

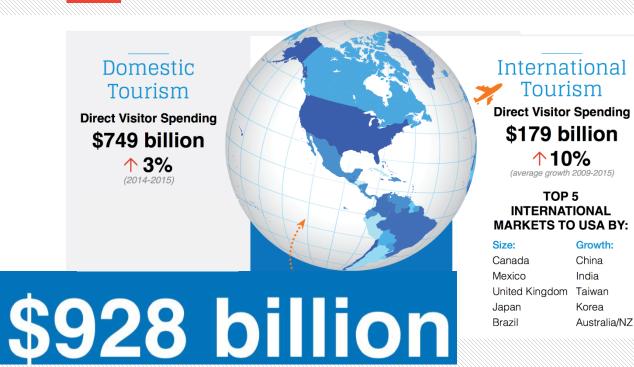
With You



Carrie Koenig SVP – Sales & Marketing



SIZE OF TRAVEL AND TOURISM IN THE US



SIZE OF TRAVEL AND TOURISM TO SARASOTA COUNTY

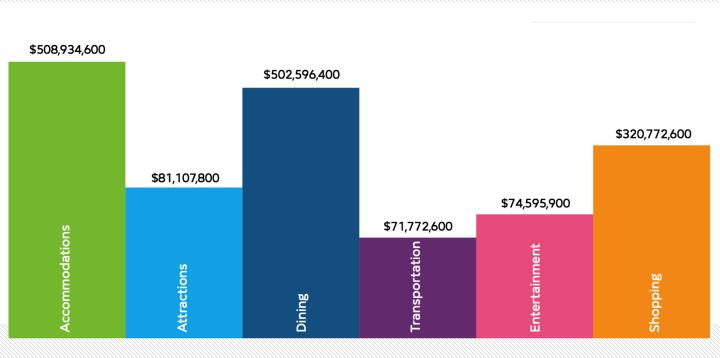
SARASOTA TRAVEL INDUSTRY | NSIGHTS





Spend per day: Domestic: \$893; International: \$1,109

SPENDING BY SEGMENT



MARKETING THE DESTINATION

\$6.5 Million Marketing Budget













Sports

TARGET AUDIENCE

Demo: 25 - 65, \$75,000k+ income, Couples, Families

Interests: Accommodations, Restaurants, Shopping, Attractions, Entertainment

PR HIGHLIGHTS

- World Rowing Championship
- 2. Savor Sarasota
- 3. May Curtain Call

Qualified Audience Reach



VISITSARASOTA.COM

APPROX.
40%
ARE
MOBILE VIEW

Reaches







1.2 million visitors via







ONLINE VISITORS OVERVIEW

1.2 Million VISITS

3.9 Million Page views

Average time on site: Just under 2 minutes

TOP SITE VISITORS



- 1. Florida 2. New York
- 3. Illinois
- 4. Georgia
- 5. Ohio









THINGS TO DO

EVENTS

PLACES TO STAY

BEACHES & CITIES

PLAN YOUR TRIP



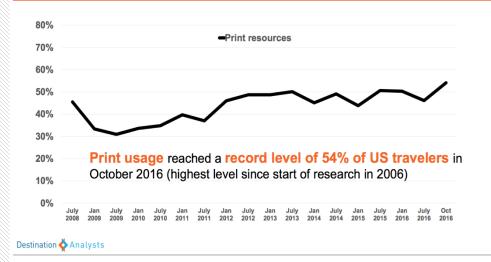
Welcome to Sarasota, Florida

Soak up the sun along our white-sand beaches. Treat yourself to diverse



The hyperinformed traveler

Print Used in Travel Planning: 2008 - 2016



INSPIRATION GUIDE

The only official print guide for multi-million dollar marketing efforts.



250,000 REACH

DID YOU KNOW...

That print usage is the HIGHEST it's been, with over

54% of American

of American
Travelers using to research book!



Visits: **20,144** Pageviews: **41,735** Avg. Session: **4:52** CTR: **9.9%**

Clicks: 2,000



FEATURED-BUSINESS LISTINGS

Featured Business listings allow you to reach an incredibly qualified audience that is looking to convert.





DEALS

Special offers attract new visitors

Travelers are always on the lookout for a good deal and the more than 1 million visitors to <u>VisitSarasota.com</u> can find a great reason to book their trip right away.

GETAWAY DEALS

The Deals and Events menu heading on every page view of <u>VisitSarasota.com</u> presents visitors with special offers grouped by interest:

- > Romance
- > Family
- > Golf





BANNER

Visitors to <u>VisitSarasota.com</u> viewed over 3.9 million pages in 2016 while planning their trip. Banner ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting allow you to control your exposure and return.

■ Wind the Property of the Pr

REWARDS: Partners who also have an ad in <u>VisitSarasota.com</u>, will receive a FREE, runof-site campaign that runs the duration of your paid campaign. You can up-to-double your return.

40 Max character Headlinesdfhgsrhrhsfghs 45 max character Business Namee

180 max body text right hereTemporum enectibusam id ea evercir tepudit int ad qui nos alitiis atiur, simi, cus 2 ad qui nos alitiis int ad qui ad qui nos alitiis int ad o

25 max character headline 30 max character Business Name

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MONTHLY ENEWSLETTER

70K+ SUBSCRIBER REACH





CUSTOM ENEWS

100% SHARE OF VOICE

It's all about you. The 100% SOV Custom Email focuses solely on your business, destination or event, driving all clicks to your website. The Custom Email is sent out to VisitSarasota.com's database in a branded template. Users respond incredibly well to this single focused message, and our diversified options allow you to tailor your approach.

2017 Brands



57% of Major National and International Consumer marketing companies plan to increase their investment in Content Marketing

CUSTOM CONTENT CREATION

Having quality content on your website is the number one way to drive organic traffic directly to your site. Leverage the expertise of our editorial and video teams who will write an article, produce a video (or both) featuring your experience. Your content will be featured on VisitSarasota.com for one year. You also own the content for use on your site indefinitely, which will continue to drive organic traffic to your site!



ARTICLE CREATION

- EXPERIENTAL ARTICLE ON <u>VisitSarasota.com</u>.
 Our editorial team will craft an experiential article, conducting keyword research to ensure you get the most lift.
- ARTICLE PROMOTION Your article will live on VisitSarasota.com for one year and is promoted in both the articles vault and through house ad inventory.
- 3. TRAFFIC Quality traffic is driven to your site through both organic links within the article and through 100% ownership of all native and display ad units on the page. These ad placements allow you the ability to communicate relevant and timely messaging.

2017 Traveler

Engages with video



Video



Storytelling Approach

We are master storytellers. There is no better way to engage and create recall and desire than to tell a story that connects with target audiences and inspires travel. We understand how to mix the latest video styles and technologies with a great storyline, and we know how to drive the right traffic to that video content for maximum reach engagement.

Experience

Miles also has a solid history of creating videos that deliver on the elements that make a successful video. We have dedicated video production and media teams focused on not only creating authentic and dynamic videos but also delivering them to the right audiences effectively and affordably.

Production

We separate ourselves from other video production companies by our turnkey production process. Our wgoal is to leverage your knowledge and insight in creating a solid content plan and then we manage the content creation, logistics, scheduling and other details that go into a successful shoot.

Value

Not only are our rates competitive to other video production companies, but we produce all b-roll with full rights for your own use. Taking costs into consideration we work with you to determine if comped rooms are available and if not we'll secure affordable room accommodations passing along only the net hotel rate.



GENERATION

DRIVES TRAFFIC TO YOUR **WEBSITE TOO!**

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program.

Thank You!

Thank you for your submission. While we fulfill your request, please continue to check out our site for all tl County!

We'd like to offer you the opportunity to receive travel information and offers from a selection of Visit Sarasota's tour

Select the boxes for the information you'd like to receive and click the "Complete Your Request" button at the bottom of the page.

Offers from Visit Sarasota's Tourism Partners

HOW IT WORKS:

- 1. When site visitors sign up to receive information from the VCS, they can request to receive information directly from you.
- 2. Upon requesting info from you, visitors receive an immediate, auto-generated email written by you.
- You receive leads on a weekly basis.

The Good Life Starts Here

Berkshire Hathaway Home Services Florida Realty

Lakewood Ranch is more than award-winning homes. It's block parties on Main Street and backyard barbecues. It's knowing your neighbors and passing down traditions through generations. This is where your best days are every day. Explore the 4th best-selling master planned community in the U.S. today.

Send me more information



Why to Partner

- Reach an Incredibly Qualified Audience (across all devices): VSC spends millions of dollars annually to drive visitors to the site – you get to ride that momentum to send visitors who are actively-planning a Sarasota vacation to your site and to your door.
- Benefit from a Tailored Campaign Strategy:
 We'll craft a customized campaign
 recommendation tailored to exceed your goals.
- Laser-Target your Customer: Reach your exact audience through our focused ad targeting.
- Increase ROI: We will provide you campaign optimization suggestions and will help you to understand how to measure conversions.
- Receive FREE Advertising: In our on-line REWARDS program.





Thank you



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Jerod works directly with Sarasota partners, to architect a tailored and diversified campaign strategy.



milespartnership.com