



EFFECTIVENESS MEASUREMENTS

ANNUAL REPORT FOR FISCAL YEAR 2023



RESEARCH

ANNUAL REPORT FOR 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

\$ 2,892,462,900

FY22

\$ 2,796,403,000

Average Daily Rate

FY23

\$ 254.05

FY22

\$ 237.44

Occupancy

FY23

71%

FY22

71%

Room Nights Sold

FY23

3,521,000

FY22

3,255,230

Visitation

FY23

1,542,100

FY22

1,499,200

Visitor Spending

FY23

\$ 1,760,448,000

FY22

\$ 1,712,074,400

VSC PROMISED DELIVERABLES

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652 USE OF BRAND TOOLKIT

Compared to 726 visits and downloads from FY 22

574 MEETING LEADS SENT

45 Meetings booked compared to 299 leads sent with 44 booked in FY 22.

30,619 SIGNALS OF INTENT TO TRAVEL (SITs)

Compared to 36,493 SITs in FY 22

1,319 LEISURE LODGING LEADS SENT

Compared to 1,718 lodging leads sent in FY 22.

*Due to the Covid-19 Pandemic, there was a larger focus in FY22 on leisure visitors, whereas in FY23 we were able to put more of a focus back on meetings/groups.

\$366,607.20

AIRLINE INCENTIVE PROGRAM SPEND

In Markets: Appleton, Austin, Akron/Canton, Cedar Rapids, Chicago, Houston, St. Louis, Minneapolis/St. Paul, New Haven, Raleigh, Providence and Hartford

\$79,043,433.63

SPORTS ECONOMIC IMPACT

Compared to \$89,746,384.23 in FY 22

29

FUTURE SPORTS BIDS SUBMITTED

31 future sports bids were submitted in FY 22

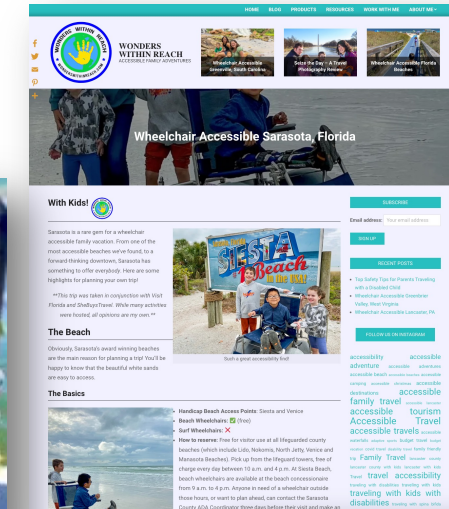
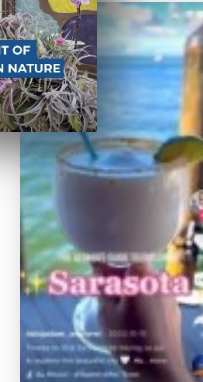
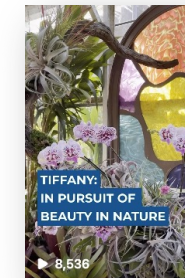
* FY23 numbers were slow to start with Hurricane Ian in Q1, and no grants being offered in peak season.



BIGGEST BRAND SUCCESS

ANNUAL REPORT FOR FY 2023

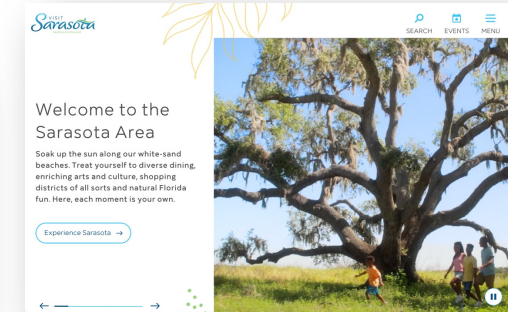
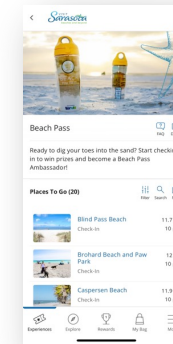
- Hurricane Recovery Efforts
- Brand New Photography and Videography of areas newest asset: The Bay
- Used social media outreach and our user-generated content program to collect images for the cover of the 2023 Visitors Guide.
- Hosted popular influencer Tampa Bae Explorer, which led to Mote Aquarium, Selby Gardens, and the Sarasota Opera Food and Wine Festival being featured in series of TikTok and Instagram posts.
- Coverage was secured in meetings outlets such as Black Meetings & Tourism, Meetings Today, and Convention South among others on staff awards, promotions, and new hires.
- Hosted Outdoor and Nature Marketing Workshop
- Highlighted #SarasotaArts in social reels and YouTube Shorts
- Promoted accessible travel through media visit with Wonders Within Reach
- Vancouver-based editors visited and discovered the outdoor adventures and sustainability efforts that Sarasota offers
- Kicked off in Q2: TripAdvisor program, VF recovery co-op, and Wired (for the first time!) to support relocation efforts
- With the attention on promoting new video assets – we saw just under 2.8 million completed views and an 83.35% View Completion Rate.



BIGGEST BRAND SUCCESS

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- 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.
- Completed a third installment of Florida's Cultural Coast video series showcasing all types of art organizations as well as updated the first two installments in the series
- Launched the new VisitSarasota.com website
- Launched a new Beach Pass experience



BIGGEST SALES SUCCESS

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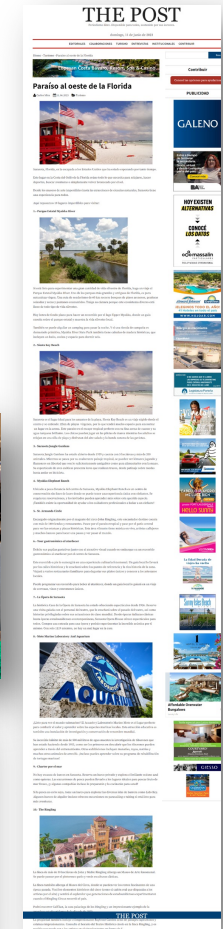
- Launched a multi-course online training platform in German Language for the German Travel Trade
- Hosted a 15-person FAM for the German Market
- Attended World Travel Market in London
- Attended the DERTOUR Training Event in Orlando and Trained over 100 German agents on Sarasota County
- The Visitor Services Team interacted with 8,653 visitors in person, via email and phone at the Visitor Centers: Sarasota, Venice, SRQ, and at the VIV.
- Launched German CANUSA Campaign
- Attended Florida Huddle & Florida Encounter
- Exhibited at Our Dream Wedding Expo
- Exhibited at Synapse Florida with the EDC to target Tech Entrepreneurs
- Exhibited at ITB Berlin
- VSC's Travel Agent Academy Program is featured in TravelPulse Daily
- Visitor International 2022 Regional Winner of the Best Travel Guide Awards
- Visitor Services interacted with a record-breaking 15,827 visitors in Q2 and created 1,548 bags for groups (another record!)
- VF/America Unlimited Out of home Flamingo Campaign in Dusseldorf
- Attended Florida Huddle & Florida Encounter
- Attended SITE Global Conference



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
- Seven different Sarasota County Inspirational Videos displayed throughout 700 McDonald's in Germany for 4 weeks in a free opportunity.
- USA Reisen German Campaign resulted in 36 room nights (Approx \$65 per booking spent by VSC)
- Participated in Visit USA Cinema Roadshow Munich, with a 15 minute presentation in a cinema hall, followed by an IMAX viewing of "Into America's Wild" with 83 Travel agents and tour operators



BIGGEST SPORTS SUCCESS

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- Hosted the Sports ETA 4S and Rights Holders Summit
- Hosted the first event Pop Stroke National Championship
- Hosted the first ever Women's Baseball Classic
- Hosted the first ever Last Paddler Standing
- Created a video to boost attendance at Sports ETA 4S and Rights Holder Summit
- Hosted US Rowing National Team for Training
- Exhibited at Braves Chop Fest in Atlanta
- Attended Florida Sports Foundation Tourism Day
- Secured IWLCA Presidents Cup event for 2 years



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
- Hosted US Masters Swimming National Championship
- Hosted USDBF Club Crew Championship
- USA BMX National race for 2024 awarded to Sarasota BMX
- Pete Harvey accepted a position on the Sunshine Sports Council Advisory Board
- Fox Lea saw major success in FY23 with an economic impact of over \$24 million dollars.
- Fox Lea also won the Sports Destination Management Champions of Economic Impact Award for The Venice Equestrian Tour, which saw nearly \$10 million in economic impact in Q2.

