

# VISIT GAINESVILLE ALACHUA COUNTY



TOURISM DEVELOPMENT COUNCIL REPORT – MARCH 2025

## CAMPAIGN HIGHLIGHTS

TRADE MEDIA: NOV – JAN 2025



### Quick Trips!

#### Celebrating Alachua County's Bicentennial With Discover 200: A Year of Reflection and Celebration

On Jan. 11, Alachua County kicked off its 200<sup>th</sup> anniversary with Discover 200: A Bicentennial Celebration. Thousands of residents and visitors gathered to enjoy live music from nationally recognized acts and beloved local bands, food trucks, family-friendly activities, historical exhibits, and informational booths highlighting county programs. The event was promoted through targeted digital, social media, radio, and traditional media campaigns. Throughout 2025, Alachua County will host events honoring the people and places that shaped its story. Learn more at [Alachua200.org](http://Alachua200.org), [VisitGainesville.com](http://VisitGainesville.com)



Chuck Ragan and the Camaraderie light up the stage at the Alachua County Bicentennial Celebration, joined by headliner Kingfish Ingram and more, setting the tone for a day of music, history, and community pride.

*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

## Florida Society of Association Executives Ad New Look for 2025

### INSPIRED CONNECTION



#### IN ALACHUA COUNTY

Discover the benefits of holding your meetings in Gainesville and Alachua County—where exceptional spaces, world-class accommodations and unmatched hospitality await your attendees. Maximize your meeting budget with Visit Gainesville, Alachua County's Meeting Advantage Program—**now offering \$15 per room night for approved applicants.**



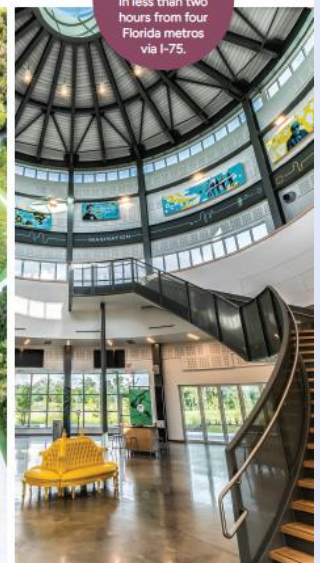
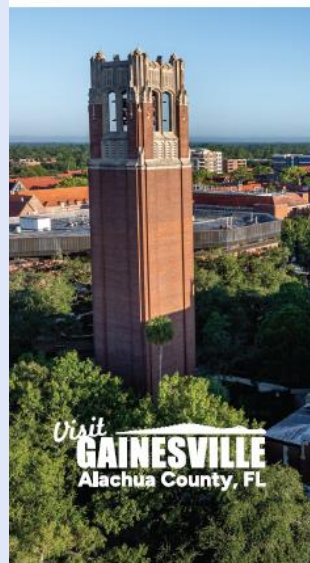
CONTACT OUR DESTINATION EXPERTS TODAY

[VisitGainesville.com/Meetings-Industry](http://VisitGainesville.com/Meetings-Industry)

[rfp@visitgainesville.com](mailto:rfp@visitgainesville.com)

(352) 374-5260

Getting Here  
is Easy!  
Fly GNV or arrive  
in less than two  
hours from four  
Florida metros  
via I-75.



Members of the Florida Society of Association Executives hold approximately 40,500 meetings annually and sell 3.6 million room nights across the state of Florida. As part of a year-round strategy Visit Gainesville, Alachua County markets to FSAE meeting planners with print and digital ad campaigns and attends association trade shows to promote groups sales in Alachua County.

**ELITE EQUESTRIAN**

**Saddle Up**  
at the  
ALACHUA COUNTY AGRICULTURE & EQUESTRIAN CENTER

Conveniently located near Gainesville, FL, home of the University of Florida, with more than 60 hotels and 100 restaurants.

**Upcoming Schedule**

February 17-March 9	Youth Fair
March 15-16	Horse Shows in the Park
March 22-23	FL Dairy Goat Association
March 28-30	Spring Kick-Off Dressage
April 5-6	FL Paint Horse
April 12-13	Spring Fling Goats
April 18-19	Spring Fever Dressage
April 25-27	FL Color Horse
May 1-4	Master Gardener's Plant Sale
May 10-11	May Day Qualifier
May 17-18	Horse Shows in the Park
May 24-25	FQHA Memorial Classic
May 31-June 1	Happy Horse, Happy Life
June 7-8	Summer Sizzler 1
June 14-15	Walk Trot Center Show
June 20-22	Southeast Spas
June 28-29	Summer Sizzler 2
July 5-6	Book your event today!

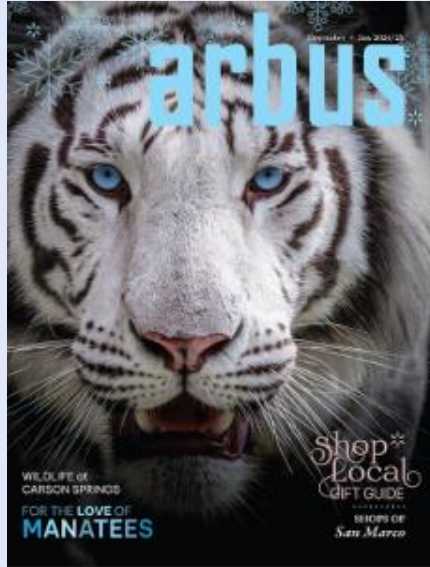
**Full Service Facility**

- Covered Arena
- Large Outdoor Complex
- State-of-the-Art Audio Systems
- Renovated Clubhouse with Meeting Space
- 216 Stalls
- 52 RV Hookups
- Adjacent to additional meeting space at the UF/IFAS Alachua County Ag Auditorium

FOR BOOKING INFORMATION CONTACT:  
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Visit **GAINESVILLE**  
Alachua County, FL

*Arbus Magazine Features Carson Springs*



By Cinda Sherman / Photos by Rafael Hernandez @grip24

People often think of Gainesville as a college town surrounded by natural wonders and cold springs. Yet, it's so much more. Gainesville has a strong and vibrant art scene that embraces the arts on almost every street corner. There's the Harn Museum, one of the largest university art museums in the South, with permanent collections focused on Asian, African, modern, and contemporary art, as well as photography. The University of Florida's Phillips Center features internationally known musicians such as Pink Martini, who will be performing there on January 15, 2025.

Another thing you might be surprised to discover is the Carson Springs Wildlife Conservation Foundation. Started by Christine and Barry Janks in 2008, the foundation focuses on rescued animals and is home to about 30 rare and endangered species and over a hundred animals. "The park spans 240 acres, with 80 acres dedicated to the animals right in the center so it's isolate the animals are protected," says Christine.

**FLORIDA TOURISM DAY**

**DESTINATIONS FLORIDA**

JOIN US FOR  
**FLORIDA TOURISM DAY**  
at the Capitol  
Tallahassee, Florida  
March 25-26, 2025

*Total Advertising Impressions Across All Media – Q1 2025*

<b>TOTAL IMPRESSIONS: Q1 FY25</b>	
Social Media In-House (paid):	821,323
Social Media In-House (organic):	153,669
Social Media Ad Agency	277,476
Google Ads	536,144
Billboards (CCO+GNV Airport)	21,970,351
Radio WUFT	845,000
Radio FPM	1,808,800
Print FSAE	2400
Digital Elite Equestrian - Emails 50,000 per issue	100,000
Print Elite Equestrian 75,000 yr.	12,500
Digital Visit Florida Guide (street date is Q2)	0
Print Visit Florida Guide (street date is Q2)	0
Digital Horse and Pony Magazine	2400
Arbus Magazine	200,000
Villages Newcomer Directory (70K/Year)	17,500
What's Good® Guides Sent	332,804
Visitor Guides Distributed (Outreach)	2,760
Visitor Guides Distributed (Welcome Centers)	2,450
<b>TOTAL IMPRESSIONS:</b>	<b>27,085,577</b>