

## Monthly Updates- Tourist Bureau

April 2019



### TDC Performance Requirements:

VISITOR CENTER	APRIL INTERACTIONS	APRIL IN-PERSON VISITORS	FYTD IN-PERSON VISITORS	18-19 ANNUAL GOAL IN-PERSON VISITORS	% OF ANNUAL GOAL
Airport	16,733	16,355	118,506	165,164	71.8%
Beaches	2,362	2,154	7,834	10,000	78.3%
Downtown	3,794	3,357	16,759	28,555	58.7%
Visit Florida	8,144	8,144	65,994	114,416	57.7%
<b>TOTAL:</b>	<b>31,033</b>	<b>30,010</b>	<b>209,093</b>	<b>318,135</b>	<b>65.7%</b>

PERFORMANCE MEASURES	APR	FYTD
Website/Phone Interactions	1,023	7,379
Businesses Added to Database/Visitjacksonville.com Listings	23	122
Total Visitor Magazines Distributed	2,856	54,687
Total Referrals to Tourism Businesses from Visitor Center Employees	33,800	335,739

### Research Collected by Tourist Bureau Employees in April:

- Discover Unique Sports to Experience – Other than the major sports Football, soccer, baseball.... what other unique sports go on in Jacksonville that would be interesting to visitors.
- Flea Market – List local flea markets and the uniqueness between the markets

### Events with Table Provided by Visitor Center in April:

- Opening of the Beaches Parade
- North Beach Art Walk
- Downtown Art Walk
- Bank of America (Puerto Rico Student Visitors who were being recruited by BOA)
- Proton Center
- Visitor Center Staff training

**Summary Financial Information:** See Budget to Actual Expenses Summary through April 2019.