

Monthly Updates- Tourist Bureau

March 2019



TDC Performance Requirements:

VISITOR CENTER	MARCH INTERACTIONS	MARCH IN-PERSON VISITORS	FYTD IN-PERSON VISITORS	18-19 ANNUAL GOAL IN-PERSON VISITORS	% OF ANNUAL GOAL
Airport	19,457	19,054	102,151	165,164	61.85%
Beaches	2,292	2,284	5,680	10,000	56.80%
Downtown	2,881	2,530	13,402	28,555	46.93%
Visit Florida	7,007	7,007	57,850	114,416	50.56%
TOTAL:	31,637	30,875	179,083	323,885	55.29%

PERFORMANCE MEASURES	MAR	FYTD
Website/Phone Interactions	762	6,356
Businesses Added to Database/Visitjacksonville.com Listings	23	99
Total Visitor Magazines Distributed	3,190	51,831
Total Referrals to Tourism Businesses from Visitor Center Employees	35,639	301,939

Research Collected by Tourist Bureau Employees in March:

- Water activities & unique waterway tours – what is unique and different, fun and exciting to do, beyond the listings we have

Events with Table Provided by Visitor Center in March:

- Flamingo Lake Car Rally
- Pecan Park Car Rally
- North Beach Art Walk
- Downtown Art Walk
- Proton Center
- Driftwood Art Festival

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