

**Person Visits and Visitor Spending**

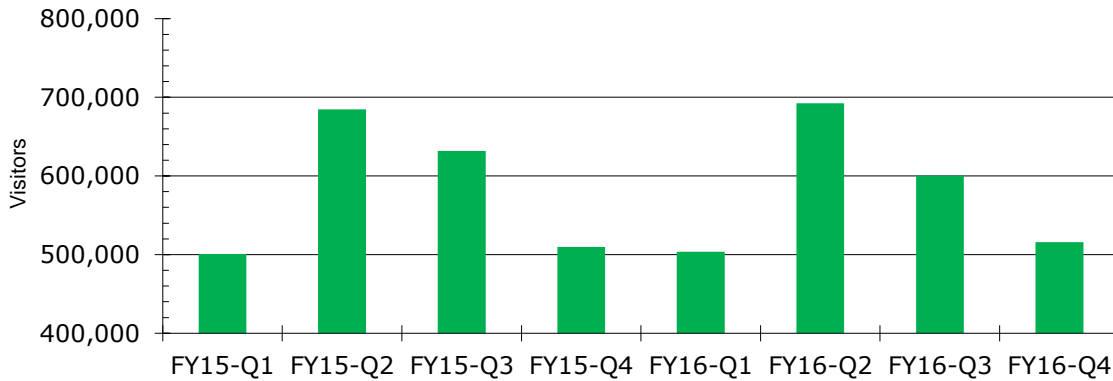
Trend: In FY 2016, 2,312,120 visitors visited Leon County, down 0.6% from FY 2015. However, direct expenditures of visitors totaled \$532.5 million in FY 2016, an increase of about 0.2% from FY 2015.

Quarter/Year	Visitors	Direct Expenditures* (\$ millions)
FY15-Q1	500,741	138.4
FY15-Q2	684,684	152.9
FY15-Q3	631,639	132.6
FY15-Q4	509,705	107.7
FY16-Q1	503,580	139.6
FY16-Q2	692,211	162.4
FY16-Q3	600,528	120.7
FY16-Q4	515,801	109.8

\*Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and other expenses.

Source: Visit Tallahassee and Downs & St. Germain Research

**Quarterly Visitors**



**Quarterly Visitor Direct Expenditures (\$ Millions)**

