

Visit Sarasota County Economic Impact of Tourism

FISCAL YEAR 2025



INTRODUCTION & METHODOLOGY



INTRODUCTION

- The economic impact of tourism on Sarasota County is based on data collected from 3,342 visitors to Sarasota County. Interviews were conducted throughout the county and online.
- Total economic impact of tourism on Sarasota County is a function of direct spending by visitors in Sarasota County & induced + indirect effects of this spending.
 - Indirect effects are increased business spending resulting from tourism dollars.
 - Induced effects are increased household spending resulting from tourism dollars.
- Downs & St. Germain Research uses IMPLAN¹ to calculate the economic multiplier for Sarasota County.

¹Over 1,500 organizations use IMPLAN, which has been used to model the economic impact of tourism since 1992. Agencies such as FEMA, EPA, Federal Reserve Bank, and Bureau of Land Management use IMPLAN.



STUDY METHODS

- Economic impact of tourism for Sarasota County was based on data from the following sources:
 - 3,342 on-site and online interviews conducted by Downs & St. Germain Research with visitors staying in paid accommodations, staying with friends and relatives, and day visitors to Sarasota County.
 - ADR statistics provided by properties in Sarasota County, STR, and Key Data
 - Downs & St. Germain Research's tourism databases
 - Various government agencies and data sources
 - IMPLAN Economic Impact Modeling software
 - TDT Collections provided by Sarasota County

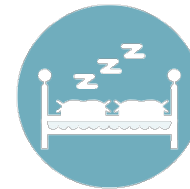


FY 2025 ECONOMIC IMPACT OF TOURISM



FY 2025 ECONOMIC IMPACT SNAPSHOT

- Visitation metrics for FY 2025 were influenced by hurricanes and hurricane recovery. October-December visitors included recovery workers, displaced residents, and those who came to check on properties. These visitors may stay longer and have different spending behaviors than a more typical mix of leisure and business travelers.
- The number of visitors decreased from FY 2024, resulting in a decrease in direct spending and a decrease in economic impact.
- Room rates increased from FY 2024, but occupancy decreased resulting in a tempered increase in RevPAR. Though RevPAR increased, TDT collections decreased from FY 2024 due to a decrease in the average number of available units.



63.3%

OCCUPANCY
RATE

↓ 2.3%
from FY 2024



\$280.27

AVERAGE DAILY
RATE

↑ 6.7%
from FY 2024



\$177.41

REVENUE PER
ROOM

↑ 4.2%
from FY 2024

KPIs – 5-YEAR TREND FOR ALL VISITORS¹

Economic Indicators	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	% Change FY24-FY25
All visitors	2,899,600	3,004,400	3,065,800	2,894,100	2,710,700	-6.3%
Direct expenditures	\$2,041,562,900	\$2,585,430,100	\$2,601,715,100	\$2,548,391,500	\$2,370,201,800	-7.0%
Total economic impact ²	\$3,466,508,400	\$4,282,146,000	\$4,203,270,900	\$4,026,458,600	\$3,602,706,700	-10.5%
Jobs created – direct ³	22,400	26,970	23,790	22,780	20,560	-9.7%
Direct + indirect jobs ³	30,830	36,530	33,100	31,620	28,560	-9.7%
Wages paid – direct ³	\$678,902,600	\$827,014,600	\$783,544,500	\$769,056,800	\$704,974,600	-8.3%
Direct + indirect wages ³	\$1,125,746,000	\$1,331,802,000	\$1,287,644,100	\$1,256,360,300	\$1,153,569,700	-8.2%
Taxes paid ³	\$79,412,200	\$125,265,700	\$132,843,200	\$129,718,600	\$119,881,300	-7.6%

¹Includes visitors staying with friends and relatives, visitors staying in their own condos and timeshares, and day visitors

²FY 2021-FY 2023 figures have been updated using most recent IMPLAN model.

³FY 2021-FY 2024 figures have been updated using most recent IMPLAN model.

KPIs – 5-YEAR TREND FOR VISITORS STAYING IN PAID ACCOMMODATIONS

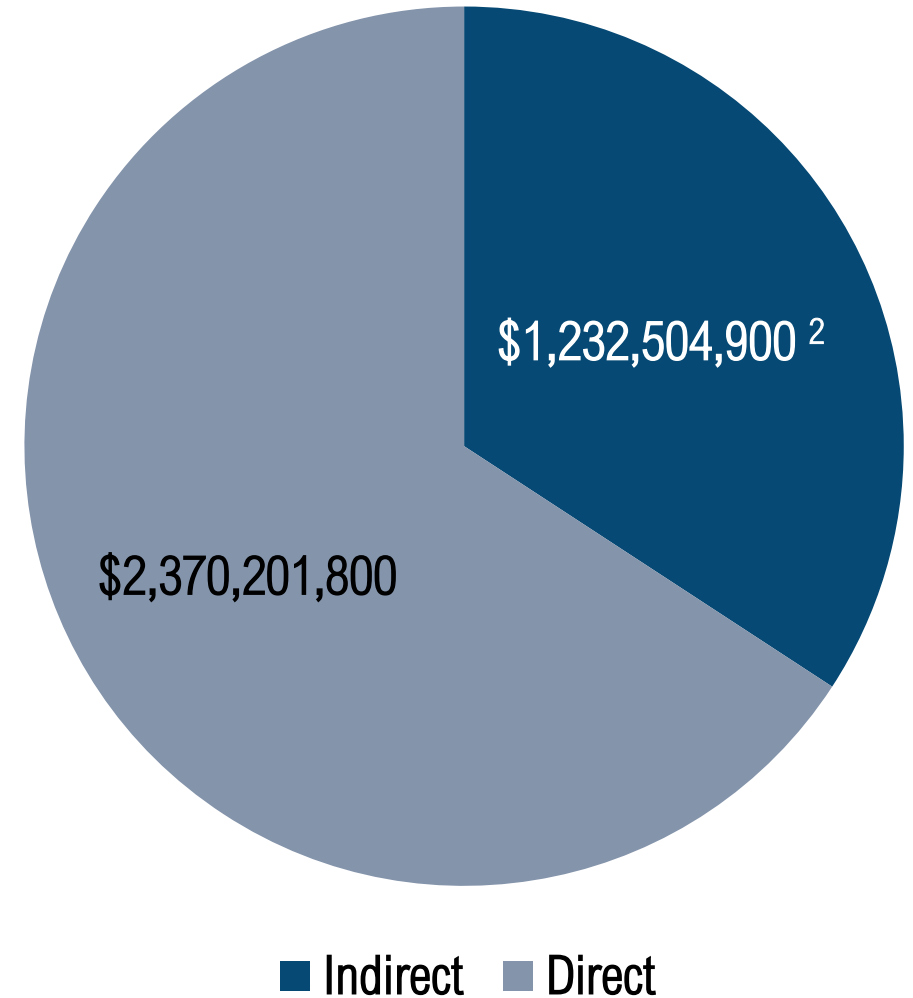
Metrics	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	% Change FY24-FY25
Visitors	1,365,700	1,499,200	1,542,100	1,423,900	1,317,400	-7.5%
Direct expenditures	\$1,363,764,000	\$1,712,074,400	\$1,760,448,000	\$1,740,106,100	\$1,648,464,800	-5.3%
Total economic impact ¹	\$2,315,627,600	\$2,835,641,400	\$2,844,139,200	\$2,749,367,700	\$2,529,899,300	-8.0%
Room nights generated	2,945,020	3,255,200	3,521,000	3,281,800	3,086,000	-6.0%
Tourist Development Tax	\$31,059,764	\$40,315,940	\$50,484,721	\$48,474,260	\$47,360,634	-2.3%
Occupancy	66.1%	71.9%	71.4%	64.8%	63.3%	-2.3%
Room rates	\$194.83	\$239.47	\$254.56	\$262.69	\$280.27	+6.7%
RevPAR	\$128.73	\$172.18	\$181.76	\$170.22	\$177.41	+4.2%
Spending/person/trip	\$999	\$1,142	\$1,142	\$1,222	\$1,251	+2.4%
Spending/person/day	\$151	\$173	\$171	\$171	\$167	-2.2%

¹FY 2021–FY 2023 figures have been updated using most recent IMPLAN model.

TOTAL ECONOMIC IMPACT OF TOURISM – FY 2025



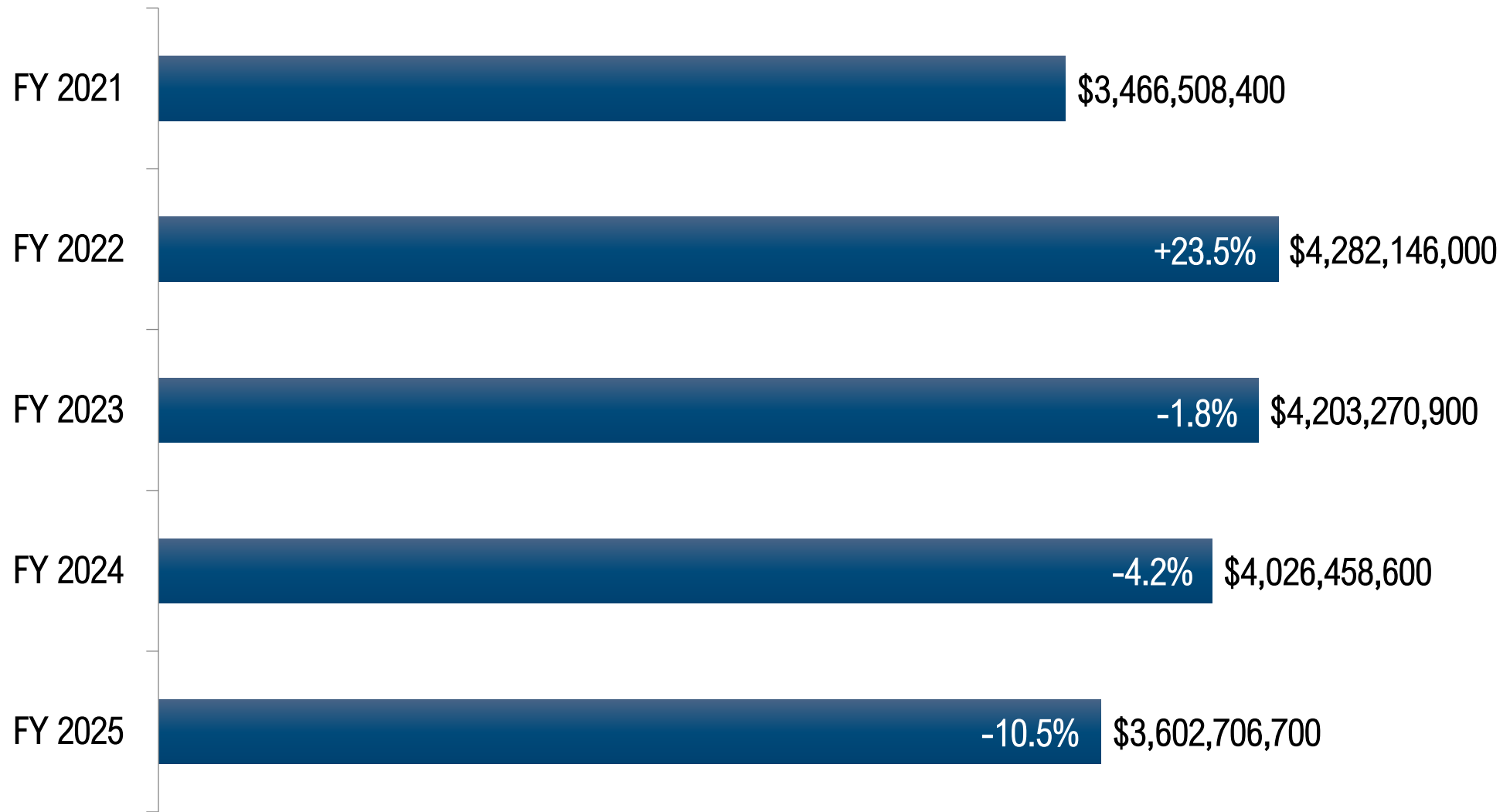
The total economic impact of tourism in Sarasota County in FY 2025 was **\$3,602,706,700¹**



¹All visitors.

²Indirect effects are increased business spending resulting from tourism dollars.

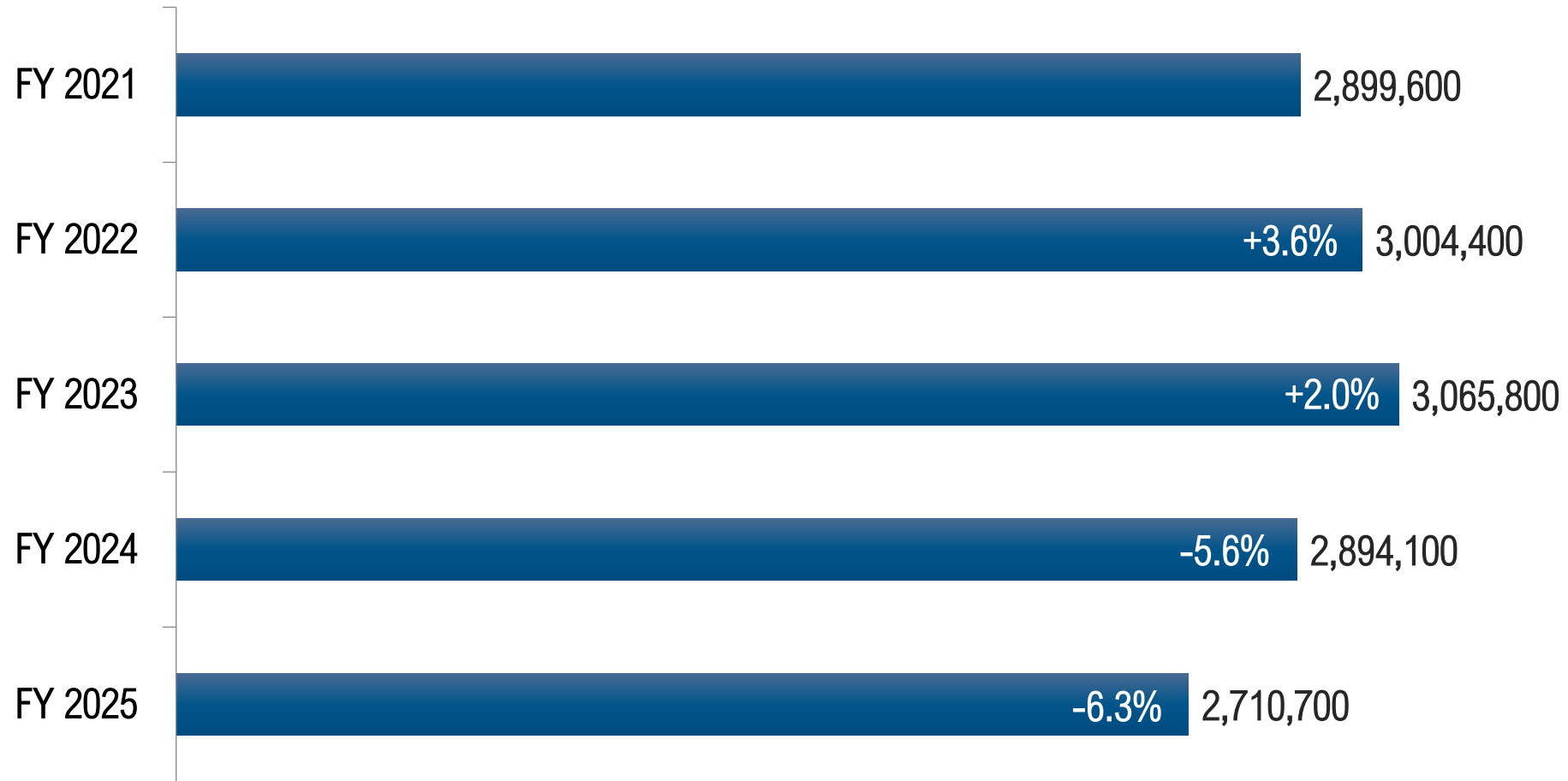
TOTAL ECONOMIC IMPACT¹ 5-YEAR TREND²



¹Includes visitors staying with friends and relatives, visitors staying in their own condos and timeshares, and day visitors

²FY 2021-FY 2023 figures have been updated using most recent IMPLAN model.

TOTAL NUMBER OF VISITORS – FY 2025¹



¹Estimate includes visitors who stayed in paid accommodations, visitors who stayed with friends and relatives, and visitors who come for the day but did not spend the night in Sarasota County.

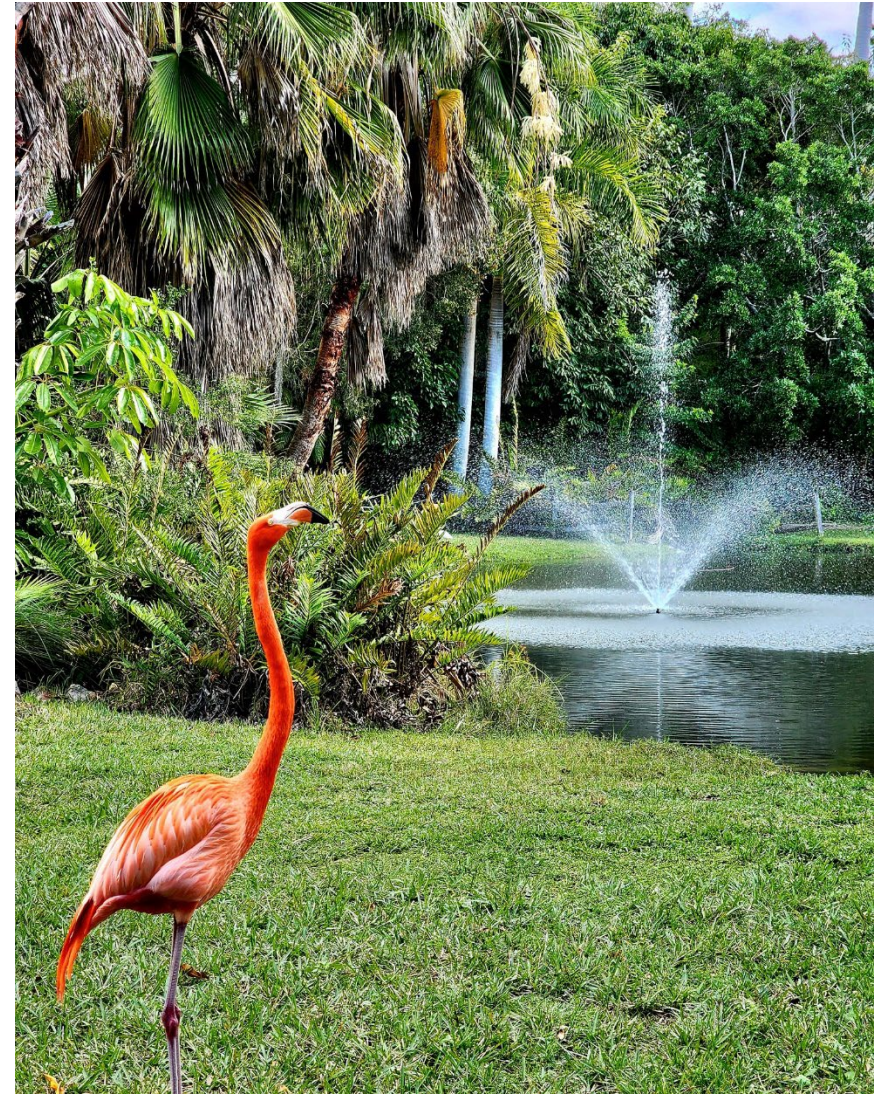
VISITORS TO JOBS RATIO & HOUSEHOLD TAX SAVINGS



A Sarasota County job is supported by every **95** visitors



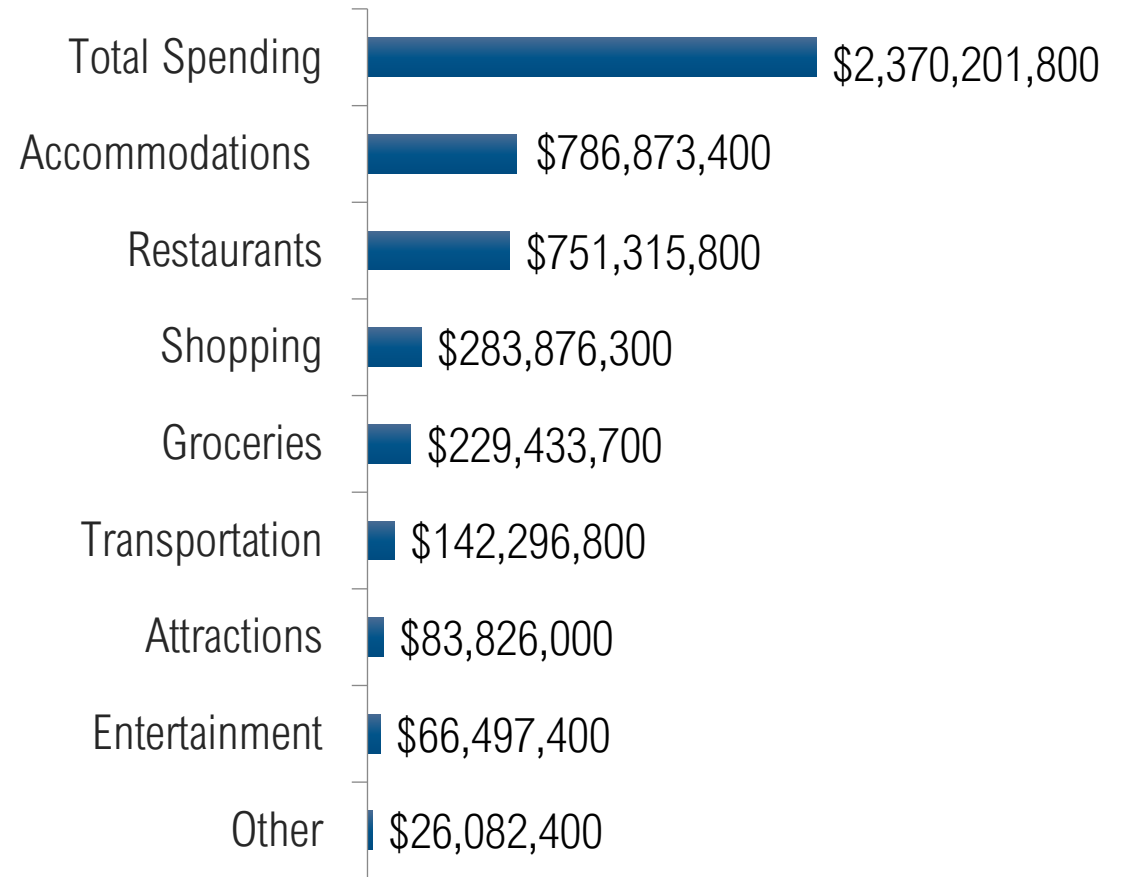
Taxes that visitors pay save each Sarasota County household **\$583¹** in local taxes.



VISITORS' DIRECT SPENDING FY 2025¹



Spending on accommodations and restaurants accounts for **65 cents out of every dollar** spent by visitors



¹ All visitors.

VISITORS' DIRECT SPENDING FY 2021 – FY 2025¹

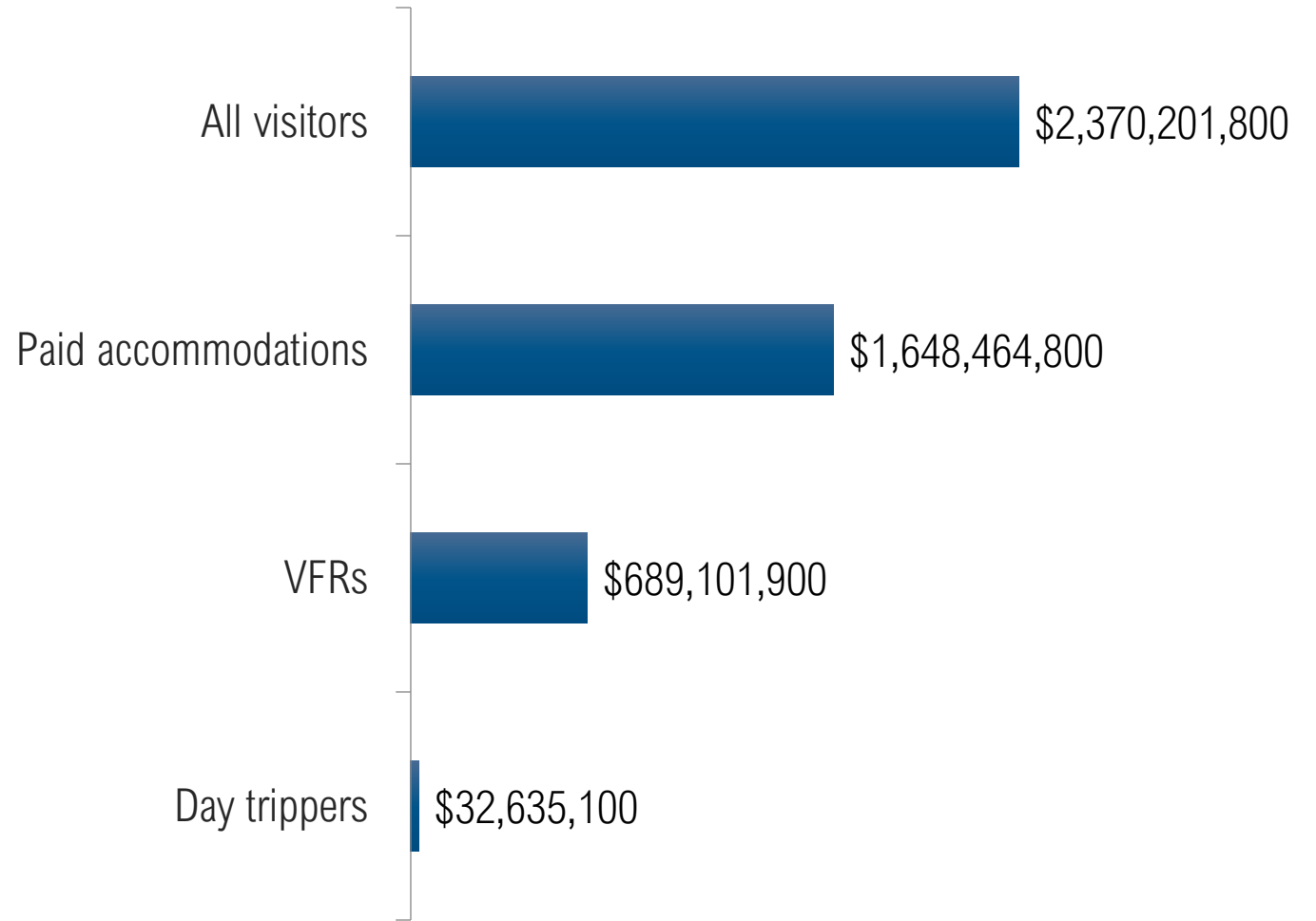
Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Accommodations	\$618,593,600	\$795,802,000	\$832,819,000	\$802,231,000	\$786,873,400
Restaurants	\$447,102,300	\$559,784,400	\$688,007,400	\$760,843,900	\$751,315,800
Shopping	\$406,271,000	\$491,441,000	\$373,091,200	\$351,062,800	\$283,876,300
Groceries	\$173,532,800	\$231,272,000	\$222,132,600	\$235,410,000	\$229,433,700
Transportation	\$89,828,800	\$155,125,800	\$191,564,400	\$159,421,700	\$142,296,800
Attractions	\$149,034,100	\$157,349,600	\$122,422,900	\$113,756,900	\$83,826,000
Entertainment	\$130,660,000	\$168,801,100	\$133,344,100	\$101,543,000	\$66,497,400
Other	\$26,540,300	\$25,854,200	\$38,333,500	\$24,122,200	\$26,082,400
Total	\$2,041,562,900	\$2,585,430,100	\$2,601,715,100	\$2,548,391,500	\$2,370,201,800

¹ All visitors.

DIRECT SPENDING BY VISITOR TYPE – FY 2025



Visitors staying in paid accommodations account for about **70%** of all visitor spending in Sarasota County



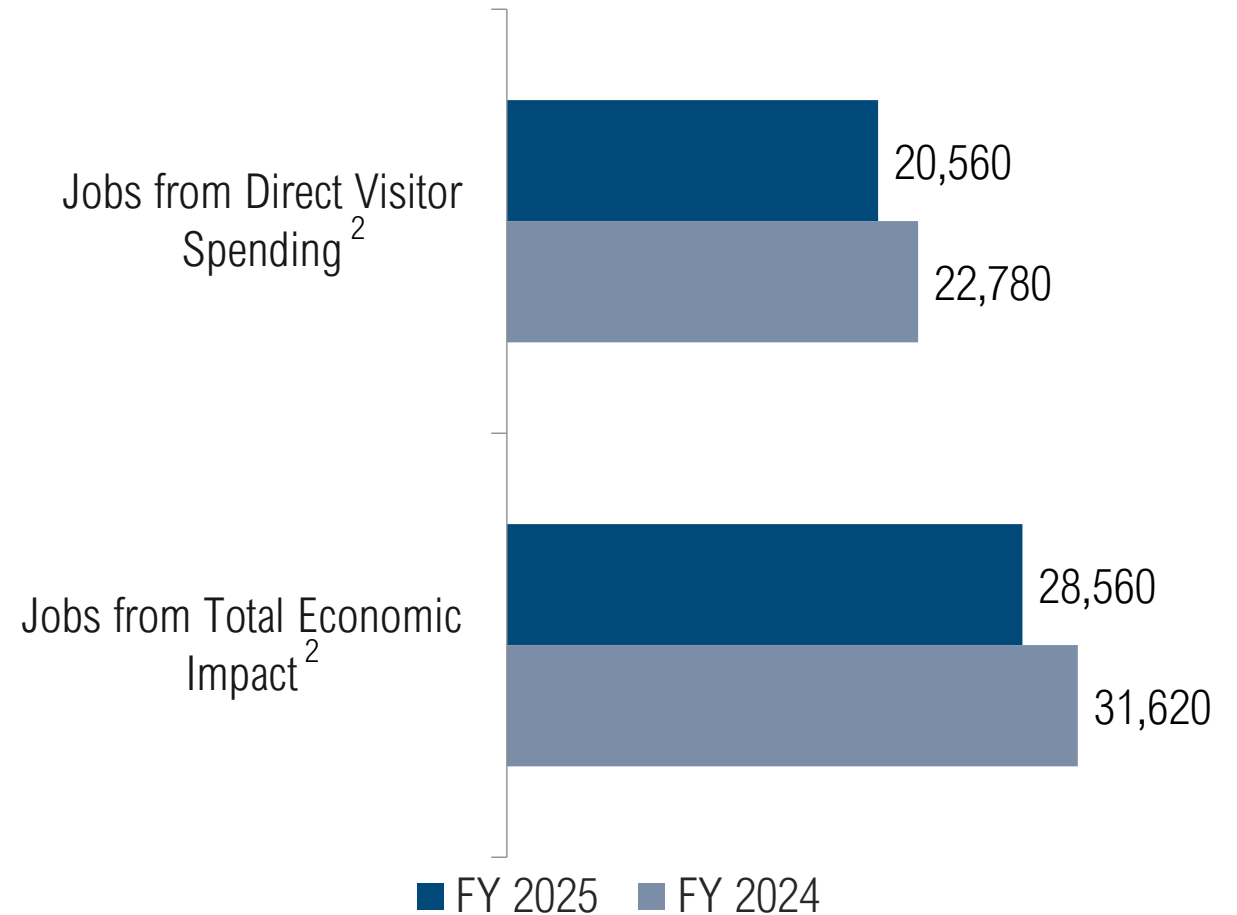
TOURISM'S IMPACT ON EMPLOYMENT¹



Direct spending by visitors supports **11%** of jobs in Sarasota County



Total economic impact of tourism support **15%** of jobs in Sarasota County




¹Sources: Bureau of Labor Statistics and IMPLAN direct and total job impact

²FY 24 figures updated using most recent data available

FY 2025 VISITOR PROFILE



FY 2025 VISITOR PROFILE SNAPSHOT

- 
- Though total visitation was down compared to FY 2024, the number of visitors from the Central Europe and Other International regions increased.
 - New York City remains the top market for out-of-state visitors, and Orlando remains the top market for in-state visitors staying paid accommodations.
 - Visitation from New York City is largely stable across all quarters.
 - The share of visitors who used of personal social media to plan their trips increased from FY 2024.
 - More visitors who recalled advertising report being influenced by the messaging they saw. The percentage of those that saw promotions on personal social media increased compared to FY 2024.
 - More visitors flew into Sarasota County this year than in FY 2024.

VISITORS STAYING IN PAID ACCOMMODATIONS BY REGION¹ FY 2025

Visitor Origin	FY 2024	FY 2025	% of FY 2025	YOY %Δ
Florida	187,950	187,070	14.2%	-0.5%
Southeast (excluding FL)	189,380	185,750	14.1%	-1.9%
Northeast	380,180	338,570	25.7%	-10.9%
Midwest	415,780	371,510	28.2%	-10.6%
West	64,080	60,600	4.6%	-5.4%
Canada	65,500	57,970	4.4%	-11.5%
United Kingdom	38,450	28,990	2.2%	-24.6%
Central Europe	39,870	44,790	3.4%	+12.3%
Other Europe	8,540	7,900	0.6%	-7.5%
Other International	34,170	34,250	2.6%	+0.2%
Total Visitors	1,423,880	1,317,400	100%	-7.5%

	FY 2024	FY 2025	% of FY 2025	YOY %Δ
Domestic Visitors	1,237,370	1,143,500	86.8%	-7.6%
International Visitors	186,530	173,900	13.2%	-6.8%

VISITORS STAYING IN PAID ACCOMMODATIONS BY MARKET¹ FY 2025

Market Origin	% of FY 2025	Visitors
New York City	7.0%	92,520
Orlando-Daytona Beach-Melbourne	4.2%	55,230
Tampa-St. Petersburg	3.2%	41,840
Chicago	3.1%	40,930
Boston	3.0%	39,930
Philadelphia	2.8%	36,460
Atlanta	2.7%	35,210
Cleveland-Akron	2.2%	29,330
Detroit	2.2%	29,280
Miami-Fort Lauderdale	2.2%	28,880
Washington, D.C.	2.1%	27,860
Cincinnati	1.8%	24,220
Minneapolis-Saint Paul	1.7%	22,170
Dallas-Fort Worth	1.7%	22,050
Baltimore	1.6%	21,290

Market Origin	% of FY 2025	Visitors
Indianapolis	1.5%	19,490
Columbus, OH	1.5%	19,320
Hartford-New Haven	1.4%	17,840
Fort Myers-Naples	1.3%	17,610
Pittsburgh	1.3%	17,570
West Palm Beach-Ft. Pierce	1.2%	16,130
Nashville	1.2%	15,510
Saint Louis	1.2%	15,370
Toronto	1.1%	14,880
Dayton	1.0%	13,430
Greenville-Spartanburg-Asheville	0.9%	11,720
Denver	0.9%	11,590
Charlotte	0.9%	11,590
Harrisburg-Lancaster-Lebanon-York	0.9%	11,460
Grand Rapids	0.9%	11,380

¹Source: DSG visitor tracking study and Zartico.

INFORMATION SOURCES¹ FY 2025

Information Sources for Planning Trips	FY 2024	FY 2025
Internet	74%	79%
Previous visit	55%	53%
Recommendation	38%	37%
Print media	36%	37%
Broadcast media	18%	24%
Brochures, travel guides	16%	21%
Sarasota CVB	2%	2%
Conference, business	6%	2%
AAA	1%	1%

Internet Information Consulted	FY 2024	FY 2025
Personal social media	59%	62%
Traveler reviews/blogs	42%	43%
Tripadvisor	40%	41%
Airline website	38%	41%
YouTube	32%	31%
Destination social media	21%	24%
VisitSarasota.com	22%	23%
Other destination website	13%	14%
Hotel website	13%	14%
Vrbo, Airbnb, etc.	12%	13%
Pinterest	11%	11%
Expedia	5%	3%
Travelocity	3%	2%
Hotels.com	2%	1%
Priceline	2%	1%

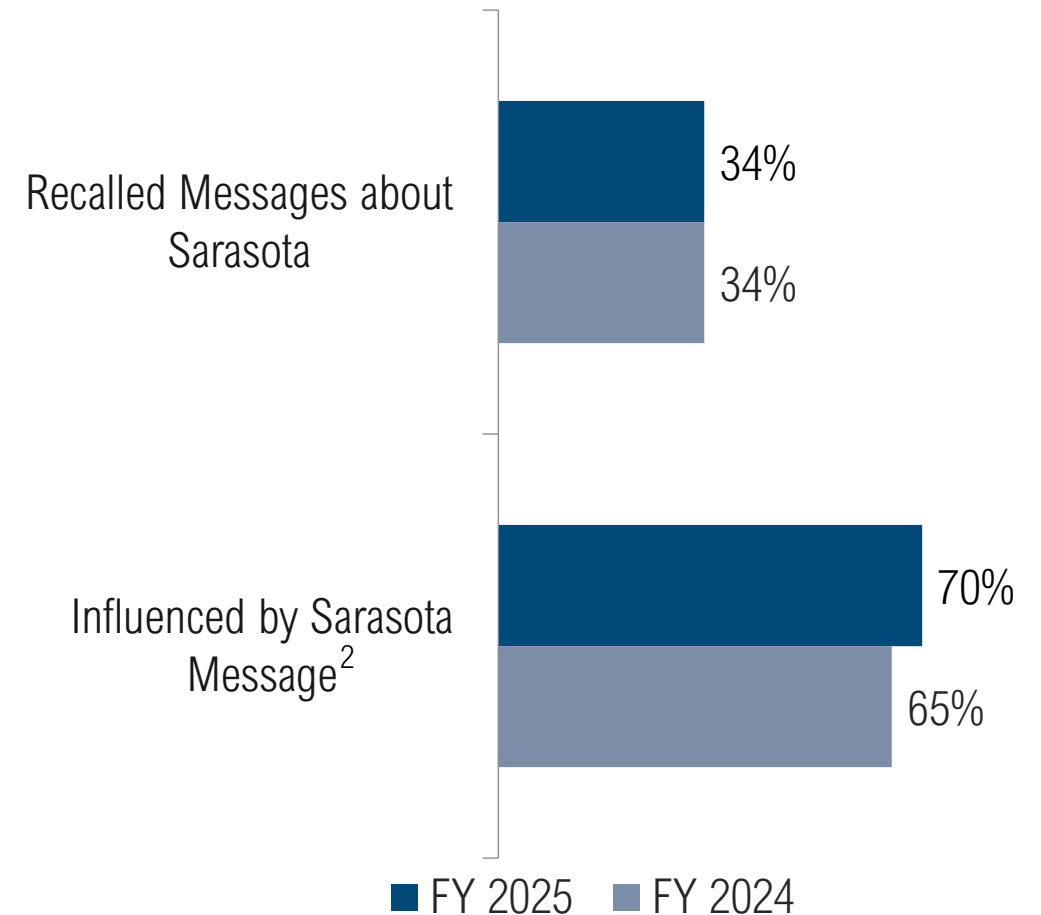
¹ June-September visitor tracking data reflects responses from the updated survey, which includes revised question wording, combined categories, and structural changes. In cases where no direct analog was available, estimates were made based on most recent data and historical trends.

ADVERTISING RECALL¹ FY 2025

Messages about Sarasota	FY 2024	FY 2025
Recalled Messages about Sarasota	34%	34%
Type of Message Recalled ²		
Internet		
Personal social media	20%	24%
Visit Sarasota social media	12%	13%
VisitSarasota.com	13%	11%
Traveler reviews/blogs	11%	9%
Traditional Media		
Newspaper	14%	15%
Magazine	7%	8%
Television	11%	7%
Travel/visitor guide	8%	5%
Brochure	7%	5%
Billboard	4%	4%
AAA	4%	2%
Radio	3%	1%
Influenced by Sarasota Message ²	65%	70%

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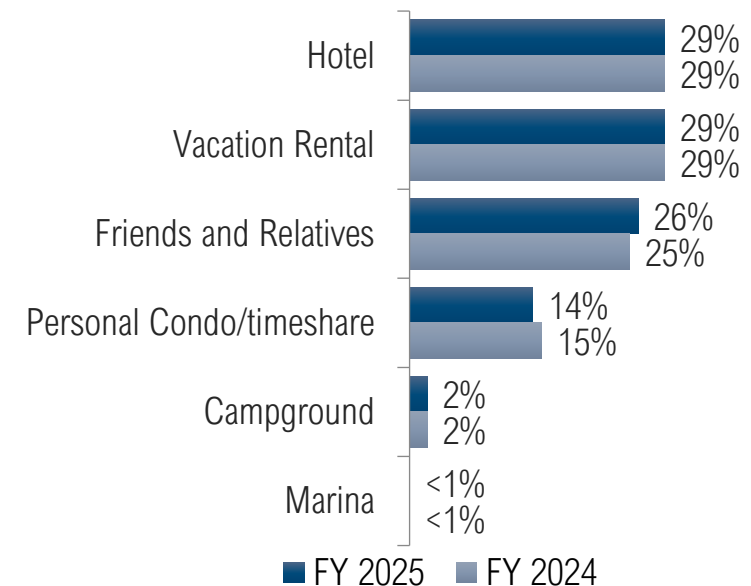
²Base: Visitors who recalled messages about Sarasota



SARASOTA VISITOR PROFILE FY 2025

Purpose of Trip	FY 2024	FY 2025
Vacation	56%	64%
Visit friends & relatives	34%	33%
Relax & unwind	21%	14%
Special occasion	10%	10%
Snowbird/Weather ²	5%	7%
Looking at real estate	6%	5%
Shopping	5%	5%
Business conference or meeting	4%	5%
Attend or participate in a sporting event	3%	4%
Attractions	4%	2%
Nature, environment	4%	2%
Culture, performing arts, etc.	3%	2%
Spring Training	2%	2%
Biking, hiking, etc.	3%	1%
Museums, history, etc.	3%	1%
Fishing, golfing, hunting, etc.	2%	1%
Other	9%	10%

Lodging	FY 2024	FY 2025
Hotel	29%	29%
Vacation Rental	29%	29%
Friends and Relatives	25%	26%
Personal Condo/timeshare	15%	14%
Campground	2%	2%
Marina	<1%	<1%

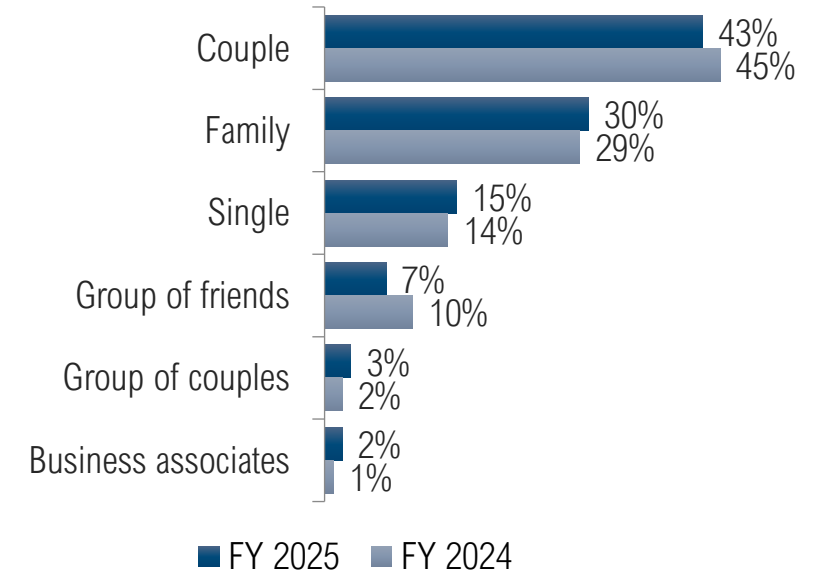


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² Recoded from "Other" responses

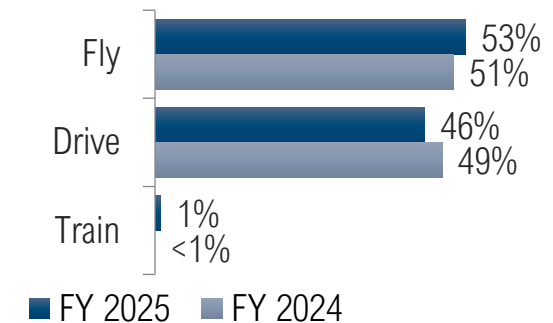
SARASOTA VISITOR PROFILE¹ FY 2025

	FY 2024	FY 2025
Average Days in Sarasota County ²	7.2	7.5
Average Party Size (# of people) ³	3.1	2.9
Travel Party Composition		
Couple	45%	43%
Family	29%	30%
Single	14%	15%
Group of friends	10%	7%
Group of couples	2%	3%
Business associates	1%	2%
Have Children in Travel Party	21%	23%
Transportation Mode		
Fly	51%	53%
Drive	49%	46%
Train	<1%	1%
Airport Deplaned (Base: Flew)		
Sarasota/Bradenton International (SRQ)	50%	52%
Tampa International (TPA)	26%	25%
Orlando International (MCO)	7%	6%
Miami International (MIA)	4%	5%
Punta Gorda Airport (PGD)	4%	4%
Southwest Florida International (RSW)	4%	4%
St. Pete-Clearwater International (PIE)	3%	2%
Ft. Lauderdale International (FLL)	1%	1%
Other	1%	1%

Travel Party Composition



Transportation



¹ June-September visitor tracking data reflects responses from the updated survey, which includes revised question wording, combined categories, and structural changes. In cases where no direct analog was available, estimates were made based on most recent data and historical trends.

² Visitors who stayed in paid accommodations for 30 days or fewer.
³ Visitors staying in paid accommodations

ATTRACTIONS¹ FY 2025

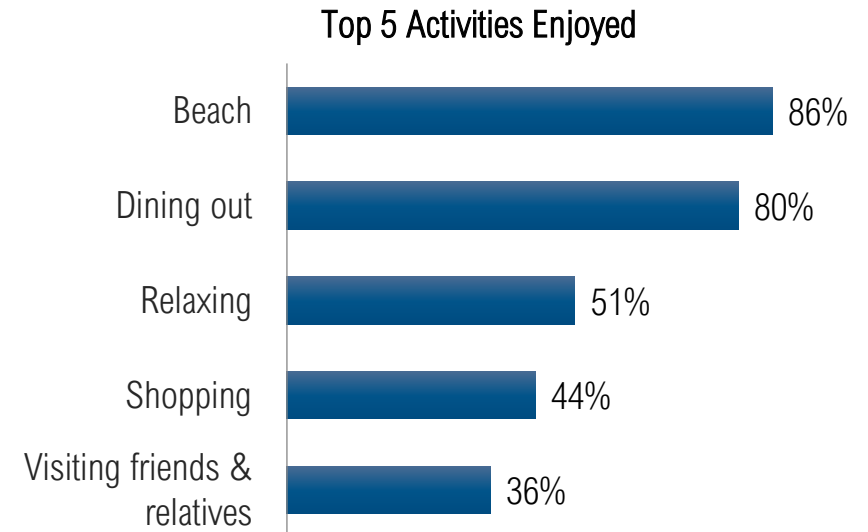
Attractions Visited	FY 2024	FY 2025
St. Armands Circle	55%	56%
Kissing Sailor Statue	40%	42%
Mall at University Town Center	23%	27%
Ringling Museum of Art	21%	23%
Marie Selby Botanical Gardens	15%	15%
Venice Fishing Pier	12%	11%
Mote Marine Aquarium	13%	11%
Myakka State Park	10%	10%
Legacy Trail	9%	8%
Orlando Theme Parks	7%	8%
Tampa Bay Attractions	7%	8%
Prime Outlet Mall	7%	7%
Historic Spanish Point	6%	5%
Sarasota Art Museum	6%	5%
Sarasota Jungle Gardens	6%	5%
Van Wezel Performing Arts Hall	5%	5%
Red Barn Flea Market	4%	4%
Circus Sarasota	4%	4%

Attractions Visited	FY 2024	FY 2025
Ed Smith Stadium (Orioles)	4%	4%
Ringling College of Art	5%	3%
Oscar Sherer State Park	4%	3%
Florida Studio Theatre	4%	3%
Big Cat Habitat	3%	3%
Asolo Repertory Theatre	3%	3%
The Celery Fields	3%	3%
Venice Theatre	3%	2%
Children's Fountain	3%	2%
Sarasota Opera	3%	2%
CoolToday Park (Braves)	2%	2%
Sarasota Orchestra	2%	1%
Sarasota Classic Car Museum	2%	1%
Sarasota Ballet of Florida	1%	1%
Sarasota Film Festival	1%	1%
Sarasota Music Festival	1%	1%
South Florida Museum	1%	<1%
Sarasota Audubon Nature Center	NA	<1%
The Players Theatre	1%	<1%

¹ June-September visitor tracking data reflects responses from the updated survey, which includes revised question wording, combined categories, and structural changes. In cases where no direct analog was available, estimates were made based on most recent data and historical trends.

SARASOTA VISITOR ACTIVITIES FY 2025

Activities Enjoyed in Area	FY 2024	FY 2025
Beach	85%	86%
Dining out	79%	80%
Relaxing	59%	51%
Shopping	40%	44%
Visiting friends & relatives	37%	36%
Reading, cooking, family time	31%	33%
Museums, history, etc.	22%	22%
Special event	21%	21%
Attractions	19%	19%
Kayaking, canoeing, boating	18%	17%
Wildlife, environment, nature	20%	16%
Bars, nightclubs	17%	14%
Biking, hiking, etc.	12%	11%
Culture (performing arts, etc.)	9%	9%
Golf or tennis	8%	7%
Sporting events	6%	7%
Business conference or meeting	3%	5%
Pickleball	3%	4%
Fishing, hunting, etc.	5%	4%
Looking at real estate	5%	4%
Spring Training	5%	4%
Spas	2%	1%



Areas in Sarasota County	Area Stayed	Areas Visited
Downtown Sarasota	52%	67%
Siesta Key	17%	56%
Venice	8%	23%
Lido Key	7%	58%
Lakewood Ranch	5%	16%
Longboat Key	4%	28%
Casey Key	3%	14%
North Port	2%	6%
Englewood	1%	6%
St. Armands Circle	1%	53%
Manasota Key	<1%	4%

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SARASOTA VISITOR PROFILE¹ FY 2025

	FY 2024	FY 2025
Visiting frequency		
1st visit to Sarasota County	23%	24%
10+ visits to Sarasota County	32%	35%
Trip Experience		
Very Satisfied + Satisfied with Visit	98%	99%
Plan to Return	96%	97%
Recommend Sarasota area	96%	98%
Demographics		
Average age of head of household	55	55
Median household income	\$116,200	\$119,400
Ethnicity		
Caucasian	83%	82%
Hispanic	9%	10%
African American	4%	4%
Asian	3%	3%
Other	1%	1%

¹ June-September visitor tracking data reflects responses from the updated survey, which includes revised question wording, combined categories, and structural changes. In cases where no direct analog was available, estimates were made based on most recent data and historical trends.

Visit Sarasota County Economic Impact of Tourism

FISCAL YEAR 2025

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