



# VISIT *Sarasota* COUNTY

## QUARTERLY REPORT

FY25 Q3

April 1 - June 30, 2025



# THE WORK OF A DESTINATION MARKETING ORGANIZATION (DMO)

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

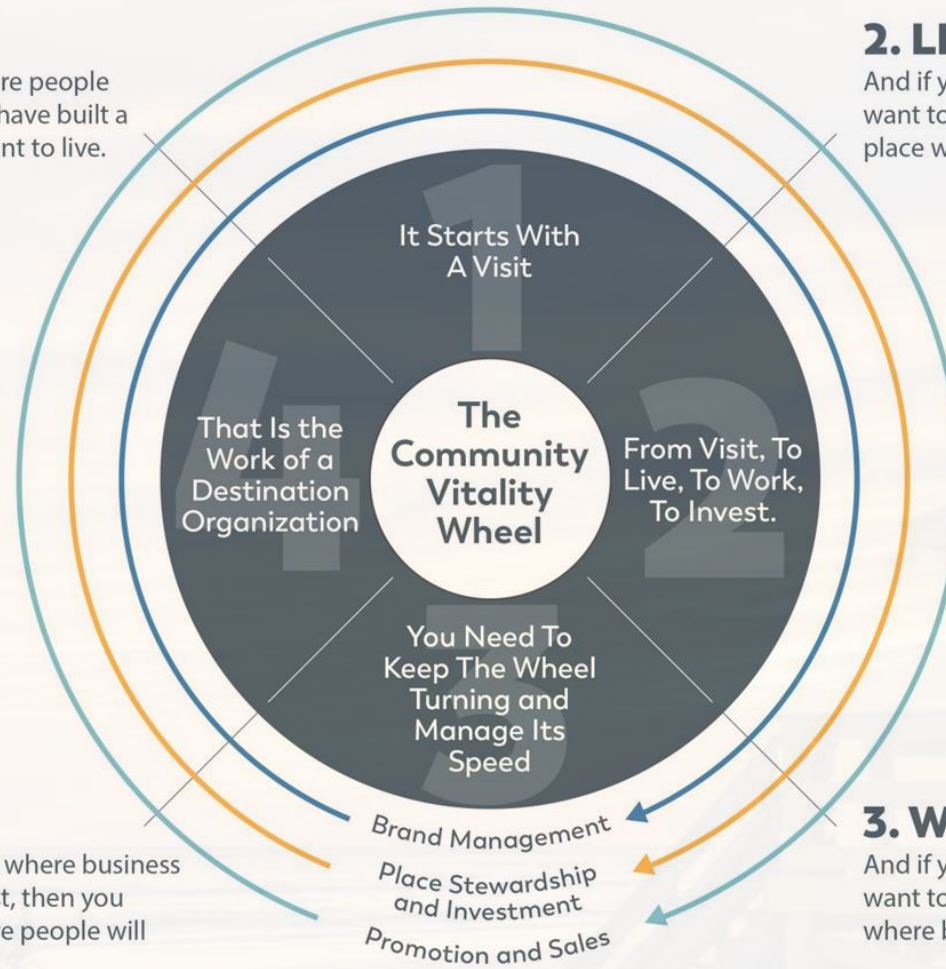
And if you built a place where people want to live, then you have built a place where people want to work.

## 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



# WHY THE WORK OF VSC MATTERS

- To Attract Visitors: Tourism drives economic benefits and introduces people to the community.
- To Encourage Residency: A Great place to visit becomes a desirable place to live.
- To Stimulate Employment: When people move here, businesses follow, creating job opportunities.
- To Drive Investment: A Strong workforce and vibrant community attract business and infrastructure investments.

By managing branding, promotion, and stewardship, a DMO keeps the wheel turning, ensuring long-term success and vitality for its residents.



## How Does VSC Help Meet These Goals:

- **World Class Quality of Life Amenities**
  - Help Boost Tourist Development Tax to Pay for Amenities used by both residents and tourists.
  - Focused Efforts on Audiences Including “Outdoor/Nature” and “Arts/Culture”.
- **Robust, Growing Business Opportunities**
  - Attract defined/targeted Businesses and Workforce in “Relocation” Audience Promotions in partnership with EDC.
  - Expand Sports Tourism by promoting to event right holders and coaches for training opportunities.
  - Promote Spring Training in “Leisure” Audience by collaborating with the Baltimore O’s and Atlanta Braves.
  - Produce an Agritourism Guide Each Fall.

# OVERALL DESTINATION CONDITIONS

## REPORT FOR Q3 FY 2025

VSC uses third party research to monitor overall destination conditions such as visitation, spending, rooms sold, average daily rate, occupancy.

### Economic Impact

Q3 FY 24	Q3 FY 25	% Variance
\$726,012,000	\$688,564,000	5.2% ▼

### Average Daily Rate

Q3 FY 24	Q3 FY 25	% Variance
\$272.61	\$300.13	10.1% ▲

### Occupancy

Q3 FY 24	Q3 FY 25	% Variance
61.2%	63%	3% ▲

### Room Nights Sold

Q3 FY 24	Q3 FY 25	% Variance
804,714	804,000	0.1% ▼

### Visitation

Q3 FY 24	Q3 FY 25	% Variance
375,500	366,200	2.5% ▼

### Visitor Spending

Q3 FY 24	Q3 FY 25	% Variance
\$459,501,300	\$453,002,600	1.4% ▼

# FY25 VS. FY24 PERFORMANCE

## Sarasota County Indicators of Destination Tourism Health

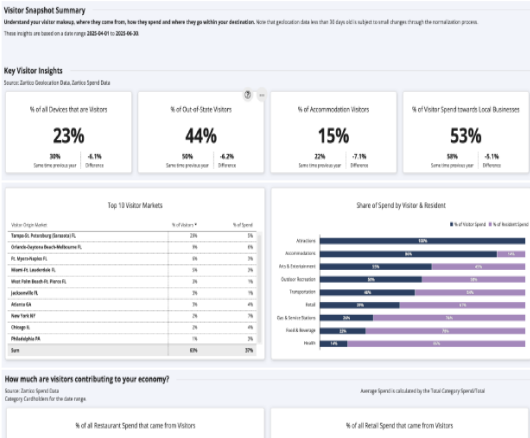
	FY24 April-24	FY25 April-25	% Variance	FY24 May-24	FY25 May-25	% Variance	FY24 June-24	FY25 June-25	% Variance	Q3 Total FY24	Q3 Total FY25	% Variance
Economic Impact	\$275,252,600	\$279,328,400	1.5% ▲	\$220,822,500	\$198,517,200	10.1% ▼	\$229,936,900	\$210,718,400	8.4% ▼	\$726,012,000	\$688,564,000	5.2% ▼
Average Daily Rate (ADR)	\$314.87	\$348.60	10.7% ▲	\$239.24	\$264.98	10.8% ▲	\$263.71	\$286.81	8.8% ▲	\$272.60	\$300.13	10.1% ▲
Occupancy	65.5%	68%	3.8% ▲	58.9%	59.1%	0.3% ▲	59.2%	62%	4.7% ▲	61.2%	63%	3% ▲
Room Nights Sold	313,400	311,500	0.6% ▼	250,714	248,400	0.9% ▼	240,600	244,100	1.5% ▲	804,714	804,000	0.1% ▼
Visitation	120,800	115,700	4.2% ▼	121,000	119,900	0.9% ▼	133,700	130,600	2.3% ▼	375,500	366,200	2.5% ▼
Visitor Spending	\$174,210,500	\$183,768,700	4.2% ▼	\$139,761,100	\$130,603,400	6.6% ▼	\$145,529,700	\$138,630,500	4.7% ▼	\$459,501,300	\$453,002,600	1.4% ▼

FY25 PROMISED DELIVERABLES			
VSC Performance	Q3 Total FY24	Q3 Total FY25	% Variance
Use of Brand Toolkit- ( <a href="#">SarasotaCountyBrandToolkit.com</a> ) <i>*Q3 metric has declined by 3 hits, likely because some partners &amp; community members haven’t needed to access assets or images as frequently—an indication that many may already have what they need from previous downloads.</i>	222	219	1.4% ▼
Signals of Intent to Travel - (Virtual Views & Visitor Guide Orders)	3,453	4,434	28.4% ▲
Signals of Intent to Travel - (Enewsletter Subscriptions) <i>*Q3 metric has declined due to reduced website traffic, as search engines and AI tools now provide information directly to users.</i>	4,197	3,530	15.9% ▼
Signals of Intent to Travel- (Relocation Packets Sent) <i>*Q3 metric likely reflects broader relocation trends, with fewer people moving due to rising costs and economic uncertainty.</i>	231	217	6.1% ▼
Leisure Lodging Leads Sent	347	406	17% ▲
Meetings (Groups) Booked	11	18	63.6% ▲
Meetings (Groups) Leads Sent	108	173	60.2% ▲
Sports (Groups) Booked – New Metric for FY2025	N/A	6	N/A
Sports (Groups) Leads – New Metric for FY2025	N/A	32	N/A
Future Sports Event Bids Submitted <i>*Leads is a new metric for FY25, now capturing smaller events we support without a formal bid process—so while the classification has changed, the overall event interest and activity is actually up.</i>	8	4	50% ▼

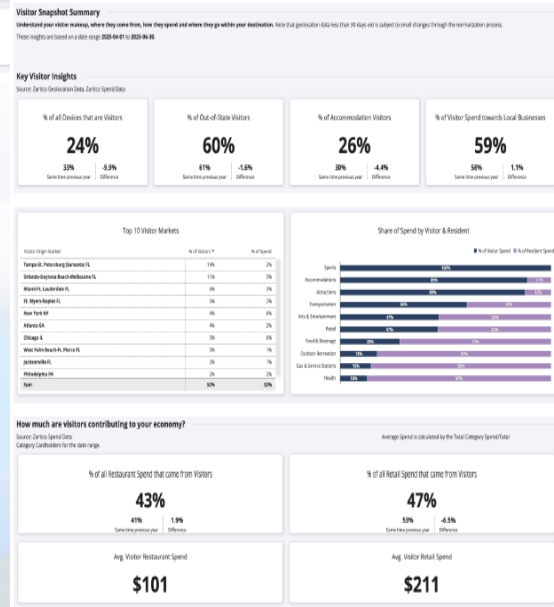


# Expanded Data-Driven Insights for FY25 with Zartico

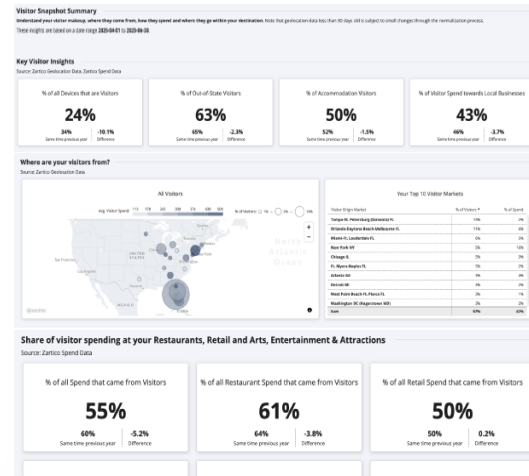
## Venice Report Q3 (Apr – Jun 2025)



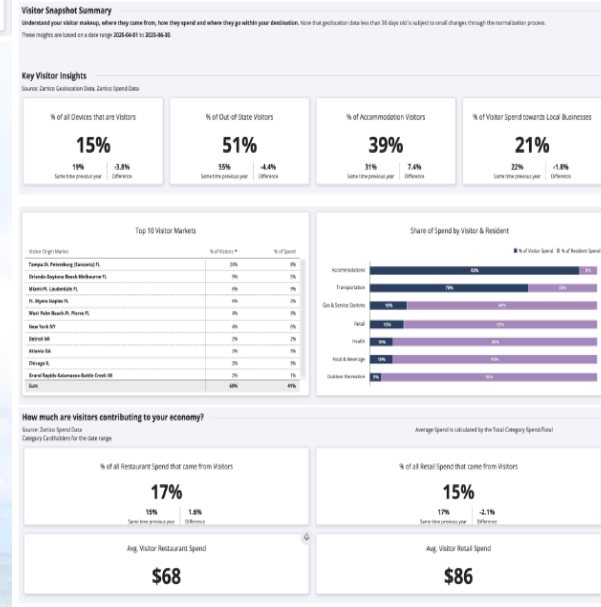
## Sarasota Report Q3 (Apr – Jun 2025)



## Longboat Key Report Q3 (Apr – Jun 2025)

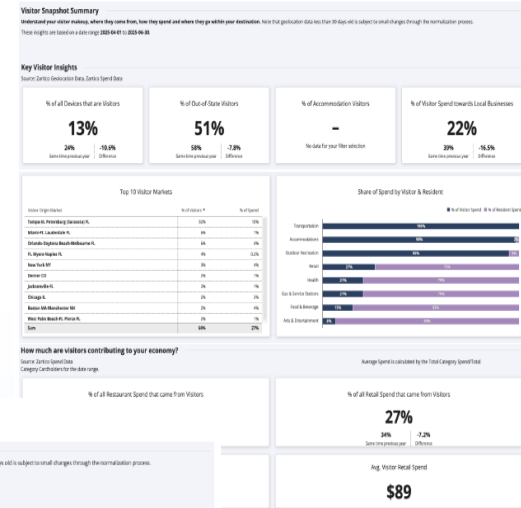


## North Port Report Q3 (Apr – Jun 2025)



## Englewood Report Q3 (Apr – Jun 2025)

\*NOTE – The Visitor Cardholder Count Sample Size was low this quarter. The Spend Data insights should be treated as directional but less precise. Total Device Count for Location Data had a good sample size.



- Began sending out Municipality Reports to:
  - North Port & NP Chamber
  - Venice & Venice Chamber
  - Sarasota & Sarasota Chamber
  - Englewood & Englewood Chamber
  - Longboat Key & LBK Chamber
- All Municipality Reports are shared with EDC of Sarasota County





## Goals & Metrics for FY 25

1. Emergency Preparedness
2. Engagement, Responsiveness & Collaboration
3. Working Towards Positive Resident Sentiment Towards Tourism
4. Using all Marketing Tactics to Promote to 9 Key Audiences



# EMERGENCY PREPAREDNESS FY25 Q3 Activities



Conducted an **annual review** of VSC's Crisis Communications and shared revised version with Sarasota County EOC for approval.

VSC Leadership Team attended **Destinations Florida's annual Marketing Summit** (in May) to share lessons learned during the 2024 Hurricane Season.



# RESIDENT SENTIMENT FY25 Q3 Activities

Collaborated with Mike Moran, Sarasota County Tax Collector, to produce a video on the **positive impacts of Tourist Development Tax.**

Sponsored the **Venice Chamber's Economic Outlook Breakfast** and the **Sarasota Chamber's Small Business Awards** (annual supporter of the Hospitality Award).

Hosted **Regional PIO Network** at VSC's Administrative Offices and presented ways tourism contributes to **local quality of life** and on better collaborate together, in times of calm and crisis.

Secured **106 stories** in local media in Q3, garnering **624.7 million impressions**. Staff-authored op-eds demystified how group/sports sales brings business to Sarasota, celebrated the 2025 Voice of Sarasota, John and Amanda Horne, and ushered in the 20th Anniversary of Savor Sarasota.



# INDUSTRY ENGAGEMENT FY25 Q3 Activities

*This area of our organization is where we focus on generating private funds, a key component of our contractual requirement with Sarasota County. Through strategic partnerships, sponsorships, and cooperative marketing efforts, we work to supplement public funding and enhance overall program effectiveness.*

Hosted **National Travel & Tourism Week Celebration** in collaboration with SRQ Airport and the Bradenton Area Convention & Visitors Bureau, bringing together **more than 200 local businesses, elected officials, and residents.**

Sought out nominations for VSC's annual **Haley Hall of Fame Awards** to recognize employees at all levels across the hospitality industry. By June 30, VSC received more than **40 nominations in 7 different award categories.**

Hosted second **Tourism U** session on **AI**, in which attendees created their own voice chatbot and concierge.

Recognized John and Amanda Horne of Oysters Rock Hospitality as the **2025 Voice of Sarasota.**



# EFFORTS TO TARGET AUDIENCES

To maximize our reach and impact, we strategically target 9 key audiences with carefully curated messaging and imagery delivered across multiple tactics and channels proven most effective for each audience.



# DOMESTIC LEISURE

FY25 Q3

## Paid Media

Full Page Print Ad in Garden & Gun;  
Continued "The Sarasota Keys are Calling" Campaign for Spring/Summer

## Visitor Services

Hosted a Savor Sarasota tasting activation at SRQ Airport, with two participating restaurants in attendance.

## Website

Savor Sarasota Flavor Trail, Summer Campaign landing page, Savor Sarasota 20th anniversary

## Earned Media & Public Relations

Hosted Matador Network to focus on a story about Venice, FL and 7 Producers and 1 TV Host from around the country to get to know the Sarasota area

## Sports

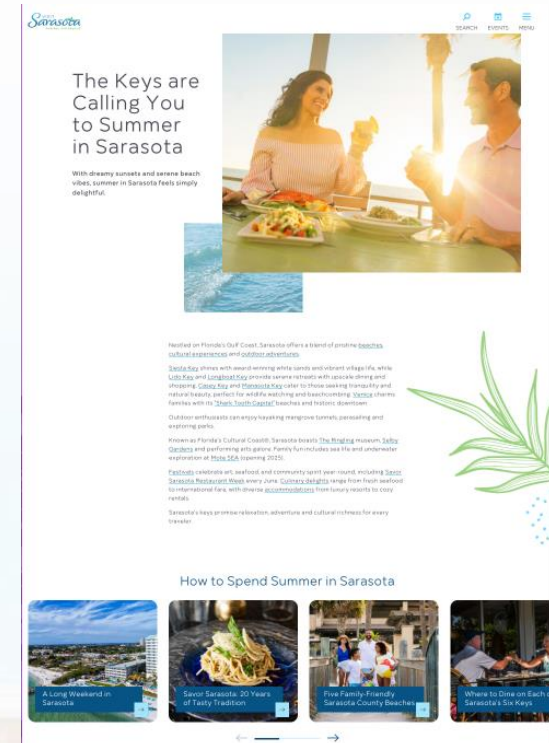
Setup AVA at the 2025 USRowing Youth Nationals event, which saw more than 4,000 athletes and more than 5,000 spectators.

## Content & Social Media

Continued #SarasotaKeysAreCalling content campaign, utilizing UGC.  
Savor Sarasota Flavor Trail mobile experience pass

## One-Time Funding

**Creative production**  
Arts & Culture Photoshoot completed.





# INTERNATIONAL LEISURE

FY25 Q3

## International Sales

Attended IPW in Chicago in June with GOSH PR and Opal collection.

## Earned Media & Public Relations

Hosted German Journalist Dagmar Grutzek

## Sports

Setup AVA at the 2025 U21 Golf Croquet World Championship event, an event that welcomed more than 450 attendees, with more than 30 being international representing 11 countries. Also hosted the Sarasota International Dragon Boat Festival. This international event welcomed both competitive and recreational teams for a day of high-energy racing and community fun. There were more than 50 international people in attendance for the event.

## One-Time Funding

### **Increased UK & German Retainer & Marketing Campaigns:**

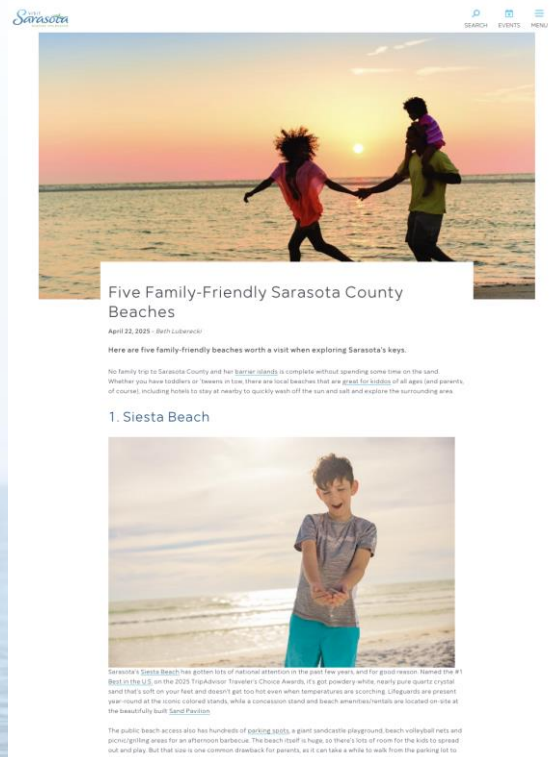
- Confirmed British Airways campaign with VISIT FLORIDA to run April/May.

# NATURE & OUTDOORS

FY25 Q3

## Paid Media

Siesta Beach Secured #8 in USA Today's  
10 Best for "Best Beach in Florida";  
Summer Campaign focused on  
Nature/Outdoors



## Sports

Hosted the AJGA Florida Preview at  
Bobby Jones Club, an event that saw  
more than 140 youth golf participants  
during Memorial Day weekend.



## Content & Social Media

Reel content: Myakka State Forest in So.  
County, Legacy Trail, Sea Turtle Nesting.  
Sarasota Parks and Splash Pads article.





# ARTS & CULTURE

FY25 Q3

## Paid Media

Full Page Print Ad in Encore Magazine in 15 Markets

## Content & Social Media

Arts Focused Consumer Enews. Weekly Podcast teaser reels.

## International Sales

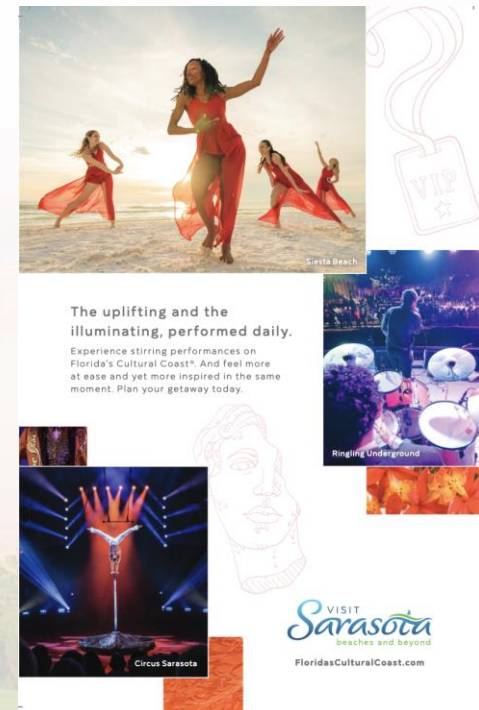
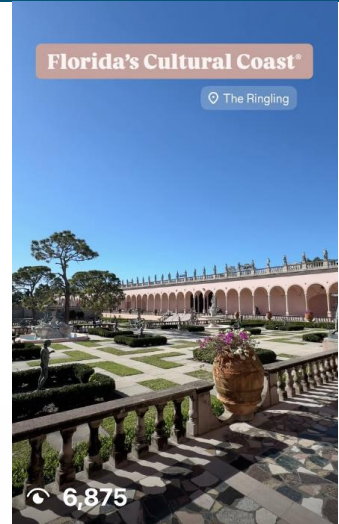
Campaign with United Unlimited to wrap car in Germany with local artist Lipstick Lex designing.

## Earned Media & Public Relations

Hosted and Arts & Culture Media FAM

## Sports

Helped book Sarasota hotel rooms for the SBA Exhibition Games, a basketball event that took place at the Sarasota School of Arts + Sciences.



# RELOCATION & WORKFORCE DEVELOPMENT

FY25 Q3

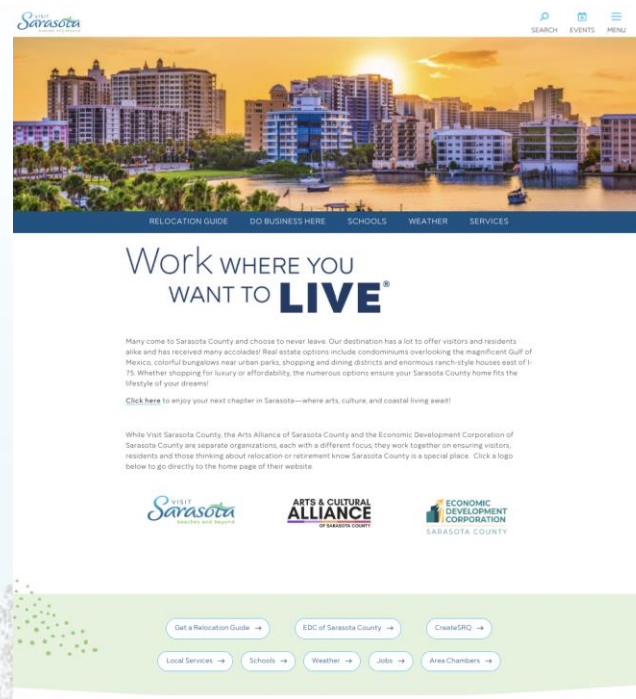
## Paid Media

Ran Digital Ads for Work Where you Want to Live



## Website

Updates to WWYWTL.com landing page



## Visitor Services

Launched new volunteer recruitment web page and application, connecting residents to opportunities at VSC Visitor Centers, SRQ Airport, Sarasota County, and at VSC partner businesses.

AVA attended North Port Newcomer's Day.



# LOCAL COMMUNITY

FY25 Q3

## Paid Media

Summer Campaign focused on Savor Sarasota and Fun in the 941; Printed spread on Hyatt Commemoration

## Visitor Services

Hosted Open House at Downtown Sarasota Visitor Center, paired with Partner After-Hours at Discover Sarasota Tours.

## Sports

Cooling towels & VIP bracelets with Savor QR code .  
Total of 78 scans

## Earned Media & Public Relations

Interview with Spotlight on Florida; Hosted 2 Media to Promote Savor Sarasota Restaurant week; Ran a NTTW segment on Fox 5 DC to promote Sarasota County; Hosted a media kickoff for Savor Sarasota's 20th Anniversary.

## Website

VolunteerSarasota.com landing page

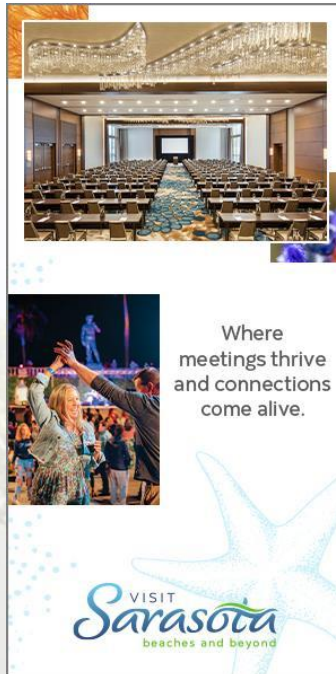


# MEETINGS & GROUPS

FY25 Q3

## Paid Media

Ran Digital Campaigns focusing on the Meetings Market



## Sports

Solidified the CSCAA Annual College National Championship, taking place at Nathan Benderson Park December 2025. Also working on site visit plans for 17th St Regional Complex, now that construction has begun.

## One-Time Funding

**New Meetings shows and economic development**

**trade events:** Small and Boutiques Meetings, Incentive Live, CVENT Connect, HB Annual Partner Meeting, PCMA Educon, meetings Today Live, prestige Annual Partner Conference, Connect Spring Marketplace

**Meeting Sales Representation:**  
Contract Sales Rep started March 1, 2025.



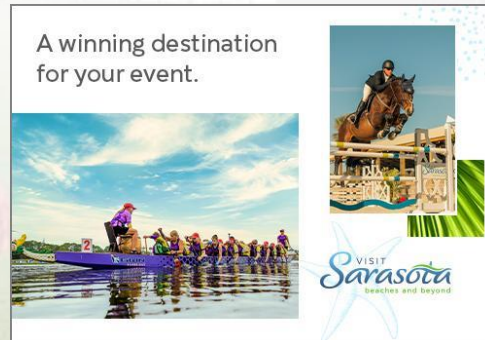


# SPORTS

FY25 Q3

## Paid Media

Ran Digital campaigns focusing on the Sports Market



## Sports

Attended multiple tradeshows throughout the quarter, including Sports ETA Symposium, NACDA & Affiliates Convention, and the CSCAA Annual Meeting. More than one-on-one 80 meetings were conducted between these conventions.





# NEW AIR SERVICE DEVELOPMENT PROGRAM

FY25 Q3

## Paid Media

Launched Car Wrap "Swarms" in Lexington, KY  
at premier events to promote Allegiant/SRQ  
Route. Allegiant Nonstop Life  
Summer Magazine Feature for East Coast Routes

### SWARM SNAPSHOT



*Lexington, KY - 4/25/25 - Spring Meet at Keeneland*

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### SWARM SNAPSHOT



*Lexington, KY - 5/3/25 - Kentucky Derby at Keeneland*

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### SWARM SNAPSHOT



*Lexington, KY - 4/19/25 - Billy Strings Concert*

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For additional Community Resources, please explore the following:

[Destination Strategic Plan 2030](#)

[FY25 Scope of Services and Budget](#)

[Sarasota County Brand Toolkit & Image Gallery](#)

[Recaps & Research](#)

# Thank you!

Printing paid for by Sarasota County Tourist Development Tax Revenue

VISIT  
*Sarasota*  
beaches and beyond