

# 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



Visit  
**Tallahassee**

Pretty. Unexpected.

# 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

Oct - Dec

**Q1**

**23%**

Jan - Mar

**Q2**

**29%**

Apr - Jun

**Q3**

**26%**

Jul - Sep

**Q4**

**22%**

## Direct Visitor Spending Benefits All

**\$145M**

Accommodations

**\$158M**

Restaurants

**\$120M**

Retailers

**\$66M**

Entertainment



Visit Tallahassee  
*Pretty. Unexpected.*

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