

# 2022: The Value of Tourism

## Lee County Tourism Highlights

### Direct Impact of Tourism

While Hurricane Ian had devastating effects on tourism in the last quarter of the calendar year, tourism experienced a record-breaking year overall.



Direct visitor  
spending generated  
**over  
\$4.1B**  
*+10.9% from 2021*

Visitor spending supported more than

## 73K jobs

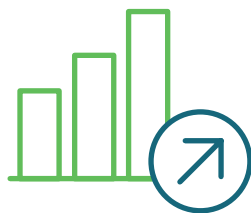
*+6.3% from 2021*

and generated over

## \$2B

in wages and salaries

*+11.1% from 2021*

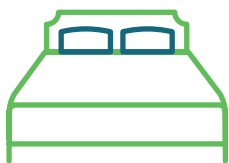


Visitors generated nearly

## 6.3M

 room nights

*-1.9% from 2021*



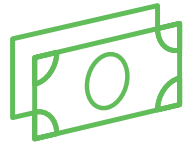
Bed tax generated

## more than \$66M

 in FY22

*+24.7% over FY21*

### VISITOR EXPENDITURES BY CATEGORY OF EXPENSE



Accommodations	\$1.2B
Restaurants	\$931M
Shopping	\$528M
Groceries	\$484M
Transportation	\$399M
Admission to Attractions/Events	\$219M
Other Entertainment	\$179M
Other	\$165M
<b>Total</b>	<b>\$4.1B</b>

*+10.9% from 2021*

### MEDIA

Paid Media Impressions*	651,510,227
Paid Media Added Value Impressions	42,533,847
Earned Media Impressions	3,026,332,411

*\*Includes paid social media impressions*



**SOCIAL MEDIA**



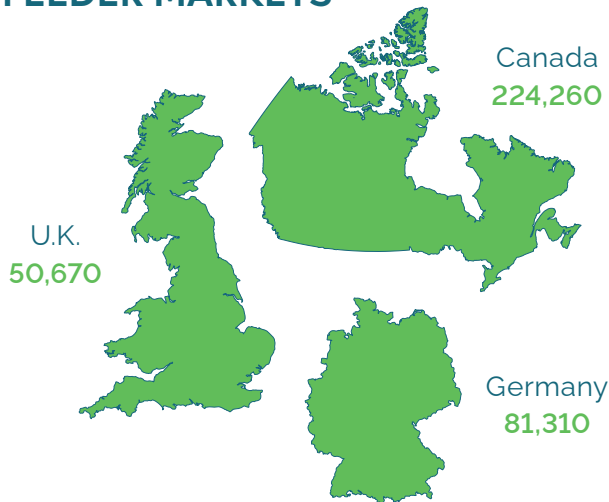
Total Impressions	111,779,535
Total Engagements	3,105,228
Total Social Audience	889,805

# Direct Impact of Tourism

## ESTIMATED VISITATION

Paid Accommodations . . . . .	3.19M	-6.6%
U.S. Visitors	2.85M (90%)	
International Visitors	341K (10%)	
Friends/Relatives . . . . .	1.15M	+0.2%
Total Visitation . . . . .	4.44M	-5.4%

## TOP INTERNATIONAL FEEDER MARKETS



## TOURISM DOLLARS AT WORK



### BEACH & SHORELINE

Allocated **\$10.2M** to county-wide projects including beach nourishment, facility maintenance and improvements.

\*FY2022



### EVENTS & ATTRACTIONS MARKETING

Allocated **\$581K** to nonprofit partners to help foster the development and enhancement of visitor experiences.

\*FY2022



## TOP REGIONAL FEEDER MARKETS

Midwest . . . . .	1,588,820
Southeast . . . . .	728,810
Northeast . . . . .	707,785
West . . . . .	307,035
Floridians represented . . . . .	635,840

## TOP DOMESTIC MARKETS PAID ACCOMMODATIONS



Chicago . . . . .	4.2%	133,307
Cincinnati . . . . .	3.7%	117,728
New York City . . . . .	3.5%	111,979
Atlanta . . . . .	3.5%	111,256
Minneapolis-St. Paul . . . . .	3.4%	107,597
Cleveland . . . . .	3%	96,206



## GUESTS FIRST CUSTOMER SERVICE TRAINING

**1,070** Certified Guest Service Professionals

**3,796** Participants