

### 3.3 Annual Visitor Trends

More than 2.4 million people (i.e. person visits) visited Leon County in 2007, down 5.6% from 2006. Total visitor spending in Leon County declined 14.4% in 2007 (compared with 2006 levels).

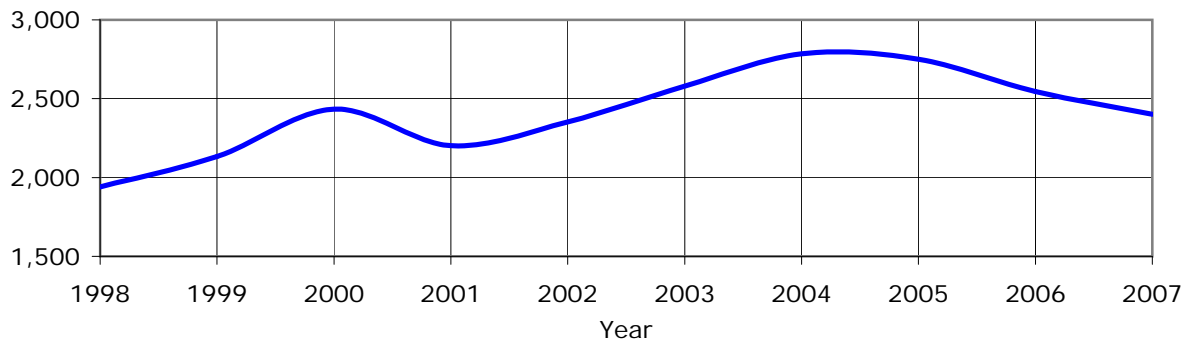
**Figure 3-4  
Annual Visitor Trends-Person Visits (1998-2007)**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Person Visits	1,940	2,133	2,433	2,203	2,352	2,579	2,784	2,751	2,545	2,402

Note: Data in Thousands

Sources: Dr. Mark A. Bonn, College of Business, Florida State University  
Leon County Tourist Development Council

**Annual Visitor Trends (Person Visits in Thousands)  
1998-2007**



**Figure 3-5  
Annual Visitor Trends-Annual Visitor Spending (1998-2007)**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Visitor Spending	\$613	\$701	\$988	\$853	\$874	\$845	\$805	\$772	\$749	\$641

Note: Data in Millions

Sources: Dr. Mark A. Bonn, College of Business, Florida State University  
Leon County Tourist Development Council

**Annual Visitor Trends (Visitor Spending in Millions)  
1998-2007**

