

# BEYOND **TALLAHASSEE** MEASURE 2017 TOURISM YEAR IN REVIEW



\$895.8M

## **ECONOMIC IMPACT**



6.5%

Increase from  
Fiscal Year  
2016



2%  
INCREASE

2.35M

## **VISITORS**

4.8%

INCREASE  
IN JOBS  
CREATED



14,354  
Jobs that paid

\$351.7M  
in wages

## **JOBS**



County Sales Taxes  
Paid By Visitors.

\$16.7M

Taxes from visitors help pay for programs important to all Leon County residents including infrastructure, schools, environmental programs, public safety and arts and culture."

# CLOSER LOOK LEON COUNTY VISITORS



**2.5** Travel Party Size



**2.7** Nights Spent in Leon County



**95%** Will Return



**78%** Arrived by car



**64.25%** Married



**68.25%** Visitors from Florida



**89.25%** Visitors from the Southeast



**27%** First Time Visitors



**73.7%** Have college degree



**\$851** Average spending per travel party

## A Year-Round Destination Visitors By Quarters

Oct - Dec

Q1

**22.9%**

Jan - Mar

Q2

**28.2%**

Apr - Jun

Q3

**26.8%**

Jul - Sep

Q4

**22%**

## Direct Visitor Spending Benefits All

**\$115.7M**  
Accommodations

**\$148.4M**  
Restaurants

**\$88.1M**  
Retailers

**\$82.1M**  
Entertainment



Visit  
**Tallahassee**  
A Division of Leon County

Source: Economic Impact of Tourism Study, Fiscal Year 2017 (Downs & St. Germain Research)