

Where Do Tourism Dollars Go?



The **Sarasota County Tourist Development Tax (TDT)** is a 5% tax paid by visitors staying in short-term rentals for 6 months or less. Residents do not contribute to this TDT, which is collected entirely by the Sarasota County Tax Collector. As a Destination Marketing Organization, Visit Sarasota County (VSC) receives a small percentage of the TDT for marketing purposes, and is not funded by any tax imposed on residents.



75-80%

Beach Maintenance, Beach Renourishment, Aquatic Nature Center, Sports Stadiums, Arts & Sports Tourism

20-25%
TOURISM PROMOTION

Only a small portion of the TDT is used to market Sarasota County to visitors.



Visit Sarasota County spends its funds to advertise year-round and build relationships in **four target markets**.



LEISURE GUESTS



SPORTS EVENTS



MEETINGS



LEISURE GROUPS



VSC's promotion drives **1/3** of visitation to the region. In 2021, there were **3 million visitors** to Sarasota County.



\$515

ADVERTISING RETURN ON INVESTMENT

For every dollar spent on advertising and marketing, Visit Sarasota County generates \$515 in visitor spending. More than **\$2.2 billion** was recorded in 2021 as direct expenditures from visitors.



ECONOMIC IMPACT

Visitors spend billions of dollars in our region and pay sales taxes on lodging as well as restaurants, goods and transportation, while also saving residents from having to pay for tourism development.

27,400

JOBS IN THE TOURISM SECTOR IN 2021

VSC's efforts help support a stable local economy and provide jobs for small business owners, chefs, servers, hospitality staff and many others.

Economic Impact of Tourism



Tourism is booming, with all economic impact metrics exceeding both 2019 and 2020 levels.



Taxes that visitors pay save each Sarasota County household **\$754** annually.

VISITORS SPEND

\$199

in Sarasota County for every dollar Visit Sarasota County spends on marketing.



A Sarasota County job is supported by every 81 visitors. Total economic impact of tourism accounts for 20% of jobs in Sarasota County.



Occupancy Rate increased **40.8%** year-over-year and Average Daily Rate increased **33.2%**, resulting in a Revenue Per Available Room (RevPAR) increase of **87.5%** from 2020 to 2021.



The total economic impact of tourism in Sarasota County in 2021 totaled **\$3.6+ billion**

2021 VISITORS



Nearly 1 in 5 first-time visitors



Nearly 2 in 5 were loyal visitors, having previously visited **10+ times**

The number of jobs attributed to visitors **increased 54.9%**, resulting in nearly

\$384 million

more in employees' wages attributed to visitors.



The economic impact of tourism on Sarasota County is based on data collected from 2,716 visitors to Sarasota County through interviews conducted throughout the county and online, as well as various government agencies, tourism databases, IMPLAN Economic Impact Modeling software, data sources and ADR statistics provided by properties in Sarasota County.