

City Council  
PIO

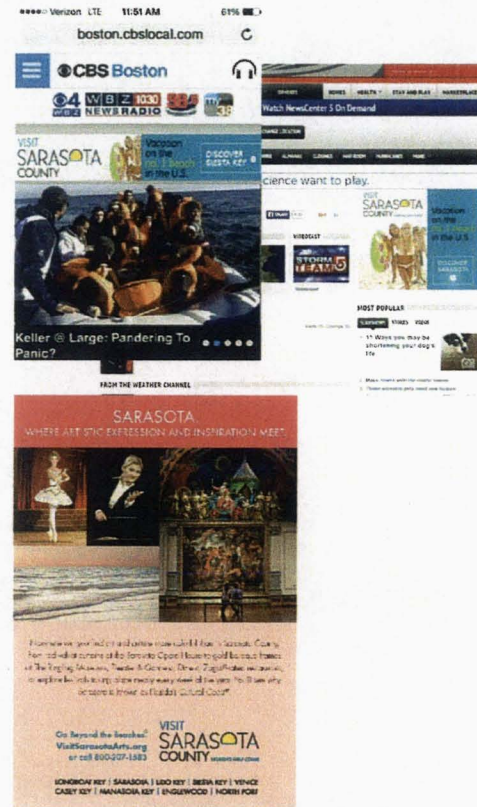
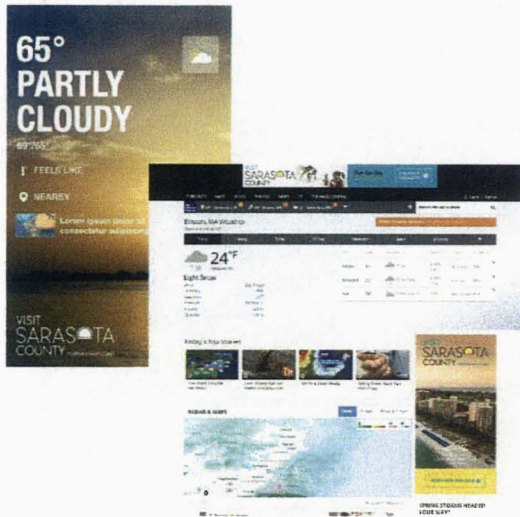
# Visit Sarasota County

## Update to Tourist Development Council

### June, 2016



# Example of Effective Advertising: Boston Campaign



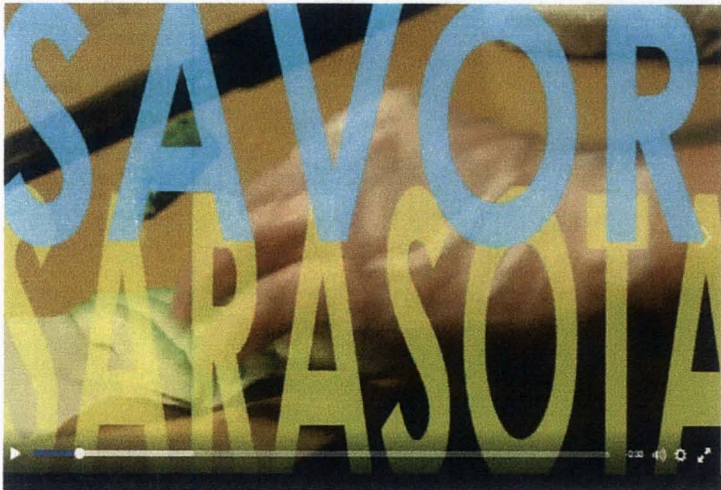
## Boston Campaign Details: Winter, FY 2016

- The Broadcast TV campaign delivered a total of 16,666,319 impressions. Over-delivering by 6%, more than 950,000 impressions. Stations included the top three broadcast networks in the market.
- Full page ad in the Boston Globe Magazine (circulation of 307,000).
- Full page ad in the Boston Symphony Orchestra - Boston Pops Holiday Edition (60,000 circulation) ran in December at 37 concerts.
- Boston Globe Sunday Travel Section (total circulation of 614,000). Added Value included advertorial, and two email blasts to 120,000 subscribers.
- added value in Boston totaling \$59,550. That's over 51% of the Boston paid TV investment of \$115,000 for 2015. The added value digital campaign generated 1,106,494 impressions.
- Digital placements through the Weather Channel and Trip Advisor Weather Channel and Trip Advisor advertising campaigns increased traffic from the Boston area by 30%.

## Boston Campaign Results

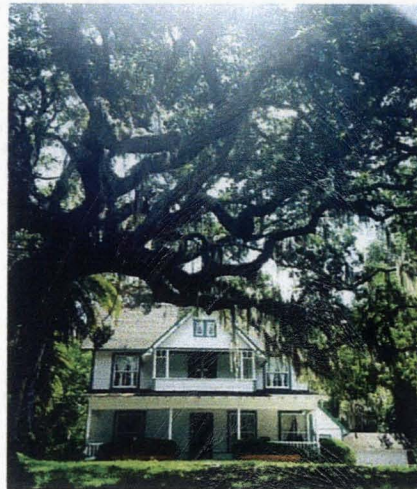
- Utilizing an existing relationship with Arrivalist on the VSC website, the team was able to track arrivals coming from the Boston market. There were 35 arrivals from the Boston DMA, with an average of 15 to 30 days of travel planning that led to arrivals.
- Year-over-year, individuals visiting the website from Boston increased 117.3% in November and 41.1% in December.
- Individuals visiting the website in the state of Massachusetts increased 119.7% in November and 46.6% in December, year-over-year.
- VisitSarasota.org page-views increased 13% from October to November, and 30% from November to December, aligning with the campaign.

## Social Media Campaign Update: Savor & VF Meet-up



### Savor Sarasota Video:

- 184,324 Views
- 1,700 reactions
- 863 Shares
- 150 Comments



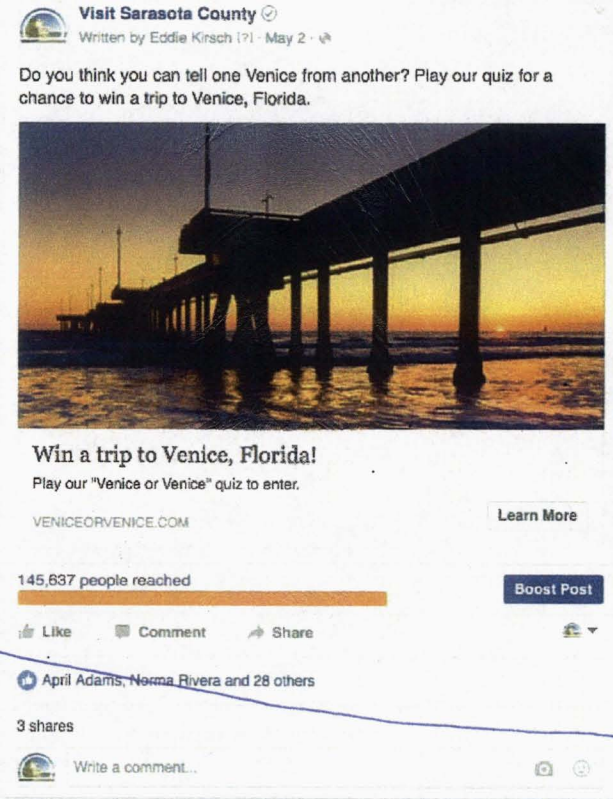
### Visit Florida "48 Hours of Sunshine" Meet-up:


- Instagram Posts: 28
- "Likes": 1893
- Comments: 128


## Social Media Campaign Update: Venice

### Venice or Venice:


- 17,199 Website Clicks
- Reached 229,970
- \$0.12 Per Website Click
- Taken 1,067 times
- 248 conversions



**Visit Sarasota County** 

Written by Eddie Kirsch [?] · May 2 · 





Do you think you can tell one Venice from another? Play our quiz for a chance to win a trip to Venice, Florida.




**Win a trip to Venice, Florida!**  
Play our "Venice or Venice" quiz to enter.




[VENICEORVENICE.COM](http://VENICEORVENICE.COM)

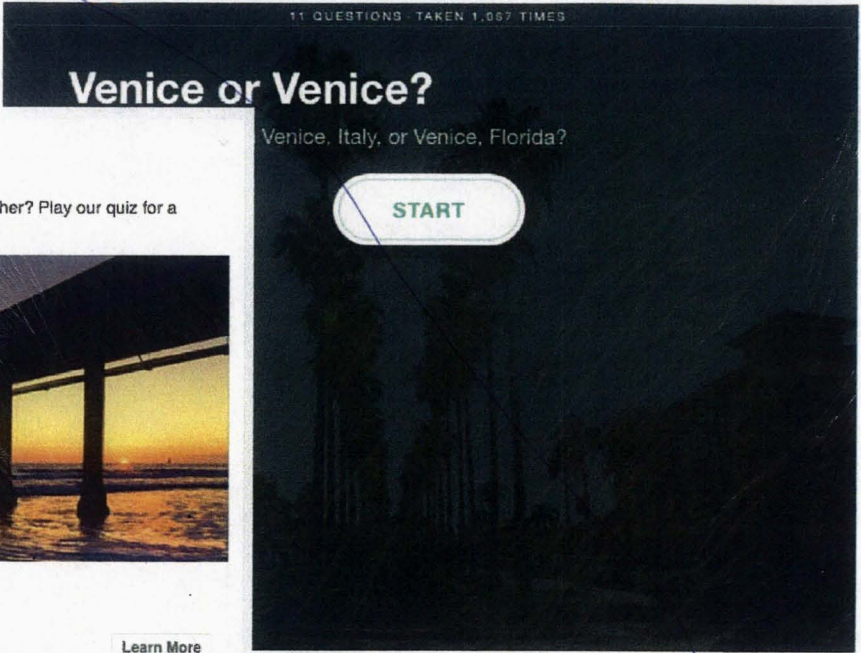
145,637 people reached

 Like  Comment  Share 

 April Adams, Norma Rivera and 28 others

3 shares

 Write a comment...  



11 QUESTIONS · TAKEN 1,067 TIMES

## Venice or Venice?

Venice, Italy, or Venice, Florida?

**START**

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