

# VISIT GAINESVILLE ALACHUA COUNTY



TOURISM DEVELOPMENT COUNCIL REPORT – JANUARY 2025

## CAMPAIGN HIGHLIGHTS

TRADE MEDIA: NOV – JAN 2024



### Quick Trips!

#### Discover More: Visit Gainesville, Alachua County Unveils New Trip Planning Website

This November, Visit Gainesville, Alachua County launched its new, user-friendly website designed to inspire and inform travelers. The site, created together with Madden Media, blends strategic insight and creativity, featuring an engaging design that is easy to navigate and embodies the spirit of the destination brand—Where Nature and Culture Meet. New features include better performance with a seamless and intuitive user experience, an improved event calendar, and more, helping visitors plan fun and enriching trips and more easily discover new areas within the destination. [VisitGainesville.com](http://VisitGainesville.com)



Check out the brand new [VisitGainesville.com](http://VisitGainesville.com), filled with travel inspiration, timely planning resources, and welcoming visitors with a fresh take on Alachua County hospitality.

*Tourism Marketing Today* is a publication by **Destinations Florida**, an association representing the official tourism marketing organizations (DMOs) in Florida. This magazine provides insights, trends, and best practices for tourism professionals to effectively promote their destinations. It often features:

- Success stories from DMOs.
- Campaign strategies
- Data insights related to tourism.
- Creative ideas for marketing, public relations, and digital advertising and more

*Alachua County Featured in Best of North Florida Series for Tourism Marketing Today – December 2024 Issue*

## TourismMarketing Today

The Official Newsletter of Destinations Florida | [www.DestinationsFlorida.org](http://www.DestinationsFlorida.org) | December 2024



Would you like to distribute a PDF of this newsletter to your TDC, elected leaders, or industry members? Visit the Destinations Florida members-only website to get the PDF for distribution: <https://www.destinationsflorida.org/tourism-marketing-today>



## BEST of NORTH FLORIDA!

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### Arts and Culture: The Heart of Alachua County's Thriving Visitor Economy

In Alachua County, arts and culture are not just a local asset—they are a driving force behind the visitor economy. In fact, 57% of attendees at cultural events come from outside the region, and more than half of these visitors specifically travel to the county for cultural experiences. The impact goes beyond dollars and cents: 87% of attendees report that arts and culture inspire a sense of pride in their communities, creating a powerful connection between visitors and residents.



Named after a local treasure and Rock & Roll Hall of Fame inductee, Bo Diddley Plaza in Historic Downtown Gainesville is home of the Free Fridays Concert Series and a center of cultural activity throughout the year.

To support this vibrant sector, Visit Gainesville, Alachua County invests heavily in local arts and culture with more than 60 local nonprofits and tourism-related businesses receiving grants and sponsorships in the last year. Looking ahead, Visit Gainesville, Alachua County allocated \$1.6 million for its Nature and Culture Destination Enhancement grant program, with additional funding earmarked for special events and the county's 200<sup>th</sup> anniversary celebration.

This commitment is paying off. Alachua County recently celebrated a record-breaking tourism year, with \$174 million in lodging revenue and \$8.7 million in Tourist Development Tax collections. Visitors spent \$474 million directly, generating a \$738 million total economic impact, supporting 6,300 local jobs and contributing nearly \$237 million in wages. One out of every four dollars spent in the county came from visitors.

Alachua County remains steadfast in its commitment to fostering arts, culture, and nature as essential pillars of Alachua County's dynamic economy, enhancing both the local quality of life and the visitor experience.



Branded arts and culture banners can be seen throughout county events funded in part by Visit Gainesville, Alachua County, communicating that the VCB values community enrichment and is an active supporter of cultural growth and diversity.

Tourism Marketing Today by Destinations Florida is distributed to official tourism marketing organizations (DMOs) across the state, industry stakeholders, state and local government officials, marketing professionals, conferences and events, digital audience.

**HIGHLIGHTS  
CONTINUED**

RADIO: NOV – JAN 2024

**WUFT REGIONAL + INMARKET**

WUFT ads air over 16 counties in North Central Florida and target audiences within a 2 hour of less driving radius to Alachua County. WUFT radio ads reach: approx. 32,206 persons with a projected 3.6M gross impressions per year for our buys.

**FLORIDA PUBLIC MEDIA  
REGIONAL RADIO**

Regional radio ads reach: 860,100 persons throughout the Orlando, Tampa, Jacksonville and Tallahassee DMAs with a projected 7.8M gross impressions per year

Ads airing January 11 through January 19, 2025:

Winter Sun Seekers  
Website Travel Resources

Ads airing December 30, 2024 through January 10, 2025:

Bicentennial Family Focused  
Bicentennial Music Focused

Ads airing November 30, 2024 through December 29, 2025:

Winter Sun Seekers  
Seasonal Holidays  
Website Travel Resources

Coming Soon:

Hoggetowne Medieval Faire  
Hogtown Craft Beer Festival  
Gatnationals  
Spring Breaan and Summer Promotions

*Visit Gainesville, Alachua County Supports  
Discover 200, the Alachua County Bicentennial Celebration*

In support of the Alachua County Bicentennial Celebration Visit Gainesville, Alachua County deployed an advertising campaign to neighboring counties within 150 miles of Alachua County as well as to top drive-in markets to Alachua County as indicated by Zartico data (Orlando, Tampa, Jacksonville and Tallahassee).

The campaign includes:

- Regional Radio Ads in the Orlando, Tampa, Jacksonville and Tallahassee DMAs
- WUFT ads
- Three on going social media ads
- Two on going Google Ad words deployments
- Facebook banners and weekly posts
- Website homepage and website calendar
- What’s Good promotion

Full campaign details and results will be shared at the conclusion of the campaign.