



VISIT TAMPA BAY

Tourism Marketing District



VISIT

TAMPA BAY

TREASURE AWAITS

Tourism Marketing District Mapping the District



Tourism Marketing District Separate Identity

Key Branding Strategy

- The brand Tampa's Treasure Collection was developed to group the TMD properties not as individual hotels but as a collection of properties that are all located in our hip, urban downtown/Ybor City district and it emphasized a sense of exclusivity and high-end properties.
- The word "treasure" pays tribute to Visit Tampa Bay's tagline "Treasure Awaits" which is our rally cry for all there is to see and do in Tampa Bay.

TREASURE COLLECTION


Treasure Collection Marketing Objective



- The objective of the TMD is to provide destination marketing and promotion services to the hotels in the downtown/Ybor City district. Visit Tampa Bay targets soft periods with slow booking windows to increase travel during those time frames.
- The TMD encompasses world-class hotel brands located in prime visitation areas — near the Tampa Convention Center, the Tampa Riverwalk, and sporting events, attractions, museums, restaurants and more.

Treasure Collection Creative Strategy

- Leverage existing Visit Tampa Bay assets with a focus on Downtown and Ybor activities
- Increase sense of urgency - update CTA to “book now” message
- Drive directly to a landing page with links to book



Posted on February 04, 2019

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Discover Florida's Most Treasured Meetings

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If you're searching for the perfect city to host your meeting, we have good news. The hidden gem you're looking for isn't actually hidden at all. It's **Tampa Bay, Florida**. And it offers a treasure trove of savings, resources, and reasons that attendees will love coming to your meeting.

Abundant Accommodations, Just Paces Away

At the heart of your meeting experience is the **Tampa Bay Treasure Collection**. This unique collection of 13 hotels features everything from nationally adored big-brand hotels to luxurious boutique properties. And it's located in the walkable, waterfront, downtown convention district just a few miles away from Ybor City — a bustling center of Cuban culture and historic nightlife.

Among the many standout properties in the Treasure Collection is the **Tampa Marriott Waterside**

Treasure Collection Custom Landing Page

Expedia [Add your property](#) [Account](#) [My Lists](#) [My Trips](#) [Support](#) [Español](#) [简体中文](#)

Flights Hotels Bundle and Save Cars Cruises Things to Do Vacation Rentals Deals Mobile

Visit Tampa Bay

Hotel only Destination: Tampa Bay

Flight only Check-in: mm/dd/yyyy Check-out: mm/dd/yyyy

Flight + Hotel Rooms: 1 Adults (18+): 2 Children (0-17): 0

[Advanced options](#)

[Search](#)



DOWNTOWN TAMPA & HISTORIC YBOR CITY

Looking for thrills, adventure and culture? You'll find plenty to love in Tampa Bay. This city has everything under the sun — and then some. Among the big-city buzz of rich cultural attractions and charming restaurants serving up scrumptious fare is the beauty of Curtis Hixon Waterfront Park, on Tampa's Riverwalk, home to diverse activities from Oktoberfest to Yoga in the Park. Whether you're grabbing an evening bite, looking for something educational to do with the kids or taking in a Tampa Bay Lightning game, downtown has something offer. And there's no better way to catch a gorgeous Florida sunset than with a scenic skyline as a backdrop.

TREASURE COLLECTION



<p>FLORIDAN PALACE Welcome to the Floridan Palace Hotel, located in the heart of downtown Tampa. Built in 1926, this nineteen-story hotel has been brought back to its original grandeur. Indulge yourself in old-world charm met with the modern comforts of today.</p> <p>Book Now</p>	<p>RESIDENCE INN TAMPA DOWNTOWN Newly Renovated Hotel! We have three room types Studio, One Bedroom, and Two Bedroom. All have sofas that pull out into a queen size bed. Each room type has a kitchenette for our guests to enjoy.</p> <p>Book Now</p>	<p>EPICUREAN HOTEL Designed as an ideal retreat, Epicurean's 137 guest rooms and suites are a luxurious blend of urban chic and comfort. Our Tampa hotel is decorated to reflect our culinary heritage and unique flavor of the area.</p> <p>Book Now</p>	<p>EMBASSY SUITES TAMPA-DOWNTOWN CONVENTION CENTER All suites hotel in downtown Tampa, attached to Convention Center. Offers complimentary cooked-to-order breakfast & evening reception. Near attractions like Amalie Arena, Ybor City & Tampa Riverwalk.</p> <p>Book Now</p>
<p>HILTON TAMPA DOWNTOWN Our convenient location places you just minutes from a wealth of downtown shops, restaurants, bars, nightlife, and major businesses like Tampa Electric (TECO). Enjoy easy access to popular destinations like the Port of Tampa, Ybor City and Amalie Arena -home to the Tampa Bay Lightning.</p> <p>Book Now</p>	<p>SHERATON TAMPA RIVERWALK Stay in the center of it all at Sheraton Tampa Riverwalk Hotel. Ideally situated on the Riverwalk, our waterfront hotel is well-placed for experiencing all that downtown Tampa has to offer.</p> <p>Book Now</p>	<p>TAMPA MARRIOTT WATER STREET With newly renovated accommodations, terrific amenities including a rooftop pool and an incredible waterfront location, the Tampa Marriott Waterside is the ideal choice for business or pleasure.</p> <p>Book Now</p>	<p>LE MÉRIDIEN TAMPA Le Méridien Tampa welcomes travelers to downtown Tampa with refined accommodations, thoughtful amenities and an ideal location near Ybor City and Channelside. Once a century-old federal courthouse and recognized by the National Register of Historic Places, our AAA 4-Diamond Hotel has been thoughtfully transformed as a boutique escape in the center of the city.</p> <p>Book Now</p>



TAMPA BAY
FLORIDA

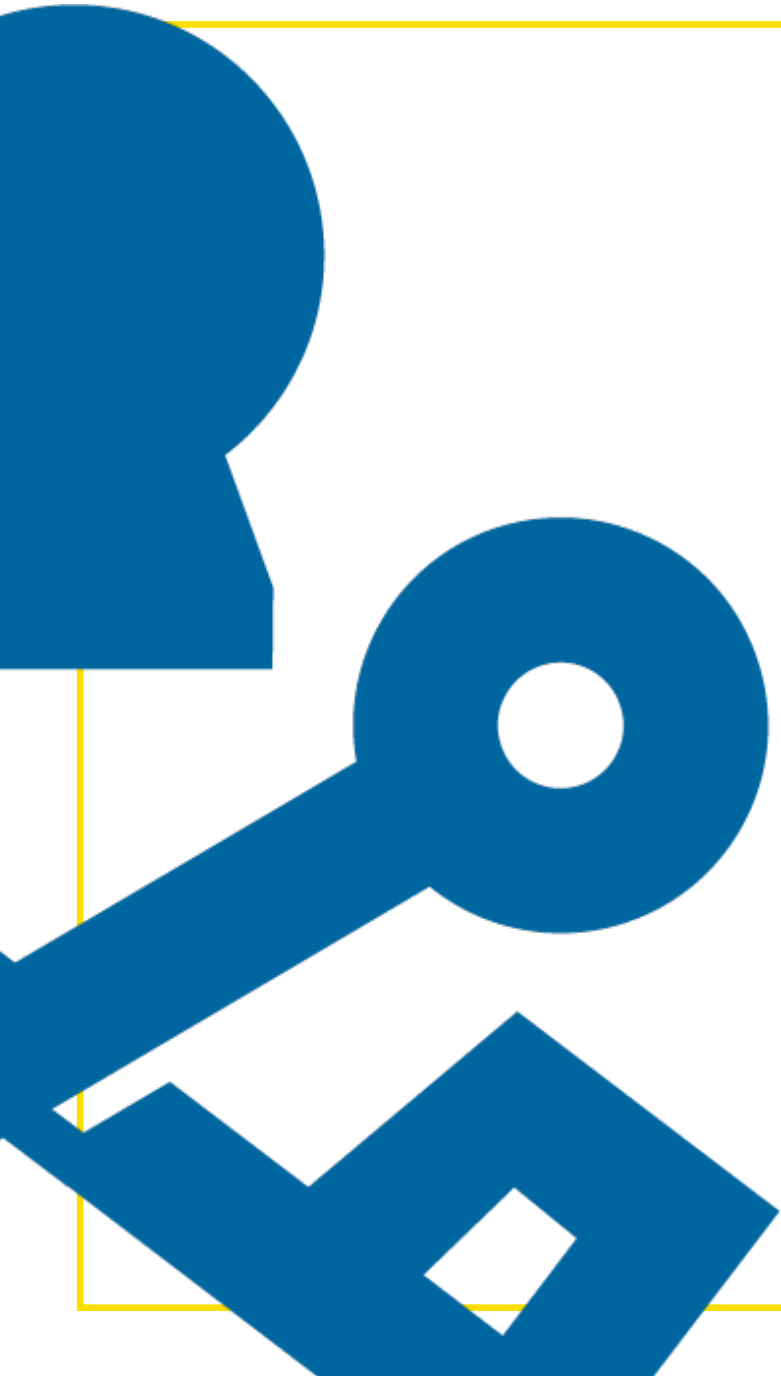
Treasure Collection Accountability & Reporting



Is your DMO prepared to be data driven?

Visit Tampa Bay fulfills the following tourism enhancement services:

- Provide marketing plan parameters, strategy and optimizing opportunity findings
- Provide program performance analytics and return on ad spend reports
- Present findings and share marketing strategies with Owners Association



2019 Performance

Treasure Collection Digital Placement Examples



The screenshot shows the Expedia search interface. At the top, the search criteria are: Origin: New York, NY, United States; Destination: Tampa, FL, USA; Dates: Mon, Nov 4 - Mon, Nov 11; Rooms: 1; Travelers: 1 adult. A search bar is visible with the text "Start by choosing your hotel". Below the search bar, there are filter options for "Property Class" (5 Stars, 4 Stars, 3 Stars) and "Property Type". A vertical banner for Tampa Bay Florida is placed on the right side of the search results, featuring a young girl playing in water and the text "FLORIDA'S MOST AMAZING DEALS" and "TAMPA BAY FLORIDA FIND A HOTEL".



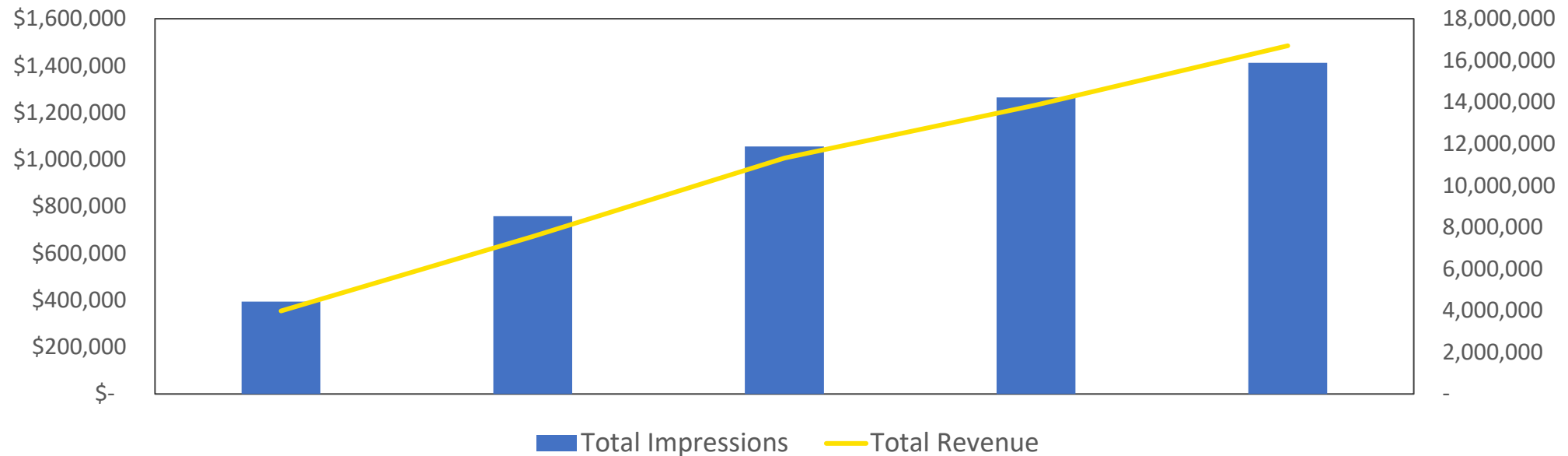
The screenshot shows the Paper City website. The article title is "River Oaks' Own English Wonder Garden" by Lanson B. Jones. A vertical banner for Tampa Bay Florida is placed on the right side of the article, featuring a young girl playing in water and the text "FLORIDA'S MOST AMAZING DEALS" and "TAMPA BAY FLORIDA FIND A HOTEL".



Treasure Collection Digital Performance

TREASURE COLLECTION





Cumulative Revenue & Impressions



Investment in marketing generates impressions that build awareness and drives demand for room nights/revenue, thus a positive Return on Investment

Treasure Collection Campaign Performance

TREASURE COLLECTION

	Vendor	Impressions	Clicks	Click-Through Rate (CTR)	# Room Nights Booked	ADR	Total Estimated Revenue	Spend (Gross)	Return on Ad Spend (ROAS)
	Adara	22,432,304	35,740	0.16%	3,468	\$ 173	\$ 601,645	\$179,325	3.4
	Sojern	9,224,193	14,711	0.16%	555	\$ 138	\$ 76,294	\$ 58,951	1.3
	Kayak	2,496,540	767	0.03%	448	\$ 104	\$ 46,467	\$ 24,207	1.9
	Expedia	18,224,215	8595	0.05%	19,928	\$ 220	\$4,393,417	\$233,274	18.8
	Total	52,377,252	59,813	0.11%	24,399	\$ 210	\$5,117,823	\$495,758	10.3

Treasure Collection Campaign Performance



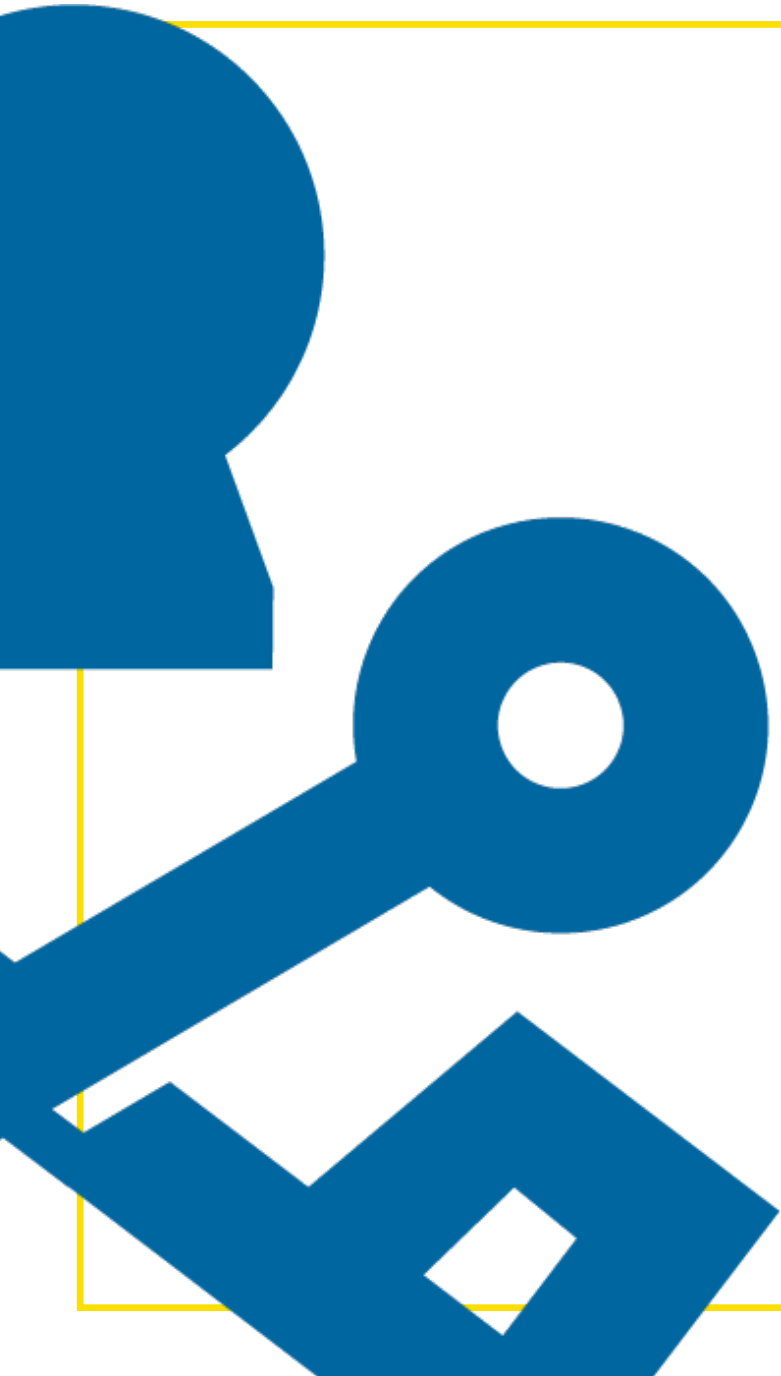
- Booking Revenue to TMD Properties
 - \$5.1M+
 - ROAS of 10.3x
- # Room Nights Booked at TMD Properties
 - 25,000
- Average ADR
 - \$210

Treasure Collection

Special Benefits to the Properties



- According to data from STR, the TMD Properties generated a total revenue of \$159,541,943 in 2019
 - The \$5,000,000 incremental contribution increased total revenues by **3.2%**
- A \$5,000,000 increase in incremental room revenue will translate into at least **\$3,000,000** in increased profit
 - In general, the fixed costs as a percentage of revenue is generally higher than 60% for most hospitality-based operations and variable costs are 40% or less
- CBRE's latest survey of Cap Rates indicates an 8% Cap Rate for all hotels. Based on these metrics, the Services increased the market value of the Properties by at least **\$62,500,000**
 - (\$5,000,000 / 8%)



FY22 TMD Media Recommendation

Planning Parameters

- Objective
 - Increase room nights and booking revenue for the 10 Treasure Collection hotels by converting active travel intenders
- KPI
 - Booking nights, Revenue, Return on ad spend (ROAS)
- Timing
 - October 2021 – September 2022
- TMD Brand Platform
 - Florida's Most
 - TampaTreasureCollection.com



Strategy – Digital Display

- Extend reach across high potential markets efficiently by focusing on travel intenders at decision time of the booking journey through top OTA and travel data partners
- Optimize campaign towards driving hotel bookings for the Treasure Collection hotels by targeting travel intenders and searchers to Tampa, competitive destinations, Florida and previous Hillsborough County visitors
- Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
- Partners selected based on premium inventory and historically high ADR

Recommended Media Partners

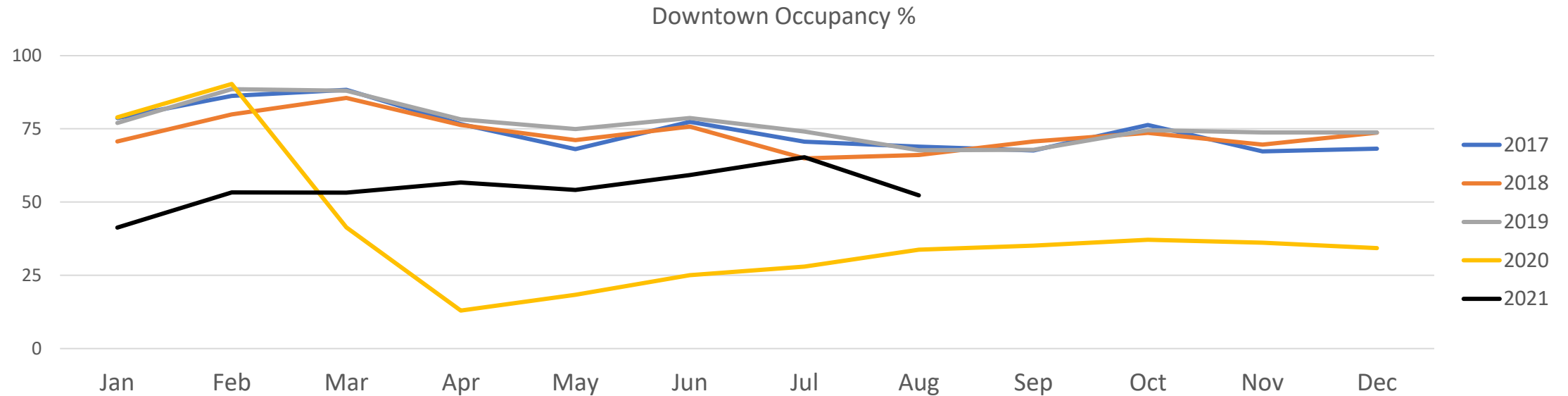


OTA (Online Travel Agency)



Travel Data Partner

Seasonality



- Historic need periods, in order of priority: July-September; April-June; October-December, January-March
- High occupancy periods need to focus on weekday bookings and future months

Media Plan - Expedia



- Drive strong booking volume, and deliver high ROAS with Expedia's 1st party real-time travel behavior data across key sites within their portfolio
 - Primary focus on Expedia.com and Hotels.com; extension into Travelocity.com and Orbitz.com for November and December only due to limited inventory. If performance on these placements outperform others, will shift funds to support into 2022
- Units: Display banners, including native marquee card
- Targeting: Current/Previous Shoppers for Tampa, St. Pete/Clearwater, Orlando Daytona, Ft. Lauderdale, Miami, Fort Myers or Sarasota; layered with (shifts based on season/need)
 - U.S. or Geo East of MS + TX + FL
 - Specific to travel month or travel day of week
- Landing Page: Customized landing page onsite that exclusively features only the Treasure Collection properties
- Total est. impressions: 9.7M

Media Plan - Adara



- Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites
 - Adara's data consortium captures real time shopping and booking behavior from the world's leading travel suppliers, with over 300 brands (exclusive data partner with Marriott, United, American) and has success in driving new and incremental business
- Units: Display banners
- Targeting: Intenders to downtown Tampa area - high hotel consideration to drive bookings to ten (10) specific participation properties; high value leisure travelers to TPA/SW Florida, 3+ nights competitive conquering
- Reporting: Customized, total report across measured properties (6 of the 10) for enriched data
- Option to add Adara pixel to the 4 unmeasured properties (*Barrymore, Hilton Garden Inn Ybor, Hampton Inn & Suites Tampa/Ybor, Sheraton Tampa Riverwalk*)
- Landing Page: www.TampaTreasureCollection.com
- Total est. impressions: 11.0M
 - Added Value: 10% Impressions (1M, Value \$9k) and Customize Report (Value \$15k)

Digital Placement Examples



Expedia logo and navigation menu. Search results for Tampa, FL, USA. Featured properties include Riverbend Retreat - Fla. and The Pickett Fence. A vertical banner on the right side of the search results area reads "FLORIDA'S MOST AMAZING DEALS" and features an image of a child playing in water. At the bottom of the banner, it says "TAMPA BAY FLORIDA" and "FIND A HOTEL".

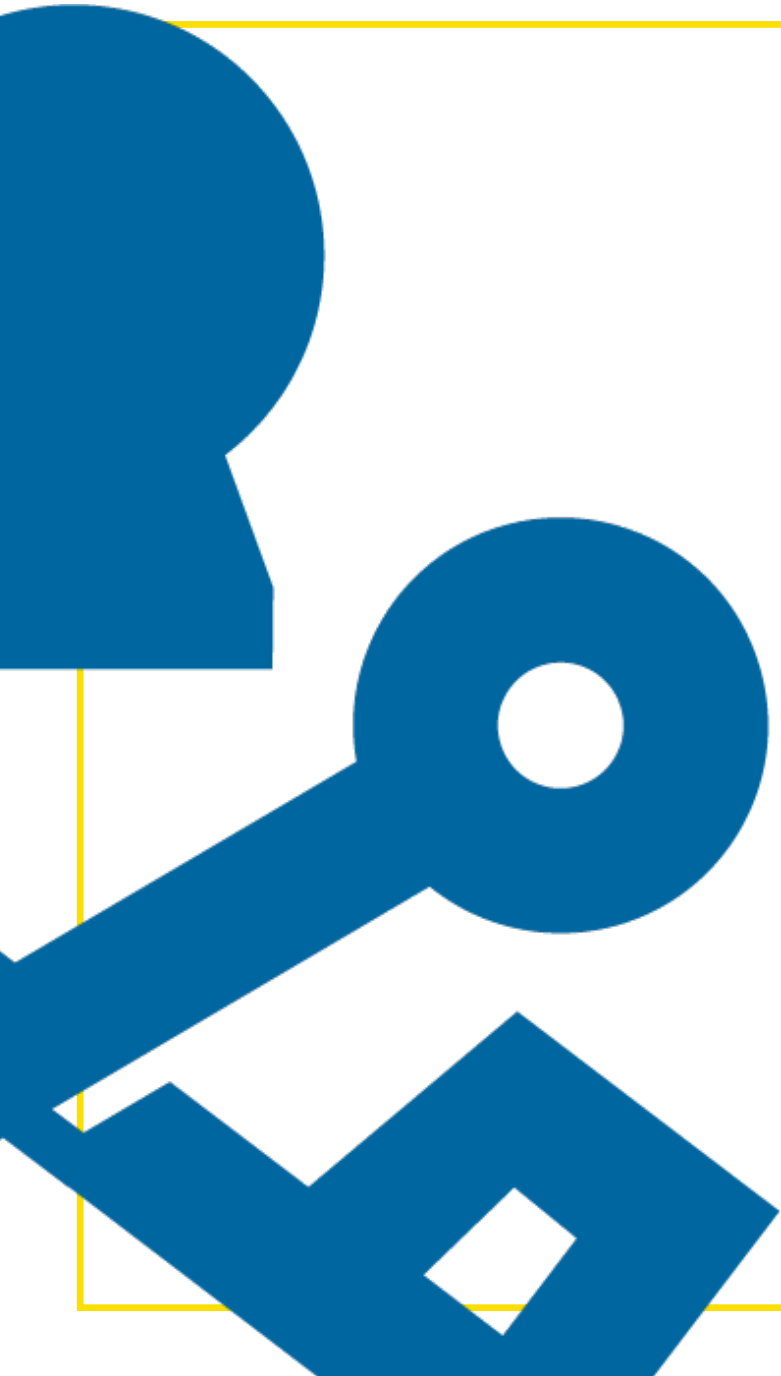


PAPER CITY logo and navigation menu. Article titled "River Oaks' Own English Wonder Garden" under the category "HOME + DESIGN / ARCHITECTURE". A vertical banner on the right side of the article reads "FLORIDA'S MOST AMAZING DEALS" and features an image of a child playing in water. At the bottom of the banner, it says "TAMPA BAY FLORIDA" and "FIND A HOTEL".



Reporting Methodology

- Estimated hotel bookings and revenue as follows:
 - Expedia
 - Reported by Expedia, monthly
 - Based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns
 - Adara
 - Reported by Adara, monthly
 - Based on bookings for those hotel properties with Adara pixels (6 of the 10), post exposure to the TMD campaign on the Adara buy
 - Option to add Adara pixel to the 4 unmeasured properties (*Barrymore, Hilton Garden Inn Ybor, Hampton Inn & Suites Tampa/Ybor, Sheraton Tampa Riverwalk*)
 - Adara to report as collective, not property specific, with a custom-built model of estimated 'enriched' data to estimate room night and ADR levels in aggregate

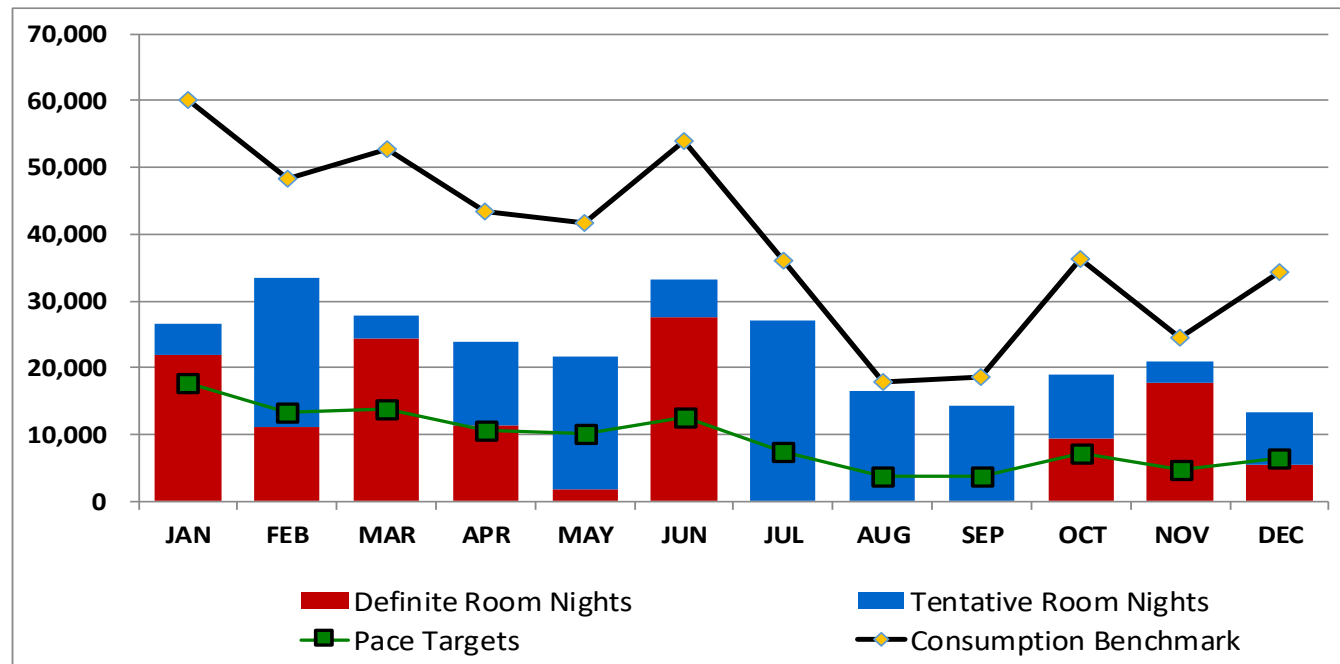


Meeting Concessions

Treasure Collection Convention Sales Concessions



Funds allow competitive advantage and allow Visit Tampa Bay to target specific need period business



2022 IBEX

2,637 Peak / 10,144 Total Room Nights

Economic Impact: \$5.8M

2023 Kappa Alpha Psi

1,600 Peak / 7,350 Total Room Nights

Economic Impact: \$8.6M

Treasure Collection

Convention Concession Program



- 3 Conventions in 2022
 - National Wood Flooring Association
 - IBEX
 - Service Roundtable – *October FY23/Rebooking from 2020*
- 17,063 Total Rooms Nights
- Deposit 2023 Kappa Alpha Psi 2023 National Convention

Total: \$124,958

Treasure Collection

Convention Concession Program



- Pending Approval

Church of the Nazarene July 1 – 9, 2023 14,725 Room Nights \$12.6 mm EEI 18 Hotels VTB \$81,250 TMD \$81,250 Rebate \$120,000	IBEX 2023 Sep 29 – Oct 8, 2023 8,158 Room Nights \$5.1 mm EEI 13 Hotels VTB \$23,560 TMD \$15,000 Rebate \$97,896	IBEX 2024 Sep 27 – Oct 5, 2024 8,158 Room Nights \$5.2 mm EEI 13 Hotels VTB \$26,060 TMD \$17,500 Rebate \$97,896	American Legion August 22 – 28, 2025 14,425 Room Nights \$8.9 mm EEI 13 Hotels VTB \$137,864 TMD \$160,777 Rebate N/A
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THANK YOU!



VISIT
TAMPA BAY

TREASURE AWAITS