VISIT Sarasota COUNTY

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

September 2026
Visitor Profile Dashboard

Visit Sarasota County



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Visitor Dashboard Summary

- Visitation increased year-over-year in September 2026 (+15.0%), resulting in an increase in direct spending (+28.1%).
- Occupancy increased year-over-year (+5.3%), and room rates increased (+21.1%), resulting in an increase in RevPAR (+27.5%).
  - Similarly, hotel occupancy increased (+4.8%), and room rates increased (+17.8%), resulting in an increase in hotel RevPAR (+23.5%).
  - Vacation rental occupancy (+11.1%) and room rates also increased (+20.7%), resulting in an increase in vacation rental RevPAR (+34.5%).
- Room nights increased year-over-year (+9.8%) in line with increased visitation.
- Fiscal year-to-date visitation increased (+1.8%), resulting in an increase in fiscal year-to-date direct spending (+1.9%).
- Top fiscal year-to-date origin markets for visitors staying in paid accommodations are New York City, Chicago, Orlando, Tampa, and Boston.
- Top fiscal year-to-date origin regions are the Midwest (28.2%) and the Northeast (26.6%).
  - All international regions experienced year-over-year decreases in visitation while visitation from all domestic markets increased, with the West seeing the most growth (+21.7%).



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September 2026
Monthly Data

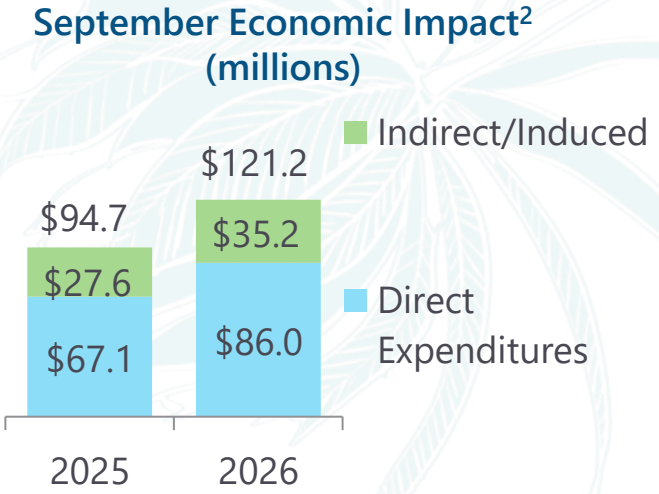


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September 2026 Economic Impact

Visitor[1] Statistics	2025	2026	% Change
Visitors[1]	79,500	91,400	+15.0%
Direct Expenditures[1]	$67,131,300	$85,984,500	+28.1%
Total Economic Impact[2]	$94,655,100	$121,238,100	+28.1%

[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.



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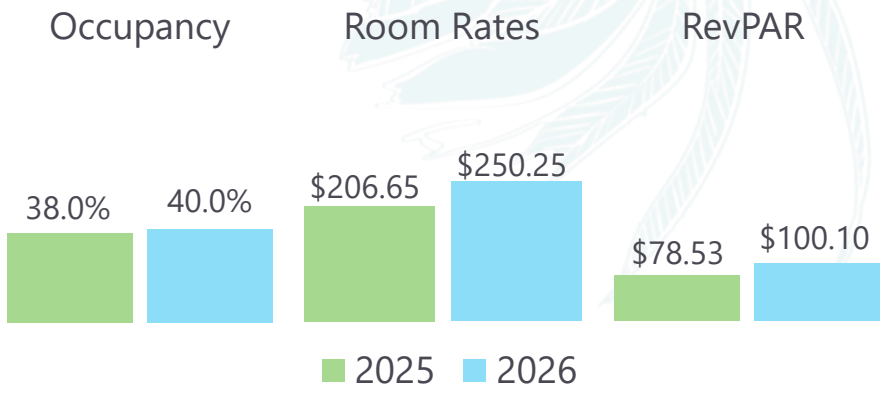
VISIT Sarasota beaches and beyond

September 2026 Lodging Statistics[1]

Hotel Lodging Statistics	2025	2026	% Δ
Hotel Occupancy	49.5%	51.9%	+4.8%
Hotel Room Rates	$156.34	$184.19	+17.8%
Hotel RevPAR	$77.39	$95.59	+23.5%

Vacation Rental (VR) Lodging Statistics	2025	2026	% Δ
VR Occupancy	25.3%	28.1%	+11.1%
VR Room Rates	$262.00	$316.22	+20.7%
VR RevPAR	$66.16	$88.97	+34.5%

Combined Lodging Statistics	2025	2026	% Δ
Occupancy	38.0%	40.0%	+5.3%
Room Rates	$206.65	$250.25	+21.1%
RevPAR	$78.53	$100.10	+27.5%
Room Nights	155,600	170,900	+9.8%



[1]Sources: STR, Key Data, DBPR

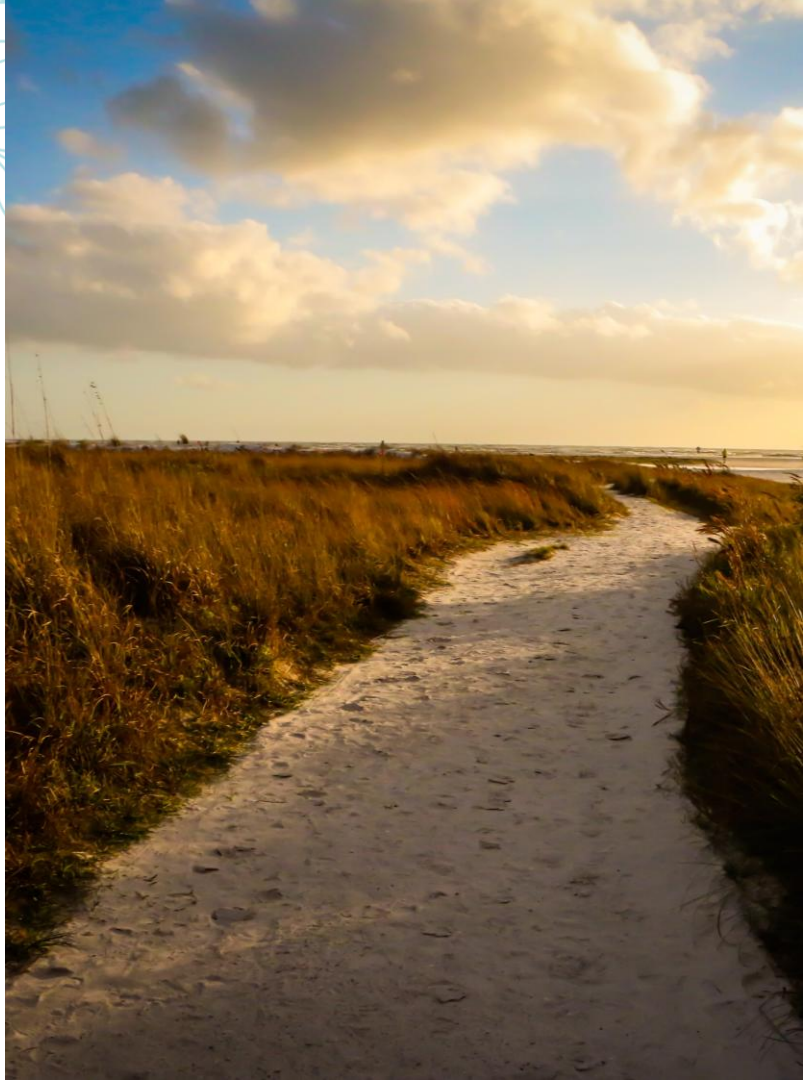
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VISIT Sarasota beaches and beyond

VISIT Sarasota COUNTY

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September FY 2026
Fiscal YTD Data



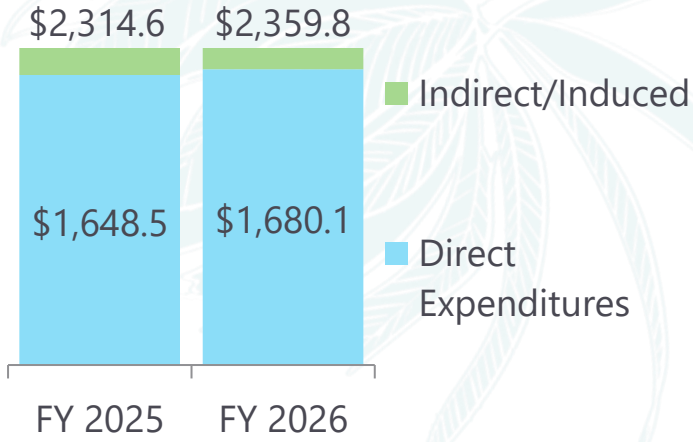
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FY 2026 Economic Impact

Visitor[1] Statistics	FY 2025	FY 2026	% Change
Visitors[1]	1,317,400	1,341,300	+1.8%
Direct Expenditures[1]	$1,648,464,800	$1,680,141,500	+1.9%
Total Economic Impact[2]	$2,314,642,200	$2,359,803,900	+2.0%

[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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September 2026 Visitor Profile Dashboard

Visit Sarasota County

Erin Duggan, CDME

President, Visit Sarasota County

941.955.0991, EDuggan@visitsarasota.org

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