

File

Jacksonville
May 21, 2014
TDC Meeting

visit
Jacksonville
and the Beaches

Where Florida Begins

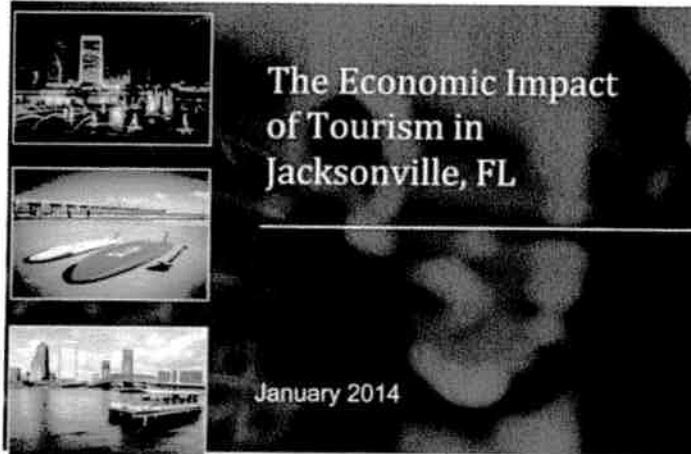
**TDC Quarterly
President's Report
Video Slides**

visit
Jacksonville
and the Beaches

Where Florida Begins

Quarterly President's
Update

We released our
"Economic Impact of
Tourism on
Jacksonville" Study



The Economic Impact
of Tourism in
Jacksonville, FL

January 2014

 TOURISM
ECONOMICS
AN ECONOMIC COMPANY

Tourism generated \$2.2
billion in business sales
in 2013

Duval County's tourism
industry supports more
than 22,000 jobs

Visitors spent \$1.5 billion in Jacksonville, an 18% increase from 2009

2nd Quarter for the city was great, occupancy was up 2.7% over last year to 67%

Revenue Per Available Room (RevPAR) was up 5.9%

**Hotel revenue in
Duval County was up
7.6% to \$81,177,461
(+\$5.7MM)**

Sales Update

**In the 2nd Quarter,
the sales team booked
73 conventions/
meetings**

**Which equates to
42,381 room nights**

at 41 different hotels



**These groups will
have an estimated
economic impact of
\$26,402,648**

**These groups will
have an estimated
economic impact of
\$26,402,648**

**These groups will
have an estimated
economic impact of
\$26,402,648**

Major Groups Booked:

**National Conference
for Catechetical
Leadership**

**National Active and
Retired Federal
Employees Assn**

**2015 & 2016 NCAA Track
& Field Preliminary
Round Championships**

**Our team hosted 18
site visits for clients
considering
Jacksonville**

**We hosted sales
missions in
Washington, DC &
Tampa**

**And participated in
18 trade shows
around the country**

Marketing Updates

We launched a new
advertising campaign



Here, the water is as warm as the welcome.

Just a short ride away, Jacksonville is the perfect getaway destination. With amazing beaches, a world-class symphony, a vibrant artist series, championship golf and much more, there's something fun for everyone.

To book your group excursion, email Bob Meyer at bmeyer@visitjacksonville.com or call 904-471-9183.



Visit Jacksonville
with **Jacks-ville**
and the *TimeOut*

JACKSONVILLE:
IT'S NATURALLY FUN!

Discover the excitement that is Jacksonville's natural beauty. From the historic downtown to the pristine beaches, Jacksonville has something for everyone. With 100 miles of scenic beaches, 20 miles of mangrove forests and 200 miles of waterways, Jacksonville is the perfect destination for your next vacation. Discover the great outdoors and the best of Jacksonville! Contact us via www.visitjacksonville.com

Visit Jacksonville
with **Jacks-ville**
and the *TimeOut*

Put your faith in Jacksonville.

Jacksonville offers the state's best meeting facilities, hotels, sporting beaches, golf, shopping and restaurants. We also offer an environment of adventure, family values that you seek for your meetings and conventions. And all your attendees will feel right at home with our warm, Southern hospitality. To book your next meeting, visit www.visitjacksonville.com.

Visit Jacksonville
with **Jacks-ville**
and the *TimeOut*

**NOBODY DOES R&R
LIKE WE DO R&R.**

Jacksonville knows how to treat military visitors right. From our great beaches to our vibrant downtown riverfront, the possibilities for fun never end. And you and your family can relax and enjoy our many military discounts. Write your own marching orders at visitjacksonville.com

Visit Jacksonville and the Beaches

**Life is Short.
EAT WELL.**

With 19 local chefs on the Star Chefs Advisory List, Jacksonville is a foodie's paradise! Enjoy local favorites like biscuits and gravy and fried chicken and waffles. Or find local seafood and oysters or mouth-watering steaks. No, with everything like bread the string to Jacksonville's southern cooking, our menu will hit the spot - no matter what you're craving.

Visit Jacksonville and the Beaches

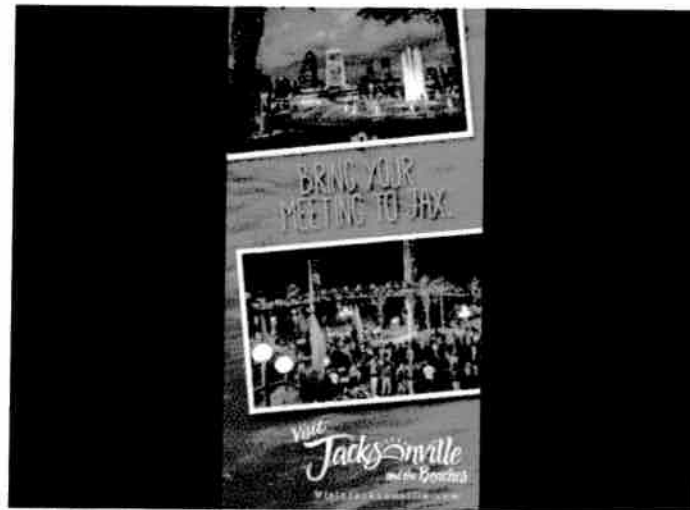
Plan your next meal at visitjacksonville.com

**Foodies
Love Jax.**

Plan your taste adventure now.

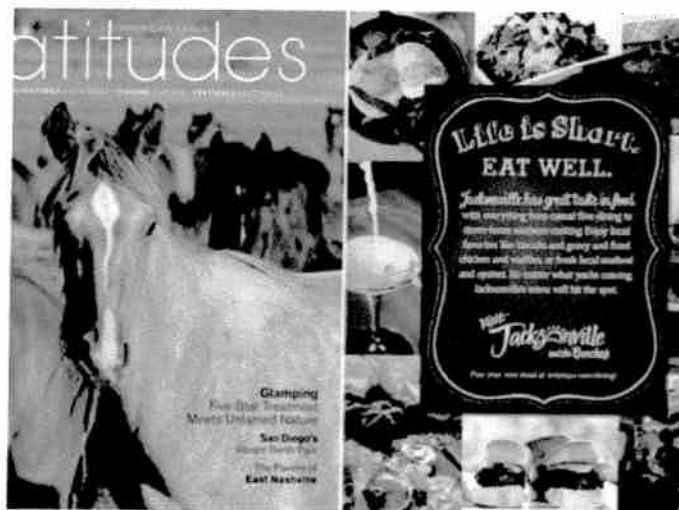
Visit Jacksonville and the Beaches

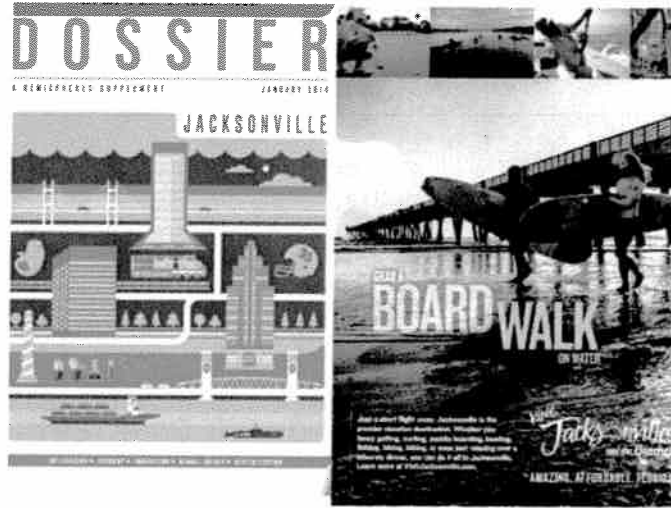
VisitJacksonville.com



We advertised in 51
magazines & media
outlets

Including some new ones





**Advertising Impressions
totaled over 30,000,000**

**Website visitation is up
30% over the same time
period last year**

**That includes a 54%
increase in visitations
from Florida**

**23% increase from
Canada and 35%
increase from Brazil**

**Radio & Social Media
Promos:**

Media Value \$559,695

Impressions 10,910,104

**These promotions in
Florida, Philadelphia
& Nashville markets
cost \$0**

**We assisted 74,120
visitors at our four
visitor centers**

**PR/Communications
Update**

**2nd quarter had a total
earned media value of
\$184,558.82**

Placed stories in national media publications, like...

VACATION **HOME** **DESTINATIONS** **LIKELIHOODS** **TRAVEL TIPS** **VACATION TALK**

Web Exclusive: Florida's Undiscovered Seaside Town
A South Florida beach town like no other

BEACH **DISCOVERING** **BEACHES** **SEE THE** **BEACHES**

See how REEF TV can help you plan your next vacation

See an ECU Traveler? **FOR TRAVELING** **IN FLORIDA**

Check Other Destinations for Your Website
[NY](#) [CA](#) [TX](#) [FL](#) [AZ](#) [CO](#) [WA](#)

See Destinations for Sale
[FLORIDA](#) [AZ](#) [CA](#) [TX](#)

Popular
[SeaWorld, Fla.](#) [Port Canaveral, FL](#) [West Palm Beach, Fla.](#)

More **Home** **Destinations** **Travel Tips** **Vacation Talk**
[About](#) [Advertise](#) [Contact Us](#) [Privacy Policy](#) [Terms of Use](#)

el Nuevo Herald Viajes

Verizon Wireless
 America's Largest 4G LTE Network. Offer Site Shop Online Today!

Jacksonville, el corazón del Sur en el norte de la Florida

news.mcclatchy.com
The Third Voice

Las oficinas de Jacksonville están a pocas horas de cualquier punto de la ciudad, por lo que es una buena idea hospedarse en alguna de las zonas de Jacksonville Beach, Atlantic Beach y Neptune Beach. Cada una de ellas cuenta con un ambiente diferente y ofrece una variedad de opciones para unas vacaciones o actividades deportivas.

Reservar vuelos comerciales con nuestra agencia de One-Click-Reservar.com. En Atlantic Beach, el "Club" Blvd., Atlantic Beach, FL 32216, operamos desde 1982, somos un negocio familiar, operamos en un "Club" de destino de Jacksonville Beach, con acceso directo a la playa y actividades para toda la familia.

• Destinos especializados: Orlando de Walt Disney World, San Juan de Puerto Rico, San Diego de California y San Francisco de California.


• Reservas para cualquier tipo de viaje: vuelos, hoteles, alquiler de autos, seguros de viaje.

• Encuentra la mejor oferta de viajes.

[The Best of Florida](#) | [Attractions in Florida](#) | [Attractions in Orlando](#) | [Attractions in Tampa](#) | [Attractions in Jacksonville](#) | [Attractions in Miami](#) | [Attractions in Fort Lauderdale](#) | [Attractions in Gainesville](#) | [Attractions in Tallahassee](#) | [Attractions in Pensacola](#) | [Attractions in Sarasota](#) | [Attractions in St. Petersburg](#) | [Attractions in Clearwater](#) | [Attractions in Panama City](#) | [Attractions in Destin](#) | [Attractions in Panama City Beach](#) | [Attractions in Gulf Shores](#) | [Attractions in Orange Beach](#) | [Attractions in Destin](#) | [Attractions in Panama City Beach](#) | [Attractions in Gulf Shores](#) | [Attractions in Orange Beach](#)

Cheap Florida Attractions

[Home](#) | [About Us](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms of Service](#)



Attractions in Florida

- Attractions in Florida
- Attractions in Orlando
- Attractions in Tampa
- Attractions in Jacksonville
- Attractions in Miami
- Attractions in Fort Lauderdale
- Attractions in Gainesville
- Attractions in Tallahassee
- Attractions in Pensacola
- Attractions in Sarasota
- Attractions in St. Petersburg
- Attractions in Clearwater
- Attractions in Panama City
- Attractions in Destin
- Attractions in Panama City Beach
- Attractions in Gulf Shores
- Attractions in Orange Beach

Attractions in Florida

Florida has so many fun and exciting attractions that it's hard to know where to start. We've compiled a list of the best attractions in Florida that are also some of the cheapest. These attractions are perfect for families and anyone looking for a fun day out without breaking the bank.

Attractions in Florida

Attractions in Orlando

Attractions in Tampa

Attractions in Jacksonville

Attractions in Miami

Attractions in Fort Lauderdale

Attractions in Gainesville

Attractions in Tallahassee

Attractions in Pensacola

Attractions in Sarasota

Attractions in St. Petersburg

Attractions in Clearwater

Attractions in Panama City

Attractions in Destin

Attractions in Panama City Beach

Attractions in Gulf Shores

Attractions in Orange Beach

