

Data 101: Understanding Geolocation Platforms

Laurie Degon
Senior Analytics Manager
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Visit Jacksonville Data



Placer AI (we will dig deeper into this later as our main focus!)

Available on our website:

- Downs St Germain Visitor Profile and Economic Impact of Duval County Tourism
- Hotel Pipeline (Updated Quarterly)
- Latest Monthly STR Note and Weekly STR Note
- Future Development
- Airlift

We also have Visit Jacksonville Social Media Engagement, Visit Jacksonville App and Website Usage, and Threshold360 Insights and what is most viewed on Google.

Website

Go to www.visitjacksonville.com, click on the hamburger button. You will see Research & Development Information in the center. Make sure to scroll to see all!



Profile of a Duval County Visitor



Main reason for travel:

- 55% visiting friends & family
- 25% vacation or leisure

Average Party size: 2.4 people

36% travel as a couple

31% solo travel

22% as a family

9% with friends

84% do NOT travel with children!



Other stats!

66% Drive their personal vehicle
17% fly into JIA

63% of those surveyed had been to JAX
more than 4 times
32% had 11+ visits

Average length of stay is 3.7 nights

Per person spending is \$330 per day!



Top 3 activities reported

60% Dining Out

56% Visiting Friends or Family

44% Visiting the Beach



Overview of Placer.AI Platform

Jacksonville
THE FLIP SIDE
of FLORIDA





Placer.ai

Advanced Location Analytics



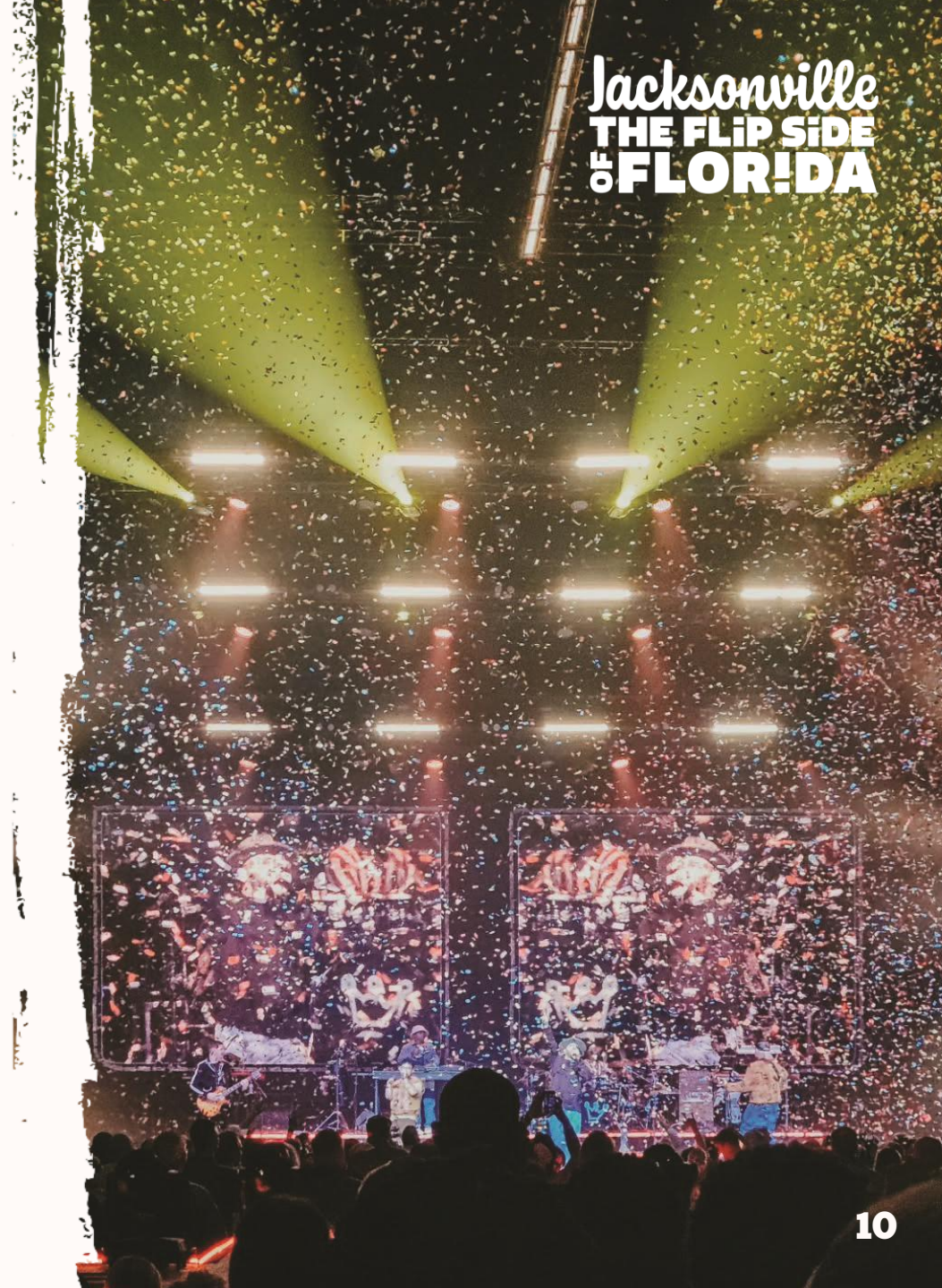
49.8% Home
1.2% Target

43626 Hilliard 26.8% (26.2%)
43119 Galloway 15.4% (14.4%)
43228 Columbus 16.2% (13.7%)

Category Groups
Shops & Services

61.2K Loyal Visitors
43.1K Casual Visitors

POI? What is a POI?



Top 10 POIs for visitors

- St Johns Town Center
- University of North Florida
- EverBank Stadium
- Beaches Town Center
- VyStar Veterans Memorial Arena
- Hyatt Regency Jacksonville Riverfront
- St Johns River Park & Friendship Fountain
- The Prime F Osborn II Convention Center
- Community First Igloo



Let's review a POI for the last full 12 months – Prime Osborn



The Prime F. Osborn III Convention Center

1000 Water St, Jacksonville, FL 32204

Last full 12 months

Custom Duration

Edit Filters

Visitors, Residents

Over 30 min



Export

Metrics

The Prime F. Osborn III Convention Center
Water St, Jacksonville, FL



Visits	258.8K	Audience	180.2K
Visits / sq ft	1.11	Visit Frequency	1.44
Size - sq ft	233.7K	Avg. Dwell Time	195 Min

Visits Trend

The Prime F. Osborn III Convention Center
Water St, Jacksonville, FL

Metric: Visits
Aggregation: Weekly
Annual Summary



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Let's review an Impact Analysis

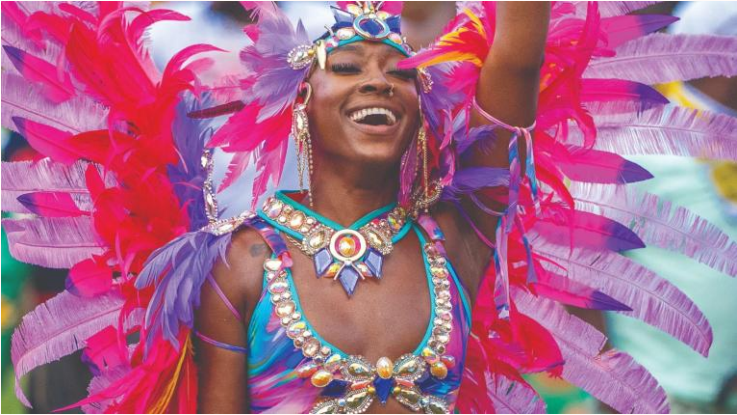
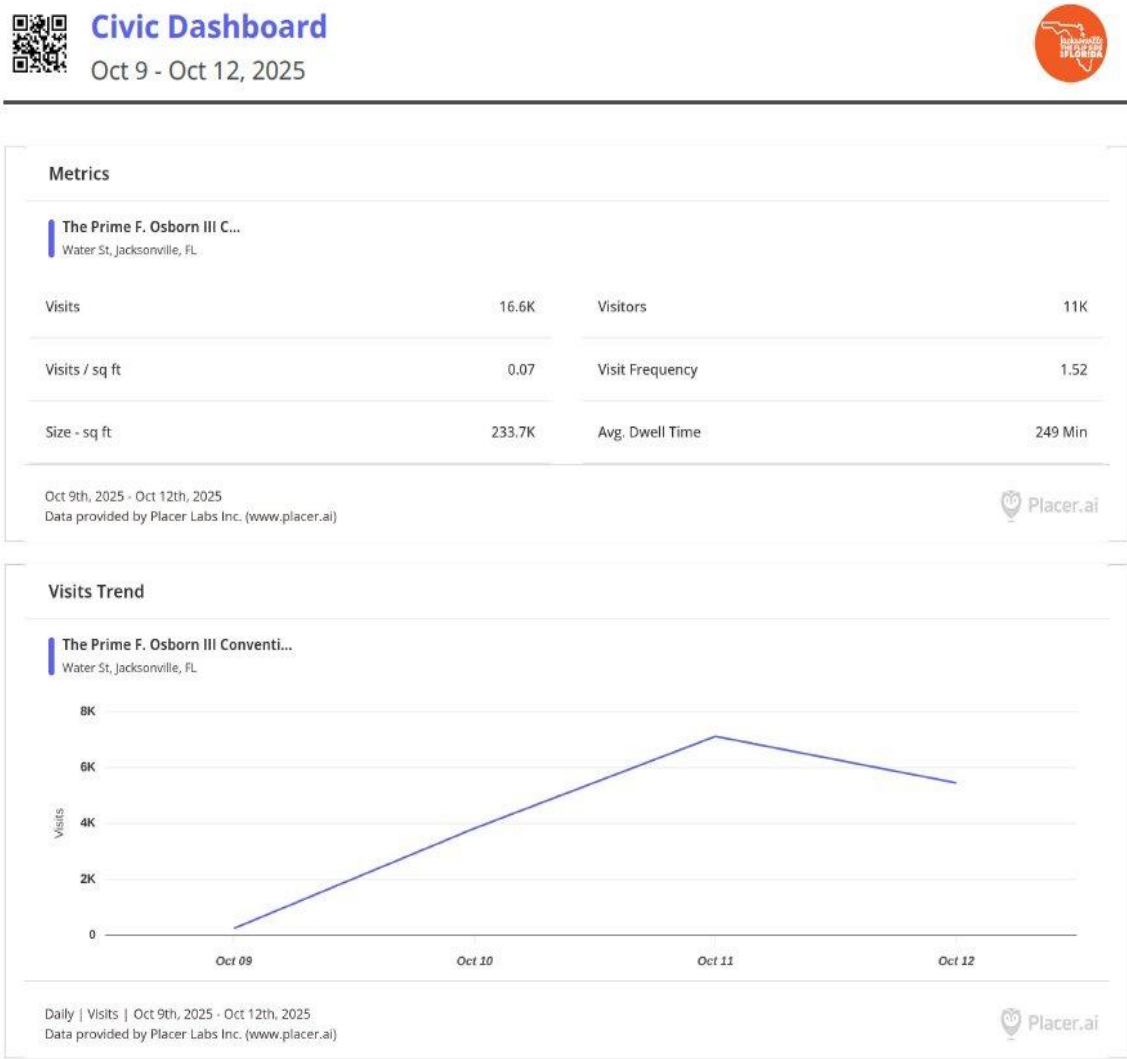
Key Metrics and Insights:

- Visitor metrics, unique visitors, and frequency
- Average dwell time
- Hourly visitation patterns and peak activity periods
- Visitor origin analysis (zip code level insights)
- Pre and post event comparison to measure impact on other businesses



Let's look at a POI during an event

- Prime Osborn for WasabiCon



Placer.AI – Prior & Post Report Exported

Name	Category	Sub Category	Address	Zip Code	City	Prior %	Prior Vis	Post %	Post Vis	Minimum Visitors at hotel	1343	Other Notes:
LaVilla Station	Travel	Ground Tr	100 LaVilla Center Dr	32204	Jacksonville	25.60%	4258	3.10%	512			2,415 left Prime and went to eat immediately after leaving
Hyatt Regency Jacksonville Riverfront	Hotels & C	Hotels & C	225 E Coastline Dr	32202	Jacksonville	3.50%	575	3.10%	506	575		1,297 were seen at eating place immediately before the Prime
927 Events	Leisure	Attraction	927 W Forsyth St	32204	Jacksonville	0.90%	148	N/A	N/A			488 went to the grocery store after the Prime
First Watch	Dining	Breakfast	192 Riverside Ave	32202	Jacksonville	0.60%	93	<0.5%	27			215 went to Walmart, Target or Sams Club after the Prime
La Quinta Inn & Suites Jacksonville Butler Blvd	Hotels & C	Hotels & C	4686 South Lenoir Ave	32216	Jacksonville	0.50%	87	<0.5%	51	87		
Harmony Dental	Medical & Doctor an		758 W Duval St	32202	Jacksonville	<0.5%	76	<0.5%	8			
Wendywoofashion page	Shops & S	Stores & S	1700 San Pablo Rd S	32224	Jacksonville Beach	<0.5%	70	N/A	N/A			
Residence Inn Jacksonville Downtown	Hotels & C	Hotels & C	357 Oak Street	32204	Jacksonville	<0.5%	64	<0.5%	77	77		
McDonald's	Dining	Fast Food	8590 Baymeadows Rd	32256	Jacksonville	<0.5%	64	N/A	N/A			
McDonald's	Dining	Fast Food	253 State St E	32202	Jacksonville	<0.5%	61	0.90%	146			
Hampton Inn & Suites Jacksonville Deerwood P	Hotels & C	Hotels & C	4415 Southside Blvd	32216	Jacksonville	<0.5%	57	N/A	N/A	57		
Wawa	Shops & S	Convenience	7911 Blanding Blvd	32244	Jacksonville	<0.5%	57	<0.5%	15			
Ortega Park	Shopping	Community	4495 Roosevelt Blvd	32210	Jacksonville	<0.5%	57	0.70%	115			
McDonald's	Dining	Fast Food	7116 Bonneval Rd	32256	Jacksonville	<0.5%	55	<0.5%	57			
Developer Inn & Suites Airport Jax, A Baymont B	Hotels & C	Hotels & C	1153 Airport Rd	32218	Jacksonville	<0.5%	53	<0.5%	27	53		
Starbucks	Dining	Breakfast	495 State Rd 13	32259	Fruit Cove	<0.5%	53	N/A	N/A			
Hawkers	Dining	Restaurant	1001 Park St	32204	Jacksonville	<0.5%	53	0.60%	105			
McDonald's	Dining	Fast Food	101 Natures Walk Pkwy	32092	St. Augustine	<0.5%	53	N/A	N/A			
BURGERFI	Dining	Fast Food	108 Riverside Ave #101	32202	Jacksonville	<0.5%	51	<0.5%	34			
Michael's Deli	Dining	Restaurant	1639 Barrs St	32204-450	Jacksonville	<0.5%	51	N/A	N/A			
Wyndham Garden Jacksonville	Hotels & C	Hotels & C	4660 Salisbury Road	32256	Jacksonville	<0.5%	47	<0.5%	64	64		
GATE	Shops & S	Gas Station	11040 McCormick Rd	32225	Jacksonville	<0.5%	47	N/A	N/A			
Publix	Groceries	Groceries	11406 San Jose Blvd	32223	Jacksonville	<0.5%	47	N/A	N/A			
Ross Dress for Less	Apparel	Clothing	9625 Crosshill Blvd	32222	Jacksonville	<0.5%	45	N/A	N/A			
Secrets Wine Bar	Leisure	Bars & Pubs	521 W Forsyth St	32202	Jacksonville	<0.5%	41	<0.5%	5			
Comfort Suites Baymeadows Near Butler Blvd	Hotels & C	Hotels & C	8277 Western Way Cir	32256	Jacksonville	<0.5%	38	<0.5%	43	43		
Ascension St. Vincent's	Medical & General	M1	Shircliff Way	32204	Jacksonville	<0.5%	38	<0.5%	30			
Marriott Jacksonville Downtown	Hotels & C	Hotels & C	245 Water Street	32202	Jacksonville	<0.5%	36	<0.5%	10	36		
Buc-ee's	Shops & S	Convenience	2330 Gateway North C	32117	Daytona Beach	<0.5%	36	<0.5%	17			

Let's review the same event for an Economic Impact Calculation

With ticket sales or attendance estimates or other known data, we can get a good estimate on the event's impact to our county.

- Calculation of direct and total impact
- Estimates by sales sources and types plus room demand
- Return on investments and tax receipts
- Visitor days and peak rooms
- Hospitality employees employed because of the event (jobs supported)



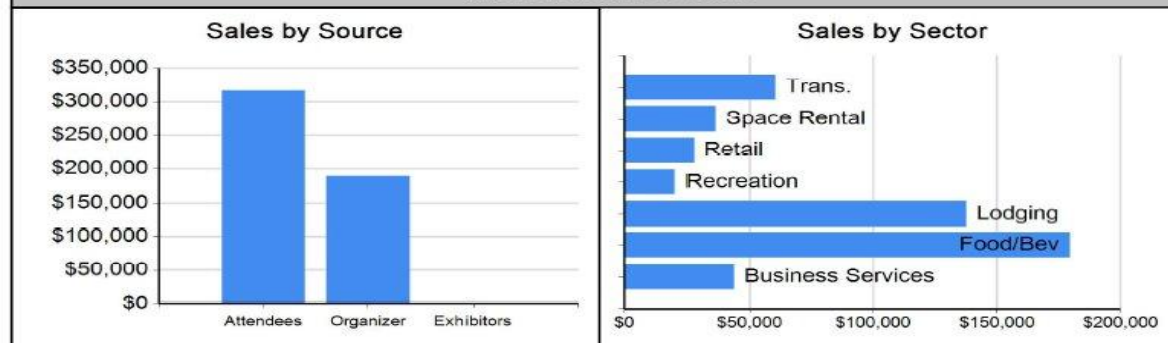
Economic Impact Report – WasabiCon 2025

Event Impact Summary

Destination: Visit Jacksonville

Event Parameters		Key Results	
Event Name:	WasabiCon 2025 -act	Business Sales (Direct):	\$505,820
Organization:	Visit Jacksonville	Business Sales (Total):	\$872,450
Event Type:	Business Meeting	Jobs Supported (Direct):	255
Start Date:	10/10/2025	Jobs Supported (Total):	329
End Date:	10/12/2025	Local Taxes (Total):	\$21,763
Overnight Attendees:	990	Net Direct Tax ROI:	\$17,008
Day Attendees:	3100	Estimated Room Demand:	893

Direct Business Sales



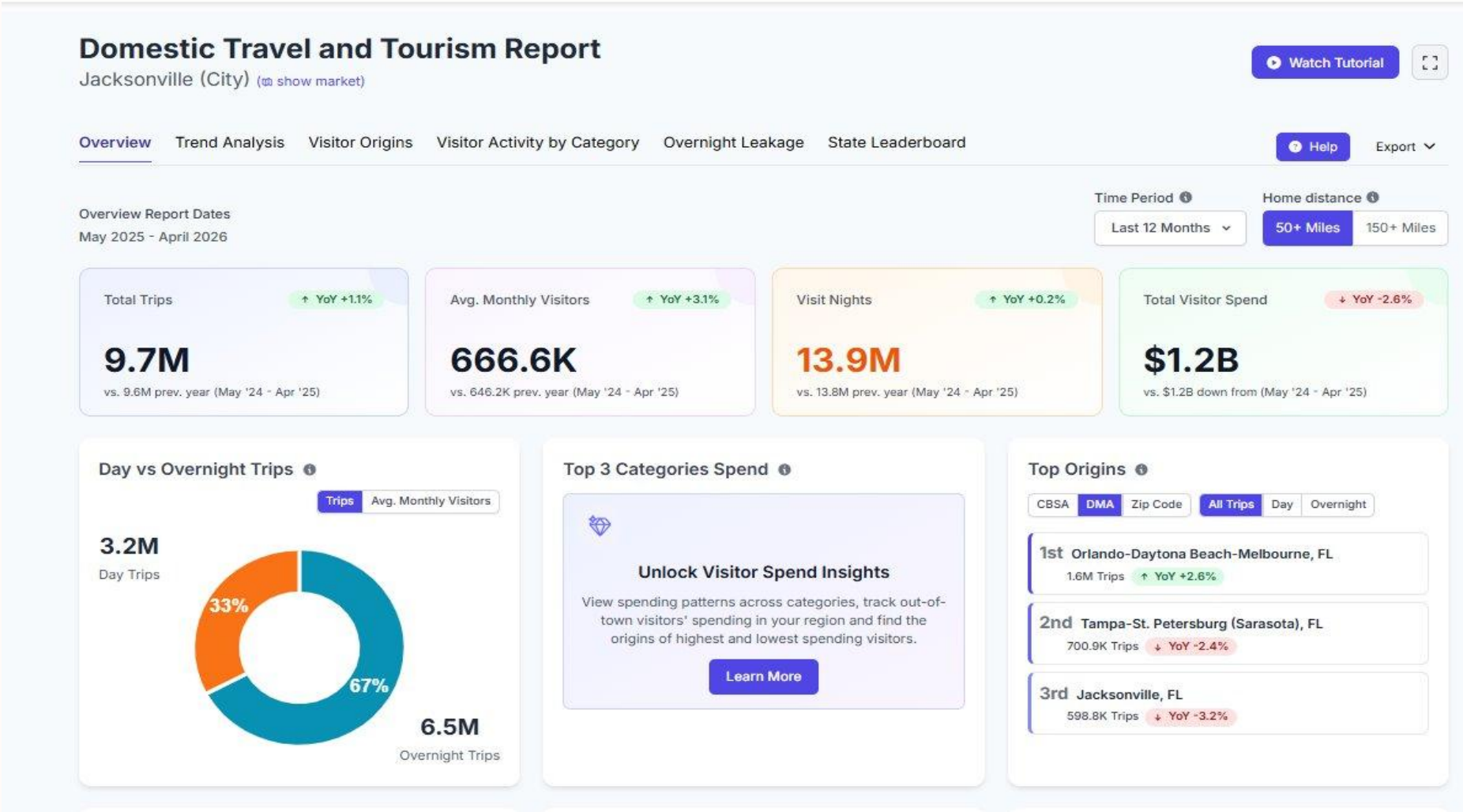
Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$124,073	\$13,603	\$0	\$137,676
Transportation	\$55,928	\$4,534	\$0	\$60,462
Food & Beverage	\$88,682	\$90,901	\$0	\$179,583
Retail	\$27,772	\$0	\$0	\$27,772
Recreation	\$20,217	\$0	\$0	\$20,217
Space Rental	\$0	\$36,319	\$0	\$36,319
Business Services	\$0	\$43,791	\$0	\$43,791
TOTAL	\$316,672	\$189,148	\$0	\$505,820

Additional Insights from Placer.AI

Placer has custom data periods for city or county data and can be reviewed by month, quarter or annual basis.

- Day trips vs. overnight trips, plus total trips
- Total visitor spend for the period
- Top origin markets (zip code, DMA, etc.)
- Top in-state markets by county or city
- Day of arrival patterns
- Visitor activity by category (annual analysis)

Placer.AI's Tourism Report



Placer.AI Questions or Data Q&A time

Questions later? Reach out to Laurie.

ldegon@visitjacksonville.com

904-377-1987

THANK YOU

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