

2011 Tallahassee/Leon County Survey: Annual Report (January-December)

**TOTAL VISITORS
SAMPLE SIZE**

2011 2010 2009 2008
1601 1587 N/A 1619

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$296.35	2.0	2.4	65.3%	4.3	86.0%
2010	\$279.84	2.2	3.1	57.9	3.8	84.8
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$251.94	2.5	2.1	80.5	2.5	80.2

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	17.0%	7.3%	N/A	9.9%
Orlando/Daytona	11.2	6.3	N/A	7.9
Miami/Ft. Laud	10.8	6.1	N/A	0.1
Jacksonville/Brun	10.2	4.7	N/A	4.3
West Palm Beach	7.1	3.9	N/A	3.9
Atlanta	6.0	3.6	N/A	8.3
Mobile/Pensacola	3.7	N/A	N/A	N/A
Ft. Myers/Naples	2.5	N/A	N/A	N/A
Gainesville	2.3	0.9	N/A	2.0
Savannah	1.4	N/A	N/A	N/A
Oklahoma City	1.4	N/A	N/A	N/A

Top Area Activities	'11	'10	'08	'08
Sporting Event	35.8%	35.9%	N/A	27.9%
Shopping	27.9	45.3	N/A	31.5
Museums/Historical Sites	9.0	31.1	N/A	22.4
Nature-Based Activity	5.7	17.3	N/A	17.6
Performing Arts Activity	1.5	6.3	N/A	8.2

Travel Mode	'11	'10	'09	'08
Automobile	81.5%	72.1%	N/A	53.1%
Air Service	17.3	25.6	N/A	31.6
Motor Coach	1.0	1.5	N/A	7.3

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Leisure/Pleasure	45.6%	34.4%	N/A	30.1%
Friends/Relatives	29.9	22.3	N/A	33.0
Business	15.3	18.8	N/A	21.8
Other	3.8	14.4	N/A	3.3
Conference/Meeting	5.4	10.0	N/A	11.3

Key Visitor Issues	'11	'10	'09	'08
<i>(Rated on scale from 1-10)</i>				
Level of Service	8.1	7.8	N/A	6.5
Overall Quality	7.8	7.8	N/A	6.5
General Environment	7.5	7.4	N/A	6.5
Value for the Dollar	7.4	7.3	N/A	6.6
Signage and Direction	7.2	6.9	N/A	6.5
Variety of Activities	6.8	6.6	N/A	6.3
Ground Transportation	6.8	5.3	N/A	6.2

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Hotel/Motel	51.8%	64.6%	N/A	48.2%
Private Home	32.5	15.6	N/A	29.9
Campground/RV	1.0	4.2	N/A	0.4
Condominium	0.7	0.4	N/A	1.6
No Overnight	14.1	15.2	N/A	19.9

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	91.0%	82.9%	N/A	90.5%
No	9.0	16.8	N/A	9.5

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	40.7%	15.8%
Beautiful	14.2	31.5
Football	8.7	N/A
Capitol	7.0	N/A
Small town	6.0	12.7
Nice people	5.4	8.1
Environmental friendly	4.8	6.8
Quiet town	4.7	6.4

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Friends/Relatives	25.6%	7.5%	N/A	9.3%
Campus	18.9	5.4	N/A	3.3
Sporting Event	17.3	7.2	N/A	7.0
Scenery/Atmosphere	5.4	5.9	N/A	3.1
Dining/Food	5.3	N/A	N/A	N/A
Weather/Climate	5.1	7.8	N/A	2.5
People/Service	3.9	9.1	N/A	2.2

Survey Intercept Sites	'11	'10	'09	'08
Campus	27.8%	7.3%	N/A	3.0%
Hotel	26.8	44.9	N/A	27.2
Restaurant	15.9	9.1	N/A	13.3
Airport	5.4	2.6	N/A	9.1
Museum	4.9	N/A	N/A	N/A
Mail	4.4	4.5	N/A	20.9
Parks	3.8	N/A	N/A	N/A
Downtown	3.6	N/A	N/A	N/A
Capitol	2.5	0.7	N/A	0.8
Private Home/Apt.	1.9	0.0	N/A	2.9

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	6.6%	Under \$20,000	8.4%	Single	36.2%	Caucasian	79.9%	Male	59.9%
Technical School	1.4	20,000-\$49,999	8.9	Married	58.6	African-American	8.3	Female	40.1
Some College	21.2	\$50,000-\$79,999	22.6	Divorced/Widowed	5.2	Hispanic	8.2		
College Graduate	53.2	\$80,000 or More	32.2			Asian	2.9		
Post Graduate Degree	17.6								

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Expenditures	Avg. Nights	Average	% Likely	Number of Visits	% Stayed	
Date	Per Party	Spent	Party Size	To Return	In Past 2 Years	Overnight
2011	\$275.26	2.1	1.6	70.7%	4.6	88.3%
2010	\$262.18	2.6	2.9	54.2	3.8	94.4
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$215.83	1.9	1.6	72.6	2.5	70.0

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	12.2%	3.5%	N/A	11.0%
Jacksonville/Brunswick	11.7	3.1	N/A	3.4
Miami/Ft. Laud	11.7	3.5	N/A	7.9
Orlando/Daytona	8.8	5.1	N/A	8.5
Atlanta	8.3	6.7	N/A	10.5
West Palm Beach	4.9	2.8	N/A	2.0
Thomasville	4.9	N/A	N/A	N/A
Mobile/Pensacola	3.9	N/A	N/A	N/A
Dallas/Ft. Worth	3.9	N/A	N/A	N/A

Top Area Activities	'11	'10	'09	'08
Shopping	19.0%	30.8%	N/A	15.6%
Sporting Event	18.5	21.9	N/A	11.0
Museums/Historical Sites	8.8	20.9	N/A	20.4
Nature-Based Activity	2.0	16.3	N/A	19.5
Performing Arts Activity	0.5	3.6	N/A	3.7

Travel Mode	'11	'10	'09	'08
Automobile/RV	62.0%	50.6	N/A	31.4%
Air Service	37.6	47.4	N/A	53.5
Motor Coach	0.5	2.0	N/A	4.8

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Business	100.0%	100.0%	N/A	100.0%

Key Visitor Issues	'11	'10	'09	'08
(Rated on scale from 1-10)				
Level of Service	8.2	7.9	N/A	6.8
Overall Quality	7.9	7.8	N/A	6.5
General Environment	7.7	7.3	N/A	6.5
Value of Dollar	7.4	7.3	N/A	6.6
Signage and Directions	7.4	6.9	N/A	6.6
Ground Transportation	7.1	5.9	N/A	6.4
Variety of Activities	6.7	6.3	N/A	6.2

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Hotel/Motel	78.5%	87.3%	N/A	62.6%
Private Home	6.8	3.2	N/A	6.5
Condominium	2.9	1.2	N/A	0.8
Campground/RV	0.0	2.8	N/A	0.0
No Overnight	11.7	5.6	N/A	20.0

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	89.8%	90.0%	N/A	92.1%
No	10.2	10.0	N/A	7.9

How would you describe Tallahassee to others based upon this visit?	'11	'10
Beautiful	22.5%	31.0%
College town	18.8	11.0
Capitol	18.1	0.0
Small town	8.8	13.5
Nice people	8.8	9.0
Quiet town	6.9	9.0
History	6.3	4.5
Environmental friendly	4.4	5.8

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Dining/Food	16.8%	15.9%	N/A	3.7%
People/Service	12.8	11.1	N/A	3.7
Campus	9.5	4.9	N/A	1.4
Work/Business	8.4	4.0	N/A	2.5
Access/Transportation	7.8	0.0	N/A	0.0
Weather/Climate	7.3	10.6	N/A	4.8
Sporting Activity	6.7	0.0	N/A	0.0
Accommodations	5.6	3.5	N/A	0.6
Friends/Relatives	5.6	0.9	N/A	1.7
Capitol	4.5	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Hotel	41.0%	68.0%	N/A	43.9%
Restaurant	17.6	4.3	N/A	12.7
Airport	14.6	4.3	N/A	12.7
Campus	11.2	1.6	N/A	1.1
Museum	3.7	0.0	N/A	0.0
Parks	3.7	0.0	N/A	0.0
Mall	3.4	2.0	N/A	13.6
Downtown	1.5	0.0	N/A	0.0
Capitol	1.0	0.4	N/A	0.6
Private Home/Apt.	1.0	0.0	N/A	0.6

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	3.5%	Under \$20,000	0.5%	Single	36.8%	Caucasian	77.3%	Male	67.3%
Technical School	1.5	\$20,000-\$49,999	7.4	Married	57.4	African-American	12.3	Female	32.7
Some College	4.9	\$50,000-\$79,999	27.0	Divorced/Widowed	5.9	Hispanic	5.4		
College Graduate	60.8	\$80,000 or More	47.1			Asian	4.4		
Post Graduate Degree	29.4								

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FRIENDS/RELATIVES
SAMPLE SIZE

2011 2010 2009 2008
492 349 N/A 535

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$246.93	2.7	2.0	71.7%	4.4	94.2%
2010	\$277.69	2.7	2.8	69.2	4.0	95.3
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$250.61	2.9	2.3	87.7	2.6	87.1

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	15.0%	8.6%	N/A	9.2%
Orlando/Daytona	13.2	8.3	N/A	9.5
Miami/Ft. Laud	12.0	9.3	N/A	0.4
Jacksonville/Brun	8.0	7.0	N/A	5.8
West Palm Beach	7.2	5.0	N/A	4.3
Atlanta	7.2	2.7	N/A	6.5
Thomasville	5.0	0.0	N/A	0.0

Top Area Activities	'11	'10	'09	'08
Shopping	43.6%	48.0%	N/A	40.9%
Sporting Event	39.7	46.9	N/A	34.0
Museums/Historical Sites	10.7	24.0	N/A	22.1
Nature-Based Activity	10.2	11.7	N/A	16.6
Performing Arts Activity	2.2	3.9	N/A	11.8

Travel Mode	'11	'10	'09	'08
Automobile/RV	83.0%	75.0%	N/A	62.4%
Air Service	16.2	23.0	N/A	20.6
Motor Coach	0.7	1.0	N/A	9.0

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Visit Friends/Relatives	100.0%	100.0%	N/A	100.0%

Key Visitor Issues (Rated on scale from 1-10)	'11	'10	'09	'08
Level of Service	8.1	7.8	N/A	6.2
Overall Quality	7.6	7.8	N/A	6.4
General Environment	7.4	7.4	N/A	6.5
Value for the Dollar	7.4	7.2	N/A	6.5
Signage and Directions	7.3	7.0	N/A	6.4
Variety of Activities	6.8	6.7	N/A	6.1
Ground Transportation	6.7	5.7	N/A	6.1

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Private Home	61.3%	40.4%	N/A	46.5%
Hotel/Motel	31.9	52.9	N/A	40.0
No Overnight	5.7	4.7	N/A	12.9
Campground/RV	1.0	2.0	N/A	0.2
Condominium	0.0	0.0	N/A	0.4

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	91.5%	90.0%	N/A	89.0%
No	8.5	10.0	N/A	11.0

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	47.4%	28.4%
Beautiful	12.4	26.9
Nice people	8.8	6.5
Football	7.2	4.0
Small town	7.2	9.5
Environmental friendly	4.2	7.0
Capitol	3.9	3.0
Family	2.9	0.0

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Friends/Relatives	59.9%	22.9%	N/A	19.3%
Sporting Activity	8.3	6.9	N/A	6.0
Weather/Climate	5.6	5.6	N/A	2.1
Campus	5.4	3.5	N/A	2.6
Scenery/Atmosphere	4.6	4.2	N/A	2.2
Dining/Food	4.0	0.0	N/A	0.0
Night Life	3.0	2.4	N/A	3.7
People/Service	1.6	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Restaurant	21.7%	7.6%	N/A	13.1%
Campus	18.2	11.0	N/A	2.6
Hotel	15.7	38.9	N/A	18.7
Museum	9.5	0.0	N/A	0.0
Mall	7.5	7.0	N/A	29.2
Downtown	6.5	0.0	N/A	0.0
Airport	5.7	4.3	N/A	5.6
Parks	5.7	0.0	N/A	0.0
Private Home/Apt.	4.2	0.0	N/A	4.3
Civic Center	2.5	0.0	N/A	0.0
Capitol	2.0	0.3	N/A	1.1

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	8.3%	Under \$20,000	14.8%	Single	45.3%	Caucasian	80.7%	Male	44.6%
Technical School	1.8	20,000-\$49,999	11.5	Married	47.0	African-American	6.5	Female	55.4
Some College	32.8	\$50,000-\$79,999	19.0	Divorced/Widowed	7.8	Hispanic	10.3		
College Graduate	48.5	\$80,000 or More	27.6			Asian	2.0		
Post Graduate Degree	8.8								

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LEISURE/PLEASURE
SAMPLE SIZE

2011
706
2010
545
2009
N/A
2008
487

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$346.14	1.6	2.8	59.2%	4.2	80.1%
2010	\$291.12	1.8	3.2	57.6	4.8	73.1
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$283.58	2.8	2.3	85.0	2.7	83.0

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	20.4%	5.4%	N/A	11.1%
Orlando/Daytona	11.9	5.6	N/A	7.6
Jacksonville/Brunswick	11.1	3.9	N/A	3.9
Miami/Ft. Laud	9.8	5.2	N/A	10.9
Thomasville	7.8	0.0	N/A	0.0
West Palm Beach	7.0	2.6	N/A	4.7
Atlanta	4.7	2.8	N/A	8.4
Mobile/Pensacola	3.6	0.0	N/A	0.0
Oklahoma City	2.0	0.0	N/A	0.0

Top Area Activities	'11	'10	'09	'08
Sporting Event	44.2%	47.0%	N/A	37.6%
Shopping	21.4	50.5	N/A	37.4
Museums/Historical Sites	7.7	48.1	N/A	26.7
Nature-Based Activity	4.7	28.7	N/A	18.7
Performing Arts Activity	1.6	12.3	N/A	7.6

Travel Mode	'11	'10	'09	'08
Automobile/RV	87.8%	88.7%	N/A	61.6%
Air Service	11.1	9.4	N/A	24.6
Motor Coach	0.8	0.4	N/A	8.6

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Leisure/Pleasure	100.0%	100.0%	N/A	100.0%

Key Visitor Issues (Rated on scale from 1-10)	'11	'10	'09	'08
Level of Service	8.0	7.9	N/A	6.5
Overall Quality	7.8	7.8	N/A	6.6
General Environment	7.5	7.5	N/A	6.6
Value for the Dollar	7.3	7.3	N/A	6.6
Signage and Directions	7.1	7.2	N/A	6.5
Variety of Activities	7.0	7.1	N/A	6.3
Ground Transportation	6.7	5.0	N/A	6.3

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Hotel/Motel	51.7%	49.6%	N/A	44.1%
Private Home	26.4	14.1	N/A	35.1
Campground/RV	1.5	9.0	N/A	1.2
Condominium	0.5	0.4	N/A	2.5
No Overnight	19.9	26.9	N/A	17.0

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	90.5%	91.5%	N/A	92.0%
No	9.5	8.5	N/A	8.0

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	43.3%	14.1%
Beautiful	13.3	34.5
Football	13.3	0.0
Environmental friendly	6.0	6.9
Capitol	5.6	0.0
Small town	4.6	12.1
Quiet town	4.6	5.2
Nice people	2.1	7.9

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Campus	32.6%	5.6%	N/A	4.1%
Sporting Activity	29.3	11.5	N/A	11.9
Friends/Relatives	11.9	5.4	N/A	7.2
Scenery/Atmosphere	6.4	7.4	N/A	3.5
Weather/Climate	2.9	5.9	N/A	1.6
Night Life	2.7	1.4	N/A	2.7
Museums	1.8	0.0	N/A	0.0
Dining/Food	1.6	0.0	N/A	0.0
People/Service	1.5	5.2	N/A	1.0

Survey Intercept Sites	'11	'10	'09	'08
Campus	63.3%	6.9%	N/A	4.1%
Restaurant	11.9	11.0	N/A	15.4
Hotel	8.3	32.3	N/A	21.1
Museum	2.9	0.0	N/A	0.0
Airport	2.6	1.1	N/A	7.8
Mall	2.4	4.3	N/A	18.7
Other	1.8	0.0	N/A	0.0
Store/Business	1.3	0.9	N/A	0.2
Downtown	1.3	0.0	N/A	0.0
Capitol	1.0	0.6	N/A	0.8
Private Home/Apt.	1.0	0.0	N/A	4.3

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	6.8%	Under \$20,000	7.0%	Single	31.1%	Caucasian	82.1%	Male	68.5%
Technical School	0.7	\$20,000-\$49,999	8.0	Married	66.0	African-American	6.9	Female	31.5
Some College	19.4	\$50,000-\$79,999	23.6	Divorced/Widowed	2.9	Hispanic	7.4		
College Graduate	55.9	\$80,000 or More	30.0			Asian	2.5		
Post Graduate	17.3								

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CONFERENCE/MEETING SAMPLE SIZE **2011** 86 **2010** 94 **2009** N/A **2008** 183

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$248.20	2.7	2.0	60.2%	3.9	91.8%
2010	\$256.10	2.4	2.0	32.3	3.2	98.
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$200.86	1.9	1.9	64.0	2.0	76.5

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	16.4%	8.9%	N/A	6.6%
West Palm Beach	12.3	0.7	N/A	3.8
Mobile/Pensacola	12.3	0.0	N/A	0.0
Miami/Ft. Laud	11.0	2.2	N/A	9.3
Orlando/Daytona	8.2	6.7	N/A	4.9
Thomasville	8.2	0.0	N/A	0.0
Jacksonville/Brunswick	6.8	6.7	N/A	3.3
Atlanta	6.8	4.4	N/A	7.7
Ft. Myers/Naples	5.5	0.0	N/A	0.0

Top Area Activities	'11	'10	'09	'08
Shopping	21.9%	37.0%	N/A	16.4%
Museums/Historical Sites	12.3	24.2	N/A	16.4
Sporting Events	6.8	18.3	N/A	12.6
Nature-Based Activity	4.1	1.8	N/A	10.4
Performing Arts Activities	0.0	3.5	N/A	9.3

Travel Mode	'11	'10	'09	'08
Automobile/RV	74.0%	37.8%	N/A	42.1%
Air Service	23.3	62.2	N/A	47.0
Motor Coach	2.7	0.0	N/A	4.9

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Conference/Meeting	100.0%	100.0%	N/A	100.0%

Key Visitor Issues (Rated on scale from 1-10)	'11	'10	'09	'08
Level of Service	8.0	7.7	N/A	6.3
Overall Quality	7.3	7.4	N/A	6.4
General Environment	7.2	7.1	N/A	6.3
Value for the Dollar	7.0	7.3	N/A	6.3
Ground Transportation	6.8	5.6	N/A	6.2
Signage and Directions	6.5	5.5	N/A	6.6
Variety of Activities	5.8	5.6	N/A	6.7

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Hotel/Motel	87.7%	97.0%	N/A	56.3%
Private Home	4.1	1.5	N/A	15.3
Condominium	0.0	0.0	N/A	4.9
Campground/RV	0.0	0.0	N/A	0.0
No Overnight	19.9	1.5	N/A	23.5

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	97.3%	95.0%	N/A	86.9%
No	2.7	5.0	N/A	13.1

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	36.7%	6.9%
Beautiful	12.2	31.9
Quiet town	8.2	4.2
Museums	8.2	0.0
Nice people	8.2	6.9
Capitol	6.1	0.0
Small town	6.1	19.4
Transportation	4.1	0.0

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Work/Business	15.4%	1.6%	N/A	5.5%
People/Service	13.8	24.2	N/A	1.6
Weather/Climate	12.3	18.8	N/A	1.1
Access/Transportation	9.2	0.0	N/A	0.0
Dining/Food	9.2	3.9	N/A	1.1
Scenery/Atmosphere	6.2	9.4	N/A	0.5
Night Life	6.2	0.0	N/A	0.0
Museums	6.2	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Hotel/Motel	47.9%	38.9%	N/A	35.0%
Restaurant	11.0	12.6	N/A	11.5
Parks	11.0	0.0	N/A	0.0
Campus	8.2	2.2	N/A	1.1
Downtown	6.8	0.0	N/A	0.0
Mall	5.5	4.4	N/A	14.8
Museum	2.7	0.0	N/A	0.0
Civic Center	2.7	0.0	N/A	0.0
Other	2.7	0.0	N/A	0.0

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	10.9%	Under \$20,000	2.7%	Single	30.1%	Caucasian	74.0%	Male	63.0%
Technical School	6.8	\$20,000-\$49,999	4.1	Married	63.0	African-American	16.4	Female	37.0
Some College	15.1	\$50,000-\$79,999	31.5	Divorced/Widowed	6.8	Hispanic	5.5		
College Graduate	45.2	\$80,000 or More	34.2			Asian	4.1		
Post Graduate Degree	28.8								

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COMMERCIAL LODGING **2011** **2010** **2009** **2008**
SAMPLE SIZE **832** **1030** **N/A** **781**

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$379.59	2.0	2.4	61.3%	4.0	100.0%
2010	\$298.26	2.4	3.1	51.8	3.3	100.0
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$280.72	2.5	2.0	75.5	2.4	100.0

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	18.2%	7.7%	N/A	11.9%
Miami/Ft. Laud	11.9	6.0	N/A	9.6
Orlando/Daytona	10.8	7.1	N/A	6.5
Jacksonville/Brun	9.6	5.1	N/A	4.7
Atlanta	7.9	3.9	N/A	8.7
West Palm Beach	7.5	2.9	N/A	2.8
Mobile/Pensacola	4.5	3.1	N/A	4.1
Ft. Myers/Naples	2.6	1.7	N/A	2.6

Top Area Activities	'11	'10	'09	'08
Sporting Activity	34.6%	33.0%	N/A	28.0%
Shopping	25.9	39.7	N/A	28.0
Museum/Historical Sites	8.9	24.0	N/A	26.5
Nature-Based Activity	4.9	14.0	N/A	20.1
Performing Arts	0.7	4.8	N/A	7.0

Travel Mode	'11	'10	'09	'08
Automobile	77.7%	65.4%	N/A	46.1%
Air Service	21.7	32.4	N/A	40.9
Motor Coach	0.6	1.5	N/A	7.4

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Leisure/Pleasure	45.5%	26.2%	N/A	27.6%
Business	23.1	25.6	N/A	28.4
Friends/Relatives	18.4	18.3	N/A	27.6
Conference/Meeting	9.2	15.1	N/A	13.2
Other	3.7	14.7	N/A	3.3

Key Visitor Issues	'11	'10	'09	'08
(Rated on scale from 1-10)				
Level of Service	8.1	7.8	N/A	6.7
Overall Quality	7.7	7.7	N/A	6.6
General Environment	7.4	7.4	N/A	6.6
Value for the Dollar	7.4	7.2	N/A	6.6
Signage and Direction	7.1	7.0	N/A	6.5
Ground Transportation	6.8	5.4	N/A	6.3
Variety of Activities	6.6	6.4	N/A	6.4

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Hotel/Motel	100.0%	100.0%	N/A	100.0%

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	92.7%	83.2%	N/A	91.2%
No	7.3	16.6	N/A	8.8

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	39.9%	12.7%
Beautiful	14.1	31.1
Capitol	9.2	3.7
Football	7.2	0.0
Quiet town	6.0	6.7
Small town	5.8	13.7
Nice people	5.5	9.7
Environmental friendly	4.0	7.6
History	3.6	3.7

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Campus	20.1%	5.9%	N/A	7.7%
Friends/Relatives	17.3	5.1	N/A	17.0
Sporting Activity	15.7	6.3	N/A	14.0
Weather/Climate	7.2	9.5	N/A	5.7
People/Service	6.4	11.0	N/A	5.2
Dining/Food	5.9	0.0	N/A	0.0
Scenery/Atmosphere	5.6	7.5	N/A	9.5
Access/Transportation	3.0	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Campus	34.1%	5.5%	N/A	2.9%
Hotel	31.9	66.6	N/A	29.1
Restaurant	13.6	6.6	N/A	15.1
Airport	3.4	2.1	N/A	9.6
Museum	3.2	4.1	N/A	3.3
Mail	2.9	1.6	N/A	17.9
Parks	2.6	5.1	N/A	10.9
Capitol	2.6	0.8	N/A	1.4
Downtown	2.2	0.0	N/A	0.0

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	5.3%	Under \$20,000	4.3%	Single	26.1%	Caucasian	81.2%	Male	64.7%
Technical School	1.7	\$20,000-\$49,999	6.6	Married	67.5	African-American	8.0	Female	35.3
Some College	12.7	\$50,000-\$79,999	26.2	Divorced/Widowed	6.3	Hispanic	6.9		
College Graduate	56.6	\$80,000+	38.0			Asian	3.3		
Post Graduate Degree	23.6								

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PRIVATE HOME
SAMPLE SIZE

2011 2010 2009 2008
519 256 N/A 484

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$237.29	2.8	2.2	71.1%	4.3	100.0%
2010	\$197.01	3.3	2.5	64.9	3.5	100.0
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	\$206.35	3.3	2.6	86.5	3.1	100.0

Top Visitor Origins	'11	'10	'09	'08
Tampa/St. Pete	17.4%	7.1%	N/A	8.3%
Miami/Ft. Laud	11.0	11.8	N/A	12.8
Orlando/Daytona	13.5	8.5	N/A	8.1
Jacksonville/Bruns	9.4	7.1	N/A	3.1
West Palm Beach	8.7	5.2	N/A	5.8
Thomasville	7.1	0.0	N/A	0.0
Atlanta	4.4	5.2	N/A	8.7
Ft. Myers/Naples	3.0	0.0	N/A	2.1
Gainesville	3.0	1.4	N/A	3.3
Mobile/Pensacola	2.5	1.9	N/A	4.3
New York	2.5	0.0	N/A	0.0

Top Area Activities	'11	'10	'09	'08
Sporting Event	46.4%	54.1%	N/A	28.2%
Shopping	38.6	48.0	N/A	47.0
Museums/Historical Sites	9.9	25.5	N/A	18.4
Nature-Based Activity	8.0	17.0	N/A	17.2
Performing Arts Activity	3.2	5.8	N/A	11.0

Travel Mode	'11	'10	'09	'08
Automobile	86.7%	71.9%	N/A	76.4%
Air Service	11.7	27.1	N/A	18.8
Motor Coach	0.9	0.5	N/A	4.5

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Friends/Relatives	56.4%	57.1%	N/A	51.4%
Leisure/Pleasure	37.2	30.5	N/A	35.3
Business	3.2	3.8	N/A	4.8
Other	2.5	7.6	N/A	2.7
Conference/Meeting	0.7	1.0	N/A	5.8

Key Visitor Issues (Rated on scale from 1-10)	'11	'10	'09	'08
Level of Service	8.0	7.8	N/A	6.0
Overall Quality	7.8	7.7	N/A	6.2
General Environment	7.5	7.4	N/A	6.2
Value for the Dollar	7.2	7.3	N/A	6.3
Signage and Direction	7.2	6.7	N/A	6.3
Variety of Activities	6.9	7.0	N/A	6.0
Ground Transportation	6.7	5.6	N/A	5.9

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
Private Home	100.0%	100.0%	N/A	100.0%

Was Tallahassee Your Primary Destination?	'11	'10	'09	'08
Yes	95.6%	93.8%	N/A	93.8%
No	4.4	6.2	N/A	6.2

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	49.7%	36.2%
Beautiful	11.8	26.3
Football	8.5	0.0
Small town	6.3	7.9
Nice people	4.7	3.3
Environmental friendly	4.4	7.2
Capitol	4.4	0.0
Quiet town	3.0	7.2

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Friends/Relatives	44.9%	22.8%	N/A	26.6%
Sporting Activity	19.4	14.1	N/A	12.5
Campus	10.4	5.8	N/A	6.0
Scenery/Atmosphere	5.8	1.5	N/A	6.2
Night Life	3.6	3.4	N/A	9.7
Dining/Food	3.4	0.0	N/A	0.0
Weather/Climate	3.2	6.3	N/A	2.8
People/Service	1.7	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Campus	35.3%	12.3%	N/A	3.7%
Restaurant	20.9	12.3	N/A	15.1
Museum	7.8	0.0	N/A	0.0
Mall	6.9	10.0	N/A	29.8
Parks	6.0	25.1	N/A	18.6
Downtown	5.0	11.4	N/A	3.9
Airport	4.8	7.1	N/A	9.7
Private Home/Apt.	3.9	0.0	N/A	5.4
Capitol	3.7	0.0	N/A	0.0

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	8.3%	Under \$20,000	17.6%	Single	61.7%	Caucasian	76.8%	Male	50.5%
Technical School	0.5	\$20,000-\$49,999	13.7	Married	34.3	African-American	7.9	Female	49.5
Some College	36.6	\$50,000-\$79,999	15.0	Divorced/Widow	4.0	Hispanic	12.1		
College Graduate	45.4	\$80,000 or More	22.6			Asian	2.6		
Post Graduate Degree	9.3								

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**DAY VISITORS
SAMPLE SIZE**

2011 185
2010 101
2009 N/A
2008 320

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely To Return	Number of Visits In Past 2 Years	% Stayed Overnight
2011	\$117.46	0.0	2.7	67.7%	5.7	0.0%
2010	\$236.89	0.0	4.5	82.8	9.7	0.0
2009	N/A	N/A	N/A	N/A	N/A	N/A
2008	219.7	0.0	1.61	86.5	2.2	0.0

Top Visitor Origins	'11	'10	'09	'08
Thomasville	23.3%	0.0	N/A	0.0
Jacksonville/Brunswick	14.3	2.9	N/A	17.2
Tampa/St. Pete	12.7	1.5	N/A	2.3
Orlando/Daytona	6.9	2.4	N/A	2.3
Miami/Ft. Laud	4.2	1.0	N/A	3.4
Gainesville	4.2	0.5	N/A	2.3
Mobile/Pensacola	4.2	0.0	N/A	0.0
Panama City	3.7	9.3	N/A	9.2
Dothan	3.7	0.0	N/A	0.0

Top Area Activities	'11	'10	'09	'08
Sporting Event	13.2%	16.9%	N/A	28.3%
Shopping	10.1	67.3	N/A	15.4
Museums/Historical Sites	7.9	51.0	N/A	17.9
Nature-Based Activity	3.2	25.6	N/A	12.3
Performing Arts Activity	0.5	18.6	N/A	6.6

Travel Mode	'11	'10	'09	'08
Automobile	85.2%	93.6%	N/A	37.7%
Air Service	13.8	1.0	N/A	28.8
Motor Coach	1.1	3.0	N/A	11.1

Primary Reason for Visit To Tallahassee	'11	'10	'09	'08
Leisure/Pleasure	64.6%	60.7%	N/A	26.3%
Business	12.7	7.0	N/A	33.5
Friends/Relatives	12.2	7.0	N/A	21.8
Other	7.4	24.4	N/A	4.7
Conference/Meeting	3.2	1.0	N/A	13.6

Key Visitor Issues (Rated on scale from 1-10)	'11	'10	'09	'08
Level of Service	8.3	8.0	N/A	6.8
Overall Quality	8.1	8.0	N/A	6.9
General Environment	7.8	7.6	N/A	6.8
Value for the Dollar	7.6	7.6	N/A	7.0
Variety of Activities	7.6	7.3	N/A	6.6
Signage and Direction	7.6	6.8	N/A	6.9
Ground Transportation	7.1	3.9	N/A	6.6

Stayed Overnight In Tallahassee?	'11	'10	'09	'08
No Overnight	100.0%	100.0%	N/A	100.0%

Was Tallahassee Your Primary Destination?	'10	'09	'08	'07
Yes	74.1%	N/A	71.1%	82.6%
No	25.9	N/A	24.6	17.4

How would you describe Tallahassee to others based upon this visit?	'11	'10
College town	23.6%	4.9%
Beautiful	19.1	45.1
Football	12.7	0.0
Environmental friendly	8.9	2.4
Nice people	6.4	7.3
Capitol	6.4	0.0
Small town	5.1	9.8
Quiet town	4.5	3.7

What Did You Enjoy Most About This Trip?	'11	'10	'09	'08
Campus	38.0%	2.6%	N/A	6.3%
Sporting Activities	13.3	4.7	N/A	18.9
Friends/Relatives	10.7	2.1	N/A	14.2
Dining/Food	8.7	9.8	N/A	4.7
Museums	4.7	15.0	N/A	5.5
Work/Business	4.0	0.0	N/A	0.0
Scenery/Atmosphere	3.3	0.0	N/A	0.0
Access/Transportation	3.3	0.0	N/A	0.0

Survey Intercept Sites	'11	'10	'09	'08
Campus	50.3%	9.3%	N/A	2.2%
Airport	14.8	1.0	N/A	4.1
Restaurant	12.7	16.6	N/A	6.0
Downtown	6.3	0.0	N/A	0.0
Museum	5.3	0.0	N/A	0.0
Mall	3.7	9.8	N/A	16.3
Parks	2.6	0.0	N/A	0.0

Education	'11 Total	Income	'11 Total	Marital Status	'11 Total	Ethnicity	'11 Total	Gender	'11 Total
High School/Some H.S.	6.4%	Under \$20,000	3.7%	Single	16.4%	Caucasian	81.0%	Male	65.1%
Technical School	2.6	\$20,000-\$49,999	6.9	Married	80.2	African-American	10.6	Female	34.9
Some College	18.5	\$50,000-\$79,999	26.5	Divorced/Widowed	3.4	Hispanic	4.8		
College Graduate	56.1	\$80,000 or More	35.4			Asian	2.1		
Post Graduate Degree	16.4								

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**OTHER VISITORS
SAMPLE SIZE**

2011 **2010** **2009** **2008**
11 147 N/A 54

<u>Date</u>	<u>Expenditures Per Party</u>	<u>Avg. Nights Spent</u>	<u>Average Party Size</u>	<u>% Likely To Return</u>	<u>Number of Visits In Past 2 Years</u>	<u>% Stayed Overnight</u>
2006	\$246.20	1.5	2.6	74.0%	5.1	72.5%
2010	\$281.30	2.0	4.5	59.2	4.7	77.0
2009	N/A	N/A	N/A	N/A	N/A	N/A
2007	\$314.24	2.0	3.2	79.1	2.4	91.5

<u>Top Visitor Origins</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Thomasville	19.8%	0.0	N/A	0.0
Jacksonville/Brunswick	15.7	4.6	N/A	1.9
Tampa/St. Pete	11.8	6.2	N/A	9.3
Miami/Ft. Laud	9.8	9.8	N/A	14.8
Gainesville	9.8	6.7	N/A	1.9
West Palm Beach	7.8	1.5	N/A	5.6
New Orleans	5.9	0.0	N/A	0.0
New York	5.9	0.0	N/A	0.0

<u>Top Area Activities</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Shopping	28.0%	51.6%	N/A	40.7%
Sporting Event	14.0	20.0	N/A	38.9
Museum/Historical Sites	8.0	15.7	N/A	18.5
Nature-Based Activity	0.0	8.3	N/A	25.9
Performing Arts Activity	0.0	2.2	N/A	5.6

<u>Travel Mode</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Automobile/RV	84.3%	79.7%	N/A	63.0%
Air Service	9.8	14.6	N/A	13.0
Motor Coach	3.9	4.7	N/A	3.7

<u>Primary Reason for Visit To Tallahassee</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Other	100.0%	100.0%	N/A	100.0%

<u>Key Visitor Issues</u> <small>(Rated on scale from 1-10)</small>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Level of Service	8.4	8.0	N/A	6.8
Overall Quality	8.3	7.8	N/A	6.8
Value for the Dollar	8.0	7.4	N/A	6.8
Signage and Directions	8.0	6.8	N/A	6.7
General Environment	7.6	7.6	N/A	6.9
Variety of Activities	6.7	6.3	N/A	5.4
Ground Transportation	6.6	3.8	N/A	6.7

<u>Stayed Overnight In Tallahassee?</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Hotel/Motel	51.0%	65.6%	N/A	46.3%
Private Home	21.6	8.3	N/A	24.1
Campground/RV	0.0	0.5	N/A	0.0
Condominium	0.0	0.0	N/A	0.0
No Overnight	27.5	25.5	N/A	27.8

<u>Was Tallahassee Your Primary Destination?</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Yes	88.2%	83.4%	N/A	94.9%
No	11.8	16.6	N/A	5.1

<u>Survey Intercept Sites</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Capitol	35.3%	1.0%	N/A	1.9%
Restaurant	17.6	7.7	N/A	7.4
Downtown	13.7	0.0	N/A	0.0
Hotel	11.8	44.3	N/A	27.8
Campus	7.8	13.9	N/A	11.1
Mall	5.9	5.2	N/A	31.5
Airport	5.9	1.5	N/A	3.7
Store/Business	2.0	1.0	N/A	0.0
Private Home/Apt.	0.0	0.0	N/A	0.0

<u>How would you describe Tallahassee to others based upon this visit?</u>	<u>'11</u>	<u>'10</u>
College town	50.0%	10.1%
Quiet town	10.5	7.6
Beautiful	7.9	34.5
Nice people	5.3	10.1
Capitol	5.3	0.0
History	5.3	5.9
Dining/Food	5.3	0.0
Malls/Shopping	5.3	0.0

<u>What Did You Enjoy Most About This Trip?</u>	<u>'11</u>	<u>'10</u>	<u>'09</u>	<u>'08</u>
Campus	23.3%	9.3%	N/A	16.7%
Friends/Relatives	20.9	1.1	N/A	3.7
Sporting Activity	14.0	6.6	N/A	11.1
Dining/Food	9.3	0.0	N/A	0.0
Weather/Climate	9.3	4.4	N/A	5.6
Capitol	4.7	0.0	N/A	0.0
Malls/Shopping	4.7	7.1	N/A	5.6
Scenery/Atmosphere	4.7	3.8	N/A	7.4

<u>Education</u>	<u>'11 Total</u>	<u>Income</u>	<u>'11 Total</u>	<u>Marital Status</u>	<u>'11 Total</u>	<u>Ethnicity</u>	<u>'11 Total</u>	<u>Gender</u>	<u>'11 Total</u>
High School/Some H.S.	8.0%	Under \$20,000	16.0%	Single	30.0%	Caucasian	66.0%	Male	41.2%
Technical School	0.0	\$20,000-\$49,999	12.0	Married	64.0	African-American	12.0	Female	58.8
Some College	26.0	\$50,000-\$79,999	10.0	Divorced/Widowed	6.0	Hispanic	16.0		
College Graduate	38.0	\$80,000 or More	34.0			Asian	6.0		
Post Graduate Degree	28.0								