

8 WAYS

Tourist Tax Dollars Work For You



01

BETTER BEACHES

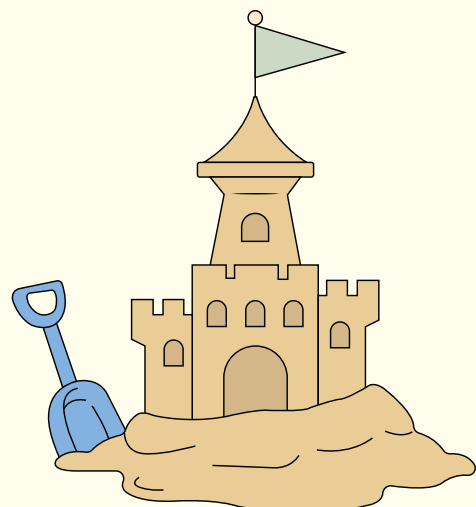
Every time a visitor books a hotel stay, a portion of that goes towards keeping our beaches clean, sand renourishment, and dune walk overs.



03

CREATES JOBS

Tourism keeps locals employed in hospitality, retail, food, and recreation jobs, and encourages new business growth in the community.



05

SUPPORTS EVENTS & ATTRACTIONS

All those festivals and local events that you love? Tourist tax provides funding to make them happen so that they add vibrancy and fun to our community



07

HELPS LOCAL BUSINESSES

Visitors spent **\$3.1 billion** dollars in Lee County in 2024 at hotels, shops, and restaurants, but that money traveled further. It also helped support local businesses and entrepreneurs like taxi drivers, farmers, musicians, cleaners, event planners, and many others behind the scenes - resulting in an overall impact of **\$4.1 billion**.

02

PARK ENHANCEMENTS

The tax collected from tourists goes towards upgrading park facilities like walking paths and public restrooms.



04

PAYS FOR STADIUMS

It helps cover debt service payments and major maintenance projects at the Lee County Sports Complex and JetBlue Park, without raising our taxes.



06

FLIGHTS IN & OUT OF RSW

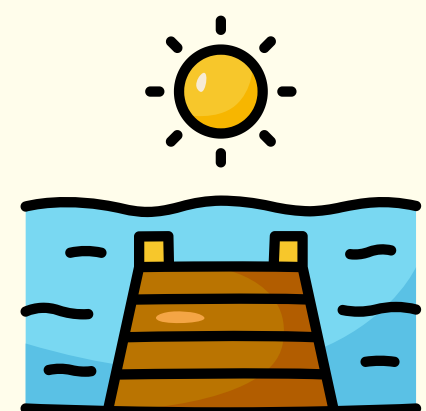
Tourism helps us stay connected by bringing in more flights and better travel options. More visitors mean more flights, which means more choices for residents, too.



08

SUPPORTS HURRICANE RECOVERY

Tourist tax dollars are being used to supplement FEMA hurricane recovery funding to make projects like the Fort Myers Beach pier longer and wider than it was before.



Which of your favorite local spots or activities have benefitted from Tourist Tax dollars?

BEACHES, PARKS & PUBLIC SPACES

Alva

Caloosahatchee Regional Park
Hickey's Creek Park

Boca Grande

Beach Accesses (15)
Gasparilla Island Lighthouse Park
Gasparilla Island State Park

Bonita Springs & Estero

Beach Accesses (9)
Bonita Beach Park
Dog Beach
Little Hickory Island Beach Park
Lovers Key State Park
Imperial River Park
Riverside Park Fishing Pier
Koreshan State Park

Cape Coral

Four Mile Cove Eco Park
Jaycee Park
Lake Kennedy Boardwalk
Rotary Park
Sirenia Vista Park
Yacht Club Beach
Yellow Fever Creek Preserve

Captiva Island

Turner Beach Park
Alison Hagerup Beach Park
Andy Rosse Beach access

Fort Myers Beach

Beach Accesses (42)
Bowditch Point Park
Bunche Beach
Crescent Beach Park
Lynn Hall Memorial Park
Matanzas Pass Boardwalk
Mound House Park
Newton Beach Park
Fort Myers Beach Fishing Pier
Free Tram

Fort Myers

Billy's Creek Restoration
Downtown Fishing Pier
Historic Seawall at Edison Estate
Legacy Island Development
Manatee Park Shoreline

Matlacha

Matlacha Park Fishing Pier
Bat House Park Restroom

North Fort Myers

Caloosahatchee Creeks Preserve East
North Shore Park

Sanibel Island

Bowmans Beach
Blind Pass Beach
Causeway Island Park
DING Darling Boardwalk & Fishing Pier
Gulfside City Park
Lighthouse Beach Park
Tarpon Bay Beach
Lighthouse Fishing Pier

Countywide

Beach Renourishment
Calusa Blueway Paddling Trail

EVENTS

American Sand Sculpting Championship
ArtFest Fort Myers
Big Arts Mini Film Festival
Bonita Springs National Art Festival
Calusa Nature Center's Haunted Walk
Cape Coral Art Festival
City of Palms Basketball Classic
CROW's Taste of the Islands
Edison & Ford Winter Estates' Holiday Lights
Fort Myers Tip Off
Fringe Fort Myers Performing Arts Festival
Island Hopper Songwriter Festival
Next Level Street Art Event
Sanibel Shell Show
Tour de Cape
Savannah Banana World Tour

ATTRACTIONS

Multiple locations

Art Council of Southwest Florida
Barrier Island Parks Society
Big Arts
Bonita Springs Concert Band
Calusa Nature Center & Planetarium
Cape Coral Historical Society
Center for the Arts of Bonita Springs
Clinic for the Rehabilitation of Wildlife
Cultural Park Theatre
Ding Darling Wildlife Society
ECHO Global Farms
Edison & Ford Winter Estates
Estero Island Historical Society
Florida Repertory Theatre
Fort Myers Beach Arts Association
Fort Myers Mural Society
Friends of Matanzas Pass Preserve
Gulf Coast Symphony Orchestra
Gulfshore Opera
IMAG History & Science Center
Laboratory Theater
Lakes Park Enrichment Foundation
Lee County Alliance of the Arts
Lee County Parks & Recreation
Railroad Museum of South Florida
River District Alliance
Sanibel Captiva Conservation Foundation
Sanibel Music Festival
Sidney & Berne Davis Art Center
Southwest Florida Symphony
The Players Circle Art Center
The Stardust Memories Big Band
The Wonder Gardens
Uncommon Friends Foundation (Burroughs Home)

FACILITATED BY:

fort
MYERS
LEE COUNTY VISITOR &
CONVENTION BUREAU

