

ST. JOHNS TOWN CENTER TOURISM IMPACT VISIT JACKSONVILLE

LOUIS VUITTON

LOUIS VUITTON

LOUIS VUITTON

NORDSTROM



ZARTICO



Objective

The St. Johns Town Center is an open-air, outdoor lifestyle mall with more than 175 retailers and restaurants. The objective of this analysis is to understand trends and impact of visitors to the St. Johns Town Center and their impact in the destination.

The timeframe of this study is January through December 2022.



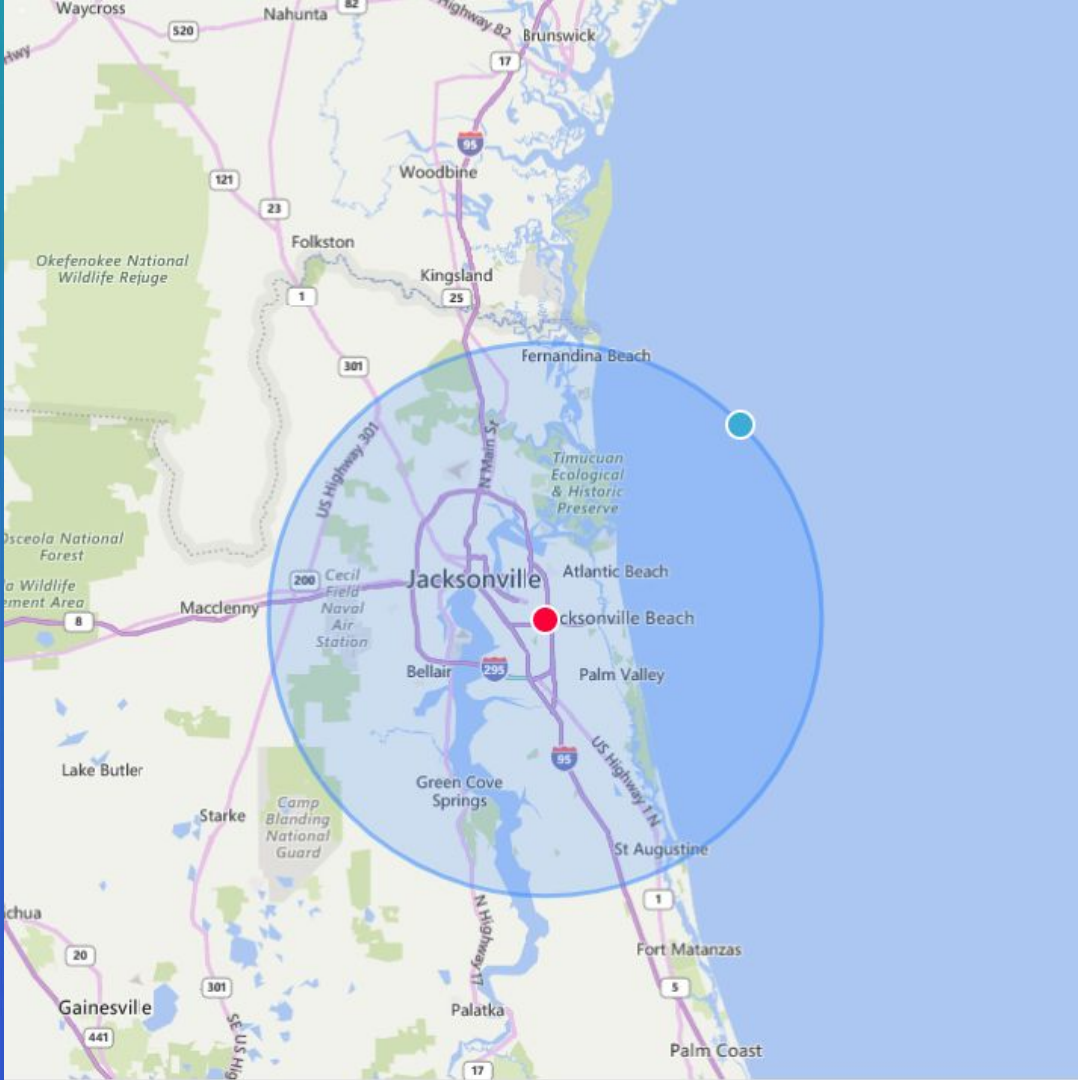
Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over 30 miles from where they live and/or work,
- Stayed for more than 2 hours in your destination, and
- Have 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

1
20.8% of all visitors to Jacksonville visited the St. Johns Town Center. Furthermore, 31% of all observations at the St. Johns Town Center were visitors.

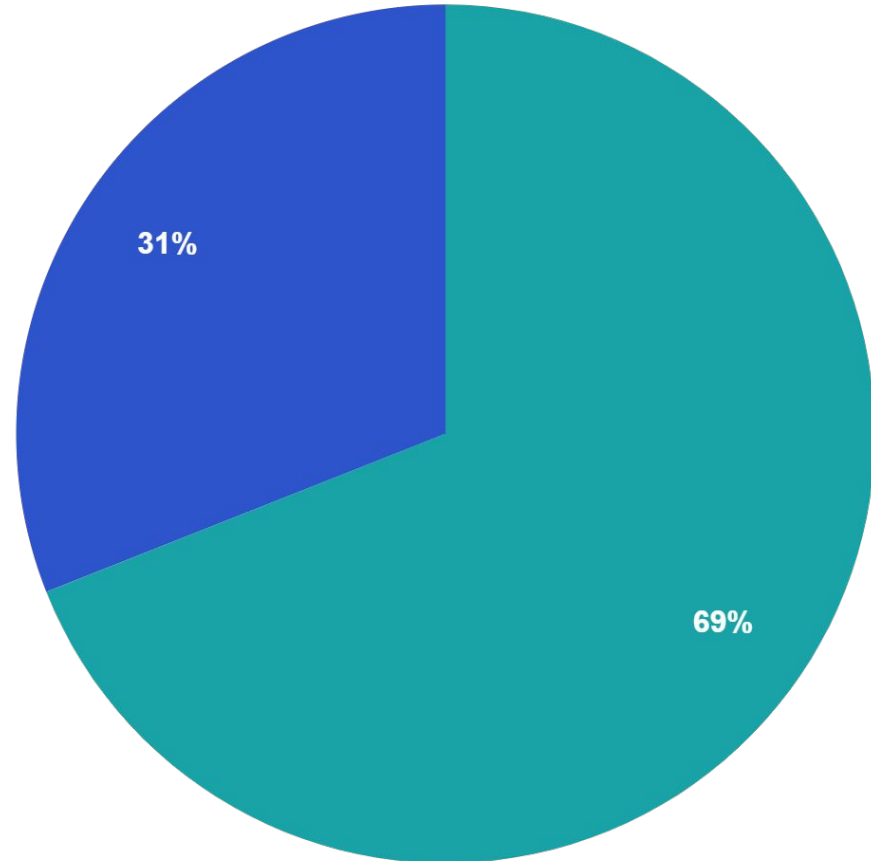
2
53.5% of all visitors to the St. Johns Town Center were from out-of-state markets and 70.7% were observed as an overnight trip.

3
St. Johns Town Center visitors were observed visiting a variety of points of interest throughout Jacksonville and **over 38% of St. Johns Town Center visitors were observed at accommodations.**

What is the visitor to resident mix at the St. Johns Town Center?

Visitors account for 31% of the total observations at the St. Johns Town Center.

● Residents % of Total ● Visitors % of Total



Source: Near

*Zartico defines a resident as a device observed less than 30 miles from the common device location to the POI.

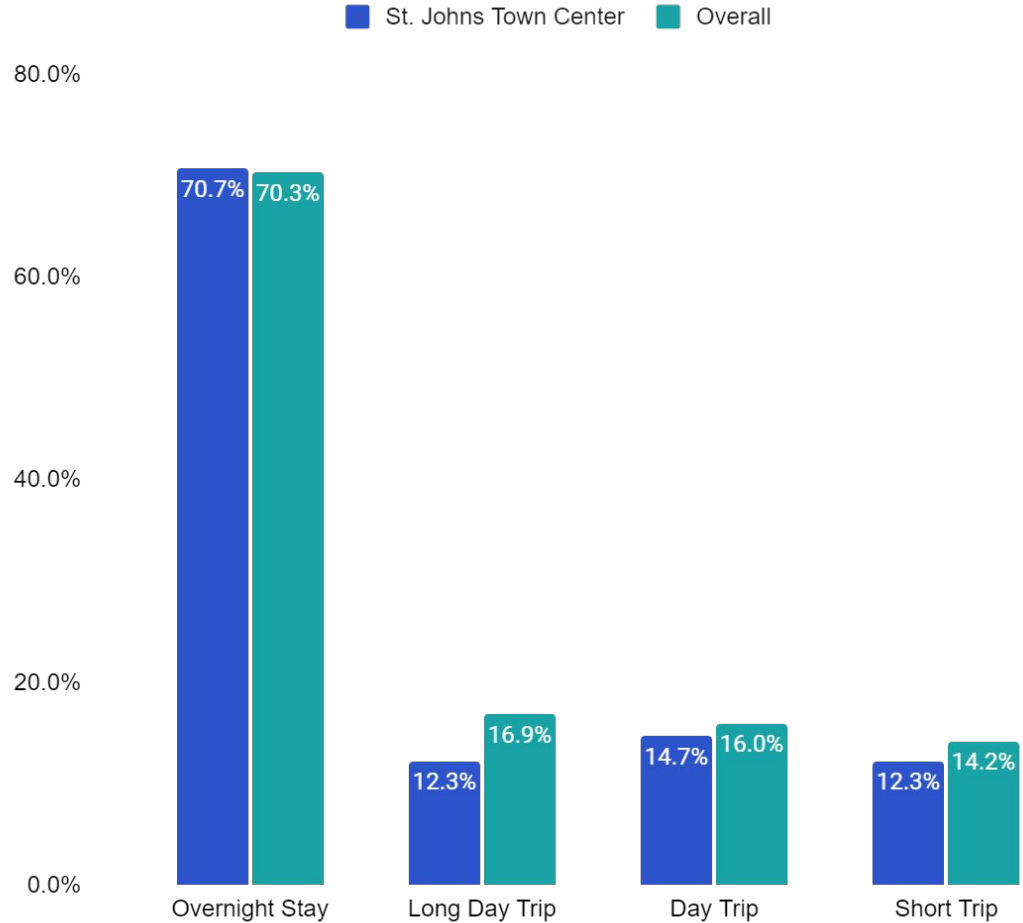
Are visitors more likely to stay overnight if they visit the St. Johns Town Center?

Visitors who go to the St. Johns Town Center are **slightly more likely to have an overnight trip** compared to the average visitor to Jacksonville.

Source: Near

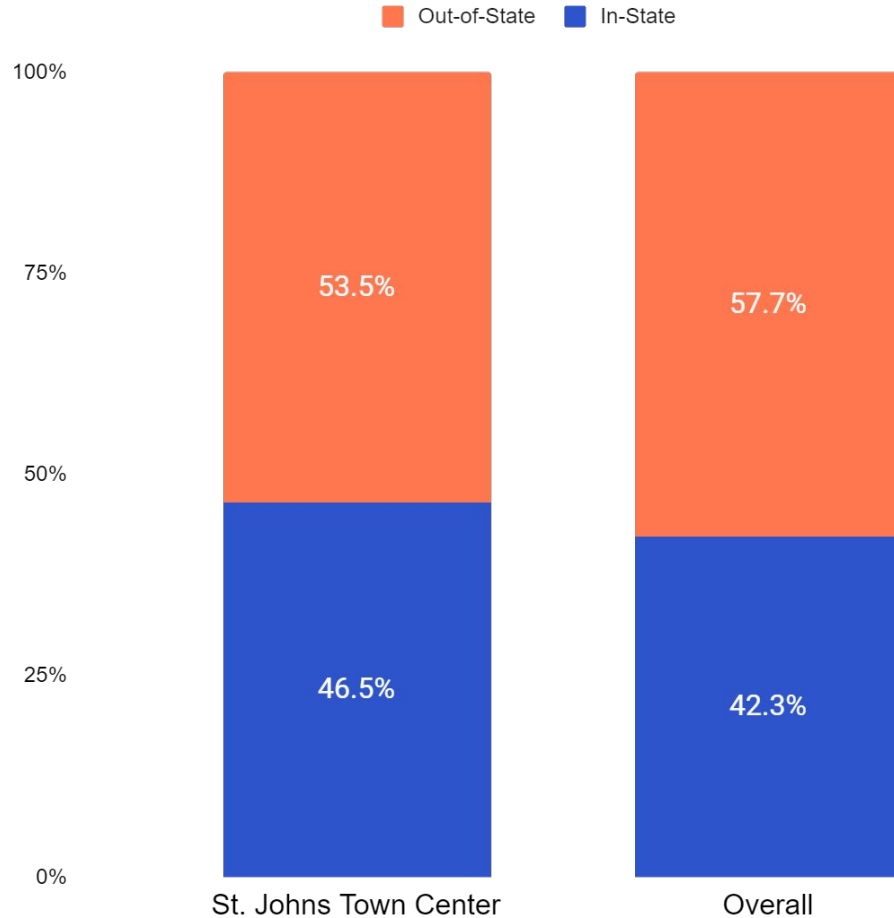
Definitions:

- Short Trip = 2-4 hours
- Day Trip = 4-8 hours
- Long day Trip = 8+ hours
- Overnight Stay = 8+hours & Next Day

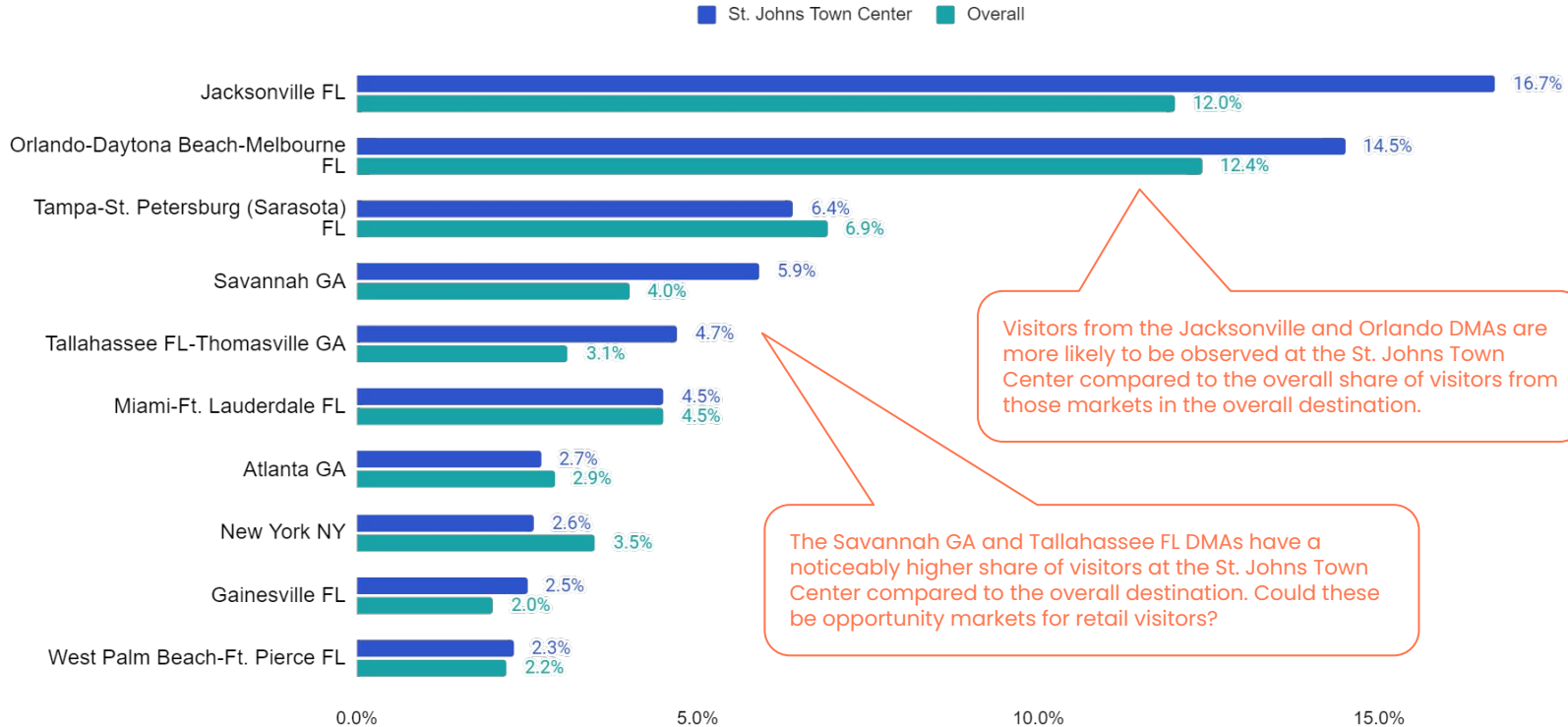


Where were visitors from that visit the St. Johns Town Center?

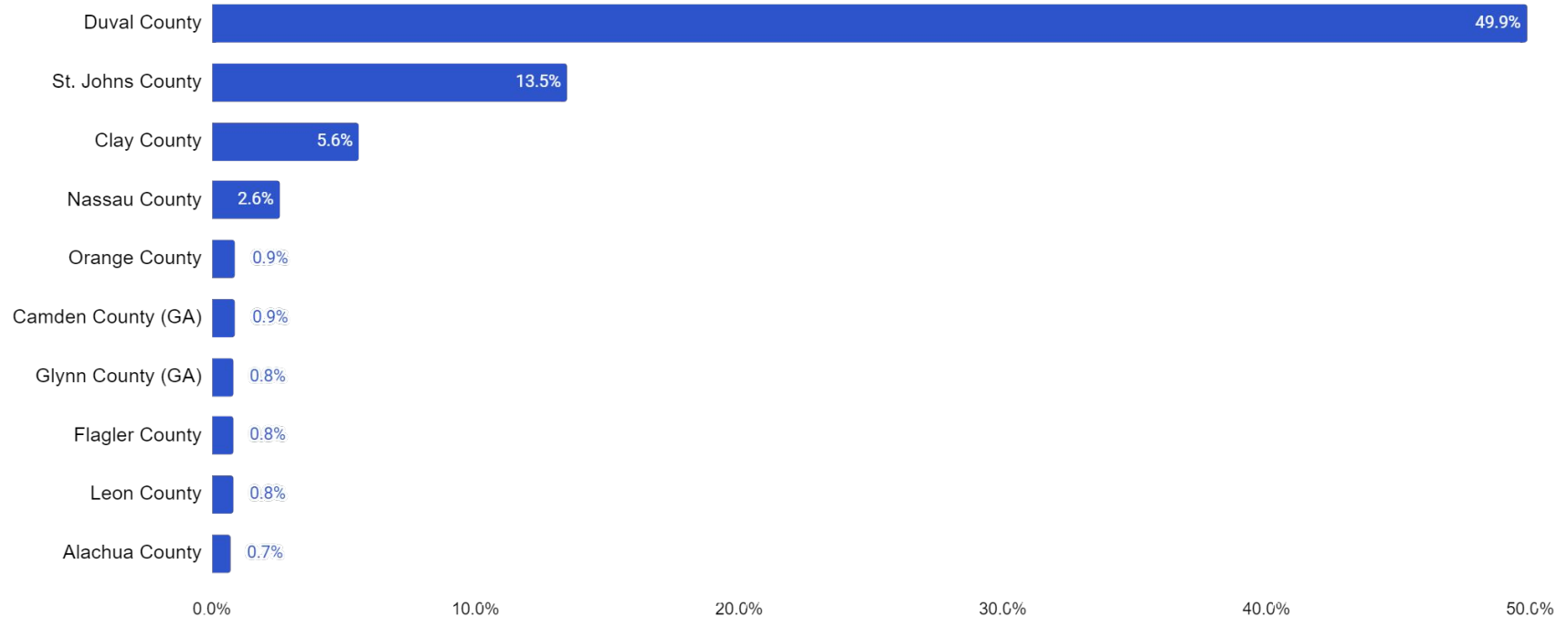
The visitors to the St. Johns Town Center are **9.9% more likely to be in-state visitors** compared to the overall destination.



What are the top visitor origin markets to the St. Johns Town Center compared to the overall destination?

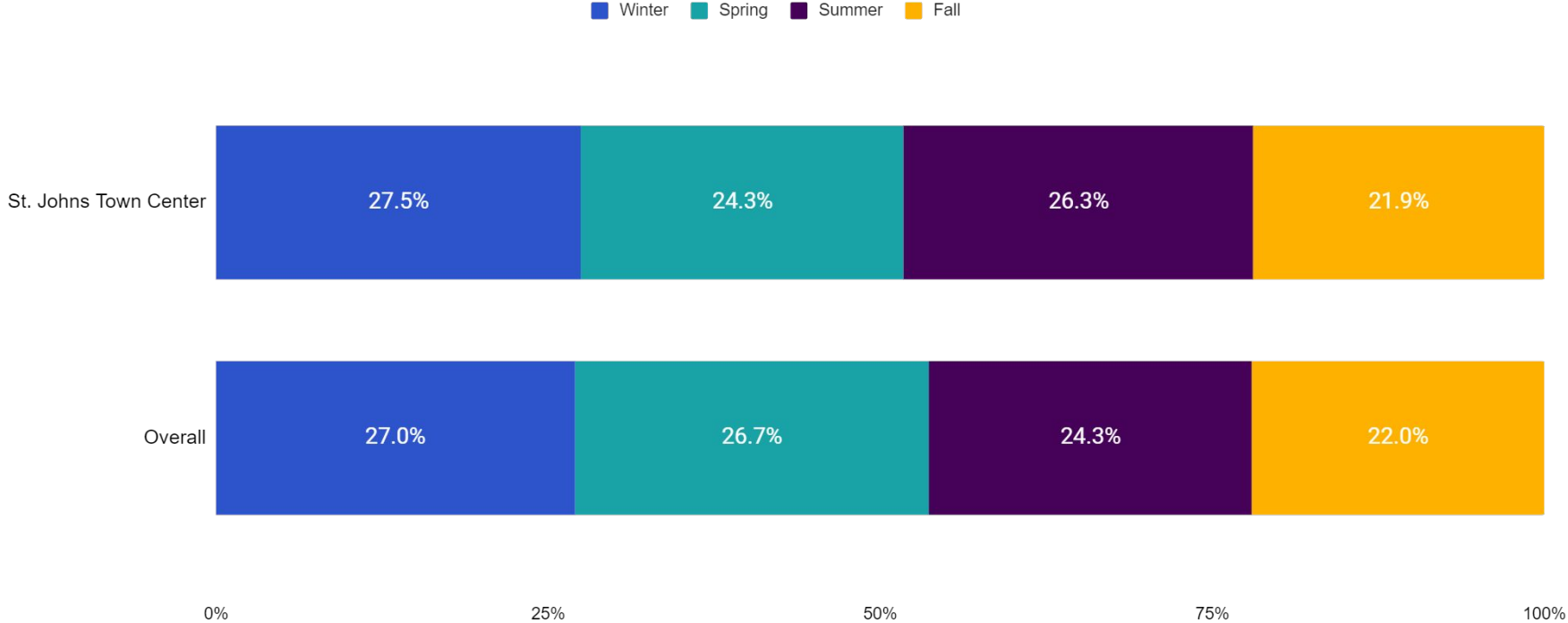


What are the top origin counties of St. Johns Town Center observations, including Duval County residents?



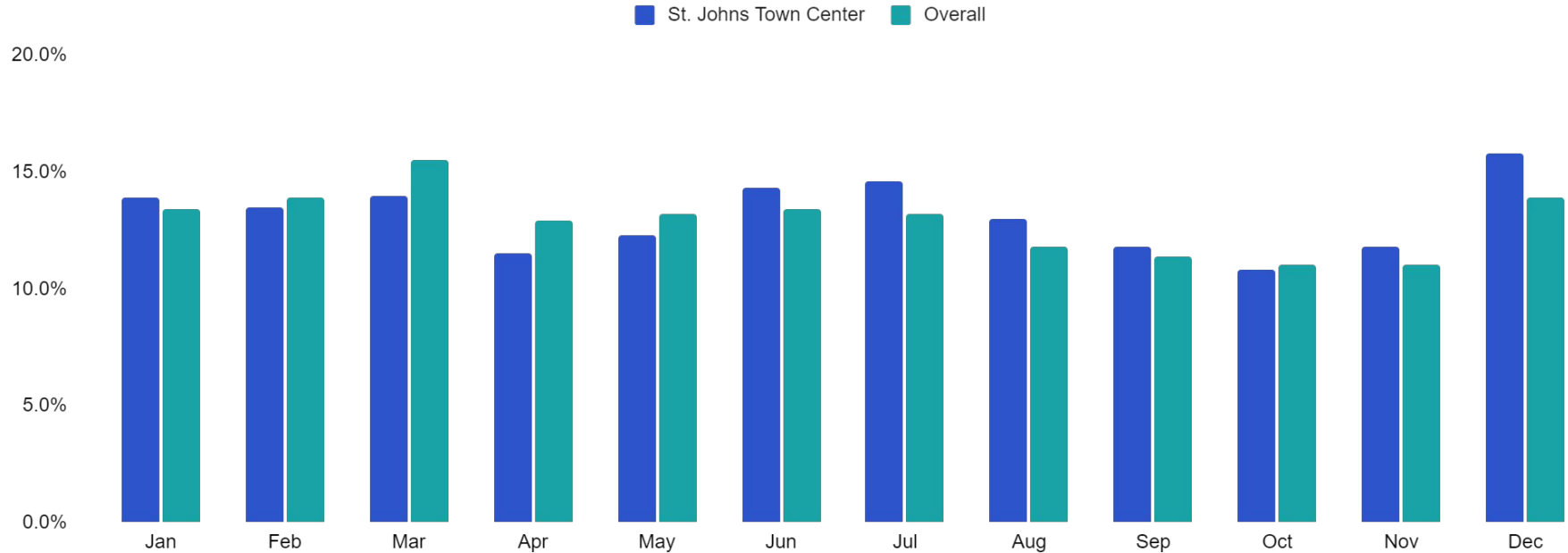
Source: Near; Total Devices (residents and visitors)

What are the seasonal travel patterns of visitors to the St. Johns Town Center compared to the overall destination?



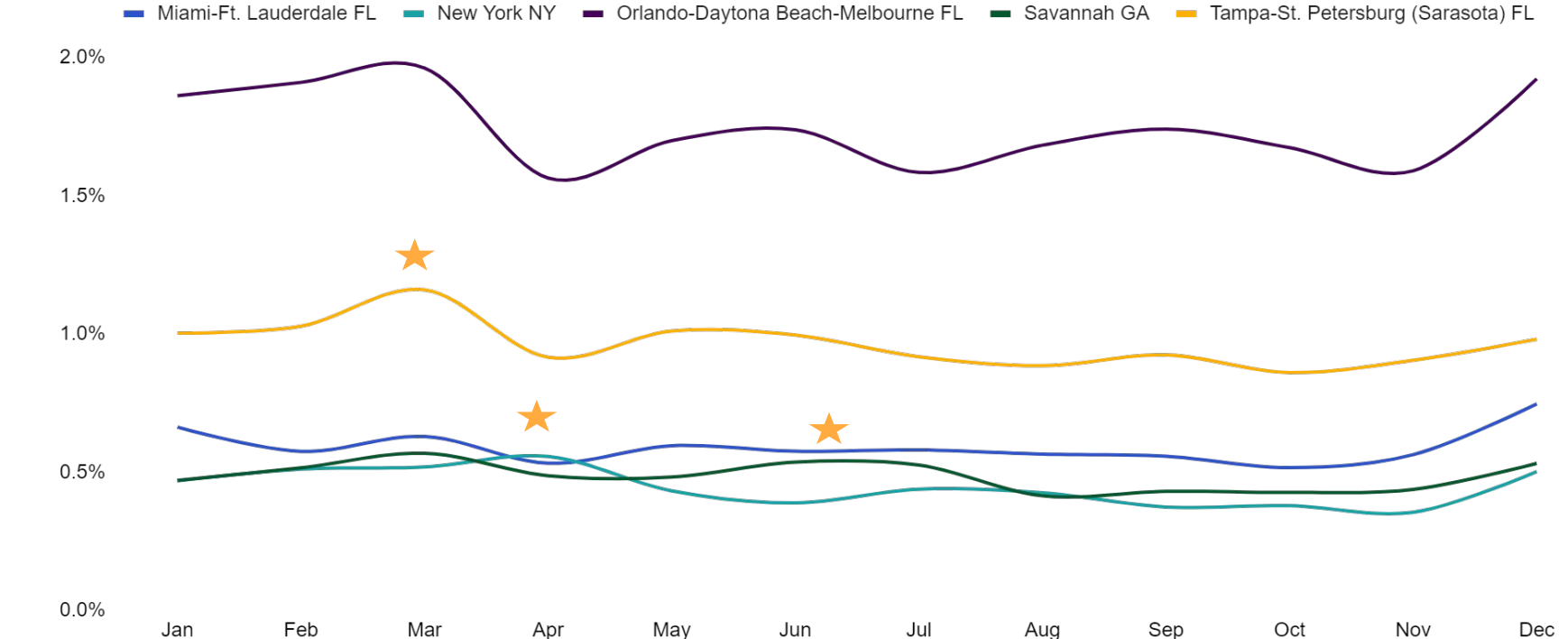
Source: Near; seasonal averages January 2019–December 2022

What months are visitors coming to the St. Johns Town Center Center compared to the overall destination?



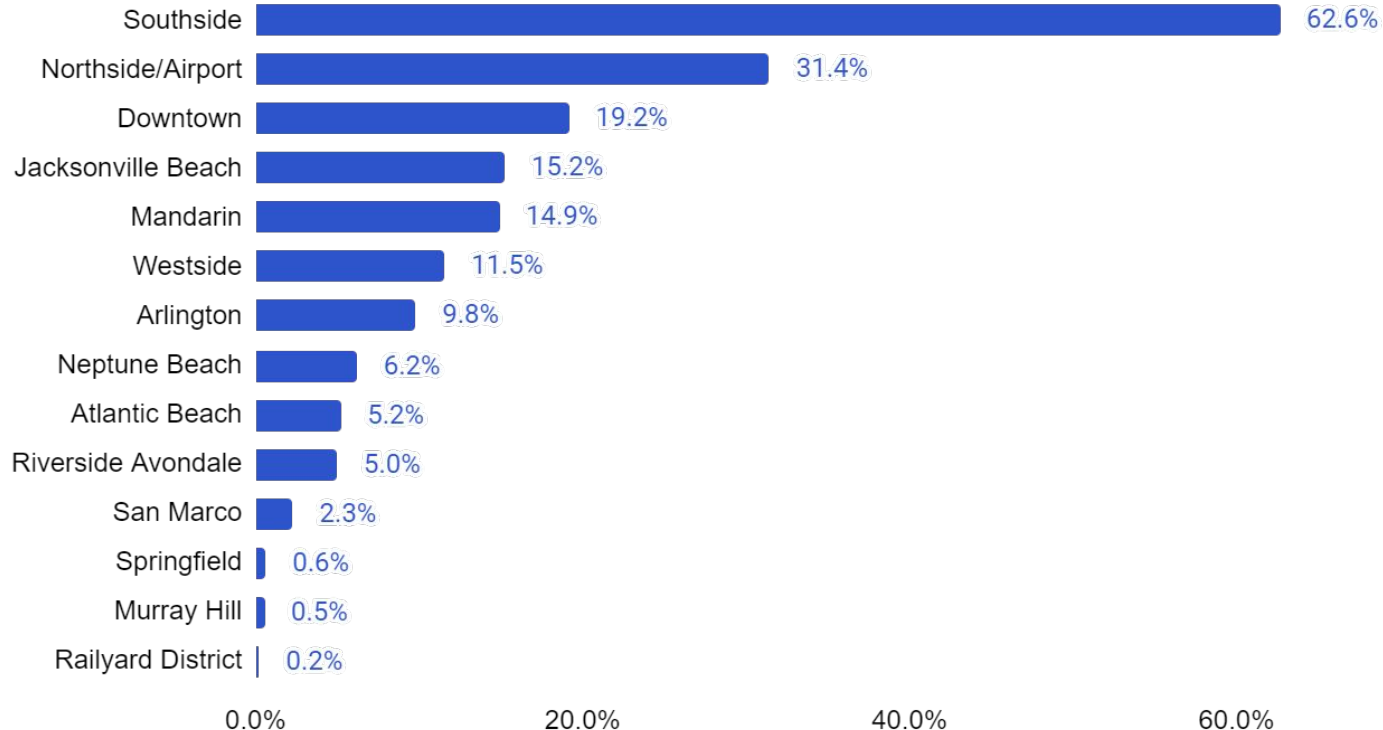
Source: Near; Monthly averages January 2019–December 2022

When are the top visitor origin markets, excluding the Jacksonville DMA, coming to the St. Johns Town Center?



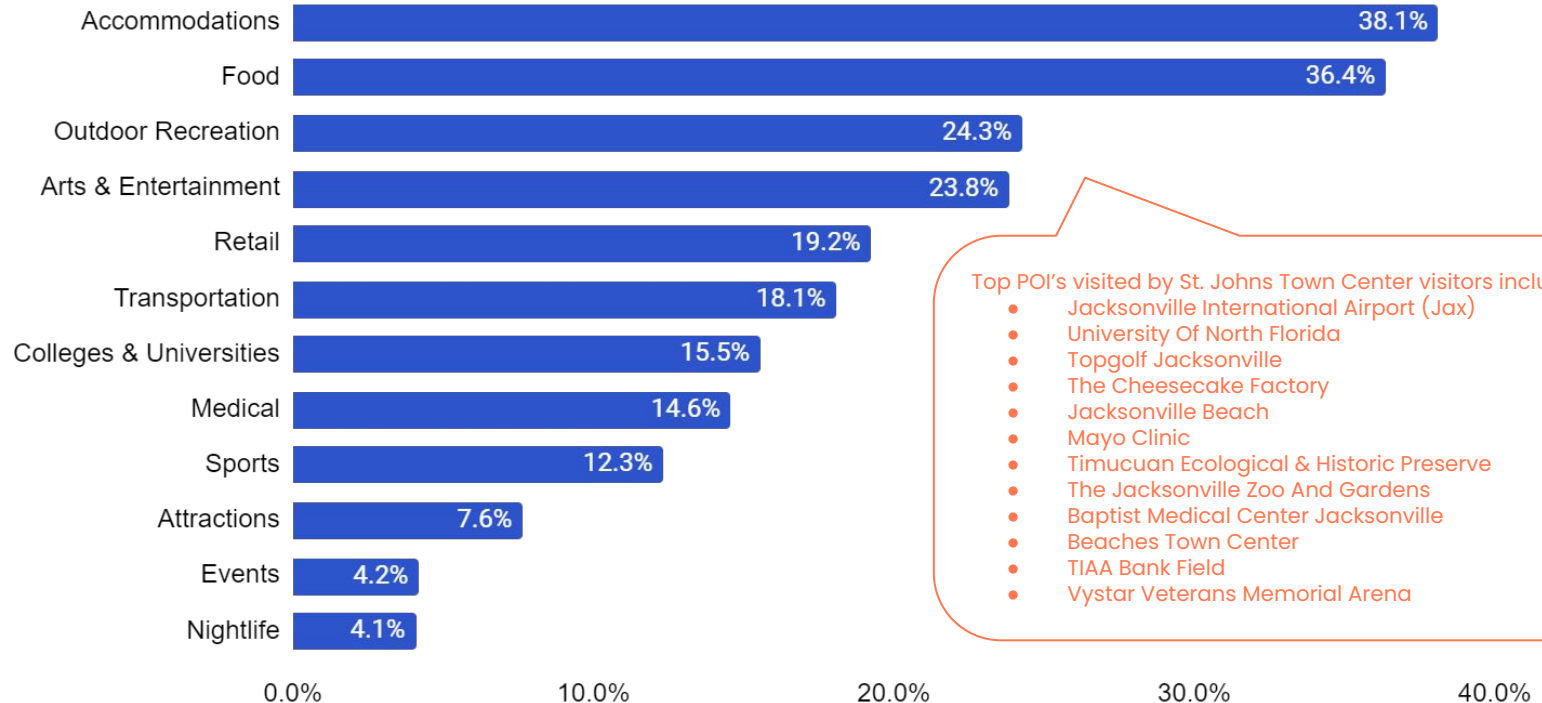
Source: Near

What other Jacksonville regions did St. Johns Town Center visitors go to?



Source: Near

What other types of points of interest did St. Johns Town Center visitors go to?



CROSS VISITATION

Dynamic Visualization

Review the cross visitation of visitors to the St. Johns Town Center to other points of interest in Jacksonville between January–December 2022.

Filter by origin market, trip type, and more.

[Link > Cross Visitation Dynamic Visualization](#)

Source: Near



THANK YOU

