



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, February 6, 2025, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Vice Chair**
- II. Request for Additional Agenda Items – **Vice Chair**
- III. Public Comment
- IV. Items for Consent Approval – **Vice Chair**
 - November 7, 2024 Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2025 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
 - Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports (T3)
- V. General Business – **Vice Chair/Chair**
 - Nominations for and Appointment of FY25 TDC Chair
 - Downs & St. Germain Research Presentation: FY25 Q1 Economic Impact Report (T4)
 - Bicentennial Year-in-Review Presentation
 - Worlds Athletics Cross Country Championships Site-Visit Recap and Next Steps
 - Concert Update
 - Tallahassee Sports Council Update & 2nd Cycle Sports Event Grant Recommendations
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - Amtrak Station/Tourism Offices/Visitor Center Update
 - Snow Day Reel Highlights
 - 2026 Visitor Guide and Marketing Rollout Update
- VII. Additional Business: "For the Good of the Cause" – **Chair**

Next TDC Meeting:
Thursday, May 8, 2025, 9:00 A.M.
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, November 7, 2024, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

The Leon County Tourist Development Council met for a regular meeting with Vice Chair, County Commissioner Bill Proctor presiding. Council members present were City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Joshua Brock, Russell Daws, Matt Thompson, Emily Johnson-Truitt, Liaison Kathleen Spehar and Liaison Amanda Heidecker. Absent was Carolanne Savage.

Tourism Staff present: Kerri Post, Jon LaBarre, Scott Lindeman, Janet Roach, Bryan Smith, Wendy Halleck, Taylor Wheaton, Taylor Walker, Julie Trezek, Renee Jones, Vel Johnson, Bailey Geason, Shelby Bishop, Sydney Copstead (Intern), and Johnna Bowden (Intern).

Vice Chair Commissioner Bill Proctor called the meeting to order at 9:03 a.m.

Request for Additional Agenda Items: None

Public Comment: None

Consent: Vice Chair Proctor entertained a motion for approval for the three items of consent.

1. Meeting Minutes
2. Financial Reports: Division Budget FY 2024 YTD and the Tourism Development Tax Collections and Smith Travel Report
3. Marketing Communications and Agency Activity, Visitor Services, Meetings & Group Sales, and Sports Sales Staff Reports

Russell Daws moved, seconded by City Commissioner Richardson for approval of the items for Consent. The motion passed unanimously 7-0.

General Business: Vice Chair Proctor

Downs & St. Germain Research Presentation - FY24 Visitor Tracking and Tourism Economic Impact Report - Isiah Lewis presented an Economic Impact Report for FY24 Events and Visitor Tracking Study. Commissioner Williams-Cox inquired about the tracking of visitors with trade careers. Isiah will provide the full tracking of educational data collection in the report at the next meeting. Commissioner Proctor commented on the need for a conference center. Russell Daws inquired about hotel stratification analysis. Ms. Post stated none currently exists, but staff will develop one and share it with the TDC. Discussion ensued. Commissioner Proctor remarked on hotel rates during football season. Vice Chair Commissioner Proctor asked that Commissioner Williams-Cox continue to reach out to hotels for discussion about pricing and adding value.

FY 2025 Proposed TDC Meeting Date Schedule - Ms. Post proposed the TDC 2025 Meeting Dates for the TDC Board's consideration.

Emily Johnson-Truitt moved, seconded by City Commissioner Richardson for approval of the FY 2025 Proposed TDC meeting dates. The motion passed unanimously 7-0.

Nominations for FY25 TDC Chair - Commissioner Proctor asked for a motion for the nomination of FY25 TDC Chair be moved to the February 6, 2025, meeting agenda.

Commissioner Williams – Cox moved, seconded by City Commissioner Richardson for nomination of the Nomination for FY25 TDC Chair be moved to the February 6, 2025, meeting agenda. The motion passed unanimously 7-0.

Ms. Johnson-Truitt recommended the Council schedule a date sooner than the next scheduled meeting of February 6, 2025, to nominate and vote in the next TDC Chair. Tourism Staff will investigate scheduling a special meeting for the appointment vote prior to the February 6th meeting and will update the TDC members.

FY24 Tourism Strategic Priorities Presentation - Jon LaBarre presented updates on FY 2022 - FY 2026 Tourism Strategic Plan, "Bold Goal" to grow the tourism economic impact by generating \$5 Billion in economic impact over the next five (5) years. Vice-Chair Commissioner Proctor opened the floor for discussion regarding the Railroad Square District. Discussion ensued. Commissioner Williams - Cox abstaining from comment. Russell Daws asked for updates on the Art Incubator Space, Ms. Spehar indicated that an economic impact study had been done on the area but they still working on the plans.

Concert Update - Ms. Post representing Scott Carswell Presents provided updates on the upcoming T-Pain concert noting it will be a five-star homecoming event with video walls, firework displays and more. It is scheduled for November 10, 2024. Ms. Post also shared updates on the New Year's Eve celebration, "Countdown at Cascades"; and stated the spring lineup is under development and progressing in a timely manner. Commissioner Williams-Cox asked about the Jubilee's return, Ms. Post assured the Board the Jubilee would be returning in March.

Tallahassee Sports Council Updates - Amanda Heidecker reported that the TSC had their most recent meeting at the new Florida Sports Foundation Offices this week. Ms. Heidecker stated that the FSU Invitational and Pre-State Cross Country meets were postponed this year due to the hurricanes in Tallahassee and Tampa and the hotel demands for evacuees from the hurricanes. Ms. Heidecker stated that SWAC Cross Country Championship was very successful and FAMU took second place. Also, the FHSAA State Cross Country Championships are coming up next and they expect to bring a record number of people to the community. Ms. Heidecker gave updates on the hosting of the Worlds Cross Country Championships in January 2026. World Athletics staff will be coming from Monaco in January, and they will be doing a full site visit. There will be a Year-To-Go Kickoff event on January 11th, 2025, where we will reveal the 2026 World Athletics Cross Country Championships logo. Ms. Post added that Amanda Heidecker and Taylor Wheaton are co-chairing the World Championship event, which will be broadcast by NBC in the US, and broadcast internationally in 60+ countries.

COCA Updates - Kathleen Spehar provided updates on the launch of the Tallahassee Regional Music Collection. Ms. Spehar invited the Board members to attend the upcoming Bicentennial events, including a Bicentennial themed Photo Fest displayed at the Tallahassee International Airport. City Hall will be hosting the First Florida Capitol replica model until the end of the year. COCA's end of year report is published online. COCA continues working with FEMA and the State to support the arts community recovery efforts.

Executive Director's Report - Social Media Milestone Announcement - Ms. Post gave a shout out to the marketing team, and especially to Bryan Smith, Digital Content Manger, as the Visit Tallahassee Facebook page has reached over 100,000 followers making it the 4th largest following in the market.

Amtrak Station/Tourism Office/Visitor Center Update - Ms. Post shared a full replacement of the roof and trusses is needed to meet code and to keep the building on the National Register. The building is fully insured, but there is no time frame yet on when the building will be repaired and can be occupied.

Status Update on RFP's – Branding, Digital advertising/Marketing, PR & Research - Ms. Post presented updates on the Digital Advertising/Marketing and PR contract, which was awarded to The Zimmerman Agency. The Research contract was awarded to Downs & St. Germain Research. The RFP for Branding is with the review and evaluations committee and Ms. Post explained that this Branding is a new marketing campaign/creative platform.

Bicentennial Update - Ms. Johnson shared the event flyers and schedule for the November 9 & 10, 2024 Celebration, listing several events happening throughout the weekend capping off with the much-anticipated T-Pain concert and fireworks on Sunday night.

Bicentennial Reunion Program Economic Impact Report - Jon LaBarre presented the FY24 Reunion Program – Gather, Reconnect, Celebrate. The reunion program provided an estimated \$187,000 in economic impact, giving the program a 5:1 return on investment. The fifteen (16) participating reunions (14 family reunions, 2 class reunions) and welcomed over 2,000 attendees and 875 visitors to our community this summer. Each group received Bicentennial themed welcome bags and welcome signage at of the participating partner hotels. Thirteen (13) industry partners (10 hotels and 3 attractions) offered reunion special values as part of the program. Mr. LaBarre highlighted the modifications to be made for the continuation of the Reunion Program in FY2025, including starting to promote this month to accelerate and increase visibility for the program.

Additional Business: “For the Good of the Cause”

Commissioner Bill Proctor congratulated City Commissioner Richardson on winning his bid for re-election. Ms. Post announced the retirement of Aundra Bryant and invited the council to his luncheon. Ms. Post also announced the promotion of Scott Lindeman to Senior Marketing Director.

ADJOURN

There being no further additional business, Chairperson Commissioner Bill Proctor requested a motion for adjournment, Commissioner Richardson moved, seconded by Joshua Brock, the meeting adjourned at 11:08 a.m.

Attest: Commissioner Bill Proctor
Chairperson

Attested: Shelby Bishop

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending December, 2024

4-Cents Collections

	YTD	December	FY 2024/25		% Revenue	
Acct # REVENUES	Actuals	Actuals	Budget		Received	Variance
312100 Local Option Tax (4-cents) ¹	\$ 2,155,274.33	\$ 703,084.12	\$ 6,680,875.00		32%	(4,525,601)
361320 Tax Collector FS 219.075	\$ -	\$ -	\$ -			-
361111 Pooled Interest Allocation	\$ -	\$ -	\$ 214,510.00		0%	(214,510)
365000 Merchandise Sales	\$ 5,330.15	\$ 2,296.26	\$ 10,373.00		51%	(5,043)
366500 Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00		0%	(12,500)
366930 Other Contributions/Partnerships	\$ -	\$ -	\$ -			-
361300 Interest Inc/FMV Adjustment	\$ -	\$ -	\$ -			-
369900 Miscellaneous Revenue ³	\$ 45,489.60	\$ -	\$ 189,400.00		24%	(143,910)
399900 Appropriated Fund Balance	\$ -	\$ -	\$ 191,860.00		0%	(191,860)
Total Estimated Receipts	\$ 2,232,030.65	\$ 615,602.28	7,299,518		32%	(3,810,304)

Acct # EXPENDITURES

	YTD	December	FY 2024/25	FY 2024/25	% Budget	Under/
<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200 Salaries & Wages	\$ 209,671.04	\$ 33,200.19	\$ 976,756.00	\$ 976,756.00	21%	\$ 767,085
51250 Regular OPS Salaries & Wages	\$ 36,388.59	\$ 6,070.08	\$ 209,182.00	\$ 274,182.00	13%	237,793
51500 Special Pay	\$ -	\$ -	\$ 3,600.00	\$ 3,600.00	0%	3,600
52100 FICA	\$ 18,011.39	\$ 2,852.21	\$ 90,693.00	\$ 90,693.00	20%	72,682
52200 Retirement Contributions	\$ 40,319.86	\$ 6,539.26	\$ 194,115.00	\$ 194,115.00	21%	153,795
52210 Deferred Compensation	\$ 33.77	\$ -	\$ 1,566.00	\$ 1,566.00	2%	1,532
52300 Life & Health Insurance	\$ 44,171.00	\$ 7,227.69	\$ 221,432.00	\$ 221,432.00	20%	177,261
52400 Workers Compensation	\$ 430.32	\$ 66.92	\$ 4,814.00	\$ 4,814.00	9%	4,384
53400 Other Contractual Services	\$ 85,606.79	\$ 43,585.52	\$ 688,420.00	\$ 838,420.00	10%	752,813
54000 Travel & Per Diem	\$ 4,200.66	\$ 3,115.89	\$ 101,780.00	\$ 101,780.00	4%	97,579
54100 Communications Services	\$ 928.74	\$ -	\$ 9,600.00	\$ 9,600.00	10%	8,671
54101 Communications - Phone System	\$ -	\$ -	\$ 102.00	\$ 102.00	0%	102
54200 Postage	\$ 9,244.80	\$ 9,244.80	\$ 10,000.00	\$ 10,000.00	92%	755
54400 Rental & Leases	\$ 2,135.35	\$ 833.00	\$ 31,090.00	\$ 31,090.00	7%	28,955
54505 Vehicle Coverage	\$ -	\$ -	\$ 747.00	\$ 747.00	0%	747
54600 Repair & Maintenance	\$ -	\$ -	\$ 16,104.00	\$ 16,104.00	0%	16,104
54601 Vehicle Repair	\$ 57.25	\$ 17.25	\$ 1,125.00	\$ 1,125.00	5%	1,068
54700 Printing	\$ 1,881.87	\$ 351.11	\$ 20,000.00	\$ 32,000.00	6%	30,118
54800 Promotional Activities	\$ 5,127.75	\$ 2,820.89	\$ 80,849.00	\$ 80,849.00	6%	75,721
54860 TDC Direct Sales Promotions	\$ 2,860.00	\$ 2,845.00	\$ 76,943.00	\$ 88,943.00	3%	86,083
54861 TDC Community Relations	\$ 868.77	\$ -	\$ 71,050.00	\$ 102,050.00	1%	101,181
54862 TDC Merchandise	\$ 227.58	\$ 2,080.15	\$ 50,528.00	\$ 65,528.00	0%	65,300
54900 Other Current Charges	\$ 312,679.22	\$ 148,359.96	\$ 983,191.00	\$ 1,083,191.00	29%	770,512
54948 Other Current Chrg - Amphitheater	\$ 293,711.88	\$ 34,677.83	\$ 640,618.00	\$ 1,125,618.00	26%	831,906
55100 Office Supplies	\$ 610.41	\$ 5.00	\$ 18,562.00	\$ 18,562.00	3%	17,952
55200 Operating Supplies	\$ 1,658.91	\$ 875.92	\$ 20,111.00	\$ 20,111.00	8%	18,452
55210 Fuel & Oil	\$ -	\$ -	\$ 495.00	\$ 495.00	0%	495
52250 Uniforms	\$ 35.00	\$ -	\$ 16,500.00	\$ 31,500.00	0%	31,465
55400 Publications, Memberships	\$ 18,648.14	\$ 610.00	\$ 35,654.00	\$ 35,654.00	52%	17,006
55401 Training	\$ 7,760.00	\$ -	\$ 15,000.00	\$ 15,000.00	52%	7,240
56400 Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160 TDC Local T&E	\$ 23.79	\$ 23.79	\$ 5,500.00	\$ 8,500.00	0%	8,476
58320 Sponsorship & Contributions	\$ 15,000.00	\$ 26,389.40	\$ 81,426.00	\$ 81,426.00	18%	66,426

<u>Advertising/Public Relations (302)</u>												
53400	Other Contractual Services	\$	57,922.16	\$	46,509.44	\$	1,500,000.00	\$	1,875,000.00	3%	\$	1,817,078
<u>Special Events/Grants (304)</u>												
58300	Grants & Aids	\$	13,629.42	\$	13,629.42	\$	800,000.00	\$	800,000.00	2%		786,371
<u>Welcome Center CIP (086065)</u>												
56200	Building	\$	-	\$	-	\$	-	\$	258,101.00			258,101
<u>Countywide Automation (470)</u>												
54110	Com-net Communications	\$	-	\$	-	\$	-	\$	11,220.00	0%		11,220
54600	Repairs and Maintenance	\$	-	\$	-	\$	-	\$	7,015.00	0%		7,015
<u>Risk Allocations (495)</u>												
54500	Insurance	\$	-	\$	-	\$	-	\$	14,996.00	0%		14,996
<u>Indirect Cost (499)</u>												
54900	Indirect Cost Charges	\$	-	\$	-	\$	-	\$	325,000.00	0%		325,000
<u>Line Item Funding - (888)</u>												
58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$	-			-
58215	Local Arts Agency Program	\$	-	\$	-	\$	1,646,757.00	\$	1,646,757.00	0%		1,646,757
<u>Transfers (950)</u>												
591220	Transfer to Fund 220	\$	-	\$	-	\$	-	\$	40,121.00	0%		40,121
591001	Transfer to Fund 001	\$	-	\$	-	\$	-	\$	103,319.00	0%		103,319
<u>Salary Contingency (990)</u>												
59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$	-			-
	Reserve for Fund Balance	\$	-	\$	-	\$	-	\$	-			-
	Total Expenditures	\$	1,183,844.46	\$	391,930.72	\$	8,624,310	\$	10,647,082	11%		(9,463,238)

1-Cent Collections

Acct #	REVENUES	YTD Actuals	December Actuals	FY 2024/25 Adopt. Budget	FY 2024/25 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$ 538,816.90	\$ 175,770.48	\$ 1,646,757.00	\$ 1,646,757.00	33%	(1,107,940)
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
	Total Revenues	538,816.90	175,770.48	1,646,757	1,646,757	33%	(1,107,940)

Acct #	EXPENDITURES (305)	YTD Actuals	December Actuals	FY 2024/25 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ -	\$ 547,561.00	0%	547,561
	Total Expenditures	\$ -	\$ -	\$ -	\$ 547,561.00	0%	547,561

NOTES TO THE FINANCIAL STATEMENT As of December 31, 2024

REVENUES

- 1 - Revenue for the 4-cent collections \$2,155,274.33 is 32% of our FY25 goal and \$63,000 over STLY
- 2 - Revenue for the 1-cent collections \$ 538,816.90
- 3 - Revenue for Cross Country Registration and Admission \$ 45,489.60

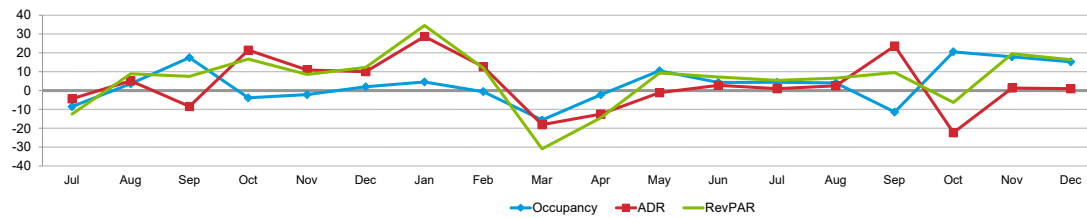
EXPENSES

Other Current Chrg - Amphitheater- Expenses include advance funding for concerts scheduled and not yet reimbursed to the county.

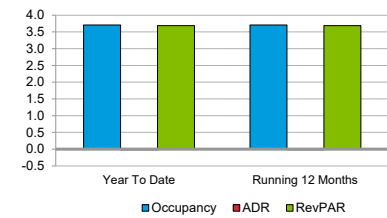
**Leon County Tourist Development Council
Local Option Tourist Development Tax Collections
(Bed Tax Revenues)**

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	(17%)	1%	(9%)	(56%)	(76%)	(67%)	(50%)	(42%)	(35%)	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	(15%)	(12%)	(12%)	(19%)	(26%)	(30%)	(32%)	(33%)	(33%)	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	(32%)	(45%)	(33%)	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	(43%)	(43%)	(41%)	(33%)	(20%)	(12%)	(4%)	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	329,333.87	369,813.17	424,474.54	473,948.78	4,731,948.78
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	292,669.34	366,445.39	390,021.67	554,820.97	442,251.68	469,912.57	371,463.79	324,449.23	479,915.40	5,107,951.16
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	782,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	10%	12%	(1%)	0%	(4%)	31%	(8%)	35%	3%	(12%)	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	7.9%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
FY2023/2024 (3-cents)	501,642.16	641,951.80	474,424.27	337,883.86	445,931.47	449,321.58	432,559.64	414,883.62	521,518.88	425,752.72	359,424.47	511,712.17	5,517,006.63
(1-cent - 4th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
(1-cent - 5th Penny)	167,214.05	213,983.93	158,141.42	112,627.95	148,643.82	149,773.86	144,186.55	138,294.54	173,839.63	141,917.57	119,808.16	170,570.72	1,839,002.21
Total	836,070.26	1,069,919.66	790,707.12	563,139.76	743,219.11	748,869.30	720,932.74	691,472.70	869,198.13	709,587.87	599,040.78	852,853.62	9,195,011.05
Gain/Loss - Month: 3 cent	11%	22%	9%	15%	22%	15%	(22%)	(6%)	11%	15%	11%	7%	
Gain/Loss - YTD: 3 cent	11%	17%	14%	14%	16%	16%	9%	7%	7%	8%	8%	8%	
Deposit 5-cent @97%	810,988.15	1,037,822.07	766,985.91	546,245.57	720,922.54	726,403.22	699,304.76	670,728.52	843,122.19	688,300.23	581,069.56	827,268.01	8,919,160.72
Year to date: 3-cent	501,642.16	1,143,593.95	1,618,018.22	1,955,902.08	2,401,833.55	2,851,155.13	3,283,714.77	3,698,598.39	4,220,117.27	4,645,869.99	5,005,294.46	5,517,006.63	
Year to date: 1-cent (4th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
Year to date: 1-cent (5th)	167,214.05	381,197.98	539,339.41	651,967.36	800,611.18	950,385.04	1,094,571.59	1,232,866.13	1,406,705.76	1,548,623.33	1,668,431.49	1,839,002.21	
FY2024/2025 (3-cents)	537,896.80	584,930.03	543,621.40	-	-	-	-	-	-	-	-	-	1,666,448.23
(1-cent - 4th Penny)	179,298.93	194,976.68	181,207.13	-	-	-	-	-	-	-	-	-	555,482.74
(1-cent - 5th Penny)	179,298.93	194,976.68	181,207.13	-	-	-	-	-	-	-	-	-	555,482.74
Total	896,494.66												

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	55.5	65.6	69.9	61.9	58.7	51.4	58.2	64.8	60.5	61.4	65.4	65.5	57.9	68.3	62.0	74.6	69.2	59.2
Last Year	60.6	63.3	59.5	64.4	60.0	50.4	55.7	65.2	71.7	62.8	59.2	62.8	55.5	65.6	69.9	61.9	58.7	51.4
Percent Change	-8.5	3.6	17.5	-3.9	-2.2	2.0	4.5	-0.6	-15.6	-2.2	10.5	4.3	4.4	4.0	-11.4	20.6	17.9	15.2

Year To Date			
2022	2023	2024	
61.3	61.6	63.9	
57.0	61.3	61.6	
7.6	0.5	3.7	

Running 12 Months			
2022	2023	2024	
61.3	61.6	63.9	
57.0	61.3	61.6	
7.6	0.5	3.7	

ADR	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	99.26	122.86	121.32	176.28	146.58	111.76	136.49	131.85	116.22	111.52	133.97	109.77	100.27	125.92	150.01	136.89	148.60	112.84
Last Year	103.75	116.88	132.48	145.17	132.09	101.57	106.01	117.08	141.90	127.40	135.48	106.81	99.26	122.86	121.32	176.28	146.58	111.76
Percent Change	-4.3	5.1	-8.4	21.4	11.0	10.0	28.7	12.6	-18.1	-12.5	-1.1	2.8	1.0	2.5	23.6	-22.3	1.4	1.0

Year To Date			
2022	2023	2024	
117.63	126.69	126.66	
105.77	117.63	126.69	
11.2	7.7	0.0	

Running 12 Months			
2022	2023	2024	
117.63	126.69	126.66	
105.77	117.63	126.69	
11.2	7.7	0.0	

RevPAR	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	55.04	80.60	84.84	109.05	86.03	57.41	79.40	85.45	70.31	68.51	87.62	71.93	58.03	85.94	92.96	102.13	102.82	66.79
Last Year	62.89	74.01	78.88	93.43	79.25	51.15	59.01	76.33	101.74	80.05	80.18	67.11	55.04	80.60	84.84	109.05	86.03	57.41
Percent Change	-12.5	8.9	7.6	16.7	8.5	12.3	34.6	11.9	-30.9	-14.4	9.3	7.2	5.4	6.6	9.6	-6.3	19.5	16.3

Year To Date			
2022	2023	2024	
72.14	78.06	80.94	
60.29	72.14	78.06	
19.6	8.2	3.7	

Running 12 Months			
2022	2023	2024	
72.14	78.06	80.94	
60.29	72.14	78.06	
19.6	8.2	3.7	

Supply	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	198,152	198,152	191,760	198,059	191,670	203,639	203,639	183,932	203,639	197,070	203,639	196,380	201,376	203,763	197,190	203,763	195,750	202,275
Last Year	200,942	200,942	194,490	200,942	191,760	198,152	198,152	178,976	198,152	191,760	198,152	191,760	198,152	198,152	191,760	198,059	191,670	203,639
Percent Change	-1.4	-1.4	-1.4	-1.4	0.0	2.8	2.8	2.8	2.8	2.8	2.8	2.4	1.6	2.8	2.8	2.9	2.1	-0.7

Year To Date			
2022	2023	2024	
2,360,501	2,338,384	2,392,416	
2,359,191	2,360,501	2,338,384	
0.1	-0.9	2.3	

Running 12 Months			
2022	2023	2024	
2,360,501	2,338,384	2,392,416	
2,359,191	2,360,501	2,338,384	
0.1	-0.9	2.3	

Demand	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	109,886	129,990	134,103	122,528	112,488	104,610	118,473	119,200	123,198	121,063	133,186	128,888	116,546	139,079	122,203	152,017	135,448	119,732
Last Year	121,810	127,236	115,802	129,322	115,047	99,780	110,295	116,675	142,082	120,488	117,261	120,476	109,886	129,990	134,103	122,528	112,488	104,610
Percent Change	-9.8	2.2	15.8	-5.3	-2.2	4.8	7.4	2.2	-13.3	0.5	13.6	6.8	6.1	7.0	-8.9	24.1	20.4	14.5

Year To Date			
2022	2023	2024	
1,447,659	1,440,882	1,528,833	
1,344,756	1,447,659	1,440,882	
7.7	-0.5	6.1	

Running 12 Months			
2022	2023	2024	
1,447,659	1,440,882	1,528,833	
1,344,756	1,447,659	1,440,882	
7.7	-0.5	6.1	

Revenue	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	10,906,787	15,971,075	16,269,697	21,598,724	16,488,663	11,691,302	16,169,941	15,716,145	14,317,823	13,500,487	17,842,314	14,125,872	11,685,935	17,512,135	18,331,104	20,809,934	20,127,757	13,509,970
Last Year	12,637,332	14,870,809	15,341,171	18,773,624	15,197,068	10,134,648	11,692,292	13,860,391	20,160,884	15,350,404	15,887,028	12,868,200	10,906,787	15,971,075	16,269,697	21,598,724	16,488,663	11,691,302
Percent Change	-13.7	7.4	6.1	15.0	8.5	15.4	38.3	15.0	-29.0	-12.1	12.3	9.8	7.1	9.6	12.7	-3.7	22.1	15.6

Year To Date			
2022	2023	2024	
170,282,357	182,545,447	193,649,417	
142,239,258	170,282,357	182,545,447	
19.7	7.2	6.1	

Running 12 Months			
2022	2023	2024	
170,282,357	182,545,447	193,649,417	
142,239,258	170,282,357	182,545,447	
19.7	7.2	6.1	

Census %	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	66	66	66	66	66	67	67	67	67	67	67	67	67	68	68	68	67	67
Census Rooms	6392	6392	6392	6389	6389	6569	6569	6569	6569	6569	6569	6546	6496	6573	6573	6573	6525	6525
% Rooms Participants	93.2	93.2	93.2	93.2	93.2	90.7	93.4	93.4	94.9	92.5	91.3	91.6	94.1	92.6	92.6	90.6	90.4	90.4

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MARKETING COMMUNICATIONS

OCTOBER - DECEMBER 2024

Scott Lindeman, Senior Marketing Director

Bryan Smith, Digital Content Manager

Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2025 Media Value

YTD: \$1.5 Million

Media Value for
Oct. – Dec. = **\$1.5 M**



FY2025 Earned Media Stories

YTD = 26

Media Stories
Oct. – Dec. = 26



Social Media Followers

Facebook: 103,893

Instagram: 31,861



Consumer E-Newsletters

Sent: 3 YTD: 3

Industry E-Newsletters

Sent: 2 YTD: 2

Bicentennial E-Newsletters

Sent: 6 YTD: 6

Bid Farewell to Bicentennial at New Years Eve Celebration

with live music and two
fireworks shows



HIGHLIGHTS

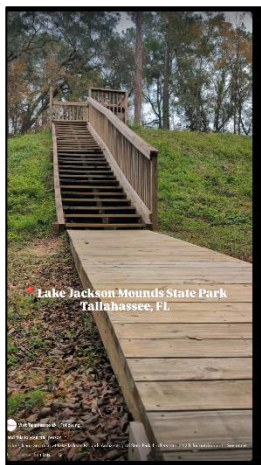
- Staff led the Hospitality World at the World of Work in partnership with Tallahassee Chamber, TSC, Lively Technical College and local economic and workforce development partners - For the Table, Courtyard by Marriott, Tallahassee Museum, FSU Dedman College of Hospitality, and the Florida Sports Foundation
- Supported – KC & The Sunshine Band in partnership with FSU Opening Nights, JJ Grey & Mofro, and the sold-out bicentennial weekend show featuring T-Pain with promotional advertising and pre-concert receptions.
- Announced spring concerts including– Violent Femmes performing with the Tallahassee Symphony Orchestra as the opening show of the Word of South Festival, and Allison Krauss with Union Station.
- Supported Grants by presenting marketing/PR/Advertising portion of the Grants Implementation Workshop
- Staff toured visiting animal exhibit at the Tallahassee Museum, Lemoyne Arts and Mission San Luis.
- Represented the Division at the FAMU Homecoming Breakfast.
- Renewed our partnership with Zimmerman Agency for both digital advertising and PR.
- Hosted Andreza Dica & Indica in partnership with VISIT FLORIDA for a college tour of both FAMU and FSU.
- Hosted @ettevi_wanderlust for media stay who promoted numerous partners including the Tallahassee Museum, Canopy Roads, Hearth and Soul and more.
- Achieved 100,000 followers on the Visit Tallahassee Facebook page!
- Met with representatives from the Word of South festival ahead of their 2025 event to align our marketing and promotional efforts.
- Closed out the yearlong Bicentennial Celebration at the NYE event at Cascades with two concerts Lili Forbes and J & The Causeways with two fireworks shows.



ON THE HORIZON

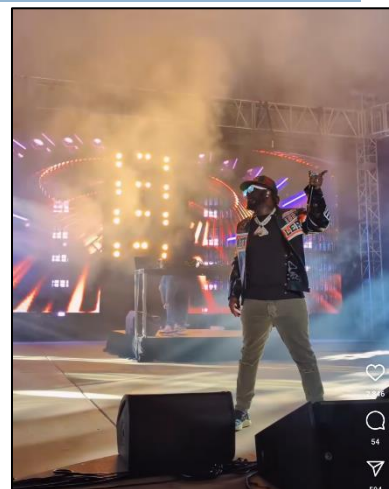
The Marketing and Visitor Services team is hosting an Information Social at The Assembly in January for local AirBnB, VRBO, and short-term rental owners to showcase how Visit Tallahassee supports visitors and local partners.

DIGITAL MARKETING HIGHLIGHTS



Social media post promoting **Lake Jackson Mounds State Park** was an outstanding success, generating almost 100k organic impressions on Facebook and almost 45,000 on Instagram! This engaging and widely shared post resonated strongly with our audience and significantly boosted our online presence. This achievement underscores the impact of our social media efforts in promoting Tallahassee's natural beauty and heritage.

Our Instagram Reel recap of the Bicentennial Weekend Spectacular featuring Tallahassee's own **T-Pain** generated almost 45,000 impressions. This highlights the effectiveness of exciting concerts at the Adderley Amphitheater in promoting our Tallahassee-Leon County as a concert destination.



DIGITAL MARKETING KPI			
2024/2025 GOALS	ANNUAL GOAL	QUARTERLY RESULTS	ANNUAL % TO GOAL
Maintain an average open rate over 35% for consumer email campaign.	35%	41%	N/A
Maintain an average open rate over 35% for industry newsletter campaign.	35%	35%	N/A
Net Increase Annual Facebook Followers by 20,000	20,000	5,021	25.11%
Net Increase Annual Instagram Followers by 2,500	2,500	883	35%
Increase Annual Mobile App Downloads by 1,000	1,000	242	24%

PUBLIC RELATIONS HIGHLIGHTS

- Visit Tallahassee received a total of **157.7 million impressions**, with an estimated advertising equivalent value of **\$1.46M** during October - December.
- Landed national coverage promoting the destination within **MSN** and **Martha Stewart Living**.
- Spotlighted Tallahassee's holiday experiences in **Southwest Georgia Living** – the bi-monthly publication reaching an engaged regional readership within a key drive market.
- Locked in broadcast TV exposure with **Tampa Bay Morning Blend**, highlighting Visit Tallahassee as a fall foliage destination to nearly **1 million viewers**.
- Coordinated a social media collaboration with Miami-based content creator @ettevi_wanderlust promoting Tallahassee along with many partners, delivering a combined value of nearly \$8,100.
- Executed a promotional partnership with **Florida Country Magazine**, targeting a key demographic across the state.



VISITOR SERVICES & GRANT MANAGEMENT

OCTOBER-DECEMBER 2024

Wendy Halleck, Director

AT A GLANCE

2024-2025 Grant Program

1 Legacy and 8 Special
Granted Events Held

Post-Event Reports
Processed - 2



Visitor Services

Visitor Guides Distributed:
YTD-2393

YTD Group Services and
Welcome Bags: 10 requests
serving 515 visitors.

October-December 2024

Calls Received: 260
Walk-ins: 793



FYTD Gift Shop Sales:
\$5330.15

Gift Shop Sales
October-December 2024
\$5330.15

MISSION STATEMENT

Enrich the destination experience for visitors, engage the local community, and increase knowledge of Tallahassee/Leon County as a tourism destination.

HIGHLIGHTS

- Visitor Services staff visited FSU Museum of Fine Arts, LeMoyne Arts Gallery and Mission San Luis in ongoing field trip program to enhance staff knowledge of local places of interest.
- Added updated outdoor directional signage to the Cascades Park Visitor Center promoting tourism services and Tallahassee branded merchandise.
- Facilitated in person Grant Implementation and Marketing Workshop for FY24/25 grantees. Provided online workshop viewing option and ongoing support for grantees.
- Added three new local vendors and expanded variety of Tallahassee themed merchandise. Added new FSU and FAMU themed, and holiday merchandise for sale at the Visitor Center Gift Shop. Attended several community events to meet potential new local vendors.
- Hosted Visit Tallahassee table at the Bicentennial Festival/ First Florida Capitol Dedication Ceremony at Cascades Park.
- Collaborated with COCA, Domi Station and Equality Florida to host October Pride Event. Staffed a Visit Tallahassee information table at event.

ON THE HORIZON

- Host a networking AIRBNB/VRBO Information Social for property owners. Produce QR coded tent cards for display in AIRBNB/VRBO units.
- Facilitate delivery of new 2025 Visitor Guides throughout Leon County and to locations throughout Florida.
- Hire one OPS Visitor Service staff person. Continue with enhanced training program through field excursions.
- Staff Visit Tallahassee information tables at key events in Spring 2025
- Develop an e-commerce platform on the Visit Tallahassee website for sale of Tallahassee themed merchandise.



MEETINGS & GROUP SALES

OCTOBER-DECEMBER 2024

Janet Roach, Meeting & Group Sales Director

GOAL AT A GLANCE

Meetings & Groups FY2025
Room Nights Goal: 14,534

Meetings & Group YTD Room
Nights: 230

ON THE HORIZON

2025 MDSM

Motor, Drive Systems & Magnetics
Conference & Exhibition

As the Magnetic Capital of the World Tallahassee/Leon County will host the **2025 Motor, Drive Systems, and Magnetics (MDSM) Conference and Exhibition** from February 18–20. This premier event is expected to attract over 400 professionals, researchers, and engineers from across the motor drive systems and magnetics industry. Attendees will have the opportunity to explore the community's growing magnetics and scientific innovation resources through presentations by local experts from Danfoss, Magnetics Corporation, and Florida State University. The conference will also feature exclusive tours of the National High Magnetic Field Laboratory, home to the world's largest and most powerful magnet.

HIGHLIGHTS

- Exhibited at the **Florida Society of Association Executives (FSAE) Education Expo** alongside attraction partner, Marvetta Castle, Event Coordinator at the Challenger Learning Center.



- Coordinated continuous hotel availability to **support Hurricane Milton evacuees.**

- **Supported Special Event Grantees** by providing information and tips to improve methods for securing and tracking hotel rooms during the Grant Implementation Workshop.



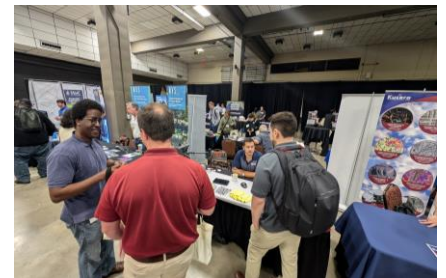
- Met with the staff of the **Downtown Improvement Authority** to gain feedback and continue discussions about the prospect of identifying and developing a "Meeting District" in Tallahassee-Leon County.

- Attended and networked with meeting planners at the **Florida Society of Association Executives (FSAE) December Power Luncheon** held and sponsored by Hotel Duval.



OUT AND ABOUT

- Attended the **SHRUG Conference** at the Donald L. Tucker Civic Center on November 13–14 to network with the 225 regional attendees and to gather digital assets for future marketing initiatives.





GOAL AT A GLANCE

FY 2024-2025
Room Nights Goal:
25,000

YTD Room Nights:
8,282

ON THE HORIZON

- Travelling to Tampa to the United States Bowling Congress Annual Meeting to present our bid for the 2026 United States Bowling Congress Mixed Championship
- Attending the Sports Express Conference to meet with rights holders to attract new sports events to Leon County
- Participating in the Sunshine Sports Council Think Tank to connect with other sports destinations across Florida and further the professional development of our team.

SWAC XC CHAMPIONSHIP



We renewed our partnership with the Southwestern Athletic Conference to host their Cross Country Championship through 2027.

MISSION STATEMENT

Maximize sporting events and business that have a positive impact on Leon County by supporting and strengthening existing events and expanding our capacity to host additional events.

HIGHLIGHTS

- Hosted another highly successful Cross Country season at Apalachee Regional Park, featuring the Hoka Nights of Thunder, FSU Invitational, NJCAA Regionals, SWAC Conference Championship (for the third consecutive year), and FHSAA State Championship (for the thirteenth consecutive year).
- Attended the US Sports Congress, a four-day conference where we met with rights holders to prospect new events for Leon County and further our professional education.
- Participated in the Sports Management Student Association Conference at FSU, where we highlighted Visit Tallahassee Sports and all that we offer.
- Continued our work with Rock Solid Trail Contracting on a roadmap to achieve an IMBA Ride Center Designation.
- Prepared for site visit for World Athletics staff for planning the 2026 World Athletics Cross Country Championship.
- Prepared for our Year-To-Go celebration at Apalachee Regional Park
- Joined Compete Sports Diversity Council, whose mission is to unite the world through sports by promoting diversity, equity, and inclusion in sports.
- Began working with FSU and the Tallahassee Sirenas to bring USA Artistic Swimming Aquatic Center.



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October-December 2024
(FY2025 Q1)
Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



- Planning cycle
- Planning sources
- Recall of destination messaging
- Reasons for visiting
- Mode of transportation

- Visitor origin
- Party size
- Party composition
- Demographics

- Accommodations
- Length of stay
- Number of times in destination
- Activities in destination

- Rating Leon County
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **503 visitors** at the Tallahassee International Airport, the Tallahassee Museum, parks, attractions, and events between **October 1st and December 31st, 2024.**



WHAT HAPPENED IN TALLAHASSEE: Oct-Dec 2024



FAMU Homecoming

4 FSU Home Football Games

4 FAMU Home Football Games

Cross Country Championships

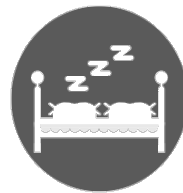
Frenchtown Rising

Market Days

3 Fall Concerts



FY25 Q1 ECONOMIC SNAPSHOT



66.1%

OCCUPANCY
RATE

↑ 15.3%



\$134.23

AVERAGE DAILY
RATE

↓ 7.4%



710,700

VISITOR
NUMBER

↑ 7.4%



\$243,633,400

DIRECT
SPEND

↑ 10.3%

Vs. 2023



FY25 Q1 VISITOR SNAPSHOT

Compared to October-December 2023:

- » **Visitor number is up (+7.4%) and occupancy is up (+15.3%)**, likely influenced by October hurricane evacuees
- » Despite a decrease in room rates, an increase in paid visitors and paid length of stay led to **increased TDT (+3.0%) and visitor spending (+10.3%)**
- » More visitors came to the area to **visit friends and relatives (+11% points)** and fewer to **watch a sporting event (-11% points)**
- » In line with the increase in visitors coming to the area to see friends and family and/or to evacuate Hurricane Milton, Tallahassee was the **primary travel destination** for more visitors **(+7% points)**
- » Fewer **loyalist visitors** (more than 20 visits) came to Tallahassee **(-9% points)**
- » Visitors participated in fewer activities overall while in the area, choosing instead to focus on **spending time with friends and family (+11% points)**
- » That said, more visitors indicated they **would return** to Tallahassee for a vacation **(+5% points)**



A long, narrow swimming pool with a light-colored stone or concrete border. The water is clear and reflects the blue sky and white clouds. The pool is flanked by lush green grass and dense tropical vegetation, including several tall palm trees and other greenery. The background shows a continuation of the landscape with more trees and a glimpse of a larger body of water in the distance. The overall scene is bright and sunny, with a clear blue sky and scattered white clouds.

EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS FY25 VS FY24

	Oct-Dec 2023	Oct-Dec 2024	Percent Change
Visitors ¹	661,600	710,700	+ 7.4%
Direct Expenditures ²	\$220,952,500	\$243,633,400	+ 10.3%
Total Economic Impact ³	\$362,362,100	\$399,558,800	+ 10.3%

	Oct-Dec 2023 ⁴	Oct-Dec 2024 ⁵	Percent Change
Occupancy	57.3%	66.1%	+ 15.3%
Room Rates	\$145.01	\$134.23	- 7.4%
Room Nights	345,600	421,600	+ 22.0%
TDT Collections ⁶	\$2,696,697	\$2,777,414	+ 3.0%

¹Despite lower room rates, more paid visitors and higher spending in other areas led to an increase in overall spending.

²Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³Multiplier for both FY2024 and FY2025 is 1.64.

⁴From STR.

⁵From STR, DBPR, and Key Data (via Zartico).

⁶From Leon County Tax Collector.



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY24 YTD ¹	FY25 YTD ¹	Percent Change
Visitors	661,600	710,700	+ 7.4%
Direct Expenditures ²	\$220,952,500	\$243,633,400	+ 10.3%
Total Economic Impact	\$362,362,100	\$399,558,800	+ 10.3%
Room Nights	345,600	421,600	+ 22.0%
TDT Collections ⁵	\$2,696,697	\$2,777,414	+ 3.0%

¹Year to Date data includes Oct-Dec of the given fiscal year.

²Includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³From STR.

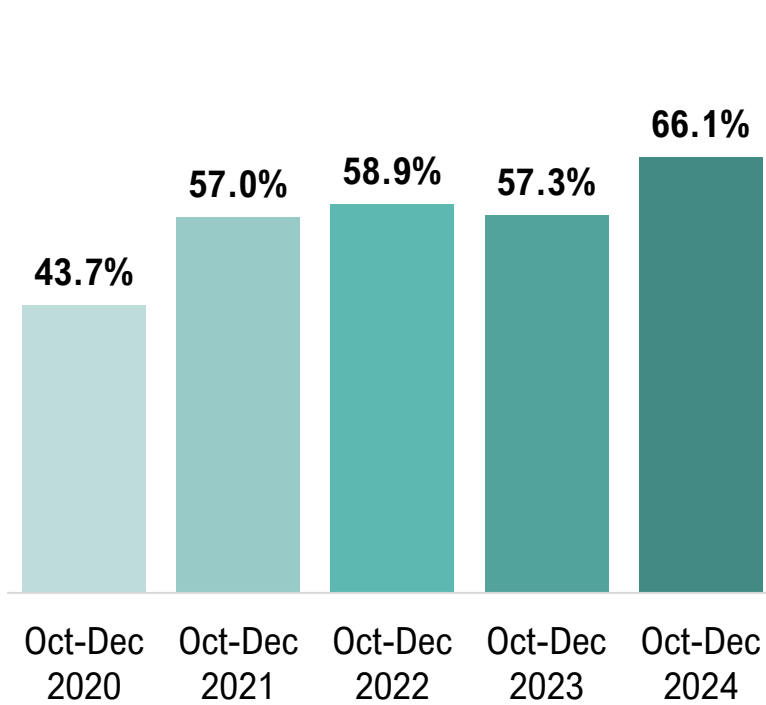
⁴From STR, DBPR, and Key Data (via Zartico).

⁵From Leon County Tax Collector.

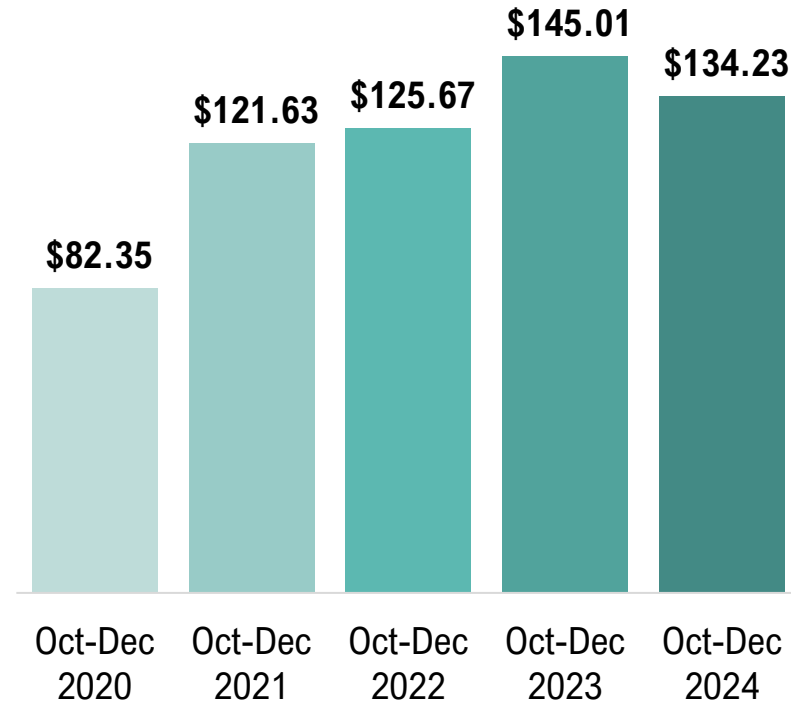


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

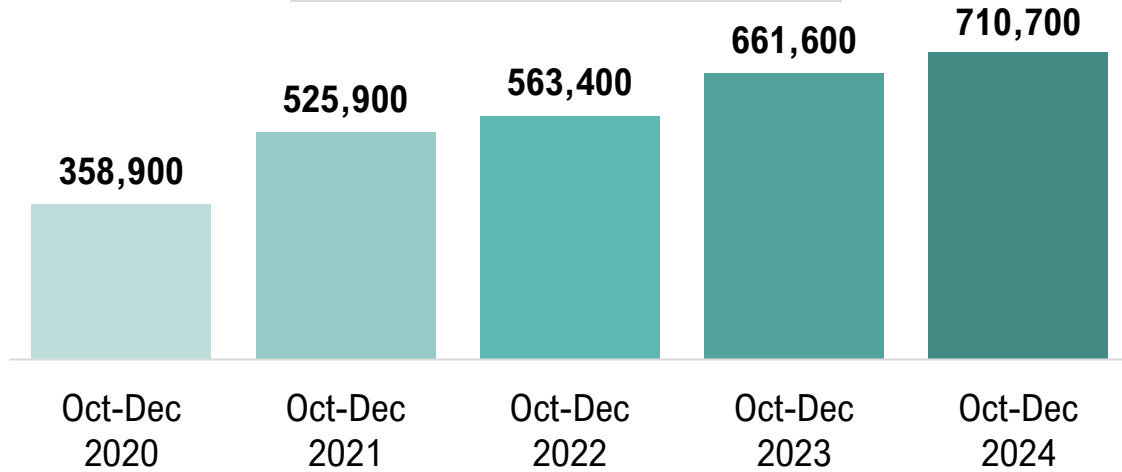


Average Daily Rate

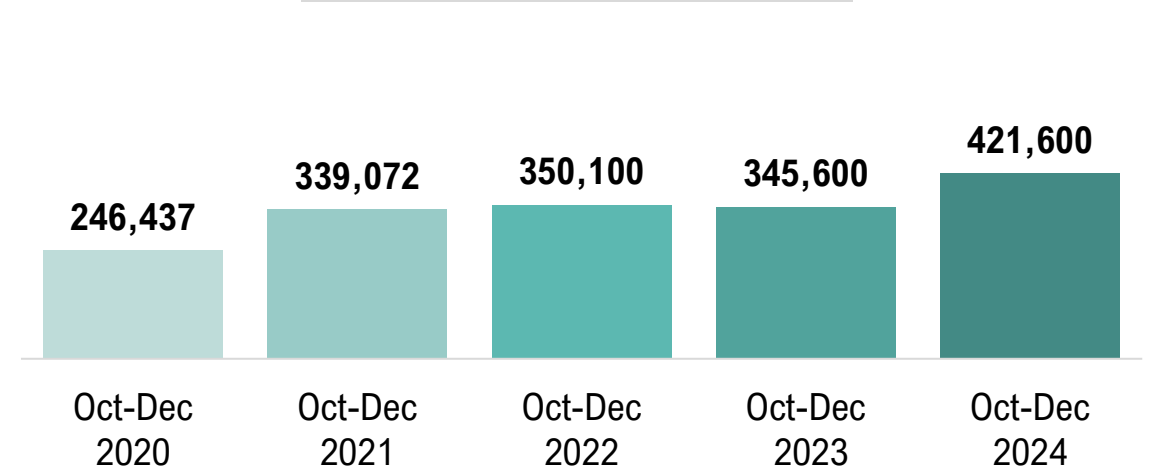


5-YEAR VIEW – KEY METRICS

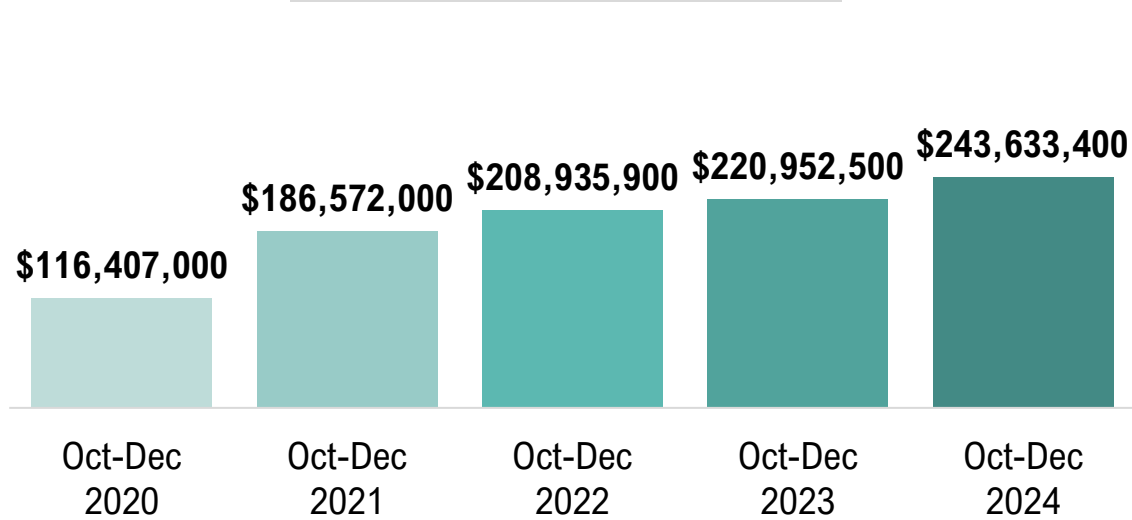
Visitors



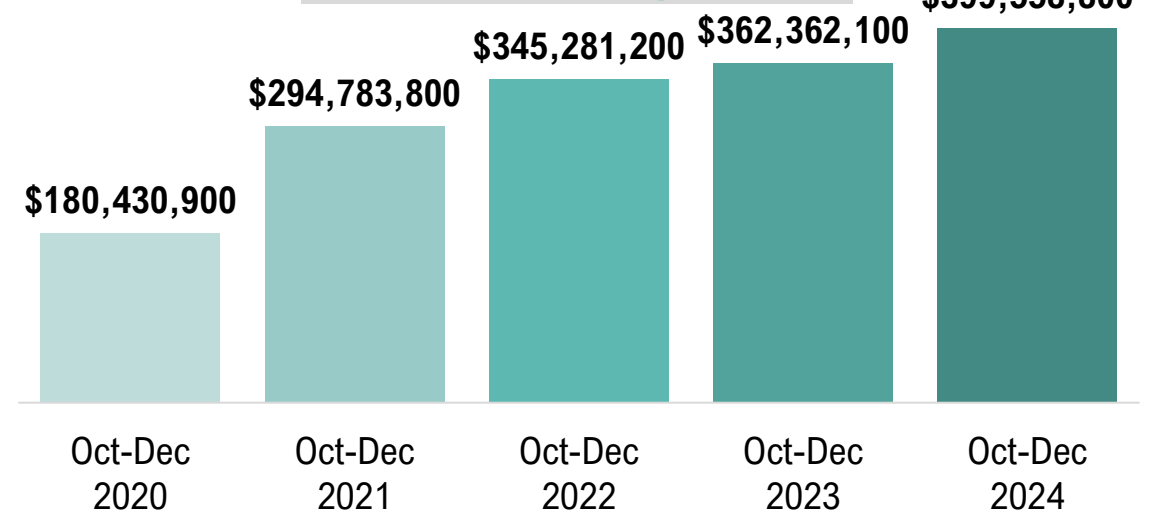
Room Nights



Direct Spending



Economic Impact



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q1 TRIP PLANNING



75% of visitors planned their trip a month or less in advance



Tallahassee was 90% of visitors' primary destination



Top trip planning sources in FY25 Q1*:



47% Talk to family/friends



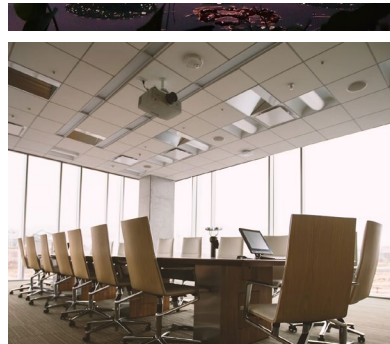
38% Prior area knowledge



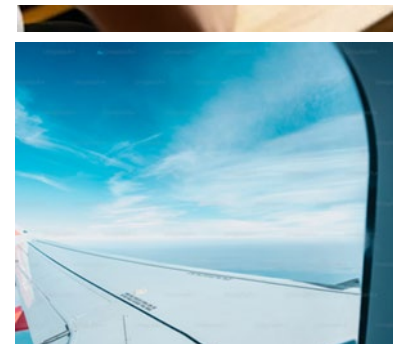
21% Google search



15% Online Travel Agency



15% Booked through Work



14% Airline website

*Multiple responses permitted.

FY25 Q1 ADVERTISING INFLUENCE



Over **1 in 10** visitors recalled advertising for the Tallahassee area



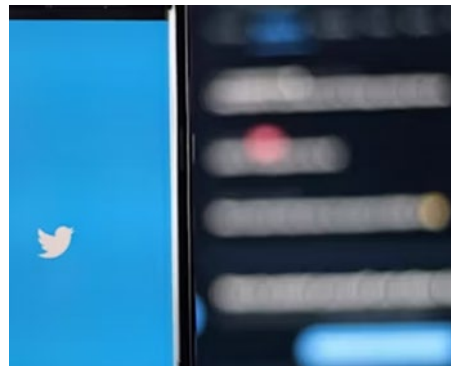
This information influenced **3%** of all visitors to come to the area



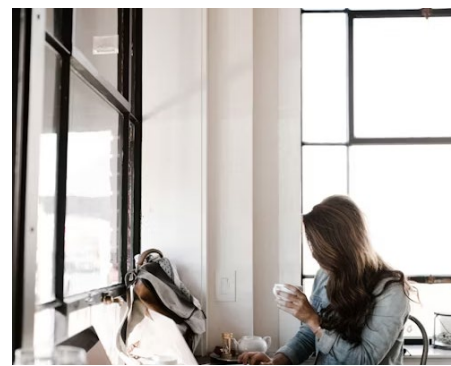
Top sources of ad recall in FY25 Q1*:



3% Radio



3% Personal social media



3% Ad on a website



3% VisitTallahassee.com

*Multiple responses permitted. Percentages out of all visitors.

FY25 Q1 REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY25 Q1:



41% Visit friends/relatives



19% Watch a sporting event



18% Business



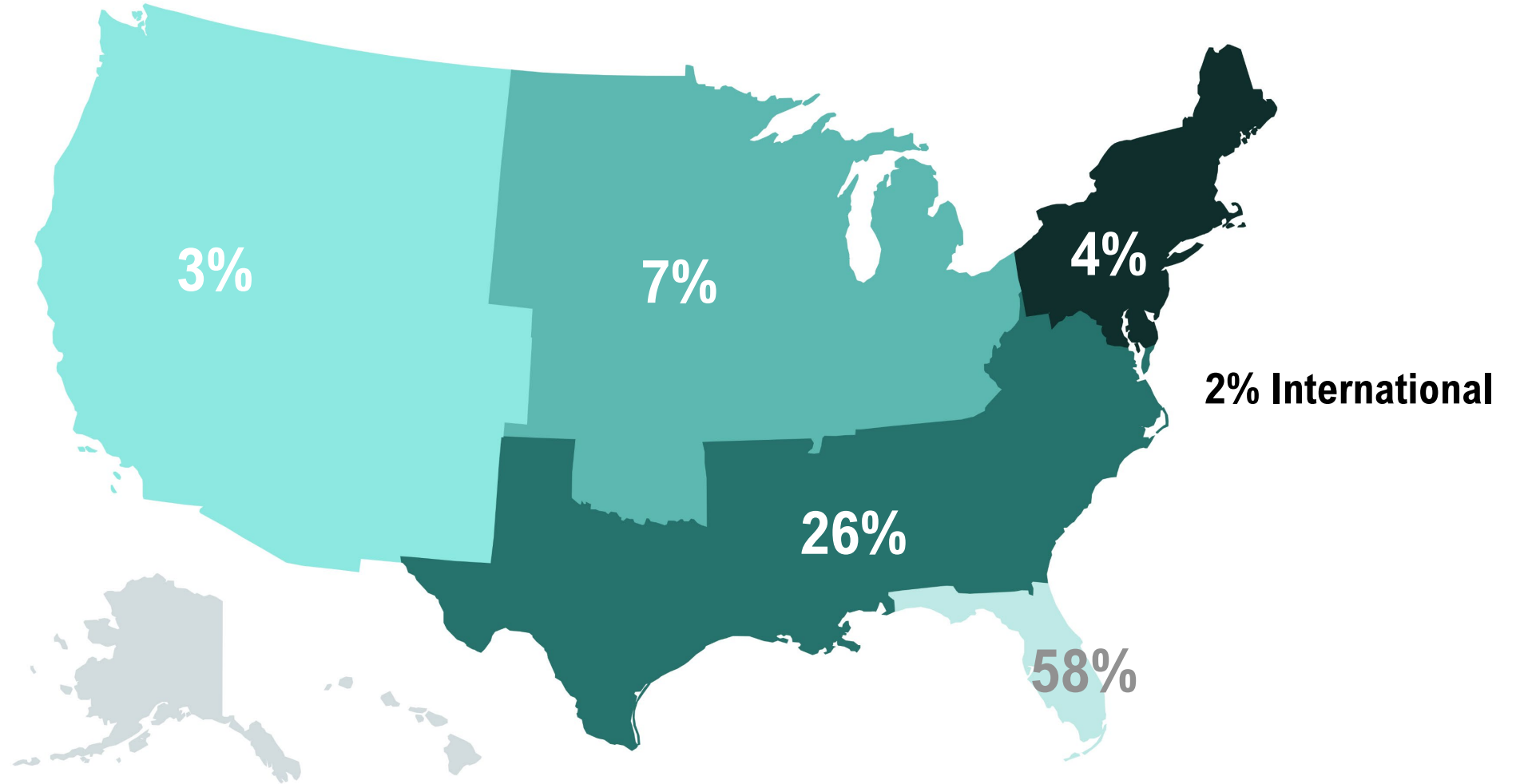
11% Special occasion

*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q1 REGION OF ORIGIN



FY25 Q1 TOP ORIGIN MARKETS



The top visitor markets in FY25 Q1:



12% Miami-Fort Lauderdale



9% Tampa-St. Petersburg-Sarasota



8% Orlando-Daytona Beach-Melbourne



7% Atlanta



7% Surrounding Areas*

*Includes counties surrounding Tallahassee and Thomasville.

FY25 Q1 VISITOR PROFILE



Average travel party size was **2.5** and **22%** of visitors traveled with children



The average visitor in FY25 Q1:

- Is **45** years old
- Has a median household income of **\$85,700** per year
- Educational attainment:
 - Bachelor's degree or higher (**72%**)
 - Some college/assoc. degree (**23%**)
 - High school degree (**5%**)
- Is married (**60%**)
- Race/ethnicity breakdown:
 - Caucasian (**63%**)
 - African American (**27%**)
 - Hispanic (**7%**)
 - Asian (**2%**)
 - Other race/ethnicity (**1%**)



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q1 ACCOMMODATIONS AND VISITATION*



Half of Tallahassee visitors stayed in a hotel or motel



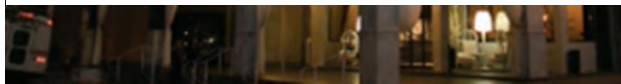
Typical visitors spent 3.0 nights in Tallahassee



Nearly 1 in 5 were first-time visitors to the area



50% Hotel or motel



27% Friends/family's home



13% Day tripper



*10% of visitors stayed in other types of accommodations.

FY25 Q1 TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



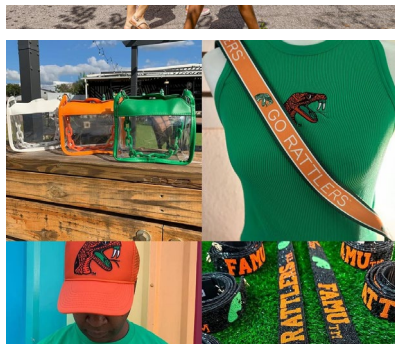
55% Visit family/friends



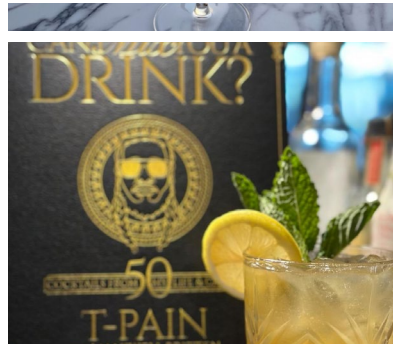
39% Restaurants



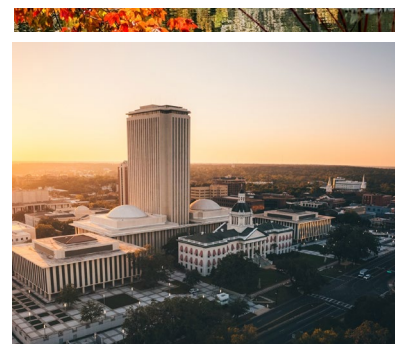
32% Relax and unwind



26% Watch a sporting event



25% Special event/festival



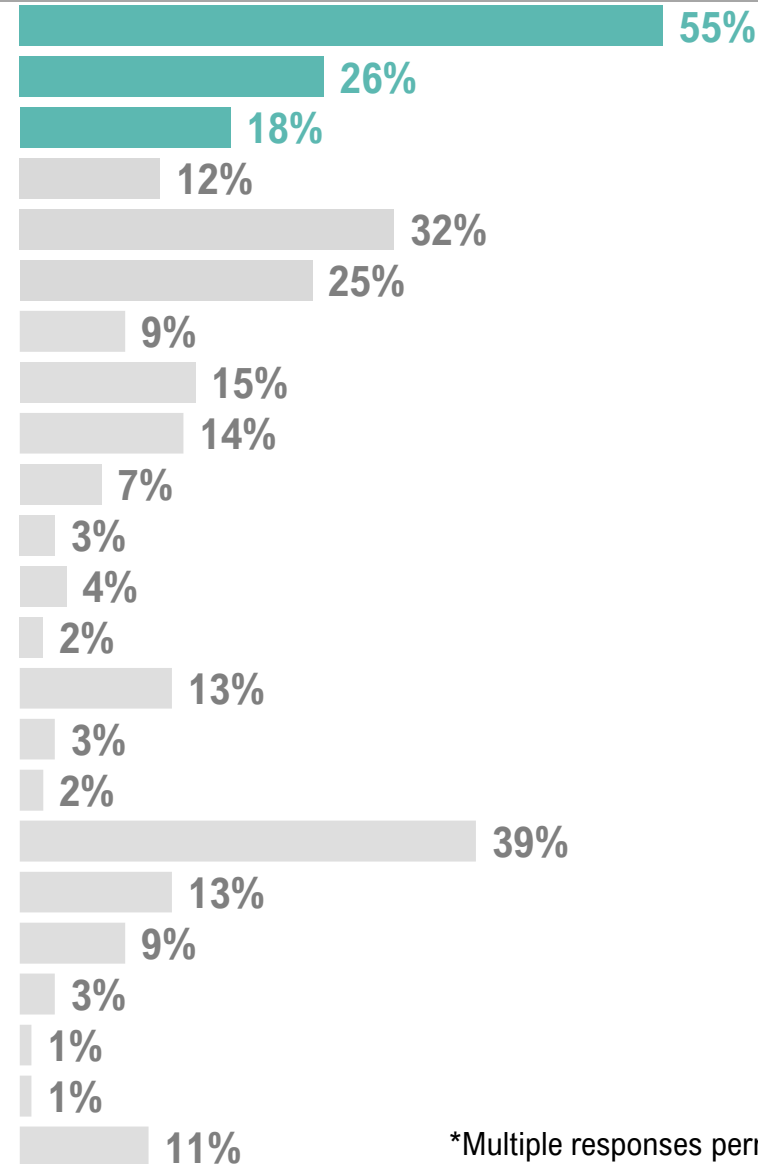
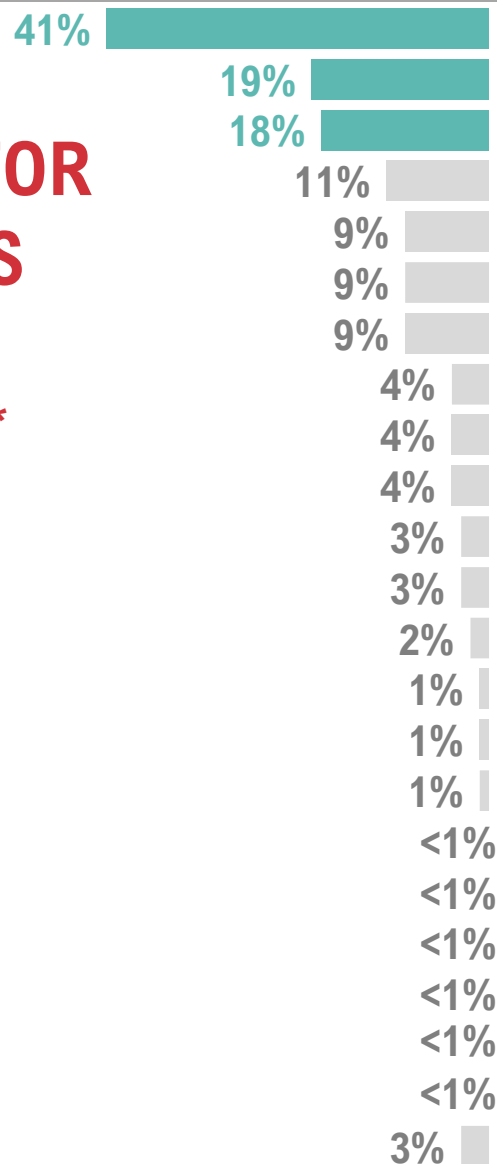
18% Business

*Multiple responses permitted.

Reasons for Visiting*

Visitor Activities*

FY25 Q1 REASONS FOR VISITING VS VISITOR ACTIVITIES*



*Multiple responses permitted.

FY25 Q1 SPENDING



While in Tallahassee during FY25 Q1, the typical 2.5-person travel party spent:



\$295 per day



\$888 per trip

STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q1 VISITOR SATISFACTION



Visitors gave Tallahassee an average rating of **8.2 out of 10***



97% of visitors will return; **61%** will definitely return



*Rated on a scale from 1 to 10, where 1 is “a poor place to visit” and 10 is “an excellent place to visit.”

FY25 Q1 PERCEPTIONS OF TALLAHASSEE



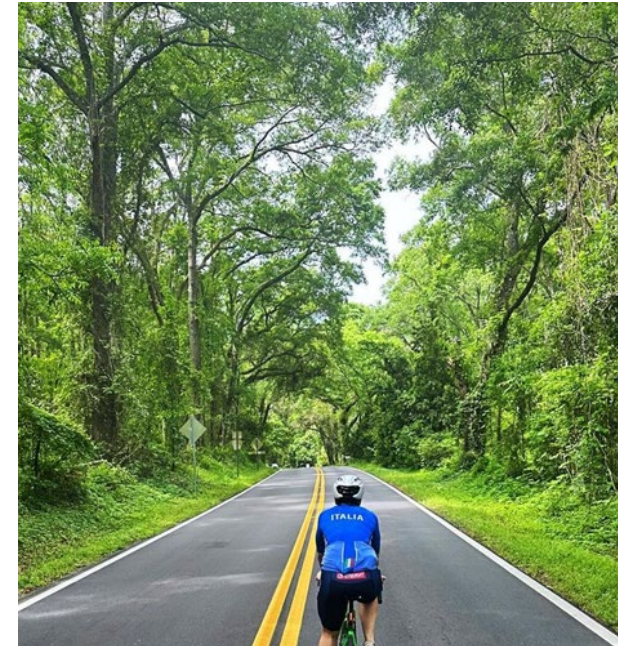
When asked to describe Tallahassee, visitors said:



"I'm glad we chose to evacuate here. Very nice area with friendly people!"



"We live in LA and come here because sometimes you need rest from a busy life."



"We love all of the trees here! A great place to get out into nature."

A long, narrow swimming pool with a light-colored concrete border runs through a lush tropical landscape. The pool's surface is calm, reflecting the bright blue sky with scattered white clouds and the surrounding greenery. On the left, several tall palm trees and other tropical plants are visible. On the right, the scene is dominated by a dense wall of tall palm trees, which are mostly in shadow. The overall atmosphere is serene and tropical.

DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY25 1st Quarter)



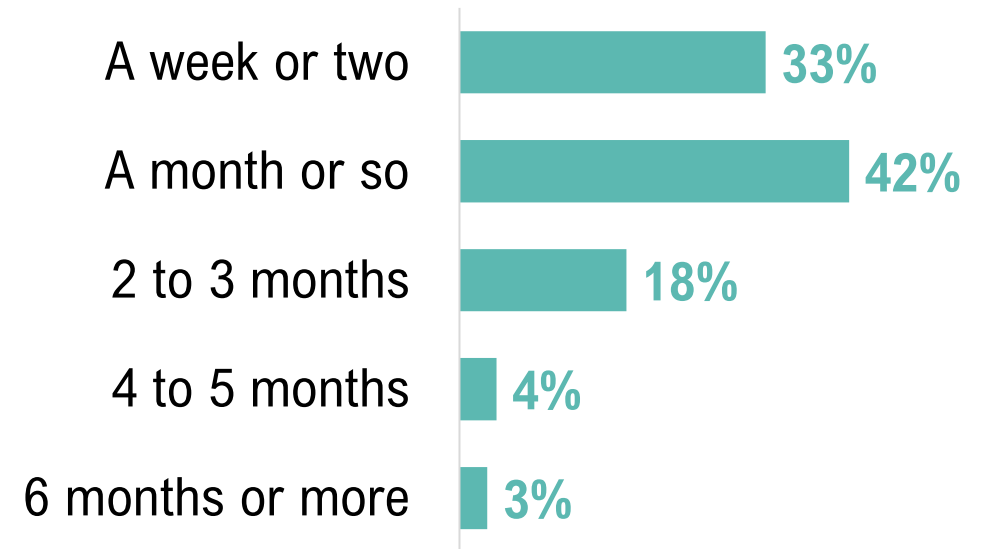
Visitors to Tallahassee have a short planning window, as **3 in 4** visitors plan their trip **a month or less in advance**



Nearly **1 in 12** visitors take **4 months or longer** to plan their trips to Tallahassee



The **average trip planning window** was **35 days, -8 days** from 2023



TRIP PLANNING SOURCES* (FY25 1st Quarter)

➤➤➤ Nearly **half** of visitors talked to friends and family to plan their trip

➤➤➤ Nearly **2 in 5** used prior knowledge of the area in their planning

➤➤➤ Over **1 in 5** searched on Google



*Multiple responses permitted.

**Response option not included in previous years.



ADVERTISING RECALL (FY25 1st Quarter)



Over **1 in 10** visitors to Tallahassee recalled advertising for the area prior to their trip, **-6% points** from 2023



This information influenced **3%** of all visitors to come to the Tallahassee area, **-4% points** from 2023

Recalled advertising

11%

Did not recall advertising

82%

Not sure

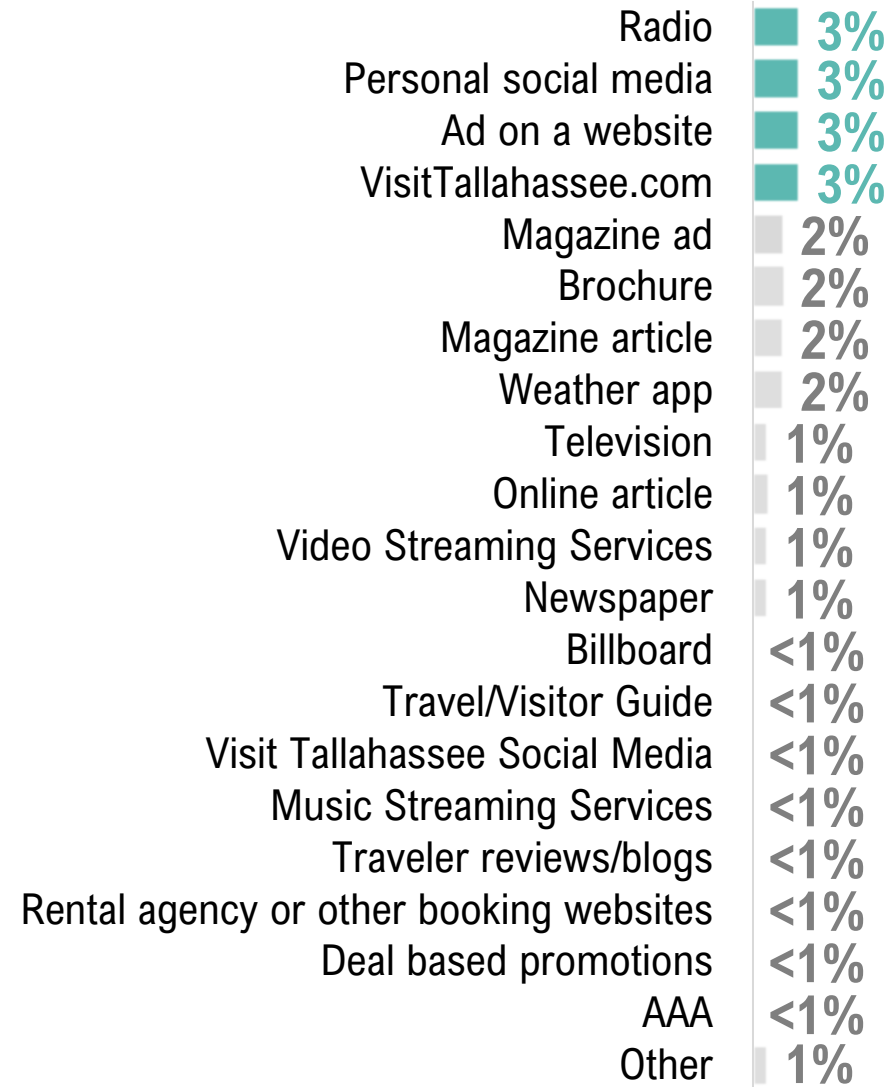
7%



ADVERTISING RECALL SOURCES¹ (FY25 1st Quarter)



The top sources of recalled advertising were **the radio, social media, website ads,** and **VisitTallahassee.com**, each noted by **3%** of all² visitors



¹Multiple responses permitted.

²Based on all visitors, including those who did not recall seeing advertising for Tallahassee.

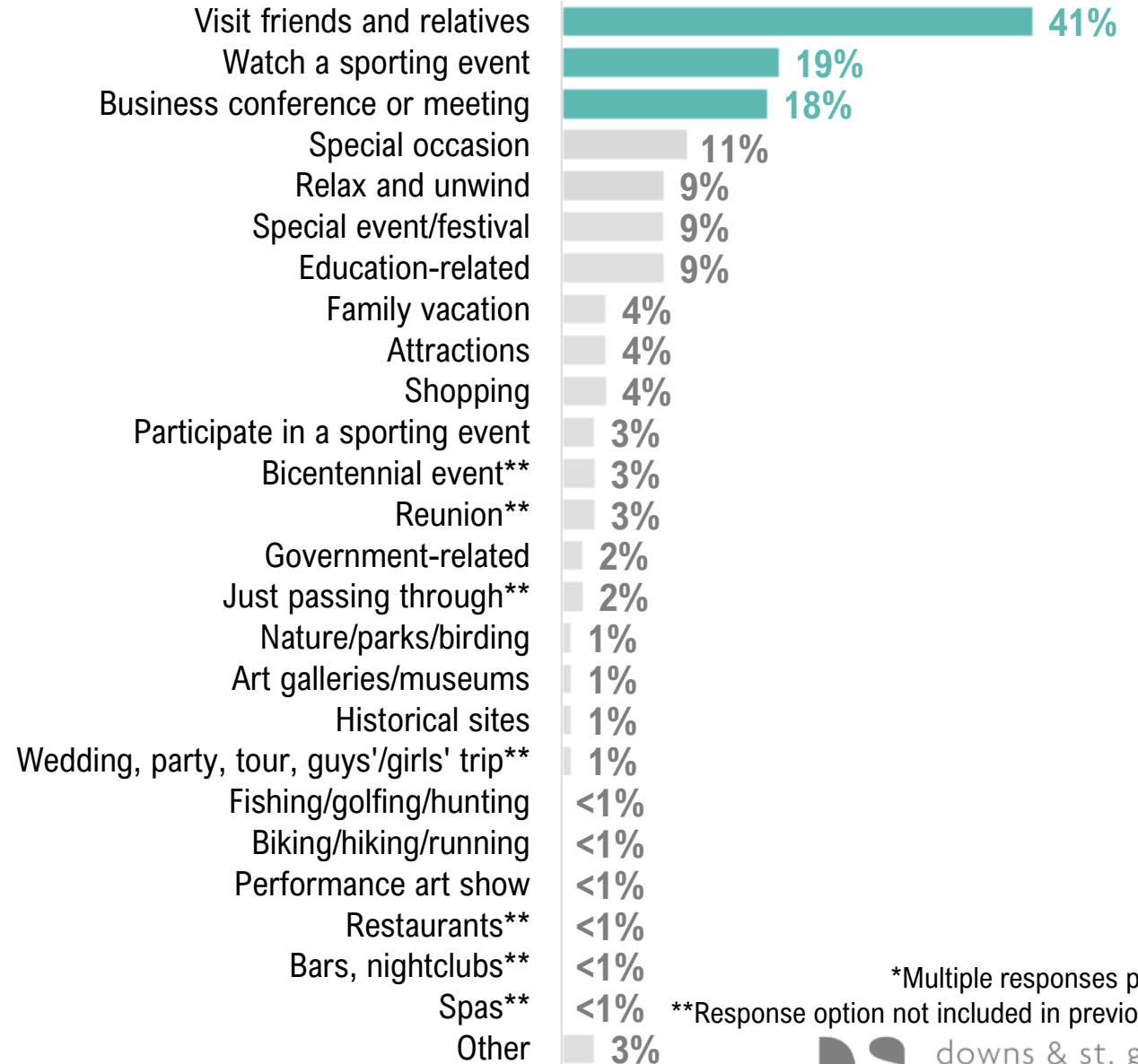


REASONS FOR VISITING* (FY25 1st Quarter)

Over **2 in 5** visitors came to Leon County to visit friends and family

Nearly **1 in 5** came to the area to watch a sporting event

Nearly **1 in 5** came to attend a business conference or meeting



*Multiple responses permitted.

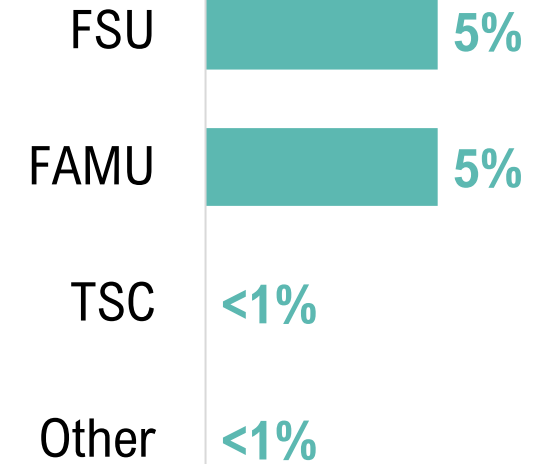
**Response option not included in previous years.



EDUCATION-RELATED VISITS* (FY25 1st Quarter)

5% of all visitors to Tallahassee came to the area for activities related to FSU

5% of all visitors came to the area for activities related to FAMU



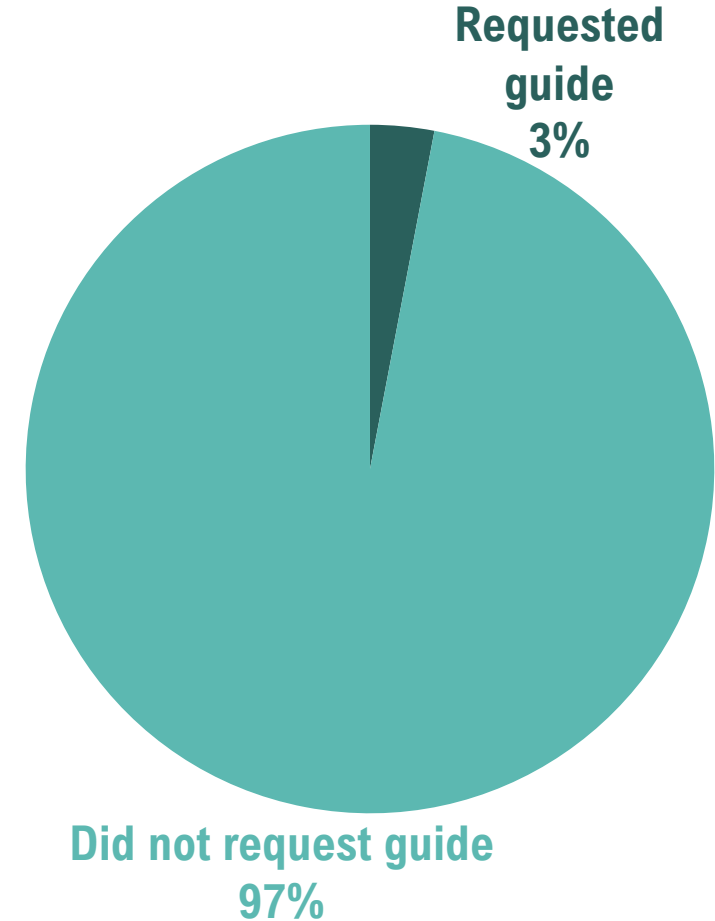
VISITORS GUIDE (FY25 1st Quarter)



3% of visitors requested a Visitors Guide prior to their trip to Leon County



Those who requested a Visitors Guide gave it a rating of 8.7*



*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.



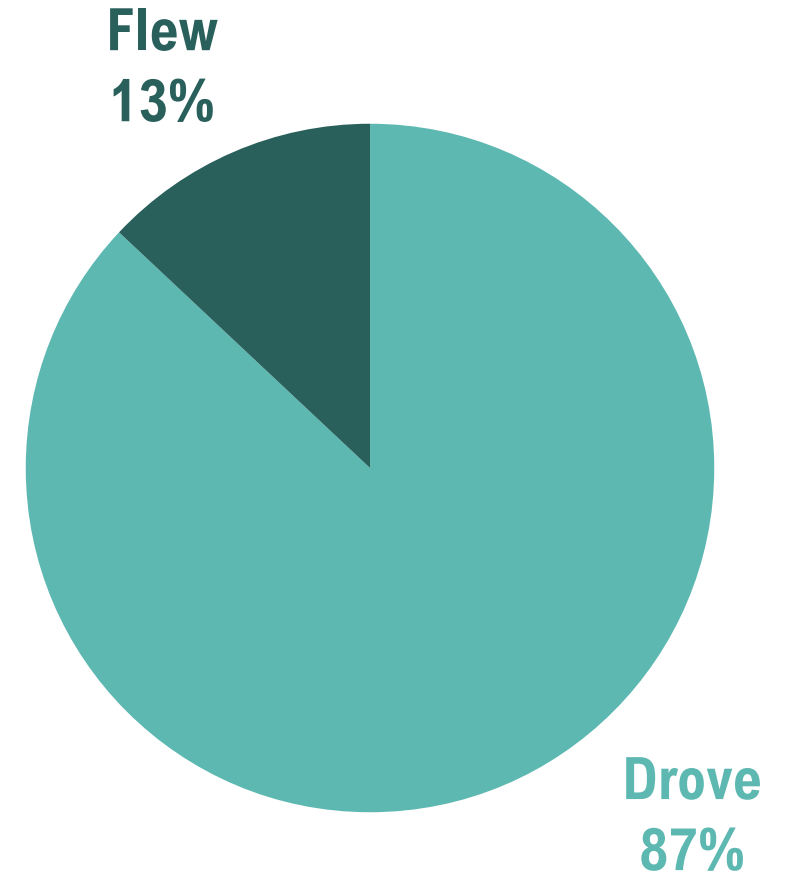
TRANSPORTATION (FY25 1st Quarter)



Nearly **9 in 10** visitors drove to Leon County



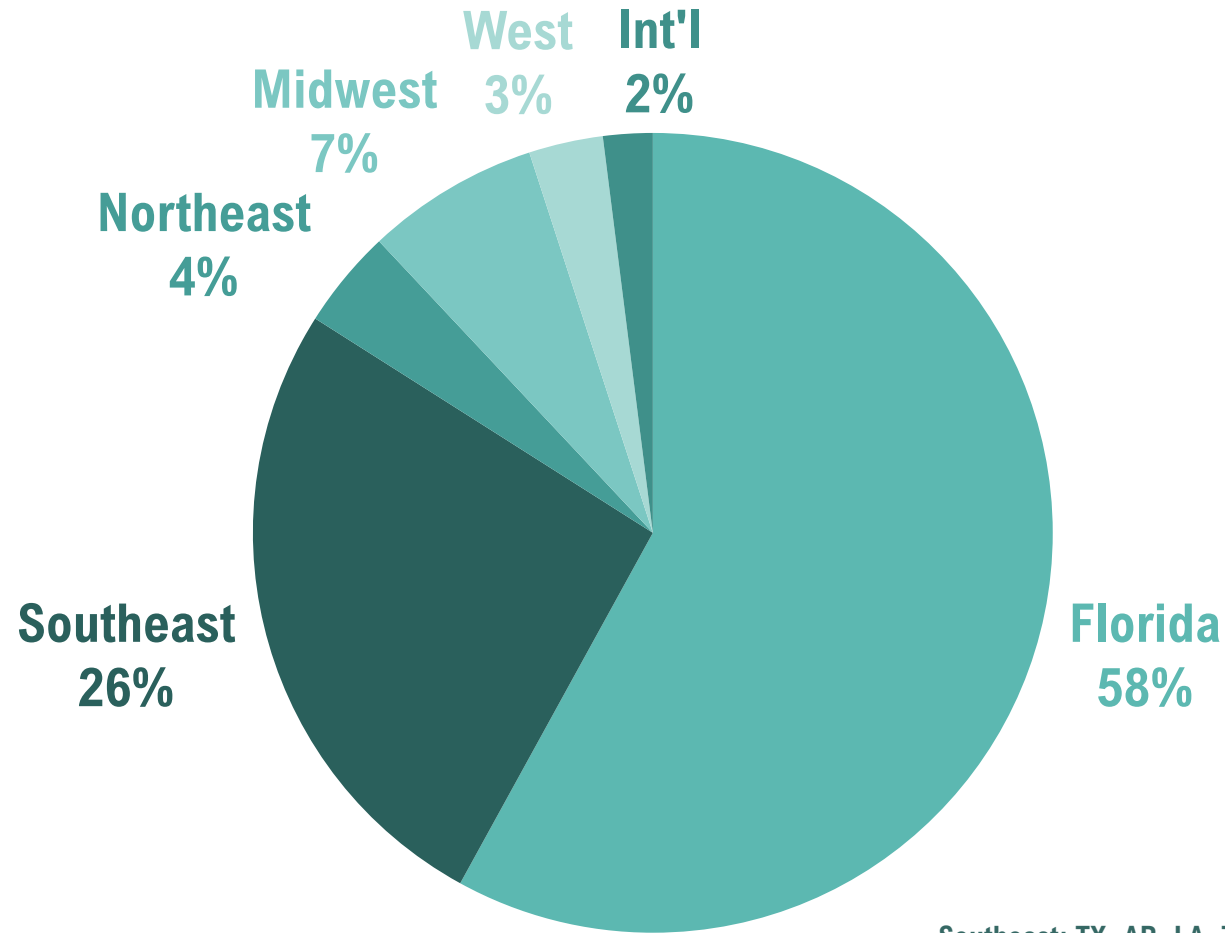
90% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY25 1st Quarter)



Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA

Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



TOP MARKETS OF ORIGIN (FY25 1st Quarter)



72% of Leon County visitors came from 12 markets

Market	Oct-Dec 2023	Oct-Dec 2024
Miami-Fort Lauderdale	9%	12%
Tampa-St. Petersburg-Sarasota	10%	9%
Orlando-Daytona Beach-Melbourne	9%	8%
Atlanta	7%	7%
Surrounding Areas ¹	12%	7%
Jacksonville	7%	6%
Panama City	4%	6%
Gainesville	2%	5%
Dallas-Fort Worth	1%	4%
Charlotte	1%	3%
Mobile	4%	3%
Raleigh-Durham	1%	2%

¹Includes counties surrounding Tallahassee and Thomasville.



TRAVEL PARTIES (FY25 1st Quarter)

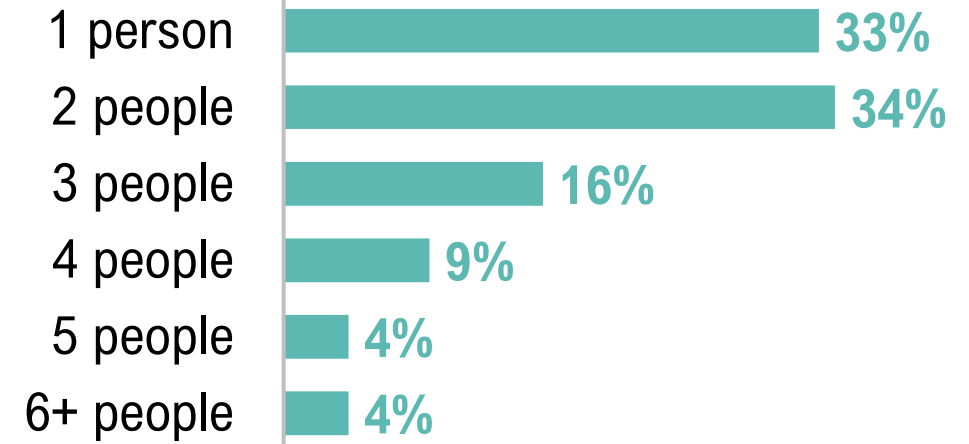


Typical visitors traveled in a party of **2.5** people



22% of visitors traveled with children aged 20 or younger, while **14%** traveled with children aged 12 or younger

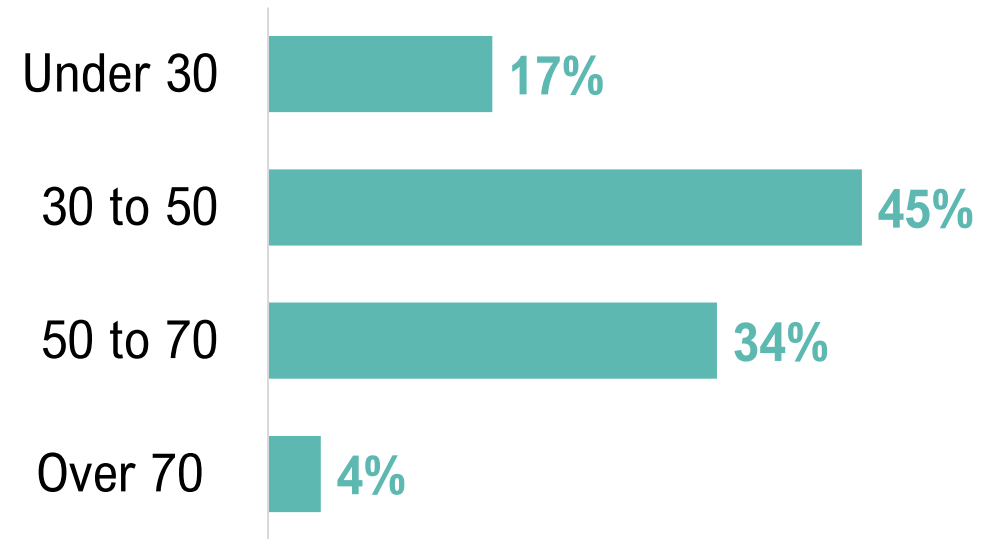
Travel Party Size



AGE OF VISITORS (FY25 1st Quarter)



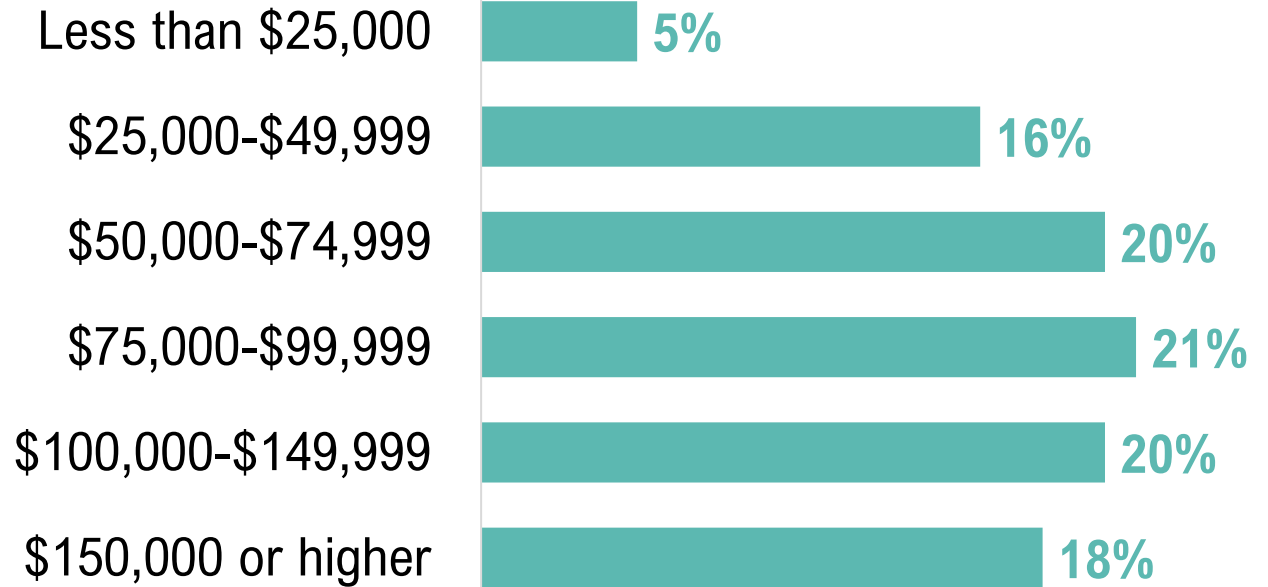
Typical visitors to Leon County were **45** years old



HOUSEHOLD INCOME OF VISITORS (FY25 1st Quarter)

Typical visitors to Leon County had a median household income of **\$85,700** per year

Nearly **1 in 5** visitors earned over **\$150,000** per year



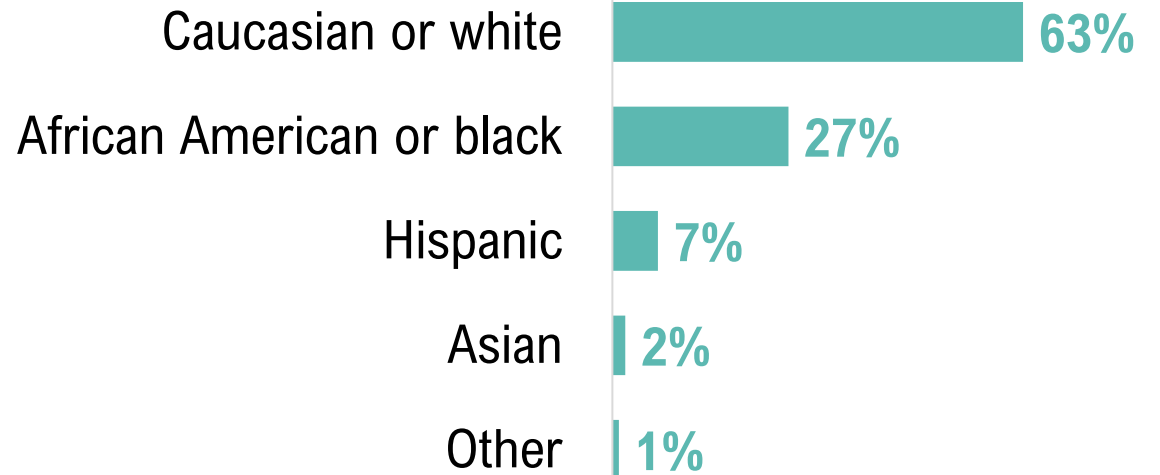
RACE/ETHNICITY OF VISITORS (FY25 1st Quarter)



Over **3 in 5** visitors to Leon County were Caucasian



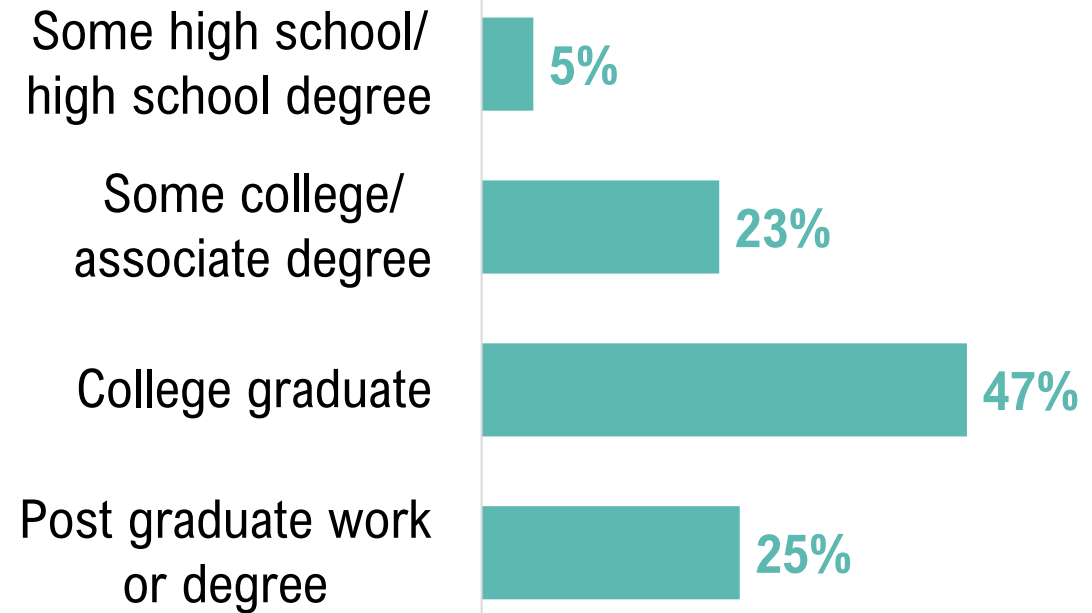
Over **1 in 4** visitors to Leon County were African American/Black



EDUCATIONAL ATTAINMENT OF VISITORS (FY25 1st Quarter)



Over **7 in 10** visitors to Leon County had a bachelor's degree or higher

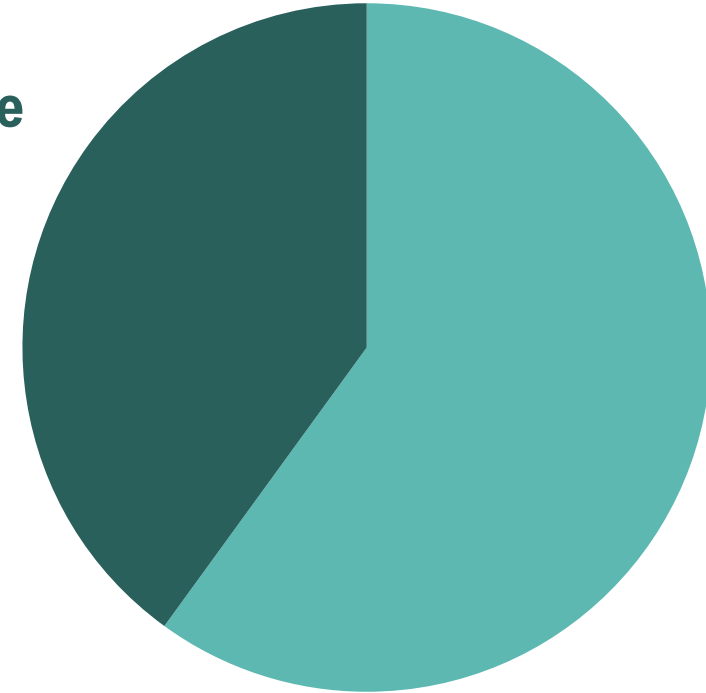


MARITAL STATUS OF VISITORS (FY25 1st Quarter)



3 in 5 visitors to Leon County were married

Single
40%

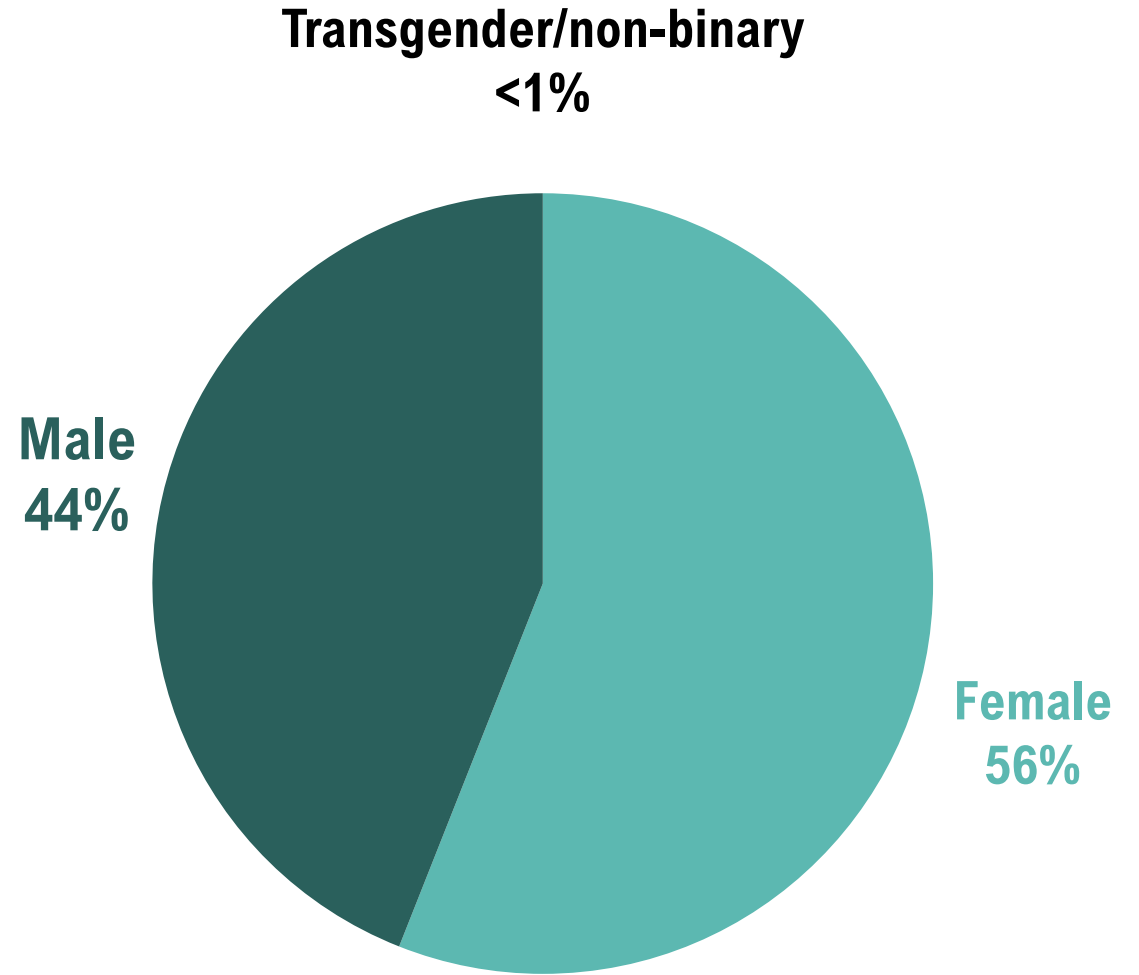


Married
60%

GENDER OF VISITORS* (FY25 1st Quarter)



56% of visitors to Leon County were female



*Gender of member of travel party interviewed. May be influenced by visitors' willingness to take a survey.

STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY25 1st Quarter)



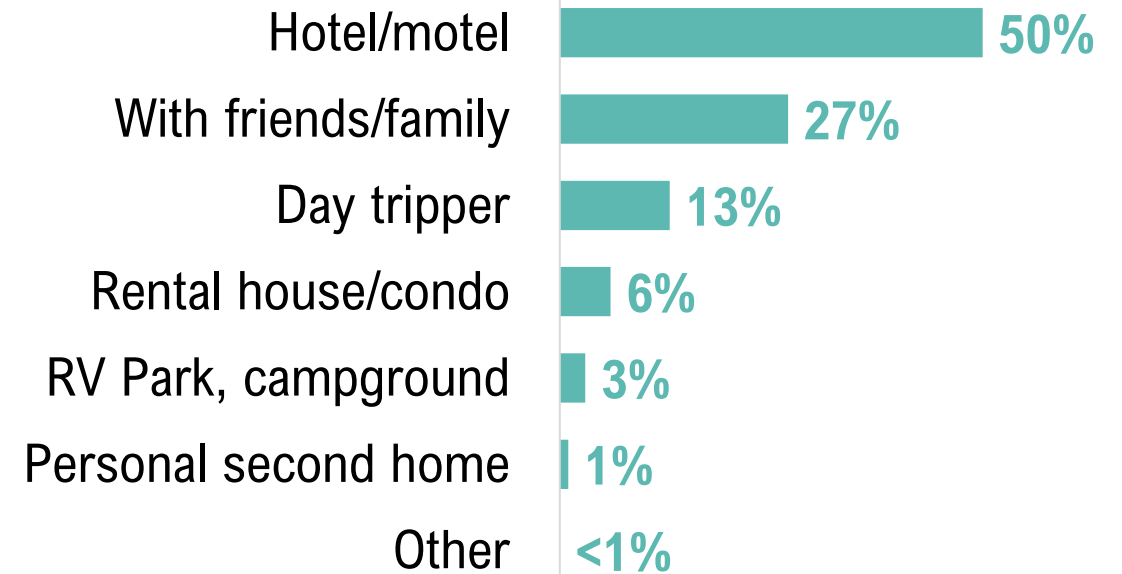
Half of visitors stayed in a hotel/motel



Over 1 in 4 stayed with friends or relatives



Vacation rentals, which have a significant presence in other Florida destinations, have a smaller presence in Tallahassee



TRAVEL PARTY SPENDING (FY25 1st Quarter)

	Spending per Day	Spending per Trip
Lodging	\$80	\$241
Restaurants	\$73	\$220
Groceries	\$20	\$60
Shopping	\$42	\$126
Entertainment	\$34	\$102
Transportation	\$37	\$111
Other	\$9	\$27
Total	\$295	\$888



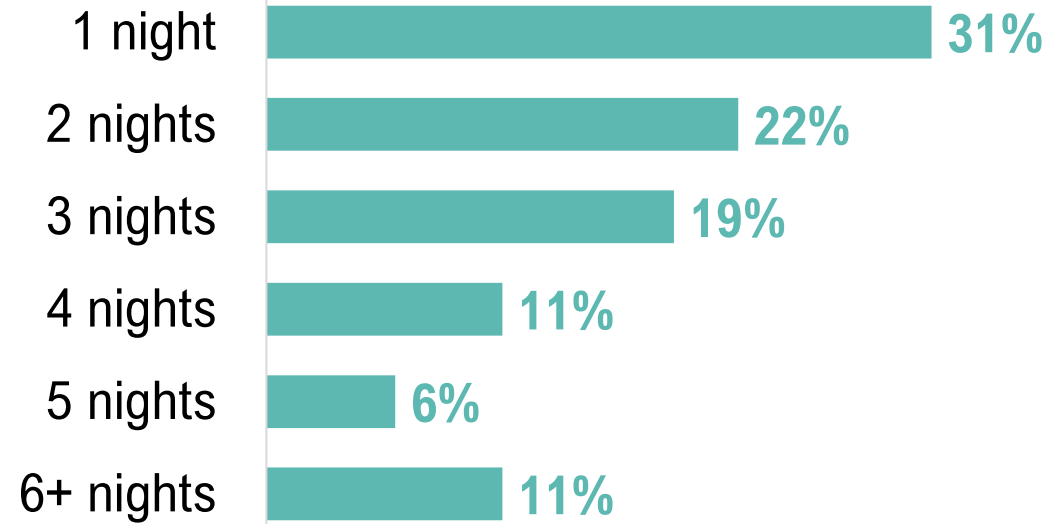
OVERNIGHT VISITORS (FY25 1st Quarter)



Typical visitors stayed **3.0** nights in Leon County



Over **half** of visitors stayed 1 or 2 nights in Leon County



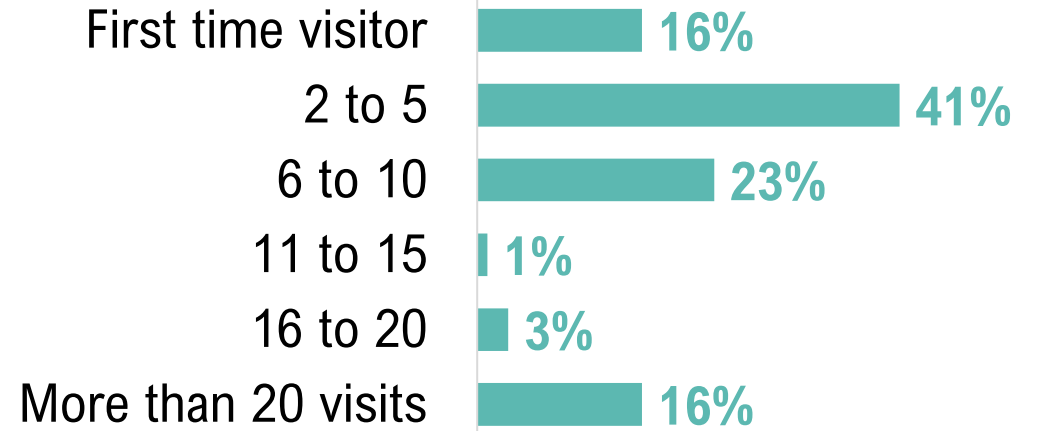
VISITS TO TALLAHASSEE – LEON COUNTY (FY25 1st Quarter)



Nearly **1 in 5** visitors were visiting Leon County for the first time



1 in 5 had previously visited Leon County more than 10 times



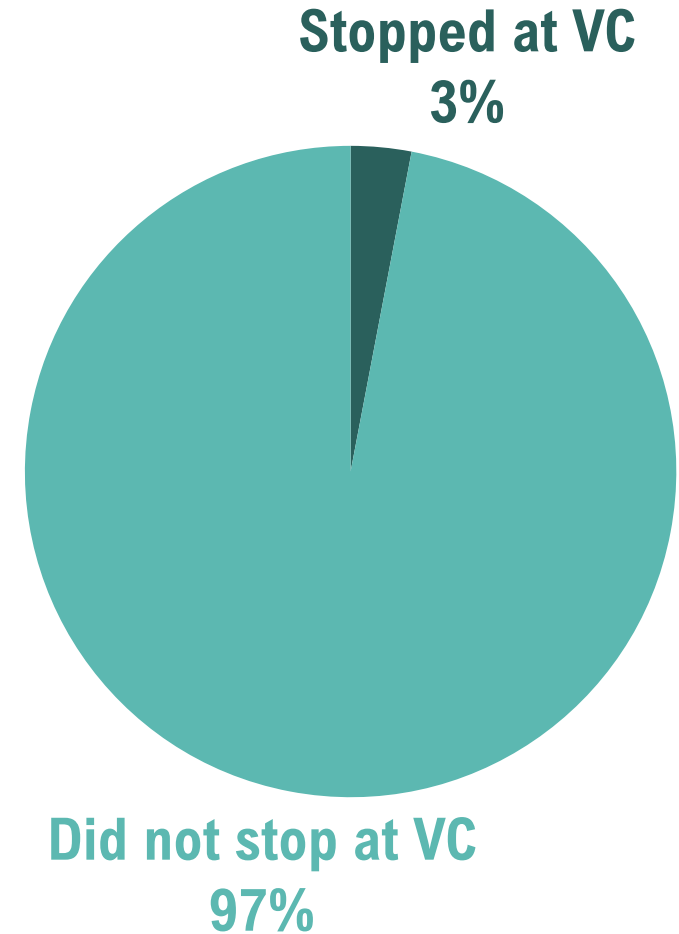
VISITOR CENTER (FY25 1st Quarter)



3% of visitors stopped at the Visitor Center*



Those who went to the Visitor Center gave it a rating of **8.6****



* Refers to the Visit Tallahassee Visitor Center in Cascades Park, as the Railroad Square Visitor Center was closed this quarter from storm damage.
** Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

ACTIVITIES DURING VISIT* (FY25 1st Quarter)



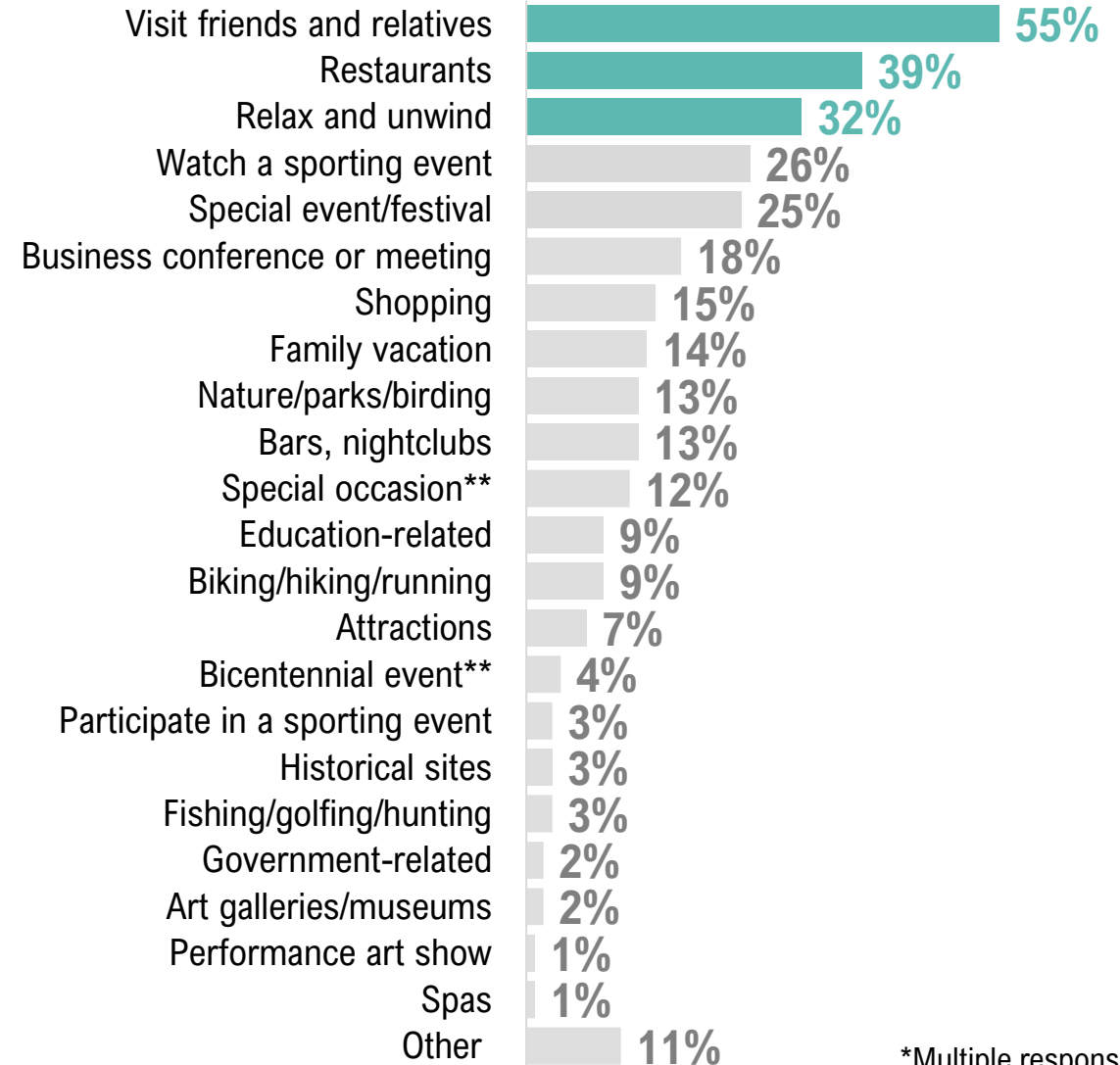
Over **half** of visitors spent time with friends and family while in Tallahassee



Nearly **2 in 5** visitors went to restaurants while in Tallahassee



Nearly **1 in 3** visitors spent time relaxing and unwinding during their trip

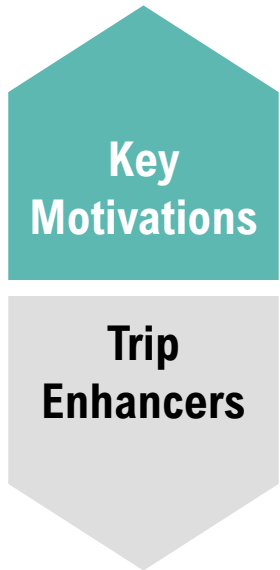


*Multiple responses permitted.

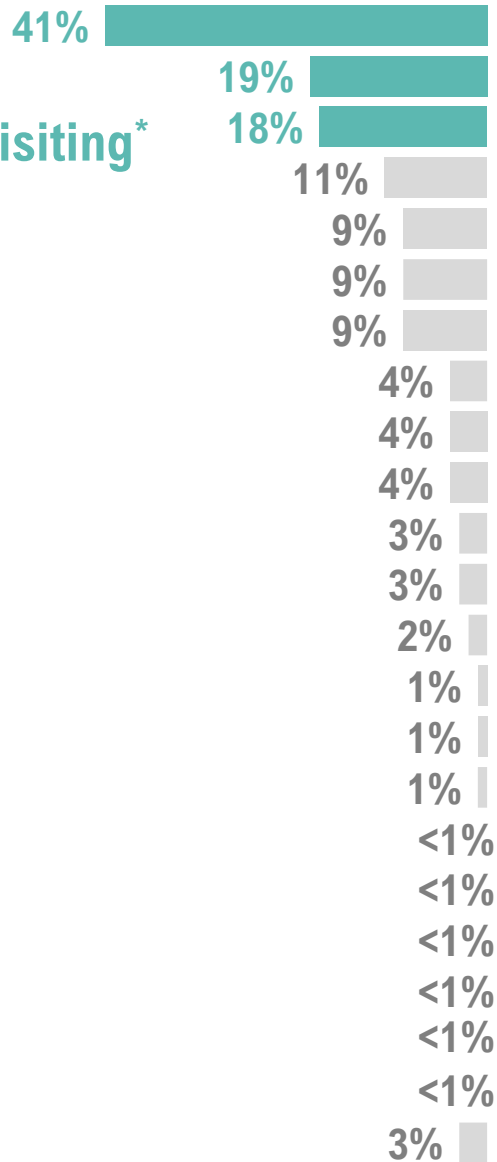
**Response option not included in previous years.



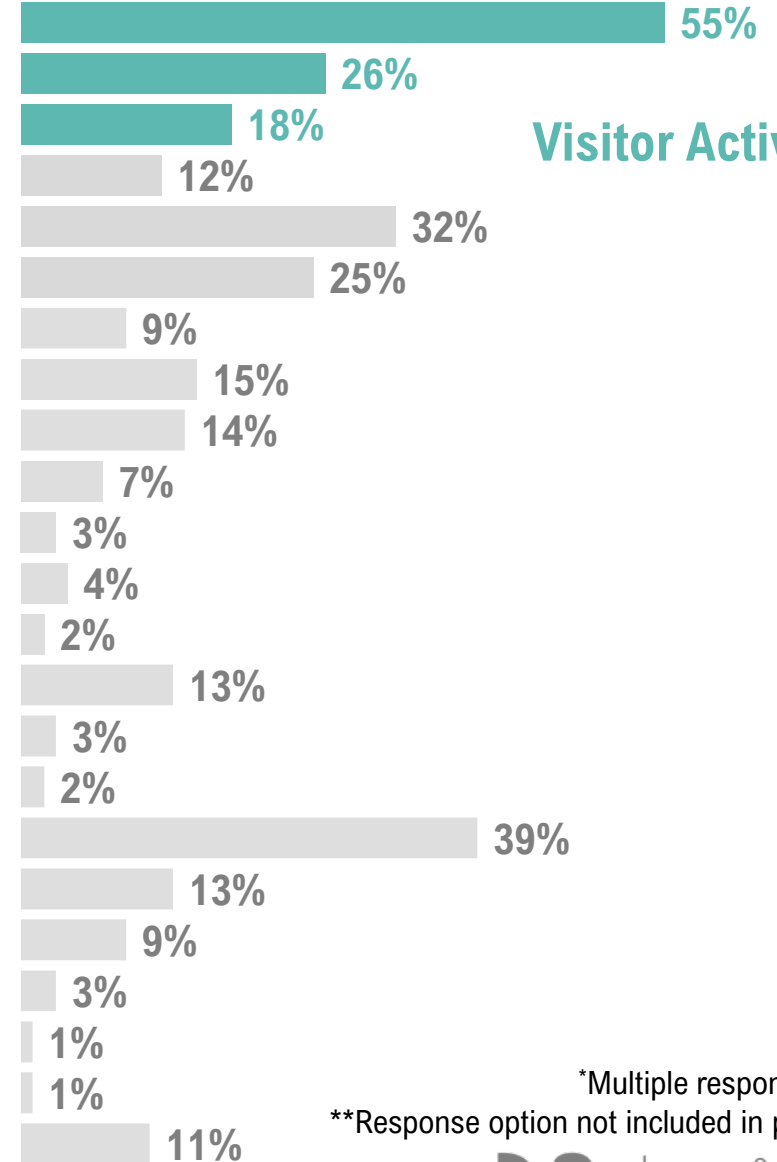
REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY25 1st Quarter)



Reasons for Visiting*



- Visit friends and relatives
- Watch a sporting event
- Business conference or meeting
- Special occasion
- Relax and unwind
- Special event/festival
- Education-related
- Shopping
- Family vacation
- Attractions
- Participate in a sporting event
- Bicentennial event
- Government-related
- Nature/parks/birding
- Historical sites
- Art galleries/museums
- Restaurants
- Bars, nightclubs
- Biking/hiking/running
- Fishing/golfing/hunting
- Performance art show
- Spas
- Other



Visitor Activities*

*Multiple responses permitted.
 **Response option not included in previous years.



STUDY OBJECTIVES: VISITOR JOURNEY



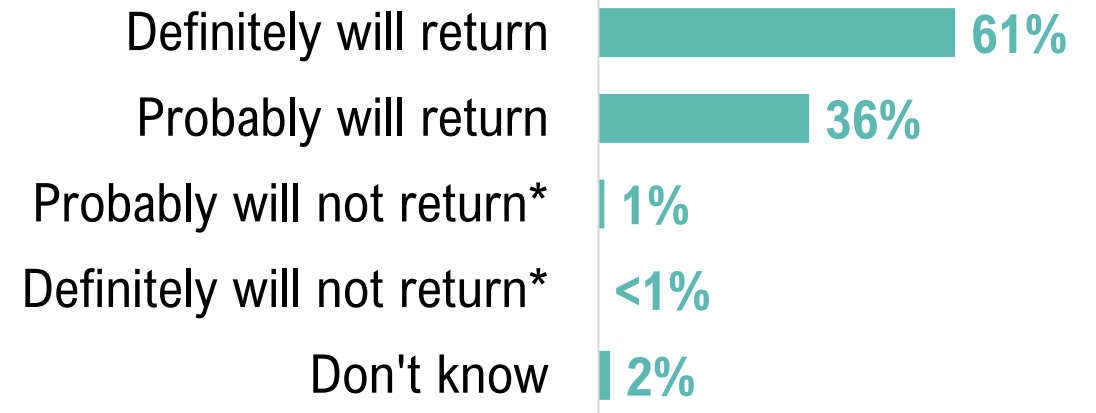
VISITOR SATISFACTION¹ (FY25 1st Quarter)



Visitors gave Leon County an average rating of **8.2** as a place to visit



97% of visitors will return (**61%** will definitely return) to Leon County for a future visit or vacation



RATING EXPERIENCES IN TALLAHASSEE (FY25 1st Quarter)



Leon County's **hospitality** and **events** each exceeded the expectations of nearly **half of** visitors



Leon County's **atmosphere** was more likely than other areas to exceed expectations



Food quality and **shopping** in Leon County were least likely to exceed visitors' expectations

Exceeded expectations

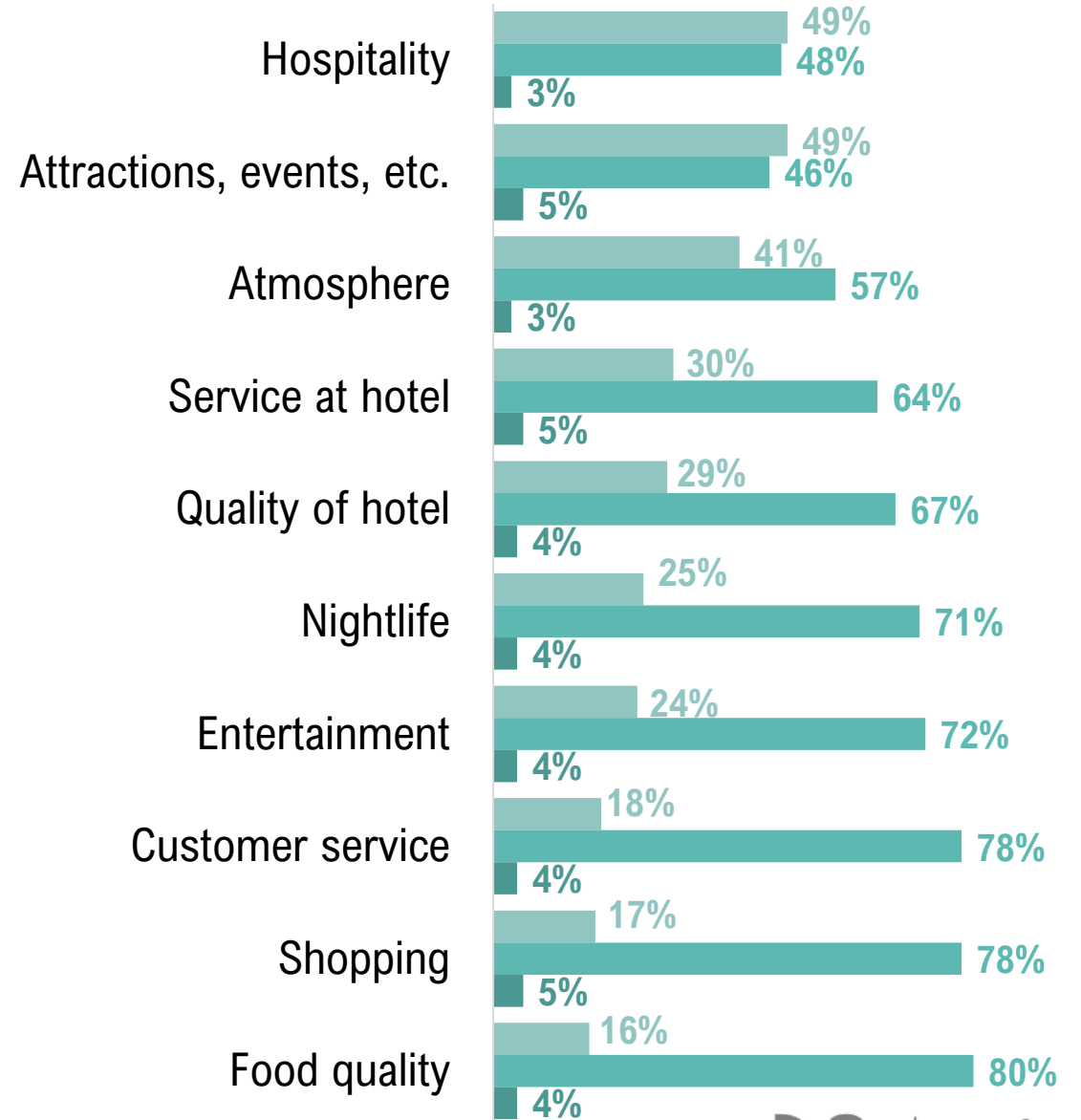
Met Expectations

Did not meet expectations



Visit Tallahassee

Pretty. Unexpected.



PERCEPTIONS: “PEACEFUL” (FY25 1st Quarter)



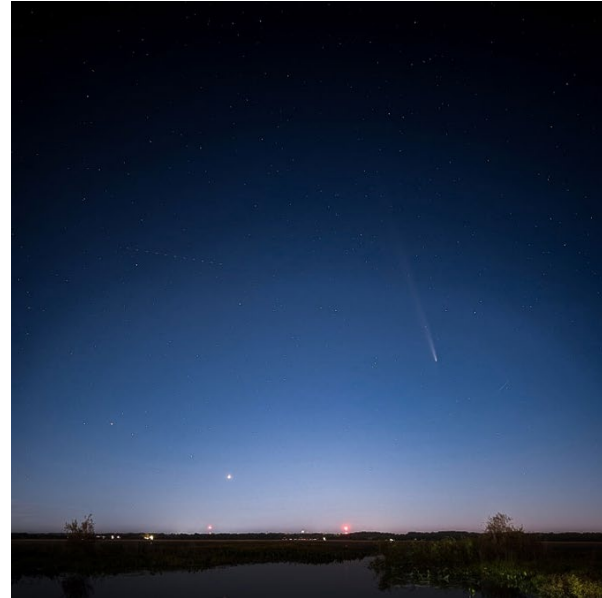
“Tallahassee has a different lifestyle: quiet, relaxed, and slow-paced.”



“It’s small, quaint, and Southern – a lovely environment to just sit and breathe.”



“Safe and family-friendly; we felt good about bringing our kids here!”



“We live in LA and come here because sometimes you need rest from a busy life.”



PERCEPTIONS: "FRIENDLY" (FY25 1st Quarter)



"I'm glad we chose to evacuate here. Very nice area with friendly people!"



"Tallahassee has that small-town hospitality; everyone is so welcoming!"



"I've noticed everyone is nice here!"



"Meeting all the interesting, kind people was the highlight of our trip."



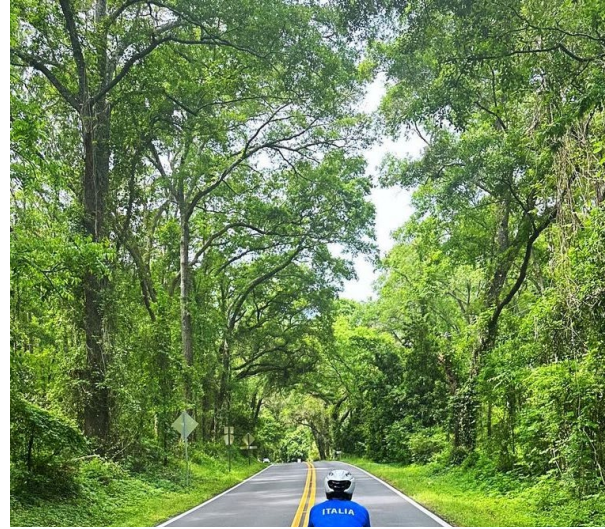
PERCEPTIONS: "SCENIC" (FY25 1st Quarter)



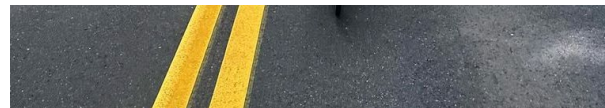
"Tallahassee's parks are one of its biggest draws for us!"



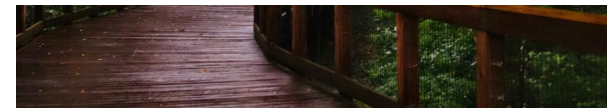
"The natural environment is unique, beautiful, and clean!"



"We love all of the trees here! A great place to get out into nature."



"We were amazed by the number of trails here, in the middle of the city!"



A tropical landscape featuring a long, narrow pool of water that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage, including several tall palm trees. The sky is bright blue with scattered white clouds. The overall scene is serene and well-maintained.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Trip Planning Cycle	October – December 2023	October – December 2024
Tallahassee was primary destination	83%	90%
A week or two in advance	31%	33%
A month or so in advance	33%	42%
2 to 3 months in advance	20%	18%
4 to 5 months in advance	9%	4%
6 months or more in advance	7%	3%

Top Trip Planning Sources	October – December 2023	October – December 2024
Talk to friends and family	36%	47%
Prior knowledge of the area	15%	38%
Search on Google, etc.	28%	21%



YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Advertising Recall	October – December 2023	October – December 2024
Recalled ads for Tallahassee	17%	11%
Influenced to visit by ads	6%	3%

Top Reasons for Visiting	October – December 2023	October – December 2024
Visit friends and family	30%	41%
Watch a sporting event	30%	19%
Business conference/meeting	16%	18%

Pre-Visit	October – December 2023	October – December 2024
Requested a Visitors Guide	7%	3%
Drove to Tallahassee	83%	87%
Flew to Tallahassee	17%	13%



YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Market of Origin	October – December 2023	October – December 2024
Miami-Fort Lauderdale	9%	12%
Tampa-St. Petersburg-Sarasota	10%	9%
Orlando-Daytona Beach-Melbourne	9%	8%
Atlanta	7%	7%
Surrounding Areas*	12%	7%

Region of Origin	October – December 2023	October – December 2024
Florida	59%	58%
Southeast (other than Florida)	25%	26%
Northeast	5%	4%
Midwest	6%	7%
West	4%	3%
International	1%	2%



*Includes counties surrounding Tallahassee and Thomasville.

YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Travel Parties	October – December 2023	October – December 2024
Travel Party Size	2.8	2.5
Traveled with Other Visitors	72%	67%
Traveled with Children under 20	26%	22%
Traveled with Children under 12	11%	14%

Visitor Profile	October – December 2023	October – December 2024
Median Age	48	45
Gender (Female)	52%	56%
Median Household Income	\$90,500	\$85,700
Bachelor’s Degree or Higher	65%	72%
White/Caucasian	59%	63%
African American	24%	27%
Married	58%	60%



YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Accommodations	October – December 2023	October – December 2024
Hotel/Motel	45%	50%
Friends/Family Home	20%	27%
Day Tripper	16%	13%
Rental House or Condo	9%	6%
RV Park/Campground	5%	3%
Personal Second Home	5%	1%
Other	NA	<1%

Trips Experience	October – December 2023	October – December 2024
Average Nights Stayed	3.1	3.0
1 st Time Visitor	18%	16%
10+ Prior Visits to Leon County	31%	20%
Stopped at Visitor Center	5%	3%*



*Refers to the Visit Tallahassee Visitor Center in Cascades Park.

YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Average Daily Spending	October – December 2023	October – December 2024
Accommodations ¹	\$85	\$80
Restaurants	\$71	\$73
Groceries	\$19	\$20
Shopping	\$47	\$42
Entertainment	\$33	\$34
Transportation	\$38	\$37
Other	\$12	\$9
Total	\$305	\$295

Average Total Trip Spending	October – December 2023	October – December 2024
Accommodations ¹	\$261	\$241
Restaurants	\$217	\$220
Groceries	\$59	\$60
Shopping	\$144	\$126
Entertainment	\$102	\$102
Transportation	\$116	\$111
Other	\$36	\$27
Total	\$936	\$888

¹Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Top Activities	October – December 2023	October – December 2024
Visit friends and relatives	44%	55%
Restaurants	51%	39%
Relax and unwind	36%	32%
Watch a sporting event	34%	26%
Special event/festival	31%	25%
Business conference or meeting	29%	18%
Shopping	20%	15%
Family vacation	24%	14%
Nature/parks/birding	13%	13%
Bars, nightclubs	20%	13%
Special occasion	NA	12%



YEAR OVER YEAR COMPARISONS (FY25 1st Quarter)

Post Trip Evaluation	October – December 2023	October – December 2024
Overall Rating	8.5	8.2
Will return to Leon County	92%	97%
Exceed + Met Expectations: Atmosphere	93%	98%
Exceed + Met Expectations: Hospitality	94%	97%
Exceed + Met Expectations: Customer service	92%	96%
Exceed + Met Expectations: Food quality	94%	96%
Exceed + Met Expectations: Quality of hotel	91%	96%
Exceed + Met Expectations: Entertainment	90%	96%
Exceed + Met Expectations: Nightlife	88%	96%
Exceed + Met Expectations: Attractions/events	88%	95%
Exceed + Met Expectations: Shopping	87%	95%
Exceed + Met Expectations: Service at hotel	90%	94%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October-December 2024
(FY2025 Q1)
Visitor Tracking Study

Kerri Post
Executive Director, Leon County Division of Tourism
Visit Tallahassee
850-606-2313, Kerri.Post@VisitTallahassee.com

Downs & St. Germain Research
850-906-3111 | contact@dsg-research.com
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