

Lee County Sports Development
Monthly Activity Report
November 2013

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	20,275	
Roy Hobbs World Series		13,162
Senior Softball Winter Nationals		6,678
Fort Myers Beach Marathon		435

Event Participants

Month Total =	387	
Roy Hobbs World Series		3,859
Senior Softball Winter Nationals		1,792
Fort Myers Beach Marathon		387

Event Spectators

Month Total =	5,403	
Roy Hobbs World Series		3,662
Senior Softball Winter Nationals		1,547
Fort Myers Beach Marathon		194

Direct Impact

Month Total =	\$9,890,215	
Roy Hobbs World Series		\$7,868,256
Senior Softball Winter Nationals		\$1,862,408
Fort Myers Beach Marathon		\$159,551

Total Direct and Indirect Economic Impact

Month Total =	\$16,516,660	
Roy Hobbs World Series		\$13,139,988
Senior Softball Winter Nationals		\$3,110,221
Fort Myers Beach Marathon		\$266,451

*Estimates are based on data collected from event organizers, the Lee County Sports Development and the SOC. Economic impact figures are derived using a model supported by the Florida Sports Foundation. All estimations are based on historical trends.