

Economic Factors

Leon County Tourism

Person Visits, Visitor Spending and Economic Impact

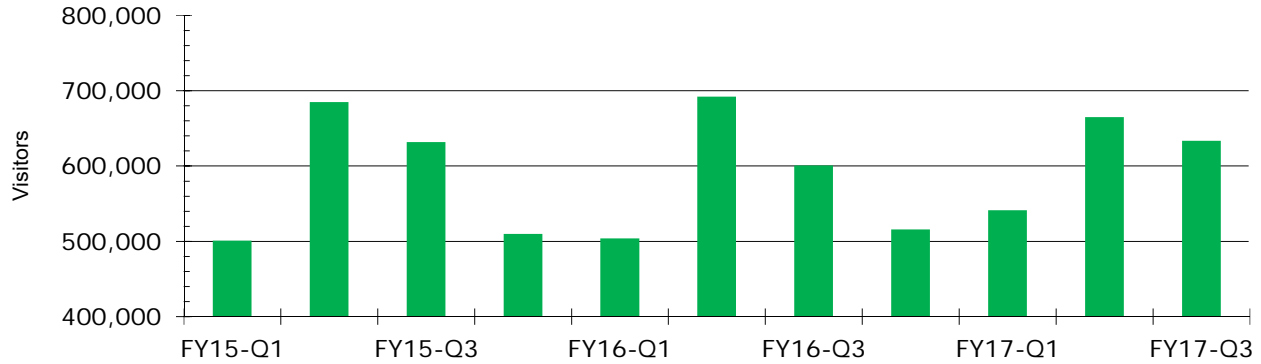
Trend: In FY 2016, 2,312,120 visitors visited Leon County, down 0.6% from FY 2015. However, direct expenditures of visitors totaled \$532.5 million in FY 2016, an increase of about 0.2% from FY 2015.

Quarter/Year	Visitors	Direct Expenditures* (\$ millions)	Total Economic Impact (\$ millions)
FY15-Q1	500,741	138.4	218.7
FY15-Q2	684,684	152.9	241.6
FY15-Q3	631,639	132.6	209.5
FY15-Q4	509,705	107.7	170.2
FY16-Q1	503,580	139.6	220.5
FY16-Q2	692,211	162.4	256.6
FY16-Q3	600,528	120.7	190.7
FY16-Q4	515,801	109.8	173.5
FY17-Q1	540,981	151.0	238.6
FY17-Q2	664,752	157.6	249.0
FY17-Q3	633,319	141.7	223.9

*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 and Total Economic Impact (\$ Millions)

