



PUBLIC RELATIONS & ANALYTICS REPORT

January 1 - March 31, 2026



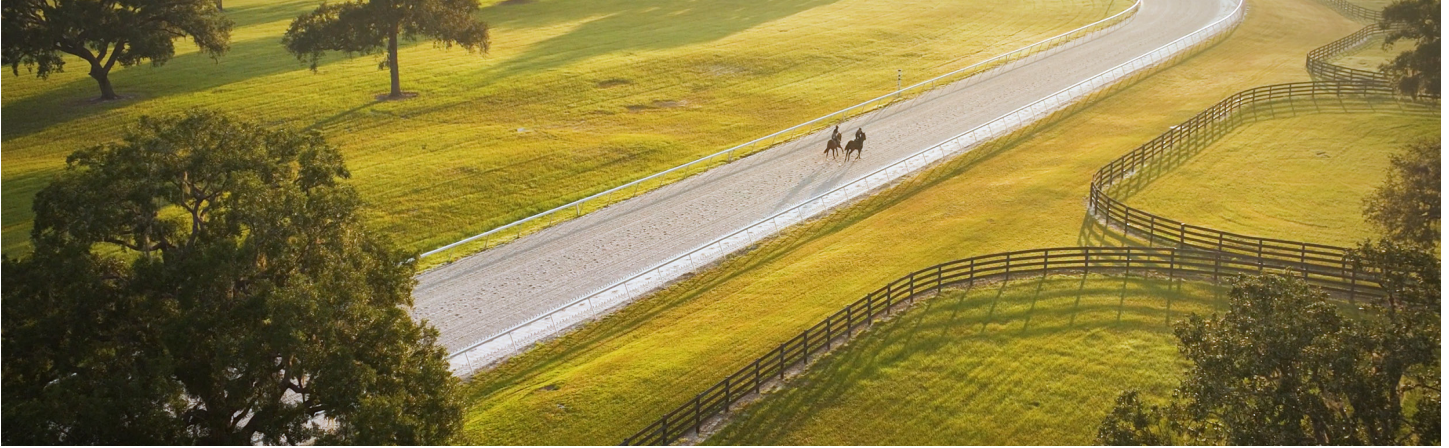
OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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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.

- Spring Break Alternatives
- Smart Fun Wellness in the Sunshine State — Educational Adventures for the Whole Family

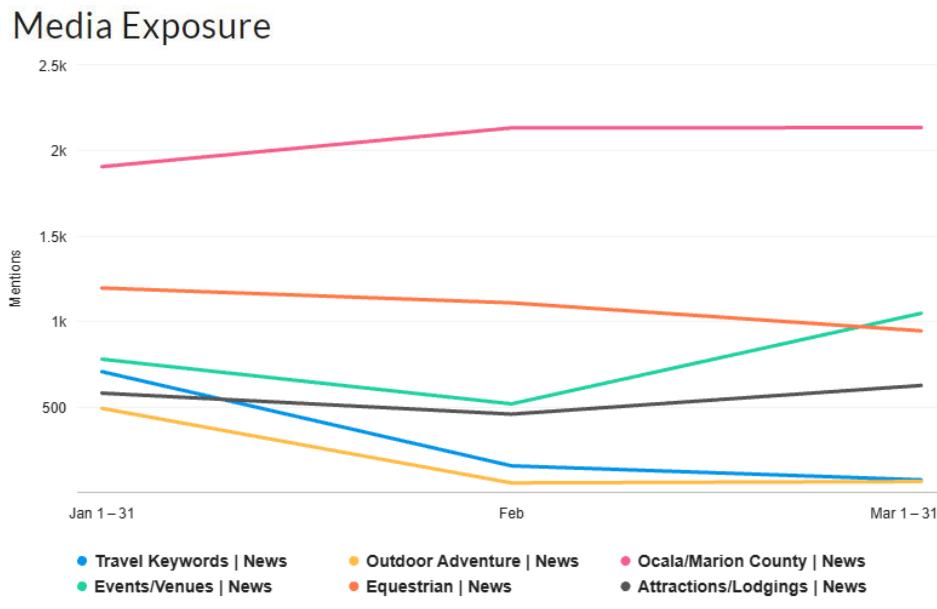
OMCVCB

- Marion County Secures Major Fishing Tournament to Boost Tourism and Economy

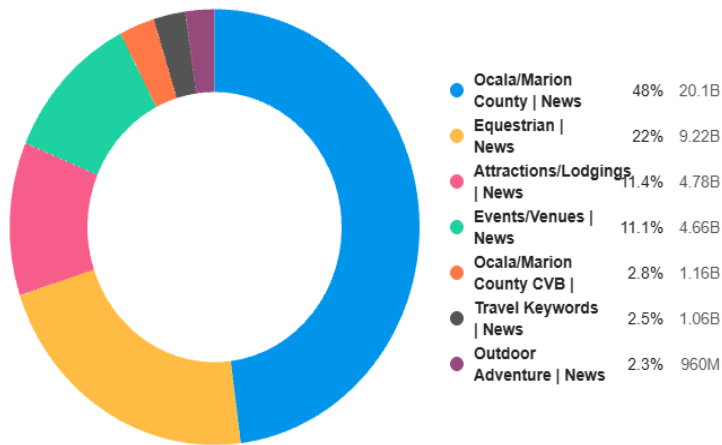
Meltwater: Media Exposure

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 January-March 2026, including media topics and key words that were trending during this time period.

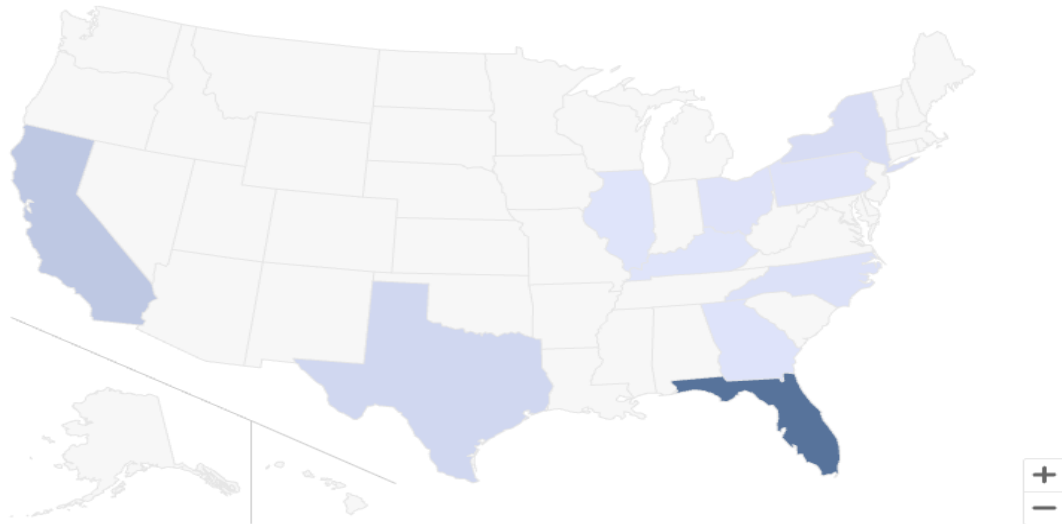


Meltwater: Public Relations Pick-Up

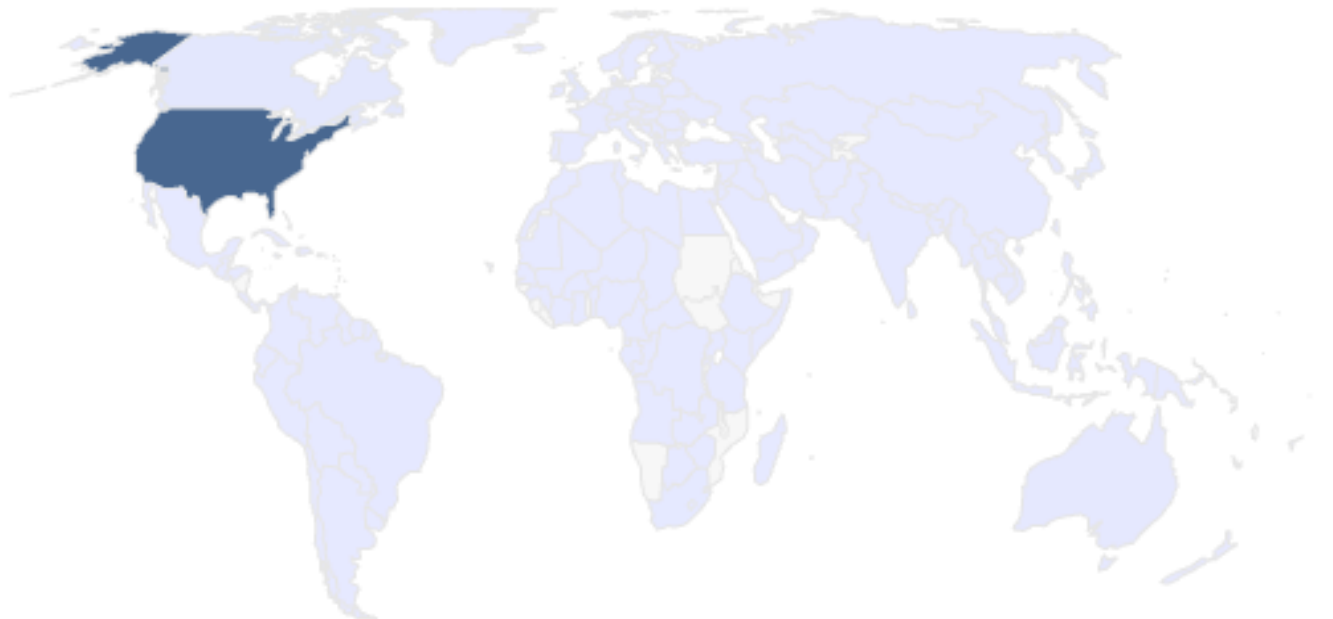


Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from January-March 2026.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from January-March 2026.



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 three press trips in partnership with VISIT FLORIDA.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
@graces_adventures	Grace Kelly	Feb 2026	adventurous side of Florida and targeting solo travellers living in the UK and Ireland wanting to experience the lesser-known side of Florida.	\$727.24	UK	137,100 followers on Instagram, engagement rate of 11.25% and UK following of 42.6%.
CamperVan, MYbike, bike-magazin.de, and Bikers Paradise Podcast	Alex Hufner	Feb 2026	on leisure cycling, low-impact outdoor adventure, ecotourism, and campervan travel.	\$179.98	Germany	500K+ potential reach of readers and listeners
@MexTop_	Emilio Flores and Aline Alacaraz	March 2026	outdoor and nature-based experiences.	\$833.36	Mexico	150,000 followers on Instagram

Press Trip - @Grace_Adventure

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip from February 26 to March 1, 2026, for UK-based content creator Grace of @graces_adventures. The trip focused on the adventurous and “lesser-known” side of Florida, specifically targeting solo travelers living in the UK and Ireland. This collaboration built upon a successful previous campaign with VISIT FLORIDA that reached over 1.1 million people, further positioning the destination as a top choice for international adventure seekers.

REACH: 137,100 on Instagram

Below are samples of social media posts from the visit. VISIT FLORIDA’s report is not yet available.



graces_adventures Ocala, Florida

just living my best country girl life in FLORIDA of all places 🤠🐾🐾 us who would have thunk it?

This is Ocala which is only 1.5hours from either Tampa or Orlando and is such a beautiful countryside part of Florida - home to the World Equestrian Centre and miles and miles of ranches so ofcourse I had to do a horse ride...

My horse was Jackson and he was beautiful 🐾

@visitflorida @ocalamarion #VisitFlorida #LoveFL #ocalamarion #floridatravel #ocalaflorida

melf_fieldding What a 2026 you are having Grace! Always looove seeing your adventures 🤠

thegingerwanderlust Amazing 🤠🐾



graces_adventures Following Lunar Vibes • Glimmers Ever...

save for a fun, adventurous Florida itinerary 🤠

I spent 3 days in @ocalamarion and what a place! ❤️ there was even more that I didn't fit in this video or didn't have time for but I've linked all my rec's below 🐾

- kayak at Rainbow River
- zipline at @zipthecanyons
- glass bottom boat, wildlife & hiking trails at @silverspringsstatepark
- horse ride with Cactus Jacks
- visit the @worldquestriancenter
- explore Downtown Ocala
- so much food! I recommend @districtbarandkitchenocala and

Boost reel

319 ❤️ 16 💬 5 🔄

March 12

Press Trip - Germany - CamperVan

The Ocala/Marion County Visitors and Convention Bureau hosted freelance outdoor journalist Alex Hufner from February 20–22, 2026, as part of a multi-destination Florida tour by campervan. A regular contributor to leading German outlets—including MYbike, CamperVans, bike-magazin.de, and the Bikers Paradise Podcast—Hufner captured content focused on leisure cycling, ecotourism, and low-impact outdoor adventure. This visit aimed to strengthen the destination’s presence in the European market by highlighting Ocala/Marion County as a premier location for international campervan travel and outdoor recreation.

REACH: Potential 530,000+ (Combined German Print, Online, and Podcast)

Below are photos from the trip shared by Alex Hufner VISIT FLORIDA’s report is not yet available.



Press Trip - Mexico - @MexTop_

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip March 27–30, 2026, for Mexican content creators Emilio Flores and Aline Alcaraz. Featuring Ocala/Marion County as part of a multi-destination Florida itinerary, the creators behind @mextop_ highlighted the destination’s premier outdoor and nature-based experiences. This collaboration supported international awareness by showcasing the region’s unique natural assets to a dedicated travel audience.

REACH: 150,000 on Instagram

Below are samples of social media posts from the visit. VISIT FLORIDA’s report is not yet available.

mextop_ Florida, USA Following ...

mextop_ 5w ¿Cenote en Estados Unidos?

1/3 quédate para llegar hasta el final de esta serie del norte de Florida.
See translation

paolasantc 5w "Así como pues?" Jajajaja morí de risa 🤔🤔🤔

1 like Reply

— View all 1 replies

wendy.beltran.71 5w Ayyy que hermosooo!! ❤️🔥

1 like Reply

125 3 March 29

Add a comment

mextop_ and visitfloridaesp Original audio

mextop_ Nos encantó descubrir @ocalamarion en nuestro último viaje.. así que aquí te comparto lo que hicimos:

1. Caminar por el downtown y conocer la famosísima tienda de dulces Grandpa Joe's
2. Comer en la terraza de District Bar and Kitchen
3. Kayak en Rainbow River, por favor haz TODO el circuito vale muchísimo la pena y entra por KP Hole
4. Cenar en @ilovemojos
5. Tirolesa en @zipthecanyons para que frenes tu solito
6. Explora con tiempo @silverspringsstatepark y haz paddle board. Si vas en Diciembre y Febrero hay manatíes y por favor haz el recorrido de 90 minutos del bote con piso de cristal está WOW
7. Por último te recomendamos la hamburguesa de Horse and Hounds
8. Y el pilón, Silver Glen Springs es como una alberquita pero es el agua más cristalina que hemos visto

Y lo mejor es que solo está a 2 horas del aeropuerto de Orlando

#ad
#VISITFLORIDA
#AmoFlorida

Boost reel

Liked by visitfloridaesp and 31.3K others
April 8

Add a comment...

Additional Earned Media - Travel + Leisure

The Ocala/Marion County Visitors and Convention Bureau, provided information to journalist, Carrie Honaker, about Rainbow Springs State Park for a Travel + Leisure article in February 2026. The article was also published on Yahoo! and MSN Travel.

REACH: 150,000 on Instagram

Below and on the next nine pages, is the article published in travel and leisure.

TRAVEL+ LEISURE

This Central Florida State Park Has Glassy, Turquoise Waters That Are 72 Degrees All Year

Rainbow Springs State Park has crystal-clear springs, hand-built waterfalls, and hidden trails teeming with wildlife.

By **Carrie Honaker** | Published on February 22, 2026

 [LEAVE A COMMENT](#)

FOLLOW FLORIDA NEWS & TIPS

In This Article

- Planning Your Visit**
- How to Get There
- Best Time to Visit
- Best Things to Do
- Must-see Wildlife and Natural Features

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

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A scenic landscape in Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

Rainbow Springs State Park's sapphire-blue waters well up from the earth with startling clarity, a living force that has drawn people here for thousands of years—from the Timucua who once gathered along its banks to modern-day visitors floating quietly above the headsprings. "The river is unbelievably clear, the kind of clear that makes it look like a swimming pool, except it's completely natural," says Jessica Heller, marketing and communications supervisor for [Ocala/Marion County](#). That glassy transparency comes courtesy of the Florida aquifer, which releases more than 400 million gallons of fresh water into the spring every day, flowing at a steady 72 degrees year-round.

Moss-draped hammocks and winding nature trails lead to ornamental gardens, constructed waterfalls, and gentle slopes, remnants of the early 20th century when this was a privately owned tourist attraction. Rich Lucy, area director with [guest services](#) at the park, likes to remind visitors that back in the '30s, it was a destination. "People went there to go fishing and swimming. They had glass-bottom boats," he says. "Luckily, it was sold to
SKIP TO CONTENT t became a state park where people can continue to enjoy it."

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

Travel + Leisure

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drifting above schools of fish, and tubers laughing downstream on summer afternoons. Lucy notes that the river's magic lies not just in the main spring but in what you can't easily see. "Ours are made up of micro springs, hundreds of thousands of these little springs spread out through the entire river. That's what makes it stay that crystal clear," he says. Add in early-spring azalea blooms that wash the gardens in pinks, purples, and whites, and it's easy to see why this place has captivated generations.

"A lot of people are hurrying," Lucy says. "Slow down and enjoy this. Enjoy the nature, because there's a lot to see if you just slow down and look."

Planning Your Visit



Visitors walking around Rainbow Springs State Park.
Credit: Irina K./Adobe Stock

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This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

Travel + Leisure

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capacity, the park closes entirely, so timing matters.

“If you go on a summer day—or even a nice weekday—get there when they open at 8,” says Lucy. “You want to find that perfect spot, whether it’s on the grass knoll or under one of the big pavilions.” Arriving early gives you time to stake out shade, organize your gear, and settle in before the crowds arrive.

Park entry is standard: \$5 per vehicle (2–8 people), \$4 for a single-occupant vehicle, and \$2 for pedestrians or cyclists. Because of high demand, Annual Entrance Passes are only sold on weekdays and non-holidays, though they can also be purchased online in advance at the [Florida State Parks website](#).

Once inside, it’s easy to turn a visit into a full, unhurried day. “Tube or paddle in the morning, grab lunch at the concessions, take a walk on the trails, and end the day with a swim at the headspring,” says Heller. Outside the state park boundaries, additional outfitters along the Rainbow River offer clear-kayak tours, pontoon rentals, and guided dives—great options if the park reaches capacity or you want a different perspective on the water.

A few insider tips can make the day smoother. If you plan to tube from the state park, note that the tubing launch has a separate entrance with limited capacity. For longer floats, nearby KP Hole Park offers VIP parking on weekends, which can be a game-changer. Disposable containers aren’t allowed on the river, so pack food and drinks in reusable containers. And if you bring your own kayak, canoe, or paddleboard, self-launches are available at both the Rainbow Springs headsprings and KP Hole Park. From KP Hole, a short paddle upstream leads to Indian Creek, one of Heller’s favorite spots: a quiet, spring-fed side creek with a sandy bottom and a distinctly tropical feel.

The park’s campground sits about six miles from the headsprings, offering river access in a quieter setting. Check-in begins at 3 p.m., and early check-in isn’t available. Campsites include water, electric, and sewer hookups, with ADA-accessible restrooms, showers, laundry, and a camp store with a wide variety of food options. Canoes and kayaks are available for rent, and pets are welcome in the campground (though not in swimming areas).

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This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

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split AC—so it's camping, but with more comfort.”

Related Stories

**This Florida State Park Feels Like North Carolina—
With Scenic Waterfalls, Hiking Trails, and a Rare Tree**



**This Florida National Park Covers 1.5 Million Scenic
Acres That Are Best Explored by Boat**



How to Get There



SKIP TO CONTENT [High Rainbow Springs State Park.](#)

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

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Rainbow Springs State Park is located in Central Florida near the town of Dunnellon, about 30 minutes southwest of [Ocala](#), 90 minutes north of Tampa, and roughly two hours from [Orlando](#). Visitors should note that the park has three separate entrances depending on activities. The main headsprings day-use area at 19158 S.W. 81st Place Road provides access to the spring itself, swimming, historic gardens, seasonal dining, and paddle rentals, though it often reaches capacity on summer weekends and holidays. The campground entrance, located at 18185 S.W. 94th Street, is reserved for registered campers with reservations and requires a gate code on arrival day. Seasonal tubing operates from a separate entrance at 10830 S.W. 180th Avenue Road, managed by the park's concessionaire.

Best Time to Visit



Steps going into clear water at Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

SKIP TO CONTENT

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

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warm weather. Heller notes that tubing runs on weekends from April to Memorial Day, daily from Memorial Day through Labor Day, and again on weekends through September. With that popularity comes crowds: during peak months, the park often reaches capacity by mid-morning. Spring and fall strike a quieter note, while winter offers the calmest experience for hiking, paddling, and wildlife viewing. Just plan ahead if camping, as sites fill far in advance year-round.

Best Things to Do



Canoes docked near a water entry point at Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

Birding

A standout stop on the [Great Florida Birding and Wildlife Trail](#), even casual notice the birdlife almost immediately. Wading birds stalk the

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This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

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echoed by park staff—especially in the quieter morning hours when songbirds and owls are most active.

Hiking and Waterfall Walks

The park's trails range from gentle garden strolls to longer nature hikes through oaks and sandhill communities. Paved walkways wind past magnolias and three historic waterfalls, with benches placed for lingering. "The waterfalls were built in the mid-1900s, but they blend beautifully into the landscape and make for a fun discovery," says Heller. Lucy encourages visitors to explore deeper: "See the waterfalls, but also check out the old zoo site, even remnants from the phosphate mining days. There's a lot of history back there if you know where to look." Uneven surfaces and steep grades mean sturdy shoes are a good idea.

Paddling the Rainbow River

Heller and Lucy cite kayaking or canoeing as one of the most immersive ways to experience the park. Moss-draped cypress trees frame the river, and wildlife sightings are common. Rentals are available inside the park, while private vessels can be launched with a short portage.

Snorkeling and Swimming

Snorkeling is allowed within the buoyed swimming area at the headsprings, where visibility is exceptional. "The headspring itself is a beautiful swimming spot," says Heller. "It's clear, calm, framed by lush greenery—it really does look like something out of a postcard." The water stays a constant 72 degrees year-round, but depths exceed 10 feet, and there are no lifeguards, so caution is key.

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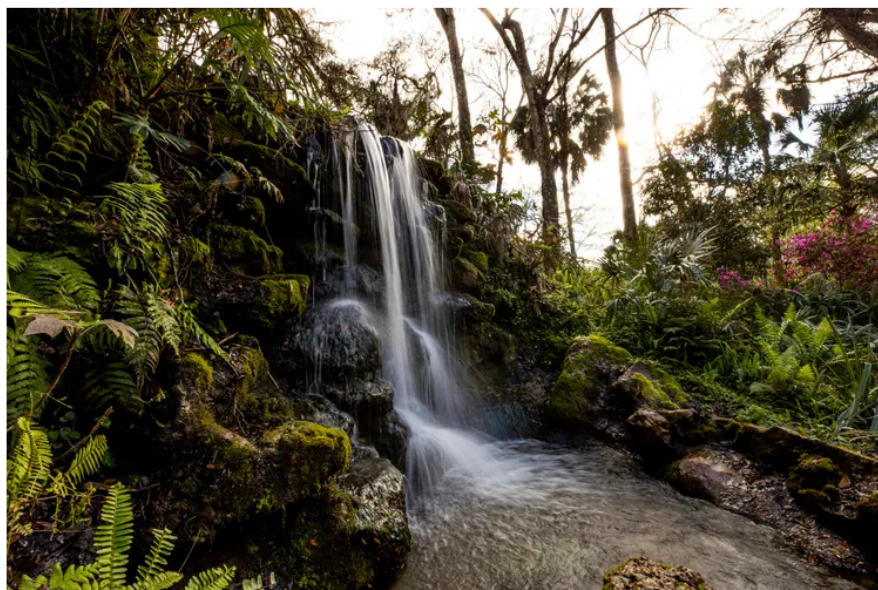
This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

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longer options available from nearby KP Hole Park. First-timers should double-check directions—the tubing entrance is about nine miles from the headsprings—and arrive early during peak season.

Must-see Wildlife and Natural Features



A waterfall in the Rainbow Springs State Park.
Credit: Patrick Connolly/Orlando Sentinel/Tribune News Service via Getty Images

Wildlife viewing is woven into nearly every corner of Rainbow Springs State Park, from the river's clear, slow-moving current to the shaded backcountry trails. Along the water, keep an eye out for wood ducks gliding past the banks, turtles basking on logs, and fish moving effortlessly through the spring run. On land, the park's quieter trails offer chances to spot fox squirrels and gopher tortoises, while overhead, the calls of hawks, owls, swallow-tailed kites, eagles, pileated woodpeckers, and bright red cardinals

SKIP TO CONTENT tant soundtrack.

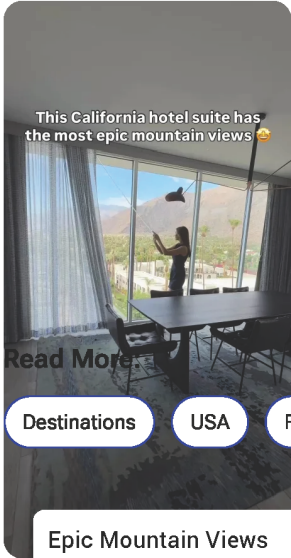
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honestly don't think I've ever been on the river and not seen them. They're playful, curious, and seem to pop up when you least expect it."

Beyond wildlife, the park's ornamental gardens and hand-built waterfalls are living reminders of its past as a private attraction. Renovated and thoughtfully replanted, they shine brightest in early spring before Florida's summer heat sends them dormant.

TOP TRAVEL SHORTS



This California hotel suite has the most epic mountain views 🏔️

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Destinations USA Florida

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TAKE OFF WITH THE MOUNTAINS

The Only Commercial Airport Inside a U.S. National Park

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Is This the Best New Resort on Florida's Gulf Coast

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Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Family Destinations Guide	These 10 Quiet Florida Towns Will Make You Want To Slow Down	1,196,112
Yahoo! Sports, KLST-TV	Two local lakes selected for 2026 Bass Pro Tour (2 articles)	23,981,227
MSN.com, Miami Herald, Sacramento Bee, Kansas City Star, Charlotte Observer, Star-Telegram, NewsBreak, News & Observer	Skip The Crowds: 5 Underrated Spring Break Destinations For Families (9 articles)	126,276,430
MSN.com, Travel + Leisure, Yahoo! Malaysia News	This Central Florida state park has glassy, turquoise waters that are 72 degrees all year (3 articles)	110,891,397
MSN.com, Yahoo! Life, Islands Magazine	America's National Forests With The Most Uniquely Beautiful Trees (3 articles)	105,649,778
AOL, Yahoo! Life	6 Florida Coastal Towns For A Spring Break That's Actually Relaxing (2 articles)	32,923,163
NewsBreak, TravelPulse.com	Florida Huddle Signals Another Strong Year for Tourism in Sunshine State (2 articles)	16,809,251
ChatSports, News Usa Today, Fooshya	2026 BIG EAST Swim & Dive Championships Articles (7 articles)	278,944
Jump Media	World Equestrian Center – Ocala Event Results (9 articles)	14,242
352Today, WINDFM	Marion Cultural Alliance Celebrates 25 Years, Anniversary of 'Horse Fever' Public Art (2 articles)	71,773
Travel Extra	KEY takeaways from Florida Huddle 2026 in Orlando (2 articles)	59,800
fww	Wie sich Floridas Geheimtipps positionieren	50,681
NewsBreak	Orange Lake water level will determine complexion of Heavy Hitters	16,621,169
Equenews International	Molly Ashe Cawley & Berndin Return to the Top in the \$32,000 Budweiser Grand Prix Qualifier CSI2*	5,954
Sports Destination Management	MLF announces 2026 Bass Pro Tour Schedule	7,445
NBC News New York	Live more 'Floridays'	1,691,501
Sports Destination Management	Major League Fishing Reveals Rogers, Arkansas as Bass Pro Tour Stage 5 Venue in 2026	8,165
Panrotas, Mercado & Eventos, Catraca Livre, Qual Viagem, Turisnews, and others	Brazil: What's New 2026 Press Release (13 articles)	5,615,870
Nau.ch, Florida Sun Magazine, TourExpi Online	Germany: What's New 2026 Press Release (3 articles)	1,611,051
Radio Fórmula, Mercado & Eventos, TravelPulse, Travel Extra, Grupo Fórmula	Huddle 2026 / Tradeshow Marketplace (6 placements)	821,581
Infotravel, Mistertravel, Ce que pensent les Hommes, Voyager Pratique, Partir Magazine	France: What's New 2026 Press Release (5 articles)	91,788

*Notation: The Media Value Equivalent totals **\$4,589,732.88** for January-March 2026. The total reach is **444,677,322**.*

SOCIAL MEDIA

Overview

 @ocalamarion

 Ocala/Marion County, Florida

 ocalamarion







 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, January 1 - March 31, 2026, to the previous quarter (October 1 -December 31, 2025).

Performance Summary

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

Impressions 7,760,340 ↗ 75.8%	Engagements 192,720 ↗ 22.7%	Post Link Clicks 52,297 ↗ 39.3%
Engagement Rate (per Impression) 2.5% ↘ 30.4%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period	288,657	1,450	262	7,760,340	192,720	2.5%
Jan 1, 2026 – Mar 31, 2026	↗ 0.5%	↗ 11.5%	↗ 40.1%	↗ 75.8%	↗ 22.7%	↘ 30.4%
Compare To	287,355	1,300	187	4,414,054	157,082	3.5%
Oct 3, 2025 – Dec 31, 2025						
 Ocala/Marion County	3,002	7	45	2,664	210	7.9%
 Ocala/Marion County	652	38	7	3,327	623	18.7%
 Ocala/Marion County, FL	23,819	431	123	496,474	5,435	1.1%
 Ocala/Marion County, Florida	259,591	928	82	7,257,875	185,393	2.6%
 Ocala/Marion County, Florida	1,282	6	1	N/A	N/A	N/A
 ocalamarion	311	40	4	N/A	1,059	N/A

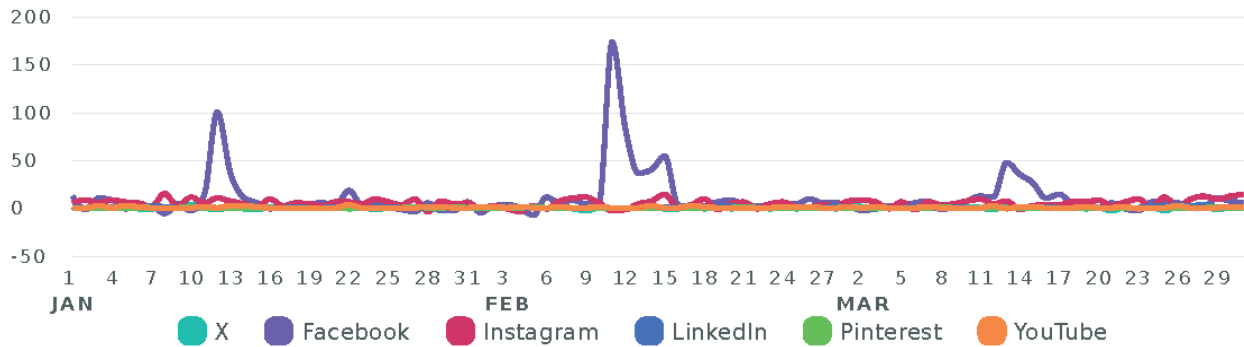
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.

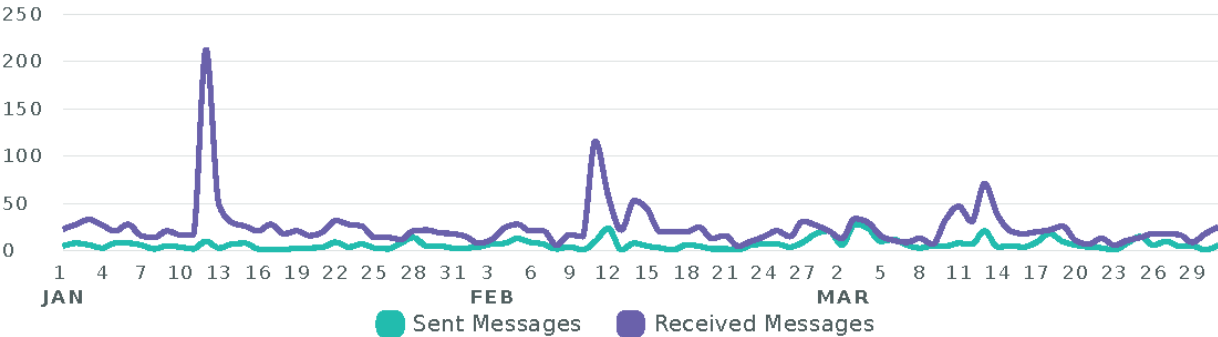


Audience Metrics	Totals	% Change
Audience	288,657	↗ 0.5%
Net Audience Growth	1,450	↗ 11.5%
X Net Follower Growth	7	↘ 36.4%
Facebook Net Follower Growth	928	↘ 3.2%
Instagram Net Follower Growth	431	↗ 69.7%
LinkedIn Net Follower Growth	38	↘ 24%
Pinterest Net Follower Growth	6	↗ —
YouTube Net Subscriber Growth	40	↗ 53.8%

Overview: Messages

Message Volume

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



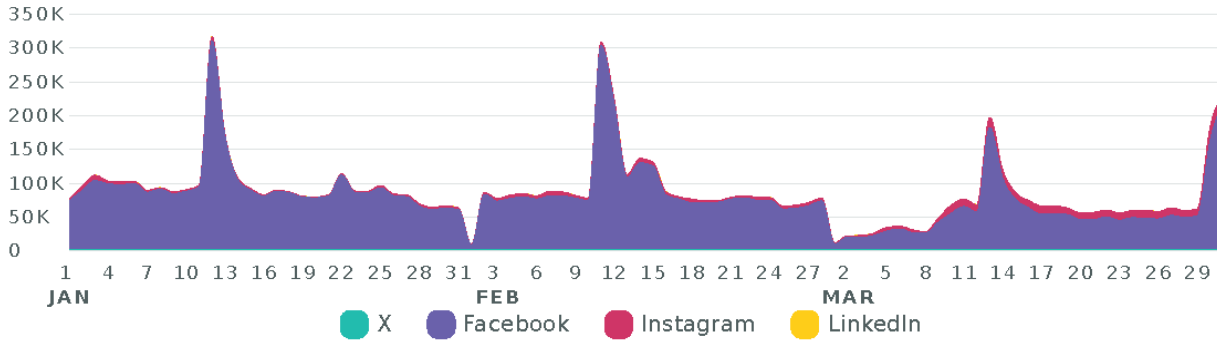
Sent Messages Metrics	Totals	% Change
Total Sent Messages	522	↗ 25.8%
X Sent Messages	45	↗ 66.7%
Facebook Sent Messages	131	↗ 48.9%
Instagram Sent Messages	332	↗ 33.3%
LinkedIn Sent Messages	8	↘ 27.3%
Pinterest Sent Messages	2	↘ 93.8%
YouTube Sent Messages	4	↘ 50%



Overview: Impressions

Impressions

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



Impression Metrics	Totals	% Change
Impressions	7,760,340	↗ 75.8%
X Impressions	2,664	↗ 27.9%
Facebook Views	7,257,875	↗ 84.2%
Instagram Views	496,474	↗ 6.4%
LinkedIn Impressions	3,327	↘ 21.9%

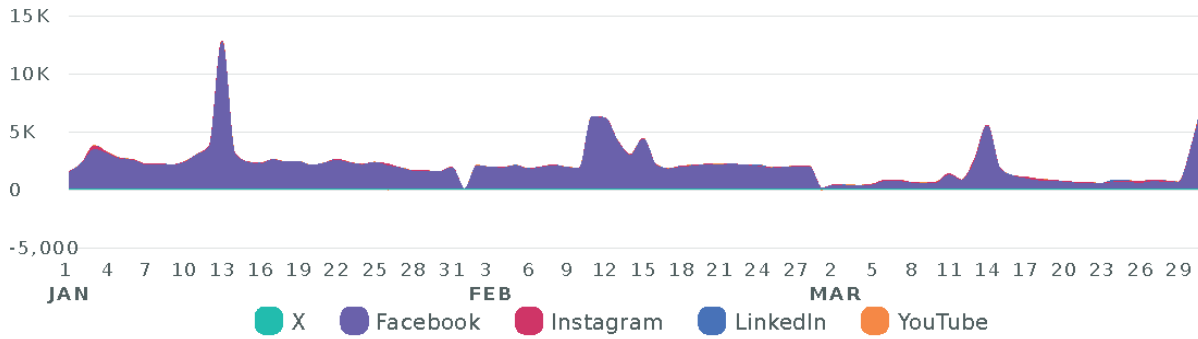


Overview: Engagements



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	192,711	↗ 22.7%
X Engagements	213	↗ 31.5%
Facebook Engagements	185,393	↗ 21.9%
Instagram Engagements	5,435	↗ 54.2%
LinkedIn Engagements	623	↘ 27.1%
YouTube Engagements	1,047	↗ 111.1%

Instagram




Instagram Performance Summary

Views 496,474 ↗ 6.4%	Organic Views 192,680 ↘ 10.1%	Paid Views 303,794 ↗ 20.3%
Engagement Rate (per View) 1.5% ↗ 86.9%	Organic Engagement Rate (per View) 2.8% ↗ 71.5%	Paid Engagement Rate (per View) 0.7% ↗ 486.3%
Engagements 7,622 ↗ 98.7%	Organic Engagements 5,435 ↗ 54.2%	Paid Engagements 2,187 ↗ 605.5%


Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Jan 1, 2026 – Mar 31, 2026	23,819 ↗ 1.8%	431 ↗ 69.7%	123 ↗ 48.2%	496,474 ↗ 6.4%	192,680 ↘ 10.1%	303,794 ↗ 20.3%
Compare To Oct 3, 2025 – Dec 31, 2025	23,388	254	83	466,775	214,292	252,483
Ocala/Marion County, FL	23,819	431	123	496,474	192,680	303,794

Instagram


Top Posts

 **ocalamarion**
Tue 3/17/2026 1:04 pm...


Keepin' it green for St. Patrick's Day 🍀
...




Engagements	636
Likes	543
Comments	6
Shares	43
Saves	44

 **ocalamarion**
Fri 1/2/2026 8:26 pm EST


2025 brought us the spectacular I-75 Gateway Signage which proudly...



Engagements	482
Likes	388
Comments	23
Shares	55
Saves	16

 **ocalamarion**
Tue 3/10/2026 12:41 p...

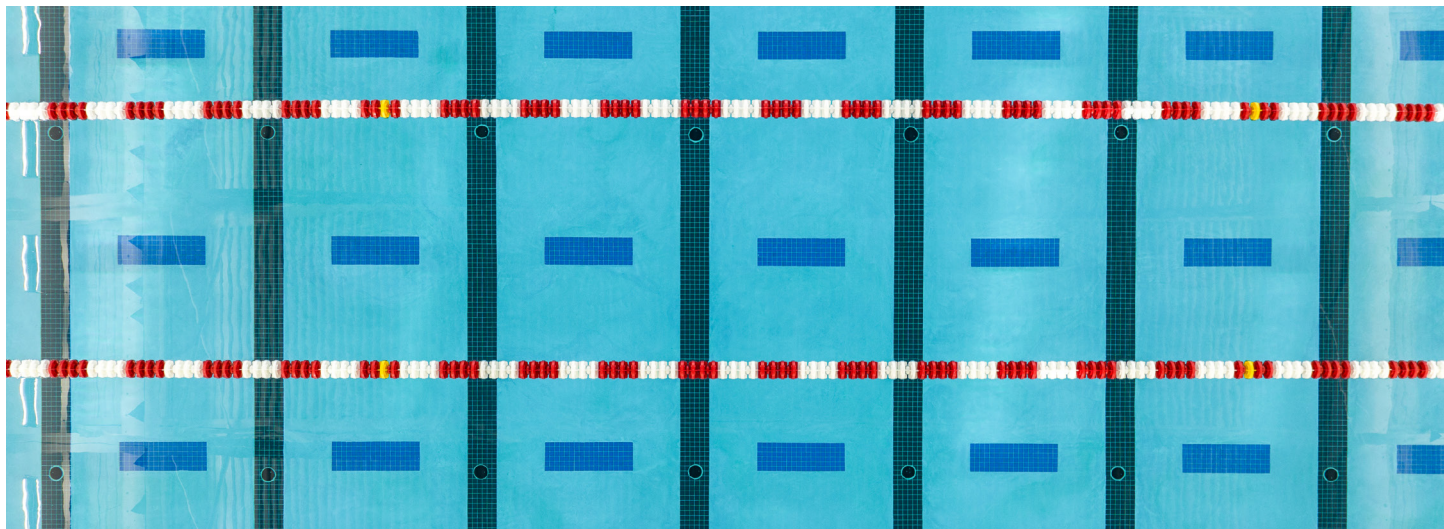
Nothing beats "Florida Time" at Swampy's Bar & Grille. Whether you're stopping b...



Engagements	264
Likes	155
Comments	9
Shares	76
Saves	24

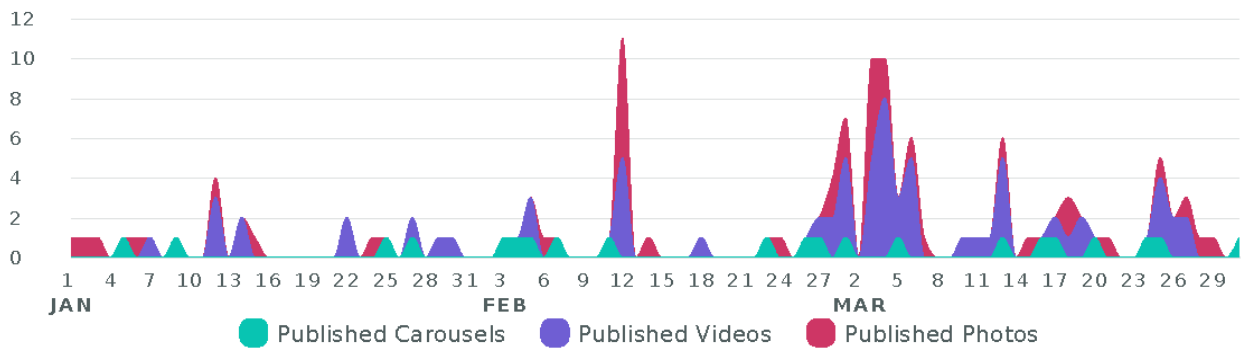


Instagram: Publishing



Publishing Behavior

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

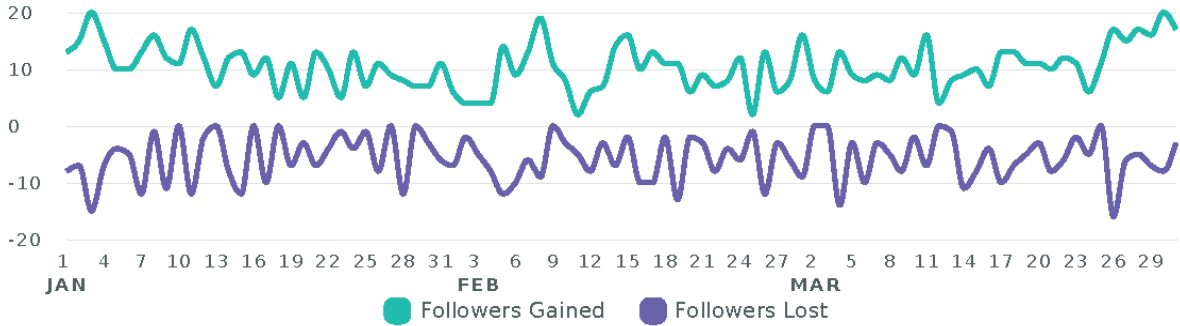


Publishing Behavior by Content Type	Totals	% Change
Published Posts	123	↗ 48.2%
Published Carousels	21	↗ 90.9%
Published Videos	64	↗ 60%
Published Photos	38	↗ 18.8%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



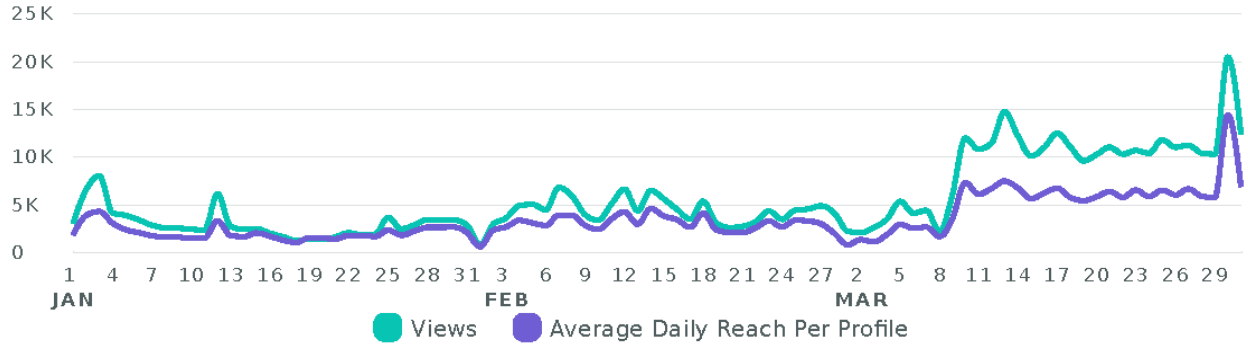
Audience Metrics	Totals	% Change
Followers	23,819	↗ 1.8%
Net Follower Growth	431	↗ 69.7%
Followers Gained	944	↗ 28.1%
Followers Lost	513	↗ 6.2%



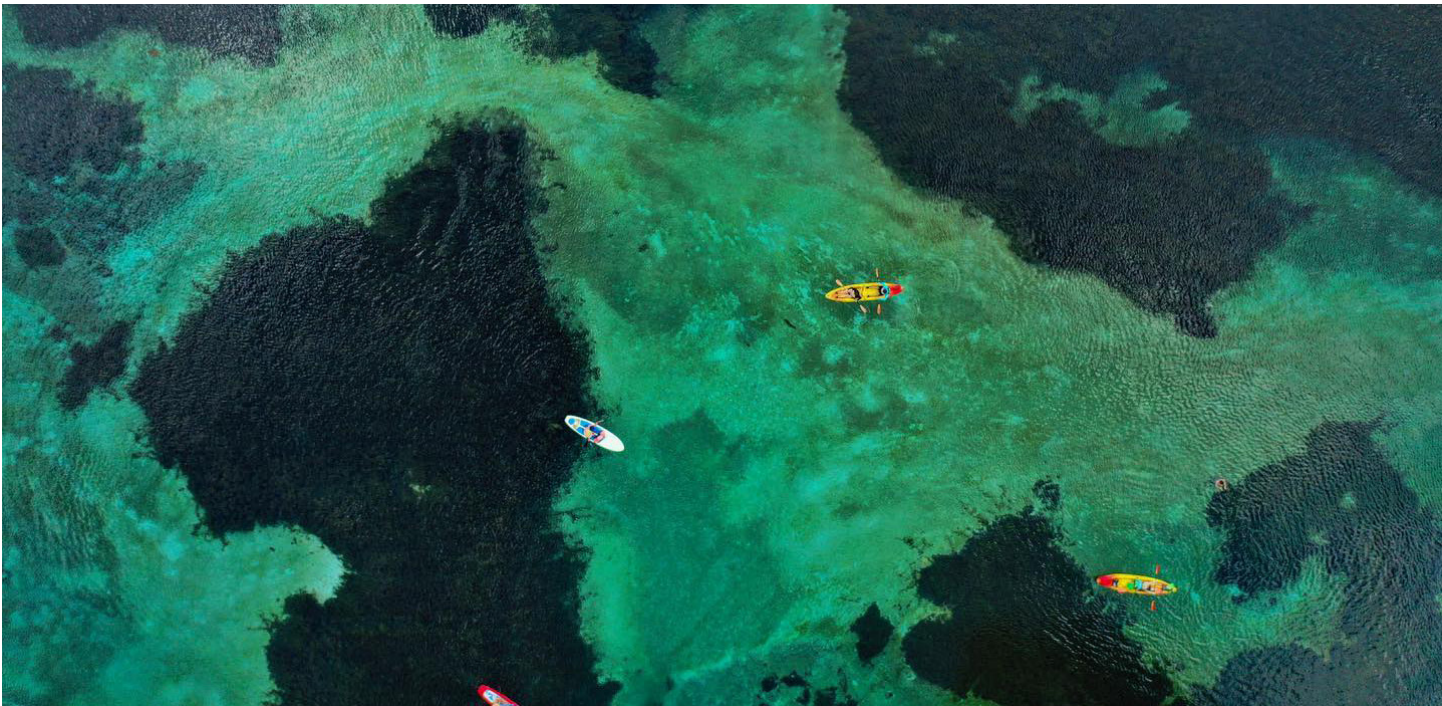
Instagram: Views

Views

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



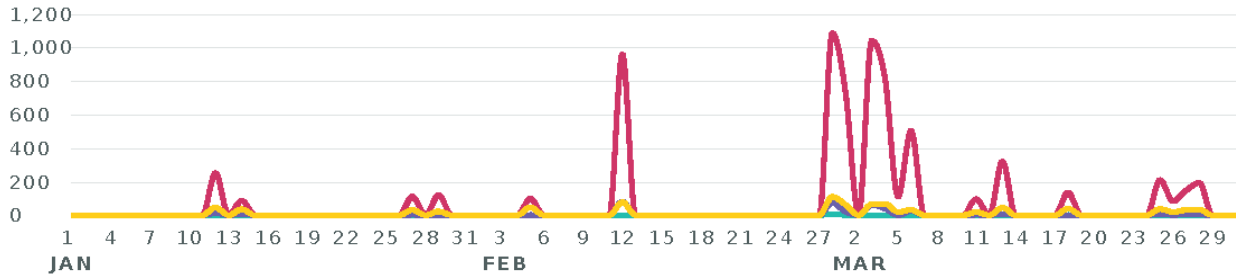
Views Metrics	Organic	Paid	Totals	% Change
Views	192,680 ↘ 10.1%	303,794 ↗ 20.3%	496,474	↗ 6.4%
Average Daily Reach per Profile	N/A	N/A	3,427.99	↗ 43.9%



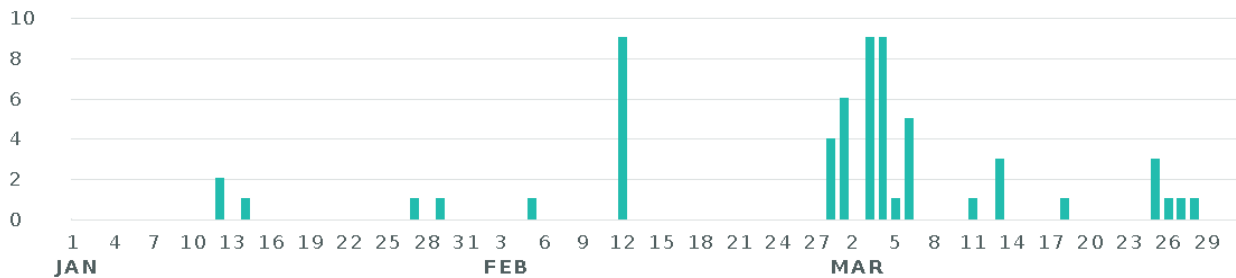
Instagram: Stories

Stories Performance

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



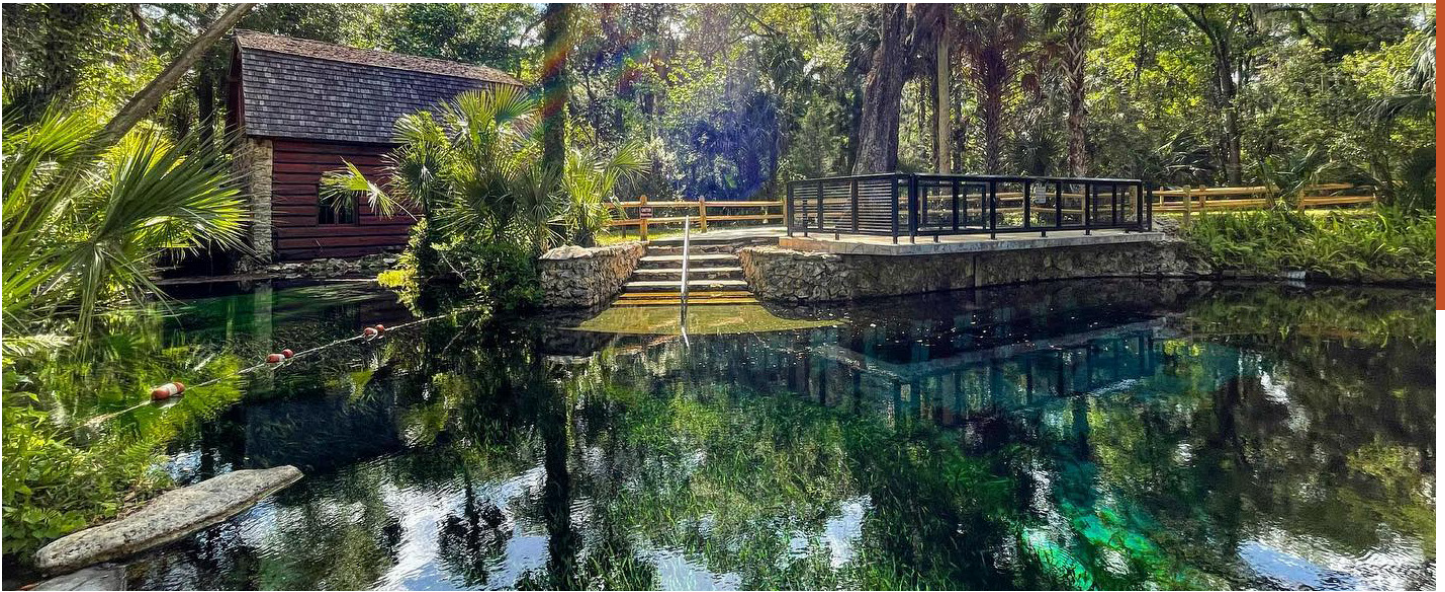
● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits



● Published Stories

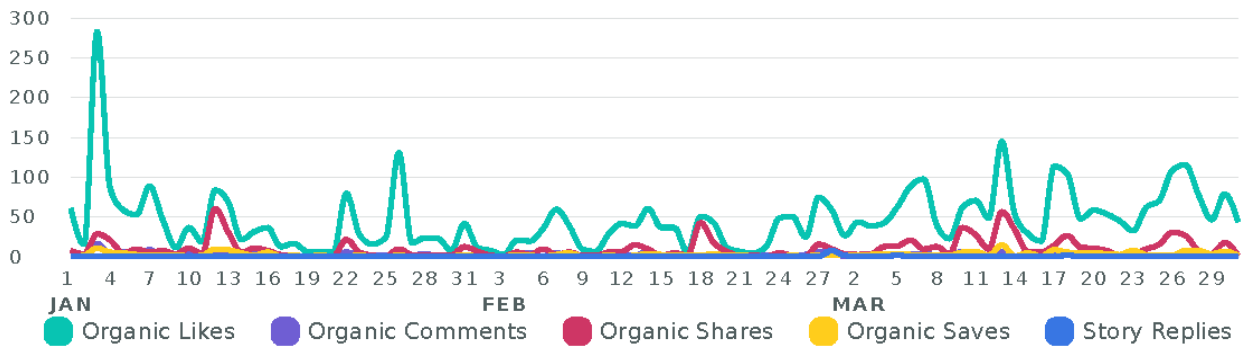
Story Metrics	Totals	% Change
Published Stories	60	↗ 46.3%
Story Replies	10	↗ 900%
Story Taps Back	352	↘ 22.5%
Story Taps Forward	7,091	↘ 8%
Story Exits	830	↘ 8.4%
Story Views	10,453	↘ 32.3%
Average Reach per Story	151.77	↘ 53.3%

Instagram: Engagement



Engagements

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

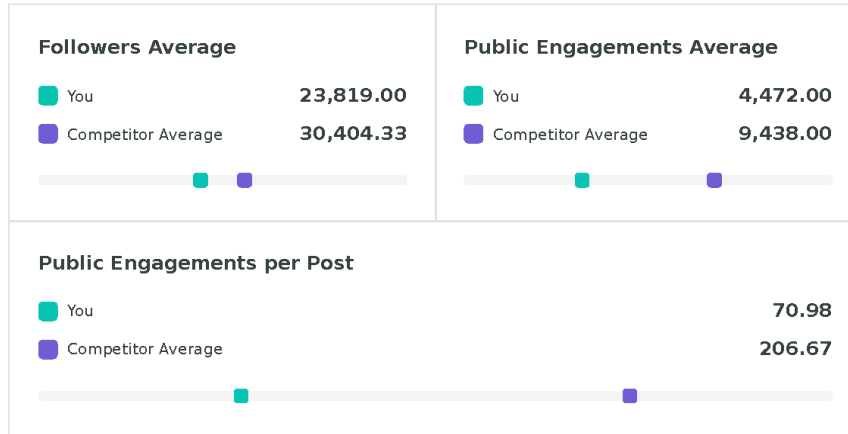


Engagement Metrics	Totals	% Change
Organic Engagements	5,435	↗ 54.2%
Organic Likes	4,175	↗ 44.9%
Organic Comments	186	↗ 100%

Instagram: Competitors

Summary

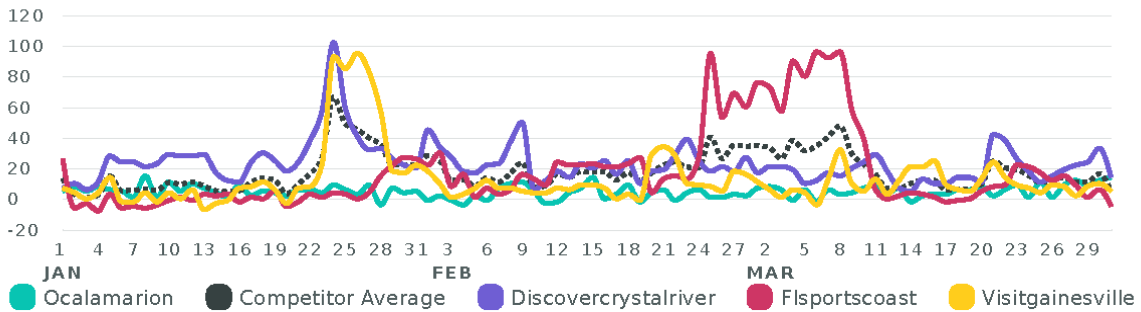
Compare your profile performance to your competitors.



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	23,819.00	431.00	1.84%
Competitor Average	30,404.33	1,628.67	5.66%
discovercrystalriver	44,082	2,084	4.96%
visitgainesville	24,134	1,149	5.00%
ocalamarion	23,819	431	1.84%
flsportscoast	22,997	1,653	7.74%

Facebook




Performance Summary

Views 7,257,875 ↗ 84.2%	Organic Views 1,582,816 ↗ 27.3%	Paid Views 5,675,059 ↗ 110.3%
Engagement Rate (per View) 2.6% ↘ 33.8%	Organic Engagement Rate (per View) 3.1% ↘ 41.9%	Paid Engagement Rate (per View) 2.4% ↘ 24.7%
Post Link Clicks 51,737 ↗ 40.7%	Organic Post Link Clicks 824 ↗ 155.1%	Paid Post Link Clicks 50,913 ↗ 39.7%
Engagements 185,393 ↗ 21.9%	Organic Engagements 48,519 ↘ 26%	Paid Engagements 136,874 ↗ 58.3%

Page ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Jan 1, 2026 – Mar 31, 2026	259,591 ↗ 0.3%	928 ↘ 3.2%	82 ↗ 82.2%	7,257,875 ↗ 84.2%	1,582,816 ↗ 27.3%	5,675,059 ↗ 110.3%
Compare To Oct 3, 2025 – Dec 31, 2025	258,811	959	45	3,940,934	1,242,985	2,697,949
Ocala/Marion County, Florida	259,591	928	82	7,257,875	1,582,816	5,675,059


Facebook

Top Posts


 **f Ocala/Marion ...**
 Mon 3/9/2026 2:35 pm...

This isn't just a getaway — it's your reset button.
 ...


Ocala/Marion County...




Engagements	33,178
Reactions	327
Comments	13
Shares	8
Post Link Clicks	29,216
Other Post Clicks	3,614

 **f Ocala/Marion ...**
 Mon 1/12/2026 11:43 a...


We are so excited to announce the Country is returning to Ocala County this year at the Florida



Engagements	12,861
Reactions	922
Comments	361
Shares	226
Post Link Clicks	647
Other Post Clicks	10,705

 **f Ocala/Marion ...**
 Wed 2/11/2026 8:29 a...

Visit Rainbow Springs State Park and Silver Springs State Park this weekend for FREE...



Engagements	12,395
Reactions	1,839
Comments	203
Shares	511
Post Link Clicks	4
Other Post Clicks	9,838



Facebook: Publishing

Publishing Behavior

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



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

Publishing Behavior by Content Type	Totals	% Change
Published Posts	82	↗ 82.2%
Published Videos	32	↗ 166.7%
Published Photos	37	↗ 68.2%
Published Links	12	↗ 9.1%
Published Text	1	↗ —

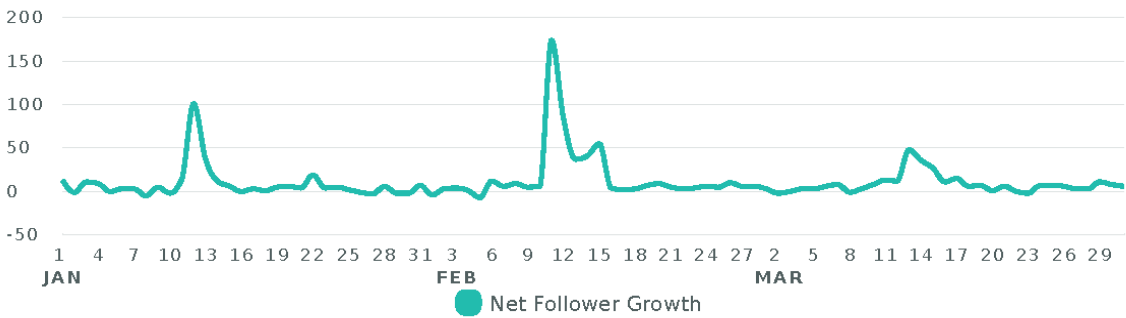


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.



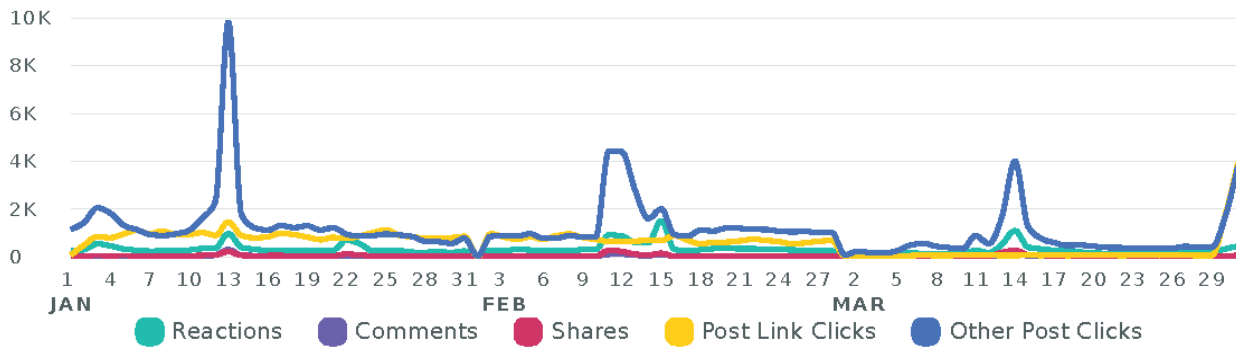
Audience Metrics	Totals	% Change
Followers	259,591	↗ 0.3%
Net Follower Growth	928	↘ 3.2%

Facebook: Engagement



Engagements

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



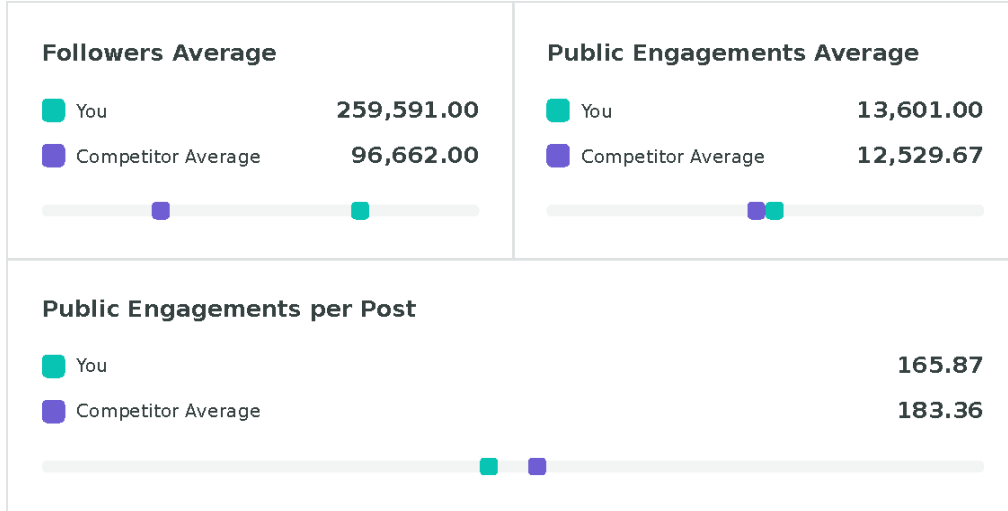
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	48,519 ↘ 26%	136,874 ↗ 58.3%	185,393	↗ 21.9%
Reactions	10,024 ↗ 2.7%	16,300 ↗ 121.2%	26,324	↗ 53.6%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	1,115 ↗ 37.5%	499 ↗ 56.9%	1,614	↗ 43%
Shares	1,821 ↗ 67.8%	1,100 ↗ 91.6%	2,921	↗ 76.1%
Post Link Clicks	824 ↗ 155.1%	50,913 ↗ 39.7%	51,737	↗ 40.7%
Other Post Clicks	34,735 ↘ 35.2%	68,062 ↗ 63%	102,797	↗ 7.8%

Facebook: Competitors

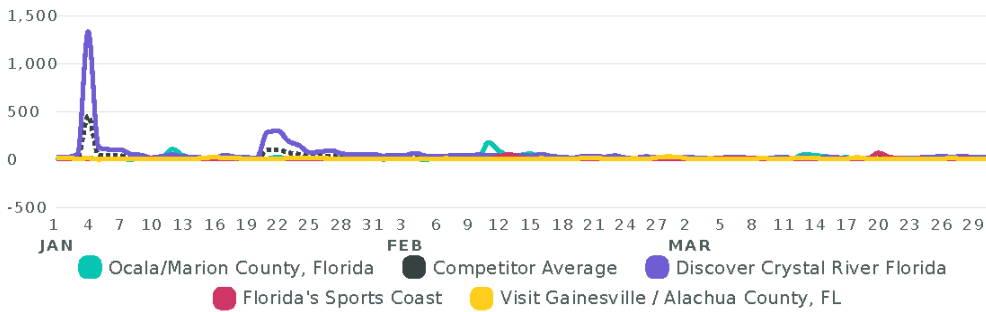
Summary

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	259,591.00	928.00	0.36%
Competitor Average	96,662.00	1,664.33	1.75%
Ocala/Marion County, Florida	259,591	928	0.36%
Discover Crystal River Florida	214,766	4,556	2.17%
Visit Gainesville / Alachua County, FL	49,340	230	0.47%
Florida's Sports Coast	25,880	207	0.81%



Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,664 ↗ 27.9%	Engagements 210 ↗ 29.6%	Post Link Clicks 13 ↘ 27.8%
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Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	3,002	7	45	2,664	210	13
Jan 1, 2026 - Mar 31, 2026	↗ 0.2%	↘ 36.4%	↗ 66.7%	↗ 27.9%	↗ 29.6%	↘ 27.8%

Compare To	2,995	11	27	2,083	162	18
Oct 3, 2025 - Dec 31, 2025						

Ocala/Marion County	3,002	7	45	2,664	210	13
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Top Posts

<p>Did you know March is the final month of #ManateeSeason? Make...</p> <p>Engagements 20</p> <p>Likes 3</p> <p>@Replies 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p> <p>Other Engagements 10</p>	<p>Happy #WorldWildlifeDay 🌿🐢🌸 #OcalaMarion is lucky that so many diverse...</p> <p>Engagements 19</p> <p>Likes 3</p> <p>@Replies 10</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 5</p> <p>Other Engagements 0</p>	<p>Paddling over clear waters for a clear mind 🌊😌</p> <p>Engagements 16</p> <p>Likes 1</p> <p>@Replies 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 8</p> <p>Other Engagements 6</p>
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X: Publishing



Publishing Behavior

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



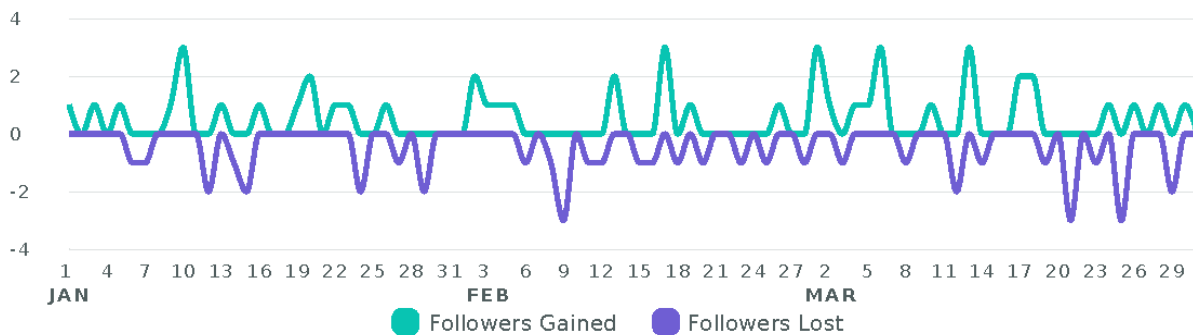
Publishing Behavior by Content Type	Totals	% Change
Published Posts	45	↗ 66.7%
Published Videos	4	↗ 300%
Published Photos	29	↗ 61.1%
Published Links	12	↗ 50%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

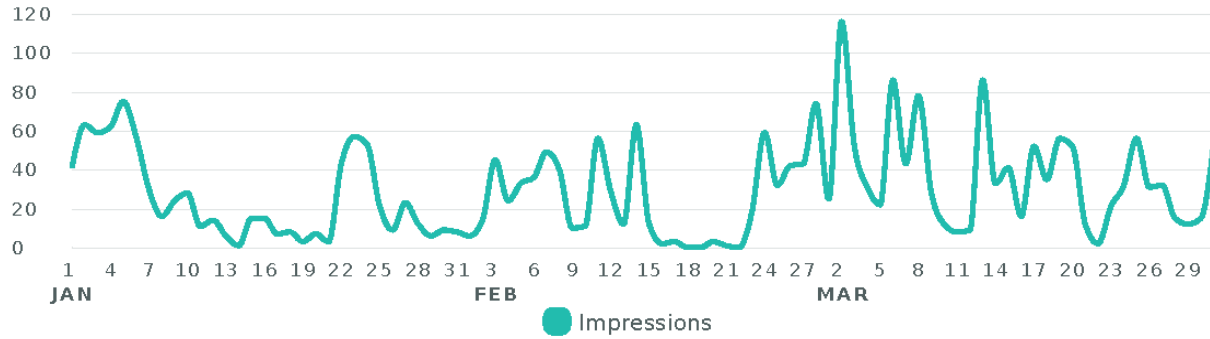


Audience Metrics	Totals	% Change
Followers	3,002	↗ 0.2%
Net Follower Growth	7	↘ 36.4%
Followers Gained	48	↘ 17.2%
Followers Lost	41	↘ 12.8%
Following	4,143	↘ 0.6%

X: Impressions

Impressions

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



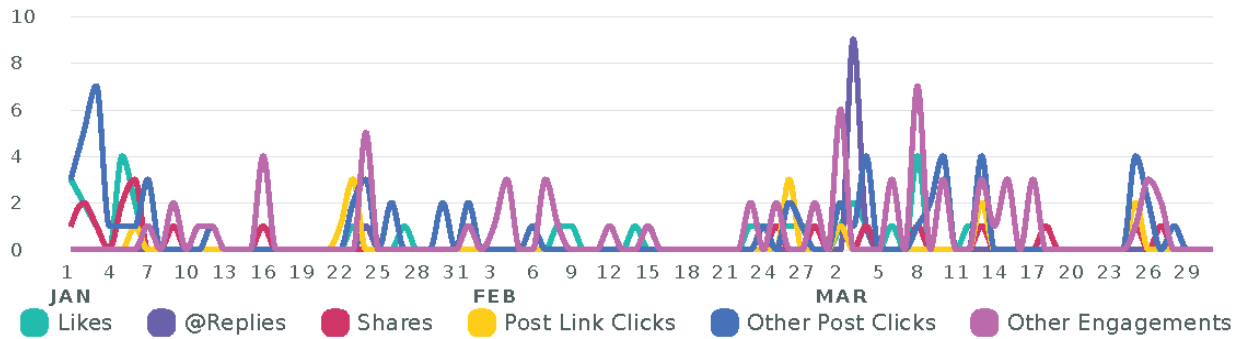
Impression Metrics	Totals	% Change
Impressions	2,664	↗ 27.9%



X: Engagement

Engagements

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



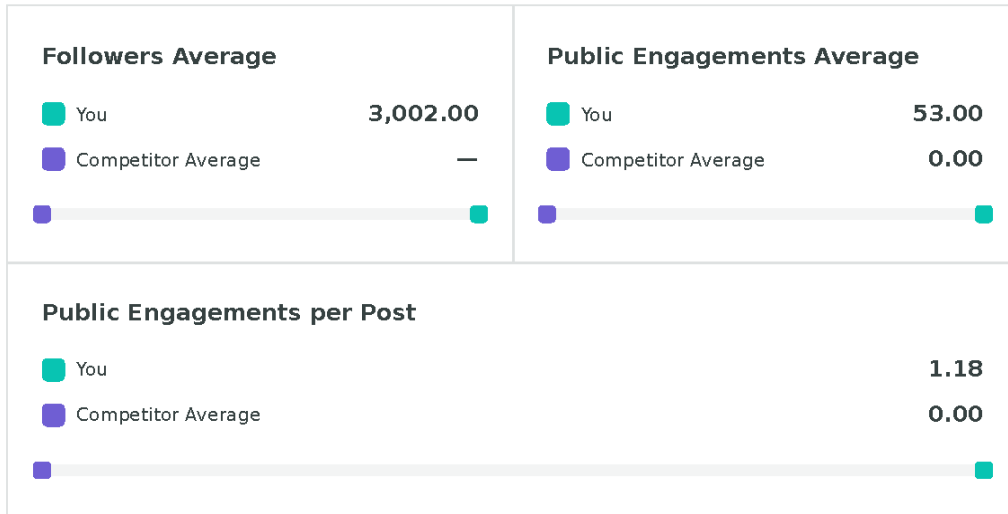
Engagement Metrics	Totals	% Change
Engagements	213	↗ 31.5%
Likes	40	↘ 7%
@Replies	11	↗ —
Shares	20	↗ 150%
Other Post Clicks	63	↘ 31.5%
Other Engagements	66	↗ 6,500%



X: Competitors

Summary

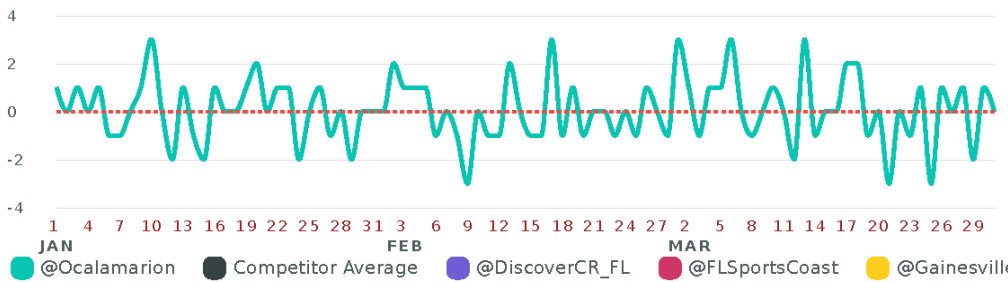
Compare your profile performance to your competitors.



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	3,002.00	7.00	0.23%
Competitor Average	—	—	—
@ocalamarion	3,002	7	0.23%
@FLSportsCoast	—	—	—
@Gainesville	—	—	—
@DiscoverCR_FL	—	—	—

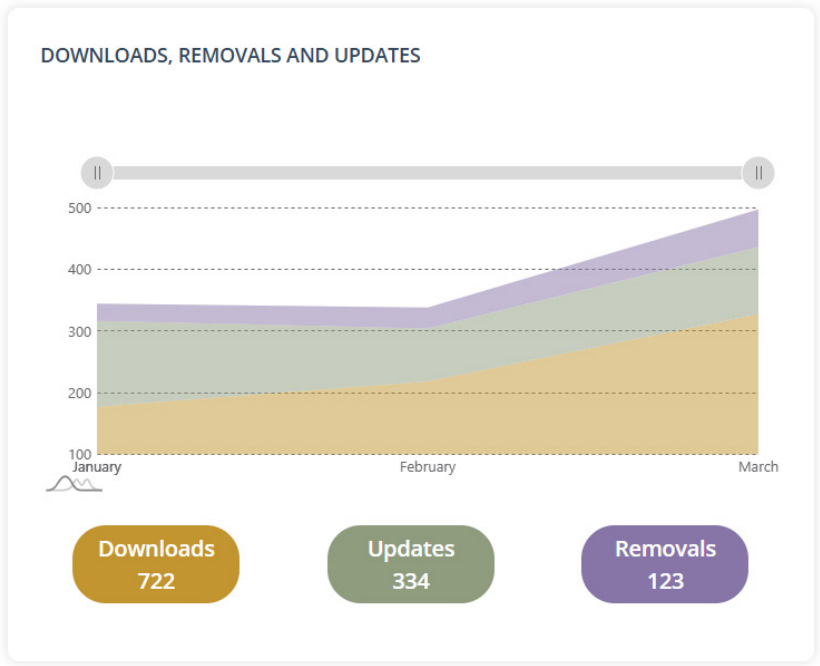
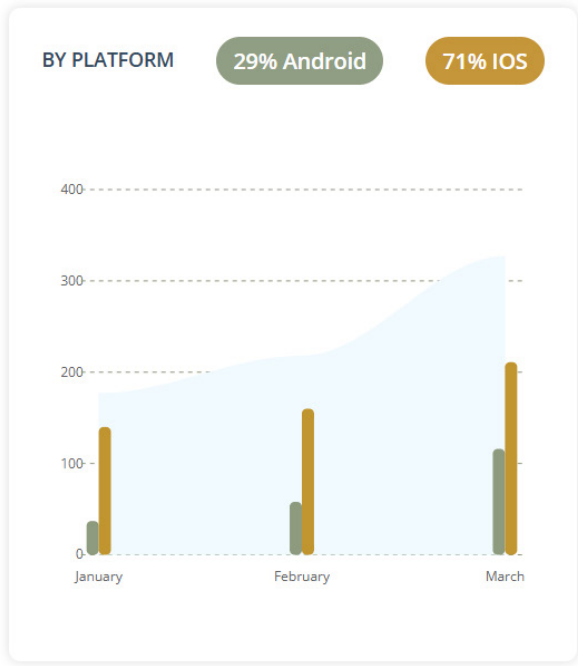
App: OcalaMarion Travel Guide

Below and on the following page is reporting for **January 1- March 31, 2026** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

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



App



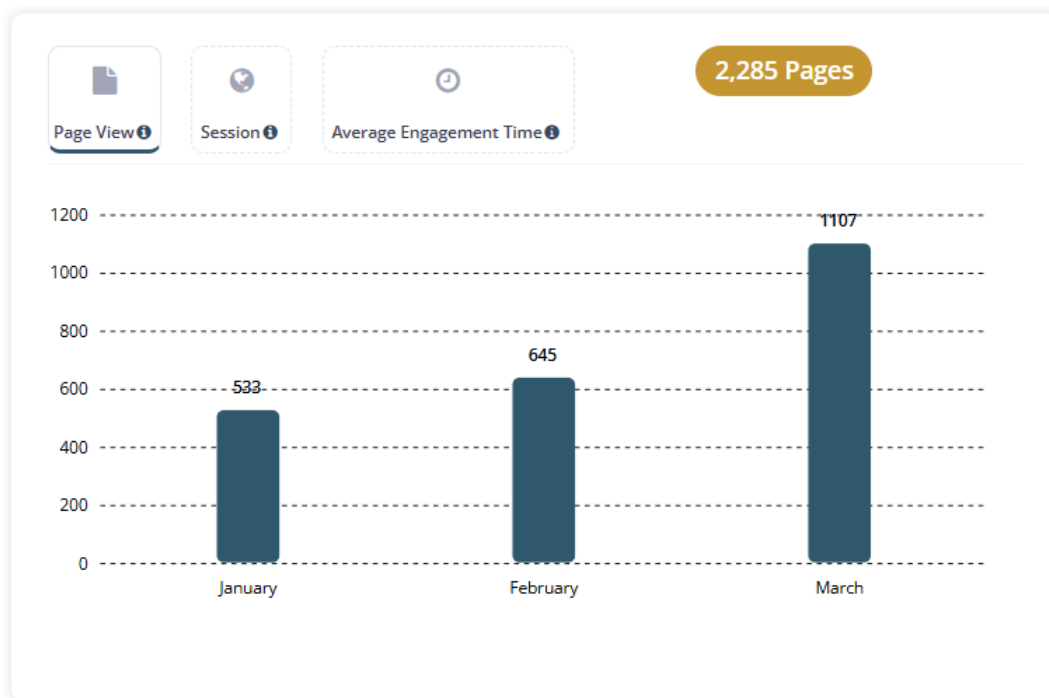
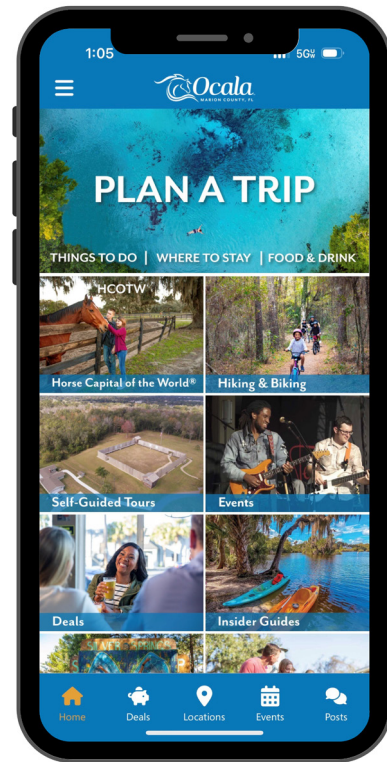
App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
2,281

Page Name	# of views
Home Screen	629
Splash Screen	388
Event Detail Screen	322
Location Screen	300
Events Screen	122
Deal Screen	115
Location List Screen	103



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, 2025- March 31, 2026.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **2,050,778**
 Engagements: **24,735**
 Post Link Clicks: **2,960**

YouTube

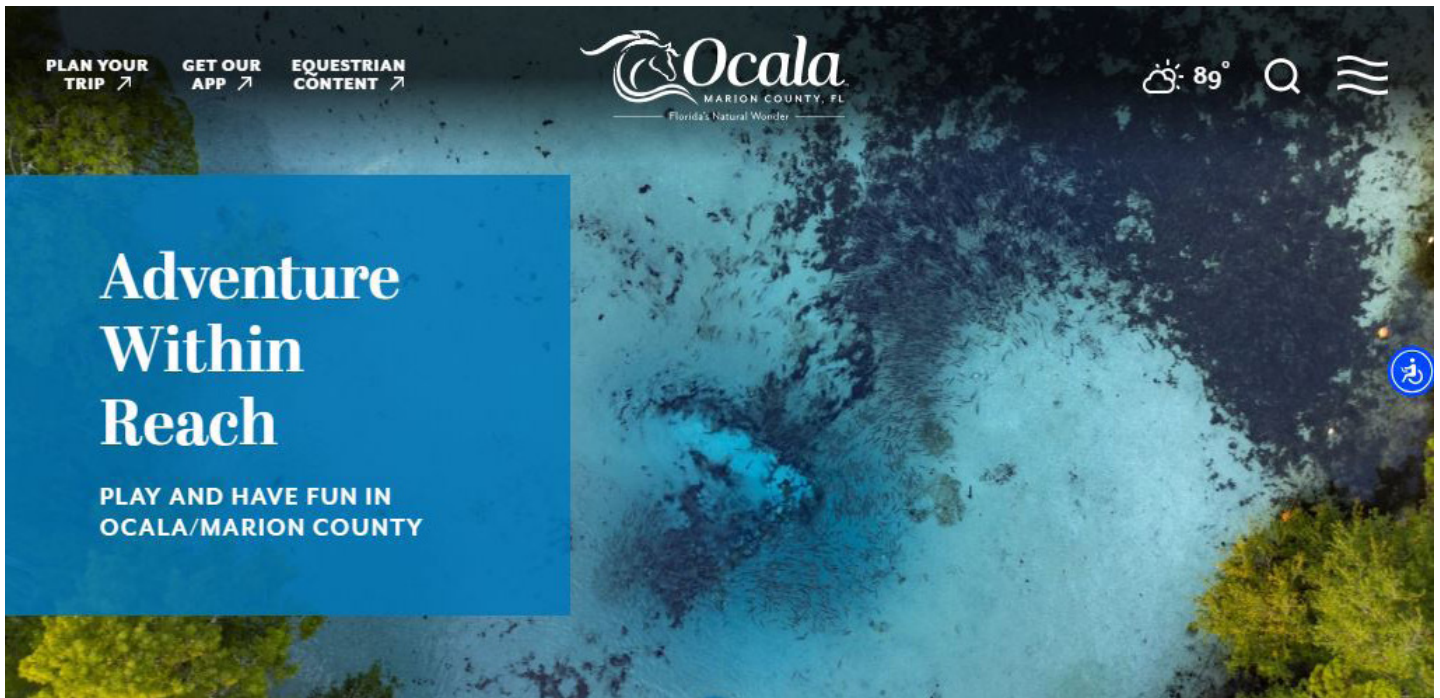
Published full episodes performance on YouTube.

Impressions: **53,911**
 Views: **190,488**
 Watch Time: **1,490.9 hrs**

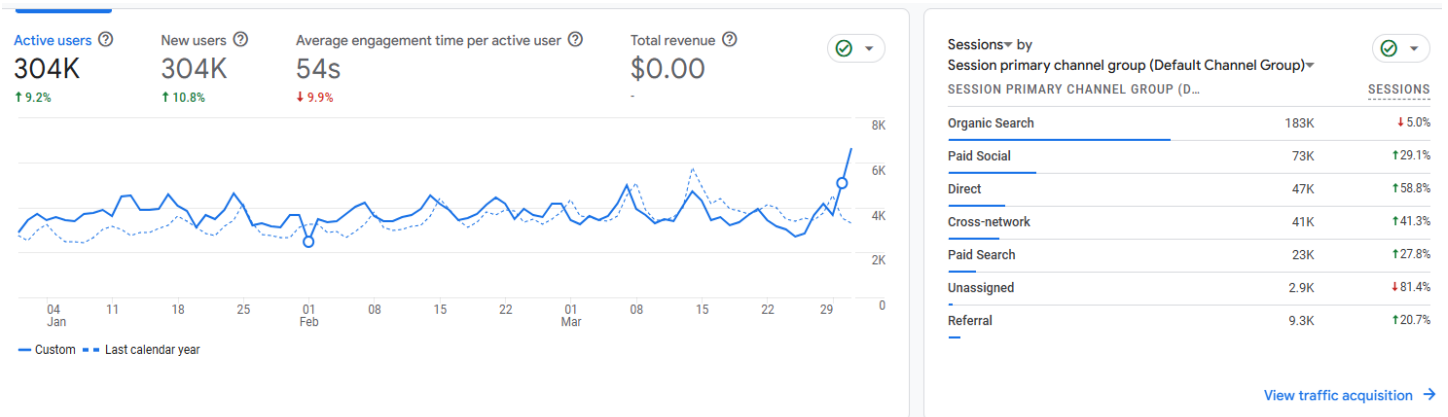
OcalaMarion.com

Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.
 Pageviews: **7,392**

WEBSITE



The data in this portion of the report compares this quarter, January 1, 2026- March 31, 2026, to the same time last year, January 1, 2025- March 31, 2025.



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.



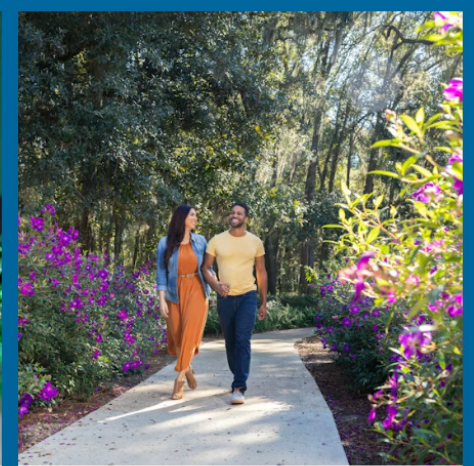
New Blogs

- Derby Day at WEC

Updated Blogs

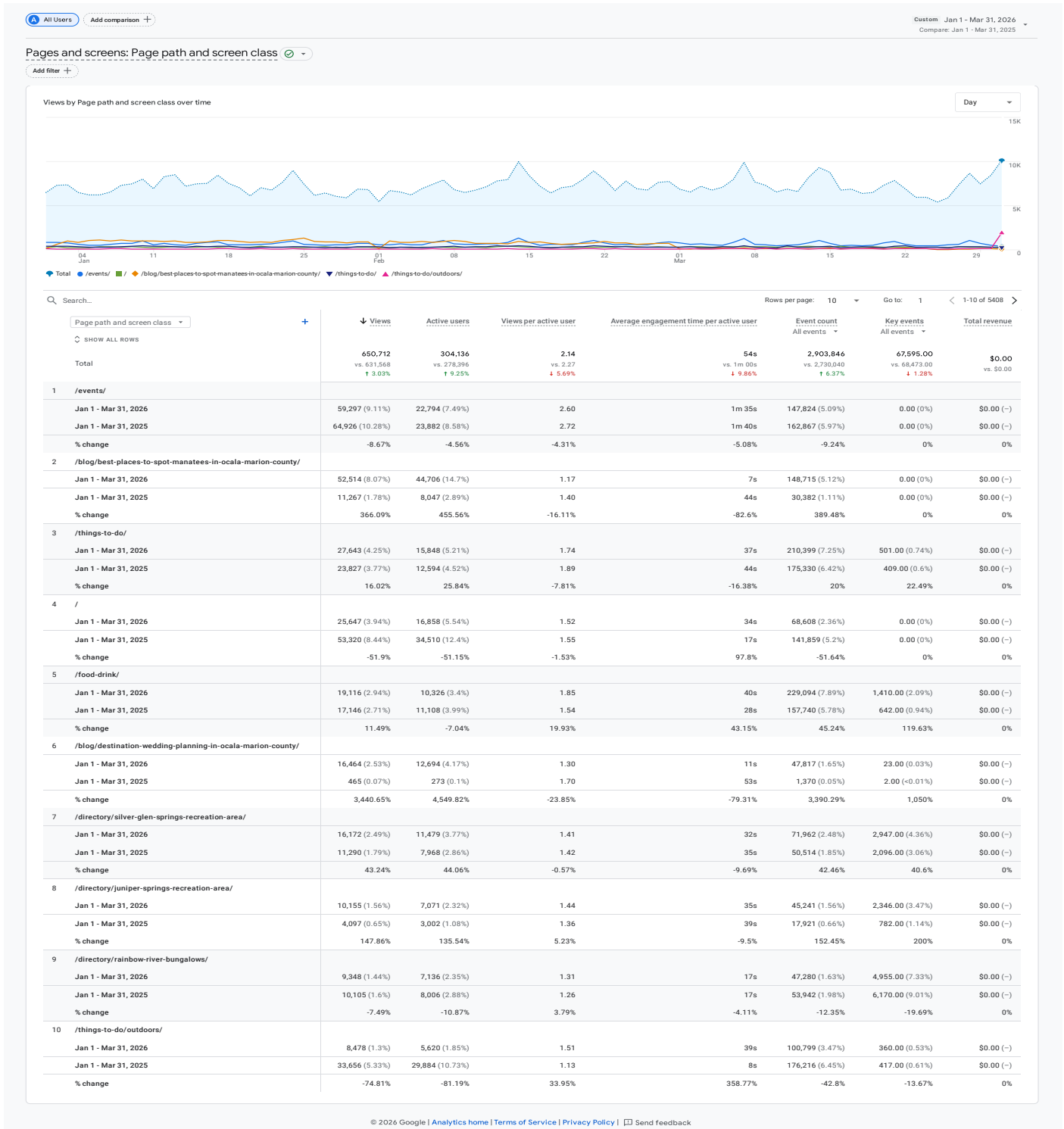
- Valentine’s Day in Ocala/Marion County
- St. Patrick’s Day in Ocala/Marion County
- Spring Events are Blooming in Ocala/Marion County
- Easter in Ocala/Marion County
- Explore Historic Downtown Ocala

Below are examples of the updated blogs on the website.

		
<p>Easter in Ocala/Marion County</p> <p>Celebrate Easter in Ocala/Marion County, Florida. With egg-citing Easter Egg Hunts, opportunities to meet the Easter Bunny, and bountiful Easter ...</p>	<p>St. Patrick’s Day in Ocala</p> <p>Celebrate St. Patrick’s Day in Ocala/Marion County. Whether you’re looking for lively Irish music, festive events, or a hearty plate of corned beef ...</p>	<p>Spring Events Are Blooming in Ocala/Marion County, Florida</p> <p>Spring is in the air in Ocala/Marion County, where morning hikes through canopied woods give way to afternoons spent exploring neighboring towns and ...</p>
<p>LEARN MORE ↗</p>	<p>LEARN MORE ↗</p>	<p>LEARN MORE ↗</p>

Top Visited Pages

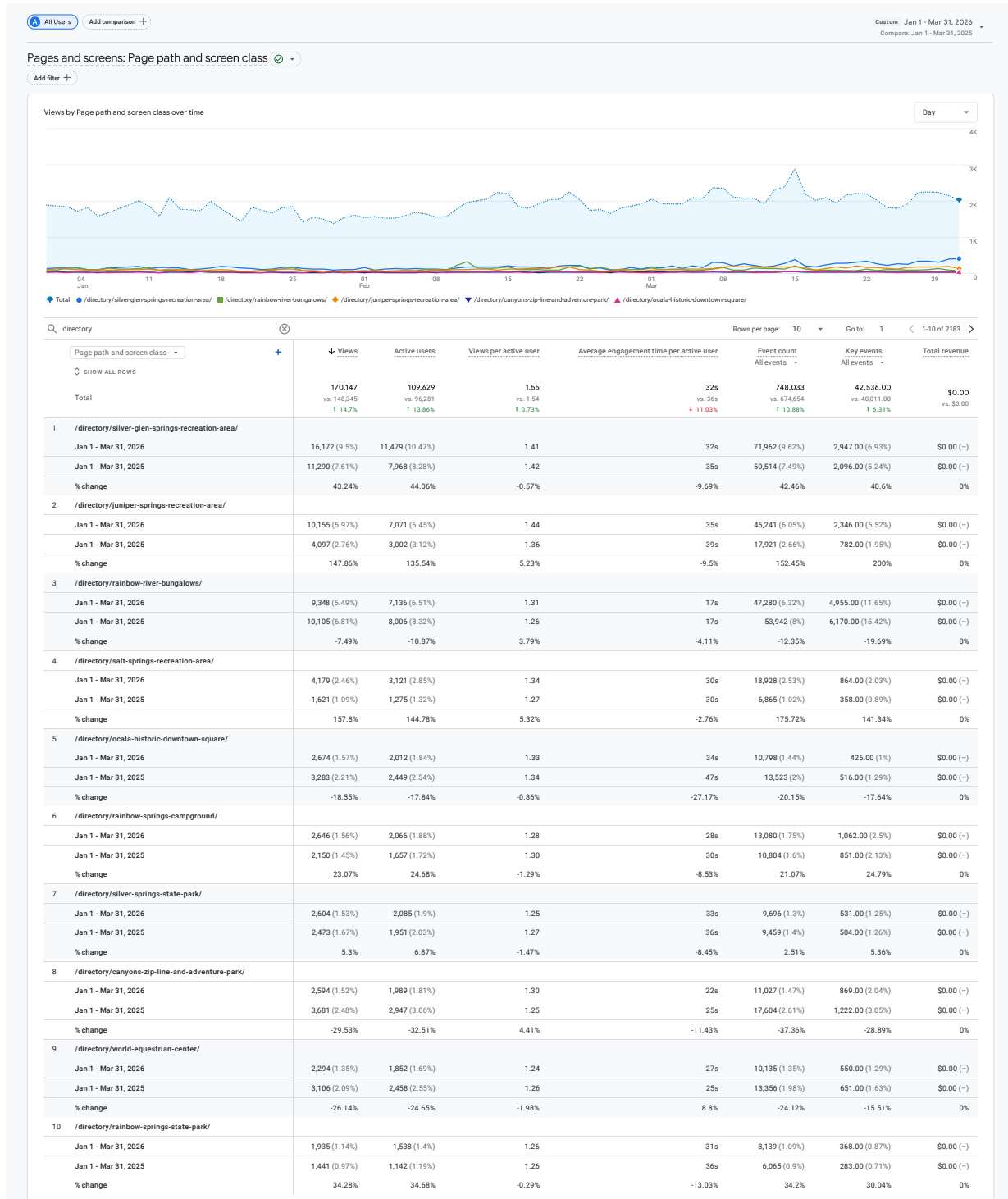
Below is a list of the top visited pages on the website during this time period.



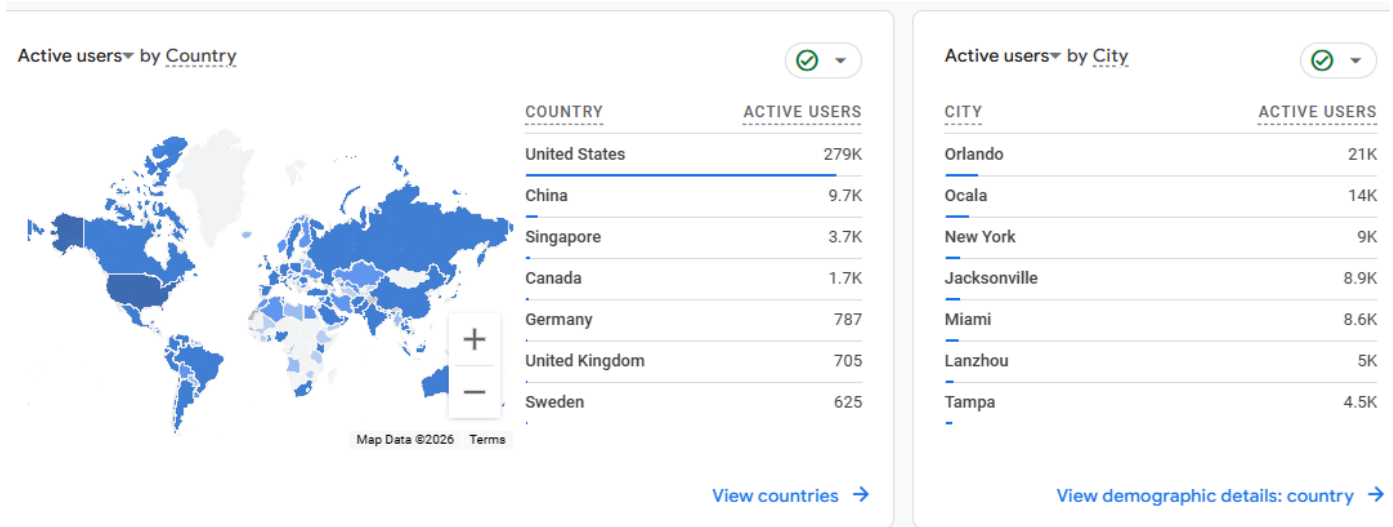
Partner Pages

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 170,147 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 China, Singapore, Canada, Germany, the UK, and Sweden.

By City

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



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
Total	304,136 vs. 278,396 ↑ 9.25%	304,493 vs. 274,707 ↑ 10.84%	193,889 vs. 191,704 ↑ 1.14%	48.69% vs. 53.35% ↓ 8.73%	0.64 vs. 0.69 ↓ 7.42%	54s vs. 1m 00s ↓ 9.86%	2,903,846 vs. 2,730,040 ↑ 6.37%	67,595.00 vs. 68,473.00 ↓ 1.28%	\$0.00 vs. \$0.00
1 mobile									
Jan 1 - Mar 31, 2026	222,363 (73.11%)	223,334 (73.35%)	137,937 (71.14%)	46.65%	0.62	46s	2,028,907 (69.87%)	47,378.00 (70.09%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	209,171 (75.13%)	206,121 (75.03%)	135,944 (70.91%)	49.6%	0.65	50s	1,883,624 (69%)	47,015.00 (68.66%)	\$0.00 (-)
% change	6.31%	8.35%	1.47%	-5.96%	-4.55%	-8.36%	7.71%	0.77%	0%
2 desktop									
Jan 1 - Mar 31, 2026	74,654 (24.55%)	73,512 (24.14%)	50,319 (25.95%)	52.58%	0.67	1m 19s	798,279 (27.49%)	18,359.00 (27.16%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	62,408 (22.42%)	60,787 (22.13%)	50,955 (26.58%)	63.8%	0.82	1m 33s	765,101 (28.03%)	19,622.00 (28.66%)	\$0.00 (-)
% change	19.62%	20.93%	-1.25%	-17.58%	-17.45%	-15.02%	4.34%	-6.44%	0%
3 tablet									
Jan 1 - Mar 31, 2026	7,792 (2.56%)	7,642 (2.51%)	4,705 (2.43%)	50.66%	0.60	1m 04s	76,633 (2.64%)	1,858.00 (2.75%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	7,999 (2.87%)	7,783 (2.83%)	5,359 (2.8%)	54.72%	0.67	1m 13s	81,237 (2.98%)	1,836.00 (2.68%)	\$0.00 (-)
% change	-2.59%	-1.81%	-12.2%	-7.43%	-9.87%	-11.7%	-5.67%	1.2%	0%
4 smart tv									
Jan 1 - Mar 31, 2026	5 (<0.01%)	5 (<0.01%)	3 (<0.01%)	60%	0.60	15s	27 (<0.01%)	0.00 (0%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	16 (<0.01%)	16 (<0.01%)	9 (<0.01%)	56.25%	0.56	27s	78 (<0.01%)	0.00 (0%)	\$0.00 (-)
% change	-68.75%	-68.75%	-66.67%	6.67%	6.67%	-44.35%	-65.38%	0%	0%

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Visitation And Performance By Month

January

133,069 ↑ 24.1% YOY Total Sessions	108,192 ↑ 23.4% YOY Total Users	56,894 ↓ -2.5% YOY Organic Sessions	219,873 ↑ 12.6% YOY Total View
00:00:43 ↓ -11.0% YOY Avg Engagement Time Per Sessions	62,542 ↑ 8.6% YOY Engaged Sessions	47.00% ↓ -12.5% YOY Engagement Rate	3,647,907 ↑ 31.1% YOY Google Search Impressions

February

119,946 ↑ 8.1% YOY Total Sessions	99,211 ↑ 11.4% YOY Total Users	54,027 ↓ -11.5% YOY Organic Sessions	204,182 ↑ 3.9% YOY Total View
00:00:44 ↓ -11.7% YOY Avg Engagement Time Per Sessions	59,583 ↓ -3.6% YOY Engaged Sessions	49.67% ↓ -10.9% YOY Engagement Rate	3,604,957 ↑ 26.4% YOY Google Search Impressions

March

143,386 ↓ -1.3% YOY Total Sessions	108,957 ↓ -5.4% YOY Total Users	74,055 ↓ -1.9% YOY Organic Sessions	226,657 ↓ -5.5% YOY Total View
00:00:39 ↓ -7.9% YOY Avg Engagement Time Per Sessions	71,875 ↓ -6.0% YOY Engaged Sessions	50.13% ↓ -4.7% YOY Engagement Rate	3,697,253 ↑ 16.4% YOY Google Search Impressions



Total 52,582 clicks to partner websites
Total of 470 newsletter signups
Total of 1,351 visitor guide requests through the website

Monthly Email Newsletters

January

- Messages Sent: 9,750
- Open Rate: 37%
- CTOR: 21%
- Total Opens: 3,556
- Total Clicks: 730
- Visit to Website: 299
- Length of Visit: 0:03:07
- Total Pages Viewed: 1.94

February

- Messages Sent: 9,967
- Open Rate: 37%
- CTOR: 30%
- Total Opens: 3,640
- Total Clicks: 1,095
- Visit to Website: 830
- Length of Visit: 0:02:47
- Total Pages Viewed: 1.969

March

- Messages Sent: 10,162
- Open Rate: 38%
- CTOR: 23%
- Total Opens: 3,848
- Total Clicks: 868
- Visit to Website: 830
- Length of Visit: 0:01:50
- Total Pages Viewed: 1.63

