



SPORTS & EVENTS

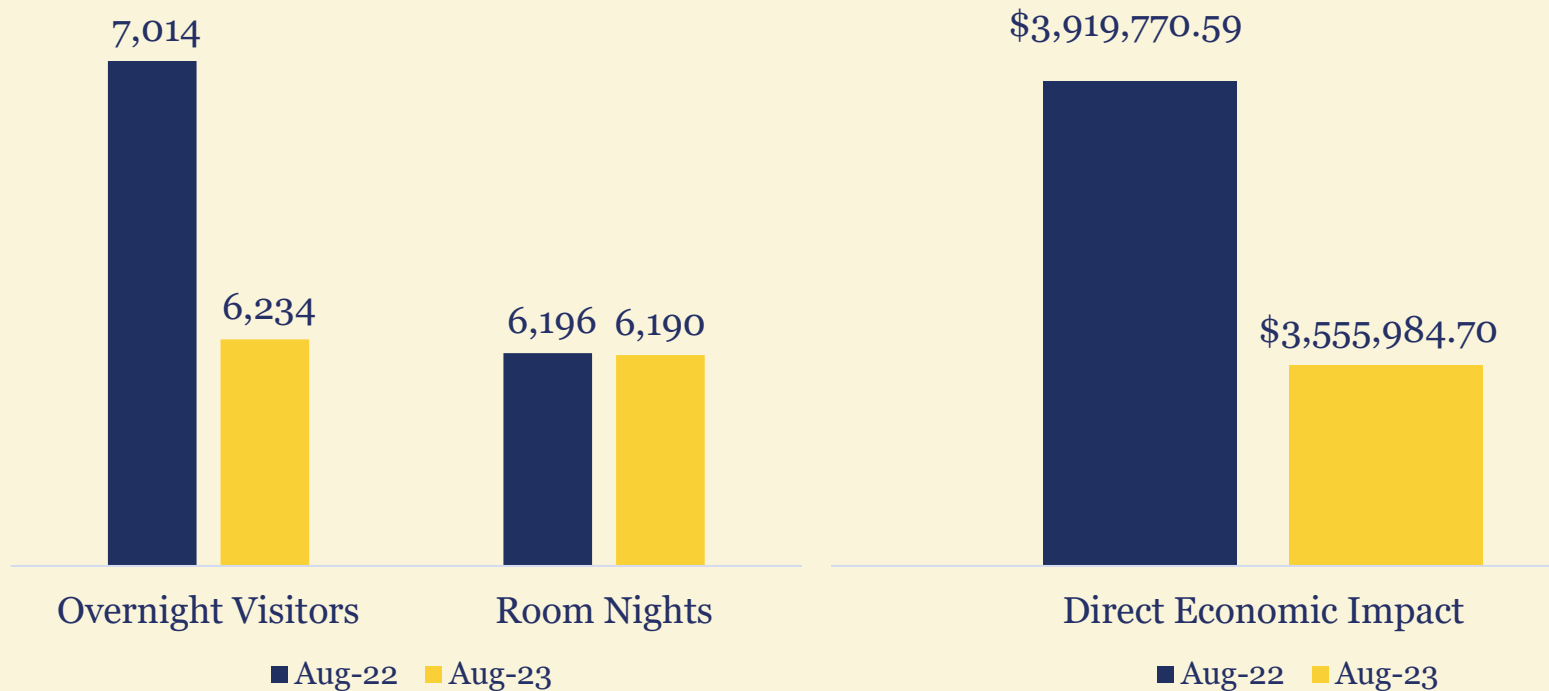
August 2023

Prepared By: Caleb Peterson, Sr. Manager

August Overview

Hosted 4 events in August:

- 6,234 overnight visitors
- \$3,555,984.70 in direct economic impact
- 6,190 room nights



TAMPA BAY, FL

WWE ROYAL RUMBLE

SATURDAY JAN. 27

WWE Royal Rumble

In conjunction with the Tampa Bay Rays and the Tampa Bay Sports Commission, Visit St. Pete/Clearwater is proud to announce that we will be hosting the 37th Royal Rumble at Tropicana Field on January 27th, 2024.



Connect Sports Marketplace

Location: Minneapolis, MN

Dates: August 22-24, 2023

Staff Member: Julie Bolfa

Summary: VSPC held 26 meetings with sports event organizers and took advantage of additional opportunities to connect during the social and educational sessions.





ACES Annual Conference

Location: Grand Rapids, MI

Dates: August 29-31, 2023

Staff Member: Caleb Peterson

Summary: The Association of Chief Executives for Sport (ACES) is a trade association comprised exclusively of CEO's of United States national sport governing bodies. They meet annually to discuss business interests of non-profit member sport organizations, share best practices, promote professional development, and formulate a collective voice on common issues.



ISCA Summer Elite Showcase

Organizer: International Swim Coaches Association (ISCA)

Venue: North Shore Aquatic Complex

Dates: August 2-5, 2023

Market Segment:

- Aquatic

Impact:

- 2,319 Total Attendees
- 2,226 Overnight Visitors
- 2,904 Room Nights
(Final Report Pending)





SSOVA Championship's Pier 60

Organizer: Sunshine State Outdoor Volleyball Association (SSOVA)

Venue: Pier 60 @ Clearwater Beach

Dates: August 5-6, 2023

Market Segment:

- Volleyball

Impact:

- 200 Total Attendees
- 513 Overnight Visitors
- 229 Room Nights



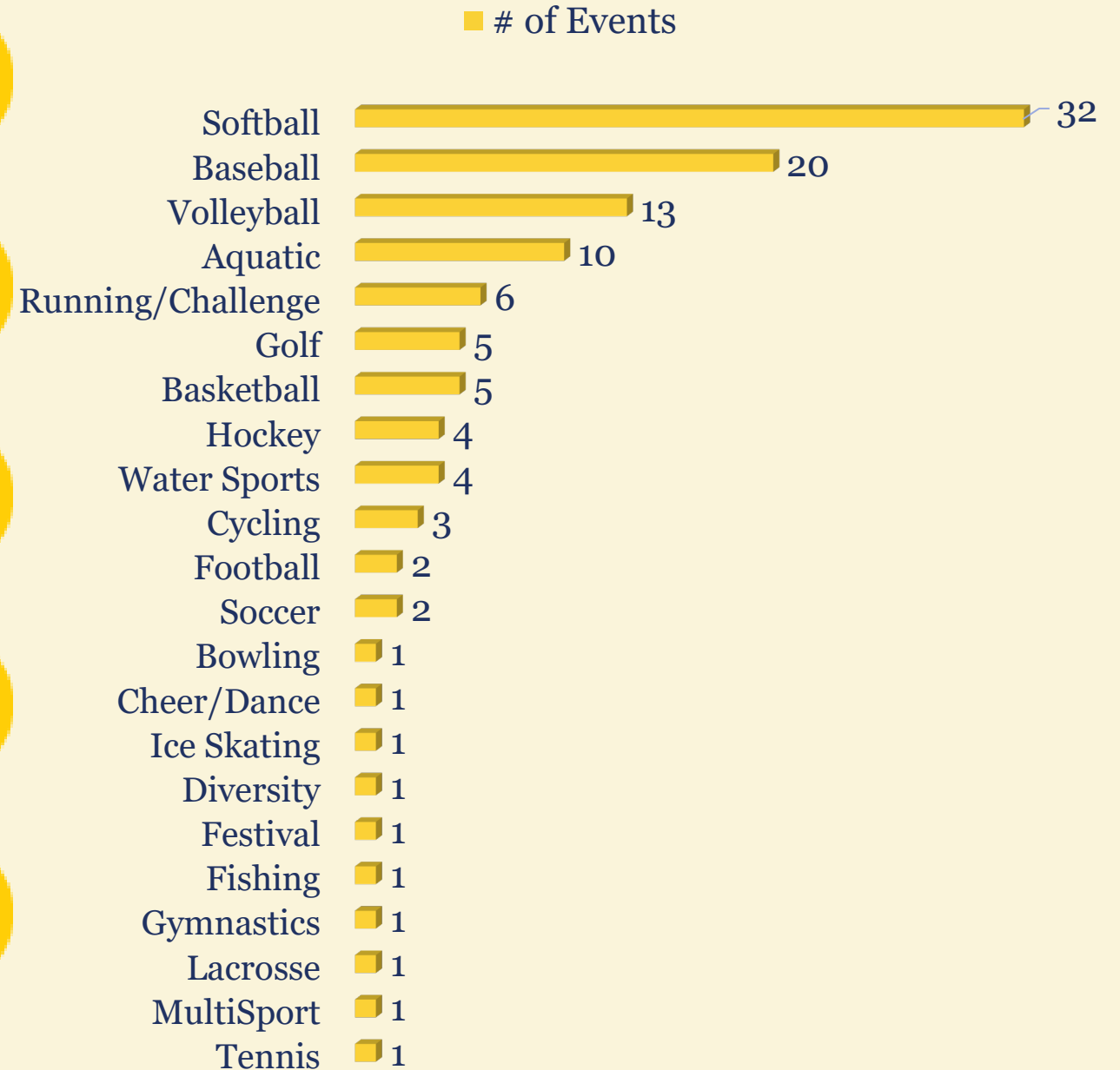
Year to Date

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Hosted 116 events:

- 171,144 overnight visitors
- \$108,908,024.46 in direct economic impact
- 173,300 room nights

Market Segment Breakdown





THANK YOU

