DISCOVER SARASOTA TOURS NAMED MOST INTERACTIVE TOUR COMPANY BY LUXlife MAGAZINE, UNITED KINGDOM

LUXlife Magazine announced that **Discover Sarasota Tours** is the 2025 winner of the MOST INTERACTIVE TOUR COMPANY in its Global Hospitality Awards competition.

“The Hospitality Awards have always been a place to recognize businesses and individuals going above and beyond for their clients, customers, and guests in the hospitality industry, and the team at LUXlife is proud to announce the tenth instalment of this esteemed program,” said Melissa, Bramwall, awards coordinator.

Discover Sarasota Tours was recognized for bringing people together and helping them to create memories to last a lifetime, through meaningful connection and adventure.

Awards Coordinator Melissa Bramall commented on the winners within 2025’s Hospitality Awards: “Our commitment to recognizing and rewarding businesses for their craft is something that remains unwavering. It is always a delight to be part of a team dedicated to acknowledging excellence and providing opportunities for that excellence to be showcased, and I want to congratulate our winners again for their hard work.”
To find out more about these prestigious awards, and the dedicated establishments that have been selected for them, please visit https://lux-life.digital/lux_awards/global-hospitality-awards/ where you can view the winners supplement and full winners list.

About LUXlife

LUXlife Magazine is a premium lifestyle publication which was founded in 2015 by the publishing company AI Global Media Ltd. LUXlife focuses on a range of topics within the luxury lifestyle industry, featuring articles on; fashion, beauty, fine dining, travel, luxury real estate and much more. In addition to providing our readers with regular news and updates on all elements of luxury lifestyle, we also provide luxury firms with the perfect media

platform to showcase their business to our readership composed of high net worth individuals. As such, we publish only the most cutting edge of products, services, attractions and events that will appeal to our audience. Some of the world's most internationally renowned brands, individuals, high-end developments and products are highlighted in our magazine so that our esteemed readers will find everything they need to truly live a luxury lifestyle.

ABOUT DISCOVER SARASOTA TOURS

Discover Sarasota Tours is a locally owned and operated tour company offering 18 different award-winning trolley tours of Sarasota and Venice. We were voted SRQ Magazine's Platinum winner the past four years in a row for BEST Local Tour Company. Our guide-led daytime informative and entertaining tours focus on the most interesting people, intriguing places, and amazing stories that have shaped Sarasota's and Venice's rich cultural past. Our nighttime tour shows are original musical theater shows on wheels!

Discover Sarasota Tours was also recognized with a 2023 and 2024 Travelers' Choice Award from **TripAdvisor**, voted **Best of Florida Arts & Entertainment** 2022, 2023 and 2024 and was featured in a film produced by **American Express** as a leading American Small Business. In 2025, Discover Sarasota Tours was named the Sarasota Chamber of Commerce Winner in the category of **Woman Owned Business Of The Year**. DST also won **Venice Chamber of Commerce's** second place as a Medium Sized Business in 2024.

Our **Trolley Cottage Gift Shop** carries a charming variety of Sarasota and Florida-inspired gifts, cards, books and toys and offers FREE parking in our spacious lot. Tour tickets and information available online at **DiscoverSarasotaTours.com** or by calling 941-260-9818. For Groups of up to 30, email **info@DiscoverSarasotaTours.com**.