

VISIT JACKSONVILLE ANNUAL REVIEW 2017-2018



visit
Jacksonville
and the Beaches

MARKETING



visit
Jacksonville
and the Beaches



FY 2017-2018 SUMMARY

- FY 2017-2018 was a Historic Year for Jacksonville Hotels, with the Fiscal Year Closing on the 60th Consecutive Month of RevPAR Growth for the City.
- The Campaign “Jax. It’s Easier Here.” Performed Exceptionally Well in FY 2017-2018 Clicking Through at Three and a Half Times the Industry Benchmark (.28% vs. .08% Benchmark).
- Paid media drove 175,000 more trackable digital media clicks to Visitjacksonville.com than it did in FY 2016-17.





CONTRACT DELIVERABLES

An Annual 5% Increase in the Leisure Market Visitors/Tourists as Determined by the Longwood Travel USA Jacksonville Visitor's Report

Increase of 3.73%

An Annual 5% Increase in Total Tourist Development Tax Collections; Total 2016-17 Taxes \$7,789,636

10% Increase

A 10% Annual Increase in Website Traffic to the City's Official Tourism Website; Goal: 1,337,315 (Actual 2016-17 Total was 1,215,741.

1,144,903 (86% of Goal)

VISITATION NUMBERS RESULTS 2017-2018

- 7,637,530 Overnight Guests in Duval County in Paid Accommodations
- *This is a 4.95% Growth over 2016-2017 FYTD statistics*
- *From STR Monthly Reports

Visit
Jacksonville
and the Beaches





ADVERTISING CAMPAIGN RESULTS SUMMARY

Paid media drove **175,000 more trackable digital media clicks** to VisitJacksonville.com than it did in FY 2017. Unfortunately, industry-wide losses in organic traffic, combined with the effects of Hurricane Irma, resulted in a **3.5% loss in overall site traffic** for the year.

Of the 32 million impressions with Adara pixels served for the year, prospects exposed to our media booked **8,600 hotels at close to \$3 million in revenue.**



ADVERTISING IMPRESSIONS

Projection: **194,539,184**

Actual: **152,140,633**

Advertising impressions fell below projections in FY 2017-2018

This is due to the overperformance in CTR of placements purchased on guaranteed engagements, not impressions

The PulsePoint native tactic clicked through so well (0.58% actual vs. 0.15% projection) that 50 million fewer impressions were needed to hit the guaranteed clicks



CLICKS / ENGAGEMENTS

Projection: **479,136**

Actual: **602,221**

We exceeded projections in clicks / engagements in FY 2017-2018

This was driven by strong CTR in programmatic display and healthy engagement through our influencer program and native tactics



EMAIL OPENS

Projection: **133,157**

Actual: **189,954**

By the third quarter, we had met projections for email opens

By the close of the year, we well exceeded the original goal for FY2017-2018



VIDEO VIEWS

Projection: **1,775,379**

Actual: **3,098,005**

We far exceeded the projection for video views in FY2017-2018

This was driven in part by strong Facebook and YouTube performance in Q4

RESULTS BY SEGMENT





MEDIA CAMPAIGN PERFORMANCE SUMMARY

Clickthrough rate (CTR) measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served. It is a **strong indicator** of an **ad's relevance** to the target audience

For FY 2018, **152 Million Impressions, 602,000 Clicks, 3.1 Million Video Views, and 190,000 Email Opens** were driven.

The Overall Clickthrough Rate for the Leisure Campaign in FY 2017-2018 was **0.28%**, **three and a half times the industry benchmark of 0.08%** for the year.

OUTDOOR/NATURE/WATER ADS

Example Tactics:

Conde Nast Traveler

Florida Sport Fishing

iExplore

Madden Media Storytelling

Out of Home Billboards

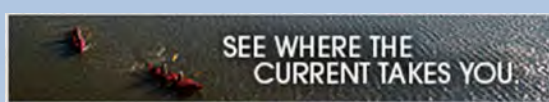
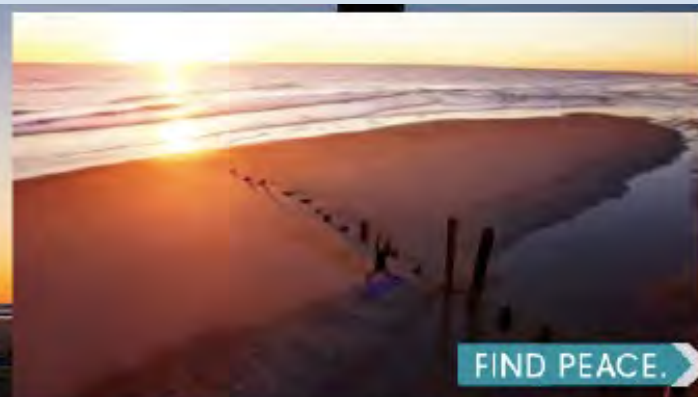
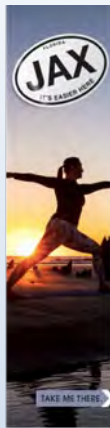
NCC Media



Results:

- 50,401,453 Impressions
- 230,446 Clicks / Engagements
- 1,620,268 Video Views
- 13,027 Mail Opens
- 0.23% CTR





It's easier to find the fun in Jax.

As Florida's youngest city + one of the hippest + Jacksonville, or Jax as locals call it, offers an easier location, one that's filled with exciting outdoor adventures and thrilling sporting events but of a slower, more relaxed pace.

Here, you can combine both relaxation and adventure by choosing just how active you want to be. Enjoy our 32 miles of beaches, perfect for stand-up paddle boarding, sandbar fishing, surfing, jet skiing or even just relaxing on the sand. Explore our extensive park system by foot or by water with trails made for running, biking and hiking, and waterways made for exploring on kayak, boat, or canoe.

This kind of activity is bound to leave you hungry and thirsty, so pop into a local brewery for a pint of local beer or pull up a seat at one of our local restaurants to get a taste of our world-famous Margaret Shrimp + caught right off our coast.

And it's all easier to afford in a place like Jax, in fact, Jax was named by Lonely Planet as one of the Top 10 Value Places in the World for 2018 and one of the 15 Best Budget Travel Destinations by the British by Reputation.

Learn more about all the options waiting for you in Jax, here.





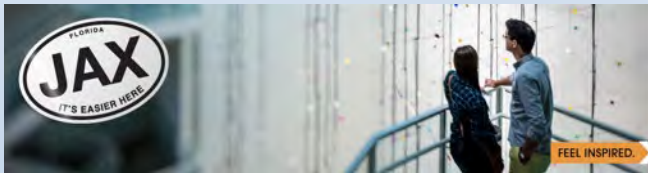
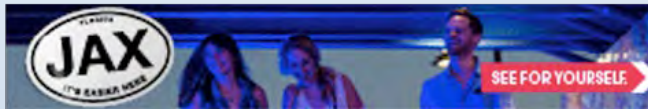
HISTORY/ARTS/CULTURE ADS

Example Tactics:

Garden & Gun Conde Nast Traveler
Iexplore Madden Media Storytelling
Out of Home Billboards NCC Media

Results:

34,001,119 Impressions
125,335 Clicks / Engagements
1,316,718 Video Views
51,988 Email Opens
0.34% CTR



SPORTS ADVERTISING

Example Tactics:

Advertising in London for the Jaguars Game

Advertised in Cincinnati & Indianapolis to Encourage those fans to visit

Partnered with Florida's First Coast of Golf for Season Long Jaguars Promotions

Advertised in New York & Chicago Market During the Jaguars Playoff Game

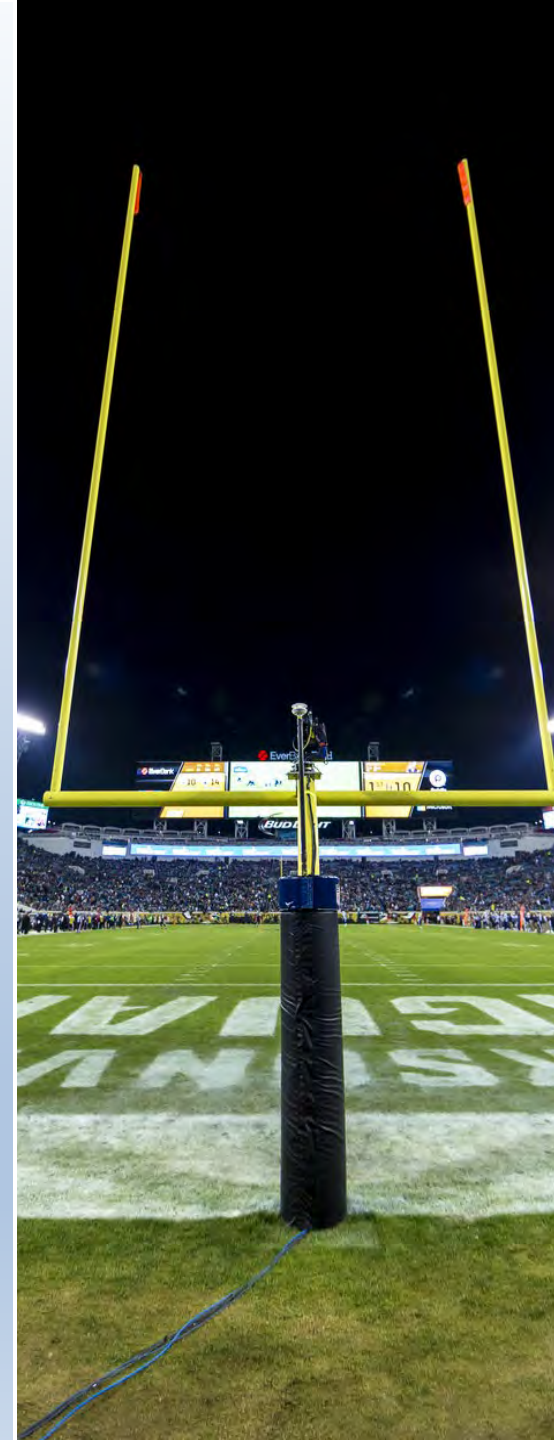
Developed an Advertising Plan with Active.com and the 26.2 with Donna

Advertised with the Sharks, Armada and the Akron Rubberducks

Advertised at the Indianapolis 500

Results:

- **10,204,242 Impressions**
- **21,520 Clicks / Engagements**
- **0.14% CTR**





 **Active.com**
Sponsored · 🌐

Will we see YOU in Jacksonville?



ACTIVE.COM

7 Reasons Why Every Runner Needs to Go to Jacksonville [Learn More](#)

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👍 Like 💬 Comment ➦ Share

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7 Reasons Why Every Runner Needs to Go to... [LEARN MORE](#)

👍 12 💬 2 Comments

👍 Like 💬 Comment ➦ Share



CULINARY ADVERTISING

Example Tactics:

Garden & Gun

Conde Nast Traveler

iExplore

NCC Media

Results:

- **17,200,111 Impressions**
- **118,942 Clicks/Engagements**
- **118,744 Video Views**
- **26,206 Email Opens**
- **0.28% CTR**



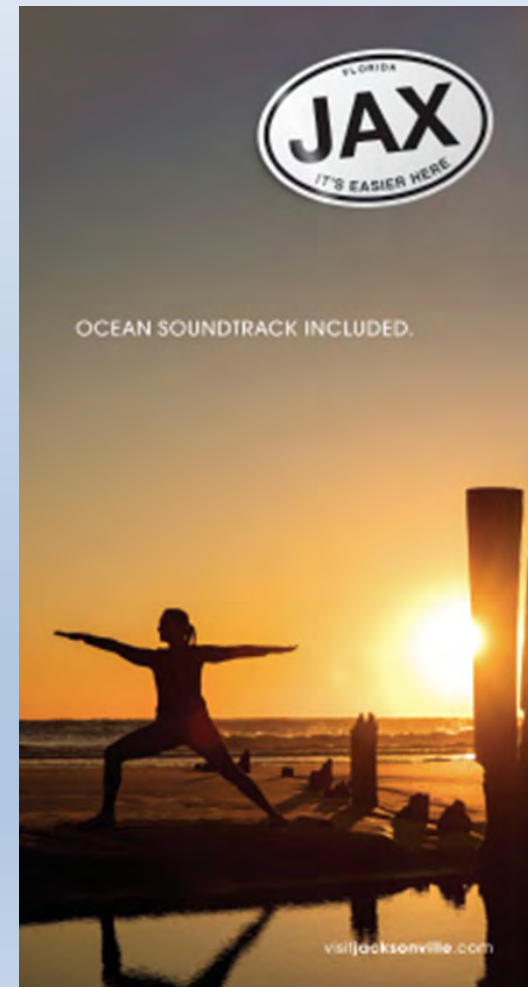




IN-FLIGHT ADVERTISING

Magazines:

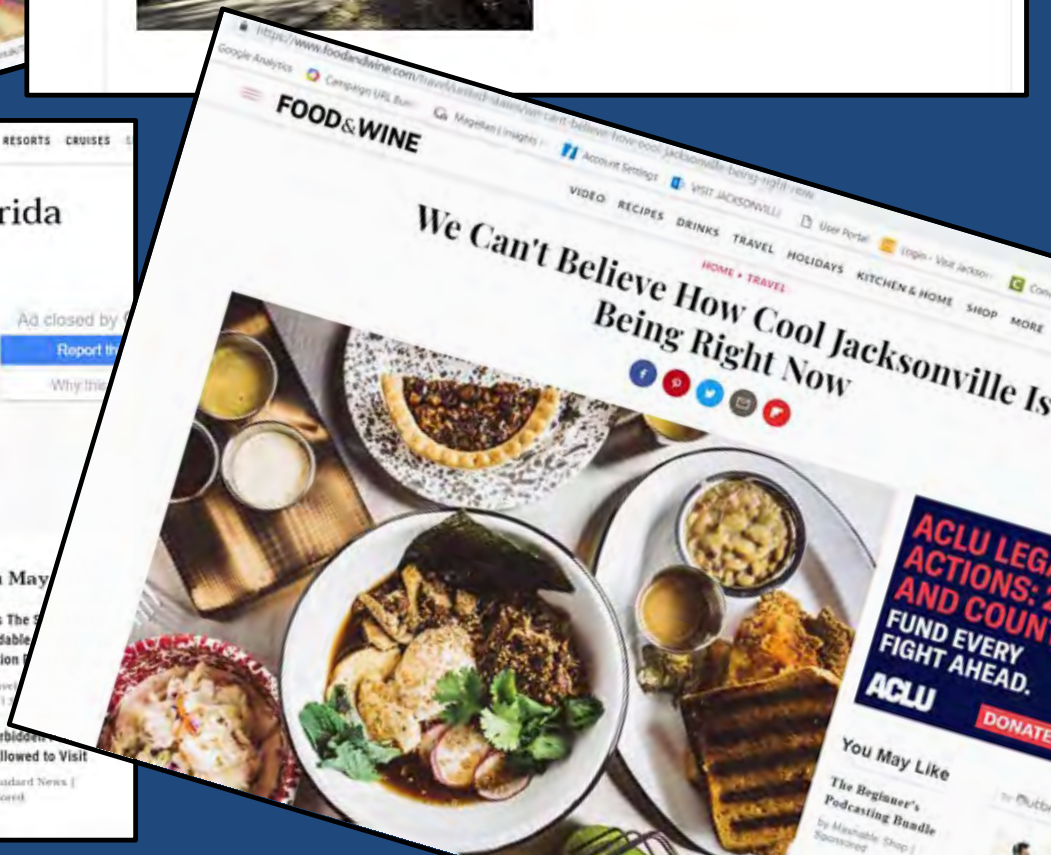
- Delta Sky Magazine
- Southwest Inflight Magazine
- American Airlines "Getaway Places TV"
- Allegiant Sunseeker



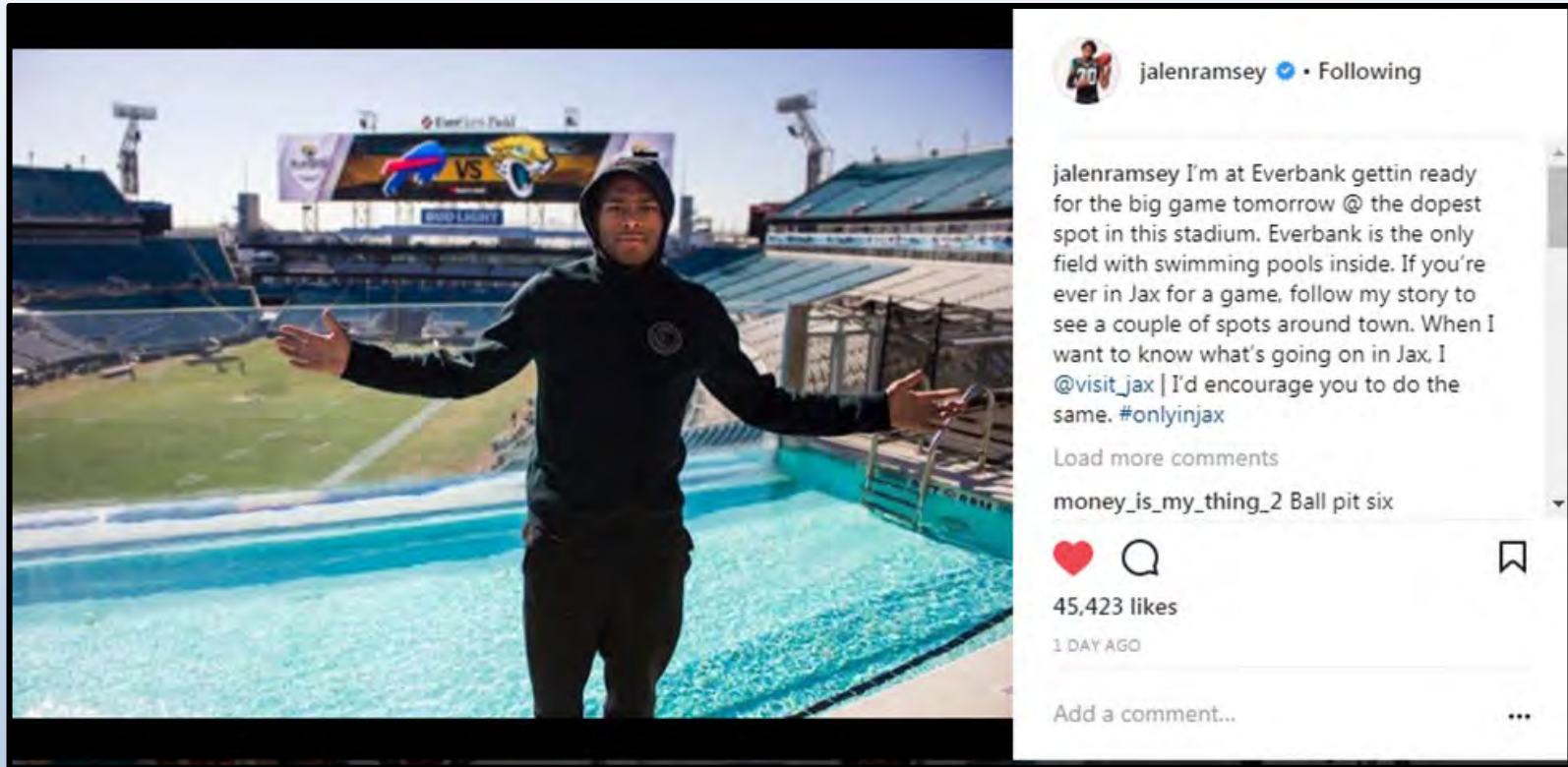
PUBLIC RELATIONS RESULTS

- Earned Media Value: \$1,015,489
- Number of Stories: 393
- Total Media Reach: 300,232,319
- Host Media/Influencer Trips: 37, Has Already Resulted in 100 Stories/Blogs





INFLUENCERS RESULTS

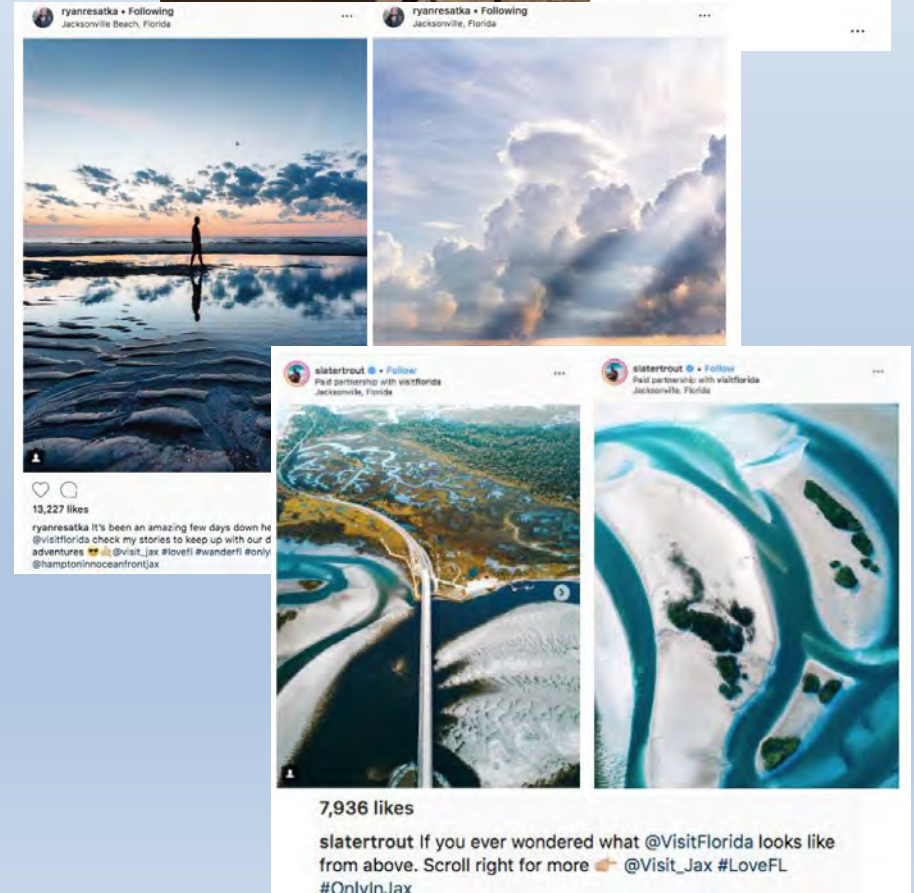
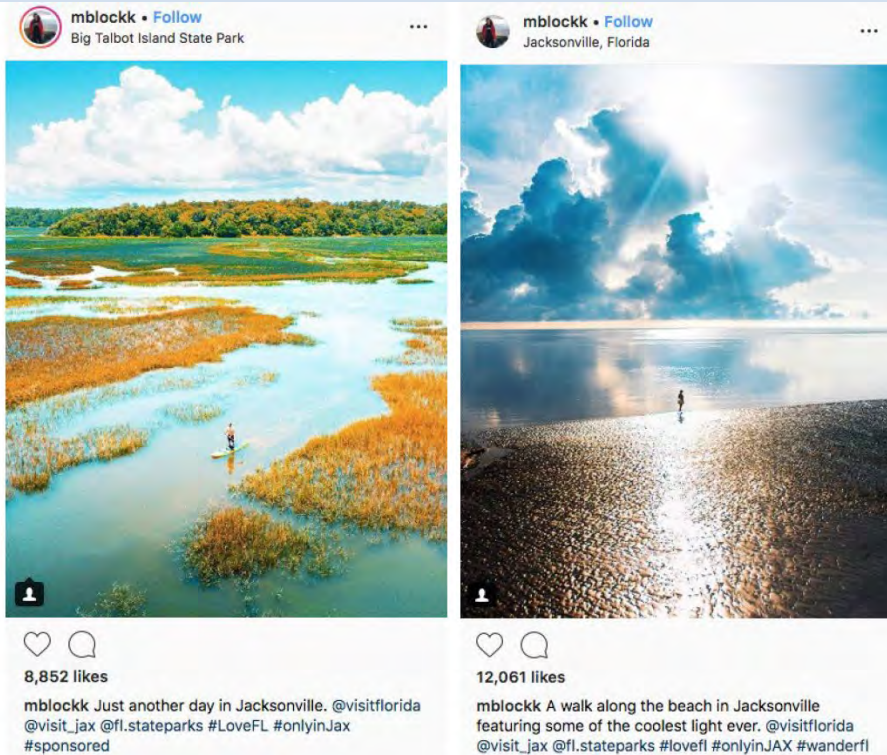


- 11,849 Website Views
- 3,000 New Website Users on Day of Post (Jan. 6)
- 275 Website Referrals from Social
- 1,460 New Social Followers (94% on Instagram)
- 265,865 Social Impressions (23% on Instagram)
- 1,886 Social Engagements (76% on Instagram)

INFLUENCERS RESULTS

VISIT FLORIDA INFLUENCER FAM

- Total Posts: 65 (11 Posts + 54 Stories)
- Total Impressions: 2,602,275
- Total Engagements: 87,816



INFLUENCERS RESULTS



David's Been Here

Culinary

1 million followers

12,000+ social engagements to date

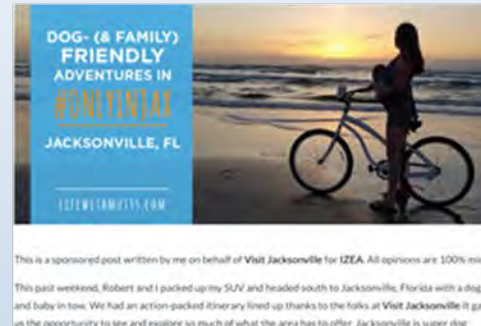


Top Flight Family

Family Travel

100,000 followers

8,500+ social engagements to date



Life with Mutts

Active / Outdoors

72,000 followers

2,000+ social engagements to date



Flirting with the Globe

History / Arts / Culture

120,000 followers

- 129 Pieces of Sponsored Content/Social Posts (Goal 40)
- 3,705,416 Reach – Overdelivered by 872.42%
- 178,151 Social Interactions (Views, Likes, Comments)



Visit
Jacksonville
and the Beaches

NEW WEBSITE – www.visitjacksonville.com


MENU





 58°F

 SEARCH

 WATERWAYS & OUTDOORS

 HISTORY, ARTS, CULTURE

 SPORTS

 CULINARY/BREWERIES



pictured: JACKSONVILLE BEACH

Water is everywhere in Jacksonville

The places **and** events that shape our destination.

{ HIT THE WATER }



 VISITOR MAGAZINE & NEWSLETTER

TOURS & EXPERIENCES

 MEETINGS

 VISITOR CENTERS



NEW WEBSITE FEATURES

- Easier Navigation/Search Features
- 360 Degree Videos of Local Businesses
- Specialty Maps
- Full Searchable Tourism Business Listings
- Improved User Experience

The Top 15 Happy Hour Spots in Jacksonville

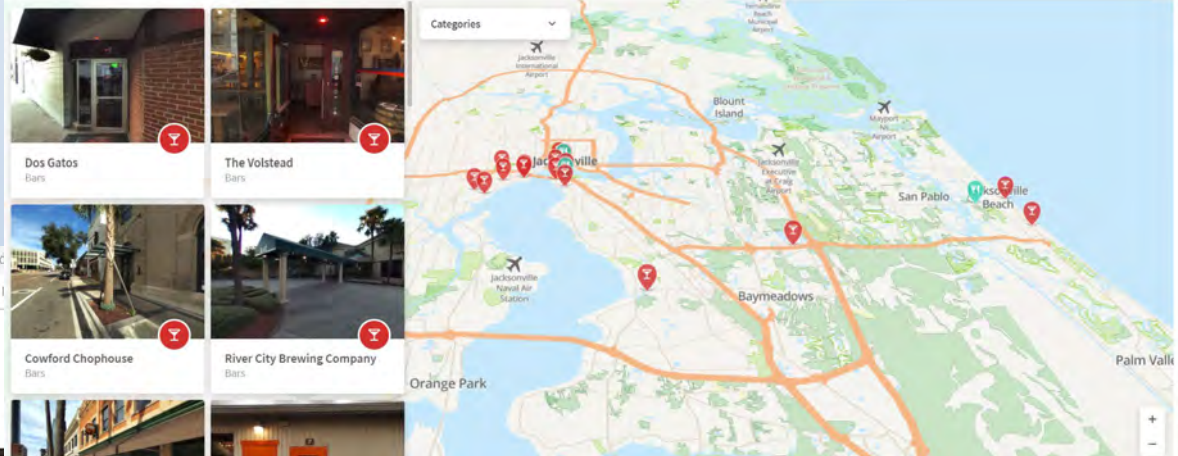
When the clock strikes 5 p.m., the corporate crowd clocks out and bartenders clock in. And after a long, hard day's work, there's nothing quite like the affection of good

lle.com/blog/booze-and-bites-18-jacksonville-power-hour-hot-spots/

Magellan | Insights | Account Settings | VISIT JACKSONVILLE | User Portal | Login - Visit Jacksonville | Convert Files - free | ISSUU - Home | Other bookmarks

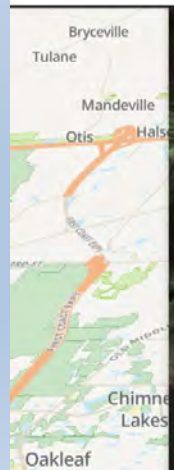
WATERWAYS & OUTDOORS | HISTORY, ARTS, CULTURE | SPORTS | CULINARY/BREWERIES

And for more updates from Visit Jacksonville delivered right to your inbox, sign up for the newsletter.

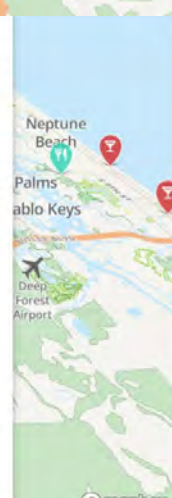


https://www.visitjacksonville.com/blog/booze-and-bites-18-jacksonville-power-hour-hot-spots/

Apps | Google Analytics | Campaign URL Builder | Magellan | MENU | f | i | t | y | i | n | p | u



open hours
Sunday: 10am-10pm
Monday-Thursday: 11am-10pm
Friday: 11am-11pm
Saturday: 10am-11pm
contact
Phone: (904) 398-3005
Website: taverna.restaurant



The Visit Jacksonville Blog

Go ahead, take a peek at our blogs written by local experts. If you're looking for the most unique information on Jacksonville from a local's perspective and experience you've landed in the right spot.

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OVER 50 NEW UNIQUE PIECES OF CONTENT

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1

Best Dining Finds in Jax

POSTED BY: NITY

Cycling is one of the many experiences that can be enjoyed in Jacksonville.

READ MORE

1

UNIQUE SPORT: BMX and Motocross In Jax

POSTED BY: NITY

If you are looking to experience extreme sports while in town, then riding in two wheels might just be the best way to satisfy your adrenaline rush!

READ MORE

1

Children Classes Around Jax

POSTED BY: JADEN

Bring the kiddos to Jacksonville and they won't want to leave! Jacksonville has many family friendly and educational activities around the town. Explore from our many resources to the beautiful beaches!

READ MORE

1

Pumpkin Hill Creek Preserve State Park

POSTED BY: NITY

venture out to Jacksonville's Northside, where some of the city's most impressive State Parks can be found and explore the more than 4,000 acres that make up Pumpkin Hill Creek Preserve.

READ MORE

1

Best Fishing Spots in Jacksonville

POSTED BY: NITY

There is really no bad time to fish in Jax, and with 24 miles of beaches, an entire of the Intracoastal Waterway and the longest stretch of the St. Johns River running through our city, there is also no bad spot to fish!

READ MORE

1

Beach Yoga in Jacksonville

POSTED BY: NITY

Imagine doing our vinyasa flows under the actual sun, that's the magic of an oceanfront morning yoga session in any of our Atlantic Coast beaches.

READ MORE

1

Jacksonville Equestrian Center

POSTED BY: NITY

The Jacksonville Equestrian Center is the best for most equestrian related events in the Jacksonville area.

READ MORE

1

Your Hiking Day Itinerary in Jax

POSTED BY: NITY

Northwest Florida hiking is unique in that it's coastal, but wooded, and the best place to go to see that is along the Intracoastal Waterway on A1A.

READ MORE

1

Your Boating Day Itinerary for Jax

POSTED BY: NITY

There are endless experiences to explore by boat in Jacksonville!

READ MORE

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NEXT >

1

5 Top Experiences In Our Parks

POSTED BY: NITY

Get active in JAX, and explore the outdoors! With the various sightseeing activities offered, these destinations are just waiting for you.

READ MORE

1

I went deep sea fishing... and I won!

POSTED BY: NITY

"Give a man a fish, and you feed him for a day. Teach a man to fish and you feed him for a lifetime." - Chinese Proverb

READ MORE

1

Rock Out at the Farm for a Great Cause This Dec. 1

POSTED BY: LOCAL REPORT BUILT

The North Florida Land Trust, a nonprofit land conservation organization that serves as a champion of environmental protection for thousands of acres of parks and preserves in Jacksonville, is hosting a very special...

READ MORE

1

Top 7 Experiences at the Jacksonville Veterans Memorial Arena

POSTED BY: NITY

READ MORE

1

Your Camping Itinerary for Jax

POSTED BY: NITY

Spend the Weekend in Jacksonville's Most Unforgettable Camping Spot. Little Talbot Island.

READ MORE

1

Your Biking Itinerary for Jax

POSTED BY: NITY

Spend the day on two wheels in Jax.

READ MORE

1

5 Fun Facts about The Baseball Grounds of Jacksonville

POSTED BY: NITY

There's nothing quite like going about the \$34 million home of the Jacksonville Shrimp!

READ MORE

1

Jacksonville's Top Parks

POSTED BY: NITY

With the largest urban park system in the entire nation, visitors can experience the ultimate outdoor recreation in Jax!

READ MORE

1

The Top 22 Attractions In Jacksonville

POSTED BY: NITY

Largest city by landmass in America. Largest urban park system. The most shoreline of any Florida city.

READ MORE

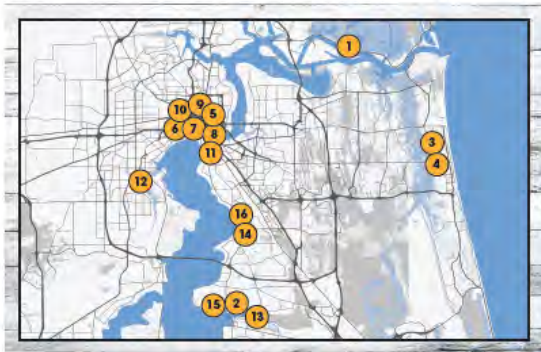
and the beaches

NEW COLLATERAL



Dock and Dine: The Best Dockside Eateries in Jacksonville

Jacksonville is one of few destinations in Florida travelers can sail up on their boats, dock and dine at a variety of excellent restaurants. What's not to love? Notable dockside eateries are all the buzz, specializing in daily, fresh-caught seafood, and the added perk of live music, full bars and truly infectious, laid-back vibes are here to stay. This dock and dine situation is incredibly unique (you can't find the freshest Mayport shrimp here, too!), with ocean breezes and unbeatable waterfront views, so get yourself on a boat for this "only in Jacksonville" experience.



- 1 Palm Fish Camp
- 2 Jullington's Creek Fish Camp
- 3 Cacao De Mayo
- 4 Coastal Cookies

(over for clarity)



FISHING GUIDE

THE RIVER AND BACKWATERS

The St. Johns River with its many creeks, coves and marshes has some killer fishing, whether you are casting a fly from a kayak or dropping a line from a skiff. Near the mouth of the St. Johns, within five miles of the Mayport pier, is where anglers are going to hook big seatrout and flounder, and the ladies are always flush with fish. Hookers run hard from Sister's Creek to the Dames Point ridge. The region called Hannah Mills, which includes lapboard Creek to Sister Creek, are favorites for kayak and small craft fishing for redfish, trout and flounder. Further up river, Mills Cove opens up for catching red drum that love its grassy shallows and oyster beds.

INTRACOSTAL WATERWAY

The mouths of the larger creeks on the ICW are where the run hard. Pablo Creek is a favorite for local guides. Red seatrout, flounder, black drum and redfish call brackish tributary home. Largemouth bass are the only fish caught in its freshwaters. Cabbage Creek is the hot spot off the ICW, and is known for mostly water species. Word is that there is a spot in between the two creeks that locals call "the tarpon pit." The water is flush with baby tarpon, but catching them can be a challenge for even the most seasoned angler.

BEACH, SHORELINE AND PIER FISHING

With more than 100 miles of coastline and four large inlets, beach fishing is at its prime. Black drum, speck trout, pompano, whiting and redfish are the prize catches. From Huguenot Beach to Jacksonville Beach, you can't go wrong with a cooler, shrimp for bait and a sand spike. Pier fishing is also an option. There are a variety of small piers to fish from throughout the region and a couple big stretches of pier as well. Anglers of any expertise should be able to catch a fish off the Jacksonville Beach pier year-round. In the summer, King Mackerel are the prize, while flounder in the fall make for a great meal. The George Crady Bridge Fishing Pier State Park is a favorite in north Jacksonville. This mile-long pedestrian only pier is key for catching king, drum, whiting and tarpon.

OFFSHORE

Whether you are out to catch a kingfish mount, or bring home mahi for dinner, offshore fishing is off the hook in Northeast Florida. For the sportfisher with a big boat, the Gulf Stream is 50-75 miles off the coast. Fishermen can battle it out with dolphin, ballyhoo, marlin and other fighters of the sea. Jacksonville is home to more than 30 offshore and inshore reefs that attract a great diversity of fish and invertebrate life which are fascinating to experience first-hand. Fish like cobia, tarpon, and grouper as well as several large shark species can be spotted off our shores. Our artificial reefs are perfect for a fishing expedition or a diving journey to explore the corals and sponges.

National Parks

- 1 **Fort Caroline National Park**
A historic site of the fort settled by French colonists in 1564, complete with cannons, stone and decomposing walls of the St. Johns River. Step back in time and learn about the French and Spanish rivalry in the area during the late century of the International Preserve Visitor Center located in the park. Visitor info: 1-800-955-5555, www.fortcaroline.com
- 2 **Timucuan Ecological and Historic Preserve**
An 80,000-acre park, it's Jacksonville's biggest park! Wetlands, marshes, unique wetlands, coastal dunes, historic sites, and pristine sea views make this area one of Jacksonville's must-see spots. You can hike, bike, swim, surf, kayak, camp, and discover old Florida inside the Timucuan Preserve. Location: Jacksonville's northeast
- 3 **Kingfisher Plantation**
First built in 1710, this is one of the last remaining plantation homes in the state of Florida, offering a peek into the region's colonial history. Park Rangers provide guided tours and audio tours of the plantation grounds, including homes and slave quarters. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 4 **Pumpkin Hill Creek Preserve State Park**
At 400 acres, this beautiful park is filled with the palm trees, cypress, cypress, cypress, and cypress. The park is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 5 **Yellow Bluff Fort Historic State Park**
The fort was built on a hill and was one of the largest of its kind in the state. The park is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 6 **Fort George Island Cultural State Park**
Home to a 17th-century fort, the park is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 7 **George Crady Bridge Fishing Pier State Park**
This is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225

City Parks

- 1 **Hemlock Park**
This is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 2 **Huguenot Memorial**
This is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 3 **Caneyville Island Preserve**
This is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225
- 4 **Duffon Island Preserve**
This is a great place to enjoy the water and the view. Location: 1545 Palmville Ave., Jacksonville, FL 32225

MAKE A CONNECTION.



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GUIDED TOURS



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55 Hot Stops on Downtown Jacksonville's Public Arts Self-Guided Tour

Downtown Jacksonville is not just the area's urban hub, packed with businesses, commerce, restaurants and history, it is also a beautiful outdoors gallery for some of the most progressive and impactful public art pieces in

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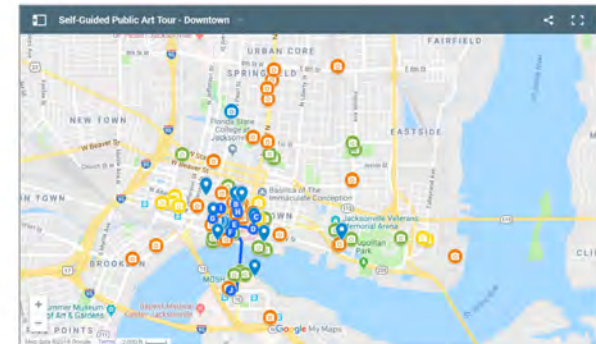
Architecture in Jacksonville

Downtown Jacksonville's iconic historic buildings tell the real story of Jax, one of the most progressive cities at the turn of the last century.

SHARE   

Downtown Jacksonville's iconic historic buildings tell the real story of Jax, one of the most progressive cities at the turn of the last century.

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[Download a detailed PDF of this tour here.](#)

Begin your walking tour at Visit Jacksonville's Visitor Center on Laura Street, when you emerge from the center turn right and walk to the corner and look to your left:

Visit
Jacksonville
and the Beaches

FY 2017/18 FINANCIAL SUMMARY

Budget Compared to Actual

DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
Overhead Costs - Visit Jacksonville Administration- Subtotal	337,752	307,701	(30,051)	-9%
Overhead/Salaries Costs VJ Marketing & Dalton Agency:				
Salaries/Wages/Benefits- VJ Staff	307,000	302,254	(4,746)	-2%
Marketing Services - Dalton Agency expenses for Media Buying, Creative Retainer and Public Relations	174,000	174,000	-	0%
Postage/Shipping	3,000	2,343	(657)	-22%
Supplies	3,000	2,420	(580)	-19%
Subtotal	487,000	481,017	(5,983)	-1%
(i)(ii)(iii)Advertising - Name Branding:				
Digital	818,667	849,814	31,147	4%
Cable	179,965	179,962	(3)	0%
Outdoor	66,030	66,348	318	0%
Radio	72,500	72,500	0	0%
Print	56,685	62,176	5,491	10%
Local Sports Teams Promotion Out of Market (not Jaguars)	51,000	50,349	(651)	-1%
(iv)Direct Flight Markets	29,295	29,295	-	0%
Contingency	858	-	(858)	-100%
Subtotal	1,275,000	1,310,445	35,445	3%
Other Contractual Expenses:				
(v)Website Services & New Website	85,000	84,089	(911)	-1%
(vi)Social Media sites - Online Galleries, Social Media Monitoring, Photo Collection and Management for Media	34,500	34,676	176	1%
(vii)Visitor Magazine	30,000	33,000	3,000	10%
(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions	30,000	26,628	(3,372)	-11%
(ix)Map Creation and Printing	15,000	16,500	1,500	10%
(x)Printing Costs of Topic Specific Brochures	55,000	53,472	(1,528)	-3%
(x)Costs for New Videos/Photography/Audio Tours/Podcasts	70,000	75,274	5,274	8%
Promotional Contests, Promotional Items, Outreach Events	26,248	28,303	2,055	8%
Subtotal	345,748	351,942	6,194	2%
Marketing & Communication Travel:				
Travel - Marketing Conferences	6,000	5,775	(225)	-4%
Travel - Communications, Media Missions, Media Tradeshow	18,000	12,274	(5,726)	-32%
Subtotal	24,000	18,050	(5,950)	-25%
Total Marketing	2,469,500	2,469,155	(345)	0%

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QUESTIONS?

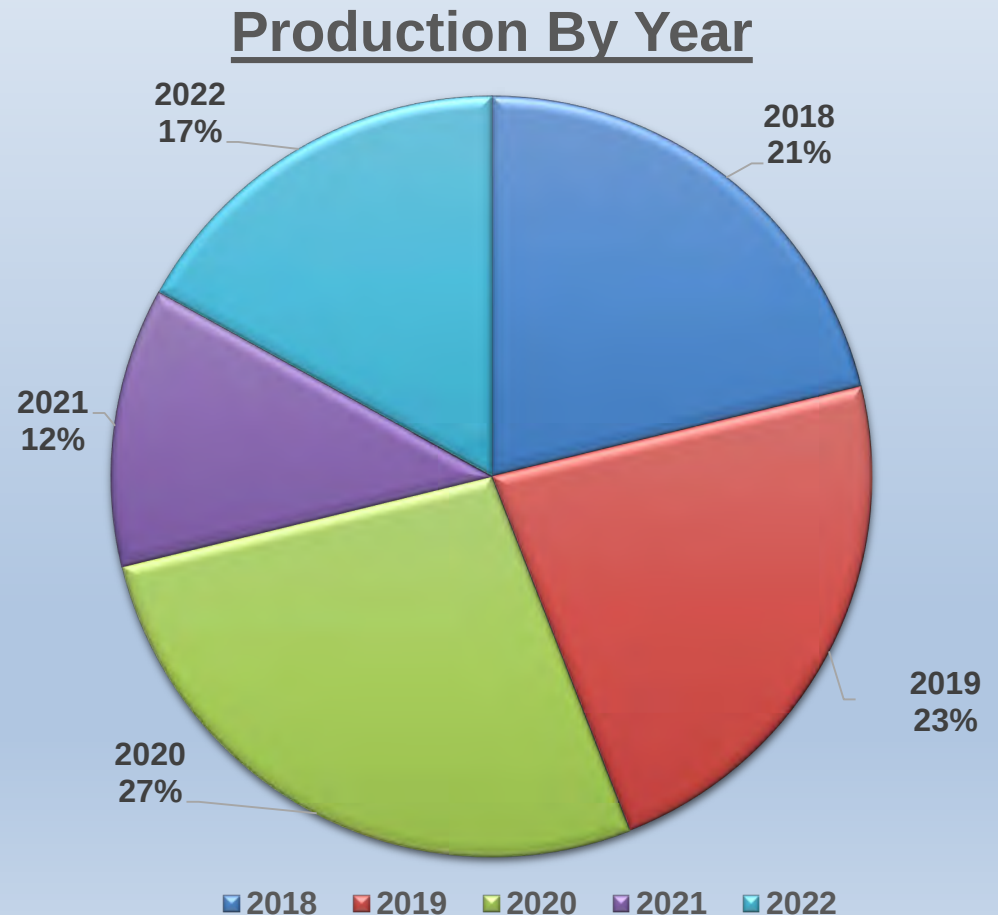
CONVENTION SALES & SERVICES

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CONVENTION SALES FY RECAP

Contractual Metric:
85,000 Room Nights in
Production

Results:
91,394 Room Nights
(108% of Goal)



CONVENTION SALES FY RECAP



PRIME F. OSBORN III
CONVENTION CENTER

Contractual Metric:

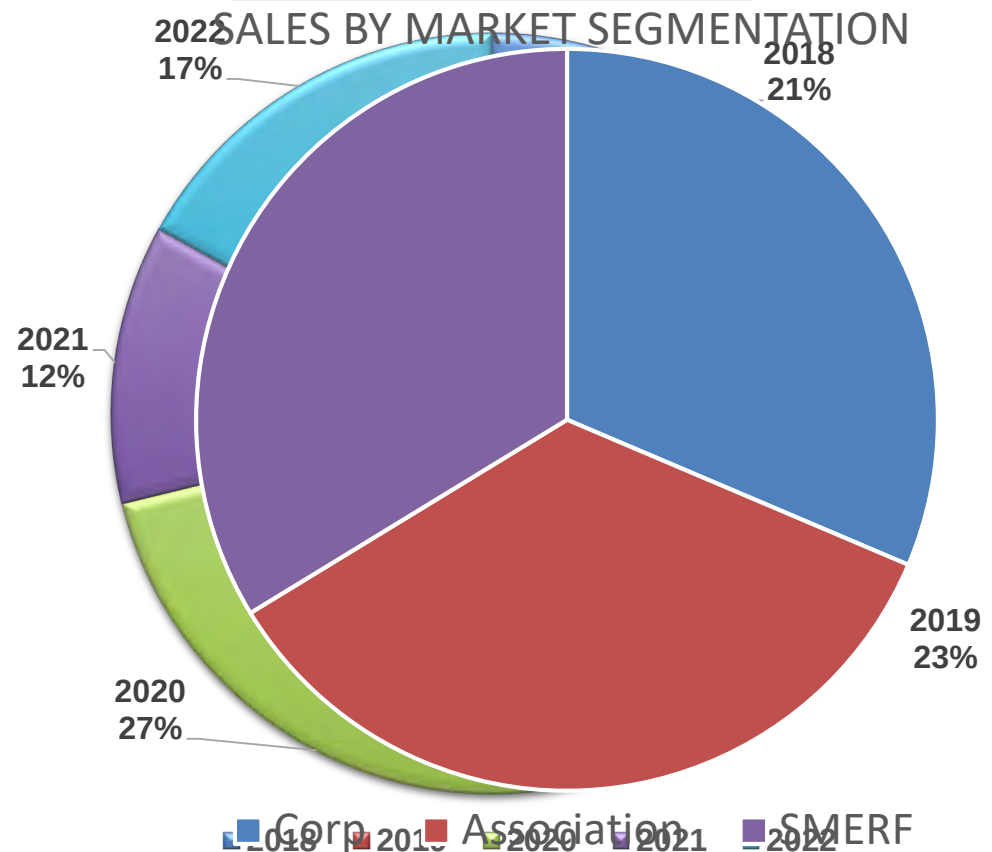
Increase Room Night
Actualization by 5%
Annually

Results:

**95,693 Room Night
Actualization (113% of
Goal)**

Estimated Room Night Revenue-
\$12.1M

Production By Year



CONVENTION SALES FY RECAP

Contractual Metric:

Generate an Increase in Group Segment REVPAR 0.25%;
FY Goal \$14.54

Results:

\$16.32 (112% of Goal)



17.5% of Duval hotels are reporting segmentation data: 28 of 160 properties meet the minimum requirements for group segmentation. Of the 28 properties, 7 have not reported consistently for the last two years.

CONVENTION SALES FY RECAP

Contractual

Metric: Minimum
Booking Base of
50% New
Business

- **139 new bookings**
- **34 repeat bookings**

New business booked includes:

Result: **76%**
New Business

- **Antarctic Explorer National Reunion** – 330 Room Nights
- **National Assoc of Women Business Owners** – 1,057 Room Nights
- **Via Exitó** – 4,055 Room Nights
- **Combat Veterans Association** (Bring It Home Jax) – 5,000 Room Nights with 3 hotels (Hyatt, Hampton Inn, & Lexington)



CONVENTION SERVICES FY RECAP

- Serviced **52,781 room nights** in service definites in addition to sales room nights. Equaling a minimum of \$6.6 Million in Room Revenue
- **\$13.5 Million in Full Direct Economic Impact**
 - \$125 for Lodging (Average Based on Contracts)
 - \$55 for Food & Beverage
 - \$50 for Retail/Recreation/Entertainment
 - \$25 for Transportation

*Rates used more conservative than the Longwoods 2017 figure of \$393/room night as follows: \$140 Lodging, \$99 Food & Beverage, \$59 Retail, \$45 Recreation, \$50 Transportation.

CONVENTION SERVICES FY RECAP

- **Worked with 242 Groups & 94,975 attendees**
 - 3,957 touches to committee members, businesses, and hoteliers
 - Provided 143 groups with collateral
 - 26 welcome tables
 - 46 personalized microsites
 - 41 planning site visits
 - 1,040 business referrals
 - Economic Impact estimated between \$5 and \$6 million
- Average meeting planner survey score of **4.8/5.0**
- Met with **52 Jacksonville businesses** to learn about the services they can provide to groups
- Managed **2 Familiarization Trips** and **4 Client Events**





**CONTRACTUAL
DELIVERABLE:**
Promotion &
Marketing of the
City as a
Convention and
Marketing
Destination to
Business Event
Strategists, Trade
& Professional
Associations,
Industry Groups,
Etc.

CONVENTION SALES & SERVICES TEAM



2018 FAMILIARIZATION TRIP RECAP

- Hosted 11 meeting planners
- Generated 8 leads and over 8,000 room nights
- Toured the convention center & 6 Hotels
- Dined at 3 "Only in JAX" Restaurants
- Showcased 3 "Only in JAX Businesses"
- Attended 1 signature special event
- Provided a city tour, highlighting surrounding neighborhoods



CONTRACTUAL DELIVERABLE: HOST A MARKET SPECIFIC FAM TARGETING 3RD PARTY PLANNERS

- One day FAM with HelmsBriscoe
 - Hosted 11 HelmsBriscoe Directors & Associates
 - Toured 5 Hotel Properties

HelmsBriscoe Production :

Jacksonville Area	Q1-Q3 2017	Q1-Q3 2018	YOY
Booked Revenue	\$1,368,830	\$2,124,590	+55%
Booked Room Nights	10,086	16,323	+62%



CONTRACTUAL DELIVERABLE: HOST CLIENT EVENTS IN MAJOR TARGET MARKETS WITH COORDINATED SALES MISSIONS:

Chicago:	57 Meeting Planners
Tallahassee:	18 Meeting Planners
Washington DC:	18 Meeting Planners



from Nature & Outdoors, History & Culture to Science and Technology.

2. **African-American Heritage Tours:** From the first settlement in Jacksonville back in the 1600s, people of African descent have had a significant role in the making of Jacksonville. Today, the region's African-American Heritage Trail rounds up the most significant sites for a wonderfully wide-ranging look at Jacksonville's past. The city has a rich history of diversity, come explore and learn.

3. **Retail Therapy Tour:** In need of a little retail therapy? Jacksonville offers shopping districts and options for any taste. Stroll through the San Marco, Avondale areas or at the Beaches to visit trendy, upscale boutiques. Discover vintage treasures in the eclectic Five Points and Southside areas. Grab a mid-day treat as you browse handmade arts and crafts at one of many local farmers markets. Or, for the latest in must-have retail, stop by the outdoor shopping mecca, the St. Johns Town Center, or the Avenue Mall.

4. **City Attractions Tour:** Ranked as one of the nation's most value-friendly travel destinations, Jacksonville is home to 22 miles of relaxing beaches, unforgettable eco-adventures, world-class public art, deep rooted history, exciting attractions and the best dining scene in the region. Book this tour to immerse yourself in the great activities Jacksonville has to offer.

5. **The Jacksonville Arts Tour:** Jacksonville's history, arts and cultural community shines bright with stand-out museums, boutique galleries, and performing arts galore. Experience a unique blend of festivals, live music, art events, and exhibitions. Art and history are an everyday/ everywhere occurrence in Jax and you can experience it in our top historic neighborhoods. In Downtown through our active Art in Public Spaces Program, or at one of our theatre or symphony performances or concerts.



VISIT JACKSONVILLE
WANTS YOU TO BRING YOUR
GROUP TOUR TO OUR CITY!



For complimentary assistance with itinerary planning, booking hotels, attractions,

MEET IN JAX

le provides a wealth of complimentary services for medical meeting planners & conferences in Jacksonville including:

g hotels, meeting space, & venues

• Site visit coordination

• Distance builders & pre-promotion

• Destination marketing resources

• Referrals for business services

• Speaker referrals

• On-site group welcome tables

• Registration materials

• Media assistance

• Unity service project coordination

(Outside of Jax)

For more information and to submit a proposal, please contact us at

800-733-2668

or at meetingjax.com.



CONTRACTUAL DELIVERABLE: UPDATE COLLATERAL AND BROUCHURES FOR GROUP TOUR & MEDICAL MEETINGS



TOTAL SALES & SERVICES IMPACT FOR FY 17-18

Convention Sales Impact:

- Visit Jacksonville Hosted Site Visits : 78
- Organic Leads Sent by Visit Jacksonville: 584
- Potential Estimated Economic Impact from Organic Leads: \$31,326,333
- Total Estimated Revenue from FY 17-18 BOOKED Room Night Production = \$12,429,584 (91,394 x \$136 ADR)
- Total Estimated Revenue from FY 17-18 ACTUALIZED Room Night Production = \$12,187,301 (95,963 x \$127 ADR)

Convention Services Economic Impact

- Service Definites - \$6.6 Million in Room Revenue/\$13.5 Million in Direct Economic Impact
- Business Referrals – 1,040 Referrals valued at \$5 Million in Direct Economic Impact

Total Estimated Combined Sales & Services Room Night Impact for FY 17-18 = **\$18.7 Million**
Total Combined Sales & Services Economic Impact for FY 17-18 = **\$38 Million**

FY 2017/18 FINANCIAL SUMMARY

Budget Compared to Actual



DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
Overhead Costs - Visit Jacksonville Administration:	481,628	461,551	(20,077)	-4%
Overhead Costs- Visit Jacksonville Convention Sales & Services Team:	863,314	870,851	7,537	1%
Promotion to Tourist Groups:				
CONVENTION/GROUP ADS - PRINT & DIGITAL	156,601	167,319	10,718	7%
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	10,000	6,375	(3,625)	-36%
CONVENTION/GROUP TOUR INDUSTRY GUIDES	5,000	4,230	(770)	-15%
AD/PR AGENCY FEES - CONVENTION	36,000	36,000	-	0%
CONVENTION CONTENT DEVELOPMENT/EMAIL, WEBSITE & EMAIL SERVICE	17,106	15,960	(1,146)	-7%
COLLATERAL & PROMOTIONS - CONVENTION	25,000	20,180	(4,820)	-19%
Convention Market Targeting (IDSS & EMPOWERMINT):	24,500	24,900	400	2%
Convention Sales Activity:				
TRAVEL, MEALS & ENTERTAINMENT	45,750	49,394	3,644	8%
INDUSTRY ASSOCIATION DUES	16,500	12,722	(3,778)	-23%
FAM TRIPS	36,500	34,769	(1,731)	-5%
CLIENT DEVELOPMENT/PROSPECTING	7,500	7,369	(131)	-2%
SITE VISITS, SALES MISSIONS & CLIENT EVENTS - CONVENTIONS	66,000	52,920	(13,080)	-20%
TRADESHOW BOOTH SHIPPING & REGISTRATION FEES	105,000	112,674	7,674	7%
SPONSORSHIPS/PROMOTIONS	80,000	80,399	399	0%
Coordination with City Convention Center Manager:	19,000	7,927	(11,073)	-58%
Convention Services Activity:				
TRAVEL, MEALS & ENTERTAINMENT – LOCAL & OOC	2,900	2,745	(155)	-5%
CONVENTION SERVICES AMENITIES/PROMO ITEMS & CONCESSIONS	90,471	90,173	(298)	-0.3%
CONVENTION SERVICES - SITE INSPECTIONS	3,000	1,225	(1,775)	-59%
TOTAL CONVENTION SALES & SERVICES	2,091,770	2,059,684	(32,086)	-2%

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QUESTIONS?

A nighttime photograph of the Jacksonville skyline. The Wells Fargo building is a prominent feature, illuminated with warm lights. To its left is another tall building with a dark, pointed top. In the foreground, a large fountain with multiple jets of water is lit up with vibrant pink and purple lights. The water reflects the city lights. In the background, a bridge with blue lighting is visible. The sky is dark, and the overall scene is a vibrant display of urban architecture and public art.

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TOURIST INFORMATION BUREAU



CONTRACT DELIVERABLE:

An Annual 5% Increase in the Total Visitor's to Each Individual Center

- **103%** of Annual Goal for Total Visitors

	GOAL	ACTUAL
Airport	157,299	172,790
Beaches	15,000	2,262
Downtown	27,195	23,854
Visit Florida	108,968	117,275
TOTAL ALL:	308,462	316,181

OTHER METRICS RESULTS:

- 26,318 Visitor Magazines Distributed
- 781,051 Referrals to Tourism Businesses from Visitor Center Employees
- 249 Total Listings Added/Removed from Database(net)





NEW CENTER OPENED

April 2018

ANNUAL TRAINING



- Neighborhoods Visited: San Marco, 5 Points & Riverside, Southside, Arlington, Beaches, St. Johns Town Center
- Visited/Toured 25 Different Businesses
- 12 Staff Members Trained in Two Annual Trainings
- All Training Included Customer Service Skills Training, Report Training and New Business Awareness

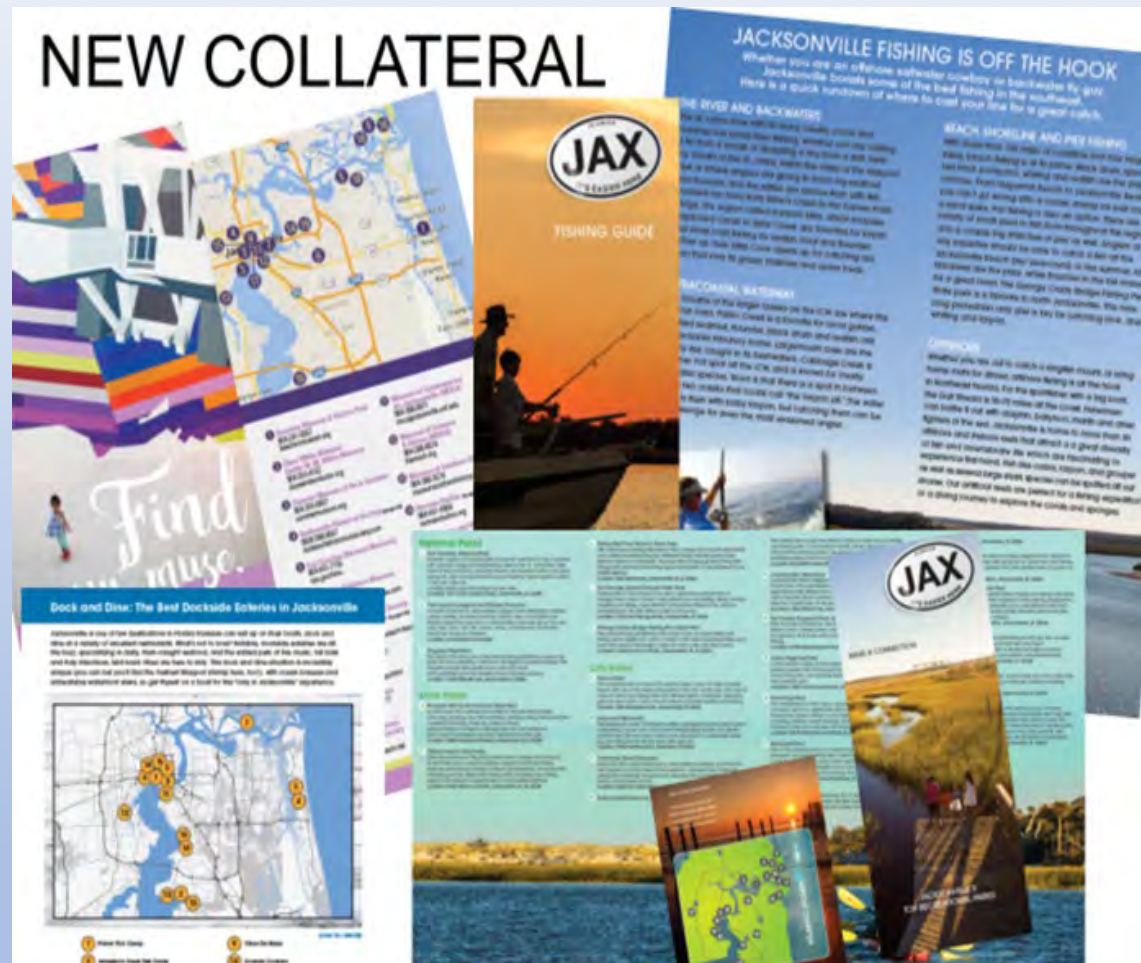
TRIP PROGRAM

- Year to Date we have had 26 Businesses Actively Participating
- Includes:
- RV parks, Hotels, Hospitals, Downtown Ambassadors, Attractions, Parks, Retail Souvenir Stores, and Restaurants



ASSEMBLY OF INFORMATION

- New Overall Destination Map
- Top Nationals, State and City Parks – Including Map
- Fishing – Types and Guides
- Museums – Including Map
- Top Restaurants to Dock Your Boat and Eat – Including Map





COMPREHENSIVE LISTINGS:

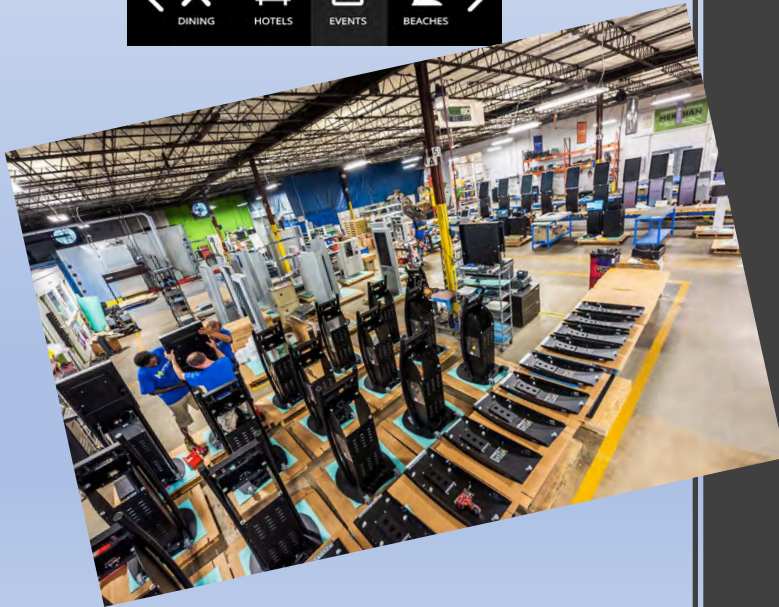
<https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/>

A screenshot of the 'Complete Tourism Business Listings' page on the Visit Jacksonville website. The page features a grid of business listings, each with a name, location, phone number, and a 'WEBSITE' button. The listings include '1000 Degrees Pizza', '103rd Street Sports Complex', '11 South Bistro and Bar', '13 Gypsies', '1904 Music Hall', '20 West Cafe', '3 Phase Advisors', and '4 Rivers Smokehouse'. The page also includes a search bar, a 'SAVE' button, and a 'WEBSITE' button for each listing. The footer contains links to 'VISITOR MAGAZINE', 'NEWSLETTER SIGNUP', 'MEETINGS', and 'VISITOR CENTERS'.

360 VIRTUAL REALITY EXPERIENCE

- Videos are complete, see them today!
- Installation planned for February





KIOSKS

Currently, Project is Making its Way Through Design Process.

- Met Onsite with Beaches Mayors
- Met with Zoo
- Began the Software Design/ Training Process.
- Production of Kiosks Underway

Expected Ship Date: End of January, First Week of February.

FY 2017/18 FINANCIAL SUMMARY

Budget Compared to Actual



JANUARY 2018 YTD (FOUR MONTHS)				
DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
SALARIES & WAGES AIRPORT	4,147	3,722	(424)	-10%
SALARIES & WAGES ASK	3,915	3,406	(509)	-13%
SALARIES & WAGES GREEN	33,621	33,219	(403)	-1%
SALARIES & WAGES LAND	8,320	7,371	(949)	-11%
SPONSORSHIP/PROMOTIONS	6,667	5,000	(1,667)	-25%
LANDING VC OPERATING EXPENSES	1,967	1,220	(747)	-38%
AIRPORT OPERATING EXPENSES	1,211	944	(267)	-22%
GREENLEAF VC OPERATING EXPENSES	3,487	3,478	(8)	0%
PUBLICATION DISTRIBUTION	1,667	1,640	(27)	-2%
DATABASE	6,667	5,200	(1,467)	-22%
DATABASE/RESEARCH STAFFING	25,000	24,985	(15)	0%
ADMIN-RENT	8,333	8,333	(0)	0%
Total Tourist Bureau	105,000	98,518	(6,482)	-6%
SEPTEMBER 2018 YTD (EIGHT MONTHS)				
FACILITY RENT- ADMIN OVERHEAD	16,667	16,667	(0)	0%
RESEARCH SALARIES/WAGES/BENEFITS	50,000	49,231	(769)	-2%
VISITOR CENTER SALARIES/WAGES/BENEFITS	162,945	165,190	2,246	1%
POSTAGE/OTHER OPERATING EXPENSES	9,333	9,195	(139)	-1%
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	3,333	3,190	(144)	-4%
VISIT FLORIDA WELCOME CENTER BROCHURE COSTS	2,000	1,782	(218)	-11%
TRAVEL/MEALS/REGISTRATION FEES - OOC	1,333	1,379	45	3%
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	3,333	3,802	469	14%
SUPPLIES	2,667	20	(2,647)	-99%
DATABASE SYSTEM	13,333	15,600	2,267	17%



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QUESTIONS?