

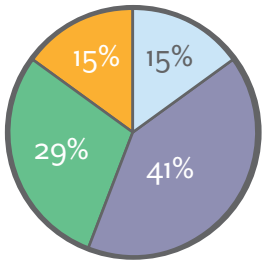
The Wave of Impact from Visitors is Strong.



Jacksonville had **5.3 million** overnight visitors and **5.2 million** day visitors in 2013.

WHO'S VISITING THE RIVER CITY?

Female **51%** Male **49%**



18-24
25-44
45-64
65+

\$ Tourism in Jacksonville generated **\$180 million** in state and local taxes and **\$147 million** in federal taxes

↑ Tourism generated **\$2.2 billion** in business sales in 2013

+ Duval County's tourism industry supports more than 22,000 jobs and is growing 3.5% faster than overall Duval County Employment

+ Tourism business sales saves Jacksonville \$550 per household

MARITAL STATUS:

59% were married/with partner

25% were single/never married

16% were separated/divorced/widowed



CHILDREN IN HOUSEHOLD:

55% No children under 18 in house

23% had children under age 6

19% had children between ages 6-12

16% had children between ages 13-17



TYPE OF TRANSPORTATION USED:

67% drove their own vehicle

23% drove a rental car

22% flew on a plane

7% rode in a taxi

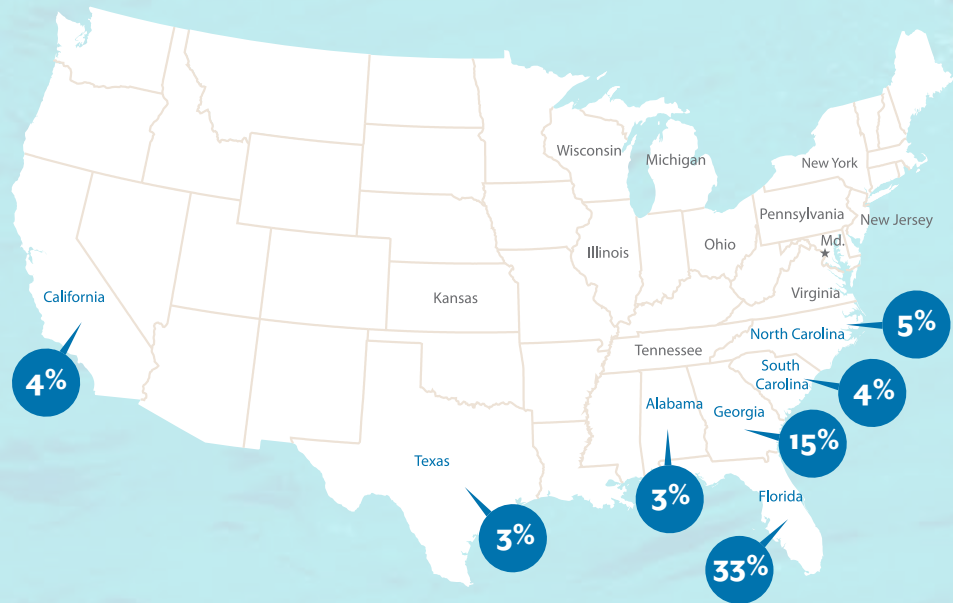
6% rode on a bus

4% rode on a ship

STATE ORIGIN OF OVERNIGHT TRIP:

- Florida **33%**
- Georgia **15%**
- North Carolina **5%**
- California **4%**
- South Carolina **4%**
- Alabama **3%**
- Texas **3%**

The following states represented **2%** each:
Ohio, New York, Pennsylvania, Virginia, Maryland, New Jersey, Michigan, Wisconsin, Illinois, Tennessee and Kansas



WEBSITE VISITATION OVER LAST 12 MONTHS:

- 1.03 million visits to VisitJacksonville.com – a 24% increase
- 2.7 million page views
- 48% of visits from mobile devices

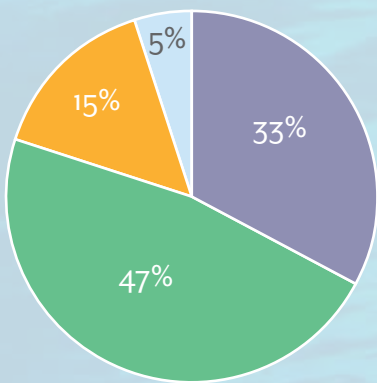


VISITOR CENTERS OVER LAST 12 MONTHS:

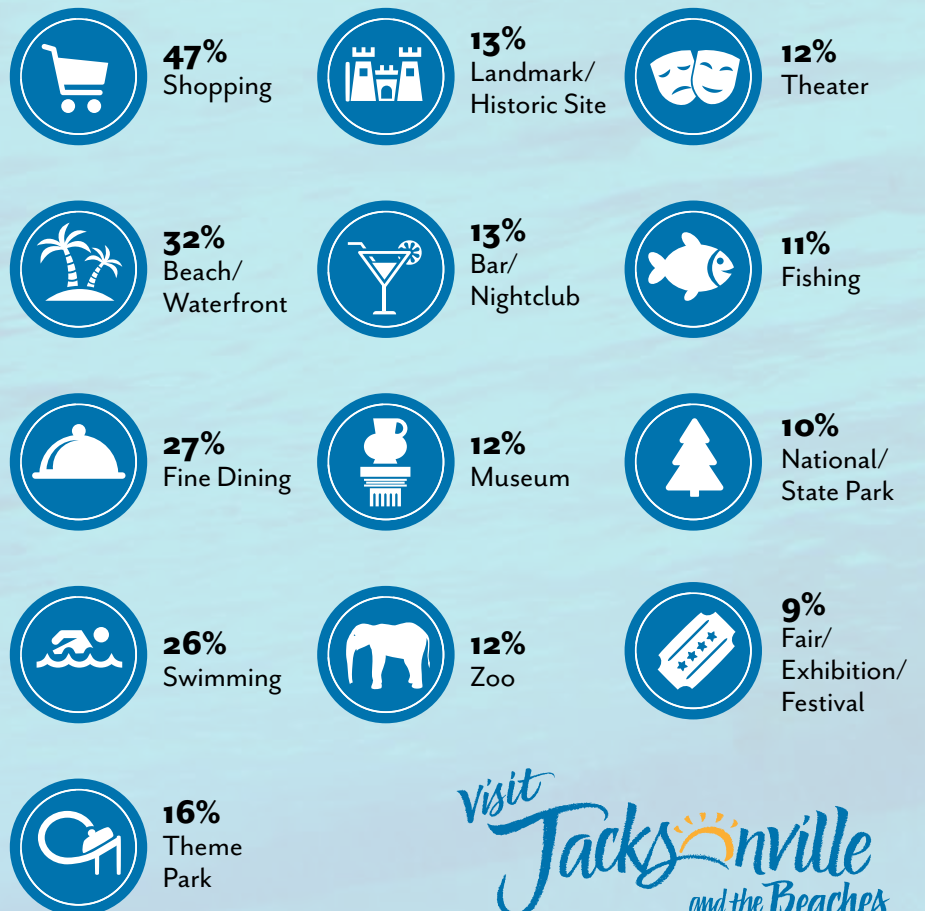
- Distributed 110,842 visitor magazines
- Interacted with over 250,000 visitors from all 50 states and 65 countries!

TRIP CHARACTERISTICS:

- hotel
- stayed with friends/family
- motel
- rented home/condo/apt/other



TOP VISITOR ACTIVITIES:



SOCIAL MEDIA AUDIENCES:

- 51,000 Facebook fans
- 16,200 Twitter followers



Where Florida Begins