

VISIT GAINESVILLE ALACHUA COUNTY

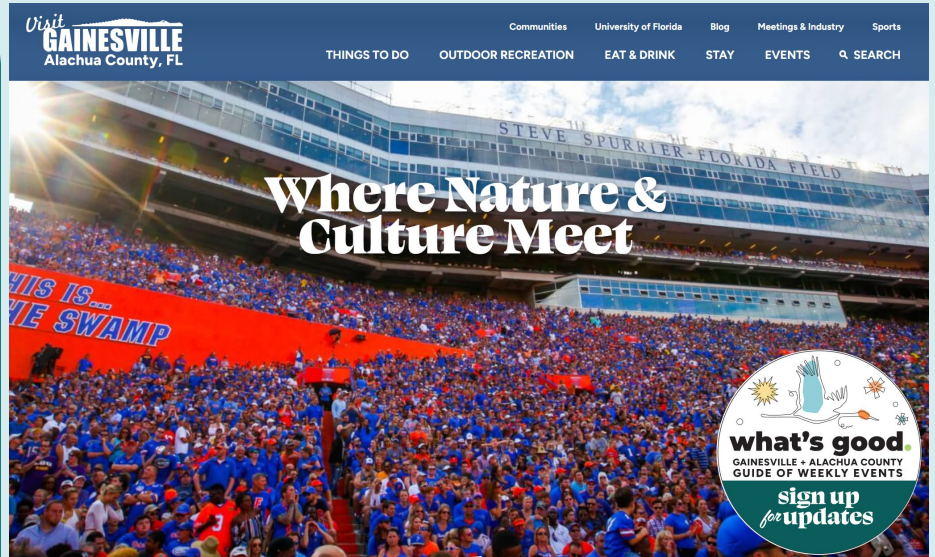
TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025



Visit
GAINESVILLE
Alachua County, FL

New Year, New Website!
October 1 - December 31

Measuring +20% Views
Compared to a Year Ago



Website Visitation FY25	Q1 10/1-12/31	Q2	Q3	Q4	FYTD 10/1-12/31	Goal	% Achieved
Page Views	286,273				286,273	1,265,000	23%
Users	123,770				123,770	557,000	22%

Sources of Traffic Per Google Analytics, by Session

Organic Search	98,418
Direct	27,943
Paid Search	21,623
Organic Social	20,851
Referral	5,850

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GAINESVILLE
Alachua County, FL

In-House Social Media
October 1 - December 31

Paid + Organic Combined
Over 2M Impressions



Social Media Performance	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Impressions	2,446,742				2,446,742	7,000,000	35%
Views	1,855,946				1,855,946	6,000,000	31%
Reach	1,211,402				1,211,402	2,500,000	48%
Engagements	197,039				197,039	1,000,000	20%
Clicks	32,045				32,045	100,000	32%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,555				44,555	66,200	
Instagram	18,627				18,627	25,000	

*Social Media metrics include partner vendor metrics for Uppercase, Inc. through December 31, 2024. January and February metrics will be included in March TDC reporting.

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Alachua County, FL

Social Media

October 1 - December 31

FY25 vs. FY24:

Impressions +38%

Facebook Fans +42%

Published Posts +12%



visitgainesville
Original audio

visitgainesville With hundreds of miles of creeks and trails, exploring nature in Alachua County is never far away. Take in the sights and sounds of tranquil Hogtown Creek at the Loblolly Woods Nature Park located at 3315 NW 5th Ave. in Gainesville. This 159-acre park provides shaded trails for walking, biking or jogging under some of the largest loblolly pines in the region and with views of wildflowers carpeting the forest floor when in season.

Open daily from dusk to dawn. Leashed dogs are welcome. As always, please enjoy the sounds and views of creeks from designated trails.

#WhyILoveGNV #WhatGoodAlachuaCounty #loblollywoods #hogtowncreek #inthemiddleofitall #goexplore #onlyingainesville #realfloida #floridacreeks #floridatrails #floridatravel #hike #bike #moment

View insights Boost reel

Liked by muncas.downtown and 223 others
January 3

Add a comment...



visitgainesville
Original audio

visitgainesville Find a moment of peace at Poe Springs in High Springs, FL.

Whether you're dipping your toes in the crystal-clear water, enjoying a picnic under the oaks, or simply soaking in the stillness, Poe Springs is the perfect place to escape the hustle and bustle of the season. With a constant temperature of 72 degrees all year, any time of year is a great time to visit a Florida snrinn. Plan your visit today!

View insights Boost reel

Liked by bonne_et_belle and 301 others
December 28, 2024

Add a comment...

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Visit
GAINESVILLE
Alachua County, FL

Google Ads

October 1 - December 31

Fun Things To Do Near Me | Holiday Events Near Me | Alachua's Christmas On Main
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Celebrate the season with What's Good® and enjoy a weekend filled with festive fun. Watch the nutcracker-themed holiday parades march through High Springs and Alachua.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Festivals and Events Near Me | Flying Pig Parade | What's Good Guide of Events
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Ring in the new year with What's Good® Guide of Events. Comprehensive list of weekend events and New Year's Eve celebrations.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Unwrap Joy: Shop Gainesville | Festive Holiday Shopping | Pop-Up Holiday Markets
[Ad | www.visitgainesville.com/shopping](https://www.visitgainesville.com/shopping)

Get into the holiday spirit and check off your list in Gainesville and Alachua County. Explore one-of-a-kind handmade treasures at charming boutiques and festive pop-up markets.

Local Holiday Events
What's Good Event Guide
Sign Up
Things To Do

Fall Festivals Near Me | What's Good® | Free Things To Do
[Ad | visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Comprehensive list of events through New Year's Eve in Gainesville and Alachua County, FL. Share the holidays and ring in the new year with the What's Good® Guide of Events.

Events This Weekend
Upcoming Local Festivals
Outdoor Recreation
Sign Up to What's Good

Google Ads	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Impressions	536,144				536,144	4,000,000	14%
Clicks	25,924				25,924	125,000	21%
Cost Per Click	\$.35				\$.35	\$.20	
Click Through Rate	4.84%				4.84%	5%	

Ad Campaign Themes Fall

- Fall Festivals
- Music Festivals
- Football
- Dining

Ad Campaign Themes Winter

- Active Outdoors
- Holiday Events
- Winter Sports
- Black History Month

Ad Campaign Themes Spring

- Get Outside
- Spring Festivals
- Gatornationals

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Up Next:

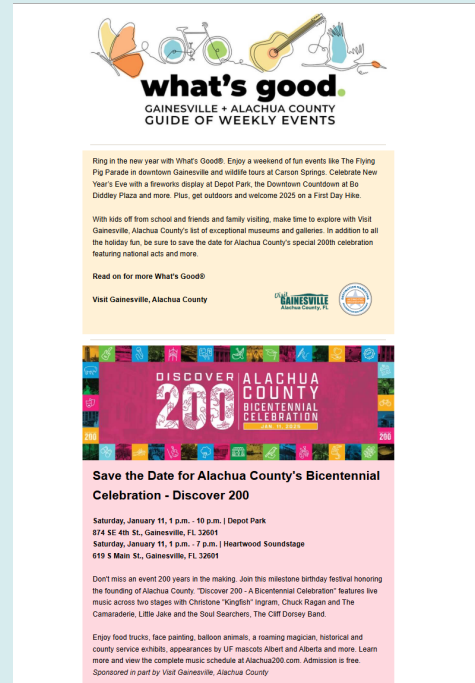
Content Areas of Focus:

Active Outdoors, Festivals and Events,
Winter Sports/Gatornationals

Digital Advertising Campaigns:

Winter/Spring Festivals
Discover 200
Sign-ups to What's Good

Quarterly What's Good Publishing



What's Good® Guide of Events	Q1 10/1-12/31	Q2	Q3	Q4	YTD 10/1-12/31	Goal	% Achieved
Emails sent	332,804				332,804	1,500,000	22%
Avg. Open Rate	49%				49%	55%	
Clicks	14,367				14,367	60,000	24%