

A low-angle, wide-lens photograph of a person riding a mountain bike on a dirt trail. The rider is wearing a blue t-shirt, khaki shorts, and a backpack. The bike is a full-suspension mountain bike with a large front wheel. The background is a dense forest of tall, thin trees with bare branches, suggesting a late autumn or winter setting. The ground is covered in dry leaves and pine needles.

# Visit Jacksonville

2018 Website Project

## Visit Jacksonville Representative

Katie Mitura

Vice President, Marketing & Communications

Destination Marketing  
websites are essential.

# 33%

Of travelers reported using a DMO website in past year to research and plan travel.

# Online Visitor Behavior



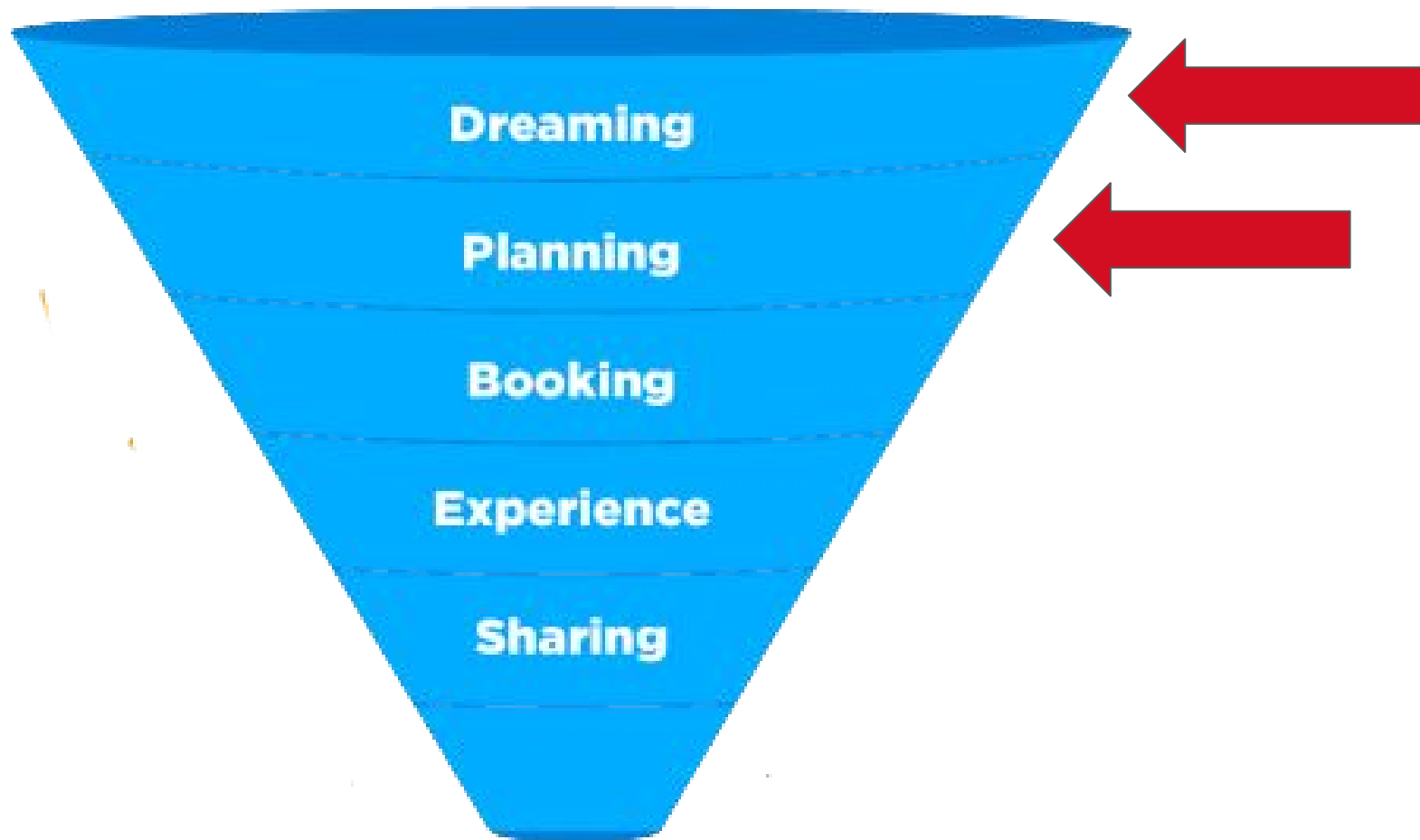
60%

Of searches for destination information come from mobile.

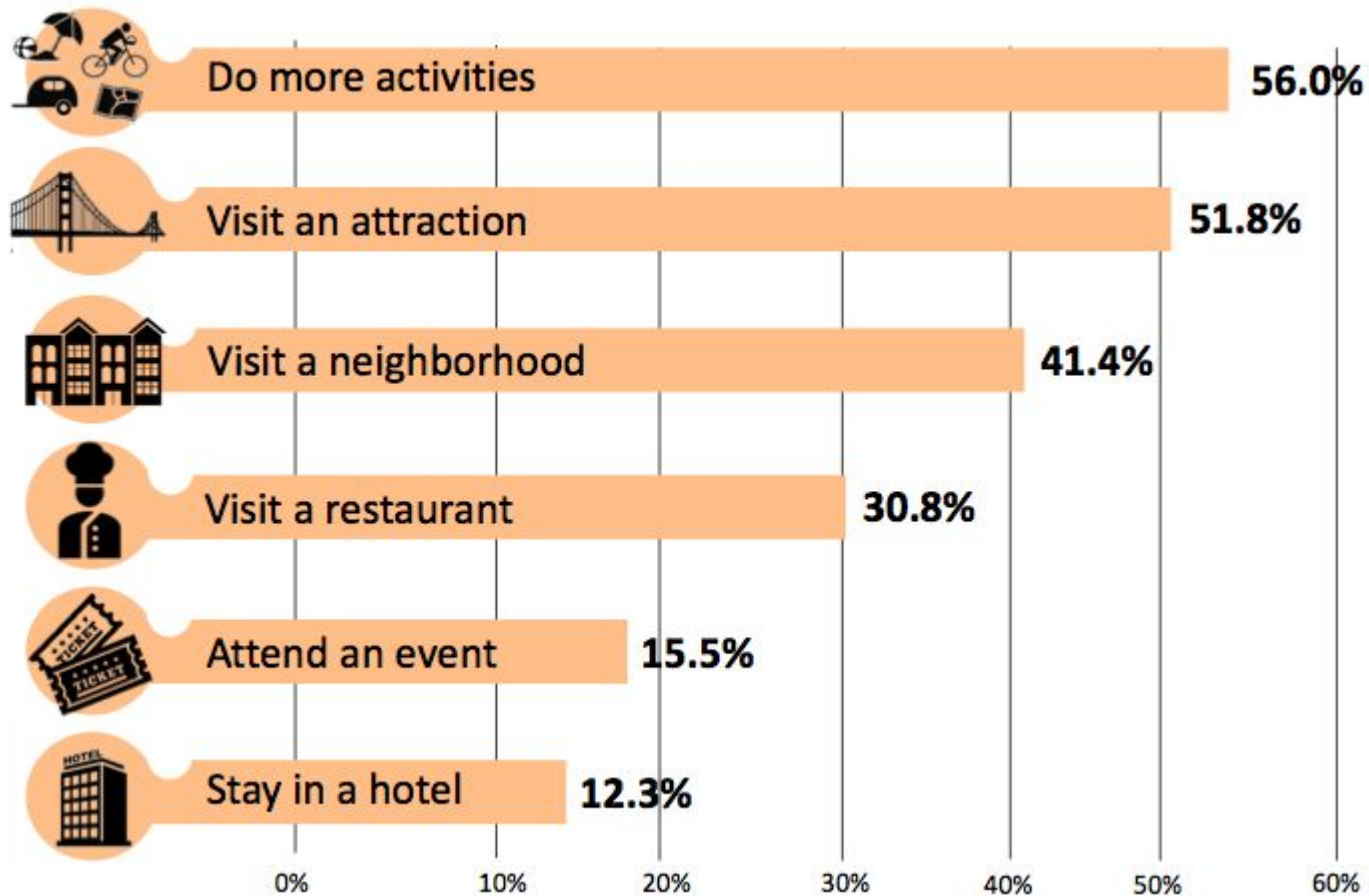
## How Do Travelers View DMO Websites?

- Authoritative
- Inspirational
- Expert
- Valuable
- Trustworthy
- Comprehensive
- Planning Tool

## DMO Websites are Most Effective Top of the Funnel

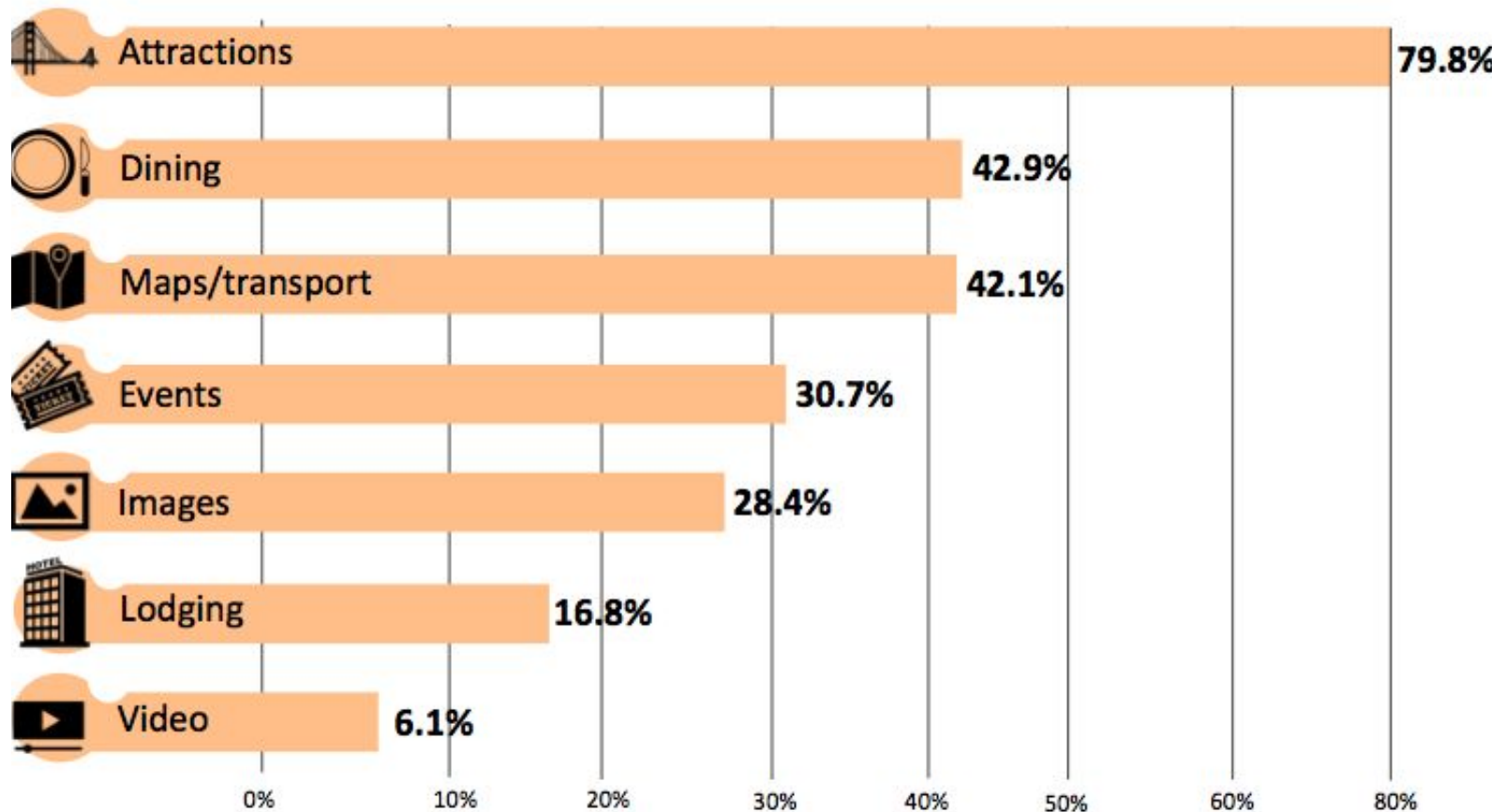


# How Travel Decisions Are Influenced by DMO Websites





# Most Influential Website Content



Website

# Visit Jacksonville Website Focus

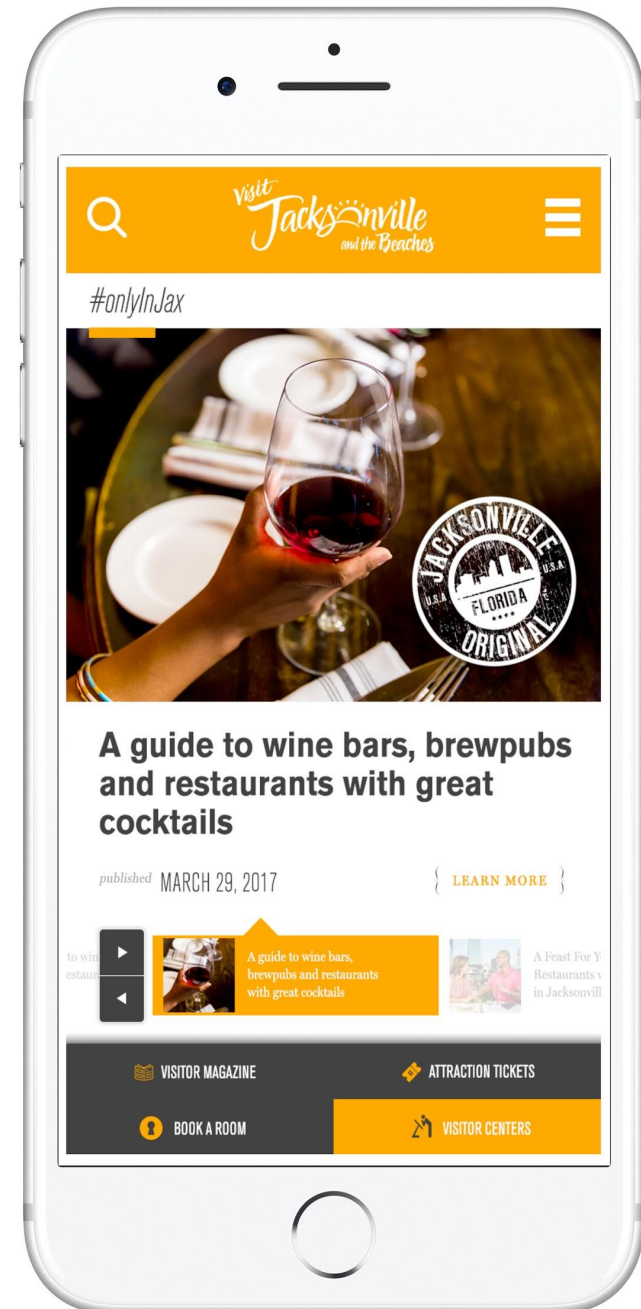
Mobile First

Content Platform

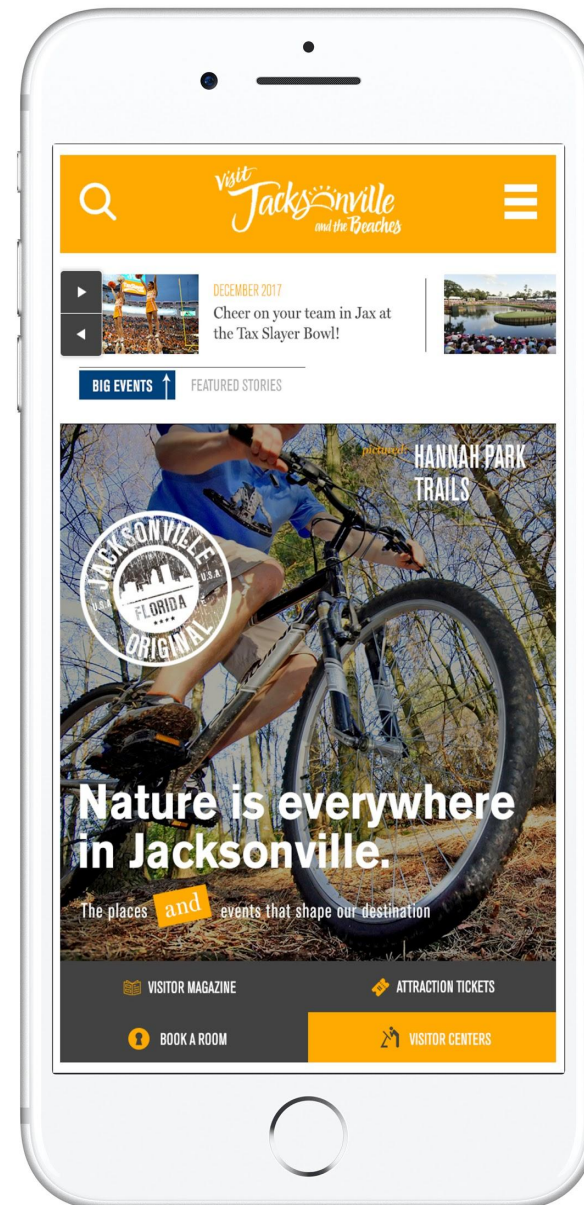
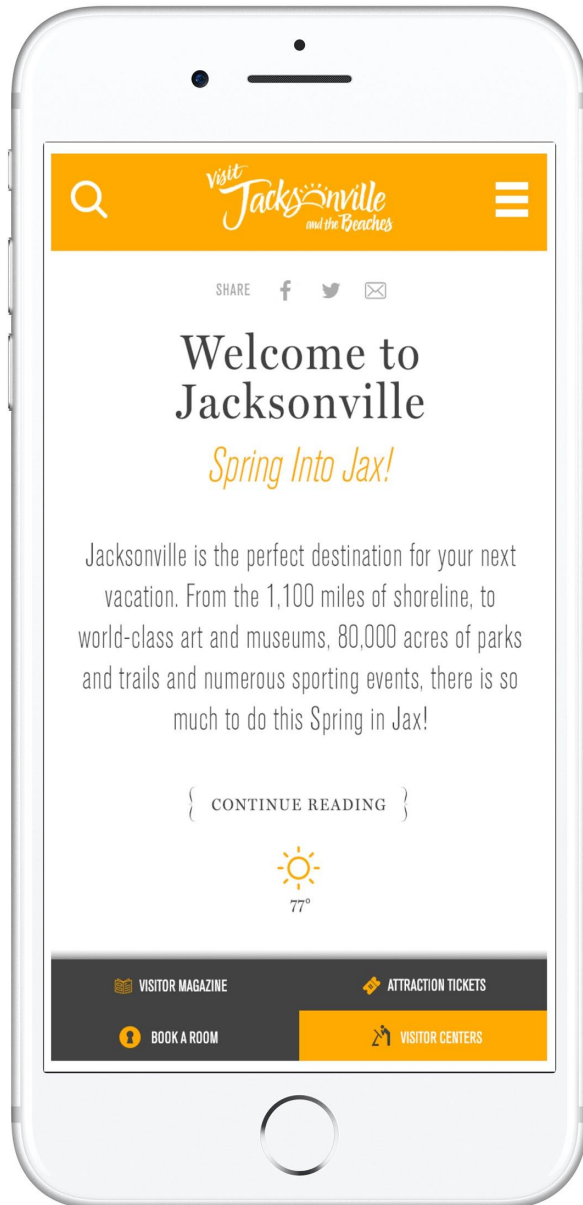
Local Authority

# Mobile-First Design Is Critical to Success.

- 60% of searches for destinations come from mobile.
- Tempest takes a responsive, mobile-first approach to design.
- Website built to deliver excellent user experience on any device.



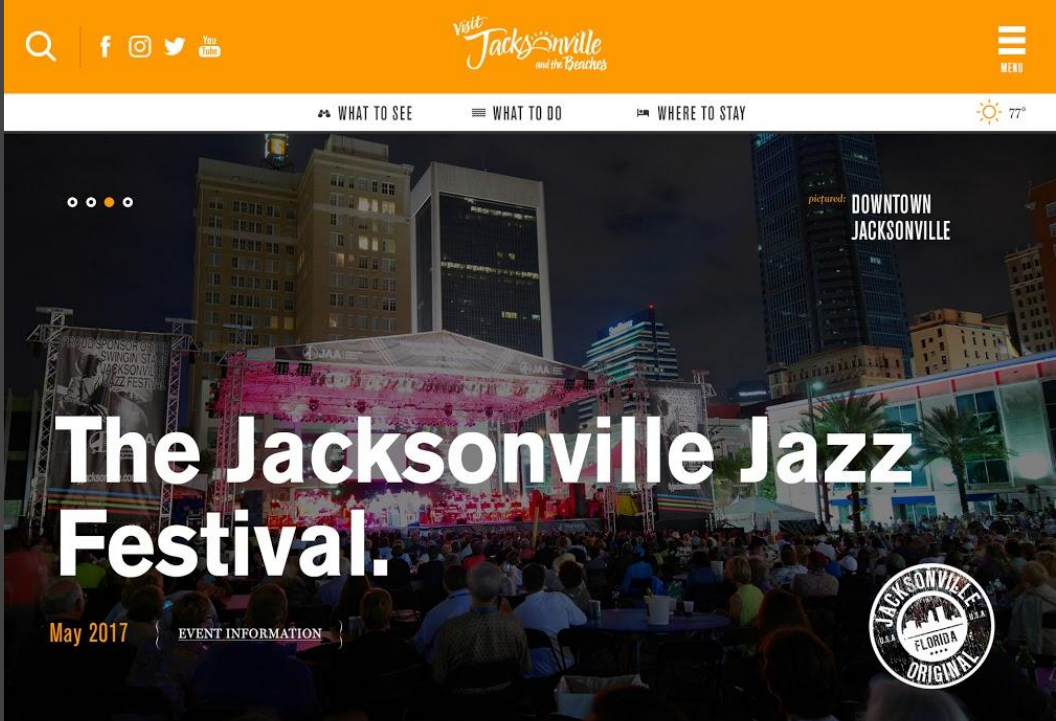
Mobile-First



## Local Authority

# Visit Jacksonville is the local authority.

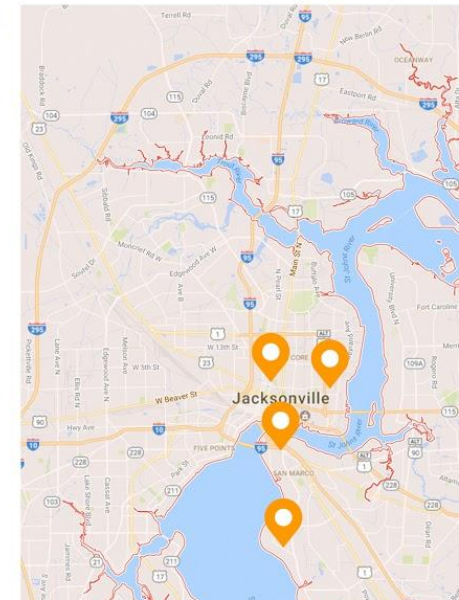
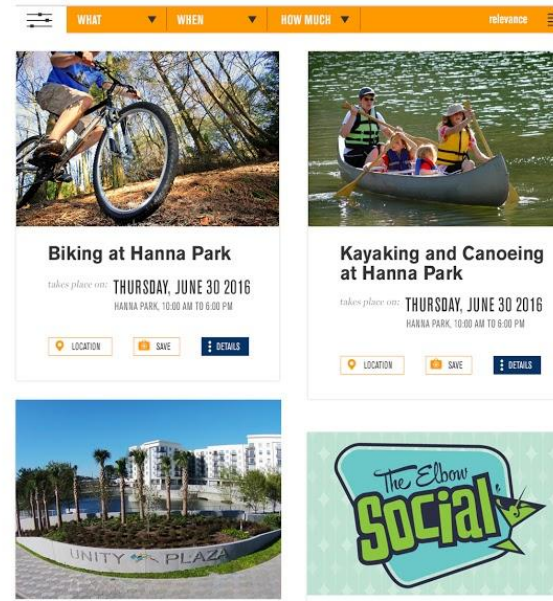
- A platform for publishing the most authoritative content about the destination.
- The DMO is the trusted local resource.



## Jacksonville Events

*Get a "first look" at what's going on in Jacksonville.*

A comprehensive view of events in Jacksonville, Florida. View our [big events](#) page to learn more about annual "trip-worthy" event highlights.



## Content Platform

A destination website is a content publishing platform.

- Inspires and drives intent to travel
- Top of the funnel planning and researching

The screenshot shows the top navigation bar with a search icon, social media links for Facebook, Instagram, Twitter, and YouTube, and the 'Visit Jacksonville and the Beaches' logo. A menu icon is in the top right. Below the navigation are three main menu items: 'WHAT TO SEE', 'WHAT TO DO', and 'WHERE TO STAY', along with a weather icon showing 77°F. The main content area features a large hero image of colorful flags with the title 'Exploring Downtown Jacksonville's Historic Heritage of Cultural Gems'. A 'Read Blog Post' button is visible. A circular seal in the bottom right corner reads 'JACKSONVILLE FLORIDA ORIGINAL'. Below the hero image is the section 'The Visit Jacksonville Blog' with three filters: 'BY CATEGORY', 'BY NEIGHBORHOOD', and 'BY AUTHOR'. A featured blog post titled 'Crackerjacks & Wooden Bats!' is shown, dated 'WED, MARCH 15', with categories 'adventure & sports', 'events', 'family fun', 'general', and 'outdoors & nature'. The post is by Sarah and has 79 shares. An image of a baseball field is on the right.

Visit Jacksonville  
www.visitjacksonville.com

WHAT TO SEE    WHAT TO DO    WHERE TO STAY    77°

DECEMBER 2017  
 Cheer on your team in Jax at the Tax Slayer Bowl!

MAY 2017  
 The Players Championship at Sawgrass

OCTOBER 2017  
 The Georgia vs. Florida Football Classic

THE PIER AT JACKSONVILLE BEACH

# Water is everywhere in Jacksonville.

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

Welcome to Jacksonville  
*Spring Into Jax!*

SHARE

Jacksonville is the perfect destination for your next vacation. From the 1,100 miles of shoreline, to world-class art and museums, 80,000 acres of parks and trails and numerous sporting events, there is so much to do this Spring in Jax!

{ CONTINUE READING }

VISITOR MAGAZINE   
 ATTRACTION TICKETS   
 BOOK A ROOM   
 VISITOR CENTERS

Visit Jacksonville  
www.visitjacksonville.com

Visit Jacksonville and the Beaches

WHAT TO SEE | WHAT TO DO | WHERE TO STAY

77°

DECEMBER 2017  
Cheer on your team in Jax at the Tax Slayer Bowl!

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The Georgia vs. Florida Football Classic

Art is everywhere in Jacksonville.

The places and events that shape our destination

CUMMER MUSEUM OF ART AND GARDENS

JACKSONVILLE FLORIDA ORIGINAL

## Welcome to Jacksonville

Spring Into Jax!

SHARE f t e

Jacksonville is the perfect destination for your next vacation. From the 1,100 miles of shoreline, to world-class art and museums, 80,000 acres of parks and trails and numerous sporting events, there is so much to do this Spring in Jax!

{ CONTINUE READING }

VISITOR MAGAZINE | ATTRACTION TICKETS | BOOK A ROOM | VISITOR CENTERS



Visit Jacksonville  
www.visitjacksonville.com

visit Jacksonville and the Beaches

WHAT TO SEE | WHAT TO DO | WHERE TO STAY | 77°

DECEMBER 2017  
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OCTOBER 2017  
The Georgia vs. Florida Football Classic

HANNAH PARK TRAILS

# Nature is everywhere in Jacksonville.

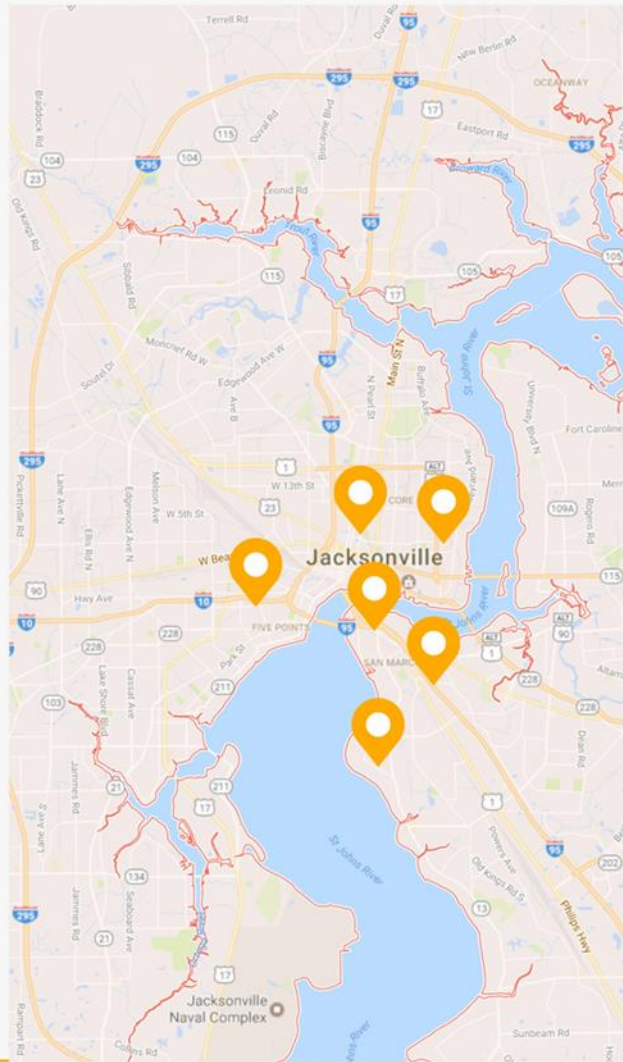
The places **and** events that shape our destination

JACKSONVILLE FLORIDA ORIGINAL

VISITOR MAGAZINE | ATTRACTION TICKETS | BOOK A ROOM | VISITOR CENTERS

WHAT WHERE RATED relevance

- Hampton Inn & Suites Jacksonville South-St. Johns Town Center Area**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK
- Hyatt Regency Jacksonville Riverfront**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK
- Hampton Inn Jacksonville South/I-95 at JTB**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK
- Hampton Inn Jacksonville South/I-95 at JTB**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK
- Aloft Jacksonville Tapestry Park**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK
- DoubleTree by Hilton Jacksonville - Riverfront**  
*located at:* 1234 ANYWHERE DRIVE JACKSONVILLE, FL 32218 PHONE: 904-714-3800  
 MAP SAVE VISIT WEBSITE BOOK





### Biking at Hanna Park

takes place on: **THURSDAY, JUNE 30 2016**  
HANNA PARK, 10:00 AM TO 6:00 PM

LOCATION SAVE DETAILS



### Kayaking and Canoeing at Hanna Park

takes place on: **THURSDAY, JUNE 30 2016**  
HANNA PARK, 10:00 AM TO 6:00 PM

LOCATION SAVE DETAILS



### Y-Fit Bootcamp

takes place every: **MONDAY & THURSDAY**  
UNITY PLAZA AMPHITHEATER  
11:00 AM TO NOON

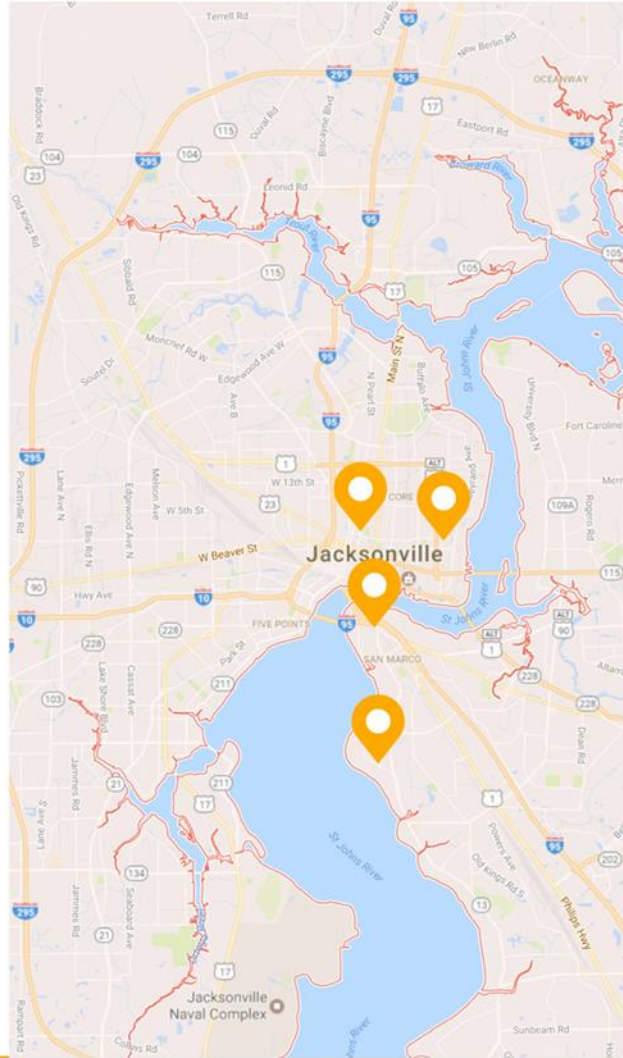
LOCATION SAVE DETAILS



### The Elbow Social

takes place every: **THURSDAY**  
THE ELBOW DOWNTOWN  
5:00 PM TO MIDNIGHT

LOCATION SAVE DETAILS



RESULTS 1 - 24 OF 265





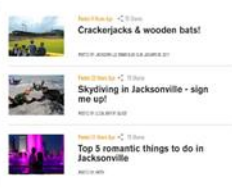
# Exploring Downtown Jacksonville's Historic Heritage of Cultural Gems



## The Visit Jacksonville Blog



- Crackerjacks & Wooden Bats!**  
 Bussell has deep roots in Jacksonville that go back to 1904, when we hosted Major League Baseball's first Spring Training. It was not until 1968 when pro baseball was actually established in the River City with the Jacksonville Jays at Woodland Park.
- Skydiving in Jacksonville- Sign Me Up!**  
 Skydiving is on the bucket list for many people. For some, it's a once-in-a-lifetime experience, but for others, it becomes a hobby and a challenging sport.
- Top 5 Romantic Things to do in Jacksonville**  
 Every day can be Valentine's Day, create your perfect romantic getaway to Jacksonville. Whether you're looking for romantic walks on the beach, candlelit dinners, or an evening of fun, people can craft a picture-perfect time together in Jax.
- Jacksonville's Great Outdoors**  
 Many people visiting or new to the Jacksonville area don't realize the enormous assortment of outdoor activities our city has to offer.



Home

## B-to-C Navigation

What To See

What To Do

Where To  
Stay

Where to Eat

Maps

Neighborhoods

## B-to-B Navigation

Meetings

Media

Convention  
Center

Group Tours

Services  
Toolkit

Industry

## Call To Action Items

Book Now

Email

## Widgets

Social Media

Blog

Events Calendar

Ale Trail

## Footer Navigation

About Us

Privacy Policy

Sitemap

What To Do

Beaches

Waterways

Fishing

Kayaking

Surfing

Diving

Boating

Paddleboarding

Golf

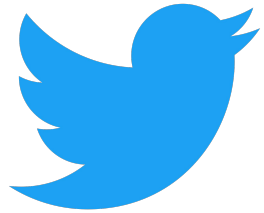
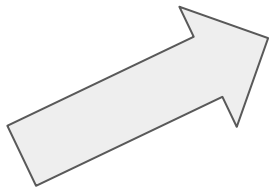
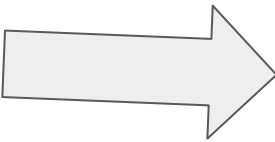
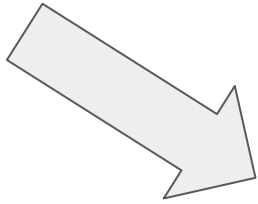
Shopping

Outdoors &  
Nature

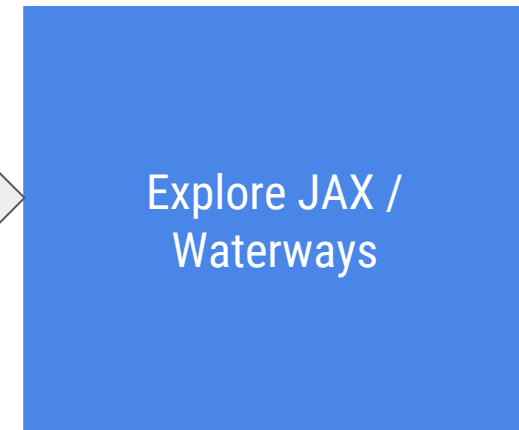
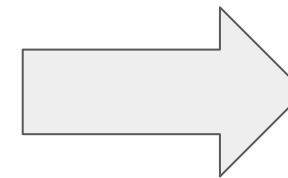
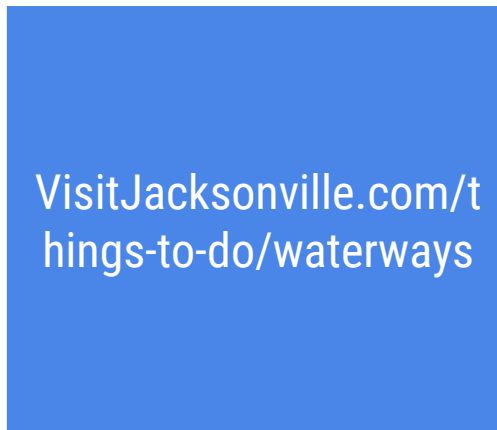
Parks

History, Arts  
& Culture

Museums



Visit Jacksonville website content will be targeted to the leisure traveler.  
Hyperlinks will be provided to Explore Jax for more detailed specific information (Tidal Information, Marinas, Gas, Rentals, Service)



Q&A

# Questions?

**Katie Mitura**

[kmitura@visitjacksonville.com](mailto:kmitura@visitjacksonville.com)

