

# 2016 LEE COUNTY TOURISM HIGHLIGHTS THE VALUE OF TOURISM



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**  
FORTMYERS-SANIBEL.COM



## DIRECT IMPACT OF TOURISM

VISITOR SPENDING SUPPORTED  
MORE THAN 57,000 JOBS

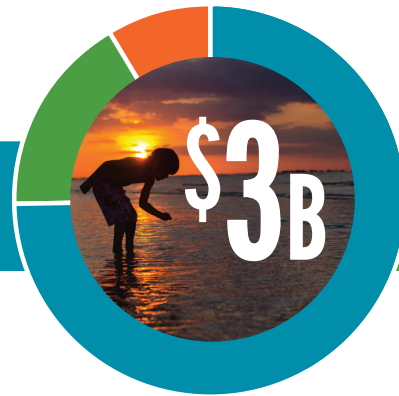
(18% OF LEE COUNTY'S EMPLOYMENT)

WITH

**1** OUT OF **5** LOCAL JOBS TIED TO TOURISM



DIRECT VISITOR  
SPENDING



## VISITOR EXPENDITURES BY CATEGORY OF EXPENSE

	2016 (MILLIONS)	YOY % CHANGE
FOOD AND BEVERAGES	\$768	+1.1%
SHOPPING	\$741	-0.8%
LODGING ACCOMMODATIONS	\$731	+3.3%
GROUND TRANSPORTATION	\$270	-1.2%
OTHER	\$525	+3.1%
TOTAL	\$3,035	+1.3%

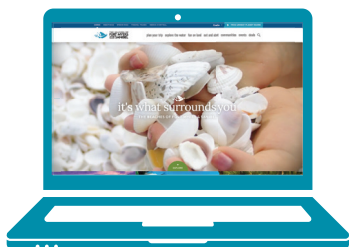
PAID ACCOMMODATION  
GUEST SPENDING

UP 3% TO \$2.2B

OR  
**71%**

OF ALL TOURISM SPENDING

## REACHING THE TARGET AUDIENCE



## FORTMYERS-SANIBEL.COM

- ^ FIRST-TIME VISITORS UP BY 3%
- ^ DIGITAL GUIDEBOOK VIEWS UP BY 113%
- ^ TIME ON PAGE UP BY 12%

## MEDIA

- OVER 682M GROSS IMPRESSIONS
- APPROXIMATELY \$1.4M IN ADDED-VALUE MEDIA
- OVER 82M CO-OP MARKETING IMPRESSIONS

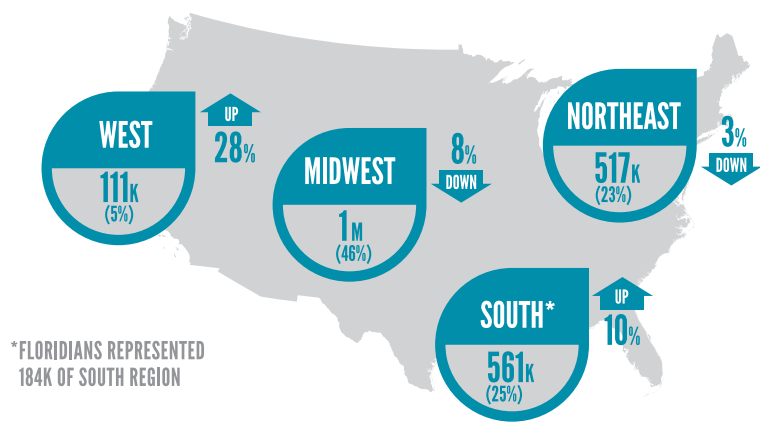
# THE LEE COUNTY TRAVEL MARKET

ESTIMATED VISITATION	2015	2016	% CHANGE
PAID ACCOMMODATIONS	3,023,021	3,009,619	-0.4%
FRIENDS/RELATIVES	1,895,742	1,799,058	-5.1%
TOTAL VISITATION	4,918,763	4,808,677	-2.2%



**MORE THAN HALF STAYED IN PAID ACCOMMODATIONS (3M)**  
**73% OF THOSE WERE U.S. RESIDENTS (2.21M)**  
**NEARLY 800K WERE INTERNATIONAL VISITORS**

## TOP REGIONAL FEEDER MARKETS

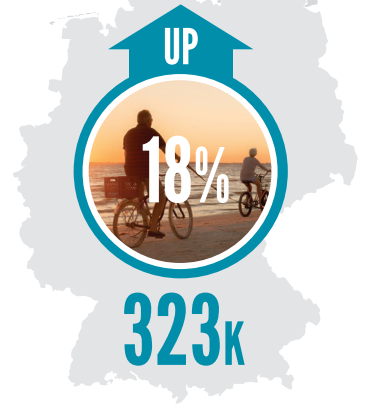


## 2016 TOP DMAS (PAID ACCOMMODATIONS)

NEW YORK	6.2%	137,089	1
INDIANAPOLIS	5.4%	119,736	2
BOSTON (MANCHESTER, NH)	5.0%	111,059	3
CHICAGO	4.5%	98,912	4
MINNEAPOLIS-SAINT PAUL	4.5%	98,912	4
CLEVELAND-AKRON (CANTON)	3.5%	78,089	5
MIAMI-FORT LAUDERDALE	3.2%	71,147	6
CINCINNATI	3.0%	65,942	7
DETROIT	2.9%	64,206	8
PHILADELPHIA	2.7%	60,736	9
ATLANTA	2.5%	55,530	10

## TOP INTERNATIONAL FEEDER MARKETS

### GERMANY



### CANADA



### U.K.

