

Summer Campaign 2025

Wrap Report



VISIT
Sarasota
beaches and beyond

OVERVIEW

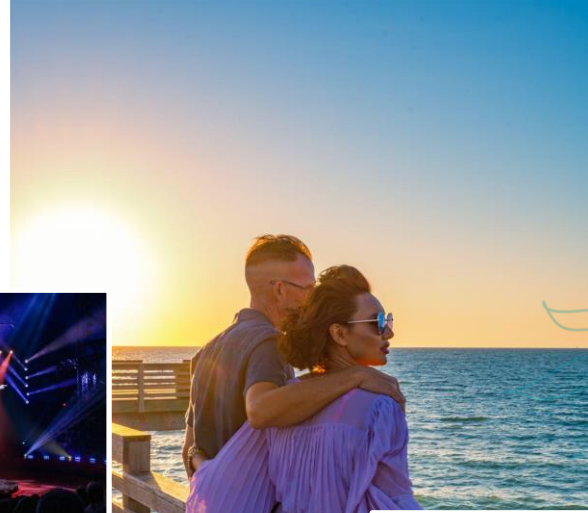
The Summer campaign delivered strong results across multiple channels, significantly boosting engagement and driving conversions to the seasonal [Summer](#) page.



Digital Campaign

Overall Reach & Engagement

- **Flight Dates:** May 1 - June 30, 2025
- **Massive Reach:** Our campaign garnered over 19.5 million impressions, maximizing visibility and brand awareness.
- **High-Performing Creatives:** We ran creatives focused on messaging around Savor Sarasota, Fishing, and continuing The Keys Are Calling. These resonated strongly with our audience, achieving impressive click-through rates (CTRs) of 0.14%, exceeding industry benchmarks.
- **Engaging Video Content:** The summer-themed video captured significant viewer interest, resulting in over 1.3M completed views.
- **Custom Content:** Engaged users with Visit Sarasota County's stories, resulting in engagements all the way down to bookings.



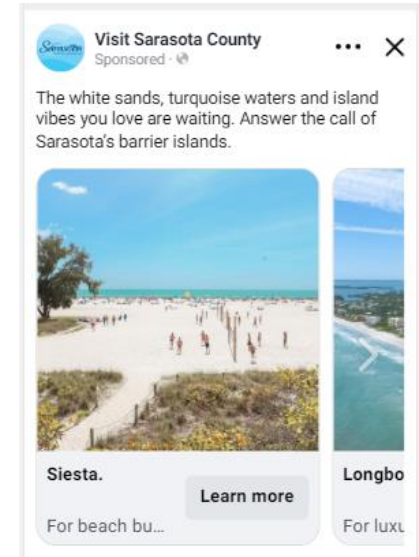
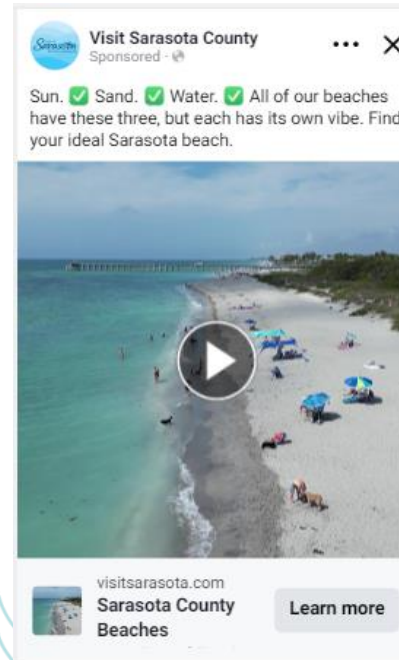
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Campaign Performance by Creative

(May 1 - June 30, 2025):

Social

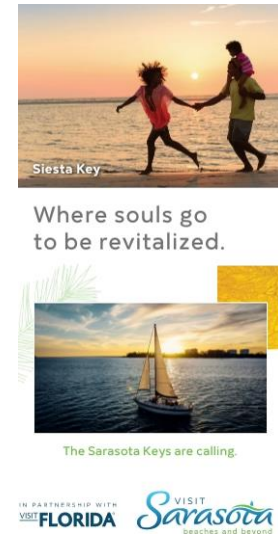
- **Meta:** We further extended our reach and engagement through targeted campaigns on the Meta, leveraging its powerful audience targeting capabilities.
 - **Prospecting - Beaches:** This campaign demonstrated a stronger performance with a 2.38% Landing Page Rate (above 1.86% average), resulting in 3,307 Landing Page Views
 - **Prospecting - Summer Carousel:** This campaign generated a high volume of Landing Page Views, 26,944, at the lowest C/Landing Page View of \$0.41



Campaign Performance by Creative (May 1 - June 30, 2025):

Display

- **Savor Sarasota Creative:** Delivered over 1,722,563 impressions, 1,144 clicks, and 19,487 website conversions. Achieved a 0.07% CTR (above the 0.05% industry benchmark) and a 1.1% conversion rate.
- **Fishing Creative:** Generated over 1,719,328 impressions, 1,034 clicks, and 17,994 conversions, with a 0.06% CTR (above benchmark) and a 1.0% conversion rate.
- **The Keys Are Calling Creative:** Generated over 2,196,805 impressions, 1,663 clicks, and 24,085 conversions, with a 0.08% CTR (above benchmark) and a 1.1% conversion rate.



Campaign Performance by Creative

(May 1 - June 30, 2025):

Native

- **Savor Sarasota Creative:** Delivered over 2,194,478 impressions, 2,689 clicks, and 46,291 website conversions. Achieved a 0.12% CTR (above the 0.05% industry benchmark) and a 2.1% conversion rate.
- **The Keys Are Calling Creative:** Generated over 4,382,204 impressions, 4,941 clicks, and 91,504 conversions, with a 0.11% CTR (above benchmark) and a 2.1% conversion rate.



Headline: Visit Sarasota's Keys
Body: Explore Sarasota's many Gulf islands for unparalleled beaches, water sports and memories.
Brand Name: Visit Sarasota



Headline: Savor Sarasota This Summer
Body: From beachside bites to elegant dining, discover a summer filled with culinary delights in Sarasota.
Brand Name: Visit Sarasota

Video Performance

Online Video

- **Summer Video:** Achieved 1,376,477 video completions with a view completion rate (VCR) of 79%. This is above the 75% industry benchmark, which indicates strong interest in the video content.



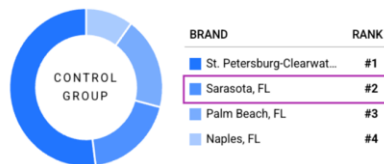
Nativo Performance

Custom Content

- Nativo focused on increasing awareness of Sarasota County as a destination to foster consideration through engagement with branded content
- Sarasota's target audience spent an average of 29 seconds consuming Native Article content and clicked to VSC's brand site at a rate of 2.29%
- When it comes to brand lift, post-exposure audience ranked Sarasota as #1 most likely to travel to after engaging with Sarasota content, over a key competitive set

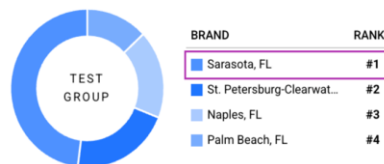
BRAND LIFT

Before Exposure



Before: 19% of respondents chose Sarasota, FL first.

After Exposure



After: 48% of respondents chose Sarasota, FL first.

+156%

TOP OF MIND SHARE

2.56x

BRAND LIFT

#2(tied)→#1

BRAND RANK

18%→48%

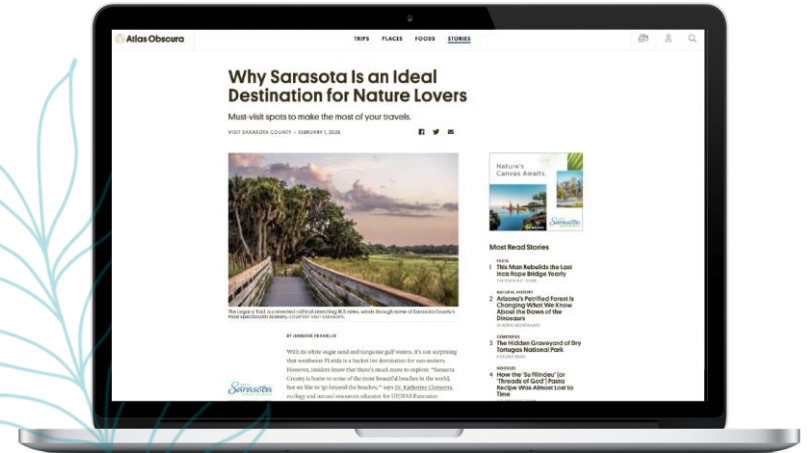
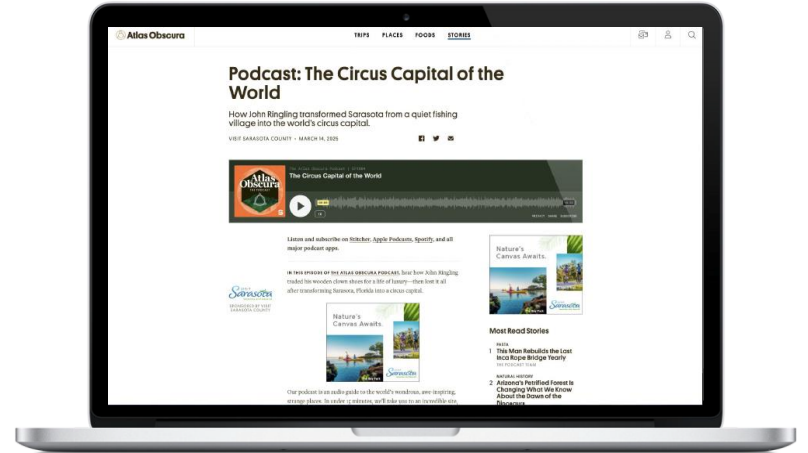
% WHO RANKED #1



Atlas Obscura Performance

Custom Content

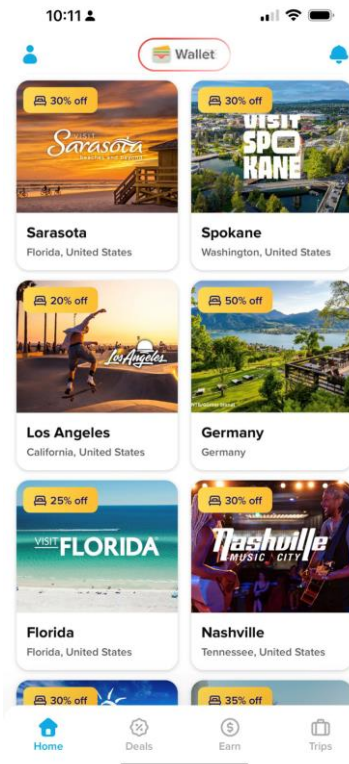
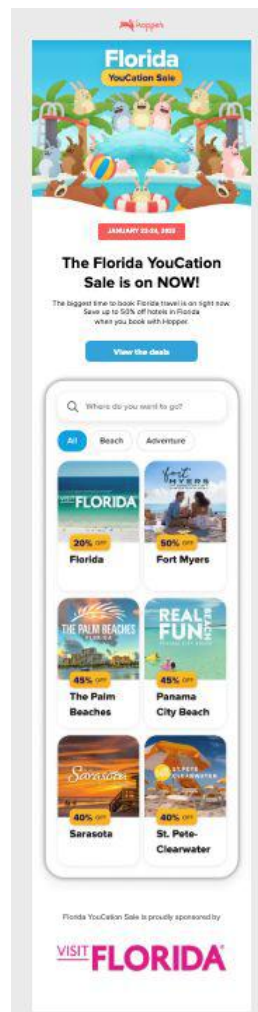
- The Landing Page for the Custom Podcast Episode had a high engagement with an engagement rate (ER) of 62.80%, 20% higher than the industry average
- The Article also had a high engagement with an ER of 67.11%, over 6.5% higher than the Atlas Obscura average for Articles on their site
- The distribution for the Article on Meta had the highest click-through rate (CTR) of 0.83%, 27% higher than the Atlas Obscura average
- Between planned added value, AV production, and over-delivery, the total AV on this campaign came to \$93K, a full 62% of the plan value



Hopper Performance

Custom Content

- The campaign generated more than 4M impressions to 2.9M unique travel intenders, including featuring Sarasota in two free emails as extra value adds in promotion of our Dedicated Florida Sale Event
- The campaign generated \$313.2K+ total travel sales to Sarasota across 551 hotel room nights and 840 flight passengers to SRQ
- It also drove a 29% YoY increase in Sarasota's hotel market share of FL, a 4.6% increase in average length of stay, and a 7.2% increase in Sarasota's AOV



Thank You



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