



Visit
Jacksonville
and the Beaches

Visit
Jacksonville
and the Beaches



Who is Visit Jacksonville?

Vision:

Visit Jacksonville is the leading **DESTINATION** resource for visitors and community stakeholders and a powerful economic development engine for Jacksonville.

Mission:

To create and globally market, sell and promote an exceptional visitor experience resulting in greater community prosperity, pride and vitality.





TOURISM is big business in Jacksonville!

- Annual it has a \$3.2 billion dollar economic impact
- 55,000 jobs were supported by the tourism industry in 2016
- Jacksonville's households \$550 annually in local and state tax savings due to tourism spending

Jacksonville had 20.4 Million total visitors in 2015 - of which 9.7 million were overnight visitors in 2015.

The numbers in 2016 & 2017 continue to grow over our 2015 record numbers.

Visit
Jacksonville
and the Beaches





Comparison to other destinations:

Jacksonville

- **Total Visitation:** 20.4 Million
- **Total Overnight Visitors:** 9.7 Million
- **Staying in commercial lodging:** 5.9 Million

St. Augustine

- **Total visitation:** 6.3 Million
- **Total Overnight Visitors:** 4 Million
- **Staying in commercial lodging:** 3.5 Million

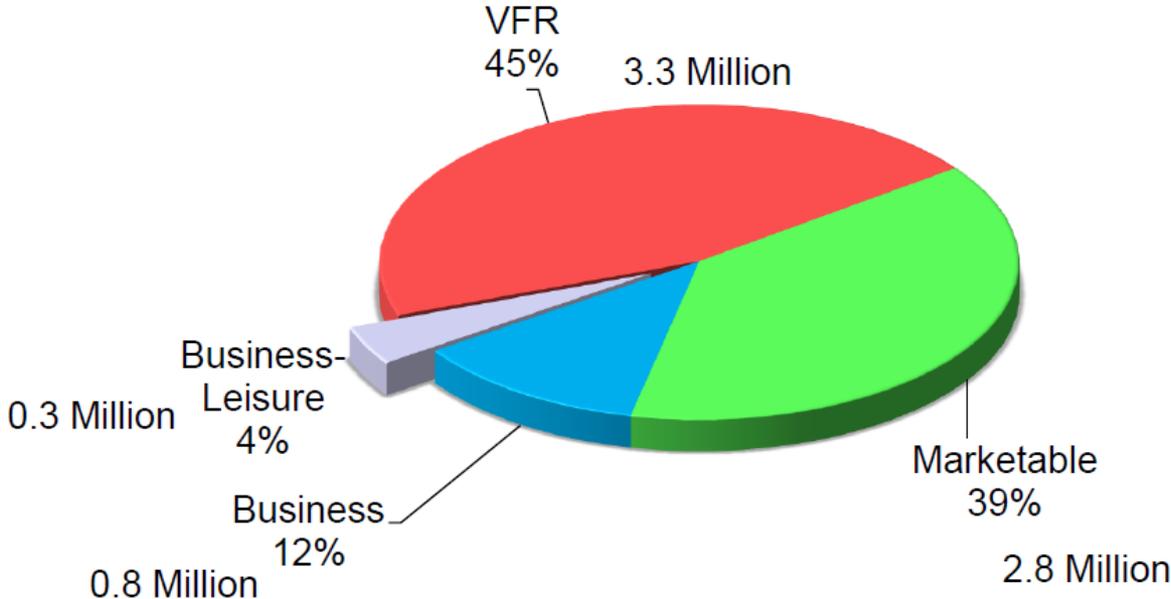
Amelia Island

- **Total Visitation:** 618,200

Jacksonville Overnight Travel Market – by Main Trip Purpose



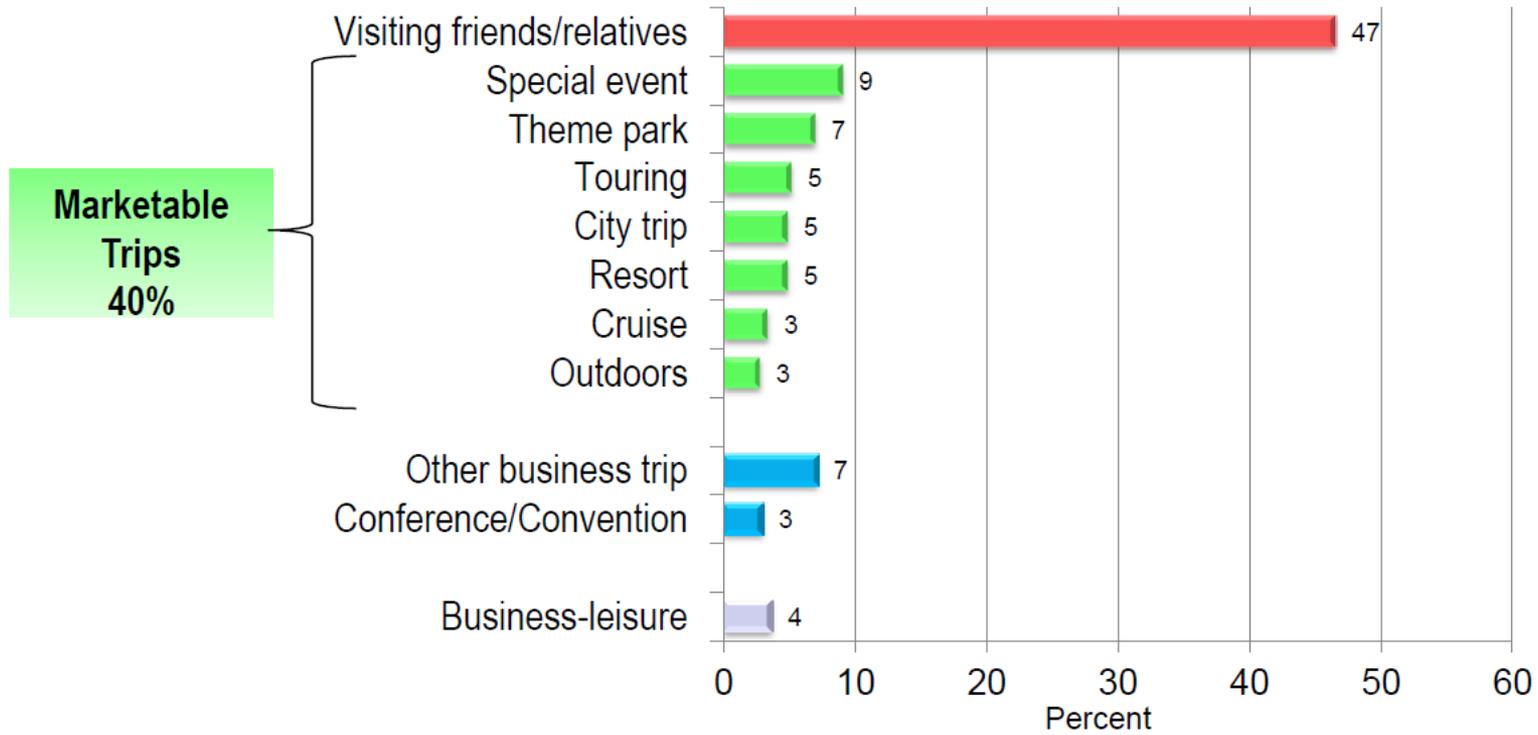
Adult Overnight Person-Trips = 7.3 Million



Main Purpose of Trip



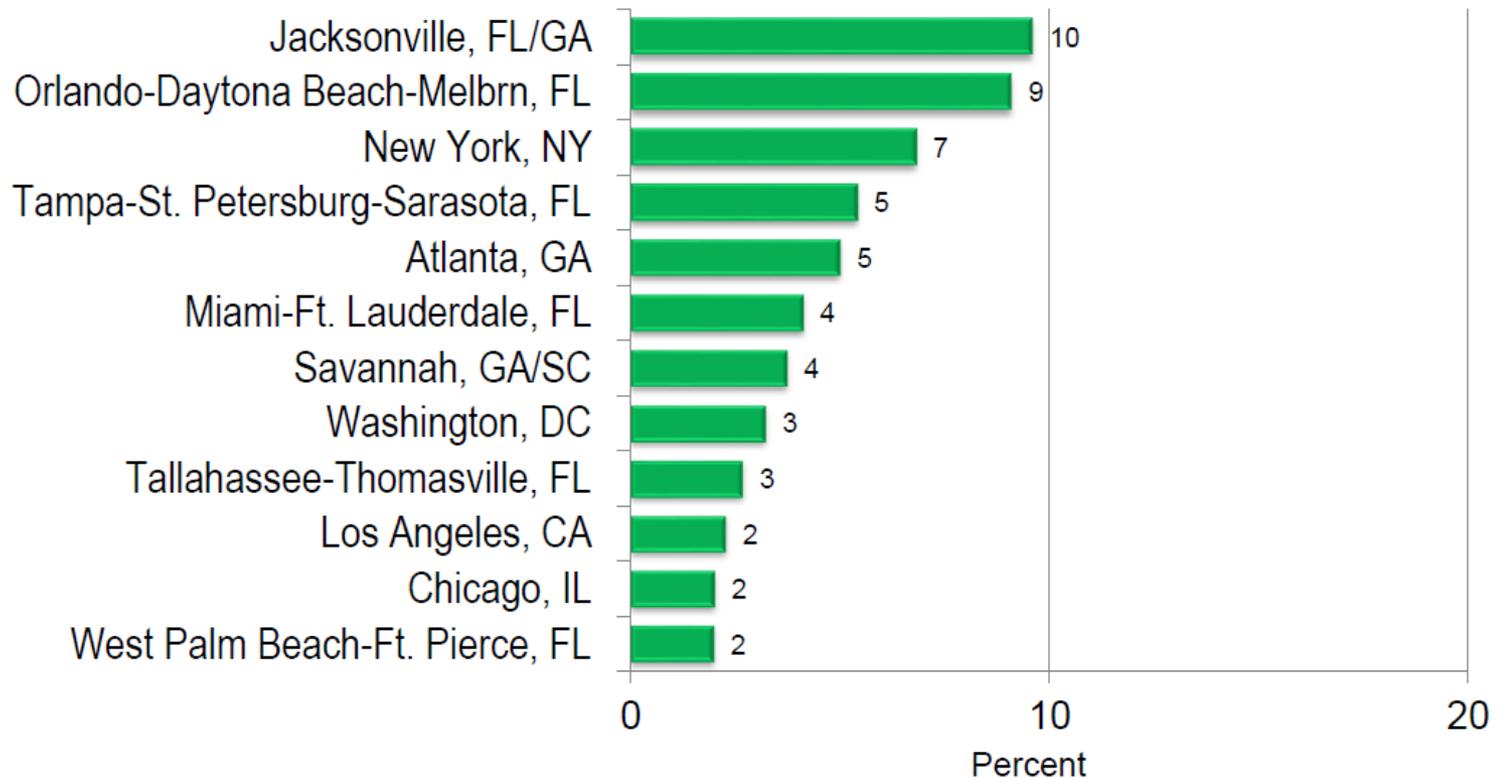
Base: Total Overnight Person-Trips to Jacksonville



DMA Origin Of Trip



Base: Total Overnight Person-Trips to Jacksonville



Where the visitors are from:

Top 10 states

1. Florida
2. Georgia
3. New York
4. Ohio
5. Kansas
6. Pennsylvania
7. North Carolina
8. South Carolina
9. Virginia
10. Illinois

Top 5 Countries:

1. Canada
2. Great Britain
3. Germany
4. Puerto Rico
5. Brazil (tie)
5. France (tie)

Visit
Jacksonville
and the Beaches





Top rankings & Accolades



**Lonely Planet
Names
Jacksonville
One of the
World's Top 10
Best Value
Destinations**

- **Tripadvisor** ranked Jacksonville as one of its **15 Best Budget Travel Vacations by the Beach.**
- TripstoDiscover.com chose Jacksonville as one of the 12 Best Florida Summer Vacation on a Budget based on our museums, beaches, parks, shopping and family vibe.





- SmartAsset.com named Jacksonville the #9 Most Affordable Travel Destinations in the U.S. – in their 2017 Edition. Their study found that the nightly hotel rate of \$103.60 was the fourth-lowest in the nation. Restaurant meals cost \$25 on average.
- CNBC ranked Jacksonville #11 in their 15 Best Affordable Places to Visit in the US.

The background image shows a large, modern airport terminal interior. The ceiling is curved and features a complex network of structural beams and lighting fixtures. The floor is a light-colored, polished surface. In the foreground, there are rows of seats, some of which are red and some are dark. The overall atmosphere is bright and spacious.

Jacksonville International Airport was listed as one of the best airports in North America when it comes to customer service. JIA was tied for first with two other airports in the Airport Service Quality Award by the Airports Council International.

- Expedia Viewfinder Travel Blog ranked Jacksonville as one of the 21 Super Cool US Cities. Jacksonville came in the #21 spot.
- DK Eyewitness Travel named Jacksonville one of 20 of America's Most Underrated Towns. Jacksonville took the #6 spot. The must-see highlights: The beach, the historic neighborhoods, the Cummer Museum, our food scene, and the Jazz Fest.



Tripadvisor users selected Jacksonville as one of the Top Emerging Destinations in the U.S.

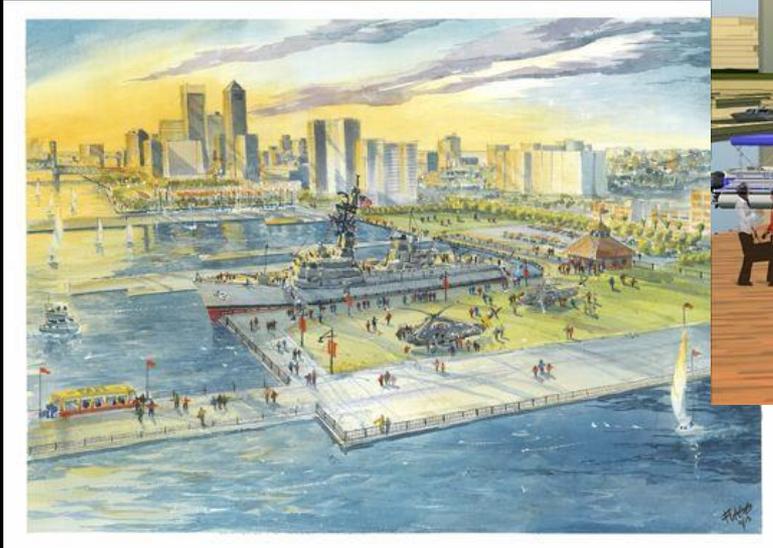
Jacksonville was chosen as the #10 Destination.

visit
Jacksonville
and the Beaches

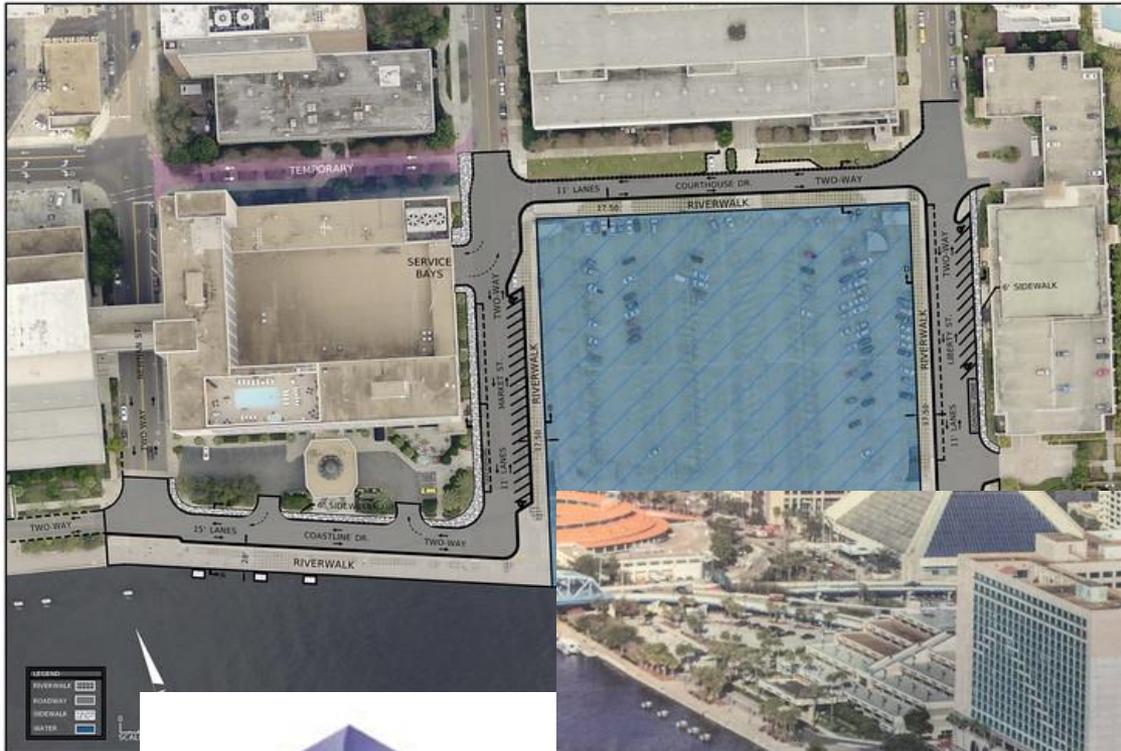
The background image shows a large, modern theater interior. The seating area is filled with rows of seats, some of which are red and some are dark. The stage area is visible in the distance, with a large screen and various lighting fixtures. The overall atmosphere is bright and modern.

New/Future Development

USS Adams Museum



New Marina next to the Hyatt Regency



**HYATT
REGENCY®**

JACKSONVILLE
RIVERFRONT

MORTON'S
THE STEAKHOUSE



HYATT
REGENCY

JACKSONVILLE
RIVERFRONT



Shore to shore

City Council President Lori Boyer envisions expanded water taxi service linking downtown area attractions.



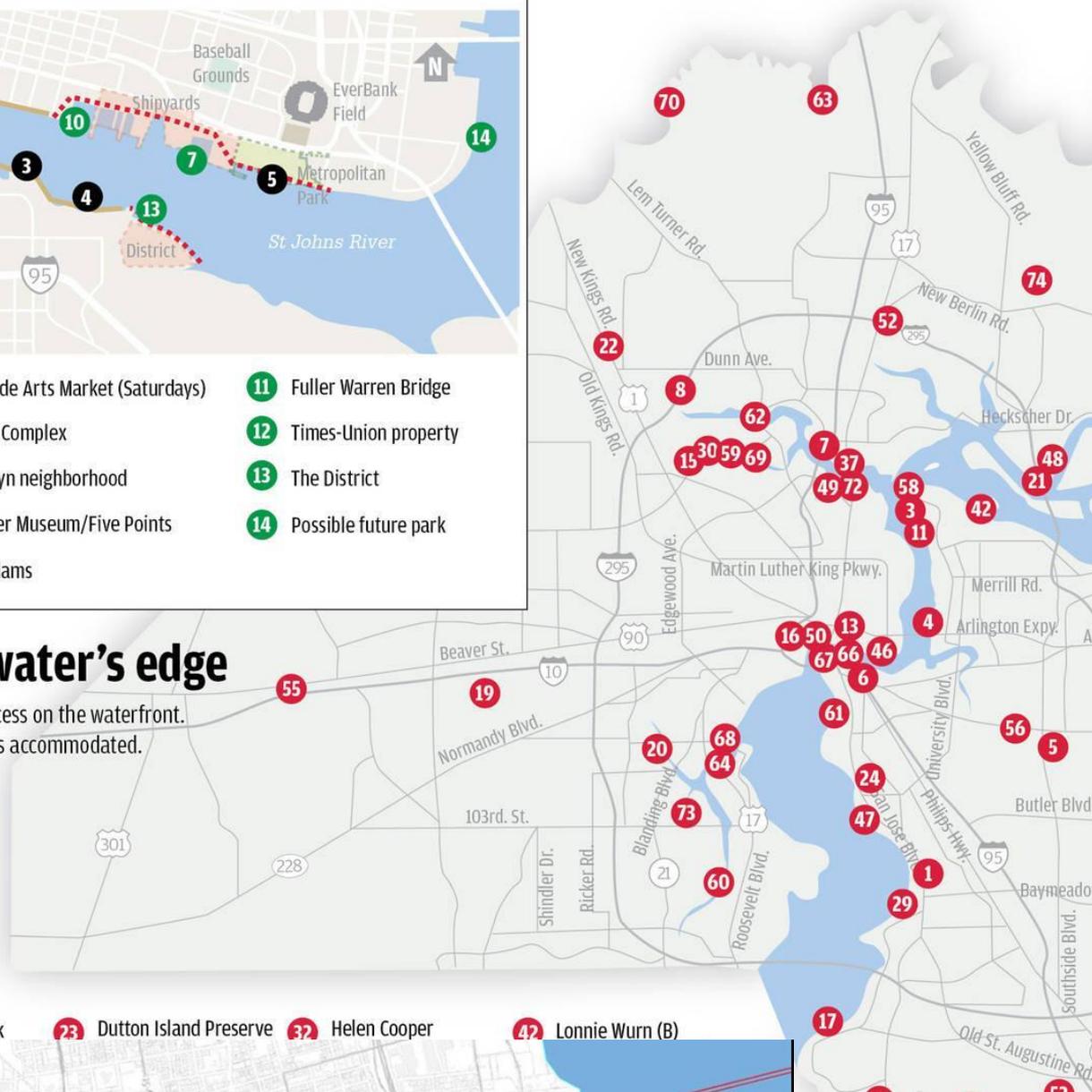
- | | | |
|------------------------|-------------------------------------|-------------------------|
| 1 Jacksonville Landing | 6 Riverside Arts Market (Saturdays) | 11 Fuller Warren Bridge |
| 2 Friendship Fountain | 7 Sports Complex | 12 Times-Union property |
| 3 Doubletree Hotel | 8 Brooklyn neighborhood | 13 The District |
| 4 Lexington Hotel | 9 Cummer Museum/Five Points | 14 Possible future park |
| 5 Metropolitan Park | 10 USS Adams | |

Public access at the water's edge

Here are the 74 Duval County sites with public access on the waterfront. For boat ramps, a letter indicates the size of boats accommodated. See description at bottom of map for ramps.

Boat ramp Kayak launch Fishing pier

- | | | | | |
|----------------------------------|---------------------------------------|---------------------------|-----------------|--------------------|
| 1 Alejandro Garces Camp Tomahawk | 12 Castaway Island Preserve | 23 Dutton Island Preserve | 32 Helen Cooper | 42 Lonnie Wurn (B) |
| 2 Alimicani (C) | 13 Catherine Street and Hogan's Creek | | | |
| 3 Arli Clu | | | | |



The Doro District



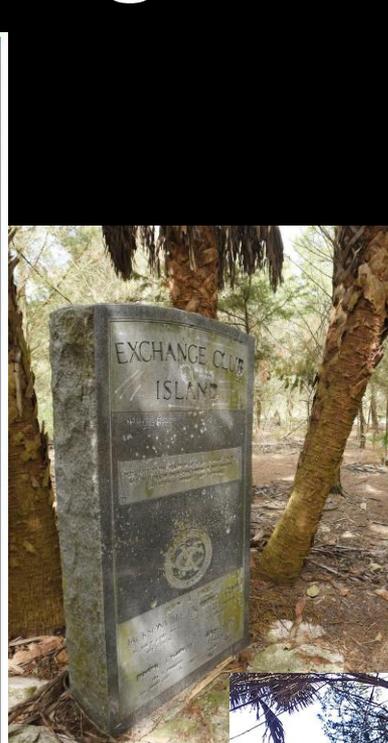
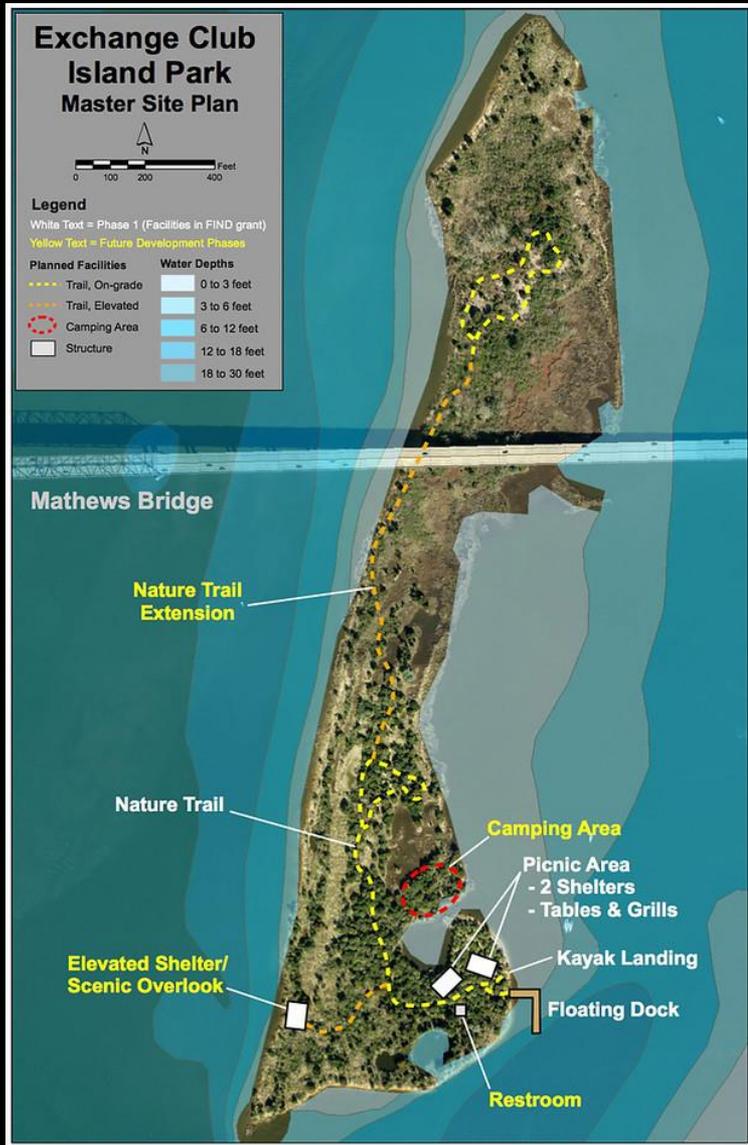


Daily's Place





Exchange Island



COWFORD

• CHOP HOUSE •



New Steakhouse and
Rooftop Bar on Bay St.



New Breweries already open Downtown



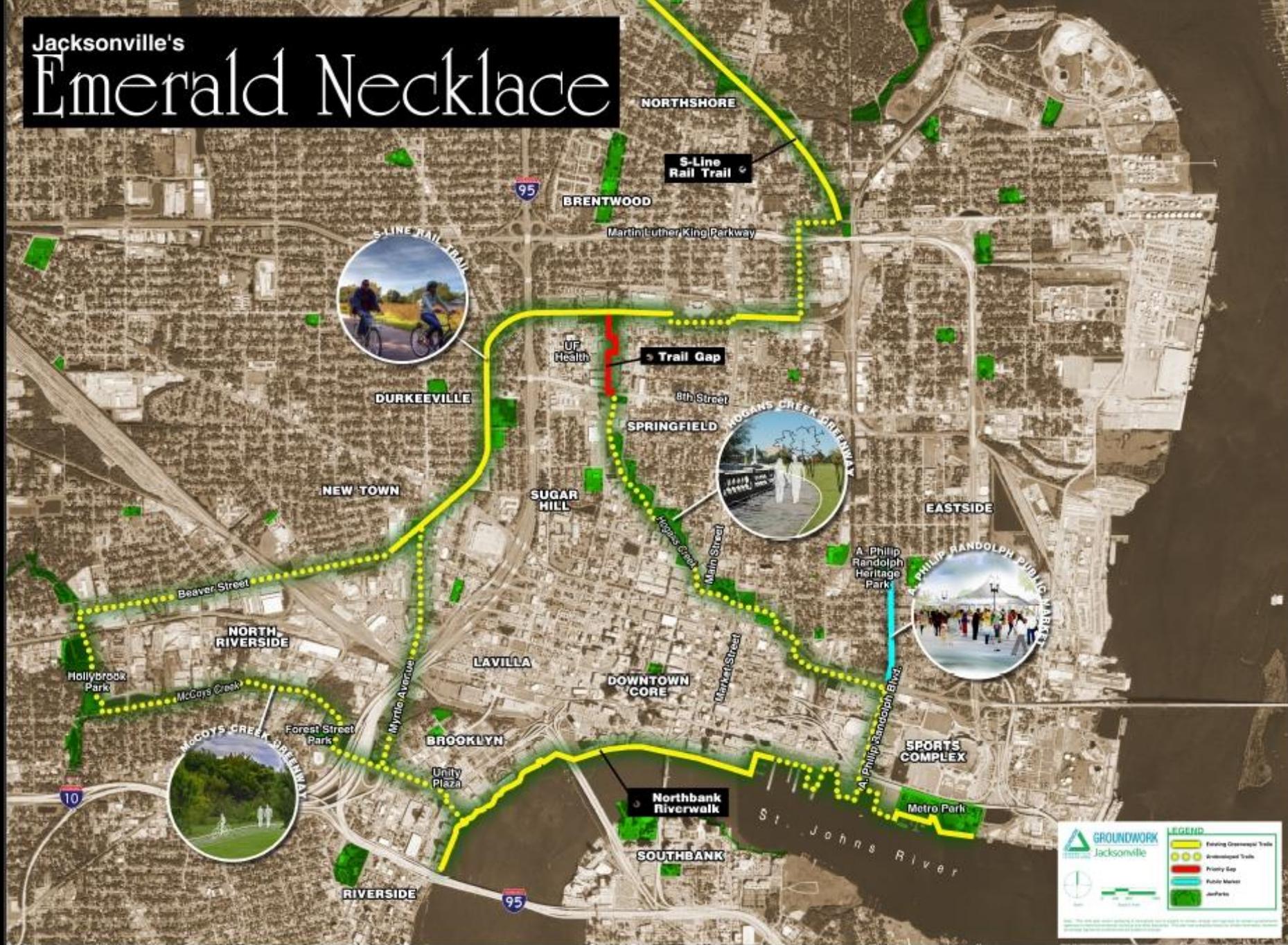
iguana INVESTMENTS
FLORIDA

THE SHIPYARDS

Jacksonville



Jacksonville's Emerald Necklace



GROUNDWORK Jacksonville

LEGEND

- Existing Greenways/Trails
- Anticipated Trails
- Priority Gap
- Public Market
- Jet Parks

Map data provided by Google Maps. All rights reserved. © 2014 Groundwork Jacksonville. All other trademarks and registered trademarks are the property of their respective owners.



Hotel Development

Downtown:

- Hotel Indigo-Conversion of existing building (planning stage)
- Courtyard-historic building conversion (final planning)
- AC by Marriott at the District (final planning new build)
-



Southside:

- Town Center:
 - Hyatt Place-planning new build
 - Home 2 Suites- final planning new build
 - Towne Place Suites-final planning new build
 - Tru by Hilton-final planning new build
- I-95/Baymeadows: LaQuinta-final planning-tear down rebuild
- I-295/Old St Augustine: Holiday Inn Express-planning new build



Visit
Jacksonville
and the Beaches

Airport

- Home 2 Suites- final planning new build
- Best Western Plus-planning new build

Westside/Orange Park

- I-295/Collins Rd: Comfort Suites-planning new build
- I-10/Chaffee: Courtyard-planning new build

Promoting the city:

Nature: Jacksonville as an active, eco-adventure destination with 2 national parks, seven state parks and more than 450 city parks.

Waterways: Jacksonville is a water wonderland. You can do all watersports in Jacksonville including fishing, kayaking and surfing.



Culture & History: Jacksonville's art scene is eclectic and exciting with street art and world-class museums.

Sports: We are a top tier sports city with excellent facilities and some of the best fan experiences in the nation.





Jacksonville as a great destination for meetings & conventions

- Association and religious meetings are the most common types of meetings we hold, also host military reunions, corporate meetings, fraternal meetings, medical meetings
- Visit Jacksonville's Sales and Services team books and services more than 400 meetings and conventions that choose Jacksonville as their host destination.
- Travel to about 35 tradeshows/events annually selling Jacksonville as a destination for meetings and conventions or events



Did you know you can help
Jacksonville grow?

Here's how...



RATIONALE: Unlike other major Florida cities with their overcrowded beaches, long lines and heinous traffic, Jacksonville offers visitors an easier vacation; one that's still rich with art and culture, exciting outdoor adventures and thrilling sporting events; but at a slower, easier, more relaxed pace.



FLORIDA

JAX

IT'S EASIER HERE



OCEAN THERAPY.



visitjacksonville.com



HOLD ON TO THE MOMENTS.



visityjacksonville.com

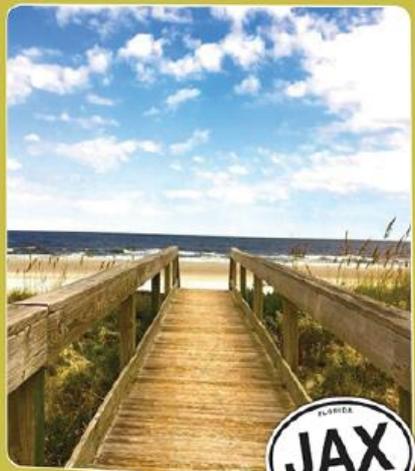
SEAS THE DAY.



visitjacksonville.com

JCDecaux

SAND BEATS
SNOW EVERY TIME.



visitjacksonville.com

JUL
GMPTC
Newberry
COMMUNITY CENTER





INCREDIBLE BREWS.



START SIPPIN'



CENTERED WITH THE SUNRISE.



TAKE ME THERE.



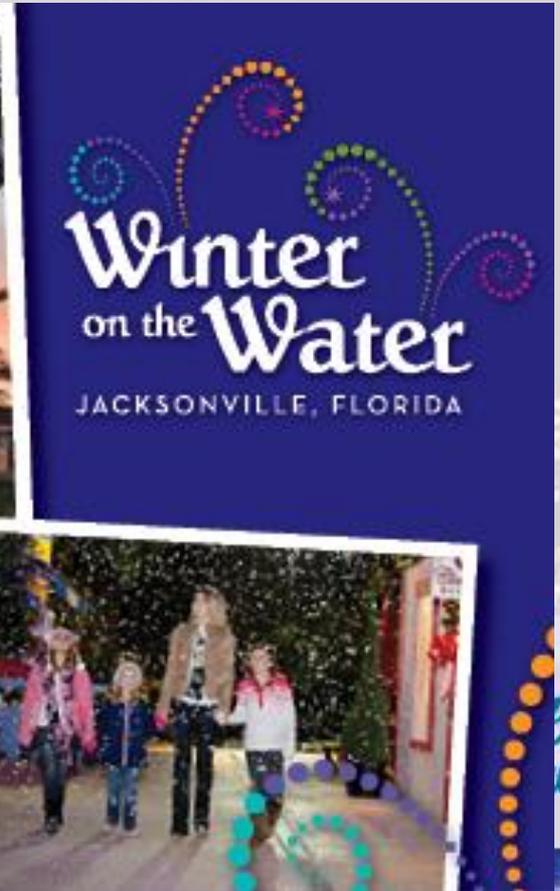
Kids Free November

Fun for Families. Free for Kids.

A collage of three circular images. The first shows a family walking on a path. The second shows a tiger in a zoo enclosure with two children in the foreground. The third shows a group of people playing on a grassy field.

**JACKSONVILLE
KIDS
FREE
november**

Winter on the Water



- Jax Ale Trail – Phase II



visit
Jacksonville
and the Beaches

Connect With Us

#onlyinjax



Visit_Jax



Visit Jax



Visit_Jax



Visit Jacksonville



Visit Jacksonville



Visit Jacksonville

Visit
Jacksonville
and the Beaches

Websites

The screenshot shows the homepage of the Jacksonville website. The background is a scenic view of the Jacksonville skyline across the St. Johns River. The navigation bar at the top includes links for 'Where to Stay', 'Restaurants', 'Things to Do', 'Areas & Map', and 'Deals'. A search bar is located on the right side of the navigation bar. On the left side, there is a vertical menu with icons for 'events', 'visitor magazine', 'getting here', 'keep me posted', 'video', 'contact us', 'downloads', and 'health & wellness'. The main content area features a large white box with the text: 'SIP & SAVOR JACKSONVILLE! Take your tastebuds on a culinary adventure this September. Whether you are looking to discover the undiscovered, relax under the sun, shop till you drop, golf a perfect game, ignite romance or be inspired by the city's cultural offerings, unique cuisine or stunning sunrises, anything is possible in Jacksonville! Get ready to experience the true culinary excellence of Florida during Sip & Savor Jax: Jacksonville Restaurant Week, September 11-25!'. Below this text are navigation arrows. In the bottom left corner, there are social media icons for Facebook, Twitter, YouTube, Google+, Instagram, and LinkedIn. In the bottom right corner, there is a weather widget showing 'PARTLY CLOUDY', 'CURRENTLY 74°', 'HIGH 97°', and 'LOW 72°'. A sidebar on the right side of the page features a 'Only In JAX Jacksonville's Insiders Guide' section with a 'Void' logo and a 'Blogs by Void Magazine' section with an image of a man at a market.

Jack's smile with Doodle

Where to Stay Restaurants Things to Do Areas & Map Deals

meetings media saved items (0) partners about us

keyword

events

visitor magazine

getting here

keep me posted

video

contact us

downloads

health & wellness

KNOW HOW TO GET THE BEST CITY VIEWS?

Take a ride on a water taxi across the St. Johns River! Learn about Jacksonville's different areas and neighborhoods. [Learn More](#)

SIP & SAVOR JACKSONVILLE!

Take your tastebuds on a culinary adventure this September.

Whether you are looking to discover the undiscovered, relax under the sun, shop till you drop, golf a perfect game, ignite romance or be inspired by the city's cultural offerings, unique cuisine or stunning sunrises, anything is possible in Jacksonville!

Get ready to experience the true culinary excellence of Florida during Sip & Savor Jax: Jacksonville Restaurant Week, September 11-25!

USA Visit TheUSA.com VISITFLORIDA

PARTLY CLOUDY CURRENTLY 74° HIGH 97° LOW 72°

Only In JAX Jacksonville's Insiders Guide

Void

Blogs by Void Magazine

Direct Customer Contact and Access



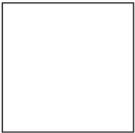
- Official Visitors Magazine
- Visitor Centers
 - JAX
 - Laura St. Greenleaf Building
 - Beaches Museum
- Brochures, Maps, Itineraries

- Over 300,000 people are being served at Visit Jacksonville Visitor Centers each year.



Postcards

Visit
Jacksonville
and the Beaches





22. That's how many miles of white-sandy unspoiled beaches await you in Jacksonville.
#OnlyInJax





What's coming soon!

- Self-Guided Tours:
 - Historic Neighborhood Tours
 - History Trail Tours
 - Public Art Tours
 - Nature Tours
- New Website – May 2018!
- New Maps
- Cultural Attractions Passport



Questions?

visit
Jacks  **nville**
and the Beaches