

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **September 30, 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)	\$4,324,071
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$4,324,084

Tourist Development Tax Funds Received Since October 1, 2021 **\$17,296,297**

1. **SALES**

Leisure Sales had **1,614 Customer Interactions** in the Quarter. Convention Sales generated **125,084 Definite Room Nights** resulting in **\$81,166,930 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 **38 Out-of-Market Events** in the quarter:

Date	Event Name
7/6/2022	PriceTravel Webinar - 2022 - Sales presentation - Mexico
7/12/2022	Virgin Holidays Webinar - 2022 - Sales presentation - UK
7/14/2022	2022 National Association of Buffalo Soldiers & Troopers Motorcycle Club - Pre-Promote - Hampton, VA
7/21/2022	Omega Psi Phi 2022 Grand Conclave (7/21-7/24) - Pre-Promote - Charlotte, NC
7/28/2022	Global Travel Marketplace 2022 - Sales Presentation - Hollywood, FL
8/2/2022	CVBReps Summer Customer 2022 Event
8/2/2022	Association Meeting Corporation Appt- Denise Cmiel
8/2/2022	American College of Foot and Ankle Surgeons Appt
8/2/2022	American Association of Oral Maxiofacial Surgeons Appt- Denise Cmiel
8/2/2022	American Hospital Association Appt- Denise Cmiel
8/2/2022	International Foodservice Manufacturers Association Appt- Denise Cmiel
8/2/2022	Emergency Nurses Association Appt- Denise Cmiel
8/2/2022	American Society for Dermatologic Surgery Appt- Denise Cmiel
8/2/2022	DC CVB Reps Summer Sizzle, Industry Event, Washington DC
8/3/2022	Meetings and Incentives August Show- Denise Cmiel
8/5/2022	Association Meeting Professionals (AMPs) Community in Unity, Impact Day-Industry Event-Washington DC
8/8/2022	Connect Marketplace 2022 - Industry Event - Detroit, MI
8/8/2022	Connect Marketplace 2022 - Industry Event - Detroit, MI
8/12/2022	Ancient Egyptian Arabic Order Nobles Mystic Shrine 2022 Imperial Session - Pre-Promote - St. Louis
8/20/2022	American Society of Association Executives Annual Conference
8/23/2022	American Society of Travel Advisers (ASTA) Annual Convention 2022- Tradeshow - San Francisco, CA

- 8/24/2022 Visit USA Brazil - Sales Mission - 2022 - Brazil
- 8/29/2022 Maritz NEXT& - Industry Event - Tampa, FL
- 8/29/2022 Kellen Meetings - Tradeshow - Atlanta, GA
- 9/5/2022 FTI Touristik - Visit Florida Sales Mission - 2022 - Germany
- 9/7/2022 Destination Celebration- Minneapolis 2022- Denise Cmiel
- 9/8/2022 Computerized Corporate Rate Association (CCRA) Power Solutions 2022 - Trade Show - Philadelphia, PA
- 9/11/2022 Destination Southeast 2022 - Daytona Beach
- 9/13/2022 Association Meeting Professionals (AMPs) Annual Meeting Awards Night -Industry Event-Washington DC
- 9/17/2022 Delta Vacations University 2022 - Tradeshow - Atlanta, GA
- 9/18/2022 Delta Vacations University 2022 - Sales Presentation- Atlanta, GA
- 9/22/2022 DC Appreciation Luncheon 2022
- 9/25/2022 Media and Sales Diversity Tourism Engagement - 2022 - Sales Presentation - Germany
- 9/26/2022 Brand USA Travel Week 2022 - Trade Show - Frankfurt
- 9/27/2022 Visit Florida Training Session - Sunshine Days - 2022 - Sales presentation - Brazil
- 9/28/2022 Virgin Atlantic Trade Event Prelaunch - 2022 - Sales presentation - United Kingdom
- 9/28/2022 Annual Hospitality Crab Feast DC Industry Event, Arlington, VA
- 9/29/2022 American Society of Association Executives Summit Awards Dinner Industry Event-Washington, DC
- 9/17/2022 Delta Vacations University 2022 - Tradeshow - Atlanta, GA

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

Date	Event Name
7/5/2022	Disability Pride Month FAM 2022
7/6/2022	Sigma Phi Epsilon Site
7/10/2022	FTI TOURISTIK FAM - 2022 - Leisure FAM - Germany
7/11/2022	American Venous Forum Site
7/12/2022	Correctional Education Association - Planning Site
7/14/2022	Society for Neuro Oncology - Planning Site TCC
7/14/2022	National Association of EMS Physicians Planning Site
7/15/2022	Special Operations Medical Association Site
7/17/2022	American Association of Neurological Surgeons Site
7/17/2022	College of American Pathologists
7/19/2022	Florida State Association Executives (FSAE) Destination Activation Info Booth
7/19/2022	FL Society of Association Executives (FSAE), Trade show, Tampa, FL
7/20/2022	Travel Weekly x Clare Vooght - Michelin FAM
7/20/2022	Florida State Association Executives (FSAE) Opening Night Reception
7/20/2022	International Spa Association, Site Visit
7/25/2022	Kappa Alpha Psi Fraternity, Inc. - Site Visit
7/26/2022	PSCU - Planning Site
7/26/2022	North American Skull Base Society - Planning site
7/26/2022	Amanda Steijlen Disability FAM

7/26/2022 North American Skull Base Society Site
 7/27/2022 Tampa Bay Wave Tech Diversity - Unlock Tampa Bay Visitor Center Event
 7/27/2022 Material Handling Equipment Distributors Association Site
 7/30/2022 International Foodservice Manufacturers Association (6/30/22) - Site
 8/4/2022 Viajes Anita webinar 2022- Sales Presentation - Panama
 8/5/2022 Christiane Flechtner FAM
 8/5/2022 IEEE Site
 8/9/2022 Seaports Supply Chain Symposium Site
 8/11/2022 Bostik Site
 8/14/2022 Nashville Area Chamber of Commerce
 8/16/2022 Visit Florida Spoiled Agent Webinar 2022- Sales Presentation- Canada
 8/18/2022 American Airlines Central America Webinar 2022- Sales Presentation
 8/22/2022 American Volleyball Coaches Association (AVCA) - Planning Site
 8/22/2022 California Closet Site
 8/23/2022 SERVPRO - Planning Site
 8/24/2022 GenesisCare Summit Site
 8/25/2022 Associate Management Company (AMC) Institute - Site Visit
 8/28/2022 Church of the Nazarene - Planning Site (August)
 8/28/2022 One Million Places FAM
 8/29/2022 Maritz NEXT& Gifting Experience
 8/29/2022 Maritz NEXT& Sourcing Team - FAM
 8/30/2022 Building Industry Consulting Services International (BICSI) - Planning Site
 8/30/2022 Maritz NEXT& 22 Pre-Fam - Unlock Tampa Bay
 8/30/2022 Maritz NEXT& Customer Event
 8/30/2022 Telangana American Telugu Association (Annual Board Meeting) - Planning Site
 8/30/2022 ALDAcon 2024 Site Visit
 9/1/2022 NEXT& Client City Tour
 9/2/2022 Sister Snacking
 9/6/2022 National Council of Architectural Registration Boards (NCARB) Planning Site
 9/7/2022 Introhive Site Visit
 9/8/2022 Gaydio UK FAM
 9/12/2022 Society of Nuero Oncology - Planning Site
 9/13/2022 Meet My Abuela Screening
 9/14/2022 Wireless Infrastructure Association, Site Visit
 9/14/2022 Church of the Nazarene 2022 - Planning Site
 9/16/2022 SyteLine User Network Site
 9/18/2022 Daily Mail UK FAM
 9/19/2022 Unlock Tampa Bay Destination Booth - Progressive SCO Leadership
 9/20/2022 Computerized Corporate Rate Association (CCRA) Power Solutions 2022 - Trade Show - Tampa
 9/20/2022 American Society of Association Executives (ASAE) Planning Site
 9/21/2022 International Food Wine and Travel Writers Association (IFWTWA) - FAM
 9/21/2022 NCAA Women's Basketball Bid Site - Unlock Tampa Bay Reception
 9/21/2022 Scottish Sun - Bill Leckie

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 4 initiatives 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 new TCC meeting rooms and other renovations, including Floridan and Sheraton Riverwalk
- Refresh and update medical meetings materials
- Utilize incentive programs to secure meetings and conventions during need periods
- Support evaluation of convention center expansion with accompanying new hotel development

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
- 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 in retaining meetings from DoubleTree Westshore
- Highlight renovations among Embassy Suites, Grand Hyatt and others

5. **MARKETING & COMMUNICATIONS**

Leisure Summer Campaign

- Full funnel support, from inspiration to conversion
- Focus on highest volume visits within road trip/drive distance and short-trip flights
- Data driven media, leveraging learnings with the newest media tracking capabilities and expanding based on proven tactics to bring more visitation to partners and overnight room visits for Hillsborough County

Visit Tampa Bay delivered nearly 123M impressions across 4 key drive markets

- Atlanta, Miami, Orlando, Ft. Myers

In a strategic, multi-mix media strategy with impactful channels:

- Video
- Transit/Car Wraps
- Out-of-Home (digital statics, video)
- Print
- Native

Delivery Recap

- Total Impressions: 123M
- Over-delivery Impressions: 25M (26%+)
- Additional Value of over-delivery: \$232k (27%+)
- Impressions by Partner:
 - Busch Gardens® Tampa Bay: 17.2M
 - The Florida Aquarium: 17.2M
 - ZooTampa at Lowry Park: 16.2M
 - Glazier Children's Museum: 9M
 - MOSI: 8M
 - Straz Center: 8M
 - History Museum: 11.6M

Additional Summer Activity

- **Full funnel support, from inspiration to conversion**
 - Affinity (always on digital)
 - Conversion (always on digital)
- **Campaign extensions**
 - Multicultural
 - In-bound MCO
 - Bay Crafted
 - Out-of-State Traveler Summer Video Plus-up

Always-On Conversation Campaign

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

The campaign was paused in late September due to hurricane Ian and restarted the final FY22 spend mid-October through the end of that month

Delivery of over 39M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives

- \$74M+ in Enriched hotel booking revenue
- \$29M+ in Observed hotel booking revenue

Campaign Insights

Top 5 flight origin DMA

- Chicago (CHI)
- Dallas (DFW)
- Boston (BOS)
- Detroit (DET)
- New York (JFK)

Top hotel origin DMA

- Tampa
- Orlando
- New York
- Miami
- Atlanta

ADR ranges from \$155-\$206

- Overall campaign ADR decreased \$1 on observed and increased \$6 on enriched
- Adara had the highest ADR at \$206
- Sojern remains the lowest ADR at \$155 (only ran in Oct'21) while all other partners > \$190

Travel Window (July-Oct)

- Expedia: 0-to-6-day window now has the highest 35% of bookings, followed by 31-60 days at 16%
 - 7 to 13 days: 14%
 - 14 to 20 days: 10%
 - 21 to 30 days: 10%
 - 61 to 90 days: 8%
 - 91+ days: 9%
- Remains longer in Adara Impact at 6 days average search to booking window and 25 average advanced purchase

Traveler Profile

- 36% of trips booked are 30-39 years old (A 40-49 second at 26%)
- 63% Leisure, 37% Business
- 28% with HHI \$75K-\$100K

Campaign Learnings

- ROAS increased 1x on observed and increased a whopping 10x on enriched data at the highest yet \$144
- Expedia the highest ROAS as usual at 89x, up 1x from the last cumulative report while Adara is the lowest active partner with ROAS at 9x
- Detroit reaches top five in topflight origin markets

Meetings Campaign

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

- Recap Dates: November 2021- September 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 10.2M+ digital impressions and over 1.2M clicks to TampaMeeting.com, generating a campaign CTR of 1.55%

6. COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,448,626 of Added Media Value** for the quarter.

Publication Name	Headline
Reader's Digest	The Best Traditional Restaurant in Every State
WTVT Fox 13	Explore the ocean -- and skies -- at Florida Aquarium
usnews.com	Tradition of Baking Cuban Bread With Palmetto Leaves at Risk
Food and Wine	The One Thing You Have to Eat in Every State (June 29)
wfla.com	Howl-O-Scream auditions taking place this week, throughout July
Trips to Discover	16 Best Vacation Spots in Florida (June)
wfla.com	Marvel movie star to appear at Tampa Bay Comic Con
WFTS-TV ABC Action News	La Segunda Grant ABC Action News

Tampa Magazine	Tampa's Thriving Outdoor Group Fitness Scene
WFTS-TV ABC Action News (online)	Beat the Heat: 10 indoor activities in Tampa Bay you should check out this summer
Fox 13's Good Day Tampa Bay	Henry B. Plant & J.C. Newman Good Day Tampa
WTVT Fox 13	Recently renovated WWII ship returns to Tampa
WTVT-TV FOX 13	J.C. Newman Fox 13
yelpblog.com	Top 25 most photographed businesses in Tampa Bay
Tampa Bay Business Journal (online)	Exclusive: Tampa hospitality company, with new concepts in Water Street and Westshore in the works,
The Wall Street Journal	Once Known as the Land of Hooters and 'Magic Mike,' Tampa Has Discovered Its Cool Factor
Bay News 9	Busch Gardens: 'The Forgotten' returning to Howl-O-Scream
wfla.com	Busch Gardens, Adventure Island running summer sale
Southern Living	Best Places To Stay, Eat, and Visit in Tampa Bay, Florida
Tampa Bay Business Journal (online)	City council vote paves the way for Riverwalk expansion RFP process
To Pensando Em Viajar	Onde comer em Tampa: +15 restaurantes imperdíveis
osprey observer Inc. Online	Florida Aquarium, Back-to-School Bash, Perfect Attendance, Bingo & More
Bay News 9	Happy Birthday Tampa! City turns 135 years old
WFTS-TV ABC Action News (online)	Beat the Heat: 8 best ice cream spots in Tampa Bay
WTVT Fox 13	Tampa City Council accepts \$25 million grant for Riverwalk expansion
Axios	Chef Ferrell Alvarez to open new Italian concept Ash in Tampa
theme park tourist	PARK SPOTLIGHT: Busch Gardens Tampa Bay
WTVT Fox 13	Florida's largest anime, video game convention returns to Tampa
Tampa Bay Business Journal (online)	Exclusive: Florida Aquarium snags longtime Chicago Bulls leader for new executive role
Tampa Bay Times (online - TampaBay.com)	Look inside Roost, Water Street Tampa's newest hotel, now open
Tampa Bay Times (online - TampaBay.com)	Live music adds to Tampa Bay movie experience this season
wfla.com	William Shatner looking forward to discussions with fans at Tampa Bay Comic Convention
Tampa Magazine	Tampa Bay's Best Seafood
msn.com	10 Aquariums In The Us With Incredible Exhibits
Tampa Bay Times (online - TampaBay.com)	Florida Aquarium wants to make big splash in social, environmental justice
Tampa Bay Business Journal (online)	Editor's picks: Things to know, including women's pro hoops in Tampa Bay and new workforce initiative
Tampa Bay Times (online - TampaBay.com)	Goodbye, downtown Tampa's industrial past. Hello, more Water Street Tampa
msn.com	Short Film Documents Trek Of Teens Through Florida Wildlife Corridor
wfla.com	VIDEO: The Florida Aquarium unveils program aimed at non-swimmers
wfla.com	Reserved tickets for 2023 Gasparilla events on sale
Thatssotampa.com	ZooTampa announces special breakfast and painting with elephants this August
98 Rock iHeart Radio	WOW! Guests can save up to 70% on single-night tickets to Howl-O-Scream!
wfla.com	'Impractical Jokers' star teases interactive stand-up comedy show at Tampa Bay Comic Convention
WFTS-TV ABC Action News (online)	Goody Goody serving up burgers in Tampa since 1925
Tampa Bay Times (online - TampaBay.com)	Marvel actor Paul Bettany cancels Tampa comic convention appearance
TravelPulse.com	Tampa Bay Relaunches Bay Crafted Campaign; Continues to See Rise in Tourism
Tampa Bay Times (online - TampaBay.com)	Tampa Bay Comic Convention returns with Capt. Kirk and Superman making visits
whatculture.com	Busch Gardens Howl-O-Scream: New Overlay Confirmed For "The Residence" Haunted House
Orlando Sentinel	Legoland in Orlando Sentinel
wfla.com	Tampa Bay Weekend: Comic Con, Fringe Fest & more

Creative Loafing
wvsp.com
WTVT Fox 13
Tampa Bay Business Journal (online)
wfla.com
wfla.com
WFTS-TV ABC Action News (online)
FOX 35 Orlando
wfla.com
Tampa Bay Times (online - TampaBay.com)
Bay News 9
attractionsmagazine.com
Yahoo News
News 13 Orlando
www.clickorlando.com
Tampa Bay's Morning Blend- WFTS
www.clickorlando.com
WFTS-TV ABC Action News (online)
wvsp.com
WTSP 10 News
MSN
WFTS-TV ABC Action News
WESH 2 News
Bay News 9
Clever
WESH 2 News
News 13 Orlando
Yahoo News
WFTS-TV ABC Action News
WFTS-TV ABC Action News
Bay News 9
Tampa Bay Times (online - TampaBay.com)
WFTS-TV ABC Action News
www.travelingmom.com
WFTS-TV ABC Action News (online)
WTVT-TV FOX 13
wvsp.com
northwest fishing
pbs.org
Modre
ABC7 Fort Myers
ABC7 Fort Myers
WTVT-TV FOX 13
WFTS-TV ABC Action News (online)
Tampa Bay Times (online - TampaBay.com)
wvsp.com

Tampa Bay brewers and bartenders share their secrets to falling in love with our local beer scene
Summer fun at Busch Gardens
Busch Gardens summer camp brings kids face-to-face with exciting animals
Exclusive: GM named for French restaurant opening in Water Street
'813 Day' at Sparkman Wharf to benefit Keep Tampa Bay Beautiful
ZooTampa offering breakfast & painting event with elephants
Tampa Bay Comic Convention expects record attendance - July 29
FLAQ & Sharks
'Brews by the Bay' returning to The Florida Aquarium with new name
Beware: Halloween is already sneaking up on us in the Tampa Bay area
Bier Fest returns to Busch Gardens with new Oktoberfest-inspired menu
Bier Fest brings the spirit of Oktoberfest to Busch Gardens Tampa
Where to Find Florida's Best Cuban Sandwiches
BG BierFest News 13
Busch Gardens' Bier Fest returns with Oktoberfest-inspired menu
Tampa Museum of Art - Morning Blend
Busch Gardens Tampa Bay offers behind-the-scenes exclusives for National Roller Coaster Day
ZooTampa welcomes 3 new juvenile giraffes: Lilleanne, Kylie and Tiana
ZooTampa makes sure to keep the animals cool in the summer heat
ZooTampa on 10 News
Highest-rated dessert shops in Tampa, according to Tripadvisor
BG BierFest ABC Action News
BG BierFest WESH 2
Busch Gardens offering behind the scenes tour of coasters
The Best BBQ Cities in America: 2022 Data
BG Coaster Tours WESH
BG Coaster Tours News 13
Free and cheap things to do in Tampa Bay: \$6 museum admission, free Artwalk
La Segunda ABC Action News
BG Tickets ABC Action News
Busch Gardens teases new show for Howl-O-Scream
Tradition and tobacco in Tampa, a story told in photos
BG at Iron Gwazi on ABC Action News
How to Have More Fun at Busch Gardens Tampa Bay
Sparkman Wharf Celebrating '813 Day'
Sparkman Wharf & 813 Day Fox 13
Celebrate 813 Day at Sparkman Wharf
Tampa Florida | Lugares que visitar | lugares para visitar cerca de mi ubicación |
Baking tips and t
FLAQ on PBS
The 10 Best Weekend Getaways in Florida (& Over 60 Activities!)
BG, BierFest & Serengeti Safari ABC7 Fort Myers
BG Iron Gwazi & BierFest
FLAQ Expansion
Bier Fest is Back at Busch Gardens Tampa Bay
Florida Aquarium plans \$40M expansion with puffin, sea lion habitats
\$40M expansion coming to The Florida Aquarium including new exhibits, animals

wfla.com
Tampa Bay's Morning Blend- WFTS
WESH 2 News
Fox 13 News
Good Morning America
WFTS-TV ABC Action News
Tampa Bay's Morning Blend- WFTS
Great Day Live
Good Morning America
WFTS-TV ABC Action News
Tampa Bay Business Journal (online)
WTSP 10 News
ABC-TV
KNIN (FOX) - Boise, ID
wfla.com
mor-Tampa Bay
Central Florida News 13
Bay News 9
KTBU
Bay News 9
Great Day Live
WTVT Fox 13
WTVJ_MIA (NBC)
WTSP 10 News
WFTS-TV ABC Action News (online)

USA Today
wfla.com
The Travel

Lonely Planet Traveller
Bay News 9
Central Florida News 13
The Travel
Bay News 9
Tampa Bay's Morning Blend- WFTS
Yahoo News

WTVT Fox 13

floridainsider.com
wfla.com
WTVT-TV FOX 13
WFTS-TV ABC Action News
Tampa Bay's Morning Blend- WFTS
Yahoo News
WFTS-TV ABC Action News (online)
Tampa Bay's Morning Blend- WFTS
msn.com
Bay News 9

Official Ybor City Ghost Tour offering new downtown tour this Halloween
BG Bierfest Morning Blend
FLAQ Expansion WESH
Go behind the thrills of Busch Gardens roller coasters
Exploring the fun, food and history of Tampa
ABC Action News & GMA - Tampa & Ybor
FLAQ Rhythm & Brews
TECO Streetcar Great Day Live
GMA Armature Works Hidden Gems
GMA Hidden Gems Preview
Opinion: It makes good economic sense to extend the Riverwalk
BG Bierfest 10 News Nightside
3rd Thursday Tampa 6 On Your Side
3rd Thursday Tampa fox 9 news
Busch Gardens Howl-O-Scream: New house, scare zones head to Tampa
Goin Places
Sporting Events Tampa - News 13
Sporting Events Tampa - Bay News 9
Florida Aquarium Fish Tank Kings
Busch Gardens offering limited time deal on 2023 Fun Card
Bier Fest - WTSP
Cuban Sandwich Day Fox 13
Cuban Sandwich Day - NBC
Cuban Sandwich Day - WTSP
New Habitat Opens at ZooTampa
Which Florida theme park is better for Halloween? Depends on what kind of fan you are.
ZooTampa releases rehabilitated manatee who was 'not expected to survive'
10 Reasons You Should Visit Busch Gardens In Tampa
17 of the best destinations in the US to bring your dog: pup-loving locals share their top intel
Ybor City - Bay News 9
Ybor City News 13
A Guide To Busch Gardens, Tampa For First-Timers
Ybor City Museum Bay News 9
Making Elevating Southern Cuisine with 7th + Grove
7th + Grove | Morning Blend
'Piece of Tampa history': Perfectly preserved Tampa cigars return more than 100 years later
The Florida Aquarium Rooftop Terrace offers an entirely new event space overlooking Tampa Bay
'Spooktacular' to celebrate the not-so-spooky at Busch Gardens
J.C. Newman 116 Year Old Cigars Fox 13
J.C. Newman 116 Year Old Cigars ABC Action News
7th & Grove on Morning Blend
116-year-old cigars on display at cigar factory in Ybor City Yahoo
116-year-old cigars on display at cigar factory in Ybor City
Florida Aquarium on Morning Blend
New family-friendly Halloween event coming to Busch Gardens
Busch Gardens shares details on new Spooktacular event

wfla.com	ZooTampa announces ‘Creatures of the Night’ Halloween event details
Telemundo Tampa	“Creatures of the Night” regresa al ZooTampa
Bon Appetit	Where to Eat in Tampa
msn.com	Where to Eat in Tampa, Florida
	The Oldest Family-Owned Restaurant In Florida Is Also Among The Most Delicious Places You’ll Ever Ea
onlyinyourstate.com	67 New Hotels Around The World Worth Exploring This Fall
forbes.com	Exploring The Top 5 Things to do in Tampa Bay on Bloom with Gayle Guyardo
wfla.com	Local restaurant gives percentage of sales to local charities during September
WFTS-TV ABC Action News (online)	TECO Line Streetcar celebrates a million rides in FY 2022
masstransitmag.com	Sarasota, Tampa among top 10 US cities to move to in 2022, report finds
Tampa Bay Business Journal (online)	Halloween arrives in Tampa Bay: What to expect at Scream-A-Geddon, Howl-O-Scream
Fox 13 News	ZooTampa helps rescue mother manatee and calf from Hillsborough River because of boat strike
wfla.com	Columbia Restaurant Give Back Campaign ABC Action News
WFTS-TV ABC Action News	Tampa among best ‘beer towns’ to visit across America, according to new index
wfla.com	Tampa among best 'beer towns' to visit across America, according to new index
Spot On Florida	Busch Gardens’ Iron Gwazi wins ‘best new roller coaster’ award
wfla.com	Busch Gardens' Iron Gwazi named Best New Roller Coaster of 2022
WTVT Fox 13	Edition Is Opening a Sleek New Hotel in This Florida City — Here's a First Look Inside
travelandleisure.com	Exclusive: First look at The Tampa Edition's bar and restaurant offerings
Tampa Bay Business Journal (online)	A quick guide to 2022 Halloween attractions coming to Tampa Bay
Tampa Bay Times (online - TampaBay.com)	Trip Fantastic: Celebrate Hispanic heritage in these culinary rich locations
USA Today	The Florida Aquarium brings back Rhythm & Brews by the Bay
wtsp.com	Water Street Tampa’s Edition hotel, restaurants opening next week
Tampa Bay Times (online - TampaBay.com)	The Tampa EDITION Sets a New Standard of Sophisticated Luxury in Tampa and the World
businesswire.com	Edition Is Opening the First 5-Star Hotel in Tampa This Fall—Get a First Look Here
robbreport.com	‘Haunted Wharf’ returns to Sparkman Wharf Halloween weekend
wfla.com	Tampa Baseball Museum & Hispanic Heritage Month ABC Action News
WFTS-TV ABC Action News	35 ways to celebrate Oktoberfest in the Tampa Bay area
Tampa Bay Times (online - TampaBay.com)	Columbia Restaurant flamenco director brings Spanish culture to audiences for more than 30 years
WTVT Fox 13	Flamenco dancers at the Columbia Restaurant Fox 13
WTVT-TV FOX 13	Busch Gardens Tampa Bay anuncia nova atração
vijandoparaorlando.com	ZooTampa red wolf puppies are a ‘step in the right direction’ for species survival
WTVT Fox 13	Marriott opens Edition property in Tampa
businessstraveller.com	Manatee mom recovering at ZooTampa after boat strike caused collapsed lung, leading to buoyancy issu
WTVT Fox 13	Mother manatee, calf among high number of sea cows requiring rehab at ZooTampa
wtsp.com	Busch Gardens Tampa Bay teases new attraction
Bay News 9	Exclusive: Tampa hospitality company snags ex-Bern's chef for new French restaurant
Tampa Bay Business Journal (online)	

Visit Tampa Bay generated **63 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
7/6/2022	Visit Tampa Bay re-ups diversity and equity commitments
7/11/2022	This Is What It Actually Means for an Event to Be Accessible
7/14/2022	USF expands hospitality and tourism program to meet booming industry demand
7/15/2022	Tampa Bay Gets New Male and Female Indoor Soccer Team
7/18/2022	TIME FOR TAMPA BAY
7/19/2022	Visit Tampa Bay relaunches 'Bay Crafted' campaign
7/19/2022	Baycrafted ABC Action News
7/20/2022	Tourism is booming in Tampa Bay. Can the labor market keep up?
7/22/2022	Craft beer is the focus of Visit Tampa Bay's latest marketing campaign
7/23/2022	Baycrafted ABC Action News (2)
7/25/2022	Bay Area influencers use Disability Pride Month to highlight struggles, community accessibility adva
7/26/2022	Disability Pride Month Bay News 9
7/26/2022	Visit Tampa Bay highlights Disability Pride Month with local influencers
7/27/2022	Drives with her feet, Suncoast woman goes viral for overcoming disability limitations
7/27/2022	Brewers and bartenders share their secrets to falling in love with Tampa Bay's beer scene
7/28/2022	Baycrafted on FOX 13
7/28/2022	Disability Pride Month WFLA
7/29/2022	Members of disability community show inspiration and pride
7/29/2022	Baycrafted & SC on fox 13
7/29/2022	Disability Pride Month J.c. Newman ABC Action News
8/1/2022	Disability Pride Month ABC Action News- July 31
8/2/2022	TDT Collections June ABC Action News
8/3/2022	Hillsborough County's bed-tax revenue again shatters record
8/3/2022	Visit Tampa Bay launches 'Bay Crafted' campaign to attract craft beer fans (2)
8/3/2022	Great Day Dining: Rooster and the Till
8/4/2022	Destinations Florida TMT - Disability Pride Month
8/4/2022	Visit Tampa Bay launches 'Bay Crafted' campaign to attract craft beer fans
8/4/2022	Road less traveled: Tourism campaign charts an unconventional course
8/4/2022	FOOT-ROLLED CIGARS
8/4/2022	SC & Bay Crafted w/ Visitors Center
8/5/2022	Members of disability community show inspiration and pride (Video)
8/7/2022	Sc & Bay Crafted ABC Action News
8/9/2022	Boost Your Tampa Bay Knowledge With Newly Revised Specialist Program
8/10/2022	How to Leverage Destination Accessibility Efforts to Welcome All Attendees
8/15/2022	VISIT TAMPA BAY TODAY LAUNCHES THE RIVERWALK ATTRACTION PASS
8/15/2022	North Carolina Has 2 of the Fastest Growing Cities in the Country
8/20/2022	Civil rights activist celebrates birthday by giving back to Tampa
8/20/2022	Dr. Xernona Clayton & Metropolitan Ministries Fox 13 (1)
8/20/2022	Dr. Xernona Clayton Birthday Giveback Bay News 9
8/23/2022	Civil rights leader makes annual birthday trip to Tampa
8/24/2022	Dr. Xernona Clayton Birthday Giveback ABC Action News
9/2/2022	New Tampa reality show is latest example of Bay Area's flourishing film industry
9/7/2022	Now that OOH is back, here are 6 brands giving billboards a makeover
9/8/2022	Visit Tampa Bay Offers Craft Beer Passes To Local Breweries

9/12/2022 We help Drew Barrymore celebrate Season Three of her talk show ‘Tampa-style’!
 9/13/2022 Visit Tampa Bay showcases Hispanic heritage with dating reality series
 9/13/2022 Michelin puts Sunshine State on the menu
 9/14/2022 Dating reality show 'Meet My Abuela' uses Tampa Bay as a seductive tourism tool
 9/14/2022 New reality show “Meet My Abuela” was filmed entirely in the Tampa area
 9/14/2022 AVIAREPS se convierte en Representante en México y Colombia de Visit Tampa Bay
 9/14/2022 From Jeopardy to the NFL: DMOs In the News
 9/14/2022 Meet My Abuela ABC Action News
 9/15/2022 Airbnb has ideas about how governments can improve remote work
 9/16/2022 Nuevo reality llamado ‘Meet my Abuela’ fue grabado en Tampa
 9/19/2022 Meet My Abuela and Santiago Corrada Fox 13
 9/20/2022 Visit Tampa Bay amplía su representación a Colombia y México
 9/20/2022 Visit Tampa Bay appoints Director of Partner Development
 9/21/2022 Tampa Bay August Number Fox 13
 9/22/2022 Tampa Bay setzt auf Schweizer Kundschaft
 9/22/2022 Tampa tourism numbers set another record this year
 9/22/2022 Tampa Bay rüstet mächtig auf
 9/22/2022 Tampa Bay will Schweizer Reisende umgarnen
 9/29/2022 GAYDIO IN TAMPA BAY - SEP 2022

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

Date	Event Name
7/21/2022	Destinations International Speaker Website Accessibility
7/27/2022	Unlock Podcast - Florida State Fairgrounds
7/27/2022	Tampa Bay WAVE/Tech Diversity
8/1/2022	North Hillsborough Roadshow
8/10/2022	Connect Marketplace Gather Geeks Podcast with David Adler
8/22/2022	Catalyst PR Presentation
8/24/2022	Invest Tampa Bay Leadership Conference
9/7/2022	Interview with Richard Bradly, Worth.com
9/8/2022	Interview with Ann Kelly, WDUV Radio
9/12/2022	Tampa Theatre Board Interview
9/13/2022	First Look Screening "Meet My Abuela"
9/14/2022	ReliaQuest Bowl Video Shoot
9/14/2022	Nate Kilton, Plant City Mayor
9/15/2022	Interview with Emily Mazzotti
9/19/2022	Destinations Florida
9/19/2022	Interview with Catherine Hawley, FOX 13
9/20/2022	Tampa Convention Center Interview
9/21/2022	Telangana American Telugu Association
9/21/2022	Tampa Convention Center Interview
9/21/2022	Interview with Jonee Lewis, Fox 13
9/21/2022	Tampa Bay Sports Commission Activation
9/23/2022	Meet My Abuela Testimonial

9/26/2022	Brand USA Travel Week-Welcome
9/26/2022	Brand USA Travel Week - Daily Telegraph
9/26/2022	Brand USA Travel Week - Now Media
9/26/2022	Brand USA Travel Week - Standy/Florida
9/27/2022	Brand USA Travel Week - CEO Press Briefing

8. **DESTINATION LEADERSHIP**

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

Date	Event Name
7/25/2022	John Smith, MOSI
7/25/2022	Dr. Kiran Patel Elementary School Ribbon-Cutting
7/26/2022	DI DEI Leadership Series
7/26/2022	Paul Grove, WEDU
7/27/2022	Franciscan Center Board of Directors
8/1/2022	Bloomberg Master Plan-Case Study
8/4/2022	Julio Soto, AAA
8/8/2022	Darnell Macapinlac-Cervello Technologies LLC
8/17/2022	East Coast Migrant Head Start Project
8/17/2022	Speaker at HPWA Friendraiser
8/19/2022	Sean Coniglio-HCP Associates
9/7/2022	Fabian Yepez, Prospera
9/8/2022	Richard Clebert, Urban Lux
9/8/2022	Ron Pierce, RSA Consulting
9/12/2022	Michael Tomor
9/13/2022	Kurt Heitmann
9/16/2022	State Senator Tina Polsky
9/16/2022	Irene Rodriguez
9/17/2022	Carnival Cruise Line Unveiling Ceremony
9/19/2022	Bob Buckhorn
9/20/2022	DI DEI Leadership Series
9/21/2022	FL State Representative F. Driskell - District 63

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 **514 Referrals** to local businesses. We produced **8 Local Industry and Partner Tourism Events** and Attracted **23 New Partners** in the Quarter.

Date	Event Name
7/13/2022	Keys to Success - The Florida Aquarium
7/19/2022	Guest Experience Training (GET)

7/21/2022 Tampa Bay Rays Unlock Tampa Bay Visitor Center Activation
8/1/2022 North Hillsborough Roadshow
8/5/2022 Unlock Tampa Bay Destination Booth - Bolts Brew
8/25/2022 Business by the Bay - Watervue Grille
9/14/2022 Business by the Bay - Hotel Alba
9/21/2022 Keys to Success - The Current Hotel

10. **AWARDS AND RECOGNITION**

Visit Tampa Bay has earned the following awards within **Quarter 4**:

Northstar Meeting Group

Entry Title: Stella Award

Award: Unlock the Block, Silver – Best CVB/DMO Southeast

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

JoLynn M. Lokey, COO
Print Name and Title



Signature

11/30/2022
Date