



OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: TOURISM DEVELOPMENT

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Mission Statement

To spearhead and coordinate the tourism-related marketing and management of the destination through the coordination of the hospitality industry, local governments and the business community to sustain and grow visitor spending and job creation in the Tallahassee region.

Strategic Initiatives/Support Highlights

Economy

- Hosted three major cross country events at Apalachee Regional Park in 2015: Florida High School Athletic Association State Championship, the Florida State University (FSU) Cross Country Invitational, and the NCAA Cross Country South Regional for a total of 9,500 visitors, generating 4,800 room nights and a direct visitor spending of \$3.7 million.
- Tourism related jobs now exceeds 15,000 in Leon County, 2.75 million annual visitors infused nearly \$963 million of economic impact into Leon County.
- Revamped the application process for special events and sports grants and developed a fully integrated, online application for the benefit of all applicants.

Quality of Life

- Produced the fourth-annual Capital Cuisine Restaurant Week & Concert Series with 29 local restaurants participating.
- Hosted “Spring On Stage”, a campaign that collectively promoted numerous special events including the Pink Floyd Experience, Wilco, the Beach Boys, and the first sell-out at the Capital City Amphitheater with the Avett Brothers.

Contact Us

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PROMOTING AND MARKETING FLORIDA’S CAPITAL REGION

- The division continues to build awareness for Leon County as a tourism destination with self-generated marketing programs and cooperative programs with local industry stakeholders in cooperation with VISIT FLORIDA, the Florida Restaurant & Lodging Association, the Council on Culture and Arts, Florida State University and Florida A&M University. Results include:
 - » Experienced increases in hotel tax collection in 14 of the past 18 months and set record monthly collections in 8 of the past 9 months.
 - » An increase in hotel occupancy of 2.6% year to date which included a record month with hotel occupancy of 72.6% during March 2015.
 - » An increase in hotel revenue of 8.8% through the first 3 Quarters of FY2015.
 - » An increase of 12% in Tourist Development Tax collections from October 2014 through June 2015 over record setting 2013-2014; final fiscal year collections are expected to be the fourth consecutive record year.
 - » Promoted Leon’s County’s outdoor recreation, culinary, African-American heritage, history and heritage and arts and culture amenities by hosting more than 30 journalists from travel and lifestyle publications in the US, the United Kingdom and Germany.
 - » Leveraged an additional \$835,000 million in advertising equivalency through earned media during the first six months of FY2015.
 - » 25% increase in traffic to both www.VisitTallahassee.com and www.Trailahassee.com as well as Twitter and Facebook followers.
 - » Consumers viewed more than 1.5 million pages of information on www.VisitTallahassee.com last year.



Capital City Amphitheater Concert Series

- » Generated over 51.1 million social media impression and collected 9,900 user-generated photos and videos through #IHeartTally.
- Produced the fourth-annual Capital Cuisine Restaurant Week & Concert Series with 29 local restaurants participating.
- Implemented the county’s first research trip for motor coach operators from throughout the Southeast.
- Produced and promoted four concerts at the Capital City Amphitheater including the Pink Floyd Experience, Wilco, the Beach Boys, and the first sell-out with the Avett Brothers.
- Developed a “Spring On Stage” campaign that collectively promoted numerous special events that helped achieve record hotel occupancy in March-May.



AAU Track and Field



Red Hills Horse Trials



- Assisted 162 groups with welcome materials representing 44,375 visitors and served 2,603 domestic visitors from 47 states and 789 international visitors from 36 countries at the Leon County Visitor Information Center from October 2014 - July 2015.

Demonstrating Highest Standards of Public Service

Trailhassee.com won an information technology achievement award from the National Association of Counties.



- Provided \$215,000 in grants to 98 groups to support special events and sporting events in Leon County during FY 2015.
- Provided the Council on Culture & Arts with a penny of Tourism Tax funds in excess of \$1,000,000 to be re-granted to various cultural organizations in Leon County with an additional ¼ penny to be used for capital and other cultural plan needs.
- Leon County hosted its award-winning Citizen Engagement Series session entitled, "Destination Leon County: Promoting Our Community, Attracting Visitors," offering citizens greater insight into its recent and continued success in attracting visitors to the Big Bend region.