



## **January 2025 National & International PR**

### **January National PR By the Numbers**

- **11 Stories**
- **January's stories garnered 1,028,446,852 impressions\***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

### **Top National Stories**

- [Where Southern Chefs Eat When They're Not Working](#)
- [Learn More About Florida's Civil Rights Heroes & Important Landmarks](#)
- [The 13 Best Beaches in Florida for Adventure Travelers](#)
- [Travel Guide to Florida's Charming Longboat Key](#)

### **Standout Quotes**

*"When I first discovered Vietnamese cuisine as a teenager, I fell in love. Pho 101 has stood out since I've moved from New Orleans to Sarasota. My kids' first bowl of Pho was from Pho 101 Noodle House, and being able to share the love of this cuisine with them will always be ingrained into our memories. Now, I try to get there once a week with my kids—and meet friends for lunch and dinner here, too. Pho is all about the broth, and Pho 101 does not disappoint. The brisket and tendon are always tender, and the house-made chili oil really rounds out the dish. Get the classic beef pho with brisket, beef tendon, Thai basil, fresh lime and copious amounts of chili oil. My kids and I also always share the chicken lettuce wraps and at least two orders of steamed dumplings." — Mark Majorie, chef/owner of [Lucky 8 Restaurants](#) in Sarasota, Florida*

*"The guided tours on a trolley visit key spots in Sarasota where history happened," says Vickie Oldham, president of the Sarasota African American Cultural Coalition, Inc. (SAACC) and founder of Newtown Alive. "Onboard are community scholars who share personal stories about the Civil Rights Movement. They witnessed history unfold from a front-row seat."*

*"Longboat Key is just about serenity and natural beauty, and then you have the sophistication of St. Armands Circle and Sarasota right nearby," says the hotel's general manager, Winfred van Workum. "The restriction on high rises keeps it very beach-like here. People remark that it's like the Caribbean or South Pacific."*

### Comprehensive List of Coverage

Date	Outlet	Story	Headline	Potential Reach
1.4.25	Southern Living	Pho 101 Noodle House/ Mark Majorie Lucky 8 Restaurants	<a href="#">Where Southern Chefs Eat When They're Not Working</a>	21,200,000
1/4/25	AOL	Pho 101 Noodle House/ Mark Majorie Lucky 8 Restaurants	<a href="#">9 Southern Chefs Share the Best Places To Eat In Their Own Towns</a>	269,900,000
1/4/25	Yahoo Life	Pho 101 Noodle House/ Mark Majorie Lucky 8 Restaurants	<a href="#">9 Southern Chefs Share the Best Places To Eat In Their Own Towns</a>	3,400,000,000
1/7/25	US News Travel	Ritz-Carlton Sarasota	<a href="#">The Top Romantic Winter Getaways</a>	3,100,000
1/8/25	Orlando Magazine	Newtown African American Heritage Trail	<a href="#">Learn More About Florida's Civil Rights Heroes &amp; Important Landmarks</a>	53,100
1/31/25	Yahoo	St. Regis Longboat Key	<a href="#">I stayed at the St. Regis Longboat Key – Florida's Answer to French Riviera Luxury</a>	25,200,000
1/12/25	Southern Living	Ca d'Zan	<a href="#">11 Beautiful Places You'd Never Guess Are In Florida</a>	21,200,000
1/15/25	Travel + Leisure	Longboat Key	<a href="#">This Florida Island Has a New Luxury Resort and Laid-Back Caribbean Vibes</a>	17,900,000
1/15/25	MSN	Longboat Key	<a href="#">This Florida Island Has a New Luxury Resort and Laid-Back Caribbean Vibes</a>	601,200,000
1/19/25	Outside	Venice Beach	<a href="#">The 13 Wildest Florida Beaches to Soak up Sun and Adventure</a>	5,900,000
1/22/25	Matador Network	Cirque St. Armands Beachside	<a href="#">The 21 Most Exciting New Hotels Opening in the First Months of 2025</a>	692,600

### **January UK PR By the Numbers**

- **2 Stories**
- **January's stories garnered January's stories garnered 148,300 impressions\***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

### **Comprehensive List of Coverage**

<b>Date</b>	<b>Outlet</b>	<b>Story</b>	<b>Headline</b>	<b>Potential Reach</b>
1/3/25	loveExploring	Sarasota Opera House	<a href="#">These are the World's Most Spectacular Opera Houses</a>	125,300
1/15/25	Northern Ireland Travel Magazine	Outdoor/Nature	<a href="#">'Horti-Culture' is one of 2025's top travel trends: Why Sarasota is the top destination for the new trend</a>	23,000

### **January Germany PR By the Numbers**

- **3 Stories**
- **January's stories garnered January's stories garnered 33,000 impressions\***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

### **Comprehensive List of Coverage**

<b>Date</b>	<b>Outlet</b>	<b>Story</b>	<b>Headline</b>	<b>Potential Reach</b>
1/7/2025	USA Entdecken	Arts & Culture	<a href="#">Sarasota county – the cultural heart of Florida</a>	1,000
1/9/2025	Florida Sun Magazin	Arts & Culture	<a href="#">Sarasota County – The Cultural Heart of Florida - Florida Sun Magazine</a>	22,000
1/24/25	Travelio	Arts & Culture	<a href="#">Cultural Events 2025</a>	10,000