

# Where Do Tourism Dollars Go?



The **Sarasota County Tourist Development Tax (TDT)** is a **6%** 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 **five target markets**.



**DOMESTIC LEISURE**



**INTERNATIONAL LEISURE**



**SPORTS EVENTS**



**MEETINGS**



**LEISURE GROUPS**



VSC's promotion drives **1/3** of visitation to the region. In 2022, there were **3+ million visitors** to Sarasota County.



**\$258**

## ADVERTISING RETURN ON INVESTMENT

For every dollar spent on advertising and marketing, Visit Sarasota County generated \$258 in visitor spending in 2022. This is an increase over the 2021 figure of \$199 and the 2020 figure of \$162.



## 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.

**29,800**

## JOBS IN THE TOURISM SECTOR IN 2022

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



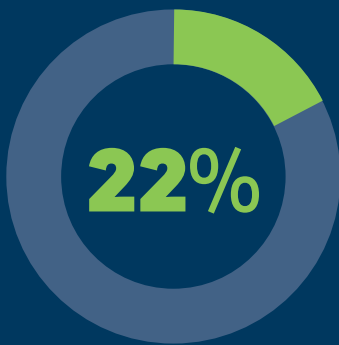
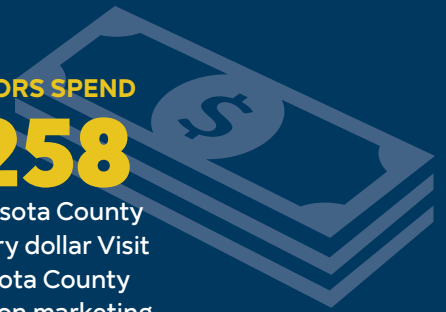
Visitors' direct spending in FY 2022 increased by **14.3%** (per person, per trip), with tourism dollars spent mostly on accommodations, restaurants, shopping, groceries and attractions/entertainment.



Taxes that visitors pay save each Sarasota County household **\$810** annually.

VISITORS SPEND **\$258**

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



A Sarasota County job is supported by every 74 visitors. Total economic impact of tourism accounts for 22% of jobs in Sarasota County.



Between 2021 and 2022, the occupancy of paid lodging increased **8.8%** and lodging rates increased **22.9%**, resulting in a **33.8%** increase in revenue.



The total economic impact of tourism in Sarasota County in 2022 totaled **\$4.2+ billion**



2022 VISITORS  
Nearly 1 in 5 first-time visitors



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

From October 2021 to September 2022, the number of jobs attributed to visitors (directly and indirectly) **increased by 16.4%**.

This resulted in nearly **\$175+ million** more in employees' wages.



*The economic impact of tourism on Sarasota County is based on data collected from 2,733 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.*