



SPORTS & EVENTS

March 2023

Prepared By: Caleb Peterson, Sr. Manager

STAFF TRAVEL

Florida Sports Foundation (FSF) Roundtable

- **Dates:** March 21, 2023
- **Location:** Tallahassee, FL
- **Team Member:** Andrea Perla
- **Audience:**
 - Florida sports commissions.
- **Opportunity:**
 - Discuss sports tourism in Florida, state of the industry, and learn best practices within the industry.



STAFF TRAVEL

International Sports Convention 2023

- **Dates:** March 22-23, 2023
- **Location:** London, UK
- **Team Member:** Caleb Peterson
- **Audience:**
 - Key players in the global sports industry.
- **Opportunity:**
 - This event facilitates networking and building relationships with international sports industry leaders. Notable speakers and panelist provided insight into the global sports tourism industry.



STAFF TRAVEL

Sports ETA Women's Summit

- **Dates:** March 29-31, 2023
- **Location:** Dallas, TX
- **Team Member:** Andrea Perla, Julie Bolfa & Mariah Kaylor
- **Audience:**
 - Women of all experience in the sports tourism space.
- **Opportunity:**
 - The summit allows attendees to work on leadership skills, learn current best practices, and establish a network of industry peers all while championing the development of women in the industry.



THE Spring Games Madeira Beach

Organizer: THE Spring Games

Location: R.O.C. Park, Madeira Beach, FL

Dates: February 23 – March 15, 2023

Market Segment:

- Softball

Impact:

- 1,845 Attendees
- 2,513 Room Nights



Florida Age Group Championship

Organizer: Clearwater Aquatic Team

Location: The Long Center,
Clearwater, FL

Dates: March 2-5, 2023

Market Segment:

- Aquatic

Impact:

- 1,815 Attendees
- 1,737 Room Nights

Spring Break LAX

Organizer: D & E Associates

Location: Multiple Venues in
Pinellas County, FL

Dates: March 4-30 , 2023

Market Segment:

- Lacrosse

Impact:

- 2,265 Attendees
- 3,329 Room Nights

March Madness Super Regional

Organizer: Global Sports Alliance

Location: Multiple Venues in
Pinellas County, FL

Dates: March 4-5, 2023

Market Segment:

- Baseball

Impact:

- 3,115 Attendees
- 900 Room Nights

Teen Masters

Organizer: Killer B Promotions

Location: Maple Lanes, Clearwater, FL

Dates: March 5, 2023

Market Segment:

- Bowling

Impact:

- 96 Attendees
 - 28 Room Nights
- (Final Report Pending)

2023 Skyway Bridge Run

Organizer: Skyway Bridge Run LLC

Location: Tropicana Field, St. Petersburg, FL

Dates: March 12, 2023

Market Segment:

- Running/Challenge

Impact:

- 15,000 Attendees
- 2,059 Room Nights
(Final Report Pending)



SSOVA's Spring Break Beach Volleyball Tournament

Organizer: Sunshine State Outdoor Volleyball Association (SSOVA)

Location: Bilmar Beach Resort, Treasure Island, FL

Dates: March 11-12, 2023

Market Segment:

- Volleyball

Impact:

- 1,010 Attendees
- 324 Room Nights

Gap 2 Gap

Organizer: USSSA

Location: Multiple Venues in Pinellas County, FL

Dates: March 11-12, 2023

Market Segment:

- Baseball

Impact:

- 3,465 Attendees
- 585 Room Nights

St. Patty's Day Classic

Organizer: NSA West

Location: Youth Park, Pinellas Park, FL &
Eddie C. Moore Complex, Clearwater, FL

Dates: March 18-19, 2023

Market Segment:

- Softball

Impact:

- 3,340 Attendees
- 897 Room Nights



ISCA International Senior Cup

Organizer: International Swim Coaches Association (ISCA)

Location: North Shore Aquatic Complex, St. Petersburg, FL

Dates: March 21-25, 2023

Market Segment:

- Aquatic

Impact:

- 2,376 Attendees
- 3,347 Room Nights





THANK YOU

