

ASSESSING *Recovery*

Key Lessons from Hosting **Super Bowl LV**
Amid the **COVID-19 Pandemic**

March 18, 2021

U.S. TRAVEL
ASSOCIATION*

KEY LESSONS FROM HOSTING SUPER BOWL LV AMID THE COVID-19 PANDEMIC



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FLORIDA





SUPER BOWL EXPERIENCE

JULIAN B. LANE



TAMPA BAY
FLORIDA





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SUPER BOWL EXPERIENCE TECH VILLAGE



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VisitTampaBay.com

VISIT
TAMPA BAY
TREASURE AWAITS

FLORIDA'S MOST
WAYS TO PLAY



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STAND HERE
TO PHOTOGRAPH



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PARTNER PRIVATE CONCERTS



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WATER WORKS PARK
PRESS CONFERENCE



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Tampa Bay Times

DA'S BEST NEWSPAPER

tampabay.com

★★★★ Thursday, March 4, 2021

COROVIRUS PANDEMIC

Super Bowl not a superspreader



Health and Safety Success:

- Record attendance
- Low positive cases
- 47% decline compared to previous period



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SUPER BOWL LV TCC



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TAMPA CONVENTION CENTER YACHT VILLAGE



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MAINTAIN 6 FT
DISTANCE



#TAMPABAYLV



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SUPER BOWL EXPERIENCE

JOSE GASPAR



TAMPA BAY
FLORIDA



TAMPA CONVENTION CENTER MEDIA CENTER



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**SEVENTH AVENUE'S ICONIC
YBOR SALAD STATION**



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FLORIDA



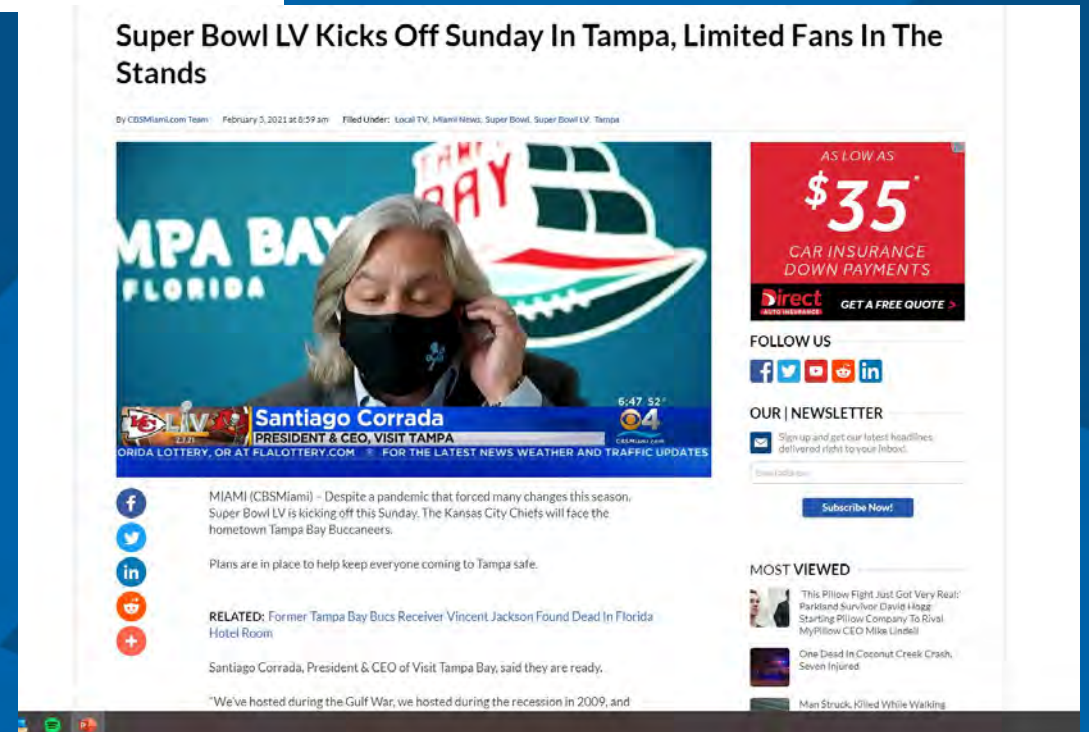
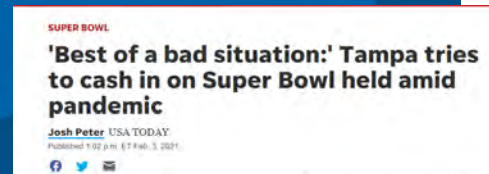
SUPER BOWL MEDIA RELATIONS

Destination Media Placements: 276

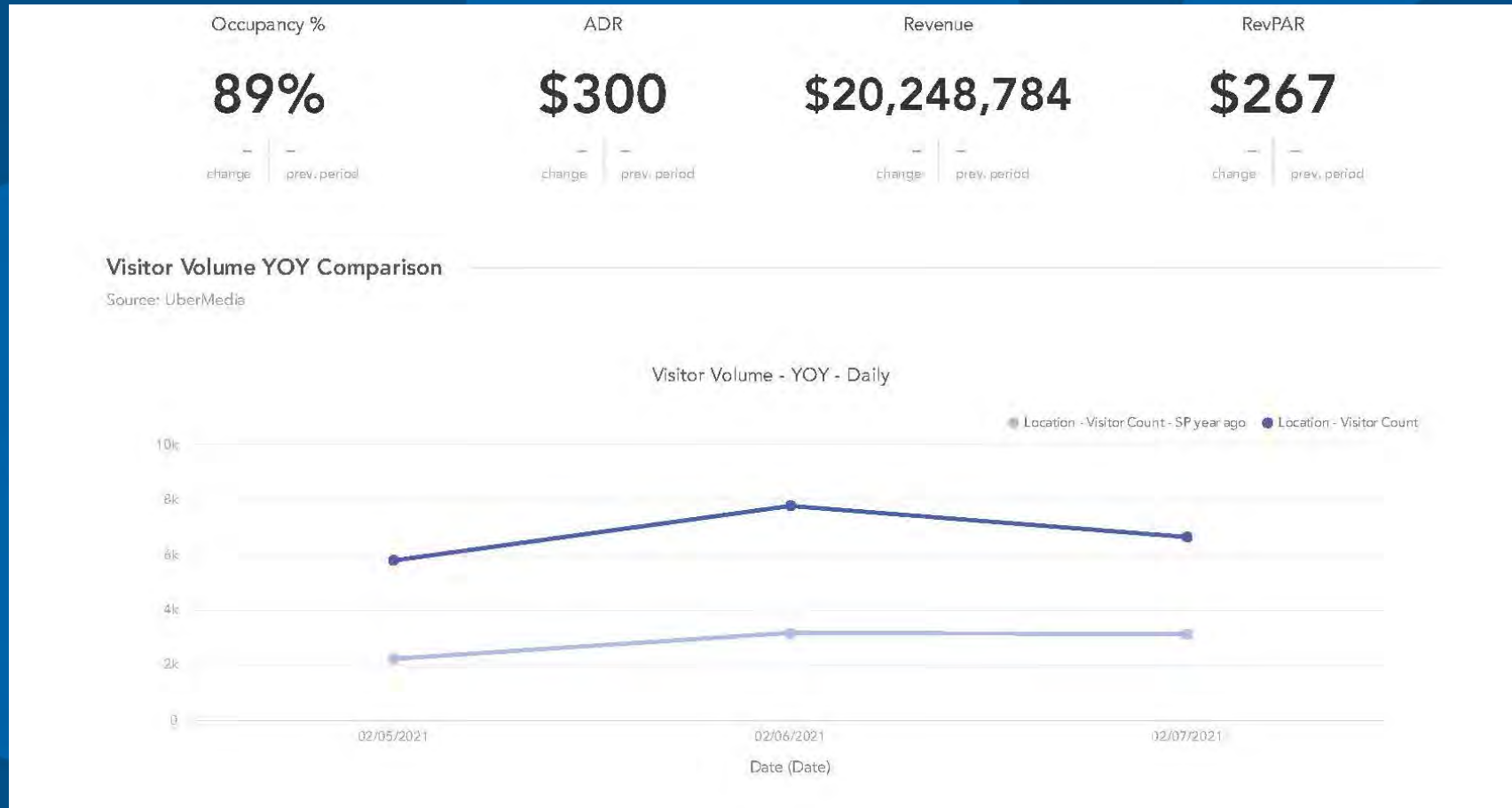
Value: \$3M+

Corporate Exposure: 243

Value: \$1M+

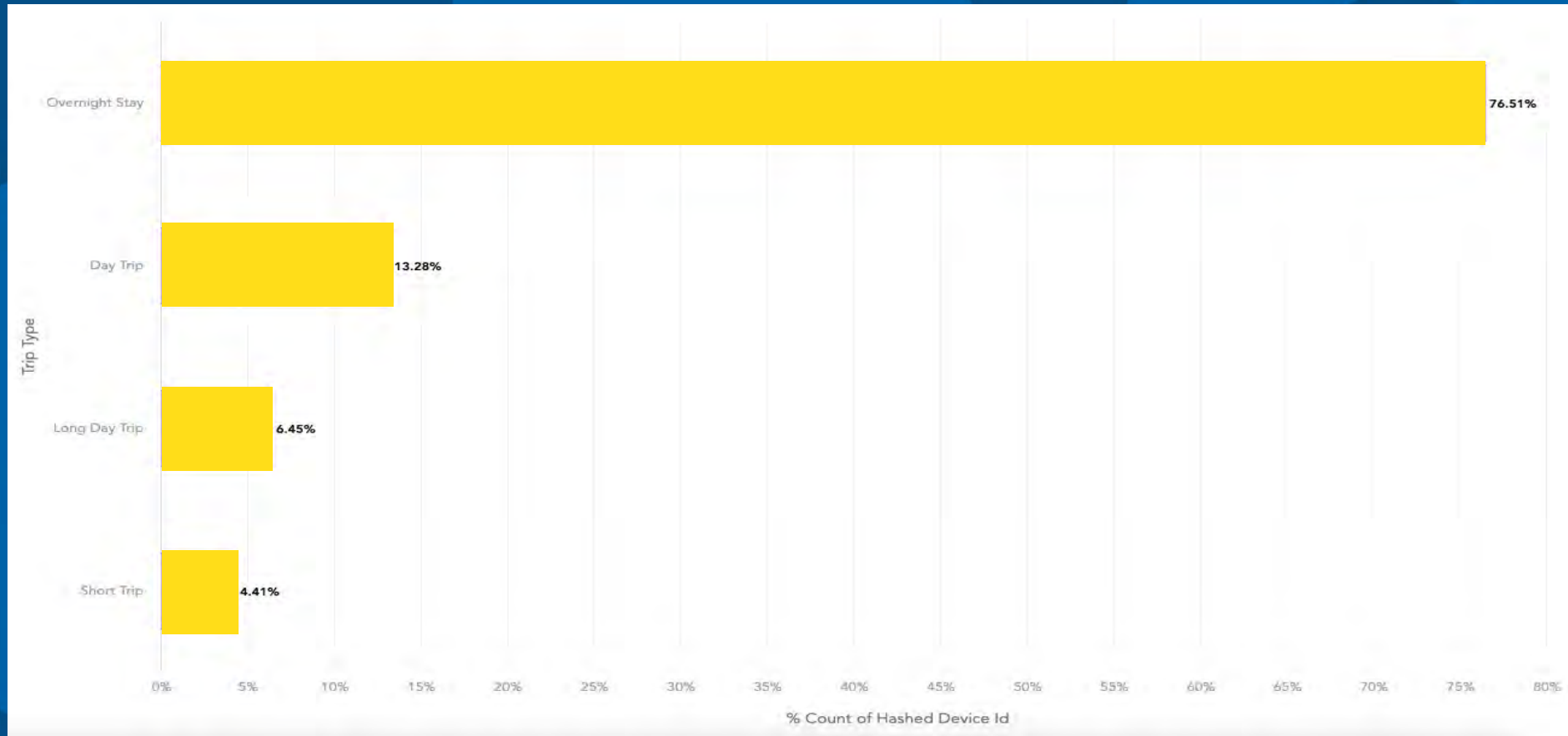


The Majority of Visitors were overnight (76.5%)



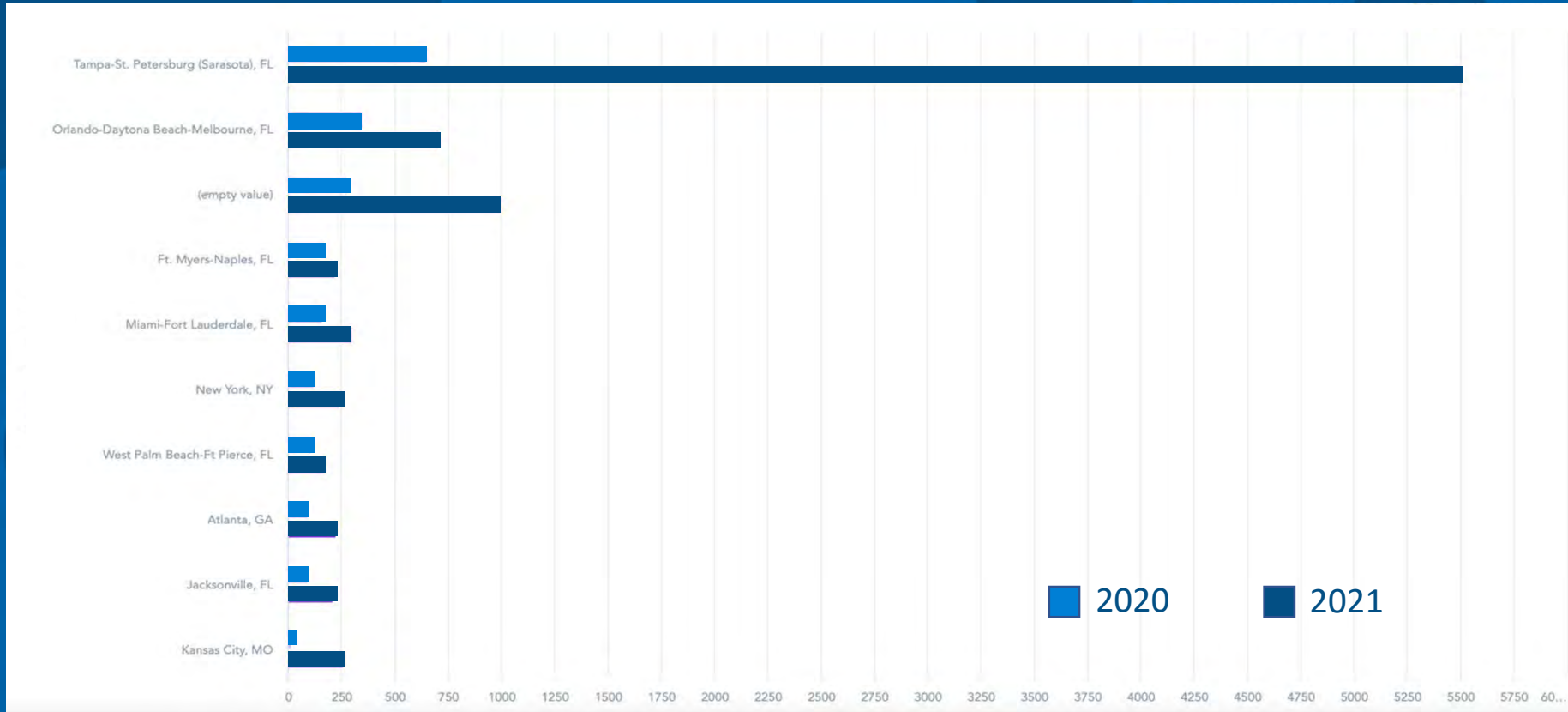
STR, Inc. (2/5 – 2/7)

The Majority of Visitors were overnight (76.5%)

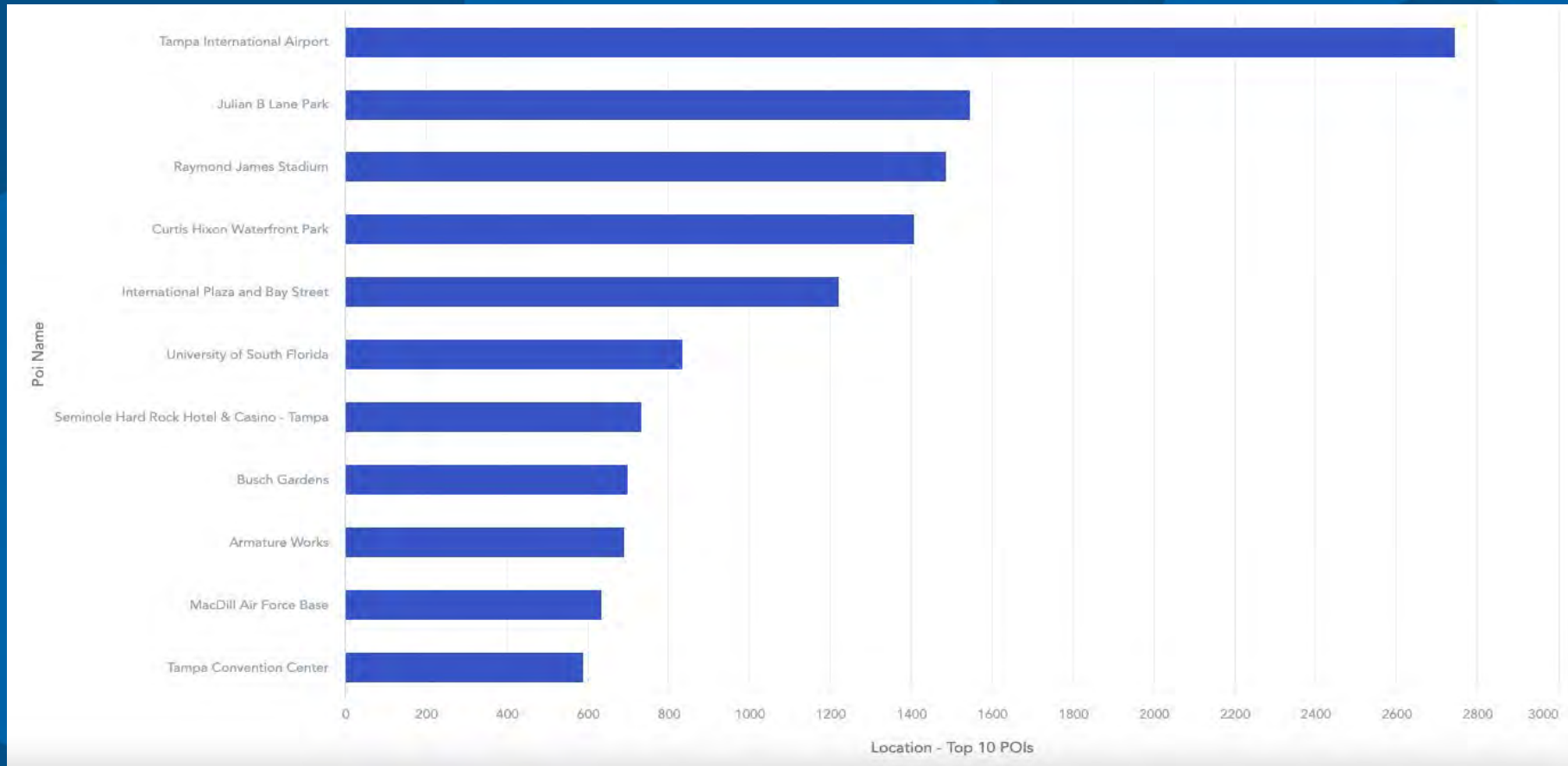


Entrada Insights (2/5 – 2/7)

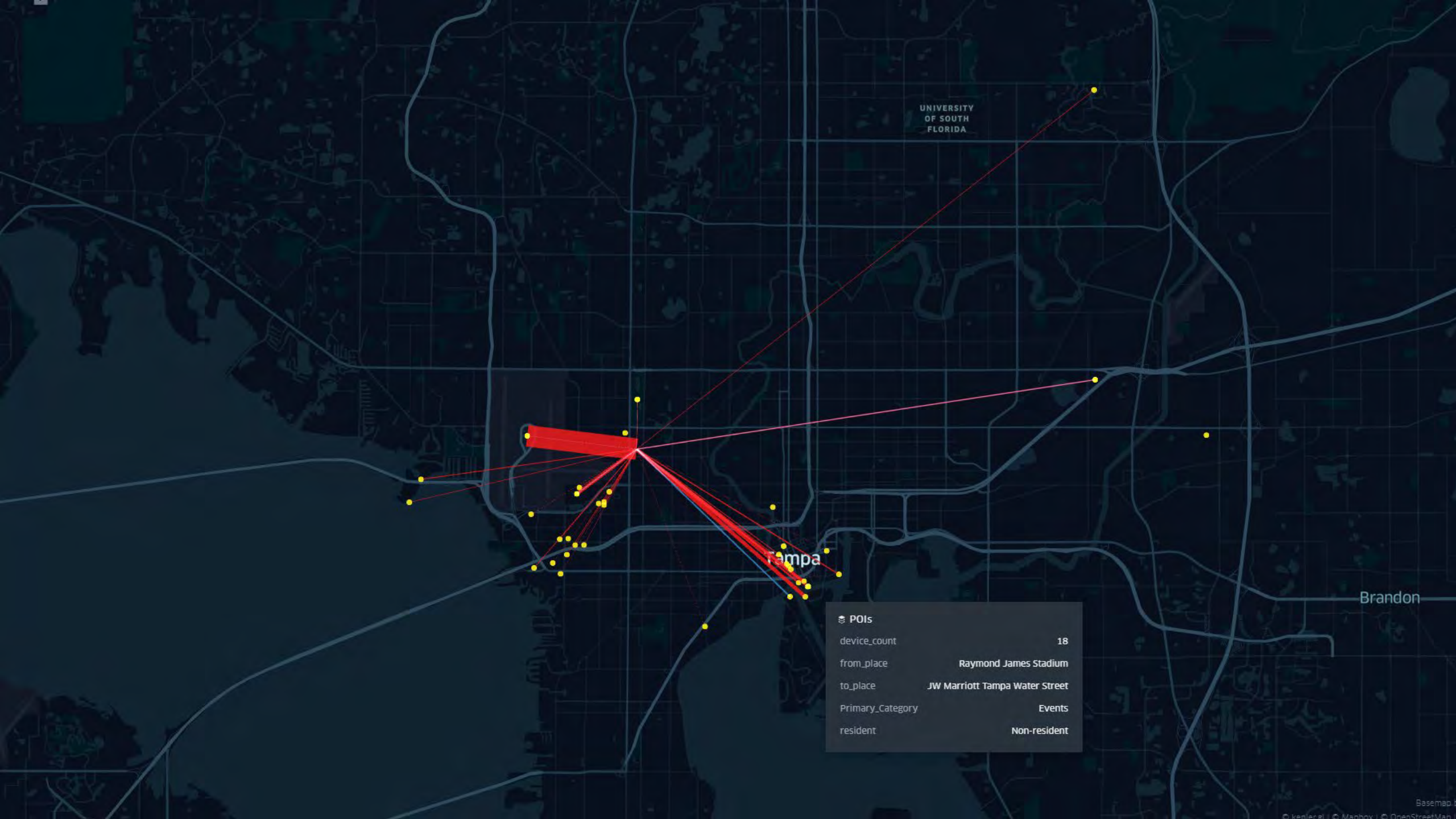
Overnight Visitors from Top Markets YoY



Top POIs for Non-Residents







UNIVERSITY
OF SOUTH
FLORIDA

Tampa

Brandon

POIs	
device_count	18
from_place	Raymond James Stadium
to_place	JW Marriott Tampa Water Street
Primary_Category	Events
resident	Non-resident