

2020 The Value of Tourism

Lee County Tourism Highlights

Direct Impact of Tourism

DIRECT VISITOR SPENDING

Nearly
\$2.6B

VISITOR SPENDING SUPPORTED MORE THAN

49K jobs

LOCAL JOBS TIED TO TOURISM

1 out of 6

15% of Lee County Employment

VISITOR-GENERATED ROOM NIGHTS

4.4M



3.4M Visitors

Nearly **TWO-THIRDS** stayed in **PAID**
accommodations (2.4M)

94% of those were U.S. RESIDENTS

Nearly **200K** were International Visitors

BED TAX

\$38.3M

FY2020



VISITOR EXPENDITURES BY CATEGORY OF EXPENSE

ACCOMMODATIONS	\$738M
RESTAURANTS	\$608M
GROCERIES	\$326M
SHOPPING	\$358M
TRANSPORTATION	\$243M
ADMISSION TO ATTRACTIONS/EVENTS	\$142M
OTHER ENTERTAINMENT	\$111M
OTHER	\$107M
TOTAL	\$2.6B

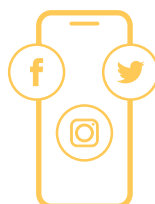


MEDIA

Paid Media Impressions	597,660,110
Paid Media Added Value	\$5,599,075
Earned Media Impressions	5,127,687,659

SOCIAL

Impressions	151,756,607
Engagements	6,150,766





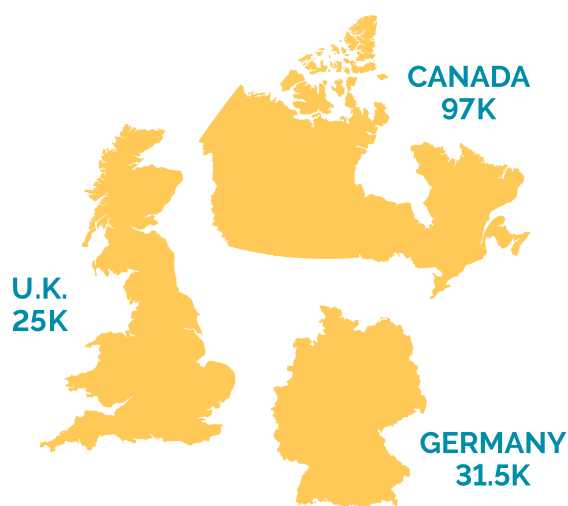
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ESTIMATED VISITATION

	2020	CHANGE
PAID ACCOMMODATIONS	2,357,960	-24.9%
FRIENDS/RELATIVES	922,300	-41.5%
TOTAL VISITATION	3,391,700	-31.2%

TOP INTERNATIONAL Feeder Markets



Tourism Dollars at Work

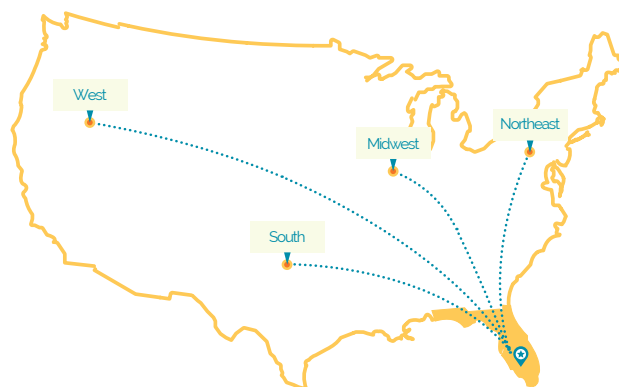
Beach & Shoreline

Allocated **\$9M** to county-wide projects such as beach nourishment, facility maintenance and improvements.



Events & Attractions Marketing

Allocated **\$700K** to nonprofit partners to foster the development and enhancement of visitor experiences.



TOP REGIONAL FEEDER MARKETS

MIDWEST	1.4M
SOUTH	907K
NORTHEAST	654K
WEST	222K



TOP DOMESTIC MARKETS Paid Accommodations

NEW YORK CITY	196,720
CHICAGO	142,450
MIAMI-FT. LAUDERDALE	122,100
DETROIT	118,720
MINNEAPOLIS-ST. PAUL	118,710



Guests First CUSTOMER SERVICE TRAINING



CERTIFIED GUEST SERVICE PROFESSIONALS.... **974**



PARTICIPANTS

