

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **September 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)	\$ 6,443,859

Tourist Development Tax Funds Received Since October 1, 2023	<u>\$ 25,775,427</u>
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1. SALES

Convention Sales generated **250,798 Definite Room Nights** which will result in **\$185,376,229 Estimated Economic Impact** to the Community. In Quarter 4, **96,542 Room Nights Actualized** resulting in **\$61,915,213 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 **31 Out-of-Market Events** in the quarter:

Date	Event Name
7/11/2024	USAirtours Destination Webinar - UK - 2024
7/17/2024	FSAE Annual Conference - Industry Event - Orlando, FL
7/18/2024	Global Travel Marketplace 2024 - Tradeshow - Ft Lauderdale, FL
7/24/2024	CCRA Power Solutions 2024 - Trade Show - Jersey City, NJ
7/28/2024	Smart Meetings National Florida Experience - Industry Event - Miami, FL
7/29/2024	Association Management Companies Institute (AMCI) Engaged - Industry Event - Montreal, Canada
7/29/2024	Sigma Gamma Rho Sorority, Inc. Boule in Houston (Pre-Promote)
7/30/2024	Shriners International 2026 (6/30/24) - Pre-Promote
8/7/2024	Prevue Meet Well Summit - Industry Event - Charlotte Harbor, FL
8/4/2024	Corporate Event Marketers Association (CEMA)
8/10/2024	ASAE Annual Meeting & Expo - Tradeshow - Cleveland, OH
8/11/2024	ASAE CEO 2024 - Registration
8/17/2024	Destination Southeast
8/23/2024	ACCESSE24 - Industry Event - Toronto, ON, Canada
8/23/2024	Potomac Management Resources Lunch and Learn - Industry Event - Alexandria, VA
8/25/2024	American Legion - Services Pre - promote
8/27/2024	ConferenceDirect CDX - Industry Event - Portland, OR
8/27/2024	Maritz Activate 2024 - Industry Event - Washington DC
8/27/2024	Connect Marketplace - Tradeshow - Milwaukee, WI

8/27/2024 CCRA Power Solutions 2024 - Washington, DC
 9/4/2024 Destination Celebration Indy - Denise Cmiel
 9/6/2024 PCMA Partnership Summit 2024 - Industry Event - Tulum, Mexico
 9/9/2024 AMEX Inter[action] 2024
 9/10/2024 VISIT FLORIDA Royal Caribbean Trunk Tradeshow - September 2024 - Bayonne, New Jersey
 9/11/2024 Congressional Black Caucus 2024
 9/15/2024 American Zoos & Aquariums - Staffed Pre-promote
 9/16/2024 HPN Annual Conference - Industry Event - Houston, TX
 9/21/2024 International City/ County Management Association (ICMA) Pre-Promote
 9/24/2024 ASAE Annual Summit Awards Dinner - Industry Event - Washington, DC
 9/25/2024 Annual Hospitality Industry Crab Feast - Industry Event - Arlington, VA
 9/28/2024 2024 Boston Red Sox vs. Tampa Bay Ray's

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

Date	Event Name
7/1/2024	Omega Psi Phi, Fraternity Inc. - VIP Reception
7/1/2024	Aeromexico Inaugural Day - Client event - Mexico - 2024
7/1/2024	AeroMexico FAM
7/1/2024	BlackRock Site
7/7/2024	FBI NCAAA - Site Visit
7/8/2024	Abbey Carpet Planning Site
7/10/2024	Mannington Commercial Site Visit
7/13/2024	Healthcare Meeting Compliance Certificate (HMCC) with Treena Winkler (6/13/24) - Site
7/13/2024	Healthcare Meeting Compliance Certificate (HMCC) with Lynda Gidge (6/13/24) - Site
7/13/2024	DI - CDME Welcome Reception - 2024 - Tampa, FL
7/13/2024	Healthcare Meeting Compliance Certificate (HMCC) with Whitney Begin (6/13/24) - Site
7/14/2024	Destinations International FAM
7/14/2024	Healthcare Meeting Compliance Certificate (HMCC) with Martha Peterson (6/14/24) - Site
7/14/2024	Healthcare Meeting Compliance Certificate (HMCC) with Courtney Pippin Connor (6/14/24) - Site
7/14/2024	Healthcare Meeting Compliance Certificate (HMCC) with Rachel Morris (6/14/24) - Site
7/14/2024	Senior Living Executive Conference (SLEC) Planning Site
7/14/2024	Healthcare Meeting Compliance Certificate (HMCC) with Robin Mackie (6/14/24) - Site
7/15/2024	Sports Field Management Association Site
7/15/2024	Site Visit with National Society of Telegu
7/16/2024	Destination International Reception with Multicultural Colleagues
7/16/2024	Destinations International (DI) - Activation Hub
7/16/2024	Destinations International (DI) Unlock the Block
7/16/2024	Annual Meeting of The Consortium of Multiple Sclerosis Centers Site
7/16/2024	National Association of Professional Employer Organizations (NAPEO) - Site Visit

7/17/2024	Brown Memorial Church of God in Christ (Southern Jurisdiction) Meeting via Teams
7/17/2024	Healthcare Meeting Compliance Certificate (HMCC) with Sara Stanley (6/14/24) - Site
7/18/2024	July Florida Planner FAM
7/19/2024	Reliaquest Bowl - Worldstrides FAM
7/22/2024	American Honey Producers Site Visit
7/22/2024	Global SOF Outing - Client Event
7/24/2024	Deeper Life Church World Assemblies Event Meeting
7/24/2024	Florida Association of Environmental Professionals (FAEP) - Site Visit
7/24/2024	RobinMcKelvieFAM
7/25/2024	American Association of Medical Dosimetrists (AAMD) - Site Visit
7/28/2024	North American Congress of Clinical Toxicology (05/28/2024) - Site Visit
7/28/2024	National Retail Federation - Site Visit
7/28/2024	Meeting with Alpha Kappa Alpha Sorority, Inc.
7/28/2024	National Association of Development Companies (05/28/2024) - Site Visit
7/28/2024	Alpha Kappa Alpha - Planning Site
7/29/2024	Site Visit-Alpha Kappa Alpha Sorority, Inc. (6/29/24) -International Leadership Conference
8/2/2024	Phi Beta Sigma Fraternity, Inc. Planning Site - August 2024
8/6/2024	Restaurant Law Group - Site Visit
8/6/2024	Milsoft Utility Solutions Site
8/8/2024	Reliaquest Bowl - Just for Kix FAM
8/8/2024	Florida Public Pension Trustees Association - Site Visit
8/8/2024	Welcome Greetings for World Assemblies Church
8/8/2024	Blacks In Government Pre-Con
8/12/2024	Welcome Greetings for Blacks in Government
8/12/2024	Blacks in Government Conference Events
8/12/2024	Blacks in Government (BIG) Riverwalk Paver Reveal
8/12/2024	Sonitrol - Site Visit
8/14/2024	Healthcare Convention and Exhibitors Association Welcome and Sales Presentation
8/15/2024	Marriott Global Sales Presentation - Sales Presentation - Tampa, FL
8/19/2024	Fortis - Site Visit
8/20/2024	AdventHealth - Site Visit
8/21/2024	Valuetainment - Site Visit
8/22/2024	NCAA Women's Final Four - All Women's Advisory Committee
8/26/2024	Public Affairs Council - Site Visit
8/27/2024	Pickle Packers International Site - Site Visit
8/27/2024	World of Coal Ash - Site Visit
8/27/2024	Financial Services Institute - Site Visit
8/28/2024	Governor's Conference on Tourism - Activation Marketplace booth
8/29/2024	Governor's Conference on Tourism - 2nd night event at Busch Gardens
9/3/2024	Site Visit-Zeta Phi Beta Sorority, Inc.-ZOL Leadership Conference 2025
9/4/2024	Florida Council on Crime and Delinquency 2025 - Site Visit
9/9/2024	National League of Cities (NLC) - Planning Site
9/10/2024	Kimley Horn West Florida Kickoff 2026 - Site Visit
9/10/2024	National Association of Development Companies Nov 2027 - Site Visit
9/11/2024	2025 SOF Week Planning Site
9/11/2024	Welcome COGIC Women's Florida Conference
9/12/2024	Higher Learning Commission Site
9/17/2024	IEEE September Planning Site

9/17/2024	The American College of Sports Medicine Site Visit
9/18/2024	M&I Site - Site Visit
9/20/2024	CareNet Site
9/20/2024	Lisa Hemberger - CCRA New Jersey Raffle Winner 2024
9/23/2024	Women's Basketball Coaches Association (WBCA) Planning Site - September '24
9/25/2024	ALPFA Hispanic Heritage Month Women Conference Reception
9/29/2024	NAACP Hillsborough County Event
9/29/2024	American Association of Physicians of Indian Origin Site Visit
9/29/2024	Northwestern Mutual September Planning Site
9/29/2024	Public Relations Society of America (PRSA) - Sept. '24 Planning Site
9/29/2024	NATO Edge September Planning Site
9/30/2024	LINKS, Inc. Event

4. GEOGRAPHICAL CENTRIC SALES AND MARKETING

Quarter 4 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

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 2023 through September 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 (Expedia, Booking.com, Hopper). 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
 - \$37M+ estimated hotel booking revenue for Hillsborough County
 - 56x ROAS
 - 195k estimated booked room nights
 - \$191 ADR
- Observed Data – Adara partners only + Expedia reported revenue
 - \$18.4M+ estimated hotel booking revenue for Hillsborough County
 - 28x ROAS
 - 106k estimated booked room nights
 - \$174 ADR
- Top 5 flight origin DMA
 - Detroit
 - Chicago
 - New York
 - Boston
 - Atlantic City
- Top hotel origin DMA
 - Tampa
 - Orlando
 - New York
 - Miami
 - Atlanta

Out-of State Campaign

The objective of the out-of-state 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 to 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 Audiences

- Passionate Travel Adventurers + Aspirational Travelers
- Adults 25-54, HHI \$100k+, Educated, Full-time Workers

- Couples, Families & Friend Groups

Media Strategy

- Hone-in on our most opportunistic markets, maximizing seeded awareness with all 6 legacy markets with a *full* channel mix
- Markets DMA Ranking:
 - New York, #1
 - Chicago, #3
 - Philadelphia, #4
 - Dallas-Ft. Worth, #5
 - Washington D.C., #9
 - Boston, #10

As the largest out-of-state campaign in the DMO's history, Visit Tampa Bay delivered over 508M impressions across 9 key markets

Full coverage in key markets of Boston, Chicago, Dallas-Ft. Worth, New York, Philadelphia, and Washington, D.C. and, for the first time in OOS, expanded into Michigan, Atlanta and Charlotte

Highlights

- Plan Value: \$6.4M
(additional \$3.5M+ in media value; 2.2x investment)
- Impressions: 508M
(+26% overdelivery)
- Engagement: Strong interactions on VisitTampaBay.com *(engagement rate +11% and 80% longer session duration)*
- Visitor Quality: Higher quality and more in-market spend
(target markets tended to have 20% higher HHI than average Tampa Bay visitor and drove 8% increase YoY in visitor spend contributions)

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

- For our annual Summer Drive campaign, Visit Tampa Bay delivered over 128M impressions across 3 key markets that were selected after extensive research
- Strong coverage in key markets of Orlando, Miami and Atlanta that included a variety of channels - out-of-home, CTV, paid social, rich media, native, YouTube and radio

Highlights

- Delivered Impressions: 128M+
 - Over delivered: 17.6M!
- Plan Value: \$1.3M
 - Over delivered by 53% / \$446K in value
- Users on VisitTampaBay.com: Target markets were the top 3 in users' markets during the campaign timeframe
- Engagement: Strong interactions on VisitTampaBay.com (engagement sessions per user up 18% and average engagement time up 2.8%)
- Visitation: Volume and market spending: Target markets were in the top 5 for visitor volume as well as visitor spending

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

FY24 Meetings Campaign which has **overdelivered by 117%**. Over the course of the campaign, it ran across more than **200 placements**, achieving an impressive **13M+ impressions** among our key Meeting Planner audiences. This included **11.3M+ digital impressions** and over **99K clicks** to TampaMeetings.com, generating a campaign **CTR of .88%** from October 2023 - September 2024.

Make It Tampa Bay (MITB) Campaign

The objective is to position Tampa Bay as the ideal destination for skilled professionals in key industries considering relocation. The flighted media campaign ran from April to June, and the results outlined below reflect this timeframe.

- 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:**
 - 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

The key objective is to drive incremental room nights and revenue to the destination by focusing on business travel and encouraging travelers to extend their stays 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

The 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 **35.9M+ impressions** and driving **40,000+ clicks** to VisitTampaBay.co. Direct revenue attribution of over **\$5.5M in hotel**

revenue and 31k room nights with enriched attribution models projected **\$19.7M in hotel revenue and 90k+ 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 **\$4,546,745 of Added Media Value** for the quarter.

Publication Name	Headline
Theme Park Insider	Phoenix Rising soars at Busch Gardens Tampa Bay
blooloop.com	Busch Gardens Tampa Bay soft launches new Phoenix Rising coaster
PR News Wire	Busch Gardens Tampa Bay Unleashes Phoenix Rising: 2024's Most Anticipated Coaster Now Open to All Th
PR News Wire	Busch Gardens Tampa Bay Unleashes Phoenix Rising: 2024's Most Anticipated Coaster Now Open to All 1
WFTS-TV ABC Action News (online)	Family Coaster Phoenix Rising Now Open at Busch Gardens Tampa Bay
WTVT-TV	Busch Gardens debuts new Phoenix Rising roller coaster
WTSP 10 News	Busch Gardens' newest rollercoaster ready to take riders to new heights
travelandtourtworld.com	Phoenix Rising Debuts At Busch Gardens Tampa Bay north America's most anticipated Coaster of 2024
Yahoo.com	Busch Gardens debuts new roller coaster
Atlanta Magazine	Discover rides, slides, and fun besides at these parks around the South
ABC News	Celebrating sharks with the Florida Aquarium
Good Morning America	Celebrating sharks with the Florida Aquarium (2)
blooloop.com	Florida Aquarium working to revive reefs with Honduran coral
WFTS-TV ABC Action News (online)	WATCH: 2 manatee calves rescued and receiving care at ZooTampa
Tampa Bay Times (online - TampaBay.com)	How do local zookeepers keep animals cool in Florida's summer heat?
WTSP 10 News	City Council votes to approve \$56.8M Tampa Riverwalk expansion
WTSP 10 News	Live around Tampa Bay? You can enjoy fireworks at these locations for 4th of July
wfla.com	Tampa Riverwalk's Independence Day Festivities
Tampa Bay Business Journal (online)	Tampa City Council approves increased costs for West Riverwalk project
wfla.com	July 4th Boat Parade and Blessing of the Fleet
WTVT-TV	Taylor Swift cruise takes to the seas from Tampa
Sarasota Herald-Tribune	What is Red Bull Flugtag? Flying event is coming to Florida, here's how to sign up
wfla.com	Thousands of creatures and characters in Downtown Tampa
wfla.com	Tampa activates popular destinations for Fourth of July celebrations
Yahoo.com	Free pickleball event pops up at Sparkman Wharf
WFTS-TV ABC Action News (online)	Things to Do in Tampa Bay This Fourth of July
wfla.com	WATCH: Star Spangled Sparkman, Boom by the Bay fireworks displays
wfla.com	Annual 'Boom by the Bay' celebration expected to be better this holiday
Rhino Times	Commissioners Head To Sunny Tampa Bay For Annual Summer Trip
wfla.com	Experience handcrafted Havana Club rum cocktails at Tampa EDITION pop-up
wfla.com	Tampa EDITION and Cabana Club team up for beach escape
Tampa Bay Times (online - TampaBay.com)	7 Tampa Bay bars that make a great martini
Thrillist	This Is Where Miami's Best Chefs Go on Vacation in Florida
Hotels Above Par	Where to Stay for a Brat Summer
WFTS-TV ABC Action News (online)	Hotel Haya's Flor Fina Launches New Dinner Menu
WTVT-TV	Charley stops by Blind Tiger Cafe in Ybor City

WFTS-TV ABC Action News (online)	Hyde Park Village's Timpano Offers Reimagined Italian Dining
forbes.com	Hedge Fund Billionaire Ken Griffin Buys 150 Million-Year-Old Stegosaurus—
Bay News 9	Making It Most Expensive Fo
wfla.com	Oldsmar zip-line course offers growth, confidence
Yahoo News	Zoom & bloom outdoors on a zip line adventure
Yahoo News	Florida Aquarium challenges people to go plastic-free this month
Undiscovered America	Tampa leaders vote to widen budget for Riverwalk expansion project: 'It certainly moves us forward'
Just Luxe	Tampa's Ultimate Automotive Adventure
Ladevi Argentina	Epicurean Hotel Taste of Tampa at Élevage SoHo Kitchen & Bar
Ladevi Argentina	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
WTVT-TV	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
Fox 13 News	J.C. Newman & Tampa's Birthday FOX 13
The Independent	Americans think these are the best and worst cities to live, according to new study
The Independent	Amid the anti-tourism trend, here are 6 destinations that desperately want you to pay them a visit
WTSP 10 News	Amid the anti-tourism trend, here are 6 destinations that desperately want you to pay them a visit 2
Tampa Bay Business Journal (online)	Florida Aquarium, Coppertail Brewing reintroduce brew to support coral conservation efforts
www.smithsonianmag.com	Florida Aquarium receives \$3 million from Mosaic for expansion
WFTS-TV ABC Action News (online)	The Valiant Effort to Restore the Caribbean's Sea Urchins
Yahoo News	Bourbon & BBQ Festival Happening at Busch Gardens Tampa Bay Now - Sept. 2
MSN	Legendary Scorpion roller coaster to close at Busch Gardens Tampa Bay
WFTS-TV ABC Action News (online)	Scorpion closing at Busch Gardens after more than 44 years: When's the last chance to ride?
WTVT Fox 13	Clearwater Marine Aquarium opens new manatee rehabilitation center
Tampa Bay Times (online - TampaBay.com)	2 rescued manatees newest guests at Clearwater Marine Aquarium's new manatee rehab center
WTSP 10 News	Guide to Tampa Bay Comic Convention: actors in town, what to bring, when to go
Tampa Bay Times (online - TampaBay.com)	Tampa Bay Comic Convention is back: Here's your complete guide
WFTS-TV ABC Action News (online)	What we saw at the Tampa Bay Comic Convention
The Points Guys	Tampa Bay Comic Convention Happening This Weekend — August 23-25
Tampa Bay Times (online - TampaBay.com)	Tampa cruise port guide: Sail away from Port Tampa Bay
WTVT Fox 13	You can sing along to these movies at Tampa Theatre's September lineup
WFTS-TV ABC Action News (online)	Tampa Bay History Center maps exhibit
Tampa Bay Times (online - TampaBay.com)	A new exhibit in Tampa is showcasing the first printed map of Florida
WTSP 10 News	22 ways to celebrate Tampa's 813 day
Bay News 9	813 Day in Tampa: How to celebrate the city holiday
Tampa Bay Times (online - TampaBay.com)	Tampa residents, businesses celebrate 813 Day
Yahoo News	10 Cuban sandwiches in Tampa Bay you have to try
Baller Alert	Cuban sandwich born in Tampa, Florida, is now an American culinary classic
wfla.com	August Is Black Business Month; Here's How You Can Celebrate
WFTS-TV ABC Action News (online)	Adaptive fashion brand Lady Fines set to debut at New York Fashion Week
	Local Company Designs Fashionable, Functional & Accessible Clothing for People with Disabilities

Daily Mail	America's most affordable travel destinations this summer revealed - including the Southern city usu
Destination Weddings Gold Guide	Uncovering Tampa Bay, Florida with Lulu Eage
cltampa.com	Busch Gardens Tampa Bay will debut new family-friendly Halloween Harvest event next month
Thatsstotampa.com	Busch Gardens unveils new family-friendly Halloween Harvest experience for all
WWSB ABC Sarasota	Painting with Elephants is back at ZooTampa
Tampa Bay Times (online - TampaBay.com)	Florida Aquarium's World Ocean Day event benefits marine wildlife programs
WTSP 10 News	Scientists, experts try to freeze coral to preserve the species at Florida Aquarium
CNN Brasil	Busch Gardens opens their 10th rollercoaster
Guia Viajar Melhor	Florida welcomes more than 1 million Brazilians in 2023
Despierta America	Despierta America Tampa Bay Segment
The Knot	We're Calling It: Tampa is the Newest Bachelorette Party Destination
pbs.org	Columbia & Cuban Sandwich on PBS
The National	Tampa: A multicultural hotspot in America
NY1	NYFW designer raises awareness with adaptive clothing
Conference & Meetings World	Tampa Bay: Cure for the common meeting
WFTS-TV ABC Action News (online)	We're Taking You Inside Howl-O-Scream 2024 at Busch Gardens Tampa Bay
Yahoo News	Study: Several of the most overpriced family attractions are right in Tampa's backyard
WFTS-TV ABC Action News (online)	Drink a beer at Coppertail Brewing and help save the coral reefs
Thatsstotampa.com	Undead in the Water: Tampa's wild haunted attraction aboard a WWII cargo ship
Yahoo News	Drink a beer at Coppertail Brewing and help save the coral reefs (2)
Lonely Planet Traveller	16 of the best places to visit in Florida
wfla.com	ZooTampa's 'Creatures of the Night' returns September 27
mercadoeventos.com.br	https://www.mercadoeventos.com.br/_destaque_/slideshow/turismo-movimenta-us-8-bilhoes-e-gera-mais-d
3em3	Florida – Um país inteiro dentro de um Estado
afar.com	For the First Time, a Luxury Cruise Line Will Set Sail From This Lesser-Known Florida Port
THE FRUGALISTA LIFE	Hotel Haya's Flor Fina debuts new dinner menu with seasonal flavors and local ingredients
recommend.com	Busch Gardens Tampa Bay Unveils Halloween Fun
travelmole.com	Busch Gardens Tampa Bay reveals new Wild Oasis Realm
Yahoo News	Busch Gardens Tampa Bay welcomes white rhino calf, guests can vote on name
WTSP 10 News	Safety in the spotlight as Tampa weighs in on Brightline's series of deadly accidents
Association Conventions & Facilities	FloridaJanuary 21, 2024 Bright Future for the Sunshine State
Informador	Fall in Love with Tampa Bay
Tampa Bay Times	How are Tampa restaurants snagging Michelin stars when St. Petersburg has none?
Yahoo News	How are Tampa restaurants snagging Michelin stars when St. Petersburg has none?
Bon Appetit	https://www.bonappetit.com/story/florida-michelin-guide-restaurants-list-2024
Telemundo Tampa	Tampa celebrates the shine of Michelin stars at two new restaurants
The Post Argentina	Tampa News

Visit Tampa Bay generated **102 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
83 degrees	A busy, banner year for Visit Tampa Bay
Travel Pulse	Tampa Debuts New Hotels and Restaurants as Tourism Booms

Thatssotampa.com	Tampa Bay experiences best June tourism collections in history with \$5.4 million
WTVT-TV	Visit Tampa Bay bringing ad campaign to cars
WTVT-TV	Destinations International Convention in Tampa
WTVT-TV	Conventions bringing summer tourism surge to Tampa
Thatssotampa.com	IP, SHOP, AND SAVE TO SUPPORT LOCAL BUSINESSES AT THE SUNSET MARKET
travelmole.com	Destinations International's convention kicks off in Tampa
Tampa Bay Business Journal (online)	Large-scale events help Hillsborough reach record-setting June tourism numbers
USAE Newsletter	Scenes at Destinations International Annual Conference
eturbonews.com	Visit Tampa Bay, Florida while on Ozempic: OMG!
skift.com	Stand Against Boycotts: Events Embrace Inclusion Amid Political Division
Sports Travel	Visit Tampa Bay Partners with German Soccer Club FC St. Pauli
Business Observer	Jimmy Buffett-branded cruise ship chooses Tampa for home port
WFLA News Channel 8	Omega Psi Phi WFLA
WTVT-TV	DI & Santiago Corrada FOX 13
USAE Newsletter	VTB Team & DI
WUSF	Airlines are connecting Tampa Bay with underserved airports and smaller cities
Fox 13 News	Tourism course gives Hillsborough students a chance to enter critical Florida industry
Telemundo Tampa	Hillsborough High & VTB Telemundo
WTVT Fox 13	Hillsborough High, Santiago & VTB FOX 13
Yahoo News	Tourism course gives Hillsborough students a chance to enter critical Florida industry (2)
VAX Vacation Access	Tampa Bay: Where Coastal Beauty Meets Urban Energy
ca.yahoo.com	Brentford extends relationship with five club partners
Skift	The Impact of Visit Florida's LGBTQ Travel Page Removal
TravelAge West	Destinations International Holds Annual Convention
Great Day Live	B.I.G. Festival & VTB Partnership
travelweekly.co.uk	Win a fam trip place to Tampa Bay, Florida
Travel Weekly	Win a Trip to Florida with Visit Tampa Bay
WTVT Fox 13	Sports tourism a key topic at state conference in Tampa
travelweek.ca	Oceania tapped to be first ultra-premium line to sail out of Tampa
HTL News	All set for the BWT Convention 2024
Voe News	All ready for the BWT Convention 2024
Mercado&Eventos	BWT Operator Convention hosts groups from 11 Brazilian states
brasilturi.com.br	BWT Operator convention gathers more than 350 tour operators
Boa Viagem	BWT Operator convention first day highlights international destinations and innovation
mercadoeventos.com.br	BWT Operator Convention hosts groups (2) from 11 Brazilian states
Mercado&Eventos	United States highlight attractions for travel agents at BWT Convention
Mercado&Eventos	Visit Florida organizes special relationship lunch for partners
turismo-sa.com	Tourism and Accessibility in Tampa
Mercado&Eventos	Visit Tampa Bay release coffee blend in partnership with Blind Tiger Coffee
Brasilturis.com.br	Visit Tampa Bay release coffee blend in partnership with Blind Tiger Coffee (2)
www.showvip.com.br	Visit Tampa Bay release coffee blend in partnership with Blind Tiger Coffee (3)
WTVT-TV	Tourism Academy & Santiago Corrada
WFTS-TV ABC Action News	VF LGBTQ Page
Tampa Bay Developer Podcast	Dissecting Tampa's Economic Powerhouse The Marketing Behind Tampa Bay
wtsp.com	Multi-year partnership announced between Tampa Bay Buccaneers, Discover Airlines

Yahoo Sports	Tampa Bay Buccaneers announce German partnership
wfla.com	Tampa Bay Buccaneers announce German partnership (2)
Yahoo News	Threshold 360 Launches Innovative Event Playbook to Transform Visitor Engagement
PR News Wire	Threshold 360 Launches Innovative Event Playbook to Transform Visitor Engagement (2)
LatinAmerica Meetings	Destinations International LATAM Meeting
Panrotas	Visit USA 2024 será realizado neste mês em SP e BH; inscreva-se
Panrotas	Veja quem esteve no evento do Visit USA na casa do cônsul
Panrotas	Destinos da Flórida destacam atrativos no Visit USA 2024
Panrotas	Hotéis, destinos e companhias sobem ao palco do Visit USA 2024; fotos
mercadoeventos.com.br	https://www.mercadoeventos.com.br/_destaque_/slideshow/confira-lista-completa-de-destinos-empresas-
mercadoeventos.com.br	https://www.mercadoeventos.com.br/galeria/visit-usa-2024-evento-reune-expositores-em-workshops-de-t
Otempo	Maior evento de turismo dos EUA no Brasil acontece no dia 29 em Belo Horizonte
Viajar S/A	Maior evento de turismo dos EUA no Brasil acontece em agosto em SP e BH
Brasilturis.com.br	Recepção VIP marca início do Visit USA 2024; veja todas as fotos
Money Mariet Podcast	Unlocking Tampa Bay
Unreasonably Optimistic Podcast	Marketing Outside the Box and Developing Compelling Stories with Patrick Harrison
Destination Marketing Organization	How Tampa Bay Provides and Alternative to Boycotts
University	
Scaling Secrets Podcast	Guide to Adventure Island 2024 - Tampa, FL - Santiago Corrada
Brand USA Talks Travel Podcast	Live From IPW: Get Ready for D.I. Coming to Tampa with Santiago C. Corrada
Ask Me Anything	Maximize Your Destination Marketing ROI Webinar with Visit Tampa Bay
Business Class: The Tourism	Discovering Tampa Bay: A Treasure Awaits with Santiago Corrada
Industry's Podcast	
Spectrum News 1	Jehovah's Witnesses convention creates economic impact on Tampa Bay area
travelandtourworld.com	Visit Tampa Bay Unveils Exciting New Activation Space for I-75 South Travelers
travelandtourworld.com	Florida Tourism Industry Celebrates Outstanding Talent at the 2024 Flagler Awards
Thatssotampa.com	Tampa Bay taxable hotel revenue surpassed \$1 billion in 2024
tsnn.com	Give your meeting The Tampa Bay Effect
wfla.com	Red Bull Flugtag teams to be announced at the Hard Rock in Tampa
SpectrumNews1 Toledo	State tourism funding increased to \$105 million in Gov. DeSantis' 2024-25 budget
Yahoo.com	Visit Tampa Bay increasing wintertime tourism
aol.com	Visit Tampa Bay increasing wintertime tourism
Business Observer	Hillsborough hotel rates the second highest in Florida as tourism stabilizes
WFTS-TV ABC Action News	EOY 2023 Numbers
Spectrum News 13	Tampa looks to build on tourism record from 2023
Travel	Visit Tampa Bay launches new app to help travel advisors get trained
eturbonews.com	Global LGBTQ+ Tourism Industry Heads to ITB Berlin
La Agencia de Viaje	Visit Tampa Bay: "The world is turning to Tampa"
Travel Daily News International	ITB Berlin – LGBTQ+ Tourism Pavilion: Meeting place of the global LGBTQ+ tourism industry with big-n
Ladevi México	Tampa: Positive expectations for Aeromexico flight from Mexico City
Yahoo News	‘Get ready to pass go’: These landmarks are on the new ‘Tampa Edition’ of Monopoly
WFLA/Tampa Hoy	Starting today you can tour Tampa on a Monopoly board
aol.com	‘Off the charts:’ Women’s Final Four comes to Tampa next year
Yahoo News	‘Off the charts:’ Women’s Final Four comes to Tampa next year
Yahoo News	‘Off the charts:’ Women’s Final Four comes to Tampa next year

Fox 35 Orlando	‘Off the charts:’ Women’s Final Four comes to Tampa next year
Skift	America’s Best-Paid Tourism Marketers
Skift	America’s Best-Paid Tourism Marketers
FOX Business Network	Fort Lauderdale tapped by Monopoly for new city edition of board game, more cities to follow
www.bizbash.com	What's New in Meetings and Trade Shows: Destinations International's Annual Convention, Maritz Acqui
AOL Travel	Conventions bringing summer tourism surge to Tampa
Fox 13 News	Conventions bringing summer tourism surge to Tampa
eturbonews.com	Destinations International Announces Chicago as Host City for 2025 Annual Convention
eturbonews.com	Destinations International 2024 Annual Convention Sets Attendance Record
Bay News 9	Jehovah's Witness Convention Economic Impact
WFTS-TV ABC Action News	July TDT ABC Action News
WTVT Fox 13	Bucs & Discover Airlines

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

Date	Event Name
7/11/2024	Commissioner Christine Miller
7/12/2024	Maria Robayo, Congresswoman Kathy Castor's Office
7/17/2024	Florida DMO's CEO's Dinner
7/17/2024	RSA Lunch with Representative Traci Koster
8/8/2024	Tourist Development Council Quarterly Board Meeting
8/12/2024	ASAE Annual Meeting
8/12/2024	Andrew Newhart, US Travel
8/20/2024	Ron Pierce & Chris Overholt
8/20/2024	Robert Skrob, Destinations Florida
8/28/2024	Florida Hospitality Deans & Directors Alliance Meeting
8/28/2024	Florida Governor's Conference 2024
8/29/2024	Bay News 9 with Matt Infante
9/11/2024	U.S. Travel Membership Information Session
9/20/2024	Shauna Muckle - Tampa Bay Times
9/26/2024	Associations at Risk: 2025 Tax Reform Implications
9/30/2024	Ashely Kreitzer, Tampa Bay Business Journal

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

Date	Event Name
7/2/2024	Dr. Brooke Hansen, University of South Florida

7/8/2024	Charles Billi, Communication Consulting
7/8/2024	Aramark Community Engagement Discussion
7/10/2024	David Denor, Florida Trend
7/11/2024	Commission of Hunan Trafficking Funding Meeting
7/12/2024	Jeff Weckback, Pepin Distributing
7/17/2024	Florida Tourist Development Tax Association (FTDTA) Presentation
7/18/2024	Commission on Human Trafficking Board Meeting
7/23/2024	Rachad White, Tampa Bay Buccaneers
7/31/2024	Jim Davis, Film Commission & Stageworks
8/1/2024	Hunden Partners
8/8/2024	Tampa Bay Business Journal
8/15/2024	Ron Pierce & RSA Team-15th Anniversary Celebration
8/15/2024	Representative Kathy Castor & US Travel's Travel Works for America
8/20/2024	7th Ave. Ribbon Cutting to Celebrate the Bricking of the 1500 & 1600 Blocks
8/21/2024	Tampa Bay Partnership Leadership Breakfast
8/22/2024	Fabian Yepez, Prospera
8/22/2024	Candice Dodd, Principal - Riverview Elementary School
8/22/2024	Steering Committee Meeting - Commission on Human Trafficking
8/22/2024	Special Call Mtg - Commission on Human Trafficking
8/27/2024	Justin Moore, Satisfy Labs AI
8/27/2024	Matt Hall, Boutique National Commercial Real Estate
9/4/2024	USF Muma College of Business
9/4/2024	Regional Competitiveness Report Stakeholder Meeting
9/4/2024	Tampa Bay Wave's HealthTech X Accelerator Pitch Night
9/12/2024	James Hamilton, Chris McVety & Steve Michelini
9/13/2024	Hillsborough Business Leaders Quarterly Meeting
9/13/2024	L. Garrett Weddle, HCC Foundation
9/19/2024	Tampa Downtown Partnership 2024 Annual Meeting
9/19/2024	Commission on Human Trafficking - Collaborative Labs Strategic Planning Exercise
9/20/2024	Martine Collier, Hillsborough County
9/26/2024	COHT Board Meeting
9/30/2024	Delta Customer & Community Partners Appreciation Luncheon

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 **652 Referrals** to local businesses. We produced **10 Local Industry and Partner Tourism Events** and Attracted **46 New Partners** in the Quarter.

Date	Event Name
7/17/2024	Shop, Eat, and Drink Local - July Business by the Bay
8/11/2024	Tampa Bay Sun Fan Fest Activation
8/14/2024	Business by the Bay - Yuengling Draft Haus & Kitchen
8/14/2024	Partnership 201 - August 2024

9/4/2024	Guest Experience Training (GET) September 2024
9/5/2024	National Cheese Pizza Day Activation
9/10/2024	Partnership Orientation - September 2024
9/12/2024	Keys to Success - The CURRENT Hotel
9/18/2024	Business by the Bay - Union New American
9/21/2024	Tampa Bay Rowdies vs. Charleston Battery Watch Party

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

12/6/2024
Date