

THE PLAYERS CHAMPIONSHIP 2023

Visit Jacksonville

April 2023



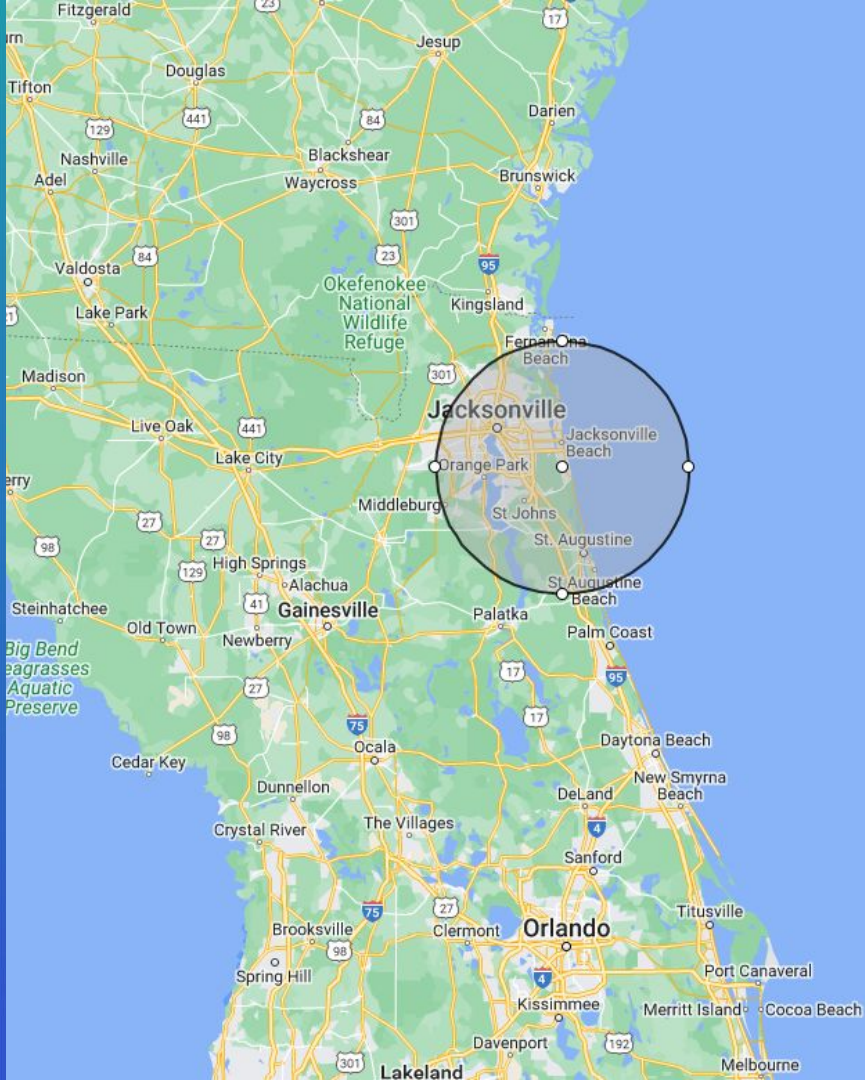
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Objective

To understand the impact of the 2023 THE PLAYERS Championship hosted at TPC Sawgrass, March 7-12, 2023 on Jacksonville in order to evaluate sponsorship activations and future marketing decisions.





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

There were no significant changes in overall visitor spending trends during the event week, however, there was a **noticeable increase in hotel performance in Jacksonville during the event.**

72% of THE PLAYERS Championship attendees were visitors and 61% of the visitors were from out-of-state markets.

33% of visitors that went to THE PLAYERS Championship were also observed at another Jacksonville POI. Nearly half of these visitors were observed at a Jacksonville accommodation and primarily visiting the Southside region.

Hotel Trends During THE PLAYERS

89.1% Occupancy

+7% increase compared to similar time frame

\$165 ADR

+21% compared to similar time frame

96.7K Demand

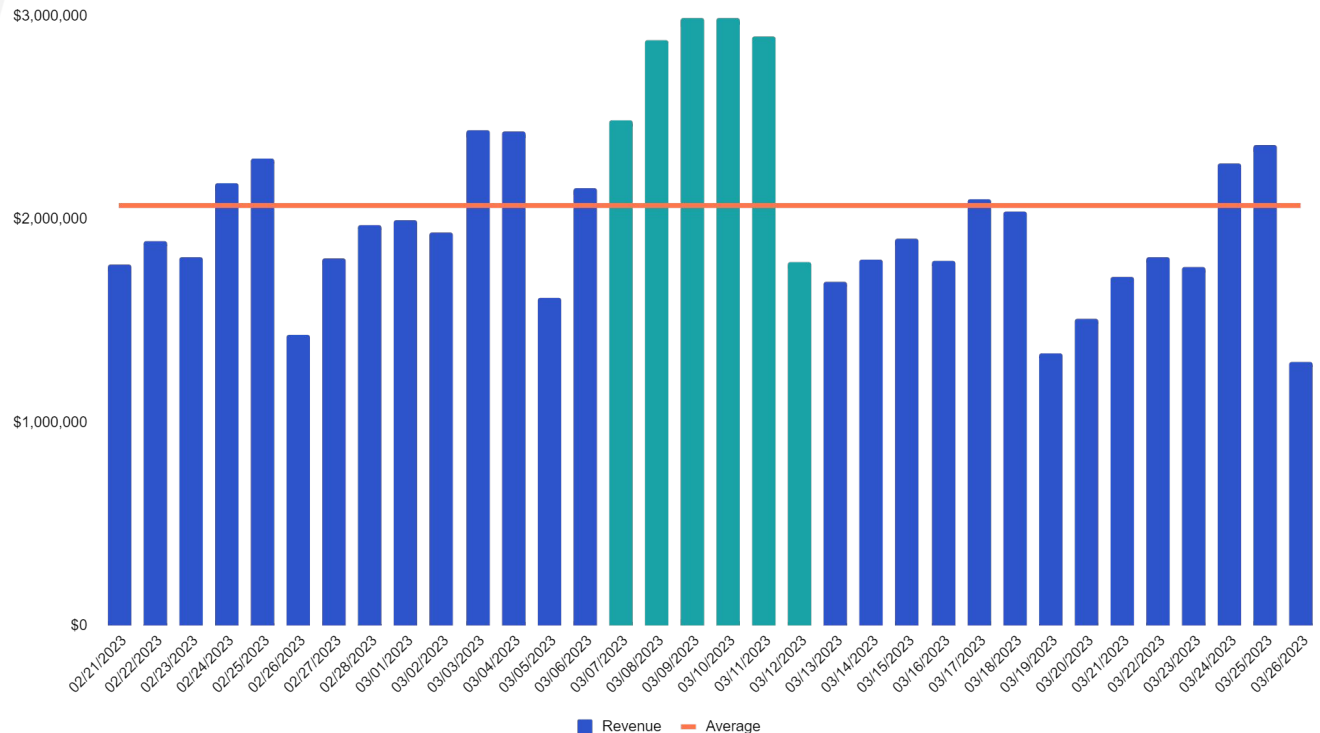
+6.8% increase compared to similar time frame

\$16M Revenue

+29% increase compared to similar time frame

Change in Hotel Revenue Over Time

Increases in both hotel occupancy and average daily rate (ADR) led to significant increases in overall hotel revenues during the event compared to the period.



Source: Smith Travel Research Weekly Data

THE PLAYERS Championship Attendee Profile

72% were Visitors

+227% increase compared to overall destination mix

**71.5% stayed
Overnight**

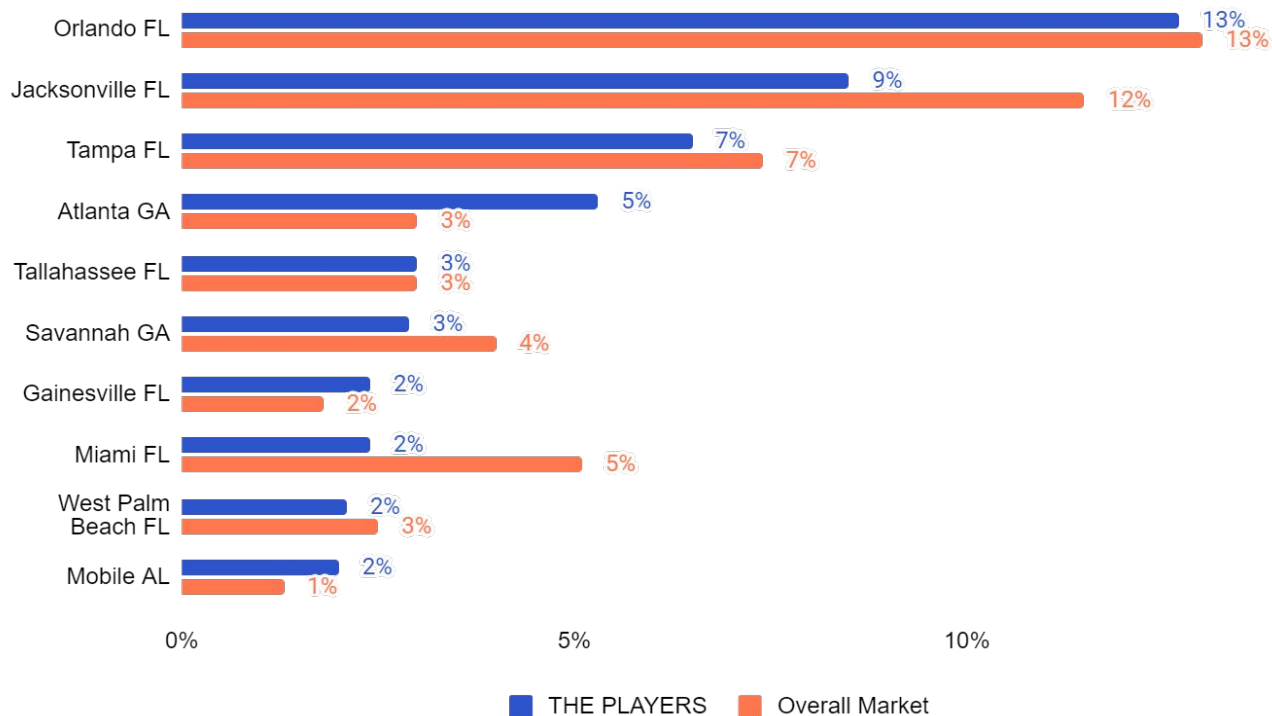
-6% decrease compared to average visitor

**61% Out-of-State
Visitors**

+7% increase compared to overall destination mix

Event Origin Markets

THE PLAYERS Championship had a **significantly higher share of visitors from the Atlanta GA DMA** compared to the overall destination.



Source: Near, March 7-12, 2023

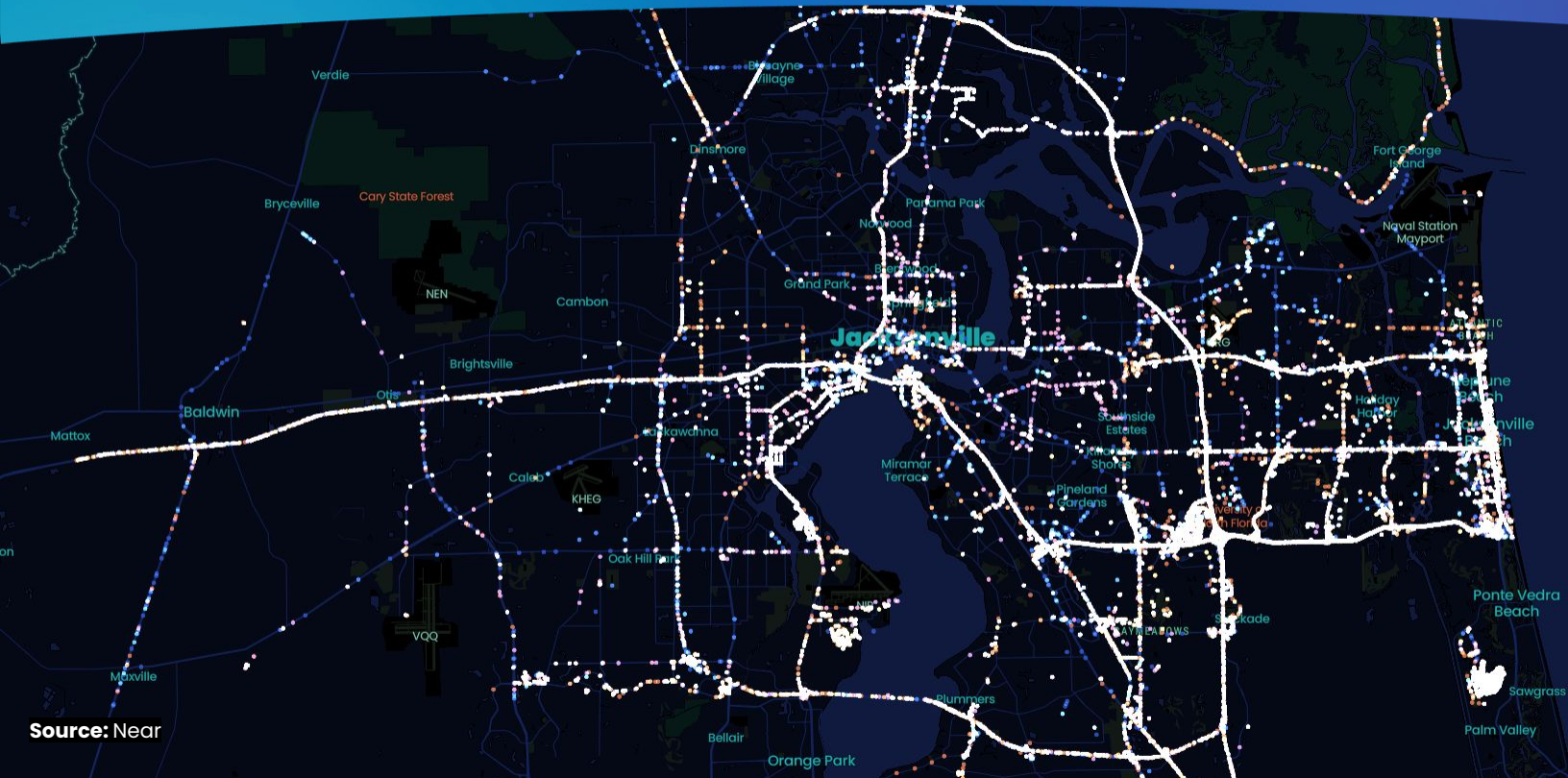
Origin Markets shown as Designated Marketing Areas (DMAs) which encompass many cities.

Where Visitors Who Go to THE PLAYERS Also Go?

- 25% of visitors were observed at the St. Johns Town Center.
- 13.5% of visitors were observed at Jacksonville International Airport.
- Nearly 50% of visitors were observed at a Jacksonville accommodation.
- Visitors were primarily observed visiting other POIs in the Southside region.



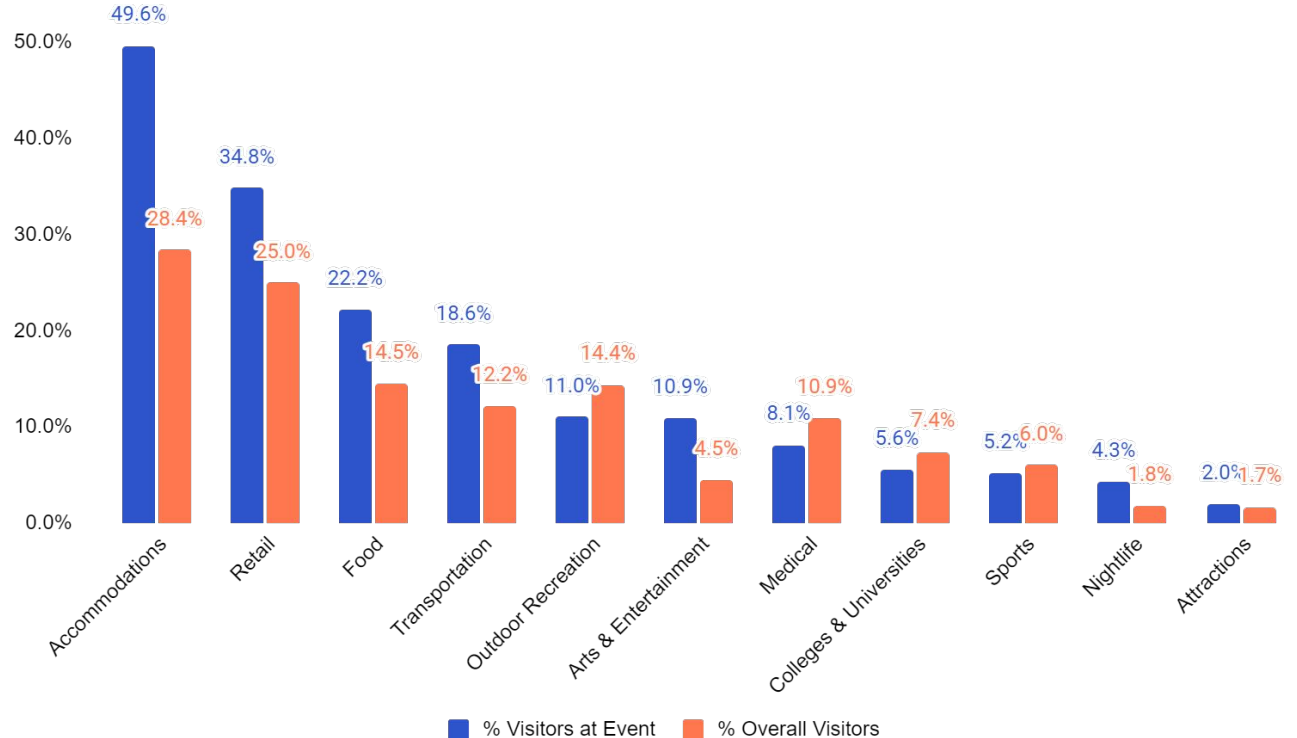
Visitors Seen at THE PLAYERS: Where else do they go?



Source: Near

Visitation by POI Category

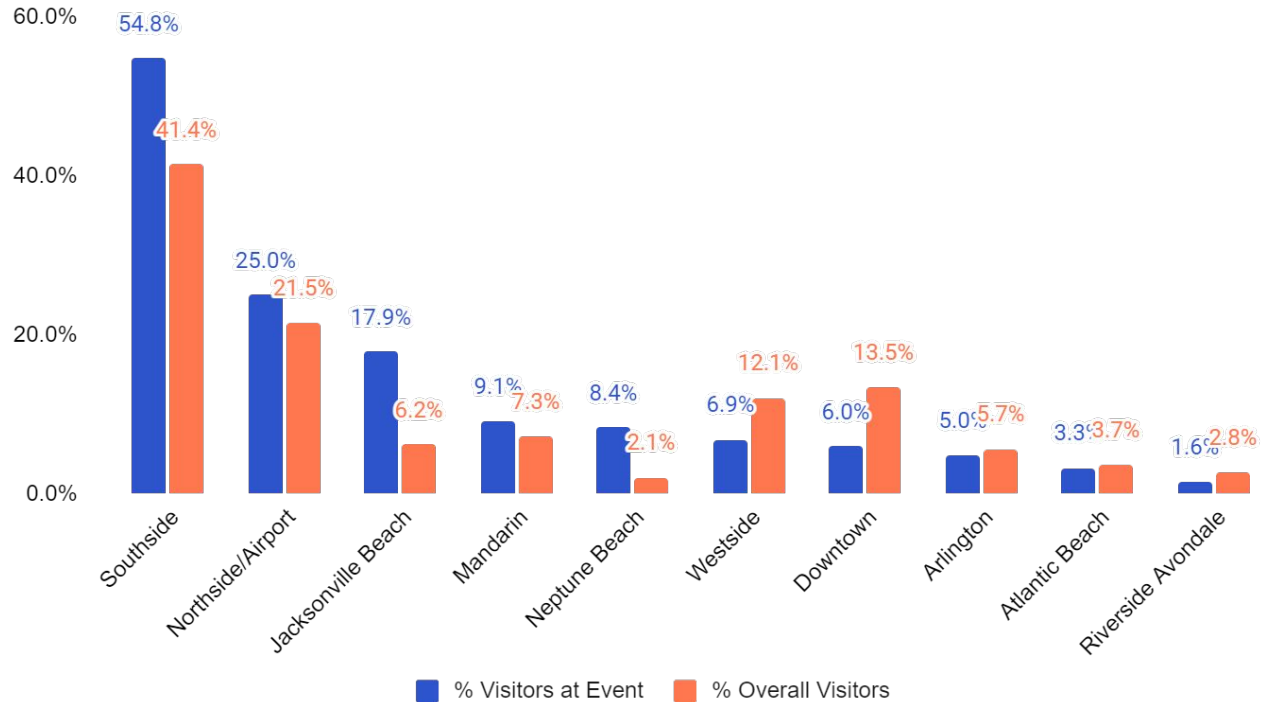
Visitors that went to THE PLAYERS Championship were much more likely to visit a Jacksonville accommodation and retail POI compared to the average visitor.



Source: Near, March 7-12, 2023

Visitation by Region

Visitors that went to THE PLAYERS Championship primarily visited other POIs in the Southside region. There were minimal observations in the Downtown region, even though there were shuttles provided from area hotels.



Source: Near, March 7-12, 2023

RECOMMENDED ACTIONS

- Increase visibility of “Park and Ride” shuttle options to Downtown to increase visitor movement to Downtown POIs.
- Review sponsorship activation elements with the event to highlight destination partners and attractions to encourage visitors to the event to explore things to do in less-visited regions.
- Utilize the dynamic visualizations to review the visitation trends of visitor origin markets to target those visitors with appropriate messaging prior to the event. For example, targeting Atlanta GA visitors with retail and dining messages due to their high shares of visitation to retail POIs such as the St. Johns Town Center and Beaches Town Center.

THANK YOU!

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APPENDIX

VISUALIZATION LINKS

[Starburst - TPC Sawgrass - March 7-12, 2023](#)

[Timelapse - TPC Sawgrass - March 7-12, 2023](#)