



LEON COUNTY

Tourist Development Council

Thursday, May 8, 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 – **Chair**
- II. Request for Additional Agenda Items – **Chair**
- III. Public Comment
- IV. Items for Consent Approval – **Chair**
 - February 6, 2025, 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 – **Chair**
 - Downs & St. Germain Research Presentation: FY25 Q2 Visitor Tracking Report (T4)
 - FY26 Proposed Budget Review (T5)
 - FY26 Grant Program Overview & FY26 Grant Guidelines Review (T6)
 - Concert Update
 - World Cross Country Championships Update Presentation
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - Hotel Stratification with Occupancy Summary (T7)
 - Amtrak Building/Tourism Office Repairs Update
 - Fairgrounds Update from Blueprint-IA Meeting (T8)
 - Summer Local Program to Explore "Beyond Your Block"
- VII. Additional Business: "For the Good of the Cause" – **Chair**

Next TDC Meeting:
Thursday, July 10, 2025, 9:00 A.M.
County Commission Chambers



LEON COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, February 6, 2025, 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, Michelle Personette, Joshua Brock, Russell Daws, Emily Johnson -Truitt, Liaison Kathleen Spehar, and Liaison Amanda Heidecker. Carolanne Savage and Matt Thompson were absent.

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

The Vice Chair called the meeting to order at 9:04 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 for November 7, 2024
2. Financial Reports: Division Budget FY 2025 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 Michelle Personette, for approval of the items for consent. The motion passed unanimously, 7-0.

General Business:

Nomination for the Appointment of FY25 TDC Chair - Vice Chair Proctor asked for a nomination for the TDC 2025 Chair. Russell Daws nominated Michelle Personette.

Russell Daws moved, seconded by City Commissioner Williams - Cox, for approval of the appointment of Michelle Personette as the TDC 2025 Chairperson. The motion passed unanimously, 7-0.

Downs & St. Germain Research Presentation: FY25 Q1 Visitor Tracking Report (T4) - Joseph St. Germain presented the quarterly Visitor Tracking Report for FY25 Q1 (Oct.- Dec.). Reports on Q1 data typically reflect impacts commensurate with the success of the football season, particularly on room rates and visitor numbers. However, FY25 Q1 also showed the impact of hurricane - related travel and evacuations on visitor numbers and paid accommodations. Despite constraining factors, such as inflation rates and shifts in travelers' economic circumstances post - Covid, Mr. St. Germain highlighted a steady increase in visitors, room nights, direct spending, and economic impact over the last five years.

Mr. St. Germain followed up to confirm a question for trade school or technical school was added to the visitor questionnaire per a previous TDC request and the Jan.- Mar. 2025 report will reflect that data.

Bicentennial Year-in-Review Presentation - Ms. Post opened up the presentation by thanking Vel, Doug, Addie, and the Bicentennial Steering Committee for their hard work and dedication over the previous two years. Ms. Post also noted that hundreds of Bicentennial items were given to the State of Florida Archives Florida Memory Project so that they could be preserved and shared with future generations of Tallahassee and Leon County residents.

Vel Johnson presented highlights of the Bicentennial, stating the entire community was involved, leading to 65 new community partnerships with Visit Tallahassee. The Bicentennial celebrated more than 200 events throughout the year with 150 local organizations participating in activities, as well as conducting 25 community meetings and 10 Zoom calls. Ms. Johnson highlighted the Bicentennial Day at the Capitol, the building of a replica of the 1824 First Florida Capitol log cabin, spearheaded by Mayor John Dailey, and the Bicentennial Weekend and T- Pain Concert as major events during the year. Ms. Johnson closed with special acknowledgments for all those who helped make it a successful year-long event and shared the National Association of Counties awarded Leon County a 2024 Achievement Award for the "Leon County -Tallahassee Bicentennial Celebration." Discussion ensued. Commissioner Williams-Cox encouraged staff to "keep the band together" and continue to promote and document historical events in Leon County.

Worlds Athletics Cross Country Championships (WXC) Site-Visit Recap and Next Steps - Taylor Wheaton & Amanda Heidecker provided updates on the 2026 Championships. On January 11, 2025, Leon County hosted a community kickoff at Apalachee Regional Park (ARP), marking the one-year countdown and unveiling the official logo for the Championships.

Following the community kickoff, staff hosted a site visit with World Athletics representatives. The visit included a walk-through of the championship course at Apalachee Regional Park, showcasing its terrain and state-of-the-art facilities. Productive meetings followed for 2 - 3 days focused on logistics to ensure a seamless experience for athletes, spectators, and global audiences. World Athletics staff praised the park's event-readiness and hospitality. Ms. Post thanked Russell Dawes for providing the special memorable opportunity for our international guests to see a live alligator.

Chair Personette asked what was needed for the 2026 Championships and how the TDC could assist. Ms. Heidecker responded sponsorship dollars and in-kind contributions were needed. Commissioners Williams-Cox and Proctor highlighted the need for national and statewide fundraising efforts through sponsorships and grants. Proctor also suggested negotiating with Dentsu (World Athletics' marketing partner) for the video rights to air footage on channels 16 and 13, as well as for use in future tourism marketing. He also recommended credentialing local videographers to collect footage during the event. Discussion ensued.

Ms. Post noted that there will be a budget adjustment for the World Athletics event, as the original budget set in 2021 did not account for all of the WXC event requirements unknown at the time and external factors such as inflation and a new federal law requiring stricter and more costly security measures for international sporting events. Staff will be recommending changes to the budget over the coming months to accommodate the additional needs once all the final cost estimates have been received. Commissioner Proctor proposed rebranding the course at ARP as "Worlds Championship Course." In regard to the budget, he mentioned Leon County would want to assist with the budgetary needs. Commissioner Proctor asked staff whether there are countries that are banned from entering the United States to participate in the Championships. Ms. Post stated we have not been informed of any banned countries at this time.

Concert Update - Ms. Post provided the updates on the spring concert lineup, which includes the following: The Second Annual Jubilee Gospel Music Festival at the Adderly Amphitheater, Violent Femmes performing with the Tallahassee Symphony Orchestra (TSO), Wilco with special guest Waxahatchee, and Alison Krauss & Union Station featuring Jerry Douglas. Ms. Post noted all events have robust ticket sales so far. Ms. Post also reported at the Board of County Commissioners' Strategic Planning Retreat, the Division of Tourism/Visit Tallahassee was directed to explore partnering with bigger venues to bring in top 100 Billboard artists.

Tallahassee Sports Council Updates & 2nd Cycle Sports Event Grant Recommendations - Amanda Heidecker presented the FY25 2nd Cycle Sports Events Grant award recommendations for eight sporting event applications. The TSC recommended funding for six of the eight applications, totaling \$10,000 of the \$15,200 allocated. Two events were deemed ineligible. Discussion ensued.

Commissioner Proctor moved, seconded by Commissioner Williams - Cox, for approval of the Tallahassee Sports Council Updates and 2nd Cycle Sports Event Grant Award Recommendations. The motion passed unanimously, 7-0.

COCA Update - Ms. Spehar spoke on COCA's involvement with the Bicentennial Events and plans for the newly built First Florida Capitol cabin to remain in Cascades with cultural programming for the next 10 years. Ms. Spehar reported there are 300+ events on the COCA calendar, including many to celebrate Black History Month and Women's History Month. She noted COCA is celebrating its 40th anniversary this year. Ms. Spehar also spoke on COCA's continued involvement with of the cohort of organizations working to purchase the property at Railroad Square.

Executive Director's Report

Amtrak Station/Tourism Office/Visitor Center Update - Ms. Post reported the preliminary estimate for restoring the building is thought to be between \$3M and \$4M with insurance anticipated to cover the majority of costs. Design documents for the repairs have been completed and the next step will be the solicitation/bid process to ascertain actual cost estimates. The tentative timeline anticipates work to begin in May 2025 with staff returning to the building early next year. Commissioner Proctor expressed concern over the placement of the Tourism Offices and Visitor Information Center at the former Amtrak Train Station, as well as the amount of funds that have been used and are continuing to be used in the restoration and upkeep of the building. Discussion ensued.

Hotel Stratification Analysis - Jon LaBarre provided an overview of Tallahassee-Leon County's hotel market stratification as requested by the TDC, noting about 75% of hotels in our market are classified as Economy and Upper Midscale by Smith Travel Research (STR), with the remainder falling in the Midscale to Upscale ranges. Prices fluctuate based on seasonal demand and special events in the market, and although hotels are evenly distributed across the county, pricing varies by area. Discussion ensued. A comparative set regarding occupancy rates at each service level will be provided at the next TDC Meeting.

Snow Day Reel Highlights - Ms. Post commended digital content manager Bryan Smith for his beautiful video coverage of the January snowstorm. The Instagram reel reached over 260,000 people, logged 22,000 interactions, and generated 500 new followers on the VT account. Through Facebook, the post generated an additional 1,200 followers.

2026 Visitor Guide and Marketing Rollout Update - Ms. Post announced the 2025 Visitor Guide is in its final review, with the Marketing Rollout scheduled for late spring. She noted a recent familiarization tour resulted in a 12 - page feature in Central Florida's Official Lifestyle Magazine. Additionally, Ms. Post congratulated Gulfwinds Track Club's Tallahassee Marathon for achieving record-breaking attendance and highlighted the significance of Bank of America sponsoring the event for the first time.

Additional Business: "For the Good of the Cause" - Michelle Personette

County Commissioner Proctor informed the members he met with the County's lobbying team regarding an ask for \$250 million – \$300 million from the Florida Legislature for the construction of a conference center, which would benefit the universities, government, and wider community and urged staff to continue to move the conference center project agenda forward.

City Commissioner Williams - Cox reminded the members that a conference center was a Blueprint Project before COVID and that \$20 million had been set aside.

City Commissioner Richardson announced that the League of Women Voters of Florida had sponsored a Black History Month art and essay contest, and the exhibit will be in the City Commission reception area.

ADJOURN

There being no further additional business, Chairperson Michelle Personette requested a motion for adjournment, Commissioner Williams - Cox moved, seconded by Russell Daws, the meeting adjourned at 10:57 a.m.

Attest: Michelle Personette
Chairperson

Attested: Shelby Bishop

4-Cents Collections

Acct # REVENUES	YTD		December		FY 2024/25		% Revenue	
	Actuals		Actuals		Budget		Received	Variance
312100 Local Option Tax (4-cents)	\$ 3,763,885.97		\$ 626,985.62		\$ 6,680,875.00		56%	(2,916,989)
361320 Tax Collector FS 219.075	\$ 10,598.48		\$ -		\$ -			10,598
361111 Pooled Interest Allocation	\$ -		\$ -		\$ 214,510.00		0%	(214,510)
365000 Merchandise Sales	\$ 11,384.53		\$ 2,195.56		\$ 10,373.00		110%	1,012
366500 Special Event Grant Reimbursements	\$ -		\$ -		\$ 12,500.00		0%	(12,500)
366930 Other Contributions/Partnerships	\$ -		\$ -		\$ -			-
361300 Interest Inc/FMV Adjustment	\$ -		\$ -		\$ -			-
369900 Miscellaneous Revenue	\$ 45,857.13		\$ 367.53		\$ 189,400.00		24%	(143,543)
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/
Administration (301)/Marketing (303)		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 408,871.67	\$ 66,399.86	\$ 976,756.00	\$ 976,756.00	42%	\$ 567,884
51250	Regular OPS Salaries & Wages	\$ 61,170.58	\$ 4,402.28	\$ 209,182.00	\$ 274,182.00	22%	213,011
51500	Special Pay	\$ -	\$ -	\$ 3,600.00	\$ 3,600.00	0%	3,600
52100	FICA	\$ 34,326.83	\$ 5,092.31	\$ 90,693.00	\$ 90,693.00	38%	56,366
52200	Retirement Contributions	\$ 77,960.34	\$ 12,016.21	\$ 194,115.00	\$ 194,115.00	40%	116,155
52210	Deferred Compensation	\$ 33.77	\$ -	\$ 1,566.00	\$ 1,566.00	2%	1,532
52300	Life & Health Insurance	\$ 83,080.47	\$ 15,285.44	\$ 221,432.00	\$ 221,432.00	38%	138,352
52400	Workers Compensation	\$ 787.84	\$ 114.94	\$ 4,814.00	\$ 4,814.00	16%	4,026
53400	Other Contractual Services	\$ 148,956.88	\$ 36,537.90	\$ 688,420.00	\$ 838,420.00	18%	689,463
54000	Travel & Per Diem	\$ 11,813.66	\$ 1,973.81	\$ 101,780.00	\$ 101,780.00	12%	89,966
54100	Communications Services	\$ 1,016.03	\$ 16.76	\$ 9,600.00	\$ 9,600.00	11%	8,584
54101	Communications - Phone System	\$ -	\$ -	\$ 102.00	\$ 102.00	0%	102
54200	Postage	\$ 9,300.80	\$ 56.00	\$ 10,000.00	\$ 10,000.00	93%	699
54400	Rental & Leases	\$ 5,028.45	\$ 620.55	\$ 31,090.00	\$ 31,090.00	16%	26,062
54505	Vehicle Coverage	\$ -	\$ -	\$ 747.00	\$ 747.00	0%	747
54600	Repair & Maintenance	\$ 1,297.80	\$ 1,297.80	\$ 16,104.00	\$ 16,104.00	8%	14,806
54601	Vehicle Repair	\$ 97.25	\$ -	\$ 1,125.00	\$ 1,125.00	9%	1,028
54700	Printing	\$ 3,470.31	\$ 398.37	\$ 20,000.00	\$ 32,000.00	11%	28,530
54800	Promotional Activities	\$ 21,623.94	\$ 8,653.30	\$ 80,849.00	\$ 80,849.00	27%	59,225
54860	TDC Direct Sales Promotions	\$ 21,095.20	\$ 8,070.82	\$ 76,943.00	\$ 88,943.00	24%	67,848
54861	TDC Community Relations	\$ 5,821.77	\$ 2,137.69	\$ 71,050.00	\$ 102,050.00	6%	96,228
54862	TDC Merchandise	\$ 8,789.60	\$ 5,039.48	\$ 50,528.00	\$ 65,528.00	13%	56,738
54900	Other Current Charges	\$ 532,900.41	\$ 169,488.50	\$ 983,191.00	\$ 1,083,191.00	49%	550,291
54948	Other Current Chrg - Amphitheater	\$ 445,679.24	\$ 115,632.00	\$ 640,618.00	\$ 1,125,618.00	40%	679,939
55100	Office Supplies	\$ 1,078.89	\$ 414.84	\$ 18,562.00	\$ 18,562.00	6%	17,483
55200	Operating Supplies	\$ 3,220.13	\$ 94.74	\$ 20,111.00	\$ 20,111.00	16%	16,891
55210	Fuel & Oil	\$ 1,469.75	\$ 56.04	\$ 10,000.00	\$ 10,000.00	15%	8,530
52250	Uniforms	\$ 343.22	\$ 217.57	\$ 16,500.00	\$ 31,500.00	1%	31,157
55400	Publications, Memberships	\$ 22,385.31	\$ 459.94	\$ 35,654.00	\$ 35,654.00	63%	13,269
55401	Training	\$ 7,760.00	\$ -	\$ 15,000.00	\$ 15,000.00	52%	7,240
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160	TDC Local T&E	\$ 284.34	\$ 260.55	\$ 5,500.00	\$ 8,500.00	3%	8,216
58320	Sponsorship & Contributions	\$ 50,000.00	\$ -	\$ 82,567.00	\$ 82,567.00	61%	32,567

<u>Advertising/Public Relations (302)</u>								
53400	Other Contractual Services	\$	198,967.87	\$	24,786.14	\$	1,500,000.00	\$ 1,875,000.00 11% \$ 1,676,032
<u>Special Events/Grants (304)</u>								
58300	Grants & Aids	\$	69,597.25	\$	20,650.68	\$	800,000.00	\$ 800,000.00 9% 730,403
<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	\$	538,818.26	\$	538,818.26	\$	1,646,757.00	\$ 1,646,757.00 33% 1,107,939
<u>Transfers (950)</u>								
591220	Transfer to Fund 220	\$	20,060.51	\$	3,343.41	\$	-	\$ 40,121.00 0% 20,060
591001	Transfer to Fund 001	\$	52,659.51	\$	8,609.91	\$	-	\$ 103,319.00 0% 50,659
<u>Salary Contingency (990)</u>								
59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$ - -
	Reserve for Fund Balance	\$	-	\$	-	\$	-	\$ - -
Total Expenditures		\$	2,849,767.88	\$	1,050,946.10	\$	8,634,956	\$ 10,657,728 27% (7,807,960)

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)	\$ 940,969.26	\$ 156,746.41	\$ 1,646,757.00	\$ 1,646,757.00	57%	(705,788)
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
Total Revenues		940,969.26	156,746.41	\$ 1,646,757	\$ 1,646,757	57%	(705,788)
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 March 31, 2025

REVENUES

¹ - Revenue for the FYTD 4-cent collections \$3,763,885.97 are \$78,753 over last year's collection.

² - Revenue for the FYTD 1-cent collections \$940,969.26

³ - Revenue

EXPENSES

Other Current Chrg

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

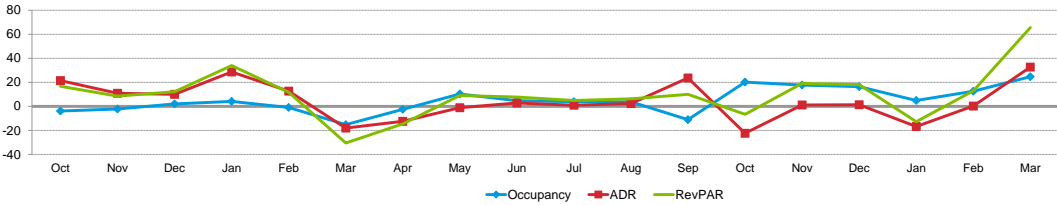
	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	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%	(50%)	-42%	-35%	
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	349,360.01	359,333.87	369,813.17	442,474.54	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	783,187.61	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	361,296.11	397,692.70	484,782.70	-	-	-	-	-	-	2,910,219.74
(1-cent - 4th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	-	-	-	-	-	-	970,073.25
(1-cent - 5th Penny)	179,298.93	194,976.68	181,207.13	120,432.04	132,564.23	161,594.23	-	-	-	-	-	-	970,073.25
Total	896,494.66	974,883.39	906,035.66	602,160.19	662,821.17	807,971.16	-	-	-	-	-	-	4,850,366.23
Gain/Loss - Month: 3 cent	7%	(9%)	15%	7%	-11%	8%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	7%	(2%)	3%	4%	1%	2%	-11%	-21%	-31%	-37%	-42%	-47%	
Deposit 5-cent @97%	869,599.82	945,636.89	878,854.59	584,095.38	642,936.53	783,732.03	-	-	-	-	-	-	4,704,855.24
Year to date: 3-cent	537,896.80	1,122,826.83	1,666,448.23	2,027,744.34	2,425,437.04	2,910,219.74	2,910,219.74	2,910,219.74	2,910,219.74	2,910,219.74	2,910,219.74	2,910,219.74	
Year to date: 1-cent (4th)	179,298.93	374,275.61	555,482.74	675,914.78	808,479.0								

Tab 2 - Trend Leon County, FL

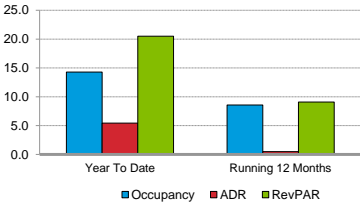
Visit Tallahassee
For the Month of March 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	61.9	58.7	51.4	58.0	64.6	60.8	61.3	65.3	65.8	57.7	68.1	62.2	74.4	69.1	59.8	60.8	72.7	75.8
	Last Year	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	58.0	64.6	60.8
	Percent Change	-3.9	-2.2	2.0	4.2	-0.9	-15.2	-2.5	10.3	4.7	4.0	3.8	-11.0	20.2	17.7	16.5	4.9	12.6	24.7

Year To Date			
2023	2024	2025	
64.2	61.0	69.7	
62.9	64.2	61.0	
1.9	-4.9	14.3	

Running 12 Months			
2023	2024	2025	
61.6	60.8	66.1	
59.4	61.6	60.8	
3.7	-1.3	8.6	

ADR	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	176.28	146.58	111.76	136.37	132.01	116.36	111.54	133.96	109.86	100.20	125.81	150.01	136.88	148.34	113.31	113.47	132.38	154.45
Last Year	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	136.37	132.01	116.36
Percent Change	21.4	11.0	10.0	28.6	12.8	-18.0	-12.4	-1.1	2.9	0.9	2.4	23.6	-22.3	1.2	1.4	-16.8	0.3	32.7

Year To Date			
2023	2024	2025	
123.33	128.06	135.03	
113.17	123.33	128.06	
9.0	3.8	5.4	

Running 12 Months			
2023	2024	2025	
120.21	127.90	128.53	
112.37	120.21	127.90	
7.0	6.4	0.5	

RevPAR	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	109.05	86.03	57.41	79.07	85.26	70.75	68.33	87.44	72.30	57.77	85.71	93.35	101.79	102.47	67.81	69.03	96.29	117.12
Last Year	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	79.07	85.26	70.75
Percent Change	16.7	8.5	12.3	34.0	11.7	-30.5	-14.6	9.1	7.7	5.0	6.3	10.0	-6.7	19.1	18.1	-12.7	12.9	65.5

Year To Date			
2023	2024	2025	
79.12	78.13	94.15	
71.23	79.12	78.13	
11.1	-1.2	20.5	

Running 12 Months			
2023	2024	2025	
74.07	77.82	84.91	
66.80	74.07	77.82	
10.9	5.1	9.1	

Supply	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	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	202,275	202,275	182,700	204,135
	Last Year	200,942	191,760	198,152	198,152	178,976	191,760	198,152	191,760	198,152	198,152	198,152	191,760	198,059	191,670	203,639	183,932	203,639
Percent Change	-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	-0.7	-0.7	0.2

Year To Date			
2023	2024	2025	
575,280	591,210	589,110	
583,411	575,280	591,210	
-1.4	2.8	-0.4	

Running 12 Months			
2023	2024	2025	
2,352,370	2,354,314	2,390,316	
2,374,285	2,352,370	2,354,314	
-0.9	0.1	1.5	

Demand	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	122,528	112,488	104,610	118,072	118,794	123,819	120,717	132,916	129,237	116,115	138,811	122,713	151,521	135,216	121,040	123,068	132,901	154,800
Last Year	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	118,072	118,794	123,819
Percent Change	-5.3	-2.2	4.8	7.1	1.8	-12.9	0.2	13.4	7.3	5.7	6.8	-8.5	23.7	20.2	15.7	4.2	11.9	25.0

Year To Date			
2023	2024	2025	
369,052	360,685	410,769	
367,231	369,052	360,685	
0.5	-2.3	13.9	

Running 12 Months			
2023	2024	2025	
1,449,480	1,432,515	1,579,055	
1,411,383	1,449,480	1,432,515	
2.7	-1.2	10.2	

Revenue	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	21,598,724	16,488,663	11,691,302	16,101,166	15,682,119	14,407,200	13,464,900	17,805,531	14,198,241	11,634,403	17,464,142	18,407,722	20,740,559	20,057,923	13,715,354	13,963,927	17,592,860	23,908,916
	Last Year	18,773,624	15,197,068	10,134,648	11,692,292	13,660,391	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	16,101,166	15,682,119	14,407,200
Percent Change	15.0	8.5	15.4	37.7	14.8	-28.5	-12.3	12.1	10.3	6.7	9.3	13.1	-4.0	21.6	17.3	-13.3	12.2	66.0	

Year To Date			
2023	2024	2025	
45,513,568	46,190,485	55,465,703	
41,558,873	45,513,568	46,190,485	
9.6	1.5	20.1	

Running 12 Months			
2023	2024	2025	
174,237,052	183,222,364	202,954,477	
158,595,981	174,237,052	183,222,364	
9.9	5.2	10.8	

Census %	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	66	66	67	67	67	67	67	67	67	67	68	68	68	67	67	67	67	68
Census Rooms	6389	6389	6569	6569	6569	6569	6569	6569	6546	6496	6573	6573	6573	6525	6525	6525	6525	6585
% Rooms Participants	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	90.4	90.4	90.5

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Visit
Tallahassee
Pretty. Unexpected.

AT A GLANCE



FY2025 Media Value
YTD: \$1.57 Million
Media Value for
Jan. – Mar. = \$700,000



FY2025 Earned Media Stories
YTD = 32
Media Stories
Jan. – Mar. = 6

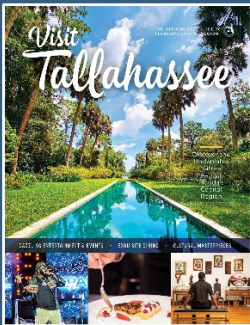


Social Media Followers
Facebook: 112,704
Instagram: 35,550



Consumer E-Newsletters
Sent: 3 YTD: 6
Industry E-Newsletters
Sent: 3 YTD: 5
Bicentennial E-Newsletters
Sent: 1 YTD: 7

2025 VISITOR GUIDE



The 2025 edition of the Visitor Guide was completed and features 76-pages of helpful information for visitors to plan their visit to Tallahassee.

MARKETING COMMUNICATIONS

JANUARY - MARCH 2025

Scott Lindeman, Senior Marketing Director
Bryan Smith, Digital Content Manager
Renee Jones, PR/Marketing Specialist

HIGHLIGHTS

- The new year kicked off with the 28th Annual DEMP Week, a celebration of life, culture, and music. As part of the event, Visit Tallahassee hosted major influencers, including Brooklyn Queen and Chy Marron, who explored the city's dynamic arts, culture, and music scene, sharing their experiences with a combined audience of more than 710 million followers on social media.
- Hosted a networking and educational reception for short-term rental property owners, providing valuable insights on enhancing their properties to attract and retain more visitors.
- Organized a community kickoff event marking the one-year countdown to the 2026 World Athletics Cross Country Championships at Apalachee Regional Park. The celebration featured the official logo reveal, community family fun run, music, food trucks, and family activities.
- Welcomed key staff from World Athletics to Leon County to meet with local event organizers during the official site visit to Tallahassee and Apalachee Regional Park as part of the preparations for the 2026 World Championships.



- During Black History Month, worked with Zimmerman PR to write and distribute a press-release highlighting Tallahassee's expansive African American culture including chef's, entrepreneurs, writers, directors, and music industry icons.
- Participated in the Portrait of Black Travelers in America: Insights & Opportunities zoom conference hosted by the Black Travel Alliance.
- Completed a sweepstakes with WAGG-AM Radio promotion in Birmingham Alabama for a trip for two to Tallahassee to experience the Jubilee Music Festival, and a two-night stay at the Holiday Inn East Capitol-University.
- Partnered with Florida Sports Foundation, Pasco County, and Polk County at Florida Tourism Day at the Capitol to promote the positive impact of sports tourism both statewide and in Leon County.
- Scott Lindeman attended Destinations International Marketing Communications Summit in Austin, TX. The education conference features speakers and presentations about the latest trends and tactics in tourism marketing.
- Met with representatives from the Tallahassee Airport to discuss potential partnership opportunities as the airport prepares for the completion of the international passenger processing enhancements.
- Began a public relations initiative to promote tourism partners to obtain content to create timely and on trend stories about the destination to pitch to regional and national media outlets.

ON THE HORIZON

- In May, Tourism will host a media FAM trip, providing journalists with curated experiences, exclusive access to key destinations, and opportunities to engage with local experts. The tour will highlight our tourism assets overall, with a focus on history, outdoor adventures, arts and culture culinary scene.

DIGITAL MARKETING HIGHLIGHTS

Visit Tallahassee's social media growth surged this quarter, driven by timely, relevant, and highly engaging content. We achieved our **highest-ever net follower increase**, gaining **3,722 new followers on Instagram**—more than triple our quarterly average—and **9,032 on Facebook**, more than double our typical growth. Strategic content featuring **rare moments and distinctive attractions** significantly expanded our reach and connected us with new audiences across both platforms.



<<< SNOW DAY SOCIAL MEDIA VIDEO

Visit Tallahassee's team quickly captured and shared a rare snow day in Florida's Capital, creating our **top-performing Reel to date across all organic metrics**. The video reached over **446,000 people** across Instagram and Facebook, generated **more than 34,100 interactions**, and **attracted nearly 600 new followers**.

BLACK HISTORY MONTH VIDEO >>>

In honor of Black History Month, the Visit Tallahassee team created an organic Reel spotlighting **five Black-owned restaurants**—telling an engaging and impactful story that resonated deeply with our audience. The post reached over **306,000 people**, generated more than **35,800 interactions**.



<<< LEON SINKS GEOLOGICAL AREA POST

A Reel highlighting the natural beauty of Leon Sinks Geological Area became one of our **top-performing organic posts of the quarter**. With more than **302,000 people reached** and **27,000+ interactions** across Facebook and Instagram, it showcases our team's ability to turn scenic storytelling into meaningful engagement.

MISSION SAN LUIS POST >>>

Our video spotlight on **Mission San Luis** brought historic storytelling to life through engaging short-form video. The organic Reel reached over **58,000 people** generating more than **2,500 interactions**.



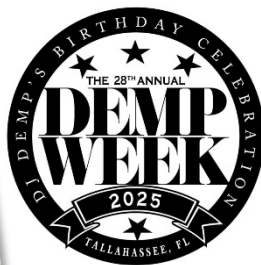
DIGITAL MARKETING KPI

2024/2025 GOALS	ANNUAL GOAL	QUARTERLY RESULTS	% OF GOAL
Maintain an average open rate of over 35% for consumer email campaigns.	35%	44%	N/A
Maintain an average open rate of over 35% for the industry newsletter campaign.	35%	38%	N/A
Net Increase Annual Facebook Followers by 25,000	25,000	9,037	56%
Net Increase Annual Instagram Followers by 2,500	6,000	3,722	77%
Increase Annual Mobile App Downloads by 1,000	1,000	409	65%

PUBLIC RELATIONS HIGHLIGHTS

- Targeted PR efforts reached 22 million people valued at \$281K in FYQ2.
- Hosted 5 leading black influencers for Demp Week, resulting in 33+ social media posts promoting Tallahassee to an engaged audience.
- Received organic exposure for the destination within Southern Living, spotlighting key partners including, but not limited to, Maclay Gardens, Wakulla Springs, Tallahassee Museum, Bradley's Country Store and more – reaching 10+ million people.
- Negotiated two (2) radio promotions in key drive markets with the No. 1 overall station in Palm Beach and No. 1 gospel station in Birmingham, spreading awareness for Word of South and the Jubilee Festival.

PUBLIC RELATIONS KPI			
2024/2025 GOALS	% COMPLETE	QUARTERLY RESULTS	OVERALL YTD
18 National features spotlighting the destination in roundup or dedicated articles	16%	1	3
15 media and influencer experiences coordinated through individual stays (proactively secured by Zimmerman as well as opportunistic leads with Visit Florida and other partners) along with one group FAM	80%	9	12
Negotiate 6 Radio, TV, social and/or inbook Promotions in key markets	50%	2	3
Secure 3 Dedicated Top Market Placements (eg. South Florida, Texas, Atlanta etc.)	100%	0	3
Secure 3 Niche Articles – spotlighting outdoor (birding, biking, hiking etc), F&B and/or accessible travel	33%	1	1



610AM
WAGG

LISTEN LIVE

UPCOMING EVENTS
MAR 12 9:00 am - 12:00 pm
Lawson State Community College Annual Career & Community Resource Fair
MAR 15 10:00 am - 12:00 pm
United in Prayer at Sixth Avenue Baptist Church
MAR 15 10:00 am - 11:00 pm
Health and Wellness Seminar
MAR 15 10:00 am - 2:00 pm
R.E.S.P.E.C.T. Strike Up The Band Spring Showcase: 30 Years Strong!
[View Calendar](#)





Visit
Tallahassee
SPORTS

SPORTS MARKETING

JANUARY – MARCH 2025

Taylor Wheaton, Sr. Sports Director

Taylor Walker, Sports Director

Bailey Geason, Asst. Sports Director

GOAL AT A GLANCE

FY 2024-2025
Room Nights Goal:
25,000

YTD Room Nights:
16,669

ON THE HORIZON

For the fourth year in a row Visit Tallahassee will host the FHSAA Beach Volleyball State Championship at FSU's beach Volleyball Courts on May 9-10.

OUT & ABOUT



In January, World Athletics staff visited Tallahassee and were blown away by the 2026 championship course at Apalachee Regional Park, exclaiming, "Why haven't we hosted an event here before?" Onsite walkthroughs, venue visits, and meetings occurred, with the Mayor of Tallahassee warmly welcoming the team to the community.



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

- After our year-to-go celebration for Worlds, we hosted a site visit for World Athletics Staff for the World Cross Country Championship. The week consisted of onsite walkthroughs at Apalachee Regional Park, meetings between the local organizers and their Worlds Athletics staff counterparts, and site visits for hotels and other venues to be utilized during the championship.
- Taylor Walker attended the United States Bowling Congress Annual Meeting to present our bid to host the 2026 USBC Mixed Championship. We're proud to share that our bid was successful, and we look forward to growing our partnership with USBC through this exciting opportunity.
- In January, Taylor Wheaton and Taylor Walker attended The Sports Express Conference in San Juan, Puerto Rico. This weeklong event brought together numerous event rights holders from across the country. The conference provided valuable networking opportunities, and we made strong connections to help attract future sporting events to Leon County.
- Bailey Geason attended the Sunshine Sports Council Innovation Think Tank. This three-day conference featured education and networking opportunities with sports commissions across the state.
- The 2025 USBC Pepsi Youth Bowling Championship kicked off its first of six weekends on March 15th and 16th. The event showcases more than 2,800 youth bowlers from across Florida, ages 5 to 18, and is projected to generate over 7,000 room nights, and almost \$2 Million in direct spending in the community.
- Bailey Geason coordinated the Sports Tourism booth for Florida Tourism Day on Adams Street. Bailey worked with Florida Sports Foundation, Florida's Sports Coast, & Visit Central Florida Sports to showcase Sports Tourism in Florida.
- The Sports team had the opportunity to speak to FSU's Sports Management Student Association, and multiple Sports Management Classes.



Visit
Tallahassee
Pretty. Unexpected.

MEETINGS & GROUP SALES

JANUARY-MARCH 2025

Janet Roach, Meeting & Group Sales Director

GOAL AT A GLANCE

Meetings & Groups FY2025
Room Nights Goal: 14,534

Meetings & Group YTD Room
Nights: 4,425

OUT AND ABOUT



Toured the newly renovated
Residence Inn Tallahassee
Universities at the Capitol at their
Grand Re-Opening, February 12.



Attended the Greater Tallahassee
Chamber of Commerce
Professional Women's Forum,
February 11 with Taylor Wheaton
and Bailey Gleason.

HIGHLIGHTS

- **Exhibited at the 2025 Motor, Drive Systems, and Magnetics (MDSM) Conference** at the Donald L. Tucker Civic Center (February 18-20). The conference, attended by 400 global industry leaders, explored electric motors and power systems, showcasing Tallahassee's prominence and fostering innovation.
- Re-launched the **Summer Reunion Incentive Program**, which offers special deals and perks for groups from May to August.
- **Sponsored association meeting planners** on March 20 at the Florida Society of Association Executives Meeting Planner Roundtable where the topic of Mastering Event Contracts: Navigating Agreements from All Sides was discussed.
- Represented Visit Tallahassee as a **panelist at the Meeting Professionals International North Florida's State of the Industry** program on January 14, alongside representatives from Visit Jacksonville and St. Augustine-Ponte Vedra.
- **Attended, networked, and conducted one-on-one appointments at Florida Encounter in Ocala** from February 2-5. The event was attended by association, corporate, and third-party meeting planners.
- Attended opening ceremonies to welcome the 1,700 attendees of the **FIRST Robotics Tallahassee Regional Competition** on March 14 at FAMU Lawson Center.
- **Hosted client event with ten other Florida destinations**, February 25 for association and government meeting professionals to promote Tallahassee as a meeting destination.
- Networked at the **Florida Society of Association Executives Women's Summit** held at Goodwood Museum & Gardens on February 26.





Visit
Tallahassee
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AT A GLANCE

2024-2025 Grant Program

3 Legacy and 19 Special
Granted Events Held

Post-Event Reports
Processed - 8



Visitor Services

Visitor Guides Distributed:
YTD – 3,810
FYD – 6,108

**YTD Group Services and
Welcome Bags:** 24 requests
serving 2,813 visitors

January-March 2025
Calls Received: 355
Walk-ins: 754



FYTD Gift Shop Sales:
\$11,415.48

Gift Shop Sales
January-March 2025
\$6,085.33

VISITOR SERVICES & GRANT MANAGEMENT

JANUARY-MARCH 2025

Wendy Halleck, Visitor Services Director

MISSION STATEMENT

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

HIGHLIGHTS

- Hosted a networking AIRBNB/VRBO Information Social for property owners. Produced QR coded tent cards for distribution and display in AIRBNB/VRBO units.
- Hosted Visit Tallahassee information and welcome table at Pride Fest and Springtime Tallahassee to distribute information and promotional items to attendees.



- Provided customized welcome bags for 400 attendees of the Motor, Drive Systems & Magnetics (MDSM) Conference.
- Provided ongoing support, information and guidance to Visit Tallahassee grant awardees.
- We welcomed new Visitor Services Representative Susan Jones, to the team.
- Visitor Services staff toured the Historic Capitol as part of an enhanced training program for Visitor Services Representatives
- Added new Tallahassee branded merchandise, updated FSU and FAMU products and added new locally made products from local vendors.
- Began the review of grant Guidelines for upcoming FY 2026.

ON THE HORIZON

- Facilitate delivery of new 2025 Visitor Guides throughout Leon County and to locations throughout Florida.
- Staff Visit Tallahassee information tables at Word of South and Chain of Parks Arts Festival and Tally Fest in Spring 2025.
- Continue with enhanced training program through field excursions.
- Develop an e-commerce platform on the Visit Tallahassee website for sale of Tallahassee themed merchandise.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

January-March 2025
(FY2025 Q2)
Visitor Tracking Study



*Visit
Tallahassee*
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **615 visitors** at the Tallahassee International Airport, the Tallahassee Museum, parks, attractions, and events between **January 1st and March 31st, 2025.**

WHAT HAPPENED IN TALLAHASSEE: Jan-Mar 2025



DEMP Week

Legislative Session

Springtime Tallahassee

Florida State Invitational

Jubilee Gospel Festival



FY25 Q2 ECONOMIC SNAPSHOT



68.0%

OCCUPANCY
RATE

↑ 11.2%



\$134.90

AVERAGE DAILY
RATE

↑ 5.1%



616,600

VISITOR
NUMBER

↑ 6.5%



\$216,098,800

DIRECT
SPEND

↑ 14.7%

Vs. 2024



Visit
Tallahassee
Pretty. Unexpected.

FY25 Q2 VISITOR SNAPSHOT

Compared to January-March 2024:

- » **Increased visitor spending**, particularly on accommodations, led to a **higher visitor economic impact** YOY
- » While fewer visitors **recalled seeing advertising** before their trip (-6% points), more of those who saw ads were **influenced by them** to come to the Tallahassee area (+13% points)
- » **Video streaming services** replaced TV as the **top source of recalled advertising**
- » **Visiting friends and relatives** remains the top draw to the Tallahassee area. On top of that, the number of visitors coming for this reason increased by 13% points YOY
- » Like last year, visitors mainly spent time with **friends and relatives**, at **restaurants**, and just **relaxing** while in the area
- » More of Tallahassee's visitors chose to **drive** instead of fly (+7% points), likely because the area saw more visitors from the **Southeast** (+3% points) and fewer from other parts of the country
- » In line with that, more visitors chose to **stay just one night** during their visit (+10% points)



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The sky is blue with scattered white clouds. The right side of the image is darkened, providing a background for the text.

EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS FY25 VS FY24

	Jan-Mar 2024	Jan-Mar 2025	Percent Change
Visitors ¹	579,200	616,600	+ 6.5%
Direct Expenditures ²	\$188,443,100	\$216,098,800	+ 14.7%
Total Economic Impact ³	\$309,046,700	\$354,402,000	+ 14.7%

	Jan-Mar 2024 ⁴	Jan-Mar 2025 ⁵	Percent Change
Occupancy	61.2%	68.0%	+ 11.2%
Room Rates	\$128.31	\$134.90	+ 5.1%
Room Nights	382,300	418,800	+ 9.5%
TDT Collections ⁶	\$2,055,228.17	\$2,072,952.52	+ 0.9%

¹Higher occupancy and a shorter paid visitor length of stay led to increases in visitor number and direct 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	1,240,800	1,327,300	+ 7.0%
Direct Expenditures ²	\$409,395,600	\$459,732,200	+ 12.3%
Total Economic Impact	\$671,408,800	\$753,960,800	+ 12.3%
Room Nights	727,900	835,800	+ 14.8%
TDT Collections ⁵	\$4,751,925	\$4,850,366	+ 2.1%

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

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

³From STR.

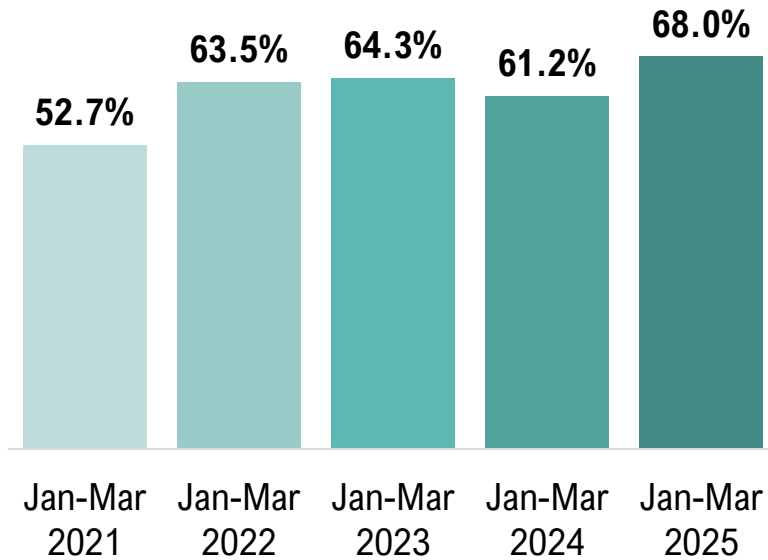
⁴From STR, DBPR, and Key Data (via Zartico).

⁵From Leon County Tax Collector.

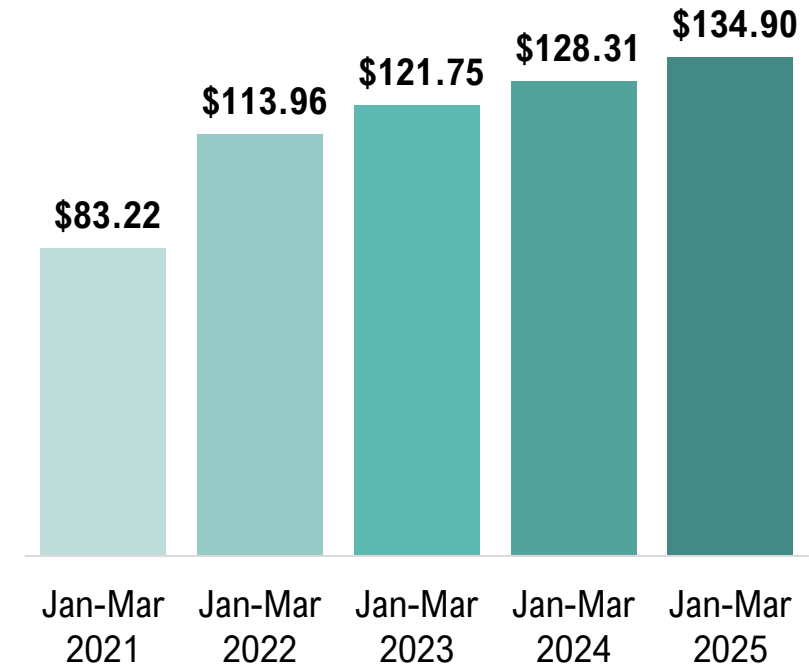


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

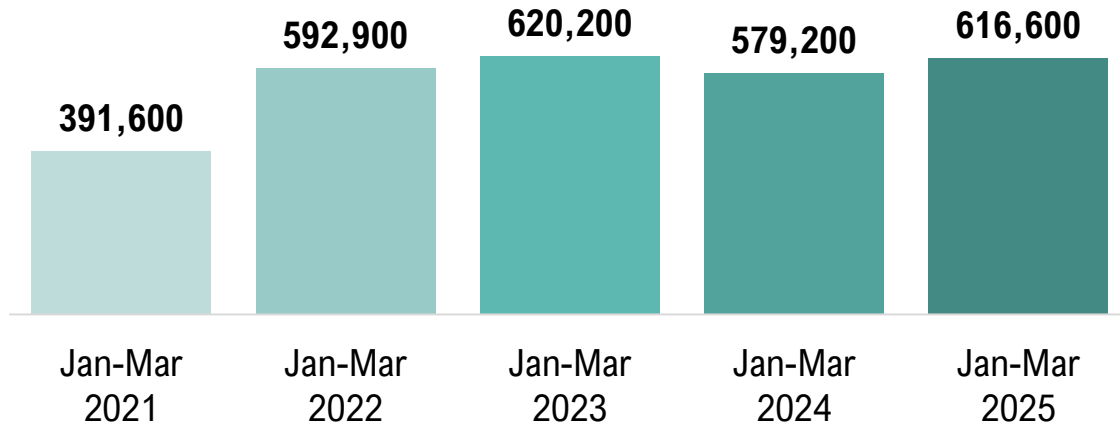


Average Daily Rate

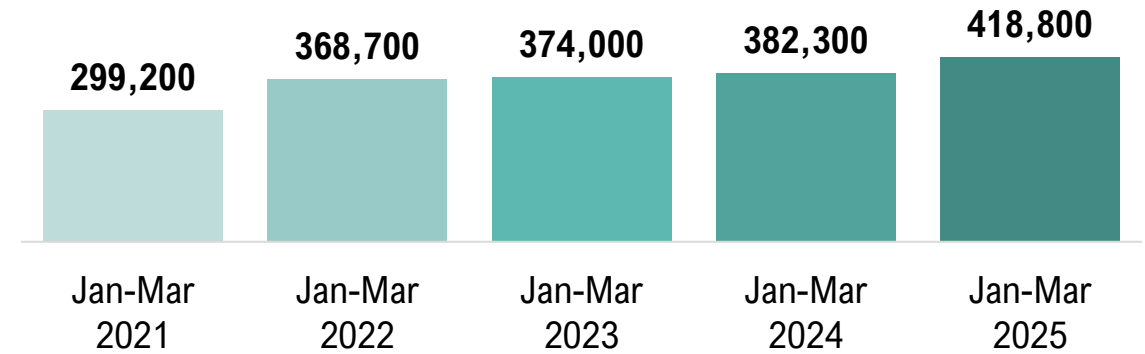


5-YEAR VIEW – KEY METRICS

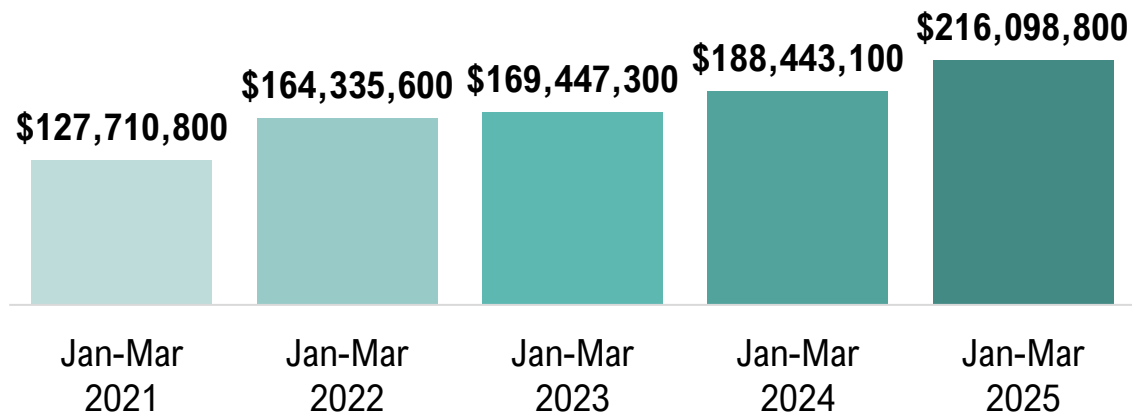
Visitors



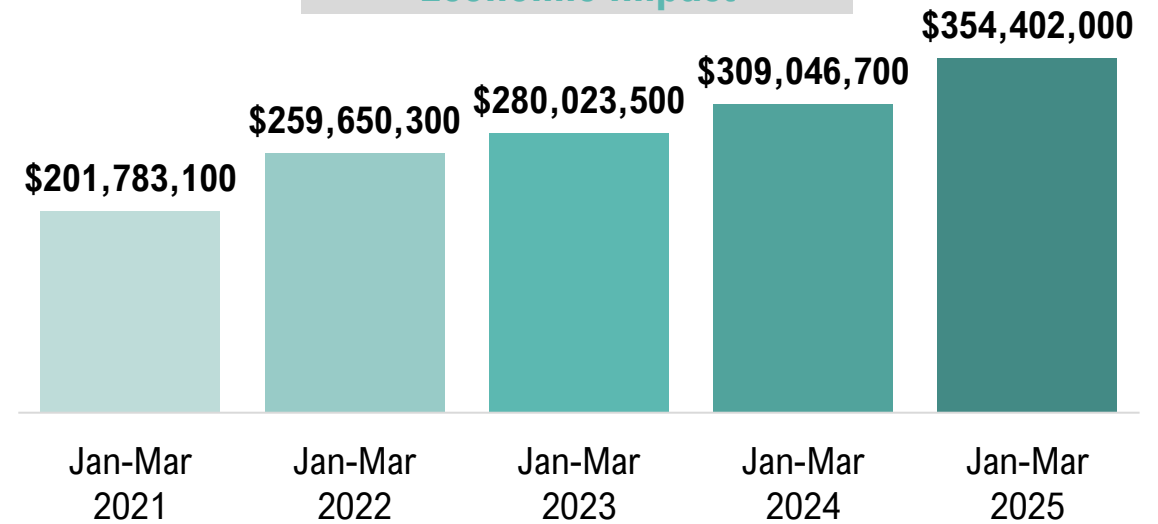
Room Nights



Direct Spending



Economic Impact



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q2 TRIP PLANNING



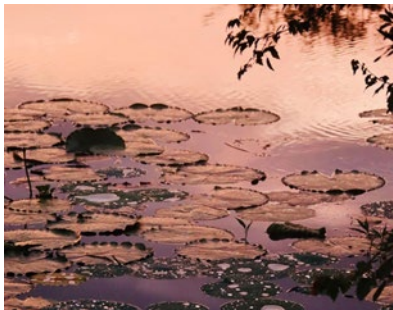
71% of visitors planned their trip a month or less in advance



Tallahassee was 88% of visitors' primary destination



Top trip planning sources in FY25 Q2*:



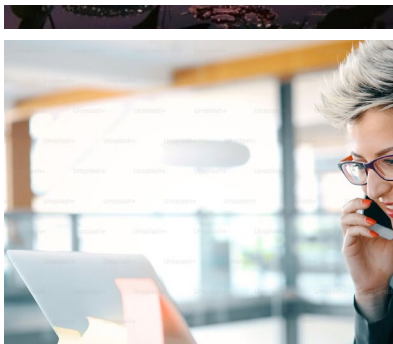
33% Prior area knowledge



31% Talk to friends/family



20% Google search



14% Booked through work



11% Airline website



11% Social media

*Multiple responses permitted.

FY25 Q2 ADVERTISING INFLUENCE



Nearly **1 in 12** visitors recalled advertising for the Tallahassee area



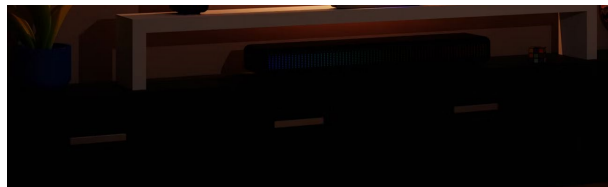
This information influenced **4%** of all visitors to come to the area



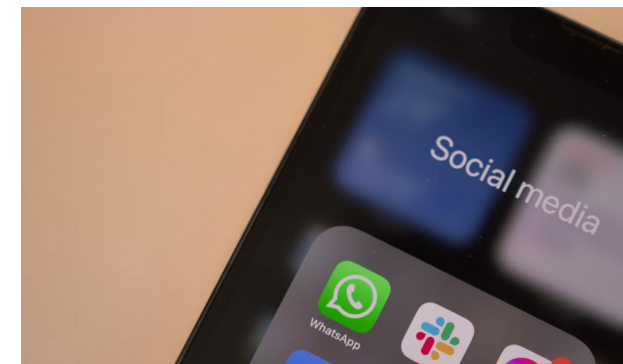
Top source of ad recall in FY25 Q2*:



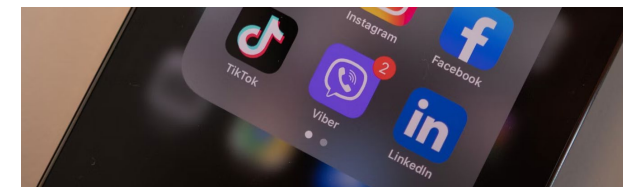
2% Video streaming services



1% Television



1% Personal social media



*Multiple responses permitted. Percentages out of all visitors.

FY25 Q2 REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY25 Q2:



36% Visit friends and relatives



24% Business



14% Watch a sporting event



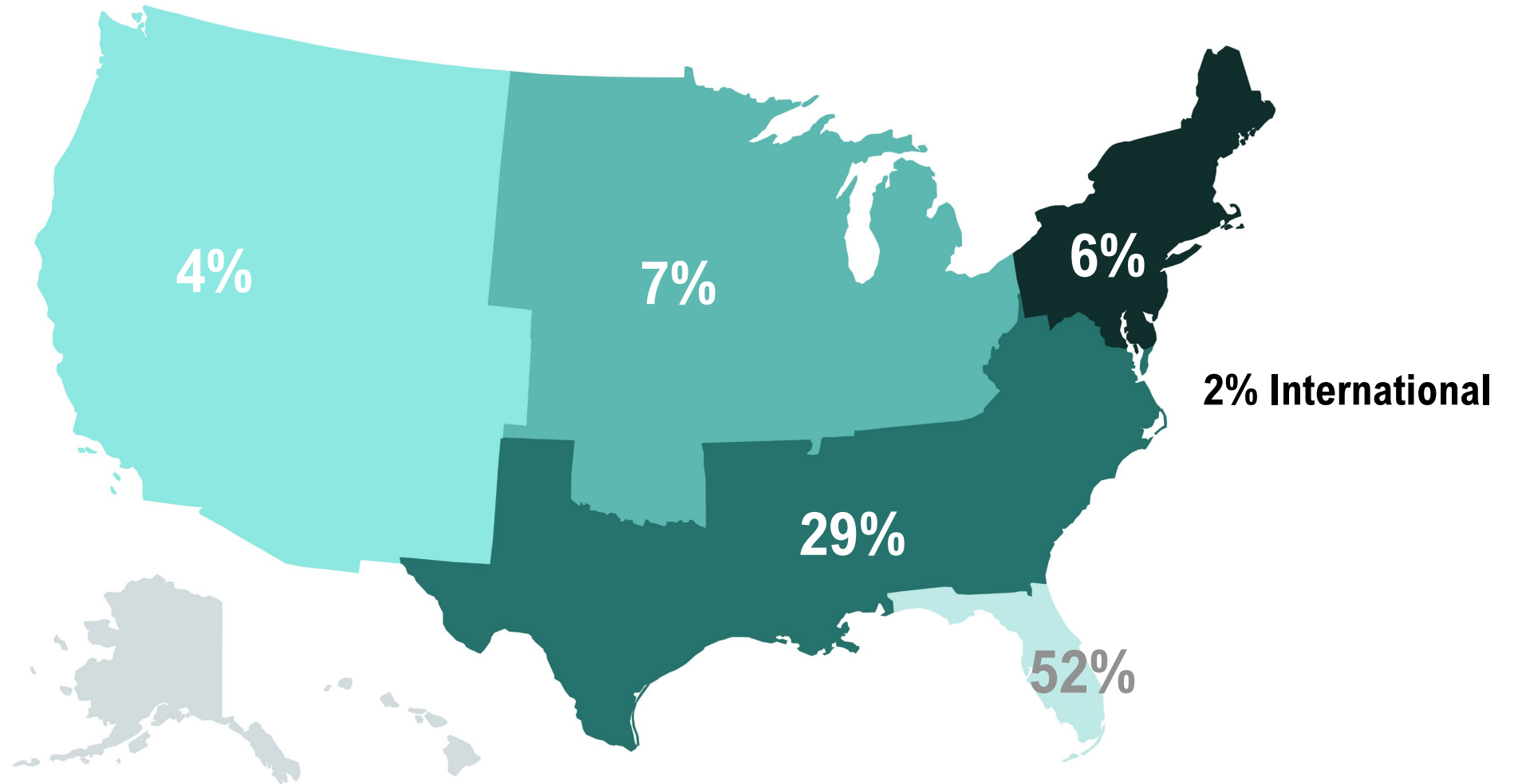
13% Relax and unwind



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q2 REGION OF ORIGIN



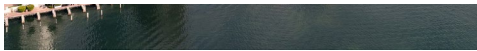
FY25 Q2 TOP ORIGIN MARKETS



The top visitor markets in FY25 Q2:



11% Miami-Fort Lauderdale



10% Surrounding Areas*



7% Tampa-St. Petersburg



6% Atlanta



*Includes counties surrounding Tallahassee and Thomasville.

FY25 Q2 VISITOR PROFILE



Average travel party size was 2.6 and 21% of visitors traveled with children



The average visitor in FY25 Q2:

- Is 46 years old
- Has a median household income of \$87,500 per year
- Educational attainment:
 - Bachelor's degree or higher (73%)
 - Some college/assoc. degree (19%)
 - High school degree (6%)
 - Trade school/technical degree (2%)
- Is married (65%)
- Race/ethnicity breakdown:
 - Caucasian (72%)
 - African American (14%)
 - Hispanic (9%)
 - Asian (3%)
 - Other race/ethnicity (2%)



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q2 ACCOMMODATIONS AND VISITATION*



Nearly **half** of Tallahassee visitors stayed in a hotel or motel



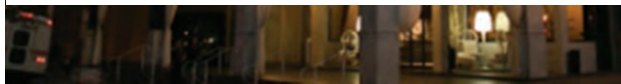
Typical visitors spent **3.2** nights in Tallahassee



Nearly **1 in 4** were first-time visitors to the area



48% Hotel or motel



25% Friends/family's home



18% Day tripper



*9% of visitors stayed in other types of accommodations.

FY25 Q2 TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



54% Restaurants



49% Visiting friends/family



40% Relaxing/unwinding



25% Shopping



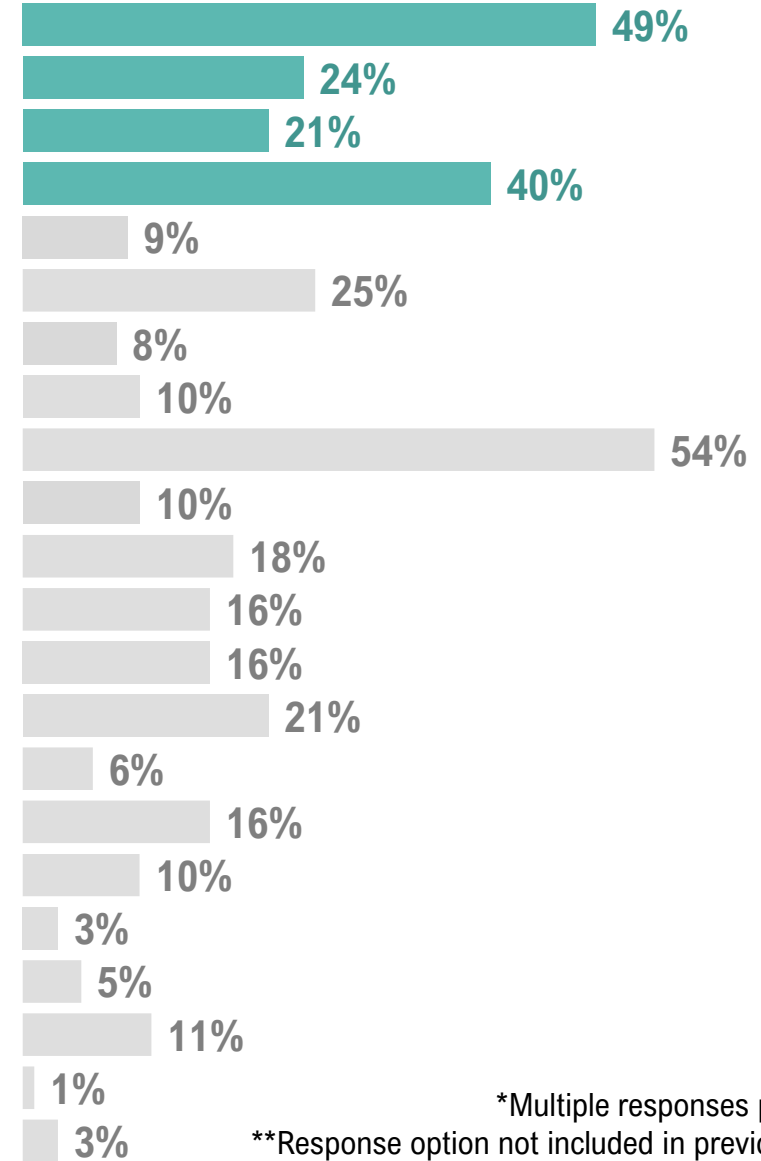
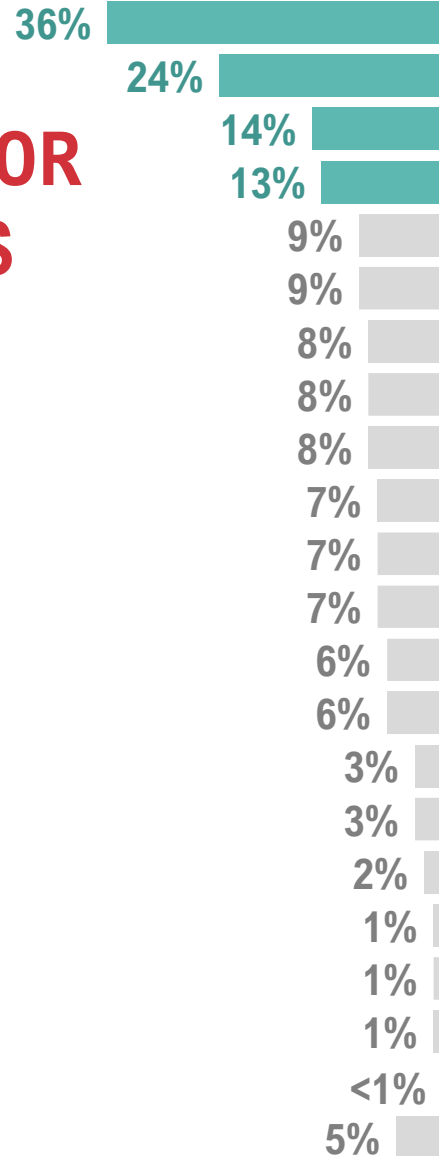
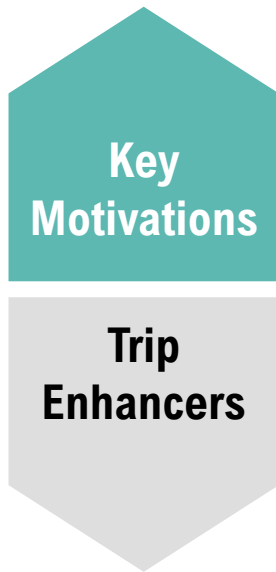
24% Business

*Multiple responses permitted.

Reasons for Visiting*

Visitor Activities*

FY25 Q2 REASONS FOR VISITING VS VISITOR ACTIVITIES*



*Multiple responses permitted.

**Response option not included in previous years.

FY25 Q2 SPENDING



While in Tallahassee during FY25 Q2, the typical 2.6-person travel party spent:



\$280 per day



\$901 per trip



STUDY OBJECTIVES: VISITOR JOURNEY



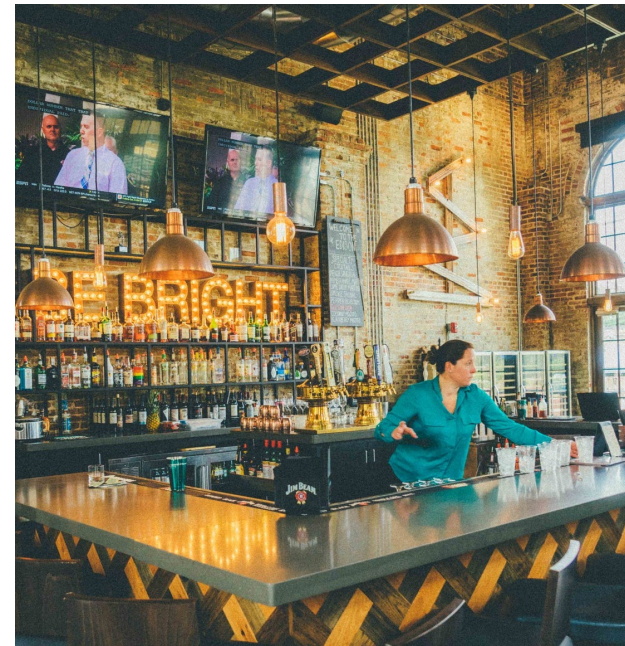
FY25 Q2 VISITOR SATISFACTION



Visitors gave Tallahassee an average rating of **7.7 out of 10***



96% of visitors will return; **60%** 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 Q2 PERCEPTIONS OF TALLAHASSEE



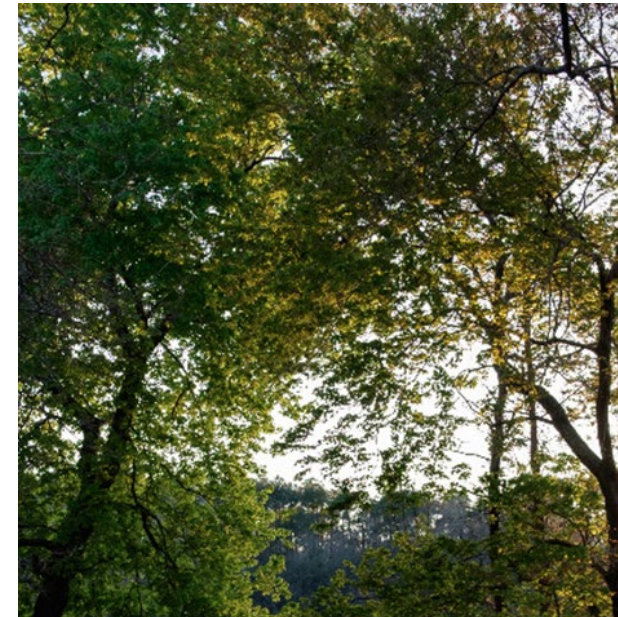
When asked to describe Tallahassee, visitors said:



"It's very relaxing here! A nice break from urban life."



"Tallahassee has a nostalgic, small-town vibe."



"We enjoyed the restaurants and shopping, but the nature was the best part."



A tropical landscape featuring a long, narrow pool 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 blue with scattered white clouds. The right side of the image is darkened, and the text "DETAILED FINDINGS" is overlaid in white.

DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



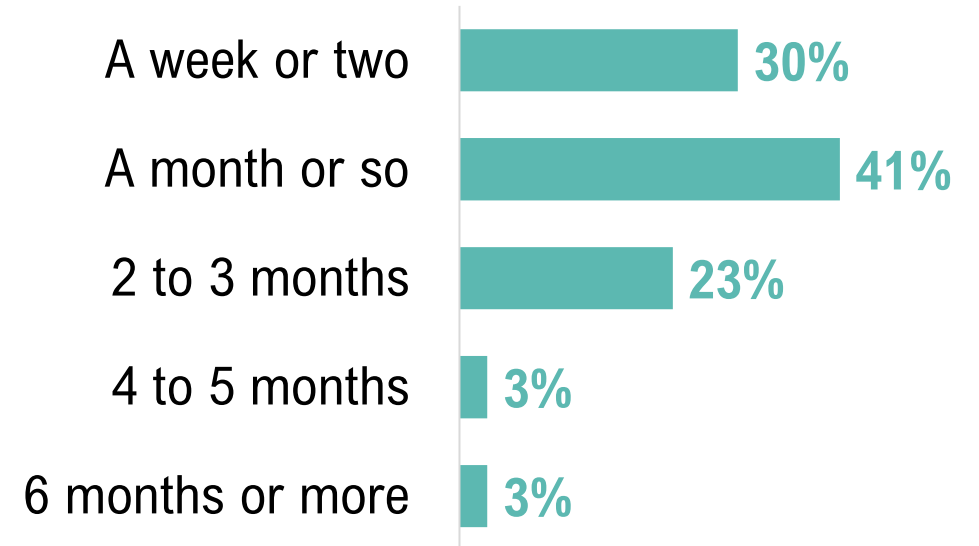
TRIP PLANNING CYCLE (FY25 2nd Quarter)



Visitors to Tallahassee have a short planning window, as over **7 in 10** plan their trip **a month or less in advance**



The **average trip planning window** was **37 days, 3 days shorter** than 2024

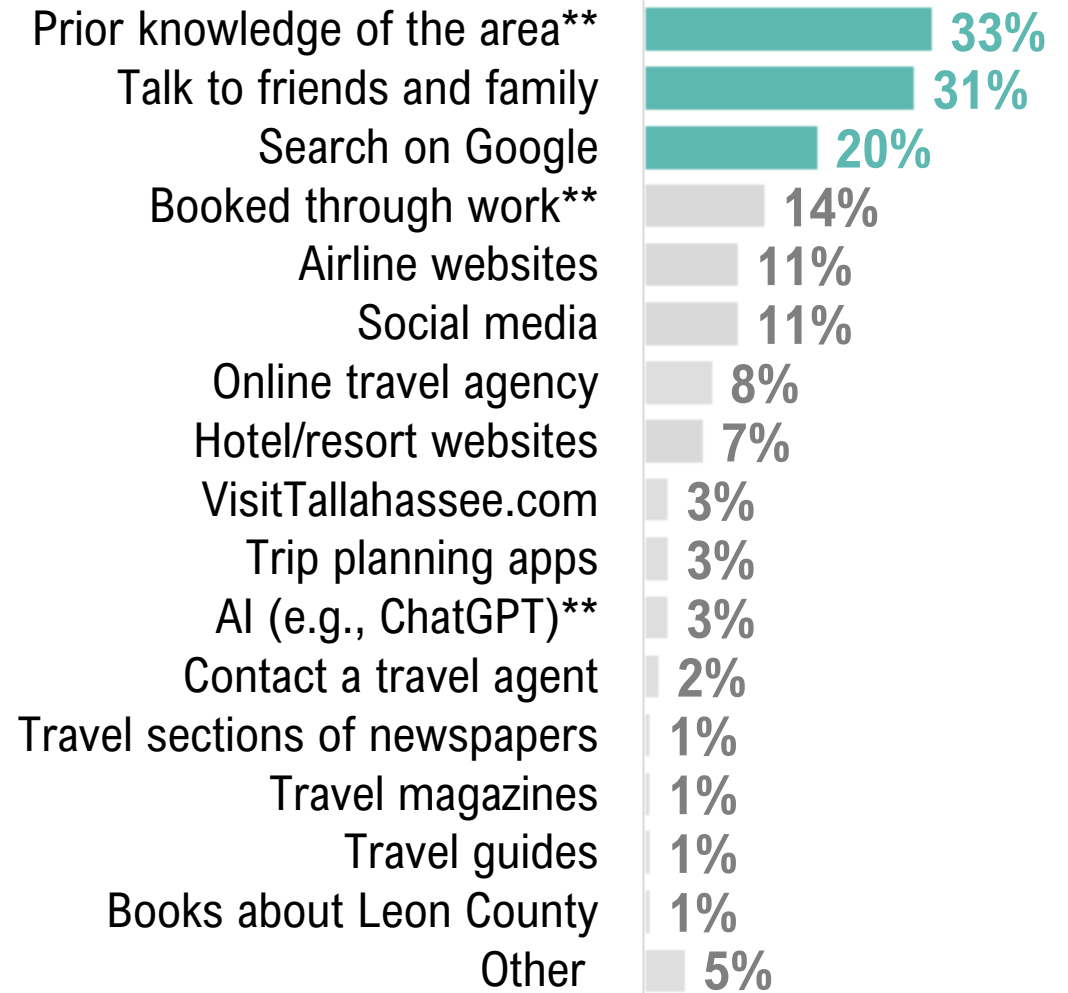


TRIP PLANNING SOURCES* (FY25 2nd Quarter)

»»» 1 in 3 visitors used prior knowledge of the area in their planning

»»» Another nearly 1 in 3 talked to friends and family to plan their trip

»»» 1 in 5 searched for information on Google



*Multiple responses permitted.

**Response option not included in previous years.



ADVERTISING RECALL (FY25 2nd Quarter)



Nearly **1 in 12** visitors to Tallahassee recalled seeing advertising for the area prior to their trip, **-6% points** from 2024



This information influenced **4%** of **all** visitors to come to the Tallahassee area, **-1% points** from 2024

Recalled advertising

8%

Did not recall advertising

86%

Not sure

6%

ADVERTISING RECALL SOURCES¹ (FY25 2nd Quarter)



The top source of recalled advertising was **video streaming services**, noted by **2%** of all² visitors

Video Streaming Services	2%
Billboard	1%
Television	1%
Radio	1%
Magazine ad	1%
Online article	1%
Weather app	1%
Ad on a website	1%
Travel/Visitor Guide	1%
Personal social media	1%
Music Streaming Services	<1%
Brochure	<1%
Newspaper	<1%
Magazine article	<1%
VisitTallahassee.com	<1%
Rental agency or other booking websites	<1%
Traveler reviews/blogs	<1%
Visit Tallahassee Social Media	<1%
Deal based promotions	<1%
AAA	<1%
Other	1%

¹Multiple responses permitted.

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



REASONS FOR VISITING* (FY25 2nd Quarter)



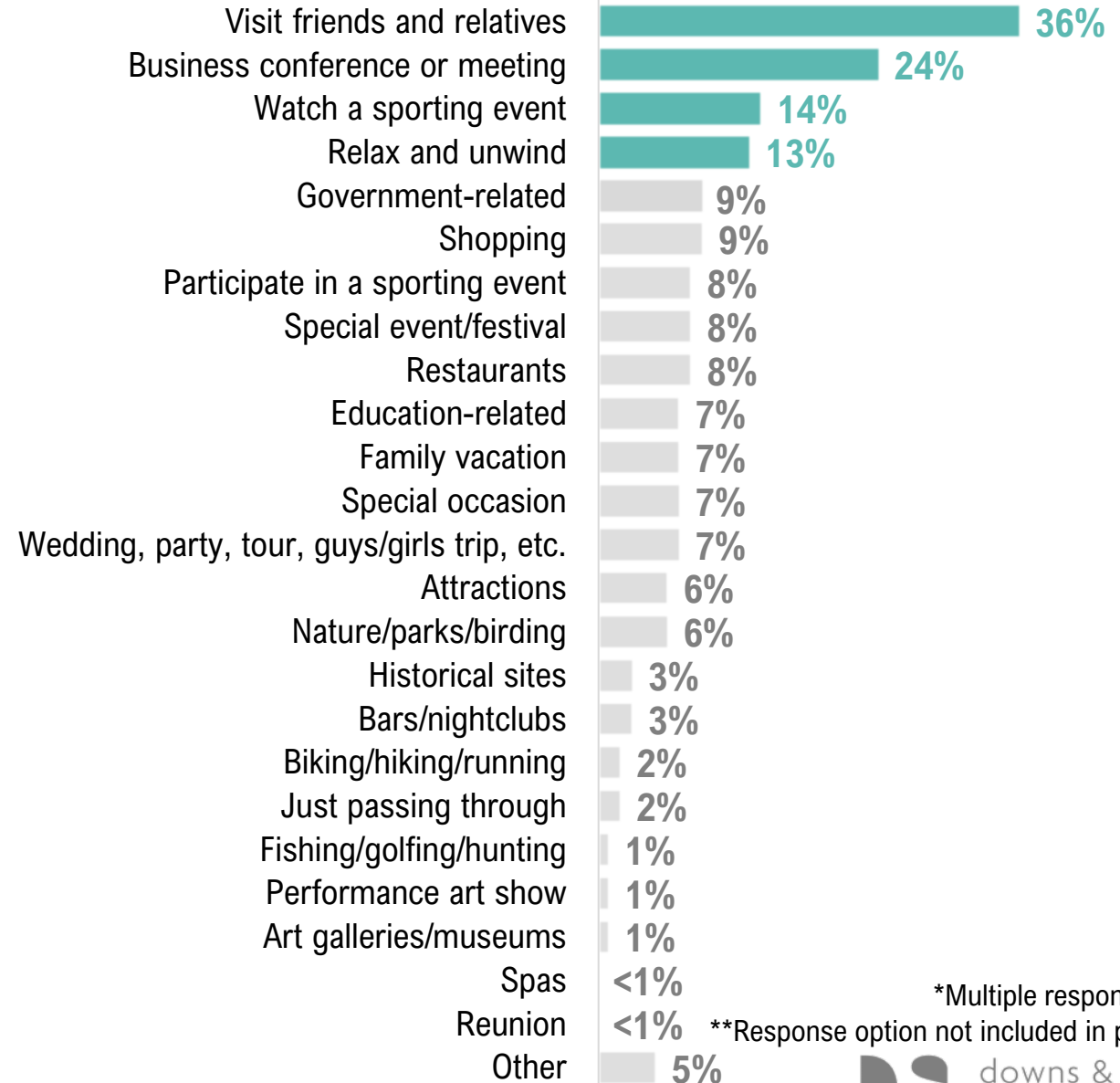
Over **1 in 3** visitors came to Leon County to visit friends and family (+13% points from 2024)



Nearly **1 in 4** came to attend a business conference or meeting



Around **1 in 7** came for a sporting event, for government-related reasons, or just to relax and unwind



*Multiple responses permitted.

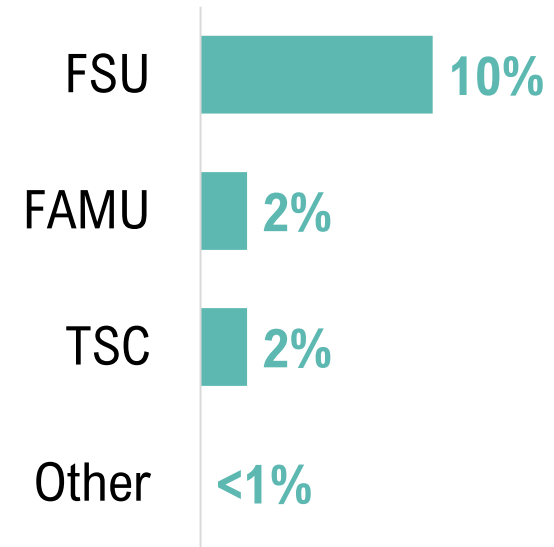
**Response option not included in previous years.



EDUCATION-RELATED VISITS* (FY25 2nd Quarter)

»»» 10% of **all** visitors to Tallahassee came to the area for activities related to FSU

»»» 2% of **all** visitors came to the area for activities related to FAMU



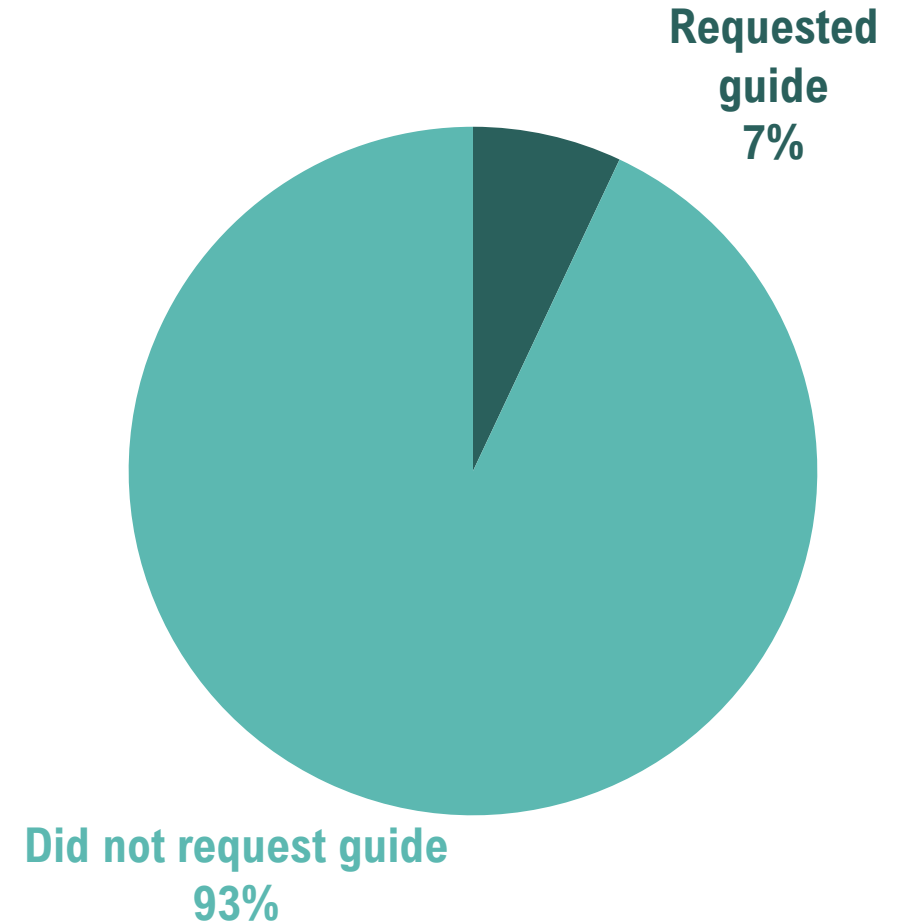
VISITORS GUIDE (FY25 2nd Quarter)



7% of visitors requested a Visitors Guide prior to their trip to Leon County



Those who requested a Visitors Guide gave it a rating of **8.3***



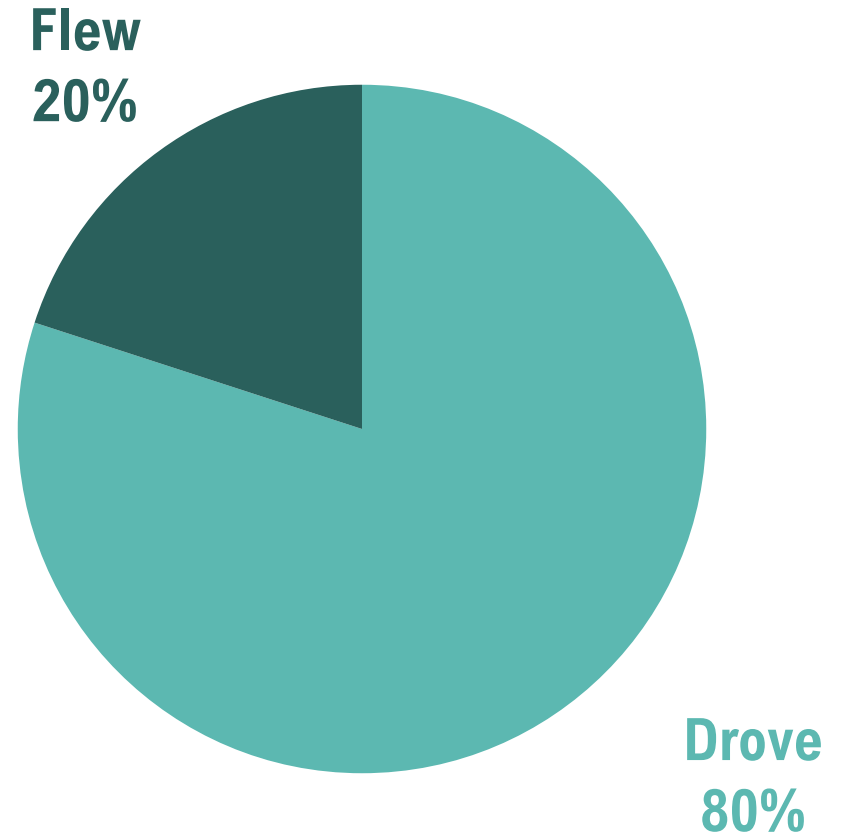
*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.



TRANSPORTATION (FY25 2nd Quarter)

»»» 4 in 5 visitors drove to Leon County

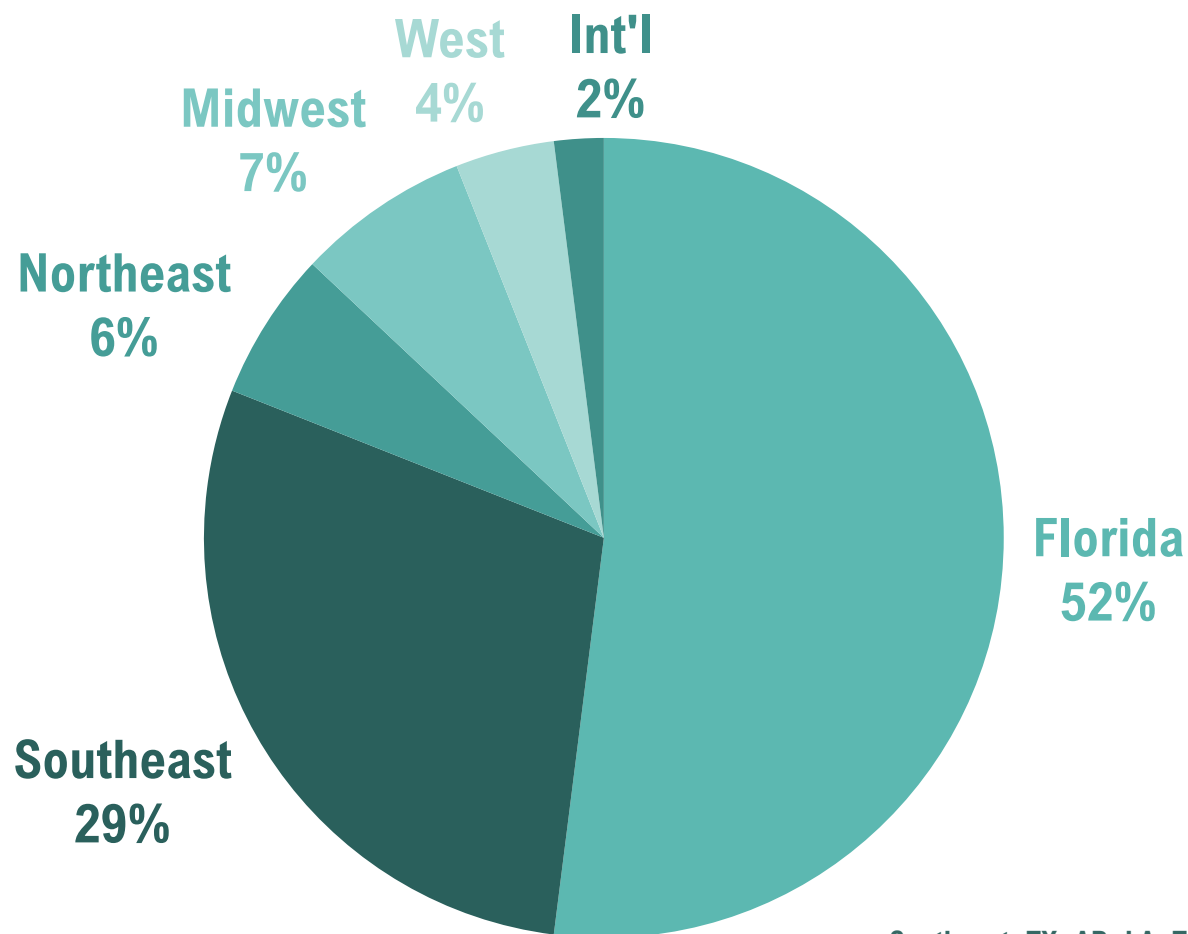
»»» 88% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY25 2nd 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 2nd Quarter)



68% of Leon County
visitors came from **15**
markets

Market	Jan-Mar 2024	Jan-Mar 2025
Miami-Ft. Lauderdale	8%	11%
Surrounding Areas ¹	11%	10%
Tampa-St. Petersburg	5%	7%
Atlanta	5%	6%
Jacksonville	6%	5%
Orlando-Daytona Beach-Melbourne	8%	5%
Panama City	2%	5%
Pensacola-Mobile	5%	4%
Dallas-Ft. Worth	2%	3%
Charlotte	2%	2%
Gainesville	3%	2%
New York	3%	2%
Sarasota	1%	2%
Washington, DC-Hagerstown	2%	2%
West Palm Beach-Ft. Pierce	2%	2%

¹Includes counties surrounding Tallahassee and Thomasville.



TRAVEL PARTIES (FY25 2nd Quarter)

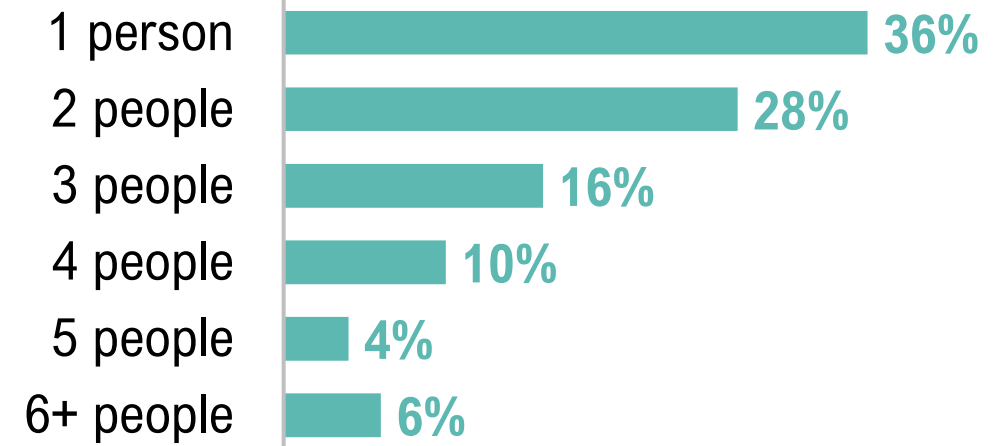


Typical visitors traveled in a party of **2.6** people



21% of visitors traveled with children aged 20 or younger, while **12%** traveled with children aged 12 or younger

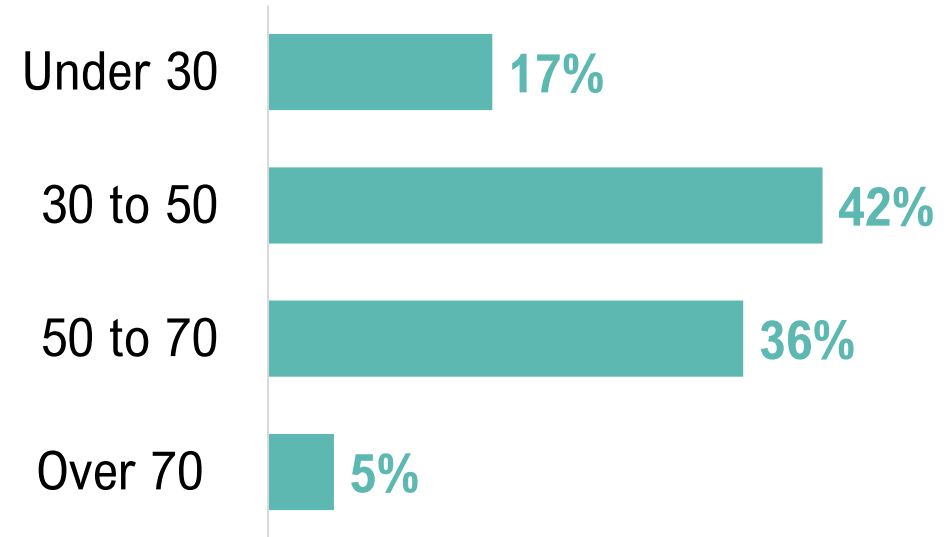
Travel Party Size



AGE OF VISITORS (FY25 2nd Quarter)



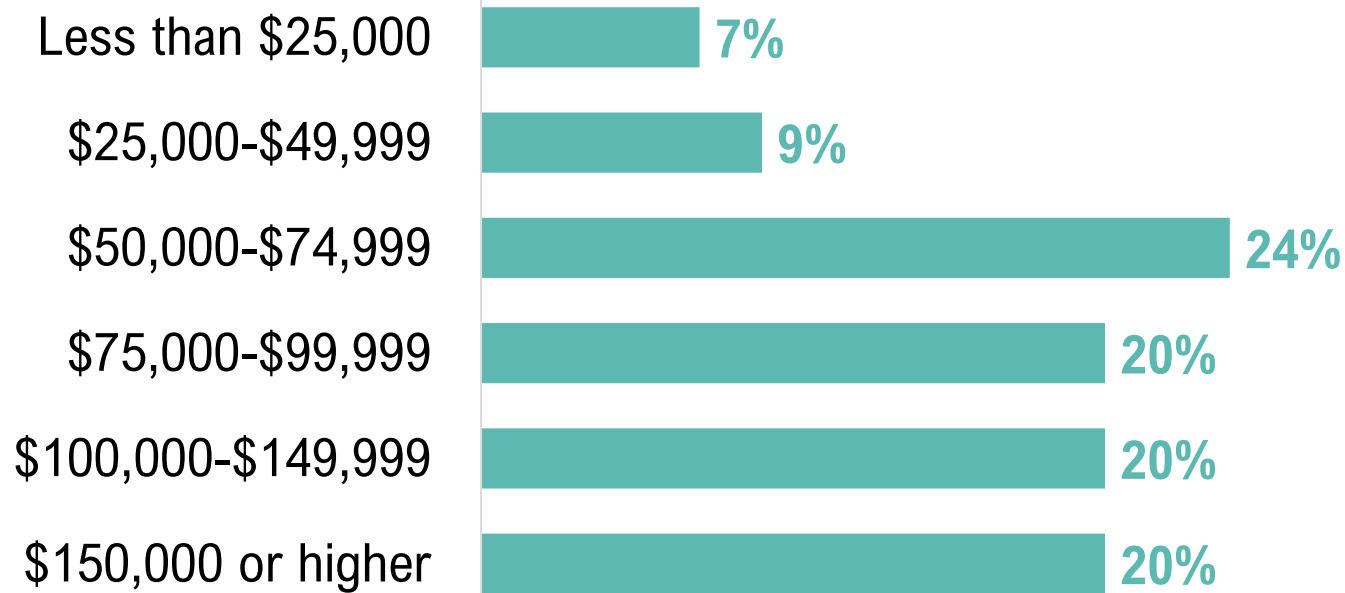
Typical visitors to Leon County were **46** years old



HOUSEHOLD INCOME OF VISITORS (FY25 2nd Quarter)

Typical visitors to Leon County had a median household income of **\$87,500** per year

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



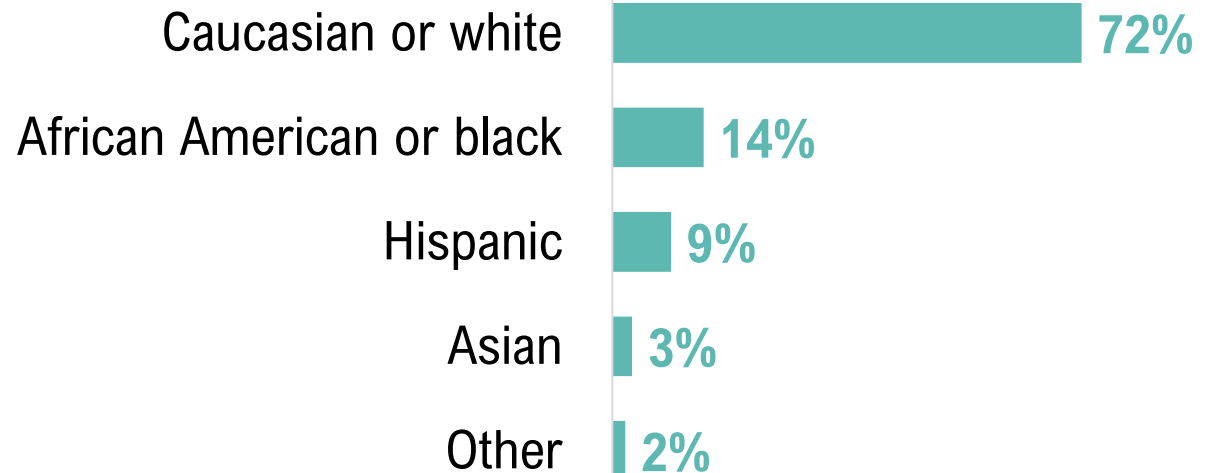
RACE/ETHNICITY OF VISITORS (FY25 2nd Quarter)



Nearly **3 in 4** visitors to Leon County were Caucasian



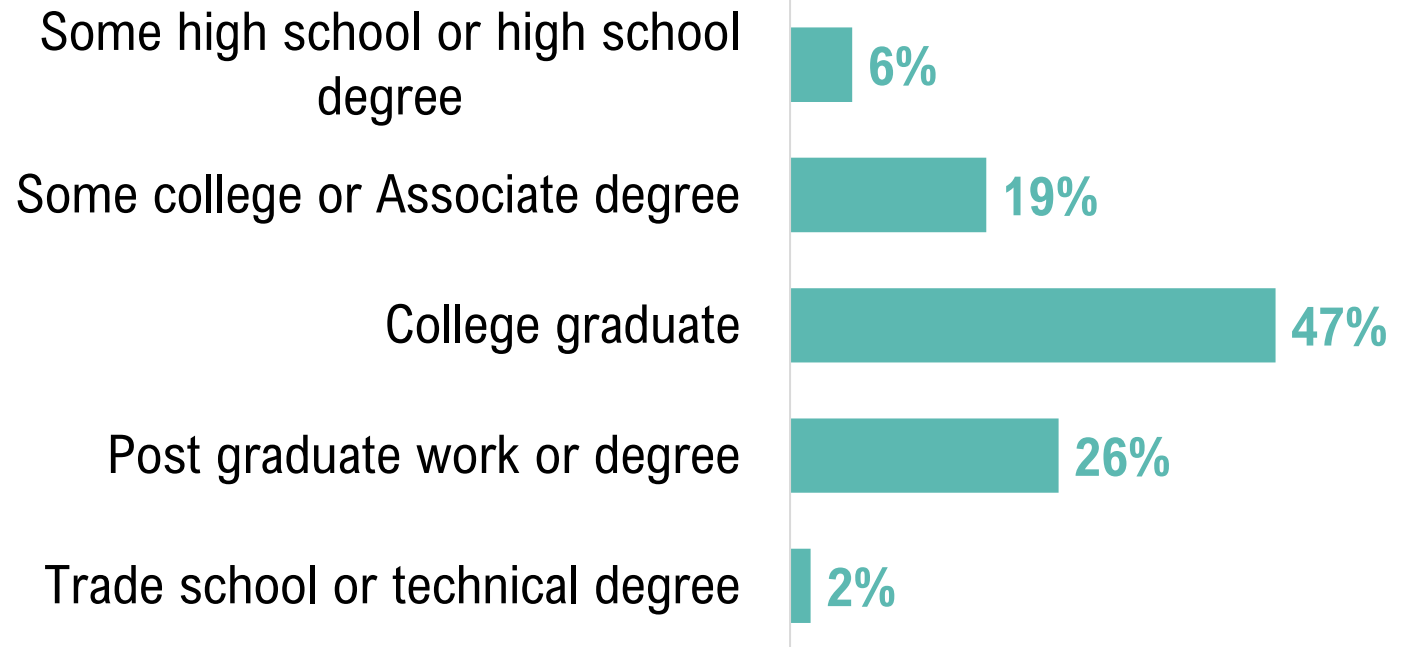
Nearly **1 in 6** visitors to Leon County were African American/Black



EDUCATIONAL ATTAINMENT OF VISITORS (FY25 2nd Quarter)



Nearly **3 in 4** visitors to Leon County had a bachelor's degree or higher

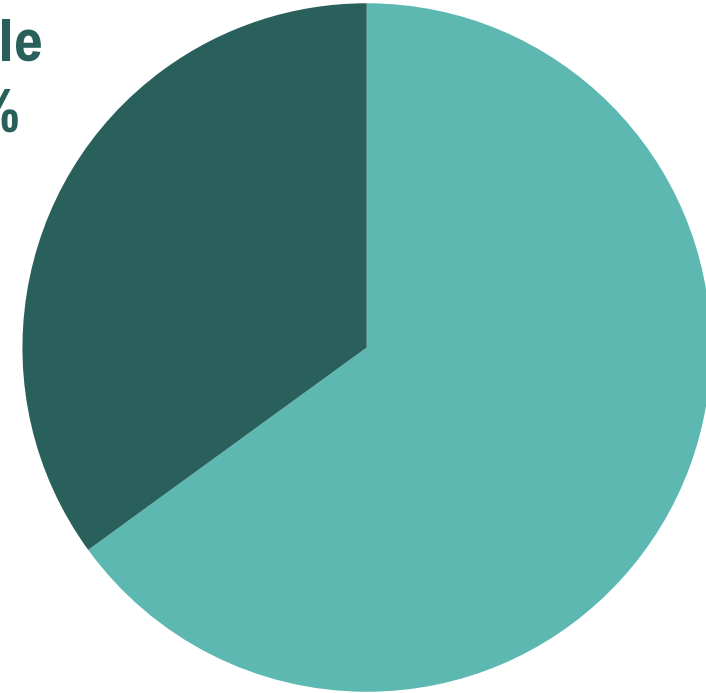


MARITAL STATUS OF VISITORS (FY25 2nd Quarter)



Nearly **2 in 3** visitors to Leon County were married

Single
35%

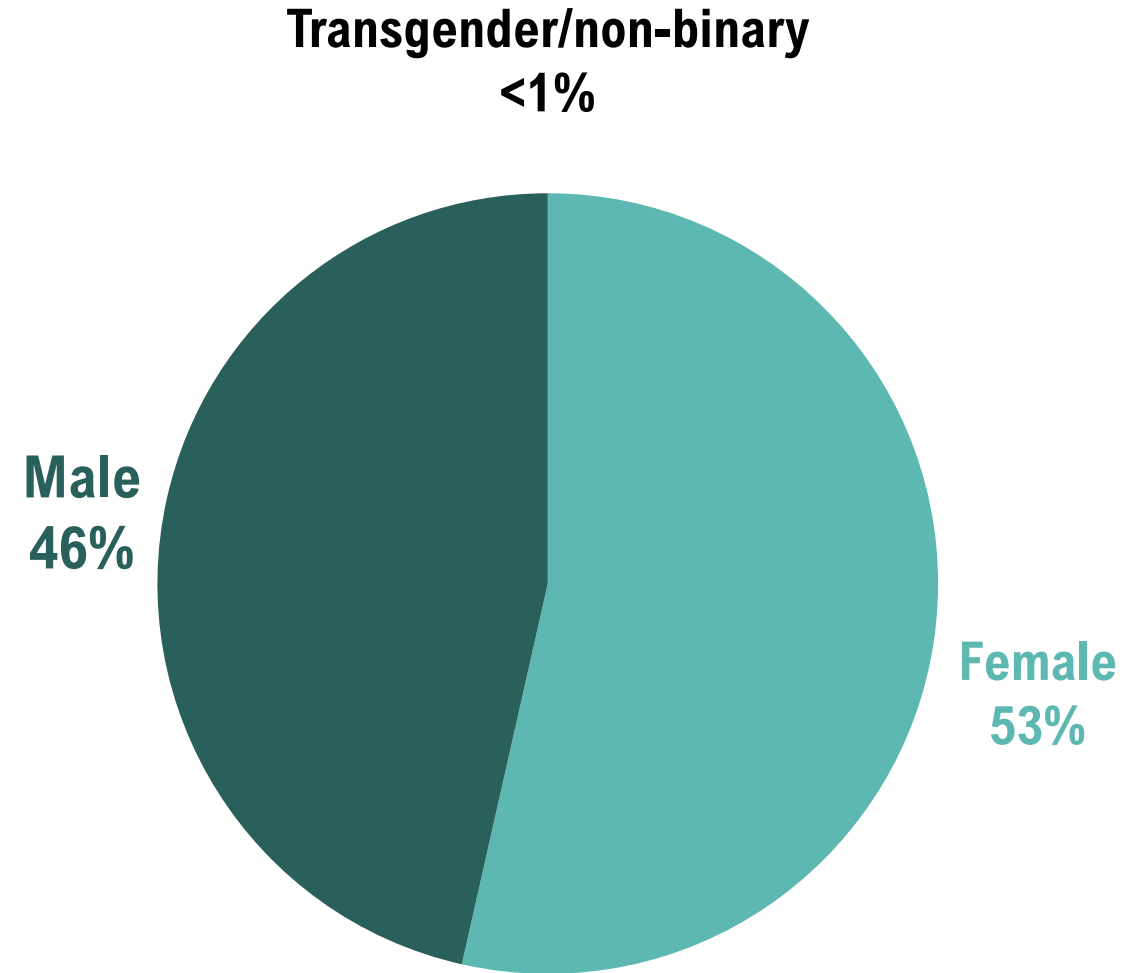


Married
65%

GENDER OF VISITORS* (FY25 2nd Quarter)



53% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY25 2nd Quarter)



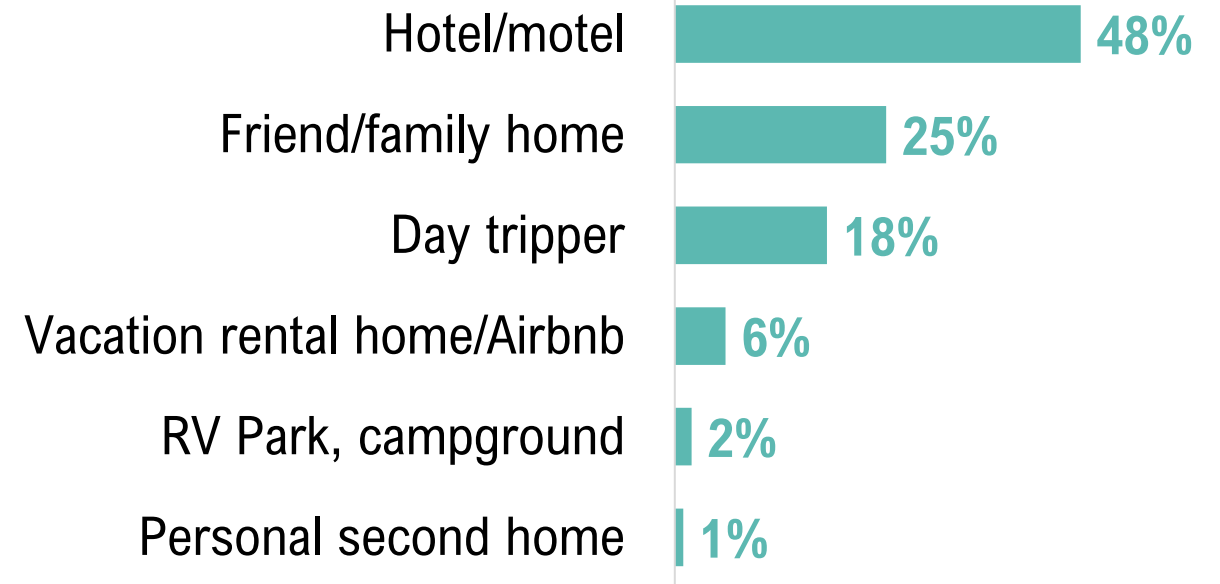
Nearly **half** of visitors stayed in a hotel/motel



1 in 4 stayed with friends or relatives



Nearly **1 in 5** came to the area just for the day



TRAVEL PARTY SPENDING (FY25 2nd Quarter)

	Spending per Day	Spending per Trip
Lodging	\$76	\$243
Restaurants	\$79	\$255
Groceries	\$21	\$67
Shopping	\$36	\$116
Entertainment	\$25	\$80
Transportation	\$37	\$121
Other	\$6	\$18
Total	\$280	\$901

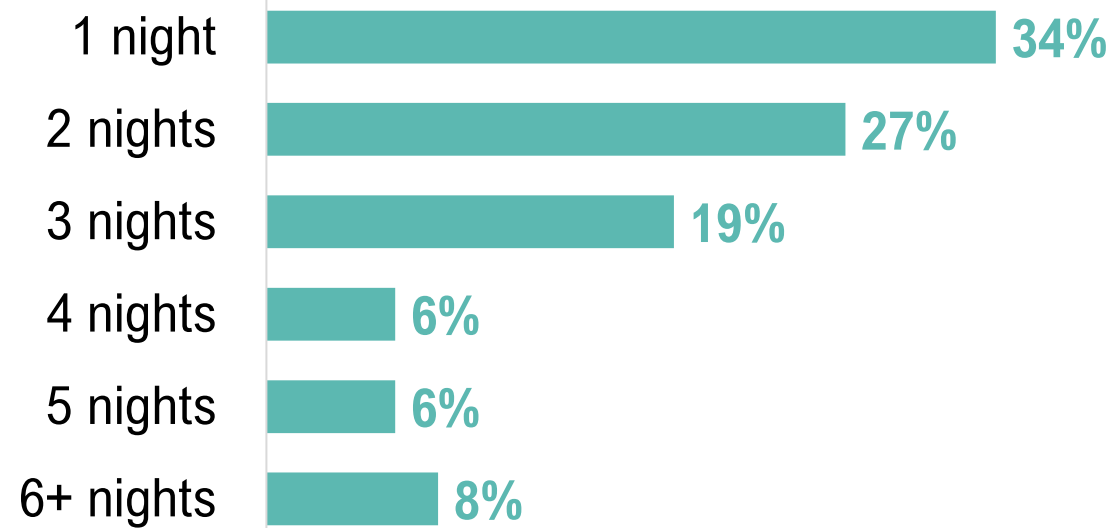
OVERNIGHT VISITORS (FY25 2nd Quarter)



Typical visitors stayed **3.2** nights in Leon County



Over **1 in 3** visitors stayed only one night in Leon County (+10% points from 2024)



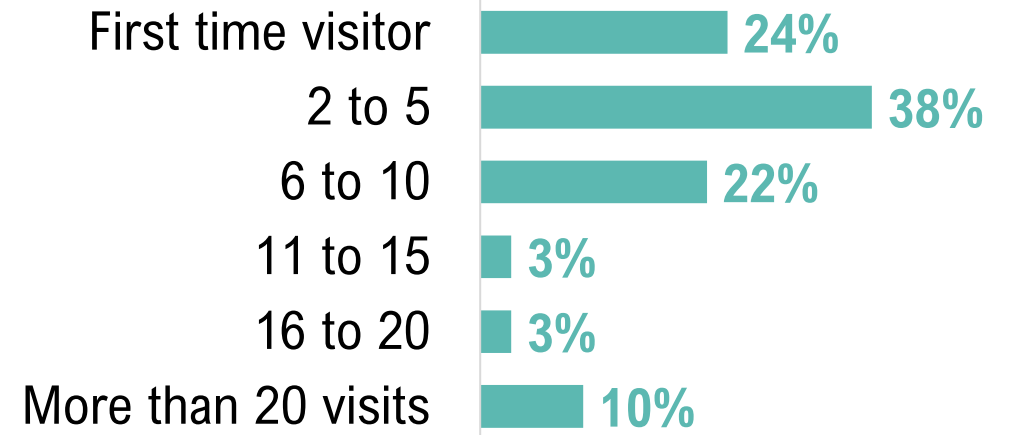
VISITS TO TALLAHASSEE – LEON COUNTY (FY25 2nd Quarter)



Nearly **1 in 4** visitors were visiting Leon County for the first time



Nearly **1 in 6** had previously visited Leon County more than 10 times (-7% points from 2024)



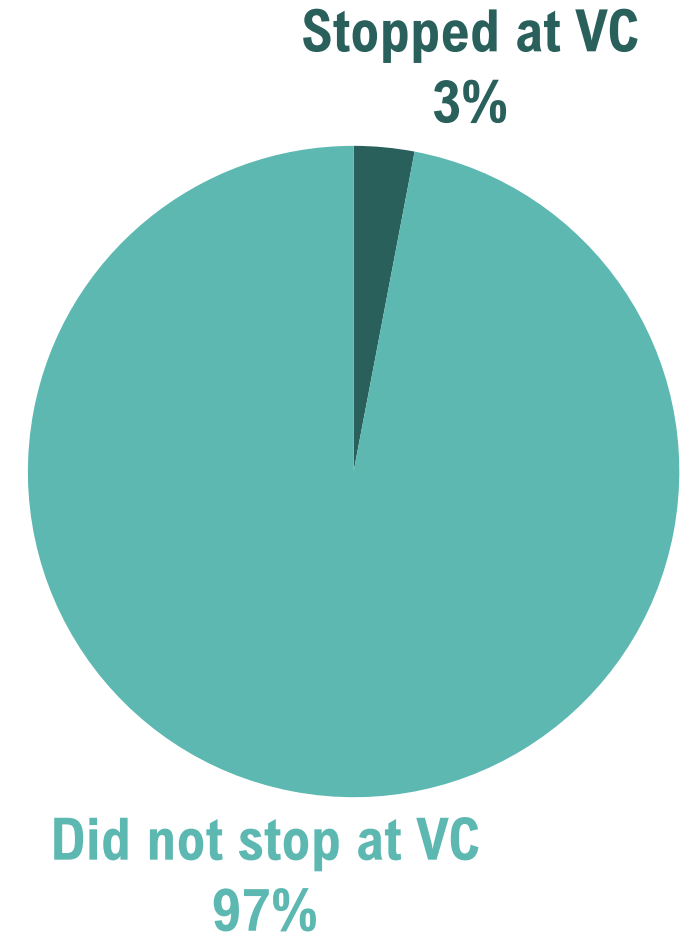
VISITOR CENTER (FY25 2nd Quarter)



3% of visitors stopped at the Visitor Center*



Those who went to the Visitor Center gave it a rating of **7.9****



* 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 2nd Quarter)



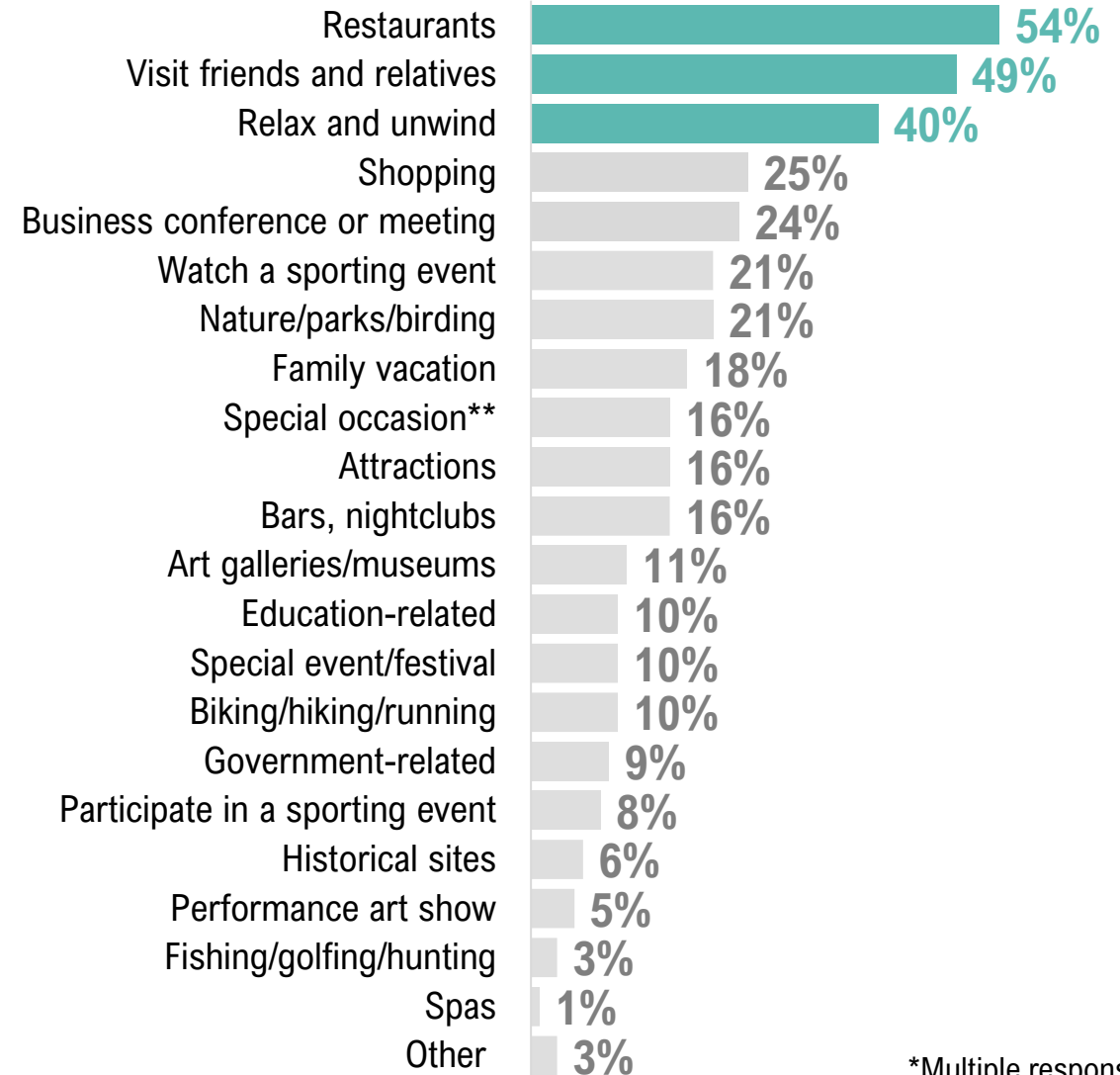
Over **half** of visitors enjoyed dining at restaurants while in Tallahassee



Another nearly **half** spent time with friends and family while in the area



2 in 5 visitors spent time relaxing and unwinding during their trip



*Multiple responses permitted.

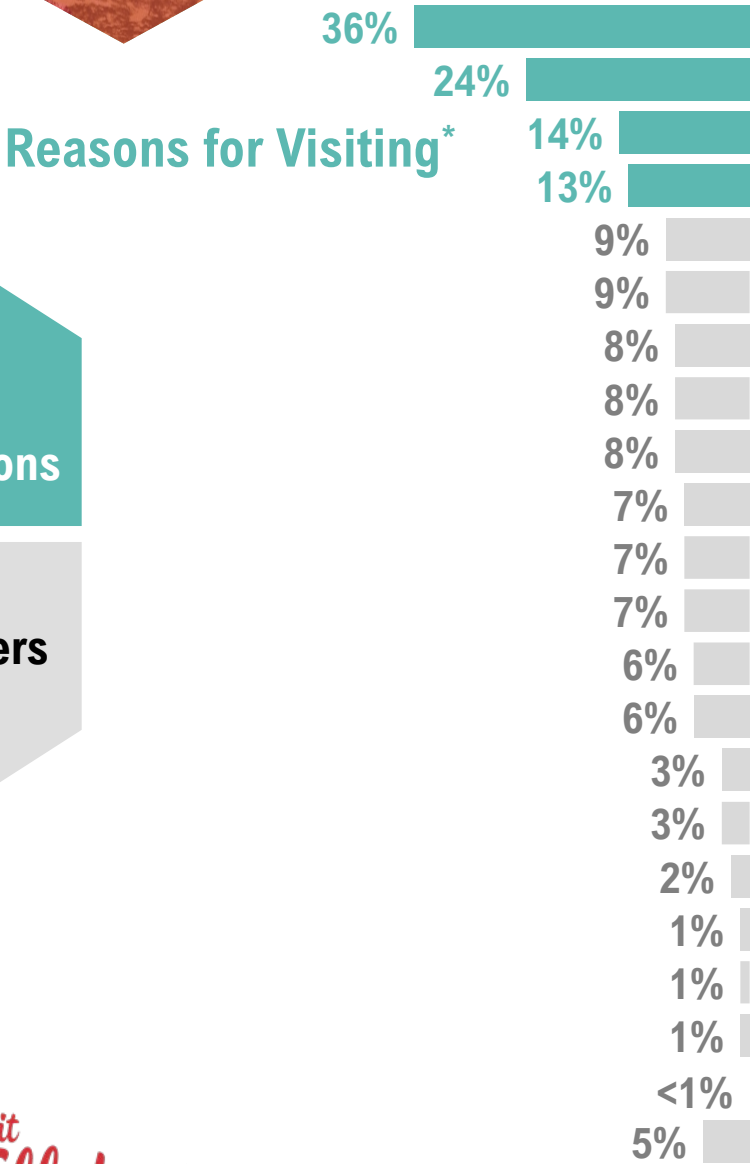
**Response option not included in previous years.



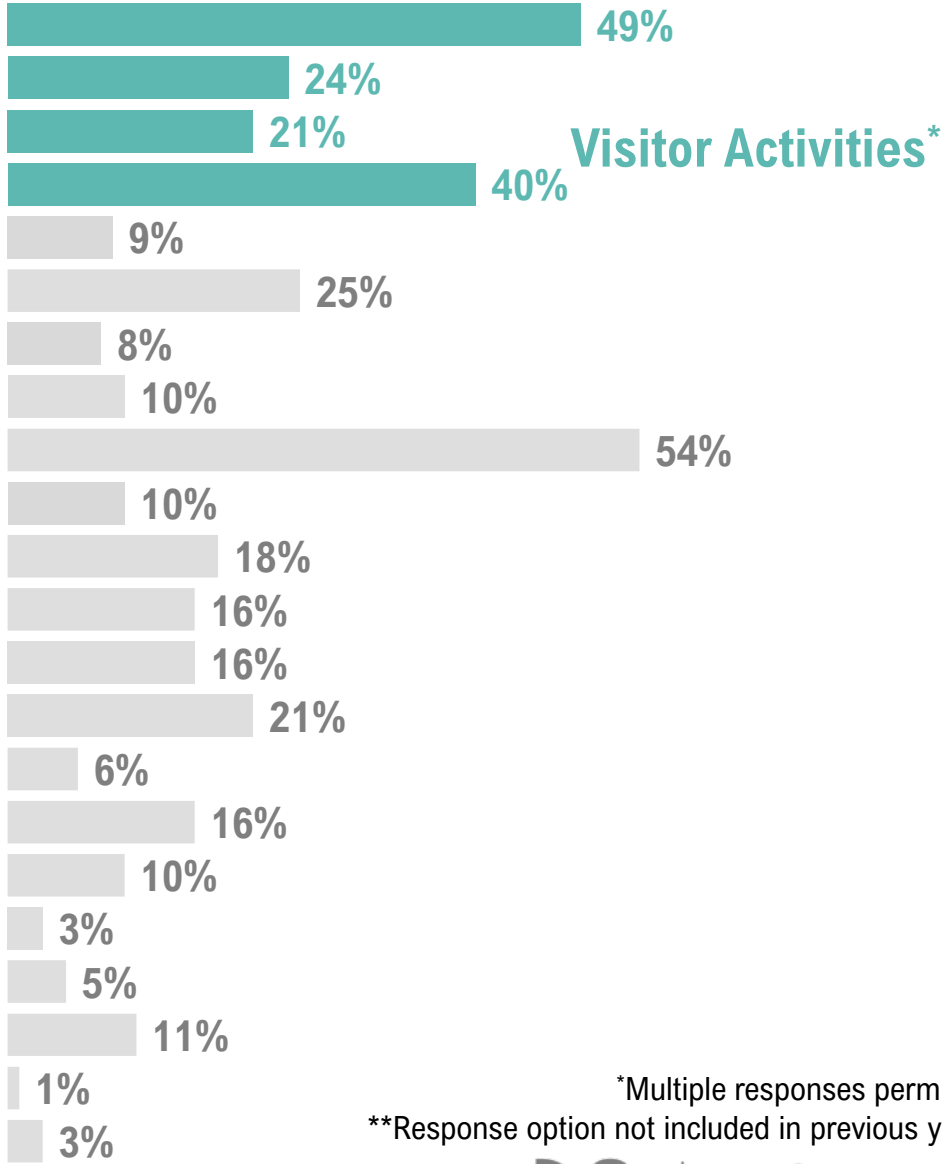
REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY25 2nd Quarter)

Key Motivations

Trip Enhancers



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



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



STUDY OBJECTIVES: VISITOR JOURNEY



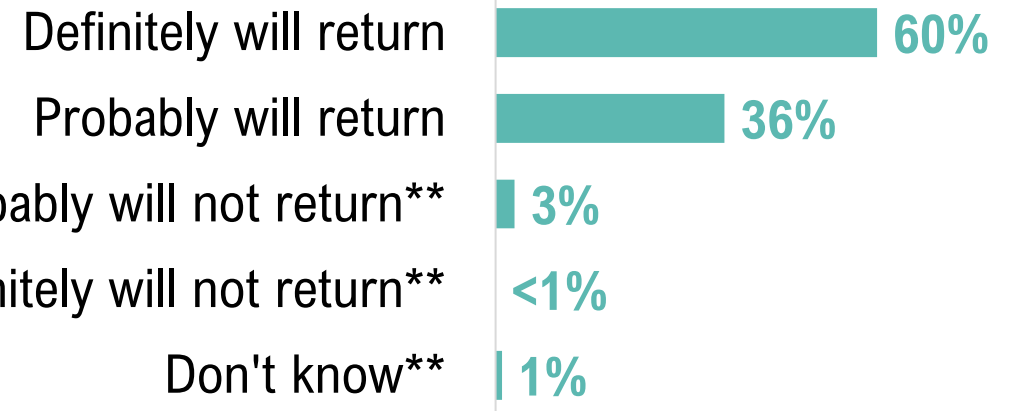
VISITOR SATISFACTION* (FY25 2nd Quarter)



Visitors gave Leon County an average rating of **7.7** as a place to visit



96% of visitors will return (**60%** will definitely return) to Leon County for a future visit or vacation



*Rated on a scale of 1 to 10, where 1 is the worst and 10 is the best.

**4% of visitors may not return for the following reasons: Event/occasion for visit is over or prefer other areas.



RATING EXPERIENCES IN TALLAHASSEE (FY25 2nd Quarter)



Leon County's **hospitality** exceeded the expectations of nearly **3 in 5** visitors



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



Night life and **customer service** in Leon County were least likely to exceed visitors' expectations

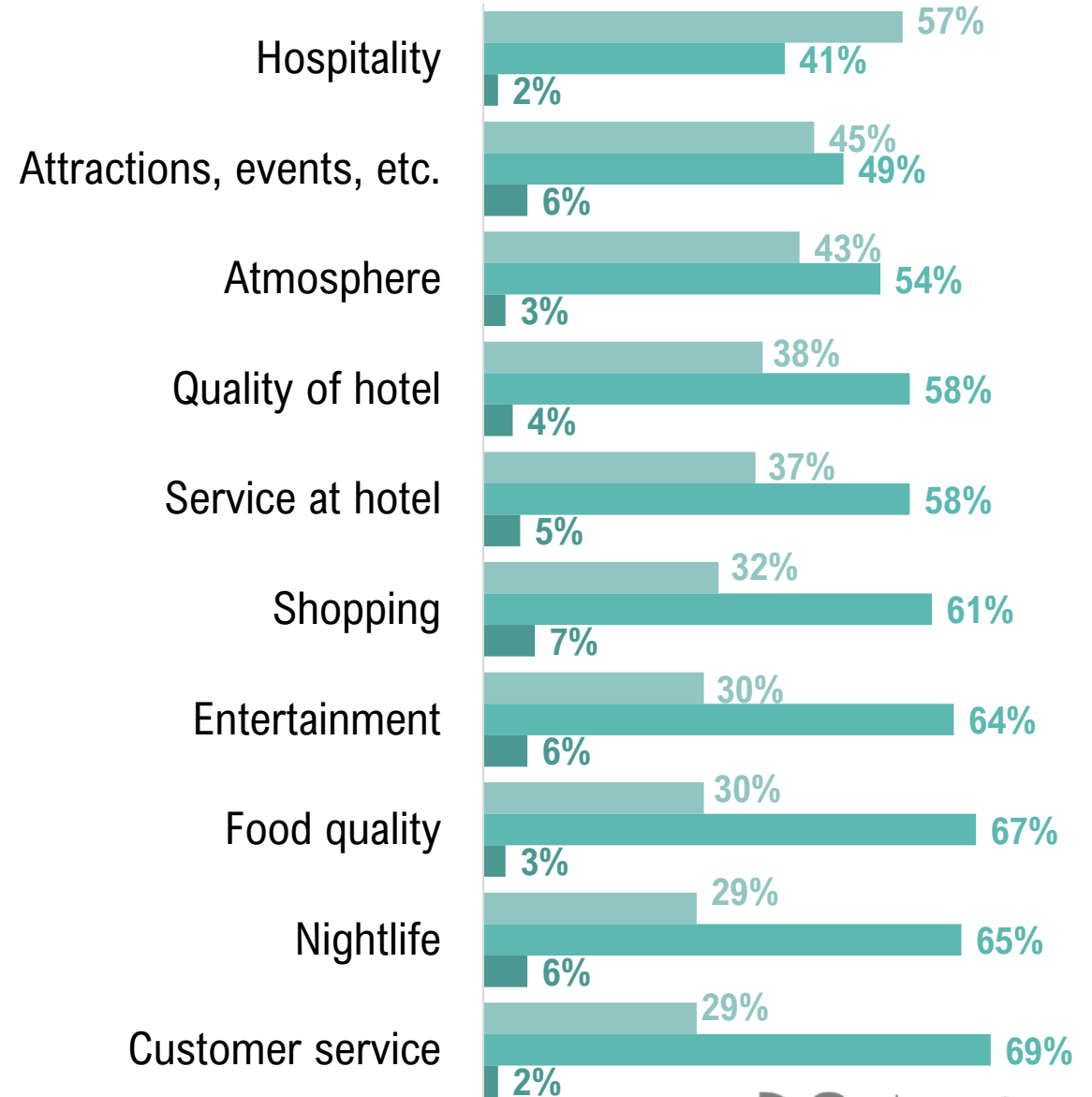
Exceeded expectations

Met Expectations

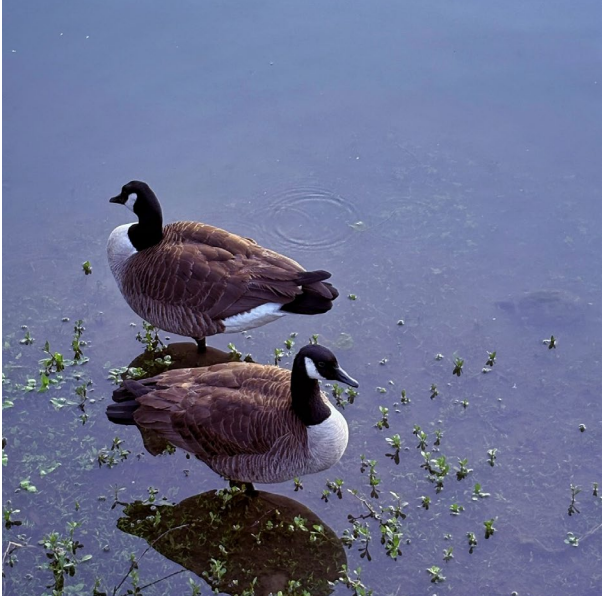
Did not meet expectations



Visit
Tallahassee
Pretty. Unexpected.



PERCEPTIONS: “PEACEFUL” (FY25 2nd Quarter)



“It’s very relaxing here. A nice break from urban life.”



“Tallahassee has a good feeling to it: pleasant and serene.”



“If you want to slow down and relax, Tallahassee is the place to go.”



“It’s a fun city! Not too busy but there are still things to do.”



PERCEPTIONS: “FRIENDLY” (FY25 2nd Quarter)



“Tallahassee feels like a true old-fashioned Southern town!”



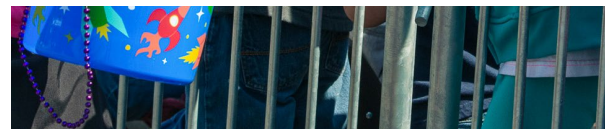
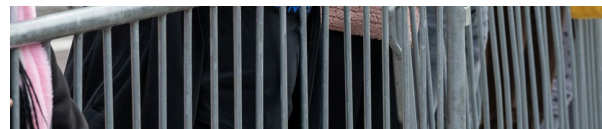
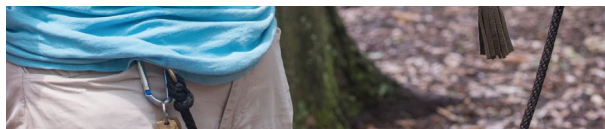
“The people were so nice! They made us feel right at home.”



“Tallahassee has a nostalgic, small-town vibe.”



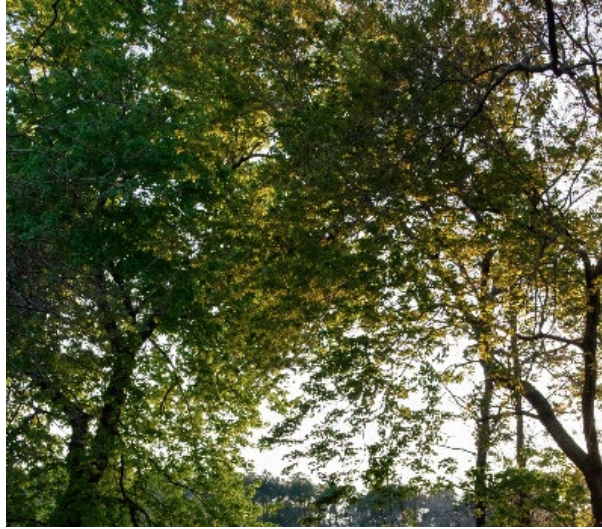
“The people here are so friendly and diverse!”



PERCEPTIONS: “SCENIC” (FY25 2nd Quarter)



“A cool city with a chill vibe and gorgeous nature.”



“There are so many nice parks and trails here!”



“The city seemed clean and well-kept.”



“We enjoyed the restaurants and shopping, but the nature was the best part.”



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The sky is blue with scattered white clouds. The overall scene is serene and picturesque.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Trip Planning Cycle	January – March 2024	January – March 2025
Tallahassee was primary destination	86%	88%
A week or two in advance	30%	30%
A month or so in advance	40%	41%
2 to 3 months in advance	18%	23%
4 to 5 months in advance	6%	3%
6 months or more in advance	6%	3%

Top Trip Planning Sources	January – March 2024	January – March 2025
Prior knowledge of the area	14%	33%
Talk to friends and family	29%	31%
Search on Google	30%	20%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Advertising Recall	January – March 2024	January – March 2025
Recalled ads for Tallahassee	14%	8%
Influenced to visit by ads	5%	4%

Top Reasons for Visiting	January – March 2024	January – March 2025
Visit friends and relatives	23%	36%
Business conference or meeting	21%	24%
Watch a sporting event	18%	14%

Pre-Visit	January – March 2024	January – March 2025
Requested a Visitors Guide	11%	7%
Drove to Tallahassee	73%	80%
Flew to Tallahassee	27%	20%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Market of Origin	January – March 2024	January – March 2025
Miami-Ft. Lauderdale	8%	11%
Surrounding Areas*	11%	10%
Tampa-St. Petersburg	5%	7%
Atlanta	5%	6%
Jacksonville	6%	5%
Orlando-Daytona Beach-Melbourne	8%	5%
Panama City	2%	5%

Region of Origin	January – March 2024	January – March 2025
Florida	51%	52%
Southeast (other than Florida)	26%	29%
Northeast	8%	6%
Midwest	8%	7%
West	4%	4%
International	3%	2%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Travel Parties	January – March 2024	January – March 2025
Travel Party Size	2.7	2.6
Traveled with Other Visitors	65%	64%
Traveled with Children under 20	20%	21%
Traveled with Children under 12	8%	12%

Visitor Profile	January – March 2024	January – March 2025
Median Age	46	46
Gender (Female)	48%	53%
Median Household Income	\$92,044	\$87,500
Bachelor's Degree or Higher	68%	73%
White/Caucasian	69%	72%
African American	13%	14%
Married	60%	65%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Accommodations	January – March 2024	January – March 2025
Hotel/motel	50%	48%
Friend/family home	21%	25%
Day tripper	19%	18%
Vacation rental home/Airbnb	6%	6%
RV Park, campground	2%	2%
Personal second home	2%	1%
Other	<1%	<1%

Trips Experience	January – March 2024	January – March 2025
Average Nights Stayed	3.2	3.2
1st Time Visitor	25%	24%
10+ Prior Visits to Leon County	23%	16%
Stopped at Visitor Center*	5%	3%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Average Daily Spending	January – March 2024	January – March 2025
Accommodations ¹	\$74	\$76
Restaurants	\$73	\$79
Groceries	\$18	\$21
Shopping	\$35	\$36
Entertainment	\$27	\$25
Transportation	\$40	\$37
Other	\$11	\$6
Total	\$292	\$280

Average Total Trip Spending	January – March 2024	January – March 2025
Accommodations ¹	\$237	\$243
Restaurants	\$234	\$255
Groceries	\$58	\$67
Shopping	\$112	\$116
Entertainment	\$86	\$80
Transportation	\$128	\$121
Other	\$35	\$18
Total	\$890	\$901

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



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Top Activities	January – March 2024	January – March 2025
Restaurants	51%	54%
Visit friends and relatives	37%	49%
Relax and unwind	35%	40%
Shopping	19%	25%
Business conference or meeting	30%	24%
Watch a sporting event	26%	21%
Nature/parks/birding	20%	21%
Family vacation	24%	18%
Special occasion	NA	16%
Attractions	16%	16%
Bars, nightclubs	20%	16%



YEAR OVER YEAR COMPARISONS (FY25 2nd Quarter)

Post Trip Evaluation	January – March 2024	January – March 2025
Overall Rating	7.9	7.7
Will return to Leon County	93%	96%
Exceed + Met Expectations: Atmosphere	95%	97%
Exceed + Met Expectations: Hospitality	95%	98%
Exceed + Met Expectations: Customer service	95%	98%
Exceed + Met Expectations: Food quality	95%	97%
Exceed + Met Expectations: Quality of hotel	95%	96%
Exceed + Met Expectations: Entertainment	91%	94%
Exceed + Met Expectations: Nightlife	91%	94%
Exceed + Met Expectations: Attractions/events	85%	94%
Exceed + Met Expectations: Shopping	86%	93%
Exceed + Met Expectations: Service at hotel	95%	95%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

January-March 2025
(FY2025 Q2)
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
www.dsg-research.com





FY 2026 PROPOSED Division of Tourism (Visit Tallahassee) Budget

<i>FY26 TDT Collection Projection @100%</i>	\$	1,822,781
<i>FY26 TDT Collection Projection @97%</i>	\$	1,768,098
<i>FY26 TDT Collection Projection @95%</i>	\$	1,679,693
<i>FY26 TDT Collection 4-Cent</i>	\$	6,718,772
<i>Other Revenue (merchandise sales, misc revenue, Sports Foundation Grants, Event Sponsorships)</i>	\$	642,242
<i>Appropriated Fund Balance</i>	\$	303,197
	\$	-
<i>Total Actual Budget (5 cent @ 95% + Other Revenue+Appropriated Fund Balance)</i>	\$	9,343,904

Acct #	EXPENDITURES	FY 2025 Adopted Budget	FY 2026 PROPOSED Budget	Year-Over- Year % Difference
<i>Administration(301)/Marketing(303)</i>				
51200	Salaries & Wages	976,756	1,016,532	4%
51250	Regular OPS Salaries & Wages	209,182	210,042	0%
51500	Special Pay	3,600	3,600	0%
52100	FICA	90,693	94,224	4%
52200	Retirement Contributions	194,115	199,159	3%
52210	Deferred Compensation	1,566	1,566	0%
52300	Life & Health Insurance	221,432	244,421	9%
52400	Workers Compensation	4,814	4,606	-5%
53400	Other Contractual Services	688,420	643,711	-7%
54000	Travel & Per Diem	101,780	108,890	7%
54100	Communications Services	9,600	9,600	0%
54101	Communications - Phone System	102	102	0%
54200	Postage	10,000	15,000	33%
54400	Rental & Leases	31,090	31,090	0%
54505	Vehicle Coverage	747	747	0%
54600	Repair & Maintenance	16,104	6,597	-144%
54601	Vehicle Repair	1,125	1,136	1%
54700	Printing	20,000	10,000	-100%
54800	Promotional Activities	80,849	41,299	-96%
54860	TDC Direct Sales Promotions	76,943	73,958	-4%
54861	TDC Community Relations	71,050	54,632	-30%
54862	TDC Merchandise	50,528	41,254	-22%
54900	Other Current Charges	983,191	1,709,720	42%
54948	Other Current Chrg-Amphitheater	640,618	498,780	-28%
55100	Office Supplies	18,562	16,625	-12%
55200	Operating Supplies	20,111	18,225	-10%
55210	Fuel & Oil	495	498	1%
55250	Uniforms	16,500	6,000	-175%
55400	Publications, Memberships	35,654	49,266	28%
55401	Training	15,000	13,000	-15%
56400	Machinery & Equipment	-	-	
58160	TDC Local T&E	5,500	3,500	-57%
58320	Sponsorship & Contributions	82,567	86,431	4%

Acct #	EXPENDITURES	FY 2025 Adopted Budget	FY 2026 PROPOSED Budget	Year-Over- Year % Difference
	<i><u>Advertising/Public Relations (302)</u></i>			
53400	Other Contractual Services	1,500,000	1,500,000	0%
54900	Other Current Charges - Bicentennial	100,000	-	
	<i><u>Special Events/Grants (304)</u></i>			
58300	Grants & Aids	800,000	800,000	0%
	<i><u>Welcome Center CIP (086065)</u></i>			
56200	Building	-	-	
	<i><u>Countywide Automation (470)</u></i>			
54110	Com-net Communications	-	-	
54600	Repairs and Maintenance	-	-	
	<i><u>Risk Allocations (495)</u></i>			
54500	Insurance	-	-	
	<i><u>Indirect Cost (499)</u></i>			
54900	Indirect Cost Charges	-	-	
	<i><u>Line Item Funding - (888)</u></i>			
58215	Local Arts Agency Program (160)	150,000	150,000	0%
58215	Local Arts Agency Program (001)	1,646,757	1,679,693	2%
	<i><u>Transfers (950)</u></i>			
591220	Transfer to Fund 220	-	-	
591220	Transfer to Fund 305	-	-	
	<i><u>Salary Contingency (990)</u></i>			
59900	Other Non-operating Uses	-	-	
	Reserve for Fund Balance	-	-	
Total		8,875,451	9,343,904	5%



Visit
Tallahassee
Pretty. Unexpected.

Leon County Hotel Stratified Occupancy- Calendar Year 2024

	Economy	Midscale	Upper Midscale	Upscale
Jan 2024	44.1%	59.8%	63.0%	63.3%
Feb 2024	47.8%	61.3%	70.3%	73.4%
Mar 2024	49.1%	53.1%	65.2%	67.8%
Apr 2024	50.3%	55.5%	67.2%	67.1%
May 2024	57.9%	65.0%	70.4%	68.2%
Jun 2024	55.7%	65.4%	70.0%	68.5%
Jul 2024	49.2%	60.6%	62.8%	59.1%
Aug 2024	56.0%	71.0%	73.1%	71.1%
Sep 2024	49.9%	65.6%	65.6%	65.9%
Oct 2024	58.3%	77.6%	80.6%	80.7%
Nov 2024	56.9%	74.5%	71.6%	74.1%
Dec 2024	54.8%	66.0%	61.8%	59.9%
2024				
Yearly Occupancy	52.5%	64.6%	68.5%	68.3%
2024				
Yearly Average Rate	\$ 68.40	\$ 99.84	\$ 125.64	\$ 158.26



Project Highlights

- This project will provide funding to construct improvements to the Fairgrounds property, under the ownership of Leon County and leased to the North Florida Fair Association.
- Improvements include a new building with meeting space and restrooms, a central green with pavilions, renovations to existing restrooms, Capital Park upgrades, parking improvements around Gene Cox Stadium, utility upgrades, and new stormwater ponds with walking paths.

Current Status

- At the February 29, 2024, meeting, the IA Board accepted the Fairgrounds Master Plan and directed staff to initiate design of the improvements.
- At their February 25th, 2025 Southside Action Plan Workshop, the Leon County Board of County Commissioners directed county staff to renegotiate the lease with the Fair Association to support the implementation of the Fairgrounds Master Plan.
- Design began in 2025.

Next Steps

- Leon County will begin lease negotiations with tenants on the site.
- Blueprint will continue developing the conceptual site plan.
- Following the renegotiation of the lease, construction is anticipated to begin in late 2026.

