

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MARCH 2025

Visit GAINESVILLE

Alachua County, FL

OUTREACH AT A GLANCE:

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
- Alachua County Bicentennial 200
- Jimmy Carnes Invitational
- Hoggetowne Medieval Faire
- Sunshine State Book Festival
- USATF Indoor Championships '25
- North Florida Outdoor Expo

UPCOMING OUTREACH TABLING EVENTS THROUGH MAY 2025

- Santa Fe Springs Celebration '25
- World Masters Athletic Indoor Championships
- Waldo Health Fair
- Party for the Planet
- World Tree Kangaroo Day
- 45th Annual 5th Ave Arts Festival



The Sunshine State Book Festival, which took place February 1 at the Best Western Gateway Grand, is one of 13 events additionally supported with outreach activities so far in FY25.

VISITOR OUTREACH UPDATES

OCTOBER 2024 – February 14, 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through February 14, 2025 the VCB distributed **4,656 Visitor Guides**. Distribution included:

- **985 visitor guides** at 7 outreach events
- **1,921 visitor guides** distributed for group service requests
- **750 visitor guides** displayed at the GNV airport
- **320 visitor guides** Alachua County Sports and Events Center
- **680 visitor guides** direct mail

New What's Good Guide Subscribers

Since October 1, 2024, the following outreach have **generated a total of 1,050**

What's Good guide of events subscribers.

- **271** from outreach events
- **779** from website
- **23,324** total all time What's Good subscribers

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 **222** tickets for exciting programs like:

- Dance Alive
 - Dracula
 - Nutcracker
 - Dangerous Liaisons
- 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:

- University of Florida
 - Law admissions
 - College of Engineering
 - Anthropology
 - Weimer Hall
- Match Maker Realty
- FCMA Dodd Short Course Training
- Santa Fe Springs Protection Forum
- Alachua County Tax Collector
- The Greater Palm Beach Society