

As Florida's temperatures rose and outdoor travel gained momentum in March, Sarasota County attracted significant media attention. Feature articles celebrated Sarasota and Siesta Key, emphasizing their exceptional food scene and unique attractions beyond the expansive beaches. Treasure troves like Sarasota Architectural Salvage, unexpected wildlife encounters and stunning landscapes like Myakka River State Park were also spotlighted, underscoring the natural beauty and outdoor adventures the county has to offer.

March National PR By the Numbers

- **10 Stories (LHG Pitching Efforts)**
 - **March stories resulting from LHG's pitching efforts garnered 609,533,334 impressions*.**
- *Numbers based on the unique monthly visitors (UVMs) for each publication's website and print circulation.*

- **18 Stories (Total)**

Top National Stories

- [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](#)
- [The Best Botanical Gardens in the US](#)
- [Our Picks For The Best Adventure Destinations This Summer](#)

Comprehensive List of Coverage

| Date | Outlet | Story | Type | Headline | Potential Reach |
|-------------|--------------------------|----------------------------|---|---|------------------------|
| 1.17.25 | Daily Mail | The St. Regis Longboat Key | International Coverage – Secured by LHG | Enjoy a taste of Europe without leaving the US at Florida's St. Regis Longboat Key resort | 61,968,441 |
| 1.17.25 | MSN Canada (Syndication) | The St. Regis Longboat Key | International Coverage – Secured by LHG | Enjoy a taste of Europe without leaving the US at Florida's St. Regis Longboat Key resort | 127,227,053 |
| 3.2.2025 | Miami Herald | Circus Arts Conservatory | Regional – Secured by LHG | [PRINT] 20 in 2025: This Florida bucket list is so cool, it'll leave you wondering where to start | 55,369 |
| 3.3.2025 | The Palm Beach Post | Siesta Beach | Regional Media Coverage | Mexico under US advisory for | 2,219,349 |

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| | | | | spring break. 5 best Florida beach towns to go to instead | |
| 3.4.2025 | The Atlanta Journal-Constitution | The St. Regis Longboat Key | Regional Media Coverage – Secured by LHG | Spring Travel: From seaside resorts to luxury cruise ships, here's where to find fun in the sun | 2,959,691 |
| 3.4.2025 | Garden & Gun | Sarasota, The Ringling | Regional Media Coverage | Treasure Hunting: Architectural Salvage Yards in the South | 300,237 |
| 3.5.2025 | TravelPulse | Manasota Key | Regional Media Coverage | Most Underrated Spring Break Destinations in Florida | 152,627 |
| 3.8.2025 | ScuttleButt Magazine | Sarasota County | National Media Coverage – Secured by LHG | Sarasota: A Vibrant Getaway | 10,000 |
| 3.8.2035 | Tampa Bay Times | Sarasota | Regional Media Coverage | 5 Florida road trips to take for spring break from Tampa Bay | 1,828,349 |
| 3.9.2025 | The Atlanta Journal-Constitution | The St. Regis Longboat Key | Regional Media Coverage – Secured by LHG | [PRINT] Spring Travel: From seaside resorts to luxury cruise ships, here's where to find fun in the sun | 87,331 |
| 3.14.2025 | Vogue | Marie Selby Botanical Gardens | National Media Coverage | The Best Botanical Gardens in the US | 9,570,730 |
| 3.15.2025 | Southern Living | South Lido Beach, The St. Regis Longboat Key | National Media Coverage | 10 Mother-Daughter Spring Break Trips To Plan Now. Because You're Never Too Old | 11,524,250 |

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| 3.17.2025 | FinanceBuzz | Siesta Key | National Media Coverage | 15 Most Charming (And Stunning) Florida Seaside Towns | 10,785,084 |
| 3.18.2025 | Travel + Leisure | Myakka State Park | National Media Coverage – Secured by LHG | 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 | 8,876,963 |
| 3.18.2025 | Yahoo (Syndication) | Myakka State Park | National Media Coverage – Secured by LHG | 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 | 407,199,536 |
| 3.19.2025 | Jim Byers Travel | Arts & Culture, Outdoors | International Media Coverage – Secured by LHG | Sarasota and Siesta Key, Florida: Fab Food, Endless Beaches, and Even a Beatles Garden | 5,322 |
| 3.28.2025 | AARP's The Girlfriend | Sarasota, Animal Experiences | National Media Coverage – Secured by LHG | Our Picks For The Best Adventure Destinations This Summer | 143,628 |
| 3.30.2025 | Southern Living | Siesta Key, Lido Key, The Ringling | National Media Coverage | 10 Florida Cities For Dreamy, Any Season Vacations | 10,424,795 |

March UK PR By the Numbers

- **2 Stories**

- **March's stories garnered 279,300 impressions***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Standout Quotes

"With two and a half miles of pristine white sand, crystal blue waters, iconic lifeguard stations and year-round sunshine, it's no wonder it was a winner." – Heather Lowrie, Travel Editor at The Scottish Sun about Siesta Key Beach winning best beach in America

Comprehensive List of Coverage

| Date | Outlet | Source | Headline | Potential Reach |
|---------------|------------------|---------------|--|------------------------|
| 09/03/25 | The Scottish Sun | Gosh PR | SIESTA Key Beach in Florida's Sarasota County, has been named the best beach in America in the Tripadvisor's Traveller's Choice Awards for the FOURTH time | 154,000 |
| 23/03/25 | loveExploring | Organic | Ranked: Florida's most beautiful small towns and cities | 125,300 |
| Total: | | | | 279,300 |

March Germany PR By the Numbers

- 1 press release
- **March's stories garnered 173.885 impressions***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

| Date | Outlet | Story | Headline | Potential Reach |
|---------------|---------------|----------------------------|--|------------------------|
| 3/26/25 | Finanzen.net | Aster & Lins Grand Opening | Aster & Links Grand Opening brings Public Art & Luxury Living to Downtown Sarasota | 1,354,783 |
| 3/31/25 | Golf Plus | Golf | Ranked: Florida's most beautiful small towns and cities | 6,000 |
| Total: | | | | 1,360,783 |