

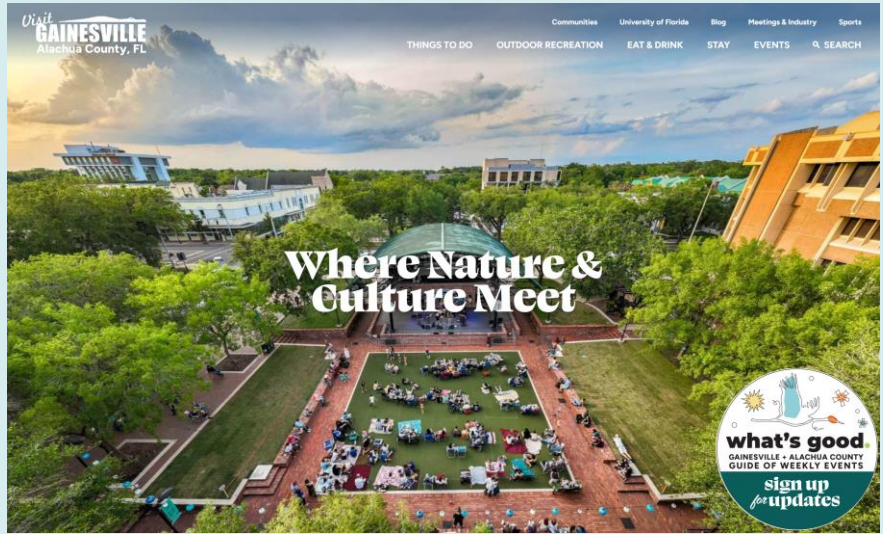
VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
GAINESVILLE
Alachua County, FL

Website Traffic
Q2 (In progress)
January 1 – February 14



Website Visitation FY25	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	FYTD 10/1-2/14	Goal	% Achieved
Page Views	286,273	153,494			439,767	1,265,000	34 %
Users	123,770	66,809			186,743	557,000	34 %

Sources of Traffic Per Google Analytics, by Session

Organic Search	98,418	39,796
Direct	27,943	15,374
Paid Search	21,623	11,400
Organic Social	20,851	8,445
Referral	5,850	3,271

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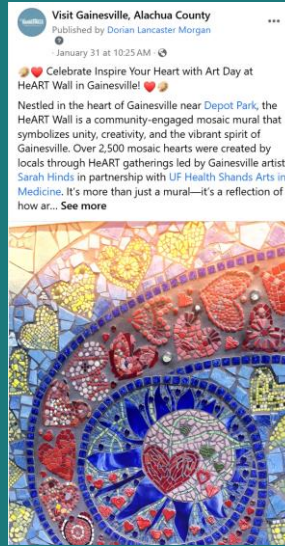
TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Visit GAINESVILLE Alachua County, FL

In-House Social Media

Q2 (In progress)

January 1 – February 14



Social Media Performance	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Impressions	974,992	1,087,078			2,062,070	7,000,000	29%
Views	630,338	877,203			1,507,541	6,000,000	25%
Reach	498,611	530,350			1,028,961	2,500,000	41%
Engagements	197,039	129,201			326,240	1,000,000	33%
Clicks	35,611	28,547			64,158	100,000	64%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,535	+1,110			45,645	66,200	70%
Instagram	18,627	+324			18,951	25,000	75%

*Social Media metrics exclude paid partner vendor metrics for Uppercase, Inc.

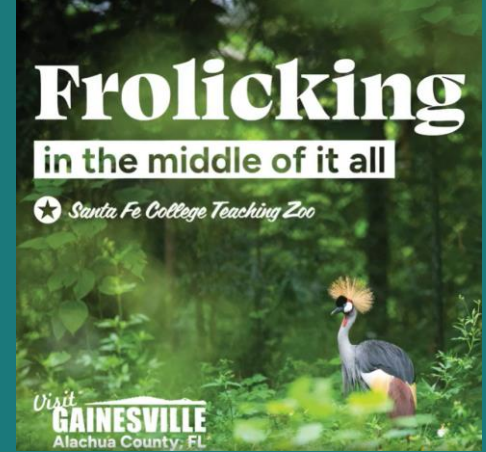
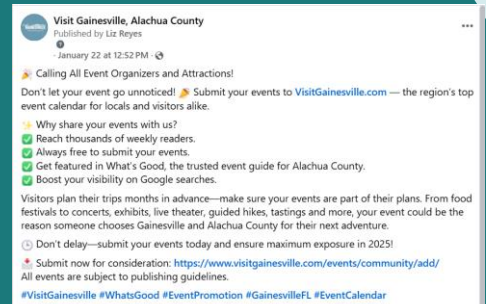
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TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
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Alachua County, FL

Social Media
Q2 (In progress)
January 1 – February 14



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TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025



Visit
GAINESVILLE
Alachua County, FL

Google Ads
Q2 (In progress)
January 1 – February 14

Florida State Parks | Gainesville Outdoor Adventures | Explore 100+ Miles of Trails
[Ad www.visitgainesville.com/outdoors](http://www.visitgainesville.com/outdoors)

Comprehensive list of outdoor activities in Gainesville and Alachua County. Hiking and paddling trails in Alachua County, FL.

[Places To Stay](#)
[Upcoming Festivals](#)
[Sign Up for What's Good](#)
[Dining Options](#)

Events in Gainesville, FL | Upcoming Festivals & Events | Plan Your Visit to Gainesville
[Ad www.visitgainesville.com/festivals](http://www.visitgainesville.com/festivals)

Find upcoming festivals and events in Gainesville with Visit Gainesville. Comprehensive list of events and festivals in Gainesville and Alachua County, FL.

[View Events](#)
[Meetings & Events](#)
[Downtown Gainesville](#)
[Places To Stay](#)

Festivals Near Me | What's Good® Guide of Events | MLK Day Celebration Events
[Ad www.visitgainesville.com/whats-good](http://www.visitgainesville.com/whats-good)

List of local celebrations for Martin Luther King Jr. Day. Live music events featuring The Gainesville Orchestra, Kathleen Edwards and more.

[Upcoming Local Festivals](#)
[Events This Weekend](#)
[Explore the Outdoors](#)
[Sign Up to What's Good](#)

Sponsored
visitgainesville.com
www.visitgainesville.com/festivals

Things To Do in Gainesville FL - Annual Events in Gainesville

Comprehensive list of events and festivals in Gainesville and Alachua County, FL. Plan your visit with upcoming festivals and special events in Gainesville, FL.

[Dining Options](#) [Explore the Outdoors](#)

Google Ads	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Impressions	513,877	587,202			1,101,079	4,000,000	28 %
Clicks	25,374	19,417			44,791	125,000	36 %
Cost Per Click	\$.31	\$.36			\$.33	\$.20	
Click Through Rate	4.94%	3.34%			4.1%	5%	

Ad Campaign Themes Winter

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

Ad Campaign Themes Spring

- Active Outdoors
- Spring Festivals
- Gatornationals
- Springs

Ad Campaign Themes Summer

- Springs
- Active Outdoors
- Festivals
- Football

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Up Next:

Content Areas of Focus:

- Active Outdoors
- Festivals and Events
- Gatornationals
- Mother’s Day

Digital Advertising Campaigns:

- Spring Festivals
- Gatornationals
- Sign-ups to What’s Good

Quarterly What’s Good Publishing

February 26

Next Date May 27

what's good®
GAINESVILLE + ALACHUA COUNTY GUIDE OF EVENTS

Fall for What's Good® and dive into a weekend packed with fun. Let the Czech National Symphony Orchestra sweep you off your feet, then find swoon-worthy date ideas (or a last-minute plan) in the Valentine's Day Survival Guide. Learn about wildlife rehabilitation and sip craft beer alongside majestic birds at Pints and Predators, then belt it out at an all-country show at Heartwood Soundstage. Make plans to commemorate Black History Month with opportunities to learn, reflect, and celebrate.

Read on for more of What's Good®.

Visit Gainesville, Alachua County

Czech National Symphony Orchestra
February 14 @ 7:30 p.m. | Phillips Center for the Performing Arts
3201 Hull Rd., Gainesville, FL 32611

Be swept away by the Czech National Symphony Orchestra and the timeless power of music. For over 30 years, the orchestras has filled concert halls around the globe. Immerse yourself in their stellar program featuring the exceptional piano soloist Maxim Lando in the first half.

What's Good® Guide of Events	Q1 10/1-12/31	Q2 1/1-2/14	Q3	Q4	YTD 10/1-2/14	Goal	% Achieved
Emails sent	332,804	152,620			485,424	1,500,000	32%
Avg. Open Rate	49%	52%			50%	55%	
Clicks	14,367	7,062			24,429	60,000	41%