



PUBLIC RELATIONS & ANALYTICS REPORT

October 1 - December 31, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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PUBLIC RELATIONS



Press Releases

VISIT FLORIDA

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

- Florida Fun Facts
- What's New in 2026
- Winter Escapes
- Wellness and Luxury in the Sunshine State
- Romance in the Sunshine State Florida's Mosty Dreamy Getaways
- Florida's Water Activities
- National Plan for Vacation Day
- New Year, New You
- Valentine's Day
- Floridas Top 10 Events Not to Miss in 2026
- From Tranquil Trails to Lush Landscapes
- Active Florida, Breaking a Sweat in the Sunshine State

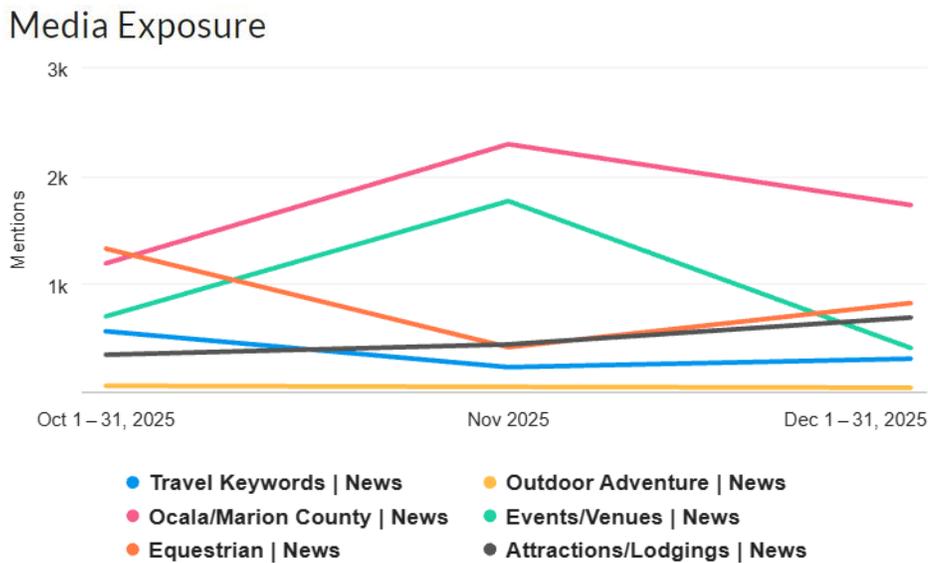
OMCVCB

- Ocala/Marion County VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting
- Ocala/Marion County VCB and FAST Jointly Awarded Florida Sports Foundation Award

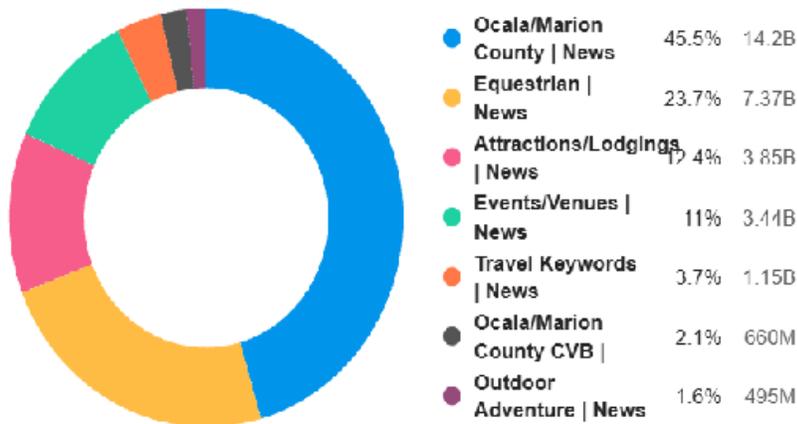
Meltwater: Media Exposure

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 October-December 2025, including media topics and key words that were trending during this time period.



Meltwater: Public Relations Pick-Up

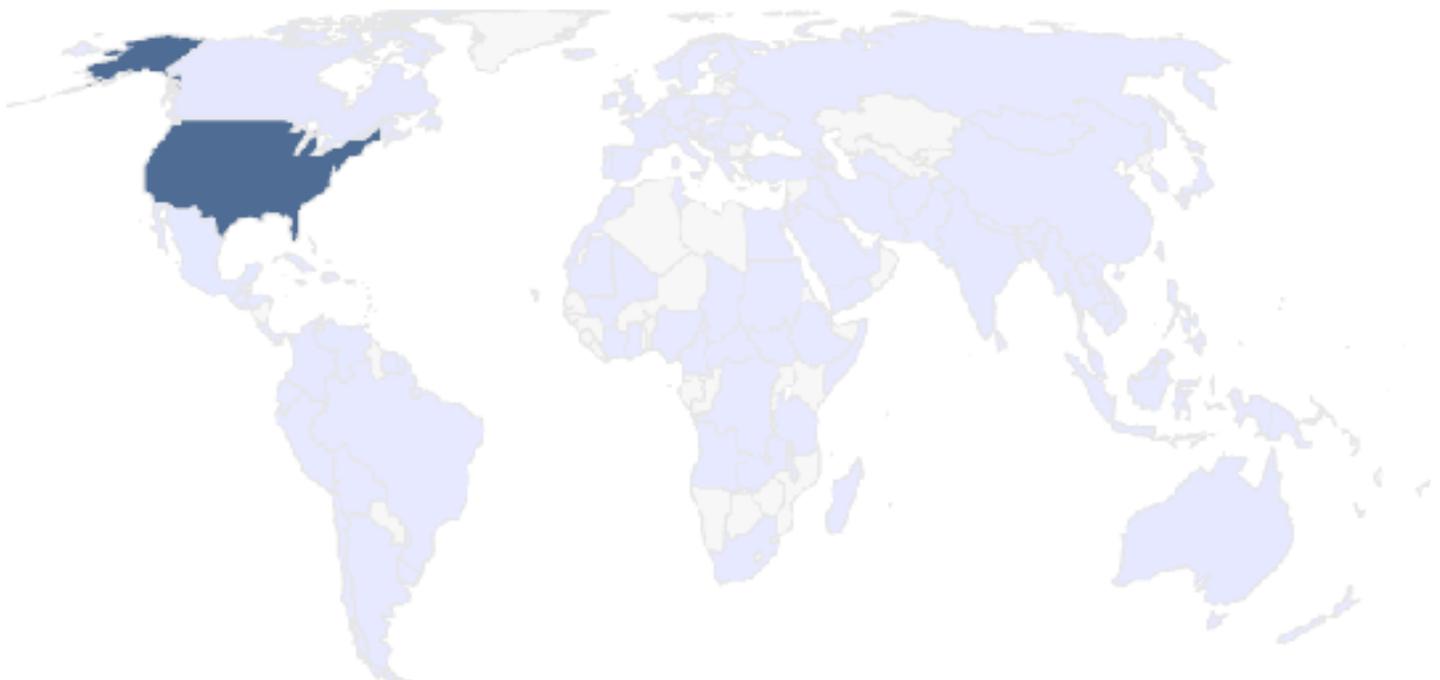


Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from October-December 2025.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from October-December 2025.



VISIT FLORIDA Domestic Media Mission

In October 2025, VISIT FLORIDA executed a successful domestic media mission to Nashville and New York City, connecting with key media outlets and high-reach content creators. The mission kicked off in Nashville at White Limozeen with a Florida-inspired evening event featuring a bouquet-building activity for 18 RSVPs. The New York leg included a mixology demonstration at Sandbar Rooftop for 30 attendees and a final coffee meet-up at Ariston Coffee for 16 guests.

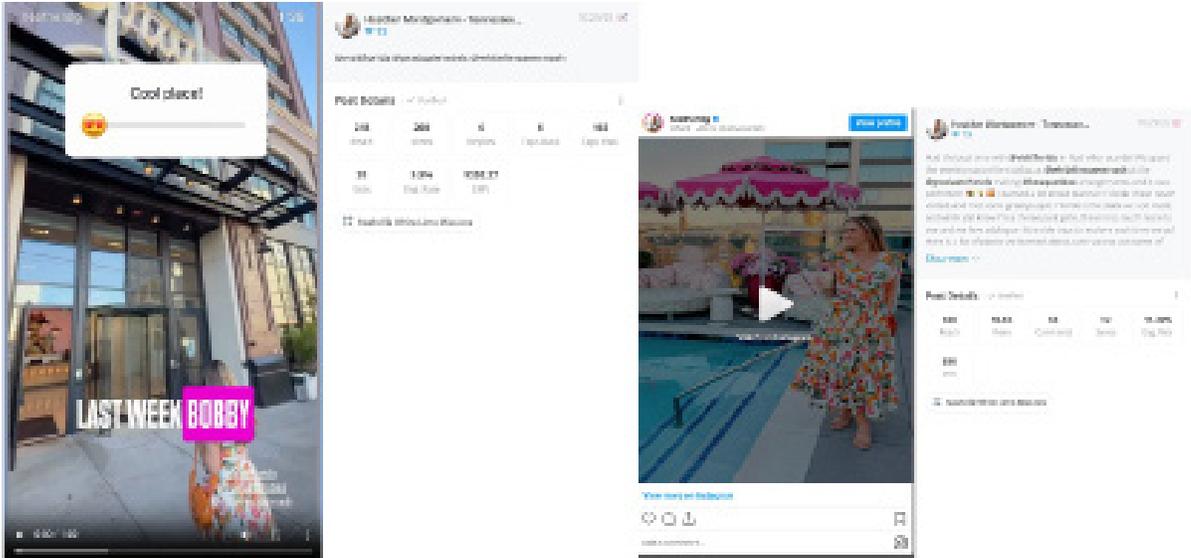
Throughout the trip, seven partner destinations showcased their unique offerings through interactive presentations and curated tasting experiences. Featured regional ingredients, such as Martin County’s George’s Gin and Ocala’s Orange Blossom Honey, were integrated into custom cocktails to provide a “taste of place”. This strategic mission facilitated direct engagement with influential travel writers and lifestyle creators from publications like Travel + Leisure, Forbes, and OK! Magazine

Below and on the next 5 pages is the VISIT FLORIDA reports from the media mission.

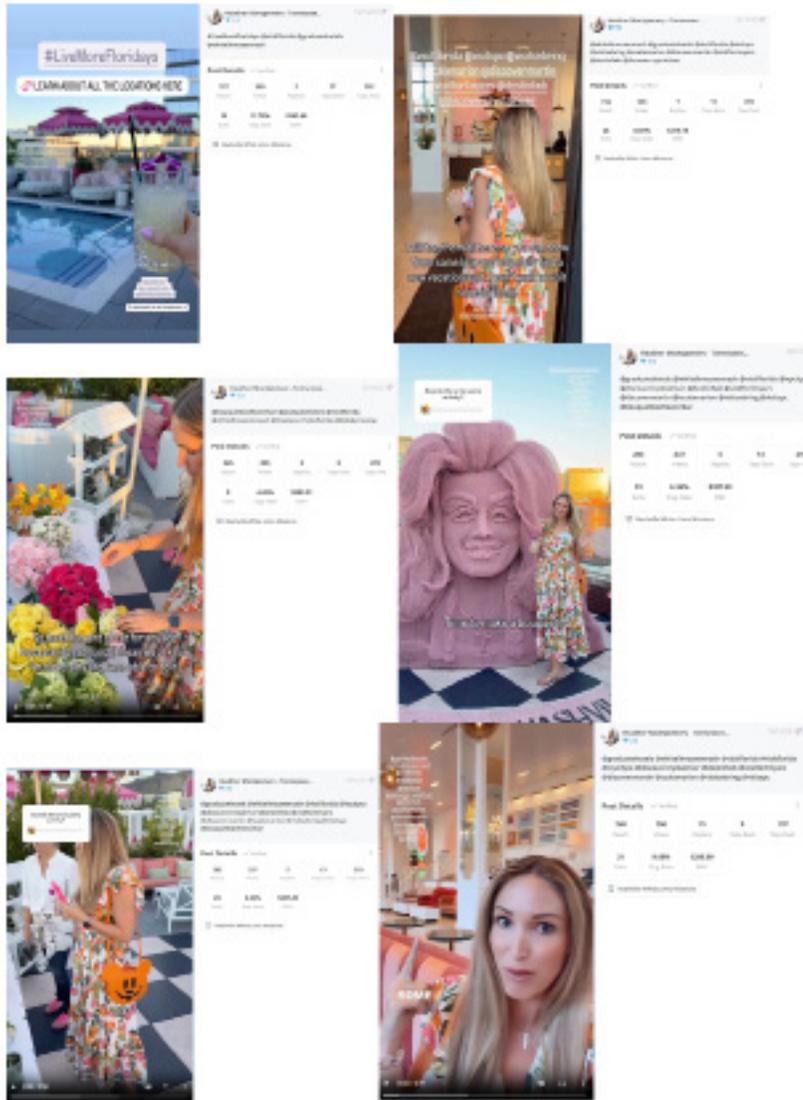


DOMESTIC- HEATHER MONTGOMERY- @HEATHERSLG- MISSIONS - OCTOBER 2025

Media Name: Heather Montgomery
 Social Handle: @heatherslg
 Date: 10/15/2025
 Total Exposure: 5800 Social/Reach
 Media Value: \$2,669.20
 Engagements: N/A
 ALL Partners Mentioned: VISIT FLORIDA, Graduate Hotels, White Limozeen, Visit St. Pete-Clearwater, Visit Sebring, Ocala Marion, Discover Martin, Visit Fort Myers, Destin Fort Walton, Discover Crystal River



VISIT FLORIDA Domestic Media Mission



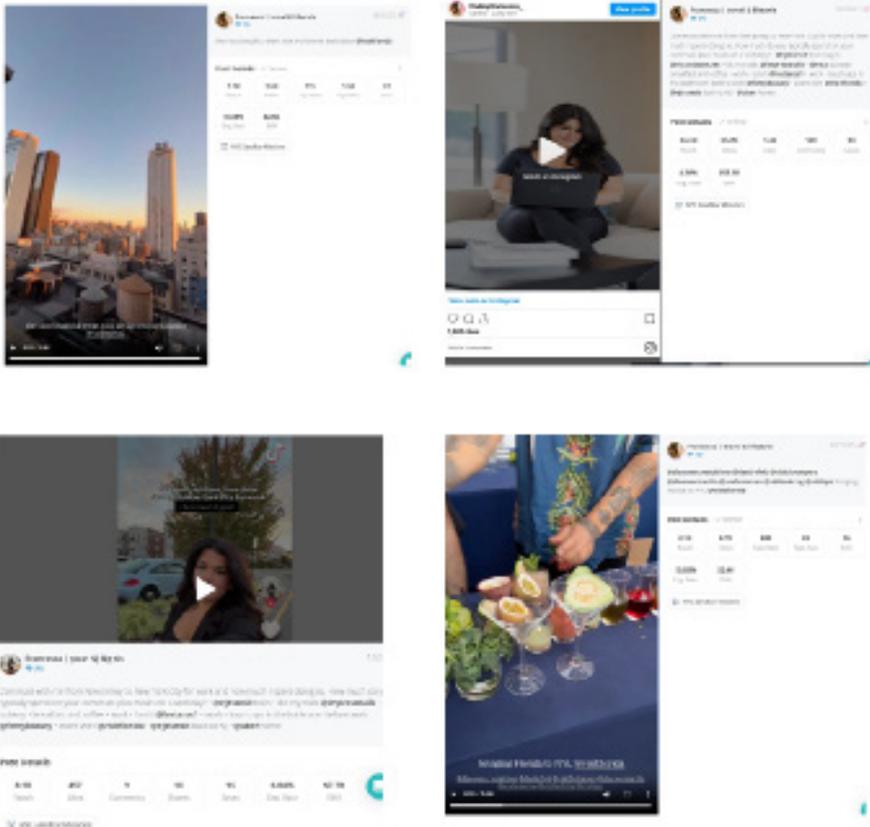
PARTNERS MENTIONED: VISIT FLORIDA, Graduate Hotels, White Limozeen, Visit PC, Ocala Marion, Discover Martin, Visit Fort Myers, Discover Crystal River

VISIT FLORIDA Domestic Media Mission



DOMESTIC- FRANCESCA MONTALBANO - @FINDINGFRANCESCA - MISSIONS - OCTOBER 2025 - MULTIPARTNER

Media Name: Francesca Montalbano
 Social Handle: @findingfrancesca
 Date: 10/20/2025
 Total Exposure: 47800 Social/Reach
 Media Value: \$64,800.00
 Engagements: 2500
 ALL Partners Mentioned:
 VISIT FLORIDA, Discover Crystal River, Destin Fort Walton, Visit Fort Myers, Discover Martin, Ocala Marion, Visit St. Pete-Clearwater, Visit Sebring

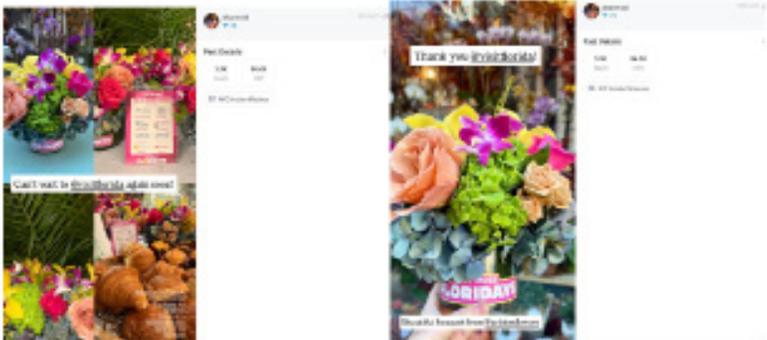


VISIT FLORIDA Domestic Media Mission



DOMESTIC-SHARM SIL @SHARMEDLIFE _- MISSIONS - OCTOBER 2025

Media Name: Sharm Sil
 Social Handle: @sharmedlife,
 @theveragesocialite
 Date: 10/16/2025
 Total Exposure: 7800 Social/Reach
 Media Value: \$9,200.00
 Engagements: N/A
 ALL Partners Mentioned:
 VISIT FLORIDA, Discover Crystal River, Visit Fort Myers, Visit St. Pete - Clearwater , Ocala Marion,
 Discover Martin, Hopper, Visit Sebring



PARTNERS MENTIONED: VISIT FLORIDA, Discover Crystal River, Visit Fort Myers, Visit PC, Ocala Marion, Discover Martin, Hopper

VISIT FLORIDA Domestic Media Mission



DOMESTIC – MISSIONS – ELIZABETH TAYLOR – TIME SQUARE CHRONICLE – NOVEMBER 2025 – MULTIPARTNER

Media Name: Elizabeth Taylor
 Publication: Times Square Chronicles
 Date: 10/28/2025
 Total Exposure: 24296 Online/UVM
 Media Value: \$224.74
 Article Title: Discovering America with Visit Florida
 ALL Partners Mentioned: VISIT FLORIDA, Miami, Palm Beach, Destin Fort-Walton Beach, 55 UNITED STATES, Emerald Coast Open, Destin Fishing Rodeo, Crystal River, Inverness, Homosassa, Martin County, History with Character, Fort Myers, River District, Caloosahatchee River, Ocala Marion County, World Equestrian Center, Outdoor Adventure Paradise, Orlando, St. Pete-Clearwater, Sebring, Roanoke Hotel, Sebring Soda Shop, Sebring International Raceway, Sebring Soda Festival, Six Mile Cypress Slough Preserve
 Coverage Link: <https://t2conline.com/discovering-america-with-visit-florida/>

Discovering America with Visit Florida



This month in New York City a very special visit from ambassadors with [Visit Florida](#) opened a world of exciting discovery about the Sunshine State.

During an enlightening breakfast meeting at Arston Flowers festival, guests got to learn about the magic of the state. While beloved cities in the region like Miami and Palm Beach are frequently referred to in American pop culture to tourists, the experience with Visit Florida carved out the pathway for a whole new type of journey. With special insights, we invite you to explore the beauty and the wonder of all of Florida (including the west coast and inner regions).

Back a visit today to these amazing places and make your American dream of wanderlust come true today.

VISIT FLORIDA Domestic Media Mission

By Mike Espino through Florida's Great Outdoors

Ocala Marion County: The Horse Capital of the World offers a refreshingly authentic escape, blending world-class equestrian prestige with unmatched natural beauty. Visitors get luxury Equestrian Insider Access at the state-of-the-art World Equestrian Center, combined with Outdoor Adventure Paradise across a state of the protect of land (including the National Geographic-located State National Forest). It's easily accessible from Orlando, budget-friendly, and features an emerging culinary hub with food network talent, making it the perfect fit to get adventures, retreats for travelers seeking unique experiences.



Visit St. Pete-Clearwater: The sugar white sand along 31 miles of St. Pete-Clearwater's beaches annually ranks among America's best and continue to get callouts for their superior quality. Clearwater Beach was named one of the top 10 best white sand beaches by Travel + Leisure and St. Pete was named best place for a weekend getaway by Southern Living. Additionally, Food & Wine has named St. Pete as one of America's most great food cities which comes on the heels of the prestigious MICHELIN Guide expanding its selection in 2014 to include St. Pete-Clearwater.



Visit Sebring: Sebring, once a hidden treasure in Central Florida, has been thrust into the spotlight as the star of the 2015 season of HGTV's *Mean Town Takeover*, resulting in a vibrant, revitalized historic lakeside town. Visitors are looking to experience the transformed downtown area, including the Ritz-Carlton Hotel and the Sebring Soda Shop. Beyond its renewed charm, the region offers a unexpected history of the Sebring International Raceway, founded in Ford V. Fearing and is known as "America's Value Golf Capital." The area's unique claim to fame is the annual Sebring Soda Festival in April, which draws thousands to sample over 300 small-batch and vintage craft sodas.

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 six press trips, including 12 media members.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Adventuring Eyes (@adventuringeyes)	Sarah & Myles (Content Creators)	October 2025	Outdoor adventure, nature travel, springs, and destination-focused social content highlighting Ocala/Marion County.	\$595.57	Domestic – Colorado	197K Instagram followers; deliverables include 1 Reel, 1 carousel post, daily IG stories, and highlight coverage.
WorldAtlas.com / LuxuryUnitedStates.com (Freelance Assignments)	Bryan Dearsley	October 2025	General travel feature focusing on unique attractions, history, arts & culture, equestrian experiences, springs, cycling, and small-town charm.	\$ 74.78	Canada	6.1 million unique monthly visitors(combined publication reach)
French FAM (5 journalists)	Virginie Goncalvez, Esther Buitekant, Pascale Missoud, Patrice Le Berre, Capicine Berr	November 2025	Equine Tourism, Culinary, culture, adventure, hotel, nature, lifestyle	\$ 4,641.77	France	Viewership of 200,000 throughout the southeastern US.
@byfieldtravel	Christian ByField	November 2025	nature, authentic cultural experiences and outdoor adventures	\$ 1,048.71	Columbia	747k Instagram followers
Freelance/ USA Today	Suzanne Wright	December 2025	Equestrian and culinary	\$460	Domestic	Digital: Has 2 million digital subscribers and 110 million unique monthly visitors. Print: Has 132,640 print subscribers, which is the fifth-largest print circulation in the U.S.

Press Trip - @adventuringeyes

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted a national press trip October 17–19, 2025 for two Colorado-based content creators behind @adventuringeyes. With a combined reach of 197,000 Instagram followers, the creators captured content highlighting Ocala/Marion County’s outdoor adventure and travel experiences, supporting domestic awareness in a key fly-drive market with convenient air access from Denver via Tampa and Orlando.

REACH: 153,823 on Instagram
 MEDIA VALUE: \$ 67,018.60

Below and on the next 14 pages is the VISIT FLORIDA report from the press trip.



DOMESTIC – CC IPT – ADVENTURINGEYES – NOVEMBER 2025 – MULTIPARTNER

Media Name: Sarah and Myles Anderson
Social Handle: adventuringeyes
Date: 11/05/2025
Total Exposure: 4891 Social/Reach
Media Value: \$10,425.60
Engagements: 340
ALL Partners Mentioned: VISIT FLORIDA, Florida Space Coast, Ocala Marion, Rainbow River, Swampys Bar and Grille, Silver Glen Springs, SOS School of Surf, wisters Airboat Tours, Titusville, Cocoa Beach Helicopters, Fin Expeditions, Brevard Zoo, Zip the Canyons

Instagram Carousel

adventuringeyes 209K followers

Sarah and Myles Anderson // Co... 11/05/25

The unexpected side of @visitflorida ad Florida is our home state, but on our recent trip with @visitflorida, we found so many epic adventures that were new to us! We spent a few days each in @ocalamarion and @floridaspacecoat and would highly recommend both for unique outdoor experiences. Here are some highlights from the trip: 1. Kayaking the Rainbow River was a highlight of our trip and we saw so many otters, turtles, and birds 🐾 2. Loveddd our riverside dining spot at @swampysbarandgrille 🍷 3. Our favorite springs we

Post Details ✓ Verified

4.9K Reach	14.2K Views	240 Likes	89 Comments	13 Saves
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6.99%
Eng. Rate

\$10.4K
EMV

Adventuring Eyes x ONT - October 2025

Coverage Link:
https://www.instagram.com/p/DQr11hD5j4/?utm_source=ig_embed&ig_rid=3c728829-42ca-431d-bfd6-7f5d212ffaf4

Partners Mentioned: VISIT FLORIDA, Florida Space Coast, Ocala Marion, Rainbow River, Swampys Bar and Grille, Silver Glen Springs, SOS School of Surf, wisters Airboat Tours, Titusville, Cocoa Beach Helicopters, Fin Expeditions, Brevard Zoo, Zip the Canyons

Press Trip - @adventuringeyes



DOMESTIC-CC IPT – ADVENTURINGEYES – OCTOBER 2025 – OCALA / MARION COUNTY

Media Name: Sarah and Myles Anderson
 Social Handle: adventuringeyes
 Date: 10/17/2025
 Total Exposure: 28484 Social/Reach
 Media Value: \$32,960.00
 Engagements: 1158

ALL Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Swampy's Bar and Grille, Rainbow River, KP Hole Park, Midtown Station Ocala, Zip the Canyons, Silver Springs State Park, Florida State Parks, Cajun Jimmy's Seafood Seller, Silver Glen Springs, Rainbow Springs State Park



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes

Started off with lunch at the most incredible spot! @swampysbarandgrille

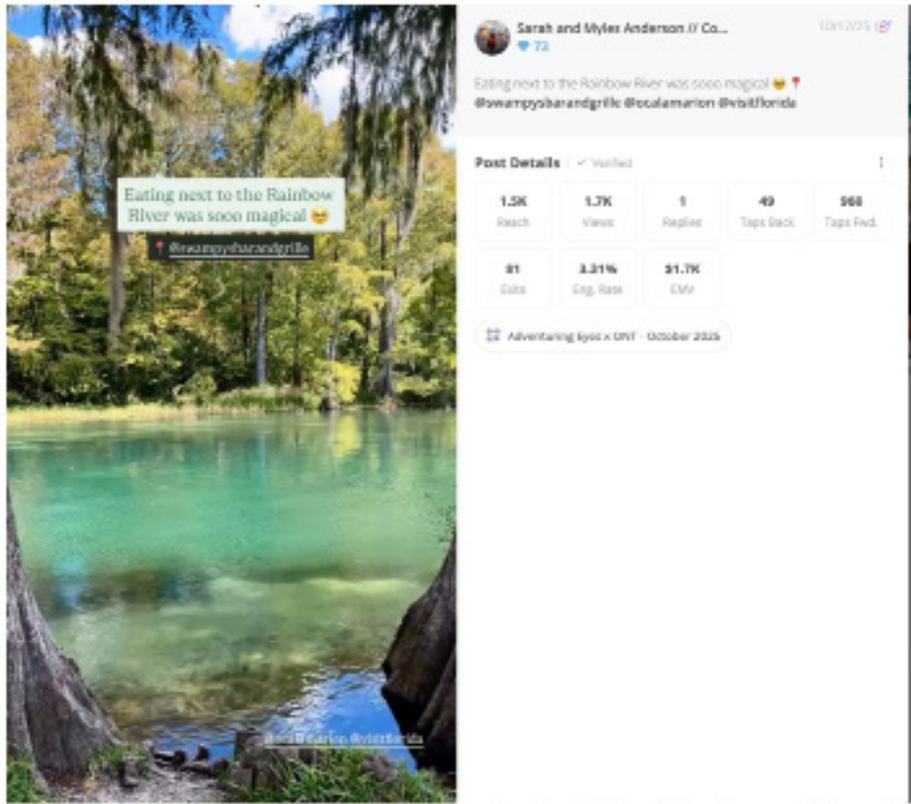
Post Details

1.8K	2.1K	1	77	1.3K
Reach	Views	Replies	Tags Back	Tags Fwd.
108	4.3%	\$2.1K		
Comments	Eng. Rate	Deliv.		

Advertising By: xDMT - October 2023

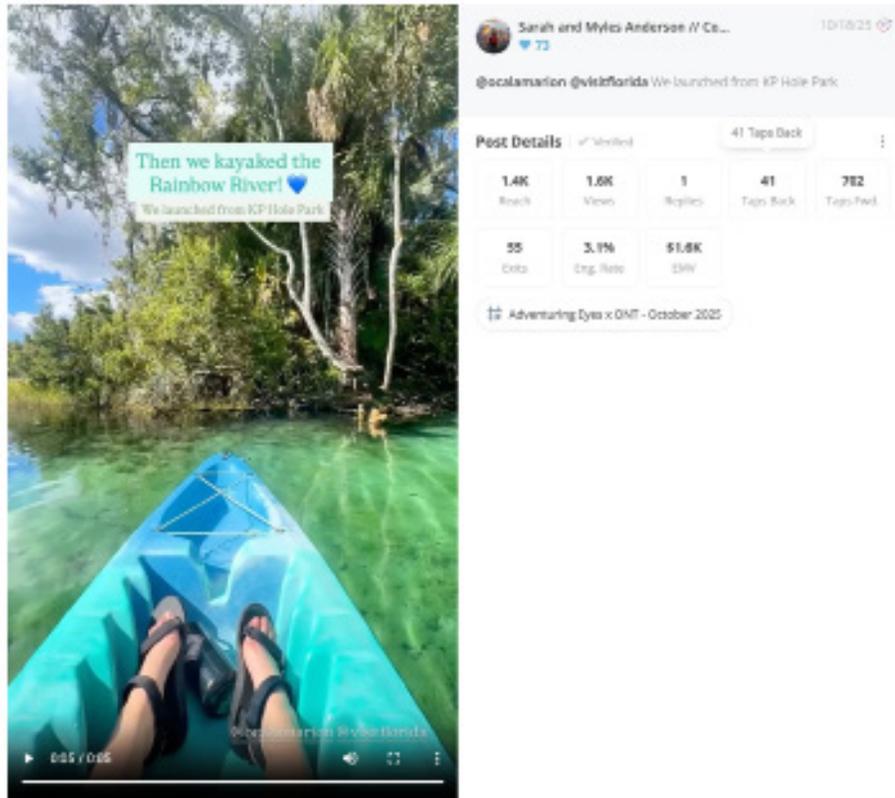
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Swampy's Bar and Grille

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow River, Swampys Bar and Grille

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow River, KP Hole Park

Press Trip - @adventuringeyes



Had to go for a dip 🥰 the water is crystal clear and maintains a temp of 72 degrees year round!

@socalmarion @visitflorida

Sarah and Myles Anderson / J Co...
10/18/25
73

@socalmarion @visitflorida

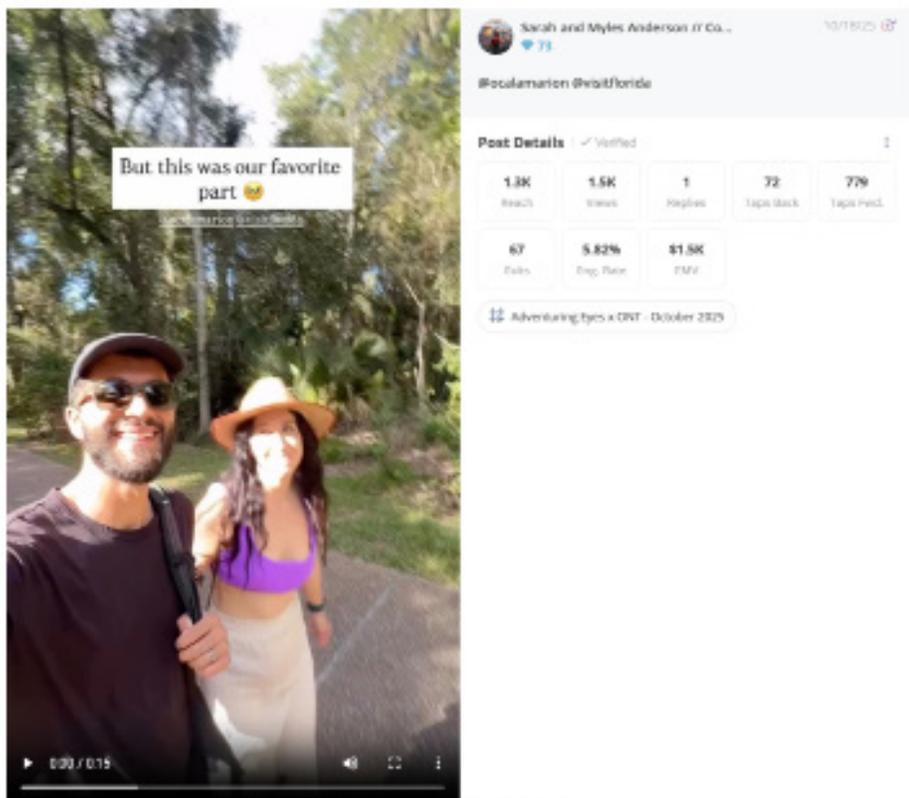
Post Details ✓ Verified

1.2K Reach	1.6K Views	2 Replies	77 Taps Back	845 Taps Forward
43 Follower	5.97% Eng. Rate	\$1.5K PMV		

Advertising Eyes - QRT - October 2025

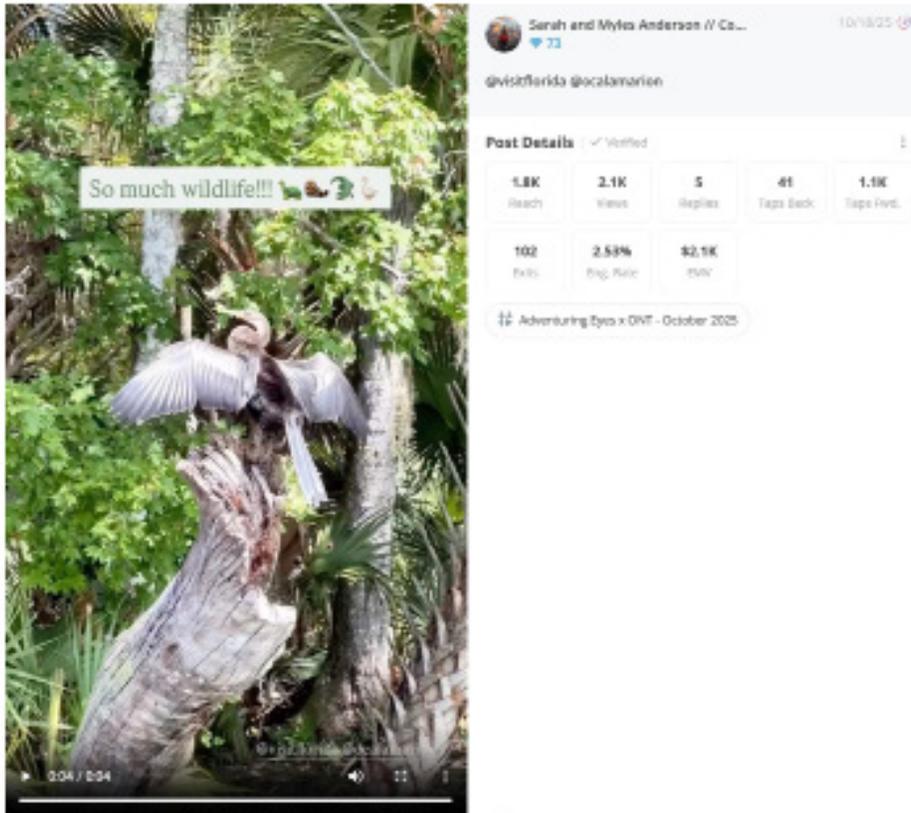
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



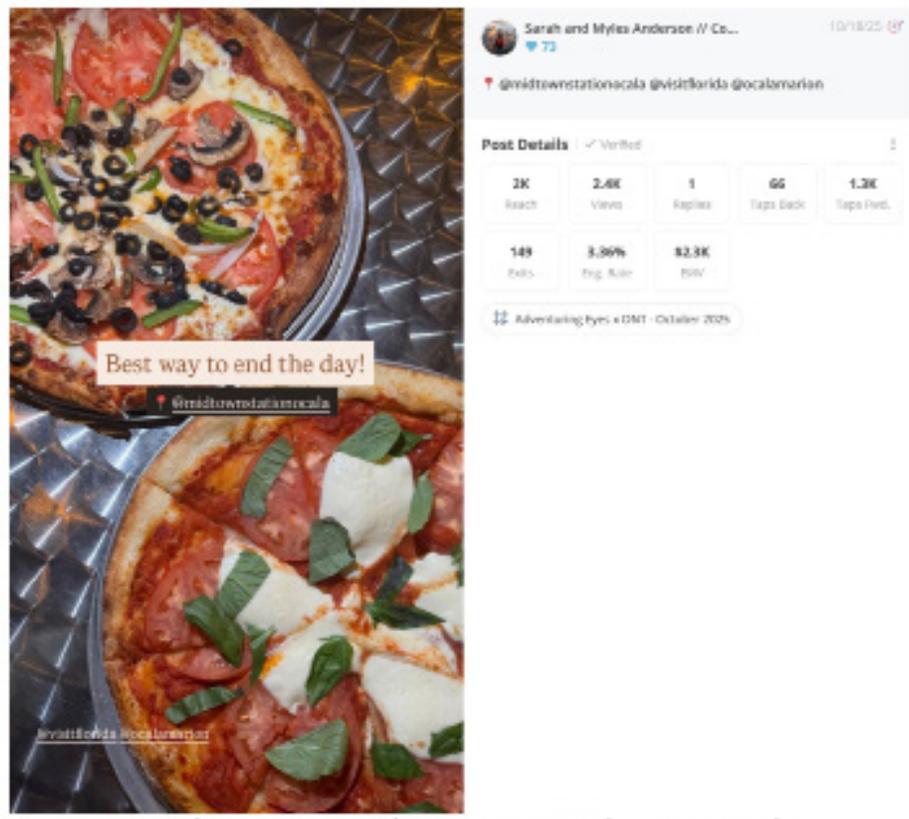
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



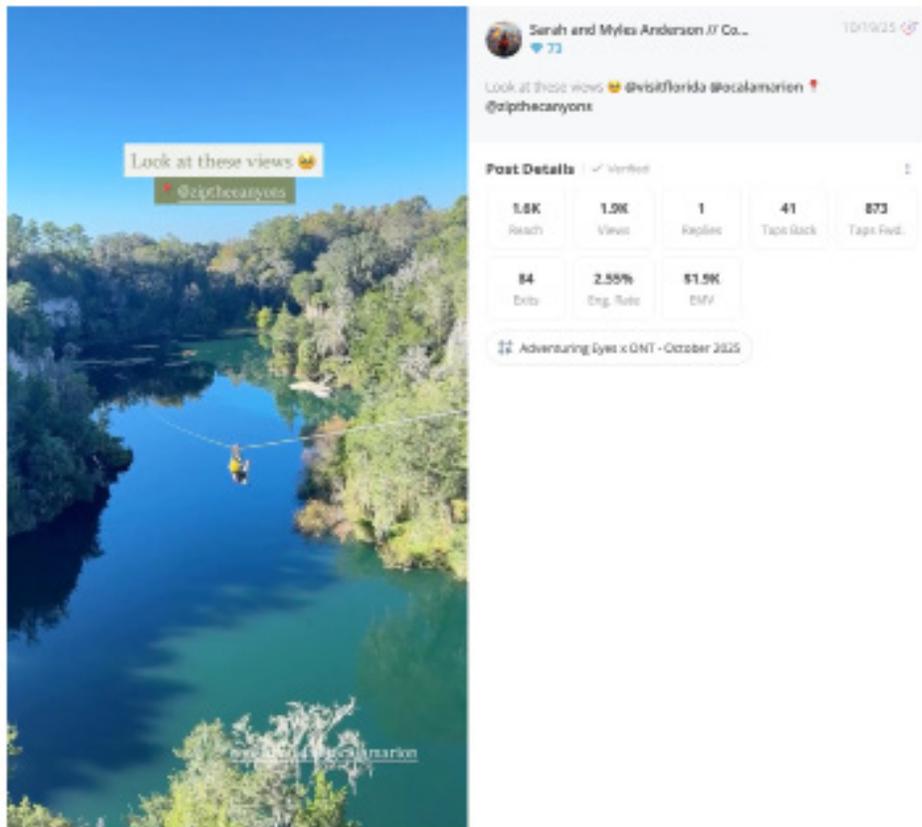
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Midtown Station Ocala

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Zip the Canyons

Press Trip - @adventuringeyes

Forget to mention we also checked out the head spring at Rainbow Springs State Park! This is the source of the spring & you can also swim there

Sarah and Myles Anderson Jr Co. 10/19/25 73

@ocalamarion @visitflorida Forget to mention we also checked out the head spring at Rainbow Springs State Park! This is the source of the spring & you can also swim there

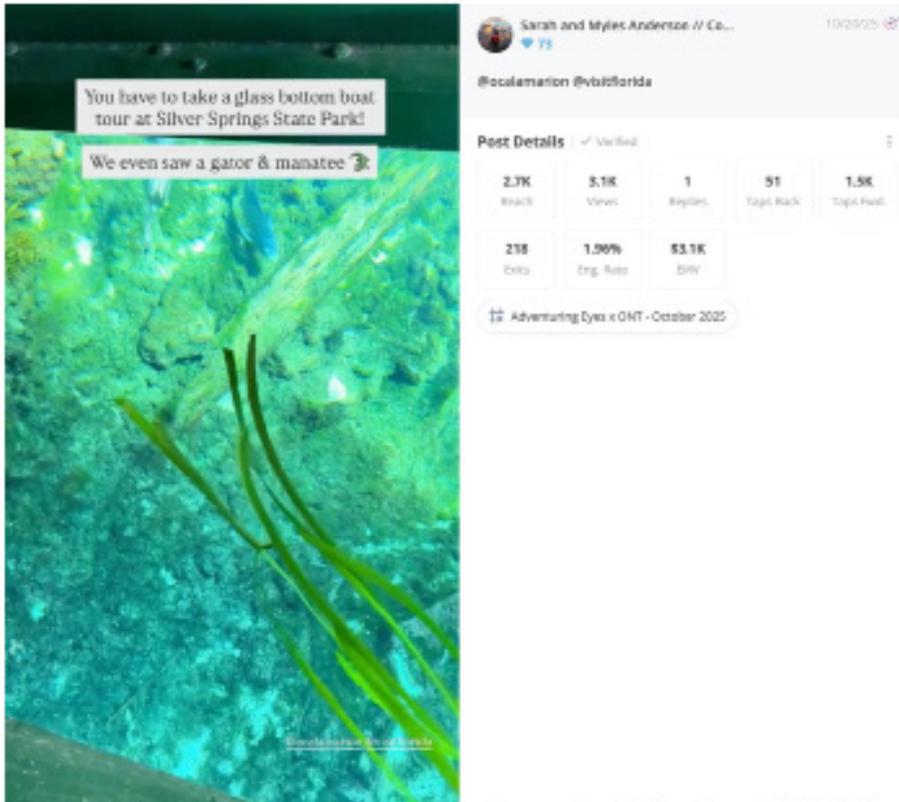
Post Details | ✓ Verified

1.4K Reach	1.7K Views	1 Reply	\$7 Tap Stack	789 Tap Fwd.
79 Dits	4.00% Eng. Rate	\$1.6K DiV		

Adventuring Eyes x DM - October 2025

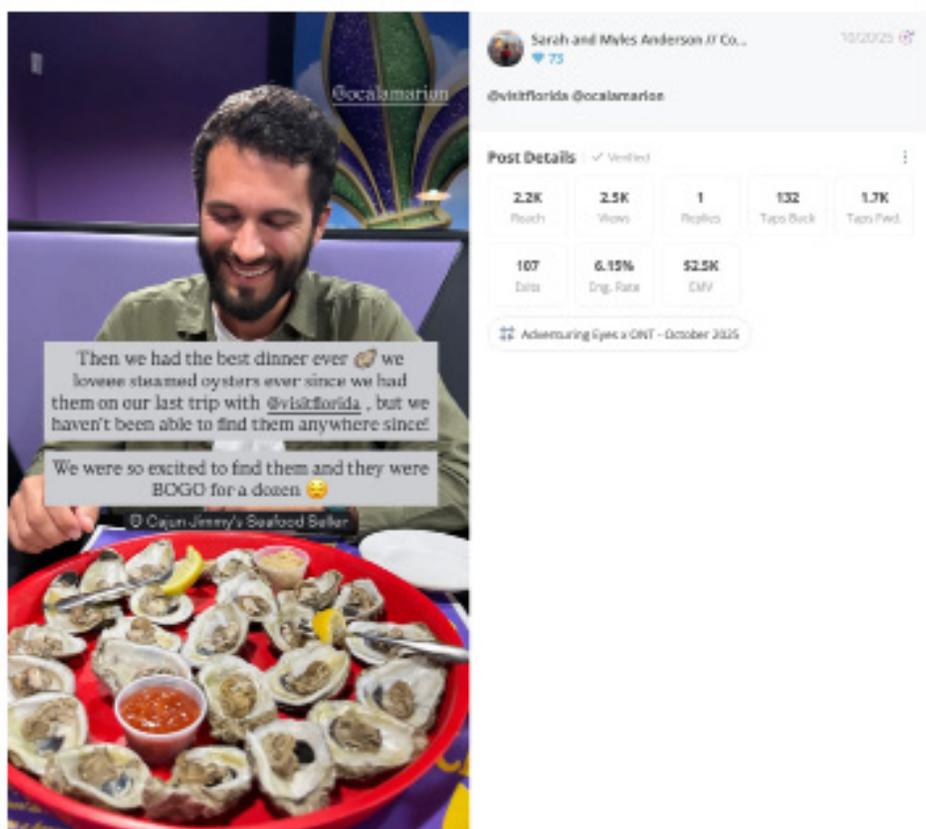
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow Springs State Park, Florida State Parks

Press Trip - @adventuringeyes



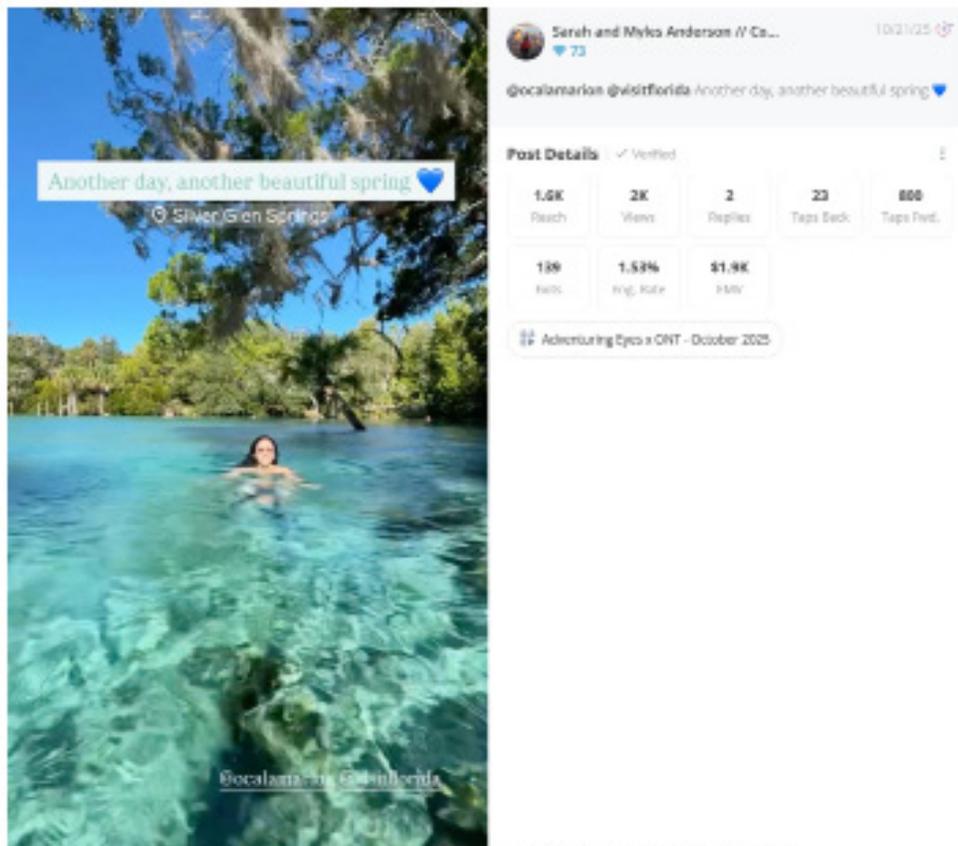
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Springs State Park, Florida State Parks

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Cajun Jimmy's Seafood Seller

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Glen Springs

Press Trip - @adventuringeyes

@Silver Glen Springs
@ocalamarion is the perfect base for exploring so many beautiful freshwater springs... but now we're off to a new destination in @visitflorida!

Sarah and Miles Anderson // Co... 10/21/25
75

@ocalamarion is the perfect base for exploring so many beautiful freshwater springs... but now we're off to a new destination in @visitflorida!

Post Details ✓ Verified

1.4K	1.7K	49	836	82
Reach	Views	Taps Back	Taps Forw.	Edits
3.5%	\$1.6K			
Eng. Rate	IMV			

Advertising Payer a CNT - October 2025

Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Glen Springs

Press Trip - Canada - WorldAtlas

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted a press trip October 21–23, 2025 (2 nights) for Canadian freelance travel writer Bryan Dearsley. With over 20 years of experience and confirmed assignments with WorldAtlas.com and LuxuryUnitedStates.com, Dearsley visited to develop a travel feature highlighting unique attractions, history, arts and culture, and small-town charm in Ocala/Marion County, reaching an estimated 6.1 million unique monthly visitors.

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



CANADA– IPT – WORLDTLAS.COM- DECEMBER 2025

Media Name: Bryan Dearsley

Publication: Worldatlas.com

Date: 11/28/25

Total Exposure: 6,100,000 UVM

Media Value: \$122,000

Article Title: 4 Florida Towns Where Famous Movies Were Filmed

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Springs State Park, Glass Bottom Boat Tours, St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau (St. Johns County VCB), Castillo de San Marcos, City Gates, Hotel Ponce de Leon/Flagler College, Visit Sarasota County, Ca' d'Zan at Ringling, Ringling Museum/John and Mable Ringling Museum of Art

Link: [4 Florida Towns Where Famous Movies Were Filmed](#)



Press Trip - Canada - WorldAtlas

From the underwater lairs of classic movie monsters to settings used in spy adventures, here are four Florida towns with film histories worth knowing.

WEEKEND ESCAPES

Visit twelve small Florida towns perfect for a weekend getaway in 2025. [↗](#)

Ocala



Silver Springs' clear waters have appeared in countless movies. Image credit: Bryan Dearsley

Although now best known for its equestrian attractions and farms, Ocala has enjoyed many moments in the movie spotlight. One of the most memorable came in 1954 at Silver Springs State Park, where crews filmed the classic *Creature from the Black Lagoon*. The clear, consistently warm waters made an ideal setting for underwater sequences in two James Bond films as well: *Thunderball* in 1965 and *Moonraker* in 1979.

Hop aboard one of the park's Glass Bottom Boat Tours, and you can see the exact spots where scenes from the Bond films and *Creature from the Black Lagoon* were captured. The captains point out locations used for close-up underwater shots during *Thunderball*'s climactic fight sequence.



You'll visit areas where the *Creature from the Black Lagoon* once swam. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

You also pass the spot where Roger Moore's 007 wrestled with a snake in *Moonraker*. Sean Connery filmed aquatic scenes here as well for 1983's *Never Say Never Again*.

Operating since the 1870s and considered Florida's oldest tourist attraction, these tours also explain how Silver Springs became the backdrop for six early Tarzan films starring Olympic swimmer Johnny Weissmuller. Other film and TV connections include *Sea Hunt* with Lloyd Bridges and Ridley Scott's fantasy film *Legend* with Tom Cruise.

St. Augustine



Castillo de San Marcos starred in many classic movies. Image credit: Bryan Dearsley

St. Augustine's colonial architecture began attracting filmmakers as early as the 1900s. With the film industry still in its early days and soundstages not yet common, the city's old stone houses, narrow cobble streets, and preserved Spanish fortifications served as ready-made backdrops for silent movie scenes set in places like Spain, France, and Italy.

Between 1906 and 1926, more than 120 silent films were shot in and around **St. Augustine**. Crews used the City Gates, the Castillo de San Marcos fortress, and the courtyard of the Hotel Ponce de Leon, now Flagler College, which still offers tours.



Flagler College was the scene of silent movies. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

Rudolph Valentino filmed a fistfight scene at the hotel for the 1920 movie *Stolen Moments*. Local beaches were also used as stand-ins, with sand dunes doubling for the Sahara Desert and tropical surroundings representing African jungles.

The 1955 sequel to Silver Springs' *Black Lagoon* was filmed here as well. *Revenge of the Creature* included scenes shot at Marineland, then called Marine Studios, whose large tanks portrayed the fictional Ocean City Oceanarium. A young Clint Eastwood appeared briefly as a lab technician in what became his film debut.

Sarasota



Ca' d'Zan appeared in the remake of Great Expectations. Image Credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

No visit to Sarasota feels complete without some time at the Ringling estate. Once the waterfront home of circus impresario John Ringling and his wife Mable, the Venetian-style mansion Ca' d'Zan became a filming location for the 1998 modernization of Charles Dickens' Great Expectations.

Starring Ethan Hawke, Gwyneth Paltrow, and Robert De Niro, the film transformed Ca' d'Zan into the decaying mansion of the Miss Havisham character, renamed Ms. Dinsmoor and played by Anne Bancroft.



Unique tours of Ca' d'Zan at Ringling are available. Image Credit: Bryan Dearsley

ADVERTISEMENT

Cecil B. DeMille's 1952 circus drama *The Greatest Show on Earth*, starring Charlton Heston and James Stewart, was also filmed in Sarasota. Because the Ringling Bros. and Barnum and Bailey Circus kept its winter headquarters here, the parade sequence shot on Main Street between Central Avenue and South Orange Avenue became a key part of the production.

The Ringling museum complex includes tours of Ca' d'Zan and the John and Mable Ringling Museum of Art. Built to house the couple's collection of Old Masters, the museum features galleries arranged around a large sculpture courtyard.

Key West



The Basilica of St. Mary's Star of the Sea Catholic Church. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

James Bond returned to Florida more than once. After the underwater sequences filmed in Silver Springs, the 1989 movie Licence to Kill was filmed partially in [Key West](#). Positioned at the end of the Florida Keys, the southernmost city within the continental United States became the setting for Timothy Dalton's second and final turn as 007, with several familiar landmarks appearing on screen.

The film's opening scenes, set around CIA agent Felix Leiter's wedding, were filmed at locations visitors can still see today. The Basilica of St. Mary's Star of the Sea Catholic Church appeared as the exterior where Bond and Leiter parachuted to the ceremony, while a private home on South Street served as Leiter's house for the reception scenes.



The Ernest Hemingway House in Key West, Florida. Image credit: Bryan Dearsley

The Ernest Hemingway Home and Museum also appeared in the film. It portrayed spy boss M's temporary headquarters, where Bond's licence to kill was revoked, and a later scene included the Key West Lighthouse across the street functioning as an armed guard post. Both sites remain popular stops for visitors.

The Bottom Line

As these towns show, Florida's movie history stretches across more than a century of filmmaking. Silent-era productions took shape in and around St. Augustine, while the state's spring-fed waters set the stage for classic creature features and James Bond adventures. Locations such as Silver Springs, Marineland, Sarasota, and Key West still hold traces of the scenes filmed there, reflecting the range of film activity that developed across the state. From early studios to coastal landmarks used in major productions, these communities continue to highlight Florida's long relationship with the movies.

Press Trip - Colombia - @ByfieldTravel

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 4–7, 2025 (3 nights) for Colombian content creator Christian Byfield and his photographer. With a reach of 747,000 Instagram followers through @byfieldtravel, the trip focused on capturing authentic content highlighting Ocala/Marion County’s nature, outdoor adventures, and cultural experiences for a highly engaged Latin American audience.

Below and on the next 3 pages is the VISIT FLORIDA report from the press trip.

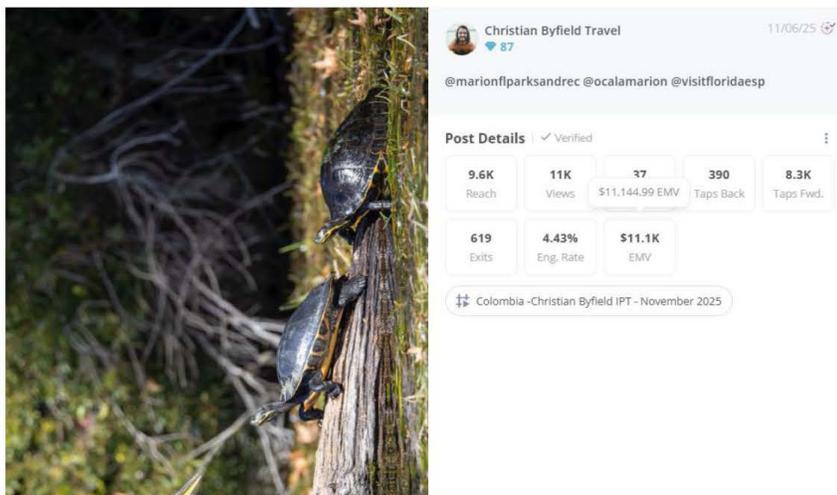


COLOMBIA – IPT CHRISTIAN BYFIELD – DECEMBER 2025 – OCALA

Media Name: Christian Byfield
 Social Handle: @byfieldtravel
 Date: 11/04/2025
 Total Exposure: 111,100 Social/Reach
 Media Value: \$131,900
 Engagements: 6,990
 ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Marion County Parks & Recreation, Florida State Parks, Rainbow Springs State Park, Blue Gator Restaurant

Instagram stories deliverable

<https://www.instagram.com/stories/highlights/17898960603325931/>



Press Trip - Colombia - @ByfieldTravel



Christian Byfield Travel 11/06/25

<https://www.captbobsairboatours.com> Tour USD 60 por persona una hora! @ocalamarion @visitfloridaesp

Post Details ✓ Verified

9.8K Reach	11.1K Views	8 Replies	363 Taps Back	7.7K Taps Fwd.
747 Exits	3.79% Eng. Rate	\$11.3K EMV		

Colombia -Christian Byfield IPT - November 2025



Christian Byfield Travel 11/06/25

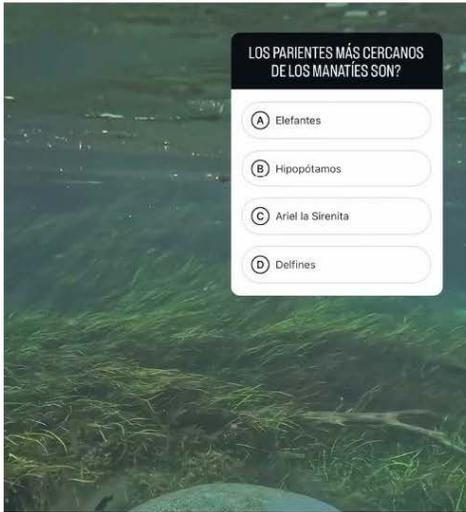
Mandando un par de mis libros por el correo de us 🇺🇸🤔🤔🤔

Post Details ✓ Verified

11.1K Reach	12.9K Views	44 Replies	293 Taps Back	8.5K Taps Fwd.
483 Exits	3.03% Eng. Rate	\$12.9K EMV		

Colombia -Christian Byfield IPT - November 2025

Press Trip - Colombia - @ByfieldTravel



Christian Byfield Travel 11/08/25
@visitfloridaesp @ocalamarion

Post Details Verified

15.4K Reach	18.7K Views	28 Replies	574 Taps Back	12K Taps Fwd.
1.4K Exits	3.91% Eng. Rate	\$17.8K EMV		

Colombia - Christian Byfield IPT - November 2025



Christian Byfield Travel 11/08/25
@visitfloridaesp #LoveFI

Post Details Verified

17.2K Reach	20K Views	37 Replies	1.2K Taps Back	14.8K Taps Fwd.
701 Exits	7.2% Eng. Rate	\$19.9K EMV		

Colombia - Christian Byfield IPT - November 2025

Press Trip - Colombia - @ByfieldTravel



Nos despedimos de Ocala rumbo a nuestro próximo destino!!!

Christian Byfield Travel 11/08/25
 87

Nos despedimos de Ocala rumbo a nuestro próximo destino!!!
 Arándanos argentinos en la Florida!! Increíble como la comida viaja por el mundo... @visitfloridaesp @ocalamarion

Post Details | Verified

16.8K Reach	20.3K Views	12 Replies	1K Taps Back	14.2K Taps Fwd.
460 Exits	6.2% Eng. Rate	\$19.5K EMV		

Colombia -Christian Byfield IPT - November 2025

Instagram post deliverable
https://www.instagram.com/p/DRptgLi7Gg/?img_index=1



byfieldtravel y visitfloridaesp 753K seguidores
 Ver perfil

Christian Byfield Travel 11/29/25
 +1 More
 87

Acá les dejo todo para que tengan una reunión muy importante con nutrias y manatíes, con agua cristalina wow y naturaleza en uno de los springs más lindos cerca a Orlando. Un plan cheverongo en un paraíso escondido muy cerca a la ciudad * 📍 Rainbow Springs State Park. Ocala — Parque wow con agua tan clara que parece sacada de una película! @ocalamarion * 🍴 Comida deliciosa y airboat en Blue Gator Restaurant, plan completo para que la pasen brutal en este río con reflejos de otro mundo! * 🚗 Para alquilar su carro, súper fácil y

Post Details | Verified

31.3K Reach	155.8K Views	3K Likes	68 Comments	102 Saves
10.04% Eng. Rate	\$39.5K EMV			

Colombia -Christian Byfield IPT - November 2025 Collaboration P

Press Trip - France - Le Télégramme

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 6–8, 2025 (2 nights) for five French journalists—Virginie Gonçalves, Pascale Missoud, Patrice Le Berre, Esther Buitekant, and Capucine Berr—along with two VISIT FLORIDA PR representatives. With a combined reach of 8.5 million unique monthly visitors across top-tier French publications, the trip aimed to increase international awareness by showcasing Ocala/Marion County’s outdoor, culinary, and family-friendly experiences.

Below and on the next page is the VISIT FLORIDA report from the press trip for an article in Le Télégramme.



FRANCE - Le Télégramme – France Group Fam - November 2025

Media Name: Patrice Le Berre

Publication: Le Télégramme

Date: 01/03/2026

Total Exposure: 548,000 Print/Circulation

Media Value: 35,983 USD

Article Title: Amelia Island and Ocala: another Florida

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Springs State Park, Canyons Zipline and Adventure Park, The Equestrian Hotel, World Equestrian Center, Swampy’s Bar & Grille, Stirrups Restaurant at WEC, Ivy on the Square Restaurant Ocala, Mezcal Spirit of Oaxaca Restaurant, Amelia Island Salt Life Food Shack, Lagniappe Restaurant, Florida State Parks, Amelia Island CVB, Fernandina Beach Historic District, Springhill Suites By MARRIOTT Amelia Island, Burlingame Restaurant Fernandina Beach, Fort Clinch, Visit Jacksonville, Visit Orlando

Coverage Link: [print article](#)



Un habitant des environs de la rivière Rainbow, entre les régions d'Amelia Island et d'Ocala profite d'une balade en bateau en compagnie de ses chiens.
Photo Patrice Le Berre

Le « Sunshine state » (l'État du soleil avec ses 240 jours d'ensoleillement annuels) est un aimant à touristes en quête de chaleur, de bord de mer et d'attractions spectaculaires.

Mais la Floride recèle aussi des régions moins fréquentées, propices à des vacances tout aussi dépaysantes.

Patrice Le Berre

La Floride ? Les plaisirs de la métropole Miami et ses fêtes aux effluves cubaines, le Parc des Everglades, les studios Universal et le complexe Disney World d'Orlando, les Keys... Mais cet État taillé pour le loisir offre, aussi, de belles découvertes, pour peu que l'on choisisse de s'éloigner des flux continus de voyageurs en chemises hawaïennes. Comme, par exemple, en optant pour Amelia Island, à l'extrême nord-ouest, ou Ocala, dans les terres du centre.

Un bord de mer splendide

Avec 21 km de littoral et de plages de sable fin, une ribambelle de golfs, des rivières poissonneuses et une baie sublime fréquentée par des dauphins factieux, Amelia Island est un havre de plaisir. Partout y ont été préservées ces habitations coloniales datant des XVIII^e et XIX^e siècles, témoignages entretenus avec soin d'un territoire conquis successivement par les Fran-

çais, les Espagnols et les Anglais, avant de devenir au XX^e siècle, l'État préféré des retraités américains, en quête de soleil et de douceur. Chaque période de l'histoire de la Floride a laissé sa marque sur la presqu'île d'Amelia Island, dont le symbole, révélateur d'un passé complexe et tumultueux, est la figure du pirate.

Celui-ci est placé en devanture de nombreux commerces du quartier historique de la ville, qui s'étend sur 50 pâtés de maisons. Il débouche sur le vieux port qui propose des sorties en mer sur la baie de la presqu'île, particulièrement recommandables au crépuscule, pour apercevoir la faune sauvage (pélicans, grues...) cachée le long des rivages désertés. Les amateurs d'activités physiques

ont également de quoi s'amuser avec des spots parfaits pour la pratique du kayak en rivière ou des kilomètres de balades à vélo au milieu d'une nature préservée. On ne manquera pas non plus, à l'aube, d'admirer un magnifique lever de soleil, depuis la plage de Fernandina Beach. Ni d'effectuer, juste à côté, la visite du Fort Clinch, construit lors de la guerre de Sécession.

La capitale mondiale du cheval

À 130 km plus au sud, Ocala, capitale mondiale du cheval depuis 2001. Sur des kilomètres, les haras se succèdent par dizaines, délimités par des enfilades de barrières blanches à perte de vue. Certains, comme la ferme équestre de Clydesdale, se visitent et per-

mettent d'approcher des chevaux régulièrement récompensés lors des prestigieux concours du Kentucky. Idéal pour se loger et se restaurer, le World Equestrian Center propose d'assister à des compétitions équestres. Construit sur une vingtaine d'hectares, l'endroit est conçu pour pratiquer des activités sportives. Et pour s'adonner aux plaisirs de la table. Son chef cuisinier est un Breton de 30 ans, Yohann Le Bescond, né à Pont-l'Abbé (29), et formé à la pâtisserie dans le pays Bigouden avant de choisir de s'expatrier à Miami. Rapidement repéré pour ses qualités professionnelles, il a été recruté par les propriétaires du centre au sortir de la crise sanitaire de 2020 et travaille désormais avec... 400 personnes. Sa personnalité et son talent lui ont valu de participer à plusieurs émissions télévisées, dont « Harry Potter : les sorciers de la pâtisserie », diffusée récemment en France.

Bateaux à fond en verre

La région d'Ocala, où John Travolta a acquis une luxueuse résidence en 2001, offre aussi des sites privilégiés comme le parc de Silver Springs, où l'on peut effectuer des balades en bateau à fond en verre transparent permettant d'admirer des dizaines d'espèces marines (tortues, alligators...), dont des bancs de poissons de rivières, dans leur habitat protégé. Et où furent tournées des scènes des James Bond, « Thunderball » et « Moonraker ». Ainsi que le Canyon Zip Line and Adventure Park, où l'on peut s'offrir les sensations fortes d'un parcours aérien en tyrolienne ou de paisibles balades à cheval, dans un décor somptueux le long des canyons et près de lacs entourés d'une nature luxuriante. De quoi avoir envie d'y rester ou d'y revenir dès que possible.



Le site exceptionnel de la rivière de Silver Springs où l'on peut effectuer, notamment, des balades en bateaux à fond en verre transparent permettant d'admirer des dizaines d'espèces marines (tortues, alligators...). Photo Patrice Le Berre

Amelia Island et Ocala : une autre Floride

Yaller

Vols quotidiens au départ de Roissy-Charles de Gaulle pour les aéroports de Jacksonville ou d'Orlando, avec Air France.

Où se loger ?

- Hôtel SpringHill Suites, à Amelia Island, à deux pas de la plage de Fernandina Beach.
- L'Equestrian Hotel, au sein du World Equestrian Center d'Ocala.

Où se restaurer ?

À Amelia Island : le Mezcal Spirit of Oaxaca (spécialités mexicaines aux portions généreuses), le Burlingame (cuisine américaine moderne, créative et succulente), le Salt Life Food Shack (devant la plage de Fernandina), aux salades délicieuses, le Lagniappe (cuisine crêole française exquise et raffinée).

Sur la route d'Ocala :

le Swampy's Bar & Grille (devant la magnifique rivière Rainbow) aux spécialités culinaires cajuns (spot idéal pour savourer des beignets d'alligator !).

À Ocala :

le Stirrups, restaurant gastronomique au World Equestrian Center, un plaisir total, le Ivy on the Square (cuisine du vieux sud américain), au centre-ville.

Pourboire :

comme partout aux États-Unis, le pourboire n'est pas inclus dans l'addition. Ajouter un minimum de 10 à 20 %, en fonction de son appréciation de la qualité du service.

Météo

Sauf entre décembre et janvier (de 15 à 20 degrés, en moyenne), les températures dans la moitié nord de la Floride sont généralement comprises entre 20 et 35 degrés tout au long de l'année.

Press Trip - France - VSD

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 6–8, 2025 (2 nights) for five French journalists—Virginie Gonçalves, Pascale Missoud, Patrice Le Berre, Esther Buitekant, and Capucine Berr—along with two VISIT FLORIDA PR representatives. With a combined reach of 8.5 million unique monthly visitors across top-tier French publications, the trip aimed to increase international awareness by showcasing Ocala/Marion County’s outdoor, culinary, and family-friendly experiences.

Below and on the next 6 pages is the VISIT FLORIDA report from the press trip for an article in VSD.



FRANCE - VSD - France Group Fam - November 2025

Media Name: Pascale Missoud

Publication: VSD

Date: 12/21/2025

Total Exposure: 660,000 Print/Circulation

Media Value: 70,586 USD

Article Title: Florida, between land and ocean

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Glenview Clydesdales Horse Farm, Silver Springs State Park, Canyons Zipline and Adventure Park, Ocala National Forest, The Riding Academy Hotel, World Equestrian Center, Stirrups Restaurant at WEC, Ivy on the Square Restaurant Ocala, Florida State Parks, Amelia Island CVB, Nassau County, Old Town Fernandina, Fernandina Beach Historic District, Springhill Suites BY MARRIOTT Amelia Island, Burlingame Restaurant Fernandina Beach, Fort Clinch, Little Talbot & Amelia Island State Park, Amelia Island Anchor Trolley Tours, Amelia River Cruises, Visit Jacksonville, Visit Orlando

Coverage Link: [print article](#)



VSD | Évasion

Dans le parc national de Silver Springs, les bateaux à fond de verre, vintage à souhait, servent de fenêtre sur les profondeurs aquatiques. Ils ont ravi des générations de visiteurs : c'est la plus ancienne attraction de Floride.



FLORIDE
Entre terre et océan

D'Ocala, en son centre, jusqu'aux rivages d'Amelia Island, voyage à travers une région méconnue, au fil de haras prestigieux, de forêts humides et d'horizons salés.

Par **Pascale Missoud**

Photo 1, 2011



Quoi de plus grisant que de fendre l'air au-dessus des eaux turquoise grâce à l'une des longues tyroliennes du parc ? Spectaculaire.

Marion. Ici, ce n'est pas un prénom, mais un comté bien particulier de Floride. Oubliez les marinas de Miami, les parcs à thème d'Orlando, la virgule turquoise des Keys. Ocala, son siège, s'attribue le titre de capitale mondiale du cheval. Il faut dire qu'avec plus de mille fermes équestres, 75 % des centres d'élevage, de dressage et d'entraînement de pur-sang, le comté vit

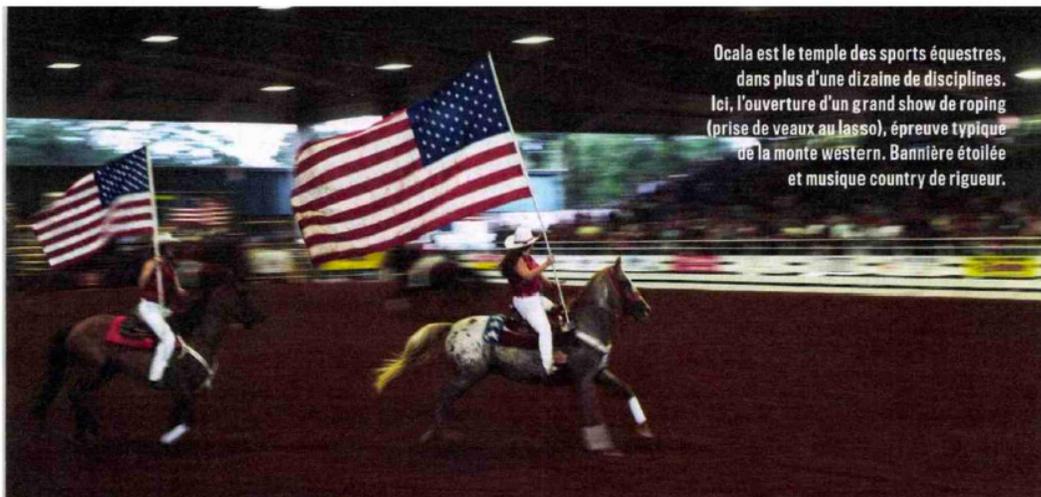
Photos : iStock - DTI

au rythme des crinières nattées et des sabots polis, recensant les plus célèbres chevaux primés des États-Unis. On ne compte pas les haras mais les légendes. Certaines installations entrouvrent leurs portes au public. À l'américaine : l'expérience s'avère plus éducative – et trop scénarisée – qu'immersive, comme à Grandview Clydesdales avec ses chevaux de trait venus d'Écosse, géants au regard doux et aux fanons soyeux. Il faut les voir poser, tels des athlètes baroques dans leurs écuries éclairées de

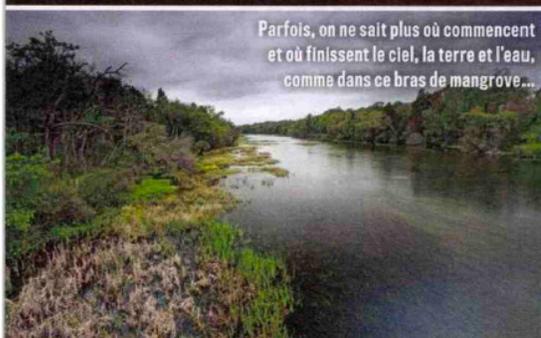
lustres à pampilles. Les futurs champions sont particulièrement bichonnés, rarement approchés. Alors on vient en saison, entre décembre et mars, pour assister aux grands événements. Ce n'est pas votre dada ? Marion dégage aussi parcs et réserves au charme discret.

À commencer par le parc d'État Silver Springs. Y fut inventé, au XIX^e siècle, le bateau à fond de verre. Ringard ? Pas lorsque l'on apprend qu'au milieu des poissons-chats et des herbiers aquatiques, des tortues et des

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Ocala est le temple des sports équestres, dans plus d'une dizaine de disciplines. Ici, l'ouverture d'un grand show de roping (prise de veaux au lasso), épreuve typique de la monte western. Bannière étoilée et musique country de rigueur.



Parfois, on ne sait plus où commencent et où finissent le ciel, la terre et l'eau, comme dans ce bras de mangrove...



... où il ne faut jamais se fier à l'air endormi de l'alligator !

lamantins, se glissent quelques robustes alligators. Et aussi les fantômes de fameux tournages : *Opération Tonnerre* avec Sean Connery en combat sous-marin ; ou *Moonraker* dans lequel Roger Moore se débat avec un python. À 20 minutes de route, voici Canyons Zip Line and Adventure Park : sur un ancien site minier, neuf tyroliennes survolent des lacs émeraude enchâssés dans des canyons et une forêt de vieux chênes moussus. Au-dessus du vide, on apprend la gravité autrement ! Sur la terre ferme, même

décor, mais à cheval. Deux temps, un même enchantement. Et puis, il y a la superbe forêt d'Ocala : plus de 600 étendues d'eau dont le paisible lac George, des marais, des sources aussi : habitat des Amérindiens Timucua au XVI^e siècle puis des Séminoles, on croise des monticules, ultimes demeures, dit-on, de certains d'entre eux. On prend tout de même le temps d'arpenter Brick Town, l'autre surnom d'Ocala : ravagée en 1883 par un incendie, elle fut reconstruite en briques, granit et acier. Il reste encore une

poignée de maisons historiques à deux pas du centre.

Il est temps de reprendre la route. Elle file nord-est, jusqu'à Amelia Island, bout de terre de 22 km² léché par l'Atlantique dans le comté de Nassau. Connue depuis 1573, Fernandina Beach est officiellement fondée en 1811. Elle a vu flotter pas moins de huit drapeaux au-dessus de ses toits. Espagnols, Français, Anglais, pirates... tous ont laissé une page d'histoire. Au milieu du XIX^e siècle, la bourgade entre dans l'ère industrielle avec ●●●

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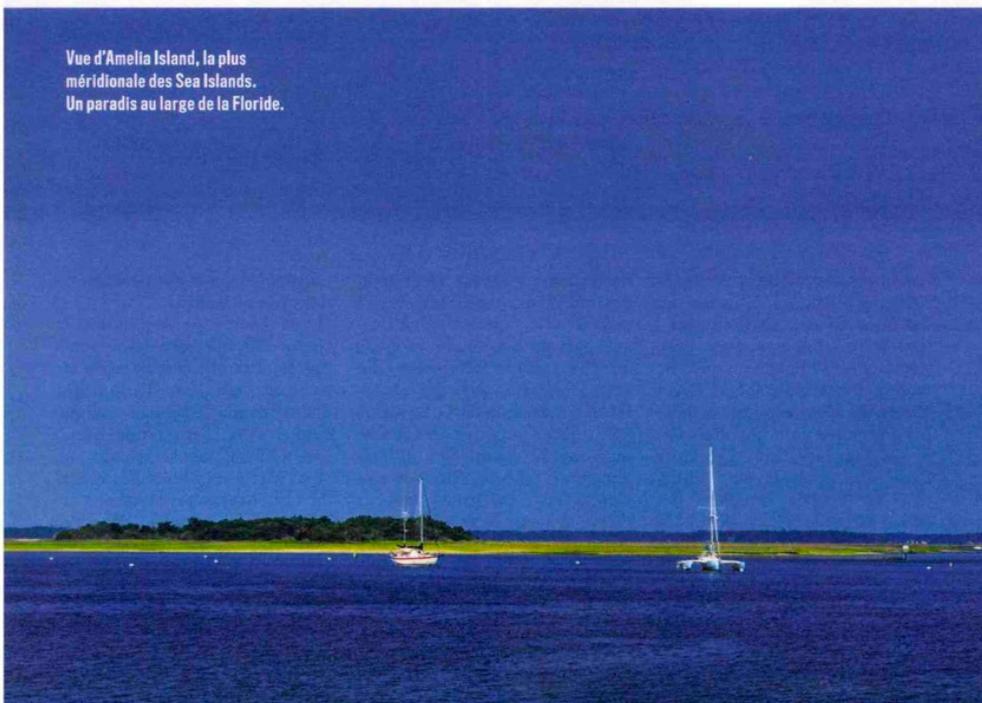
●●● la construction de Fort Clinch, dont la silhouette massive campe à l'entrée de la baie et s'adapte à l'ère du rail : le premier chemin de fer à travers l'État devait même initialement relier l'Atlantique au golfe du Mexique. Des maisons victorienes ciselées d'histoires, arborant façades ouvragées et jardins piquetés de palmiers ; une flopée de restaurants, une ribambelle de coquettes boutiques et ce petit musée qui veille sur ses reliques avec la ferveur d'un conteur appliqué : avec plus de 400 bâtiments inscrits au registre natio-

nal des lieux historiques, tout à Fernandina Beach respire la prospérité d'antan, confirme celle d'aujourd'hui. À tel point que les esprits fantasques imaginaient bien une version floridienne de Twin Peaks dissimulant, derrière ce décor tellement propre et séduisant, un côté obscur et troublant. C'est une histoire de résilience que narre ici la nature, entre forêts truffées de magnolia et de chênes verts, de pins et de cèdres rouges ; marais salés drapés d'herbes hautes qui dansent au doux rythme des marées, refuge d'une myriade

d'oiseaux migrateurs : le parc national des îles Amelia et Talbot est une respiration. On le picore en kayak, entre palétuviers et mangroves, véritables sentinelles végétales. Les hérons attendent, les vautours planent. Et puis il y a ces plages, ourlées de dunes habillées de gracieuses plantes, remparts essentiels contre l'érosion. C'est ici que les tortues marines viennent pondre chaque année. Ici que les surfeurs défient les vagues. Ici aussi que, chaque matin, habitants et touristes viennent admirer le lever du soleil. Éblouissant.

C'est une histoire de résilience que narre ici la nature.

Vue d'Amelia Island, la plus méridionale des Sea Islands. Un paradis au large de la Floride.

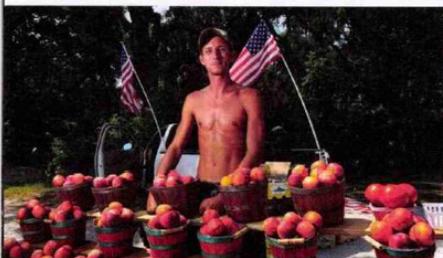




Rénové dans les années 1930, Fort Clinch, sur Amelia Island, organise des reconstitutions de la guerre de Sécession le premier week-end de chaque mois.



Un autre spectacle se joue aussi sur Amelia Island : le ballet des oiseaux migrateurs, leur paradis.



À Fardnanda Beach, patriotisme et semi-nudité donnent à la vente de pêches une dimension photogénique !



Rues tranquilles au style victorien dans le centre historique d'Amelia Island. Ici, le restaurant "Burlingame".

Pratique

Y aller

On arrive par le vol direct Paris-Orlando d'Air France et l'on repart de Jacksonville via Atlanta. À partir de 2 000 € AR

Dormir

Springhill Suites by Marriot Amelia Island

De grandes chambres classiques, un petit-déjeuner avec plats sans gluten. Plage à 3 minutes à pied. À partir de 125 € la nuit. marriott.com/springhill-suites-amelia-island

Ocala

The Riding Academy

À 20 minutes en voiture d'Ocala, un 4* au cœur du complexe World Equestrian Center : idéal pour assister aux compétitions. Vastes chambres, nombreuses donnant sur les parkings mais très belles photos de chevaux et amusants portraits de chiens. À partir de 239 € la chambre. ridingacademyhotel.com

Manger

Fernandina Beach Burlingame

Dans cette charmante maison de 1947, le chef Chad Livingston propose une cuisine bistrannique fraîche et colorée. Spécialités locales : crevettes et huîtres. À partir de 80 €. burlingamerestaurant.com

Ivy on the Square

Un bâtiment de plus d'un siècle,

des photos d'époque sur les murs, du jazz en fond sonore ; dans l'assiette, une cuisine du Sud copieuse et sympathique. Le plus ? Le speakeasy dissimulé derrière une porte. À partir de 40 € entrée et plat.

Stirrup

Le meilleur des dix restaurants du complexe World Equestrian : une table gastronomique au service soigneux, avec vue sur l'arène. Le pain est un délice, le crab cake et la purée aux truffes réussis. À partir de 130 € le repas, 2 verres de vin compris. stirrupsocala.com/

À faire

Amelia Island

Tour en trolley

1 h 20 richement commentée par une conférencière (en anglais), 28 € anchortrolleys.com
À compléter par la visite du musée d'histoire. 10 €. ameliamuseum.org

Croisière dans la baie

Admirer le coucher de soleil accompagné par les dauphins : 1 h de croisière commentée (en anglais) et on peut même apporter ses boissons. 30 €. ameliarivercruises.com

Ocala

Canyons Zip Line and Adventure Park

Dans les airs, sur terre ou sur l'eau, plusieurs options pour découvrir le parc. À partir de 62 € pour 3 tyroliennes, 78 € pour 1 h 30 à cheval, 40 € l'heure de kayak. zipthecanyons.com

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Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
When In Your State	Discover the hidden charm of Ocala, Florida	54,267
Nau	Florida startet 2026 mit einzigartigen Erlebnissen	1,418,016
Knews Media (UK)	Vacation in Florida. What to see? Hidden gems from a local	
Family Travel Forum	Orlando to Miami With Kids: 13 Fun Roadside Stops That Make the Drive Feel Shorter	130,116
World News	Ocala/Marion County VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting (Marion County, FL)	160,459
Travel And Tour World (3 articles)	Ocala, Florida: An Undiscovered Gem for Nature Lovers and Equestrian Enthusiasts	7,076,066
Travel And Tour World (4 articles)	Ocala Joins Orlando, Tampa Bay, Jacksonville, Miami and Other Popular Cities in Florida Experiencing Massive Tourism Boost with Visitor Spending Tax Revenue and Economic Contribution	7,076,844
Travel And Tour World (7 articles)	Naples, Ocala, St. Augustine, and beyond Surging Festive Charm, How Florida's Best Holiday Getaways Are Taking Over the United States	3,876,081.00
AOL (3 articles)	Adventure And Beauty Await In This Undiscovered Florida Town You Haven't Heard Of	127,143,922
Yahoo! Life	Swim In One Of Florida's Best Natural Springs That Looks Straight From A Japanese Garden	14,289,931
Lonely Planet	The best places to visit in Florida	2,323,783
Daily Hive Montreal (3 articles)	3 reasons Florida should be your winter escape this year	110,112
352Today (2 articles)	Annual Tourism Report Celebrates Ocala Region's Rising Status as a Global Destination	71,773
WorldAtlas	11 Off The Beaten Path Towns in Florida	7,053,100
MSN.com	Florida's 5 Most Amazing Stops Sandwiched Between Jacksonville And Orlando	96,275,936
KPRC-TV	Discover Florida's best destinations for outdoor adventures this fall	1,564,420
Travel + Leisure	26 Stunning Places in Florida Every Traveler Should Visit	11,121,593

*Notation: The Media Value Equivalent totals **\$3,186,049.30** for October-December 2025. The total reach is **298,158,963**.*

Earned media continued on following page...

Print And Digital Earned Media

Earned media continued...

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
WDC News 6	Pet-Friendly Hotels and Destinations for Your Next Vacation	865
KDAF-TV (CW33)	Explore Florida's hidden outdoor gems, travel expert advises	31,317
The Scout Guide	Scouted Travel: Must-Visit Museums	39,588
Paddling Magazine	6 Best Places To Kayak With Manatees	126,317
Agent at Home	USA Florida Beyond the Theme Parks Pitch Press Release October 2025	18,239
Mortimer Rejsemagazin Online (2 articles)	Germany Barefoot in the sand and surrounded by lights: Florida's special pre-Christmas season Press Release October 2025	1,868,255
Domestic Media Mission (5 posts)	Domestic Mission - Nashville & New York (USA Mission October 2025)	88,196
World Atlas	Bryan Dearsley - World Atlas, Luxury United States (Canada Individual Press Trip October 2025)	6,100,000
@adventureingeyes	Sarah & Myles Anderson - @adventureingeyes (USA Content Creator Trip October 2025)	153,823
@byfieldtravel	Christian Byfield - @byfieldtravel (Colombia Content Creator Trip November 2025)	111,100
Apollo Magazine	Capucine Berr - Apollo Magazine Virginie Gonçalvez - BIBA Patrice Le Berre - Le Télégramme Esther Buitekant - GEO Pascale Missoud - Yonder.fr and VSD (France Group FAM November 2025)	4,733,198
La Presse+	Canada Winter Campaign (Canada Integrated Media Effort November 2025)	110,271
Visit Florida SMT related coverage (4 publications)	NTOD Paid Integrations (USA Paid Editorial November 2025)	4,375,100
@travelwith.dna	Hopper Winter CC Campaign (USA Content Creator Trip November 2025)	3,857
Mistertravel (3 articles)	France Florida Festivities: Celebrate the Holidays in the Sunshine State Press Release December 2025	40,288
TourMag (3 articles)	France Kissimmee Tradeshow Pitch Press Release December 2025	612,130

*Notation: The Media Value Equivalent totals **\$3,186,049.30** for October-December 2025. The total reach is **298,158,963**.*

SOCIAL MEDIA

Overview

@ocalamarion
 ocalamarion

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

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

Performance Summary

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

Impressions 4,436,339 ↗ 1%	Engagements 157,592 ↗ 99.9%	Post Link Clicks 37,536 ↘ 4.1%
Engagement Rate (per Impression) 3.5% ↗ 98%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Rate (per Impression)
Reporting Period	287,565	1,575	197	4,436,339	157,592	3.5%
Oct 1, 2025 - Dec 31, 2025	↗ 0.6%	↗ 2,440.3%	↗ 2.1%	↗ 1%	↗ 99.9%	↗ 98%
Compare To	285,990	62	193	4,394,240	78,834	1.8%
Jul 1, 2025 - Sep 30, 2025						
X Ocala/Marion County	2,995	12	29	2,202	169	7.7%
Ocala/Marion County	614	52	8	4,294	845	19.7%
Ocala/Marion County, FL	23,388	260	88	473,858	3,691	0.8%
Ocala/Marion County, Florida	259,021	1,224	48	3,955,985	152,390	3.9%
Ocala/Marion County, Florida	1,276	0	16	N/A	N/A	N/A
ocalamarion	271	27	8	N/A	497	N/A

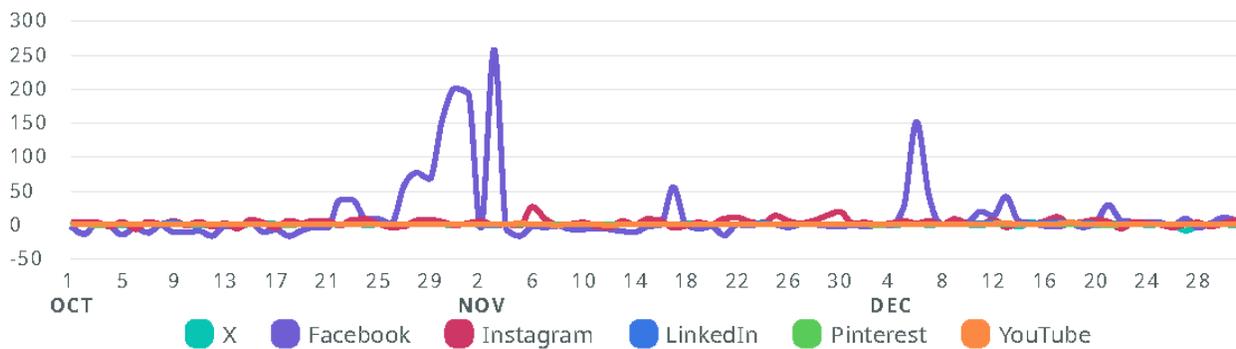
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.



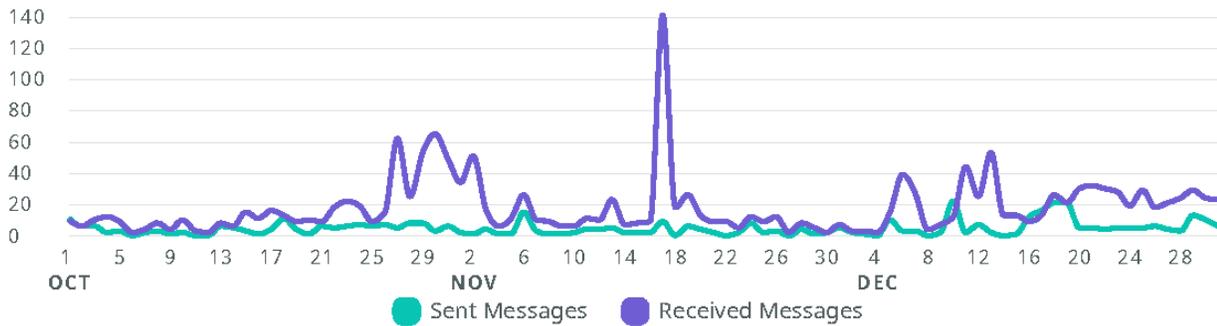
Audience Metrics	Totals	% Change
Audience	287,565	↗ 0.6%
Net Audience Growth	1,575	↗ 2,440.3%
X Net Follower Growth	12	↘ 68.4%
Facebook Net Follower Growth	1,224	↗ 352.4%
Instagram Net Follower Growth	260	↘ 38.4%
LinkedIn Net Follower Growth	52	↗ 20.9%
Pinterest Net Follower Growth	0	↘ 100%

Overview: Messages

Message Volume

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

Messages per Day



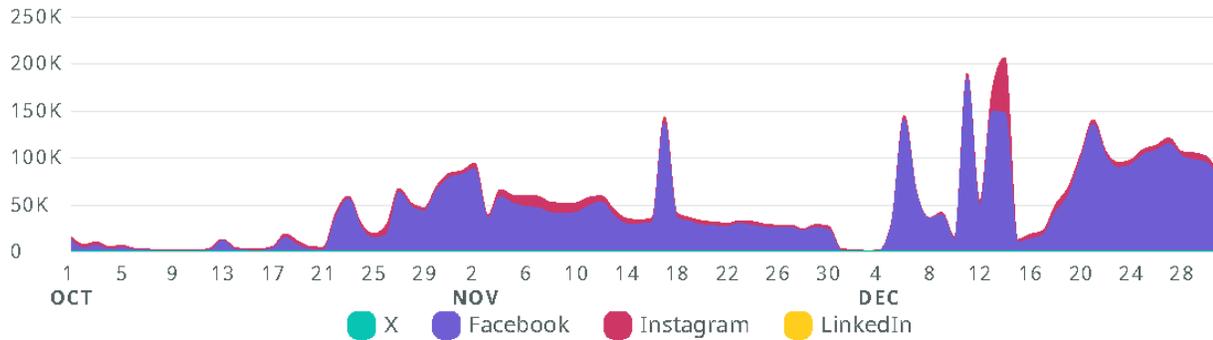
Sent Messages Metrics	Totals	% Change
Total Sent Messages	432	↗ 8.5%
X Sent Messages	29	↘ 34.1%
Facebook Sent Messages	91	↗ 12.3%
Instagram Sent Messages	261	↗ 4%
LinkedIn Sent Messages	11	↗ 22.2%
Pinterest Sent Messages	32	↗ —
YouTube Sent Messages	8	↘ 38.5%



Overview: Impressions

Impressions

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



Impression Metrics	Totals	% Change
Impressions	4,436,339	↗ 1%
X Impressions	2,202	↘ 59.5%
Facebook Views	3,955,985	↗ 12.1%
Instagram Views	473,858	↘ 44.7%
LinkedIn Impressions	4,294	↗ 0.5%

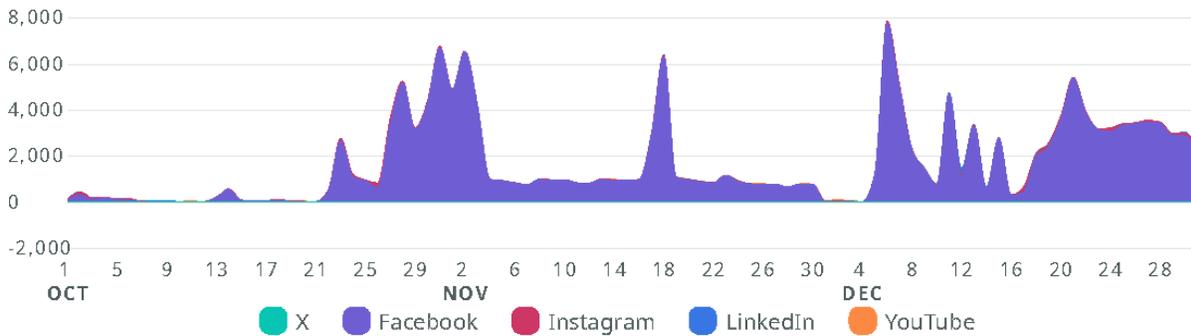


Overview: Engagements



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	157,592	↗ 99.9%
X Engagements	169	↘ 51.4%
Facebook Engagements	152,390	↗ 109.6%
Instagram Engagements	3,691	↘ 23.8%
LinkedIn Engagements	845	↗ 21.6%
YouTube Engagements	497	↗ 100.4%

Instagram



Instagram Performance Summary

Views 473,858 ↘ 44.7%	Organic Views 221,373 ↘ 6.3%	Paid Views 252,485 ↘ 59.3%
Engagement Rate (per View) 0.8% ↗ 22.2%	Organic Engagement Rate (per View) 1.7% ↘ 18.7%	Paid Engagement Rate (per View) 0.1% ↘ 28.9%
Engagements 4,001 ↘ 32.4%	Organic Engagements 3,691 ↘ 23.8%	Paid Engagements 310 ↘ 71.1%

Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Oct 1, 2025 - Dec 31, 2025	23,388 ↗ 1.1%	260 ↘ 38.4%	88 ↗ 25.7%	473,858 ↘ 44.7%	221,373 ↘ 6.3%	252,485 ↘ 59.3%
Compare To Jul 1, 2025 - Sep 30, 2025	23,128	422	70	856,508	236,351	620,157
Ocala/Marion County, FL	23,388	260	88	473,858	221,373	252,485

Instagram

Top Posts

 **ocalamarion**
Sun 10/26/2025 3:36 pm ...

Why take the ordinary horseback riding route when you can ride through rivers,...



Total Engagements	418
Likes	339
Comments	9
Shares	31
Saves	39

 **ocalamarion**
Wed 10/1/2025 4:28 pm E...

October is here, which means spooky season has officially started 🎃👻 We can especial...



Total Engagements	186
Likes	167
Comments	5
Shares	14
Saves	0

 **ocalamarion**
Tue 12/23/2025 8:39 pm ...

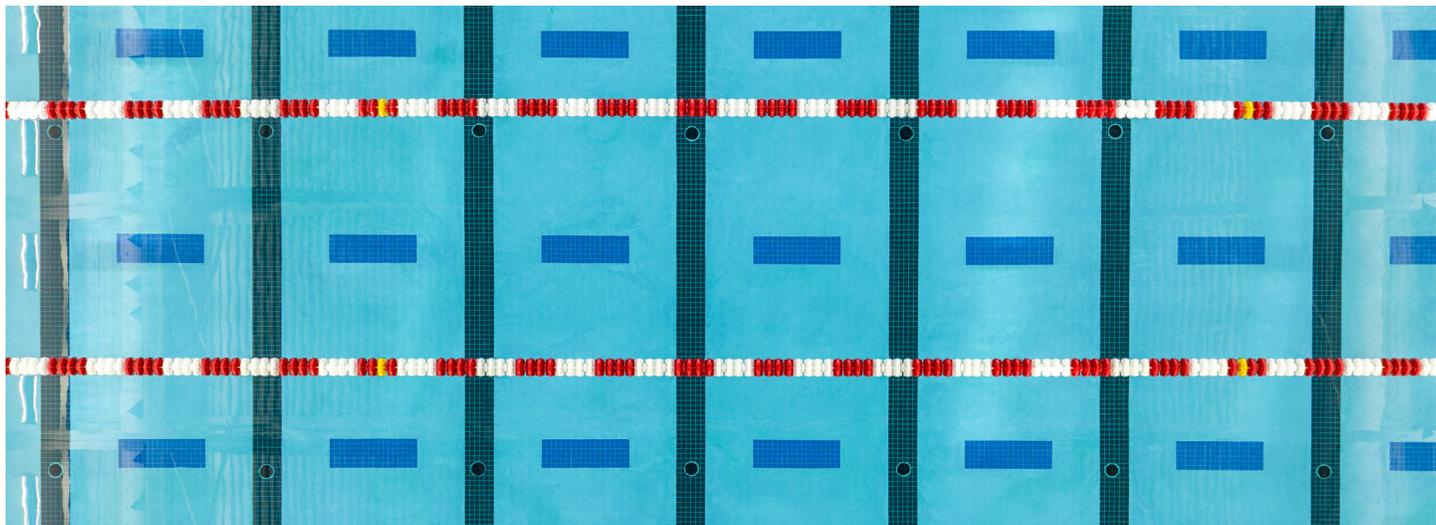
Seeing the way **#DowntownOcala** lights up brings us so much joy 🥰...



Total Engagements	168
Likes	158
Comments	5
Shares	5
Saves	0

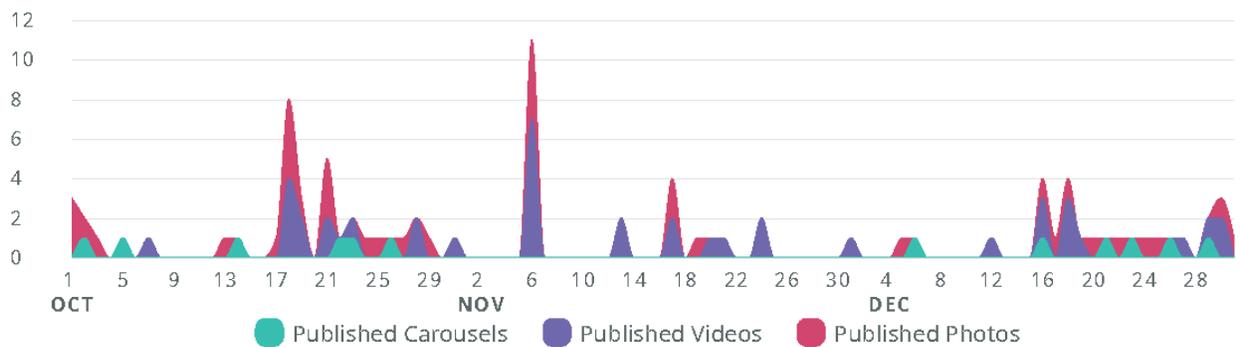


Instagram: Publishing



Publishing Behavior

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

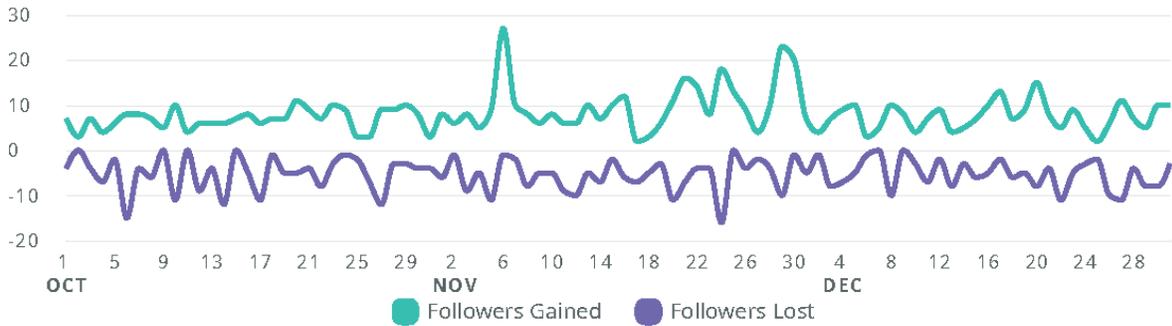


Publishing Behavior by Content Type	Totals	% Change
Published Posts	88	↗ 25.7%
Published Carousels	12	↘ 36.8%
Published Videos	40	↗ 81.8%
Published Photos	36	↗ 24.1%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



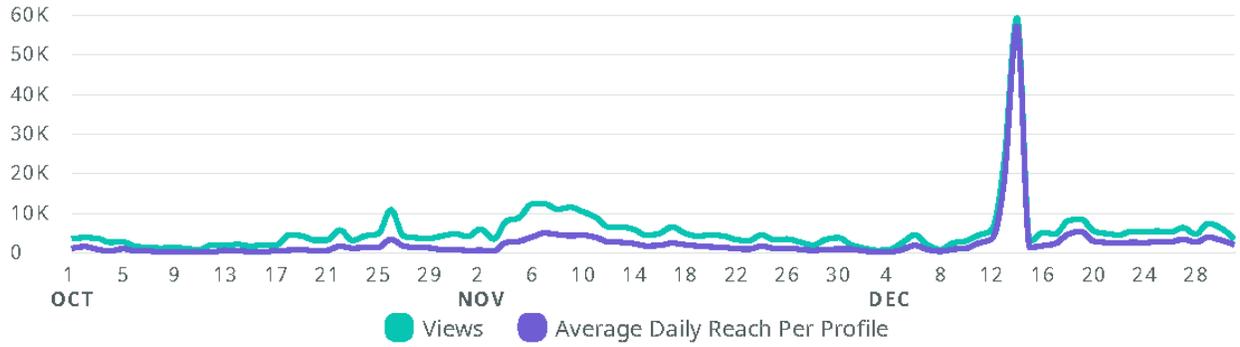
Audience Metrics	Totals	% Change
Followers	23,388	↗ 1.1%
Net Follower Growth	260	↘ 38.4%
Followers Gained	747	↘ 19.2%
Followers Lost	487	↘ 3%



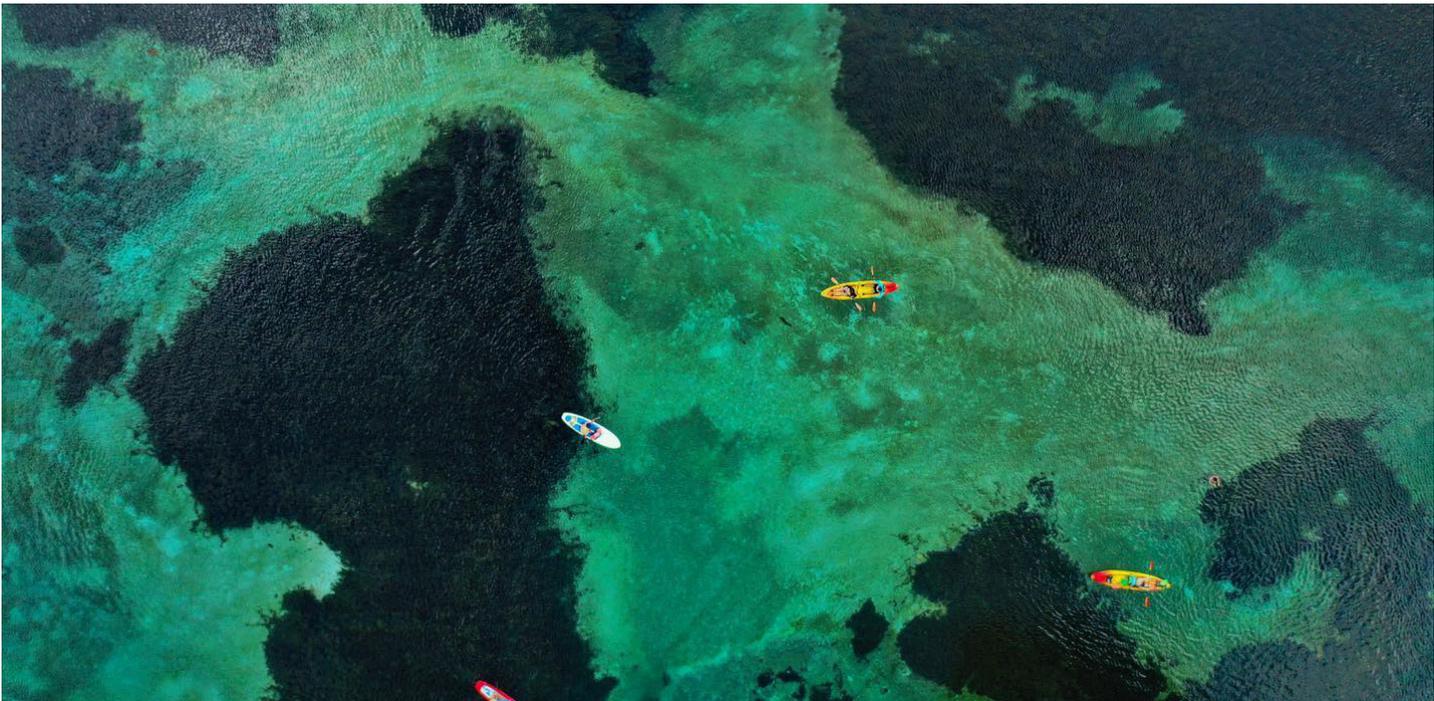
Instagram: Views

Views

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



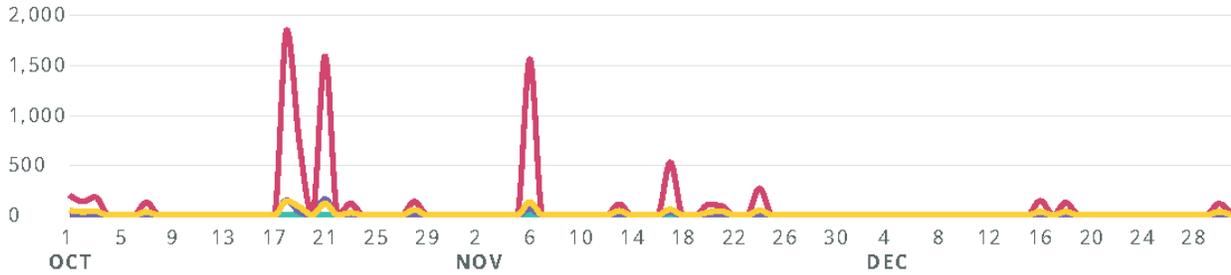
Views Metrics	Organic	Paid	Totals	% Change
Views	221,373 ↘ 6.3%	252,485 ↘ 59.3%	473,858	↘ 44.7%
Average Daily Reach per Profile	N/A	N/A	2,356.75	↘ 45.2%



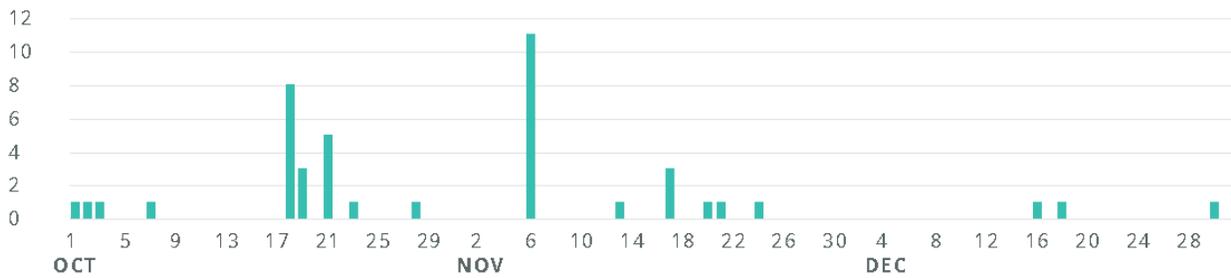
Instagram: Stories

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

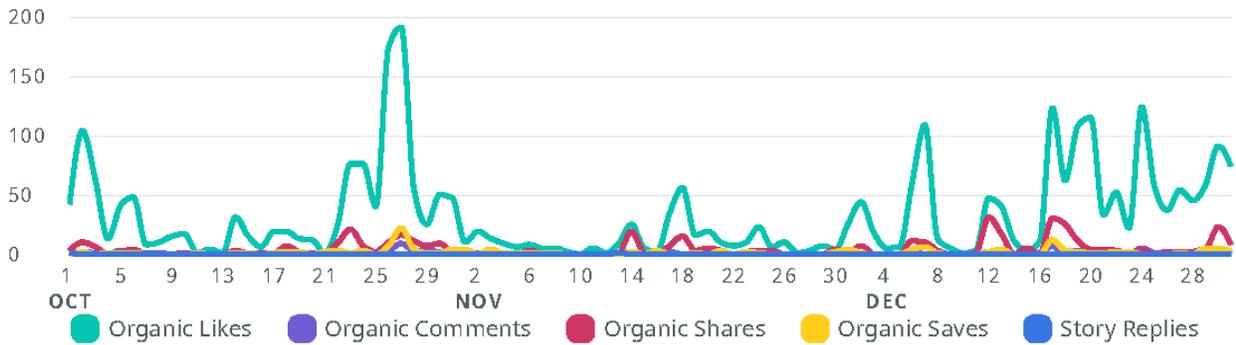
Story Metrics	Totals	% Change
Published Stories	43	↗ 168.8%
Story Replies	2	→ 0%
Story Taps Back	461	↗ 395.7%
Story Taps Forward	8,039	↗ 244.3%
Story Exits	985	↗ 212.7%
Story Views	16,014	↗ 386%
Average Reach per Story	321.51	↗ 74.6%

Instagram: Engagement



Engagements

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

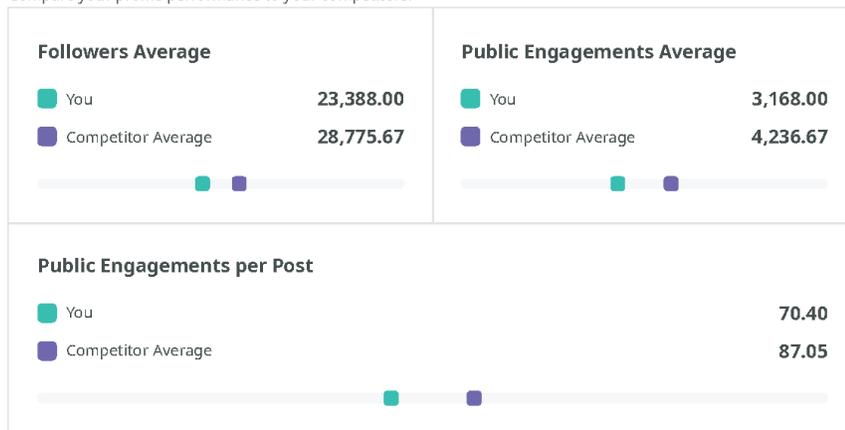


Engagement Metrics	Totals	% Change
Organic Engagements	3,691	↘ 23.8%
Organic Likes	3,028	↘ 25.1%
Organic Comments	97	↘ 16.4%

Instagram: Competitors

Summary

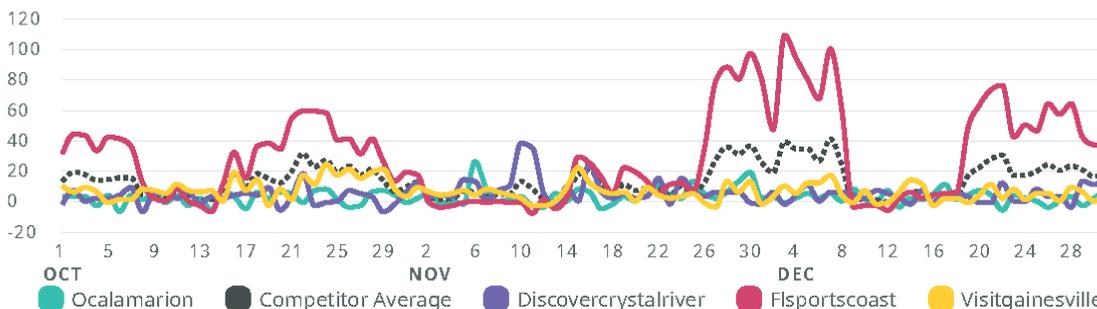
Compare your profile performance to your competitors.



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	23,388.00	260.00	1.12%
Competitor Average	28,775.67	1,274.00	4.63%
discovercrystalriver	41,998	453	1.09%
ocalamarion	23,388	260	1.12%
visitgainesville	22,985	599	2.68%
flsportscoast	21,344	2,770	14.91%

Facebook



Performance Summary

Views 3,955,985 ↗ 12.1%	Organic Views 1,258,036 ↗ 332%	Paid Views 2,697,949 ↘ 16.6%
Engagement Rate (per View) 3.9% ↗ 86.9%	Organic Engagement Rate (per View) 5.2% ↗ 102.4%	Paid Engagement Rate (per View) 3.2% ↗ 59.2%
Post Link Clicks 36,778 ↘ 4.5%	Organic Post Link Clicks 331 ↘ 5.7%	Paid Post Link Clicks 36,447 ↘ 4.5%
Engagements 152,390 ↗ 109.6%	Organic Engagements 65,921 ↗ 774.3%	Paid Engagements 86,469 ↗ 32.7%

Page ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Oct 1, 2025 – Dec 31, 2025	259,021 ↗ 0.5%	1,224 ↗ 352.4%	48 ↘ 15.8%	3,955,985 ↗ 12.1%	1,258,036 ↗ 332%	2,697,949 ↘ 16.6%
Compare To Jul 1, 2025 – Sep 30, 2025	257,797	-485	57	3,528,028	291,230	3,236,798
 Ocala/Marion County, Florida	259,021	1,224	48	3,955,985	1,258,036	2,697,949

Facebook

Top Posts

 **f** Ocala/Marion C...
Tue 12/9/2025 4:06 pm EST

Slow down with the slowest (and sweetest) locals in Florida. Experience Ocala/Marion...

Ocala/Marion County, Fl...



Total Engagements	53,699
Reactions	4,290
Comments	138
Shares	158
Post Link Clicks	36,242
Other Post Clicks	12,871

 **f** Ocala/Marion C...
Mon 10/27/2025 10:08 a...

Why take the ordinary horseback riding route when you can ride through rivers,...



Total Engagements	36,781
Reactions	2,864
Comments	347
Shares	226
Post Link Clicks	3
Other Post Clicks	33,341

 **f** Ocala/Marion C...
Mon 11/3/2025 10:32 pm...

Trade screen time for trail time. Hike, bike, gallop, or glide your way through Ocala/Marion...

Ocala/Marion County, Fl...



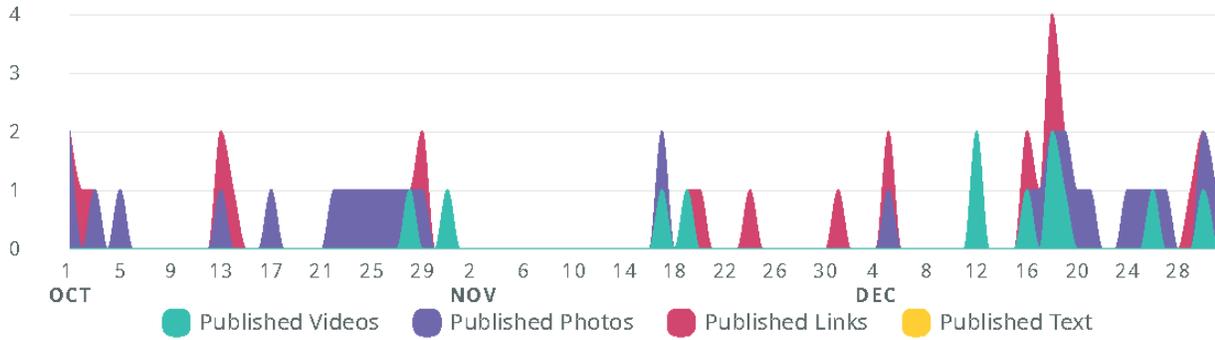
Total Engagements	10,462
Reactions	1,873
Comments	64
Shares	48
Post Link Clicks	4,778
Other Post Clicks	3,699



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	48	↘ 15.8%
Published Videos	12	↗ 100%
Published Photos	24	↘ 33.3%
Published Links	12	↘ 20%
Published Text	0	→ 0%

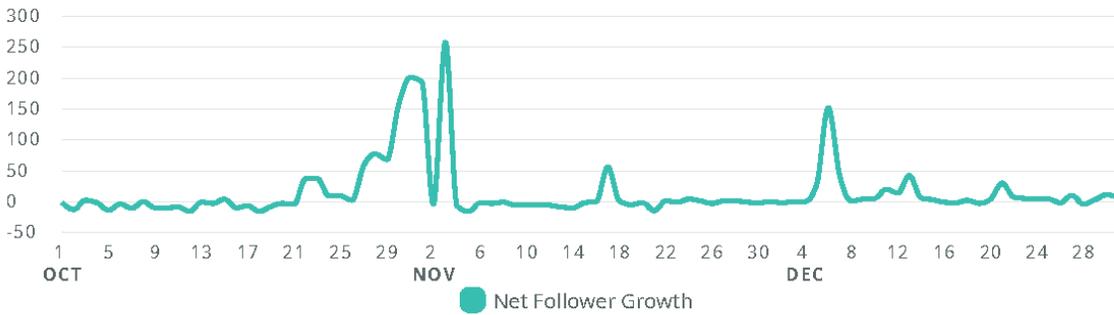


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.



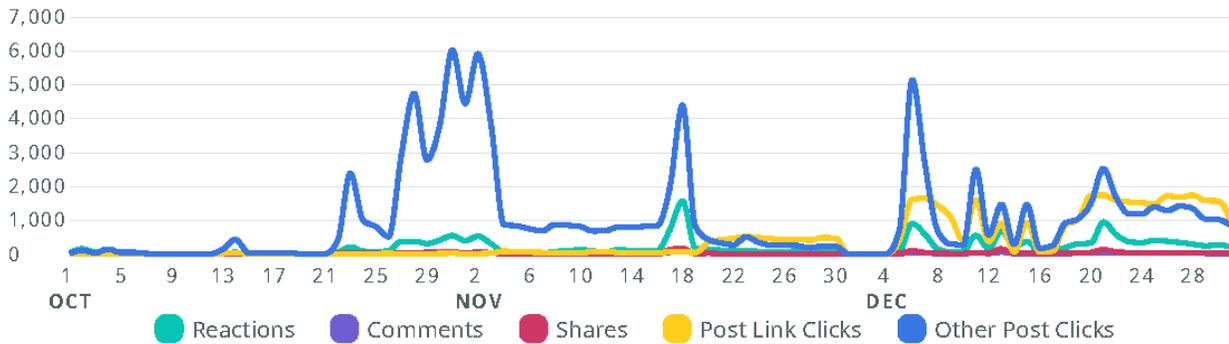
Audience Metrics	Totals	% Change
Followers	259,021	↗ 0.5%
Net Follower Growth	1,224	↗ 352.4%

Facebook: Engagement



Engagements

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



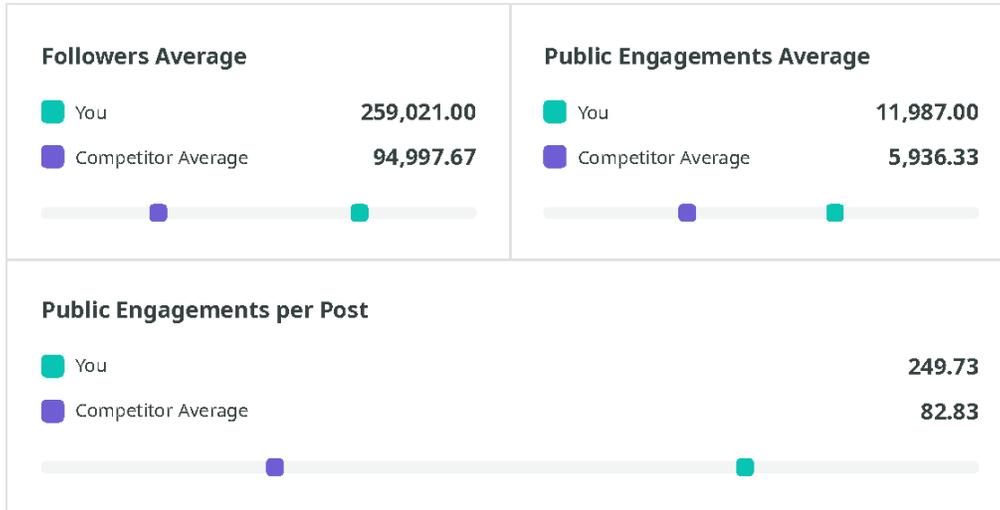
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	65,921 ↗ 774.3%	86,469 ↗ 32.7%	152,390	↗ 109.6%
Reactions	9,941 ↗ 313.7%	7,370 ↗ 83.3%	17,311	↗ 169.5%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	816 ↗ 203.3%	318 ↗ 7.4%	1,134	↗ 100.7%
Shares	1,120 ↗ 297.2%	574 ↗ 63.1%	1,694	↗ 167.2%
Post Link Clicks	331 ↘ 5.7%	36,447 ↘ 4.5%	36,778	↘ 4.5%
Other Post Clicks	53,713 ↗ 1,168.3%	41,760 ↗ 87%	95,473	↗ 259.4%

Facebook: Competitors

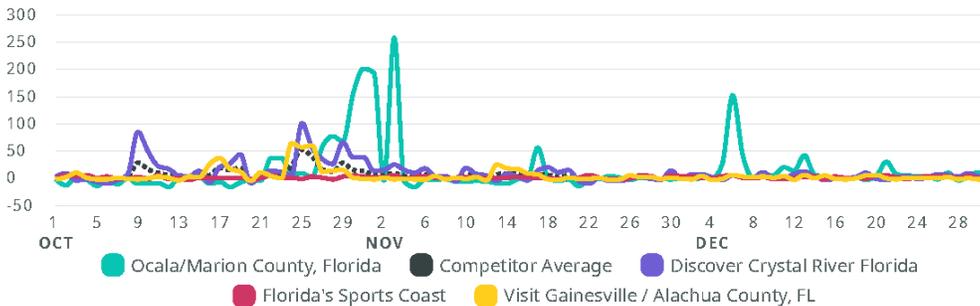
Summary

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	259,021.00	1,224.00	0.47%
Competitor Average	94,997.67	412.33	0.44%
Ocala/Marion County, Florida	258,033	-249	-0.10%
Discover Crystal River Florida	209,360	751	0.36%
Visit Gainesville / Alachua County, FL	48,769	594	1.23%
Florida's Sports Coast	25,627	56	0.22%



Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,202 ↘ 59.5%	Engagements 169 ↘ 51.4%	Post Link Clicks 18 ↘ 25%
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Reporting Period Oct 1, 2025 - Dec 31, 2025	2,995 ↗ 0.4%	12 ↘ 68.4%	29 ↘ 34.1%	2,202 ↘ 59.5%	169 ↘ 51.4%	18 ↘ 25%
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Compare To Jul 1, 2025 - Sep 30, 2025	2,983	38	44	5,431	348	24
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X Ocala/Marion County	2,995	12	29	2,202	169	18
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Top Posts

X @ocalamarion
Thu 10/2/2025 3:05 pm E...

First Friday Art Walk is back for the season tomorrow! Don't miss exciting evenings filled...

Total Engagements	13
Likes	2
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	11
Other Engagements	0

X @ocalamarion
Wed 10/22/2025 12:27 p...

The FAFO Ocala Arts Festival returns this weekend and we couldn't be more excited for...

Total Engagements	11
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	10
Other Engagements	0

X @ocalamarion
Tue 12/23/2025 1:17 pm ...

Seeing the way **#DowntownOcala** lights up brings us so much joy 🥰...

Total Engagements	10
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	9
Other Engagements	0

X: Publishing



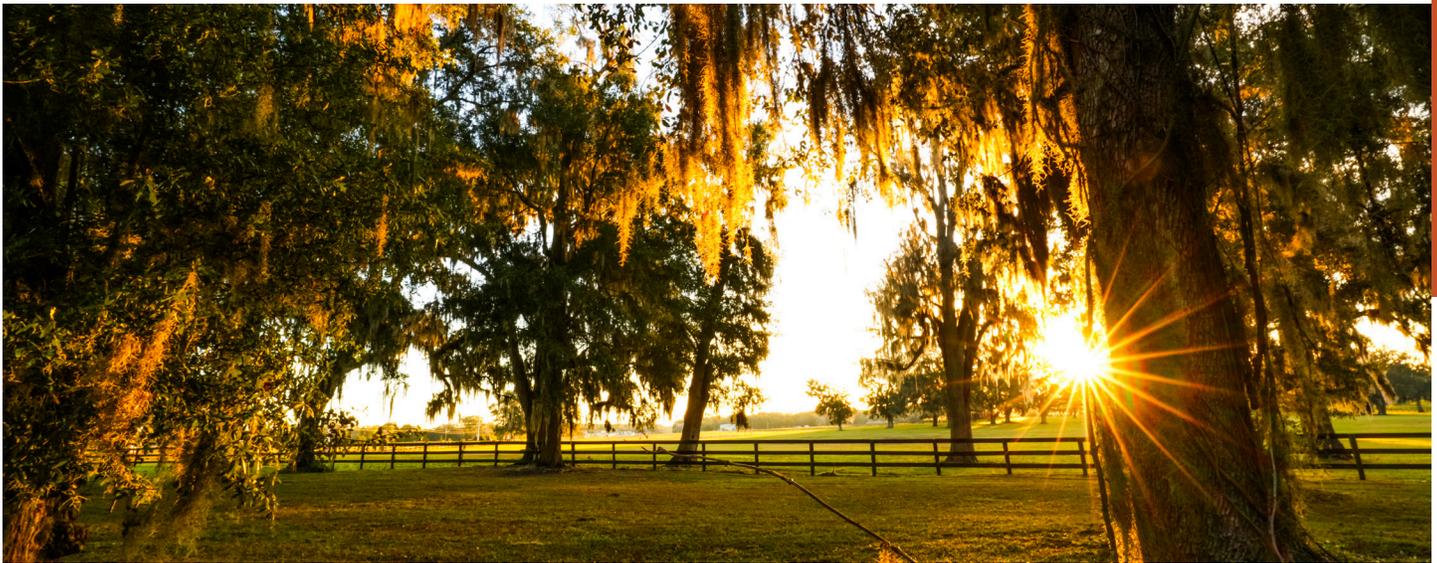
Publishing Behavior

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



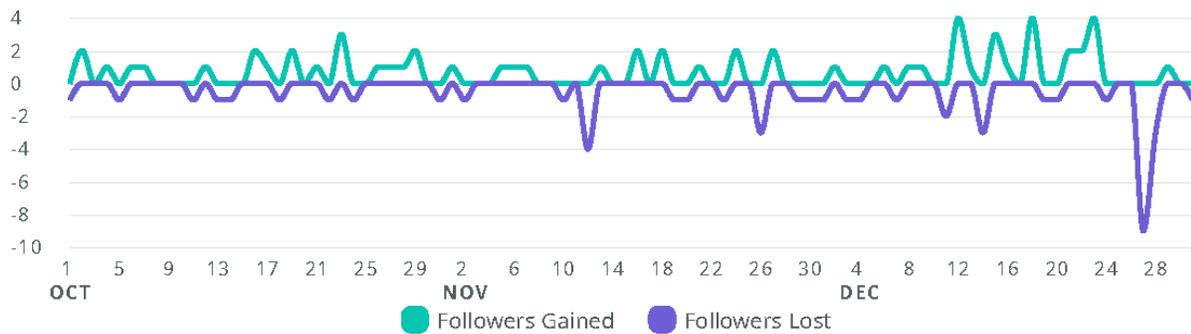
Publishing Behavior by Content Type	Totals	% Change
Published Posts	29	↘ 34.1%
Published Videos	1	↗ —
Published Photos	20	↘ 39.4%
Published Links	8	↘ 27.3%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

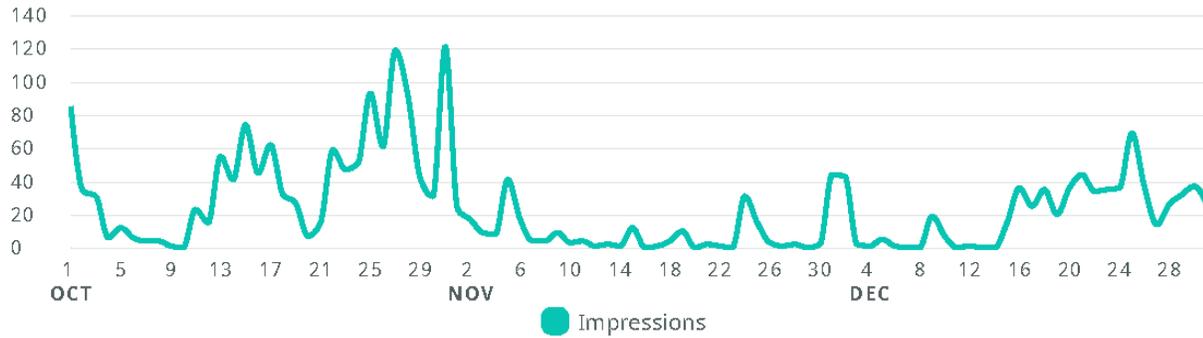


Audience Metrics	Totals	% Change
Followers	2,995	↗ 0.4%
Net Follower Growth	12	↘ 68.4%
Followers Gained	60	↘ 22.1%
Followers Lost	48	↗ 23.1%
Following	4,169	↘ 0.4%

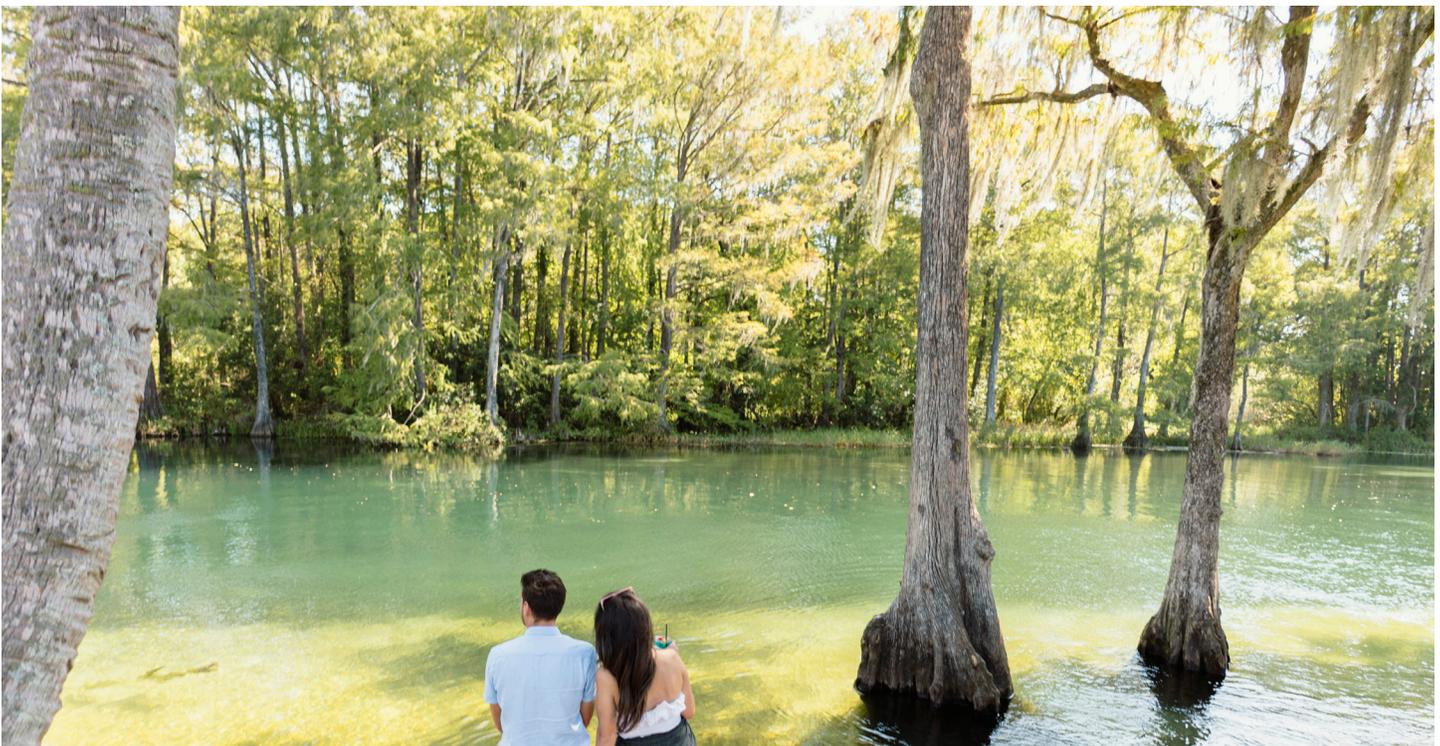
X: Impressions

Impressions

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



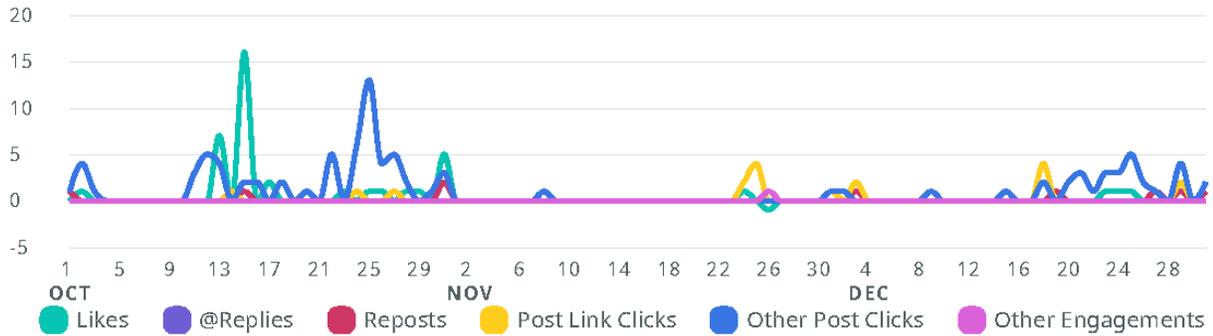
Impression Metrics	Totals	% Change
Impressions	2,202	↘ 59.5%



X: Engagement

Engagements

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



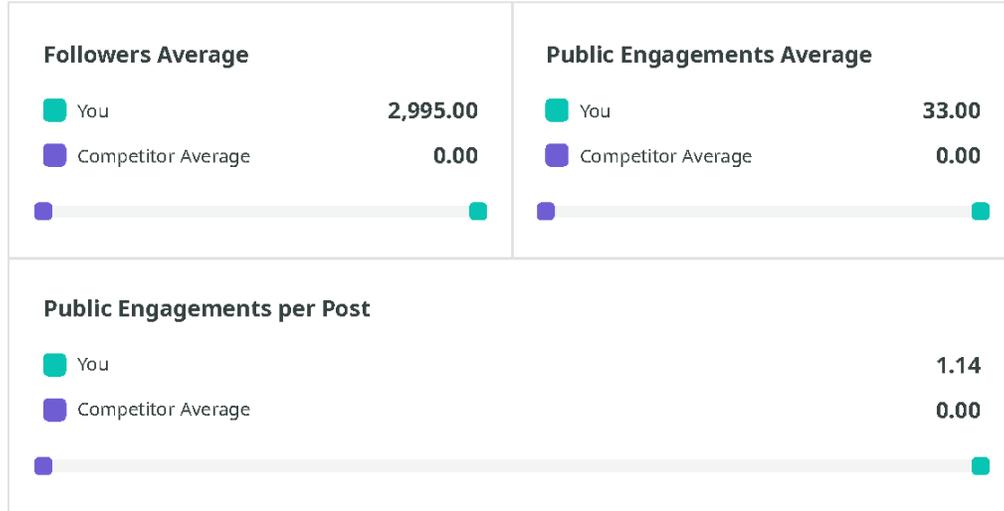
Engagement Metrics	Totals	% Change
Engagements	169	↘ 51.4%
Likes	44	↘ 50%
@Replies	0	↘ 100%
Reposts	9	↘ 72.7%
Other Post Clicks	97	↘ 51%
Other Engagements	1	→ 0%



X: Competitors

Summary

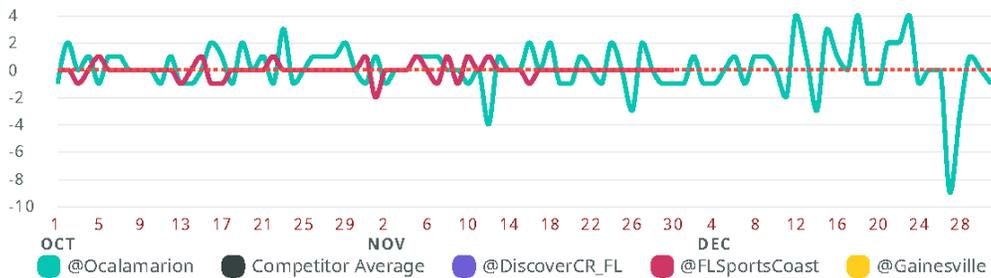
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

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

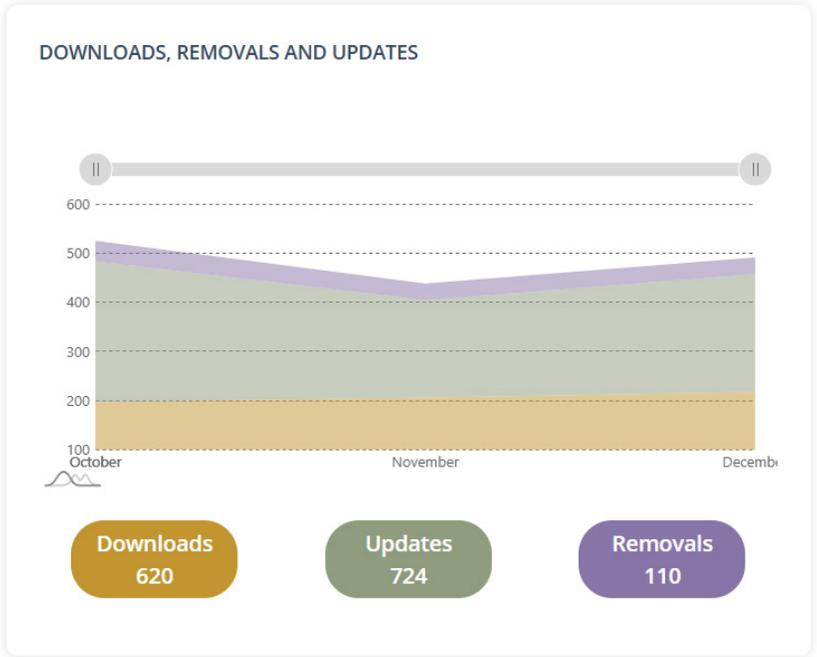


X Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	2,995.00	12.00	0.40%
Competitor Average	0.00	-1.00	-100.00%
@ocalamarion	2,995	12	0.40%
@FLSportsCoast	0	-1	-100.00%
@Gainesville	—	—	—
@DiscoverCR_FL	—	—	—

App: OcalaMarion Travel Guide

Below and on the following page is reporting for **October 1- December 31, 2025** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

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



App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
1,775

Page Name	# of views
Home Screen	470
Event Detail Screen	300
Splash Screen	286
Location Screen	262
Deal Screen	85
Events Screen	83
Location List Screen	57



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- December 31, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **712,978**
Engagements: **13,179**
Post Link Clicks: **842**

YouTube

Published full episodes performance on YouTube.

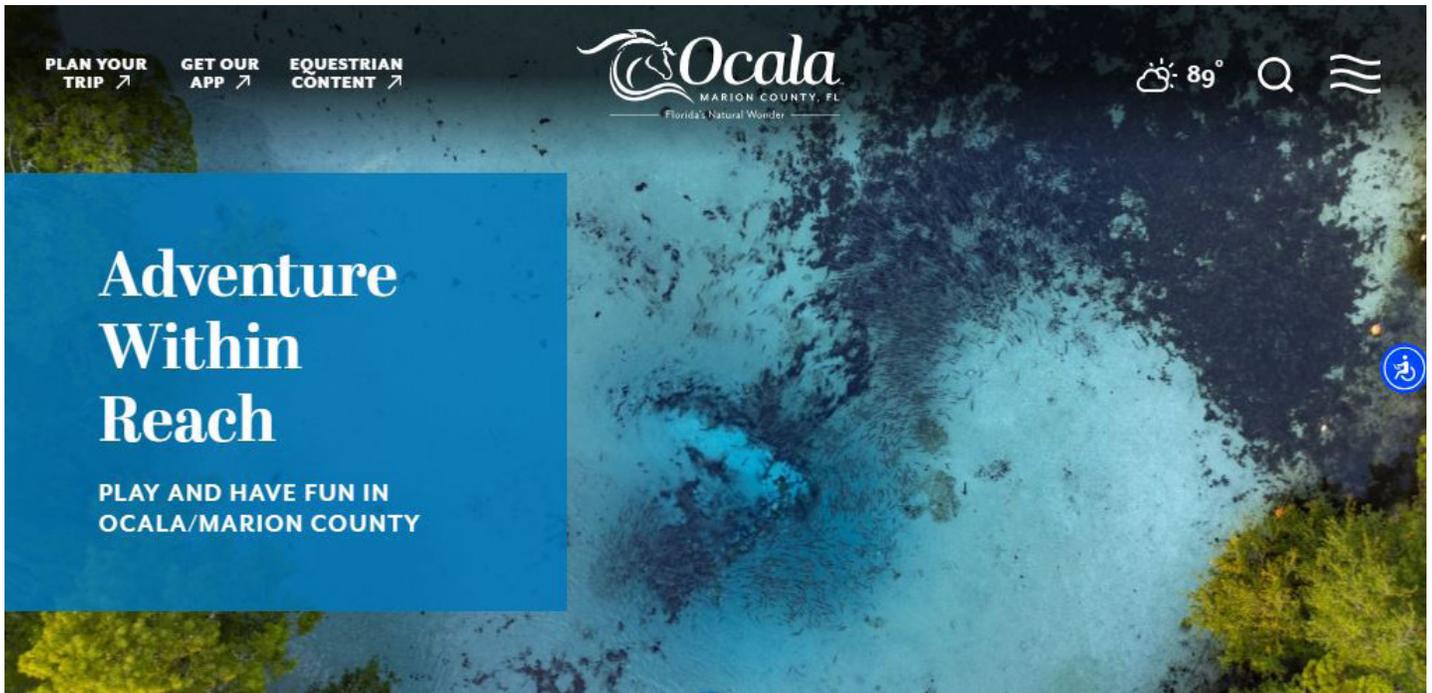
Impressions: **21,012**
Views: **2,953**
Watch Time: **113.2 hrs**

OcalaMarion.com

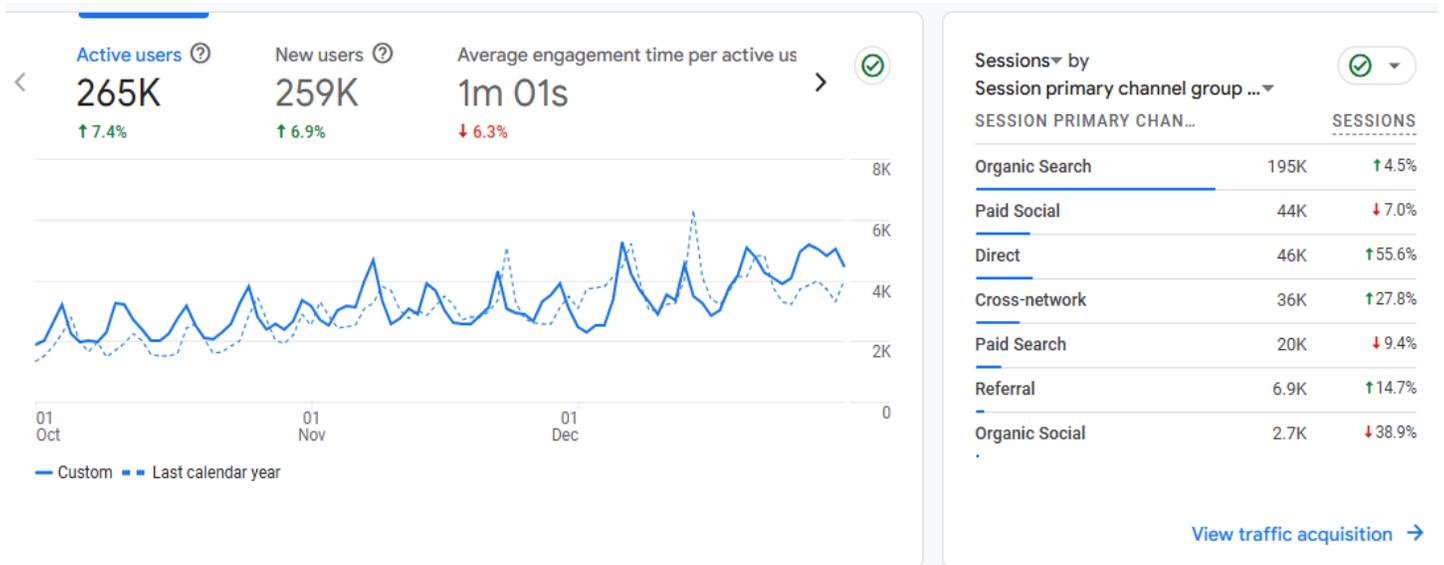
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **1,851**

WEBSITE

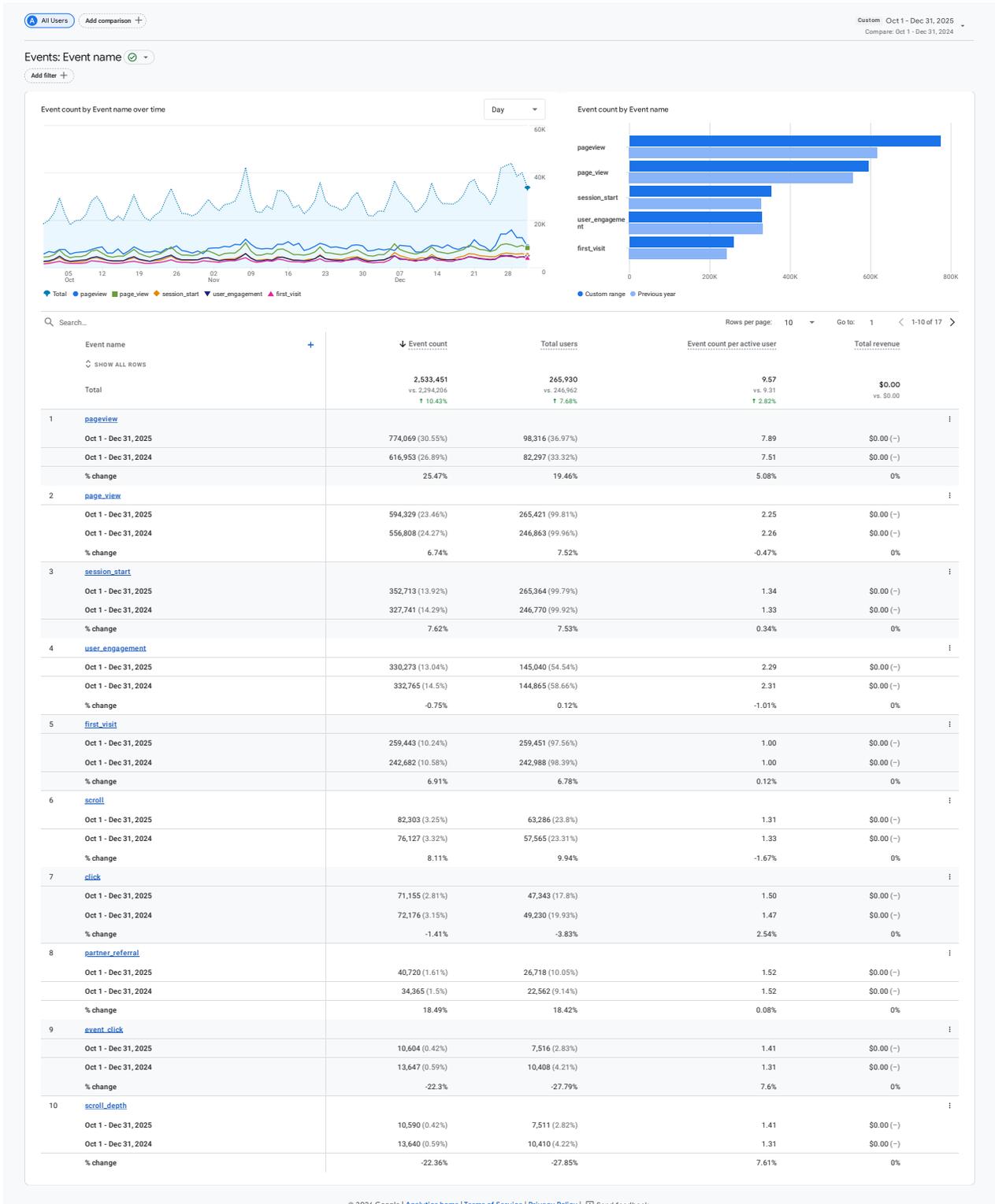


The data in this portion of the report compares this quarter, October 1, 2025- December 31, 2025, to the same time last year, October 1, 2025- December 31, 2024.



Events

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



Blogs: Driving Visitors To Ocalamarion.com Through Content

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

New Blogs

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

Updated Blogs

- Where to Get Thanksgiving Dinner in Ocala/Marion County
- Ring in the New Year in Ocala/Marion County
- 'Tis the Season in Ocala/Marion

Below are examples of the updated blogs on the website.



Ring in the New Year in Ocala/Marion County

Celebrating the New Year is a tradition across the globe and here in Ocala/Marion County, there are many ways to join in the local festivities.

[LEARN MORE ↗](#)



Where to Get Thanksgiving Dinner in Ocala/Marion County

Sit back, relax, and let the fantastic restaurants in Ocala/Marion County do the cooking this Thanksgiving.

[LEARN MORE ↗](#)



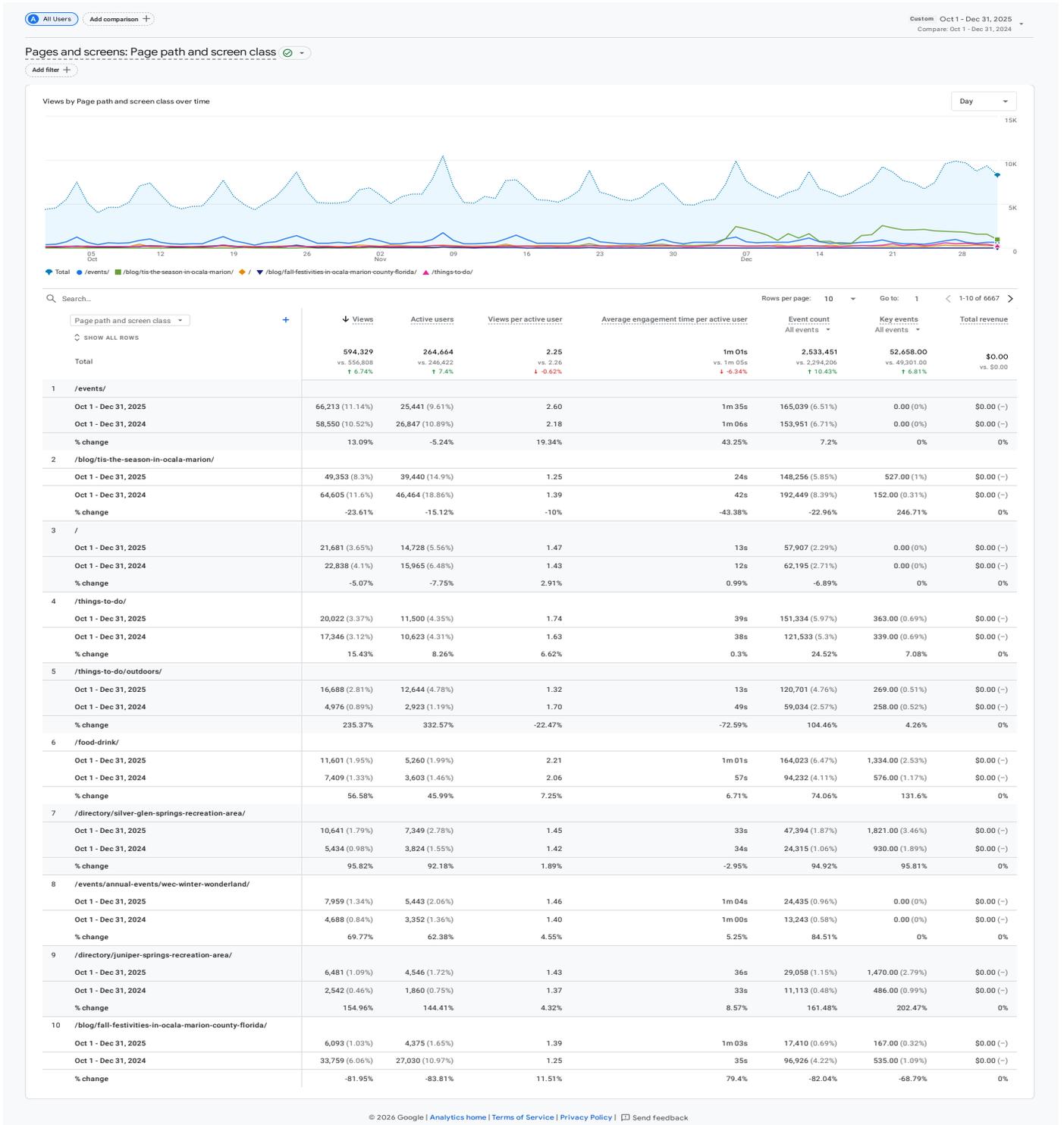
'Tis the Season in Ocala/Marion

The holidays are a special time of year and Ocala/Marion County offers ways to celebrate throughout the entire season.

[LEARN MORE ↗](#)

Top Visited Pages

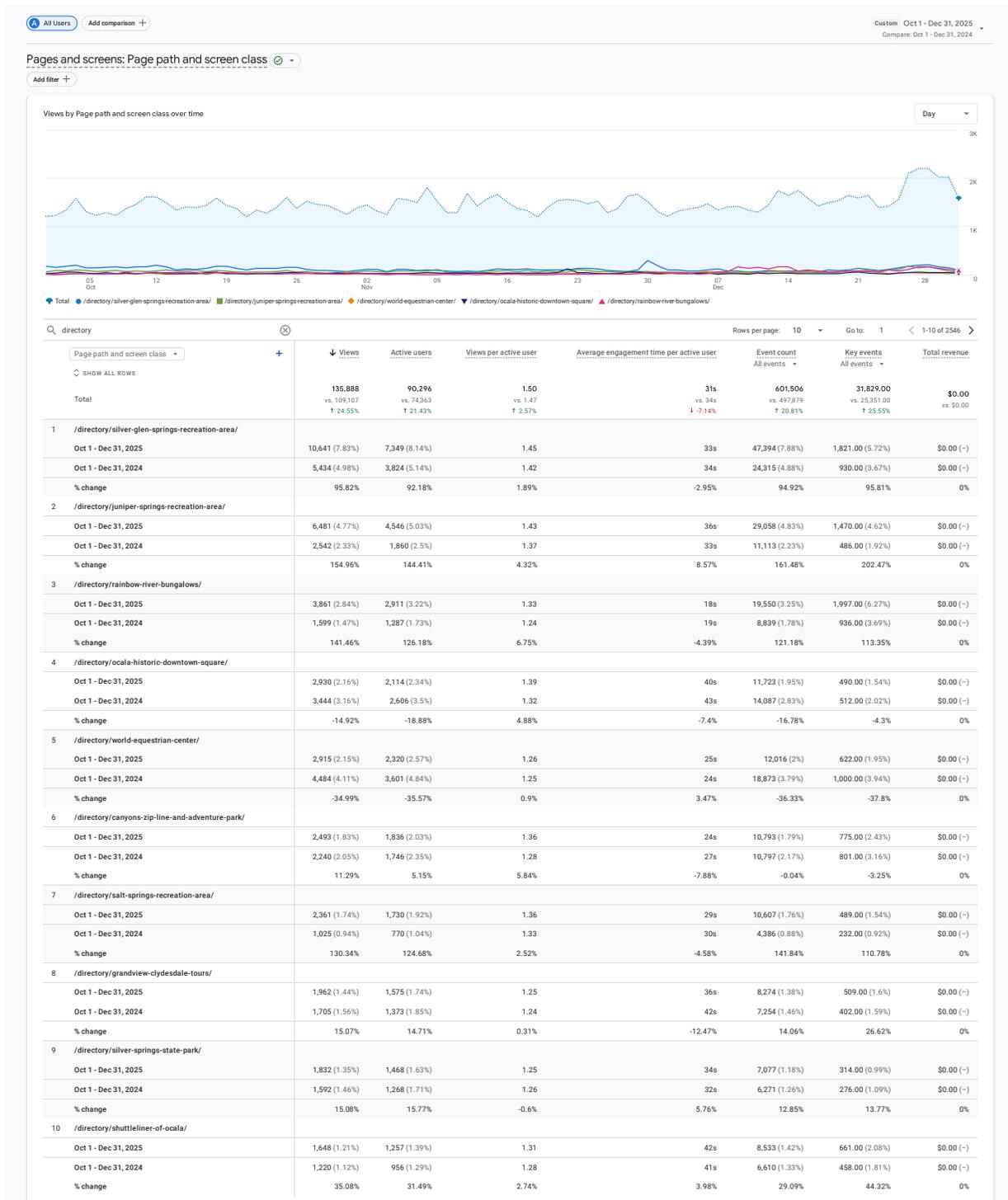
Below is a list of the top visited pages on the website during this time period.



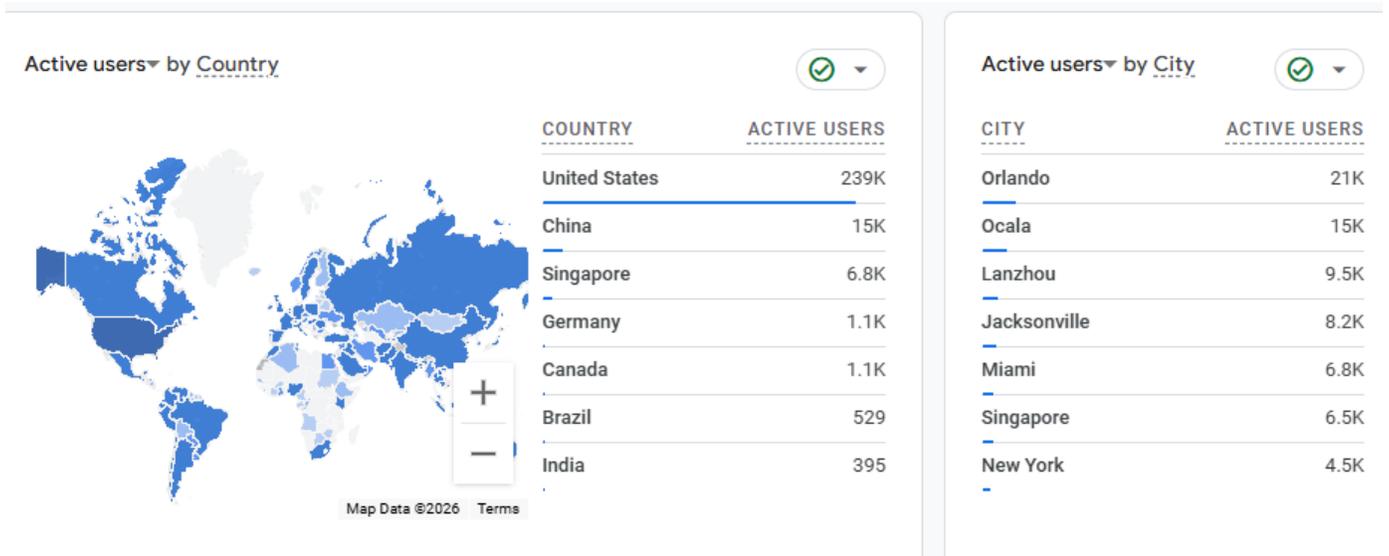
Partner Pages

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 135,888 visits to partner directory pages.



Where Audience Lives



By Country

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

By City

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



User Devices

Device category	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
SHOW ALL ROWS	264,664 vs. 246,422 ↑ 7.4%	259,443 vs. 242,682 ↑ 6.91%	188,604 vs. 190,388 ↓ -0.94%	52.3% vs. 57.91% ↓ -9.69%	0.71 vs. 0.77 ↓ -7.76%	1m 01s vs. 1m 05s ↓ -6.34%	2,533,451 vs. 2,294,206 ↑ 10.43%	52,658.00 vs. 49,301.00 ↑ 6.81%	\$0.00 vs. \$0.00
1 mobile									
Oct 1 - Dec 31, 2025	189,658 (71.66%)	187,667 (72.33%)	139,625 (74.03%)	52.21%	0.74	55s	1,764,681 (69.66%)	35,903.00 (68.18%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	192,466 (78.1%)	188,988 (77.87%)	143,287 (75.26%)	54.43%	0.74	56s	1,634,166 (71.23%)	33,389.00 (67.72%)	\$0.00 (-)
% change	-1.46%	-0.7%	-2.56%	-4.07%	-1.11%	-1.43%	7.99%	7.53%	0%
2 desktop									
Oct 1 - Dec 31, 2025	68,452 (25.86%)	66,239 (25.53%)	46,105 (24.45%)	55.02%	0.67	1m 16s	708,456 (27.96%)	15,438.00 (29.32%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	47,408 (19.24%)	46,203 (19.04%)	41,732 (21.92%)	68.35%	0.88	1m 40s	592,280 (25.82%)	14,507.00 (29.43%)	\$0.00 (-)
% change	44.39%	43.37%	10.48%	-19.5%	-23.49%	-23.96%	19.62%	6.42%	0%
3 tablet									
Oct 1 - Dec 31, 2025	5,685 (2.15%)	5,528 (2.13%)	3,973 (2.11%)	57.35%	0.70	1m 21s	60,193 (2.38%)	1,317.00 (2.5%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	7,546 (3.06%)	7,474 (3.08%)	4,828 (2.54%)	53.4%	0.64	1m 08s	67,680 (2.95%)	1,405.00 (2.85%)	\$0.00 (-)
% change	-24.66%	-26.04%	-17.71%	7.4%	9.23%	17.68%	-11.06%	-6.26%	0%
4 smart tv									
Oct 1 - Dec 31, 2025	9 (<0.01%)	9 (<0.01%)	7 (<0.01%)	70%	0.78	54s	121 (<0.01%)	0.00 (0%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	17 (<0.01%)	17 (<0.01%)	8 (<0.01%)	47.06%	0.47	33s	80 (<0.01%)	0.00 (0%)	\$0.00 (-)
% change	-47.06%	-47.06%	-12.5%	48.75%	65.28%	62.14%	51.25%	0%	0%

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Visitation And Performance By Month

October

97,708 ↑ 27.9% YOY Total Sessions	71,542 ↑ 23.2% YOY Total Users	68,827 ↑ 16.9% YOY Organic Sessions	174,370 ↑ 30.4% YOY Total View
00:00:54 ↑ 1.9% YOY Avg Engagement Time Per Sessions	59,201 ↑ 25.9% YOY Engaged Sessions	60.59% ↓ -1.6% YOY Engagement Rate	2,891,283 ↑ 37.7% YOY Google Search Impressions

November

117,910 ↑ 7.6% YOY Total Sessions	89,826 ↑ 6.4% YOY Total Users	61,074 ↑ 7.5% YOY Organic Sessions	191,731 ↑ 3.7% YOY Total View
00:00:43 ↓ -10.0% YOY Avg Engagement Time Per Sessions	59,908 ↓ -1.7% YOY Engaged Sessions	50.81% ↓ -8.6% YOY Engagement Rate	2,836,669 ↑ 15.9% YOY Google Search Impressions

December

140,070 ↓ -0.6% YOY Total Sessions	113,010 ↑ 1.7% YOY Total Users	61,723 ↓ -10.5% YOY Organic Sessions	228,228 ↓ -4.2% YOY Total View
00:00:41 ↓ -14.0% YOY Avg Engagement Time Per Sessions	65,620 ↓ -18.7% YOY Engaged Sessions	46.85% ↓ -18.2% YOY Engagement Rate	3,287,360 ↑ 20.1% YOY Google Search Impressions



Total 40,720 clicks to partner websites
Total of 426 newsletter signups
Total of 908 visitor guide requests through the website

Monthly Email Newsletters

October

- **Messages Sent:** 9,250
- **Open Rate:** 37%
- **CTOR:** 16%
- **Total Opens:** 3,403
- **Total Clicks:** 558
- **Visit to Website:** 292
- **Length of Visit:** 0:02:35
- **Total Pages Viewed:** 1.98

November

- **Messages Sent:** 9,323
- **Open Rate:** 39%
- **CTOR:** 39%
- **Total Opens:** 3,541
- **Total Clicks:** 992
- **Visit to Website:** 630
- **Length of Visit:** 0:02:45
- **Total Pages Viewed:** 1.83

December

- **Messages Sent:** 9,448
- **Open Rate:** 38%
- **CTOR:** 16%
- **Total Opens:** 3,519
- **Total Clicks:** 544
- **Visit to Website:** 330
- **Length of Visit:** 0:02:54
- **Total Pages Viewed:** 1.91

