



ST.PETE
CLEARWATER,FL

SPORTS COMMISSION

MARCH 2025

Presented by Caleb Peterson, Director

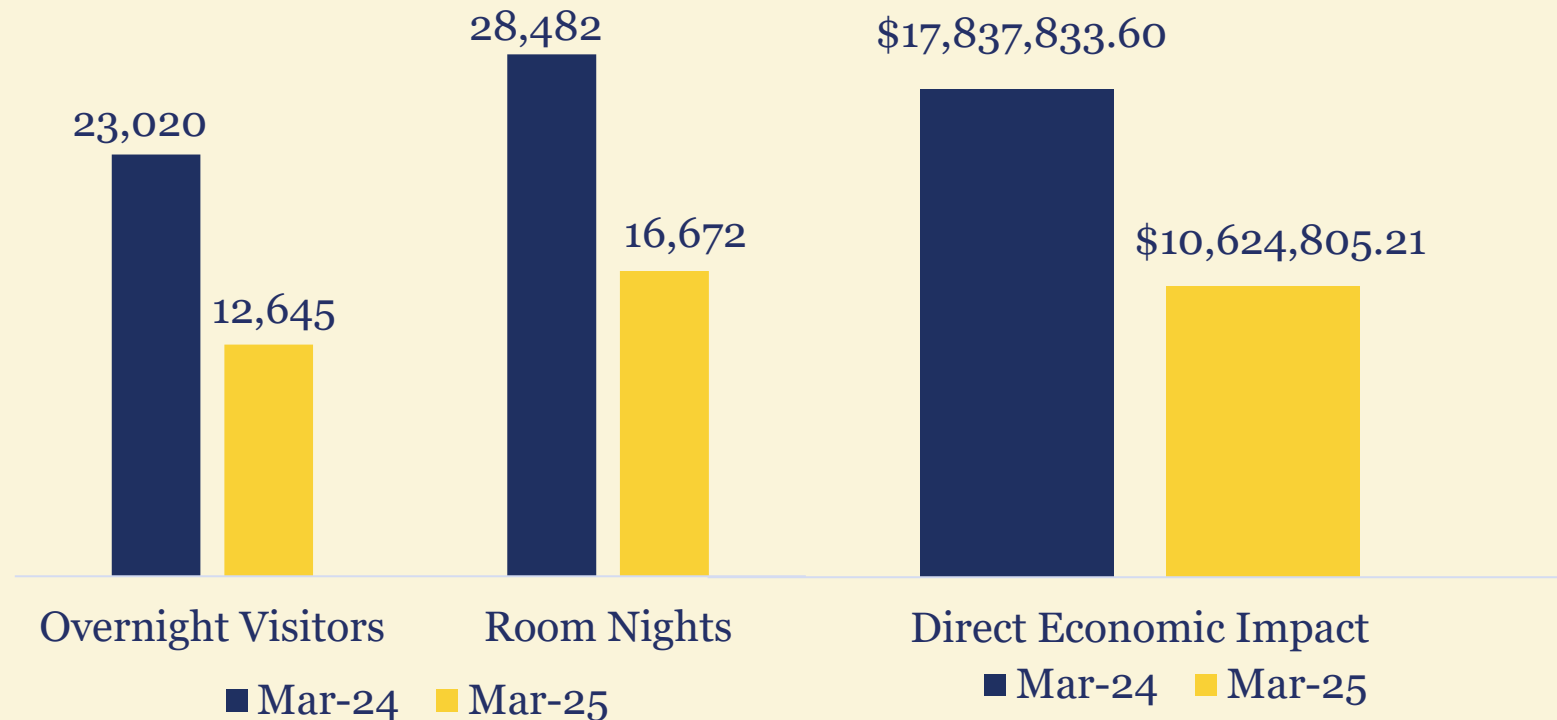




March Overview

Hosted **14** events in March:

- **12,645** overnight visitors
- **\$10,624,805.21** in direct economic impact
- **16,672** room nights



Tampa Bay Spring Training

Organizer: Baseball City

Venue: Baseball City

Dates: February 15 – April 27

Market Segment: Baseball

Impact:

- 4,275 Total Attendees
- 4,275 Overnight Visitors
- 6,405 Room Nights



Make It Happen Games

Organizer: Make It Happen Games LLC

Venue: R.O.C. Park

Dates: February 21 – March 11

Market Segment: Softball

Impact:

- 697 Total Attendees
- 697 Overnight Visitors
- 949 Room Nights



ISCA International Senior Cup

Organizer: International Swim Coaches Association (ISCA)

Venue: North Shore Aquatic Complex

Dates: March 25-29

Market Segment: Aquatic

Impact:

- 1,375 Total Attendees
- 1,361 Overnight Visitors
- 1,997 Room Nights



INTERNATIONAL
SWIM COACHES
ASSOCIATION



Spring Break LAX

Organizer: D & E Associates

Venue: Multiple Venues in Pinellas County

Dates: February 28 – April 1

Market Segment: Lacrosse

Impact:

- 2,346 Total Attendees
- 1,994 Overnight Visitors
- 2,926 Room Nights



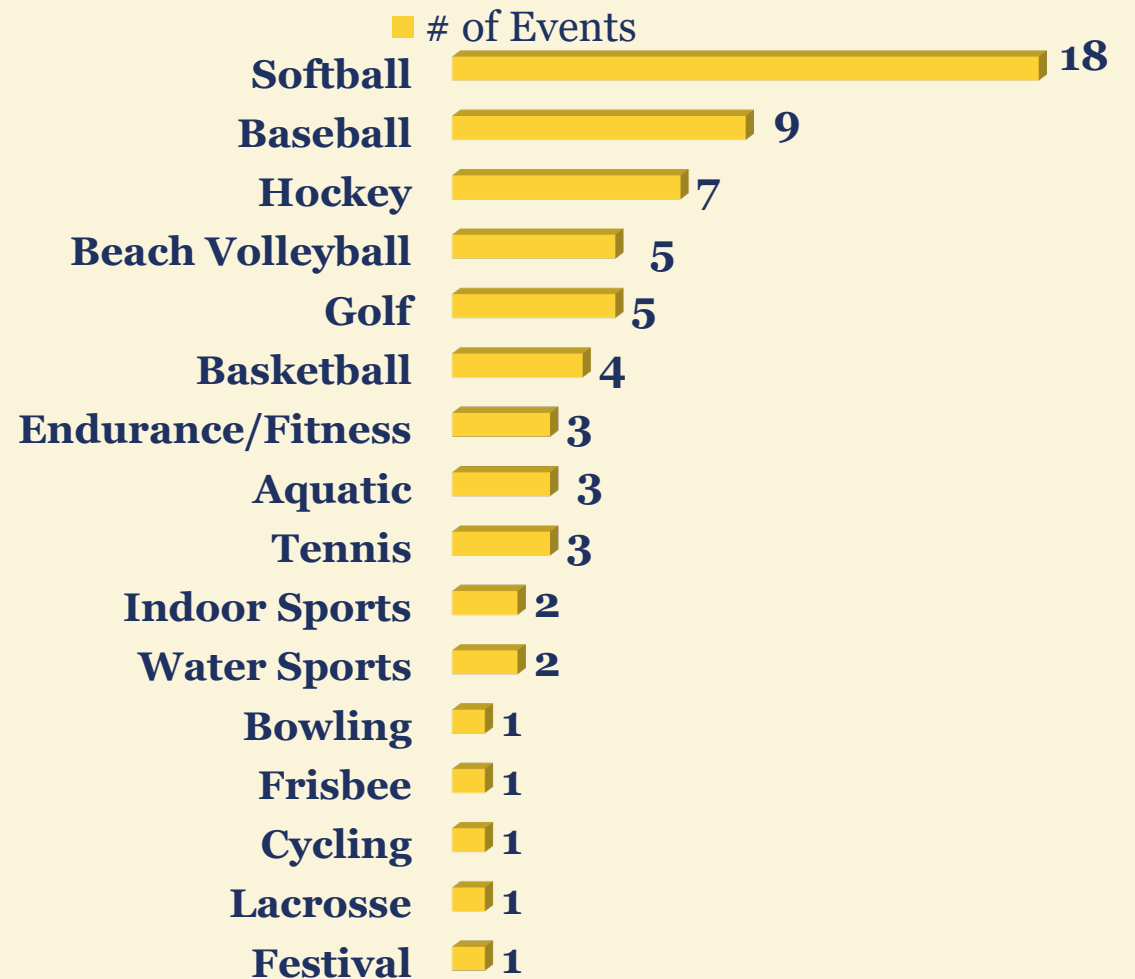
Year to Date

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Hosted **68** events:

- **75,030** overnight visitors
- **\$50,805,860.16** in direct economic impact
- **88,657** room nights

Market Segment Breakdown





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THANK YOU

