

# The Keys Are Calling

Visit Sarasota Spring 2025 Campaign



VISIT  
*Sarasota*  
beaches and beyond

# Objectives & Tactics

- Showcase the Keys as a lively, welcoming destination, emphasizing the stunning scenery and unique experiences waiting for travelers
- Boost reach and impact by targeting travelers based on their locations and behaviors
- Strengthen brand awareness, showcasing Sarasota as a welcoming destination where visitors can truly *feel at ease*
- Leverage channels that both inspire the audience and lead to conversion



# Audience

- Travel intenders
- Interests in Outdoors & Nature, Beaches, Foodies, Arts & Culture, Family, Weekend Getaways, Empty Nesters and Luxury
- Drive Markets: Atlanta, Tampa/St. Pete, Orlando/Daytona/Melbourne, Miami/Ft. Lauderdale, Fort Myers/Naples
- Fly Markets: Boston, New York, Chicago, Philadelphia, Columbus, Baltimore, Indianapolis, Pittsburgh, Cleveland, Detroit, Washington, D.C., Hartford/New Haven



# Display Media Performance

3/13 – 3/31

- Impressions: 993,738
- Clicks: 1,244
- CTR: 0.13%



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# Native Media Performance

3/13 – 3/31

- Impressions: 1,518,535
- Clicks: 1,782
- CTR: 0.12%



## Visit Sarasota's Keys

Explore Sarasota's many Gulf islands for unparalleled beaches, water sports and memories.



# Online Video Media Performance

3/7 – 3/31

- Impressions: 625,099
- Clicks: 400
- CTR: 0.06%
- Video Completions: 517,745
- Video Completion Rate: 83.53%



**B**ack home in L.A. for the first time in years, I was determined to meet up with one of my oldest friends, Wendy, who lives in Bellflower. Wendy's a planner. When I told her earlier that week that I wanted to hang, she rounded up the troops—our closest friends and their spouses—and prepared by making a few grocery stops to pick up ingredients for a casual carne asada in her backyard.

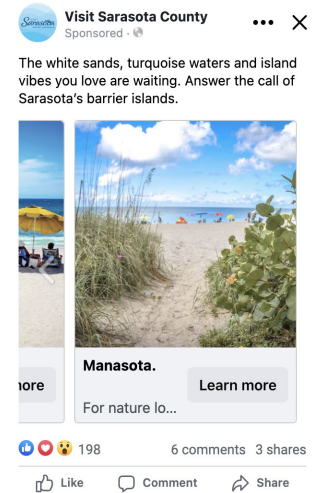
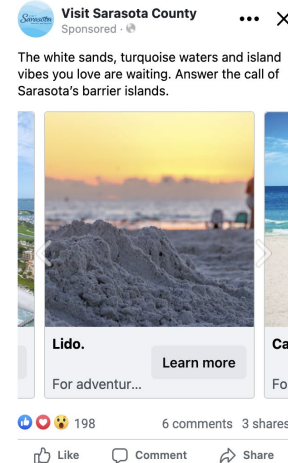
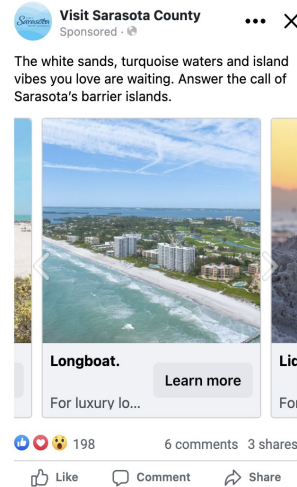


Her husband, Fred, was in charge of the drinks. He lined the rim of an icy mug with chamoy and a dusting of Tajín before filling it with Clamato juice, followed by Worcestershire sauce and Tapatio hot sauce, and finishing it off with Modelo. The Michelada transports me to lazy Sundays in the San Fernando Valley, where I grew up, punctuated by shrimp cocktails loaded with avocado, as Juanes, Café Tacuba or merengue hums in the background, a mix of spice and savory, citrus and sweet. If only, I thought, someone would package this experience, complete with all the necessary trappings that make it feel so appealingly bespoke—the perfect way to get the party started.

# Social Media Performance

2/1 – 3/26

- Landing page views: 13,566
- Cost per LPV: \$0.34
- Landing rate: 1.94%
- Click-through rate: 2.08%



# Thank You



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