

VSC Marketing Outlook Presentation 2016

Why Does Tourism Marketing Matter?

- One out of every five people working in Sarasota County has a job supported by tourism.
- According to the new national study by Oxford Economics, destination marketing is an engine of economic development.
- There is a clear link to economic development success in those communities with strong investment in destination marketing.
- Destination Marketing Organizations both create the image of a community that is projected around the world and protect that image.



A Look Back at FY 2015

- Record visitors in paid lodging of 1,084,140 in Sarasota County, a 9.3% increase over FY 14.
- Total Economic Impact of Tourism reached \$2,662,422,701, a 12% increase over FY 14.

A Look Back at FY 2015

- Average age head of household is 56.
- Median annual household income is \$122,800.
- Ethnicity: 87% Caucasian, 4% African American, 2% Asian and 4% Hispanic.
- Top three occupations of Sarasota County visitors are Professional/Technical, Retired, Executive/Managerial.
- Days in market = 6.2.

A Look Back at FY 2015

- 78% of Sarasota visitors received destination information from internet.
- Internet information consulted:

Hotel websites	32%
Airline	21%
VisitSarasota.org	28%
Trip Advisor	24%

Domestic Visitation

- In 2015, U.S. room demand growth has been outpacing GDP.
- Since 2011, consumer spending grew 14% while spending on lodging grew 28%.

Domestic Visitation

- 2015 U.S. occupancy growth 2.9%.
- FY 2015 Sarasota occupancy growth 3.5%.

- 2015 U.S. ADR growth 5%.
- FY 2015 Sarasota ADR growth 7.6%.

Domestic Visitation Outlook

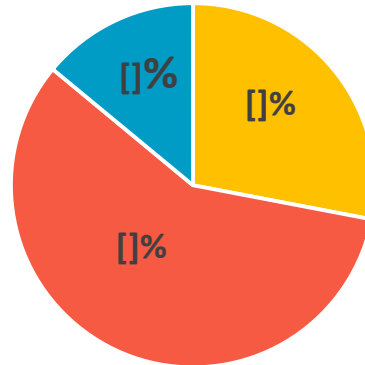
- Low gas prices are putting an average of \$1,000 extra disposable income in consumer wallets.
- Continued strong U.S. domestic travel but a tapering of that growth.
- Room demand growth of 2.2% nationally for 2016.

International Travel to U.S

- Weak Euro and CAD to the U.S. Dollar, British sterling remains strong.
- In 2015, despite international economic challenges, international air passenger traffic growth at 6.5%.
- Growth gap between emerging markets and developed markets has narrowed. Emerging markets are no longer driving global growth.

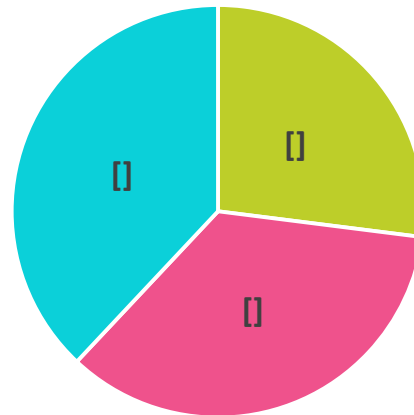
International Travel to U.S

Sarasota European Visitation FY 2014 - 105,820



Central European UK Other

Sarasota European Visitation FY 2015 - 108,790



Central European UK Other

International Travel to U.S

- National outlook is for zero growth in European inbound visitation to the U.S.
- VSC saw some softening in bookings while at World Travel Market.
- New opportunities with additional international flight to region.
- VSC stronger investment in UK, German and South America.

Combating Zero European Growth

- Increased desired product offerings for tour operators
- Creating more dynamic “experience” packages
- Target “Twin Centre” Holidaymakers, Canada & S. America

Trust
USAirtours You Can't Beat Experience

VISIT
SARASOTA
COUNTY

Destination of The Month - Sarasota
14 Nights Orlando & Sarasota, Twin-Centre
Flights with British Airways from London

SAVE £280pp*

DESTINATION of the month

Your Twin-Centre
7 Nights at Rosen Inn @ Pointe Orlando
FREE Orlando Theme Park Transportation
7 Nights at Sandcastle Lido Beach, Sarasota
Stunning Private Natural White Beachfront
FREE Wi-Fi & Complimentary Beach Loungers

Travel Dates

01st January - 23rd March 2016	from £759pp
4th April - 21st June 2016	from £729pp

ABTA  **Terms & Conditions**
Offer based on 2 Adults & 2 Children sharing
Subject to availability at time of booking

VISIT
SARASOTA
COUNTY

Travel Trends

- Consumers want personal service despite digital world. High Tech and high touch and provide consumers with opportunity to share.
- Single households are growing in the U.S. People are getting married later and living longer as a single person. Creation of a kinship economy.
- “Context is king, not content”. What does it mean to me and what will the experience do for me.

Example

- Matching social content to the right audience (context) harnessed greater social media engagement

Savor Sarasota Social Advertising:

INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Food

Local food

Add demographics, interests or behaviors **Suggestions** | Browse

and MUST ALSO match at least ONE of the following

Behaviors > Purchase behavior > Food and drink > Fresh & Healthy

Fresh & healthy

Behaviors > Purchase behavior > Food and drink > Health food

Fresh produce

Behaviors > Purchase behavior > Food and drink > Meat and seafood

Meat

Seafood

Behaviors > Purchase behavior > Food and drink >

Add demographics, interests or behaviors **Suggestions** | Browse

Visit Sarasota County
Written by Eddie Kirsz 191 · June 3, 2015 ·

Enjoy \$15 multi-course lunches and \$29 multi-course dinners at local Sarasota restaurants!

60,352 people reached **Boost Post**

35k Views

Like Comment Share

John Sims, Norman Schimmel, Seana Elliot-Mincy and 363 others like this. **Top Comments**

156 shares 36 comments

Write a comment...

Clyde Carey Are you asking me on a date? if so then maybe you should just do it?
Like · Reply · 1 · June 3, 2015 at 2:14pm
 View previous replies

Visit Sarasota County Join her Clyde and enjoy a #SavorSarasota date!
Like · Reply · 2 · Commented on by Eddie Kirsz 191 · June 3, 2015 at 4:51pm
 View more replies

Jody L. Geiger Capital Grill at UTC was excellent
Unlike · Reply · Message · 1 · June 3, 2015 at 7:25pm

Shirley Brown Go to Savor Sarasota 2015.com for restaurants & menus.
Like · Reply · Message · 1 · June 4, 2015 at 11:59pm

Shella Papini Teunani on central ave Sarasota is Fabulous. Not just sushi they have hibachi too. Don't miss this incredible restaurant. Also Sardinias on 41-Outstanding. Chef came out and invited us to visit kitchen where he has a brick oven umpires from Italy.

Travel Trends

- 79% of people have their phone near them for all but 2 hours of the waking day.
- In 2016, mobile device travel bookings are going to double to 36 million.
- 1 in 3 consumers do their purchase research on mobile. 69% finish their transaction on desktop. Real impact on tracking your data.
- Clicks may not necessarily be a solid measure of success.

Travel Trends

The Booking Cycle



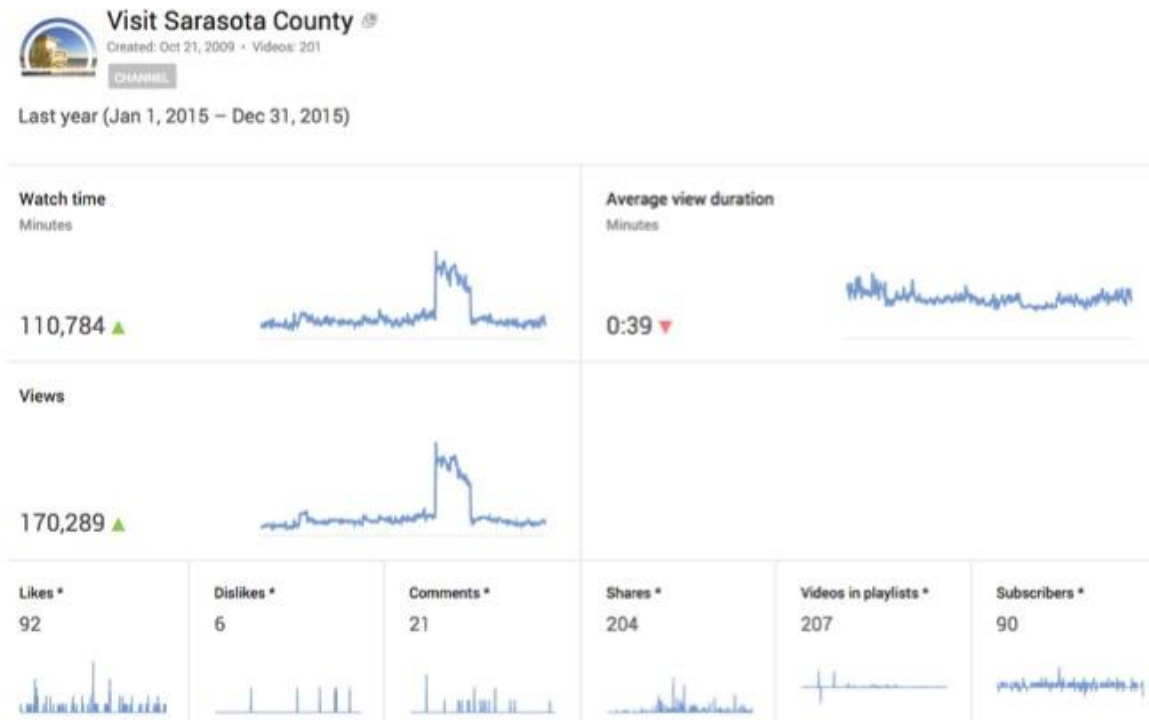
Travel Trends

- Google is becoming a travel company.
- Google flight and the potential impact for Sarasota.
- Coming in mid-year 2016, Google hotels.
- Google rolling out a destination platform based upon Wikipedia. VSC role in content.
- In one month, You Tube had 6 billion views.
- If a customer has not decided upon the destination, they will search video before traditional searches.



Google Sarasota

Visit Sarasota County on YouTube



SIESTA BEACH
THE NO.1 BEACH IN AMERICA
TRIPADVISOR 2015

Analytics Video Manager

No. 1 Beach on TripAdvisor: Siesta Key

Visit Sarasota County
Channel settings

55,572

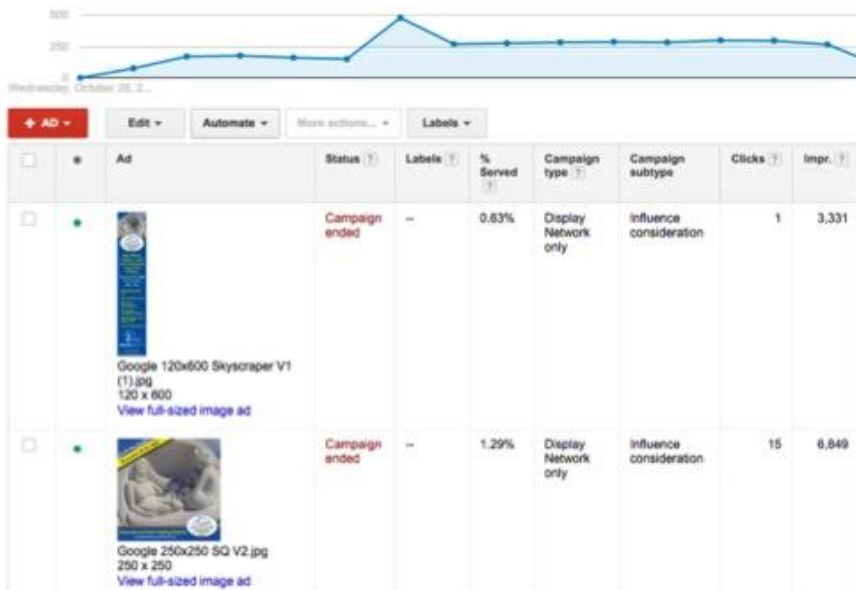
+ Add to Share More

Published on Aug 13, 2015
Visit Sarasota County is the Official Tourism Marketing entity for Sarasota County. Enjoy our video and learn more about the white sands, magnificent arts and array of attractions in Sarasota County! Visit www.visitsarasota.org for more information.

SHOW MORE

Google Sarasota

Google Adwords:
Advertising specific content in the right
context all over the web.



Targeting

Display keywords

siesta key sarasota
sarasota beach
siesta key beach
Sarasota
Beaches
siesta key sarasota fl
siesta key condo
16 more

Topics

Travel + Tourist Destinations +
Beaches & Islands

Targeting optimization

Let AdWords automatically find new customers

- Conservative targeting:** find additional customers, at your current cost per customer
- Aggressive targeting:** discover even more customers, around your current cost per customer (Display Campaign Optimizer)

Ad targeting

Targeting optimization
Conservative

Weekly available impressions
Display Network
450K - 500K impressions



Targeting methods

- Display keywords (23)
- Topics (1)

Placement	Status	Max. CPC	Clicks	Impr.	CTR
smartravel.tips	Campaign ended	\$1.00	1,008	20,351	4.95%
baynews9.com	Campaign ended	\$1.00	161	46,011	0.35%
stfglobe.com	Campaign ended	\$1.00	102	2,253	4.53%
thecrazytourist.com	Campaign ended	\$1.00	93	3,427	2.71%
accuweather.com	Campaign ended	\$1.00	88	24,754	0.36%

About 3,190,000 results (0.58 seconds)

Venice, Florida - Enjoy Sun, Sand & Beaches When you

Ad www.visitsarasota.org/Venice
 Visit Venice, Florida! Book Today.
 Award Winning Beaches - Official Travel Site - Beautiful Sunny Weather
 Free Visitors Guide - Area Beaches - Packages & Deals - Sarasota Hotels

venice, fl on Twitter

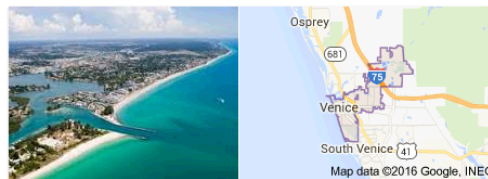
<https://twitter.com/search/venice,+fl>

Greg Salvatori (@GregSalvatori)
 1 hour ago - [View on Twitter](#)

Has anyone seen my shorts? Whatever, speedos will do for Florida... @ South Venice Beach
www.instagram.com/p/BAxPG...

Mark Elliott (@docmarkelliott)
 1 hour ago - [View on Twitter](#)

Enjoying the south jetty on Venice Island, FL



Venice

City in Florida

Venice is a city in Sarasota County, Florida, United States. As of the 2010 census, the city had a population of 20,748. It is noted for its large snowbird population. [Wikipedia](#)

Weather: 64°F (18°C), Wind E at 7 mph (11 km/h), 52% Humidity

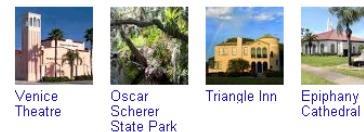
Hotels: 3-star averaging \$170. [View hotels](#)

Population: 21,253 (2013)

Events

Live Music with Brian Neale Crow's Nest Marina Restaurant	Wed Jan 20
Live Entertainment with Darrell Lawhorne Crow's Nest Marina Restaurant	Thu Jan 21
Live Music with Bob Comeau Crow's Nest Marina Restaurant	Fri Jan 22

Points of interest



Welcome to the official Website of City of Venice, FL

www.venicegov.com/ Venice
 History, meeting schedules, job openings, project statuses, some printable forms.
 Official site.
[Utilities](#) - [Jobs](#) - [Special Events](#) - [Venice Municipal Beach](#)
 You've visited this page 2 times. Last visit: 3/24/15

Venice, Florida - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Venice,_Florida
 Venice is a city in Sarasota County, Florida, United States. As of the 2010 census, the city had a population of 20,748. It is noted for its large snowbird population.
[History](#) - [Geography](#) - [Demographics](#) - [Arts and culture](#)

Venice - Visit Florida

www.visitflorida.com/en-us/cities/venice.html
 Just south of Sarasota along Florida's white-sanded Gulf Coast, Venice offers 14 miles of beaches from Casey Key to Manasota Key and plenty of recreational ...

Venice Tourism: Best of Venice, FL - TripAdvisor

www.tripadvisor.com/Tourism-g34705-Venice_Florida-Vac...
 The shark tooth capital of the world, Venice, Florida, is known for its spectacular shoreline. Stroll down Venice Avenue with its pink, Italian Renaissance ...

Travel Trends

- Trip Advisor had 1 billion impressions last year for Florida.
- There were 250 million unique views on Trip Advisor for Florida last year.
- Florida had a 32% growth in views on Trip Advisor in the past year.



tripadvisor®

Sarasota, Florida, United States

What are you looking for?

Search

United States > Florida (FL) > Southwest Gulf Coast > Sarasota Tourism

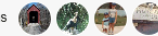


Fun for the whole family

DISCOVER SARASOTA

Sarasota, Florida

105,298 reviews and opinions



(Photo provided by: Visit Sarasota)

- Lodging (71)**
16,724 Reviews
- Vacation Rentals (464)**
1,182 Reviews
- Flights**
- Things to Do (294)**
23,256 Reviews
- Restaurants (937)**
61,489 Reviews
- Forum**
2,612 Posts

Overview

Travel Guides

Places to Stay

Location

Things to Do

Official Resources provided by



What kind of beachgoer are you? Chances are, you'll find something in the Sarasota area that appeals to you. Soft sand, fishing piers, shells—you can find it around here. Just don't go looking for a nude beach—that's the one thing they don't have.

Discover Sarasota, Florida

- Visit our website
- Send us an email
- Download our official guide
- View promotions
- View events
- Connect with us



Travel Trends

- Facebook and Instagram urge moving from metric of likes and shares to yield, volume and market share. Look at brand engagement.
- Facebook/Instagram are as big as Google and Twitter combined.
- 8 billion video views on Facebook daily with autoplay. Catch consumers in 3 seconds.
- 50% of people watching live television are also viewing a second screen.



Brand Engagement

- **Measuring engagement and market share versus competitors**

Engagement Rate = (Likes + Shares + Comments)/Fans/Posts X 100

Page	Cortex Score	Average Int/Post	Engagement Rate ▲	Posts	Fan Count	Facebook Interactions
Visit Tampa Bay	30.68%	68.78	0.17%	63	41,371	4,333
Visit Jacksonville	45.45%	119.87	0.21%	60	57,505	7,192
Discover The Palm Beaches Florida	63.64%	191.42	0.25%	60	76,527	11,485
Visit St. Pete/Clearwater	76.14%	591.20	0.30%	59	196,307	34,881
Visit Sarasota County	38.64%	103.55	0.30%	51	34,115	5,281

Travel Trends

- Be timely with your content so it can be shared.
- On both Instagram and Facebook, use non-commercial stunning video and serve up offer or message at the end.
- Remember that many people have sound off while watching initial video so visual must carry your message.

Example

- **Creating timely content: Wimbledon**



Playing Tennis in Sarasota County

Sarasota County is well-known as the cradle of golf and a beach-goers paradise. For those who would rather swing a racquet than a club, there are plenty of options for different levels of dedication to the sport.

By Lynn Hobeck Bates July 6, 2015

Facebook Like, Twitter Tweet, Print, Email, Share icons

Perfect your backhand and ace your tennis game in Sarasota County. A variety of venues offer courts for players from novices to experts.

The Resort at Longboat Key Club has plenty of bragging rights in Florida. Recognized as by *Tennis Magazine* as the "Number One Tennis Resort on the Gulf Coast of Florida" and one of the "Top Ten Tennis Resorts in America", the tennis gardens feature a USTA-certified stadium and 20 Har-Tru tennis courts. Resort guests can take lessons from professionals and children, aged 8-17, can participate in tennis camps. The on-site restaurant, **Court 21 Café & Lounge** offers fuel before or after your game.

The Cedars Tennis Resort on Longboat Key is another option to play at a exclusive destination. This resort, with 10 well-kept HarTru courts, is complete with a junior Olympic swimming pool, a fitness center and bicycle availability for some cross training.

Guests staying at the Manasota Beach Club offers shaded courts just a stone-throw from the Gulf of Mexico.

Sarasota Sports Club, located in central Sarasota County and a few miles from Siesta Key, offers 19 Har-Tru courts and offers lessons and clinics for adults and children. In addition to 29 tennis courts, **Sarasota Bath and Racquet Club** features five racquetball and three squash courts.

Wimbledon 2015: Bracket, schedule and scores for men's draw

By Louis Bien @louisbien on Jul 12, 2015, 12:35p



Susan Mullane-USA TODAY Sports

Novak Djokovic is the 2015 Wimbledon champion after beating Roger Federer in the finals.

TWEET SHARE (46) PIN

Things couldn't have been more exciting at this year's Wimbledon, with all of the top three seeds making it into the semifinals, and a final between top seed Novak Djokovic and second seed Roger Federer.

Read more: Check out our coverage of the **Wimbledon 2015 women's draw**.

flat-rate

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Start Today

Merrill Lynch, Pierce, Fenner & Smith Incorporated

LATEST NEWS

- The good, bad, and ugly of the 2016 Hall of Fame
- How did our breakout NFL players do in 2015?
- Read Option: Numbers suggest early Clemson lead
- Curry's warmups are better than some games
- Griffey, Piazza elected to Hall of Fame
- Hawks organist's new song mocks instant replay
- Shadow Boxer
- Raines, Bagwell have to wait til next year again

Example

- **Timely Holiday Content**



Image Courtesy of Libby's



Make Your Holiday Table A Local One in 2015

Make your holiday table one that sets the bar high for all other years. Enjoy our list of local food shopping options.

By Robin Draper November 9, 2015

Like 22 Tweet 0 +1 0 Pin

As we begin planning, preparing and shopping for our special holiday menus we often find ourselves in crowded grocery stores, standing in long lines, faced with limited parking - all occurring amidst a sea of impatient shoppers.

It's a daunting thought, isn't it?

But your shopping experience doesn't have to be an unpleasant journey. There is a delightful alternative for holiday food shopping with no lines and a relaxing drive through the countryside. And it is right here.

Sound interesting? Are you in?

Regional farms and markets in Sarasota County are prepared to help with your holiday shopping needs, and provide a unique experience with no lines, personable help, and best of all - fresh local food. Plus, you get that "wonderful" feeling with the knowledge that you are supporting farmers and

Thanksgiving specials in Sarasota County 2015

Don't let stress ruin your holiday. Indulge in specials from around town at several different restaurants.

By Jess Smith November 16, 2015

Like 38 Tweet 1 +1 1 Pin

The weather is beginning to cool down in Sarasota—almost—and as Fall settles in on the Gulf Coast, the holiday season is right around the corner.

Thanksgiving is one of the most festive days of the year, but it can also be one of the biggest headaches for hosts who are tasked with the production of the feast: Coordinating the prized turkey's journey from kitchen to dining room table is a challenging feat for even the most seasoned holiday chef.

The kitchen becomes a war zone with roasting turkeys competing with baked casseroles and pies for precious oven space; pounds of potatoes that require peeling and mashing, gravy boats overflowing, and stress points boiling at an all-time high.... Maybe this year, it's time to let someone else do the work.

This year, we've done the prep work so you don't have to: Check out our list of restaurants in Sarasota that are offering exclusive holiday specials. This Thanksgiving, it's your turn to stuff your belly, without the stress, so go ahead and indulge. Just don't forget to pass the gravy.

Florida Orange Grove Pie - A Holiday Treat

By Robin Draper December 10, 2015

Like 190 Tweet 0 +1 0 Pin

Now is when Florida's citrus is ripening on the trees dotting the landscape with colorful orange and yellow hues, and reminding us of our state's bounty. These reminders give us special reason to add citrus to our holiday menus.



Several local groves are now harvesting citrus and bringing the "plenty" to the farmer's market. So, it's time to head to one of the several Sarasota County farmers markets. Or if you prefer to select your fruit at the source, consider a trip to the local Albritton and Nokomis Groves, or Brown's Grove to pick through the wooden bins yourself, a truly authentic Florida experience.

Travel Trends

- Twitter has become a real time information network.
- Vine is now integrated into Twitter.
- Twitter's travel audience is 1.5x likely than average consumer to take 3 vacations per year.
- You can build customer service through Twitter but must be prepared to act immediately.



Notifications



Delta Assist @DeltaAs... 10/31/15 @vhaley Please try and do it asap, while the seat is available. *AD



Delta Assist @DeltaAs... 10/31/15 @vhaley Unfortunately the gate has control of the seat. Please go to the agent and ask to be seated in 25F. *AD



Delta Assist @DeltaAs... 10/31/15 @vhaley I can try to change you to 25F. Would that be ok? *AD



Delta Assist @DeltaAs... 10/31/15 @vhaley Are you on a Delta

Notifications



Delta Assist and Alex Mahadevan followed you



Delta Assist @DeltaAs... 10/31/15 @vhaley Pls follow/DM your confirmation so I may take a look. *AD



Delta Assist @DeltaAs... 10/31/15 @vhaley I know it must be upsetting for you. I'm assuming the flight is full? *AD



Delta Assist @DeltaAs... 10/31/15 @vhaley My apologies Haley, please contact us after your trin is completed and we can

Travel Threats

- U.S. government uncertainty with shut downs, closed national parks etc. were a threat but not as dominant.
- Open U.S. Presidential election cycle usually creates some consumer uncertainty.
- Soft target threats as seen in Paris.
- Red tide and “windy” season.

The Sharing Economy

What is being shared:

1. Entertainment and media.
2. Transportation.
3. Hospitality and dining.

The Sharing Economy

- 72% of the U.S. population say they participate in the sharing economy.
- 83% of consumers say it is more convenient.
- 63% say it is more fun.
- 86% makes things more affordable.

69% do not trust sharing economy companies until recommended by someone they trust.

The Sharing Economy

- Airbnb has 425,000 guests per night, 22% more than Hilton Worldwide.
- Airbnb customers want to experience destinations as locals, not tourists.
- 74% of Airbnb properties are outside the main hotel districts.
- 81% of Airbnb hosts share the home in which they live.



Outlook for Sarasota County

- Sarasota County will see visitation growth of 5%.
- Sarasota County will see visitor spending grow by 3%.
- Fairly flat RevPAR for the year as we begun to absorb new lodging inventory.

Credits

VSC is grateful for the travel insights provided by the presenters at the Travel & Tourism Research Assn's 2015 Marketing Outlook Forum, especially Adam Sacks of Tourism Economics and Dr. Arun Sundararajan, NYU School of Business.

Thanks too for the information gathered by Virginia Haley during the Visit Florida Digital Roadshow visits in California to Adara, Google, Facebook, Twitter, Airbnb and Trip Advisor.