



OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: TOURISM DEVELOPMENT

PEOPLE FOCUSED

The Tourism Development Department, which is commonly referred to as Visit Tallahassee, works to enhance the local economy and quality of life through the benefits associated with a strong visitor industry.

The division works closely with local and state tourism partners and hospitality agencies such as Visit Florida, the Tallahassee Sports Council, FSU & FAMU Boosters and Alumni Associations, the Tallahassee/Leon County Economic Development Council, and the Florida Restaurant and Lodging Association to highlight some of the area's best features and to market Leon County as a year-round destination.

Mr. Daniel is a 24-year veteran of the tourism industry and a certified Destination Management Executive through Purdue University and the University of Calgary. He holds a bachelor's degree in Business Administration and a master's degree in Sports Administration. He joined the County in 2009 having previously served as Deputy Director for the St. Petersburg/Clearwater Area Convention & Visitors Bureau.



Lee Daniel, CDME

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PERFORMANCE DRIVEN

PROMOTING AND MARKETING FLORIDA'S CAPITAL REGION

- Successfully booked 8,937 room nights via motorcoach groups, student youth groups, travel clubs, consumer events, weddings and reunions. This is a 4% increase from the previous year. Participated in 22 consumer and industry trade shows to market and promote Tallahassee as a destination impacting 150,000 potential visitors. Shows attended included Southern Women's shows, Senior Travel expos, vacation and recreation expos, military base travel shows and motorcoach marketplace appointment shows.
- Partnered with the Tallahassee Sports Council and the City Parks, Recreation and Neighborhood Affairs to host the 2011 USSSA Black American Worlds Adult Slow Pitch Softball Championship. The event brought over 1,714 visitors for the last weekend in August producing 1,552 room nights and generating an estimated \$1.1 million in economic impact.
- Created a new way-finding printed map highlighting area attractions, dining, and shopping districts for visitors and local patrons.
- Secured \$1.5 million in advertising equivalency exposure for Leon County, through successful media and public relations efforts, resulting in a 15:1 Return on Investment (ROI). In addition, secured \$192,000 in radio, print and television promotions, garnering an impressive 35:1 ROI.
- Worked with local industry partners to create seasonal campaigns including Go Outside & Play, Winter Nights~Holiday Lights, Spring Notes, Capital Summer in the Capital City. Each campaign showcased events, specials from area accommodations, restaurants and shopping, with sweepstakes to win a trip to Tallahassee, generating growth in hotel occupancy for eleven consecutive months.
- Recruited and trained 10 new volunteers to assist staff with providing knowledgeable and excellent customer service. Provided assistance to more than 12,500 walk-in visitors at Visit Tallahassee Visitor Centers (downtown and airport), an 8% increase. Provided services to over 335 groups, a 91% increase over the previous year.
- During the FY2011, there were a total of 104 sporting events supported through the Tallahassee Sports Council with 34 different types of sports. The Tallahassee Sports Council helped bring a total of 25,763 room nights with 50,157 actual visitors generating \$24,637,898 in economic impact for the community.
- Participated and represented our destination and its meeting and conference facilities at ten conferences/trades shows, six out-of-market sales missions and attended over 25 networking events targeting government, corporate, religious and association meeting planners resulting in 8,142 room nights 7,664 visitors, with an estimated economic impact of \$5.1 million.

Setting the Standard in Public Service



The Henry: Recipient of the Flagler Award, also known as "The Henry" among tourism professionals, for a media campaign started in 2010 to educate area residents on the importance of tourism to the area's economy.