



Mayport **SHRIMP** **& SEAFOOD TRAIL**

We're feeling fintastic here in the Flip Side of Florida. That's why we're excited about the Mayport Shrimp & Seafood Trail. Visitors can take a bite out of Jacksonville with each local restaurant they visit. How does the trail work? Download the Visit Jax app to check-in on the digital passport at each location to receive FREE Mayport Shrimp & Seafood gear and even tickets to a Jacksonville Jumbo Shrimp game. It's time to see why Jacksonville is shrimply the best!

Share the Mayport Shrimp & Seafood Trail news on social using #onlyinjax and follow @visit_jax for more updates.

Suggested Social Media Copy for Participating Attractions

Here are some suggested captions that you can post on your social media accounts to promote the Mayport Shrimp & Seafood Trail, along with the graphics/videos provided in the kit and your business's photos:

You can customize your captions to include your deals, specials, menu and anything else you'd like to include.

1. Looking for the freshest catch in Jacksonville? Make **(Restaurant Name)** one of your stops on the **Mayport Shrimp & Seafood Trail**. Download the Visit Jax app, check in during your visit, and discover why Mayport shrimp is a local favorite.
2. It's time to shell-ebrate Jacksonville's famous seafood! Stop by **(Restaurant Name)**, order your favorite shrimp or seafood dish, and check in on the **Mayport Shrimp & Seafood Trail**. Every stop brings you closer to exciting prizes!
3. Your next seafood meal could earn you more than a full stomach. Visit **(Restaurant Name)**, check in on the **Mayport Shrimp & Seafood Trail** using the Visit Jax app, and enjoy Jacksonville's signature seafood while earning rewards.
4. Peel, eat, repeat. Add **(Restaurant Name)** to your **Mayport Shrimp & Seafood Trail** adventure! Download the Visit Jax app, enjoy a seafood dish, and check in to earn prizes while supporting local restaurants.



5. From dock to dish, Jacksonville serves up some of the freshest seafood around. Make **(Restaurant Name)** your next stop on the **Mayport Shrimp & Seafood Trail**, check in through the Visit Jax app, and start earning rewards one delicious bite at a time.