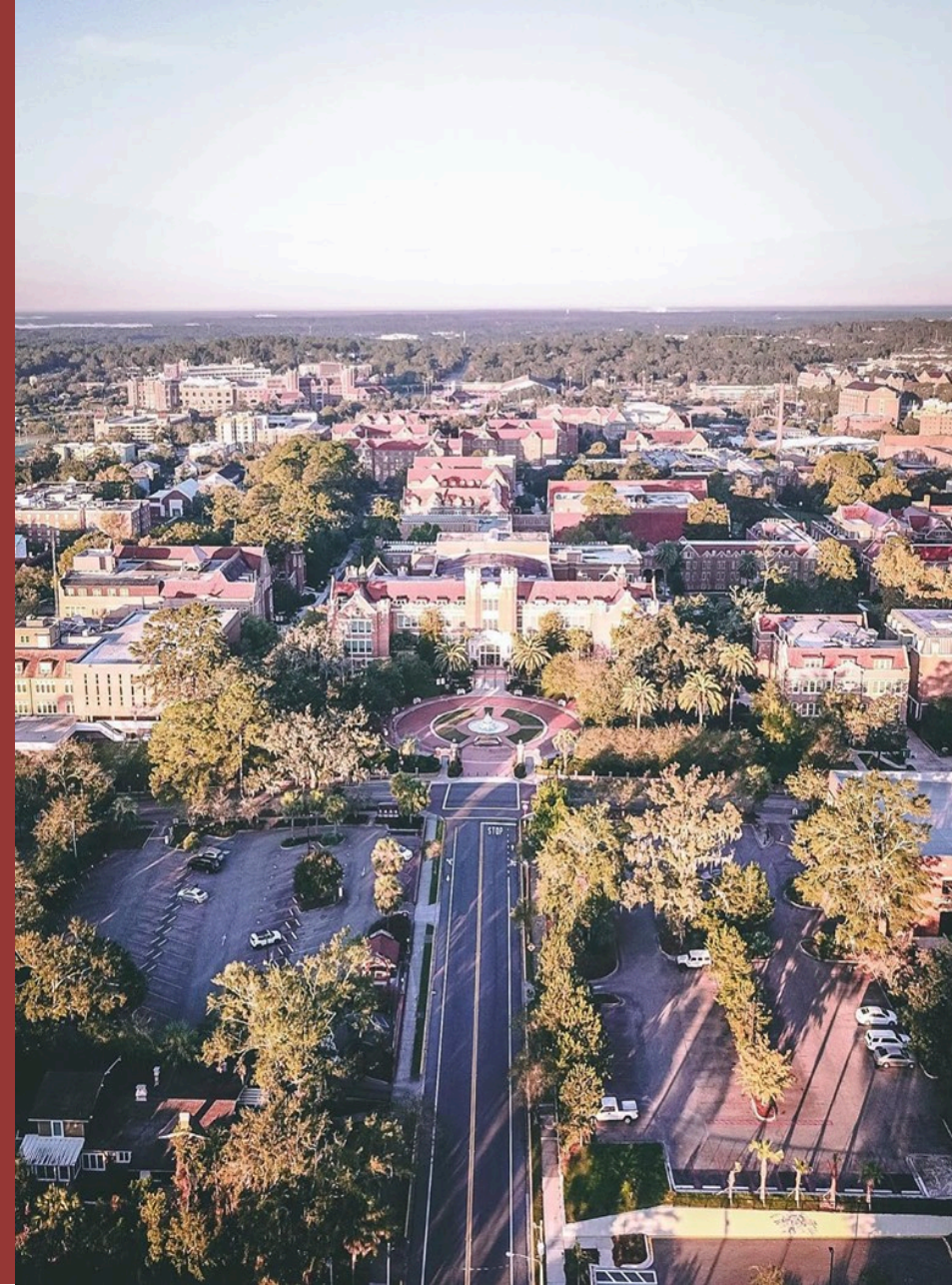


LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report

Fiscal Year 2021 (October 2020 – September 2021)



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:
 - » 2,333 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 FY2020 TO FY2021

- » COVID-19 Pandemic
- » Graduation Ceremonies for 2021 & 2020 grads
- » FAMU 2021 Football season returns resulting in 4 additional home games
- » Events returned albeit at varying limited capacities
- » Two more Florida State Home Football Games
 - » Lower attendance at 2020 games



EXECUTIVE SUMMARY



TOTAL ECONOMIC IMPACT



\$883,376,800

Economic Impact

(+15.3% from FY2020)

VISITORS

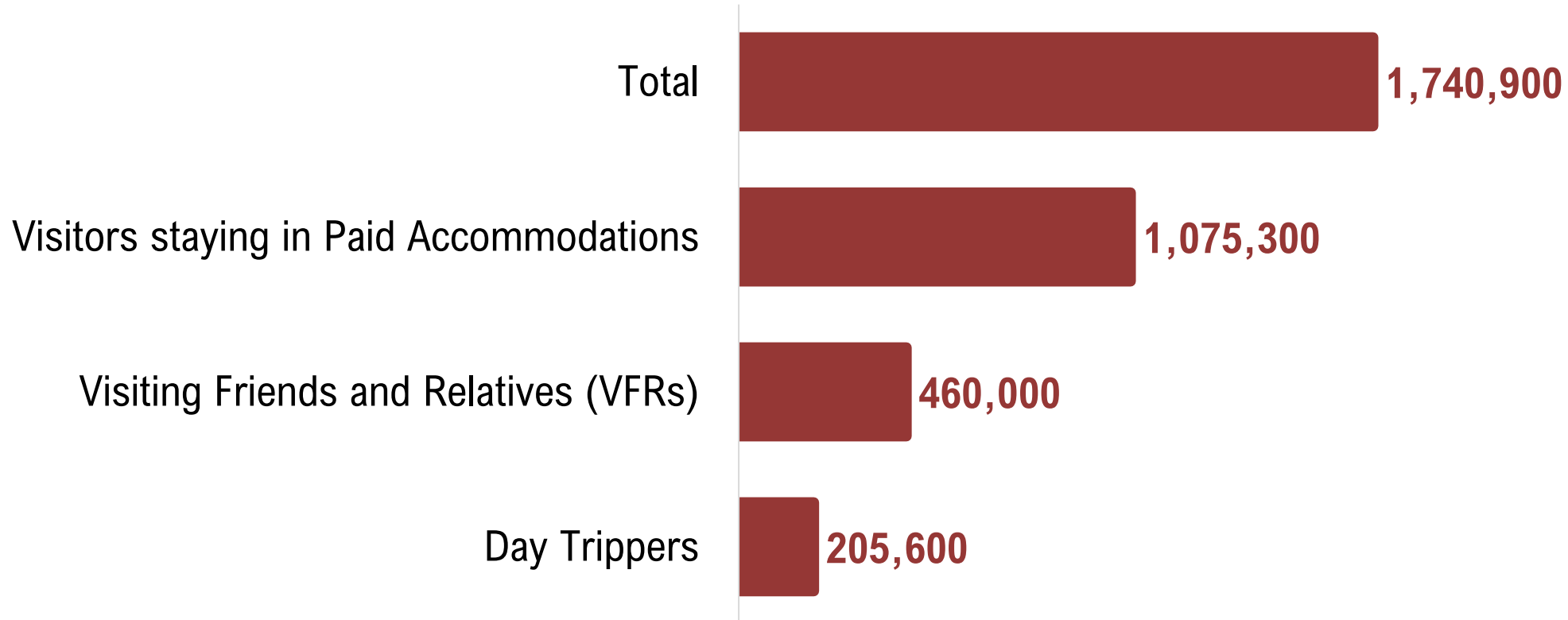
1,740,900 Visitors

(+3.4% from FY2020)



VISITORS TO LEON COUNTY

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



TOP MARKETS OF ORIGIN

 **50%** of Leon County visitors
lived in **12** markets

Market	FY 2020	FY 2021
Miami – Ft. Lauderdale	13%	13%
Atlanta	10%	7%
Tampa Bay area	6%	6%
Jacksonville	6%	6%
Orlando	6%	5%
Pensacola – Mobile	4%	4%
Surrounding areas	6%	2%
Washington DC – Baltimore	1%	2%
Gainesville	<1%	2%
Houston	<1%	1%
Charlotte	<1%	1%
Detroit	<1%	1%

JOB CREATION

12,868 Jobs
(+7.8% from FY2020)

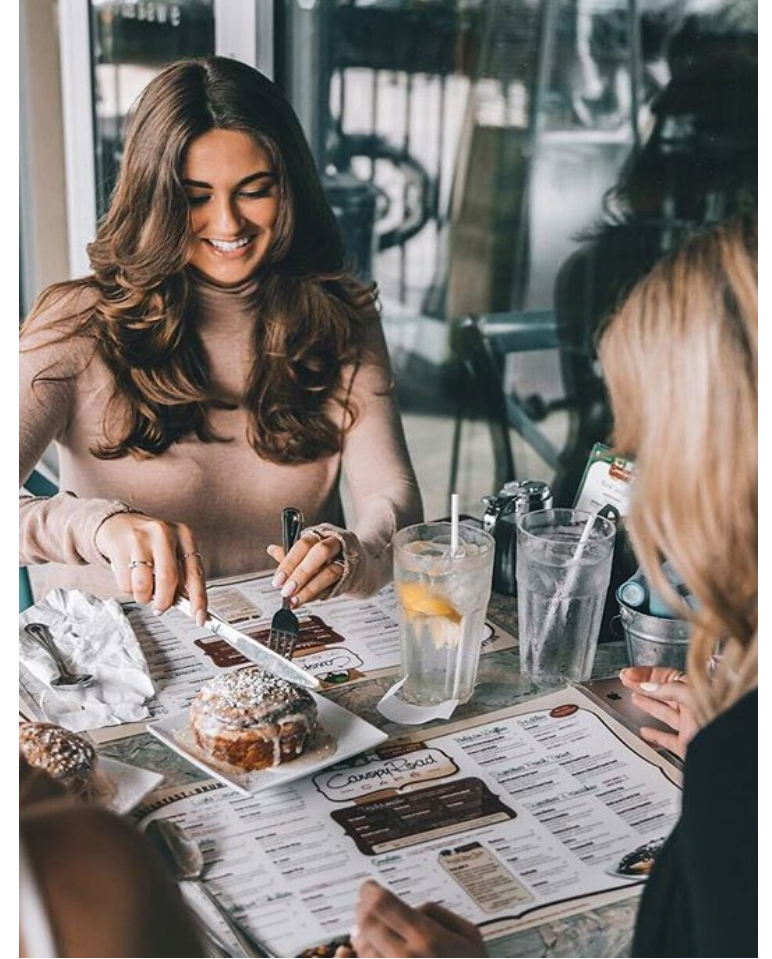
\$341,647,100 in wages
(+10.8% from FY2020)

VISITORS CREATE JOBS

An additional Leon County job is supported by every

135

visitors



HOUSEHOLD SAVINGS

Visitors to Leon County save local residents

\$547

per household every year in taxes



MARKETING SPENDING

Every dollar spent by Visit Tallahassee on marketing is associated with

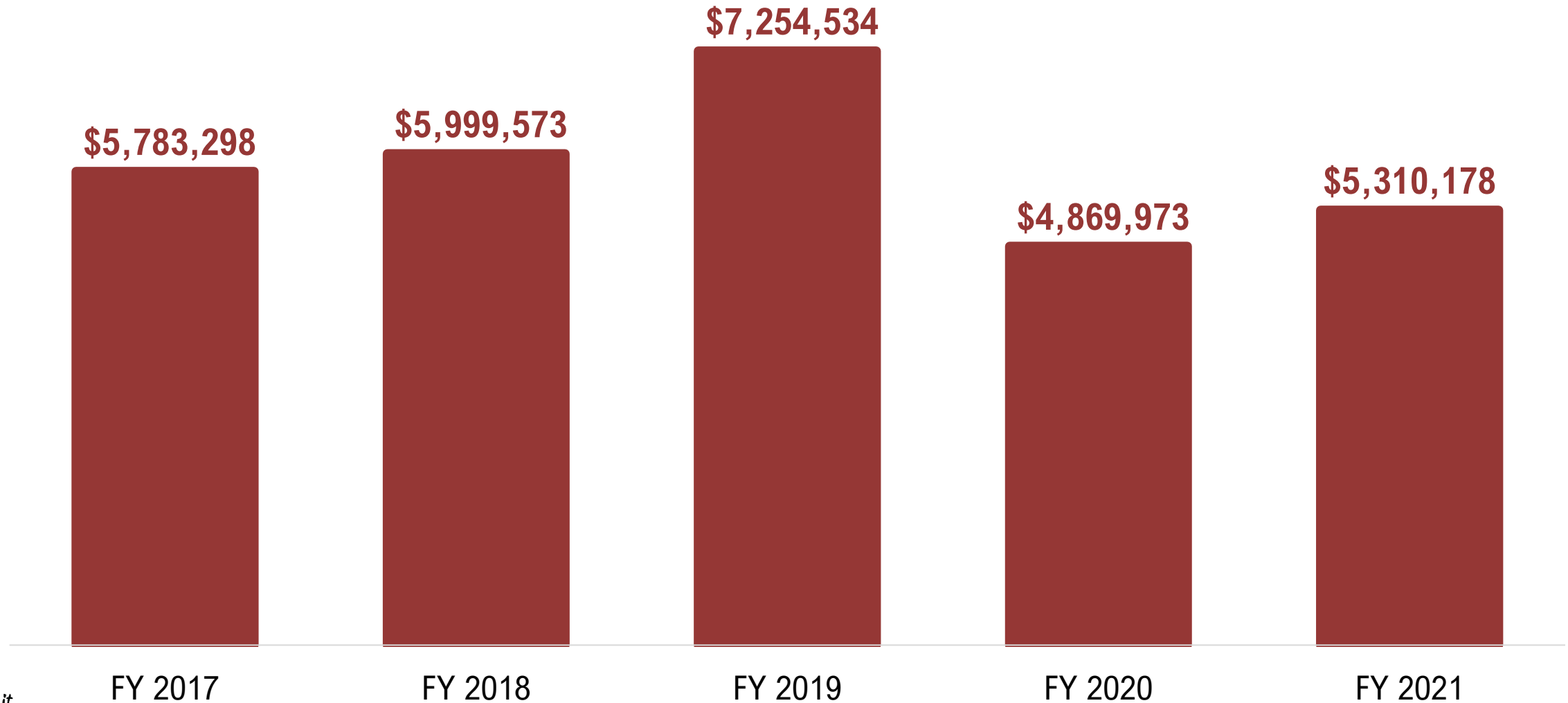
\$376

in visitor spending within Leon County



TDT COLLECTIONS FY2017 – FY2021

» TDT collections increased 9.0% in FY2021



DETAILED FINDINGS



KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2020	FY 2021	% Change
Visitors	1,683,000	1,740,900	+3.4%
Direct expenditures	\$484,924,300	\$559,099,200	+15.3%
Total economic impact	\$766,180,400	\$883,376,800	+15.3%
Room nights generated	1,074,851	1,243,480	+15.7%
Jobs created	11,943	12,868	+7.8%
Wages paid	\$308,386,700	\$341,647,100	+10.8%
Taxes paid ¹	\$50,899,500	\$62,159,100	+22.1%
Tourist Development Tax	\$4,869,973	\$5,310,178	+9.0%

¹Sales, use, and property taxes.

KEY PERFORMANCE INDICATORS

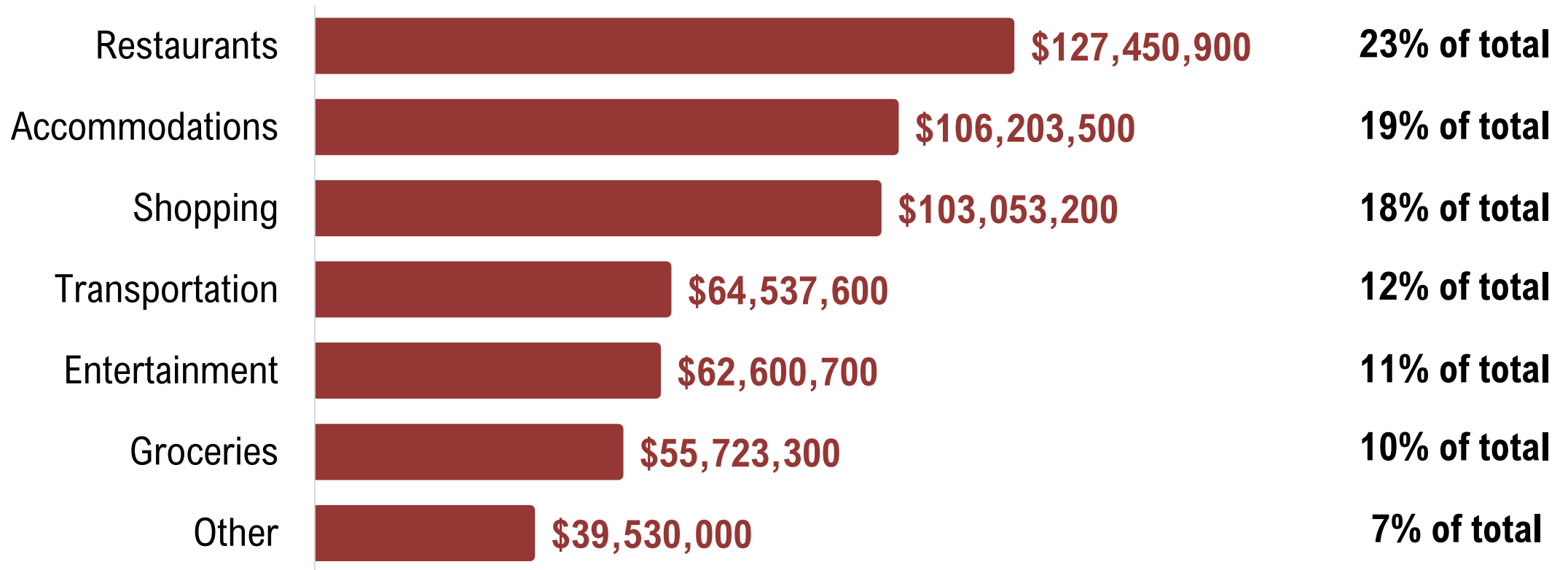
Economic Indicators	FY 2020	FY 2021	% Change
Visitors	1,683,000	1,740,900	+3.4%
Occupancy	49.4%	53.4%	+8.1%
Room rates	\$92.44	\$94.44	+2.2%
RevPAR	\$45.66	\$50.43	+10.4%
Travel party size	2.7	2.5	
Nights spent	3.3	3.4	
Will return	89%	93%	
Rating of experience	8.0 ¹	8.0 ¹	

¹On a 10-point scale.



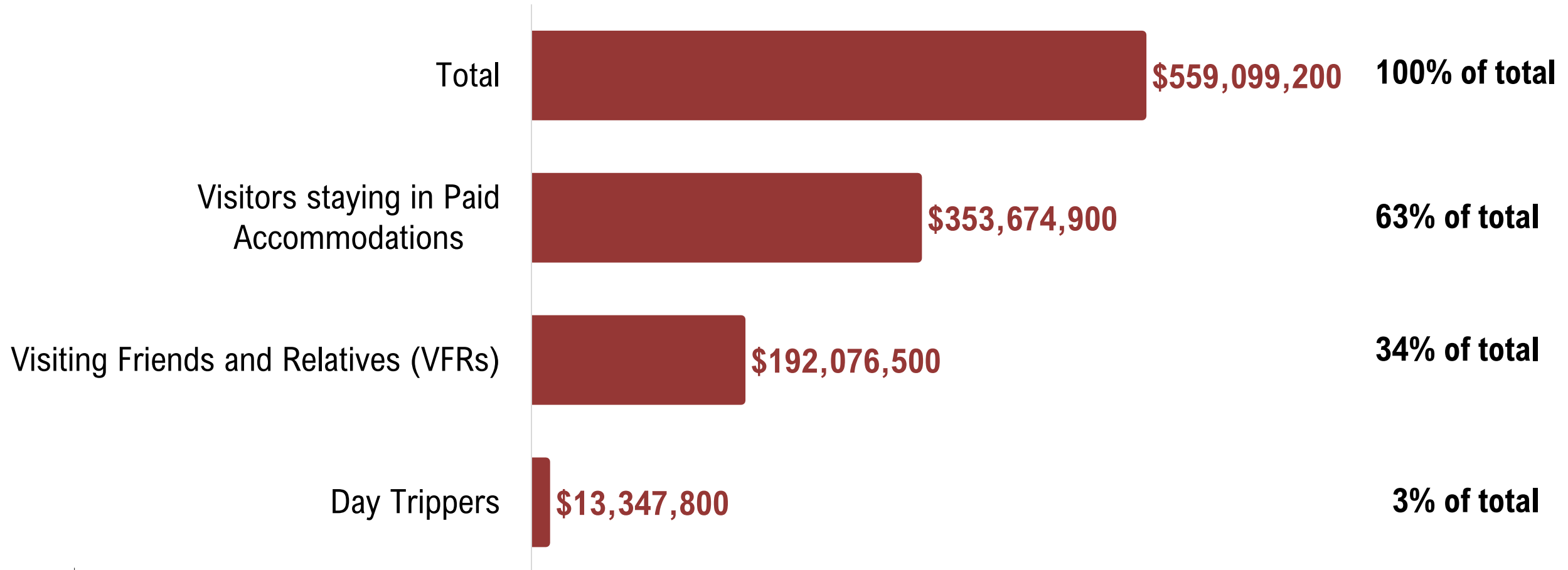
VISITORS DIRECT SPENDING

» Leon County Visitors spent **\$559,099,200** in FY2021



DIRECT SPENDING BY VISITOR TYPE

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



KPIs – OCT-DEC 2020 (Q1)

Economic Indicators	Oct-Dec 2019 (Q1)	Oct-Dec 2020 (Q1)	% Change
Visitors	487,700	358,900	-26.4%
Direct Expenditures	\$155,244,600	\$116,407,000	-25.0%
Economic Impact	\$245,286,500	\$183,923,100	-25.0%
Occupancy	59.2%	43.7%	-26.2%
Room Rates	\$110.50	\$82.35	-25.5%
RevPAR	\$65.42	\$35.99	-45.0%
Travel party size	2.7	2.5	
Nights spent	3.4	3.5	
Will return	85%	94%	
Rating of experience	8.2 ¹	8.0 ¹	

¹On a 10-point scale.

KPIs – JAN-MAR 2021 (Q2)

Economic Indicators	Jan-Mar 2020 (Q2)	Jan-Mar 2021 (Q2)	% Change
Visitors	490,600	391,600	-20.2%
Direct Expenditures	\$142,622,200	\$127,710,800	-10.5%
Economic Impact	\$225,343,100	\$201,783,100	-10.5%
Occupancy	58.0%	52.7%	-9.1%
Room Rates	\$110.09	\$83.22	-24.4%
RevPAR	\$65.07	\$43.86	-32.6%
Travel party size	3.1	2.8	
Nights spent	3.4	3.7	
Will return	91%	92%	
Rating of experience	7.9 ¹	7.9 ¹	

¹On a 10-point scale.

KPIs – APR-JUN 2021 (Q3)

Economic Indicators	Apr-Jun 2020 (Q3)	Apr-Jun 2021 (Q3)	% Change
Visitors	376,500	520,000	+38.1%
Direct Expenditures	\$84,475,900	\$156,174,500	+84.9%
Economic Impact	\$133,471,900	\$246,755,700	+84.9%
Occupancy	33.6%	58.3%	+73.5%
Room Rates	\$69.35	\$100.39	+44.8%
RevPAR	\$23.30	\$58.53	+151.2%
Travel party size	2.5	2.4	
Nights spent	2.9	3.3	
Will return	93%	93%	
Rating of experience	7.8 ¹	8.0 ¹	

¹On a 10-point scale.

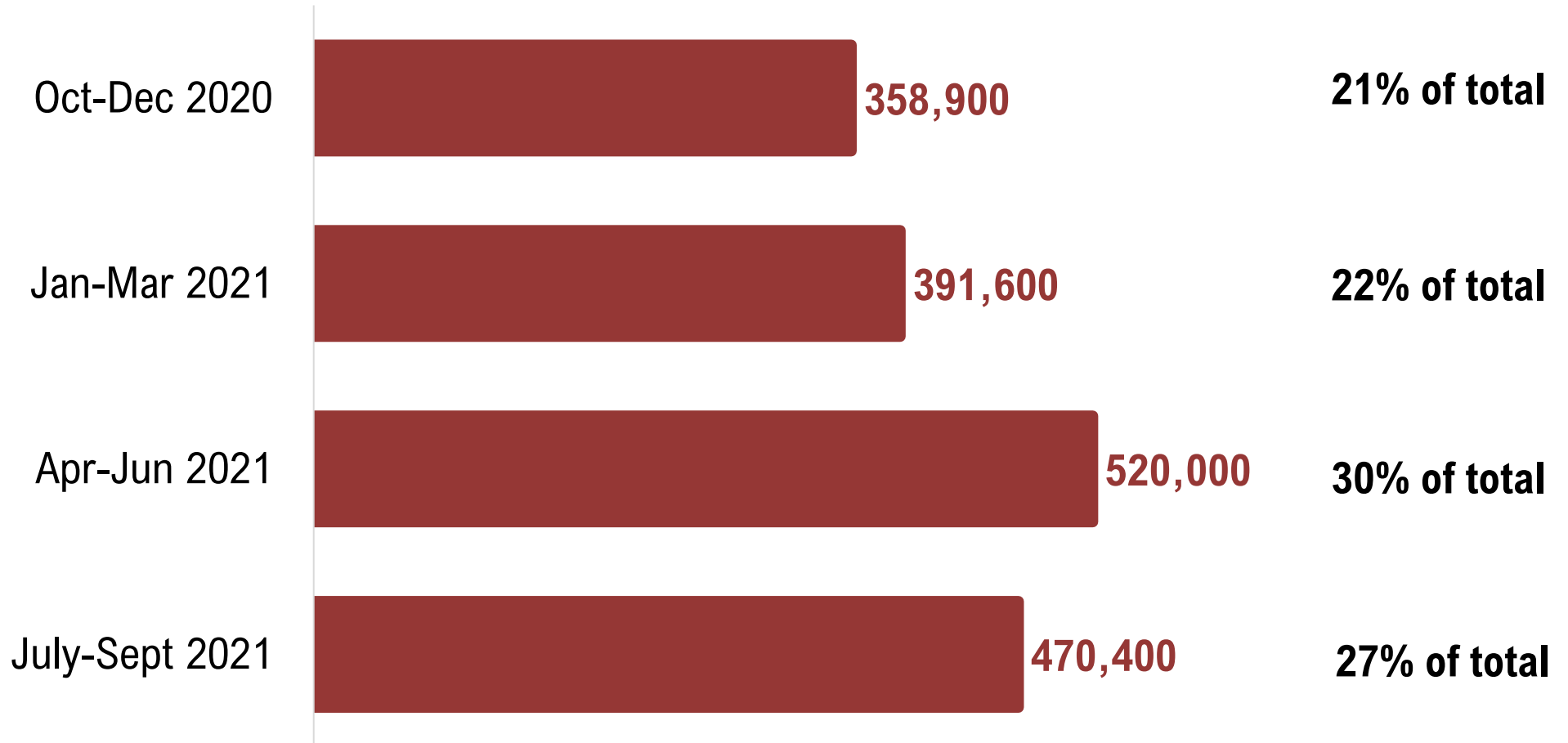
KPIs – JULY-SEPT 2021 (Q4)

Economic Indicators	July-Sept 2020 (Q4)	July-Sept 2021 (Q4)	% Change
Visitors	328,200	470,400	+43.3%
Direct Expenditures	\$102,581,600	\$158,806,900	+54.8%
Economic Impact	\$162,078,900	\$250,914,900	+54.8%
Occupancy	46.8%	58.9%	+25.9%
Room Rates	\$79.80	\$111.78	+40.1%
RevPAR	\$37.35	\$65.84	+76.3%
Travel party size	2.5	2.6	
Nights spent	3.5	3.5	
Will return	90%	93%	
Rating of experience	7.9 ¹	8.1 ¹	

¹On a 10-point scale.

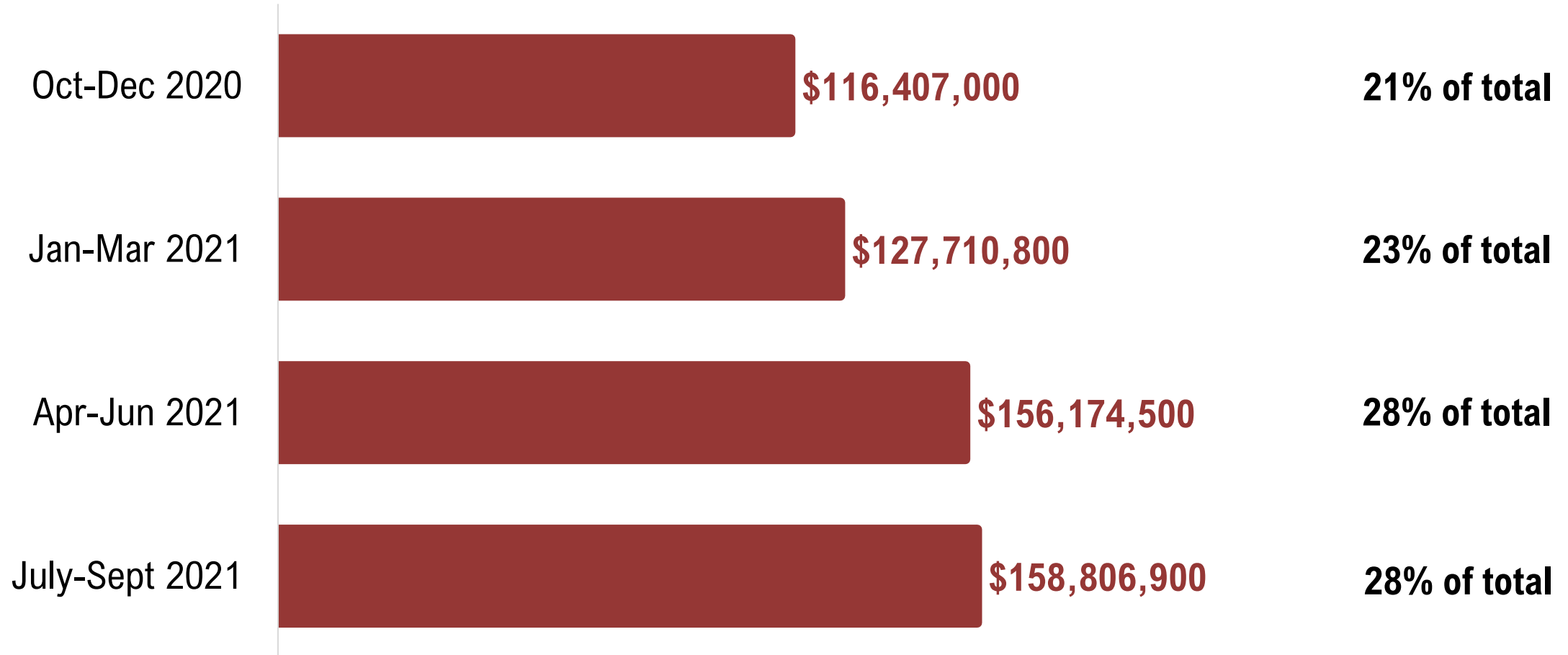
VISITORS BY QUARTER

Total Visitors: **1,740,900**



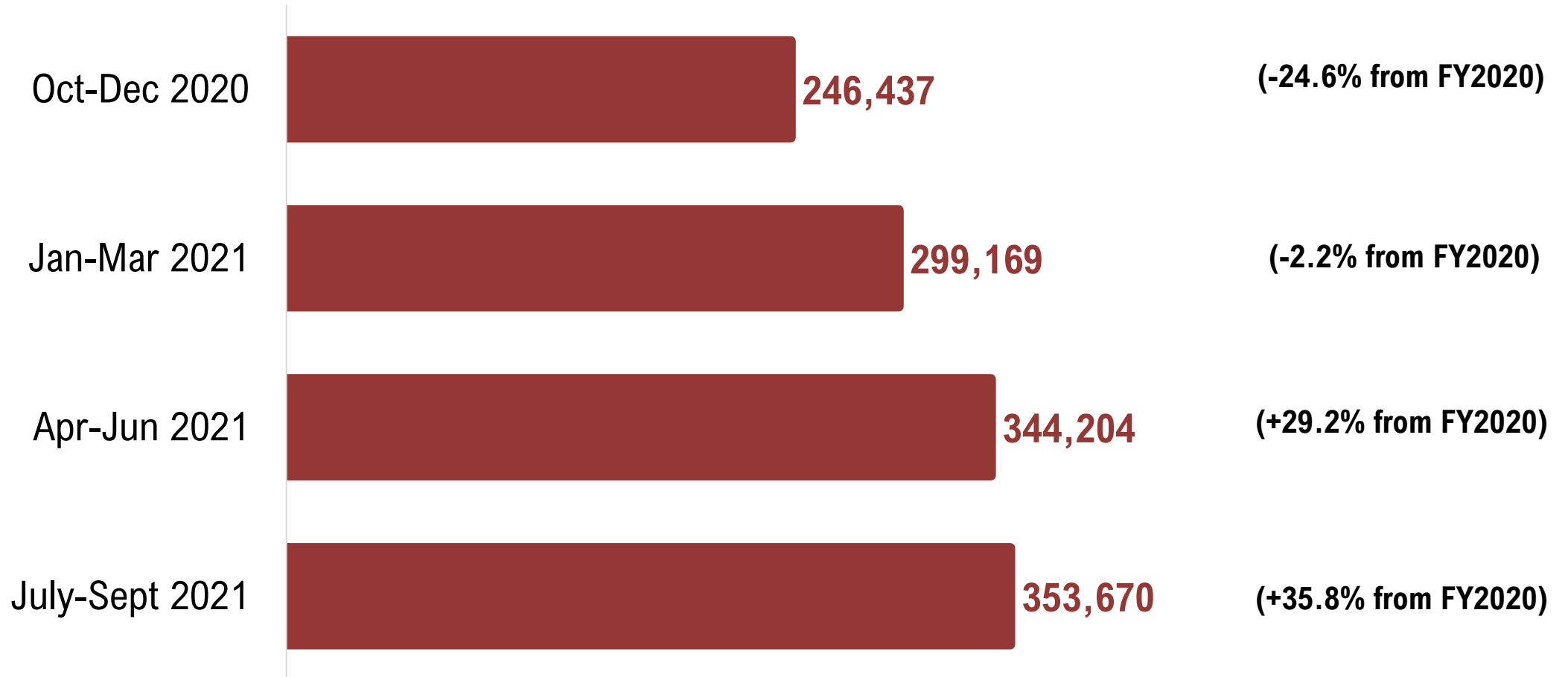
VISITORS DIRECT SPENDING BY QUARTER

Total Direct Spend: **\$559,099,200**



ROOM NIGHTS BY QUARTER

Total Room Nights: **1,243,480**



FISCAL YEAR 2021: VISITOR TRACKING



QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2020 (Q1)	Jan-Mar 2021 (Q2)	Apr-Jun 2021 (Q3)	July-Sept 2021 (Q4)
Visitors*	358,900	391,600	520,000	470,400
Occupancy	43.7%	52.7%	58.3%	58.9%
Median age	40	45	45	44
Median HH income	\$95,800	\$106,500	\$93,100	\$112,500
From Southeast**	26%	26%	28%	37%
From Florida	51%	48%	55%	38%
Travel party size	2.5	2.8	2.4	2.6
Drove	82%	80%	78%	81%
Length of stay	3.5	3.7	3.3	3.5
1st time visitor	21%	23%	25%	29%

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

** Southeast excluding Florida



QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2020 (Q1)	Jan-Mar 2021 (Q2)	Apr-Jun 2021 (Q3)	July-Sept 2021 (Q4)
Rating of Leon County*	8.2	7.9	8.0	8.1
Likelihood of returning	94%	91%	91%	93%
Spending per travel party	\$1,044	\$1,214	\$888	\$1,195
Used VisitTallahassee.com	2%	5%	4%	5%
Used hotel website	30%	28%	25%	29%
Used smartphone on trip	79%	83%	80%	81%
Married	55%	65%	55%	64%
Has college degree	70%	73%	75%	70%

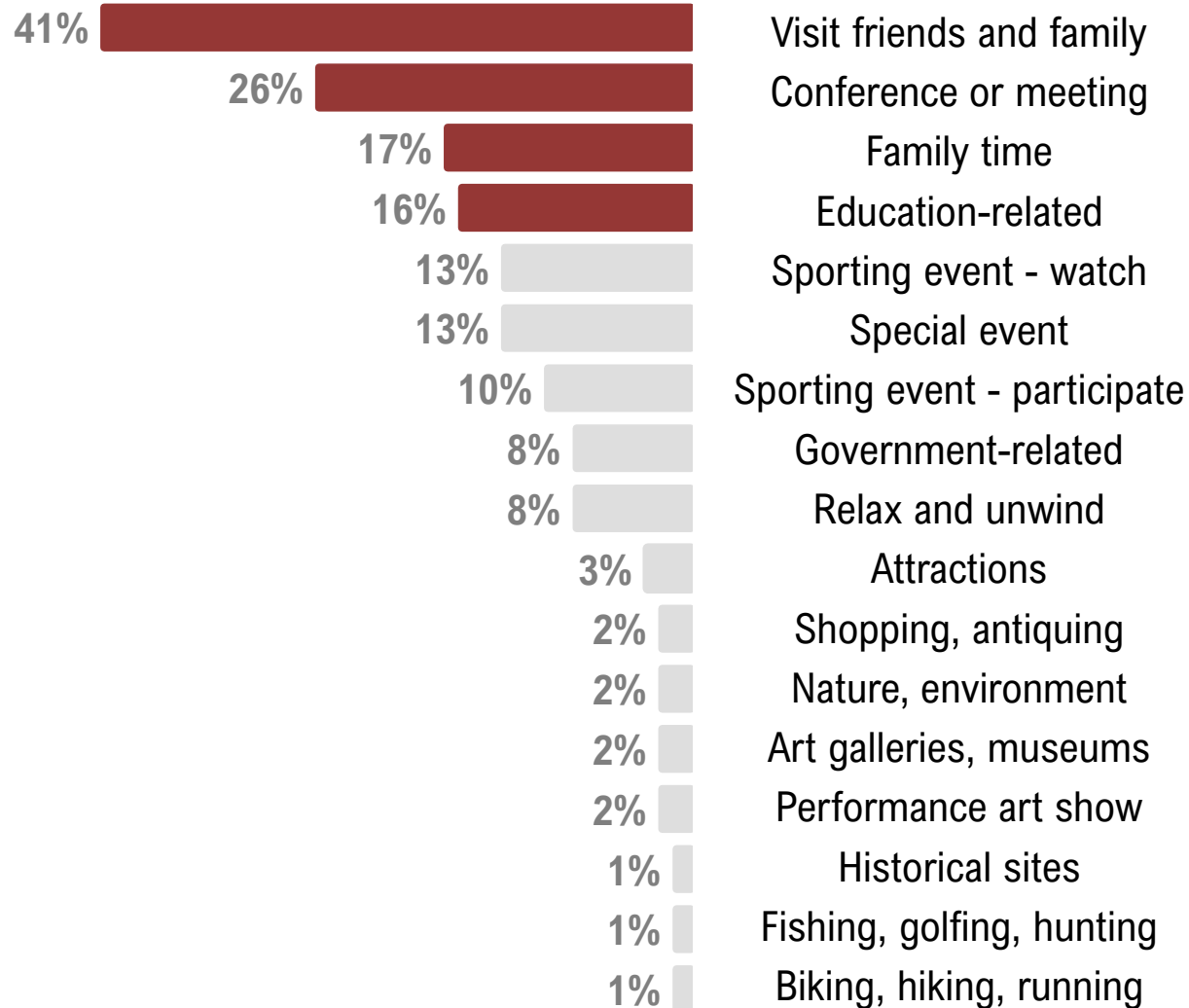
* Using a 10-point scale

FY 2021 REASONS FOR VISITING VS. VISITOR ACTIVITIES

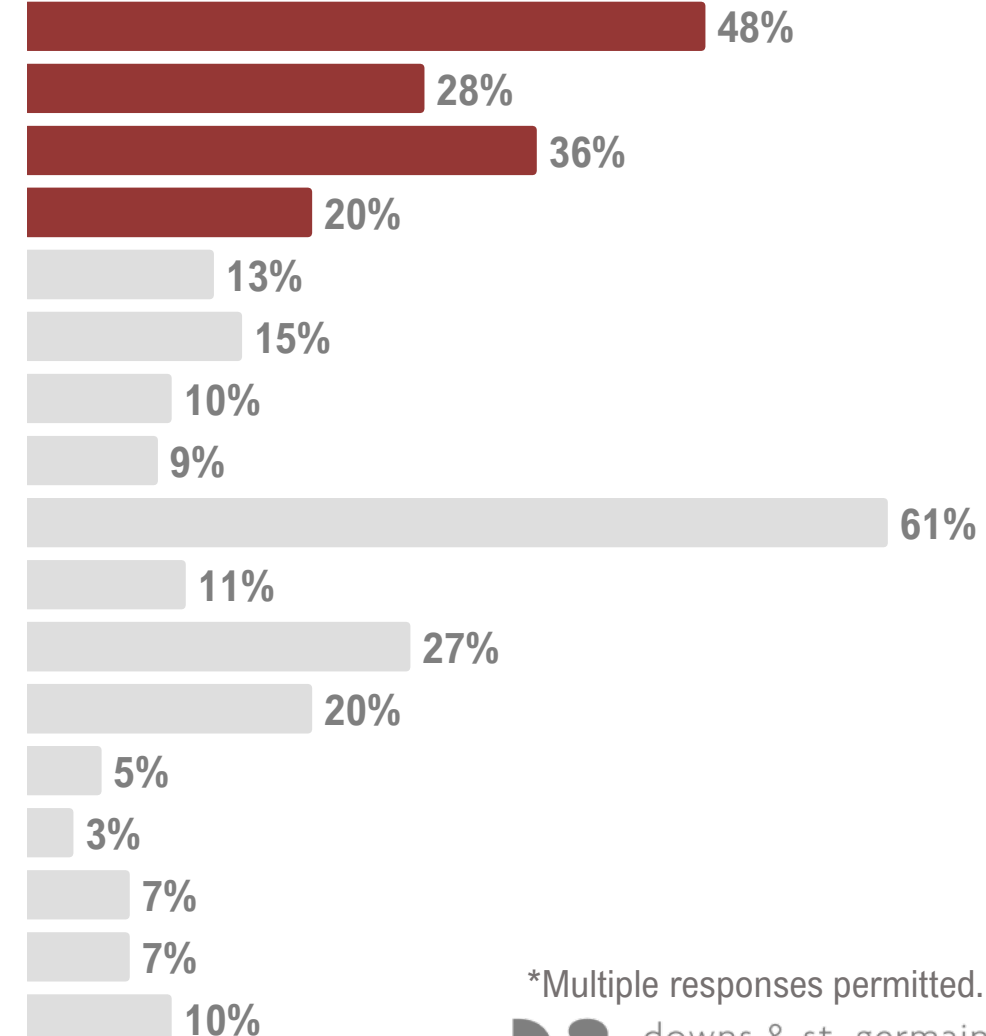
Key Motivations

Trip Enhancers

Reasons for Visiting*



Visitor Activities*



*Multiple responses permitted.

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Economic Impact of Tourism Report
Fiscal Year 2021 (October 2020 – September 2021)

Kerri Post

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