



PUBLIC RELATIONS & ANALYTICS REPORT

April 1 - June 30, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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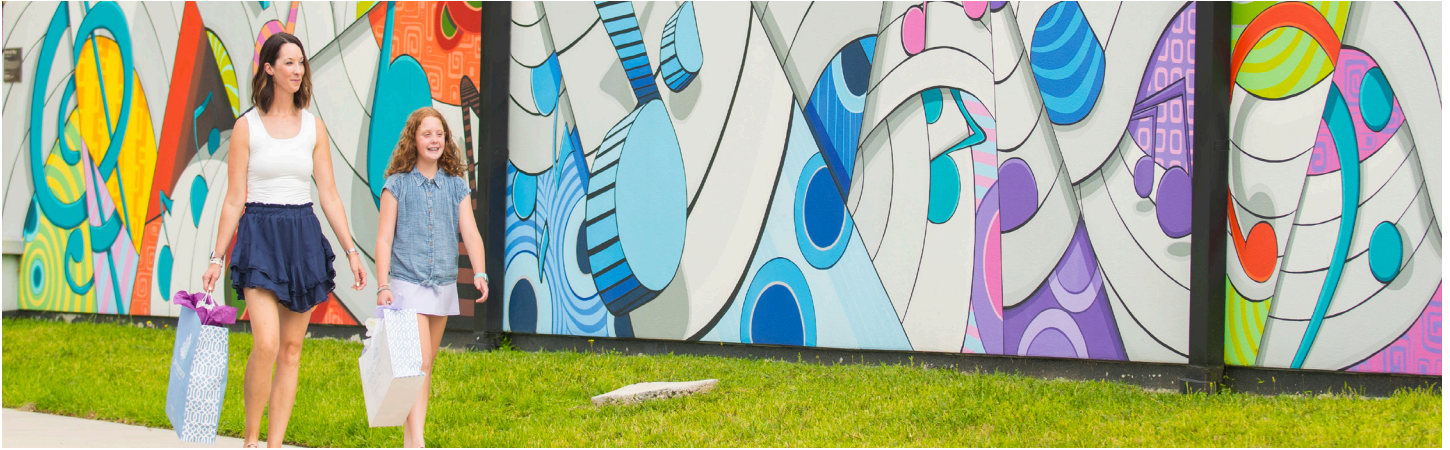
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PUBLIC RELATIONS



Press Releases

VISIT FLORIDA

As part of the ongoing state tourism initiatives through VISIT FLORIDA, the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) fulfills press release requests highlighting tourism activities throughout the destination. VISIT FLORIDA uses these press releases as part of larger media pitches both nationally and internationally.

- Solo Female Travel
- Music Festival SZN
- Escape the Hustle
- Florida Superlatives
- Family Fun in the Sun
- Earth Day
- Celebrating Motherly Love
- Celebrate National Museum Day
- End of School
- Florida Foodie Festival
- Florida's Wildlife
- Global Accessibility Awareness Day
- Luxury Florida

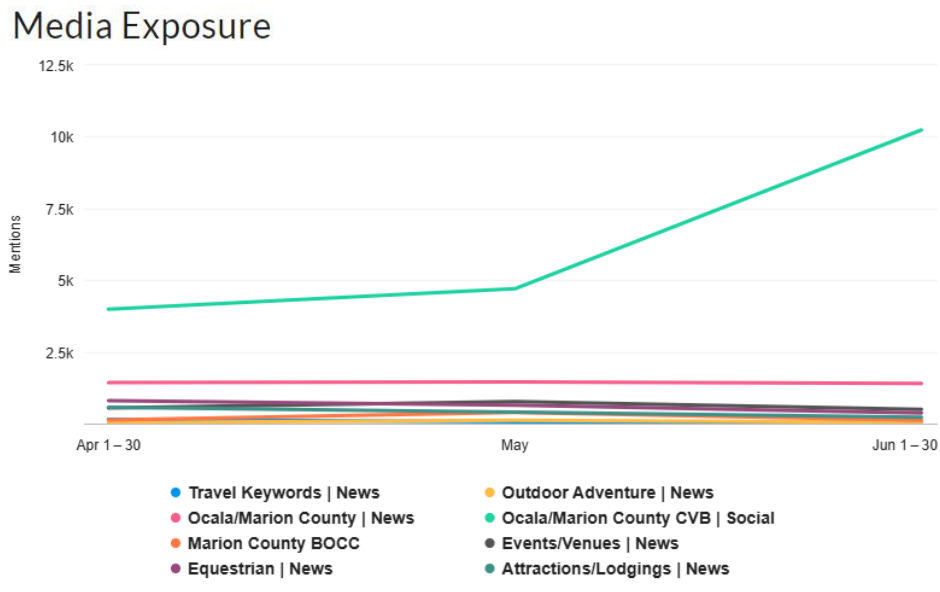
OMCVCB

- Ocala/Marion County Celebrates National Travel and Tourism Week
- Postcard Photography Contest in honor of NTTW

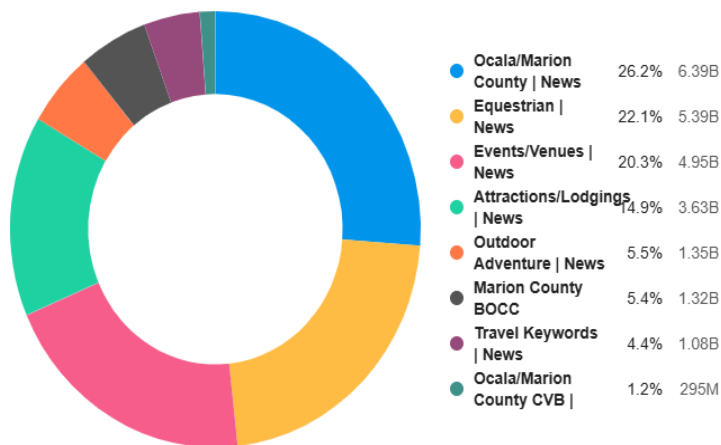
Meltwater: Media Exposure

The OMCVCB uses the media monitoring system, Meltwater, which allows for us to monitor online sentiment with our audiences, send out press releases and search for media outlets that are talking about the destination.

The following graph shows the media exposure from April 1- June 30, 2025, including media topics and key words that were trending during this time period.



Meltwater: Public Relations Pick-Up



FAM Tours: Journalists Visiting In Market

Familiarization trips (FAM) or Individual Press trips (IPT) are tours offered to media on behalf of an organization to get the media familiar with their destination and services.

During this quarter, we hosted 2 press trips, one domestic journalist from the Carolinas, and another from France, in partnership with VISIT FLORIDA. Reporting from the French trip is not yet available.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Cape Fear Living	Coleen Thompson	May 2025	Where Equestrian and Culinary Meet	\$904.60	Domestic	35,000 print , 100,000 online, 25,000 newsletter subscriptions, 12k social media.
Masculin.com	Vincent Charretier	June 2025	soft adventure, culinary, culture, small town charm, heritage and history.	\$995.72	France	6.5 million unique monthly visitors



Thank you to the industry partners:

- KP Hole Park
- Silver Springs State Park
- Get Up and Go Kayaking
- Canyons Zip Line & Adventure Park
- World Equestrian Center
- Gypsy Gold Farm
- Appleton
- Grandview Clydesales

Press Trip - Cape Fear Living

OMCVCB hosted a domestic press trip for Colleen Thompson, Editor-in-Chief of Cape Fear Living. The trip's focus was on Ocala's equestrian heritage and culinary arts, with the goal of securing a feature story in her publication. The story angle emphasized how Ocala offers a serene, soulful alternative to a typical Florida vacation, deeply rooted in community. The trip also underscored the destination's accessibility for her readers, with convenient direct flights between Wilmington, NC and Orlando.

REACH: 35,000 print, 100,000 online, 25,000 newsletter subscriptions, 12k social media.

The article was published in May 2025 and is below and on the next 5 pages

RIDING HIGH IN OCALA

Cape Fear Living

Jun 12 · 7 min read

RIDING HIGH IN OCALA

Updated: Jun 26

If you're part of the horse world, Ocala/Marion County in Florida, is already on your map—and for good reason. But if it hasn't crossed your radar yet, it's time to take a closer look. Home to more than 1,200 horse farms, the opulent Equestrian Hotel, and the awe-inspiring World Equestrian Center, Ocala is where equine excellence meets Southern charm. Add in crystal-clear spring waters, a fast-growing culinary scene and a uniquely Floridian mix of billionaires and cowboys sharing the same arena, and you've got a destination that's as surprising as it is unforgettable.

By Colleen Thompson

Tucked in the heart of Central Florida, Ocala is a place where history, horses, and hospitality come together in a uniquely captivating way.

RIDING HIGH IN OCALA

Cape Fear Living

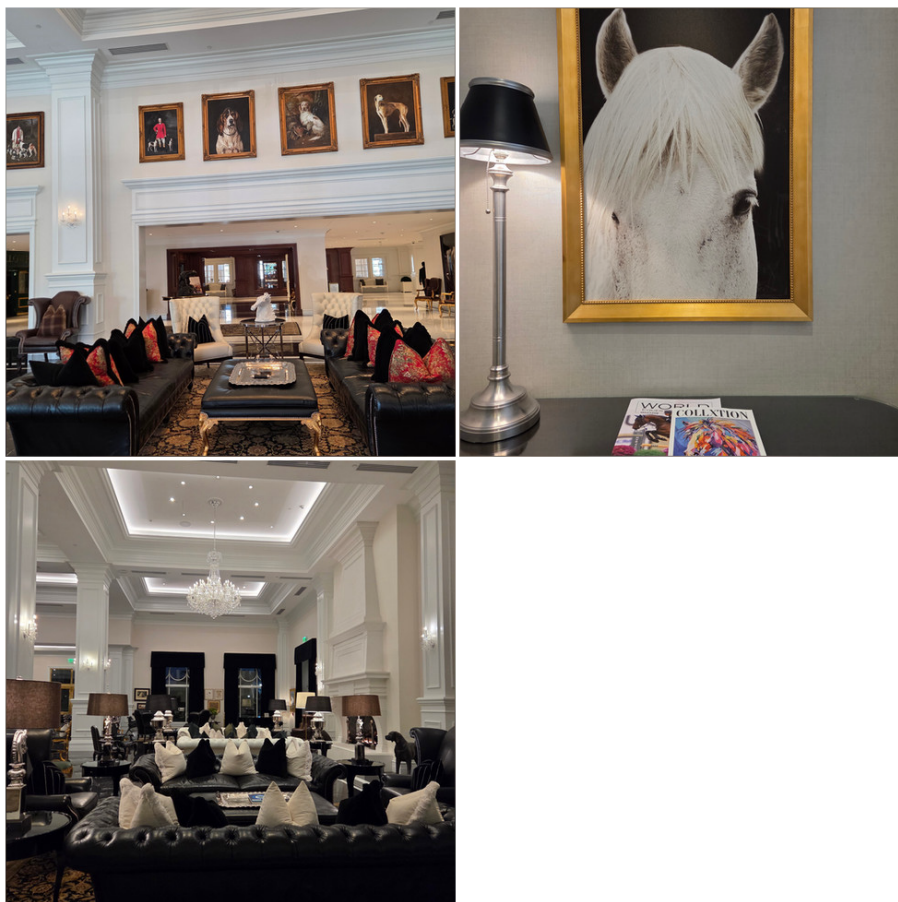
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RIDING HIGH IN OCALA

Aptly known as the "Horse Capital of the World," Ocala's roots run deep—from its Native American heritage (its name is derived from the Timucua word "Ocali," believed to mean "Big Hammock") to its rise as a thoroughbred breeding haven in the 1940s. The city's equestrian legacy took off when Carl G. Rose established Florida's first thoroughbred farm here, setting in motion a rich tradition that would eventually draw breeders, riders, and trainers from around the globe.

Stay in Style: Where Luxury Meets Horse Country

Grandeur and grace meet the raw beauty of horse country at **The Equestrian Hotel**, set within the prestigious World Equestrian Center in Ocala, Florida. Here, opulence is not an afterthought, it's the very fabric of the hotel's identity. From the moment you enter the marble-clad lobby, with its soaring 20-foot ceilings and neoclassical French charm, you're enveloped in a refined atmosphere that balances stately elegance with playful equestrian touches. Swarovski chandeliers sparkle above zebra-print chairs, while a massive stone fireplace anchors the space with warmth. Italian porcelain floors gleam, and mahogany trim lines every corner, while staff in custom chic Ralph Lauren uniforms deliver service with polish and poise.



Every element in the hotel bears the meticulous imprint of owner Mary Roberts, from the bridle-patterned carpeting to the 200+ gilded dog portraits—each one a personal commission and love letter to her canine companions. On each of the five floors, elevator lobbies double as curated art galleries, showcasing the works of local artists.

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

Cape Fear Living

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RIDING HIGH IN OCALA

Choose a suite overlooking the jaw-dropping 128,000-square-foot Grand Arena, where world-class riders compete. Imagine watching elite equestrian events from the comfort of your plush king-size bed decked out in white Italian linens. Each of the rooms are layered with rich textures and refined detail—leather saddle-stitched pillows, trophy-inspired bedside lamps, and hardware reminiscent of a horse's bridle. It's equestrian chic with a neoclassical polish—tasteful, immersive, and utterly unforgettable. It's luxury in horse country, and this is a hotel that lives and breathes it.



The Heart of Horse Country: Inside World Equestrian Center

Ralph "Larry" and Mary Roberts built **World Equestrian Center** (WEC) as a 380-acre showcase of equine excellence—and it more than delivers. The stunning, state-of-the-art complex is home to immaculate stables, championship arenas, and year-round competitions that attract riders and spectators from around the globe. WEC hosts everything from hunter/jumper and dressage to western events across 17 outdoor arenas and five climate-controlled indoor venues, all supported by over 2,500 permanent stalls, a world-class veterinary care center, and a full-service feed and tack store designed with elite athletes in mind. But WEC isn't just for competitors—the entire venue is designed for guests, too, with beautifully landscaped grounds that make it a luxurious and immersive spectator experience. One of its most serene and unexpected features is the Chapel on the property, a striking white sanctuary set among manicured gardens and a tranquil reflection pond. Whether you're attending a quiet service or simply soaking in the stillness, it adds a spiritual dimension to the venue's energy. To truly appreciate the full scale and beauty of the grounds, be sure to rent a golf cart—it's the best way to explore every corner of this expansive equestrian paradise.

Equestrian Eats: Where Southern Roots Meet Culinary Refinement

French Flair at Emma's Patisserie

Begin your morning the way it was meant to be—with a perfectly pulled espresso and a warm, buttery pineapple Danish from **Emma's Patisserie**, nestled on the first floor of The Equestrian Hotel. Each day, an irresistible deliciousness fills the glass cases, all artfully crafted by James Beard Semi-Finalist & Executive Pastry Chef Yohann Le Bescond of the World Equestrian Center. From delicate tarts to flaky croissants, every bite reflects his signature blend of precision, creativity, and French-inspired indulgence. Emma's is a daily ritual worth savoring.

Stirrups: Fine Dining at its Finest

For a very fine dining experience, head to The Equestrian Hotels' signature restaurant, **Stirrups**. There are no shortcuts here in the beautiful all-white & crystal space. Chef de Cuisine, Cristian Viracucha, is at the helm, and delivers elevated riffs on Southern dishes. The house baked bread served warm with cinnamon swirled butter, still has me swooning. Start with the crab cakes, served with piquillo pepper purée, citrus gel, and

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

Cape Fear Living

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RIDING HIGH IN OCALA

remoulade. And while the selection of steaks might tempt you, order the Mountain River Cervena venison with Florida mushrooms in garlic, thyme & bourbon. Desserts curated by Executive Pastry Chef Yohann Le Bescond are all sublime but opt for the Corn & Bramble, featuring blackberries, popcorn, and white chocolate.



Yellow Pony Pub: Polished with a Comfort Kick

The leatherbound cocktail menu, bespoke saddle bar stool and equine paraphernalia set the tone for this laidback gastro lounge inside the Equestrian Hotel. Ask skilled barman Hernando to mix you an Old Fashioned, he arguably makes the best I've tasted in a very long time. Order the soft hand-twisted pretzel served with beer cheese and stout mustard to stave off hunger pangs before or after dinner.

Historic Downtown: A Blend of Charm and Flavor

Strolling through historic downtown Ocala feels like stepping into a charming Southern postcard—where brick-paved streets wind past grand old oaks and lovingly preserved buildings house boutiques, galleries, and buzzing local cafés. This walkable district pairs small-town warmth with a lively creative scene and a deep sense of place rooted in horse country heritage. Start your evening with a handcrafted cocktail at **Ivy on the Square**, a stylish spot known for its Southern flair and vintage charm. For dinner, choose your vibe: enjoy a laid-back rooftop meal with city views at **District Bar & Kitchen**, or opt for a more refined, romantic evening at **La Cuisine**, a cozy French bistro serving classics like duck confit, escargot, and crème brûlée. Whether casual or elegant, downtown Ocala serves up flavor and charm in equal measure.

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

Cape Fear Living

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RIDING HIGH IN OCALA

Explore the Wild Beauty of Silver Springs

For a truly unforgettable encounter with Florida's natural beauty, kayaking the crystal-clear waters of Silver Springs is a must. Just minutes from downtown Ocala, **Silver Springs State Park** offers a serene, almost mystical experience as you paddle beneath a canopy of towering cypress and oak trees, gliding over spring-fed crystal-clear waters. The springs stay a refreshing 72 degrees year-round and teem with life—spot turtles sunning on logs, herons stalking the shoreline, curious otters playing in the shallows, and even the park's famously elusive wild rhesus macaques. Adding to the mystique, remnants of the original Tarzan movie sets from 30s still linger, half-hidden in the overgrown forest—an echo of Hollywood's early fascination with this wild paradise. Whether you're a seasoned kayaker or just looking for a peaceful paddle, Silver Springs offers an unforgettable way to spend a few hours.



Find Mojo's After Silver Springs

After a morning of paddling through the tranquil waters of Silver Springs, fuel up at **Mojo's**, a local favorite where Mexican, Cuban, and Cajun flavors collide. The atmosphere is as bold as the menu—think colorful walls, music memorabilia, and a playful mix of kitsch & quirky that somehow works. Kick things off with the Cajun fried pickles, crispy and addictive, before diving into the Vaca Frita—tender seared beef with grilled onions, served alongside red beans, rice, and sweet plantains. Wash it all down with a cold local Florida brew, and you've got the kind of lunch that turns a good day into a great one.

Up Close with Clydesdales

It's entirely possible to visit the Horse Capital of the World and never come nose-to-muzzle with one of its most iconic residents—but a short drive to **Grandview Clydesdale** Horse Ranch in nearby Dunnellon changes that instantly. This family-owned farm, led by Shannon and Karen Hobbs, has been perfecting the art of Clydesdale breeding for an incredible 24 generations, and they've opened their gates for a truly hands-on experience. On a guided tour, you'll wander through immaculate barns, see the training and breeding facilities in action, and meet the stars of the show—towering stallions, elegant mares, and fuzzy-legged foals. The passion behind the operation is palpable, and the chance to help name a newborn Clydesdale at the end of the tour adds a heartwarming personal touch (fingers crossed for Hudson). It's an unforgettable glimpse into the legacy, power, and grace of these gentle giants and the passionate humans behind them.

<https://www.capefearliving.com/post/riding-high-in-ocala>

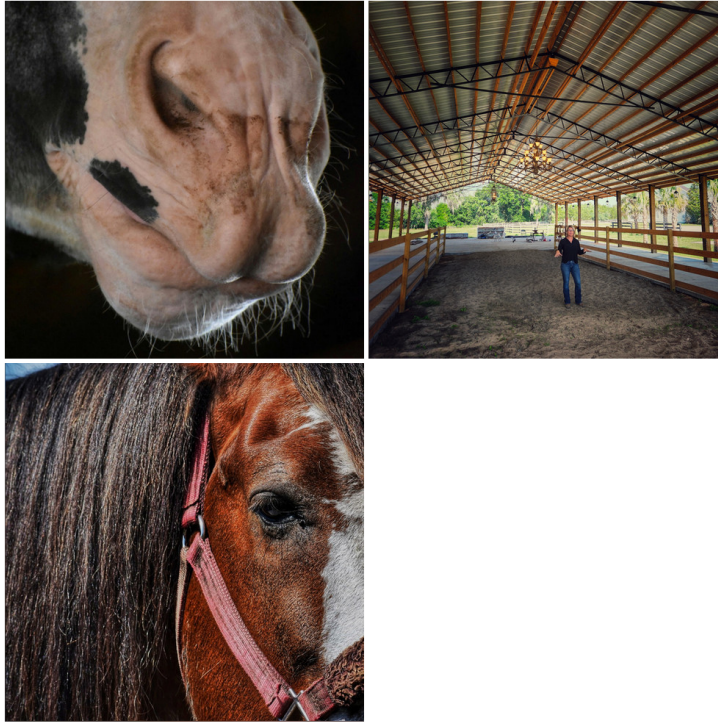
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RIDING HIGH IN OCALA

Cape Fear Living

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RIDING HIGH IN OCALA



Laidback Bites & River Vibes

After your horse tour, mosey on over to **Swampy's** in nearby Dunnellon — it's the kind of laid-back, riverfront hideaway that feels like it was made for flip-flops and second helpings. Grab a table on the open-air deck perched right above the crystal-clear Rainbow River, where kayakers, paddlers, and the occasional swamp boat glide by like it's all part of a lazy afternoon parade. If the river's feeling generous, you might even spot a playful family of otters putting on a lunchtime show along the bank. As for the food? Don't miss the blackened Cajun catfish sandwich — it's spicy, smoky, and just the right kind of messy. And whatever you do, save room for the bananas foster bread pudding. It's the kind of dessert that makes you lean back, loosen your belt a notch, and wonder why you don't do this every day.

Press Trip - Brazil, Juju Na

In January 2022, in partnership with VISIT FLORIDA, the OMCVCB hosted an international press trip for a Brazilian travel blogger/influencer focusing on family travel, adventure, nature and lifestyle. The blog is called Juju Na trip and has a very strong reputation and is very well-known in Brazil. Besides the blog and social media channels, Juju Na Trip manages columns on other Brazilian websites and two Brazilian cable TV channels. The trip included a family of three and a film director/cameraman.

Below is recent coverage from this quarter on Instagram in a report from VISIT FLORIDA



BRAZIL – IPT JUJU NA TRIP – APRIL 2025 – OCALA

Media Name: Gabriela Temer

Social Handle: @jujunatripblog

Date: 04/30/2025

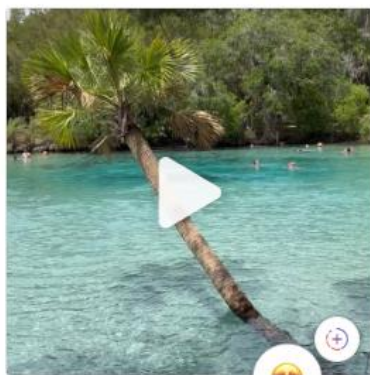
Total Exposure: 5,511 reach/social

Media Value: \$6,377.33

Engagements: 249

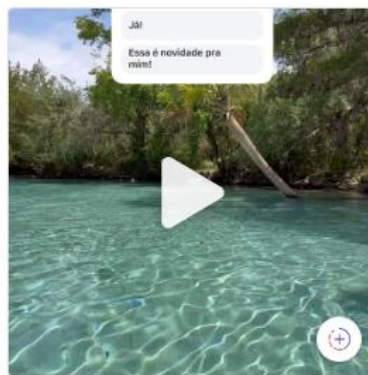
ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Glen Springs

<https://www.instagram.com/jujunatripblog/>



1.7K 3 103

05/03/25



1.8K 2 493

05/03/25



2K 3 445

05/03/25

Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Glen Springs

Additional Earned Media - Southern Living

Southern Living posted an article highlighting ways to unplug in the south over the summer. The story used imagery provided by the Ocala/Marion County VCB and highlighted the Ocala National Forest. The article also linked to a story specific to Ocala/Marion County.

This article was also published on two other platforms including MSN Travel.

TOTAL REACH: 159,756,808

TOTAL MEDIA VALUE: \$1,477,750.47

Below and on the next page is the portion of the story highlighting Ocala/Marion County.

10 Screen-Free Adventures For A Classic Souther Summer Southern Living



Southern Living

Subscribe

10 Screen-Free Adventures For A Classic Southern Summer

By [Symiah Dorsey](#) | Published on June 1, 2025



Credit: Courtesy of Ocala/Marion County Visitors and Convention Bureau

10 Screen-Free Adventures For A Classic Souther Summer Southern Living

Rent A Kayak Or Canoe



Credit: Courtesy of Ocala/Marion County Visitors and Convention Bureau

Gliding across still water with nothing but the sound of your paddles is the kind of slow travel we could all use more of—and thankfully, the South proudly claims some of the most scenic spots for doing just that. In [New Orleans](#), rent a canoe or kayak at Bayou St. John, where you'll drift beneath stone bridges and past Creole cottages, or head to Juniper Springs in Florida's [Ocala](#) National Forest, home to one of the oldest and prettiest paddle trails in the region, complete with moss-draped canopies and curious turtles.



Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Southern Living (3 articles)	10 Screen-Free Adventures For A Classic Southern Summer	159,756,808
Southern Living (3 articles)	This Scenic Florida Town Has The Cheapest Real Estate In The State—And It's Known As The Horse Capital Of The World	69,308,178
reisereporter	Florida Hidden Gems 2025: Natur, Strände und Geheimtipps	1,983,232
reisereporter	Florida Reisetipps: Entdecke geheime Traumziele	1,983,232
reisereporter	Verborgene Schätze Floridas: Entdecke geheime Traumziele	1,983,232
reisereporter	Geheimtipps in Florida: Tolle Ziele abseits der bekannten Hotspots	1,983,232
Leipziger Volkszeitung (LVZ) (2 articles)	Unterwegs im Sunshine State: Die Hidden Gems von Florida	2,604,025
VOCAL	Top 5 Travel Destinations for 2025	4,124,701
Cape Fear Living	RIDING HIGH IN OCALA	166
reisereporter	Geheimtipps in Florida: Tolle Ziele abseits der Hotspots	1,983,232
352Today	Celebrate the Fourth in Ocala: Patriotic Skies returns with fireworks, food & family fun at Tusawilla Park	52,871
Sächsische.de (3 articles)	Floridas schönsten versteckte Spots: Diese Orte lohnen sich	3,887,305
Road Trips for Families	An Ocala, Florida Getaway: 6 Family-Friendly Vacation Activities	2,093
Islands Magazine	Florida Snorkeling Feels Like A Fairytale In This Crystal Basin Where Manatees Love To Mingle	5,402,145
Luxury Travel Magazine	The Ultimate Guide to Luxury Road Trips in Florida	18,583
Florida Sun Magazine	Florida der Superlative: Überraschende Highlights und Rekorde im Sunshine State	3,976
Florida Sun Magazine	Floridas Wasserparadiese: Die besten Strände, Seen und Flüsse für Abenteuer und Entspannung	3,976
Sports Planning Guide	10 of the Best Places for Kayaking in the Southern U.S.	8,837
@jujunatripblog	Brazil Content Creator Trip April 2025 (Instagram posts)	29,571
@jujunatripblog	Brazil Content Creator Trip April 2025 (Instagram posts)	5,511
@viajaresimples	Brazil Group FAM October 2024	310
Pronto pra Viajar	Brazil Solo Female Travel Press Release March 2025 - VISIT FLORIDA SUPERGUIA: 9 roteiros fantásticos na Flórida para viajantes solo	10,000
L'Echo Touristique	France Florida: The Tourist Board Returns to the French Market Brett Interview Pitch Press Release June 2025 Floride : l'office de tourisme revient sur le marché français	293,126
@amazonlive	USA Integrated Media Effort June 2025	920,756
Citrus County Chronicle	Patriotic Skies lights up Tusawilla Park on Fourth of July	95,176
Ocala Gazette	Community hub is shaping up	25,439
WINDFM	Marion County celebrates travel and tourism week with \$1 billion impact and local photo contest	7,500
FTBOA	Equine Themed I-75 Signage Project Underway Near Ocala - FTBOA	2,777
WINDFM	Rock the Country moves to Florida Horse Park, bringing big names and big crowds	4,798
WINDFM	Olympic hopefuls and rising stars dive into Ocala this summer	4,798
Turistampa	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow February 2025	6,915
Canadian Travel Press	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow February 2025	40,000
TravelMole	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2025	1,500,000
Radio Fórmula 103.3 FM	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2026	99,359
Radio Fórmula 970 AM	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2027	57,809
Radio Fórmula	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2028	272,570

Notation: The Media Value Equivalent totals **\$4,093,637.10** for April - June 2025.
The total reach is **258,475,993**

SOCIAL MEDIA

Overview

 @ocalamarion
 ocalamarion







 Ocala/Marion County, Florida
 Ocala/Marion County, Florida

The OMCVCB has a daily presence across various social media channels. This section provides the analytics and reporting for these social media platforms. The data compares this quarter, April 1- June 30, 2025, to the previous quarter (December 31, 2024 - March 31, 2025).

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions 4,661,092 ↘ 50.5%	Engagements 141,972 ↘ 2.7%	Post Link Clicks 73,900 ↗ 18.4%
Engagement Rate (per Impression) 3% ↗ 96.4%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Apr 1, 2025 – Jun 30, 2025	286,188 ↗ 0.2%	579 ↗ 237.2%	242 ↗ 0.4%	4,661,092 ↘ 50.5%	141,972 ↘ 2.7%	3% ↗ 96.4%
Compare To Dec 31, 2024 – Mar 31, 2025	285,608	-422	241	9,416,911	145,983	1.5%
 Ocala/Marion County	527	66	10	7,793	1,600	20.5%
 @ocalamarion	2,945	37	52	6,529	349	5.3%
 Ocala/Marion County, Florida	258,533	-144	75	3,833,909	132,755	3.5%
 Ocala/Marion County, Florida	1,273	0	0	N/A	N/A	N/A
 ocalamarion	22,706	595	98	812,861	7,119	0.9%
 ocalamarion	204	25	7	N/A	149	N/A

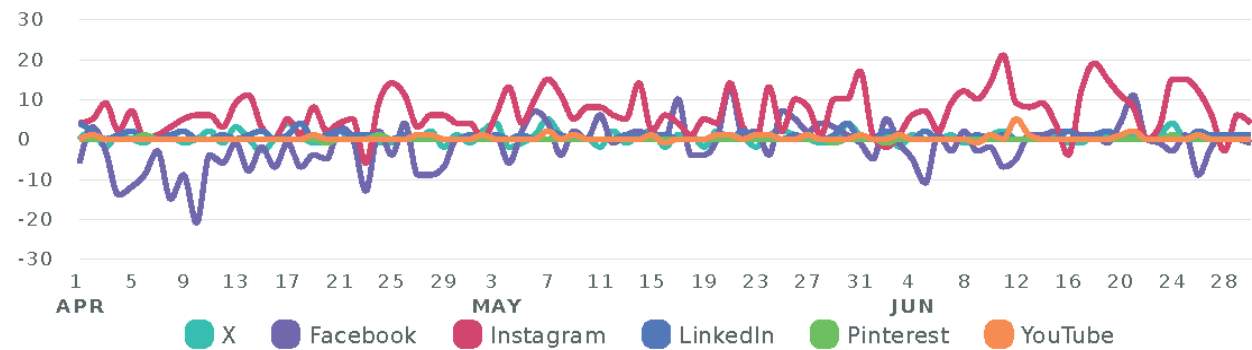
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.

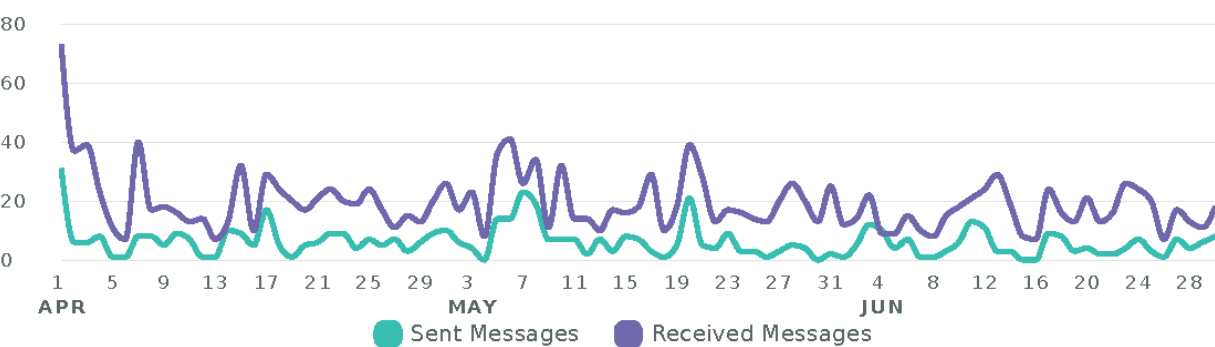


Audience Metrics	Totals	% Change
Audience	286,188	↗0.2%
Net Audience Growth	579	↗237.2%
X Net Follower Growth	37	↗12.1%
Facebook Net Follower Growth	-144	↗85.6%
Instagram Net Follower Growth	595	↗21.2%
LinkedIn Net Follower Growth	66	↗53.5%

Overview: Messages

Message Volume

Review the volume of sent and received messages across networks during the selected time period.
Messages per Day



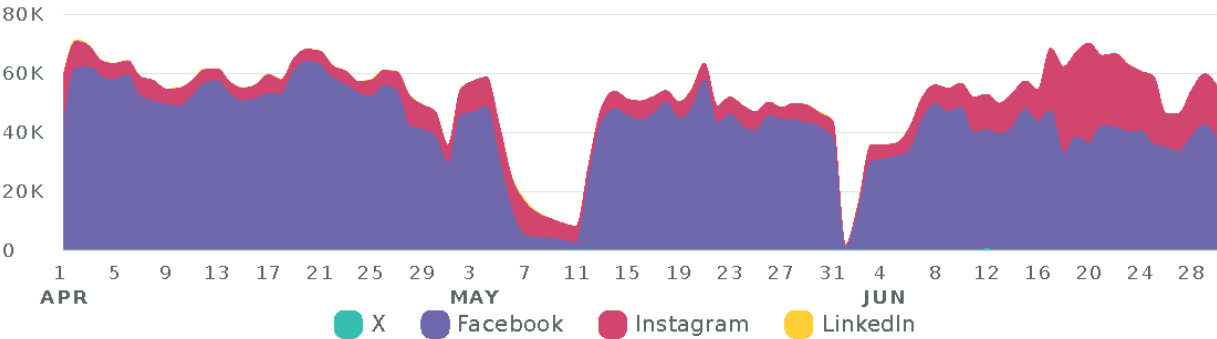
Sent Messages Metrics	Totals	% Change
Total Sent Messages	564	↗21.3%
X Sent Messages	52	↘3.7%
Facebook Sent Messages	128	↘5.9%
Instagram Sent Messages	364	↗40%
LinkedIn Sent Messages	13	↗85.7%
Pinterest Sent Messages	0	↘100%
YouTube Sent Messages	7	↗250%



Overview: Impressions

Impressions

Review how your content was seen across networks during the selected time period.



Impression Metrics	Totals	% Change
Impressions	4,661,092	↘ 50.5%
X Impressions	6,529	↗ 7.3%
Facebook Impressions	3,833,909	↘ 56%
Instagram Views	812,861	↗ 17.3%
LinkedIn Impressions	7,793	↗ 64.8%

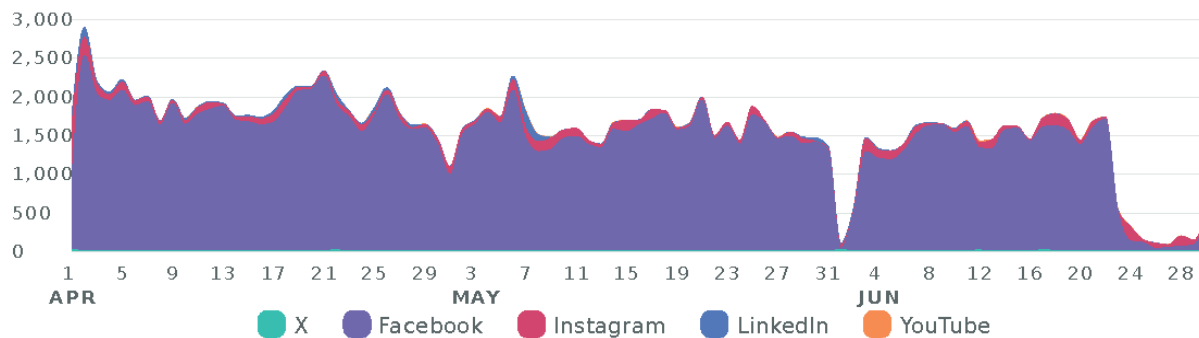


Overview: Engagements



Engagements

See how people are engaging with your posts during the selected time period.

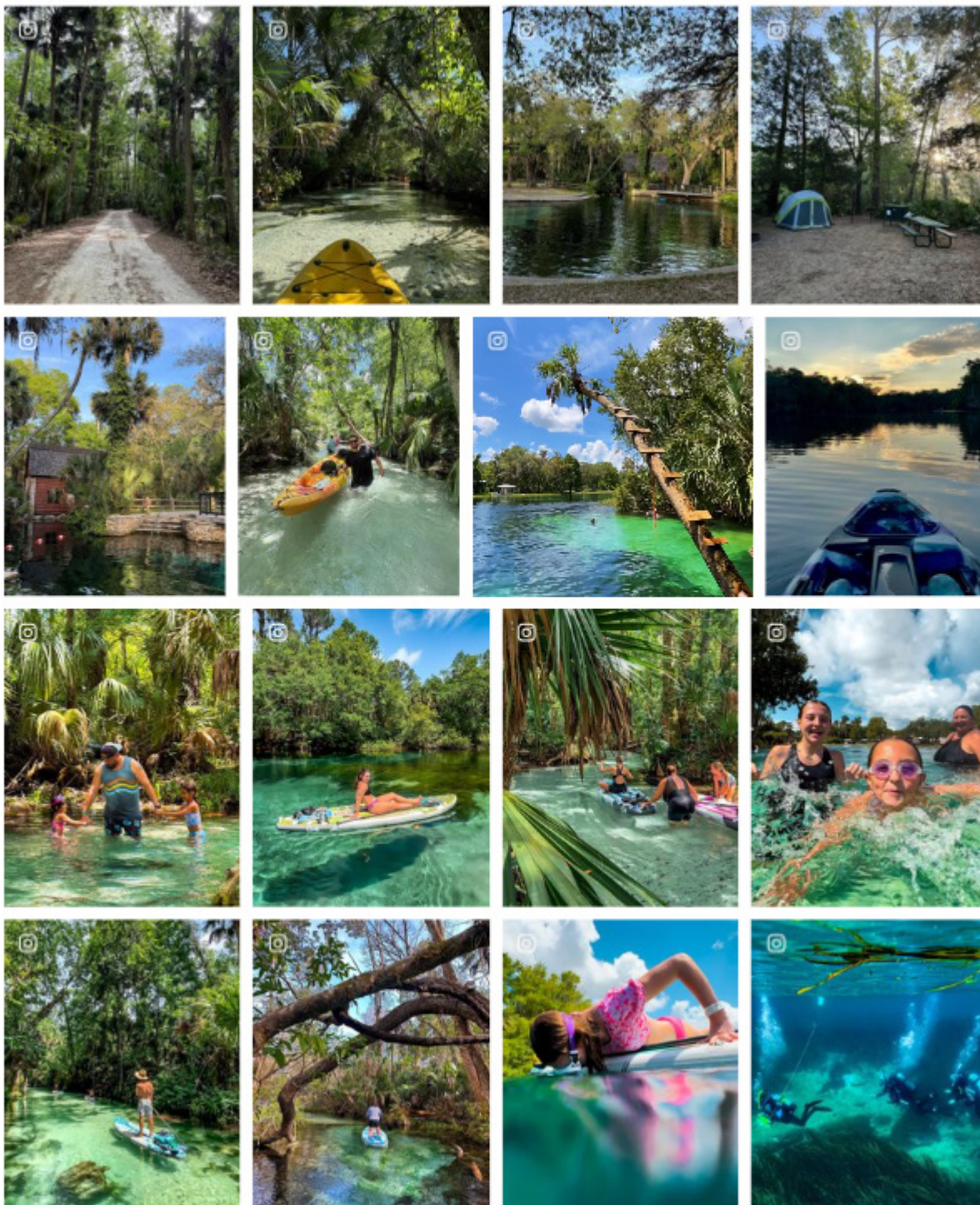


Engagement Metrics	Totals	% Change
Engagements	141,972	↘ 2.7%
X Engagements	349	↗ 14.4%
Facebook Engagements	132,755	↘ 2.4%
Instagram Engagements	7,119	↘ 10.5%
LinkedIn Engagements	1,600	↗ 1.5%
YouTube Engagements	149	↗ 115.9%

User Generated Content (NEED TO UPDATE)

Leveraging Social Media

The following are examples of User Generated Content assets acquired in this quarter using CrowdRiff:





Instagram




Instagram Performance Summary

Views 812,861 ↗17.3%	Organic Views 207,805 ↘21%	Paid Views 605,056 ↗40.7%
Engagement Rate (per View) 1.2% ↘11.3%	Organic Engagement Rate (per View) 3.4% ↗13.3%	Paid Engagement Rate (per View) 0.4% ↗42.1%
Engagements 9,533 ↗4.1%	Organic Engagements 7,119 ↘10.5%	Paid Engagements 2,414 ↗100%


Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period	22,706	595	98	812,861	207,805	605,056
Apr 1, 2025 – Jun 30, 2025	↗2.7%	↗21.2%	↘1%	↗17.3%	↘21%	↗40.7%
Compare To	22,111	491	99	692,823	262,879	429,944
Dec 31, 2024 – Mar 31, 2025						
  ocalamarion	22,706	595	98	812,861	207,805	605,056

Instagram


Top Posts

**ocalamarion**
Tue 4/1/2025 10:14 am...


Breaking News! Scientists have discovered a new species in Silver Springs...a...




Total Engagements	872
Likes	548
Comments	56
Shares	240
Saves	28

**ocalamarion**
Tue 6/3/2025 12:16 pm...


Juniper Springs after a #FloridaSummer rain is so stunning. 🌿



Total Engagements	293
Likes	257
Comments	5
Shares	24
Saves	7

**ocalamarion**
Thu 6/12/2025 4:06 p...

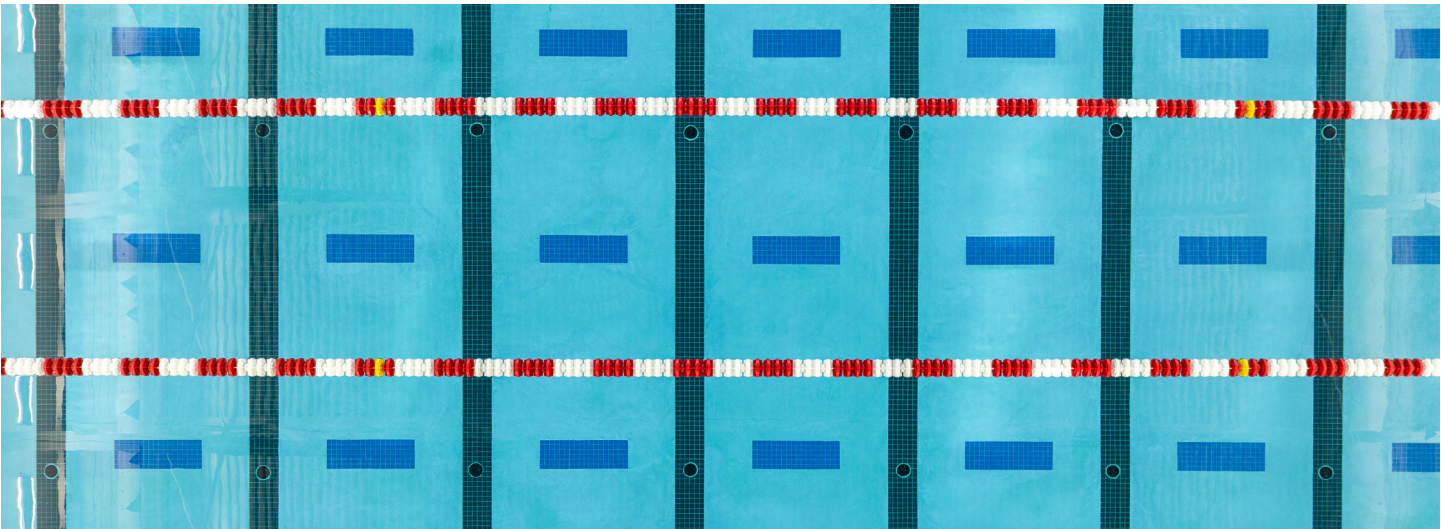
Summertime adventure in #OcalaMarion at @zipthecanyons! ☀️ 🌿 Che...



Total Engagements	260
Likes	158
Comments	4
Shares	81
Saves	17

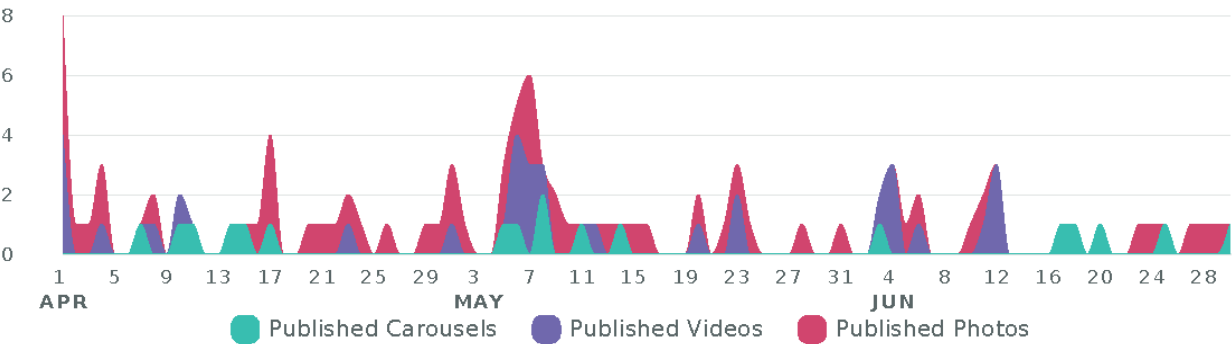


Instagram: Publishing



Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

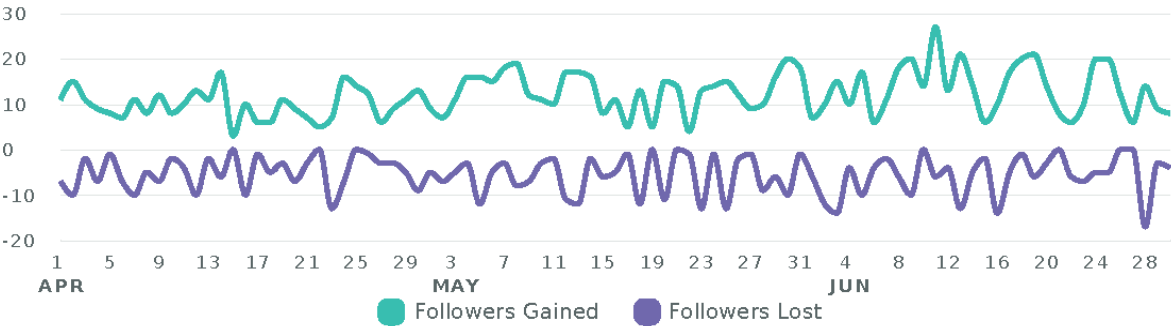


Publishing Behavior by Content Type	Totals	% Change
Published Posts	98	↘ 1%
Published Carousels	18	↘ 37.9%
Published Videos	29	↘ 9.4%
Published Photos	51	↗ 34.2%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



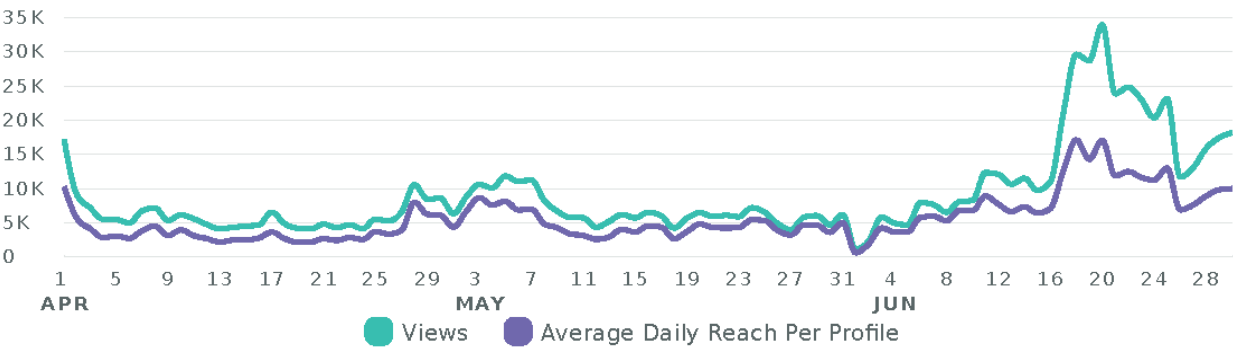
Audience Metrics	Totals	% Change
Followers	22,706	↗ 2.7%
Net Follower Growth	595	↗ 21.2%
Followers Gained	1,096	↗ 2.9%



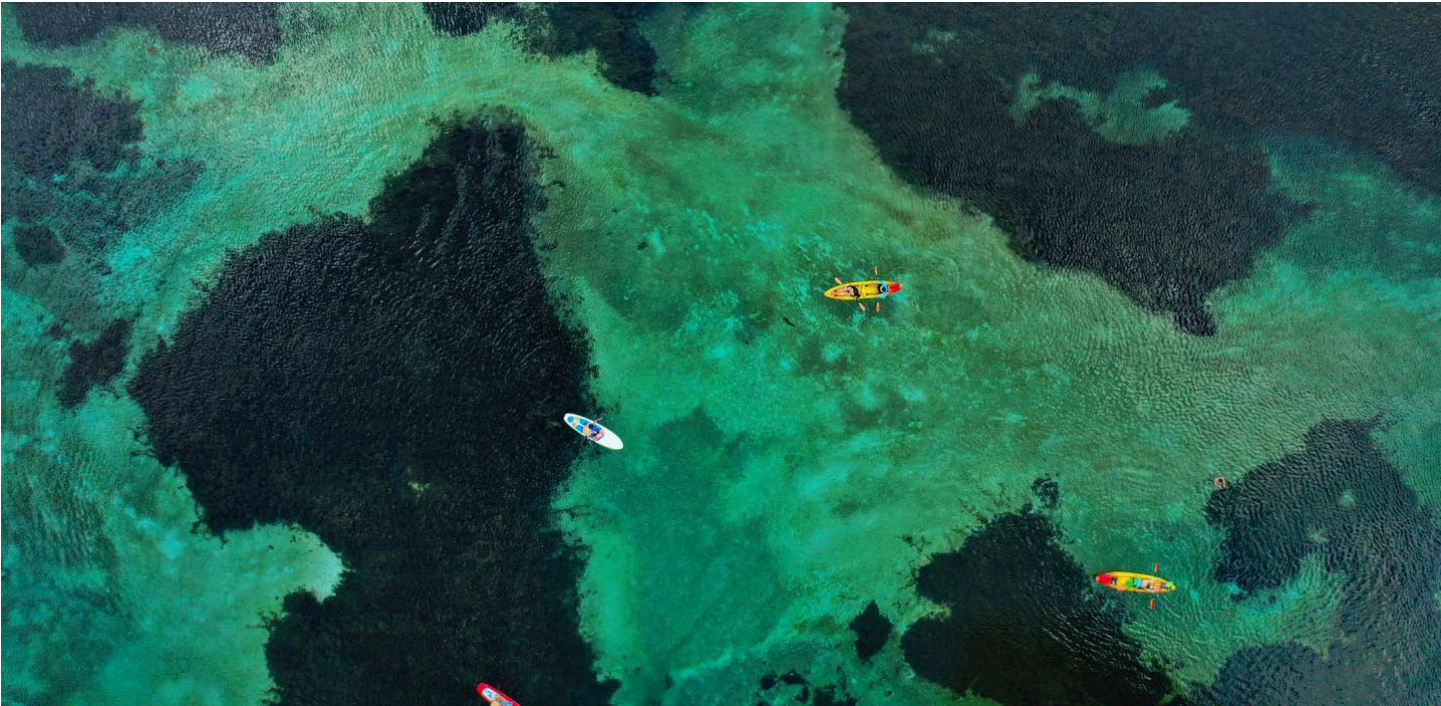
Instagram: Views

Views

Review how your content was seen during the selected time period.



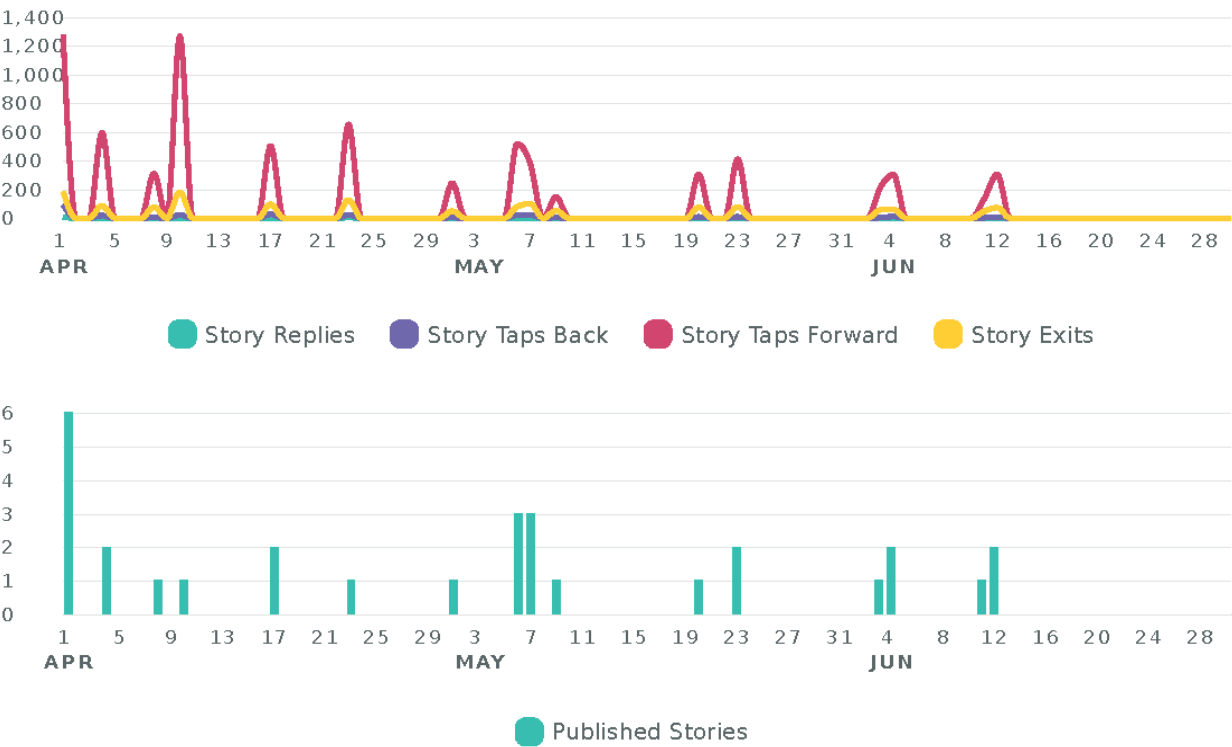
Views Metrics	Organic	Paid	Totals	% Change
Views	207,805 ↘ 21%	605,056 ↗ 40.7%	812,861	↗ 17.3%
Average Daily Reach per Profile	N/A	N/A	5,494.29	↗ 19.8%



Instagram: Stories

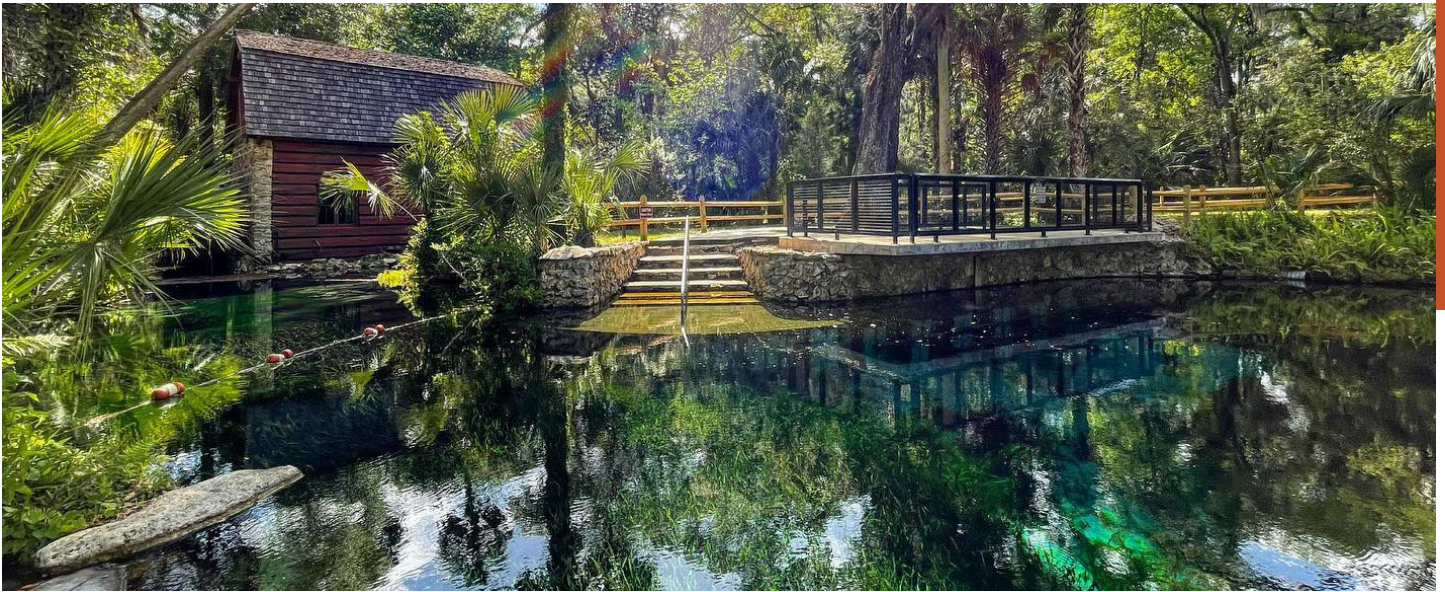
Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.



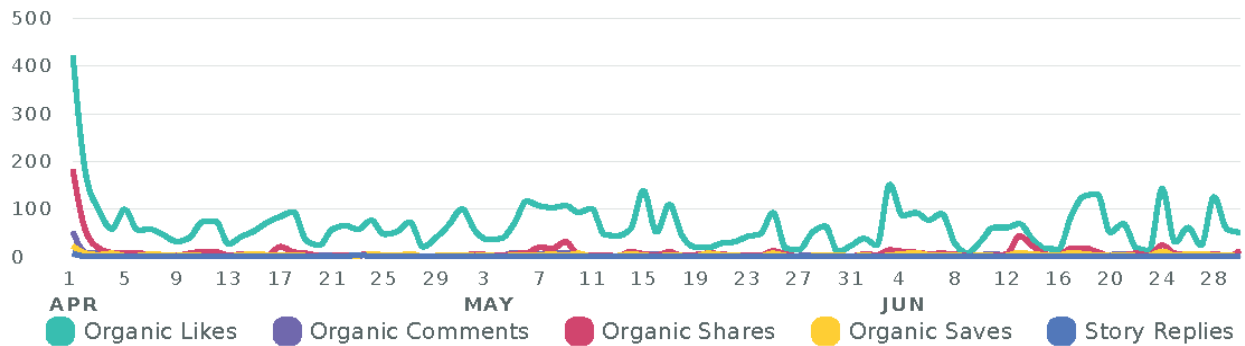
Story Metrics	Totals	% Change
Published Stories	30	↘ 25%
Story Replies	15	↘ 31.8%
Story Taps Back	279	↘ 48.8%
Story Taps Forward	7,547	↘ 24.9%
Story Exits	1,423	↘ 2.7%
Story Views	11,103	↘ 22%
Average Reach per Story	354.73	↗ 3.6%

Instagram: Engagement



Engagements

See how people are engaging with your posts, stories, and reels during the reporting period.

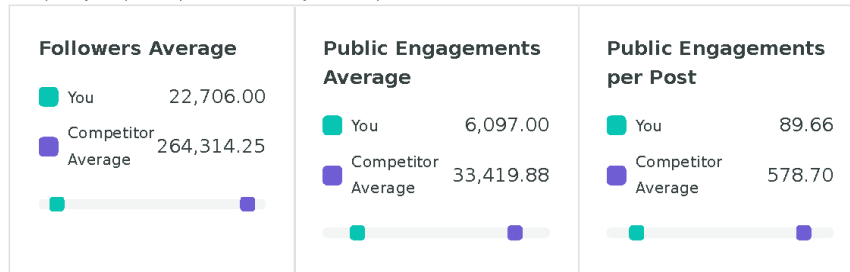


Engagement Metrics	Totals	% Change
Organic Engagements	7,119	↘ 10.5%
Organic Likes	5,870	↘ 13%
Organic Comments	239	↗ 38.2%

Instagram: Competitors

Summary

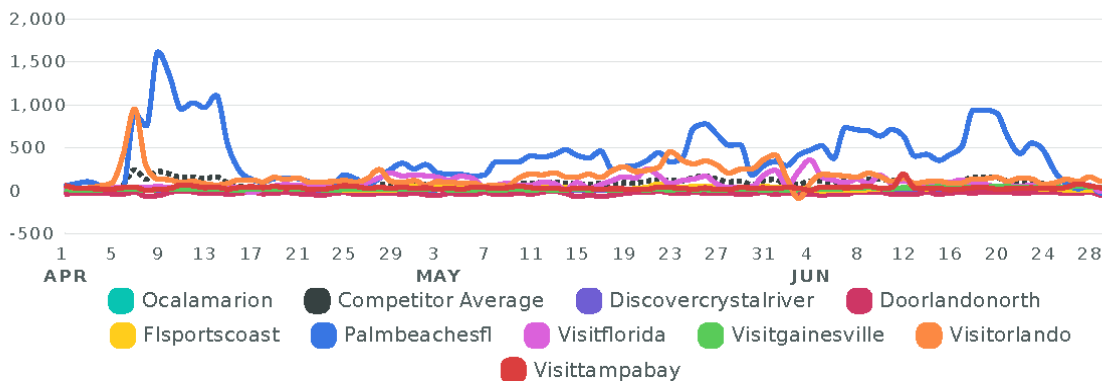
Compare your profile performance to your competitors.



To gauge our brand's success, we compare the Ocala/Marion County social profile performances to nearby competing markets. These include: Visit Gainesville, Discover Crystal River and Florida's Sports Coast. Below is their overall growth and performance compared to Ocala/Marion.

Audience Growth

View how your audience grew compared to your competitors.




Instagram Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average	<div><div></div></div>	22,706.00	595.00	2.69%
Competitor Average	<div><div></div></div>	264,314.25	7,671.38	2.99%
visitflorida	<div><div></div></div>	525,444	7,426	1.43%
visitorlando	<div><div></div></div>	503,931	14,267	2.91%

Followers



Performance Summary

Impressions 3,833,909 ↘ 56%	Organic Impressions 270,972 ↘ 17.7%	Paid Impressions 3,562,937 ↘ 57.5%
Engagement Rate (per Impression) 3.5% ↗ 121.7%	Organic Engagement Rate (per Impression) 3.5% ↗ 20.1%	Paid Engagement Rate (per Impression) 3.5% ↗ 129.3%
Post Link Clicks 72,453 ↗ 18.9%	Organic Post Link Clicks 741 ↗ 59%	Paid Post Link Clicks 71,712 ↗ 18.6%
Engagements 132,755 ↘ 2.4%	Organic Engagements 9,590 ↘ 1.1%	Paid Engagements 123,165 ↘ 2.6%

Page ▲	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions
Reporting Period Apr 1, 2025 – Jun 30, 2025	258,529 ↘ 0.1%	-148 ↗ 85.2%	250,146 ↘ 0.2%	92 ↗ 264.3%	75 ↘ 1.3%	3,833,909 ↘ 56%
Compare To Dec 31, 2024 – Mar 31, 2025	258,677	-999	250,564	-56	76	8,713,272
 Ocala/Marion County, Florida	258,529	-148	250,146	92	75	3,833,909

Facebook

Top Posts





Ocala/Marion ...
 Sun 4/27/2025 10:53 p...


Whether you're here to ride, tour, or simply admire — Ocala/Marion County is the...

Ocala/Marion County...

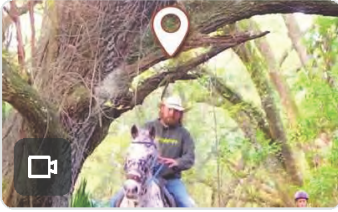


Total Engagements	27,505
Reactions	674
Comments	41
Shares	30
Post Link Clicks	22,634
Other Post Clicks	4,126




Ocala/Marion ...
 Sun 4/27/2025 10:53 p...

Whether it's the love of competition or enjoying a leisurely ride through our...



Total Engagements	18,185
Reactions	2,238
Comments	45
Shares	178
Post Link Clicks	553
Other Post Clicks	15,171




Ocala/Marion ...
 Mon 6/2/2025 6:10 pm...

Whether you're here to ride, tour, or simply admire — Ocala/Marion County is the...

Ocala/Marion County...



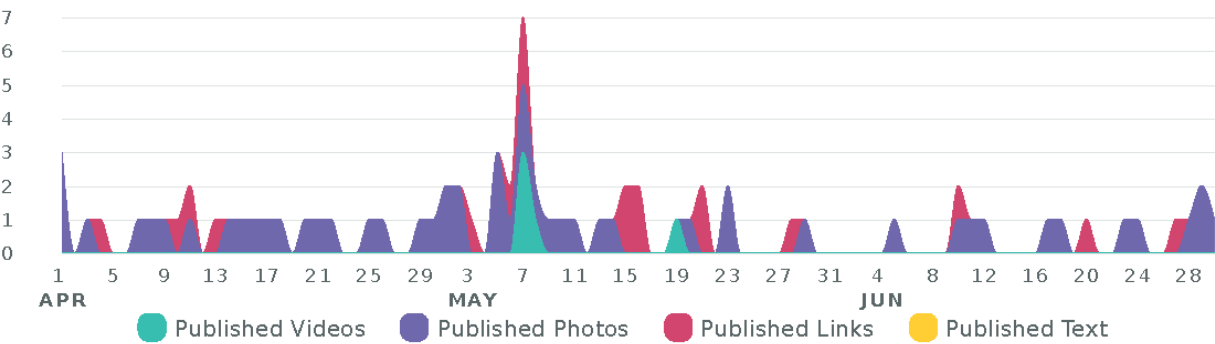
Total Engagements	10,410
Reactions	242
Comments	9
Shares	8
Post Link Clicks	8,806
Other Post Clicks	1,345



Facebook: Publishing

Publishing Behavior

View the different types of posts you published during the selected time period.



Publishing Behavior by Content Type	Totals	% Change
Published Posts	75	↘ 1.3%
Published Videos	5	↗ 66.7%
Published Photos	52	↘ 7.1%
Published Links	18	↗ 5.9%
Published Text	0	→ 0%

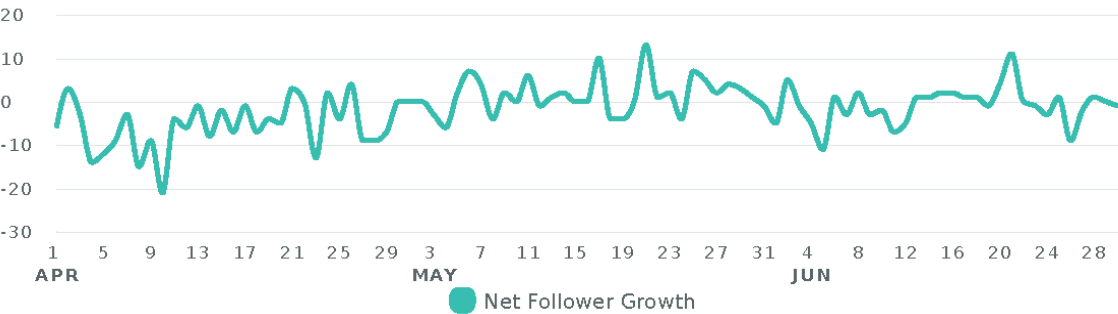


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.

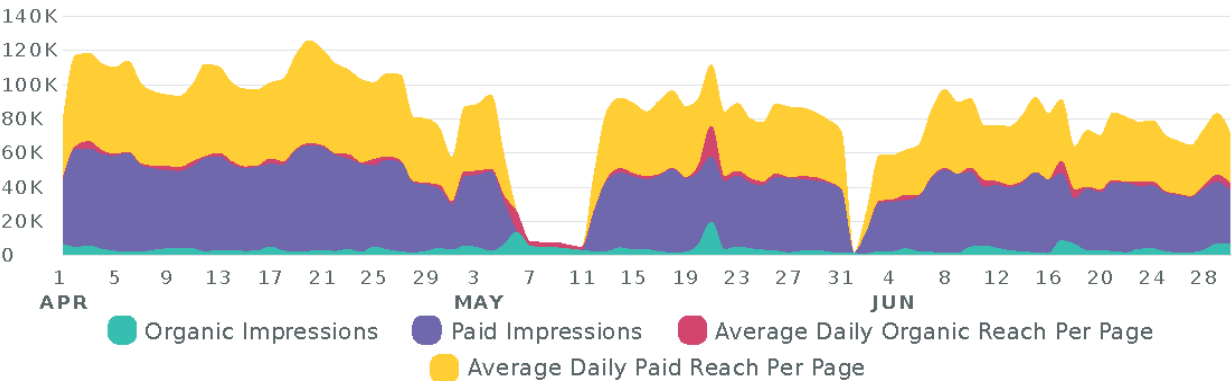


Audience Metrics	Totals	% Change
Followers	258,529	↘0.1%
Net Follower Growth	-148	↗85.2%
Fans	250,146	↘0.2%
Net Page Likes	92	↗264.3%
Organic Page Likes	160	↗21.2%
Paid Page Likes	159	↗72.8%
Page Unlikes	227	↘18.9%

Facebook: Impressions

Impressions

Review how your content was seen during the selected time period.

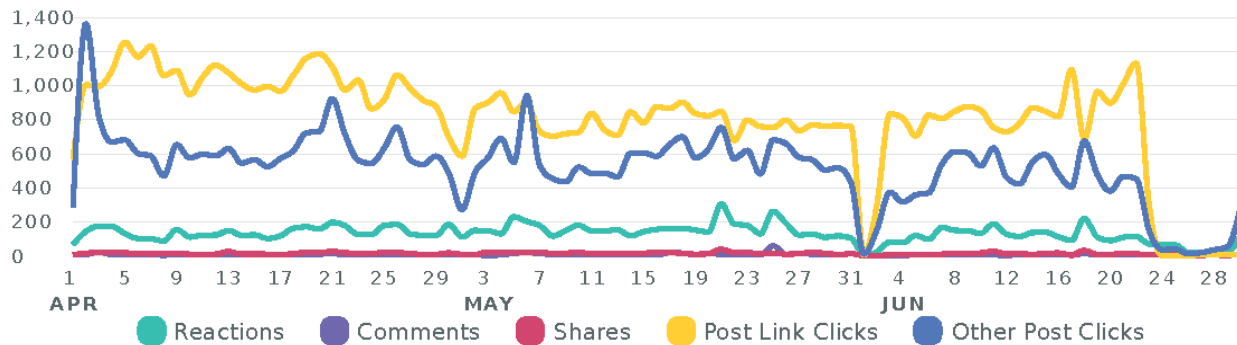


Facebook: Engagement



Engagements

See how people are engaging with your posts during the selected time period.



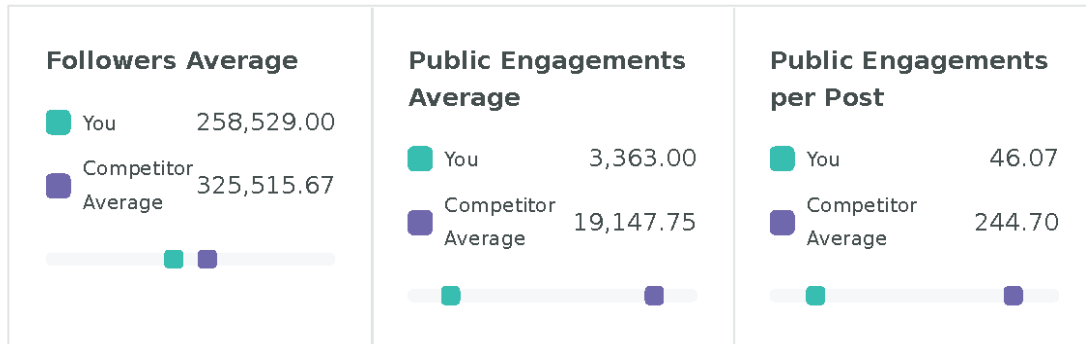
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	9,590 ↘1.1%	123,165 ↘2.6%	132,755	↘2.4%
Reactions	2,760 ↗7.4%	9,025 ↘30.2%	11,785	↘24%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	266 ↘2.9%	310 ↘12.7%	576	↘8.4%
Shares	320 ↘21%	732 ↘46.1%	1,052	↘40.3%
Post Link Clicks	741 ↗59%	71,712 ↗18.6%	72,453	↗18.9%
Other Post Clicks	5,503 ↘7.9%	41,386 ↘19.3%	46,889	↘18.1%

Facebook: Competitors

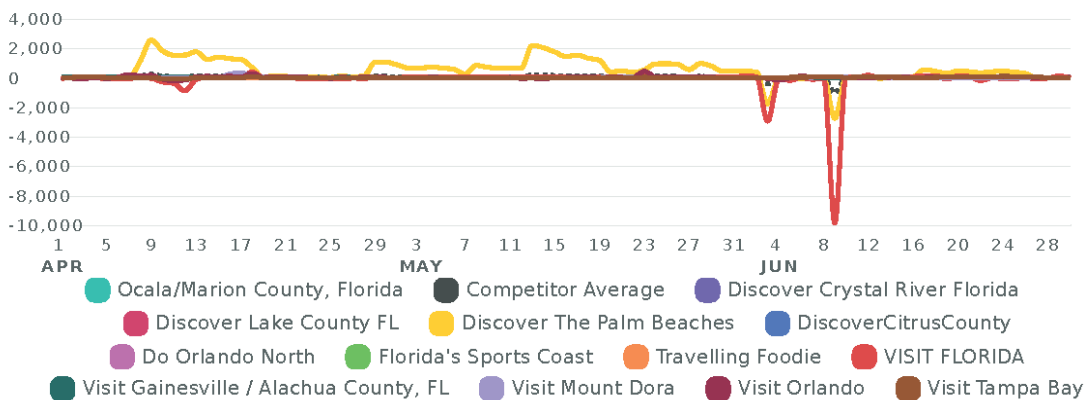
Summary

Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.



Facebook Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average		258,529.00	-148.00	-0.06%
Competitor Average		325,515.67	3,558.17	1.11%
Visit Orlando		1,614,679	2,568	0.16%
VISIT FLORIDA		1,290,722	-12,553	-0.96%


Followers

Performance Summary




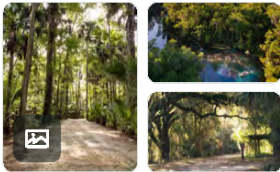


View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
6,529 ↗7.3%	349 ↗14.4%	13 ↘35%

Reporting Period	2,945	37	52	6,529	349	13
Apr 1, 2025 - Jun 30, 2025	↗1.3%	↗12.1%	↘3.7%	↗7.3%	↗14.4%	↘35%
Compare To	2,908	33	54	6,087	305	20
Dec 31, 2024 - Mar 31, 2025						

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
 X @ocalamarion	2,945	37	52	6,529	349	13

Top Posts

<div>X @ocalamarion Sat 5/31/2025 9:46 pm...</div> <p>First stop on the summer break bucket list: Eaton's Beach 🌴🏖️👉</p> <div></div> <div>Total Engagements 24</div> <div>Likes 4</div> <div>@Replies 0</div> <div>Reposts 1</div> <div>Post Link Clicks —</div> <div>Other Post Clicks 19</div> <div>Other Engagements 0</div>	<div>X @ocalamarion Tue 6/17/2025 3:15 pm...</div> <p>It's #NationalGreatOutdoorsM and so far we've been having</p> <div></div> <div>Total Engagements 23</div> <div>Likes 6</div> <div>@Replies 0</div> <div>Reposts 3</div> <div>Post Link Clicks —</div> <div>Other Post Clicks 14</div> <div>Other Engagements 0</div>	<div>X @ocalamarion Tue 4/1/2025 10:14 am...</div> <p>Breaking News! Scientists have discovered a new species in Silver Springs....a...</p> <div></div> <div>Total Engagements 21</div> <div>Likes 7</div> <div>@Replies 1</div> <div>Reposts 3</div> <div>Post Link Clicks —</div> <div>Other Post Clicks 10</div> <div>Other Engagements 0</div>
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X: Publishing



Publishing Behavior

View the different types of posts you published during the selected time period.



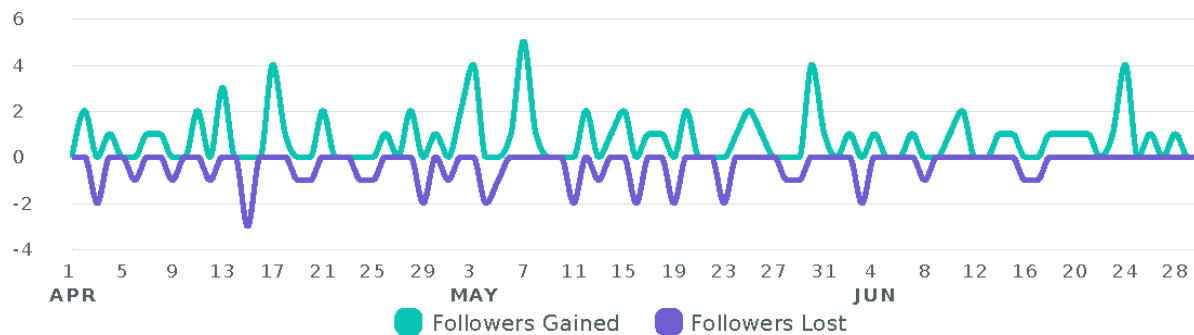
Publishing Behavior by Content Type	Totals	% Change
Published Posts	52	↘ 3.7%
Published Videos	0	→ 0%
Published Photos	38	↘ 9.5%
Published Links	14	↗ 27.3%
Published Text	0	↘ 100%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

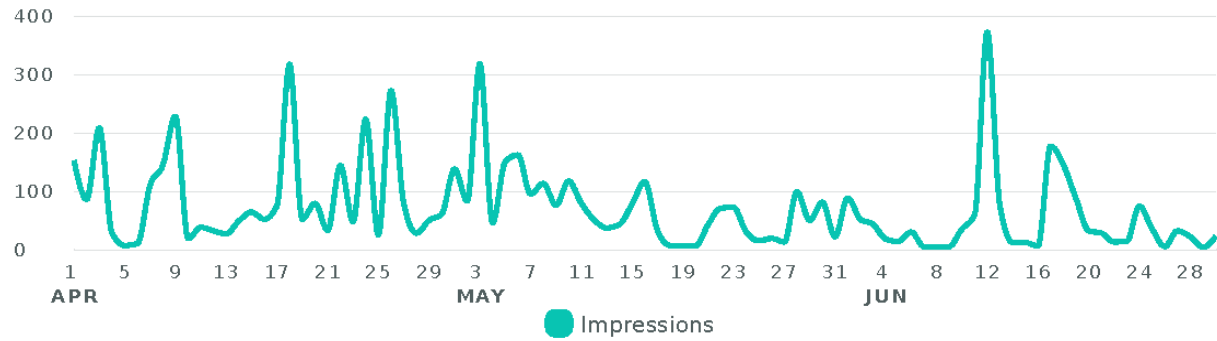


Audience Metrics	Totals	% Change
Followers	2,945	↗ 1.3%
Net Follower Growth	37	↗ 12.1%
Followers Gained	71	↗ 4.4%
Followers Lost	34	↘ 2.9%
Following	4,200	↘ 0.4%

X: Impressions

Impressions

Review how your content was seen during the selected time period.



Impression Metrics

Totals

% Change

Impressions

6,529

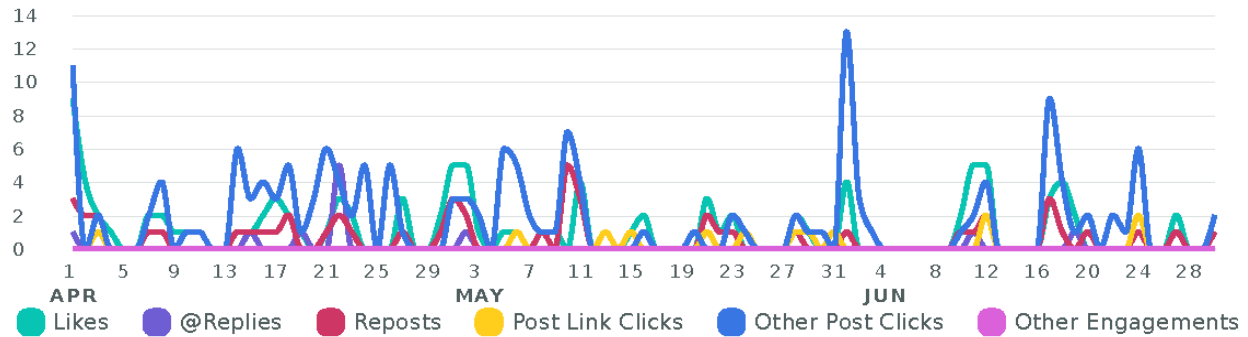
↑ 7.3%



X: Engagement

Engagements

See how people are engaging with your posts during the selected time period.



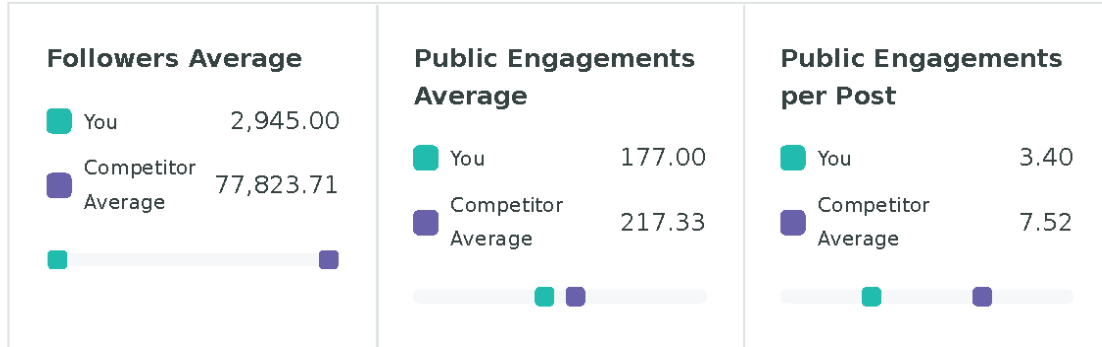
Engagement Metrics	Totals	% Change
Engagements	349	↗14.4%
Likes	105	↘11.8%
@Replies	11	↗120%
Reposts	57	↗18.8%
Post Link Clicks	13	↘35%



X: Competitors

Summary

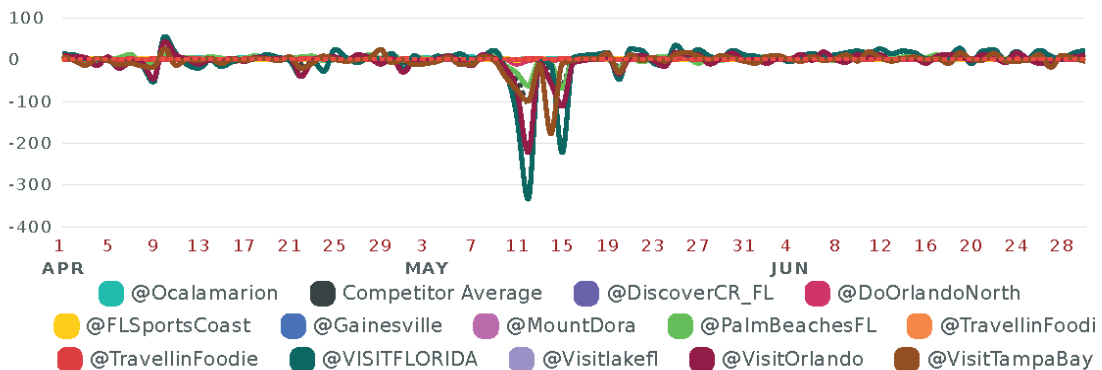
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

i We are unable to display data for some of this date range. .



X X Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average	<div></div>	2,945.00	37.00	1.27%
Competitor Average	<div></div>	77,823.71	-234.43	-0.30%
@VISITFLORIDA	<div></div>	192,240	-412	-0.21%

Followers

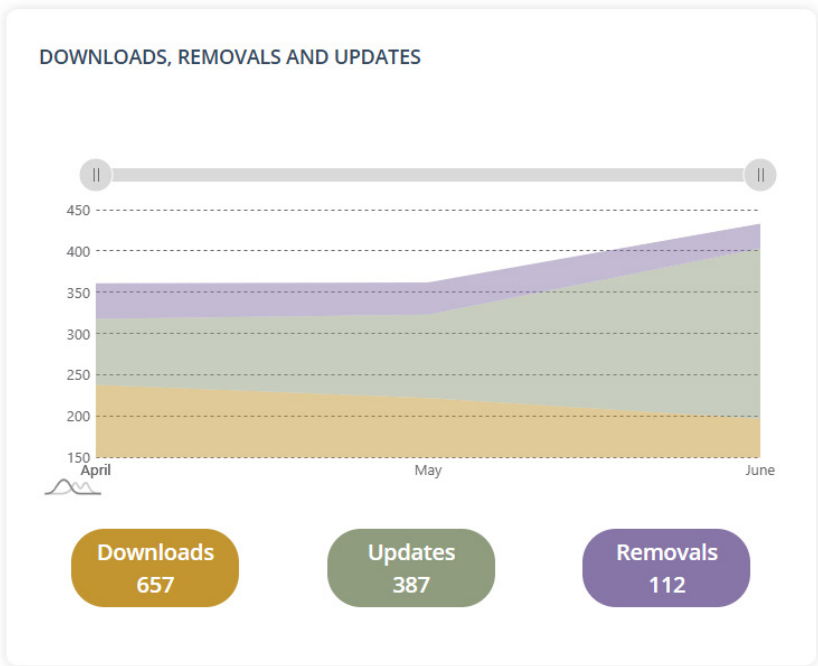
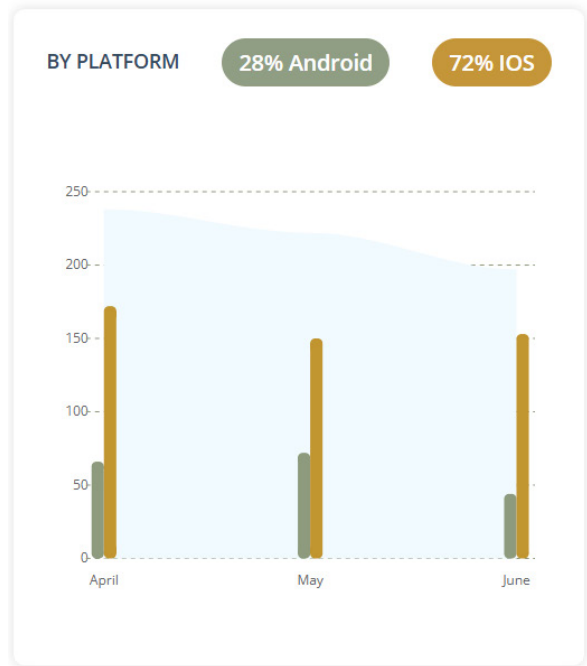
App: OcalaMarion Travel Guide

Below and on the following page is reporting for **April 1 - June 30, 2025** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

Directly below is a map indicating where app downloads originated during this time period.



App



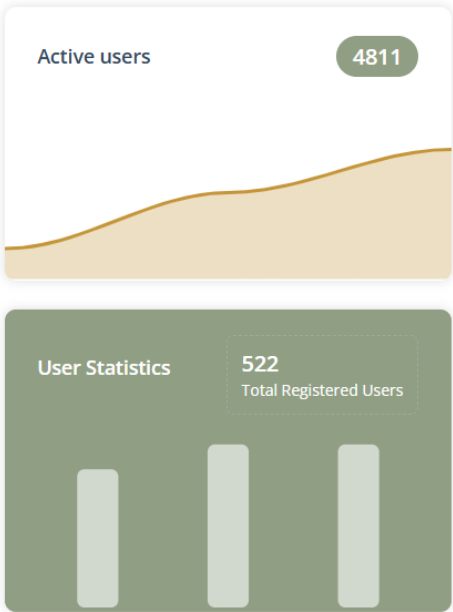
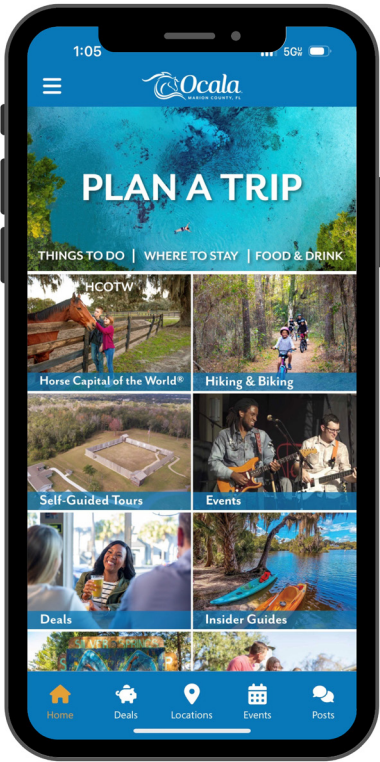
App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
2,810

Page Name	# of views
Home Screen	511
Event Detail Screen	436
Events Screen	243
Location List Screen	243
Splash Screen	226
Coupon List	206
Location Screen	183



Marion Insider's Guide



The Marion Insider's Guide serves as a new platform (launched June 2024) to reach visitors, and potential visitors, to bring to life experiences in Ocala/Marion County that may not be easily experienced via written word or imagery. This project is a video-based program that exists in both short form (for Social Media) and long form (for YouTube). These videos complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.

Below is data detailing the performance of the Marion Insider's Guide project from October 1, 2024- June 30, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **403,984**

Engagements: **22,016**

Post Link Clicks: **7,824**

YouTube

Published full episodes performance on YouTube.

Impressions: **34,216**

Views: **506,490**

Watch Time: **26,775 hrs**

OcalaMarion.com

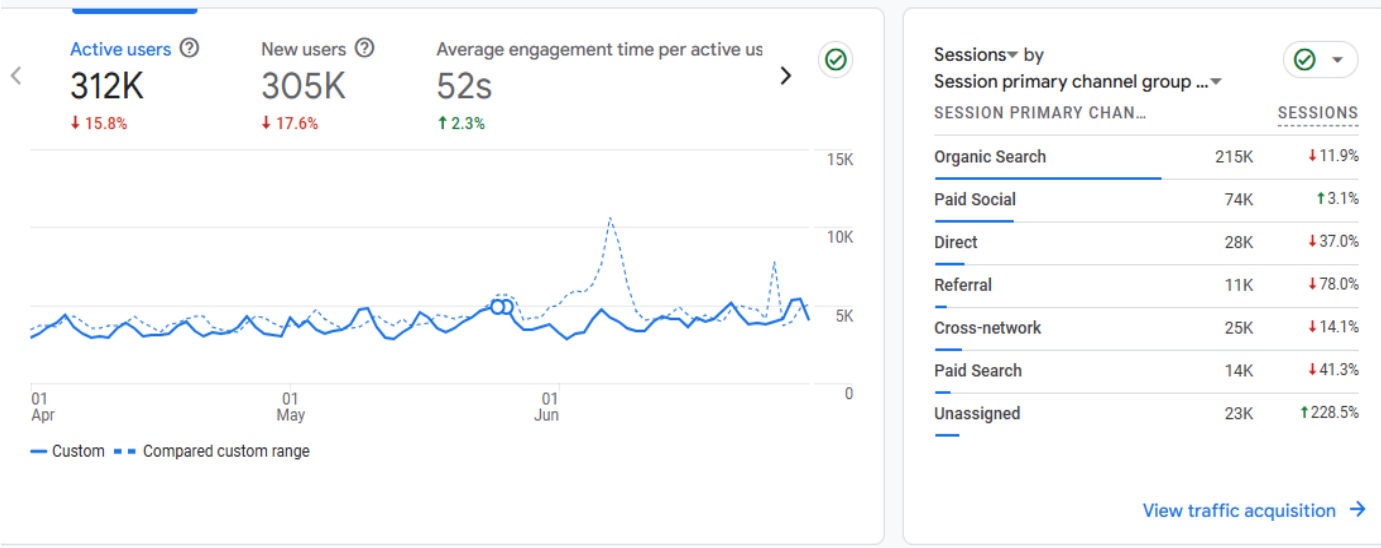
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **19,267**

WEBSITE

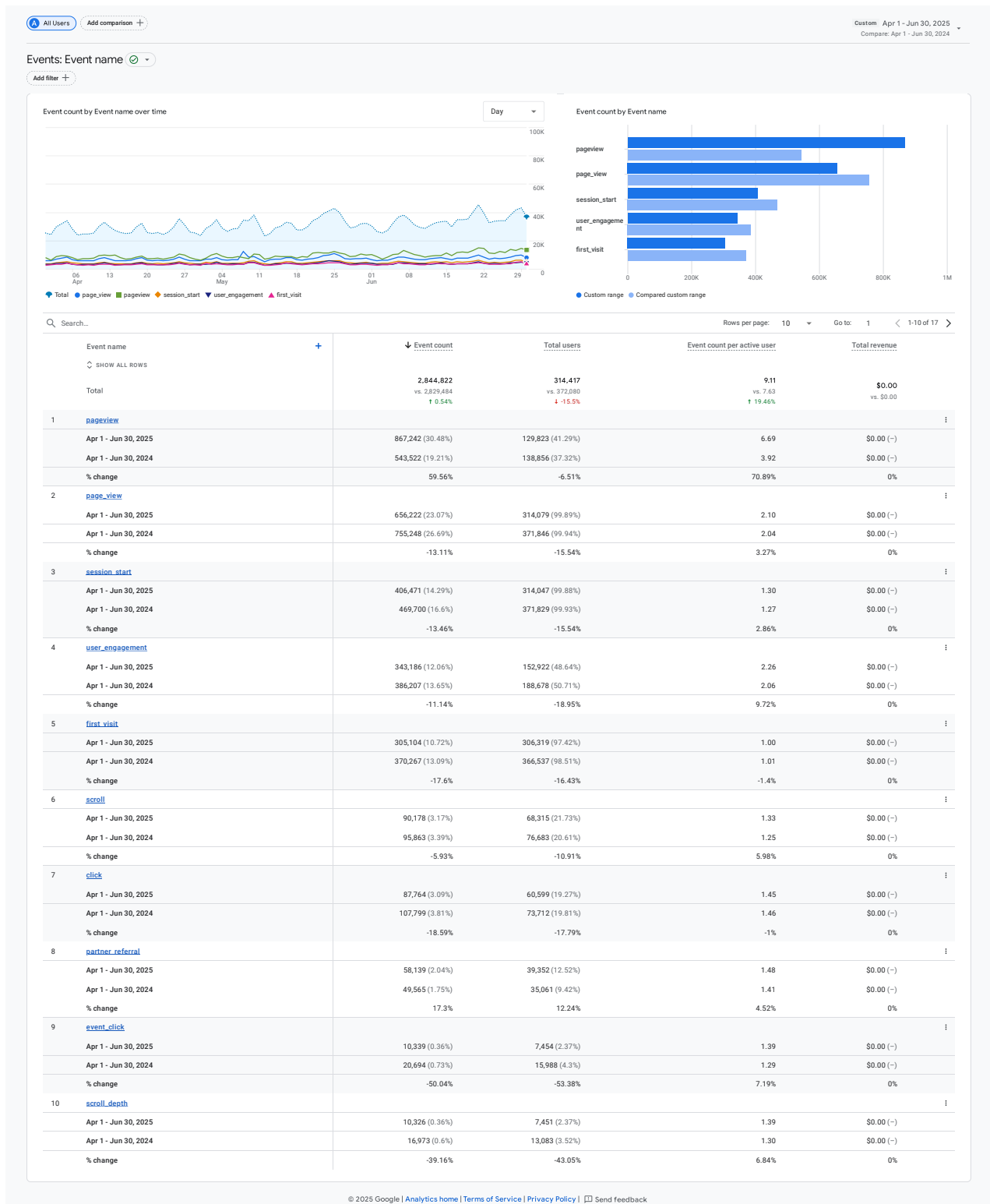


The data in this portion of the report compares this quarter, April 1- June 30, 2025, to the same time last year, April 1- June 30, 2024.



Events

The graph below indicates events that occurred by users during the quarter. These include actions like pageviews, engagement, first visit, newsletter sign-up and partner referrals.



Blogs: Driving Visitors To Ocalamarion.com Through Content

To drive more traffic to OcalaMarion.com and boost Search Engine Optimization (SEO), the OMCVCB is posts blogs. In addition to boosting SEO, unique content in blogs personalizes Ocala/Marion County's messaging and increases organic visits. To make more of the blogs relevant and utilize already established SEO, we also heavily updated previous blogs to include information/activities currently available to visitors and residents.

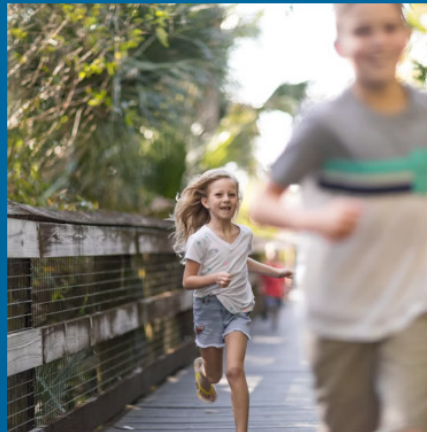


New Blogs

- Downtown Rooftop Bars
- Mother's Day

Updated Blogs

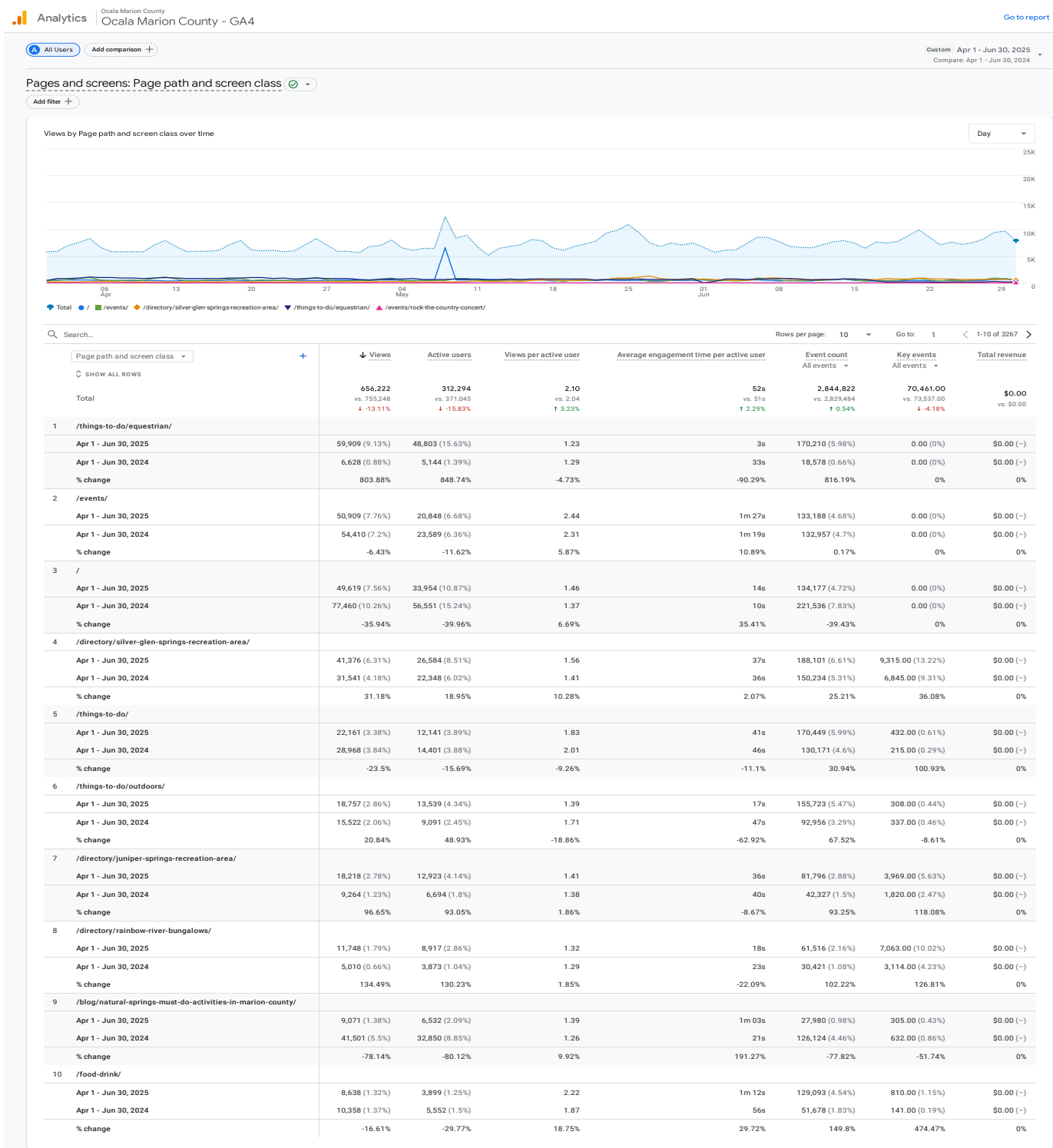
- Memorial Day
- Natural Springs Must Do Activities
- Tubing Guide
- Independence Day
- Top Things to Do as a Family
- Silver Glen Springs

Below are examples of the updated blogs on the website.

		
<p>Top 11 Things to Do as a Family in Ocala/Marion County</p> <p>Vacations are the perfect opportunity to make cherished family memories, and Ocala/Marion County is the perfect place to make them!</p> <p>LEARN MORE ↗</p>	<p>5 Ways to Spend Your Independence Day Weekend in Ocala/Marion County</p> <p>The 4th of July is all about celebrating our freedoms, and what better way is there to do that than to enjoy Ocala/Marion County and our homeland ...</p> <p>LEARN MORE ↗</p>	<p>Your Guide to Rainbow River Tubing in Ocala/Marion County</p> <p>There's no better or more relaxing way to experience Florida's wondrous waterways than by tubing! Floats, rafts and tubes are all very easy to use - ...</p> <p>LEARN MORE ↗</p>

Top Visited Pages

Below is a list of the top visited pages on the website during this time period.



© 2025 Google

Analytics home

Terms of Service

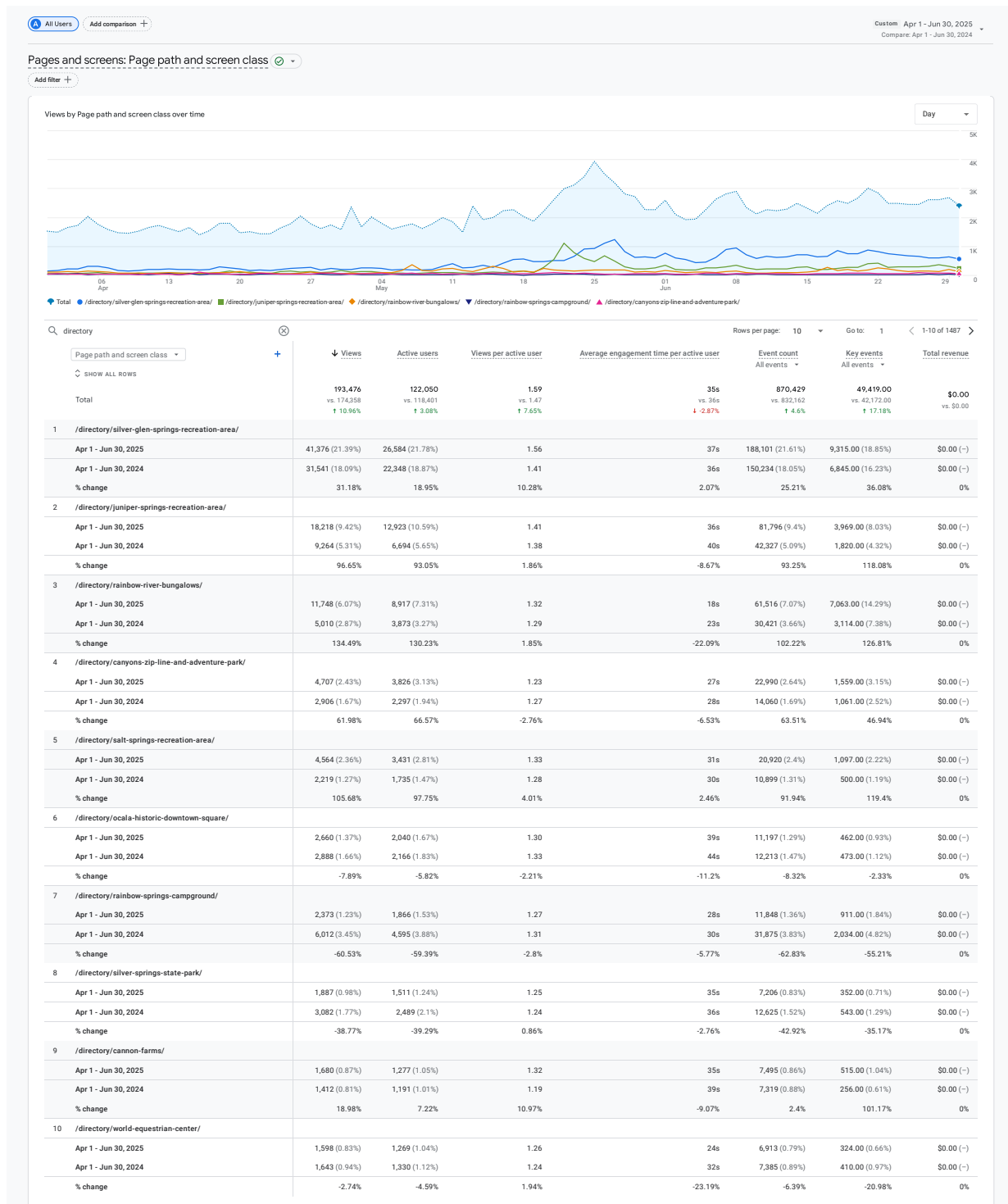
Privacy Policy

Send feedback

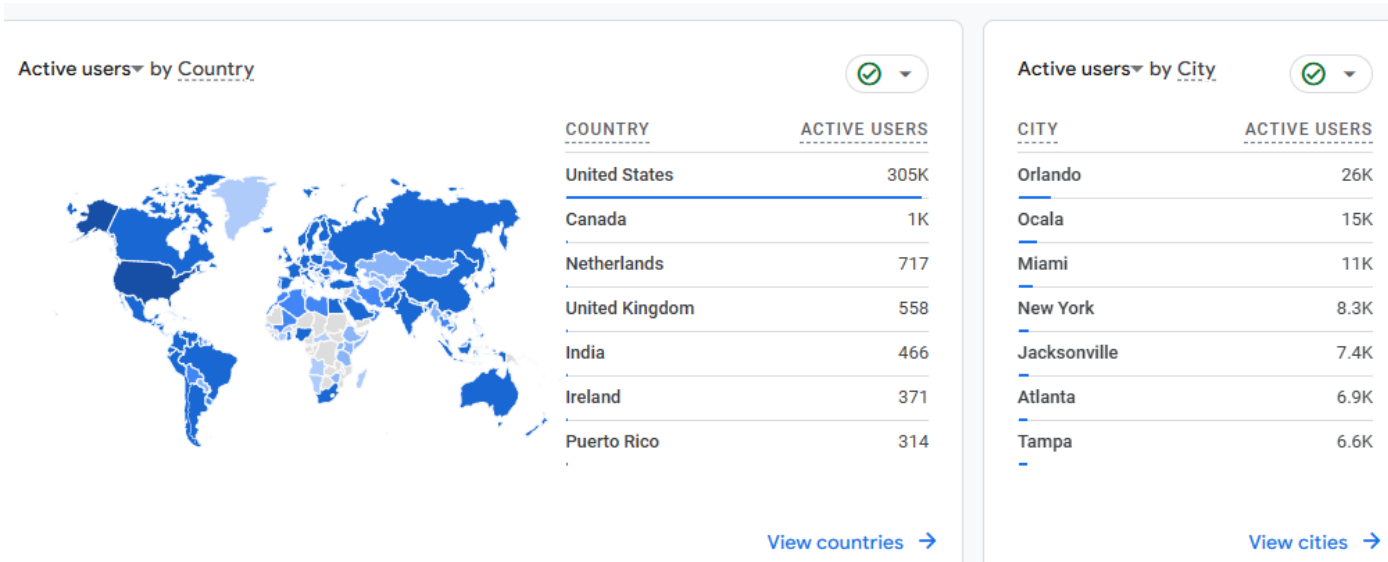
Partner Pages

OcalaMarion.com has hundreds of directory listings on the website. The table below displays the top visited directory listing pages (partner pages) during the quarter.

There was a total of 193,476 visits to partner directory pages.



Where Audience Lives



By Country

Most of the website use comes from people located in the United States. The data indicates that the majority of international users of the website that are located in Canada, the Netherlands, the UK, India, Ireland, and Puerto Rico.

By City

The data indicates that the majority of website users had their location set as Orlando, Ocala, Miami, New York, Jacksonville, Atlanta, and Tampa.



User Devices

WEBSITE

Device category		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
SHOW ALL ROWS		312,294 vs. 371,045 ↓ -15.83%	305,104 vs. 370,267 ↓ -17.6%	207,595 vs. 233,537 ↓ -11.11%	51.45% vs. 50.1% ↑ 2.69%	0.66 vs. 0.63 ↑ 5.61%	52s vs. 51s ↑ 2.29%	2,844,822 vs. 2,829,484 ↑ 0.54%	70,461.00 vs. 73,537.00 ↓ -4.18%	\$0.00 vs. \$0.00
1	mobile									
	Apr 1 - Jun 30, 2025	238,203 (76.28%)	233,838 (76.64%)	154,382 (74.37%)	49.04%	0.65	44s	2,042,157 (71.79%)	50,760.00 (72.04%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	287,455 (77.47%)	287,752 (77.71%)	176,427 (75.55%)	48.23%	0.61	43s	2,076,830 (73.4%)	54,256.00 (73.78%)	\$0.00 (-)
	% change	-17.13%	-18.74%	-12.5%	1.69%	5.6%	3.25%	-1.67%	-6.44%	0%
2	desktop									
	Apr 1 - Jun 30, 2025	61,531 (19.7%)	59,822 (19.61%)	49,721 (23.95%)	61.62%	0.81	1m 25s	717,463 (25.22%)	18,272.00 (25.93%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	73,660 (19.85%)	72,397 (19.55%)	55,968 (23.97%)	60.76%	0.76	1m 21s	679,681 (24.02%)	17,821.00 (24.23%)	\$0.00 (-)
	% change	-16.47%	-17.37%	-11.16%	1.41%	6.35%	5.01%	5.56%	2.53%	0%
3	tablet									
	Apr 1 - Jun 30, 2025	11,649 (3.73%)	11,425 (3.74%)	5,110 (2.46%)	37.46%	0.44	38s	85,136 (2.99%)	1,429.00 (2.03%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	10,239 (2.76%)	10,098 (2.73%)	5,549 (2.38%)	46.57%	0.54	54s	72,862 (2.58%)	1,459.00 (1.98%)	\$0.00 (-)
	% change	13.77%	13.14%	-7.91%	-19.56%	-19.06%	-29.26%	16.85%	-2.06%	0%
4	smart tv									
	Apr 1 - Jun 30, 2025	19 (<0.01%)	19 (<0.01%)	3 (<0.01%)	15.79%	0.16	1s	66 (<0.01%)	0.00 (0%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	21 (<0.01%)	20 (<0.01%)	14 (<0.01%)	66.67%	0.67	26s	111 (<0.01%)	1.00 (<0.01%)	\$0.00 (-)
	% change	-9.52%	-5%	-78.57%	-76.32%	-76.32%	-93.04%	-40.54%	-100%	0%

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Visitation And Performance By Month

April

120,581

VISITS TO WEBSITE
-8% YOY

98,147

WEBSITE USERS
-10% YOY

60,585

VISIT FROM ORGANIC
-4% YOY

194,354

PAGE VIEWS
-12% YOY

0:00:40

AVERAGE ENGAGEMENT TIME
PER SESSION
-7% YOY

59,976

ENGAGED SESSIONS
-10% YOY

49.74%

ENGAGEMENT RATE
-1% YOY

66.81%

ORGANIC ENGAGEMENT RATE
+0% YOY

May

144,189

VISITS TO WEBSITE
-3% YOY

113,055

WEBSITE USERS
-11% YOY

80,242

VISIT FROM ORGANIC
+4% YOY

234,801

PAGE VIEWS
-2% YOY

3,369,122

IMPRESSIONS
+15% YOY

June

141,679

VISITS TO WEBSITE
-24% YOY

113,516

WEBSITE USERS
-24% YOY

77,357

VISIT FROM ORGANIC
-18% YOY

227,067

PAGE VIEWS
-23% YOY

3,117,066

IMPRESSIONS
+4% YOY



Total of 58,139 clicks to partner websites
Total of 398 newsletter signups
Total of 1,160 visitor guide requests through the website

Monthly Email Newsletters

April

8,370
MESSAGES SENT

30%
OPEN RATE

33%
CLICK-TO-OPEN RATE

2,520
TOTAL OPENS

838
TOTAL CLICKS

565
VISITS TO WEBSITE

0:13:03
AVG. LENGTH OF VISIT

1.87
TOTAL PAGES VIEWED

May

8,606
MESSAGES SENT

35%
OPEN RATE

21%
CLICK-TO-OPEN RATE

2,941
TOTAL OPENS

614
TOTAL CLICKS

407
VISITS TO WEBSITE

0:03:00
AVG. LENGTH OF VISIT

2.08
TOTAL PAGES VIEWED

June

8,798
MESSAGES SENT

35%
OPEN RATE

21%
CLICK-TO-OPEN RATE

3,035
TOTAL OPENS

648
TOTAL CLICKS

507
VISITS TO WEBSITE

0:03:43
AVG. LENGTH OF VISIT

1.96
TOTAL PAGES VIEWED

