

FY25 Q1 Performance Highlights

PAID MEDIA, DIGITAL & MARKETING EFFORTS
October 1, 2024 - December 31, 2024

VISIT
Sarasota
beaches and beyond

Leisure

November launched our Winter campaign, bringing seasonally relevant messaging to potential travelers.

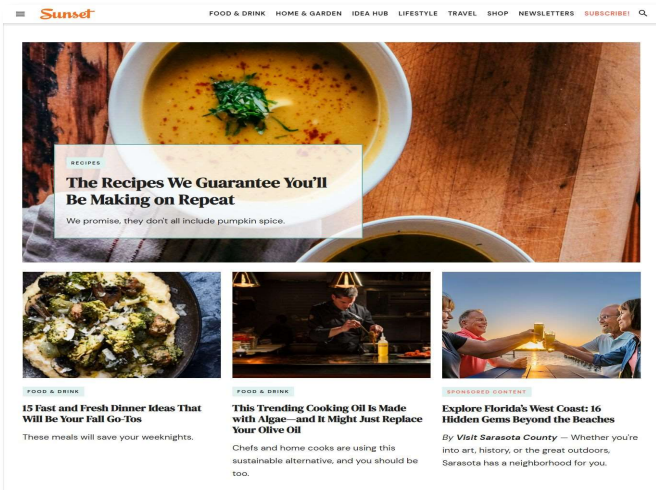
- With a focus on driving website traffic and bringing economic impact to Sarasota County, our native and display units drove:
 - 4,799,767 impressions resulting in 14,269 conversions and a \$2.71 Cost/Conversion
 - This delivered a conversion rate of 0.30%
- Video allows us to continue to stay top of mind to travel intenders and delivered:
 - 453,320 Video Completions
 - 65% View Completion Rate



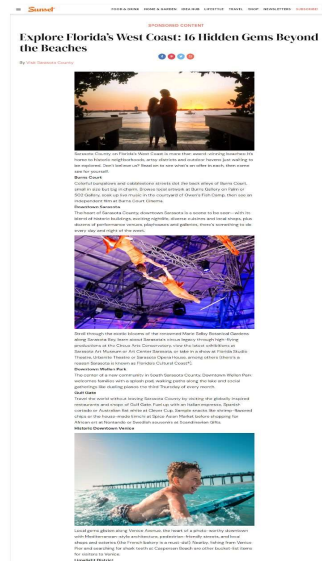
Florida's West Coast



- Partnered with Bradenton Area to amplify the stories of Florida's West Coast at scale within trusted publisher environments via Nativio's Native Article
 - 6,767,108 impressions resulting in 10,594 pageviews of our custom article
 - Average Time on Content: 35s | Benchmark Range: 25s-35



In-Feed Unit on Publisher Landing Page



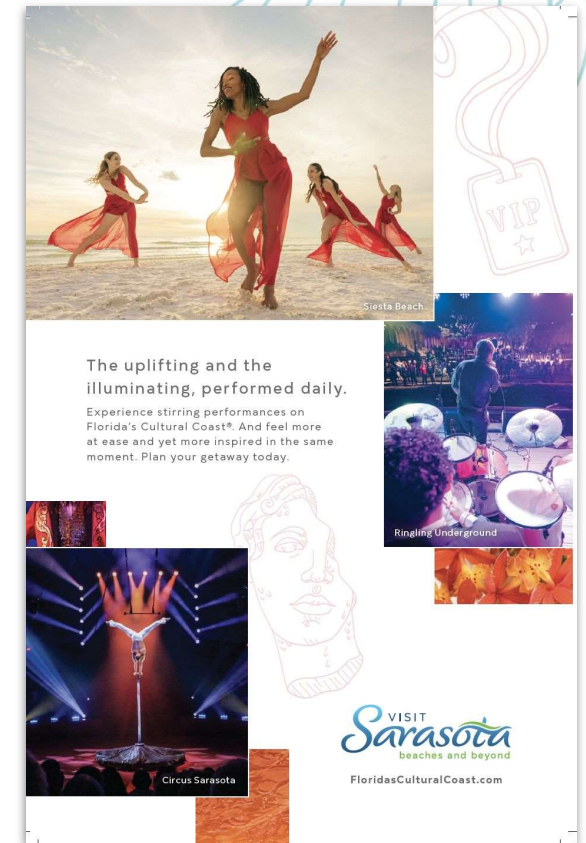
Content Landing Page



Florida's West Coast Website

Florida's Cultural Coast

- Created efficiencies to expand Nationally by utilizing a unified streaming video offering across **Hulu and Disney+**
 - QR Code embedded within video for added engagement
 - 1,439,370 million impressions with a **98.85% View Completion Rate**
- Extending Reach from FY24, we're reaching new markets with **Encore's Broadway shows** in:
 - Atlanta, Charlotte, Charleston, Nashville, New Orleans, Houston, San Antonio, Kansas City, Cincinnati, Columbus, Indianapolis, Baltimore, Boston, Ft. Lauderdale and Miami



Sports

SportsEvents Full Page in
December Annual Planner's
Guide



**A winning destination
for your event.**

A top destination for professional, amateur and recreational sports, Sarasota County's blue skies, blue waters and elite amenities attract athletes near and far to our world-class sporting facilities. No matter your sport or the season, come for cross-training and competition, stay for the sunshine and good times.

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Sports.VisitSarasota.com

Upcoming Media Launches

- Leisure Media
 - Atlas Obscura's Custom Content + Podcast
 - Nativo Custom Article
 - Hopper Destination Tile
- Sports Media
 - LinkedIn Social Campaign
 - Sports ETA eNews, Email, Spring Playbook
 - Sports Travel Display Banners
 - SportsEvents e-Broadcasts
 - Sports Destination Management Custom Package
- Meetings Media Campaign-
 - LinkedIn Social Campaign
 - Northstar Display Banners
 - Meetings Today Email Nurture Program
 - Nativo Custom Article



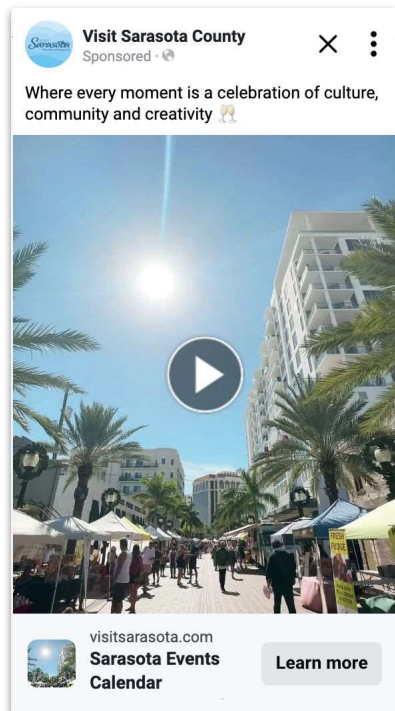
Nativo



**Atlas
Obscura**



Top Performing Meta Creative



Prospecting



Lodging



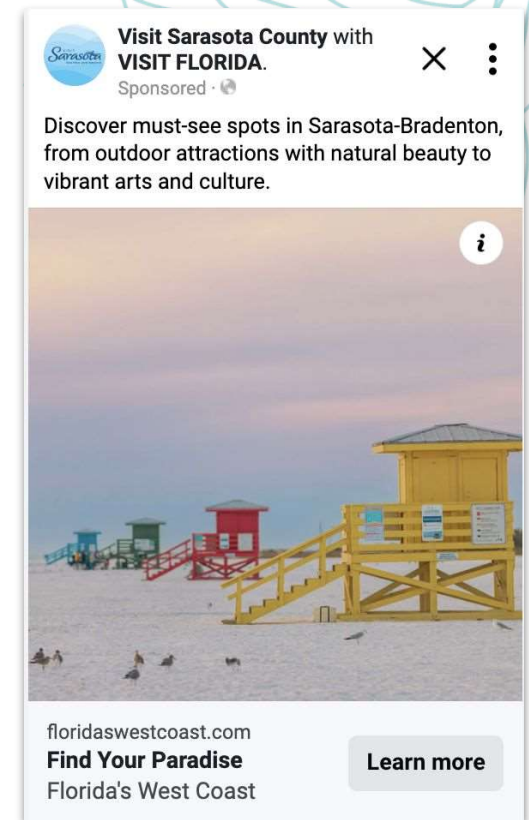
Enews

Leisure

- Leisure campaigns included Prospecting (evergreen), Lodging, and Enews conversion.
- 60,229 landing page views with low cost per LPV of \$0.48 and 1.8% landing rate.
- 2.25% link CTR – more than 2x the Facebook travel average.
- Enews conversion campaign resulted in 835 sign-ups with a cost per sign up of \$4.79.
- According to GA4, leisure campaigns produced 2,679 partner referrals, 1,302 email sign-ups, 19 virtual guide views and 67 guide requests

FL's West Coast

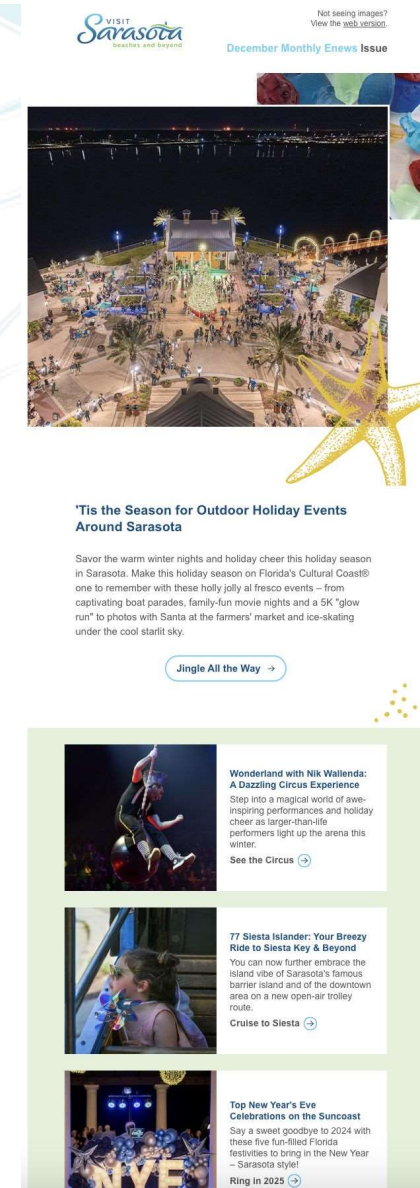
- Campaign linked to Bradenton Gulf Islands website, so was optimized for link clicks and resulted in:
 - 2,768,753 impressions
 - 23,099 link clicks
 - 25,034 post engagements
- Competitive cost per link click of \$0.61 and 0.83% link CTR.
- The beach image (on right) outperformed the family image.



FY25 Q1 Performance

Consumer Enewsletters

- Open and click rates continue to exceed industry averages
- Opens: 200,865
- Open rate: 52.73%
 - Industry average: 20.44%
- Clicks: 11,418
- Click rate: 3.22%
 - Industry average: 2.25%
- Delivered: 381,946
- Delivered Rate: 99.88%



VisitSarasota.com Highlights

- Engagement
 - 1,259,847 pageviews
 - 00:58 engagement time
 - 48.40% engagement rate
- Conversions
 - 783 guide requests
 - 478 virtual guide views
 - 974 guide downloads
 - 2,211 newsletter subscriptions
 - 48,266 partner referrals



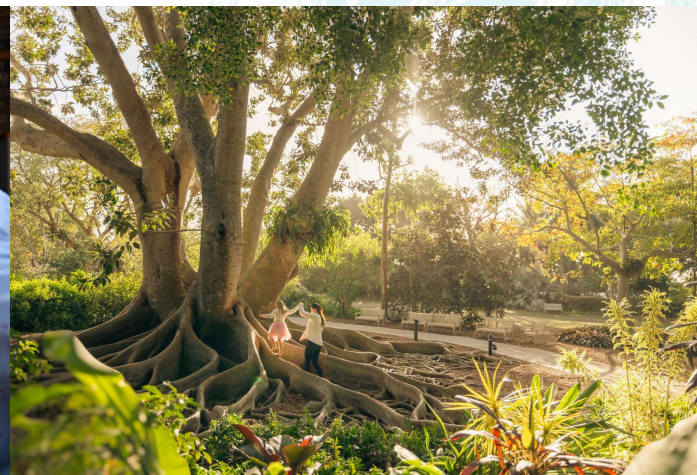
VisitSarasota.com Top Pages

1.	Siesta Key Beach Cam	484,855 pageviews
2.	Siesta Key	92,427
3.	Homepage	63,686
4.	Events & Festivals	42,581
5.	Beach Conditions & Travel Alerts	39,877
6.	Current Beach Conditions	27,762
7.	(article) Top New Year's Eve Celebrations	15,187
8.	Wonderland Illuminate (Events & Festivals)	11,418
9.	Sarasota Area Beaches	7,545
10.	The Legend of Sara De Soto	7,081

VisitSarasota.com Top Traffic Locations

1.	(not set)	61,055 sessions
2.	Miami	58,952
3.	New York	33,503
4.	Chicago	32,959
5.	Sarasota	21,922
6.	Atlanta	19,996
7.	Tampa	18,740
8.	Boston	15,986
9.	Dallas	9,363
10.	Orlando	8,111

Thank You



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