

Lee County Sports Authority
Monthly Activity Report
November 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	21,310
Roy Hobbs World Series	12,180
FHSAA District Cross Country Meet	33
Florida Women's Bowling Association	302
Senior Softball Winter Nationals	7,540
USA Rugby Women's Club Nationals	1,255

Event Participants

Month Total =	2,716
Roy Hobbs World Series	3,570
FHSAA District Cross Country Meet	48
Florida Women's Bowling Association	200
Senior Softball Winter Nationals	2,030
USA Rugby Women's Club Nationals	486

Event Spectators

Month Total =	5,872
Roy Hobbs World Series	3,390
FHSAA District Cross Country Meet	84
Florida Women's Bowling Association	203
Senior Softball Winter Nationals	1,740
USA Rugby Women's Club Nationals	455

Direct Impact

Month Total =	\$9,999,548
Roy Hobbs World Series	\$7,309,005
FHSAA District Cross Country Meet	\$13,556
Florida Women's Bowling Association	\$65,875
Senior Softball Winter Nationals	\$2,048,456
USA Rugby Women's Club Nationals	\$562,656

Total Direct and Indirect Economic Impact

Month Total =	\$16,699,246
Roy Hobbs World Series	\$12,206,038
FHSAA District Cross Country Meet	\$22,639
Florida Women's Bowling Association	\$110,011
Senior Softball Winter Nationals	\$3,420,922
USA Rugby Women's Club Nationals	\$939,636

*Estimates are based on data collected from event organizers, the Lee County Sports Authority and the SOC. Economic impact figures are derived using a model supported by the Florida Sports Foundation. All estimations are based on historical trends.