

### 3.3 Annual Visitor Trends

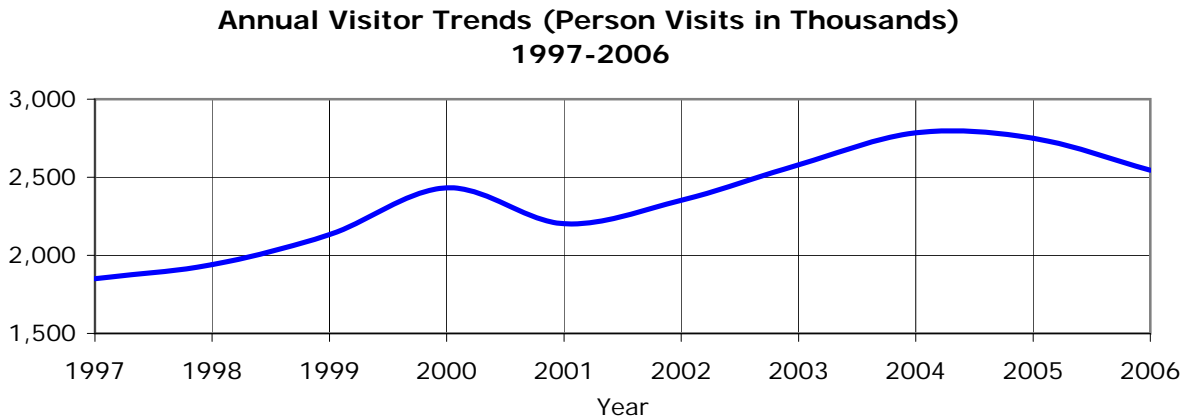
More than 2.5 million people (i.e. person visits) visited Leon County in 2006, down 7.5% from 2005. Total visitor spending in Leon County has dropped on average nearly 4% per year over the past four years (2002-2006).

**Figure 3-4**  
**Annual Visitor Trends-Person Visits (1997-2006)**

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Person Visits	1,851	1,940	2,133	2,433	2,203	2,352	2,579	2,784	2,751	2,545

Note: Data in Thousands

Source: Leon County Tourist Development Council



**Figure 3-5**  
**Annual Visitor Trends-Annual Visitor Spending (1997-2006)**

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Visitor Spending	\$429	\$613	\$701	\$988	\$853	\$874	\$845	\$805	\$772	\$749

Note: Data in Millions

Source: Leon County Tourist Development Council

