



Visit Jacksonville
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News Release

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JACKSONVILLE, FLA., THE FIRST COAST SUMMER SPOT

JACKSONVILLE, Fla. - The First Coast, Jacksonville, Fla., is the new destination for a get-away vacation, with expansive golf courses, wide-open white-sand beaches and numerous shopping destinations, the First Coast Jacksonville, is sure to please vacationers.

With so many attractions in Jacksonville, the campaign's slogan, "Jacksonville: So Much To Do, Any Given Time," is pushing for newcomers to visit this summer. Through Visit Jacksonville's 2012 campaign, an aim to break last year's tourist bed tax revenue of \$16 billion has begun.

"We believe Jacksonville is the kind of place that any visitor would enjoy," said Katie Kurycki, director of marketing and product development, "we're hoping that the experiences visitors have will be welcoming of all kinds of families. Some of those families may even decide to settle here."

According to Kurycki, even in the downturn of the economy, Jacksonville's tourism industry flourished.

With 43,000 jobs supported by the tourism industry, Jacksonville rivals any vacation spot for families looking for a new get-away spot. The Visit Jacksonville website is host to much more information on the vast attractions in Jacksonville. Visitors will find information on everything Jacksonville has to offer for new and soon to be returning tourists this summer.