



EFFECTIVENESS MEASUREMENTS

REPORT FOR FY2024



RESEARCH

REPORT FOR 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 FY 2024

Economic Impact

FY24	FY23
\$2,781,456,400	\$2,892,462,900

Average Daily Rate

FY24	FY23
\$262.34	\$254.05

Occupancy

FY24	FY23
64.7%	71.4%

Room Nights Sold

FY24	FY23
3,281,800	3,521,000

Visitation

FY24	FY23
1,423,250	1,542,100

Visitor Spending

FY24	FY23
\$1,740,106,100	\$1,662,941,100

VSC PROMISED DELIVERABLES

REPORT FOR FY 2024



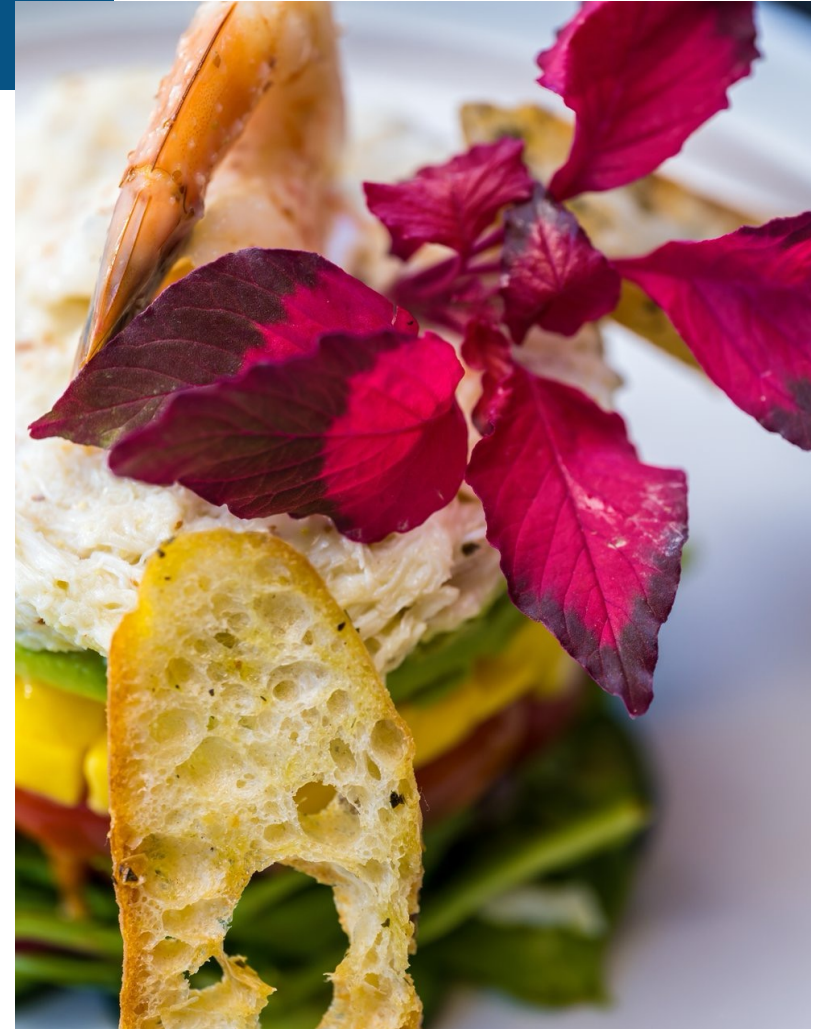
985 **USES OF BRAND TOOLKIT**
Compared to 691 visits and downloads from FY 23

8,506 **VISITOR GUIDE ORDERS**
Compared to 7,957 from FY 23

19,157 **VIRTUAL VISITOR GUIDE VIEWS**
Compared to 15,985 from FY 23

770 **RELOCATION PACKETS SENT**
Compared to 880 from FY 23

1,416 **LEISURE LODGING LEADS SENT**
Compared to 1,319 from FY 23





390 **MEETING (GROUPS) LEADS SENT**
Compared to 574 in FY 23

44 **MEETING (GROUPS) BOOKED**
Compared to 55 in FY 23

43 **FUTURE SPORTS BIDS SUBMITTED**
Compared to 32 in FY 23

\$91,739,383 **SPORTS ECONOMIC IMPACT**
Compared to \$73,929,924 in FY 23

Public Relations

Goal: One Million Targeted Media Impressions

- In FY24, we hosted multiple FAM trips, held a Satellite Media Tour, and partnered several times with Visit Florida. We expect to see much more coverage come in after additional content which still has yet to be published. Inclusive of media meetups, co-hosting activities, promoting campaigns, and more, the year for PR was highly successful. To date, our earned media impressions for the entirety of FY24 amasses to over 124M.

Content & Social Media

Goal: 100,000 Impressions

- In FY24 we generated a total of 1,460,752 short-form video impressions from Instagram.

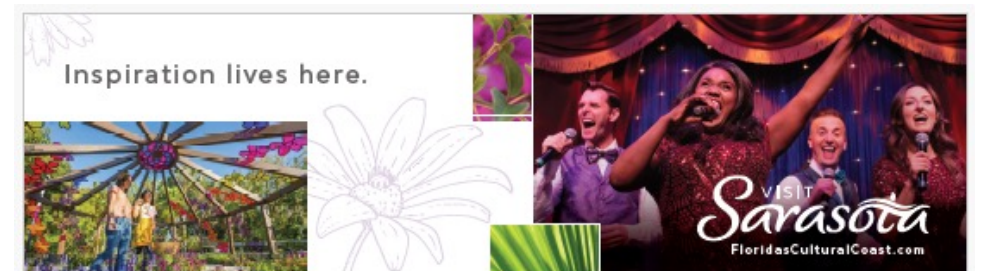
Paid Media & Creative

Goal: Drive inspiration and visitation to Sarasota County

- Video and CTV drove awareness throughout the winter months and launched again in August to finish out FY24 with 9.7M Video Completions and 90.77% Video Completion rate. We focused on lower-funnel tactics of display and native to support the summer and fall seasons resulting in 28.5M impressions with 182,798 conversions. We were in more than 20 print ads including AFAR, Travel + Leisure, Garden & Gun, Wired, National Geographic, and Meeting Today.

FY24 ONE TIME PROMOTION PROJECTS

REPORT FOR FY2024



Visitor Services

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

- In FY24, Visitor Services assisted 8 meeting groups with destination services.

Meeting & Leisure Groups

INCENTIVE PROGRAM

Goal: Bring more meetings and conferences to Sarasota County.

- Our goal is to utilize the incentive program to generate 1,500 more room nights over the FY23 total the incentive plan assisted with, to achieve a total of 7,147 room nights. In FY24, we generated 1,763 room nights from the incentive program.

TRADESHOWS

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

- In FY24, we attended Black Travel Summit, NCBMP Conference & Tradeshows FL Encounter, Vegas Travel Agent Forum, HelmsBriscoe Annual Partner Conference, Cvent Connect, Northstar Small & Boutique Meetings; PCMA Educon, FSAE, Site Incentive Summit, Connect Marketplace, ASAE, CEMA and Small Marketing Meetings. There were 34 leads generated from these shows.

International

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

- In FY24, we had a total of 186,530 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.

- Survey completed and submitted to VSC and Sarasota County Parks, Recreation and Natural Resources.

Promotions

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

- VSC attended 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

REPORT FOR FY2024

New Tourism Strategic Plan

In Quarter 1 and 2, the lengthy process of doing research with stakeholders via in person, online, and via the phone assisted to compile information on where the Visit Sarasota County team should direct their efforts, in Quarter 3, the strategic plan draft was completed. The review and edits from VSC staff began and in Quarter 4, and the plan was presented to the VSC board for approval. It was shared with the County and TDC electronically and was scheduled to be presented to the TDC at the October 10th meeting. Due to Hurricane Milton, that TDC meeting was cancelled, and it is now slated to be presented to the TDC at the November 14th meeting.

New Photography, Video & Advertisement

We finalized the general destination video in Q3.

New Visitor Information Vehicle

We purchased a new Visitor Information Vehicle in Q4.

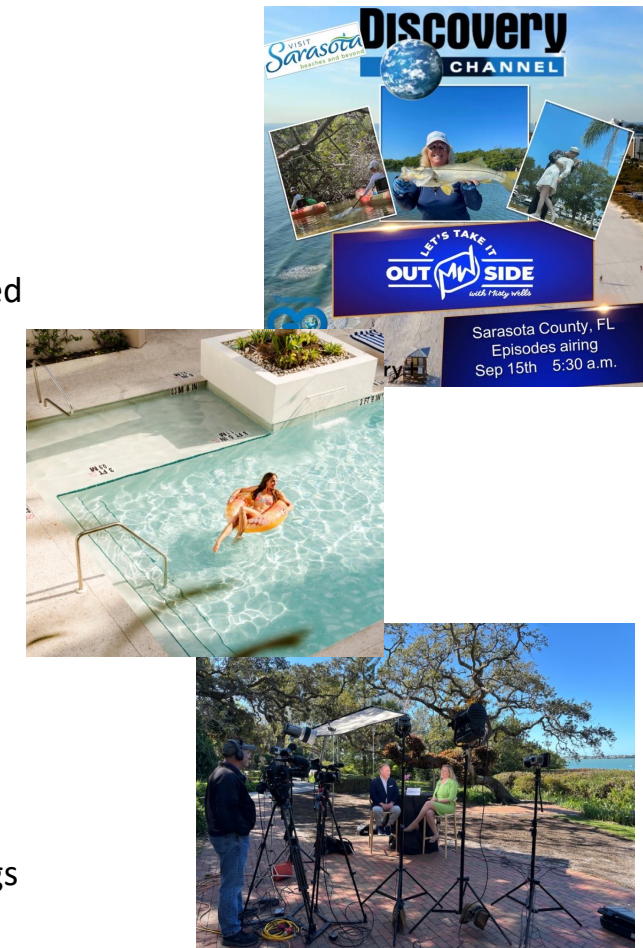
Arts and Culture Initiative

In FY24, Out Of Home delivered over 40.5M impressions to Tampa, Miami and Orlando. Full-page Playbill ads were featured in Miami, Ft. Lauderdale and Palm Beach. Hulu's Interactive Living Room Unit delivered 2.2M impressions and 2,343 conversions.

TOP MARKETING ACHIEVEMENTS

REPORT FOR FY 2024

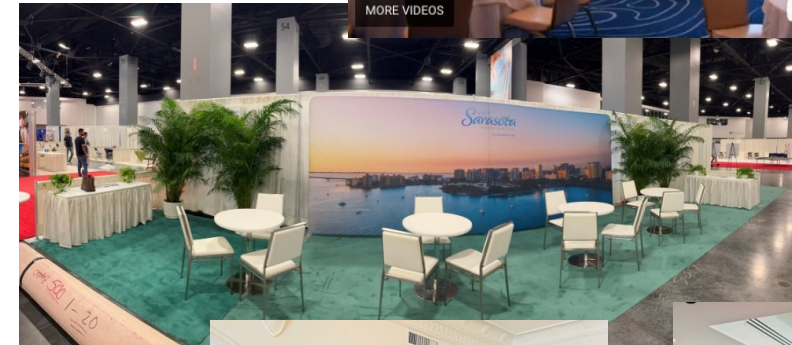
- Hosted four Arts & Culture Forums with industry stakeholders and community members to gather input on the Florida's Cultural Coast® Media Plan for FY24
- Created New Eco/Nature Video Assets to use in digital campaigns
- Hosted UK Arts and Culture FAM - A group of media were brought over from London to learn about Florida's Cultural Coast.
- 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.
- Launched the new digital VIP Pass for visiting media.
- Launched Frosty to Flip Flops Campaign to drive hotel bookings for February
- Designed and wrapped Conference Room at Breeze Airways Headquarters
- 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
- Installation & Launch of WFLA WeatherCam at NBP
- Launched VSC's first ever NIL with Emma Weyent
- VF Summer Travel SMT May 2024
- Misty Wells "Lets Take it Outside" Episode Airs on Discovery Channel
- Selby Gardens selected as one of TIME's 100 Greatest Places
- Cross-Department FAM for Meetings with Planners and Media (Media: Northstar and Meetings Today)
- Hosted Good Housekeeping as a Destination finalist for Family Travel Awards



TOP SALES ACHIEVEMENTS

REPORT FOR FY 2024

- 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.
- 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
- TRUE America Training Webinar - 90 German Speaking Participants
- Hosted 8 International Tour Operators on a Global FAM
- Lufthansa City Center Podcast broadcast in Germany
- Attended Cvent Connect
- Attended Small and Boutique Meetings Tradeshow
- HelmsBriscoe Annual Conference
- Northstar New Meetings Video Shoot
- Assisted Ritz Carlton secure an 1800 room night group for June 2025
- CANUSA Campaign saw 10 Million impressions and a 44% newsletter open rate
- Meeting planner FAM in September generated two RFP's
- Attended Connect Marketplace
- Attended ASAE



TOP VISITOR SERVICES ACHIEVEMENTS

REPORT FOR 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.
- 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.
- Provided Concierge-level services to 4 meeting groups
- 2 Savor Sarasota Activation events at SRQ airport with 3 partners.
- Attended an "Our Dream Wedding Expo" in Tampa, promoting hoteliers/wedding partners/area.
- Purchased a new "Visitor Information Vehicle"
- Worked with VSC sports team & videographer to create a new sports video for use at tradeshow
- Hired a new Visitor Info Vehicle driver and 1 PT staff member for Sarasota Center



TOP INDUSTRY RELATIONS ACHIEVEMENTS

REPORT FOR FY 2024

- Community Project with Partners- Lido Beach Clean-Up.
- Held first combined event with Greater Sarasota Chamber of Commerce (Partner Coffee).
- Held first Visit Sarasota County Annual Meeting.
- National Travel and Tourism Event at the Bird Key Yacht Club
- Hired Director of Community Relations & Partnership
- Partnership Task Force Design and Scope of Work approved
- Held Q3 DOS Meeting
- All Meeting hotel partners participated in Q4 FAM
- Convened Partnership Task Force to evaluate restructuring benefits/programming
- Conducted annual Partner Survey and secured 104 responses, a 126% increase from FY23
- Launched ticket sales and promotions for Indicators & Insights Summit (rebranded Marketing Outlook)
- Revised crisis communications plan and activated in response to storms Debby, Helene, and Milton
- Hosted 49 partner events – inclusive of coffees, after hours, research recaps, orientations, and signature events – with 1,379 attendees across all.



TOP SPORTS ACHIEVEMENTS

REPORT FOR FY 2024

- Received Flagler Award for Sports Direct Mail Campaign.
- Visit Sarasota County and Bradenton area CVB has joined the Florida Golf Alliance.
- Attended the US Sports Congress in Lake Charles, LA. And had 26 one-on-one Appointments.
- 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
- US Rowing Olympic Trials
- Pete and Nate attended Sports ETA Symposium
- A landing page was created for future 17th street facility
- Nate attended CSAA Swim Conference
- Nate attended Connect E sports trade show
- Pete attended the Florida Sports Foundation Annual Summit, he spoke about the new 17th street facility
- Ordered a new sports-centric tradeshow booth
- Attended the Connect Sports Marketplace in Milwaukee, WI
- Attended the TEAMS Conference + Expo in Anaheim, CA
- College Swimming and Diving Coaches Association of America had a site visit for their open water championship and annual meeting
- Initiated Bid process for a new World Rowing Beach event
- Nate Sweetman Was awarded 30 under 30 at Destinations International

