

VISIT GAINESVILLE ALACHUA COUNTY

TOURISM DEVELOPMENT COUNCIL REPORT – MAY 2025



CAMPAIGN HIGHLIGHTS

TRADE MEDIA: FEB – APR 2025



Quick Trips!

Diverse, Distinct, and Delicious – Alachua County Restaurants Receive National Attention on Food Network's *Diners, Drive-Ins and Dives*

Alachua County restaurants will be featured on *Diners, Drive-Ins and Dives*, bringing national attention to the area's standout dining scene. Six local favorites, including Fehrenbacher's Meats & Eats and Uppercrust Bakery, began appearing Mar. 14 on Food Network and will air through April. As the official Film Commission of Alachua County, Visit Gainesville, Alachua County assisted with destination logistics. The exposure is expected to boost local businesses, attract visitors, and highlight Alachua County's growing reputation for culinary and film productions. [VisitGainesville.com](https://www.visitgainesville.com)

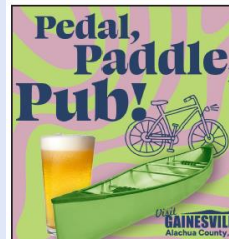


Uppercrust Bakery, one of six Alachua County restaurants featured on *Diners, Drive-Ins and Dives*. Also featured: Bingo Deli & Pub, Fehrenbacher's Meats & Eats, Germain's Chicken Sandwiches, Humble Wood Fire Bagel Shop, and The Paper Bag Deli.
Photo: Courtesy of Uppercrust Bakery

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

Adventure's in Season – Visit Gainesville, Alachua County's Summer Tourism Campaigns Launched May 1



The Visit Gainesville, Alachua County Summer 2025 Marketing Campaign is a data-driven, multi-channel initiative designed to increase summer visitation by a minimum of **10% over summer 2024**, with a focus on turning online engagement into real-world tourism impact.

The campaign will run from **May 1 to July 31, 2025**, leveraging:

- Digital display advertising
- Short-form video and social media ads
- Paid search campaigns
- Organic content optimization
- PR engagement
- Email newsletters
- Web and social platforms
- Regional Radio
- Billboards

Key campaign messages will promote family-friendly and outdoor adventure themes tied to **high-converting website content**, such as events, trip planning, free things to do, food, and outdoor recreation.

Target Audiences:

- Families with school-aged children
- Outdoor enthusiasts, adventure seekers

Secondary Segments:

- Culinary travelers (couples, foodies)
- Event-driven visitors (live music, festivals)

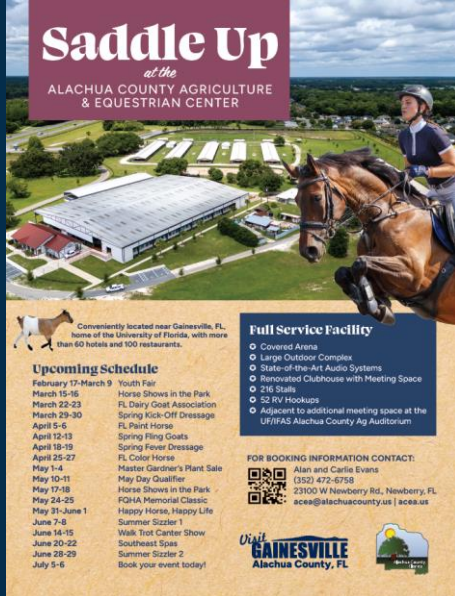
What's Good® Sign-Ups

An additional component of the campaign will focus on social leads generation.

Top Target Markets (DMAs):

- Orlando
- Tampa
- Jacksonville
- Tallahassee
- Miami
- Surrounding counties (Marion, Columbia, Levy, Lake, Putnam)

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 29-30	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 Canter Show
June 20-22	Southeast Spas
June 28-29	Summer Sizzler 2
July 5-6	Book your event today!

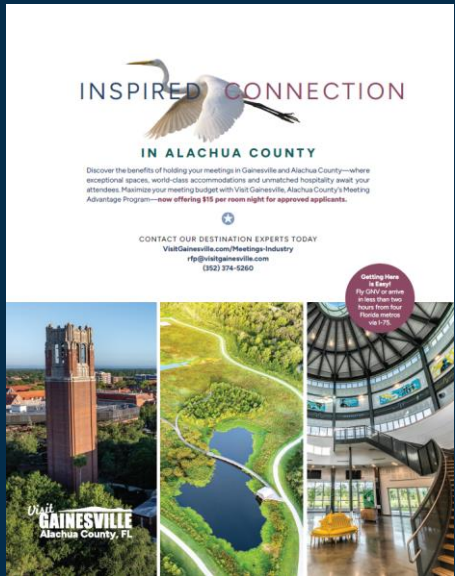
Full Service Facility

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

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Visit
GAINESVILLE
Alachua County, FL

Group Meetings FSAE



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. Reimburse 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
rtp@visitgainesville.com
(352) 374-5260

Getting Here is Easy
Fly (GTF) or arrive
at least three hours
before meeting
via I-75

Visit
GAINESVILLE
Alachua County, FL

As part of a year-round 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.

Summer Campaigns Continued - Fun 4 US Kids, April 14 – July 14



Visit
GAINESVILLE
Alachua County, FL

New Adventures Every Visit
in Gainesville and Alachua County

Museums • Animal Encounters • Nature Parks
Springs • Planetarium & MORE!

The Fun 4 US Kids franchise websites and social media pages are an ideal platform to market summer visitation to families with young children. These hyper-local, parent-focused guides are trusted resources for discovering family-friendly events, camps, attractions, and activities. With targeted regional reach and a highly engaged audience of parents actively planning their family's summer schedules, advertising on Fun 4 US Kids reaches decision-makers looking for memorable, kid-approved experiences within a short drive.

Target Markets:

- Fun 4 Gator Kids - Alachua County (plus adjacent counties)
- Fun 4 Tally Kids - Leon County
- Fun 4 Auggie Kids - St. Johns & Flagler County
- Fun 4 Clay Kids - Clay & Bradford County
- Fun 4 First Coast kids - Duval & Nassau County
- Fun 4 Ocala Kids - Marion County
- Fun 4 Lake Kids - Lake & Sumter County
- Fun 4 Seminole Kids - Seminole County
- Fun 4 Daytona Kids - Volusia County
- Fun 4 Orlando Kids - Orange County
- Fun 4 Nature Coast Kids - Levy, Citrus, & Hernando County
- Fun 4 Sun Coast Kids - West Pasco & North Pinellas County
- Fun 4 Tampa Kids - South Pasco & West Hillsborough County
- Fun 4 Brandon Kids - East Hillsborough County
- Fun 4 Sarasota Kids - Manatee & Sarasota County

Website – Day Trips Page Header

Ad replaces stock photo at the top of the Day Trips page in the Fun Around Town section. Ad clicks through to the Visit Gainesville website.

Monthly Facebook Post

Fun 4 US Kids will publish an original post each month on each Facebook page for all the target markets. The post will include top events and happenings that month in Gainesville as well as suggestions of attractions to visit.

Posts will be set up to tag Visit Gainesville, Alachua County as a sponsor, so that they post boost they can be boosted directly by the VCB.

Monthly Ad in E-mail Newsletter

The same ad running on the Day Trips page will run in the email newsletters on each site with the following schedule:

- April 14 – May 14 = 2 times a month in newsletters
- May 14 – June 14 = 2 times a month in the newsletters
- June 14 – July 14 = 1 time in newsletters

UF PREVIEW 2025

In addition to visitor guides and tourism partner information, 20,000 pieces of destination collateral will be distributed during UF Preview to the university's newest students (10,000) and their parents (10,000).

The collateral will be placed in the UF's Preview take home bags with the goal to enhance their experience in Alachua County, introduce them to the destination, and establish early connections with future visitors and residents.

Parents Welcome Here!

Why should the students have all the fun?

Make the most of your visit with suggestions on where to stay, things to do, dining and shopping hotspots, and local tips and tricks on VisitGainesville.com.

PRO TIP!

Sign up for What's Good® to stay up-to-date on events in the area.



what's good.
GAINESVILLE + ALACHUA COUNTY
GUIDE OF WEEKLY EVENTS



SIGN UP TODAY!

Visit
GAINESVILLE
Alachua County, FL
VisitGainesville.com

Total Advertising Impressions Across All Media – Q2 2025

TOTAL IMPRESSIONS: Q2 FY25

Social Media In-House (paid):	1,432,011
Social Media In-House (organic):	159,843
Social Media Ad Agency	528,511
Google Ads	1,184,579
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)	100,000
Print Visit Florida Guide (street date is Q2)	300,000
Villages Newcomer Directory (70K/Year)	17,500
What's Good® Guides Sent	288,938
Visitor Guides Distributed (Outreach)	7,960
Visitor Guides Distributed (Welcome Centers)	2,450
TOTAL IMPRESSIONS:	28,760,843

Total Advertising Impressions for FY25 -to-Date: 55,846,420

UF Preview 2025 Continued

Get Out There!
(Unexpected adventures beyond campus? Yes, please!)

Becoming a Florida Gator is the adventure of a lifetime—and your new home away from home is full of lots to explore. Your extracurriculars start at VisitGainesville.com—the official guide to events, eats, trails, festivals and experiences in Gainesville and Alachua County.

Visit
GAINESVILLE
Alachua County, FL
WHERE NATURE AND CULTURE MEET

Follow @VisitGainesville on Instagram and Facebook, and sign up for the What's Good® event guide—your weekly shortcut to everything happening nearby.

Hometown Highlights

How many can you check off in your first year?

- ☐ Sign up for the What's Good® guide of events—your go-to for all the cool stuff happening in Gainesville and Alachua County.
- ☐ Spot gators (from a safe distance) at La Chua Trail or Sweetwater Wetlands Park.
- ☐ Slackline, rollerblade or run at Depot Park.
- ☐ Treasure hunt at Waldo Farmer's and Flea Market.
- ☐ Embark on a tour de pizza! Try Blue Highway, Da Vinci, Humble Wood Fire, Satchels, Square House and more. Can you eat them all?
- ☐ Post up at a music festival at Heartwood Soundstage or Bo Diddley Plaza.
- ☐ Grab an iced latte and cozy corner at an area café. Explore options at VisitGainesville.com.
- ☐ Bring a picnic, a pool noodle and your pals to float at Poe Springs—say that three times fast!
- ☐ Catch a play or indie film at the Hippodrome Theatre.
- ☐ Check out one of the regular vintage markets or big annual art festivals.
- ☐ Shop your favorite national brands and discover local boutiques at bit.ly/352Shopping.
- ☐ Go beyond Gainesville—Alachua County's eight surrounding towns are full of date-worthy eats and photo-friendly spots.
- ☐ Dive into hundreds of other ideas at VisitGainesville.com.
- ☐ And hey—don't forget to call your parents!

SIGN UP TODAY!

Visit
GAINESVILLE
Alachua County, FL
WHERE NATURE AND CULTURE MEET

what's good.
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GUIDE OF EVENTS

VisitGainesville.com