

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 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)	\$4,368,516
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$

Tourist Development Tax Funds Received Since October 1, 2022 **\$18,620,548**

1. **SALES**

Convention Sales generated **125,401 Definite Room Nights** which will result in **\$97,441,850 Estimated Economic Impact** to the Community. In Quarter 3, **83,484 Room Nights Actualized** resulting in **\$54,204,075 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 **36 Out-of-Market Events** in the quarter:

Date	Event Name
4/17/2023	Colombia Sales Mission 2023 - Sales Presentation - Medellin, Colombia
4/17/2023	Colombia Client Event - Tampa Takeover Medellin 2023
4/18/2023	Visit Florida New York City Media Mission
4/19/2023	Colombia Sales Mission 2023 - Sales Presentation - Cali, Colombia
4/20/2023	Colombia Sales Mission 2023 - Sales Presentation - Barranquilla, Colombia
4/25/2023	Philly Culinary Media Mission
4/26/2023	Alpha Kappa Alpha Sorority, Inc. – 70th South Atlantic Regional Conference (Orlando, FL)
4/26/2023	Society of Surgical Oncology Virtual Presentation
4/30/2023	Chicago (3/31/2023) - Client Event
5/3/2023	HelmsBriscoe Annual Business Conference - Industry Event - Denver
5/3/2023	HelmsBriscoe Annual Business Conference - Trade Show - Denver
5/4/2023	Association Meeting Professionals (AMPs) Annual Golf - Industry Event - Alexandria, VA
5/5/2023	Helms Briscoe Amy Martel's Team Breakfast, Denver, CO
5/10/2023	MICHELIN Guide Event
5/17/2023	Morton's - Visit Tampa Bay Luncheon
5/17/2023	RPM Italian - Visit Tampa Bay Reception
5/18/2023	Landini Brother's - Visit Tampa Bay Luncheon
5/19/2023	Society of Government Meeting Professional - Board In Person Meeting (SGMP), Raleigh, NC
5/20/2023	IPW - Tradeshow - San Antonio - 2023
5/21/2023	International Pow Wow (IPW) - Trade Show - San Antonio, TX

5/24/2023	PCMA Phillies Businessperson's Special 2023 - Industry Event - Philadelphia, PA
5/30/2023	Fraternity Executives Association Annual Conference, Tradeshow
5/31/2023	Destinations Florida
6/5/2023	Association Management Company (AMC) Institute Engage - Trade Show - Orlando, FL
6/5/2023	AMC Institute AMC's Engaged - Industry Event - Oklahoma City, OK
6/6/2023	Society of Government Meeting Professional - Annual Meeting (SGMP), Bloomington MN
6/9/2023	Black Travel Expo 2023 - Industry Event - Atlanta, GA
6/12/2023	Meeting Professionals International World Education Congress, Trade Show, Mexico
6/12/2023	Meeting Professionals International -World Education Conference - Industry Event - Mexico
6/25/2023	Professional Convention Management Association (PCMA) EduCon - Industry Event - Montreal Canada
6/30/2023	Georgia Society of Association Executive Annual Conference '23 (5/31/23)- Tradeshow - Charleston, SC
4/17/2023	Colombia Sales Mission 2023 - Sales Presentation - Medellin, Colombia
4/17/2023	Colombia Client Event - Tampa Takeover Medellin 2023
4/18/2023	Visit Florida New York City Media Mission
4/19/2023	Colombia Sales Mission 2023 - Sales Presentation - Cali, Colombia
4/20/2023	Colombia Sales Mission 2023 - Sales Presentation - Barranquilla, Colombia
4/25/2023	Philly Culinary Media Mission
4/26/2023	Alpha Kappa Alpha Sorority, Inc. – 70th South Atlantic Regional Conference (Orlando, FL)
4/26/2023	Society of Surgical Oncology Virtual Presentation

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

Date	Event Name
4/4/2023	Alpha Kappa Alpha Sorority, Inc. - April '23 Site Visit
4/7/2023	Information Display and Entertainment Association (IDEA) – Site Visit
4/9/2023	International City/County Management Association (ICMA) Planning Site
4/10/2023	Sangie Martins Influencer FAM
4/10/2023	Miami Turistico 2023 Influencer FAM
4/11/2023	Flooring Markets Site
4/11/2023	Church of the Nazarene - Planning Site (April 2023)
4/11/2023	Modern Language Association - Site
4/13/2023	Travel Weekly - Virtual Webinar
4/14/2023	Emergency Nurses Association Site pre HMCC
4/14/2023	HMCC EduFAM 2023
4/14/2023	IMN Solutions (HMCC-2023) Sarah Gillian- Site
4/14/2023	American College of Preventative Medicine (HMCC-2023) Cara Molinari- Site
4/14/2023	Syneos (HMCC-2023) Becky Cavanaugh- Site
4/14/2023	Emergency Nurses Association (HMCC-2023) Angela Jonker- Site
4/14/2023	Orthopedic Education Network (HMCC-2023) Ashley Pruitt Site
4/14/2023	American College of Rheumatology (HMCC-2023) Dawn Mc Evoy Site
4/14/2023	Meeting Expectations (HMCC-2023) Jen Sanford, Site

4/14/2023 Maritz Global Events (HMCC-2023) Laura Purewal, Site

4/14/2023 Data Trace Management Services (HMCC-2023) Sally Ross, Site

4/14/2023 Healthcare Meeting Compliance Certificate (HMCC-2023) Dusty Korbel, Site

4/14/2023 Healthcare Meeting Compliance Certificate (HMCC-2023) Matt Wales, Site

4/14/2023 American Society of Regional Anesthesia & Pain Medicine (HMCC-2023) Linda Hogan, Site

4/14/2023 Medical Group Management Association (HMCC-2023) Megan Finnell, Site

4/14/2023 American Osteopathic Association (HMCC-2023) Dawn Amankane, Site

4/14/2023 American Society of Consultant Pharmacists (HMCC-2023) Erik Koster, Site

4/14/2023 Association Management Center (HMCC-2023) Colleen Bagnasco, Site

4/15/2023 VIP Wholesaler FAM 2023 Taylor Swift - Leisure FAM

4/15/2023 Canadian Individual Press Trip FAM

4/16/2023 American Academy of Dermatology - Planning Site

4/16/2023 Lansing Building Products

4/17/2023 Travel Weekly Destination Ambassador #1 FAM 2023 - Leisure FAM

4/17/2023 American Volleyball Coaches Association - Planning Site

4/17/2023 International Association Financial Crime Investigators (IAFCI) Planning Site

4/17/2023 Vizient, Inc. Planning Site

4/19/2023 Unlock Tampa Bay Destination Activation- Earth Day Market

4/20/2023 National Association of Buffalo Soldiers & Troopers Motorcycle Club - April Visit

4/21/2023 Dicas de Nova York

4/23/2023 Inhabit InCon, Site Visit

4/24/2023 American College of Foot and Ankle Surgeons - Planning site

4/25/2023 Research Electronic Data Capture, Site Visit Tampa

4/25/2023 ACA Compliance Group - Site Visit

4/25/2023 Shared Assessments - Site Visit

4/26/2023 VF Influencer FAM (Mexico & Colombia)

4/27/2023 Skiers Choice, Site Visit Tampa

4/27/2023 Unlock Tampa Bay Destination Activation- Florida College Access Network

4/27/2023 Meeting Professionals International (MPI) Tampa Meetings Academy

4/30/2023 Good Housekeeping - Rhonda Carrier & Tracey Davies

4/30/2023 Global Munchkins (3/30/2023) - FAM

5/2/2023 Marella Discovery Cruise Activation - Tradeshow - Port Tampa

5/3/2023 7 Jours - Malik Cocherel

5/4/2023 Zarticon Reception

5/4/2023 Unlock Tampa Bay Destination Activation- Clean Air Fair

5/9/2023 Travel Weekly Destination Ambassador #2 FAM 2023 - Leisure FAM

5/10/2023 Laura Kassab FAM

5/11/2023 AAA Independent Travel Advisors FAM 2023 - Leisure FAM

5/11/2023 Naat Batt 2025 Site Visit

5/12/2023 Fidelity WI CAPS ELT Meeting - Site Visit

5/12/2023 The J3-International Partner Nation Representatives - Annual Dining Out

5/12/2023 Southern Carlson Site Visit

5/15/2023 Travel Weekly Visit Florida's Advisor Ambassadors - Virtual Webinar

5/15/2023 United Bikerz Jamboree - Press Conference

5/15/2023 American Volleyball Coaches Association - Planning Site May 2023

5/15/2023 Teaching English to Speakers of Other Languages (TESOL) Planning Site

5/16/2023 Church of God Ministires - Planning Site

5/17/2023 Colareo COPA Airlines Colombia Travel Agent FAM 2023 - Leisure FAM

5/17/2023 East Coast Migrant Head Start Project, Site Visit
5/17/2023 Suwannee River Area Health Education Center - Site
5/17/2023 The Boutique Adventurer - Amanda O'Brien
5/17/2023 Institute of Electrical and Electronics Engineers (IEEE) Planning Site
5/17/2023 Kappa Alpha Psi Fraternity, Inc. - Zoo Tampa Site Visit
5/18/2023 The Collective Genius & Board of Advisors - SITE VISIT
5/18/2023 Keystone Insurers Group Emerging Leaders - Site Visit
5/18/2023 YPO Quebec Chapter Incorporated Planning Site
5/19/2023 Virgin Atlantic Hotel Sites 2023
5/22/2023 Sports, Inc - Site
5/22/2023 America Telugu Sambaralu 2025 - TCC Site Visit
5/22/2023 Tampa Bay Caribbean Carnival 2023 Activation (4/22/2023)
5/23/2023 United Bikerz Jamboree 2023 Activation
5/24/2023 Society of American Gastrointestinal & Endoscopic Surgeons - Site
5/24/2023 Abbey Carpet, Site Visit
5/26/2023 FCCS Director Leadership Conference - Site Visit
5/31/2023 Visit Florida Germany Eurowings FAM 2023 - Leisure FAM
6/1/2023 Qmerit Site
6/5/2023 CheatDayEats - Jessica Hirsch
6/6/2023 Alternative and Direct Investment Securities Association (ADISA) 2025 Spring Conference Site
6/7/2023 Celebrity Cruises Constellation Webinar- 2023
6/7/2023 National Silhouettes of Kappa Alpha Psi Fraternity, Inc - Planning Site (June 2023)
6/8/2023 Marella Discovery Cruise Activation - Tradeshow - Port Tampa - 2023
6/12/2023 American Association of School Librarian (AASL) Planning Site
6/13/2023 Visit Tampa Bay Global Destination Education UK 2023 - Leisure FAM
6/16/2023 Travel Trade Gazette (TTG) Top 50 Agent FAM UK 2023 - FAM
6/18/2023 Society of Surgical Oncology Site
6/19/2023 FTI Switzerland Edelweiss Travel advisors FAM 2023 - Leisure FAM
6/19/2023 Kappa Alpha Psi Fraternity, Inc - Services Planning Site (June 2023)
6/20/2023 Ancient Egyptian Arabic Order Noble Mystic Shrine (AEAONMS) - Planning Site
6/20/2023 IAGTO North America Golf Tourism Convention- Tradeshow – Tampa - 2023
6/21/2023 Southeast Produce - Planning Site
6/21/2023 EPCON Franchising Planning Site
6/22/2023 Southeast Produce - Planning Site Dinner
6/23/2023 ASPEN Clinical Planning Site Lunch
6/23/2023 Reliaquest Bowl BGP FAM
6/23/2023 American Society for Parenteral and Enteral Nutrition (ASPEN) Clinical Planning Site
6/26/2023 2024 Builders Conference - Site Visit
6/26/2023 Florida RV - Site
6/27/2023 39229-2024 AN NSM - JRN8PFFQ7FV - Site Visit
6/30/2023 Daniel Jauslin - Press Business Communications
6/30/2023 Peter Ellegard

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING**

Quarter 3 initiatives supporting the needs of the four geographical areas of the County.

Downtown

- Increase emphasis on attracting luxury/upper-upsacle 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
- Conduct recurring strategic sales meetings with downtown partners
- Host FAM with medical event professionals and HMCC course at CAMLS
- Promote the new TCC meeting rooms and other renovations, including Floridan and Hotel Riverwalk
- Refresh and update medical meetings materials
- Participate in evaluation of convention center expansion and new HQ hotel development
- Develop resources for education and event retention in response to political concerns

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 June 2023

Delivery of over 33M+ impressions and an estimated \$8.9M+ in observed booking revenue for the Hillsborough County hotels through June. Though lower funds invested, Booking.com has surpassed Expedia as the top ROAS performer to date driving positive booking revenue for Hillsborough County hotels from trackable marketing initiatives:

- Delivery of over 33M+ impressions through June for FY23
- Enriched Data – estimated to full market reach
 - \$36M+ estimated hotel booking revenue for Hillsborough County
 - 114x ROAS
- Observed Data – Adara partners only + Expedia reported revenue
 - \$8.9M+ estimated hotel booking revenue for Hillsborough County
 - 29x ROAS
- Top Hotel Origin DMAs:
 - Tampa

- Orlando
- New York City
- Los Angeles
- Miami
- 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

FY23 OOS Recap:

As the largest out-of-state campaign in the DMO's history, Visit Tampa Bay delivered nearly 308M impressions across 6 of the top 10 markets in the country:

- Boston
- Chicago
- Dallas-Ft. Worth
- New York Philadelphia
- Washington, D.C.

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

- Video
- Out-of-Home
- Transit/Car Wraps
- Digital/High Impact
- Paid Social
- Paid Search

Overall Impact: Consideration:

- Consideration
 - Website Visit = Interest in Destination
- Out-of-State Campaign Time Period (Jan-Mar)
 - 828k Users (+1.9% YoY)
 - 810k New Users (+1.5% YoY)

Overall Impact: Visitation – Hotel Bookings/Revenue (STR)

- Occupancy: 79.9% (up 0.8% YoY)
- Average daily rate: \$191 (up 16.3% YoY)
- Total hotel revenue: \$403M (up 15% YoY)

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

FY23 U.K. Recap:

London Out-of-Home:

- Flight: 4 weeks
 - 2 weeks Feb, 2 weeks in March-April as flight was turned back on due to more impressions initially being served to Bradenton
- All JCD components included 1:1 match with Brand USA

- Total Delivered Impressions: 10.4M

Transit: Taxi Wrap Fleet:

- 59x taxis: 54x supersides, 5x full wraps
 - 2x tip seat per taxi
 - 500 brochures or flyers
- Timing: 5 weeks
 - Added value: 4 wks of 5 full, 2 wks of 27 SuperSides
 - Two creative iterations allow rather than just one
 - London local photography with one taxi
- Brand USA: 20% Match
- Delivered Impressions: 11M

OTT/CTV

- Targets U.K. travel intenders and searchers to Tampa and/or competitive destinations
- Ad Unit Premium Video :15 or :30
 - Runs living room, desktop and mobile
 - Guaranteed 95% Video Completion Rate
- Flight: 10 Weeks (1/30-4/10)
- Matches included:
 - Brand USA (20%)
 - Sojern (80%)
- Delivered Impressions: 863K
- 93% VCR

OTA – Skyscanner

- Over 679K searches; +7% vs. 2019 pre covid
- 86K redirects to Tampa; +13% vs. 2019 pre covid
- Delivered Impressions: 2.4M
- Total Reach: 767K

In-State Campaign

Planning Parameters

- Target Audience:
 - Passionate Travel Adventures + Aspirational Travelers
 - Adults 25-54, HHI \$100k+, Educated, full-time workers
 - Couples, Families & Friend Groups
 - Secondary Target: Hispanic Travelers (Miami, Orlando)
- Market: Top feeder markets, drive-focused
- Timing: May to July/August
- Budget: \$1.3M
- Creative Platform: The Tampa Bay Effect; partner-focused

Summer Priority (Drive)

- Atlanta, DMA Rank #7
- Orlando, #17
- Miami-Ft. Lauderdale, #18

The FY23 in-state recap will be included in the Q4 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 5.6M+digital impressions and over 105.8K clicks to TampaMeetings.com, generating an initial campaign CTR of 1.88% from October 2022 -June 2023.

Including print circulation, the overall impressions totaled 6.15M+

Make It Tampa Bay (MITB) Campaign

The FY23 MITB Campaign's mission is to attract jobs and capital investment to Hillsborough County. The Make it Tampa Bay brand is managed through Visit Tampa Bay Strategically integrate Make It Tampa Bay with target audiences exposed to the millions of media dollars Visit Tampa Bay invests annually to drive awareness and consideration of Tampa Bay Seamless creative integration with Visit Tampa Bay's AOR overseeing production of video and stills, creative strategy and development.

FY23 MITB Recap through June (campaign always on)

Website Traffic:

- March 13th – June 11th (bulk of campaign) site traffic is up 139% in users vs. Period prior, December 12th – March 12th
 - 39k users vs. 16k users
 - 98% are new users
 - Top metros include Washington DC, New York, Chicago, San Francisco, Boston

Social:

- Over 5M impressions and 3,000 clicks on LinkedIn
- More than 3.5M impressions and over 4,000 clicks on Meta

CTV/Audience Extension:

- Over 7m impressions, reaching 900,000 households, driving over 3,000 verified visits to site, with over 2,500 of those being net-new users

Audio:

- 8.3M impressions delivered between Pandora and NPR

Elevator/Lobby:

- 16M impressions delivered

Digital Direct (Forbes):

- 5.6M impressions delivered (social over delivered 355%) and exceeded platform's CTR benchmarks with a 0.2%
- The career section home page takeover provided over half the campaigns clicks on site

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

Visit Tampa Bay has been featured in the following Destination Media Placements, resulting in **\$7,297,160 of Added Media Value** for the quarter.

Publication Name	Headline
Trips to Discover	The Top 10 Cities to Visit in Florida, According to Data 3.27.23
Tampa Bay Business Journal (online)	Travel + Leisure names downtown Tampa hotel to its 'Best Hotels in the World' list

travelandleisure.com	The 100 Best New Hotels in the World
wfla.com	Busch Gardens, SeaWorld Orlando offering exclusive ticket deal for Florida residents
Bay News 9	Falcon's Fury reopens at Busch Gardens
wfla.com	Tampa hotel among 100 best new hotels in the world
ESPN Southwest Florida	Tampa Hotel Named One Of The Best In The World
Luxury Lifestyle Magazine	A Luxury Guide To Tampa Bay, The Heart Of Florida's Gulf Coast
Tampa Bay Times (online)	Tampa's Edition named among best new hotels in the world
The Points Guys	The Tampa Edition is a luxurious new addition to the Gulf Coast's hotel scene
www.timeout.com	These are the best new hotels in the U.S., according to Travel + Leisure
Financial Times	Hello, trolley! For the love of food on four wheels
Southern Living	The Best New Hotels In The South, According To Travel + Leisure
Panrotas	Fasano Trancoso é um dos 100 melhores novos hotéis do mundo; lista
The Travel	Tampa Riverwalk: 10 Fun Things To See & Do On This Waterside Avenue
Yahoo News	Tampa's Edition named among best new hotels in the world (2)
Tampa Bay Times (online)	Tampa Bay's 15 hottest new restaurants right now
CBS News	Gasparilla Music Festival returns to Tampa, expanding along riverwalk
wfla.com	Making Easter chocolate with the two young brothers behind 'Hampton Chocolate Factory'
wfla.com	This day in history: 1st Cuban cigar rolled in Ybor City factory by: Athina Morris
Good Housekeeping	The Best Solo Travel Destinations in the United States for an Unforgettable Adventure
pr.com	Snowbird Technologies to Exhibit at the 2023 Special Operations Forces Week
Axios	The Market at Edition serves some of the best pancakes in Tampa Bay
Flamingo Magazine	10 Boutique Hotels Around Florida You Should Book For Your Next Weekend Getaway
Daily Star	Tampa Bay travel tips: paddleboarding, imaginary gators, pasta and cocktails 12.28.22
Yahoo Sports	Travel: Five reasons Tampa makes a great city break 12.3.22
Yahoo News	Travel: Five reasons Tampa makes a great city break 12.3. (2)
Yahoo News	Why you've been doing Florida all wrong 12.1.22
Telegraph	Why you've been doing Florida all wrong (2) 12.1.22
Olive Magazine	Florida's foodie neighbourhoods to visit 1.31.23
bloolooop.com	The top 19 water parks in the US 2.22.23
nitravelnews.com	Serengeti Flyer, the World's Tallest and Fastest Ride of its Kind, Officially Opens 2.27.23
Travel Weekly (online)	Top 5 new theme park attractions 3.30.23
Yahoo News	Where is the world's top-rated tourist attraction and how much does entry cost? 3.26.23
bloolooop.com	The world's best theme parks: our top 100 3.24.23
MSN	Where is the world's top-rated tourist attraction and how much does entry cost? (2) 3.26.23
The Sun	RIDE ON From world's fastest swing to Chessington's Jumanji, the adrenalin-pumping theme park roller
The Scottish Sun	RIDE ON From world's fastest swing to Chessington's Jumanji, the adrenalin-pumping theme park roller
The Scottish Sun	GO WITH THE FLO Why you should ditch Orlando for another Florida hotspot – with new direct UK flight
The Sun	Why you should ditch Orlando for another Florida hotspot – with new direct UK flights
investing.com	5 Best Places To Travel In Florida For 2023
Travel Weekly	New Theme Park Attractions 3.30.23
Selling Travel	Accessible Travel 3.1.23
The Times	Travel Doctor - Where to Travel in Florida?
Sunday Mail	Ride on Time 3.26.23
Olive Magazine	10 Things You Need to know about Florida

The Daily Telegraph	The Other Side of the Sunshine State Reveals its Secrets 12.3.22
News and Star	Five Top Reasons To See Tampa 12.19.22
Greenrock Telegraph	Five Top Reasons To See Tampa 12.21.22
Cambridge News	Bay Watch 12.23.22
Telegraph & Angus	Five Top Reasons To See Tampa 12.19.22 (2)
orlandoattractions.com	Visit Tampa Bay in May
WFTS-TV ABC Action News	Newborns at ZooTampa WFTS
WTTA-TV	City of Tampa Celebrating API Month
KTAB (CBS)	Rehabilitation Turtles Released Back into the Ocean
WKMG-TV	Rehabbed Turtles Released Back into the Ocean
Bay News 9 at 11	Florida Aquarium Release Release Rehabilitated Sea Turtles
Fox 13 News	Kemp's Ridley Sea Turtles Released
Fox 13's Good Day Tampa Bay	Five Sea Turtles Released Into the Ocean
CBS News	Rehabilitated Sea Turtles Released Into Ocean
Fox 49 Morning News	Sea Turtles Released Back Into Ocean
News Channel 8	Rehabilitated Sea Turtles Released
ABC-TV	Five Turtles Have Found Their New Home
CBS News	Rehabilitated Endangered Turtles Released
wkrq.com	5 Endangered Turtles Released Into the Ocean
KMSP-MIN (FOX)	Florida Aquarium Releases Rehabbed Kemp Ridley Turtles
CBS News	Rehabilitated Turtles Released Back Into the Ocean
Fox 8 Cleveland	Rehabbed Sea Turtles Released Into the Wild
Fox News Channel	Rehabilitated Turtles Released Into Ocean
FOX 35 Orlando	Sea Turtles Released Back In The Ocean
CBS News	Rehabilitated Turtles Released Released back Into the Ocean
wfla.com	Top 10 must-visit attractions in Tampa: From historic landmarks to theme parks
Tampa Bay Business Journal (online)	Tampa listed among top 25 event destinations in the U.S.
Bay News 9	Busch Gardens Tampa Bay brings back free beer
WTVT Fox 13	Busch Gardens brings back free beer for the summer (2)
Bay News 9	Busch Gardens Tampa Bay launches Howl-O-Scream ticket offer
wfla.com	Family Fun in the Sun: Top child-friendly activities in Tampa Bay
CNN Brasil	Busch Gardens Tampa Bay, na Flórida, recebe festivais de cultura latina neste mês de maio
Yahoo News	What's new in Orlando's theme parks, summer 2023 edition
Travel Lens	15 Best Things to Do in Hillsborough County, FL
wtsp.com	How The Florida Aquarium is working to conserve the Florida Reef Tract
wfla.com	Florida Aquarium releases 5 rehabilitated sea turtles found stranded, cold-stunned
The Travel	Tampa To Atlanta: 10 Things To See On This Perfect Southern Road Trip
WFTS-TV ABC Action News (online)	It's a baby boom at ZooTampa as 4 different animal moms give birth
Tampa Bay Times (online)	Riverfest returns to Tampa Riverwalk with music, balloon glow, lantern parade
wfla.com	WINDOW TO THE WEEKEND: Cuban Sandwich Festival
Creative Loafing	Free beer returns to Busch Gardens, St. Pete gets a new dog bar waterpark, and more
Conde Nast Traveler	Tampa Bay foodie
Food and Wine	A Nostalgia Trip Along US-41, the South's Route 66
wfla.com	a cerveza artesanal de Florida acapara miradas
Brides	3 Tampa Bay restaurants on list of America's 100 Most Popular Brunch Spots
The Virginian-Pilot	How to Plan a Romantic Honeymoon in Florida
Yahoo News	The 18 oldest restaurants in America
	These two Florida theme parks are offering free beer this summer (3)

Yahoo News	Free beer back at SeaWorld Orlando, Busch Gardens (4)
MSN	I compared Disney World to its pricey Florida competitor Busch Gardens. Here's how they stacked up.
insider.com	I compared Disney World to its pricey Florida competitor Busch Gardens. Here's how they stacked up 2
MSN	This Florida theme park is among the best in the U.S.
MSN	Guide to Busch Gardens Tampa
Tampa Bay Business Journal (online)	Tampa Bay is a top summer travel destination for 2023, WalletHub reports
Wallet Hub	2023's Best Summer Travel Destinations
Cooking Channel	Colombia Restaurant Ybor City
Tampa Bay Times (online)	Here's how to cool off at Tampa Bay pools, water parks and splash pads
Ideias Na Mala	19 amazing destinations in Florida (March '23)
wtsp.com	FMOPA exhibit at TPA
newsbreak.com	This "Most Beautiful" Florida Restaurant is the State's Largest and Oldest. And it has a Famous Cuba
Bay News 9	Busch Gardens reveals new Howl-O-Scream scare zone
www.clickorlando.com	Busch Gardens launches new 'Wild Encounter' web series
Tampa Bay Business Journal (online)	8 things to know, including the financial upside to cardiology practices and free beer returns to Bu
wfla.com	Summer Nights at Busch Gardens Tampa Bay
Yahoo News	SeaWorld Orlando: Howl-O-Scream tickets on sale; twin sirens lurk
Thrillist	The Best Things to Do in Florida's Most Misunderstood City
Yahoo News	TEA report: Magic Kingdom tops theme park attendance list for 2022
wfla.com	The Florida Aquarium unveils new MORPH'D Exhibit
Tampa Bay Times (online - TampaBay.com)	New gallery at Tampa's Florida Aquarium focuses on weird ways animals adapt
WFTS-TV ABC Action News (online)	Get Up-Close With Birds of Prey at the Florida Aquarium's New Educational & Interactive Show
WFTS-TV ABC Action News (online)	Today is World Oceans Day: How Important Sharks Are to the Health of the Ocean
Bay News 9	Animals and visitors beating the heat at ZooTampa, offering special experiences
Yahoo News	10 Most Affordable Staycation Cities
www.travelawaits.com	11 Best Zoos To Visit In The U.S.
Travel Lens	15 Best Things to Do Town 'n' Country, FL
WTVT Fox 13	'The hidden gem': Convention center incorporating Tampa waterfront view in newest addition
Tampa Bay Business Journal (online)	With gym deal, retail space in downtown Tampa apartment complex is fully leased
wfla.com	Take a Stroll: Exploring the best walking spots in Tampa Bay
Tampa Bay Business Journal (online)	The north end of downtown Tampa sees a multifamily boom
PRWeb	Tampa Museum of Art's Centennial Renovation Celebrated with the Opening of Seven New Exhibition Spac
WFTS-TV ABC Action News (online)	New Exhibit Showcasing Haitian Artwork Now on Display at Tampa Museum of Art
Daily Mail	Bizarre ritual of ancient Egyptian cult revealed: Worshippers of cat-like god got high off drinking
Bay News 9	"Big John" towers at Glazer Children's Museum
Spectrum News 13	Glazer Children's Museum welcomes new dino exhibit
news.com.au	Kids learn by playing at Glazer Children's Museum
Discover Magazine	5 Massive Dinosaur Fossils and Where They Were Found
tbbwmag.com	ROOST Tampa combines the boutique hotel experience with the comfort of an apartment (PHOTOS)
Tampa Bay Times (online)	New restaurant at Midtown Tampa: Sunda New Asian opens this month
Business Observer	Emmy award winner brings Southeast Asian cuisine concept to Tampa
newsbreak.com	5 Of The Best Cuban Sandwiches In Tampa - Discover A Tasty Legacy

WTVT Fox 13	New exhibit at Tampa Bay History Center spans 500 years of African American history
WFTS-TV ABC Action News (online)	Celebrating National Ceviche Day with Hotel Haya's Flor Fina Restaurant
TBBW	Richard and Andrea Gonzmart talk about succession, the Buccaneer and lessons learned from each other
WFTS-TV ABC Action News (online)	Riverview photographer wins top prize in Florida Museum of Photographic Arts show
Tampa Bay Times (online)	You can see 16 Tampa Bay art shows for free this summer
afar.com	This Tampa Hotel Leans into the City's Cuban, Cigar-Rolling Past
Columbus Business First	Breeze Airways brings back direct flights from Columbus to Tampa
Yahoo News	Breeze Airways adding nonstop flights from Pittsburgh to Tampa
Yahoo Sports	Off the beaten path: 15 Tampa Bay trails to explore
MSN	New gallery at Tampa's Florida Aquarium focuses on weird ways animals adapt
USA Today 10Best	https://www.10best.com/awards/travel/best-beer-city-2023/
Thrillist	Breeze Airways Just Announced New Fall Routes from These 7 Cities

Visit Tampa Bay generated **71 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

Publication Name	Headline
Tampa Bay Times (online)	Hillsborough tourism up 27% over 2022 3.30.23
Travel and Tour World - Online	Tourism surges almost 27% in Hillsborough County
National Geographic UK	How to discover Tampa, one of Florida's hottest destinations for 2023
Tampa Bay Times (online)	Not only are Tampa Taylor Swift tickets pricey — hotels are too
CBS News	Tampa Bay could see huge economic impact from Taylor Swift concert
wfsp.com	Taylor Swift projected to bring millions of dollars to Tampa Bay-area economy
Bay News 9	Frozen Four will boost Tampa tourism numbers this weekend
WFTS-TV ABC Action News (online)	Taylor Swift's Eras Tour adds to hotel revenue increase in Tampa Bay
The Bharat News Express	Tampa Bay could have a huge economic impact from the Taylor Swift concert
Thatsotampa.com	Taylor Swift concerts set to generate \$750,000 in taxes for Tampa's economy
forbes.com	Taylor Swift's 'Eras Tour' Has Mayors Competing For Her Attention—Here's What They've Given Her So F
CTN News	In Tampa Bay, Taylor Swift's Eras Tour Boosts Hotel Revenue
Breaking Travel News	STRONG COMEBACK FOR THE WORLD'S LARGEST TRAVEL TRADE SHOW 2.19.23
Gaydio	GAYDIO IN TAMPA BAY
National Geographic Traveler	Tampa: Florida's Rising Star March 2023
Black Meetings & Tourism	TAMPA BAY RECEIVES ACCOLADES FROM TIME AND MONEY
Business Observer	Tourist tax in Tampa surges, reaches nearly \$33M in first half of fiscal year
WTVT Fox 13	Visit Tampa Bay social media efforts play role in helping boost tourism in Tampa
Spot On Florida	Visit Tampa Bay social media efforts play role in helping boost tourism in Tampa (2)
WTVT-TV FOX 13	Santiago NTTW Fox 13
WTVT-TV FOX 13	Joey & Santiago Social Media & NTW Fox 13
WTVT-TV FOX 13	Santiago & United Bikerz
WTSP 10 News	Santiago & United Bikers WTSP
travelmole.com	Tampa Bay boosts accessible travel options
Tampa Bay Business Journal (online)	Editor's picks: Things to know, including Covid fraud task force results and a business academy for
Tampa Bay Business Journal (online)	Visit Tampa Bay to launch \$3.2M tourism campaign aimed at business travelers
Tampa Bay Business Journal (online)	Three Tampa restaurants win Michelin stars
TBayToday	The Ultimate Guide to Tampa's Michelin Restaurants

WFTS-TV ABC Action News (online)	USF's Hospitality and Tourism Management programs grow as Tampa Bay sees record-breaking tourism num
Sarasotamagazine.com	The Michelin Guide Awarded Three New Stars to Tampa Restaurants Last Night
The Bharat News Express	USF is seeing a surge in tourism and hospitality enrollment
Bay News 9	Report: Hillsborough hotels nearly doubled daily profits during Taylor Swift's Eras Tour
Creative Loafing	New Tampa's Gorkhali Kitchen readies itself for a post-Michelin Bib future
Tampa Bay Times (online)	Is Tampa so big-time now they actually give golf cart tours of it?
Families Love Travel	Visit Tampa Bay With Kids: 4 Exciting Days Exploring The City Together
Families Love Travel	21+ Best Things To Do In Tampa Bay With Kids
Families Love Travel	14 Best Hotels In Tampa Bay For Families In Search Of An Exciting Warm-Weather Vacation
WFTS-TV ABC Action News (online)	'Summer of Suncoast' Giving Families a Chance to Get More Joy Out of Summer
flvoicenews.com	Tourist development collections for April reach almost \$8 million in Hillsborough County
Business Observer	Hillsborough County breaks tourism tax collection record
travelmole.com	Visit Tampa Bay launches new summer tourism campaign
WFTS-TV ABC Action News	Tampa Bay is Becoming a Tourist Spot
Tampa Bay Business Journal (online)	Hillsborough tourism revenue up 42% since 2018
Fox 13's Good Day Tampa Bay	March TDT segment Fox13
WFTS-TV ABC Action News (online)	Local clean water advocates want bed tax money to fund water quality projects
Salina Post	NOW THAT'S RURAL: Kansas profile series-Dave Mueller, Tampa
Tampa Bay Business Journal (online)	Resignation of Visit St. Pete/Clearwater CEO occurred as top positions sat vacant
Panrotas	Visit Tampa Bay selects AVIAREPS as Brazilian representant (Jan. '23)
Mercado&Eventos	AVIAREPS will be Visit Tampa Bay representant in Brazil (Jan. '23)
voenews.com.br	Visit Tampa Bay announces AVIAREPS as its agency in Brazil (Jan. '23)
Blog Turismo	Blog Turismo Sustentabilidade (Jan. '23)
Brasilturis.com.br	Visit Tampa Bay announces partnership with AVIAREPS Brazil (Jan. '23)
Panrotas	Florida Huddle 2023 starts with party in West Palm Beach – photos (Feb. '23)
Mercado&Eventos	Florida Huddle 2023 gathers Brazilians in opening party – photo gallery (Feb. '23)
Mercado&Eventos	Florida Huddle 2023 – Brazilian travel operators visit destinations (Feb. '23)
Panrotas	Joyce Cordeiro is the new Tampa Bay Trade Executive in Brazil (Feb. '23)
Panrotas	Florida Huddle 2023 – first day photo gallery (Feb. '23)
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Mercado&Eventos	Florida Huddle: Joyce Cordeiro is the new Visit Tampa Bay manager account for Brazil (Feb. '23)
Mercado&Eventos	Florida Huddle 2023 has over 7000 appointments (Feb. '23)
diariodoturismo.com.br	Florida highlights the diversity of its touristic offer (March '23)
CW 44	Santiago & USF CW44 5.17
Great Day Live	Santiago & Michelin Guide 5.18
Today Show	Santiago & Taylor Swift TODAY 5.20
mediapost.com	Visit Tampa Bay Heats Up Gulf Coast Travel
Yahoo News	Hillsborough's Juneteenth celebrates cultural center's progress
Tampa Bay Times (online - TampaBay.com)	Hillsborough's Juneteenth celebrates cultural center's progress (2)
wfsp.com	Officials unveil plans for African American arts and culture center in West Tampa
Tampa Bay Business Journal (online)	Committee looking at future of Tampa's Cruise Terminal 2 passes its deadline
Tampa Bay Times (online)	What does Tampa Bay smell like? Pirates and cigars, apparently.
travelandtourworld.com	Canadian tourists 'flocking' to Florida
Tampa Bay Times (online)	Hillsborough tourism up 27% over 2022 3.30.23

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Tampa Bay Business Journal (online)	Committee looking at future of Tampa's Cruise Terminal 2 passes its deadline
Tampa Bay Times (online)	What does Tampa Bay smell like? Pirates and cigars, apparently.
travelandtourtourworld.com	Canadian tourists ‘flocking’ to Florida

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

Date	Event Name
4/4/2023	Interview with Katelyn Curley
4/13/2023	Impact of State Policy on Meetings Business
4/17/2023	Carnival Cruise Tourism Forum
4/19/2023	Senator Marco Rubio
4/19/2023	Senator Rick Scott
4/19/2023	Representative Laurel Lee
4/19/2023	Representative Vern Buchanan
4/19/2023	Representative Gus Bilirakis
4/19/2023	Representative Anna Paulina Luna
4/21/2023	Tee Off for Tourism
4/25/2023	Undiscovered America
5/3/2023	Leadership Tampa
5/3/2023	Zartico Conference
5/8/2023	Chris Hill, United Bikerz Tampa

5/8/2023	Speaker, Tampa Bay Wave TechDiversity Accelerator
5/11/2023	TDC Quarterly Meeting
5/11/2023	Tourism Development Council
5/17/2023	Mike Long, Stone Soup Company
5/18/2023	AMCI 60 in 60 Strategic Partner Initiative
5/24/2023	Newgate Travel Media
5/24/2023	Los Sabores de Mexico 7 del Mundo
5/25/2023	Leadership Tampa Bay
5/30/2023	Asian American Hotel Owners Association
6/5/2023	Tampa City Councilman Alan Clendenin
6/6/2023	ConventionSouth Magazine
6/8/2023	Patrick Manteiga, LaGaceta
6/12/2023	Commissioner Janet Long
6/14/2023	Tampa Bay Business Journal
6/15/2023	Paul Guzzo, Tampa Bay Times
6/27/2023	Telemundo Interview
6/28/2023	ASAE Leadership Interview
6/28/2023	Senator Ed Hooper
6/29/2023	Florida Trend-VIP Tampa
6/30/2023	Tony Stillo, Pinellas County

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

Date	Event Name
4/12/2023	Hillsborough County Sales Tax
4/12/2023	Carl Harness, Uptown Music Festival
4/13/2023	Cristo Rey Tampa Salesian High School
4/14/2023	Bemetra Simmons, Tampa Bay Partnership
4/14/2023	Dustin Portillo, Caspers Company
4/18/2023	Dance Rising Meeting
4/18/2023	Annual City/County Meeting
4/25/2023	Yvette Lewis, NAACP
4/25/2023	City of Tampa Economic Dashboard Preview: Bloomberg Associates
4/26/2023	Franciscan Center Board of Directors
4/27/2023	Dr. Alexis Mootoo
5/17/2023	FinLit Tech FinFluencer
5/18/2023	Tampa Economic Development Dashboard
6/3/2023	Dance Now
6/8/2023	National Association Free-Will Baptists
6/8/2023	Jorge Pesquera, Discover The Palm Beaches
6/8/2023	Dr. Francisco Rios, TV Vision Network
6/13/2023	Prime Minister of India, Narendra Modi Video Taping
6/13/2023	ESTO Meet My Abuela Video Taping

6/13/2023 ESTO Disability Pride Video Taping
 6/13/2023 ESTO Riverwalk Pass Video Taping
 6/13/2023 Jason Outman, CEO Greater Tampa Realtors
 6/13/2023 Dr. Alexis Mootoo
 6/15/2023 Hillsborough County Juneteenth Celebration
 6/19/2023 Juneteenth Freedom Celebration
 6/22/2023 Thomas Hobbs, Port Tampa Bay
 6/22/2023 Morph'd Gallery Grand Opening
 6/27/2023 Apogee Awards
 6/29/2023 Consul General of the United Kingdom Rufus Drabble

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 **786 Referrals** to local businesses. We produced **21 Local Industry and Partner Tourism Events** and Attracted **30 New Partners** in the Quarter.

Date	Event Name
4/4/2023	2023 Marketing Summit
4/6/2023	Westshore Alliance Speed Networking
4/21/2023	2023 Tee Off for Tourism Golf Tournament
4/26/2023	Partnership Orientation - April 2023
5/4/2023	Unlock Tampa Bay Destination Activation - Clean Air Sustainability Fair
5/4/2023	Unlock Tampa Bay Destination Activation - Mother's Day Toffee TOGO
5/5/2023	Tourism Gives Back 2023 - Morning Shift
5/5/2023	Tourism Gives Back 2023 - Afternoon Shift
5/5/2023	Business by the Bay - Coppertail Brewing Co.
5/6/2023	Unlock Tampa Bay Destination Activation - Riverfest
5/8/2023	Unlock Tampa Bay Destination Activation - Book Signing
5/10/2023	2023 National Tourism Week Luncheon
5/24/2023	Leadership Hillsborough Presentation
5/30/2023	Unlock Tampa Bay Destination Activation - World Creativity Day
6/2/2023	Unlock Tampa Bay Destination Activation - National chicken Day
6/3/2023	Unlock Tampa Bay Destination Activation - Dance Now Activation
6/7/2023	Business by the Bay - International Plaza and Bay Street
6/8/2023	Unlock Tampa Bay Destination Activation - Marcella Activation
6/18/2023	Juneteenth Cultural Celebration: Arts, History & Equity 2023
6/23/2023	Unlock Tampa Bay Destination Activation - Hydration Day
6/23/2023	Unlock Tampa Bay Destination Activation - Summer Business Expo

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

08/31/23
 Date