

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025



Visit GAINESVILLE

Alachua County, FL

WORLD MASTERS INDOOR

ATHLETIC CHAMPIONSHIPS 2025:

Visit Gainesville proudly supported the 2025 World Masters Indoor Athletics Championships with branded giveaways:

- 208 - Challenge Coins
- 880 - Alligator Plushies
- 4,970 - Drawstring Bags
- 4,690 - Water Bottles
- 5,770 - Lanyards

These items left a strong impression, reinforcing the destination brand while enhancing the hospitality and excellence athletes and visitors will associate with their Alachua County WMA experience.

In preparation for World Masters and National Travel and Tourism Week, the VCB has distributed **4,055- visitor guides** to area lodging partners and will continue Visitor Guide distribution through May.



Photos and a social media reel were captured while tabling at the Santa Fe College 53rd Annual Spring Arts Festival on April 12. Pictured above is a live mural created at the event by artists Birdcap and Elena Øhlander. Birdcap is known for mural and comic art inspired by folklore and philosophy, while Øhlander's mixed-media work explores identity and community through public art.

VISITOR OUTREACH UPDATES

Fiscal Year to Date: OCTOBER 2024 – April 16, 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through April 16, 2025

the VCB distributed **10,840 Visitor Guides**. Distribution included:

- **1,225 visitor guides** at 15 outreach events
- **2,747 visitor guides** distributed for group service requests
- **1,020 visitor guides** displayed at the GNV airport
- **630 visitor guides** Alachua County Sports and Events Center
- **1,318 visitor guides** direct mail
- **3900 visitor guides** distributed at local hotels

New What's Good Guide Subscribers

Since October 1, 2024, there following outreach have **generated a total of 3,070**

What's Good guide of events subscribers.

- **301** from outreach events
- **2,769** from website
- **25,051** total all time What's Good subscribers

University of Florida Preview Summer 2025

Student Preview is back! From May 9 to August 19, 2025, Visit Gainesville will partner with UF to welcome incoming freshmen, transfer students, and their families. The VCB will share visitor guides and promote the What's Good® event newsletter to help new Gators explore the area.

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 **291** tickets. The most recent giveaways were for:

- NHRA Gatornationals
- Carson Springs Spring Open House
- Dance Alive - Romeo & Juliet
- Santa Fe College Zoo - Party for the Planet
- Danscompany - Spring Concert with State of Wonder

Group Service Requests

Recent groups service requests include:

- USATF
- Native Plant Society Conference
- Eco Chase Challenge
- HOPE Animal Assisted Crisis Response
- University of Florida
 - Shands Human Resources
 - Chemistry Department
 - Golf Tournament
 - College of Medicine
 - Pulmonary Fundraiser 5K