

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

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

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$4,368,516
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$
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, 2022 **\$4,368,516**

1. **SALES**

Convention Sales generated **124,178 Definite Room Nights** which will result in **\$77,747,266 Estimated Economic Impact** to the Community. In Quarter 1, **98,060 Room Nights Actualized** resulting in **\$35,382,465 Estimated Economic Impact** to the Community.

2. **TRADE SHOWS AND MISSIONS & SALES EVENTS (Out-of-Market)**

These activities occur out- of-market (nationally and internationally) and consist of attending trade shows, sales presentations, pre- promotions and media and sales missions. These trade shows and missions allow the Visit Tampa Bay team to promote and present the destination and the many products that Hillsborough County has to offer. The goal of these trade shows and missions is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members attend trade shows, missions and sales events across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Our sales and marketing teams produced and attended **37 Out-of-Market Events** in the quarter:

Date	Event Name
10/6/2022	Destination Celebration - Indy- Denise Cmiel
10/6/2022	NYC Culinary Media Mission
10/10/2022	Discover America Sweden Roadshow 2022 - Tradeshow- Sweden
10/10/2022	Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) - Las Vegas, NV 2022
10/10/2022	Toca Madera Client Dinner - IMEX 2022
10/20/2022	Apple Leisure Group Ascend (ALG) 2022 - Tradeshow- Cancun
10/23/2022	Visit Florida AAA/CAA Travel Conference 2022 - Tradeshow - Orlando
10/25/2022	Mexico Trade and Media 2022 - Sales Mission
10/25/2022	Visit Tampa Bay Culinary Social, Client Event, Washington, DC
10/25/2022	DC Culinary Media Mission
10/26/2022	Professional Convention Management Assn. (PCMA) Capital Chapter Meeting - Tysons, VA
10/26/2022	Visit Tampa Bay & Visit Spokane Client Dinner, Tysons, VA
10/27/2022	New York International Travel Show (NY ITS) 2022- Tradeshow
11/2/2022	Lisa Luks, HelmsBriscoe Team and Client Reception - Washington, DC
11/3/2022	Cruiseworld 2022 - Tradeshow - Ft. Lauderdale, FL
11/7/2022	World Travel Market (WTM) 2022 - Trade Show - UK
11/7/2022	ConferenceDirect CDX Fall 2022 - San Juan, PR
11/8/2022	Destinos Aviareps Sales Mission 2022 - Presentation - Guadalajara, Mexico
11/9/2022	Destinos Aviareps Sales Mission 2022 - Presentation - Monterrey, Mexico
11/10/2022	Tampa Bucs Event Munich 2022 - Client Event - Germany

- 11/10/2022 Destinos Aviareps Sales Mission 2022 - Presentation - Mexico City
- 11/14/2022 Visit Florida AAA Threads 2022 - Tradeshow - Orlando
- 11/16/2022 AMEX Interaction - Houston 2022
- 11/18/2022 AMEX Interaction - Hosted Dinner - Houston 2022
- 11/28/2022 Visit Florida Dallas/Austin Media Mission
- 11/29/2022 ConferenceDirect CD Forum, Industry Event, Las Vegas
- 12/1/2022 Computerized Corporate Rate Association (CCRA) Power Solutions 2022 - Trade Show - Atlanta
- 12/7/2022 Computerized Corporate Rate Association (CCRA) Power Solutions 2022 - Trade Show - Scottsdale
- 12/7/2022 Georgia Society Association Executives- Holiday Lunch - Atlanta, GA
- 12/8/2022 Professional Convention Management Association (PCMA)Holiday Event - Industry Event - Atlanta, GA
- 12/8/2022 NECVB Reps Holiday Party - 2022
- 12/8/2022 Society Government Meeting Professionals NATCAP Holiday Party - Industry Event - Washington, D.C.
- 12/11/2022 Brazil Media and Planning 2022 - Sales Mission
- 12/13/2022 Meeting Industry Professionals of Annapolis (MIPA) Holiday Luncheon. Industry Event, Harwood, MD
- 12/14/2022 CVB Reps Holiday industry Event, Washington DC
- 12/14/2022 American Volleyball Coaches Assn/NCAA DI Volleyball Championship - pre-promote
- 12/15/2022 Client Dinner Pre CVBReps Holiday Client Event, Alexandria, VA

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

Date	Event Name
10/3/2022	National Association of Insurance Commissioners - Planning Site (October)
10/4/2022	Frozen Four (Hobey Baker Site Visit)
10/5/2022	Society for Gynecologic Oncology - Planning Site (October)
10/6/2022	National Association of Buffalo Soldiers & Troopers Motorcycle Club - October Visit
10/6/2022	United Bikerz/Fast Harley Only Jamboree - October Site Visit
10/7/2022	Unlock Tampa Bay Destination Activation - Octoberfest
10/12/2022	VISIT FLORIDA Culinary FAM
10/12/2022	Michelin FAM Event
10/13/2022	Philadelphia Society, Site Visit
10/14/2022	The Master's Circle - Planning Site
10/14/2022	Omega Psi Phi Fraternity, Inc. - October Site Visit
10/16/2022	Henry Wu & Zory Mory VF Influencer FAM
10/17/2022	Peter Greenburg Filming
10/18/2022	Mammotome Site Visit
10/18/2022	ConnectWise, Connect Conference Site Visit
10/19/2022	Kappa Alpha Psi Fraternity, Inc. - October Site Visit
10/19/2022	Tampa EDC Annual Meeting
10/20/2022	Paul Davis Restoration, Site Visit
10/20/2022	Tampa LGBTQ Presentation
10/21/2022	Marriott FAM Edition Opening - Familiarization

10/25/2022 Cruise Planners Travel Agent FAM 2022 - Leisure FAM
 10/25/2022 Cruise Planners FAM
 10/28/2022 Executive Marketing Meeting
 10/29/2022 Visit Florida Mega LATAM 2022 FAM- Leisure FAM
 10/29/2022 Visit Florida LATAM Closing event
 10/30/2022 Richard Bradley WORTH (8/30/2022) - FAM
 11/1/2022 Church of the Nazarene - Planning Site (November)
 11/1/2022 Tyler Technologies - Planning Site
 11/2/2022 Unlock Tampa Bay - India Festival Media Kick off
 11/3/2022 Unlock Tampa Bay Destination Activation - India Festival Media Kicks Off (Press Conference)
 11/8/2022 NCAA Frozen Four Site Visit
 11/8/2022 Society of Teachers of Family Medicine
 11/8/2022 Jehovah's Witness International Convention 2024, Site Visit
 11/9/2022 Florida Society of Association Executives (FSAE) Power Luncheon, Tampa
 11/14/2022 National Association of Counties (NACo) Planning Site
 11/14/2022 International Fastener Expo - Site
 11/14/2022 Kappa Alpha Psi Fraternity, Inc. - November '22 Site Visit
 11/17/2022 Consortium of State School Boards Associations - Planning Site
 11/17/2022 ASAE Leaders Retreat - VTB Sponsored Reception
 11/20/2022 Mathematical Association of America (MAA) Planning Site
 11/21/2022 Alpha Kappa Alpha Sorority, Inc. - November '22 Site Visit
 11/27/2022 Virgin Atlantic Trade Mega FAM
 11/27/2022 Association of GXP Excellence - Site
 11/28/2022 Fantastic Friends FAM
 11/29/2022 Citation Jet Pilots Association, Site Visit
 11/30/2022 Luxury German Tour Operator FAM
 12/1/2022 Cru - Site
 12/1/2022 Special Operation Forces (SOF) Week Planning Site
 12/1/2022 Ancient Egyptian Arabic Order Nobles Mystic Shrine (AEAONMS) - Services Planning Meeting
 12/5/2022 Peanut & Tree Nut Processors Association, Site Visit
 12/5/2022 Healio Live - Site Visit
 12/5/2022 Tampa, KS to Tampa, FL FAM
 12/6/2022 Associated Builders and Contractors, Inc. Site Visit
 12/7/2022 ConferenceDirect CEO Summit, Industry Event, St Petersburg, FL
 12/14/2022 National Pavement Expo - Site Visit
 12/14/2022 Association of Fraternity / Sorority Advisors (AFA) Planning Site
 12/19/2022 American Society of Civil Engineers (ASCE) Site Visit

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 1 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
- Highlight renovations among Tampa Marriott Airport, Embassy Suites, Grand Hyatt and others

5. MARKETING & COMMUNICATIONS

Always-On Conversation Campaign

The FY23 Conversion Campaign was set up to test out various partners and track conversion/revenue with lower-funnel OTA and travel data partners

The campaign had a late start in October after a pause from the Hurricane and this report is reflected through December 2022

Delivery of over 20M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives

- \$17.4M+ in Enriched hotel booking revenue
- \$2.7M+ in Observed hotel booking revenue

Campaign Insights

Top 5 flight origin DMA

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

Top hotel origin DMA

- Tampa
- Orlando
- New York
- Miami
- Ft Myers

With a higher spend this month and more stable data we did see the campaign performance trend up MoM (cumulatively)

- ROAS increased on both observed (+\$6) and enriched data (+\$56)
- ADR increased on both observed (+\$17) and enriched data (+\$16)

Travel Window (Oct-Dec)

- Expedia: 0-to-6-day window now has the highest 26% of bookings, followed by 31-60 days at 20.7%
 - 21 to 30 days: 12%
 - 7 to 13 days: 12%
 - 14 to 20 days: 10.3%
 - 61 to 90 days: 9.7%
 - 91+ days: 9.3%
- Adara Impact reflects 10.3 days average search to booking window and 26.3 average advanced purchase

Traveler Profile

- 34% of trips booked are 30-39 years old (40-49 at close second at 32%)
- 59% Leisure, 41% Business
- 26% with HHI \$75K-\$100K followed by 22% HHI \$150K-\$199K

Campaign Learnings

- We reduced the number of partners and budget in our busiest season (January-March) when our occupancy peaks. Currently we are only running on Expedia who is our strongest ROAS partner and can deliver positive ROAS during this season
- Based on the latest data, we recommend strategically layering back in additional partners after March to build on the current momentum and drive occupancy into the summer months
 - Consideration of partners based on historical performance include Adara and Kayak. Recommend exploration of new partners, such as booking.com, who recently started running ad placements in the USA

Meetings Campaign

The FY23 Meetings Campaign launched with the goal of building awareness and generating leads for Tampa Bay

- Recap Dates: October 2022- December 2022
- 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 mix of print and digital components to reach planners while also giving us the ability to track engagement
 - Campaign KPI's included: impressions, clicks/CTR

The FY23 Meetings Campaign delivered a total of 107K+ digital impressions and over 4K clicks to TampaMeetings.com, generating an initial campaign CTR of 3.99% from October 2022 - December 2022

Including print circulation, the overall impressions totaled 116K+

6. COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,079,925 of Added Media Value** for the quarter.

<u>Publication Name</u>	<u>Headline</u>
Tampa Bay Business Journal (online)	Tampa is tops for leisure travel revenue growth, study says
Ladevi Argentina	Ladevi Riverwalk Attraction Pass Piece
WFTS-TV ABC Action News (online)	Tampa Bay's spookiest haunted tours

nerdsandbeyond
Tampa Bay Times (online - TampaBay.com)
WFTS-TV ABC Action News
WFTS-TV ABC Action News
Bay News 9
WTTA-TV
Central Florida News 13
Tampa Bay Now
Onyx Magazine
WFTS-TV ABC Action News
NPR
WZVN- More In The Morning
WFTS-TV ABC Action News
WFTS-TV ABC Action News
Goin' Places with Ric Rollins
WZVN- More In The Morning
Fox 13 News
Fox 13's Good Day Tampa Bay
WFLA News Channel 8
WTVT Fox 13
wfla.com
Tampa Magazine
tbbwmag.com
WFTS-TV ABC Action News (online)
Goin' Places with Ric Rollins
Yahoo News
Bay News 9
WTVT Fox 13
Tampa Bay Times (online - TampaBay.com)
WTVT Fox 13
El Espectador
BrasilTuris.com.br
WFTS-TV ABC Action News (online)
The Free Press
wfla.com
Tampa Bay Times (online - TampaBay.com)
WTVT Fox 13
Bay News 9
WFTS-TV ABC Action News (online)
wtsp.com
Tampa Bay Times (online - TampaBay.com)
Georgia Public Broadcasting
Tampa Bay Times (online - TampaBay.com)
Palm Beach Post
WalletHub.com
Yahoo News

New 'Serengeti Flyer' Attraction Coming to Busch Gardens Tampa Bay in 2023
Halloween and fall related events happening in the Tampa Bay area
Columbia Restaurant on WFTS
University of Tampa New Icon
Oktoberfest Tampa Bay News 9
Tampa Theater Hispanic Heritage - WTTA
New Attraction Busch Gardens - CFN13
Busch Gardens - TampaHoy
Onyx Hyde Park Village Mention
Columbia Restaurant WFTS
What's the origin of the Cuban sandwich? Researchers set out to settle the debate
Busch Gardens WZVN
Busch Gardens WFTS
Midtown Tampa - WFTS
Ybor City MOR
Busch Gardens WZVN
Cross Bay Ferry Fox 13
Cross Bay Ferry Good Day Tampa Bay
Edition WFLA
Edition WTVT
Tampa's 1st five-star hotel, the Tampa EDITION, opens to the public
The Best Hotels in Tampa
Go inside Tampa's first five-star 'experience' (PHOTOS)
Enjoy Free Halloween Activities, Boat Parade at the Tampa Riverwalk This Weekend
Hispanic Heritage MOR
Tampa Riverwalk Halloween | Morning Blend
Busch Gardens Tampa Bay to open 105-foot tall swing ride in 2023
Help name the new baby rhino at Busch Gardens Tampa Bay
Theme park attendance rose in 2021, with Universal surpassing Disney parks, Busch Gardens climbing
New 'Serengeti Flyer' swing ride coming to Busch Gardens in 2023
Busch Gardens Tampa Bay anuncia atracción que será la más alta y rápida del mundo
Busch Gardens Tampa anuncia nova atração, Serengeti Flyer
ZooTampa's Creatures of the Night brings thrills and fun for the entire family
Tampa Bay Rays Team Up With ZooTampa On A Multi-Year Partnership To Support Conservation
DJ Pauly D, Steve Aoki, Shaq to perform at Armature Works 'Haunted Carnival'
Tampa friends created Pig Jig and a potential cure for a rare disease
Undead in the Water: American Victory Ship transforms into haunted experience in downtown Tampa
Test your level of fear at Undead in the Water at Tampa's Sparkman Wharf
Hispanic Heritage Month: The story of the oldest existing restaurant in Florida
Where's the largest Spanish restaurant in the US? Here in Tampa Bay
'The Cuban Sandwich' savors the history of a favorite food and its culture
What's the origin of the Cuban sandwich? Researchers set out to settle the debate (2)
After 20 years, Tampa's streetcar is a front row seat to downtown's rebirth.
As baseball season revs up, hit the road for 135 years of history in Tampa
2022's Best Places for Halloween
Baby Rhino Born at Busch Gardens Tampa Bay Named Viazi — Which Means 'Potato' in Swahili

people.com

wfla.com

Tampa Bay's Morning Blend- WFTS

Paper Magazine

Luxury Travel Magazine

orlandoattractions.com

Daily Mail

Tampa Magazine

WFTS-TV ABC Action News

WTSP 10 News

WTTA-TV

Bay News 9

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

Goin' Places with Ric Rollins

WABC

WTSP 10 News

KFSN (ABC)

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

wfla.com

WFTS-TV ABC Action News (online)

wfla.com

wfla.com

Tampa Bay Times (online - TampaBay.com)

wfla.com

MSN

www.travelawaits.com

Bay News 9

Tampa Bay Business Journal

Variety

rollingstone.com

eonline.com

duPont Registry

MSN

WTVT Fox 13

WTVT Fox 13

Bay News 9

WFTS-TV ABC Action News

WZVN- More In The Morning

WTTA-TV

abc-7.com

The Food Network

Bay News 9

WFTS-TV ABC Action News

Central Florida News 13

Bay News 9

Baby Rhino Born at Busch Gardens Tampa Bay Named Viazi — Which Means 'Potato' in Swahili (2)

Free fall fitness classes offered in Downtown Tampa park

Curtis Hixon WFTS

Polaroids from the Tampa Edition hotel opening weekend

Moving Guide to Tampa, Florida

Halloween Season in Tampa Bay

Lenny Kravitz is the epitome of rock star cool in a vinyl coat as he performs to a star-studded crowd

Front Desk: November 2022

WFTS Clip

Ybor Ghost WTSP

TECO Streetcar - WTTA

TECO Streetcar - Bay News 9

TECO Streetcar - WTVT

BG & ZooTampa Goin' Places

ZooTampa WABC NY

TECO Streetcar - WTSP

ZooTampa KFSN

JC Newman WTVT

Christmas Town to return to Busch Gardens Tampa Bay for 57 dates

Tampa Electric announces reopening of Manatee Viewing Center

Tampa Bay Weekend: Halloween tricks, treats & festivals galore

TECO Manatee Viewing Center to open Nov. 1

Tampa Theatre and its ghosts star in 'Ghost Brothers: Lights Out'

'We had one of our most intense moments!' Find out where TV's Ghost Brothers hit paydirt while hunti

My 11 Favorite Restaurants To Experience Near Tampa, Florida

My 11 Favorite Restaurants To Experience Near Tampa, Florida (2)

New Building UT Bay News 9

Tampa Bay hotels top the country for growth in leisure travel revenue

Tampa EDITION Launch in Variety

Exclusive Look: Lenny Kravitz Plays Private Concert for Tampa EDITION Launch

Tampa EDITION Launch in ENews

The Tampa EDITION Makes Its Grand Debut As The Bay Area's First-Ever 5-Star Hotel

23+ MEMORABLE STOPS ON THE FLORIDA WEST COAST

Columbia WTVT

WTVT

JC Newman BN9

Midtown WFTS

Christmas Town WZVN

Christmas Town WTTA

Christmas Town ABC7

Cena Food Network

Black Restaurant Week BN9

Midtown Tampa WFTS

JC Newman Central FL News 13

JC Newman BN9 2

ABC7 Fort Myers
 Tampa Bay's Morning Blend- WFTS
 Fox 13 News
 Toronto Star
 WFTS-TV ABC Action News
 WTSP 10 News
 WalletHub.com
 CNN Brasil
 surfacemay.com
 hotelsmag.com
 The Times
 Tampa Magazine
 ABC7 Fort Myers
 WTSP 10 News
 WITI-MILW (FOX) FOX 6 Milwaukee
 FOX13's Good Day, Tampa Bay 6:00A -
 WTVT (Fox)
 WFLA News Channel 8
 WCML (PBS) - MI
 WTTA-TV
 WFLA-TB (NBC)
 Skift
 WFLA-TB (NBC)
 WFTS-TV ABC Action News
 Vera - Virgin Atlantic
 WFTS-TV ABC Action News
 Tampa Bay Business Journal (online)
 suncoastnews.com
 orlandoattractions.com
 Viajar Pelo Mundo
 cruisehive.com
 wtsp.com
 wtsp.com
 wfla.com
 www.abcactionnews.com
 www.abcactionnews.com
 wfla.com
 wtsp.com
 Yahoo News
 Tampa Bay Times (online - TampaBay.com)
 fox13news.com
 Tampa Bay Times (online - TampaBay.com)
 Tampa Bay Times (online - TampaBay.com)
 Travel Lens
 www.abcactionnews.com
 wtsp.com
 Tampa Bay Times (online - TampaBay.com)
 Yahoo News

Christmas Town ABC
 Tampa Events Morning Blend
 TPA Fox 13
 Don't Sleep on Tampa
 Black Restaurant Week WFTS
 ZooTampa Manatee WTSP
 2022's Best Places to Go for Thanksgiving
 Primeiro hotel 5 estrelas de Tampa, na Flórida, chega para alavancar bairro bilionário
 The Roost's Latest Opening Reflects Tampa's Newfound Vitality
 WHAT'S HOT: EDITION BRINGS TAMPA FURTHER INTO SPOTLIGHT
 The surprising US suburb that's attracting the world's A-list
 Where to Eat in Tampa Bay for Thanksgiving 2022
 Florida Aquarium ABC7
 Florida Aquarium WTSP
 Tampa International Airport WITI
 Tampa International Airport WTVT
 Tampa International Airport WFLA
 ZooTampa WCML
 Festival of Lights WTTA
 Florida Aquarium WFLA
 Marriott's Edition Hotels Face Challenge of Scaling Up Uniqueness
 Holiday Harbor WFLA
 Ybor City WFTS
 Winning in Tampa (Nov. Issue)
 City of Tampa multipurpose center WFTS
 Blind Tiger opens cafe at Tampa City Center, three years in the making (Photos)
 'Hamilton' comes to the stage at Tampa's Straz Center
 Visit Tampa Bay this Holiday Season
 A Descoberta de Tampa
 Port Tampa Bay Experiences Strong Start to Cruise Season
 What to expect now and for holiday travel to come at Tampa International Airport
 How Tampa International Airport plans to meet demand for holiday travel
 Busch Gardens Christmas Town up for USA Today holiday theme park event award
 Busch Gardens' Christmas Town celebrating 10 years
 Happy Holidays Tampa Bay
 What Tampa Bay holiday events are open Christmas Day?
 Guide: Must-see holiday lights across the Tampa Bay area
 Theme Park Rangers Radar 50: 2022 by the numbers, Robert Ripley collection, last
 calls for holidays
 Snow Days returns to Florida Aquarium in Tampa
 Florida Aquarium, Ocean Conservancy team up to talk about solutions to red tide
 Is downtown Tampa closer to opening up a cruise port to extend the Riverwalk?
 Tampa zoo planning \$125M expansion with link to Hillsborough River
 15 Best Things to Do in Channelside District, Tampa
 ZooTampa at Lowry Park shares expansion plan
 ZooTampa unveils 20-year expansion plan
 Tips for affordable Christmas outings in Tampa Bay
 Tampa's holiday boat parade delights viewers

Tampa Bay Times (online - TampaBay.com)	https://www.tampabay.com/life-culture/entertainment/things-to-do/2022/12/20/holiday-deals-tampa-bay-
wfla.com	5 Tampa Bay area restaurants listed among most beloved eateries in America for 2022
Tampa Bay Business Journal (online)	Tampa Bay restaurants named among the country's top 100
Yahoo News	Tampa's Hyde Park Village brings the charm to holiday shopping
Business Observer	Cru Cellars ready to launch next phase of growth
Cigar Aficionado	J.C. Newman Celebrates 125 Years And Restoration Of Historic Cigar Factory
Cigar Journal	CIGAR JOURNAL'S TOP 25 CIGARS OF 2022: #25 TO #20
ocean drive	Explore Tampa EDITION's New Luxurious Destination
Business Traveller	Marriott's Edition brand announces global expansion
TravelDailyNews.com	Marriott International's Masters of the Craft returns
Journal du Luxe	Le concours Masters of the Craft de Marriott International fait son grand retour.
forbes.com	Best Places To Live In Florida In 2022
Bay News 9	Holiday travel chaos for some at Tampa International Airport
wfla.com	Where can I see New Year's Eve fireworks in Tampa Bay?
WFTS-TV ABC Action News (online)	What's coming to Tampa Bay in 2023
wfla.com	Play with snow at The Florida Aquarium this week
Tampa Bay Times (online - TampaBay.com)	Top 15 Tampa Bay area events for the week of Dec. 26-Jan. 1
Tampa Bay Times (online - TampaBay.com)	Top 15 Tampa Bay area events for the week of Dec. 26-Jan. 1 2022
Fox 13 News	ZooTampa animals warm, bundled up for cold temperatures
wfla.com	Fun Things to do in Tampa Bay
wtsp.com	LIST: New Year's Eve events across the Tampa Bay area
msn.com	Forbes: Tampa Bay area ranked best place to live in Florida

Visit Tampa Bay generated **106 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
10/5/2022	Visit Tampa Bay Creates 'Meet My Abuela' Series, Streaming Now
10/5/2022	Two Brandon Breweries That Should Be Added To Bay Craft Pass
10/5/2022	After Ian, Tampa Bay's tourism industry wants visitors to know: 'We're open for business'
10/20/2022	USA Field Hockey Extends National Festival Partnership with Tampa Bay
10/20/2022	https://ca.travelpulse.com/news/destinations/visit-tampa-bay-names-four-communications-as-its-new-sa
10/20/2022	What's in a name? A free trip to Florida for 100 lucky Tampa residents
10/21/2022	Onyx VTB New Creative Ad
10/24/2022	Five-star luxury hits Tampa as Edition hotel makes splashy debut
10/24/2022	Five-star luxury hits Tampa as Edition hotel makes splashy debut (2)
10/24/2022	Visit Florida Tourism WTVT
10/24/2022	Eye on Travel — Tampa — October 22, 2022
10/24/2022	Tampa Bay beer and breweries history told in documentary
10/25/2022	Celebrating Heritage: Tampa Bay's Cultural Events
10/25/2022	Tampa Bay beer and breweries history told in documentary (2)
10/31/2022	WFTS VTB & Streetcar
10/31/2022	People on the Move - Mary Gupta & Ashley Dos Santos Announcement
10/31/2022	Tampa, se transformó en el lugar ideal para vacacionar con la familia
10/31/2022	Visit Tampa Bay & Arts Alliane ABC Action New
10/31/2022	Mary Gupta Announcement in FSAE
11/2/2022	Tampa Bay Tourism WTSP
11/3/2022	Virgin Atlantic makes Tampa Bay third destination in Florida

11/3/2022 VISIT FLORIDA Invita A La Audiencia A “Meet My Abuela”

11/7/2022 Tampa Bay é parte da experiência única da Flórida, diz CEO

11/7/2022 Tampa International Airport Prepares To Welcome Virgin Atlantic

11/7/2022 Visit Florida encerra superfam com novos destinos na mente dos operadores

11/7/2022 FTI Roadshow 2022: After Work Party war ein voller Erfolg

11/7/2022 Happy – After Work-Tour durch Österreich

11/7/2022 Aviareps invita a descubrir el tesoro mejor guardado de Florida: Tampa Bay

11/7/2022 Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos com

11/7/2022 Virgin Atlantic Marks Double Celebration as It Touches Down in Its Latest Destination

11/7/2022 India Festival on Daytime

11/7/2022 Bollywood comes to Daytime to kick off the 33rd annual India Festival of Tampa Bay

11/7/2022 Tampa airport celebrates launch of new London flight

11/7/2022 Virgin Atlantic touches down in Tampa Bay

11/7/2022 BONJOUR TAMPA BAY! VIRGIN ATLANTIC MARQUE UNE DOUBLE CÉLÉBRATION ALORS QUE SON NOUVEL A330neo ATTERR

11/7/2022 Virgin Atlantic touches down in Tampa with its new Airbus A330-900

11/7/2022 TAMPA BAY: LA OPCIÓN SUPERB PARA FAMILIAS – JOURNEY MEMBERSHIP TOUR

11/7/2022 Tapping into Tampa: There are now direct Virgin Atlantic flights from Heathrow to this vibrant Flori

11/7/2022 HELLO TAMPA BAY! VIRGIN ATLANTIC MARKS DOUBLE CELEBRATION AS ITS NEW A330neo TOUCHES DOWN IN ITS LAT

11/7/2022 TPA welcomes Virgin Atlantic's new nonstop service to London Heathrow

11/7/2022 Virgin Atlantic launches first-ever Tampa to Heathrow route

11/7/2022 Virgin Atlantic launches flights aboard new luxury airbus from TPA to London

11/7/2022 Virgin Atlantic completes inaugural flight from London to Tampa

11/7/2022 Virgin Atlantic debuts at TPA with Tampa's first nonstop flight to London Heathrow

11/7/2022 Virgin Atlantic launches first ‘eco’ flight from London to Florida amid promise of ‘guilt-free trave

11/7/2022 Virgin Atlantic Inaugurates Tampa Route with Brand-New A330neo

11/7/2022 Virgin Atlantic launches Tampa-to-London flights

11/7/2022 Richard Branson visits Tampa airport to celebrate new nonstop London route

11/7/2022 TPA, Virgin Atlantic celebrate launch of new London Heathrow service

11/28/2022 Santiago Corrada of Tampa Bay details the amazing progress made with tourism

11/28/2022 Visit Tampa Bay saw record breaking fiscal year for hotels

11/28/2022 Visit Tampa Bay saw record breaking fiscal year for hotels (2)

11/30/2022 Tampa Tourism Numbers BN9

11/30/2022 Tampa Bay Tourism Bay News 9

11/30/2022 VTB Watch Party & Festival of Lights WTSP

11/30/2022 VTB Watch Party WTSP

11/30/2022 VTB Watch Party WFTS

12/2/2022 Record-breaking convention traffic for Tampa in 2023

12/2/2022 December Arts Roundup: Diverse exhibits and holiday events (nov. 29)

12/2/2022 High Flyers (Nov.)

12/2/2022 Tampa Invests in Trade to Increase Visitor Numbers (Nov.)

12/2/2022 Partner Plans (Nov.)

12/5/2022 Tampa, Kansas KSKW - Wichita, /ks

12/5/2022 Tampa, KS ABC Action News

12/5/2022 Tampa, KS FOX 13

12/5/2022 Tampa, KS WKMG

12/5/2022 Tampa, KS KCTV

12/5/2022 Tampa, KS KTVK-PHX

12/8/2022 Tampa, Kan. residents to visit Florida namesake

12/8/2022 From the Sunflower State to the Sunshine State, Kansans excited for paid trip

12/8/2022 From The Sunflower State to the Sunshine State

12/8/2022 ‘There’s no place like Tampa’: Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 Boosting tourism industry in Tampa Bay

12/8/2022 Visit Tampa Bay anticipates record convention center schedule in 2023

12/8/2022 ‘There’s no place like Tampa’: Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 LISTEN: All of Tampa (Kansas) Visits Tampa (Florida) This Week

12/8/2022 ‘There’s no place like Tampa’: Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 Group of visitors traveling from Tampa to... Tampa?

12/8/2022 Tampa meets Tampa: Residents in Kansas town invited to explore Florida city with same name

12/8/2022 Nearly 100 Tampa, Kansas residents take vacation Tampa, Florida for free

12/8/2022 What it took to bring Tampa, Kansas, residents to Tampa, Florida

12/8/2022 Tampa, Kansas visits Tampa, Florida

12/8/2022 There’s no place like Tampa’: Florida’s Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 Entire town of Tampa, Kansas visits Tampa, Florida

12/8/2022 ‘There’s no place like Tampa’: Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 ‘There's no place like Tampa’: Tampa Bay welcomes entire town of Tampa, Kansas

12/8/2022 What's Trending December 8: Tampa, KS visits Tampa, FL

12/8/2022 A Tale Of Two Tampas: Small Kansas Town Visits Florida

12/8/2022 Tampa Meet Tampa (Kansas)

12/8/2022 Almost Entire Population of Tampa, Kansas Comes to Visit Tampa, Florida

12/8/2022 Hillsborough tourism effort seeks \$5.5 million boost

12/9/2022 Southwest Airlines brings residents of Tampa, Kansas, to Tampa for vacation

12/12/2022 ‘The trip of a lifetime.’ 95 residents of Tampa, Kansas, visit Tampa, Florida

12/12/2022 Tampa residents visit Tampa

12/14/2022 VISIT TAMPA BAY AND TAMPA CONVENTION CENTER TO HOST SECURITY TRAINING

12/15/2022 Tampa To Tampa: Tampa, KS Travels To Tampa Bay, FL

12/15/2022 From sunflower to sunshine: Tampa proves to be a state of mind

12/16/2022 Port Tampa Bay is seeing its hottest cruise season in quite some time

12/16/2022 Several Venues Attend Security Training Hosted by Tampa Convention Center

12/16/2022 Destinations Florida TMT - Virgin Atlantic Launch

12/16/2022 Destinations Florida TMT - Quick Trips VTB Annual Meeting

12/20/2022 Residents of Tiny Town of Tampa, Kansas, Are Flown to Tampa, Florida for ‘Trip of a Lifetime’

12/20/2022 Aviareps se une a la Posada con Causa de AFEET POSTED BY: REDACCIÓN 19 DICIEMBRE, 2022 TOPICS:AF

12/21/2022 Holiday travel and DOOH planning: Meeting the challenge

12/28/2022 Hotel revenues approach \$1 billion Hillsborough County in 2022

12/28/2022 Tampa arts scene blossoms with support from business leaders

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

Date	Event Name
10/3/2022	Interview-ABC Morning Blend Segment
10/3/2022	Meeting with Steve Griggs
10/4/2022	Interview with Olivia George, Tampa Bay Times

10/10/2022 Meeting with Chad Lobner
 10/10/2022 Meeting with Nancy Millan
 10/10/2022 Meeting with Patrick Sorge
 10/11/2022 Interview with Joey Johnston, Tampa Bay Times
 10/12/2022 Meeting with Peter Wright
 10/13/2022 Plant City Chamber of Commerce Presentation
 10/16/2022 Guest Speaker-Mobile Chamber Kick-Off Dinner
 10/17/2022 Tampa Convention Center Public Art Selection Committee
 10/18/2022 Interview with Peter Greenberg, CBS National Reporter
 10/19/2022 Meeting with Chris Atkins
 10/21/2022 Tampa EDITION Press Conference
 10/24/2022 WTM Flavors of Florida Video - JC Newman Cigar Company
 10/24/2022 WTM Flavors of Florida Video - Sail Plaza
 11/2/2022 State Representative Susan Valdes
 11/4/2022 Kathryn Deen, Tampa Magazine
 11/9/2022 Business Class Podcast
 11/10/2022 Tourism Development Council
 11/16/2022 Quarterly Report to Board of County Commissioners
 11/22/2022 USF Hospitality Course
 11/29/2022 Globe Traveler
 12/8/2022 Tourist Development Council Quarterly Board Meeting
 12/15/2022 Destinations International Foundation Development Committee

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

Date	Event Name
10/5/2022	Buffalo Soldiers-Motorcycle Group
10/6/2022	Meet & Greet with Danny Alvarez
10/8/2022	Hispanic Heritage -Fiesta Tampa Bay
10/10/2022	Meeting with Norene Khan
10/11/2022	Meeting with Richard Dean, US Secret Service Agent
10/11/2022	Meeting with JL Bielon, ZooTampa
10/11/2022	Frontier Airlines A321neo Celebration
10/12/2022	Michelin FAM Welcome
10/12/2022	CEO's in Schools Kick-Off Reception
10/12/2022	Meeting with Ron Pierce
10/13/2022	Michelin FAM Dinner
10/14/2022	30th Annual ExTravelganza
10/15/2022	Champions of the Bay Launch
10/17/2022	Meeting with Tyler Martinolich & Linda Hurtado
10/18/2022	Meeting with Greg Holland
10/18/2022	DI DEI Leadership Series
10/19/2022	Meeting with Mayor Jane Castor & Chief of Staff John Bennett

10/19/2022	Tampa Bay Economic Development Corporation Annual Meeting
10/21/2022	NAACP Freedom Fund Dinner Reception
10/21/2022	NAACP Freedom Fund Dinner
10/21/2022	The Tampa EDITION Launch
10/26/2022	DI Advocacy Summit
11/4/2022	CEO's in Schools Day
11/9/2022	Keep Tampa Bay Beautiful
11/16/2022	American Society of Association Executives
11/19/2022	JC Newman Cigar Company
11/28/2022	University of South Florida Health Professions Conferencing Corporation Board of Directors
11/29/2022	Tampa Bay Consular Corps
12/1/2022	Tampa Bay Chamber of Commerce Annual Meeting
12/1/2022	Tampa Downtown Partnership Holiday Open House
12/2/2022	Pasco Kids First Tour
12/7/2022	Tampa Convention Center
12/7/2022	Gasparilla Bowl Video Message Taping
12/9/2022	Judging DECA District Competition
12/12/2022	Tampa Convention Center
12/15/2022	Embassy Suites Tampa Airport Westshore
12/20/2022	Bemetra Simmons, Tampa Bay Partnership

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 **634 Referrals** to local businesses. We produced **11 Local Industry and Partner Tourism Events** and Attracted **33 New Partners** in the Quarter.

Date	Event Name
10/5/2022	NYC Culinary Event
10/20/2022	Ybor City Beer Event
10/21/2022	Edition Press Conference/Launch Party
10/28/2022	La Gaceta documentary/launch event
10/29/2022	Unlock Tampa Bay Destination Activation - Riverwalk Trick or Treat
11/1/2022	2022 Annual Meeting
11/13/2022	HPN Partner Conference - Denver, CO
12/8/2022	Unlock Tampa Bay - Film Tampa Bay Holiday Party
12/13/2022	2022 Holiday Open House
12/13/2022	Securing Events through Exceptional Focus, Performance and Control in Extreme Situations
12/21/2022	Cross Bay Ferry Community Partner Program Webinar

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

02/28/2023
Date