VISIT GAINESVILLE ACCREDITED ALACHUA COUNT Alachua County, Florida COITATION PRO

TOURISM DEVELOPMENT COUNCIL REPORT – JANUARY 2025

CAMPAIGN HIGHLIGHTS

TRADE MEDIA: NOV - JAN 2024



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

This November, Visit Gainesville, Alachua County Jaunched tis 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 ne areas within the destination. VisitGainesville.com



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. C
- 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 | December 2024



BEST of NORTH FLORIDA!

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

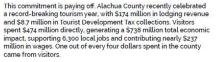
In Alachua County, arts and culture are not just a local asset—they are a driving force behind the visitor economy. In fact, 57% of attendees at cultural events come from outside the region, and more than half of these visitors specifically travel to the county for cultural experiences. The impact goes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



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.

a powerful connection between visitors and residents.

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 200th anniversary celebration.



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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 arts in part by Visit Ga ded arts and culture banners can be seen throughout county events fu rt by Visit Gainesville, Alachua County, communicating that the VCB val nmunity 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.

Visit Gainesville, Alachua County is the Destination Marketing Organization and Visitors and Conventions Bureau for Alachua County, FL 33 N. Main Street, Gainesville, FL 32601 | VisitGainesville.com | (352) 374-5260



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 Gatornationals Spring Brean and Summer Promotions

VISIT GAINESVILLE ALACHUA COUNTY

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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.

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