



# SPORTS & EVENTS

## January 2023

Prepared By: Caleb Peterson, Sr. Manager

# STAFF TRAVEL

## Compete Sports Diversity Conference

- **Dates:** January 11-13, 2023
- **Location:** Las Vegas, NV
- **Team Members:** Caleb Peterson
- **Audience:**
  - LGBTQ+ event organizers
- **Opportunity:**
  - Recognized as Welcoming Host City of the Year, and was able to network with LGBTQ+ organizers and promote Pinellas County as a welcome host for their events.
  - We will also be hosting the Compete Sports Diversity Summit this June in St. Petersburg.





# STAFF TRAVEL

## Sports Express Surprise!

- **Dates:** January 22-27, 2023
- **Location:** Ft. Lauderdale, FL
- **Team Members:** Julie Bolfa

- **Audience:**
  - Industry's most active meeting planners and event rights holders
- **Opportunity:**
  - Had quality meetings with 28 event organizers.
  - Promoted St. Pete/Clearwater as a premier sports destination and fostered relationships to develop future business.





# 97<sup>th</sup> Annual New Year's Invitational Golf Tournament

**Organizer:** St. Petersburg Country Club

**Location:** St. Petersburg Country Club,  
St. Petersburg, FL

**Dates:** January 5-8, 2023

**Market Segment:**

- Golf

**Impact:**

- 1,061 Attendees
- 599 Room Nights





# BeVolley College Showcase

**Organizer:** BeVolley Academy

**Location:** Pier 60, Clearwater, FL

**Dates:** January 14-16, 2023

**Market Segment:**

- Volleyball

**Impact:**

- 1,070 Attendees
- 752 Room Nights



# Winter Nationals

**Organizer:** NSA West

**Location:** Multiple Venues in  
Pinellas County, FL

**Dates:** January 7-8, 2023

**Market Segment:**

- Softball

**Impact:**

- 4,745 Attendees
- 1,718 Room Nights

# Snowball Fight

**Organizer:** USSSA

**Location:** Multiple Venues in  
Pinellas County, FL

**Dates:** January 28-29, 2023

**Market Segment:**

- Baseball

**Impact:**

- 2,950 Attendees
- 442 Room Nights



# Clearwater Marathon & Running Festival



**Organizer:** Millennium Running

**Location:** Sand Key Park, Clearwater, FL

**Dates:** January 28-29, 2023

**Market Segment:**

- Running/Challenge

**Impact:**

- 4,320 Attendees
- 3,497 Room Nights



# THANK YOU

