

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2022**

Tourist Development Tax Revenue

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

Tourist Development Tax Funds Received Since October 1, 2021 **\$8,648,142**

1. **SALES**

Leisure Sales had **469 Customer Interactions** in the Quarter. Convention Sales generated **154,352 Definite Room Nights** resulting in **\$87,382,005 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
1/1/2022	Breeze Airways Travel Advisors - 2022 - Sales Promotion
1/9/2022	Professional Convention Management Association Convening Leaders Conference
1/10/2022	Professional Convention Management Association Convening Leaders Conference Client Dinner
1/12/2022	Professional Convention Management Association Convening Leaders Conference Client Lunch
1/13/2022	Destinations of Florida New Year Event - Tallahassee
1/19/2022	Connect Chicago - Denise Cmiel
2/1/2022	Religious Conference Management Association- 2022 Emerge
2/4/2022	Elton John - Client Event - Chicago
2/16/2022	Association Management Company (AMC) Institute Annual Meeting - Trade Show - Colorado Springs, CO
2/23/2022	Columbian Association of Travel and Tourism Agencies (ANATO) 2022 - Tradeshow - Bogota, Colombia
3/2/2022	New York Society of Association Executives (NYSAE) - Meet NY
3/6/2022	Visit Florida Mexico 2022 - Sales Mission
3/6/2022	USA Travel Show 2022 Denmark
3/8/2022	Travel Trade Scandinavia - 2022 - Sales presentation - Copenhagen
3/14/2022	EUROWINGS DISCOVER 2022 - Sales Mission - Germany
3/15/2022	Unite Visit USA 2022
3/16/2022	TRADE & MEDIA ENGAGEMENT - 2022 - Sales Mission -United Kingdom
3/18/2022	Travel & Adventure Show 2022 - New York City - Trade Show
3/23/2022	HelmsBriscoe Customer Event D.C.
3/24/2022	For The Love Of Spring - Tallahassee Client Event
3/24/2022	Florida Society of Association Executives (FSAE) Meeting Planner Roundtable - Tallahassee 2022

- 3/24/2022 Professional Convention Management Association (PCMA) Awards Gala
- 3/25/2022 Professional Convention Management Association (PCMA) Destination Showcase
- 3/31/2022 Cruise 360 Trade Show 2022 - Fort Lauderdale, FL

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

Date	Event Name
1/4/2022	Phi Beta Sigma Fraternity - Site
1/5/2022	(NWFA) Planning Site
1/18/2022	Visit Tampa Bay Global Team Destination Education 2022- Leisure FAM
1/18/2022	U.K. Media Group FAM
1/19/2022	East Coast Migrant Head Start Services Planning Site
1/20/2022	IMN Solutions - Sales Presentation
1/20/2022	Chef to Chef Site
1/23/2022	FL Huddle Post FAM
1/24/2022	Florida Huddle 2022- Trade Show - Tampa, FL
1/24/2022	Florida Huddle/Encounter Opening Night Reception
1/26/2022	Florida Huddle/Encounter Closing Night Reception
1/27/2022	Visit Florida PETRA Mexico 2022 - Leisure FAM
1/27/2022	Gasparilla 2022 Destination Experience - Familiarization
1/27/2022	Design Build Institute of America Gasparilla Site
1/27/2022	National Council for Mental Wellbeing Gasparilla Site
1/27/2022	Meeting Management Services Gasparilla Site
1/27/2022	United Bikerz Jamboree - Site Visit
1/27/2022	Phi Beta Sigma Fraternity - Site Visit
1/27/2022	Pentecostal Assemblies of the World - Site Visit
1/27/2022	Society of Government Meeting Professional - Site Visit
1/27/2022	Precast/Prestressed Concrete Institute - Site Visit
1/27/2022	Business Professionals of America - Site Visit
1/27/2022	Southern Association of Colleges and Schools - Site Visit
1/27/2022	Meeting Professionals International - Site Visit
1/27/2022	Health Connect Partners - Site Visit
1/27/2022	Conference Direct - Site Visit
1/27/2022	Florida Association of Criminal Defense Lawyers - Site Visit
1/27/2022	Think Neu Events - Site Visit
1/27/2022	FAMU - Site Visit
1/27/2022	Omega Psi Phi Fraternity, Inc. - Site Visit
1/27/2022	Delta Sigma Theta Sorority, Inc. - Site Visit
1/27/2022	Mindful Performance Blueprint - Site Visit
1/28/2022	Visit Florida UK Gasparilla - 2022 - Leisure FAM
1/28/2022	FL Huddle Extended Gasparilla FAM

1/29/2022 Association of Writers and Writing Programs Gasparilla Site
 1/29/2022 Bristol Myers Squibb Gasparilla Site
 2/1/2022 AAA Travel Agent Webinar 2022- Sales Presentation -USA
 2/2/2022 FactRight - Site Visit
 2/4/2022 Katie Thompson FAM
 2/8/2022 Turning Point USA Services Planning Site
 2/8/2022 Chelsea Bear Influencer Visit
 2/8/2022 Turning Point USA (TPUSA) Services - Planning Site
 2/9/2022 Association of Air Medical Services (AAMS) - Planning Site
 2/9/2022 Society for Neuro Oncology Services Planning Site
 2/9/2022 American Society of Appraisers Site
 2/10/2022 Visit Florida Peru Tour Operator 2022- Sales Presentation
 2/10/2022 National Defense Industrial Assoc. (NDIA) SOFIC 2022 - Planning Site
 2/15/2022 2023 Sport Marketing Association Conference Site
 2/17/2022 Visit Florida Ecuador Tour Operator 2022- Sales Presentation
 2/18/2022 Safelite Breakfast Site
 2/20/2022 Jack & Jill Family Visit
 2/21/2022 TWN Filming
 2/21/2022 Florida Trial Court Staff Attorneys Association Site
 2/23/2022 Arctos- Defense Manufacturing Conference - Parts and Material Management Conference Site
 2/23/2022 Maritz NEXT& Planning Site
 2/24/2022 International Association of Providers of AIDS Care – Adherence Site
 2/24/2022 East Coast Migrant Head Start Services Planning Site
 2/24/2022 National League of Cities (NLC) Planning Site
 3/1/2022 Site Consortium for School Networking
 3/1/2022 AAA Northeast Roundtable sessions - 2022 - Sales presentation - USA
 3/3/2022 Lunch with Denise Richter- Altour
 3/3/2022 Church of the Nazarene - Planning Site
 3/3/2022 Neon Retrofest Site
 3/4/2022 BBCB Summit (Black Brown College Bound) - Industry Event
 3/4/2022 Phi Beta Sigma Fraternity - Sales Presentation - Tampa, FL
 3/7/2022 Cru Site Visit
 3/8/2022 Church of the Nazarene Leadership Conference - Welcome / Sales Presentation
 3/10/2022 Site for FactRight
 3/11/2022 SEC Basketball Game
 3/11/2022 Christian Dose Media FAM
 3/14/2022 MyHockey Site Visit - Hotels
 3/14/2022 Association for Financial Technology 2023 Spring Summit - Site Visit
 3/17/2022 Southeast (SE) Produce
 3/17/2022 Fl Transportation Builders Assoc
 3/21/2022 PAX National Meeting
 3/21/2022 Marriott Travel Planners Conference Destination Information Pop Up Booth
 3/22/2022 Marriott Travel Partners Conference (TPC) - Trade Show
 3/24/2022 Florida Huddle 2022 (1/24/22) - Trade Show - Tampa, FL
 3/24/2022 German Media + MATE Magazine FAM
 3/25/2022 Rachel Paulson LGBTQ+ Influencer Visit
 3/25/2022 God Said Glow
 3/25/2022 Society of Actuaries Site

- 3/25/2022 Health - ISAC - Site Visit
- 3/26/2022 Meeting Professionals International (MPI) Yappy Hour 2022
- 3/28/2022 Emergency Nurses Association Site
- 3/28/2022 Ancient Egyptian Arabic Order Nobles of the Mystic Shrine (2/28/22) - Site Visit
- 3/31/2022 Recommend Magazine Webinar - 2022

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

New initiatives put in place in **Quarter 2** 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

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
- Refresh convention marketing materials and map of Westshore District
- 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 March 2022

Delivery of over 19M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives

- \$28M+ in Enriched hotel booking revenue
- \$16.9M+ in Observed hotel booking revenue

Campaign Insights: Through March

Top 5 flight origin markets

- Chicago (CHI)
- Boston (BOS)
- Detroit (DET)
- Newark (EWR)
- New York (JFK)

Top hotel origin markets

- Tampa
- Orlando
- New York
- Miami
- Atlanta

ADR ranges from \$155-\$199

- Overall campaign ADR increased \$6 on observed and \$1 on enriched
- Adara had the highest ADR at \$199
- Sojern had the lowest ADR at \$155

Travel Window

- Expedia: 0-to-6-day window now has the highest 33.6% of bookings, followed by 31-60 days at 18.3%
- 7 to 13 days: 13.5%
- 14 to 20 days: 9.6%
- 21 to 30 days: 11.4%
- 61 to 90 days: 6.6%
- 91+ days: 7%
- Remains longer in Adara Impact at 7 days average search to booking window and 23 average advanced purchase

Traveler Profile

- 39% of trips booked are 30-39 years old
- 62% Leisure, 38% Business
- 27% with HHI \$75K-\$100K

Campaign Learning & Optimizations:

Learnings:

- ROAS increased 6x on observed and remained flat on enriched data
- Expedia the highest ROAS at 92x, up 9x from the last cumulative report Nov-Feb
- Adara remains at the highest ADR of \$199 followed by Priceline at \$196
- Optimizations
- When going into to 2Q, we have shifted funds from Sojern and Priceline into higher ADR partners
- While Priceline reached a high ADR this past report it hasn't been as consistent as Adara, Kayak and Expedia
- Adara and Sojern remain the lowest ROAS consistently, recommendation is to shift their Q2 funds to Expedia/Priceline/Kayak

Meetings Campaign

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

- Recap Dates: November 2021- March 2022

- Spend: \$175,233

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

The FY22 Meetings campaign has delivered a total of 3.34M+ digital impressions and over 52.9K clicks to TampaMeeting.com, generating a campaign CTR of 1.59% from November 2021 – March 2022.

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,111,611 of Added Media Value** for the quarter.

Publication Name	Headline
WTVT-TV FOX 13	New in Tampa for 2022 12/29/21
Fox 13's Good Day Tampa Bay	Columbia Restaurant 12/29/2021
Fox 13's Good Day Tampa Bay	Waking Up with Charley! Columbia Restaurant 12/29
Fox 13's Good Day Tampa Bay	New in Tampa for 2022 12/30/21
KFSM (CBS)-5NEWS at 10 PM	Outback Bowl KFSM
WGAL-HAR (NBC)	Outback Bowl WGAL-HAR (NBC) 12/30/21
WTAJ (CBS)	Outback Bowl 12/31/21 WTAJ (CBS)
KATV (ABC)	Outback Bowl Razorback Football Special
WPMT-HAR (FOX)	Outback Bowl WPMT-HAR (FOX)
KLRT (FOX)	Outback Bowl KLRT (FOX)
KAIT (ABC)	Outback Bowl 12/31/21 KAIT (ABC)
Bay News 9 at 11	Outback Bowl 12/31/21
WTAJ (CBS)	Day in Tampa Bay WTAJ Johnstown-Altoona, PA
WTAJ (CBS)	Day in Tampa Bay WTAJ Johnstown-Altoona, PA
WDVM 25	Outback Bowl 12/31/21 WDVM 25
WHTM-HAR (ABC)	Outback Bowl 12/31/21 WHTM-HAR (ABC)
International Business Times	15 New Roller Coasters And Attractions To Expect At Amusements Parks In 2022
WTVT Fox 13	New in Tampa for 2022
Central Florida News 13	Snow Day at the Florida Aquarium 01/02/2022
Good Day Orlando	Snow Day-Florida Aquarium 01/02/2022
Central Florida News 13	Snow Day at the Florida Aquarium 01/03/2022
Fox 13's Good Day Tampa Bay	Florida Aquarium & TECO Manatee Viewing Center
Tampa Bay Times (online - TampaBay.com)	ZooTampa shattered attendance records in 2021
WTVT Fox 13	What's new for the city of Tampa in 2022 12.29.21
www.outcoast.com	Celebrate A Gay New Year's Eve In Florida: The Most Exciting Events & Venues 12/2021
travelgumbo.com	Busch Gardens, Tampa Bay
Axios	Florida sea urchins to the reefs' rescue
wfsp.com	Celebrating Gasparilla 2022? Here's where to find all the pirate gear, beads
wfsp.com	Children 5 or younger get free admission into Busch Gardens Tampa Bay, SeaWorld Orlando parks
Orlando Sentinel	New theme park rides, thrills set for 2022
wfsp.com	How to enjoy life out on the water during Gasparilla Pirate Festival

Bay News 9
 wtsp.com
 WFTS-TV ABC Action News (online)
 Tampa Bay Business Journal (online)
 WFLA News Channel 8
 WFTS-TV ABC Action News
 Fox 29 Morning News @ 8:30
 WFLA-TB (NBC)
 www.clickorlando.com
 Tampa Bay Times (online - TampaBay.com)
 WFTS-TV ABC Action News (online)

Bay News 9
 WFTX-FTM
 Bay News 9
 Newschannel 8 Today
 Newschannel 8 Today
 Fox 29 Morning News @ 8:30
 WTVT-TV FOX 13
 Fox 13's Good Day Tampa Bay
 www.clickorlando.com

wfla.com
 wfla.com
 wtsp.com
 wtsp.com
 wfla.com
 Tampa Bay Business Journal (online)

Axios
 Today.com
 Tampa Bay Business Journal (online)
 www.fodors.com
 wfla.com
 Thrillist

wsj.com
 wfla.com
 Tampa Bay Times (online - TampaBay.com)
 Tampa Bay Times (online - TampaBay.com)
 WFTS-TV ABC Action News (online)
 Tampa Bay Times (online - TampaBay.com)
 wtsp.com

wfla.com
 Tampa Bay Times (online - TampaBay.com)
 Yahoo News

Busch Gardens kicks off Mardi Gras celebration this weekend
 Gasparilla Pirate Festival drinking do's, dont's for all 21+ festival-goers
 What's coming to Tampa Bay in 2022
 Downtown Tampa will play host to 2022 US Gymnastics Championships
 Gasparilla is Back
 Gasparilla Returns to Tampa this Year
 Preparing for the Return of Gasparilla Fox 29 Ten O'Clock News
 Preparations Underway for Gasparilla
 Mardi Gras festivities begin at Busch Gardens Tampa Bay
 Biggest Gasparilla ever? Organizers say people are eager after a year off.
 Tampa Mayor Jane Castor, local law enforcement leaders prepare for Gasparilla 2022
 Outback Bowl sports Commentary Bay News 9
 Gasparilla is Back WFTX-FTM (FOX)
 Gasparilla is Back Bay News 9
 Beads, Beads, and More Beads Gasparilla WFLA-TB (NBC)
 MLK Leadership Breakfast
 Preparing for the Return of Gasparilla
 Gasparilla Festivities FOX 13 11:00 News
 City of Tampa Preparing for Gasparilla
 SeaWorld Orlando and Busch Gardens Tampa Bay bring back free beer for limited time
 Rescued manatee returned to Florida waters after year of rehabilitation at ZooTampa
 ZooTampa helps rehab manatees as species saw record high number of deaths last year
 Rehabilitated manatee successfully released back into water at TECO Manatee Viewing Center
 Tampa Convention Center to co-host US Gymnastics Championships National Congress and Trade Show
 East Tampa bead shop preparing for Gasparilla with millions of beads
 Gasparilla Bowl nets highest TV ratings since 2014 while Outback Bowl's numbers decline
 Getting the scoop on the Gasparilla Pirate Festival
 Check out these top 'fire and ice' travel destinations
 ZooTampa's strong 2021 numbers set high expectations for 2022
 Is Your Hometown One of the Best Coffee Destinations in America?
 Tampa prepares for Gasparilla festivities, parades on Bayshore
 The New Tallest Hybrid Roller Coaster in North America Just Got an Opening Date
 The 1950s Steak House in Florida You Need to Book Months in Advance
 Where pirates, landlubbers alike can recycle Gasparilla beads
 Shivering in their timbers, pirates demand city key of Tampa Mayor Jane Castor
 In Tampa, rare Gasparilla beads are the real treasure
 Tomb of Jose 'Gasparilla' Gaspar to be featured in this year's parade
 5 things to know about cold weather across Tampa Bay this Gasparilla weekend
 Recycle yer beads: Bring leftover Gasparilla beads to The Florida Aquarium for discounted tickets
 Tampa Bay Lightning sports new jersey design for Gasparilla game day
 Gasparilla invasion and parade returns to Tampa
 How to recycle leftover Gasparilla beads

travelmole.com	Ybor City: Tampa's historic heart
wfla.com	Tampa Bay 2022 Black History Month events
Tampa Bay Business Journal (online)	Chef Ferrell Alvarez to bring Asian-inspired concept to Sparkman Wharf
Tampa Bay Times (online - TampaBay.com)	Dang Dude, new fast-casual Asian concept from Ferrell Alvarez, to open at Tampa's Sparkman Wharf
WTVT Fox 13	'Black Love' celebrated on the Tampa Theatre big screen during Black History Month
Revista Viajes	TAMPA BAY, FLORIDA, ESTADOS UNIDOS 1.31.22
newschainonline.com	7 reasons why you should visit Tampa Bay, Florida
TTG Media	WATCH: TTG EXPLORES TAMPA BAY'S BEST TOURISM PRODUCT
wfsp.com	Ben Crump to speak at Tampa Bay History Center's first Black History Month Reception
Tampa Bay Times (online - TampaBay.com)	What to expect at the 2022 Florida Strawberry Festival in Plant City
wfsp.com	Discounted Florida Strawberry Festival tickets available at Publix
La Agencia de Viaje	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos.com
WTVT Fox 13	Florida Aquarium coral restoration project aims to regenerate, restore state's reef tract
wfla.com	Civil rights attorney Ben Crump visits Tampa, talks black history
KCBS-LA	Columbia Restaurant, KCBS-LA
KIDK (CBS)	Columbia Restaurant-KIDK
KCCI-DM	Columbia Restaurant- KCCI
scotsman.com	Not a typical Florida city, Tampa Bay is rich in culture and history, and roosters rule - Scotland o
wfla.com	You can name a cockroach after your ex at the Florida Aquarium for just \$10
wfsp.com	ZooTampa is reopening a renovated Stingray Bay, a year after 12 rays died suddenly
wfsp.com	Name a cockroach after your ex for Valentine's Day at The Florida Aquarium
WTVT Fox 13	ZooTampa's Stingray Bay will return with 'reimagined' touch tank after stingray deaths
WTVT Fox 13	Veterinarian at ZooTampa finds joy in making sure baby animals stay healthy
AbcNews.Go.Com	Stingray habitat to reopen a year after 12 rays found dead
www.abcactionnews.com	"Black Love" Series at Tampa Theatre
WTVT Fox 13	After two-year delay, Iron Gwazi roller coaster finally opens to passholders at Busch Gardens this w
Bay News 9	First ride: Busch Gardens' Iron Gwazi gets rolling ahead of debut
FOX 35 Orlando	ZooTampa stingray habitat to reopen a year after 12 rays found dead
WFTS-TV ABC Action News (online)	Iron Gwazi, the much-delayed hybrid roller coaster at Busch Gardens, opens with a roar
pbs.org	Biologists take drastic measures to save Florida manatees at risk of starvation
WFTS-TV ABC Action News (online)	Krewe of Sant' Yago's Knight Parade returns to historic Ybor City
msn.com	Coaster rollout in Florida accelerating in 2022
National Geographic	Florida's beloved manatees are dying in alarming numbers again. Here's why
newsletter.co.uk	Tampa Bay is not a typical Florida city, though the weather is as beautiful, it is rich in culture a
wfsp.com	Cuban Pathways exhibit makes its debut at Tampa Bay History Center
WTVT Fox 13	Krewe of Sant' Yago Knight Parade returns to light up Ybor City
Panrotas	Tampa Destination article from FL Huddle
invertour.com.mx	Operadora te invita a descubrir 2 joyas de la Florida: Tampa Bay y St. Pete/Clearwater
wusf.edu	To celebrate Black History Month, we took a tour of what once was Tampa's 'Black Wall Street'
Tampa Bay Times (online - TampaBay.com)	Midtown Tampa's new True Food Kitchen marks a homecoming for CEO

WFTS-TV ABC Action News
 WTSP 10 News
 wtsp.com
 WFTS-TV ABC Action News (online)
 travelmole.com
 WFTS-TV ABC Action News (online)
 WTVT Fox 13
 Tampa Bay Business Journal (online)
 WTVT Fox 13
 wfla.com
 Tampa Bay Times (online - TampaBay.com)
 Sunday Post
 wtsp.com
 afar.com
 Tampa Bay Times (online - TampaBay.com)
 Tampa Bay Times (online - TampaBay.com)
 Business Observer
 Tampa Bay Times (online - TampaBay.com)
 Digital Journal
 WTSP 10 News
 wtsp.com
 Tampa Bay Times (online - TampaBay.com)
 WFLA News Channel 8
 Travelnews.ch
 Tampa Bay Times (online - TampaBay.com)
 Yahoo News
 wtsp.com
 Tampa Bay Times (online - TampaBay.com)
 Tampa Bay Times (online - TampaBay.com)
 CromosomaX
 Tampa Bay Business Journal (online)
 wfla.com
 WTVT Fox 13
 WTVT-TV FOX 13
 Tampa Bay Business Journal (online)
 Tampa Bay Business Journal (online)
 wfla.com
 WFLA News Channel 8
 wtsp.com
 Tampa Bay Times (online - TampaBay.com)
 Bay News 9
 WTVT-TV FOX 13
 WFTS-TV ABC Action News
 Business Observer
 Tampa Museum Honors Baseball History
 Columbia Restaurant 2/17/22
 6 new African penguins arrive at The Florida Aquarium
 Storytime with ZooTampa
 Cultural heritage in the spotlight at Ybor City Fiesta Day
 Tampa Baseball Museum gives glimpse into the past
 Tampa Theater gets ready to expand for first time in nearly 100 years
 Two new Ben and Jerry's scoop shops opening in Tampa Bay next month
 Florida Aquarium gets six new African penguins after 7 died last year
 ZooTampa welcomes new baby orangutan
 Tampa gets a visit from new Batmobile on Saturday
 Travel: The best places to visit in Tampa Bay, as America emerges as top destination post pandemic
 Locally-filmed 'Secrets of the Zoo: Tampa' returns Feb. 20
 Revel in the Romance of Florida's Central Gulf Coast
 Top 15 Tampa Bay area events for the week of Feb. 21-27
 Tampa Theatre to bring actor Geena Davis, astronaut and author for speaker series
 Busch Gardens, after two year-delay, opens latest thrill ride
 Gasparilla Music Festival returns in Tampa
 While Chilly Florida Temps Kept the Race on Ice, Coast Packing's ProCharger Pro Mod Camaro Qualifies
 Gasparilla Distance Classic 10 Bright Side
 Tampa Bay History Center historian to drop puck at Lightning game to celebrate Black History Month
 Tampa Theatre will show all the Oscar-nominated short films
 GMF WFLA
 KUNST, KULTUR UND KULINARIK IM WESTEN FLORIDAS
 19 ways to celebrate Mardi Gras in the Tampa Bay area
 SeaWorld set revenue record in 2021 as visitation recovered
 Going to the 2022 Gasparilla Music Festival? Last-minute guide for the event
 Pendry Residences Tampa creates Urban Oasis in the Heart of Tampa Riverwalk
 Water Street Tampa's Naked Farmer restaurant opening this weekend
 Una guía gay de Tampa
 Downtown Tampa to show off progress since 2009 during SEC men's basketball tournament
 Grand Prix, Gasparilla events & tacos, plenty to do this weekend in Tampa Bay
 Gasparilla Music Festival recycles tunes, helps kids keep the music going all year long
 GMF & Gasparilla Distance Classic Fox 13
 Naked Farmer to open in Water Street office tower
 GreenWise, Glazer Children's Museum among Tampa Downtown Partnership Urban Excellence Award winners
 Publix Gasparilla Distance Classic kicks off with over 14,000 runners
 Gasparilla Distance Classic WFLA
 Beads, bicycle, traffic cone pulled from the bay after Gasparilla
 Marko Cheseto sets world record at Gasparilla Distance Classic
 FLAQ \$ Gasparilla Beads Bay News 9
 GMF Fox 13
 GMF WFTS
 True Food Kitchen opens doors of fifth location in state

WFLA News Channel 8
msn.com

Bay News 9

WFLA News Channel 8
wfla.com
wfla.com

WFTS-TV ABC Action News (online)
wfla.com

WFTS-TV ABC Action News (online)
www.timeout.com

Tampa Bay Business Journal (online)
wtsp.com
roadtripamerica.com
ladevi.info

roadtripamerica.com

Thrillist
msn.com
wfla.com

WFTS-TV ABC Action News (online)

WFTS-TV ABC Action News (online)
wtsp.com
wfla.com

WTVT-TV FOX 13

Bay News 9
wfla.com

TTG Media
wfla.com

WTVT Fox 13

WTTA-TV
roadtripamerica.com

KRQUE News
Panrotas
invertour.com.mx
invertour.com.mx
wtsp.com

Tampa Bay Times (online - TampaBay.com)
mirror.co.uk

WTSP-TV

USA Today
forbes.com

WTVT-TV FOX 13

The New York Times
wtsp.com

Fox 13's Good Day Tampa Bay

Fox 13's Good Day Tampa Bay

Fox 13's Good Day Tampa Bay

FLAQ WFLA Climate Change

True Food Kitchen Celebrates Opening At Midtown Tampa

Busch Gardens Food and Wine Festival returns this month with concerts, new food

Columbia Restaurant WFLA

'Florida Wilds' to open at ZooTampa, connecting visitors with native species

'Bachelor group' of hamadryas baboons soaking up Florida sun at ZooTampa

Florida Aquarium introduces Baby Gator

Mating pair of red wolves living at ZooTampa, species in danger of extinction

ZooTampa at Lowry Park opens new expanded viewing areas for Florida panthers, bears and baboons

The most dog-friendly cities in the USA

Edelweiss CEO discusses the 'emotional' return of the Zürich-Tampa flight

Adventure Island set to open for 2022 season

Columbia Restaurant - Tampa, Florida

Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional.
Reconocelos.com

Official Ybor City Ghost Tours - Ybor City, Florida

11 Cheap Spring Break Spots You Should Book Right Now

The Most Expensive Theme Park in the USA

Highest-rated breakfast restaurants in Tampa, according to Tripadvisor

Timpano in Hyde Park Village is a brunch and dinner hot spot

Busch Gardens' Iron Gwazi Opens this Weekend

Iron Gwazi set to open Friday after modification

Florida Aquarium to open new outdoor penguin habitat

Florida Aquarium Building Coral Reefs

Iron Gwazi opens at Busch Gardens Tampa Bay

Busch Gardens' Iron Gwazi to officially open Friday

HOW TAMPA BAY'S NEW TOURISM PRODUCT IS PUTTING THE CITY IN THE SPOTLIGHT

Festivals & St. Paddy's Day fun: Packed weekend in store for a rainy Tampa Bay

Tampa Bay Beer Week Fox13

First Cruise Departs Port of Tampa Bay since COVID- WTTA

Henry B. Plant Museum - Tampa, Florida 2.26.22

Hillsborough River Dyed Green-KRQUE

Iron Gwazi já está aberta ao público no Busch Gardens

En Tampa Bay, felices por ¡el regreso de Tom Brady

Tampa Bay...hechiza!

State funding proposed to help manatee rehabilitation at ZooTampa

Tampa Bay rooftop bars and restaurants are trending high

Best of Florida's Tampa Bay from the top theme parks, restaurants and attractions

Money to Save ZooTampa Manatees-WTSP

Take off with Southwest Airlines' Lucky Day sale with one-way flights starting at just \$49

A Food Lover's Guide To Tampa

Casa Santo Stefano Fox 13

Hidden Tampa: The Best of an Often-Overlooked Florida City

Sippin' and ridin': Mini guide to Busch Gardens Tampa Bay Food & Wine Festival

Casa Santo Stefano Fox 13 (2)

Tampa Riverwalk Expansion- Fox13

Spring Break 2022 is Likely a Record Breaker

WFLA-TB (NBC)	Navy Week Returns to Tampa WFLA TB
torontosun.com	A DAY IN YBOR CITY: Fowl, food, flamenco, and plenty of history
WFTS-TV ABC Action News (online)	Sailors visit Florida Aquarium for Navy Week
Bay News 9	The Florida Aquarium puts humans and penguins at eye level
Bay News 9	ZooTampa joins in effort to support Ukrainian zoos
WTVT Fox 13	ZooTampa donates to campaign to help Ukrainian zoos
WFTS-TV ABC Action News (online)	Walking Club: Explore Ybor City by taking a walking tour
US Travel News	The 16 Top Amusement Parks in the U.S. 2022
wfsp.com	Everything you need to know about Tampa Pride
WFTS-TV ABC Action News (online)	Tampa Pride 2022: Everything you need to know
Ladevi Argentina	LADEVI Tampa Piece
WFTS-TV ABC Action News (online)	Hotel Haya pays homage to Ybor's historic past
WFTS-TV ABC Action News (online)	Inside J.C. Newman, America's oldest family-owned premium cigar factory
WFTS-TV ABC Action News (online)	Tampa Pride 2022
TBBW	Berns TBBW
WFTS-TV ABC Action News	Original Cigar Factory History
WFLA News Channel 8	TPA Flamingo WFLA
Bay News 9	Tampa Pride attracts new business, show producers to Ybor City
WFTS-TV ABC Action News (online)	Tampa City Hall to light up for PRIDE
Fox 13's Good Day Tampa Bay	Cruise Industry Bouncing Back- WFLA-TB (NBC)
WFTS-TV ABC Action News	Hyde Park Art Festival WFTS
Tampa Bay Business Journal (online)	Exclusive: Oxford Exchange owners to open new restaurant in Water Street
travellandleisure.com	A Giant Flamingo Is Taking Over Tampa International Airport — See It Here
Tampa Bay Times (online - TampaBay.com)	Oxford Exchange team to open new restaurant at Water Street Tampa
WFTS-TV ABC Action News (online)	Great Indian Hornbill gets 3D-printed prosthetic at ZooTampa after developing skin cancer
pbs.org	A day at a Florida manatee hospital
es-us.noticias.yahoo.com	Operan con éxito a un ave con cáncer a partir de una impresora 3D en un zoo de Florida
WTVT-TV FOX 13	Straz Center Fundraiser Fox 13
WTVT-TV FOX 13	Taste of Straz Fundraiser Fox 13
Tallahassee Democrat	2nd Annual Havana Cigar Day gets rolling with history on Saturday
WTVT Fox 13	3D-printed beak saves ZooTampa's great hornbill resident from skin cancer
WFTS-TV ABC Action News	ZooTampa WFTS
Ladevi Argentina	Adventure Island LADEVI
WTVT Fox 13	The state of Florida's manatees in 2022
Travelability Melange	Curb Free with Cory Lee Piece

Visit Tampa Bay generated **78 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
1/12/2022	MLK parade returns to Tampa after pause during pandemic
1/12/2022	Tampa's Growing Downtown WTVT-TB (FOX)
1/13/2022	Tampa's Growing Downtown Good Day Tampa Bay
1/15/2022	VTB & Hotel Occupancy
1/18/2022	Riverwalk Attraction Pass Offers Discounts in Tampa
1/18/2022	Tampa Riverwalk Attraction Pass
1/18/2022	New Riverwalk Attraction Pass

1/18/2022 New Riverwalk Attraction Pass coming to Tampa

1/18/2022 New Riverwalk Attraction Pass Coming to Tampas

1/19/2022 Visit Tampa Bay launches new Riverwalk Attraction pass

1/19/2022 Visit Tampa Bay hopes Riverwalk Attraction Pass brings tourists, locals to downtown

1/19/2022 Riverwalk Attraction Pass Brings Tampa's Gems Together in One Ticket

1/19/2022 Riverwalk Attraction Pass

1/19/2022 Riverwalk Attraction Pass WTTA-TV

1/19/2022 Visit Tampa Bay Launches "Riverwalk Attraction Passes"

1/19/2022 Riverwalk Attraction Pass WFLA-TB

1/19/2022 Tampa Riverwalk Attraction Pass wtv-tb @5:30am

1/20/2022 Florida Huddle trade event showcases Tampa Bay

1/21/2022 Visit Tampa Bay launches all-in-one ticket offering discounts for Tampa Riverwalk attractions

1/25/2022 Fox 13 Florida Huddle

1/25/2022 ¡Felicidades! Regresó el Florida Huddle 2022 de manera presencial

1/26/2022 Após recordes, Tampa Bay volta esforços para o mercado internacional

1/26/2022 Florida tourism sets new records as industry bounces back from pandemic

1/26/2022 Revealed: 2022 Power 100, Tampa Bay's most influential leaders

1/26/2022 Fox 13 SC & Florida Huddle

1/27/2022 Fox 13 Hillsborough Tourism Numbers

1/27/2022 Concluyó el Florida Huddle 2022 en Tampa

1/28/2022 SC & Gasparilla WFTS

1/28/2022 Univision SC & Gasparilla

1/28/2022 SC & Gasparilla ABC

1/28/2022 VTB & gasparilla

1/28/2022 Florida Huddle & VTB

1/28/2022 VTB Florida Huddle 2

1/31/2022 Visit Tampa eyes UK market with new campaign

1/31/2022 Lightning Yearbook VTB Ad

2/2/2022 Florida Huddle reúne destinos e fornecedores da Flórida; veja fotos 1.26.22

2/2/2022 Tampa, na Flórida, registra expansão e recordes de visitação 1.31.22

2/2/2022 Florida will den Schwung von Tampa nutzen 1.26.22

2/2/2022 Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com

2/2/2022 Tampa recibió el Florida Huddle 2022 1.27.22

2/2/2022 Insider Travel ReportInsider Video: Why Tampa Bay Tourism Is Back in Stride with New Hotels & Attrac

2/3/2022 Tampa hotel revenue tops \$758M, breaking previous record set in 2019

2/3/2022 Tampa Bay Closes Year-end with Treasured Numbers

2/7/2022 Interested in Selling Your City? The Super Bowl Is Buying

2/8/2022 Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com

2/14/2022 Santiago & Florida Huddle

2/15/2022 MLB lockout leaving Spring Training fans and businesses waiting

2/15/2022 Spring Training, Santiago segment

2/15/2022 Santiago, Spring Training

2/17/2022 Spring Training, in spanish, news segment with Santiago

2/17/2022 Santiago C. Corrada, do Visit Tampa Bay, fala das novidades do destino da Flórida

2/20/2022 Economic impact of spring training delay on Tampa Bay is unclear

2/21/2022 The Tampa Bay area is benefiting as Florida's tourism numbers rebound

2/21/2022 SC & WUSF

2/22/2022 Pent-up demand has brought Tampa Bay tourism numbers to new heights

2/22/2022	Santiago Spring Training Radio Clip
2/24/2022	A hot, dry, beach-perfect start to Tampa Bay's tourist season this spring
3/3/2022	SC Spring Training Fox 13
3/7/2022	PH & SEC Tournament FOX 13
3/7/2022	SEC Tournament begins Wednesday at Amalie Arena in Tampa
3/8/2022	Up to Speed: Spring travel trends expected to outpace pre-pandemic
3/8/2022	Lawmakers Vote to Extend Visit Florida through 2028
3/8/2022	Visit Florida Extension Going to DeSantis
3/8/2022	Tampa, St. Pete, Clearwater Welcome Waves of New Hotels and Attractions
3/8/2022	¡En México! La Misión de Ventas VISIT FLORIDA 2022 con grandes novedades
3/9/2022	SPRING BROKE? High costs may impact some plans as Spring Break arrives
3/9/2022	DF Tourism Recovery Story
3/9/2022	DF Quick Trips Tourism Numbers
3/9/2022	Lawmakers vote to extend Visit Florida until 2028 (2)
3/9/2022	PH & Spring Break Bay News 9
3/10/2022	How to navigate spring break in Tampa Bay this year
3/11/2022	Florida's spring training is back. Has Tampa Bay tourism moved on?
3/14/2022	News and notes from Tampa's first SEC men's basketball championship since 2009
3/16/2022	It's official: Tampa loves its Riverwalk. So how about six more miles of it?
3/16/2022	It's official: Tampa loves its Riverwalk. So how about 6 more miles of it?
3/24/2022	Hillsborough sticks with transit emphasis in sales tax plan
3/24/2022	LADEVI VTB Section
3/25/2022	Tourism agency expands leadership team with two executive hires

7. **TOURISM ADVOCACY**

These events consist of Visit Tampa Bay leadership advocating and educating the economic value of tourism in our community.

Visit Tampa Bay Leadership produced and attended **30 Tourism Advocacy Events** in the quarter:

Date	Event Name
1/5/2022	WUSF StoryCorp Opening Reception
1/11/2022	Podcast Taping with Sarina Fazan, SFMedia
1/12/2022	Quarterly Presentation to Board of County Commissioners
1/19/2022	State Senator Burgess
1/19/2022	State of Florida Representative Susan Valdes
1/19/2022	State of Florida Representative Dianne Hart
1/19/2022	State of Florida Representative Fentrice Driskell
1/19/2022	State of Florida Senator Janet Cruz
1/19/2022	State of Florida Representative Michele Rayner
1/19/2022	State of Florida Representative Andrew Learned
1/21/2022	Blacks in Government
1/22/2022	Latin American Conference
1/25/2022	Visit Florida Media Question & Answer Session
1/25/2022	Florida Huddle/Encounter Keynote Session
1/28/2022	Rotary Club of New Tampa Meeting
2/7/2022	Destinations Florida Interview
2/8/2022	Guest Speaker at Commercial Property Managers
2/11/2022	Tourist Development Council Quarterly Board Meeting

2/15/2022	Guest Speaker at USF Marketing Class
2/18/2022	VTB Podcast
2/22/2022	State of Florida House of Representatives
2/22/2022	Hillsborough Day
3/3/2022	Leadership Brandon
3/4/2022	Phi Beta Sigma Fraternity
3/17/2022	FL Future Business Leaders of America Phi Beta Lambda State Leadership Conference - Keynote Speaker
3/21/2022	Unlock Podcast: Talking Tampa Pride ep. 11
3/22/2022	Travel Planners Conference Welcome
3/22/2022	Bryan Glazer Family JCC
3/23/2022	Board of County Commissioners
3/25/2022	Building Owners & Managers Association Conference Welcome

8. **DESTINATION MANAGEMENT**

These events consist of a coordinated process with Visit Tampa Bay leadership and community leaders to share resources and provide expertise in a variety of areas including marketing efforts, local resources, security, accommodations, activities, events, environmental concerns, tourist attractions and transportation. The goal of these coordinated efforts is to help build and support a sought-out destination.

Visit Tampa Bay Leadership produced and attended **18 Destination Management Events** in the quarter:

Date	Event Name
1/3/2022	Philip Harris and Dr. Farmer, Phi-Beta
1/4/2022	Tampa City Councilman Joseph Citro
1/4/2022	Tina Winner, Winner Partners
1/12/2022	Commissioner on Human Trafficking Proclamation
1/13/2022	Punit Shah, Liberty Group
1/13/2022	Dr. Heather Curry
1/18/2022	Destination Florida Welcome Reception
1/31/2022	Tampa City Councilman Charlie Miranda
2/3/2022	The Pendry Sales Event
2/7/2022	Community Leader Roundtable
2/8/2022	Commission on Human Trafficking Legislative & Judicial Working Group Meeting
2/10/2022	Commission on Human Trafficking Education & Awareness Working Group Meeting
2/15/2022	Dedication & Sign Unveiling Ceremony
2/24/2022	Todd Josko, Ballard Partners
2/28/2022	Bloomberg Associates
3/1/2022	Bob Gries, Gries Investment Funds - State of Destination
3/2/2022	Ian Anderson & Alexis Mueller, TBBJ
3/4/2022	Avelo Airlines Meeting

9. **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 **388 Referrals** to local businesses. We produced **13 Local Industry and Partner Tourism Events** and Attracted **11 New Partners** in the Quarter.

Date	Event Name
1/6/2022	Visit Tampa Bay 101-cancelled
1/13/2022	Keys to Success- Hyatt House Tampa Westshore
1/19/2022	Unlock Tampa Bay WAVE Reception
1/20/2022	Partnership 201-cancelled
2/17/2022	Visit Tampa Bay 101
2/24/2022	Visit Tampa Bay 201
3/12/2022	River of Green - Unlock Tampa Bay Destination tent
3/17/2022	Valspar - Unlock Tampa Bay Destination tent
3/22/2022	Marriott Travel Partners Conference
3/23/2022	Keys to Success-Armature Works
3/26/2022	Tampa Pride Parade - Unlock Tampa Bay Pop up shop and Destination Tent
3/29/2022	Business by the Bay - Hyatt Place & Hyatt House Downtown
3/30/2022	Guest Experience Training (GET)

10. **AWARDS AND RECOGNITION**

Visit Tampa Bay has earned the following awards within **Quarter 2**:

American Marketing Association Tampa Chapter

Entry Title: Accessible Travel

Award: Marketer of the Year, category “Feel-Good Marketing Campaign”

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

5/31/2022
Date