



# 2023 TOURISM IMPACT REPORT

## DESTINATION HIGHLIGHT

Columbia County, FL is a subtropical paradise of lush tall pine forests, crystal blue natural springs, world-class sporting facilities, historic downtown and lively communities.

## TOP 5 THINGS TO DO

ICHETUCKNEE SPRINGS STATE PARK

HALPATTER BREWERY

HISTORIC DOWNTOWN

FALLING CREEK FALLS

OSCEOLA NATIONAL FOREST

## COLUMBIA COUNTY'S VISITORS

### VISITOR ARRIVAL

**JUNE**

most visitors  
in 2023

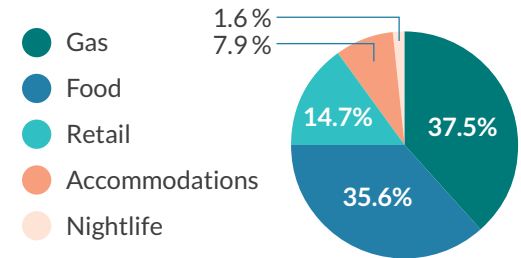
**SEPTEMBER**

least visitors  
in 2023

## TOP SOURCE MARKETS BY REGION

- 📍 Jacksonville, FL
- 📍 Orlando, Daytona Beach, and Melbourne, FL
- 📍 Tampa, St. Petersburg, and Sarasota, FL
- 📍 Tallahassee, FL and Thomasville, GA
- 📍 Atlanta, GA
- 📍 Miami and Ft. Lauderdale, FL

## VISITOR EXPENDITURES BY CATEGORY



## VISITOR SPENDING OVERVIEW

**\$90** Average spend

**\$249** Accommodations

## ACCOMMODATIONS DATA

62.9% Occupancy Rate

\$105.84 ADR

## TOURISM TAX REVENUE

\$2,118,453

## SOCIAL MEDIA

7.8M Total Paid Social Impressions  
+208% Increase from 2.5M

## ORGANIC RESULTS

+1,000 Followers

+300 Followers

Facebook Impressions

3.16M

Instagram Impressions

141.6K

Facebook Engagement

66.7K

Instagram Engagement

4.6K

## WEBSITE

+466%

Website Sessions  
22,892 to 129,648

+62%

Session Duration  
1:05 to 1:45

+44%

Engagement Rate  
35.7% to 51.3%

+462%

Users  
19,716 to 130,453

## PAID MEDIA RESULTS

### IMPRESSIONS

1.2M

TV Campaigns

556K

Brkthru

241K

Orlando Family Magazine

419K

Paid Search

787K

Pinterest

5.3M

Facebook & Instagram

+100,000 CLICKS

80.5:1

Expedia ROA

16.3:1

Hotels.com ROA

2.9:1

VRBO ROA

## PUBLIC RELATIONS RESULTS

Impressions

1.6B+

Earned Media Value

\$25M+

### TOP PLACEMENTS FROM FY23

The New York Times  msn

TRAVEL+ LEISURE  yahoo!life

 NEWSBREAK  Boston Herald

 Southern Living

## UPCOMING INFRASTRUCTURE AND INVESTMENT

500 ACRES regional park evolution.

Development of the I-75 and SR47 exit.

**BIGGEST-EVER** Busy Bee store.



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LakeCityFL.com