

VSC will use third party research to monitor industry performance, measure and track visitors to Sarasota County, provide data on which to base marketing decisions, and measure impact of select VSC advertising efforts.

Measuring Destination & Implementation Success

- Overall Destination Condition
- Travel Activity Indicators and VSC Programming Influences
- VSC Direct Annual Market Results



Overall Destination Condition

VISITATION

July – September Q4 FY19: **237,850**

July – September Q4 FY20: **227,000**

FY19 Total: **1,268,980**

FY20 Total: **966,760**

TRAVEL SPENDING

July – September Q4 FY19: **\$165,812,500**

July – September Q4 FY20: **\$158,102,800**

FY19 Total: **\$1,259,203,200**

FY20 Total: **\$945,333,000**

ROOMS SOLD

July – September Q4 FY19: **542,350**

July – September Q4 FY20: **498,320**

FY19 Total: **2,844,530**

FY20 Total: **2,201,640**

OCCUPANCY (OCC)

July – September Q4 FY19: **53.7%**

July – September Q4 FY20: **49%**

FY19 Total: **66%**

FY20 Total: **52.7%**

AVERAGE DAILY RATE (ADR)

July – September Q4 FY19: **\$138.07**

July – September Q4 FY20: **\$145.82**

FY19 Total: **\$169.58**

FY20 Total: **\$157.98**



Travel Activity Indicators and VSC Programming Influences

SITE VISITS

July – September Q4 FY19: **477,975**

July – September Q4 FY20: **505,779**

FY19 Total: **2,114,471**

FY20 Total: **2,075,373**

SITE REFERRALS

July – September Q4 FY19: **141,901**

July – September Q4 FY20: **137,216**

FY19 Total: **689,489**

FY20 Total: **632,998**

PR/EARNED MEDIA IMPRESSIONS

July – Sep Q4 FY19: **591,100,000**

July – Sep Q4 FY20: **26,500,000**

FY19 Total: **1,651,800,000**

FY20 Total: **76,300,000**

GROUP BOOKINGS

July – September Q4 FY19: **20**

July – September Q4 FY20: **5**

FY19 Total: **77**

FY20 Total: **58**



VSC Direct Annual Market Results

Goal: At the beginning of the new Sarasota County Destination Strategic Plan, a third party study will be completed to calculate VSC’s direct return on investment from visitors who come to Sarasota County that can be attributed to VSC’s marketing efforts using methodology that corresponds to the Florida’s Legislature’s Office of Economic and Demographic Research. This will create a baseline for the continued evaluation of overall VSC effectiveness.

Outcome: This study was completed by Downs & St. Germain. It was emailed to Sarasota County Government Staff in January. It was presented to the Tourist Development Council in January, 2020. It was emailed to County Commissioners in the Summer of 2020. The most conservative methodology shows a \$4.43 Return on Investment.

Goal A: A third-party market research study will be completed to measure the impact of VSC marketing efforts targeted to potential visitors in the Columbus/Cleveland DMAs and Tennessee markets.

Outcome A: This goal was completed. The overall findings for Nashville; the ad campaign was effective for moving 2/3 of the metrics; the campaign was particularly effective in increasing awareness of the destination and its positive attributes; the campaign was effective in motivating consumers to search for more information about Sarasota or to ask a friend about Sarasota. The overall findings for Cleveland; the campaign was effective in moving the needle on all metrics; the campaign was effective in increasing intent to visit Sarasota; the campaign was effective in motivating consumers to go to VisitSarasota.com. In Q1 we worked on creating the advertising campaign and the surveys/metrics we’d use to measure results. The surveys were deployed in Q2. We received the results in Q3.

Effectiveness Measurements

REPORT FOR QUARTER 4 AND FY2020

*VSC was on track to meet all goals in the FY20 plan, but due to the Covid-19 Pandemic hitting towards the end of Q2, some goals were unable to be met.

Goal B: Book three new sports events that have not been held in Sarasota in the last 5 years to generate a pool of new visitors.

Outcome B: One was booked in Quarter 1, two additional booked in Quarter 2, two additional booked in Quarter 3; one additional booked in Quarter 4 (Perfect Game Baseball Tournament) with the YTD number being SIX booked at of end of FY20.

Goal C: Increase May – November sports room nights in Sarasota County by 3% over FY2019.

Outcome C:

	9,355	n/a	8,843	34,065	52,263
	10,466	n/a	2,863 <i>Updated</i>	20,260	YTD: 33,589 Goal: 53,830

Goal D: Produce at least \$85,000,000 in indirect economic impact in Sarasota County through sports events.

Outcome D:

\$38,810,124	\$35,559,175	\$5,368,060 <i>Updated</i>	\$16,881,645	YTD: \$96,619,004 Goal: \$85,000,000



Goal E: VSC will produce 150 group leads to Sarasota County Accommodations.

Outcome E:

	40	43	60	36	179
	51	33	15	18	YTD: 117 Goal: 150

Goal F: Increase economic impact of groups/meetings booked by 18%.

Outcome F:

	\$2,313,458	\$2,105,974	\$2,544,276	\$3,787,178	\$10,750,886
	\$2,732,559	\$1,876,108	\$470,566	\$868,762	YTD: \$5,947,998 Goal: \$12,686,045



Goal G: Increase total number of industry influencers/buyers (meeting planners, travel agents, tour operators, media, etc.) hosted in destination by 10%.

Outcome G:

	Q1	Q2	Q3	Q4	Total
FY19	52	27	32	42	153
FY20	46	54	5	8	YTD: 113 Goal: 169

**VSC was on track to meet all goals in the FY20 plan, but due to the Covid-19 Pandemic hitting towards the end of Q2, some goals were unable to be met.*

Goal H: Increase referrals from our website platforms to our Sarasota County industry businesses by 3%.

Outcome H:

	Q1	Q2	Q3	Q4	Total
FY19	138,306	207,124	202,158	141,901	689,489
FY20	142,027	203,483	150,272	137,216	YTD: 632,998 Goal: 710,173

Goal I: Report Quarterly on Social Media Campaigns.

Outcome I: In Q4 of FY2020, VSC continued to adjust its social media strategy to the evolving demands of the COVID-19 pandemic. VSC slowly reintegrated a social media boosting strategy, but limited targeting to locals and drive markets instead of original target markets of Columbus/Cleveland, OH DMAs and Nashville, TN. VSC reached 8,505 users in these markets and increased followers in these markets to 519 (10% increase from Q3 and 19% increase from Q1).

VSC executed an organic hashtag campaign in July as an effort to keep Siesta Beach’s No. 1 beach in the U.S. designation (2020 TripAdvisor Travelers’ Choice Awards™) top of mind. The hashtag #SiestaBeachSummer was used 135 times on Instagram as of early August. VSC contacted 38 local influencers to help promote the hashtag campaign, resulting in 18 posts and 86,641 engagements. VSC also shared 36 posts on Instagram tagging a total of 110 local businesses and creating 11,368 engagements.

Sarasota Big Pass (SBP), VSC’s Annual Promotion, designed to promote the various shopping districts throughout the County, was promoted on social during August and September. SBP posts from VSC accounts reached 171,328 users on Facebook and received 3,301 engagements on (33 posts, 1.93% engagement rate), and on Instagram reached 10,680 users and received 596 engagements on (3 posts, 5.58% engagement rate). VSC also deployed an “Instagram Story Takeover” strategy with 10 participating partners, resulting in 163 story posts and a total organic reach of 91,676 users.

Goal J: Two educational summits connecting Sarasota County businesses with the Crisis Preparedness Plan and the resources that are available.

Outcome J: In Quarter 1 we asked partners what kind of educational offerings would be most helpful and we heard from many they needed marketing support to bounce back from the red tide experienced in the year before, therefore in Q2/January, 2020, we hosted a well-attended summit on How to Reacquire Past Guests.

In light of the Covid-19 Pandemic, in March and in Q3, we virtually hosted 22 sessions with topics based on industry feedback. In Quarter 4 we virtually hosted 11 more sessions with topics ranging from CARES Act Funding information; FY21 Low-Cost Marketing Opportunities and more. While we knew this goal would be important for our industry during the year, we never dreamed it would have been as critically needed as it was. **This is for a total of 34 educational summits by end of FY20.**



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