



SPORTS COMMISSION

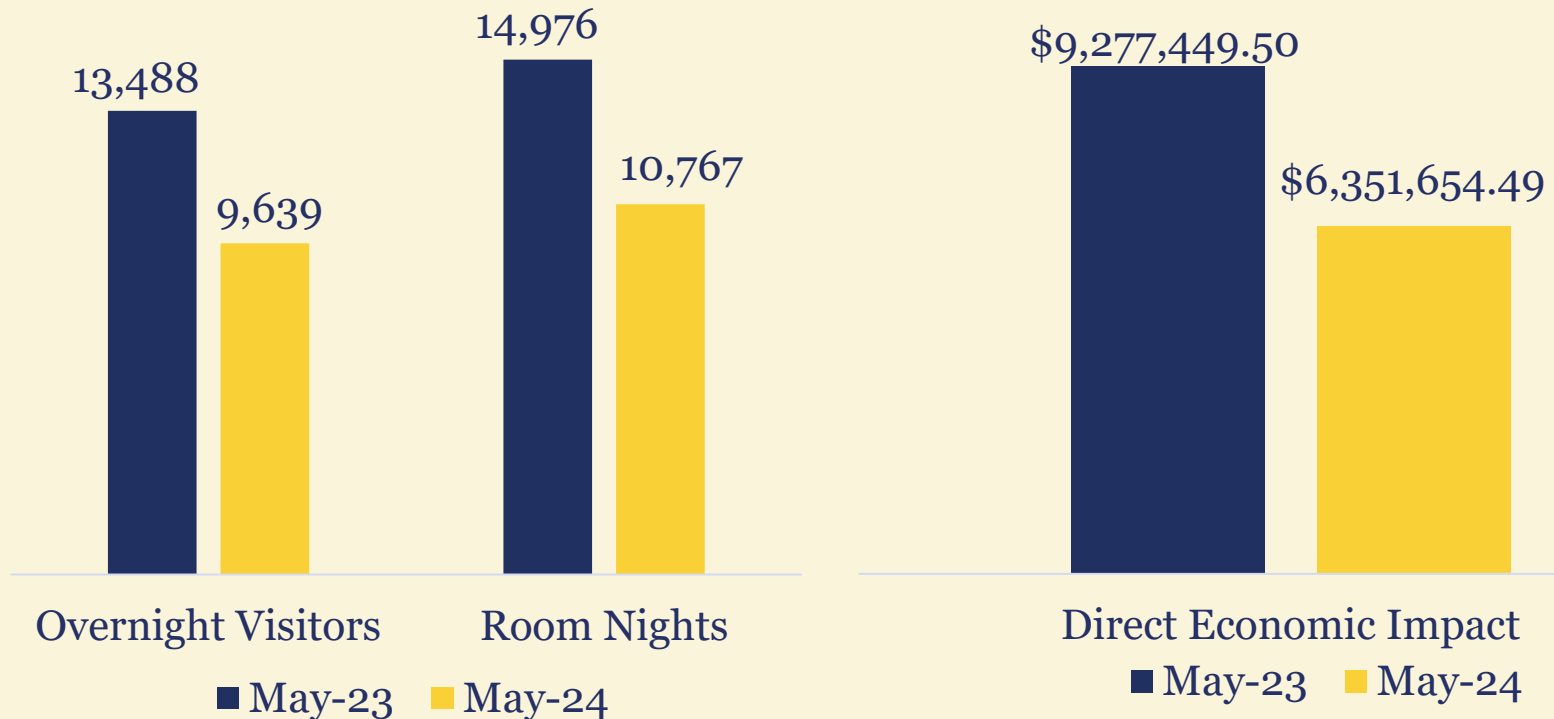
May 2024

Prepared By: Caleb Peterson, Sr. Manager

May Overview

Hosted **11** events in May:

- **9,639** overnight visitors
- **\$6,351,654.49** in direct economic impact
- **10,767** room nights





Best Awarded Event of the Year

The Visit St. Pete-Clearwater Sports Commission won the Florida Sports Foundation award for **Best Awarded Event of the Year for Large Markets** for WWE Royal Rumble.



WWE ROYAL RUMBLE

Florida Sports Foundation (FSF) Summit



- **Location:** Panama City Beach, FL
- **Dates:** May 20-23
- **Staff Member:** Caleb Peterson
- **Summary:** The annual FSF Summit provides the platform to collaborate with other Florida sports commissions and network with event organizers. VisitSPC had 12 appointments, completed a course on earned media, and was briefed on the strategic plan for the foundation.



AAC Baseball Championship

Organizer: American Athletic Conference (AAC)

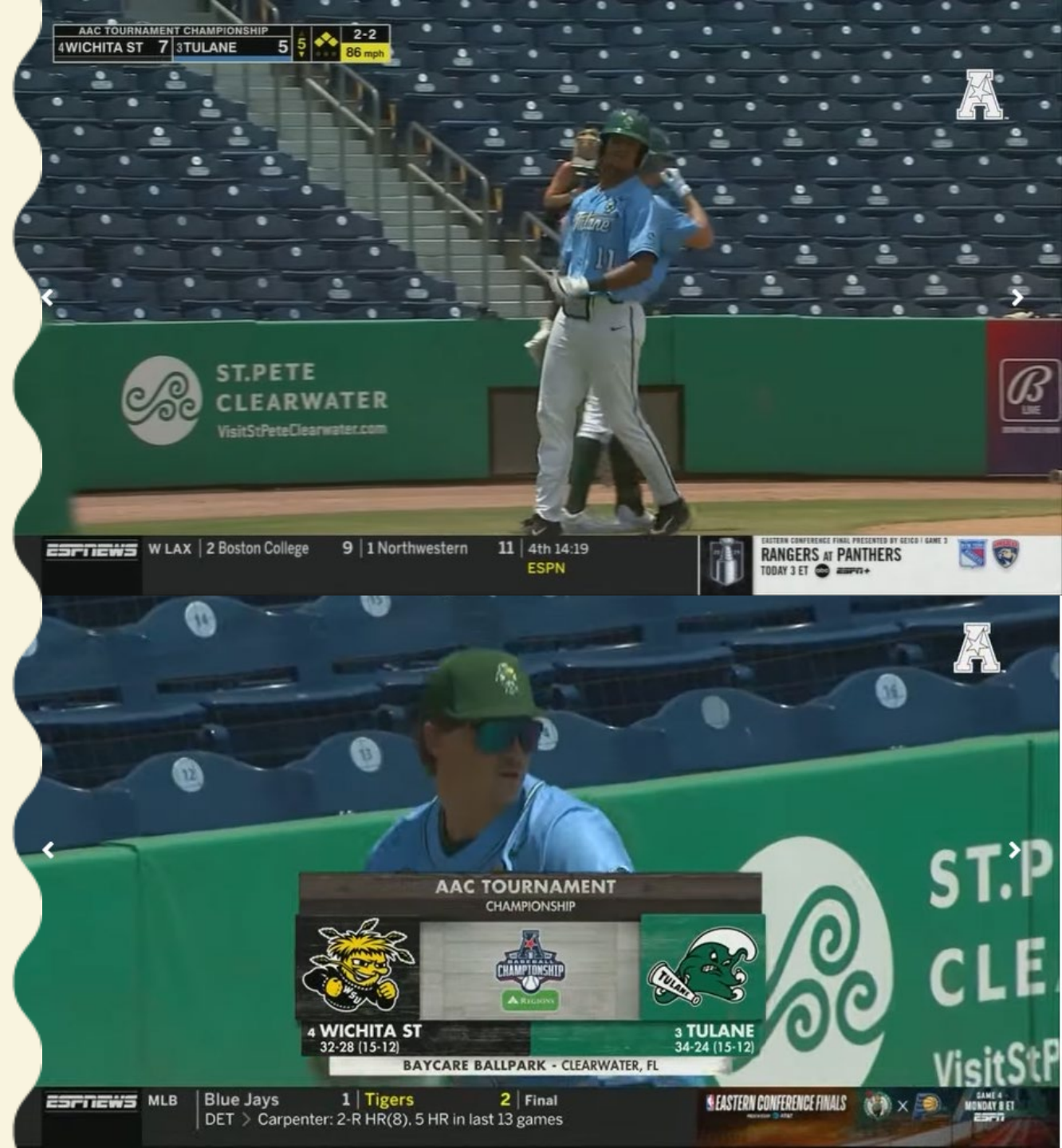
Venue: BayCare Ballpark

Dates: May 21-26

Market Segment: Baseball

Impact:

- 2,461 Total Attendees
- 2,421 Overnight Visitors
- 4,165 Room Nights
(Final Report Pending)





2024 Women's State Championship Tournament

Organizer: Florida State USBC

Venue: Seminole Lanes

Dates: May 18-19, 25-26, & June 1-2

Market Segment: Bowling

Impact:

- 1,075 Total Attendees
 - 950 Overnight Visitors
 - 763 Room Nights
- (Final Report Pending)



Florida State USBC



FCSAA Division I Softball Championship

Organizer: Florida College System
Activities Association (FCSAA)

Venue: Eddie C. Moore

Dates: May 5-8

Market Segment: Softball

Impact:

- 500 Total Attendees
- 457 Overnight Visitors
- 775 Room Nights



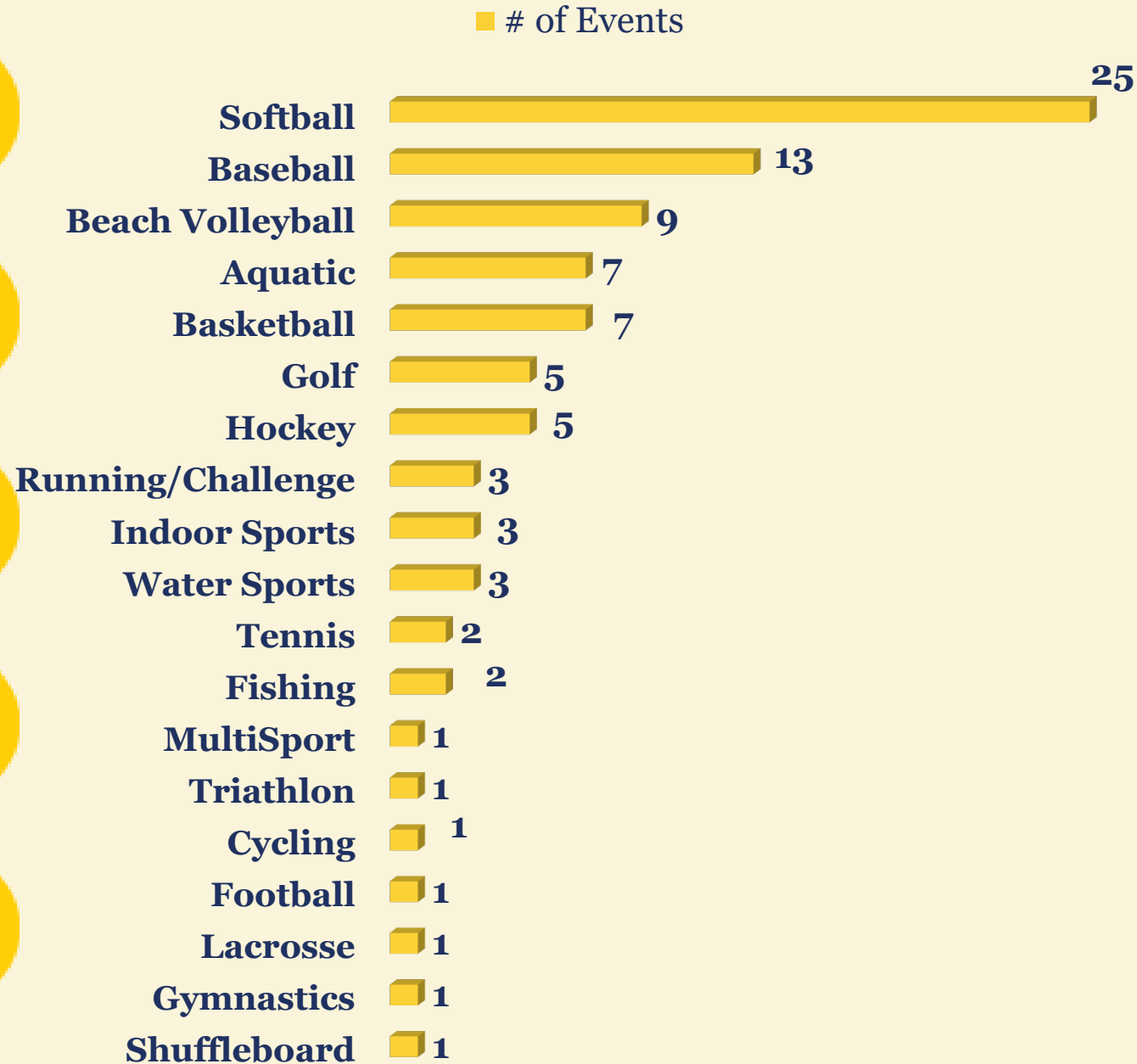
Year to Date

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Hosted **93** events:

- **144,470** overnight visitors
- **\$86,930,581.99** in direct economic impact
- **136,482** room nights

Market Segment Breakdown





ST.PETE
CLEARWATER

THANK YOU

