

# 2023: The Value of Tourism

## Lee County Tourism Highlights

### Direct Impact of Tourism

We saw an unprecedented drop in tourism this year due to the impact of Hurricane Ian.



Direct visitor spending generated over

**\$2.9B**

-26.8% from 2022

Visitor spending supported more than

**48K jobs**

-30.5% from 2022

generated nearly

**\$1.5B**

in wages and salaries

-24.5% from 2022



and saved local residents

**\$1,004** per household in state and local taxes

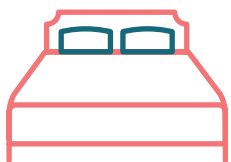
-46% from 2022



Visitors generated over

**4.3M** room nights

-26.4% from 2022



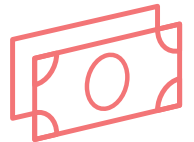
Bed tax generated more than

**\$36.5M** in FY23

-45% over FY22



### VISITOR EXPENDITURES BY CATEGORY OF EXPENSE



Restaurants	\$742M
Accommodations	\$685M
Shopping	\$372M
Groceries	\$363M
Transportation	\$290M
Admission to Attractions/Events	\$179M
Other Entertainment	\$150M
Other	\$112M
<b>Total</b>	<b>\$2.9B</b>

### MEDIA

Paid Media Impressions*	647,269,197
Paid Media Added Value Impressions	54,305,036
Earned Media Impressions	4,092,687,807

\*Includes paid social media impressions



**SOCIAL MEDIA**



Total Impressions	107,690,341
Total Engagements	3,817,589
Total Social Audience	910,909

# Direct Impact of Tourism

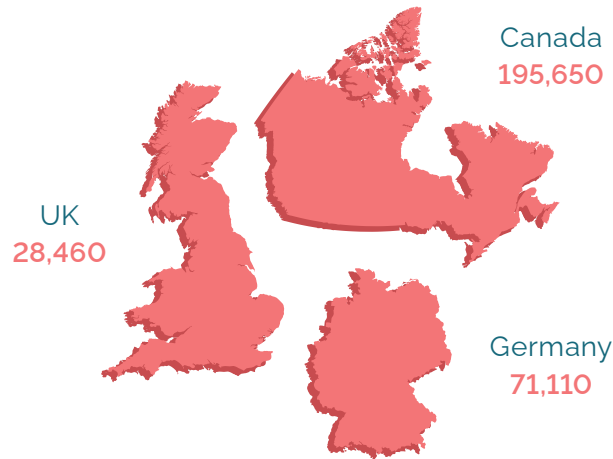
## ESTIMATED VISITATION

YOY Change

Paid Accommodations . . . . .	1.99M		-34.0%
U.S. Visitors	1.67M (84%)		
International Visitors	322K (16%)		
Friends/Relatives . . . . .	922K		-15.3%
Total Visitation . . . . .	2.98M		-29.2%

## TOP INTERNATIONAL FEEDER MARKETS

ALL VISITATION



## TOURISM DOLLARS AT WORK



### BEACH & SHORELINE

Allocated **\$15.7M** to countywide projects including beach nourishment, facility maintenance and improvements.

FY2023



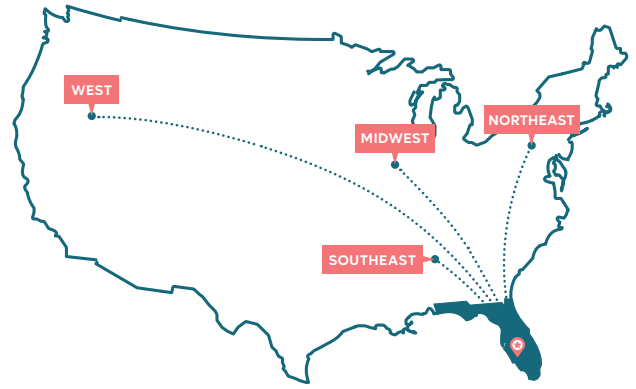
### EVENTS & ATTRACTIONS MARKETING

Allocated **\$756K** to nonprofit partners for marketing events and attractions and to foster the development of immersive visitor experiences.

FY2023

Visit [LeeVCB.com](http://LeeVCB.com) for more information.

To learn more about how tourism dollars affect Lee County residents and play a vital role in our local economy, view our [Sand Dollar Sense video](#).



## DOMESTIC REGIONAL MARKETS

ALL VISITATION

Midwest . . . . .	1,007,540
Southeast . . . . .	596,820
Northeast . . . . .	579,490
West . . . . .	250,700
Florida . . . . .	184,000

## TOP DOMESTIC MARKETS

PAID ACCOMMODATIONS



New York City . . . . .	7.4%	147,230
Atlanta . . . . .	6.2%	123,355
Chicago . . . . .	5.4%	107,438
Detroit . . . . .	4.9%	97,490
Washington, D.C.-Hagerstown . . .	4.7%	93,511
Minneapolis-St. Paul . . . . .	4.5%	89,532
Boston . . . . .	3.2%	63,667



## GUESTS FIRST CUSTOMER SERVICE TRAINING

**1,135**

Certified Guest  
Service Professionals

**4,033**

Participants

*Paused training for part of 2023 due to Hurricane Ian recovery efforts.*

