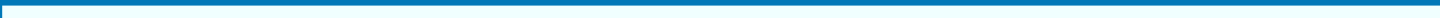
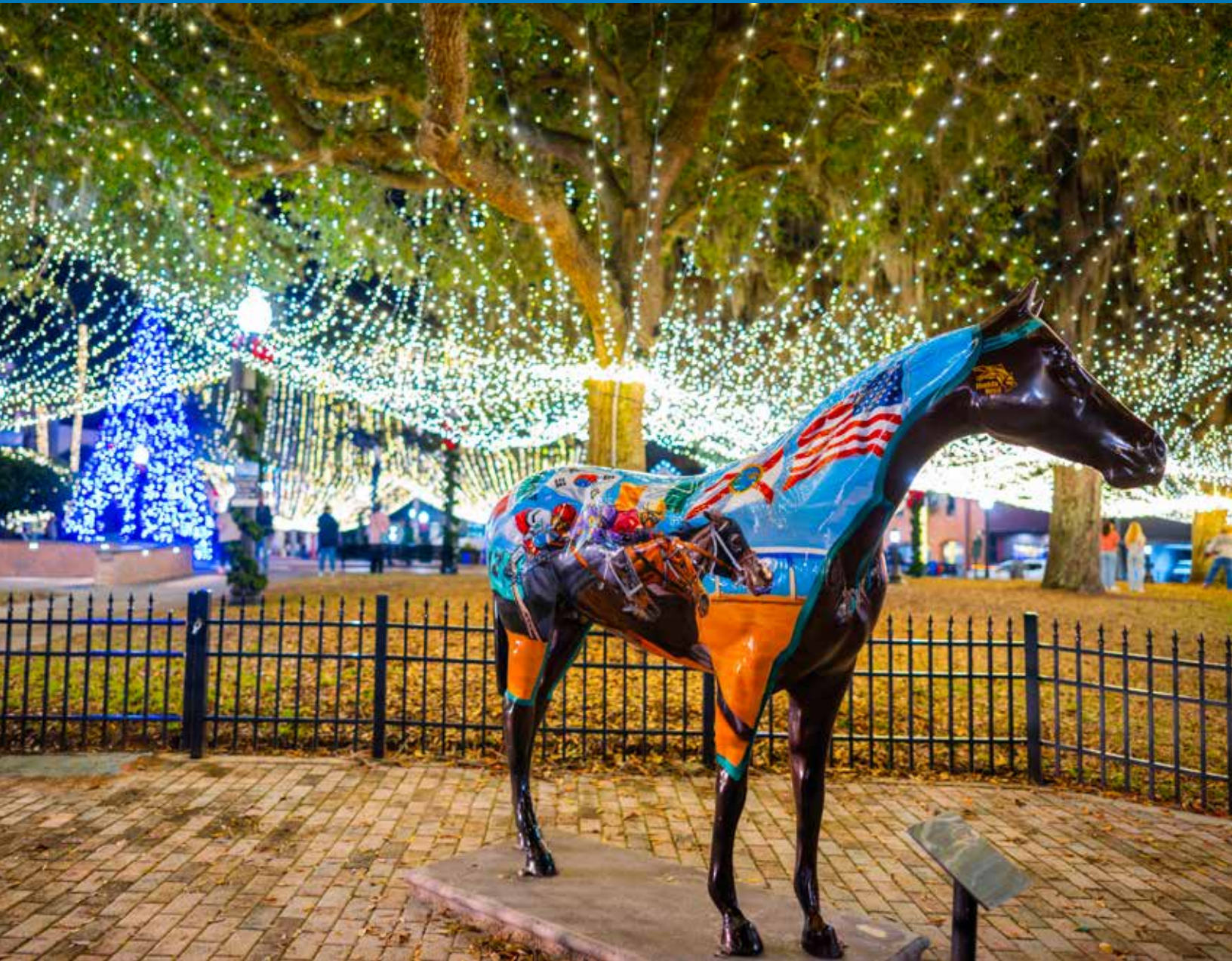




# **PUBLIC RELATIONS & ANALYTICS REPORT**

October 1 - December 31, 2024





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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.

- Arts and Culture
- Beat January Blues
- Escape the Winter
- National Plan for Vacation Day
- Luxury in the Heart of Florida
- Sunny Winter
- Florida Way by Water
- Generational Travel

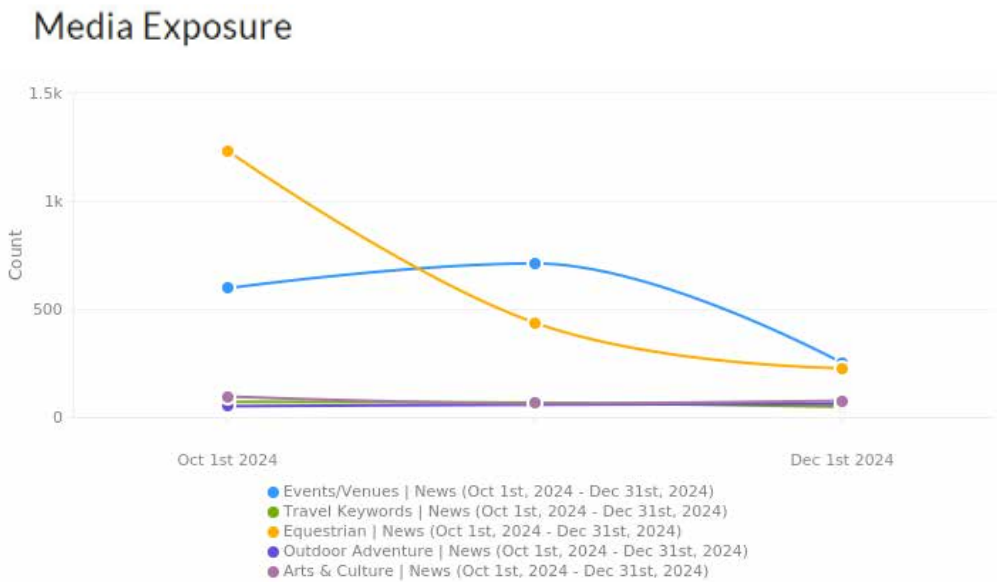
### OMCVCB

- Ocala National Forest Makes National Geographic's Best of 2025
- Rock the Country Returns the Ocala/Marion County

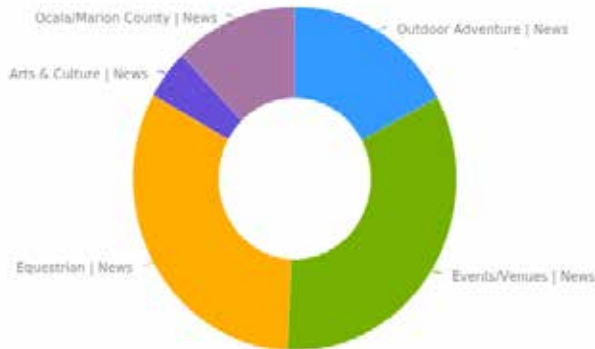
# Meltwater: Media Exposure

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 1 - December 31, 2024, including media topics and key words that were trending during this time period.



# Meltwater: Public Relations Pick-Up



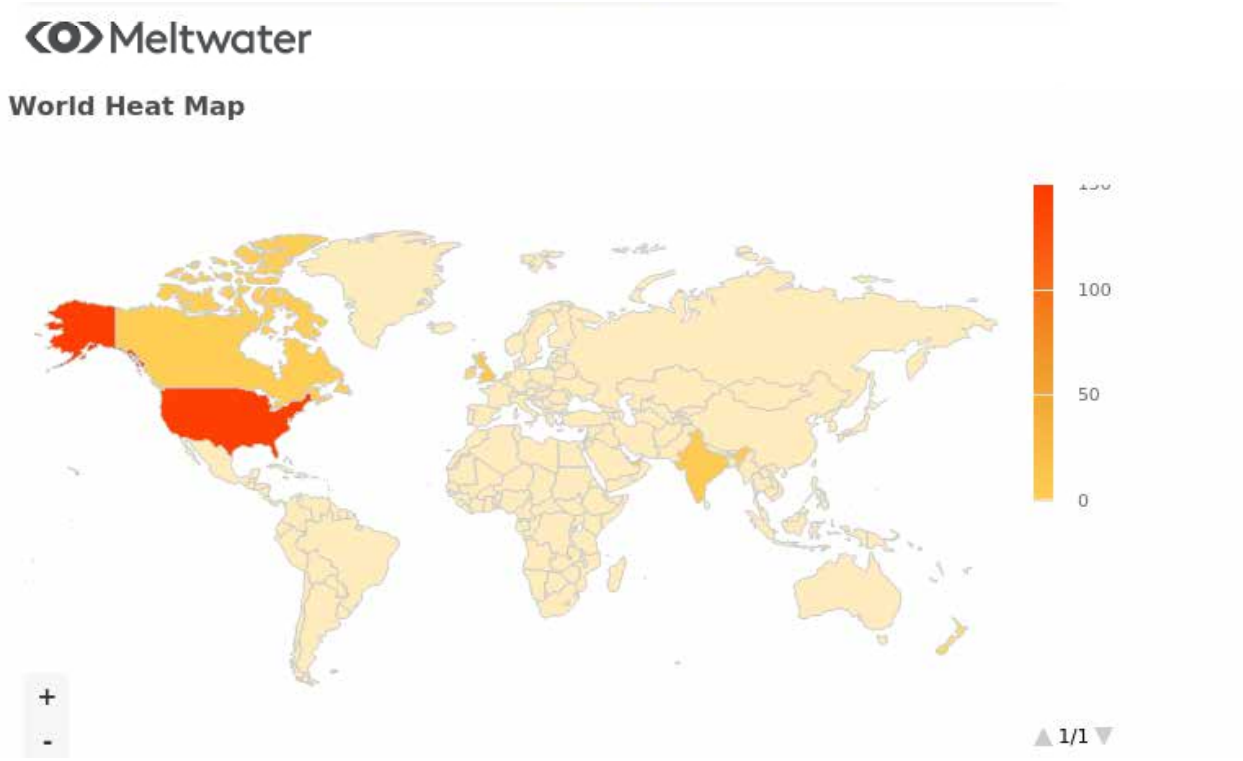
The graph to the left shows the potential media reach from October 1- December 31, 2024, including the topics that garnered the most interest within the destination.

# Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from October 1- December 31, 2024.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from October 1- December 31, 2024.





# 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 2 press trips with freelance journalists who reached out the the Ocala/Marion County VCB directly. These two trips had zero cost.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	REACH
Florida Today + USA Today	<b>Maria Sonnenberg</b>	December 2024	horse country and "Old Florida"	\$0	Weekly print readership: 294,000 Online readers: Additional 100,000
Lifestyles Over 50	<b>Lori Burton</b>	December 2024	leisure travel, with a focus on equine	\$0	2,900 locations of distribution in 10 Florida Counties



Thank you to the industry partners:

- KP Hole Park
- Silver Springs State Park
- Canyons Zip Line & Adventure Park
- World Equestrian Center
- Grandview Clydesdales
- Gypsy Gold Farm
- Acadia Acres
- Hampton Inn & Suites by Hilton Ocala

## Press Trip - Maria Sonnenberg

OMCVCB hosted a press trip December 2024 for a journalist with Florida Today and USA Today. Maria Sonnenberg was doing a story for both print and online for Florida Today about horse country and “old Florida”.

Not only was the article published on Florida Today, but was republished on MSN Travel.

REACH: Florida Today: 965,208  
 MSN Travel: 127,645,172  
 TOTAL EARNED MEDIA VALUE: \$1,189,646.01

Below and on the next 5 pages is the article in Florida Today.

### ‘Small places of enchantment’ — and horses! — abound in Ocala and Marion County

Florida Today

The screenshot shows the Florida Today website interface. At the top, there is a 'MARKETPLACE' section with the text 'Search For & Place Classifieds'. The main navigation bar includes links for News, Space, Sports, Opinions, Restaurants, Advertise, Obituaries, eNewspaper, and Legals. Below the navigation bar, the article title is displayed in large, bold black text: 'Small places of enchantment' — and horses! — abound in Ocala and Marion County. The author's name, Maria Sonnenberg, is listed below the title, followed by the text 'For FLORIDA TODAY' and the publication date 'Published 5:08 a.m. ET Dec. 29, 2024'. The article's opening paragraph reads: 'Florida: Quick, what does the name conjure up? Sun and sand? [Disney World?](#) [Rockets?](#) South Beach? Key West? Horses? Whaaat? For many people, equines and their world would not be a common reference as a Florida attraction, yet as proof of Florida’s eclecticism, the Sunshine State is home to an equine culture as vibrant and lush as Kentucky bluegrass. Ocala in Marion County can rightfully claim the throne as “[Horse Capital of the World®](#),” an appellation trademarked by the county in 2001, for there are more equines in this county than in any other in the nation.'

# 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

Florida Today



7 Photos

VIEW FULL GALLERY

## Horses, hospitality and 'small enchantments': Charm abounds in Ocala

Whether you're a horse lover or more into kayaking, adventure awaits in Ocala and Marion County.

Horses have been hoofing it in Florida for some time, as witnessed by the skeleton of a 1.5-million-year-old horse ancestor on display at the Florida Museum of Natural History in Gainesville. Fast forward to 1943, when Carl G. Rose developed the first thoroughbred horse farm in Florida. These days, more than 1,200 horse farms in Ocala/Marion County pamper more than 35,000 of these noble beasts, from sleek thoroughbreds to gentle Clydesdales and flamboyant Gypsy Vanners. Marion County is an outdoor art museum where the artwork is living, breathing and stunningly beautiful in motion. For horse lovers, it is paradise, but even for those uninitiated in the many flavors of the Sport of Kings, Ocala and its environs offer an immersive opportunity into a world of rolling, green pastures lined with majestic live oaks, of luxurious barns that put many houses to shame and of a culture of grace, elegance and passion.



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## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

In this a land of champion equine athletes was born — and trained —1978 Triple Crown winner Affirmed, the last horse to win that coveted title before American Pharoah broke a 37-year drought in 2015. While not a native, American Pharoah was taught his winning ways in Marion County. The area has produced 45 national champions, six Kentucky Derby winners, 20 Breeders' Cup champions and six Horses of the Year.

**Need a break?** [Play the USA TODAY Daily Crossword Puzzle.](#)

Horse farm tours offer the opportunity for an insider's view into this fascinating world. At [Grandview Clydesdales](#) ([grandviewclydesdalestours.com](#)), Karen and Shannon Cobbs and their sons squarely place guests up close and personal with the animals at one of the most award-winning Clydesdale farms in the world. The tour takes visitors on a whirlwind of day-to-day operations, from the birth of baby Clydesdales to winning world championships and starring in famous commercials (think Budweiser). During the holidays, the farm adds a "Christmas with the Clydesdales" evening tour for an even more unique experience.

In addition to Grandview, other horse farms offer horse lovers the opportunity to tour the homes of prime examples of equine pulchritude. [Chestnut Hill Arabians](#) ([chestnuthillarabians.com](#)) encourages visitors to make an appointment to tour a facility where each horse is pampered by their very own human, who grooms and works with them daily. During a three-hour-plus adventure at three different farms, [Farm Tours of Ocala](#) ([farmtoursofocala.com](#)) connects visitors with equine athletes and the special breed of people who train the noble animals. The 1,500 acres that comprise [GoldMark Farm](#) ([goldmarkfarm.com](#)) house a thoroughbred farm as well as the Triple Crown Museum, which traces the history of these superstars of the racing world. Following a tour of the museum, guests embark on a farm tour via golf cart or larger vehicle.

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## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

#### **Food, drink, lodging: What's your pleasure?**

Rustic to luxury lodging options are readily available in Horse Country, with well-represented lodging chains, traditional bread and breakfast inns and luxe accommodations enhanced by boutique lodging at farms such as [Acadia Acres](http://acadia-acres.com) (acadia-acres.com). This farm complex of pastures, barns and paddocks encompasses four houses, an apartment and RV hookups, plus a pool. This taste of the country offers plenty of room to roam, tons of tranquility and horses that love being fed carrots. Ample patios in the individual houses beg for spending an evening outdoors together with loved ones and a nice bottle of wine.

Within golf cart distance from Acadia Acres lies the [World Equestrian Center](http://worldequestriancenter.com) (worldequestriancenter.com). This crown in the kingdom of the horse is hard to do justice with mere words. Named one of Time magazine's 2024 World's Greatest Places, the 2,000-acre world-class facility is the largest equestrian complex in the United States, with gleaming arenas and expo venues as far as the eye can see. Awe-inspiring, elegant, distinctive, the World Equestrian Center is memorable, even if you've never been near a horse.

**More:** [Small but nimble, these cruise vessels offer a journey that's anything but scaled down](#)

The jewel in the WEC crown is the stately Equestrian Hotel. Situated in the center of this homage to horses, the Equestrian overlooks WEC's Grand Outdoor Arena, which is indeed grand, and guests can view world-class equestrian events right from their luxurious accommodations.

The competition is intense at every one of the many, many events hosted by the WEC each year, yet for the casual observer, they also present a lovely opportunity for an outing with the family. Spectators pay nothing, except for a parking fee, for the pleasure of watching this panoply of fine horseflesh, and many families make a day of it. After the show, shopping and dining opportunities await both inside the many indoor riding venues, as well as along the plaza encircling the Grand Outdoor Arena.

## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

During the holidays, the plaza transforms into the Ocala Winter Wonderland, complete with a million twinkling lights shaped into life-size-plus fanciful shapes that include Cinderella's coach, a VW bus, an English phone booth, walk-through Christmas trees and more. They make a perfect backdrop for holiday pictures and, amazingly, the wonderful experience, which also includes live entertainment, is gratis, except for the parking fees.



Among the boutique lodging options in Marion County: Acadia Acres, where there's tons of tranquility and the ample patios in individual houses beg for spending an evening outdoors with a nice bottle of wine. *Maria Sonnenberg For FLORIDA TODAY*

For foodies, the Ocala Food and Wine Festival is a three-day whirlwind of jazz brunches, celebrity chef dinners, Grand Tasting, and more

### History and oh, those springs!

While Marion County is indeed horse-centered, a cornucopia of non-horse activities also beckons. This is a land of springs, and a crystal-clear oasis is never far. For nostalgia seekers, taste a glorious bite of Old Florida at [Silver Springs State Park](http://floridastateparks.org/silversprings) ([floridastateparks.org/silversprings](http://floridastateparks.org/silversprings)), one of the largest springs in the world, and home to the historic glass-bottom boats that launched Florida's first tourist attraction, as well as of a more contemporary fleet of clear kayaks that afford prime views of a local wild population that includes manatees.

Silver Springs is among the more than 600 lakes, rivers and springs that dot Ocala, where a cool place to laze away the day is never far, but those who prefer activities on the drier side can also camp and hike to their heart's content at Ocala National Forest.



## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

History buffs will appreciate the 172.5-acre Ocala Historic District with its abundance of Victorian revival styles, bungalows and vernacular architecture framed by a canopy of live oaks. The district has successfully guarded its character and historic significance, and many of its nooks and crannies are golf cart-friendly.

In Gainesville, less than an hour away from Ocala are even more attractions, such as the [Florida Museum of Natural History](http://floridamuseum.ufl.edu) (floridamuseum.ufl.edu), one of the nation's top five natural history museums and one where admission is free. Also offering free admission is the neighboring [Harn Museum of Art](http://harn.ufl.edu) (harn.ufl.edu), one of the largest university-affiliated art museums in the nation.

Not far from the Gainesville hubbub is the very different world of the [Marjorie Kinnan Rawlings Historic State Park](#) at sleepy, tiny Cross Creek, where the Pulitzer Prize-winning author found inspiration in the once wild land and its people. The house and homestead remain as if Rawlings had just stepped out to pick a couple of oranges in her grove back in the 1930s.

"I do not understand how anyone can live without some small place of enchantment to turn to," wrote the author of "The Yearling."

In Ocala and Marion County, these small places of enchantment abound.

*Maria Sonnenberg is a Brevard-based freelance travel and lifestyles writer. For more info, visit [ocalamarion.com](http://ocalamarion.com).*



Manatees love Silver Springs almost as much as do the kayakers. *Maria Sonnenberg For FLORIDA TODAY*

# Press Trip - Lori Burton

OMCVCB hosted a press trip December 2024 for a freelance travel journalist working on assignment for Lifestyles After 50, as well as additional potential stories, covering Ocala/Marion County as a place to visit for the leisure traveler, with a focus on equine.

During this quarter, Lori Burton published an article in Lifestyles After 50 and in Rochester Woman Online's 2024 Holiday Edition.

REACH: Lifestyles After 50 has 2,900 locations of distribution in 10 Florida counties

Below and on the next 4 pages is the article in Lifestyles After 50.

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50



By Lori Bruton

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

It's the most wonderful time of the year—a season that brings joy, cheer, and the opportunity to rediscover your childlike spirit. This holiday season, awaken your senses with a memorable medley of activities, history, and connections perfect for celebrating your golden years.

### Step Back In Time



*Wonder House, Bartow (image courtesy of [www.wonderhousebartow.com](http://www.wonderhousebartow.com))*

Begin your journey by stepping back in time to the 1920s with a Christmas tour of the **Wonder House** in Bartow. This architectural marvel, built by Conrad Schuck, is a testament to creativity and resilience. Hoping Florida's climate would improve his health, Schuck moved his family from Pittsburgh and poured his brilliance into this cross-shaped mansion. Each detail, from intricate hand-carved woodwork to a clever mirror system allowing him to see visitors from his outdoor bathtub balcony, sparks awe. Each floor's fireplace adds warmth, evoking the timeless value of preserving family and legacy. (Note: The tour involves stairs, so visitors may explore the ground floor if mobility is a concern.)

Continue your journey at the **Festival of Wreaths** at the Polk County History Center, housed in a stunning courthouse from 1908. Each December, its marble halls are adorned with wreaths crafted by local artisans, symbolizing eternal life and faith. Every wreath tells a unique story, filling the air with holiday cheer and creating a scene that feels like a classic holiday postcard come to life.



## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

### Dancing and Strolling

*May I have this dance?* Consider dancing the morning away at the **Lakeland Seniors Dance and Social Club**. Held every Thursday at the Magnolia Building next to Hollis Garden in downtown Lakeland, it's a welcoming place to meet fun, friendly people. No partner? No problem! Everyone is invited to enjoy the rhythm and camaraderie.

While in the neighborhood, take a stroll through **Hollis Garden**, an artfully landscaped oasis within **Lake Mirror Park**. The garden's patterned flower beds, ornamental fountains, and native trees create a serene setting that's perfect for reflection or special moments—I even spotted a wedding party taking photos there.

As you explore **Lake Mirror Park**, you'll be captivated by its festive décor. Ducks swim near the flowing fountain as Christmas lights illuminate the faces of all ages walking around the lake. The magic of the holidays truly comes alive here.

### Fabulous Holiday Fare

This season calls for culinary indulgence. Treat yourself to a fine dining experience at **Nineteen 61**, a Latin fusion restaurant with creative flair. As a 1961 baby, I felt especially pampered with a complimentary flute of champagne and a birthday card signed by the staff. Meeting Chef Cesar was the cherry on top after savoring their decadent Crème Brûlée. This isn't just a meal, it's an unforgettable experience.

The **Lakeland Christmas Parade** lit up the sky with fireworks followed by festive floats, marching bands, and more. From my spot at the **Joinery Food Hall**, I enjoyed handcrafted ice cream in a waffle cone from **Mayday**, savoring the sweet treat as decked-out fire engines rolled by with their sirens.

**Related:** [Armchair Adventures: The Fascinating Tale of the Silent Night Chapels](#)



# 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

## Holiday Horses



*Mayday ice cream, photo by Lori Bruton*

Next, head to **Ocala's Winter Wonderland** at the **World Equestrian Center**, where the holidays shine brighter than ever. The Grand Plaza dazzles with a 60-foot Christmas tree, oversized ornaments, and over a million twinkling lights. The skilled craftsmanship of the gingerbread display, especially the gingerbread horse, made my eyes pop.



*Maven Photo and Film*

Holiday music fills the air as families laugh and explore the festive displays, while the aroma of seasonal treats drifts from nearby cafes. Known as the Horse Capital of the World, Ocala celebrates the strength, grace, and beauty of its equine residents. Visitors can experience this heritage and see the holidays come to life in spectacular fashion that leaves a lasting

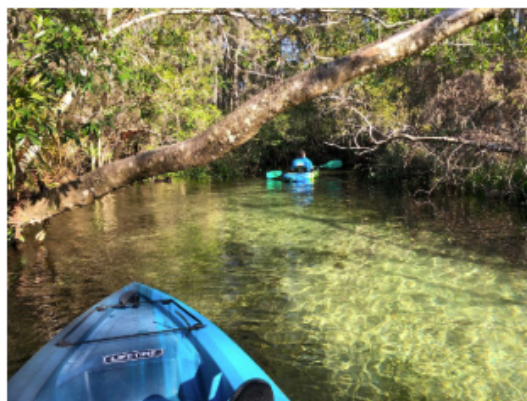
impression. This isn't just a holiday attraction, it's a tribute to Ocala's equestrian legacy.

Speaking of legacy, Shannon and Karen Cobbs, owners of **Grandview Clydesdales Farm** will warm your heart. The VIP Christmas Holiday Tour is handicapped and elderly friendly. You'll get the best seating, cookies, and carrots to feed the horses through the barn. See the family's awards and art amongst the spectacular holiday décor. You'll fall in love with this family and their beloved Clydesdales.

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

### Outdoor Adventure

For adventure seekers, Central Florida's outdoor offerings provide the restorative power of nature. Saddle up and take a horseback riding tour, go kayaking or ziplining at **Canyons Zip Line and Adventure Park**. Glide across the glassy waters in a kayak in Marion County at **KP Hole Park** on the Rainbow River, the gentle rhythm of the paddle bringing peace. Or try a boat cruise and get a senior discount at **The**



*KP Hole Park kayaking, photo by Meloday Moser*

**Living Water Boat Cruises** in Winter Haven, where vibrant greens and calm blues unfold like a watercolor painting, punctuated by the occasional splash of wildlife.

Through it all, one theme comes to light: Central Florida isn't just a destination; it's an experience. Its historic treasures, festive celebrations, and natural beauty remind us that the true gift of the season lies in the memories we make and the joy we carry with us long after the holidays.



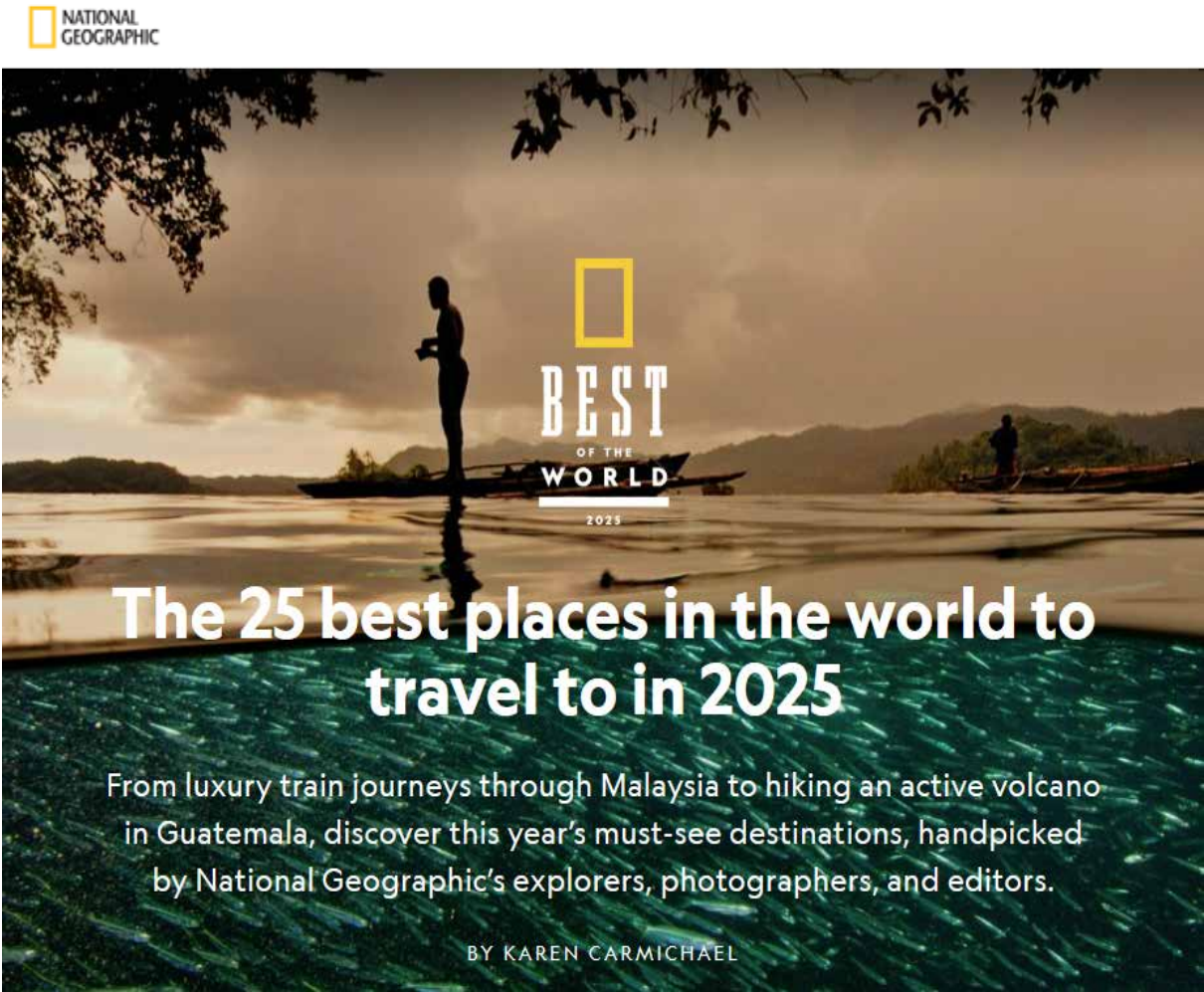
# Additional Earned Media: National Geographic

National Geographic reached out in early Fall 2025 to coordinate the announcement of the Ocala National Forest being on the publication's Best of the World 2025 places to travel list. Once the announcement was made in October 2024, the OMCVCB sent out a press release and promoted the honor via multiple platforms.

REACH: 6,892,121  
EARNED MEDIA VALUE: \$63,752.12

Below and on the next page includes the protion of the article highlighting Ocala/Marion County.

## The 25 best places in the world to travel to in 2025 National Geographic



# The 25 best places in the world to travel to in 2025

## National Geographic



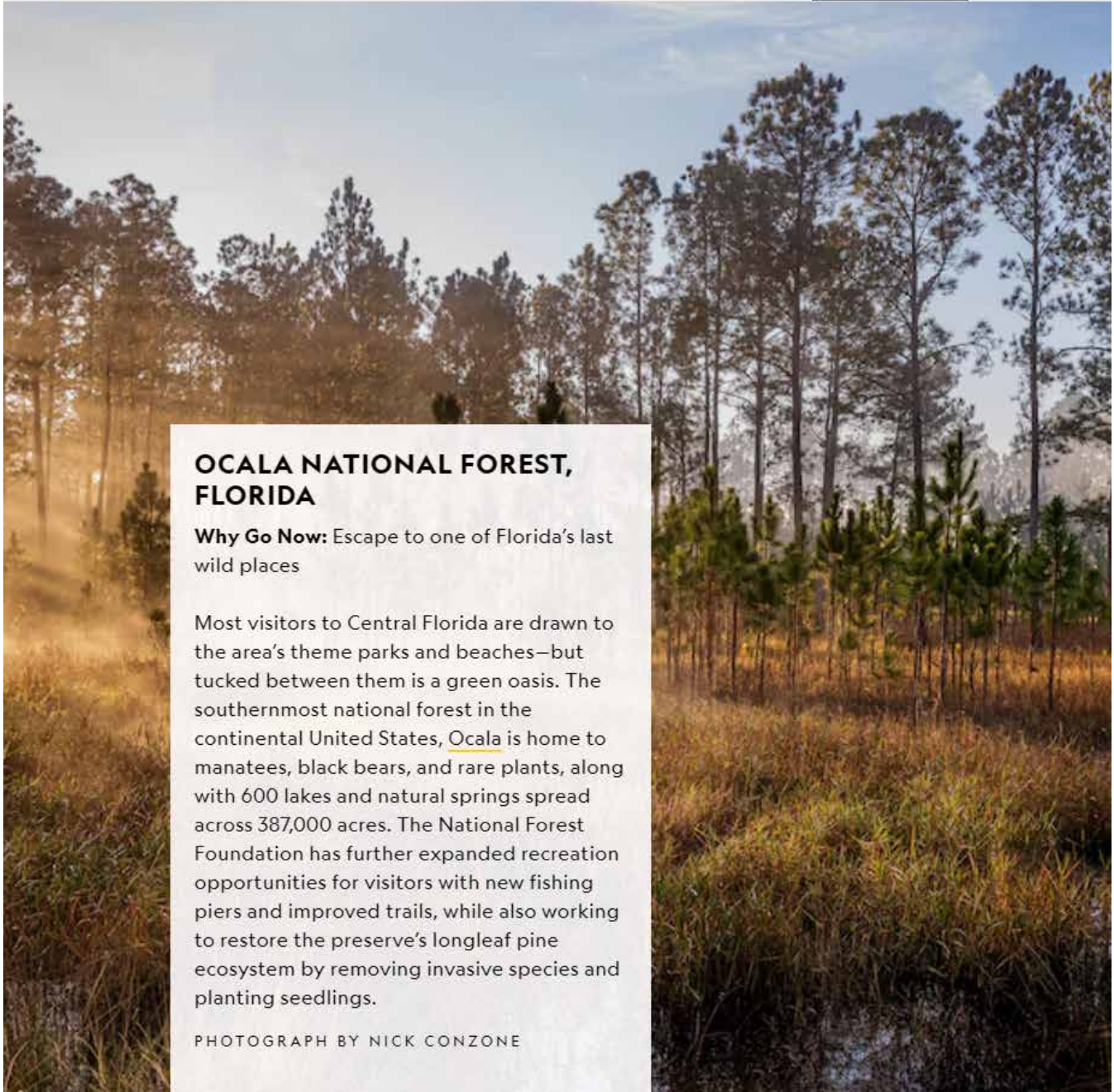
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### OCALA NATIONAL FOREST, FLORIDA

**Why Go Now:** Escape to one of Florida's last wild places

Most visitors to Central Florida are drawn to the area's theme parks and beaches—but tucked between them is a green oasis. The southernmost national forest in the continental United States, Ocala is home to manatees, black bears, and rare plants, along with 600 lakes and natural springs spread across 387,000 acres. The National Forest Foundation has further expanded recreation opportunities for visitors with new fishing piers and improved trails, while also working to restore the preserve's longleaf pine ecosystem by removing invasive species and planting seedlings.

PHOTOGRAPH BY NICK CONZONE



# Additional Earned Media: Business Insider

The OMCVCB provided an video interview with Business Insider following the National Geographic Best of 2025 announcement that included the Ocala National Forest. The article was published in english and spanish, as well as re-published by other outlets in multiple languages.

TOTAL REACH: 50,052,724  
TOTAL EARNED MEDIA VALUE: \$462,987.69

Below and on the next 2 pages includes the protion of the article highlighting Ocala/Marion County.

## 10 travel destinations you need to visit in 2025 — and what to do when you're there Business Insider

TRAVEL  
**10 travel destinations you need to visit in 2025 — and what to do when you're there**

[Privanka Rajput](#) Dec 6, 2024, 8:45 AM EST



mur.start/Shutterstock

- **National Geographic** shared a list of best travel destinations for 2025.
- **Cities like Bangkok, Thailand; Kanazawa, Japan; and Brasov, Romania, made the list.**
- **BI spoke with travel experts who shared their tips on how to best explore each of these spots.**



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# 10 travel destinations you need to visit in 2025 — and what to do when you're there

Business Insider

## Ocala National Forest, Florida



An aerial view of Silver Glen Springs in Ocala National Forest. Ocala/Marion County Visitors & Convention Bureau

Spanning nearly 385,000 acres, Ocala National Forest highlights a unique side of Florida in contrast to its famous beaches and theme parks.

Jessica Heller, a marketing and communications supervisor at [Ocala/Marion County Visitors and Convention Bureau](#), says the forest's remote location makes it ideal for those looking to skip overcrowded tourist spots next year.

**What to do:** Swim or snorkel in one of the forest's four natural springs fed by the Florida aquifer that stay at 72°F year-round. Heller recommends checking out each spring — Silver Glen, Juniper,

---

# 10 travel destinations you need to visit in 2025 — and what to do when you're there

## Business Insider

Alexander, and Salt Springs — to experience their "distinct personalities."

Hiking enthusiasts can take various trails, such as the Florida Trail or the Cross Florida Greenway, which cuts across the forest.

If you visit during the holiday season, between Thanksgiving Day and Christmas Eve, you can cut your own Florida sand pine to take home.

**Where to stay:** While most people prefer to camp in the forest — Salt and Juniper Springs being the top camping spots — those who prefer hotels to tents and RVs can opt to stay at the Hilton Garden Inn in the downtown square.

For a more upscale experience, The Equestrian Hotel, a 60-minute drive away, offers a great escape and easy access to the World Equestrian Center.

**Where to eat:** Downtown Ocala has many dining options, but Heller recommends trying out La Cuisine for French-inspired fine dining or District Bar & Kitchen if you prefer a more relaxed vibe.

Closer to the forest, Lena's, located on the Florida Black Bear Scenic Byway (open from October to June), is a local favorite for seafood.

**When to go:** According to Heller, January through March is the best time to visit if you'd like to watch horse shows. However, that's also when hotels are most expensive.

But if you're looking to bike, hike, or enjoy any water activities, Heller suggests planning your trip around wintertime. The end of summer — when it's not too hot — is most popular for springs.

"We even have a tubing season," said Heller, adding that their natural version of lazy river tubing is open from April through September.

# Additional Earned Media: Wind-FM

Following the OMCVCB's Tourism Annual Meeting, Wind-FM published an article highlighting the meeting and the successes of the OMCVCB.

TOTAL REACH: 11,046

Below and on the next 4 pages includes the article.

## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth Wind-FM



### Tourism in Ocala/Marion County tops \$1 billion, driving economic growth



Source: Saga Communications | While Ocala/Marion County is known as the Horse Capital of the World, the VCB has worked to market the area as an overall tourist destination. Canva Pro



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## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

### Wind-FM

OCALA, FL (352today.com) — Ocala and Marion County have become synonymous with being a preferred vacation destination, now flourishing into a more than \$1 billion industry.

The Ocala/Marion County Visitors and Convention Bureau (VCB) presented its 2023-2024 annual report on Dec. 12 at the Paradise Ballroom at Silver Springs State Park. Opening remarks were delivered by Danny Gaekwad, a global entrepreneur and chairman of the Marion County Visitors and Convention Bureau. Gaekwad is also a past chairman of the Marion County Tourism Development Council.

#### **|RELATED: Marion County anti-litter campaign bags national award**

“This past year has been a major one for tourism in Ocala and Marion County,” said Loretta Shaffer, Ocala/Marion County’s tourist development director. Shaffer highlighted the significant contributions made by the VCB team, whose primary mission is to promote Ocala and Marion County as a top destination for visitors.

“There are two main ways in which we do this: sales and marketing. We have an exceptional team in both these areas,” said Shaffer.

#### **Marketing and Public Relations Impact**

Destination marketing encompasses various efforts, including research, public relations, social media, media campaigns, website content, and mobile app development. These tools allow the VCB to share the area’s story with tourists, potential visitors, and residents.

Efforts in public relations alone generated \$6.4 million in media value, reaching an audience of over 1 billion people.

## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

### Wind-FM



Debie (left) and Rubbish (right) engage the community with fun and educational initiatives to promote a litter-free Ocala/Marion County. Courtesy: Ben Baugh

“The most important variable is the residents who live in Ocala and Marion County, who really are the heartbeat of the community’s amazing personality. How grateful we are that people understand that we’re warm and accepting to our guests,” said Shaffer. “My primary message would be gratitude for everyone who has taken that ambassadorship so seriously and has been an extension of our team by their warm welcome.”

Shaffer emphasized the economic impact of tourism, explaining how the taxes generated by visitors help fund essential community services like libraries, parks, and first responders. “We should be grateful to those who are making Ocala/Marion County a preferred destination to vacation,” said Shaffer.

# Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

## Wind-FM

### Annual Highlights for Fiscal Year 2023-2024

#### Marketing (Social Media):

- Facebook followers: 259,000
- Facebook impressions: 26,710,988
- Instagram followers: 21,500
- Instagram impressions: 871,098

#### Website Metrics:

- Visits: 1,203,322
- Users: 986,118
- Page views: 2,054,833
- Engaged sessions: 618,040
- Engagement rate: 46.42%

#### Other Key Figures:

- Tourist development tax revenue: \$5,481,186
- Room nights generated: 1,167,947

#### Sales Impact:

- Total approved funding: \$652,730
- Estimated economic impact of funded events: \$67,845,892



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# Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

## Wind-FM

### Showcasing Local Wonders

Marion County Commission Vice Chair Carl Zalak III, underscored the importance of the area's natural attractions, branding Marion County as a unique blend of natural wonders and equestrian excellence.

"In today's world, our most powerful tool is our technology," said Zalak. "Marion County is making it easier for those visiting the area and their residents to be ambassadors to explore the county's incredible natural resources and wonders of the Horse Capital of the World."

To further this mission, the VCB partnered with Marion County Public Relations and Zalak to launch a new video series that highlights the area's hidden gems, local cuisine, and leisure activities. Marion Insider's Guide, which debuted in July, is hosted by Zalak and can be accessed on the VCB website.

"Thanks to the dedication of everyone involved in our vibrant tourism industry," said Zalak. "Our community is now on the map, not just nationally, but globally. We're covering the things that make our home special."

# Additional Earned Media: WKMG - TV 20

The OMCVCB coordinated with the event planner for Rock the Country concert to announce the return of the concert to Ocala/Marion County at a new venue, The Florida Horse Park. Multiples articles were published specifically highlighting that Ocala/Marion County is a location, including a news segment and article from WKMG-TV 20

TOTAL REACH: 11,046

Below and on the next page is the article.

## Kid Rock and Nickelback headline Rock The Country Ocala 2025 WMKG-TV 20



### Kid Rock and Nickelback headline Rock The Country Ocala 2025



Rock The Country, a two-day country festival, will return to Ocala on May 9 and May 10, 2025.

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# Kid Rock and Nickelback headline Rock The Country Ocala 2025

## WMKG-TV 20

By [WCJB Staff](#)

Published: Nov. 12, 2024 at 1:36 PM EST



OCALA, Fla. (WCJB) - Rock The Country, a two-day country festival, will return to Ocala on May 9 and May 10, 2025.

Ocala will mark the fourth stop on the 10-stop tour across the country. Kid Rock and Nickelback will be heading all 10 shows.

The lineup for Ocala will feature Hank Williams Jr., Tracey Lawrence, Gavin Adcock, Jo Dee Messina, Diamond Rio, Mark Chesnutt, Sammy Kershaw, Little Texas, Hudson Westbrook, Logan Crosby, Afroman, Ying Yang Twins and Dee Jay Silver.

Rock The Country attracted over 30,000 fans to Ocala last year and the city is excited to welcome the festival back in 2025.

"We are thrilled to be welcoming back Rock the Country to Ocala/Marion County in 2025," said Marion County Commissioner Carl Zalak, III. "Having an event of this magnitude in our community is not only exciting for locals, but also brings more visitors to the area, putting our county on the map for hosting impressive entertainment."

For more information about Rock The Country, including the full lineup and ticket details, click [here](#).




# Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
DorisPinheiro	Temporada do peixe-boi na Flórida proporciona experiência inesquecível	9,374
UOL Jogos	Primeira atração turística da Flórida custava 5 centavos (e não era parque)	54,278,743
MSN.com	'Small places of enchantment' — and horses! — abound in Ocala and Marion County	127,645,172
Florida Today	'Small places of enchantment' — and horses! — abound in Ocala and Marion County	965,208
Lifestyles After 50	12 Joyful Activities to Rediscover Your Christmas Spirit	891
Rochester Woman Online's 2024 Holiday Edition	Fill Your Cup: Take Time to Reflect, Design, and Align	16,437,104
Travel Lens	22 Best Things to Do in Ocala, FL	2,328
Travel Lens	15 Free Things to Do in Ocala, FL	2,328
Southern Living	20 Secret Places In Florida That Only Locals Know	14,270,453
MSN.com (10 articles)	From ziplines to boat rides: 30+ ideas for experiences to gift this holiday season	131,017,479
Miami Herald (11 articles)	10 Things to Do in the Horse Capital of the World in Ocala, FL	11,856,431
USA Today	These 7 hidden gems in Florida go way beyond the typical tourist trap	110,904,207
National Geographic	Best of the World 2025	6,892,121
MSN.com	United States Well Represented on National Geographic's 'Best of the World Travel'	125,649,351
Yardbarker	United States Well Represented on National Geographic's 'Best of the World Travel'	3,904,237
Sports Illustrated	United States Well Represented on National Geographic's 'Best of the World Travel'	31,695,493
Travel Off Path	These Are The Top 3 U.S. Destinations To Visit In 2025 According To National Geographic	542,243
Associated Press	National Geographic Announces BEST OF THE WORLD 2025 List, Names Top 25 Destinations to Inspire Your Next Trip	46,239,784
Newssummedup	Ocala National Forest makes Best in World list	<i>Not Reported</i>
Business Insider	10 travel destinations you need to visit in 2025 — and what to do when you're there	47,170,061
Business Insider	10 destinos que visitar en 2025 y qué hacer allí	2,050,890
Lademeure Duparc (France) *Published in 5 languages	Les 10 destinations de voyage incontournables en 2025 et les activités à ne pas manquer	11,776
DNYUZ	10 travel destinations you need to visit in 2025 — and what to do when you're there	819,997
WCJB-TV	Kid Rock and Nickelback Headline Rock The Country Ocala 2025	355,520
WINDFM	Tourism in Ocala/Marion County tops \$1 billion, driving economic growth	11,046
Rejsespejder	Roadtrip i Florida	83,372
TouristSecrets	Mysteries Of Florida's Ocala Forest Waters	43,691
MSN.com	13 holiday destinations for festive family fun	125,649,351
The Points Guy	13 holiday destinations for festive family fun	5,581,173
RTTNews	Kid Rock, Nickelback To Headline Rock The Country & Rock The South	106,052
Blabbermouth.net	KID ROCK And NICKELBACK To Headline 2025 Edition Of 'Rock The Country' Touring Festival	1,614,158
MSN.com (3 articles)	Rock the Country 2025 in Ocala: Organizers announce artist lineup and venue change	126,620,431
WINDFM	Kid Rock, Nickelback to headline Rock the Country Ocala 2025	10,428
Florida Restaurant & Lodging Association	FRLA Supports 2025 Rock the Country Music Festival in Ocala	8,122
Brasilturis	VISIT FLORIDA Brazil Manatee Season Press Release December 2024	72,870
Travel Awaits	VISIT FLORIDA USA Gift of Florida Pitch Press Release November 2024	2,332,053
Elite Magazine	VISIT FLORIDA Brazil Dive into Florida Press Release July 2024	35,000
Nerd Wallet	VISIT FLORIDA USA Gift of Florida Pitch Press Release November 2024	17,928,765
Touristica International	VISIT FLORIDA Canada Mission September 2024	115,000

*Notation: The Media Value Equivalent totals \$9,239,984.92 for Oct-Dec 2024.  
The total reach is 1,012,932,703*

# 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, 2024, to the previous quarter (July 1-Sept 30, 2024).

### Performance Summary

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

Impressions <b>4,348,937</b> ↘44.8%	Engagements <b>179,597</b> ↘0.1%	Post Link Clicks <b>56,264</b> ↘1.1%
Engagement Rate (per Impression) <b>4.1%</b> ↗81.1%		

Reporting Period	286,178	1,007	230	4,348,937	179,597	4.1%	1,343,722
Oct 1, 2024 - Dec 31, 2024	↗ 0.3%	↘ 80.5%	↗ 32.9%	↘ 44.8%	↘ 0.1%	↗ 81.1%	↘ 35.5%
Compare to	285,214	5,151	173	7,884,096	179,736	2.3%	2,081,737
Jul 1, 2024 - Sep 30, 2024							
  Ocala/Marion County	422	39	5	3,312	524	15.8%	0
  @ocalamarion	2,874	-22	52	5,953	365	6.1%	19
  Ocala/Marion County, Florida	259,993	362	98	4,071,234	167,424	4.1%	1,279,684
  Ocala/Marion County, Florida	1,271	-1	0	N/A	N/A	N/A	N/A
  ocalamarion	21,618	629	75	268,438	11,284	4.2%	64,019

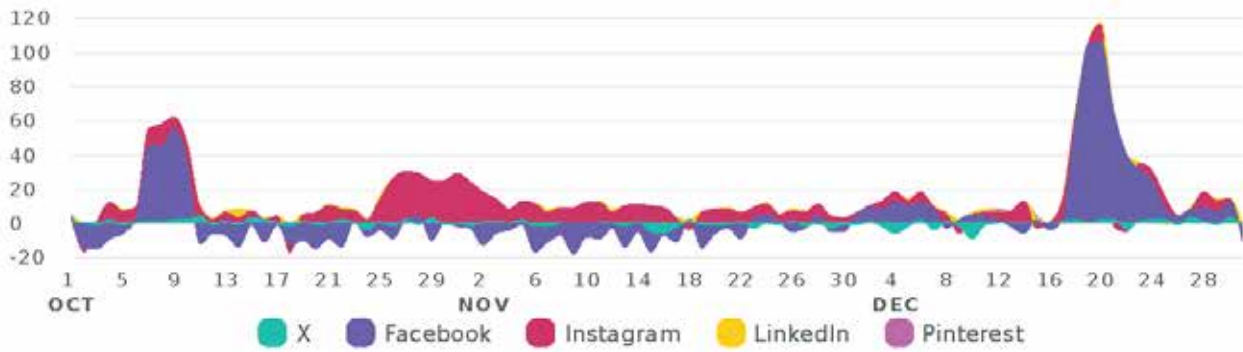
# Overview: Growth



Audience Gained, by Day

## Audience Growth

See how your audience grew during the selected time period.



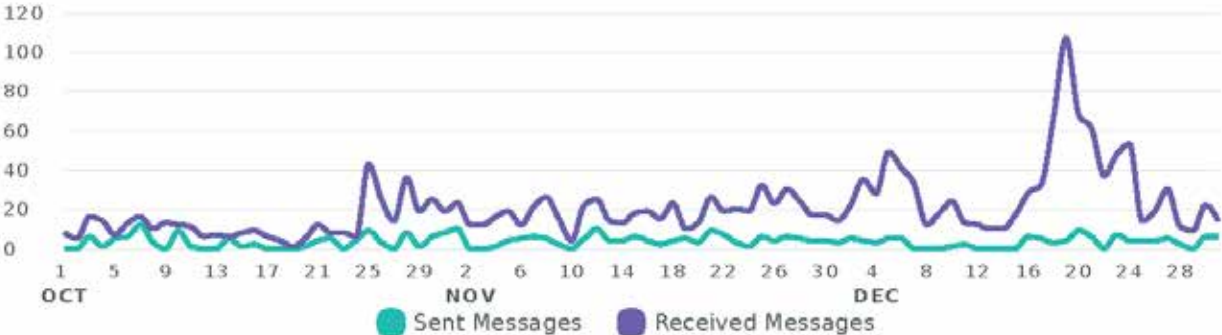
Audience Metrics	Totals	% Change
<b>Audience</b>	<b>286,178</b>	<b>↗ 0.3%</b>
<b>Net Audience Growth</b>	<b>1,007</b>	<b>↘ 80.5%</b>
X Net Follower Growth	-22	↘ 140.7%
Facebook Net Follower Growth	362	↘ 92.1%
Instagram Net Follower Growth	629	↗ 32.7%
LinkedIn Net Follower Growth	39	↘ 35%



# 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
<b>Total Sent Messages</b>	<b>328</b>	<b>↗19.3%</b>
X Sent Messages	52	↗126.1%
Facebook Sent Messages	140	↗4.5%
Instagram Sent Messages	131	↗20.2%
LinkedIn Sent Messages	5	→0%
Pinterest Sent Messages	0	↘100%



# Overview: Impressions

## Impressions

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



Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>4,348,937</b>	<b>↘ 44.8%</b>
X Impressions	5,953	↗ 173.7%
Facebook Impressions	4,071,234	↘ 46.6%
Instagram Impressions	268,438	↗ 5.3%
LinkedIn Impressions	3,312	↗ 23.7%

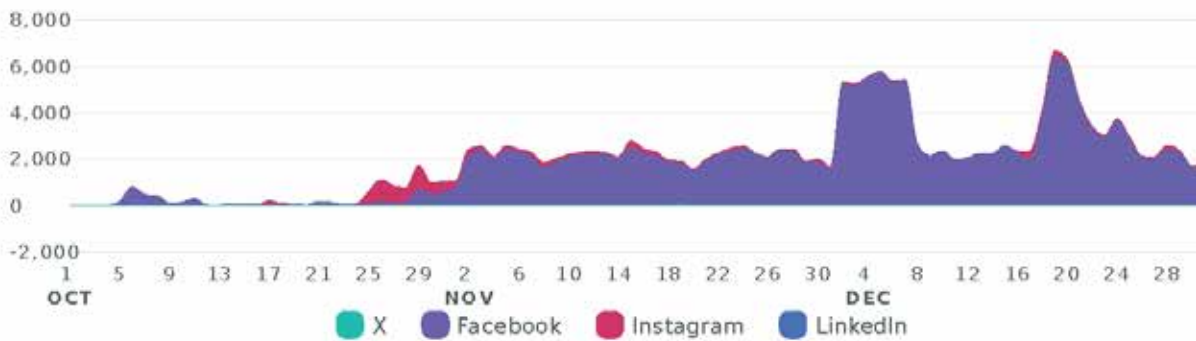


# Overview: Engagements



## Engagements

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



Engagement Metrics	Totals	% Change
<b>Engagements</b>	<b>179,597</b>	<b>↘0.1%</b>
X Engagements	365	↗178.6%
Facebook Engagements	167,424	↘3.4%
Instagram Engagements	11,284	↗93%
LinkedIn Engagements	524	↗25.7%



# User Generated Content Leveraging Social Media

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



# Instagram



## Instagram Performance Summary


Impressions <b>268,438</b> ↗5.3%	Organic Impressions <b>171,806</b> ↗70.4%	Paid Impressions <b>96,632</b> ↘37.3%
Engagement Rate (per Impression) <b>4.3%</b> ↗75.8%	Organic Engagement Rate (per Impression) <b>6.6%</b> ↗13.2%	Paid Engagement Rate (per Impression) <b>0.3%</b> ↗4.7%
Engagements <b>11,535</b> ↗85.2%	Organic Engagements <b>11,284</b> ↗93%	Paid Engagements <b>251</b> ↘34.3%

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>21,618</b>	<b>629</b>	<b>75</b>	<b>268,438</b>	<b>171,806</b>	<b>96,632</b>	<b>11,535</b>
Oct 1, 2024 - Dec 31, 2024	↗ 2.8%	↗ 32.7%	↗ 29.3%	↗ 5.3%	↗ 70.4%	↘ 37.3%	↗ 85.2%
<b>Compare to</b>	<b>21,030</b>	<b>474</b>	<b>58</b>	<b>254,814</b>	<b>100,816</b>	<b>153,998</b>	<b>6,229</b>
Jul 1, 2024 - Sep 30, 2024							
<b>ocalamarion</b>	21,618	629	75	268,438	171,806	96,632	11,535




# Instagram


## Top Posts

 **ocalamarion**  
Fri 10/25/2024 3:00 p...


Ocala National Forest is officially on @natgeo BEST OF THE WORLD 2025 list!...



<b>Total Engagements</b>	<b>4,920</b>
Likes	2,650
Comments	63
Shares	1,781
Saves	426

 **ocalamarion**  
Mon 10/28/2024 5:47 p...

In Case You Missed It! 📌  
Ocala National Forest is officially on National...



<b>Total Engagements</b>	<b>649</b>
Likes	419
Comments	10
Shares	169
Saves	51

 **ocalamarion**  
Tue 12/17/2024 11:12 ...

Did you know? @NatGeo is calling the Ocala National Forest one of Florida's "last...

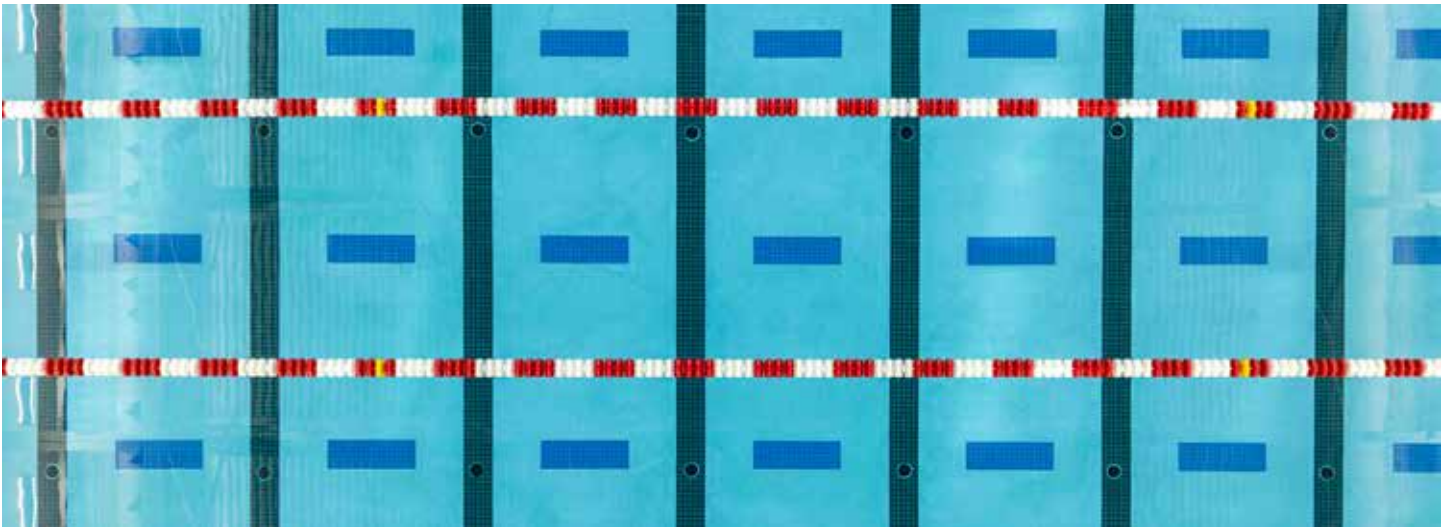


<b>Total Engagements</b>	<b>440</b>
Likes	421
Comments	6
Saves	13



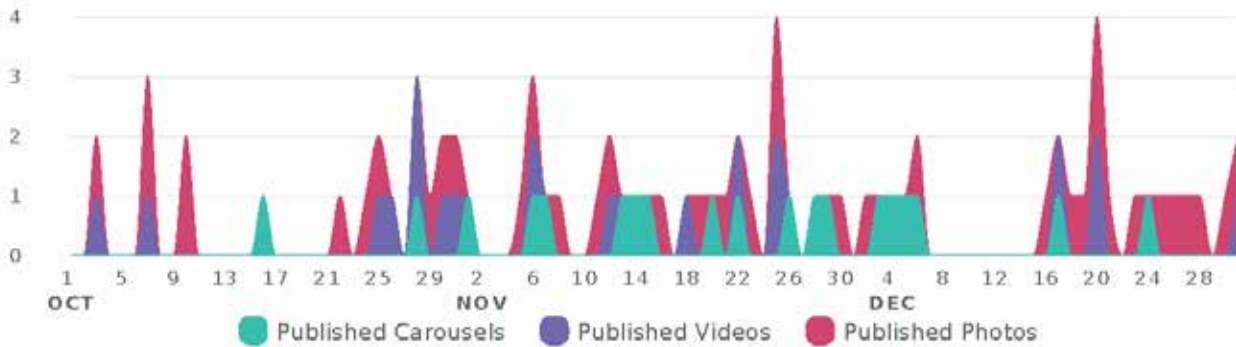


# Instagram: Publishing



## 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
<b>Published Posts</b>	<b>75</b>	<b>↗ 29.3%</b>
Published Carousels	19	↗ 171.4%
Published Videos	18	↘ 14.3%
Published Photos	38	↗ 26.7%

# Instagram: Growth

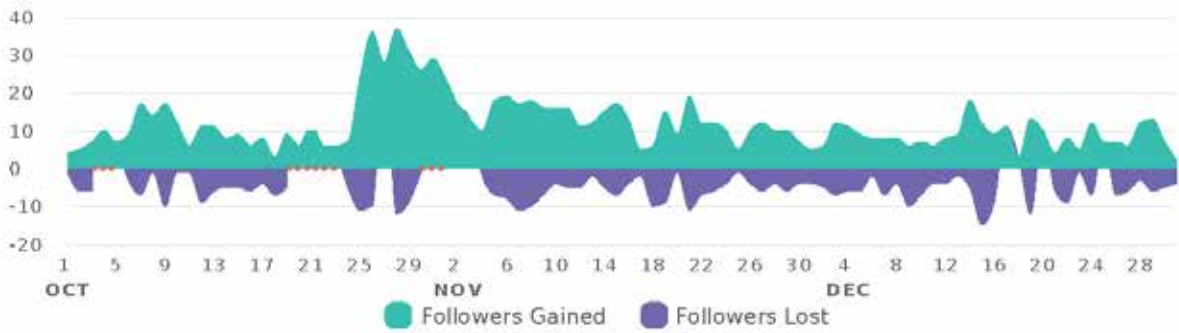
## Instagram Audience Growth

Net Follower Growth Breakdown, by Day

### Audience Growth

See how your audience grew during the selected time period.

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



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>21,618</b>	<b>↗ 2.8%</b>
<b>Net Follower Growth</b>	<b>629</b>	<b>↗ 32.7%</b>





# Instagram: Impressions

## Impressions

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



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	171,806 ↗ 70.4%	96,632 ↘ 37.3%	<b>268,438</b>	↗ 5.3%
<b>Average Daily Reach per Profile</b>	N/A	N/A	<b>2,180.73</b>	↘ 7.3%

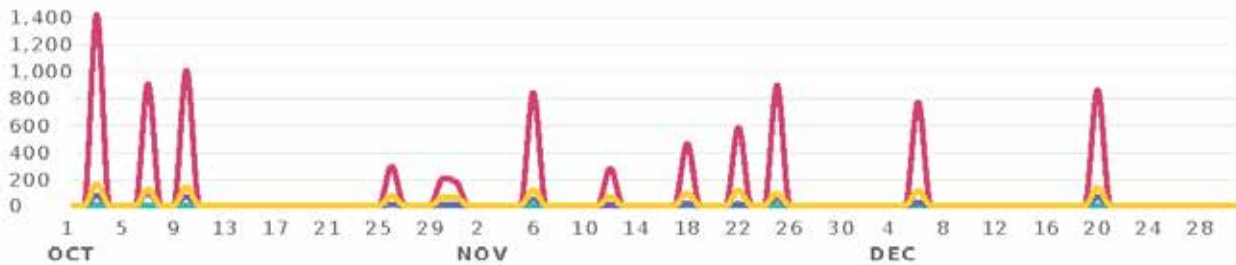




# Instagram: Stories

## Stories Performance

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



Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>22</b>	<b>↗ 46.7%</b>
Story Replies	11	↗ 1,000%
Story Taps Back	463	↗ 146.3%
Story Taps Forward	8,677	↗ 131.5%
Story Exits	1,335	↗ 97.8%
Story Impressions	13,169	↗ 177.1%
Average Reach per Story	593.77	↗ 88.3%

# Instagram: Engagement



Engagement Metrics	Totals	% Change
Organic Shares	2,187	↗ 285.7%
Organic Saves	637	↗ 188.2%
Story Replies	11	↗ 1,000%

## Engagement Rate

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



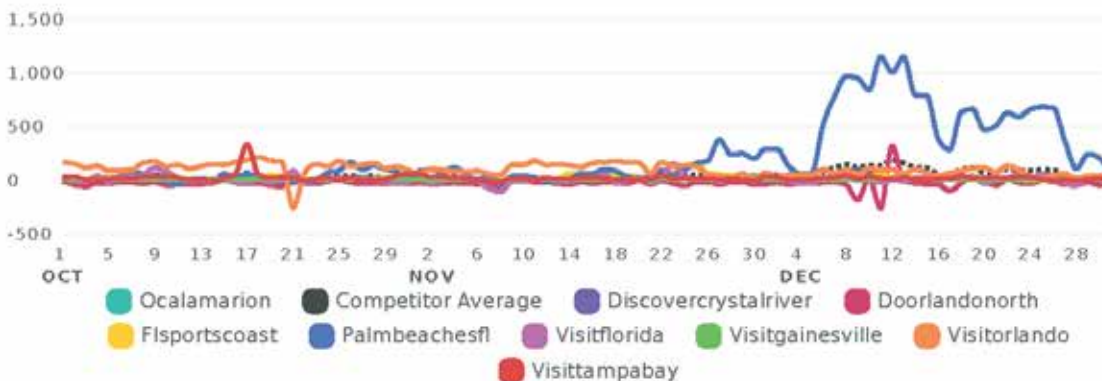
# Instagram: Competitors



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
<b>Your Average</b>	<b>21,618.00</b>	<b>629.00</b>	<b>3.00%</b>
<b>Competitor Average</b>	<b>252,861.25</b>	<b>4,024.50</b>	<b>1.62%</b>
visitflorida	516,104	374	0.07%
visitorlando	483,445	9,187	1.94%

Followers



# Facebook



## Performance Summary

Impressions <b>4,071,234</b> ↘46.6%	Organic Impressions <b>805,733</b> ↘67.9%	Paid Impressions <b>3,265,501</b> ↘36.2%
Engagement Rate (per Impression) <b>4.1%</b> ↗80.9%	Organic Engagement Rate (per Impression) <b>3.4%</b> ↗24.1%	Paid Engagement Rate (per Impression) <b>4.3%</b> ↗110.1%
Post Link Clicks <b>55,735</b> ↘1.5%	Organic Post Link Clicks <b>482</b> ↗95.1%	Paid Post Link Clicks <b>55,253</b> ↘1.9%
Engagements <b>167,424</b> ↘3.4%	Organic Engagements <b>27,500</b> ↘60.1%	Paid Engagements <b>139,924</b> ↗34%

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions
<b>Reporting Period</b>	<b>259,978</b>	<b>347</b>	<b>251,148</b>	<b>-6</b>	<b>98</b>	<b>4,071,234</b>	<b>805,733</b>
Oct 1, 2024 - Dec 31, 2024	↗0.1%	↘92.4%	↘0.1%	↘175%	↗15.3%	↘46.6%	↘67.9%
<b>Compare to</b>	<b>259,631</b>	<b>4,560</b>	<b>251,298</b>	<b>8</b>	<b>85</b>	<b>7,624,430</b>	<b>2,507,310</b>
Jul 1, 2024 - Sep 30, 2024							
<b>Ocala/Marion County, Florida</b>	259,978	347	251,148	-6	98	4,071,234	805,733

# Facebook

## Top Posts

 **Ocala/Marion ...**  
Sun 12/1/2024 7:12 p...

🌲 Celebrate the season in Ocala/Marion County with festive lights, parades, live...

**Ocala/Marion County...**



<b>Total Engagements</b>	<b>32,790</b>
Reactions	3,778
Comments	219
Shares	221
Post Link Clicks	20,135
Other Post Clicks	8,437

 **Ocala/Marion ...**  
Fri 12/20/2024 11:22 a...

Discover the magic of Ocala/Marion County's crystal-clear springs and...



<b>Total Engagements</b>	<b>20,676</b>
Reactions	7,581
Comments	207
Shares	957
Post Link Clicks	2,388
Other Post Clicks	9,543

 **Ocala/Marion ...**  
Fri 11/1/2024 5:48 pm ...

There's always an outdoor adventure to be had in Ocala/Marion County. It's...

**Ocala/Marion County...**



<b>Total Engagements</b>	<b>19,882</b>
Reactions	100
Comments	7
Shares	11
Post Link Clicks	19,290
Other Post Clicks	474

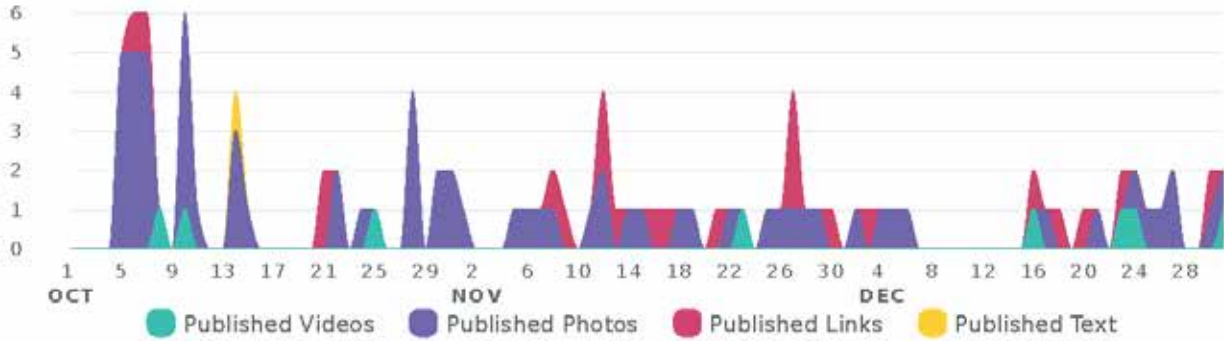




# Facebook: Publishing

## Publishing Behavior

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



Publishing Behavior by Content Type	Totals	% Change
<b>Published Posts</b>	<b>98</b>	<b>↗ 15.3%</b>
Published Videos	8	↘ 33.3%
Published Photos	67	↗ 15.5%
Published Links	22	↗ 57.1%
Published Text	1	→ 0%





# Facebook: Growth



## Audience Growth

See how your audience grew during the selected time period.

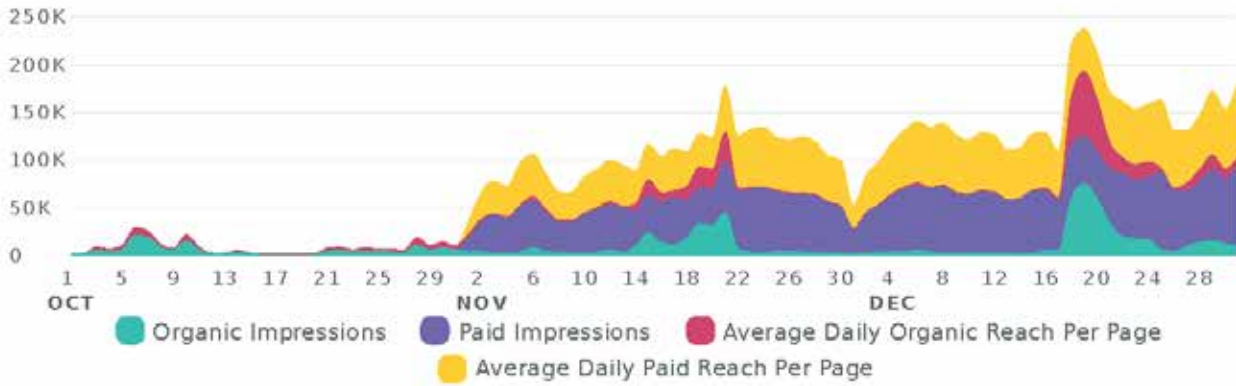


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>259,978</b>	<b>↗0.1%</b>
<b>Net Follower Growth</b>	<b>347</b>	<b>↘92.4%</b>
<b>Fans</b>	<b>251,148</b>	<b>↘0.1%</b>
<b>Net Page Likes</b>	<b>-6</b>	<b>↘175%</b>
Organic Page Likes	143	↗6.7%
Paid Page Likes	107	↘26.7%
Page Unlikes	256	↘5.5%

# Facebook: Impressions

## Impressions

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



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	805,733 ↘ 67.9%	3,265,501 ↘ 36.2%	<b>4,071,234</b>	↘ 46.6%
<b>Average Daily Reach per Page</b>	6,472.4 ↘ 74.3%	32,606.43 ↘ 36.9%	<b>39.08K</b>	↘ 49.1%



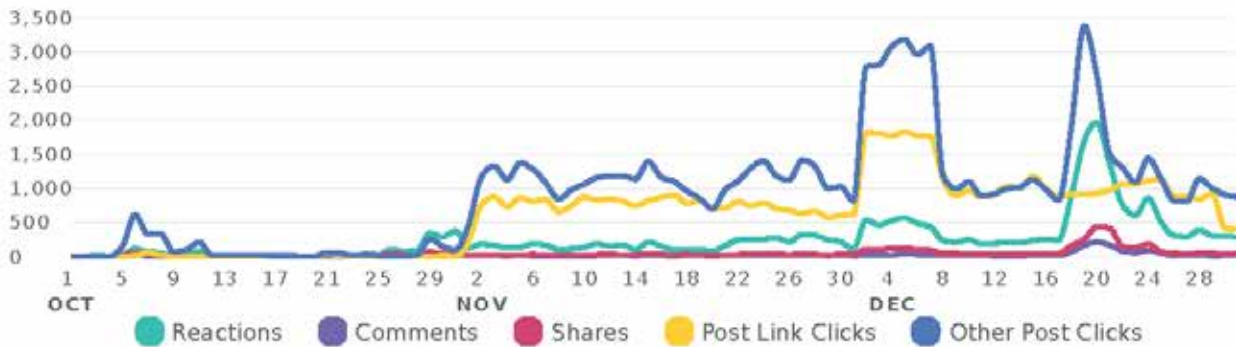


# Facebook: Engagement



## Engagements

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



Engagement Metrics	Organic	Paid	Totals	% Change
<b>Engagements</b>	<b>27,500</b> ↘60.1%	<b>139,924</b> ↗34%	<b>167,424</b>	↘3.4%
Reactions	11,096 ↘76%	11,263 ↗72.6%	<b>22,359</b>	↘57.6%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	1,159 ↗41.9%	379 ↗101.6%	<b>1,538</b>	↗53%
Shares	2,271 ↗21.8%	1,529 ↗184.2%	<b>3,800</b>	↗58.1%
Post Link Clicks	482 ↗95.1%	55,253 ↘1.9%	<b>55,735</b>	↘1.5%
Other Post Clicks	12,492 ↘36.9%	71,500 ↗75.2%	<b>83,992</b>	↗38.6%



# Facebook: Competitors

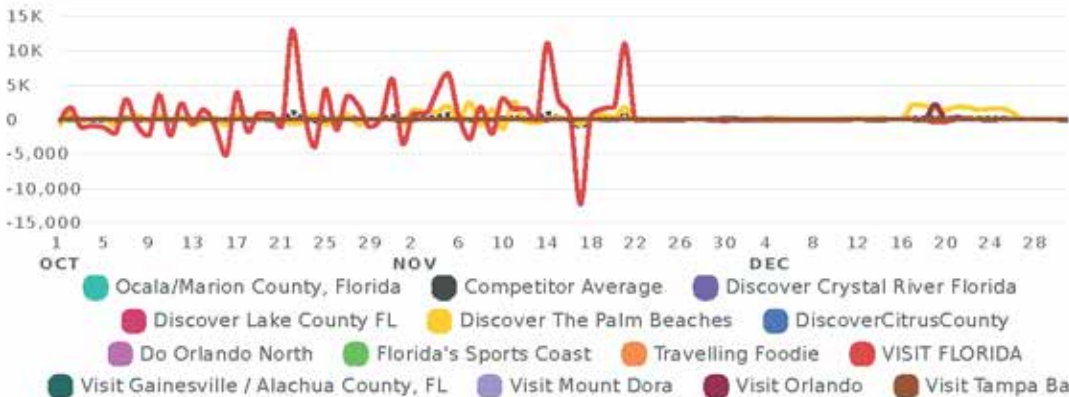
## Summary

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
<b>Your Average</b>	<b>259,978.00</b>	<b>347.00</b>	<b>0.13%</b>
<b>Competitor Average</b>	<b>314,120.25</b>	<b>7,304.08</b>	<b>2.38%</b>
Visit Orlando	1,612,567	4,086	0.25%
VISIT FLORIDA	1,260,263	50,092	4.14%

Followers

### Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
<b>5,953</b> ↗173.7%	<b>365</b> ↗178.6%	<b>31</b> ↗47.6%

<b>Reporting Period</b>	<b>2,874</b>	<b>-22</b>	<b>52</b>	<b>5,953</b>	<b>365</b>	<b>31</b>	<b>6.1%</b>
Oct 1, 2024 - Dec 31, 2024	↘ 0.8%	↘ 140.7%	↗ 126.1%	↗ 173.7%	↗ 178.6%	↗ 47.6%	↗ 1.8%

<b>Compare to</b>	<b>2,897</b>	<b>54</b>	<b>23</b>	<b>2,175</b>	<b>131</b>	<b>21</b>	<b>6%</b>
Jul 1, 2024 - Sep 30, 2024							

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>@ocalamarion</b>	2,874	-22	52	5,953	365	31	6.1%

### Top Posts

**@ocalamarion**  
Mon 11/18/2024 3:06 p...

Did you know you can cut down your own Christmas tree in the Ocala National...

<b>Total Engagements</b>	<b>26</b>
Likes	5
@Replies	1
Reposts	4
Post Link Clicks	8
Other Post Clicks	8
Other Engagements	0

**@ocalamarion**  
Tue 12/17/2024 10:45...

Raising your hand if you want to vacation HERE. 🙋  
[#OcalaMarion](#) . 📍...

<b>Total Engagements</b>	<b>20</b>
Likes	10
@Replies	2
Reposts	2
Post Link Clicks	—
Other Post Clicks	6
Other Engagements	0

**@ocalamarion**  
Fri 11/8/2024 3:23 pm...

Getting that extra hour of sleep on Sunday certainly set the mood for this week 🤪

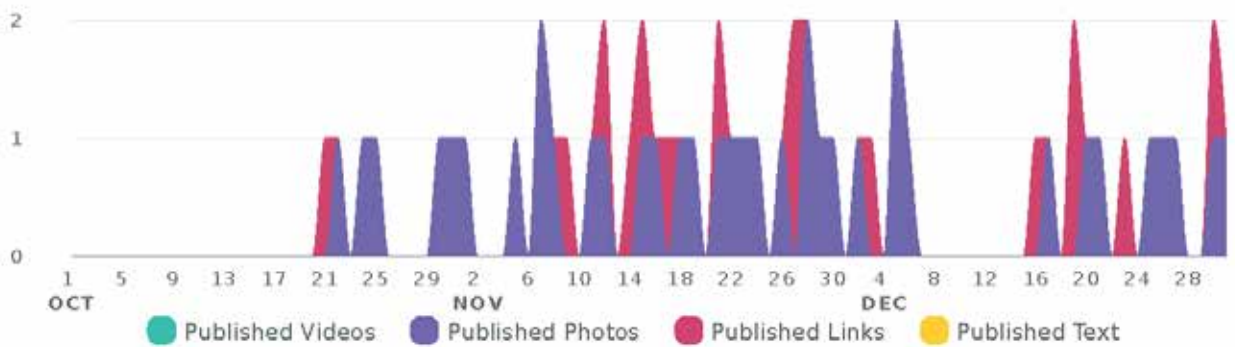
<b>Total Engagements</b>	<b>16</b>
Likes	6
@Replies	0
Reposts	2
Post Link Clicks	—
Other Post Clicks	8
Other Engagements	0

# X: Publishing



## Publishing Behavior

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



Publishing Behavior by Content Type	Totals	% Change
<b>Published Posts</b>	<b>52</b>	<b>↗ 126.1%</b>
Published Videos	0	↘ 100%
Published Photos	37	↗ 236.4%
Published Links	15	↗ 87.5%
Published Text	0	→ 0%



# X: Growth



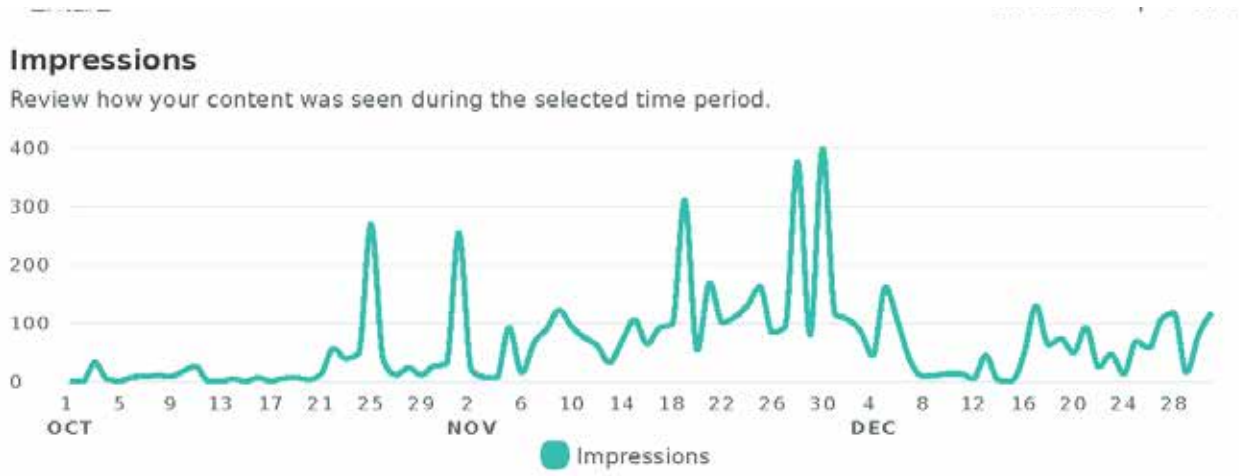
## Audience Growth

See how your audience grew during the selected time period.



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>2,874</b>	<b>↘0.8%</b>
<b>Net Follower Growth</b>	<b>-22</b>	<b>↘140.7%</b>
Followers Gained	61	↘18.7%
Followers Lost	83	↗295.2%
<b>Following</b>	<b>4,277</b>	<b>↘3.1%</b>

# X: Impressions



Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>5,953</b>	<b>↗ 173.7%</b>

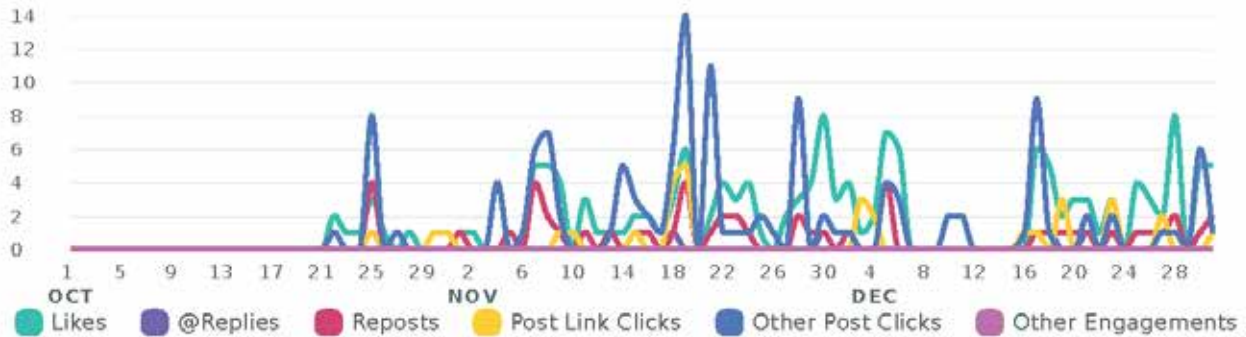




# X: Engagement

## Engagements

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



Engagement Metrics	Totals	% Change
<b>Engagements</b>	<b>365</b>	<b>↗178.6%</b>
Likes	150	↗294.7%
@Replies	6	↗20%
Reposts	51	↗325%
Post Link Clicks	31	↗47.6%





# X: Competitors

## Summary

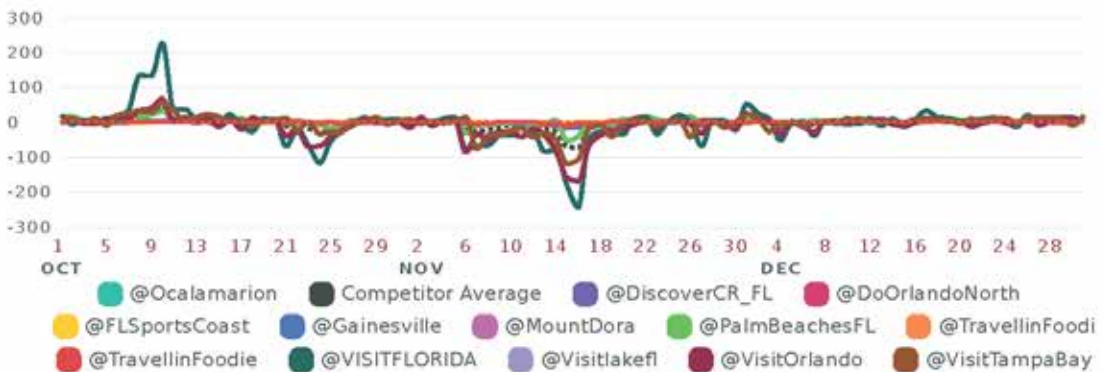
Compare your profile performance to your competitors.



## Audience Growth

View how your audience grew compared to your competitors.

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



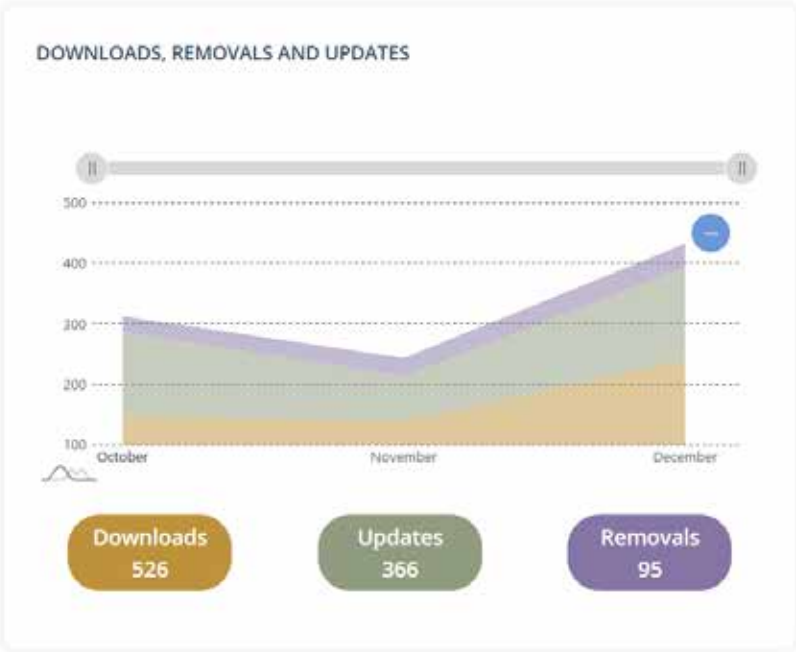
X Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>	2,874.00	-22.00	-0.76%
<b>Competitor Average</b>	68,266.00	-290.25	-0.42%
@VISITFLORIDA	192,652	-708	-0.37%

Followers

# App: OcalaMarion Travel Guide

Below and on the following page is reporting for **October - December 31, 2024** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

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



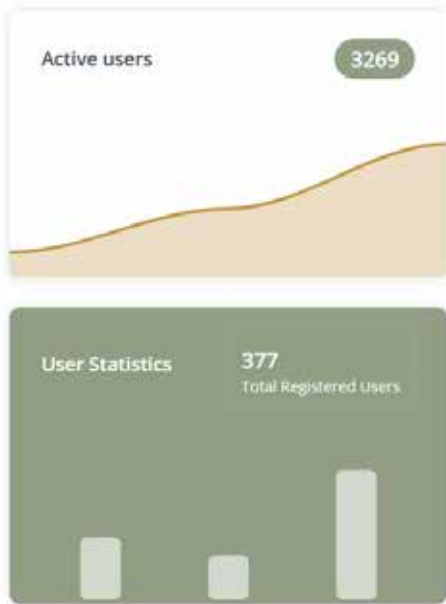
# App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

**TOTAL NUMBER**  
2,526

Page Name	# of views
Event Detail Screen	501
Home Screen	440
Events Screen	272
Splash Screen	181
Location List Screen	178
Location Screen	178
Coupon List	148

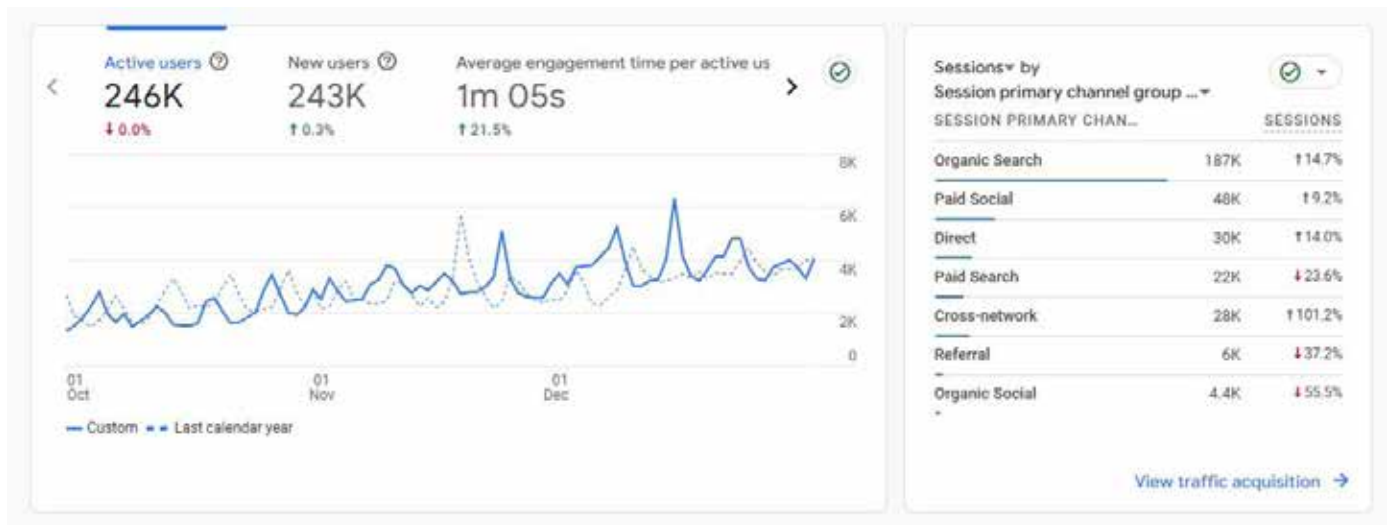




# WEBSITE

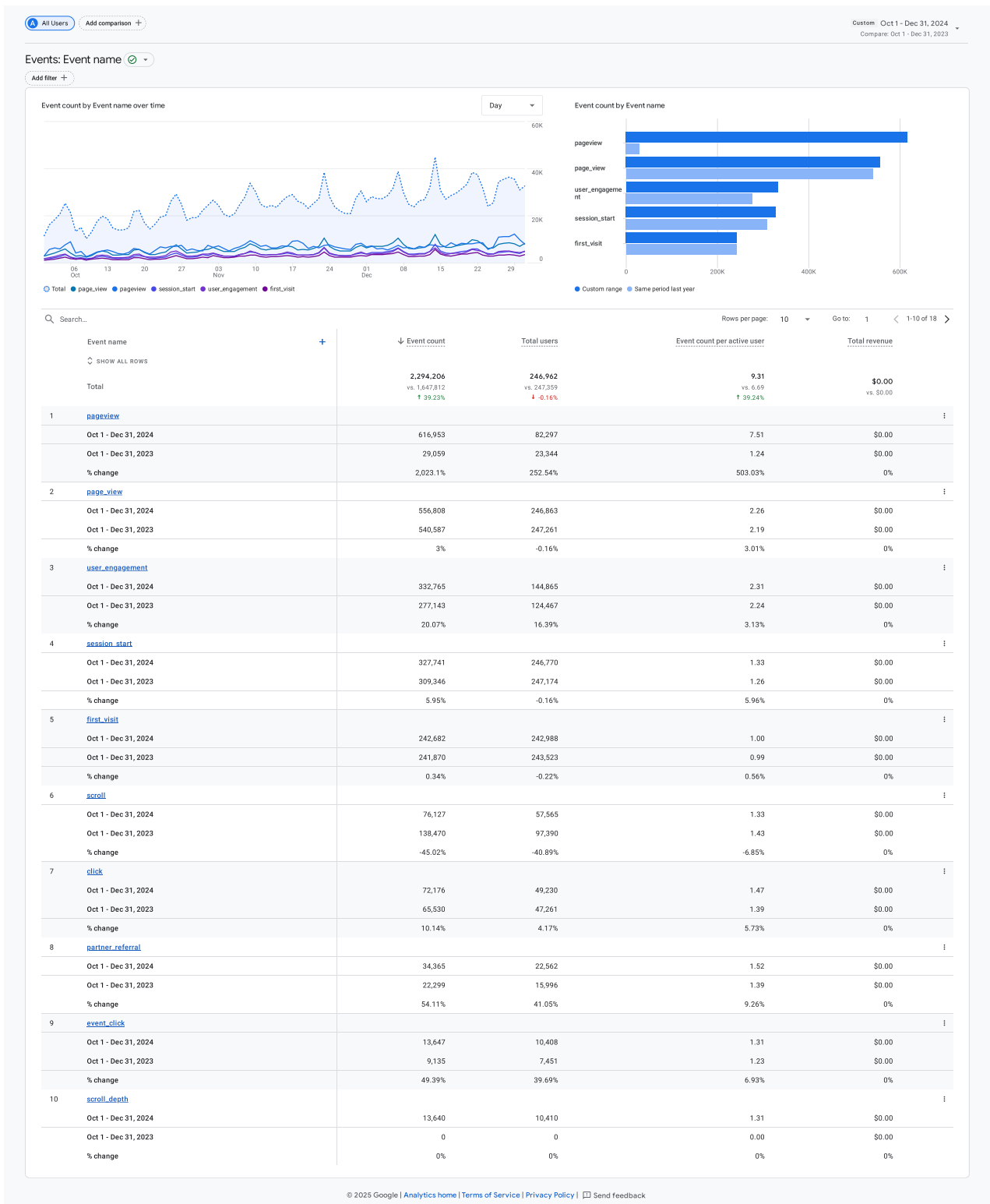


The data in this portion of the report compares this quarter, October 1- December 31, 2024, to the same time last year, October 1- December 31, 2023.



# 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 Blog

- 40 Things to Do

### Updated Blogs

- Manatee Season in Ocala/Marion County
- ‘Tis the Season in Ocala/Marion County
- Christmas Tree Farms
- Ring in the New Year in Ocala/Marion County
- Halloween Festivities
- Fall Festivities
- Ocala/Marion County Celebrates Veterans’ Day
- Top 11 Things to Do as a Family

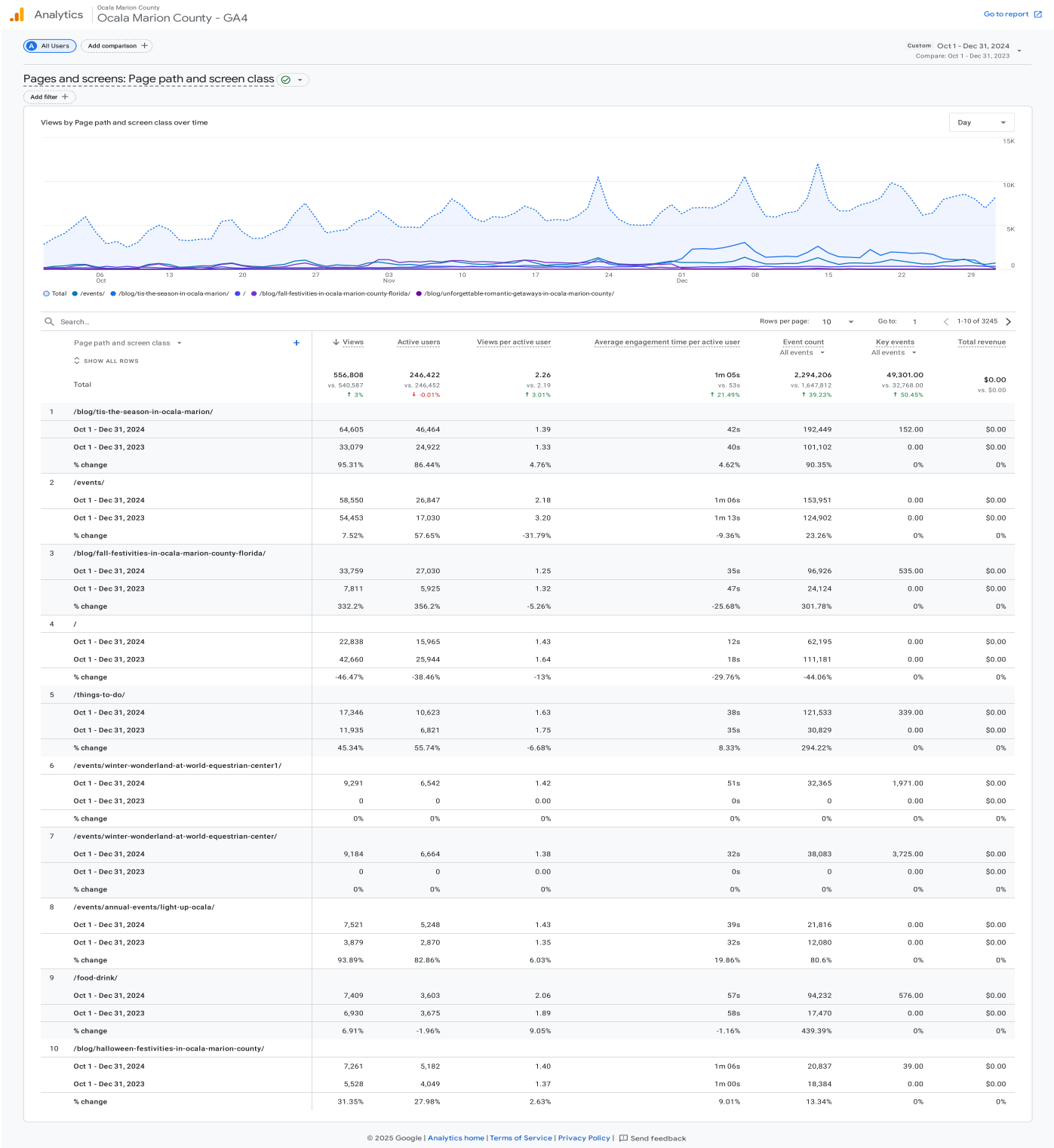
Below are examples of the updated blogs on the website.

		
<p><b>40 Things to Do in Ocala/Marion County</b></p> <p>There is a LOT to explore when you visit Ocala/Marion County. So much so, in fact, that it can be a little daunting. But don't worry!</p> <p><a href="#">LEARN MORE ↗</a></p>	<p><b>Christmas Tree Farms</b></p> <p>Kick off the holiday season with a festive family adventure to an enchanting Christmas tree farm.</p> <p><a href="#">LEARN MORE ↗</a></p>	<p><b>'Tis the Season in Ocala/Marion</b></p> <p>The holidays are a special time of year and Ocala/Marion County offers ways to celebrate throughout the entire season.</p> <p><a href="#">LEARN MORE ↗</a></p>



# Top Visited Pages

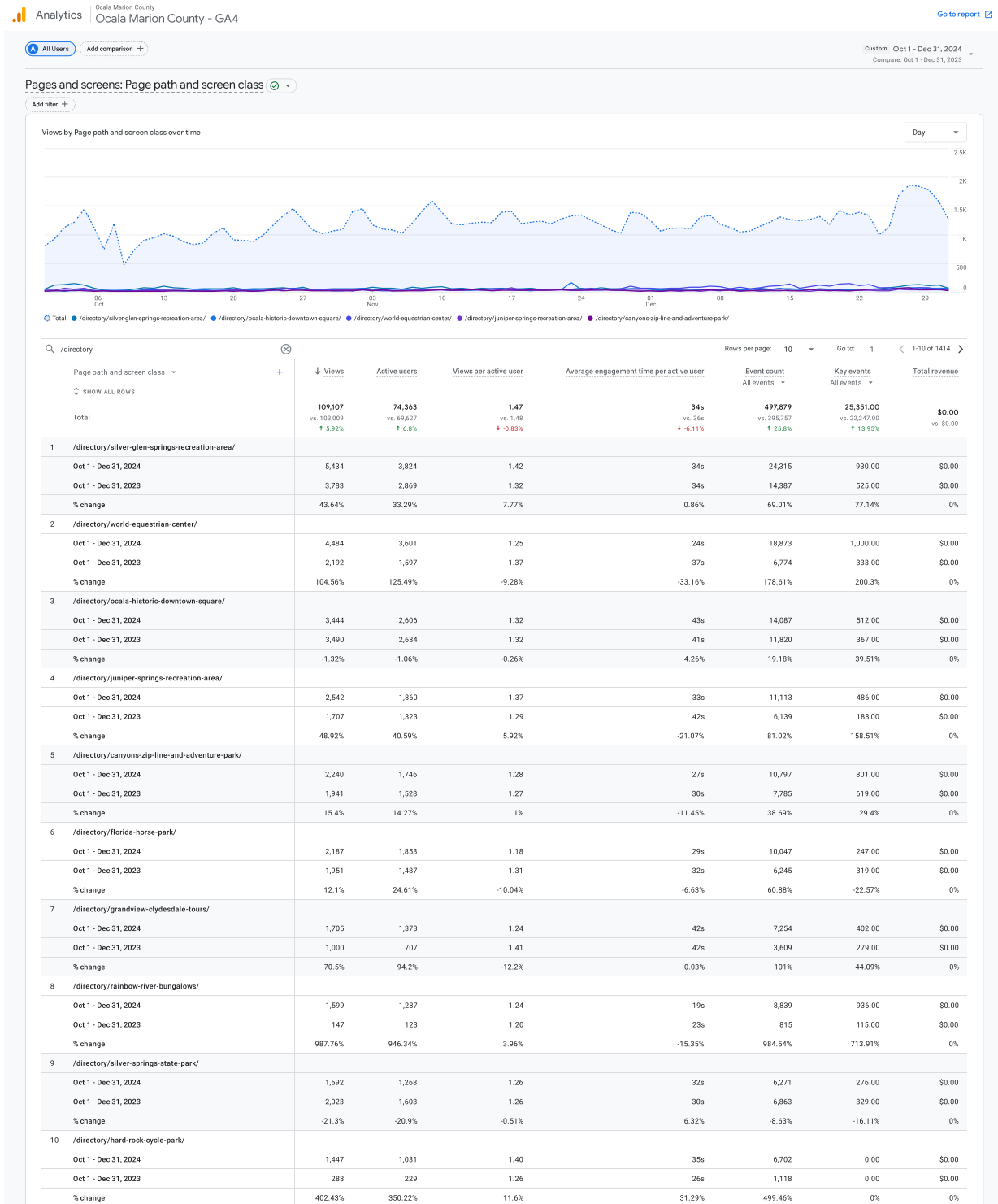
Below is a list of the top visited pages on the website during this time period.



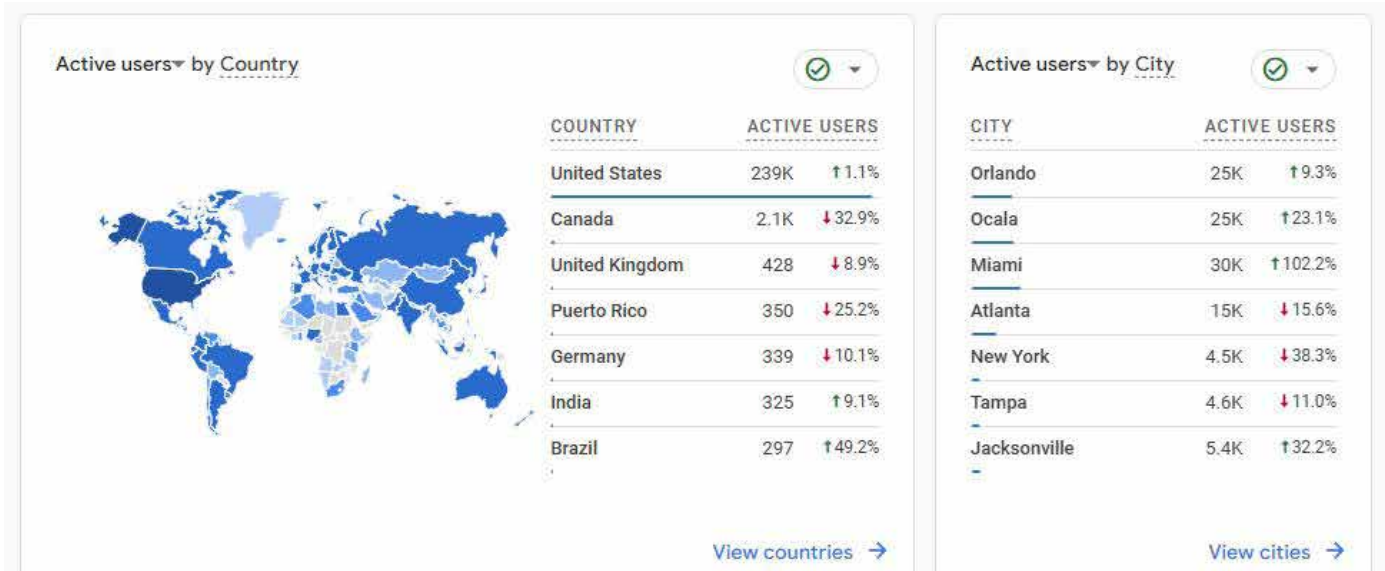
# Partner Pages

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 103,009 visits to partner directory pages.



# Where Audience Lives



## By Country

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

## By City

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





# User Devices

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
<b>Total</b>	<b>294,091</b> vs. 249,101 ↑ 18.06%	<b>290,317</b> vs. 245,116 ↑ 18.44%	<b>184,960</b> vs. 151,901 ↑ 21.76%	<b>48.87%</b> vs. 49.71% ↓ -1.7%	<b>0.63</b> vs. 0.61 ↑ 3.14%	<b>48s</b> vs. 44s ↑ 9.26%	<b>2,582,918</b> vs. 1,539,789 ↑ 67.74%	<b>50,440.00</b> vs. 29,292.00 ↑ 72.2%	<b>\$0.00</b> vs. \$0.00
<b>1 mobile</b>									
Jul 1 - Sep 30, 2024	223,882	220,195	136,383	47.44%	0.61	40s	1,820,475	34,755.00	\$0.00
Jul 1 - Sep 30, 2023	191,239	188,416	110,873	47.39%	0.58	35s	1,113,913	20,277.00	\$0.00
% change	17.07%	16.87%	23.01%	0.09%	5.07%	12.86%	63.43%	71.4%	0%
<b>2 desktop</b>									
Jul 1 - Sep 30, 2024	61,945	60,195	44,137	57.54%	0.71	1m 20s	685,605	14,534.00	\$0.00
Jul 1 - Sep 30, 2023	49,946	48,360	35,509	59.22%	0.71	1m 19s	377,720	8,170.00	\$0.00
% change	24.02%	24.47%	24.3%	-2.84%	0.22%	0.47%	81.51%	77.89%	0%
<b>3 tablet</b>									
Jul 1 - Sep 30, 2024	10,131	9,914	5,396	42.36%	0.53	41s	76,786	1,151.00	\$0.00
Jul 1 - Sep 30, 2023	8,422	8,319	4,431	45.92%	0.53	41s	48,070	845.00	\$0.00
% change	20.29%	19.17%	21.78%	-7.76%	1.24%	-2.11%	59.74%	36.21%	0%
<b>4 smart tv</b>									
Jul 1 - Sep 30, 2024	14	13	5	35.71%	0.36	47s	52	0.00	\$0.00
Jul 1 - Sep 30, 2023	21	21	5	17.86%	0.24	13s	86	0.00	\$0.00
% change	-33.33%	-38.1%	0%	100%	50%	247.23%	-39.53%	0%	0%

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# Visitation And Performance By Month

## October

<b>76,383</b> VISITS TO WEBSITE -10% YOY	<b>58,080</b> WEBSITE USERS -17% YOY	<b>58,290</b> VISIT FROM ORGANIC +16% YOY	<b>133,723</b> PAGE VIEWS -17% YOY
<b>00:00:53</b> AVERAGE ENGAGEMENT TIME PER SESSION +13% YOY	<b>47,010</b> ENGAGED SESSIONS -6% YOY	<b>61.55%</b> ENGAGEMENT RATE +3% YOY	

## November

<b>109,595</b> VISITS TO WEBSITE +1% YOY	<b>84,426</b> WEBSITE USERS +5% YOY	<b>56,715</b> VISIT FROM ORGANIC +11% YOY	<b>184,959</b> PAGE VIEWS +5% YOY
<b>00:48</b> AVERAGE ENGAGEMENT TIME PER SESSION +12% YOY	<b>60,932</b> ENGAGED SESSIONS +13% YOY	<b>55.60%</b> ENGAGEMENT RATE +1% YOY	

## December

<b>1,572,073</b> VISITS TO WEBSITE +39% YOY	<b>802,464</b> VISIT FROM ORGANIC +41% YOY	<b>1,213,059</b> TOTAL USERS +28% YOY	<b>2,607,961</b> PAGE VIEWS +30% YOY
<b>00:40</b> AVERAGE ENGAGEMENT TIME PER SESSION -4% YOY	<b>809,786</b> ENGAGED SESSIONS +27% YOY	<b>51.51%</b> ENGAGEMENT RATE -1% YOY	



Total of 34,365 clicks to partner websites  
 Total of 164 newsletter signups  
 Total of 1,125 visitor guide requests through the website

# Monthly Email Newsletters

## October

<b>7,798</b> MESSAGES SENT	<b>44%</b> OPEN RATE	<b>29%</b> CLICK-TO-OPEN RATE	<b>3,228</b> TOTAL OPENS
<b>926</b> TOTAL CLICKS	<b>623</b> VISITS TO WEBSITE	<b>02:56</b> AVG. LENGTH OF VISIT	<b>1.86</b> TOTAL PAGES VIEWED

## November

<b>7,496</b> MESSAGES SENT	<b>36%</b> OPEN RATE	<b>37%</b> CLICK-TO-OPEN RATE	<b>2,672</b> TOTAL OPENS
<b>952</b> TOTAL CLICKS	<b>581</b> VISITS TO WEBSITE	<b>02:58</b> AVG. LENGTH OF VISIT	<b>2.04</b> TOTAL PAGES VIEWED

## December

<b>7,650</b> MESSAGES SENT	<b>33%</b> OPEN RATE	<b>22%</b> CLICK-TO-OPEN RATE	<b>2,521</b> TOTAL OPENS
<b>549</b> TOTAL CLICKS	<b>408</b> VISITS TO WEBSITE	<b>03:37</b> AVG. LENGTH OF VISIT	<b>1.9</b> TOTAL PAGES VIEWED

