

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

**TOTAL VISITORS**  
**SAMPLE SIZE**

**2012**    **2011**  
**1450**    **1601**

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$313.15	2.19	2.11	56.3%	62.1%	4.6	90.8%
2011	\$296.35	2.0	2.4	n/a	65.3	4.3	86.0

<b>Top Visitor Origins</b>		
	'12	'11
Tampa/St. Pete	16.6%	17.0%
Miami/Ft. Laud	12.6	10.8
Jacksonville/Bruns	11.9	10.2
Orlando/Daytona	11.4	11.2
West Palm Beach	7.0	7.1
Atlanta	5.3	6.0
Talla/Thomasville	5.2	N/A
Mobile/Pensacola	4.4	3.7
Ft. Meyers/Naples	3.3	2.5

<b>Top Area Activities</b>		
	'12	'11
Sporting Event	38.8%	35.8%
Shopping	36.3	27.9
Nature-Based Activities	11.4	5.7
Museums/Historical Sites	11.3	9.0
Special Events	7.0	N/A
Performing Arts Activities	2.6	1.5
Other Activities	6.0	N/A
(ex. Night life, church, etc.)		

<b>Travel Mode</b>		
	'12	'11
Automobile/RV	77.9%	81.5%
Air Service	20.6	17.3
Motor Coach	1.4	1.0

<b>Primary Reason for Visit To Tallahassee</b>		
	'12	'11
Friends/Relatives	43.0%	29.9%
Leisure/Pleasure	30.3	45.6
Business	18.9	15.3
Conference/Meeting	6.9	5.4
Other	0.9	3.8

<b>Key Visitor Issues</b>		
(Rated on scale from 1-10)	'12	'11
Level of Service	8.2	8.1
Overall Quality	7.9	7.8
General Environment	7.6	7.5
Value for the Dollar	7.6	7.4
Signs and Directions	7.2	7.2
Variety of Activities	7.1	6.8
Ground Transportation	7.0	6.8

<b>Stayed Overnight In Tallahassee?</b>		
	'12	'11
Hotel/Motel	54.2%	51.8%
Private Home	34.8	32.5
No Overnight	9.2	14.1
Condominium	1.2	0.7
Campground/RV	0.4	1.0

<b>Was Tallahassee Your Primary Destination?</b>		
	'12	'11
Yes	89.9%	91.0%
No	9.7	9.0

<b>How would you describe Tallahassee to others based upon this visit?</b>		
	'12	'11
College Town	27.4%	40.7%
Beautiful	22.2	14.2
Capital	8.0	7.0
Nice People	7.5	5.4
Small Town	7.1	6.0
Quiet Town	5.8	4.7
Environmental Friendly	4.8	4.8
Family	3.2	N/A
History	2.7	N/A

<b>What Did You Enjoy Most About This Trip?</b>		
	'12	'11
Visiting Friends	30.3%	25.6%
Sporting Activity	10.2	17.3
Campus	10.2	18.9
Dining/Food	7.6	5.3
Scenery/Atmosphere	5.9	5.4
Weather/Climate	5.7	5.1
Nightlife	5.6	N/A
People/Service	4.0	3.9
Access/Transportation	2.8	N/A
Mall/Shopping	2.6	N/A

<b>Survey Intercept Sites</b>		
	'12	'11
Hotel	29.9%	26.8%
Restaurant	20.6	15.9
Campus	12.9	27.8
Store/Business	6.8	6.8
Airport	6.8	5.4
Downtown	4.7	3.6
Mall	4.5	4.4
Parks	3.7	3.8
Priv Home/Apt	3.2	1.9
Museum	2.3	4.9
Festival/Event	2.0	N/A
Capitol	1.4	2.5

<b>Education</b>		<b>Income</b>		<b>Marital Status</b>		<b>Ethnicity</b>		<b>Gender</b>	
	'12 Total		'12 Total		'12 Total		'12 Total		'12 Total
College Graduate	48.0%	\$80,000 or More	42.7%	Married	55.6%	Caucasian	80.1%	Male	56.4%
Post Graduate Degree	20.9	\$50,000-\$79,999	19.5	Single	39.0	African American	9.1	Female	43.4
Some College	19.2	20,000-\$49,999	12.4	Window/Divorced	5.4	Hispanic	6.5		
High School/Some H.S	8.8	Under \$20,000	10.9			Asian	3.3		
Technical School	3.0	N/A	14.6			Other	1.0		

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

**BUSINESS VISITORS  
SAMPLE SIZE**

**2012 274**    **2011 251**

<u>Date</u>	<u>Expenditures Per Party</u>	<u>Avg. Nights Spent</u>	<u>Average Party Size</u>	<u>% Likely to Return in 6 mos.</u>	<u>% Likely to Return in 12 mos.</u>	<u>Number of Visits In Past 2 Years</u>	<u>% Stayed Overnight</u>
2012	\$288.43	2.18	1.64	49.6%	57.1%	5.3	87.2%
2011	\$275.26	2.1	1.6	n/a	70.7	4.6	88.3

<u>Top Visitor Origins</u>	<u>'12</u>	<u>'11</u>
Orlando/Daytona	12.0%	8.8%
Tampa/St. Pete	10.9	12.2
Jacksonville/Brunswick	10.6	11.7
Miami/Ft. Laud	9.5	11.7
Atlanta	9.5	8.3
West Palm Beach	6.2	4.9
New York	4.0	N/A
Mobile/Pensacola	3.3	3.9
Thomasville	3.3	4.9
Ft. Meyers/Naples	3.3	N/A

<u>Top Area Activities</u>	<u>'12</u>	<u>'11</u>
Shopping	16.6%	19.0%
Sporting Event	16.6	18.5
Special Events	6.0	N/A
Nature-Based Activities	5.1	2.0
Museums/Historical Sites	8.9	8.8
Performing Arts Activities	0.9	0.5
Other Activities	0.9	N/A

<u>Travel Mode</u>	<u>'12</u>	<u>'11</u>
Automobile/RV	60.2%	62.0%
Air Service	39.8	37.6
Motor Coach	0.0	0.5

<u>Primary Reason for Visit To Tallahassee</u>	<u>'12</u>	<u>'11</u>
Business	100.0%	100.0%

<u>Key Visitor Issues</u>	<u>'12</u>	<u>'11</u>
<i>(Rated on scale from 1-10)</i>		
Level of Service	8.3	8.2
Overall Quality	7.9	7.9
Value for the Dollar	7.6	7.7
General Environment	7.7	7.4
Signs and Directions	7.4	7.4
Ground Transportation	7.2	7.1
Variety of Activities	6.9	6.7

<u>Stayed Overnight In Tallahassee?</u>	<u>'12</u>	<u>'11</u>
Hotel/Motel	78.1%	78.5%
Private Home	8.4	6.8
No Overnight	12.8	11.7
Condominium	0.7	2.9

<u>Was Tallahassee Your Primary Destination?</u>	<u>'12</u>	<u>'11</u>
Yes	85.8%	89.8%
No	13.1	10.2

<u>Survey Intercept Sites</u>	<u>'12</u>	<u>'11</u>
Hotel	47.4%	41.0%
Restaurant	17.2	17.6
Airport	14.6	14.6
Store/Business	4.7	N/A
Campus	3.3	11.2
Capitol	3.3	1.0
Downtown	2.9	1.5
Mall	2.6	3.4
Parks	1.8	3.7

<u>How would you describe Tallahassee to others based upon this visit?</u>	<u>'12</u>	<u>'11</u>
Beautiful	22.8%	22.5%
College Town	20.6	18.8
Capitol	19.3	18.1
Quiet Town	8.8	6.9
Small Town	6.1	8.8
Nice People	6.1	8.8
Environment	5.7	4.4
History	4.4	6.3

<u>What Did You Enjoy Most About This Trip?</u>	<u>'12</u>	<u>'11</u>
Dining/Food	15.4%	16.8%
Weather/Climate	10.4	7.3
People/Services	10.0	12.8
Scenery/Atmosphere	8.7	N/A
Visiting Friends/Rel	8.7	5.6
Work/Business	8.3	8.4
Accommodations	7.9	5.6
Access/Transportation	7.1	7.8

<u>Education</u>	<u>'12 Total</u>	<u>Income</u>	<u>'12 Total</u>	<u>Marital Status</u>	<u>'12 Total</u>	<u>Ethnicity</u>	<u>'12 Total</u>	<u>Gender</u>	<u>'12 Total</u>
College Graduate	54.2%	\$80,000 or More	53.8%	Married	64.1%	Caucasian	79.0%	Male	70.8%
Post Graduate Degree	28.9	\$50,000-\$79,999	23.8	Single	31.5	African American	10.7	Female	28.5
Some College	8.4	20,000-\$49,999	8.8	Window/Divorced	4.4	Hispanic	3.7		
High School/Some H.S.	7.0	Under \$20,000	0.7			Asian	4.8		
Technical School	1.5	N/A	12.8			Other	1.8		

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

FRIENDS/RELATIVES  
SAMPLE SIZE

2012    2011  
623        492

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$325.78	2.40	1.99	59.4%	66.6%	4.5	96.3%
2011	\$246.93	2.7	2.0	n/a	71.7	4.4	94.2

Top Visitor Origins	'12	'11
Miami/Ft. Laud	16.7%	12.0%
Tampa/St. Pete	15.4	15.0
Orlando/Daytona	12.0	13.2
Jacksonville/Brun	10.3	8.0
West Palm Beach	9.6	7.2
Mobile/Pensacola	5.1	N/A
Atlanta	4.7	7.2
Ft. Meyers/Naples	3.7	N/A
Thomasville	3.5	5.0
Gainesville	2.1	N/A

Top Area Activities	'12	'11
Shopping	46.3%	43.6%
Sporting Event	45.4	39.7
Nature-Based Activities	14.1	10.2
Museums/Historical Sites	8.6	10.7
Special Event	8.3	N/A
Performing Arts Activities	3.3	2.2
Other Activities	8.5	N/A

Travel Mode	'12	'11
Automobile	82.7%	83.0%
Air Service	16.2	16.2
Motor Coach	1.1	0.7

Primary Reason for Visit To Tallahassee	'12	'11
Visit Friends/Relatives	100.0%	100.0%

Key Visitor Issues (Rated on scale from 1-10)	'12	'11
Level of Service	8.2	8.1
Value for the Dollar	7.6	7.4
Overall Quality	7.9	7.6
General Environment	7.5	7.4
Signage and Directions	7.2	7.3
Variety of Activities	7.2	6.8
Ground Transportation	7.0	6.7

Stayed Overnight In Tallahassee?	'12	'11
Private Home	53.8%	61.3%
Hotel/Motel	41.9	31.9
No Overnight	3.7	5.7
Condominium	0.5	0.0
Campground/RV	0.0	1.0

Was Tallahassee Your Primary Destination?	'12	'11
Yes	92.5%	91.5%
No	7.4	8.5

Survey Intercept Sites	'12	'11
Hotel	24.6%	15.7%
Restaurant	23.1	21.7
Campus	11.7	18.2
Store/Business	9.1	N/A
Downtown	6.4	6.5
Airport	5.6	5.7
Mall	4.7	7.5
Parks	4.3	5.7
Private Home/Apt.	4.0	4.2
Museum	2.4	9.5
Festival/Event	2.2	N/A

How would you describe Tallahassee to others based upon this visit?	'12	'11
College Town	27.3%	47.4%
Beautiful	22.4	12.4
Nice People	8.1	8.8
Small Town	7.4	7.2
Football	6.1	7.2
Capitol	5.6	3.9
Quiet	5.2	N/A
Environmental	4.9	4.2

What Did You Enjoy Most About This Trip?	'12	'11
Visiting Friends	47.9%	59.9%
Sporting Activity	10.8	8.3
Campus	8.8	5.4
Nightlife	6.7	3.0
Scenery/Atmosphere	4.9	4.6
Dining/Food	4.0	4.0
Weather/Climate	3.9	5.6
Malls/Shopping	2.9	N/A

Education	'12 Total	Income	'12 Total	Marital Status	'12 Total	Ethnicity	'12 Total	Gender	'12 Total
College Graduate	48.2%	\$80,000 or More	42.4%	Married	51.6%	Caucasian	79.6%	Female	55.7%
Some College	22.2	\$50,000-\$79,999	16.2	Single	42.3	Hispanic	9.3	Male	44.3
Post Graduate Degree	17.2	20,000-\$49,999	14.5	Window/Divorced	6.1	African American	8.0		
High School/Some H.S	8.1	Under \$20,000	13.7			Asian	1.8		
Technical School	4.2	N/A	13.2			Other	1.3		

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

LEISURE/PLEASURE  
SAMPLE SIZE

2012 439  
2011 706

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$321.69	1.96	2.49	58.7%	61.3%	4.5	85.6%
2011	\$346.14	1.6	2.8	n/a	59.2	4.2	80.1

Top Visitor Origins		
	'12	'11
Tampa/St. Pete	21.6%	20.4%
Jacksonville	15.5	11.1
Orlando/Daytona	11.4	11.9
Miami/Ft. Laud	8.7	9.8
Thomasville	8.0	7.8
Mobile/Pensacola	4.3	3.6
Panama City	3.9	N/A
West Palm Beach	3.6	7.0
Atlanta	3.2	4.7
Ft. Meyers/Naples	3.0	N/A
Gainesville	2.5	N/A

Top Area Activities		
	'12	'11
Sporting Event	47.4%	44.2%
Shopping	35.7	21.4
Museums/ Historical Sites	14.1	7.7
Nature-Based Activities	12.0	4.7
Performing Arts Activities	3.1	1.6
Special Events	6.1	N/A
Other Activities	5.0	N/A

Travel Mode		
	'12	'11
Automobile	87.0%	87.8%
Air Service	10.5	11.1
Motor Coach	2.5	0.8
Other	0.0	0.0

Primary Reason for Visit To Tallahassee		
	'12	'11
Leisure/Pleasure	100.0%	100.0%

Key Visitor Issues		
(Rated on scale from 1-10)	'12	'11
Level of Service	8.1	8.1
General Environment	7.7	7.7
Overall Quality	8.0	8.0
Signage and Directions	7.1	7.1
Value for the Dollar	7.4	7.4
Variety of Activities	7.3	7.3
Ground Transportation	6.9	6.9

Stayed Overnight In Tallahassee?		
	'12	'11
Hotel/Motel	51.9%	51.7%
Private Home	31.7	26.4
No Overnight	14.4	19.9
Condominium	1.1	0.5
Campground/RV	0.9	1.5

Was Tallahassee Your Primary Destination?		
	'12	'11
Yes	90.2%	90.5%
No	9.8	9.5

Survey Intercept Sites		
	'12	'11
Hotel	23.9%	8.3%
Restaurant	21.4	11.9
Campus	21.0	63.3
Store/Business	5.9	1.3
Mall	4.8	2.4
Private Home/Apt	4.1	1.0
Parks	3.9	N/A
Downtown	3.4	1.3
Airport	3.4	2.6
Museum	3.4	2.9
Capital	0.9	1.0
Civic Center	0.2	N/A

How would you describe Tallahassee to others based upon this visit?		
	'12	'11
College Town	30.9%	43.3%
Beautiful	23.2	13.3
Nice People	7.4	2.1
Football	6.8	13.3
Small Town	6.0	4.6
Environment	5.5	6.0
Capitol	4.9	5.6
Quiet	4.1	4.6

What Did You Enjoy Most About This Trip?		
	'12	'11
Visiting Friends	20.9%	11.9%
Campus	17.5	32.6
Sporting Activity	15.0	29.3
Dining/Food	7.1	1.6
Nightlife	6.2	2.7
Scenery/Atmosphere	6.2	6.4
Festival/Event	1.5	N/A
Other	0.2	N/A

Education		Income		Marital Status		Ethnicity		Gender	
	'12 Total		'12 Total		'12 Total		'12 Total		'12 Total
College Graduate	44.1%	\$80,000 or More	35.2%	Married	54.3%	Caucasian	81.1%	Male	61.3%
Some College	24.4	\$50,000-\$79,999	21.9	Single	40.6	African American	9.8	Female	38.7
Post Graduate Degree	17.1	20,000-\$49,999	11.9	Window/Divorced	5.0	Hispanic	5.5		
High School/Some H.S	12.1	Under \$20,000	14.6			Asian	3.2		
Technical School	2.3	N/A	16.4			Other	0.5		

**2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)**

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$287.81	2.17	2.42	45.0%	51.0%	3.1	96.0%
2011	\$248.20	2.7	2.0	n/a	60.2	3.9	91.8

<u>Top Visitor Origins</u>		
	'12	'11
Tampa/St. Pete	18.0%	16.4%
Miami/Ft. Laud	13.0	11.0
Jacksonville	9.0	6.8
Atlanta	8.0	6.8
West Palm Beach	8.0	12.3
Orlando/Daytona	6.0	8.2
Thomasville	5.0	8.2
Gainesville	5.0	N/A

<u>Top Area Activities</u>		
	'12	'11
Shopping	24.4%	21.9%
Museums/ Historical Sites	22.1	12.3
Sporting Event	14.0	6.8
Nature-Based Activities	9.3	4.1
Special Events	7.0	N/A
Performing Arts Activities	0.0	0.0
Other Activities	5.8	N/A

<u>Travel Mode</u>		
	'12	'11
Automobile	59.0%	74.0%
Air Service	39.0	23.3
Motor Coach	2.0	2.7

<u>Primary Reason for Visit To Tallahassee</u>		
	'12	'11
Conference/Meeting	100.0%	100.0%

<u>Key Visitor Issues</u>		
(Rated on scale from 1-10)	'12	'11
Level of Service	8.4	8.0
General Environment	7.6	7.2
Overall Quality	7.5	7.3
Signage and Directions	7.1	6.5
Value for the Dollar	7.5	7.0
Variety of Activities	6.7	5.8
Ground Transportation	6.7	6.8

<u>Stayed Overnight In Tallahassee?</u>		
	'12	'11
Hotel/Motel	79.0%	87.7%
Private Home	8.0	4.1
Condominium	7.0	0.0
No Overnight	3.0	19.9
Campground/RV	2.0	0.0

<u>Was Tallahassee Your Primary Destination?</u>		
	'12	'11
Yes	87.0%	97.3%
No	12.0	2.7

<u>Survey Intercept Sites</u>		
	'12	'11
Hotel	46.0%	47.9%
Campus	13.0	8.2
Restaurant	11.0	11.0
Airport	7.0	N/A
Mall	6.0	5.5
Parks	4.0	11.0
Downtown	2.0	6.8
Capital	2.0	N/A
Store/Business	2.0	N/A
Museum	2.0	2.7

<u>How would you describe Tallahassee to others based upon this visit?</u>		
	'12	'11
College Town	31.3%	36.7%
Beautiful	17.5	12.2
Small Town	13.8	6.1
Quiet	8.8	8.2
Nice People	7.5	8.2
Capital	6.3	6.1
Football	3.8	N/A

<u>What Did You Enjoy Most About This Trip?</u>		
	'12	'11
Visiting Friends	16.1%	N/A
Work/Business	12.9	15.4
Dining/Food	10.8	9.2
Weather/Climate	9.7	12.3
People/Service	6.5	13.8
Accommodations	6.5	N/A
Scenery/Atmosphere	5.4	6.2
Nightlife	5.4	6.2

<u>Education</u>		<u>Income</u>		<u>Marital Status</u>		<u>Ethnicity</u>		<u>Gender</u>	
	'12 Total		'12 Total		'12 Total		'12 Total		'12 Total
College Graduate	47.0%	\$80,000 or More	44.0%	Married	59.0%	Caucasian	79.0%	Male	69.0%
Post Graduate Degree	38.0	\$50,000-\$79,999	19.0	Single	36.0	Asian	10.0	Female	31.0
Some College	6.0	20,000-\$49,999	10.0	Window/Divorced	5.0	African American	9.0		
High School/Some H.S.	6.0	Under \$20,000	5.0			Hispanic	2.0		
Technical School	3.0	N/A	22.0						

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

COMMERCIAL LODGING 2012 2011  
 SAMPLE SIZE 803 832

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$388.16	2.19	2.10	52.8%	59.7%	4.3	100.0%
2011	\$379.59	2.0	2.4	n/a	61.3	4.0	100.0

<u>Top Visitor Origins</u>		
	'12	'11
Tampa/St. Pete	16.6%	18.2%
Miami/Ft. Laud	12.2	11.9
Orlando/Daytona	12.1	10.8
Jacksonville/Bruns	10.1	9.6
West Palm Beach	7.5	7.5
Atlanta	7.0	7.9
Ft. Meyers/Naples	4.5	2.6
Mobile/Pensacola	4.2	4.5

<u>Top Area Activities</u>		
	'12	'11
Sporting Event	36.8%	34.6%
Shopping	36.3	25.9
Museum/Historical Sites	11.6	8.9
Nature-Based Activities	10.2	4.9
Special Event	7.2	N/A
Performing Arts	1.6	0.7
Other Activities	5.6	N/A

<u>Travel Mode</u>		
	'12	'11
Automobile/RV	75.3%	77.7%
Air Service	23.2	21.7
Motor Coach	1.4	0.6
Other	0.1	0.0

<u>Primary Reason for Visit To Tallahassee</u>		
	'12	'11
Friends/Relatives	32.9%	18.4%
Leisure/Pleasure	29.0	45.5
Business	26.9	23.1
Conference/Meeting	10.7	9.2
Other	0.4	3.7

<u>Key Visitor Issues</u>		
(Rated on scale from 1-10)	'12	'11
Level of Service	8.3	8.1
Overall Quality	7.9	7.7
General Environment	7.6	7.4
Value for the Dollar	7.5	7.4
Signage and Directions	7.3	7.1
Variety of Activities	7.1	6.6
Ground Transportation	7.0	6.8

<u>Stayed Overnight In Tallahassee?</u>		
	'12	'11
Hotel/Motel	97.9%	100.0%
Condominium	2.1	0.0

<u>Was Tallahassee Your Primary Destination?</u>		
	'12	'11
Yes	90.3%	92.7%
No	9.3	7.3

<u>Survey Intercept Sites</u>		
	'12	'11
Hotel	51.3%	31.9%
Restaurant	11.5	13.6
Campus	9.2	34.1
Store/Business	5.6	N/A
Airport	5.5	3.4
Parks	4.0	2.6
Mall	3.6	2.9
Downtown	3.4	2.2
Capitol	2.0	2.6
Museum	1.7	3.2

<u>How would you describe Tallahassee to others based upon this visit?</u>		
	'12	'11
Beautiful	25.4%	14.1%
College Town	24.2	39.9
Capital	9.8	9.2
Nice People	8.2	5.5
Small Town	8.1	5.8
Quiet	5.5	6.0
Football	4.6	7.2
Environment	4.3	4.0

<u>What Did You Enjoy Most About This Trip?</u>		
	'12	'11
Visiting Friends	26.7%	17.3%
Campus	11.6	20.1
Sporting Activity	9.6	15.7
Dining/Food	8.3	5.9
Weather/Climate	7.6	7.2
Scenery/Atmosphere	6.9	5.6
People/Service	4.9	6.4
Accommodations	3.7	N/A

<u>Education</u>		<u>Income</u>		<u>Marital Status</u>		<u>Ethnicity</u>		<u>Gender</u>	
	'12 Total		'12 Total		'12 Total		'12 Total		'12 Total
College Graduate	54.1%	\$80,000 or More	54.4%	Married	68.3%	Caucasian	79.3%	Male	59.8%
Post Graduate Degree	26.7	\$50,000-\$79,999	22.2	Single	25.2	African American	9.3	Female	40.1
Some College	9.9	20,000-\$49,999	6.6	Window/Divorced	6.5	Hispanic	6.9		
High School/Some H.S.	5.5	Under \$20,000	5.1			Asian	3.8		
Technical School	3.7	N/A	13.6			Other	0.9		

# 2012 Tallahassee/Leon County Visitor Profile (Jan-Dec)

PRIVATE HOME  
SAMPLE SIZE

2012 2011  
505 519

Date	Expenditures Per Party	Avg. Nights Spent	Average Party Size	% Likely to Return in 6 mos.	% Likely to Return in 12 mos.	Number of Visits In Past 2 Years	% Stayed Overnight
2012	\$234.77	2.73	2.01	58.8%	62.7%	4.4	100.0%
2011	\$237.29	2.8	2.2	n/a	71.1	4.3	100.0

Top Visitor Origins		
	'12	'11
Tampa/St. Pete	18.0%	17.4%
Miami/Ft. Laud	15.2	11.0
Jacksonville/Brun	14.9	9.4
Orlando/Daytona	11.7	13.5
West Palm Beach	7.1	8.7
Mobile/Pensacola	5.1	2.5

Top Area Activities		
	'12	'11
Sporting Event	44.4%	46.4%
Shopping	39.3	38.6
Nature-Based Activities	15.1	8.0
Museums/Historical Sites	12.3	9.9
Special Event	6.9	N/A
Performing Arts Activities	3.6	3.2
Other Activities	7.1	N/A

Travel Mode		
	'12	'11
Automobile/RV	82.8%	86.7%
Air Service	15.4	11.7
Motor Coach	1.8	0.9

Primary Reason for Visit To Tallahassee		
	'12	'11
Friends/Relatives	66.3%	56.4%
Leisure/Pleasure	27.5	37.2
Business	4.6	3.2
Conference/Meeting	1.6	0.7
Other	0.0	2.5

Key Visitor Issues		
(Rated on scale from 1-10)	'12	'11
Level of Service	8.0	8.0
Overall Quality	7.8	7.8
Value for the Dollar	7.6	7.2
General Environment	7.5	7.5
Signage and Directions	7.0	7.2
Variety of Activities	7.1	6.9
Ground Transportation	6.8	6.7

Stayed Overnight In Tallahassee?		
	'12	'11
Private Home	100.0%	100.0%

Was Tallahassee Your Primary Destination?		
	'12	'11
Yes	93.9%	95.6%
No	6.1	4.4

What Did You Enjoy Most About This Trip?		
	'12	'11
Visiting Friends	39.2%	44.9%
Nightlife	11.3	3.6
Sporting Activity	9.6	19.4
Campus	9.0	10.4
Scenery/Atmosphere	5.0	5.8
Dining/Food	4.4	3.4
Weather/Climate	3.3	3.2
Mall/Shopping	3.1	N/A
People/Service	2.9	1.7

Survey Intercept Sites		
	'12	'11
Restaurant	33.7%	20.9%
Campus	18.8	35.3
Store/Business	7.7	N/A
Private Home/Apt	6.7	3.9
Mall	5.9	6.9
Downtown	5.5	5.0
Airport	5.1	4.8
Festival/Event	4.8	N/A
Parks	3.4	6.0
Hotel	3.0	N/A
Museum	3.0	7.8
Other	1.0	N/A

How would you describe Tallahassee to others based upon this visit?		
	'12	'11
College Town	33.6%	49.7%
Beautiful	17.4	11.8
Small Town	6.5	6.3
Quiet Town	6.3	3.0
Environment	6.3	4.4
Capitol	5.8	4.4
Football	5.8	8.5
Nice People	4.9	4.7

Education	'12 Total	Income	'12 Total	Marital Status	'12 Total	Ethnicity	'12 Total	Gender	'12 Total
College Graduate	41.5%	Under \$20,000	21.0%	Single	65.3%	Caucasian	81.3%	Male	52.1%
Some College	34.1	20,000-\$49,999	22.4	Married	31.3	African American	7.5	Female	47.9
Post Graduate Degree	9.5	\$50,000-\$79,999	14.1	Window/Divorced	3.4	Hispanic	6.7		
High School/Some H.S.	13.3	\$80,000 or More	26.6			Asian	3.0		
Technical School	1.6	N/A	15.9			Other	1.4		