

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

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

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 12,706,242.00
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$

Tourist Development Tax Funds Received Since October 1, 2024	<u>\$ 12,706,242.00</u>
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1. SALES

Convention Sales generated **99,653 Definite Room Nights** which will result in **\$60,521,510 Estimated Economic Impact** to the Community. In Quarter 1, **61,837 Room Nights Actualized** resulting in **\$35,568,996 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 **33 Out-of-Market Events** in the quarter:

Date	Event Name
10/3/2024	AAA Tampa Travel Expo 2024 - The Villages, FL
10/6/2024	IMEX
10/7/2024	IMEX 2024
10/7/2024	Black Meetings and Tourism Client Event-Las Vegas
10/16/2024	Florida Society of Association Executives Education Expo - Industry Event - Tallahassee, FL
10/19/2024	Far Hills Steeplechase
10/21/2024	Brand USA Travel Week 2024 - Trade Show - London, UK
10/21/2024	Visit Florida Colombia Sales Mission 2024 - Pereira, Colombia
10/22/2024	Travel Week 2024 - Client Event - London, UK
10/23/2024	Visit Florida Colombia Sales Mission 2024 - Barranquilla, Colombia
10/24/2024	Visit Florida Colombia Sales Mission 2024 - Bogota, Colombia
10/27/2024	Northstar Small & Boutique 2024
11/3/2024	World Travel Market (WTM) / Trade & Media - November 2024 - Trade Show - London, UK
11/6/2024	COGIC Holy Convocation-Memphis, TN
11/7/2024	GERMANY VTB Trade & Media Takeover event - November 2024 - Client Event- Hamburg, Germany
11/11/2024	FICP Annual Conference 2024
11/13/2024	CD Forum - Industry Event - Lake Buena Vista, FL
11/13/2024	AAA North East Threads 2024- Tradeshow - Springfield, MA
11/17/2024	ASAE Leaders Retreat - St. Louis, MO
11/17/2024	Meetings Today Live South - Trade Show
11/18/2024	IBTM World 2024 - Trade Show - Barcelona, Spain
11/18/2024	FSAE Board Meeting - Clearwater, FL
11/30/2024	Keycon 2024- Key to the World Travel Tradeshow - December 2024 - Orlando, FL
12/3/2024	Northeast CVB (NECVB) Reps Holiday Event
12/3/2024	Society of Actuaries Office Sales Call
12/4/2024	Maritz UnWrap - Chicago Illinois

12/4/2024	American Association of Maxiofacial Surgeons Office Visit
12/4/2024	Harry Potter Client Event
12/4/2024	DC Client Event 2024 - Client Event - Washington, DC
12/5/2024	MPI Potomac Chapter Evening of the Stars - Industry Event - Washington, DC
12/5/2024	Holiday Showcase 2024
12/11/2024	CVB Reps Holiday Event - Industry Event - Washington, DC
12/16/2024	International Association of Exhibitions and Events (IAEE) Expo Expo - Trade Show - Los Angeles, CA

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

Date	Event Name
10/1/2024	Association of TeleServices International Site
10/2/2024	Trending Travel UK Influencer FAM
10/2/2024	North American Telegu Association Site Visit
10/3/2024	Refrigerated Foods Association 2028 Annual Conference - Site Visit
10/3/2024	Refrigerated Foods 2028 - Site Visit
10/4/2024	Student Television Network (STN) Planning Site - October '24
10/4/2024	LATAM Agent FAM - October 2024 - Leisure FAM
10/5/2024	AAA Tampa Travel Expo 2024 - Sheraton Suites, Tampa, FL
10/8/2024	American Association for Justice - Site Visit
10/10/2024	Farm Credit Council 2030 - Site Visit
10/14/2024	Post-Hurricane Recovery Content Creation
10/15/2024	Brazil Influencer FAM
10/15/2024	American Specialty Toy Retailing Association Site
10/16/2024	US Geospatial Intelligence Foundation - Site Visit
10/19/2024	Garfo & Mala - Surian Dupont FAM
10/21/2024	Club Management Association of America (CMAA) Planning Site - October '24
10/21/2024	American Society of Echocardiography - Site Visit
10/22/2024	General Electric - CWT Meetings and Events- Virtual Presentation
10/24/2024	Coastal and Estuarine Research Federation Site
10/24/2024	QM Leap Site Visit
10/25/2024	International Propeller Club - Sales Presentation
10/25/2024	Links, Inc. Site Visit
10/26/2024	ALPFA Hispanic Heritage Month Salsa Dancing Event
10/31/2024	Galaxy Vacations LATAM 2024 - Virtual Webinar
10/31/2024	Nat Geo Traveller FAM - Eddi Fiegel
11/2/2024	North American Telugu Association TCC Site Visit
11/2/2024	Society for Cardiovascular Angiography and Interventions (SCAI) Board Retreat Dinner
11/4/2024	National Peanut Buying Point Association (NPBPA) Planning Site - Nov. '24
11/5/2024	Galaxy Vacations LATAM FAM 2024
11/5/2024	AMCI Board of Directors Dinner
11/7/2024	Redbull Flugtag Fam 2024 - Nolan Lazarus
11/7/2024	Red Bull Flugtag FAM
11/7/2024	Redbull Flugtag Fam 2024 - Lillian Flenner
11/7/2024	Varsity - Site Visit
11/7/2024	Redbull Flugtag Fam 2024 - Rebecca Roby
11/7/2024	Hilton Worldwide Sales - Site Visit
11/7/2024	Redbull Flugtag Fam 2024 - Cali Smith
11/7/2024	IMN Solutions - Site Visit
11/7/2024	ConferenceDirect - Site Visit
11/7/2024	Common Ground Alliance - Site Visit

11/7/2024 Hilton Worldwide Sales - Site Visit
 11/7/2024 Redbull Flugtag Fam 2024 - Teresa Jo Schindler
 11/8/2024 Porthole Magazine
 11/8/2024 Travel Weekly FAM - November 2024 - Leisure FAM
 11/12/2024 National League of Cities (NLC) BOD Dinner
 11/12/2024 National League of Cities (NLC) Youth Event
 11/13/2024 National League of Cities (NLC) - Champa Bay Mobile Tour Facilitator
 11/13/2024 Carolina Grabova FAM 2
 11/14/2024 MPI After 5 - Industry Event - Tampa, FL
 11/14/2024 India Festival Sponsors Dinner
 11/14/2024 NLC-Black Elected Officials Reception
 11/14/2024 Welcome National League of Cities and Soulwalk
 11/15/2024 National League of Cities (NLC) Mayor Hosted Event
 11/16/2024 Welcome Executive Members of Links, Inc.
 11/16/2024 Attended National League of Cities Gala
 11/16/2024 RV FAM Group - November 2024
 11/17/2024 Brunch with Links, Inc. Local Tampa Chapter
 11/18/2024 Meeting with the Tampa Chapter of ALPFA (Association of Latino Professionals for America)
 11/18/2024 National Athletic Directors Conference (NADC) Planning Site - Nov. '24
 11/19/2024 Saddlebrook Lunch & Learn with Tampa Chapter of AKA, Inc.
 11/19/2024 International City/County Management Association (ICMA) Planning Site - Nov. '24
 11/20/2024 Healthcare Distribution Alliance (HDA) Planning Site - Nov. '24
 11/21/2024 Foundant Summit Site Visit
 11/21/2024 HPN - 99249 - 2026 Conference - Site Visit
 11/22/2024 Luis Flores - Ready to Welcome - FAM
 11/22/2024 Germany Lufthansa - November 2024- Leisure FAM
 11/22/2024 Domestic Travel Agent FAM - October 2024- Leisure FAM
 11/22/2024 Event with the National Association of Anthropologists
 11/23/2024 35th Annual India Festival
 11/25/2024 Alpha Kappa Alpha Sorority, Inc. South Atlantic Planning Meeting
 11/29/2024 Independent Lubricant Manufacturers Association - Site Visit
 12/2/2024 Greetings to Church of God in Christ General Board Summit
 12/2/2024 KristinaCORS
 12/2/2024 GoAnnieWhere - FKQ Influencer FAM
 12/2/2024 Affiliated Distributors Site Visit
 12/2/2024 GoAnnieWhere
 12/2/2024 Two Outsiders - FKQ Influencer FAM
 12/2/2024 American Council of Engineering Companies - Site Visit
 12/2/2024 Two Outsiders
 12/2/2024 Kritina Corniel - FKQ Influencer FAM
 12/3/2024 Galaxy Vacations Cruise Port FAM 2024
 12/3/2024 GSOF Clarion Events - Planning Site
 12/4/2024 IBEX Lunch (10/04/2024)
 12/4/2024 Travel Weekly Visit Florida Advisor Webinar 2024 - Sales Presentation
 12/4/2024 Soulwalk Cookbook Strategic Planning Meeting
 12/5/2024 American Association for Latino Professionals (ALPFA) Tampa Chapter Christmas Party
 12/5/2024 Globtrotter Guys Influencer FAM
 12/5/2024 Farm Credit Council Dec 2024 - Site Visit
 12/5/2024 NATO Edge Client Dinner: Rebecca Kane
 12/5/2024 Globetrotter Guy
 12/6/2024 Meeting with the North American Telugu Society
 12/6/2024 Interview with 101.5 the Vibe Tampa Radio Station
 12/7/2024 Germany DISCOVER Airlines - December 2024- VIP Leisure FAM
 12/8/2024 Links, Inc. Tampa Chapter Christmas Party
 12/9/2024 Financial & Insurance Conference Professionals (FICP) Strategic Leaders Meeting
 12/9/2024 Financial & Insurance Conference Professionals (FICP) Leadership Welcome - Sales Presentation
 12/9/2024 Worldwide ERC - Site Visit
 12/12/2024 Celebrity Cruises Travel Agents Presentation - December 2024
 12/13/2024 Top Ladies of Distinction Site Visit
 12/14/2024 The Sun UK FAM

12/15/2024	Herbert J. Sims & Co. Inc. Site
12/16/2024	StaysAndGetaways - FKQ Influencer FAM
12/16/2024	American Legion - Services Planning Site
12/17/2024	Hotels Above Par FAM
12/19/2024	Windstorm Insurance Network - Site Visit

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

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

Downtown

- Introduce new, Treasured Savings incentive program focusing on citywide events during storm season and historic need periods
- 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
- Develop auto industry FAM showcasing Motor Enclave and other East County assets

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
- Ongoing engagement with USF hospitality program for volunteer and industry workforce development
- FAM showcasing Busch Gardens meeting and convention capabilities

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
- Secure LaMont & Company strategic partnership for incremental, small meeting opportunities

5. **MARKETING & COMMUNICATIONS**

Visit Tampa Bay implemented several full-funnel media plans strategically layered to guide the target audience from inspiration to conversion. This approach attracted travel intenders to drive immediate demand while also incorporating inspirational media tactics to generate future interest and planning.

Storm Recovery Campaign

The objective of the storm recovery campaign was to quickly restore confidence in Tampa Bay as a travel destination by dispelling misconceptions about storm impact, reassuring visitors of safety, and driving immediate bookings.

Go-to-Market Strategies

- Focus the channel strategy on “live/real-time” and “event-based” media.
- Activate digital and social campaigns that can reach our audience immediately.
- Emphasize that Tampa Bay is ready and eager to welcome visitors.
- Use active, optimistic language while avoiding references to reconstruction.
- Integrate “re” words (e.g., relax) to inspire travelers.

Domestic Media Strategy

- **Strategy:** Enter the market quickly to drive top-of-mind awareness, combat negative press, and rebuild consideration.
- **Key Partners/Tactics:**
 - **Expedia:** Upper-funnel Native & Paid Social
 - **Epsilon/Conversant:** Affinity Campaign & Retargeting
 - **Influencers:** Mega (5 total with boosting), Hopper (2 with TripScout amplification)
 - **Premium CTV:** Networks (e.g., NBC, Paramount), display retargeting
 - **Paid Social:** Organic boosting

Conversion Strategy

- **Strategy:** Strengthen existing conversion media channels with additional partners to capture and secure overnight bookings for Hillsborough County.
- **Key Partners/Tactics:**
 - **Booking.com & Expedia:** Top OTAs
 - **Hopper:** Includes Travel Deal Tuesday promotion
 - **Adara:** Includes Marriott Network (new)
 - **Clicktripz:** 100% bonus campaign to support Visit Tampa Bay recovery

Highlights

The campaign performance data includes both Adara Impact’s enriched data and self-reported data from partners not directly measured by Adara.

- Enriched/projected attribution provides insight into performance, estimating what results would be if all booking channel sources were tracked—applicable for partners that accepted Adara Impact tags on our media placements.
- Self-reported data comes from partners that do not accept Adara Impact tags but process bookings on their own domains (e.g., Expedia, Booking.com, Hopper). This data is directly attributed.
- Some duplication is possible; however, without self-reported revenue, numbers would be underreported, as the majority of FY2025 funds are with self-reporting partners.

Enriched Data – Estimated Full Market Reach

- **\$24M+** estimated hotel booking revenue for Hillsborough County
- **75x ROAS**
- **104K** estimated booked room nights
- **\$227 ADR**

Top 5 Flight Origin DMAs (Adara)

- Detroit
- Chicago
- Ft. Lauderdale
- Atlantic City
- Boston

Top 5 Hotel Origin DMAs (Adara)

- Tampa
- Orlando
- New York
- Miami
- Atlanta

International Recovery Campaigns

The objective of the international campaign is to enhance the existing international marketing plan with additional funds for immediate recovery efforts. By utilizing Brand USA, we maximize matching funds to extend reach.

- **Key Partners/Tactics:**
 - **UK & Germany:** CTV pre-exposure before the larger January launch
 - **Canada:** Full-funnel plan with OOH, CTV, and digital partners
- **Markets:** UK, Germany, Canada

To date, the campaign has generated **100M+ impressions** and **62K+ clicks** to the site, with pre-exposure efforts in the UK and Germany and a full-funnel approach in Canada. A full recap will be available in Q2, detailing performance metrics, market insights, and the overall impact on international visitation.

Meetings Campaign

The objective of the meetings campaign is to launch immediate media placements with key partners to reassure meeting planners that Tampa Bay is open and ready to welcome attendees. A special co-op campaign is also in place with the Tampa Convention Center.

- **Key Partners/Tactics:**
 - **ASAE:** eNewsletter banners, video retargeting, and print ads
 - **Connect Informa:** Custom eBlasts
 - **MPI:** Digital banners, programmatic retargeting, social posts, and custom eBlasts
 - **PCMA:** Print and digital ads, eNewsletter banners
- **Target Audience:** Meeting, convention, and event planners who book for associations, SMERF, corporate, and multicultural events
 - **Geo-targeted:** East of the Mississippi when available

The Q2 results of the meetings campaign will reflect the impact of strategic media placements and the Tampa Convention Center co-op in reinforcing Tampa Bay's readiness to host meetings and welcome attendees.

6. COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$91,692,011 of Added Media Value** for the quarter.

Publication Name	Headline
Tô pensando em viajar	Find out what to do in Florida: 21 attractions and places to visit
Panrotas	Busch Gardens announces the most immersive attraction for kids in the USA
Uai Turismo	Halloween Harvest opens tomorrow (7th) at Busch Gardens Tampa Bay and brings themed family fun in a
Southern Living	7 Florida Fall Traditions You Won't Find Anywhere Else
WTSP 10 News	USA Today picks Busch Gardens' Howl-O-Scream for No. 1 Best Theme Park Halloween Event
WFTS-TV ABC Action News (online)	Howl-O-Scream ranks #1 in USA Today's Best Theme Park Halloween Event list
aol.com	Busch Gardens Howl-O-Scream voted best theme park Halloween Event
travelandtourworld.com	Busch Gardens Howl-O-Scream Voted #1 Best Halloween Event in the U.S., Top Thrill Experience in Tampa
wfla.com	Move over, Moo Deng! This Florida zoo has a new baby rhino, and you can help name it
The Post Argentina	Busch Gardens Tampa Bay anuncia el nacimiento de una cría de rinoceronte blanco del sur
WTSP 10 News	Florida Aquarium to reopen Monday
MSN	The Florida Aquarium checks on the animals and facilities after Hurricane Milton
Tampa Magazine	Falling for Fall: Autumn Events in Tampa Bay
MSN	Florida's theme parks, including Disney World, resume operations after Hurricane Milton
Southern Living	These Florida Towns Are Open After Hurricane Milton And Need Your Business
wfla.com	Tampa Bay's Festival of Lights & Santa's Village returns, now with adult beverages
Yahoo News	ZooTampa to reopen on Tuesday after being closed due to Hurricane Milton
WTVT-TV	ZooTampa helps save stranded manatees after Hurricane Helene
WTVT-TV	Creatures of the night event takes place at ZooTampa

aol.com	3 manatees return to Florida after rehabilitation in Ohio
WTSP 10 News	Ybor Ghosts Tours WTSP
WFTS-TV ABC Action News	Columbia Restaurant Reopened
wfla.com	Tampa Convention Center wins Best Convention Center two years in a row
aol.com	Tampa Convention Center wins Best Convention Center two years in a row (2)
Thatsstotampa.com	Tampa Riverwalk Trick or Treat event will bring thousands of costumed locals to the waterfront
wfla.com	Tampa Riverwalk hosts 8th annual Halloween event for families and pets
Thatsstotampa.com	Winter Village returns with a waterfront skating rink and big holiday market
Yahoo News	Howl-O-Ween dog costume contest coming to Sparkman Wharf
WFTS-TV ABC Action News (online)	Treat Yourself to a Culinary Journey: Taste of Water Street Happening Oct. 23
Business Observer	Tampa sweet shops reflect on two hurricanes
TBBW	Tampa's Rooster & the Till welcomes new chef de cuisine
Tampa Bay Business Journal (online)	Taste of Water Street benefits Feeding Tampa Bay and hurricane relief
Tampa Bay Times (online - TampaBay.com)	These Tampa Bay bars and restaurants are open after Hurricane Milton
Thatsstotampa.com	
WTSP 10 News	TPA voted "Best Large Airport in America" by USA Today
WTSP 10 News	Tampa International Airport shares plans to reopen after Hurricane Milton
wfla.com	Here's when flights resumed at Tampa International Airport
WFTS-TV ABC Action News (online)	Tampa International Airport voted best large airport, best airport for dining
	Tampa International Airport named 'Best Large Airport' and 'Best Airport for Dining' by USA Today
Tampa Bay Business Journal (online)	Tampa International Airport sees major increase in summer travelers
Thatsstotampa.com	The Enchanted Hyde Park Village Pumpkin Patch is officially open
aol.com	Tampa's haunted history: 8 ghost stories to tell before Halloween
Yahoo.com	Clearwater police capture African tortoise found wandering parking lot
WUSF	Red Bull Flugtag brings challenges for contestants and drivers to downtown Tampa
Gotta Go Orlando	Christmas & Holiday Season Events at Orlando Theme Parks 2024
Bay News 9	ZooTampa gets ready to bring in the holiday season with 'Christmas in the Wild'
Bay News 9	Long time coming: USF stadium groundbreaking set for Friday
Creative Loafing	ZooTampa's 'Christmas in the Wild' returns this holiday season
VISIT FLORIDA (website)	Comemore o Dia Internacional do Chef com talentos da Flórida
Noticias Super	Tampa Bay: Un Destino Imperdible para los Colombianos
medium.com	Top Fun Things to Do in Tampa with Kids Family Activities in Tampa
Irish Star	Endangered painted dog with 'bold personality' and some of her babies tragically die at Florida zoo
wfla.com	The Florida Aquarium offers free admission to veterans and active-duty military for Veterans Day
Yahoo News	Red Bull Flugtag takes flight on Saturday in Tampa
Telemundo49.com	Red Bull Flugtag regresa a la ciudad de Tampa con creatividad y emoción aérea
wfla.com	'Christmas in the Wild' returns to ZooTampa this holiday season
Tampa Bay Times (online - TampaBay.com)	Baby ape born at Tampa zoo is endangered species and 'sign of hope'
WWSB ABC Sarasota	
travelandleisure.com	The Florida Aquarium to give free admission to veterans, active military
osprey observer Inc. Online	15 Cheapest Places to Travel in December, According to Kayak
WQYK-FM	Holiday Activities For The Entire Family To Enjoy — Riverview/Apollo Beach, November 2024
Daily Republic	Tampa's Christmas Boat Parade 2025
WFTS-TV ABC Action News (online)	Baby ape born at Tampa zoo is endangered species and 'sign of hope'
Creative Loafing	'Grossology' at MOSI is an interactive salute to burps, belches and bodily functions
	Red Bull Flugtag 2024: More photos from Tampa's day of human-powered flying machines
WQYK-FM	Epic Photos From The 2024 Red Bull Flugtag in Tampa
wfla.com	Flugtag soars to new heights in Tampa over the weekend
heaven32	El gibón siamang recién nacido en peligro de extinción es un 'signo de esperanza'
Popular Science	Endangered newborn siamang gibbon is a 'sign of hope'
Bay News 9	Tampa exhibition on Florida holidays reflect rich culture, with helping of snow
ca.yahoo.com	Florida Museum of Photographic Arts Morning Blend
Bay News 9	Holiday events at Orlando and Tampa Bay area theme parks, attractions
My Central Florida Family	Christmas at Dinosaur World 2024

Telemundo49.com	Tampa es la sede para la cumbre de la Liga Nacional de Ciudades del país para su centenario
tourexpi	Festliche Magie in SeaWorld Orlando, Busch Gardens Tampa Bay und SeaWorld San Diego
VISIT FLORIDA (website)	ZooTampa Shines Bright this Holiday Season with the Return of Christmas in the Wild
The Post Argentina	Christmas Town regresa a Busch Gardens Tampa Bay con novedades navideñas para toda la familia
Travelpedia	Christmas Town: Natal brilhante no Busch Gardens Tampa Bay
abc-7.com	Columbia Restaurant on Bite Size
TravelPulse.com	Top Thanksgiving Holiday Destinations, Best and Worst Times to Travel
Cuidadanos Viajeros	Busch Gardens Tampa Bay se ilumina con el espíritu navideño
tampabayparenting.com	Splash Into the Holidays with the ALL-NEW YuleTides at The Florida Aquarium!
wtsp.com	Campsgiving at the Glazer Children’s Museum
osprey observer Inc. Online	Holiday Activities For The Entire Family To Enjoy — Valrico, November 2024
La Lido Loca	Margaritaville at Sea Islander Offering New Destinations
Creative Loafing	TRAVEL & LEISURE Tampa International Airport announces first-ever non-stop flights to Vancouver
Spectrum News 13	ZooTampa gets ready to bring in the holiday season with ‘Christmas in the Wild’
abc-7.com	The Florida Aquarium to give free admission to veterans, active military
WMNF	Tampa to host Flugtag event for first time in over a decade
tampa bay parenting	What's NEW at Christmas in the Wild at ZooTampa in 2024
Florida Politics	Hurricane Milton costs Busch Gardens owner \$10M
WFLA News Channel 8	‘Christmas in the Wild’ returns to ZooTampa this holiday season
Theme Park Central	United Parks & Resorts blickt auf erfolgreiches 3. Quartal 2024 zurück
Travel and Tour World - Online	United Parks & Resorts Reports Strong Third Quarter Amid Seasonal Events, Set to Launch Record-Break
Spot On Florida	The Florida Aquarium honors veterans, active-duty military with free admission
Yahoo News	'Flugtag' makes return to Tampa this weekend
Tampa Bay Times	Baby ape born at Tampa zoo is endangered species and 'sign of hope'
Tampa Bay Times	Top things to do in Tampa Bay this week: Free orchestra shows, Daryl Hall
NHL.com	Lightning coach Cooper hosts players, kids fishing trip to benefit cancer research
osprey observer Inc. Online	Tampa Electric’s Manatee Viewing Center Reopens For Season
Tampa Bay Times	‘Coop’s Catch’ surpasses \$1 million raised to help kids with cancer
Creative Loafing	Red Bull Flugtag 2024: More photos from Tampa's day of human-powered flying machines
cruisehive.com	Margaritaville at Sea Honors US Veterans With Free Cruises
CW 34	Stray tortoise leads Clearwater officer's on a low-speed pursuit
WPEC-TV	Stray tortoise leads Clearwater officer's on a low-speed pursuit
osprey observer Inc. Online	Holiday Activities For The Entire Family To Enjoy — Riverview/Apollo Beach, November 2024
WQYK-FM	Tampa's Christmas Boat Parade 2025
WPEC-TV	Manatee rescued from after getting trapped in small Florida pond
BlueLoop.com	Attendance, revenue down at United Parks & Resorts due to bad weather
Minaret	Red Bull Flugtag 2024 Soared into Tampa
medium.com	Best Things to Do with Kids in Tampa, FL Family Fun Ideas
News 4 Jacksonville	Red Bull Flugtag returned to Tampa for the 3rd time
That's So Tampa	Tampa's largest boat parade returns the Saturday before Christmas
Theme Park Insider	Who does the holidays the best in Florida?
medium.com	Top 10 Things to Do with Family in Tampa Best Family Activities
wusf.edu	Photos: See the Red Bull Flugtag flying machines in action
medium.com	Top 10 Free Things to Do in Tampa with Family Family Fun
Daily Republic	Baby ape born at Tampa zoo is endangered species and ‘sign of hope’
Fox 13 News	Red Bull Flugtag returns to Tampa for the 3rd time ever
West Orlando News	Everything You Need to Know for Red Bull Flugtag in Tampa
WTSP-TV	Sea turtle nests increased along a Florida beach but hurricanes washed many away
Wire News Fax	St. Pete Creatives Gear Up for Massive Red Bull Flugtag Event in St. Petersburg
WXIA-TV	Busch Gardens Tampa Bay's beloved elephant, Rosie, dies at 54
West Palm Beach News	Hurricane Destruction: Florida Officials Fear Turtle Nests Were Washed Away Along Gulf Coast

Travel + Leisure	15 Cheapest Places to Travel in December
Orlando Sentinel	SeaWorld, Universal: Attendance dipped
medium.com	Best Things to Do in Tampa, Florida: Ultimate Travel Guide
WTSP 10 News	Busch Gardens Tampa Bay's beloved elephant, Rosie, dies at 54
Yahoo News	Busch Gardens elephant dies at age 54: 'She has left a big hole in all our hearts'
The Post Argentina	Christmas Town returns to Busch Gardens Tampa Bay with holiday updates for the whole family
WIXX-FM	Rays to play home games at Yankees' Steinbrenner Field in 2025
Newsnetdaily.com	Rays to play home games at Yankees spring training park
Sportskeeda	Tampa Bay Rays make major stadium announcement ahead of 2025 season
Head Topics	Yankees provide Rays with interim home after hurricane ravaged Tropicana Field
USA Times News	Rays to play at Yankees' Steinbrenner Field in 2025 after hurricane ravaged stadium
Michelin Guide	Columbia Restaurant: Home to One of the Oldest Cuban Sandwiches in Florida
Haven Magazines	Tampa Top 10 - December 2024
medium.com	Top 5 Best Things to Do Alone in Tampa — Solo Travel Guide
wtsp.com	ZooTampa kicks off 'Christmas in the Wild' event for 2024 holiday season
Spot On Florida	Tampa Bay History Center Opens 'Holiday Traditions' Exhibit
wfla.com	27 manatees being cared for at ZooTampa, the most taken in at one time
WTSP 10 News	Yuletude at Florida Aquarium WTSP-TV (St Petersburg, FL) - 10 Tampa Bay Brightside
KHBS-TV	Adventure Begins in Tampa Bay KHBS/KHOG-TV (Rogers, AR) - SSN Sports Pure Outdoor
Yahoo News	WATCH: Tampa kicks off holiday season with Riverwalk tree lighting
Bay News 9	Festival of Lights and Victorian Christmas Stroll
citysurfingorlando.com	Read more at: https://citysurfingorlando.com/2024/11/jim-hensons-fraggle-rock-back-to-the-rock-liv
Yahoo News	16 Tampa Bay holiday events happening in December
wfla.com	Tampa among the top 20 most fun cities in America: study
Tampa Bay Business Journal (online)	Two Tampa Bay restaurants among top 100 in the US, according to OpenTable
Tampa Bay Times (online - TampaBay.com)	17 Christmas light displays to see in the Tampa Bay area
osprey observer Inc. Online	Celebrate The Season At YuleTides: The Florida Aquarium's New Coastal Holiday Experience
osprey observer Inc. Online	Plant Museum Victorian Christmas Stroll, Tampa's Favorite Holiday Tradition, Returns For Its 43rd Ye
Gent Life	INN & OUT: TAMPA, FLORIDA
medium.com	Revitalizing Ybor City
WTVT Fox 13	Charley's World - Victorian Christmas Stroll
Tampa Bay Times	Tampa's MOSI will have the second-largest planetarium in the country
WTVT Fox 13	ZooTampa's Christmas in the Wild
Thatssotampa.com	Florida's oldest restaurant, Columbia, will serve a holiday feast on Christmas Day
ca.yahoo.com	ZooTampa transitions to winter wonderland for Christmas in the Wild
Travelpedia	Christmas Town: Shiny Christmas at Busch Gardens Tampa Bay
Garfo e Mala	What to do in Tampa: Complete Travel Guide
Garfo e Mala	Hotel recommendation in Tampa: Check out Haya Hotel Boutique
Garfo e Mala	Where to eat in Tampa: Recommendations of the best restaurants
orlandoattractions.com	New Year's Eve in Tampa Bay
WTVT Fox 13	Charley Belcher & Donatello's
The Boston Globe	With Tropicana Field shredded by Hurricane Milton, Rays to play 2025 at Yankees' Tampa spring traini
Thatssotampa.com	Tampa earns perfect score for LGBTQ+ inclusivity
Florida Today	Go, Florida! 3 cities rank in Top 100 in the world in list that includes Paris, Seoul, Melbourne
Larry Brown Sports	Rays make decision on their 2025 home stadium
tampamagazines.com	TAMPA Magazines 2025 Best Restaurants: Best Cuban/Latin American/Spanish Restaurant
The New York Times Post	Rival Rays to play at Yankees' spring training site in 2025 after hurricane ravaged Tropicana Field
tampamagazines.com	Our Daily Bread
Daily Kos	Florida Aquarium: Morph'd

Ocala Star Banner	Tampa Bay Rays will play at Steinbrenner Field in 2025. What is the stadium capacity?
WFTS-TV ABC Action News	Columbia Restaurant ABC Action News
Yahoo Sports	MLB Rays to play 2025 season at Yankees facility in Tampa
Gotta Go Orlando	Busch Gardens Tampa Bay's much loved Christmas Town is back with new and returning Festive Favorites
FOX Weather	Manatee rescued from pond after Hurricane Helene storm surge left him stranded
WVNS-TV (Ghent, WV)	Hurricane-stricken Tampa Bay Rays to play 2025 season at Yankees' spring training field in Tampa
The Journal (Cortez)	Hurricane-stricken Tampa Bay Rays to play 2025 season at Yankees' spring training field in Tampa
The New York Post	Baby manatee found stranded in Florida pond due to Hurricane Helene surge
Yahoo News	At National League of Cities Summit in Tampa, no outward concerns of total GOP control in D.C.
Marine Business World	IBEX Education Conference opens 2025 Call for Proposals
WXKB-FM (Estero, FL)	Theme Parks in Florida Gear Up for Epic Holiday Season
The Columbian	Endangered ape born at Fla. zoo 'sign of hope'
WFLA News Channel 8	Sea turtle rescued after being found a mile from the ocean in Cedar Key
Yahoo News	Sea turtle rescued after being found a mile from the ocean in Cedar Key
WXKB-FM (Estero, FL)	Epic Photos From The 2024 Red Bull Flugtag in Tampa
medium.com	Best Things to Do with Family in Tampa, Florida

Visit Tampa Bay generated **60 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
Turisnews	Visit Tampa Bay has record in hotel revenues over USD 1 billion
Panrotas	'Nosso destino está totalmente operacional', diz CEO do Visit Tampa Bay
USAE Newsletter	Destinations International Releases Tampa Case Studympa
TravelAbility Insider	Tampa Leads the Way
Ladevi Argentina	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
Bay News 9	VTB Reopening After Hurricane
Tampa Bay Business Journal (online)	After two hurricanes, Hillsborough County is ready to welcome tourists
afar.com	In the Aftermath of Hurricanes Helene and Milton, Is It OK to Travel to Florida Right Now?
WUSF	Officials push back against misconception Gulf Coast was 'decimated,' encourage tourists to visit
FVW	Brand USA Travel Week: How US tourism professionals negotiate, discuss and network
FVW	Diese zehn Trends prägen das USA-Geschäft
FVW	Dixon – mit Teamwork von Waterloo zu Wachstum
Nasdaq	Validea Joel Greenblatt Strategy Daily Upgrade Report - 11/8/2024
Prevuemeetings.com	More of Everything: Tampa Bay
Smart Meetings	2024 Catalyst Awards: Amplitude Award
WUSF	Florida leaders are fighting misconceptions about hurricane damage
Convention South	Visit Tampa Bay's 'Meeting the Moment' program showcases positive impact of meetings
travelandtourworld.com	Visit Tampa Bay Unveils Innovative 'Meeting the Moment' Program to Promote Sustainability, Community
travelandtourworld.com	Visit Tampa Bay onthul innoverende 'Meeting the Moment'-program om volhoubaarheid, gemeenskapsbetrok
Travel Bulletin	Tampa Bay hits play on new campaign after Hurricane Milton leaves little trace
travelmole.com	Patrick Harrison on Tampa Bay Tourism's Resilience and Marketing Strategy
WTSP 10 News	As Tampa Bay recovers, major sporting events at Raymond James Stadium set to boost tourism

Black Meetings & Tourism	READY TO PLAY? READY TO CONNECT? TAMPA BAY IS READY FOR YOU
Visit USA UK	Ready to Play? Ready to Connect? Tampa Bay is Ready for You (2)
El Nuevo Dia	La Bahía de Tampa está “ready” para recibir a los turistas
Bay News 9	Attractions back open after Hurricanes
USAE	CVB Update: Meeting the Moment
Tourism Marketing Today	Visit Tampa Bay Brings the Vibrant, Urban Core of Florida's Gulf Coast
Florida Trend	Florida Trench Santiago Spotlight 2024 Edition
Smart Meetings	Ever Evolving, With History At Heart
Association Conventions & Facilities	Celebrating the Best of the Best: Visit Tampa Bay
Corporate & Incentive Travel	Florida: Planners Flock to the Sunshine State
Meetings Today	CVB Update: Visit Tampa Bay
TBBW	Oneliners Hillsborough
TBBW	On the Scene: NTTW 2024
Tourism Marketing Today	TMT OCT. Flager Awards
Tourism Marketing Today	TMT Visit Tampa Bay's New Immersice Rollercoaster Activation Showcases Tampa Bay's Bold Attractions
Travel and Tour World - Online	Visit Tampa Bay Unveils Innovative ‘Meeting the Moment’ Program to Promote Sustainability, Community
Travel and Tour World (South Africa)	Visit Tampa Bay Unveils Innovative ‘Meeting the Moment’ Program to Promote Sustainability, Community
Rocket News	Visit Tampa Bay Unveils Innovative ‘Meeting the Moment’ Program to Promote Sustainability, Community
Travel Weekly (UK)	Tampa Bay post-hurricane tourism push targets UK trade
travelandtourworld.com	Visit Tampa Bay Becomes Global Partner Of IGLTA, Cementing Its Status As An Inclusive Destination Fo
Business Observer	In wake of hurricanes, hotel revenue in Hillsborough up 28%
Tampa Bay Business Journal (online)	Visit Tampa Bay to incentivize convention center bookings
travelmole.com	Tampa area October hotel revenue tops \$100 million for first time
Prevuemeetings.com	Tampa Bay Offers New Convention Incentive Program
travelandtourworld.com	Hospitality Sales and Marketing Association International Celebrates 2024’s Top 25 Extraordinary Min
wtsp.com	Tampa Bay area is on track to see 'record-setting' tourism for 2024
brasilturi.com.br	Agaxtur reúne agentes em São Paulo para apresentar atrações da Flórida
mercadoeventos.com.br	https://www.mercadoeventos.com.br/noticias/agencias-e-operadoras/visit-florida-e-agaxtur-promovem-t
Meetings Today	New Visit Tampa Bay Promotion Covers Initial Booking Deposits
WTSP 10 News	Santiago & Reliaquest Bowl 2024
gay.blog.br	Tampa Bay (USA) forms global partnership to highlight LGBTQIA+ tourism Continue lendo em https://ga
WFLA-daytime	Hidden Gems of Tampa Bay - Daytime
Bay News 9	Santiago & Bowl Game Numbers 2024
WTVT Fox 13	Charley Belcher & Santiago - Holidays in VC
WTSP 10 News	Santiago & Billion-Dollar 2024
Telemundo Tampa	Santiago & Billion-Dollar 2024 Telemundo
blackmeetingsandtourism.com	VISIT TAMPA BAY LAUNCHES “MEETING THE MOMENT” PROGRAM TO RECOGNIZE POSITIVE IMPACT OF MEETINGS AND C
Report Colombia	Florida celebra un récord de visitantes

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

Date	Event Name
10/2/2024	Destination Florida Tourism Day
10/3/2024	Jennifer Fennell, Destination Florida
10/8/2024	Bob Henriquez, RSA, Property Appraiser
10/16/2024	Terry Ward, AFAR Magazine
10/17/2024	Ladevi Latam Interview
10/23/2024	BOCC Quarterly Presentation
10/23/2024	John Lambeth, Civitas Meeting
10/24/2024	Panel Discussion, Advocacy Insights from Tampa's Tourism Improvement District Efforts
10/24/2024	Paige Townley, Convention South Magazine
11/1/2024	Raj Mohan, Saddlebrook Resort, Advisory Board Orientation
11/1/2024	Ferrell Alvarez, The Proper House Group, Advisory Board Orientation
11/4/2024	Aaron Hoefen, Renaissance Tampa International Plaza Hotel, Advisory Board Orientation
11/4/2024	Shawn Routten, Epicurean Hotel, Advisory Board Orientation
11/5/2024	Gregory Rice, Embassy Suites Tampa-Downtown/Hilton Tampa Downtown, Advisory Board Orientation
11/5/2024	Robert Skrob, Destinations Florida
11/6/2024	Laura Maldonado, Hotel Haya, Advisory Board Orientation
11/7/2024	Jessica Cain, Grand Hyatt Tampa Bay, Advisory Board Orientation
11/7/2024	Margaret Anderson, Hampton Inn & Suites Tampa Riverview Brandon, Advisory Board Orientation
11/7/2024	Tourist Development Council Quarterly Board Meeting
11/12/2024	Northstar Travel Group Interview
11/12/2024	Tampa Bay Sports Commission Press Conference
11/19/2024	STCOC Board Meeting
12/3/2024	Casey Rogers, Tampa Bay Lightning
12/9/2024	Ron Pierce, RSA Consulting
12/10/2024	Commissioner Hagan, Hillsborough County & Tyler Martinolich, Film Tampa Bay
12/11/2024	Interview with Deanne Williams, Tampa Bay Business Journal
12/17/2024	Representative Vern Buchanan

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

Date	Event Name
10/1/2024	Brucie Clay, Dance Tampa Bay
10/2/2024	Chris Overholt, Vinik Sports Group
10/25/2024	International Propeller Club Annual Convention
10/28/2024	Richard Regan, Cruise Lines International Association
10/29/2024	Prospera Success Stories
10/31/2024	Florida Blue-Working Uninsured Program
11/5/2024	Economic Development Council Annual Meeting
11/6/2024	Leadership Tampa Arts & Culture Day
11/12/2024	Dr. Luana Nanu, University of South Florida
11/15/2024	Westshore Hotelier Sports Complex Briefing
12/1/2024	Holiday Harbour Tree Lighting
12/6/2024	Tampa Bay Chamber, 139th Annual Meeting
12/7/2024	General Michael Kurill & Mary Paige Kunilla
12/10/2024	Carter Henderson, TCN Worldwide Real Estate
12/12/2024	Cynthia Cucuz, HCA Healthcare
12/12/2024	Kenyetta Hairston Bridges, Tampa Downtown Partnership
12/16/2024	Aakash Patel, Elevate

12/18/2024	Robin Nigh, City of Tampa
12/18/2024	Hunden Partners
12/19/2024	Commission on Human Trafficking Subcommittee
12/19/2024	Jeff Sparling, USF Health Professions Conferencing Corporation
12/19/2024	Carter Henderson, TCN Worldwide Real Estate

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 **379 Referrals** to local businesses. We produced **7 Local Industry and Partner Tourism Events** and Attracted **24 New Partners** in the Quarter.

Date	Event Name
10/3/2024	Business by the Bay - Vu Studios
10/30/2024	2024 Annual Meeting
11/13/2024	Threshold360 Value to Partners Webinar
11/19/2024	Business Give Back by the Bay - Feeding Tampa Bay
11/20/2024	USF GET Training
11/21/2024	National Manatee Awareness Month Activation
12/11/2024	Visit Tampa Bay's Merry Market

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

2/27/2025
Date