



*the beaches of*  
FORT MYERS  SANIBEL

# Today's Summit



LEE  
COUNTY'S  
LIFEBLOOD!

\$2.9 BILLION  
IN VISITOR  
EXPENDITURES  
IN 2008

\$92 per second!

# Tourism's Economic Impact

\$2.9  
billion =



\$8,000,000

per DAY

\$332,048

per HOUR

\$5,534

per MINUTE

\$92

per SECOND

# Tourism's Economic Impact

AVERAGE  
VISITOR



\$125  
per day

\$1,300  
per trip

- Average travel party spent almost \$4,500 per trip

# Tourism's Economic Impact



=

\$70  
spent by  
visitors

Plus, Tourism Generates:

\$78 million

Direct impact on LOCAL  
government revenues

\$212 million

Direct impact on STATE  
government revenues

# 2008 Visitor Estimates

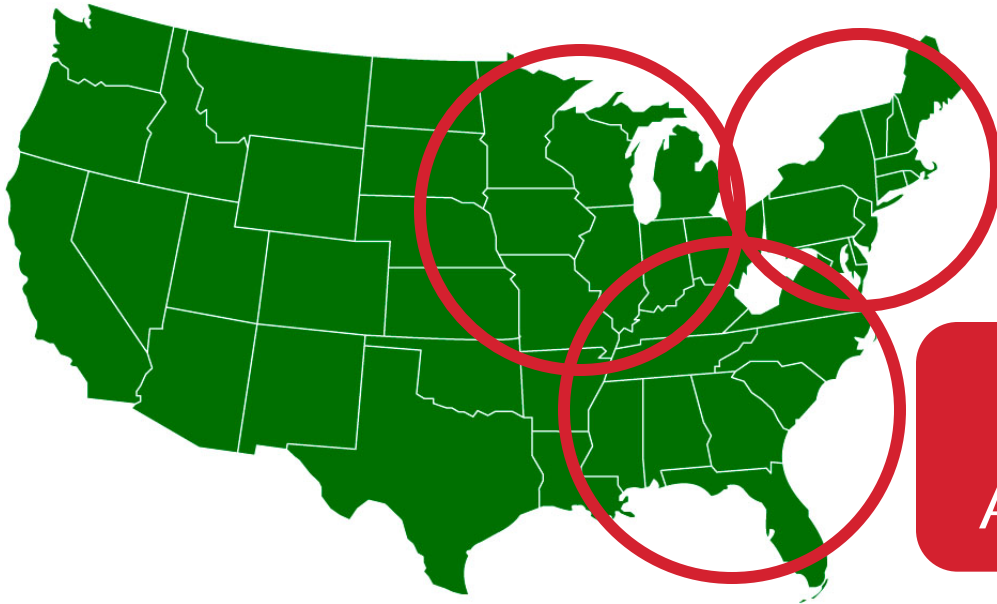
4.7 million  
Visitors  
JAN-DEC, 2008

2.6 million  
Stayed with friends  
or relatives

2.1 million  
Stayed in paid  
accommodations



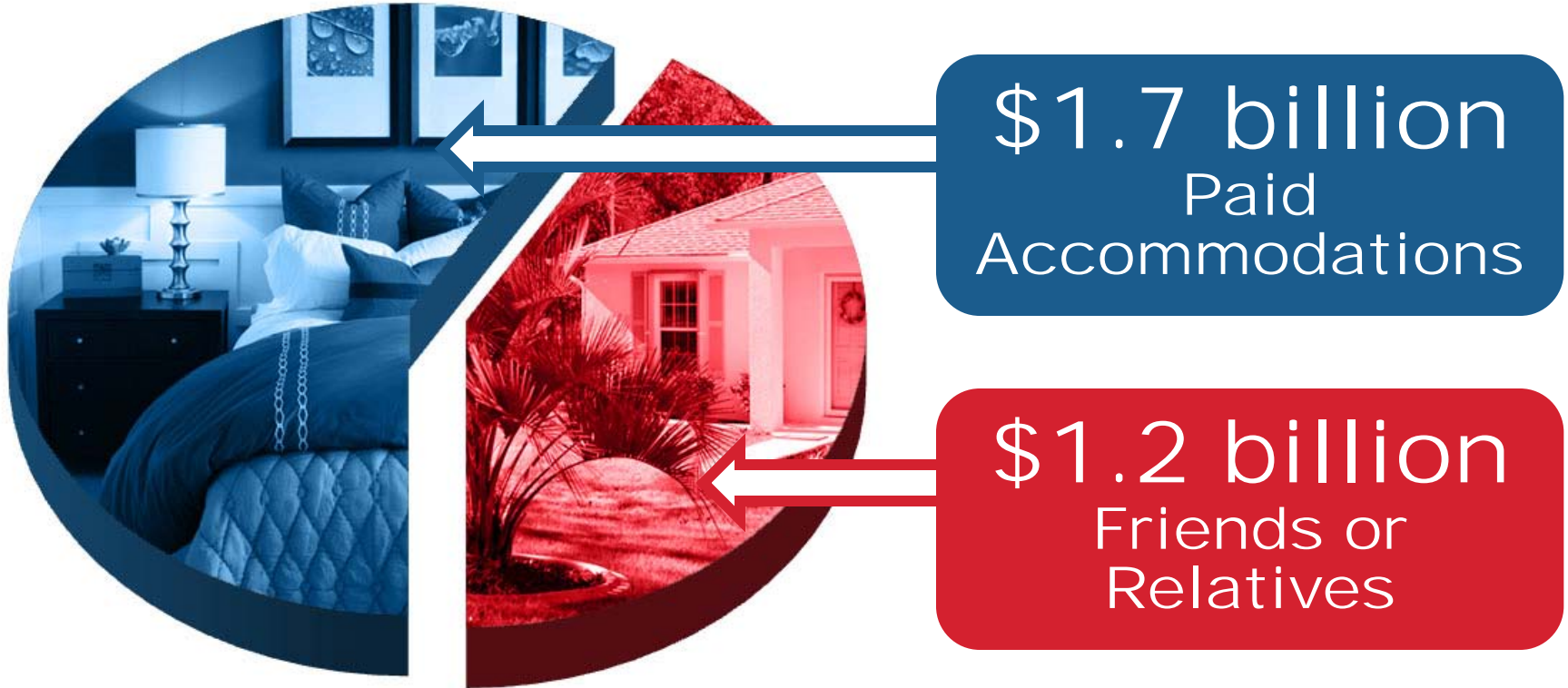
# 2008 Visitor Estimates



U.S. RESIDENTS  
IN PAID  
ACCOMMODATIONS

	VISITORS	LIKELY VISIT
Midwest	~40%	Winter
South	~25%	Spring / Summer
Northeast	~20%	Winter

# 2008 Visitor Expenditures



**\$2.9 BILLION**