

Mayport SHRIMP TRAIL

We are always peelin' good here in the Flip Side of Florida. That's why we're excited to introduce the Mayport Shrimp Trail. Visitors can take a bite out of Jacksonville with each local restaurant they visit. How does the trail work? Download the Visit Jax app to check-in on the digital passport at each location to receive FREE Mayport Shrimp gear and even tickets to a Jacksonville Jumbo Shrimp game! It's time to see why Jacksonville is shrimplly the best, so download the app today! Happy trailing!

Share the Mayport Shrimp Trail news on social using #onlyinjax and follow @visit_jax for more updates.

General Suggested Copy:

1. Here in Jacksonville, we take pride in our local delicacy, Mayport shrimp. Experience the wonder of Mayport shrimp for yourself by participating in the Mayport Shrimp Trail! All you need to do is download the Visit Jax app, visit a participating restaurant, order a dish and check in. It's as shrimple as that! After your 5th check-in, make sure to submit the form to receive your prize. Upon form submission, you will also be entered for a chance to win the ultimate prize pack which includes throwing out the first pitch at a home Jacksonville Jumbo Shrimp baseball game!

Suggested Social Media Copy for Participating Attractions

Here are some suggested captions that you can post on your social media accounts to promote the Mayport Shrimp Trail, along with the graphics/videos provided in the kit and your business's photos:

You can customize your captions to include your deals, specials, menu and anything else you'd like to include.

1. We're peelin' good here in the Flip Side. Here in Jacksonville, we take pride in our local delicacy, Mayport shrimp. Download the Visit Jax app and dine at (restaurant name) to experience the wonder of Mayport shrimp for yourself. It's shrimplly amazing!
2. Jacksonville is shrimplly the best! Make sure to stop at (restaurant name) when you dine your way through the Mayport Shrimp Trail.
3. Jacksonville is krillin' the Mayport Shrimp game! That is why we are a proud stop on the Mayport Shrimp Trail. Take a bite of Jax with each local business you visit. Download the Visit Jax app and complete 5 challenges for the chance to throw out the first pitch at a home Jacksonville Jumbo Shrimp baseball game!
4. Shrimplly amazing! Check off a stop on your Mayport Shrimp Trail journey and visit (business name) today!
5. Love visiting (business name)? Start earning prizes for your visit! Peel and eat your way through Jacksonville with the Mayport Shrimp Trail digital passport. Download the Visit Jax app to get started!