

In May, Sarasota continued to generate meaningful media coverage that reinforced its reputation as one of Florida’s most desirable coastal destinations. A major highlight came from Lonely Planet, which spotlighted Venice—a welcome win for the charming Gulf Coast city that’s often underrepresented in traditional roundups. The article celebrated Venice’s laid-back beach vibe, shark tooth hunting, and local gems like the Inn at the Beach and Belki’s Cuban Deli, calling out its blend of easygoing charm and Mediterranean elegance. On the meetings and group travel front, *Meetings Today* featured Sarasota in a statewide roundup, with direct input from Visit Sarasota County that emphasized the destination’s continued momentum in the group travel market. Additional organic mentions in *The Points Guy* and *Southern Living*—which included Sarasota in stories on Florida’s top resorts and essential travel tips—further reflect the region’s strong editorial presence and growing national visibility.

March National PR By the Numbers

- **3 Stories (LHG Pitching Efforts)**
 - **May stories resulting from LHG’s pitching efforts garnered 14,321,578 impressions*.**
**Numbers based on the unique monthly visitors (UMVs) for each publication’s website and print circulation.*
- **5 Stories (Total)**

Top National Stories

- [The 12 best beach towns in Florida](#)
- [Florida Meetings Executives Share Latest Groups Trends and News](#)

Comprehensive List of Coverage

Date	Outlet	Story	Type	Headline	Potential Reach
5.3.2025	Southern Living	Selby Gardens	National Coverage	8 Things No One Ever Tells You Before Taking Your First Florida Vacation, According To A Native Floridian	10,424,795
5.5.2025	Lonely Planet	Venice	National Coverage – Secured by LHG	The 12 best beach towns in Florida	3,119,272
5.22.2025	Meetings Today	DMO Leadership	National/Trade Coverage – Secured by LHG	Florida Meetings Executives Share Latest Groups Trends and News	9,067
5.26.2025	AFAR	St. Regis Longboat Key Resort	National Coverage – Secured by LHG	8 U.S. Beaches That Feels Like They Belong in the Caribbean	768,444
5.28.2025	The Points Guy	St. Regis Longboat Key Resort	National Coverage	The best resorts in Florida for a relaxing vacation in the Sunshine State	5,370,504

May UK PR by the Numbers

- One article secured by Gosh PR in print issue of Scottish Sun as result of pitching family-friendly cultural activities to do in Sarasota.
- April's stories garnered **2,585,300 impressions***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Comprehensive List of Coverage

Date	Outlet	Story	Headline	Potential Reach
09/05/25	Love Exploring	Sarasota's Pinecraft neighbourhood is home to small Amish and Mennonite communities.	Fantastic facts you probably didn't know about Florida	125,000
16/05/25	Global Grasshopper	Sarasota	17 Amazing Places to Visit in December in the USA	64,300
17/05/25	The Scottish Sun	Kid's activities in Sarasota	RUN AWAY TO... SARASOTA JOY	2,370,000
23/05/25	The Boutique Adventurer	Sarasota's beaches	Forget Miami—These Sarasota Beaches Are Florida's True Hidden Gems	26,000
			Total	2,585,300

May Germany PR By the Numbers

- 1 press release
- **May's stories garnered 57.400 impressions***. Numbers based on the unique monthly visitors (UVMs) for each publication's website.

Date	Outlet	Story	Headline	Potential Reach
16.05.2025	Tourexpi	Insider tips for Sarasota County	Insider tips for Greater Fort Lauderdale and Sarasota County	1.107
20.05.2025	TouristikNews	Arts and Culture	Kunst, Kreativität und Küste: Sarasota Countys kulturelle Highlights	3.239
26.05.2025	Gesellschaft Freunde der Künste	Arts and Culture	Sarasota County an Florida's Golfküste	4.468
26.05.2025	Reise aktuell	Arts and Culture	Sarasota, Florida - Strand, Kultur, Genuss & ein Hauch Luxus	416
30.05.2025	Wolfsburger Allgemeine	Hidden gems	Unterwegs im Sunshine State: Die Hidden Gems von Florida	48.170