



# EFFECTIVENESS MEASUREMENTS

REPORT FOR QUARTER 3, FY2023





# RESEARCH

REPORT FOR QUARTER 3, FY 2023



VSC will use third party research to:

Monitor overall destination conditions such as visitation, spending, rooms sold, average daily rate and occupancy; and

Travel activity indicators such as site visits, referrals, and media impressions.

# OVERALL DESTINATION CONDITIONS

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## Economic Impact

### FY23

APR	\$ 290,890,200
MAY	\$ 255,902,000
JUN	\$ 245,913,900

### FY22

APR	\$ 298,467,300
MAY	\$ 248,445,100
JUN	\$ 213,073,700

## Average Daily Rate

### FY23

APR	\$293.33
MAY	\$251.17
JUN	\$253.47

### FY22

APR	\$293.77
MAY	\$239.92
JUN	\$224.52

## Occupancy

### FY23

APR	73.9%
MAY	66.1%
JUN	69.7%

### FY22

APR	78.5%
MAY	72.9%
JUN	74.0%

## Room Nights Sold

### FY23

APR	332,400
MAY	276,400
JUN	282,400

### FY22

APR	350,800
MAY	282,500
JUN	277,500

## Visitation

### FY23

APR	136,800
MAY	140,610
JUN	134,580

### FY22

APR	149,000
MAY	142,800
JUN	127,300

## Visitor Spending

### FY23

APR	\$177,372,100
MAY	\$156,037,800
JUN	\$149,947,500

### FY22

APR	\$180,889,300
MAY	\$150,572,800
JUN	\$129,135,600

# VSC PROMISED DELIVERABLES

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## 192 USE OF BRAND TOOLKIT

Compared to 247 visits and downloads from Q3, FY 22

## 142 MEETING LEADS SENT

17 Meetings booked compared to 61 leads sent with 10 booked in Q3, FY 22.

## 7,686 SIGNALS OF INTENT TO TRAVEL (SITs)

Compared to 9,650 SITs in Q3, FY 22

## 335 LEISURE LODGING LEADS SENT

Compared to 404 lodging leads sent in Q3, FY 22.



**\$193,801.10**

## **AIRLINE INCENTIVE PROGRAM SPEND**

In Markets: Appleton, Austin, Akron/Canton, Cedar Rapids, Chicago, Houston, St. Louis

**\$25,818,139.95**

## **SPORTS ECONOMIC IMPACT**

Compared to \$18,534,606 in Q3, FY 22

**11**

## **FUTURE SPORTS BIDS SUBMITTED**

5 future sports bids were submitted in Q3, FY 22



# BIGGEST BRAND SUCCESS

REPORT FOR QUARTER 3, FY 2023

- Savor Sarasota Restaurant Week had a record number of restaurants participate in June this year. The annual promotion generated nearly \$700,000 in revenue for the Sarasota culinary community as over 20,000 lunches and dinners were served.
- Six new outdoor tourism videos were completed highlighting the many activities and locations in Sarasota County as well as a Google Street View project of the Legacy Trail and 360 photospheres of the trail facilities.
- A group of nine media were brought in for a press trip that has already received 4,735 social engagements. Some of the outlets that were represented include Good Housekeeping, TravelAwaits, Shondaland, and Costco Travel.





# BIGGEST SALES SUCCESS

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- Attended Emerge Americas with the EDC
- Attended Las Vegas Travel Agent Forum
- Attended Connect Marketplace
- Attended Incentive Live
- Ringling, Art Ovation, Siesta & Lido Beach Received free mention in German Magazine, Meine Reise
- Sarasota Modern and Art Ovation properties were added to Virgin holidays Destination page, resulting from a site visit to the area.
- Worked with GetYourGuide, ATI, New World Travel, OceanBeds, Meeting Point North America, Feinreisen, World2Meet to get new attractions and accommodations added to portfolios.
- Sarasota County Gets an article in The Post out of Argentina, June 2023



# BIGGEST SPORTS SUCCESS

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- World Champions Cup Announcement
- US Rowing Youth National Championship
- Attended Sports ETA Symposium
- Attended Florida Sports Foundation Summit
- Began a collaboration with Knight Strategic Communications

