

# Domestic Travel and Tourism Report

Jacksonville (City) <sup>(M)</sup> [show market](#)

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Time Period: Jan 2024 - Dec 2024 · Home Distance: 50+ Miles

Total Trips

↓ YoY -0.1%  
↓ PoP -0.1%

**9.6M**

vs. 9.6M prev. year (Jan '23 - Dec '23)  
vs. 9.6M prev. period (Jan '23 - Dec '23)

Avg. Monthly Visitors

↑ YoY +0.9%  
↑ PoP +0.9%

**642.7K**

vs. 637.0K prev. year (Jan '23 - Dec '23)  
vs. 637.0K prev. period (Jan '23 - Dec '23)

Visit Nights

↓ YoY -0.5%  
↓ PoP -0.5%

**13.9M**

vs. 14.0M prev. year (Jan '23 - Dec '23)  
vs. 14.0M prev. period (Jan '23 - Dec '23)

Total Visitor Spend



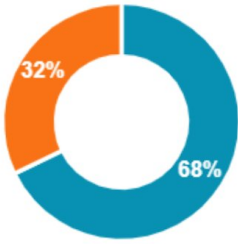
Unlock to view total spend for this time period

## Day vs Overnight Trips <sup>(i)</sup>

Trips

**3.1M**

Day Trips



**6.5M**

Overnight Trips

## Top 3 Categories Spend <sup>(i)</sup>



### Unlock Visitor Spend Insights

View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

[Learn More](#)

## Top Origins <sup>(i)</sup>

DMA All Trips

### 1st Orlando-Daytona Beach-Melbourne, FL

1.6M Trips ↑ YoY +3.2%

### 2nd Tampa-St. Petersburg (Sarasota), FL

706.9K Trips ↑ YoY +8.2%

### 3rd Tallahassee, FL-Thomasville, GA

547.3K Trips ↓ YoY -3.4%

## Overnight Trips <sup>(i)</sup>

1 night 54% (3.5M)

2-3 nights 32% (2.1M)

4-7 nights 11% (700.5K)

8-30 nights 3% (186.9K)

31-60 nights 0% (1.0K)

AVERAGE DURATION

**3.1**

days (6.5M trips)

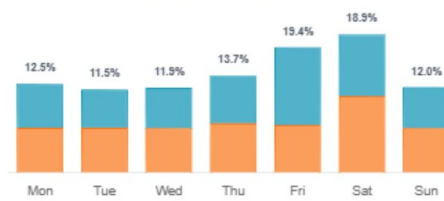
↓ YoY -0.1%  
↑ PoP +0.0%

## Day of Arrival <sup>(i)</sup>

All Trips

Each bar represents the percentage of trips that arrived on that day of the week.

Day Trips Overnight Trips

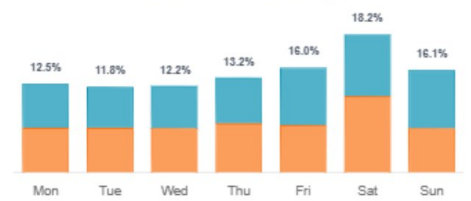


## Visitors Count <sup>(i)</sup>

All Trips

Each bar represents the average percentage of total visitors present on that day of the week.

Day Trips Overnight Trips



## Overnight Leakage <sup>(i)</sup>

Estimates lost overnight visitor traffic from day trips preceded or followed by overnight stays in other markets.

**1.4M**

NIGHTS LOST

↓ YoY -0.4%  
↑ PoP +0.0%

**8.8%**

LEAKAGE RATE

↓ YoY -8.7%  
↑ PoP +0.0%

## Spend Metrics <sup>(i)</sup>



### Unlock Visitor Spend Insights

View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

[Learn More](#)

## Top State Markets <sup>(i)</sup>

County All Trips

⚠ Top Markets is only available for Full Years or Last 12 Months. Showing 2024 instead.

### 1st Orange

57.5M Trips ↓ YoY -2.6%

### 2nd Miami-Dade

27.8M Trips ↑ YoY +3.8%

### 3rd Broward

19.4M Trips ↑ YoY +3.7%

[Unlock Visitor Spend to see Estimated Revenue Impact](#)

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## Trend Analysis <sup>i</sup>

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2023-04 – 2026-04



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## Visitor Origins <sup>1</sup>

Your top feeder markets by geography

DMA · Period: Last 12 Months · 50+ Miles · All

[Table](#) [Map](#)

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP	TREND
Orlando-Daytona Beach-Melbourne, FL	1,552,964	90,788	1,588,368	3.0 days	Locked	Locked	<a href="#">View</a>
Tampa-St. Petersburg (Sarasota), FL	706,874	50,931	1,132,348	3.1 days	Locked	Locked	<a href="#">View</a>
Jacksonville, FL	618,183	27,381	276,442	2.7 days	Locked	Locked	<a href="#">View</a>
Tallahassee, FL-Thomasville, GA	547,270	37,100	670,229	3.0 days	Locked	Locked	<a href="#">View</a>
Atlanta, GA	498,508	38,642	823,282	3.1 days	Locked	Locked	<a href="#">View</a>
Miami-Fort Lauderdale, FL	416,483	30,081	679,139	3.0 days	Locked	Locked	<a href="#">View</a>
Savannah, GA	396,355	29,828	418,533	2.7 days	Locked	Locked	<a href="#">View</a>
Gainesville, FL	350,559	21,863	349,360	3.1 days	Locked	Locked	<a href="#">View</a>
West Palm Beach-Ft. Pierce, FL	269,813	19,542	431,438	3.0 days	Locked	Locked	<a href="#">View</a>

Showing 1 to 9 of 100 results

[<](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [12](#) [>](#)

## Top Origin Trend Matrix <sup>1</sup>

Monthly rankings by trips showing market shifts and patterns

[CBSA](#)
[DMA](#)
[Zip Code](#)
[All](#)
[Day](#)
[Overnight](#)
[50+ Miles](#)
[150+ Miles](#)
[<](#)
[>](#)

RANK	NOV 25	DEC 25	JAN 26	FEB 26	MAR 26	APR 26
#1	Orlando-Daytona Beach-Melbourne, FL 136.8K	Orlando-Daytona Beach-Melbourne, FL 138.3K	Orlando-Daytona Beach-Melbourne, FL 132.9K	Orlando-Daytona Beach-Melbourne, FL 119.8K	Orlando-Daytona Beach-Melbourne, FL 134.0K	Orlando-Daytona Beach-Melbourne, FL 129.5K
#2	Tampa-St. Petersburg (Sarasota), FL 62.3K	Tampa-St. Petersburg (Sarasota), FL 65.2K	Tampa-St. Petersburg (Sarasota), FL 53.2K	Tampa-St. Petersburg (Sarasota), FL 50.6K	Tampa-St. Petersburg (Sarasota), FL 62.4K	Tampa-St. Petersburg (Sarasota), FL 53.3K
#3	Tallahassee, FL-Thomasville, GA 47.6K	Tallahassee, FL-Thomasville, GA 51.0K	Tallahassee, FL-Thomasville, GA 39.3K	Tallahassee, FL-Thomasville, GA 42.0K	Tallahassee, FL-Thomasville, GA 52.0K	Tallahassee, FL-Thomasville, GA 44.6K
#4	Atlanta, GA 40.4K	Miami-Fort Lauderdale, FL 46.3K	Atlanta, GA 31.4K	Atlanta, GA 31.9K	Miami-Fort Lauderdale, FL 36.6K	Atlanta, GA 40.6K
#5	Miami-Fort Lauderdale, FL 40.1K	Atlanta, GA 43.8K	Miami-Fort Lauderdale, FL 30.3K	Miami-Fort Lauderdale, FL 28.7K	Atlanta, GA 35.3K	Savannah, GA 35.7K

Legend: ↑ Rank improved • ↓ Rank declined • ↗ Upward trend (10%+ increase, same rank) • ↘ Downward trend (10%+ decrease, same rank) • NEW First time in top 10

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## Category Analysis <sup>i</sup>

View trips, visits, or spend breakdown by category with year-over-year comparison

[Table](#) [Chart](#)

Trips · Trip Type: All · Distance: 50+ miles · Last 12 Months (May '25 - Apr '26)

CATEGORY <sup>↑↓</sup>	TRIPS <sup>↑↓</sup>	% OF TOTAL <sup>↑↓</sup>	YOY CHANGE <sup>↑↓</sup>	TREND
Retail <sup>i</sup>	3,456,495	24.2%	+1.8% <span>↑</span>	<a href="#">View</a>
Restaurants <sup>i</sup>	3,376,572	23.6%	+0.0% <span>↑</span>	<a href="#">View</a>
Hotels <sup>i</sup>	2,917,662	20.4%	+0.6% <span>↑</span>	<a href="#">View</a>
Groceries and Food Stores <sup>i</sup>	1,538,289	10.8%	+4.5% <span>↑</span>	<a href="#">View</a>
Automotive Sales, Rentals and Services <sup>i</sup>	964,830	6.8%	+0.2% <span>↑</span>	<a href="#">View</a>
Recreation & Entertainment <sup>i</sup>	863,871	6.0%	+6.6% <span>↑</span>	<a href="#">View</a>
Health, Beauty and Wellness <sup>i</sup>	784,106	5.5%	+1.9% <span>↑</span>	<a href="#">View</a>
Others <sup>i</sup>	387,831	2.7%	+8.3% <span>↑</span>	<a href="#">View</a>

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Time Period: Last 12 Months · Home Distance: 50+ Miles

## Visitor Distribution <sup>i</sup>

Breakdown of monthly visitors by type

[Monthly Visitors](#) [Visit Nights](#)

Total Avg. Monthly Visitors  
Average monthly visitors (day + overnight) to your market.

**666.6K**

Overnight visitors who stayed in your market. ✓

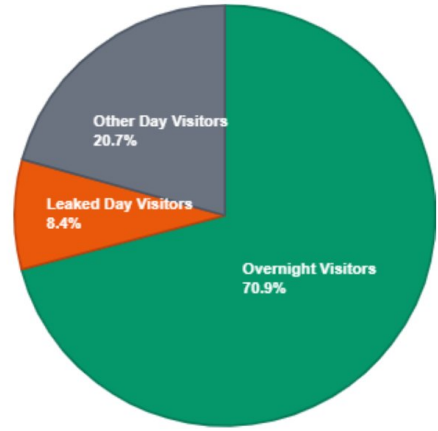
**472.5K (70.9%)**

Day visitors who stayed overnight in other markets. ⚠

**56.2K (8.4%)**

Day visitors who didn't stay overnight anywhere. 🕒

**138.0K (20.7%)**



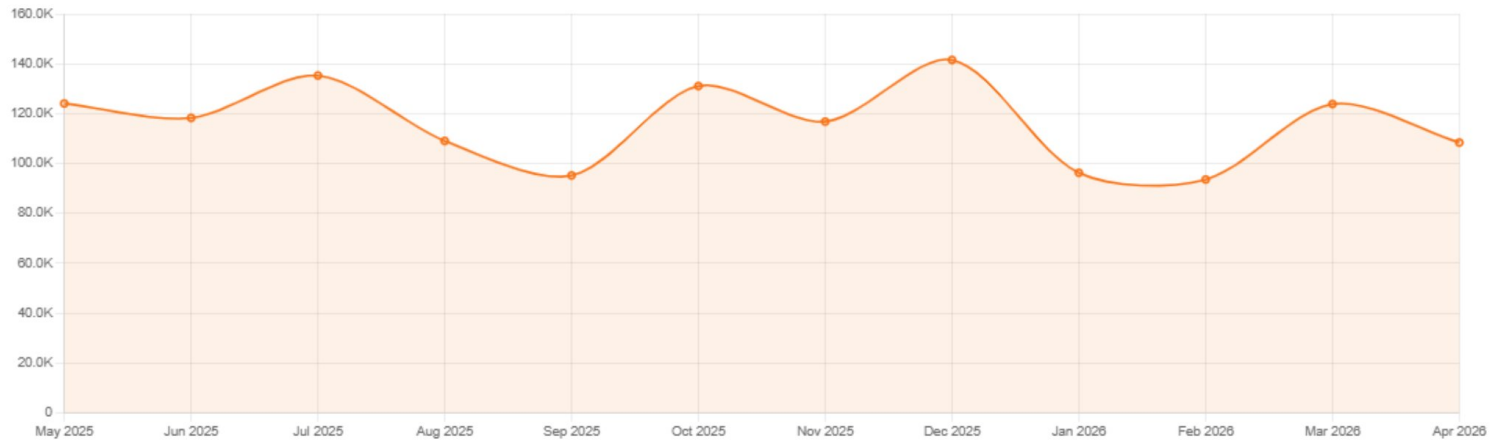
## [\\$](#) Estimated Revenue Impact <sup>i</sup>

Unlock Visitor Spend to see Estimated Revenue Impact

## Leakage Trend Over Time <sup>i</sup>

Track seasonal patterns and conversion impact

[Nights Lost](#) [Leakage Rate](#)



# Domestic Travel and Tourism Report

Jacksonville (City) [\(📍 show market\)](#)

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## Top Leakage Destinations <sup>📌</sup>

Table

Where are your leaked visitors staying?

Last 12 Months · 50+ Miles · Leakage Nights · Max Distance: 200 Miles

RANK	DESTINATION CITY	STATE	LEAKAGE NIGHTS	YOY <sup>📌</sup>	% OF TOTAL
1	Jacksonville Beach	FL	151.6K	↑ 7.5%	19.8%
2	Orange Park	FL	46.9K	↓ 11.5%	6.1%
3	Fruit Cove	FL	43.2K	↑ 14.4%	5.6%
4	World Golf Village	FL	38.3K	↑ 9.7%	5.0%
5	Oakleaf Plantation	FL	33.2K	↑ 9.2%	4.3%
6	Palm Valley	FL	31.4K	↑ 1.6%	4.1%
7	St. Augustine	FL	30.3K	↑ 28.6%	3.9%
8	Fernandina Beach	FL	28.9K	↓ 5.9%	3.8%
9	Atlantic Beach	FL	25.3K	↓ 14.1%	3.3%
10	Nocatee	FL	18.6K	↑ 9.0%	2.4%

Showing 1 to 10 of 50 destinations

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Last 12 Months · Trip Type: All · Market Type: Cities · Sort By: Trips

## Top 10 Cities in Florida <sup>📌</sup>

Last 12 Months rankings by selected metric

Time Period: Last 12 Months | Sort By: Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG DAYS
1	Orlando	28.3M YoY +10.6%	2.1M YoY +17.8%	31.6M YoY +11.0%	3.0 YoY +2.0%
2	Bay Lake	24.8M YoY +1.4%	1.6M YoY +10.0%	24.7M YoY +2.0%	3.6 YoY -0.4%
3	Tampa	10.5M YoY +3.4%	820.4K YoY +11.7%	11.6M YoY +2.1%	2.9 YoY -1.8%
#4	Jacksonville	9.7M YoY +1.1%	701.1K YoY +8.0%	13.9M YoY +0.3%	3.1 YoY +0.1%
#5	Miami	9.4M YoY +11.1%	736.5K YoY +20.3%	10.4M YoY +5.9%	2.7 YoY -1.9%
#6	Four Corners	7.4M YoY +5.1%	527.5K YoY +12.5%	16.9M YoY +4.5%	3.7 YoY +0.0%
#7	Panama City Beach	6.6M YoY -0.3%	517.4K YoY +6.2%	18.7M YoY -0.1%	4.2 YoY +0.2%
#8	Lake Buena Vista	5.5M YoY +4.1%	408.7K YoY +12.0%	7.7M YoY +3.3%	3.0 YoY -0.0%
#9	Fort Lauderdale	5.5M YoY +5.9%	426.5K YoY +15.3%	8.5M YoY +4.6%	3.0 YoY -1.5%
#10	Miami Springs	5.3M YoY +1.5%	441.6K YoY +9.7%	3.2M YoY -2.1%	2.1 YoY +0.0%

## Historical Trend Comparison <sup>📌</sup>

Multi-year trends for top 10 destinations

Show Metric: Trips | Display Value

