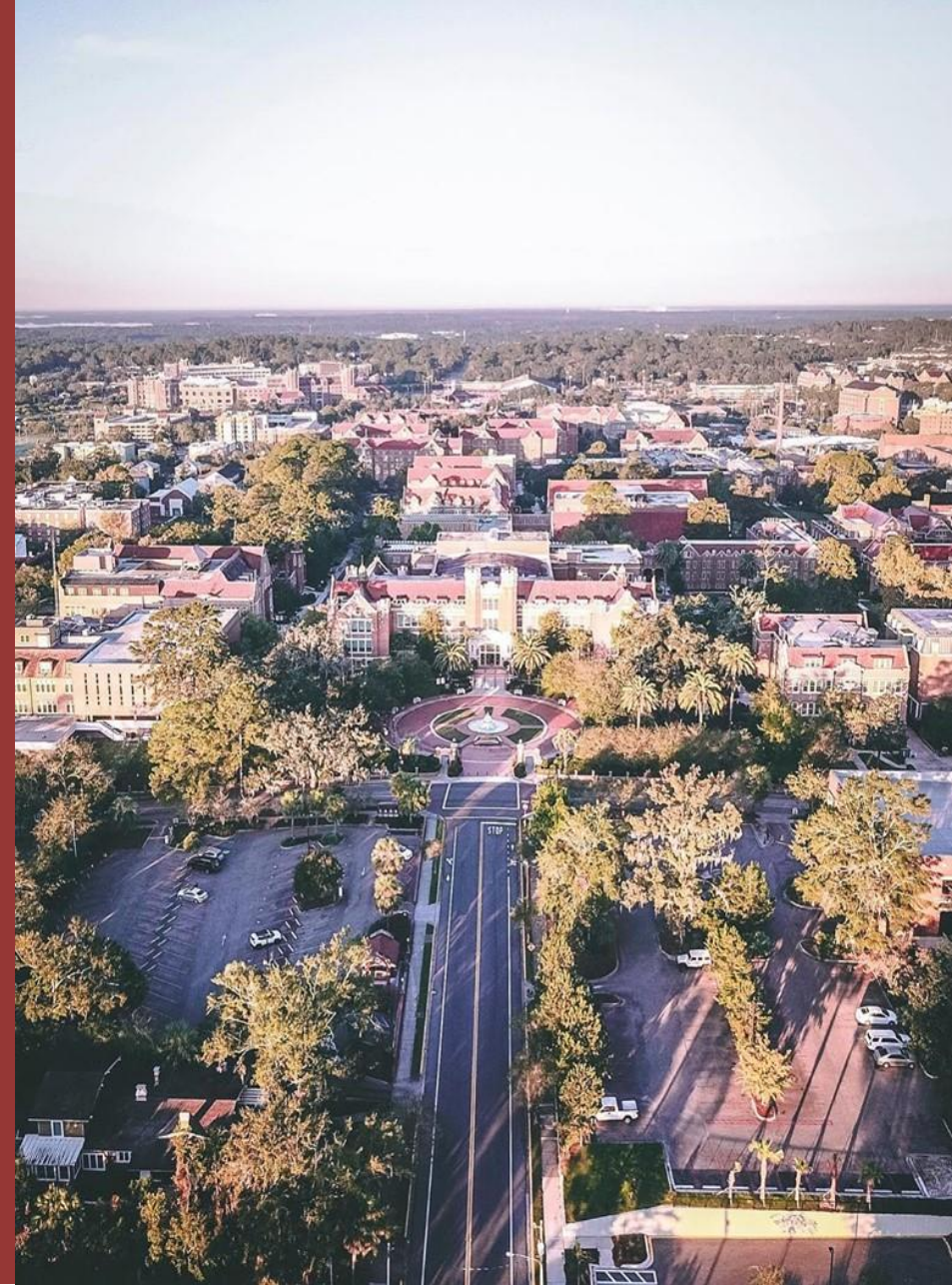


LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Tourism Industry Zoom Meeting

Research Update



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

MEETINGS

Meeting Planners Expect¹...

- » More small, local events
- » Fewer large events
- » Fewer festivals, trade shows

Meeting Planners Require¹...

- » Virtual event platforms
- » Virtual site visits
- » Health and safety education



NATIONAL SENTIMENT

Residents¹...

- » Somewhat uncomfortable with their home state re-opening the economy
 - » Regional differences
- » Somewhat uncomfortable with travelers coming to their community
- » Relatively indifferent to seeing ads promoting their community as a place to visit

Consumer Sentiment²...

- » More likely that post COVID-19 trip will be to see friends and family
- » Car travel >>>> Plane travel



Consumer Sentiment¹...

- » Re-opening of large attractions and restaurants are the top travel safety indicators
- » Travel preferences after COVID-19
 - » Drivable and outdoor/uncrowded destinations
- » Destination website: Top travel planning resource
- » When traveling:
 - » Want hand sanitizer and want to see people cleaning
- » Marketing:
 - » Want to know about cleaning/safety precautions, but...

