



EFFECTIVENESS MEASUREMENTS

REPORT FOR QUARTER 2, FY2024



RESEARCH

REPORT FOR QUARTER 2, 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 2, FY 2024

Economic Impact

FY24		FY23	
JAN	\$237,170,600	JAN	\$252,801,400
FEB	\$289,100,800	FEB	\$314,653,000
MAR	\$367,573,100	MAR	\$362,564,500

Average Daily Rate

FY24		FY23	
JAN	\$258.59	JAN	\$258.84
FEB	\$312.57	FEB	\$303.86
MAR	\$337.72	MAR	\$313.37

Occupancy

FY24		FY23	
JAN	67.8%	JAN	76.2%
FEB	81.9%	FEB	86.0%
MAR	83.9%	MAR	84.7%

Room Nights Sold

FY24		FY23	
JAN	269,800	JAN	293,300
FEB	334,500	FEB	343,100
MAR	385,800	MAR	379,600

Visitation

FY24		FY23	
JAN	80,300	JAN	92,700
FEB	107,600	FEB	122,000
MAR	159,400	MAR	158,100

Visitor Spending

FY24		FY23	
JAN	\$144,616,200	JAN	\$159,273,600
FEB	\$182,975,200	FEB	\$191,861,600
MAR	\$232,641,200	MAR	\$221,075,900

VSC PROMISED DELIVERABLES

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296 **USES OF BRAND TOOLKIT**
Compared to 161 visits and downloads from Q2, FY 23

3,327 **VISITOR GUIDE ORDERS**
Compared to 3,040 from Q2, FY 23

8,944 **VIRTUAL VISITOR GUIDE VIEWS**
Compared to 6,445 from Q2, FY 23

283 **RELOCATION PACKETS SENT**
Compared to 325 from Q2, FY 23

487 **LEISURE LODGING LEADS SENT**
Compared to 480 from Q2, FY 23





135 MEETING (GROUPS) LEADS SENT
Compared to 149 in Q2, FY 23

13 MEETING (GROUPS) BOOKED
Compared to 14 in Q2, FY 23

12 FUTURE SPORTS BIDS SUBMITTED
Compared to 8 in Q2, FY 23

\$26,991,994 SPORTS ECONOMIC IMPACT
Compared to \$25,111,189 in Q2, FY 23

Public Relations

Goal: One Million Targeted Media Impressions

- We held a Satellite Media Tour with a focus on outdoor and nature activities in the destination in Q2. We also hosted one international media member whose coverage is already out in both print and online. The total impressions from these activities is 1.8M bringing total media impression for Q1 and Q2 to 3.6M.

Content & Social Media

Goal: 100,000 Impressions

- In Q2 we generated 153,293 impressions from short-form video content posted on Instagram for a total of 189,273 in Q1 and Q2

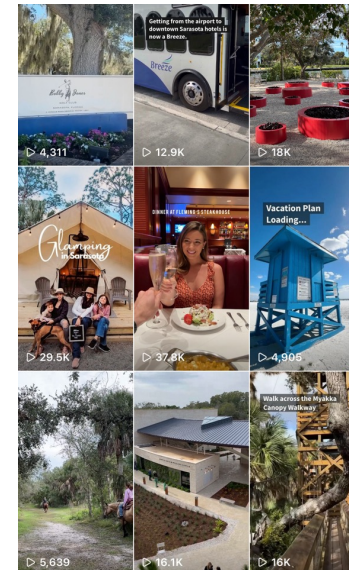
Paid Media & Creative

Goal: Drive inspiration and visitation to Sarasota County

- Leisure display media resulted in 8.8 million impressions and 10.5k engaged visits. This included 4.6 million video completions at a VCR of 87.68%.
- Our leisure paid social strategy focused on beaches, deals, places to stay, enews sign-ups and vertical videos. The link click-through rate (CTR) for the quarter was 2.30%.
- Leisure paid search campaigns in Q2 received 168,250 clicks with a low cost per click of \$0.43 and a strong click-through rate of 17.65%.

FY24 ONE TIME PROMOTION PROJECTS

REPORT FOR QUARTER 2, FY2024



National Geographic

Visitor Services

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

- There were no meeting groups that received destination services in Q2.

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 Q2, we generated 264 room nights bringing the total number of room nights in FY24 to 921.

TRADESHOWS

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

- In Q2, we attended the FL Encounter in February and the Vegas Travel Agent Form in March. There were 26 leads generated from these shows.

International

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

- In Q2, we had a total of 43,800 visitors bringing the total number of visitors for FY24 to 94,630. (Note - In Q1, the visitor numbers were misinterpreted as individual monthly numbers rather than one quarterly cumulative number of 50,830)

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 Spring Training Survey data and attendance was gathered, analysis is in progress.

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 in July at Camden Yards, to help achieve this goal.

FY24 ONE TIME TDT PROMOTION PROJECTS

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New Tourism Strategic Plan

In Q2, we continued 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. The VSC Board engaged in the strategic planning process at their annual board retreat, and 8 focus groups were held throughout the County.

New Photography, Video & Advertisement

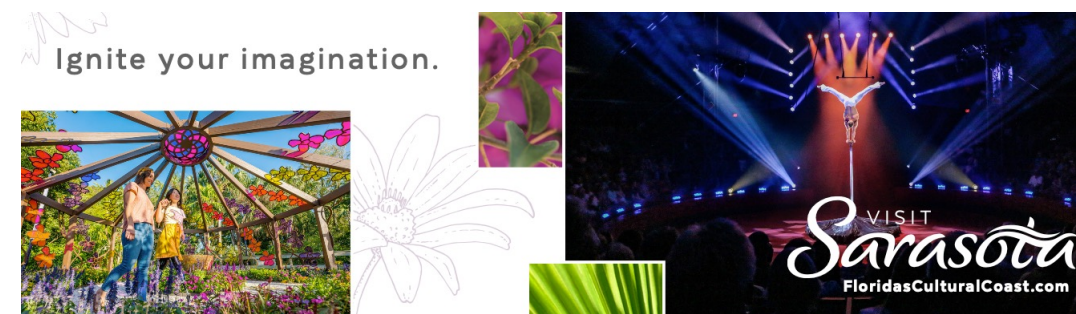
In Q2, we captured arts and culture photography assets and completed the filming for the general destination video.

New Visitor Information Vehicle

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

Arts and Culture Initiative

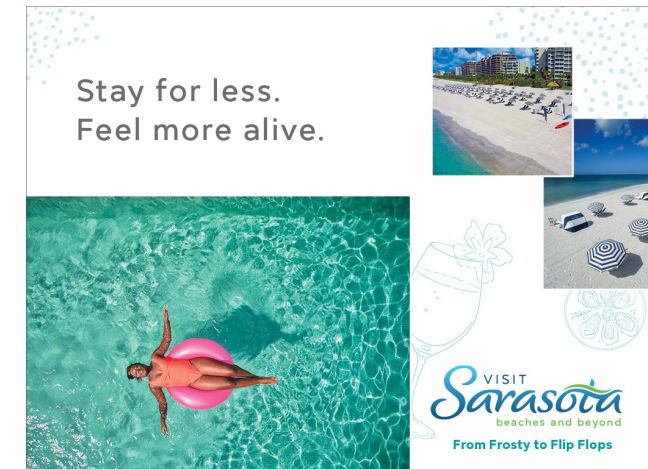
In Q2 we started running our Florida's Cultural Coast® Media Plan with digital billboards and print ads in Playbill. The placements of digital billboards in Tampa, Orlando and Miami saw 5,641,805 impressions, and print ads in Playbills in-state were seen by approximately 87,000 theatergoers



TOP MARKETING ACHIEVEMENTS

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- Launched Frosty to Flip Flops Campaign to drive hotel bookings for February
- Designed and wrapped Conference Room at Breeze Airways Headquarters
- Filmed General Destination Video
- Attended Destinations International Marketing and Communications Summit
- Satellite Media Tour
- SMPR Virtual Forum to connect with other sales, marketing and PR professionals
- Olivia Turpening participated in The Sarasota Opera's Decapo Society for young professionals



TOP SALES ACHIEVEMENTS

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- Attended Florida Huddle with 3 Hotel Partners
- Attended IITA
- Held Second Quarterly Hotel DOS Meeting
- Attended Vegas Travel Agent Forum with 1 Hotel Partner
- Attended FL Encounter



TOP VISITOR SERVICES ACHIEVEMENTS

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- Arranged 2 South County area educational trolley tours for guest-servicing staff of our local tourism industry – joint program with Discover Sarasota Tours.
- Created a Destination Services plan to provide concierge-level services to groups in town.
- Set up visitor services kiosk at Braves CoolToday Park for spring training and had a rack with visitors guides at Ed Smith/Orioles home games.
- Sandrina McCloud was accepted in the 2024 Leadership Venice Program.
- Speaker at the annual Sarasota County Gov's Beach Ambassadors luncheon.
- Hired and trained 2 new volunteers for the Sarasota Visitors Center.



TOP SPORTS ACHIEVEMENTS

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- Visit Sarasota themed jump introduced at Fox Lea Farms
- Pete Harvey attended the Sunshine Sports Council Innovation Think Tank
- Nate Sweetman took part in a Braves Spring Training FAM with various destinations in Sarasota
- 6 Florida Golf Alliance golf shows
- AAU Site visit for 17th Street and indoor facility
- Team USA here preparing for Paris Olympics

