

2018 LEE COUNTY TOURISM HIGHLIGHTS

THE VALUE OF TOURISM

DIRECT IMPACT OF TOURISM

UP
1%



**DIRECT VISITOR
SPENDING**

**VISITOR SPENDING SUPPORTED
MORE THAN 59,275 JOBS**
(21% OF LEE COUNTY'S EMPLOYMENT)

WITH

**1 OUT OF 5 LOCAL JOBS TIED
TO TOURISM**

VISITOR EXPENDITURES BY CATEGORY OF EXPENSE

	2018 (MILLIONS)	YOY % CHANGE
FOOD AND BEVERAGES	\$797	+2.4%
SHOPPING	\$738	-1.2%
LODGING ACCOMMODATIONS	\$752	-0.2%
GROUND TRANSPORTATION	\$269	+0.5%
OTHER	\$561	+4.0%
TOTAL	\$3,116	+1.0%

\$2.2B

72% OF ALL
TOURISM
SPENDING

**PAID ACCOMMODATION
GUEST SPENDING**

UP
0.8%
YOY

MEDIA



OVER 677M
GROSS IMPRESSIONS

APPROXIMATELY \$2.2M
IN ADDED-VALUE MEDIA

OVER 84M
CO-OP MARKETING IMPRESSIONS



98,612,013

TOTAL SOCIAL MEDIA IMPRESSIONS

1,163,080

TOTAL SOCIAL MEDIA ENGAGEMENTS

237,138 | 29% ▲YOY

TOTAL SOCIAL MEDIA WEBSITE REFERRALS

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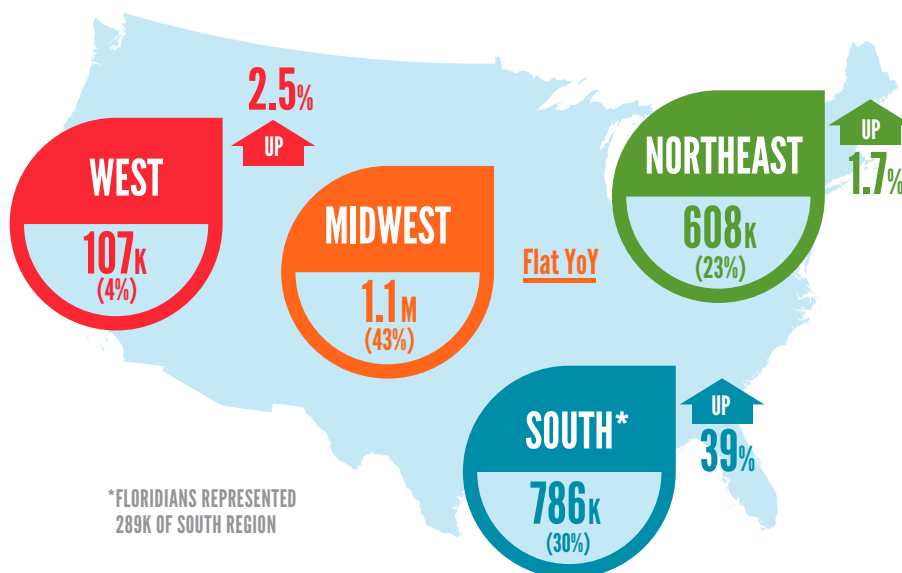
ESTIMATED VISITATION	2017	2018	% CHANGE
PAID ACCOMMODATIONS	3,027,400	3,038,997	+0.4%
FRIENDS/RELATIVES	1,769,994	1,754,853	-0.9%
TOTAL VISITATION	4,797,394	4,793,850	-0.1%

 **4.8M VISITORS!**

NEARLY TWO-THIRDS STAYED IN PAID ACCOMMODATIONS (3M)

86% OF THOSE WERE U.S. RESIDENTS (2.6M)
NEARLY 412K WERE INTERNATIONAL VISITORS

TOP REGIONAL FEEDER MARKETS



TOP INTERNATIONAL FEEDER MARKETS



2018 TOP 10 DMAS (PAID ACCOMMODATIONS)

NEW YORK	5.9%	154,221
CHICAGO	5.2%	136,893
BOSTON (MANCHESTER, NH)	4.8%	126,496
MINNEAPOLIS-SAINT PAUL	4.4%	114,366
TAMPA-ST. PETERSBURG	3.8%	98,771
MIAMI-FORT LAUDERDALE	3.5%	91,839
INDIANAPOLIS	3.4%	90,107
PHILADELPHIA	3.4%	90,107
CINCINNATI	3.3%	86,641
DETROIT	3.1%	81,442

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