

Lee County Sports Development  
Economic Impact from Amateur Sports  
2014

Month	Hotel Room Nights Sold	Event Participants	Event Spectators	Direct Impact	Dir. & Indir. Economic Impact	Number of Events
January	6,371	1,647	1,521	\$2,137,621	\$3,569,827	9
February	3,386	1,703	2,438	\$1,242,033	\$2,074,194	9
March	8,620	4,407	3,420	\$3,491,212	\$5,830,325	5
April	5,720	3,267	4,612	\$1,963,895	\$3,279,705	14
May	17,670	8,502	13,218	\$6,078,835	\$10,151,656	14
June	18,059	9,060	13,657	\$7,213,277	\$12,046,173	16
July	37,935	13,586	18,708	\$16,893,091	\$28,211,463	9
August	3,806	1,998	3,015	\$1,563,457	\$2,610,974	5
September	6,205	4,330	3,664	\$1,568,196	\$2,618,887	7
October	11,173	5,553	7,700	\$4,852,676	\$8,103,969	6
November	25,271	8,460	8,945	\$11,172,846	\$18,658,643	9
December	15,314	5,988	8,795	\$4,938,720	\$8,247,661	10
<b>Grand Total</b>	<b>159,530</b>	<b>68,501</b>	<b>89,693</b>	<b>\$63,115,859</b>	<b>\$105,403,477</b>	<b>113</b>

Total Number of Events	113
Avg. Room Nights per Event	1,412
Total Sports Visitors to Lee County	158,194
Avg. Total Economic Impact per Event	\$932,774