



TOOLKIT FOR EVENTS

Visit Jacksonville is the City's official tourism marketing organization. Our team has decades of experience working with events, conferences, and individual travelers. We love to share all the great events and things to do when visiting Jacksonville. Let's work together!

Fast facts:

- Our website, www.visitjacksonville.com, welcomes more than 250,000 visitors each month, and the event calendar is consistently one of the top three pages on the site.
 - We have more than 150,000 followers across 7 social media platforms – Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, YouTube, and Pinterest.
 - Each year, we welcome more than 20 million visitors to explore Jacksonville. Often, the first time a visitor comes to Jacksonville is for an event like yours.
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Here are a few ways we can help promote your event:

- Add your event to the Visit Jacksonville website calendar. Please [submit your event information](#).
- For specific, annual events, the Visit Jacksonville team can also create a custom event page on our website, which can include a photo gallery, map, host hotel and event details.
- Create a blog for the Visit Jacksonville site. Please review [blog guidelines](#). When drafting the blog, consider including:
 - Tell us about the event. Why is it unique?
 - Details about the event.
 - Reasons someone should attend and how they buy tickets or register.
- Request Seymour Jax, our mobile visitor center, for your event. Our Visitor Center staff actively assists guests in navigating the city, offering city maps, suggestions to restaurants, things to do and more (we do not sell anything). To request Seymour Jax at your event, [fill out the online form](#).
- If we know about the event far enough in advance, it could be listed in our seasonal event rack cards.
- Any brochures for your upcoming event can be brought to our Downtown Visitor Center to be displayed. We will distribute them to our other Visitor Centers as applicable.

- Social media efforts are customized to each event and could include:
 - If you would like to add your event to our Facebook page, please add Visit Jacksonville as a cohost for the Facebook event.
 - We have a group of local social media insiders that we work with to promote events happening around Jacksonville. Let us know if you are interested in inviting them or offering tickets to any (or all) of our insiders so that they can cover the event on their channel. We will repost their content on the Visit Jacksonville channel.
 - Share the Facebook event on Visit Jacksonville's Facebook timeline to help promote your event
 - 1 month before the event and week of the event
 - Please be sure that the event has an updated Facebook event that can be shared, and Visit Jacksonville is a cohost.
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Additional things to keep in mind that Visit Jacksonville can assist with:

- Our Convention Sales team will be happy to help with hotels and room blocks.
- Our Destination Experience team can assist with referrals for venues, restaurants, and service companies.
- If you would like to bring a travel writer, content creator or influencer in to cover the event, we can consider working with you to host them in Jacksonville.
- We can share a local media contact list upon request.
- Where possible, we can assist with introductions to contacts in the community that could be beneficial, such as the city permitting and event planning department.