

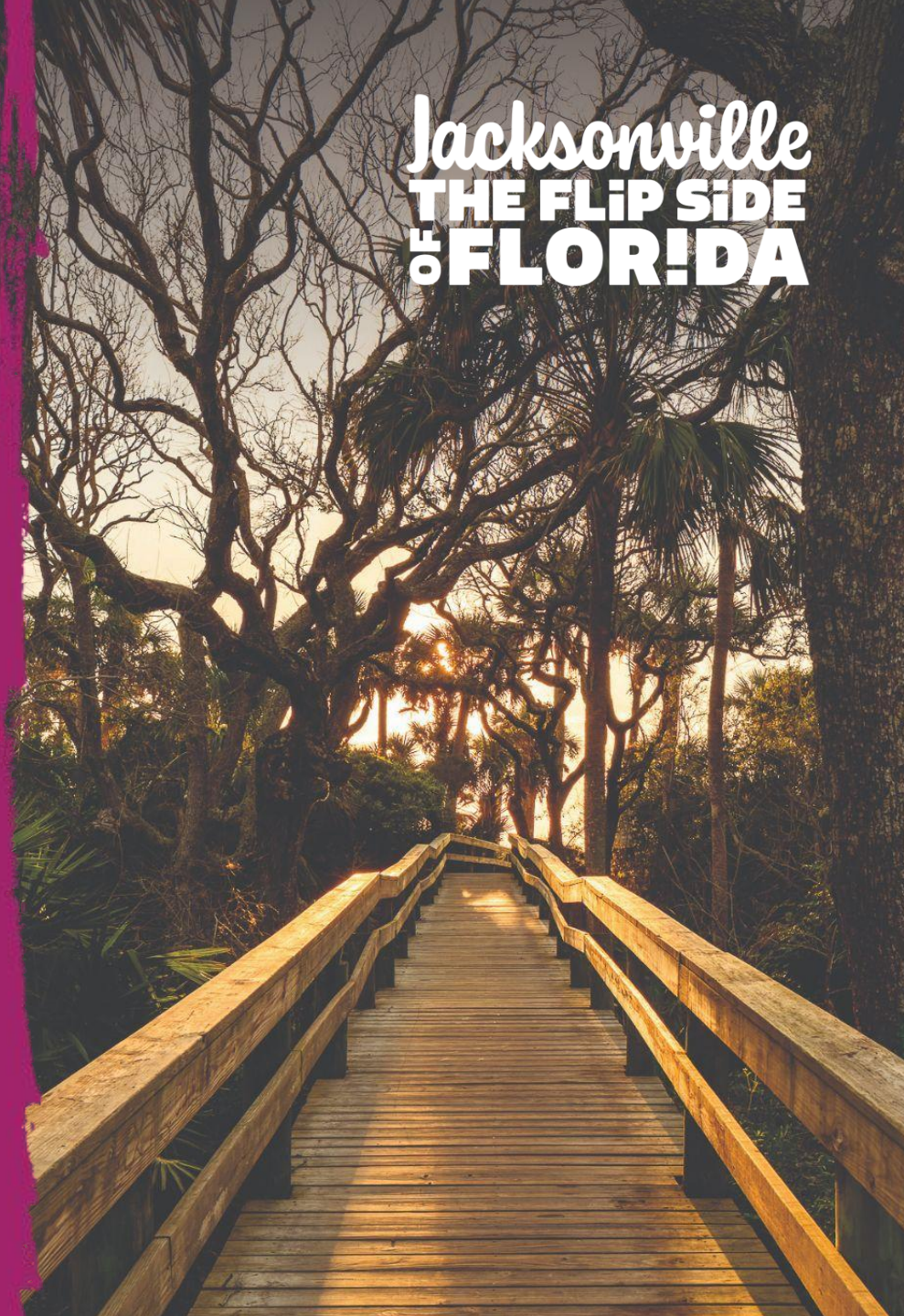
On the Road with Visit Jax & WOW Factor



Get an inside look at Visit Jacksonville's Travel Plan and the trade shows driving demand. Learn how these efforts create opportunities for partners—and how you can join us on the road.

Discover how our Services team delivers the WOW factor through thoughtful planning, personalized touches, and memorable experiences.

Jacksonville
THE FLIP SIDE
OF FLORIDA



Meet the Sales & Services Team



Bob Doering

Senior National Sales Manager

Responsible for promoting Jacksonville as a premier destination for Corporate, State and National Association conferences and events.

Sydney Lindblad

National Sports Manager

Responsible for promoting Jacksonville as a premier destination for sporting events of all sizes.

Emma Carlo

Services Manager

Responsible for servicing groups over 150 room nights.

Katie Quackenbush

National Sales Manager

Responsible for promoting Jacksonville as a premier destination for Social, Military, Education, Religious and Fraternal conferences and events.

Maryana Karpeeva

Sales & Services Assistant Manager

Provides service support to ensure groups and meetings have a positive experience in Jacksonville, as well as sales support for small meetings with less than 150 room nights.

Emma's attention to detail is second to none....she arranged transportation and amazing gift bags for the top VIPs and spoiled EVERYONE.she was in the lobby all afternoon on Friday...and all of our guests LOVED learning more about your fun city and things to do!! She smiled all day and we felt like she was a "Ritz Carlton concierge" by the way she interacted with everyone.....

and Bob, we cannot thank you enough for helping with the grant for BOTH meetings. You all really know how to make groups feel sooo appreciated and welcome!



Master Sergeants's never had a CVB experience before and I'm afraid you've spoiled him. The depth of his KQ-Jax experience was such he never wants to fly solo again . Sold on Jax, sold on the experience of Destination support, well and maybe sold a little on that remarkable Katie Quackenbush. :)



Jacksonville

THE FLIP SIDE OF FLORIDA

Meetings Campaign Language

WE GOT YOU



YOU NEED IT?

WE GOT YOU

HI, I'M BOB!

WE GOT YOU VISUAL DIRECTION

The “We got you” campaign highlights Jacksonville’s larger-than-life personality with bright colors, pattern mixing, and custom avatars that bring the Jacksonville sales and service team to life. These bold visuals are playful and fun, while also giving planners a taste of the type of attentive concierge service Jax has to offer.

Visuals will include bright patterns and large text to drive home just how non-generic we are.

We’ll showcase unique offerings, with Jax helping every step of the way, showing meeting planners everything from the best breakfast spot to where to dip your toes in the sand.

Bright | Bold | Playful | Service-Oriented



BOB DOERING:
“The City Ambassador”

As the City Ambassador, Bob is well known around Jax for his friendly demeanor and encyclopedic knowledge of his clients, current and past. A lover of fun facts and chatting, he makes friends wherever he goes. Bob isn't just a Sales Manager; he is the bridge between Jax's vision and its hospitality reality. He views himself as having two sets of clients: the buyers bringing events in and the hotel partners who host them. He's also a veteran of the tourism industry, so he knows all the ways he can make Jacksonville shine. After 10 years, local partners ask whether clients have "worked with Bob," not just if they've worked with the city.

BOB'S VIBE:

Old-school Midwestern
Warmth Meets Florida
Sunshine

BOB'S TRAITS:

Welcoming | Kind
Dependable | Chatty

THEME SONG(S): “Groove is in the Heart” by the Deee-Lite
“Whoomp! (There It Is)” by Tag Team

TOP QUOTES:

- “I'll always tell you the truth, even if it doesn't benefit me.”
- “You won't get a theme park here, but you will get an authentic experience. Everything you see is local—someone put their heart and soul into it.”
- “When the Maxwell House sign is lit up downtown, the whole city smells like fresh-brewed coffee. It's the last place in the U.S. still roasting those beans on-site.”



SYDNEY LINDBLAD:

“The Sporty Straight-Shooter”

As the Sporty Straight-Shooter, Sydney brings that matter-of-fact, get-things-done vibe to what she does. She’s here to win and win big. As a well-rounded sports enthusiast, she has the in-depth knowledge to bring home the gold for Jacksonville, drawing on her experience participating in and organizing events. She’s bold, unwavering, and never backs down from a challenge, like the two years she spent relentlessly building the relationship that landed the Iron Man deal for the city. She thrives in the high-pressure environment of trade shows, where she has 5–10 minutes to pitch Jacksonville to international rights holders. She loves showcasing the unexpected, like lesser-known venues that are an “Only in Jax” special.

SYDNEY’S VIBE:

The Humble
Overachiever

SYDNEY’S TRAITS:

Professional | Preppy
Determined | Competitive

THEME SONG:

“Hit Me With Your Best Shot”
by Pat Benatar

TOP QUOTES:

- “There’s always a yes.”
- “If you sign your hotel contracts before talking to us, you’re leaving money on the table.”
- “Remember when the Cross Country Championship lost their venue to hurricane debris on a Friday? We had them running in Jacksonville by Sunday.”



EMMA CARLO:

"The Ray of Sunshine"

As the name implies, the Ray of Sunshine is bright, cheerful, and full of idealism—a mirror of Jacksonville's warm weather and Southern hospitality. Emma's sunny disposition and empathetic nature help her lead with heart and compassion, making her incredibly at ease with meeting planners and serving as the "boots on the ground" support. Once the sales team closes the deal, Emma takes over to ensure the vision becomes a reality. She doesn't just provide a list of vendors; she curates local experiences, such as taking the River Taxi to visit the Riverside Arts Market, to maximize the attendee experience while minimizing costs.

EMMA'S VIBE:

A Coastal Soul
with Winter Grit

EMMA'S TRAITS:

Emotive | Idealistic
Cheerful | Bright

THEME SONG:

"Ocean Avenue" by Yellowcard

TOP QUOTES:

- "When the planners trust you, that's when you can really start getting creative... They know they can trust us. We're not going to lead them down the wrong path."
- "I realized that big corporations are not my style... I prefer having the human connection that an office of 20 to 25 gives you. A much more familial feeling."
- "Jacksonville didn't just meet expectations. It fully won them over... by the time we docked, they were excited to come."

Contact Bob Doering today to learn more.



BOB DOERING

BOB DOERING
Senior National Accounts Manager
bdoering@visitjacksonville.com



visitjacksonville.com/MEETINGS

UP FOR BUSINESS.

DOWN FOR FUN

www.aetna.com/MEETINGS

WE GOT YOU

...and more than 100 miles of unspoiled beaches.

[illegible]

And to top it off, we're offering our biggest incentive yet, so there's never been a better time to see what the Fly Side of Florida has to offer.

READY TO TAKE YOUR MEETING TO THE NEXT LEVEL?
DON'T WORRY, WE GOT YOU.

Jacksonville
THE FLIP SIDE
OF FLORIDA

visitjacksonville.com/NEXTIM4

READY TO TAKE YOUR SHOT?



WE GOT YOU

And the advantage of hosting in Jacksonville goes well beyond the field of play. Our dedicated Sales and Services Team offers concierge service, local expertise, and a customized approach, ensuring your event goes off effortlessly. And to top it off, we're offering one of the biggest incentives per actualized night, so this is one call that's easy to make.



SYDNEY LINDBLAD
National Sports Manager
slindblad@visitjacksonville.com



START PLANNING

What is your 30-second
“Why Jacksonville?”
elevator pitch.



Reason 1: Weather

Weather — Jacksonville has an average of **221 SUNNY DAYS** per year, and an average daily temperature of **70 DEGREES**.

Reason 2: Great Airport Location

It's easy to get from **JACKSONVILLE INTERNATIONAL AIRPORT** to anywhere in the city, as the airport is so close to downtown you can be in and out in a flash.



Reason 6: Florida Flair

Jacksonville offers the best of Florida all in one place, from **BEACHES** to **WATER SPORTS** to wildly diverse cultural and historic attractions.



Reason 7: Highly-Customized Service

Ours is not a one size fits all approach. Our team will provide **CUSTOMIZED SUPPORT** to meet your unique needs.



Reason 3: Flexibility with Dates

Unlike a lot of other big Florida cities, Jacksonville **CAN ACCOMMODATE TIGHT SCHEDULES** and **BUDGETS**.



Reason 5: Unique Venue Space

You've never seen meeting spaces like the ones in Jacksonville — river and oceanfront, **STATE-OF-THE-ART RENOVATIONS** and even an **NFL STADIUM**.



Reason 4: Southern Hospitality

You and your team will love how Jacksonville pours on the **SOUTHERN CHARM** and gives you a warm welcome wherever you go.



Reason 8: Smaller Destination with a Big Presence

Small is the new big, and Jacksonville is a smaller, unique destination with **ALL THE PERKS OF A BIG CITY**.



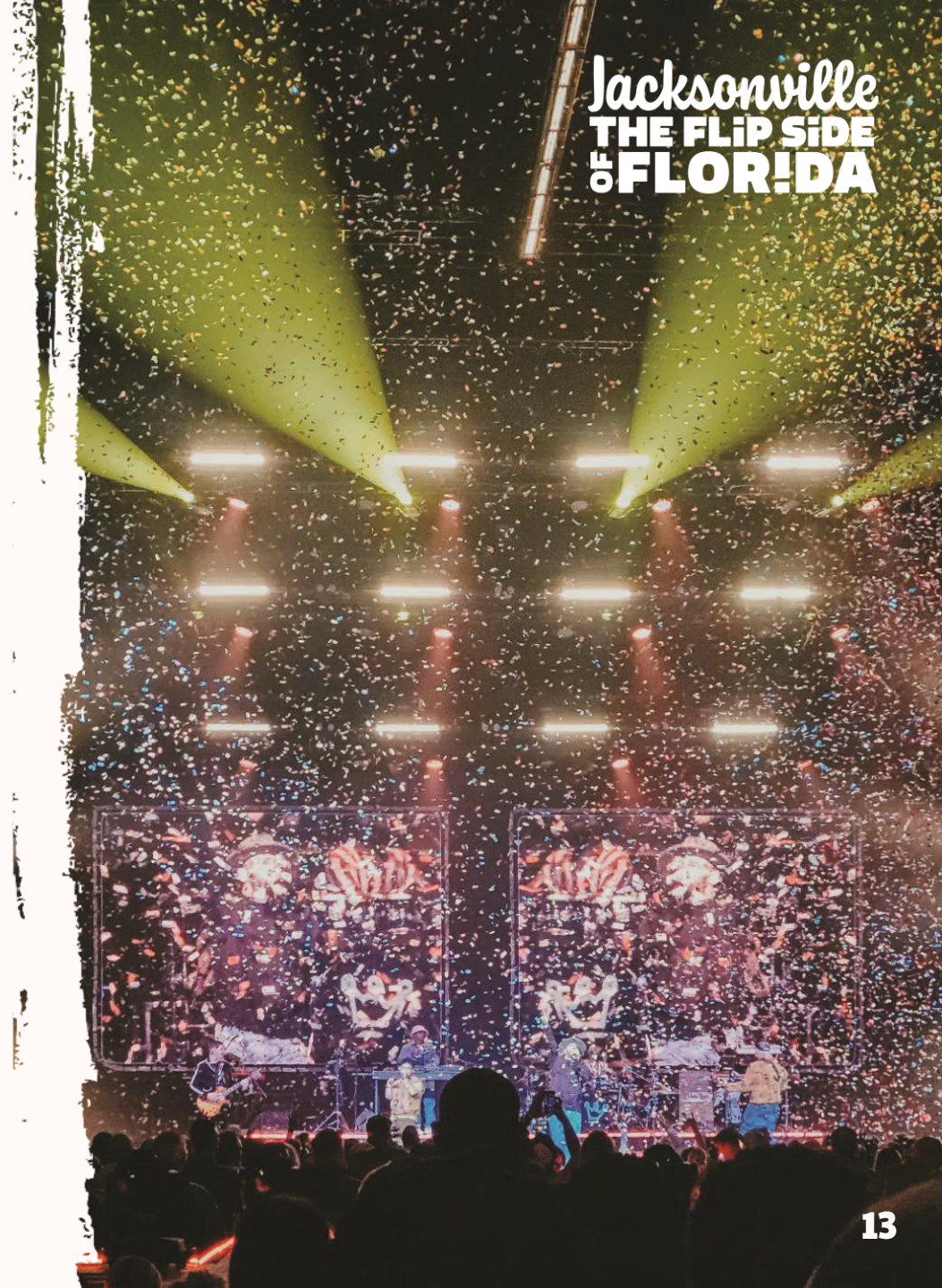
Reason 9: Affordable Florida

You don't normally think "affordable" when you think of Florida, but Jacksonville has the distinction of being the **"MOST AFFORDABLE EVENT"** city in the state.



Jacksonville
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FY25/26 Travel Plan



FY2025/2026 Travel Plan



- Sports tourism and sports-related meetings
- Association and convention business
- Faith-based and niche affinity markets
- SMERF and regional drive-market opportunities

The schedule balances:

- High-value national trade shows
- Relationship-building opportunities with planners and industry partners
- Industry-specific verticals
- Sports-focused lead generation
- Strategic Florida-based networking



Major Industry Events



IMEX - Las Vegas, NV

- One of the largest global meetings industry trade shows
- Provides access to: Association executives and Corporate meeting planners

PCMA Convening Leaders - Philadelphia, PA

- Premier event for high-level meeting professionals

PCMA Business Events Summit - Puerto Rico

- Supports continued education and networking within the planner community
- Reinforces Jacksonville's visibility among association planners

FSAE Annual Conference - Orlando, FL

- Valuable for Florida association business
- Strengthens drive-market convention opportunities

CVENT Connect - Nashville, TN

- Connects directly with planners utilizing venue sourcing technology
- Supports Jacksonville's digital sourcing competitiveness

ASAE Annual Conference - Indianapolis, IN

- One of the most important association industry events
- Directly aligns with Jacksonville's association meeting recruitment goals

Connect Marketplace - Tampa, FL

- Strong domestic hosted-buyer marketplace
- Useful for mid-sized meetings and regional convention leads

Helms Briscoe ABC – Los Angeles

- Exposure to hundreds of meeting professionals and site-selection influencers.
- Face time with HB associates who may not otherwise visit the destination.

Regional & Florida-Based Opportunities

The plan incorporates many Florida and southeastern regional opportunities, which are often cost-effective and relationship-rich.



- **Florida Encounter (Orlando)**
- **FSAE Annual Conference (Orlando)**
- **Florida Sports Foundation Summit (Bradenton)**
- **Destination Southeast (Ft. Lauderdale)**
- **Client Event with Destination Florida (Tallahassee)**

Strategic Benefits

- Maximize ROI with lower travel costs
- Strengthen regional partnerships
- Target planners already familiar with Florida
- Support short-term booking opportunities
- Leverage Jacksonville's drive-market accessibility



Faith-Based & Specialty Markets

Faith-based meetings remain a strong fit for Jacksonville because of:

- Hotel affordability
- Venue flexibility
- Drive accessibility
- Family-friendly destination appeal

Key Tradeshow and events

- **RCMA**
- **Christian Meetings & Conferences Association**
- **Client Event in DC – SMERF clients**
- **American Baptist Association**



Exceptional Focus on Sports Tourism

The travel plan heavily emphasizes sports tourism — one of Jacksonville’s strongest and fastest-growing verticals.

Sports Express - Ft. Myers, FL

- Supports tournament and event recruitment

U.S. Sports Congress Conference - Lexington, KY

- Key networking opportunity with sports event owners and rights holders

ACES: Association Chief Executives for Sports- Fort Worth, TX

- Hosting in 2027 will bring CEO of National Governing Bodies to Jacksonville

Sports ETA Women in Sports - Phoenix, AZ

- Builds relationships and visibility within the sports tourism industry

Florida Sports Foundation Summit - Bradenton, FL

- Critical statewide sports tourism networking event

Client Event/Sales Mission – Colorado Springs, CO

- Direct outreach to national governing bodies and event organizers

TEAMS Conference- Birmingham, AL

- Facilitating strategic meetings between destinations and rights holders to drive event growth

Jacksonville
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Balanced mix of tradeshow booth and 1:1 appointment shows

- 24 Industry events on our Travel Plan.
- Our tradeshow booth set up incorporates giveaways that are locally produced and a fun, dynamic presence on the show floor.
- Each sales manager strategically selects planners to meet with during the appointment shows, weeding out those not appropriate for our market, targeting those that would lead to future business for Jacksonville



Client Events in Key Markets

Bob Doering was on the road in May hosting two client events for DC Planners.

Katie hosted a Pie Making class in early June in DC targeting religious planners

Both were well attended and have provided immediate results with several RFP's being sent since the event was held.



You're Invited!

VISIT JACKSONVILLE AT THE INDY 500!



• MONDAY, MAY 19 2025 •

*11am - 3pm
4790 West 16th St.
Indianapolis, IN*

**JOIN US FOR LUNCH AND BEVERAGES
IN A PRIVATE SUITE TO LEARN MORE
ABOUT JACKSONVILLE, FLORIDA'S
CHAMPIONSHIP CITY**

Visit Jacksonville at the Indy 500!

Join me at the track to see firsthand how Jacksonville is the perfect destination for your next sporting event! Let's discuss how our city can meet your event's needs, and explore the incredible amenities Jacksonville has to offer. I'd love the opportunity to show you why teams and fans love competing here. Let me know if you can make it—I look forward to seeing you there!

Sports Client Event held in key cities that are home to target accounts.



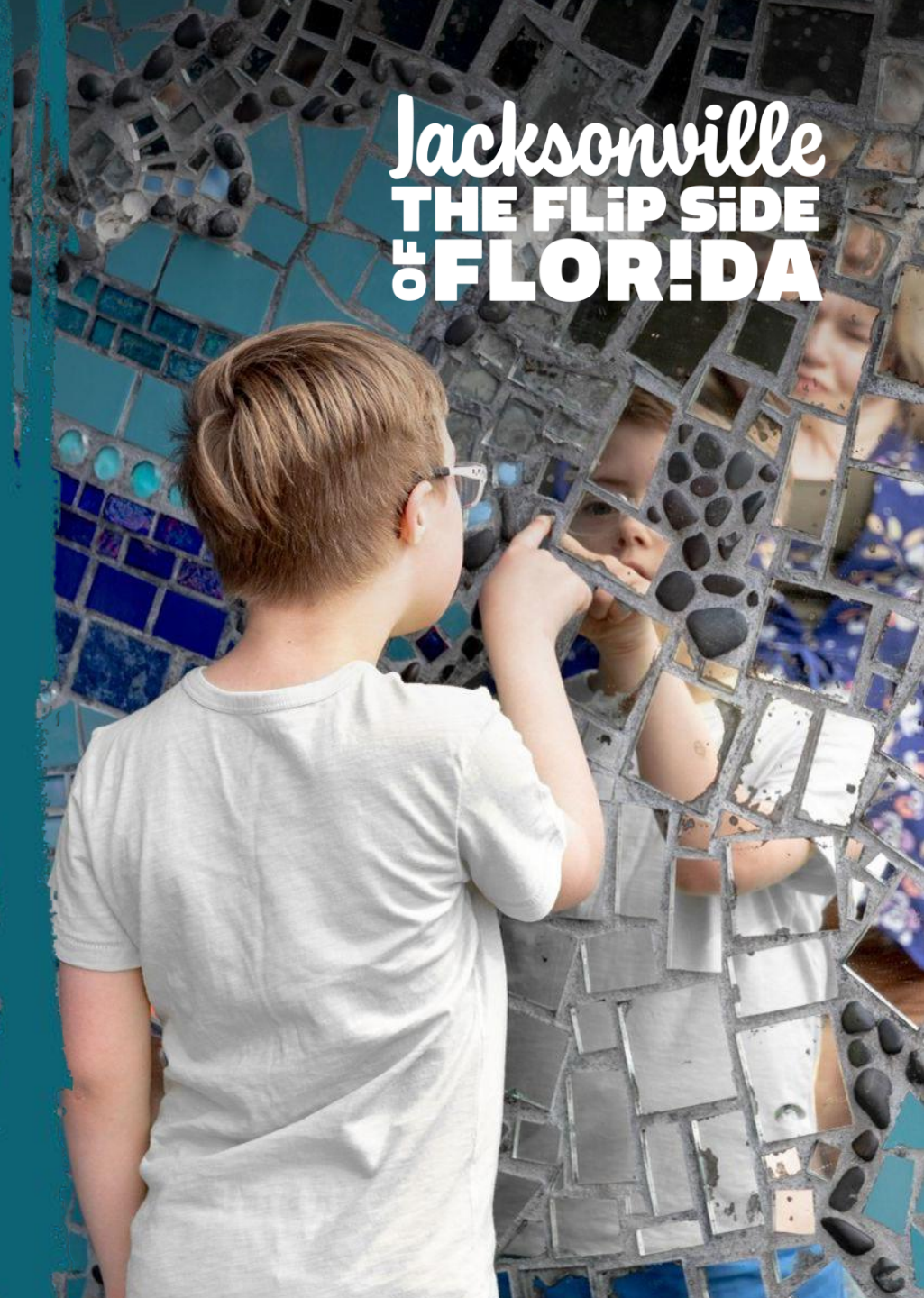
CONTACT US!
Sydney Lindblad
Sales Development Manager
(904) 421-9182

QUESTIONS? EMAIL ME!



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The WOW Factor Focus on Service



Strong Handoff, Stronger Partnership

- Create continuity for the client by ensuring Services is fully briefed on program goals, priorities, key contacts, and agreed-upon commitments.
- Position Services as added support and coverage, not a reset, roadblock, or point of renegotiation.
- Use the time between contract and event to stay connected, offer creative ideas, recommend vendors and venues, and help shape a memorable Jacksonville program.
- While every event requires a different level of support, the goal remains the same: service excellence.

Key Takeaway: The client should feel our team is aligned, informed, and ready to deliver on what was promised while building on the relationship Sales has already established.



Focus on service excellence and create memorable guest experiences.

- Personalized welcome experiences
- Small touches that create lasting impressions
- VIP and planner recognition ideas
- Anticipating attendee needs
- Turning service recovery into positive experiences



**“Sales Teams sell the Services.
Services sells the reputation of the Destination/Brand.”**

Hosting Clients in JAX: Turning Face Time Into Trust

- **Pre-Visit Questionnaires that turn insight into impact**

- Example Questions We Send Out

- *What is your go-to coffee or tea order?*
 - *What is one thing you always forget to pack but end up needing?*
 - *What is one of your favorite site visit memories?*
 - *Which culinary trail are you most interested in trying: Ale Trail, Coffee & Donuts, or Mayport Shrimp & Seafood?*

- **Why It Matters**

- The pre-site questionnaire helps us move beyond logistics by uncovering small, meaningful insights that allow us to personalize touchpoints, anticipate needs, and create “you remembered” moments that build comfort and confidence in Jacksonville.

- **Servicing is the second sell.**

- When planners feel taken care of throughout the site or planning visit process, they trust that we will take care of their attendees too. That trust strengthens the relationship and gives them a reason to keep coming back.



Elevate the Experience While in JAX

- Driving & Bike Tour** – Local partners met us at key stops.
- Prime Osborn Tour** – Customized every TV with group's logo and provided chilled water bottles for guests.
- River Taxi Tour** – Timed perfectly to dock at Friendship Fountain at 7 PM as the music, lights, and water show began. COJ Parks Director provided an exclusive rooftop access to the Pumphouse to view the show.
- Breakfast at Hotel** – An elaborate spread, with the chef personally preparing avocado toast and eggs to order, plus a bacon and donut bar.
- Safe Harbor Lunch** – The owner's son and GM greeted our group and invited us for a market tour.
- Kingsley Plantation** – Local partner arranged for the NPS to open the gates on a closed day, allowing an exclusive tour. The ranger led us through the site, including a rare behind-the-scenes look at volunteer quarters.
- Jacksonville Zoo** – Toured as a potential off-site venue and they surprised us with an interactive stingray feeding before our hard hat tour because the area is under construction.

Work with Partners, We're Stronger Together



Elevate Experience

- Bid Enhancements beyond the dollars

- Athlete Experience

- Athlete Lounge/Village
- Off Site Venues
- Police Escorts
- Signage/Branding
- Wrap the bus
- Mayor Proclamation
- Volunteer opportunities



- Fan Experience

- Entertainment
- Local talent
- Photo Ops
- Fly Overs
- Local Market
- Dine Around Program



Share your
“Best WOW Experience”

THIS IS HOW YOU CAN GET INVOLVED....

- Create a memorable experience for clients during the site visit
- Photos of great events taking place at your property
- Join us on Sales missions
- Attend our networking events
- Donating amenities or experiences
- Providing promotional materials
- Hosting planners and media

Upcoming Opportunities

- FSAE Annual Conference, Orlando – July 15-17, 2026
- Sports Client Event, Colorado Springs – August 7, 2026
- ASAE, Indianapolis – August 15-18, 2026
- Connect Marketplace, Tampa – August 24-26, 2026

Key Takeaways

Every hospitality partner **contributes** to Jacksonville's destination reputation.

Expand your **presence** and **reach** through Visit Jacksonville tradeshow, sales missions and events.

Provide exceptional service and **collaborate** with us to create memorable experiences.



Let's work together! Together, we help grow visitation and economic impact for Jacksonville

THANK YOU

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