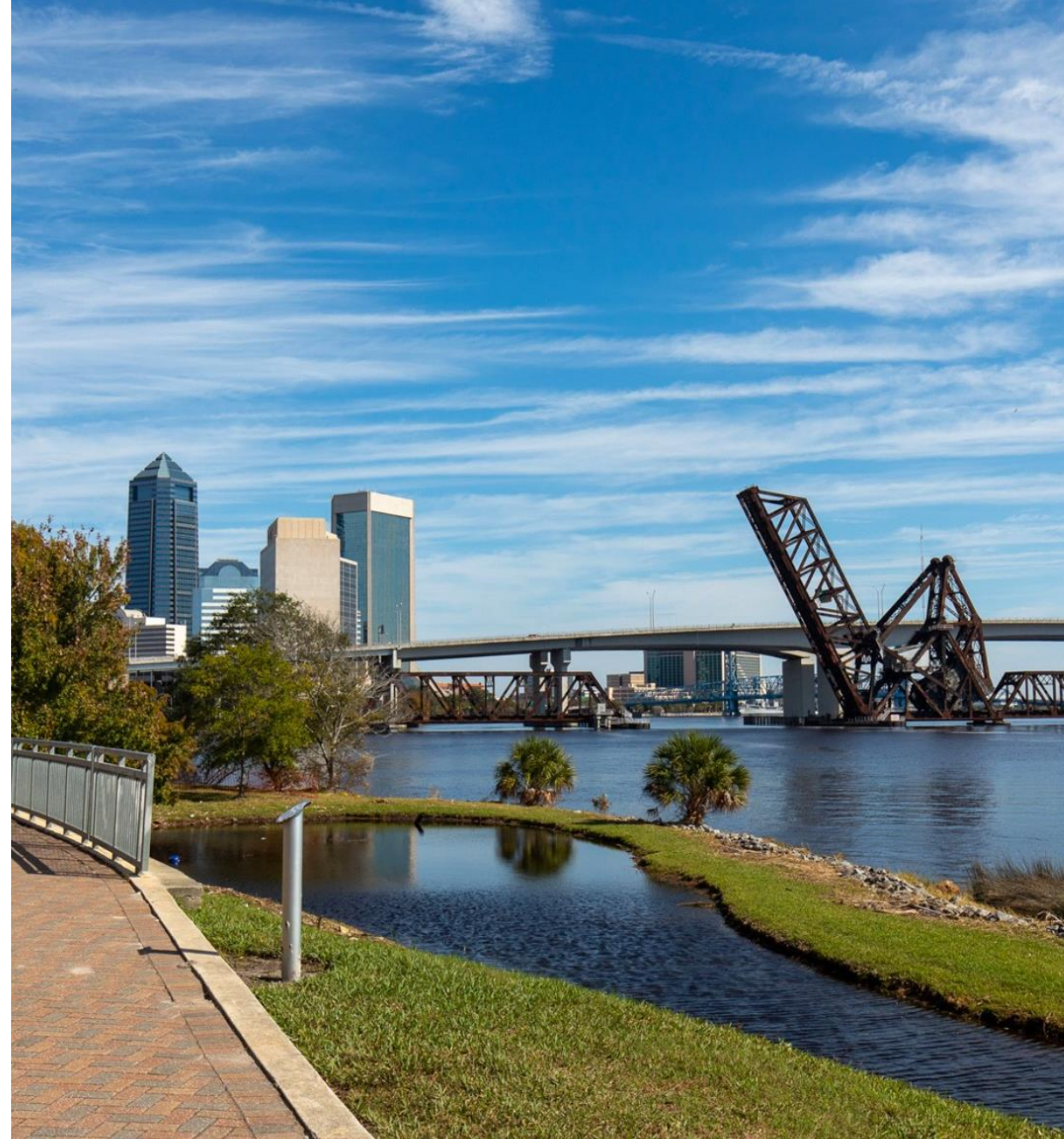


Visit Jacksonville

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



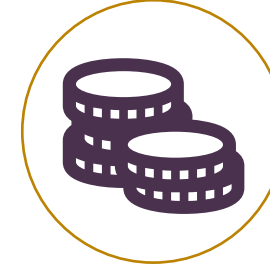
4,999,700

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

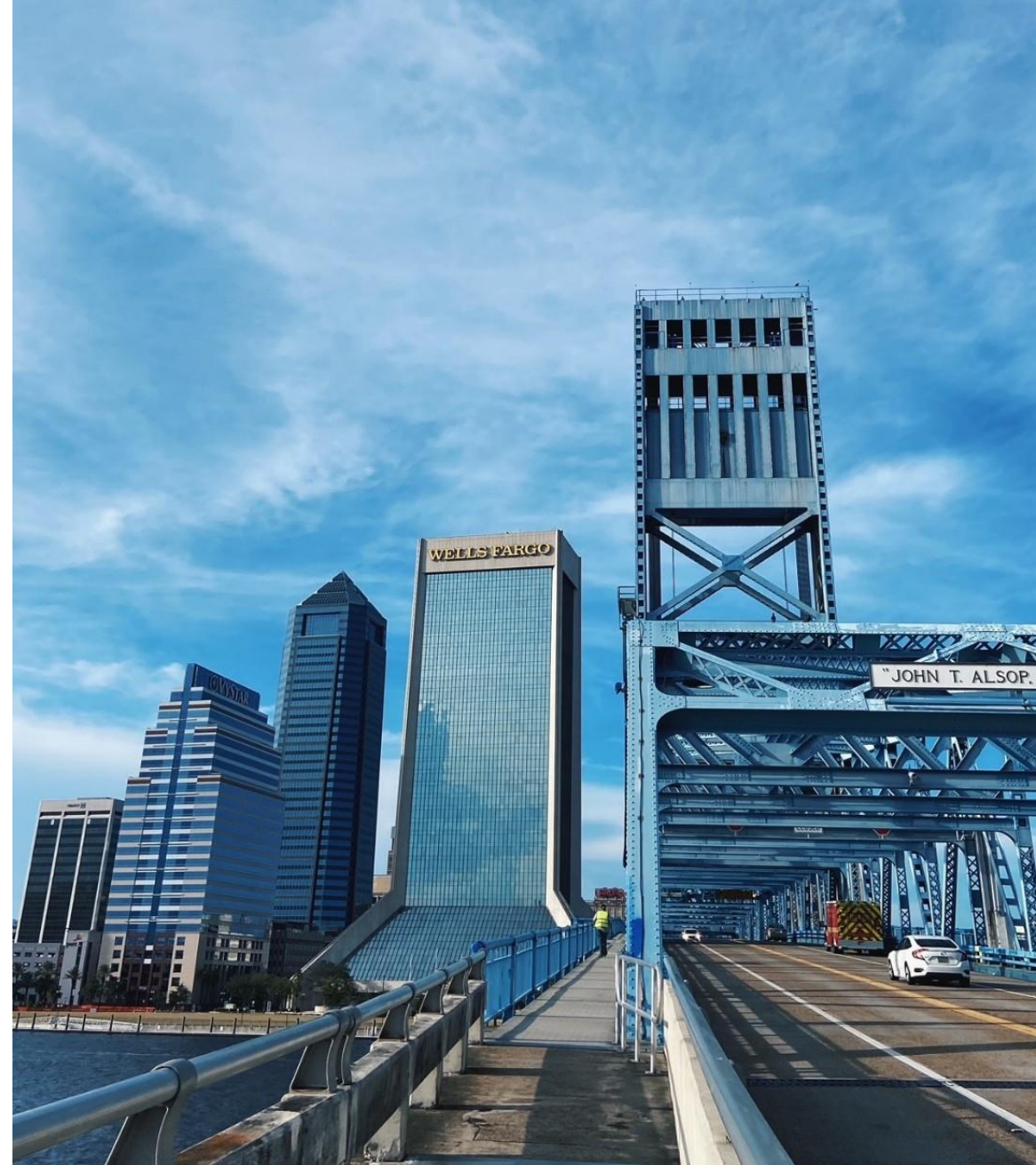


\$86.91

RevPAR

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

Executive Summary



Economic Impact

Visitor spending generated

\$7,391,702,300

in economic impact to Jacksonville's economy in
FY2024



Direct Spending

Visitors to Jacksonville spent

\$4,099,754,600

in the area in FY2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses



Jacksonville attracted
8,152,400
visitors in FY2024



Room Nights

Visitors to Jacksonville generated

4,999,700

room nights in area accommodations throughout
FY2024



Bed Tax Collected

Visitors to Jacksonville staying in paid accommodations generated

\$31,526,498

in TDT collections throughout FY2024



Jobs Supported

Visitors to Jacksonville supported

56,900

jobs in the Jacksonville area in FY2024



Wages Generated

Visitors to Jacksonville supported

\$2,777,428,500

in wages paid to employees throughout the area in
FY2024



Visitors Support Jobs

Every

143

visitors supports a new job in the Jacksonville area



Household Tax Savings

Visitors to Jacksonville saved each local household

\$540

in local taxes in FY2024





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.

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