ASSESSING Recovery

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

March 18, 2021
KEY LESSONS FROM HOSTING SUPER BOWL LV AMID THE COVID-19 PANDEMIC
JULIAN B. LANE

SUPER BOWL EXPERIENCE

TAMPA BAY
FLORIDA
SUPER BOWL EXPERIENCE
TECH VILLAGE
PARTNER PRIVATE
CONCERTS
WATER WORKS PARK
PRESS CONFERENCE

TAMPA BAY
FLORIDA
Health and Safety Success:

- Record attendance
- Low positive cases
- 47% decline compared to previous period
MAINTAIN 6 FT DISTANCE

#TAMPABAYLV

TAMPA BAY
FLORIDA
SUPER BOWL EXPERIENCE

JOSE GASPAR
MEDIA CENTER
TAMPA CONVENTION CENTER
SEVENTH AVENUE'S ICONIC YBOR SALAD STATION
SUPER BOWL

MEDIA RELATIONS

Destination Media Placements: 276
Value: $3M+

Corporate Exposure: 243
Value: $1M+
The Majority of Visitors were overnight (76.5%)

<table>
<thead>
<tr>
<th>Occupancy %</th>
<th>ADR</th>
<th>Revenue</th>
<th>RevPAR</th>
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<tbody>
<tr>
<td>89%</td>
<td>$300</td>
<td>$20,248,784</td>
<td>$267</td>
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STR, Inc. (2/5 – 2/7)
The Majority of Visitors were overnight (76.5%)
Overnight Visitors from Top Markets YoY

- Tampa-St. Petersburg (St. Petersburg, FL)
- Orlando-Daytona Beach-Melbourne, FL
- Ft. Myers-Naples, FL
- Miami-Fort Lauderdale, FL
- New York, NY
- West Palm Beach-Ft. Pierce, FL
- Atlanta, GA
- Jacksonville, FL
- Kansas City, MO

2020 vs 2021

Entrada Insights (2/5 – 2/7)
Top POIs for Non-Residents

- Tampa International Airport
- Juran B Lane Park
- Raymond James Stadium
- Curtis Hixon Waterfront Park
- International Plaza and Bay Street
- University of South Florida
- Seminole Hard Rock Hotel & Casino - Tampa
- Busch Gardens
- Armature Works
- MacDill Air Force Base
- Tampa Convention Center