



# SPORTS COMMISSION

## July 2024

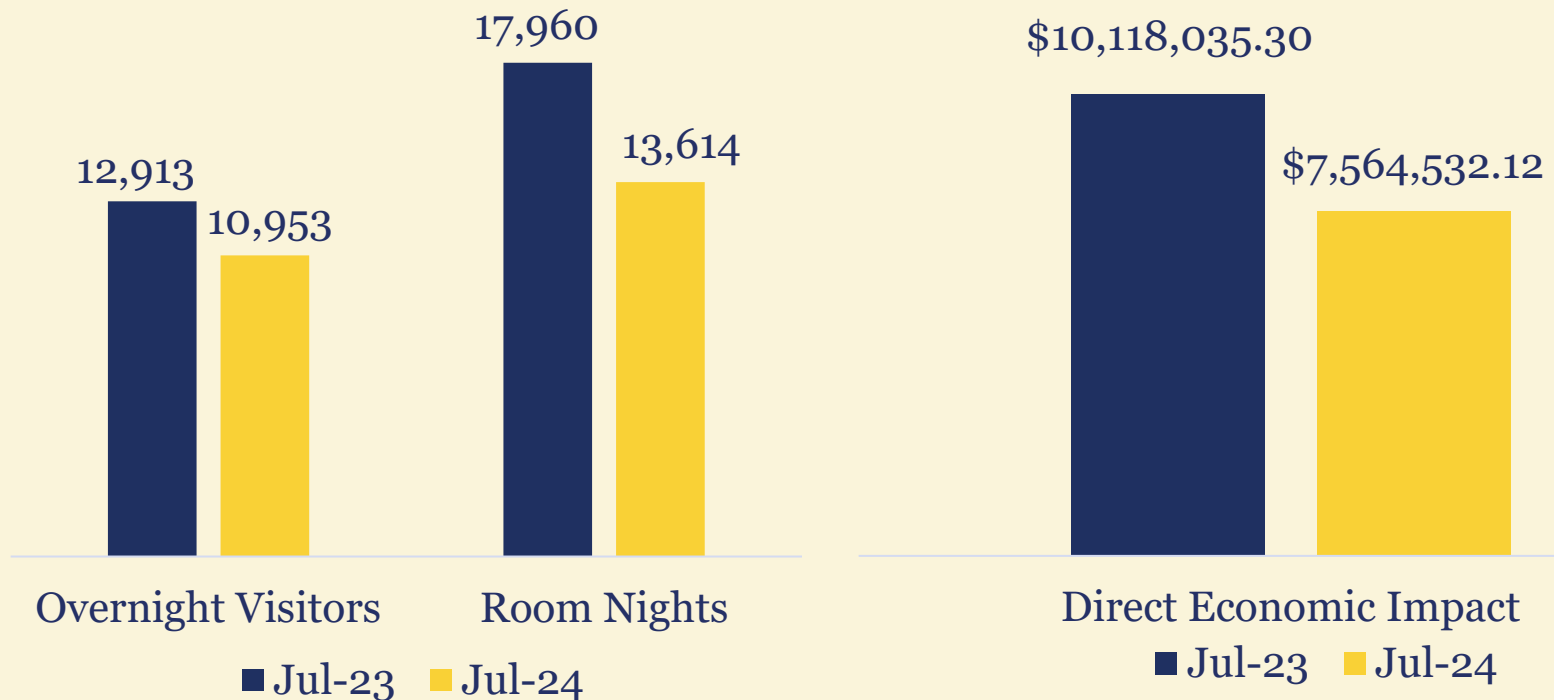
Presented By: Caleb Peterson, Sr. Manager



# July Overview

Hosted **11** events in July:

- **10,953** overnight visitors
- **\$7,564,532.12** in direct economic impact
- **13,614** room nights



# CDME Conference

- **Location:** Tampa, FL
- **Dates:** July 19-22
- **Staff Member:** Caleb Peterson
- **Summary:** The Destinations International Certified Destination Management Executive (CDME) Destination Marketing & Sales course covered a systematic approach to creating and executing effective destination marketing plans. It reviewed new trends, research-based strategies, and the integration of digital, database, and social media marketing.



# A,B,C World Series

**Organizer:** NSA West LLC

**Venue:** Multiple Venues in Pinellas County

**Dates:** July 17-21

**Market Segment:** Softball

**Impact:**

- 4,455 Total Attendees
- 3,074 Overnight Visitors
- 4,511 Room Nights





# ISCA Summer Senior Blast

**Organizer:** International Swim Coaches Association (ISCA)

**Venue:** North Shore Aquatic Complex

**Dates:** July 23-27

**Market Segment:** Aquatic

**Impact:**

- 1,830 Total Attendees
- 1,739 Overnight Visitors
- 2,551 Room Nights



# 33rd Annual Orange Blossom Open Competition

**Organizer:** Tampa Bay Skating Club

**Venue:** Clearwater Ice Arena

**Dates:** July 11-14

**Market Segment:** Ice Skating

**Impact:**

1,070 Total Attendees

706 Overnight Visitors

921 Room Nights



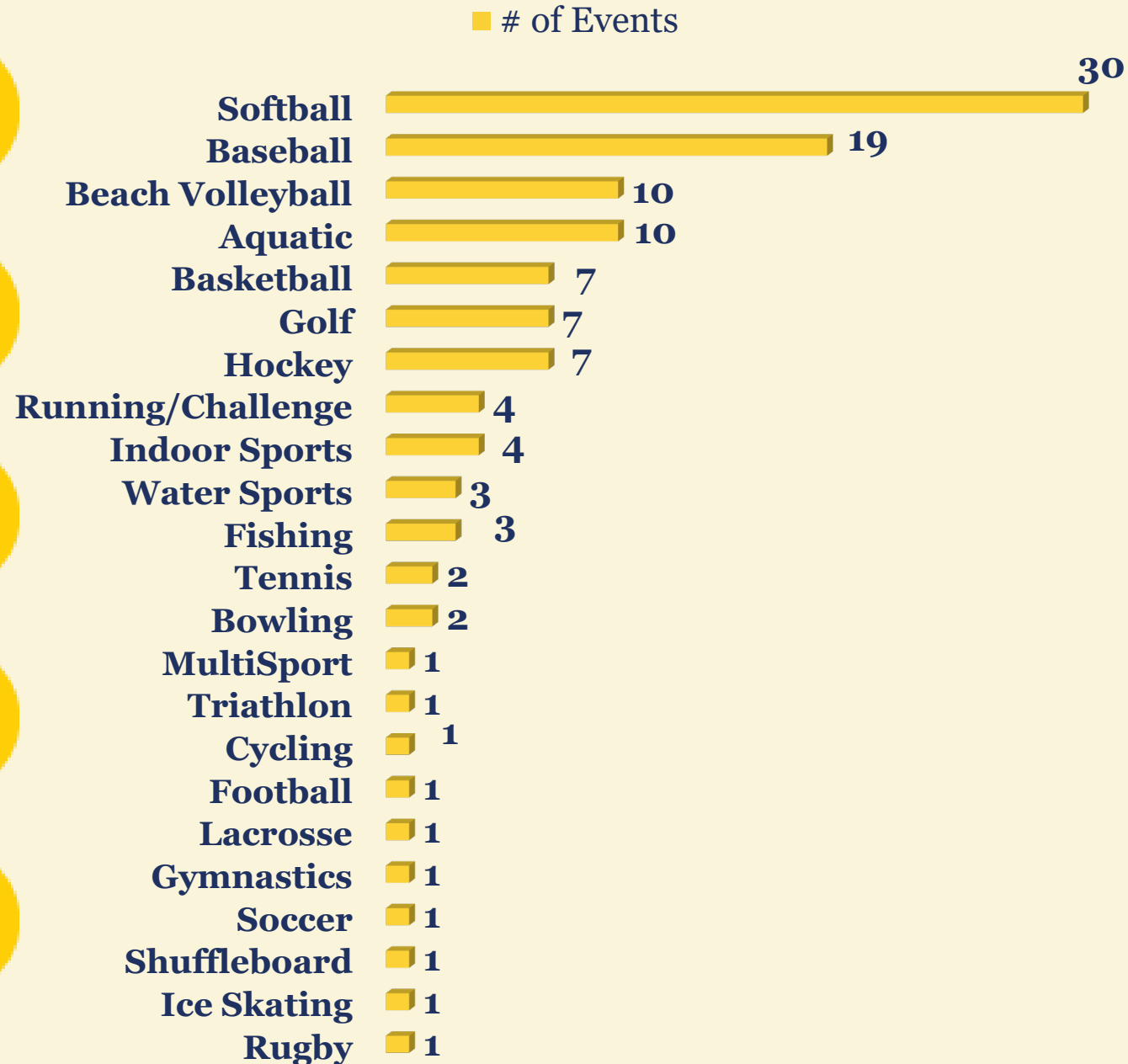
# Year to Date

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Hosted **120** events:

- **168,418** overnight visitors
- **\$102,390,036.86** in direct economic impact
- **162,936** room nights

## Market Segment Breakdown





ST.PETE  
CLEARWATER

# THANK YOU

