

# VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025

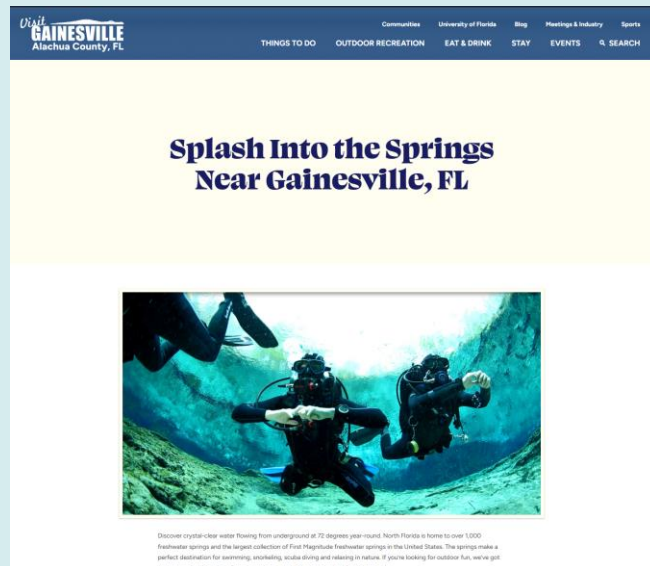


## Visit GAINESVILLE Alachua County, FL

### Website Traffic

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



Website Visitation FY25	Q1 10/1-12/31	Q2 1/1-3/31	Q3 to Date 4/1-4/28	Q4	FYTD 10/1-4/28	Goal	% Achieved
Page Views	286,273	326,924	99,049		712,246	1,265,000	56 %
Users	123,770	144,218	49,254		317,242	557,000	57 %

### Sources of Traffic Per Google Analytics, by Session

Organic Search	98,418	87,686	28,876
Direct	27,943	30,084	9,313
Paid Search	21,623	23,448	9,748
Organic Social	20,851	20,343	1,812
Referral	5,850	6,900	2,120

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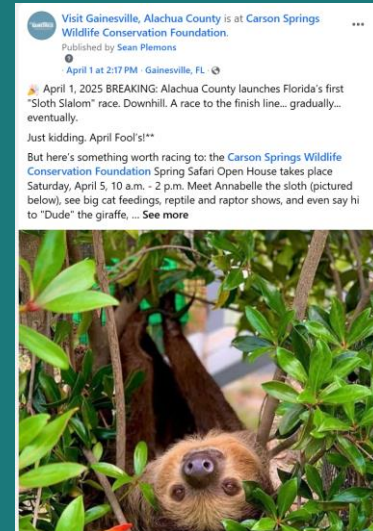
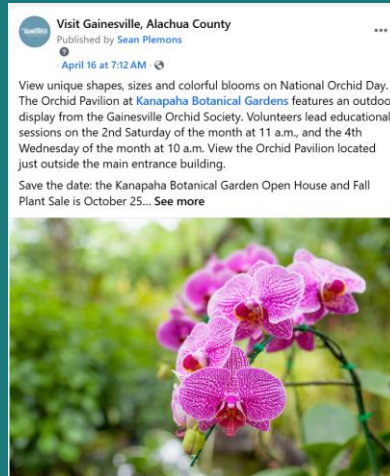


*Visit*  
**GAINESVILLE**  
Alachua County, FL

## In-House Social Media

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



Social Media Performance	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-2/14	Goal	% Achieved
Views	630,338	1,516,917	537,337		2,684,592	6,000,000	48%
Reach	498,611	668,379	147,561		1,314,551	2,500,000	52%
Engagements	197,039	201,142	35,312		433,493	1,000,000	43%
Clicks	35,611	28,547	4,098		68,256	100,000	68%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,535	+2,189	1,279		48,003	66,200	72%
Instagram	18,627	+547	+360		19,534	25,000	78%

\*Social Media metrics exclude paid partner vendor metrics for Uppercase, Inc.  
Advertising partner metrics reported in the advertising report.

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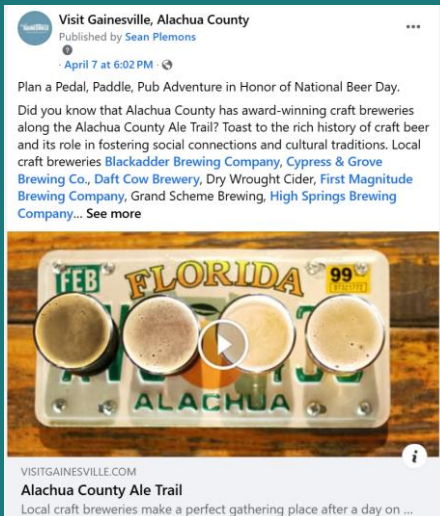


## Visit GAINESVILLE Alachua County, FL

### Social Media

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



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**GAINESVILLE**  
Alachua County, FL

## Google Ads

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025

What's Good® Guide of Events | Events  
This Weekend | Big Culture and Arts  
Festival

[Ad](https://www.visitgainesville.com/whats-good) [www.visitgainesville.com/whats-good](https://www.visitgainesville.com/whats-good)

Color your weekend with spring festivals and more  
with What's Good®. Explore the multi-day Big Culture  
and Arts festival featuring over 60 musical acts.

[Things To Do](#)

[Sports](#)

[University Of Florida](#)

[Communities](#)

Florida State Parks | Gainesville Outdoor  
Adventures | Explore 100+ Miles of Trails

[Ad](https://www.visitgainesville.com/outdoors) [www.visitgainesville.com/outdoors](https://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](#)

[Sign Up for What's Good](#)

[Upcoming Festivals](#)

[Dining Options](#)

Events in Gainesville, FL | Upcoming Festivals  
& Events | Plan Your Visit to Gainesville

[Ad](https://www.visitgainesville.com/festivals) [www.visitgainesville.com/festivals](https://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](#)

Big Culture & Arts Festival | Gainesville  
Music Festival | Live Music and Circus Acts

[Ad](https://www.bigcaf.com) [www.bigcaf.com](https://www.bigcaf.com)

Two days of hip hop, circus acts, street culture,  
fashion show and more April 11-12, 2025. See over  
60 national and international acts: The Alchemist,  
Mike, Navy Blue and more.

[Browse Events](#)

[Outdoor Recreation](#)

[Things To Do](#)

[Places To Stay](#)

Google Ads	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-4/28	Goal	% Achieved
Impressions	513,877	1,184,579	325,264		2,023,720	4,000,000	51%
Clicks	25,374	19,417	15,483		60,274	125,000	48%
Cost Per Click	\$.31	\$.28	\$.19		\$.26	\$.20	
Click Through Rate	4.94%	3.50%	4.76%		4.4%	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

Family-Friendly Activities

Active Outdoors

Festivals and Events

Drive-worthy Dining

Upcoming Football

# VISIT GAINESVILLE ALACHUA COUNTY



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## Up Next:

### Content Areas of Focus:

Active Outdoors  
Festivals and Events  
Drive-worthy Dining  
Top 10 Family Activities  
Free things to do  
Cool off in the Great Indoors  
Triple-D Features Restaurants  
and Drive-worthy Dining

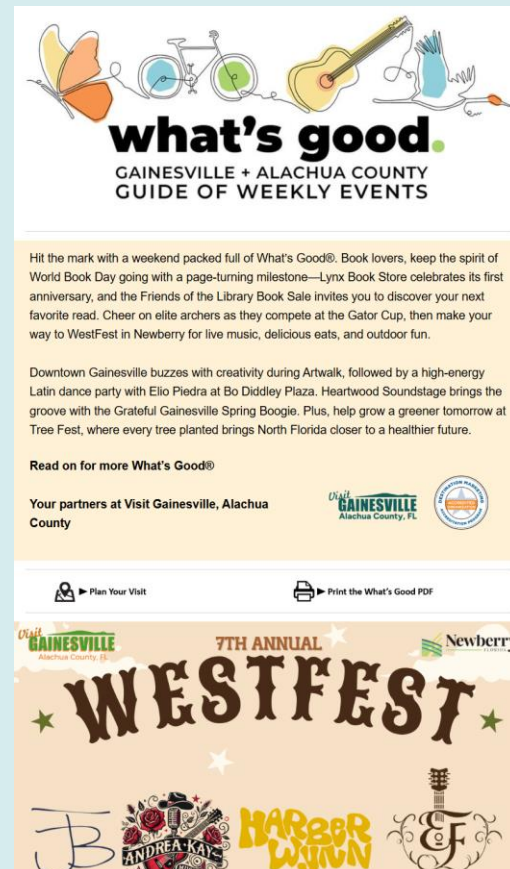
### Digital Advertising Campaigns:

Spring Festivals  
Splash into the Springs  
Sign-ups to What's Good  
Pedal Paddle Pub/Breweries

### Quarterly What's Good Publishing

**Q3:** May 6, 2025

**Q4:** August 19, 2025



What's Good® Guide of Events	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-4/28	Goal	% Achieved
Emails sent	332,804	288,938	92,466		714,208	1,500,000	48%
Avg. Open Rate	49%	52%	48		50%	55%	
Clicks	14,367	12,991	3,292		30,650	60,000	51%