

2026 STATE OF TOURISM



Jacksonville Stats 2026

- Room revenue is up 2.5% year over year.
- Occupancy is down slightly,
- Demand has increased by 2.1%, even as hotel supply has grown by 3.3%.
- RevPAR has posted steady gains:
 -  2.2% in February,
 -  5.4% in March, and
 -  4.7% in April.
 - Preliminary May results also show continued growth



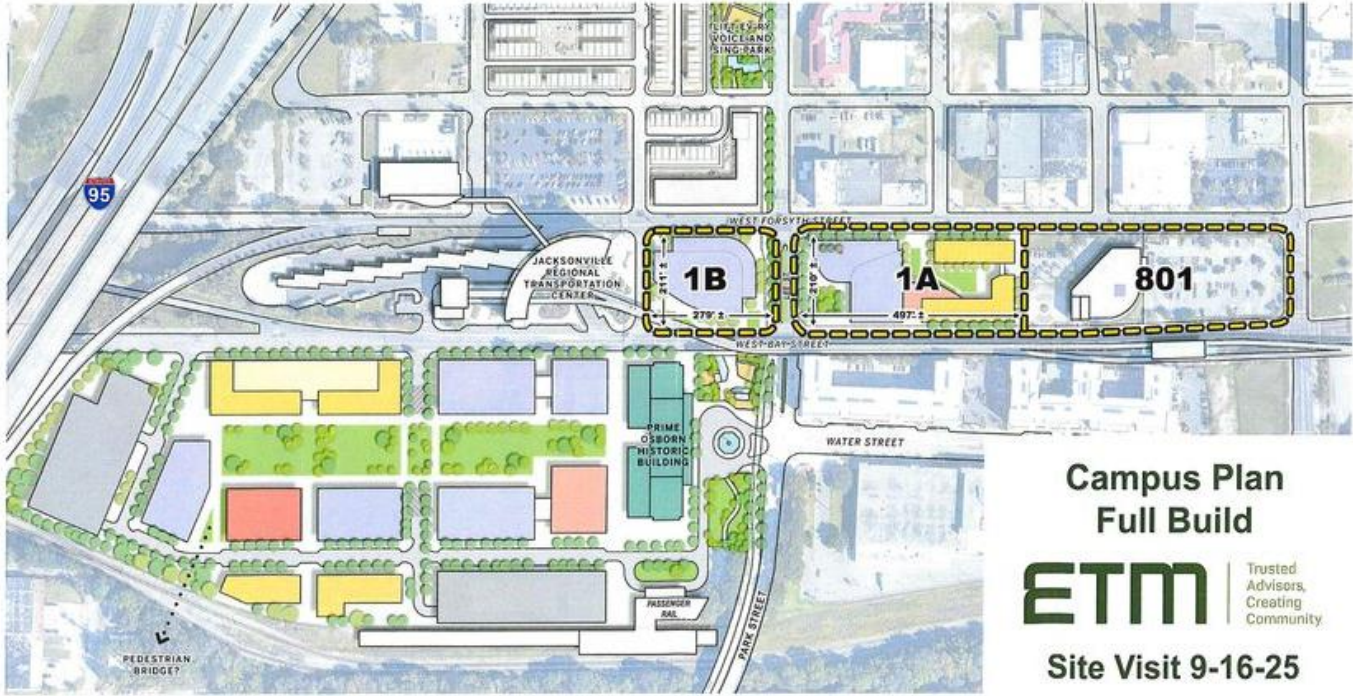
THE REAL SCOOP



What's really going to happen to the Convention Center?



University of Florida opens in Downtown



Campus Plan
Full Build

ETM | Trusted
Advisors,
Creating
Community

Site Visit 9-16-25

THE STADIUM OF THE FUTURE





Future of the Flex Field



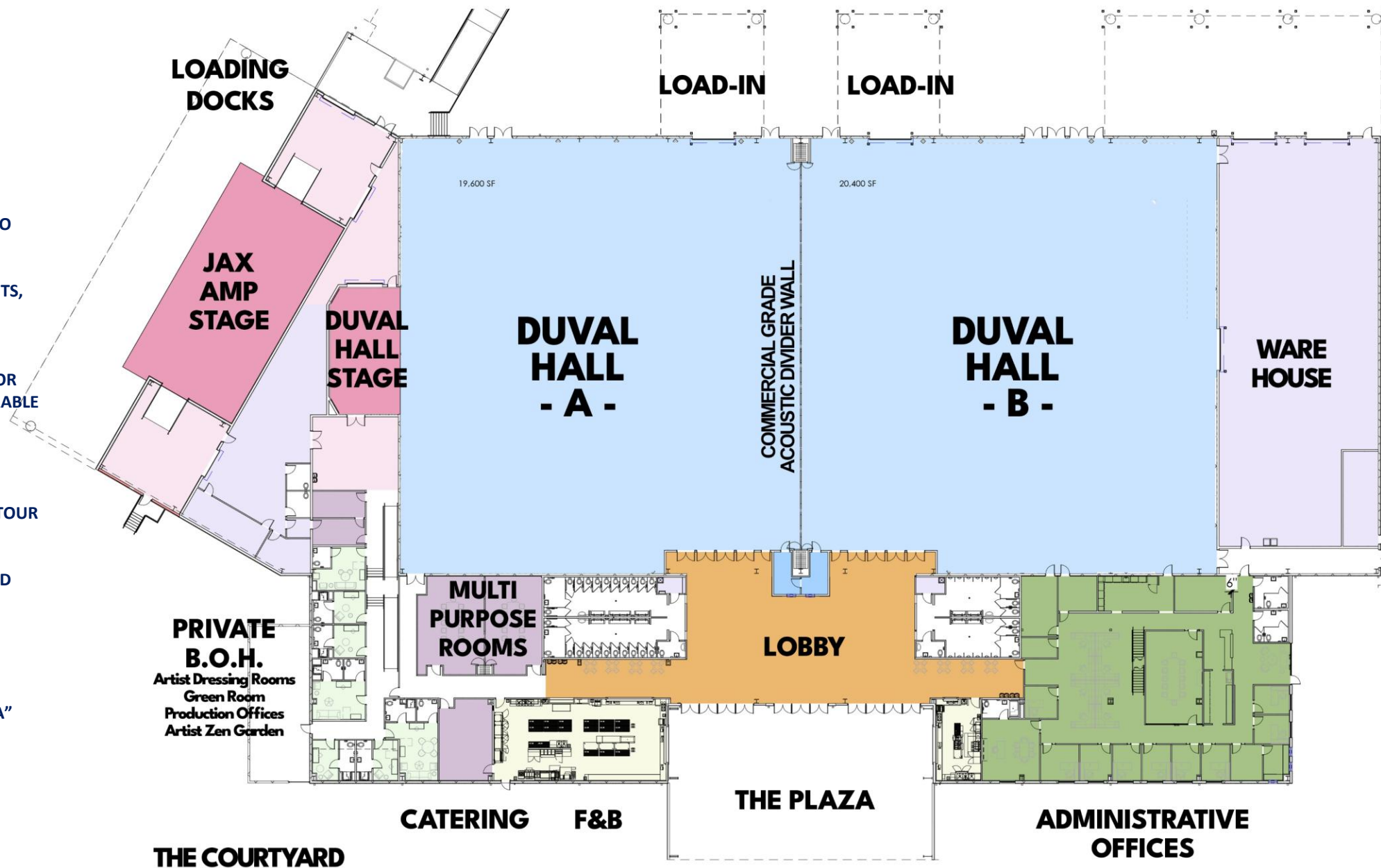


The NEW Fairgrounds





- ❖ 40,000 SQ FT INDOOR CONCERT AND EXPO HALL
- ❖ FACILITATES: CONCERTS, SPORTING EVENTS, TRADESHOWS, EXHIBITIONS, PRIVATE FUNCTIONS, CONFERENCES & MORE
- ❖ ABILITY TO BE ONE CONTIGUOUS SPACE OR DIVIDED INTO TWO (2) HALLS WITH OPERABLE ACOUSTICAL PARTITION
- ❖ LOADING DOCK AREA
- ❖ SECURED, SPACIOUS LOAD-IN AREA FOR TOUR BUSES, SEMIS, VENDORS
- ❖ FULLY LOADED, STATE-OF-THE-ART SOUND SYSTEM AND BACK OF HOUSE
 - ❖ 6 ARTIST DRESSING ROOMS
 - ❖ GREEN ROOM
 - ❖ TOUR PRODUCTION
 - ❖ HOUSE PRODUCTION
 - ❖ INDOOR "BACKSTAGE PLAY AREA"
 - ❖ OUTDOOR ZEN GARDEN
- ❖ "PRE-GAME" PLAZA AREA
- ❖ FULL BAR & RESTAURANT





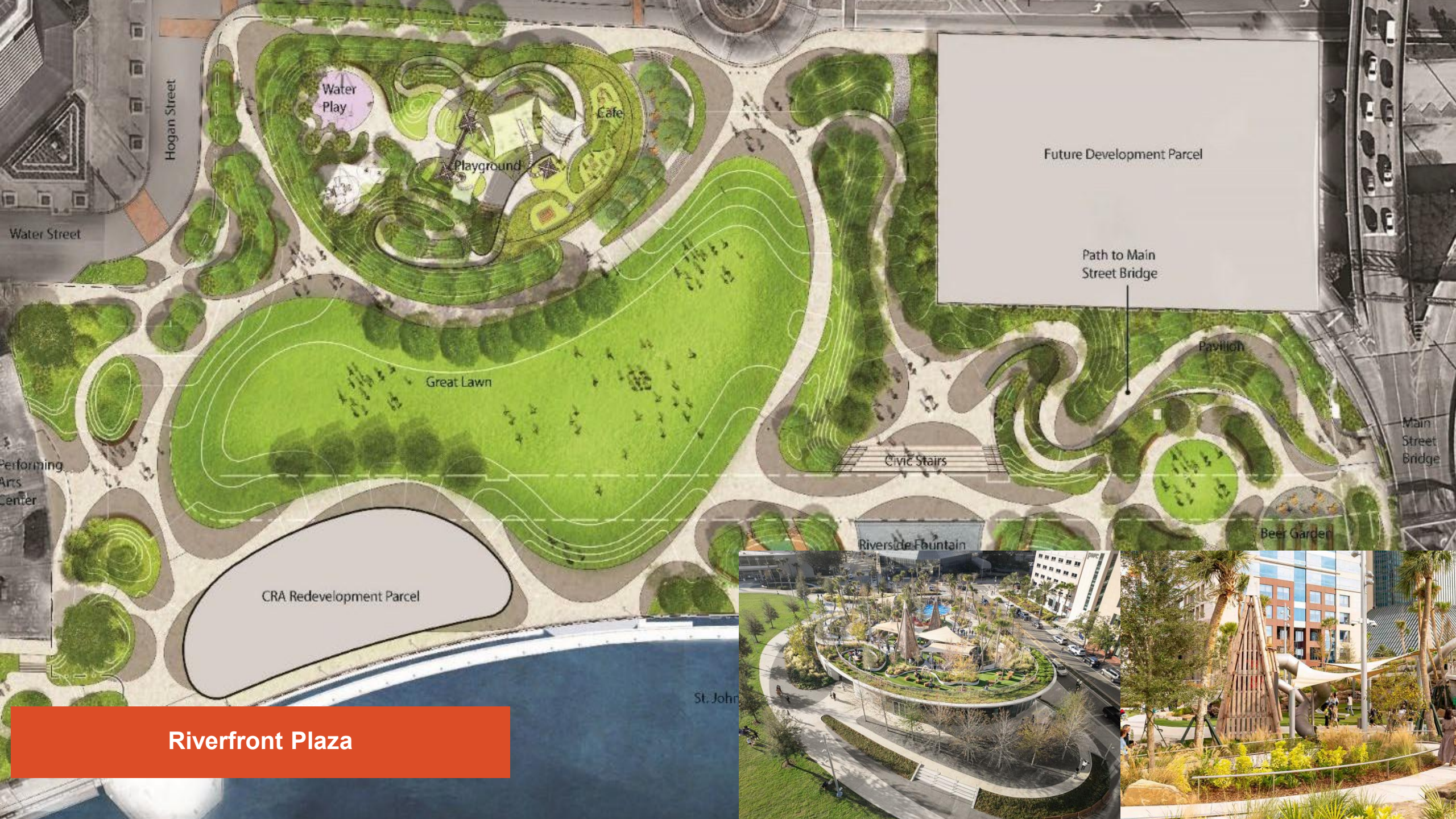




äventuur

Riverfront Music Garden





Riverfront Plaza



Friendship Fountain at St. Johns River Park



FOUR SEASONS - Summer 2027





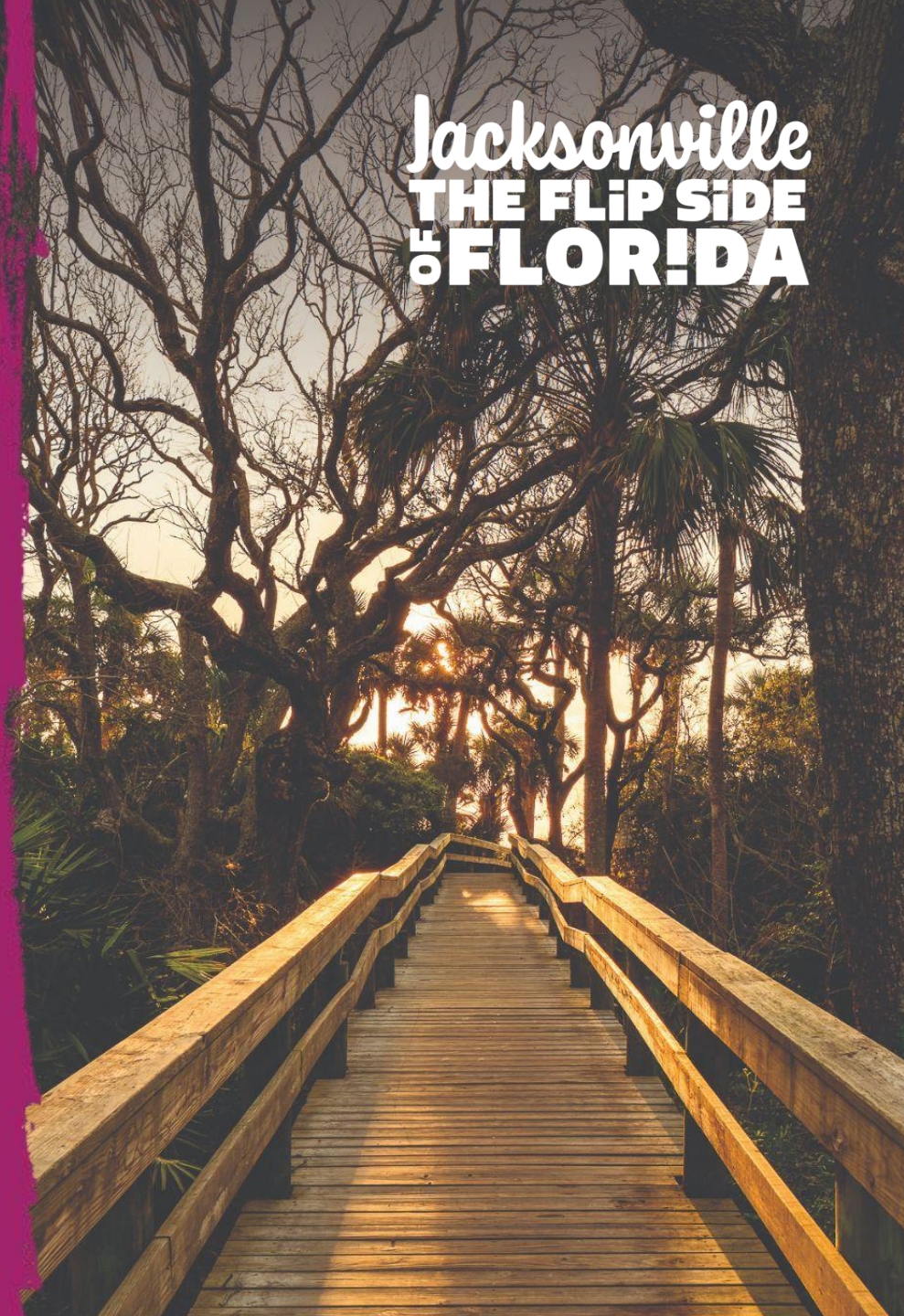


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ARTS



LOOKING AHEAD

Jacksonville
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OF FLORIDA



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