



PUBLIC RELATIONS & ANALYTICS REPORT

July 1 - September 30, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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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.

- Celebrate Love and Friendship in Florida
- Culinary Travel
- Florida for Children
- Green Florida
- National Wildlife Day and National Public Lands Day
- Sandy Toes & Twinkling Lights Pre-Christmas Season in Florida
- What's New in Florida
- Holiday Events & Festivities
- Spooky Season in the Sunshine State
- Accessible Florida
- Florida Festivities Celebrate the Holidays in the Sunshine State
- Shop Until You Drop
- What's New 2026

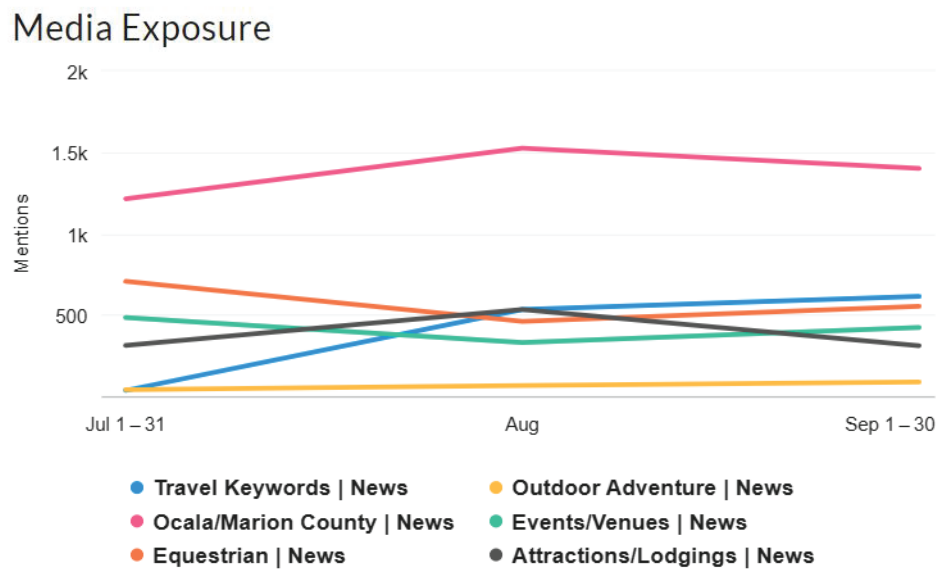
OMCVCB

- New Comprehensive Funding Programs to Bolster Local Tourism Economy Approved
- New Funding Programs Support Ocala/Marion County's Tourism Economy
- Ocala/Marion County Celebrates Strong Tourism Performance and Launches New Programs to Grow Future Visitation
- Ocala/Marion County Wins Two Prestigious VISIT FLORIDA Flagler Awards
- VCB Announces New Funding for Arts and Culture, Invites Applicants for 2025

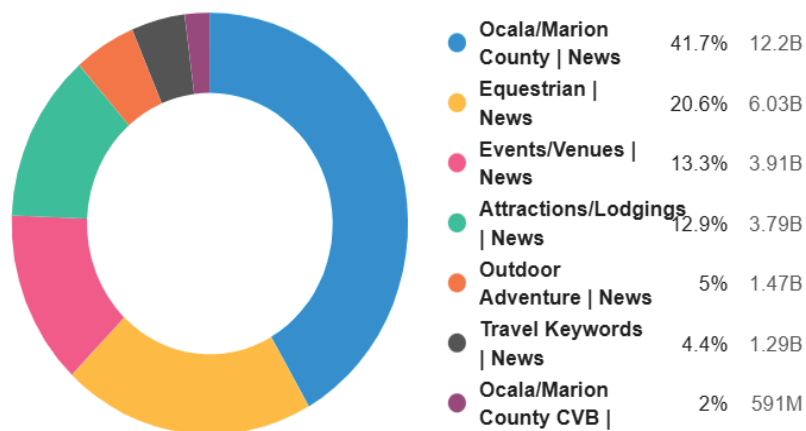
Meltwater: Media Exposure

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 July 1 - September 30, 2025, including media topics and key words that were trending during this time period.

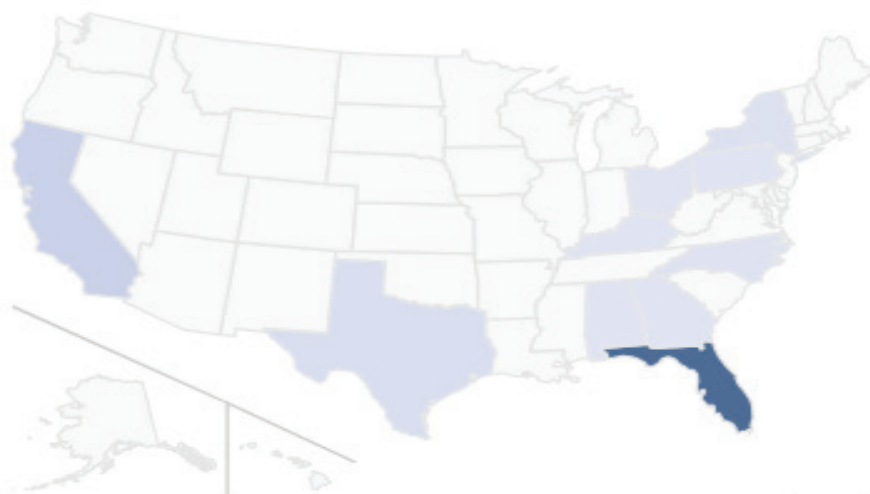


Meltwater: Public Relations Pick-Up



Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from July 1 - September 30, 2025.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from July 1 - September 30, 2025



Satellite Media Tour (SMT)- VF Co-Op National Thrive Outside Day - Jennifer Broome

The Ocala/Marion County VCB submitted a pitch and was selected to participate in a Satellite Media Tour (SMT) Co-Op with VISIT FLORIDA that focused on outside adventures that are family friendly in Florida. The SMT honoring National Thrive Outside Day took place on September 30, 2025.



Cost: \$10,000

Results:

Audience Total: 18,686,534

Total Ad Value: \$628,975.00

Total Interviews: 28

About SMTs:

SMTs are a PR technique used to connect brands/DMOs with consumers by conducting a series of television, radio and online interviews, both live and taped. Working with selected hosts, SMTs take place throughout one day, from a studio or remote location, and the timing coincides with morning and afternoon news programs. While stations are in control of conducting the interviews, suggested messaging and questions are provided to each producer prior to the SMT.

On the next page is the show schedule from VISIT FLORIDA.

Satellite Media Tour (SMT)- VF Co-Op National Thrive Outside Day - Jennifer Broome

BOOKING LIST for VISIT FLORIDA- Outdoor and Nature

Rose Gold Satellite Media Tour Tuesday, September 30, 2025

Interview with Jennifer Broome



	Time (ET)	Station	Market	Network	Ranking	Status
	8:50 - 9:00	Practice Interview	Various	Various	Various	PRE-TAPE
1	9:00 - 9:10	WOIO	Cleveland	CBS	19	LIVE TO TAPE
2	9:10 - 9:20	KDAF	Dallas	CW	4	PRE-TAPE
3	9:20 - 9:30	WARE-AM	Boston	Radio	9	PRE-TAPE
	9:30 - 9:40	BREAK				
4	9:40 - 9:50	KTVI	St. Louis	FOX	24	PRE-TAPE
5	9:50 - 10:00	WMAR	Baltimore	ABC	29	PRE-TAPE
6	10:00 - 10:10	WDTV	Clarksburg, WV	CBS	172	LIVE TO TAPE
7	10:10 - 10:20	WXIA	Atlanta	NBC	7	LIVE TO TAPE
8	10:20 - 10:30	WNYW - Coffee with America	New York - Nationally Syndicated	FOX	1 - National	PRE-TAPE
	10:30 - 10:40	BREAK				
9	10:40 - 10:45	WLNY/ Lifestyle Today	Nationally Syndicated/NYC	CBS/CW	National	PRE-TAPE
10	10:45 - 10:55	KNWA	Ft Smith	NBC	96	LIVE TO TAPE
11	11:00 - 11:05	WJLA	Washington, DC	ABC	10	LIVE TO TAPE
12	11:05 - 11:10	WGN	Chicago	CW	3	LIVE TO TAPE
13	11:10 - 11:15	WJZY	Charlotte	FOX	21	LIVE TO TAPE
14	11:15 - 11:20	KETK	Tyler, TX	NBC	106	LIVE TO TAPE
15	11:20 - 11:30	KOKH	Oklahoma City	FOX	47	LIVE TO TAPE
16	11:30 - 11:40	WOWK	Charleston, WV	ABC	82	LIVE TO TAPE
17	11:40 - 11:45	KXLA / KMIR - Coast to Coast	Los Angeles / Statewide CA	IND - NBC	2	PRE-TAPE
	11:45 - 11:50	BREAK				
18	11:50 - 12:00	WBIG-AM	Chicago	Podcast / Radio	3	PRE-TAPE
19	12:00 - 12:10	WTVQ/WQRF	Rockford	FOX	137	LIVE TO TAPE
20	12:10 - 12:15	AIB-TV/Get Connected with Conn	Atlanta	CABLE/ SYND	7	PRE-TAPE
21	12:15 - 12:25	KIAH	Houston	CW	6	LIVE TO TAPE
22	12:20 - 12:30	CRN - Cable Radio Network	Nationally Syndicated	Radio	National	LIVE TO TAPE
23	12:30 - 12:40	WKRN	Nashville	ABC	26	PRE-TAPE
24	12:40 - 12:50	WPHL	Philadelphia	MyTV	4	PRE-TAPE
25	12:50 - 1:00	KOLR	Springfield, MO	CBS	74	LIVE TO TAPE
26	Generic	Generic	Various	Various	Various	PRE-TAPE
27	ANR	MainStreet Radio	Various	Various	Various	PRE-TAPE

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 one Brazilian press trip in partnership with VISIT FLORIDA; and two domestic press trips.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Caio Ramon (@caiotravels)	Caio Ramon & Camila Loureiro (Photographer)	July 2025	Outdoors/nature, water activities, small town charm, road trips.	\$818	Brazil	1.5 million followers on Instagram. Estimated 500K impressions per static post; 35K-50K impressions per story.
904 Happy Hour	Content Team (3)	August 2025	Area attractions, events, hidden gems,	\$0	North Florida / Domestic	Over 3.5 million unique viewers monthly (website, social, app, email).
Golf Central Magazine	Tony Leodora	August 2025	Golf-specific story for <i>Golf Central Magazine</i> and a book	\$0	Domestic / Southeastern US	Viewership of 200,000 throughout the southeastern US.



Thank you to the industry partners:

- Silver Springs State Park
- KP Hole Park
- Canyons Zip Line and Adventure Park
- Get Up and Go Kayaking
- Appleton Museum of Art
- Juniper Springs
- Juliette Falls
- Ocala National Golf Club
- World Equestrian Center
- Hampton Inn & Suites Ocala
- Equus Inn

Press Trip - Brazil - Caio Ramon

The Ocala/Marion County VCB, in partnership with VISIT FLORIDA, hosted a press trip in July 2025 for a Brazilian content creator, Caio Ramon, and his photographer/filmmaker. The creator's account, @caiotravels is one of the main travel creators in Brazil with more than 1.5 million followers on Instagram. Caio has worked with Disney, FIFA, Havaianas, Google and Mastercard, among other big brands.

REACH: 1.5 Million total followers on Instagram.

MEDIA VALUE: \$608,251.50

Below and on the next 4 pages is the VISIT FLORIDA report from the press trip.



BRAZIL – IPT CAIO TRAVELS – JULY 2025 – OCALA

Media Name: Caio Ramon

Social Handle: @caiotravels

Date: 07/15/2025

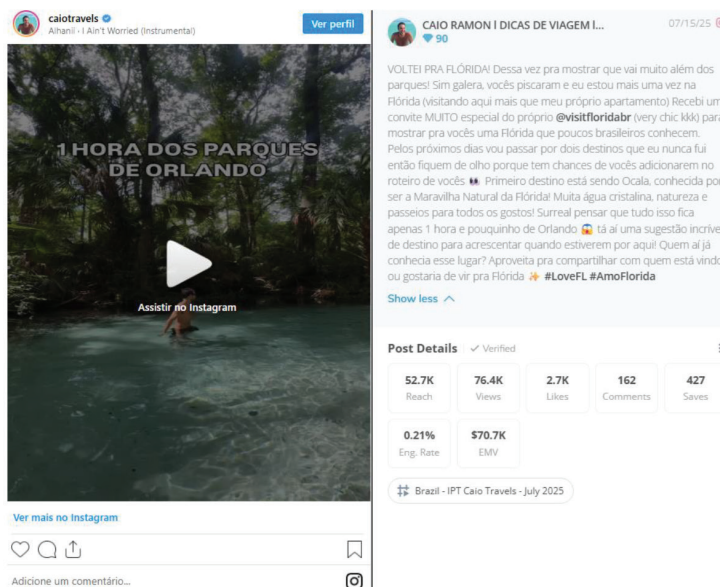
Total Exposure: 514,363 reach/social

Media Value: \$524,299.80

Engagements: 42,381

ALL Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Glass Bottom Boat Tour, Big Hammock Brewery & Bites

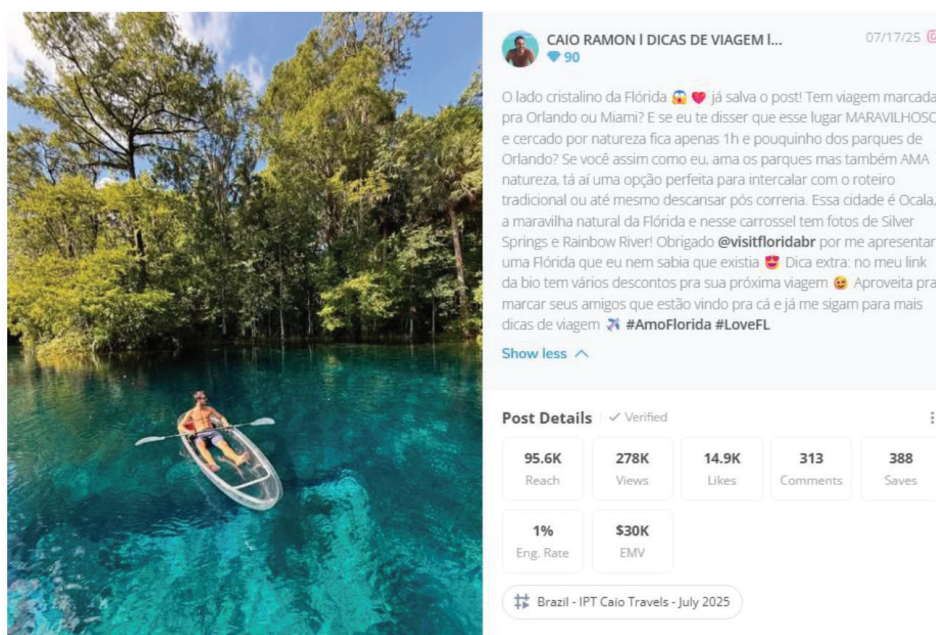
https://www.instagram.com/p/DMJKU_QJy26/



Press Trip - Brazil - Caio Ramon

Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park

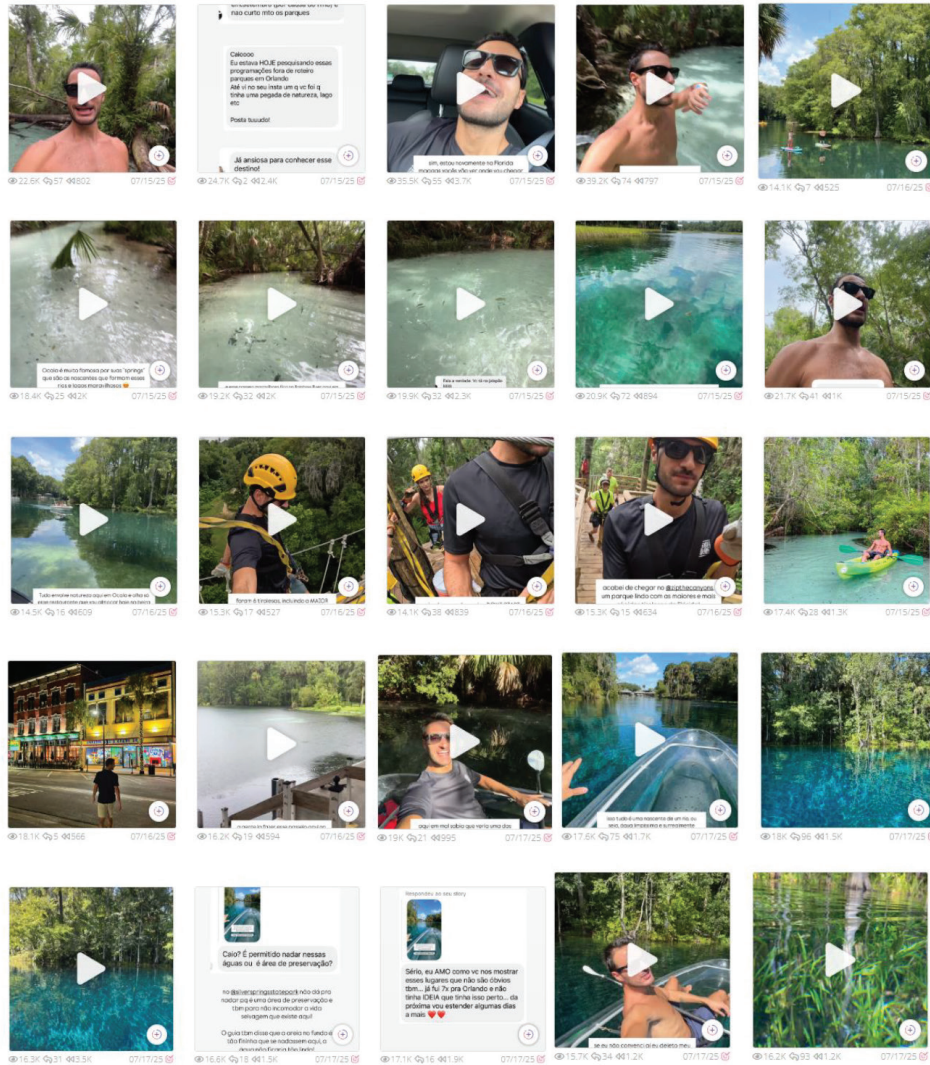
<https://www.instagram.com/p/DMNnchoMV3e/>



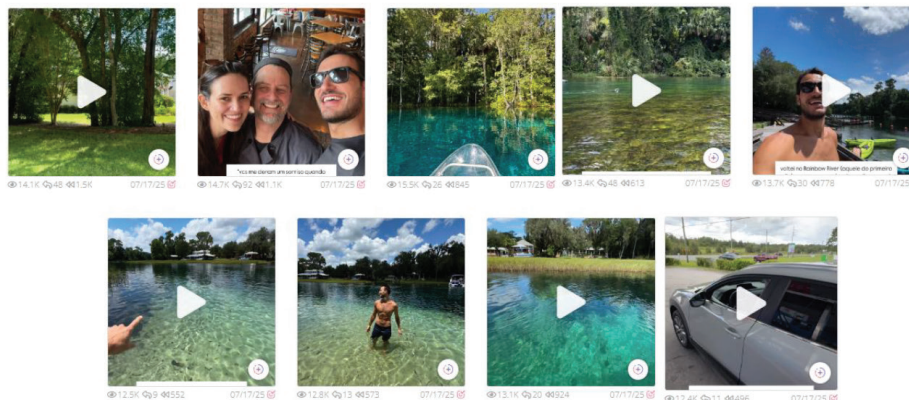
Partners Mentioned: Ocala/Marion County CVB, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs

Press Trip - Brazil - Caio Ramon

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



Press Trip - Brazil - Caio Ramon



Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Glass Bottom Boat Tour, Big Hammock Brewery & Bites

VISIT FLORIDA®

**BRAZIL – IPT CAIO TRAVELS – JULY 2025 –
OCALA, ST. PETE-CLEARWATER**

Media Name: Caio Ramon

Social Handle: @caiotravels

Date: 07/21/2025

Total Exposure: 65,012 reach/social

Media Value: \$83,951.70

Engagements: 5,479

ALL Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Big Hammock Brewery & Bites, Mojo's – Food, Music, Soul, La Cuisine, Visit St. Pete-Clearwater, The Hotel Zamora, Beach Vibe Cycle Rentals, Paradise Grille and Bar, Egmont Key State Park, Florida State Parks, Hubbard's Marina, Uncle Funz Provisions, Malio's Beach House, ELITE Watersports, Perry's Porch

<https://www.instagram.com/p/DMX8BAYs2fg/>

Press Trip - Brazil - Caio Ramon

pov: você foi pra Flórida e deixou os parques de lado

Assistir no Instagram

Ver mais no Instagram

Adicione um comentário...

CAIO RAMON | DICAS DE VIAGEM I...

07/21/25

A Flórida que poucos brasileiros conhecem! Já salva o post 📌 Das últimas vezes que vim para a Flórida, fiquei apenas nos parques em Orlando, que são sim incríveis, mas dessa vez tive a oportunidade de ver que a Flórida vai muito além disso. Especialmente se assim como eu, você também ama natureza! Dessa vez eu visitei dois lugares pela primeira vez: Ocala e St Pete Beach. Ocala: apenas 1h30 de carro dos parques de Orlando e é conhecida por suas springs e rios cristalinos. St Pete Beach: fica a 2h de carro de Orlando e essa região tem algumas das praias mais lindas dos Estados Unidos. Apenas 1 hora de Tampa. Vamos as dicas por cidades 📌 Ocala: Atrações que eu fui: Rainbow River, Silver Springs @getupandgokayaking e @zipthecanyons Restaurantes: @bighammock_brewery @swampysbarandgrille @ilovemojos @lacuisineocala St Pete Beach: Atrações que eu fui: pôr do sol em Pass A Grill, alugar bike elétrica com @beachvibebicyclerentals, passeio para Egmont Key com @hubbardsmarina e praticar Efoil com @elitewatersports Restaurantes: @paradisegrille.fl @unclefunz @maliosbeachhouse @perrysporch Hotel: @hotelzamora Quem aí curtiu a viagem e também não conhecia essa região? Viajando 5 dias por aqui a gente só encontrou uma brasileira!!! Dica extra: todos meus descontos de viagens estão no meu link da bio! Chip internacional, seguro viagem, etc... Aproveita pra marcar quem toparia fazer essa viagem com você e já me sigam para mais dicas de viagem! @visitfloridabr @ocalamarion @visitspc #AmoFlorida #LoveFL

Show less

Post Details				
65K Reach	88K Views	4.8K Likes	95 Comments	597 Saves
0.35% Eng. Rate	\$84K EMV			

🇧🇷 Brazil - IPT Caio Travels - July 2025

Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Big Hammock Brewery & Bites, Mojo's – Food, Music, Soul, La Cuisine, Visit St. Pete-Clearwater, The Hotel Zamora, Beach Vibe Cycle Rentals, Paradise Grille and Bar, Egmont Key State Park, Florida State Parks, Hubbard's Marina, Uncle Funz Provisions, Malio's Beach House, ELITE Watersports, Perry's Porch

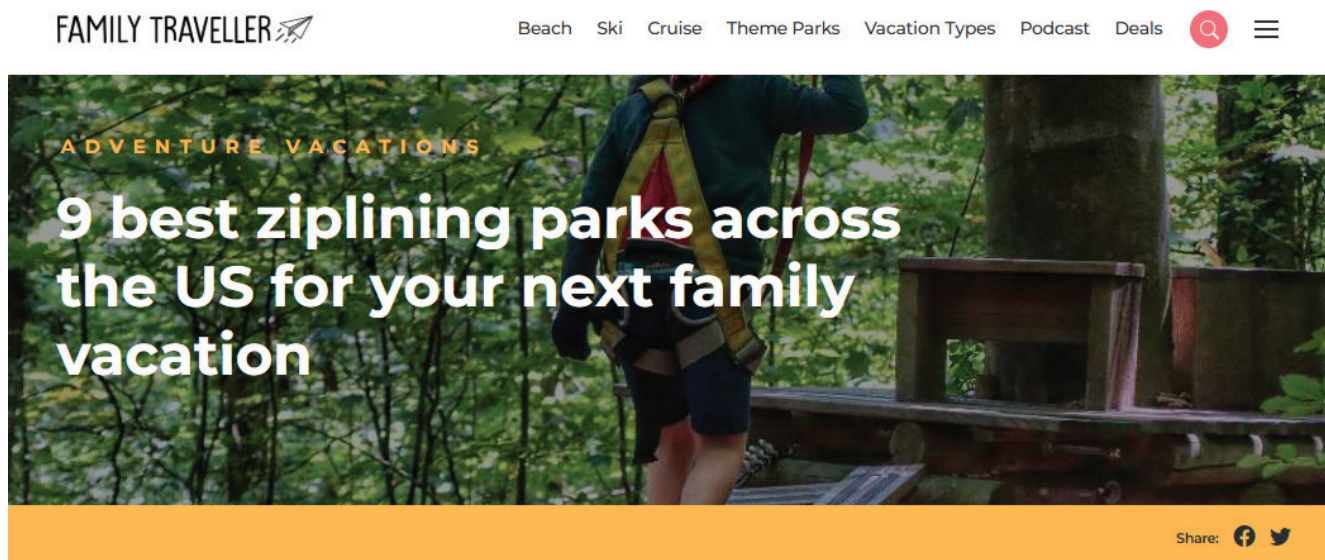
Press Trip - VISIT FLORIDA Huddle

In February 2025, in partnership with VISIT FLORIDA, the OMCVCB hosted an international press trip in conjunction with Florida Huddle and Ecounter in Ocala/Marion County. One of the media that attended was Andrew Dent, Editor-in-chief for Family Traveller.

Family Traveller is a publications with reach in UK, USA, Canada, Germany and ASIA.

Below and on the next page is the portion of the article that highlights Ocala/Marion County.

9 best ziplining parks across the US for your next family vacation Family Traveller



Last updated 16th August 2025

Find the best ziplining parks across the US. We've picked nine of the most amazing to visit with kids from Hawaii to Florida. Take a look.

9 best ziplining parks across the US for your next family vacation

Family Traveller

Take a closer look at why [Camelback Mountain Adventures](#) is one of the best ziplining parks in the US



The Canyons Zip Line and Canopy Tours, Ocala, Florida

Whilst most people think of Florida being flat, in Ocala / Marion County, you will find a zip line tour over massive limestone canyons providing more than enough elevation for an exhilarating tour.

There are 9 zips on the 3-hour tour. Including the longest zip over water in the US. There are also two rope bridges which test the nerves. The views are stunning as you move very quickly over tree tops and through beautiful nature. Keep an eye out for alligators below.

Find out more about [The Canyons Zip Line and Canopy Tours](#) in Ocala/Marion County Florida

Additional Earned Media - Southern Living

Southern Living posted an article highlighting Ocala/Marion County as lesser known Florida destination. The story used imagery provided by the Ocala/Marion County VCB and highlighted the destination.

This article was also published on two other platforms including Yahoo and AOL.

TOTAL REACH: 149,652,548

TOTAL MEDIA VALUE: \$1,384,286.07

Below and on the next 8 pages is the article.

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of Southern Living

Southern Living

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The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Crystal-clear natural springs, the rolling hills of horse country, and a charming historic downtown help Ocala shine.

By [Tara Massouleh McCay](#) | Published on July 22, 2025

In This Article

► Head Outdoors

Explore the Historic
Downtown

Take In The Culture



Credit: Getty Images / MichaelWarrenPix

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

When Southerners close their eyes and imagine paradise, it often looks a little (OK, a lot) like a [Florida beach](#). Sugar-white sand, sparkling turquoise waters, sea oats swaying in the wind, and there you have it: picture-perfect Florida. One of the downsides to our obsession with Florida's coastline is that it can blind us to interior destinations that are just as worthy of a visit as their seaside counterparts.

Case in point: Ocala, Florida. This central Florida town located between [Gainesville](#) and [Orlando](#) is blessed with gorgeous vistas at every turn. Dubbed the Horse Capital of the World because of its many active horse farms and significant participation in the horse industry, Ocala is a place of rolling green pastureland and scenic views. And just because it's not on the coast doesn't mean water is in short supply. Ocala is home to several impressive natural springs that first put the town on the map as a tourist destination decades ago. Visit Ocala during winter, from mid-December to mid-March, after the wet season has ended. The weather is dry, warm, and pleasant.

Here are the best things to do in Ocala, Florida, on your next visit to this hidden gem of a town.

Head Outdoors



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

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Swim in a Natural Spring

For some, a Florida vacation isn't a Florida vacation without water. Ocala trades salty surf for crystal-clear [freshwater pools](#) thanks to the area's many natural springs. Take the whole family for a dip at the Juniper Springs Recreation Area, a massive complex of natural swimming pools and springs of all sizes—from the tiny and bubbling to the large and gushing. Relax in the 72-degree water under a dense canopy of palm and oak trees. SCUBA-certified divers can find a different kind of adventure at Paradise Springs, a privately owned cavern, where divers can explore prehistoric fossils on ancient limestone walls under the water. Other springs to check out include nearby Rainbow Springs, Silver Glen Springs, Salt Springs, and Silver Springs (no swimming allowed in this one, but still worth a visit).

fs.usda.gov, 26701 FL-40, Silver Springs, FL 34488

divingfl.com, 4040 SE 84th Lane Road, Ocala, FL 34480



Credit: Getty Images / Michael Warren

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Hike in the Ocala National Forest

On the edge of town, you'll find the 387,000-acre Ocala National Forest, which is the second-largest national forest in Florida. Visitors can explore the vast coniferous and sand pine scrub forestland via trails that connect more than 600 swamps, lakes, rivers, and streams. Other activities inside the forest range from canoeing, boating, and fishing to snorkeling, diving, and swimming.

fs.usda.gov



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

Go Horseback Riding

When you're ready to get in on the action, book a horseback riding tour with Cactus Jack's Trail Rides or Canyons Zip Line & Adventure Park. A 1- to 2-hour guided tour with Cactus Jack's takes you through the Cross Florida Greenway State Park on the back of a gorgeous well-cared-for horse. Along the way, you'll see oak hammocks, pine forests, and green fields. The outfitter has Arabians and Thoroughbreds, as well as Tennessee Walkers and Argentina Polo horses.

floridahorseriding.com, 11100 SW 16th Avenue, Ocala, FL 34476

zipthecanyons.com, 8045 NW Gainesville Road, Ocala, FL 34475

floridastateparks.org, 8282 SE Highway 314, Ocala, FL 34470

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Tour Silver Springs in a Kayak or Glass-Bottom Boat

Head to Silver Springs State Park to see Ocala's first tourist attraction, Silver Springs. There was once a waterpark around the stunning natural springs, but today the best way to enjoy the springs is by taking a kayak or glass-bottom boat tour. You can rent either—plus standup paddle boards and canoes—through Silver Springs State Park. Prices start at just \$14.

silversprings.com, 5656 East Silver Springs Boulevard, Silver Springs, FL 34488



Credit: Courtesy of Zip Lining at The Canyons

Go Zip Lining

See Ocala from a different vantage point on a zip line tour with Canyons Zip Line & Adventure Park. Choose from four different zip line adventures that allow you to soar high over two dramatic limestone canyons and four glittering lakes. Did we mention that this is the highest, fastest, and longest zip line over water in the U.S.? Yup, you're in for a real treat.

zipthecanyons.com, 8045 NW Gainesville Road, Ocala, FL 34475

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Explore the Historic Downtown



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

Fill Up at The Lodge

After you've had your fill of outdoor adventure, head to Downtown Ocala for farm-to-table dining, craft beer, and more in one walkable, easy-to-explore historic neighborhood. Local businesses emanate for a few square blocks around Town Square, a paved octagon surrounded by trees and grass that also features a historic gazebo. Find classic pub bites at The Lodge Brick City Craft Pub & Eatery, and choose from more than 100 craft beers, cocktails, and bottomless mimosas at Sunday brunch. Stop by the second Friday of the month to enjoy dueling pianos.

thelodgeocala.com, 36 South Magnolia Avenue, Ocala, FL 34471

Savor Southern Dishes

For Southern specialty dishes, go to Ivy on the Square. The menu features Pimento Cheese Fritters, Bacon Wrapped Dates, and a Fried Green Tomato Burger. Pair your meal with a glass of [real Southern sweet tea](#) or a specialty coffee. For a more intimate gathering, reserve a dinner and movie night for your private group, and you get to pick the movie.

ivyhousefl.com, 53 South Magnolia Avenue, Ocala, FL 34471

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Grab a Pint at Infinite Ale Works

After dinner, wind down with a pint at microbrewery Infinite Ale Works, where you'll find craft beers like Into the Dark Roast, an imperial coffee stout, and Raspberry Witfinite, a two-time Best Florida Beer winner. Tour the brewery, which features 34 taps, [house-made cocktails](#), hard teas, and nitro coffees, and grab a bite while you're there.

infinitealeworks.com, 304 South Magnolia Avenue, Ocala, FL 34471

Stroll the Shops

Take your credit card for a spin at Tumbleweed of Ocala [antique store](#) where you'll find furniture, unique housewares, art, and more. Browse Marley Mae Market & Paperie for gifts, clothing, and custom wood cutouts and invitations. You'll likely find a souvenir to bring home. Head to Agapanthus or Serendipity Boutique for women's clothing, jewelry, gifts, and home accents.

[facebook.com](https://www.facebook.com) 122 South Magnolia Avenue, Ocala, FL 34471

marleymaedesigns.com, 16 South Magnolia Avenue, Ocala, FL 34471

shopagapanthus.com, 18 SW Broadway Street, Ocala, FL 34471

serendipityboutiquefl.com, 304 SW Broadway Street, Unit A, Ocala, FL 34471

Find the Sweet Spot

A candy shop is a great way to sweeten the day, and Ocala's downtown has a few options. Grandpa Joe's has a large selection of candy and gifts to choose from. Sort through the bulk bins, [nostalgic candies](#), and old-fashioned sodas. At Ocala's Chocolate and Confections, the display cases of handmade gourmet treats like truffles, fudge, and seasonal candies tempt customers. They also offer more than 30 flavors of ice cream.

grandpajoescandyshop.com, 20 SE Broadway Street, Ocala, FL 34471

ocalaschocolate.com, 104 East Fort King Street, Ocala, FL 34471

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Take In The Culture



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

Visit the World Equestrian Center

You can't visit the Horse Capital of the World without spending some time with the majestic mares and stallions. One of the best places to do so is the largest equestrian complex in the country, the World Equestrian Center. The massive complex features world-class indoor and outdoor arenas, as well as a [luxury hotel](#), state-of-the-art amenities, stores, restaurants, and more. Most equine events at the center are free, so all you have to do is check the online calendar for an event you're interested in and show up.

worldequestriancenter.com, 1750 NW 80th Avenue, Ocala, FL 34482

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living



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

Tour the Appleton Museum of Art

If Ocala's natural beauty inspires the art lover in you, head to the Appleton Museum of Art, an 81,000-square-foot classic and contemporary art museum that's part of the College of Central Florida's Appleton Cultural Center complex. The museum is home to a collection of 24,000 objects displayed in galleries highlighting everything from Florida artists and equine art to pre-Columbian artifacts and maritime collections. Be sure to check out the museum's outdoor sculpture walk and garden before leaving.

appletonmuseum.org, 4333 East Silver Springs Boulevard,
Ocala, FL 34470

Learn About Historic Fort King

This U.S. Army frontier fort played an important role in the Second Seminole War when the Seminole fought to protect their native land against American settlers. It was the longest and costliest war Americans had with native people. Tour the visitor center and Archaeological Resource Center to see displays and artifacts from the fort. Visitors can explore the fort, which is a replica of the original and is one of few forts reconstructed to its actual size. Follow the mile-long trail that leads to the historic site, and see the spring soldiers bathed in and drank from. Educational programs throughout the year highlight the site's history.

ftking.org, 3925 East Fort King Street, Ocala, FL 34470

Additional Earned Media - Southern Living

Southern Living posted an article highlighting places to vacation in the Fall in Florida. The story used imagery provided by the Ocala/Marion County VCB and highlighted the destination.

This article was also published on two other platforms including Yahoo and AOL.

TOTAL REACH: 60,165,007

TOTAL MEDIA VALUE: \$556,526.31

Below and on the next page is the portion of the article highlighting the destination.

The Most Underrated Fall Escapes In Florida, According To Floridians Southern Living

Southern Living

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The Most Underrated Fall Escapes In Florida, According To Floridians

By [Skye Sherman](#) | Published on September 27, 2025



Credit: Getty/Ruth Peterkin

School's back in session, the summer beach and theme park crowds have dwindled, the humidity is lessening, and the sun stays shining—yep, it's fall in Florida. With ongoing warm weather and fewer storms to contend with, it's the perfect time for a [fall escape in the Sunshine State](#).

Many Florida hotels offer shoulder-season discounts. And who wouldn't want to hit Northwest Florida's Emerald Coast during these golden months?

For insight into where to go, we turned to the source and asked Floridians themselves what destinations they recommend for a travel escape at this time of year—bonus points if they're [under-the-radar, lesser-known getaways](#). Here's what they said.

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The Most Underrated Fall Escapes In Florida, According To Floridians

Southern Living

03
of 06

Ocala



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

[Modern Boca Mom](#) blogger Michelle Olson-Rogers says, "If you're looking for a [unique Florida family getaway](#) that blends luxury, world-class equestrian events, and plenty of fun activities for all ages, hit the road and head to the horse capital of the world: Ocala.

"The [World Equestrian Center](#) is a dream destination, like Disney World for horse lovers. The northern part of Florida always gets cooler weather first, and there are so many fun fall events on their calendar, not only for horse jumping, but food and wine too; the [Ocala Food & Wine Festival](#) in November is destination-worthy in itself."

PLAN YOUR TRIP

Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Southern Living	The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of(3 articles)	149,652,548
Southern Living	The Most Underrated Fall Escapes In Florida, According To Floridians (3 articles)	60,165,007
Family Traveller	Crystal therapy: making sweet memories in the manatee capital of the world	23,042
Family Traveller	9 best ziplining parks across the US for your next family vacation	3,732
Meteored	Descubre los 10 destinos imprescindibles del mundo en 2025, según National Geographic	4,076,266
VISIT FLORIDA	USA VISIT FLORIDA Launches "Live More Floridays" Campaign with Grammy Winner Mac McAnally Pitch Press Release August 2025	2,789,040
Islands Magazine	Florida's 'Treasure Of The Nature Coast' Is An Affordable City With Breathtaking Natural Views	2,594,254
Florida Farm & Family Magazine	Saddle Up for Adventure in Ocala, Florida, "Horse Capital of the World"	4,643
Ocala Gazette	July 4 events, cautions and trivia	25,439
352 Today	Ocala/Marion County VCB Wins Two Prestigious VISIT FLORIDA Flagler Awards (3 articles)	17,196,584
352 Today	Ocala/Marion County Celebrates Strong Tourism Performance and Launches New Programs to Grow Future Visitation (3 articles)	17,196,584
352 Today	Step back in time: 12 historic places in Ocala you don't want to miss (2 articles)	125,616
Instagram	Caio Ramon - @caiotravels (Brazil Content Creator Trip July 2025)	579,375
VISIT FLORIDA	Brazil Pronto pra Viajar - Interview with Brett Pitch Press Release September 2025	15,000
VISIT FLORIDA	Brazil Florida for Children Press Release September 2025	9,562,000
VISIT FLORIDA	National Thrive Outside Day (USA Satellite Media Tour September 2025) (28 Publications)	18,686,534
Southern Living	The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of(3 articles)	149,652,548
Southern Living	The Most Underrated Fall Escapes In Florida, According To Floridians (3 articles)	60,165,007
Family Traveller	Crystal therapy: making sweet memories in the manatee capital of the world	23,042
Family Traveller	9 best ziplining parks across the US for your next family vacation	3,732
Meteored	Descubre los 10 destinos imprescindibles del mundo en 2025, según National Geographic	4,076,266

*Notation: The Media Value Equivalent totals **\$3,655,932.28** for July-September 2025. The total reach is **282,695,664***

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, July 1, 2025 - September 30, 2025, to the previous quarter (April 1, 2025 - June 30, 2025).

Performance Summary

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

Impressions	Engagements	Post Link Clicks
3,393,260 ↘27.2%	78,834 ↘44.5%	39,146 ↘47%
Engagement Rate (per Impression)		
2.3% ↘23.9%		

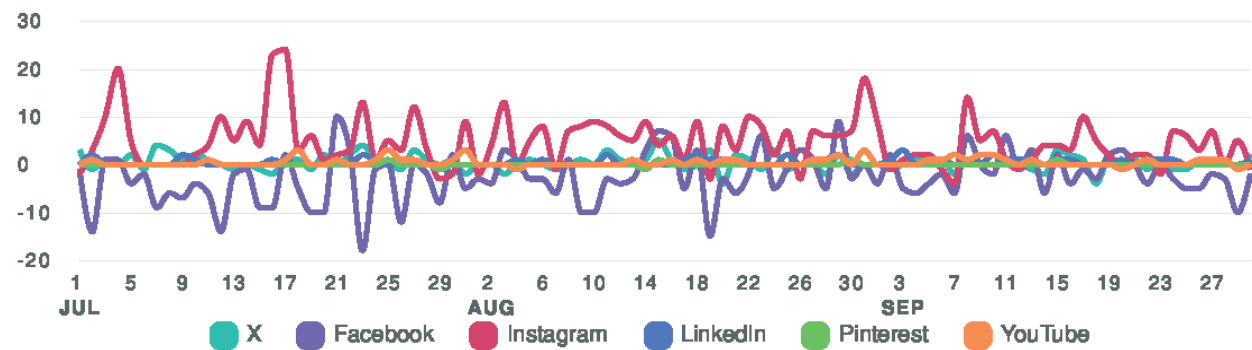
Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period	286,230	320	193	3,393,260	78,834	2.3%
Jul 1, 2025 – Sep 30, 2025	↗0.1%	↘2.4%	↘20.2%	↘27.2%	↘44.5%	↘23.9%
Compare To	285,937	328	242	4,661,092	141,976	3%
Apr 1, 2025 – Jun 30, 2025						
 Ocala/Marion County	561	43	9	4,273	695	16.3%
 @ocalamarion	2,983	38	44	5,431	348	6.4%
 Ocala/Marion County, Florida	258,037	-245	57	2,527,048	72,696	2.9%
 Ocala/Marion County, Florida	1,276	3	0	N/A	N/A	N/A
 ocalamarion	23,128	440	70	856,508	4,847	0.6%
 ocalamarion	245	41	13	N/A	248	N/A

Overview: Growth



Audience Gained, by Day

Audience Growth
See how your audience grew during the selected time period.



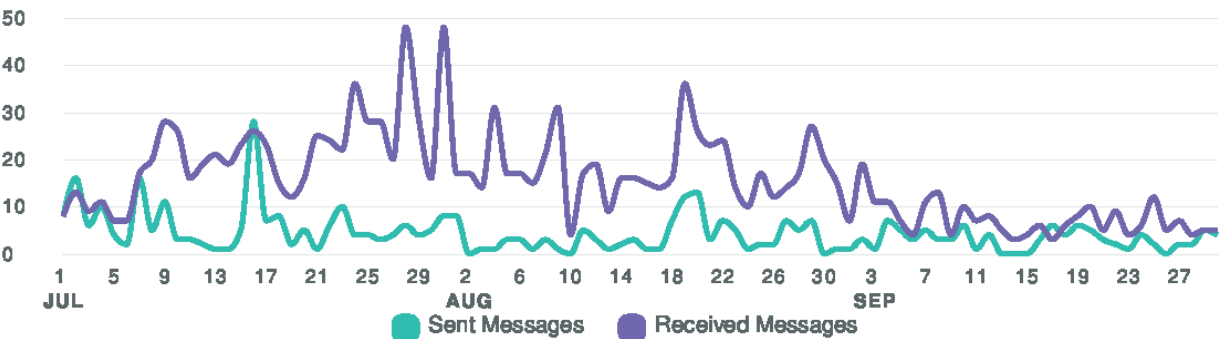
Audience Metrics	Totals	% Change
Audience	286,230	↗0.1%
Net Audience Growth	320	↘2.4%
X Net Follower Growth	38	↗2.7%
Facebook Net Follower Growth	-245	↗38%
Instagram Net Follower Growth	440	↘26.1%
LinkedIn Net Follower Growth	43	↘34.8%

Overview: Messages

Message Volume

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

Messages per Day



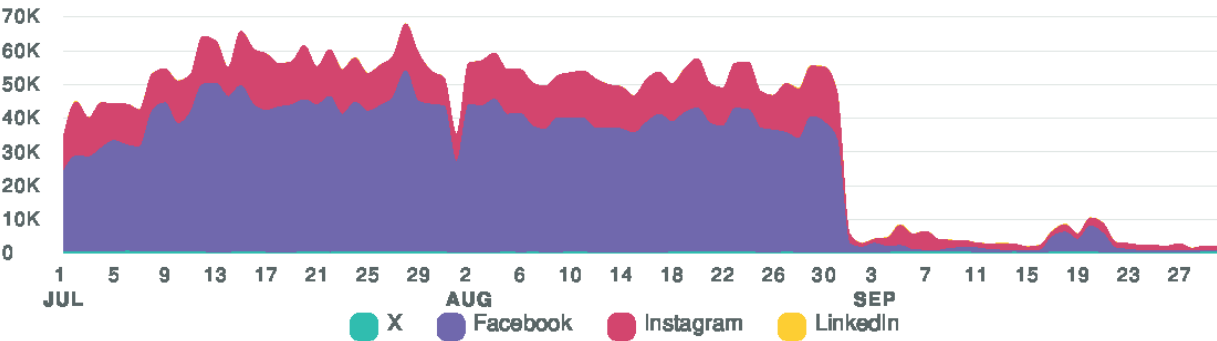
Sent Messages Metrics	Totals	% Change
Total Sent Messages	398	↘29.4%
X Sent Messages	44	↘15.4%
Facebook Sent Messages	81	↘36.7%
Instagram Sent Messages	251	↘31%
LinkedIn Sent Messages	9	↘30.8%
Pinterest Sent Messages	0	→0%



Overview: Impressions

Impressions

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



Impression Metrics	Totals	% Change
Impressions	3,393,260	↘ 27.2%
X Impressions	5,431	↘ 16.8%
Facebook Impressions	2,527,048	↘ 34.1%
Instagram Views	856,508	↗ 5.4%
LinkedIn Impressions	4,273	↘ 45.2%

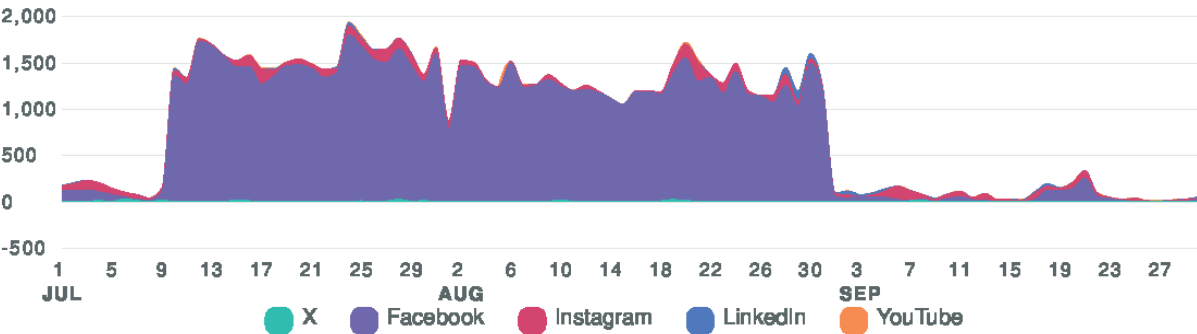


Overview: Engagements



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	78,834	↘ 44.5%
X Engagements	348	↘ 0.3%
Facebook Engagements	72,696	↘ 45.2%
Instagram Engagements	4,847	↘ 32%
LinkedIn Engagements	695	↘ 56.6%
YouTube Engagements	248	↗ 66.4%

Instagram



Instagram Performance Summary

Views 856,508 ↗5.4%	Organic Views 236,351 ↗13.7%	Paid Views 620,157 ↗2.5%
Engagement Rate (per View) 0.7% ↘43%	Organic Engagement Rate (per View) 2.1% ↘40.2%	Paid Engagement Rate (per View) 0.2% ↘61.8%
Engagements 5,918 ↘40%	Organic Engagements 4,847 ↘32%	Paid Engagements 1,071 ↘60.9%

Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period	23,128	440	70	856,508	236,351	620,157
Jul 1, 2025 – Sep 30, 2025	↗1.9%	↘26.1%	↘28.6%	↗5.4%	↗13.7%	↗2.5%
Compare To	22,706	595	98	812,861	207,805	605,056
Apr 1, 2025 – Jun 30, 2025						
  ocalamarion	23,128	440	70	856,508	236,351	620,157

Instagram

Top Posts

**ocalamarlon**
Wed 8/20/2025 4:07 pm EDT

📢🌟 New Episode Alert!

Marion Insider's Guide is back...



Total Engagements	217
Likes	119
Comments	3
Shares	80
Saves	15

**ocalamarlon**
Wed 7/16/2025 10:20 pm ...

WOW 🤩 Just how stunning is golden hour at Juniper Springs?

🌟🇺🇸...



Total Engagements	197
Likes	167
Comments	3
Shares	17
Saves	10

**ocalamarlon**
Sat 8/23/2025 2:56 pm EDT

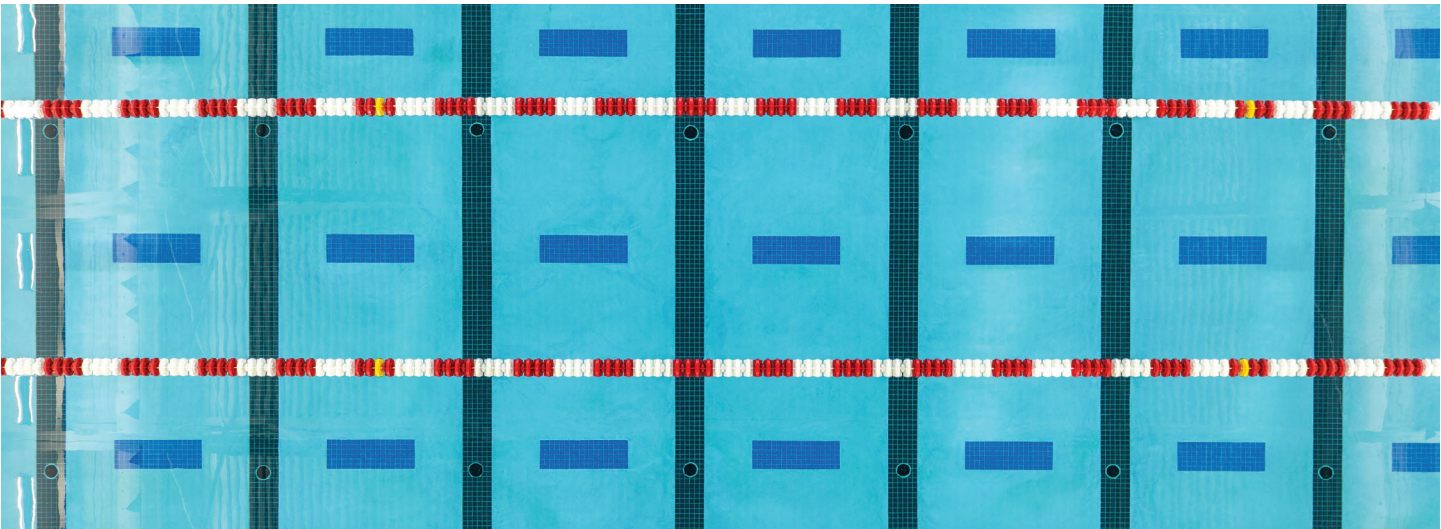
Can you tell we love green and blue? 🤩💚💙 There is a reason they are part of our brand colo...



Total Engagements	192
Likes	165
Comments	5
Shares	17
Saves	5

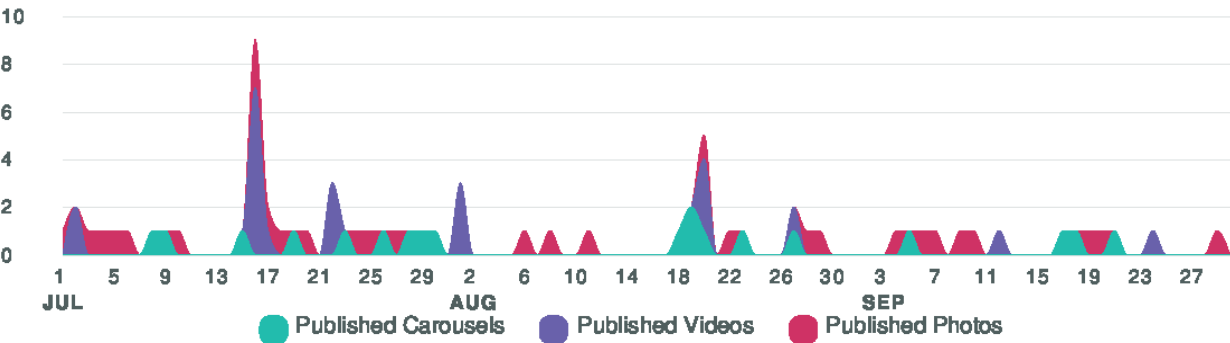


Instagram: Publishing



Publishing Behavior

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

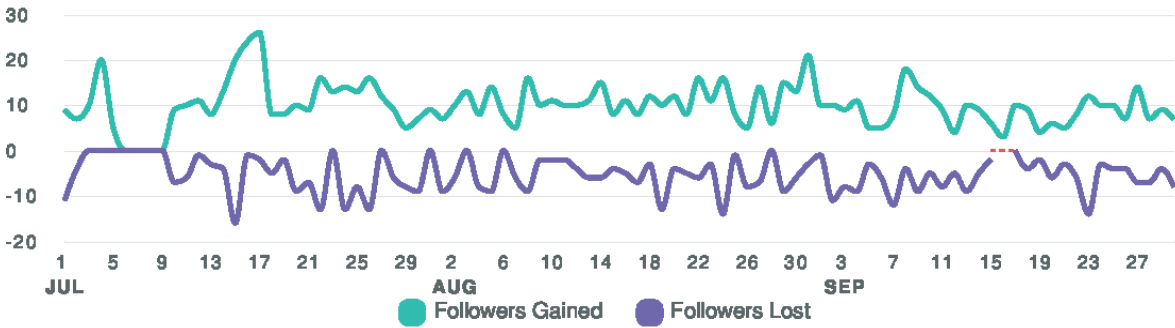


Publishing Behavior by Content Type	Totals	% Change
Published Posts	70	↘ 28.6%
Published Carousels	19	↗ 5.6%
Published Videos	22	↘ 24.1%
Published Photos	29	↘ 43.1%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



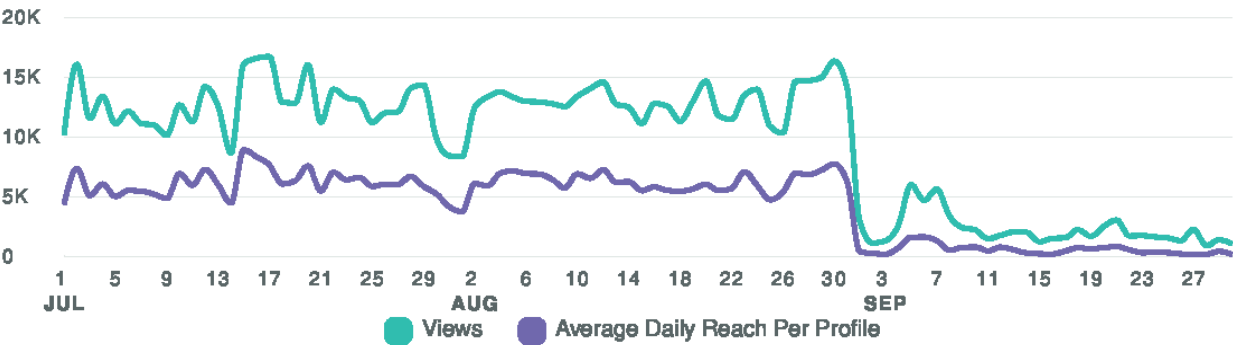
Audience Metrics	Totals	% Change
Followers	23,128	↗ 1.9%
Net Follower Growth	440	↘ 26.1%
Followers Gained	924	↘ 15.7%
Followers Lost	484	↘ 3.4%



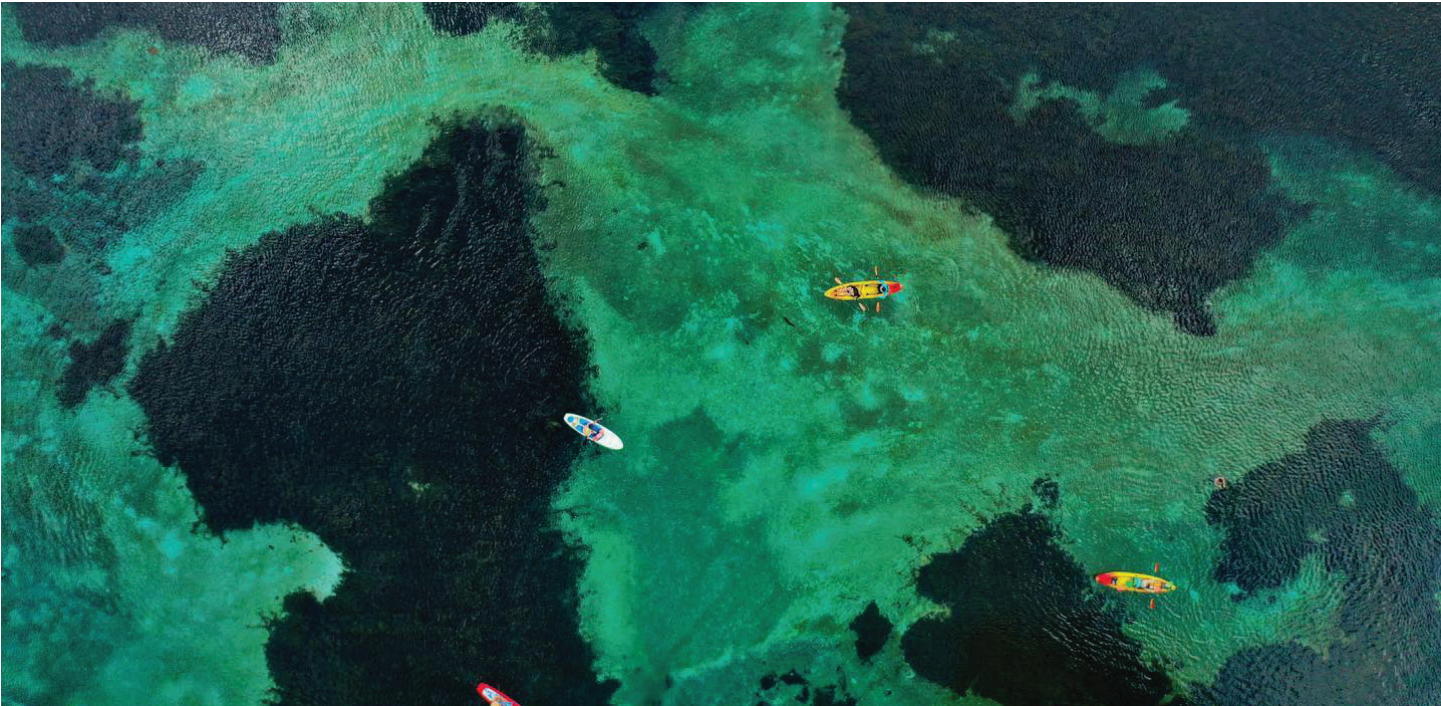
Instagram: Views

Views

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



Views Metrics	Organic	Paid	Totals	% Change
Views	236,351 ↗ 13.7%	620,157 ↗ 2.5%	856,508	↗ 5.4%
Average Daily Reach per Profile	N/A	N/A	4,300.38	↘ 21.7%



Instagram: Stories

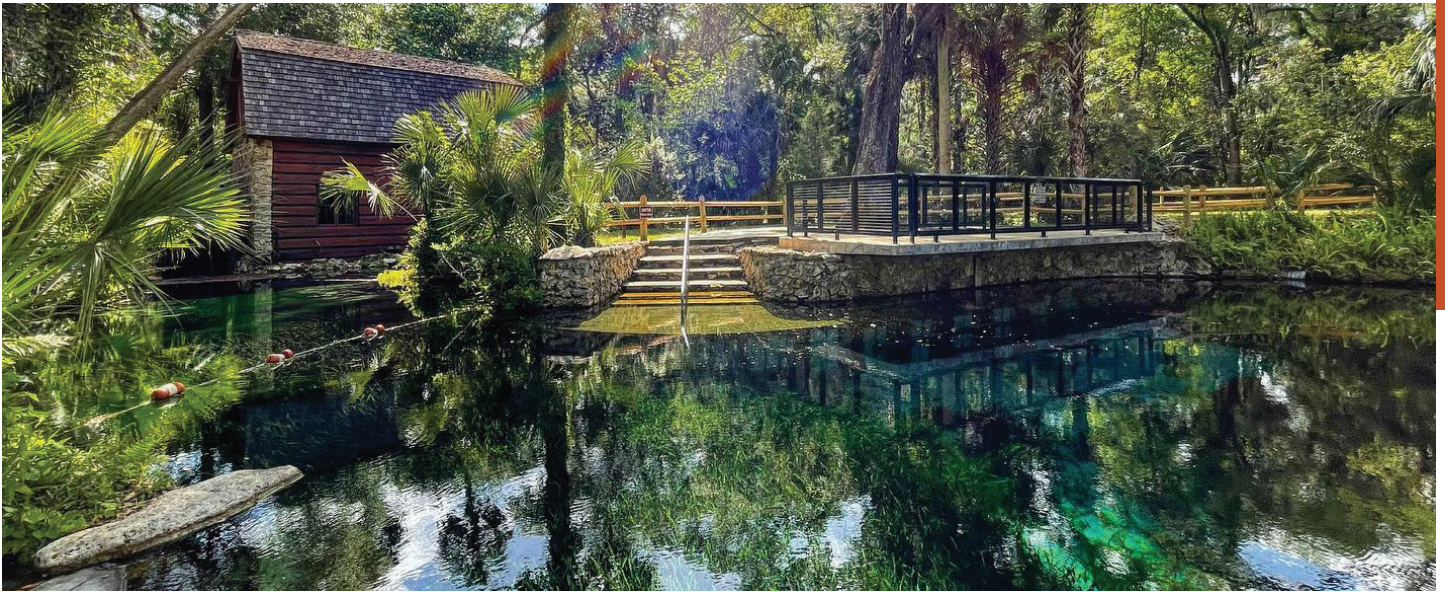
Stories Performance

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



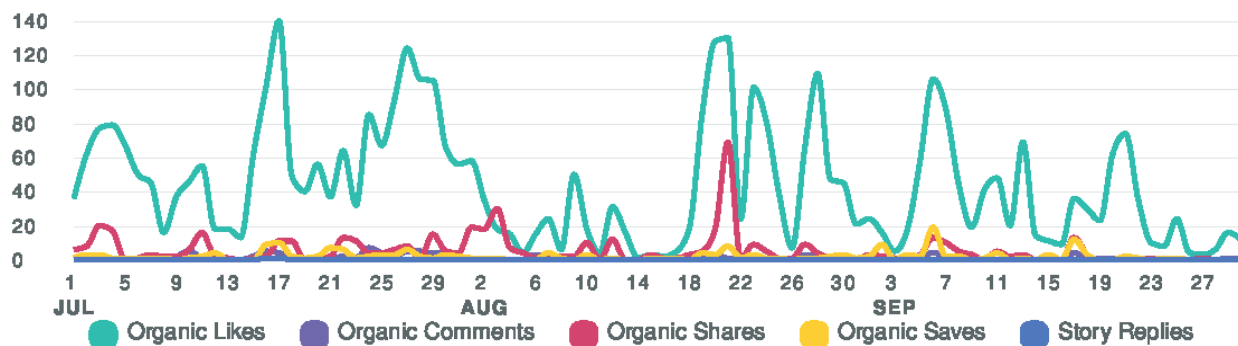
Story Metrics	Totals	% Change
Published Stories	16	↘ 46.7%
Story Replies	2	↘ 86.7%
Story Taps Back	93	↘ 66.7%
Story Taps Forward	2,335	↘ 69.1%
Story Exits	315	↘ 77.9%
Story Views	3,295	↘ 70.3%
Average Reach per Story	184.13	↘ 48.1%

Instagram: Engagement



Engagements

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

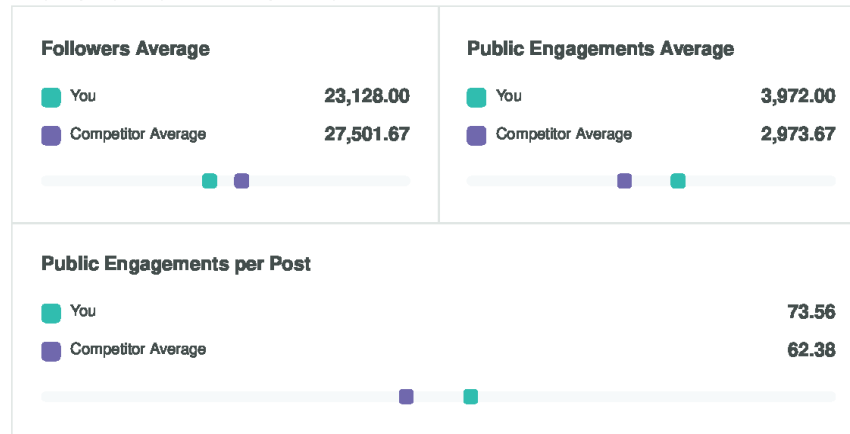


Engagement Metrics	Totals	% Change
Organic Engagements	4,847	↘32%
Organic Likes	4,045	↘31.1%
Organic Comments	116	↘51.5%

Instagram: Competitors

Summary

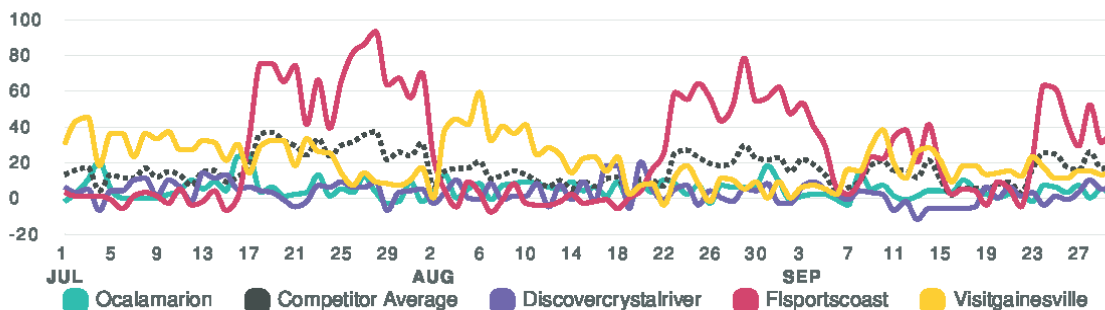
Compare your profile performance to your competitors.



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		23,128.00	440.00	1.94%
Competitor Average		27,501.67	1,509.00	5.81%
discovercrystalriver		41,545	272	0.66%
ocalamarion		23,128	440	1.94%
visitgainesville		22,386	1,839	8.95%
flsportscoast		18,574	2,416	14.95%



Performance Summary

Impressions 2,527,048 ↘34.1%	Organic Impressions 270,044 ↘0.3%	Paid Impressions 2,257,004 ↘36.7%
Engagement Rate (per Impression) 2.9% ↘16.9%	Organic Engagement Rate (per Impression) 2.8% ↘21.1%	Paid Engagement Rate (per Impression) 2.9% ↘16.5%
Post Link Clicks 38,510 ↘46.8%	Organic Post Link Clicks 351 ↘52.6%	Paid Post Link Clicks 38,159 ↘46.8%
Engagements 72,696 ↘45.2%	Organic Engagements 7,540 ↘21.4%	Paid Engagements 65,156 ↘47.1%

Page ▲	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions
Reporting Period	258,037	-245	249,845	38	57	2,527,048
Jul 1, 2025 – Sep 30, 2025	↘0.1%	↗38%	↘0.1%	↘58.7%	↘24%	↘34.1%
Compare To	258,282	-395	250,146	92	75	3,833,909
Apr 1, 2025 – Jun 30, 2025						
 Ocala/Marion County, Florida	258,037	-245	249,845	38	57	2,527,048

Facebook

Top Posts

 Ocala/Marion Co... <u>Tue 7/1/2025 9:57 am EDT</u>	 Ocala/Marion Co... <u>Mon 7/7/2025 8:52 pm EDT</u>	 Ocala/Marion Co... <u>Mon 7/7/2025 8:43 pm EDT</u>
Discover a summer escape that moves at your pace— Ocala/Marion County offers... Ocala/Marion County, Fl... 	See Ocala/Marion County like never before. Join Commissioner Carl Zalak as he embarks on a... Ocala/Marion County, Fl... 	Join Commissioner Carl Zalak in Silver Springs Park for a day of fun the whole family can enjoy! 
Total Engagements 7,821	Total Engagements 3,777	Total Engagements 3,236
Reactions 146	Reactions 103	Reactions 982
Comments 9	Comments 97	Comments 114
Shares 9	Shares 3	Shares 134
Post Link Clicks 6,383	Post Link Clicks 1,415	Post Link Clicks 202
Other Post Clicks 1,274	Other Post Clicks 2,159	Other Post Clicks 1,804



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	57	↘ 24%
Published Videos	6	↗ 20%
Published Photos	36	↘ 30.8%
Published Links	15	↘ 16.7%
Published Text	0	→ 0%

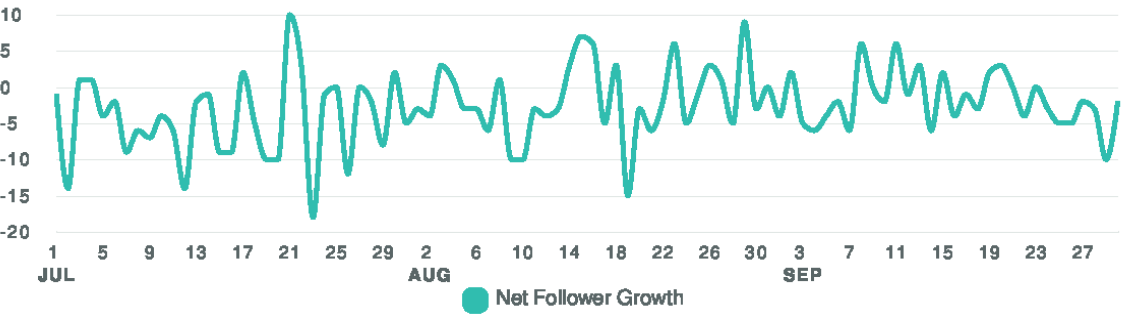


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.

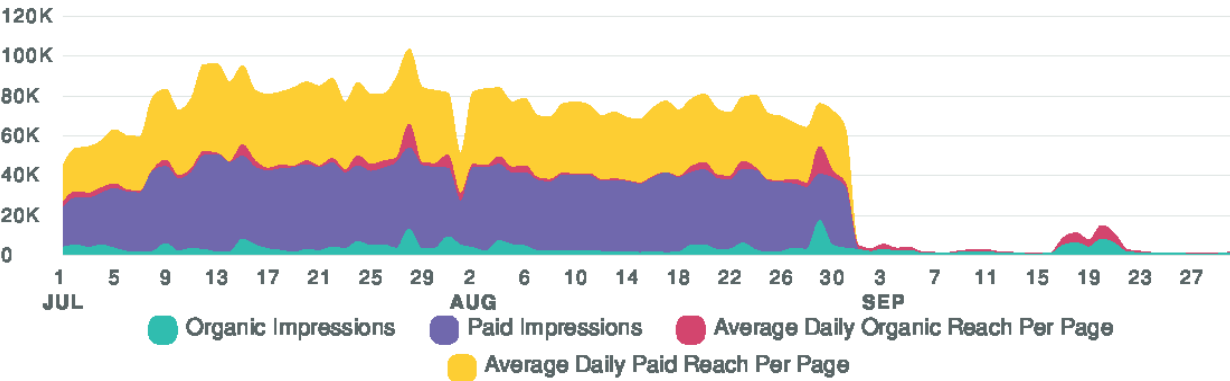


Audience Metrics	Totals	% Change
Followers	258,037	↘ 0.1%
Net Follower Growth	-245	↗ 38%
Fans	249,845	↘ 0.1%
Net Page Likes	38	↘ 58.7%
Organic Page Likes	366	↗ 128.8%
Paid Page Likes	126	↘ 20.8%
Page Unlikes	454	↗ 100%

Facebook: Impressions

Impressions

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



Impression Metrics	Organic		Paid		Totals	% Change
Impressions	270,044	↘ 0.3%	2,257,004	↘ 36.7%	2,527,048	↘ 34.1%
Average Daily Reach per Page	2,079.41	↘ 1.8%	22,535.05	↘ 38.6%	24.61K	↘ 36.6%

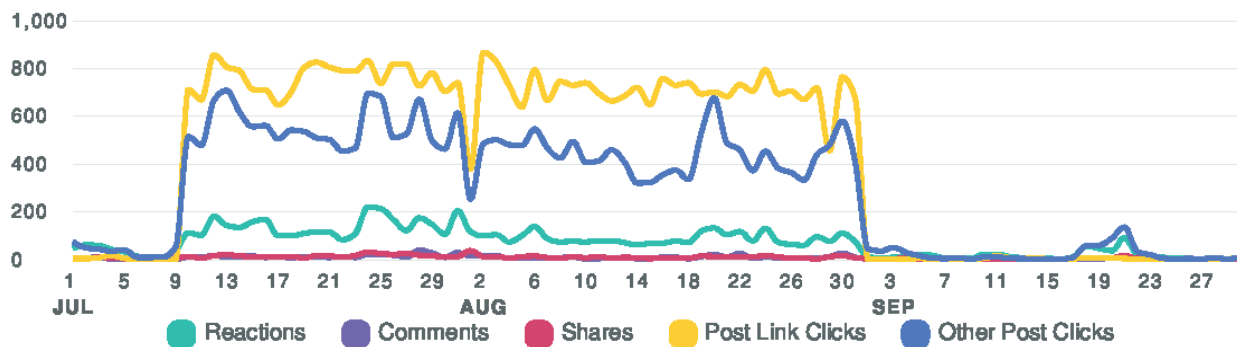


Facebook: Engagement



Engagements

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



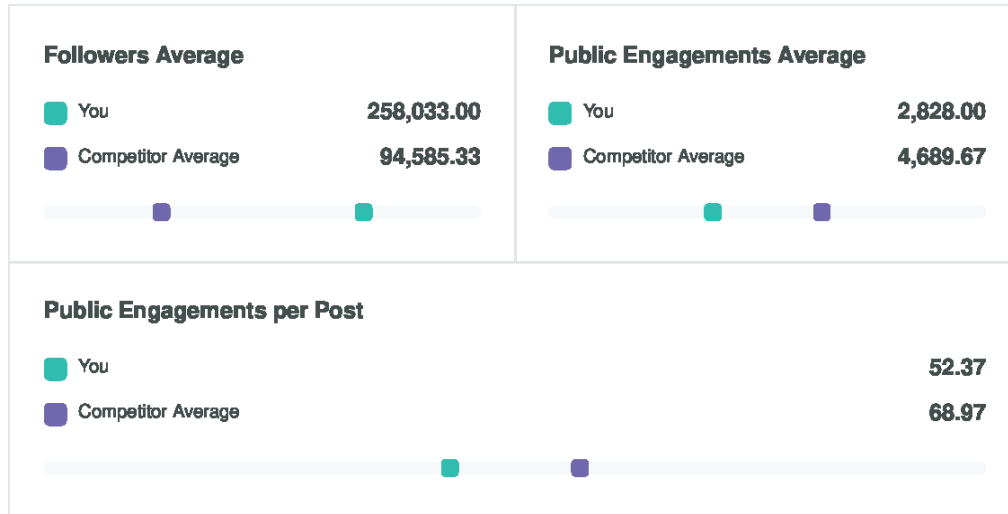
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	7,540 ↘21.4%	65,156 ↘47.1%	72,696	↘45.2%
Reactions	2,403 ↘12.9%	4,021 ↘55.4%	6,424	↘45.5%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	269 ↗1.1%	296 ↘4.5%	565	↘1.9%
Shares	282 ↘11.9%	352 ↘51.9%	634	↘39.7%
Post Link Clicks	351 ↘52.6%	38,159 ↘46.8%	38,510	↘46.8%
Other Post Clicks	4,235 ↘23%	22,328 ↘46%	26,563	↘43.3%

Facebook: Competitors

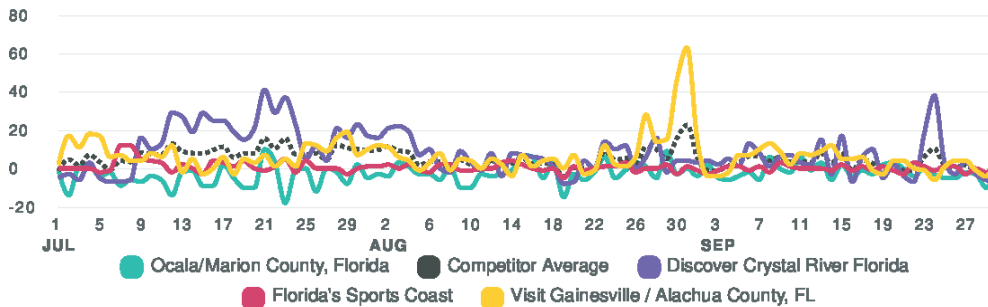
Summary

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		258,033.00	-249.00	-0.10%
Competitor Average		94,585.33	467.00	0.50%
Ocala/Marion County, Florida		258,033	-249	-0.10%
Discover Crystal River Florida		209,360	751	0.36%
Visit Gainesville / Alachua County, FL		48,769	594	1.23%
Florida's Sports Coast		25,627	56	0.22%

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
5,431 ↘16.8%	348 ↘0.3%	24 ↗84.6%

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	2,983	38	44	5,431	348	24
Jul 1, 2025 – Sep 30, 2025	↗1.3%	↗2.7%	↘15.4%	↘16.8%	↘0.3%	↗84.6%
Compare To	2,945	37	52	6,529	349	13
Apr 1, 2025 – Jun 30, 2025						
 X @ocalamarion	2,983	38	44	5,431	348	24

Top Posts

 X @ocalamarion
Sat 7/5/2025 10:05 pm EDT

Don't mind us and our nightly strolls through downtown Ocala
 pic.x.com/WriZv1pgQ



Total Engagements35

Likes5

@Replies0

Reposts1

Post Link Clicks—

Other Post Clicks28

Other Engagements1

 X @ocalamarion
Sun 7/27/2025 7:24 pm EDT

This is the scenery we live for in the Horse Capital of the World🐾❤️



Total Engagements22

Likes4

@Replies1

Reposts2

Post Link Clicks1

Other Post Clicks14

Other Engagements0

 X @ocalamarion
Tue 7/15/2025 2:05 pm EDT

Showing some extra love to the beauties that make #OcalaMarion so special❤️...



Total Engagements20

Likes8

@Replies0

Reposts2

Post Link Clicks—

Other Post Clicks10

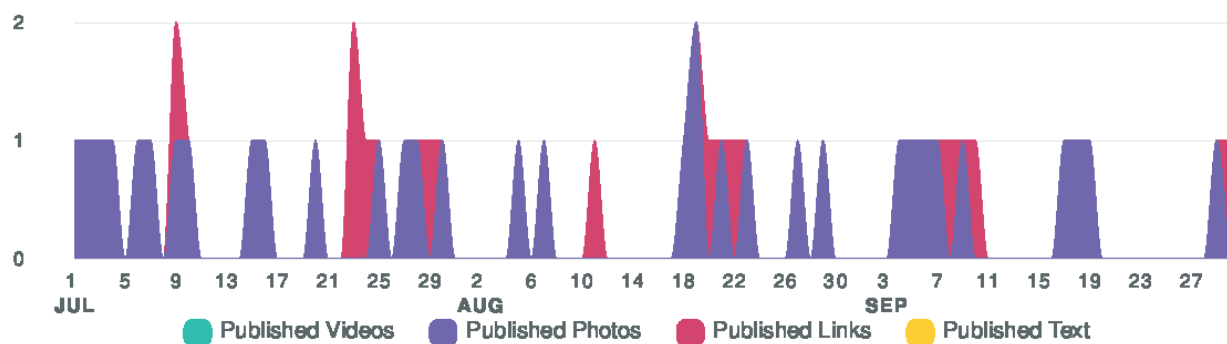
Other Engagements0

X: Publishing



Publishing Behavior

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



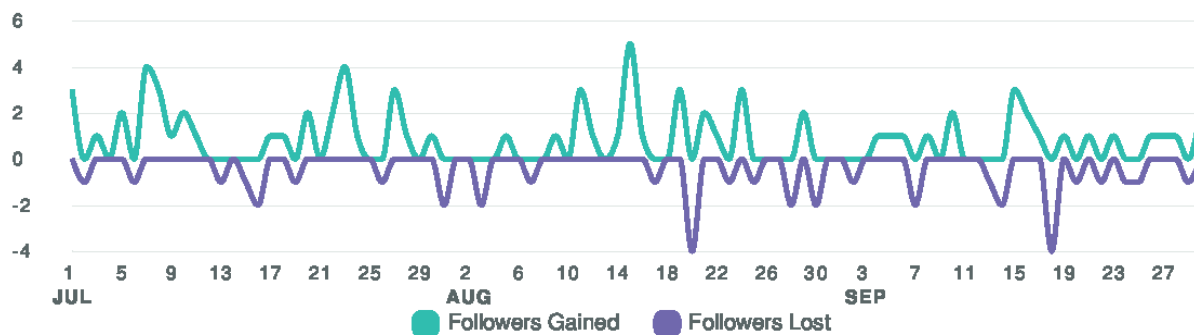
Publishing Behavior by Content Type	Totals	% Change
Published Posts	44	↘ 15.4%
Published Videos	0	→ 0%
Published Photos	33	↘ 13.2%
Published Links	11	↘ 21.4%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

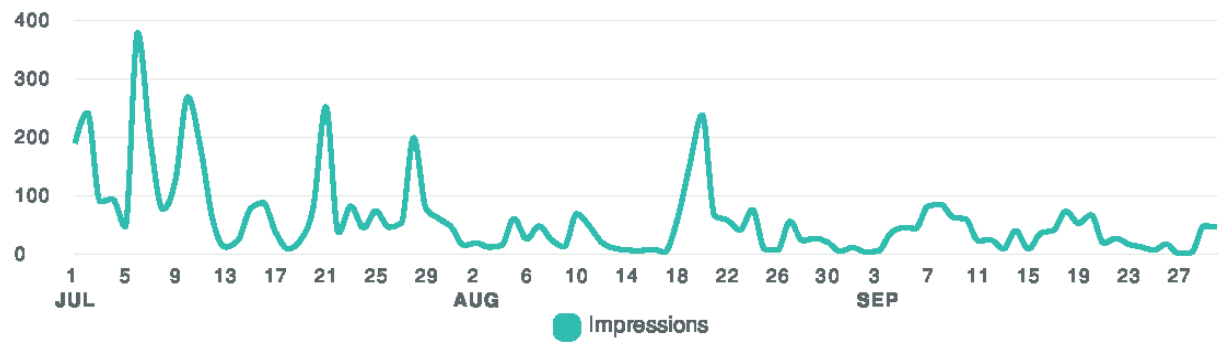


Audience Metrics	Totals	% Change
Followers	2,983	↗ 1.3%
Net Follower Growth	38	↗ 2.7%
Followers Gained	77	↗ 8.5%
Followers Lost	39	↗ 14.7%
Following	4,184	↘ 0.4%

X: Impressions

Impressions

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



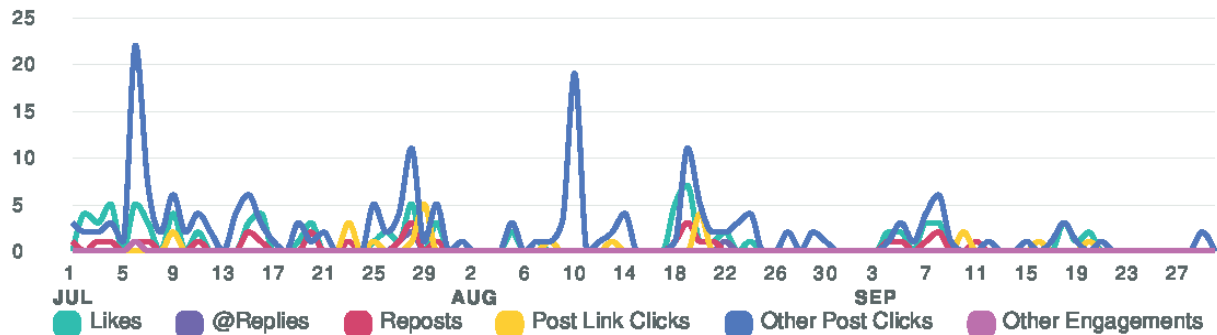
Impression Metrics	Totals	% Change
Impressions	5,431	↘ 16.8%



X: Engagement

Engagements

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



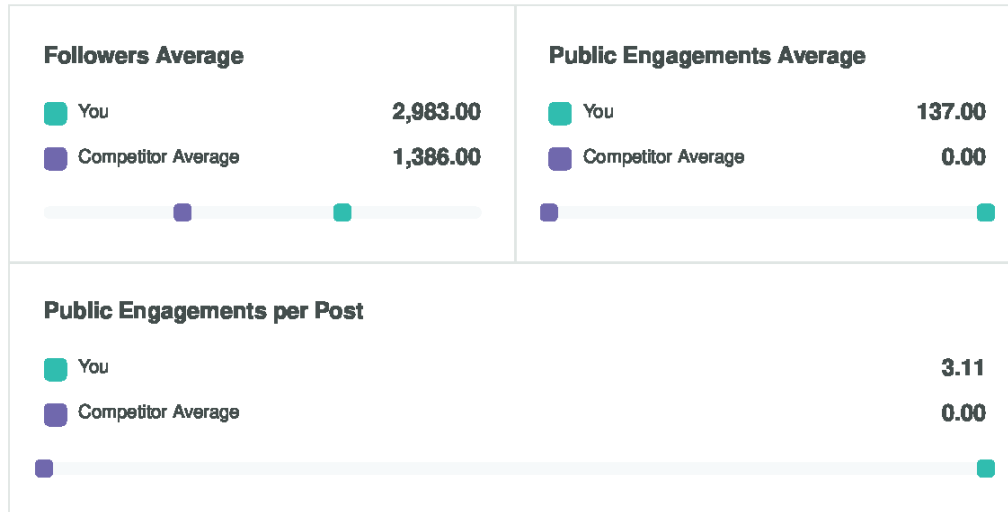
Engagement Metrics	Totals	% Change
Engagements	348	↘ 0.3%
Likes	88	↘ 16.2%
@Replies	4	↘ 63.6%
Reposts	33	↘ 42.1%
Post Link Clicks	24	↗ 84.6%
Other Post Clicks	198	↗ 21.5%
Other Engagements	1	↗ —



X: Competitors

Summary

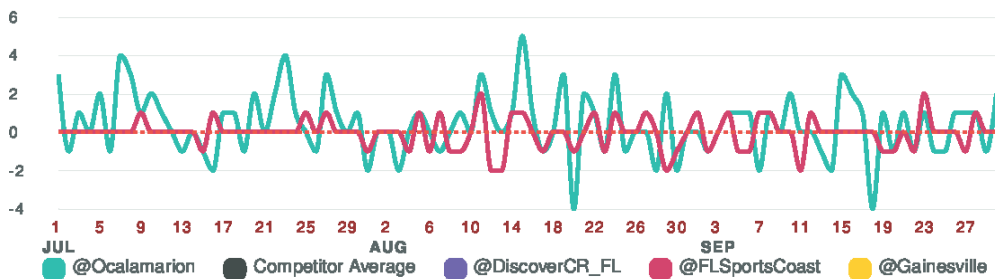
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

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

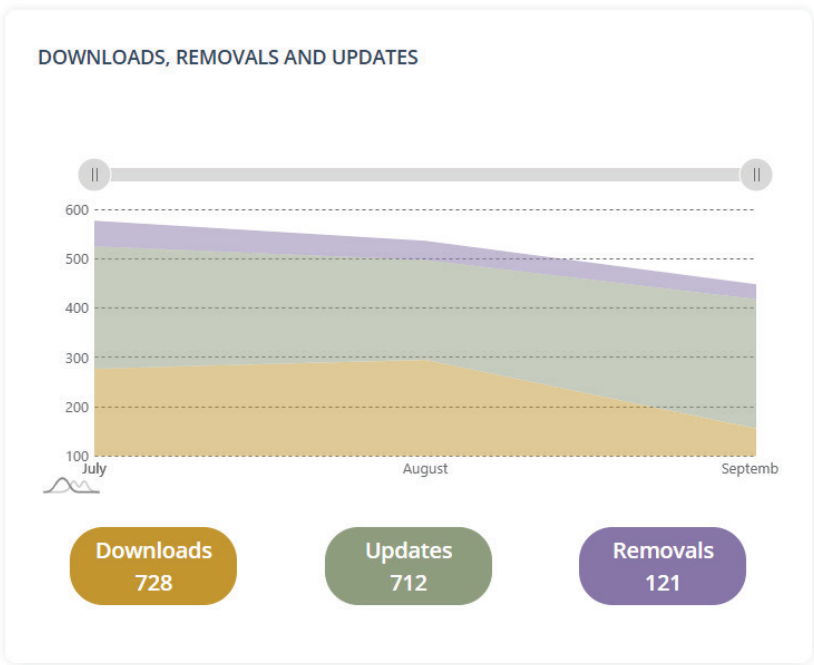
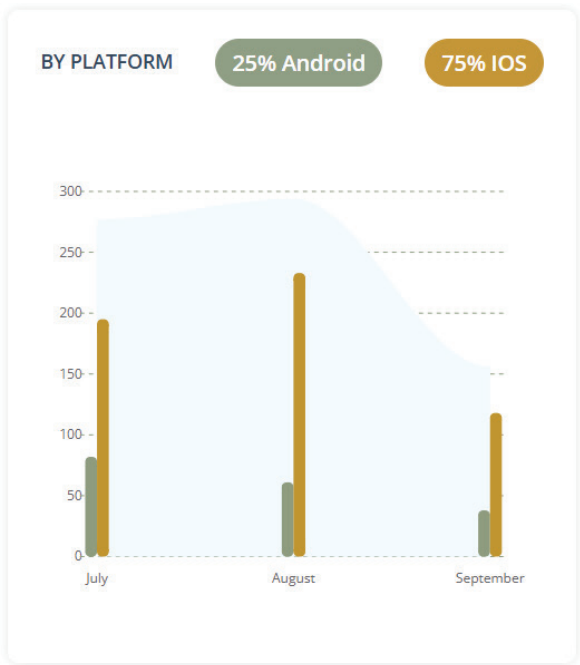


X Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average		2,983.00	38.00	1.29%
Competitor Average		1,386.00	-4.00	-0.29%
@ocalamarion		2,983	38	1.29%
@FLSportsCoast		1,386	-4	-0.29%
@Gainesville		—	—	—
@DiscoverCR_FL		—	—	—

App: OcalaMarion Travel Guide

Below and on the following page is reporting for **July 1 - September 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.



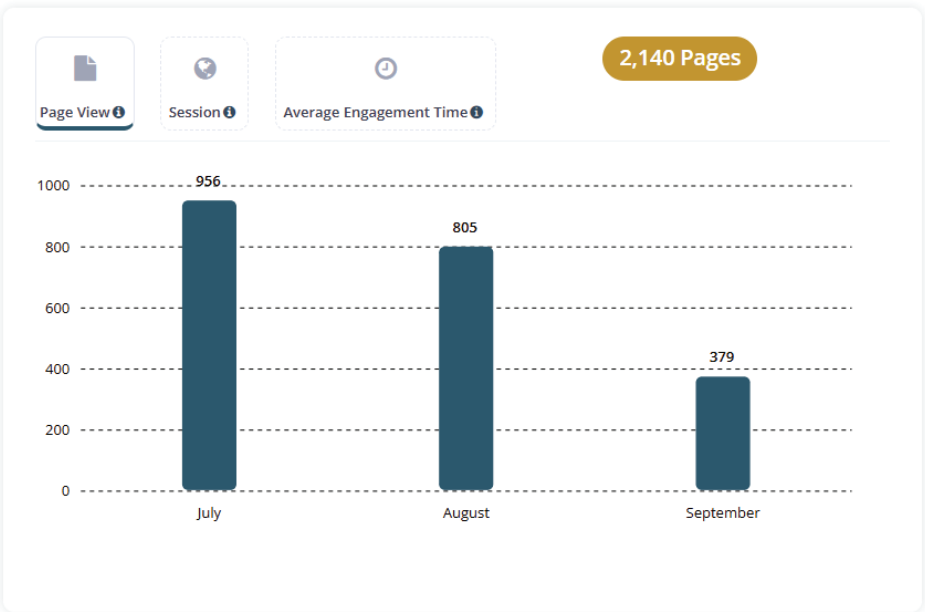
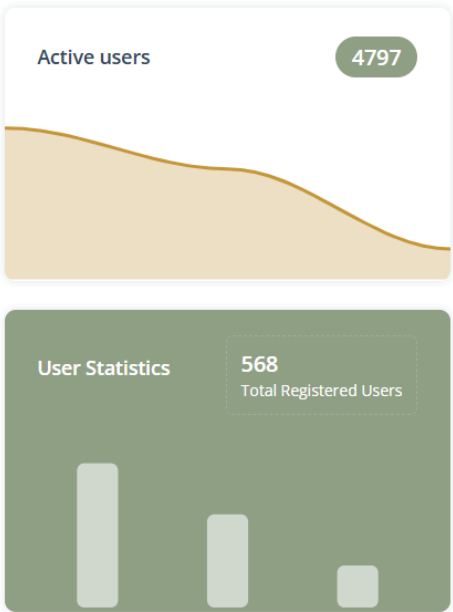
App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
2,141

Page Name	# of views
Home Screen	550
Event Detail Screen	336
Splash Screen	248
Events Screen	149
Location Screen	138
Coupon List	123
Location List Screen	109



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- September 30, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **304,936**

Engagements: **10,580**

Post Link Clicks: **1,768**

YouTube

Published full episodes performance on YouTube.

Impressions: **53,138**

Views: **726,212**

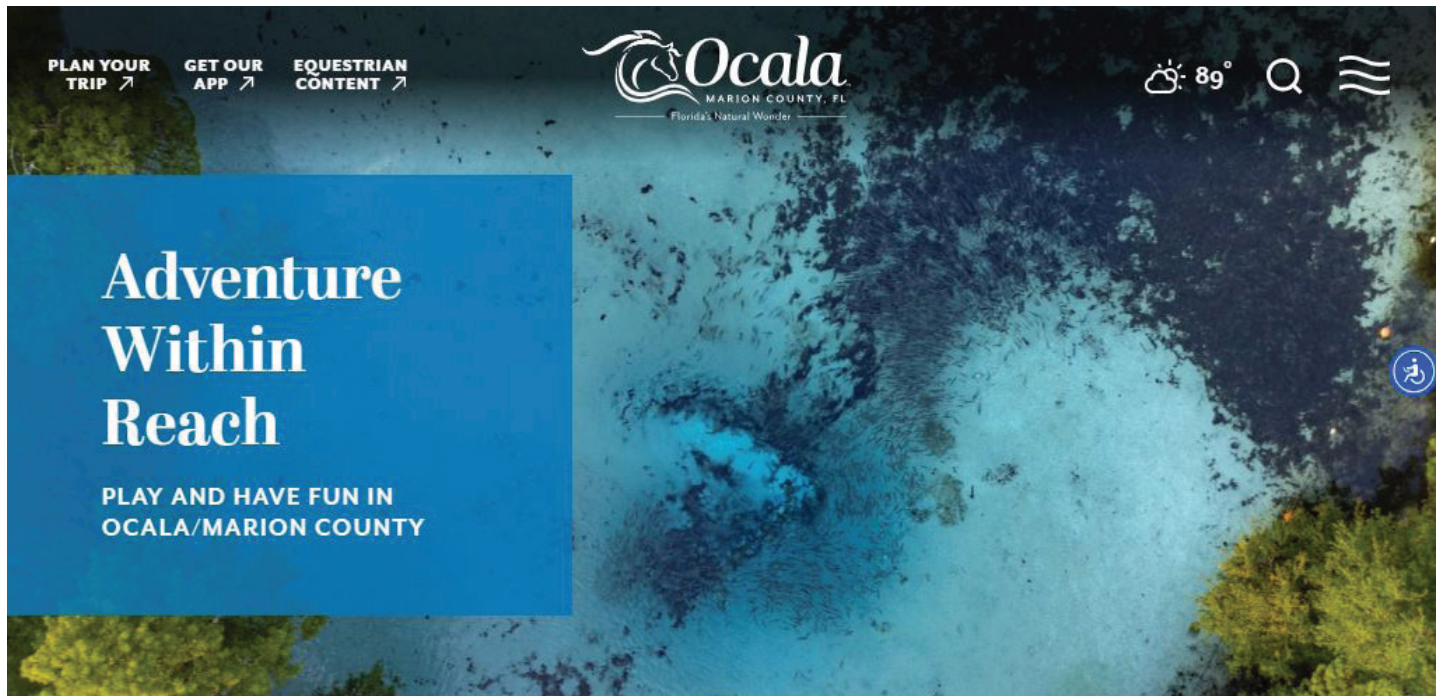
Watch Time: **35,505.1 hrs**

OcalaMarion.com

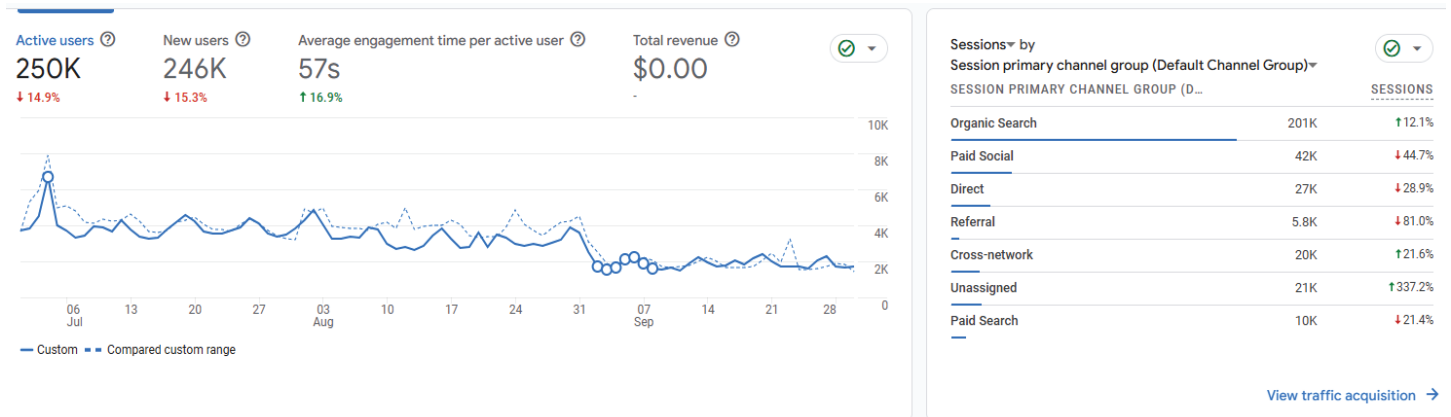
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **24,287**

WEBSITE

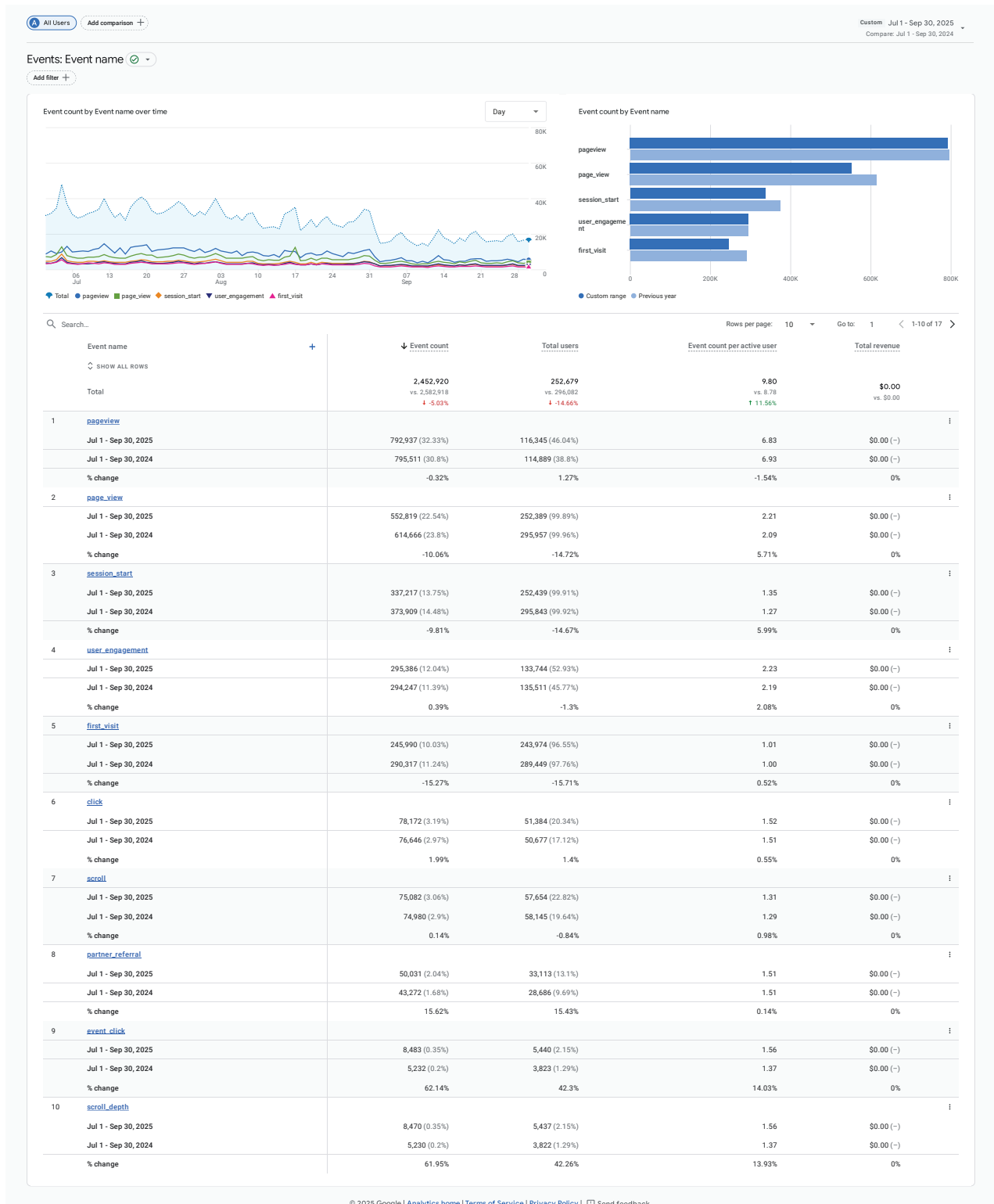


The data in this portion of the report compares this quarter, July 1- September 30, 2025, to the same time last year, July 1- September 30, 2024.



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

- Best Places to Eat Healthy
- Best Donuts
- Seafood Restaurants

Updated Blogs

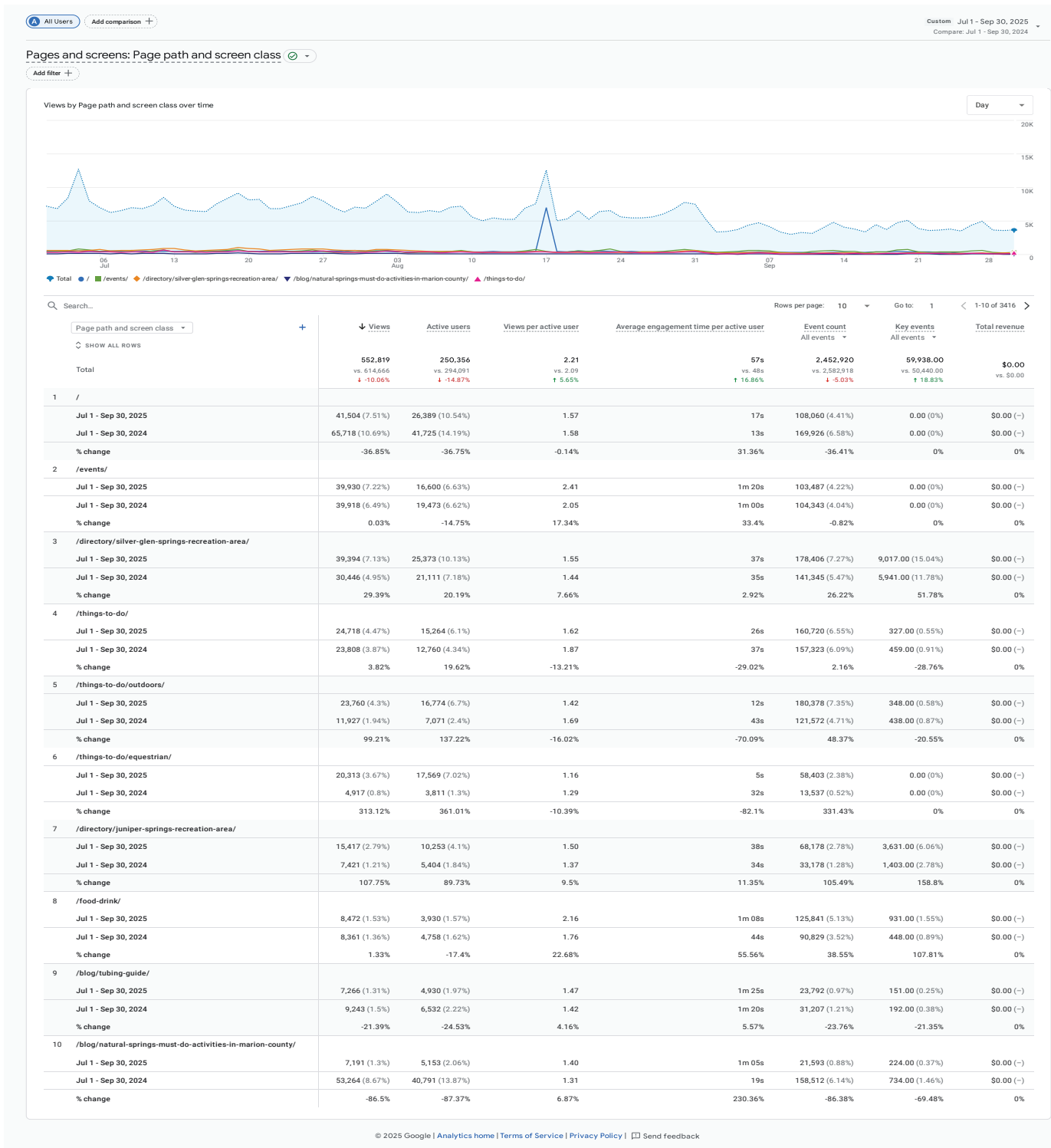
- Labor Day Weekend
- Fall Festivities
- Pumpkin Patches
- Halloween Festivities
- Essential Guide to Thrifting
- Tis the Season

Below are examples of the updated blogs on the website.

 Halloween Festivities in Ocala/Marion County Get into the spooky spirit with these Halloween happenings in Ocala! LEARN MORE ↗	 Essential Guide to Thrifting in Ocala Unlock a world of sustainable shopping and incredible discoveries at our antique shops, consignment and thrift stores! LEARN MORE ↗	 Where to Find the Best Seafood in Ocala, FL Craving seafood in Ocala/Marion County? These local spots offer everything from spicy Cajun boils to fried shrimp baskets, grilled fish, oysters, ... LEARN MORE ↗
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Top Visited Pages

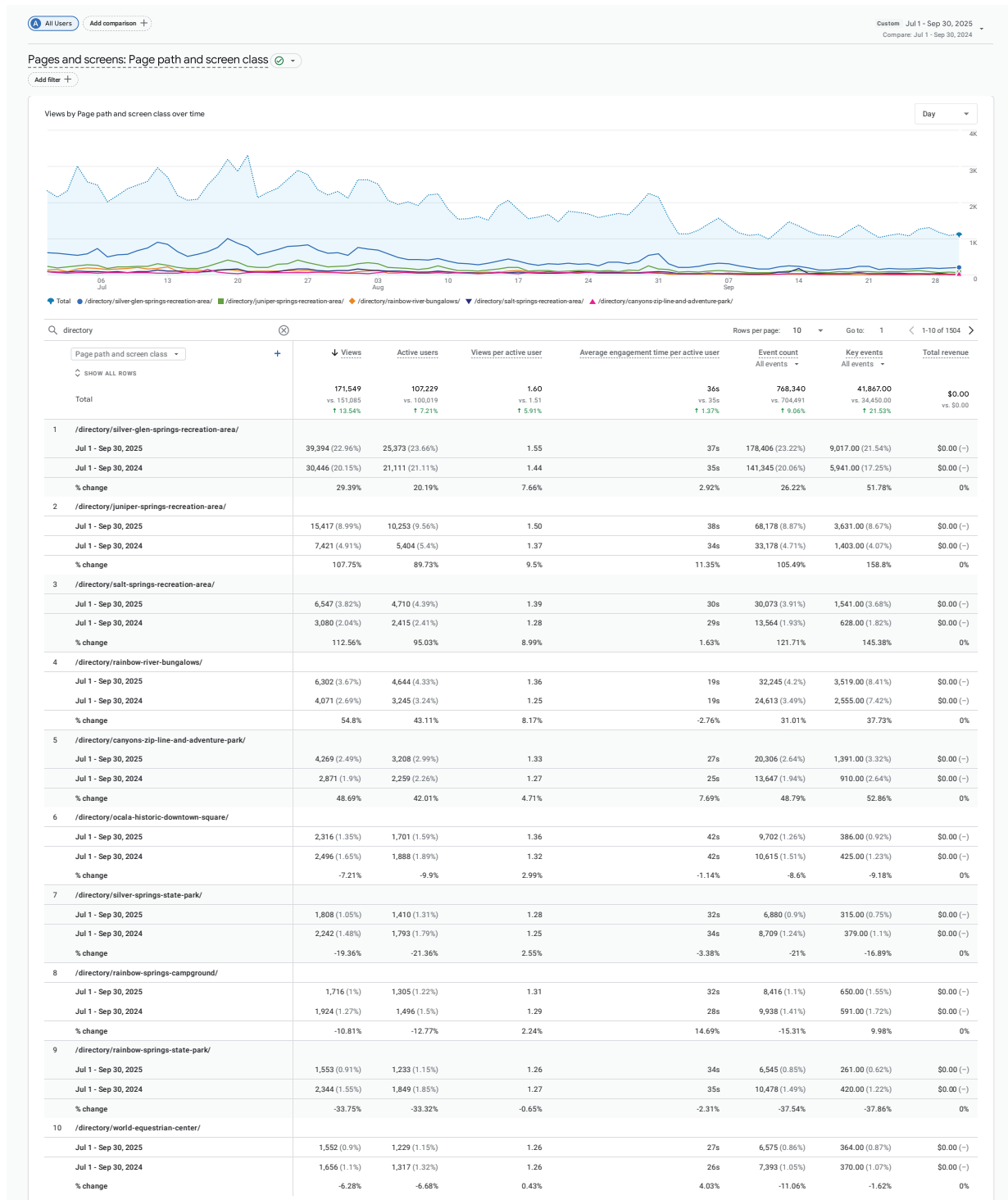
Below is a list of the top visited pages on the website during this time period.



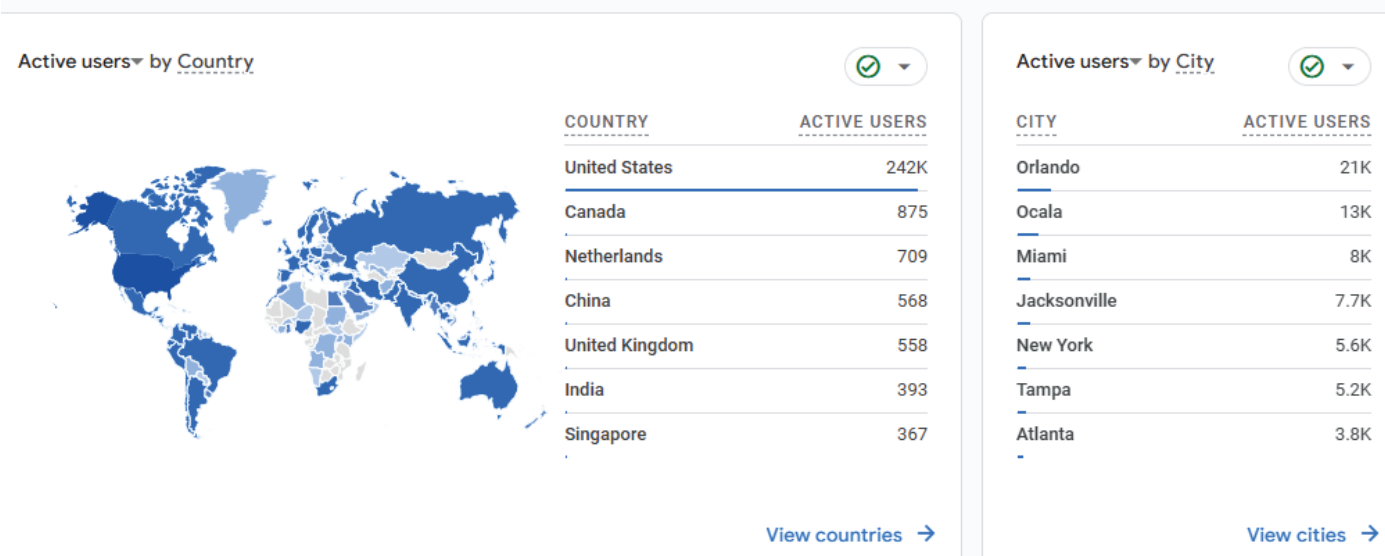
Partner Pages

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 171,549 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, China, the UK, India, and Singapore.

By City

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



User Devices

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		250,356 vs. 294,091 ↓ -14.87%	245,990 vs. 290,317 ↓ -15.27%	184,425 vs. 184,960 ↓ -0.29%	54.14% vs. 48.87% ↑ 10.79%	0.74 vs. 0.63 ↑ 17.13%	57s vs. 48s ↑ 16.86%	2,452,920 vs. 2,582,918 ↓ -5.03%	59,938.00 vs. 50,440.00 ↑ 18.83%	\$0.00 vs. \$0.00
1	mobile									
	Jul 1 - Sep 30, 2025	188,478 (75.28%)	187,001 (76.02%)	132,564 (71.88%)	51.42%	0.70	48s	1,749,121 (71.31%)	42,198.00 (70.4%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	223,882 (76.13%)	220,195 (75.85%)	136,383 (73.74%)	47.44%	0.61	40s	1,820,475 (70.48%)	34,755.00 (68.9%)	\$0.00 (-)
	% change	-15.81%	-15.07%	-2.8%	8.4%	15.46%	19.89%	-3.92%	21.42%	0%
2	desktop									
	Jul 1 - Sep 30, 2025	54,052 (21.59%)	51,797 (21.06%)	47,708 (25.87%)	66.29%	0.88	1m 29s	641,354 (26.15%)	16,519.00 (27.56%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	61,945 (21.06%)	60,195 (20.73%)	44,137 (23.86%)	57.54%	0.71	1m 20s	685,605 (26.54%)	14,534.00 (28.81%)	\$0.00 (-)
	% change	-12.74%	-13.95%	8.09%	15.22%	23.87%	11.97%	-6.45%	13.66%	0%
3	tablet									
	Jul 1 - Sep 30, 2025	7,280 (2.91%)	7,173 (2.92%)	3,968 (2.15%)	45.33%	0.55	50s	62,365 (2.54%)	1,220.00 (2.04%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	10,131 (3.44%)	9,914 (3.41%)	5,396 (2.92%)	42.36%	0.53	41s	76,786 (2.97%)	1,151.00 (2.28%)	\$0.00 (-)
	% change	-28.14%	-27.65%	-26.46%	7.01%	2.33%	24.23%	-18.78%	5.99%	0%
4	smart tv									
	Jul 1 - Sep 30, 2025	19 (<0.01%)	19 (<0.01%)	7 (<0.01%)	36.84%	0.37	44s	80 (<0.01%)	1.00 (<0.01%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	14 (<0.01%)	13 (<0.01%)	5 (<0.01%)	35.71%	0.36	47s	52 (<0.01%)	0.00 (0%)	\$0.00 (-)
	% change	35.71%	46.15%	40%	3.16%	3.16%	-6.82%	53.85%	0%	0%

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Visitation And Performance By Month

July

147,047

↓ -6.2% YOY

Total Sessions

112,922

↓ -11.7% YOY

Total Users

85,561

↑ 13.8% YOY

Organic
Sessions

232,425

↓ -8.5% YOY

Total View

00:00:40

↑ 3.7% YOY

Avg Engagement
Time Per Sessions

79,315

↓ -0.7% YOY

Engaged Sessions

53.94%

↑ 5.9% YOY

Engagement Rate

3,477,703

↑ 17.6% YOY

Google Search
Impressions

August

123,405

↓ -19.9% YOY

Total Sessions

96,955

↓ -19.1% YOY

Total Users

65,745

↑ 12.9% YOY

Organic
Sessions

202,619

↓ -13.9% YOY

Total View

00:00:39

↑ 26.5% YOY

Avg Engagement
Time Per Sessions

63,875

↓ -7.0% YOY

Engaged Sessions

51.76%

↑ 16.2% YOY

Engagement Rate

3,118,822

↑ 16.8% YOY

Google Search
Impressions

September

69,785

↑ 0.6% YOY

Total Sessions

52,638

↓ -5.6% YOY

Total Users

53,608

↑ 9.9% YOY

Organic
Sessions

117,775

↓ -6.0% YOY

Total View

00:00:50

↑ 0.2% YOY

Avg Engagement
Time Per Sessions

40,747

↑ 7.8% YOY

Engaged Sessions

58.39%

↑ 7.2% YOY

Engagement Rate

2,639,341

↑ 13.8% YOY

Google Search
Impressions

Total of 50,031 clicks to partner websites
Total of 178 newsletter signups
Total of 962 visitor guide requests through the website

Monthly Email Newsletters

July

8,938
MESSAGES SENT

38%
OPEN RATE

16%
CLICK-TO-OPEN RATE

3,329
TOTAL OPENS

516
TOTAL CLICKS

345
VISITS TO WEBSITE

0:02:59
AVG. LENGTH OF VISIT

2.2
TOTAL PAGES VIEWED

August

9,047
MESSAGES SENT

37%
OPEN RATE

32%
CLICK-TO-OPEN RATE

3,341
TOTAL OPENS

1,062
TOTAL CLICKS

377
VISITS TO WEBSITE

0:02:46
AVG. LENGTH OF VISIT

1.99
TOTAL PAGES VIEWED

September

New monthly reporting format introduced in September.

- **Messages Sent:** 9,159
- **Open Rate:** 37%
- **CTOR:** 35%
- **Total Opens:** 3,386
- **Total Clicks:** 1186
- **Visit to Website:** 607
- **Length of Visit:** 0:03:15
- **Total Pages Viewed:** 2.23

