



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY  
VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

## Q2 FY25 Report



Metrics



1,957,126,781

Q2 Impressions



31

Q2 Hits



1,210

Q2 Pitch Count



Travelpulse 



## Valentine's Day Deals and Hotel Offerings

Valentine's Day is the perfect time to celebrate love with a memorable getaway, and these luxurious hotels and resorts offer everything needed for an unforgettable escape. From tropical islands and snowy mountain retreats to vibrant cities and serene coastal havens, each property delivers unique experiences tailored to romance. Whether it's a private island picnic in Bora Bora, a couple's massage overlooking the Gulf Coast, or a wine-tasting adventure in Tuscany, these destinations promise to make every moment extraordinary. Read on to discover the perfect place to celebrate love this season.

<https://www.travelpulse.com/news/features/valentines-day-deals-and-hotel-offerings>



## Where Southern Chefs Eat When They're Not Working

Bookmark these: the best Southern restaurants, according to chefs. We asked chefs to tell us their favorite hometown restaurants across the South, and their picks include tacos, pho, West African, and more.

<https://www.southernliving.com/where-southern-chefs-eat-in-their-towns-8766883>



21.2m



65.1k



271





## 9 Southern Chefs Share The Best Places To Eat In Their Own Towns

From a taco trailer to a date night-worthy seafood bistro, these are the restaurants some of the South's best chefs love in their own towns.

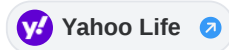
<https://www.aol.com/lifestyle/9-southern-chefs-share-best-142800350.html>



269.9m



307k



## 9 Southern Chefs Share The Best Places To Eat In Their Own Towns

From a taco trailer to a date night-worthy seafood bistro, these are the restaurants some of the South's best chefs love in their own towns.

<https://www.yahoo.com/lifestyle/9-southern-chefs-share-best-142800925.html>



3.4b



2.8m



travel.usnews.com



## The 27 Most Romantic Winter Getaways in the U.S.

As winter approaches, many couples like to start planning a getaway. Maybe you're looking for a vacation destination that offers mountain vistas, cozy fires or wintertime activities like snowboarding and skiing. Or, perhaps you're on the hunt for an escape that promises balmy temps and white sand beaches. Whatever your winter travel style, consider these romantic getaway ideas throughout the U.S.

<https://travel.usnews.com/gallery/the-top-romantic-winter-getaways?onepage>



3.1m



3.2k

Orlando Magazine



## Learn More About Florida's Civil Rights Heroes & Important Landmarks - Orlando Magazine

Civil Rights leader Dr. Martin Luther King, Jr., made one visit to Orlando. It was March 6, 1964, just months prior to the passage of the Civil Rights Act. ©Dick Demarsico January 15 marks 96 years since the birth of Dr. Martin Luther King, Jr.; five days later sees the second annual observance of MLK Day as a federal holiday....

<https://www.orlandomagazine.com/floridas-civil-rights-heroes/>





## I stayed at the the St. Regis Longboat Key - Florida's answer to French Riviera luxury

Opened in August 2024, the St. Regis Longboat Key offers Gulf Coast luxury with French Riviera chic style, a world-class spa, fine dining, and a super pet-friendly vibe.

<https://creators.yahoo.com/lifestyle/story/i-stayed-at-the-the-st-regis-longboat-key---floridas-answer-to-french-riviera-luxury-232733301.html>



25.2k



6.7k



## 11 Uniquely Beautiful Places You'd Never Guess Are In Florida

From architecture shipped straight from Spain, to caves and cliffsides reminiscent of another continent, these 11 destinations showcase the diverse, enchanting side of Florida you never knew existed.

<https://www.southernliving.com/places-you-would-never-guess-in-florida-8772117>



21.2m



74.5k



352



T+L Travel + Leisure



## This Florida Island Has a New Luxury Resort and Laid-back Caribbean Vibes

Here's what you need to know to plan a trip to Longboat Key, including the best hotels, things to do, and more.

<https://www.travelandleisure.com/longboat-key-travel-guide-8773332>

WEBSITE  
VISITS

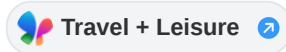
17.9m

COVERAGE  
VIEWS

55.7k

SOCIAL  
ENGAGEMENT

785



## This Florida Island Has a New Luxury Resort and Laid-back Caribbean Vibes

Here's what you need to know to plan a trip to Longboat Key.

<https://www.msn.com/en-us/travel/news/this-florida-island-has-a-new-luxury-resort-and-laid-back-caribbean-vibes/ar-AA1xgnhw?ocid=Peregrine>



601.2m



565.3k



## The 13 Wildest Florida Beaches to Soak Up Sun and Adventure

Done with cold weather? From the Keys' turquoise waters to the Panhandle's white-sand shores and beyond, here are the Sunshine State's best beaches to visit.

<https://www.outsideonline.com/adventure-travel/destinations/north-america/best-florida-beaches/>



5.9m



34.6k



368





## The 21 Most Exciting New Hotels Opening in the First Months of 2025

From wellness-focused luxe properties to stylish city apartment hotels, these are the best hotels opening in spring 2025 around the world.

<https://matadornetwork.com/read/new-hotels-2025-q1/>



692.6k



12.9k



168



## 6 of the Best Solo Vacation Destinations in the South

Discover the best solo vacations in the South! We're playing matchmaker, pairing cities in the Southern U.S. with travel styles and hobbies. Prepare to meet your match with these engaging, delicious, and fun destinations.

<https://www.southernliving.com/best-solo-vacations-in-the-south-8781730>



21.2m



103.1k



721



## 8 Romantic Valentine's Day Getaways for a Warm, Passport-Free Escape

Indulge in a warm-weather Valentine's getaway with luxury resorts, stunning beaches, and spa retreats-perfect for a romantic winter escape.

<https://creators.yahoo.com/lifestyle/story/8-romantic-valentines-day-getaways-for-a-warm-passport-free-escape-005122635.html>



25.2k



6.7k





## The Surprising Reason You Should Plan A Trip To Florida This Winter

Florida is a veritable bird-spotting paradise for experienced ornithologists and aspiring bird-watchers. What's more, there are plenty of spots to sit quietly and watch for myriad species, many of which are part of the Great Florida Birding and Wildlife Trail.

<https://www.southernliving.com/florida-birding-trail-8740611>



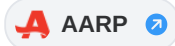
21.2m



65.3k



183



## 8 Affordable U.S. Destinations for 2025

Stretch your travel dollars with these on-trend locations

<https://www.aarp.org/travel/travel-tips/budget/affordable-us-destinations-2025/>




36.2m



92.4k



144

 Miami Herald 



## 20 in 2025: This Florida bucket list is so cool, it'll leave you wondering where to start

Get ready for an unforgettable 2025 - Discover 20 epic Florida adventures, from heart-pounding theme parks to snorkeling with rays at luxurious resorts

<https://www.miamiherald.com/living/travel/article300665074.html>

 WEBSITE  
VISITS

11.5m

 COVERAGE  
VIEWS

15.2k





## Can the Gulf Coast best South Florida for haute hotels? Here's a look at all the new luxury openings

Across the Everglades, over central Florida's lakes, through the Democratic People's Republic of Disney and along the Gulf Coast are splendid cities.

<https://nypost.com/2025/02/24/lifestyle/the-best-new-luxury-hotels-on-floridas-gulf-coast/>



157.6m



170.8k



107



## Can the Gulf Coast best South Florida for haute hotels? Here's a look at all the new luxury openings

West side, best side: Florida's Gulf-side beach towns are getting a luxe new look with haute hotel happenings.

<https://www.yahoo.com/lifestyle/gulf-coast-best-south-florida-194400026.html>



3.4b



2.8m

> Reader's Digest 

## New Report: These Are the Best Beaches in the U.S. in 2025

Fun in the sun? Yes, please! Discover the best beaches in the U.S., according to those who've vacationed on the sun-soaked shores.

<https://www.rd.com/article/best-beaches-in-the-us/>



WEBSITE  
VISITS

8m



COVERAGE  
VIEWS

23k



SOCIAL  
ENGAGEMENT

220



T+L Travel + Leisure



## 18 Best Family Beaches in Florida

Looking for a sunny East Coast getaway with something for everyone in your crew? Here are 18 of the best family beaches in Florida.

<https://www.travelandleisure.com/best-family-beaches-in-florida-7101246>

WEBSITE  
VISITS

17.9m

COVERAGE  
VIEWS

209.8k

SOCIAL  
ENGAGEMENT

3.6k



## Enjoy a taste of Europe in Florida's St. Regis Longboat Key Resort

Have you ever wanted to dine in Italy ? Relax in a Finnish sauna? Or indulge in luxury facials loved by the French? Then you certainly need to add the St. Regis Longboat Key onto your travel bucket list.

<https://www.dailymail.co.uk/femail/travel/article-14242251/florida-st-regis-longboat-key-resort-review.html>



## Enjoy a taste of Europe in Florida's St. Regis Longboat Key Resort

Have you ever wanted to dine in Italy ? Relax in a Finnish sauna? Or indulge in luxury facials loved by the French? Then you certainly need to add the St. Regis Longboat Key onto your travel bucket list.

<https://www.msn.com/en-us/travel/tripideas/enjoy-a-taste-of-europe-in-florida-s-st-regis-longboat-key-resort/ar-AA1xnTpb>



601.2m



565.3k



> The Atlanta Journal-Constitution [↗](#)



## Spring Travel: From seaside resorts to luxury cruise ships, here's where to find fun in the sun

You don't have to be a Pisces to savor a watery world. Vacation destinations built around lakes, rivers and oceans provide soothing scenery and the chance to bask in the sun. It's shining gloriously in these locales, from beaches beside crystal-clear waters to mountain lakes surrounded by nature's greenery. It's also beaming down on cruise ships and riverboats where sipping libations while lounging on cushioned deck chairs are just part of the entertainment. Grab the SPF-filled sunscreen and head for the heat.

<https://www.ajc.com/things-to-do/travel/spring-travel-from-seaside-resorts-to-luxury-cruise-ships-heres-where-to-find-fun-in-the-sun/NCN5WDIDPVHUHDC7BOXO7JMXRM/>



T+L Travel + Leisure



## This Florida State Park Has Lush Wetlands, Wildflower-laced Prairies, and Canopy Walkways—and It's Just 20 Miles From Some of the State's Best Beaches

Located 20 miles from the white-sand beaches of Siesta Key, Florida, Myakka River State Park teems with wildlife and offers hiking, biking, and fishing opportunities.

<https://www.travelandleisure.com/myakka-river-state-park-florida-11681134>

WEBSITE VISITS

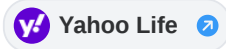
17.9m

COVERAGE VIEWS

35.5k

SOCIAL ENGAGEMENT

166



## This Florida State Park Has Lush Wetlands, Wildflower-laced Prairies, and Canopy Walkways-and It's Just 20 Miles From Some of the State's Best Beaches

Myakka River State Park teems with unique wildlife and ample outdoor activities.

<https://www.yahoo.com/lifestyle/florida-state-park-lush-wetlands-145600718.html>



3.4b



2.8m



## Sarasota and Siesta Key, Florida: Fab Food, Endless Beaches, and Even a Beatles Garden

Fine dining. A fabulous, Beatle-themed garden display. And a memorable kayak ride. I recently spent two days in Sarasota, Florida, enjoying craft cocktails, checking out fabulous, white-sand beaches and poking my head into boutique shops.

<https://jimbyerstravel.com/2025/03/19/sarasota-and-siesta-key-florida-fab-food-endless-beaches-and-even-a-beatles-garden/>



5.7k



832



9 The Girlfriend



## Our Picks For The 5 Best Adventure Destinations This Summer

Here are our five picks for the best summer adventure vacations in 2025. You'll want to start planning a vacation now.

<https://www.thegirlfriend.com/lifestyle/best-summer-adventures>

WEBSITE  
VISITS

239.6k

COVERAGE  
VIEWS

27.8k

SOCIAL  
ENGAGEMENT

53



The Atlanta  
Journal-Constitution

March 9, 2025  
UVM: 87,331

The Atlanta Journal-Constitution

# SPRING TRAVEL

Sunday, March 9, 2025 | The AJC's Spring Travel Guide offers you a look at destinations across the South, the nation and the world | Read more at [ajc.com/travel](http://ajc.com/travel)

From  
seaside resorts  
to luxury  
cruise ships,

**8 places** where you can find...

## FUN IN THE SUN

Destinations range from the Arabian Desert to the Caribbean, the Catskills and beyond.

By H.M. Cauley | For the AJC

**Y**ou don't have to be a Pisces to savor a watery world. Vacation destinations built around lakes, rivers and oceans provide soothing scenery and the chance to bask in the sun. It's shining gloriously in these locales, from beaches beside crystal-clear waters to mountain lakes surrounded by nature's greenery. It's also beaming down on cruise ships and riverboats, where sipping libations while lounging on cushioned deck chairs are just part of the entertainment. Grab the sunscreen and head for the heat.

### 1. Longboat Key, Florida

As a barrier island off the Gulf Coast of Sarasota, Longboat Key boasts 12 miles of white sand beaches that can feel like a private getaway. There are a dozen access points to the beach, but no lifeguards or public facilities. Instead, there are flocks of shorebirds, miles of bike trails and calm, crystal-clear waters ideal for kayaking, snorkeling or setting out on a catamaran. From May through October, the island promotes a "lights out" program to make the area welcoming for sea turtles. But it's not all rustic nature. If it's pampering you seek, stay at the new St. Regis Longboat Key featuring a private beach, pools, cabanas, a lazy river and a spa. Underwater fun can be had snorkeling in the Under the Sea Lagoon, a 500,000-gallon habitat stocked with coral reef, stingrays and tropical fish.  
■ \$930-\$4,000, 1501 Gulf of Mexico Drive, Longboat Key, Florida. 941-231-1030, [marriott.com](http://marriott.com)

### 2. Negril, Jamaica

At Sunset at the Palms, an adults-only, all-inclusive resort, it's not just the clear Caribbean waters that beckon. You can stay in one of the 85 treehouse-style rooms set in a jungle-like garden a few feet from a pristine, white sand beach. The property boasts a pool, fitness center, live entertainment and a beach club that provides nonmotorized water sports equipment. Guests can learn the basics of scuba diving at the on-site dive center certified by the Professional Association of Diving Instructors. Or they can go deep sea fishing, slipping ram at Appleton Estate, exploring the seven-tiered VS Falls and snorkeling at Half Moon Bay beach. On site, relax with a picnic lunch hosted by Betty, the resort's resident goat; dine at one of four restaurants; grab a



The Belle of Louisville takes riders along the Ohio River in Kentucky. COURTESY OF KENTUCKY TOURISM

### 3. Louisville, Kentucky

Take a gentle paddle wheel cruise down the Ohio River aboard two authentic steamboats based in Louisville. Built in 1914, the Belle of Louisville is a true piece of history, although it boasts modern-day comforts like heat and air conditioning, as well as a bar, concession stand, dance

AJC

## 20 in 2025: This Florida bucket list is so cool, it'll leave you wondering where to start

BY ANGELA CARAWAY-CARLTON

While most people make New Year's resolutions, I devise a wish list of travels and adventures to check off throughout the year. Florida is primed for unique adventures in 2025, with an epic theme park opening in Orlando and fresh hotels that house everything from an experiential marine park to a spinning champagne lounge and even a floating car.

Families can camp like cowboys or bond at a beloved Polynesian-style dinner show, while adrenaline junkies can drive tanks or coast through the air like a bird at a hang-gliding park. Eco-enthusiasts have the opportunity to get up close and personal with incredible marine life. Make 2025 the most thrilling yet with these 20 bucket-list adventures in Florida.

### 1. Snorkel With Rays At A Fancy Hotel

Save your Marriott points or splurge on a vacay at the new [St. Regis Longboat Key](#), located near Sarasota, which has bragging rights to one of Florida's coolest resort experiences. Guests have access to their on-



20 in 2025 — start checking off this ultimate Florida bucket list.

-property [Under The Sea Lagoon](#), a man-made lagoon and reef teeming with thousands of colorful fish and rays. Wade into the shallow waters with the resort's marine pros to feed the rays — donning a protective glove — and then snorkel the lagoon. It's a fun way to teach kids about the area's local marine life, though children must be at least 8 years old to snorkel.

### 2. Thrills and Chills At Orlando's Newest Theme Park

Theme park junkies, rejoice — Orlando's newest theme park in more than 25 years opens in

late-May and it's going to be epic. [Epic Universe](#) flaunts five immersive theme parks in one, set on the new south campus of the Universal Orlando Resort. You'll soar with dragons at "How To Train Your Dragon - Isle of Berk," jump into the action of video games at "Super Nintendo World," experience unique adventures with monsters like Dracula at "Dark Universe," and wave your wands at the all-new "Wizarding World of Harry Potter."

### 3. Zipline Through A Treetop Canopy At Night

If you're looking for an ex-





by Visit Sarasota County

Nestled along Florida's Gulf Coast shores, Sarasota County offers an unparalleled mix of natural beauty, vibrant culture, and diverse activities both on and off the water. While boaters will find a network of waterways, marinas, and coastal charm that caters to every nautical preference, Sarasota is more than just a boater's paradise – it's where Florida's scenic beauty, storied culture, and world-class amenities come together to create unforgettable experiences.

The opportunities for exploration are endless, from the open Gulf of Mexico to the serene waters of Sarasota Bay and the Intracoastal Waterway (ICW). Boaters can navigate through mangrove tunnels, drop anchor at pristine beaches, or enjoy a scenic cruise along the ICW, dotted with marinas and waterfront dining spots. Noteworthy options include Marina Jack, situated in downtown Sarasota, which provides transient dockage, fuel services, and waterfront dining with breathtaking views of Sarasota Bay. Another option is the Crow's Nest Marina on the Island of Venice, offering fuel, supplies, dockage, and waterfront dining. Boaters exploring South Sarasota County's waterways can boat in the scenic Myakka River in North Port, cruise through the tranquil waters of Lemon Bay in Englewood, or launch from Manasota Key for direct access to the Gulf of Mexico.



Scuttlebutt Gulf Coast // SPRING // March/April 2025

ScuttleButt





## Q2 Influencer Relations



### Deliverables Overview + Live Content

- [Dedicated Sarasota County Reel #1](#)
- [Dedicated Sarasota County Reel #2](#)
- 38 IG Story Frames - *added to Sarasota Highlight on Profile*
- [Dedicated Sarasota Blog Post](#)

### Total IG Results (does not include blog results)

- 80.7K Total Reach
- 3.8K Total Engagements
- \$116.7K Earned Media Value



**mini.jetsetter and visitsarasota**  
Mini Jetsetter x Sarasota

[View profile](#)

## Sarasota, Florida with Kids



[View more on Instagram](#)



856 likes

**mini.jetsetter**

Comment SARASOTA to get my Google Map

AD | Kid-Friendly Spring Break in  
[@visitsarasotacounty](#) 🌴 (Part 1)

Looking for a fun spring break destination with your little ones? Sarasota County in Southwest Florida is one of our absolute favorites—we've been coming here for years and love it!

👉 Here are some of our favourite family-friendly spots that we love to visit (stay tuned for part 2 for more spots!)

SARASOTA JUNGLE GARDENS 🌿

👉 [@sarasotajunglegardens](#) is like stepping into a tropical paradise, filled with exotic birds and wildlife!



102.6k

451

851

33.2k



**mini.jetsetter** and **visitsarasota**  
Mini Jetsetter x Sarasota

[View profile](#)

## Sarasota, Florida with kids *part 2*



[View more on Instagram](#)



**354 likes**

**mini.jetsetter**

Comment SARASOTA for Guide + Google Map with  
45+ Kid-Friendly Spots in Sarasota County

Last-minute Spring Break Destination: Sarasota,  
Florida 🌴✳️

AD | If you're still scrambling for a family-friendly  
spring break spot, head to [@visitsarasotacounty](#) in  
Southwest Florida! We've been coming here for  
years and love it so much.  
Here is Part 2 of our favourite kid-friendly activities in  
Sarasota👇

👉 BREAKFAST: Start the day at  
[@bluedolphincafeofficial](#), a casual diner serving up  
Mickey Mouse pancakes 🥞 and strong coffee for  
parents. Bonus: it's super close to your first stop!



102.6k

126

351

24.2k

Mini Jetsetter



## The Ultimate Guide to Sarasota with Kids - Mini Jetsetter

The Ultimate Guide to Sarasota with Kids: 15+ Fun Family Activities (2025) Looking for the perfect family vacation spot in Florida that goes beyond the typical theme parks? Let me introduce you to Sarasota County! We've been bringing our kids here for 6+ years, and it never disappoints.

<https://minijetsetter.com/blogs/news/the-ultimate-guide-to-sarasota-with-kids>

 WEBSITE  
VISITS

1.8k

 COVERAGE  
VIEWS

767





## Writing + Media Relations



### **Monthly Pitches:**

- [January](#)
- [February](#)
- [March](#)

### **One-Off Pitching:**

#### **General Sarasota Coverage**

- **Southern Living** – General
- **Freelance** – General
- **Nonstoplife** – Sarasota 2025 Happenings
- **Miami Herald** – Top 25 Things to Do in Florida
- **Modern South Magazine** – Top 25 Things to Do in Florida
- **AAA The Extra Mile** – General
- **Smithsonian Magazine** – Best Small Towns (Longboat Key)

#### **Seasonal & Timely Travel Features**

- **AFAR** – Where to Go in May
- **AFAR** – Where to Go in June
- **AFAR** – Where to Go in July
- **TravelPulse** – Top Destinations in 2025 for Family Travelers
- **TravelPulse** – Incredible Resorts for Valentine's Day
- **Flamingo Magazine** – Summer 2025 Icons Issue
- **Flamingo Magazine** – Winter 2025 Adventures Issue
- **New York Post** – Winter Escape for NYC
- **New York Post** – Sunny Escapes
- **TODAY** – Spring Break Coverage
- **Southern Living** – Spring Break / Small-Town Guides
- **Freelance** – Best Beaches in January
- **USA Today** – Earth Day + Eco Tourism
- **Visit Florida** – Earth Day
- **Visit Florida** – Summer Activities
- **National Geographic Traveler** – Action-Packed Annual Events

#### **Arts, Culture & Heritage**

- **Atlanta Journal-Constitution** – Arts, Culture, Heritage
- **Atlanta Journal-Constitution** – Sarasota Jazz + Sarasota Film Festivals
- **The New York Times** – Interior Designers and Art Historians
- **Freelance** – Spiritualism/Healing Energy + Ringling Exhibit
- **Galerie Magazine** – Summer/Artful Escapes Issue

#### **Nature & Outdoor Adventure**

- **Freelance** – Outdoor Adventure + High Tea
- **Freelance** – Best Places to Camp in FL
- **House Beautiful** – Beautiful RV Travel Destinations

## **Wellness, Sustainability & Healing**

- **Freelance** – Sustainability Stories
- **Visit Florida** – Sustainable Florida
- **Visit Florida** – Global Accessibility Awareness Day
- **Global Traveler Magazine** – Accessible/Inclusive Beaches
- **Visit Florida** – Family Fun in the Sun
- **National Geographic** – General
- **GOBankingRates** – Unexpected Travel Destinations
- **USA Today** – Earth Day + Eco Tourism

## **Food, Beverage & Culinary Travel**

- **Men's Journal** – Mezcal / Tequila Drinking Guide
- **Freelance** – Chef/Butcher Expertise
- **Visit Florida** – Food Festivals

## **Luxury, Design & Style**

- **Freelance** – Hotels Emphasizing Old-Style Glamour
- **Business Traveler** – Are Hotel Gift Shops Cool Now?
- **Visit Florida** – Luxury FL

## **Romantic & Couples Travel**

- **ELLE** – Best Romantic Getaways
- **KAYAK** – Babymoon Destinations

## **Family-Friendly & Group Travel**

- **JustLuxe** – Family-Friendly Hotels and Resorts in FL
- **TravelPulse** – Top Destinations in 2025 for Family Travelers
- **Visit Florida** – Family Fun in the Sun

## **Solo Travel & Niche Escapes**

- **Freelance** – Best Solo Vacations in the South
- **Freelance** – The Traitors-Inspired Experience
- **TravelPulse** – LGBTQ+ Pride: Smaller Cities for Pride 2025

## **Off-the-Beaten-Path / Hidden Gems**

- **Southern Living** – "Not-So-Florida" Spots in FL
- **HuffPost** – Tourist Traps That Are Actually Worth It
- **Hotels Above Par** – Underrated Destinations + Boutique Hotels
- **Modern South Magazine** – European "Dupe" Destinations in the South
- **Travel + Leisure** – Affordable Destinations (Manasota Key)
- **Brand USA** – U.S. Destinations for International Travelers

## **New & Noteworthy**

- **New York Daily News** – New Hotel Openings
- **Agency Roundup** – Hotel Restaurant Renaissance

## **Veteran, Human-Interest, & Historical Stories**

- **Freelance** – Veteran Stories
- **Freelance** – Destinations You Can Travel Back in Time
- **CBS** – Human-Interest Story: The Green Orchid

#### **Hands-On & Interactive Experiences**

- **Freelance** – Selby Gardens Interactive Fragrance Class
- **Fodor's Travel** – 'Unusual' Schools for Travelers



## Media Relations

### Fielding Media Interest:

- **Kelsey Glennon**, Freelance (Southern Living, Hotels Above Par, Garden & Gun)
- **Jenna Clark**, Freelance
- **Linnea Bailey**, Freelance
- **Sarah Bisacca**, Freelance
- **Robin Raven**, Freelance
- **Nicole Brown**, Nashville Lifestyles
- **Emma Kershaw**, Freelance (Forbes)
- **Diane Bair**, Freelance (The Boston Globe)
- **Adria Valdes**, JustLuxe

### Tracking (Media):

- **Carrie Honaker**, Travel + Leisure (Affordable, Lesser-Known Destinations)
- **Rebecca Treon**, AARP Newsletter (Circus Offerings)
- **Angela Caraway-Carlton**, Miami Herald (Mother's Day Activities)
- **Tara Massouleh McCay**, Southern Living (Potential Print Opportunity - Summer 2026)

### Tracking (Awards):

- **U.S. Travel** 2025 ESTO Awards
- **Northstar Meetings Group** 2025 Stella Awards
- **Meetings Today** 2025 Best Of Awards
- **Condé Nast Traveler** Readers' Choice 2025
- **Fodor's Travel** Finest Hotel Awards 2026





## Key + Upcoming Activities



## Key Activities

### Client Engagement:

- Staffed Bi-Weekly Status Calls (1/15, 2/5, 2/12, 2/26, 3/12, 3/26)
- Attended VSC Interagency Meetings (1/6, 2/3, 3/3)

### Event Participation and Representation:

- Attended Sarasota X LHG Immersion (1/17)
- Presented at FY25 Q1 Research & Recap (2/11)
- Attended VSC Arts & Culture Forums (3/10)

### Media and Influencer Correspondence:

- Staffed Visit FL Olga Valentin Status Call (1/9)
- Facilitated Kelly Harb X Orlando Magazine Interview (1/24)
- Assisted with Indy Media Mission Targets and Distributed Invitations
- Coordinated VSC X Meetings Today Interview (2/10)
- Distributed Invitations for Arts & Culture FAM
- Researched Pet-Friendly Travel Creators, Initiated Outreach to Approved Creator

### Strategic Planning and Execution:

- Delivered 2025 Resource Guides and Trends Forecast
- Shared Award Opportunities for Consideration:
  - Reader's Digest Nicest Places in America 2025
  - PUNCH Best New Bartenders of 2025
  - Meetings Today 2025 Best Of Awards

### Media and Content Development:

- Coordinated Olga Valentin's Itinerary (Visit FL Request)
- Coordinated Jim Byers' Itinerary (Visit FL Request)
- Compiled 2025 Northstar Meetings Group 2025 Stella Awards Nomination Materials
- Submitted for Relevant Visit FL Editorial Leads
- Sourced Quote/Proposal for Savor Sarasota SMT
- Sourced Agreement/Contract for Savor Sarasota SMT
- Submitted for Fodor's Finest Hotel Awards 2026
- Provided Media Intel/Talking Points for SMPR Forum & Travel Media Marketplace

### Partner Collaboration and Coordination:

- Coordinated Exploratory Call with Tammy Hauser/Discover Sarasota Tours (1/24)
- Attended Indy Media Mission Status Call (1/27)
- Coordinated Discussion with Brian Hersh on Arts & Culture FAM Ideation (1/29)
- Coordinated Discussion with Sarasota Art Museum's PR Team (2/19)
- Initiated VSC PR Hot Tips - Top Spring Activities, Nature & Outdoors, Culinary
- Initiated Partner Outreach for Reactive Media Leads:
  - **Better Homes & Gardens** – Expert Chef Commentary
  - **Allrecipes** – Expert Chef Commentary
  - **Tasting Table** – Expert Chef Commentary
  - **Business Insider** – Luxurious Hotel/Resort "As Told To" Stories



- **The New York Times** – Interior Designers and Art Historians

## Upcoming Activities

### **Upcoming Visits:**

- Arts & Culture FAM – May 2025
- The St. Regis Longboat Key Broadcast FAM – June 2025
- Yolande Clark-Jackson, Matador Network – June 2025
- Lia Picard, Freelance – July 2025
- Meetings & Groups FAM – July 2025

### **Upcoming Initiatives:**

- Savor Sarasota – June 2025

### **Upcoming Partner Newsletter Callouts:**

- May – Top Summer Activities
- June – Arts & Culture
- August – Top Fall Activities

### **Upcoming Pitch Efforts:**

- Canopy Walks to Coastal Wildlife – An Eco-Tourism Haven
- Active Travel – Run, Bike, Paddle and So Much More
- Media Invites: Meetings FAM (July)
- Enchanted Oasis – Journey Through Sarasota's Untold Stories
- Your Sarasota Summer Checklist – Cool in More Ways Than One