

Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending March 31, 2021

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$2,380,720.26
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$2,380,720.26
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, 2020 **\$4,761,440.52**

1. **SALES** – Leisure Sales had **1,077 Customer Interactions** in the Quarter. Convention Sales generated **51,096 Definite Room Nights** resulting in **\$8,456,182 of 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 **16 Out-of-Market Events** in the quarter:

Date	Event Name
1/25/2021	Visit Florida Marketing Council - Industry Event - Virtual
1/30/2021	AAA Northeast 2021 Travel Marketplace - Tradeshow - Virtual Event
2/7/2021	Sunday Funday Live Quiz - SuperBowl 2021
2/8/2021	Florida Huddle 2021 - Trade Show - Virtual Event
2/11/2021	TTG Digital Destinations Festival 2021
2/12/2021	Florida Huddle 2021 - Presentation - Virtual Event
2/24/2021	Destinos Aviareps Latin America 2021 - Trade Show - Virtual Event
3/1/2021	Religious Conference Managers Association - Trade Show - Charlotte, NC
3/9/2021	Internationale Tourismus-Börse (ITB) Berlin, Germany 2021 - Virtual Trade Show - Germany
3/12/2021	Meeting Professionals International Webinar - Sales Presentation
3/15/2021	Brand USA 2021 one to one business meetings - Virtual Trade Show -
3/23/2021	Unite Virtual Visit USA 2021
3/23/2021	Society of Government Meeting Prof. (SGMP)EDU Virtual Conference
3/24/2021	AAA 2021 March Travel Show - Tradeshow - Virtual Event
3/24/2021	FL Society of Association Executives (FSAE) - Meeting Planner Roundtable - Virtual Call
3/25/2021	Thomas Cook Staff Training 2021

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

Date	Event Name
1/5/2021	Cambridge May Event - Site
1/12/2021	State Campground Association Executive Directors Presentation - Sales Presentation
1/13/2021	Meetings Professional International (MPI) Tampa Bay - Finance Call - Industry Event
1/14/2021	Marcy Manley with WPI Events - Site
1/14/2021	WPI Event Partners - Site
1/20/2021	Destinations International - Site
1/21/2021	Society of Government Meeting Prof. (SGMP) National Board Meeting Call - Industry Event
1/22/2021	Mary Murray - FAM
1/24/2021	Sunday Times (UK) - FAM
1/25/2021	Meetings Professional International (MPI) Tampa Bay Virtual Board Meeting - Industry Event
2/9/2021	Building Owners and Managers Assoc Tampa Bay - Site
2/12/2021	Tasty Chomps - Media/PR FAM
2/16/2021	Air Medical Transport Conference Planning Site
2/18/2021	Connect Marketplace Planning Site
2/19/2021	Andreza Dica e Indica FAM
2/23/2021	American Academy of Dermatology Virtual Site
2/25/2021	Blue Light LLC - Site
3/1/2021	Traveling with Denella - Media/PR FAM
3/2/2021	Visit Florida Chile Tour Operator 2021 - Virtual webinar
3/3/2021	Intersport Site
3/3/2021	American Staffing Association - Annual Meeting 2023
3/3/2021	HelmBriscoe FAM Amy Martel Team
3/3/2021	Disable American Veterans
3/4/2021	Engage Tourism (Leisure FAM) Unlock Tampa Bay Reception
3/4/2021	Engage Tourism 2021 FAM - Leisure FAM
3/5/2021	National Conference of State Legislatures Virtual Site
3/8/2021	American Academy of Dermatology Virtual Site - CAMLS
3/8/2021	Hybrid Group - JW Site
3/10/2021	Southern Economic Development Council 2021 Services Planning Site
3/11/2021	Turning Point USA July 2021
3/18/2021	VISIT FLORIDA Rota de Ferias - Media/PR FAM
3/19/2021	American Way LATAM - Media/PR FAM
3/19/2021	American Association of Physicians of Indian Origin - Sales Presentation
3/21/2021	VISIT FLORIDA Smithsonian Magazine - Media/PR FAM
3/22/2021	Orthopedic Research Society Services Planning Site
3/23/2021	Visit Florida Mexico 2021 Viajes el Corte Ingles - Virtual webinar
3/25/2021	International Talent Showcase July 2024
3/26/2021	US Army/Forward Selection Site
3/26/2021	Amber Love Forbes - Media/PR FAM
3/29/2021	Elks Planning Site
3/30/2021	American Conference of Academic Deans

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING** New initiatives put in place supporting the needs of the four geographical areas of the County.

Downtown

- Apply the Hybrid Meeting Grant program to retain existing conventions, extend pre/post length of stay, and promote the destination to virtual attendees
- Direct rescheduled events to need periods based upon pace performance

- Continue identifying and pursuing displaced conventions resulting from closures or postponements
- Document and share success stories from events operating within new safety guidelines
- Proactively communicate with convention organizers and partners for timely adjustments
- Promote new developments and renovations
- Secure destination showcasing opportunities and industry events
- Pursue new citywides and revisit events that had outgrown the destination
- Conduct monthly strategic sales meetings with downtown partners
- Focus on new demand generators such as the Morsani College of Medicine

East Tampa

- Continue promoting Florida State Fairgrounds and other large venues to events with physical distancing requirements
- Highlight accessibility of East Tampa hotel products for meetings from within the drive market
- Maintain increased group demand produced by SportsPlex of Tampa Bay
- Focus on the shifts in leisure travel resulting from the new Seminole Hard Rock inventory

North Tampa

- Continue promoting USF facilities and Yuengling Center to events with physical distancing requirements
- Highlight accessibility of North Tampa hotel products for meetings from within the drive market
- Promote outdoor spaces in attractions and recreation areas for offsite events and activities
- 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
- Apply resources to uncover large conventions from fraternal organizations, faith-based events, youth programs and network marketing companies specifically during the summer and in need months

West Tampa

- Increase emphasis on securing meetings from local/regional corporations
- Encourage creation of bounce back offers and meeting incentives during recovery
- Target weekday meeting and convention business covering the Monday-Thursday pattern as business travel continues returning
- Continue collecting partner safety measures implemented at individual properties

5. **MARKETING & COMMUNICATIONS** The FY21 Response Campaign continued delivering conversions with lower-funnel OTA and travel data partners January through March 2021.

- Delivery of over 430.1M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives through March 2021
 - \$24.3M in Enriched hotel booking revenue
 - \$15.1M in Observed hotel booking revenue
- The Priceline Spring Sale generated \$169K of incremental hotel booking revenue and 667 room nights booked for Hillsborough County
- Inspirational :30 video through Over-The-Top (OTT) and Connected TV (CTV) platforms in key out-of-state and in-state feeder markets delivered over 23M video impressions with a high completion rate of 97% and over 7.3M display impressions to extend frequency against those served the video ad through March 2021

Recovery Campaign Results

- ADR ranges from \$125-\$150
 - Kayak had the highest ADR at \$150

- Priceline ADR remains the lowest at \$125 – this is expected due to the heavy discount nature of the platform
 - Increased from \$118 in February 2021
- Travel window: Remains short but we are starting to see increases in longer booking windows
 - Expedia (March only): 0-to-6-day window now has the highest % of bookings with 26%, followed closely by 31-60 days at 22%
 - 21 to 30 days: 13%
 - 7 to 13 days: 12%
 - 14 to 21 days: 10%
 - Priceline has an average booking window of 8.5 days (March only)– which is up 44% from the same time period last year
 - Remains longer in Adara Impact at 13.4 days
- Traveler Profile
 - 66% of trips booked are 35-44 and 45-54 years old
 - 65% Leisure, 35% Business
 - 70% are multi-adult trips
 - Down from 74% in February. Family trips increased slightly in March from 10% to 13%
- Top 5 flight origin markets
 - Chicago (CHI)
 - Philadelphia (PHL)
 - Boston (BOS)
 - New York (JFK)
 - Newark (EWR)
- Top hotel origin markets
 - Tampa
 - New York
 - Orlando
 - Miami
 - Chicago

Learnings & Optimizations:

- Learnings
 - We continue to see strong performance in our legacy markets: Chicago, Philadelphia, New York, Orlando and Miami
 - ROAS and ADR continue to rise as we get into spring/summer
 - Expedia, yielded the strongest ROAS at 76x, up from 66x in February 2021
 - Increase due to recent hotel audit which increased the number of Hillsborough County hotels that are measured in the campaign
 - Kayak had the second highest ROAS (16x)
 - Sojern, had the highest CTR and increased reach to target people in the mid-funnel/inspiration stage of the journey
- Optimizations
 - April-June 2021 media strategy and budget allocation were informed by these learnings
 - Majority of investment falls with Expedia due to high level of ROAS
 - Priceline investment was slightly decreased and shifted to Expedia to garner higher revenue and ADR
 - Kayak and Sojern budgets were increased as we have seen strong ROAS and high ADR
 - New HTML5 banners will begin in April 2021
 - Adara Media budget was decreased in 2Q and will be phased out after that as their business model will no longer support media management and will only be selling data

Anti-Human Trafficking Campaign Results

Overview:

- Campaign Dates: November 2020-June 2021
- Reporting Dates: November 2020-February 2021
- Geography
 - Tampa Bay DMA (Hillsborough County)
 - Near/surrounding where NFL activity is concentrated
 - Downtown Tampa
 - Dale Mabry/Raymond James Stadium
 - Westshore/International Plaza
- Sustaining Efforts to Extend into Known Hotspots
 - East Tampa (Adamo Drive/Broadway)
 - Plant City
- Target Audiences
 - Residents of the Greater Tampa Bay region
 - Visitors (primarily related to the Super Bowl)
 - Hotel employees and other businesses where activity occurs.
- Creative Messaging Platform
 - Build awareness that this is happening in Tampa Bay all year long
 - Be diverse in terms of who is represented as victims
 - How to notify authorities is paramount to the communication

Objective & Strategy:

- Objective: Raise awareness around the issue of human trafficking, recognize the signs and learn how to report suspected activity
- Strategy: Educate and empower: Unify Tampa Bay in recognizing human trafficking and stopping it in our community

Media Mid-Campaign Performance:

- The multi-channel campaign includes TV, Radio, OOH Posters & Bulletins, Bus Exterior,* Transit Shelters, Car Wraps, Mobile Billboard and PSA Print
- Media Delivery to Date: November 2020 - February 2021
 - Impressions: 43MM
 - Estimated Media Value: \$283K
 - Media Budget (Nov '20 – Feb '21): \$117K
 - Media Value Over-Delivery: 242%

6. COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE

Visit Tampa Bay has been featured in the following **Destination Media Placement in resulting in \$8,456,182 of Added Media Value** for the quarter.

Publication Name	Headline
tbbwmag.com	Looking Back on 2020 - TBBW
baynews9.com	With Super Bowl Ahead, Outback Bowl Providing National Event Prep For Raymond James Stadium
businessobserverfl.com	Hospitality industry confab picks area for major late summer event - in person
USAE Newsletter	MW Industry News
USAE Newsletter	Hilton Downtown Tampa in Industry News
www.abcactionnews.com	Tampa city officials, business owners hope Super Bowl LV gives the economy a boost
bizjournals.com	Super Bowl LV in Tampa: Hospitality reality
wtspace.com	Hotels begin to fill up ahead of Super Bowl LV, but nowhere near pre-pandemic levels
thetravelvertical.com	Visit Florida Saga Continues as 11 CVBs Quit Rather Than Divulge Salaries

thetravelvertical.com	News From Super Bowl's Visit Tampa Bay, Brand USA, Visit California & Tourism Diversity Matters
The Telegram	'Hoping and praying': Tampa eyes Super Bowl windfall despite COVID-19 crunch
bizjournals.com	Tampa Convention Center to host state's official travel trade show in 2022
WHIO-TV Online	SC On Air Segment - CBS Dayton Ohio 2/6
WITI-MILW (FOX) FOX 6 Milwaukee	SC on Economic Impact
Bay News 9	SC Excitement for SBLV - 4PM News
Bay News 9	SC Excitement for SBLV - 3PM News
Bay News 9	SC Excitement for SBLV - 2PM News
Bay News 9	SC Excitement for SBLV - 1PM News
Central Florida News 13	SC Excitement for SBLV - 11 AM News
Bay News 9	SC Excitement for SBLV - 10AM News
Central Florida News 13	SC Excitement for SBLV - 9 AM News
Bay News 9	SC Excitement for SBLV - 9AM News
Central Florida News 13	SC Excitement for SBLV - 8AM News
WITI-MILW (FOX) FOX 6 Milwaukee	SC on Economic Impact - 9AM News
KSMO-KCTV5	SC on SB Precautions - 7:30PM News
KSMO-KCTV5	SC on SB Precautions - 6PM News
KSMO-KCTV5	SC on SB Precautions - 4PM News
Bay News 9	SC on Tickets to SBLV - 4PM News
Bay News 9	SC on Tickets to SBLV - 3PM News
Bay News 9	SC on Tickets to SBLV - 2PM News
Bay News 9	SC on Tickets to SBLV - 1PM News
Central Florida News 13	SC Ticket Prices - 11AM News
Central Florida News 13	SC Ticket Prices - 9AM News
Bay News 9	SC on Tickets to SBLV - 10AM News
Bay News 9	SC on Tickets to SBLV - 9AM News
KSMO-KCTV5	SC on SB Precautions - 7AM News
KSMO-KCTV5	SC on SB Precautions - 6AM News
KSWT (CBS)	SC on Tampa's Preparedness
WVSN-DT2 FOX 59	SC on Tampa's Preparedness 10PM News
KSCW	SC Tampa's Preparedness 9AM News
KLAS-LV (CBS) - Las Vegas	SC Tampa's Preparedness 6:30PM News
KTVN-TV	SC Tampa's Preparedness 4PM News
KKTV (CBS)	SC on Tampa's Preparedness 4PM News
WLOX (ABC)	SC on Tampa's Preparedness 5PM News
KWTX-WAC (CBS) Waco, TX	SC on Tampa's Preparedness 5PM News
WLNS (CBS) Lansing, MI	SC on Tampa's Preparedness 5PM News
WABI (CBS)	SC on Tampa's Preparedness 5PM News
WDBJ (CBS)	SC on Tampa's Preparedness 5PM News
baynews9.com	Could Be Two Weeks Before We Know True Economic Impact of Super Bowl LV
WTOC-TV	SC on Tampa's Preparedness 4:30PM News
KOLD-TV (CBS)	SC on Tampa's Preparedness 12PM News
KEYT (ABC)	SC on Tampa's Preparedness 11AM News
KXII	SC on Tampa's Preparedness 12PM News
KZTV (CBS)	SC on Tampa's Preparedness 12PM News
KRIS (NBC)	SC on Tampa's Preparedness 12PM News
WECP-TV	SC on Tampa's Preparedness 12PM News
KSCW	SC Tampa's Preparedness 10AM News

YOLO (CBS) 4	SC on Tampa's Preparedness 12PM News
WWTW (CBS)	SC on Tampa's Preparedness 12PM News
WCAV-TV (CBS)	SC on Tampa's Preparedness 12PM News
KKTW (CBS)	SC on Tampa's Preparedness 9AM News
KSCW	SC Tampa's Preparedness 10AM News
KSVT (FOX)	SC on Tampa's Preparedness 8AM News
KSCW	SC Tampa's Preparedness 8AM News
KCOY-SBA (CBS)	SC on Tampa's Preparedness 6PM News
KEYT (ABC)	SC on Tampa's Preparedness 6AM News
KKFX-SBA (FOX)	SC on Tampa's Preparedness 6AM News
WTOL	SC on Tampa's Preparedness 9AM News
KTVQ (CBS)	SC on Tampa's Preparedness 6AM News
KMTV (CBS)	SC on Tampa's Preparedness 6AM News
KSCW	SC Tampa's Preparedness 7AM News
KXII	SC on Tampa's Preparedness 6AM News
KXII	SC on Tampa's Preparedness 6AM News
WCBI	SC on Tampa's Preparedness 6AM News
KFDA (CBS)	SC on Tampa's Preparedness 6AM News
KAUZ-TV	SC on Tampa's Preparedness 6AM News
WNYF (FOX)	SC on Tampa's Preparedness 7AM News
KNPN (FOX)	SC on Tampa's Preparedness 6AM News
KTVQ (CBS)	SC on Tampa's Preparedness 5AM News
WKBT (CBS)	SC on Tampa's Preparedness 6AM News
KBTX	SC on Tampa's Preparedness 5AM News
KYTX-TV	SC on Tampa's Preparedness 5AM News
KWCH (CBS)	SC on Tampa's Preparedness 5AM News
KNOE (CBS)	SC on Tampa's Preparedness 5AM News
KAUZ-TV	SC on Tampa's Preparedness 5AM News
WNYF (FOX)	SC on Tampa's Preparedness 6AM News
WWNY (CBS)	SC on Tampa's Preparedness 6AM News
WKBT (CBS)	SC on Tampa's Preparedness 5AM News
KBTX	SC on Tampa's Preparedness 4:30AM News
WDEF (CBS)	SC on Tampa's Preparedness 5AM News
KWCH (CBS)	SC on Tampa's Preparedness 4AM News
WFMY-TV-Online	SC on Tampa's Preparedness 5AM News
WBNS (CBS)	SC on Tampa's Preparedness 4AM News
WTOL	SC on Tampa's Preparedness 4:30AM News
WISC-TV	SC on Tampa's Preparedness 10PM News
WMSN (FOX)	SC on Tampa's Preparedness 9PM News
WAFB-TV Online	SC on Tampa's Preparedness 5PM News
KSMO-KCTV5	SC on SB Precautions - 4PM News
WMBD (CBS)	SC on Tampa's Preparedness 4AM News
KTAB (CBS)	SC on Tampa's Preparedness 12PM News
KSLA-TV	SC on Tampa's Preparedness 12PM News
KFVS (CBS)	SC on Tampa's Preparedness 12PM News
WNEM (CBS)	SC on Tampa's Preparedness 9AM News
KXLH (CBS)	SC on Tampa's Preparedness 6AM News
KRTV (CBS)	SC on Tampa's Preparedness 6AM News
KBZK (CBS)	SC on Tampa's Preparedness 6AM News
KREX (CBS)	SC on Tampa's Preparedness 6AM News

KSMO-KCTV5	SC on SB Precautions - 7AM News
KPAX (CBS)	SC on Tampa's Preparedness 5AM News
KLST (CBS)	SC on Tampa's Preparedness 6AM News
KRTV (CBS)	SC on Tampa's Preparedness 5AM News
KXLH (CBS)	SC on Tampa's Preparedness 5AM News
KVLY (NBC)	SC on Tampa's Preparedness 6AM News
KXJB (CBS)	SC on Tampa's Preparedness 6AM News
KREX (CBS)	SC on Tampa's Preparedness 5AM News
WIBW (CBS)	SC on Tampa's Preparedness 6AM News
KEYC (CBS)	SC on Tampa's Preparedness 6AM News
KLAS-LV (CBS) - Las Vegas	SC Tampa's Preparedness 4AM News
WKYT (CBS)	SC on Tampa's Preparedness 6AM News
WTRF-TV online	SC on Tampa's Preparedness 6AM News
KOLD-TV (CBS)	SC on Tampa's Preparedness 4:30AM News
WNEM (CBS)	SC on Tampa's Preparedness 6:30AM News
WDBJ (CBS)	SC on Tampa's Preparedness 6AM News
WTHI (CBS)	SC on Tampa's Preparedness 6AM News
KSMO-KCTV5	SC on SB Precautions - 4AM News
WKYT (CBS)	SC on Tampa's Preparedness 5:30AM News
KSLA-TV	SC on Tampa's Preparedness 4:30AM News
WIAT (CBS)	SC on Tampa's Preparedness 4:30AM News
KSLA-TV	SC on Tampa's Preparedness 4:30AM News
WNEM (CBS)	SC on Tampa's Preparedness 5:30AM News
WDBJ (CBS)	SC on Tampa's Preparedness 5AM News
WHJL (CBS)	SC on Tampa's Preparedness 4:30AM News
WIVB (CBS)	SC on Tampa's Preparedness 4AM News
WNLO	SC on Tampa's Preparedness 4AM News
WNEM (CBS)	SC on Tampa's Preparedness 4:30AM News
KPSP (CBS)	SC on Impact of Covid
KESQ (ABC)	SC on Impact of Covid 5PM news
WCSC (CBS)	SC on Impact of Covid 7PM news
WCSC (CBS)	SC on Impact of Covid 7:30PM news
KSCW	SC on Impact of Covid 6PM News
KYTX-TV	SC on Impact of Covid 6PM news
KKTV (CBS)	SC on Impact of Covid 12PM News
KWTX-WAC (CBS) Waco, TX	SC on Impact of Covid 12PM News
KLAF	SC on Tampa's Safety and Businesses 6 PM News
KGET-TV	SC on Tampa's Safety and Businesses 12 PM News
KCWY (NBC)	SC on Tampa's Safety and Businesses 12 PM News
KGWN-TV	SC on Tampa's Safety and Businesses 12 PM News
KOB-ABQ (NBC)	SC on Tampa's Safety and Businesses 4 PM News
KBJR (NBC)	SC on Tampa's Safety and Businesses 11AM News
WREX (NBC)	SC on Tampa's Safety and Businesses 12PM News
WKTV (NBC)	SC on Tampa's Safety and Businesses 12 PM News
WWLP	SC on Tampa's Safety and Businesses 12 PM News
WOWT (NBC)	SC on Tampa's Safety and Businesses 11AM News
WMTV (NBC)	SC on Tampa's Safety and Businesses 11AM News
WALB (NBC)	SC on Tampa's Safety and Businesses 12 PM News
KOLD-TV (CBS)	SC on Economic Impact 4PM News
WIVB (CBS)	SC on Economic Impact 5:30 PM News

WISC-TV	SC on Economic Impact 4PM News
WCTV (CBS)	SC on Economic Impact 4 PM News
WKYT (CBS)	SC on Economic Impact 12PM News
KOLD-TV (CBS)	SC on Economic Impact 4PM News
WDAM (NBC)	SC on Tampa's Preparedness 12PM News
Entravision/Univision	SC on Tampa's Preparedness 11PM News
Entravision/Univision	SC on Tampa's Preparedness 6PM News
KSWT (CBS)	SC on Tampa's Preparedness
KOSA (CBS)	SC on Tampa's Preparedness 6AM News
KOSA (CBS)	SC on Tampa's Preparedness 5AM News
KAVU (CBS)	SC on Tampa's Preparedness 6AM News
WCTV (CBS)	SC on Economic Impact 7 AM News
KFVS (CBS)	SC on Economic Impact 5 AM News
NY1N	SC on Setting a Good Example 2 PM News
YNN Albany Spectrum	SC on Setting a Good Example 5 PM News
SPNWS - Spectrum	SC on Setting a Good Example 2 PM News
TWCN - Spectrum	SC on Setting a Good Example 4 PM News
YNN Albany Spectrum	SC on Setting a Good Example 4PM News
Spectrum North Carolina	SC on Setting a Good Example 4PM News
News 14 Triangle Spectrum	SC on Setting a Good Example 4PM News
News Triad Spectrum	SC on Setting a Good Example 4PM News
YNN Rochester Spectrum	SC on Setting a Good Example 4PM News
TWCN - Spectrum	SC on Setting a Good Example 4 PM News
YNN Albany Spectrum	SC on Setting a Good Example 5 PM News
News Central NY Syracuse Spectrum	SC on Setting a Good Example 4PM News
YNN Albany Spectrum	SC on Setting a Good Example 4PM News
SPNWS - Spectrum	SC on Setting a Good Example 4PM News
YNN Albany Spectrum	SC on Setting a Good Example 3PM News
Spectrum North Carolina	SC on Setting a Good Example 3PM News
News 14 Triangle Spectrum	SC on Setting a Good Example 3PM News
News Triad Spectrum	SC on Setting a Good Example 3:30PM News
YNN Rochester Spectrum	SC on Setting a Good Example 3PM News
NY1N	SC on Setting a Good Example 4 PM News
TWCN - Spectrum	SC on Setting a Good Example 3PM News
News Central New York Spectrum	SC on Setting a Good Example 3PM News
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TWCN - Spectrum	SC on Setting a Good Example 3PM News
YNN Albany Spectrum	SC on Setting a Good Example 2PM News
Spectrum North Carolina	SC on Setting a Good Example 2PM News
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SPNWS - Spectrum	SC on Setting a Good Example 2 PM News
TWCN - Spectrum	SC on Setting a Good Example 1PM News
YNN Albany Spectrum	SC on Setting a Good Example 1PM News
Spectrum North Carolina	SC on Setting a Good Example 1PM News
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News Triad Spectrum	SC on Setting a Good Example 1PM News
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TWCN - Spectrum	SC on Setting a Good Example 1PM News
News Central New York Spectrum	SC on Setting a Good Example 1PM News
News Central NY Syracuse Spectrum	SC on Setting a Good Example 1PM News
TWCN - Spectrum	SC on Setting a Good Example 12PM News
Spectrum North Carolina	SC on Setting a Good Example 12PM News
YNN Albany Spectrum	SC on Setting a Good Example 12PM News
News Triad Spectrum	SC on Setting a Good Example 12PM News
News 14 Triangle Spectrum	SC on Setting a Good Example 12PM News
YNN Rochester Spectrum	SC on Setting a Good Example 12PM News
TWCN - Spectrum	SC on Setting a Good Example 12 PM News
YNN Albany Spectrum	SC on Setting a Good Example 12PM News
NY1N	SC on Crowds at SBLV 6AM News
NY1N	SC on Crowds at SBLV 10AM News
NY1N	SC on Crowds at SBLV 8AM News
NY1N	SC on Crowds at SBLV 6AM News
Tampa Bay Times	Super Bowl fills two-thirds of Hillsborough County's hotel rooms
travelmarketreport.com	Florida's Tourism Recovery Has Been Uneven, Biggest Challenge Still Return of Business Travel
travelmole.com	Super Bowl 55 comes to Tampa and we talk to the local CVB
Panrotas	Florida Huddle 2021 já inicia com o anúncio do evento de 2022
Tampa Bay Business Journal	New digital operating system allows Visit Tampa Bay to track tourism, economic impact more effective
Tampa Bay Business Journal	New digital operating system allows Visit Tampa Bay to track tourism, economic impact more effective
Tampa Bay Business Journal	Tampa Bay hotels score big with Super Bowl, exceed previous host year numbers
Mercado&Eventos	Florida Huddle tem início com mais de 7 mil reuniões e retorna à Tampa Bay em 2022
Mercado&Eventos	DESTINOS Florida Huddle Flórida aposta em nova tendência de viagens pós-pandemia
Brasilturis.com.br	Tampa sediará Florida Huddle 2022
quebec.openjaw.com	VISIT FLORIDA Announces Florida Huddle 2022
TampaBay.com	Super Bowl 55 weekend filled Hillsborough hotels to 92 percent capacity
bizjournals.com	New digital operating system allows Visit Tampa Bay to track tourism, economic impact more effective
USAE Newsletter	Santiago & Local Officials During SBLV Lead Up Week
bizjournals.com	Tampa Bay area tourism industry prepares for a better spring break than in 2020
quebec.openjaw.com	Florida Huddle Welcomes Advisors For First Time
Pax News	Huddle 21: Florida is "open and ready," says Visit Florida CEO
travelweek.ca	Florida Huddle: The latest Canadian stats, and another kick-off for Tampa Bay as Huddle returns in 2
travelweek.ca	Travelweek Florida Huddle
Canadian Travel Press	Florida Is Open And Ready To Welcome Visitors

Profession Voyages	Florida Huddle: les chiffres pour le Canada et le retour du Florida Huddle en 2022 à Tampa Bay
Report Colombia	Comenzó el Florida Huddle 2021
Report Colombia	Florida Huddle 2021 abrió sus puertas desde la virtualidad
travelmarketreport.com	Florida's Tourism Recovery Has Been Uneven, Biggest Challenge Still Return of Business Travel
InsiderTravelReport.com	Visit Florida Announces Florida Huddle 2022 From Florida Huddle 2021
Pasillo Turistico	Visit Florida anunció las fechas para el Florida Huddle 2022 en Tampa
invertour.com.mx	¡Inicia Florida Huddle de forma online!
WFTS-TV ABC Action News	Super Bowl weekend brings hotel occupancy over 90%
travelbiz.ie	Travelbiz Florida #Huddle21 Update
Agenda do Viajante	Visit Florida promove o turismo da Florida
USAE Newsletter	USAE February Newsletter - Hardrock Reverb/VTB Ad
WTVT Fox 13	SC on WTVT - Raptors
bizjournals.com	In a major win for Tampa Bay tourism, health officials say Super Bowl was not 'superspreader' event
capitalanalyticsassociates.com	Spotlight On: Santiago Corrada, President & CEO, Visit Tampa Bay
bizjournals.com	U.S. Travel to bring national tourism thought leaders to Tampa for the first time
mercadoeventos.com.br	Visit Tampa Bay lança série de podcasts sobre atrações da cidade
Tampa Bay Business Journal	Visit Florida, Airbnb partner on a campaign to bring travelers back to Florida
Meeting Mentor	Spring 2021 Issue - Corporate Ad
USAE	Visit Tampa Bay Launches Destination Podcast

Visit Tampa Bay generated **267 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
1/4/2021	Best NEW Hotel 2020
1/4/2021	Tampa Bay named 2020's busiest travel destination by Forbes
1/4/2021	Most anticipated new roller coasters
1/4/2021	Florida's Best Places to Dine
1/4/2021	These fast food joints have big plans for 2021
1/4/2021	Tom Brady caps a 40-TD season as Bucs rout Falcons to secure the fifth seed
1/4/2021	Coasters, cars, fests, reopenings and crossed fingers
1/4/2021	20 Million COVID Cases and THIS Is What People Did Last Night
1/4/2021	Here are the new attractions coming to Central Florida theme parks this year
1/4/2021	Sampling the new and the old in Tampa's storied Ybor City
1/5/2021	Busch Gardens: Mardi Gras festivities start Jan. 16
1/5/2021	Armature Works Evacuated After Crews Hit Gas Line
1/11/2021	Despite Coronavirus, Florida Welcomed New Restaurants In 2020
1/11/2021	Despite Coronavirus, Florida Welcomed New Restaurants In 2020
1/13/2021	Best Sandwich in Every State
1/17/2021	5 affordable things to do in Tampa Bay in a day.
1/17/2021	Check Out This One Of A Kind Cuban Influenced Hotel In Tampa Bay
1/18/2021	What's New / Unlock 2021
1/23/2021	An Inside Look at Tampa's First Five-star Hotel Ahead of Super Bowl LV
1/25/2021	Super Splendor: Inside the new JW Marriott Tampa Water Street, the designated Super Bowl hotel
1/26/2021	Could Tampa Bay Be the New Tiletown?
1/27/2021	Tampa readies for Super Bowl LV fans – albeit fewer of them – amid the pandemic
1/27/2021	Bucs, not bucks: With a pandemic Super Bowl, Tampa misses an economic windfall
1/29/2021	Small business hopeful for success from Super Bowl despite pandemic

1/31/2021 Here are 10 famous places to visit in Super Bowl host city Tampa, Florida

2/1/2021 FEEDS FRONTLINE WORKERS IN TAMPA ... Campaigns for Black-Owned Restaurants

2/1/2021 Bay Area hospitality industry adapts to unusual Super Bowl

2/1/2021 'It's our time to shine': With Tampa Bay in the spotlight, tourism officials hope to capitalize

2/1/2021 'It's our time to shine': With Tampa Bay in the spotlight, tourism officials hope to capitalize

2/1/2021 Tampa Bay makes best of Super Bowl week amid sour economy

2/2/2021 Tampa Hotels Hope Super Bowl Won't Be a Super Bust

2/3/2021 Blind Tiger opens pop-up coffee shop inside convention center for Super Bowl LV

2/3/2021 'All bets are off:' Tampa Bay hoteliers see high occupancy despite Super Bowl LV's hurdles

2/3/2021 Super Bowl Expected To Bring Much-Needed Economic Boost To Tampa

2/3/2021 Super Bowl LV Kicks Off Sunday In Tampa, Limited Fans In The Stands

2/4/2021 Where to Eat, Stay, and Play in Tampa

2/4/2021 Making Florida's iconic Cuban Sandwich

2/4/2021 Making Florida's iconic Cuban Sandwich 2

2/4/2021 'Hoping and praying': Tampa eyes Super Bowl windfall despite COVID-19 crunch

2/4/2021 Safety measures ramp up ahead of Super Bowl in Tampa Bay

2/4/2021 Explore Tampa Bay: where to stay, what to eat and the top things to do

2/5/2021 How Tampa Is Handling Tourism During Super Bowl LV

2/5/2021 Super Bowl Host City's Economic Gain Uncertain in Pandemic

2/5/2021 Gear up for Super Bowl LV with these 8 unique NFL traditions

2/5/2021 Super Bowl cook-off: A classic Cuban vs. BBQ ribs

2/5/2021 Tampa Classic Cuban Sandwich

2/5/2021 Celebrate the Super Bowl with Buccaneers bites and Chiefs chow

2/5/2021 Celebrate the Super Bowl with Buccaneers bites and Chiefs chow 2

2/5/2021 Buccaneers and Chiefs hometowns battle it out before teams step on the field

2/5/2021 Buccaneers and Chiefs hometowns battle it out before teams step on the field 2

2/6/2021 Super Bowl Host Committee ramps up as countdown to Tampa Bay's Big Game begins

2/6/2021 Good Morning America: Weekend Edition

2/6/2021 How Tampa is attempting to host the Superbowl in the time of Covid

2/7/2021 Touchdown in Tampa, the Super Bowl super-city

2/7/2021 Touchdown in Tampa

2/8/2021 Buccaneers' Super Bowl win fills sails of Tampa Bay businesses

2/9/2021 Tampa ICU Nurse Unexpectedly Thrust Into National Spotlight

2/10/2021 Despite media fixation, maskless celebrations won't stop region's rise

2/10/2021 How Tampa Bay and the NFL pulled off Super Bowl LV amid a pandemic

2/10/2021 Super Bowl LV likely to be used as safety blueprint for future events

2/11/2021 40+ unique ways to celebrate Valentine's Day around Tampa Bay

2/12/2021 Super Bowl host Tampa always up for a good time

2/12/2021 Super Bowl host Tampa always up for a good time (2)

2/12/2021 Super Bowl host Tampa always up for a good time (3)

2/12/2021 Columbia Restaurant on WFTS-TB (ABC)

2/12/2021 Bay News 9 Your Midday News at 11am - Busch Gardens

2/12/2021 Fox Morning News at 8am - Busch Gardens

2/12/2021 Ybor City business offers flavors of Cuba

2/12/2021 WrestleCon 2021 Set For April 8-11 In Tampa, Convention Details And Protocols Announced

2/12/2021 Here Are Some Ways To Romance Your Valentine In Tampa Bay

2/15/2021 Top 10 events in the Tampa Bay area for the week of Feb. 15-21

2/16/2021 Bay News 9 Your Midday News at 3pm - Columbia Restaurant

2/18/2021 50 Holidays to enjoy in the USA – Tampa used for Florida holiday

2/18/2021 50 Holidays to enjoy in the USA – Tampa used for Florida holiday 2

2/18/2021 50 Holidays to enjoy in the USA – Tampa used for Florida holiday 3
2/18/2021 50 Holidays to enjoy in the USA – Tampa used for Florida holiday 4
2/18/2021 WFTS-TB (ABC) - Tampa Bay, FL Tampa Bay's Morning Blend - Columbia
2/18/2021 Casa Santo Stefano - Ybor's New Sicilian Restaurant
2/19/2021 Early data shows Super Bowl LV brought a big boost to Tampa's hotel and air travel
2/19/2021 Ready to rumble? Only 50 days remain until WrestleMania heads to Tampa
2/21/2021 Tom Brady throws trophy across water as Tampa Bay Buccaneers celebrate Super Bowl success
2/23/2021 Best Tampa Airbnbs: Fun Gulf Coast Florida Vacation Rentals
2/24/2021 Rays announce Spring Training ticket information
2/25/2021 Water Street, Sparkman Wharf and Straz Center among Urban Excellence Award winners
2/25/2021 Tom Brady extension? Buccaneers GM says it's on the table, wants to 'keep this going'
2/25/2021 Buccaneers GM Says Contract Extension for Tom Brady Is a 'Possibility'
2/25/2021 Tampa Bay Buccaneers safety Antoine Winfield Jr. turns Super Bowl LV taunting fine into positive wit
2/25/2021 Did the Super Bowl cause a spike in Florida's COVID-19 cases? Health experts say not yet
2/26/2021 The Tampa Bay History Center names curator of Black history
2/26/2021 Tampa Bay Buccaneers safety Antoine Winfield Jr. turns Super Bowl 2021 taunting fine into positive w
3/1/2021 Generations Are Defined By How They Deal With A Crisis. So, Why Are Millennials Getting So Much Shad
3/1/2021 New Hyatt Place and Hyatt House Hotels invite travelers to discover the vibrancy of Downtown Tampa
3/1/2021 ZooTampa to open new exhibits, experiences this spring
3/2/2021 Tampa International Airport rated one of the most hygienic
3/2/2021 A year after furloughing most workers, Columbia Restaurant is hosting a job fair
3/3/2021 Spring Welcomes 69 Notable Hotel Openings Around The Globe
3/3/2021 A Complete Foodie's Guide to Tampa Bay, Florida: The Best Weekend Itinerary
3/3/2021 Tampa's Adventure Island water park opens for 2021 season with BOGO ticket deal
3/3/2021 Sal Y Mar Rooftop Bar is one of the first restaurants to open in Midtown Tampa
3/4/2021 Florida Between Loud and Silent
3/4/2021 Kicker Magazine - Super Bowl Piece
3/4/2021 Columbia on WTVT
3/4/2021 Chicken Yoga comes to Ybor City, and of course the chickens wear diapers
3/5/2021 O que fazer em Tampa, Flórida
3/9/2021 Food Network's 'Restaurant Impossible' Filming Here In Tampa
3/10/2021 Baby Giraffe Makes Debut at Busch Gardens Serengeti
3/10/2021 The Florida Aquarium launches campaign to fund first-ever penguin exhibit
3/11/2021 Busch Gardens' New Giraffe Bar to Open This Month
3/11/2021 Brad Paisley, other country stars performing concert to benefit zoos, aquariums impacted by pandemic
3/11/2021 Epicurean Hotel names new GM, executive chef
3/11/2021 All things giraffes: Busch Gardens' shows off Giraffe Bar, debuts new baby
3/12/2021 Busch Gardens' new 'Giraffe Bar' opens next week, featuring views of the Serengeti plain
3/12/2021 Busch Gardens to open Giraffe Bar at Serengeti Overlook
3/13/2021 New 'Giraffe Bar' to open at Busch Gardens this month
3/16/2021 COVID-19's Impact on the Tampa-St. Petersburg Lodging Market
3/17/2021 Tall Order: Busch Gardens Opens Giraffe Bar
3/18/2021 Tampa named among 10 best cities to live in post-pandemic, according to 'Today'
3/20/2021 How to Spend a Weekend in Tampa
3/22/2021 Who really invented French fries and other food mysteries solved
3/22/2021 Fantastic Experiences In Tampa, Florida For Mature Travelers
3/22/2021 MSNBC personalities share 2019 photo of crowded Miami Beach in failed coronavirus shaming attempt
3/23/2021 Kenny Chesney Postpones Summer Stadium Tour to 2022
3/23/2021 Kenny Chesney Postpones Summer Stadium Tour to 2022
3/23/2021 It's never too early to think about an actual Bill Belichick vs. Tom Brady battle

3/23/2021 Why Patriots owner Robert Kraft is 'really happy' Tom Brady and the Bucs won Super Bowl LV
 3/25/2021 Best Breweries in Florida
 3/25/2021 Busch Gardens Opens Giraffe Bar at Serengeti Overlook
 3/25/2021 Busch Gardens Opens Giraffe Bar
 3/26/2021 Charles McCool from McCool Travel
 3/26/2021 Giraffe Bar opens at Busch Gardens' Serengeti Overlook
 3/26/2021 Florida Aquarium all-female team rehabilitates record-setting group of endangered sea turtles
 3/28/2021 Time to Explore for holidays in the new normal
 3/28/2021 Signature Dishes From 50 Cities Every American Should Try
 3/29/2021 Tampa International Airport launches food delivery service
 3/29/2021 Tampa International Airport launches contactless delivery program "TPA to Go"
 3/30/2021 How the Florida Aquarium Feeds 8,000 animals a day
 3/30/2021 February US Hotel Performance Shows Promising Signs
 3/31/2021 J.C. NEWMAN'S EL RELOJ CIGAR FACTORY TURNS 111 YEARS

7. **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 **358 Referrals** to local businesses. We produced **1 Local Industry and Partner Tourism Event** and Attracted **7 New Partners** in the Quarter.

Date	Event Name
2/1/2021	GET 2.1.2021 Virtual SB Ambassador Training

8. **AWARDS AND RECOGNITION**


Visit Tampa Bay earned two Bronze Adrian Awards for its 2020 marketing efforts. The winning projects included:

- Visit Tampa Bay Search Engine Marketing Category: Search Marketing Strategy
- How Visit Tampa Bay Pivoted from Selling to Leading Amidst COVID-19 Category: Crisis Communications/ Management

Santiago Corrada, President & CEO was recognized as Power 100: Tampa Bay's Most Influential Business Leaders of 2021.

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

5/31/2021
 Date