



# WHERE FLORIDA SUNSHINE MEETS SOUTHERN CHARM.

## Welcome to the Flip Side of Florida

From white sand beaches to charming coastal towns, you won't find a better combination of Florida warmth than right here in Jacksonville. So, pack your flip-flops and start sun-screening your calls because there's no shortage of affordable and exciting options waiting for the whole family. The historic tree-lined neighborhoods near our Downtown blend creative cuisine and a vibrant street art scene, while the unique coastal woodlands and beaches deliver the ultimate eco-adventure! Come for the endless sunshine — but stay for the South's famous hospitality.

Experience the best of both worlds!  
Flip over to [visitjacksonville.com](http://visitjacksonville.com) to  
learn more.

