Lee County Sports Development
Economic Impact from Amateur Sports
2018

Month	Hotel Room Nights Sold	Event Participants	Event Spectators	Direct Impact	Dir. & Indir. Economic Impact	Number of Events
January	16,258	6,883	11,114	$7,728,088	$12,905,906	16
February	6,164	2,250	2,810	$2,011,992	$3,360,028	9
March	12,082	6,676	8,641	$5,207,086	$8,694,164	15
April	10,115	6,158	10,647	$3,661,539	$6,114,767	16
May	9,432	4,937	9,082	$3,490,613	$5,829,324	11
June	18,720	8,258	12,035	$7,607,535	$12,704,578	20
July	28,595	7,110	12,058	$13,243,247	$22,116,219	15
August	3,992	1,165	1,990	$1,532,235	$2,558,830	6
September	7,656	5,086	8,031	$3,166,551	$5,288,140	15
October	15,237	6,012	10,390	$7,386,357	$12,067,562	10
November	24,906	7,722	8,851	$13,241,434	$22,113,197	12
December	10,389	4,295	7,560	$3,928,325	$6,560,301	13
Grand Total	**163,546**	**66,552**	**103,209**	**$72,205,002**	**$120,313,016**	**158**

Total Number of Events	158
Avg. Room Nights per Event	1,035
Total Sports Visitors to Lee County	169,761
Avg. Total Economic Impact per Event	$761,475