

## 2019 Lee County Tourism Highlights

# THE VALUE OF *tourism.*



### Direct Impact of Tourism



Direct Visitor Spending More Than

**\$3.3B**

**+5%**



Visitor Spending Supported More Than



**61K+**  
*Jobs*



Local Jobs Tied to Tourism



19% of Lee County Employment

Visitor-Generated Room Nights

**+5.6%**

**5.58M**



**4.9M Visitors**

NEARLY **TWO-THIRDS** STAYED IN **PAID** ACCOMMODATIONS (3.14M)

**86%** OF THOSE WERE **U.S. RESIDENTS** (4.2M)

NEARLY 700K WERE INTERNATIONAL VISITORS

Bed Tax % increase YOY

**5.5% Bed Tax**

**\$43,493,514**

### Visitor Expenditures by Category of Expense

ACCOMMODATIONS	\$882M
RESTAURANTS	\$813M
GROCERIES	\$343M
SHOPPING	\$543M
TRANSPORTATION	\$277M
ADMISSION TO ATTRACTIONS / EVENTS	\$195M
OTHER ENTERTAINMENT	\$93M
OTHER	\$126M

**+5%**



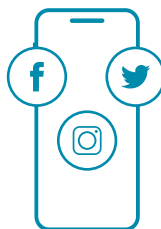
**TOTAL**

**\$3.3B**



*Media*

Paid Media Impressions.....	785,282,800
Paid Media Added Value .....	\$3,336,900
Earned Media Impressions .....	3,201,799,815



*Social Media*

Impressions.....	105,498,663
Engagements.....	4,843,236



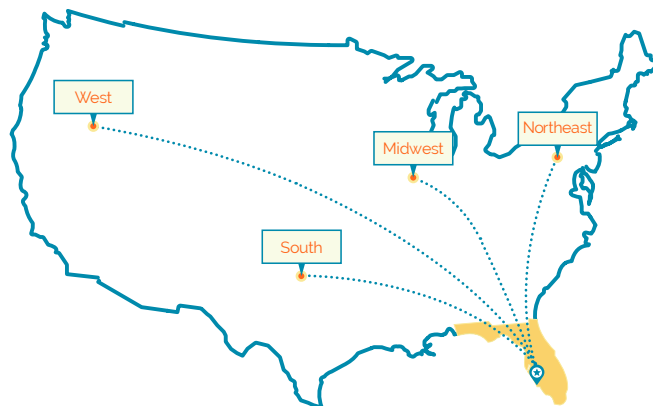
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### Estimated Visitation

	2019	% Change
PAID ACCOMMODATION:	3,142,140	+3.4%
FRIENDS/RELATIVES:	1,576,470	-10.2%

+2.8%

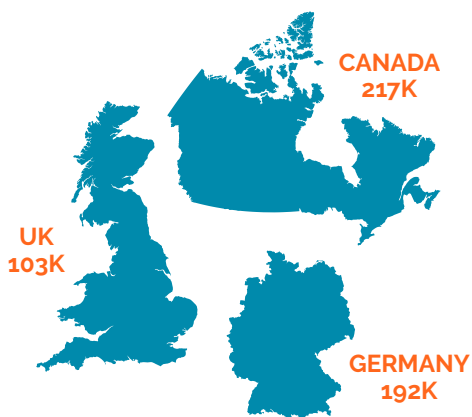


### Top Regional Feeder Markets

MIDWEST	1.9 M
SOUTH	1.1 M
NORTHEAST	1 M
WEST	241 K

### Top International

## Feeder Markets



### Top Domestic Markets

## Paid Accommodations

MINNEAPOLIS	141,396
NEW YORK CITY	135,112
CHICAGO	119,401
MIAMI-FT. LAUDERDALE	113,117
CINCINNATI	91,122
BOSTON	78,554
WASHINGTON, D.C.-BALTIMORE	75,411
INDIANAPOLIS	65,985
GREEN BAY-APPLETON	69,127
DETROIT	65,985

## Tourism Dollars At Work

BEACH & SHORELINE PROGRAM ALLOCATED **\$10.1 M**  
TO COUNTYWIDE PROJECTS SUCH AS BEACH NOURISHMENT,  
FACILITY MAINTENANCE AND IMPROVEMENTS.

EVENTS & ATTRACTIONS MARKETING PROGRAMS  
ALLOCATED **\$700K** TO NON PROFIT PARTNERS TO FOSTER THE  
DEVELOPMENT AND ENHANCEMENT OF VISITOR EXPERIENCES.



## Guests First Customer Service Training



CERTIFIED GUEST SERVICE PROFESSIONAL ..... **974**



PARTICIPANTS ..... **3,497**

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