

Media Contact

Patty Jimenez

Visit Jacksonville

pjimenez@visitjacksonville.com



Visit Jacksonville Partners with intoGo for First Official Destination Mobile App

--Partnership Will Give Visitors Direct Mobile Access to Jacksonville's Top Attractions and Experiences--

JACKSONVILLE, Fla. April, 2017-- Jacksonville welcomes more than 20 million visitors each year looking to experience our beaches, parks, cultural attractions, restaurants and overall destination. To ensure they have the most memorable experiences in our destination, we have partnered with intoGo to make them the official app of Visit Jacksonville.

"More than ever, visitors are engaging with our destination via mobile. They are using their phones to research our website and connect with us via social media, so it is very fitting for us to solidify this partnership with intoGo and provide visitors comprehensive destination information specifically formatted for their mobile devices," said Katie Mitura, VP of Marketing and Communication at Visit Jacksonville, the city's destination marketing organization.

The new official Visit Jacksonville app, intoGo, offers users lists of events, attractions and business to discover in Jacksonville and offers top picks and personalized recommendations based on the users' preferences and likes and the distance from their location. The app also organizes attractions and business into itineraries or collections that group together suggestions for 'a night out', 'hiking and biking trails', 'family fun', 'happy hour' and 'cool date ideas' to name a few.

intoGo was created by Zachary Schwartz, who began his career in print guides. For five years now, Schwartz has been creating and re-creating digital, mobile guides. In 2015, Zachary won OneSpark with TheCity.Guide and shortly after raised funding from the Frisch Family to build intoGo. intoGo has been active since November 2016 and has quickly grown to become the #1 most downloaded and used mobile resource for Northeast Florida with over 10,000 active users.

"With mobile Technology being necessary to today's traveler, it's a relief to work with Visit Jacksonville to ensure our city's visitors are covered from every angle. Together, we are going to move Jacksonville up on a travelers' destinations list from a maybe to a must see!" said Zachary Schwartz, creator of intoGo.

The official app of Visit Jacksonville, intoGo, can be downloaded for free on apple and android devices. Visit Jacksonville will promote the new partnership to visitors at all visitor centers, in our destination website visitjacksonville.com, in our visitor magazine and through a targeted marketing campaign.

To ensure all local businesses and attractions are on the app, intoGo is asking them to connect with them to be added to the database. Businesses can contact Zachary at zachary@intogo.com or (904) 574-2494 for more information.

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About Visit Jacksonville

Visit Jacksonville is a DMAI accredited Destination Marketing Organization contracted by the Duval County Tourist Development Council (TDC) to champion the growth of business and leisure tourism in Northeast Florida. For a closer look at all there is to see and do in Jacksonville, go to www.VisitJacksonville.com or contact 800-733-2668.

About intoGo

The intoGo app focuses on places where people can go to enjoy life, create memories and share experiences. By simply swiping left or right, intoGo learns what you love, then makes personalized recommendations tailored just for you. As you swipe, your liked cards are stored in your profile and saved based on what's nearby. Change your location to browse different parts of town or share cool places with your friends. <http://intogo.com>.