

## Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 2022**

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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)    | \$4,324,071 |
| Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)       | \$4,324,071 |
| Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)   | \$          |

**Tourist Development Tax Funds Received Since October 1, 2021** **\$12,972,213**

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### 1. **SALES**

Leisure Sales had **1,401 Customer Interactions** in the Quarter. Convention Sales generated **107,696 Definite Room Nights** resulting in **\$72,145,795 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 **29 Out-of-Market Events** in the quarter:

| <b>Date</b> | <b>Event Name</b>   |
|-------------|---|
| 4/4/2022    | Visit Florida Domestic Trade mission - 2022 - Chicago - Sales Mission                       |
| 4/5/2022    | Visit USA Switzerland - 2022 - Sales Mission - Switzerland                                  |
| 4/5/2022    | Destination Celebration - Kansas City - Denise Cmiel  |
| 4/7/2022    | NHS Presentation - Denise Cmiel   |
| 4/7/2022    | Visit Florida Domestic Trade mission - 2022 - New York City - Sales Mission                 |
| 4/12/2022   | Cvent CONNECT 2022 - Tradeshow - Las Vegas  |
| 4/13/2022   | Cvent CONNECT - Client Event - Las Vegas, NV  |
| 4/25/2022   | Visit Florida Canada Road show - 2022 - Montreal, CANADA                                    |
| 4/25/2022   | VISIT FLORIDA Leadership Mission - 2022 - Trade Mission - BRAZIL                            |
| 4/27/2022   | Travel Trade Gazette (TTG) and Visit Tampa Bay 2022 - Sales Presentation - Webinar          |
| 4/27/2022   | Visit Florida Canada Road show - 2022 - Toronto, CANADA                                     |
| 5/10/2022   | HelmsBriscoe Annual Business Conference   |
| 5/16/2022   | Northeast CVB Reps Customer Event - Boston, MA  |
| 5/17/2022   | Ocean Holidays Training 2022  |
| 5/17/2022   | Meetings Professional International (MPI), New England Chapter Industry Event, Boston MA    |
| 5/22/2022   | Connect Spring Marketplace, Industry Trade Show Puerto Rico                                 |
| 5/31/2022   | Fraternal Executives Association Annual Meeting   |
| 6/2/2022    | Black Travel Expo 2022 - Industry Event - Atlanta, GA                                       |
| 6/4/2022    | IPW - Tradeshow - Orlando - 2022  |
| 6/5/2022    | IPW - Orange Grove activation - Orlando - 2022  |
| 6/5/2022    | Professional Convention Management Association (PCMA) EduCon - Industry Event - New Orleans |

- 6/12/2022 ConferenceDirect Annual Partner Meeting 2022 - Trade Show - San Francisco, CA
- 6/14/2022 Society of Government Meeting Professional, National Chapter - Industry Event,
- 6/15/2022 Signature Network Webinar - 2022 - Sales presentation - Domestic
- 6/20/2022 Meeting Professionals International World Education Congress
- 6/20/2022 Travel Agent Forum - 2022 - Tradeshow - Las Vegas
- 6/21/2022 Travel Agent Forum - Sales Presentation - 2022 - Las Vegas
- 6/22/2022 2022 Connect Spring Marketplace (5/22/22) - Industry Event - San Juan, Puerto Rico
- 6/28/2022 Association Meeting Professionals (AMPs) Summer Bash Reception

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

| <b>Date</b> | <b>Event Name</b>  |
|-------------|--|
| 4/3/2022    | Sascha & Aliko Rettig FAM  |
| 4/4/2022    | AMC Institute, Site Visit  |
| 4/5/2022    | Astrid Schrier - Site  |
| 4/6/2022    | Society for Neuro Oncology - Planning Site   |
| 4/8/2022    | Kappa Alpha Psi - Site Visit   |
| 4/8/2022    | VF Columbian Media Group FAM   |
| 4/18/2022   | Church of God Ministries (April 22) - Planning Site  |
| 4/20/2022   | Hillsborough County Schools Hospitality & Tourism Expo Destination Experience - Industry Event |
| 4/20/2022   | Atricure Breakfast and Site  |
| 4/21/2022   | Tampa Bay Caribbean Carnival Kick Off Unlock Event - Industry Event                            |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) 2022 - FAM                                    |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Headquarters Association - Site               |
| 4/22/2022   | Florida Association of Health Plans - Site Visit   |
| 4/22/2022   | Rudolf Burkart German FAM  |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Amy Hoffman - Site                            |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Megan White - Site                            |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Kristen Basler - Site                         |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Robin Frey - Site                             |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Cindy Tilton - Site                           |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) La'Zendra Danforth - Site                     |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Elizabeth Pate - Site                         |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Laura Moore - Site                            |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Nandi Romero-Anguilar - Site                  |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Kelly Jena - FAM                              |
| 4/22/2022   | Healthcare Meeting Compliance Certificate (HMCC) Kayla Westman - FAM                           |
| 4/25/2022   | CANUSA Touristik Germany 2022 (3/25/2022) - FAM  |
| 4/25/2022   | Society for Gynecologic Oncology - Planning Site   |
| 4/26/2022   | AVID Center - Planning Site  |
| 4/27/2022   | Neustar Security - Site  |

4/27/2022 Reynolds Site and Dinner  
 4/28/2022 Florida American Institute of Architects - Site Visit  
 4/28/2022 Charlotte Simpson Influencer FAM  
 4/29/2022 German Tour Operator 2022 (3/29/2022) - FAM  
 5/2/2022 American Airlines Central America 2022- Leisure FAM  
 5/2/2022 Bridgestone/Firestone Americas Holding, Inc., Site Visit  
 5/4/2022 Service Roundtable - Planning Site  
 5/5/2022 Finn Aichinger & Karolin Wustney German FAM  
 5/6/2022 Phi Beta Sigma Fraternity, Inc. - Site Visit  
 5/6/2022 Koenraad Capon FAM  
 5/7/2022 Riverfest Destination Experience Booth - Industry Event  
 5/9/2022 Destinations Florida DEI Task Force Meeting  
 5/10/2022 Turning Point USA - Planning Site  
 5/11/2022 National Association of Insurance Commissioners - Planning Site  
 5/11/2022 Heat Recovery Steam Generators (HRST, Inc.) - Site  
 5/12/2022 HPN Global - Planning Site  
 5/14/2022 Ana Paula Garrido FAM  
 5/15/2022 Infrastructure Resources - Planning Site  
 5/16/2022 Church of the Nazarene - Planning Site (May)  
 5/16/2022 Special Operations Forces Industry Conference Destination Experience - Industry Event  
 5/16/2022 Elite Tournaments / IWLCA  
 5/16/2022 Dr. Xernona Clayton - Site Visit  
 5/17/2022 North American Raspberry & Blackberry Association (NARBA) - Site  
 5/19/2022 Marquita Smith - Traveling Mom FAM  
 5/23/2022 East Coast Migrant Head Start - Planning Site  
 5/23/2022 Intercollegiate Women's Lacrosse Coaches Association (IWLCA) - Site  
 5/23/2022 American Farm Bureau Federation, Site Visit  
 5/24/2022 Tampa International Airport Volunteers - FAM  
 5/24/2022 Shriners Site Visit  
 5/24/2022 Abbott Site  
 5/25/2022 American Medical Directors Association (AMDA) - Planning Site  
 5/28/2022 Top Ladies of Distinction Inc. - Site Visit (4/28/22-4/29/22)  
 6/1/2022 Pre IPW FAM - 2022 - Leisure FAM - Germany  
 6/2/2022 Marine Fabricators Site  
 6/3/2022 National Association of State Chief Administrators - Planning Site  
 6/7/2022 Dr. Juel Smith – 50th Wedding Anniversary Site Visit  
 6/7/2022 Howard Harris – MLK Gala and Band Hotel Rooms for Parade - Site Visit  
 6/8/2022 Mobile Area Chamber of Commerce - Planning Site  
 6/8/2022 Association for Medical Imaging Management - AHRA - Site Visit  
 6/8/2022 FLorida Fire Chiefs Association  
 6/9/2022 Tom & Tom - German PR FAM  
 6/9/2022 Post IPW PR Group FAM  
 6/10/2022 Visit Florida Post IPW 2022 - Leisure FAM  
 6/11/2022 Post IPW FAM - 2022 - Leisure FAM - Netherlands  
 6/13/2022 EPCON Franchising Site  
 6/13/2022 Kappa Alpha Psi Fraternity, Inc. - Press Conference 2022 - Site Visit  
 2023 Association of Destination Management Executives International (ADMEI) Annual Conference -  
 6/13/2022 Site

- 6/15/2022 Andreas Sanders - Garman PR FAM
- 6/15/2022 Alpha Sigma Phi
- 6/15/2022 2022 Meeting Professional International Tampa Bay Area (MPI TBA) Annual Awards Gala
- 6/16/2022 Vizient Site
- 6/23/2022 United Youth Football League (UYFL) - Site
- 6/24/2022 CONCACAF U15 Site Visit
- 6/24/2022 ReliaQuest Bowl WorldStrides FAM
- 6/24/2022 Progress Village Baptist Church - Site Visit
- 6/24/2022 Society of Government Meeting Professional, National Chapter Industry Event, Board Retreat, Virtua
- 6/30/2022 Inge & Heinz Jucker (5/31/22) - German PR FAM

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

New initiatives put in place in **Quarter 3** 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
- Refresh and update medical meetings materials
- Utilize incentive programs to secure meetings and conventions during need periods

##### **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
- Promote event venues for offsite group functions

##### **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
- 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**

- Target weekday meeting and convention business covering the Monday-Thursday pattern as business travel continues returning
- Utilize incentive programs to secure meetings and conventions during need periods
- Assist with business relocation from DoubleTree Westshore to alternate facilities
- Highlight renovations among Embassy Suites, Grand Hyatt and others

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

The FY22 OTA/Conversion Campaign continued delivering conversions with lower-funnel OTA and travel data partners through July 2022.

Delivery of over 32M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives.

\$52M+ in Enriched hotel booking revenue  
\$25M+ in Observed hotel booking revenue

### **Campaign Insights: Through March**

Top 5 flight origin markets

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

Top hotel origin markets

- Orlando
- New York
- Miami
- Atlanta

ADR ranges from \$155-\$199

- Overall campaign ADR decreased \$3 on observed and increased \$3 on enriched
- Adara had the highest ADR at \$199
- Sojern remains the lowest ADR at \$155 (only ran in Oct) then Kayak at \$190

Travel Window

- Expedia: 0-to-6-day window now has the highest 34% of bookings, followed by 7-13 days at 16%
  - 31 to 60 days: 14%
  - 14 to 20 days: 12%
  - 21 to 30 days: 11%
  - 61 to 90 days: 5.8%
  - 91+ days: 8.4%
- Remains longer in Adara Impact at 7 days average search to booking window and 23 average advanced purchase

Traveler Profile

- 33% of trips booked are 30-39 years old (40-49 at a close second of 32%)
- 63% Leisure, 37% Business
- 26% with HHI \$75K-\$100K

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

Learnings

- ROAS decreased 3x on observed and increased 2x on enriched data but still strong performance with the enriched continued to hit triple digits at the highest yet \$122
- Expedia the highest ROAS at 89x, down 4x from the last cumulative report while Adara is the lowest active partner with ROAS at 10x and continues to trend down

Optimizations

- Adara's ROAS is lower than in the past (down \$3 MoM) but their ADR is the highest so continuing to work on targeting optimizations with them and added value to help increase revenue
- Adara performance trends will be considered along with all other partner performance in FY23 OTA planning

### **Meetings Campaign**

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

- Recap Dates: November 2021- June 2022

- Spend: \$284,214

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 6.12M+ digital impressions and over 94.7K clicks to TampaMeeting.com, generating a campaign CTR of 1.55% from November 2021 – June 2022.

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,558,259 of Added Media Value** for the quarter.

| <b>Publication Name</b>                        | <b>Headline</b>   |
|--|---|
| Bay News 9                                     | Businesses Ready For More Cruises   |
| WTVT-TV FOX 13                                 | Tampa Moving Forward With Green Artery Project-WTVT   |
| Bay News 9                                     | Tampa Hotel Sells for 110M  |
| forbes.com                                     | 11 Beautiful Cocktails To Enjoy This Easter   |
| Bay News 9                                     | Adult Easter Egg Hunt In Tampa  |
| Bay News 9                                     | Tampa's Largest Easter Egg Hunt   |
| Bay News 9                                     | Bay News 9- Attractions Insider Podcast   |
| invertour.com.mx                               | Suplemento Especial Visit Florida Marzo 2022  |
| Ladevi Argentina                               | Tampa Bay se transforma y cautiva con sus nuevas propuestas                                     |
| Ladevi Argentina                               | Tampa Bay se transforma y cautiva con sus nuevas propuestas (2)                                 |
| Tampa Bay Times (online - TampaBay.com)        | Tampa hotels sell as part of \$110 million deal   |
| The Washington Post                            | Airlines, airports hope a spring travel boom extends into summer                                |
| That's So Tampa                                | The top hotels in Tampa you need to visit this spring and summer                                |
| Tampa Bay Times (online - TampaBay.com)        | Every reference to Tampa on TV comedies we could find   |
| FOX13's Good Day, Tampa Bay 6:00A - WTVT (Fox) | Tourism Booming in Bay Area   |
| El Sol De Acapulco                             | Viaje a Florida traerá al puerto más vuelos y cruceros: René Juárez                             |
| WFLA-AM Online                                 | Highest-rated restaurants in Tampa, according to Tripadvisor                                    |
| abc-7.com                                      | Roll back the clock at J.C. Newman, Tampa's last working cigar factory                          |
| newsbreak.com                                  | These are the highest ranked restaurants with water views and outdoor seating in Tampa, Florida |
| Travel2Latam                                   | Ybor City: cosas que hacer para 5 diferentes tipos de visitantes (March)                        |
| Tampa Bay Times (online - TampaBay.com)        | Tampa Museum of Art receives \$25 million gift for its expansion                                |
| Art Net Nawa                                   | Tampa Museum Gets \$25 Million for Renovation   |
| Fox 13 News                                    | TPA focuses on expansion, future demand in master plan update as Tampa continues to grow        |
| Tampa Bay Times (online - TampaBay.com)        | Newly updated travel books offer Florida staycation and day trip ideas                          |
| patch.com                                      | ZooTampa And Coppertail Brewing Co. Launch Long-Term Partnership                                |
| Tampa Bay Business Journal (online)            | Orlando cycling studio coming to Sparkman Wharf   |
| Tampa Bay Business Journal (online)            | Plant-based company Buff City Soap coming to Midtown Tampa                                      |
| wfla.com                                       | Waves of Honor: Busch Gardens Tampa Bay offering complimentary tickets to veterans              |
| Bay News 9                                     | Adventure Island sets opening date for new attractions  |

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| wfla.com                                | Go Green with the Florida Aquarium this Earth Week   |
| Tampa Bay Times (online - TampaBay.com) | When Florida Aquarium CEO Roger Germann wants to chill, he hangs with sharks               |
| Vox                                     | How to resurrect a coral reef  |
| wtsp.com                                | Earth Day celebrations around Tampa Bay  |
| Tampa Magazine                          | 2022 Brunch Guide  |
| WTVT Fox 13                             | Record \$25 million donation funding Tampa Museum of Art expansion benefits Riverwalk      |
| Tampa Bay Business Journal (online)     | Exclusive: Condos in Water Street's Edition have sold out                                  |
| WTVT Fox 13                             | Potential pet parents meet, greet different breeds at AKC educational event in Tampa       |
| WFTS-TV ABC Action News (online)        | AKC Meet the Breeds 2022 Comes to Tampa  |
| wfla.com                                | How to 'meet the breeds' before you get a dog  |
| Tampa Bay Times (online - TampaBay.com) | Critic's plate: An afternoon snack at Tampa's Anchor and Brine                             |
| Tampa Bay Times (online - TampaBay.com) | Rukus Cycling Studios coming to Sparkman Wharf   |
| Women's Wear Daily                      | Tampa's Hyde Park Village Finesses Its Mix   |
| WFTS-TV ABC Action News (online)        | Travel the epic Florida Distillery Trail starting at Ybor City's Florida Cane Distillery   |
| WTVT Fox 13                             | Busch Gardens, SeaWorld offer free tickets to military members and veterans                |
| WTVT Fox 13                             | Wildlife rehabs, zoos take precautions after deadly bird flu outbreak pops up in Tampa Bay |
| WFTS-TV ABC Action News (online)        | The Straz Jazz Project   |
| Tampa Bay Times (online - TampaBay.com) | Book Talk: Adriana Trigiani comes to Oxford Exchange                                       |
| The New York Times                      | In Florida, It's 'Go West' for Arts Donors and Patrons                                     |
| Bay News 9                              | Busch Gardens to kick off Sesame Street Kids' Weekends                                     |
| Telemundo Tampa                         | Adventure Island se prepara para abrir dos nuevas atracciones en mayo                      |
| NBC News                                | Sea urchins are mysteriously dying off across the Caribbean, scientists say                |
| wfla.com                                | Tampa Bay weekend: Cinco de Mayo fiestas & more  |
| Orlandosentinel.com                     | 'Momosas' and more in this Orlando Mother's Day roundup                                    |
| Tampa Bay's Morning Blend- WFTS         | Tampa Theater Events This Weekend  |
| Fox 13's Good Day Tampa Bay             | Original Gasparilla Anniversary  |
| Fox 13's Good Day Tampa Bay             | William Beans Chocolatier Opens in Midtown   |
| Tampa Bay's Morning Blend- WFTS         | Tampa Theatre Teams up with Film Tampa Bay!  |
| travelandleisure.com                    | 10 Best Places to Travel This November   |
| Good Day Orlando                        | Adventure Island on Good Day Orlando   |
| News 13 Orlando                         | Adventure Island water park opens 2 new 'family thrill' slides                             |
| Lantern Credit                          | Life After College: Top 10 Cities to Pay Down Student Debt                                 |
| Ladevi Argentina                        | Riverwalk Piece Ladevi   |
| Tampa Bay's Morning Blend- WFTS         | Goody Goody on Morning Blend   |
| Tampa Bay's Morning Blend- WFTS         | Goody Goody on Morning Blend (2)   |
| WFLA News Channel 8                     | Columbia Restaurant on WLFA  |
| WFLA News Channel 8                     | Columbia Restaurant on WLFA (2)  |
| News 13 Orlando                         | SeaWorld, Busch Gardens launch Howl-O-Scream flash sale                                    |
| Bay News 9                              | Busch Gardens' Summer Celebration to include fireworks, free beer                          |
| Tampa Bay Times (online - TampaBay.com) | Busch Gardens brings ambitious coaster and a festival for summer vacation season           |
| wtsp.com                                | Busch Gardens debuts 'Summer Celebration' beginning Memorial Day weekend                   |
| forbes.com                              | 8 U.S. Theme Parks Offering Memorial Day Ticket Deals                                      |
| wfla.com                                | New menu items to debut at Busch Gardens Food & Wine Festival this weekend                 |
| WFTS-TV ABC Action News (online)        | Adventure Island hopes to draw big summer crowds with 2 new family water slides            |
| USA Today 10Best                        | Get your thrills: These are the 10 best roller coasters of 2022                            |
| Bay News 9                              | Florida Aquarium offering ticket deal to military for Memorial Day                         |

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| WFTV-TV                                 | Florida aquarium tracks rescued sea turtle to better understand the species            |
| Tampa Bay Times (online - TampaBay.com) | Port to explore opening cruise ship terminal by Tampa's Riverwalk to the public        |
| Tampa Bay Times (online - TampaBay.com) | What Tampa Bay attractions, zoos and museums have in store this summer                 |
| Tampa Bay Business Journal (online)     | Port: Riverwalk extension through cruise terminal would cost 'hundreds of thousands'   |
| wfla.com                                | ZooTampa welcomes 4 red wolf puppies   |
| WTVT Fox 13                             | \$30 million of Florida state budget will be used to help manatees, governor says      |
| kevsbest.com                            | 5 Best Experiences in Tampa, FL  |
| Tampa Bay Times (online - TampaBay.com) | Riverfest returns to Tampa's Riverwalk this weekend                                    |
| wfla.com                                | Tampa Bay Weekend: Riverfest, BBQ and free comics                                      |
| kevsbest.com                            | 5 Best Hiking Trails in Tampa, FL  |
| moneyinc.com                            | The 20 Best Things To Do In Tampa Florida  |
| wfsp.com                                | Military helicopters and boats swarmed Tampa, but it was just an exercise              |
| Yahoofinance.com                        | NDIA announces more than 16K participants set attendance record at 2022 SOFIC          |
| WFTS-TV ABC Action News (online)        | Cru Cellars finds 12 years of success in Palma Ceia                                    |
| Tampa Bay Times (online - TampaBay.com) | Restaurant news: La Segunda buys a bakery, Twisted Indian opens in St. Pete, more      |
| WTVT Fox 13                             | Cereal-inspired restaurant in Ybor City gets 'Bar Rescue' makeover                     |
| forbes.com                              | The Cuban Bakery Known Throughout Florida  |
| www.abcactionnews.com                   | The Cuban Sandwich Festival  |
| Tampa Bay Times (online - TampaBay.com) | A candle that smells like bacon? You pour your own at this Hyde Park shop              |
| WFTS-TV ABC Action News (online)        | The Bob's Burgers Movie is coming to the big screen and we celebrate with Goody Goody! |
| Tampa Bay Times (online - TampaBay.com) | Southeast Asian restaurant Sunda New Asian coming to Midtown Tampa                     |
| wfsp.com                                | Award-winning restaurant Sunda New Asian coming to Midtown Tampa                       |
| That's So Tampa                         | Driftlight debuts sensational steak dinner at JW Marriott Hotel in Tampa               |
| Tampa Bay Times (online - TampaBay.com) | Stageworks presents 'Anna in the Tropics,' set in Ybor City                            |
| wfla.com                                | What's new at Florida theme parks, attractions this summer?                            |
| wfla.com                                | Florida Aquarium honoring military with free tickets Memorial Day weekend              |
| Bay News 9                              | Active duty military can get free admission to ZooTampa                                |
| wfsp.com                                | Up To Speed: Tampa's Riverwalk expansion continues                                     |
| USA Today 10Best                        | Our readers' picks for the 10 best theme park restaurants of 2022                      |
| USA Today 10Best                        |  |
| Yahoo News                              | Busch Gardens Tampa Bay and Adventure Island are ready for summer                      |
| Tampa Bay Business Journal (online)     | Bagel shop, Asian restaurant, high-end cocktail bar coming to Hyde Park Village        |
| Tampa Bay Business Journal (online)     | Airlines load up on passengers, keep flights in check heading into Memorial Day        |
| Tampa Bay Business Journal (online)     | Tampa International adds four Caribbean nonstop routes                                 |
| Tampa Bay Business Journal (online)     | Check out the new flights at TPA scheduled to come online this summer                  |
| Tampa Bay Business Journal (online)     | Tampa International ranks among top five affordable U.S. airports                      |
| Good Morning America                    | Tampa barbecue masters face off in the 'GMA' United States of BBQ competition          |
| blackmeetingsandtourism.com             | Tampa Riverwalk - Black Tourism Magazine   |
| WFTS-TV ABC Action News                 | Columbia & Lightning Abc Action News   |
| WFLA News Channel 8                     | Columbia & Lightning WFLA  |
| Fox 26                                  | FLAQ & ZooTampa Whale Shark Fox 26   |
| WTVT-TV FOX 13                          | FLAQ & ZooTampa Whale Shark Fox 13   |
| WSVN Miami                              | FLAQ WSVN Coral Reefs  |
| fish tank kings                         | FLAQ Fish Tank Kings   |
| WTVT-TV FOX 13                          | Tampa Museum of Art Summer Camp  |
| WTSP 10 News                            | Tampa Museum of Art Summer Camp (2)  |



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| WFTS-TV ABC Action News                 | FLAQ & World Oceans Day WFTS   |
| WFLA News Channel 8                     | FLAQ & World Oceans Day WFLA   |
| WBBH-TV                                 | Busch Gardens Free Beer WBBH   |
| WTVT-TV FOX 13                          | FLAQ & Rays Fox 13   |
| WTVT-TV FOX 13                          | FLAQ & Ocean Day Fox 13  |
| WFTS-TV ABC Action News (online)        | Tampa Bay Restaurant Week 2022 makes dining at local restaurants more affordable                     |
| WFTS-TV ABC Action News                 | Rooster & the Till ABC   |
| Central Florida News 13                 | TBHC & Fred Hearn on Juneteenth  |
| WFLA News Channel 8                     | Bib Gourmands WFLA   |
| Bay News 9                              | Bib Gourmands Bay news 9   |
| WFLA News Channel 8                     | Bib Gourmands WFLA (2)   |
| WESH 2 News on CW18                     | Busch Gardens Free Beer  |
| WFTS-TV ABC Action News                 | Boom by the Bay ABC Actions News   |
| WBBH-TV                                 | ZooTampa Releases Manatee  |
| WFTS-TV ABC Action News                 | FLAQ Girls Camp  |
| WFTS-TV ABC Action News                 | Tampa Bay Restaurant Week WFTS   |
| WTSP-TV                                 | Tampa Bay Restaurant Week - Great Day Live   |
| WTVT-TV FOX 13                          | Father's Day Deals - F:AQ & PWT  |
| WTSP-TV                                 | Tampa Baseball Museum Great Day Live   |
| wfla.com                                | How to get free beer at Busch Gardens all summer   |
| wtsp.com                                | Florida Aquarium raises 560 corals relocated in the Keys   |
| wfla.com                                | Hundreds of corals raised at the Florida Aquarium outplanted in Keys                                 |
| WFTS-TV ABC Action News (online)        | Florida Aquarium working to replenish Florida's Reef Tract   |
| WTVT Fox 13                             | Florida Aquarium unveils new exhibit to show importance of the ocean                                 |
| WTVT Fox 13                             | Tropicana Field welcomes cownose stingrays in new touch experience                                   |
| WFTS-TV ABC Action News (online)        | Girl power fuels marine science camp for young women taught by female scientists                     |
| people.com                              | Florida Marine Research Institute Rescues Baby Manatee from 'Rough Waters' in Belize                 |
| msn.com                                 | Florida Aquarium Staff Receives Sweet Recognition From Girl Scouts                                   |
| WFTS-TV ABC Action News (online)        | ZooTampa releases manatee after 15-month rehabilitation  |
| wtsp.com                                | Manatee released back into Florida waters after 15-month recovery at ZooTampa                        |
| WFTS-TV ABC Action News (online)        | ZooTampa offers free admission for Hillsborough County employees who serve the community             |
| WTVT Fox 13                             | 'I love it': ZooTampa vets treat everything from tiny birds to giant giraffes                        |
| WTVT Fox 13                             | ZooTampa vets double as detectives as they treat the Bay Area's most exotic patients                 |
| wtsp.com                                | Whale shark sighting off Sarasota coast not completely unusual, experts say                          |
| wfla.com                                | Boom by the Bay to light up the Tampa sky on July 4  |
| Entravision/Univision                   | Tampa's Boom By the Bay firework show to return with new viewing locations                           |
| Tampa Bay Business Journal (online)     | Regresa a la ciudad de Tampa Boom by the Bay; habrá 3 espectáculos de fuegos artificiales para el 4  |
| Tampa Bay Times (online - TampaBay.com) | Sports bar Yard House moves forward in Water Street Tampa (Renderings)                               |
| elle.com                                | Tampa Bay History Center exhibit focuses on history of Cuba and Tampa connections                    |
| Tampa Bay Times (online - TampaBay.com) | Tampa, Florida, what to do and see in the city   |
| The Sun                                 | The Columbia Restaurant's Richard Gonzmart, retiring? Can it be?                                     |
| msn.com                                 | GLAM-PA BAY The secret side of Florida – where you can go on animal safaris and free trams that kids |
| Pride Journeys                          | Father's Day 2022: Tampa Bay Restaurants Offer Special Meals For Dad                                 |
|   | Springtime in Tampa Bay (March)  |

|   |   |
|---|---|
| Sunseeker East Coast Edition            | Tampa in Sunseeker Summer 2022  |
| Central Florida News 13                 | J.C. Newman Cigar Company News 13   |
| Bay News 9                              | J.C. Newman Cigar Company Bay News 9  |
| WFTS-TV ABC Action News                 | Columbia, J.C, Newman, La Segunda & Stanley Cup   |
| newsbreak.com                           | Tampa's historic streetcar is back big time. Wait till you see what's next. (1)                       |
| Tampa Bay Times (online - TampaBay.com) | Tampa's historic streetcar is back big time. Wait till you see what's next                            |
| WTVT Fox 13                             | The Newman family legacy of hand-rolled, Cuban-style cigars   |
|   | Celebrate The Tampa Bay Lightning And Independence Day With Fourth Of July Boat Parade                |
| CW 44                                   | Tampa Bay museums MOSI, Great Explorations to show Webb Space Telescope images                        |
| Tampa Bay Times (online - TampaBay.com) | Here's where to watch fireworks across Tampa Bay for 4th of July                                      |
| wfsp.com                                | This Florida Gem Is The State's Oldest And World's Largest Spanish Restaurant                         |
| vnexplorer.net                          | Florida Aquarium hosting extending summer Friday hours  |
| wfla.com                                | Raptors take over Florida Aquarium's rooftop in new show  |
| WFTS-TV ABC Action News (online)        | Where to find 4th of July fireworks, celebrations around Tampa Bay area                               |
| WTVT Fox 13                             | 56 ways to celebrate the Fourth of July in the Tampa Bay area   |
| Tampa Bay Times (online - TampaBay.com) | J.C. Newman Cigar Company in Ybor City offers rolling classes and tours                               |
| News 13 Orlando                         | Eat Play Stay Orlando: Ybor City  |
| verylocal.com                           | Walk-On's opens in Midtown Tampa; at least 5 more planned in Tampa Bay                                |
| Tampa Bay Times (online - TampaBay.com) | Tampa's foodie Epicurean Hotel in Hyde Park gets a \$21 million expansion                             |
| Tampa Bay Times (online - TampaBay.com) | 'Tyler the Curator' matches Tampa Bay painters and sculptors with local businesses who crave colorful |
| WFTS-TV ABC Action News (online)        | Reef Revitalization   |
| miragenews.com                          | Denver Zoo Celebrates Colorado Avalanche Win in the Most Awesome Way                                  |
| retro1025.com                           | Denver Zoo Celebrates Colorado  |
| wfla.com                                | Tampa Bay museum opens new storytelling summer exhibit  |

Visit Tampa Bay generated **79 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

| <b>Date</b> | <b>Headline</b>   |
|-------------|---|
| 4/12/2022   | TAMPA BAY ROUNDTABLE HIGHLIGHTS DIVERSITY AND INCLUSION   |
| 4/20/2022   | TV writers love to pick on Tampa. What's their deal?  |
| 4/20/2022   | Suplemento Especial Visit Florida Marzo 2022 (2)  |
| 4/25/2022   | Tampa tourism hits another record high, officials say   |
| 4/25/2022   | March TDT & Santiago Corrada Interview ABC Action News  |
| 4/25/2022   | Tourism Increasing in Tampa Bay   |
| 4/25/2022   | Hotel Revenue Up  |
| 4/26/2022   | Tampa Bay Caribbean Carnival and Visit Tampa Bay announce partnership, festivities begin Friday   |
| 4/27/2022   | Tampa Tourism Hits Record Numbers   |
| 4/27/2022   | <a href="https://www.mercadoeventos.com.br/_destaque_/slideshow/representante-de-tampa-bay-destaca-atrativos">https://www.mercadoeventos.com.br/_destaque_/slideshow/representante-de-tampa-bay-destaca-atrativos</a> |
| 4/28/2022   | The 17th Annual Tampa Bay Caribbean Carnival returns to Tampa this weekend  |
| 5/3/2022    | Tampa Bay Tourism Week  |
| 5/5/2022    | Expert: Hillsborough County seeing historic tourism numbers   |
| 5/5/2022    | Executivos da Flórida destacam a importância dos turistas brasileiros durante visit   |
| 5/5/2022    | Tourism numbers Bay News 9  |
| 5/6/2022    | Visit Tampa Bay names Les Miller Tourism Ambassador of the Year   |
| 5/11/2022   | Tampa streetcar on track for over 1 million riders in fiscal 2022   |
| 5/12/2022   | GREEN BERET HORSE SOLDIERS BOOK LAUNCH EVENT TO COINCIDE WITH SOFIC TAMPA   |

5/13/2022 Tampa City Council heeds concerns from gated community, nixes hotel

5/13/2022 Santiago Corrada and Tourism Numbers Fox 13

5/14/2022 Bay Area sees spike in visitors as Florida reports record number of tourists

5/14/2022 The week's highs and lows | Editorial

5/16/2022 Michelin Guide to reveal which Florida restaurants will receive stars on June 9

5/17/2022 Santiago Corrada Dogs in USAE Newsletter

5/18/2022 VISIT TAMPA BAY HIRES VICE PRESIDENT OF FINANCE

5/18/2022 Visit Tampa Bay Meetings Ad in Black Meetings Newsletter

5/18/2022 Santiago Corrada on TDT Fox 13

5/19/2022 Florida reports record-breaking tourism numbers as a post-COVID rebound continues

5/19/2022 Visit Tampa Bay TDT Good Day Tampa Bay

5/20/2022 Tampa Bay tourism reaches never-before-seen highs (print)

5/20/2022 TBBJ AMA Award Announcement

5/20/2022 Tampa Bay tourism reaches never-before-seen highs

5/20/2022 Vanessa Announcement

5/23/2022 Big Memorial Day weekend travel expected despite gas prices

5/24/2022 New Content Roundup: Visit West Hollywood, Visit St. Pete Clearwater, Discover Green Bay, Meet Minne

5/26/2022 WEBINAR: DISCOVER TAMPA BAY'S TOURISM TREASURES

5/26/2022 This Memorial Day travel weekend expected to be the most active in three years

5/26/2022 WIN A £100 LOVE2SHOP VOUCHER WITH TAMPA BAY

6/2/2022 Visit Tampa Bay invites stakeholders to 'Measure the Treasure'

6/9/2022 As Michelin Guide debuts in Florida, these Tampa restaurants make the cut

6/9/2022 Michelin & Santiago Corrada ABC Action News

6/10/2022 No Tampa Bay restaurants get stars as Michelin Guide comes to Florida

6/10/2022 No stars for Tampa as Michelin Guide honors Florida restaurants for the first time

6/10/2022 Michelin Guide honors 3 Tampa restaurants, but no stars this time

6/10/2022 No stars for Tampa as Michelin Guide honors Florida restaurants for the first time

6/13/2022 Florida showcases culinary offering with first Michelin guide

6/13/2022 Learn More About the Tampa Bay Travel Specialist Program

6/14/2022 Visit Tampa Bay National Tourism Travel Week Recap

6/14/2022 Destination Florida Quick Trips AMA Award

6/14/2022 Destination Florida Vanessa Announcement TMT

6/14/2022 Bay area tourism officials keeping watch over economy, record prices

6/14/2022 Santiago Corrada Tourism Boom Spectrum 13

6/14/2022 Santiago Corrada on Tourism Boom Bay News 9

6/15/2022 Visit Tampa Bay Meetings Adam DePiro

6/15/2022 Dazzling tourism data might reveal a less than sunny side of life in the Bay Area

6/15/2022 Santiago Corrada & Tourism Revenue Fox 13

6/16/2022 Visit Tampa Bay & Tourism Numbers

6/16/2022 Santiago Corrada & Tourism Revenue FOX

6/16/2022 Revelan Guia MICHELIN Miami, Orlando, y Tampa

6/16/2022 We don't need Michelin Guide stars to know our Tampa Bay restaurant scene is great

6/17/2022 TTG LGBT+ SEMINAR: DESTINATION SHOWCASE – TOP PLACES TO SEND YOUR LGBT+ CLIENTS

6/20/2022 Michelin Recommended Restaurants in Tampa Bay

6/20/2022 Santiago Corrada & Timpano Morning Blend

6/20/2022 Santiago Corrada Lightning Game

6/20/2022 Tampa's Michelin Recommended Restaurants

6/21/2022 Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com

- 6/21/2022 Tampa Bay Heats Up, Hopes To 'Effect' Diverse Tourists
- 6/23/2022 Tampa Bay Gives Vacationers Adventure with a Laid Back Vibe
- 6/24/2022 Frontier Airlines Begins Nonstop Service from Tampa to San Juan & Montego Bay
- 6/26/2022 Santiago Corrada Before Lightning Game
- 6/27/2022 Visit Tampa Bay Accessibility Ad
- 6/27/2022 Hillsborough County reels in record-setting amount of bed taxes
- 6/27/2022 Film Tampa Bay: The Organization That Brings Movie Productions To Town
- 6/27/2022 Frontier Airlines Begins Nonstop Service from Tampa to San Juan & Montego Bay (2)
- 6/27/2022 Michelin Guide Reveals Inaugural Florida Selection
- 6/28/2022 Visit Tampa Bay May TDT
- 6/28/2022 Hawaii Tourism Authority: Trouble in Paradise. Plus DMO News From Vegas, Memphis, NOLA, Tampa
- 6/29/2022 Corporate & Incentive Travel Tampa June/July Issue
- 6/29/2022 Corporate & Incentive Travel Meetings Ad June/July Issue

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 **26 Tourism Advocacy Events** in the quarter:

| <b>Date</b> | <b>Event Name</b>   |
|-------------|---|
| 4/6/2022    | Senator Rick Scott, US Travel Destination Capitol Hill                  |
| 4/6/2022    | Rep. Kathy Castor, US Travel Destination Capitol Hill                   |
| 4/6/2022    | Rep. Gus Bilirakis, US Travel Destination Capitol Hill                  |
| 4/6/2022    | Senator Marco Rubio, US Travel Destination Capitol Hill                 |
| 4/20/2022   | Hospitality and Tourism Career Expo                                     |
| 4/21/2022   | Leadership Tampa Bay  |
| 5/3/2022    | American Association of Blacks in Energy Conference                     |
| 5/4/2022    | Todd Josko, Ballard Partners  |
| 5/4/2022    | Leadership Tampa 2022 Tourism Day                                       |
| 5/5/2022    | National Tourism Week Luncheon  |
| 5/5/2022    | Pasco County Tourism Week Event   |
| 5/12/2022   | Tourism Development Council Presentation                                |
| 5/12/2022   | City Nation Place Presentation  |
| 5/16/2022   | Dr. Xernona Clayton, American Civil Rights Leader                       |
| 5/23/2022   | Paul Landry, REVPAR International                                       |
| 5/23/2022   | Westshore Alliance Membership Luncheon                                  |
| 5/24/2022   | Dan Fenton, JLL Hotels & Hospitality Group                              |
| 5/25/2022   | Destination Marketing Summit Presentation                               |
| 5/28/2022   | United Bikerz Jamboree  |
| 6/1/2022    | Tampa Bay Business Journal quarterly meeting                            |
| 6/8/2022    | Uptown Chamber of Commerce Membership Meeting                           |
| 6/9/2022    | Layton Little, Mobile Alabama Chamber                                   |
| 6/14/2022   | Panelist at Convention, Sports, and Entertainment Facilities Conference |
| 6/15/2022   | Quarterly Presentation to Board of County Commissioners                 |
| 6/17/2022   | Circle Cuban Club Summer Social   |
| 6/27/2022   | East Tampa Roadshow   |

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 **21 Destination Management Events** in the quarter:

| <b>Date</b> | <b>Event Name</b>  |
|-------------|--|
| 4/8/2022    | Florida Blue Key Keystone Florida International Trade Day 2022                 |
| 4/12/2022   | Bruce Maduri, Genesis Communications & Kristian Krempel, The Recording Academy |
| 4/13/2022   | St. Leo International Hospitality Management Industry Council                  |
| 4/14/2022   | Shawn Rhodes, Shoshin Consulting   |
| 4/14/2022   | Dan Fenton, JLL's Hotels & Hospitality Group                                   |
| 4/21/2022   | Mayor Abelina Lopez Rodriguez, Acapulco de Juarez                              |
| 4/21/2022   | Health Professions Conferencing Corp (HPCC) BOD Meeting                        |
| 4/26/2022   | Annual Tampa Bay Consular Corps  |
| 5/9/2022    | School Board Member Lynn Gray & Supt. Addison Davis                            |
| 5/12/2022   | Una Garvey, Tampa Convention Center  |
| 5/12/2022   | Tampa City Council Speaker   |
| 5/17/2022   | Tampa Club Board of Directors Meeting  |
| 5/17/2022   | DI DEI Leadership Series   |
| 5/31/2022   | Chip Fletcher, General Counsel of Moffitt Cancer Center                        |
| 6/13/2022   | Nicole Travis, City of Tampa   |
| 6/13/2022   | Fabian Yopez, Prospera   |
| 6/17/2022   | Outback Bowl Summer Splash   |
| 6/21/2022   | DI DEI Leadership Series   |
| 6/24/2022   | ZooTampa Executive Committee Meeting   |
| 6/28/2022   | Tampa Theatre Board of Directors Meeting                                       |
| 6/29/2022   | Viviana Jordan, Airbnb   |

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 **1,389 Referrals** to local businesses. We produced **6 Local Industry and Partner Tourism Events** and Attracted **24 New Partners** in the Quarter.

| <b>Date</b> | <b>Event Name</b>   |
|-------------|---|
| 4/27/2022   | GET 4.27.22 TCC Private Training  |
| 5/3/2022    | Tourism Gives Back morning volunteer shift                                    |
| 5/3/2022    | Tourism Gives Back afternoon volunteer shift                                  |
| 5/11/2022   | Florida Society of Association Executives Roundtable Luncheon, Industry Event |
| 5/11/2022   | Florida Society of Association Executives Roundtable Luncheon, Industry Event |
| 6/27/2022   | East Hillsborough Roadshow  |

All of the information in this Report is true and correct to the best of my knowledge and belief.

JoLynn M. Lokey, COO  
Print Name and Title



Signature

8/31/2022  
Date