

In June, our efforts delivered standout national coverage across top-tier outlets, reinforcing Florida's appeal heading into the summer travel season. Highlights included feature placements in *Southern Living*, *Conde Nast Traveler*, and *Travel + Leisure*, with additional syndication across *Yahoo Life*, *AOL*, and *The Girlfriend (AARP)*. We also secured high-visibility broadcast and digital coverage on *TODAY*, spotlighting the destination in Fourth of July travel segments. Notably, Cirque St. Armands Beachside was featured in *Hotels Above Par* and *Modern South*, showcasing Florida's unique boutique offerings. Overall, June's momentum underscored strong media interest in Florida's coastlines, affordability, and last-minute summer escapes.

June National PR By the Numbers

- **12 Stories** (LHG Pitching Efforts)
 - **May stories resulting from LHG's pitching efforts garnered 580,570,390 impressions*.**
**Numbers based on the unique monthly visitors (UMVs) for each publication's website and print circulation.*
- **18 Stories** (Total)

Top National Stories

- [Last-Minute Travel Deals and Destinations for Fourth of July](#)
- [I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State](#)
- [Cirque St. Armands Beachside Isn't Your Typical Florida Beach Tower Hotel](#)

Comprehensive List of Coverage

Date	Outlet	Story	Type	Headline	Potential Reach
6.1.2025	Business Observer	Savor Sarasota	Local Coverage	Popular Sarasota restaurant week hits milestone, extends to 20 days	126,781
6.1.2025	Islands	Osprey	National Coverage	Florida's Laidback Town On The Gulf Coast Is Surrounded By Stunning Beaches And World-Class Parks	3,585,183
6.2.2025	Yahoo! Creators	Arts & Culture	National Coverage	Florida has 12 named coasts — here's what sets each one apart	1,275,309

6.2.2025	WorldAtlas	Siesta Key	National Coverage	11 Coolest Florida Towns For A Summer Vacation In 2025	6,145,520
6.8.2025	Southern Living	Arts & Culture	National Coverage – Secured by LHG	Florida's 14 Gorgeous Coasts Each Have Something Unique To Offer—Here's Our Ultimate Guide	13,691,470
6.8.2025	AOL (Syndication)	Arts & Culture	National Coverage – Secured by LHG	Florida's 14 Gorgeous Coasts Each Have Something Unique To Offer—Here's Our Ultimate Guide	34,035,274
6.8.2025	Yahoo Life (Syndication)	Arts & Culture	National Coverage – Secured by LHG	Florida's 14 Gorgeous Coasts Each Have Something Unique To Offer—Here's Our Ultimate Guide	407,552,631
6.8.2025	Conde Nast Traveler	The Keys, St. Regis Longboat Key, CW Prime	National Coverage – Secured by LHG	The 10 Best Road Trips on the East Coast, From Maine to Florida	3,999,582
6.17.2025	Travel + Leisure	Manasota Key	National Coverage – Secured by LHG	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	11,749,057
6.17.2025	AOL (Syndication)	Manasota Key	National Coverage – Secured by LHG	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	34,035,274
6.17.2025	Yahoo Life (Syndication)	Manasota Key	National Coverage – Secured by LHG	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	55,670,314
6.19.2025	TODAY	Lido Key, Cirque St. Armands, St. Armands Circle	National Coverage – Secured by LHG	Last-Minute Travel Deals and Destinations for Fourth of July	17,194,669
6.19.2025	TODAY Show	Lido Key, Cirque St. Armands, St. Armands Circle	National Broadcast Coverage – Secured by LHG	Last-Minute Travel Deals and Destinations for Fourth of July	2,467,496

6.20.2025	Hotels Above Par	Cirque St. Armands Beachside, Marie Selby Gardens, St. Armands Circle, Circus Arts Conservatory	National Coverage – Secured by LHG	Cirque St. Armands Beachside Isn't Your Typical Florida Beach Tower Hotel	12,689
6.20.2025	The Girlfriend by AARP	Arts & Culture, The Circus Arts Conservatory, Cirque St. Armands	National Coverage – Secured by LHG	Your Ultimate Guide To 8 Fab Learning Vacations For Women	157,934
6.22.2025	The Points Guy	St. Regis Longboat Key	National Coverage	10 points hotels to book near major cities for an easy, last-minute summer getaway	5,370,504
6.26.2025	Modern South	Cirque St Armands Beachside	National Coverage – Secured by LHG	A Chic Circus Stay: Inside Cirque St. Armands Beachside	4,000
6.27.2025	Parade	St. Regis Longboat Key	National Coverage	The St. Regis Just Opened a Luxe New Beach Escape—Here's What Blew Me Away Most	19,723,675

June UK PR by the Numbers

- One article secured by Gosh PR in the Express as result of pitching Siesta Key Beach.
- June's stories garnered 92,666,140 impressions*. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Date	Outlet	Story	Headline	Potential Reach
10/06/25	House of Coco	Longboat Key	7 Reasons Longboat Key Should Be Your Next Vacation Spot	24,700
12/06/25	Luxury Lifestyle Mag	Luxury real estate	The top destinations in Florida for luxury real estate	41,440
13/06/25	Express	Sarasota is a hidden gem, Siesta Key, Best Beach	US city has 'best beach' and 250 hours of sunshine per year - direct UK flights	92,600,000
			Total	92,666,140

June Germany PR by the Numbers

- 1 press release
- June's stories garnered 459,114 impressions*. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Date	Outlet	Story	Headline	Potential Reach
6.11.2025	Visit the USA Website	Sarasota Keys Campaign	Visit Sarasota setzt Fruhling auf lokale Keys	6,000
6.13.2025	Reise Reporter	Outdoors/Siesta Key	Florida Hidden Gems 2025	76,661
6.24.2025	Visit the USA Newsletter	Arts & Culture	Kunst, Kreativitat und Kuste: Sarasota County's kulturelle Highlights	6,603
6.24.2025	Kulinariker	Outdoors	Zwischen Meer und Mangroven	3,712
6.24.2025	Presseportal	Outdoors	Zwischen Meer Mangroven	366,138
			TOTAL	459,114