



ST.PETE
CLEARWATER, FL

SPORTS COMMISSION

JANUARY 2025

Presented by Caleb Peterson, Director

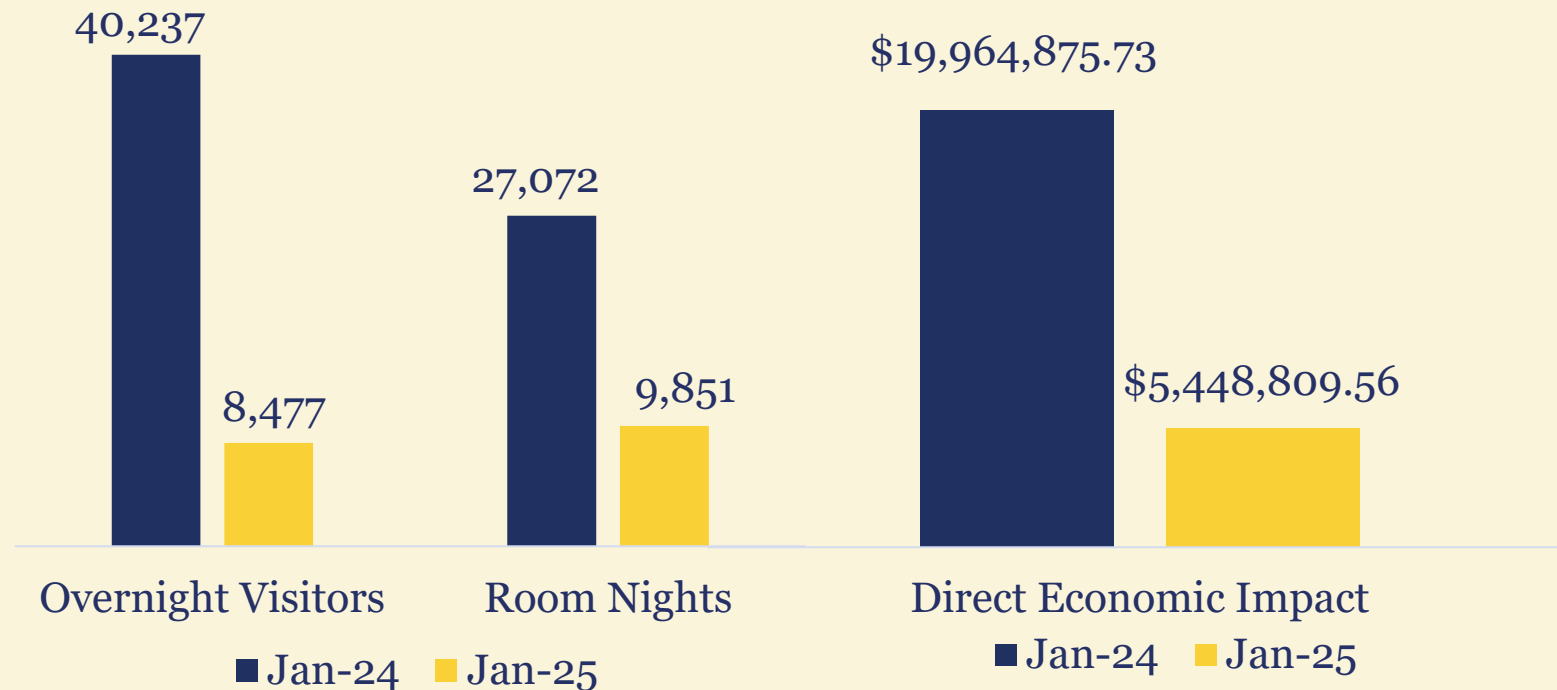




January Overview

Hosted **11** events in January:

- **8,477** overnight visitors
- **\$5,448,809.56** in direct economic impact
- **9,851** room nights



Florida State USBC Annual Meeting

Location: St. Petersburg Marriot Clearwater

Dates: January 24-26

Attendees: Julie Bolfa

Summary: VisitSPC hosted around 150 voting delegates for the Florida State USBC Annual Meeting, where staff attended the opening reception, awards dinner, and delivered a bid presentation to host the 2026 Florida Pepsi Youth Bowling Championships. Although we did not win this bid, bowling has proven to be a reliably strong market segment and we will bid on future events.





Sports Express Conference

Location: San Juan, Puerto Rico

Dates: January 27-31

Attendees: Katie Brunk

Summary: VisitSPC held 30 meetings with event rights holders from across the US to promote the destination as a top sports hub and foster relationships to create future business opportunities. Partnered with the Florida Sports Foundation for a “Florida Day” activation of exciting beach-themed games.



Clearwater Marathon & Running Festival

Organizer: Millenium Running

Venue: Sand Key Park

Dates: January 25-26

Market Segment:

- Running/Challenge

Impact:

- 5,549 Total Attendees
- 2,664 Overnight Visitors
- 3,055 Room Nights
(Final report pending)



Feis Delmar & Florida West Coast Championships

Organizer: Pomp and Jig Inc.

Venue: Hilton St. Petersburg Bayfront

Dates: January 25-26

Market Segment: Indoor Sports

Impact:

- 447 Total Attendees
- 358 Overnight Visitors
- 287 Room Nights



Florida Exposure Cup

Organizer: Eastern Exposure Hockey Group

Venue: Clearwater Ice Arena & Tampa Bay
Skating Academy

Dates: January 30 – February 2

Market Segment: Hockey

Impact:

- 1,698 Total Attendees
- 1,613 Overnight Visitors
- 2,103 Room Nights



WHERE THE ELITE COMPETE



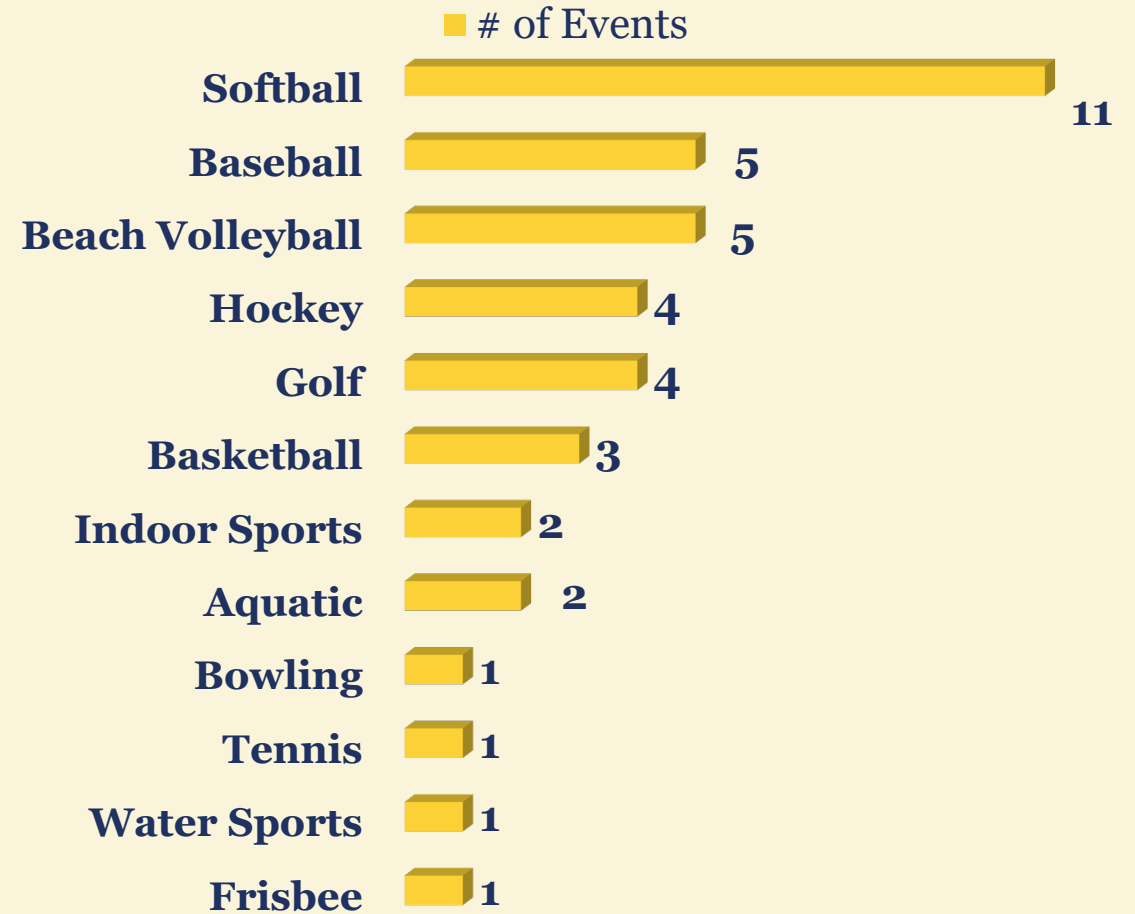
Year to Date

(10/1/2024 - 1/31/2025)

Hosted **41** events:

- **34,178** overnight visitors
- **\$19,883,122.20** in direct economic impact
- **34,776** room nights

Market Segment Breakdown





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THANK YOU

