

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2019**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$3,902,307.99
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 0
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ 0
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$ 0

Tourist Development Tax Funds Received Since October 1, 2019 **\$ 3,902,307.99**

1. **SALES** - Leisure Sales had **2,385 Customer Interactions** in the Quarter. Convention Sales generated **143,182 Definite Room Nights** resulting in **\$76,297,993 Estimated Economic Impact** to the Community. Some top example are:

United Bikers Jamboree
June 23rd – 30th, 2020
18,000 Room Nights
EI: \$5,705,000

Church of the Nazarene
July 1st – 11th, 2023
14,248 Room Nights
EI: \$12,649,239

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 teams participated in **59 Trade Shows and Missions & Sales Events** in Quarter 1:

Start Date Event Name

10/02/2019	FL Society of Association Executives (FSAE) 2019-Education Expo-Tallahassee, FL
10/02/2019	Destination Southeast - Trade Show - Orlando, FL
10/03/2019	Connect Thrive Summit 2019 - Tradeshow - San Francisco, CA
10/04/2019	United Kingdom Media Mission / Bucs Game
10/05/2019	Southeastern Regional Association of Physical Plant Administrators- Services Unsaffed Pre-Promote
10/07/2019	Discover America Sweden 2019- Trade Show Gothenburg, Sweden

10/07/2019 My Planet training Gothenburg, Sweden 2019
10/08/2019 Computerized Corporate Rate Association (CCRA) Power Solutions 2019 - Trade Show - Miami
10/08/2019 Ticket training Gothenburg, Sweden 2019
10/10/2019 Orinter USA Day 2019 - Tradeshow - Sao Paulo, Brazil
10/10/2019 University of Florida Meeting Planner Workshop - Industry Event - Gainesville, FL
10/13/2019 New York VF Fall Media Mission - Media/PR
10/13/2019 Connect Medical - Trade Show - Dallas, TX
10/15/2019 Association of Meeting Professionals (AMP) - Industry Event - Washington DC
10/16/2019 Easa Mayoristas de Viajes Caravana 2019 - Trade Show - Costa Rica
10/16/2019 U.S. Travel Association Representatives Meeting Industry Event - Washington DC
10/16/2019 Meeting Professionals International Potomac Educational Experience Industry Event - Washington DC
10/24/2019 Professional Convention Management Assn. (PCMA) Distrupt ED- Industry Event, Washington DC
10/25/2019 International Tourism & Travel Show 2019 - Trade Show - Montreal, Canada
10/25/2019 Halloween Travel Agent Event 2019 - Sales Presentation - Germany
10/28/2019 Connect Faith - Trade Show - Grand Rapids, MI
10/28/2019 Professional Convention Management Assn. (PCMA) Capital Chapter- Industry Event, Washington DC
11/01/2019 National Association of Consumer Advocates-Services Unstaffed Pre-Promote-Washington DC
11/03/2019 360° North America Day - Trade Show - Bergheim, Germany
11/04/2019 Peninsula Presentations Fall 2019 - Trade Show - Pittsburgh, PA
11/04/2019 World Travel Market 2019 - Tradeshow- United Kingdom
11/04/2019 Georgia Meeting Planners Intl Fall Classic - Client Event - Atlanta, GA
11/05/2019 Peninsula Presentations Fall 2019 - Trade Show - Cleveland, OH
11/05/2019 Pharmaceutical Care Management Assn Educational Program Annual Meeting-Industry Event - Atlanta, GA
11/05/2019 Society of Incentive Travel Executives SE Fall Education Network Social- Industry Event- Atlanta, GA
11/06/2019 Peninsula Presentations Fall 2019 - Trade Show - Columbus, OH
11/06/2019 Georgia Society Assn Executives Tech Showcase and Luncheon - Client Event - Atlanta, GA
11/07/2019 Association of Nurses in AIDS Care - Services Unstaffed Pre-Promote - Portland, OR
11/11/2019 National Council of Teachers of Mathematics-Services Unstaffed Pre-Promote- Nashville, TN
11/13/2019 International Trauma Conference - Services Unstaffed Pre-Promote - Las Vegas, NV
11/13/2019 Connect Marketplace Florida - Industry Event - St. Pete, FL
11/14/2019 Cruiseworld 2019 - Tradeshow - Ft. Lauderdale, FL
11/15/2019 Star-Tribune Vacation & Travel Experience 2019 - Tradeshow - Minneapolis, MN
11/15/2019 DC Sales Trip - Sales Calls - Alexandria, VA
11/17/2019 Meetings Today 2019 - Industry Event - Clearwater, FL
11/18/2019 Dallas 2019 - Sales Calls - Dallas, TX
11/19/2019 Institute of Business Travel Management 2019 (IBTM) - Trade Show - Barcelona, Spain
11/20/2019 National League of Cities-Services Staffed Pre-Promote-San Antonio, TX
11/20/2019 Florida Encounter 2019 - Trade Show - Panama City Beach, FL
11/21/2019 Conference Direct CD Forum - Industry Event - Marco Island, FL
12/02/2019 Natl Capital Chapter Board Meeting of the Society for Gov Holiday Pa- Industry Event - Arlington, VA
12/03/2019 Meeting Planners International SOS Networking Event - Industry Event - Sarasota, FL
12/04/2019 Orlando VIP Networking Reception 2019 - Sales Presentation - Orlando, FL
12/08/2019 National Tour Association (NTA) Travel Exchange 2019 - Trade Show - Fort Worth, TX
12/08/2019 Society for Incentive Travel Excellence - Industry Event & Sales Calls - Pt. Claire, AL
12/08/2019 Visit Florida Brazil South East Road Show 2019 - Sales Mission- Brazil
12/10/2019 American Automobile Association (AAA) Winter Sales Mission 2019 - South Florida
12/12/2019 INTERaction 2019 - Trade Show - Denver, CO
12/12/2019 Meeting Professionals International Georgia (GaMPI) Holiday Luncheon
12/13/2019 National Federation of State High School Assn - Services Unstaffed Prepromote - National Harbour, MD

- 12/15/2019 Meetings International Transatlantic - Trade Show - Las Vegas, NV -
- 12/16/2019 Holiday Showcase 2019 - Trade Show - Chicago, IL
- 12/17/2019 Visit Tampa Bay DC December Client Event - Washington DC
- 12/18/2019 CVB REPs Holiday Event - Industry Event - Alexandria, VA

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).

Visit Tampa Bay hosted **74 FAMs and Sites** in Quarter 1.

Start Date	Event Name
10/03/2019	Hearing Loss Association, Site Visit
10/08/2019	Luxury Travel Agency Site Kerstin Pscheidl - Leisure Site
10/08/2019	Catapult Learning - Site
10/08/2019	Life Insurance Marketing and Research Association (LIMRA) International - Planning Site
10/10/2019	Dutch Travel Agent FAM 2019 with Icelandair - Leisure FAM
10/11/2019	Andrea David - Media/PR FAM
10/15/2019	Church of the Nazarene - Site Visit
10/15/2019	Grenzenlos German TV Show - Media/PR FAM
10/16/2019	United States Geospatial Intelligence Foundation GEOINT 2020 Symposium Site Visit
10/17/2019	American Society of Emergency Radiology - Site Visit
10/17/2019	National Organization of Blacks in Government - Planning Site
10/21/2019	Orinter Brazil Copa FAM 2019 - Leisure FAM
10/21/2019	American Association of Endodontists - Site Visit
10/21/2019	HelmsBriscoe Associates 2019 - Site Visit
10/21/2019	Club Management Assoc of America Planning Site Visit
10/21/2019	American Association of Blacks in Energy, Site Visit
10/22/2019	American Association of Blacks in Energy (2020 Board Meeting) - Site Visit
10/22/2019	Florida Nursery, Growers & Landscape Association (FNGLA) - Site Visit
10/23/2019	University of South Florida - Site Visit
10/24/2019	Alore Events/Southeastern Employment & Training Association (Annual Meeting) - Site Visit
10/24/2019	Alore Events/Southeastern Employment & Training Association (Board Meeting) - Site Visit
10/25/2019	Northwestern Mutual Southern Regional 2022 - Site Visit
10/25/2019	SERVPRO - Site Visit
10/29/2019	Travel Weekly Florida Plus webinar 2019 - Sales Presentation - USA
10/30/2019	American Iron and Steel Institute - Site Visit
11/01/2019	Spooky Empire-Unlock Tampa Bay Event- Tampa, FL
11/04/2019	FBI Law Enforcement Executive Development Association (LEEDA) - Site Visit
11/04/2019	Hero Awards/Valor Media - Site Visit
11/04/2019	Florida Association of Criminal Defense Lawyers - Site
11/04/2019	Swoop X Roam Creative FAM
11/04/2019	Arielle Scarcella Influencer Visit - FAM
11/05/2019	National Football League - Planning site
11/07/2019	Carlos Arenas - FAM

11/11/2019 Verizon 1 Fiber P1 Planning 2020
 11/12/2019 Metrohm Sales Meeting - Site Visit
 11/12/2019 Metrohm Services Team - Site Visit
 11/13/2019 Ocean Holidays Florida Travel Agent FAM - Leisure FAM
 11/13/2019 VISITEURS Travel Agent FAM - Leisure FAM
 11/13/2019 GetYourGuide - Site Visit
 11/13/2019 Safe Routes to Schools National Partnership-Unlock Tampa Bay Store Reception
 11/14/2019 University of Florida-Current Challenges in Primary Care 2020 - Site Visit
 11/14/2019 National Association Court Management - Site Visit
 11/15/2019 The Collective Genius (CG) Mastermind - Site Visit
 11/18/2019 International Foodservice Distributors Association Planning - Site Visit
 11/19/2019 Jared Ranahan / Forbes - FAM
 11/20/2019 Ausbildungszentrum für Experten der Kapitalanlage (AZEK) National Sales Meeting - Site Visit
 11/20/2019 Prosci - Site Visit
 11/21/2019 ConvaTec - Ostomy National Sales Meeting February 2020 - Site Visit
 11/21/2019 Youth Specialties - Unlock Tampa Bay Visitor Center & Retail Store Open House
 11/22/2019 Association of Veteran Affairs Nurse Anesthetists- Site
 11/22/2019 Cipher Health - Site Visit
 11/23/2019 Viajar com Filhos - FAM
 11/27/2019 Ich Geh' Angeln - FAM
 11/29/2019 Leslie Heigh / SobeSavvy - FAM
 12/02/2019 Media Finance Focus 2021 Annual Conference - Site Visit
 12/02/2019 Transitions Optical - Site Visit
 12/02/2019 National Sheriffs' Association Planning Site
 12/03/2019 Systems, Applications, and Products (SAP) America NS2 - Site Visit
 12/03/2019 Ladevi 2019 - Leisure Site - Tampa
 12/04/2019 AER FAM 2019 - Leisure FAM
 12/04/2019 Professional Liability Underwriting Society - Site Visit
 12/06/2019 Geographic Solutions - Site Visit
 12/06/2019 Geographic Solutions Users Conference 2021 - Site Visit
 12/06/2019 Premium Cigar Association - Site Visit
 12/07/2019 Repeal Day Gala
 12/10/2019 Southeastern Association of Advisors for the Health Professions Biennial Conference - Site Visit
 12/10/2019 Health Professionals Biennial 2023 Conference - Site Visit
 12/11/2019 Unbridled - SAGE NSM Conference site
 12/11/2019 Hop Growers of America - Site Visit
 Infrastructure Resources Common Ground Alliance Excavation Safety Conference Planning Site
 12/13/2019 Visit
 12/16/2019 U.S. Geospatial Intelligence Foundation (GEOINT) 2020 Symposium Planning Site
 12/17/2019 United Benefits Advisor (UBA) site
 12/18/2019 Holiday Bright Lights 2020 Site Visit
 12/20/2019 Egyptian Shriners - Planning Site

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING** – New initiatives put in place if match the with the strategies for ach our four county geographical areas of the County.

Downtown

- Emphasis to attract lucrative group business

- Participating in new trade shows
- Pursuing new city wide and revisiting events that have outgrown the destination
- Monthly strategic sales meeting with our downtown partners
- Focus on new demand generators such as the Morsani College of Medicine, new product, and new attractions
- Expanded motor coach, pre & post cruise options, and domestic travel trade sales plan
- New focus on Marriott Bonvoy, Bleisure travelers, food halls, and Riverwalk leisure strategies

East Tampa

- Strengthen the partnership with the Florida State Fair Authority to attract events that will produce room nights
- Tournament SportsPlex of Tampa Bay has increased group demand
- Focus on the shifts in leisure travel resulting from the new Seminole Hard Rock inventory
- Direct selling focused on Top Golf, I Fly, Dave and Busters
- Market new hotel supply and easy access to I-75 to our international fly/drive(UK and Germany)

North Tampa

- Business development strategies include identification of events for the Yuengling Center, USF and other facilities
- Further promote the Talk Up Tampa Bay for local lead generation among faculty members
- Pursuing meeting opportunities among state associations, government agencies and educational institutions
- Additional 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
- Leisure sells efforts new attractions at Busch Gardens Tampa Bay

West Tampa

- Additional VTB Sales Position dedicated to single hotel events
- New quarterly Destination Performance Meetings provide greater awareness of compression periods and trends
- Increased leisure representation in UK, Central Europe, and Brazil
- Added shopping and spring training to OTA campaigns and to cruise passengers

5. **MARKETING & COMMUNICATIONS-** With a focus on generating exposure for Tampa Bay, Visit Tampa Bay is implementing an advertising plan in consumer and trade media, as well as travel-related internet sites.

Campaign details for Quarter 1:

Out-of-State Campaign Objectives:

- Influence incremental visitation, spending and room nights in Hillsborough County and with our Partners
- Continue to grow awareness for Tampa Bay as a must-see Florida destination
- Position Tampa Bay as a desired lifestyle destination

Planning Parameters:

- Timeframe: Winter/Spring 2020
- Top Markets: Boston, Chicago, Dallas, New York, Philadelphia, Toronto, Washington D.C.
- Opportunity Audiences: Active Adventures, Culture Seekers
- Brand Platform: Florida's Most 3.0

Target:

- Frequently choose active vacations with many things to do

- Last-minute travel specials are a great way to get a bargain
- People often ask my advice when it comes to vacation travel
- Willing to pay more for high quality hotel accommodations
- Rather book a trip over the Internet than meet with a travel agent
- Enjoy learning about vacation options from others

Go-to-Market Strategy:

Customize Media

- Historical performance
- Characteristics
- Target segment potential
- Media behavior
- Cost efficiency by market

ROI is the KPI - Increase spend in markets with highest ROI and growth potential (New York) and nurture markets with high growth potential (Boston)

Maximize Data - Active (vs passive) integrated media plan that leverages data points to maximize the strength of traditional media with retargeted digital

Take Over - Dominate out-of-home landscapes with high profile media placements that are clustered together for maximum impact

Increased resources spent in United Kingdom, which is Hillsborough County's Top International Market due to the fact that

- International Visitors Stay Longer
- International Visitors Spend 10x than Domestic Travelers
- Increasing International Direct Routes

Visit Tampa Bay generated **44 Unpaid Corporate Media Placements** in the Quarter. **Destination Earned Media Value** for the Quarter resulted in **\$6,096,952**. The articles placed are listed below:

Date	Headline
10/02/2019	Bold approach: Community leader encourages others to lend a hand when asked
10/11/2019	Pensacola Tourism Leader To Head Visit St. Pete/Clearwater
10/11/2019	Should 'Tampa Bay' be reserved for groups that represent the whole region?
10/15/2019	Name change or territory grab? - PRINT
10/15/2019	CEO picked for Pinellas tourism marketing
10/16/2019	Judge rules Tampa taxing hotel visitors illegally
10/29/2019	Florida Aquarium nets largest attendance since opening
10/30/2019	Dana Young asks business leaders to 'speak up' and save VISIT FLORIDA
11/04/2019	Visit Tampa Bay Breaks Tourism Record for 2019
11/04/2019	Visit Tampa Bay conquista recorde de receita turística em 2019
11/04/2019	WTM London acoge expositores de Norteamérica y el Caribe Caribbean News Digital
11/14/2019	2019 Winners Awards of Excellence
11/18/2019	Economic forecast 2020: Tourism & Hospitality
11/18/2019	Tony Jannus society honors former Airbus CEO with aviation award
11/19/2019	Tampa Bay area leaders react to David Straz's death at age 77
11/21/2019	Florida tourism industry frets over small rise in tourists, blames funding cut
11/21/2019	Florida tourism industry frets over small rise in tourists, blames funding cut print
11/22/2019	Brand USA: State of Play

11/22/2019 Florida Tourism Is Lagging Compared To Record-Breaking 2018
 11/22/2019 Florida tourism industry frets over small rise in tourists, blames funding cut FLL
 11/25/2019 Florida Tourism Is Lagging Compared To Record-Breaking 2018 WCGU
 11/26/2019 Tampa Bay recebe três prêmios Henry Awards
 11/27/2019 'It's got to get off the back burner.'
 11/27/2019 Tampa Bay Residents Support Tourism Marketing
 11/27/2019 Soccer Fans Face Off to Win Trip to Tampa Bay
 11/27/2019 Tampa Bay breaks new tourism record
 11/30/2019 Cutting visitor industry funding failed, so try spending more
 12/06/2019 Meet HSMIA's Top 25 Extraordinary Minds of 2019
 12/27/2019 Visit St. Pete/Clearwater has new leadership. Steve Hayes took over the role of president and CEO
 12/27/2019 Outback Bowl an economic machine for the Bay Area
 12/27/2019 Carvertise lands first Canadian car wrap rideshare campaign
 12/27/2019 Carvertise launches first international campaign
 12/27/2019 Why Florida needs to promote itself
 12/27/2019 Why Florida needs to promote itself PRINT
 12/27/2019 Visit Tampa Bay starts fiscal year strong thanks to bed tax hike
 12/27/2019 Visit Tampa Bay starts fiscal year strong thanks to bed tax hike print
 12/27/2019 Hillsborough forms Commission on Human Trafficking
 12/27/2019 Hillsborough forms Commission on Human Trafficking print
 12/27/2019 Pinellas County's new tourism leader lays out plans for collaboration to grow destination
 12/27/2019 Pinellas County's new tourism leader lays out plans for collaboration to grow destination print
 12/30/2019 Tourism CEO preps for Pinellas
 12/31/2019 Tampa with a Twist - FADMO
 12/31/2019 Flagler Awards
 12/31/2019 Annual Meeting - Day of the Dead

6. **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, these Partners come to the table when we host clients in-market for sites and FAM's to showcase our destination.

Visit Tampa Bay sent **1,129 Referrals** to local businesses. We produced **9 Local Industry and Partner Tourism Events** and Attracted **15 New Partners** in the Quarter.

Start Date Event Name

10/02/2019 GET 10.2.19 Taxi Cab Training TIA
 10/03/2019 Visit Tampa Bay 101-October 2019
 10/10/2019 Partnership 201-October 2019
 10/14/2019 GET 10.14.2019 Private Bulla Training
 10/29/2019 GET 10.29.2019 Private Barrymore Training
 10/31/2019 34th Annual Meeting & Luncheon
 11/13/2019 GET 11.13.2019 Visit Tampa Bay Open Training
 12/03/2019 5th Annual Marketing Summit
 12/10/2019 Holiday Open House

7. RESEARCH RESULTS

H2R Market Research results on our campaigns indicated that increasing international sales and advertising efforts by \$20 resulted in Booking Top Points of Sale - YoY Growth:

- Netherlands ↑59%
- United Kingdom ↑37%
- Denmark ↑36%

H2R Market Research also showed that increased advertising equal increased revenue to Hillsborough County through a greater market reach. An the additional **\$750,000** in domestic advertising will generate more than **\$80 Million in incremental visitor spending**. A 35% increase Year over Year sales revenue that would not occur without the advertising efforts of Visit Tampa Bay.

8. AWARDS AND RECOGNITION

Visit Tampa Bay won four Flagler Awards, which was more than any other Florida destination. We won awards for:

- Niche Marketing
- Radio Advertising
- Resource / Promotional Material (Trade)
- Tourism Advocacy

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

03/06/2020

Date