



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

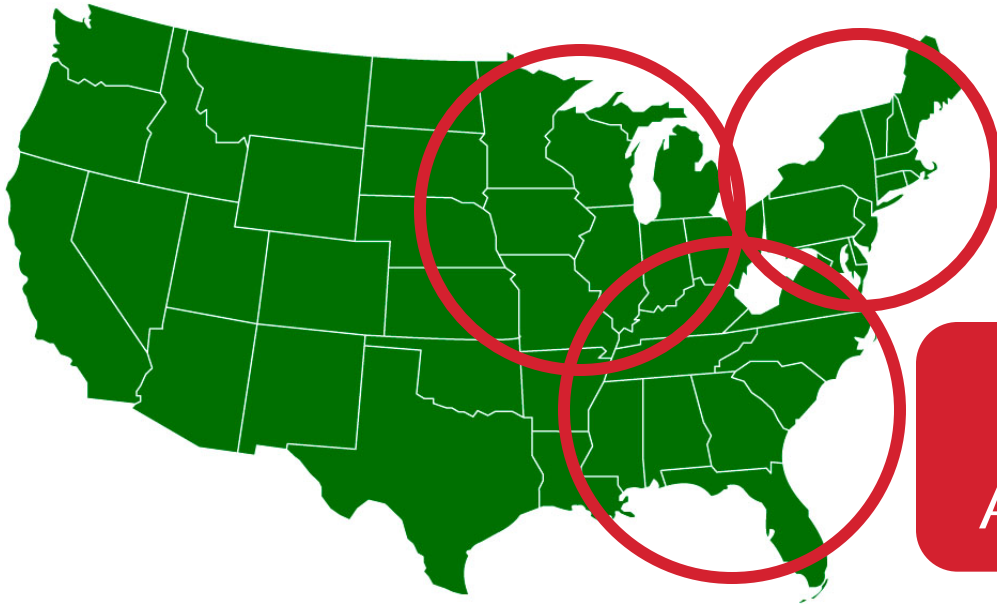
4.7 million
Visitors
JAN-DEC, 2008

2.6 million
Stayed with friends
or relatives

2.1 million
Stayed in paid
accommodations



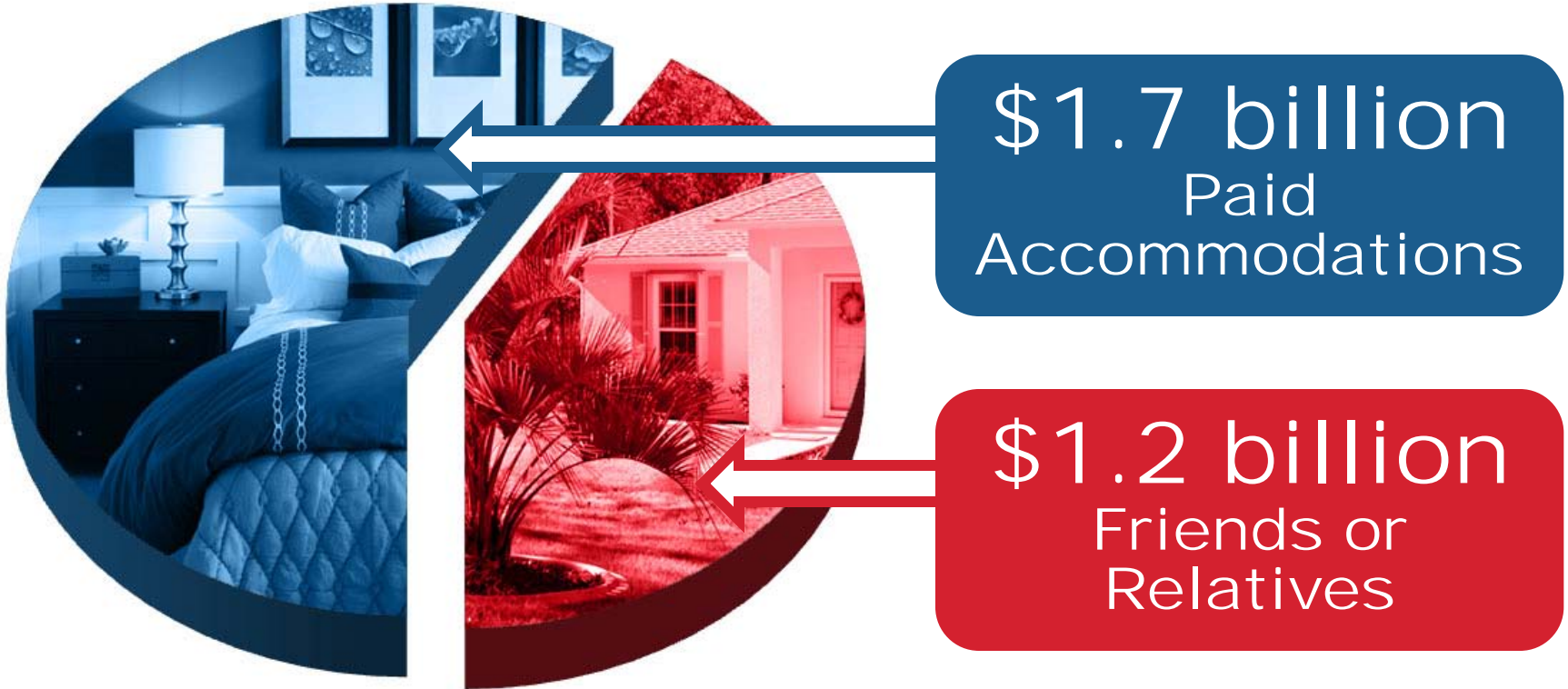
2008 Visitor Estimates



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