

# 2021: The Value of Tourism

## Lee County Tourism Highlights

### Direct Impact of Tourism

While COVID-19 continues to impact tourism, Lee County experienced a strong recovery in 2021.



Direct visitor spending generated  
**over \$3.7B**  
+41.7% from 2020

Visitor spending supported more than

## 69K jobs

+41.2% from 2020

and generated over

## \$1.8B

in wages and salaries

+39.2% from 2020

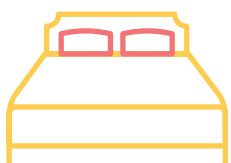


Visitors generated nearly

## 6.4M

 room nights

+44.9% from 2020

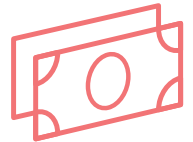


Bed tax generated

## more than \$53.3M

\*FY2021 +39.4% over FY2020

### VISITOR EXPENDITURES BY CATEGORY OF EXPENSE



Accommodations	\$1.05B
Restaurants	\$885M
Shopping	\$465M
Groceries	\$459M
Transportation	\$375M
Admission to Attractions/Events	\$194M
Other Entertainment	\$136M
Other	\$159M
<b>Total</b>	<b>\$3.7B</b>

+41.7% from 2020

### MEDIA

Paid Media Impressions\* . . . . . 643,501,603

Paid Media Added Value Impressions . . . . 24,657,835

Earned Media Impressions . . . . . 3,064,582,253

\*Includes paid social media impressions



**SOCIAL MEDIA**



Total Impressions . . . . . 164,915,356

Total Engagements . . . . . 4,794,823

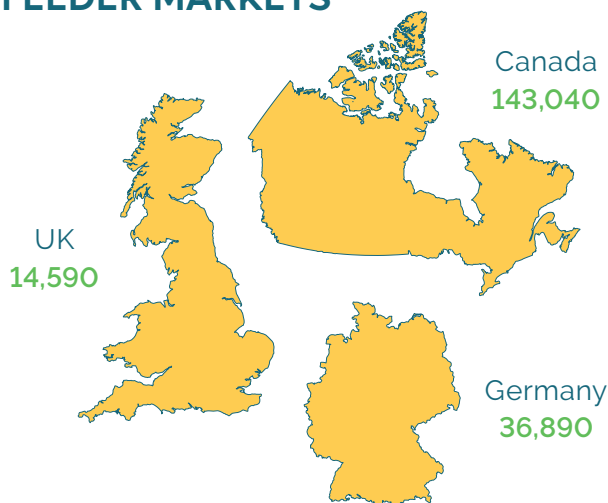
Total Social Audience . . . . . 883,735

# Direct Impact of Tourism

## ESTIMATED VISITATION

Paid Accommodations. . . . .	3.42M		+44.9%
U.S. Visitors	4.39M (94%)		
International Visitors	289K (6%)		
Friends/Relatives . . . . .	1.14M		+23.9%
Total Visitation. . . . .	4.69M		+38.2%

## TOP INTERNATIONAL FEEDER MARKETS



## TOURISM DOLLARS AT WORK



### BEACH & SHORELINE

Allocated **\$9.1M** to county-wide projects including beach nourishment, facility maintenance and improvements.

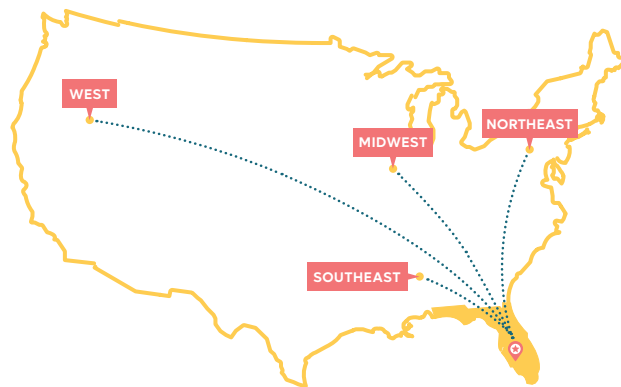
\*FY2021



### EVENTS & ATTRACTIONS MARKETING

Allocated **\$559K** to nonprofit partners to help foster the development and enhancement of visitor experiences.

\*FY2021



## TOP REGIONAL FEEDER MARKETS

Midwest. . . . .	2,052,530
Southeast. . . . .	892,090
Northeast. . . . .	766,820
West. . . . .	390,580
Floridians represented. . . . .	296,470

## TOP DOMESTIC MARKETS PAID ACCOMMODATIONS



Chicago. . . . .	4.8%	162,987
Minneapolis. . . . .	4.3%	147,172
New York City. . . . .	3.8%	128,512
Atlanta. . . . .	3.7%	127,674
Columbus. . . . .	3.6%	122,413
Washington DC - Baltimore. . . . .	3.1%	104,992



## GUESTS FIRST CUSTOMER SERVICE TRAINING

**974** Certified Guest Service Professionals

**3,516** Participants

\*Guests First was paused in 2021 due to COVID-19.

For more information, visit [LeeVCB.com](http://LeeVCB.com).

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ISLANDS, BEACHES  
& NEIGHBORHOODS