



# PUBLIC RELATIONS & ANALYTICS REPORT

April 1 - June 30, 2024



# TABLE OF CONTENTS

- Public Relations**.....3
- Media Exposure and PR Pick Up.....4
- Satellite Media Tour(SMT) VF Co-Op.....6
- Journalists Visiting in Market.....8
- Print & Digital Earned Media..... 25
- Social Media**.....26
- Overview..... 26
- UGC: Leveraging Social Media..... 31
- Instagram..... 32
- Facebook..... 40
- X..... 47
- App**..... 53
- Website**.....55
- Events.....56
- Blogs: Driving Traffic to OcalaMarion.com..... 57
- Partner Page Performance.....59
- Visitation and Performance by Month..... 62
- Monthly Email Newsletters.....63



# 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.

- What's New Summer
- Sundowner Spots

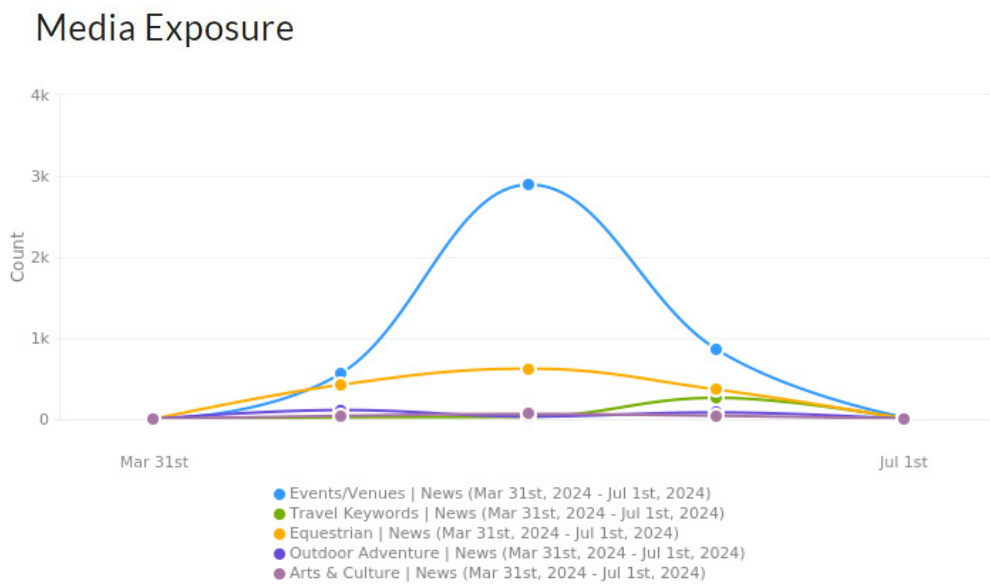
### OMCVCB

- 2024 Marketing Assistance Funding Program
- NTTW press release- record month
- Press Release- Gateway Updates
- Marion County Launches New Tourism Video Series

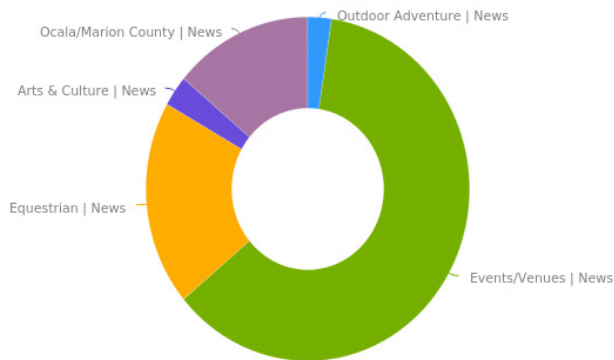
# Meltwater: Media Exposure

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, 2024, including media topics and key words that were trending during this time period.



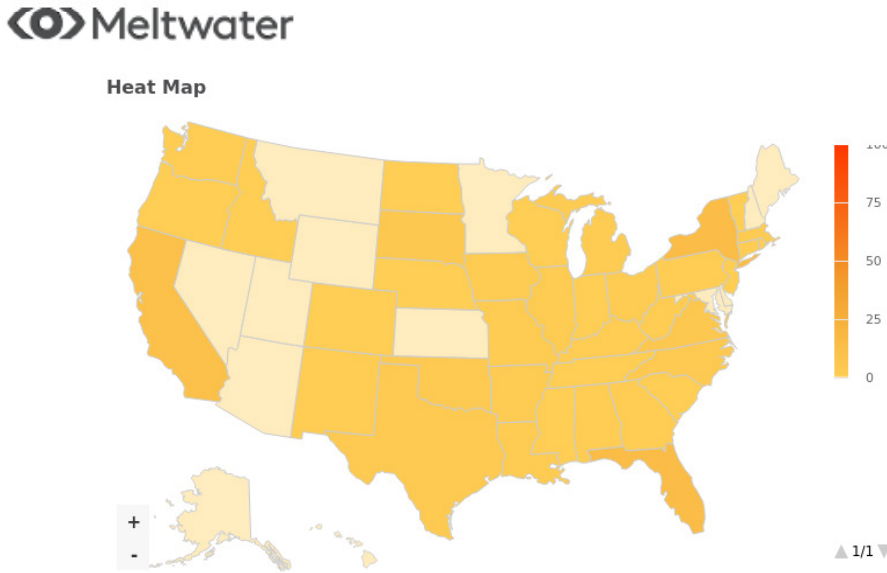
# Meltwater: Public Relations Pick-Up



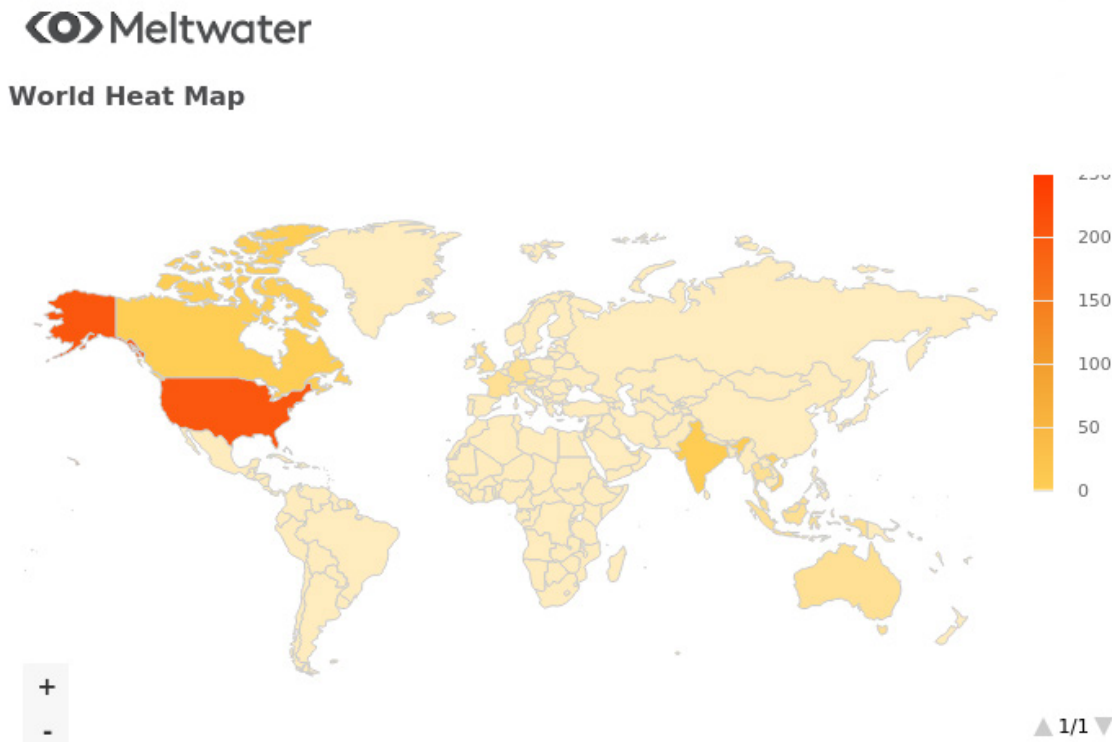
The graph to the left shows the potential media reach from April 1- June 30, 2024 including the topics that garnered the most interest within the destination.

# Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from April 1- June 30, 2024.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from April 1- June 30, 2024.



# Satellite Media Tour (SMT): VF Co-Op Adventure Travel - Kinga Phillips

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 adventure travel in Florida.

**Cost:** \$10,000

## Results:

Audience Total: 25,769,275

Total Ad Value: \$803,405

Total Placements: 4,054

## 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.

Below and on the next page is reporting from VISIT FLORIDA on the results of the SMT.

## Airings Overview

- 26 Total Bookings
- 900 Total TV Airings
- National and Regional Airings:
  - Coffee with America
  - Conn TV
  - Business First AM
  - Bill Martinez LIVE!
  - USA Radio Network- Ron Seggi Show



# Satellite Media Tour (SMT): VF Co-Op Adventure Travel - Kinga Phillips

## Audience Overview

- ❑ TV Audience: 7,987,965
- ❑ Radio Audience: 9,850,091
- ❑ ANR Audience: 7,100,000
- ❑ Internet Audience: 831,219



## Satellite Media Tour Schedule

	Time (ET)	Station	Market	Network	Ranking
1	8:40 - 8:50	Iowa News Network	Cedar Rapids / Statewide	Radio /Podcast	Regional
2	8:50 - 9:00	The Frankie Boyer Show	Boston / Syndicated	Podcast	Syndicated
3	9:00 - 9:10	Let's Just Talk	Cincinnati - Syndicated	Podcast	Syndicated
4	9:10 - 9:20	WYCC	Chicago, IL - Syndicated	PBS	3
5	9:25 - 9:30	KOLR	Springfield, MO	CBS	74
6	9:30 - 9:40	WBRE	Scranton - Wilkes-Barre, PA	NBC	58
7	9:50 - 10:00	Must Watch Show	National	TV/Podcast	Nationally Syndicated
8	10:00 - 10:10	WXIA	Atlanta, GA	NBC	7
9	10:10 - 10:20	WLNY	New York, NY	MyTV	1
10	10:20 - 10:30	WJLA	Washington D.C.	ABC	9
11	10:30 - 10:40	WKRN	Nashville, TN	ABC	29
12	10:40 - 10:50	KAZT	Phoenix, AZ	IND	11
13	10:50 - 11:00	WISH	Indianapolis, IN	CW	25
14	11:00 - 11:10	WCIU	Chicago, IL	IND	3
15	11:10 - 11:20	WXYZ	Detroit, MI	ABC	15
16	11:30 - 11:40	WSAZ	Charleston-Huntington, WV	NBC	75
17	11:40 - 11:50	Coffee with America	Nationally Syndicated	FOX	1 - National
18	11:50 - 12:00	Bill Martinez Live!	Nationally Syndicated	Podcast / TV	National
19	12:05 - 12:15	KOMO/ARC	Seattle, WA	ABC	12
20	12:20 - 12:30	The Conn Jackson Show	Atlanta, GA - Syndicated	IND	Regional
21	12:30 - 12:40	KNXV	Phoenix, AZ	ABC	11
22	1:00 - 1:10	USA Radio	Nationally Syndicated	Radio	National
23	1:10 - 1:20	KTVI	St. Louis, MO	FOX	23
24	1:20 - 1:30	KTVK	Phoenix, AZ	IND	11
25	Generic	PR Newswire / Generic	Various	Various	Various
26	Generic	Generic / SMT Photos	Various	Various	Various

# 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 two press trips visited the destination, both in partnership with VISIT FLORIDA. Below is a summary of the trips and the industry partners who offered assistance in hosting the media.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	REACH
The Extra Mile - AAA	Theresa Medoff	May 2024	Florida Nature Parks	\$0	The Extra Mile: 3K visits/month  AAA member Email: 500k
Travel Box Brazil Patty Leone Top Travels	Patty Leone	June 2024	Soft adventure, art and culture, ecotourism, culinary, heritage and history, luxury, small town charm.	\$319.52	Instagram: 143 K followers  YouTube channel: 32 K subscribers  Facebook: 5K followers



Thank you to the industry partners:

- KP Hole Park
- Silver Springs State Park
- World Equestrian Center
- The Equestrian Hotel
- Stirrups Restaraunt
- Canyons Zip Line & Adventure Park
- Appleton Museum
- Don Garlits Museum of Drag Racing
- Gypsy Gold Horse Farm
- Rainbow Springs State Park



# Domestic FAM - The Extra Mile AAA

OMCVCB assisted VISIT FLORIDA on a domestic media trip for an editor for AAA, with a confirmed article featuring a roundup of nature parks in Florida in The Extra Mile, which receives 300,000 visits per month. Additionally, the content will also be distributed in an email sent to 500,000 AAA members.

The reporting from VISIT FLORIDA is not available yet.

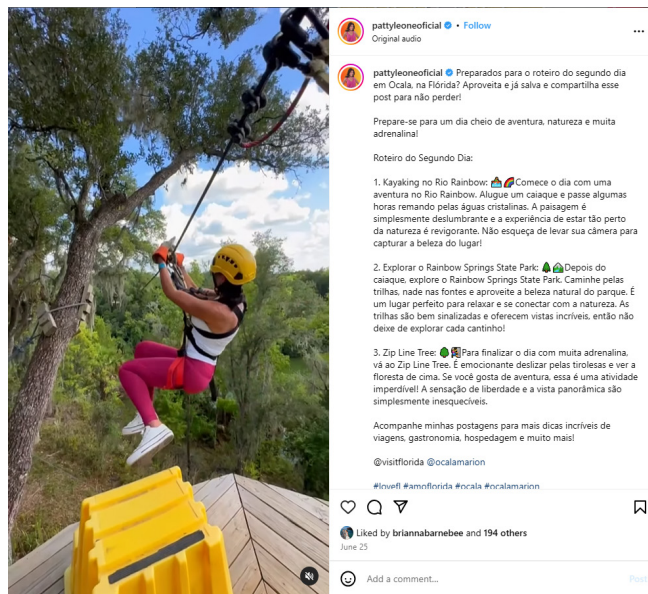
# Brazil FAM - Patty Leone

OMCVCB partnered with VISIT FLORIDA to host a Brazilian travel content producer and her film maker, June 21-24 to produce content for the TV shows and for her social media channels. The content producer is presenter of a weekly program on a Brazilian tv news network with 1 million impressions, and a Travel program shown on Travel Box Brazil, a national network with 10 million subscribers.

The focus of the content is soft or low impact adventure, art and culture, ecotourism, culinary, heritage and history, luxury, small town charm.

Reach: 143 K followers on Instagram, @pattyleoneoficial; 32 K subscribers on You Tube channel PATTY LEONE TOP TRAVELS and 2.5 K on Facebook Patty Leone Top Travels.

The reporting from VISIT FLORIDA is not available yet.



# International FAM - Brightline

The OMCVCB hosted a group of 10 media from the US, Canada, UK, Germany, Brazil, and Mexico and two VISIT FLORIDA team members in September 2023. VISIT FLORIDA worked with Brightline to highlight Brightline as a gateway between South Florida and Central Florida, showcasing Ft. Lauderdale as a destination to stay in South Florida and Ocala/Marion County as a destination to stay in Central Florida.

Below and on the next 12 pages is an article published in June 2024 in Good Grit by one of the journalist who attended the FAM, Rebecca Deurlein.

TOTAL REACH: 14,483,139  
TOTAL EARNED MEDIA VALUE: \$133,969.04

## Travel Like a Local: Ocala, FL Good Grit Magazine

Good Grit    [Subscribe](#)   [Shop](#)   [Latest Stories](#)   [About](#)   [More Grit](#)   [Q](#)

Travel · Jun 14, 2024

### Travel Like a Local: Ocala, Florida



---

# Travel Like a Local: Ocala, FL

## Good Grit Magazine

Words by Rebecca Deurlein

Photos contributed by Ocala/Marion County CVB

While mouse ears and beaches might be top of mind when it comes to Florida, Ocala is distinctly different, a forested enclave that is rural and quiet. Known as the Horse Capital of the World, it is dominated by horse farms and famous for its World Equestrian Center (WEC), where riders come from far-flung regions to compete in hunter/jumper shows and Grand Prix events. Ocala is a place for horse lovers, yes, but it's also a city that stays true to its Florida roots, with dining, shops, and adventures that make you forget about the mouse ears. Whether you make it your sole destination or part of your Florida road trip, Ocala will show you a side of the Sunshine State you won't want to miss.



### Stay

To fully soak up the horse country vibe, rest your head at **The Equestrian Hotel**, a luxury resort that sits adjacent to the World Equestrian Center. The hotel is centrally located on an enormous property filled with A-Class stables, indoor and outdoor

arenas, ponds, and horse trails meandering through live oaks dripping with Spanish moss. As you make your approach, your initial view of the hotel will bring a gasp. It is grand, but the rooms are so intimately close to the main arena that you can pull your chair up to the windows of your well-appointed room, sip your morning coffee, and watch the athletes compete. Onsite restaurants give you an opportunity to sit jeans-to-breeches with riders, and a stroll around the lush property is guaranteed to restore peace to your soul. Or check out the recently opened and pet-friendly **The Riding Academy Hotel**, a sister resort on the same property as The Equestrian and WEC. It features upscale suites with separate sleeping and living quarters and Sub-Zero refrigerators, along with the chic and whimsical equestrian theme found in the posh lobbies and guest rooms.

## Travel Like a Local: Ocala, FL

### Good Grit Magazine

#### Eat

The best way to begin sampling the dozens of delicious local restaurants in downtown Ocala is to join **Brick City Food Tours**. Guides will lead you on an informative walk that includes four sit-down tasting locations—so, bonus—you can get a lay of the land in addition to the treats. If you came to Florida to dine on the water, visit **The Blue Gator** on the Withlacoochee River. The tiki bar and restaurant serve classic Florida fare, such as fried gator bites and baskets of grouper fingers. Or take a seat on the spacious deck at **Swampy's Bar & Grille** and dig into a Po Boy while watching a family of otters practice



their barrel roll on the Rainbow River. For something completely different, meet local celebrity chef and Food Network's BBQ Brawl winner Rashad Jones. His Master of 'Cue food truck has been featured on Guy Fieri's *Diners, Drive-Ins and Dives*, and now you can visit his first brick-and-mortar location at **Big Lee's Serious About BBQ**. Order a brisket sandwich, then purchase it by the pound to take with you.

#### Shop

When in Florida, you must buy oranges, and there's no better place than **The Orange Shop**. Opened in 1936, this local establishment grows, picks, hand-packs, and sells a huge variety of citrus, including lesser-known Temples and Tangy Tangerine Tangos. Don't leave without honey and pecans. At **The Juniper General Store** just around the corner from the WEC, you can enjoy a beer or a coffee while perusing the local dry goods, gifts, and souvenirs. **Historic Downtown Ocala** offers boutiques, gift shops, and antique stores, and if the timing works, be sure to attend First Friday Art Walk for some community spirit. If you fall in love with The Equestrian Hotel, you can take it home with you. The new **Equestrian Collection** boutique features the same luxury linens, furnishings, and home décor you'll find in your room and throughout the hotel. Sferra cashmere, A Soft Idea throw blankets, luxe robes from the hotel's Calluna Spa, Holly Holden place settings, Corbell Silver antiques, and William Yeoward Crystal—it's all there in its finery.

---

## Travel Like a Local: Ocala, FL

### Good Grit Magazine



#### Play

Ocala outdoor adventures abound, whether in the sky, on the land, or over the water. Start at **The Canyons Zip Line and Adventure Park**, home of Florida's longest, fastest, and highest over-water zip lines. If you don't have a need for

speed, the park also offers kayaking, horseback riding, and gem mining. For a little water action, launch a tube at **KP Hole Park** or **Rainbow Springs State Park** and take a float down the Rainbow River. The water maintains its 72-degree temperature year-round, so you can enjoy a refreshing dip after a day in the Florida sunshine. Or rent a bike at one of many shops and hit the trails. Ocala National Forest offers designated trails for all abilities, and for the thrill seekers, **Santos Trails** are nationally recognized for mountain biking adventure. For indoor exploration, you can spend an entire day at **Appleton Museum of Art**. Permanent collections highlight Florida and equestrian art, of course, but the museum covers everything from historical African and Asian works to modern and contemporary pieces.

# Additional Earned Media

This article is an updated and republished article in Southern Living highlighting various activities to do in Ocala/ Marion County. The author previously reached out to the OMCVCB for information and photos to use for this coverage.

TOTAL REACH: 14,483,139  
TOTAL EARNED MEDIA VALUE: \$133,969.04

## 13 Things To Do In Ocala, Florida Southern Living



Southern Living

SUBSCRIBE

### 13 Things To Do In Ocala, Florida

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

By [Tara Massouleh McCay](#) | Updated on June 28, 2024



PHOTO: GETTY IMAGES / MICHAELWARRENPIX

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.

---

## 13 Things To Do In Ocala, Florida Southern Living

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



PHOTO: COURTESY OF OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

## 13 Things To Do In Ocala, Florida 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/recarea/florida/recarea/?recid=83676,26701](https://fs.usda.gov/recarea/florida/recarea/?recid=83676,26701) FL-40, Silver Springs, FL 34488

[divingfl.com/paradise-springs](https://divingfl.com/paradise-springs), 4040 SE 84th Lane Road, Ocala, FL 34480



PHOTO: GETTY IMAGES / MICHAEL WARREN



---

## 13 Things To Do In Ocala, Florida 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/recrea/florida/recrea/?recid=83528](https://fs.usda.gov/recrea/florida/recrea/?recid=83528)



PHOTO: COURTESY OF OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

## 13 Things To Do In Ocala, Florida

### Southern Living

#### 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](http://floridahorseriding.com), 11100 SW 16th Avenue, Ocala, FL 34476

[zipthecanyons.com](http://zipthecanyons.com), 8045 NW Gainesville Road, Ocala, FL 34475

[floridastateparks.org/Cross-Florida](http://floridastateparks.org/Cross-Florida), 8282 SE Highway 314, Ocala, FL 34470



PHOTO: COURTESY OF OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

## 13 Things To Do In Ocala, Florida

### 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



PHOTO: 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

---

# 13 Things To Do In Ocala, Florida

## Southern Living

### Explore the Historic Downtown



PHOTO: 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](http://thelodgeocala.com), 36 South Magnolia Avenue, Ocala, FL 34471

## 13 Things To Do In Ocala, Florida

### Southern Living

#### 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](http://ivyhousefl.com), 53 South Magnolia Avenue, Ocala, FL 34471

#### 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](http://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/profile.php?id=100063774871441](https://facebook.com/profile.php?id=100063774871441), 122 South Magnolia Avenue, Ocala, FL 34471

[marleymaedesigns.com](http://marleymaedesigns.com), 16 South Magnolia Avenue, Ocala, FL 34471

[shopagapanthus.com](http://shopagapanthus.com), 18 SW Broadway Street, Ocala, FL 34471

[serendipityboutiquefl.com](http://serendipityboutiquefl.com), 304 SW Broadway Street, Unit A, Ocala, FL 34471

## 13 Things To Do In Ocala, Florida Southern Living

### 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

### Take In The Culture



PHOTO: COURTESY OF OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

## 13 Things To Do In Ocala, Florida Southern Living

### 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.

[worldquestriancenter.com](http://worldquestriancenter.com), 1750 NW 80th Avenue, Ocala, FL 34482



PHOTO: 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](http://appletonmuseum.org), 4333 East Silver Springs Boulevard, Ocala, FL 34470

---

## 13 Things To Do In Ocala, Florida Southern Living

### 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](http://ftking.org), 3925 East Fort King Street, Ocala, FL 34470*

---



# Print And Digital Earned Media





NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Southern Living	13 Things To Do In Ocala, Florida	14,483,139
Good Grit Magazine	Travel Like a Local: Ocala, Florida	10,156
Travel + Leisure (+ 2 Articles)	I've Lived in Florida for 27 Years — and These Are the Best State Parks to Visit	21,884,908
WCJB-TV (+ 1 Article)	New YouTube tourism series features Marion County	1,024,542
Open Jaw Network	Canada Off the Beaten Path Press Release April 2024 - VISIT FLORIDA	15,000
Lonely Planet	Lonely Planet - How to explore Florida by car, train and water taxi - VISIT FLORIDA	4,957,700
Satellite Media Tour (4,054 Placements)	Kinga Phillips Outdoor Adventure - VISIT FLORIDA	441,537,919
Voe News (+ 5 Articles)	Brazil Copa America Press Release June 2024 - VISIT FLORIDA	92,810
Revistaturismo.mx (+ 2 Articles)	Mexico Copa America Press Release June 2024 - VISIT FLORIDA	52,500
El Espectador (+3 Articles)	Colombia Copa America Press Release June 2024 - VISIT FLORIDA	7,659,000
Ocala Star-Banner	4th of July fireworks in Ocala: One traditional option, one different	292,651
Ocala Gazette	Patriotic drone show coming to Ocala	23,151
Ocala Star-Banner	Weekend entertainment includes symphony's 'Salute to Independence'	292,651
WKMG-TV	No plans for the Fourth of July? Where to celebrate in Central Florida	2,408,630
Spot on Florida	Swimming continues to expand in Marion County with three new competitions receiving funding	14,813
Spot on Florida (+2 Articles)	Marion County leaders celebrate big boost in tourist revenue (Video)	2,429,922
WCJB-TV	Marion County Officials address growth in tourists and people moving to Ocala	512,271
WCJB-TV (+ 1 Article)	Leaders with Marion County & FDOT are linking together for a new roadway construction plan called 'The Gateway Project'	955,265
Ocala-News.com	Ocala gateway sign on I-75 being installed this summer; lane closures expected	144,173
WCJB-TV	Lanes to close on I-75 for installation of Ocala gateway	442,994
Ocala Gazette	County secures funding for next phase of NW 49th Street project for I-75 interchange	24,762
MSN	Lanes to close on I-75 for installation of Ocala gateway	150,745,675
NewsFinale	City plans to finish 'Ocala' gateway along I-75 by early 2025	28,282
WKMG-TV (+ 1 Article)	'Ocala' gateway along I-75 eyes completion by early 2025	4,717,211
Ocala Style	Editor's Picks   June/July 2024	2,752
Open Jaw!	Discover Florida: Off-The-Beaten-Path Family Vacations	12,605
Travel + Leisure	12 Best Resorts in Florida	14,149,590
Southern Living	20 Secret (Must-Visit!) Places in Florida That Only Locals Know	15,246,771
VacationIdea	20 Best Things to Do in Ocala, Florida	72,224
TravelPulse.com	Florida Touts Strong Year for International, Domestic Travel	251,816
Travelweek	The future is bright for the Sunshine State, says Visit Florida CEO Dana Young	36,297
TravelPulse.com (16 Articles)	Visit Florida Unveils Dates, Locale for Florida Huddle, Encounter 2025	621,608
Yahoo! Finance (25 Articles)	2024 YMCA National Long Course Swimming Championship to be Held in Ocala, FL	50,577,696
Convention South	The rise in hobby sports and activities has spawned new groups and gatherings	560
Travel2latam En	Mexico 10 amazing places in Florida to explore the underwater universe Pitch Press Release February 2024	142,000
Mix News Colombia (10 Articles)	Colombia 10 Amazing Places in Florida to Explore the Underwater Universe Press Release February 2024	314,500
TRVL Counter Newsletter	Germany Huddle 2024 Press Release February 2024	30,000



*Notation: The Media Value Equivalent totals \$2,743,979.55 for April - June 2024. The total reach is 654,752,877.*

# SOCIAL MEDIA

## Overview

### Included in this Report

 @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, 2024 to the previous quarter (January 1 - March 31, 2024).**

### Performance Summary

View your key profile performance metrics from the reporting period.

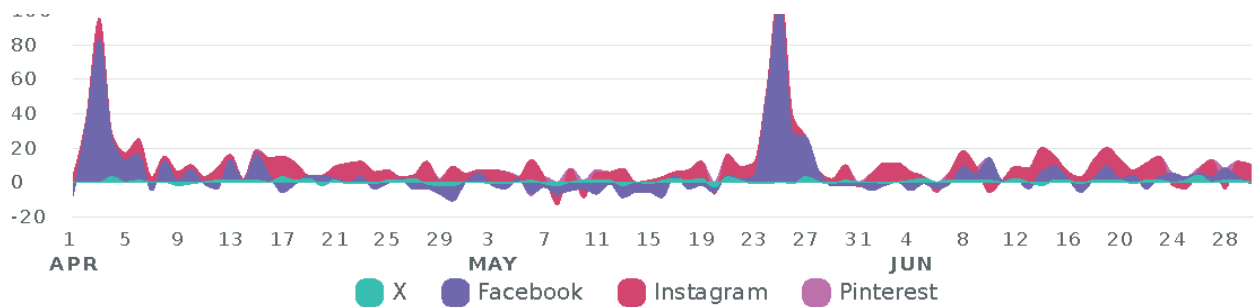
Impressions <b>7,761,977</b> ↘ 14.2%	Engagements <b>44,139</b> ↘ 72.7%	Post Link Clicks <b>564</b> ↘ 98.8%
Engagement Rate (per Impression) <b>0.6%</b> ↘ 68.2%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b>	<b>279,933</b>	<b>862</b>	<b>198</b>	<b>7,761,977</b>	<b>44,139</b>	<b>0.6%</b>	<b>663,066</b>
Apr 1, 2024 - Jun 30, 2024	↗ 0.3%	↘ 60.6%	↗ 37.5%	↘ 14.2%	↘ 72.7%	↘ 68.2%	↘ 18.2%
<b>Compare to</b>	<b>279,124</b>	<b>2,189</b>	<b>144</b>	<b>9,046,429</b>	<b>161,830</b>	<b>1.8%</b>	<b>810,924</b>
Jan 1, 2024 - Mar 31, 2024							
 <b>@ocalamarion</b>	2,843	27	24	2,740	149	5.4%	31
 <b>Ocala/Marion County, Florida</b>	255,122	376	83	7,469,794	38,329	0.5%	644,021
 <b>Ocala/Marion County, Florida</b>	1,269	3	0	N/A	N/A	N/A	N/A
 <b>ocalamarion</b>	20,699	456	91	289,443	5,661	2%	19,014

# Overview: Growth



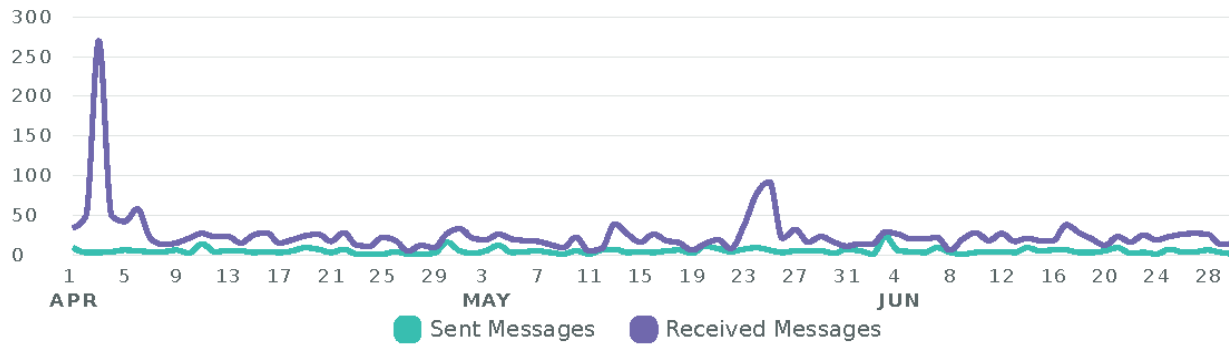
Audience Gained, by Day



Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>279,933</b>	<b>↗0.3%</b>
<b>Total Net Audience Growth</b>	<b>862</b>	<b>↘60.6%</b>
X Net Follower Growth	27	↘15.6%
Facebook Net Follower Growth	376	↘59.5%
Instagram Net Follower Growth	456	↘62.7%
Pinterest Net Follower Growth	3	↘57.1%

# Overview: Messages

Messages per Day



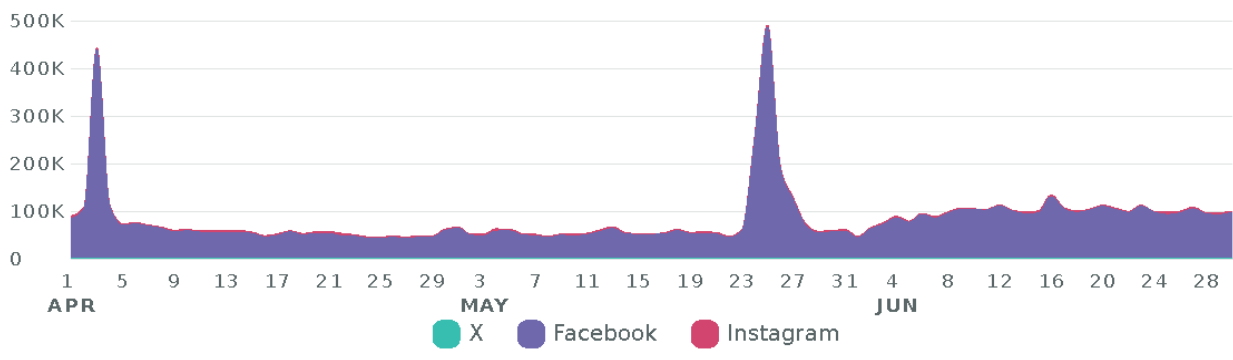
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>350</b>	<b>↗ 10.4%</b>
X Sent Messages	24	↗ 100%
Facebook Sent Messages	160	↘ 16.2%
Instagram Sent Messages	166	↗ 45.6%
Pinterest Sent Messages	0	→ 0%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>2,218</b>	<b>↘ 15.4%</b>
X Received Messages	115	↗ 11.7%
Facebook Received Messages	1,244	↘ 21.1%
Instagram Received Messages	859	↘ 8.8%



# Overview: Impressions

Impressions, by Day



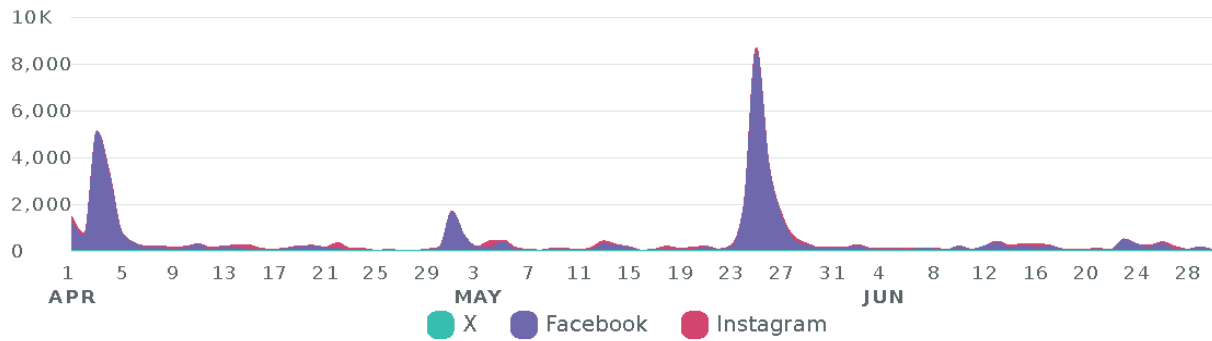
Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>7,761,977</b>	<b>↘ 14.2%</b>
X Impressions	2,740	↗ 62.5%
Facebook Impressions	7,469,794	↘ 14.5%
Instagram Impressions	289,443	↘ 6.9%



# Overview: Engagements



Engagements, by Day



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>44,139</b>	<b>↘ 72.7%</b>
X Engagements	149	↗ 53.6%
Facebook Engagements	38,329	↘ 75.1%
Instagram Engagements	5,661	↘ 28.4%

# User Generated Content Leveraging Social Media

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



# Instagram



## Instagram Performance Summary

Impressions <b>289,443</b> ↘ 6.9%	Organic Impressions <b>289,443</b> ↘ 6.9%
Engagement Rate (per Impression) <b>2%</b> ↘ 23.1%	Organic Engagement Rate (per Impression) <b>2%</b> ↘ 23.1%
Engagements <b>5,661</b> ↘ 28.4%	Organic Engagements <b>5,661</b> ↘ 28.4%


Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>20,699</b>	<b>456</b>	<b>91</b>	<b>289,443</b>	<b>289,443</b>	<b>0</b>	<b>5,661</b>
Apr 1, 2024 – Jun 30, 2024	↗ 2%	↘ 62.7%	↗ 44.4%	↘ 6.9%	↘ 6.9%	→ 0%	↘ 28.4%
<b>Compare to</b>	<b>20,296</b>	<b>1,221</b>	<b>63</b>	<b>310,852</b>	<b>310,852</b>	<b>0</b>	<b>7,904</b>
Jan 1, 2024 – Mar 31, 2024							
<b>ocalamarion</b>	20,699	456	91	289,443	289,443	0	5,661




# Instagram

## Top Posts


Descending by Lifetime Engagements

 **ocalamarion**  
Sun 4/14/2024 3:34 pm...


A six-mile-long prairie, a vast marshland in the middle of the Big Scrub, Hopkins Prairi...




<b>Total Engagements</b>	<b>341</b>
Likes	<b>310</b>
Comments	<b>4</b>
Shares	<b>9</b>
Saves	<b>18</b>

 **ocalamarion**  
Mon 4/1/2024 10:14 am...


It's April! That means . . .  
Hello tubing season on Rainbow River! 🛶 Tubing at...



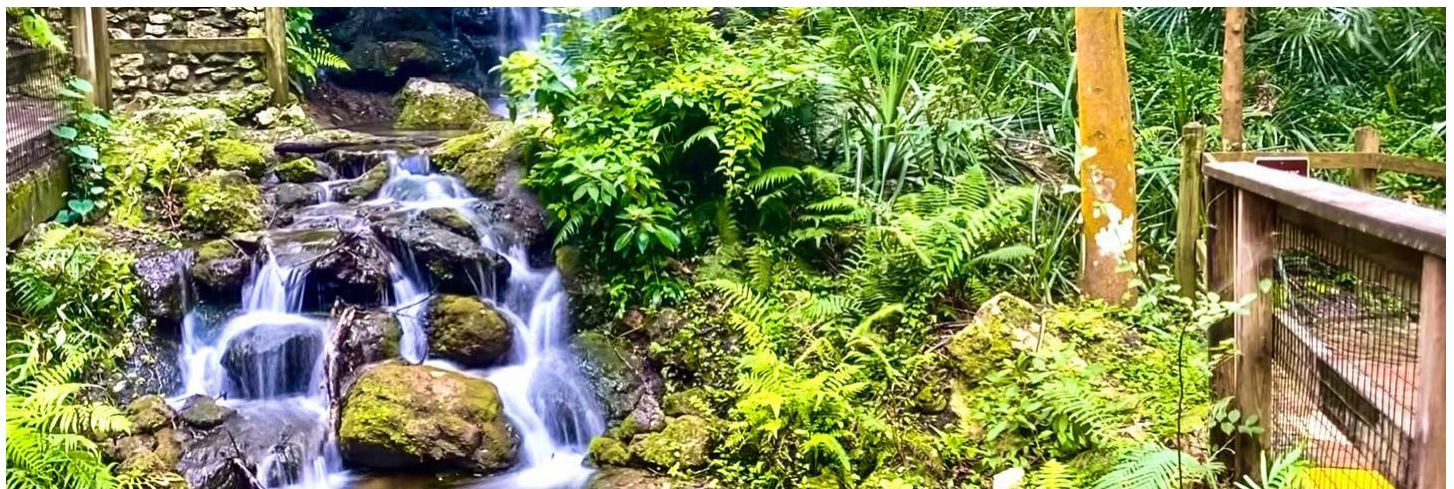
<b>Total Engagements</b>	<b>291</b>
Likes	<b>208</b>
Comments	<b>7</b>
Shares	<b>66</b>
Saves	<b>10</b>

 **ocalamarion**  
Fri 5/3/2024 1:02 pm PDT

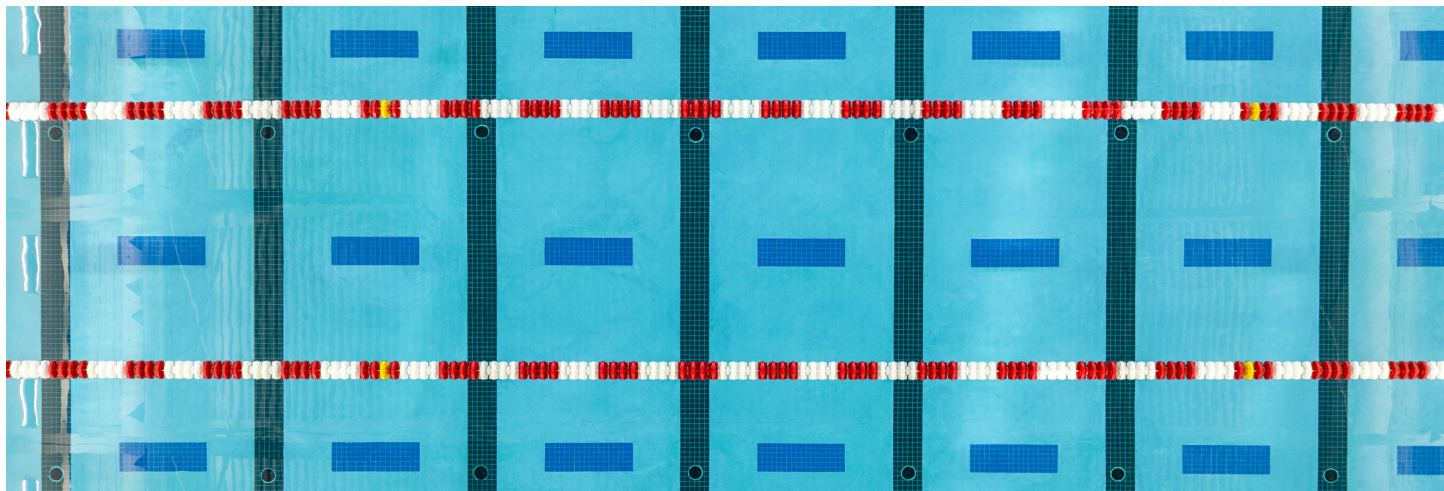
Ever wonder how Rainbow Springs water is SO CLEAR?  
The spring produces betwee...



<b>Total Engagements</b>	<b>246</b>
Likes	<b>215</b>
Comments	<b>5</b>
Shares	<b>24</b>
Saves	<b>2</b>

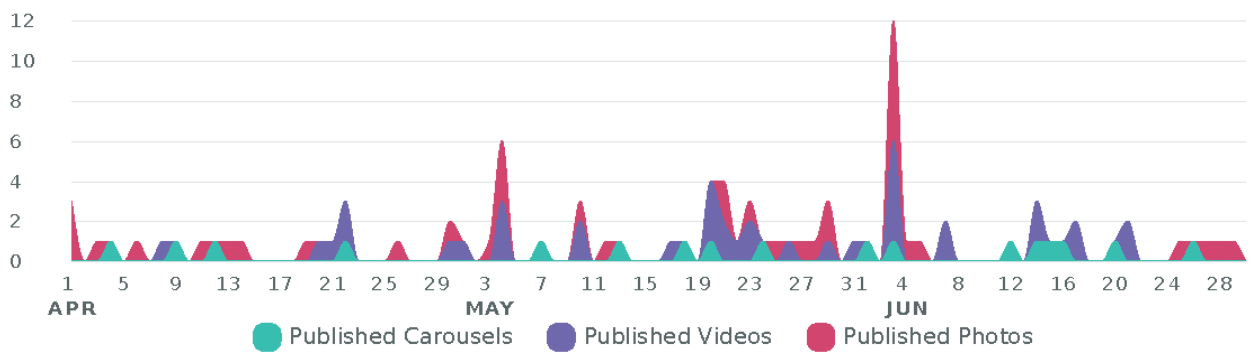


# Instagram: Publishing



## Instagram Publishing Behavior

Published Posts & Stories Content Breakdown, by Day

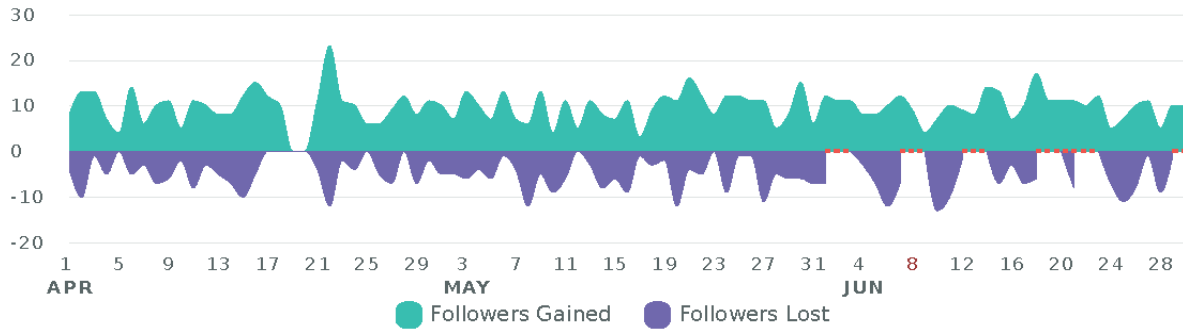


Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>91</b>	<b>↗44.4%</b>
Published Carousels	17	↗41.7%
Published Videos	37	↗184.6%
Published Photos	37	↘2.6%

# Instagram: Growth

## Instagram Audience Growth

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>20,699</b>	<b>↗ 2%</b>
<b>Net Follower Growth</b>	<b>456</b>	<b>↘ 62.7%</b>
Followers Gained	871	↘ 49.9%
Followers Lost	415	↘ 19.6%

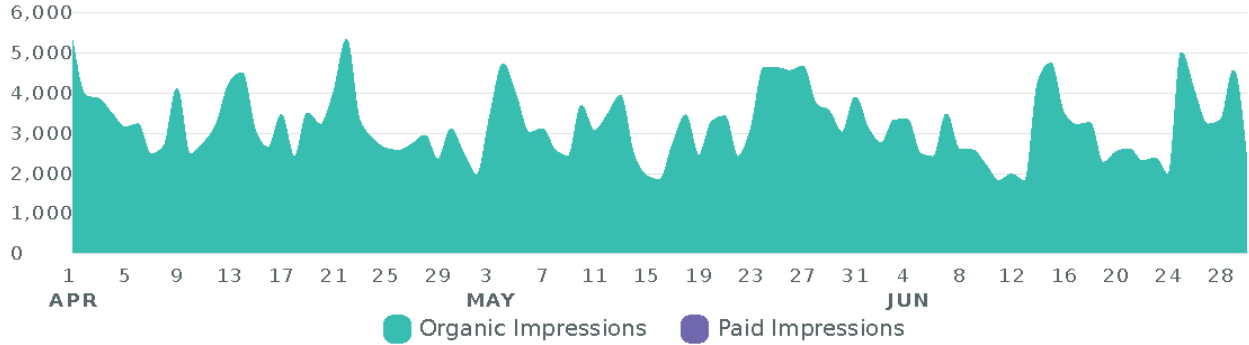


# Instagram: Impressions

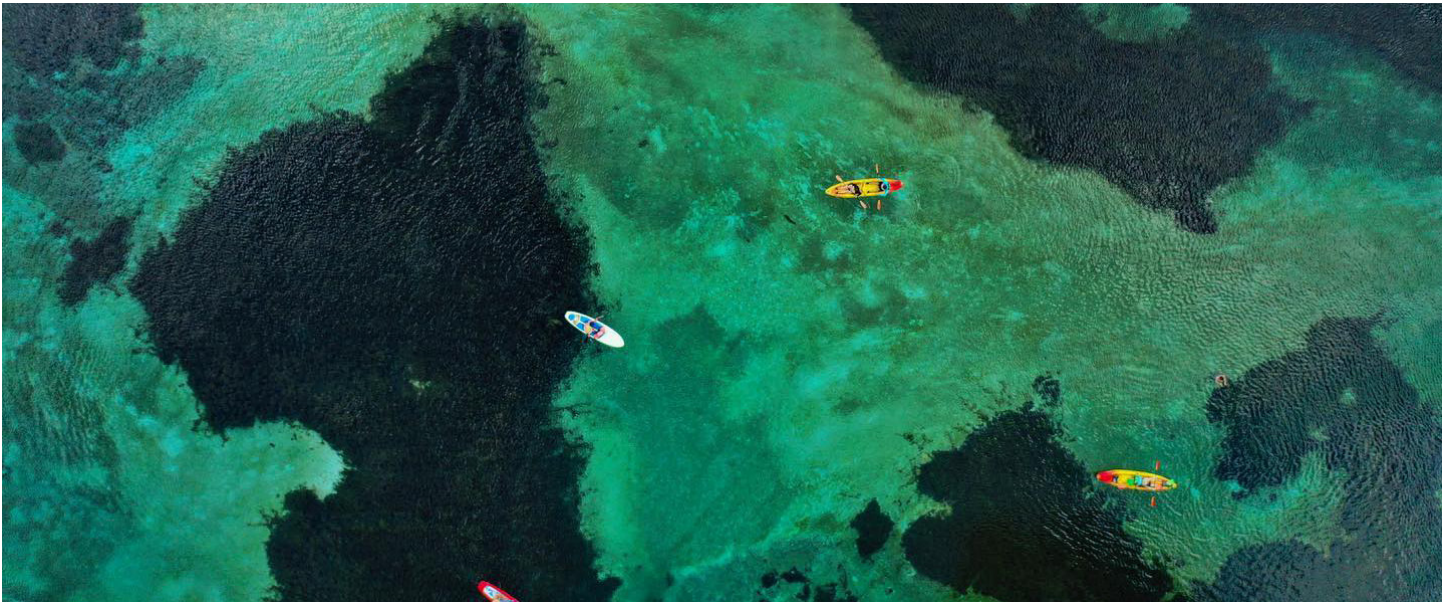


## Instagram Impressions

Impressions, by Day



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	289,443 ↘ 6.9%	0 → 0%	<b>289,443</b>	↘ 6.9%
<b>Average Daily Impressions per Profile</b>	3,180.69 ↘ 6.9%	0 → 0%	<b>3,180.69</b>	↘ 6.9%
<b>Average Daily Reach per Profile</b>	N/A	N/A	<b>2,464.56</b>	↗ 1.5%

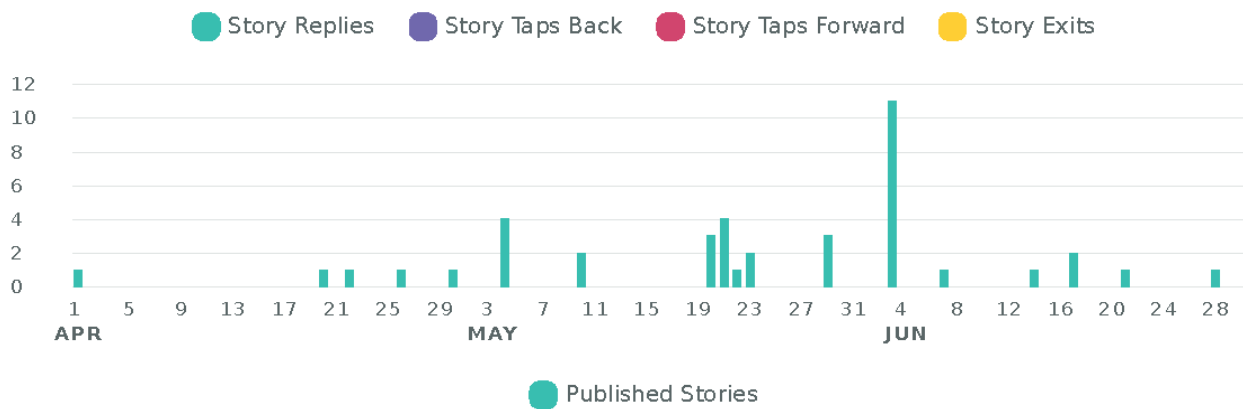
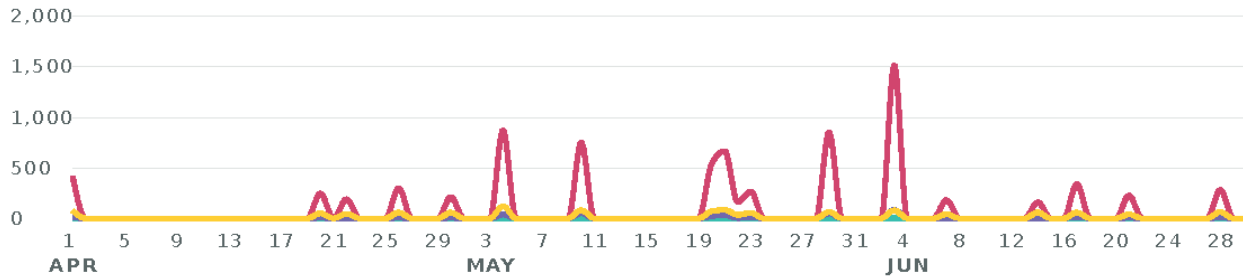


# Instagram: Stories



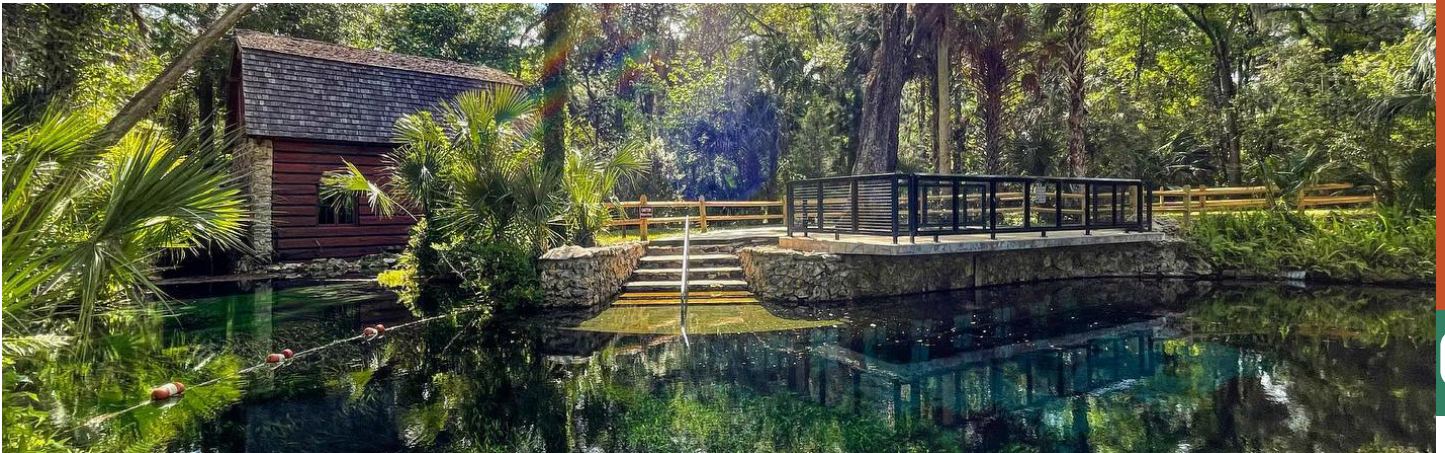
## Instagram Stories Performance

Published Stories, by Day



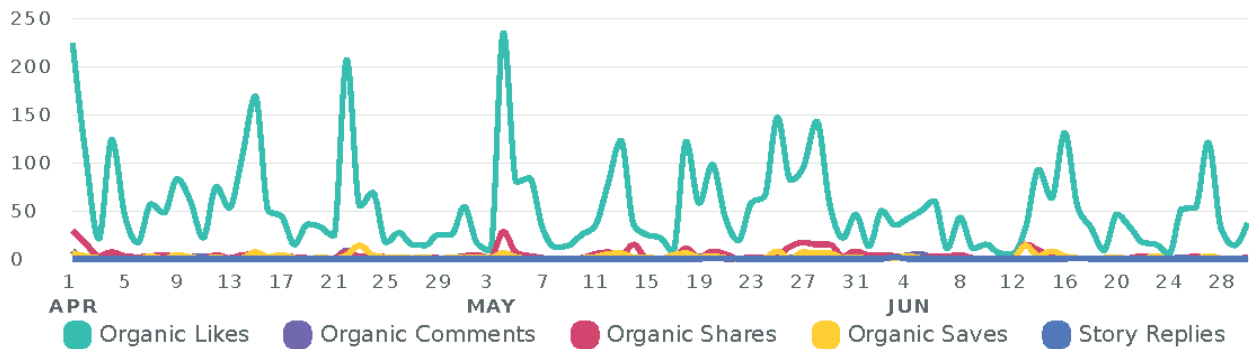
Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>41</b>	<b>↗ 127.8%</b>
Story Replies	5	↗ 66.7%
Story Taps Back	313	↗ 59.7%
Story Taps Forward	8,116	↗ 80.3%
Story Exits	1,105	↗ 105.4%
Story Impressions	10,251	↗ 73.6%
Average Reach per Story	247.83	↘ 24%

# Instagram: Engagement



## Instagram Engagement

Engagements Comparison, by Day



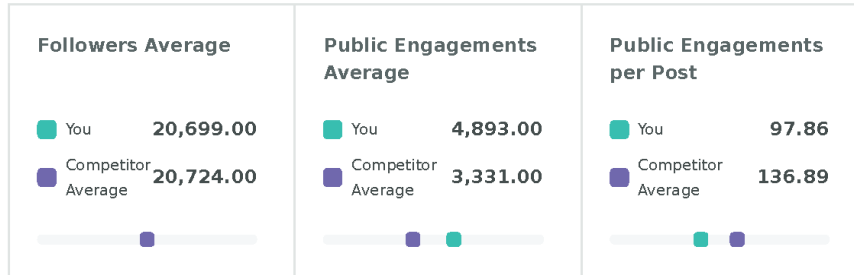
Engagement Metrics	Totals	% Change
<b>Organic Engagements</b>	<b>5,661</b>	<b>↘ 28.4%</b>
Organic Likes	4,991	↘ 22.8%
Organic Comments	109	↘ 24.8%
Organic Shares	355	↘ 63.1%
Organic Saves	201	↘ 38.5%
Story Replies	5	↗ 66.7%

# Instagram: Competitors



## Summary

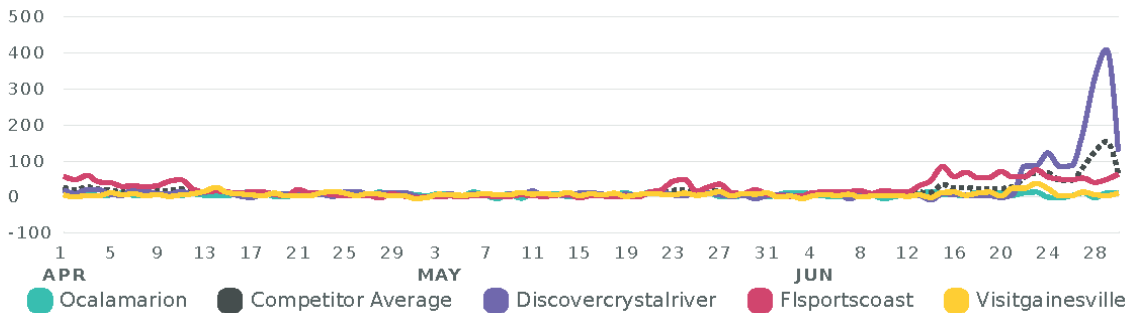
Compare your profile performance to your competitors.



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

Net Follower Growth, by Day



Audience Metrics, by Page		Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>		20,699.00	456.00	2.25%
<b>Competitor Average</b>		20,724.00	1,479.33	7.69%
1  discovercrystalri...		36,825	1,961	5.62%
2  ocalamarion		20,699	456	2.25%
3  visitgainesville		17,494	537	3.17%
4  flsportscoast		7,853	1,940	32.81%

# Facebook



SOCIAL MEDIA



## Performance Summary

Impressions <b>7,469,794</b> ↘ 14.5%	Organic Impressions <b>1,801,342</b> ↗ 6.8%	Paid Impressions <b>5,659,292</b> ↘ 19.6%
Engagement Rate (per Impression) <b>0.5%</b> ↘ 70.9%	Organic Engagement Rate (per Impression) <b>2.1%</b> ↘ 66.8%	
Post Link Clicks <b>549</b> ↘ 98.9%	Organic Post Link Clicks <b>549</b> ↘ 98.9%	
Engagements <b>38,329</b> ↘ 75.1%	Organic Engagements <b>38,329</b> ↘ 64.5%	
Uncategorized Engagements <b>0</b> ↘ 100%		


Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions
<b>Reporting Period</b>	<b>255,122</b>	<b>376</b>	<b>251,350</b>	<b>-62</b>	<b>83</b>	<b>7,469,794</b>	<b>1,801,342</b>
Apr 1, 2024 - Jun 30, 2024	↗ 0.1%	↘ 59.5%	↘ 0.1%	↘ 119.6%	↗ 20.3%	↘ 14.5%	↗ 6.8%
<b>Compare to</b>	<b>254,746</b>	<b>929</b>	<b>251,529</b>	<b>316</b>	<b>69</b>	<b>8,733,891</b>	<b>1,686,778</b>
Jan 1, 2024 - Mar 31, 2024							
<b>Ocala/Marion County, Florida</b>	255,122	376	251,350	-62	83	7,469,794	1,801,342




# Facebook

## Top Posts




 **f Ocala/Marion C...**  
 Fri 5/24/2024 10:59 am...


In honor of Memorial Day, starting today through Monday, entrance into all...




<b>Total Engagements</b>	<b>13,448</b>
Reactions	<b>3,193</b>
Comments	<b>381</b>
Shares	<b>972</b>
Post Link Clicks	<b>1</b>
Other Post Clicks	<b>8,901</b>

 **f Ocala/Marion C...**  
 Tue 4/2/2024 3:10 pm PDT


It's April! That means . . . Hello tubing season on Rainbow River! 🌈 Tubing at...



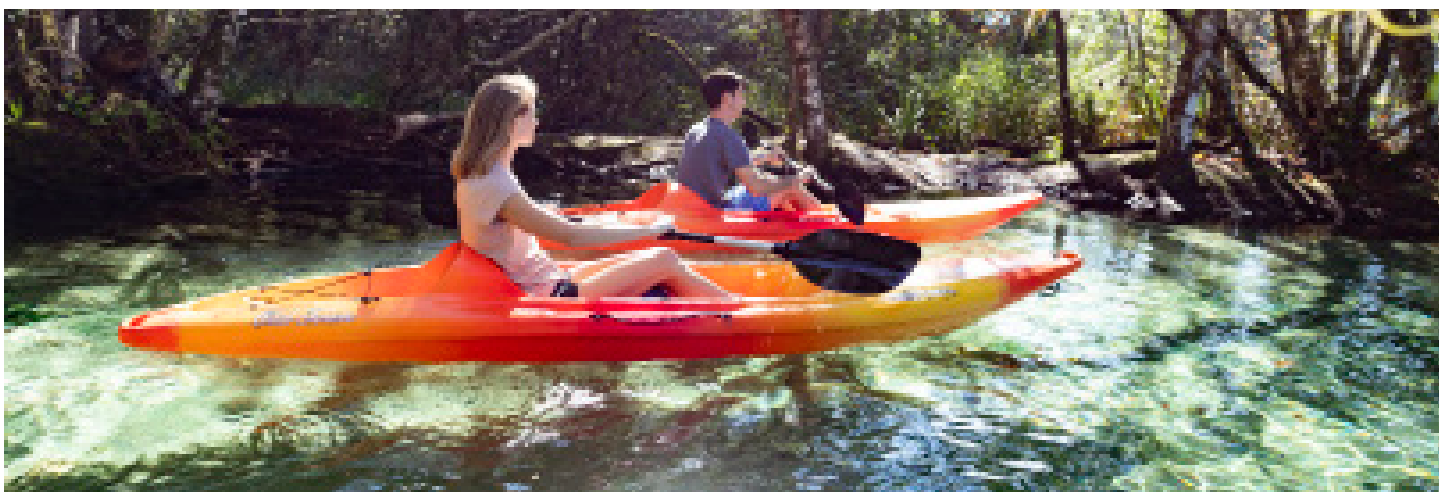
<b>Total Engagements</b>	<b>9,018</b>
Reactions	<b>3,995</b>
Comments	<b>348</b>
Shares	<b>855</b>
Post Link Clicks	<b>2</b>
Other Post Clicks	<b>3,818</b>

 **f Ocala/Marion C...**  
 Tue 4/30/2024 3:09 pm...

Experience a timeless Florida attraction that lets you explore our beautiful...



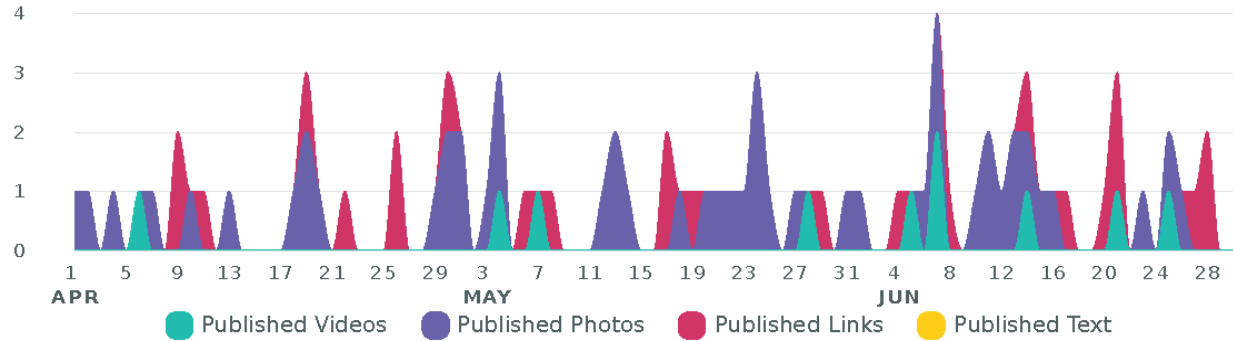
<b>Total Engagements</b>	<b>2,496</b>
Reactions	<b>1,142</b>
Comments	<b>38</b>
Shares	<b>97</b>
Post Link Clicks	<b>4</b>
Other Post Clicks	<b>1,215</b>



# Facebook: Publishing

## Facebook Publishing Behavior

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>83</b>	<b>↗20.3%</b>
Published Videos	10	↗66.7%
Published Photos	49	↘7.5%
Published Links	24	↗140%
Published Text	0	→0%

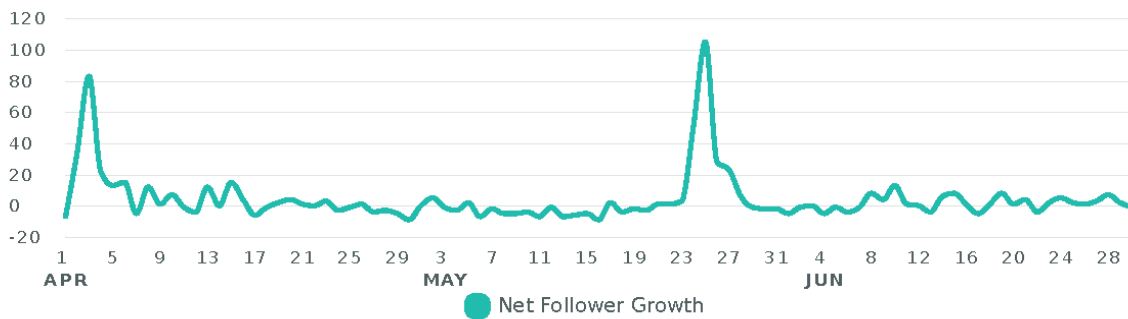


# Facebook: Growth



## Facebook Audience Growth

See how your audience grew during the reporting period.



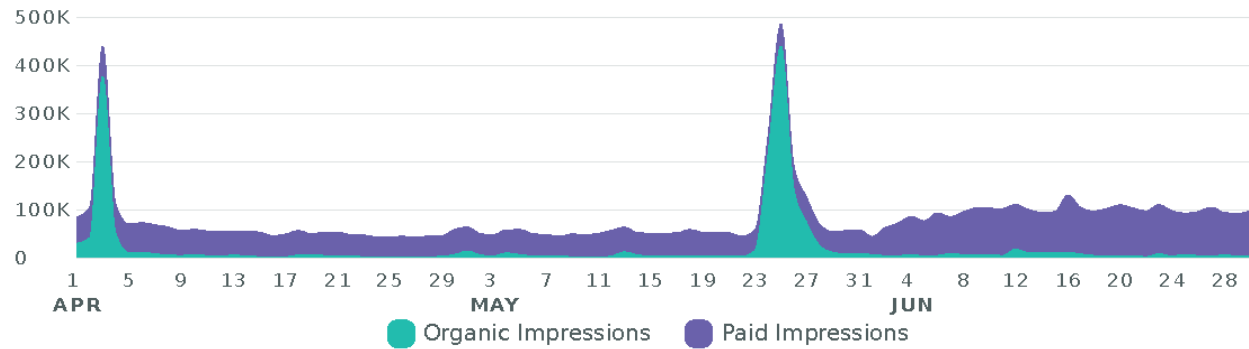
Audience Metrics	Totals	% Change
<b>Followers</b>	<b>255,122</b>	<b>↗0.1%</b>
<b>Net Follower Growth</b>	<b>376</b>	<b>↘59.5%</b>
<b>Fans</b>	<b>251,350</b>	<b>↘0.1%</b>
<b>Net Page Likes</b>	<b>-62</b>	<b>↘119.6%</b>
Organic Page Likes	199	↘69.7%
Paid Page Likes	143	↗4,666.7%
Page Unlikes	404	↗17.8%

# Facebook: Impressions



## Facebook Impressions

Impressions Breakdown, by Day



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	1,801,342 <span style="color: green;">↗ 6.8%</span>	5,659,292 <span style="color: red;">↘ 19.6%</span>	<b>7,469,794</b>	<span style="color: red;">↘ 14.5%</span>
<b>Average Daily Impressions per Page</b>	19,794.97 <span style="color: green;">↗ 6.8%</span>	62,190.02 <span style="color: red;">↘ 19.6%</span>	<b>82,085.65</b>	<span style="color: red;">↘ 14.5%</span>
<b>Average Daily Reach per Page</b>	12,938.47 <span style="color: red;">↘ 22.6%</span>	57,128.3 <span style="color: red;">↘ 19.3%</span>	<b>70,018.07</b>	<span style="color: red;">↘ 19.7%</span>

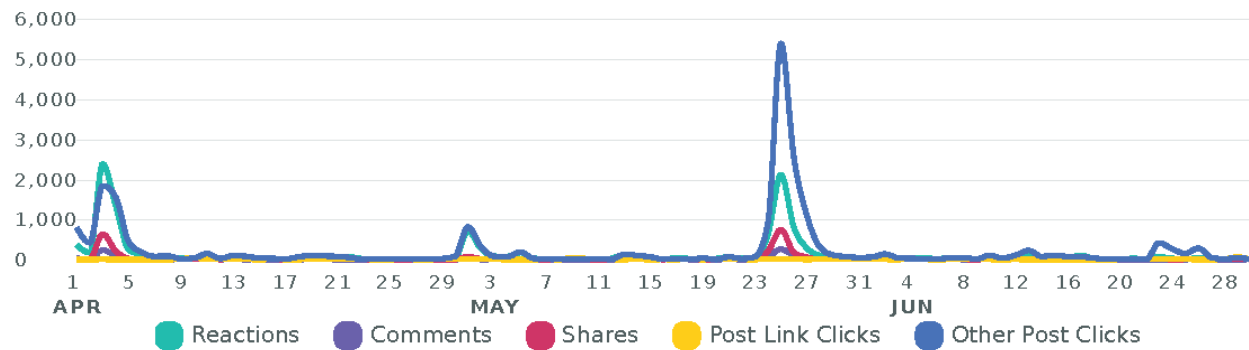


# Facebook: Engagement



## Facebook Engagement

Engagements Comparison, by Day

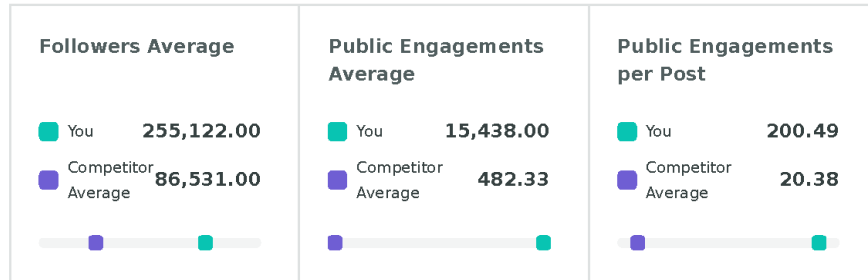


Engagement Metrics	Organic	Paid	Totals	% Change
<b>Total Engagements</b>	<b>38,329</b> ↘ 65%	<b>0</b> → 0%	<b>38,329</b>	<b>↘ 75.1%</b>
Reactions	12,672 ↘ 58%	0 → 0%	<b>12,672</b>	<b>↘ 57.7%</b>
Comments	1,117 ↘ 62%	0 → 0%	<b>1,117</b>	<b>↘ 62.1%</b>
Shares	2,630 ↘ 11%	0 → 0%	<b>2,630</b>	<b>↘ 10.8%</b>
Post Link Clicks	549 ↘ 99%	0 → 0%	<b>549</b>	<b>↘ 98.9%</b>
Other Post Clicks	21,361 ↘ 9%	0 → 0%	<b>21,361</b>	<b>↘ 69.2%</b>

# Facebook: Competitors

## Summary

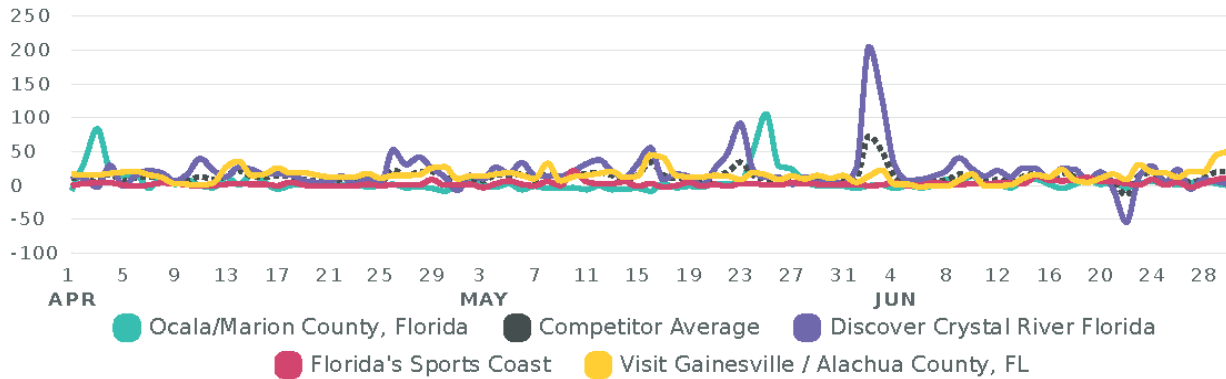
Compare your profile performance to your competitors.


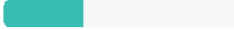


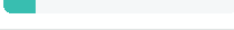
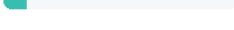


## Audience Growth

See how your audience grew compared to your competitors.

Net Follower Growth, by Day



Audience Metrics, by Page		Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>		<b>255,122.00</b>	<b>376.00</b>	<b>0.15%</b>
<b>Competitor Average</b>		<b>86,531.00</b>	<b>1,086.00</b>	<b>1.27%</b>
1	 Ocala/Marion C...	255,122	376	0.15%
2	 Discover Crystal ...	201,939	1,779	0.89%
3	 Visit Gainesville / ...	32,664	1,305	4.16%
4	 Florida's Sports ...	24,990	174	0.70%

 Followers



### Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>2,740</b> ↗ 62.5%	Engagements <b>149</b> ↗ 53.6%	Post Link Clicks <b>15</b> ↗ 7.1%
-------------------------------------	-----------------------------------	--------------------------------------

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b>	<b>2,816</b>	<b>32</b>	<b>12</b>	<b>1,751</b>	<b>101</b>	<b>14</b>	<b>5.8%</b>
Jan 1, 2024 - Mar 31, 2024	↗ 1.1%	↘ 57.9%	↘ 14.3%	↘ 31.2%	↗ 68.3%	↗ 40%	↗ 144.7%
<b>Compare to</b>	<b>2,784</b>	<b>76</b>	<b>14</b>	<b>2,545</b>	<b>60</b>	<b>10</b>	<b>2.4%</b>
Oct 2, 2023 - Dec 31, 2023							
@ocalamarion	2,816	32	12	1,751	101	14	5.8%

### Top Posts

<p><b>X @ocalamarion</b> Sun 5/12/2024 1:58 pm...</p> <p>Each Mom is unique in her own way, but their love is uniformly immense. Wishing...</p> <p><b>Total Engagements 13</b></p> <p>Likes 9</p> <p>@Replies 0</p> <p>Reposts 3</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p><b>X @ocalamarion</b> Thu 5/23/2024 4:39 pm...</p> <p>The Sunshine State is kicking off the summer with savings for families! 🌞🌴 Admission...</p> <p><b>Total Engagements 10</b></p> <p>Likes 2</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>	<p><b>X @ocalamarion</b> Fri 5/24/2024 4:11 pm UTC</p> <p>In honor of <a href="#">#MemorialDay</a>, starting today through Monday, entrance into all...</p> <p><b>Total Engagements 9</b></p> <p>Likes 3</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p> <p>Other Engagements 0</p>
--	---	---

# X: Publishing



## Publishing Behavior

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>24</b>	<b>↗100%</b>
Published Videos	1	↗—
Published Photos	16	↗60%
Published Links	7	↗250%
Published Text	0	→0%

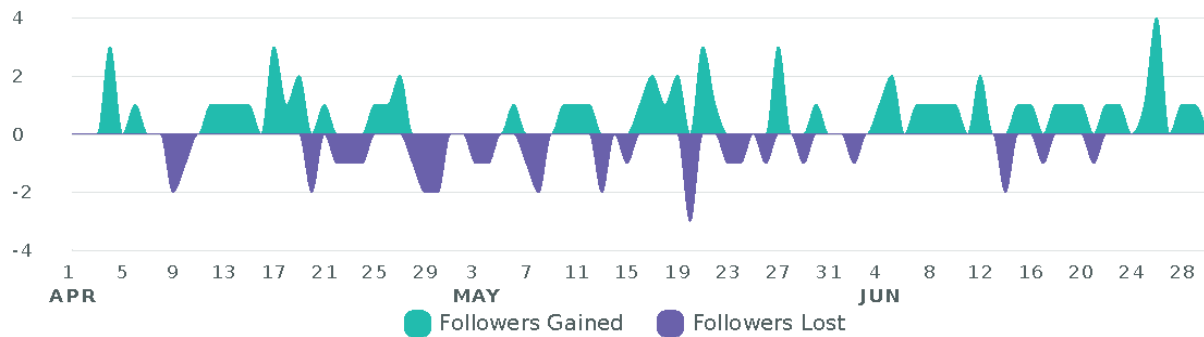


# X: Growth



## Audience Growth

Net Follower Growth Breakdown, by Day



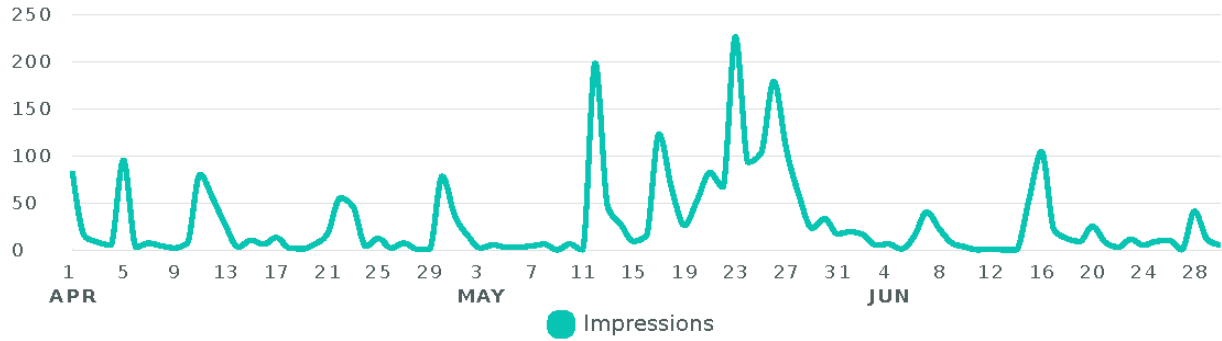
Audience Metrics	Totals	% Change
<b>Followers</b>	<b>2,843</b>	<b>↗ 1%</b>
<b>Net Follower Growth</b>	<b>27</b>	<b>↘ 15.6%</b>
Followers Gained	60	↘ 25%
Followers Lost	33	↘ 31.3%
<b>Following</b>	<b>4,432</b>	<b>↘ 0.3%</b>

# X: Impressions



## Impressions

Impressions, by Day



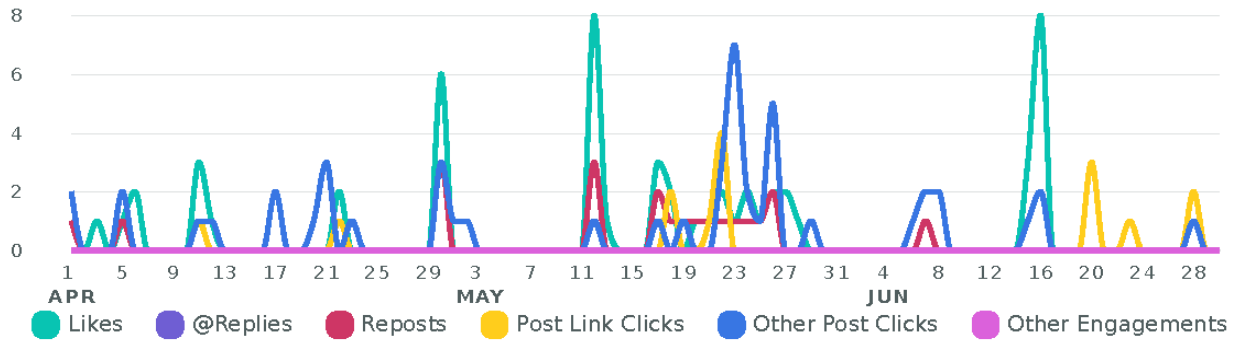
Impression Metrics	Totals	% Change
Impressions	2,740	↗ 62.5%



# X: Engagement

## Engagement

Engagements, by Day

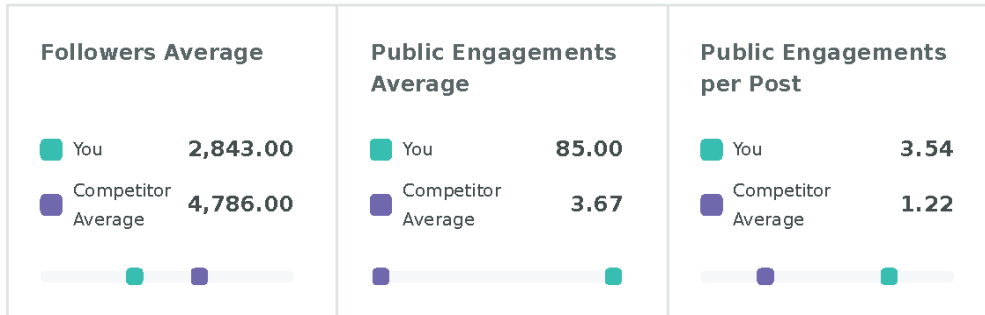


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>149</b>	<b>↗ 53.6%</b>
Likes	58	↗ 56.8%
@Replies	0	↘ 100%
Reposts	27	↗ 125%
Post Link Clicks	15	↗ 7.1%
Other Post Clicks	49	↗ 69%
Other Engagements	0	↘ 100%

# X: Competitors

## Summary

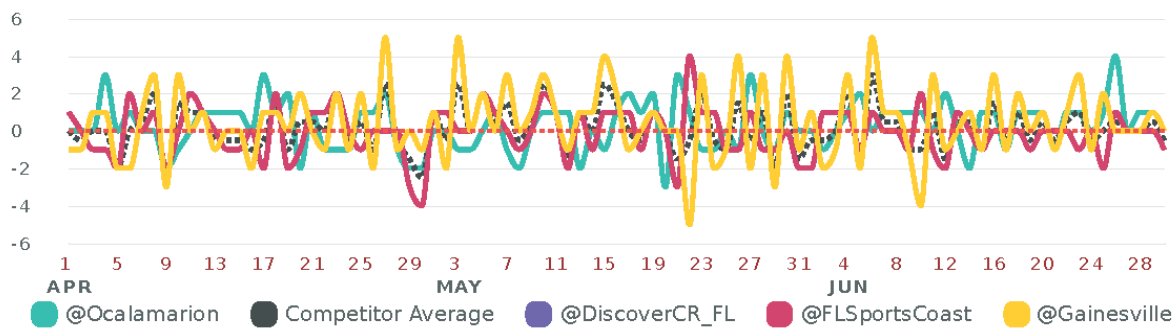
Compare your profile performance to your competitors.



## Audience Growth

See how your audience grew compared to your competitors.

Net Follower Growth, by Day

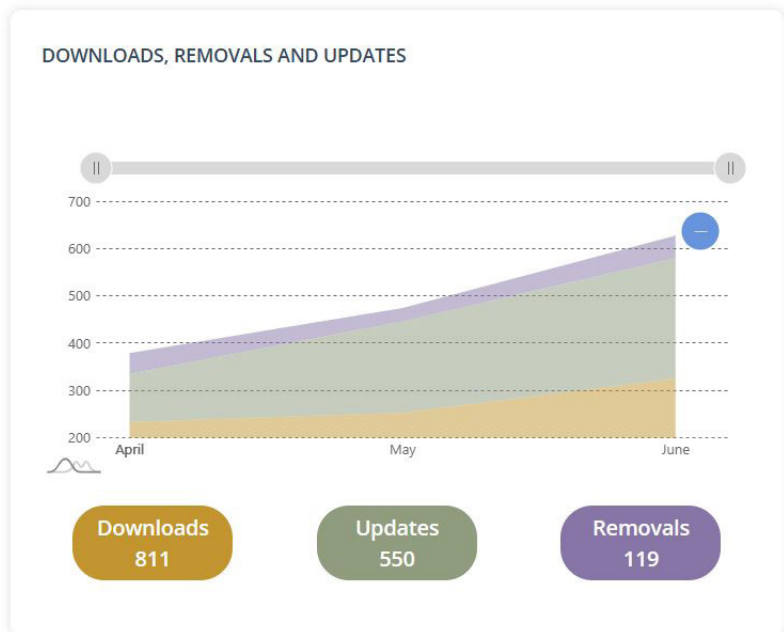
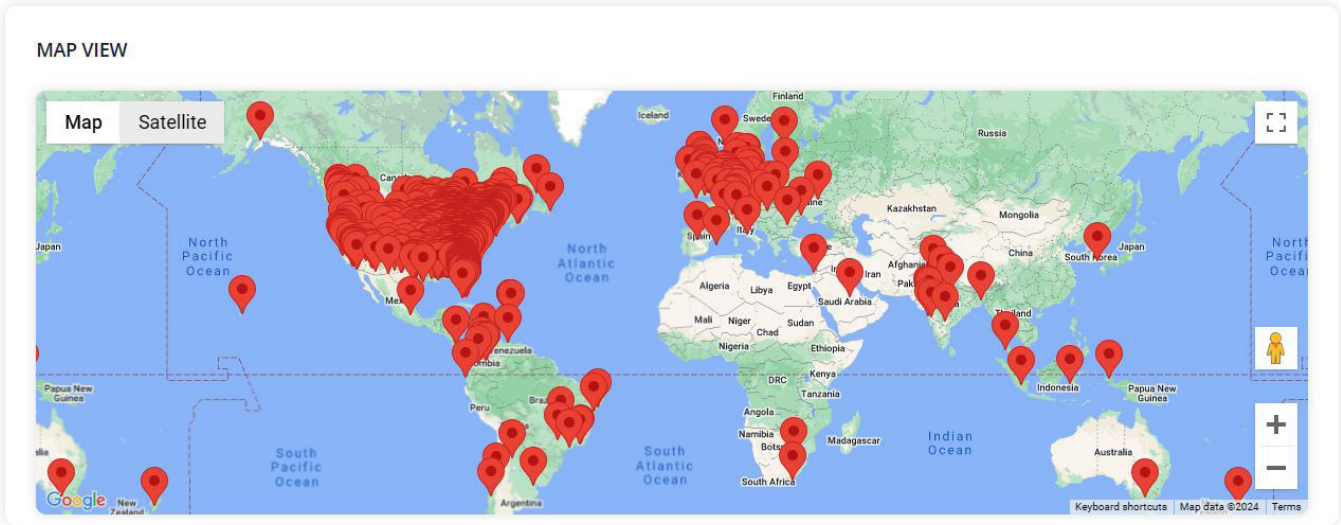


Audience Metrics, by Page		Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>		<b>2,843.00</b>	<b>27.00</b>	<b>0.96%</b>
<b>Competitor Average</b>		<b>4,786.00</b>	<b>16.00</b>	<b>0.34%</b>
1	@Gainesville	<b>8,147</b>	<b>39</b>	<b>0.48%</b>
2	@ocalamarion	<b>2,843</b>	<b>27</b>	<b>0.96%</b>
3	@FLSportsCoast	<b>1,425</b>	<b>-7</b>	<b>-0.49%</b>

# App: OcalaMarion Travel Guide

Below and on the following page is reporting for **April 1 - June 30, 2024** 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.



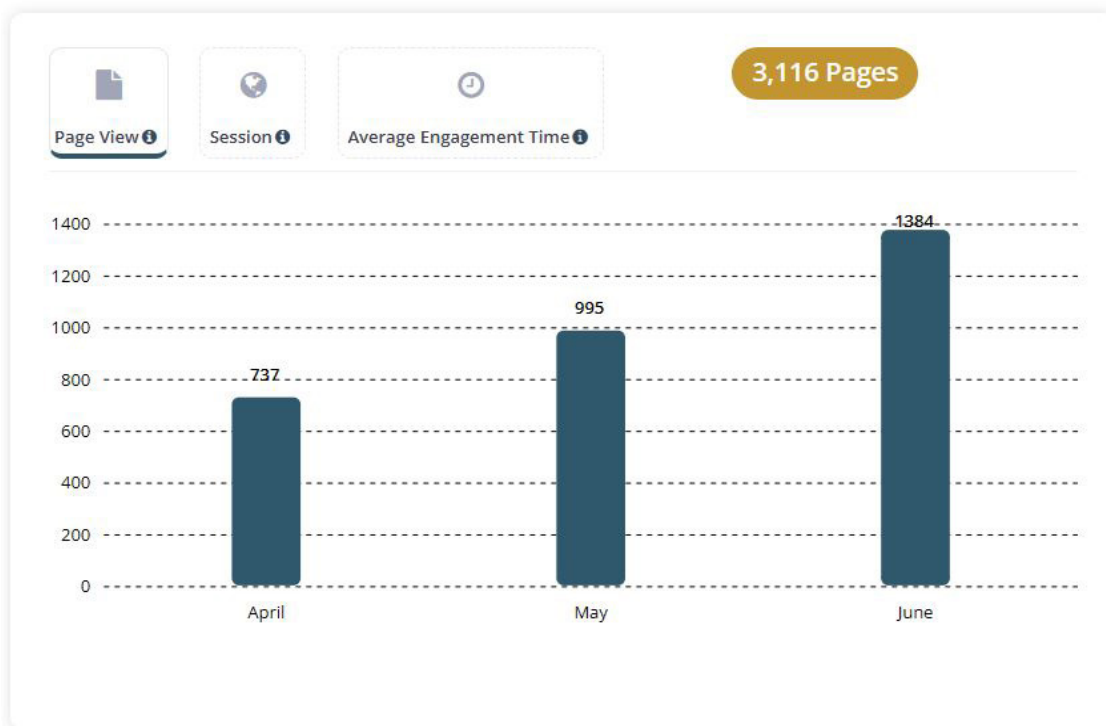
# App: OcalaMarion Travel Guide

App

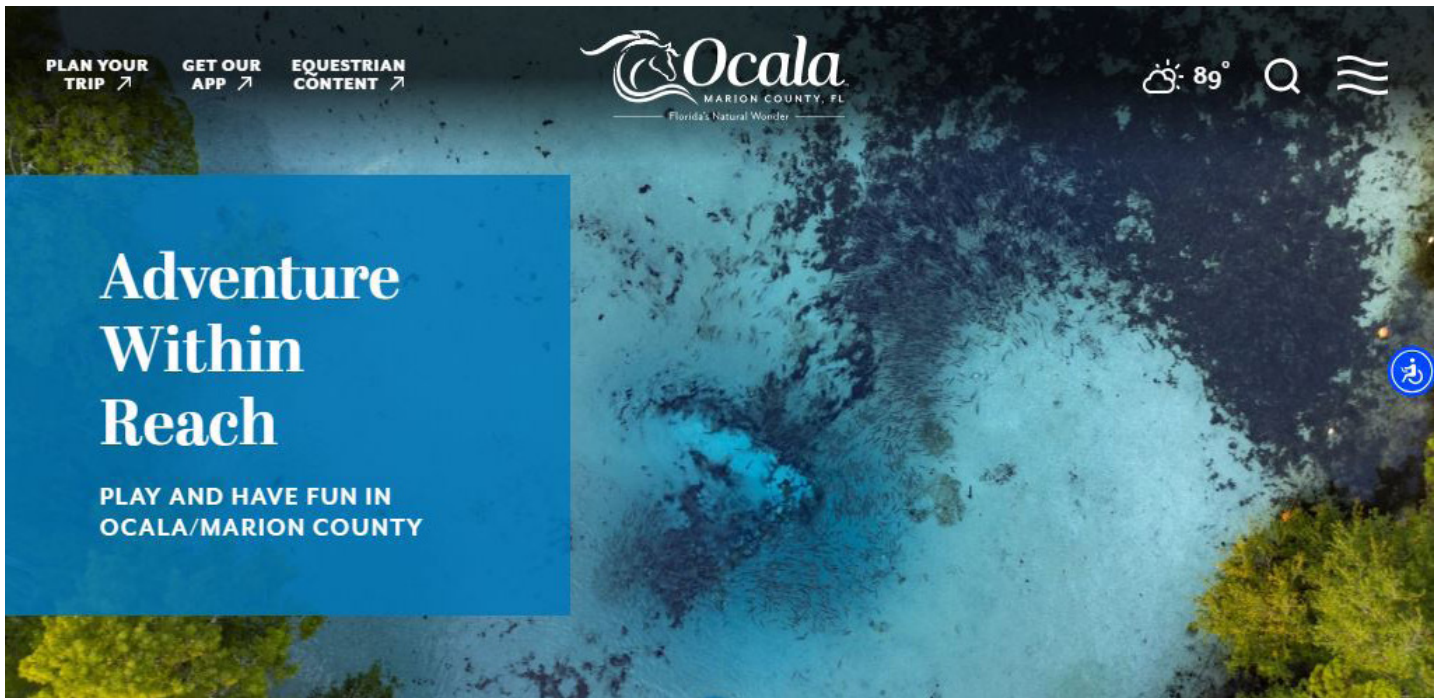
PER PAGE VIEWS

**TOTAL NUMBER**  
3,114

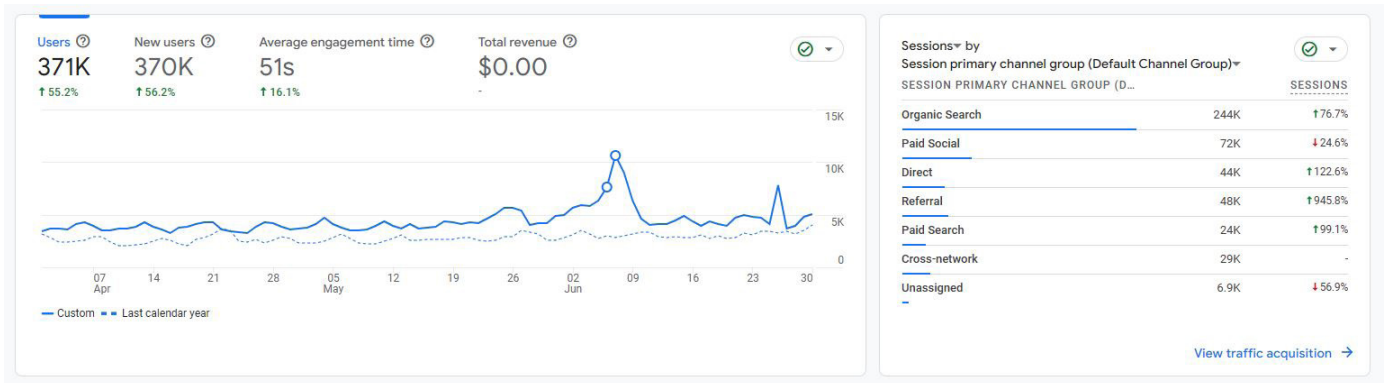
Page Name	# of views
Home Screen	694
Splash Screen	407
Location List Screen	308
Events Screen	244
Coupon List	228
Event Detail Screen	212
Location Screen	210



# WEBSITE

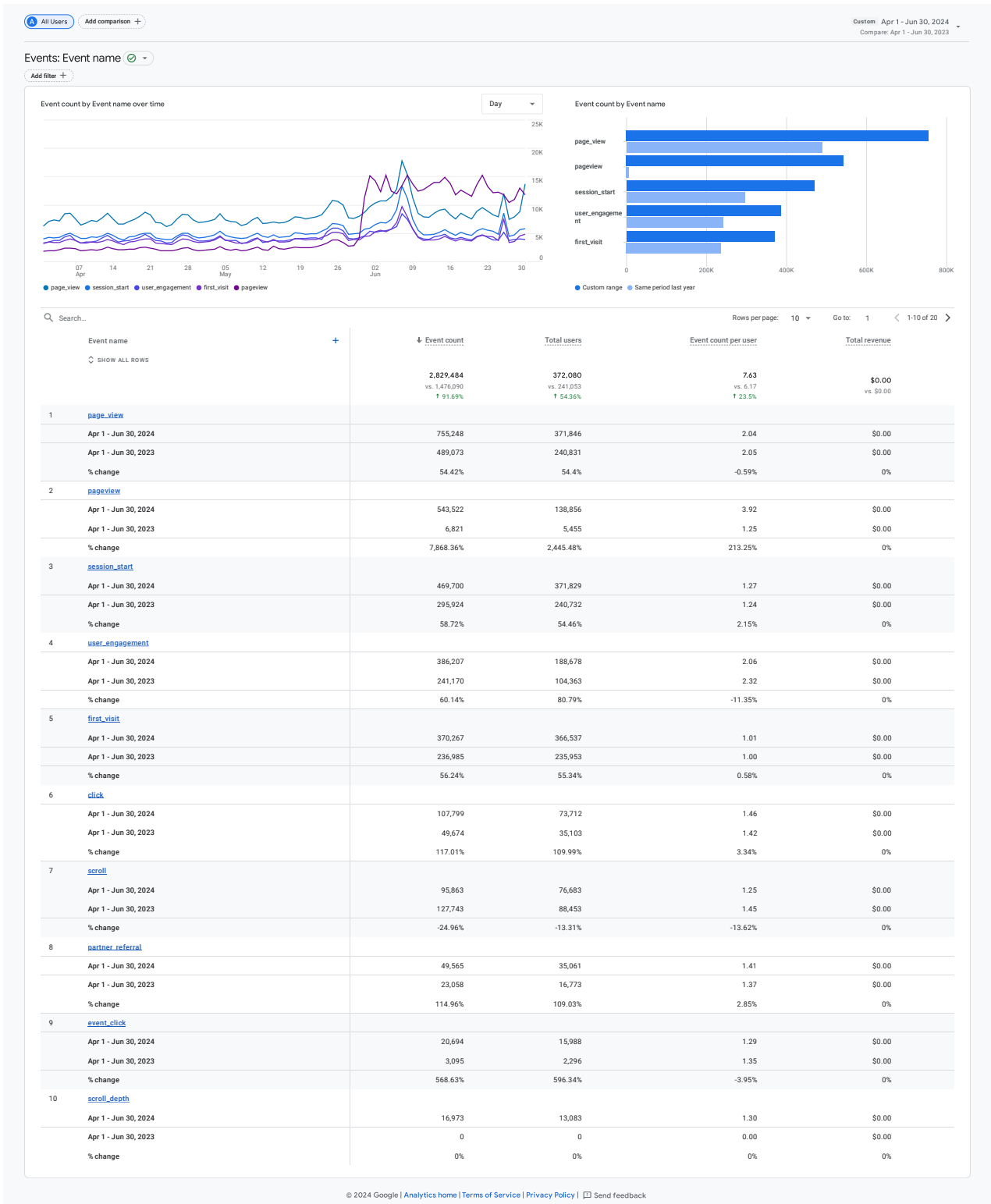


The data in this portion of the report compares this quarter, April 1- June 30, 2024 to the same time last year, April 1- June 30, 2023. The OcalaMarion.com refresh went live on February 29, 2024.



# 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 posting more blogs to the website. 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.

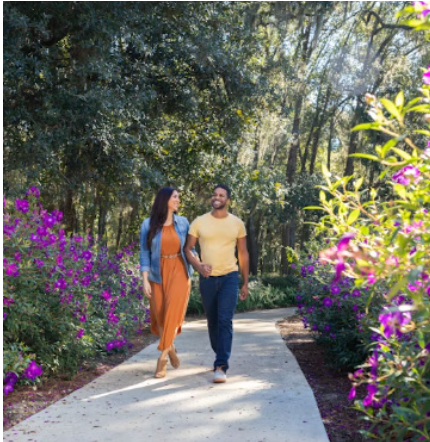
### New Blog

- The Ultimate Guide to Brunch Restaurants in Ocala

### Updated Blogs

- Spring Events Are Blooming in Ocala/Marion County, Florida
- Top 5 Natural Wonders for Canoers & Kayakers
- A Guide to Glass-Bottom Boat Rides at Silver Springs State Park

Below are examples of the updated blogs on the website.



### Spring Events Are Blooming in Ocala/Marion County, Florida

Spring is in the air in Ocala/Marion County, where morning hikes through canopied woods give way to afternoons spent exploring neighboring towns and ...

[LEARN MORE ↗](#)



### The Ultimate Guide to Brunch Restaurants in Ocala

Explore a wide assortment of brunch offerings in Ocala with flavorful bites and succulent drinks.

[LEARN MORE ↗](#)



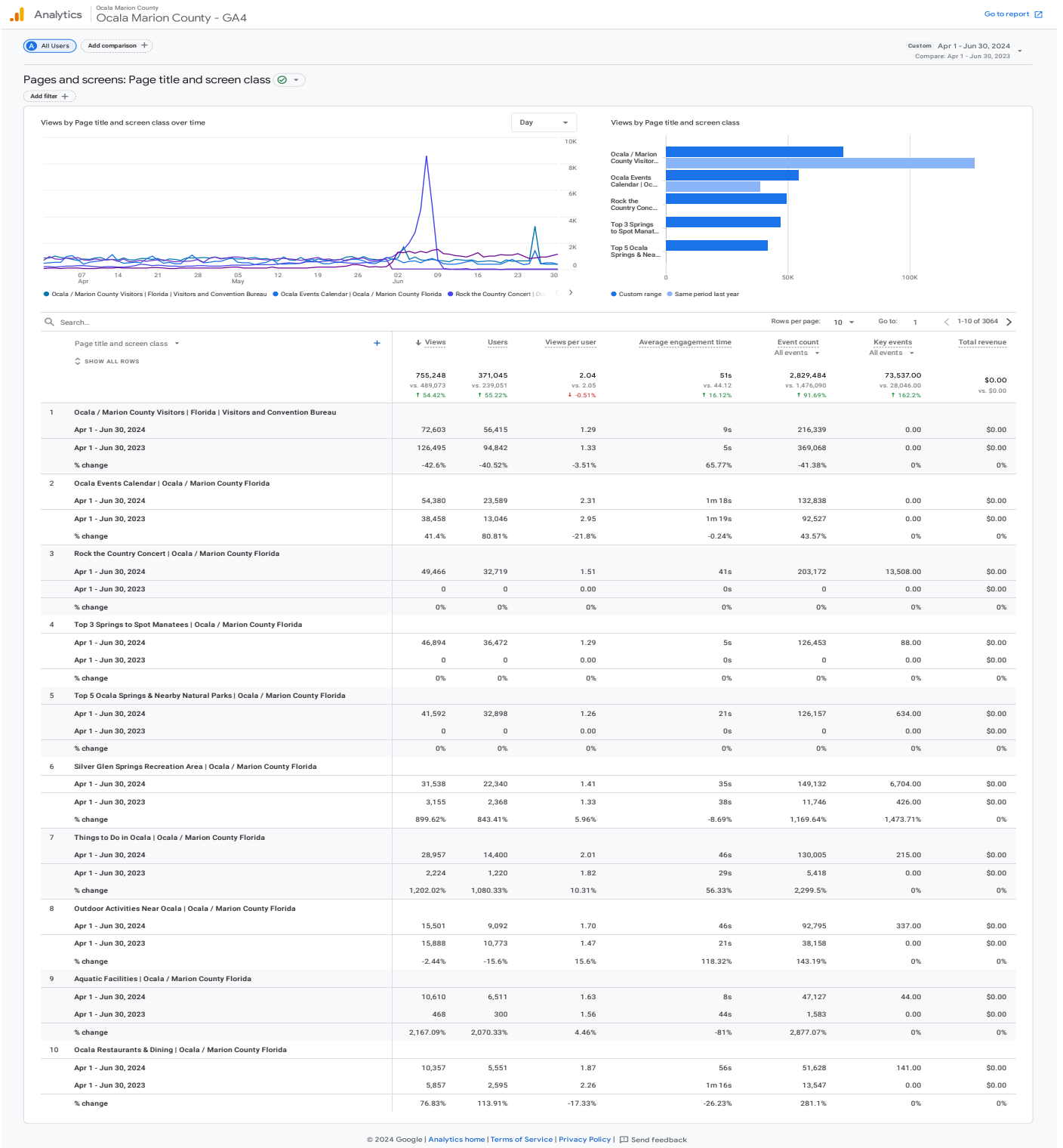
### A Guide to Glass-Bottom Boat Rides at Silver Springs State Park

Everything you need to know to enjoy a glass-bottom boat tour at Silver Springs State Park near Ocala, Florida.

[LEARN MORE ↗](#)

# Top Visited Pages

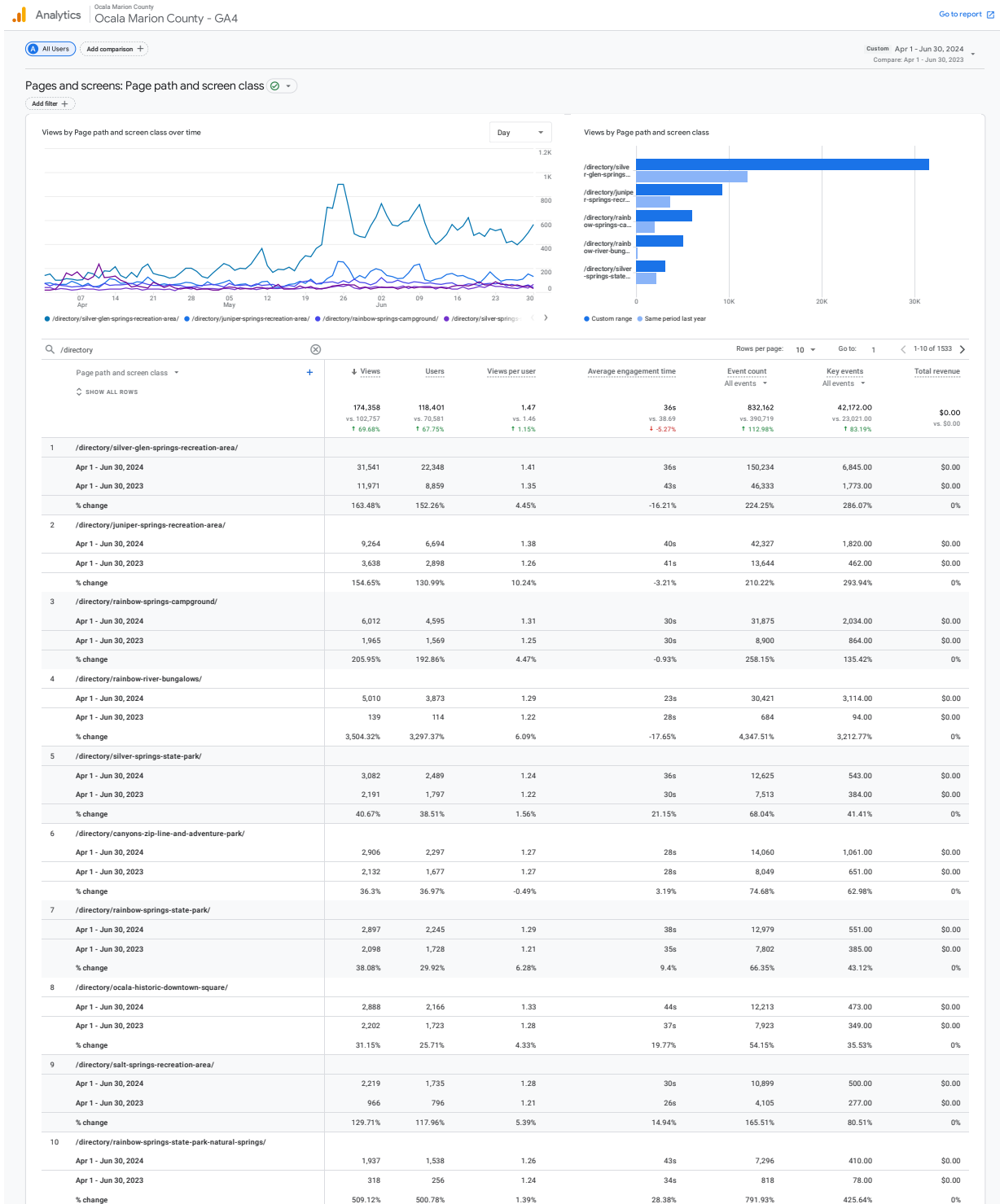
Below is a list of the top visited pages on the website during this time period.



# 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 174,358 visits to partner directory pages.



# Where Audience Lives



## By Country

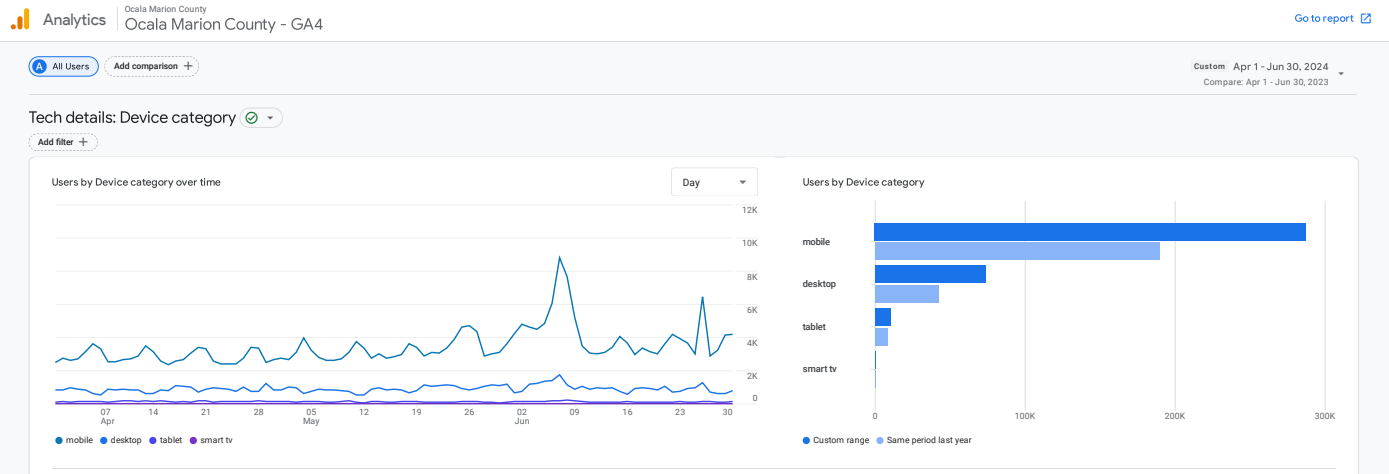
Most of the website use comes from people located in the United States. The data indicates that the majority of users of the website that are international are located in Canada, the UK, Germany, Puerto Rico, India and Brazil.

## By City

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



# User Devices



# Visitation And Performance By Month

## April

<b>130,624</b> VISITS TO WEBSITE +43% YOY	<b>109,171</b> WEBSITE USERS +41% YOY	<b>63,005</b> VISIT FROM ORGANIC +37% YOY	<b>220,713</b> PAGE VIEWS +50% YOY
<b>00:00:43</b> AVERAGE ENGAGEMENT TIME : PER SESSION +19% YOY	<b>66,408</b> ENGAGED SESSIONS +52% YOY	<b>50.84%</b> ENGAGEMENT RATE +6% YOY	

## May

<b>148,798</b> VISITS TO WEBSITE +53% YOY	<b>126,696</b> WEBSITE USERS +56% YOY	<b>77,245</b> VISIT FROM ORGANIC +84% YOY	<b>240,650</b> PAGE VIEWS +51% YOY
<b>00:00:41</b> AVERAGE ENGAGEMENT TIME PER SESSION +18% YOY	<b>78,417</b> ENGAGED SESSIONS +64% YOY	<b>52.70%</b> ENGAGEMENT RATE +7% YOY	

## June

<b>186,170</b> VISITS TO WEBSITE +72% YOY	<b>150,163</b> WEBSITE USERS +67% YOY	<b>94,526</b> VISIT FROM ORGANIC +97% YOY	<b>293,885</b> PAGE VIEWS +61% YOY
<b>00:00:38</b> AVERAGE ENGAGEMENT TIME PER SESSION +9% YOY	<b>93,444</b> ENGAGED SESSIONS +72% YOY	<b>50.19%</b> ENGAGEMENT RATE Same % YOY	



**Total of 49,565 clicks to partner websites**  
**Total of 481 newsletter signups**  
**Total of 944 visitor guide requests through the website**

# Monthly Email Newsletters

## April

<b>6,162</b> MESSAGES SENT	<b>44%</b> OPEN RATE	<b>35%</b> CLICK-TO-OPEN RATE	<b>2,670</b> TOTAL OPENS
<b>942</b> TOTAL CLICKS	<b>522</b> VISITS TO WEBSITE	<b>00:03:02</b> AVG. LENGTH OF VISIT	<b>2.19</b> TOTAL PAGES VIEWED

## May

<b>6,615</b> MESSAGES SENT	<b>39%</b> OPEN RATE	<b>26%</b> CLICK-TO-OPEN RATE	<b>2,524</b> TOTAL OPENS
<b>667</b> TOTAL CLICKS	<b>464</b> VISITS TO WEBSITE	<b>00:02:28</b> AVG. LENGTH OF VISIT	<b>1.82</b> TOTAL PAGES VIEWED

## June

<b>6,750</b> MESSAGES SENT	<b>38%</b> OPEN RATE	<b>31%</b> CLICK-TO-OPEN RATE	<b>2,566</b> TOTAL OPENS
<b>805</b> TOTAL CLICKS	<b>577</b> VISITS TO WEBSITE	<b>00:02:36</b> AVG. LENGTH OF VISIT	<b>1.87</b> TOTAL PAGES VIEWED

