

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **March 31, 2023**

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)	\$9,883,516
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 **\$14,252,032**

1. **SALES**

Convention Sales generated **135,866 Definite Room Nights** which will result in **\$82,804,719 Estimated Economic Impact** to the Community. In Quarter 2, **102,089 Room Nights Actualized** resulting in **\$66,792,098 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 **39 Out-of-Market Events** in the quarter:

Date	Event Name
1/8/2023	Professional Convention Management Association -PCMA Convening Leaders 2023, Columbus OH
1/14/2023	Travel & Adventure Show - Chicago - 2023
1/18/2023	Cru HQ Planner Presentation
1/20/2023	AAA Showcase 2023 - Trade Show - Pittsburgh
1/21/2023	Travel & Adventure Show - Boston - 2023
1/24/2023	Redlands Christian Migrant Association (RCMA) - Chattanooga 2023
1/25/2023	International Media Marketplace (IMM) North America Summit
1/25/2023	Association Management Company (AMC) Institute Annual Meeting - Trade Show - Orlando, FL
1/25/2023	Visit Tampa Bay & Visit Spokane Annual AMCs Client Dinner, Orlando, FL
2/2/2023	Florida Huddle 2023 - Trade Show - Palm Beach, FL
2/2/2023	Florida Huddle Media Track - West Palm Beach, FL
2/2/2023	Florida Encounter 2023 - West Palm Beach, FL
2/9/2023	FSAE Roundtable - Tallahassee
2/12/2023	Colombia Trade and Media 2023 - Sales Mission
2/13/2023	Destinations International Marketing & Communications Summit
2/21/2023	CVB Reps of FL Winter Event - Tallahassee
2/21/2023	Association Meeting Professionals (AMPs) Annual State of the Industry - Industry Event -Washington DC
2/22/2023	Colombian Association of Travel and Tourism Agencies (ANATO) 2023 - Tradeshow - Bogota, Colombia
2/22/2023	Colombia Visit Florida Trade Event - 2023 - Sales Presentation - Bogota, Colombia
2/22/2023	Northeast Convention Visitors Bureau (NECVB) Reps NYC Luncheon

- 2/22/2023 New York Society of Association Executives (NYSAE) Meet NY - New York City
- 2/28/2023 Spring Training Opening Game 2023 - Client Event - Orlando, FL
- 3/1/2023 Ladevi Workshop Eptur - Trade Show - Mexico - 2023
- 3/1/2023 Meetings Industry Council (MIC) Colorado 2023
- 3/1/2023 Meetings Industry Council (MIC) Colorado 2023 - Client Dinner
- 3/6/2023 IMM International Media Marketplace 2023 - Trade Show
- 3/7/2023 ITB Berlin, Germany 2023 - Trade Show - Germany
- 3/7/2023 Dr. Xernona Clayton Statue Dedication (Atlanta, GA)
- 3/7/2023 Professional Convention Management Association (PCMA) Showcase, Industry Event
- 3/9/2023 Professional Convention Management Association (PCMA) Visionary Awards, Industry Event
- 3/10/2023 UK TRADE LUNCHEON - 2023 - Client Event - United Kingdom
- 3/21/2023 Teachers of English to Speakers of Other Languages (TESOL) Pre-Promote
- 3/24/2023 Professional Convention Management Association (PCMA) Annual Meetings & Town Hall Industry Event
- 3/27/2023 ConferenceDirect Annual Partner Meeting 2023 - Louisville
- 3/28/2023 Seatrade Cruise Global - Fort Lauderdale, FL - 2023
- 3/28/2023 Glam Lounge - ConferenceDirect Annual Partner Meeting 2023
- 3/30/2023 Meeting Professionals International Chicago Chapter- Global Meetings Industry Day
- 3/30/2023 Gamma Phi Delta Sorority, Inc. 18th South Atlantic Regional Conference (Greenville, SC)
- 3/31/2023 Chicago Mission Spring - Client Event

3. **FAMS AND SITES (In-Market)**

These activities occur in-market and consist of hosting clients/meeting planners, tour operators and journalists to the destination. These site visits or Familiarization Tours (FAMs) allow these different audiences to experience the destination and the many products that Hillsborough County has to offer. The goal of these site visits and FAMs is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members host site visits and FAMs across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Our sales and marketing teams produced and attended **84 In-Market Events** in the quarter:

Date	Event Name
1/3/2023	Southeastern Association of Advisors for the Health Professions (SAAHP) Planning Site
1/9/2023	American Society of Regional Anesthesia and Pain Medicine (ASRA) Site Visit
1/10/2023	Dept of Defense site
1/10/2023	Marriott Global Account Lunch Presentation
1/12/2023	International Warehouse Logistics Association - Site Visit
1/12/2023	Church of the Nazarene - Planning Site (December)
1/17/2023	Tomeka Jones FAM
1/18/2023	Bank Insurance & Securities Association (BISA), Site Visit
1/18/2023	IMA (Institute of Management Accountants) Site Visit
1/18/2023	SITE Southeast - Client Event
1/19/2023	The Forum Welcome Reception- Activation
1/19/2023	Marriott Mid-Atlantic Global Sales - Sales Presentation
1/20/2023	Florida Association of Collegiate Registrars & Admission Officers - Site Visit
1/20/2023	Blacks In Government Reception 2023
1/23/2023	Joint Conference of Startel National Users Group (SNUG) Site Visit
1/25/2023	Gerontological Society of America (GSA) Planning Site
1/25/2023	Destinations International
1/26/2023	2023 Gasparilla FAM

1/26/2023 AAA Site
 1/26/2023 Gasparilla FAM- ConferenceDirect
 1/26/2023 Gasparilla FAM- Orthopaedic Trauma Association
 1/26/2023 Gasparilla FAM- American Orthopaedic Society for Sports Medicine
 1/26/2023 Gasparilla FAM- American Society of Colon and Rectal Surgeons
 1/26/2023 Gasparilla FAM- American Bar Association
 1/26/2023 Jill Johnson - Gasparilla
 1/26/2023 Jennifer Whiting - Gasparilla
 1/27/2023 Unlock Tampa Bay Destination Activation- Gasparilla FAM Gifting
 1/27/2023 Gasparilla FAM 2023
 1/28/2023 Gasparilla - Trent Corcia, Citation Jet Pilots
 1/28/2023 Gasparilla - Marc Castells, Syniverse
 1/28/2023 Gasparilla - Beth Satter, BluePearl Veterinary
 1/28/2023 Gasparilla - Adam Freehling, PSCU
 1/28/2023 Accessible Gasparilla Brunch
 1/29/2023 Visit Tampa Bay Global Destination Education Mex & Bra 2023- Leisure FAM
 1/30/2023 American Society of Colon and Rectal Surgeons Overflow Hotel Sites
 1/31/2023 FL Public Relations Association - Site Visit
 2/2/2023 Association of Destination Management Executives International - Opening Night Reception
 2/2/2023 Restaurant Facility Management Association
 2/3/2023 Alpha Kappa Alpha - VIP Reception
 2/3/2023 115th Alpha Kappa Alpha Sorority, Incorporated Founders' Day Reception
 2/3/2023 Alpha Kappa Alpha Sorority, Inc. - February '23 Site Visit
 2/5/2023 La Republica Colombia FAM
 2/6/2023 Forward Selection - Site
 2/7/2023 Cortland Prime - Planning Site
 2/7/2023 Association of Zoo & Aquariums, Site Visit
 2/8/2023 Castellum Ixchele Ecuador Webinar- Sales Presentation
 2/8/2023 Marine Retailers Association of the Americas - Planning Site
 2/9/2023 Marine Retailers Association of America (MRAA) - Site
 2/13/2023 American College of Trust & Estate Counsel, Site Visit
 2/13/2023 Florida Surplus Lines Association, Site Visit
 2/13/2023 Florida Surplus Lines Association Site Visit
 2/15/2023 Petit Fute FAM 2
 2/15/2023 Hotelbeds 2023 - Webinar Mexico & Colombia
 2/17/2023 Taima Ramsey Influencer FAM
 2/20/2023 HPN Global 2023 Annual Partner Conference Planning Site
 2/23/2023 Scottish Sun FAM 2
 2/24/2023 Maritz site and lunch - Tasha Arieff American Conference of Academic Deans
 2/27/2023 AVID 2023 Summer Institute Planning Site
 2/27/2023 Specialty Networks - Site
 2/28/2023 Myasthenia Gravis Foundation of America Site Visit
 3/4/2023 AAA Travel Expo 2023 - Tradeshow - Tampa
 3/6/2023 Maritz site and lunch - Elizabeth Pardillo
 3/8/2023 Site- Advanced Medical Integration
 3/8/2023 Unlock Tampa Bay Destination Activation- AMDA social kickoff
 3/8/2023 HEUG - Site Visit
 3/8/2023 Florida Society of Association Executives Tampa Roundtable - Barrymore

- 3/9/2023 Federation of Tax Administrators Site
- 3/13/2023 Baker McKenzie Site
- 3/13/2023 RxBenefits SKO 2024 - Site Visit
- 3/14/2023 2024 Infinity Executive Forum Site Visit
- 3/16/2023 Unlock Tampa Bay Destination Activation- Valspar Championship Booth
- 3/16/2023 American Academy of Dermatology (AAD) Pre-Promote
- 3/17/2023 Gamma Theta Omega (Alpha Kappa Alpha Sorority, Inc. Tampa Chapter) Chapter Retreat - Site Visit
- 3/19/2023 Innings Festival
- 3/20/2023 Digital Bond Site
- 3/20/2023 ServPro Industries - Planning Site
- 3/21/2023 CoreTrust Site
- 3/21/2023 Dave Lee Feastio/Go Backpacking FAM
- 3/24/2023 Associated Air Balance Council - CxEnergy Site, Tampa
- 3/25/2023 Church of God in Christ Auxiliaries in Ministry (COGIC AIM) - Planning Site
- 3/27/2023 National Center for Employee Ownership - Planning site
- 3/29/2023 Families Love Travel FAM
- 3/29/2023 Rosie Fluskey FAM
- 3/31/2023 Every Tribe Every Nation - Site

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 2 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
- Target conventions displaced by Austin convention center closing and expansion
- 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 Hotel Riverwalk
- Refresh and update medical meetings materials
- Utilize incentive programs to secure meetings and conventions during need periods
- Participate in evaluation of convention center expansion and new HQ 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
- Develop Summer client FAM event exclusive for Westshore District hotel participation

- 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 March 2023

Delivery of over 1M searched room nights drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives:

- Total estimated campaign revenue to date*: \$20,225,471.09
- Total estimated campaign room nights to date*: 78,183
- Searched room nights*: 1,081,357
- ADR*: \$259
- Travel Window:
 - Adara Impact:
 - 10.2 days first book to search
 - 26.5 days book to arrival
- Top Hotel Origin DMAs: No change MoM
 - Tampa
 - Orlando
 - New York City
 - Miami
 - Ft. Myers
- Top Flight Origins: No change MoM
 - Boston (BOS)
 - New York (JFK)
 - Chicago (CHI)
 - Detroit (DTT)
 - Newark (EWR)

Out-of-State (OOS) Campaign

The FY23 OOS Campaign influenced incremental visitation, spending, and room nights in Hillsborough County

Objectives:

- Continue to grow awareness for Tampa Bay as a must-see Florida destination
- Position Tampa Bay as a desired lifestyle destination

Target Audiences:

- Affluent, leisure travelers (A25-54 w/ HHI \$100k+, leisure travel)
- Active Adventures, Culture Seekers

Strategy:

- Multi-mix platform allows for a stronger frequency and to build consideration so we can convert down the funnel to visit and stay in Tampa Bay

Market Selection:

- Hone-in on our most opportunistic fly markets, building off the seeded awareness invested in over the last few years

- Prioritize top 1 and 2 tier markets and continue to build market share
- Winter Priority (Fly) & DMA Rank
 - New York, #1
 - Chicago, #3
 - Philadelphia, #4
 - Dallas-Ft. Worth, #5
 - Washington, D.C., #9 (Recent addition)
 - Boston, #10

The FY23 OOS recap will be included in the Q3 report.

U.K. Campaign

The FY23 U.K. Campaign focused on the additional direct flights to Tampa Bay. Virgin Airlines now provides service capturing UK/London residents interested in travel from Heathrow or Gatwick

Objectives:

- Increase awareness of the Tampa Bay region during a key planning/booking season of U.K. travelers

Target Audiences:

- Affluent, leisure travelers, winter sun seekers (A 25-54)

Market:

- London

Timing:

- January-April 2023

The FY23 U.K. recap will be included in the Q3 report.

Meetings Campaign

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

- 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 2M+ digital impressions and over 53K clicks to TampaMeetings.com, generating an initial campaign CTR of 2.60% from October 2022 - March 2023

Including print circulation, the overall impressions totaled 2.88M+

Make It Tampa Bay (MITB) Campaign

The FY23 MITB Campaign's mission is to attract jobs and capital investment to Hillsborough County

Objectives:

- Generate awareness of Tampa as the ideal city for skilled, professional Millennials in key industries who are considering relocation
- Generate awareness of Tampa as the ideal, business friendly location among young CEOs/Entrepreneurs considering corporate relocation of their business

Target Audience:

- Educated, young professionals (25-35 years old) looking for a city that offers a great quality of life; where they can find career opportunities and feel like they're on vacation all year round
- Key 2023 Career Sectors:

- Healthcare/Health IT
- Financial Services
- Tech & Cyber Security

Market Selection:

- Target markets rank high in both relocation and leisure travel
 - Primary: Boston, Chicago, New York
 - Secondary: Washington D.C. (Paid social/SEM only)
 - Test: San Francisco (SEM only)

Website Traffic:

- March/April site traffic is up 158% in users vs. Period prior, January/February
 - 27k users vs. 10.6k users
 - 99% are new users
 - Top cities include New York, Chicago, Boston

Social:

- 5M impressions hit on the Meta/LinkedIn campaigns and 4,000 clicks

CTV/Audience Extension:

- 4M impressions hit on the CTV/Audience extension campaign and 1,700 verified visits

Audio:

- 4.5M impressions delivered

Elevator/Lobby:

- 8.3M impressions delivered

Digital Direct (Forbes):

- 2.6M impressions delivered and exceeding CTR benchmarks

The FY23 MITB Campaign results through April 30th:

Website Traffic:

- March/April site traffic is up 158% in users vs. Period prior, January/February
 - 27k users vs. 10.6k users
 - 99% are new users
 - Top cities include New York, Chicago, Boston

Social:

- 5M impressions hit on the Meta/LinkedIn campaigns and 4,000 clicks

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Elevator/Lobby:

- 8.3M impressions delivered

Digital Direct (Forbes):

- 2.6M impressions delivered and exceeding CTR benchmarks

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$6,701,071 of Added Media Value** for the quarter.

Publication Name	Headline
Grazien Magazine	ONE FINE STAY: THE EDITION HOTEL OPENS IN TAMPA 10/22
headforpoints.com	Review: the Tampa EDITION, the first five-star hotel in the city 11/22
offalyexpress.ie	5 reasons Tampa makes a great city break 11/22
sports.yahoo.com	Why Tampa, Florida is the blazing beach-and-city break you've never thought of 11/22
Independent.co.uk	Why Tampa, Florida is the blazing beach-and-city break you've never thought of 11/22
Tampa Bay Times Online	Coming to Tampa: A track where drivers can go up to 168 miles per hour

Fox 13 News thetravel.com	'Luggage Angel' rewarded for good deed The Ultimate Travel Guide To Tampa & Things To Do There How To Get A Preschool Pass, Free Admission, To SeaWorld, Busch Gardens and Aquatica Orlando
WFTS-TV ABC Action News (online) patch.com	Florida Museum Of Photographic Arts Relocating + School Boundaries
WWSB ABC Sarasota	Columbia Restaurant on Suncoast View
Wanderlust	Tampa Mentions in Wanderlust UK Magazine
Wanderlust	Wanderlust JC Newman
Travel+Leisure	Tampa Article in Travel + Leisure 10/22
Trips to Discover	13 Best Family Vacations in the South
activerain.com	20 Best Things to Do in Downtown Tampa, FL
Ladevi Argentina	Water Street, nuevo distrito de Tampa Bay
Ladevi Argentina	Ocho tentadoras escapadas rápidas desde Tampa
Ladevi Argentina	Excursiones de un día desde Tampa: escapadas rápidas para hacer en el día
WFTS-TV ABC Action News (online)	Explore Local Restaurants with Tampa Bay Food Tours
Fox 13 News	Gasparilla draws hundreds of thousands of visitors from near and far
Tampa Magazine	Gasparilla 2023 Events Roundup
Tampa Bay Times Online	Photos: Tampa kicks off Gasparilla season with Children's Parade
wfla.com	Your ultimate guide to Gasparilla 2023
WFTS-TV ABC Action News (online)	Take a walk-through past Gasparilla's at the Henry Plant Museum
Bay News 9	Gasparilla 2023: The pirate party master list
wfla.com	Gasparilla: First internationally recognized black fashion designer started in Tampa
wfla.com	Festive Foods for Gasparilla
Fox 13 News	Gasparilla parade returns to Tampa
WFTS-TV ABC Action News (online)	Forbici Modern Italian Celebrating Dry January & Getting Ready for Gasparilla
Yahoo News	Avast! Pirates set to 'invade' Tampa in Gasparilla festival
MSN	Sean Daly Live Mayor Jane Castor ahead of Gasparilla
Yahoo News	Top 15 Tampa Bay area events for the week of Jan. 23-29
Yahoo News	Gasparilla victory parade turns into a pirate party along the Riverwalk
WFTS-TV ABC Action News (online)	The Publix Gasparilla Distance Classic returns in February
MSN	Todo lo que debes saber de la invasión pirata de Gasparilla 2023 en Tampa
Fox 13 News	Tampa Riverwalk among 20 cities nominated for USA Today's best riverwalk
Bay News 9	Tampa Riverwalk faces off in contest against paths from around U.S.
wfla.com	Tampa Riverwalk in running to be the best in America
travelmole.com	Busch Gardens Tampa Bay unveils 2023 events schedule
Bay News 9	Busch Gardens shares details about Mardi Gras celebration
USA Today	Does Disney have military discounts? Yes, and so do these popular theme parks.
Panrotas	Mardi Gras no Busch Gardens Tampa Bay inicia amanhã (14)
travellandleisure.com	This Florida City Is Fast Becoming a Luxury Destination Thanks to One Extraordinary Hotel
Creative Loafing	The 25 Black-owned restaurants in Tampa Bay everyone should know about
attractionsmagazine.com	Busch Garden Tampa Bay's Serengeti Flyer opens Feb. 27
travel3.com.br	Um Ano Novo e Divertido inclui uma viagem para Tampa Bay
ein Herz für Tiere	A Heart for Animals
www.travelawaits.com	My 7 Favorite Restaurants To Experience In Tampa, Florida
Foodie Flashpacker	Where to Find the Best Cuban Food in Tampa, FL 5 Best Places
Foodie Flashpacker	Best Brunches in Tampa 7 Must-try Tampa Brunch Restaurants
That's So Tampa	Tampa to host inaugural Florida Outcoast Convention this summer
thetravel.com	Unwind In Tampa: The 10 Best Hotels For A Relaxing Florida Spring Break Getaway

Bay News 9	Serengeti Flyer swing ride opens at Busch Gardens
Orlandosentinel.com	First look: Serengeti Flyer swings into Busch Gardens Tampa Bay
Bay News 9	Busch Gardens sets opening date for Serengeti Flyer swing ride
Bay News 9	Busch Gardens, Adventure Island looking to fill hundreds of openings
Fox 13 News	Who feeds the animals at Busch Gardens Tampa Bay?
Yahoo News	Terrific Tampa: 5 favorite spots from 'politics for patriots' IG celebrity Rogan O'Handley
Panrotas	Serengeti Flyer é inaugurado no Busch Gardens Tampa Bay Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional.
Ladevi Argentina	Reconocelos com
MSN	The 17 Top Amusement Parks in the U.S. for 2023
usnews.com	The 17 Top Amusement Parks in the U.S. for 2023 (2)
Tampa Bay Business Journal (online)	Port Tampa Bay CEO says downtown's biggest developers may help with cruise study
World Atlas	The 15 Best Cities To Visit In Florida
Fox 13 News	Bugtopia, a new exhibit featuring larger than life bugs opening at ZooTampa
Fox 13 News	How experts learn to understand, communicate with animals
Business Observer	Tampa Riverwalk named second best in nation
wfla.com	Tampa Riverwalk earns No. 2 spot on USA Today's 'America's Top 10 Riverwalks'
wtsp.com	Tampa Riverwalk claims 2nd place among USA Today's 'America's Top 10 Riverwalks'
wtsp.com	Port Tampa Bay group to explore feasibility of Riverwalk expansion
wtsp.com	2023 Publix Gasparilla Distance Classic gets underway this weekend
Fox News Channel	Terrific Tampa: 5 favorite spots from 'politics for patriots' IG celebrity Rogan O'Handley (2)
Tampa Bay Business Journal (online)	Small Giant opens in Water Street Tampa (Photos)
Tampa Bay Times Online	Small Giant, Wine on Water open at Water Street Tampa
Yahoo News	5 things to know about Bouzy, a new Champagne bar in Tampa's Hyde Park Village
Bloomberg News Online	Westin Tampa Hotel Owners Explore \$150 Million Sale
wfla.com	Knight Parade lights up Ybor City through wind and rain
WFTS-TV ABC Action News (online)	The largest illuminated night parade in the South comes to Ybor City
Bay News 9	Ybor City speakeasy highlights history and food at Madame Fortune's
Spectrum News 13	Stroll the streets of Ybor City on a walking tour
Bay News 9	Newman cigar family plans new Ybor City district
Fox News Channel	Tampa is birthplace of the Cuban sandwich, American culinary classic flavored by many cultures (2.28)
Tampa Bay Times Online	Time names Tampa on 'World's Greatest Places' list. Here's how people are reacting.
The Free Press	The Boom Times In Tampa Help The City Land On Time's "World's Greatest Places" List
time.com	THE WORLD'S GREATEST PLACES OF 2023
The Compass	A Guide to St. Petersburg, Florida
Forbes	Bern's Restaurant In Tampa Is One Of The World's Best Steakhouses
money.com	BEST PLACES TO TRAVEL 2023
Axios	Your guide to Tampa Bay's best breweries
AviationPROS.com	Tampa International Airport Breaks Daily Passenger Record
TravelPulse.com	Busch Gardens Tampa Bay Unveils Details for Food & Wine Festival
WFTS-TV ABC Action News (online)	A World of Taste Awaits at Busch Gardens Food & Wine Festival, On Now!
WFTS-TV ABC Action News (online)	Red tide? No problem—spring break alternatives across Tampa Bay
Newsday.com	Flights to take out of MacArthur Airport: Tampa, Orlando and more
wfla.com	ZooTampa extending hours on weekends during spring break season
Bay News 9	Bugtopia's insects and shrink machine await at ZooTampa
wtsp.com	ZooTampa at Lowry Park voted among USA Today's Top 10 zoos in the US

newsbreak.com	ZooTampa at Lowry Park is Worth the Trip, Even in the Dead of Summer
WFTS-TV ABC Action News (online)	Documentary 'Path of the Panther' showcases Florida's endangered species
USA Today 10Best	Top zoos in the US? USA TODAY 10Best reveals 2023 Readers' Choice Awards
WTVT Fox 13	The Florida Aquarium is offering a unique underwater tour
Yahoo News	Aquarium animals get sweet treat in spirit of Florida Strawberry Festival
Tampa Bay Times Online	Extend Tampa's Riverwalk behind the cruise ship terminal Column
newsbreak.com	Must-Do Activities for a Memorable Trip to Tampa, Florida
wfsp.com	Tampa lands on Time's 'World's Greatest Places 2023'
wfla.com	Tampa named one of World's Greatest Places by TIME
Tampa Bay Times Online	Nashville to Tampa: Hey, nice Riverwalk you got there. How'd you do it?
WFTS-TV ABC Action News (online)	Tampa's River O' Green celebration takes place today
Tampa Bay Times Online	Your guide to a busy spring break week in Tampa Bay
wfla.com	Tampa Riverfest returns this summer. Here's what to expect
Yahoo News	https://www.yahoo.com/lifestyle/24-best-weekend-getaways-florida-120000486.html
travelandleisure.com	24 Best Weekend Getaways in Florida (2)
Tampa Bay Times Online	5 things to know about The Pearl, a new restaurant at Water Street Tampa
Worth	Tampa Rising
The Times	'We won our case against Turkish Airlines. Why are we waiting for our refund?'
WFTS-TV ABC Action News (online)	JOTORO Kitchen & Tequila Bar is a Mexican Mash-Up, Spicing Up Sparkman Wharf
WTVT Fox 13	Tampa named by TIME Magazine as one of the 'World's Greatest Places'
The U.S. Sun	Why you should ditch Orlando for another Florida hotspot – with new direct UK flights
Tasting Table	Florida's Oldest Restaurant Is Also The World's Largest Spanish Restaurant Read More: https://www.t
Tasting Table	The Cuban Sandwich Rivalry That Turned Into A Yearly Festival Read More: https://www.tastingtable .
Yahoo News	Tampa's treasured 'Cigar City' culture enjoys revival as tourists, newcomers flock to Florida
Fox News Channel	Tampa's treasured 'Cigar City' culture enjoys revival as tourists, newcomers flock to Florida (2)
fsmagazine.com	Hotel Haya in Ybor City Names Eric McHugh Executive Chef
Virgin	Seven sunny reasons to visit Tampa, Florida
Fox News Channel	Tampa is top of mind: Where to go, what to eat, and why you should visit before it's too late

Visit Tampa Bay generated **98 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Date	Headline
1/3/2023	Santiago Corrada NYE CW44
1/4/2023	LGTBQ+ Seminar pre-event coverage 10/22
1/4/2023	Virgin Atlantic job applications double after male crew allowed to wear skirts 11/22
1/4/2023	Virgin Atlantic launches first 'eco' flight from London to Florida 11/22
1/4/2023	Hello Tampa Bay 11/22
1/4/2023	Virgin Atlantic debuts newest aircraft on inaugural Tampa Bay service 11/22
1/4/2023	Heathrow must be ready to provide 'stellar' passenger service for Christmas getaway, says Virgin Atl HELLO TAMPA BAY! VIRGIN ATLANTIC MARKS DOUBLE CELEBRATION AS ITS NEW A330neo TOUCHES DOWN IN 11/22
1/4/2023	Virgin Atlantic boss braces for economic turbulence 11/22
1/4/2023	Virgin Atlantic job applications double after end to gendered uniforms 11/22
1/4/2023	Virgin Atlantic touches down in Tampa Bay 11/22
1/4/2023	Virgin Atlantic launches London-Tampa route 11/22

1/4/2023 Virgin Atlantic makes Tampa Bay third destination in Florida 11/22

1/4/2023 Virgin Atlantic will be 'mindful and observant' of cost-of-living crisis 11/22

1/4/2023 Tampa Welcomes Virgin Atlantic's New Nonstop London Heathrow Service 11/22

1/4/2023 Tapping into Tampa: There are now direct Virgin Atlantic flights from Heathrow to this vibrant 11/22

1/4/2023 Discovering the joys of Tampa in Florida 11/22

1/4/2023 Shai Weiss: the Virgin Atlantic boss taking flight again after the pandemic 11/22

1/4/2023 More flights to Florida after Heathrow take-off slots change hands due to Ukraine war 11/22

1/4/2023 More flights to Florida after Heathrow (2) take-off slots change hands due to Ukraine war 11/22

1/4/2023 Virgin looking to increase connectivity across network 11/22

1/4/2023 Transatlantic travel booms following US border reopening 11/22

1/4/2023 Santiago Corrada of Tampa Bay details the amazing progress made with tourism 11/22

1/4/2023 From Scotland and Greece to a James Bond sensory experience: These are the best sustainable 11/22

1/4/2023 Top foodie spots in newly Michelin Guide-approved Florida 11/22

1/5/2023 Santiago Corrada on Accessible Meetings

1/5/2023 Tampa, KS in Marion County Record

1/12/2023 Tampa, KS KSCW 12.4.22

1/18/2023 Tampa, KS KSNF 12.13.22

1/18/2023 Tampa, KS FOX 13 12.10.22

1/18/2023 Tampa, KS WOOD 12.11.22

1/18/2023 Tampa, KS WESH 12.8.22

1/18/2023 Tampa, KS KNWA 12.8.22

1/18/2023 Tampa, KS KTAL 12.8.22

1/18/2023 Tampa, KS WBAL 12.8.22

1/18/2023 Tampa, KS KWCH 12.8.22

1/18/2023 Tampa, KS WSLS 12.8.22

1/18/2023 Tampa, KS WTSP 12.9.22

1/18/2023 Tampa, KS WFLA 12.7.22

1/18/2023 Tampa, KS KSDK 12.7.22

1/18/2023 Tampa, KS KSHB 12.7.22

1/18/2023 Tampa, KS KCRA 12.7.22

1/18/2023 Tampa, KS WHO 12.7.22

1/18/2023 Tampa, KS NBC10 12.7.22

1/18/2023 Tampa, KS WPTV 12.7.22

1/18/2023 Tampa, KS WTTV 12.7.22

1/18/2023 Tampa, KS WTVJ 12.7.22

1/19/2023 Tampa, KS KRBC 12.7.22

1/19/2023 Tampa, KS WDIV 12.7.22

1/19/2023 Tampa, KS WBBH 12.7.22

1/19/2023 Tampa, KS KSNT 12.7.22

1/19/2023 Tampa, KS KNDO 12.8.22

1/19/2023 Tampa, KS WLQP 12.8.22

1/19/2023 Tampa, KS WPMI 12.8.22

1/19/2023 Tampa, KS KAIT 12.13.22

1/27/2023 It's A Tampa Thing! Tampa, Florida Welcomes Entire Town Of Tampa, Kansas For Vacation.

1/27/2023 VISIT FLORIDA Highlights Incredible Year for Florida Tourism

1/27/2023 The Florida Aquarium Sets Attendance Record

1/27/2023 Visit Tampa Bay Launches Largest Out-of-State Winter Campaign

1/27/2023 Bucs hosting playoff game could mean boost in local economy

1/27/2023 Children’s Gasparilla Parade returns to Tampa: Here’s what to expect

1/30/2023 Editor's picks: Things to know, including a Caroline Weldon portrait of Sitting Bull for sale in Cle

1/30/2023 https://www.mercadoeventos.com.br/_destaque_/slideshow/aviareps-passa-a-ser-representante-de-visit-

1/30/2023 Visit Tampa Bay anuncia Aviareps como representante no Brasil

1/30/2023 Visit Tampa Bay anuncia Aviareps como representante no Brasil (2)

1/30/2023 Visit Tampa Bay Appoints AVIAREPS as Representative Office in Brazil

1/30/2023 Hillsborough County hotels hit \$1 billion in annual taxable revenue

1/30/2023 Florida: Offering Everything from Theme Parks to Beaches

1/31/2023 Hillsborough County hits \$1B in hotel revenue for 2022

1/31/2023 Hillsborough County hotel revenue achieves record-breaking billion dollar goal

2/14/2023 Tampa still feeling impact of Super Bowl LV 2 years after being host city

2/14/2023 Tampa, Sarasota among the strongest growth in hotel revenue

2/14/2023 Hillsborough County hit \$1B in hotel revenue, local businesses feel the impact (Video)

2/14/2023 Hillsborough County hit \$1B in hotel revenue, local businesses feel the impact

2/14/2023 With international travel returning, Hillsborough posts record-setting travel numbers

2/14/2023 Hillsborough County hit \$1B in hotel revenue, local businesses feel the impact (2)

2/14/2023 Understanding the 'Tom Brady effect' in Tampa Bay after his retirement

2/14/2023 Tom Brady's influence on Tampa Bay business, tourism

2/14/2023 \$2M DOOH campaign promotes Tampa Bay tourism

2/14/2023 Power 100: Meet Tampa Bay’s most influential leaders of 2023

2/28/2023 MILLION-DOLLAR FLIGHT

2/28/2023 The Tampa Edition, Tampa Fresh Foods among Urban Excellence Award winners

2/28/2023 Attendees flock to events in coastal Florida

2/28/2023 DF Quick Trips Meetings Feb. '23

2/28/2023 VTB Meetings Ad Jan. 23

2/28/2023 Florida's Rising Star

2/28/2023 NatGeo Meetings Ad

2/28/2023 Meetings Ad Associations Now Winter '23

3/9/2023 Santiago Spring Training FOX 13 2.21.22

3/13/2023 Tampa neu mit ganzjährigem Direktflug

3/20/2023 Visit Tampa Bay launches new campaign for young professionals

3/20/2023 “Todo lo mejor de la Florida lo encuentran en Tampa”

3/20/2023 Waterfront Venues and Attractions in Tampa, St. Petersburg and Clearwater

3/20/2023 Visit Tampa Bay to sponsor CLIA Conference and Cruise Forum (2.28.23)

3/20/2023 CLIA UK, Visit Tampa Bay announce events partnership (2.28.23)

3/20/2023 ITB Berlin is the meeting place of the international LGBTQ+ travel industry again

3/20/2023 Tampa to welcome 30,000 this July from historic Black fraternity with long tradition of perseverance

3/31/2023 Unlock Tampa Bay, the heart of Florida’s Gulf Coast

7. **TOURISM ADVOCACY**

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

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

Date	Event Name
1/2/2023	ReliaQuest Bowl Bash & On-Field Recognition
1/7/2023	eMBA Program Presentation, USF
1/10/2023	Shain Collins, Invest

1/13/2023	Commissioner Joshua Wostal
1/17/2023	Commissioner Cameron Cepeda
1/25/2023	Jennifer Jurgens, Meetings Today Magazine
1/28/2023	VIP Gasparilla Experience 2023 Brunch
2/1/2023	Hillsborough Legislative Delegation Meeting
2/2/2023	Lee Bee, Ybor City Chamber of Commerce
2/12/2023	Colombia Mission
2/21/2023	Bob Warchola, Shumaker, Loop & Kendrick, LLP
2/21/2023	Ron Pierce, RSA Consulting Group, LLC
2/22/2023	Secured Finance Network
2/27/2023	TTG Florida Fest Interview
3/11/2023	Tampa Takeover in Norwich City
3/16/2023	MBA Program Presentation, USF
3/21/2023	Senator Ed Hooper
3/21/2023	Destinations Florida Board of Directors
3/21/2023	Representative Adam Anderson
3/22/2023	Florida Attractions Industry Briefing
3/22/2023	Leda Kelly, Chief of Staff FL Dept of Transportation
3/22/2023	Stephanie Kopelousos, Legislative Affairs Director for Gov DeSantis
3/22/2023	Representative Kimberly Berfield
3/22/2023	Representative Dianne Hart
3/22/2023	Representative Michele Rayner-Goolsby
3/22/2023	Senator Jay Collins
3/22/2023	Senator Jim Boyd
3/22/2023	Representative Susan Valdes
3/22/2023	Representative Mike Beltran

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

Date	Event Name
1/4/2023	Radio Frankfurt
1/4/2023	Cindy Stuart, Clerk of the Circuit Court
1/5/2023	Martin Luther King, Jr. Gala
1/11/2023	Mayor Jane Castor & Sarah Cole - Glazer Children's Museum
1/11/2023	Financial Executives International Presentation
1/16/2023	Tampa Organization of Black Affairs (TOBA) MLK Leadership Breakfast
1/19/2023	Rhea Law, President of USF - Inauguration & Reception
1/24/2023	UT Business Network Symposium
1/25/2023	Franciscan Center Board of Directors
1/27/2023	Tampa Bay Sneaker Soiree
1/30/2023	John Grandoff, Hill Ward & Henderson
1/31/2023	Ed Turanchik, Cross Bay Ferry
2/7/2023	James Ransom, Tampa Organization of Black Affairs

2/9/2023	Fresh from Florida Breakfast
2/10/2023	State of the Region Community Event
2/10/2023	Bob Clark, Tampa Steel Erecting Co.
2/10/2023	Sophia Hock, DI EDI Assessment Report Discussion
2/15/2023	Dr. Alexis Mootoo, EI & Unconscious Bias - Team DEI Mini-Series
2/16/2023	Tampa Bay Wave's Grand Opening
2/20/2023	Cultural Assets Grants
2/22/2023	Hillsborough County Special Events Partnership Grants Program
2/22/2023	Tampa Soulwalk Media Launch
2/22/2023	Hillsborough Tax Dollars Advocacy Strategy Discussion
2/22/2023	Charlotte Regional Alliance
2/28/2023	Lisette Campos, Tampa Chamber of Commerce
3/14/2023	Gamma Phi Delta Sorority Taping
3/14/2023	Centro Asturiano de Tampa Video & Taping
3/15/2023	Carl Harness, Uptown Music Festival
3/21/2023	Tourism/Hillsborough Day
3/24/2023	Dr. Shirley Davis, Chamber Women of Influence
3/29/2023	Karl Sprague, Sprague Associates Inc.
3/29/2023	Amalie Arena and Raymond James

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 **1,118 Referrals** to local businesses. We produced **16 Local Industry and Partner Tourism Events** and Attracted **44 New Partners** in the Quarter.

Date	Event Name
1/14/2023	Unlock Tampa Bay Destination Activation - African American Heritage Festival
1/14/2023	Tampa Bay Black Heritage Festival 2023
1/16/2023	Martin Luther King Parade 2023
1/16/2023	43rd Annual TOBA Dr. Martin Luther King, Jr. Leadership Breakfast
1/18/2023	Partnership Orientation - January 2023
1/19/2023	Business by the Bay - Centro Asturiano de Tampa
2/1/2023	Business by the Bay - Peterbrooke Chocolatier Tampa Downtown
2/7/2023	Keys to Success - Busch Gardens
2/13/2023	Unlock Tampa Bay Destination Activation- Valentine's Day (Hampton Chocolate)
2/22/2023	GET 2.22.23 Visit Tampa Bay Private Training
2/24/2023	Unlock Tampa Bay Destination Activation- Bloom on Franklin Local Legacy Event
3/3/2023	Black Brown College Bound (BBCB) Summit 2023
3/8/2023	Business by the Bay - Willa's & Willa's Provisions
3/9/2023	ONYX Magazine's Women On The Move (Winter Park, FL)
3/18/2023	Marriott Convention Resort Network Customer Event
3/31/2023	Client Event Chicago

10. **AWARDS AND RECOGNITION**

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

HSMIAI Adrian Awards

Entry Title: Accessibility – Influencers	Award: Gold
Entry Title: Accessible Travel in Tampa Bay	Award: Silver
Entry Title: “Meet Confidently” campaign	Award: Bronze
Entry Title: Unlock the Block	Award: Bronze

AMA Marketer of the Year Awards

Entry Title: Tampa Kansas to Tampa Bay
Entry Title: Disability Pride Month

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

05/31/23
Date