



SPORTS COMMISSION

April 2024

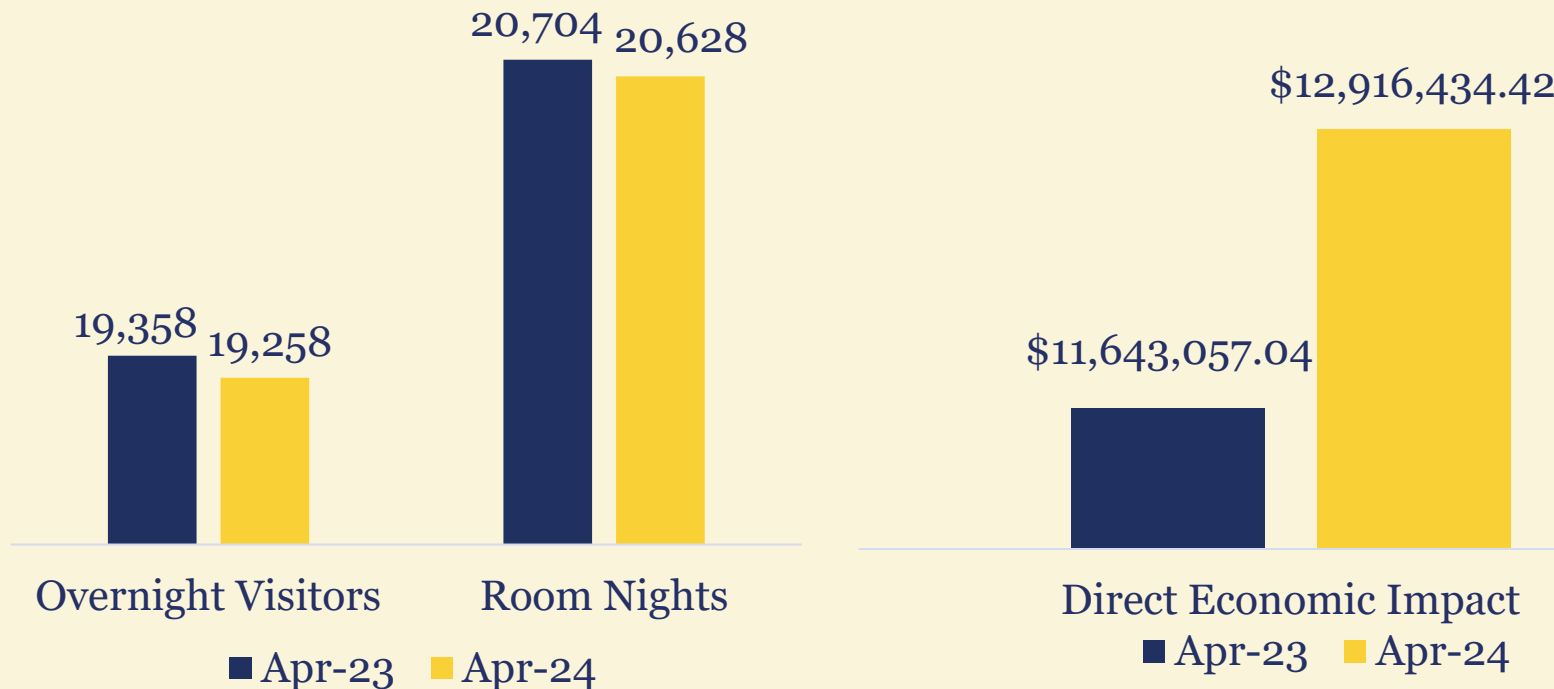
Prepared By: Caleb Peterson, Sr. Manager



April Overview

Hosted **15** events in April:

- **19,258** overnight visitors
- **\$12,916,434.42** in direct economic impact
- **20,628** room nights



Sports ETA Symposium and Tradeshaw



- **Location:** Portland, OR
- **Dates:** April 22-25
- **Staff Members:** Caleb Peterson, Julie Bolfa, and Katie Brunk
- **Summary:** At one of the largest annual meetings in the sports tourism industry, the Sports Commission held 37 appointments with diverse event organizers. Our team also attended the Sports Tourism Strategist course and other educational sessions.

Sports ETA Women's Summit

- **Location:** Cleveland, OH
- **Dates:** April 3-5
- **Staff Members:** Katie Brunk
- **Summary:** This summit allows attendees at all levels of experience the opportunity to develop and strengthen relationships with event organizers, share ideas and best practices with industry peers and education sessions that will help build winning game plans in your organization.



Triple Crown Site Visit

- **Dates:** April 8-11
- **Summary:** We hosted Triple Crown Fastpitch representatives in the destination to meet with city and hotel partners to develop two new softball tournaments that will now be coming here in the fall of 2024 and spring of 2025.



ISCA International East Elite Showcase

Organizer: International Swim Coaches Association (ISCA)

Venue: North Shore Aquatic Complex

Dates: April 3-6

Impact:

- 4,251 Total Attendees
- 4,038 Overnight Visitors
- 5,268 Room Nights



INTERNATIONAL
SWIM COACHES
ASSOCIATION





St. Anthony's Triathlon/MEEK & Mighty Triathlon

Organizer: St. Anthony's Health Care

Venue: Vinoy Park

Dates: April 26-28

Market Segment:

- Triathlon

Impact:

- 4,611 Total Attendees
- 2,029 Overnight Visitors
- 2,327 Room Nights



Tampa Bay's 40th Annual Corporate SportsFest

Organizer: Florida Corporate SportsFest, Inc.

Venue: Treasure Island Beach

Dates: April 20

Market Segment:

- MultiSport

Impact:

- 4,560 Total Attendees
- 2,280 Overnight Visitors
- 2,347 Room Nights





Boys & Girls Club Swimming National Championships

Organizer: Carrollwood Village Swim Team

Venue: North Shore Aquatic Complex

Dates: April 12-14

Market Segment:

- Aquatic

Impact:

- 1,597 Total Attendees
- 1,357 Overnight Visitors
- 1,512 Room Nights

International Surf Cup

Organizer: OneHockey

Venues: Clearwater Ice Arena & Tampa Bay Skating Academy

Dates: April 12-14

Market Segment:

- Hockey

Impact:

- 1,848 Total Attendees
- 1,146 Overnight Visitors
- 1,277 Room Nights



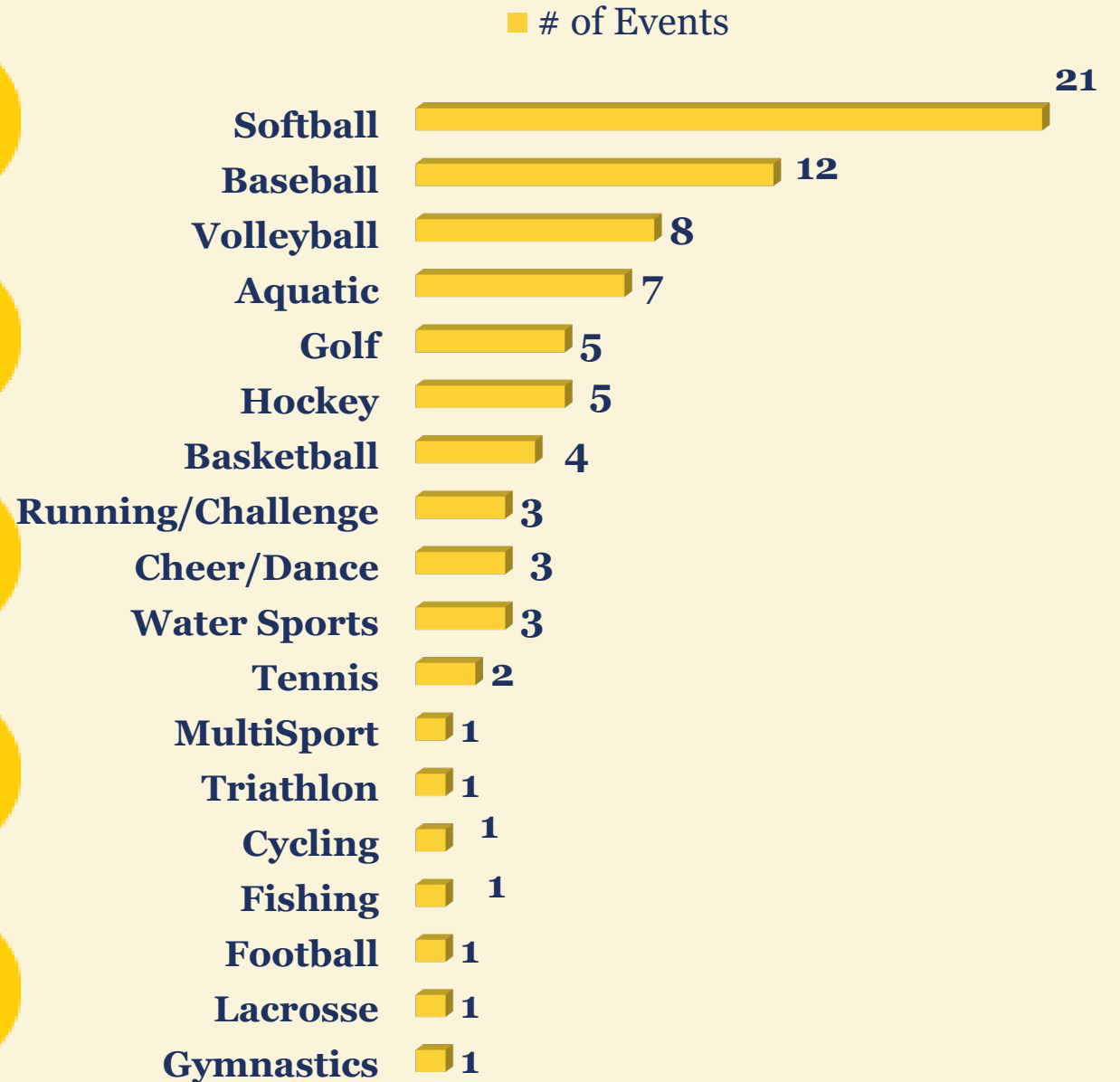
Year to Date

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Hosted **82** events:

- **139,111** overnight visitors
- **\$83,477,164.08** in direct economic impact
- **131,609** room nights

Market Segment Breakdown





ST.PETE
CLEARWATER

THANK YOU

