

Lee County Sports Development  
Annual Economic Impact - 2012

Month	Hotel Room Nights Sold	Event Participants	Event Spectators	Direct Impact	Dir. & Indir. Economic Impact	Number of Events
January	6,286	2,019	2,450	\$2,086,215	\$3,483,978	7
February	5,046	1,869	3,192	\$1,760,463	\$2,939,974	10
March	8,847	4,744	4,724	\$4,733,243	\$7,904,517	6
April	5,984	2,566	3,792	\$1,974,993	\$3,298,238	9
May	11,180	5,669	9,212	\$4,232,100	\$7,067,608	8
June	18,000	9,355	13,682	\$5,602,597	\$9,356,336	12
July	25,519	7,405	10,573	\$11,113,192	\$18,559,031	9
August	1,269	804	1,341	\$528,501	\$882,597	4
September	3,140	1,714	2,060	\$981,656	\$1,639,365	5
October	11,318	5,355	7,618	\$4,755,460	\$7,941,619	9
November	21,310	2,716	5,872	\$9,999,548	\$16,699,246	5
December	6,876	3,285	4,386	\$2,630,920	\$4,393,635	7
<b>Grand Total</b>	<b>124,775</b>	<b>47,501</b>	<b>68,902</b>	<b>\$50,398,888</b>	<b>\$84,166,144</b>	<b>91</b>

Total Number of Events	91
Avg. Room Nights per Event	1,371
Total Sports Visitors to Lee County	116,403
Avg. Total Economic Impact per Event	\$924,903