

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 2021**

Tourist Development Tax Revenue

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| 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) | \$2,380,720.26 |
| Tourist Development Tax Funds Received for 4 th Quarter (July-September) | \$ - |

Tourist Development Tax Funds Received Since October 1, 2020 **\$7,142,160.78**

1. SALES

Leisure Sales had **2,182 Customer Interactions** in the Quarter. Convention Sales generated **43,252 Definite Room Nights** resulting in **\$5,500,247.17 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 **25 Out-of-Market Events** in the quarter:

| <u>Date</u> | <u>Event Name</u> |
|-------------|---|
| 4/15/2021 | Visit USA Committee Netherlands 2021 - Tradeshow |
| 4/19/2021 | NECVB Rep's Virtual Tradeshow |
| 4/27/2021 | HelmsBriscoe/Marriott 2 for Tuesdays - Sales Presentation - Virtual |
| 4/27/2021 | Maritz/Marriott 2 for Tuesdays - Sales Presentation - Virtual |
| 4/29/2021 | Visit USA Committee Germany 2021 - virtual webinar |
| 5/6/2021 | Imprint Roadshow- Sponsor and Appt Show - Virtual |
| 5/24/2021 | Travel Bulletin Family Holidays Virtual Showcase |
| 5/24/2021 | Visit Florida Marketing Council Meeting - Industry Event - Virtual |
| 5/25/2021 | Florida CVBs in Chicago Client Event - Shaw's Crab House |
| 5/25/2021 | Florida CVBs in Chicago Client Event - Carmine's |
| 5/26/2021 | Florida CVBs in Chicago Client Event - Jojo's Shake Bar Lunch |
| 5/26/2021 | Florida CVBs in Chicago Client Event - Chicago Electric Boat's |
| 5/26/2021 | FSAE Roundtable - Sales Presentation - Tallahassee |
| 5/26/2021 | FMEA sales call - Tallahassee |
| 5/30/2021 | Vietnam Helicopter Pilots Association - Services Staffed Pre-Promote - Charlotte, NC |
| 6/2/2021 | Association Management Companies (AMC) Institute - Industry Event - Orlando, FL |
| 6/3/2021 | International Association of Exhibitors and Events (IAEE) Midwest Exhibition Showcase |
| 6/8/2021 | US Travel Marketing Committee |
| 6/14/2021 | Meeting Professionals International World Education Congress - Trade Show - Las Vegas, NV |
| 6/15/2021 | Association Forum of Chicago - National Summit |
| 6/15/2021 | Professional Convention Management Association (PCMA) Southeast |
| 6/15/2021 | American Legion pre-promote |
| 6/24/2021 | Destination International Mayhem Presentation |

- 6/28/2021 HelmsBriscoe Annual Business Conference - Trade Show - Dallas, TX
- 6/30/2021 Florida Society of Association Executives (FSAE) Annual Conference - Sales Presentation/sponsorship - Orlando

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

| Date | Event Name |
|-------------|--|
| 4/1/2021 | Traveling Mom - Media PR FAM |
| 4/6/2021 | Silver Liners Assoc |
| 4/6/2021 | Digital Dealer Virtual joint Services/Sales Planning Site |
| 4/7/2021 | National Council of State Legislators (NCSL) Planning Site |
| 4/9/2021 | Francesca Murray PR FAM - One Girl One World |
| 4/10/2021 | Par Tee on the Wharf Destination Experiences Booth |
| 4/12/2021 | National Technical Investigators Association (NATIA) Planning Site |
| 4/13/2021 | Visit Florida Domestic Group Media FAM (4/13 - 4/16) |
| 4/14/2021 | Destinations International CEO Summit |
| 4/15/2021 | Juanes Velez FAM - Media/PR |
| 4/16/2021 | Visit Florida Viajes el Corte Ingles Mexico - Leisure FAM |
| 4/21/2021 | National Association of Plan Advisors (NAPA) Planning Site |
| 4/22/2021 | Church of God Ministries Site |
| 4/23/2021 | Business as Mission (BAM) (3/23/21) Site Visit |
| 4/23/2021 | National Board (3/23/21) Site Visit |
| 4/26/2021 | Pacira Pharmaceuticals Planning Site |
| 4/28/2021 | Florida Sheriffs Assoc |
| 4/29/2021 | Travel Weekly Summer Escapes 2021 - Virtual Webinar |
| 4/29/2021 | Valspar Destination Experiences Booth |
| 4/30/2021 | American Academy of Dermatology (3/30/21) Virtual Planning Site - TCC |
| 5/3/2021 | Visit Florida Agaxtur Tour Operator - Virtual Webinar |
| 5/3/2021 | Epsilon Data Management Site |
| 5/3/2021 | National Council of Employee Ownership (NCEO) Planning Site |
| 5/5/2021 | OutCoast LGBTQ FAM - Media/PR |
| 5/5/2021 | American Society of Colon and Rectal Surgeons (ASCRS) Planning Site |
| 5/6/2021 | Gimatur Tour Operator 2021 - Sales Presentation - Virtual Webinar |
| 5/10/2021 | American Traffic Safety Services Assoc. (ATSSA) Planning Site |
| 5/13/2021 | Hotelbeds Florida Finest Campaign 2021 - Webinar |
| 5/14/2021 | Association of Old Crows Site |
| 5/14/2021 | International Association of Healthcare Central Service Material Management - TCC Site |
| 5/15/2021 | Water Street Collection FAM |
| 5/17/2021 | METALCON Planning Site |
| 5/17/2021 | PACE Site Visit |
| 5/18/2021 | IFM Efector, Inc. Site |
| 5/19/2021 | VF Colombian Influencer FAM |
| 5/20/2021 | Silverliners Services Planning Site |
| 5/23/2021 | TPUSA Services Planning Site |

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| 5/25/2021 | DI CEO Summit Reception sponsored by VTB |
| 5/25/2021 | Senior Living Conference Services Planning Site |
| 5/27/2021 | Visit Florida Colombia - Leisure FAM |
| 5/27/2021 | Leadership Hillsborough Presentation in Unlock Tampa Bay |
| 6/1/2021 | 2021 Chicago Bears Partner Trip |
| 6/2/2021 | Extra Space Management - Site |
| 6/3/2021 | Association for Business Communication - Site Visit |
| 6/7/2021 | Visit Florida Agaxtur Tour Operator - Virtual Webinar |
| 6/7/2021 | North American YMCA Development Organization (NAYDO) 2022 Planning Site |
| 6/8/2021 | International Association of Plastics Distributors - Site |
| 6/14/2021 | Connect Marketplace 2021 Planning Site |
| 6/16/2021 | Brand USA Destination Presentation 2021 - Virtual Presentation |
| 6/17/2021 | Orienda Collective Launch Party in the VC |
| 6/17/2021 | TeamLogic and FSI Site |
| 6/22/2021 | American Academy of Dermatology Planning Site |
| 6/22/2021 | Flexographic Prepress Platemakers Association (FPPA) Annual Meeting 2021/Site |
| 6/23/2021 | National Association of BlueBerry Council |
| 6/25/2021 | Hoy Dia - Telemundo - FAM Visit |
| 6/28/2021 | American Society of Colon and Rectal Surgeons (ASCRS) Planning Site |
| 6/28/2021 | Comprehensive Pharmacy Services Site |
| 6/29/2021 | AAA NorthEast Family Travel Takeover 2021 - Virtual Presentation |
| 6/29/2021 | American Massage Therapy Association (AMTA) Planning Site |

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Continued initiatives in to **Quarter 3** uniquely selling each geographical area 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 Recovery Campaign continues delivering conversions with lower-funnel OTA and travel data partners through June 2021.

- Delivery of over 112M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives through June 2021
 - \$66M in Enriched hotel booking revenue
 - \$32.9M in Observed hotel booking revenue
- 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 57M video impressions with a high completion rate of 97% and nearly 23M display impressions to extend frequency against those served the video ad through June 2021

Campaign Insights: Through June

- Top 5 flight origin markets
 - Chicago (CHI)
 - Philadelphia (PHL)
 - Boston (BOS)
 - Newark (EWR)
 - New York (JFK)
- Top hotel origin markets
 - Tampa
 - Orlando
 - New York
 - Miami
 - Chicago
- ADR ranges from \$138-\$156
 - Overall campaign ADR increased from \$144 in May 2021 to \$146 in June 2021
 - Adara had the highest ADR at \$156
 - Priceline had the lowest ADR at \$138
 - ADR continues to rise MoM. May ADR: \$135
- Travel window:
 - Expedia (June only): 0-to-6-day window now has the highest % of bookings with 33%, followed by 31-60 days at 17%
 - 7 to 13 days: 14%
 - 21 to 30 days: 11%
 - 14 to 21 days: 11%
 - 91+ days: 9%
 - 61 to 90 days: 6%
 - Remains longer in Adara Impact at 13.4 days average search to booking window and 21.5 average

advanced purchase

- Traveler Profile
 - 66% of trips booked are 35-44 and 45-54 years old
 - 65% Leisure, 35% Business
 - 71% are multi-adult trips
 - 17% single trips, 12% family trips

Campaign Learning & Optimizations: Through June

- Learnings
 - We continue to see strong performance in our legacy markets: Chicago, Philadelphia, New York, Orlando and Miami
 - ROAS remained flat MoM
 - ADR continues to rise as we get into spring/summer
 - Expedia yielded the strongest ROAS at 81x, up from 79x MoM
 - Priceline had the second highest ROAS (18x)
- Optimizations
 - July-September 2021 media strategy and budget allocation was impacted by these learnings
 - Majority of investment falls with Expedia due to high level of ROAS
 - Priceline investment was decreased and shifted to other partners to garner higher revenue and ADR
 - Kayak and Sojern budgets were increased as we have seen strong ROAS and high ADR
 - Adara Media plan was added to 3Q & 4Q 2021 media strategy to take advantage of their 1:1 match offer
 - July performance data will be analyzed while planning the October – December 2021 media strategy and budget allocation

In addition to the Recovery Campaign Visit Tampa Bay launched a Spring/Summer Inspiration Campaign.

Campaign Learning & Optimizations:

- Strong support and strategic layer of inspiration tactics cross channel are proving effective in driving consideration (web site visits) and visitation (higher occupancy rates)
- Always on video remains relevant and impactful
 - MNTN (SteelHouse) drives the largest post exposure visitation, contributed to the audience extension banners (0.21% overall), with Hulu still strong consider video only exposure (0.05% video)
 - Although upper funnel/brand awareness, the video campaign halos over into direct impact on booking revenue
 - \$2.45x ROAS (enriched) for the CTV/Audience extension campaign
- Additional summer campaigns (audio, native, content, affinity) will be reported in the summer campaign recap

6. **COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE**

Visit Tampa Bay has been featured in the following **Destination Media Placement in resulting in \$5,500,247 of Added Media Value** for the quarter.

| Publication Name | Headline |
|-------------------------------------|---|
| msn.com | 24 Iconic Sandwiches You Can Make at Home |
| msn.com | The Top 20 Destinations for Pet-Friendly Travel |
| wfla.com | Busch Gardens Tampa Bay to offer safe, fun-filled weekends for families |
| Orlando Sentinel | Busch Gardens Tampa Bay opening 2 live shows next month |
| Tampa Bay Business Journal (online) | Busch Gardens to bring back indoor theater shows in May |
| Lonely Planet Traveller | Free & Cheap things to do in Tampa |

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| fox13news.com | WrestleMania 37: Fans ready for first in-person WWE event since pandemic began |
| WFTS-TV ABC Action News | ABC Action News - Santiago Corrada |
| WFTS-TV ABC Action News | ABC Action News - Santiago Corrada 2 |
| WTVT-TV FOX 13 | New Giraffe Bar at Busch Gardens allows guests to sip cocktails with a conservation cause at Serenge |
| Business Observer | Convention center's growth spurred by picking up events looking for a new home 2 |
| Bay News 9 | Let the Mania Begin! Tampa Begins Welcoming Die-Hard Wrestling Fans |
| patch.com | Great American Franchise Expo Returns To Tampa April 24 – 25 |
| WTVT-TV FOX 13 | Rescued brown pelicans find home at Florida Aquarium |
| The Times of India | The Top Rates Aquarium Attractions in the World |
| Bay News 9 | Where and when to celebrate Earth Day 2021 in Tampa Bay |
| Tampa Bay Times (online - TampaBay.com) | Busch Gardens and SeaWorld offering free ticket deal for veterans |
| WFTS-TV ABC Action News | Busch Gardens, SeaWorld offering free admission for US military veterans and their families |
| WWSB ABC Sarasota | SeaWorld Parks, Busch Gardens offering free admission to military members, veterans, and their family |
| WSVN Miami | Busch Gardens and SeaWorld offering free admission to U.S. veterans, families |
| Bay News 9 | Busch Gardens offering veterans and their families free admission |
| WTVT-TV FOX 13 | Post-pandemic economic recovery can be seen with new skyline |
| Tampa Bay Times | Through Busch Gardens Tampa Bay, the world's fastest jugglers found home |
| Bay News 9 | Busch Gardens sets dates for Sesame Street Safari of Fun Kids Weekends |
| osprey observer Inc. Online | Port Tampa Bay Offers Free Educational Harbor Tours |
| WTVT Fox 13 | ZooTampa vaccinates animals against COVID-19 |
| Slickdeals | Busch Gardens Tampa Bay & Williamsburg Theme Parks - Free Admission for US Military Vets & Their Fam |
| Bay News 9 | ZooTampa welcomes new manatees for care after 2 moved to Ohio |
| WFLA News Channel 8 | 2 ZooTampa manatees transferred to Ohio zoo for continued rehabilitation |
| WTVT-TV FOX 13 | ZooTampa may begin vaccinating animals against COVID-19 this summer or fall |
| WBTW-TV | Busch Gardens offering free admission to U.S. military members, veteran, and their families 2 |
| WTSP-TV | COVID-19 vaccine specially developed for animals is on its way to ZooTampa |
| The New York Post | Tampa zoo animals may get COVID-19 vaccine in summer or fall |
| Fox News Channel | Tampa zoo animals may get COVID-19 vaccine in summer or fall, claims 'no cases' so far |
| Creative Loafing | Vintage photos of the Florida State Fair over the last century |
| CBS Sports | 2021 WWE WrestleMania 37 results, recap, grades: Sasha Banks, Bianca Belair steal show in historic main event |
| CBS Sports | WWE WrestleMania 37 stage reveal: Elaborate set design with huge screens, pirate ship in Raymond James Stadium |
| people.com | Nikki and Brie Bella Share Behind-the-Scenes Moments of Their Induction Into the WWE Hall of Fame |
| Tampa Bay Times | Cruise ships could set sail by mid-July, CDC says |
| ringsideneews.com | WWE WRESTLEMANIA GETS CREDIT FOR HELPING BOOST TAMPA'S TOURISM RECOVERY EFFORTS |
| Bay News 9 | Tampa International Airport celebrates 50th anniversary |
| WFLA News Channel 8 | Tampa International Airport celebrates 50 years |
| fox13news.com | Time flies: Tampa International Airport celebrates 50 years in the Bay Area |
| Tampa Bay Times | 'New' Tampa International Airport opened 50 years ago. Here's what it was like. |
| patch.com | Tampa International Airport To Celebrate 50th Anniversary Thursday |
| patch.com | Tampa International Airport Reflects On Year-Long Recovery From A Historic Drop |
| Tampa Bay Business Journal | Tampa International Airport adds sculptures, food delivery |
| Tampa Bay Times (online - TampaBay.com) | 30 Tampa Bay restaurants offering deals for Mother's Day |
| patch.com | Tampa Airport Will Deliver Meals While You Wait For Your Plane |
| patch.com | Tampa International Airport Debuts New Online Parking Booking System |

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| WTSP-TV | Tampa International Airport travelers can now book parking online ahead of time |
| Creative Loafing | Tampa International Airport now delivering food to passengers waiting for flights |
| St. Pete Catalyst | Jasper Johns exhibit opens Thursday at Tampa Museum of Art |
| WTSP-TV Online | Tampa Museum of Art offers free admission with vaccination card this weekend |
| bizjournals.com | Hospitality legend Ian Schrager on Water Street's new Edition: 'You're walking into a magical place' |
| businessobserverfl.com | Exclusive: Tampa restaurateur Jeff Gigante unveils new concept for Westshore |
| Tampa Bay Business Journal (online) | Q&A with Tampa restaurateur Jeff Gigante, who's bringing Union New American to Westshore |
| wfla.com | Florida marks one year since 'Phase One' of reopening the economy |
| WFTS-TV ABC Action News (online) | Florida's ban on vaccine passports leaves cruise line questioning its future in the state |
| WTVT-TV FOX 13 | CDC says U.S. cruises could resume this summer with 95% of passengers fully vaccinated - April |
| Central Florida News 13 | Port Tampa Central Florida News 13 |
| WTVT-TV FOX 13 | Port Tampa - FOX 13 11am News |
| wfla.com | Florida's lawsuit over CDC cruise orders goes before judge Wednesday |
| Tampa Bay Times (online - TampaBay.com) | 5 things to do with kids in Tampa Bay this week: May 3-9 |
| wfla.com | Florida Aquarium spawns grooved brain coral in lab for 2nd year |
| Tampa Bay Times (online - TampaBay.com) | Disney, Busch Gardens and other theme parks drop temperature screenings |
| wfla.com | Busch Gardens, Adventure Island ends temperature checks for guests |
| wfla.com | 8 On Your Side Health & Fitness Expo kicks off at Tampa Convention Center |
| WTVT-TV FOX 13 | Columbia's general manager reflects on more than 50-year career at legacy restaurant |
| wfla.com | Florida marks one year since 'Phase One' of reopening the economy |
| Tampa Bay Business Journal (online) | Exclusive: Big Storm Brewing to open in Ybor City |
| Tampa Bay Business Journal (online) | More than 2 million Floridians plan to travel for Memorial Day, AAA says |
| Insurance & Financial Meetings Management Qual Viagem | Tampa Destination Mention |
| WTVT-TV FOX 13 | Tampa Bay Spread in Brazil Qual Viagem |
| Business Insider | Cruise lines threaten to leave Florida over vaccine passport ban |
| WTVT-TV FOX 13 | The 9 best Tampa hotels, from sprawling family resorts to decadent luxury hotels — and every single |
| America Journal | Bay Crafted - FOX 13 |
| WTVT Fox 13 | America Journal Tampa Spread 2021 |
| WTSP-TV | FOX 13 - Hotel Occupancy |
| WTSP-TV | Florida Aquarium - WTSP 11pm |
| Bay News 9 | Florida Aquarium - WTSP 5pm |
| Bay News 9 | Port Tampa - Bay News 9 at 9am |
| wtsps.com | Port Tampa - Bay News 9 at 4am |
| wfla.com | Masks optional for fully vaccinated guests at Busch Gardens, Adventure Island |
| wtsps.com | French fries, cigars, yoga with dolphins: 8 things to do in Tampa Bay this weekend |
| WFTS-TV ABC Action News (online) | Stained glass hobby turns into colorful animal display for Florida Aquarium volunteer |
| Sunday Mirror | ZooTampa welcomes birth of endangered Eastern Bongo antelope |
| Breaking Travel News | Sunday Mirror - March 2021 |
| Eva International Media | JW Marriott Tampa Water Street sees brand reach new milestone |
| Bay News 9 at 10 | Christopher Minner – Executive Vice President of Marketing and Communications, Tampa International A |
| WTVT-TV | Florida Aquarium - Bay News 9 at 10 |
| | Port Tampa - Good Day at 9am |

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| Tampa Bay Times (online - TampaBay.com) | Changes coming to Channelside Drive as Port Tampa Bay, city swap land |
| Tampa Bay Business Journal | Channelside Drive improvements will include a new access road to cruise terminal |
| WFTS-TV ABC Action News (online) | Port Tampa Bay hosts annual hurricane preparedness exercise |
| Bay News 9 | Busch Gardens' Summer Nights gets new fireworks show, seasonal menu |
| Bay News 9 | Port Tampa Bay cruise business remains on hold as state reopens |
| Orlando Informer | Busch Gardens Tampa gets its biggest-ever nighttime spectacular for summer 2021 |
| thrillgeek.com | Busch Gardens Tampa Announces Summer Nights Details |
| WKMG-TV | 'Summer Nights' at Busch Gardens brings new fireworks show, extended park hours |
| News 13 Orlando | Busch Gardens' Summer Nights gets new fireworks show, seasonal menu |
| wfsp.com | Busch Gardens Summer Nights is back May 28 |
| wfla.com | Busch Gardens drops mask requirement for vaccinated guests |
| Tampa Bay Times (online - TampaBay.com) | Florida legalizes sports betting, Hard Rock to add roulette, craps |
| Bloomberg News - Online | Florida Legislature Approves Deal Giving Tribe Sports Gaming |
| Tampa Bay Times (online - TampaBay.com) | Who's regulating Florida's new gambling landscape? |
| Orlando Sentinel | Seminole gaming compact benefits tribe |
| Tampa Bay Times (online - TampaBay.com) | Florida lawmakers approved legalized sports betting. Now what? |
| Bay News 9 | Bay area breweries reaching out to get patrons back |
| wfla.com | Florida Aquarium giving free tickets to teens, young adults who get COVID vaccine during 'Ticket to |
| WFTS-TV ABC Action News (online) | 'Ticket to Outside' campaign gives incentives for COVID-19 vaccinations |
| wfla.com | Tampa launches vaccine campaign aimed at younger residents, offers incentives |
| WFTS-TV ABC Action News | WFTS - The Florida Aquarium 12pm |
| Bay News 9 at 11 | Bay News 9 - Bay Crafted |
| The Food Network - Diners, Drive-ins and Dives | Diners, Drive-Ins, & Dives - Tampa Mention |
| News 13 Orlando | News 13 at 4:30pm - Tampa Pride |
| Bay News 9 at 11 | Bay News 9 at 11pm - Tampa Pride |
| WTVT-TV FOX 13 | Tampa Pride is first in country for 2021 |
| wfla.com | Tampa Pride 2021 Festival and Diversity Parade returns to Ybor City |
| Tampa Bay Times (online - TampaBay.com) | Tampa Pride festival this weekend gets jump on Pride month |
| WFTS-TV ABC Action News (online) | Tampa Pride Parade to be the country's first of 2021 |
| Travel Ability Insider | FEATURED LANDING PAGE OF THE MONTH: Tampa Bay, Florida |
| InsiderTravelReport.com | Traveling with Denella - Insider Travel |
| wfla.com | Tampa Pride returns & other fun events in Tampa Bay this weekend |
| WTVT-TV FOX 13 | ZooTampa helps efforts to restore Puerto Rican crested toad population |
| Bay News 9 | Bay Crafted - Bay News 9 at 4pm |
| Bay News 9 | Bay Crafted - Bay News 9 at 1pm |
| Parents.com | 8 Florida Destinations Where You Can Celebrate Latin Culture With the Whole Family |
| Bay News 9 | Bay News 9 at 5:30 - CEO Summit |
| CW 44 | CW 44 at 10:30pm - CEO Summit |
| Bay News 9 | Bay News 9 at 2pm - Breeze Airways |
| WTVT-TV FOX 13 | FOX 13 at 12pm - Breeze Airways |
| WFLA News Channel 8 | WFLA at 11am - Breeze Airways |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Good Day Tampa Bay at 8am - Breeze Airways |

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| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Good Day Tampa Bay at 9am - Breeze Airways |
| Bay News 9 at 8 | Bay News 9 at 8am - Breeze Airways |
| Bay News 9 at 10 | Bay News 9 at 10am - Breeze Airways |
| Bay News 9 | Bay News 9 at 4:00pm - CEO Summit |
| WTSP-TV | 10 News Midday - Breeze Airways |
| Bay News 9 | Bay News 9 at 2:00pm - CEO Summit |
| Bay News 9 | Bay News 9 at 1:00pm - CEO Summit |
| Bay News 9 | Bay News 9 at 12:00pm - CEO Summit |
| Bay News 9 | Bay News 9 at 11am - CEO Summit |
| Bay News 9 | Bay News 9 at 10am - CEO Summit |
| Bay News 9 | Bay News 9 at 9am - CEO Summit |
| Bay News 9 | Bay News 9 at 7am - CEO Summit |
| Bay News 9 | Bay News 9 at 11am - Travel Plans |
| Bay News 9 | Bay News 9 at 10am - Travel Plans |
| Bay News 9 | Bay News 9 at 9am - Travel Plans |
| Bay News 9 | Bay News 9 at 8am - Travel Plans |
| Bay News 9 | Bay News 9 at 7am - Travel Plans |
| Bay News 9 | Bay News 9 at 6am - Travel Plans |
| Bay News 9 | Bay News 9 at 5am - Travel Plans |
| Bay News 9 | Bay News 9 at 12pm - Breeze Airways |
| Bay News 9 | Bay News 9 at 1pm - Breeze Airways |
| WFTS-TV ABC Action News | WFTS-TB (ABC) Skyway 2021 |
| CW 44 | CW 44 10pm news - Tampa Bay Tourism |
| CW 44 | CW 44 10:30pm news - Tampa Bay Tourism |
| WFTS-TV ABC Action News | WFTS 5:30pm news - Tampa Bay Tourism |
| WFTS-TV ABC Action News | WFTS 5pm news - Tampa Bay Tourism |
| Bay News 9 | Bay News 9 at 4pm - Travel Plans |
| Bay News 9 | Bay News 9 at 2pm - Travel Plans |
| WTTA-TV | Great 38 (WTTA) - Tampa Art |
| Bay News 9 | Bay News 9 at 10am - Breeze Airways |
| Bay News 9 | Bay News 9 at 8am - CEO Summit |
| 970 WFLA RADIO | WFLA (FM) Breeze Airways |
| NBC Sports | NBC Monster Jam - 1:30am |
| REELZ | American Crime: The Real Story of Robert Mazur 3pm |
| REELZ | American Crime: The Real Story of Robert Mazur 10am |
| HSN | HSN - Heidi Daus Collection featuring Gasparilla Earrings |
| WWSB ABC Sarasota | News at Flights Out of Sarasota County |
| WTVT-TV FOX 13 | FOX 13 at 4pm - Breeze Airways |
| AM 560 - The Answer | AM 560 - Politics of the Coronavirus |
| AM 860 | AM 860 - Politics of the Coronavirus |
| WOGX (Gainesville) | WOGX (ABC) - Busch Gardens Live Shows |
| WFTX-FTM | 8am Walking App in Tampa |
| WFTX-FTM | 4:30am Walking App in Tampa |
| WTVT-TV FOX 13 | FOX 13- HART |
| WOFL-TV | 5am - Visit FL and ZooTampa New Exhibit |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Good Day Tampa Bay 9am - FL Aquarium African Penguins |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Good Day Tampa Bay 8am - FL Aquarium Summer Camps |

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| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) WUSF News 89.7 | Good Day Tampa Bay 8am - FL Aquarium Moon Jellies 7am - Florida Aquarium Saving Coral |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) WUSF News 89.7 | Good Day Tampa Bay 7am - ZooTampa after COVID Good Day Tampa Bay 7:30am - ZooTampa after COVID Good Day Tampa Bay 6:30am - ZooTampa after COVID |
| WKYT (CBS) wusf.edu WKYT (CBS) WKYT (CBS) 970 WFLA RADIO CW South Florida CW South Florida bizjournals.com WFTS-TV ABC Action News (online) Creative Loafing Tampa Bay Times (online - TampaBay.com) WTVT Fox 13 | 5am - Florida Aquarium Saving Coral 10am - Tourism in KY / Breeze Airlines Tampa Bay Area Hotels See Increased Occupancy As Coronavirus Fades 7am - Tourism in KY / Breeze Airlines 5am - Tourism in KY / Breeze Airlines 8am - Housing Concerns at UT Traveling with Denella Ep. 1 Traveling with Denella Ep. 2 Here's why airline startup Breeze Airways chose to launch in Tampa ZooTampa announces 12 rays dead at Stingray Bay Every single stingray at a ZooTampa touch tank mysteriously died yesterday ZooTampa's 12 stingrays found dead under mysterious circumstances All stingrays residing in ZooTampa touch tank mysteriously found dead; zoo officials investigating NOVOS PASSEIOS E ATRAÇÕES PARA - May DESCOBRIR TAMPA BAY WFLA at 11am - Port Tampa Bay Good Day Tampa Bay at 8am - Port Tampa Bay Good Day Tampa Bay at 7am - Port Tampa |
| Qual Viagem WFLA News Channel 8 FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) WFTX-FTM Orlando Sentinel Bay News 9 WFTS-TV ABC Action News Yahoo News WTVT-TV FOX 13 wtsp.com International Business Times Tampa Bay Times (online - TampaBay.com) WFTS-TV ABC Action News (online) wfla.com Yahoofinance.com WSVN Miami wfla.com WFTS-TV ABC Action News Bay News 9 wusf.edu WUSF News 89.7 FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | WFTX Fox News - ZooTampa Stingrays 5.31 Busch Gardens Tampa Bay: Howl-O-Scream Tickets On Sale Busch Gardens brings back haunted houses for Howl-O-Scream Indoor live shows are back at Busch Gardens Tampa Bay after more than a year of darkened theaters Top 10 roller coasters in United States - 5.30 In scientific first, Florida Aquarium cross-breeds corals for stronger disease resistance Florida Aquarium successfully cross-breeds coral babies in historic effort to save barrier reef Florida Officials Launch Investigation After ZooTampa At Lowry Park Stingrays Suddenly Die - 5.29 Glad you're here, Tampa Bay tourists. But might we help you visit like a local? The Florida Aquarium's Center for Conservation in Apollo Beach will soon open a free visitors center Zoo Tampa Gets on Board with CEO Soak to Support ALS Association of Florida Chapter Nextech AR Solutions to Present at LD Micro Invitational XI Busch Gardens is bringing back Howl-O-Scream Howl-O-Scream to return for '28 killer nights' starting Sept. 10 WFTS at 9am - FLAQ Bay News 9 at 2pm - Port Tampa Bay Cruises Out Of Port Tampa Bay Should Return By Fall. Businesses Hope Sooner WUSF SC Cruise Interview Good Day Tampa Bay at 9am - FLAQ |

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| news.wjct.org | Cruises Out Of Port Tampa Bay Should Return By Fall. Businesses Hope Sooner (2) |
| WFTS-TV ABC Action News | ABC Action News - Columbia Restaurant Vaccines |
| USA Today 10Best | 10 Best Aquariums - FLAQ |
| Tampa Bay Times (online - TampaBay.com) | Newman Cigar Company wants to bring Cuban tobacco back to Ybor City |
| Cooking Channel | Cooking Channel - Bern's Steakhouse |
| WTVT Fox 13 | Fox 13 News at Noon - Meat Market |
| News 13 Orlando | Easing Covid restrictions means more travel this Memorial Day weekend 5.26.21 |
| Tampa Bay Business Journal (online) | Visit Florida looks to boost international tourism 5.26.21 |
| Tampa Bay's Morning Blend-WFTS | ABC Tampa's Morning Blend at 2am - Sal Y Mar |
| MPI.org | Tampa Events: A Proactive Approach |
| The meeting professional | Tampa Bay: A Proactive Approach to Meetings |
| Tampa Bay Times (online - TampaBay.com) | My, has downtown Tampa changed in the last 35 years |
| Qual Viagem | TAMPA BAY: NOVIDADES EM GASTRONOMIA, COMPRAS E HOTELARIA |
| Orlando Sentinel | Tampa Cigar Company wants to bring Cuban tobacco back to Florida |
| Tampa Bay Times (online - TampaBay.com) | Top 10 Tampa Bay events for the week of June 14-20 |
| WFTS-TV ABC Action News (online) | Tampa Bay Restaurant Week |
| Tampa Bay Business Journal (online) | MIDTOWN EMERGES AS A NEW NEIGHBORHOOD FOR TAMPA |
| 83degreesmedia.com | 4 foodie faves add to outdoor dining experience at Tampa's Sparkman Wharf |
| Tampa Bay Business Journal (online) | Business travel in Florida is slow to bounce back, contrasting tourism's overall recovery |
| wusf.edu | Florida Tourism Is Recovering, But European And Canadian Visitors Are Missing Out |
| Tampa Bay Times (online - TampaBay.com) | A big list of Tampa Bay's most touristy things to do |
| Orlando Attractions | Summer Events in Tampa Bay |
| Tourism Marketing Today | Baycrafted - Tourism Marketing Today |
| WTVT-TV FOX 13 | Fox 13 News at 6pm - Florida Aquarium |
| WFTS-TV ABC Action News | ABC Action News at 5:30 - Florida Aquarium |
| WTVT-TV FOX 13 | Fox 13 News at 4pm |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Fox Good Day Tampa Bay at 6:30am |
| Tampa Bay's Morning Blend-WFTS | ABC Tampa's Morning Blend at 10am |
| Bay News 9 online | Busch Gardens Tampa adds 'Spark' fireworks to more nights |
| WTSP-TV | CBS Great Day Live! |
| Orlando Sentinel | Busch Gardens' fireworks show now offered nightly |
| WTSP-TV Online | Roller coasters have been providing thrills in the US for 137 years |
| WTVT Fox 13 | Campers get up close and personal with marine life at Florida Aquarium this summer |
| CBS This Morning | CBS This Morning at 8am |
| WTSP-TV | CBS 10 News Brightside at 6am |
| travelmole.com | Tampa Bay tourism recovers to near pre-pandemic levels - May '21 |
| Selling Travel | Six of the Best destination highlights |
| Selling Travel | Travel Agent Training Programme editorial |
| Selling Travel | Tampa Bay city highlights |
| Selling Travel | VTB Training Academy - Selling Travel |
| Hello! | Tampa Bay and JW Marriott – the ideal place to stay |
| wfsp.com | The Florida Aquarium releases 5 endangered sea turtles back into the wild |
| wfsp.com | Florida Aquarium to release 5 sea turtles after rehab |

wtsp.com

Trash pulled from Tampa Bay waters becomes art in the hands of students

WFTS-TV ABC Action News
(online)

ZooTampa welcomes newborn southern white rhino

Visit Tampa Bay generated **64 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

| Date | Headline |
|-------------|--|
| 4/6/2021 | Tampa Bay Area Biker Event Expected To Cultivate Economic Growth |
| 4/6/2021 | Tampa Convention Center Showing Signs of Life |
| 4/7/2021 | Tampa Convention Center Showing Signs of Life |
| 4/7/2021 | Tampa Convention Center Showing Signs of Life (2) |
| 4/7/2021 | TCC Bay News 9 |
| 4/8/2021 | Traveler confidence among Floridians continues to grow, AAA says |
| 4/23/2021 | Tampa tourism is up, but demand for services is outpacing supply |
| 4/26/2021 | WrestleMania, spring break fast-track Tampa Bay's tourism recovery |
| 4/27/2021 | Local restaurants, hotels and attractions feel optimistic about 2021 after long pandemic period |
| 4/29/2021 | Convention center's growth spurred by picking up events looking for a new home |
| 5/3/2021 | Fox 13 - Tourism Week |
| 5/3/2021 | USAE March - DI Registration for Hybrid Summit |
| 5/5/2021 | The Power of Travel: Visit Tampa Bay and Visit St. Pete/Clearwater celebrate National Travel and Tou |
| 5/5/2021 | Convention center's growth spurred by picking up events looking for a new home |
| 5/6/2021 | Travel industry looking for more employees as rebound summer season nears |
| 5/10/2021 | Destinations Florida May Edition |
| 5/11/2021 | VISIT FLORIDA backs show to boost Tampa Bay |
| 5/14/2021 | Nextech AR Solutions Corp. Announces Strategic Partnership with Visit Tampa Bay |
| 5/14/2021 | NexTech AR partners with Visit Tampa Bay to use augmented reality to tell the story of the iconic Fl |
| 5/14/2021 | Nextech AR Solutions Corp. Announces Strategic Partnership with Visit Tampa Bay 2 |
| 5/14/2021 | Nextech AR Solutions Corp. Announces Strategic Partnership with Visit Tampa Bay 3 |
| 5/14/2021 | Hillsborough tourism industry reverses downward slide |
| 5/18/2021 | THOMAS COOK TEAMS UP WITH VISIT FLORIDA |
| 5/26/2021 | Tourism making a comeback in Tampa and across the country |
| 5/27/2021 | WUSF News - 5pm Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 12pm Tourism in Tampa After the Pandemic |
| 5/27/2021 | WFME - 7am Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 7am Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 3pm Tourism in Tampa After the Pandemic |
| 5/27/2021 | WFME - 9am Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 8am Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 6am Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 5:30pm Tourism in Tampa After the Pandemic |
| 5/27/2021 | WUSF News - 3:30pm Tourism in Tampa After the Pandemic |
| 5/27/2021 | WFTS 12pm news - Tampa Bay Tourism |
| 5/27/2021 | WFME - 7:30am Tourism in Tampa After the Pandemic |
| 5/27/2021 | Tourism making a comeback in Tampa and across the country |
| 5/28/2021 | Tampa Bay Area Hotels See Increased Occupancy As Coronavirus Fades |
| 6/1/2021 | With pandemic winding down, Tampa Bay tourism numbers up |
| 6/1/2021 | Telemundo at 4:30pm - Santiago Corrada |
| 6/1/2021 | Telemundo at 11pm - Santiago Corrada |
| 6/4/2021 | WTSP at 6pm - Dr. Xernona Clayton |

6/4/2021 WTSP at 6pm - Dr. Xernona Clayton (2)
 6/8/2021 Tampa Bay Area Hotels See Increased Occupancy As Coronavirus Fades (2) 5.27.21
 6/8/2021 Key Takeaways From Destinations International's Hybrid CEO Summit 5.28.21
 6/15/2021 Tourism bounces back around Tampa Bay as COVID-19 pandemic eases
 6/15/2021 Santiago Corrada - FOX 13 at 6
 6/15/2021 VTB Tourism Numbers - FOX 13 at 4
 6/15/2021 Fox 13 News at 6pm- Santiago Interview
 6/16/2021 VTB Tourism Numbers 2 - Good Day Tampa Bay at 4:30
 6/16/2021 Santiago Corrada tourism Numbers - Good Day Tampa Bay at 5:30
 6/16/2021 VTB and SC Tourism Numbers - Good Day Tampa Bay ay 7
 6/16/2021 Good Day Tampa Bay at 7am - Santiago Interview
 6/16/2021 Good Day Tampa Bay at 5:30am - Santiago Interview
 6/17/2021 Tampa Tourism Breaks Records in April
 6/18/2021 News 8 Mid-Day at 11am - Orenda
 6/18/2021 Newschannel 8 Today at 7am- Orenda
 6/18/2021 News 8 Today at 5:30am
 6/18/2021 News 8 Today at 4:30am - Orenda
 6/23/2021 DI CEO Summit - UASE Newsletter May
 6/27/2021 Bay News 9 at 11pm - Santiago Interview
 6/27/2021 Bay News 9 at 10pm - Santiago Interview
 6/28/2021 Fox 13 News at 10pm - Santiago
 6/28/2021 Bay News 9 at 4pm - Stanley Cup

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 **563 Referrals** to local businesses. We produced **6 Local Industry and Partner Tourism Events** and Attracted **14 New Partners** in the Quarter.

| Date | Event Name |
|-------------|--|
| 5/20/2021 | Business by the Bay-Whiskey Joe's Bar & Grill *Sold Out* |
| 6/8/2021 | GET 6.8.2021 TCC Private |
| 6/9/2021 | Business by the Bay - Aloft - Element Midtown |
| 6/23/2021 | GET 6.23.2021 TCC Private |
| 6/24/2021 | GET 6.24.2021 TCC Private |
| 6/30/2021 | Tourism Celebration |

8. **AWARDS AND RECOGNITION**

Visit Tampa Bay earned the **eTSY Innovation Award - Best Use of New Ideas or Technology** for our “How Visit Tampa Bay Pivoted from Selling to Leading Amidst COVID-19 Category: Crisis Communications/ Management”

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

8/30/2021
 Date