



SPORTS & EVENTS

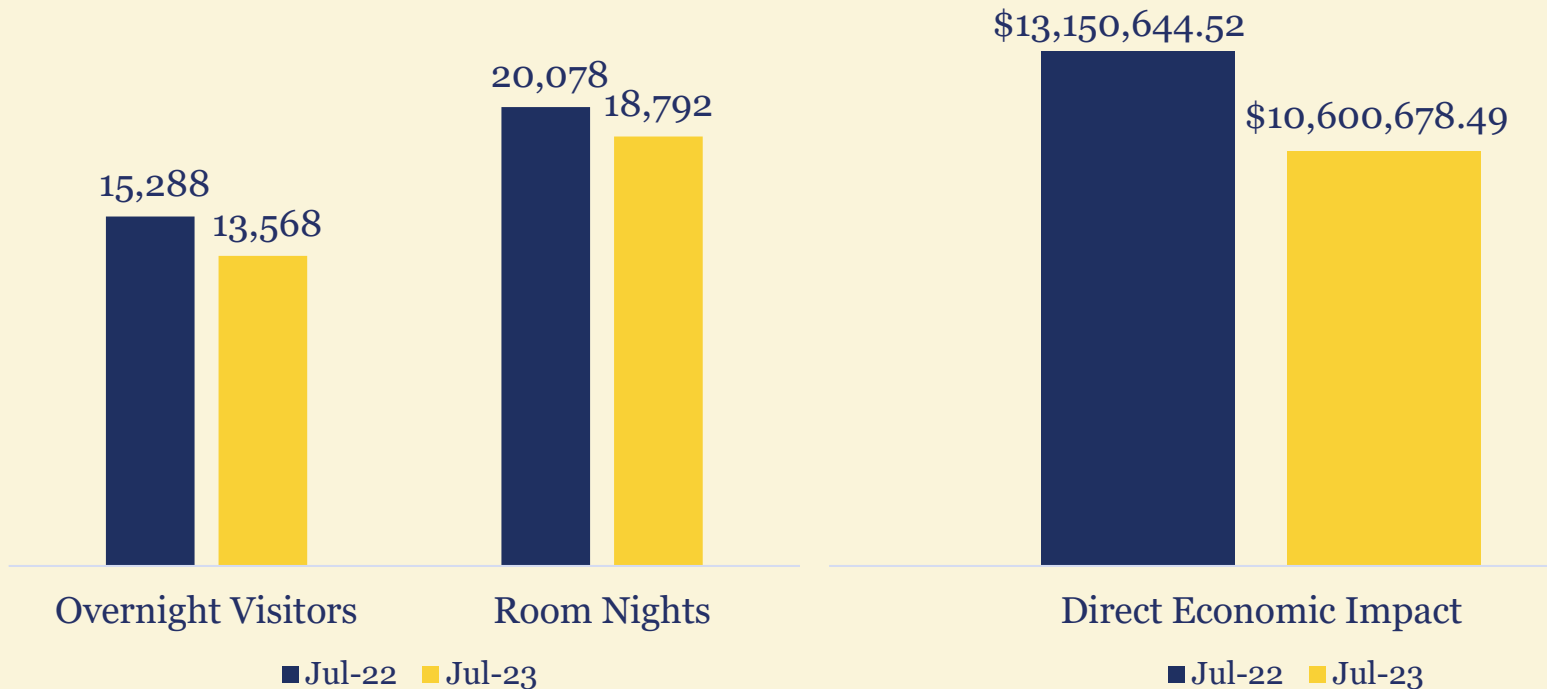
July 2023

Prepared By: Caleb Peterson, Sr. Manager

July Overview

Hosted 10 events in July:

- 13,568 overnight visitors
- \$10,600,678.49 in direct economic impact
- 18,792 room nights





Hooters Baseball City World Series

Organizer: St. Petersburg Baseball Commission

Venue: Baseball City

Dates: July 7-16, 2023

Market Segment:

- Baseball

Impact:

- 1,876 Total Attendees
- 1,557 Overnight Visitors
- 3,918 Room Nights



32nd Orange Blossom Open

Organizer: Tampa Bay Skating Club

Venue: Clearwater Ice Arena

Dates: July 7-16, 2023

Market Segment:

- Ice Skating

Impact:

- 2,052 Total Attendees
- 595 Overnight Visitors
- 1,497 Room Nights





A, B, & C World Series

Organizer: NSA West

Venue: Multiple Venues in Pinellas County

Dates: July 12-16, 2023

Market Segment:

- Softball

Impact:

- 6,946 Total Attendees
- 4,307 Overnight Visitors
- 6,321 Room Nights



ISCA Summer Senior Blast

Organizer: International Swim Coaches Association (ISCA)

Venue: North Shore Aquatic Complex

Dates: July 25-29, 2023

Market Segment:

- Aquatic

Impact:

- 2,600 Total Attendees
- 2,470 Overnight Visitors
- 3,625 Room Nights
(Final Report Pending)



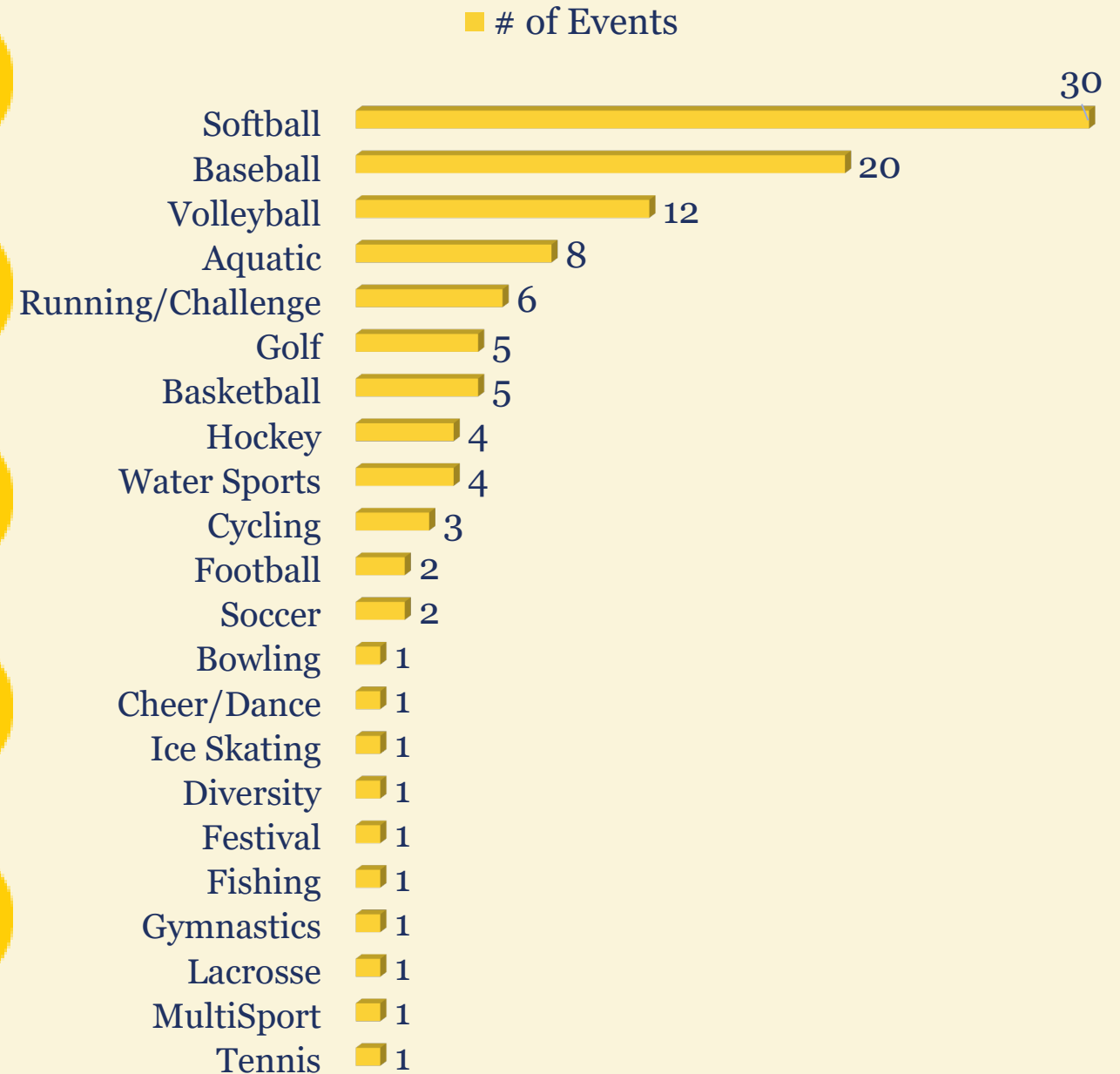
Year to Date

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Hosted 111 events:

- 163,122 overnight visitors
- \$103,823,159.08 in direct economic impact
- 164,486 room nights

Market Segment Breakdown





THANK YOU

