

## Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending December 31, 2021

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### Tourist Development Tax Revenue

|   |             |
|---|-------------|
| Tourist Development Tax Funds Received for 1 <sup>st</sup> Quarter (October-December) | \$4,324,071 |
| Tourist Development Tax Funds Received for 2 <sup>nd</sup> Quarter (January-March)    | \$          |
| Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)       | \$          |
| Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)   | \$          |

**Tourist Development Tax Funds Received Since October 1, 2021** **\$4,324,071**

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### 1. SALES

Leisure Sales had **1,238 Customer Interactions** in the Quarter. Convention Sales generated **100,081 Definite Room Nights** resulting in **\$6,101,122 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 **37 Out-of-Market Events** in the quarter:

| <u>Date</u> | <u>Event Name</u>  |
|-------------|--|
| 10/6/2021   | Florida Society of Association Executives Education Expo - Tradeshow - Tallahassee, FL               |
| 10/14/2021  | SGMP NATCAP Anniversary Social   |
| 10/14/2021  | DestinationReps Destination Celebration Indy - Client Event - Indianapolis, IN                       |
| 10/14/2021  | PCMA PATOMAC Chapter Meeting   |
| 10/20/2021  | NECVB Rep's New Jersey Customer Events   |
| 10/21/2021  | Tour America Training 2021 - Virtual   |
| 10/25/2021  | Brand USA Travel Week 2021 - Trade Show - London   |
| 10/26/2021  | Connect Faith - Trade Show - Round Rock, TX  |
| 10/27/2021  | ASAE Launch Party  |
| 11/1/2021   | World Travel Market Visit Florida (WTM VF) - Client Event - London                                   |
| 11/3/2021   | Professional Convention Management Association (PCMA) Southeast - Industry Event - Atlanta, GA       |
| 11/4/2021   | Festuris Gramados 2021 Tradeshow- Brazil   |
| 11/8/2021   | Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) - Trade Show - Las Vegas, NV   |
| 11/8/2021   | Worldwide Exhibition for Incentive Travel, Meetings & Events Beauty & Essex - Client Event - Vegas   |
| 11/10/2021  | Dreams Destinations Mexico 2021 - Virtual Sales Presentation   |
| 11/10/2021  | Worldwide Exhibition for Incentive Travel, Meetings & Events Beatles Love - Client Event - Las Vegas |
| 11/13/2021  | Knecht Reisen Seminar  |
| 11/14/2021  | Financial & Insurance conference Professionals Annual Meeting  |
| 11/16/2021  | American Society of Association Executives (ASAE) Summit - Industry Event - Cleveland, OH            |
| 11/16/2021  | Destination Celebration  |
| 11/16/2021  | Minn Sales Call- Lunch with Sarah Korbel- Marine Retailers of America Assoc                          |
| 11/16/2021  | Minn Sales Call- Dinner with Judy Larson and Betty Ford  |
| 11/17/2021  | Ireland Sales Mission - 2021   |

11/17/2021 Viajes Lulu Mexico 2021- Virtual Sales Presentation  
 11/17/2021 Irish Sales Mission 2021  
 11/17/2021 Minn Sales Call- Breakfast with Gayle Rappaport- ConferenceDirect  
 11/17/2021 Meeting Professionals International (MPI) Minnesota Holiday Party - Sales Presentation - Minneapolis  
 11/18/2021 Visit USA Thanksgiving event - Dublin  
 11/18/2021 Visit USA Thanksgiving Night 2021  
 11/18/2021 Minn Sales Call- Coffee- Augusta Kirk- Admiral Merchants  
 12/9/2021 Society of Gov't Meeting Prof. December Event Sponsored by Visit Tampa Bay  
 12/13/2021 Holiday Showcase TradeShow- Chicago, Illinois  
 12/13/2021 Chicago Client Dinner- Dan McNeil - American College of Foot and Ankle Surgeons  
 12/13/2021 Maritz UnWrap - Chicago Illinois  
 12/13/2021 Professional Convention Management Association Holiday Mixer - Chicago Illinois  
 12/14/2021 Client Dinner Pre CVBReps Holiday Customer Event  
 12/15/2021 CVB Reps Holiday Customer Event

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

| <b>Date</b> | <b>Event Name</b>  |
|-------------|--|
| 10/5/2021   | Florida Nursery Growers and Landscape Staff All Services Planning Site |
| 10/12/2021  | MADU MEDIA Tour  |
| 10/13/2021  | (NWFA) Services Planning Site  |
| 10/13/2021  | FL Manufactured Housing Association                                    |
| 10/14/2021  | Copa Airlines 2021 - Sales Presentation - Panama & Costa Rica          |
| 10/14/2021  | Destinos Aviareps Latin America 2021- Trade Show - Virtual Event       |
| 10/16/2021  | Unlock Tampa Bay Pop up shop and destination booth                     |
| 10/18/2021  | Media Financial Focus (MFM) Services Planning Site                     |
| 10/19/2021  | Hearing Loss Association Of America Planning Site                      |
| 10/19/2021  | Susie Bacher Influencer FAM  |
| 10/20/2021  | Association of College Honor Societies - Site Visit                    |
| 10/21/2021  | Celebrity Cruises Constellation Webinar- Virtual Presentation          |
| 10/24/2021  | Visit Florida Services Planning Site                                   |
| 10/26/2021  | SourceAmerica NCSE Senior Leadership                                   |
| 10/27/2021  | FL Medical Assoc   |
| 10/27/2021  | FL Coalition for Children  |
| 10/27/2021  | Pediatric Orthopaedic Society of North America (POSNA) - Site Visit    |
| 10/28/2021  | American Staffing Association-Annual Meeting 2023                      |
| 11/1/2021   | Travel Weekly Florida Plus 2021- Virtual Webinar                       |
| 11/1/2021   | Church of God Ministries Planning Site                                 |
| 11/1/2021   | Dana Berez Influencer Fam  |
| 11/1/2021   | Admiral Merchants Site   |
| 11/2/2021   | Lana Law FAM   |
| 11/3/2021   | Visit Florida Mexico Petra Tour Operator- Virtual Presentation         |
| 11/5/2021   | HelmsBriscoe West Florida Client Event - Industry Event - Virtual      |

11/5/2021 Alanna Zingano FAM  
 11/6/2021 Curb Free with Cory Lee - Accessible Travel FAM  
 11/7/2021 Cruise Travel Agents Breakfast Presentation 2021- Sales Presentation  
 11/8/2021 Daniel Seddiqui FAM  
 11/8/2021 VisionServe Alliance CEO Summit Services Planning Site  
 11/10/2021 Marilyn Jones FAM  
 11/11/2021 Foodie FAM  
 11/15/2021 Worldwide Clinical Trials  
 11/16/2021 MEDCO Services Planning Site  
 11/18/2021 (ATSS) American Traffic Safety Services Planning Site  
 11/18/2021 Automotive Training Insitute Site  
 11/18/2021 WEX Health Site  
 12/1/2021 Meeting Professionals International Bid Presentation- Virtual  
 12/2/2021 Expertia Travel Peru 2022- Sales Presentation  
 12/3/2021 Buffalo Soldiers - Site  
 12/4/2021 Women of Color in Pharma (10/4/21) - Site  
 12/6/2021 My Salon Suite Site  
 12/6/2021 Public Affairs Council - Political Action Committee Conference 2023, Site Visit  
 12/8/2021 Geographic Solutions Holiday Party Site Tour  
 12/8/2021 Sulphur Institute - World Symposium, Site Visit  
 12/8/2021 NCAA Women's Volleyball Gifting Suite  
 12/8/2021 MLK Parade Foundation (10/8/21) - Site  
 12/9/2021 Council of Educators in Landscape Architecture  
 12/14/2021 Club Champions League (CCL) - Site  
 12/15/2021 Orthopaedic Research Society (ORS) Services - Site  
 12/22/2021 Supernus Pharmaceuticals Site  
 12/28/2021 Terri Peters Media Visit

#### 4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

New initiatives put in place in **Quarter 1** supporting the needs of the four geographical areas of the County.

##### **Downtown**

- 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 recurring strategic sales meetings with downtown partners
- Focus on new demand generators such as the Morsani College of Medicine
- Promote the TCC expansion and other new developments or renovations
- Proactively communicate with convention organizers and partners for timely adjustments
- Apply the Hybrid Meeting Grant program to acquire new conventions, extend pre/post length of stay, and promote the destination to virtual attendees
- Continue to document and share success stories from events operating within new safety guidelines

##### **East Tampa**

- Continue promoting Florida State Fairgrounds and other venues that accommodate large events
- 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
- Revise convention sales deployment increasing focus on single hotel events of 150 peak or below

##### **North Tampa**

- Continue promoting USF facilities and Yuengling Center for large events

- 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
- Revise convention sales deployment increasing focus on single hotel events of 150 peak or below

#### **West Tampa**

- Target weekday meeting and convention business covering the Monday-Thursday pattern as business travel continues returning
- Revise convention sales deployment increasing focus on single hotel events of 150 peak or below
- Continue collecting partner safety measures implemented at individual properties
- Utilize convention incentives for securing short-term, in-house meetings

### 5. **MARKETING & COMMUNICATIONS**

The FY22 OTA/Conversion Campaign continued delivering conversions with lower-funnel OTA and travel data partners through December 2021

Delivery of over 14.4M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives

- \$18.7M in Enriched hotel booking revenue
- \$8.5M in Observed hotel booking revenue

#### **Campaign Insights: Through December**

Top 5 flight origin markets

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

Top hotel origin markets

- Tampa
- Orlando
- New York
- Miami
- Atlanta

ADR ranges from \$155-\$191

- Overall campaign ADR increased \$8 on observed and \$7 on enriched
- Adara had the highest ADR at \$191
- Sojern had the lowest ADR at \$155

Travel Window

- Expedia: 0-to-6-day window now has the highest 36.7% of bookings, followed by 31-60 days at 14.8%
  - 7 to 13 days: 14.7%
  - 21 to 30 days: 9.8%
  - 61 to 90 days: 6.8%
  - 91+ days: 6.3%
- Remains longer in Adara Impact at 7 days average search to booking window and 23 average advanced purchase

Traveler Profile

- 40% of trips booked are 30-39 years old
- 62% Leisure, 38% Business
- 32% with HHI \$75K-\$100K

### **Campaign Learning & Optimizations:**

#### **Learnings**

- We continue to see strong performance in our legacy markets: Atlanta moved back in the top 5 for hotels and Boston up to #2 for flight markets
- ROAS increased 6x on observed and increased 6x on enriched data continuing to hit triple digits
- Priceline has the highest ROAS at 73x, highest performance we've seen with the vendor potentially due to low ad spend in November/December
- Expedia trended back up yielding the second highest ROAS at 63x, up again MoM by 11x (highest ad spend)
- Kayak had the third highest ROAS (36x) with the second highest ad spend

#### **Optimizations**

- Adara and Sojern remain the lowest ROAS consistently, recommendation is to shift their Q2 funds to Expedia/Priceline/Kayak

### **United Kingdom Conversion Campaign Recap**

With travel recently reopening for U.S. entry from the U.K., we want to capture pent-up demand and increase awareness of the Tampa Bay region during a key planning/booking season of U.K. travelers

The fall UK OTA/Conversion Campaign delivered conversions with lower-funnel OTA and travel data partners through December 2021

#### **Results:**

- Over 6M impressions delivered between November and December 2021
- Total of 634 room nights booked generating over \$150K in total revenue for Hillsborough County
- Strong ROAS at \$5.27

### **Meetings Campaign**

The FY22 Meetings Campaign launched with the goal of building awareness and generating leads for Tampa Bay.

#### **Campaign Summary:**

- Target audience included meeting, convention and event planners who book for associations, SMERF, Corporate and Multicultural
- Geo-targeted East of the Mississippi when available
- Media campaign was planned with a heavy-up on digital components to adapt to the new environment and reach planners with the ability to track engagement
- Campaign KPI's included: clicks/CTR, impressions, video views and leads

#### **Results:**

- Over 629K+ impressions delivered between October – December 2021
- Over 15K clicks to TampaMeeting.com, generating an initial campaign CTR of 2.42%

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,101,122 of Added Media Value** for the quarter.

#### **Publication Name**

#### **Headline**

Bay News 9

Gasparilla Music Festival Bay News 9

WHO-DM

Hispanic Heritage (Columbia) WHO-DM

Travel Channel- Food Paradise

Food Paradise-Hog Heaven (Gaspar's Grotto))

Tampa Magazine

Foods that Define Tampa (9.27)

News Channel 8

Oktoberfest Tampa-Great 38

KTVI-STL  
WTSP 10 News  
  
Only In Your State  
patch.com  
WFLA News Channel 8  
WTVT-TV FOX 13  
FOX13's Good Day, Tampa Bay 6:00A -  
WTVT (Fox)  
WTSP-TV Online  
The Mercury News  
WTTA-TV  
Fox 13's Good Day Tampa Bay  
CW South Florida  
WFLA News Channel 8  
WFTS-TV ABC Action News  
WTVT-TV FOX 13  
Bay News 9  
Bay News 9  
Bay News 9  
Central Florida News 13  
WFLA News Channel 8  
WFTS-TV ABC Action News  
WFTS-TV ABC Action News  
Bay News 9  
WTVT-TV FOX 13  
Tampa Bay's Morning Blend- WFTS  
WTVT-TV FOX 13  
Cooking Channel  
FOX13's Good Day, Tampa Bay 6:00A -  
WTVT (Fox)  
WFLA-daytime  
WFLA News Channel 8  
WTVT Fox 13  
WTVT Fox 13  
National Geographic UK  
WTVT Fox 13  
  
wfla.com  
wfla.com  
WTVT Fox 13  
Bay News 9  
WTVT Fox 13  
Tampa Bay Business Journal (online)  
Tampa Bay Times (online - TampaBay.com)  
Tampa Bay Times (online - TampaBay.com)  
wfla.com  
Cruise Industry News  
WFTS-TV ABC Action News (online)  
  
wfla.com  
wtsp.com

Hispanic Heritage (Columbia) FOX  
Tampa Taco Fest- WTSP-TB  
Come Watch Two Of Your Favorite Halloween Movies Outdoors In Florida  
This October  
Dare To Check Out These Spooky Places: Tampa's Haunted Venues  
Oktoberfest Tampa- WFLA-TB  
Oktoberfest Tampa- WTVT-TB  
  
Convention Center  
Tampa Beer: Crafting the Bay Tampa Bay 10 Online  
Fodor's ranked the nation's top river walks, including this California hot spot  
Casa Santo Stefano - WTTA 10.13.21  
Tampa Beer - FOX13 10.14.21  
Traveling with Denella - Tampa Episode 10.10.21  
GMF WFLA 10.1.21  
GMF ABC Action News 10.1.21  
GMF FOX13 10.1.21  
GMF Bay News 9 10.1.21  
FLAQ & Rays Bay News 9 10.2.21  
Tampa Baseball Museum Bay News 9 10.9.21  
Tampa Baseball Museum News 13 10.10.21  
Tampa Cruises WFLA 10.11.21  
Tampa Cruises ABC Action News 10.11.21  
Tampa Cruises ABC Action News (2) 10.11.21  
FLAQ Bay News 9 10.13.21  
Haunted Wharf FOX13 10.13.21  
Victory Ship Morning Blend 10.13.21  
Victory Ship FOX13 10.13.21  
Man's Greatest Food - Berns Steak House 10.14.21  
  
Tampa Theatre-Beer Documentary  
Beer Documentary-Daytime  
Haunted Wharf-WFLA TB  
Nightmare on Frankiln Street 10/14/2021  
Straz is Back Block Party  
Four of the best food-focused hotels in Tampa, Florida  
Busch Garden introduces three 'super fluffy' penguin chicks born at park  
Gasparilla music festival, Brick-or-Treat and more, fall fun in full swing in  
Tampa Bay  
Creatures of the Night event returns to ZooTampa with new attractions  
ZooTampa at Lowry Park begins vaccinating animals against COVID-19  
Cruises depart Port Tampa Bay again  
After more than a year, cruises return to Port Tampa Bay  
Cruising returns to Port Tampa Bay this month  
The COVID pandemic is global; the road to recovery is, too | Editorial  
After long absence, Tampa's port set for cruise ships' return this weekend  
11th Annual Oktoberfest returns to Curtis Hixon Park  
Port Tampa Bay Celebrates Return of Cruising with Royal Caribbean Ship  
Haunted Wharf Returns to Sparkman Wharf  
Sparkman Wharf transforms into Haunted Wharf with eerie maze and spooky  
ship attraction  
Cruise ship to depart from Port Tampa Bay after 18-month hiatus

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|---|--|
| wfla.com                                | Halloween events in Tampa Bay: Choose your level of scare  |
| WFTS-TV ABC Action News (online)        | 2021 Fall Festivals and Halloween Events to check out in Tampa Bay                                   |
| wfla.com                                | Oktoberfest comes to a close in Tampa  |
| wfla.com                                | Oktoberfest Tampa 2021   |
| Tampa Bay Business Journal (online)     | Tampa Convention Center renovation will open up the facade to waterfront views                       |
| WFTS-TV ABC Action News (online)        | Tampa Convention Center getting upgrades; part of Riverwalk to be rerouted during construction       |
| wtsp.com                                | Here's why a portion of the Tampa Riverwalk is closing for a while                                   |
| Yahoofinance.com                        | Digital Summit Tampa 2021 for Marketers to Feature National Brands and Florida Companies Sharing Lea |
| WFTS-TV ABC Action News (online)        | Tampa Bay restaurants plead: 'Please be kind when you dine'  |
| Orlando Sentinel                        | Museum, urban park reveal diverse heritage of Tampa's Ybor City                                      |
| Axios                                   | Don't sleep on Casa Santo Stefano  |
| WTVT Fox 13                             | Ghost stories intertwine with cigar-rolling history at Ybor cigar factory                            |
| The Telegraph                           | Tampa Bay: a taste of Cuba in Florida  |
| forbes.com                              | New Museum Showcases Tampa's Rich Baseball History   |
| WFTS-TV ABC Action News                 | Columbia Restaurant ABC Action News - 10.19.21   |
| CW 44                                   | Port Tampa Bay CW44 - 10.15.21   |
| WFLA News Channel 8                     | Port Tampa Bay WFLA - 10.15.21   |
| WTVT Fox 13                             | Cruises PTB Fox 13 - 10.15.21  |
| WTVT-TV FOX 13                          | PTB Cruises Fox 13 - 10.15.21  |
| WFTS-TV ABC Action News                 | PTB Cruises ABC Action News - 10.15.21   |
| WFLA News Channel 8                     | PTB Cruises WFLA - 10.16.21  |
| Bay News 9                              | Tampa Museum of Art, Bay News 9 - 10.20.21   |
| WTVT-TV FOX 13                          | International Flights Fox13- 10.18.21  |
| WSAV-TV                                 | Port Tampa Bay WSAV - 10.18.21   |
| WFTS-TV ABC Action News                 | FLAQ, ABC Action News - 10.20.21   |
| WFTS-TV ABC Action News (online)        | Reduce Your Use Campaign asking businesses and families to help protect waterways                    |
| Tampa Bay Times (online - TampaBay.com) | Tampa airport resuming European flights via Lufthansa's Eurowings Discover                           |
| Tampa Bay Times (online - TampaBay.com) | Tampa airport plans to restore routes as U.S. border opens to vaccinated travelers                   |
| WTVT Fox 13                             | Businesses around Port Tampa see boost as cruises make comeback                                      |
| Tampa Bay Business Journal (online)     | Big changes ahead as redevelopment impacts the Tampa Riverwalk                                       |
| wfla.com                                | Tattoos to dinosaurs, weekend events varied in Tampa Bay this weekend                                |
| Tampa Bay Times (online - TampaBay.com) | ZooTampa switches to more sustainable aluminum cups  |
| Yahoo News                              | Tampa's La Segunda Bakery is bringing its Cuban bread to Publix                                      |
| wtsp.com                                | Haunted happenings at Sparkman Wharf   |
| wtsp.com                                | Spooky Sparkman Wharf  |
| WFTS-TV ABC Action News                 | Columbia Restaurant 10/23/2021   |
| CW 44                                   | The Straz Center 10/24/21  |
| Tampa Bay Business Journal (online)     | 'Way more than I expected it to be': Downtown experts offer a different view on Tampa and its transi |
| Tampa Bay Times (online - TampaBay.com) | Tampa's La Segunda Bakery is bringing its Cuban bread to Publix                                      |
| The Daily Times                         | Florida's magic — forget rollercoasters; the Sunshine State is bursting with attractions             |
| Daily Mail                              | Florida's magic (even without the Magic Kingdom): Forget rollercoasters — the Sunshine State is burs |
| WTVT Fox 13                             | Straz Center's 'Arts Legacy Remix' returns to Tampa Riverwalk in November                            |
| Bay News 9                              | Tampa Baseball Museum inspires thanks to dedicated CEO   |
| wfla.com                                | Tampa's haunted history: 8 ghost stories to tell before Halloween                                    |
| Tampa Bay Business Journal (online)     | Timpano to reopen refreshed restaurant in Hyde Park Village (Photos)                                 |

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|---|---|
| Bay News 9                              | Tampa Baseball Museum Bay News 9 - 10.26.21   |
| Bay News 9                              | Baseball Museum Bay News 9 - 10.26.21   |
| CW 44                                   | TECO Manatee Center CW 44 - 10.26.21  |
| CW 44                                   | Manatee Center CW44 - 10.26.21  |
| NBC-2                                   | Manatee released in Cape Coral waters after surviving boat strike                                   |
| MSN                                     | Florida's Manatees Are Dying at Record Rates — Here's How You Can Help                              |
| WFTS-TV ABC Action News (online)        | Tampa Riverwalk Celebrates Halloween  |
| wtsp.com                                | Disabled American Veterans hosts job fair for veterans in Tampa                                     |
| CW 44                                   | Ghosts of Ybor City-CW44  |
| WFLA-AM (radio)                         | Friends of the Riverwalk- Halloween Events 10/26/2021   |
| brewhound.com                           | Jai Alai Ween Takes Over Cigar City Brewing's Taproom All Month Long                                |
| Tampa Bay Times (online - TampaBay.com) | Ghost stories from the historic Tampa Theatre   |
| Tampa Bay Times (online - TampaBay.com) | Top 15 Tampa Bay area events for the week of Oct. 25-31   |
| WTVT Fox 13                             | Legoland turns 10: The history of Legoland Florida  |
| wfla.com                                | Florida State Fair begins ticket sales for 2022 event   |
| WTVT-TV FOX 13                          | Cuban Club Fox 13 - 10.28.21  |
| WTVT-TV FOX 13                          | Cuban Club Ghost Tour Fox 13 - 10.27.21   |
| WTVT-TV FOX 13                          | Tampa Bay History Center Fox 13 - 10.28.21  |
| WFLA-TB (NBC)                           | Friends of the Riverwalk- Halloween Events 10/29/2021   |
| PR News Wire                            | The MICHELIN Guide and VISIT FLORIDA Announce First-Ever Selection for Miami, Orlando and Tampa     |
| Thatssotampa.com                        | First ever MICHELIN Guide to Florida launching in 2022  |
| Creative Loafing                        | Michelin stars are finally coming to Tampa Bay restaurants  |
| Orlando Weekly                          | Michelin stars are finally coming to Orlando-area restaurants                                       |
| WFLA News - iHeart                      | Michelin Introduces Guide for Miami, Orlando, Tampa   |
| WTVT-TV FOX 13                          | Michelin Guide Fox 13 - 11.1.21   |
| Fox 13's Good Day Tampa Bay             | Michelin Guide Good Day - 11.1.21   |
| WFLA News Channel 8                     | Michelin Guide WFLA 11.2.21   |
| Fox 13's Good Day Tampa Bay             | Michelin Guide Good Day Tampa - 11.2.21   |
| Fox 13's Good Day Tampa Bay             | Michelin Good Day Tampa - 11.2.21   |
| WFTS-TV ABC Action News                 | Michelin Guide ABC Action News - 11.2.21  |
| Eater Miami                             | Michelin Guide Is Heading to Florida in 2022  |
| Miami Herald                            | Florida restaurants can now earn Michelin stars. Here's what that means for Miami Read more at: htt |
| Bloomberg News - Online                 | The Michelin Guide Will Start Awarding Stars in Miami, Orlando                                      |
| wfla.com                                | Michelin Guide expands to Florida, will award stars to restaurants in Tampa, Miami, Orlando         |
| Orlando Sentinel                        | Michelin Guide to begin awarding in Miami, Orlando & Tampa  |
| WTVT Fox 13                             | Visit Florida, Michelin team up to create restaurant guide for Miami, Orlando and Tampa areas       |
| miaminewtimes.com                       | The Michelin Guide Is Bound for Miami   |
| nytimes.com                             | Michelin Mention NYT  |
| TTG Media                               | WTM LONDON: FLORIDA PROMOTES ITS RICH DIVERSITY OF EXPERIENCES                                      |
| Travel Weekly (online)                  | Florida aims to be culinary destination with Michelin Guide partnership                             |
| wtsp.com                                | Tampa restaurants soon can receive a coveted Michelin star  |
| wtsp.com                                | How to celebrate the holidays at Florida theme parks  |
| Tampa Bay Times (online - TampaBay.com) | Shop local at these 21 Tampa Bay holiday markets  |
| wtsp.com                                | Digital passport unlocks deals at local breweries   |
| Tampa Bay Times (online - TampaBay.com) | Tampa Convention Center expansion reroutes portion of Riverwalk                                     |
| wfla.com                                | International Food and Arts Festival to bring flavor to Tampa Riverwalk this weekend                |



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|---|--|
| cruiseindustrynews.com                  | Constellation Resumes Service for Celebrity Cruises From Tampa                                       |
| WFLA News Channel 8                     | Daniel Seddiqui Piece of Your City WFLA - 11/9/21  |
| wfla.com                                | 'Piece of Your City': Bestselling author highlights hand-rolled cigars at Ybor City's J.C. Newman Ci |
| Tampa Bay Business Journal (online)     | Developers revive hotel-condo plan in downtown Tampa with Pendry branded residences                  |
| Tampa Bay Times (online - TampaBay.com) | Pendry Hotel opening first Florida location in Tampa — with condos too                               |
| Tampa Bay Business Journal (online)     | Watch Water Street Tampa grow into a mini city   |
| Tampa Bay Business Journal (online)     | Tampa Museum of Art's \$68M expansion will change the face of the Riverwalk                          |
| WTVT Fox 13                             | Tampa Convention Center to get solar panels as TECO pivots from fossil fuels                         |
| wfla.com                                | Carnival Cruise Line returns to Tampa, announces first ship to depart                                |
| wfla.com                                | Tampa theme park nominated for best holiday event in U.S.  |
| Yahoofinance.com                        | Avelo Airlines Departs Southern Connecticut for Third Florida Destination -- Tampa Bay               |
| wfla.com                                | Holiday magic returning to ZooTampa with 'Christmas in the Wild'                                     |
| wfsp.com                                | Ice skate in downtown Tampa with the return of Winter Village  |
| wfla.com                                | 5 star hotel, 37-story condo tower coming to Tampa Riverwalk   |
| Tampa Bay Times (online - TampaBay.com) | Tampa Museum of Art announces plans for expansion  |
| www.dailymail.co.uk                     | With a dreamy climate, rich cultural heritage and award-winning restaurants, here's why Tampa Bay is |
| wfla.com                                | Holiday events beginning, fun festivals ongoing this weekend in Tampa Bay                            |
| Tampa Bay Times (online - TampaBay.com) | Man tries crafts in 64 cities. In Tampa, he learned to roll a cigar.                                 |
| wfsp.com                                | Carnival cruises return to Port Tampa Bay  |
| Blue-German City Magazine               | LGBTQ Blue Magazine - Sept. 2021   |
| Ladevi Argentina                        | Tampa Mention  |
| travelagentcentral.com                  | Carnival Pride Restarts Cruising From the Port of Tampa Bay to Caribbean                             |
| Creative Loafing                        | After a long hiatus, Carnival resumes Tampa cruises this weekend                                     |
| wfsp.com                                | 427-room hotel, condos slated for Tampa Riverwalk  |
| wfla.com                                | Carnival Cruise Line's 'Pride' departs from Port Tampa Bay   |
| cruisehive.com                          | Carnival Cruise Line Restarts Sailings from Port Tampa Bay in Florida                                |
| cruise fever.net                        | Two Cruise Lines Resume Cruises from Two More Ports in Florida                                       |
| TravelDailyNews.com                     | Carnival Cruise Line announced brand-new Excel-Class ship coming to Galveston in 2023                |
| MSN                                     | 9 Cruises to Mexico for Every Type of Traveler   |
| WTVT-TV FOX 13                          | Casa Santo Stefano Fox 13 - 11.3.21  |
| WTVT-TV FOX 13                          | Tampa Bay History Center Fox 13 - 11.9.21  |
| WFTS-TV ABC Action News                 | Columbia Restaurant ABC - 11.12.21   |
| WTVT-TV FOX 13                          | Columbia & Hyde Park Village Fox 13 - 11.12.21   |
| WTVT Fox 13                             | Carnival cruises return to Tampa following 20-month hiatus   |
| Caribbean Journal                       | Carnival Relaunches Cruises From Tampa   |
| Newschannel 8 Today                     | Tampa International Airport New Curbside Service   |
| travelandleisure.com                    | 9 Cruises to Mexico for Every Type of Traveler (2)   |
| WFLA News - iHeart                      | Visit Tampa Bay Commercial 11/15/21  |
| WFTS-TV ABC Action News (online)        | For the first time in nearly 2 years, a Carnival cruise ship set sail from Port Tampa Bay            |
| travel channel                          | Mysteries of the unknown-Tampa History Center  |
| WRDW News 12 at 5pm                     | Carnival Cruise Returns to Florida   |
| WESH 2 News on CW18                     | Carnival Cruise Returns to Florida-orlando   |
| WVTM 13 News @ 4pm                      | Carnival Cruise Returns to Florida-Birmingham  |
| WSMV-NAS News 4 at 4pm                  | Carnival Cruise Takes off from Tampa   |
| WFTS-TV ABC Action News                 | Mr. B's Southern Kitchen-Black Restaurant Week   |
| WFTS-TV ABC Action News                 | New Additions to the Tampa Museum of Art   |

Tampa Bay's Morning Blend- WFTS  
 The Travel  
 WFTS-TV ABC Action News  
 Bay News 9  
  
 newsweek.com  
 Edible Orlando  
 WTVT-TV FOX 13  
 WFTS-TV ABC Action News  
 WTSP 10 News  
 WTTA-TV  
 WFTS-TV ABC Action News  
 CW 44  
 WTVT-TV FOX 13  
 WTVT-TV FOX 13  
 WFTS-TV ABC Action News  
 WFTS-TV ABC Action News  
 WFTS-TV ABC Action News (online)  
 Bay News 9  
 Bay News 9  
 Tampa Bay Business Journal (online)  
 worldoffootprints.com  
 www.bizbash.com  
  
 www.travelawaits.com  
 Orlando Sentinel  
 latimes.com  
 wfla.com  
  
 Yahoo News  
  
 News-Press (online)  
 WFTS-TV ABC Action News (online)  
 Goin' Places with Ric Rollins  
 WFTS-TV ABC Action News (online)  
 WFTS-TV ABC Action News  
 WTVT Fox 13  
 WTVT Fox 13  
 cruisehive.com  
 Townsville Bulletin AU  
 WFTS-TV ABC Action News (online)  
  
 WFTS-TV ABC Action News (online)  
 WFTS-TV ABC Action News (online)  
  
 Tampa Bay Times (online - TampaBay.com)  
 wfla.com  
  
 Tampa Bay Times (online - TampaBay.com)  
 Bay News 9  
 WFTS-TV ABC Action News (online)  
 WTVT Fox 13

Taste and See Tampa Bay- Columbia Restaurant  
 This Is What To See In Tampa If You Only Have 24 Hours  
 Rooster & the Till ABC - 11.17.21  
 Black Friday: Florida theme parks, attractions roll out deals  
 'They're in Serious Trouble': Over 1000 Manatees Have Died in Florida This Year, Record High  
 A GETAWAY TO TAMPA BAY  
 Winter Village Fox 13 - 11.19.21  
 FLAQ ABC - 11.18.21  
 Port Tampa WTSP - 11.12.21  
 Port Tampa WTTA 11.11.21  
 Port Tampa ABC 11.10.21  
 Tampa Museum of Art - CW44 11.9.21  
 Tampa Museum of Art Fox 13 - 11.9.21  
 Tampa Museum of Art Fox 13 - 11.8.21  
 JW Marriott & International Travel ABC - 11.7.21  
 JW Marriott & International Travel ABC - 11.5.21  
 Ulele Restaurant serves up native-inspired food on Tampa's Riverwalk  
 Tampa's Winter Village ushers in the holiday season  
 Local entrepreneur reacts to federal vaccine mandate  
 At Midtown Tampa, more office buildings could be on deck  
 Florida's Little Melting Pot, Ybor City  
 9 New Venues in Orlando/Central Florida for Fall 2021 Meetings and Events  
 This Florida Gem Is The State's Oldest And World's Largest Spanish Restaurant  
 Florida offers unique cruises from pirate voyages to floating tiki bars  
 Florida tops 1,000 manatee deaths in grim single-year record  
 Holly Jolly Tampa Bay: Holiday events, tree lightings beginning across area  
 Florida History: Ybor City, the 'heart of Tampa,' still beating more than a century later  
 Florida History: Ybor City, the 'heart of Tampa,' still beating more than a century later (2)  
 FLAQ ABC - 11.20.21  
 ZooTampa - Goin' Places 11.20.21  
 Winter Village ABC - 11.20.21  
 Port Tampa ABC - 11.21.21  
 'Christmas in the Wild' returns to ZooTampa this week  
 Food, fun, and more at ZooTampa's 'Christmas in the Wild'  
 Three More Royal Caribbean Cruise Ships to Restart in December  
 Stately Turkey 'Ambassador' Visits Tampa Aquarium  
 Tampa Theatre's Holiday Classics series is BACK  
 ZooTampa's 'Christmas In the Wild' holiday event gets a lot bigger and brighter 11.24  
 Holiday events return to Tampa Bay 11.26  
 Tampa Bay light displays, ice skating: 5 things to do with the family this weekend 11.24  
 Florida theme parks, attractions offering Black Friday deals on tickets, experiences 11.26  
 Where to find Tampa Bay light displays, tree lightings and holiday parades 11.26  
 Busch Gardens Tampa opens Build-A-Bear Workshop 11.24  
 2021 holiday events to check out around Tampa Bay 11.30  
 Florida Aquarium employee's pet turkey visits ahead of Thanksgiving 11.23

wfla.com  
Sunseeker East Coast Edition  
Orlando Attractions  
Tampa Bay Business Journal (online)  
Tampa Bay Times (online - TampaBay.com)  
WTVT Fox 13  
WFLA News Channel 8  
FOX 35 Orlando  
Royal Caribbean Blog  
WFTS-TV ABC Action News (online)  
Bay News 9  
Bay News 9  
Yahoofinance.com  
WTVT Fox 13  
wtsp.com  
wfla.com  
WFTS-TV ABC Action News (online)  
Tampa Bay Business Journal (online)  
Tampa Bay Business Journal (online)  
Tampa Bay Business Journal (online)  
WTVT Fox 13  
Fox 13's Good Day Tampa Bay  
WFLA News Channel 8  
WFTS-TV ABC Action News  
Fox 13's Good Day Tampa Bay  
WESH 2 News  
WTVT-TV FOX 13  
WFLA News Channel 8  
Tampa Bay Times (online - TampaBay.com)  
InsideHook.com  
WFTS-TV ABC Action News (online)  
Tampa Bay Times (online - TampaBay.com)  
WFLA News - iHeart  
forbes.com  
wtsp.com  
wfla.com  
wfla.com  
Tampa Bay Business Journal (online)  
wfla.com  
marca.com  
wtsp.com  
The Sunday Times  
newsweek.com  
wfla.com  
Miami Turistico

WATCH: Turkey trots through Florida Aquarium ahead of Thanksgiving 11.24  
Sunseeker Dec. - Feb. East Coast  
Winter With a Chance of Sunshine in Tampa Bay  
City of Tampa issues \$120 million bond for several construction projects  
Tampa and the Rays want you to stroll, bike or hop a scooter to new Ybor ballpark  
Sparkman Wharf kicks off Snowed Inn holiday event  
Christmas Town - 12.2.21  
FLAQ Fox 35 12.1.21  
Royal Caribbean cruises in December 2021: What to expect  
Straz showcases local young talent in legendary ballet 'The Nutcracker'  
Tampa's cigar festival named largest in the world  
Busch Gardens Tampa adding new events to 2022 lineup  
SEAWORLD AND BUSCH GARDENS OFFER FUN-FILLED HOLIDAY KIDS CAMPS IN DECEMBER ACROSS ALL FIVE PARK LOCA  
New river otter, named 'Huron,' moves into Florida Aquarium  
New river otter joins 'romp' at Florida Aquarium  
'Monkey madness' to Santacon, benefits & festivals take Tampa Bay this weekend  
Elephants at ZooTampa get into the holiday spirit with Christmas trees  
Bank of America donates \$1 million towards the Straz Center's masterplan  
With Epicurean Hotel location, Chill Bros. puts its artisan process on center stage  
Best Real Estate Deals: Hotel Haya  
Trim your Christmas tree with unique Tampa treasures  
FLAQ Good Day Tampa Bay 12.1.21  
BG Christmas Town WFLA 12.2.21  
Sparkman Wharf ABC Action News 12.2.21  
Cigar Festival & JC Newman Good Day Tampa - 12.5.21  
Gasparilla Bowl WESH 12.5.21  
FLAQ Fox 13 12.8.21  
FLAQ WFLA 12.8.21  
Tampa Bay area restaurants offering Christmas meal and drink deals  
Visiting the Last Cigar Factory in Ybor City, Cigar Capital of the United States  
Tampa Riverwalk Holiday Hunt & Lighted Boat Parade  
Our college football bowl guide, from Florida Gators vs. UCF to the College Football Playoff  
Outback Bowl 2022  
Sold Out Florida, UCF Matchup A Great Way For Gasparilla Bowl To 'Build An Experience'  
Florida Aquarium successfully releases hundreds of long-spined sea urchins  
Manatee that suffered from red tide released at Manatee Viewing Center  
LIST: Tampa Bay 'Noon Year's Eve' celebrations getting kids to bed at reasonable time  
Sparkman Wharf signs 'high intensity' Pilates studio, spa and wellness concept  
'Selling Tampa': New Netflix show features Black-owned, all-female realty company in Ybor City  
Netflix 'Selling Tampa': What are fans obsessed about this new reality tv show?  
These Tampa Bay area restaurants are offering Christmas meals  
The Barometer - Sunday Times  
The 20 Most Fun Cities in America Ranked  
Weekend full of holiday parades, 'Holiday Sparkle' in Tampa Bay  
Three amazing days in Tampa Bay

|   |   |
|---|---|
| Orlandosentinel.com                     | Gasparilla, Tampa's pirate invasion, returns after a virus break                    |
| travelmole.com                          | A Love Letter to Tampa Bay  |
| WTVT-TV FOX 13                          | FLAQ Fox 13 12.9.21   |
| nytimes.com                             | JC Newman in NYT  |
| WTVT Fox 13                             | Cigar company to rehome 5,000 bats before renovating old Sanchez y Haya building    |
| wfsp.com                                | Tampa enjoys Friends of the Riverwalk Holiday Lighted Boat Parade                   |
| Tampa Bay Times (online - TampaBay.com) | Top 15 Tampa Bay area events for the week of Dec. 20-26                             |
| Fox 13's Good Day Tampa Bay             | Columbia Restaurant Holiday Fox 13 12.12.21   |
| FOX 35 Orlando                          | Busch Gardens Christmas Town Fox 35 12.12.21  |
| Tampa Bay's Morning Blend- WFTS         | Holidays on Tampa Riverwalk 12.14.21  |
| WTSP-TV                                 | Holidays in Tampa 12.14.21  |
| Tampa Magazine                          | Michelin in Tampa Dec. Issue  |
| WFLA News Channel 8                     | FLAQ Sea Urchins WFLA 12.15.21  |
| WFTS-TV ABC Action News                 | FLAQ Sea Urchins Abc Action News  |
| Bay News 9                              | Gasparilla & FLAQ Bay News 9  |
| WFLA News Channel 8                     | Gasparilla & FLAQ WFLA  |
| CW 44                                   | Lighted Boat Parade & FLAQ CW 44  |
| WFLA News Channel 8                     | Light Boat Parade & Gasparilla WFLA   |
| Tampa Bay Times (online - TampaBay.com) | New Year's Eve events abound across the Tampa Bay area                              |
| WFTS-TV ABC Action News (online)        | What's happening in Tampa Bay this holiday weekend?   Dec. 23-26                    |
| News 13 Orlando                         | UF, UCF - and fans - set for action at Gasparilla Bowl                              |
| forbes.com                              | Tampa Bay's Sporting Success Of 2021 Was Jumpstarted By Tom Brady's Arrival In 2020 |
| Cooking Channel                         | Man's Greatest Food Berns Steakhouse  |

Visit Tampa Bay generated **48 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

| <b>Date</b> | <b>Headline</b>  |
|-------------|--|
| 10/5/2021   | Tampa Beer: Crafting the Bay   |
| 10/6/2021   | Visit Tampa Bay Welcomes Director of Global Sales Stefanie Zinke                             |
| 10/8/2021   | Introducing TBBW's inaugural class of Apogee Award finalists                                 |
| 10/10/2021  | Traveling with Denella - SC Interview 10.10.21   |
| 10/12/2021  | Tourism officials say Tampa Convention Center expansion will be worth the cost               |
| 10/14/2021  | VTB Beer Doc FOX13 - 10.14.21  |
| 10/15/2021  | SC and Cruises, Bay News 9 - 10.15.21  |
| 10/16/2021  | After Long Hiatus, Cruise Ships To Set Sail From Port Tampa Bay                              |
| 10/16/2021  | Cruising is back in Tampa Bay with first ship in 18 months                                   |
| 10/17/2021  | Bon Voyage! First cruise sets sail from Port Tampa Bay since 2020; local businesses thrilled |
| 10/17/2021  | Port Tampa Opening-ABC 10/17/21  |
| 10/17/2021  | Port Tampa Opening- Bay News 9 10/17/2021  |
| 10/18/2021  | IPW Ladevi Ecuador   |
| 10/18/2021  | IPW Ladevi Peru  |
| 10/18/2021  | IPW Ladevi Mexico  |
| 10/18/2021  | VTB & PTB ABC - 10.18.21   |
| 10/23/2021  | Visit Tampa Bay Commercial   |
| 10/28/2021  | Tampa Bay's hotel occupancy is top in U.S. compared to before pandemic                       |
| 11/1/2021   | Tampa, Orlando and Miami restaurants can now earn Michelin stars                             |
| 11/3/2021   | Renowned Michelin Guide comes to Tampa   |
| 11/3/2021   | Michelin Guide another 'feather in the cap' for Tampa tourism                                |

11/3/2021 SC & Michelin Fox 13 - 11.3.21  
 11/4/2021 DI Michelin Mention  
 11/11/2021 Visit Florida continúa apostando por el mercado latino  
 11/16/2021 Hillsborough County tourism tops pre-pandemic revenue  
 11/17/2021 Tourism Revenue Bay News 9 - 11.17.21  
 11/17/2021 Michelin & VTB ABC - 11.17.21  
 11/17/2021 Revenue Numbers Bay News 9 - 11.17.21  
 11/23/2021 Tampa Bay Posts Tourist Tax Revenue Record  
 11/23/2021 Wait Wait...Tell Me! 32 Quick, Current Things.  
 11/26/2021 Tampa Bay launches podcasts and videos in Portuguese  
 11/26/2021 Year End Release in Business Observer  
 11/29/2021 USAE Michelin Mention  
 12/2/2021 Sunny side up: Restaurant group's focus on beachfront locales pays off  
 12/3/2021 Florida had more summer tourists than before the pandemic, DeSantis says 11.24  
 12/3/2021 Tampa Bay lança podcast totalmente em português 11.29  
 12/3/2021 Tampa Bay lança podcast e vídeos totalmente em português 11.26  
 12/6/2021 Visitors Center Fox 13 - 12.6.21  
 12/6/2021 SC & Tourism Fox 13 12.6.21  
 12/7/2021 SC & Tourism Fox 13 12.7.21  
 12/12/2021 Year End Numbers Abc Action News 12.12.12  
 12/15/2021 An increase in Hillsborough County tourism numbers is expected to continue into next year  
 12/20/2021 SC & Imerza Fox 13 12.20.21  
 12/20/2021 Visit Tampa Bay hopes first-of-its-kind 3D map will drive tourism  
 12/21/2021 SC & Imerza 10 Tampa Bay 12.21.21  
 12/21/2021 TB Best Sports City Fox 13 12.21.21  
 12/21/2021 SC at Connect 12.21.21  
 12/23/2021 Gasparilla Bowl puts favorable spotlight on Tampa Bay  
 12/21/2021 SC & Imerza 10 Tampa Bay 12.21.21

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 **472 Referrals** to local businesses. We produced **8 Local Industry and Partner Tourism Events** and Attracted **17 New Partners** in the Quarter.

| <b>Date</b> | <b>Event Name</b>   |
|-------------|---|
| 10/19/2021  | GET 10.19.21 TCC Private Training                                 |
| 10/26/2021  | 36th Annual Meeting   |
| 10/30/2021  | Unlock Tampa Bay Riverwalk Trick or Treat Activation              |
| 11/3/2021   | Keys to Success - ZooTampa at Lowry Park                          |
| 11/9/2021   | GET 11.9.21 TCC Private Training                                  |
| 11/18/2021  | Unlock Tampa Bay Pop up shop and Destination booth Winter Village |
| 12/13/2021  | WISE Holiday Event  |
| 12/14/2021  | Holiday Open House  |

8. **AWARDS AND RECOGNITION**

Visit Tampa Bay has earned the following awards within **Quarter 1**:

**2022 Adrian Awards**

Entry Title: THE MANY LAYERS OF TAMPA BAY  
Award: Silver

Entry Title: Champa Bay Social Media Banter  
Award: Bronze

Entry Title: The PR Playbook for Hosting a Super Bowl During a Pandemic  
Award: Bronze

Entry Title: Hemisphere's Magazine Feature  
Award: Bronze

Entry Title: On the Horizon Video Series  
Award: Bronze

Entry Title: Accessible Travel Video  
Award: Silver

**Tampa Bay PRSA PRestige Awards**

Entry Title: Special Events 2 days or more for the PR Playbook for hosting a Super Bowl during a Pandemic

Award: Award of Excellence

**Tampa Bay's Addy's at American Advertising Federation**

LGBTQ Video  
Award: Silver

Strange Tales: Tampa Bay's Most Haunted  
Award: Silver

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

2/28/2022  
Date