

A photograph of the Jacksonville skyline at sunset, featuring the Wells Fargo building and the Jacksonville Convention Center. The sky is a mix of orange, pink, and purple, and the water in the foreground reflects the colors. The text "8 Million" is overlaid in large white font.

8 Million

In 2024, Jacksonville
welcomed over 8 million
visitors.

An aerial photograph of a beach and ocean, overlaid with a teal gradient. A long pier extends from the left side into the water. The beach is visible on the right, with many people walking along it. The ocean waves are breaking onto the shore.

7.4 Billion

Tourism has an annual
estimated economic impact
of \$7.4 billion for the local
economy.



4.1 Billion

Annually, visitors spend \$4.1 billion in direct spending on restaurants, attractions, activities, rental cars, and more.

An aerial photograph of a coastal city, likely Jacksonville, Florida, showing modern multi-story buildings, a swimming pool, and a sandy beach with people. The image is overlaid with a semi-transparent teal filter.

57,000

Tourism supports 57,000
jobs in Duval County.



540

Visitors save an estimated
\$540 in taxes for each Duval
County household.

An aerial photograph of a wide beach and city skyline, overlaid with a teal color filter. The beach is crowded with people, and waves are breaking on the left. The city skyline is visible in the background.

143

Every 143 visitors support
a new tourism job in
Jacksonville.



234

For every \$1 spent on
tourism marketing,
visitors return \$234.