

EFFECTIVENESS MEASUREMENTS







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

Econom FY23 APR MAY JUN	nic Impact \$ 290,890,200 \$ 255,902,000 \$ 245,913,900	FY22 APR MAY JUN	\$ 298,467,300 \$ 248,445,100 \$ 213,073,700	Room N FY23 APR MAY JUN	Jights Sold 332,400 276,400 282,400	FY22 APR MAY JUN	350,800 282,500 277,500
Average FY23 APR MAY JUN	Daily Date \$293.33 \$251.17 \$253.47	FY22 APR MAY JUN	\$293.77 \$239.92 \$224.52	Visitatio FY23 APR MAY JUN	on 136,800 140,610 134,580	FY22 APR MAY JUN	149,000 142,800 127,300
Occupa FY23 APR MAY JUN	ncy 73.9% 66.1% 69.7%	FY22 APR MAY JUN	78.5% 72.9% 74.0%	Visitor S FY23 APR MAY JUN	Spending \$177,372,100 \$156,037,800 \$149,947,500	FY22 APR MAY JUN	\$180,889,300 \$150,572,800 \$129,135,600



VSC PROMISED DELIVERABLES

REPORT FOR QUARTER 3, FY 2023



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





\$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

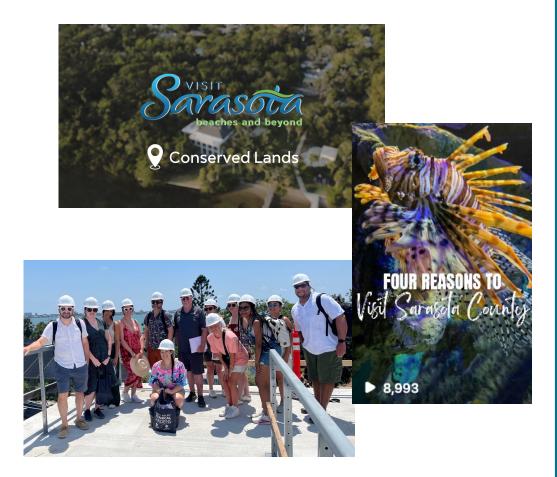
5 future sports bids were submitted in Q3, FY 22





BIGGEST BRAND SUCCESS

- 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

- 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

- 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





