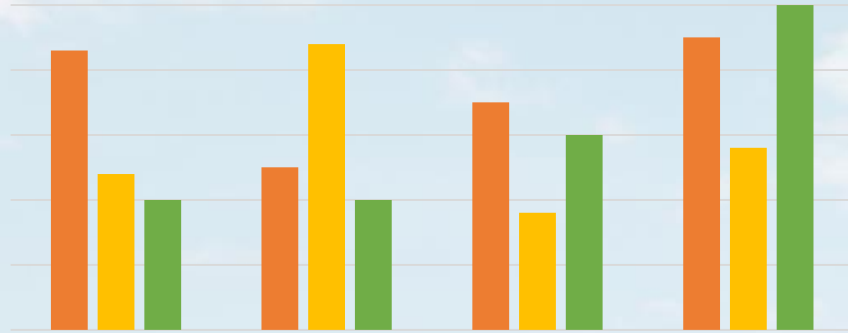


Visit Sarasota County

Economic Impact of Tourism: Fiscal Year 2018

Purpose of Economic Impact Research

Document



Inspire



Inform Marketing



Communicate



Tourism Matters to Sarasota County

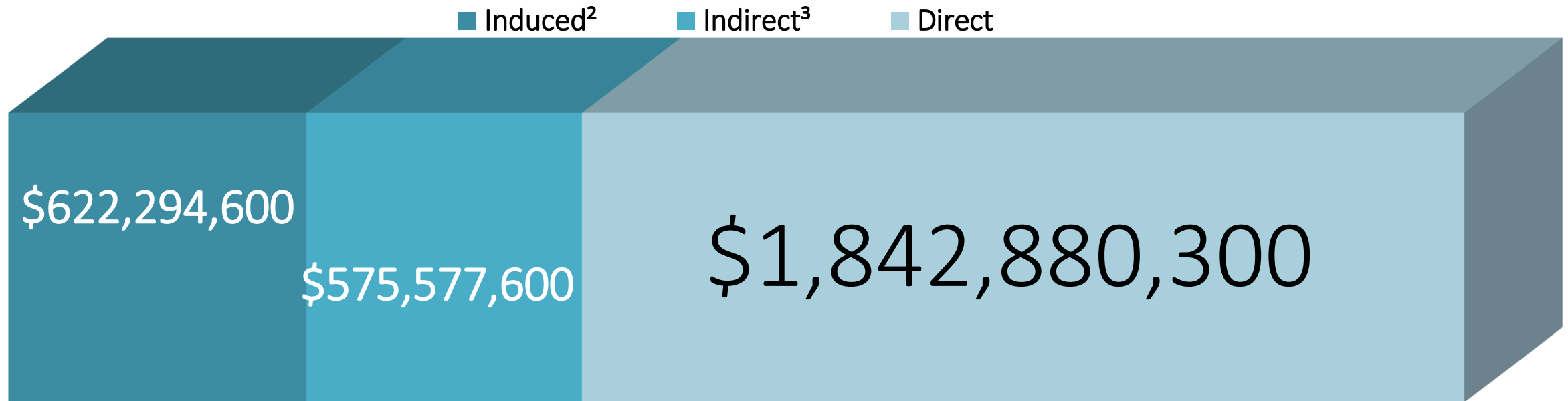


\$3,040,752,500

Economic Impact

Total Economic Impact of Tourism – FY2018

\$3,040,752,500¹

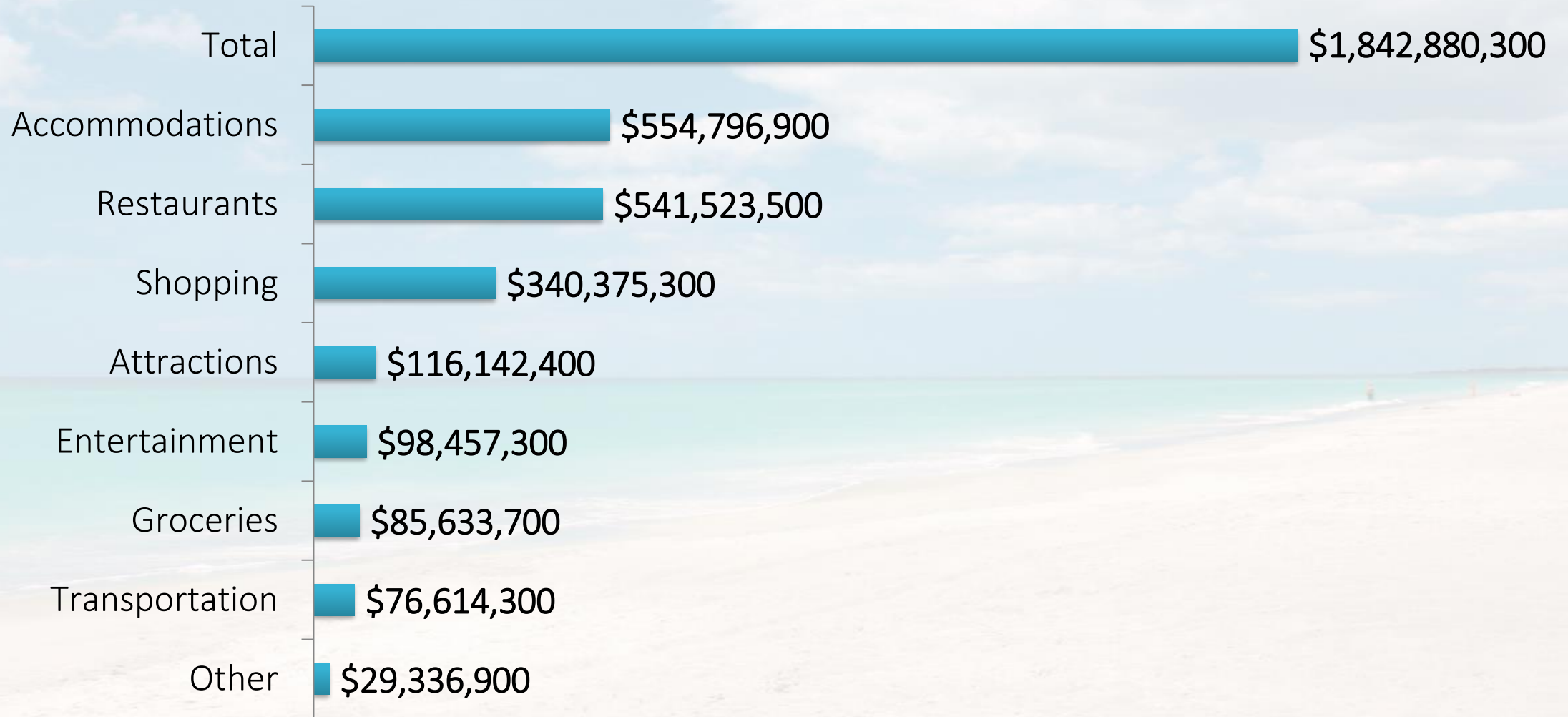


¹All visitors.

²Induced effects are increased household spending resulting from tourism dollars.

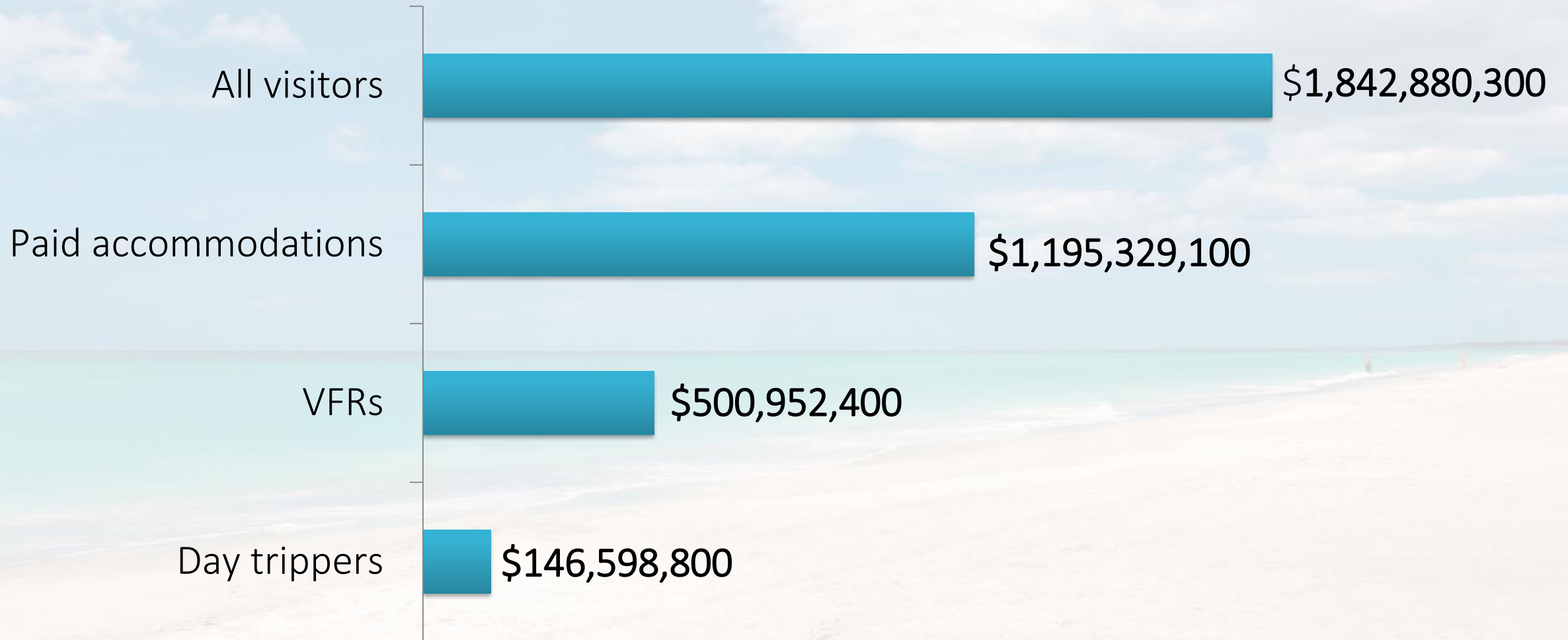
³Indirect effects are increased business spending resulting from tourism dollars.

Visitors' Direct Spending FY2018¹



¹All visitors.

Direct Spending by Visitor Type – FY2018

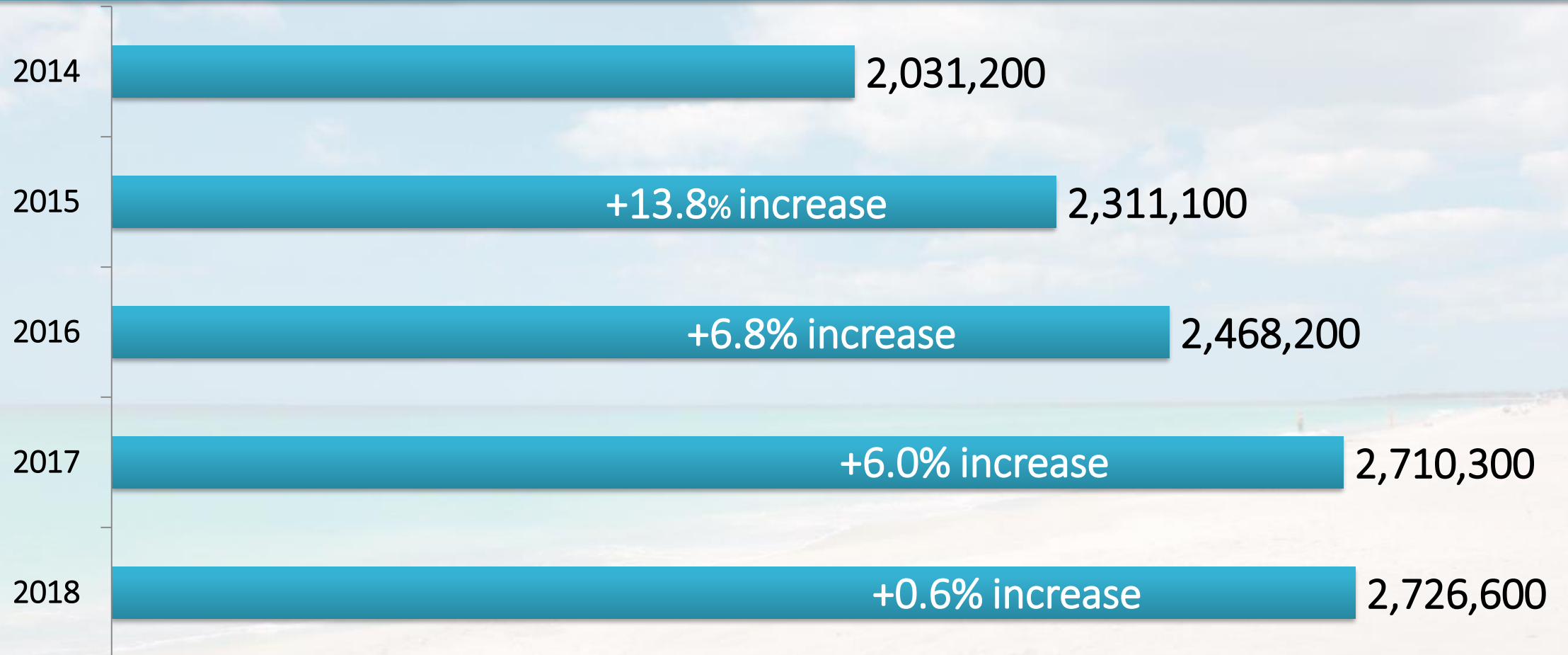




2,726,600 visitors

PARASAIL 941-346-2000

Total Number of Visitors – FY2018¹



¹Estimate includes visitors who stayed in paid accommodations, visitors who stayed with friends and relatives, and visitors who come for the day but do not spend the night in Sarasota County.

Tourism Matters to Sarasota County

1

=

\$979

VISITOR TO SARASOTA COUNTY
Who stays in paid accommodations

TO
SARASOTA COUNTY'S ECONOMY



Global Tourism Matters to Sarasota County

1

=

\$1,212

INTERNATIONAL VISITOR TO SARASOTA COUNTY

Who stays in paid accommodations

TO

SARASOTA COUNTY'S ECONOMY

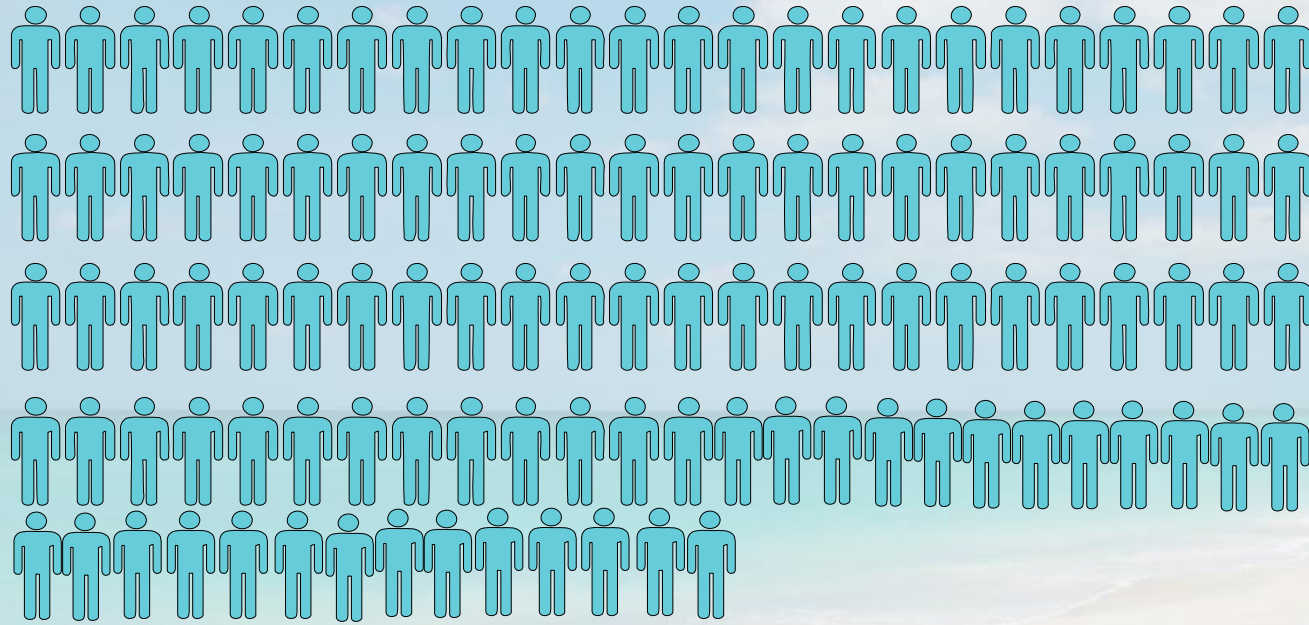


24,900 jobs



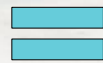
\$683,480,200 in wages

Visitors Create Jobs



111

VISITORS TO
SARASOTA COUNTY

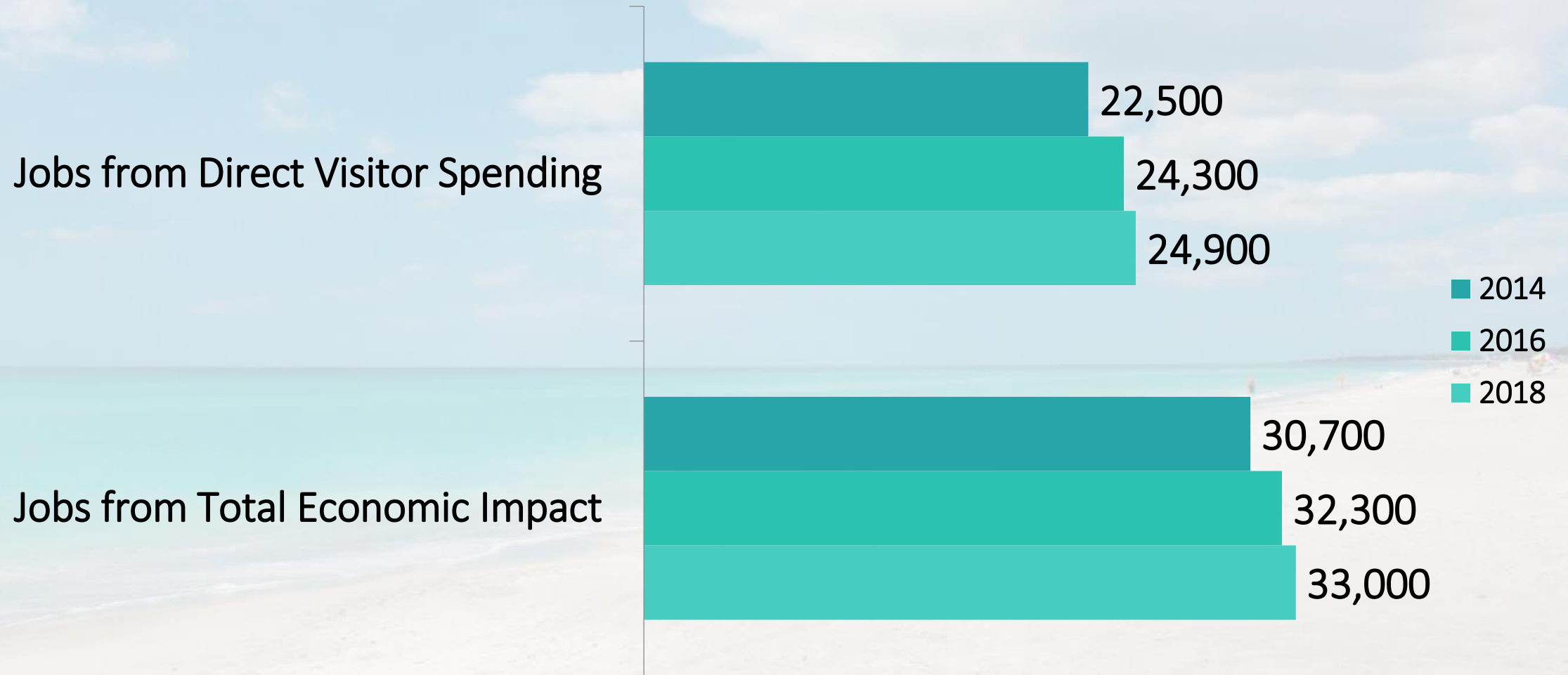


1

SARASOTA COUNTY
JOB



Tourism's Impact on Employment



\$22,759,944 – TDT



6.5% increase from FY2017 to FY2018

Visitors save Sarasota County residents \$656 per household



VSC Marketing ROI

\$1 of VSC advertising spending in FY2018 returned **\$530** in visitor spending.



KPIs – All Visitors¹

Economic Indicators	FY2017	FY2018	Change
All visitors	2,710,300	2,726,600	+0.6%
Direct expenditures	\$1,812,075,000	\$1,842,880,300	+1.7%
Total economic impact	\$2,989,923,750	\$3,040,752,500	+1.7%
Jobs created - direct ¹	24,700	24,900	+0.8%
Direct + indirect jobs ¹	32,800	33,000	+0.6%
Wages paid ¹	\$673,379,500	\$683,480,200	+1.5%
Taxes paid ²	\$112,026,600	\$113,482,900	+1.3%
Tourist Development Tax	\$21,257,596	\$22,759,944 ¹	+6.9%

¹Includes visitors staying with friends and relatives and in their own condos and timeshares and day visitors.

²Sales, use, and property taxes.

KPIs – Visitors Staying in Paid Accommodations

Metrics	FY2017	FY2018	Change
Visitors	1,216,580 ¹	1,220,900 ¹	+0.4%
Direct expenditures	\$1,176,505,100	\$1,195,329,100	+1.6%
Total economic impact	\$1,941,233,400	\$1,972,293,000	+1.6%
Room nights generated	2,639,890	2,687,850	+1.7%
Occupancy	74.9%	71.4%	-4.7%
Room rates	\$184.02	\$183.19	-0.4%
RevPAR	\$137.83	\$130.80	-5.1%
Spending/person/day	\$158	\$160	+1.3%

¹FY2018 figures weighted by season, e.g., quarter 2, the busiest season is weighted more heavily than quarters 1 and 4.

Weighting more accurately reflects annual data, but results in RevPAR figures that do not exactly equal ADR times occupancy rate.

Sarasota Visitor Profile

Visitors by Origin¹

FY2018

Visitor Origin	2018	% of 2018
Florida	210,010	17.2%
Southeast (excluding FL)	146,970	12.0%
Northeast	363,950	29.8%
Midwest	263,370	21.6%
West	48,950	4.0%
Canada	91,440	7.5%
United Kingdom	31,220	2.6%
Central Europe	26,420	2.2%
Other Europe	21,610	1.8%
Other International	16,960	1.4%
Total visitors	1,220,900	100.0%
International Visitors	187,650	15.5%

Visitors by Origin¹

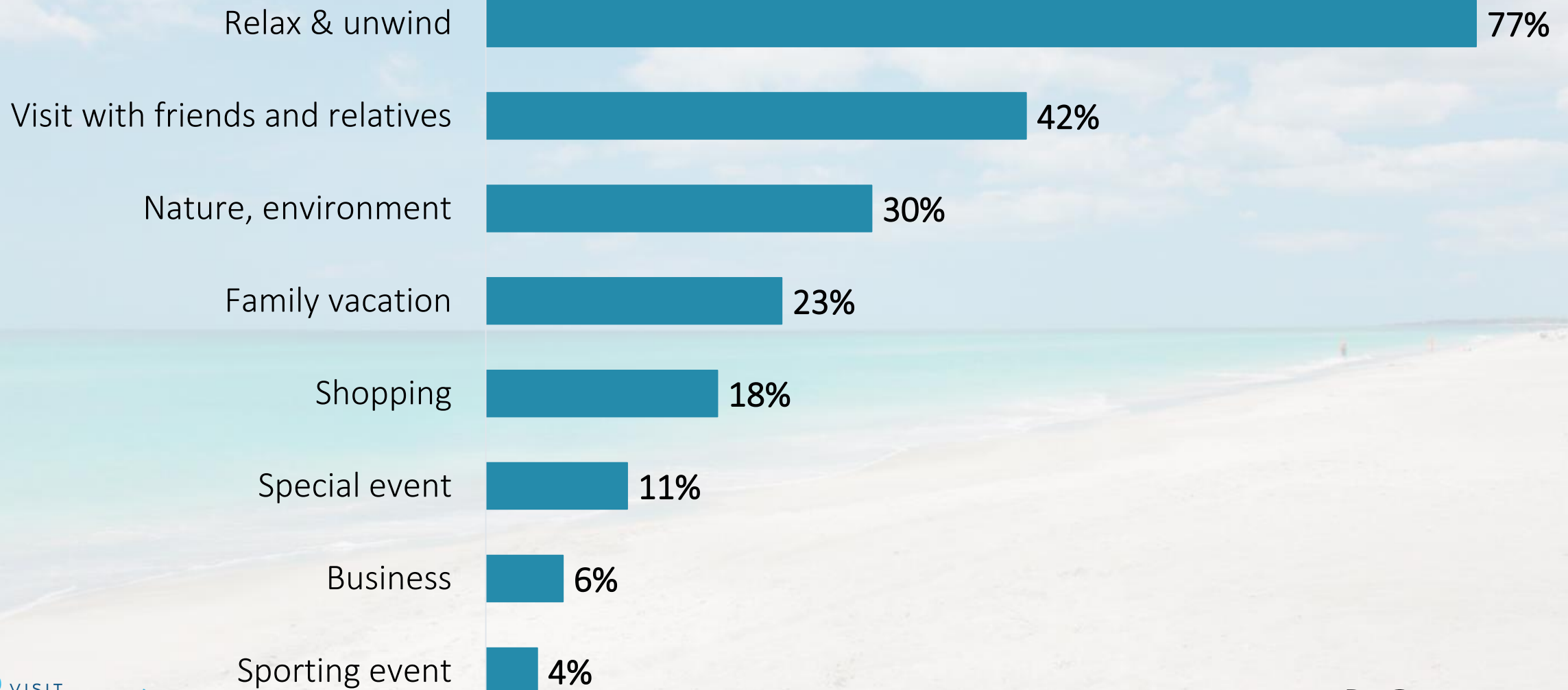
FY2018

City Origin	Number	%
New York City	96,950	8.1%
Tampa area	79,500	6.7%
Atlanta	66,130	5.5%
Washington DC-Baltimore	57,040	4.8%
Toronto/Ontario	55,450	4.4%
Boston	50,450	4.2%
Chicago	45,860	3.8%
Knoxville	43,130	3.6%
Miami-Ft. Lauderdale	39,910	3.3%
Cleveland	31,320	2.6%
Indianapolis	25,730	2.2%

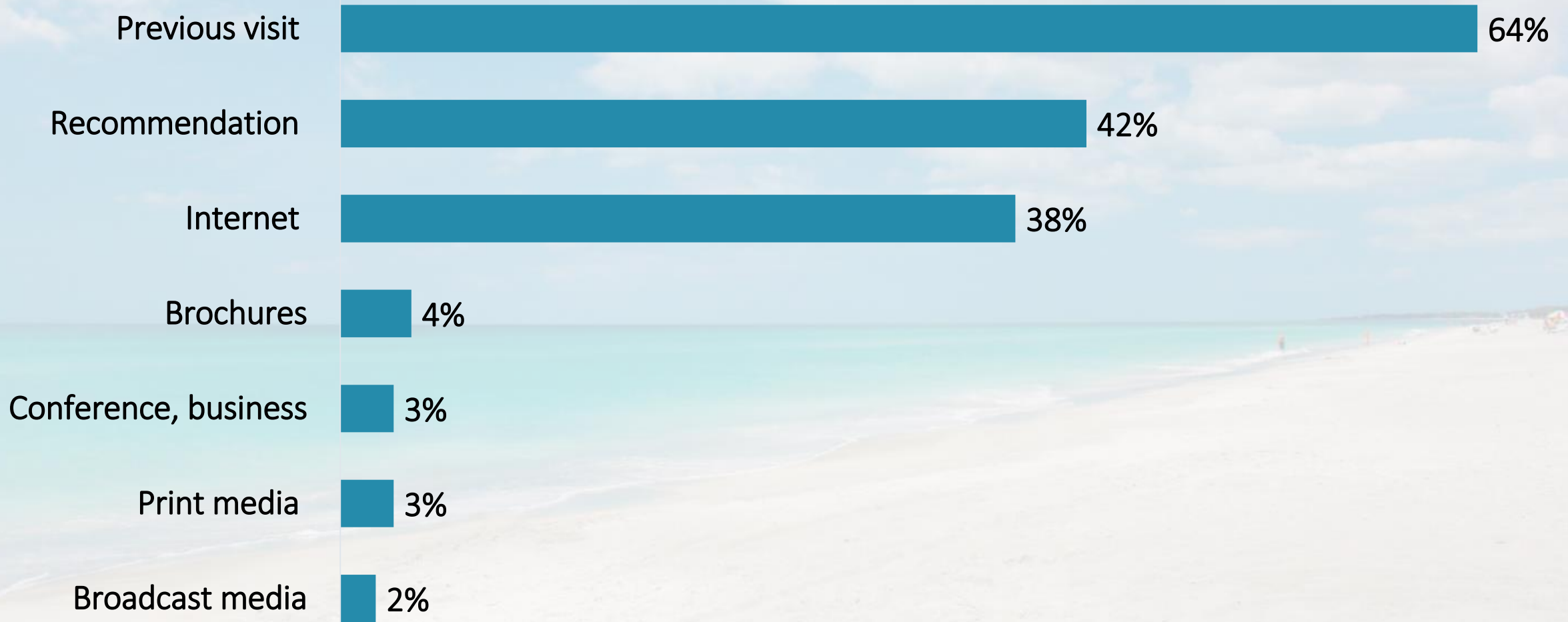
City Origin	Number	%
Naples-Ft. Myers	24,410	2.0%
Orlando	21,720	1.8%
Cincinnati	19,590	1.6%
Philadelphia	18,140	1.5%
Montreal/Quebec	17,990	1.5%
Nashville	17,950	1.5%
London	14,380	1.3%
Minneapolis	13,940	1.2%
Columbus OH	13,910	1.2%
Buffalo-Rochester	13,870	1.2%
Detroit	13,780	1.2%

¹Visitors staying in paid accommodations.

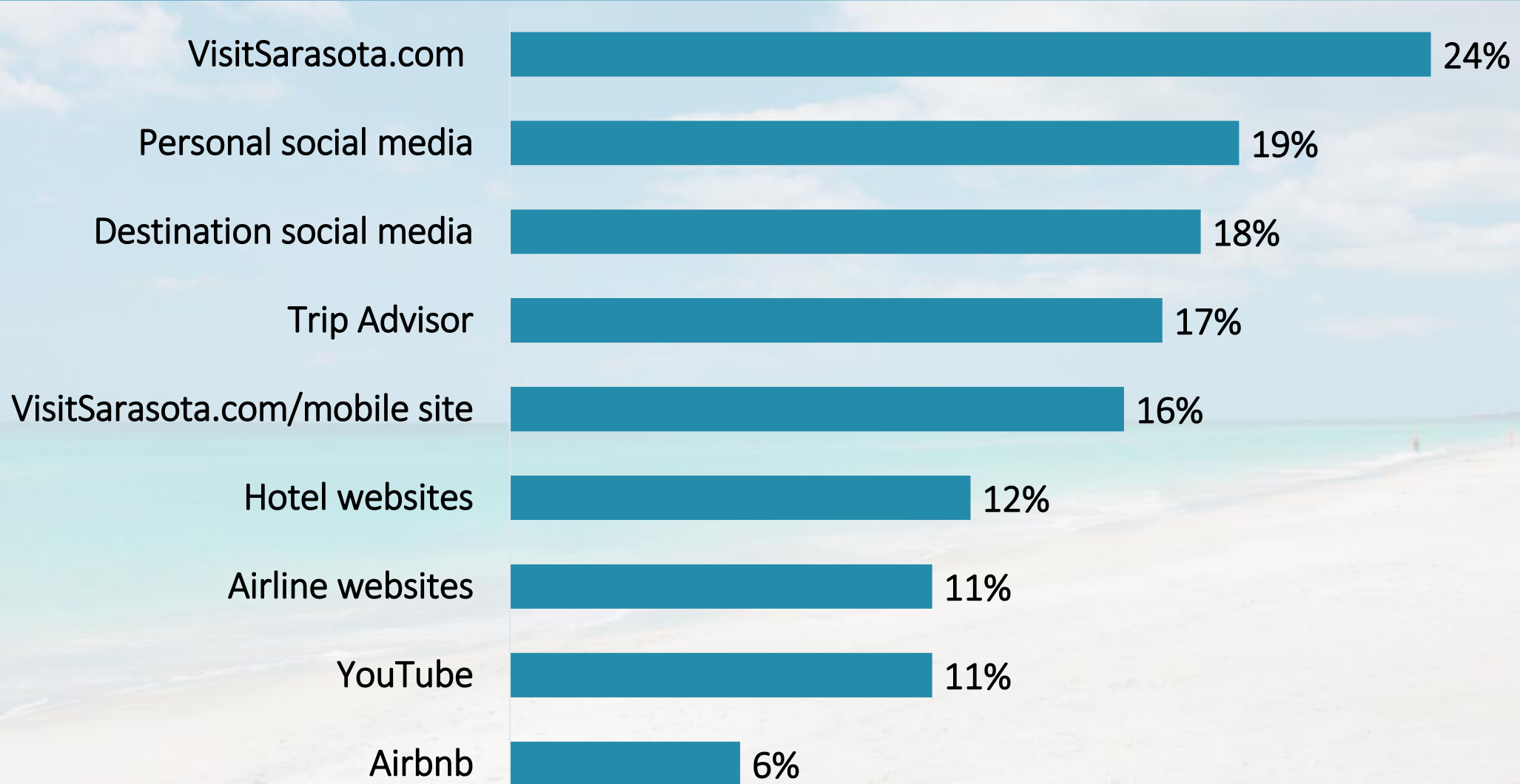
Purpose of Trip



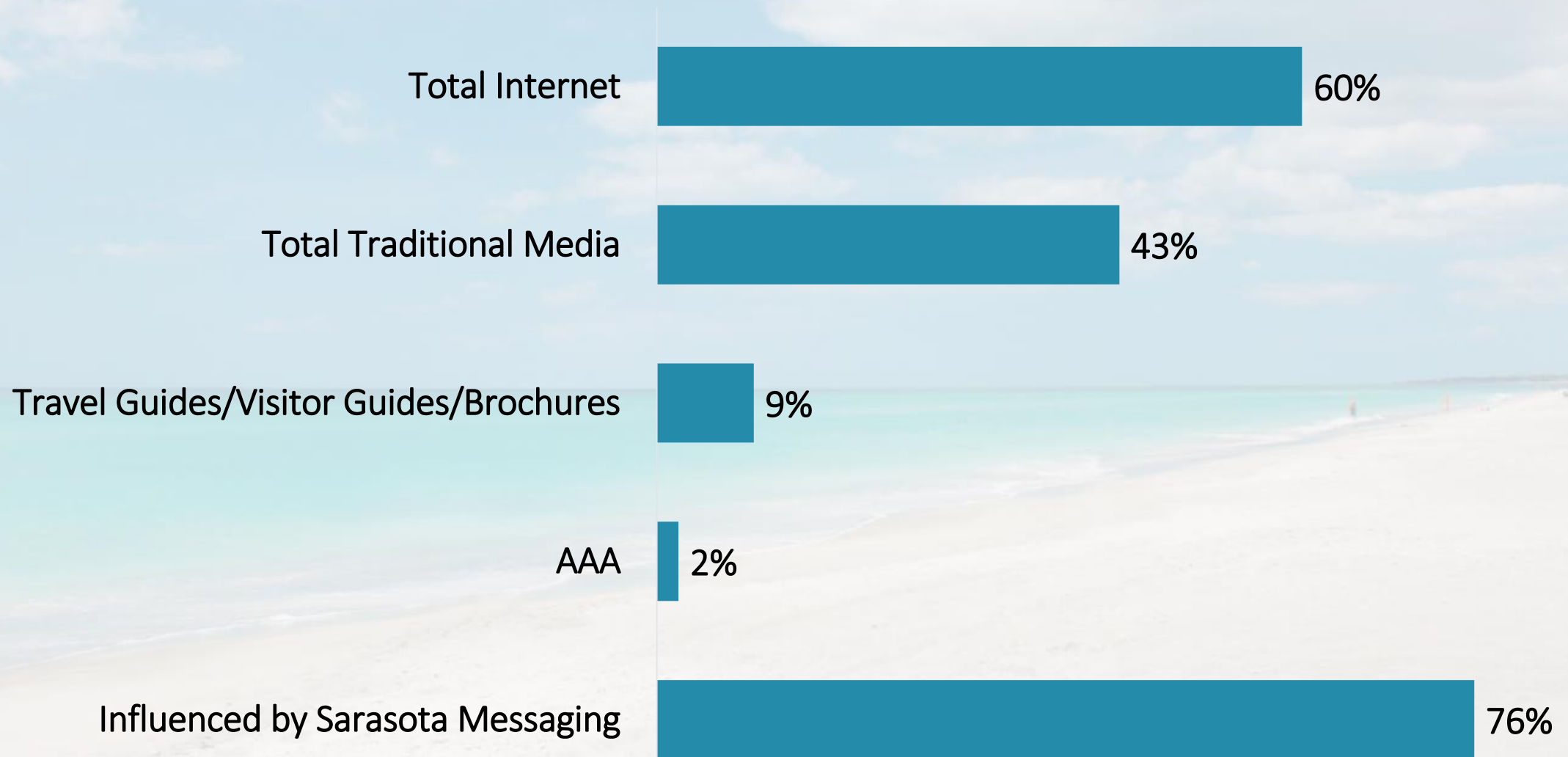
Information Sources for Planning Trips



Internet Information Consulted



Sarasota Messaging Seen



Trip Experience

Very Satisfied + Satisfied

95%

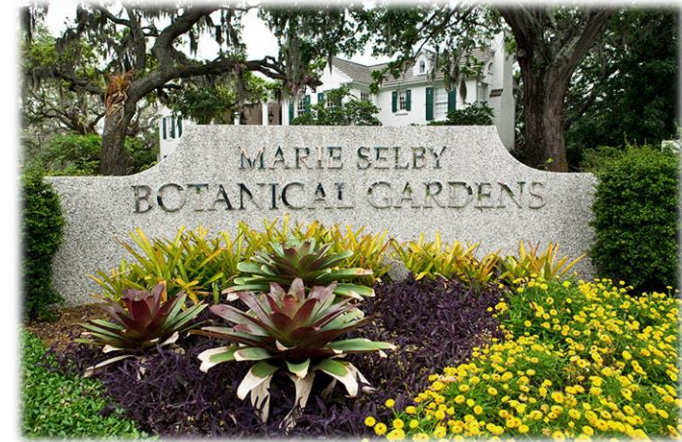
Recommend Sarasota to friends

85%

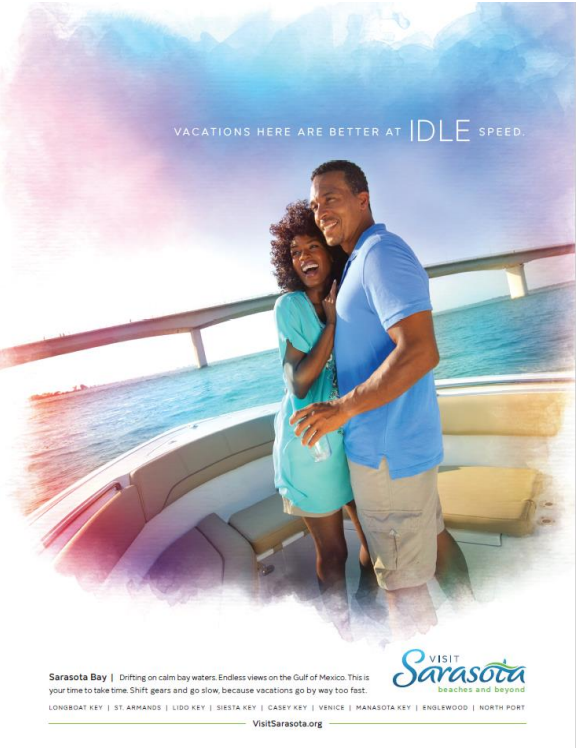
Plan to Return to Sarasota

85%

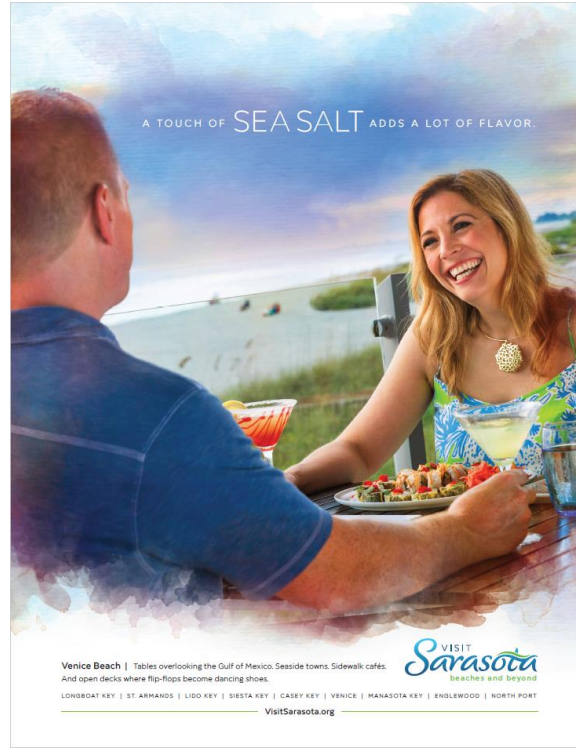
Attractions



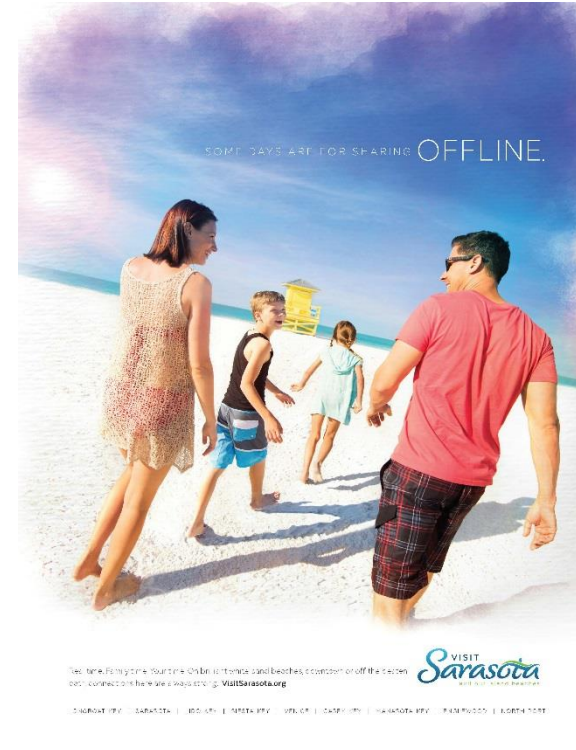
Activities



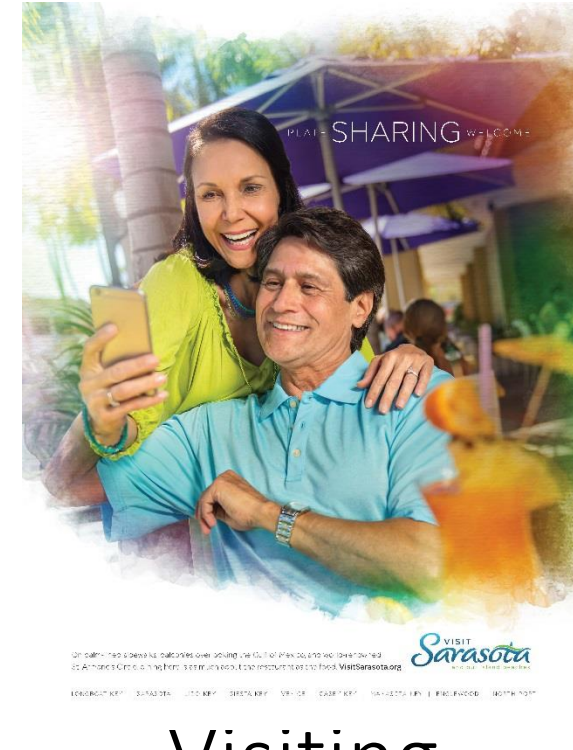
Relaxing



Dining Out



Beach



Visiting friends & relatives

Study Methods

- Economic impact of tourism for Sarasota County during FY2018 was based on data from the following sources:
 - 3,014 on-site interviews conducted by Downs & St. Germain Research with visitors staying in paid accommodations, staying with friends and relatives, and day visitors to Sarasota County.
 - ADR statistics provided by properties in Sarasota County
 - Downs & St. Germain Research's tourism databases
 - Various government agencies and data sources
 - IMPLAN Economic Impact Modeling software
 - TDT Collections provided by Sarasota County

Visit Sarasota County

Economic Impact of Tourism: Fiscal Year 2018