



TOURISM DEVELOPMENT

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

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 cross country running events at Apalachee Regional Park including the FSU Invitational, FHSA Championships and the Atlantic Coast Conference Championship that brought 9,500 visitors, generating 4,500 room nights and a direct visitor spending of \$3.7 million.
- Tourism related jobs are now estimated to exceed 14,000 in Leon County supported by 2.3 million annual visitors who infused nearly \$863 million of economic impact into Leon County. Downs & St. Germain reported 13,659 jobs and \$840 million of economic impact in 2015.

Quality of Life

- Hosted “Spring On Stage”, a campaign that collectively promoted numerous special events, and major festivals such as the Red Hills International Horse Trials, Springtime Tallahassee, Word of South Festival, Southern Shakespeare Festival and LeMoyne Chair of Parks Art Festival.

Contact Us

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www.VisitTallahassee.com

PROMOTING AND MARKETING FLORIDA’S CAPITAL REGION

- Tourism 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.
- In 2016, tourism for the County resulted in \$863 million in economic impact, 2.35 million visitors from 47 states and 36 countries, and 14,012 jobs. In the past year, the following results were recorded:
 - » Showed increases in hotel occupancy and revenue for area hotels for the 12-month period through May 2016.
 - » Showed a record month in hotel occupancy of 72.1% during February, 2016.
 - » 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 while collaborating with 48 industry partners.
 - » Leveraged an additional \$767,000 in advertising equivalency through earned media during the first eight months of FY2016 with 72 million media impressions that included 4.0 million radio listeners and 36.0 million television viewers
 - » Generated more than 185 million advertising impressions, increased web site traffic by 20% and time on the site by 43%, increased Twitter followers by 20%, and Facebook followers by 22%.
 - » Consumers viewed more than 1.0 million pages of information on www.VisitTallahassee.com during the first eight months of FY 2016.
 - » Generated more than 2.7 million social media impressions during the first eight months of FY 2016.



Capital City Amphitheater Concert Series - Peter Frampton

- Produced and promoted seven concerts at the Capital City Amphitheater including O.A.R., indie-rock group Dawes, Grammy-award winning singer-songwriter Jason Isbell, Boz Scaggs, Grammy-nominated R&B singer-songwriter Tank, classic rocker Peter Frampton and two-time Grammy winner Alabama Shakes.
- Assisted 108 groups with welcome materials representing 12,644 visitors and served 2,078 domestic visitors from 47 states and 609 international visitors from 36 countries at the Leon County Visitor Information Center during the first eight months of 2016.
- Leon County Tourism awarded grants totaling \$466,022 to 103 local special, signature and sports events, all of which brought overnight visitors to the Capital County.
- Leon County supported 6 Signature events in the community including Springtime Tallahassee, Children’s Week, Market Days,



Red Hills Horse Trials, Word of South, and Florida Jazz and Blues Festival.

- Leon County's Apalachee Regional Park (ARP) was named 2016 "Venue of the Year" in mid-size markets by the Florida Sports Foundation. The foundation applauded ARP for the economic benefit it brought to the area when hosting local, state and national cross country events generating \$9.7 million in direct visitor spending between 2012 and 2015.
- Leon County secured ten major cross country events at the Apalachee Regional Park for the fall 2016 including the Amateur Athletic Union (AAU) National Championship and two USA Track & Field (USATF) National Championships.



Word of South Festival

Hotel bed-taxes, which fund the Leon County Division of Tourism Development (Visit Tallahassee) and all of the county's tourism promotion efforts, set a new record in 2015, generating more than \$5 million total or \$1 million in revenue per penny of tax. 2016 is on pace to meet or exceed this record setting mark.

- In addition to funding the County's marketing activities, Leon County Tourism invested \$1.25 million of bed tax funds in local cultural activities and programs through the Council on Culture and Arts (COCA) including the first cultural Facilities Matching Grant program.
- Leon County Tourism, along with Domi Station, hosted programmers, developers, designers and outdoor enthusiasts from around the region at a "hack-a-thon," which focused on creative insights and developing advances in technology that the County will use in expanding and improving Trailhassee.com.



Did You Know

In fall 2016, Leon County's Apalachee Regional Park will host nine major cross country events including three national championship meets. The meets are projected to attract 10,000 runners and nearly 21,000 visitors.

Demonstrating Highest Standards of Public Service

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Capital City Amphitheater Concert Series

