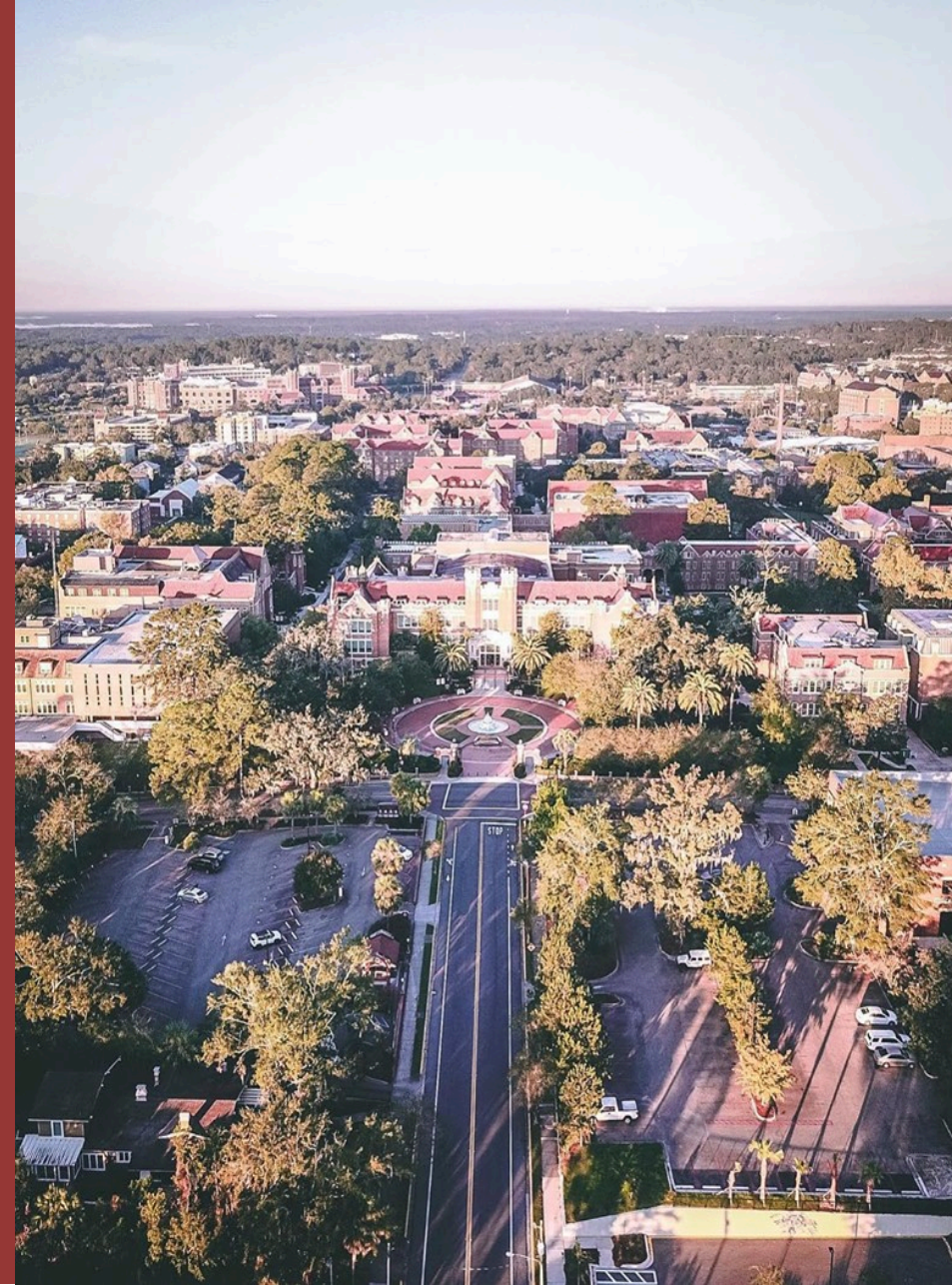


LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report

Fiscal Year 2020 (October 2019 – September 2020)



Visit
Tallahassee
A Division of Leon County

DS downs & st. germain
RESEARCH

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STUDY METHODOLOGY



STUDY METHODS

Visitor Tracking Study

- » Economic impact of tourism for Leon County Division of Tourism/Visit Tallahassee was based on data from the following sources:
 - » 2,285 interviews conducted by Downs & St. Germain Research with visitors to Leon County
 - » Twelve (12) monthly STR Reports
 - » Downs & St. Germain Research's tourism database
 - » Various government agencies and data sources
 - » IMPLAN Online Economic Impact Modeling software
 - » TDT Collections provided by Leon County



YEAR-OVER-YEAR DIFFERENCES FROM FY2019 TO FY2020

- » COVID-19 Pandemic and subsequent event cancellations
- » FAMU 2020 Football season cancellation
- » New Legislators and staffing during session
- » Four fewer Florida State Home Football Games
- » Lower attendance at 2020 games



EXECUTIVE SUMMARY



TOTAL ECONOMIC IMPACT



\$766,180,400

Economic Impact

(-26.4% from FY2019)

VISITORS

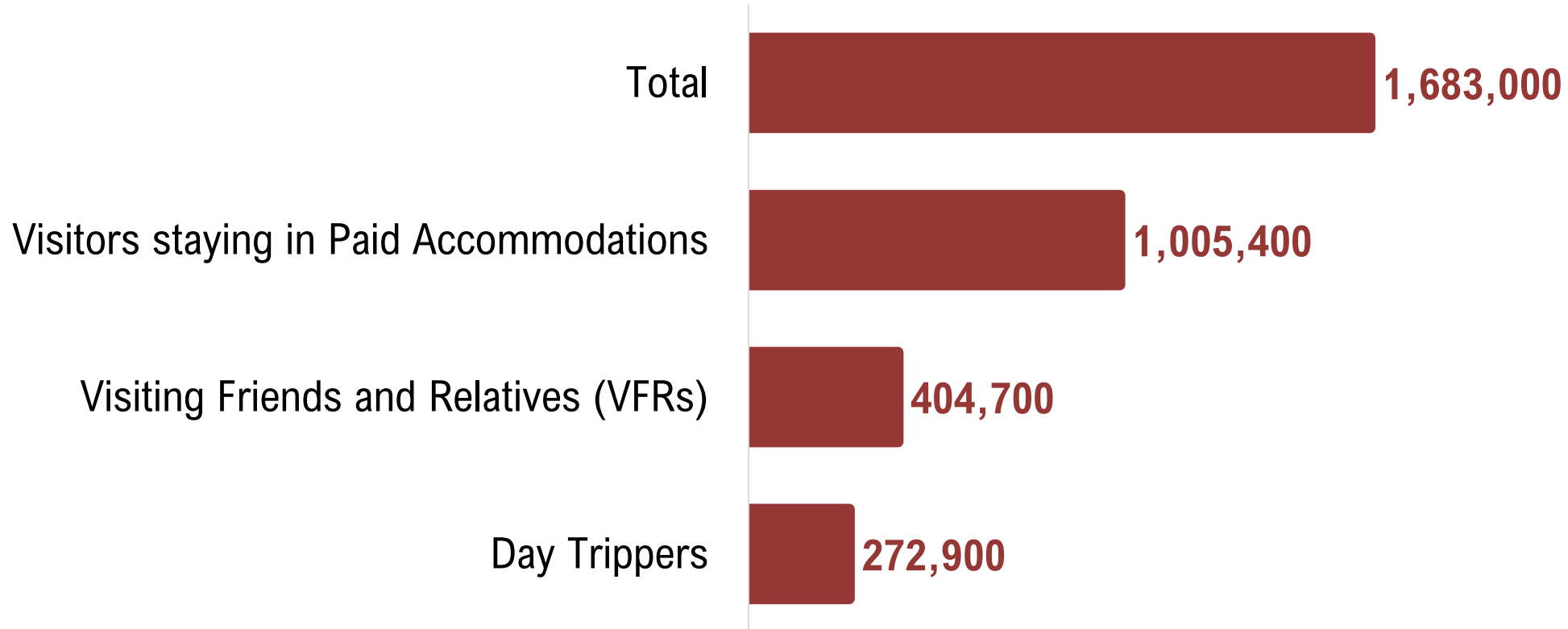
1,683,000
Visitors

(-31.0% from FY2019)



VISITORS TO LEON COUNTY

» **3 in 5** visitors stayed in Paid Accommodations



TOP MARKETS OF ORIGIN



62% of Leon County visitors lived in **12** markets

Market	FY 2019	FY 2020
Miami – Ft. Lauderdale	11%	13%
Atlanta	11%	10%
Orlando	6%	6%
Jacksonville	6%	6%
Tampa Bay area	5%	6%
Surrounding areas	6%	5%
Panama City – Destin	4%	3%
Pensacola – Mobile	4%	3%
Washington DC – Baltimore	1%	3%
New York City	2%	3%
Dallas – Ft. Worth	3%	2%
Naples – Ft. Myers	1%	2%



JOB CREATION

11,943 Jobs

(-26.1% from FY2019)

\$308,386,700 in wages

(-25.6% from FY2019)



VISITORS CREATE JOBS

An additional Leon County job is supported by every

141

visitors



HOUSEHOLD SAVINGS

Visitors to Leon County save local residents

\$450

per household every year in taxes



MARKETING SPENDING

Every dollar spent by Visit Tallahassee on marketing is associated with

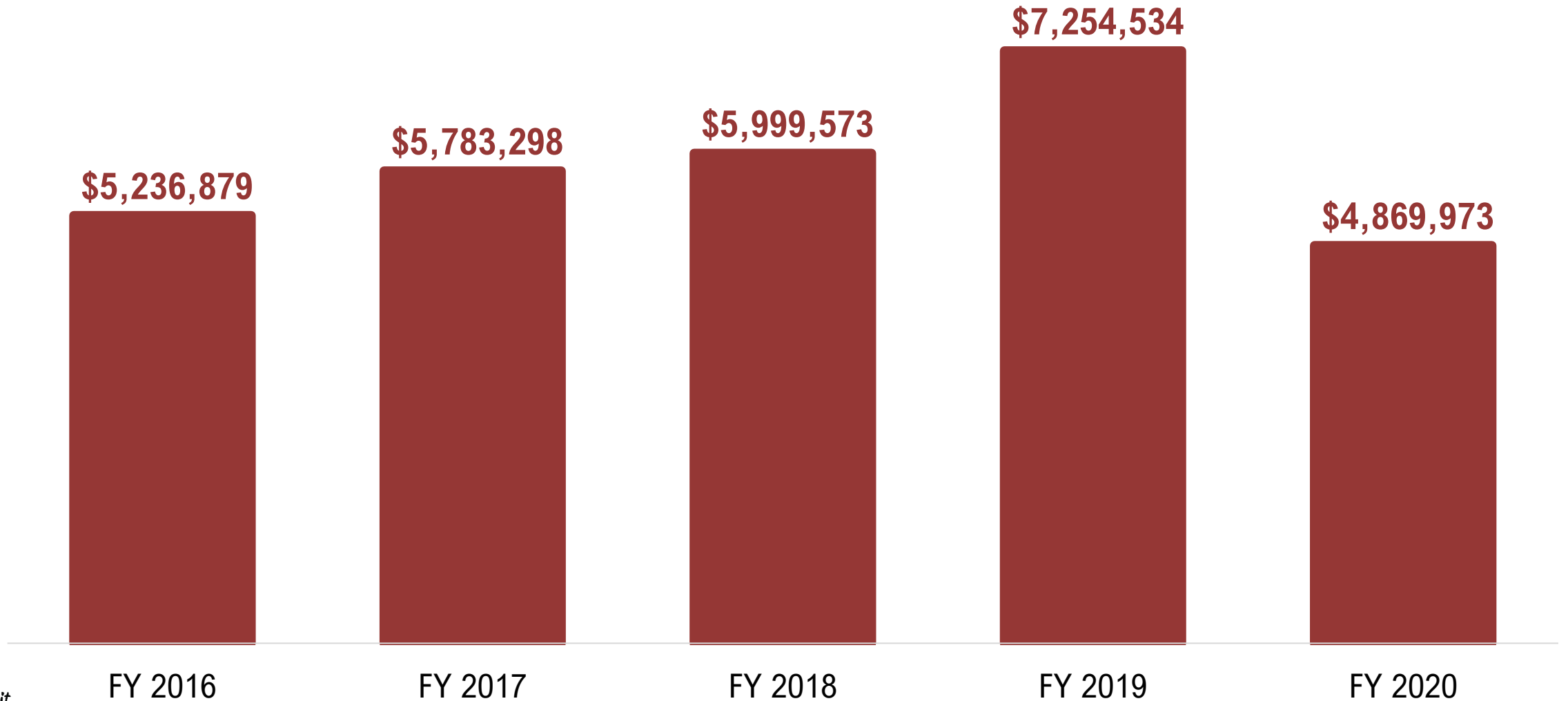
\$517

in visitor spending within Leon County



TDT COLLECTIONS FY2016 – FY2020

» TDT collections decreased 32.9% in FY2020



DETAILED FINDINGS



KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2019	FY 2020	% Change
Visitors	2,438,900	1,683,000	-31.0%
Direct expenditures	\$659,079,600	\$484,924,300	-26.4%
Total economic impact	\$1,041,345,800	\$766,180,400	-26.4%
Room nights generated	1,555,469	1,074,851	-30.9%
Jobs created	16,150	11,943	-26.1%
Wages paid	\$414,448,400	\$308,386,700	-25.6%
Taxes paid ¹	\$68,747,500	\$50,899,500	-26.0%
Tourist Development Tax	\$7,254,534	\$4,869,973	-32.9%

¹Sales, use, and property taxes.



KEY PERFORMANCE INDICATORS

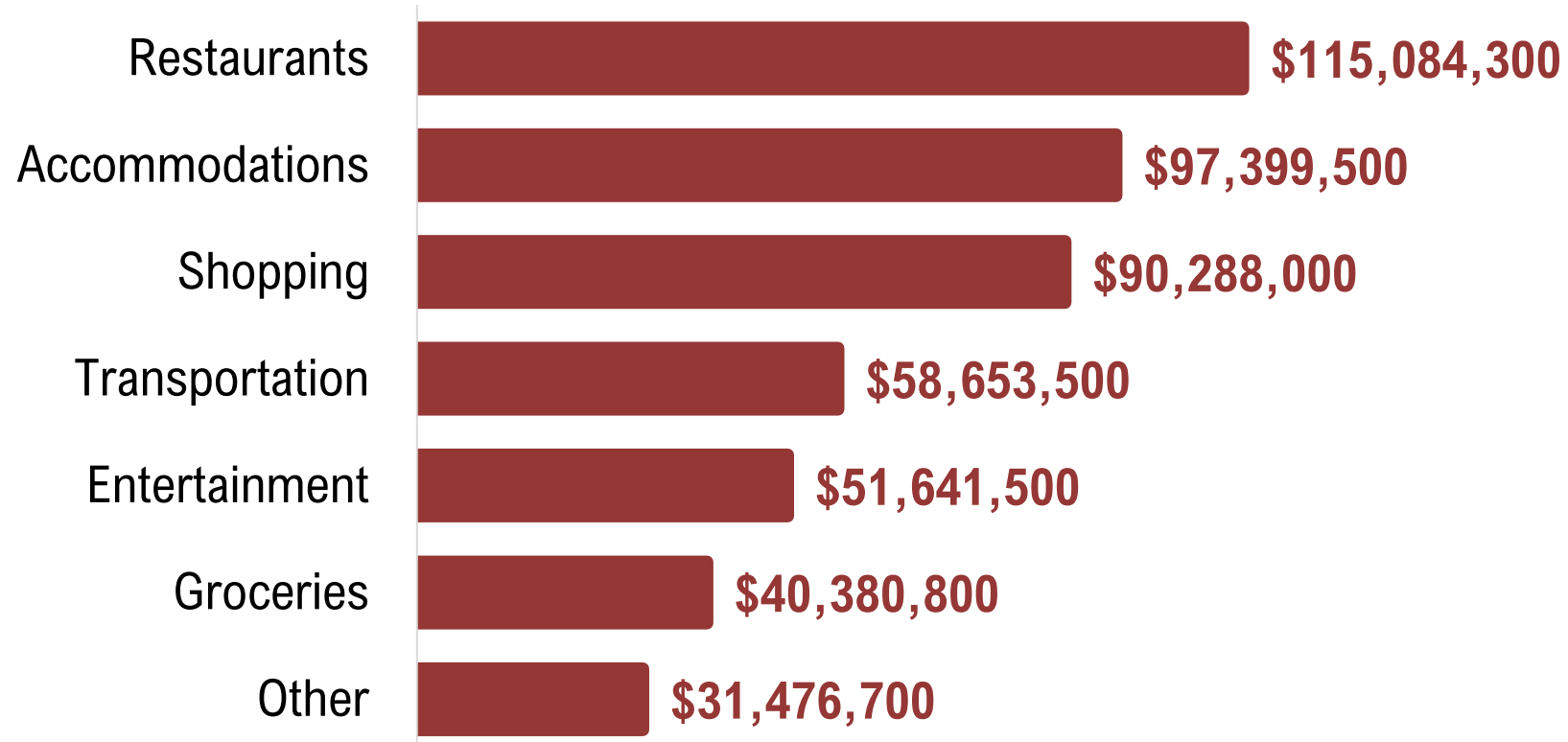
Economic Indicators	FY 2019	FY 2020	% Change
Visitors	2,438,900	1,683,000	-31.0%
Occupancy	73.5%	49.4%	-32.8%
Room rates	\$113.10	\$92.44	-18.3%
RevPAR	\$83.13	\$45.66	-45.1%
Travel party size	2.5	2.7	
Nights spent	3.3	3.3	
Will return	82%	89%	
Rating of experience	7.8 ¹	8.0 ¹	

¹On a 10-point scale.



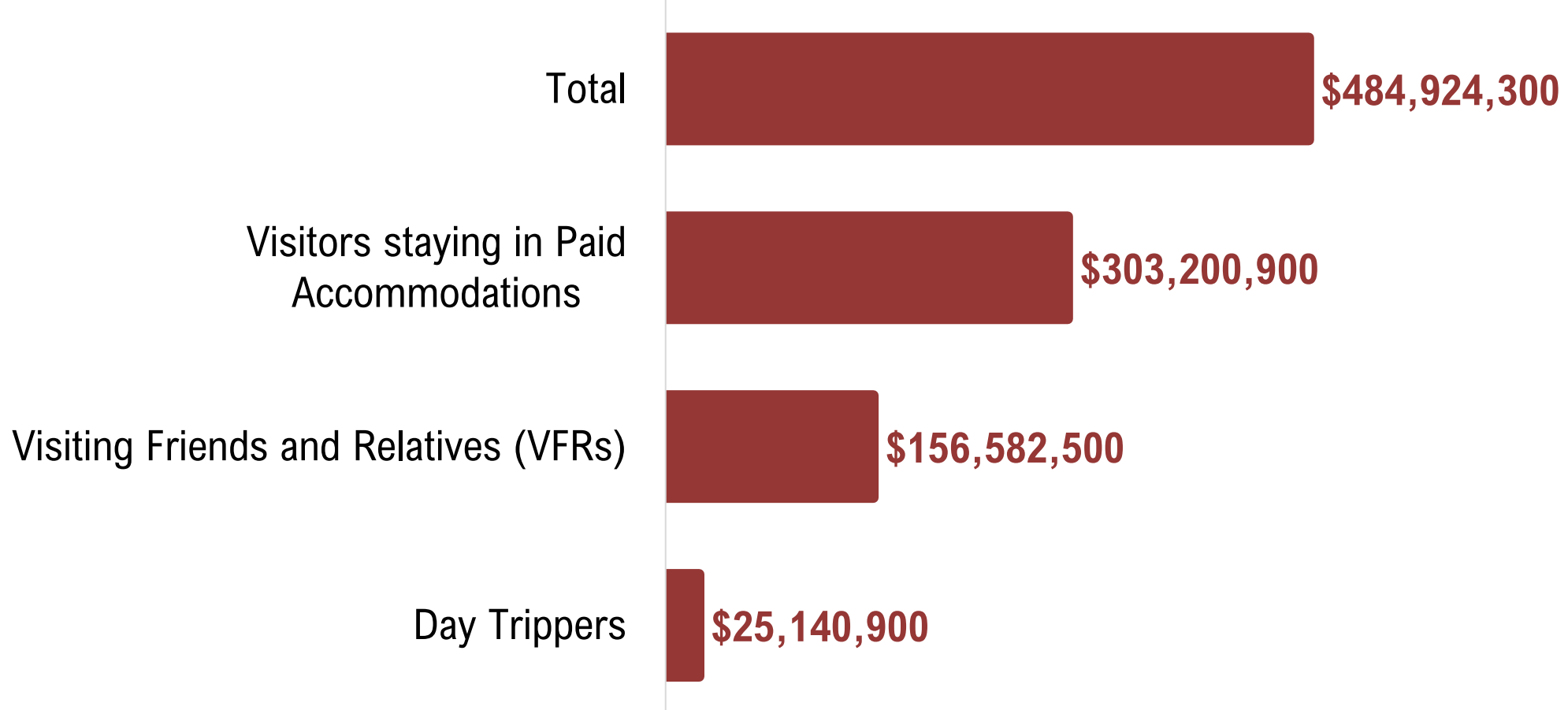
VISITORS DIRECT SPENDING

» Leon County Visitors spent **\$484,924,300** in FY2020



DIRECT SPENDING BY VISITOR TYPE

- » Visitors who stay in paid accommodations account for **63%** of visitor spending



KPIs – OCT-DEC 2019 (Q1)

Economic Indicators	Oct-Dec 2018 (Q1)	Oct-Dec 2019 (Q1)	% Change
Visitors	567,200	487,700	-14.0%
Direct Expenditures	\$165,392,800	\$155,244,600	-6.1%
Economic Impact	\$261,320,600	\$245,286,500	-6.1%
Occupancy	79.0%	59.2%	-25.1%
Room Rates	\$116.89	\$110.50	-5.5%
RevPAR	\$92.34	\$65.42	-29.2%
Travel party size	2.9	2.7	
Nights spent	3.0	3.4	
Will return	85%	85%	
Rating of experience	8.7 ¹	8.2 ¹	

¹On a 10-point scale.



KPIs – JAN-MAR 2020 (Q2)

Economic Indicators	Jan-Mar 2019 (Q2)	Jan-Mar 2020 (Q2)	% Change
Visitors	713,200	490,600	-31.2%
Direct Expenditures	\$185,358,400	\$142,622,200	-23.0%
Economic Impact	\$292,866,300	\$225,343,100	-23.0%
Occupancy	79.2%	58.0%	-26.8%
Room Rates	\$115.27	\$110.09	-4.5%
RevPAR	\$91.29	\$63.85	-30.1%
Travel party size	3.1	3.1	
Nights spent	3.3	3.4	
Will return	88%	91%	
Rating of experience	8.0 ¹	7.9 ¹	

¹On a 10-point scale.



KPIs – APR-JUN 2020 (Q3)

Economic Indicators	Apr-Jun 2019 (Q3)	Apr-Jun 2020 (Q3)	% Change
Visitors	629,600	376,500	-40.2%
Direct Expenditures	\$155,482,700	\$84,475,900	-45.7%
Economic Impact	\$245,662,700	\$133,471,900	-45.7%
Occupancy	69.3%	33.6%	-51.5%
Room Rates	\$110.68	\$69.35	-37.3%
RevPAR	\$76.70	\$23.30	-69.6%
Travel party size	2.5	2.5	
Nights spent	3.1	2.9	
Will return	88%	93%	
Rating of experience	7.8 ¹	7.8 ¹	

¹On a 10-point scale.



KPIs – JULY-SEPT 2020 (Q4)

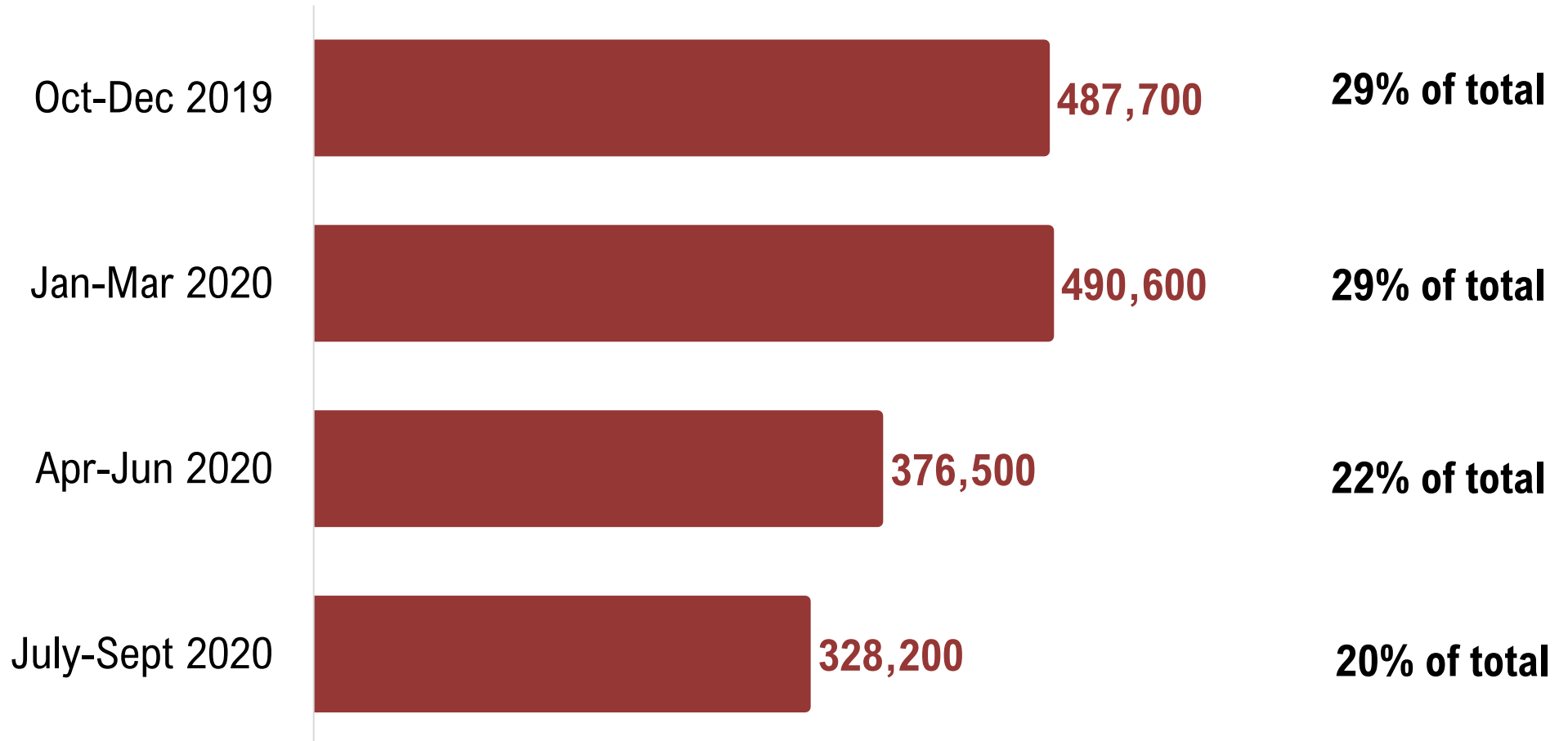
Economic Indicators	July-Sept 2019 (Q4)	July-Sept 2020 (Q4)	% Change
Visitors	528,900	328,200	-37.9%
Direct Expenditures	\$152,845,700	\$102,581,600	-32.9%
Economic Impact	\$241,496,200	\$162,078,900	-32.9%
Occupancy	66.9%	46.8%	-30.0%
Room Rates	\$107.19	\$79.80	-25.6%
RevPAR	\$71.70	\$37.35	-47.9%
Travel party size	2.5	2.5	
Nights spent	3.5	3.5	
Will return	87%	90%	
Rating of experience	7.9 ¹	7.9 ¹	

¹On a 10-point scale.



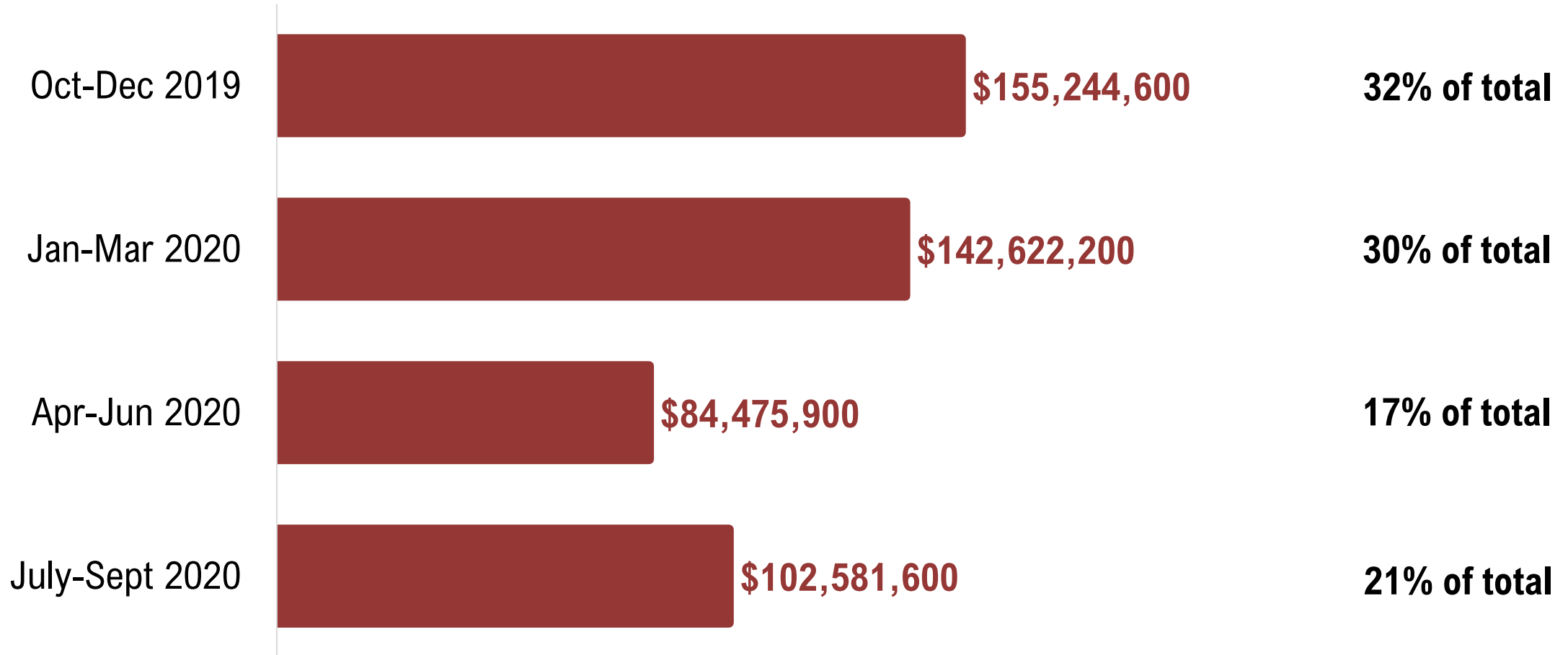
VISITORS BY QUARTER

Total Visitors: **1,683,000**



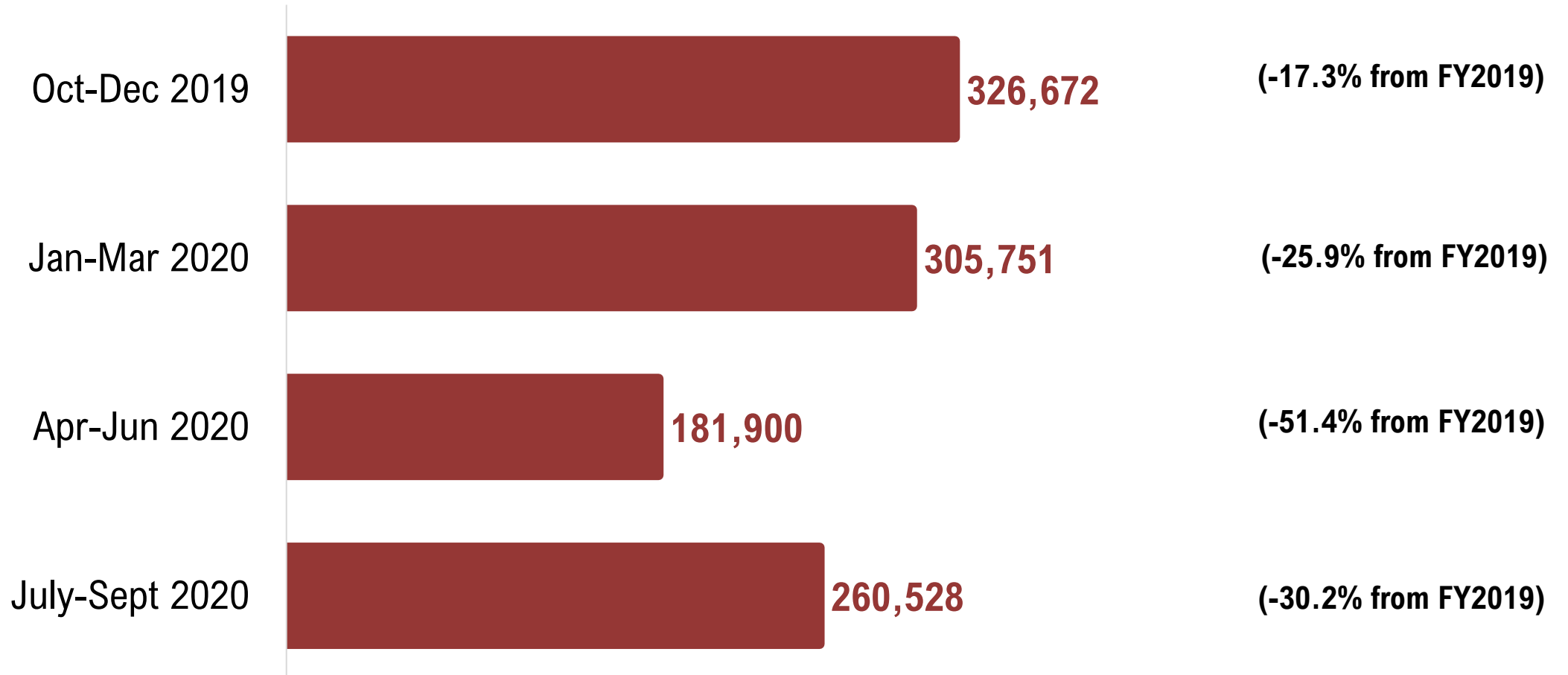
VISITORS DIRECT SPENDING BY QUARTER

Total Direct Spend: **\$484,924,300**



ROOM NIGHTS BY QUARTER

Total Room Nights: **1,074,851**



FISCAL YEAR 2020: VISITOR TRACKING



QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2019 (Q1)	Jan-Mar 2020 (Q2)	Apr-Jun 2020 (Q3)	July-Sept 2020 (Q4)
Visitors*	487,700	490,600	376,500	328,200
Occupancy	59.2%	58.0%	33.6%	46.8%
Median age	46	47	44	44
Median HH income	\$98,500	\$97,200	\$83,300	\$98,500
From Southeast	74%	76%	84%	69%
From Florida	49%	48%	60%	43%
Travel party size	2.7	3.1	2.5	2.5
Drove	75%	76%	88%	87%
Length of stay	3.4	3.4	2.9	3.5
1st time visitor	21%	21%	16%	26%

* Includes day trippers and visitors staying with friends and relatives (VFRs)



QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2019 (Q1)	Jan-Mar 2020 (Q2)	Apr-Jun 2020 (Q3)	July-Sept 2020 (Q4)
Rating of Leon County*	8.2	7.9	7.8	7.9
Likelihood of returning	85%	91%	93%	90%
Spending per travel party	\$1,057	\$1,146	\$770	\$1,047
Used VisitTallahassee.com	2%	2%	15%	2%
Used hotel website	23%	23%	22%	22%
Used smartphone on trip	77%	74%	70%	78%
Married	61%	66%	61%	55%
Has college degree	74%	73%	67%	71%

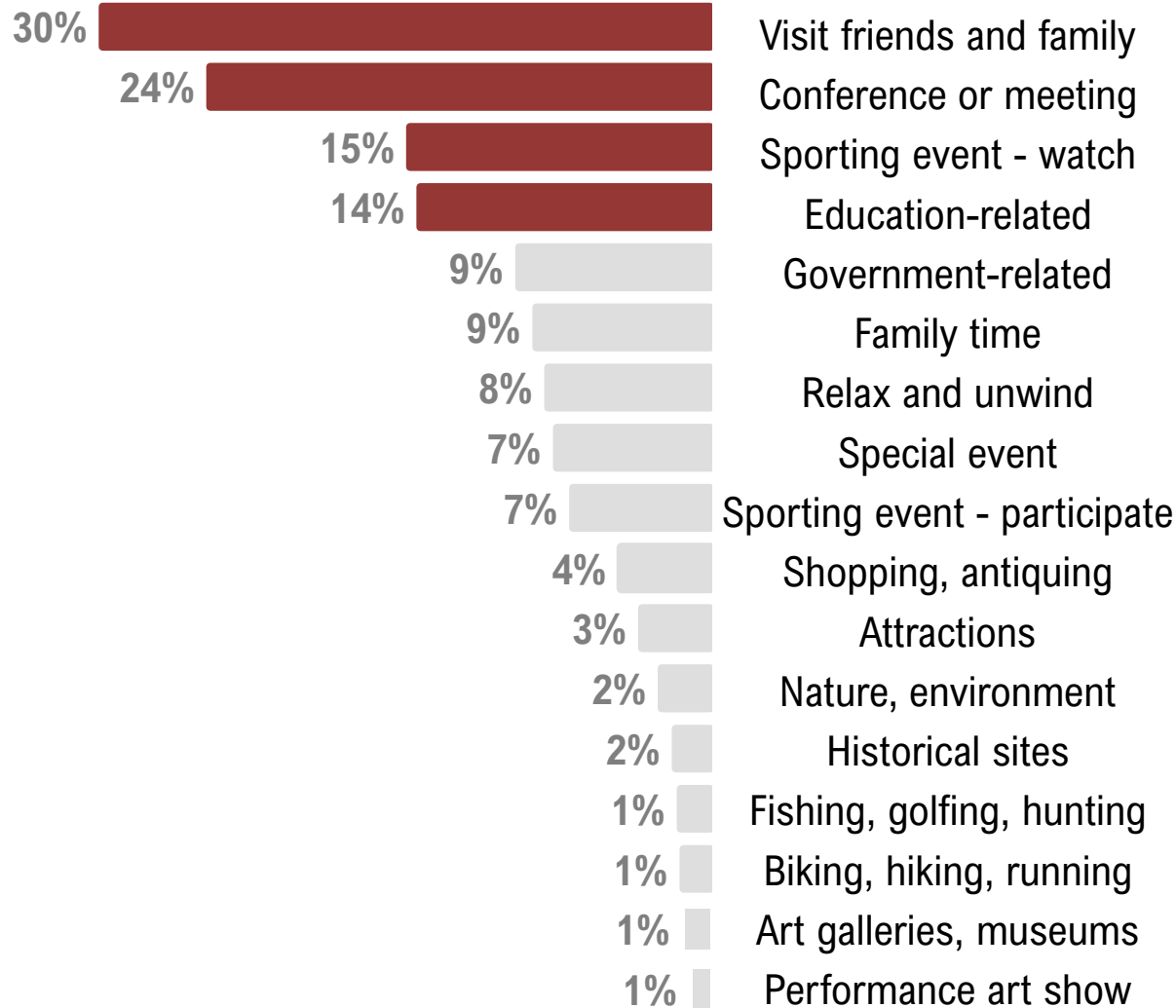
* Using a 10-point scale



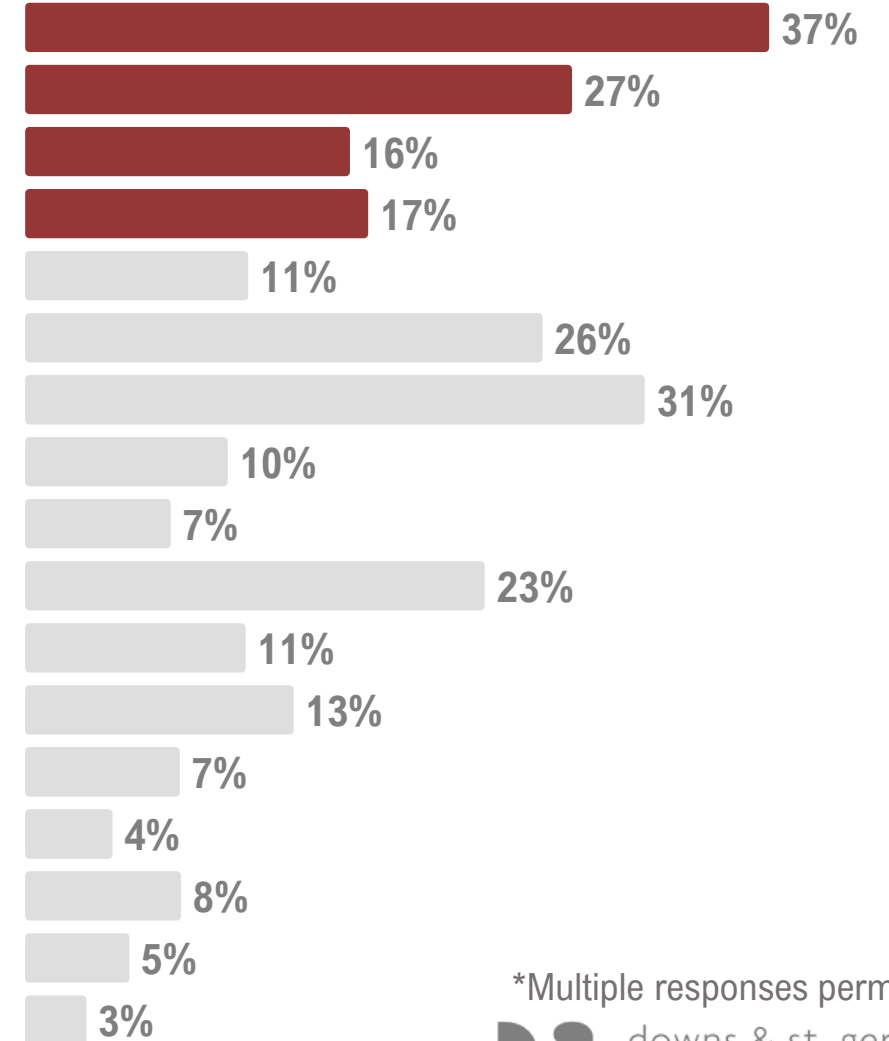
FY 2020 REASONS FOR VISITING VS. VISITOR ACTIVITIES



Reasons for Visiting*



Visitor Activities*



*Multiple responses permitted.



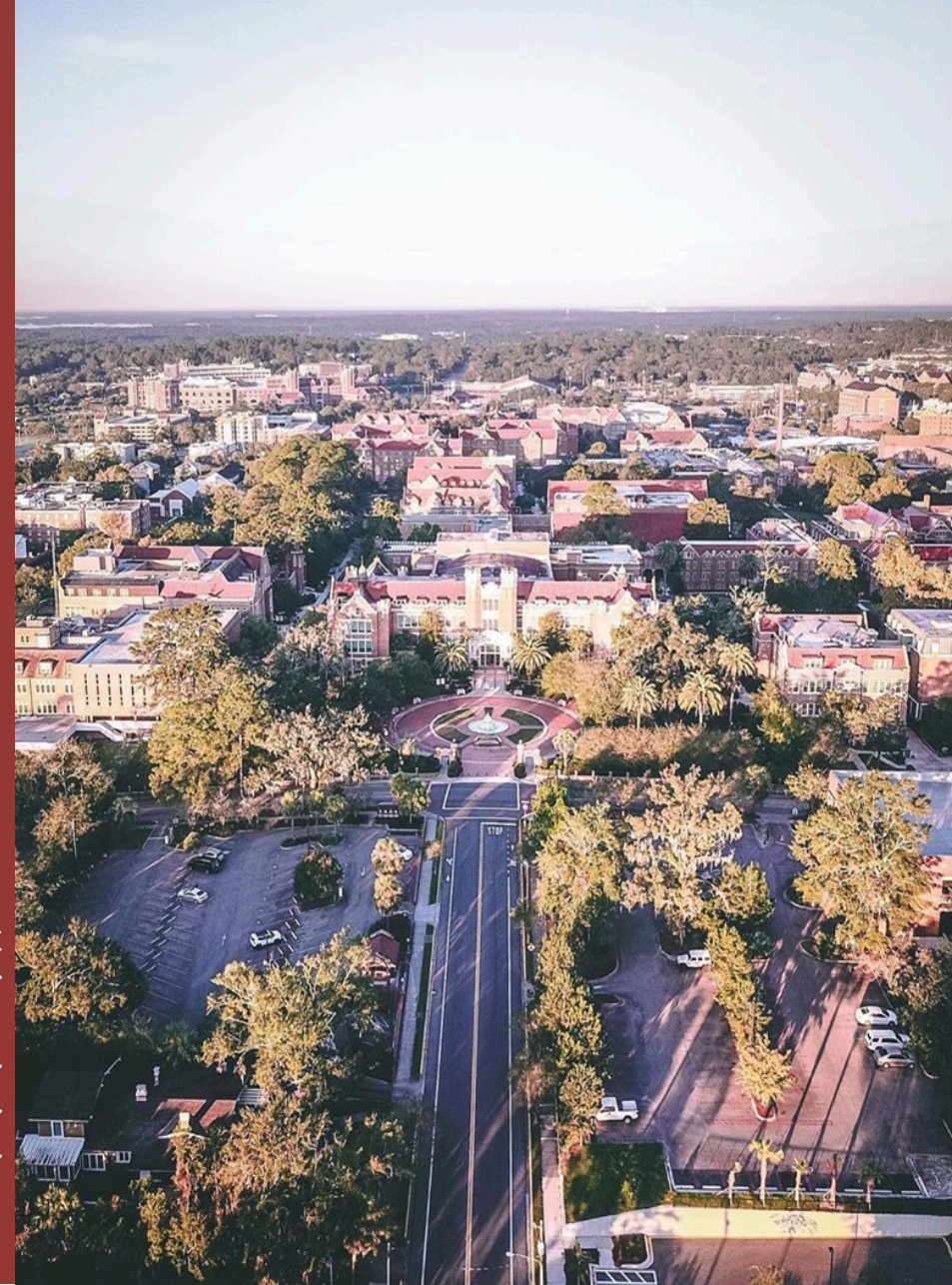
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