

Lee County Sports Development
Economic Impact from Amateur Sports
2015

Month	Hotel Room Nights Sold	Event Participants	Event Spectators	Direct Impact	Dir. & Indir. Economic Impact	Number of Events
January	7,151	2,053	2,280	\$2,308,072	\$3,854,478	10
February	4,608	2,204	3,540	\$1,601,096	\$2,673,830	7
March	8,808	4,525	3,914	\$3,603,447	\$6,017,757	6
April	4,716	2,388	3,626	\$1,475,823	\$2,464,622	12
May	18,953	8,540	15,643	\$6,286,001	\$10,497,617	15
June	21,598	8,163	13,053	\$8,698,812	\$14,527,015	16
July	29,117	9,509	12,514	\$12,685,194	\$21,184,274	15
August	1,929	676	866	\$728,370	\$1,216,377	3
September	5,912	4,215	5,376	\$1,981,900	\$3,309,772	9
October	16,206	8,053	11,489	\$7,117,703	\$11,886,566	6
November	23,569	6,950	7,421	\$11,490,049	\$19,188,381	5
December	9,833	4,210	6,865	\$3,489,283	\$5,827,101	11
Grand Total	152,400	61,486	86,587	\$61,465,750	\$102,647,790	115

Total Number of Events	115
Avg. Room Nights per Event	1,325
Total Sports Visitors to Lee County	148,073
Avg. Total Economic Impact per Event	\$892,589