

In April, Sarasota made headlines across top-tier media for its blend of natural beauty and cultural richness—much of it driven by strategic media outreach and hosted press. Hosted travel journalist Jim Byers kicked off the month with a glowing feature in *Open Jaw*, highlighting that Sarasota’s hotels, restaurants, and attractions are fully open—and thriving—and celebrating everything from Marie Selby Botanical Gardens’ Beatles-inspired orchid exhibit to the region’s standout culinary scene and outdoor experiences. Sarasota’s cultural scene also earned the spotlight in *Orlando Magazine*, which recognized the city as one of Florida’s premier coastal destinations for arts, museums, and immersive heritage experiences. That momentum set the stage for a major accolade later in the month: Siesta Beach was named one of the World’s 50 Best Beaches for 2025, with international coverage in *Forbes*, *Southern Living* and *TimeOut* reinforcing Sarasota’s reputation as both a naturally stunning and culturally vibrant destination.

April National PR By the Numbers

- **11 Stories** (LHG Pitching Efforts)
 - **April stories resulting from LHG’s pitching efforts garnered 435,241,894 impressions*.**
**Numbers based on the unique monthly visitors (UMVs) for each publication’s website and print circulation.*
- **26 Stories** (Total)

Top National Stories

- [This Florida Spot Is The Only One In America That Made The 2025 'World’s 50 Best Beaches' List](#)
- [The 12 Best Things To Do In Longboat Key, FL](#)
- [The T&C Hotel Awards: Best New Beach Hotels](#)

Comprehensive List of Coverage

Date	Outlet	Story	Type	Headline	Potential Reach
3.17.2025 <i>*Flagged after distribution of March Report</i>	U.S. News & World Report	Siesta Key	National Coverage	15 Top Gulf Coast Beaches to Visit	26,928,727
3.18.2025 <i>*Flagged after distribution of March Report</i>	Indianapolis Monthly	The Ringling, Marie Selby Botanical Gardens	Regional Coverage	Step Right Up: Art, Antics, and Natural Beauty Set Sarasota Apart	Print: 129,000 UVM: 37,147
3.28.2025 <i>*Flagged after distribution of March Report</i>	AARP’s The Girlfriend	Outdoor Attractions + Animal Attractions	National Coverage – Secured by LHG	Our Picks For The 5 Best Adventure Destinations This Summer	143,628
4.1.2025	Meetings Today	The St. Regis Longboat Key / The Ritz Carlton	National / Trade Coverage –	Trend Talk: Sunshine state meeting execs share the latest news	64,659

			Secured by LHG		
4.1.2025	Orlando Magazine	Arts & Culture, Outdoors	Regional Coverage – Secured by LHG	[PRINT] 13 Coastal Florida Destinations: Cultural Coast	32,000
4.1.2025	Orlando Magazine	Arts & Culture, Outdoors	Regional Coverage – Secured by LHG	13 Coastal Florida Destinations: Cultural Coast	21,534
4.1.2025	Martha Stewart Living	Marie Selby Botanical Gardens	National Coverage	These Botanical Gardens Were Just Named the Best in the US	8,836,832
4.3.2025	Open Jaw	Sarasota + Siesta Key	International Coverage – Secured by LHG	Sarasota and Siesta Key Florida: Fab Food, Endless Beaches + a Beatles Garden	29,421
4.3.2025	Lonely Planet	Siesta Beach	National Coverage	The best beaches on the US Gulf Coast	3,889,221
4.4.2025	Southern Living	Longboat Key	National Coverage – Secured by LHG	The 12 Best Things To Do In Longboat Key, FL	10,424,795
4.5.2025	Southern Living	The Ringling - Ca' d'Zan	National Coverage	This 99-Year-Old Florida Estate Was Built By A Notable Circus Mogul— And You Can Still Tour It	10,424,795
4.6.2025	Northwest Indiana Times	Spring Training, The Ringling	Regional Coverage – Resulted from VSC + Bradenton Indianapolis media event in February	5 springtime destinations for an early taste of summer	Print: 42,413 UVM: 230,738
4.7.2025	Wildsam Magazine	The Ringling	National Coverage	The Most Memorable Museums of 2025	95,003
4.8.2025	Southbound Magazine (Spring Issue)	Cirque St. Armands	Regional Coverage	Step Right Up – Cirque St. Armands Beachside	168,051

4.11.2025	Trazee Travel	Sarasota	National Coverage – Secured by LHG	Celebrate National Poetry Month in These Literary Destinations	3,585
4.16.2025	Town & Country	The St. Regis Longboat Key Resort	National Coverage – Secured by LHG	The T&C Hotel Awards: Best New Beach Hotels	2,887,363
4.16.2025	Yahoo Life (Syndication)	The St. Regis Longboat Key Resort	National Coverage – Secured by LHG	The T&C Hotel Awards: Best New Beach Hotels	407,552,631
4.16.2025	Miami Herald	Marie Selby Botanical Gardens	Regional Coverage – Secured by LHG	Here are the best ways to pamper Mom (and yourself) in Florida for Mother's Day and beyond	3,676,949
4.16.2025	Bradenton Herald	Marie Selby Botanical Gardens	Regional Coverage – Secured by LHG	Here are the best ways to pamper Mom (and yourself) in Florida for Mother's Day and beyond	124,162
4.19.2025	New York Weekly	Arts & Culture, Lifestyle, Natural Beauty	Regional Coverage	Exploring Sarasota: A Coastal Gem of Florida	40,288
4.26.2025	The Travel	Sarasota Circus	National Coverage	If You Dream Of Joining The Circus, "Run Away" To This Underrated Florida Town	2,138,829
4.26.2025	Southern Living	St. Regis Longboat Key Resort	National Coverage – Secured by LHG	20 Of The South's Dreamiest Hotel Pools	10,424,795
4.29.2025	The World's 50 Best Beaches	Siesta Beach	International Coverage	The Best Beaches in the World, 2025	N/A
4.29.2025	Southern Living	Siesta Beach (The World's 50 Best Beaches List)	National Coverage	This Florida Spot Is The Only One In America That Made The 2025 'World's 50 Best Beaches' List	10,465,866
4.29.2025	TimeOut	Siesta Beach (The World's 50 Best Beaches List)	National Coverage	This Florida beach was just named one of the best in the world	14,335,664
4.30.2025	Forbes	Siesta Beach (The World's 50	National Coverage	The World's 50 Best Beaches For 2025, According To A New Report	78,108,059

		Best Beaches List)			
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April UK PR by the Numbers

- 1 x article
- 3 x advertorial results (trade campaign)
- April's stories garnered 23,534,992 impressions*. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Date	Outlet	Story	Headline	Potential Reach	Media Value
09/04/25	The Sun	Sarasota highlights (Sponsored content)	FIND YOUR FLO Insta-worthy sunsets, world-class art and the shark tooth capital on Florida's Cultural Coast	16,630,000	n/a
09/04/25	The Irish Sun	Sarasota highlights (Sponsored content)	FIND YOUR FLO Insta-worthy sunsets, world-class art and the shark tooth capital on Florida's Cultural Coast	2,340,000	n/a
09/04/25	The Scottish Sun	Sarasota highlights (Sponsored content)	FIND YOUR FLO Insta-worthy sunsets, world-class art and the shark tooth capital on Florida's Cultural Coast	2,370,000	n/a
09/04/25	Yahoo! Movies UK	Sarasota Film Festival (not obtained by Gosh PR)	Can a Film Festival Help a Community Recover from a Natural Disaster?	2,194,992	n/a
			Total	23,534,992	

April's Germany PR By the Numbers

- **1 press release**
- **Participation in collective press release about Arts and Culture**
- **April's stories garnered 23.099 impressions***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Comprehensive List of Coverage

Date	Outlet	Story	Headline	Potential Reach
07.04.2025	Kulinariker	Outdoor Activities	The best Outdoor adventures in Sarasota County	3.712
07.04.2025	TouristikNews	Outdoor Activities	Von Adrenalin bis Entspannung: Die besten Outdoor-Aktivitäten in Sarasota County	3.239
03.04.2025	Tourexpi	Golf	Bradenton Gulf Island - Ganzjähriges Golfer-Paradies	1.107
10.04.2025	reisetipps	Outdoor Activities	Florida: Die besten Strände, Seen und Flüsse	958