

# JACKSONVILLE

## SUMMARY OF SERVICES

### DESTINATION EXPERIENCE

When it comes to Jacksonville, consider the Visit Jacksonville Destination Experience Team your destination experts. We have the connections to all the resources you'll need to make your meeting, convention, or event a huge success. The Destination Experience team has established relationships with all the first-class companies and community resources, which ensures you have access to the best selection of products and services available throughout the City of Jacksonville.

### Attendance Builders/Pre-Promotion

Visit Jacksonville offers a wide variety of materials to help drive attendance to your upcoming meeting:

- **Prior Year Promotion:** We can send you a poster to display at a prior conference to promote Jacksonville as well as brochures on our City and give-away items to pique your attendees' interest in Jacksonville. The more they know about Jacksonville, the more likely they are to attend!
- **Meeting Website Enhancements:** We can provide fast-moving promotional videos, images and links to popular Visit Jacksonville webpages.

### Destination Marketing Tools

- **Jax Facts:** Talking points for use in promoting Jacksonville to your attendees as well as helpful information and fun facts about Jacksonville.
- **Media Hub:** We can provide you with access to our media gallery with destination images and videos for promotion on your website, programs, or brochures.
- **Social Media:** Visit Jacksonville can welcome your group at the start of your event with a post on our social media platforms. We have also created a Social Media Toolkit to help you with sample posts to boost your attendees' interest in Jacksonville, prior to your event. Don't forget to share your Jacksonville experience by using the #onlyinjax.
- **Microsites:** We can create a custom microsite to link from your event website, to promote things to do in Jacksonville, specific to your attendees and when they will be in the City.
- **Calendar of Events:** Available at [visitjacksonville.com/events](http://visitjacksonville.com/events), our comprehensive month-by-month calendar of activities and events throughout the city can help guide your event planning.

### Activities and Entertainment Referrals

Access Visit Jacksonville's network of local business partners to assist with your event. We will connect you with local businesses to suit your planning needs. Businesses include: audio/visual companies, individual or group transportation, caterers, destination management companies, décor, photographers, staffing agencies, and more.

### Business Service Referrals

Our Destination Experience team can provide information to help develop the 'wow' factor for your program while giving your VIPs and attendees an #onlyinjax experience! Businesses include: group outings, attractions, nightlife, off-site venues, restaurants, sightseeing and tours. Whatever you are looking for, we can help get you started.

### Group Welcome

- **Welcome Letter from the City of Jacksonville Mayor's Office**
- **Welcome on Visit Jacksonville's Social Media Outlets**
- **Local Media Contact List**

### Visitor Information

- **Area Maps, Brochures, and Dining Guides**
- **Deals:** Visit Jacksonville has partnered with businesses across the City to offer discounts to restaurants, attractions, and boutiques offered exclusively to our visitors and event attendees.
- **Sample Itineraries:** We have put together sample itineraries for your attendees whether they are extending their time in Jax or have free time outside of the event. We can help make sure your attendees get the most out of their time in Jacksonville!
- **Postcards**
- **Small Promotional Give-Away Items**



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## SUMMARY OF SERVICES – CONVENTION SALES

When it comes to Jacksonville, the Convention Sales team are the group business experts. Whether your convention, meeting, or event is taking place at one hotel or a variety of venues, our Sales Team can assist. Not sure where to start? Let's start with Sales!

Visit Jacksonville is your complimentary resource to help close sales and support you or your client's success in our destination. Connect with our team today to learn about available concessions and promotions your group may be eligible to earn.

### Site Visit Assistance

- **Site Visit Coordination:** Sourcing Jacksonville for your RFP? Our Sales Team can assist with site visit coordination to make it easier for you to visit Jacksonville and tour our hotels and venues.
- **RFP Sourcing:** You can easily submit your RFP via [visitjacksonville.com/meetings/online-rfp/](http://visitjacksonville.com/meetings/online-rfp/) or contact our Sales Team directly. Utilizing Visit Jacksonville during your hotel sourcing makes it easier for you as we collect bids for all properties that meet your RFP criteria.

### Booking Concessions

Qualified groups, based on need month and economic impact criteria, may be eligible for some of the booking concessions listed below. Plus, we are always looking for new ways to impact your event here in Jacksonville so let us know what is important to you and your group!

- **Custom Microsite**
- **Airport Signage**
- **VIP Individual Airport Transfers**
- **VIP Welcome Amenities**
- **Welcome Signage at or around Hotel**
- **Welcome Table**
- **Group Welcome from Visit Jacksonville President & CEO**
- **Personalized Name Badges**

### Sales Incentives

- **Convention Grants:** Events that meet need month and economic impact criteria may be eligible for grants between \$1 to \$10 per room night.
- **Promotions:** Looking to book a multi-year event? Or meet this year? Ask a member of our Sales Team for a list of promotions to see if your event qualifies. Current promotions can be found here: [visitjacksonville.com/meetings/meetings-promotion/](http://visitjacksonville.com/meetings/meetings-promotion/).
- **Sponsorships:** Certain groups with a unique impact on our destination may also be eligible for sponsorship opportunities. Discuss your event with a member of our Sales Team for more information.



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