

Domestic Travel and Tourism Report

Jacksonville (City) ^(M) [show market](#)

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Time Period: Jan 2023 - Dec 2023 · Home Distance: 50+ Miles

Total Trips ↑ YoY +2.6%
↑ PoP +2.6%

9.6M

vs. 9.3M prev. year (Jan '22 - Dec '22)
vs. 9.3M prev. period (Jan '22 - Dec '22)

Avg. Monthly Visitors ↑ YoY +3.1%
↑ PoP +3.1%

637.0K

vs. 617.5K prev. year (Jan '22 - Dec '22)
vs. 617.5K prev. period (Jan '22 - Dec '22)

Visit Nights ↑ YoY +1.6%
↑ PoP +1.6%

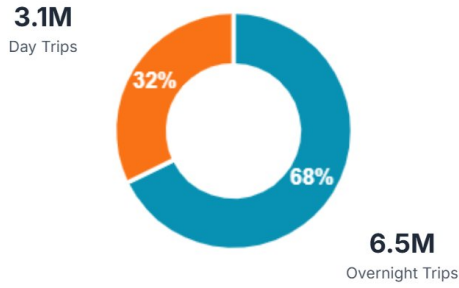
14.0M

vs. 13.8M prev. year (Jan '22 - Dec '22)
vs. 13.8M prev. period (Jan '22 - Dec '22)

Total Visitor Spend

Unlock to view total spend for this time period

Day vs Overnight Trips ⁽ⁱ⁾



Top 3 Categories Spend ⁽ⁱ⁾

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.

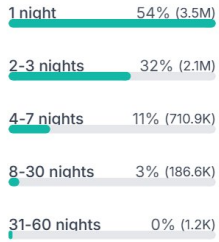
[Learn More](#)

Top Origins ⁽ⁱ⁾

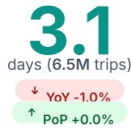
DMA All Trips

1st Orlando-Daytona Beach-Melbourne, FL	1.5M Trips	↑ YoY +4.0%
2nd Tampa-St. Petersburg (Sarasota), FL	653.5K Trips	↑ YoY +1.2%
3rd Tallahassee, FL-Thomasville, GA	566.7K Trips	↓ YoY -0.8%

Overnight Trips ⁽ⁱ⁾

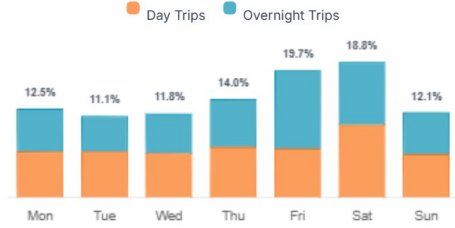


AVERAGE DURATION



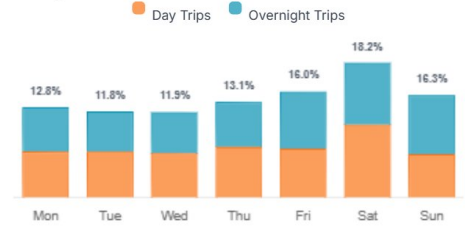
Day of Arrival ⁽ⁱ⁾

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



Visitors Count ⁽ⁱ⁾

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



Overnight Leakage ⁽ⁱ⁾

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



Spend Metrics ⁽ⁱ⁾

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 ⁽ⁱ⁾

County All Trips

⚠ Top Markets is only available for Full Years or Last 12 Months. Showing 2023 instead.

1st Orange	59.1M Trips	↓ YoY -5.0%
2nd Miami-Dade	26.7M Trips	↑ YoY +4.0%
3rd Broward	18.7M Trips	↑ YoY +1.4%

Unlock Visitor Spend to see Estimated Revenue Impact

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Trend Analysis ¹

Visualize metrics over time with flexible intervals

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



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Visitor Origins ¹

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	View
Tampa-St. Petersburg (Sarasota), FL	706,874	50,931	1,132,348	3.1 days	Locked	Locked	View
Jacksonville, FL	618,183	27,381	276,442	2.7 days	Locked	Locked	View
Tallahassee, FL-Thomasville, GA	547,270	37,100	670,229	3.0 days	Locked	Locked	View
Atlanta, GA	498,508	38,642	823,282	3.1 days	Locked	Locked	View
Miami-Fort Lauderdale, FL	416,483	30,081	679,139	3.0 days	Locked	Locked	View
Savannah, GA	396,355	29,828	418,533	2.7 days	Locked	Locked	View
Gainesville, FL	350,559	21,863	349,360	3.1 days	Locked	Locked	View
West Palm Beach-Ft. Pierce, FL	269,813	19,542	431,438	3.0 days	Locked	Locked	View

Showing 1 to 9 of 100 results

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

Top Origin Trend Matrix ¹

Monthly rankings by trips showing market shifts and patterns

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 ⁱ

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

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


Visitor Distribution ⁱ

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. 

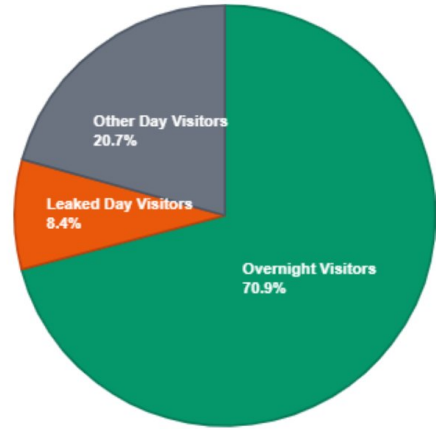
472.5K (70.9%)

Day visitors who stayed overnight in other markets. 

56.2K (8.4%)

Day visitors who didn't stay overnight anywhere. 

138.0K (20.7%)



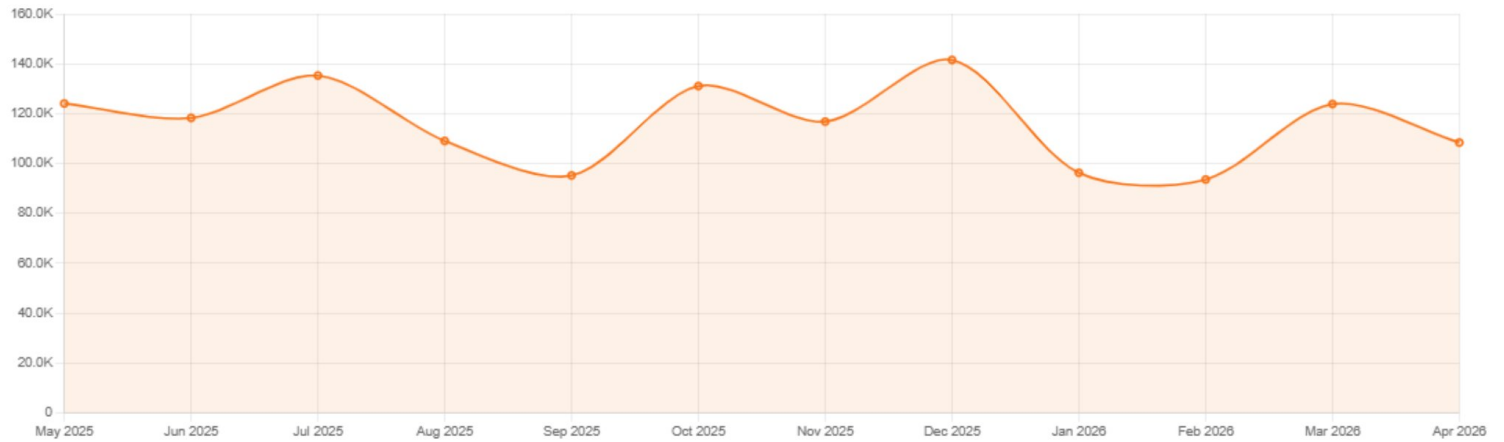
Estimated Revenue Impact ⁱ

Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time ⁱ

Track seasonal patterns and conversion impact

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



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Top Leakage Destinations [📌]

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 [📌]	% 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 [📌]

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 [📌]

Multi-year trends for top 10 destinations

Show Metric: Trips | Display Value

