

FY 23 TMD STRATEGIC MARKETING PLAN



Agenda

- I. Welcome and Introductions
- II. FY 21 Annual Report
- III. Collaboration with the Hillsborough County Tax Collector's Office on new TMD Assessment Payment Portal
- IV. *NEW* Treasure Collection Creative Platform
- V. FY 22 Treasure Collection Campaign Performance Report
- VI. FY 23 TMD Convention Concession Installment Plan
- VII. GOOD OF THE ORDER

A vibrant photograph of four women in swimwear and hats relaxing on a patterned lounge chair by a swimming pool. They are holding various drinks, including cocktails and a large gold cup. A man is visible in the background under a white canopy. The scene is set outdoors with a modern building in the background.

CREATIVE PLATFORM

The Treasure Collection creative platform strategically aligns with Visit Tampa Bay's branding

TMD's lower-funnel campaign leverages mass awareness generated through VTB's leisure and meetings campaigns.



Tampa Bay Treasure Collection

Introduction of a new logo mark for the Treasure Collection that integrates the branding within the Visit Tampa Bay logo.



A full-page photograph of two women stand-up paddleboarding on a river. The woman in the foreground is wearing a blue tank top with the text 'THE KEY TO LIFE IS ADVENTURE' and yellow shorts. She is holding a green paddle. The woman in the background is wearing a yellow long-sleeved shirt and blue shorts. The river is calm with some ripples. In the background, there is a city skyline with several tall buildings, including a prominent yellow cylindrical building. The sky is blue with some light clouds. The text 'MEDIA PLAN' is overlaid in large, bold, yellow capital letters across the middle of the image.

MEDIA PLAN

Campaign Overview

Objective

Increase room nights and booking revenue for Treasure Collection hotels with a lower-funnel conversion campaign

Strategies

Focus on travel intenders at the decision time of the booking journey

Geo-target high potential feeder markets East of the Mississippi + Texas

Target searcher to Tampa, competitive destinations, Florida and previous Hillsborough County visitors

Key Performance Indicators

Return on Ad Spend (ROAS) – Direct attribution of booking nights and revenue

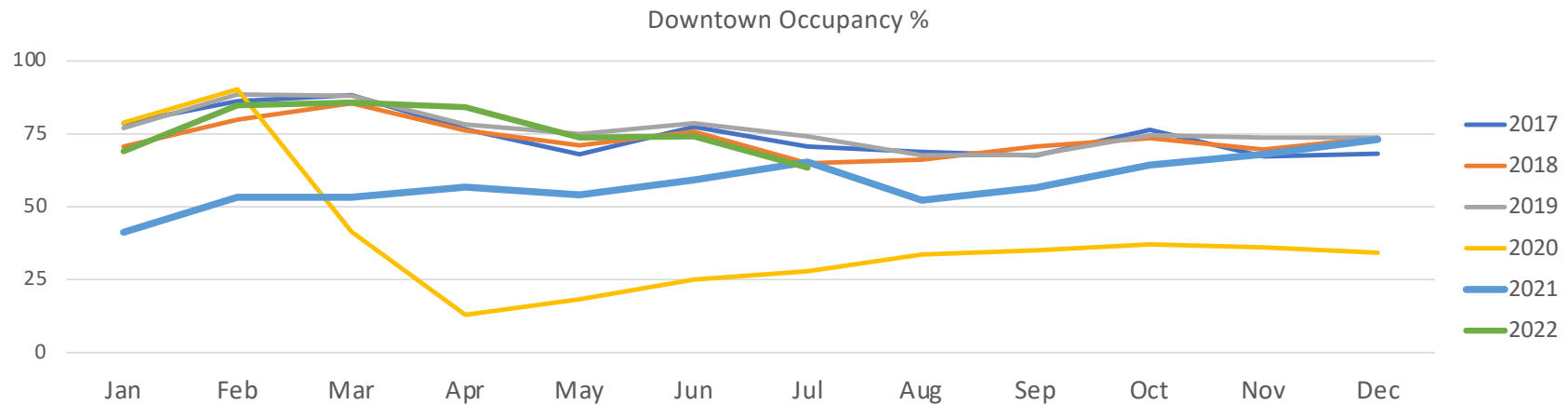
	2018	2019	2020 (Oct'19 only)	2022 (through Aug)
# Properties	13	13	13	10
Impressions	23M	52M	2.6M	20M
CTR	0.19%	0.11%	0.08%	0.10%
# Room Nights	7.8k	24k	381	6.3k
ADR	\$198	\$210	\$218	\$297
Revenue	\$1.5M	\$5.1M	\$83k	\$1.8M
Spend	\$200k	\$500k	\$21k	\$370k
ROAS By Partner	8x Expedia: 11x Adara: 6x Sojern: 2x	10x* Expedia: 18x Adara: 3x Kayak: 2x Sojern: 1x	4x Expedia: 8x Adara: 7x Kayak: 2x Sojern: 1.5x	5x (Goal: 4:1) Expedia: 5x Adara: 5x

ROAS shift from 2019 contributed to:

- Less property participation, limiting the opportunity for contributing additional room nights and revenue
- 2022 did not include some of the top 2019 revenue contributors: Hilton Tampa Downtown, Embassy Suites Tampa Downtown, Floridan Palace Hotel
- Expedia drop in performance, yet higher demand and ADR in marketplace, limiting consumer options and may impact conversion

Seasonality

Align media allocation and target based on need periods and opportunities



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 Partners

Select partners based on premium inventory and historically high ADR.

OTA
(Online Travel Agency)



Travel Data Partner





Drive strong booking volume and deliver high ROAS with Expedia's first-party, real-time travel behavior data across key sites within their portfolio.

- Sites: Expedia, Travelocity, Hotels.com
- Units: Display banners, including inline bundle
- 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)
 - Geo-targeting focused on East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
 - 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: 10.7M
- Reporting: Expedia to provide booking and revenue data by property based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns
- Platform: Offers higher ADR



Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites.

- Sites: Various, based on target consumer behavior
- Units: Display banners
- Targeting: Intenders to downtown Tampa area — high hotel consideration to drive bookings to specific participation properties; high-value searches for travel to TPA/SW Florida, 3+ nights, competitive conquering
 - 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
- Landing Page: www.TampaTreasureCollection.com
- Total est. impressions: 14.2M
 - Includes added value of 10% bonus impressions (1.2M, Value \$11k) and Customize Report (Value \$15k+)
- Reporting: Customized, direct attribution report for all Adara measured TMD properties (8 of the 13) plus enriched reporting (enhanced, projection against any booking source across all properties)
 - Reporting will be all-in, not available by property
 - Option to add Adara pixel to the unmeasured properties
 - The only trackable media to guarantee true ROAS



CONVENTION CONCESSION PLAN

TMD Convention Concession Installment Plan

[illegible]



A family of four is enjoying a picnic on a green lawn. A man and a woman are sitting on a white and blue patterned blanket, smiling. Two young children are running and playing on the grass. In the background, there is a large brick building with a sign that reads "TAP & MATURE WORKS". The building has large windows and outdoor seating areas with green umbrellas. Palm trees and string lights are also visible. The sky is blue with some clouds.

THANK YOU!