

Trend: In FY 2023, Leon County had 2.39 million visitors, up 2.4% from FY 2022. Direct expenditures of visitors amounted to \$755.5 million in FY 2023, an increase of 3.6% from FY 2022.

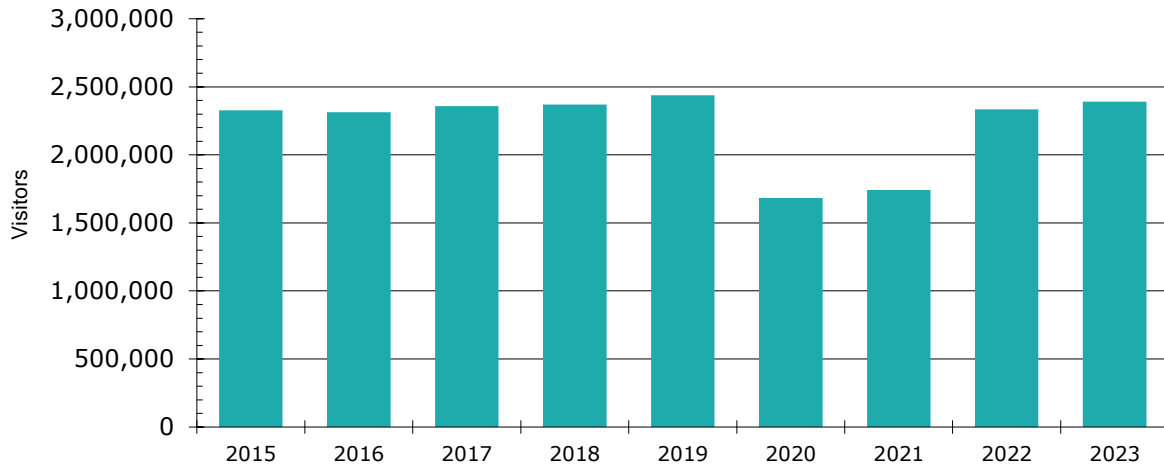
Fiscal Year*	Visitors	Direct Expenditures (\$ millions)	Total Economic Impact (\$ millions)
2015	2,326,769	\$531.6	\$763.1
2016	2,312,120	\$532.5	\$771.3
2017	2,358,833	\$566.9	\$895.8
2018	2,368,988	\$576.2	\$910.2
2019	2,438,959	\$659.1	\$1,041.7
2020	1,683,041	\$484.9	\$766.2
2021	1,740,868	\$559.1	\$879.9
2022	2,333,400	\$729.0	\$1,151.8
2023	2,390,100	\$755.5	\$1,248.7

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

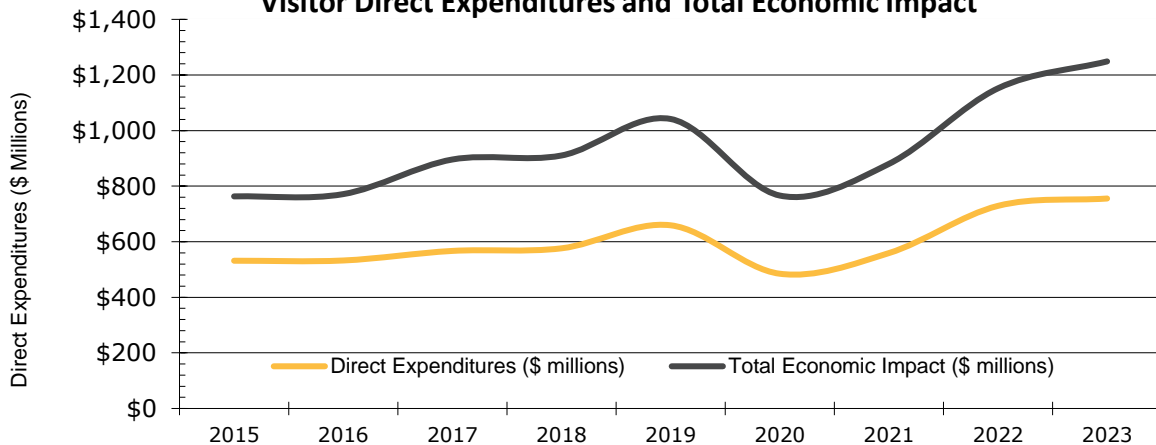
* Fiscal Year is October 1 to September 30.

Source: Visit Tallahassee and Downs & St. Germain Research

Annual Visitors



Visitor Direct Expenditures and Total Economic Impact



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Person-Visits to Leon County, 1997-2014
(For Reference Only, Not Compatible with Visitors Data)

Year	Person-Visits	Annual Visitor Spending (\$ millions)
1997	1,851,000	\$429
1998	1,940,000	\$613
1999	2,133,000	\$701
2000	2,433,000	\$988
2001	2,203,000	\$853
2002	2,352,000	\$874
2003	2,571,000	\$774
2004	2,784,000	\$805
2005	2,751,000	\$772
2006	2,545,000	\$749
2007	2,402,000	\$641
2008	2,270,000	\$587
2009	—	—
2010	2,266,000	\$518
2011	2,564,000	\$577
2012	2,430,000	\$624
2013	2,778,000	\$914
2014	2,200,000	\$573

Note: 1997-2014 Person-Visits data not compatible with Visitors data for 2015 and forward.

Source: Leon County Tourism Development Council; Bonn Marketing Research Group, Inc.