



EFFECTIVENESS MEASUREMENTS

REPORT FOR QUARTER 1, FY2024



RESEARCH

REPORT FOR QUARTER 1, FY 2024



VSC will use third party research to:

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

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

OVERALL DESTINATION CONDITIONS

REPORT FOR QUARTER 1, FY 2024

Economic Impact

FY24

OCT	\$217,356,700
NOV	\$213,143,900
DEC	\$209,426,000

FY23

OCT	\$207,439,500
NOV	\$178,824,000
DEC	\$230,104,700

Average Daily Rate

FY24

OCT	\$227.15
NOV	\$255.74
DEC	\$257.75

FY23

OCT	\$215.39
NOV	\$215.28
DEC	\$264.13

Occupancy

FY24

OCT	59.4%
NOV	59.7%
DEC	58.6%

FY23

OCT	80.6%
NOV	72.1%
DEC	65.9%

Room Nights Sold

FY24

OCT	249,800
NOV	242,800
DEC	245,800

FY23

OCT	312,300
NOV	281,600
DEC	266,700

Visitation

FY24

OCT	122,100
NOV	101,140
DEC	86,640

FY23

OCT	134,300
NOV	119,800
DEC	100,200

Visitor Spending

FY24

OCT	\$132,534,600
NOV	\$129,965,800
DEC	\$127,698,800

FY23

OCT	\$125,720,900
NOV	\$108,378,200
DEC	\$139,457,400

VSC PROMISED DELIVERABLES

REPORT FOR QUARTER 1, FY 2024

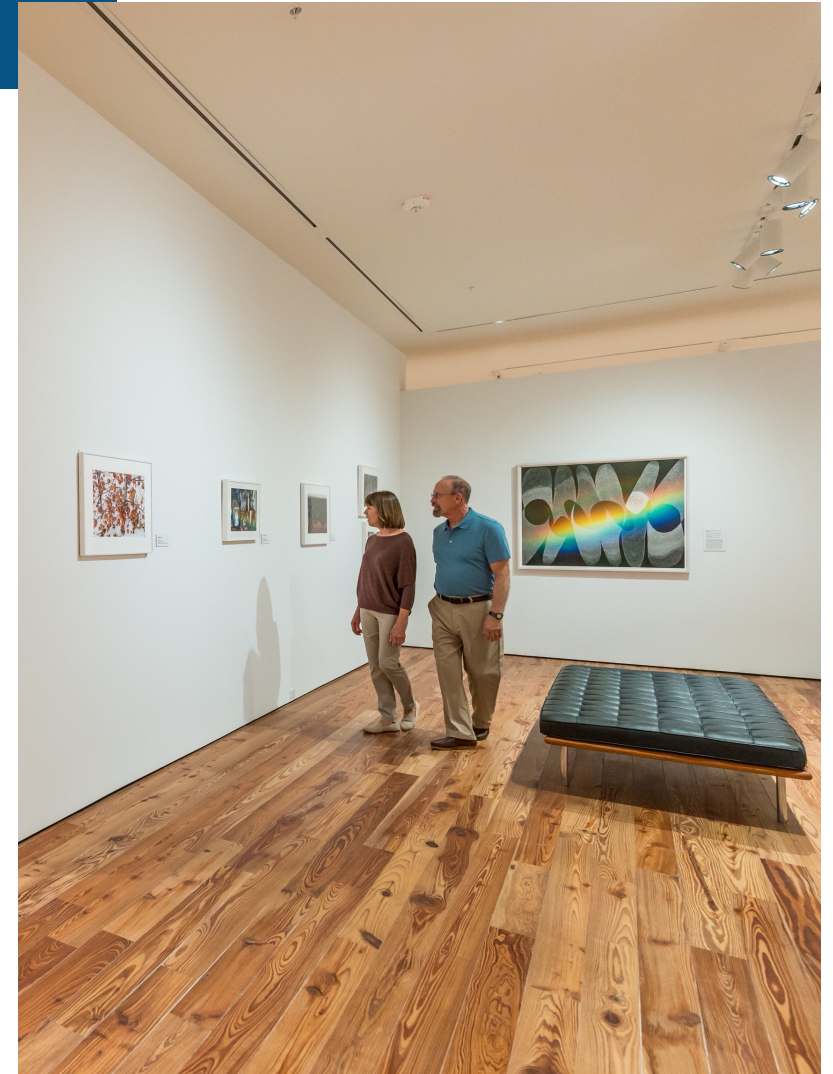
159 **USES OF BRAND TOOLKIT**
Compared to 153 visits and downloads from Q1, FY 23

1,836 **VISITOR GUIDE ORDERS**
Compared to 1,553 from Q1, FY 23

2,731 **VIRTUAL VISITOR GUIDE VIEWS**
Compared to 3,108 from Q1, FY 23

118 **RELOCATION PACKETS SENT**
Compared to 140 from Q1, FY 23

304 **LEISURE LODGING LEADS SENT**
Compared to 207 from Q1, FY 23





82 MEETING (GROUPS) LEADS SENT
Compared to 156 in Q1, FY 23

10 MEETING (GROUPS) BOOKED
Compared to 9 in Q1, FY 23

19 FUTURE SPORTS BIDS SUBMITTED
Compared to 8 in Q1, FY 23

\$33,845,787 SPORTS ECONOMIC IMPACT
Compared to \$10,954,069 in Q1, FY 23

FY24 ONE TIME PROMOTION PROJECTS

REPORT FOR QUARTER 1, FY2024

Public Relations

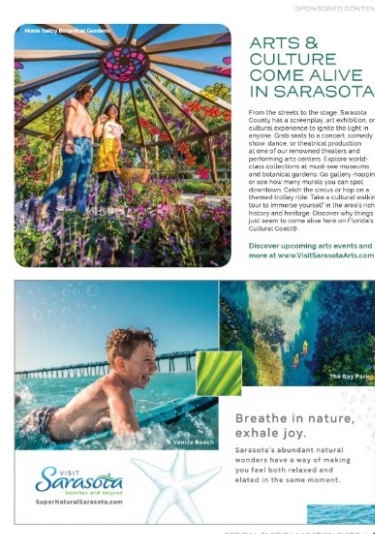
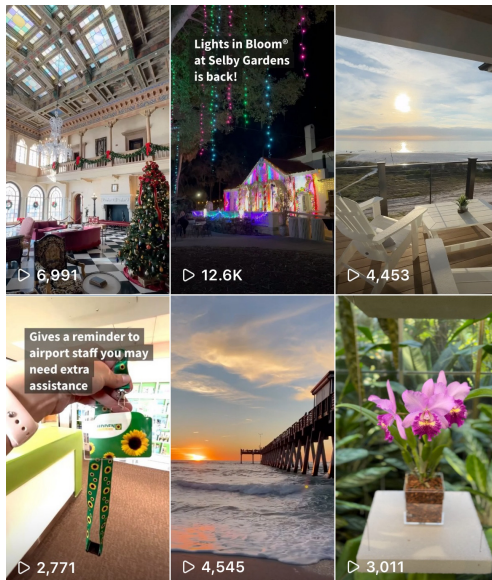
Goal: One Million Targeted Media Impressions

- We hosted a total of 8 media/influencers in destination during Q1. The total confirmed impressions is 1.8 million from coverage that resulted from those visits. The total anticipated coverage from those visits is more than 2 million with several stories/posts still pending.

Content & Social Media

Goal: 100,000 Impressions

- In Q1 we generated 35,980 impressions from short-form video content posted on Instagram.



VISIT FLORIDA Vacation Guide

Paid Media & Creative

Goal: Drive inspiration and visitation to Sarasota County

- Leisure digital performance had 8.3 million impressions resulting in and over 37K engaged visitors. Our leisure campaigns include also our nature and arts campaigns.
- Paid social strategy focused on Key Themes, Deals (Fun in the 941), Lodging and Enewsletter Conversion campaigns. Link Click Through Rate of 2.44% – more than double the Facebook travel average (0.9%)
- The paid search campaign received 119,883 clicks with a good cost per click of \$0.55 and a strong click-through rate of 16.4%
- Meeting campaign's top markets were Chicago, New York, Washington DC, Atlanta, and Boston. The campaign delivered 646,372 impressions and 4,209 clicks.
- Relocation campaigns resulted in 4,209 landing page views. The cost per landing page view improved YoY to \$0.81 – down 39.5%.

Visitor Services

Goal: Provide new concierge-level service rollout for a minimum of 4 meetings and conventions in Sarasota.

- In Q1, 2 meetings received pre-arrival destination services.
- 1. IAFE: Assistance in November for an environmentally-friendly group activity: Beach Cleanup with Sarasota County Gov: coordinated the collaboration.
- 2. BIFMA: Assistance in December with researching, providing them with ideas for a \$40-\$50 gift for their CEO attendees that is specific to our area/Florida.

Meeting & Leisure Groups

INCENTIVE PROGRAM

Goal: Bring more meetings and conferences to Sarasota County.

- Our goal is to generate 1,500 more room nights from groups utilizing the incentive program over FY23 for a total of 7,147. In Q1, we generated 657 room nights.

TRADESHOWS

Goal: Expand the diversity of meeting leads generated for area hotels by attending at least 2 specialty meeting shows.

- In Q1, we attended the Black Travel Summit and NCBMP Conference & Tradeshow. The goal was to showcase our destination to potential clients who were not familiar with our offerings and attractions. As a result, we are planning a site visit with 2 meeting planners for 100 people. VSC is following up with other leads from these shows that expressed interest in our destination for their future events.

International

Goal: Generate a 15% increase over FY23 in International Visitation for a total of 219,017 visitors.

- In Q1, we had a total of 108,370 visitors

Sports

Goal: The Spring Training Survey, requested on behalf of Sarasota County post-budget approval, will receive some of the funds that were originally allocated for the ICF Sprint World Cup. This event was cancelled due to unforeseen circumstances.

- The ICF SUP World Cup generated \$53,885.45 in economic impact.
- The International Women's Lacrosse Coaches Association Presidents Cup generated \$14,581,045.58 in economic impact.

Promotions

Goal: Drive visitation and awareness of spring training in Sarasota County for our 2 MLB teams.

- We plan on attending Sarasota Day at the Atlanta Braves in May, and a date TBD at Camden Yards, to help achieve this goal.

FY24 ONE TIME TDT PROMOTION PROJECTS

REPORT FOR QUARTER 1, FY2024

New Tourism Strategic Plan

In Q1, We initiated a strategic partnership with a consulting company to develop the Tourism Strategic Plan 2030 for Visit Sarasota County. The project is progressing well with the involvement of VSC board members, staff and stakeholders from the community and the industry.

New Photography, Video & Advertisement

In Q1, we produced new Eco/Nature Videos. Approved concept for new General Destination Videos. Put together a target list for photography.

New Visitor Information Vehicle

We plan to purchase a new Visitor Information Vehicle in Q3/Q4.

Arts and Culture Initiative

In Q1 we hosted four Arts and Culture Forums with industry stakeholders and community members to gather input for the Florida's Cultural Coast® Media Plan for FY24 that will run in Q2 and Q3.

TOP MARKETING ACHIEVEMENTS

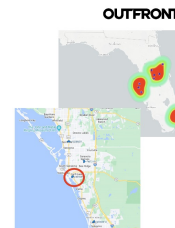
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- Hosted four Arts & Culture Forums with industry stakeholders and community members to gather input on the Florida's Cultural Coast® Media Plan for FY24
- Created New Eco/Nature Video Assets to use in digital campaigns



Out-Of-Home Billboards

- Eye-catching digital billboards that will put us front and center to the right audience
- Ability to change creative to showcase performing and visual arts
- Audience targeting through SmartSCOUT™
 - Tampa, Orlando and Miami for persons that have an interest in fine arts and performing arts
- 32.4 million DOOH estimated impressions
- Prominent Sarasota static billboard below Gulf Gate, to capture Siesta Key visitors and Sarasota residents and promote that we ARE Florida's Cultural Coast®



Playbill

PLAYBILL

- Connect with Arts & Culture Enthusiasts through the power of live performances
- Targeted to key Florida markets of Miami, Ft. Lauderdale, and Palm Beach with an average monthly circulation of 87,000
- Special Offer of March-June, every play in all 3 markets, for a reduced rate of \$50,000



Interactive Connected TV



- Hulu's Interactive Ads in the living room are incredibly successful in bringing advertisers top of mind and bringing our message to life by featuring multiple videos, images, QR codes, etc.
- Precise targeting to the Arts/Culture audience, including:
 - People Who Visited Museums and Art Galleries
 - People Who Made the Following Type of Travel Visit or Trip in the Past Year: Events/Shows/Cultural Attractions
 - People Who Consumed Travel, Art House or Indie Film Content on Hulu



Nature's beauty is
always within reach.
Super. Natural. Sarasota.

VISIT
Sarasota
beaches and beyond



Discover more natural
wonders at 11 mph.
Super. Natural. Sarasota.



VISIT
Sarasota
beaches and beyond

TOP COMMUNICATION ACHIEVEMENTS

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- Hosted UK Arts and Culture FAM - A group of media were brought over from London to learn about Florida's Cultural Coast. We were able to familiarize them with many of our cultural offerings including The Sarasota Orchestra, The Ringling Museum, The Asolo Theater, Sarasota Rising, and The Sarasota Opera. The group also attended a performance from The Sarasota Ballet which included a piece the company will be taking to perform at The Royal Ballet in London in summer 2024.
- Hosted Nature and Outdoors FAM - An outdoor and nature focused group press trip was hosted during the week of the EcoSummit held at The Van Wezel. We were able to attend multiple sessions and programs throughout the event in addition to learning about the natural wonders Sarasota has to offer. We got a private sneak peek at Selby's phase one status before it's completion and experienced The Bay, kayaking, and Mote Marine Aquarium.
- Launched the new digital VIP Pass for visiting media.



TOP SALES ACHIEVEMENTS

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- Booked Meeting Groups Totalled \$2,035,593.05
- Attended World Travel Market in London.
- VSC Selected for Convention South Reader's Choice Award.
- Visit Sarasota County Image Selected for America Unlimited Annual Brochure Cover.
- Attended the Black Travel Summit in Miami.
- Attended the National Coalition of Black Meeting Professionals Conference in Atlanta.



TOP VISITOR SERVICES ACHIEVEMENTS

REPORT FOR QUARTER 1, FY 2024

- Organized/Hosted 2 complimentary educational trolley tours for customer-facing staff of tourism businesses in Sarasota area.
- Trained concierge team at the Hyatt Regency so they can better service their guests.
- Q1 = total of 2,282 visitors information bags created for meeting groups and local organizations.
- 2 pre-arrival destination services for groups (IEFA & BIFMA) - see details above.



TOP INDUSTRY RELATIONS ACHIEVEMENTS

REPORT FOR QUARTER 1, FY 2024

- Community Project with Partners- Lido Beach Clean-Up.
- Partner Coffee- our first combined event with Greater Sarasota Chamber of Commerce.
- Held first Visit Sarasota County Annual Meeting.



TOP SPORTS ACHIEVEMENTS

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- Received Flagler Award for Sports Direct Mail Campaign.
- Visit Sarasota County and Bradenton area CVB has joined the Florida Golf Alliance.
- Nate attended the National Fastpitch Coaches Association. Met 12 events rights holders.
- Attended the US Sports Congress in Lake Charles, LA. And had 26 one-on-one Appointments.

