2019 Visit Tallahassee
Tourism Year in Review

TOURISM ECONOMIC IMPACT

$1.04 BILLION

14.4% INCREASE FROM FY2018

2.44M VISITORS

3% INCREASE FROM FY2018

10.8% INCREASE IN JOBS FROM FY2018

16,150 Locals employed in tourism/hospitality

$414.5M in wages earned
Closer Look
Leon County Visitors

- 2.5 Travel Party Size
- 3.3 Nights Spent in Leon County
- 82% Will Return
- 79% Arrived by Car
- 65% Married
- 53% Visitors from Florida
- 79% Visitors from the Southeast
- 25% First Time Visitors
- 74% Have a College Degree
- $1,013 Average Spending per Travel Party

A Year-Round Destination
VISITORS BY QUARTER

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Oct - Dec</th>
<th>Jan - Mar</th>
<th>Apr - Jun</th>
<th>Jul - Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>23%</td>
<td>29%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Direct Visitor Spending Benefits All

- $145M Accommodations
- $158M Restaurants
- $120M Retailers
- $66M Entertainment

Source: Economic Impact of Tourism Study, Fiscal Year 2019 (Downs & St. Germain Research)