



OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: TOURISM DEVELOPMENT

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Mission Statement

To spearhead and coordinate the tourism-related marketing and management of the destination through the coordination of the hospitality industry, local governments and the business community to sustain and grow visitor spending and job creation in the Tallahassee region.

Strategic Initiatives/Support Highlights

Economy

- Grew Capital Cuisine Restaurant Week and Concert Series by adding 5 free concerts and growing the number of participating restaurants from 22 in 2012 to 38 in 2013, generating direct spending from non-Leon County residents of more than \$1 million.
- Partnered with Choose Tallahassee to promote Tallahassee-Leon County as a retirement destination.
- Supported VIVA FLORIDA 500 events and developed unique destination “cakes” to advertise and commemorate the 500th anniversary of Ponce de Leon’s arrival in Florida.

Quality of Life

- Provided \$1.78 million of Leon County Tourist Development tax revenue towards the construction of the amphitheater at Cascades Park, in partnership with the City and Blueprint 2000.
- Expanded, connected and promoted the local and regional trail system for walking, hiking, running, bicycling, paddling and equestrian uses. Developed the Trailahassee.com website, scheduled to go live fall 2013, to promote these incredible trails.

Contact Us

(850) 606-2300
www.VisitTallahassee.com

PROMOTING AND MARKETING FLORIDA’S CAPITAL REGION

- The division works closely with local and state tourism partners and hospitality agencies, such as Visit Florida, FSU and FAMU Boosters and Alumni Associations, the Tallahassee/Leon County Economic Development Council, and the Florida Restaurant and Lodging Association, to highlight the area’s best features and market Leon County as a year-round destination. This past year, these partnerships have helped increase the community’s profile as a tourism destination. For example:
 - » Hotel occupancy has increased by 6.1% (January through August) in 2013 over the same period in 2012.
 - » Overall visitation decreased by less than 1% due to lower than anticipated attendance at FSU and FAMU football games in Quarter One. Quarters Two and Three showed double-digit visitation growth. Direct spending increased by 22% to \$582 million for the first nine months of FY13, in comparison with the same period last year.
 - » Tourism Development Tax collections for the first 11 months of the FY13 are up 3% over the same period last year.
 - » 12.9% increase in traffic to the VisitTallahassee.com website and a 78.3% increase to the mobile site.
 - » An estimated 11 million people saw articles about Leon County as a result of hosting events such as journalist tours, which is equivalent to \$500,000 of free advertising for local businesses.
 - » 47% increase in Facebook “likes” and a 62% increase in Twitter followers.
- Leon County prides itself on creating a welcoming atmosphere to all visitors. The Division of Tourism Development provided visitor services to 248 groups that came to Leon County, representing 26,043 individual guests. The Leon County Visitor Information Center, located at 106 East Jefferson Street, assisted 4,355 domestic visitors and 1,044 international visitors.



Capital Cuisine Week Concert

- Celebrating the diverse selection of dining options and our growing reputation as a culinary destination, Tourism Development launched Capital Cuisine Restaurant Week and Concert Series in partnership with the Florida Restaurant & Lodging Association and VISIT FLORIDA. 38 restaurants participated in May’s Capital Cuisine event, which showed a significant economic impact with direct expenditures from non-Leon County residents of over \$1 million dollars.
- To mark the 500th Anniversary of Juan Ponce de León’s arrival to Florida in 1513, items are being collected for a time capsule that uniquely represent the community as part of the 2013 VIVA FLORIDA celebration.





Zipline at the Tallahassee Museum



Visit Tallahassee Visitor's Guide

- Partnered with Choose Tallahassee to train volunteer ambassadors and to promote Tallahassee-Leon County as a retirement destination. Recently, the Washington Economic Group, Inc. identified Tallahassee as the ideal retirement destination for baby boomers, and U.S. News and World Report named Tallahassee as one of “10 Bargain Retirement Spots.”
- Provided \$1.78 million of Leon County Tourist Development tax revenue towards the construction of the amphitheater at Cascades Park. The amphitheater will be a performing arts destination for the community and draw regional visitors.
- During FY12 & FY13, Leon County hosted nine cross country running events at Apalachee Regional Park Trail including the NCAA South Regional and the FHSAA Championships for a total of 7,690 visitors, generating 2,695 room nights and a direct visitor spending of \$1,844,980.



Did You Know

Sporting events will bring an anticipated 49,681 visitors to the area generating a projected 27,224 room nights, exceeding the goal of 27,000, and an estimated direct visitors' impact of \$14.4 million.

TRAILHASSEE MENU

FEATURED TRAILS

Apalachee Regional Park

Created primarily for runners, this trail was designed to give runners the opportunity to run on several types of surfaces.

EXPLORE THIS TRAIL

VISIT THE BLOG
Read what our writers and contributors have to say about Tallahassee's trails and related topics.

OUTFITTERS
Need equipment, service or info on a group to join for your journey? Look no further, they're all here.

PLAN YOUR VISIT
All the info you need to plan the ultimate trail run, from hitting the trails by day to painting your gear.

Explore this month's **FEATURED TRAILS**

Trailhassee.com



Trailhassee is the only resource residents or visitors need to make the most of the trails in and around Florida's Capital County.

Visit **www.Trailhassee.com** to find out more!