

Lee County Sports Development  
Economic Impact from Amateur Sports  
2016

Month	Hotel Room Nights Sold	Event Participants	Event Spectators	Direct Impact	Dir. & Indir. Economic Impact	Number of Events
January	7,170	2,368	2,896	\$2,644,001	\$4,415,479	14
February	4,546	1,627	2,076	\$1,455,946	\$2,431,431	7
March	6,925	3,568	2,627	\$2,975,963	\$4,969,859	3
April	6,067	3,427	5,195	\$2,300,441	\$3,841,737	17
May	11,346	4,513	8,655	\$4,256,431	\$7,108,239	9
June	17,971	6,476	10,949	\$7,461,652	\$12,460,956	18
July	37,590	11,732	17,199	\$17,273,970	\$28,847,530	15
August	6,297	1,979	2,957	\$2,264,705	\$3,782,058	6
September	5,637	4,212	5,824	\$2,222,685	\$3,605,556	14
October	16,657	7,618	11,491	\$7,413,338	\$12,380,277	13
November	26,455	8,190	8,261	\$12,314,216	\$20,564,741	11
December	10,418	5,128	8,495	\$4,496,479	\$7,509,118	12
<b>Grand Total</b>	<b>157,079</b>	<b>60,838</b>	<b>86,625</b>	<b>\$67,079,827</b>	<b>\$111,916,981</b>	<b>139</b>

Total Number of Events	139
Avg. Room Nights per Event	1,130
Total Sports Visitors to Lee County	147,463
Avg. Total Economic Impact per Event	\$805,158