

2015-16 SEASON HIGHLIGHTS

SUCCESS AT HOME & AWAY

AWAY

We invited others to come say #iHeartTally, and look what happened.

- 1.** Leon County welcomed **6,400 visitors per day**
- 2.** That's more than **2.35 million visitors**
- 3.** Including **140,000 group visitors** who came for sporting events, training, and meetings
- 4.** The **average stay was 2.6 days**, with an average group size of 2.7 people
- 5.** And we drew visitors from **47 states** and **36 countries**

HOME

Even better, when those visitors came, look what it did for the community.

- 1.** They spent **\$2.4 million per day**
- 2.** For a total impact of **over \$863 million** on our local economy
- 3.** That includes **bed tax collections of \$5.3 million**—the seventh consecutive year revenue has grown
- 4.** There are **14,000 tourism-related jobs** in our area
- 5.** And according to VISIT FLORIDA, **every 85 additional visitors** means one more tourism job in the state

