

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2025**

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)	\$ 8,941,656.00
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>\$ 21,647,898.00</u>
---	--------------------------------

1. SALES

Convention Sales generated **160,767 Definite Room Nights** which will result in **\$102,817,131 Estimated Economic Impact** to the Community. In Quarter 2, **168,831 Room Nights Actualized** resulting in **\$88,307,975 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 **37 Out-of-Market Events** in the quarter:

Date	Event Name
1/6/2025	RCMA Emerge 2025 - Trade Show - Phoenix, AZ
1/7/2025	Key to the World Travel Webinar 2025 - Sales Presentation
1/12/2025	PCMA Convening Leaders 2025 - Tradeshow - Houston, TX
1/14/2025	CVBReps Client Reception at PCMA CL - Industry Event - Houston, TX
1/20/2025	Lightning & Toronto Maple Leafs
1/22/2025	IMM
1/22/2025	FITUR 2025 - Tradeshow- Madrid, Spain - January
1/25/2025	Travel & Adventure Show 2025 - New York City - Trade Show
1/26/2025	Northstar IPEC 2025 - Industry Event - Atlantic City, NJ
1/30/2025	FSAE January Meeting Planner Roundtable 2025 - Industry Event - Tallahassee, FL
2/1/2025	Travel & Adventure Show 2025 - Chicago, IL - Trade Show
2/3/2025	Florida Huddle - Ocala, FL - February 2025
2/3/2025	Florida Encounter - Industry Event - Ocala, FL
2/10/2025	Visit Tampa Bay Signature Mission - February 2024 - Mexico
2/12/2025	Visit Tampa Bay Sales Presentations - February 2024 - Mexico
2/12/2025	Spoiled Agent Destination Showcase - Virtual Tradeshow - February 2025
2/18/2025	2025 Visit Tampa Bay & Partners webinar - Germany - trade
2/19/2025	Connect NY
2/20/2025	Nobu Client Dinner
2/25/2025	CVB Reps of FL Spring Event icw FSAE Womens Summit - Industry Event - Tallahassee, FL

2/26/2025	NYPDMA Winter Event
2/27/2025	NYSAE Meet NY
2/27/2025	NECVB Reps Meeting/Luncheon
2/28/2025	Onyx Magazine Woman on the Move Event
2/28/2025	FCSP Tampa Bay Takeover Game Activation- client event - Germany
3/1/2025	Visit Tampa Bay Client Event at Lightning vs. Caps Game - Client Event - Washington, DC
3/4/2025	ITB Berlin, Germany 2025 - Trade Show - Germany
3/16/2025	ConferenceDirect APM 2025 - Industry Event - Philadelphia, PA
3/17/2025	Exhibitor Live - Pre-promote
3/18/2025	ConferenceDirect APM 2025
3/18/2025	NECVB Reps ConferenceDirect APM Happy Hour 2025
3/19/2025	Hudson Table Philly Client Event
3/19/2025	Visit Tampa Bay Cooking Class - Client Event -Philadelphia, PA
3/27/2025	ASAE Research Foundation Reception to Launch New AMC Leaders Scholarship - Industry Event - DC
3/29/2025	Brazil VTB Signature Mission, Sao Paulo, Brazil - March 2025
3/29/2025	Travel & Adventure Show 2025 - Washington, DC - Trade Show
3/31/2025	Las Vegas Travel Agent Forum - Tradeshow- March 2025

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

Date	Event Name
1/1/2025	Revista Viajar FAM
1/8/2025	Tour & Travel IG FAM - Leisure FAM
1/9/2025	Reach PLC FAM
1/13/2025	Visit Florida Domestic FAM - January 2025- Leisure FAM
1/15/2025	Kellogg Brown & Root (KBR) - Site
1/16/2025	David Cox FAM Canada World Traveller
1/17/2025	City of Tampa Mayors Hispanic Advisory Council Meeting
1/21/2025	Veolia North America Site Visit
1/22/2025	Krewe of Europa Meet & Greet
1/23/2025	Independent Community Bankers of America - Site Visit
1/23/2025	Association of Latino Professionals for America (ALPFA)-Site Visit
1/23/2025	National Association of Professional Employer Organizations - Site Visit
1/23/2025	Hilton Worldwide - Site Visit
1/23/2025	Society for Vascular Surgery - Site Visit
1/23/2025	Kappa Alpha Psi Fraternity, Inc.-Site Visit
1/23/2025	Gasparilla FAM 2025
1/23/2025	American Public Transportation Association - Site Visit

1/23/2025	Forrester Research - Site Visit
1/23/2025	American Correctional Association - Site Visit
1/23/2025	American Association of Endodontists 2025 - Site Visit
1/23/2025	Iota Phi Theta Fraternity, Inc.-Site Visit
1/23/2025	Society for Cardiovascular Angiography and Interventions 2025 - Site Visit
1/23/2025	Southern Christian Leadership Conference-Site Visit
1/23/2025	Kentucky State University Alumni Association-Site Visit
1/23/2025	2025 Gasparilla FAM
1/23/2025	American Academy of Physician Associates - Site Visit
1/23/2025	Phi Beta Sigma Fraternity, Inc.- '25 Site Visit
1/24/2025	Jack & Jill Late-Stage Cancer Foundation
1/25/2025	The Skills Center - Site Visit
1/25/2025	Common Ground Alliance 2025 - Site Visit
1/25/2025	Hillsborough TDC - Site Visit
1/25/2025	Tampa Trade & Protocol - Site Visit
1/25/2025	Northwestern Mutual - Site Visit
1/25/2025	American Traffic Safety Services Association - Site Visit
1/25/2025	Maritz - Site Visit
1/25/2025	Omega Psi Phi Fraternity, Inc. 2025 - Site Visit
1/26/2025	Alpha Kappa Alpha - Planning Site January 2025
1/27/2025	Brunswick Site
1/27/2025	Bellamy, Sawyer, Pinder Family Reunion site visit with Florida State Representative Dianne Hart
1/27/2025	PQA Planning Site
1/28/2025	Tomeka Jones FAM 2025
1/28/2025	NCAA Women's Final Four - Planning Site
1/29/2025	Cousins Family Reunion site visit with City of Tampa Fire Chief Barbara Tripp
1/30/2025	Visit Florida Domestic Travel Agent Showcase - Webinar 2025
1/30/2025	Meeting Professionals International (MPI) Site
1/31/2025	Welcome Phi Beta Sigma Fraternity, Inc. Florida State Meeting
1/31/2025	Leadership Tampa Alumni Event
1/31/2025	Meeting Professionals International Meeting-Tampa Chapter
1/31/2025	FL Huddle - Visit FL Pre FAM Mexico - February 2025 - Leisure FAM
2/1/2025	Italian Heritage Festival 2025
2/2/2025	Woman Evolve Conference Site Visit
2/3/2025	GAWDA Pre-planning site
2/6/2025	Governor's Luncheon 2025
2/6/2025	Virtual Maritz Supplier Presentation
2/10/2025	The Realty Alliance Site Visit
2/10/2025	Contemporary Ceramic Studios Association - Site Visit
2/12/2025	Site Theatre Night
2/17/2025	Meeting with Lisa of CMG Media Group
2/17/2025	Received AKA Concessions Document
2/17/2025	Delta Sigma Theta Sorority, Inc. 2026 Southern Regional Conference Bid Submitted
2/17/2025	Here We Go Again UK FAM
2/18/2025	AMCI Leadership Dinner
2/18/2025	AMCI Annual Meeting - Industry Event - Tampa, FL

2/19/2025	AMCI Tampa Convention Center Tour- 11am
2/19/2025	AMCI Tampa Convention Center Tour- 2pm
2/19/2025	Visit Florida Pre Post Cruise Webinar - Sales Presentation - 2025
2/20/2025	AMCI Splitsville Reception
2/20/2025	Helmsbriscoe Site Visit
2/20/2025	Barcami Lane, Inc. Site Visit
2/20/2025	American Physiological Society - Site Visit
2/20/2025	AMC Institute Site Visit
2/20/2025	Passport Magazine - Jason Heidemann
2/20/2025	AMPED Association Management Site Visit
2/20/2025	Construction Specifications Institute Site Visit
2/20/2025	Andreza Dica & Indica - Andreza Trivillin FAM
2/21/2025	eMaxx Assurance Services Site Visit
2/21/2025	Kelsea Ballerini FAM 2025
2/21/2025	PCMA Summitt - Site
2/21/2025	United States Power Squadrons (USPS) - Site Visit
2/21/2025	Armed Forces Communications and Electronics Association - Site Visit
2/21/2025	Florida Engineering Society - Site Visit
2/21/2025	American Association of Physicians of Indian Origin Meeting with the Mayors Office
2/22/2025	City of Tampa Soulwalk Event
2/22/2025	American Association of Endocrinology (AACE) - Site Visit
2/23/2025	American Planning Association, FL Chapter - Site Visit
2/23/2025	CyberFOX - Site Visit
2/23/2025	NoviAMS - Site Visit
2/24/2025	Gasparilla 2025 Saturday ONLY (1/24) - FAM
2/25/2025	Tampa Chamber of Commerce-Zoom Meeting
2/25/2025	Meeting with Delta Sigma Theta Sorority, Inc. Tampa Chapter
2/26/2025	Crisis Center of Tampa Bay Event-Leadership Tampa Event
2/26/2025	NCAA Women's Final Four - Planning Site 2
3/3/2025	Partner Palooza Events
3/5/2025	UK LUSO - Luxury operator FAM - March 2025 - Leisure
3/5/2025	AVID Planning Site - March '25
3/6/2025	Virtual AMEX Webinar
3/6/2025	Renee Gordon FAM
3/7/2025	Hillsborough Community College-Black, Brown, and College Bound Luncheon
3/10/2025	National Medical Association Site Visit
3/11/2025	Chloe Coney 75th Birthday Site Visit
3/11/2025	Force on Force Site
3/12/2025	Tampa Latin Chamber of Commerce Meeting
3/14/2025	Tampa Police Department Blue Gala
3/14/2025	Greeted Phi Beta Sigma Fraternity at Planning Meeting
3/15/2025	Kerry Whelpdale UK FAM
3/16/2025	Petit Fute FAM 2025
3/17/2025	American Travel Safety Services Association (ATSSA) Planning Site
3/23/2025	German Media Group FAM
3/23/2025	Regent Seven Seas Cruises – Port Activation - March 2025

3/23/2025	United Bikerz Jamboree Site Visit
3/24/2025	Tampa Italian Community Event
3/24/2025	Bausch + Lomb Site Visit
3/25/2025	Imprivata Site
3/26/2025	Family Travel Travpro Xpo 2025 - Virtual Tradeshow - March 2025
3/27/2025	Group Travel Academy Presentation - Virtual Presentation - March 2025
3/27/2025	Globetrotter Guys - Sion Walton-Guest Pride FAM
3/27/2025	Kidd O'Shea - ABC7 Good Morning Washington
3/29/2025	Money Management Institute Site
3/31/2025	National Funeral Directors and Morticians Association Site Visit

4. GEOGRAPHICAL CENTRIC SALES AND MARKETING

Quarter 2 initiatives supporting the needs of the four geographical areas of the County.

Downtown

- Promotion of 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, hotel renovations, and the Springhill Suites opening
- 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
- Help inform plans for new Moffitt hotel development
- 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
- Conduct ongoing hotel partner meetings to maintain awareness of individual strategies and goals

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.

Out of State Campaign

The objective of the Out of State campaign is to drive incremental visitation, higher spending, and overnight stays in Hillsborough County—supporting our partners while sustaining ADR growth and counteracting storm-related perceptions. Our strategy focused on positioning Tampa Bay as a distinctive, desirable destination with both adventure and luxury appeal

Strategies

- Position Tampa Bay as a desired lifestyle destination that is both ‘adventurous and laid back’
- Build luxury into the experience
- Reach new and repeat visitors who may have stayed on the coast to stay in Tampa Bay instead
- Look for new ideas, ways (channels, partnerships, etc.) to be distinct and stand out among the competition

Target Audience

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

Media Strategy

- **Full Funnel Support in Core Feeder Markets**
 - **Focus on High-Potential Markets:** Prioritize regions with the most value based on visitor data and travel ease
 - **Segmentation into Tiers:**
 - **Tier 1 (Priority/Protect): New York (#1), Chicago (#3)**
 - Focus on markets that currently bring the most visitors or have shown the strongest growth. Protect these with increased marketing and promotional efforts
 - **Tier 2 (Legacy/Maintain): Dallas-Ft. Worth (#4), Philadelphia (#5), Washington D.C. (#8), Boston (#9)**
 - Maintain presence in markets that have been consistently performing but may not have as much growth potential
 - **Tier 3 (Sustain/Top-of-Mind): Atlanta (#7)**
 - Implement lower-intensity campaigns (digital and VF focused) to keep Tampa Bay in the minds of potential visitors from these areas without heavy investment
- **Record-breaking impact for 2025**
 - Increased investments enhancing both reach and engagement across various channels, continuing the momentum built off early winter recovery plans on premium video and paid social
- **Premium Media Units**
 - Reflecting the destination's premium nature, the campaign will utilize high impact media units available to stand out amidst advertising clutter while strategically placed along the customer journey
- **Luxury Layering**
 - Media placements are strategically hand selected to reach affluent travelers. Additional contextual layered in 2025 with publications that attract an affluent audience that allow for storytelling of Tampa Bay’s treasures

Highlights

- **Plan Value: \$7.7M**
(additional \$4.3M+ in media value: 2.3x investment)

- **Impressions: 497M**
(+24% overdelivery)
- **Driving Interest from Target Markets:** Increased engagement from key markets with a +5% YoY rise in sessions and +9% growth in new users on VisitTampaBay.com, signaling stronger demand and brand curiosity.
- **Messaging Resonating with Cold-Weather Audiences:** The “Ready to Play,” “Ready to Relax,” and “Ready to Go Wild” campaign themes are connecting with northern travelers seeking a warm-weather escape, helping fuel both visitation and spend from high-value markets
- **Expanded Economic Impact from Key Markets:** New York remains a top market, while Chicago and newly emerged Philadelphia show strong gains in visitor spend, validating recent northern market investments.
- **Affluent Visitors Driving Spend Growth:** Target market visitors were wealthier (63% with HHI \$100K+, +20% vs. avg.) and contributed 19% of total visitor spend—up 4% YoY—showing strong ROI from high-value audience targeting
- **More Diverse Visitor Spend:** Shift from traditional attractions (down to 48% of spend) toward broader experiences like dining (36.8%), shopping (28.3%), and outdoor recreation (10%) reflects a well-rounded economic benefit to the region.

Note: Full Campaign Performance estimate (Jan-Mar actual, Apr-May projected)

Conversion Campaign

Conversion Strategy

- **Objective:** Primary focus on driving room nights for Hillsborough County through targeting travel intenders at decision time of booking journey through OTA's and travel data partners
- **Strategy:** Jan-March period recommendation to utilize Expedia only last year due to rooms being at capacity this year we recommend adding Booking.com to increase reach as bookings potentially less prominent post storm.
- **Key Partners/Tactics in Q1:**
 - **Booking.com & Expedia:** Top OTAs

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

YTD Enriched Data – Estimated Full Market Reach

- **\$36M+** estimated hotel booking revenue for Hillsborough County
- **75x ROAS**
- **153K** estimated booked room nights
- **\$233 ADR**
- Top 5 flight origin DMA
 - Detroit
 - Chicago
 - Ft. Lauderdale
 - Atlantic City
 - Boston
- Top hotel origin DMA
 - Tampa
 - Orlando
 - New York

- Miami
- Atlanta

International 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 Markets:** UK, Germany, Canada
- **Tactics:** Full-funnel plan with OOH (transit, taxi), CTV, and digital partners
 - Included branded taxi swarms and outdoor presence around local sponsorships - Brentford FC, London Art Fair and St. Pauli FC

Full Campaign Performance:

- **Delivered Impressions:**
 - **UK:** 52M
 - **Germany:** 43M
 - **Canada:** 54M
- **Overall Media Value:** 155%
- **Digital Clicks:** 29K
- **Site Users Increased Overall (vs. preceding period): 80%**
- **Trackable ROAS:** 12:1

Make it Tampa Bay Campaign

The objective of Make It Tampa Bay is to increase awareness of Tampa Bay among young professionals in key industries, positioning it as an ideal destination for skilled talent considering relocation in our target markets

- **Performance YTD:**
 - Impressions: 27M
 - Search/PMAX: 180k impressions, 12K clicks; PMAX: 1.3M impressions, 20K clicks
 - Social: LinkedIn (19M impressions, 6.2K clicks); Meta (6M impressions, 6K link clicks)
 - Geo Insights: Top city for new users to site is New York followed by Chicago
- **Upcoming:** Launching additional media support utilizing office buildings, Forbes and CTV in May 2025 post new landing page launch

Meetings Campaign

The objective of the meetings campaign is to drive bookings for meetings and conventions in Tampa Bay and to continue to communicate to 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.

- **Meetings Strategy:**
 - Engage with meeting planners across the US with a focus on industry categories; medical when available
 - Build integrated media plans with key publications and organizations for a broad reach across their audiences
 - Premium placements for maximum brand exposure paired with a high-impact presence at key Conventions, (IMEX, PCMA, MPI, ASAE, Connect Marketplace)
- **Target Audience:** Meeting, convention, and event planners who book for associations, corporate, and multicultural events
 - **Geo-targeted:** East of the Mississippi when available
- **Key Partners/Tactics:**
 - **ASAE:** eNewsletter banners, digital banners, video retargeting, print ads
 - **Black Meetings & Tourism:** eNewsletter banners, print ads, sponsorship at IMEX
 - **FSAE:** Custom eBlast, print ads, print listings
 - **Informa Connect:** Custom eBlasts, destination spotlights
 - **MeetingMentor (Conference Direct):** eNewsletters, 2-page print spread
 - **Meetings Today:** Digital retargeting, YouTube video retargeting, print ads, print bellyband
 - **MPI:** Digital banners, programmatic retargeting, social posts, and custom eBlasts, 2-page print spread
 - **PCMA:** eNewsletter banners, digital banners w/ retargeting, social media, video display,

- print ads, sponsorship activation at PCMA Convening Leaders Conference
 - **Prevue:** eBlasts, eNewsletter banners, print ad
 - **USAE:** eBlasts, eNewsletter banners
- **Performance YTD:**
 - **Impressions + Circulation:** 2.1M
 - **Clicks:** 54K

6. COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$4,575,018 of Added Media Value** for the quarter.

Publication Name	Headline
JRNY Magazine	From French toast to fine dining
Scuttlebutt Gulf Coast	Tampa: The Heart of Florida's Gulf Coast
Yahoo.com	9 places to eat and drink along the Gasparilla parade route in Tampa
Creative Loafing	Tampa's Gasparilla season kicks off this weekend
Thatssotampa.com	FuelFest is coming to Tampa with 800 cars, live drifting, and Fast & Furious stars
Tampa Bay Times (online - TampaBay.com)	Guide to the 2025 Gasparilla Parade of Pirates in Tampa
The Daily Mirror	'Spanish New Orleans' is 20C in January and has ghosts, pirates and manatees
Yahoo.com	WATCH: 2025 Gasparilla pirate invasion
Bay News 9	Generations of pirates flock to Tampa's Gasparilla fest
Tampa Bay Times (online - TampaBay.com)	Gasparilla pirates shiver then shine as day warmed up for the Tampa parade
Yahoo.com	Gasparilla 2025 pirate-goers storm Tampa's shore in 121-year-old tradition
Islands	One Of The Best Destinations To View Manatees In Florida Is A Free Admission Scenic Canal
osprey observer Inc. Online	Connecting To Our History: Riding The Rails Brandon's Limona Station
Travel Courier	Tampa Bay is cool but not cold as the city is happy to host winter-weary travellers
Only In Your State	5 Fun-Filled Places in Florida to Take Restless Kids (That Parents Will Love, too)
The oracle	USF students say MOSI's new dome is impressing, immersive
That's So Tampa	Florida State Fair, one of Tampa's biggest annual events, returns in February
Business Observer	Florida Aquarium surpasses major visitor milestone — again
Laughing Place	Sesame Street Kids' Weekends Return to Busch Gardens Tampa Bay
Blogarama	NEW AT MOSI: Dinosaur Discoveries: Ancient Fossils, New Ideas
Tampa Bay Business Journal (online)	Tampa Bay's economic outlook: Pressure mounts on real estate dynamics, labor shortage
Blogarama	The Legends and History of Gasparilla, One of Tampa's Most Treasured Traditions
ICMA	Conference Education Committee Off to Good Start on 2025 Annual Conference
WFLA News Channel 8	Busch Gardens Tampa Bay closes early due to weather
WFTV-TV	Busch Gardens Tampa to offer free Preschool Card for 2025
The Daily Leader	School Choice Safari at ZooTampa to Help Families Navigate Educational Options
Tampa Bay Times (online - TampaBay.com)	Your Gasparilla pirate parade questions, answered
LiFO	Attica Zoological Park: Why dolphins are being transported outside Greece
Fab Everyday	Kid-Friendly Travel Destinations in Florida Every Family Should Visit
The News & Observer	Florida graduation rates hit new high
The Sun	I visited the overlooked winter sun destination right by world-famous theme parks... and has direct U
Irish Sun	I visited the overlooked winter sun destination right by world-famous theme parks... and has direct U

RV News	EXCLUSIVE: Florida Rain Skews FRVTA Consumer Shows
WFTS-TV ABC Action News (online)	Enjoy Goody Goody Burgers & Pie at the Columbia Cafe on the Tampa Riverwalk
Yahoo.com	Florida Strawberry Festival: 11 things to know from entertainment lineup to ticket prices
WFLA News Channel 8	2 Tampa Bay area restaurants make list of most romantic in the US, according to OpenTable
KLAS-LV (CBS) - Las Vegas	Harlem of the South: Tampa's impact on African-American musicians
Hoodline.com	Tampa Enhances Gasparilla Festivities with Eco-Conscious 'Bead-Free
Yahoo.com	Select 2025 Children's Gasparilla Parade guide
Daily Kos	Florida Aquarium: Shorelines
WWAY-TV	First manatee successfully rescued in N.C. has been released
tampa bay parenting	Valentine's Day Events for Kids and Families in Tampa Bay
activerain.com	The Wonders of MOSI – Museum of Science & Industry in Tampa, FL
Wild 94.1	Tampa Bay Area Plans Multiple MLK Day Celebrations
Covers	Seminole Brighton Bay Hotel and Casino Set to Open February 6
Orlando Informer	Wild Oasis at Busch Gardens Tampa Bay: NEW Details
allears.net	NEW Ride and More Announced for Busch Gardens Tampa!
Yahoo.com	Living the Florida Dream: What it's really like to call Tampa home
Tampa Bay Times (online - TampaBay.com)	Tampa celebrates Doechi's historic Grammy win and shoutout
Gotta Go Orlando	
activerain.com	Release The Kraken! Check out the massive New Ride coming to this year's Midway at the 2025 Florida
Wild 94.1	Explore the American Victory Ship Mariners Museum in Tampa, FL.
Creative Loafing	February Is Packed With Major Events in Tampa Bay
Creative Loafing	First-ever Tampa Art Week kicks off February 19
Axios	Tampa Bay's spring theater calendar finds old favorites, and new works coming to life on, and off, s
WTVT Fox 13	Six events to celebrate Black History Month in Tampa, St. Petersburg
Tampa Bay Times (online - TampaBay.com)	Group works year-round to restore Florida's coral reefs 'for generations to come'
hospitalitynet.com	Sternberg could sell the Rays, but it may not be a quick resolution
Pensacola News Journal (online)	CMAA 2025 World Conference and Club Business Expo
WFLA News Channel 8	12 legendary Florida restaurants that stand the test — and taste — of time
WTSP-TV Online	Robot provides pediatric patients adventures at Florida Aquarium
Yahoo.com	Two Tampa Bay area museums were nominated for one of USAToday's best lists
Tampa Bay Times (online - TampaBay.com)	Big Smoke Meets WhiskyFest Returns to Tampa March 29
WTVT Fox 13	Here's your guide to the 2025 Florida State Fair in Tampa
The Boutique Adventurer	Airside D major announcement expected from Tampa International Airport Monday
osprey observer Inc. Online	16 Most Diverse Cities in the United States: Is Yours on the List?
Main Street Magic - A Walt Disney World Podcast	The Florida Aquarium Debuts New Equipment To Expand Sea Turtle Rehabilitation
Tampa Magazine	Busch Gardens Food & Wine Festival 2025 Details Revealed
TBayToday	Love is in the Air in Tampa Bay
WRBQ-FM	Plan Ahead: Don't miss these events happening in Tampa Bay
Creative Loafing	Things To Do in Tampa This Weekend: Feb. 7-Feb. 9
WJAR-TV	Tampa Theatre's 'Black Love' series continues this weekend
Yahoo.com	Dolphin at Clearwater Marine Aquarium predicts Eagles victory over Chiefs
	Poll: Texans, Cowboys fans eat over 3,400 calories during the Super Bowl. See top 10 list

WJAR-TV	Dolphin at Clearwater Marine Aquarium predicts Eagles victory over Chiefs
fresnobee.com	Fresno ranks among top 10 US cities for Super Bowl spending. How much do we pay for food?
Hoodline.com	Tampa Commuters Alert, STEM Fair and Summit to Disrupt Traffic Near
3dprint.com	3D Printing Webinar and Event Roundup: February 9, 2025
WFTS-TV ABC Action News (online)	Tampa officials to unveil marker for once forgotten African American cemetery
That's So Tampa	The Cross-Bay Ferry is back with year-round scenic service in Tampa
The Tampa Free Press	Tampa Convention Center Makes Waves With New Art Installation And Upgrades
WREG-TV	Florida's 'Protect Marine Wildlife' Specialty License Plate Awards Nearly \$140,000 for Florida Conse
Ocala Star Banner	Tampa Bay Rays preparing to play 2025 regular season at Steinbrenner Field in Tampa
Orlando Style	Margaritaville at Sea Islander
FashionUnited New Zealand	Pink Chicken launches new brand for "everyday adventures"
Ladevi México	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com
WQYK-FM	Tampa Bay Sports Events Expected to Bring \$63 Million to Local Economy in 2025
wfla.com	MOSI's newest exhibit? Mouthwatering BBQ
All American Atlas	5 Best Local Restaurants in Tampa to Try
moneyinc.com	The 30 Best Counties to Live in Florida: Top Picks by Local Real Estate Experts
www.outcoast.com	Your Ultimate Guide to Tampa's Riverwalk Experience
Creative Loafing	Tampa Bay's best live music happening February 13-20
Yahoo.com	What's in a Name: Howard Frankland Bridge and Lowry Park
Yahoo Life	The Best Chain Restaurant Dry-Aged Steaks, Ranked According To Customers
Tampa Bay's Morning Blend- WFTS	MOSI Monday: Creating Buildings Out of Marshmallows & Toothpicks
tampa bay parenting	17 Sensory-Friendly Places in Tampa, Events and Acitivites
ESPN UK	Fantasy baseball impact of new homes for Rays, Athletics
Florida Rambler	Strawberry Festival concert tickets are on sale
Creative Loafing	Boston indie-rock band Slothrust reschedules Tampa show for this spring
Tampa Bay Times (online - TampaBay.com)	Top things to do in Tampa Bay this week: Localtopia, Kelsea Ballerini
WJGL-FM	People are flocking to Florida. Will there be enough water for them?
wfla.com	Three new bagel shops opening in Tampa this year
wfla.com	Florida environmentalists respond to Trump's paper straw ban
Brasilturis.com.br	Amor e luxo na Flórida: conheça experiências exclusivas para casais
tbbwmag.com	Clearwater Marine Aquarium debuts BayCare Kids Check-Up Exhibit (PHOTOS)
Tampa Bay Date Night Guide	Summer Camps in Tampa Bay: FInd the Best Fit for Your Child
The Boutique Adventurer	Best Places in Florida to Watch the Sunset
Bay News 9 online	Haitian artist honored by Tampa Black History Committee
CNN.com	Doechii named Billboard's 2025 Woman of the Year
WUSF	A new development in East Tampa promises to bring jobs and housing to an overlooked neighborhood
Bakersfield.com	55th Annual Raymond James Gasparilla Festival of the Arts Announces 2025 Award Winners
Marine Connection	Help stop dolphin transfer from Greece to USA
Food, Drink, Life	Don't miss these 15 activities for the ultimate spring experience
83 degrees	March arts: Gasparilla International Film Fest, Ouroboros, much more
Suncoast Post	Spring Concerts Bringing A Variety of Artists to Tampa Bay
wfla.com	Your guide to St. Patrick's Day in Tampa

ArcaMax	Travel Trending with Kathy Witt: Margaritaville at Sea Islander is 'heaven on earth with an onion sl
TCPalm	Breeze Airways offering new Florida destination from Orlando, Tampa
Milwaukee Magazine	10 Last-Minute Spring Break Travel Ideas
Yardi	Top 5 Senior Living Events Spring 2025
FinancialContent	TomCo Solutions Expands Community Impact with Building Success Summit in Tampa
Business News this Week	MILAM 2025 Celebrates Outstanding Achievements in 3D Printing
Yahoo Sports	The Rays get 120 hours to make the Yankees' spring stadium their own. Here's how they'll do it
Bradenton Herald	Reports: Bucs agree with DE Haason Reddick on \$14M deal
The Pilot Independent	Bucs bring back WR Chris Godwin on reported \$66M deal
Tampa Bay Times (online - TampaBay.com)	Tampa cafe offers food for free to help those in need
USA Today	Ranking MLB stadiums from 1 to 28*: Baseball's best ballparks for 2025
aol.com	The 20 Best Things To Do In Tampa, Florida
Benzinga	Tampa Bay Empanada Festival Returns for a Flavor-Packed Celebration at Perry Harvey Sr. Park
Orlando Sentinel	Yandy Diaz's tenure with Rays has turned into love story
wfla.com	Tampa Bay Lightning to be featured in animated game later this month
wfla.com	4 Tampa restaurants added to Michelin Guide
Orlando Sentinel	Ybor's Columbia Restaurant overhauls its historic tiles
mor-Tampa Bay	The Rez Grill en el Seminole Hard Rock Hotel & Casino Tampa cibe a la chef Michelle
Orlando Business Journal	New Michelin-recommended restaurants in Orlando showcase diverse flavors - Orlando Business Journal
Daily Voice	E WalletHub Releases List Of Best Cities For St. Patrick's Day
Florida Sun	Clearwater Beach: Tipps für einen Wochenendtrip
Hoodline.com	Hillsborough County Secures \$17.1M for Road Upgrades, Boosts Support for A Kid's Place of Tampa Bay
World Traveler	Florida's Friendly Folk and Fine Food
American Humane Society	Saving Sea Turtles: How American Humane Certified Florida Aquarium is Leading the Fight for Conserva
Gambling News	Hard Rock Casino Tampa Names Industry Veteran Lu Tsai VP of Asian Player Development
wfla.com	Baby kangaroos arrive at the Clearwater Marine Aquarium
Tampa Bay Business Journal (online)	Tampa area investors seek to buy Tampa Bay Rays as MLB pressures a sale, reports say
WQYK-FM	John Cena Returns To Tampa With 4-Day WWE Event
Hernando Sun	Tampa Bay Fossil Club Unearths Big Find
Tampa Bay Times (online - TampaBay.com)	Top things to do in0 Tampa Bay this week: Sting at reggae fest, Ice Age fossils
Bay News 9 online	Mayors, council members, others react to Rays stadium announcement
Ionia Sentinel Standard	Breakaway Music Festival announces Grand Rapids headliners. What to know for 2025
GlobeNewswire	Haivision Showcases Mission-Critical Video Solutions at SOF
Richmond Sentinel	Tampa Bay Rays withdraw from planned \$1.3 billion ballpark in St. Petersburg, citing storms, delays
tampa bay parenting	Introducing the newest pirate ship to invade Tampa Bay: Lost Pearl
WTVT Fox 13	ZooTampa baboon fully recovers from life-changing oral surgery to treat rare dental condition
Watermark	PHOTOS: Out for Business benefits Balance Tampa Bay at BellaBrava
WFLA News Channel 8	?Help Tampa win! Vote for the best steakhouse in the South

News-Press (online)	Buccaneers held inaugural 'She is Football Weekend' to increase opportunities for women in the NFL
98.7 The Shark	Locals Think The Rays Should Build The Next Stadium in These Areas
Business Observer	Tampa land to be developed into warehouse, distribution center
TBayToday	The best parks in Tampa Bay for walks, picnics, and play
National Geographic Traveler (online version)	25 new ways to see the U.S. in 2025
Fastball on SI	Tampa Bay Rays, Colorado Rockies Among Select Few MLB Teams With Flat Valuations
Fox Sports Net	Ranking the top 25 MLB players aged 25 and under in '25
Motorcycle Sports	Chris Godwin turns down staggering \$30M per year from Patriots to stay loyal to Buccaneers on a rema
Fox 13 News	Glazer Children's Museum's Camp Imagination
wfla.com	Straz Center announces 2025-2026 Broadway season lineup in Tampa
KMLF-TV	5Th Annual Women Got Game Summit & Esports Tournament Makes Tampa Debut, Joining Women's College Bas
cruise fever.net	Savannah Bananas Hosting 2nd Cruise Due to Popular Demand
Steemit	Discover the Best Things to Do in Tampa, FL
WQYK-FM	Tampa Ranks High in Southern Living's Best Cities List
Tampa Bay Times (online - TampaBay.com)	Where did the Ybor City chickens come from? Your rooster questions, answered.
Eater	Tampa Bay's Best Bars to Celebrate Women's History Month
Yahoo News	The Most Legendary Cuban Sandwich Is From This Tampa Restaurant
Good Morning Washington	Luxury Defined: Inside the Tampa Edition with Good Morning Washington

Visit Tampa Bay generated **44 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
WTVT Fox 13	Tampa organizations tracking new human trafficking trends
Tampa Bay Business Journal (online)	Power 100: Tampa Bay's most influential business leaders of 2025 named
Tampa Bay Business Journal (online)	Hillsborough tourism surpasses \$1 billion threshold
travelmole.com	Visit Tampa Bay to Inspire UK Art Scene as the Official Destination Sponsor of the London Art Fair
tbbwmag.com	Hillsborough County tourism revenue tops \$1 billion for consecutive third year
WMNF	Hillsborough County tourism tops \$1 billion again despite hurricane challenges
travelmole.com	Hillsborough County Tourism Hits Billion-Dollar Threshold for Third Consecutive Calendar Year
travelandtourworld.com	Hillsborough County Tourism Reaches New Heights With \$1.05 Billion In Revenue For 2024
Tampa Bay Times (online - TampaBay.com)	Michelin Guide adds 'recommended' restaurants in Orlando and Miami, but not Tampa
tbbwmag.com	Visit Tampa Bay brings local art to global stage as sponsor of London Art Fair
Yahoo News	Michelin Guide adds 'recommended' restaurants in Orlando and Miami, but not Tampa (2)
Art Plugged	Visit Tampa Bay Brings Florida Flair to the London Art Fair as Official Destination Sponsor
espeaks.co.uk	Michelin Guide Adds Recommended Restaurants in Orlando and Miami, Not Tampa (3)
travelmole.com	Tampa Bay to shine at London Art Fair
The financial	Hillsborough County's Tourism Record November Revenue Passes \$100 Million for First Time Ever
WFLA News Channel 8	Visit Tampa Bay and Ya La'Ford are ready to inspire the London Art Fair
MSN	Gasparilla brings 'boom' to local businesses

Bay News 9	Strong Bay area tourism numbers expected to continue into new year
WTVT Fox 13	Push on to bring more visitors to Tampa Bay
Smart Meetings	Going Beyond Green
Tampa Bay Times (online - TampaBay.com)	Pinellas restaurants can earn Michelin stars at last
Centro Tampa	Los restaurantes de Pinellas ahora pueden ganar estrellas Michelin
Panrotas	Turismo de Tampa Bay registra US\$ 1,16 bilhão em receitas em 2024
Tampa Bay Business Journal (online)	Messi mania hits Tampa as Inter Miami prepares for preseason match against Orlando City
WTVT-TV	Hillsborough County tourism leaders celebrate record-breaking year
Yahoo.com	Hillsborough County tourism leaders celebrate record-breaking year
Telemundo49.com	Tampa esta lista para la Messimanía
Pasillo Turístico	Visit Tampa Bay destaca la importancia del mercado mexicano
WFLA-daytime	Daytime - Keel & Curly Hidden Treasure
TravelAbility Insider	Tampa is Florida's First Accessible City
WTVT-TV FOX 13	Santiago & Hillsborough County TDT
Partner Buzz (Brentford FC Newsletter)	Players' artwork to be auctioned for Heart of West London
www.atlasobscura.com	From Cigar Boom to Culinary Gem: 10 Essential Spots in Ybor City
Tampa Bay Business Journal (online)	Power 100: Here are Tampa Bay's most influential business leaders of 2025
Suncoast News	Ultra luxury cruise ship makes maiden voyage to Port Tampa
blackmeetingsandtourism.com	TAMPA BAY IS READY TO ENGAGE
Tampa Bay Business Journal (online)	Hillsborough County tourism shatters records with \$123M in January revenue
WTVT-TV FOX 13	Tampa expects boost in tourism after 4 restaurants get added to Michelin Guide's recommended list
Yahoo News	Tampa expects boost in tourism after 4 restaurants get added to Michelin Guide's recommended list (2)
sports.yahoo.com	Visit Tampa Bay takeover for Aston Villa fixture
WFLA News Channel 8	¡Vámonos! Tampa's first nonstop flight to South America takes off March 30
Hotels Above Par	An Insider Guide to Tampa Bay, Florida
OneFootball	Visit Tampa Bay takeover for Aston Villa fixture (2)
Good Morning Washington	Top 2025 Destinations: Good Morning Washington's Luxury Guide to Tampa (SC)

7. **TOURISM ADVOCACY**

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

Visit Tampa Bay Leadership produced and attended **26 Tourism Advocacy Events** in the quarter:

Date	Event Name
1/6/2025	Hillsborough County Commissioner Chris Boles
1/7/2025	Cameron Pennant, Hillsborough County
1/14/2025	Wyman Duggan, FL House of Representatives-Chair Ways & Means
1/14/2025	Tourism Day Value of Tourism Exposition
1/18/2025	Brentford Activation
1/25/2025	Gasparilla
2/7/2025	Florida Restaurant & Lodging Association & RSA Consulting Group
2/13/2025	Tourist Development Council
2/13/2025	Mayor's Hispanic Advisory Council
2/17/2025	Florida Restaurant & Lodging Association & RSA Consulting Group

3/6/2025	Leadership Tampa Bay
3/6/2025	Leadership Tampa Bay Tourism Panel
3/18/2025	Hannah Dineen, ABC Action News
3/25/2025	Senate Community Affairs Committee
3/25/2025	RSA Consulting
3/26/2025	Senator Jason Pizzo
3/26/2025	Representative Karen Gonzalez Pittman
3/26/2025	Representative Will Robinson
3/26/2025	Representative Michael Owen
3/26/2025	Minority Leader Fentrice Driskell
3/26/2025	Senator Stan McClain
3/26/2025	Senator Darryl Rouson
3/26/2025	Senator Danny Burgess
3/26/2025	Senator Shev Jones staff
3/26/2025	Senator Jay Collins or staff
3/26/2025	Representative Susan Valdes

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

Date	Event Name
1/6/2025	Ann Madsen, Centre for Women
1/7/2025	Ignacio Barron Viela, Florida Orchestra
1/8/2025	Alis Drumgo, Capital City Consulting
1/8/2025	Jon Albert, Jack & Jill Cancer Foundation
1/13/2025	Hunden Partners, Kickoff Discussion
1/15/2025	Dani Quiles, University of South Florida
1/15/2025	COHT Proclamation & Chair's Annual Report during BOCC Meeting
1/16/2025	Hanif Andrews, Bank of America
1/22/2025	Hunden Partners & Tampa Convention Center
1/24/2025	Waves of Change Women's Leadership Luncheon
1/26/2025	Jack & Jill Meet & Greet
2/5/2025	Hunden Partners
2/6/2025	Fresh from Florida Breakfast
2/6/2025	Governor's Day Luncheon
2/6/2025	Hunden Partners
2/13/2025	Kansas City Chamber
2/14/2025	Hunden Partners, Discussion
2/16/2025	HSMAI Adrian Awards
2/20/2025	Nicole Travis, URP Advisors
2/21/2025	Kansas City Chamber
2/21/2025	American Association of Physicians of Indian Origin

2/27/2025	Commission on Human Trafficking
3/3/2025	FL Strawberry Festival Parade Day Luncheon
3/4/2025	Student Television Network
3/4/2025	Laura McElroy & Maya Bertig
3/4/2025	Juan Lopez, City of Tampa
3/4/2025	Hillsborough Business Leaders Quarterly
3/12/2025	Aileen Rodriguez Rogers
3/12/2025	Tampa Bay Latin Chamber of Commerce
3/12/2025	Hunden Partners & Darryl Shaw, Casa Ybor
3/12/2025	Hunden Partners & Craig Richard, Tampa Bay EDC
3/12/2025	Hunden Partners & HCP Associates, Sean Coniglio
3/12/2025	Hunden Partners & Ybor City Chamber of Commerce - Lee Bell
3/18/2025	John Lambeth, Civitas
3/20/2025	Carl Harness, Melody Harness, Mark Perry
3/26/2025	Presentation/Fireside chat at Digital Marketing Summitt
3/26/2025	Greater Tampa Bay Realtors 14th Annual Global Symposium
3/27/2025	Commission on Human Trafficking Board of Directors Meeting
3/28/2025	Hunden Partners Placemaking

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 **610 Referrals** to local businesses. We produced **13 Local Industry and Partner Tourism Events** and attracted **42 New Partners** in the Quarter.

Date	Event Name
1/16/2025	Partnership Orientation - January 2025
1/22/2025	Get Ready for Gasparilla Activation
1/29/2025	Guest Experience Training (GET) January
1/29/2025	Guest Speaker - USF Hospitality Class
1/31/2025	Lunch & Learn - HSMAI Florida Gulf Coast Chapter Launch
2/5/2025	Business by the Bay - SoireEstate
2/12/2025	Keys to Success - Florida State Fairgrounds
2/19/2025	Partnership 201 - February 2025
2/28/2025	TCC NFL Partnership Game - Partner Event - Washington, DC
3/11/2025	Business by the Bay - Tampa Bay History Center
3/20/2025	Ring in Spring Celebration
3/27/2025	Guest Experience Training (GET) NCAA TDP
3/31/2025	Guest Experience Training (GET) Training 1 - WFF Volunteers

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

JoLynn M. Lokey, COO
Print Name and Title



Signature

05/29/2025
Date