

## Tourist Bureau Information Services

April - June 2018 (3<sup>rd</sup> Quarter):



### Individual Visitor Center Traffic:

Visitor Center	3 <sup>rd</sup> Quarter Interactions	3 <sup>rd</sup> Quarter Total In-Person Visitors	FYTD Total In-Person Visitors	17-18 Annual Goal In-Person Visitors	Percent to Annual Goal
Airport	48,653	47,339	125,192	157,299	79.6%
Beaches	937	909	1,157	15,000	7.7%
Downtown	9,954	8,328	19,452	27,195	72%
VISIT FLORIDA	33,700	33,700	94,204	108,968	86.5%
<b>TOTAL:</b>	<b>93,244</b>	<b>90,276</b>	<b>240,005</b>	<b>308,462</b>	<b>77.9%</b>

Tourist Bureau Metrics	Apr -Jun	FYTD
Website/Phone interactions	2,994	10,106
Businesses added to database/ visitjacksonville.com listings	60	216
Total visitor magazines distributed	3,209	23,506
Total referrals to tourism businesses from VC employees	163,365	606,736