

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2020**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 3,902,308
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 3,902,308
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

\$ 7,804,616

1. **SALES** - Leisure Sales had **1,740 Customer Interactions** in the Quarter. Convention Sales generated **85,603 Definite Room Nights** resulting in **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 teams participated in **52 Trade Shows and Missions & Sales Events** in Quarter 2:

Start Date Event Name

1/5/2020	Professional Convention Management Association-Convening Leaders: 01/5-9/2020 - San Francisco
1/8/2020	Boston Media Mission - Boston Bruins Game
1/11/2020	American Bus Association (ABA) Market Place 2020 - Trade Show - Omaha, NE
1/11/2020	Boston Travel & Adventure Show 2020 - Trade Show - Boston, MA
1/12/2020	Spain Sales Mission 2020 - Sales Mission - Madrid, Spain
1/14/2020	Discover America Sweden 2020- Trade show Stockholm, Sweden
1/15/2020	Gimatur Travel Agent Event 2020 - Sales Presentation - Madrid, Spain
1/15/2020	Spain US Embassy Travel Agent Event 2020 - Sales Presentation - Madrid, Spain
1/16/2020	U.S. Travel Association Representatives Meeting Industry Event - Washington DC
1/16/2020	CVB New Year Kickoff Event - Industry Event - Tallahassee, FL
1/17/2020	Spain Hotelbeds Training Workshop 2020 - Sales Presentation- Palma de Mallorca, Spain
1/22/2020	Tropical Plant International Expo-Services Staffed Pre-Promote-Ft. Lauderdale, FL
1/23/2020	New York Media Mission - Tampa With A Twist Event
1/24/2020	New York Times Travel Show 2020 - Trade Show - New York, NY
1/25/2020	Super Bowl Pre-Promote - Staffed - Miami
1/26/2020	Independent Planner Education Conference - St. Pete Beach, FL
1/29/2020	Florida Huddle 2020 - Trade Show - Jacksonville, FL
1/30/2020	2020 CEO Executive Directors Leadership Program , Industry Event Clearwater

- 2/2/2020 International Inbound Travel Association Summit 2020 (IITA) - Trade Show - St. Pete, FL
- 2/4/2020 RCMA, Religious Conference Management Association, Emerge - Tradeshow - Irving, TX
- 2/4/2020 Destination Showcase - Trade Show - Washington, DC
- 2/6/2020 Florida Night in Chicago 2020 - Sales Presentation - Chicago, IL
- 2/8/2020 National Sheriffs' Association - Services Staffed Pre-Promote - Washington DC
- 2/8/2020 Chicago Travel & Adventure Show 2020 - Trade Show - Chicago, IL
- 2/11/2020 Association Management Companies Institute, Tradeshow, Long Beach CA
- 2/12/2020 Amsterdam VIP Dinner 2020 - Sales Presentation - Amsterdam, NL
- 2/13/2020 United Kingdom Mission 2020 - Sales Mission - London, UK
- 2/15/2020 Norwich City Soccer Game - Sales Presentation - Norwich, England
- 2/18/2020 Society of Government Meeting Professionals - NATCAP Chapter Meeting - Industry Event
- 2/18/2020 XSite - Trade Show - Tallahassee, FL
- 2/19/2020 Sfoglina - Visit Tampa Bay Luncheon
- 2/19/2020 Casta's Rum Bar - Visit Tampa Bay Reception
- 2/19/2020 Connect Travel Marketplace 2020 - Tradeshow - Kissimmee, FL
- 2/20/2020 Centrolina - Visit Tampa Bay Luncheon
- 2/20/2020 Connect Financial - Industry Event - Orlando, FL
- 2/24/2020 Peninsula Presentations Spring 2020 - Trade Show - Atlanta, GA
- 2/25/2020 Peninsula Presentations Spring 2020 - Trade Show - Greenville, SC
- 2/26/2020 Peninsula Presentations Spring 2020 - Trade Show - Charlotte, NC
- 2/26/2020 Meet NY 2020 - Tradeshow - New York City, NY
- 2/27/2020 Peninsula Presentations Spring 2020 - Trade Show - Greensboro, NC
- 2/27/2020 Florida Society Association Executives Mtg Planner Roundtable 2020 - Industry Event - Tallahassee FL
- 2/27/2020 Partners in Association Management - Sales Call - Tallahassee, FL
- 2/29/2020 West Central Florida Appreciation Social 2020 - Sales Presentation - Atlanta, GA
- 2/29/2020 ASAE - American Society Association Executives, Great Ideas - Trade Show- Salt Lake City Utah
- 2/29/2020 Atlanta Travel & Adventure Show 2020 - Trade Show - Atlanta, GA
- 3/1/2020 Visit USA Colombia Roadshow 2020- Tradeshow- Colombia
- 3/2/2020 Visit USA Colombia 2020 - Sales Presentation- Barranquilla, Colombia
- 3/3/2020 Visit USA Colombia 2020 - Sales Presentation- Medellin, Colombia
- 3/4/2020 Visit USA Colombia 2020 - Sales Presentation- Pereira, Colombia
- 3/5/2020 Visit USA Colombia 2020 - Sales Presentation- Bucaramanga, Colombia
- 3/7/2020 DC Travel & Adventure Show 2020 - Trade Show - Washington, DC
- 3/8/2020 National League of Cities Congressional City Conference-Services Staffed Pre-Promote-Washington DC

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 **81 FAMs** and **Sites** in Quarter 2.

Start Date Event Name

- 1/4/2020 Marianna Frances FAM
- 1/6/2020 American Registry for Internet Numbers - Site Visit
- 1/7/2020 Lutheran Services in America 2020 Site Visit

1/9/2020 Patrick Cooper fam
1/13/2020 Dana Rebmann
1/14/2020 Pella Windows - Site Visit
1/16/2020 Walden University Reception- Unlock Tampa Bay
1/16/2020 Florida Surveying & Mapping Society, Site Visit
1/17/2020 American Society of Landscape Architects
1/18/2020 Cornelia Bruckner
1/20/2020 Pacira Biosciences Board Retreats - Site Visit
1/21/2020 Pacira Biosciences January Program - Site Visit
1/21/2020 National Training Institute - Site Visit
1/22/2020 Association of Progressive Rental Organizations Services Planning Site Visit
1/23/2020 American Association of Oral & Maxillofacial Surgeons - Site Visit
1/23/2020 American Specialty Toy Retailing Assn. - Site Visit
1/23/2020 Battelle - Site Visit
1/23/2020 American Society Dermatologic Surgery - Site Visit
1/23/2020 American Osteopathic Assn. - Site Visit
1/23/2020 National Association of College & University Food Services - Site Visit
1/23/2020 Self Esteem Brands - Site Visit
1/23/2020 Experient Gasparilla - Site Visit
1/23/2020 National Marine Manufacturers Association - Site Visit
1/23/2020 American Assn of College Teachers Education - Gasparilla Fam
1/23/2020 American Thyroid Association, Gasparilla FAM
1/23/2020 Aurora Institute, Gasparilla FAM
1/23/2020 Lithium Logisic Group, Gasparilla FAM
1/23/2020 Experient Inc. Gasparilla FAM
1/23/2020 Experient Inc. Gasparilla FAM
1/23/2020 Connection Housing, Gasparilla FAM
1/25/2020 Association to Advance Collegiate Schools of Business (AACSB) (Gasparilla)
1/27/2020 LifeSavers Services Planning Site Visit
1/29/2020 International Council of Shopping Centers
1/30/2020 American Orthotic & Prosthetic Association - Site Visit
1/31/2020 American Shoulder and Elbow Surgeons - Site Visit
1/31/2020 Postnet Thrive - Site Visit
2/3/2020 Jehovah's Witness - Site Visit
2/3/2020 Argentum - Services Planning Site
2/4/2020 Team America Site 2020- Leisure Site – Tampa
2/4/2020 International Association of Better Business Bureaus 2020 Site Visit
2/6/2020 TUI (Touristik Union International) Netherlands Site 2020 - Leisure Site- Tampa
2/6/2020 International Inbound Tour Operator Fam
2/10/2020 E-ReUse Services Inc - Site
2/11/2020 VISIT FLORIDA UK Group - Media/PR FAM
2/11/2020 Natalie Gomes Beer fam
2/11/2020 Komal Patel Beer fam
2/13/2020 Sonja Rabba FAM
2/14/2020 Tui Germany Site Visit
2/14/2020 Distant Thunder FAM
2/15/2020 Burch Family FAM (JAJF)
2/15/2020 Katie Moseman blogger fam
2/17/2020 Fastenal - Site Visit

2/17/2020 Hayward Pool Products, Site Visit
 2/18/2020 School Nutrition Association - Services Planning Site Visit
 2/18/2020 Marriott International, Inc. Site Visit
 2/20/2020 American Academy of Sleep Medicine - Store Reception - Unlock Tampa Bay
 2/20/2020 RBC (Royal Bank of Canada) Wealth Management - Site Visit
 2/20/2020 Association of Children's Museum, Site Visit
 2/23/2020 2020 (January) Gasparilla FAM
 2/23/2020 Helen Wright - Media/PR FAM
 2/24/2020 Claims and Litigation Management Alliance - Site Visit
 2/25/2020 Humana at Home Leader Summit - Site Visit
 2/26/2020 Encompass Health Site Visit
 2/27/2020 Association of American Universities - Site Visit
 2/28/2020 Fourth Friday at Unlock Tampa Bay
 2/29/2020 Harriet Baskas CNBC (01/29/2020) - Media/PR FAM
 The Global Community for Academic Advising (NACADA) - Unlock Tampa Bay Event -
 3/1/2020 Tampa, FL
 3/2/2020 North Am Science Associates (NAMSA) - Site Visit
 3/2/2020 Signia USA Site Visit
 3/2/2020 Pacira Biosciences Board Retreats - Site Visit
 3/2/2020 Pacira Biosciences January Program - Site Visit
 3/2/2020 Paperboy - Media/PR FAM
 3/4/2020 SkySwitch - Site Visit
 3/5/2020 Ocean Florida FAM
 3/5/2020 Meeting with Albert Tillman
 3/6/2020 Amgen Inc - Site Visit
 3/6/2020 Kelly Rizzo - Media/PR FAM
 3/9/2020 Oh So Orlando Promotion 2019 - Leisure Site
 3/12/2020 Florida Surveying & Mapping Society, Site Visit March 2020
 3/12/2020 Tampa Chamber of Commerce Emerge - Unlock Tampa Bay Reception
 3/15/2020 Florida League of Cities (10/15/2019) - Unlock Tampa Bay Pop Up VC - Tampa, FL

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 wifes 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 1-75 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 2:

Out-of-State Campaign*

Campaign Creative: Continue Building Equity Through “Florida’s Most” Campaign:

Timing: January – April 2020

Geography: New York, Philadelphia, Chicago, Dallas, Toronto and Boston

Target Audience Overview: “Active Adventures”- Families looking to seize life and all it has to offer—they are driven by a daring spirit, and seek cultural vacations outside of the norm

- Adults 25-54 families
- Active Adventures/Culture Seekers
- Affluent & Educated

Media Mix: OOH (Static & Digital), Public Transportation Wraps, Connected TV (:30 spot), Print, and Digital (Prospecting, Retargeting, Video Pre-Roll), Social (Facebook: Retargeting, Fan Gen, Canvas; Instagram: Engagement), Carvertise and Solar Recycling Kiosk

Marketing, Media & ROI Evaluation: Campaign results will be provided in the Q3 report.

United Kingdom Regional Campaign Recap*

- **Timing:** February – March 2019
- **Geography:** London, U.K.
- **Target Audience Overview:** “Winter Sun Seekers”
- **Media Mix:** Digital OOH (LDN Drive); Taxi Wraps (London); Rail Digital Network (Victoria Station), Digital - Expedia
- The 2020 U.K. Co-Op Program continued a strong partnership launched in 2019 between Visit Tampa Bay and Bradenton Area CVB
- The campaign achieved a total of 53M+ impressions (18M+ over the estimated amount)

**Campaign was affected by COVID-19. Media was paused on March 9, 2020. COVID-19 had an immediate impact on travel consideration and booking.*

Visit Tampa Bay generated **40 Unpaid Corporate Media Placements** in the Quarter. **Destination Earned Media Value** for the Quarter resulted in **\$6,070,135**. The articles placed are listed below:

Date	Headline
1/3/2020	VTB Henry Awards 2019
1/6/2020	Superbowl 55 - Superbowl Commission
1/6/2020	Tampa's Tourism Revenue Doubled In Last Decade
1/13/2020	Cultural Havens - Tampa Bay Feature
1/28/2020	Live from the Gasparilla 2020 parade and pirate invasion print
1/28/2020	A guide to Gasparilla drinks, from Milk Punch to rum concoctions
1/28/2020	A guide to Gasparilla drinks, from Milk Punch to rum concoctions print
1/28/2020	Tampa Bay, Seattle Invite Tourists To Come In From The Cold
1/28/2020	Carvertise's rapid growth isn't slowing down — thanks in part to rideshare advertising
1/30/2020	Tampa Super Bowl officials in Miami to learn ahead of Super Bowl LV
1/30/2020	Santiago - Tampa Bay preps for Super Bowl 55
1/30/2020	ABC Action News Live at Super Bowl
1/31/2020	Is Gasparilla really the third-largest parade in the U.S.?
2/7/2020	Tourism taxes lead to six-figure salaries for executives
2/11/2020	Area enjoys record-setting tourism revenues as peak season gets under way
2/11/2020	Tampa with a Twist - FADMO
2/11/2020	Listen to our Destination Spotlight on Tampa
2/11/2020	SB in Tampa Nightly
2/13/2020	USA Today readers say Busch Gardens has the best new roller coaster
2/13/2020	2020 Sant' Yago Knight Parade, Tampa FL
2/14/2020	Team behind popular Tampa Armature Works to open a new site across the bay
2/14/2020	Gasparilla Music Festival Concert Lineup
2/16/2020	50 reasons to love Tampa Bay
2/18/2020	Visit Tampa Bay Announces 1 billion Hotel Rev. Goal for 2025
2/18/2020	Destinations International NewsBrief
2/18/2020	Visit Tampa Bay Sets Goal at 1B Dollar by 2025
2/19/2020	GeoTourist App in Ybor City - SC Interview
2/19/2020	Visit Tampa Bay sets \$1B dollar hotel revenue target by 2025
2/21/2020	Three Tampa Bay breweries named best in the world on new list
2/21/2020	Court Declares Tampa Hotel Room Fee Illegal
2/24/2020	Visit Tampa Bay Targets \$1B Hotel Revenue Goal
2/27/2020	Bob Morrison, Delano Stewart & David McQuay honored as Community Heroes
3/3/2020	A year away, Tampa prepares for back-to-back Gasparilla and Super Bowl weekends
3/4/2020	Could coronavirus in Florida hurt spring break travel? Officials aren't worried yet.
3/9/2020	Coronavirus expected to have little impact on Tampa Bay tourism during spring break
3/11/2020	Tampa Airport Named Among Country's Best
3/12/2020	Tampa International named best airport in the world for customer service
3/13/2020	Tampa Convention Center events canceled due to coronavirus concerns
3/16/2020	Coronavirus Concerns
3/27/2020	74000 Floridians seek jobless benefits

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 **1,708 Referrals** to local businesses. We produced **7 Local Industry and Partner Tourism Events** and Attracted **24 New Partners** in the Quarter.

Start Date Event Name

1/8/2020 Business by the Bay - Boca Kitchen
1/21/2020 Keys to Success - January 2020
2/6/2020 Business by the Bay - Home2 Suites
2/20/2020 Visit Tampa Bay 101 - February 2020
2/26/2020 Partnership 201 - February 2020
GET 3.3.2020 Visit Tampa Bay Open
3/3/2020 Training
3/4/2020 Business by the Bay - Bulla Gastrobar

7. **AWARDS AND RECOGNITION**

Visit Tampa Bay earned two Gold, five Silvers, and a Bronze Adrian for its 2019 marketing efforts. The winning projects included:

- **Gold Award, Digital Marketing (Integrated B2C Campaign):** Tampa’s Treasure Collection. Developed to promote key hotel properties in downtown and Hyde Park to recruit more business from meeting planners.
- **Gold Award, Advertising (Global):** Regional London Campaign. A free-standing ad campaign developed in collaboration with the Bradenton Area CVB.
- **Silver Award, Advertising (Radio-Consumer):** “Daydream to Tampa Bay.” Developed with the Tampa Bay Economic Development Corp. as part of the ongoing joint Make It Tampa Bay economic development campaign targeting Millennial entrepreneurs and tech start-ups in the region’s traditional visitor markets of New York, Boston, Chicago, Philadelphia, and Dallas.
- **Silver Award, Advertising (Brochure – Group Sales):** Tampa Bay’s Multicultural Guide. Magazine-style guide developed to showcase the cultural kaleidoscope of Tampa Bay to promote the region to planners of multicultural meetings, conventions, and events.
- **Silver Award, Public Relations (Public Relations Innovation):** Tampa’s Table: A Culinary Journey Through Tampa Bay. A cookbook and culinary journal developed in collaboration with 50 local chefs and featuring 60 recipes for everything from appetizers to desserts along with essays by local food experts and features on the history of uniquely Tampa Bay foods such as the Cuban sandwich and guava pastry.
- **Silver Award, Advertising (Brochure – Group Sales/Meetings):** Tampa’s Treasure Collection. Printed multi-page brochure featuring detailed information about key hotels in downtown and Hyde Park designed to promote Tampa Bay to meeting planners.
- **Silver Award, Digital Marketing (Webcast Series):** Tampa Memory Makers. Video series spotlighting exemplary members of Tampa Bay’s tourism industry, many of them working on the front lines and having a direct impact on visitors’ experience in the destination.
- **Bronze Award, Advertising (Experiential):** Norwich City Soccer Takeover. Produced in partnership with UK-based Norwich City FC, including a full branding saturation of the team’s Carrow Road stadium and contests that give Norwich fans a chance to win a trip to Tampa Bay.

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

06/04/2020
Date