



OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: TOURISM DEVELOPMENT

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Mission Statement

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

Strategic Initiatives/Support Highlights

Economy

- Hosted the 2014 Florida High School Athletic Association State Cross-Country Championships that brought 5,000 visitors from 239 different high schools to Leon County generating 1,700 room nights and direct visitor spending of \$1.1 million.
- Tourism related jobs now total over 11,000 in Leon County, 2.7 million annual visitors infused nearly \$914 million of direct spending into Leon County.

Quality of Life

- Produced the first three concerts at the new Capital City Amphitheater at Cascades Park including Tracy Lawrence on April 12, 8-time Grammy nominee Charlie Wilson on April 13 and Rodney Atkins on May 16. A total of 10 concerts will be produced during the first 18 months of amphitheater operation.
- Won a prestigious “Webby” award for Trailhassee.com in competition with major cities both domestically and internationally; Trailhassee.com also won two silver ADDY awards.
- Apalachee Regional Park (ARP) won an achievement award from the National Association of Counties and is one of the nation’s premier cross country facilities.

Contact Us

(850) 606-2300
www.VisitTallahassee.com

PROMOTING AND MARKETING FLORIDA’S CAPITAL REGION

- The division continues to build awareness for Leon County as a tourism destination with self-generated marketing programs and cooperative programs with local industry stakeholders in cooperation with VISIT FLORIDA, the Florida Restaurant & Lodging Association, the Council on Culture and Arts, Florida State University and Florida A&M University. Results include:
 - » Experienced 17 consecutive months of increased hotel occupancy.
 - » An increase in hotel occupancy of 3.5% over the past 12 months which included the first ever month with hotel occupancy over 70% during March 2014.
 - » An increase in hotel revenue of 7.3% over the past 12 months.
 - » An increase of 4% in Tourist Development Tax collections from October 2013 through September 2014 over record setting 2012-2013; final fiscal year collections are expected to be the fourth consecutive record year.
 - » Generated media placements through public relations and promotions with a combined circulation of 52 million to reach a greater customer base of potential visitors. Hosted 25 journalists including the first African American Heritage Media Tour to showcase our unique cultural assets.
 - » Leveraged an additional \$1.1 million in advertising equivalency through earned media.
 - » Launched a redesign of VisitTallahassee.com and new websites *Trailhassee.com* and *CapitalCityAmphitheater.com*.
 - » 14.2% increase in traffic to VisitTallahassee.com with mobile site traffic increasing by 64.6%.
 - » Generated a 19.8% increase in Facebook “Likes” and a 73.8% increase in Twitter “Followers.”



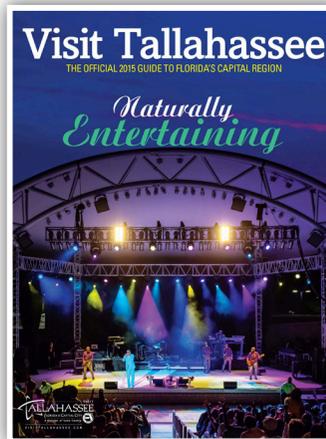
Capital City Amphitheater

- » Generated over 11 social media impression and collected 4,100 user-generated photos and videos through #IHeartTally.
- » Launched Instagram and Pinterest social media programs.
- Produced the third-annual Capital Cuisine Restaurant Week & Concert Series May 15-27 with 35 local restaurants participating; Nashville songwriters played at various venues and country music star Rodney Atkins performed at the amphitheater.
- Received the Stellar Award by the Florida Capital Chapter of the Society of Government Meeting Professionals.
- Assisted 217 groups with welcome materials representing 25,801 individuals and served 3,510 domestic visitors from 49 states and 1,028 international visitors from 51 countries at the Leon County Visitor Information Center.



Capital City Amphitheater Concert Series

- Provided \$153,050 in grants to 101 groups to support special event and sporting events in Leon County during FY 2014.
- Provided the Council on Culture & Arts with \$504,500 to be re-granted to various cultural organizations in Leon County.



Visit Tallahassee Visitor's Guide



J. Lee Vause Park

Where it all comes together beautifully. **About Tallahassee** [BOOK YOUR STAY](#) [REQUEST A VISITOR GUIDE](#)

TALLAHASSEE VISIT
FLORIDA'S CAPITAL CITY
A Division of Leon County

Explore Stay Dine Events Seasons Industry:

SHOW US SOME LOVE.
#IHeartTally

Share what you discover in our beautiful destination by tagging your posts with #IHeartTally.

[SEE WHAT OTHERS FOUND](#)

Upcoming Events [View All](#)

<p>LOCAL COMMUNITY, OUTDOORS & NATURE</p> <p>Aug 23, 2014 Florida A&M University Grape Harvest Festival</p>	<p>ENTERTAINMENT, LOCAL COMMUNITY</p> <p>Sep 5, 2014 Downtown Getdown & Seminole Block Party</p>	<p>ARTS & CULTURE, HISTORY & HERITAGE, LOCAL COMMUNITY, VISUAL & PERFORMING ARTS</p> <p>Sep 11 - Oct 19, 2014 Exhibit at Museum of Florida History- "The 33rd Annual Capital City Quilt Show"</p>
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Best known as Florida's capital city, Tallahassee shares a deep-rooted history and culture with unparalleled natural adventure and an upbeat vitality. From performing arts to outdoors and nature, Tallahassee offers something for everyone.

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Visit our other sites:

[Tallahassee's new 3,500-seat outdoor music venue.](#)

Visit Tallahassee launches user-friendly website

Demonstrating Highest Standards of Public Service

Trailhassee.com won two silver ADDY awards – top honor in the Digital Advertising Services category and GPS & Location Technology category – from the Tallahassee Chapter of the American Advertising Federation.

Trailhassee.com received the **Best City & Urban Innovation Websites Award** by the 18th Annual Webby Awards.

