



SPORTS & EVENTS

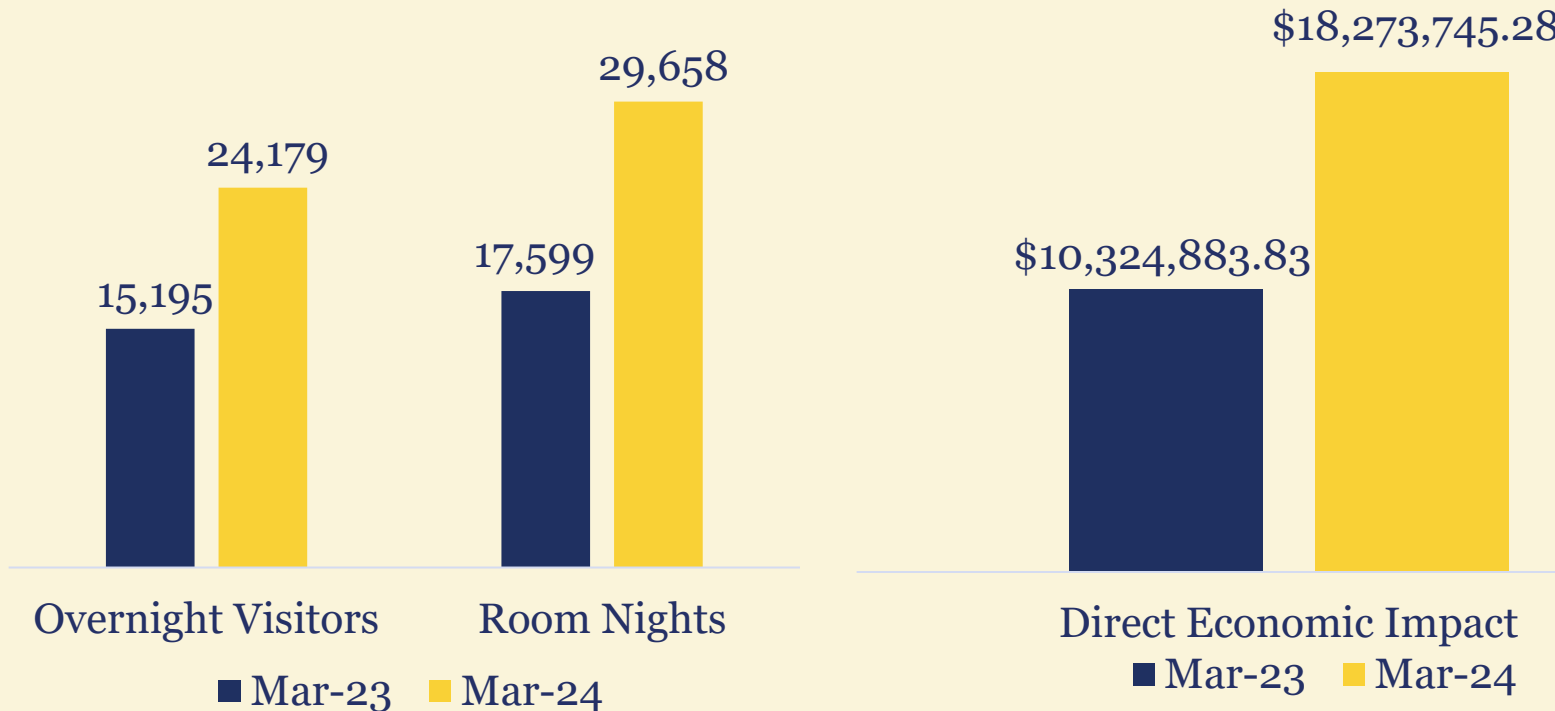
March 2024

Prepared By: Caleb Peterson, Sr. Manager

March Overview

Hosted **15** events in March:

- **24,179** overnight visitors
- **\$18,273,745.28** in direct economic impact
- **29,658** room nights



Skyway 10K Bridge Run

Organizer: Skyway Bride Run LLC

Venue: Tropicana Field

Dates: March 3

Market Segment:

- Running/Challenge

Impact:

- 12,415 Total Attendees
- 3,849 Overnight Visitors
- 3,962 Room Nights



A close-up photograph of a golf club, likely a driver, resting on a green grassy field. The club is dark blue or black, and the background is a blurred landscape with trees and a clear sky.

Aramco Series

Organizer: Feather Sound Country Club

Venue: Feather Sound Country Club

Dates: March 8-10

Market Segment:

- Golf

Impact:

- 5,092 Total Attendees
- 1,528 Overnight Visitors
- 1,688 Room Nights



aramco
team series

presented by

صندوق الاستثمارات العامة
Public Investment Fund 

Spring Break LAX

Organizer: D & E Associates

Venue: Multiple Venues in Pinellas County

Dates: February 25 – April 4

Impact:

- 2,174 Total Attendees
- 1,826 Overnight Visitors
- 2,680 Room Nights





Tampa Bay Spring Training

Organizer: Baseball City

Venue: Baseball City

Dates: February 17 – April 21

Market Segment:

- Baseball

Impact:

- 5,000 Total Attendees
- 5,000 Overnight Visitors
- 7,491 Room Nights



THE Spring Games

Organizer: THE Spring Games LLC

Venue: R.O.C. Park

Dates: February 23 – March 11

Market Segment:

- Softball

Impact:

- 1,959 Total Attendees
- 1,814 Overnight Visitors
- 3,373 Room Nights





ISCA International Senior Cup

Organizer: International Swim Coaches Association (ISCA)

Venue: North Shore Aquatic Complex

Dates: March 26-30

Market Segment:

- Aquatic

Impact:

- 2,550 Total Attendees
- 2,448 Overnight Visitors
- 3,593 Room Nights



INTERNATIONAL
SWIM COACHES
ASSOCIATION

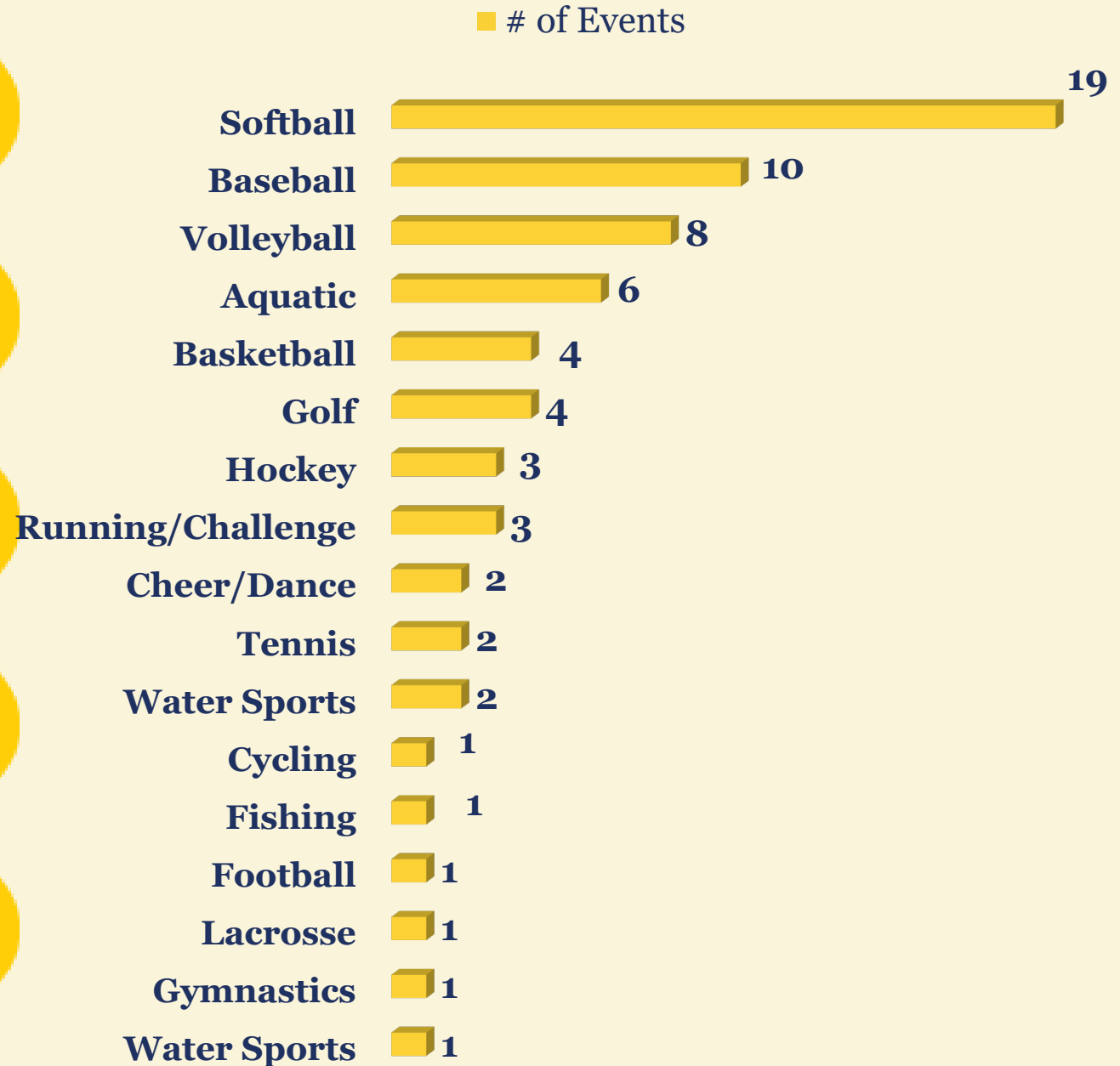
Year to Date

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Hosted **70** events:

- **123,069** overnight visitors
- **\$72,448,130.76** in direct economic impact
- **114,107** room nights

Market Segment Breakdown





ST.PETE
CLEARWATER

THANK YOU

