

## Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **September 30, 2023**

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### Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 <sup>st</sup> Quarter (October-December)	\$4,368,516
Tourist Development Tax Funds Received for 2 <sup>nd</sup> Quarter (January-March)	\$9,883,516
Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)	\$4,368,516
Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)	\$4,368,532

**Tourist Development Tax Funds Received Since October 1, 2022** **\$22,989,080**

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### 1. **SALES**

Convention Sales generated **238,217 Definite Room Nights** which will result in **\$178,067,226 Estimated Economic Impact** to the Community. In Quarter 4, **114,165 Room Nights Actualized** resulting in **\$65,837,958 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 **41 Out-of-Market Events** in the quarter:

<b>Date</b>	<b>Event Name</b>
7/9/2023	NorthStar Small & Boutique Summer 2023
7/11/2023	UK Trade Mission - 2023 - Sales Mission - United Kingdom
7/11/2023	Florida Society of Association Executives Annual Conference 2023
7/11/2023	Phi Beta Sigma Fraternity, Inc. 76th Grand Conclave Pre-Promote
7/11/2023	Association Meeting Professionals (AMPs) Monthly Event
7/13/2023	UK Trade Mission - 2023 - Client Event - United Kingdom
7/14/2023	London Media Mission
7/15/2023	National Geographic Food Festival
7/20/2023	National Association of Counties (NACo) Pre-Promote
7/24/2023	CVENT Connect
7/24/2023	PCMA- Mid West Chapter Golf Tournament- Denise Cmiel
7/24/2023	Cvent Connect - Client Event - Las Vegas, NV
8/5/2023	American Society of Association Executives Annual Conference - Trade Show - Atlanta GA
8/9/2023	Atlanta Activation Media + Sales Event
8/9/2023	USAirtours UK 2023 - Webinar Series - Sales Presentation
8/11/2023	Atlanta Container Activation
8/11/2023	Atlanta Visit Tampa Bay Activation -2023
8/12/2023	Atlantic Station Activation
8/13/2023	Northstar: Destination Southeast
8/17/2023	Chicago - Michael Jackson Client Event, Chicago, IL

8/21/2023	Connect Marketplace, Tradeshow, Minneapolis MN
8/22/2023	Connect Marketplace RTO 2023 - Tradeshow- Minneapolis, MN
8/23/2023	Maritz Activate - Industry Event - Phoenix, AZ
8/25/2023	Tampa, Kansas Visit
8/28/2023	ConferenceDirect CDX 2023
9/5/2023	Florida Governor's Conference
9/6/2023	HPN Global Annual Conference
9/11/2023	Maritz Elevate 2023
9/11/2023	Maritz Elevate, Industry Event, Orlando
9/13/2023	SITE FL Walk In My Boots – Industry Event - River Ranch, FL
9/17/2023	Prevue Next Level Events
9/18/2023	Europe Trade Media Mission - 2023 - Amsterdam, Copenhagen, Munich
9/20/2023	Congressional Black Caucus-Client Event-Washington, D.C.
9/26/2023	DC Appreciation Luncheon 2023
9/26/2023	Spirit Airlines CTO Summit 2023 - Orlando, FL
9/26/2023	Boston Client Dinner - VTB Staffed Sales Mission - Boston, MA
9/27/2023	Boston Red Sox vs. Ray’s Game - VTB Staffed Sales Mission - Boston, MA
9/27/2023	Annual Hospitality Industry Crab Feast, Client Event
9/28/2023	Delta Vacations University 2023 - Tradeshow - Minneapolis, MN
9/28/2023	Visit Tampa Bay DC Appreciation Luncheon, Washington, DC, Client Event
9/28/2023	American Society of Association Executives Annual Dinner - Industry Event - Washington, DC

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

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

Our sales and marketing teams produced and attended **62 In-Market Events** in the quarter:

<b>Date</b>	<b>Event Name</b>
7/5/2023	Gillian Harvey FAM
7/6/2023	International Cemetery, Cremation & Funeral Association (ICCF) Planning Site
7/9/2023	National Telecommunications Cooperative Association (NTCA) Planning Site
7/11/2023	Hematology/Oncology Pharmacy Association (HOPA) Planning Site
7/11/2023	TCC Ribbon Cutting/BBB Activation
7/11/2023	Lunch with Courtney with National Marine Manufacturers Association
7/12/2023	Daniel Jauslin - Press Business Communications Part Two
7/15/2023	Stephanie Burt - Southern Fork Podcast
7/19/2023	American Trucking Association, Site Visit
7/20/2023	Association for High Technology Distribution, Site Visit
7/20/2023	Kappa Alpha Psi Above and Beyond Enhancement
7/21/2023	Mari Vidigal - Ideias na Mala
7/21/2023	Kappa Silhouettes 75th Anniversary Event
7/23/2023	T. D. Jakes Ministries & The Potters House of Dallas - Site (July 2023)
7/27/2023	Meeting Point North America 2023 - Leisure Site
7/27/2023	National Association of Buffalos Soldiers & Troopers and Motorcycle Club - Activation

7/27/2023 National Association of Buffalo Soldiers - Above and Beyond Enhancement  
 7/30/2023 Troy Petenbrink - Fox 5 DC  
 8/1/2023 Florida Out Coast Convention (FLOCC)  
 8/2/2023 Math Fest (MAA) Activation  
 8/2/2023 PriceWaterHouseCoopers Site Visit  
 8/2/2023 SpiritPartnershipMommyTravelsFAM  
 8/8/2023 Fidelity Investments Planning Site  
 8/8/2023 Student Television Network - Site Visit  
 8/15/2023 HPN - Real Estate Technology Conference 2024 - Site Visit  
 8/15/2023 International Window Covering Expo Site  
 8/15/2023 Marella Discovery Cruise Activation - Tradeshow - Port Tampa- 2023  
 8/16/2023 Beyonce FAM  
 8/16/2023 Beyonce FAM / Site Visit  
 8/17/2023 YPO Planning Site  
 8/18/2023 Women in Federal Law Enforcement, Site Visit  
 8/19/2023 Antje Gerstenecker FAM  
 8/19/2023 MaritzaMantillaFAM  
 8/20/2023 Ancient Egyptian Arabic Order Nobles Mystic Shrine Inc. - Welcome Reception  
 8/20/2023 Ancient Egyptian Arabic Order Nobles Mystic Shrine Prince Hall Shriners Welcome Reception  
 Activation  
 8/22/2023 Kabel 1 Culinary FAM  
 8/23/2023 Ancient Egyptian Arabic Order Nobles Mystic Shrine Inc. (A.E.A.O.N.M.S., INC) - Parade  
 8/23/2023 NCAA WDIVB Site Visit  
 8/24/2023 Pharma Forum Planning Site  
 8/25/2023 Automotive Training Institute, Site Visit  
 8/27/2023 Volaris Airlines Mexico FAM 2023 - Leisure FAM  
 8/28/2023 International Association of Financial Crimes Investigators (IAFCI) Activation  
 9/4/2023 Ticket Sweden Top Agent FAM 2023 - Leisure FAM  
 9/5/2023 Tampa Indian Festival Community Meeting-Client Event  
 9/6/2023 Celebrity Cruises Constellation Webinar - Sales Presentation - 2023  
 9/6/2023 Jack & Jill Foundation - Rivero Family - FAM  
 9/7/2023 HPN Unlock the Block  
 9/7/2023 HPN Destination Tabling  
 9/7/2023 HPN Annual Partner Meeting – Opening Reception  
 9/10/2023 Realcomm - Site  
 9/10/2023 Partiu Band News FAM  
 9/13/2023 Front Burner Brands - Site  
 9/17/2023 National Association of Counties (NaCO) Planning Site - Sept. '23  
 9/18/2023 American Traffic Safety Services Association - Site  
 9/20/2023 Common Ground Alliance - Site  
 9/23/2023 Food From the Soul Festival  
 9/25/2023 American Association of Port Authorities - Site  
 9/25/2023 Bucs vs. Eagles Football Game  
 9/25/2023 National Numismatic and Collectibles Expo - Site  
 9/26/2023 Juice Plus - Site  
 9/29/2023 Alpha Kappa Alpha Sorority, Inc. - Visitors Center Reception  
 9/30/2023 Vivian Vassos FAM Trip

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

**Quarter 4** initiatives supporting the needs of the four geographical areas of the County.

##### **Downtown**

- Increase emphasis on attracting luxury/upper-upscale meetings
- Secure destination showcasing opportunities and industry events
- Pursue new citywides and revisit events that had outgrown the destination
- Target conventions displaced by Austin convention center closing
- Conduct recurring strategic sales meetings with downtown partners
- Promote the new TCC meeting rooms and other renovations, including Hotel Flor and Hotel Riverwalk
- Refresh and update medical meetings materials
- Participate in evaluation of convention center expansion and new HQ hotel development
- Maintain resources for education and event retention in response to political concerns
- Execute delegate welcome programs for large, Summer citywide events

##### **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
- Conduct 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**

International and out-of-state campaigns were successfully completed in May, and comprehensive recaps were included in the Q3 reports. With augmented budgets allocated for FY24, Visit Tampa Bay aims to extend the full-funnel campaign flight times for all international and domestic campaigns.

##### **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 September 2023

- Delivery of over 73M+ impressions through September for FY23
- Enriched Data – estimated to full market reach
  - \$56M+ estimated hotel booking revenue for Hillsborough County
  - 75x ROAS

- Observed Data – Adara partners only + Expedia reported revenue
  - \$15.8M+ estimated hotel booking revenue for Hillsborough County
  - 21x ROAS
- Top 5 flight origin DMA
  - Chicago
  - Boston
  - New York
  - Detroit
  - Newark
- Top hotel origin DMA
  - Tampa
  - Orlando
  - New York
  - Miami
  - LA

### **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

#### FY23 In-State Recap:

- Estimated Impressions: 154M
- Total Delivered Impressions: 185M
- Over-delivery Impressions: 31M (20%+)
- Total Spend: \$1.5M

#### Impressions by Partner:

- Busch Gardens® Tampa Bay: 46M
- The Florida Aquarium: 24M
- ZooTampa at Lowry Park: 23M
- Glazier Children’s Museum: 15M
- MOSI: 15M
- Straz Center: 15M
- History Museum: 15M

### **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 7.70M+ digital impressions and over 133.1K clicks to TampaMeetings.com, generating a campaign CTR of 1.73% from October 2022 - September 2023.

Including print circulation, the overall impressions totaled 8.55M+

### **Multicultural Campaign**

The FY23 Multicultural Campaign is intended to create awareness of Tampa Bay with multiple channels aimed at the multicultural visitor in order to increase hotel stays in Hillsborough County. Visit Tampa Bay highlights Tampa Bay's cultural diversity and positioning it as a multi-cultural friendly, fun destination to visit

- The FY23 Multicultural Campaign included a mix of digital and traditional channels as well as in person events to target the multicultural traveler and attract them to visit Tampa Bay
- Total Delivered Impressions: 11.2M
- Media Partners: Ebony, Warner Music Group, Florida Courier, Black Travel Expo, Urban One, ONYX, Journera

### **Tampa Bay Black Heritage Festival Recap**

- Goal: Generate awareness for the event and overnight stays in Tampa Bay
- Event Dates: 1/6/23-1/15/23
- Location: Curtis Hixon Park
- Flight: Dec 27- Jan 6 (before event)
- Delivered Imp: 3M+, 1.3M Reach under a \$2 CPM

### **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 September (campaign always on digital)**

#### **Website Traffic:**

- March 13<sup>th</sup> – June 11<sup>th</sup> (bulk of campaign) site traffic is up 139% in users vs. Period prior, December 12<sup>th</sup> – March 12<sup>th</sup>
  - 39k users vs. 16k users
  - 98% are new users
  - Top metros include Washington DC, New York, Chicago, San Francisco, Boston
  - With the sustaining period July-Sept (social, ctv July, search) 12K users have come to the site in total

#### **Search:**

- Campaign was enabled on 3/13 and has drove over 212K impressions and 15K clicks since active
  - Top searched keyword is "top cities to live in FL", which has over 26K impressions and accounted for around 2K clicks since March
  - Out of the 5 targeted metro areas, NY has the highest engagement with over 133k Impressions and has driven 10.3K clicks out of the 15K overall campaign clicks
    - San Francisco has the lowest volume out of the 5 metro cities with only 504 clicks since March (low spend)

#### **Direct Paid Social:**

- Over 12M impressions and 7.5K clicks on LinkedIn
- More than 7M impressions and over 8K clicks on Meta (higher CTR than LI)

CTV/Audience Extension:

- Close to 9m impressions, reaching over 1.1M households
- Drove over 3,800 verified visits to site, with over 3,000 of those being net-new users

Audio:

- 8.5M impressions delivered between Pandora and NPR

Elevator/Lobby:

- > 16M impressions delivered (1M in over delivery)

Digital Direct (Forbes):

- 5.6M impressions delivered (social over delivered 355%) and exceeded platform's CTR benchmarks
- Make It Tampa Bay's Targeted Fluid XL package achieved an average CTR of .31%, 2.5x higher than the Forbes benchmark of .12-.17%
- The 970x250 standard banner rotating in the Careers Section resulted in the highest CTR at .46%, 3x higher than the Forbes benchmark of .15%
- Make It Tampa Bay's campaign on Meta improved by 208% YoY when comparing the 2022 Meta CTR of .24% to the 2023 CTR of .74%, which was also the highest CTR of the social campaign
- The career section home page take over 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 **\$6,693,097 of Added Media Value** for the quarter.

<b>Publication Name</b>	<b>Headline</b>
afar.com	This Tampa Hotel Leans into the City's Cuban, Cigar-Rolling Past
970 WFLA RADIO	Historic Baseball Museum
The Wall Street Journal	Tampa: Why Gen Z and Millennial Tourists Are Flocking to This Retirement Mecca
Costco Connection	The Gulf Coast
wtsp.com	Shark week at the Florida Aquarium
Great Day Live	FLAQ on Great Day Live: Shark Week '23
Bay News 9	Busch Gardens' Bier Fest returns for 6th year with new brews, bites
www.wsbtv.com	Bier Fest returns Busch Gardens Tampa Bay
Tampa Bay's Morning Blend- WFTS	Beat The Heat at Busch Gardens Tampa Bay & Adventure Island
Bay News 9	Busch Gardens offering one-day 'scary and merry' event
fluxmagazine.com	Why Tampa Should Be at the Top of Your Bucket List for a Dreamy Vacation
Tampa Bay Times (online - TampaBay.com)	Your guide to the new Florida Aquarium gallery in Tampa
Tampa Bay's Morning Blend- WFTS	Shark-Cuterie Board Workshop Happening at the Florida Aquarium This Week
WTVT Fox 13	It's Shark Week every day at the Florida Aquarium
wfla.com	Wild Adventures Await: My unforgettable day at ZooTampa
WFTS-TV ABC Action News	Hot Summer Days are a Time for Cool Fun for ZooTampa Animals
WTVT Fox 13	New waterfront meeting rooms in Tampa Convention Center
MSN	Here's what's happening in Tampa Bay this weekend
wfla.com	These are Tampa's highest-rated restaurants, according to Yelp
WMNF	Florida Museum of Photographic Arts joins growing arts scene in Ybor City
tbbwmag.com	Flor Fina: A Culinary Gem in Ybor (PHOTOS)
patch.com	Ybor's Zydeco Brew Werks In Running For Nation's 10 Best BrewPubs
wfla.com	Check out this Gem of Tampa Bay where you can roll your own cigars
The Cinemaholic	Where is Fantastic Friends Filmed?
WFTS-TV ABC Action News	OddFellows in Hyde Park Village Offering Free Ice Cream Sandwiches on August 2
CNN Brasil	Roteiro 48 horas: um giro cultural e gastronômico por Tampa, na Flórida
WFTS-TV ABC Action News	Tampa Attractions on ABC Action News

Cook's Country	Columbia Restaurant on Cook's Country
Tampa Bay Times (online - TampaBay.com)	The Wall Street Journal says Tampa is for the cool kids   Editorial
Globe Trotter Travel Guide Book	Tampa in globe Trotter travel guidebook
Cook's Country	Columbia Restaurant on Cook's Country (2)
Tampa Bay Times (online - TampaBay.com)	Lona is the latest spot to open at Water Street Tampa
Tampa Bay Times (online - TampaBay.com)	8 Tampa Bay tequila bars and restaurants with a wide selection
Yahoo News	Bier Fest returns to Busch Gardens Tampa Bay with new bites, brews
Yahoo News	The 10 Best Family-Friendly Activities in Tampa
Momtastic	The 10 Best Family-Friendly Activities in Tampa (2)
Yahoo News	Lona is the latest spot to open at Water Street Tampa (2)
Go Nomad	Cuban Sandwich: Tampa or Miami
MSN	Historic Ybor clock was believed to be magical. Now it's a Lego set.
Tampa Bay Times (online - TampaBay.com)	Historic Ybor clock was believed to be magical. Now it's a Lego set.
msn.com	Tampa Bay area emerges as a luxury hotel haven
Travel and Leisure Asia	Elevate Your Meals At These Luxury Dining Destinations Around The USA
Tampa Bay Times (online - TampaBay.com)	Tampa Bay area emerges as a luxury hotel haven (5)
Tampa Bay Times (online - TampaBay.com)	Downtown Tampa guide: How to explore Riverwalk and beyond without a car
MSN	Hot this week in Tampa Bay? We have tips for staying cool, or in the pool
Breaking Travel News	Howl-O-Scream at Busch Gardens Tampa Bay - All-New Haunted House, Scare Zones and More
Trips to Discover	Study: 100 US Destinations, 700+ Insights — The 10 MOST Pet-Friendly Cities
Tampa Bay Business Journal (online)	One Tampa restaurant makes Southern Living's best new restaurants list
Time Out Chicago	No, apparently New York isn't the coolest city in America
Yahoo News	International Beer Day: Busch Gardens Tampa Bay offering 50% of beer
TravelPulse.com	Busch Gardens Tampa Bay Reveals New Details for Howl-O-Scream Event
traveldailymedia.com	Howl-O-Scream opens at Busch Gardens Tampa Bay
wtsp.com	Sparkman Wharf gets ready to celebrate '813 Day' with activities, social media contest
newsweek.com	Internet Obsessed With Two Fish Chasing Each Other: 'A Romance Movie'
aol.com	The 23 Best Aquariums in the U.S.
wfla.com	How ZooTampa's animals are staying cool in extreme heat
WFTS-TV ABC Action News (online)	ZooTampa goes on a global conservation mission to protect elephants, penguins
Inside Edition	Sun Bears Are the Extremely Rare Animal Currently Causing Uproar on Social Media. We Found 1 Living
Bay News 9	Scientists breed rescued coral after record water temperatures cause mass bleaching
wtsp.com	20 new coral colonies added to The Florida Aquarium breeding program amid bleaching concerns
Tampa Bay Times (online - TampaBay.com)	Why Florida scientists have a hint of hope amid the coral bleaching crisis
The Travel	These Are The 10 Most Beautiful Places To Visit In Florida This Fall
wtsp.com	'It's really been a game changer': Water Street filled with restaurants, bars transform downtown Tam
Tampa Bay Times (online - TampaBay.com)	Tampa's highest rooftop bar to open next month
Tampa Bay Times (online - TampaBay.com)	Who's behind the bar at Tampa's swanky five-star Edition hotel?
Tampa Bay Times (online - TampaBay.com)	12 places to get oysters in the Tampa Bay area



Southern Living	New Florida Getaways For A Relaxing Coastal Vacation
WTVT Fox 13	Tampa's first air-conditioned building opened nearly a century ago: 'That wasn't even in our minds'
WTVT Fox 13	TPA's iconic pink Flamingo 'Phoebe' celebrates first birthday
WTVT Fox 13	7th and Grove providing southern comfort food in the center of Ybor City
WFTS-TV ABC Action News (online)	Celebrating National Cuban Sandwich Day With the Smokin' Cuban
Yahoo News	This Speakeasy Welcomes Travelers To Learn About Tampa's Black History
Tampa Bay Times (online - TampaBay.com)	Guide to Midtown Tampa: where to eat, where to park, what to see
The Boutique Adventurer	21 Best Things to do in Downtown Tampa [year] You'll Love
Cigar Journal	7th Avenue Heaven in Ybor City
WTVT Fox 13	Local shops specialize in faux custom flowers for your big event
WTVT-TV FOX 13	Tampa Soul Walk FOX 13
Escape Magazine	Broadway shows in Tampa
Elite Magazine	Broadway shows in Tampa (2)
MSN	What to do in Tampa – 10 attractions not to be missed
Tampa Bay Times (online - TampaBay.com)	South Tampa guide: How to explore this swanky neighborhood on any budget
Bay News 9	Busch Gardens Tampa's Spooktacular returns this weekend with new activities
WFTV-TV	Family-friendly 'Spooktacular' returns Sept. 9 to Busch Gardens Tampa Bay
Tampa Bay Times (online - TampaBay.com)	Tampa Bay's top Halloween and fall events, from festivals to ghost tours
USA Today	Summer doesn't have to end: Water parks like these offer tropical getaways all year
Bay News 9	Florida Aquarium welcomes new honeycomb rays
WFTS-TV ABC Action News (online)	American Victory Ship's nautical haunted attraction sails through Channelside
Tampa Bay Times (online - TampaBay.com)	5 kid-friendly Halloween attractions in Central Florida
WTVT Fox 13	Tampa Bay to host WWE's Royal Rumble in 2024
Tampa Bay Times (online - TampaBay.com)	Seminole Heights guide: Favorite hidden gems in this hip Tampa neighborhood
aol.com	The 9 Best Fall Getaways in Florida (Because We Have Way More to See Than Just Beaches)
lakerlutznews.com	A rocket blast on the bay
wfla.com	New upscale dining river cruise brings unique experience to Tampa
eonline.com	Halloweentown Costars Kimberly J. Brown and Daniel Kountz Tease Magical Wedding Plans
WFTS-TV ABC Action News (online)	90s Con in full swing at Tampa Convention Center
wtsp.com	Relive the nostalgia: 90s Con brings celebrities from your favorite shows to Tampa
people.com	Shannen Doherty Tears Up as She Receives a Standing Ovation During the 'Beverly Hills, 90210' Panel
Tampa Bay Times (online - TampaBay.com)	Water Street Tampa gets wellness certification — a first in North America
Tampa Bay Times (online - TampaBay.com)	Where to eat and drink at Tampa's Water Street development
wfla.com	Treat your skin this Fall at The Spa at Tampa EDITION
Tampa Magazine	Why Tampa? Why Now?
wfla.com	Raising the Bar: Unveiling the rooftop hotspots of Tampa and St. Petersburg
ladevi.info	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos.com
Yahoo News	Contain yourself! Creative and versatile, container parks prove popular around Florida
WFTS-TV ABC Action News (online)	The Columbia Restaurant: Behind the scenes
Yahoo News	7 Family-Friendly Restaurants in Florida to Delight Your Taste Buds
WFTS-TV ABC Action News (online)	J.C. Newman Cigar Co. factory restoration includes rare peek at world's oldest cigars

Cigar Journal	J.C. NEWMAN SHIPS 2023 BRICK HOUSE BRICKTOBERFEST CIGARS
Tampa Bay Times (online - TampaBay.com)	Ybor City guide: From vintage shops and Tampa history to food and frights
TBBW	Three Oaks Hospitality prepares to open concept in Hyde Park Village (PHOTOS)
Business Observer	Famed Parisian fashion house Chanel opens Tampa store
Tampa Bay Times (online - TampaBay.com)	21 Tampa Bay coffee shops to visit for National Coffee Day
WTVT-TV FOX 13	Tampa Theatre & Columbia Restaurant FOX 13
Florida Today	The ultimate guide to Halloween in Florida: HHN, movies, costumes, haunted houses and more
Tampa Bay's Morning Blend- WFTS	Columbia Restaurant on Morning Blend
WFTS-TV ABC Action News	Columbia Restaurant on ABC Action News
WFTS-TV ABC Action News	J.C. Newman ABC Action News
WTVT-TV FOX 13	FMoPA FOX 13
Orlando Attractions	September in Tampa Bay Is Spooky Good Fun...And More

Visit Tampa Bay generated **55 Unpaid Corporate Media Placements** in the Quarter. The articles placed are listed below:

<b>Publication Name</b>	<b>Headline</b>
Digital Signage Today	Visit Tampa Bay unveils summer tourism campaign
WFLA-daytime	Kappa's on Daytime
WFLA-daytime	Kappa Alpha Psi men step with swag into Tampa Bay
Great Day Live	Kappas on Great Day live
travellandtour.com	Visit Tampa Bay exhibits its latest campaign for summer tourism
Convene: Professional Conference Management Association (PCMA)	In Tampa Bay, Meetings Come With a View
boldjourney.com	Meet Jamie Santillo
Report Colombia	Un productivo primer semestre para Tampa Bay
Yahoofinance.com	Taylor Swift's Eras Tour is boosting the U.S. economy
Yahoo News	Taylor Swift's Eras Tour is boosting the U.S. economy (2)
vigourtimes.com	Taylor Swift's Eras Tour's Economic Boost Estimated at \$5 Billion by the Federal Reserve and Market
Travel2Latam	A successful semester for Tampa Bay in Colombia
Tampa Bay Times (online - TampaBay.com)	Could Florida politics drag down Tampa Bay tourism?
instinctmagazine.com	Florida's First LGBTQ+ Tourism Conference Held in Tampa Next Week
Benzinga	The Federal Reserve Reveals Taylor Swift's Concert Tour And 'Swifties' are Giving the Economy a Majo
The Brunswick News Online	What does Tampa Bay smell like? Pirates and cigars, apparently
WTSP 10 News	Jamie Santillo on WTSP
ladevi.info	Este artículo fue hecho gracias al esfuerzo de trabajo de un periodista profesional. Reconocelos.com
Business Observer	Tampa bed tax collections rise 15%
WTSP 10 News	FMoPA TPA Contest
Spot On Florida	Florida LGBTQ tourism conference to tackle travel advisories this week
WFTS-TV ABC Action News (online)	Business community embraces LGBTQ+ tourism conference
WXIA-TV	Experience the Best of Tampa in Atlanta
Entravision/Univision	Preocupación por posible impacto económico en la industria del turismo
wfla.com	Inaugural FLOCC event spotlights growing landscape of LGBTQ tourism
Trade Show News Network	TAMPA BAY IS WHERE DYNAMIC MEETINGS COME TOGETHER NEARLY EFFORTLESSLY

Watermark	PHOTOS: Florida's 1st LGBTQ+ tourism conference held in Tampa
Tampa Bay Times (online - TampaBay.com)	Tampa Bay's red-hot tourism market has cooled. Here's why:
WFTS-TV ABC Action News (online)	Before Beyonce's stop in Tampa Wednesday, fans show her their 'visuals' for Renaissance album
Keys News	Key West mayor addresses LGBTQ group
WFTS-TV ABC Action News (online)	Beyonce takes on Raymond James: What you need to know to get inside smoothly
travelmole.com	New Visit Tampa Bay video campaign celebrates diversity
MSN	Tampa Bay's red-hot tourism market has cooled. Here's why:
Tampa Bay Business Journal (online)	Visit Tampa Bay partners with Premier League club
travelmole.com	Brentford FC scores with Visit Tampa Bay partnership
Travel Weekly	Tampa Bay Kicks Off Brentford FC Partnership
Inside World Football	Brentford sign Visit Tampa Bay as club partner
knsn.com	Tampa to Tampa: Tampa Bay, Florida, residents arrive in Wichita to visit Tampa, Kansas
Tampa Bay Times (online - TampaBay.com)	What is Visit Tampa Bay's newest goal? Attracting English soccer fans.
knsn.com	VTB to Tampa,KS (1)
knsn.com	VTB to Tampa, KS (2)
flvoicenews.com	Tampa Bay hotels see surge in July and on track to a billion-dollar year
Breaking Travel News	Tampa Bay Hotels See Surge in July and on Track to Another Billion-Dollar Year
The Capitolist	Tampa Bay hospitality sector eyes second consecutive \$1 billion year
Panrotas Editora (Brazil)	Meet Visit USA 2023 suppliers
Panrotas Editora (Brazil)	In search of new levels
Panrotas Editora (Brazil)	All ready for the USA Day at Orinter
mercadoeventos.com.br	All ready for the USA Day at Orinter (2)
mercadoeventos.com.br	Visit Tampa Bay Welcomes All with New Video Campaign
Brasilturis.com.br	Visit Tampa Bay Welcomes All with New Video Campaign (2)
Panrotas Editora (Brazil)	Visit Tampa Bay Welcomes All with New Video Campaign (3)
www.showvip.com.br	Visit Tampa Bay Welcomes All with New Video Campaign (4)
Brasilturis.com.br	Tampa Bay hosts first Florida OutCoast Convention
mercadoeventos.com.br	Tampa Bay hosts first Florida OutCoast Convention (2)
Yahoo News	Scholarship and Service: 112 Years of Kappa Alpha Psi

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

<b>Date</b>	<b>Event Name</b>
8/1/2023	FLOCC 2023 Panel Review
8/2/2023	Quarterly Presentation to Board of County Commissioners
8/10/2023	September VTB Podcast
8/22/2023	Extravaganza Video
8/24/2023	Mario Nunez, Tampa Native Show
8/24/2023	State of Travel Industry Panelist
9/5/2023	Husien Memic, Serbian Minister of Tourism
9/8/2023	Florida Governor's Conference

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 **11 Destination Leadership Events** in the quarter:

<b>Date</b>	<b>Event Name</b>
7/17/2023	Sonya Little, Strategic Property Partners, Inc.
7/24/2023	Punit Shah, Liberty Group
7/26/2023	Frank Belzer, ICON Park
8/10/2023	National Black Hotel Owners & Operators
8/14/2023	JLL - Destination Study Visit
8/17/2023	Gasparilla Bowl Kickoff Cruise
8/24/2023	Oklahoma City Chamber of Commerce Presentation/Panel
9/5/2023	Mayor Jane Castor & Don Welsh, Destinations International
9/11/2023	Amanda Payne, Amplify Clearwater
9/12/2023	Fidelity Investments Panelist Opening Session
9/29/2023	Hillsborough County Schools Superintendent Van Ayres

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 **1,085 Referrals** to local businesses. We produced **14 Local Industry and Partner Tourism Events** and Attracted **39 New Partners** in the Quarter.

<b>Date</b>	<b>Event Name</b>
7/11/2023	Business by the Bay - Tampa Convention Center
7/12/2023	Partner Orientation - July 2023
8/15/2023	Keys to Success - Sheraton Tampa Brandon
8/15/2023	Unlock Tampa Bay Activation - National Relaxation Day Activation
8/16/2023	Unlock Tampa Bay Activation - National Rollercoaster Day Activation
8/17/2023	Business by the Bay - Oxford Exchange
8/23/2023	Unlock Tampa Bay Activation - National Cuban Sandwich Day Activation
8/28/2023	Guest Experience Training (GET)
9/13/2023	Business Crawl by the Bay - Ybor City
9/19/2023	Keys to Success - Rusty Pelican
9/25/2023	Unlock Tampa Bay Activation - National Quesadilla Day
9/25/2023	Unlock Tampa Bay Activation - National American Business Women's Day
9/25/2023	City of Tampa Soul Walk-Partner Event
9/30/2023	NAACP Freedom Fund Dinner

10. **AWARDS AND RECOGNITION**

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

**Flagler Awards**

Measure the Treasure Henry (Gold)

Visit Tampa Gay Henry (Gold)

Riverwalk Pass Silver

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

JoLynn M. Lokey, COO

Print Name and Title



Signature

11/30/2023

Date