

3.3 Annual Visitor Trends

Nearly 2.3 million people (i.e. person visits) visited Leon County in 2008, down 5.5% from 2007. Total visitor spending in Leon County declined 8.4% in 2008 (compared with 2007 levels).

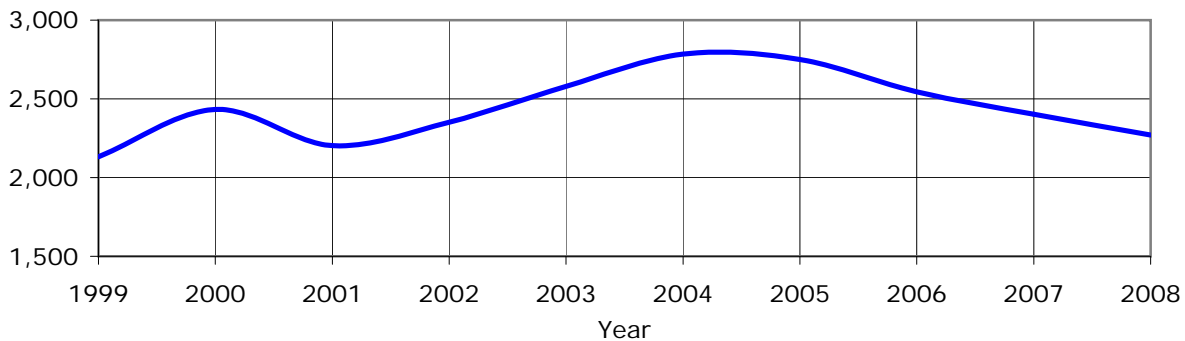
**Figure 3-4
Annual Visitor Trends-Person Visits (1999-2008)**

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Person Visits | 2,133 | 2,433 | 2,203 | 2,352 | 2,579 | 2,784 | 2,751 | 2,545 | 2,402 | 2,270 |

Note: Data in Thousands

Source: Dr. Mark A. Bonn, Ph.D., The Bonn Marketing Research Group, Inc.

**Annual Visitor Trends (Person Visits in Thousands)
1999-2008**



**Figure 3-5
Annual Visitor Trends-Annual Visitor Spending (1999-2008)**

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending | \$701 | \$988 | \$853 | \$874 | \$845 | \$805 | \$772 | \$749 | \$641 | \$587 |

Note: Data in Millions

Source: Dr. Mark A. Bonn, Ph.D., The Bonn Marketing Research Group, Inc.

**Annual Visitor Trends (Visitor Spending in Millions)
1999-2008**

