



TOOLKIT FOR BUSINESSES

Visit Jacksonville is the City's official tourism marketing organization. Our team has decades of experience working with events, conferences, and individual travelers. Each year, we welcome more than 20 million visitors to explore Jacksonville. Visit Jacksonville wants to promote your business to our visitors. Let us help you!

Destination Experience Efforts- Contact Gaby Mikael (gmikael@visitjacksonville.com)

- A business listing on our website and Visit JAX! app. To help us promote your business, provide these details:
 - Any and all business details - who, what, where, cost (if applicable), hours of operation, website, social media handles, etc.
 - Provide photos, videos and/or graphics that can be added to your business listing and other website pages as we see fit.
 - Is your business accessible? Please let us know if you are and how so!
 - Share main contact information (name, email, phone number, etc.).
 - Any information about meeting space opportunities (capacity, room options, etc.) if applicable. Our sales team can share this information with groups as they inquire about meetings.
 - Promotion of your business during the Downtown Art Walk in our Downtown Visitor Center.
 - Brochures for your upcoming event can be displayed at our Downtown Visitor Center. We will distribute them to our other Visitor Centers as applicable.
 - Share a discount, deal, special offer or coupon on our [website](#) to be included on the Deals section of the Visit Jax app.
 - Provide incentives for front-line employees to refer visitors to the Visitor Center for additional information through the Visitor Center Referral Program.
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Research- Contact Laurie Degon (ldegon@visitjacksonville.com)

- Join the [Visit Jacksonville Tourism Industry Facebook Group](#).
- Receive weekly STR reports that show hotel occupancy, room revenue and other hotel-related statistics.
- We know research can be very helpful, but also very expensive. Visit Jacksonville and the Tourist Development Council conduct several studies annually and post the results [on the website](#). We also encourage you to reach out at any time with research or questions.
- [Schedule a 360-degree video shoot](#). This is a free service through a company we partner with called Threshold 360. Once filmed, the videos are added to your directory listing on our website and interactive maps on our website, when appropriate. Here's an example of one of the [Threshold 360 maps](#).

Marketing Efforts- Contact Lauren Hickox (lhickox@visitjacksonville.com)

- Include your business on the “[New Jacksonville Openings](#)” page. This opening list is also shared in our biweekly [Only in Jax Facts](#) newsletter.
- Submit your events that would be of interest to visitors to our [event calendar](#).
- Tag @visit_jax on social media to help us engage with your business and stay informed on your news, updates, events and promotions. Also use #onlyinjax.
- We help news media and content creators discover and experience Jacksonville so they can create articles and content about the destination. As we see fit, we will reach out with opportunities to host these individuals.
- Assist with PR efforts by sharing a list of local media contacts.
- [Front-Line Industry Perks \(FLIP\)](#): The goal of this program is to educate everyone who interacts with visitors on a daily basis on all the unique attractions and sites in Jacksonville by offering free or discounted access.
- Provide development updates such as hotels in the pipeline and what’s new in Jax quarterly.
- Host community meetings so businesses can learn more about Visit Jacksonville and the opportunities we provide.
- Promote local businesses offering an online shop to purchase souvenirs, gifts and products only found in Jacksonville through our [#OnlyinJax Marketplace](#).

Convention Sales Efforts- Contact Bob Doering (bdoering@visitjacksonville.com)

- Provide grant and sponsorship opportunities to event organizers to entice the event to be held in Jacksonville.
- Partner with locals on the [Bring it Home!](#) campaign to book the meetings and conferences they attend nationally in Jacksonville.