



SPORTS & EVENTS

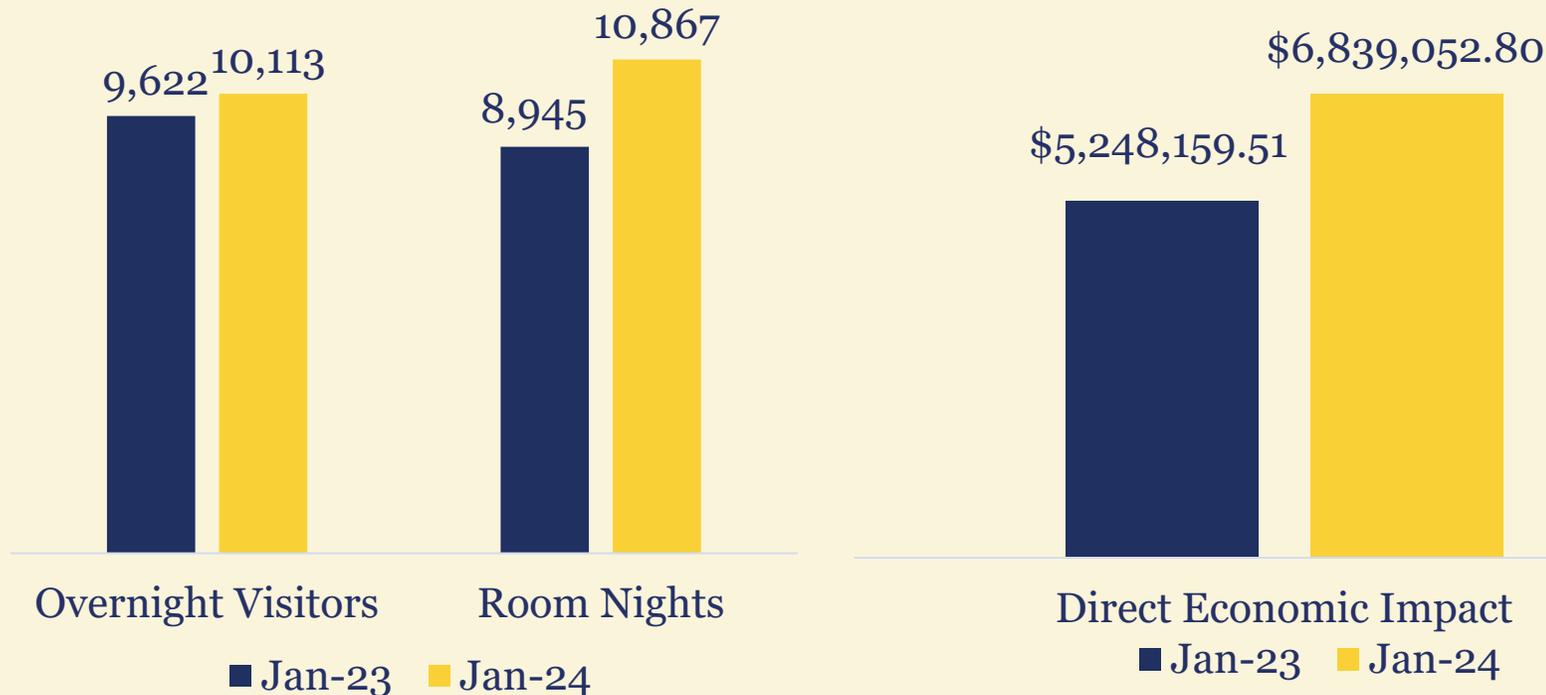
January 2024

Prepared By: Caleb Peterson, Sr. Manager

January Overview

Hosted **10** events in January:

- **10,113** overnight visitors
- **\$6,839,052.80** in direct economic impact
- **10,867** room nights



WWE Royal Rumble

Held on January 27th, 2024 the Royal Rumble brought a record-breaking attendance of 48,044 to Tropicana Field. Televised around the world, this event not only showcased the County's ability to handle events of this magnitude, but also helped to establish Pinellas County as a prime destination for high-profile sports and entertainment events. (Data to come)





Sports Express

- **Location:** Tempe, AZ
- **Dates:** January 22-25, 2024
- **Staff Members:** Julie Bolfa
- **Summary:** VSPC had 30 strategic meetings with sports event organizers and utilized networking events as additional opportunities to connect.



Sunshine Sports Council-Innovation Think Tank

- **Location:** Lakeland, FL
- **Dates:** January 31 – February 1, 2024
- **Staff Members:** Katie Brunk
- **Summary:** VSPC engaged in discussions on sustainable practices, tech integration, event diversification, and destination marketing during this think tank comprised of Florida sports tourism leaders and event organizers. The conference also included casual networking sessions to encourage future collaboration.





98th Annual New Years Invitational Tournament

Organizer: St. Petersburg Country Club

Venue: St. Petersburg Country Club

Dates: January 4-6, 2024

Market Segment:

- Golf

Impact:

- 387 Total Attendees
- 321 Overnight Visitors
- 507 Room Nights

JUCO Kickoff Classic & Showcase

Organizer: Fastpitch Headquarters
of Florida

Venue: Eddie C. Moore Complex

Dates: January 26-28, 2024

Impact:

- 2,085 Total Attendees
- 1,647 Overnight Visitors
- 1,794 Room Nights





Clearwater Marathon & Running Festival

Organizer: Millennium Running

Venue: Sand Key Park

Dates: January 27-28, 2024

Market Segment:

- Running/Challenge

Impact:

- 4,439 Total Attendees
- 2,131 Overnight Visitors
- 2,444 Room Nights



2024 BeVolley Showcase

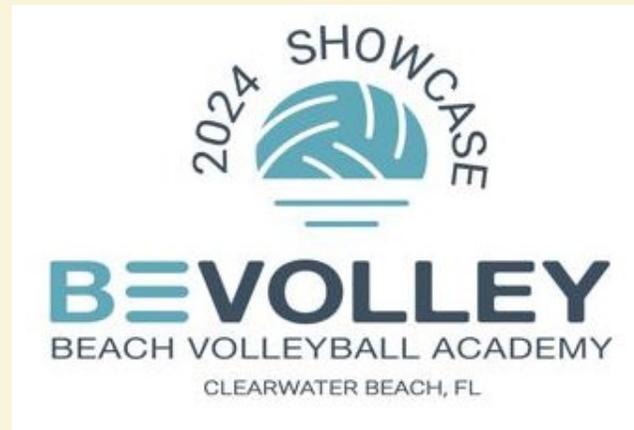
Organizer: BeVolley Academy

Venue: Pier 60

Dates: January 13-15, 2024

Impact:

- 1,122 Total Attendees
- 853 Overnight Visitors
- 950 Room Nights



Year to Date

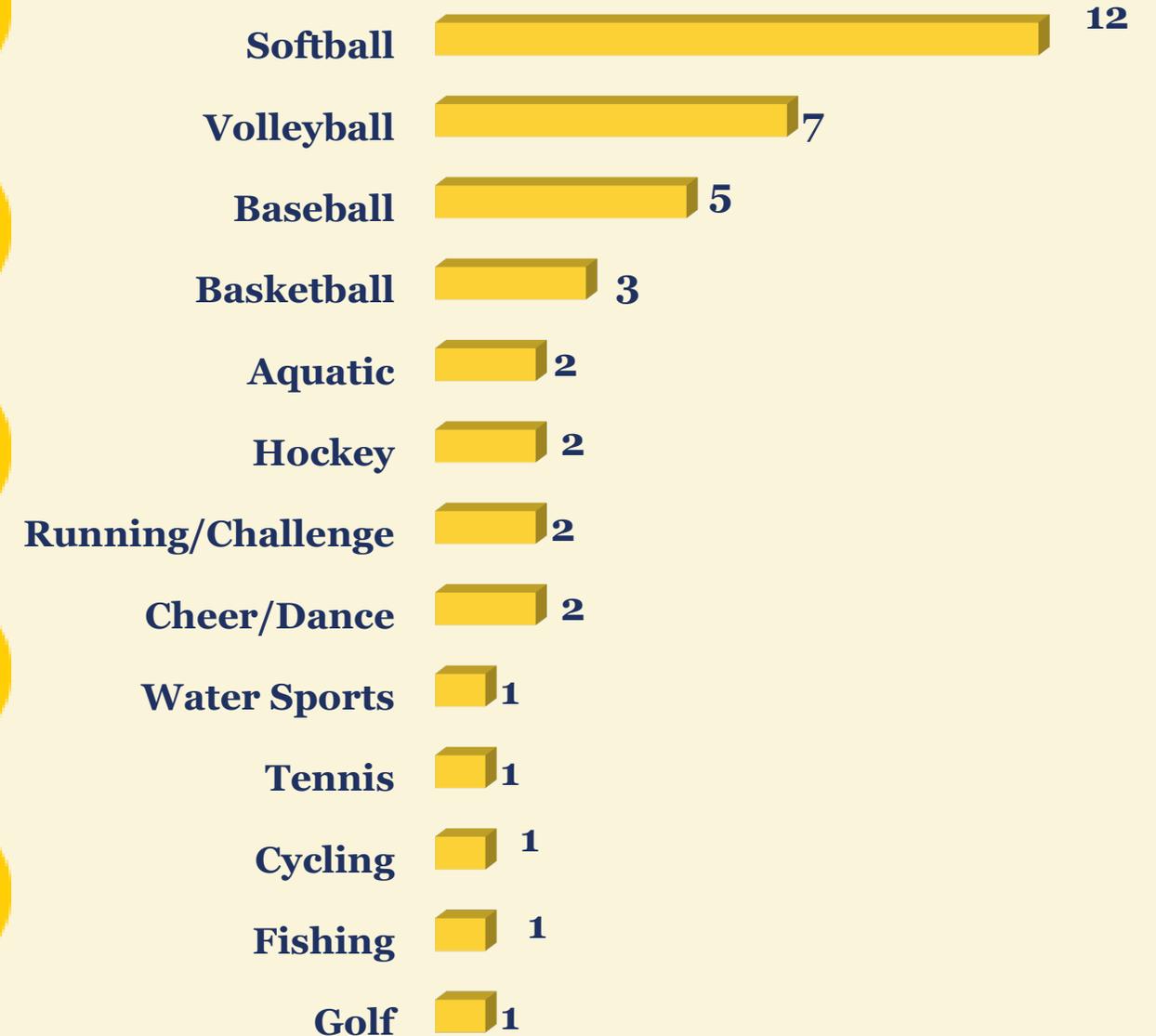
(10/1/2023 - 1/31/2024)

Hosted **41** events:

- **39,543** overnight visitors
- **\$22,908,664.99** in direct economic impact
- **40,424** room nights

Market Segment Breakdown

■ # of Events





ST.PETE
CLEARWATER

THANK YOU

