Tourism Ambassador Program

Certification by Visit Jacksonville



and the Beaches



Economic Impact





TRIVIA QUESTION

How many visitors came to Jacksonville in 2022?



More than 23 Million



Economic Impact of Tourism in Jacksonville

3.8 Billion

The total economic impact of tourism annually in Duval County is \$3.8 billion, this covers everything from hotel stays, to attraction tickets, to rental car fees, employee trickledown



How is Visit Jacksonville funded?

- All our funding comes from bed tax paid by overnight hotel guests.
- The City's Tourist Development Council receives 2% of the 6% charged on overnight room stays.
- That 2% funds tourism initiatives, including Visit Jacksonville, and promotion of our City. Visit Jacksonville's budget is 70% of the 2%.



Chair: Council President Terrence Freeman Vice Chair: Council Vice President Ron Salem

Members:

City Council Member Aaron Bowman Dennis Chan, Blue Bamboo Joe Hindsley, Hyatt Regency Jacksonville Riverfront Jitan Kuverji, Comforts Suites Baymeadows Angela Phillips, Embassy Suites Baymeadows Dennis Thompson, Adventure Kayak Florida Mark VanLoh, JAA

Executive Director: Carol Brock





Who is Visit Jacksonville?





Jacksänville

Who is Visit Jacksonville?

- Destination Marketing Organization
- Official Tourism Office for the City
- Mission: To create and globally market, sell and promote an exceptional visitor experience resulting in greater community prosperity, pride and vitality.



What does Visit Jacksonville do for you?

Showcase the city as a destination for visitors, be it family, friends or business associates

Provide information about all there is to see and do in Jax, including special events

With no cost to you.



Be a go-to resource for meeting and conference planning in Jax

Help plan meetings or conferences in Jax#bringithomejax

Convention Sales Team

- Sell and promote Jacksonville as a destination
 - Conventions, meetings, reunions and events
- Focus on target markets
 - Corporate, Association, Military, Fraternal, Religious and Sports
- Host site tours for clients to showcase the hotels, venues & city assets
- Travel to other cities to educate meeting and event planners on Jacksonville



Destination Experience

- Staff and operate (5) Visitor Centers
 - Downtown, JIA, Beaches, VISIT FLORIDA, & Seymour Jax
- Connect visitors with the local #onlyinjax community
 - Referrals, itineraries, recommendations
- LiveChat
- Visitor Passport
- Work with meeting & event planners to connect them with local resources
 - Venues, Restaurants, Local Speakers, Businesses & Vendors

Marketing

- Market Jacksonville as a premier tourism destination
- Manage Visit Jacksonville's marketing channels
 - Website, social media accounts, promotion initiatives, PR, advertising and communication efforts
- Manage the Jax Ale Trail initiative 25 breweries & counting!
- Pitch and place Jacksonville stories with media outlets world-wide
- Host writers and influencers throughout the year
- Assist with marketing efforts for events

Things To Do in Jacksonville

and the Beaches

- At 840 square miles, Jacksonville is the largest city in the continental United States.
- We get 270 average days of sunshine per year.
- Jacksonville has 1,100 miles of shoreline with 22 miles of beaches more shoreline than any other Florida city.
- The St. Johns River is one of the few northward-flowing rivers in the world and the longest north flowing river in the U.S.
- Jacksonville was named for General Andrew Jackson, the first military governor of Florida who, incidentally, never visited Jacksonville.

Public Art



There are more than 150 public art displays throughout the Jacksonville area.

Many neighborhoods have selfguided art tour maps available at visitjacksonville.com including:

- Downtown
- Jacksonville Beach
- Murray Hill
- Riverside
- San Marco
- SpringfieldDowntown









Museums









Jacksonville is home to many museums, including:

- Beaches Museum
- Cummer Museum of Art & Gardens
- Mandarin Museum
- Museum of Contemporary Art (MOCA)
- Museum of Science & History (MOSH)
- Ritz Theater & Museum

Bryan-Gooding Planetarium

The Bryan-Gooding Planetarium at the Museum of Science & History (MOSH) is one of the largest single-lens planetariums in the United States, uses cutting edge technology to bring the night skies to life and entertain visitors of all ages.

Programs are immersive productions about deep space exploration, our dynamic planet and the human experience connecting it all.

Daily live presentations are led by knowledgeable planetarium educators piloting MOSH's digital projection system.







Farmers and Makers Markets

- Jacksonville Farmers Market: The largest farmers market is one mile from Downtown and open daily, from dusk to dawn. As the oldest operating farmers market in Florida, since 1938, the open-air market features some of the best vendors in the area.
- **Riverside Arts Market**: Also known as RAM, this is a local favorite. Find everything from fresh produce and baked goods to local art. The market takes place under the Fuller Warren Bridge in Riverside every Saturday.
- **904 Pop Up**: Jacksonville's largest curated pop up featuring over 200 creatives and 15 food trucks takes place monthly at Seawalk Pavilion in Jacksonville Beach.
- Area Art Walks throughout the month









Jacksonville Symphony



- Founded in 1949, the Symphony now enjoys a national reputation.
- The Symphony's performance home, Robert E. Jacoby Symphony Hall, is an acoustic gem and offers an intimate and acoustically superior concert experience.
- Each year thousands enjoy the Symphony's performances both at Jacoby Symphony Hall in the Jacksonville Performing Arts Center and at venues throughout the state of Florida.



Jacksonville Neighborhoods

visit Tacksänville and the Beaches

- Beyond the Downtown skyline, you'll find the heart of Jacksonville lies within its diverse neighborhoods.
- Quaint riverfront streets lined with boutiques, fun shopping and dining districts, live music venues, sidewalk cafes and sleepy surfer towns.



San Marco



- Historic neighborhood minutes from Downtown
- Southbank of the St. Johns River
- San Marco Square offers unique dining, shopping and entertainment









Riverside Avondale



- One of our most popular nightlife and dining districts
- Five Points, King Street, & St. Johns Avenue are known for restaurants and nightlife
- Filled with beautiful historic homes from the early 1900s, both neighborhoods are listed as National **Register Historic Districts**





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Springfield



- Historic area north of Downtown
- Filled with restored mansions and bungalows
- Hip restaurants and breweries, murals and some of the city's oldest parks.





Atlantic Beach & Neptune Beach



- Beaches Town Center a hip and trendy area within feet of the Atlantic Ocean featuring some of Jacksonville's best restaurants and bars.
- Hanna Park beachfront city park beach access, hiking trails, camping, mountain biking and more











Pe



Jacksonville Beach

- Family-friendly beach vacation spot
- Outdoor activities with a variety of hotels for all budgets
- Newly reopened Jacksonville Beach Pier





















visit Jacksönville and the Beaches

Southside

- Southside area offers shopping, riverfront outdoor activities and historical sites
- St. Johns Town Center a 1.1 million-square-foot, openair lifestyle center offering retail, residential, hotel, and dining choices for Jacksonville shoppers



ITALIAN-INSPIRED KITCHEN











TUNS

Watersports



Jacksonville is home to:

- 22 miles of beaches
- 1,110 miles of interior shorelines
- 40 miles of the Intracoastal Waterway
- 50 public boat ramps
- The longest stretch of the St. Johns River in Florida!









Fishing, surfing, SUP, kayaking, SCUBA, skiing, swimming, boogie boarding, windsurfing, kite surfing, jet skiing, boating, floating...you name it we've got it.

Fishing



- Jacksonville boasts some of the best fishing in the southeast with more than 60 species of fish in the waters.
- Where to fish? St. Johns River, Intracoastal Waterway and Atlantic Ocean.







Annual Trip-Worthy Events



- TaxSlayer Gator Bowl
- 26.2 with Donna
- Greater Kingfish Tournament
- Jacksonville Jazz Festival
- Fourth of July Fireworks
- Gate River Run
- Georgia vs. Florida Football Classic
- Great Atlantic Seafood Festival

- Sea & Sky Spectacular
- Springing the Blues Festival
- THE PLAYERS Championship
- Veterans Day Parade
- Jacksonville Light Boat Parade
- New Year's Eve Celebration
- World of Nations
- Kids Free November





Jacksonville boasts the largest urban park system in the nation at 80,000 acres, including 7 State Parks, 2 National Parks, and more than 400 City Parks plus dozens of unique gardens and an arboretum.

Our parks take you from peaceful riverfront views, to kayaking the marshes and wetlands, biking miles of nature trails, paddleboarding in freshwaters lagoons, surfing the best waves in the region, fishing all year-round, and connecting to the local wildlife. These parks allow everyone to get into nature no matter what neighborhood.

Fun Fact: You could fit almost 95 Central Parks in our parklands.

Parks



- Fort Caroline National Park
- Timucuan Ecological & Historic Preserve
- Kingsley Plantation
- Talbot Islands State Parks
- Hanna Park
- •7 Creeks Recreation Area
- Jacksonville Arboretum
- Memorial Park
- Castaway Island Preserve



Jacksonville Zoo & Gardens



Escape to the Jacksonville Zoo and Gardens for the only walking safari in Northeast Florida. Discover the earth's wildlife through interactive and educational experiences.

With recent updates to Land of the Tiger and African Forest, the Jacksonville Zoo and Gardens is quickly becoming a world-class establishment. Whether you are a visitor to Florida's First Coast or a lifetime resident, we invite you to experience the Jacksonville Zoo and Gardens through interactions with people, wildlife, and the environment.







Golf



Jacksonville and its surrounding areas boast world-class golf courses for every level of play in beautiful ocean-side and riverfront settings.





Professional Sports



Don't miss the excitement of professional sports in Jacksonville with:

- Jaguars NFL football
- Jumbo Shrimp baseball
- Icemen hockey
- Sharks Arena League football
- Giants basketball
- Axemen rugby

Jacksonville also hosts highprofile annual college football games - the TaxSlayer Bowl and the Florida-Georgia game. The area is home to The PLAYERS Championship golf tournament.







Local Cuisine



- Dining options range from upscale bistros to down-home fish camps, all infused with eclectic Southern charm.
- 14 chefs from Jacksonville on America's Best Chefs List.
- Pick from endless cuisines at any one of our 100+ licensed food trucks.
- Drink your trail off on the Jax Ale Trail at 25 local craft breweries and counting.
- Commercial shrimping has played a vital role in shaping life in Jacksonville's historic Mayport Village for over 150 years.

The Visit Jacksonville website provides search options by cuisine, neighborhood and other specific search terms.


St. Johns River Ferry



Conveniently connects Mayport Village and Fort George Island

The St. Johns River Ferry is a car and passenger ferry that connects the north and south ends of Florida State Road A1A in Duval County, linking Mayport Village and Ft. George Island via a pleasant sail across the St. Johns River. The 0.9-mile voyage crosses the St. Johns River 2.5 miles inland of the river's mouth. The trip takes roughly 5 minutes and departs every half hour.





History



Abundant natural resources, beautiful weather, and river and ocean access have attracted settlers to Northeast Florida for thousands of years. The area has evolved from an early European settlement, to today's thriving metropolis. As a melting pot of cultures and races since 1564, Jacksonville is proud of its vast heritage and eager to welcome new visitors to discover it!

Many of our parks, museums, and other attractions educate and celebrate our rich history.

In the early years of the 20th century, Jacksonville earned the title of **"Winter Film Capital of the World."** The warm climate, striking natural surroundings, diversity of architecture, inexpensive labor and easy rail access attracted more than 30 movie studios. Jacksonville's first silent film studio opened in 1908, followed by more than 30 others over the course of the next decade, including Metro Pictures – later to become Hollywood giant, MGM.





The **Great Fire of 1901** was a massive fire that occurred in Jacksonville on May 3, 1901. One of the worst disasters in Florida history and the third largest urban fire in the U.S., next to the Great Chicago Fire, it wiped out 146 city blocks and 2,368 buildings while leaving nearly 10,000 people homeless and destroyed the majority of Downtown (miraculously, only seven persons died). This momentous event triggered an unprecedented rebuilding effort that laid the foundation for modern Jacksonville. From the Civil War Union Army occupation, to present military operations at NAS Jax and Mayport, to the many residents who have sacrificed to protect our freedoms, our city's history is tightly woven with the U.S. military. Employing 30,000+ active-duty and 20,000 civilians, the military is the largest employer in Duval county. Attractions throughout Jacksonville honor the history of our city, country, and those who serve.



Black History



James Weldon Johnson

Often referred to as "The Black National Anthem," *Lift Every Voice and Sing* was a hymn written as a poem by NAACP leader James Weldon Johnson in 1900. His brother, John Rosamond Johnson (1873-1954), composed the music for the lyrics at their LaVilla home at the turn of the 20th century. The first and oldest public park in Jacksonville is named in his honor, James Weldon Johnson Park.



Kingsley Plantation

At this National Park, the history of freedom and enslavement takes on a different perspective. The lives of Zephaniah Kingsley and his wife Anna, herself a former slave, illustrate this unique part of Florida's history. Historic structures include the remains of 25 tabby slave cabins, and the planter's house, which is the oldest standing plantation era house in Florida.



Clara & Eartha White

The Clara White Mission was formally founded in 1904, but White began feeding hungry people in her Clay Street neighborhood in the 1880s. Between 1900 and 1950, Dr. Eartha M. M. White, a nationally recognized humanitarian who was Clara's daughter, turned the soup kitchen into an effective social agency. The Clara White Museum serves as a memorial to Clara White and her daughter Dr. Eartha White, showcasing the lives and careers of these two pioneer women and their impact on Jacksonville's community.



Ritz Theatre & Museum

The Ritz Theatre and Museum was constructed in 1999 on the site of the 1929 Ritz Theater movie house in Jacksonville's historic African American community of La Villa. During La Villa's height of activity in the 1920s-1960s, it was known as the "Harlem of the South."



Birthplace of Southern Rock Music



Two of southern rock's architects were formed in Jacksonville: Lynyrd Skynyrd and The Allman Brothers Band. There are historical markers on the Westside and in Riverside where each band was founded.

These two groups paved the way for other southern rock bands with ties to Jacksonville: Molly Hatchet, .38 Special, Blackfoot, and the Tedeschi Trucks Band.





Resources to Stay Current & Spread the Word







Social Media

@VisitJacksonville





@visit_jax



@visit_jax



Hashtags **#OnlyInJax** #MeetInJax



Visit Jacksonville



42

Social Media

1

Book a Unique





102 views - 2 months and

50 views - 3 months add

VisitJacksonville.com







Relax on Stretches of Stunning Beaches

JAX. It's easier here.

EXPLORE JACKSONVILLE

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Things to Do > Events > Neighborhoods > Food & Drink > Where to Stay Plan Your Trip > Meetings & Events >

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GROUP SPORTS | MEDIA | WHO WE ARE | BLOG

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Welcome to JAX

Visit Jax! Destination App



Download the app now

Explore Jacksonville's attractions, activities & tours at visitjacksonville.com or in the Visit Jax! App.



Only In Jax Facts Email



- Subscribe to OIJF, our bi-weekly email
- Delivered every other Tuesday





SPRING IN JAX

Spring season bio

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Spring is just around the corner! From fun outdoor activities to abundant festivals and events, there are tons of exciting things to do all season long.

Here's our list of the top 5 things to do in Jax during the Spring season:

The 16th Annual DONNA Marathon Weekend is set for February 3-5, 2023. This year's theme: Destination DONNA, celebrates the DONNA Marathon Weekend as a beautiful destination race inviting both locals and visitors to the City of Jacksonville and the Beaches to celebrate breast cancer survivorship and the vision of a future without breast cancer.

STAFF PICKS

Staff Picks about the in the











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DID YOU KNOW...?



Jacksonville is proud to be a dog-friendly city! Visit Jacksonville has put together a dog-friendly travel quide which comes complete with dog-friendly restaurants, beaches, parks, and other places your four-legged companion can travel with you.

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FLEAP – Front Line Employees Attraction Program





Visit Jacksonville Front-Line Employees' Attraction Program Employee Guest Letter

This will introduce.

, an employee of the undersigned property.

Conditions

THE EMPLOYEE UNDERSTANDS THIS PRIVILEGE WILL BE EXTENDED TO THE EMPLOYEE AND UP TO ONE (1) GUEST (2 total). This letter is NOT valid for more than 60 days after the date shown below. Not all member attractions honor this letter during holiday and special events. EMPLOYEE MUST BE PRESENT.

The letter covers #_____ guests. (Maximum of 2, including employee)

Procedure

This letter is to be signed by the employee at the time of issuance. The letter is to be initialed by the ticket taker and returned to the employee for use at other attractions. Identification of all employees using this letter must be verified at time of visit.

Date

Signature of HR Manager

Issuing Business

Employee's signature at time of issuance

Visit Jacksonville attraction partners are listed below:

Available to ALL Front Line Employees, at no cost!

Participating Partners		
Attraction Initial	Attraction	Telephone
	ARUNGTON	
	Jacksonville Arboretum and Botanical Gardens An arboretum is a place where trees and other plants are grown and studied. Come out and enjoy nature at the Ja Arboretum and Botanical Cardens, Free admission for 1 front-line employee and a guest.	904-318-4342 acksonville
	BEACHES/ATLANTIC BEACH	
	Adventure Kayak Florida Experierice bilding, kayakhig or canceling at Hanna Park with Adventure Kayak Horida. Choose from a complimenta T-hour kayak or cance rental (single seat or double seat) or a 2-hour beach cruiter or mountain bike rental.	904-246-7221 Try
	Adventure Landing Pick litree attraction Quest Pass. Good for one round per person (max 2 persons) 18 holes of mini golt, one round of laser tag, one go kart ride. "Offer is good at both locations (Beach and St. Augustine).	904-246-4386
	Alhambra Theatre & Dining Dinner & a show for a maximum of two (2) guesis for 335 (restrictions apply) each. Advance reservation required.	904-641-1212
	Beach Life Rentals, Inc. Experience the Beach Life, your way! Choose a blke ride around our beautitul beaches, a kayak on the ocean or Intracoastal waterway, a paddle board rental or a relaxing day under an umbrelia in a beach chair on the sand. Reservations are recommended. Not valid on holdays or festivals.	904-584-7368
	Jacksonville Beach Pier Enjoy a walk out on our 1/4 mile pler (half mile both ways). Redeem your pass at our Beach Lite Rentals storetront at 13 Jacksonville Beach FL 32250.	904-584-7368 # 102 6th Ave N unit
	DOWNTOWN/SAN MARCO	and the second second
	AdLib Luxury Tours & Transportation, Inc Ranked #1 In Jax, Downlown walking four with secret humnels. Adlib tours are mostly privately scheduled, but there are public Downlown Walking Tours on Tuesdays and public Pub Walks on Friday evenings that front-line employees cdn join.	904-599-0019
	FSCJ Artist Series Save up to 10% on FSCJ Artist Series show tickets when you use Pramo Code: VISITJAX (Discount on select shows and performances, call for more details)	904-632-5050
	Jacksonville Farmers Market Free guided tour of Jacksonville Farmers Market. Florida's most attended and oldest public farmers market. Open every day of the year except for thanksgiving and Christmas. Monday-Saturday Tam - Spm, Sunday Tam - Apm.	904-354-2821 Greg Tison
	The Jacksonville Jaguars Discounted Jacksonville Jaguars game tickets - single game pricing and season memberships. Contact Justin Hill 904-633-6549 or hill@ntlJaguars.com.	904-633-6549

Visitors Centers

visit Jacksönville

- Talk to our team of experts!
- Stop by Seymour Jax at events
- Pick up brochures, post cards, buttons and more!







BRING IT BRI

Associations Corporations Social Interest Groups Festivals Industry Trade Groups Government Agencies Hobby Groups Sporting Events

Connect us with your organization and we'll handle the rest!



and the Beaches

Why Jacksonville?



Hosting here creates a positive impact on our local economy.



Jax is the most affordable meeting city in the state of Florida.



Jax can accommodate tight schedules and budgets.



Jax is a mid-size destination with all the perks of a big city, which means more individualized attention for planners and groups.

Call to Action!

- Practice your elevator speech
- Think about why you love living here and what you would suggest
- Be a visitor in your own backyard
- Refer visitors to our visitor centers for assistance
- Follow us on social media/regularly check visitjacksonville.com
- Bring your conferences here!





Questions? Quiz Time!





Resources for Tourism Ambassadors: visitjacksonville.com/tap-toolkit



