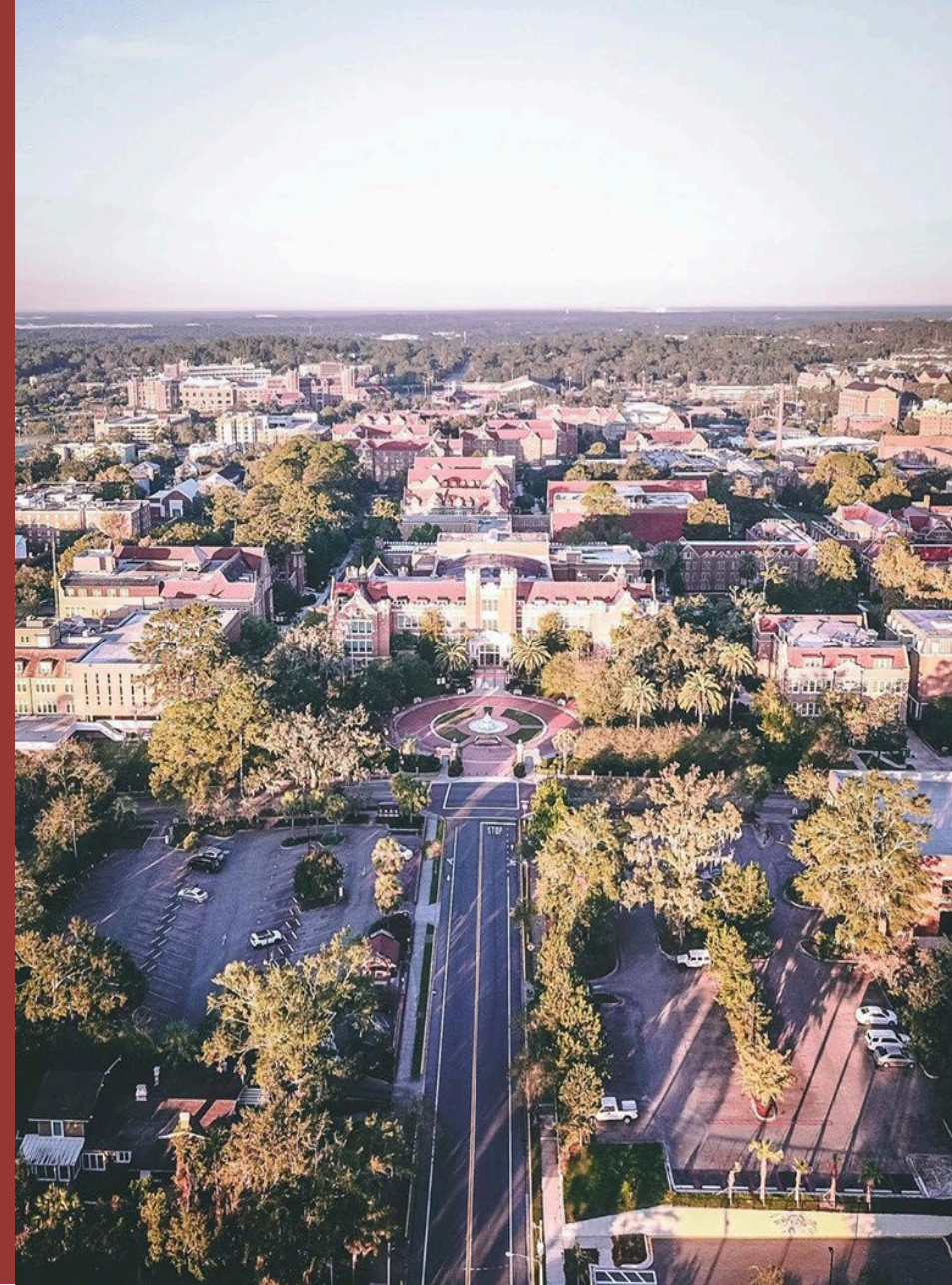


# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact of Tourism Report

Fiscal Year 2023 (October 2022 – September 2023)



Visit  
*Tallahassee*  
Pretty. Unexpected.

DS downs & st. germain  
RESEARCH

# TABLE OF CONTENTS

Methodology.....	3
Executive Summary.....	5
Detailed Findings.....	17
Quarterly Comparisons.....	22





# 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:
  - » 2,087 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





# EXECUTIVE SUMMARY



# TOTAL ECONOMIC IMPACT



\$1,248,651,900

Economic Impact

(+8.4% from FY2022)

# TOTAL DIRECT SPEND

\$755,581,900

Direct Spending

(+3.7% from FY2022)





# VISITORS

2,390,100  
Visitors

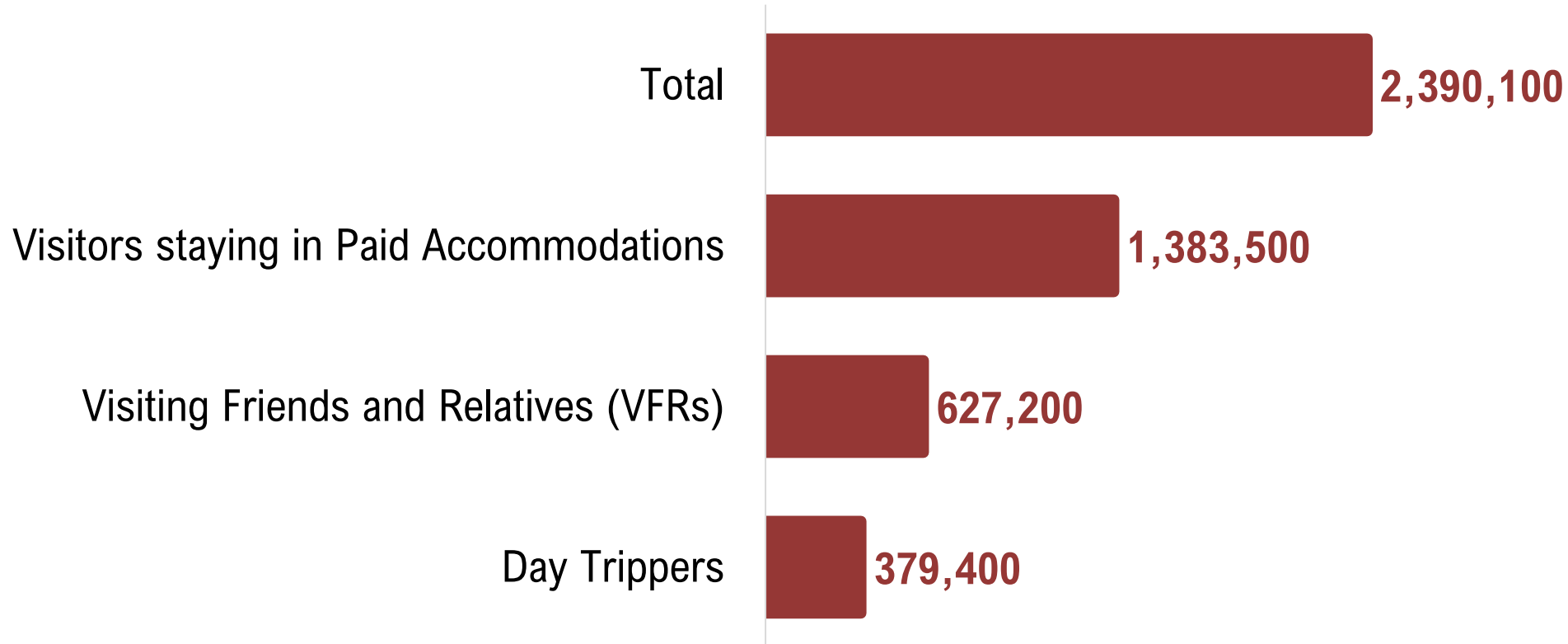
(+2.4% from FY2022)





# VISITORS TO LEON COUNTY

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



# TOTAL ROOM NIGHTS

1,455,300  
Room nights  
(+0.9% from FY2022)





# JOB CREATION

**12,790 Jobs**  
(-6.7% from FY2022)

**\$403,216,500 in Wages**  
(+4.5% from FY2022)



# NET TAX BENEFIT\*

Visitors in FY2023 generated  
a net tax benefit of

**\$21,805,200**

in tax revenue to Leon County government



\*Leon County tax revenue generated by visitors minus  
the cost to Leon County government for servicing visitors.



Visit  
**Tallahassee**  
*Pretty. Unexpected.*

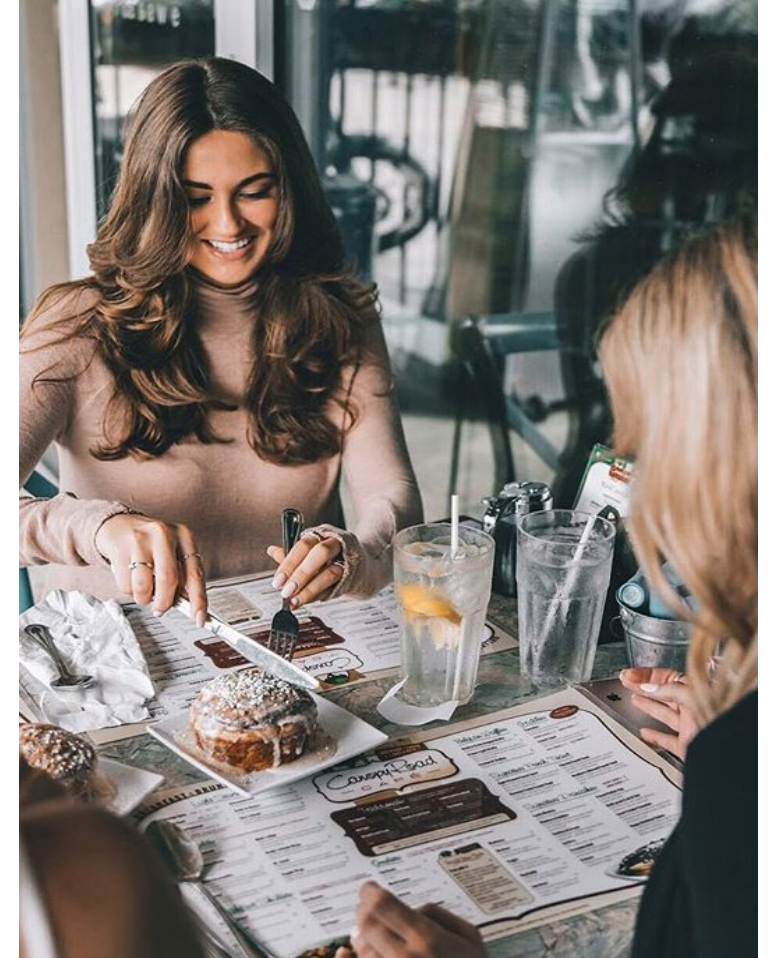


# VISITORS SUPPORT JOBS

An additional Leon County job is supported by every

187

visitors



# HOUSEHOLD SAVINGS

Visitors to Leon County save local residents

**\$801**

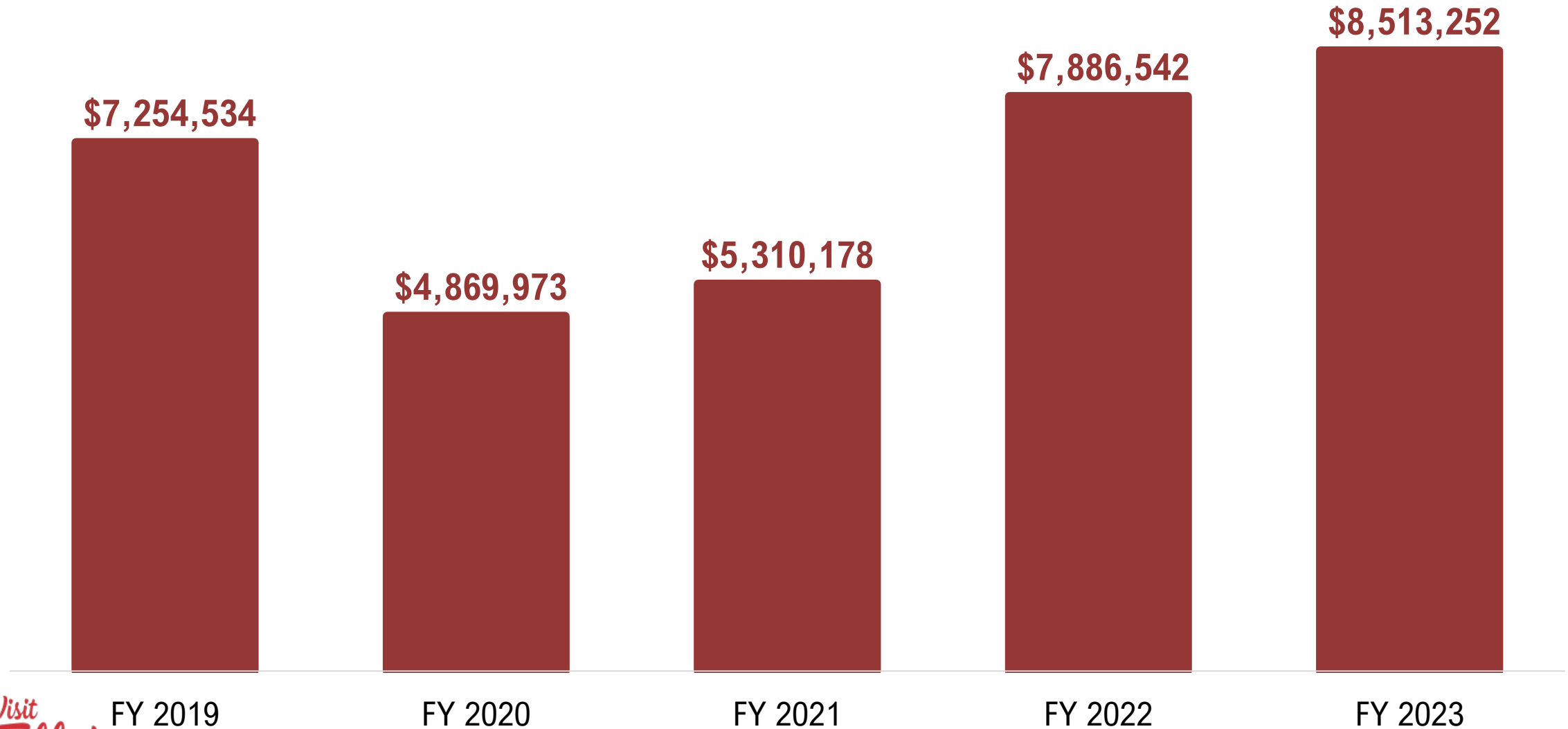
per household every year in taxes





# TDT COLLECTIONS FY2019 – FY2023

» TDT collections increased 7.9% in FY2023



# TOP MARKETS OF ORIGIN

»»» 55% of Leon County visitors  
lived in 12 markets

Market	FY 2022	FY 2023
Surrounding areas	9%	8%
Atlanta	8%	6%
Miami-Ft. Lauderdale	9%	6%
Orlando	5%	6%
Tampa-St. Petersburg	6%	6%
Jacksonville	5%	5%
Mobile	3%	4%
New York	3%	3%
Panama City	3%	3%
Washington, DC-Hagerstown	2%	3%
Albany, NY	2%	2%
Charlotte	1%	2%



# DETAILED FINDINGS





# KEY PERFORMANCE INDICATORS

Economic Indicators	FY 2022	FY 2023	% Change
Visitors	2,333,400	2,390,100	+2.4%
Direct expenditures	\$728,969,400	\$755,581,900	+3.7%
Total economic impact	\$1,151,771,700	\$1,248,651,900	+8.4%
Room nights generated	1,442,500	1,455,300	+0.9%
Jobs supported	13,700*	12,790	-6.7%
Wages paid	\$385,967,500*	\$403,216,500	+4.5%
Taxes paid	\$89,874,900	\$94,276,300	+4.9%
Tourist Development Tax	\$7,886,542	\$8,513,252	+7.9%



# KEY PERFORMANCE INDICATORS

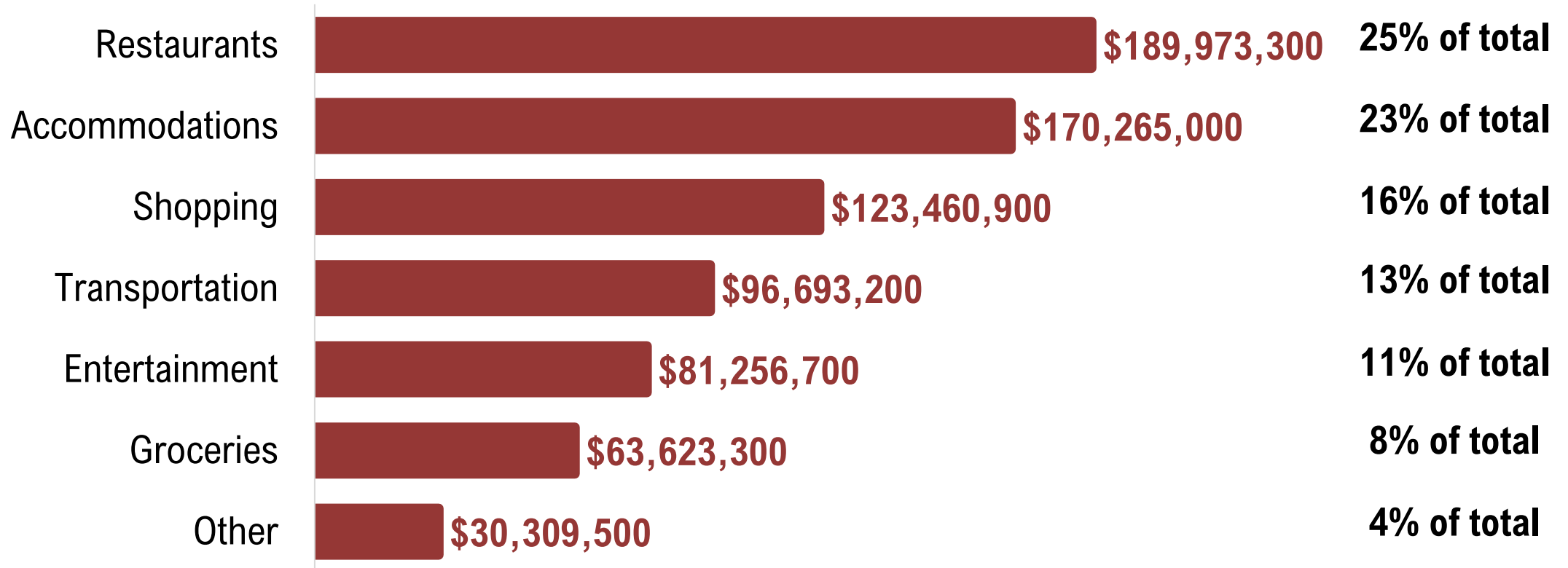
Economic Indicators	FY 2022	FY 2023	% Change
Visitors	2,333,400	2,390,100	+2.4%
Occupancy	61.2%	62.2%	+1.6%
Room rates	\$116.22	\$121.32	+4.4%
RevPAR	\$71.13	\$75.42	+6.0%
Travel party size	3.0	2.7	
Nights spent	3.3	3.3	
Will return	91%	92%	
Rating of experience	8.2 <sup>1</sup>	8.0 <sup>1</sup>	

<sup>1</sup>On a 10-point scale.



# VISITORS DIRECT SPENDING

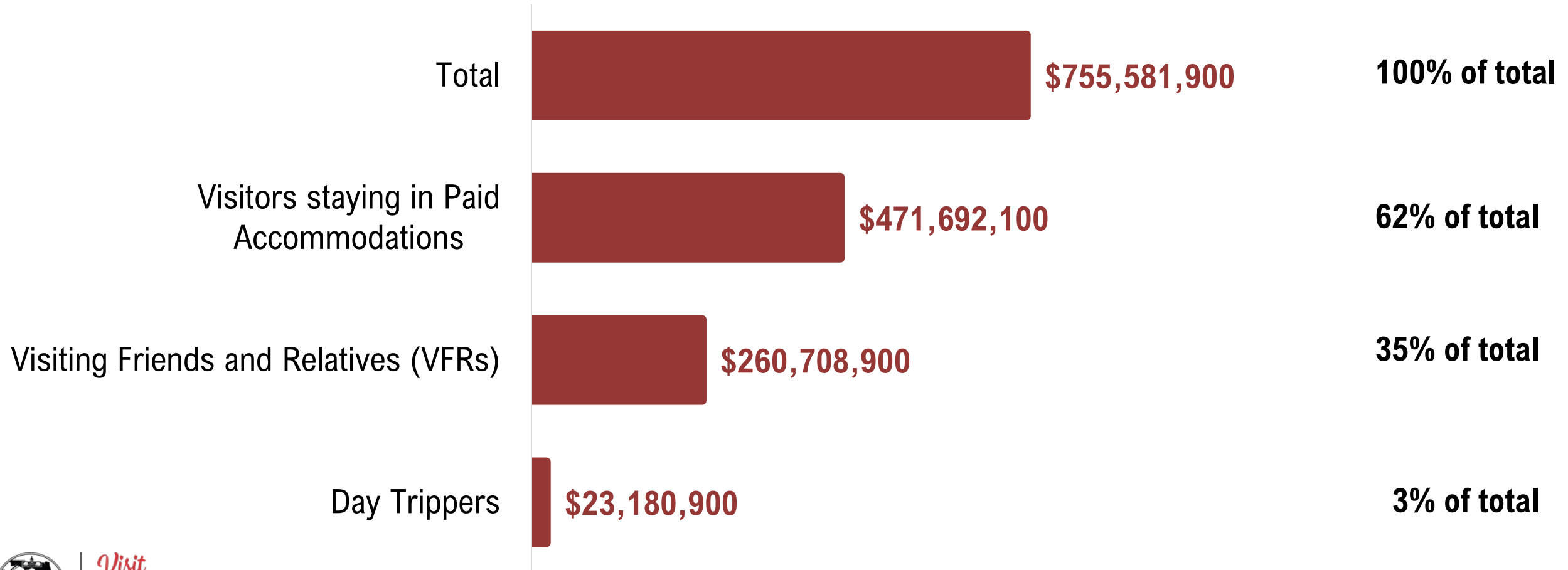
» Leon County Visitors spent **\$755,581,900** in FY2023





# DIRECT SPENDING BY VISITOR TYPE

» Visitors who stay in paid accommodations account for **62%** of visitor spending



# KPIs – OCT-DEC 2022 (Q1)

Economic Indicators	Oct-Dec 2021 (Q1)	Oct-Dec 2022 (Q1)	% Change
Visitors	525,900	563,400	+7.1%
Direct Expenditures	\$186,572,000	\$208,935,900	+12.0%
Economic Impact	\$294,783,800	\$345,281,200	+17.1%
Occupancy	57.0%	58.9%	+3.3%
Room Rates	\$121.63	\$125.67	+3.3%
RevPAR	\$69.33	\$73.99	+6.7%
Travel party size	2.9	2.7	
Nights spent	3.4	3.4	
Will return	88%	92%	
Rating of experience	8.2 <sup>1</sup>	8.2 <sup>1</sup>	

<sup>1</sup>Using a 10-point scale.

# KPIs – JAN-MAR 2023 (Q2)

Economic Indicators	Jan-Mar 2022 (Q2)	Jan-Mar 2023 (Q2)	% Change
Visitors	592,900	620,200	+4.6%
Direct Expenditures	\$164,335,600	\$169,447,300	+3.1%
Economic Impact	\$259,650,300	\$280,023,500	+7.8%
Occupancy	63.5%	64.3%	-1.3%
Room Rates	\$113.96	\$121.75	+6.8%
RevPAR	\$72.36	\$78.29	+8.2%
Travel party size	3.0	2.7	
Nights spent	3.3	3.2	
Will return	90%	93%	
Rating of experience	7.9 <sup>1</sup>	7.9 <sup>1</sup>	

<sup>1</sup>Using a 10-point scale.



# KPIs – APR-JUN 2023 (Q3)

Economic Indicators	Apr-Jun 2022 (Q3)	Apr-Jun 2023 (Q3)	% Change
Visitors	665,900	614,900	-7.7%
Direct Expenditures	\$188,602,900	\$186,719,000	-1.0%
Economic Impact	\$297,992,600	\$308,566,200	+3.5%
Occupancy	63.1%	61.8%	-2.1%
Room Rates	\$111.40	\$123.00	+10.4%
RevPAR	\$70.29	\$76.00	+8.1%
Travel party size	2.9	2.5	
Nights spent	3.1	3.3	
Will return	90%	93%	
Rating of experience	8.2 <sup>1</sup>	7.9 <sup>1</sup>	

<sup>1</sup>Using a 10-point scale.

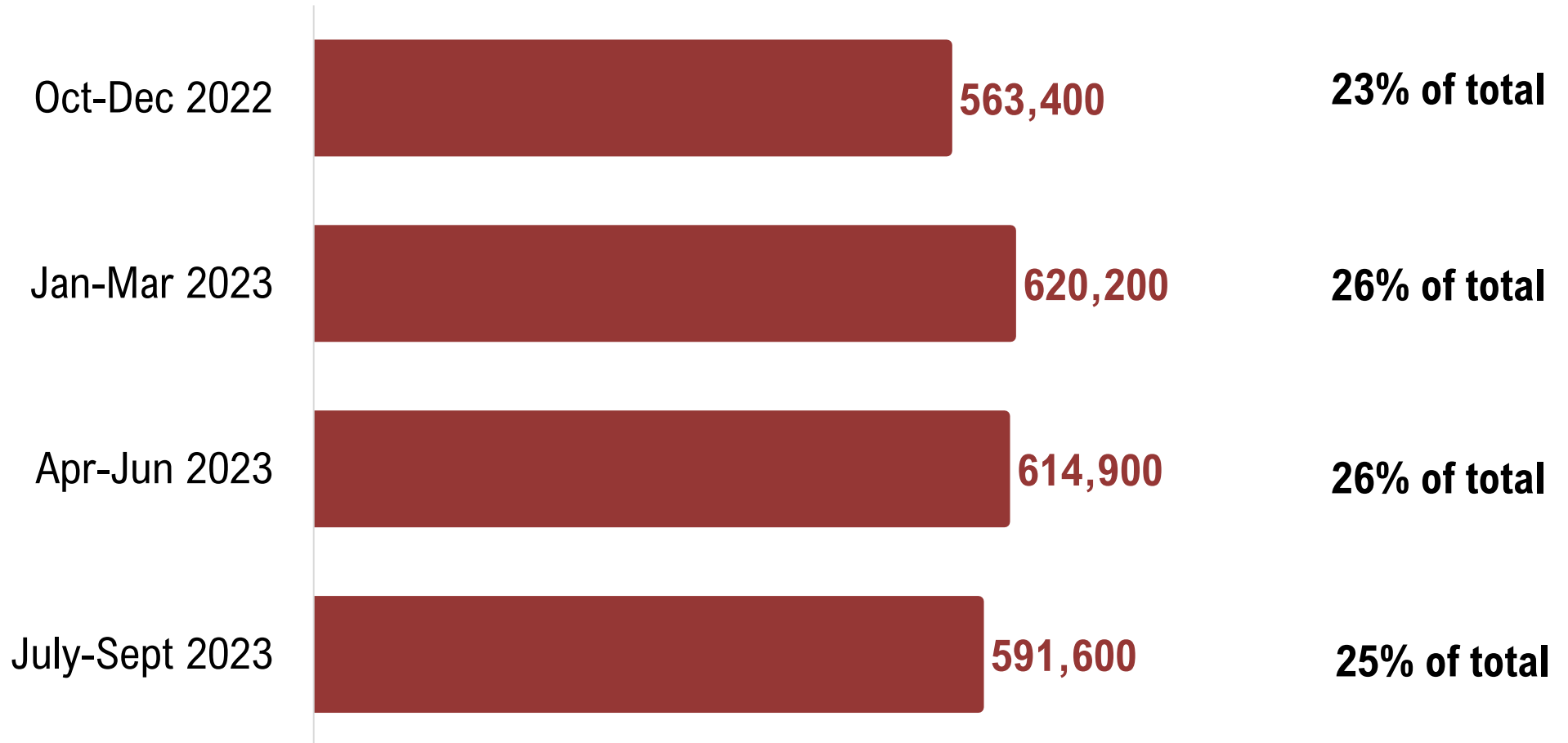
# KPIs – JULY-SEPT 2023 (Q4)

Economic Indicators	July-Sept 2022 (Q4)	July-Sept 2023 (Q4)	% Change
Visitors	548,700	591,600	+7.8%
Direct Expenditures	\$189,458,900	\$190,479,700	+1.0%
Economic Impact	\$299,345,100	\$314,781,000	+5.0%
Occupancy	61.2%	63.7%	+4.1%
Room Rates	\$117.88	\$114.85	-2.6%
RevPAR	\$72.14	\$73.16	+1.4%
Travel party size	2.9	2.8	
Nights spent	3.2	3.4	
Will return	93%	91%	
Rating of experience	8.3 <sup>1</sup>	8.0 <sup>1</sup>	

<sup>1</sup>Using a 10-point scale.

# VISITORS BY QUARTER

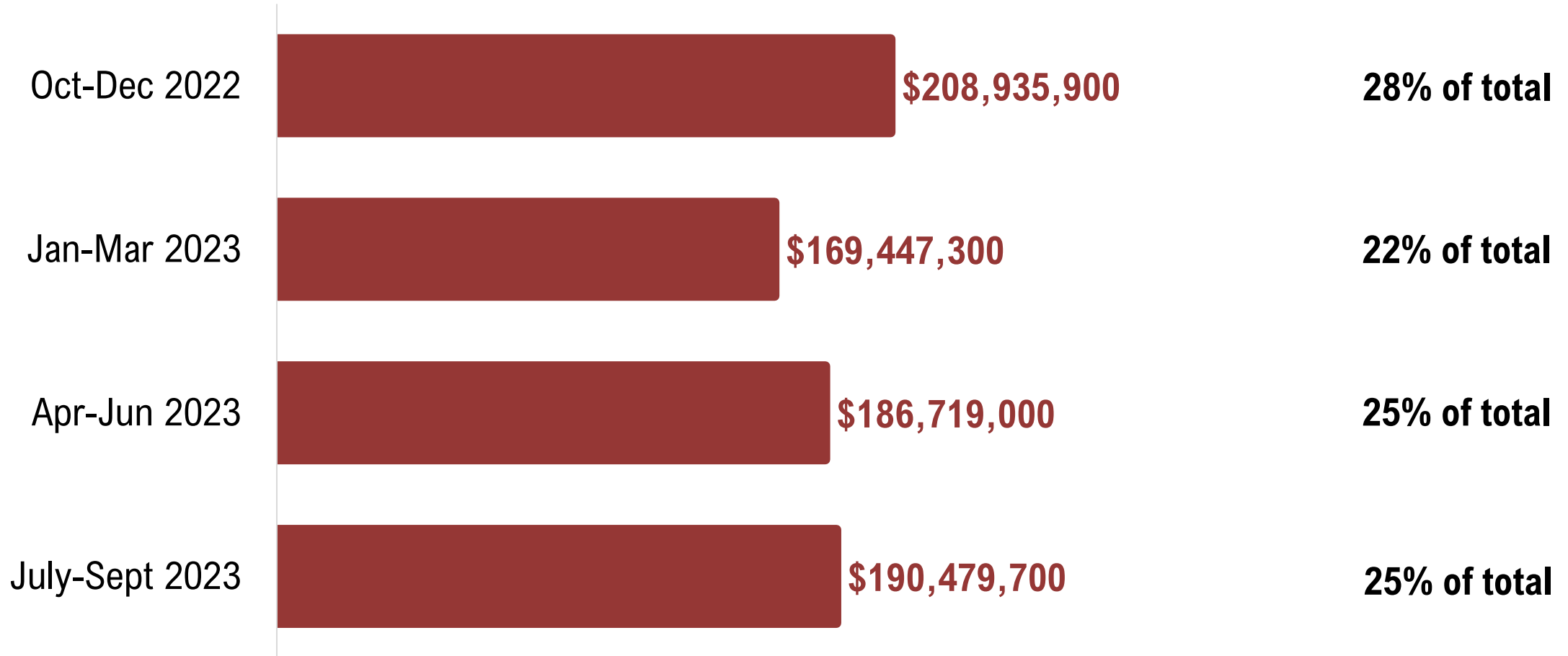
Total Visitors: **2,390,100**





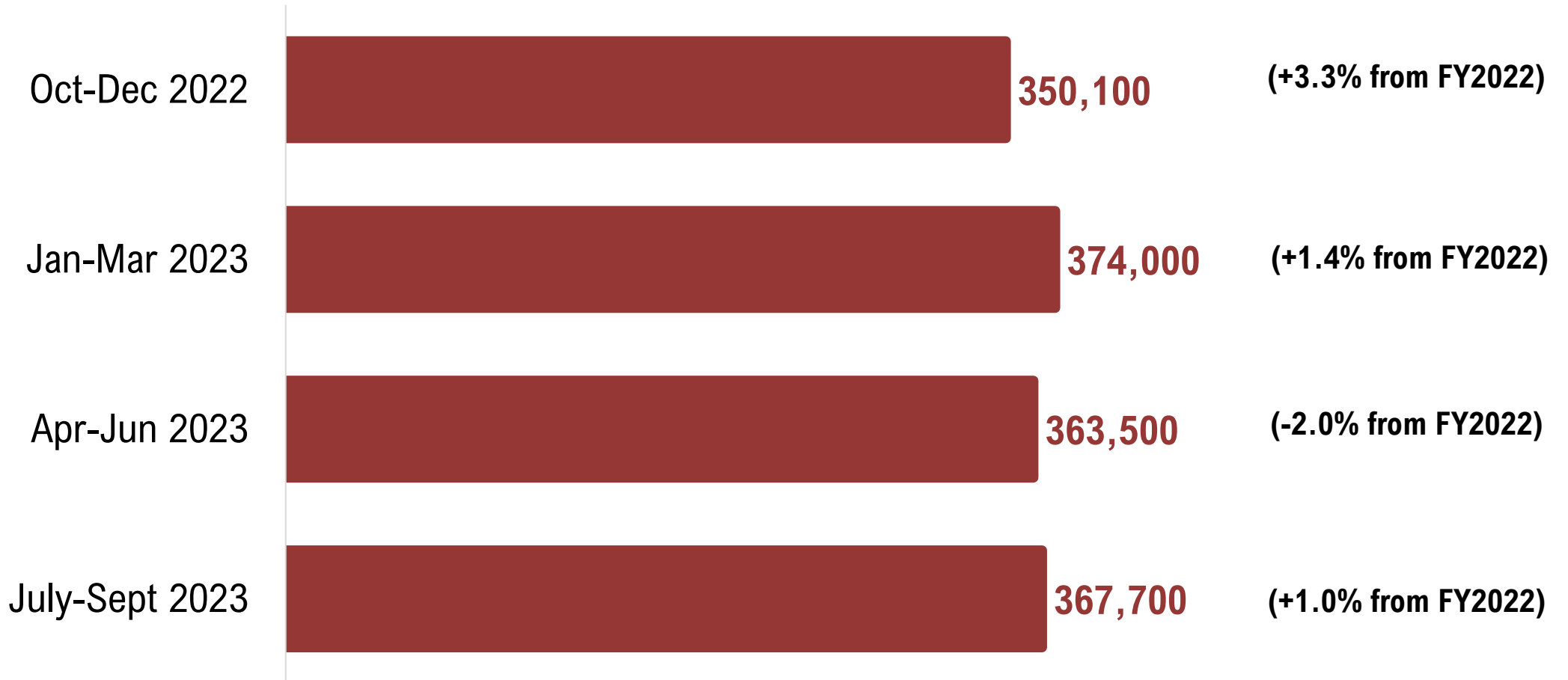
# VISITORS DIRECT SPENDING BY QUARTER

Total Direct Spend: **\$755,581,900**



# ROOM NIGHTS BY QUARTER

Total Room Nights: **1,455,300**



# FISCAL YEAR 2023: VISITOR TRACKING



# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2022 (Q1)	Jan-Mar 2023 (Q2)	Apr-Jun 2023 (Q3)	July-Sept 2023 (Q4)
Visitors*	563,400	620,200	614,900	591,600
Occupancy	58.9%	64.3%	61.8%	63.7%
Median age	47	46	44	43
Median HH income	\$94,400	\$104,200	\$97,400	\$92,400
From Southeast**	27%	32%	35%	31%
From Florida	47%	36%	35%	45%
Travel party size	2.7	2.7	2.5	2.8
Drove	79%	72%	75%	81%
Length of stay	3.4	3.2	3.3	3.4
1st time visitor	22%	30%	28%	28%

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

\*\* Southeast excluding Florida





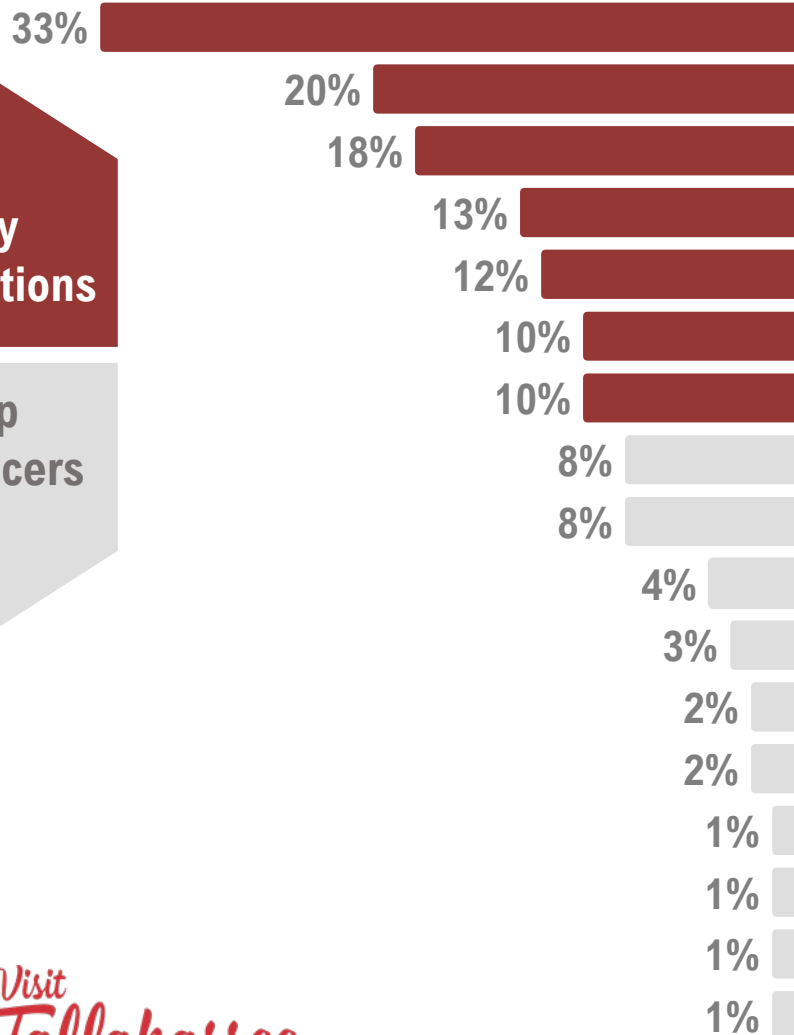
# QUARTERLY COMPARISONS

Economic Indicators	Oct-Dec 2022 (Q1)	Jan-Mar 2023 (Q2)	Apr-Jun 2023 (Q3)	July-Sept 2023 (Q4)
Rating of Leon County*	8.2	7.9	7.9	8.0
Likelihood of returning	92%	93%	93%	91%
Spending per travel party	\$1,170	\$934	\$943	\$1,088
Used VisitTallahassee.com	5%	6%	7%	8%
Used Google	26%	27%	23%	23%
Married	57%	66%	63%	63%
Has college degree	71%	76%	75%	72%

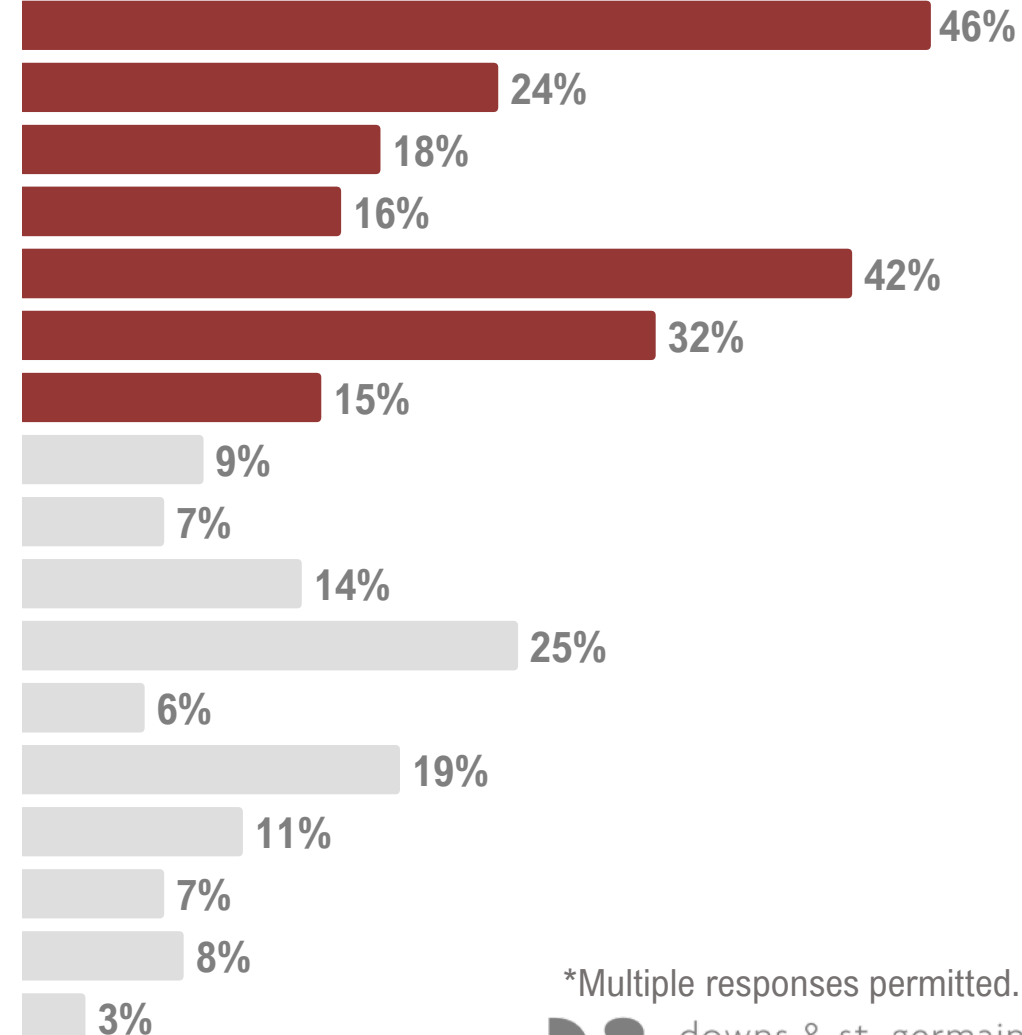
\* Using a 10-point scale

# FY 2023 REASONS FOR VISITING VS. VISITOR ACTIVITIES

## Reasons for Visiting\*



## Visitor Activities\*



Key  
Motivations

Trip  
Enhancers



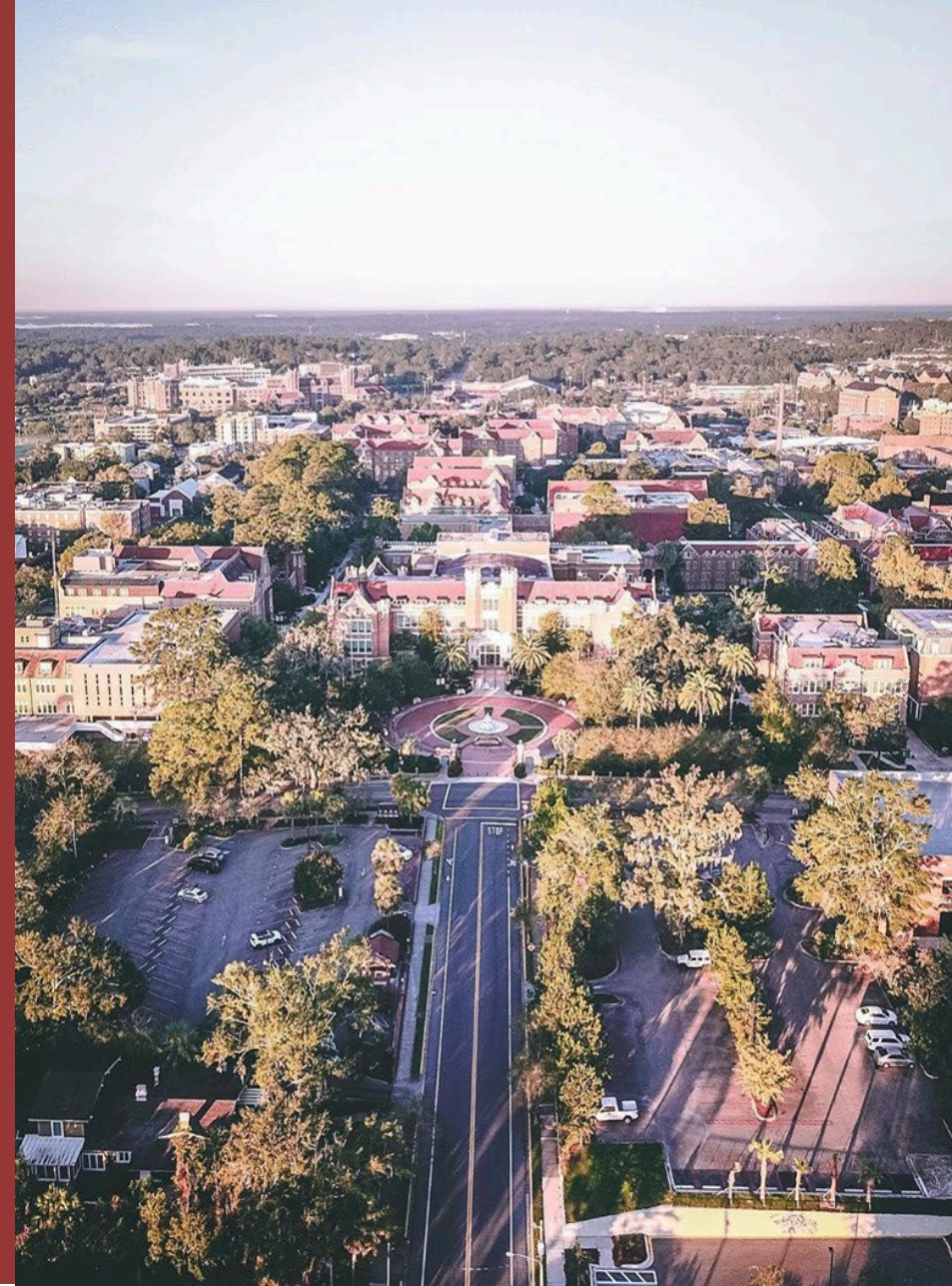
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Kerri Post

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