



Countywide Placemaking Action Plan & Competitive Destination Analysis

Ocala/Marion County, Florida

The Hunden Partners Team, including industry design experts at Convergence Design, was engaged to complete a tourism market opportunity assessment that would result in an actionable plan for development of new or expanded venues that fill placemaking product gaps and provide an advantage over competitive destinations.

The Analysis identified the strengths of the current marketplace, the potential for growth, and recommend the priority projects, amenities and infrastructure that would best support the growth and competitiveness of the region’s tourism economy. Hunden’s competitive market analysis determined what projects are likely to be built in regional destinations to ensure recommendations were unique to the area and likely to generate the greatest impact for the County.

The goal of the plan was to create a long-term roadmap for future tourism product development and programming enhancements that reflect the County’s unique needs, makeup, values and existing assets that make it an active and enticing destination for both residents and visitors. The Hunden Team analyzed the current traditional and non-traditional tourism assets and programming, determined opportunities for expanding the tourism season, and produced actionable recommendations to ignite recovery for the regional tourism market.

Client: Ocala/Marion County

Time Period: 2023 - 2024

