

Monthly TDC Updates- Tourist Bureau

November 1-30, 2018 & December 1-31, 2018



Visitor Center Traffic:

Location:	November Interactions	November Total In-Person Visitors	Annual Goal for In-Person Visitors	Percent to Goal
Airport	17,204	16,846	165,164	21.2%
Beaches	263	252	10,000	8%
Downtown	2,466	1,633	28,555	14.8%
Visit Florida	8,913	8,913	114,416	13.8%
TOTAL:	28,846	27,644	323,885	17.2%

Location:	December Interactions	December Total In-Person Visitors	Annual Goal for In-Person Visitors	Percent to Goal
Airport	17,535	16,871	165,164	31.4%
Beaches	1,360	1,357	10,000	21.6%
Downtown	2,722	2,047	28,555	24.3%
Visit Florida	11,434	11,434	114,416	23.8%
TOTAL:	33,051	31,709	323,885	27.3%

Tourist Bureau Metrics:

	November	FYTD
Website/Phone Interactions	1,532	2,432
Businesses added to the Database/ Visitjacksonville.com Listings	15	27
Total Visitor Magazines Distributed	872	1,565
Total Referrals to Tourism Businesses from Visitor Center Employees	36,084	109,505

	December	FYTD
Website/Phone Interactions	1,342	3,488
Businesses added to the Database/ Visitjacksonville.com Listings	7	34
Total Visitor Magazines Distributed	432	2,155
Total Referrals to Tourism Businesses from Visitor Center Employees	46,606	156,111

Summary Financial Information:

See Budget to Actual Expenses Summary for October, November & December.