

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – JANUARY 2025

Visit
GAINESVILLE

Alachua County, FL

OUTREACH AT A GLANCE:

16,000 NEW VISITOR GUIDES

Guides were refreshed with a color scheme to match the VCB's brand and are ready for distribution at events, the visitor lobby, the GNV airport, welcome centers, lodging establishments, the sports and events center, direct mail requests, and more.

OUTREACH TO DATE

- Infinity Con
- Roselle Festival
- The Fest
- City of Waldo Fall Festival
- Tu Fiesta Radio Festival
- Downtown Festival and Art Show
- Christmas at Butler

UPCOMING OUTREACH TABLING EVENTS THROUGH MARCH 2025

- Alachua County Bicentennial 200
- Jimmy Carnes Invitational
- Hoggetowne Medieval Faire
- Sunshine State Book Festival
- Gator Fly-In
- World Masters Athletic Indoor Championships

VISITOR OUTREACH UPDATES

OCTOBER 2024 - JANUARY 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through January 7, 2025 the VCB distributed **2,760 Visitor Guides**. Distribution included:

- **475 visitor guides** at 7 outreach events
- **670 visitor guides** distributed for group service requests
- **750 visitor guides** displayed at the GNV airport
- **320 visitor guides** Alachua County Sports and Events Center
- **545 visitor guides** direct mail

New What's Good Guide Subscribers

Since October 1, 2024, there have been a total of **719** signups for the What's Good® Guide of Weekly Events, for a running total of **23,271 subscribers**.

- **90** from outreach events
- **629** from website

Event Ticket Distributions

When available, free tickets are shared with What's Good® subscribers on a first come first served basis to garner attention for upcoming events. To date, the VCB has shared **198** tickets for exciting programs like:

- Dance Alive
 - Dracula
 - Nutcracker
- Danscompany
 - Cinderella
- Heartwood Soundstage
 - Tom Petty Weekend
- Carson Springs

Group Service Requests

The VCB provides welcome bags that include visitor guides and swag items as requested for conferences, meetings, and other events. Recent groups service requests include:

- Butler Enterprises Car Show
- Butler Enterprises New Employee Welcome Bags
- FL Educators of Students who are Deaf and Hard of Hearing Conference
- US Track Coaches Association Conference
- American Camellia Society Conference
- Sunshine State Book Fair Authors and Volunteers