

BOLD STATEMENTS

"As Jacksonville evolves and matures, so has the regional palate — one of the greatest surprises out of many, spending time in the city today, is just how much good stuff is going on here, how much there is worth eating and drinking. Should you find yourself here now, consider yourself just a little bit lucky."

FOOD & WINE

"In Jacksonville I found access to first-class everything, without the crowds, prices, or pretention."

THRILLIST

"Say hello to one of the best vacation spots in Florida. From surfing and parasailing to kayaking and mountain biking, you can do it all — on your choice of terrain or waterway — a stone's throw from a thriving urban center."

Southern Living

"Jacksonville (or Jax, if you're a local) was a pleasant surprise for me. I'm not sure what I expected, but the city's young, hip population makes it one fun, hip city with a ton to do. I filled my days in Jacksonville soaking up the city's rich culture and history, while my evenings were spent enjoying delicious meals and experiencing the city's vibrant live music and nightlife."

Flirting with the Globe
my love affair with the world



visit
Jacksonville
and the Beaches

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We want to hear from you!
Share your ideas & thoughts
directly by emailing us at
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11.2%

of Duval County's population works in tourism (52,320) as of 2017.



1 in every 17 persons

works in hospitality/tourism industry.



Every Jacksonville Household would need to pay

over \$700 in taxes

to maintain the current level of services if we didn't have the state and local taxes generated by tourism.

Over **\$25.7 Million**

was collected in bed taxes in Duval County in 2018.

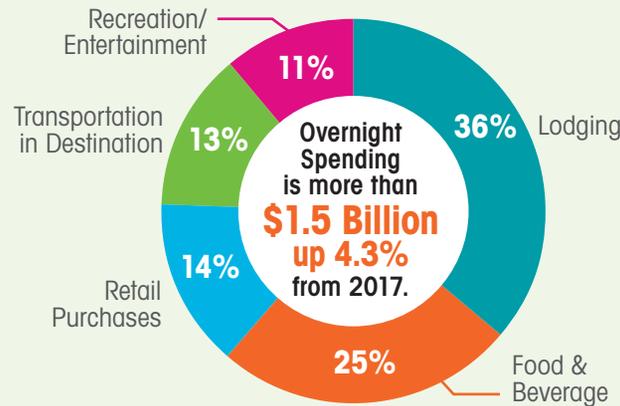


Sources: Longwoods International, Florida's Office of Economic and Demographic Research, Tourism Economics

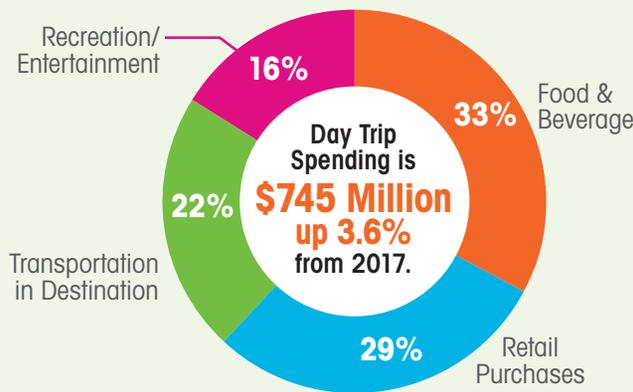


Estimated Total Economic Impact of Tourism is **\$3.63 Billion.**

\$2.3 Billion in Direct Total Spending by Domestic Visitors to Jacksonville in 2018.



- Lodging amounts for 36% at **\$550 Million**
- Food & Beverage is 25% at **\$386 Million**
- Retail Purchases is 14% at **\$221 Million**
- Transportation in Destination is 13% at **\$194 Million**
- Recreation/Entertainment is 11% at **\$172 Million**



- Food & Beverage amounts for 33% at **\$244 Million**
- Retail Purchases is 29% at **\$217 Million**
- Transportation in Destination is 22% at **\$16 Million**
- Recreation/Entertainment is 16% at **\$122 Million**



JAX IN THE NEWS

In 2017–2018 FY, Visit Jacksonville's PR efforts resulted in

395

media placements

41

media visits and

\$1 Million

in earned media from out-of-town coverage.



MEETINGS



In 2018, Visit Jacksonville worked with **201 groups** that held meetings this year in Jacksonville.

In 2018, **241 groups** were booked for arrival for future years.

