



Visit Tallahassee

Pretty. Unexpected.

Leon County Division of Tourism / Visit Tallahassee

Funded by Tourist Development Tax collected in Leon County from overnight visitors, Visit Tallahassee markets Florida's capital region as a destination for meetings & conventions, sports business and leisure travelers to generate positive economic impact for the community. Visit Tallahassee promotes Tallahassee as an innovative and sustainable year-round destination that is recognized as a place to visit for historic, nature-based and cultural tourism.



COCA Receives 20% of Tourism Taxes Collected Annually

\$ Millions to Support the Arts



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COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY



2022 Tourism By The Numbers

Visitors to Leon County	Tourism Related Jobs	Tourism Development Tax (TDT) Collections	Sales Tax Generated from Tourism Direct Spending	Economic Impact to Leon County
2.33M	14,708	\$7.89M	\$54.6M	\$1.15B

On the Horizon...



Coming Soon!



Tallahassee / Leon County Bicentennial Anniversary 1824-2024



EVERETT SOUL OF THE SOUTH



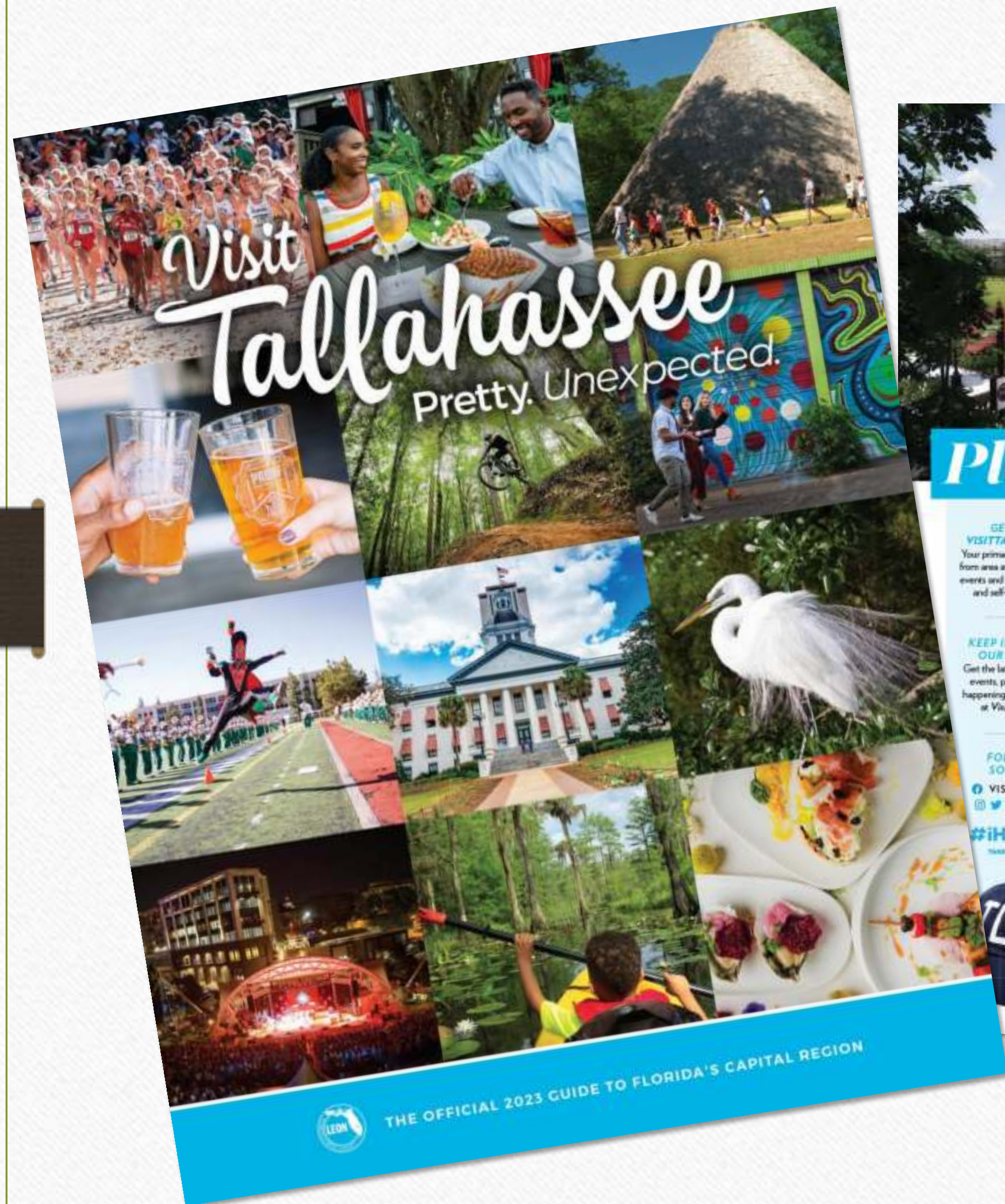
81.5% of Americans are
Ready to Travel

More than three-quarters have dreamt
or planned travel in the last week

92.1% of Americans will take at least
one trip in the next 12-months

Nearly two in three travelers say they
are most excited to travel with their
family this year

Visitor Guide



Plan Your Trip

GET STARTED @ VISITTALLAHASSEE.COM
Your primary source for everything from area attractions, hotels, special events and shopping, to restaurants and self-guided tour options.

KEEP IN TOUCH WITH OUR NEWSLETTER
Get the latest news on upcoming events, promotions and what's happening in Tallahassee. Sign up at VisitTallahassee.com.

FOLLOW US ON SOCIAL MEDIA

VISITTALLAHASSEE
VISIT_TALLY

#iHeartTally
THANK YOU TO OUR SPONSORS



DOWNLOAD OUR FREE MOBILE APP

Available for iPhone and Android, this app will help you find hotels, attractions, events, dining and suggested itineraries while you're on the go in Tallahassee.



A Taste of Tallahassee

Blending traditional Southern cuisine and modern dining with fresh, farm-to-table fare and craft breweries, Tallahassee is a true epicurean experience. With flavors as unique as the chefs who create them, satisfy your palate at any of our mouth-watering restaurants or bars. For a robust sampling of Capital City cuisine, we invite you to feast on some of Tallahassee's most delicious dining from dawn to dusk.

QUINTESSENTIAL TALLAHASSEE
Andrew's Diner has been serving meals in the shadow of the Capitol for nearly 50 years. Politicians, visitors and locals alike gather for happy hour and a meal on the patio under the shade of a stately magnolia tree.

Other Tallahassee Staples: Koolhaas Café, Georgia's Hogline Eatery

BRADLEY'S COUNTRY STORE
Located 12 miles from downtown beneath a majestic canopy of oak trees and Spanish moss, is Bradley's Country Store. A modest building, Bradley's stands today just as it did when it was erected in 1927. Their rustic, plain and simple, is making the best, old-fashioned, country-cooked and fresh sausage, stone-ground grits and preserves every can buy.



SWEET TREATS
The pastries at An Pichi Mignon are more than just delicious, they are small works of art. Handcrafted with care, each pastel-colored bite is a tasty tribute to true Parisian flavors.

Other Spots That Satisfy a Sweet Tooth: Lolly Popsicle, Big Easy Snacks, SDOUGH Baking Co., Tasty Party Bakery



Attractions

cover 700 miles of trails, enjoying one of our family-friendly attractions, or taking pictures of colorful murals.

CASCADES PARK/ CAPITAL CITY AMPHITHEATER
CapitalCityAmphitheater.com

This 24-acre downtown park includes Florida Prime Meridian marker, Capital City Amphitheater, multi-use trails, an interactive water fountain, Discovery playground, numerous historical markers and memorials.

DOROTHY B. OVEN PARK
TallahasseeParks.org

Centennial Park featuring lush gardens with azaleas, camellias, palms and other local flowers.

EDWARD BALL WAKULLA SPRINGS STATE PARK
FloridaStateParks.org

Wakulla Springs is one of the largest and deepest freshwater springs in the world. Daily guided boat tours offer wildlife viewing, including alligators, turtles, manatees, deer and bird species.

FLORIDA CAVERNS STATE PARK
FloridaStateParks.org

Florida Caverns offers visitors a chance to explore stunning caves.

and a visual array of mystifying stalactites, stalagmites, flowstones and dripstones.

LAKE JACKSON MOUNDS ARCHAEOLOGICAL STATE PARK
FloridaStateParks.org

Park Lake Jackson Native Americans lived at this site 800 years ago. It's now considered one of Florida's most important archaeological sites.

LAKE TALQUIN STATE PARK
FloridaStateParks.org

Perched on the bluffs overlooking Lake Talquin's southern shore, the park offers outdoor activities for all ages.

LICHGATE ON HIGH ROAD
LichgateOnHighRoad.org

This hidden gem includes a majestic live oak and English-style Tudor house -- a breathtaking photo opportunity.

OCHLOCKNEE RIVER STATE PARK
FloridaStateParks.org

This river empties into the Gulf of Mexico and is an excellent spot for fresh and saltwater fishing.

ST. GEORGE ISLAND
StGeorgeIsland.com

This 22-mile long barrier island is noted for sunning, shelling, swimming and beaches popular for bird and wildlife viewing. Consistently named as one of the best beaches in Florida.

ST. MARKS NATIONAL WILDLIFE REFUGE & LIGHTHOUSE
FloridaWildlife.com

Established as a wintering ground for migratory birds, it is one of the oldest refuges in the U.S. The refuge includes coastal marshes, islands, tidal creeks, estuaries of seven North Florida rivers, a historic lighthouse and is a "gateway site" for the Great Florida Birding Trail.

TOM BROWN PARK
TomBrownPark.com

This park offers miles of biking trails, numerous baseball and softball fields, tennis courts and wide open spaces.



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Arts & Culture

Art Lives Here

THE ARTS live here. That's more than a passing promise but rather a statement about the vibrancy, creativity and innovation of Tallahassee and the artisans that enrich its lifestyle. Arts, culture and heritage define the community, from galleries and historic sites to classical or quirky performances, music festivals, live entertainment or the bold and sometimes subtle artistic accents found everywhere. Enrich yourself, embrace and enjoy it. Tallahassee arts is a celebration for all ages, all year.



Good Vibes Only Murals



Museum of Florida History



Tallahassee Ballet



Governor's Mansion



COUNCIL ON CULTURE & ARTS (COCA)
816 S. Martin Luther King Jr. Blvd. (850) 224-2500. TallahasseeArts.org

The Council on Culture & Arts is the local arts agency for Tallahassee and Leon County. Visit COCA's website to see a comprehensive calendar of local arts and cultural events, including a complete listing and map of outdoor public art to explore.



TALLAHASSEE SYMPHONY ORCHESTRA
TallahasseeSymphony.org
One of the country's finest regional orchestras offering classical, holiday and family concerts, as well as innovative TSO Jazz Orchestra performances.



HICKEE FAUST CLUB FOR THE REALLY DRAMATIC ARTS
HickeeFaust.com
This company performs comedic cabaret-style shows at Railroad Square and calls itself "the weirdest thing in Tallahassee since 1967."

TALLAHASSEE CIVIC CHORALE
CivChorale.org
Established in 1986, the Tallahassee Civic Chorale is a non-audition community chorus consisting of approximately 50-60 singers in traditional SATB choral fashion.

TALLAHASSEE COMMUNITY CHORUS
TCCChorus.org
With singers ranging from high school students through senior citizens, the Chorus focuses on the performance of large masterworks with orchestras.

Tallahassee's "Art District." The historic industrial park is home to over 50 artist studios, galleries and locally owned businesses.

TALLAHASSEE BACH PARLEY
TallahasseeBachParley.org
Experienced musicians perform

music of the Baroque era (1600-1750) using period instruments.

TALLAHASSEE BALLET
TallahasseeBallet.org
The Tallahassee Ballet is a regional, semi-professional company featuring classical and contemporary works.

TALLAHASSEE YOUTH ORCHESTRAS
TallahasseeYouthOrchestras.com
The Tallahassee Youth Orchestras (TYO) is the premier orchestral training program of Florida Bay Band.

THEATRE TALLAHASSEE
TheatreTallahassee.org
Founded in 1949, Theatre Tallahassee offers eight annual productions across two different stages.

THEATRE TCCI
TheatreTCCI.org
Student performances as part of TCCI's Fine and Performing Arts Center. Season includes two mainstream productions and a student showcase.

VENVI ART GALLERY
VenviArtGallery.com
Owned and operated by artist Brenda Piersol, the gallery showcases local talent and presents works of upcoming and master artists.



LEARN MORE



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Railroad Square Art District

BY LILY BOYTON KAYE, OWNER
RAILROAD SQUARE ART DISTRICT

A MURAL-COVERED HAVEN for creative entrepreneurship, Railroad Square Art District features Tallahassee's most unique local microbusinesses. The historic lumberyard warehouses, located between downtown and the universities, have gradually transformed over the decades into one of the hippest spots in town.

Take a relaxing stroll around "The Square," browsing small shops, thrift treasure troves, galleries, and an indescribable variety of unique finds, such as a cult cinema theater, kayak outfitter and vintage pinball arcade. Document your visit to one of Tallahassee's most Instagrammable locations with photos in front of the iconic "Greetings from Tallahassee" mural, the whimsical "Alice in Wonderland," or one of the many other colorful and surprising art pieces.

Dine or drink outside a real railroad caboose (the Cram Box Gangster), grab a refreshing beverage at Square Mug or Oh Lemonade!, explore African-tan cuisine with Habi Africa, or enjoy the mural-plashed Art Garden of the Railroad Square Craft House, one of the city's largest open-air dining spaces.

Railroad Square is best known for its First Friday Festival, Tallahassee's longest-running monthly cultural event. From 6-9 p.m. on the first Friday of each month (rain or shine), the Art District is at its busiest and most vibrant, a relaxed community gathering with music, food trucks and great opportunities to experience the most creative side of the city.

Each business has its own operating hours (some of which are limited). Check out the business directory at RailroadSquare.com, and learn more about the diversity of offerings on Facebook (@RailroadSquare) and Instagram (@RailroadSquare).



Mikee Faust Club & Theatre



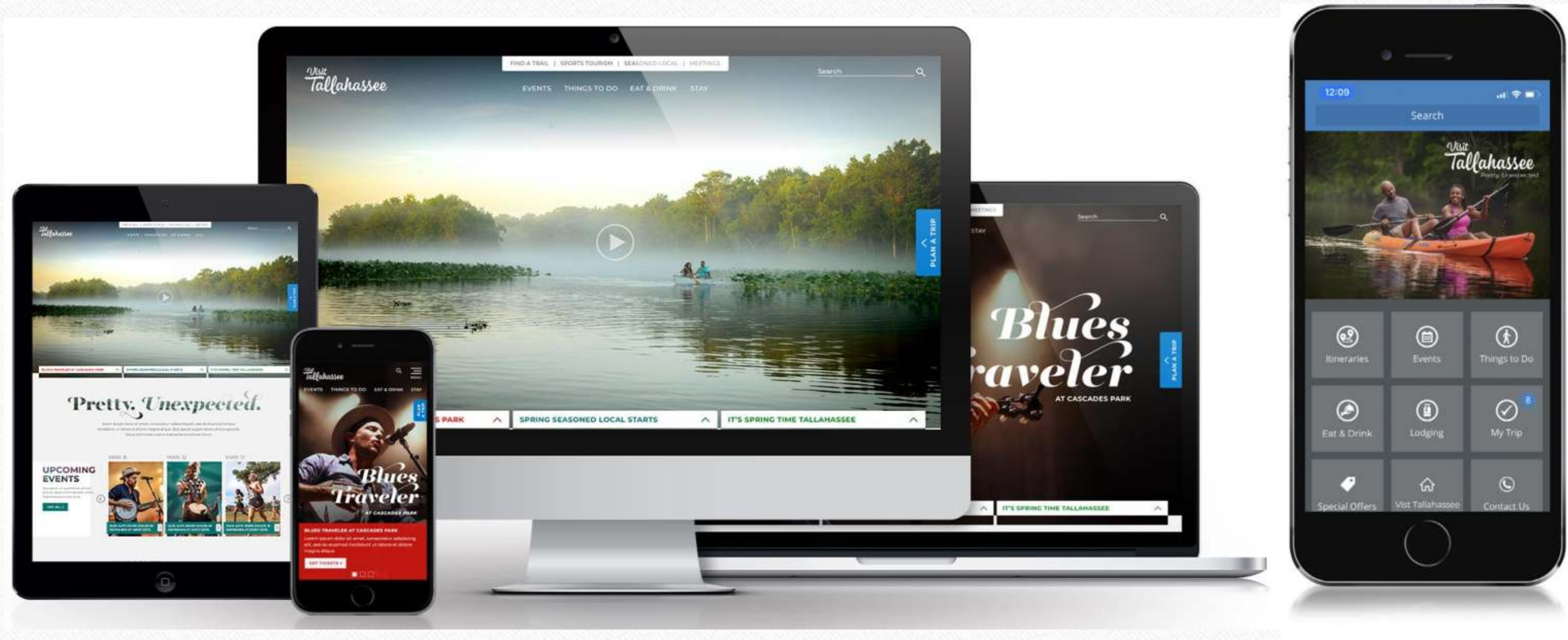
CAPITAL CITY PEDICABS
CapitalCityPedicabs.com
Enjoy an open carriage ride powered by your pedaling chauffeur. Look for them throughout Downtown, Uptown, College Town, Railroad Square and Cascades Park.

HELICOPTERS
TallahasseeHelicopters.com
Choose from options ranging from 2 miles to 60 miles in a four-seat helicopter. The aerial routes include Tallahassee, Wakulla Springs, Lake Talquin and St. Marks National Wildlife Refuge, as well as sunset tours and customized itineraries.

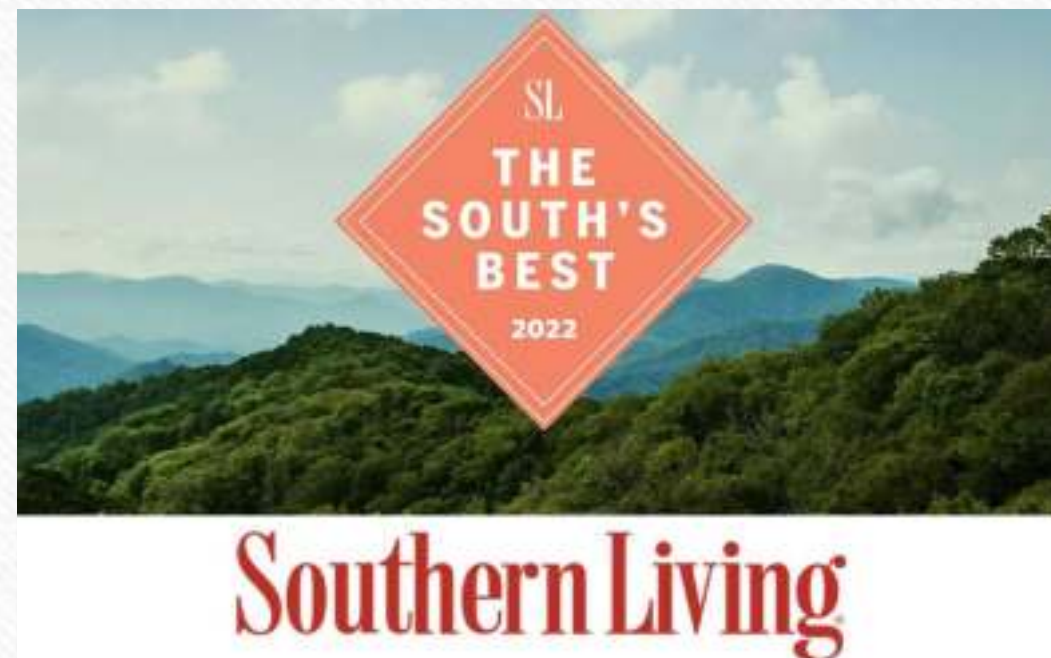
TALLAHASSEE SEGWAY TOURS
TallahasseeSegwayTours.com
Guides lead groups of up to six on tours of Downtown, College Town, through All Saints District, the universities and Railroad Square Art District.



Visit Tallahassee Website & Mobile App



National Recognition!



Forbes



Fodor's Travel

Marketing Assets for COCA Grantees

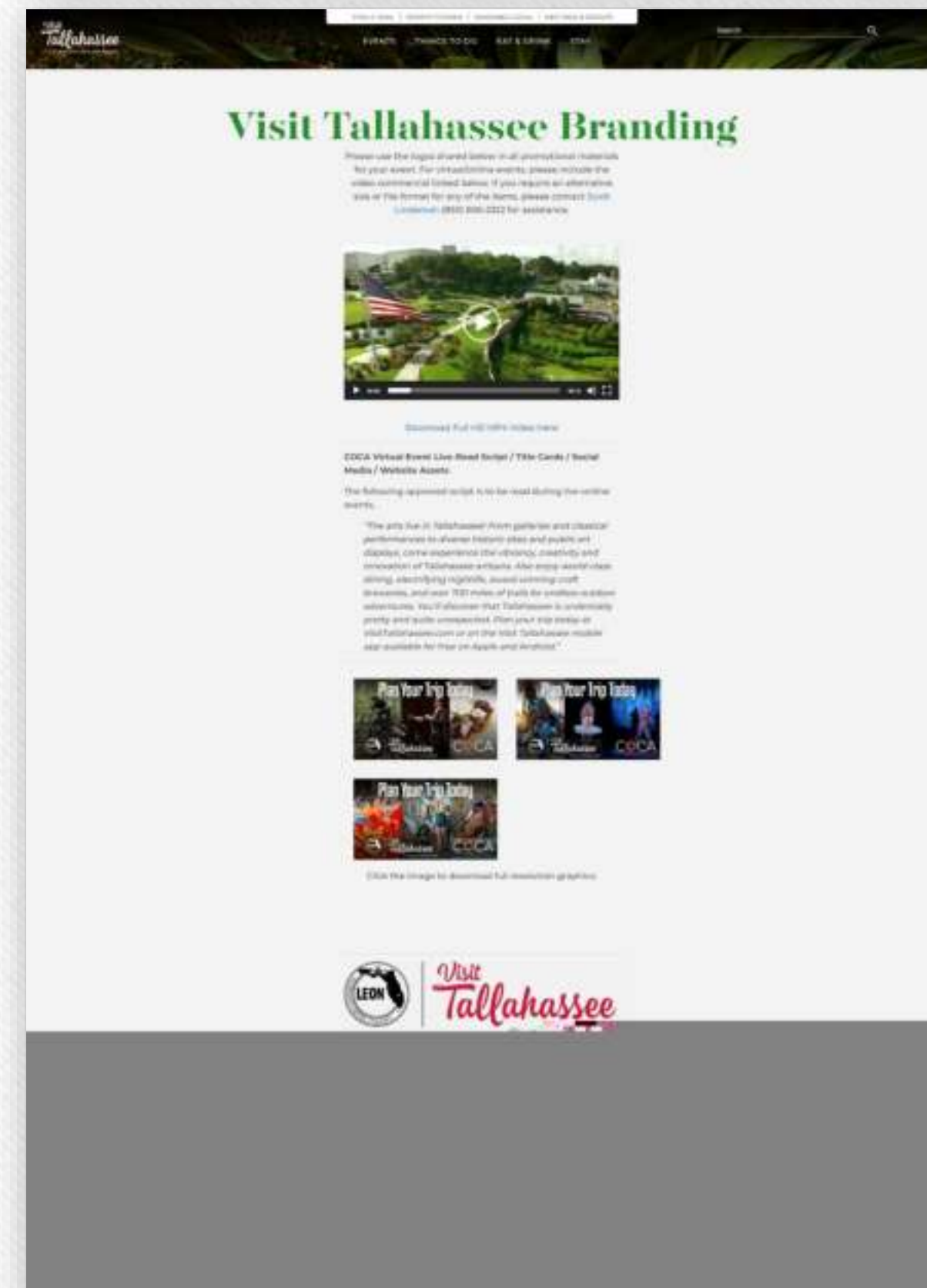
Digital Photo Gallery

Video Commercial :15 & :30 Options

Sample Radio Script

Visit Tallahassee Logos

Visitor Services &
Visitor Information Center



Easy Ways to Promote Your Event & Organization to Attract Visitors

- 1 – Paid social media advertising in targeted geographic markets *outside* of Leon County.
- 2 – Write and send press releases with photos to media outlets in those markets to get FREE press coverage.
- 3 – Add your event listing to free online calendars in target markets (newspapers, television, radio, regional magazines)

Partner Opportunities

COCA & VisitTallahassee.com Events Calendar

Participate in Sweepstakes and Promotions

Tag Visit Tallahassee on Social Media Posts

Follow our [Visit Tallahassee Partners](#) Facebook Group

Participate in journalist and social media influencer visits.

Take Advantage of [Co-op Advertising Programs](#)

Arts Co-op Advertising Opportunities

Designed specifically for arts, cultural and heritage organizations:

NPR Radio

(Panama City and Tallahassee markets)

Promoted Social Media Events

Digital Billboard

Many spots are already filled – don't miss your chance to take advantage of these great deals!





Thank you!

Scott Lindeman

Marketing Communications Director

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