



**JACKSONVILLE**  
**JA**  
**ZZ**  
**FESTIVAL 2018**  
EVENT SUMMARY



## EVENT AND ATTENDEE INFORMATION

# Memorial Day Weekend MAY 24-27, 2018

Thursday, May 24: 7 – 10 p.m.

Friday, May 25: 5 – 11 p.m.

Saturday, May 26: 2 – 11 p.m.

Sunday, May 27: 2 – 10 p.m.



# BY THE NUMBERS

At the 2018 Jacksonville Jazz Festival

**4**

DAYS

**40**

PERFORMING ACTS

**3**

STAGES

**28**

SPONSORS

**20**

CITY BLOCKS

**6,120**

SQUARE FEET  
OF SIGNAGE

**4**

GRAMMY AWARD  
WINNERS

**36**

ACTIVE  
FESTIVAL HOURS



# BY THE NUMBERS

At the 2018 Jacksonville Jazz Festival

**\$9.98m**  
ECONOMIC IMPACT

**2,300+**  
VIPs

**916**  
VOLUNTEER  
HOURS

**400**  
OMNI SACRED  
JAZZ BRUNCH  
ATTENDEES

**60,000+**  
ATTENDEES  
31,500 Unique attendees

**11,018**  
SKYWAY RIDERS

**728**  
PIANO  
COMPETITION  
ATTENDEES

# Survey Methodology

**Total Number of Completed Surveys:** 717

**Margin of error for the entire sample:** +/- 3.6%

**Population:** Adult Attendees of the Jacksonville Jazz Festival

**Surveys Conducted:** May 25, 2018 from 3:30 p.m. to 10:00 p.m.

May 26, 2018 from 1:00 p.m. to 9:45 p.m.

May 27, 2018 from 3:30 p.m. to 9:00 p.m.

**Weather:** Weather varied dramatically during the three-day event. On Sunday the outer bands of Tropical Storm Alberto reached Jacksonville and the governor declared a state of emergency for the entirety of Florida. While the weather never became dangerous or threatening, it differed from the “pleasant” festival weather only days prior.



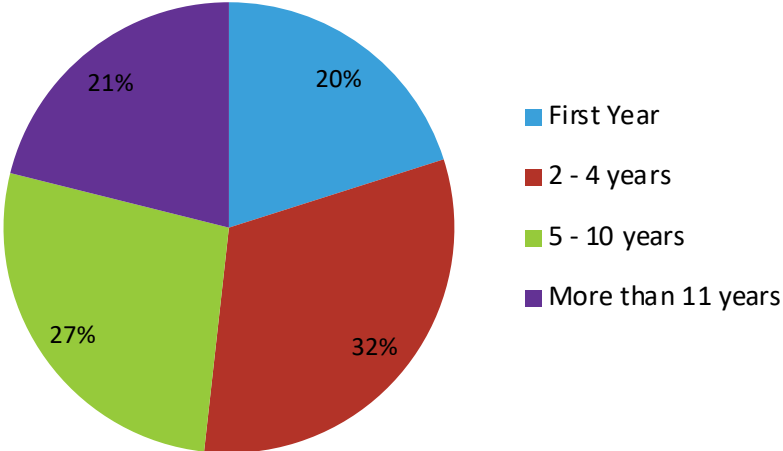
# Survey Results

	2018	2014	Comparison
Unique festival attendees	31,500	20,000	+ 11,500
Visitors from outside Jacksonville	30%	33%	- 3%
Estimated Event-Related Visitor Hotel Nights in the Region	8,120	3,000	+ 5,120
Average Length of the Visitor's Hotel Stay (Days)	3.12	2.6	+ .52
Average Number of Visitors Per Room	2.12	2.2	- .08
Estimated Number of Visitors Staying in Hotel Lodgings	5,505	2,570	+ 2,935
Average amount of money spent by visitors	\$208	\$149	+ \$59
Estimated Direct Expenditure (Visitors) <sup>1</sup>	\$6,178,000	\$1,765,000	+ \$4,413,000
Estimated Total Economic Impact <sup>2</sup>	\$9,884,800	\$2,824,000	+ 7,060,800

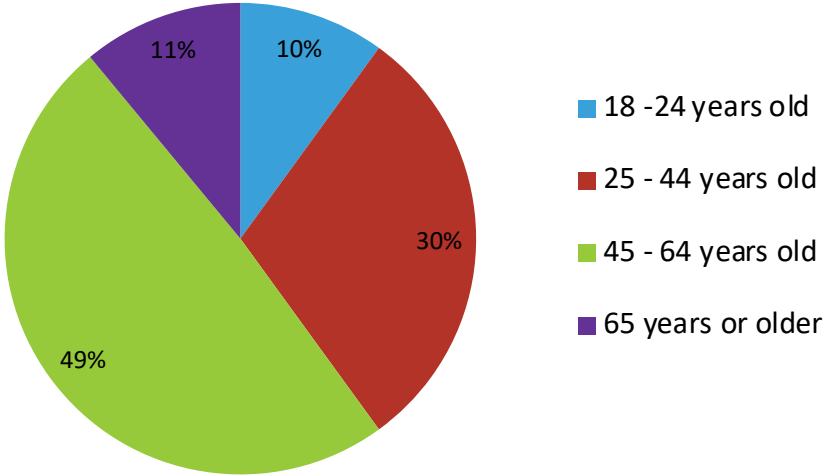
<sup>1</sup> The direct expenditure was estimated by calculating the total amount of event influenced out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.

<sup>2</sup> The total economic impact was calculated using a regional festival event multiplier (1.6).

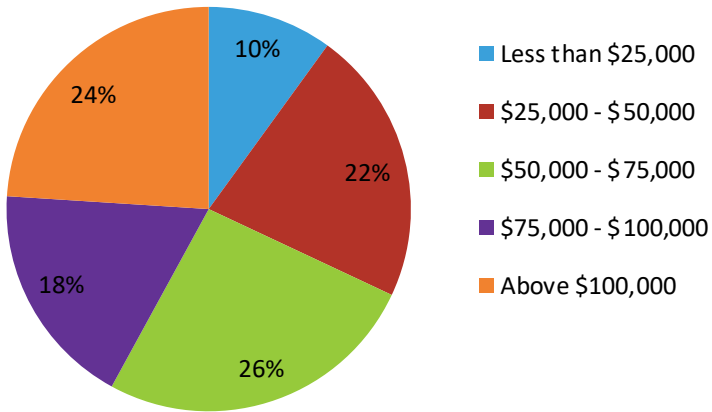
YEARS ATTENDED



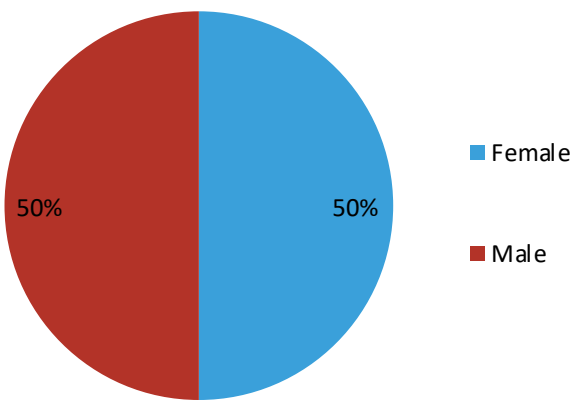
AGE



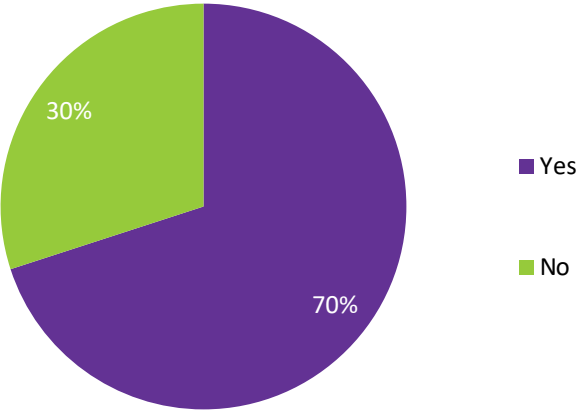
HOUSEHOLD INCOME



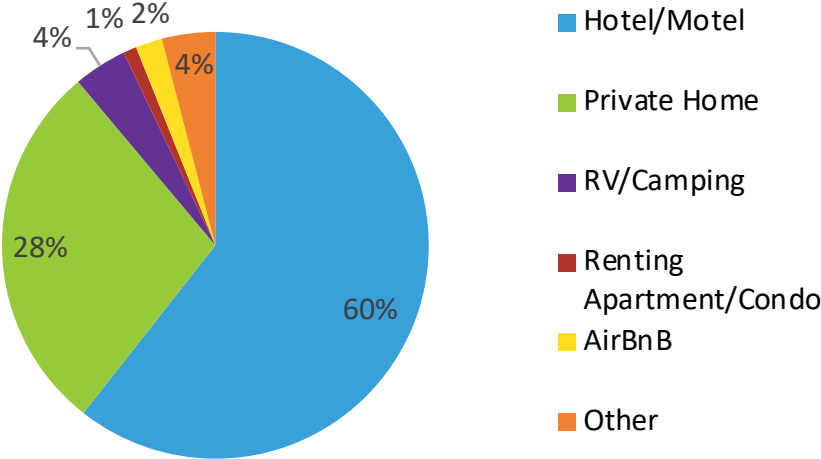
GENDER



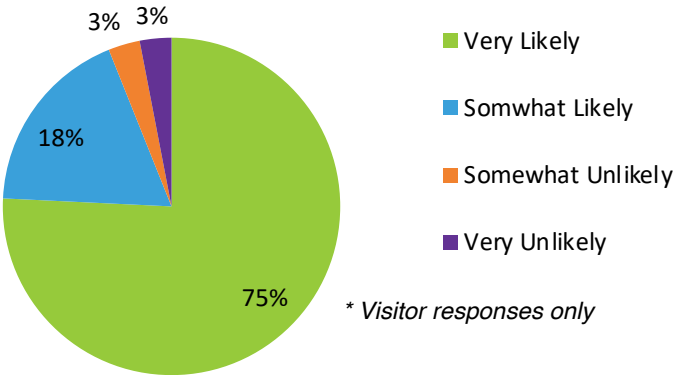
RESIDENT OF DUVAL COUNTY



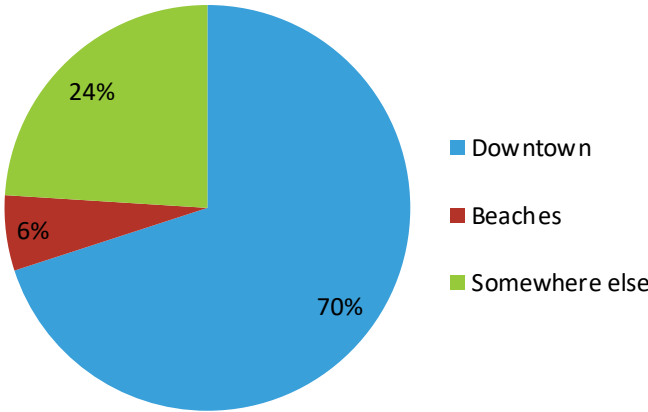
OVERNIGHT ACCOMMODATIONS



BECAUSE OF YOUR EXPERIENCE AT JAZZ FEST, HOW LIKELY ARE YOU TO COME TO THE JACKSONVILLE AREA AGAIN?



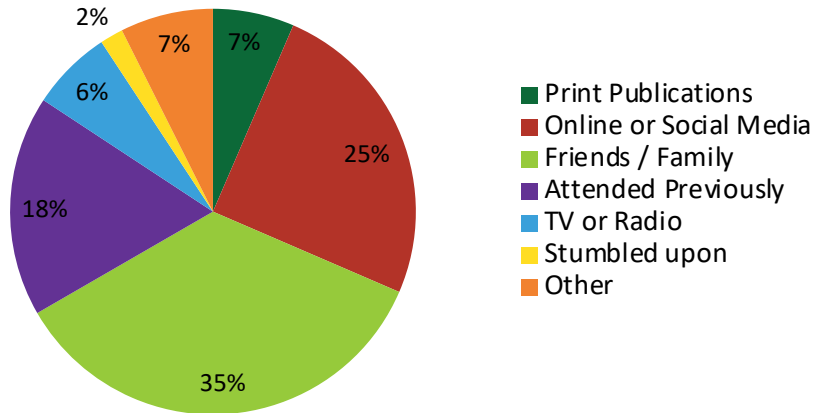
ACCOMMODATION LOCATION





## SURVEY RESULTS

### HOW DID YOU HEAR ABOUT THE FESTIVAL?



### WHERE DID YOU SEE THE ADVERTISEMENT ONLINE/SOCIAL MEDIA?

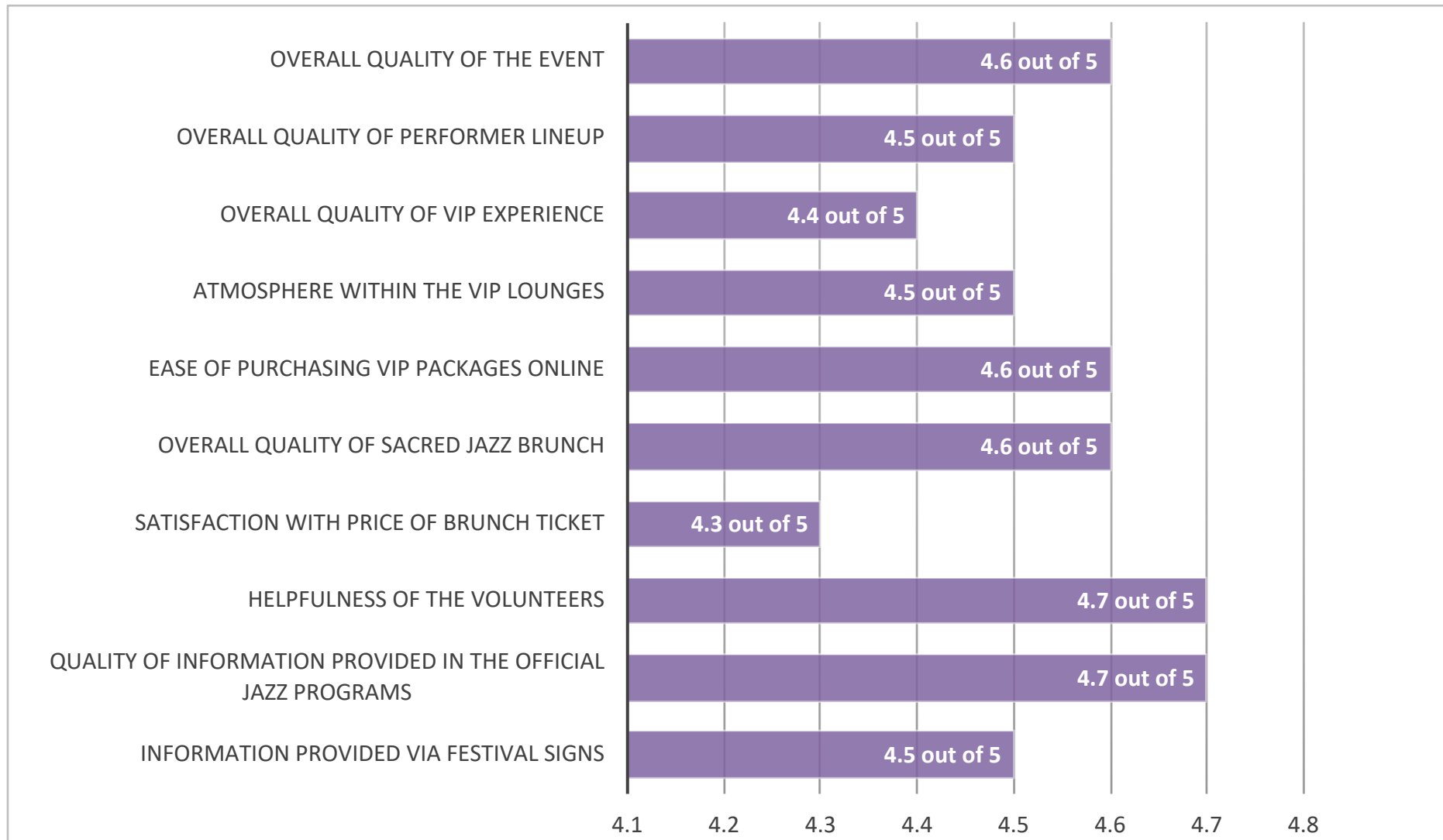
Downbeat.com	1%
JazzTimes.com	5%
Southwest Magazine Online	0%
Garden & Gun Online	0%
Jazziz	2%
Jacksonville Business Journal	4%
(904) Happy Hour	4%
Outdoor Digital Billboards	3%
Facebook/Instagram	61%
Twitter	2%
Google	6%
Other	18%

### WHERE DID YOU SEE THE ADVERTISEMENT IN PRINT PUBLICATION?

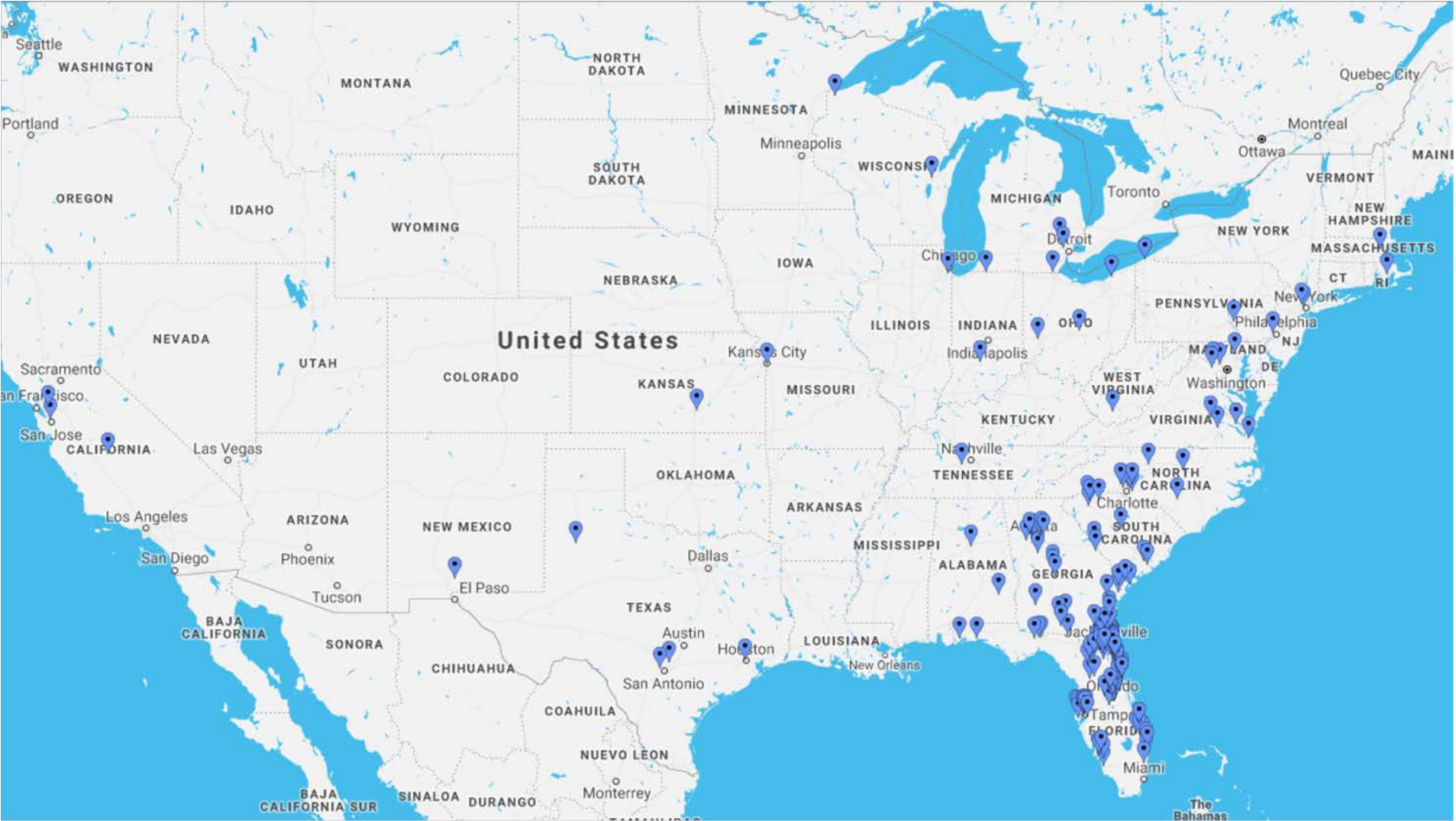
Smooth Jazz	4%
Jazz Times	2%
Downbeat Magazine	0%
Jazziz	6%
Southwest Magazine	2%
Savannah Music Festival	0%
Folio Weekly	31%
Entertaining U	4%
Arbus Magazine	4%
Jacksonville Business Journal	2%
Florida Times Union	19%
Other	21%

*\* Percentages may not total to 100% for select all questions*

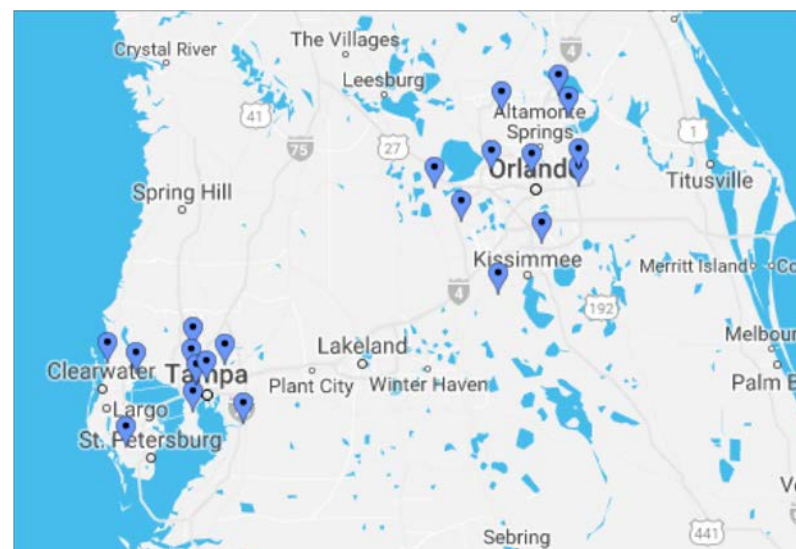
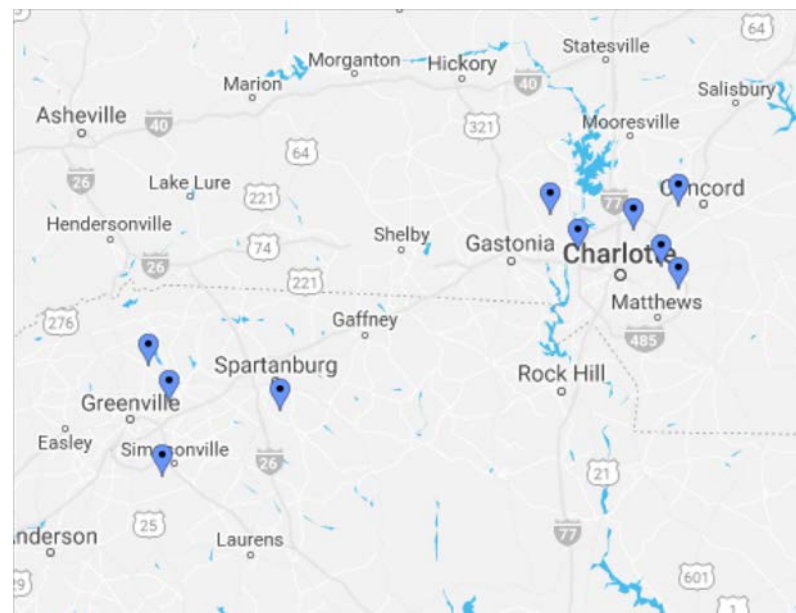
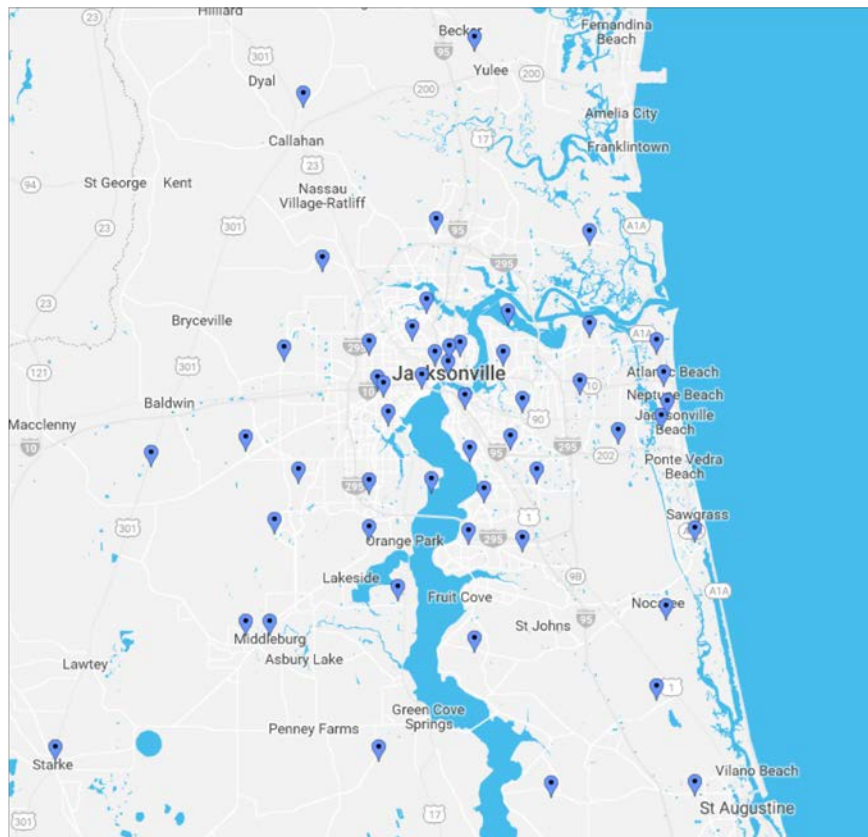
# SURVEY RESULTS



SURVEY RESULTS



## SURVEY RESULTS



# SOCIAL MEDIA AND WEB ANALYTICS

## Social Media: Facebook and Twitter

**54k**  
FANS

**4.9m**  
IMPRESSIONS

**100k**  
ENGAGEMENTS

**143k**  
VIDEO VIEWS

**23%**  
FAN GROWTH



# ADVERTISING AND PROMOTIONS



JACKSONVILLE  
**JA  
ZZ**  
FESTIVAL 2018

MAY  
24-27

Enjoy our 22 miles of beaches, extensive park system, world-class fishing, lush green golf courses, vibrant street arts scene, creative coastal cuisine, and so much more.

Find a side of Jacksonville that fits you during the 2018 Jacksonville Jazz Festival on Memorial Day weekend.

[JacksonvilleJazzFest.com](http://JacksonvilleJazzFest.com)

Print Ad  
Savannah Music  
Festival

## Print Advertisement

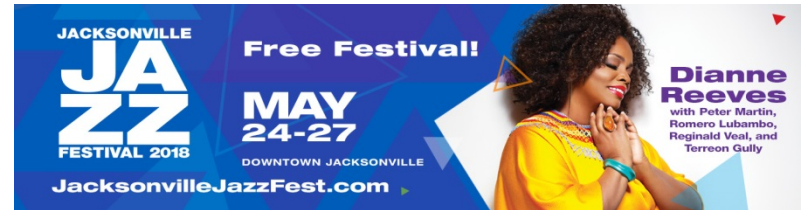
Jazz Times  
DownBeat Magazine  
Garden & Gun  
Smooth Jazz  
Folio Weekly  
Entertaining U  
Jazziz Magazine  
Southwest The Magazine  
Jacksonville Business Journal

## Digital Advertisement



Web Banner  
Jacksonville  
Business Journal

## Clear Channel Digital Billboards



Web Banner  
Jazziz.com



Web Banner  
JazzTimes.com



# ADVERTISING AND PROMOTIONS



Experience Jax  
by day and...  
**May 24-27**  
DOWNTOWN JACKSONVILLE



Web Banner  
DownBeat.com



Web Banner  
Garden&Gun.com

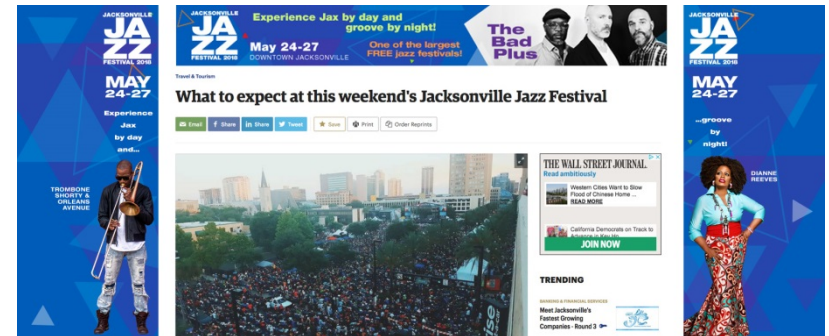


Web Banner  
MNI

## Jacksonville International Airport Digital Ads



## Jacksonville Business Journal Homepage Takeover



## EVENT SUMMARY

2018 JACKSONVILLE  
**JAZZ** FESTIVAL

# MEDIA COVERAGE



First Coast Living  
May 22



WJXT – News4Jax  
The legacy continues with the Jacksonville Jazz  
Festival - May 25



First Coast News  
Through rain or shine, the Jazz Festival is still on  
May 24



WJXT - News4Jax  
Jacksonville Jazz Festival 2018 in full swing  
May 25

## MEDIA COVERAGE

Jacksonville Jazz Festival in Full Swing	Apr. 10	News4Jax
Exciting New Offerings for Jazz Lovers	April 10	Jax Chamber
2018 Jacksonville Jazz Festival	April 10	Void Magazine
Jacksonville Jazz Festival returns to Downtown	May 9	ActionNewsJax
Jacksonville Jazz Festival 2018 Schedule & Map	May 10	Festival Insider
Jacksonville Jazz Festival 2018: May 24-27 Schedule & Map	May 10	EU Jacksonville
Jacksonville Jazz Fest After Dark 2018 Schedule	May 12	EU Jacksonville
Charles Lloyd \$ The Marvels to Release Vanished Gardens	May 16	Broadway World
Jazz Festival stage locations include courthouse, Hemming	May 18	Jacksonville Daily Record
2 Posters Unveiled For 2018 Jacksonville Jazz Festival	May 18	WJCT News
Jacksonville Jazz Festival returns to downtown		
Friday - Sunday	May 19	Jacksonville Business Journal
2018 Jacksonville Jazz Festival	May 22	First Coast Living
Jacksonville Jazz Festival headed to court (house)	May 22	Jacksonville Daily Record
Jacksonville Jazz Festival Prepares for Rain	May 23	WJCT News
12 Things To Do on the First Coast this Memorial Day		
Weekend	May 24	First Coast News.com

## MEDIA COVERAGE

2018 Jacksonville Jazz Festival Road Closures	May 24	ActionNewsJax.com
What to expect at this weekend's Jazz Festival	May 24	Jacksonville Business Journal
2018 Jacksonville Jazz Festival: List of road closures	May 24	Action NewsJax.com
Piano competition kicks off Jazz Festival in style	May 24	Florida Times-Union
Through rain or shine, the Jazz Festival is still on	May 24	First Coast News
Composer Mica Bethea a Hometown Hero at Jacksonville Jazz Fest	May 25	Jazziz Magazine
Patron Tequila Embarks on Nationwide Tour	May 25	PR Newswire
Live From Jacksonville Jazz Festival; Guns to Hammers	May 25	WJCT News
Thousands Trek to Annual Jazz Fest	May 30	Jacksonville Free Press
Jazz Notes Intel: Guitarist Russell Malone Gets Saluted;	June 8	ZEAL nyc



# EVENT PHOTOGRAPHS





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