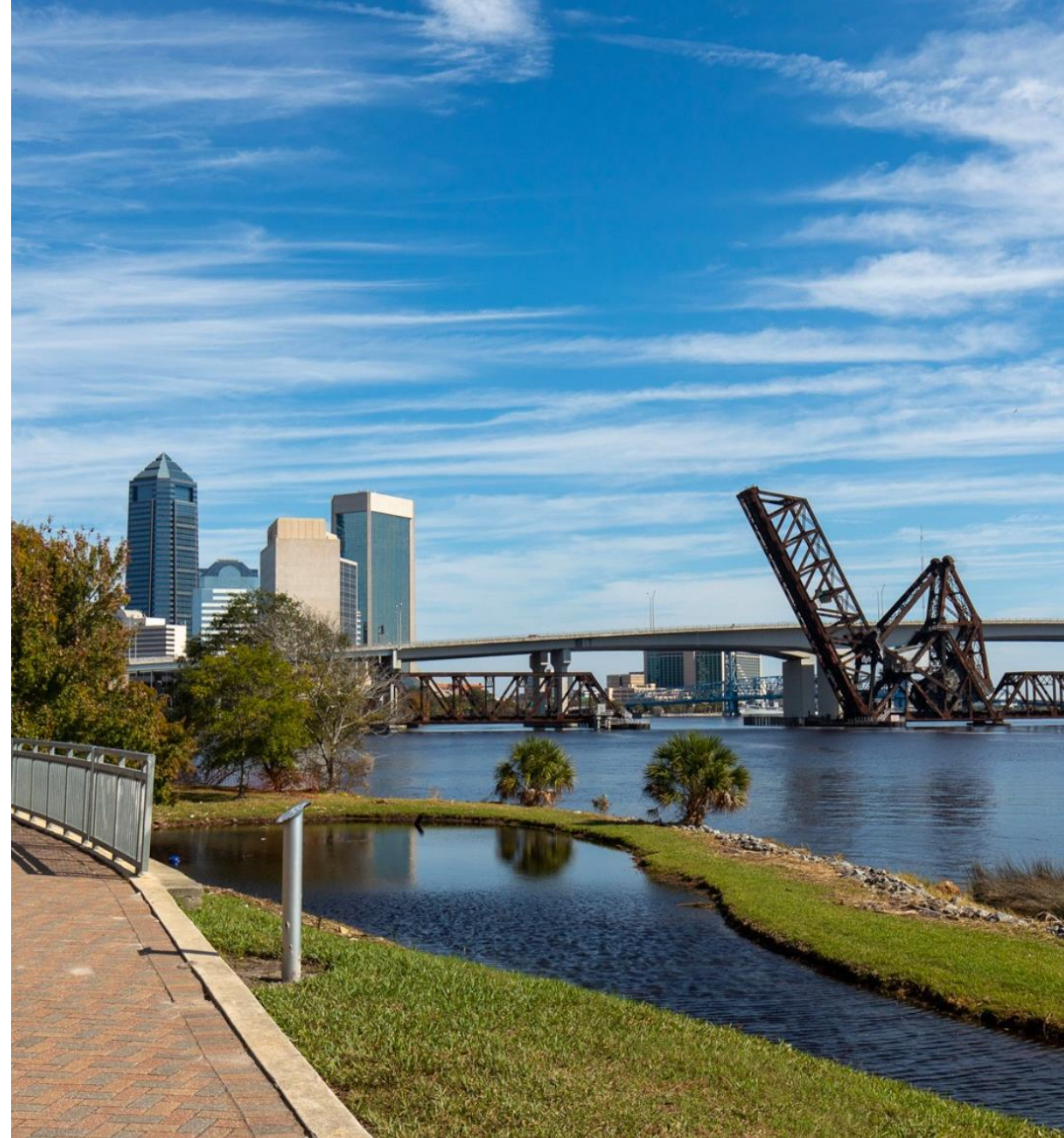


Visit Jacksonville

FY2024 Economic Impact and Visitor Tracking Report

October 2023 – September 2024



Study Objectives: Visitor Journey



- Planning cycle
- Booking cycle
- Planning sources
- Reasons for visiting
- Other places considered
- Exposure to destination advertising

- Visitor origin
- Party size
- Party composition
- Demographics
- Number of visits to the area

- Mode of transportation
- Accommodations
- Length of stay
- Booking
- Activities in & near destination
- Visitor spending

- Satisfaction with the Jacksonville area
- Evaluation of destination attributes
- Likelihood of returning
- Painting a picture for others

- Number of visitors
- Expenditures
- Room nights generated
- Occupancy, ADR, RevPAR

Annual Snapshot

FY2024

- Jacksonville saw **8.2m** visitors and **\$4.1b** in visitor spending in FY2024
- Nearly half (**45%**) of Jacksonville’s visitors stay in paid accommodations
- Nearly a quarter (**24%**) of visitors recall seeing advertising for the Jacksonville area prior to their trip
- Jacksonville’s **top markets** are the surrounding area, the Orlando area, New York, Atlanta, and the Tampa area
- **Over half** of Jacksonville’s visitors come to the area to visit friends and relatives



8,152,400

TOTAL VISITORS



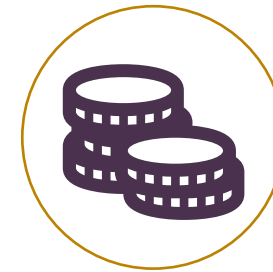
4,999,700

ROOM NIGHTS



\$4,099,754,600

DIRECT SPENDING



\$31,526,498

TOURIST DEVELOPMENT TAX¹

¹May reflect a one-month delay of actual visitor stays.

Annual Snapshot: Metrics

FY2024



66.7%

Occupancy
Rate



\$130.34

Average Daily
Rate

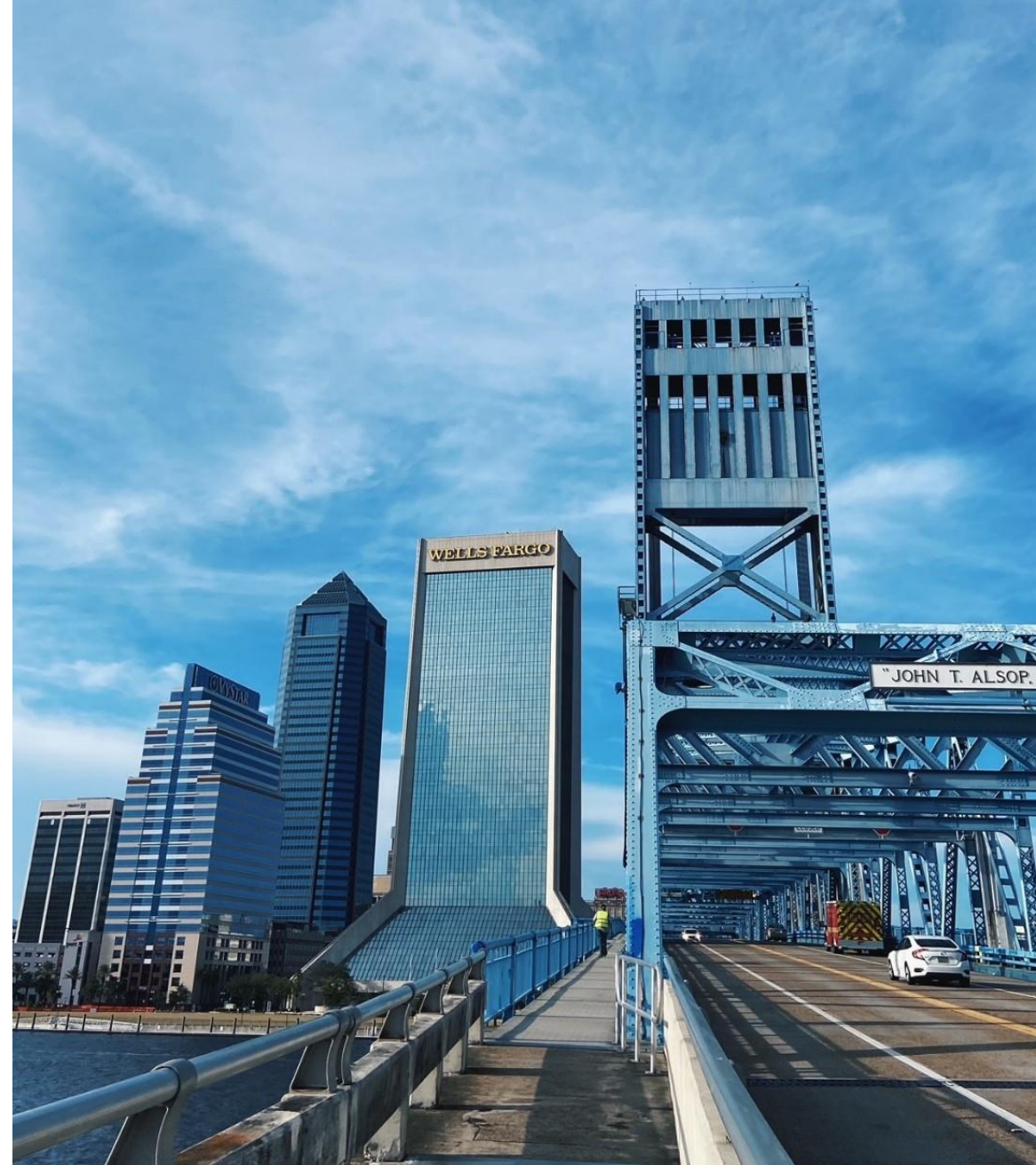


\$86.91

RevPAR

Sources: Smith Travel Research, Florida Department of Business and Professional Regulation, and AlltheRooms.

Detailed Findings

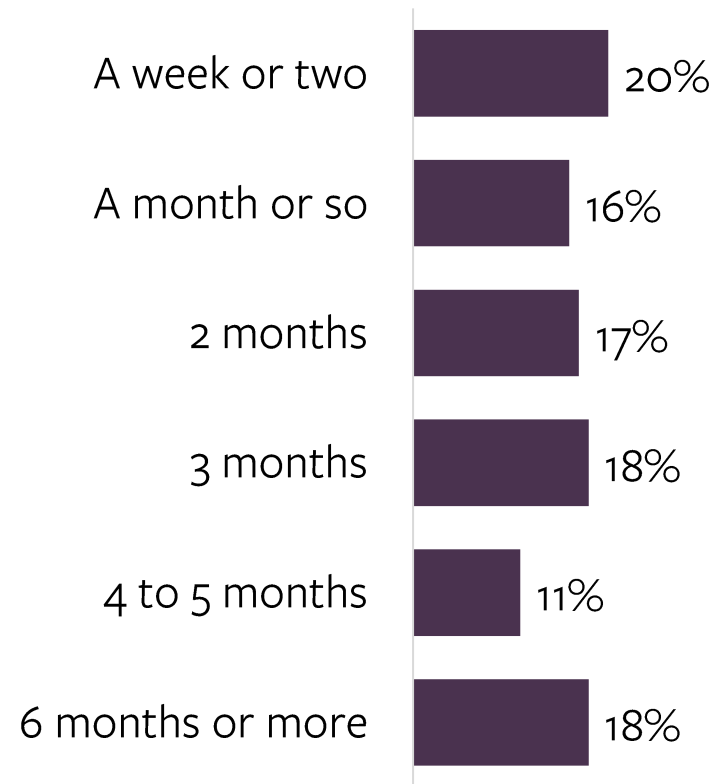


Visitor Journey: Pre-Visit



Trip Planning Cycle¹

Median² leisure visitor planning cycle: 55 days
Average² leisure visitor planning cycle: 80 days

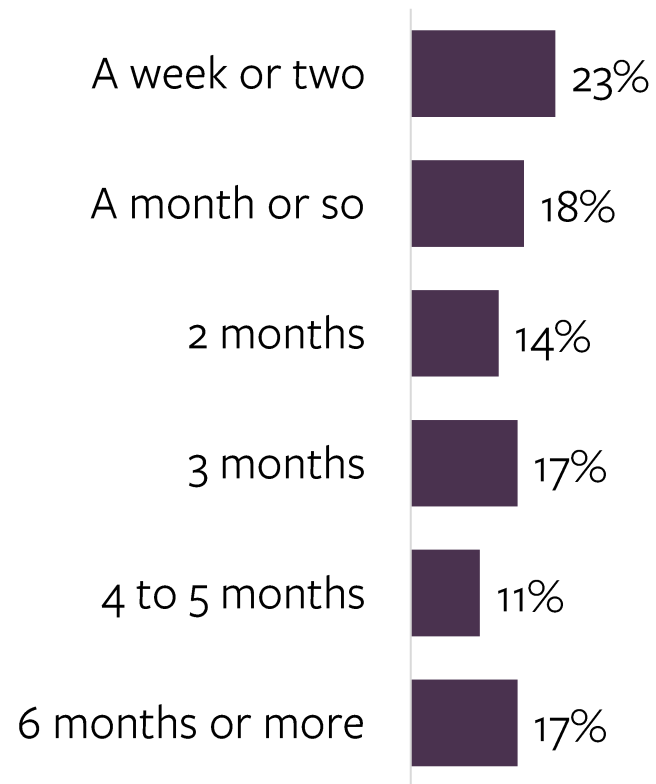


¹Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.

²The typical visitor has a planning cycle around 55 days. However, due to a significant percentage of visitors having a planning cycle over six months, the average is around 80 days.

Trip Booking Cycle¹

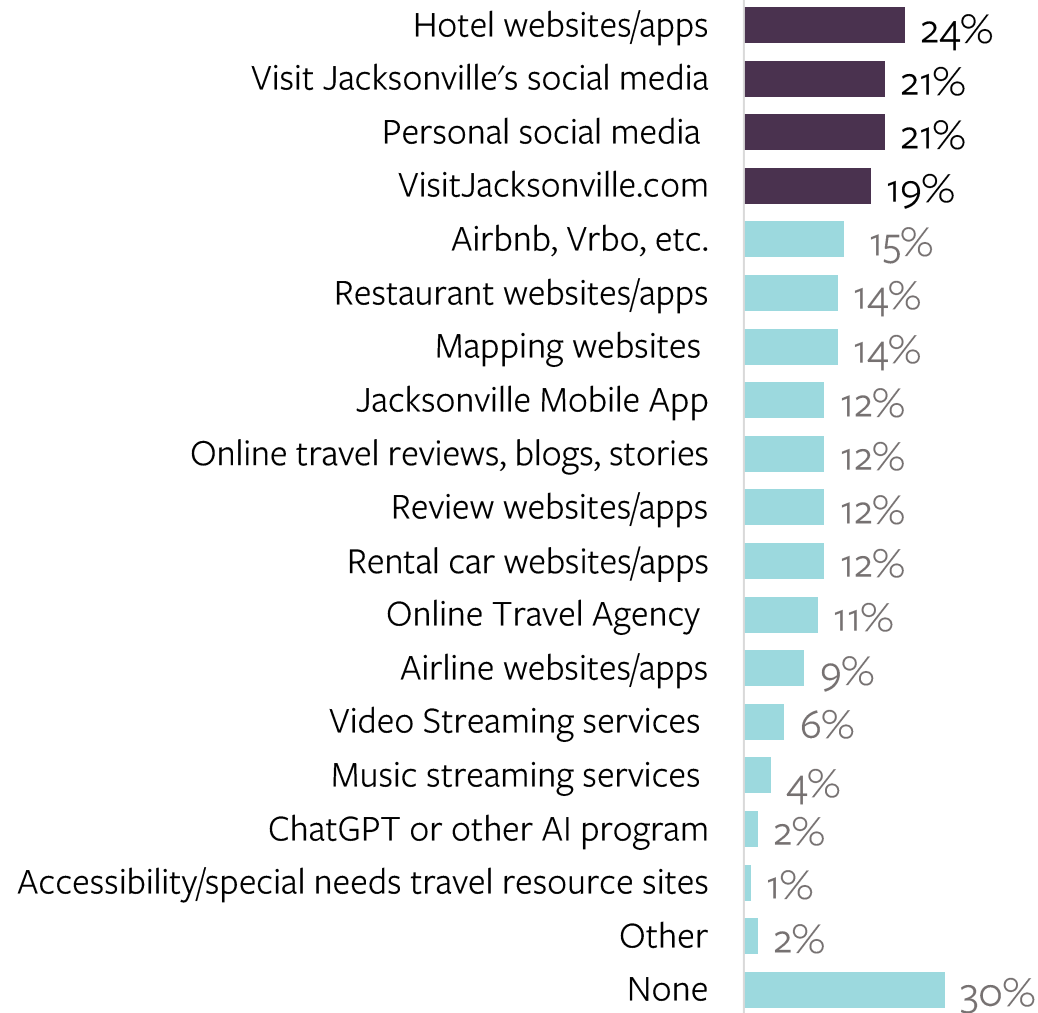
Median² leisure visitor booking cycle: 49 days
Average² leisure visitor booking cycle: 76 days



¹Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.

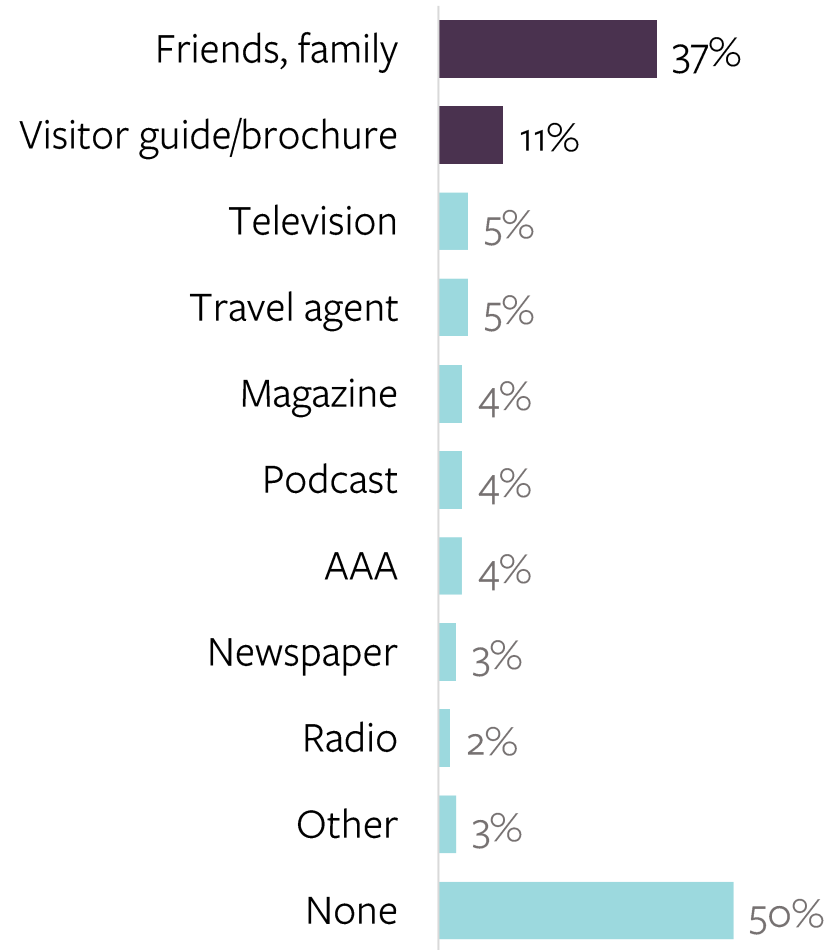
²Most visitors have a booking cycle around 49 days. However, due to a significant percentage of visitors having a booking cycle over six months, the average is around 76 days.

Online Trip Planning Sources*



*Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.
Multiple responses permitted.

Other Trip Planning Sources*



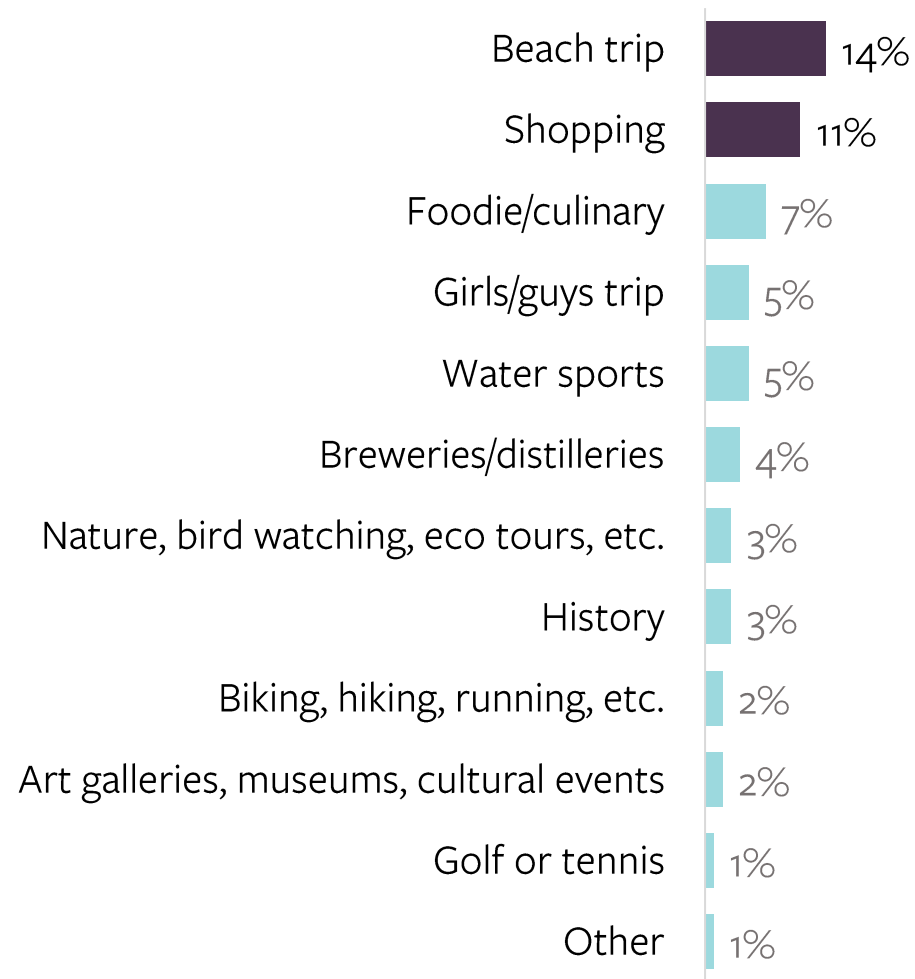
*Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion. Multiple responses permitted.

Main Reasons For Visiting*



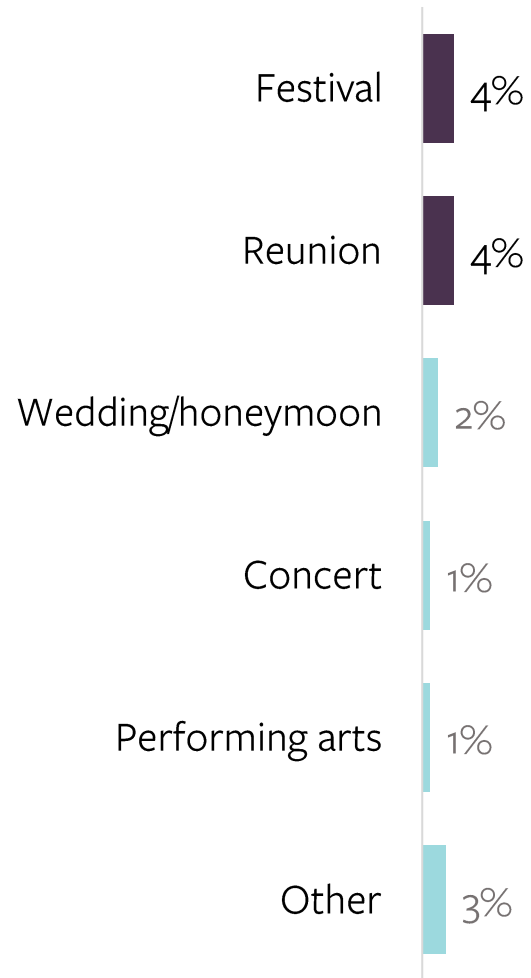
*Multiple responses permitted.

Type Of Vacation/Leisure Trip*

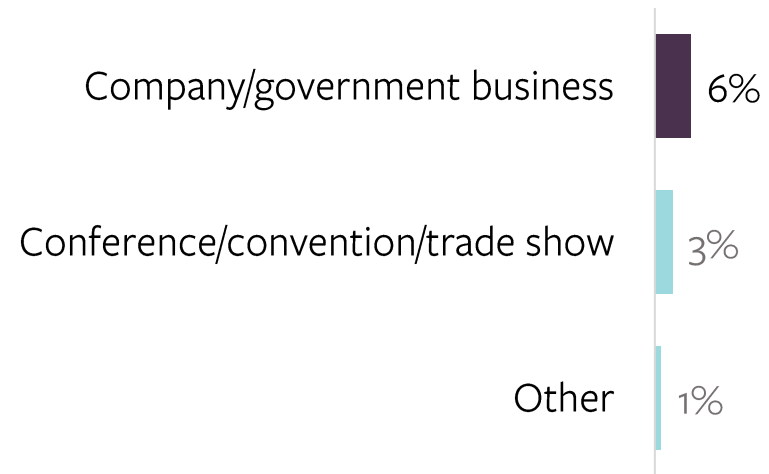


*Base: All visitors. Multiple responses permitted.

Type Of Special Occasion Or Event*

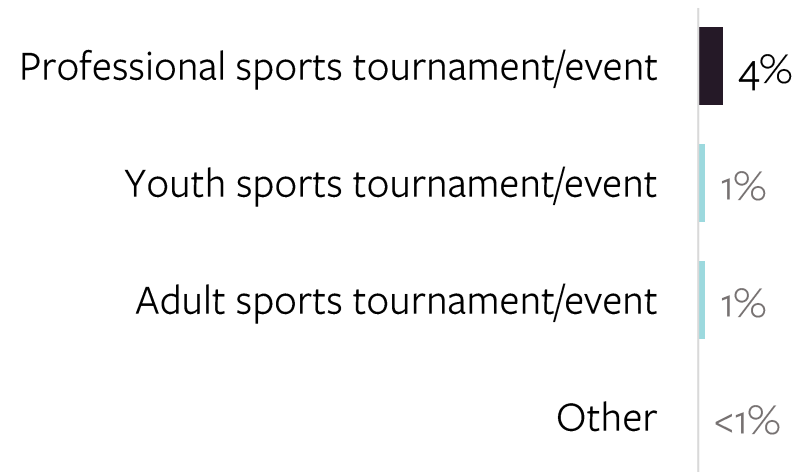


Type Of Business/Conference*



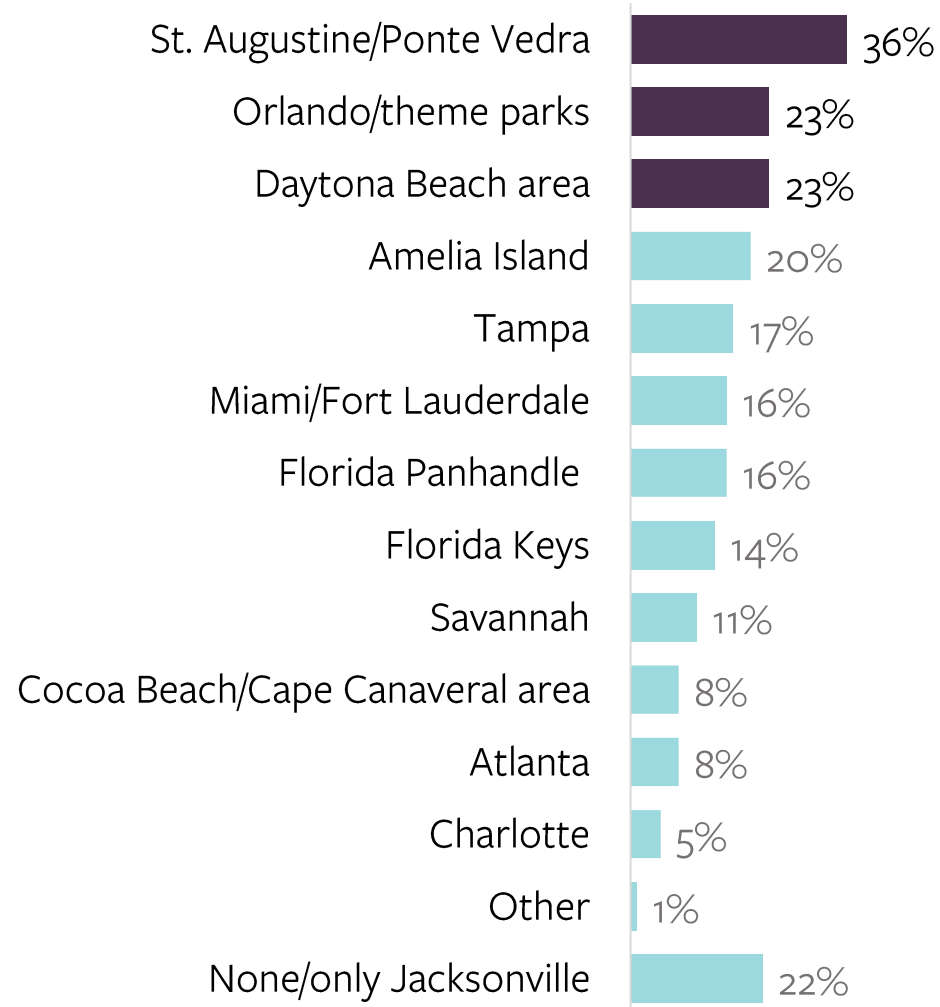
*Base: All visitors.

Type Of Sporting Event*



*Base: All visitors.

Other Destinations Considered*



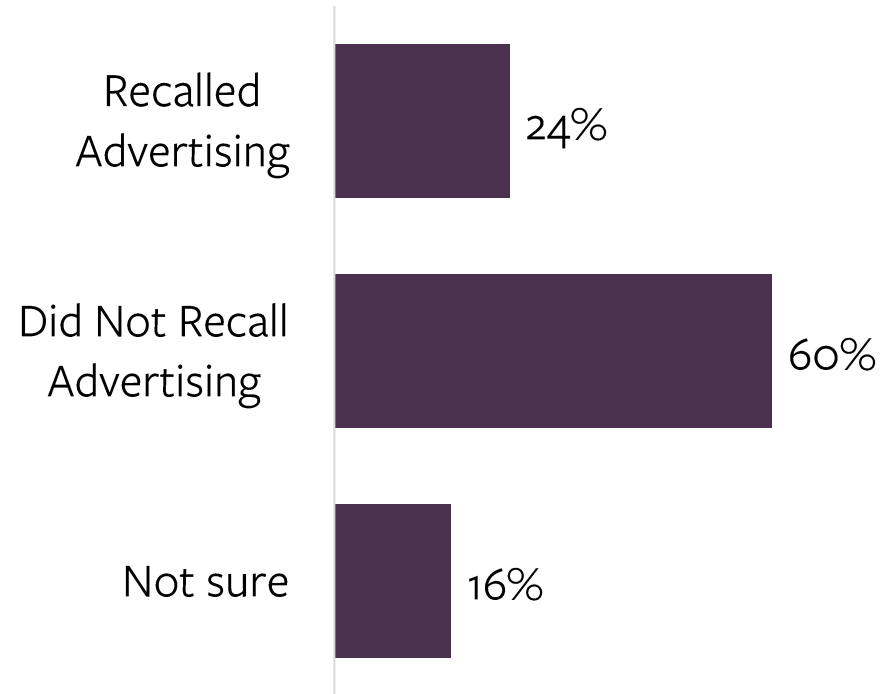
*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Reasons for Choosing Jacksonville*

- “The area is peaceful, yet there’s still a lot to do in the city. This coast is just all-around lovely.”
- “The restaurant and bar scene is fantastic here, and all the attractions give us plenty to do during the day as well.”
- “Surfing with friends is always a highlight of my trips here. The variety across beaches is great for it!”
- “I love the atmosphere of the city. Vibrant, exciting, and fun!”
- “Jacksonville is something different – a breath of fresh air. It’s affordable, beautiful, and there’s always something new to do!”

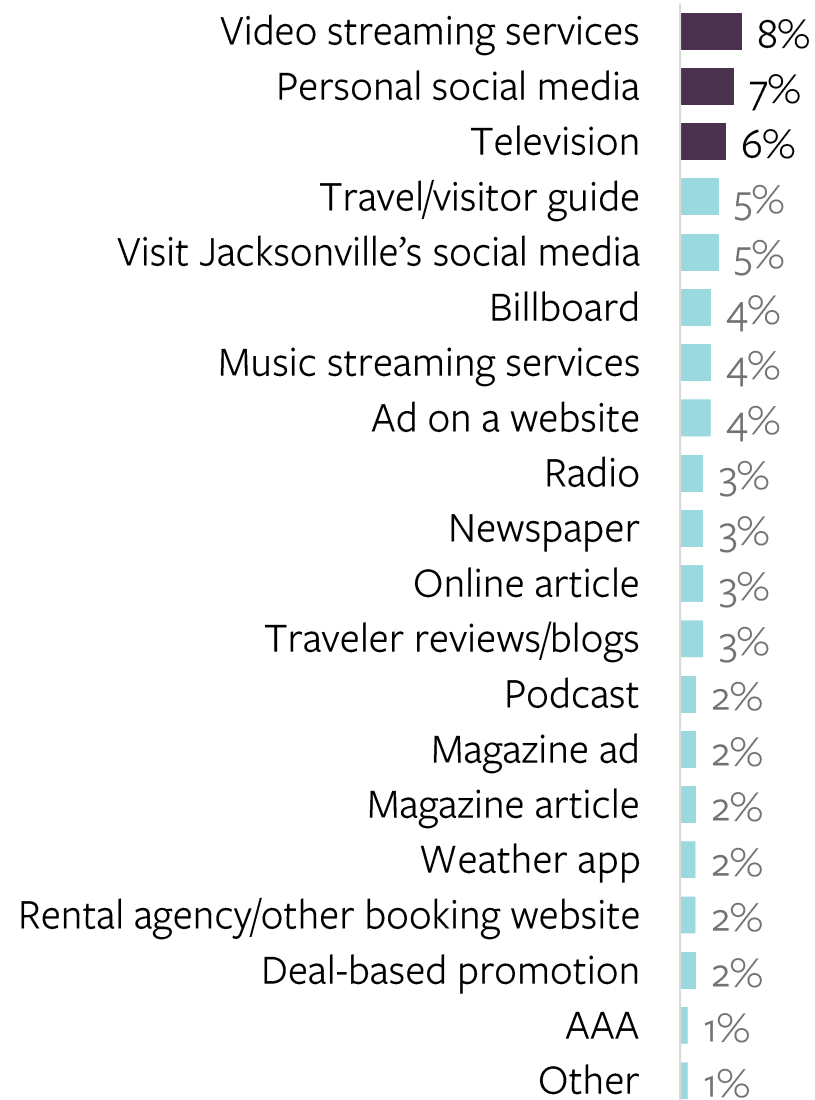
*Base: Main reason for visiting was a vacation/leisure trip.
Open-ended responses. Multiple responses permitted.

Pre-Trip Advertising Recall*



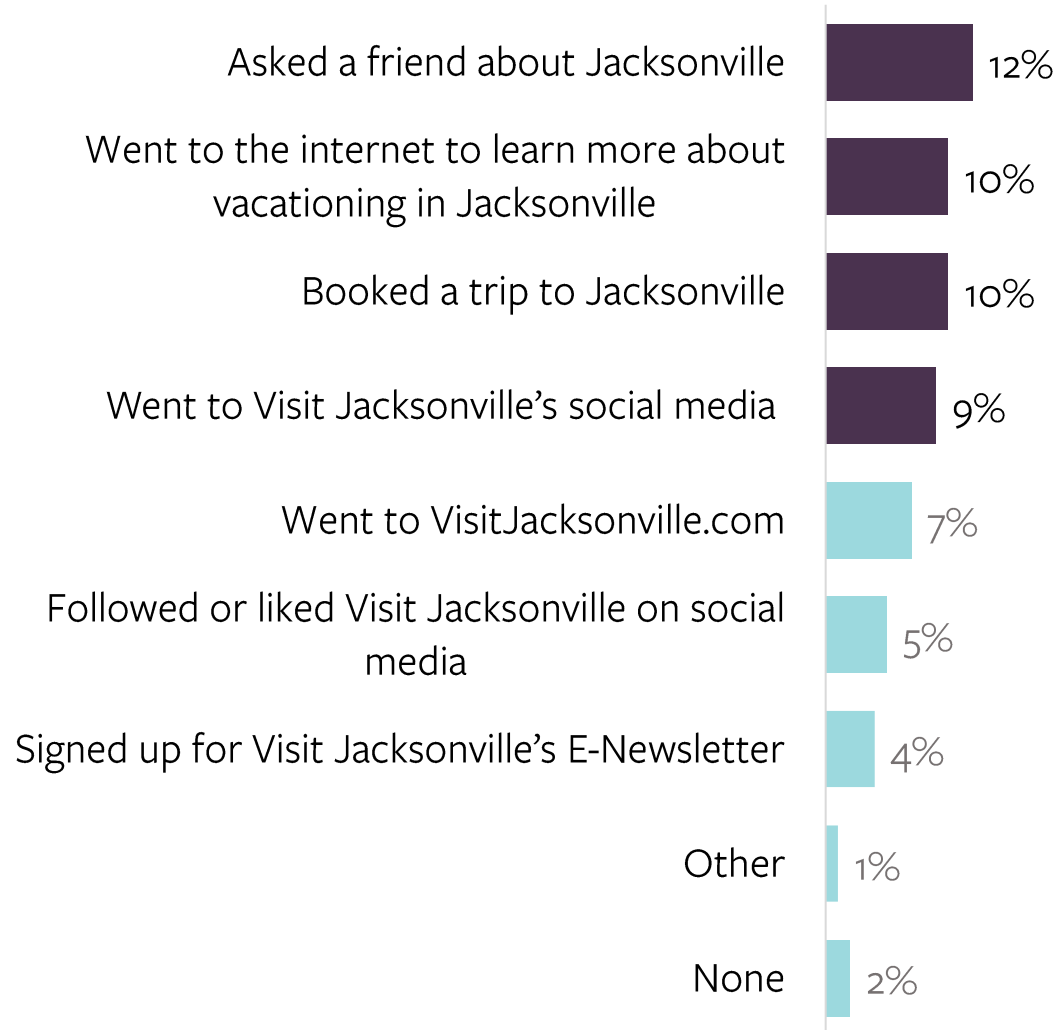
Influenced by advertising to visit Jacksonville:
19% of all leisure visitors

Recalled Advertising Sources*



*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Actions after Seeing Advertising*

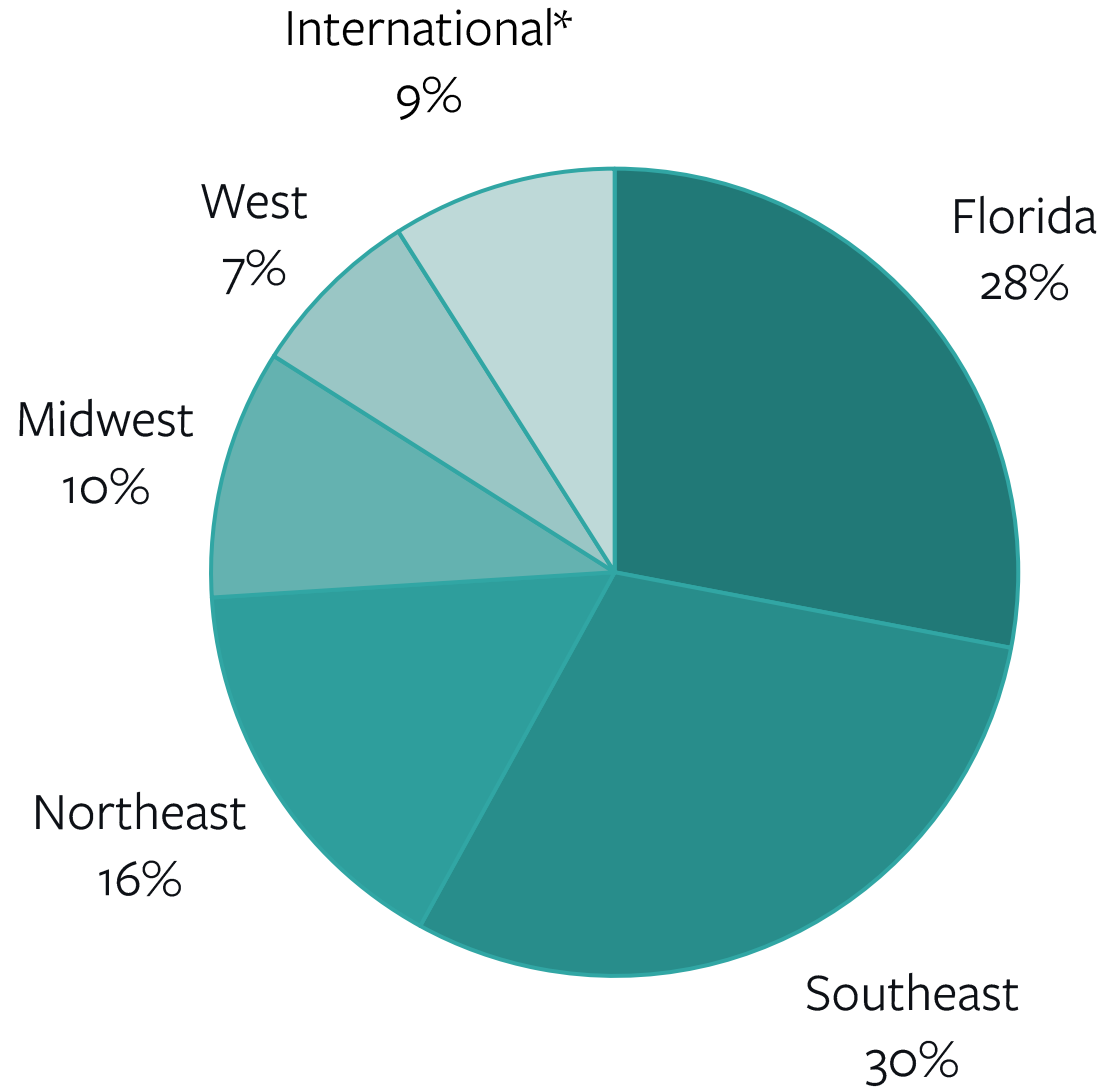


*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Visitor Journey: Travel Party Profile



Region of Origin



*The top international markets were Canada (3%), Mexico (2%), and the UK (1%).

State of Origin

Top States of Origin	
Florida	28%
Georgia	13%
New York	6%
North Carolina	4%
California	3%
New Jersey	3%
South Carolina	3%
Alabama	2%
Ohio	2%
Pennsylvania	2%
Tennessee	2%
Texas	2%
Virginia	2%



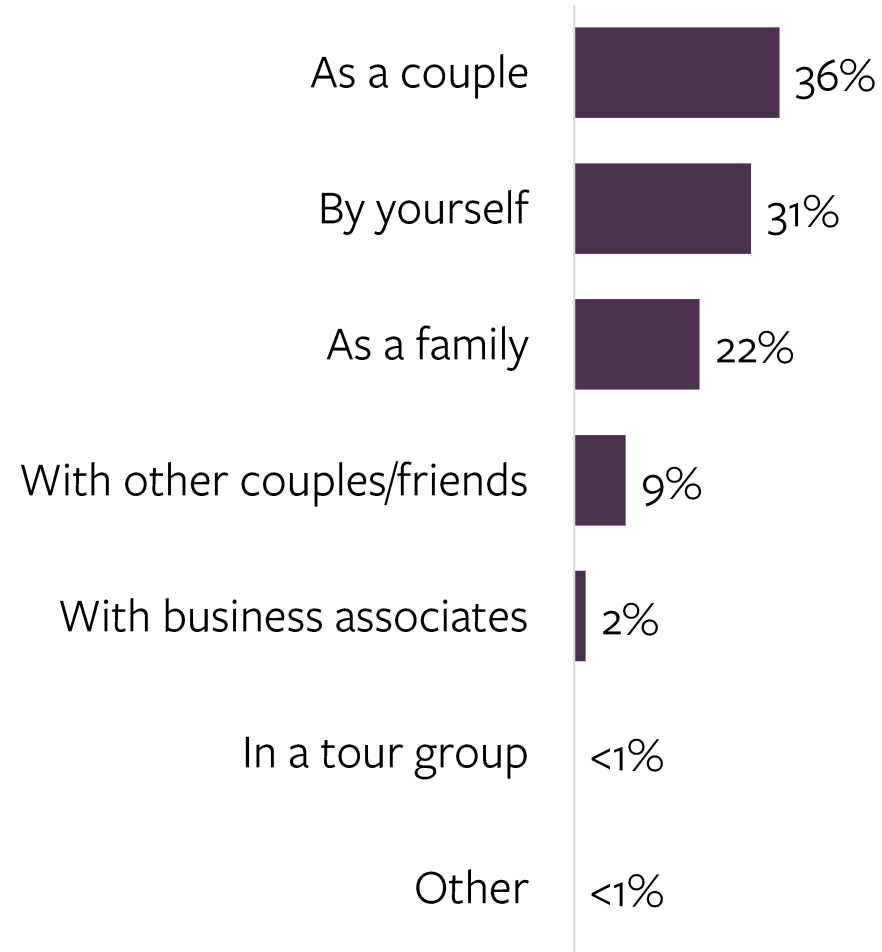
Top Origin Markets

Top Origin Markets – All Visitors	
Surrounding Areas	10%
Orlando-Daytona Beach-Melbourne	8%
New York*	7%
Atlanta	6%
Tampa-St. Petersburg	5%
Miami-Fort Lauderdale	2%
Norfolk-Portsmouth-Newport News	2%
Philadelphia	2%

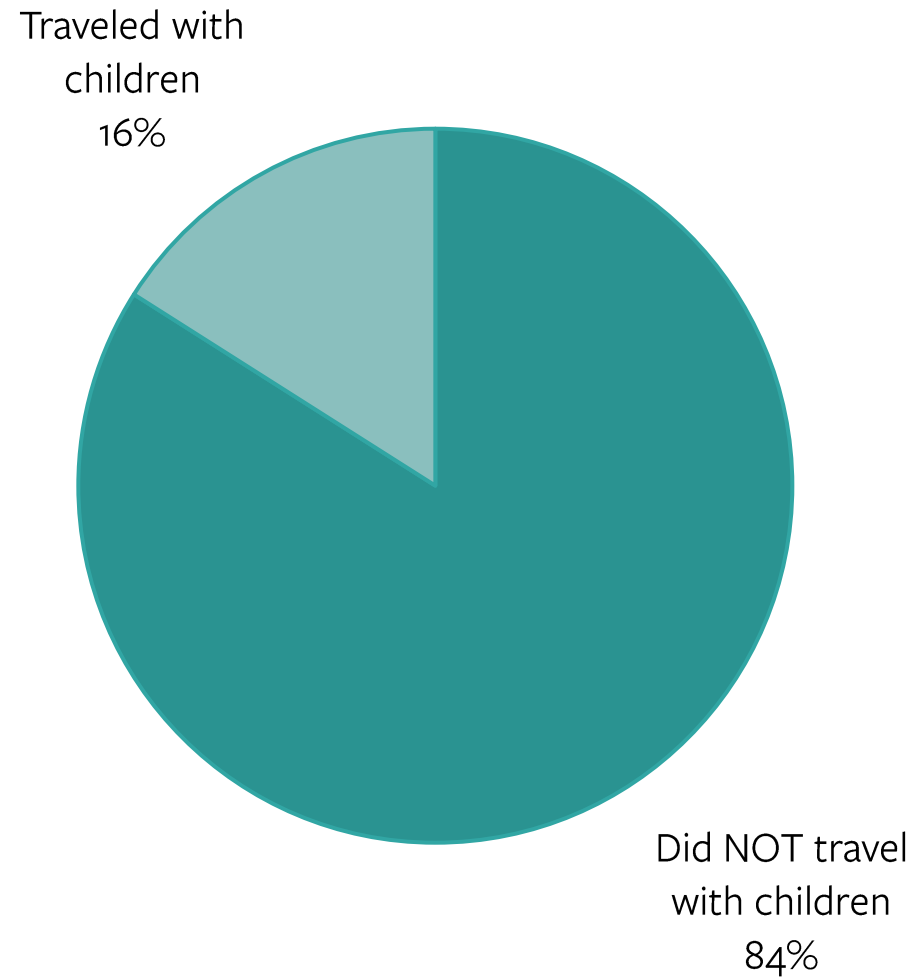
*Includes some markets in New Jersey, Pennsylvania, and Connecticut.

Travel Party Type and Size

Average travel party size: 2.4 people

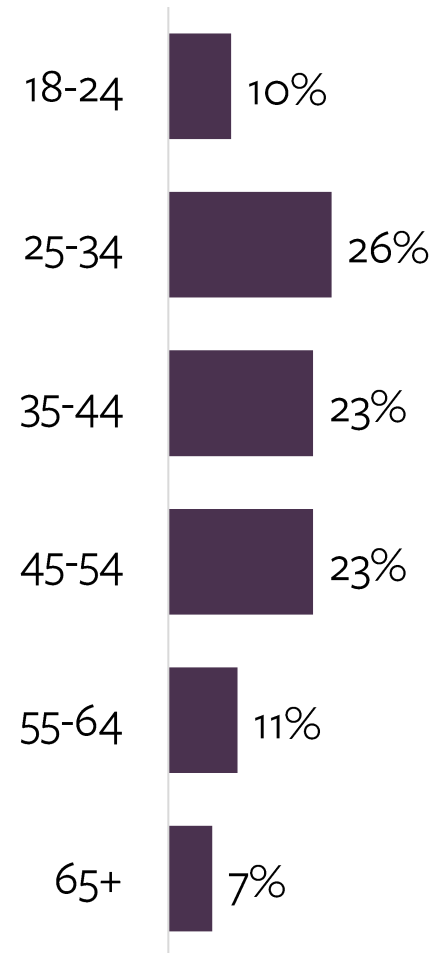


Traveled with Children



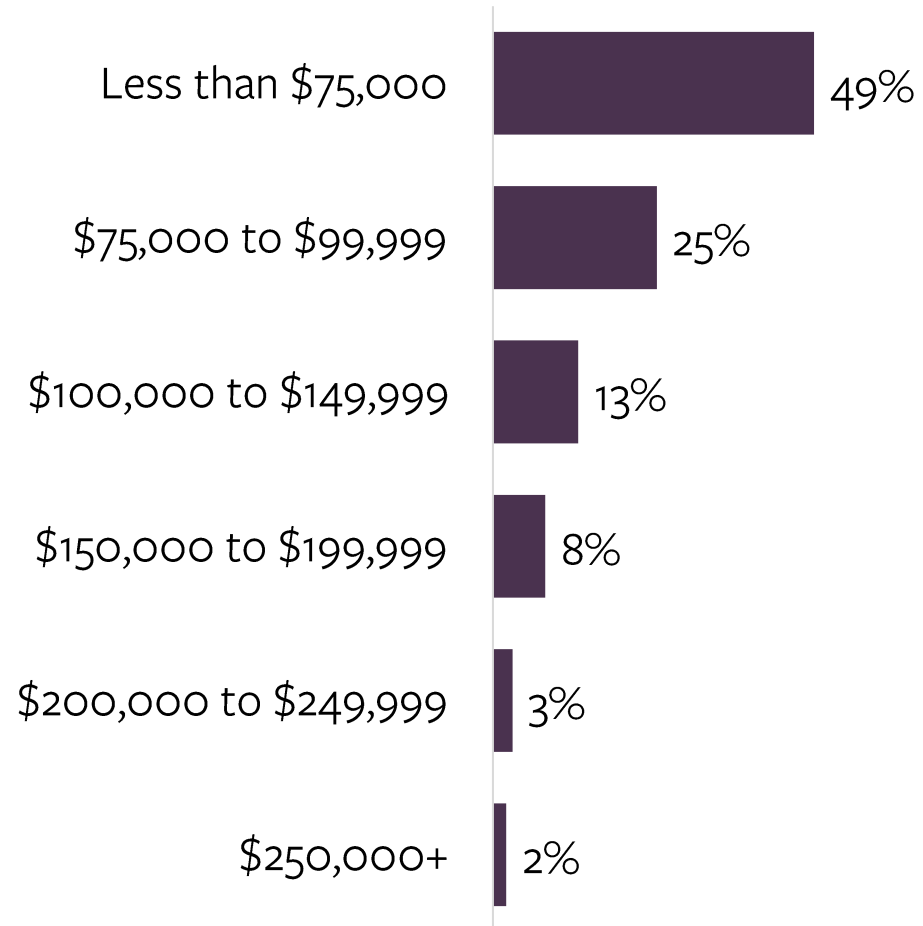
Age

Median age: 41

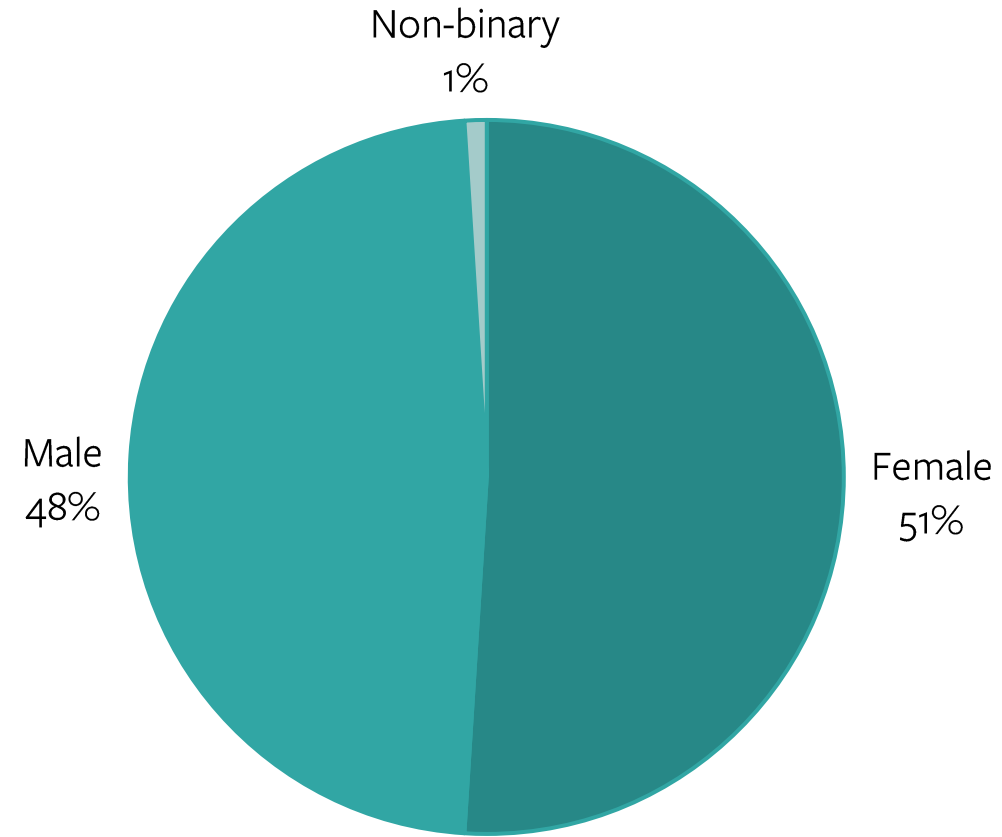


Household Income

Median annual household income: \$76,000

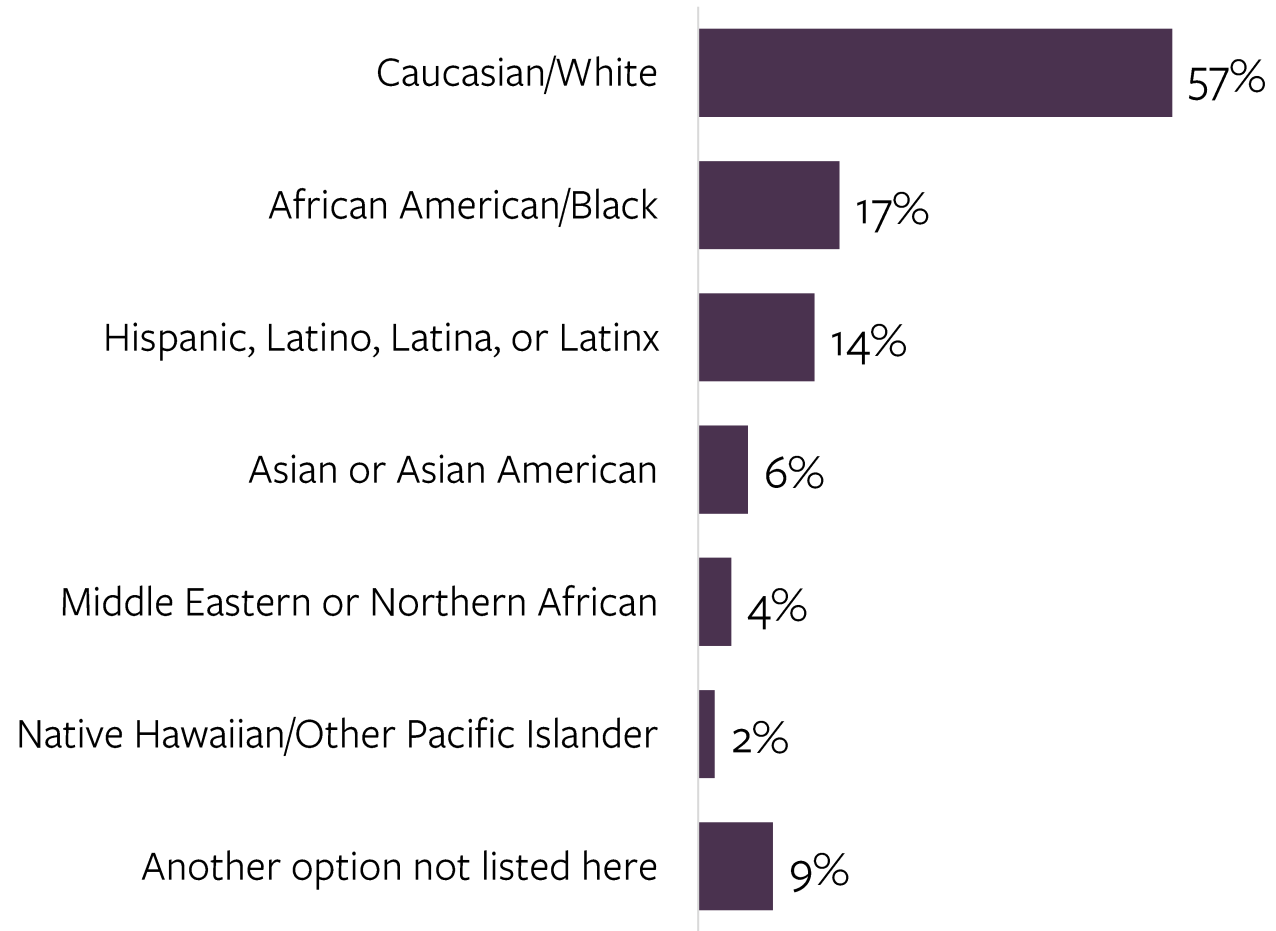


Gender*



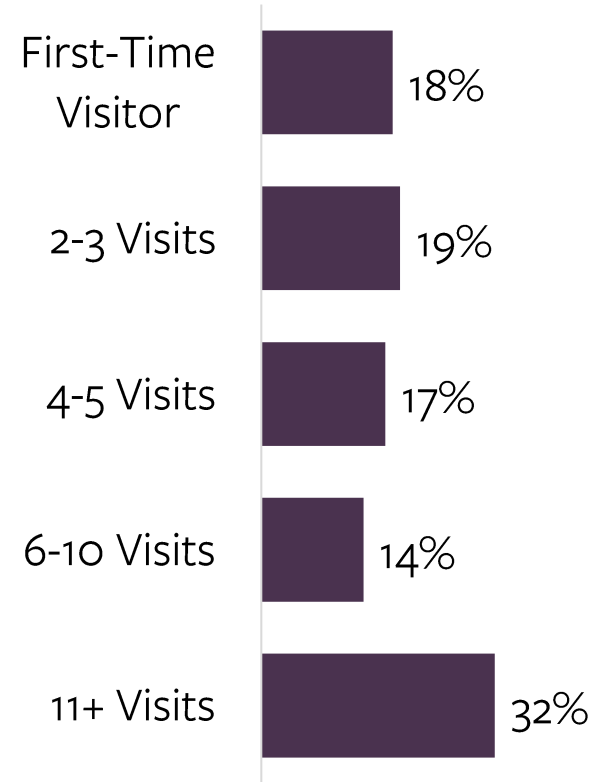
*Gender of member of the travel party who was interviewed.
May be influenced by visitors' willingness to complete a survey.

Race/Ethnicity*



*Multiple responses permitted.

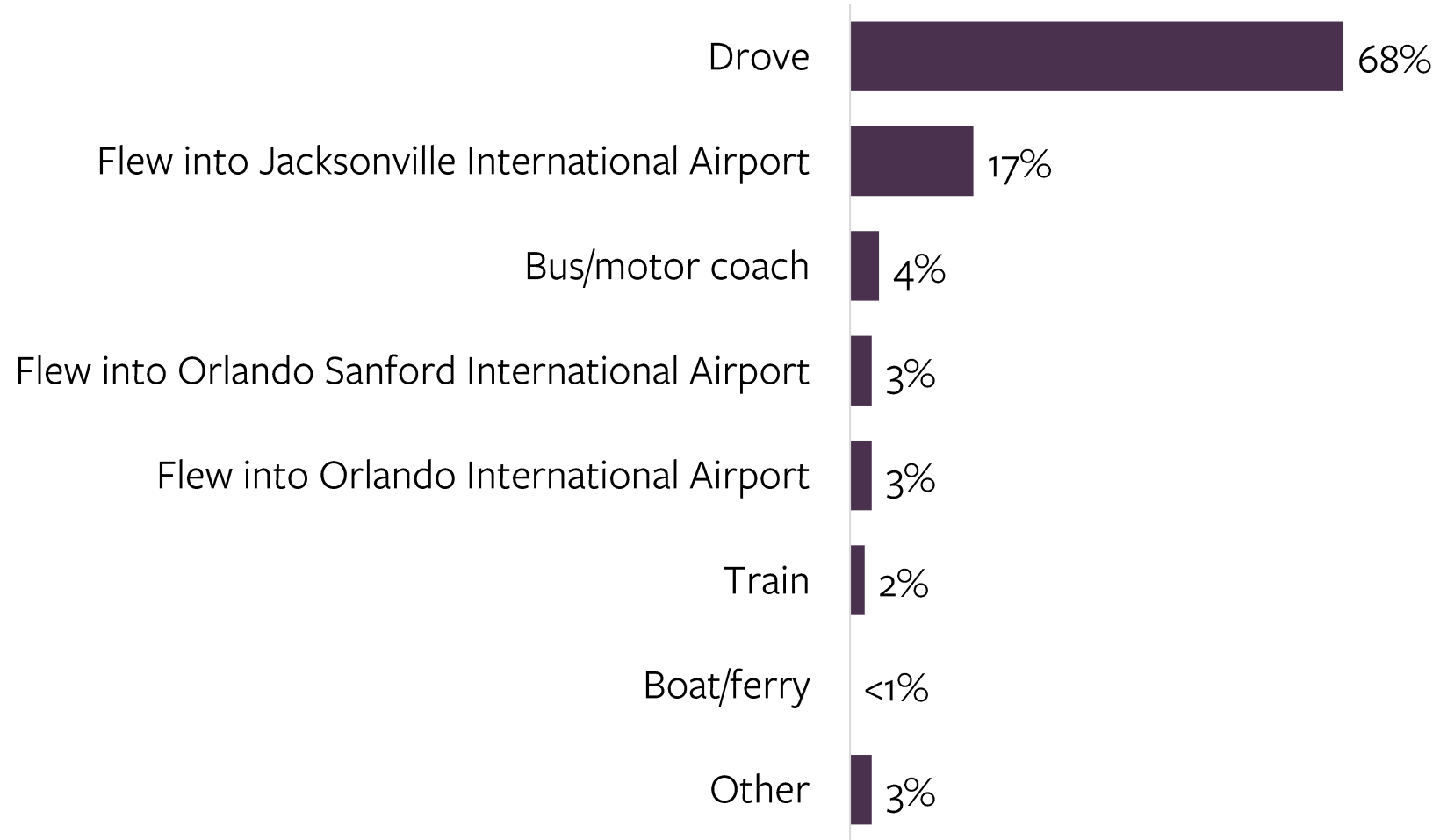
New and Returning Visitors



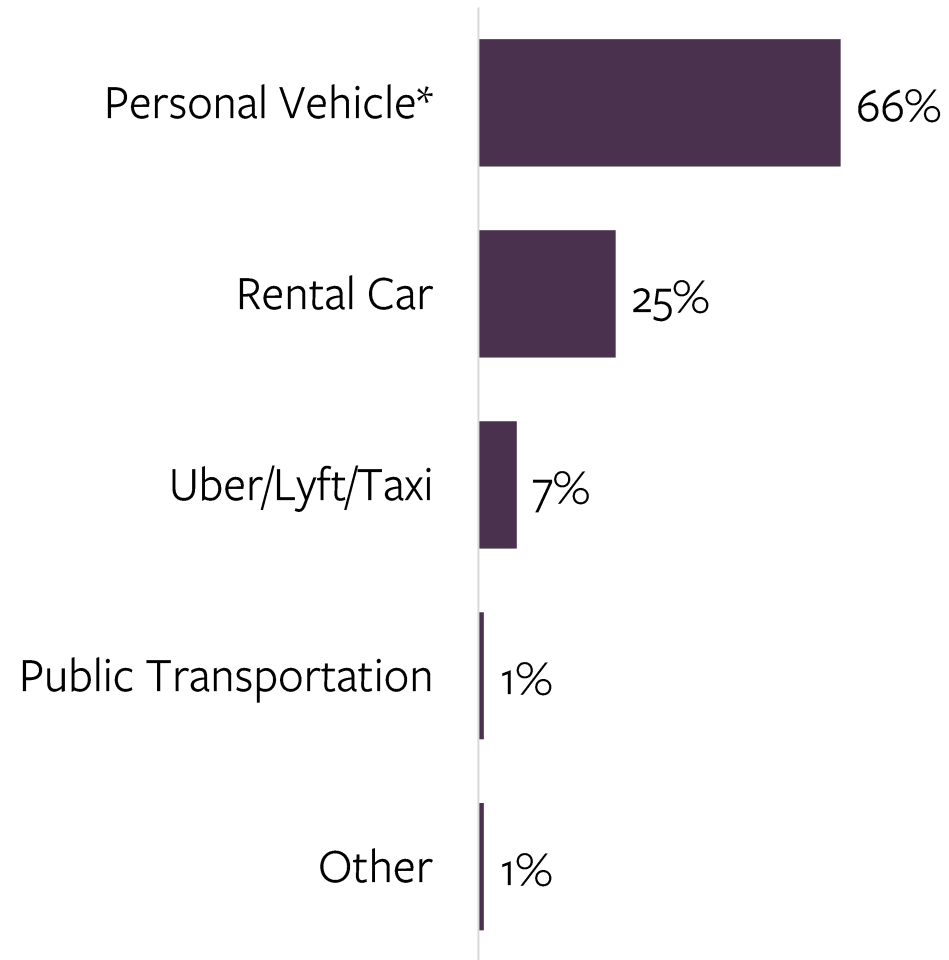
Visitor Journey: Trip Experience



Transportation to Jacksonville

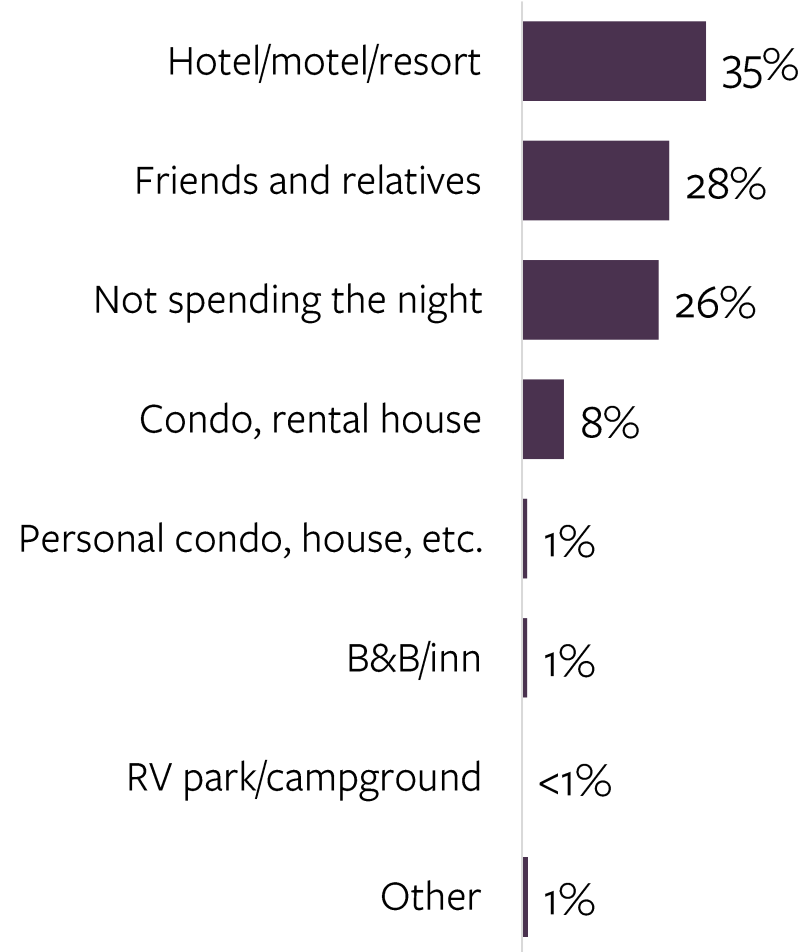


Transportation While in Market

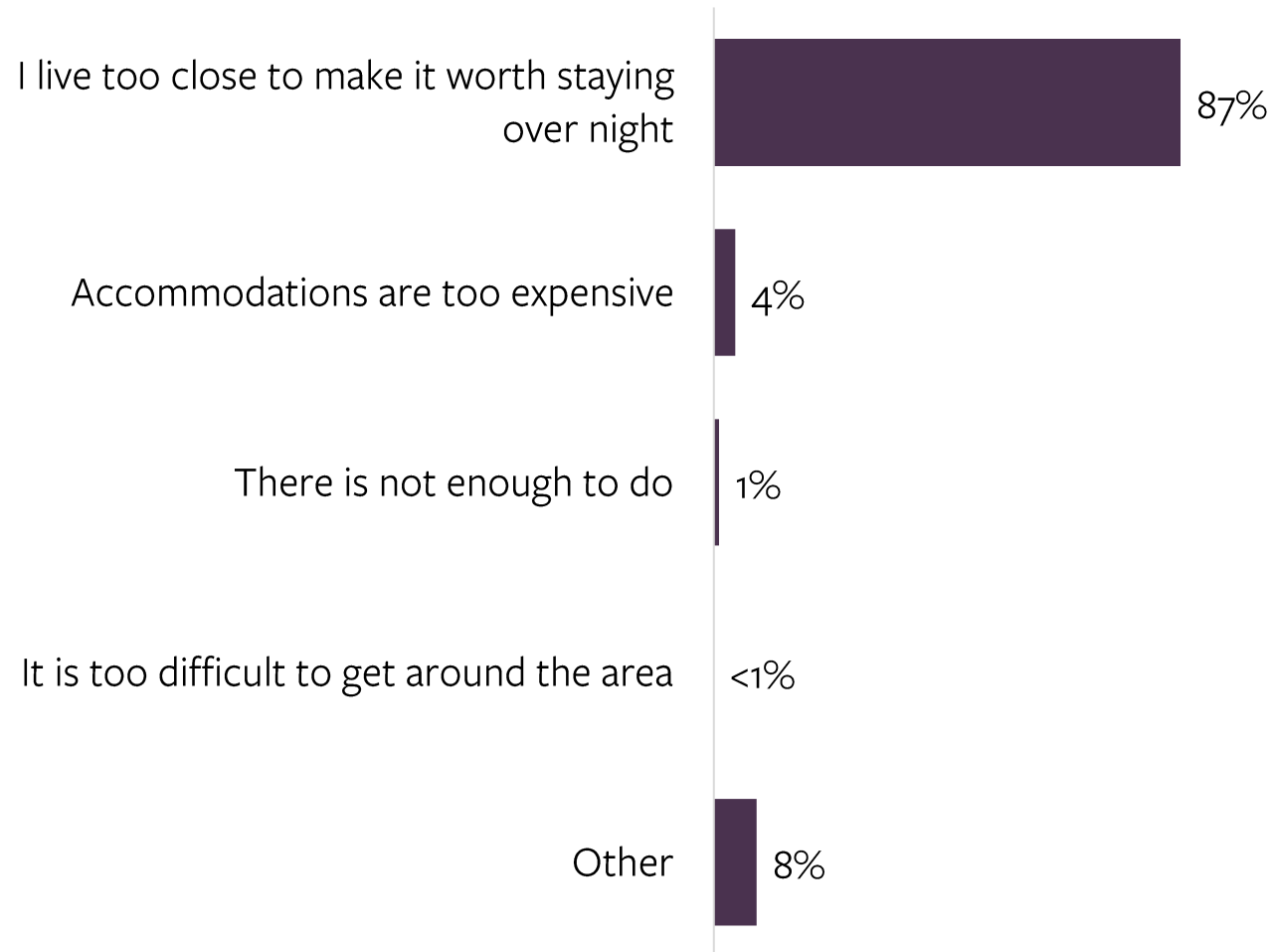


*Includes riding with a family member or friend.

Visitor Accommodations

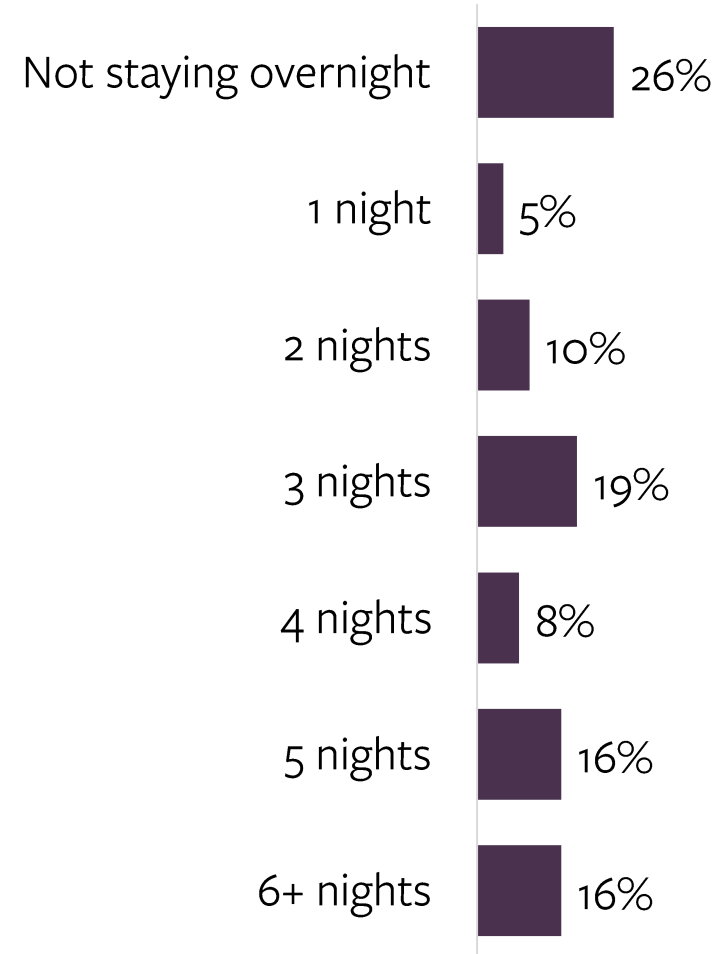


Reasons for Not Staying Overnight*

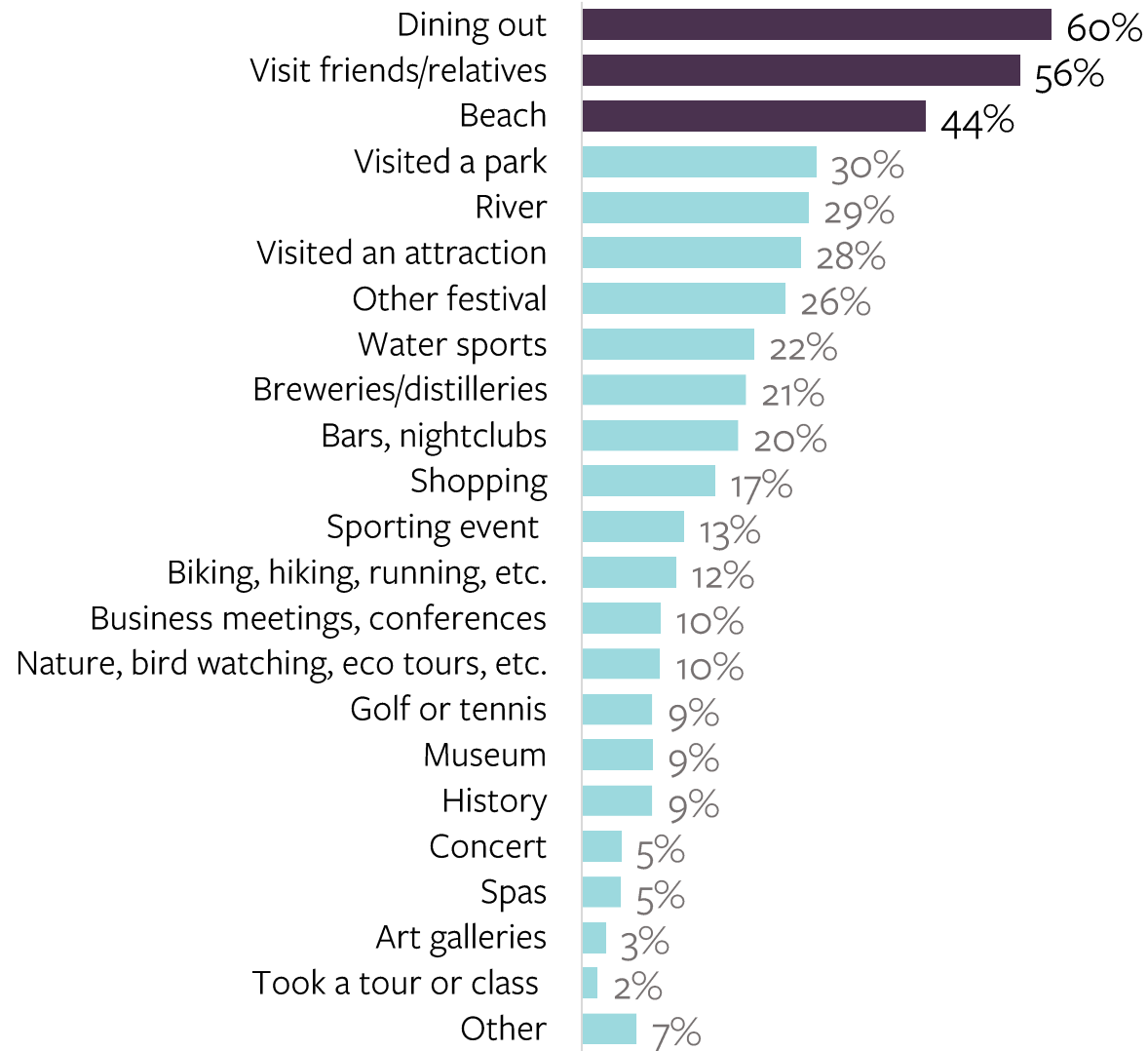


Nights Stayed

Average length of stay, **all** visitors: 3.3 nights
Average length of stay, **paid** visitors: 3.7 nights



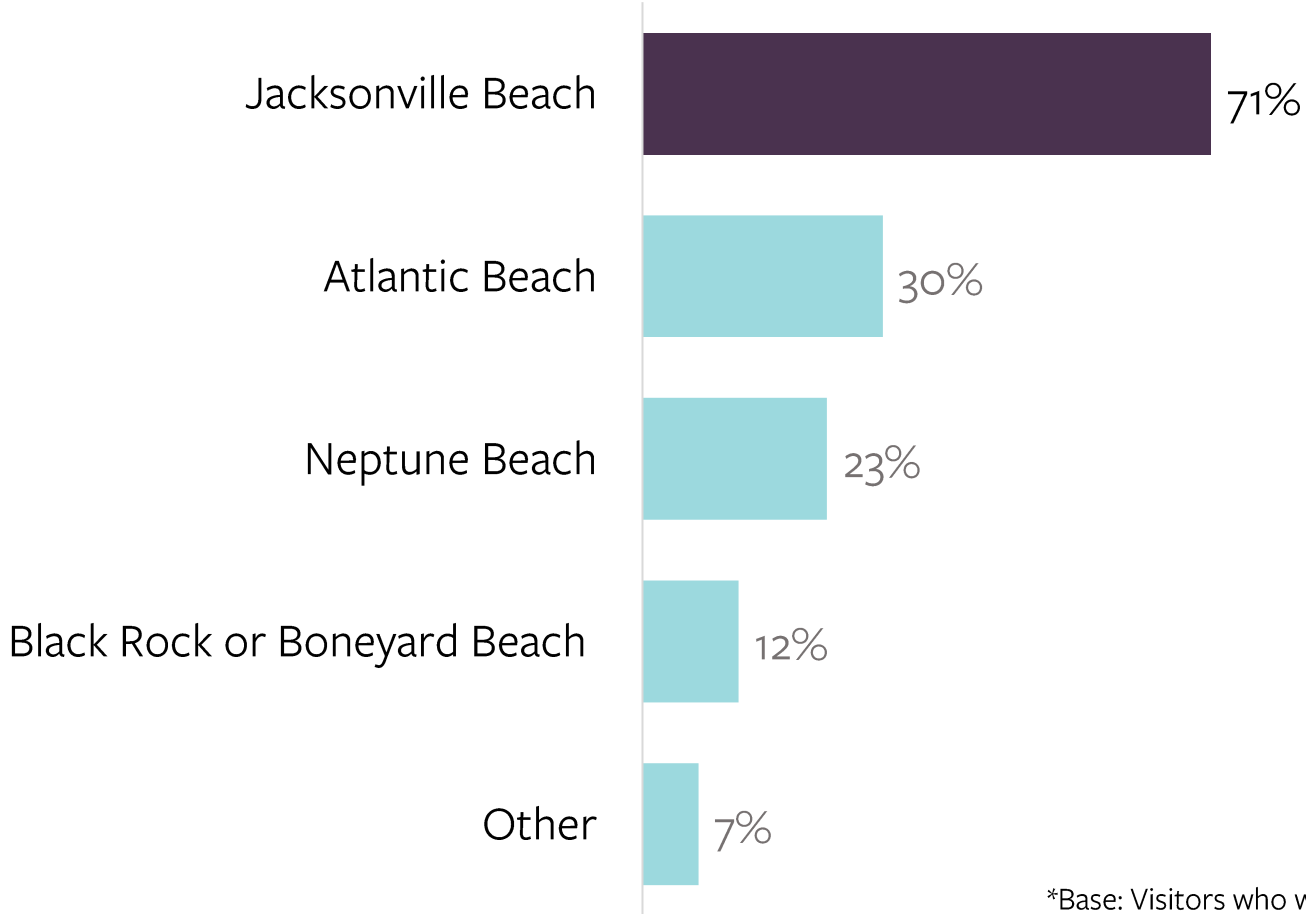
Visitor Activities*



*Multiple responses permitted.

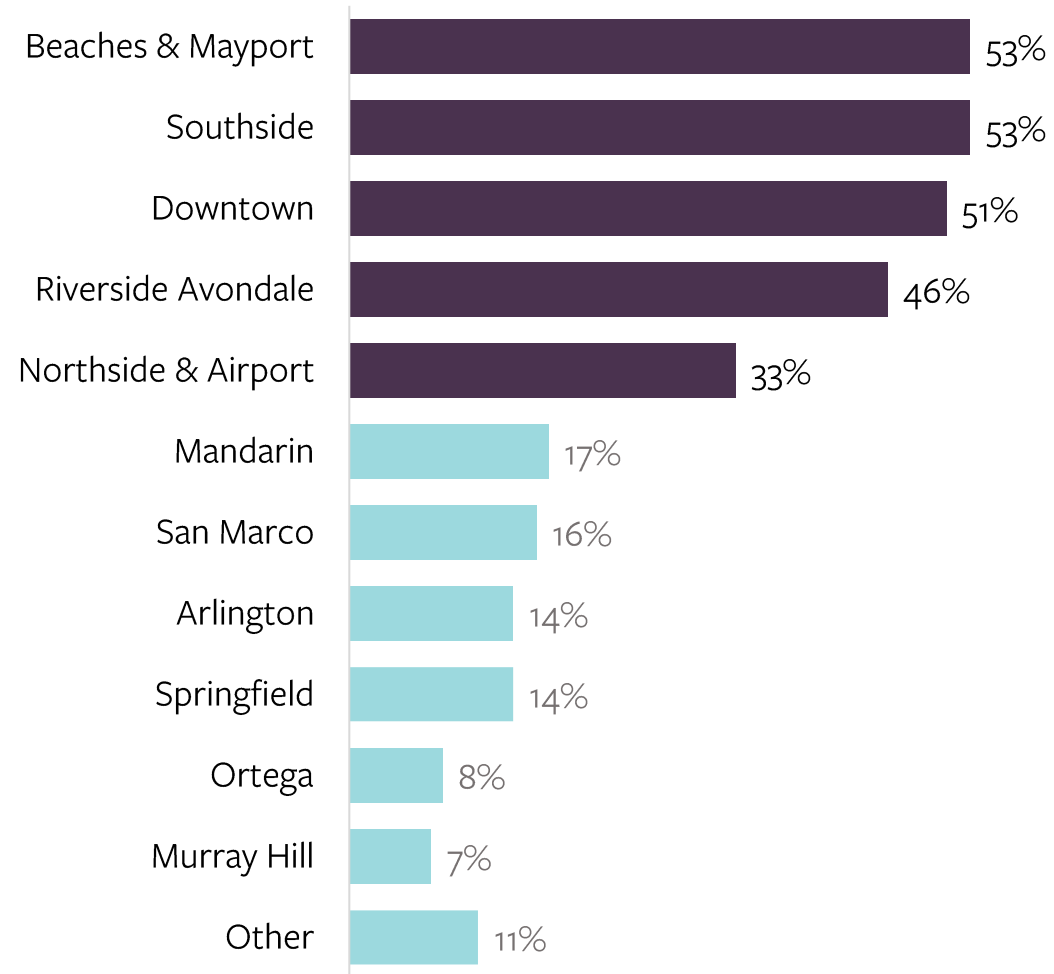
Beaches Visited*

Of those who went to a beach during their trip:



*Base: Visitors who went to the beach while in the Jacksonville area. Multiple responses permitted.

Areas Visited*



*Multiple responses permitted.

Travel Party Spending*

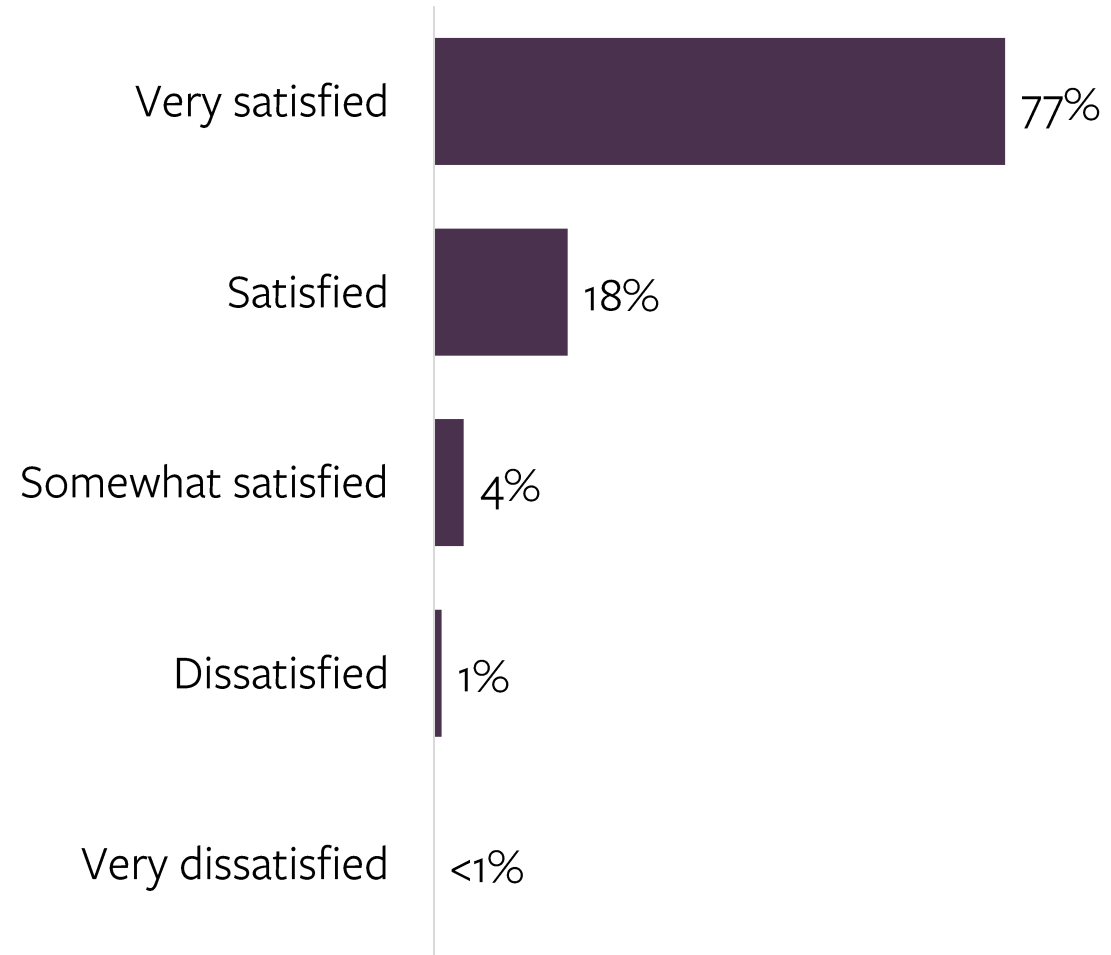
	Daily Spending	Total Spending
Accommodations	\$65	\$215
Restaurants	\$69	\$228
Groceries	\$21	\$69
Shopping	\$65	\$215
Activities & attractions	\$56	\$185
Transportation	\$50	\$165
Other	\$7	\$23
Total	\$333	\$1,100

*Spending includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

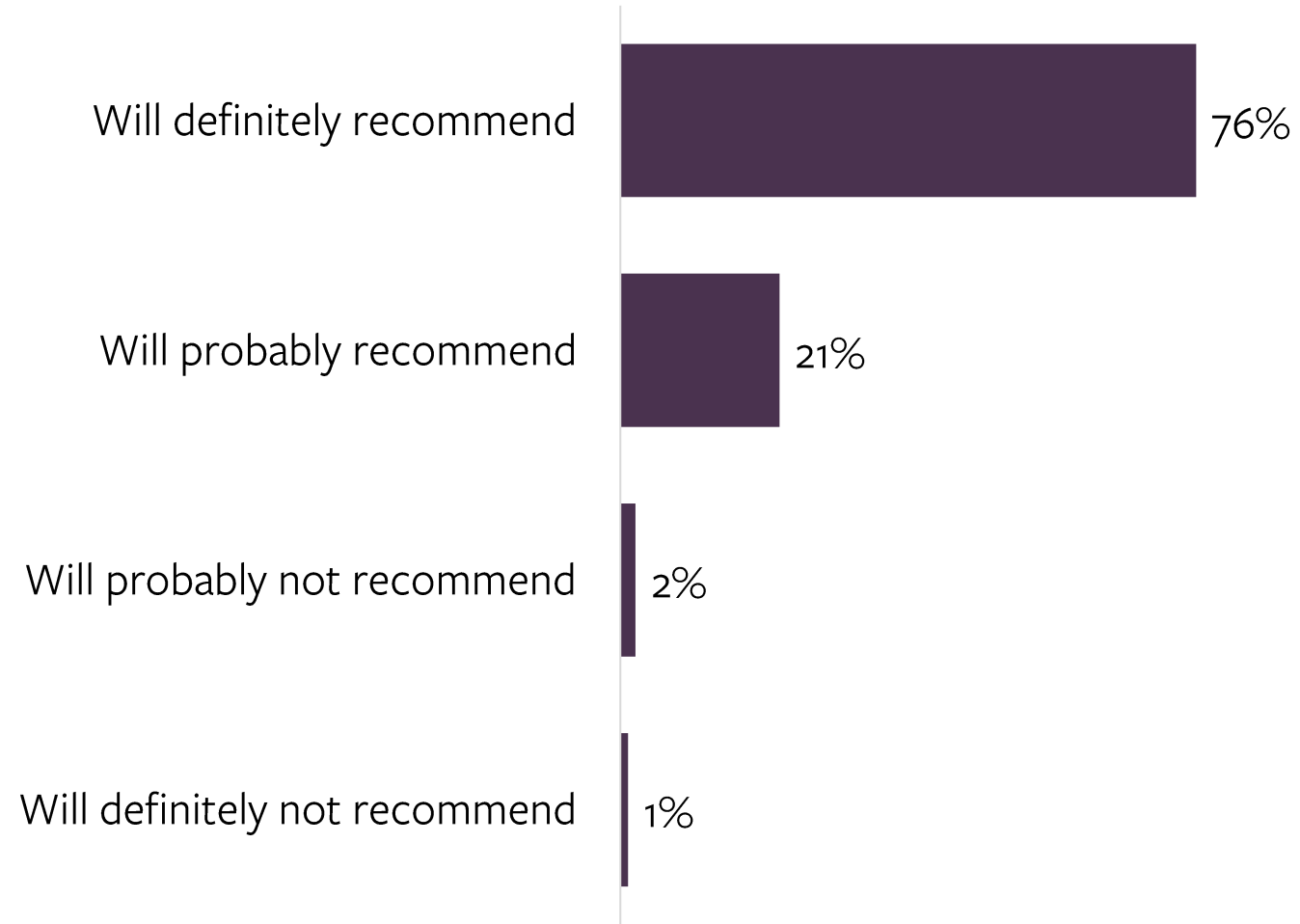
Visitor Journey: Post-Trip



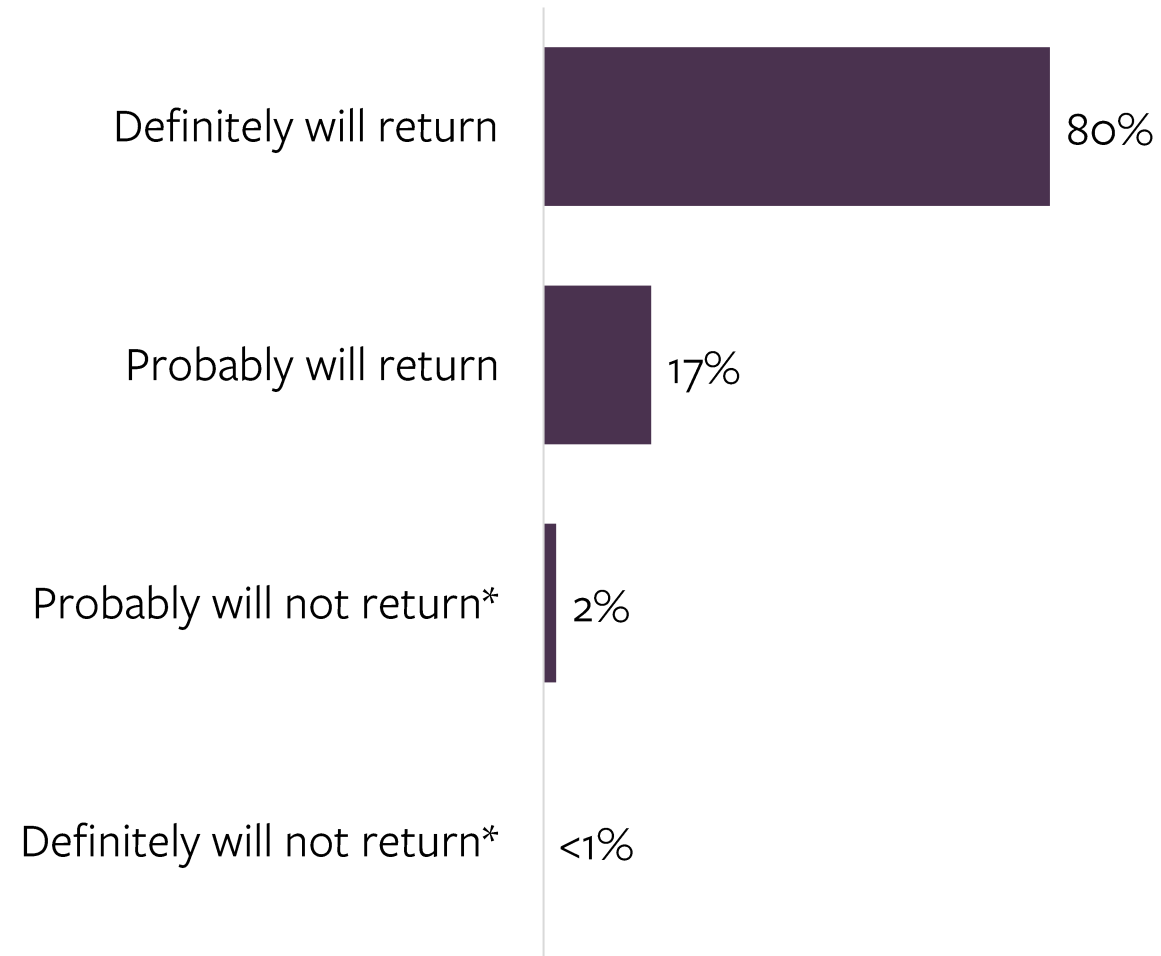
Trip Satisfaction



Recommending Jacksonville

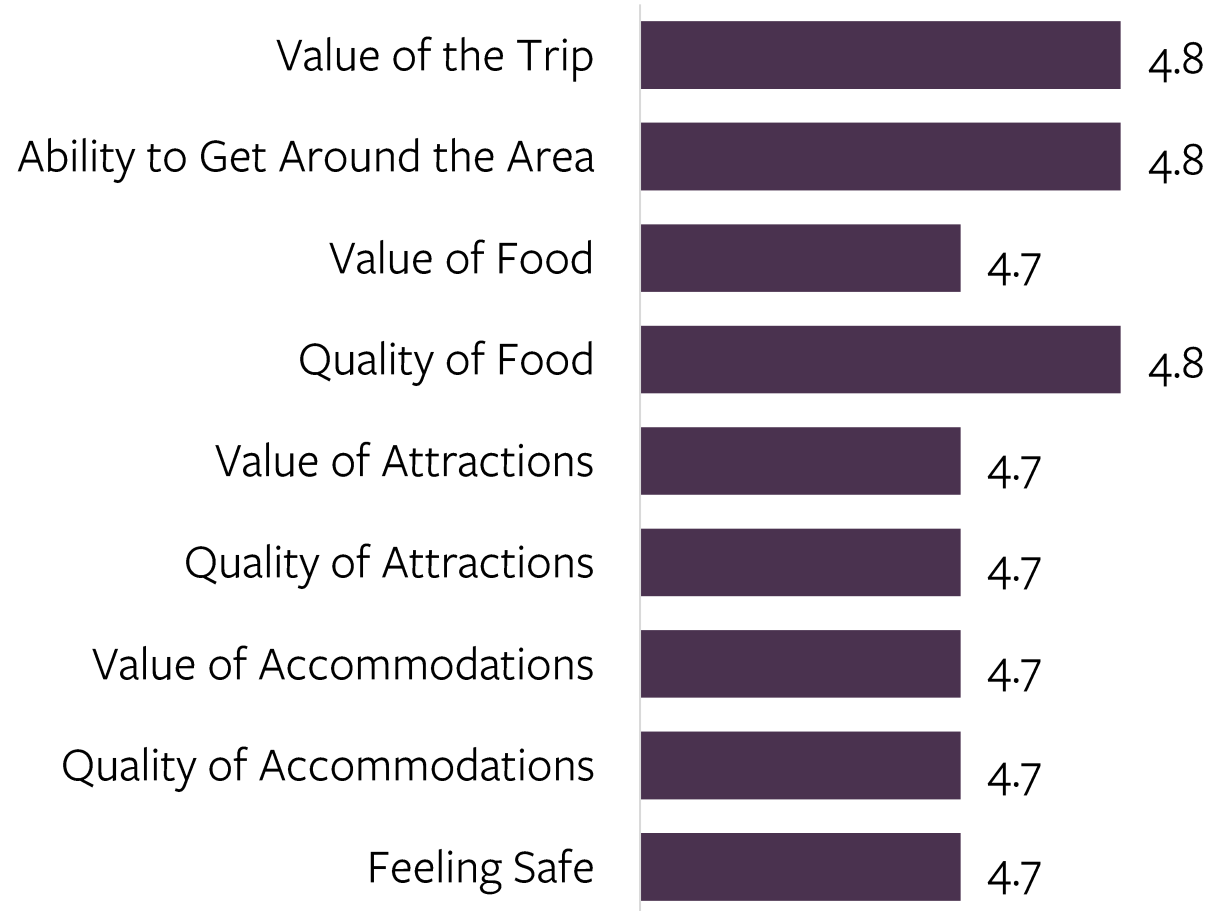


Likelihood Of Returning



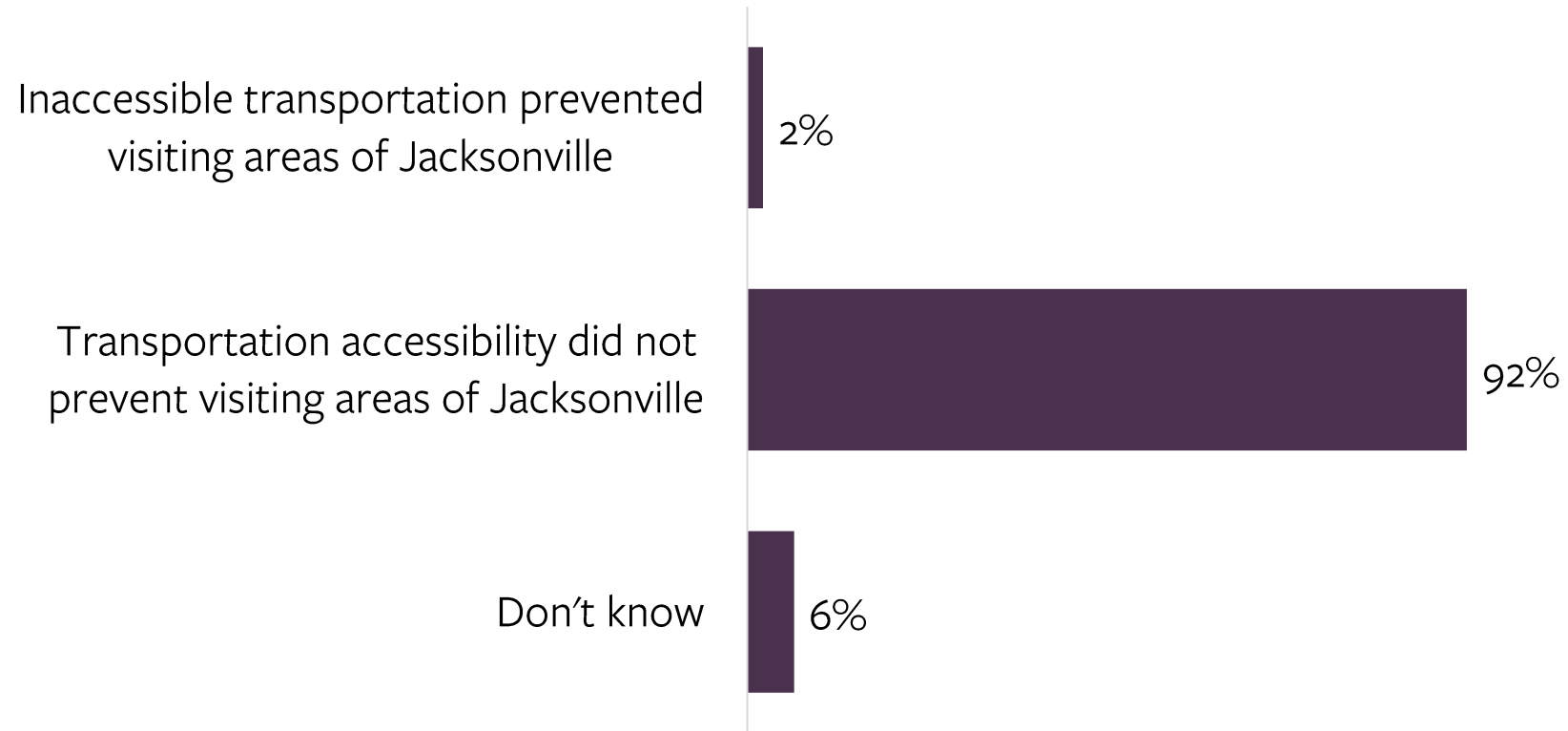
*2% of visitors may not return for the following reasons: 1) Only having visited for a specific occasion 2) A preference for variety in vacation spots.

Rating Jacksonville's Attributes*

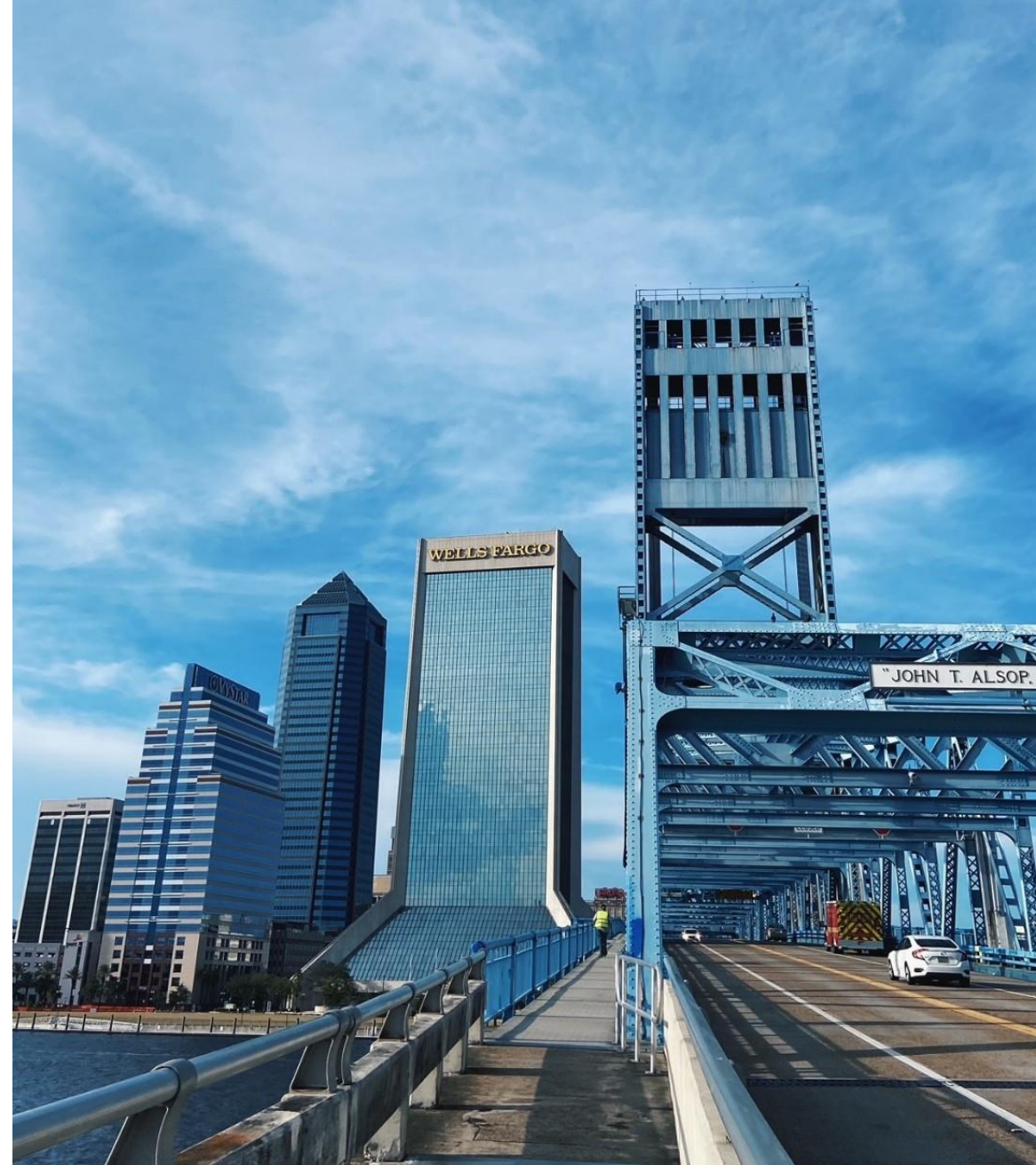


*On a scale from 1 to 5, where 1 is poor and 5 is excellent.

Transportation Accessibility



Quarterly Comparisons



Visitor Journey: Pre-Visit



Trip Planning and Booking Cycles¹

Trip Planning Cycle ²	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
A week or two	23%	21%	23%	11%	20%
A month or so	19%	16%	17%	12%	16%
2 months	17%	13%	19%	20%	17%
3 months	12%	17%	18%	24%	18%
4 to 5 months	9%	16%	8%	12%	11%
6 months or more	20%	17%	15%	21%	18%
Days in planning cycle (average)	77	81	73	91	80
Days in planning cycle (median)	44	60	46	69	55

Trip Booking Cycle ³	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
A week or two	26%	23%	27%	17%	23%
A month or so	23%	17%	20%	13%	18%
2 months	14%	12%	13%	19%	14%
3 months	11%	17%	17%	24%	17%
4 to 5 months	7%	15%	8%	11%	11%
6 months or more	19%	16%	15%	16%	17%
Days in booking window (average)	71	78	69	81	76
Days in booking window (median)	32	55	37	61	49

¹Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.

²The typical visitor has a planning cycle around 55 days. However, due to a significant percentage of visitors having a planning cycle over six months, the average is around 80 days.

³The typical visitor has a booking cycle around 49 days. However, due to a significant percentage of visitors having a booking cycle over six months, the average is around 76 days.

Online Trip Planning Sources*

Online Trip Planning Sources	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Hotel websites/apps	29%	19%	26%	24%	24%
Visit Jacksonville social media	20%	21%	18%	23%	21%
Personal social media	18%	18%	24%	27%	21%
VisitJacksonville.com	17%	25%	17%	16%	19%
Airbnb/Vrbo	15%	13%	15%	17%	15%
Restaurant websites/apps	12%	10%	16%	20%	14%
Mapping websites	15%	9%	13%	20%	14%
Jacksonville Mobile App	11%	9%	15%	15%	12%
Online travel reviews, blogs, stories	16%	9%	10%	12%	12%
Review website/app	12%	7%	11%	18%	12%
Rental car websites/apps	8%	10%	14%	15%	12%
Online Travel Agency	12%	10%	10%	11%	11%
Airline websites/apps	9%	8%	10%	8%	9%
Video Streaming services	11%	2%	6%	7%	6%
Music streaming services	5%	2%	4%	4%	4%
ChatGPT or other AI program	2%	1%	1%	3%	2%
Accessibility/special needs travel resource sites	2%	0%	2%	2%	1%
Other	2%	0%	2%	3%	2%
None	31%	37%	34%	18%	30%

*Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.
Multiple responses permitted.

Other Trip Planning Sources*

Other Trip Planning Sources	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Friends, family	39%	32%	34%	42%	37%
Visitor guide/brochure	13%	8%	10%	12%	11%
Television	5%	1%	5%	8%	5%
Travel agent	3%	3%	5%	9%	5%
Magazine	4%	1%	3%	8%	4%
Podcast	3%	3%	5%	4%	4%
AAA	5%	4%	4%	4%	4%
Newspaper	2%	1%	3%	7%	3%
Radio	2%	1%	2%	4%	2%
Other	3%	2%	5%	1%	3%
None	46%	58%	52%	42%	50%

*Base: Main reason for visiting was a vacation/leisure trip, a sporting event, or a special occasion.
Multiple responses permitted.

Main Reasons for Visiting*

Reasons for Visiting	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Visit friends/relatives	54%	55%	58%	51%	55%
Vacation/leisure trip	20%	21%	24%	38%	25%
Special occasion or event	14%	13%	17%	16%	15%
Business/conference	10%	14%	9%	6%	10%
Sporting event	8%	6%	3%	6%	6%
Other	3%	5%	6%	6%	5%

Type of Vacation/Leisure Trip*

Type of Vacation/Leisure Trip	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Beach trip	6%	8%	18%	25%	14%
Shopping	9%	11%	11%	13%	11%
Foodie/culinary	5%	10%	5%	8%	7%
Girls/guys trip	3%	5%	6%	8%	5%
Water sports	2%	5%	4%	8%	5%
Breweries/distilleries	3%	3%	5%	6%	4%
Nature, bird watching, eco tours, etc.	2%	2%	2%	5%	3%
History	3%	2%	4%	3%	3%
Biking, hiking, running, etc.	2%	2%	3%	3%	2%
Art galleries, museums, cultural events	3%	2%	1%	1%	2%
Golf or tennis	1%	1%	1%	2%	1%
Other	3%	1%	1%	<1%	1%

*Base: All Visitors. Multiple responses permitted.

Type of Special Occasion or Event*

Type of Special Occasion/Event	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Festival	2%	6%	4%	3%	4%
Reunion	2%	2%	5%	5%	4%
Wedding/honeymoon	3%	1%	1%	2%	2%
Concert	2%	1%	1%	1%	1%
Performing arts	<1%	1%	1%	<1%	1%
Other	5%	2%	2%	2%	3%

*Certain data points on this slide have been revised to correct discrepancies identified during the annual review.
Base: All Visitors.

Type of Business/Conference*

Type of Business/Conference	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Company/government business	7%	8%	6%	4%	6%
Conference/convention/trade show	2%	3%	3%	2%	3%
Other	1%	3%	0%	0%	1%

Type of Sporting Event*

Type of Sporting Event	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Professional sports tournament/event	5%	4%	1%	4%	4%
Youth sports tournament/event	1%	1%	2%	0%	1%
Adult sports tournament/event (amateur)	2%	1%	0%	2%	1%
Other	<1%	<1%	<1%	<1%	<1%

*Certain data points on this slide have been revised to correct discrepancies identified during the annual review.
Base: All Visitors.

Other Destinations Considered*

Other Destinations Considered	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
St. Augustine/Ponte Vedra	39%	49%	25%	28%	36%
Orlando/theme parks	19%	29%	28%	16%	23%
Daytona Beach area	18%	23%	24%	29%	23%
Amelia Island	18%	28%	11%	20%	20%
Tampa	16%	18%	19%	16%	17%
Miami/Fort Lauderdale	11%	17%	20%	17%	16%
Florida Panhandle	16%	15%	14%	21%	16%
Florida Keys	17%	9%	12%	18%	14%
Savannah	12%	9%	8%	15%	11%
Cocoa Beach/Cape Canaveral area	9%	3%	6%	14%	8%
Atlanta	9%	10%	7%	7%	8%
Charlotte	6%	3%	2%	8%	5%
Other	1%	0%	2%	1%	1%
None/only Jacksonville	26%	12%	33%	18%	22%

*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Advertising/Promotions*

Recalled Advertising	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Yes	25%	21%	20%	29%	24%
No	56%	65%	62%	57%	60%
Not sure	19%	14%	18%	14%	16%

Influenced by Advertising	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Yes	21%	18%	15%	21%	19%

*Base: Main reason for visiting was a vacation/leisure trip.

Recalled Advertising Sources*

Sources of Advertising Noticed	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Video streaming services	9%	9%	6%	7%	8%
Personal social media	1%	10%	5%	12%	7%
Television	10%	3%	6%	3%	6%
Travel/visitor guide	2%	4%	6%	8%	5%
Visit Jacksonville's Social Media	1%	3%	6%	9%	5%
Billboard	12%	<1%	1%	3%	4%
Music streaming services	9%	1%	2%	6%	4%
Ad on a website	2%	3%	5%	8%	4%
Radio	9%	2%	1%	1%	3%
Newspaper	5%	1%	3%	3%	3%
Online article	3%	<1%	4%	7%	3%
Traveler reviews/blogs	2%	3%	2%	5%	3%
Podcast	6%	<1%	1%	1%	2%
Magazine ad	3%	1%	1%	3%	2%
Magazine article	3%	<1%	2%	4%	2%
Weather app	2%	<1%	3%	5%	2%
Rental agency/other booking website	2%	<1%	3%	4%	2%
Deal-based promotion	1%	1%	2%	4%	2%
AAA	<1%	1%	1%	3%	1%
Other	<1%	2%	<1%	1%	1%

*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Actions after Seeing Advertising*

Actions after Seeing Advertising	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Asked a friend about Jacksonville	14%	14%	9%	11%	12%
Went to the internet to learn more about vacationing in Jacksonville	14%	4%	8%	14%	10%
Booked a trip to Jacksonville	11%	6%	10%	14%	10%
Went to Visit Jacksonville's social media	9%	4%	8%	15%	9%
Went to VisitJacksonville.com	10%	3%	7%	8%	7%
Followed or liked Visit Jacksonville on social media	6%	1%	6%	8%	5%
Signed up for Visit Jacksonville's E-Newsletter	3%	1%	5%	8%	4%
Other	<1%	3%	<1%	<1%	1%
None	5%	<1%	<1%	1%	2%

*Base: Main reason for visiting was a vacation/leisure trip.
Multiple responses permitted.

Visitor Journey: Travel Party Profile



Origin Region

Region of Origin	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024*
Florida	27%	24%	28%	34%	28%
Southeast	30%	33%	29%	26%	30%
Northeast	16%	17%	17%	14%	16%
Midwest	14%	8%	11%	9%	10%
West	7%	8%	7%	5%	7%
Int'l	6%	10%	8%	12%	9%

*The top international markets for FY2024 were Canada (3%), Mexico (2%), and the UK (1%).

Origin State

Origin States	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Florida	27%	24%	28%	34%	28%
Georgia	13%	17%	13%	9%	13%
New York	6%	4%	7%	9%	6%
North Carolina	4%	6%	3%	4%	4%
California	2%	4%	2%	3%	3%
New Jersey	3%	4%	3%	<1%	3%
South Carolina	2%	3%	3%	3%	3%
Alabama	3%	1%	1%	1%	2%
Ohio	3%	1%	4%	2%	2%
Pennsylvania	1%	2%	2%	1%	2%
Tennessee	3%	3%	2%	1%	2%
Texas	2%	3%	3%	1%	2%
Virginia	2%	2%	3%	2%	2%

Origin Market

Origin Markets	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Surrounding Areas	8%	10%	5%	16%	10%
Orlando-Daytona Beach-Melbourne	8%	8%	9%	7%	8%
New York*	7%	7%	8%	8%	7%
Atlanta	8%	7%	5%	5%	6%
Tampa-St. Petersburg	4%	5%	6%	3%	5%
Miami-Fort Lauderdale	4%	1%	3%	1%	2%
Norfolk-Portsmouth-Newport News	2%	2%	3%	1%	2%
Philadelphia	2%	2%	2%	1%	2%

*Includes some markets in New Jersey, Pennsylvania, and Connecticut.

Travel Party Size/Composition

Travel Party Composition	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
As a couple	36%	38%	33%	36%	36%
By yourself	31%	28%	36%	31%	31%
As a family	24%	20%	20%	22%	22%
With other couples/friends	7%	9%	8%	10%	9%
With business associates	1%	5%	1%	1%	2%
In a tour group	<1%	<1%	1%	<1%	<1%
Other	1%	<1%	1%	<1%	<1%
Average Travel Party Size	2.4	2.2	2.4	2.4	2.4

Children in Travel Party	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Yes	17%	15%	14%	17%	16%

Demographic Profile¹

Age	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
18-24	10%	12%	11%	7%	10%
25-34	24%	26%	27%	27%	26%
35-44	18%	20%	27%	30%	23%
45-54	23%	23%	22%	23%	23%
55-64	16%	11%	8%	9%	11%
65+	9%	8%	5%	4%	7%
Median Age	44	41	39	40	41

Gender ²	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Female	48%	51%	52%	51%	51%
Male	51%	48%	47%	47%	48%
Non-binary	1%	1%	1%	2%	1%
Another option not listed here	<1%	<1%	<1%	<1%	<1%

¹Certain data points on this slide have been revised to correct discrepancies identified during the annual review.

²Gender of member of the travel party who was interviewed. May be influenced by visitors' willingness to complete a survey.

Demographic Profile¹

Race/Ethnicity ²	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Caucasian/White	54%	57%	56%	62%	57%
African American/Black	16%	16%	20%	17%	17%
Hispanic, Latino, Latina, or Latinx	11%	13%	13%	18%	14%
Asian or Asian American	4%	6%	7%	6%	6%
Middle Eastern or Northern African	2%	5%	7%	3%	4%
Native Hawaiian/Other Pacific Islander	1%	3%	3%	3%	2%
Another option not listed here	11%	13%	10%	2%	9%

Household Income	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Less than \$75,000	49%	56%	48%	44%	49%
\$75,000 to \$99,999	25%	22%	27%	26%	25%
\$100,000 to \$149,999	13%	12%	12%	14%	13%
\$150,000 to \$199,999	8%	7%	8%	8%	8%
\$200,000 to \$249,999	3%	2%	3%	6%	3%
\$250,000+	2%	1%	2%	2%	2%
Median Income	\$76,000	\$66,960	\$76,900	\$80,770	\$76,000

¹Certain data points on this slide have been revised to correct discrepancies identified during the annual review.

²Multiple responses permitted.

New & Returning Visitors

Previous Trips to Jacksonville	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
First-Time Visitor	23%	14%	17%	18%	18%
2-3 Visits	18%	21%	18%	18%	19%
4-5 Visits	16%	17%	19%	17%	17%
6-10 Visits	13%	13%	17%	12%	14%
11+ Visits	30%	35%	29%	35%	32%

Visitor Journey: Trip Experience



Transportation¹

Transportation to Jacksonville	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Drive	66%	65%	71%	68%	68%
Jacksonville International Airport	13%	15%	20%	15%	17%
Bus/motor coach	4%	8%	3%	2%	4%
Orlando International Airport	<1%	1%	1%	7%	3%
Orlando Sanford International Airport	1%	3%	4%	1%	3%
Train	<1%	4%	<1%	5%	2%
Boat/ferry	1%	<1%	1%	<1%	<1%
Other	9%	<1%	<1%	1%	3%

Transportation While in Market	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Personal Vehicle ²	67%	58%	69%	71%	66%
Rental Car	25%	29%	25%	23%	25%
Uber/Lyft/Taxi	8%	11%	4%	4%	7%
Public Transportation	1%	1%	<1%	2%	1%
Other	<1%	1%	2%	<1%	1%

¹Certain data points on this slide have been revised to correct discrepancies identified during the annual review.

²Includes riding with a family member or friend.

Accommodations

Accommodations	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Hotel/motel/resort	34%	35%	38%	34%	35%
Friends and relatives	32%	25%	31%	22%	28%
Not spending the night	20%	27%	22%	34%	26%
Condo, rental house	9%	8%	7%	8%	8%
Personal condo, house, etc.	2%	3%	2%	1%	1%
B&B/inn	<1%	1%	1%	1%	1%
RV park/campground	<1%	<1%	<1%	<1%	<1%
Other	3%	1%	<1%	<1%	1%

Nights Stayed

Nights Stayed	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Not staying overnight	20%	27%	22%	34%	26%
1 night	6%	6%	4%	2%	5%
2 nights	13%	11%	7%	9%	10%
3 nights	23%	21%	18%	14%	19%
4 nights	8%	7%	9%	7%	8%
5 nights	18%	17%	21%	12%	16%
6+ nights	12%	11%	19%	22%	16%
Average length of stay	3.1	3.3	3.5	3.3	3.3

Activities*

Activities	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Dining out	58%	59%	62%	62%	60%
Visit friends/relatives	56%	60%	58%	51%	56%
Beach	23%	34%	52%	70%	44%
Visited a park	22%	28%	42%	30%	30%
River	21%	33%	34%	27%	29%
Visited an attraction	19%	40%	30%	20%	28%
Other festival - food, wine, music, etc.	14%	38%	34%	18%	26%
Water sports, such as boating, fishing, kayaking, etc.	13%	25%	25%	26%	22%
Breweries/distilleries	16%	25%	21%	22%	21%
Bars, nightclubs	24%	20%	17%	17%	20%
Shopping	18%	14%	12%	25%	17%
Sporting event - attend or participate	13%	15%	11%	11%	13%
Biking, hiking, running, etc.	11%	14%	12%	11%	12%
Business meetings, conferences	4%	14%	9%	6%	10%
Nature, bird watching, eco tours, etc.	9%	6%	10%	15%	10%
Golf or tennis	5%	9%	11%	12%	9%
Museum	8%	12%	8%	8%	9%
History	10%	6%	8%	13%	9%
Concert	6%	6%	2%	4%	5%
Spas	4%	6%	5%	4%	5%
Art galleries	3%	2%	2%	5%	3%
Took a tour or class (cooking, art, etc.)	1%	1%	2%	3%	2%
Other	10%	5%	7%	6%	7%

*Multiple responses permitted.

Areas Visited

Jacksonville Beaches Visited ^{1,2}	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Jacksonville Beach	72%	59%	75%	80%	71%
Atlantic Beach	21%	30%	33%	38%	30%
Neptune Beach	21%	14%	26%	35%	23%
Black Rock or Boneyard Beach	3%	17%	14%	15%	12%
Other	7%	13%	4%	2%	7%

Areas of Jacksonville Visited ²	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Beaches & Mayport	27%	44%	71%	73%	53%
Southside	41%	60%	67%	45%	53%
Downtown	45%	52%	54%	53%	51%
Riverside Avondale	30%	55%	59%	39%	46%
Northside & Airport	28%	37%	37%	28%	33%
Mandarin	12%	21%	23%	10%	17%
San Marco	13%	26%	14%	10%	16%
Arlington	12%	9%	16%	18%	14%
Springfield	16%	14%	14%	13%	14%
Ortega	6%	10%	8%	6%	8%
Murray Hill	5%	9%	6%	8%	7%
Other	19%	9%	5%	11%	11%

¹Base: Visitors who went to the beach while in the Jacksonville area.

²Multiple responses permitted.

Visitor Journey: Post-Trip



Post-Trip Evaluations

Recommending Jacksonville	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Definitely	71%	75%	78%	80%	76%
Probably	25%	23%	21%	16%	21%
Probably not	3%	2%	1%	3%	2%
Definitely not	1%	<1%	<1%	1%	1%

Satisfaction	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Very satisfied	72%	80%	77%	78%	77%
Satisfied	22%	15%	18%	19%	18%
Somewhat satisfied	6%	5%	5%	1%	4%
Dissatisfied	<1%	<1%	<1%	2%	1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%

Likelihood of Returning

Returning to Jacksonville	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Definitely will return	76%	84%	79%	82%	80%
Probably will return	21%	15%	19%	14%	17%
Probably will not return	3%	1%	2%	3%	2%
Definitely will not return	<1%	<1%	<1%	1%	<1%

Rating Jacksonville's Attributes*

Attributes	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Value of the Trip	4.7	4.8	4.8	4.7	4.8
Ability to Get Around the Area	4.7	4.8	4.8	4.7	4.8
Value of Food	4.6	4.7	4.7	4.6	4.7
Quality of Food	4.7	4.8	4.8	4.7	4.8
Value of Attractions	4.6	4.8	4.8	4.7	4.7
Quality of Attractions	4.6	4.8	4.8	4.7	4.7
Value of Accommodations	4.7	4.7	4.7	4.6	4.7
Quality of Accommodations	4.7	4.7	4.7	4.7	4.7
Feeling Safe	4.6	4.7	4.7	4.7	4.7

*Certain data points on this slide have been revised to correct discrepancies identified during the annual review.

Transportation Accessibility

Transportation Accessibility	Oct-Dec	Jan-Mar	Apr-June	July-Sept	FY2024
Prevented visiting other areas of Jacksonville	4%	<1%	2%	1%	2%
Did not prevent visiting other areas	91%	93%	91%	95%	92%
Don't know	5%	7%	7%	4%	6%



Visitor Tracking

Interviews were completed online and in person with 2,761 visitors at the Jacksonville International Airport, events, beaches, and downtown between October 1st, 2023 and September 30th, 2024.

Economic Impact

The total economic impact of tourism on the Jacksonville area is a function of direct spending by visitors to the area, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Jacksonville's multiplier is 1.80.

Visit Jacksonville

FY2024 Economic Impact and Visitor Tracking Report

October 2023 – September 2024

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