



# Tallahassee International Airport

## 2018 Visitor Tracking Report

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Anglin

Isiah Lewis

Glencora Haskins

Downs & St. Germain Research



# Study Objectives

---

- Develop a profile of travel parties to Tallahassee
  - Size, length of stay
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Create a demographic profile of visitors

# Methodology

---

- Internet surveys
- Sample size – 474 completed surveys
- Calendar Year\* 2018 visitors to Tallahassee
- Data collection: January 2018 – December 2018

\*January - December 2018



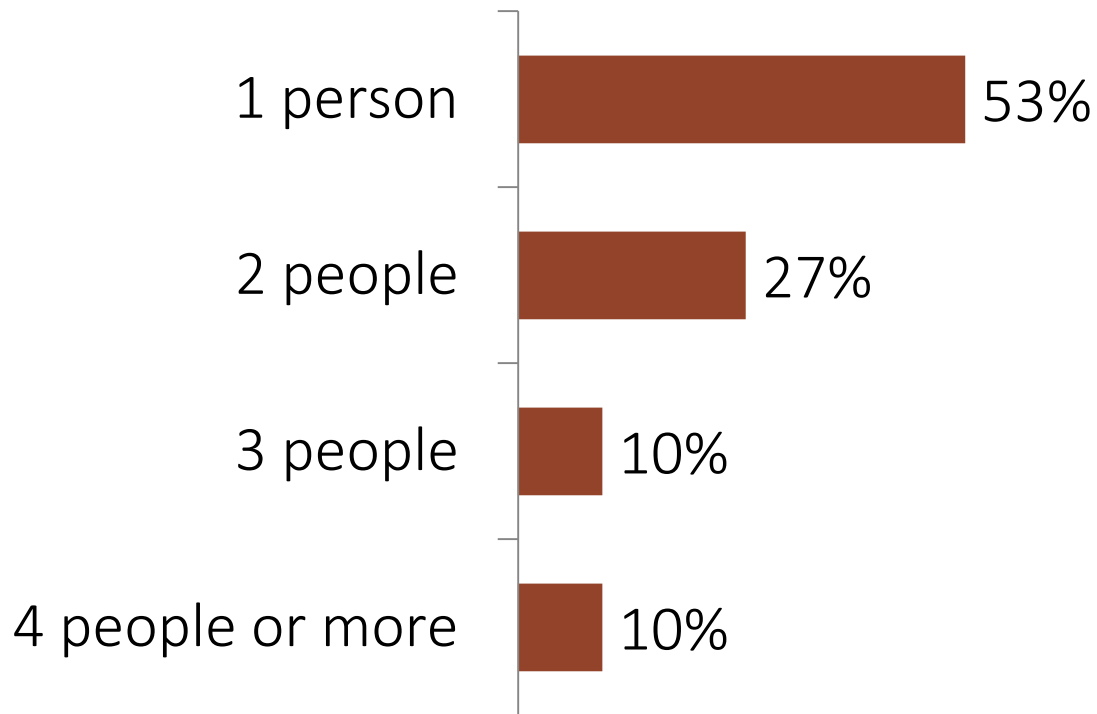
# Typical Tallahassee Visitor

---

- Traveled in a party composed of **1.9** people
- Was **43** years old
- Was male (**57%**)
- Held a Bachelor's degree or higher (**76%**)
- Was married (**59%**)
- Had a median household income of **\$105,600**

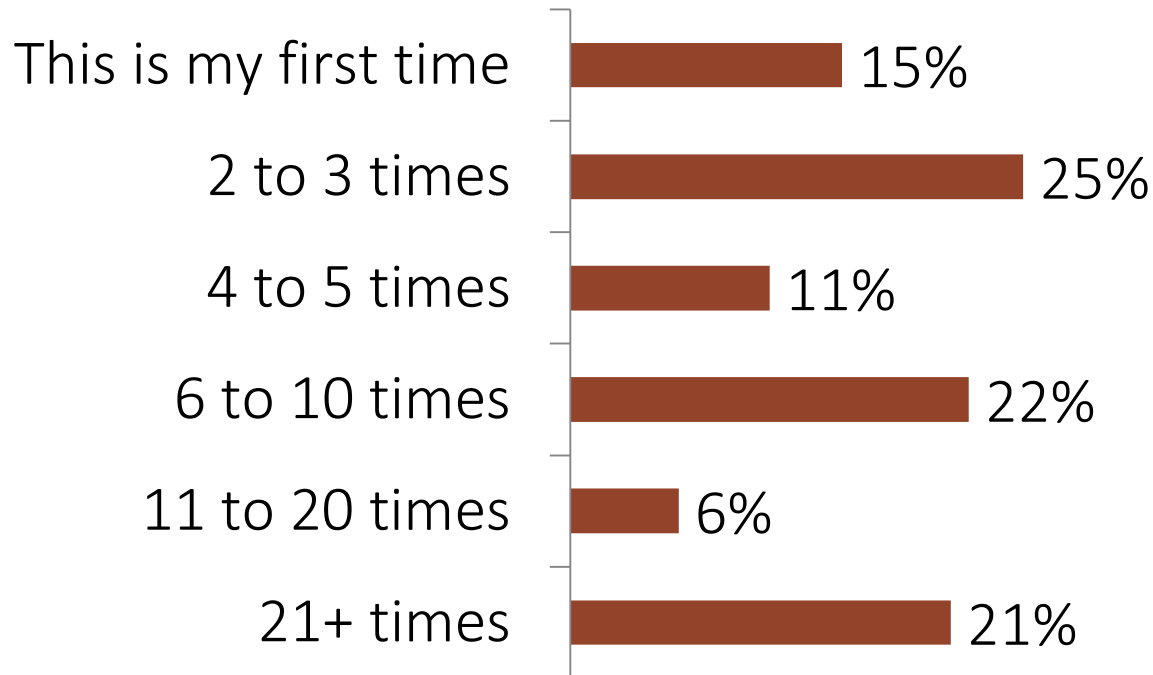
# Typical Tallahassee Visitor

- Most visitors to Tallahassee in 2018 traveled alone



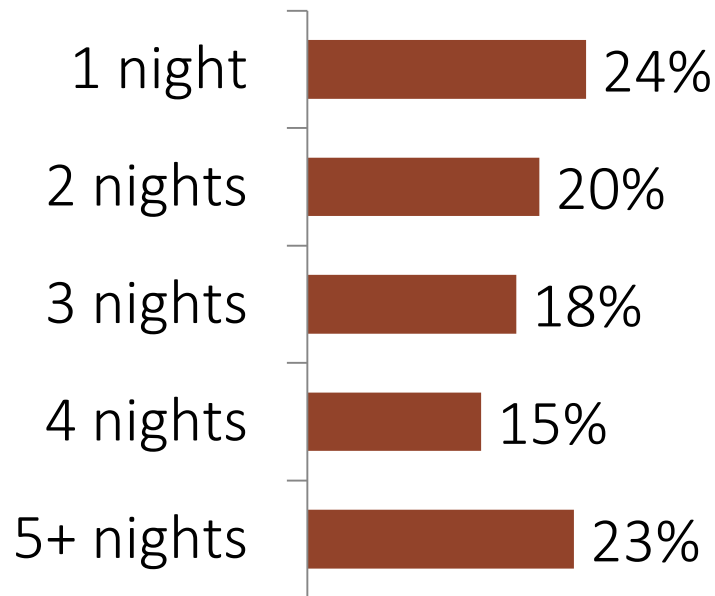
# Previous Visits to Tallahassee

- **27%** of visitors in 2018 had previously visited Tallahassee more than 10 times



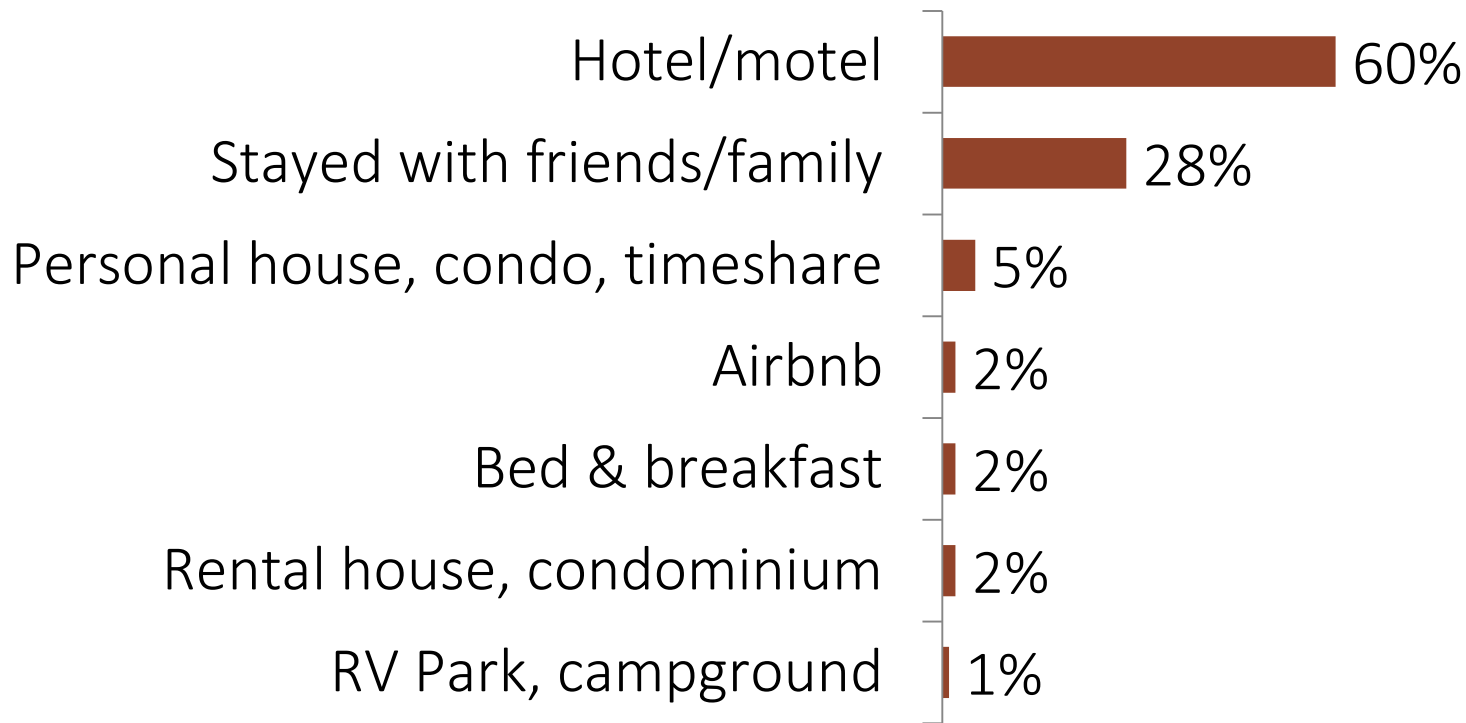
# Typical Overnight Tallahassee Visitor

- The typical overnight visitor to Tallahassee spent **3.8** nights in the area
- **76%** stayed 2 nights or more



# Accommodations for Overnight Visitors

- **3 in 5** visitors who stayed overnight stayed at a hotel or motel.





# Reasons for Visiting\*

- Over 1 in 3 visitors came to the area primarily for a business conference or meeting

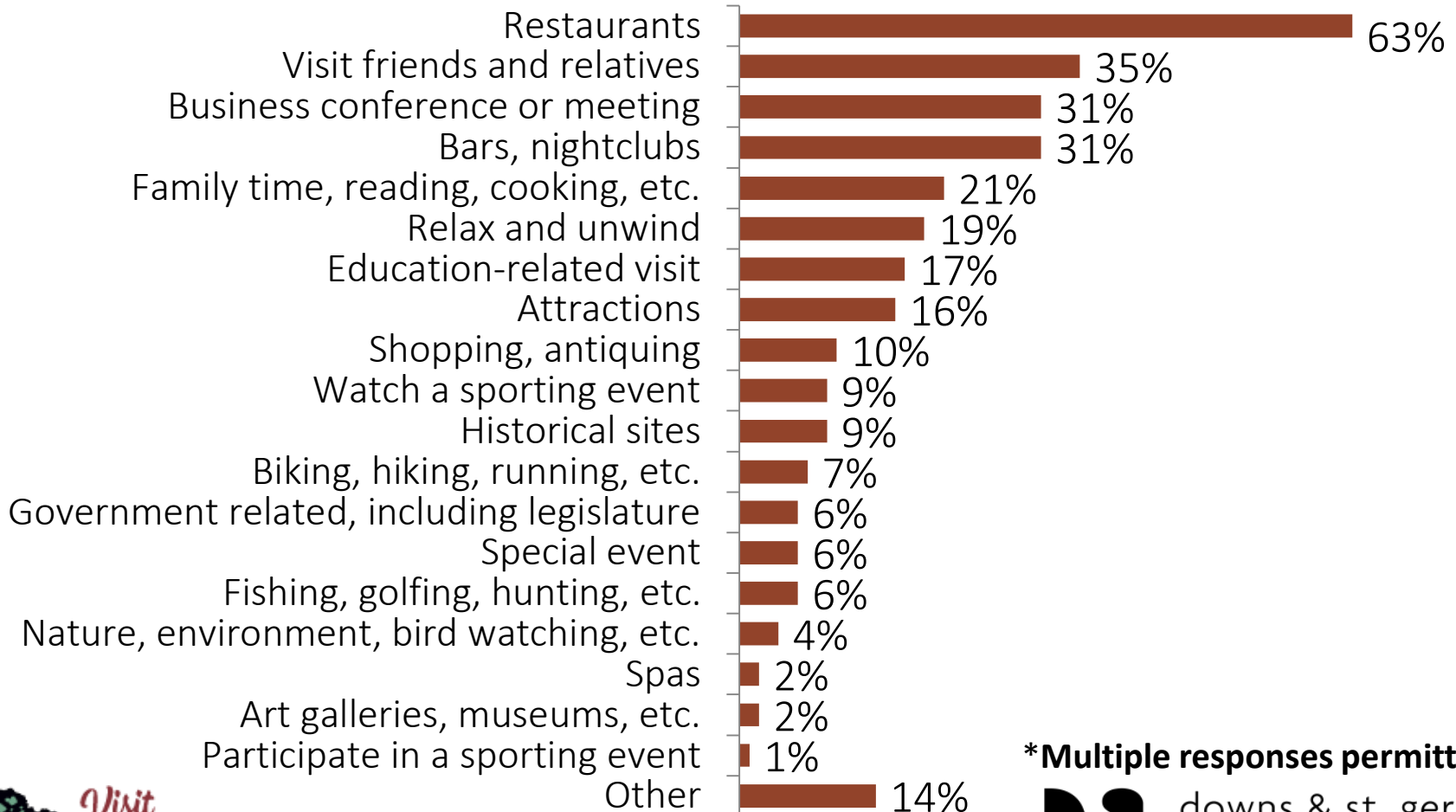


\*Multiple responses permitted

**DS** downs & st. germain  
RESEARCH

# Visitor Activities\*

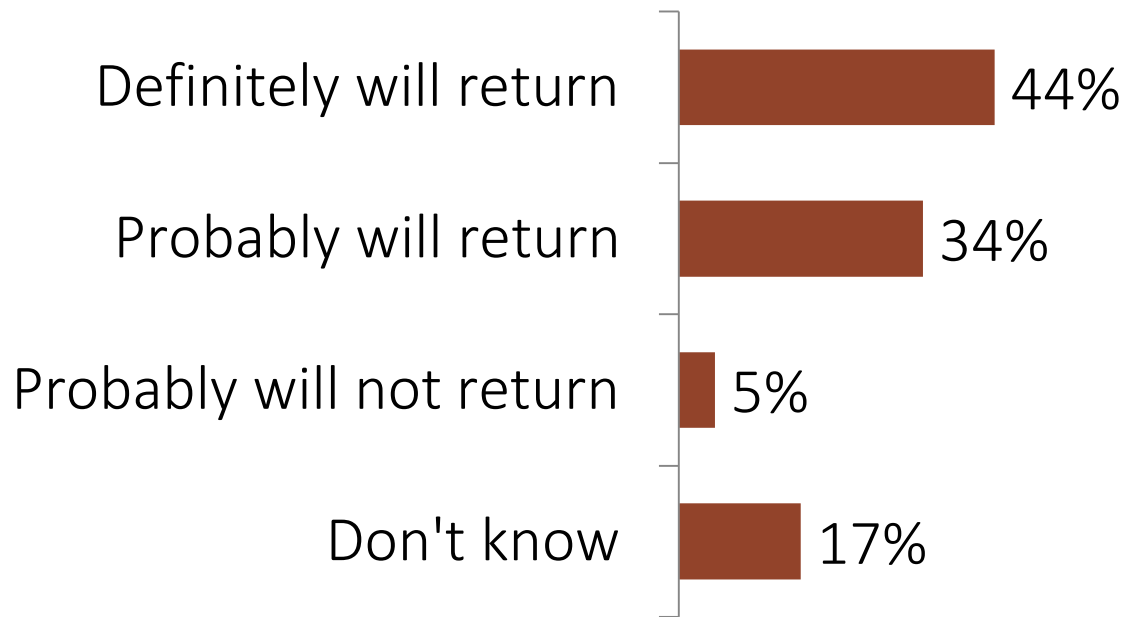
- Over 6 in 10 visitors dined out during their visit



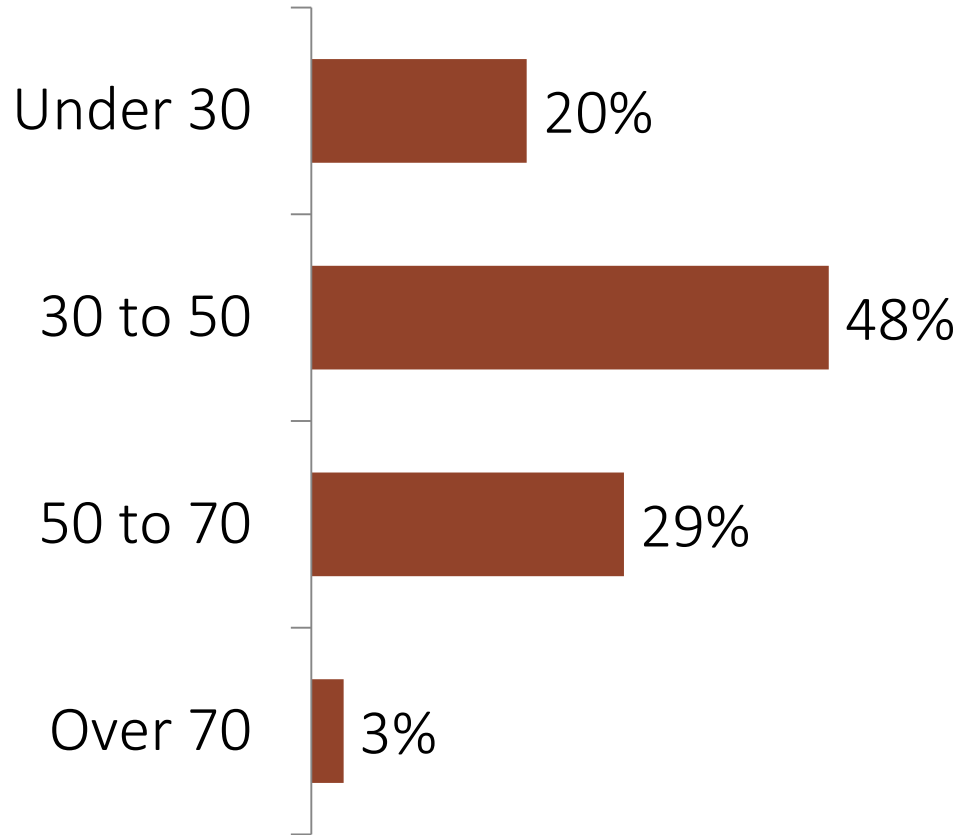
\*Multiple responses permitted

# Likelihood of Returning

- On a 10-point scale, where 10 is “excellent” and 1 is “poor”, visitors gave Tallahassee a rating of **7.7** as a place to visit
- **78%** of visitors will return to Leon County.

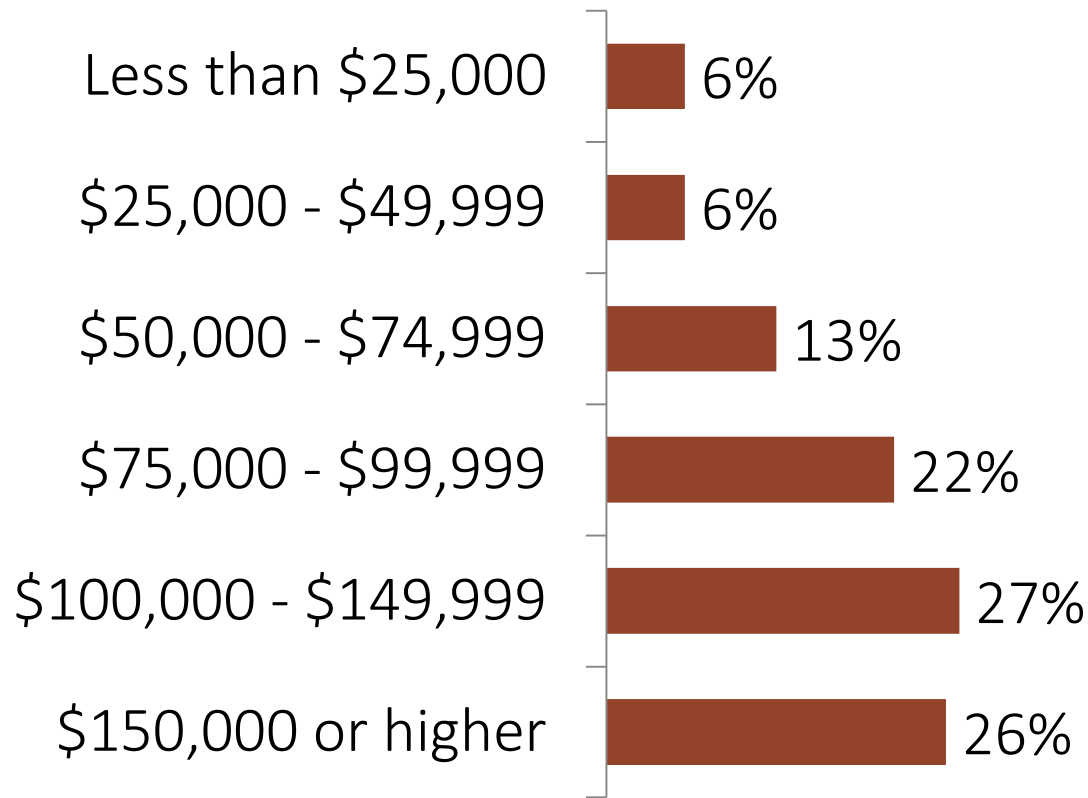


# Age of Visitors



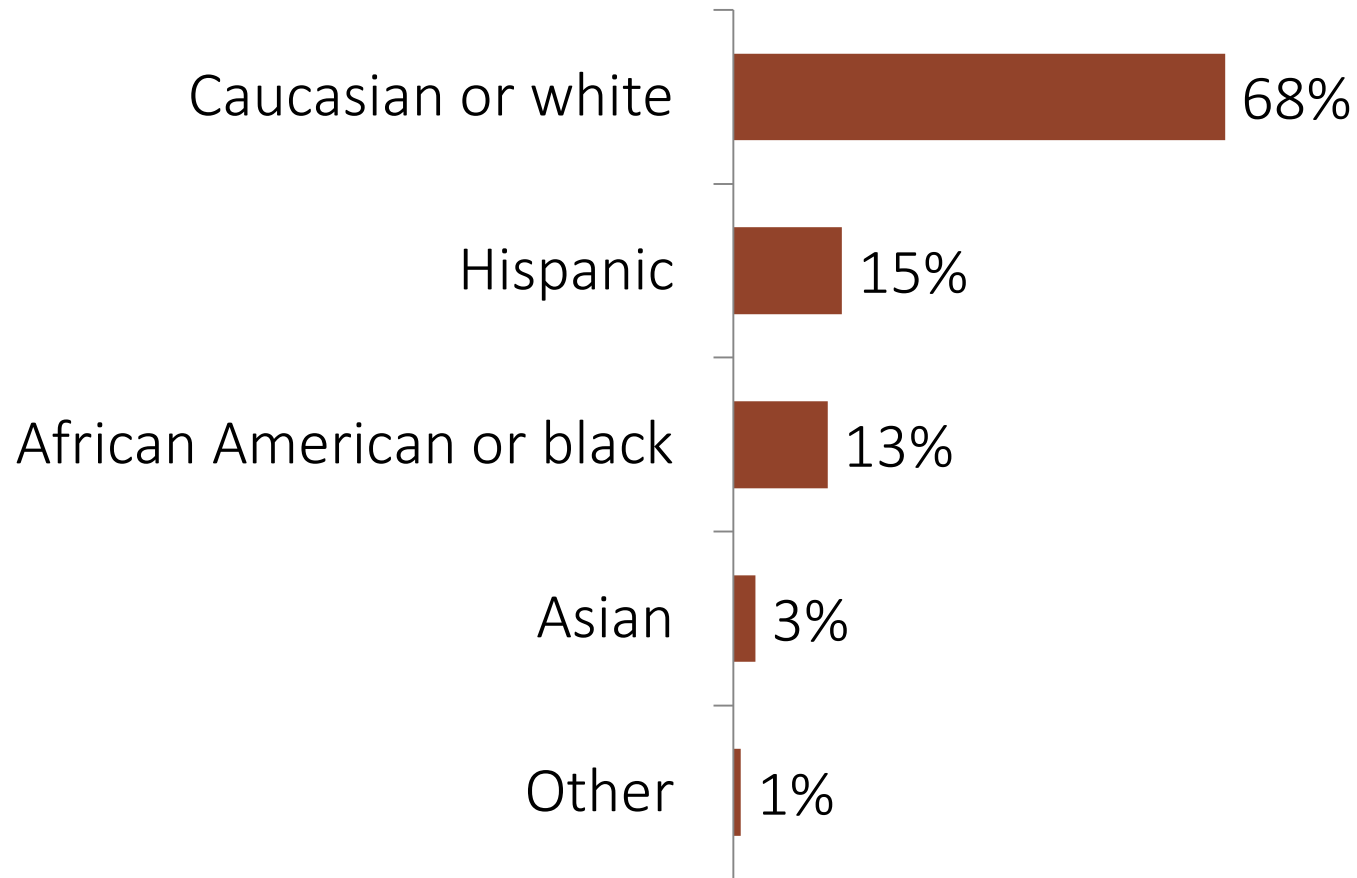
Median age = 43

# Visitors' Total Household Income

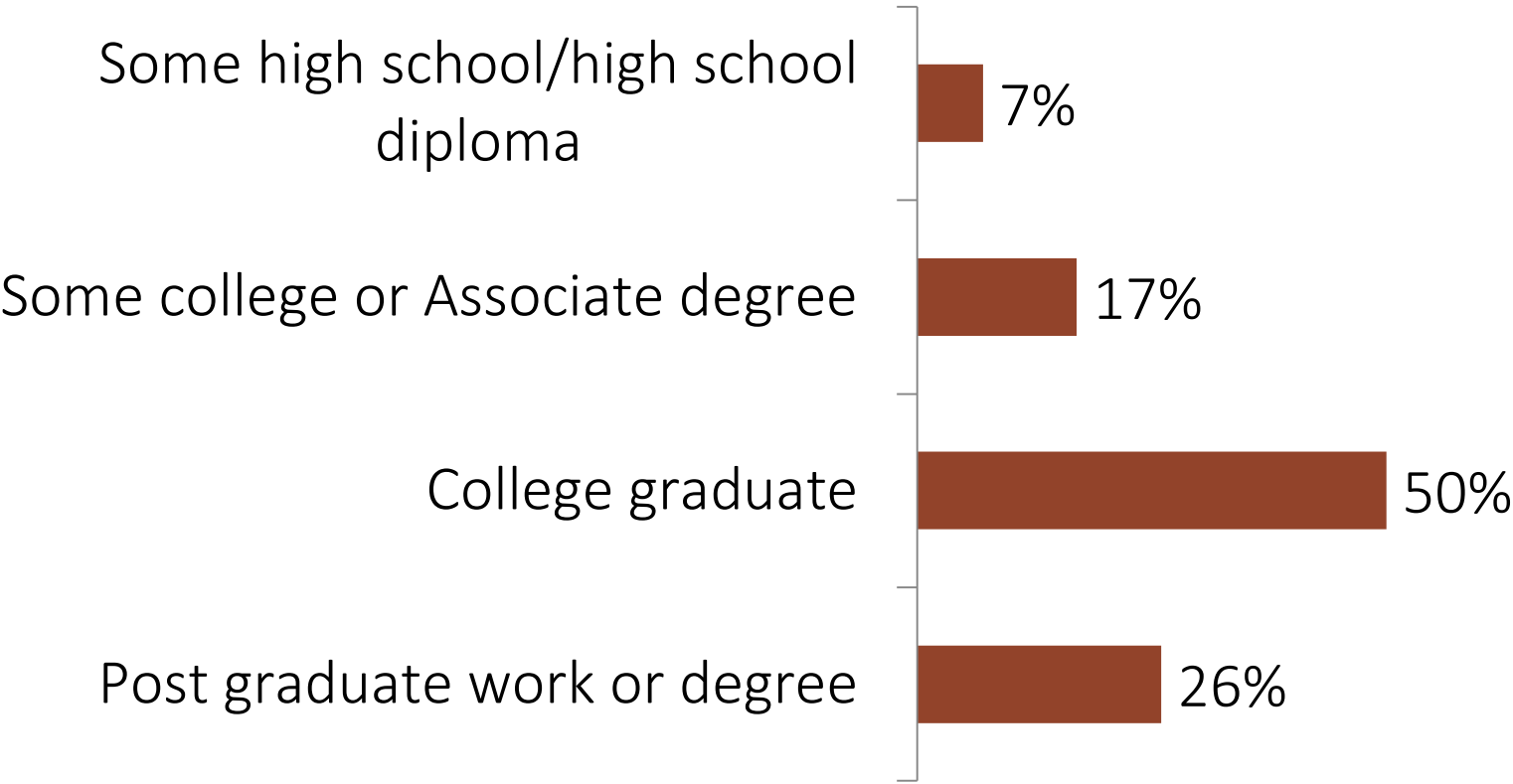


Median HHI = \$105,600

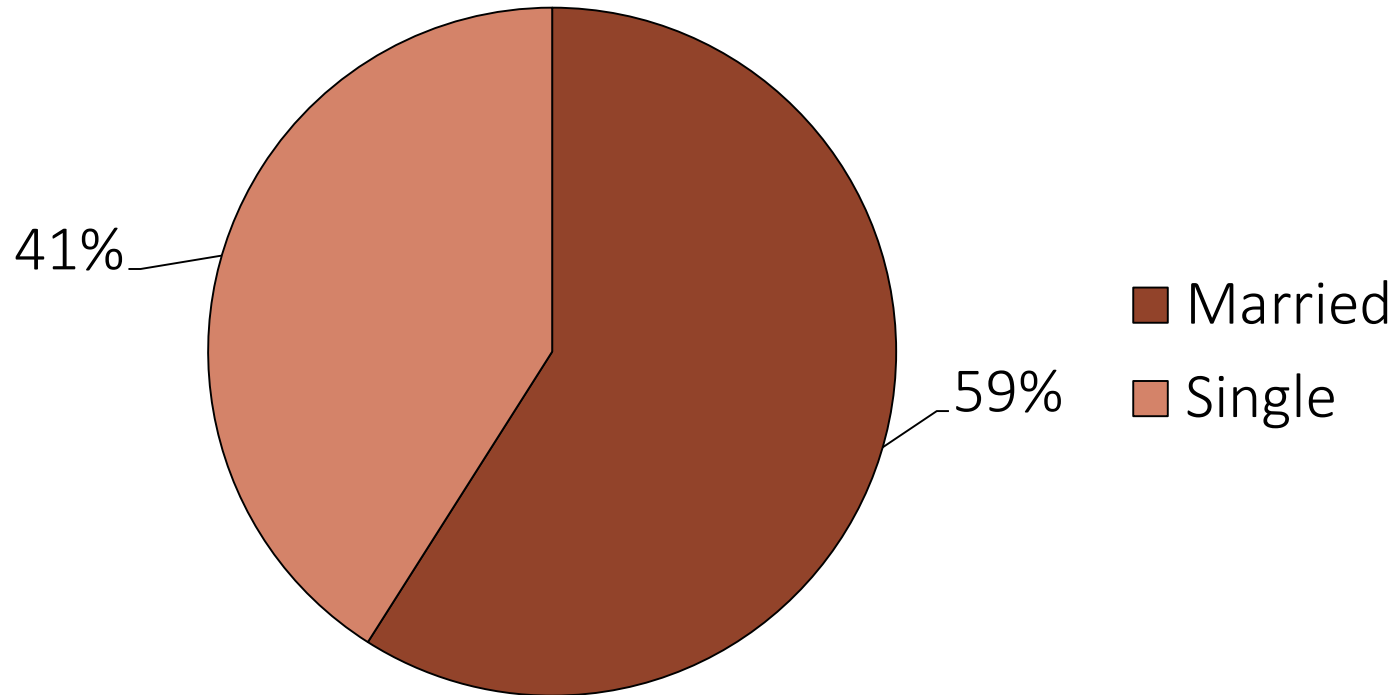
# Race/Ethnicity of Visitors



# Educational Attainment of Visitors

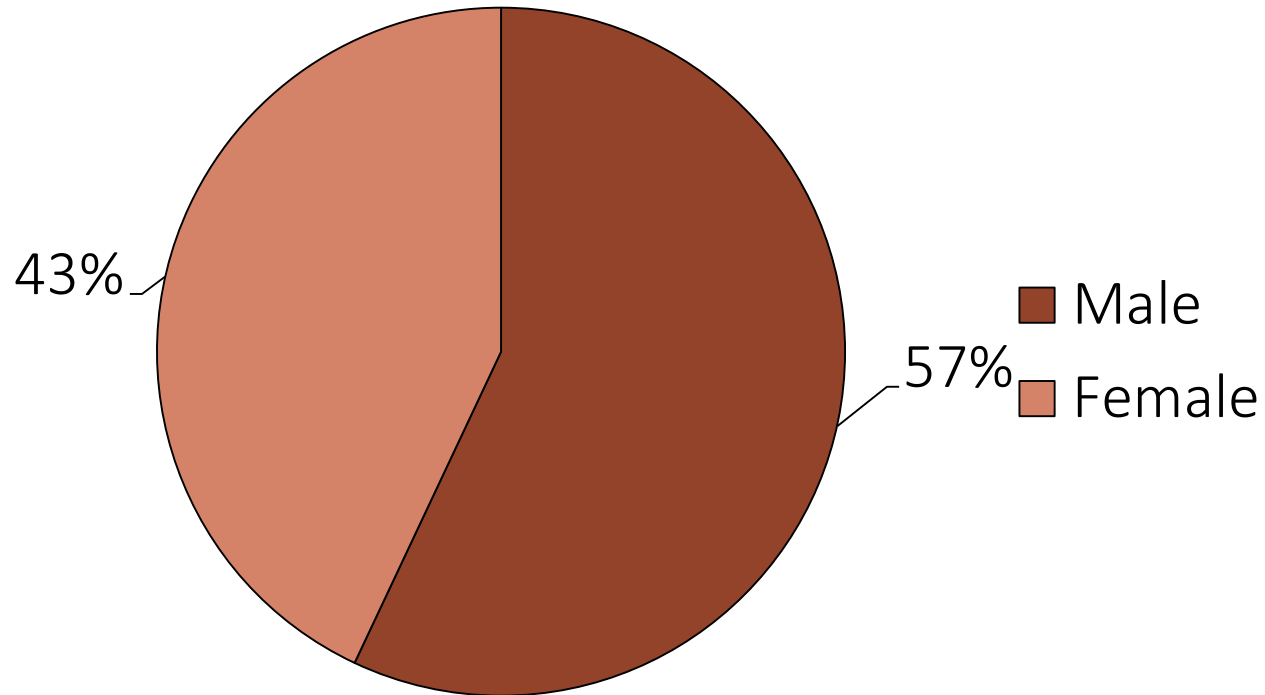


# Marital Status of Visitors





# Gender



# Tallahassee International Airport Calendar Year 2018 Visitor Tracking Report

---

Phillip Downs, Ph.D., Senior Partner, [pd@dsg-research.com](mailto:pd@dsg-research.com)  
Joseph St. Germain, Ph.D., President, [joseph@dsg-research.com](mailto:joseph@dsg-research.com)  
Rachael Anglin, Senior Project Director, [rachael@dsg-research.com](mailto:rachael@dsg-research.com)  
Isiah Lewis, Project Director, [isiah@dsg-research.com](mailto:isiah@dsg-research.com)  
Glencora Haskins, Project Director, [glencora@dsg-research.com](mailto:glencora@dsg-research.com)  
Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)