



LONGBOAT KEY | ST. ARMANDS | LIDO KEY
SIESTA KEY | CASEY KEY | VENICE
MANASOTA KEY | ENGLEWOOD | NORTH PORT

August 2026 Visitor Profile Dashboard

Visit Sarasota County



Visitor Dashboard Summary

- Visitation increased year-over-year in August 2026 (+4.6%), resulting in an increase in direct spending (+6.4%).
- Despite a decrease in combined occupancy year-over-year (-7.4%), room rates increased (+12.2%), resulting in an increase in RevPAR (+3.8%).
 - Similarly, hotel occupancy decreased (-2.5%) but room rates increased (+7.3%), resulting in an increase in hotel RevPAR (+4.6%).
 - While vacation rental room rates also increased (+12.9%), occupancy decreased slightly more (-13.2%), resulting in a decrease in vacation rental RevPAR (-2.0%).
- Room nights decreased year-over-year (-4.0%) despite increased visitation due to visitors taking shorter trips and traveling in larger parties.
- Fiscal year-to-date visitation increased (+1.0%), resulting in an increase in fiscal year-to-date direct spending (+0.8%).
- Top fiscal year-to-date origin markets for visitors staying in paid accommodations are New York City, Orlando, Chicago, and Boston.
- Top fiscal year-to-date origin regions are the Midwest (28.5%) and the Northeast (27.1%).
 - All international regions experienced year-over-year decreases in visitation while visitation from all domestic markets increased, with the West seeing the most growth (+20.7%).





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August 2026 Monthly Data



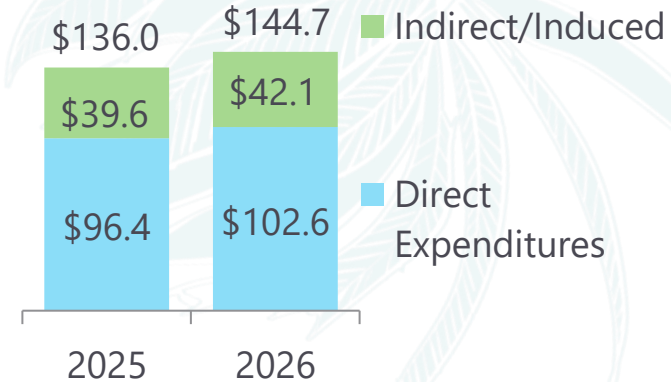
August 2026 Economic Impact

Visitor ¹ Statistics	2025	2026	% Change
Visitors ¹	118,100	123,500	+4.6%
Direct Expenditures ¹	\$96,431,000	\$102,610,100	+6.4%
Total Economic Impact ²	\$135,967,700	\$144,680,200	+6.4%

¹ Visitors staying in paid accommodations.

² 2025 economic impact has been updated based on latest IMPLAN model. 2026 economic impact is an estimate based on the CY25 multiplier and will be updated in the annual report.

August Economic Impact² (millions)



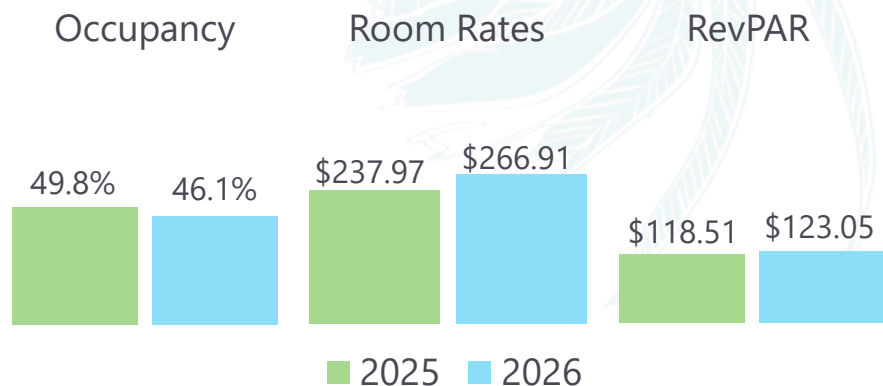
August 2026 Lodging Statistics¹

Hotel Lodging Statistics	2025	2026	% Δ
Hotel Occupancy	58.5%	57.0%	-2.5%
Hotel Room Rates	\$176.46	\$189.33	+7.3%
Hotel RevPAR	\$103.16	\$107.87	+4.6%

Combined Lodging Statistics	2025	2026	% Δ
Occupancy	49.8%	46.1%	-7.4%
Room Rates	\$237.97	\$266.91	+12.2%
RevPAR	\$118.51	\$123.05	+3.8%
Room Nights	199,700	191,800	-4.0%

¹Sources: STR, Key Data, DBPR

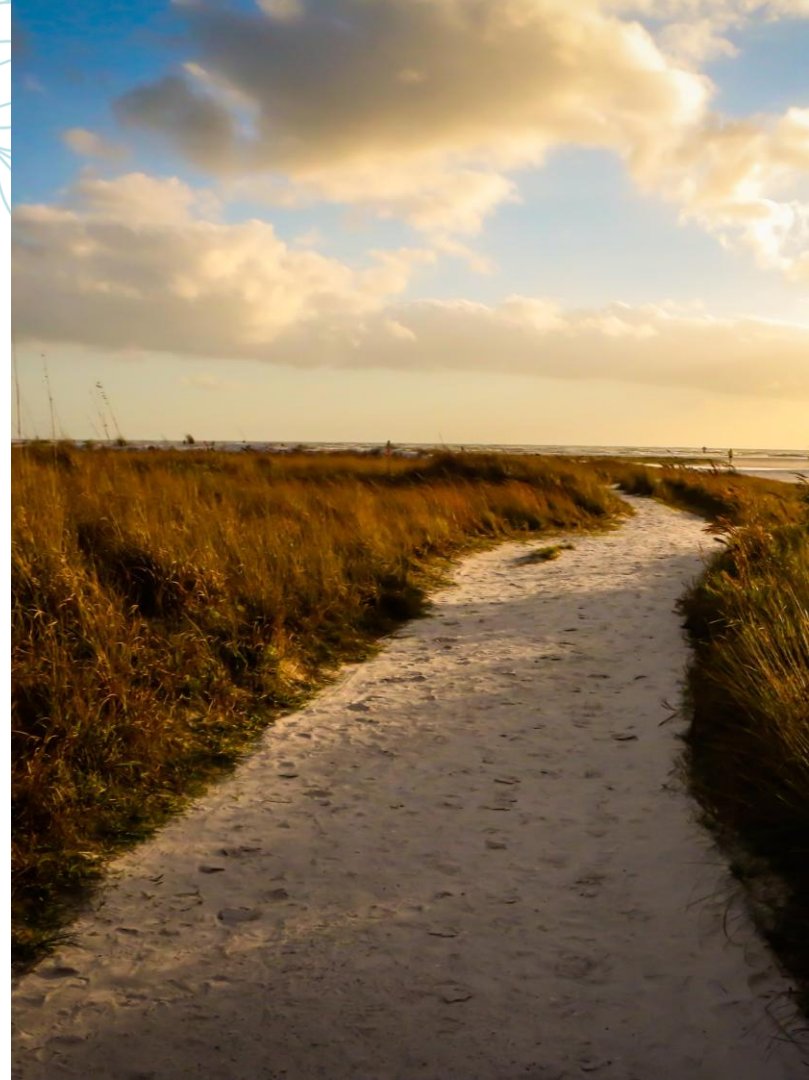
Vacation Rental (VR) Lodging Statistics	2025	2026	% Δ
VR Occupancy	39.0%	33.8%	-13.2%
VR Room Rates	\$314.00	\$354.48	+12.9%
VR RevPAR	\$122.46	\$119.97	-2.0%





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August FY 2026 Fiscal YTD Data



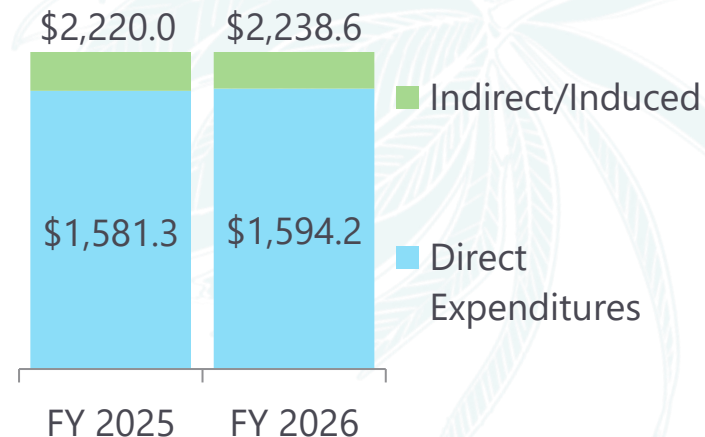
FY 2026 Economic Impact

Visitor ¹ Statistics	FY 2025	FY 2026	% Change
Visitors ¹	1,237,900	1,249,900	+1.0%
Direct Expenditures ¹	\$1,581,333,500	\$1,594,157,000	+0.8%
Total Economic Impact ²	\$2,219,987,100	\$2,238,565,800	+0.8%

¹ Visitors staying in paid accommodations

² FY 2025 economic impact has been updated based on latest IMPLAN model. FY 2026 economic impact is an estimate based on the CY25 multiplier and will be updated in the annual report.

Fiscal YTD Economic Impact (millions)





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