

TDC Support

SUMMARY

- JAXPORT is seeking \$15,000 from the Tourist Development Council (TDC) to conduct a marketing survey of cruise passengers.
- The hard work is done - bringing more than 170,000 visitors to Northeast Florida. Let's research how we can better leverage this opportunity.
- It's been nearly a decade since the last survey, conducted in 2009 by Martin and Associates.

BENEFITS

- An updated survey will provide both the TDC and JAXPORT with more accurate information on the cruise industry's economic impact and up to date marketing intelligence.
- This information can be utilized in future marketing campaigns for the advancement, generation, growth and promotion of tourism to the City.
- The survey can be customized to meet the needs of both the TDC and JAXPORT. For example:
 - How many visitors stay before or after their cruise?
 - What types of attractions interest visitors the most?
 - History, Arts and Culture;
 - Outdoors, Waterways and eco-friendly;
 - Sports and entertainment; or
 - Restaurants, Breweries and Shopping.
 - How many visitors, of those outside of Northeast Florida, traveled by car?
 - How many visitors, of those outside of Northeast Florida, traveled by plane?
 - What do they value in the hotels where they stay?

ECONOMIC IMPACT

- More than 60% of the economic impact from cruise ships comes from passengers, many of whom stay in Jacksonville before or after their cruise.
- They spend money as tourists at hotels, restaurants, rental car agencies, taxi and car shuttle services, gasoline stations, shopping centers, golf courses and similar attractions.
- Additionally, each ship has more than 900 crewmembers, many of whom spend money while in port making purchases at area shores, eating at local stores, eating at local restaurants, renting cars, taking taxis, and using area services.
- JAXPORT's four night cruises leave time on each end to stay and visit other attractions.
- The cruise industry in Jacksonville has created an estimated 460 new jobs and more than \$67 million in new annual economic impact for Northeast Florida, according to a 2009 study completed by Martin Associates.