

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

TOTAL VISITORS
SAMPLE SIZE

2013 **2012**
1598 **1450**

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
2013	\$335.03	2.34	2.10	48.7%	57.4%	4.0	94.1%
2012	\$313.15	2.19	2.11	56.3	62.1	4.6	90.8

Top Visitor Origins		
	'13	'12
Miami/Ft. Laud	15.4%	12.6%
Orlando/Daytona	11.9	11.4
Tampa/St. Pete	11.5	16.6
Jacksonville/Brunswick	9.5	11.9
Atlanta	6.0	5.3
West Palm Beach	4.8	7.0
Mobile/Pensacola	4.3	4.4
Talla/Thomasville	2.9	5.2
Ft. Meyers/Naples	1.2	3.3

Top Area Activities		
	'13	'12
Shopping	28.3%	36.3%
Sporting Event	24.1	38.8
Nature-Based Activities	10.4	11.4
Museums/Historical Sites	9.8	11.3
Special Events	9.3	7.0
Performing Arts Activities	4.6	2.6
Other Activities	20.3	6.0
(ex. Night life, church, etc.)		

Travel Mode		
	'13	'12
Automobile/RV	75.6%	77.9%
Air Service	23.0	20.6
Motor Coach	1.3	1.4

Primary Reason for Visit To Tallahassee		
	'13	'12
Friends/Relatives	36.8%	43.0%
Leisure/Pleasure	27.4	30.3
Business	21.5	18.9
Conference/Meeting	6.3	6.9
Other	8.0	0.9

Key Visitor Issues		
(Rated on scale from 1-10)	'13	'12
Level of Service	8.2	8.2
Overall Quality	7.8	7.9
General Environment	7.5	7.6
Value for the Dollar	7.6	7.6
Signs and Directions	7.3	7.2
Variety of Activities	6.8	7.1
Ground Transportation	6.9	7.0

Stayed Overnight In Tallahassee?		
	'13	'12
Hotel/Motel	50.5%	54.2%
Private Home	42.1	34.8
No Overnight	5.9	9.2
Condominium	0.8	1.2
Campground/RV	0.7	0.4

Was Tallahassee Your Primary Destination?		
	'13	'12
Yes	90.5%	89.9%
No	8.9	9.7

How would you describe Tallahassee to others based upon this visit?		
	'13	'12
College Town	49.6%	27.4%
Beautiful	10.9	22.2
Small Town	10.1	7.1
Environmental Friendly	5.8	4.8
Quiet Town	4.4	5.8
Capitol	4.0	8.0
History	3.9	2.7
Nice People	3.7	7.5
Family	3.4	3.2

What Did You Enjoy Most About This Trip?		
	'13	'12
Visiting Friends	27.7%	30.3%
Sporting Activity	8.6	10.2
Campus	8.5	10.2
Scenery/Atmosphere	8.1	5.9
Dining/Food	7.9	7.6
People/Service	6.4	4.0
Weather/Climate	5.8	5.7
Nightlife	4.6	5.6
Parks/Nature-based	3.3	2.2
Accommodations	2.9	2.2

Survey Intercept Sites		
	'13	'12
Hotel	21.1%	29.9%
Restaurant	21.1	20.6
Campus	13.7	12.9
Mall	6.9	4.5
Store/Business	6.7	6.8
Airport	6.6	6.8
Priv Home/Apt	5.4	3.2
Parks	2.8	3.7
Downtown	2.5	4.7
Civic Center	2.1	0.5
Museum	2.1	2.3
Bus Station	0.9	0.1
Capitol	0.9	1.4

Education		Income		Marital Status		Ethnicity		Gender	
	'13 Total		'13 Total		'13 Total		'13 Total		'13 Total
College Graduate	50.5%	\$80,000 or More	34.7%	Married	47.2%	Caucasian	73.0%	Male	55.0%
Some College	24.4	\$50,000-\$79,999	17.3	Single	47.2	Hispanic	14.6	Female	45.0
Post Graduate Degree	18.0	20,000-\$49,999	14.0	Window/Divorced	5.6	African American	9.2		
High School/Some H.S.	6.0	Under \$20,000	12.5			Asian	2.2		
Technical School	1.1	N/A	21.5			Other	1.0		

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

**BUSINESS VISITORS
SAMPLE SIZE**

**2013
342** **2012
274**

<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>
2013	\$315.92	2.47	1.41	52.5%	56.4%	4.3	96.8%
2012	\$288.43	2.18	1.64	49.6	57.1	5.3	87.2

<u>Top Visitor Origins</u>	<u>'13</u>	<u>'12</u>
Miami/Ft. Laud	14.0%	9.5%
Orlando/Daytona	10.2	12.0
Jacksonville/Brun	9.9	10.6
Tampa/St. Pete	9.1	10.9
Atlanta	8.8	9.5
West Palm Beach	4.1	6.2
Mobile/Pensacola	3.5	3.3
Thomasville	3.2	3.3
Boston	2.6	1.5

<u>Top Area Activities</u>	<u>'13</u>	<u>'12</u>
Shopping	11.1%	16.6%
Sporting Event	7.6	16.6
Special Events	7.3	6.0
Nature-Based Activities	5.6	5.1
Museums/Historical Sites	6.7	8.9
Performing Arts Activities	3.2	0.9
Other Activities	15.0	0.9

<u>Travel Mode</u>	<u>'13</u>	<u>'12</u>
Automobile/RV	56.1%	60.2%
Air Service	42.4	39.8
Motor Coach	1.2	0.0

<u>Primary Reason for Visit To Tallahassee</u>	<u>'13</u>	<u>'12</u>
Business	100.0%	100.0%

<u>Key Visitor Issues</u> <small>(Rated on scale from 1-10)</small>	<u>'13</u>	<u>'12</u>
Level of Service	8.2	8.3
Overall Quality	7.6	7.9
Value for the Dollar	7.4	7.6
General Environment	7.2	7.7
Signs and Directions	7.2	7.4
Ground Transportation	7.0	7.2
Variety of Activities	6.4	6.9

<u>Stayed Overnight In Tallahassee?</u>	<u>'13</u>	<u>'12</u>
Hotel/Motel	85.9%	78.1%
Private Home	8.4	8.4
No Overnight	4.2	12.8
Condominium	1.5	0.7

<u>Was Tallahassee Your Primary Destination?</u>	<u>'13</u>	<u>'12</u>
Yes	88.0%	85.8%
No	10.2	13.1

<u>Survey Intercept Sites</u>	<u>'13</u>	<u>'12</u>
Hotel	38.3%	47.4%
Restaurant	17.7	17.2
Airport	13.6	14.6
Campus	10.3	3.3
Store/Business	5.0	4.7

<u>How would you describe Tallahassee to others based upon this visit?</u>	<u>'13</u>	<u>'12</u>
College Town	39.0%	20.6%
Small Town	11.3	6.1
Beautiful	9.9	22.8
Capitol	8.5	19.3
Environment	8.5	5.7
History	8.0	4.4
Nice People	6.1	6.1
Quiet Town	5.2	8.8

<u>What Did You Enjoy Most About This Trip?</u>	<u>'13</u>	<u>'12</u>
People/Services	15.9%	10.0%
Weather/Climate	13.5	10.4
Scenery/Atmosphere	10.8	8.7
Dining/Food	10.1	15.4
Accommodations	8.4	7.9
Visiting Friends/Rel	6.4	8.7
Work/Business	5.7	8.3
Campus	5.4	3.7

<u>Education</u>	<u>'13 Total</u>	<u>Income</u>	<u>'13 Total</u>	<u>Marital Status</u>	<u>'13 Total</u>	<u>Ethnicity</u>	<u>'13 Total</u>	<u>Gender</u>	<u>'13 Total</u>
College Graduate	60.5%	\$80,000 or More	48.5%	Married	53.5%	Caucasian	72.2%	Male	72.8%
Post Graduate Degree	26.0	\$50,000-\$79,999	16.7	Single	40.1	Hispanic	13.1	Female	27.2
Some College	9.6	20,000-\$49,999	10.7	Window/Divorced	6.4	African American	11.6		
High School/Some H.S.	3.0	Under \$20,000	4.4			Asian	2.4		
Technical School	0.9	N/A	19.8			Other	0.6		

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

FRIENDS/RELATIVES
SAMPLE SIZE

2013 2012
585 623

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
2013	\$304.54	2.55	1.95	51.9%	61.6%	3.9	97.4%
2012	\$325.78	2.40	1.99	59.4	66.6	4.5	96.3

<u>Top Visitor Origins</u>		
	'13	'12
Miami/Ft. Laud	14.2%	16.7%
Orlando/Daytona	13.9	12.0
Jacksonville/Brunswick	12.3	10.3
Tampa/St. Pete	12.2	15.4
West Palm Beach	5.6	9.6
Mobile/Pensacola	4.8	5.1
Atlanta	4.5	4.7
Gainesville	2.6	2.1

<u>Top Area Activities</u>		
	'13	'12
Shopping	45.5%	46.3%
Sporting Event	18.9	45.4
Nature-Based Activities	14.1	14.1
Special Event	12.2	8.3
Museums/Historical Sites	12.4	8.6
Performing Arts Activities	2.7	3.3
Other Activities	25.7	8.5

<u>Travel Mode</u>		
	'13	'12
Automobile	81.6%	82.7%
Air Service	17.7	16.2
Motor Coach	0.7	1.1

<u>Primary Reason for Visit To Tallahassee</u>		
	'13	'12
Visit Friends/Relatives	100.0%	100.0%

<u>Key Visitor Issues</u>		
(Rated on scale from 1-10)	'13	'12
Level of Service	8.1	8.2
Value for the Dollar	7.5	7.6
Overall Quality	7.7	7.9
General Environment	7.4	7.5
Signage and Directions	7.2	7.2
Variety of Activities	6.7	7.2
Ground Transportation	6.7	7.0

<u>Stayed Overnight In Tallahassee?</u>		
	'13	'12
Private Home	66.6%	53.8%
Hotel/Motel	29.9	41.9
No Overnight	2.6	3.7
Campground/RV	0.7	0.0
Condominium	0.2	0.5

<u>Was Tallahassee Your Primary Destination?</u>		
	'13	'12
Yes	93.8%	92.5%
No	6.2	7.4

<u>Survey Intercept Sites</u>		
	'13	'12
Restaurant	26.1%	23.1%
Hotel	13.9	24.6
Campus	11.5	11.7
Private Home/Apt.	9.6	4.0
Mall	9.2	4.7
Store/Business	7.1	9.1
Airport	4.0	5.6
Parks	3.8	4.3
Museum	3.3	2.4
Other	6.4	0.6

<u>How would you describe Tallahassee to others based upon this visit?</u>		
	'13	'12
College Town	53.7%	27.3%
Beautiful	13.3	22.4
Small Town	9.7	7.4
Environmental	6.1	4.9
Quite	5.6	5.2
Family	2.6	4.5
History	2.6	2.9
Nice People	2.3	8.1

<u>What Did You Enjoy Most About This Trip?</u>		
	'13	'12
Visiting Friends	51.5%	47.9%
Scenery/Atmosphere	7.6	4.9
Nightlife	6.5	6.7
Campus	6.2	8.8
Dining/Food	5.8	4.0
Parks/Nature Based	4.5	1.9
Weather/Climate	4.0	3.9
Sporting Activity	3.1	10.8

<u>Education</u>		<u>Income</u>		<u>Marital Status</u>		<u>Ethnicity</u>		<u>Gender</u>	
	'13 Total		'13 Total		'13 Total		'13 Total		'13 Total
College Graduate	46.1%	\$80,000 or More	30.9%	Single	51.8%	Caucasian	73.9%	Female	57.2%
Some College	32.4	\$50,000-\$79,999	15.8	Married	40.7	Hispanic	14.0	Male	42.8
Post Graduate Degree	14.2	20,000-\$49,999	16.1	Window/Divorced	7.5	African American	8.6		
High School/Some H.S	5.1	Under \$20,000	13.4			Asian	2.1		
Technical School	2.1	N/A	23.8						

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

LEISURE/PLEASURE
SAMPLE SIZE

2013 2012
436 439

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
2013	\$440.54	2.17	2.47	46.9%	57.5%	4.3	92.6%
2012	\$321.69	1.96	2.49	58.7	61.3	4.5	85.6

Top Visitor Origins		
	'13	'12
Miami/Ft. Laud	20.0%	8.7%
Orlando/Daytona	11.5	11.4
Tampa/St. Pete	10.1	21.6
Jacksonville	6.9	15.5
Atlanta	5.8	3.2
Thomasville	5.3	8.0
West Palm Beach	4.8	3.6
Mobile/Pensacola	3.9	4.3
Gainesville	2.5	2.5

Top Area Activities		
	'13	'12
Sporting Event	46.8%	47.4%
Shopping	25.9	35.7
Nature-Based Activities	12.4	12.0
Performing Arts Activities	8.7	3.1
Museums/ Historical Sites	8.5	14.1
Special Events	8.3	6.1
Other Activities	18.8	5.0

Travel Mode		
	'13	'12
Automobile	85.3%	87.0%
Air Service	11.9	10.5
Motor Coach	2.6	2.5
Other	0.2	0.0

Primary Reason for Visit To Tallahassee		
	'13	'12
Leisure/Pleasure	100.0%	100.0%

Key Visitor Issues		
(Rated on scale from 1-10)	'13	'12
Level of Service	8.3	8.1
General Environment	7.9	7.7
Overall Quality	8.0	8.0
Signage and Directions	7.4	7.1
Value for the Dollar	7.8	7.4
Variety of Activities	7.3	7.3
Ground Transportation	7.0	6.9

Stayed Overnight In Tallahassee?		
	'13	'12
Private Home	49.3%	31.7%
Hotel/Motel	40.0	51.9
No Overnight	7.4	14.4
Condominium	1.7	1.1
Campground/RV	1.7	0.9

Was Tallahassee Your Primary Destination?		
	'13	'12
Yes	90.4%	90.2%
No	8.9	9.8

Survey Intercept Sites		
	'13	'12
Restaurant	18.6%	21.4%
Hotel	16.9	23.9
Campus	15.0	21.0
Mall	8.7	4.8
Store/Business	7.7	5.9
Downtown	6.1	3.4
Private Home/Apt	5.3	4.1
Civic Center	4.4	0.2
Airport	3.4	3.4
Parks	2.2	3.9
Museum	1.7	3.4
Capital	1.0	0.9

How would you describe Tallahassee to others based upon this visit?		
	'13	'12
College Town	49.5%	30.9%
Small Town	10.3	6.0
Beautiful	8.2	23.2
Family	6.4	3.3
Football	5.7	6.8
Environment	4.3	5.5
Nice People	3.6	7.4
History	3.6	1.4

What Did You Enjoy Most About This Trip?		
	'13	'12
Visiting Friends	20.7%	20.9%
Sporting Activity	20.4	15.0
Campus	10.6	17.5
Dining/Food	6.7	7.1
Nightlife	5.9	6.2
Scenery/Atmosphere	5.9	6.2
Other	5.4	0.2
Festival/Event	4.4	1.5

Education		Income		Marital Status		Ethnicity		Gender	
	'13 Total		'13 Total		'13 Total		'13 Total		'13 Total
College Graduate	50.2%	\$80,000 or More	25.2%	Married	47.4%	Caucasian	73.8%	Male	58.9%
Some College	29.5	\$50,000-\$79,999	17.3	Single	50.2	Hispanic	15.7	Female	41.1
Post Graduate Degree	12.0	20,000-\$49,999	16.5	Window/Divorced	2.4	African American	9.5		
High School/Some H.S.	7.6	Under \$20,000	18.3			Asian	0.7		
Technical School	0.7	N/A	22.8						

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

CONFERENCE/MEETING 2013 2012
 SAMPLE SIZE 101 100

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
2013	\$305.42	2.25	2.35	24.7%	41.6%	2.2	96.0%
2012	\$287.81	2.17	2.42	45.0	51.0	3.1	96.0

Top Visitor Origins '13 '12		
Tampa/St. Pete	21.7%	18.0%
Atlanta	14.9	8.0
Orlando/Daytona	9.9	6.0
Miami/Ft. Laud	9.9	13.0
Jacksonville	4.0	9.0
Washington, D.C.	3.0	3.0
Los Angeles	3.0	0.0
New Orleans	3.0	0.0
Dallas	3.0	0.0

Top Area Activities '13 '12		
Shopping	10.9%	24.4%
Special Events	8.9	7.0
Museums/ Historical Sites	7.9	22.1
Nature-Based Activities	4.0	9.3
Sporting Event	3.0	14.0
Performing Arts Activities	1.0	0.0
Other Activities	14.9	5.8

Travel Mode '13 '12		
Air Service	55.0%	39.0%
Automobile	44.0	59.0
Motor Coach	1.0	2.0

Primary Reason for Visit To Tallahassee '13 '12		
Conference/Meeting	100.0%	100.0%

Key Visitor Issues (Rated on scale from 1-10) '13 '12		
Level of Service	8.4	8.4
General Environment	7.4	7.6
Overall Quality	7.8	7.5
Signage and Directions	7.4	7.1
Value for the Dollar	7.6	7.5
Variety of Activities	6.8	6.7
Ground Transportation	7.5	6.7

Stayed Overnight In Tallahassee? '13 '12		
Hotel/Motel	93.9%	79.0%
Private Home	2.0	8.0
No Overnight	4.0	3.0

Was Tallahassee Your Primary Destination? '13 '12		
Yes	94.0%	87.0%
No	6.0	12.0

Survey Intercept Sites '13 '12		
Hotel	31.0%	46.0%
Airport	16.0	7.0
Restaurant	16.0	11.0
Downtown	6.0	2.0
Mall	5.0	6.0
Campus	5.0	13.0
Civic Center	3.0	1.0
Parks	3.0	4.0
Capital	2.0	2.0
Store/Business	2.0	2.0
Private Home/Apt	1.0	1.0

How would you describe Tallahassee to others based upon this visit? '13 '12		
College Town	35.8%	31.3%
Small Town	20.8	13.8
Beautiful	13.2	17.5
Capital	13.2	6.3
Environment	7.5	0.0
Quiet	3.8	8.8

What Did You Enjoy Most About This Trip? '13 '12		
Dining/Food	17.9%	10.8%
Weather/Climate	11.9	9.7
People/Service	10.7	6.5
Downtown	9.5	3.2
Accommodations	9.5	6.5
Scenery/Atmosphere	8.3	5.4
Campus	7.1	4.3
Other	6.0	1.1

Education '13 Total		Income '13 Total		Marital Status '13 Total		Ethnicity '13 Total		Gender '13 Total	
College Graduate	50.0%	\$80,000 or More	56.0%	Married	62.2%	Caucasian	76.8%	Male	54.8%
Post Graduate Degree	43.0	\$50,000-\$79,999	26.0	Single	30.6	Hispanic	15.8	Female	45.2
Some College	6.0	20,000-\$49,999	7.0	Window/Divorced	7.1	African American	5.3		
High School/Some H.S.	1.0	Under \$20,000	1.0			Asian	2.1		
Technical School	0.0	N/A	10.0						

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

COMMERCIAL LODGING **2013** **2012**
 SAMPLE SIZE **795** **803**

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
2013	\$444.48	2.32	2.08	45.7%	52.5%	3.3	100.0%
2012	\$388.16	2.19	2.10	52.8	59.7	4.3	100.0

<u>Top Visitor Origins</u>		
	'13	'12
Miami/Ft. Laud	17.6%	12.2%
Tampa/St. Pete	12.1	16.6
Orlando/Daytona	11.6	12.1
Jacksonville/Brun	11.0	10.1
Atlanta	7.0	7.0
West Palm Beach	4.6	7.5
Mobile/Pensacola	4.3	4.2

<u>Top Area Activities</u>		
	'13	'12
Sporting Event	22.1%	36.8%
Shopping	21.6	36.3
Museum/Historical Sites	9.6	11.6
Special Event	8.8	7.2
Nature-Based Activities	7.1	10.2
Performing Arts	1.8	1.6
Other Activities	15.3	5.6

<u>Travel Mode</u>		
	'13	'12
Automobile/RV	68.4%	75.3%
Air Service	30.7	23.2
Motor Coach	0.8	1.4
Other	0.1	0.1

<u>Primary Reason for Visit To Tallahassee</u>		
	'13	'12
Business	36.7%	26.9%
Leisure/Pleasure	22.0	29.0
Friends/Relatives	21.7	32.9
Conference/Meeting	11.7	10.7
Other	7.8	0.4

<u>Key Visitor Issues</u>		
(Rated on scale from 1-10)	'13	'12
Level of Service	8.3	8.3
Overall Quality	7.9	7.9
General Environment	7.5	7.6
Value for the Dollar	7.5	7.5
Signage and Directions	7.4	7.3
Variety of Activities	6.8	7.1
Ground Transportation	7.0	7.0

<u>Stayed Overnight In Tallahassee?</u>		
	'13	'12
Hotel/Motel	98.4%	97.9%
Condominium	1.6	2.1

<u>Was Tallahassee Your Primary Destination?</u>		
	'13	'12
Yes	91.0%	90.3%
No	8.2	9.3

<u>Survey Intercept Sites</u>		
	'13	'12
Hotel	37.3%	51.3%
Restaurant	14.9	11.5
Campus	12.8	9.2
Airport	7.9	5.5
Mall	4.6	3.6
Store/Business	4.9	5.6
Downtown	2.7	3.4
Parks	2.6	4.0
Museum	2.4	1.7
Private Home/Apt.	1.7	0.7
Other	5.5	0.5

<u>How would you describe Tallahassee to others based upon this visit?</u>		
	'13	'12
College Town	43.2%	24.2%
Beautiful	11.7	25.4
Small Town	8.8	8.1
Environmental	7.8	4.3
Capital	6.5	9.8
History	5.0	3.3
Nice People	4.4	8.2
Family	4.2	2.9

<u>What Did You Enjoy Most About This Trip?</u>		
	'13	'12
Visiting Friends	18.9%	26.7%
People/Service	10.0	4.9
Dining/Food	9.4	8.3
Scenery/Atmosphere	8.5	6.9
Sporting Activity	8.0	9.6
Campus	8.0	11.6
Weather/Climate	7.5	7.6
Accommodations	5.7	3.7

<u>Education</u>		<u>Income</u>		<u>Marital Status</u>		<u>Ethnicity</u>		<u>Gender</u>	
	'13 Total		'13 Total		'13 Total		'13 Total		'13 Total
College Graduate	57.4%	\$80,000 or More	50.9%	Married	63.0%	Caucasian	75.8%	Male	57.7%
Post Graduate Degree	25.7	\$50,000-\$79,999	19.9	Single	30.6	Hispanic	12.5	Female	42.3
Some College	11.6	20,000-\$49,999	8.9	Window/Divorced	6.3	African American	9.4		
High School/Some H.S.	4.2	Under \$20,000	2.1			Asian	1.3		
Technical School	1.1	N/A	15.1						

2013 Tallahassee/Leon County Visitor Profile (Jan-Dec)

PRIVATE HOME
SAMPLE SIZE

2013 2012
651 505

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
2013	\$223.40	2.65	1.95	51.3%	63.1%	4.1	100.0%
2012	\$234.77	2.73	2.01	58.8	62.7	4.4	100.0

Top Visitor Origins		
	'13	'12
Miami/Ft. Laud	15.8%	15.2%
Orlando/Daytona	12.4	11.7
Jacksonville/Brun	12.1	14.9
Tampa/St. Pete	11.1	18.0
West Palm Beach	5.5	7.1
Atlanta	5.2	2.4

Top Area Activities		
	'13	'12
Shopping	36.7%	39.3%
Sporting Event	27.4	44.4
Nature-Based Activities	13.6	15.1
Special Event	10.9	6.9
Museums/Historical Sites	9.7	12.3
Performing Arts Activities	7.8	3.6
Other Activities	26.2	7.1

Travel Mode		
	'13	'12
Automobile/RV	83.0%	82.8%
Air Service	15.8	15.4
Motor Coach	1.1	1.8

Primary Reason for Visit To Tallahassee		
	'13	'12
Friends/Relatives	58.7%	66.3%
Leisure/Pleasure	31.7	27.5
Business	4.3	4.6
Conference/Meeting	0.3	1.6
Other	4.9	0.0

Key Visitor Issues		
(Rated on scale from 1-10)	'13	'12
Level of Service	8.0	8.0
Overall Quality	7.7	7.8
Value for the Dollar	7.5	7.6
General Environment	7.4	7.5
Signage and Directions	7.1	7.0
Variety of Activities	6.9	7.1
Ground Transportation	6.7	6.8

Stayed Overnight In Tallahassee?		
	'13	'12
Private Home	100.0%	100.0%

Was Tallahassee Your Primary Destination?		
	'13	'12
Yes	94.5%	93.9%
No	5.5	6.1

How would you describe Tallahassee to others based upon this visit?		
	'13	'12
College Town	56.4%	33.6%
Beautiful	10.3	17.4
Small Town	8.8	6.5
Quiet Town	6.3	6.3
Environment	4.9	6.3
Nice People	3.4	4.9
Family	2.7	3.9
History	2.7	2.3

What Did You Enjoy Most About This Trip?		
	'13	'12
Visiting Friends	40.8%	39.2%
Sporting Activity	8.9	9.6
Campus	8.6	9.0
Scenery/Atmosphere	8.6	5.0
Nightlife	8.2	11.3
Dining/Food	4.4	4.4
Parks/Nature Based	3.9	2.7
Weather/Climate	3.7	3.3
Festival/Event	3.4	2.1

Survey Intercept Sites		
	'13	'12
Restaurant	28.2%	33.7%
Campus	13.9	18.8
Private Home/Apt	10.6	6.7
Mall	9.8	5.9
Store/Business	9.8	7.7
Airport	4.6	5.1
Hotel	3.6	3.0
Parks	3.0	3.4
Civic Center	2.5	0.6
Museum	2.2	3.0
Downtown	2.2	5.5
Other	7.8	1.0

Education	'13 Total	Income	'13 Total	Marital Status	'13 Total	Ethnicity	'13 Total	Gender	'13 Total
College Graduate	41.8%	Under \$20,000	25.5%	Single	70.9%	Caucasian	69.1%	Male	53.1%
Some College	40.0	20,000-\$49,999	20.4	Married	24.3	Hispanic	17.4	Female	46.9
Post Graduate Degree	10.0	\$50,000-\$79,999	14.2	Window/Divorced	4.8	African American	9.5		
High School/Some H.S.	7.6	\$80,000 or More	15.1			Asian	3.0		
Technical School	0.6	N/A	24.8						