

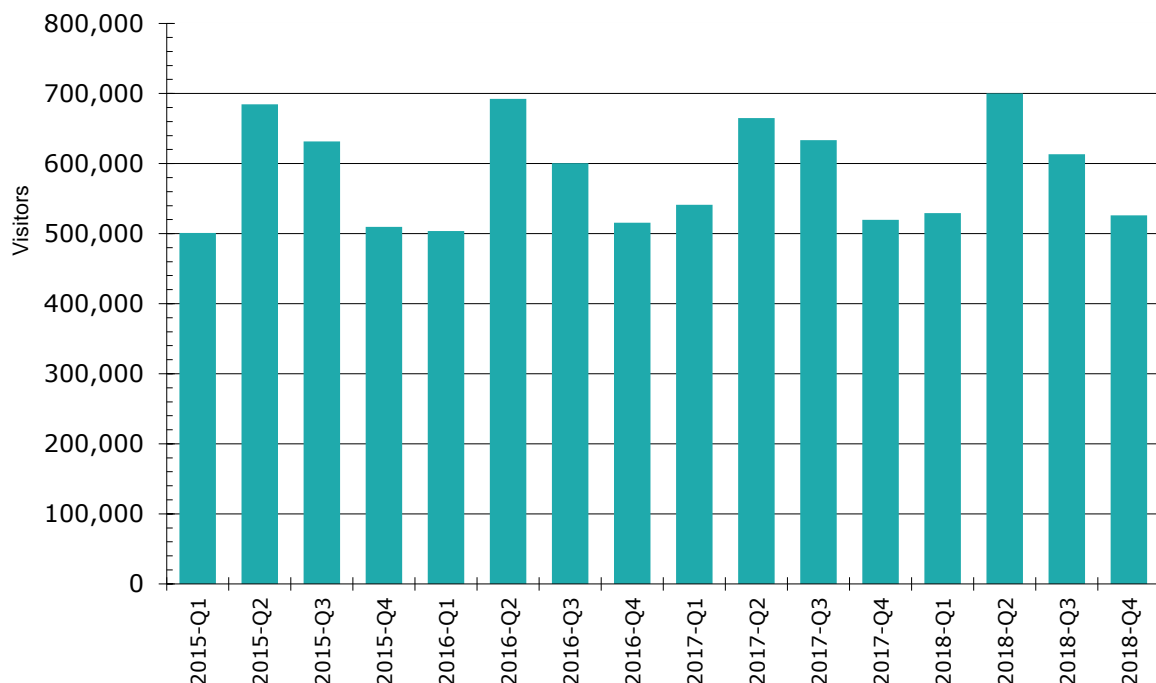
Trend: In FY 2018, 2,368,988 visitors visited Leon County, up 0.4% from FY 2017. Direct expenditures of visitors amounted to \$576.2 million in FY 2018, an increase of 1.6% from FY 2017.

Fiscal Year & Quarter	Visitors	Direct Expenditures (\$ millions)	Total Economic Impact (\$ millions)
2015-Q1	500,741	\$138.4	\$218.7
2015-Q2	684,684	\$152.9	\$241.6
2015-Q3	631,639	\$132.6	\$209.5
2015-Q4	509,705	\$107.7	\$170.2
2016-Q1	503,580	\$139.6	\$220.5
2016-Q2	692,211	\$162.4	\$256.6
2016-Q3	600,528	\$120.7	\$190.7
2016-Q4	515,801	\$109.8	\$173.5
2017-Q1	540,981	\$151.0	\$238.6
2017-Q2	664,752	\$157.6	\$249.0
2017-Q3	633,319	\$141.7	\$223.9
2017-Q4	519,781	\$116.6	\$184.3
2018-Q1	529,474	\$140.2	\$221.4
2018-Q2	700,206	\$168.6	\$266.4
2018-Q3	613,312	\$136.3	\$215.3
2018-Q4	525,996	\$131.1	\$207.1

Note: Direct Expenditures includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and other expenses.

Source: Visit Tallahassee and Downs & St. Germain Research

Quarterly Visitors



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Quarterly Visitor Direct Expenditures and Total Economic Impact

