

# 2024: The Value of Tourism

Lee County  
Tourism Highlights



## Direct Impact of Tourism

Tourism indicators continue to move in a positive direction overall, despite two hurricanes in the fall and the lingering impacts of Hurricane Ian.



Visitor spending supported more than

**42K jobs**

+12.2% from 2023

generated nearly

**\$1.6B**

in wages and salaries

+15% from 2023



and saved local residents

**\$1,049**

per household in state and local taxes

+23.3% from 2023



## VISITOR EXPENDITURES BY CATEGORY OF EXPENSE



Restaurants	\$812M
Accommodations	\$787M
Groceries	\$414M
Shopping	\$377M
Transportation	\$279M
Admission to Attractions/Events	\$156M
Other Entertainment	\$183M
Other	\$96M
<b>Total</b>	<b>\$3.1B</b>

## MEDIA

Paid Media Impressions*	838,289,570
Paid Media Added Value Impressions	53,803,748
Earned Media Impressions	9,257,215,662

\*Includes paid social media impressions

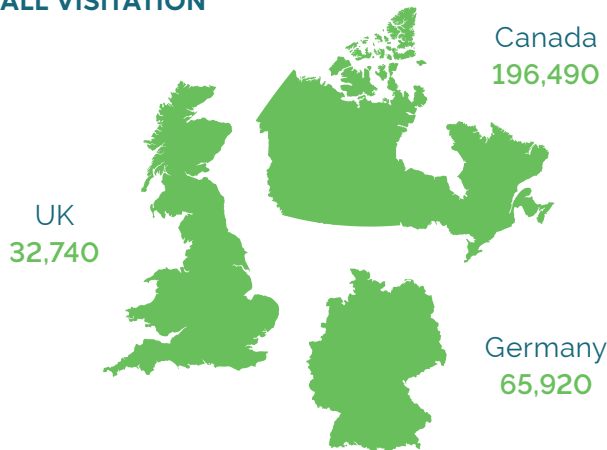
  <b>SOCIAL MEDIA</b>  	
Total Impressions	111,322,390
Total Engagements	2,892,579
Total Social Audience	893,198

# Direct Impact of Tourism

ESTIMATED VISITATION		YOY Change
Paid Accommodations.....	2.13M	+15.0%
U.S. Visitors: 1.86M (87%)		
International Visitors: 267K (13%)		
Friends/Relatives.....	1.03M	+20.1%
Total Visitation.....	3.20M	+15.5%

## TOP INTERNATIONAL FEEDER MARKETS

ALL VISITATION



## TOURISM DOLLARS AT WORK



### BEACH & SHORELINE

Allocated **\$11.1M** to countywide projects including beach nourishment, facility maintenance and improvements.  
*FY2024*



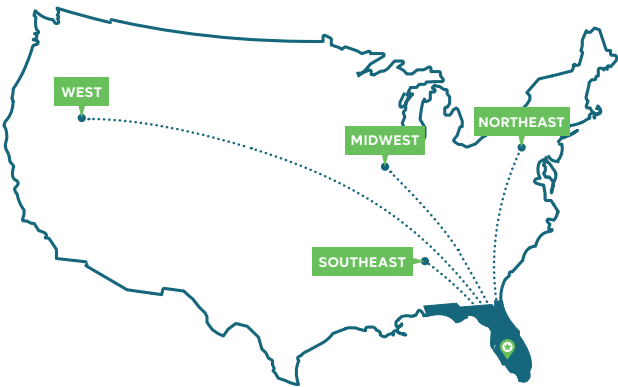
### EVENTS & ATTRACTIONS MARKETING

Allocated **\$852K** to nonprofit partners for marketing events and attractions and to foster the development of immersive visitor experiences.  
*FY2024*

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, scan the QR code to watch our **Sand Dollar Sense video**.



## DOMESTIC REGIONAL MARKETS

ALL VISITATION

Midwest .....	1,101,200
Northeast .....	639,340
Southeast .....	605,980
West .....	266,680
Florida .....	221,930

## TOP DOMESTIC MARKETS

PAID ACCOMMODATIONS



Minneapolis-St. Paul .....	5.9%	125,761
Chicago .....	4.4%	93,288
Atlanta .....	3.9%	83,799
New York City .....	3.7%	78,918
Philadelphia .....	3.4%	72,178
Boston .....	3.1%	65,088
Indianapolis .....	3.0%	64,514



## GUESTS FIRST CUSTOMER SERVICE TRAINING

**1,181**  
Certified Guest  
Service Professionals

**3,938**  
Participants