

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 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)	\$ 3,116,546
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$ 0

Tourist Development Tax Funds Received Since October 1, 2019 \$ 10,921,162

1. **SALES** – Leisure Sales had **3,279 Customer Interactions** in the Quarter. Convention Sales generated **29,823 Definite Room Nights** resulting in **\$23,192,337 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 worked diligently to create new virtual and mobile platforms to conduct 32 Trade Shows and Missions & Sales Events in Quarter 3:

Start Date Event Name

4/7/2020	Conversant DMO Presentation
4/8/2020	Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards
4/9/2020	Destinations Florida
4/14/2020	Destinations Florida - State of the State
4/16/2020	US Travel Webinar
4/17/2020	English for the Tourism Industry (EFTI) Board Meeting Board Meeting
4/23/2020	US Travel Destinations Council Board of Advisors Meeting/Spring Meeting
4/28/2020	Tampa International Airport Partner Meeting
4/28/2020	Hospitality Sales and Marketing Association International (HSMAI) Advisory Presentation
4/28/2020	Destinations Florida Board Meeting
4/30/2020	Conversant Peer to Peer Roundtable
4/30/2020	US Travel Destinations Council Weekly Forum - April 30
5/1/2020	The Villages Travel Expo 2020 - Trade Show - The Villages, FL
5/7/2020	Association Management Center - Virtual Sales Call - Chicago, IL
5/5/2020	Destinations International EIC Best Practices Webinar - Guest Speaker - Washington, DC
5/1/2020	Norwich City Business Leaders forum
5/1/2020	Regional DMO Call - May 1
5/6/2020	Travel and Tourism Reach Association (TTRA) Arrivalist Forum
5/19/2020	CityNation Place
5/7/2020	US Travel Destinations Council Weekly Forum - May 7
5/14/2020	US Travel Destinations Council Weekly Forum - May 14
5/1/2020	Destinations Internations 30 Under 30 Orientation
5/15/2020	Regional DMO Call - May 15

5/29/2020 Regional DMO Call - May 29
 5/15/2020 Norwich City Partnership Forum
 5/12/2020 Univision: Here for Our Community, Here for Our Partners
 5/11/2020 Destinations Internations 30 Under 30 Lunch and Learn: Leadership
 5/19/2020 CityNation Place: Looking Forward as a Tourism Industry Amidst the Uncertainty of COVID-19
 5/19/2020 Society of Government Meeting Professionals - National Education Conf.Ntwkg & Virtual Gala
 6/9/2020 Aero Tour Operator Webinar 2020- Sales Presentation- Argentina
 6/23/2020 Aero Tour Operator Webinar 2020- Sales Presentation- Argentina
 6/24/2020 Society of Government Meeting Professionals Webinar - Back to Face to Face Protocol

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 worked diligently to create new virtual and mobile platforms to conduct 20 FAMs and Sites in Quarter 3:

Start Date Event Name

4/30/2020 Society of Government Meeting Prof. (SGMP) National Chapter (NATCAP) - Webinar Panelist
 4/3/2020 Regional DMO Call - April 3
 4/17/2020 Regional DMO Call - April 17
 4/29/2020 National League of Cities Virtual Planning Site
 4/16/2020 Meeting Professionals International (MPI) Tampa Bay Board Call - Industry Event
 4/21/2020 Weekly Meeting Professionals International (MPI) Tampa Bay Networking Calls (April) - Industry Event
 5/12/2020 Meeting Professionals Intl Weekly Tampa Bay Networking Calls (May) - Industry Event
 5/13/2020 Accenture Virtual Bid Presentation - Sales Call
 5/7/2020 American Society Of Colon and Rectal Surgeons (ASCRS) Virtual Planning Site
 5/14/2020 Club Management Association Of America (CMAA) Virtual Planning Site
 5/7/2020 FL Society of Association Executives (FSAE)-Educational Webinar - Industry Event
 6/10/2020 Meeting Professionals International (MPI) Tampa Bay Board Call - Industry Event
 6/3/2020 Meeting Professionals International (MPI) Tampa-Special Events Committee Call - Industry Event
 6/17/2020 Service Roundtable Virtual Planning Site
 6/25/2020 Club Management Association Of America (CMAA) Virtual Planning Site #2
 6/26/2020 Chowhound FAM - Media/PR FAM
 6/19/2020 VISIT FLORIDA Traveling Mom - Media/PR FAM
 6/12/2020 Regional DMO Call - June 12
 6/26/2020 Regional DMO Call - June 26
 6/25/2020 Defense Threat Reduction Agency - Virtual Site Visit

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

- Develop programs focused on retaining existing conventions, extending pre/post length of stay, and promoting 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
- Pursue new citywides and revisit events that have 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 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/regionals corporations
- Encourage creation of bounce back offers and meeting incentives during recovery
- Target weekend meeting and convention business covering the Thursday – Monday pattern

5. **MARKETING & COMMUNICATIONS** - In March of 2020, the travel and tourism industry came to a screeching halt due to the novel virus, Covid-19. From travel bans and restrictions to complete lockdowns domestically and abroad, demand for travel evaporated almost instantly.

As Florida’s tourism industry reopens, Visit Tampa Bay is inspiring travelers to hit the road and step into the sun. Its newly launched Florida’s Most Campaign welcomes back visitors to Tampa Bay and showcases the area’s array of open-air adventures to encourage summer travel and breathe new life into the local hospitality community and county economy.

The goal of the campaign for the remainder of the fiscal will move away from brand awareness and higher funnel long-term conversions and focus on immediate and short-term bookings.

Recovery Campaign details for Quarter 3:

Creative Overview:

With our blue skies and water, coupled with many options of things to see and do, the time is right to tell the story of our destination, evolved for the needs of the “new normal” traveler. Visit Tampa Bay is well-poised to begin to get back into market with our Florida’s Most campaign, enticing potential travelers in our drive-markets and beyond, to enjoy all our destination has to offer; safely and securely.

- Florida’s Most positioning, how we evolved messaging and select imagery to appeal to new or emphasized considerations:
 - Fresh air
 - Opportunity to be active
 - No crowds
 - Clean, sanitized, pristine
 - Safe, secure
 - An Escape

Planning Parameters:

- Timeframe: mid-June – September
- Target Audience: Adults 25–54

- Demographics/Psychographics:
 - Active adventurers; culture seekers
 - Adults with kids in the home; affluent; educated
 - Couples and 20-somethings; cultured; active
 - Geography: Preliminarily drive markets in Southeast, however digital campaign will be extended to include any geography with intent to travel to a Florida destination
- Projected revenue of a 3:1 return on ad spend goal
- Media Platform
 - Digital
 - Partner with the industry's top travel data platforms utilizing real-time travel data to reach an audience as they begin their travel search
 - Campaign to be optimized throughout the campaign based on return on ad spend performance so spend by partner may shift

Recovery Campaign Results:

Key Takeaways:

- Total estimated campaign revenue to date: \$2,273,271
 - Based on Adara Observed, Expedia, Priceline
- Total estimated campaign room nights to date: 20,958
 - Based on Adara Observed, Expedia, Priceline
- Travel Window:
 - Continues to be short with Expedia – with 63% of bookings occurring in 0-6 days
 - Remains longer in Adara Impact than Expedia at 11.5 days
- Majority of trips continue to be Multi Adult (69%) vs. Single (21%) and Family (10%)
- Top 5 flight origin markets (gross booking \$USD) continue to mirror our Out-of-State markets. Washington D.C. replaces Chicago from last week
 - Newark, USA
 - Boston, USA
 - New York, USA
 - Philadelphia, USA
 - Washington, USA
- Adara Impact shows the highest ADR (\$120)– likely due to people booking direct vs. on an OTA
 - Expedia ADR is lower at \$109
 - Priceline ADR remains the lowest at \$93 – likely due to the heavy discount nature of the platform

6. **COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE** - On March 9, Visit Tampa Bay went from monitoring COVID-19 to actively leading an industry response. Visit Tampa Bay was among the first DMOs to launch its COVID-19 Resources Page, which included a banner alert on its homepage, press releases, statements from CDC, County, State, local stakeholders and updates on event cancellations and postponements. The site also includes resources for businesses as well as exclusive hotel rates for essential travelers.

Over the next several months, the COVID-19 Resources Page evolved into the following grassroots initiatives:

New Logo and Tagline

Visit Tampa Bay launched a temporary logo change in an effort to advocate for social distancing and safer-at-home practices. The change is reflected in unlocking its iconic keys and changing the tagline to *Unlock Tampa Bay. From a Distance*.

Stronger Together Messaging

Shared on social platforms and on VisitTampaBay.com, a new 60-second Stronger Together video anchored our new messaging as Florida's Most Resilient Destination. View the video [here](#).

We Are Tampa Bay. We are Tourism Strong.

Bringing together the many faces of tourism, Visit Tampa Bay crowdsourced content from its partners in an effort to send its *Tourism Strong* message. The mission was simple – film a message on a mobile device while practicing

social distancing and send it to our team. The response was humbling. Every partner accepted. View the video [here](#).

Virtual Experiences

Experiencing Tampa Bay while social distancing became a priority with the help of community partners. The concept started with Glazer Children's Museum's learning hub and The Florida Aquarium's daily live broadcast, SEA-SPAN. In less than two days, the site boasted [dozens of virtual experiences](#) from printable word searches and coloring sheets to live streaming content from partners like Busch Gardens® Tampa Bay, ZooTampa and the Tampa Theatre.

Dining at a Distance™

As a result of COVID-19 and its relentless effects on the hospitality industry, particularly in the case of restaurants, Visit Tampa Bay partnered with Dining at a Distance™ to provide a [live hub of establishments](#) still open for business via take-out or delivery service. Within days, over 100 eateries submitted listing to the page. This was particularly helpful during the nationwide Great American Takeout initiative on March 24.

Supporting Tampa Bay's Community

Knowing that Tampa Bay had reached a crucial time for food insecurity during the COVID-19 crisis, Visit Tampa Bay partnered with Feeding Tampa Bay by giving 100 percent of the proceeds from sales of its twin culinary journals – Tampa's Table and Tampa With A Twist – to assist local families in need of food aid. In an attempt to assist unemployed tourism and hospitality workers, Visit Tampa Bay teamed up with CBK Catering to feed affected families in the industry on Easter. The team also donated hand sanitizers and other essential supplies for hospitality care kits distributed by the Laxer Family Foundation.

Socially Distant, But Still Connected

Keeping social distancing top of mind, Visit Tampa Bay's social media platforms became home to pertinent information and uplifting messaging. The team created a [#TourismStrong graphic](#) intentionally free of branding so that destinations far and wide could unite for the same cause. In an effort to uplift and motivate, the team created Tampa-inspired video-conferencing backgrounds, word searches, adult coloring sheets and blog-exclusive recipes from Tampa's Table, which were chosen by Instagram followers. A social distancing graphic was also created to help equate the recommended social distancing guidelines using destination-specific icons.

Bi-Weekly Regional PR Calls

Visit Tampa Bay brought together nine DMOs to discuss regional efforts in light of COVID-19. The weekly discussions are centered around innovative ideas, media messaging and internal updates. The calls are a platform for brainstorming and opening sharing ideas as the teams all navigate uncharted territory together.

Exclusive Partner Webinars

Visit Tampa Bay partnered with various organization across disciplines to offer free webinars to its partners during the pandemic. Webinar content ranged from health education with Tampa General Hospital experts to tourism forecasts with U.S. Travel Association and fellow regional DMOs.

Back to Business Toolkit

In partnership with the Tampa Bay Economic Development Council and Tampa Bay Chamber, Visit Tampa Bay helped produce a toolkit designed to help local businesses re-open safely and restore employee and customer confidence. The Back to Business Toolkit launched on June 1 and included free downloadable signage for businesses, guidelines on Florida's phased opening and recommendations on how to alter business operations to meet the safety needs of staff and consumers.

National Travel and Tourism Week

During National Travel and Tourism Week, Visit Tampa Bay led a region-wide red lighting of the Bay area's iconic landmarks in support of tourism. Visit Tampa Bay also advocated for tourism all week by offering webinars, participating in nationwide Twitter party with U.S. Travel, commissioning a virtual silhouette show to honor its partners and continuing its Memory Makers series highlighting frontline hospitality workers.

National Media Opportunities

In addition, Visit Tampa Bay was selective with securing media opportunities, ultimately hosting national media opportunities that resulted in 2.3 million impressions. The three press trips resulted in coverage on CBS Radio's Eye on Travel, CBS' food publication 'Chowhound', and the top family vacation blog, Traveling Mom.

In addition to all these grassroots initiatives, Visit Tampa Bay has been featured in the following media placement:

- TBBJ - [These Businesses are Giving Back](#)
- Destinations International - [Joint Statement from Travel Leaders](#)
- Northstar Meetings - [These DMOs are helping their local communities](#)
- WUSF - [Tampa Bay area hotels were hotspots – now ghost towns](#)
- ABC Action News - [Hillsborough Leaders set up Economic Recovery Task Force](#)
- Business Observer- [Despite Knockdown Punch, Tourism Agency finds ways to innovate](#)
- Fox 13 News - [Pandemic's impact could be worse than the great depression](#)
- Tampa Bay Times - [Hillsborough County cuts funding to Visit Tampa Bay](#)
- Inside the Magic - [From Recovery Meeting](#)
- TBBJ - [Hillsborough County decides to not cut funding completely to VTB](#)
- BayNews9- [Bay Area promoting tourism virtually during NTTW](#)
- FlaPol - [Travel industry looks to local markets to jump start recovery](#)
- WFLA - [Tampa Bay prepared](#)
- TBBJ - [Comicon Gets Green Light](#)
- WTSP - [Tampa Bay is out hundreds of millions of dollars due to cancelled events](#)
- Tampa Bay Times - [Potential of RNC to move to FL](#)
- WFLA - [RNC Coming to Tampa?](#)
- Business Observer - [Laws of Attraction: Tourism Exec offers advice](#)
- WUSF - [Florida Matters: Tourism up in the air](#)
- Tampa Bay Times - [After Tourism Hit All Time Lows, Beginning to See A Bounce Back](#)
- 83 Degrees Media - [Covid Recovery Toolkit](#)

Visit Tampa Bay generated **52 Unpaid Corporate Media Placements** in the Quarter. **Destination Earned Media Value** for the Quarter resulting in **\$6,963,209**. The articles placed are listed below:

Date	Headline
4/6/2020	These Tampa Businesses are Giving Back
4/5/2020	Joint Statement by Travel Leaders
4/14/2020	Visit Tampa Bay cuts staff, salaries as tourism activity is suspended
4/14/2020	How DMOs are Helping Their Local Communities During the Coronavirus Pandemic
4/20/2020	Destination International's 30 Under 30 Class Announced
4/21/2020	Coronavirus' Effect On U.S. Travel 'Worse Than 9/11'
4/14/2020	These companies have laid off or furloughed employees in Tampa Bay because of coronavirus
4/14/2020	Report shows the impact coronavirus has had on Florida's tourism industry
4/20/2020	Hillsborough Co. leaders set up Economic Recovery Task Force in first steps of reopening economy
4/1/2020	COVID-19 sho
4/23/2020	Despite knockdown punch, tourism agency finds ways to innovate
4/24/2020	Could tourism spread COVID-19 in Florida? Experts say yes
4/24/2020	Pandemic's impact on hotels, tourism could be worse than Great Depression, experts say
4/24/2020	NEWS: Here's What Was Discussed on Friday's Re-Open Florida Task Force Meeting
4/24/2020	Hillsborough Cuts Funding to Visit Tampa Bay
4/14/2020	Florida Hotel Hot Spots Become Ghost Towns Because Of Coronavirus
4/24/2020	Florida Shares Insight into Reopening Process for State Tourism, Such as Disney and Universal
4/29/2020	Hillsborough County decides not to cut off Visit Tampa Bay funding completely
5/7/2020	WHAT'S GOING ON: Travel, tourism, and COVID-19
5/6/2020	Bay Area Promoting Tourism Virtually During "National Travel and Tourism Week"
5/6/2020	Hard-hit hospitality, tourism businesses in the spotlight
5/11/2020	Special Operations military conference goes virtual
5/11/2020	SOFIC Goes Virtual

5/12/2020 Travel Industry Looks to Local Markets to Jump Start Recovery
 5/11/2020 Santiago Corrada - Tampa Bay Prepared
 5/11/2020 Santiago Corrada - Tampa Bay Prepared (Radio Segment)
 5/13/2020 What Makes a Good Partnership with Patrick Harrison of Visit Tampa Bay
 5/20/2020 Tampa Bay Comic Con gets the green light for July at convention center
 5/21/2020 Not that Kind of Mask: Comic-Con Is On
 5/26/2020 Could Trump move the Republican convention to Florida? The state GOP is all for it.
 5/26/2020 Tampa Convention Center loses millions, but finds new role
 5/26/2020 RNC Coming to Tampa? - 5PM
 5/26/2020 RNC Coming to Tampa? - 6PM
 5/26/2020 RNC Coming to Tampa? - 7PM
 5/26/2020 RNC Coming to Tampa? - 8PM
 5/29/2020 Business Reopening Tips
 5/20/2020 Tampa Bay is out 'hundreds of millions' in lost revenue dollars from canceled events
 5/13/2020 These Tourist-Related Tampa Bay Businesses Had To Lay Off People
 6/1/2020 Toolkit Available To Help Hillsborough Businesses Reopen Safely
 6/1/2020 New toolkit maps out path to recovery for Tampa Bay Area businesses
 6/1/2020 Covid-19 pandemic slashes Florida's tourism numbers
 6/1/2020 Destinations Florida June Edition
 6/3/2020 After tourism hit all-time low, Tampa Bay sees signs of a bounce back
 6/8/2020 Tampa Bay Reopens Responsibly
 6/5/2020 After tourism hit all-time low, Tampa Bay sees signs of a bounce back
 6/5/2020 Norwich City Flyer
 6/11/2020 RNC in Jacksonville would be economic boost for St. Johns County
 6/15/2020 Florida Matters: Future Of Tampa Bay Tourism Up In The Air
 6/19/2020 Laws of attractions: Tourism exec offers advice for uncertain times
 6/24/2020 Pickup driver curses, slams into protest leader at Hyde Park Village demonstration
 6/24/2020 Fragile Rock
 6/25/2020 New Visit Tampa Bay Campaign That Inspires Open-Air Adventures

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

In Q3 and in the midst of the pandemic, the Visit Tampa Bay team quickly collaborated to create virtual events, mobile selling platforms, educational webinars, destination video clip, and enhanced digital newsletters. We used these tools to market and sell the destination, educate stakeholders, and connect with partners.

Start Date Event Name

4/28/2020 Tampa L.I.V.E. - Learning & Interacting Virtually with Expedia
 5/7/2020 National Tourism and Travel Week webinar
 6/17/2020 June Marketing Committee Call
 6/18/2020 TGH Webinar - June 18
 6/23/2020 VISIT FLORIDA Marketing Council

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

08/31/2020
 Date