta Wilson-Jacks, Vice President of Alpha Kappa Alpha Sorority
6/29/2024	Site Visit visit with Dr. Stacie Grant-President of Zeta Phi Beta Sorority, Inc.
6/30/2024	The American Academy of Cosmetic Surgery Site

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 3 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
- Develop volunteer program, including USF hospitality school participants

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
- Grow partner participation in out-of-market industry events
- Host FAM targeting small meetings growth

5. MARKETING & COMMUNICATIONS

Visit Tampa Bay implemented several full-funnel media plans strategically layered to drive the target audience from inspiration to conversion. This plan attracted travel intenders to drive immediate demand and included inspirational media tactics to drive future demand and planning.

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 June 2024

Enriched campaign performance data includes both Adara Impact's Enriched data in addition to the self-reported data from partners not directly measured by Adara

- Enriched/projected attribution gives us a picture of what performance would be if all booking channel sources were tracked regardless of where the booking is consummated, for those partners who accepted Adara Impact tags on our media placements
- Self-reported data are sources from those partners that do not accept Adara Impact tags and are bookable on their own domains (ex. Expedia). This is a direct attribution
- There is a chance of some duplication, however, without self-reported revenue numbers would be under reported as majority of funds in FY2024 are in self-reported partners
- Enriched Data – estimated to full market reach
 - \$24M+ estimated hotel booking revenue for Hillsborough County
 - 45x ROAS
 - 123k estimated booked room nights
 - \$194 ADR
- Observed Data – Adara partners only + Expedia reported revenue
 - \$16.2M+ estimated hotel booking revenue for Hillsborough County

- 31x ROAS
 - 90k estimated booked room nights
 - \$179 ADR
- Top 5 flight origin DMA
 - Detroit
 - New York
 - Boston
 - Chicago
 - Atlantic City
- Top hotel origin DMA
 - Tampa
 - New York
 - Orlando
 - Ft. Myers
 - Miami

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.

- 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.
 - 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)

Summer Drive Campaign results will be provided in the Q4 report.

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,
- Timing
 - November 2023 – March 2024 (UK & Germany)
 - November 2023- February 2024 (Canada)
- Results
 - UK Impressions 60M+
 - Germany Impressions 32.9M+
 - Canada Impressions 60M+

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 **7.31M+ digital impressions** and over **85K clicks** to TampaMeetings.com, generating a campaign **CTR of 1.16%** from October 2023 - June 2024. ***Including print circulation, the overall impressions totaled 8.27M+***

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
- Campaign Results (Social & Search still running / results through June)
- **Website Traffic:**
 - April-June compared to preceding period Jan-March
 - 35k users vs. 2.6k users
 - 100% are new users
 - Top paid sources were Forbes (18k users) followed by LinkedIn (5.5k) then MNTN (2.5K)
 - Top cities aligned with recommendation – NY, Chicago, Dallas, Boston and Ashburn (part of DC)
- **Search/PMAX:**
 - Search campaign was enabled on 4/1 and has drove over 82K impressions and 7K clicks through the end of June
 - PMAX has driven over 2.4M impressions and 44.7 clicks
- **Social:**
 - 7.7M impressions and 3K clicks on LinkedIn
 - 4M impressions with 2.1M reached garnering over 2.7K link clicks on Meta
- **CTV/Audience Extension:**
 - Over 11.5m impressions, reaching 2.2M households, driving 7K verified visits to site
- **Audio:**
 - 8.9M impressions delivered between Pandora and NPR
- **Elevator/Lobby:**
 - > 18.5M impressions delivered 110%
- **Digital Direct (Forbes):**
 - 3.3M impressions delivered
 - The career section home page take over provided over half the campaigns clicks on site while the targeted XL unit to industries/age had the highest CTR showing engagement in both general career

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 **33.3M+ impressions** and driving **38,000+ clicks** to VisitTampaBay.com
- Direct revenue attribution through May of over **\$3.1M in hotel revenue and 16k room nights**
 - Enriched attribution models projected **\$17M in hotel revenue and 74k+ 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 **\$7,525,479 of Added Media Value** for the quarter.

Publication Name	Headline
MSN	Tampa restaurant named one of Yelp's 'Top 100 Brunch Spots' in the US
Nazret	10 Reasons to Visit Tampa in April 2024
tbbwmag.com	Tampa hotel lands on Esquire's Best New Hotels 2024 list
Esquire Network - U.S. Cable	The 41 Best New Hotels in North America and Europe 2024
Viaje Mais	Touch the sky and challenge your bravery at Busch Gardens Tampa Bay
To Pensando Em Viajar	Weather in Tampa – when is the best time to visit the city?
viagem	Florida is the perfect destination to explore new horizons before or after a cruise trip.
Mercado&Eventos	Florida showcase touristic options for all kinds of travelers
ABC News	Baby orangutan born at Florida zoo
wtsp.com	Busch Gardens Tampa Bay's newest attraction, Phoenix Rising, coming later this spring The amusement
Tampa Bay Times (online - TampaBay.com)	First look: New rollercoaster Phoenix Rising is coming to Busch Gardens
Today.com	Critically endangered orangutan born via C-section at Busch Gardens. See the newborn's adorable pics
wfla.com	Construction underway for newest Busch Gardens roller coaster
WTVT Fox 13	Water Street Tampa unveils expansion plans
Tampa Bay Times (online - TampaBay.com)	A look at the new Water Street restaurant and bar that just opened in Tampa
Tampa Bay Business Journal (online)	Everything we know about Water Street Tampa's second phase
Tampa Bay Business Journal (online)	Chef Ferrell Alvarez's cocktail bar, Italian restaurant to open in Water Street
WTVT Fox 13	2 hotels in Tampa earn MICHELIN keys
wtsp.com	Michelin Guide names two Tampa hotels as the 'most outstanding hotels in the country'
US Travel News	Best Things To Do in Tampa - Sparkman Wharf
archpaper.com	Take Two in Tampa Weiss/Manfredi deploys sensitive yet surgical design thinking when renovating the
travelandtourtworld.com	Skyway 2024: Five Tampa Bay Museums Unite for Innovative Art Exhibition

WTVT Fox 13	Ybor City ranked among top 50 places to live in the U.S.
money.com	Ybor City (Tampa), Florida
Tampa Bay Business Journal (online)	Ten Rooms wants to be an all-day destination for Ybor City
wfla.com	Ten Rooms: A new multi-concept venue opens in Ybor City
Yahoo News	Ten Rooms: A new multi-concept venue opens in Ybor City 2
Yahoo News	New renderings show expansion plans for Water Street Tampa
travelweekly.co.uk	Enjoy a Gulf Coast stay in Tampa Bay
MSN	Lynyrd Skynyrd to perform at Busch Gardens next month
Tampa Magazine	AMPA Magazines 2024 Best Restaurants: Best Cuban/Latin American/Spanish Restaurant
uk.style.yahoo.com	21 Best Spots For A Cuban Sandwich Across The US
www.timeout.com	https://www.timeout.com/tampa/hotels/best-hotels-in-tampa
Tampa Bay Business Journal (online)	Tampa hotel named one of Travel + Leisure's best new hotels
wfla.com	Tampa Riverfest announces 2024 lineup
Tampa Bay Times (online - TampaBay.com)	Free Tampa Riverfest to have hip-hop legends as headliner, new activities
WFTS-TV ABC Action News (online)	Tampa Riverfest Happening May 3-5
wtsp.com	Tampa Riverwalk voted 4th-best in the country
AAA Traveler	48 HOURS IN TAMPA A WEEKEND IS ENOUGH TO EXPLORE THE TAMPA RIVERWALK, TRY A WORLD-FAMOUS CUBAN SANDW
Lonely Planet Traveller	The ultimate weekend in Tampa, Florida
Bespoke Black Book	A Tantalizing trip to Tampa, Florida
stpetecatalyst.com	Tampa Bay is nation's fifth 'best' summer travel destination
MSN	How to plan your Florida summer vacation with theme parks, cruises and attractions
MSN	Help pick the name for this baby orangutan at Busch Gardens
MSN	New rollercoaster Phoenix Rising is coming to Busch Gardens in Florida
MSN	The Scariest Roller Coaster in Every State (2)
wtsp.com	Florida Aquarium approved for \$15M in CRA funding for redevelopment project
Yahoo News	The Florida Aquarium ranked among top 10 best aquariums in the nation, USA Today survey reveals
WFTS-TV ABC Action News (online)	The Florida Aquarium in downtown Tampa debuts new bird show 'Feathers in Flight'
Spectrum News 13	Florida Aquarium launches immersive encounter with stingrays in new 'Feeding Experience'
WTVT-TV	Feathers in Flight at Florida Aquarium
WTVT-TV	Studying animals at ZooTampa
WTVT-TV	Annual Tampa RiverFest raises money for Tampa Riverwalk
WFTS-TV ABC Action News (online)	Riverfest connects entire Tampa Riverwalk with music, food, and activities
Bay News 9	Ybor City's last operating cigar factory to celebrate Founder's Day
Restaurant Hospitality	Ro Patel discusses his Ten Rooms concept in Tampa's Ybor City
wfla.com	Fun Fact about Food Fusion in Tampa's Historic Ybor City
Tampa Bay Business Journal (online)	Historic Ybor restaurant named one of the best brunch spots in America
WTVT-TV	Tampa Riverfest 2024: Here's what you need to know
Tampa Bay Times (online - TampaBay.com)	Tampa's Riverfest returns for 2024: Here's a guide to the big event
Forbes	Where To Have A Family Adventure In Florida
wfla.com	Tampa bar named one of the 'best' in America
Phoenix Magazine	Arizona Diamondbacks Summer Road Trip Guide
Tampa Bay Times (online - TampaBay.com)	Hear loud noises by Tampa Convention Center this week? Here's what that is

WTVT-TV	'Battle of the Bay' demonstration took over downtown Tampa
WTVT-TV	https://www.fox13news.com/news/military-technology-on-display-at-tampa-trade-show
wtsp.com	'Battle of the Bay' brought explosive military demonstration to downtown Tampa
www.abcactionnews.com	"Battle of the Bay" Special Operations military exercise happening in downtown Tampa
Bay News 9	Special Operations 'Battle of the Bay' to take over downtown Tampa today
WFTS-TV ABC Action News (online)	Things to do in Tampa Bay this weekend May 17-19
Tampa Bay Times (online - TampaBay.com)	How a team of Tampa doctors helped deliver a baby orangutan at Busch Gardens
WFTV-TV	Busch Gardens to host Cinco de Mayo fiesta this weekend
Heraldtribune.com	2 Florida theme parks make Top 10 best in the country. They aren't Disney or Universal
wfla.com	Busch Gardens reveals name of new baby orangutan
WalletHub.com	Best Summer Travel Destinations (2024)
CNN Brasil	Flórida ganha 9 restaurantes estrelados pelo Guia Michelin
Bloomberg Linea	Estes são os melhores restaurantes da Flórida, de acordo com o Guia Michelin
Panrotas	Flórida tem 9 novos restaurantes com estrela Michelin; veja nomes
Catraca Livre	Flórida tem 9 novos restaurantes com estrela Michelin
Viajar é simples	New Florida MICHELIN Guide edition has new restaurants nominated
tbbwmag.com	Tampa Theater restoration, new micro-screening room now complete
Atlanta Magazine	My South: Fox Sports Broadcaster Erin Andrews on Tampa
BBC	Why the US is the top country for tourism in 2024
vacaynetwork.com	A Hot Hotel, Cuban Heritage, and Quirky Tours — Welcome to Ybor City
Esquire	The Best Bars in America 2024
Tampa Bay Business Journal (online)	Tampa is among best cities for staycations, says WalletHub
wtsp.com	Busch Gardens welcomes baby giraffe
WTVT-TV FOX 13	Stingray feeding experience at Florida Aquarium
wfla.com	Highest-rated things to do in Tampa, according to Tripadvisor
USA Today	Nothing like a popsicle on a hot day. Just ask the leopards at the Tampa zoo
WTVT Fox 13	Animals beat the heat at ZooTampa
ca.yahoo.com	Nothing like a popsicle on a hot day. Just ask the leopards at the Tampa zoo (2)
Tampa Bay Times (online - TampaBay.com)	Here are the latest details on Tampa's Riverwalk expansion plans
WTVT Fox 13	Port Tampa Bay seeks 4th cruise terminal
wfla.com	Celebrate PRIDE at Tampa EDITION's exclusive drag brunch
Yahoo.com	Celebrate PRIDE at Tampa EDITION's exclusive drag brunch (2)
tbbwmag.com	Punch Room makes Esquire's Best New Bars List
tbbwmag.com	Margaritaville at Sea prepares to set sail from Port Tampa Bay (PHOTOS)
WFTS-TV ABC Action News	Tampa Bay Restaurant Week 2024 makes dining out at local restaurants more affordable
WTSP 10 News	Fourth of July Celebration at Armature Works
Forbes	Thinking Inside The Box At Shipping Container Markets
WTVT Fox 13	What Fourth of July events are happening in the Tampa Bay Area?
thetravel.com	These Are The 15 Best Tampa All-Inclusive Resorts To Book For Your Next Vacation
Bay News 9	Columbia Restaurant honors longtime workers and gives first Guito Award
wfla.com	3 Tampa Bay restaurants among the '17 Most Legendary Restaurants,' according to Southern Living
Southern Living	Florida's 17 Most Legendary Restaurants
Tampa Bay Business Journal (online)	Three Tampa Bay restaurants named to Southern Living's 'most legendary' list
wfla.com	WATCH: Florida Aquarium releases 8 rehabilitated sea turtles into ocean

WTSP 10 News	8 young sea turtles being released after rehabilitating in Florida
Travel Age West	Review: Margaritaville at Sea Islander
wfla.com	Breeze Airways announces new nonstop flight from Tampa
Tampa Bay Business Journal (online)	Tampa Bay gets nonstop flights to two Northeast cities
Dimension Turistica	The Margaritaville Cruise in the route to Florida.
Bold Traveller	Flights of Fancy
Bold Traveller	The Coolest Places to Visit on Florida's Gulf Coast: Tampa, St Petersburg and Sarasota
Open Jaw	Michelin Stars and Rooftop Bars: Tampa's Food and Drinks Scene Soars High
Heraldtribune.com	What is Busch Gardens Tampa doing for Fourth of July? See special deal, fireworks show
WFTV-TV	ZooTampa goes the 'extra mile' to keep animals cool during summer heat
thetravel.com	7 Foodie Amtrak Routes That Make Delicious Stops Along The Way
Ladevi Argentina	Tampa Bay: los atractivos para cruceristas que llegan a la bahia
Nonstop Life	Tampa Bay Restaurant and Attractions
Gypsy With A Day Job	The Ultimate Tampa Bay Getaway: A 5-Day Vacation
Maior Viagem	See the restaurants with MICHELIN Guide in Tampa

Visit Tampa Bay generated **58 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
WFTS-TV ABC Action News	Santiago & 2024 Michelin ABC Action News
WFTS-TV ABC Action News (online)	Tampa's food scene spotlighted with Michelin Star additions
WTVT Fox 13	'Off the charts.' Women's Final Four comes to Tampa next year
michelinmedia.com	THE SUNSHINE STATE WELCOMES NINE NEW STARS IN 2024 MICHELIN GUIDE CEREMONY
jaxdailyrecord.com	There is a reason why Jacksonville isn't a Michelin star
westorlandonews.com	Event at Tampa Convention Center Donates 60,000 Pounds of Produce
USAE Newsletter	Tampa in USAE
Brasilturis.com.br	Tampa celebrates at Florida Huddle the high number of visitors during 2023, specially with the coope
Brasil Travel News	Tampa Bay, in Florida, announcers record numbers on tourism for 2023
Panrotas	Visit Tampa Bay invests on Gastronomy and releases a podcast and a second edition of a cookbook Date
Jornal Turismo & Eventos	Visit Tampa Bay invests on Gastronomy and releases a podcast and a second edition of a cookbook Summ
Mercado&Eventos	Visit Tampa Bay invests on Gastronomy and releases a podcast and a second edition of a cookbook Sum2
viagem	isit Tampa Bay invests on Gastronomy and releases a podcast and a second edition of a cookbook Summ3
Ladevi Argentina	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
orlandoattractions.com	Tampa Michelin Recipients
USAE Newsletter	Visit Tampa Bay Partners with Brewery to create craft beer
Report Colombia	The Palm Beaches and Tampa together in Colombia
ladevi.info	Visit Tampa Bay: Agent training platform.
NotiAmerica	10 Places that Colombians can visit in Tampa.
Report Colombia	Visit Tampa Bay launched a training platform for travel agents.
Aeroermo	Visit Tampa Bay launches tool for travel agents.
360magazine.com	Tampa Bay is emerging as the new destination for Colombians in Florida: here are 10 plans to make
Turismo Latam	Tampa: a destination to be discovered
WTVT Fox 13	TCB & Santiago on Charley Belcher

WTVT Fox 13	Charley visits Tampa City Ballet
Black Meetings & Tourism	Visit Tampa Bay Unveils Most Expansive Out-Of-State Campaign for Epic Escapes
WTVT-TV FOX 13	March 2024 TDT Collections
Business Observer	Tourism tax collections top \$7M in Hillsborough for second time ever
Skift	America's Best-Paid Tourism Marketers
Neighborhood News	Tampa City Ballet's "If I Cry" Is A Triumph!
travelandtourworld.com	Hillsborough County Astonishes with Record-Breaking Triumph in March Tourism Revenue Surge
tbbwmag.com	The Good Life: Visit Tampa Bay's Monopoly game (PHOTOS)
Bay News 9	Tampa Bay preps for Omega Psi Phi Grand Conclave
WUSF	Tampa Bay area tourism soars as the state also reaches record numbers
travelandtourworld.com	Hillsborough County Honors National Travel and Tourism Week with Special Recognition
travelmole.com	Visit Tampa Bay unveils new summer campaign
ladevi.info	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
qtemprahj	Restaurantes De Tampa Bay Brilham Na Cerimônia De Entrega Do Guia MICHELIN 2024
viagem	Tampa Bay restaurants shine on 2024 MICHELIN Guide award ceremony
Divirta-se!	Restaurantes de Tampa Bay brilham na cerimônia de entrega do Guia MICHELIN 2024
Revista Ideal	Tampa Bay restaurants shine on 2024 MICHELIN Guide award ceremony (2)
Culturaterapia	Tampa Bay restaurants shine on 2024 MICHELIN Guide award ceremony (3)
WFTS-TV ABC Action News	Santiago & Omegas ABC
WTVT Fox 13	Omega Psi Phi bringing thousands to Tampa
TravelAbility Insider	Accessibility Champion: Patrick Harrison
Tampa Bay Times (online - TampaBay.com)	What is the future of Florida travel? We asked an industry expert.
tbbwmag.com	Nearly a dozen local hospitality pros honored at Visit Tampa Bay luncheon
WFTS-TV ABC Action News (online)	Omega Psi Phi's Grand Conclave comes to Tampa next week
Tampa Bay Business Journal (online)	Red Bull Flugtag will return to downtown Tampa
WTVT Fox 13	Price tag on Tampa Riverwalk expansion rises as city council mulls decision
wfla.com	Rooted in Progress: Omega Psi Phi fundraises in Tampa Bay while celebrating its history
WTSP 10 News	Santiago & Tourism Boom
Pasillo Turistico	Aeromexico will begin with direct flights to Tampa from Mexico City
Great Day Live	Omega Conclave Great Day Live
WTSP 10 News	Omega Conclave 10 Tampa Bay
Southeast Meetings	Gather on the Gulf
Bay News 9	Omega Book Drive Bay News 9
Panrotas	Tampa Bay brings Gastronomy and more attractions for IPW in LA

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

Date	Event Name
4/10/2024	Scaling Secrets Podcast with Dan Matics
4/11/2024	Commissioner Cameron-Cepeda
4/16/2024	All College Day Speaker

4/18/2024	HPWA Speaking Engagement: Why Tourism Matters
4/19/2024	Senate President Ben Albritton
4/23/2024	Glenn Zimmerman, Madbear Productions
5/2/2024	FL Statute 125.014 Rewrite, Destinations Florida
5/7/2024	Live Podcast with Mark Lapidus
5/9/2024	Destinations Florida Tourism Day Planning Committee
5/15/2024	City Nations Place Panelist
5/17/2024	Commissioner Gwen Myers & John Parks, USF School of Theatre and Dance
5/21/2024	Interview with Ailee Shanes, WUSF
5/21/2024	FL Statute 125.014 Rewrite, RSA & Civitas
5/23/2024	TDC Quarterly Presentation
6/5/2024	Adam Thomas, Florida's Sport's Coast - FL Statute 125.014
6/11/2024	Elliott Falcione, Bradenton Area - FL Statute 125.014
6/13/2024	Dan Rowe, Visit Panama City Beach - FL Statute 125.014
6/20/2024	RSA Lunch with Representative Lindsay Cross
6/20/2024	BOCC Quarterly Presentation
6/24/2024	Jim Davis, Former Congressman

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

Date	Event Name
4/8/2024	Marriott, Visit Tampa Bay and Gaither High School Partnership
4/11/2024	Leadership Tampa Bay - Class of 2024
4/23/2024	Tourism Academy - Gaither High School
4/23/2024	TBBW April CEO Connect featuring Fred Lay, CEO & Founder, CSI
4/24/2024	Noah Rollins, Gensler Tour
4/30/2024	Governor Ron DeSantis
5/1/2024	Leadership Tampa Class
5/1/2024	Brazilian Festival Press Conference & Activation
5/2/2024	Tampa City Ballet Video
5/7/2024	2024 State of Tampa's Downtown Forum
5/9/2024	Lena Young Green, Tampa Heights Junior Civic Association
5/13/2024	Juneteenth Podcast
5/22/2024	Memorial Day Public Art Unveiling
5/23/2024	Commission on Human Trafficking
5/25/2024	Uptown Arts & Music Festival
6/4/2024	Wyndham Hotel Developer Meeting
6/6/2024	Cultural Assets Commission
6/12/2024	Tourism Cares & Destinations International - Meaningful Travel Map
6/14/2024	Stu Bradin and Meahan Keeler, Global Special Operation Forces
6/17/2024	Juneteenth Flag Raising Ceremony
6/18/2024	Isaiah Sierson, Jr., US Dept of Defense - Accommodations Tax Grant
6/19/2024	Tampa Bay African American Arts & Cultural Center Board Meeting

6/20/2024	Marley Wilkes, City of Tampa - NLC Conference
6/20/2024	COHT - Steering Committee Meeting
6/27/2024	Robert Warchola, Shumaker
6/28/2024	Omega Conclave Public Program

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 **546 Referrals** to local businesses. We produced **16 Local Industry and Partner Tourism Events** and Attracted **54 New Partners** in the Quarter.

Date	Event Name
4/5/2024	Tampa Tarpons Opening Day Activation
4/10/2024	Guest Experience Training (GET) April 2024
4/16/2024	2024 Marketing Summit
4/18/2024	Michelin Tampa
5/10/2024	2024 Tee Off Fore Tourism Golf Tournament
5/10/2024	Tampa Theatre Tour with Director-Jill Witecki
5/18/2024	Brazil Festival Activation
5/21/2024	Business by the Bay - Bastet Brewing
5/21/2024	Tourism Gives Back 2024 - Morning Shift
5/21/2024	Tourism Gives Back 2024 - Afternoon Shift
5/25/2024	Uptown Music Festival Activation
5/26/2024	Cuban Sandwich Festival Ybor 2024
5/29/2024	2024 National Travel and Tourism Week Luncheon
6/18/2024	Keys to Success - The Regent
6/21/2024	World Giraffe Day Activation
6/26/2024	Partner Orientation - June 2024

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

JoLynn M. Lokey, COO		08/30/2024
Print Name and Title	Signature	Date