

2025: The Value of Tourism

Lee County
Tourism Highlights



Direct Impact of Tourism

Tourism performance metrics continue to demonstrate steady growth.



Direct visitor spending generated over
\$3.3B
+7.4% from 2024

Visitor spending supported more than

31K* jobs

+6.3% from 2024

generated nearly
\$1.19B*
in wages and salaries

+8.3% from 2024



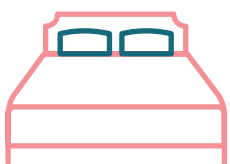
and saved local residents

\$929* per household in
state and local taxes

+6.6% from 2024

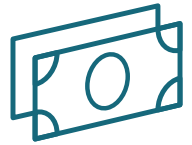


Visitors booked over
4.7M room nights
+7.6% from 2024



Bed tax generated more than
\$46.8M in FY25
+5% from FY24

VISITOR EXPENDITURES BY CATEGORY OF EXPENSE



Restaurants	\$865M
Accommodations	\$861M
Groceries	\$418M
Shopping	\$409M
Transportation	\$313M
Admission to Attractions/Events	\$190M
Other Entertainment	\$162M
Other	\$89M
Total	\$3.3B

MEDIA

Paid Media Impressions*	1,179,518,729
Paid Media Added Value Impressions	34,178,336
Earned Media Impressions	8,106,196,530

**Includes paid social media impressions*



SOCIAL MEDIA



Total Impressions	146,430,833
Total Engagements	4,350,386
Total Social Audience	866,196

Direct Impact of Tourism

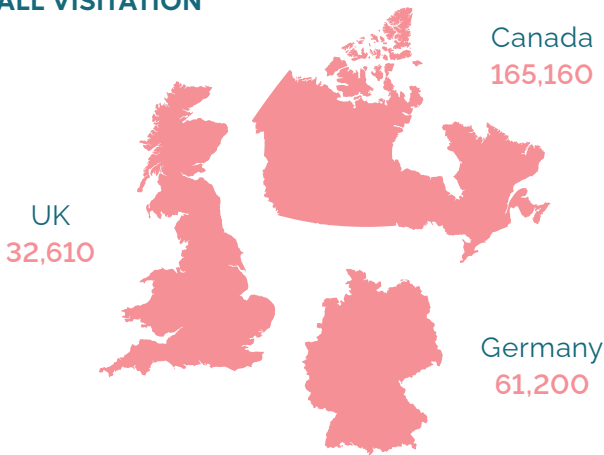
ESTIMATED VISITATION

YOY Change

Paid Accommodations	2,212,600		+3.8%
U.S. Visitors:	1,977,100 (89%)		
International Visitors:	235,500 (11%)		
Friends/Relatives	1,032,500		+0.3%
Total Visitation	3,320,700		+3.8%

TOP INTERNATIONAL FEEDER MARKETS

ALL VISITATION



TOURISM DOLLARS AT WORK



BEACH & SHORELINE

Allocated **\$12.7M** to countywide projects such as beach nourishment and maintenance, and capital improvements.



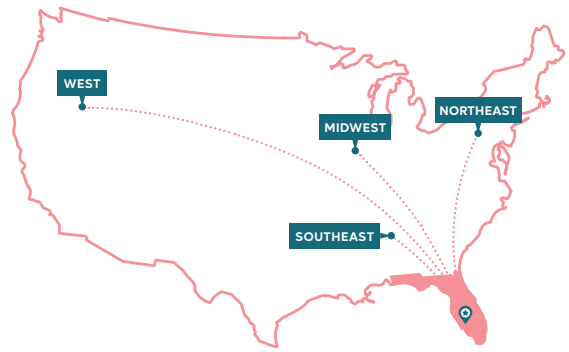
EVENTS & ATTRACTIONS MARKETING

Allocated **\$850K** to nonprofit partners for marketing events and attractions and to foster the development of unique visitor experiences.

Visit LeeVCB.com for more information.



To learn more about how tourism dollars affect Lee County residents and play a vital role in the local economy, scan the QR code to watch our **Sand Dollar Sense video**.



DOMESTIC REGIONAL MARKETS

ALL VISITATION

Midwest	1,111,750
Northeast	787,730
Southeast	604,570
West	241,630
Florida	252,130

TOP DOMESTIC MARKETS

PAID ACCOMMODATIONS



New York City	6.2%	137,146
Boston	5.0%	111,454
Minneapolis–St. Paul	5.0%	110,369
Chicago	4.8%	106,929
Philadelphia	3.0%	66,065
Washington, DC–Hagerstown	2.6%	57,021
Detroit	2.5%	54,732



GUESTS FIRST CUSTOMER SERVICE TRAINING

4,086

Participants

1,226

Certified Guest Service Professionals



TOURISM AMBASSADOR VOLUNTEER PROGRAM

878,246

visitors and residents assisted

*Calendar Year 2024 economic impact figures were revised following the November 2025 release of IMPLAN's CY2024 dataset, replacing the CY2023 dataset used in the initial analysis. Revisions reflect the most current data available at this time and resulted in modest downward adjustments to most CY2024 figures.