

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

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

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$2,380,720.26
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$2,380,720.26
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$2,380,720.26
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$2,380,720.22

Tourist Development Tax Funds Received Since October 1, 2020 **\$9,522,881.00**

1. **SALES**

Leisure Sales had **1,402 Customer Interactions** in the Quarter. Convention Sales generated **110,868 Definite Room Nights** resulting in **\$6,269,506 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 **24 Out-of-Market Events** in the quarter:

Date	Event Name
7/1/2021	American Legion pre-promote - Duplicate Event
7/1/2021	American Legion Staffed Prepromote - Duplicate Event
7/7/2021	Professional Conference Management Association Educon
7/8/2021	Global Travel Marketplace 2021- Tradeshow - Ft Lauderdale, FL
7/12/2021	Visit Florida TTG Florida Fest 2021- United Kingdom
7/13/2021	Association Meeting Professionals (AMPs) Summer Bash Reception
7/14/2021	Meeting Professionals International SES Panel Presentation - Industry Event - Virtual
7/20/2021	Destination Reps Annual Golf Outing & Clinic
7/22/2021	Premier Holidays 2021 - Virtual Webinar - United Kingdom
7/23/2021	SGMP NATCAP Board Retreat
7/24/2021	SGMP NATCAP Summer Outing
7/25/2021	NorthStar Destination Southeast - Trade Show - Marco Island, FL
8/1/2021	Cvent Connect - Trade Show - Las Vegas, NV
8/3/2021	Vietnam Helicopters Pilots Assn - virtual pre-promote
8/17/2021	Visit Florida Brazil Fest 2021- Virtual Presentation
8/17/2021	Maritz NEXT& - Industry Event - Seattle, WA
8/23/2021	American Society of Travel Advisers (ASTA) Annual Convention 2021- Tradeshow - Chicago, IL
8/25/2021	Society of Government Meeting Professionals NATCAP Education Meeting - Sales Presentation - Virtual
9/11/2021	Dallas Travel & Adventure Show 2021 - Trade Show
9/18/2021	IPW Las Vegas
9/19/2021	IPW 2021 - Trade Show - Las Vegas, NV
9/21/2021	SGMP NEC
9/21/2021	eTourism Presentation

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
7/8/2021	American Bankers Association Services Planning Site
7/11/2021	Kappa Alpha Psi - Virtual Pre-promote
7/13/2021	Cat Fanciers' Association Site
7/14/2021	Leisure, Destination, & Cruise Travel Expo 2021- Virtual Tradeshow
7/19/2021	Church of the Nazarene Services Planning Site
7/19/2021	National Association of Trailer Manufacturers Services Planning Site
7/19/2021	Rheumatology Nurses Site
7/21/2021	Alexandria Jones - Multicultural FAM
7/21/2021	Northwestern Mutual Services Planning Site
7/26/2021	Conference of Southern Graduate Schools- Site
7/27/2021	American Volleyball Coaches Association Services Planning Site
8/2/2021	Robin Soslow FAM
8/5/2021	Maritz Global Events - Site Visit
8/8/2021	COPA x PANAMA Influencer FAM
8/10/2021	Destination Florida Board Meeting 2021
8/11/2021	Galaxy Vacations LATAM 2021 - Virtual Webinar
8/15/2021	COPA x COLOMBIA Influencer FAM
8/17/2021	Coasters and Castle Webinar 2021
8/18/2021	Coasters and Castle Podcast 2021
8/19/2021	American Retirement Association Planning Site
8/20/2021	Public Relations Society of America (PRSA) Professional Development Day
8/23/2021	Inter-Company Marketing Group- Site
8/23/2021	Marriott Pre-Masters Fam
8/25/2021	Pi Kappa Phi Services Planning Site
8/25/2021	Marketing Summit
8/26/2021	National Rural Utilities Cooperative Finance Corporation Services Site Visit
8/27/2021	Medaxiom - Site Visit
8/27/2021	Marriott Post-Masters Fam
8/28/2021	@atpeachyeats (Allie Eaton) Influencer FAM
8/29/2021	Receptive Tour Operator South Summit 2021- Presentation
8/30/2021	Receptive Tour Operator South Summit 2021- Tradeshow - Tampa, Florida
8/30/2021	Connect Opening Night Reception
8/31/2021	Travelability Summit
8/31/2021	Connect Marketplace Client Dinner Steelbach
9/1/2021	Travelability at TCC
9/1/2021	Connect Marketplace Client Dinner Ulele
9/1/2021	Connect Marketplace Client Dinner Columbia
9/3/2021	Vamos a Miami FAM

9/7/2021 McVeigh FAM
 9/8/2021 McVeigh FAM Store Activation
 9/8/2021 McVeigh Global Meeting and Events (MGME) VC Activation
 9/9/2021 Orthopaedic Trauma Association Services Planning Site
 9/9/2021 Florida Nursery Growers and Landscape Services Planning Site
 9/9/2021 Air Canada Vacations 2021 - Virtual Tradeshow
 9/10/2021 Pinch a penny - Site
 9/11/2021 Grifols Site
 9/12/2021 Meeting Professionals International (MPI) Thought Leaders Summit FAM
 9/12/2021 Meeting Professionals International Thought Leaders Summit
 9/14/2021 Lumbermens Merchandising Co Services Planning Site
 9/14/2021 Visit Florida JAX FAX 2021- Virtual Sales Presentation
 9/14/2021 Dirk Baumgartl - LGBT FAM
 9/15/2021 Society for Neuro Oncology Services Planning Site
 9/15/2021 Celebrity Cruises Constellation Webinar- Virtual Presentation
 9/16/2021 American Vietnam Helicopter Pilots Association Services Planning Site
 9/16/2021 DI PR Presentation - Zoom
 9/20/2021 Miami Turistico PR Influencer FAM
 9/27/2021 Marine Retailers Association of Americas Site
 9/29/2021 American College of Foot and Ankle Surgeons Site
 9/30/2021 Thais Towersey VF Brazilian PR Influencer FAM

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

New initiatives put in place in **Quarter 4** supporting the needs of the four geographical areas of the County.

Downtown

- Apply the Hybrid Meeting Grant program to retain existing conventions, extend pre/post length of stay, and promote the destination to virtual attendees
- Direct rescheduled events to need periods based upon pace performance
- Continue identifying and pursuing displaced conventions resulting from closures or postponements
- Document and share success stories from events operating within new safety guidelines
- Proactively communicate with convention organizers and partners for timely adjustments
- Promote new developments and renovations
- Increase emphasis on attracting luxury/upper-upscale meetings
- 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 resulting from the new Seminole Hard Rock inventory and function space

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
- Utilize convention incentives for securing short-term, in-house meetings

5. **MARKETING & COMMUNICATIONS**

The FY21 Recovery Campaign continued delivering conversions with lower-funnel OTA and travel data partners through September 2021

Delivery of over 136M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives through September 2021

- \$97M in Enriched hotel booking revenue
- \$43M in Observed hotel booking revenue

Campaign Insights: Through September

Top 5 flight origin markets

- Chicago (CHI)
- Philadelphia (PHL)
- Newark (EWR)
- Boston (BOS)
- New York (JFK)

Top hotel origin markets

- Tampa
- Orlando
- New York
- Miami
- Chicago

ADR ranges from \$148-\$159 (up MoM)

- Overall campaign ADR increased from \$149 in Aug 2021 to \$150 in Sept 2021
- Adara had the highest ADR at \$159
- Expedia had the lowest ADR at \$148
 - ADR continues to rise MoM

Travel Window

- Expedia (Sept only): 0-to-6-day window now has the highest 34% of bookings, followed by 31-60 days at 16.6%
 - 7 to 13 days: 13%
 - 14 to 20 days: 9.9%
 - 21 to 30 days: 10%
 - 61 to 90 days: 8.6%
 - 91+ days: 7.9%
- Remains longer in Adara Impact at 11.5 days average search to booking window and 21.7 average advanced purchase

Traveler Profile

- 62% of trips booked are 40-49 years old
- 65% Leisure, 35% Business
- 26% with HHI \$75K-\$99K

Campaign Learning & Optimizations: Through June

Learnings

- We continue to see strong performance in our legacy markets: Chicago, Philadelphia, New York, Orlando and Miami
- ROAS decreased by 1x MoM for observed and 2x for enriched potentially due to decrease performance on Expedia
- ADR continues to rise
- Expedia yielded the strongest ROAS at 75x
- Kayak had the second highest ROAS (29x), up 2x MoM after increasing 14x month since June

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

Multicultural Campaign Recap

Overview

- Brand Awareness
- Target Audiences – Black and Hispanic Families
- Media – Trusted, High-Impact (Print, Digital, Radio)
- Markets – Atlanta & Miami

Results

Atlanta

- 2.3M Print Readership
- 3.2M Digital Impressions
- 1.2M Radio Listeners

Miami

- 280k Print Readership
- 1.1M Digital Impressions
- 300k Radio Listeners

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,269,506 of Added Media Value** for the quarter.

<u>Publication Name</u>	<u>Headline</u>
Tampa Bay Business Journal (online)	'Visitor economy' and 'cultural infrastructure' propel Tampa, St. Pete metro area to 'best city' hon
Bay News 9 at 11	Bay News 9 at 11am- Tampa Ranking
Fox 21 Morning News	Fox 21 Morning News at 8am- Octopus
Central Florida News 13	News 13 Your Midday News at 4pm- Ybor City
Bay News 9	Bay News 9 at 4pm- Ybor City
Central Florida News 13	News 13 Your Midday News at 1pm- Ybor City
www.moneygeek.com	The Top U.S. Cities for Job Seekers in 2021 (June)
wfla.com	Busch Gardens welcomes baby giraffe named Stanley
wfsp.com	Say hello to 'Stanley': Busch Gardens' newborn giraffe was born the night the Lightning won the Cup
Bay News 9	Busch Gardens brings back free beer to celebrate Bolts Stanley Cup win
ND+	Paulo Basso FAM Article (May)

fox13news.com	Fourth of July boat parade planned for downtown Tampa
wfla.com	8 places to grab a Cuban sandwich in Tampa
Ladevi Argentina	Las principales playas gay de Florida (June)
Bay News 9	Busch Gardens Tampa Bay closes early ahead of Elsa
wtsp.com	Beer, Bolts, Busch Gardens: Theme Park celebrates Lightning win with free beer
WFTS-TV ABC Action News (online)	Walking Club: Exploring the walking trails at Busch Gardens
Bay News 9	Florida Aquarium says 7 African penguins have died
AbcNews.Go.Com	7 African penguins die at Florida aquarium, authorities say they may never know why
Fox News Channel Online	7 African penguins mysteriously dead at Florida aquarium
Yahoo News	The highs and lows of the week across Tampa Bay and Florida
Tampa Bay Times (online - TampaBay.com)	Tampa Bay splash pads, public pools offer cheap ways to cool off
wfla.com	Celebrate Independence Day, run the St. Pete Pier or snag some local BBQ this weekend in Tampa Bay
newsweek.com	Tropical Storm Elsa Closures, Cancellations: What Is Shut Down in Florida
WTVT Fox 13	Summer at ZooTampa: Visit baby animals and keep cool with Frosty Fusions
Tampa Bay Times (online - TampaBay.com)	Tampa zoo's newest arrival: Wendy's first Frosty cart
WTVT Fox 13	ZooTampa: Manatees are starving in Florida, but you shouldn't feed them in the wild
The Sunday Times	The best of America's rivers, lakes and beaches (June)
The Sunday Times	The best of America's rivers, lakes and beaches (Print/June)
wfla.com	'Boom by the Bay is a go;' Tampa mayor says weather won't hurt July 4 celebrations
wfla.com	Boom by the Bay: Aerial view of Tampa's Fourth of July fireworks
CW 44	Boom By The Bay Celebration For Independence Day
Tampa Bay Times (online - TampaBay.com)	Fourth of July in Tampa Bay
Bay News 9	Downtown Tampa businesses hoping 4th sparks return of patrons
wfla.com	Tampa will celebrate Independence Day with its first-ever 4th of July boat parade
Selling Travel	Selling Travel Newsletter (May)
Bay News 9	Busch Gardens Tampa reveals new haunted house for Howl-O-Scream
Tampa Bay Times (online - TampaBay.com)	Born out of necessity, boat parade has become emblematic of Tampa Bay
wfla.com	Despite delay, Tampa's Fourth of July fireworks show lights up Hillsborough River
wfla.com	Tickets now on sale for Tampa Bay Comic Con after turbulent 2020
Orlando Magazine	The Pride of Tampa Bay: Le Segunda Bakery
Tampa Bay Times (online - TampaBay.com)	'A totally different city': How Tampa has changed since 2004 Stanley Cup win
Business Observer	Ybor City's La Segunda Cafe and Bakery is opening a new location in St. Petersburg, its third
Yahoo News	Ybor City's La Segunda Bakery & Café opening St. Pete location
Tampa Bay Business Journal (online)	Ybor icon La Segunda to open in St. Petersburg
cigarjournal.com	125 YEARS OF J.C. NEWMAN CIGAR CO.: INVESTING IN THE FUTURE
fox13.com	Lightning boat parade: What to expect during second victory bash in less than a year
Bay News 9	Bay News 9 at 4pm- Tampa Museum of Art
WFTS-TV ABC Action News	Action News Weekend Edition at 8am- Yuengling
MOR- Power of One	Power of One at 8:30am- Jane Castor
WFTS-TV ABC Action News	Action News at 3pm- Yuengling
WFTS-TV ABC Action News	Action News at 9am- Yuengling
WTSP-TV	Great Day Live at 9am- Aquarium/Shark Week
WTSP 10 News at 5:30 a.m.	10 News This Evening at 5:30pm- Tampa's Birthday
Tampa Bay Times (online - TampaBay.com)	Reservations no longer needed to visit Busch Gardens or SeaWorld

Tampa Bay Times (online - TampaBay.com)	Nat Geo Wild's 'Secrets of the Zoo' show filmed another season in Tampa
WUFT	Ports, Travel Agencies And Passengers Await The Return Of Cruises
Tampa Bay Times (online - TampaBay.com)	Amazon Studios announces 'Tampa Baes,' a docuseries about Tampa Bay lesbians
people.com	Tampa Baes: New Amazon Docuseries Follows Young Lesbian 'It-Crowd' Navigating Life in Florida
The Economic Times	Unscripted docuseries 'Tampa Baes' will come to Amazon this year-end Read more at: https://economy
Tampa Bay Times (online - TampaBay.com)	Tampa Bay Comic Con returns to Tampa
Tampa Bay Times (online - TampaBay.com)	Tampa's Gasparilla parades will sail on in 2022
wfla.com	Tampa's Oxford Exchange among top 10 places for brunch in America, according to Tripadvisor
Bay News 9	Busch Gardens: 'Cell Block Zombies' house set for Howl-O-Scream
Bay News 9	ZooTampa prepares to vaccinate susceptible animals against COVID-19
Vulture	Lesbians Get the Reality-TV Treatment With Tampa Baes
The Tribune India	Get set for Tampa Baes
WTVT Fox 13	Florida researchers hope for bright and colorful future for coral reef species following breakthrough
WTVT Fox 13	Aquarium researchers working to save Florida reef tract
wfla.com	Columbia Restaurants requiring employees to wear masks again
WFTS-TV ABC Action News (online)	Local business owners implement safety measures following increase in COVID cases
wtsp.com	Ybor City shows Tampa's Cuban roots, serves as reminder to continue fight for freedom
wfla.com	Tampa's Oxford Exchange among top 10 places for brunch in America, according to Tripadvisor
Tampa Bay Business Journal (online)	Tampa restaurant lands on Tripadvisor top 10 list
USA Today	Tampa Bay Buccaneers receive Super Bowl 55 championship rings
espn.com	Tom Brady takes to social media to show off all his Super Bowl rings...again
wtsp.com	Bling Season: The Bucs show off their Super Bowl rings
Tampa Bay Times (online - TampaBay.com)	It don't mean a thing if you ain't got that Super Bowl ring
Tampa Bay Times (online - TampaBay.com)	Tampa tops Miami as Florida's best city, says new global survey
wfla.com	Tampa Bay city ranks as one of the best places to live in the US
wtsp.com	Penguin habitat reopening delayed following several deaths at Florida Aquarium
wfla.com	2 orphaned manatee calves find temporary home at ZooTampa
wfla.com	Destination Delicious: Spain
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 6:30am- Tampa Bay Ranking
KTBU	Modern Marvels- Aquarium
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 6:30am- SS American Victory
News 13 Orlando	News 13 Your Morning News at 6- Ybor Cigar Rolling
Cooking Channel	Cooking Channel at 10:30am- Bern's Steakhouse
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 6:30am- Tampa Bay Ranking #22
KRIV-HOU	Wake up! With Sally Mac & Lina at 5am- Octopus
Good Day Orlando	Good Day Orlando at 6am- SS American Victory
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 6:30am- SS American Victory Ship
KRIV-HOU	Wake up! With Sally Mac & Lina at 6:30am- Octopus
travel channel	Travel Channel at 11am- Bern's Steakhouse
WFTS-TV ABC Action News	Action News at 6am- Yeoman's Cask & Lion
KYTX-TV	CBS 19 at 5pm- Octopus
WFTS-TV ABC Action News	Action News at 6pm- Wholefoods Opening
WFTS-TV ABC Action News	Action News at 3pm- Growing Midtown
TMZ	TMZ Live at 11pm- Octopus

WFLA News Channel 8	News Ch8 Mid-Day at 11am- Restaurants & Bars + Stanley Cup win
WTSP 10 News at 6pm	10 News This Evening at 6pm- Lighting Boat Parade
WTVT Fox 13	Fox 13 news at 11:30pm- Lighting Boat Parade
WTSP 10 News	10 News Brightside at 4:30am- Lighting Boat Parade
News Channel 8	News Channel 8 at 8pm- Stanley Cup
WTVT Fox 13	Fox 13 News at 4pm- Lighting Boat Parade
Tampa Bay's Morning Blend- WFTS	Tampa Bay's Morning Blend at 10:30am- Datz
WZVN- More In The Morning	More In The Morning at 6am- Busch Gardens Free Beer
News Channel 8	New Channel 8 at 8pm- Stanley Cup
WTVT Fox 13	Fox 13 News at 10pm- Lighting Boat Parade
WFLA News Channel 8	News Ch8 at 11pm- Lighting Boat Parade
WTVT-TV FOX 13	The Wendy Williams Show at 11:30am- Lighting Boat Parade
WTVT Fox 13	Fox 13 News at Noon- Lighting Boat Parade
KABC-TV	Eyewitness News at 6pm- Lighting Boat Parade & Celebration
WDIV-DET	Local 4 News at 6pm- Lighting Boat Parade
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 9am- Lighting Boat Parade
Good Day Orlando	Good Day Orlando at 6am- Lighting Boat Parade
Tampa Bay Times (online - TampaBay.com)	Ybor City development plan unveiled: Park, condo towers lead 50-acre proposal
Bay News 9	Development plan revealed for 50-acre Ybor City space
WTVT-TV FOX 13	Fox 13 News at 11pm- Bucs White House Visit
Bay News 9	Bay News 9 Your Evening News at 10- Bucs Visit White House
WTVT-TV FOX 13	Fox 13 News at 10pm- Bucs Visit White House
NY1	News All Weekend at 8:30pm- Bucs visit White House
WESH 2 News	WESH 2 News on CW18 at 10pm- Bucs visit White House
Bay News 9	Bay News 9 Your Evening News at 9- Bucs visit White House
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 8am- Tampa Convention Center
WINK-TV	WINK News at 9am- Busch Gardens
KUTV-SLC	2 News at 10pm- Bucs Visit White House
Bay News 9	Bay News 9 at 8pm- Gasparilla
WFTS-TV ABC Action News	Action News at 4pm- Gasparilla
News Channel 8	News Ch8 at 4pm- Gasparilla
WTSP 10 News	10 News Midday at 12pm- Gasparilla
News Channel 8	News Ch8 Mid-Day at 11am- Gasparilla
Bay News 9 at 10	Bay News 9 Your Midday News at 10- Gasparilla
WFTS-TV ABC Action News	ABC Action News at 7am- Gasparilla
WTSP 10 News	10 News Brightside at 5:30am- Gasparilla
Bay News 9 Overnight News	Bay News 9 Your Overnight News at 4:30am- Gasparilla
KTLA	KTLA 5 Sports Final at 10:30pm- Bucs visit White House
WFTS-TV ABC Action News	Action News at 3pm- Columbia Restaurant
WFTS-TV ABC Action News	Action News at noon- Columbia Restaurant
WFTS-TV ABC Action News	Action News at 9am- Columbia Restaurant
WFTS-TV ABC Action News	Action News at 6am- Columbia Restaurant
WTVT Fox 13	Fox 13 News at Noon- Columbia Restaurant
www.clickorlando.com	Hang Ten Tiki Bar to open at Busch Gardens' Adventure Island
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 8am- Columbia Restaurant
laughingplace.com	Adventure Island to Celebrate National Water Park Day with Preview of Hang Ten Tiki Bar Menu on July
News Channel 8	News Channel 8 at 8pm- Oxford Exchange Best Brunch
TravelPulse.com	Breeze Airways Already Running Into Headwinds
WTVT-TV FOX 13	Fox 13 News at noon- Glazer Children's Museum

Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 7am- Glazer Children's Museum
WFLA-daytime	NBC Daytime at 10am- Columbia Restaurant
WTVT-TV FOX 13	Fox 13 News at 11pm- FL Aquarium Coral Awareness Week
FOX 35 Orlando	Fox 35 NewsEdge at 11pm- FL Aquarium Coral Awareness Week
WTVT-TV FOX 13	Fox 13 News at 11pm- FL Aquarium Saving Coral Reefs
Fox 51 News	Fox 51 News at 10pm- FL Aquarium
FOX 35 Orlando	Fox 35 News at 10pm- FL Aquarium
WTSP-TV	Great Day Live at 9am- FL Aquarium
WFLA-daytime	NBC Daytime at 10:30- Columbia Restaurant Dancers
WFLA-daytime	NBC Daytime at 10am- Columbia Restaurant Andrea Gonzmart
WFTS-TV ABC Action News	Action News at 11:30pm- Gasparilla
Bay News 9	Bay News 9 Your Evening News at 8:30pm- FL Aquarium Coral
FOX 2 News	Fox 2 News at 5pm- FL Aquarium Coral Reefs
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 5am- FL Aquarium
Good Day Orlando	Good Day Orlando at 4am- FL Aquarium Coral Reefs
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 4:30- FL Aquarium Coral Reefs
WTVT-TV FOX 13	Fox 13 News at 11am- FL Aquarium Coral Reefs
Bay News 9	Bay News 9 Your Evening News at 8pm- Gasparilla
WTSP 10 News at 6pm	10 News This Evening at 6pm- Gasparilla
WTSP 10 News	10 News This Evening at 5:30pm- Historic Tampa Bay Photo Collection
WFTS-TV ABC Action News	Action News at 4pm- Gasparilla Festivities
WFTS-TV ABC Action News	Action News at 3pm- Gasparilla
WFTS-TV ABC Action News	Action News at 9am- Gasparilla
CBS This Morning	CBS This Morning at 8:30am- Gasparilla
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 6:30am- Gasparilla
WFTS-TV ABC Action News	Action News at 5am- Gasparilla
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 4:30am- Gasparilla
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 4am- Gasparilla
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 7am- FL Aquarium Coral Reefs
Bay News 9 Overnight News	Bay News 9 Your Overnight News at 12:30am- FL Aquarium Coral Reefs
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 7am- Gasparilla
Good Day Orlando	Good Day Orlando Sunday at 9am- FL Aquarium Coral Reefs
WFTS-TV ABC Action News	Action News Weekend Edition at 8am- Gasparilla
WTSP 10 News	10 News Brightside Sunday at 8am- Gasparilla + Historic Photo Collection
WFTS-TV ABC Action News	Action News at 5:30am- Oxford Exchange Best Brunch
WFTS-TV ABC Action News	Action News at noon- Giraffe Ranch
WFTS-TV ABC Action News	Action News at 9am- Giraffe Ranch
Bay News 9	Bay News 9 Your Midday News at 10am- New Ybor City Development
Fox 13's Good Day Tampa Bay	Good Day Tampa Bay at 8am- 813 Day
Bay News 9	Adventure Island to open Hang Ten Tiki Bar this fall
WTVT Fox 13	ZooTampa is having a major baby boom
Tampa Magazine	Ybor Was (and is) Cigar City
Tampa Magazine	A Farm Grows in Tampa
Bay News 9	Bay News 9 Your Morning News at 7am- Ybor Development Project
The Food Network	Food Network at 8pm- Beat Bobby Flay
Bay News 9	Bay News 9 Your Midday News at 9- Ybor Development Project
Bay News 9	Bay News 9 Your Morning at 7am- Ybor Development Project
wfla.com	Tampa International Airport looking to fill 700 positions in upcoming hiring event
wtsp.com	Great Day Dining: Mise en Place

WTSP-TV	Great Day Dining: Mise en Place TV Segment
unation.com	8+ Must Try Cuban Sandwiches in Tampa Bay
Brewbound	Cigar City Brewing and Dark Door Spirits Team Up to Release Ready-To-Drink Cocktail
www.smithsonianmag.com	THE LAST CIGAR FACTORY IN TAMPA
Tampa Bay Times (online - TampaBay.com)	How Tampa's stingrays and penguins died is still a mystery. It may stay that way.
Only In Your State	Julian B. Lane Riverfront Park In Florida Is Never-Ending Outdoor Fun
www.clickorlando.com	Weekend plans? It's festival season at Central Florida's theme parks
Bay News 9	Busch Gardens reveals 'Witch of the Woods' house for Howl-O-Scream
Bay News 9	Bier Fest returns to Busch Gardens Tampa this month
WTVT Fox 13	Bier Fest makes early return to Busch Gardens for fourth year
WFTS-TV ABC Action News (online)	Trash from the Gulf turned into art at the Florida Aquarium thanks to local students
wfla.com	Manatee impacted by red tide rescued, being treated at ZooTampa
wtsp.com	Manatee impacted by red tide getting 'life-saving care' at ZooTampa
wfla.com	Classical enrichment! Orangutans, rhinos treated to songs at ZooTampa
wfla.com	ZooTampa celebrates World Elephant Day
fox13news.com	Manatee treated for red tide at ZooTampa
Tampa Bay Times (online - TampaBay.com)	Tampa Convention Center lands \$16 million tourist tax investment
wfla.com	Sparkman Wharf celebrates Tampa Bay on 813 Day
wtsp.com	It's your day, Tampa: Sparkman Wharf to celebrate 813 Day
tbnweekly.com	Column: The importance of the Cuban sandwich
Tampa Bay Business Journal (online)	Boutique apartments, office space begin construction in Ybor City
fox13news.com	Cereal bar in Ybor City mixes classic titles in bowls and cocktails
Travel Weekly	Tampa Bay destination guide (June UK Coverage)
Tampa Bay Business Journal (online)	Tampa ranks among the top 10 cities to visit with kids
Tampa Bay Business Journal (online)	Three Tampa Bay cities rank among the best for outdoor dining in Florida
Yahoo News	Water Street Tampa getting new ice cream, coffee shops and gym
msn.com	Celebrate National Roller Coaster Day on one of the 7 best coasters in the US
Yahoo News	5 things to do with kids in Tampa Bay this week: Aug. 16-22
Tampa Bay Business Journal (online)	Relationship banking defined series: Roger Germann, president of The Florida Aquarium, (July)
Tampa Bay Times (online - TampaBay.com)	Tampa to hold inaugural Pride on the River event
WTVT-TV FOX 13	FLAQ Fox13 8.1.21
CW 44	FLAQ CW44 8.3.21
WFTS-TV ABC Action News	FLAQ ABC Action News 8.5.21
WFTS-TV ABC Action News	Port Tampa - ABC Action News 8.4.21
WTVT-TV FOX 13	Columbia/Ybor City Fox 13 8.3.21
Bay News 9	Pirate Water Taxi; Bay News 9 8.8.21
Bay News 9	Port Tampa; Bay News 9 8.18.21
MY TV 9	VTB Ad on USL Game 8.13.21
WFTS-TV ABC Action News	VTB Mention on ABC Action News 8.10.21
forbes.com	Avelo Launches \$59 Fall Flights From Connecticut To Florida
wfla.com	Cruises to resume sailing from Port Tampa Bay in October
Bay News 9	Chick-fil-A to open location at Busch Gardens Tampa Bay
Fox News Channel Online	Cruises from Port Tampa may start again in October
wfla.com	Chick-Fil-A to open this fall at Busch Gardens Tampa Bay
WFLA News Channel 8	Port Tampa Bay WFLA 8.18.21
VAX Vacation Access	Serving Travelers with Disabilities
AdWeek	3 Lessons From Tourism Brands That Innovated in Turbulent Times

WFTS-TV ABC Action News (online)	Busch Gardens' Iron Gwazi to open in March 2022 as country's tallest hybrid coaster
WFTS-TV ABC Action News (online)	Chick-fil-A coming to Busch Gardens
Yahoo News	Chick-fil-A is coming to Busch Gardens in Tampa
wtsp.com	The Florida Aquarium releases three rehabilitated sea turtles
Convene: Professional Conference Management Association (PCMA)	Plan Your Next Meeting Success Story in Tampa Bay
Tampa Bay Times (online - TampaBay.com)	Port Tampa Bay projects 187 cruises, 400,000 passengers by fall of 2022
WTVT Fox 13	Port Tampa Bay ready for cruises to sail in October
WTVT Fox 13	Cruises to resume from Tampa in October
Yahoo News	Tampa airport to hire nearly 1,000 workers at largest job fair ever
Yahoo News	New low-cost carrier Avelo Airlines coming to Tampa International Airport
WTSP-TV	Columbia Restaurant - WTSP 8.21.21
WTSP-TV	Columbia Restaurant - WTSP 8.23.21
Bay News 9	Busch Gardens Bier Fest - Bay News 9
Tampa Bay's Morning Blend- WFTS	FLAQ ABC - 8.24.21
Yahoo News	Port Tampa Bay projects 187 cruises, 400,000 passengers by fall of 2022 (2)
Yahoo News	Cruises from Port Tampa may start again in October (2)
www.fodors.com	The 15 Best River Walks in the United States
Go Nomad	Tampa Florida: Rolling with the Riverwalk (June domestic FAM)
I May Roam	9 THINGS TO DO IN CENTRAL FLORIDA (BEYOND DISNEY AND THE BEACHES)(June Domestic FAM)
New York Lifestyle Magazine	CENTRAL FLORIDA Adventures Beyond Disney (June Domestic FAM)
trekaroo.com	10 FUN Things To Do in Tampa with Kids (June Domestic FAM)
WFTS-TV ABC Action News (online)	Sixth Annual Epic Chef Master (Epicurean Mention)
forbes.com	Emerging Tech Cities In The U.S.
Washington News Day	The United States' 14 Largest Aquariums.
laughingplace.com	Busch Gardens Tampa Bay's Bier Fest Offers Fantastic Flavors and a Plethora of Beverage Options
WSVN Miami	ZooTampa caring for orphaned baby manatee, the smallest in zoo's history
Cuisine Noire	Tampa Bay's Rich Diverse Cultural Exchange and Bites
WTVT Fox 13	50 years at Bern's Steak House: Iconic restaurant's last original employee to retire
Bay News 9	Busch Gardens announces Iron Gwazi after-hours preview for annual passholders
Bay News 9	Busch Gardens Tampa Bay offering deal on 2022 Fun Card
Smithsonian Natural Zoo	Smithsonian and Partners Pioneer Method To Boost Endangered Coral Populations Separated by Vast Dist
Houston Chronicle	4 budget-friendly escapes for travel-hungry Houstonians
mysanantonio.com	4 budget-friendly escapes for travel-hungry Houstonians (2)
WFTS-TV ABC Action News	Port Tampa - ABC Action News 9.8.21
Tampa Bay Times (online - TampaBay.com)	What to expect at Howl-O-Scream at Busch Gardens this year
Bay News 9	Howl-O-Scream: Think you can scare me? I lived through 2020!
WFTS-TV ABC Action News (online)	Busch Gardens Howl O'Scream
wfla.com	Halloween events beginning, 'I Like It Hot' returns, Gators take to Tampa & more this weekend
Bay News 9	Busch Gardens Tampa shares more details about Sesame Street Kids' Weekends
WTVT Fox 13	Adventure Island water park to stay open year-round with heated pools
Yahoofinance.com	Seminole Hard Rock Hotel & Casino Tampa Donates \$500,000 to Tampa Bay Charities
Heraldtribune.com	Which restaurants make the best Cuban sandwiches in Florida? Here are 10 of our favorites
wfla.com	Cereaholic Cafe and Bar bringing nostalgia, breakfast favorites to Ybor City

wfla.com

Creative Loafing

WFTS-TV ABC Action News (online)

WFLA News Channel 8

wfla.com

wfla.com

WFTS-TV ABC Action News (online)

Bay News 9

wfla.com

wtsp.com

WFTS-TV ABC Action News (online)

WFTS-TV ABC Action News (online)

Bay News 9

Orlando Sentinel

WFLA News Channel 8

miamiherald.com

Bay News 9

WSAV-TV

Tampa Bay Times (online - TampaBay.com)

Yahoo News

wtsp.com

wfla.com

wfla.com

Tampa Bay Times (online - TampaBay.com)

wfla.com

Bay News 9

wtsp.com

wfla.com

Tampa Bay Business Journal (online)

Tampa Bay Times (online - TampaBay.com)

Tampa Bay Times (online - TampaBay.com)

Bay News 9

WFTS-TV ABC Action News (online)

FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox)

horrorbuzz.com

the ledger

tbbwmag.com

WFTS-TV ABC Action News (online)

boatingindustry.com

WFTS-TV ABC Action News (online)

WTVT Fox 13

Tampa Bay Times (online - TampaBay.com)

WTVT-TV FOX 13

WTVT-TV FOX 13

Ybor City Ghost Tour takes guests inside Cuban Club on search for spirits amid history

Dessert outshined the dinner at Ybor City's Flor Fina restaurant

Cruise ships to set sail from Port of Tampa once again

WFLA News Channel 8 Busch Gardens 9/22/2021

Tampa Baseball Museum honoring baseball legends opens this weekend

Howl-O-Scream returns to Busch Gardens with new attractions

Sip on margarita flights at Jotero Kitchen + Tequila Bar in Tampa

Here are your Tampa Bay Halloween events for 2021

Not that 'Impossible': 8 vegan spots in Tampa Bay for lunch, trying something new

Celebrate Hispanic Heritage Month with Latin Night concert in Tampa

Tampa Bay Baseball Museum

Busch Gardens' annual Howl-O-Scream features 5 indoor haunted houses for 2021

Legoland Florida shares more details about 10th birthday celebration

Legoland 10th Birthday Celebration

WFLA Tampa Baseball Museum 9/21/2021

Tampa cereal bar shares ghost stories

Busch Gardens' Howl-O-Scream: What to know about this year's event

WSAV Columbia Restaurant 9/24/2021

Halloween events in Tampa Bay: A time for boos and booze

New museum for baseball history in Tampa opens

'Save Our Souls': Something haunted is coming to Tampa's American Victory Ship

Mexican mash-up opens in Channelside

Tampa Pride's first 'Pride On The River' celebration kicks off on Hillsborough River

Oktoberfest season has arrived in the Tampa Bay area

Adventure Island to open year-round with new heated pools

Where to celebrate Oktoberfest in Tampa Bay

Touring the Tampa Bay area's spookiest spots

Busy Tampa Bay weekend includes Clearing the Shelters, celebrating Pride on the River & free museum

The Candle Pour expands to St. Petersburg's Edge district

The Tampa Museum of Art is getting bigger and better | Column

Tampa cereal bar says it's haunted. Do the ghost stories match history?

Gasparilla Music Festival announces full 2021 lineup, schedule

The Gasparilla Music Festival Celebrates 10th Anniversary

Dark Door Spirits-Good Day Tampa Bay 9/27/2021

Busch Garden's Howl-O-Scream 2021 Delivers the Scares in Tampa Bay

Maya Lora: Shipping containers could soon transform the retail, food scene in Lakeland

Leah Roddenberry reigns

ZooTampa's 'Creatures of the Night' Halloween event features its first scary haunted house in years

IBEX 2021 kicks off in Tampa

Tampa Baseball Museum at Al Lopez House honors the Hispanic roots of professional baseball players

Busch Gardens announces in-park Chick-fil-A to open Thursday

10 things to do with kids in October in Tampa Bay

Tampa Baseball Museum FOX 13 9.20.21

Tampa Baseball Museum (2) 9.20.21

Bay News 9	Busch Gardens Sesame Street 9.20.21
WTVT Fox 13	Tampa Baseball Museum 9/24/2021
fluxmagazine.com	Popular Cities you Need to Visit in Florida
WTVT-TV FOX 13	FLAQ FOX 13 9.19.21
Fox 13's Good Day Tampa Bay	Tampa Museum of Art - Good Day 9.18.21
WTSP 10 News	Free Museum Day - WTSP 9.17.21
Tampa Bay's Morning Blend- WFTS	Columbia Restaurant WFTS 9.16.21
WWSB ABC Sarasota	Columbia Restaurant WWSB 9.15.21
WFTS-TV ABC Action News	Port Tampa Bay WFTS - 9.7.21
WFTS-TV ABC Action News	Port Tampa Bay Guide WFTS - 9.8.21
WTVT-TV FOX 13	Port Tampa Bay FOX 13 - 9.3.21
WFTS-TV ABC Action News	ZooTampa WFTS 9.1.21
WFTS-TV ABC Action News	Haunted Wharf and American Victory Ship WFTS
WFLA-TB (NBC)	Sparkman Wharf WFLA-TB 9/27/21
sports.yahoo.com	Tampa Baseball Museum at Al Lopez House honors the Hispanic roots of professional baseball players 2
wfla.com	Marine industry professional event kicks off in Tampa Bay
wfla.com	Ybor City home to 'haunted,' historic 1920s speakeasy in building of cereal café, bar
Tampa Bay Times (online - TampaBay.com)	9 new businesses coming to St. Petersburg's Central Avenue
Creative Loafing	The Battery, a new concept from owners of C House, is now open in downtown Tampa
Tampa Bay Business Journal (online)	Hillsborough TPO to review funding for Tampa's West Riverwalk extension project
WFTS-TV ABC Action News (online)	\$24 million BUILD Grant will fund project to extend Tampa's west Riverwalk northward
WFTS-TV ABC Action News (online)	Florida's first theme park Chick-fil-A opens at Busch Gardens Thursday
Tampa Bay Business Journal (online)	Nonstop flights from Tampa to Europe scheduled to resume this fall

Visit Tampa Bay generated **45 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
7/1/2021	Stanley Cup Final scores for area businesses, prompting return visitors (6/30)
7/1/2021	Five new events relocate from other cities to the Tampa Convention Center
7/1/2021	WINNING The Super Bowl as only TAMPA BAY can
7/1/2021	EDGE Business Mag - SC Mention
7/5/2021	Blu- Berlin, Germany Feature
7/5/2021	Leo- Berlin, Germany Feature
7/5/2021	Maenner Media- German Advertorial online
7/8/2021	Sports teams give an assist to Tampa's growth and development
7/8/2021	Santiago Corrada - 10 Tampa Bay at 11pm
7/11/2021	10 News Brightside Sunday at 8am- Santiago Interview
7/12/2021	Good Day Tampa Bay at 9am- Tourism Record Highs
7/12/2021	Good Day Tampa Bay at 6:30am- Tourism Record Highs
7/12/2021	Good Day Tampa Bay at 4am- Tourism Record Highs
7/13/2021	Summer Campaign - Good Day Tampa Bay
7/13/2021	News Channel 8 at 8pm- VTB Halftime Show
7/13/2021	News Channel 8 at 8pm- VTB Advertisement
7/14/2021	Tampa Bay area tourism breaks records again in June as hotels and attractions work to meet growing d
8/12/2021	Hillsborough tourism numbers outpace record year of 2019
8/12/2021	Tampa Bay Tourism Sets July Travel Record

8/16/2021 Visit Tampa Bay reports July tourism record
8/17/2021 TravelMole Craft Beer Forum w/ SC (June UK Coverage)
8/17/2021 Visit Duluth Gets Axed Plus More People & Places News
8/19/2021 New destinations provide a boon for tourism groups and an opportunity for businesses (July)
8/23/2021 Dr. Xernona Clayton Tampa Article
8/30/2021 Visit Tampa Bay Launches 3D Interactive Map
9/1/2021 Interactive map gives 3D views of all Hillsborough County has to offer
9/1/2021 New interactive 3D map lets you see downtown Tampa in a new way
9/1/2021 Visit Tampa Bay launches 3D interactive map of downtown Tampa
9/1/2021 Imerza & Santiago Corrada - 8.31.21
9/1/2021 Imerza & Santiago Corrada - 8.31.21 (2)
9/1/2021 Imerza & SC
9/1/2021 Imerza & SC
9/1/2021 Imerza & SC - Good Day Tampa Bay
9/1/2021 Imerza - Good Day Tampa Bay (2)
9/1/2021 Fox 13 Staycation w/ SC 8.29.21
9/1/2021 Staycation & SC - 8.28.21
9/1/2021 Staycation & SC - 8.27.21
9/2/2021 SC on Morning Blend - 9.2.21
9/6/2021 USAE Imerza Mention
9/8/2021 Discover the 2 Best Ways to Sip Your Way Across Tampa Bay, St Pete & Clearwater
9/16/2021 Tampa Riverwalk to expand to west side of waterway
9/20/2021 VISIT TAMPA BAY REVEALS NEW GLOBAL SALES CHIEF
9/21/2021 Tampa Bay abre 2 mil novos quartos e aguarda brasileiros
9/27/2021 VTB IPW Mention
9/29/2021 VISIT TAMPA BAY ANUNCIA NOVA DIRETORA GERAL DE VENDAS

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 **770 Referrals** to local businesses. We produced **4 Local Industry and Partner Tourism Events** and Attracted **12 New Partners** in the Quarter.

Date	Event Name
8/4/2021	Keys to Success -Topgolf
8/25/2021	2021 Marketing Summit
9/15/2021	Business by the Bay-Haiku *sold out
9/29/2021	GET 9.29.21 Private TDP

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

11/30/2021
Date