

# Spotlight: Sports Complex Area

*Visit Jacksonville  
April 2023*



ZARTICO



# Objective

To better understand the tourism impact of the Jacksonville Sports Complex Area, which includes TIAA Bank Field, Daily's Place, 121 Financial Park/Baseball Grounds of Jacksonville, and Vystar Veterans Memorial Arena, in order to more efficiently plan development and marketing strategies accordingly.

**Study Dates:**

*Dates: January - December 2022*

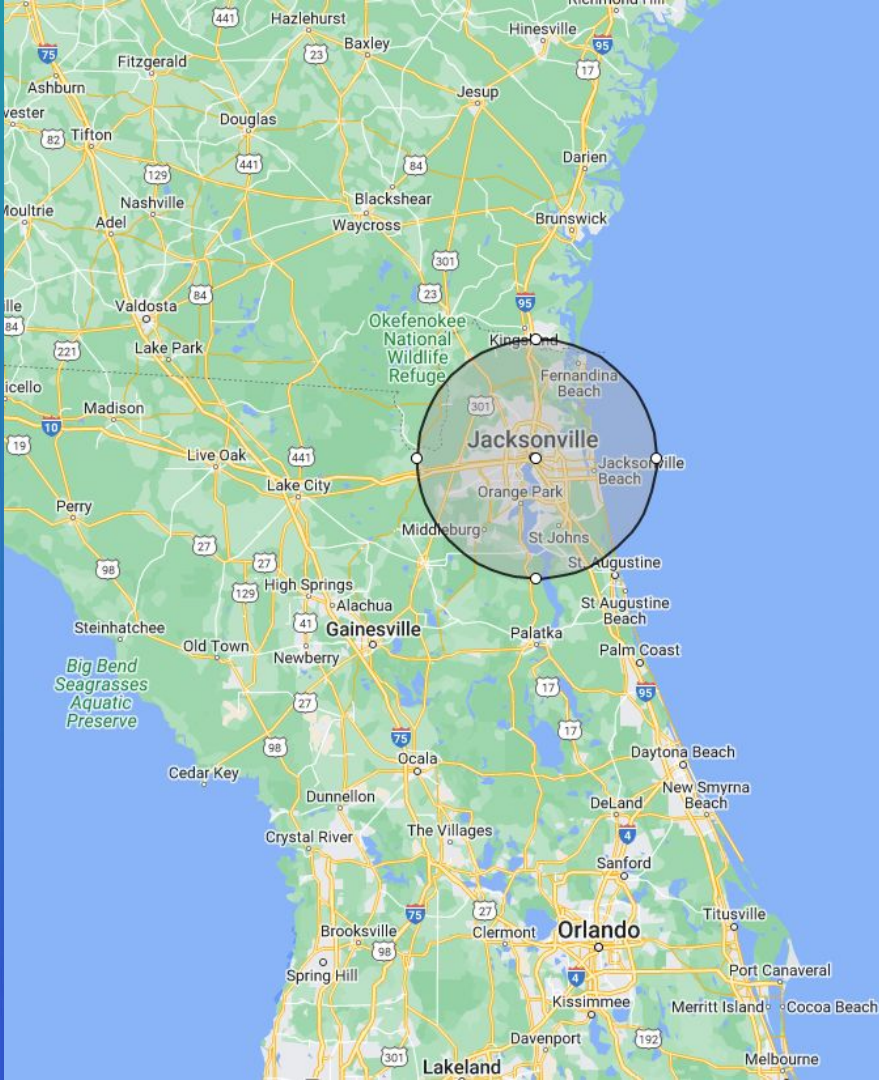


# Visitor Definition

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.



# KEY INSIGHTS

**5.6% of all visitors to Jacksonville in 2022 visited the Sports Complex POIs.** TIAA Bank Field saw 3.4% of all Jacksonville visitors, making it 7th-most visited primary point of interest in the destination.

**More than 54% of visitors to Sports Complex POIs are in-state visitors,** which is a 10% increase compared to the overall destination visitor origin mix.

**On average, 37% of Sports Complex POI visitors are observed at accommodations,** which is slightly higher than the average Jacksonville visitor. Visitors to these POIs are also observed primarily visiting other Downtown Region POIs at a much higher share than the average visitor.

# Who are Jacksonville Sports Complex attendees?

**41% are from  
Duval County**

-11% compared to overall destination mix

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**73% Overnight Trip**

-4% compared to overall destination visitor

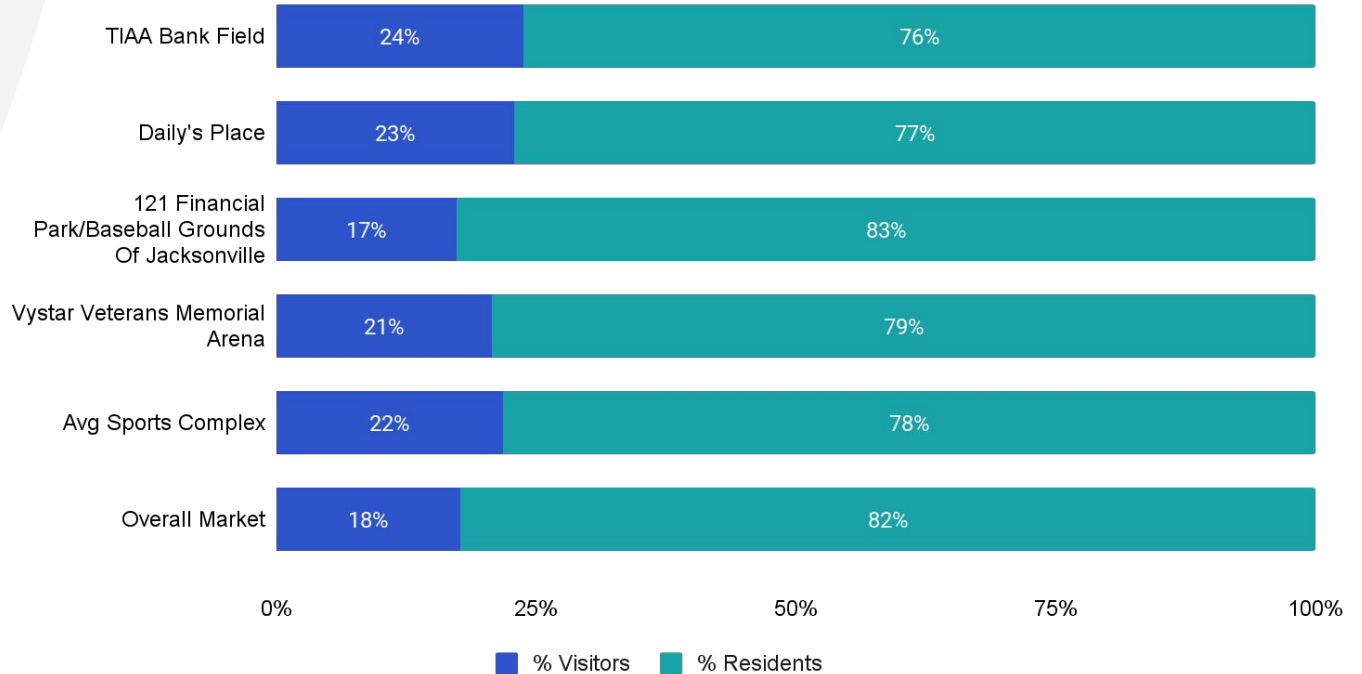
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**54% In-State Visitors**

+10% compared to overall destination visitor

# Visitor Resident Mix

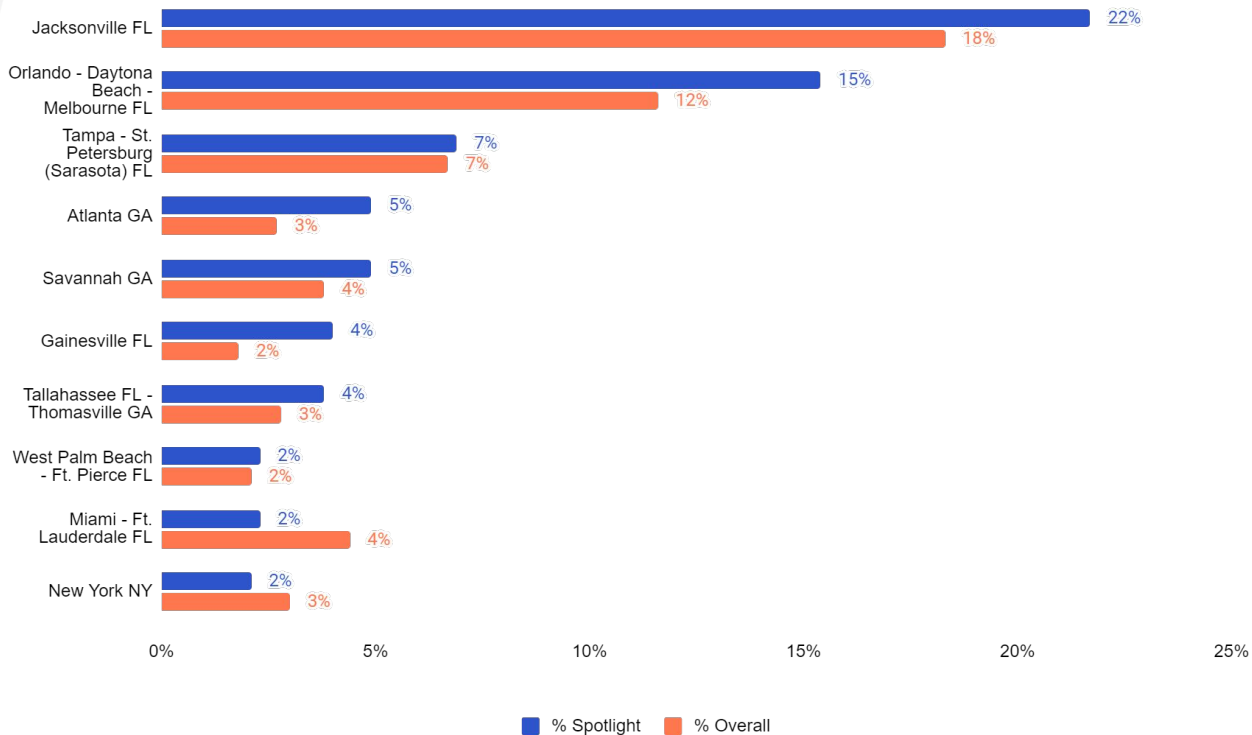
**TIAA Bank Field had the highest share of visitors** and the **Baseball Grounds of Jacksonville had the highest share of residents** compared to all other POIs in the Sports Complex Area.



**Source:** Near, January - December 2022

# Top Origin Markets

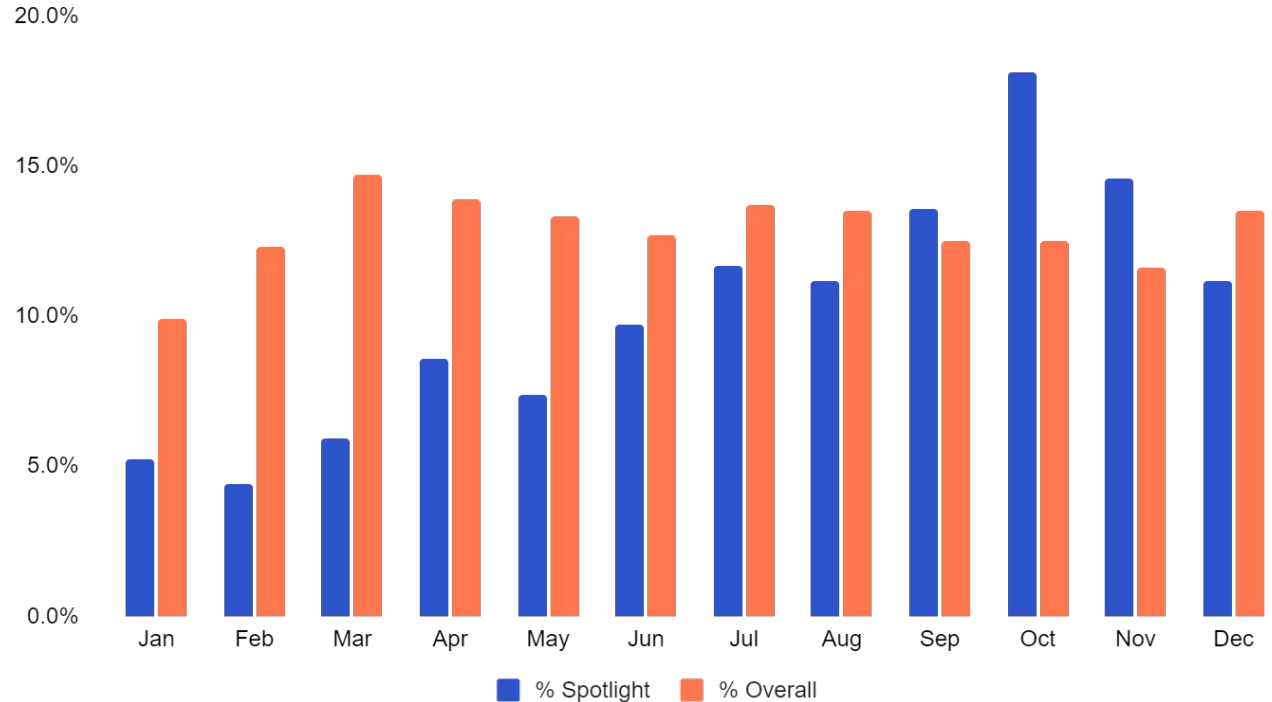
**TIAA Bank Field had the highest share of out-of-state visitors (49%)** compared to all other Sports Complex POIs.



**Source:** Near, January - December 2022; Average of all Sports Complex POIs, Visitor Origin Markets listed as origin DMA's

# Monthly Visitation Trends

Sports Complex POIs have a peak visitation in the fall which aligns with major professional and collegiate events that take place at TIAA Bank Field.



**Source:** Near, Monthly Averages January 2019–December 2022; Average of all Sports Complex POIs



# TIAA BANK FIELD OVERVIEW

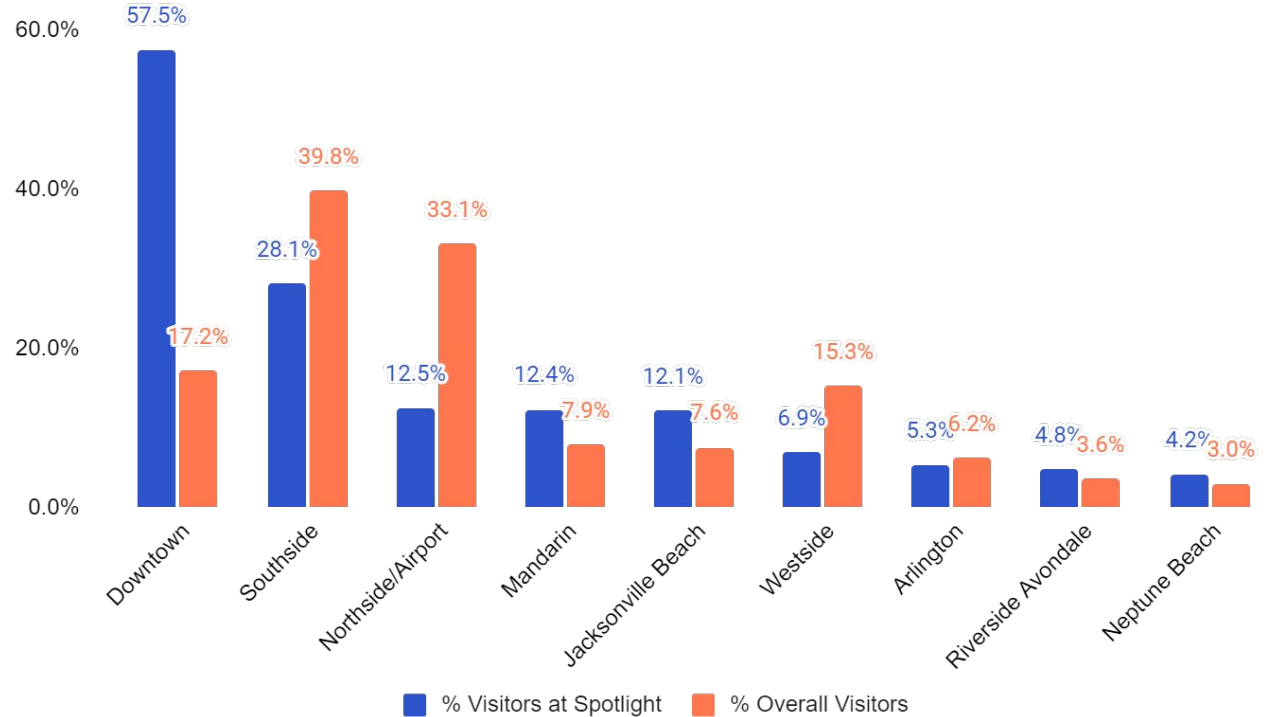
# TIAA Bank Field Overview

- 41% of attendees are from Duval County
- 52% of visitors are from Florida
- 75% of visitors are overnight trips
- 39% of visitors were also observed at accommodation POIs.
- Visitors primarily visited Downtown region POIs.
- Top visited POIs include: St. Johns Town Center, Daily's Place, Jacksonville Fairgrounds, Jacksonville International Airport



# Visitation by Region

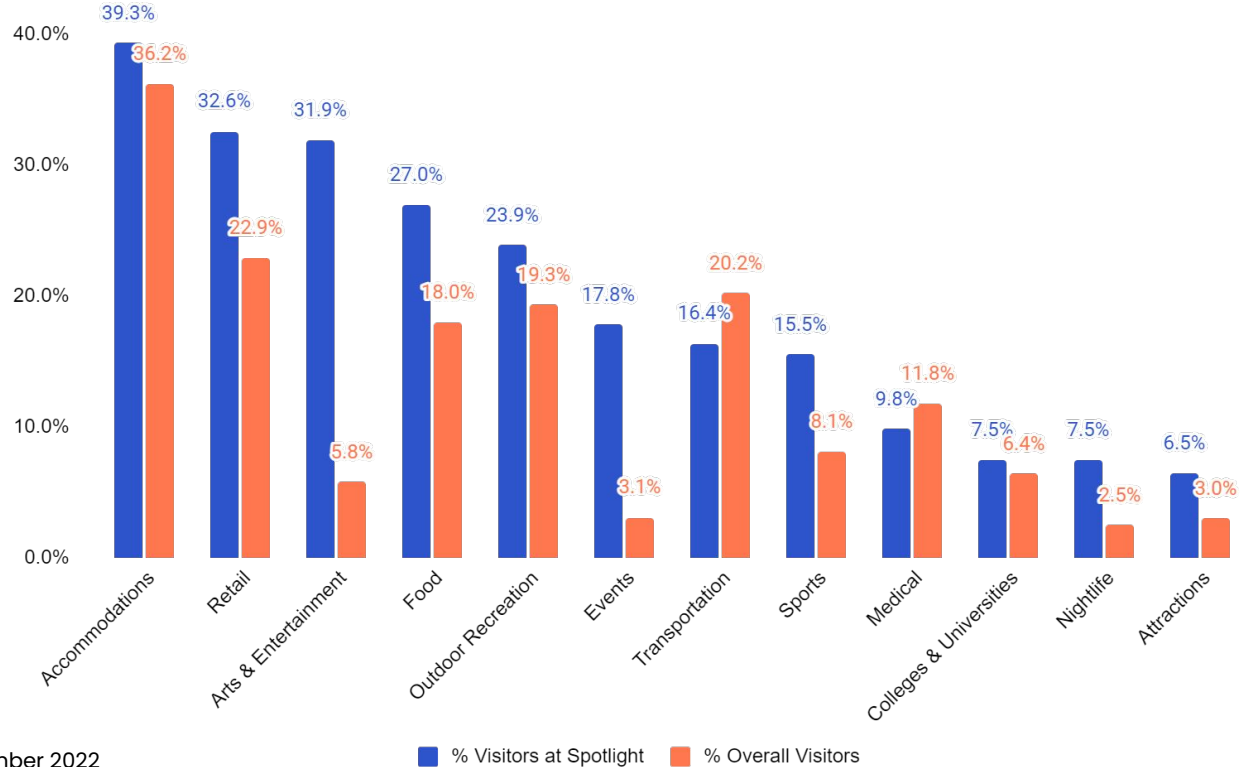
TIAA Bank Field visitors are 234% more likely to visit Downtown region POIs compared to the average visitor.



Source: Near, January - December 2022

# Visitation by POI Category

TIAA Bank Field visitors are more likely to visit accommodations, retail, and arts & entertainment POIs compared to the average visitor.

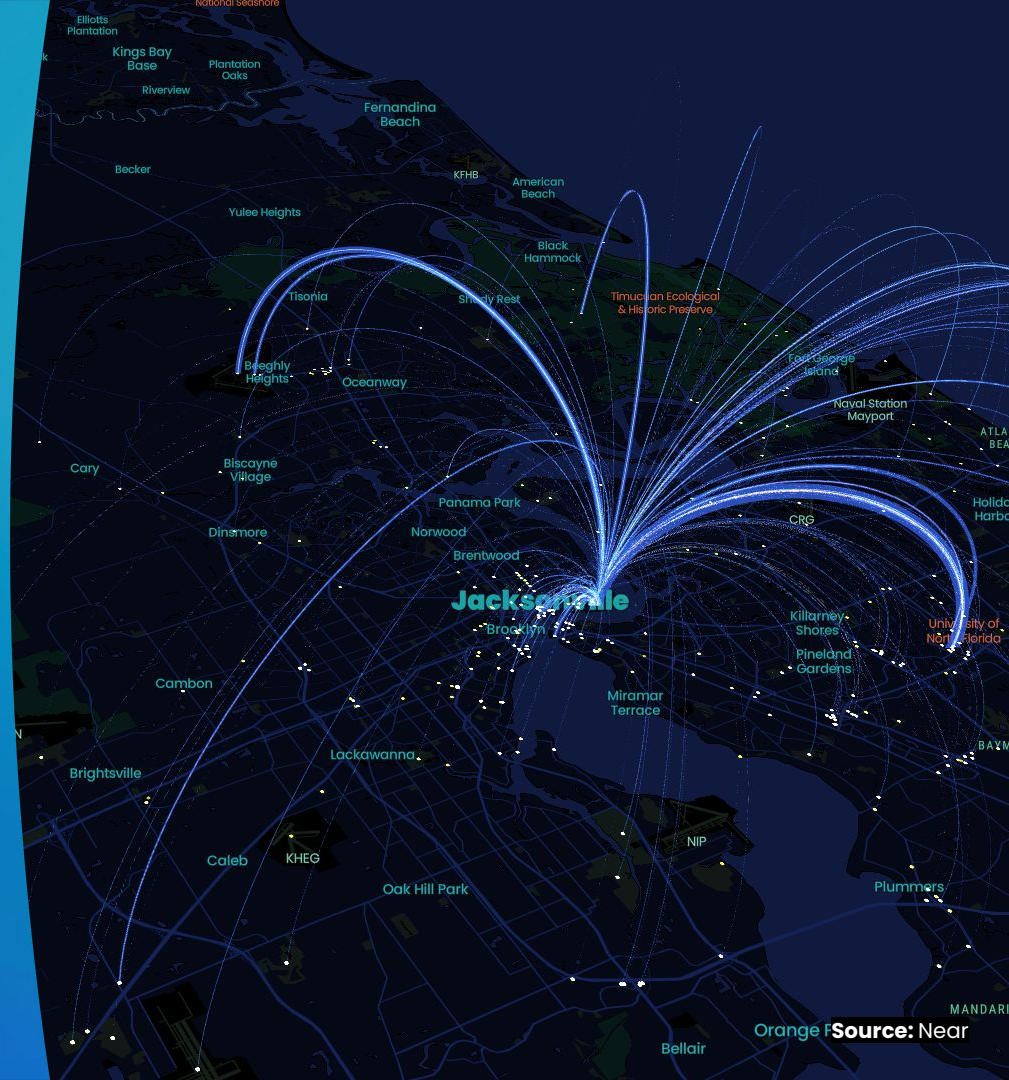


Source: Near, January - December 2022

# DAILY'S PLACE OVERVIEW

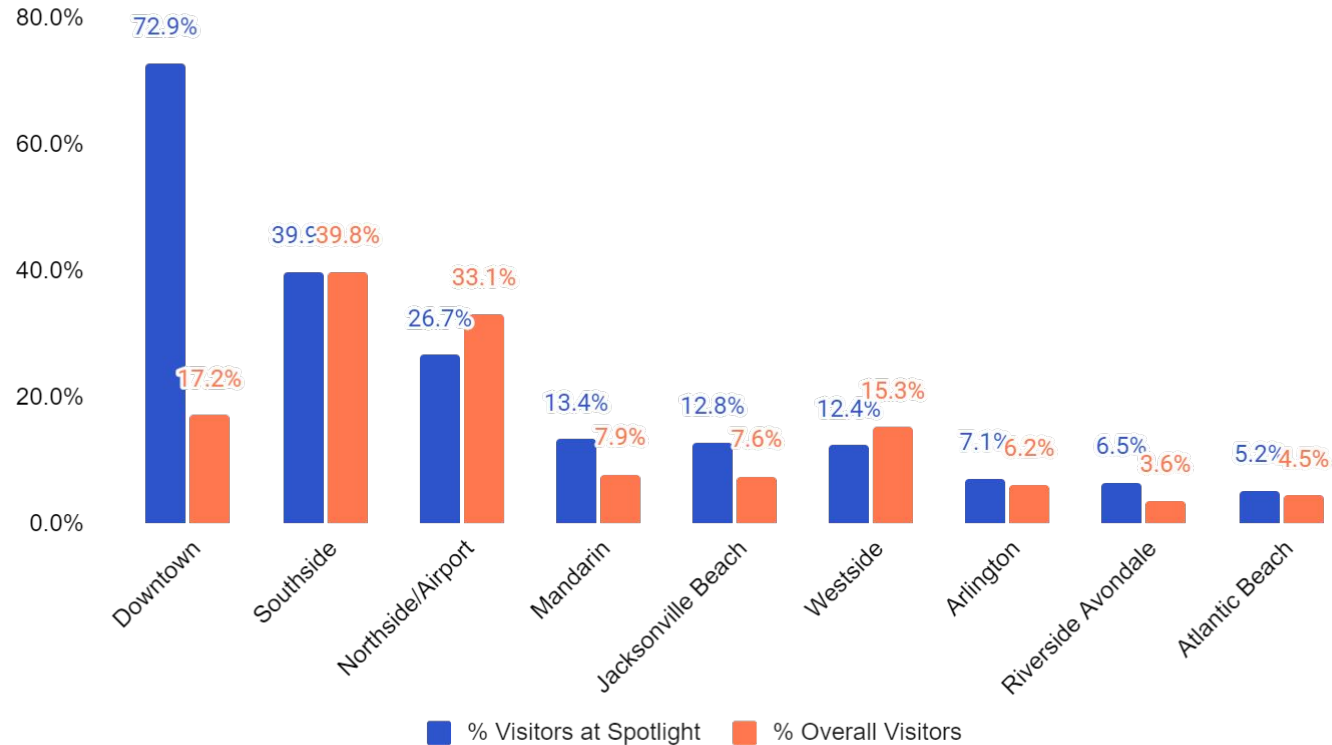
# Daily's Place Overview

- 45% of attendees are from Duval County
- 60% of visitors are from Florida
- 76% of visitors are overnight trips
- 38% of visitors were also observed at accommodation POIs.
- Visitors primarily visited Downtown region POIs.
- Top visited POIs include: St. Johns Town Center, Daily's Place, Jacksonville Fairgrounds, Jacksonville International Airport



# Visitation by Region

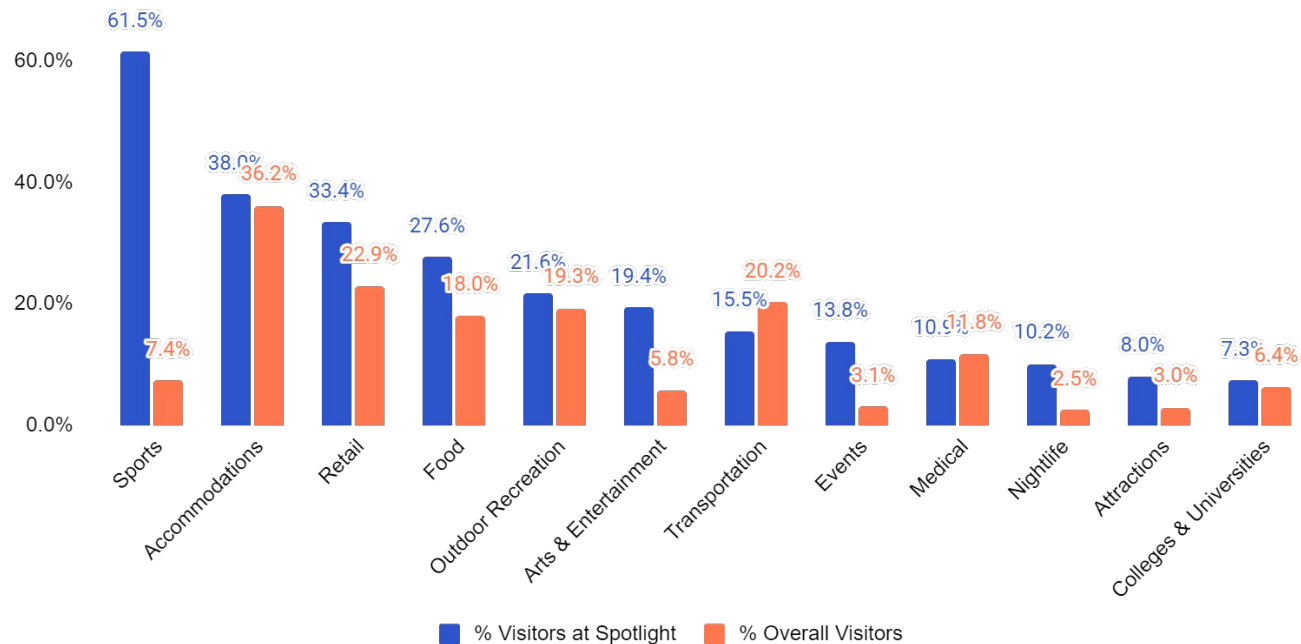
Daily's Place visitors are 324% more likely to visit Downtown region POIs compared to the average visitor.



Source: Near, January - December 2022

# Visitation by POI Category

Daily's Place visitors are more likely to visit sports, retail, and food POIs compared to the average visitor.



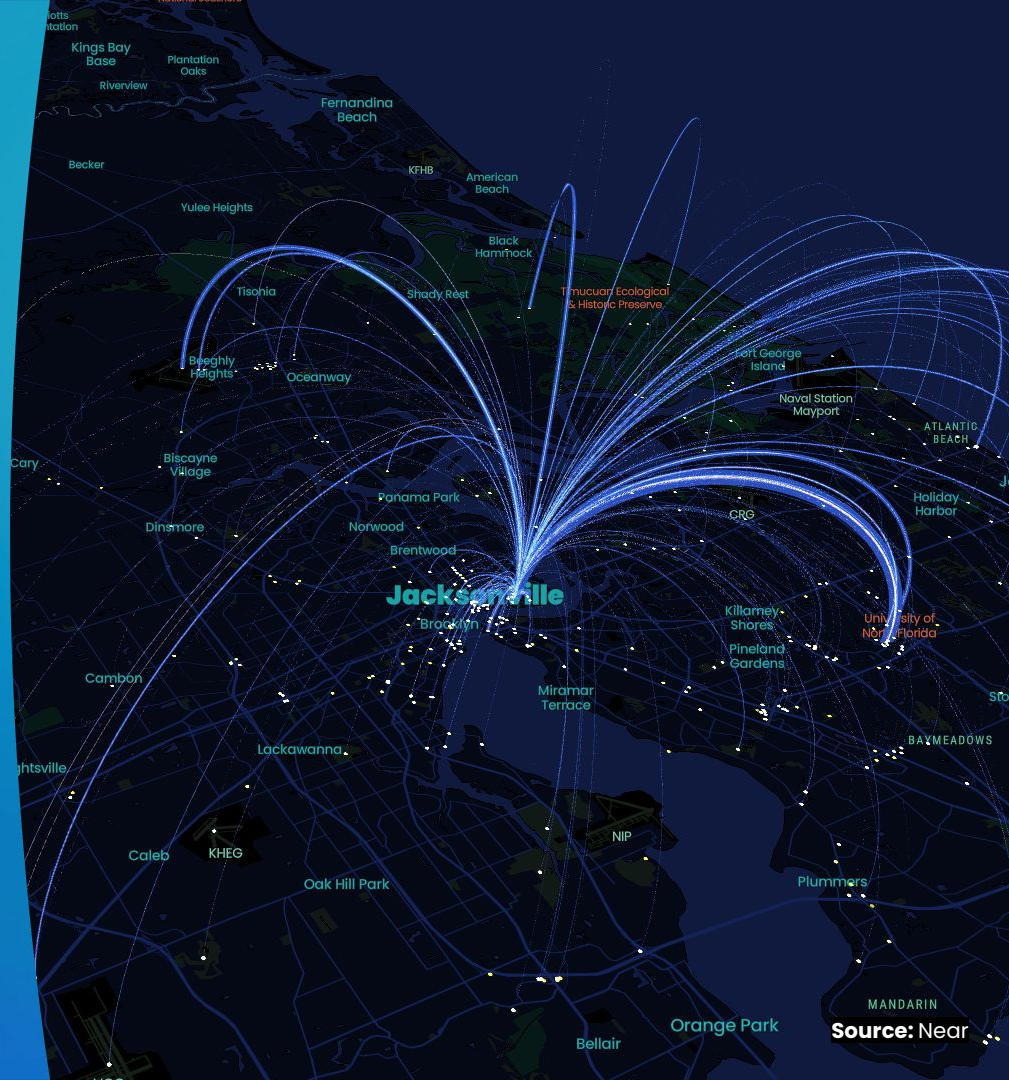
Source: Near, January - December 2022



# 121 FINANCIAL PARK / BASEBALL GROUNDS OF JACKSONVILLE OVERVIEW

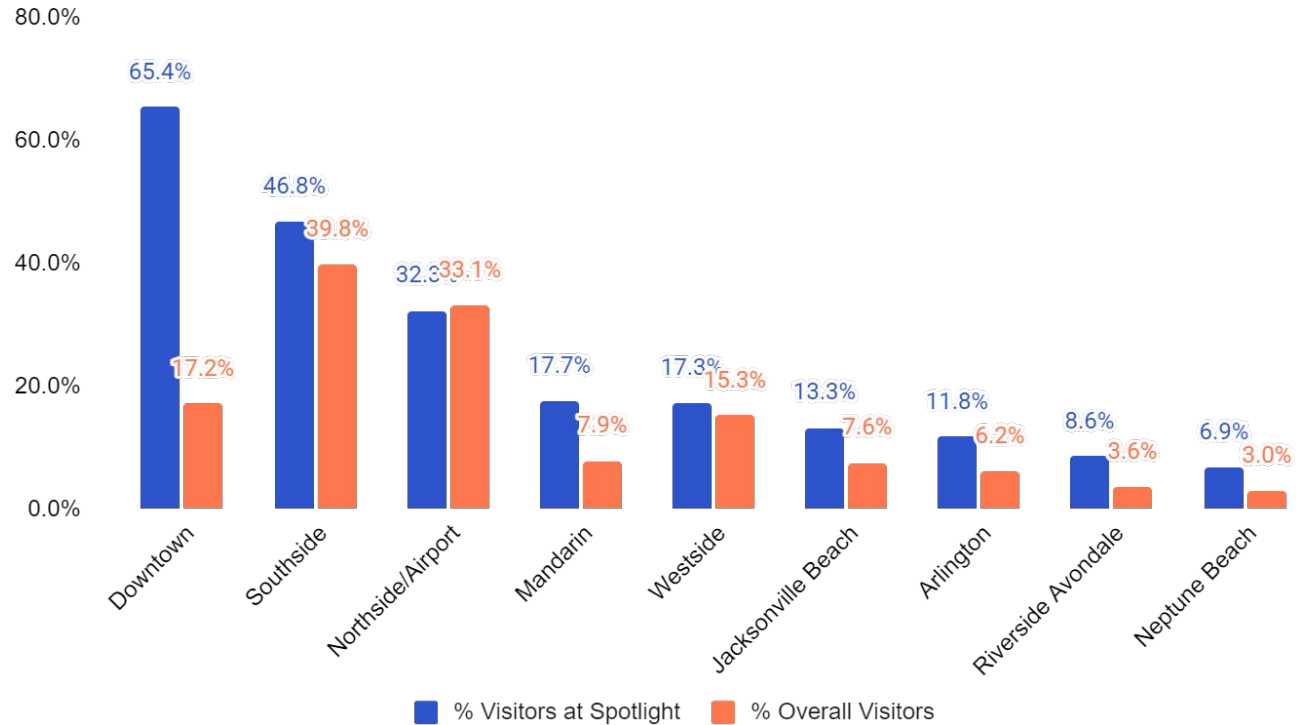
# 121 Financial Park / Baseball Grounds of Jacksonville Overview

- 51% of attendees are from Duval County
- 57% of visitors are from Florida
- 79% of visitors are overnight trips
- 34% of visitors were also observed at accommodation POIs.
- Visitors primarily visited Downtown region POIs.
- Top visited POIs include: St. Johns Town Center, Jacksonville Fairgrounds, TIAA Bank Field, Vystar Veterans Memorial Arena, and Jacksonville International Airport



# Visitation by Region

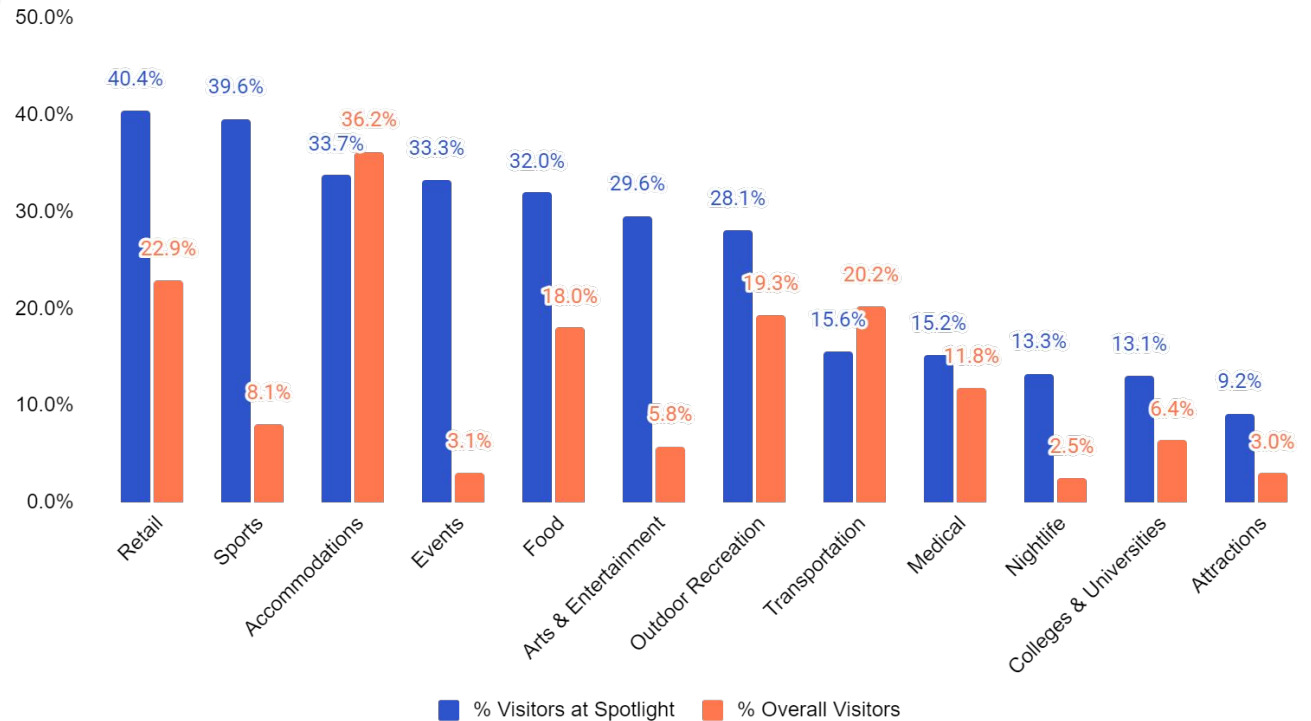
Baseball Grounds of Jacksonville visitors are 280% more likely to visit Downtown region POIs compared to the average visitor.



Source: Near, January - December 2022

# Visitation by POI Category

Baseball Grounds of Jacksonville visitors are more likely to visit retail, sports, and events POIs compared to the average visitor.

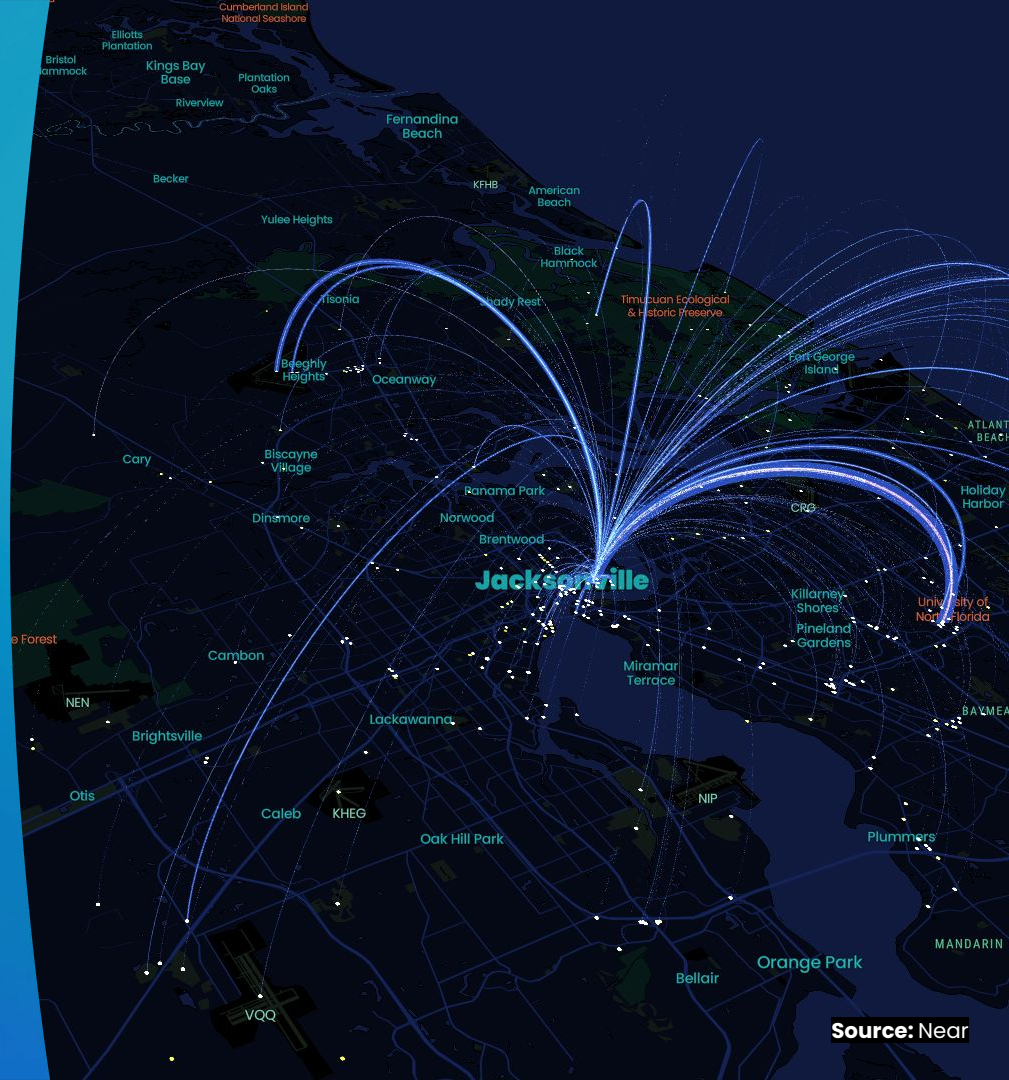


Source: Near, January - December 2022

# VYSTAR VETERANS MEMORIAL ARENA OVERVIEW

# Vystar Veterans Memorial Arena Overview

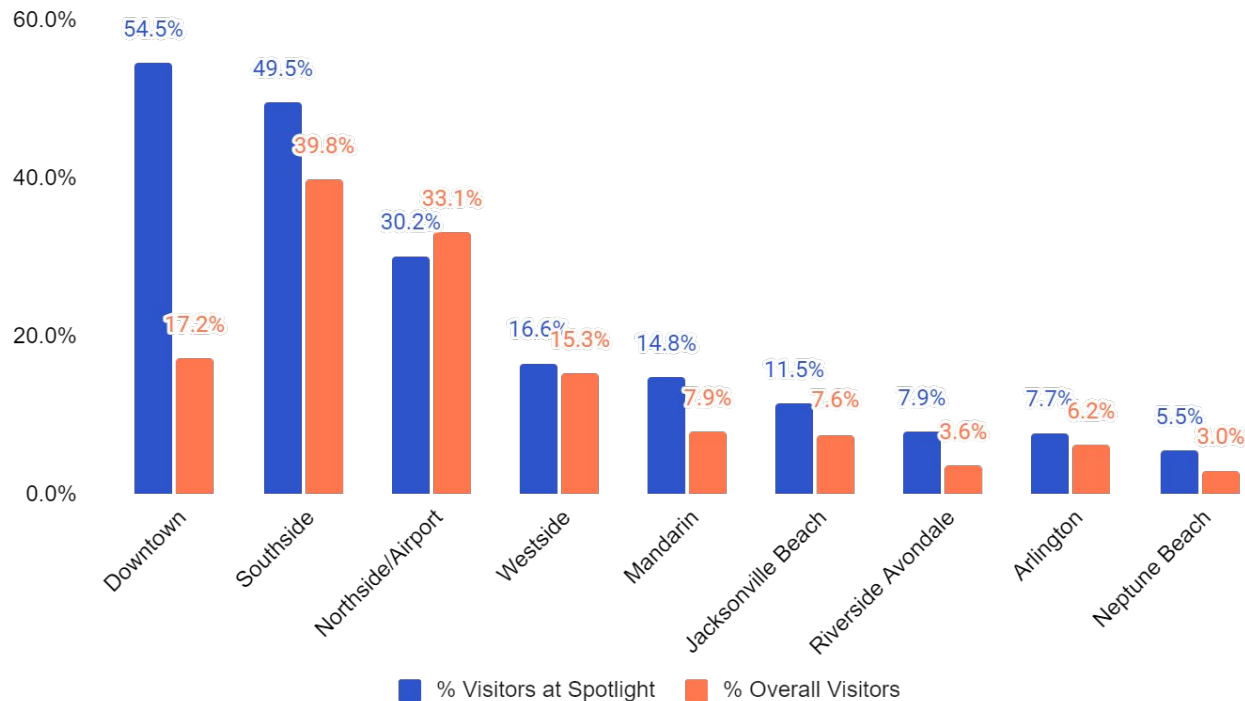
- 40% of attendees are from Duval County
- 57% of visitors are from Florida
- 70% of visitors are overnight trips
- 38% of visitors were also observed at accommodation POIs.
- Visitors primarily visited Downtown and Southside region POIs.
- Top visited POIs include: St. Johns Town Center, Jacksonville Fairgrounds, Jacksonville International Airport, TIAA Bank Field, and Hyatt Regency Jacksonville Riverfront



Source: Near

# Visitation by Region

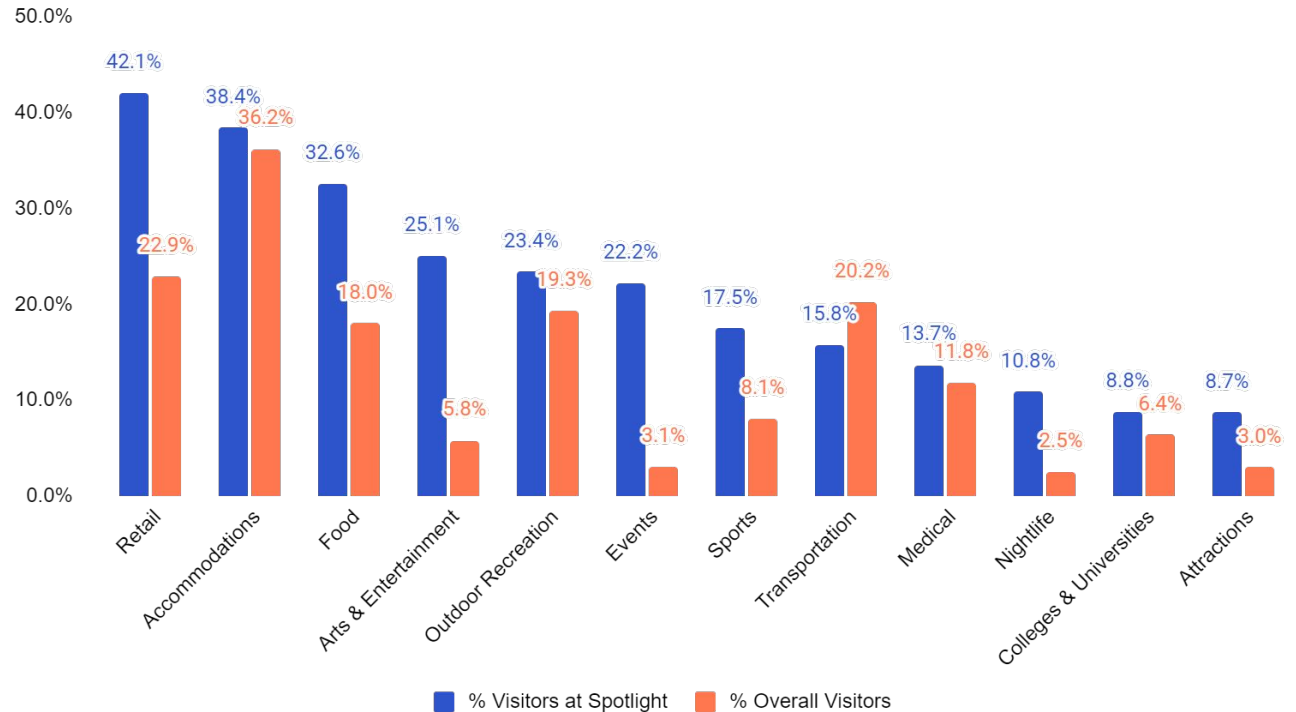
Vystar Veterans Memorial Arena visitors are 217% more likely to visit Downtown region POIs compared to the average visitor.



Source: Near, January - December 2022

# Visitation by POI Category

Vystar Veterans Memorial Arena visitors are more likely to visit retail, food, arts & entertainment, and events POIs compared to the average visitor.



Source: Near, January - December 2022



# RECOMMENDED ACTIONS

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- Explore sports development opportunities to host regional/national events at these facilities during shoulder season months by partnering with local stakeholders and facility managers with the goal to attract higher shares of out-of-state visitors that would be more likely to stay overnight in a hotel.
- Work with the Baseball Grounds of Jacksonville to explore opportunities to increase the share of visitors from outside of Duval County as they had the highest share of visitors/residents from within Duval.
- Share these and additional insights from ZDOS with these partners to help them better target their marketing efforts as well as show value to their facility sponsors regarding attendee behaviors.

# THANK YOU!

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# APPENDIX

# VISUALIZATION LINKS

[Starburst – TIAA Bank Field](#)

[Starburst – Daily's Place](#)

[Starburst – 121 Financial Park/Baseball Grounds of Jacksonville](#)

[Starburst – Vystar Veterans Memorial Arena](#)