

Destination Regional Cross Visitation

Visit Jacksonville

March 2023



ZARTICO

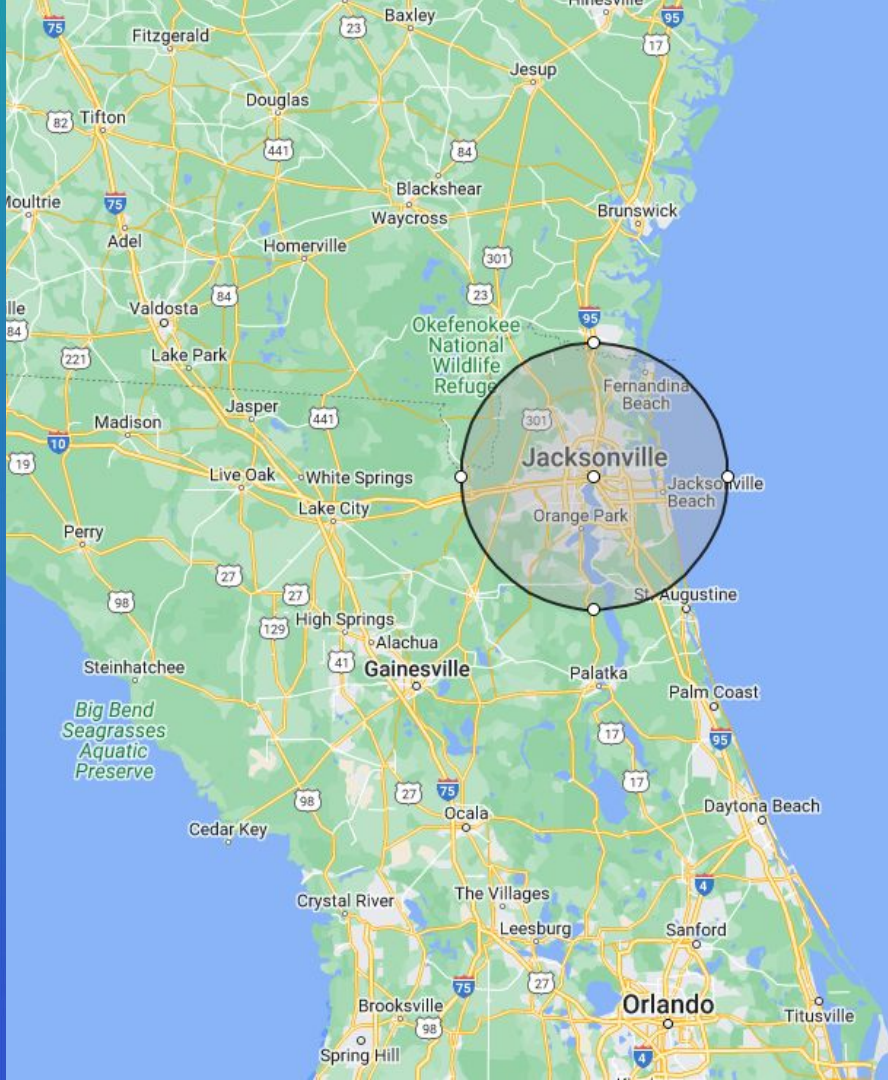


Objective

To better understand the differences and visitor movement between the various regions in Jacksonville.

Dates: January - December 2022





Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over **30 miles** from where they live and/or work
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



KEY INSIGHTS

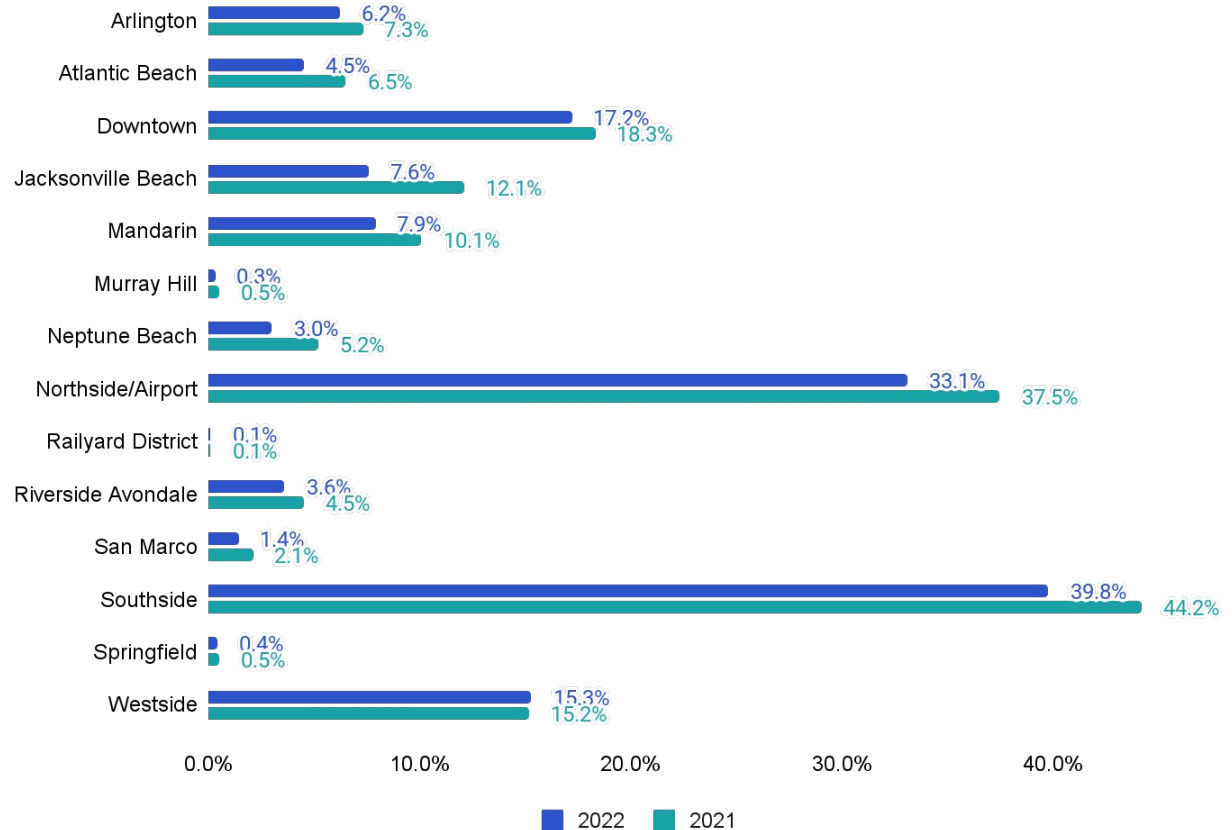
The **Southside, Northside/Airport, and Downtown regions had the highest share of visitation**. Those regions and the beach regions also had the highest visitor to resident ratios.

There are **unique visitation trends between the regions** when looking at seasonal visitation and share of visitation by the top visitor origin markets to each region.

There were **strong cross visitation patterns between the three (3) beach regions**; Atlantic Beach, Jacksonville Beach, and Neptune Beach. However, there was minimal cross visitation of Downtown region visitors to the beach regions.

Regional Visitation Year-over-Year

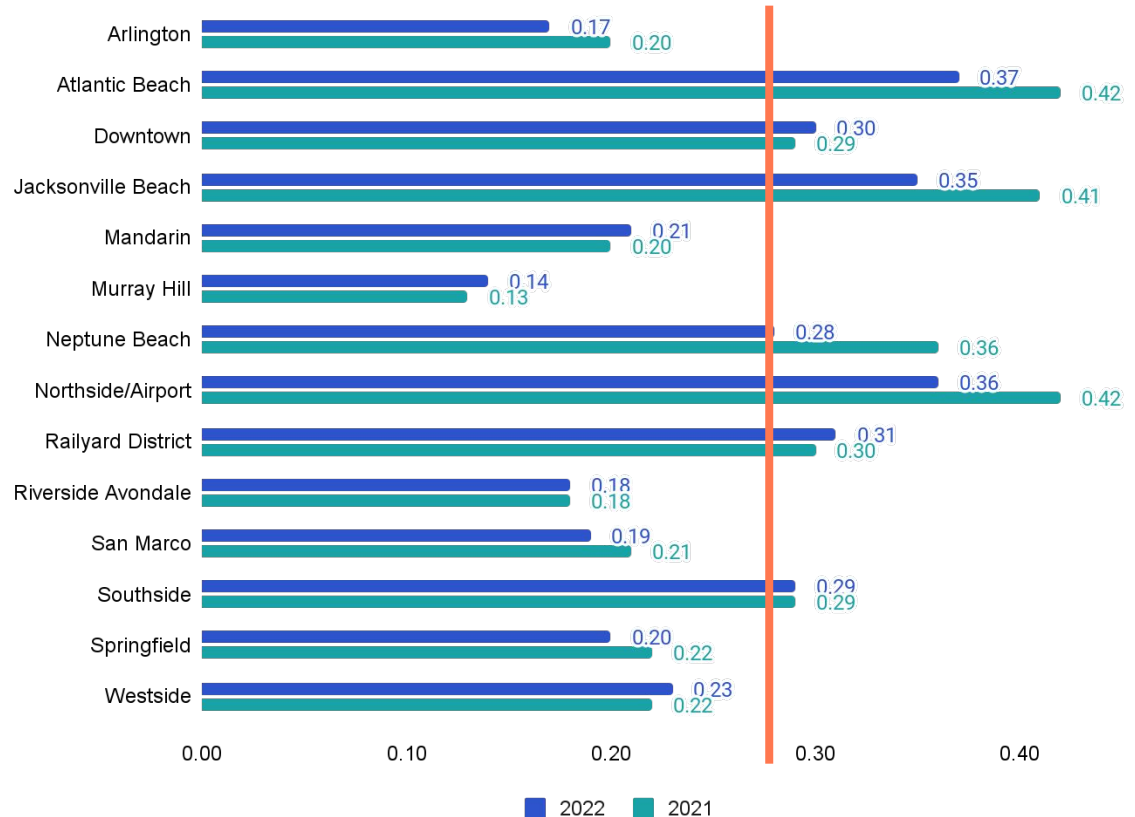
Regional visitation trends remained fairly consistent year-over-year, however, some regions saw a noticeable drop in visitation.



Source: Near, January - December 2022

Visitor to Resident Ratio Year-over-Year

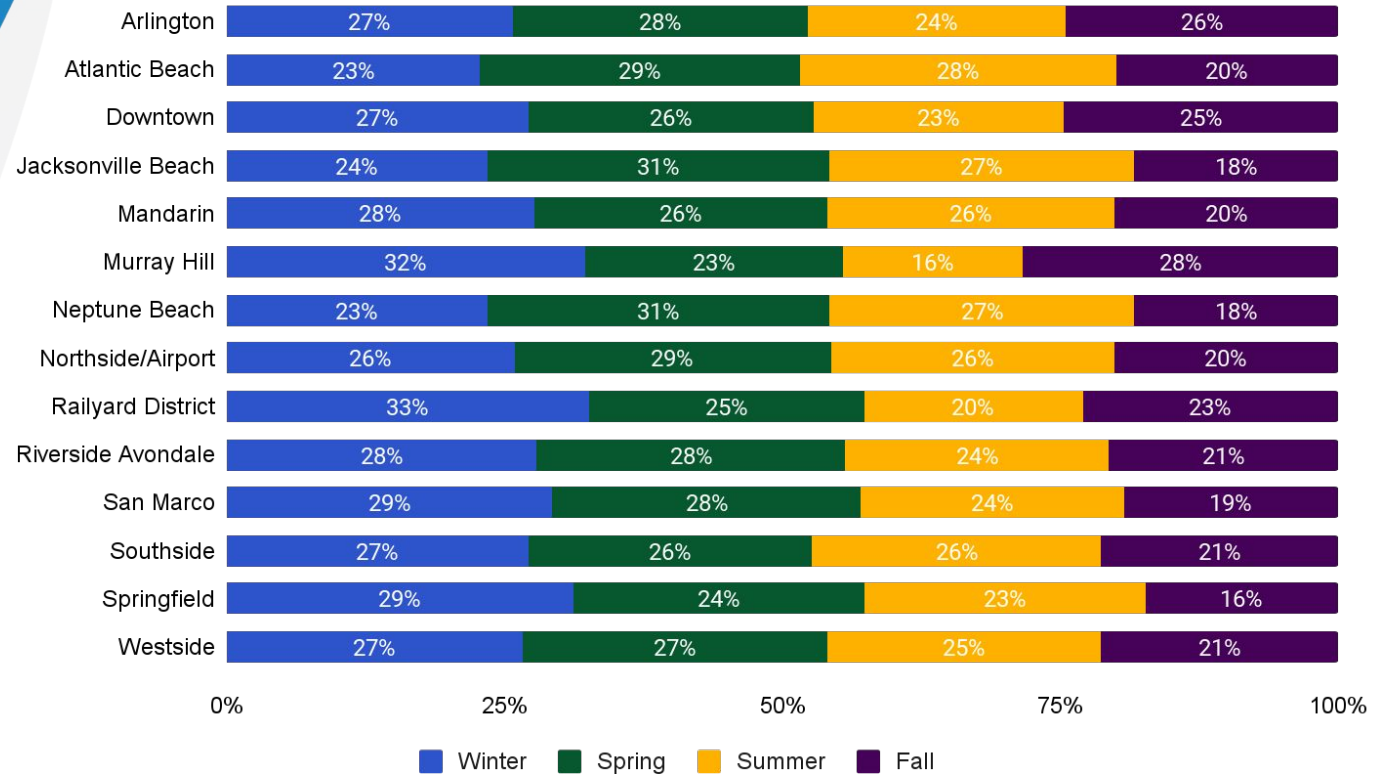
The 2022 average overall visitor to resident ratio was 0.28. The Atlantic Beach, Jacksonville Beach, and Northside/Airport regions had the highest above average ratios.



Source: Near, January - December 2022

Seasonal Visitation by Region

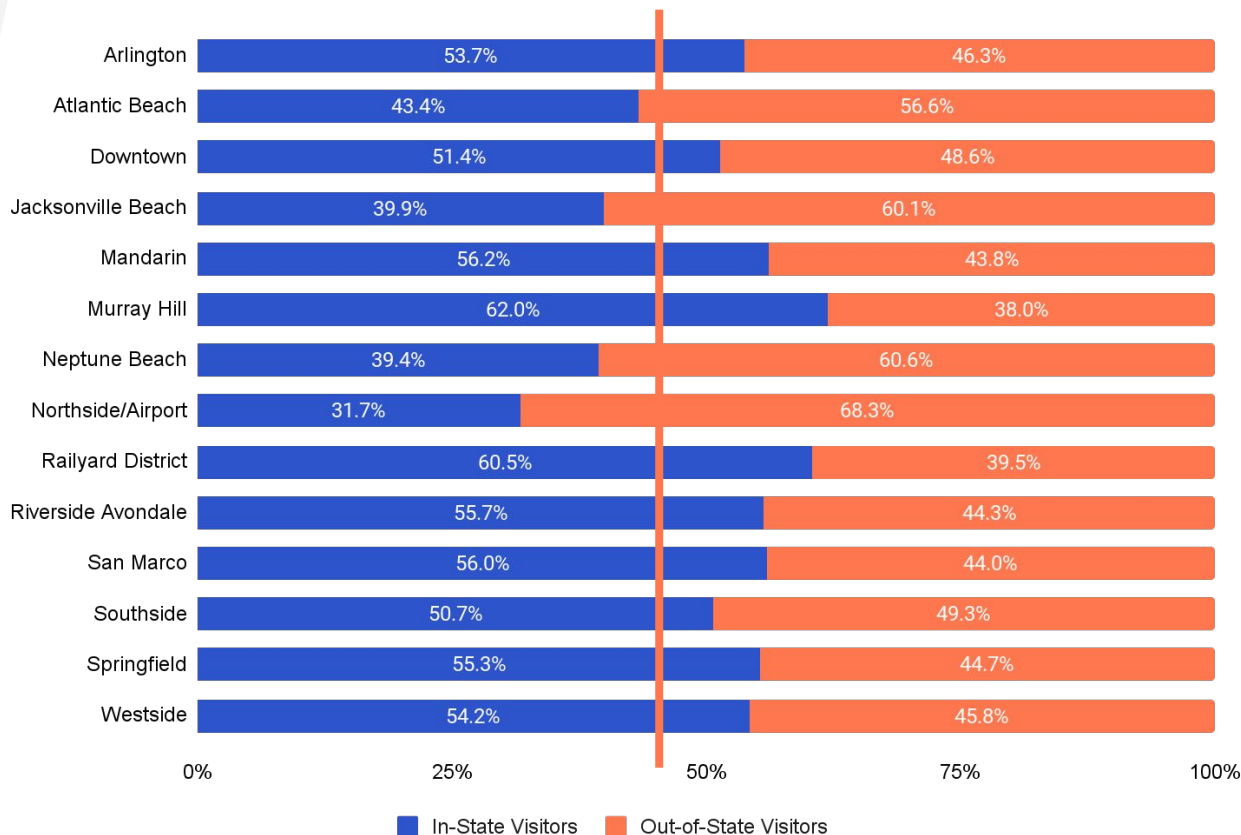
The beach regions have a higher share of visitors during the spring and summer seasons compared to the average destination.



Source: Near, 2019-2022 seasonal averages

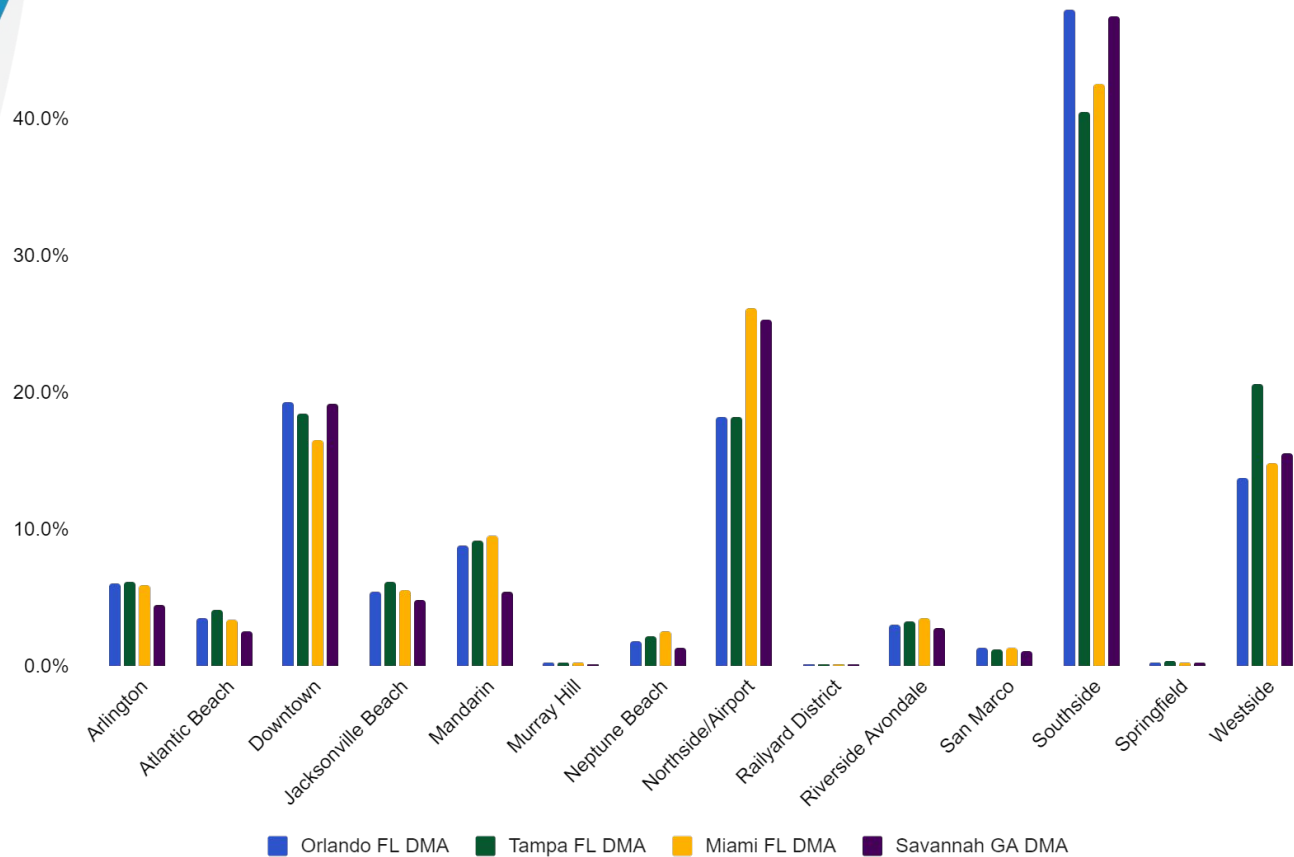
Visitor Origin State Mix

Average destination mix in 2022 was 45.8% in-state visitors and 54.2% out-of-state visitors.



Source: Near, January - December 2022

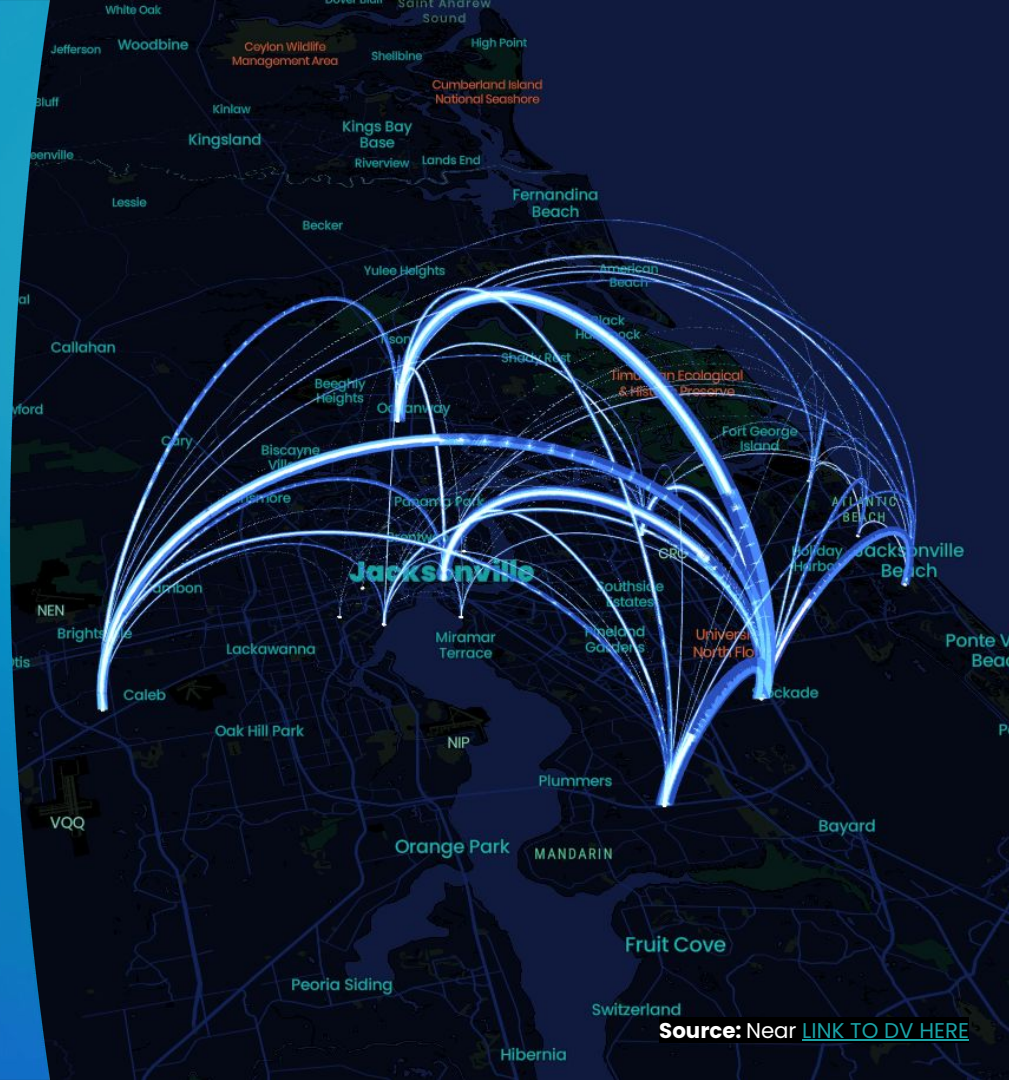
Regional Visitation by Top Origin Markets



Source: Near, January - December 2022; Excluding the Jacksonville FL DMA

What was the regional cross visitation?

- The **Southside region** saw the **highest shares of cross visitation** between all other regions.
- There were strong cross visitation patterns between the three (3) beach regions; Atlantic Beach, Jacksonville Beach, and Neptune Beach.
- There was minimal cross visitation of Downtown region visitors to the beach regions.



Source: Near [LINK TO DV HERE](#)

RECOMMENDED ACTIONS

- Review opportunities to **encourage visitation to the beach regions in the fall and winter season** where the share of visitors is lower.
- **Review the Marketing: Planning module** in your ZDOS to get a deeper understanding of the visitor trends and behaviors of top visitor origin markets to the regions and types of POIs visited.
- **Review the visitor to resident ratios within the smaller regions** of the destination to understand potential needs for addition tourist development or if there is capacity to welcome new visitors.

THANK YOU!

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