



ST.PETE
CLEARWATER

WWE ROYAL RUMBLE





44,084 in Attendance

**The LARGEST Crowd
in Tropicana Field History**

— **Tickets sold in all 50 states &
19 different countries** —

Saturday, January 27 (night of WWE)

Source: STR

- 9.9% Y.O.Y. increase in Occupancy
- 14.7% Y.O.Y. increase in ADR
- 26.1% Y.O.Y. increase in RevPar YOY

ON SCREEN



SHOW OPEN

#RoyalRumble

ROYAL
RUMBLE

ROYAL

ROYAL

ROYAL
RUMBLE

ROYAL

RECORD-SETTING ATTENDANCE



PAT MCAFEE

The background is a complex digital composition. It features a dark blue base with a network of glowing red and blue lines that crisscross the upper portion of the frame. Below this, there's a silhouette of a city skyline with various building shapes. The lower half of the image is dominated by a bright, glowing cyan and blue light effect that appears to be emanating from the bottom, creating a sense of depth and energy. The overall aesthetic is futuristic and high-tech.

IN-SHOW SEGMENT

HULK HOGAN – LET'S SHINE

HULK HOGAN – MAIN EVENT OPEN

Social Media

**1.6 MILLION CROSS-PLATFORM
SOCIAL IMPRESSIONS**

**1.1 MILLION SOCIAL MEDIA
ACCOUNTS REACHED**

**OVER 100k CROSS-PLATFORM
SOCIAL ENGAGEMENTS**



[VSPC and WWE Take Over The St. Pete Pier](#)

St. Pete / Tropicana Field In The News

Superstars Arrive At Tropicana Field For WWE Royal Rumble 2024

Pinellas County businesses gear up for WWE Royal Rumble in St. Petersburg

According to Visit St. Pete/ Clearwater, the event is expected to bring in over \$70 million to the local economy.

WWE's Royal Rumble draws record Tropicana Field crowd

WWE's Royal Rumble draws record crowd to Tropicana Field

**Gasparilla, WWE events
contribute to record-setting
weekend in Tampa Bay**

**WWE Royal Rumble could bring more than
40,000 spectators to St. Pete**

Bay area pro-wrestler excited for Royal Rumble in St. Pete



ST. PETE / CLEARWATER WAS READY TO RUMBLE!

