



Campaign Results

FY25



DATES: November 2024 - May 2025



GOAL: Drive awareness and visitation to Sarasota County



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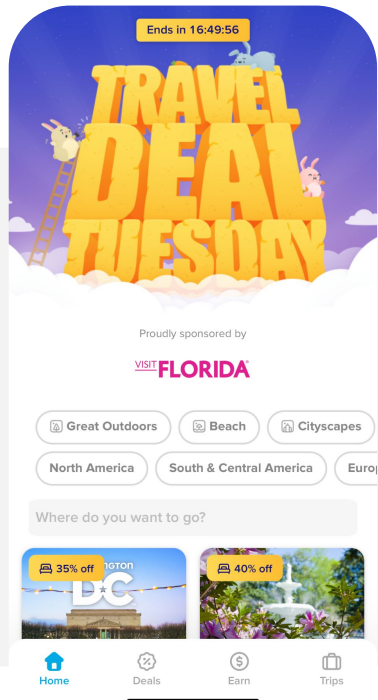


Campaign Deliverables

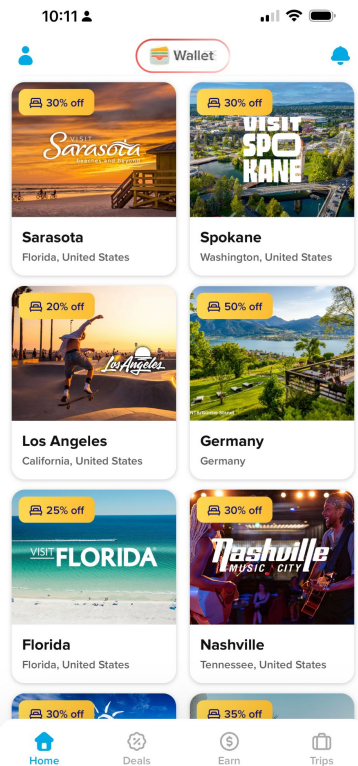




TDT Event Page



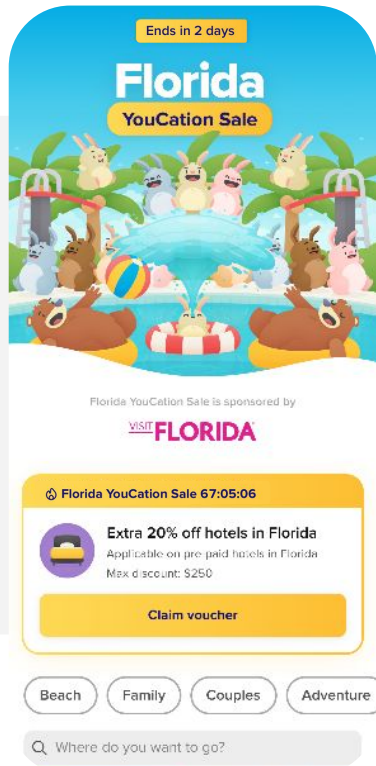
Branded Deal Tile



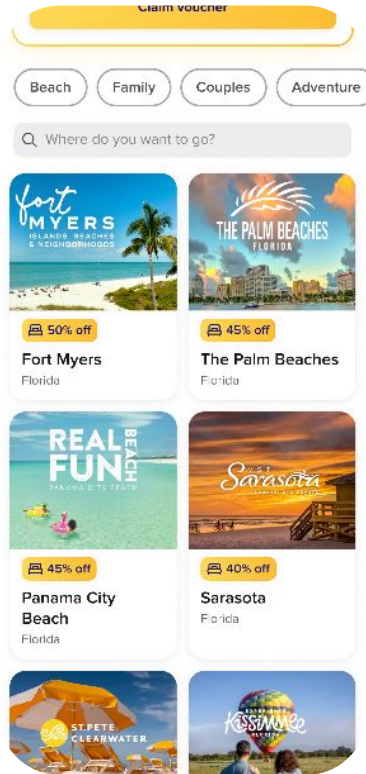
Travel Deal Tuesday Deal Tile

- ✓ 703,308 Impressions
- ✓ 524,388 Unique Reach
- ✓ 7,280 Clicks - 1.04% CTR

Florida Sale Event Page



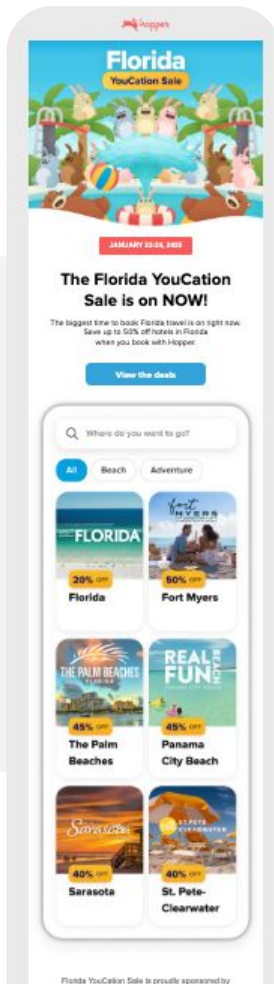
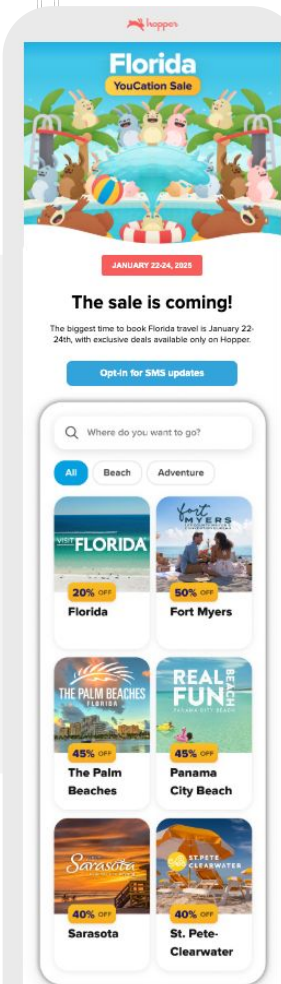
Branded Deal Tile



Florida Sale Event Deal Tile

Visit Sarasota County received premium, #4 deal tile placement on the Florida sale event page, with a super steep 40% discount offer funded by Hopper! The deal tile was also featured on our Home Screen Deals Carousel and Deals Page.

- ✓ 349,392 Impressions
- ✓ 261,724 Unique Reach
- ✓ 7,866 Clicks - 2.3% CTR!

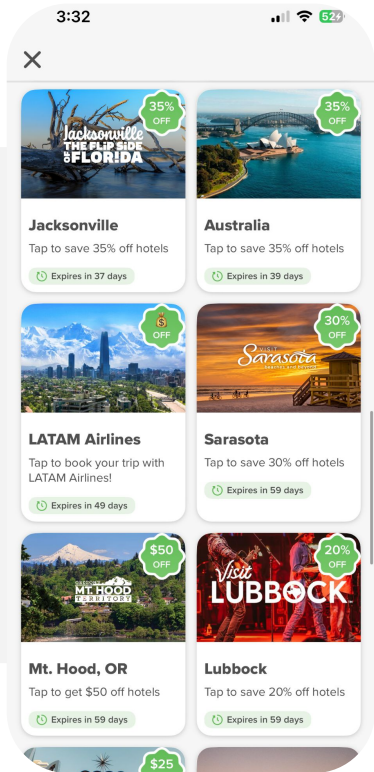
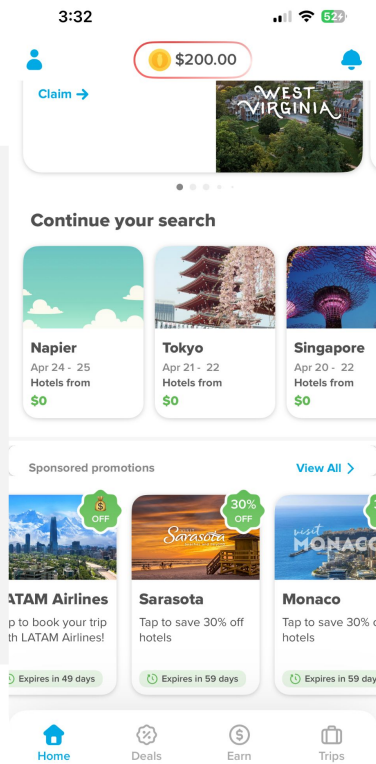


FREE Email Features

Hopper delivered **2,965,508 emails** featuring Sarasota County as part of our promotion of the Florida Sale Event for a blended open rate of **47.9%!**

Email 1 - 805,041 emails and a whopping **80.8% Open Rate**

Email 2 - 2,160,467 emails and a **35.6% Open Rate**



Deal Tile & Offer April & May

- ✓ 960,820 Impressions
- ✓ 522,721 Unique Reach
- ✓ 15,575 Clicks - 1.66% CTR





Save on Your New Favorite Vacation Destination

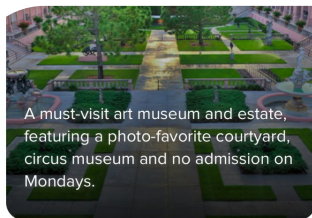
30% off Sarasota hotels

✈ Flights

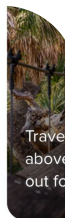
🏨 Hotels

EXPERIENCES ABOUND

Sarasota has attractions for everyone's enjoyment: aquariums full of sea life, the opera and ballet, and other local must-sees.



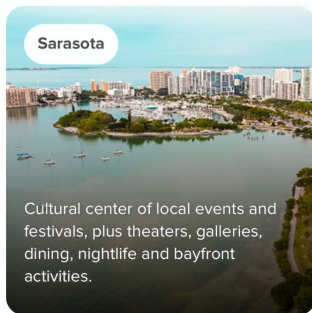
📍 Museums & Galleries



📍 Parks

SARASOTA: FROM COASTAL CHARM TO BUSY CITIES

The Sarasota area boasts 40 miles of beaches along six barrier islands and a mosaic of distinct neighborhoods, whether you're looking for tropical oases, family-friendly communities or lively downtown districts.



📍 Stroll Selby Gardens, one of TIME's World's Greatest Places 2024



📍 Snack Vill-

Premium Microsite



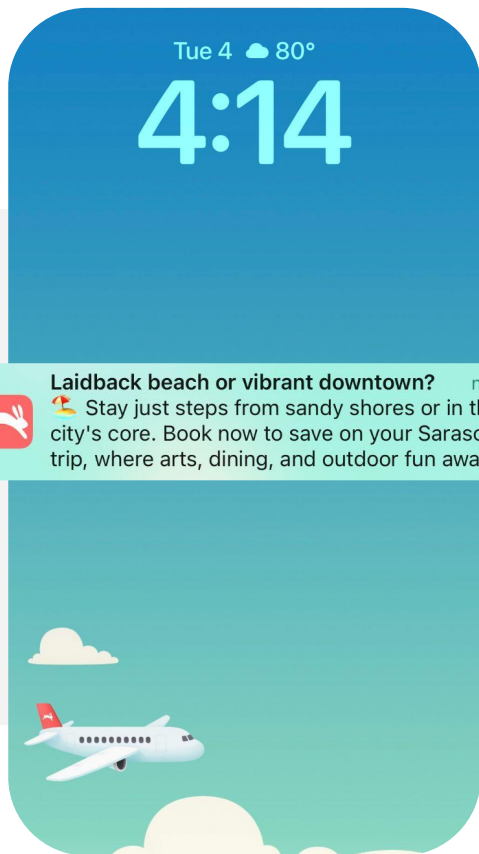
18,690 Views



5,043 Clicks - 27% CTR



16.3% Scrolled to Final Features



Branded Notifications



17,499 notifications - over delivered 3,211 extra free notifications!



348 total clicks



1.99% CTR!

Campaign Results



Booking Production



\$313.2k+

Travel Sales

\$88,612 hotel and
\$224,665 flight sales



551

Room nights

Across 300 hotel
bookings



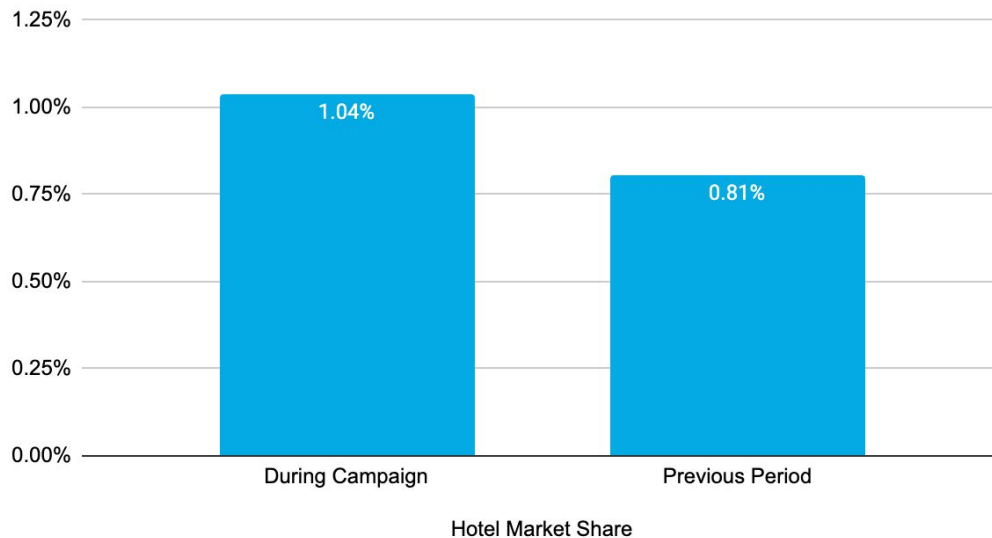
840

Flight Passengers

Booked to SRQ

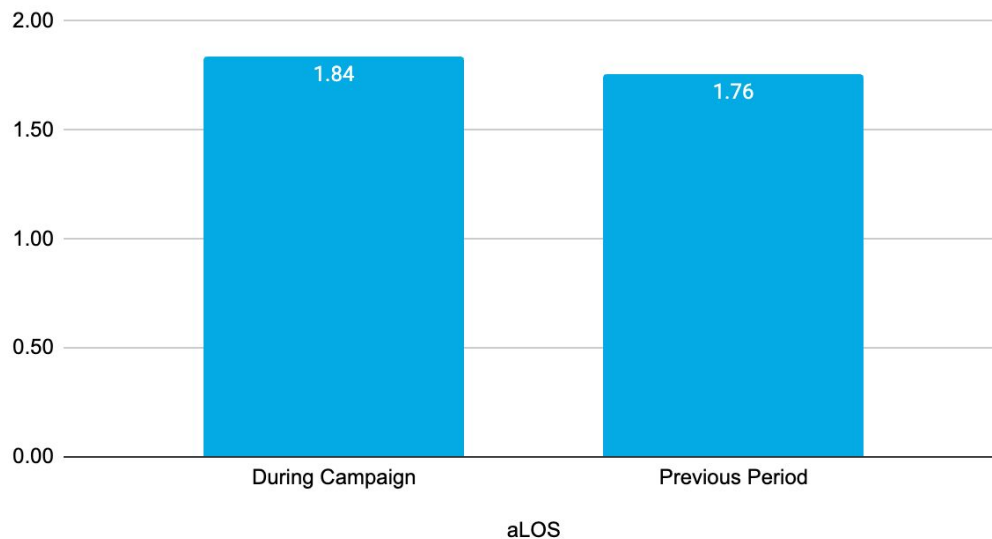
Increase in Hotel Market Share

Sarasota's market share of hotel bookings to Florida is 1.04% during the campaign vs 0.81% during the same period prior year, a **29% increase!**



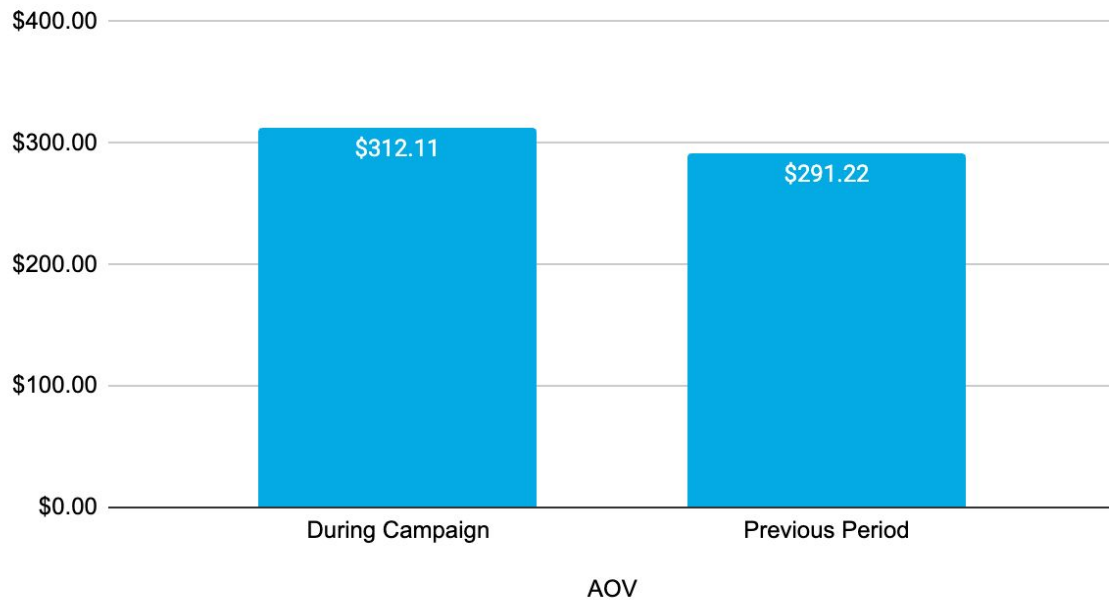
Increase in Average Length of Stay

Sarasota's aLOS was 1.84 during the campaign vs 1.76 same period prior year, a **4.6% increase!**



Increase in AOV

Sarasota's AOV was \$312 during the campaign vs \$291 same period prior year, a **7.2% increase!**





RESULTS SUMMARY

A BIG Success!!



4.9M+
Impressions



16%
Increase in Hotel
Market Share vs FL



4.6%
Increase in
Average LOS



7.2%
Increase in
Hotel AOV



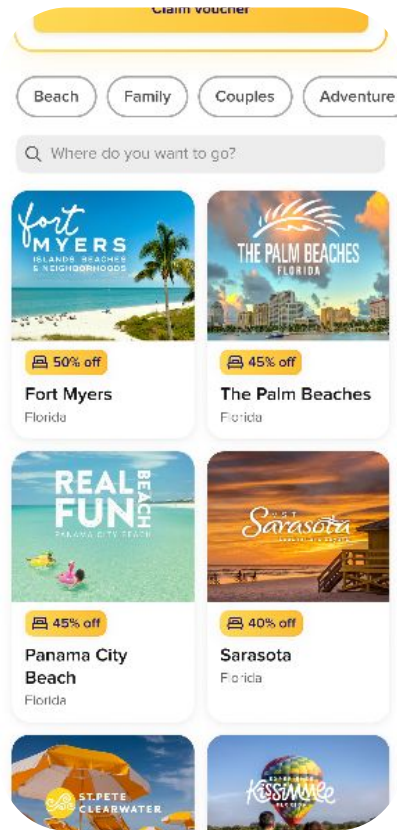
Save on Your New Favorite Vacation Destination
30% off Sarasota hotels

✈ Flights

🏨 Hotels

EXPERIENCES ABOUND

Sarasota has attractions for everyone's enjoyment: aquariums full of sea life, the opera and ballet, and other local must-sees.



Laidback beach or vibrant downtown? now



Stay just steps from sandy shores or in the city's core. Book now to save on your Sarasota trip, where arts, dining, and outdoor fun await!



Thank you!