



Marketing & Communications Update October 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Florida Farm & Family
 - Full Page Ad (Fall 2025)
- Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Lamar
 - 1 Billboard
- Digital (*In September, most media closes out ahead of the end of the fiscal year*)
 - **Ad + Genuity DSP (always on)**
 - Total Impressions for September 2025 : 1.2 M
 - Total Clicks for September 2025: 5,720 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Sponsored Destination on site
 - Undertone
 - Total impressions for September 2025: 497,700
 - Total clicks for September 2025: 4,882
 - Odyssey
 - Youtube Instream + Shorts
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google

- **Industry/Advocacy Communications**

- Accommodators Focus Group
 - September 30, 2025
 - Location: Ocala/Marion County VCB
- Hospitality and Tourism Class
 - September 23, 2025
 - Location: College of Central Florida
 - Staff provided a lecture to the Hospitality and Tourism Class that is part of the new Hospitality and Tourism program at College of Central Florida
- Marion County Parks and Recreations' Fall Carnival
 - October 4, 2025



- Location: Southeastern Livestock Pavillion
- Over 500 vacation guides given out

- **Public Relations**

- VISIT FLORIDA Satellite Media Tour (SMT) – National Thrive Outside Day
 - September 30, 2025
 - Audience impressions: over **14.2 million**
 - **25** interviews across national and local broadcast hitting campaign key markets including but not limited to **Boston, Chicago, Philadelphia, and Los Angeles;**
- VISIT FLORIDA Huddle UK and Ireland
 - September 22-23, 2025
 - Location: London, UK
- VISIT FLORIDA Domestic Media Mission
 - October 14-16, 2025
 - Location: Nashville, TN and New York City, NY
- Press Releases:
 - What's New in Ocala/Marion County for VISIT FLORIDA Huddle UK & Ireland
 - What's New in Ocala/Marion County for VISIT FLORIDA Domestic Media Mission