



Sanibel & Captiva Islands, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers, Lehigh Acres

**April 2009 Visitor Profile and Occupancy Analysis
June 12, 2009**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary April 2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by < >.



Executive Summary

- Lee County hosted just over 200,000 visitors staying in paid accommodations during the month of April 2009, and more than 260,000 staying with friends or relatives while visiting the County, for a total of 466,615.
- Total visitation in April 2009 was up 7.3% from April 2008, with an increase in those staying with friends and relatives (+21.7%) but a decrease in those staying in paid accommodations (-6.9%).
- The majority of April 2009 visitors staying in paid accommodations were U.S. residents (87%), on par with April 2008. However, due to an overall decrease in visitation among those staying in paid accommodations, this translated to a 6.5% decrease in visitors from the U.S. when compared with April 2008. Canadian visitation decreased from 2008 to 2009 (-28.9%), along with visitation from Germany (-18.7%).
- Similar to April 2008, half of U.S. visitors staying in paid accommodations were from the Midwest (54%). One-quarter were from the Northeast, whereas only 9% of visitors were drawn from the Northeast in April 2008.



Total April Visitation					
	%		Visitor Estimates		% Change 2008-2009
	2008	2009	2008	2009	
Paid Accommodations	50%	44%	218,441	203,378	-6.9%
Friends/Relatives	50%	56%	<u>216,230</u>	<u>263,237</u>	<u>21.7%</u>
<i>Total Visitation</i>			434,671	466,615	7.3%
April Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	86%	87%	188,493	176,165	-6.5%
Canada	6%	5%	14,093	10,026	-28.9%
United Kingdom	2%	3%	5,285	5,729	8.4%
Germany	2%	2%	5,285	4,297	-18.7%
Switzerland	1%	2%	1,762	4,297	143.9%
BeNeLux	1%	1%	1,762	1,432	-18.7%
Scandinavia	1%	1%	1,762	1,432	-18.7%
France	1%	--	1,762	--	--
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	7%	7%	14,093	12,890	-8.5%
South (including Florida)	19%	14%	35,232	24,348	-30.9%
Midwest	49%	54%	91,604	95,960	4.8%
Northeast	9%	25%	17,616	44,399	152.0%
West	3%	2%	5,285	2,864	-45.8%
No Answer	19%	6%	36,994	10,026	-72.9%

2009 Top DMAs (Paid Accommodations)		
Indianapolis	11%	20,051
Boston (Manchester, NH)	11%	18,619
Detroit	10%	17,187
Minneapolis-Saint Paul	5%	8,593
Grand Rapids-Kalamazoo	5%	8,593
Cincinnati	5%	8,593
New York	4%	7,161
Milwaukee	3%	5,729
Cleveland-Akron (Canton)	3%	5,729



Executive Summary

- Average per person per day expenditures were \$133.16 in April 2009 – about the same as in April 2008 (\$132.56). As with the winter months, April's average continued to follow an upward trend for 2009.
- Total visitor expenditures for April 2009 are estimated at \$271 million, down 2.2% from \$277 million in April 2008. Expenditures among those staying in paid accommodations decreased substantially from April 2008 to April 2009 (-16.4%), driven by declines in available and occupied room-nights coupled with lower average daily rates. However, expenditures among those staying with friends and relatives had a healthy increase (+24.2%).
- The profile of visitors by accommodation type is somewhat different in April 2009 from April 2008. Similar to the last several months, a greater proportion of visitors surveyed in April 2009 stayed at condos/vacation homes than did so last April (39% April 2009 vs. 24% April 2008). This difference is likely due to the fact that more visitor interviews were conducted at condo locations than was true for April 2008. However, the proportion of visitors staying at hotels/motels was about the same in April 2009 as in April 2008 (38% vs. 33% respectively).
- Visitor satisfaction remains extremely high, with 92% of April 2009 visitors reporting being *very satisfied* (60%) or *satisfied* (32%) with their visit. The majority (89%) indicated they are likely to return to Lee County, and three-fifths of those are likely to return next year (57%). April 2009 visitors were more likely than April 2008 visitors to express dissatisfaction with *traffic* (52% vs. 43%) and *beach seaweed* (19% vs. 11%). Both were points of dissatisfaction in February and March 2009 as well.
- April 2009 visitors are about 47 years old, with an average annual household income of more than \$108,000.



Executive Summary

- Similar to March 2009, April 2009 saw a slight decrease in occupancy and a larger decrease in ADR and RevPAR among Lee County properties year-over-year. Average occupancy rates decreased slightly from April 2008 (-1.8%) to an average of 59.2%. Hotels/motels and RV parks/campgrounds both experienced decreases in occupancy but condos/vacation homes actually experienced increases in occupancy rates. Available room nights in hotels/motels/resorts increased in 2009 (+6.4%), reducing the 2009 occupancy percentage in comparison with 2008.
- Overall average daily rates dropped somewhat in April 2009 – from \$150.24 in April 2008 to \$142.16 in April 2009 (-5.4%). ADR decreases were present in all lodging accommodation categories.
- Overall RevPAR was down from April 2008 (-7.1%), due to a decrease for hotels/motels/resorts (-17.1%) and RV parks/campgrounds (-16.6%), with an increase for condos/vacation homes (+9.2%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	141	159		139	160		139/141	159/160	
Hotel/Motel/Resort/B&B	65.1%	59.5%	-8.6%	\$173.55	\$157.42	-9.3%	\$113.01	\$93.73	-17.1%
Condo/Cottage/Vacation Home	54.1%	62.8%	16.1%	\$206.79	\$194.50	-5.9%	\$111.84	\$122.08	9.2%
RV Park/Campground	58.3%	54.8%	-6.0%	\$47.85	\$42.47	-11.2%	\$27.90	\$23.27	-16.6%
AVERAGE	60.3%	59.2%	-1.8%	\$150.24	\$142.16	-5.4%	\$90.63	\$84.16	-7.1%

- In April 2009, available roomnights decreased overall (-8.5%), and occupied roomnights decreased slightly more (-10.2%). Hotel/motel/resort available roomnights were up from a year ago (+6.4%), but occupied roomnights decreased slightly (-2.7%). RV parks/campgrounds experienced a drop in both available roomnights (-19.4%) and occupied roomnights (-24.3%). The same was true for condos/vacation homes (-23.4% in available and -11.1% in occupied roomnights).
- Property managers in April 2009 were no more negative than they had been in April 2008 when comparing the current month's *occupancy* and *revenue*. About half reported their *occupancy* was worse than the prior year (46% April 2009 and 47% April 2008). Similarly, half reported their *revenue* was worse than the prior year (53% April 2009 and 50% April 2008).
- However, projections for the next three months (May-July) remain low – with 61% reporting that reservations for the next three months are down (compared with 37% who responded similarly in April 2008). One-third report business as the same or better for the next three months, as compared to more than half (56%) who responded similarly last year.



April 2009 Lee County Snapshot

Total April Visitation				
	%		Visitor Estimates	
	2008	2009	2008	2009
Paid Accommodations	50%	44%	218,441	203,378
Friends/Relatives	50%	56%	216,230	263,237
<i>Total Visitation</i>			434,671	466,615

Total Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	\$276,928,655	\$270,752,873	-2.2%
Paid Accommodations	\$180,433,099	\$150,883,273	-16.4%

April Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2008	2009	2008	2009
Florida	7%	7%	14,093	12,890
United States	86%	87%	188,493	176,165
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BeNeLux	1%	1%	1,762	1,432
Scandinavia	1%	1%	1,762	1,432
France	1%	--	1,762	--

Average Per Person Per Day Expenditures		
2008	2009	% Change
\$132.56	\$133.16	0.5%

First-Time/Repeat Visitors to Lee County		
	2008	2009
First-time	19%	26%
Repeat	80%	73%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	141	159		139	160		139/141	159/160	
Hotel/Motel/Resort/B&B	65.1%	59.5%	-8.6%	\$173.55	\$157.42	-9.3%	\$113.01	\$93.73	-17.1%
Condo/Cottage/Vacation Home	54.1%	62.8%	16.1%	\$206.79	\$194.50	-5.9%	\$111.84	\$122.08	9.2%
RV Park/Campground	58.3%	54.8%	-6.0%	\$47.85	\$42.47	-11.2%	\$27.90	\$23.27	-16.6%
AVERAGE	60.3%	59.2%	-1.8%	\$150.24	\$142.16	-5.4%	\$90.63	\$84.16	-7.1%



Visitor Profile Analysis April 2009

A total of 211 interviews were conducted with visitors in Lee County during the month of April 2009. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.

A total of 201 interviews were conducted with visitors in Lee County during the month of April 2008. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



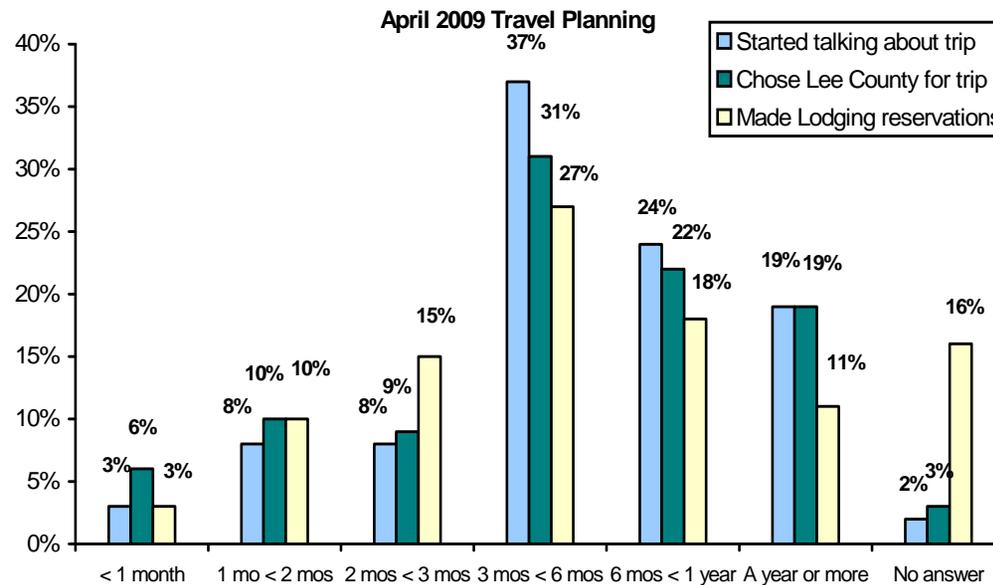
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	201	211	201	211	201	211
< 1 month	3%	3%	5%	6%	7%	3%
1 mo - < 2 mos	11%	8%	12%	10%	10%	10%
2 mos - < 3 mos	10%	8%	11%	9%	12%	15%
3 mos - < 6 mos	32%	37%	29%	31%	21%	27%
6 mos - < 1 year	23%	24%	21%	22%	18%	18%
A year or more	17%	19%	15%	19%	12%	11%
No answer	3%	2%	7%	3%	19%	16%

Q3: When did you "start talking" about going on this trip?

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?





Travel Planning

Reserved Accommodations		
	April	
	2008	2009
Total Respondents	201	211
Before leaving home	80%	78%
After arriving in FL	5%	4%
On the road, but not in FL	--	1%
No answer	15%	17%

Q6: Did you make accommodations reservations for your stay in Lee County:

Computer Access		
	April	
	2008	2009
Total Respondents	201	211
<u>Yes</u>	<u>90%</u>	<u>96%</u>
<i>Home</i>	21%	25%
<i>Work</i>	3%	<1%
<i>Both Home and Work</i>	66%	71%
<u>No</u>	<u><9%></u>	<u>4%</u>

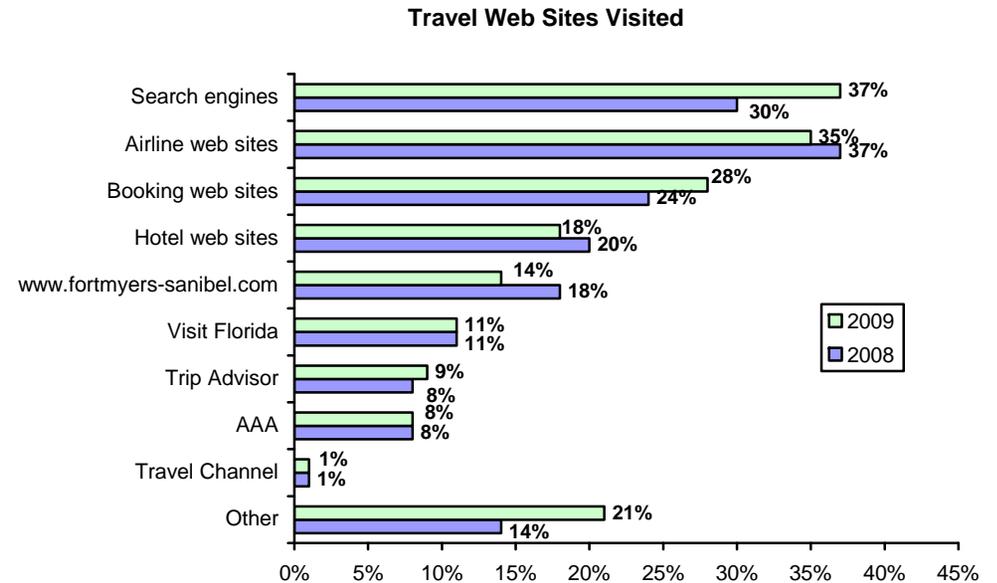
Q8: Do you have access to a computer?



Travel Planning

Travel Web Sites Visited by April Travelers		
	2008	2009
Total Respondents with computer access	181	203
Visited web sites (net)	79%	78%
Search engines	30%	37%
Airline web sites	37%	35%
Booking web sites	24%	28%
Hotel web sites	20%	18%
www.fortmyers-sanibel.com	18%	14%
Visit Florida	11%	11%
Trip Advisor	8%	9%
AAA	8%	8%
Travel Channel	1%	1%
Other	14%	21%
Did not visit web sites	17%	19%
No Answer	4%	3%

Q9: While planning this trip, which of the following web sites did you visit?
(Please mark ALL that apply)



Base: Respondents with Computer Access



Travel Planning

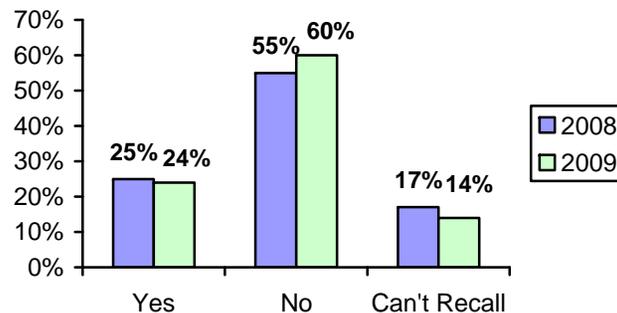
April Travelers Requesting Information		
	2008	2009
Total Respondents	201	211
Requested Information (net)	32%	28%
Hotel Web Site	12%	11%
VCB Web Site	7%	7%
Call hotel	6%	5%
Visitor Guide	6%	4%
Calling VCB toll-free number	1%	1%
Call local Chamber of Commerce	3%	<1%
Returning magazine reader service card	1%	--
Other	14%	12%
Did not request information	55%	55%
No Answer	13%	17%

Q10: For this trip, did you request any information about our area by...
(Please mark ALL that apply.)

Travel Agent Assistance		
	2008	2009
Total Respondents	201	211
Yes	7%	3%
No	91%	95%

Q11: Did a travel agent assist you with this trip?

Recall of Promotions



Recall of Lee County Promotions		
	2008	2009
Total Respondents	201	211
Yes	25%	24%
No	55%	60%
Can't Recall	17%	14%

Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

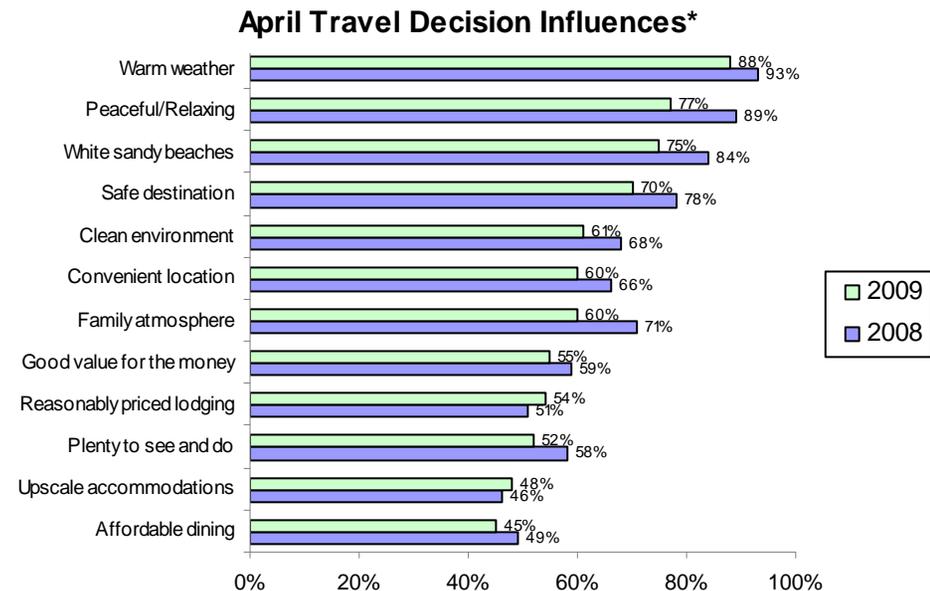


Travel Planning

April Travel Decision Influences*		
	2008	2009
Total Respondents	201	211
Warm weather	93%	88%
Peaceful/Relaxing	<89%>	77%
White sandy beaches	<84%>	75%
Safe destination	78%	70%
Clean environment	68%	61%
Convenient location	66%	60%
Family atmosphere	<71%>	60%
Good value for the money	59%	55%
Reasonably priced lodging	51%	54%
Plenty to see and do	58%	52%
Upscale accommodations	46%	48%
Affordable dining	49%	45%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

* Percentages shown reflect top 2 box scores (rating of 4 or 5)

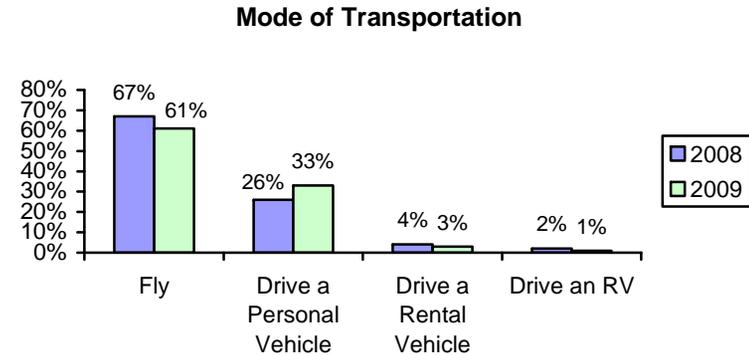




Trip Profile

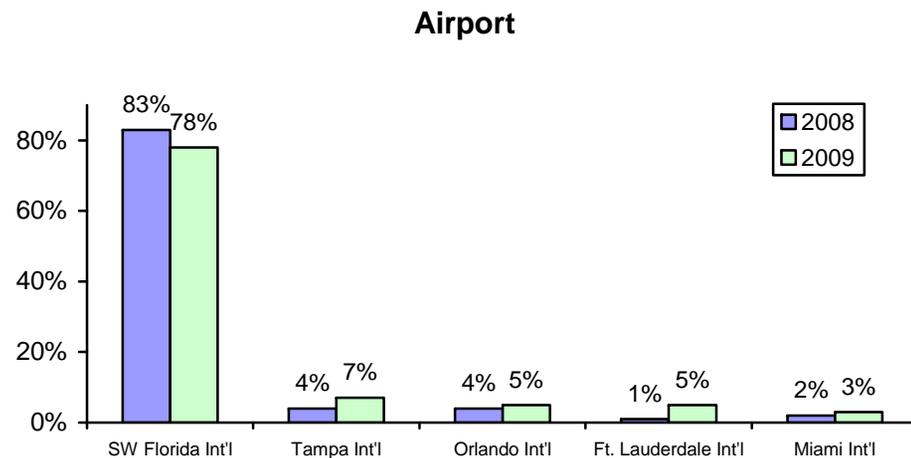
Mode of Transportation		
	2008	2009
Total Respondents	201	211
Fly	67%	61%
Drive a Personal Vehicle	26%	33%
Drive a Rental Vehicle	4%	3%
Drive an RV	2%	1%
Other/No answer	1%	1%

Q1: How did you travel to our area? Did you...



Airport		
	2008	2009
Total Respondents who Arrived by Air	134	130
SW Florida Int'l	83%	78%
Tampa Int'l	4%	7%
Orlando Int'l	4%	5%
Ft. Lauderdale Int'l	1%	<5%>
Miami Int'l	2%	3%
Sarasota/Bradenton	N/A	1%
Other/No Answer	5%	1%

Q2: At which Florida airport did you land?

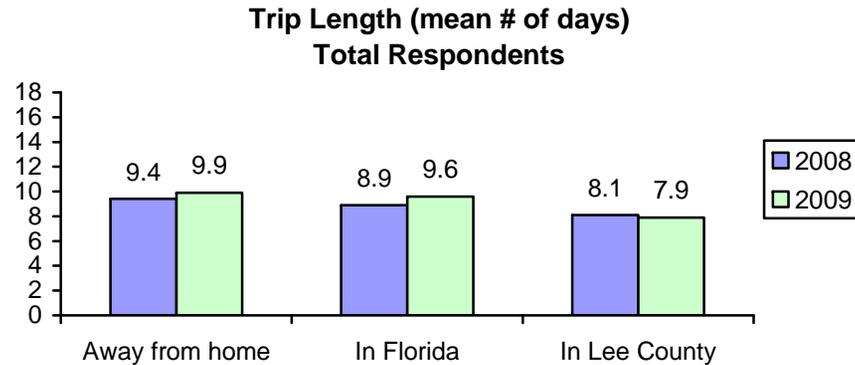




Trip Profile

April Trip Length Mean # of Days			
	Total Respondents		
	2008	2009	% Change
Total Respondents	201	211	
Away from home	9.4	9.9	5.3%
In Florida	8.9	9.6	7.9%
In Lee County	8.1	7.9	-2.5%

Q7: On this trip, how many days will you be:



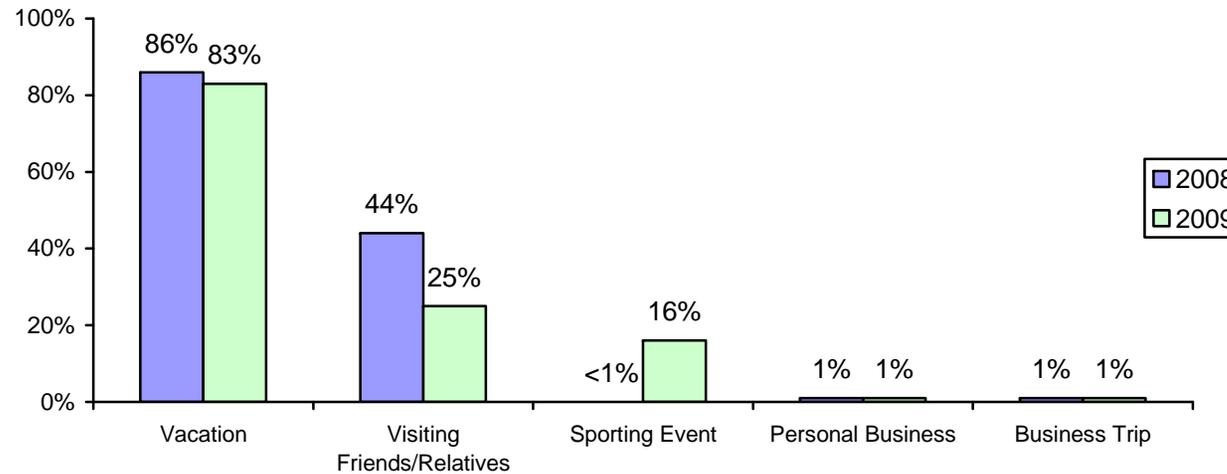


Trip Profile

Reason for April Visit		
	2008	2009
Total Respondents	201	211
Vacation	86%	83%
Visiting Friends/Relatives	<44%>	25%
Sporting Event	<1%>	<16%>
Personal Business	1%	1%
Business Trip	1%	1%
Other	3%	5%

Q15: Did you come to our area for... (Please mark all that apply.)

Reason for April Visit





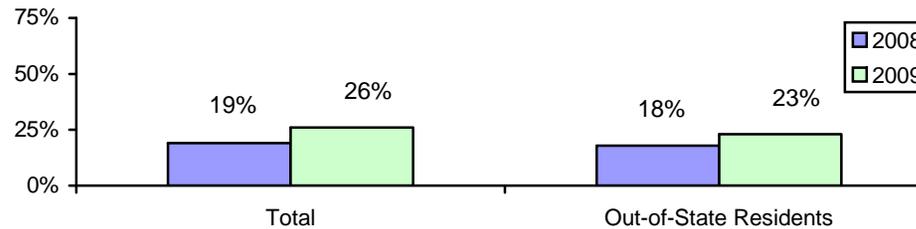
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	201	211	9*	14*	140	165	17*	21*
Yes	19%	26%	N/A	N/A	18%	23%	N/A	N/A
No	80%	73%	N/A	N/A	82%	75%	N/A	N/A
No answer	<1%	2%	N/A	N/A	1%	2%	N/A	N/A

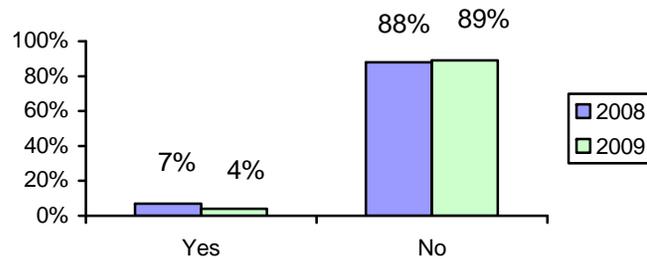
Q20: Is this your first visit to Lee County?

*Note: N/A = Insufficient number of responses for statistical analysis.

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2008	2009
Total Respondents	201	211
Yes	7%	4%
No	88%	89%
No Answer	1%	1%
<i>FL Residents*</i>	5%	7%

Q18. Is this your first visit to Florida?

* Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question.



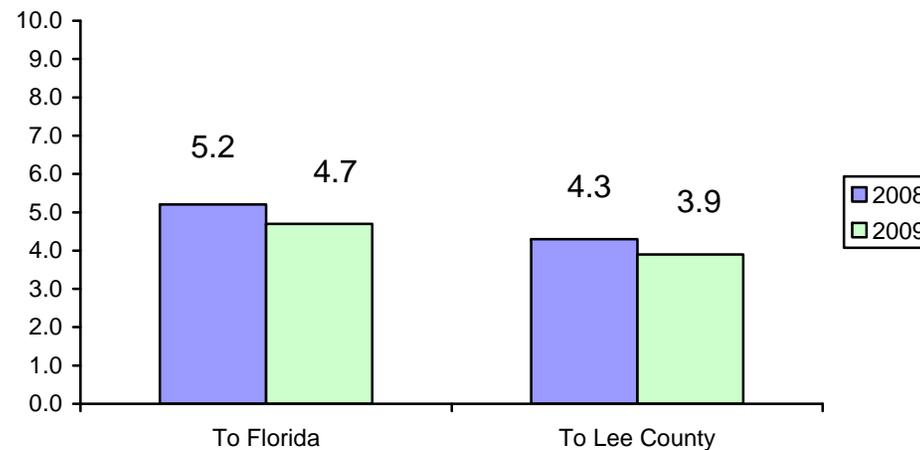
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2008	2009	2008	2009
Base: Repeat Visitors	177 (FL res. Excl.)	187 (FL res. Excl.)	115	154
Number of visits	5.2	4.7	4.3	3.9

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years



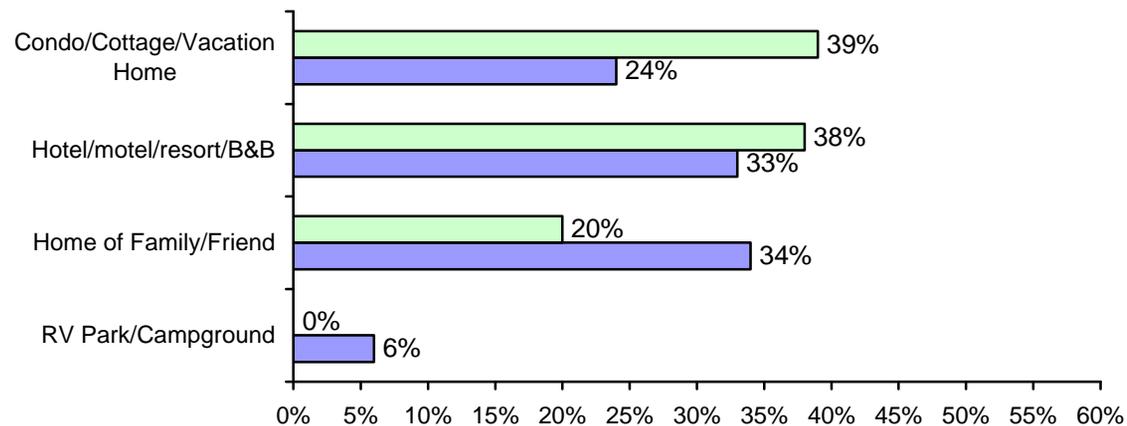


Trip Profile

Type of Accommodations – April Visitors		
	2008	2009
Total Respondents	201	211
Hotel/Motel/Resort/B&B	33%	38%
Hotel/motel/inn	27%	23%
Resort	6%	<13%>
B&B	0%	2%
Condo/Cottage/Vacation Home	24%	39%
Rented home/condo	22%	30%
Borrowed home/condo	2%	4%
Owned home/condo	0%	5%
Home of family/friend	<34%>	20%
RV Park/Campground	<6%>	<1%>
Day trip (no accommodations)	1%	3%

Q25: Are you staying overnight (either last night or tonight)...

Type of Accommodations - April Visitors



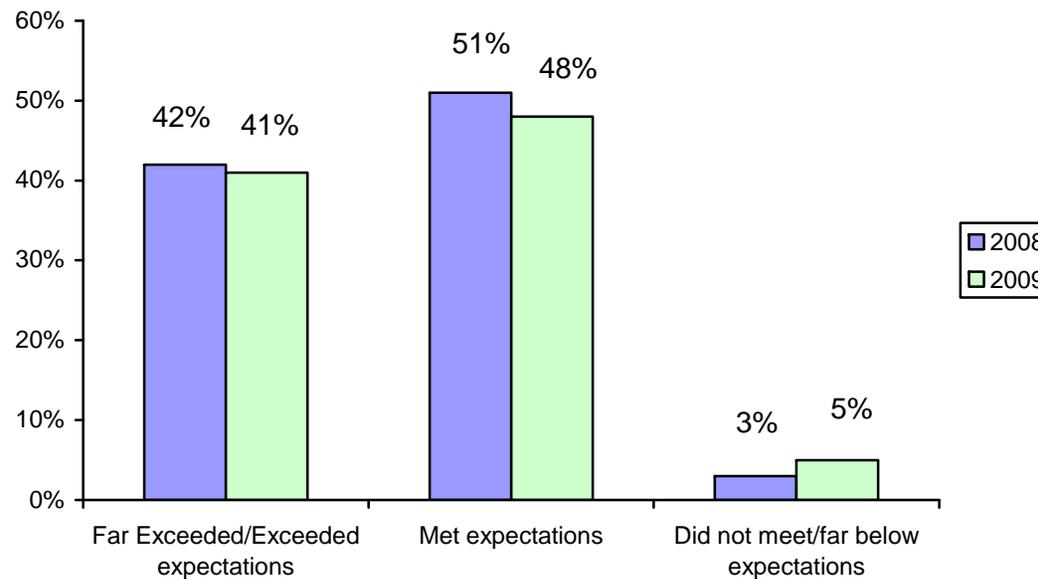


Trip Profile

Quality of Accommodations		
	2008	2009
Total Respondents	201	211
Far exceeded/Exceeded expectations	42%	41%
Met expectations	51%	48%
Did not meet/Far below expectations	3%	5%
No Answer	4%	6%

Q26: How would you describe the quality of your accommodations? Do you feel that they:

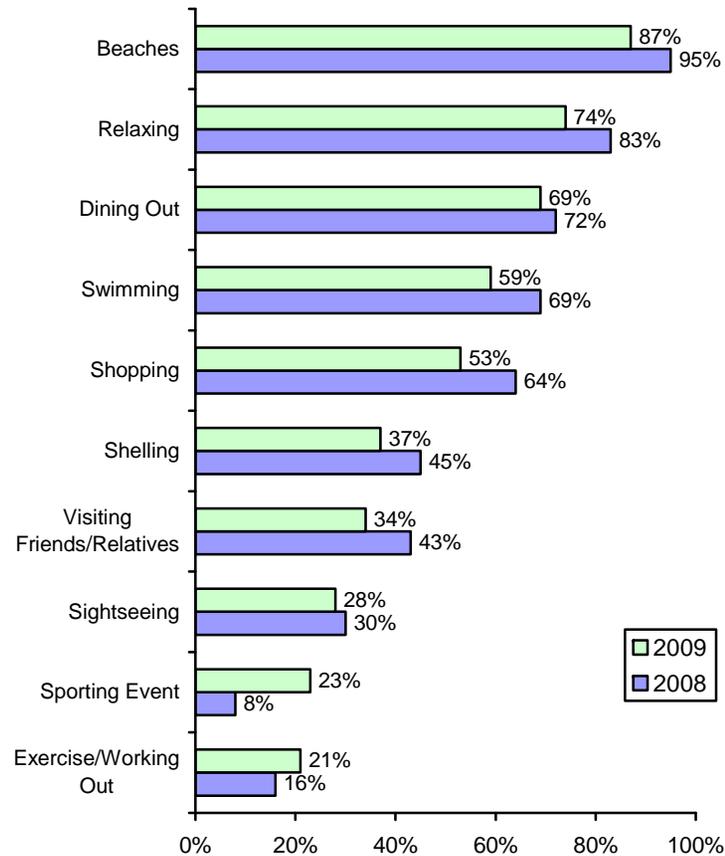
Quality of Accommodations





Trip Activities

April Activities Enjoyed		
	2008	2009
Total Respondents	201	211
Beaches	<95%>	87%
Relaxing	<83%>	74%
Dining out	72%	69%
Swimming	<69%>	59%
Shopping	<64%>	53%
Shelling	45%	37%
Visiting Friends/Relatives	43%	34%
Sightseeing	30%	28%
Sporting Event	8%	<23%>
Exercise/Working Out	16%	21%
Watching Wildlife	21%	21%
Attractions	22%	20%
Photography	19%	19%
Bars/Nightlife	10%	<17%>
Birdwatching	14%	14%
Bicycle Riding	<24%>	14%
Boating	7%	12%
Fishing	14%	12%
Golfing	11%	11%
Miniature Golf	8%	10%
Guided Tour	4%	7%
Tennis	8%	6%
Kayaking/Canoeing	7%	6%
Parasailing/Jet Skiing	6%	5%
Scuba Diving/Snorkeling	4%	3%
Cultural Events	3%	2%
Other	4%	5%

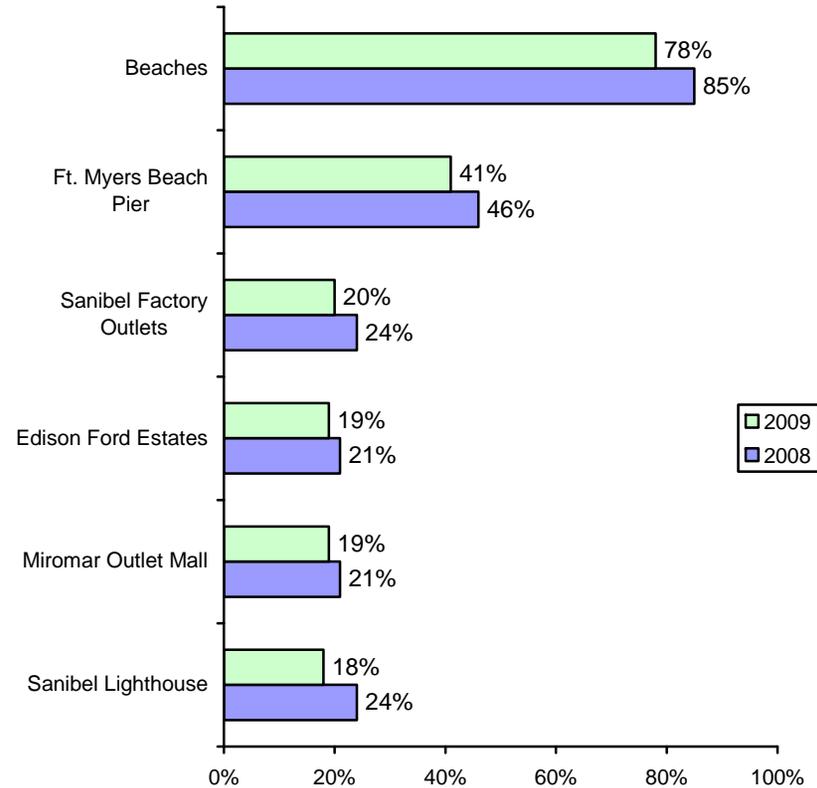


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

April Attractions Visited		
	2008	2009
Total Respondents	201	211
Beaches	85%	78%
Ft. Myers Beach Pier	46%	41%
Sanibel Factory Outlets	24%	20%
Edison Ford Estates	21%	19%
Miromar Outlet Mall	21%	19%
Sanibel Lighthouse	24%	18%
Ding Darling National Wildlife Refuge	21%	16%
Bell Tower Shops	15%	15%
Periwinkle Place	17%	10%
Coconut Point Mall	<14%>	7%
Edison Mall	<13%>	7%
Shell Factory and Nature Park	<14%>	6%
Manatee Park	2%	4%
Bailey-Matthews Shell Museum	5%	3%
Gulf Coast Town Center	5%	3%
Barbara B. Mann Performing Arts Hall	4%	1%
Babcock Wilderness Adventures	--	1%
Broadway Palm Dinner Theater	4%	--
Other	9%	<17%>
None/No Answer	3%	4%



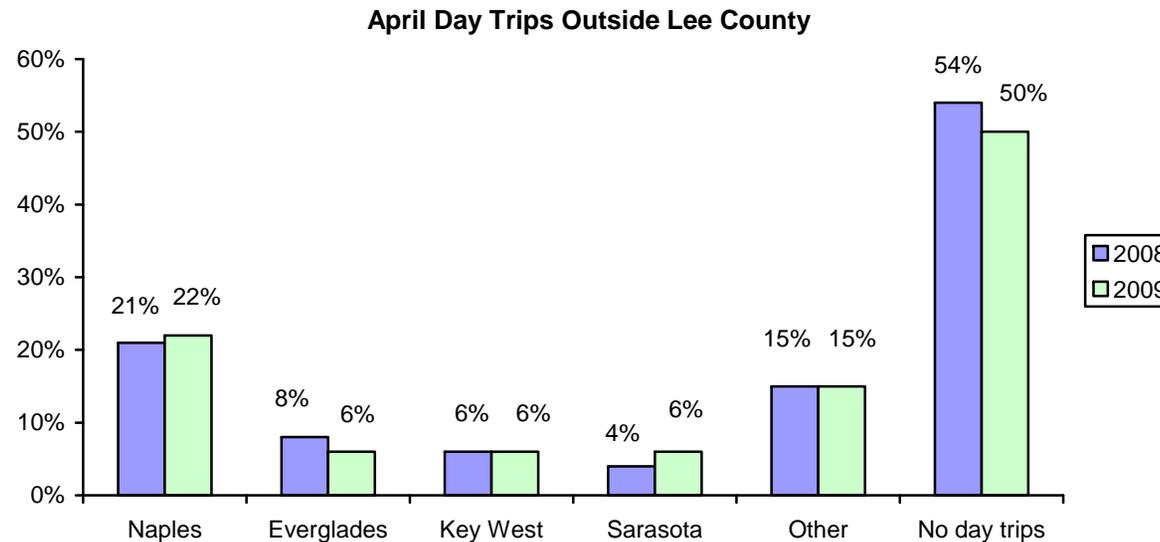
Q29: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

April Day Trips Outside Lee County		
	2008	2009
Total Respondents	201	211
Any Day Trips (net)	41%	41%
<i>Naples</i>	21%	22%
<i>Everglades</i>	8%	6%
<i>Key West</i>	6%	6%
<i>Sarasota</i>	4%	6%
<i>Other</i>	15%	15%
No day trips	54%	50%
No answer	5%	9%

Q30: Where did you go on day trips outside Lee County?



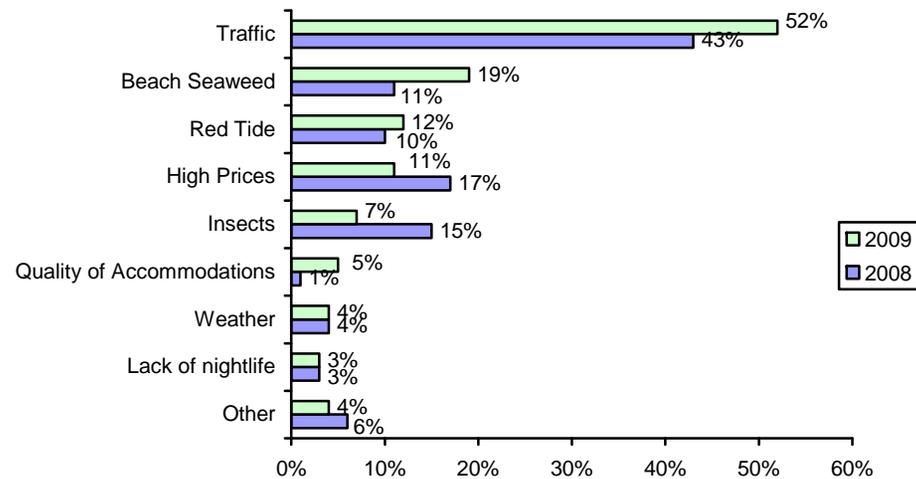


Lee County Experience

Least Liked Features		
	2008	2009
Total Respondents	201	211
Traffic	43%	52%
Beach seaweed	11%	<19%>
Red Tide	10%	12%
High prices	17%	11%
Insects	<15%>	7%
Quality of accommodations	1%	<5%>
Weather	4%	4%
Lack of nightlife	3%	3%
Other	6%	4%
Nothing/no answer	25%	26%

Q34: Which features do you like least about this area? (Please mark ALL that apply.)

Least Liked Features



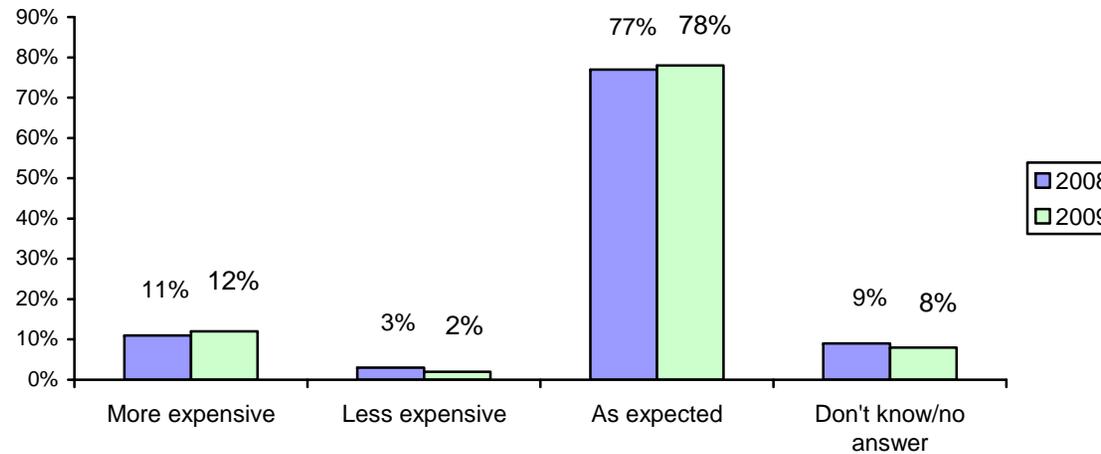


Lee County Experience

Perception of Lee County as Expensive		
	2008	2009
Total Respondents	201	211
More expensive	11%	12%
Less expensive	3%	2%
As expected	77%	78%
Don't know/no answer	9%	8%

Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

Perception of Lee County as Expensive

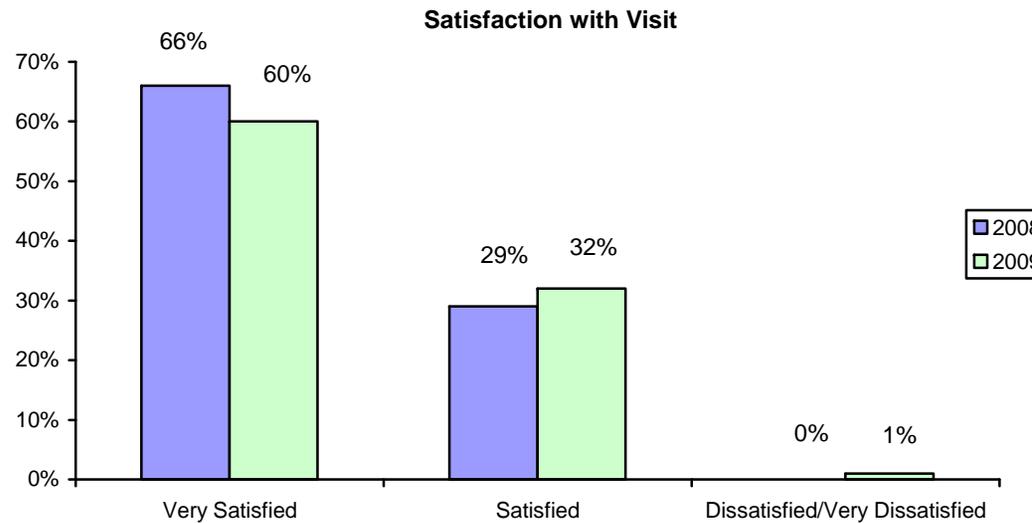




Lee County Experience

Satisfaction with Visit		
	2008	2009
Total Respondents	201	211
Satisfied	95%	92%
<i>Very Satisfied</i>	66%	60%
<i>Satisfied</i>	29%	32%
Neither	1%	3%
Dissatisfied/Very Dissatisfied	0%	1%
Don't know/no answer	4%	3%

Q33: How satisfied are you with your stay in Lee County?

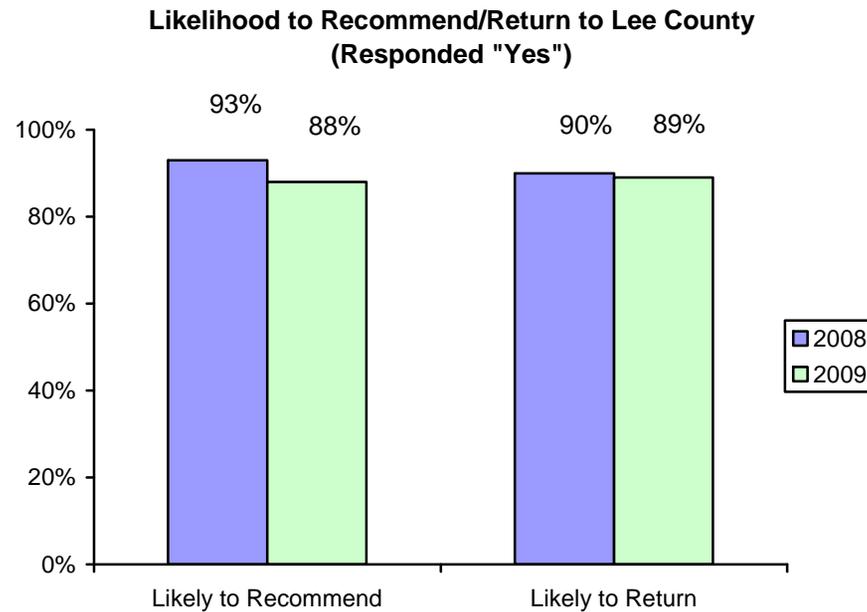




Future Plans

Likelihood to Recommend/Return to Lee County		
	2008	2009
Total Respondents	201	211
Likely to Recommend Lee County	93%	88%
Likely to Return to Lee County	90%	89%
Base: Total Respondents Planning to Return	182	189
Likely to Return Next Year	61%	57%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
 Q35: Will you come back to Lee County?
 Q36: Will you come back next year?

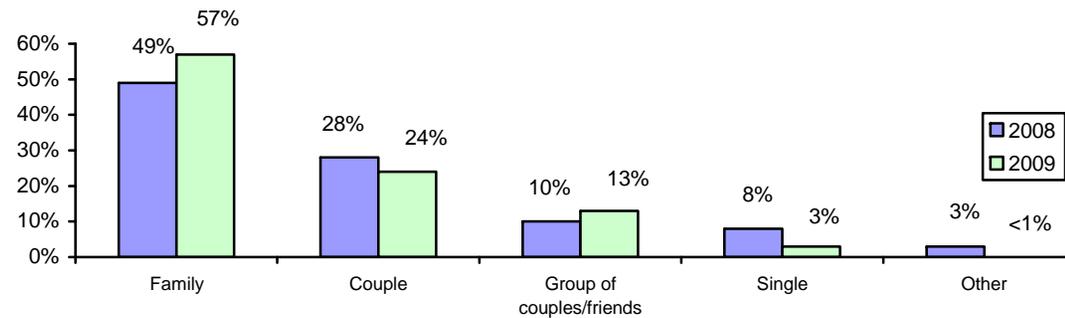




Visitor and Travel Party Demographic Profile

April Travel Party		
	2008	2009
Total Respondents	201	211
Family	49%	57%
Couple	28%	24%
Group of couples/friends	10%	13%
Single	<8%>	3%
Other	3%	<1%
Mean travel party size	3.6	3.8
Mean adults in travel party	2.5	2.7

Travel Party



Travel Parties with Children		
	2008	2009
Total Respondents	201	211
Traveling with any Children (net)	46%	53%
Any younger than 6	16%	11%
Any 6 – 11 years old	22%	24%
Any 12 – 17 years old	27%	<37%>

Q22: On this trip, are you traveling:

Q23: Including yourself, how many people are in your immediate travel party?

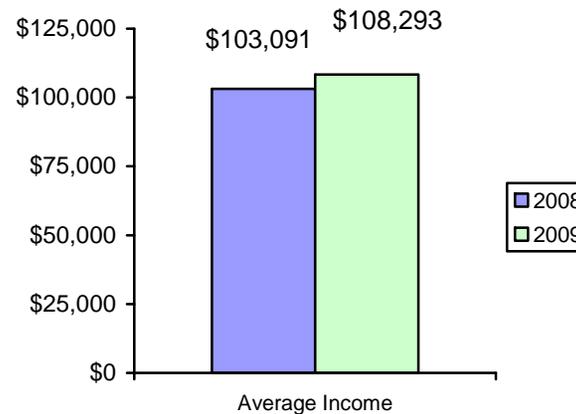
Q24: How many of those people are: Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

April Visitor Demographic Profile		
	2008	2009
Total Respondents	201	211
Vacations per year (mean)	2.8	2.5
Short getaways per year (mean)	<5.2>	4.0
Age of respondent (mean)	48.8	46.9
Annual household income (mean)	\$103,091	\$108,293
Marital Status		
Married	74%	80%
Single	10%	10%
Other	14%	9%

Annual Household Income



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Q41: What is your age, please?

Q43: What is your total annual household income before taxes?

Q40: Are you: Married/Single/Other



Visitor Origin and Visitation Estimates

Total April Visitation					
	%		Visitor Estimates		% Change
	2008	2009	2008	2009	2008-2009
Paid Accommodations	50%	44%	218,441	203,378	-6.9%
Friends/Relatives	50%	56%	216,230	263,237	21.7%
<i>Total Visitation</i>			434,671	466,615	7.3%
April Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	86%	87%	188,493	176,165	-6.5%
Canada	6%	5%	14,093	10,026	-28.9%
United Kingdom	2%	3%	5,285	5,729	8.4%
Germany	2%	2%	5,285	4,297	-18.7%
Switzerland	1%	2%	1,762	4,297	143.9%
BeNeLux	1%	1%	1,762	1,432	-18.7%
Scandinavia	1%	1%	1,762	1,432	-18.7%
France	1%	--	1,762	--	--
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	7%	7%	14,093	12,890	-8.5%
South (including Florida)	19%	14%	35,232	24,348	-30.9%
Midwest	49%	54%	91,604	95,960	4.8%
Northeast	9%	25%	17,616	44,399	152.0%
West	3%	2%	5,285	2,864	-45.8%
No Answer	19%	6%	36,994	10,026	-72.9%

2009 Top DMAs (Paid Accommodations)		
Indianapolis	11%	20,051
Boston (Manchester, NH)	11%	18,619
Detroit	10%	17,187
Minneapolis-Saint Paul	5%	8,593
Grand Rapids-Kalamazoo	5%	8,593
Cincinnati	5%	8,593
New York	4%	7,161
Milwaukee	3%	5,729
Cleveland-Akron (Canton)	3%	5,729



Occupancy Data Analysis April 2009

Property managers representing 167 properties in Lee County were interviewed for the April 2009 Occupancy Survey between May 1 and May 15, 2009, a sample considered accurate to plus or minus 7.6 percentage points at the 95% confidence level.

Property managers representing 151 properties in Lee County were interviewed for the April 2008 Occupancy Survey between May 1 and May 15, 2008, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.



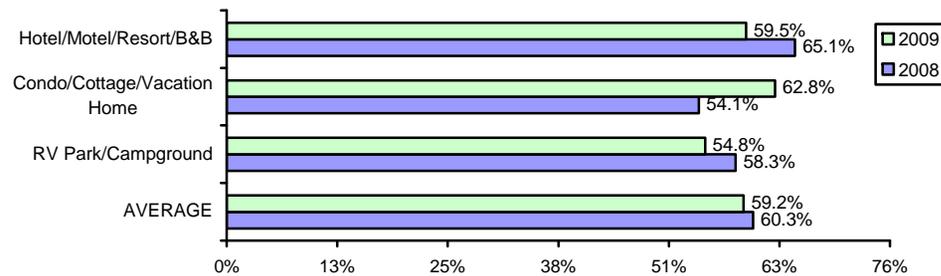
April Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	141	159		139	160		139/141	159/160	
Hotel/Motel/Resort/B&B	65.1%	59.5%	-8.6%	\$173.55	\$157.42	-9.3%	\$113.01	\$93.73	-17.1%
Condo/Cottage/Vacation Home	54.1%	62.8%	16.1%	\$206.79	\$194.50	-5.9%	\$111.84	\$122.08	9.2%
RV Park/Campground	58.3%	54.8%	-6.0%	\$47.85	\$42.47	-11.2%	\$27.90	\$23.27	-16.6%
AVERAGE	60.3%	59.2%	-1.8%	\$150.24	\$142.16	-5.4%	\$90.63	\$84.16	-7.1%

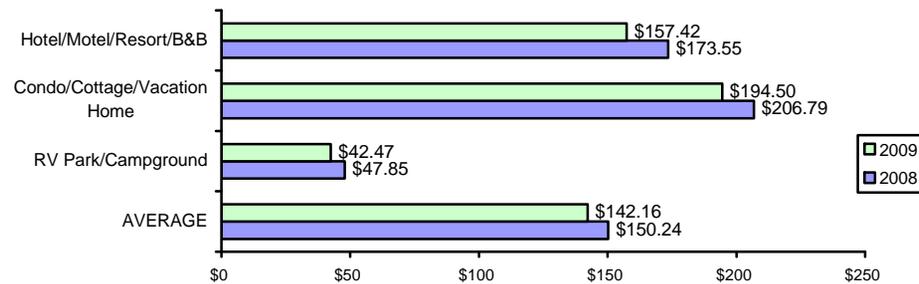
Q16: What was your overall average occupancy rate for the month of April?

Q17: What was your average daily rate (ADR) in April?

Average Occupancy Rate



Average Daily Rate

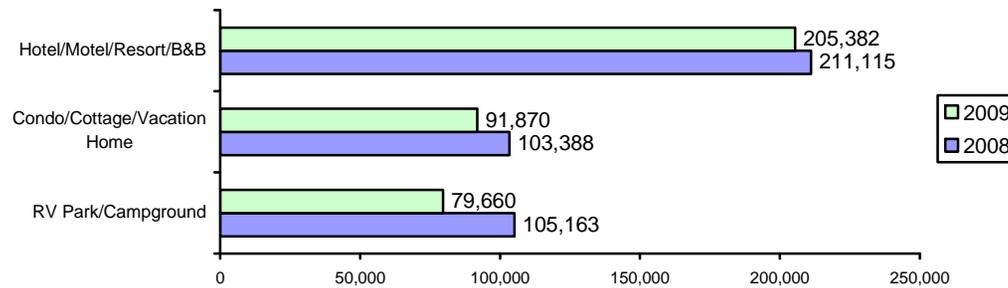




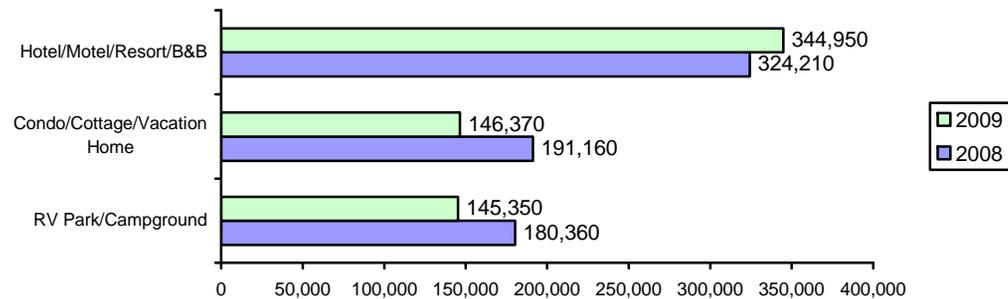
April Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	211,115	205,382	-2.7%	324,210	344,950	6.4%
Condo/Cottage/Vacation Home	103,388	91,870	-11.1%	191,160	146,370	-23.4%
RV Park/Campground	105,163	79,660	-24.3%	180,360	145,350	-19.4%
Total	419,666	376,912	-10.2%	695,730	636,670	-8.5%

Occupied Room Nights



Available Room Nights



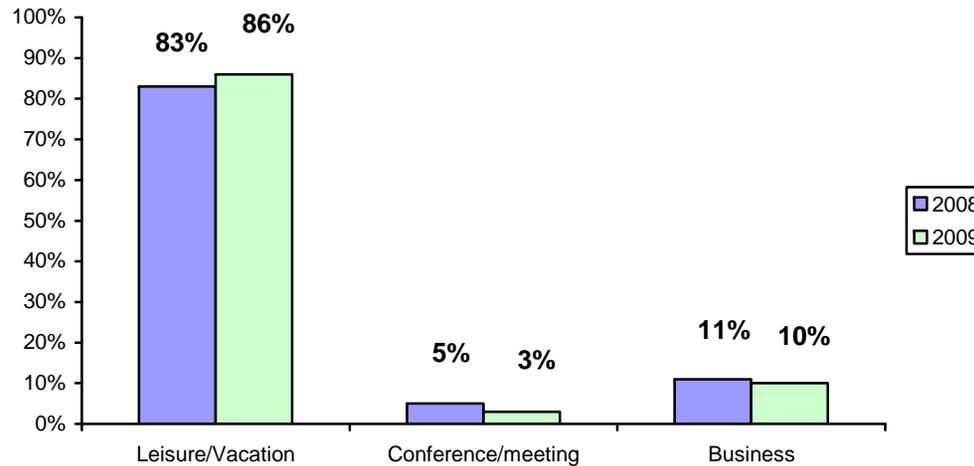


Lodging Management Estimates

April Guest Profile		
	2008	2009
Property Managers Responding	129	144
Purpose of Visit		
Leisure/Vacation	83%	86%
Conference/meeting	5%	3%
Business	11%	10%
Property Managers Responding	139	153
Average guests per room	2.6	2.5
Property Managers Responding	136	150
Average length of stay in nights	6.8	6.4

Q23: What percent of your April room/site/unit occupancy was generated by:
 Q18: What was your average number of guests per room/site/unit in April?
 Q19: What was the average length of stay (in nights) of your guests in April?

Purpose of Visit



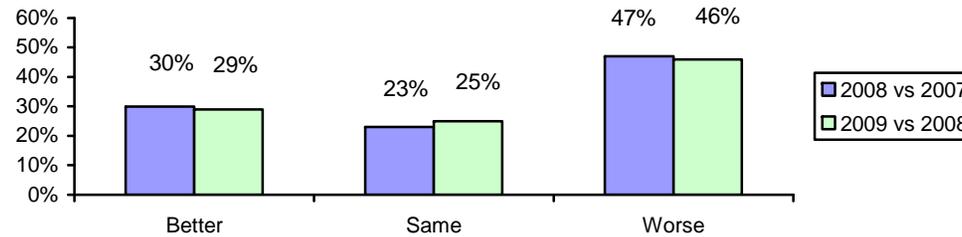


Occupancy Barometer

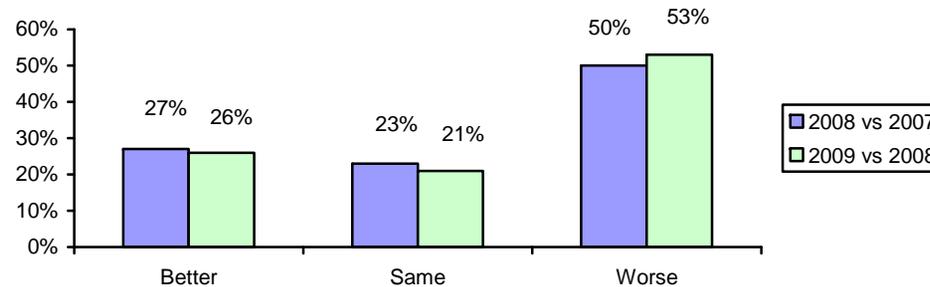
	April Occupancy		April Revenue	
	2008	2009	2008	2009
Property Managers Responding	140	148	133	141
Better than prior year	30%	29%	27%	26%
Same as prior year	23%	25%	23%	21%
Worse than prior year	47%	46%	50%	53%

Q25: Was your April occupancy better, the same, or worse than it was in April of last year?
How about your property's April revenue – better, the same, or worse than April of last year?

April Occupancy



April Revenue



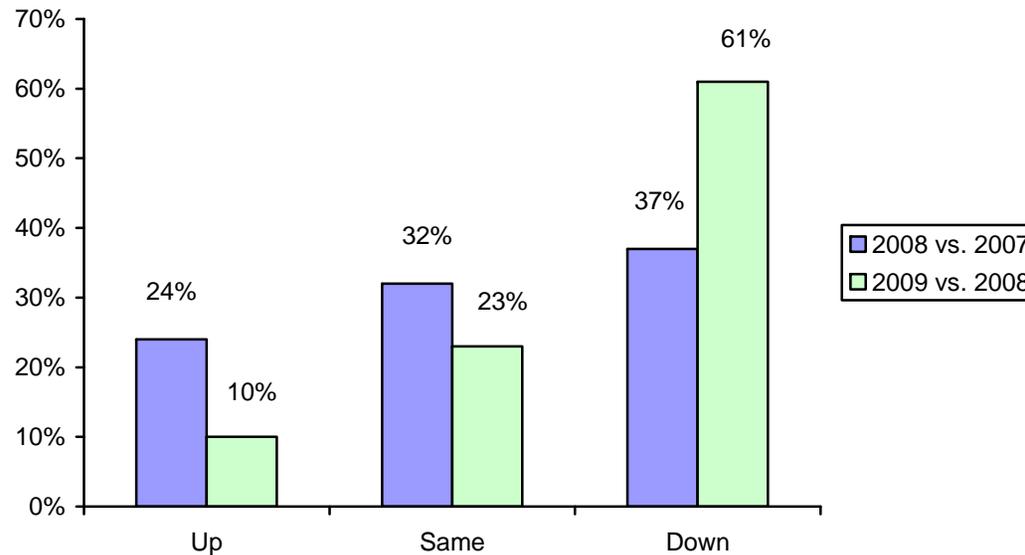


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2008	2009
Property Managers Responding	135	145
Up	<24%>	10%
Same	32%	23%
Down	37%	<61%>

Q26: Compared to May, June, and July of last year, is your property's total level of reservations up, the same, or down for May, June, and July of this year?

Level of Reservations for Next 3 Months Compared to Last Year



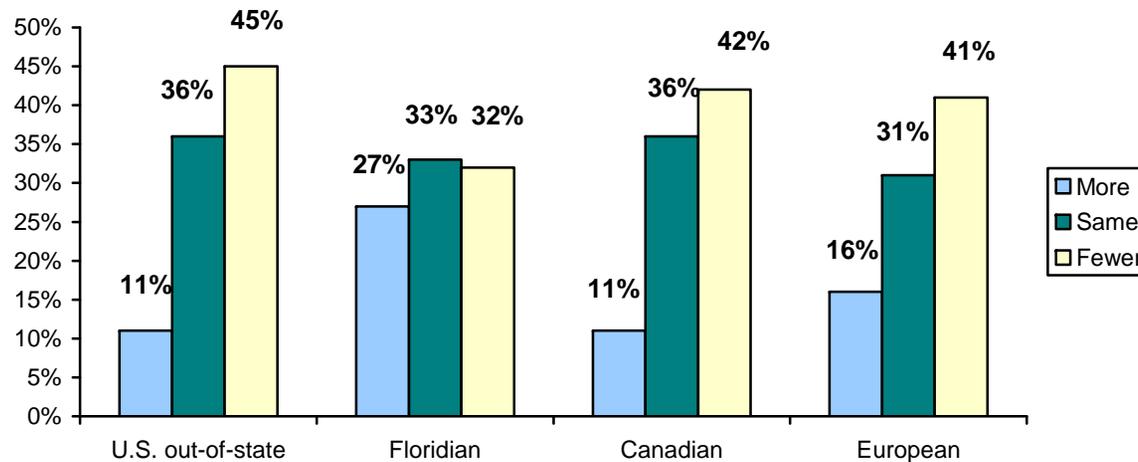


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (103/133 Minimum)	More		Same		Fewer		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
U.S. out-of-state	15%	11%	<50%>	36%	29%	<45%>	7%	9%
Floridian	24%	27%	<45%>	33%	24%	32%	8%	9%
Canadian	<21%>	11%	42%	36%	26%	<42%>	11%	11%
European	<28%>	16%	35%	31%	21%	<41%>	16%	12%

Q27: Now thinking about the specific origins of your guests for the upcoming May, June, and July do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year
April 2009



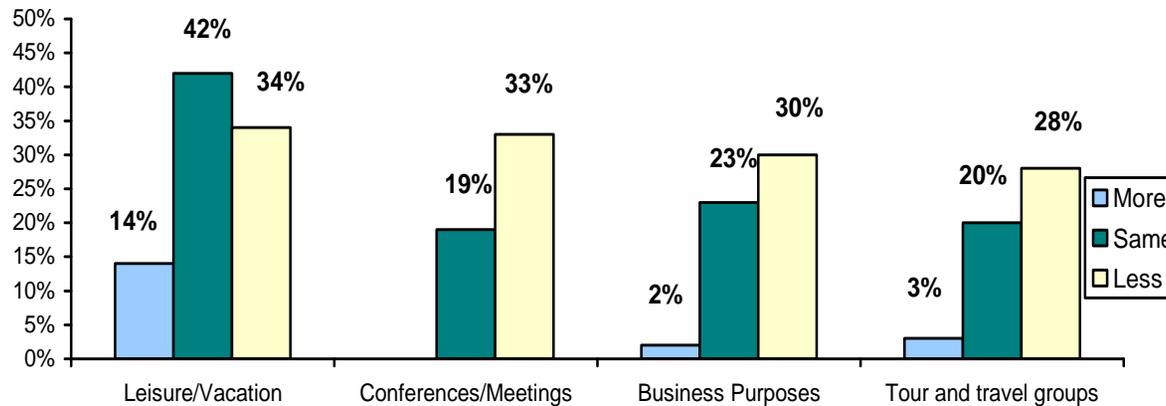


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (102/123 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
Leisure/vacation	<26%>	14%	43%	42%	25%	34%	6%	10%
Conferences/Meetings	5%	--	28%	19%	27%	33%	40%	48%
Business Purposes	3%	2%	<37%>	23%	24%	30%	36%	45%
Tour and travel groups	5%	3%	27%	20%	24%	28%	44%	49%

Q28: Compared to May, June, and July of last year will the following types of travelers generate more, the same, or less business for your property for the upcoming May, June, and July?

Type of Travelers for Next 3 Months Compared to Last Year
April 2009





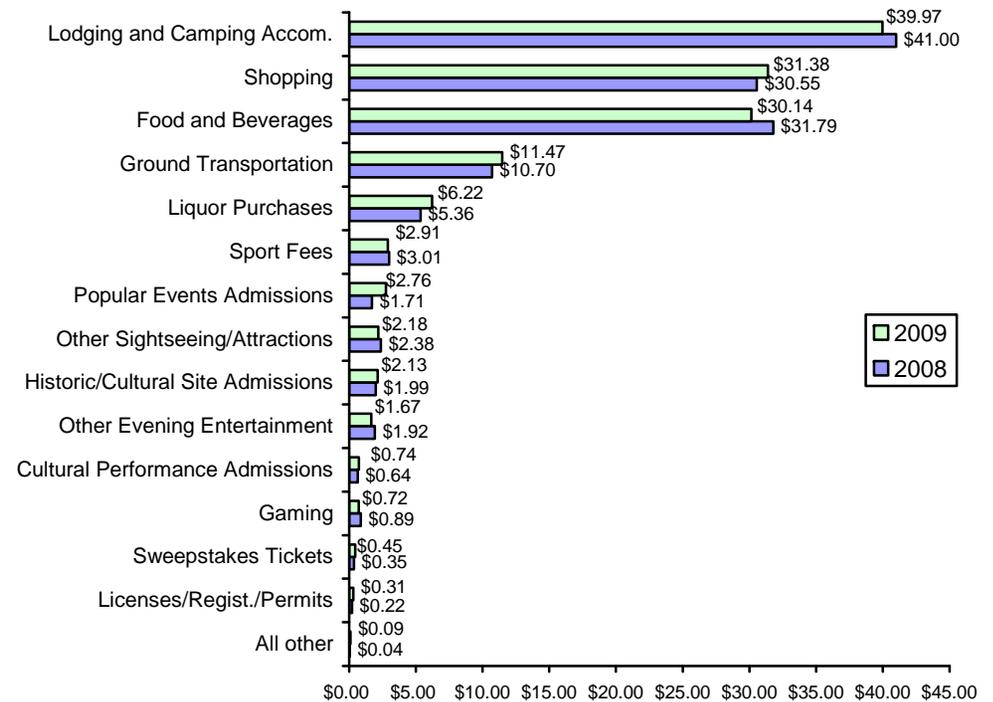
Economic Impact Analysis April 2009



Average Expenditures

April Average Expenditures per Person per Day			
	2008	2009	% Change
TOTAL	\$132.56	\$133.16	0.5%
Lodging and Camping	\$41.00	\$39.97	-2.5%
Shopping	\$30.55	\$31.38	2.7%
Food and Beverages	\$31.79	\$30.14	-5.2%
Ground Transportation	\$10.70	\$11.47	7.2%
Liquor Purchases	\$5.36	\$6.22	16.0%
Sport Fees	\$3.01	\$2.91	-3.3%
Popular Events Admissions	\$1.71	\$2.76	61.4%
Other Sightseeing/Attractions	\$2.38	\$2.18	-8.4%
Historic/Cultural Site Admissions	\$1.99	\$2.13	7.0%
Other Evening Entertainment	\$1.92	\$1.67	-13.0%
Cultural Performance Admissions	\$0.64	\$0.74	15.6%
Gaming	\$0.89	\$0.72	-19.1%
Sweepstakes Tickets	\$0.35	\$0.45	28.6%
Licenses/Registrations/Permits	\$0.22	\$0.31	40.9%
All other	\$0.04	\$0.09	125.0%

Average Expenditures per Person per Day

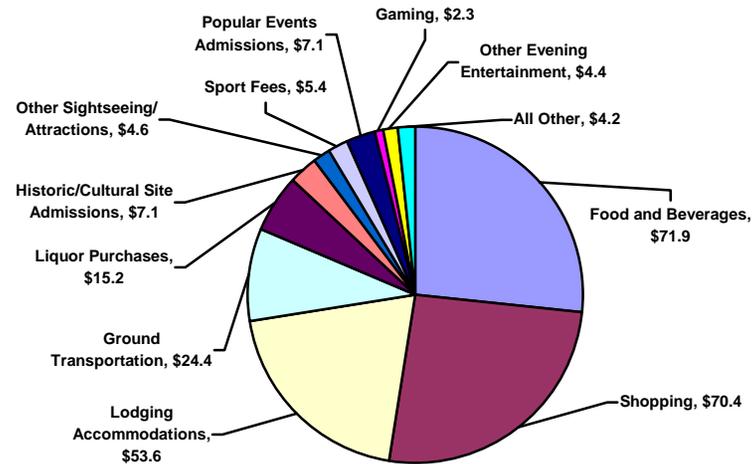




Total Visitor Expenditures by Spending Category

	APRIL TOTAL EXPENDITURES		
	2008	2009	% Change
TOTAL	\$276,928,655	\$270,752,873	-2.2%
Shopping	\$72,579,456	\$70,399,675	-3.0%
Food and Beverages	\$73,212,626	\$71,934,950	-1.7%
Lodging Accommodations	\$63,051,542	\$53,582,631	-15.0%
Ground Transportation	\$23,992,433	\$24,424,244	1.8%
Liquor Purchases	\$12,350,849	\$15,211,318	23.2%
Historic/Cultural Site Admissions	\$5,993,263	\$7,129,217	19.0%
Other Evening Entertainment	\$5,080,202	\$4,398,608	-13.4%
Other Sightseeing/Attractions	\$5,631,826	\$4,675,092	-17.0%
Sport Fees	\$5,145,218	\$5,411,981	5.2%
Popular Events Admissions	\$5,518,381	\$7,057,283	27.9%
Gaming	\$1,901,344	\$2,309,491	21.5%
All Other	\$2,471,515	\$4,218,383	70.7%

2009 Total Expenditures
(Millions)





Total Visitor Expenditures by Spending Category

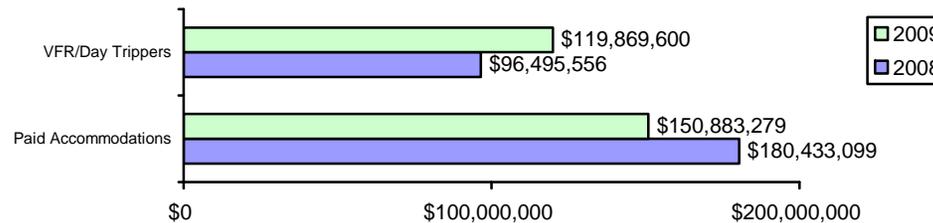
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	\$180,433,099	\$150,883,273	-16.4%	\$96,495,556	\$119,869,600	24.2%
Shopping	\$37,902,348	\$34,382,749	-9.3%	\$34,677,108	\$36,016,926	3.9%
Food and Beverages	\$39,579,988	\$30,517,766	-22.9%	\$33,632,638	\$41,417,184	23.1%
Lodging Accommodations	\$63,051,542	\$53,582,631	-15.0%	\$0	\$0	
Ground Transportation	\$15,546,599	\$12,159,418	-21.8%	\$8,445,834	\$12,264,826	45.2%
Liquor Purchases	\$7,043,130	\$6,264,000	-11.1%	\$5,307,719	\$8,947,318	68.6%
Historic/Cultural Site Admissions	\$2,582,908	\$2,156,548	-16.5%	\$3,410,355	\$4,972,669	45.8%
Other Evening Entertainment	\$2,774,536	\$1,558,904	-43.8%	\$2,305,666	\$2,839,704	23.2%
Other Sightseeing/Attractions	\$3,144,604	\$2,127,900	-32.3%	\$2,487,222	\$2,547,192	2.4%
Sport Fees	\$3,982,349	\$2,697,168	-32.3%	\$1,162,869	\$2,714,813	133.5%
Popular Events Admissions	\$1,982,466	\$2,916,883	47.1%	\$3,535,915	\$4,140,400	17.1%
Gaming	\$1,292,123	\$973,843	-24.6%	\$609,221	\$1,335,648	119.2%
All Other	\$1,550,506	\$1,545,463	-0.3%	\$1,530,230	\$2,672,920	74.7%



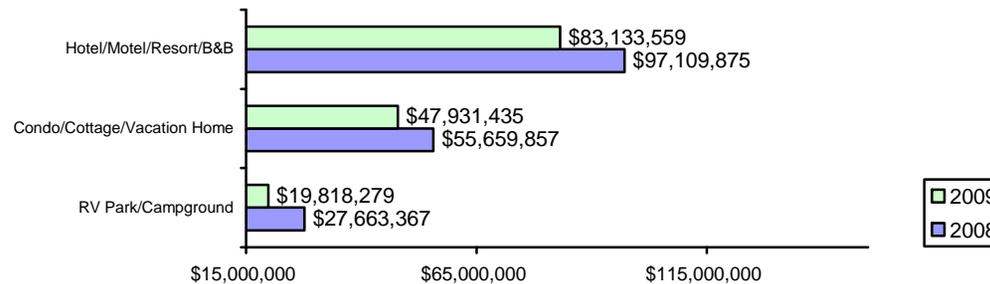
Total Visitor Expenditures by Lodging Type

April Total Expenditures by Lodging Type					
	2008	2009	% Change	2008	2009
TOTAL	\$276,928,655	\$270,752,873	-2.2%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$96,495,556	\$119,869,600	24.2%	35%	44%
Paid Accommodations	\$180,433,099	\$150,883,273	-16.4%	65%	56%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$97,109,875</i>	<i>\$83,133,559</i>	<i>-14.4%</i>	<i>35%</i>	<i>31%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$55,659,857</i>	<i>\$47,931,435</i>	<i>-13.9%</i>	<i>20%</i>	<i>18%</i>
<i>RV Park/Campground</i>	<i>\$27,663,367</i>	<i>\$19,818,279</i>	<i>-28.4%</i>	<i>10%</i>	<i>7%</i>

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type





Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.



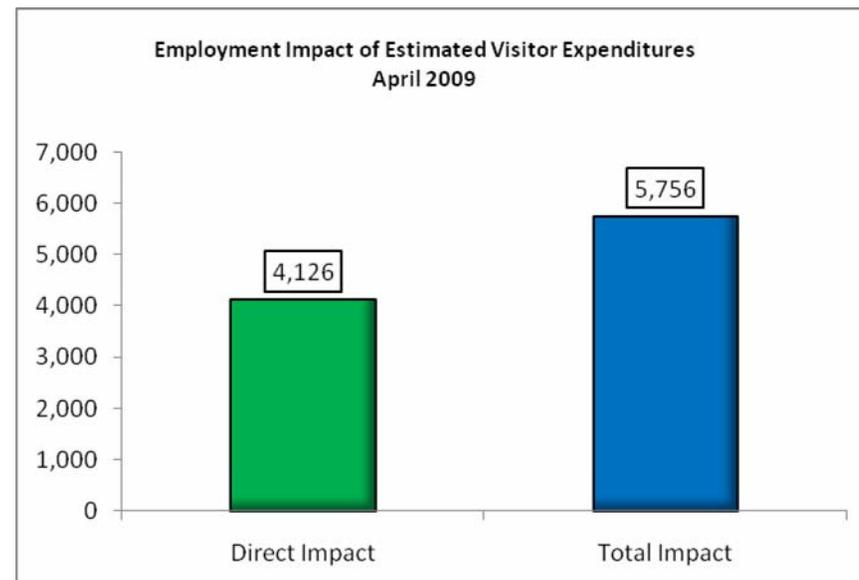
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.)





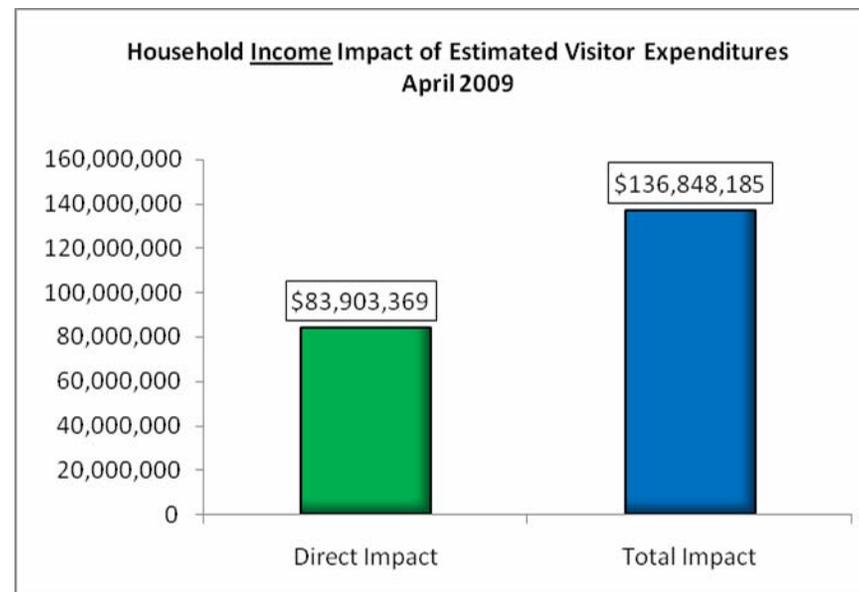
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures **PLUS** the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.)





Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

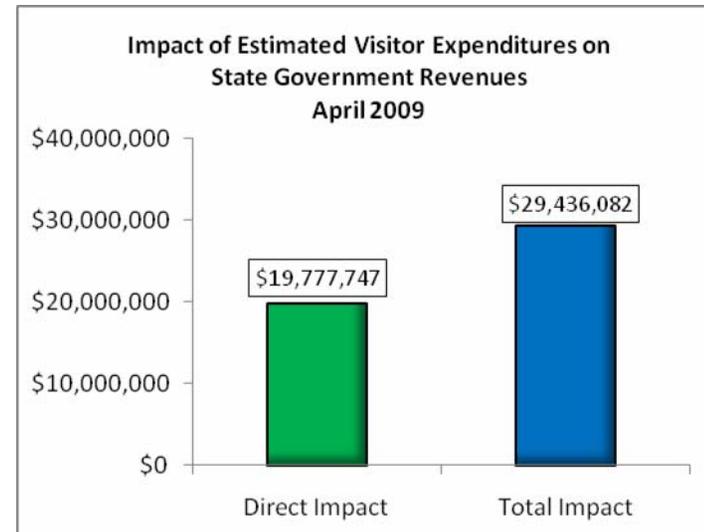
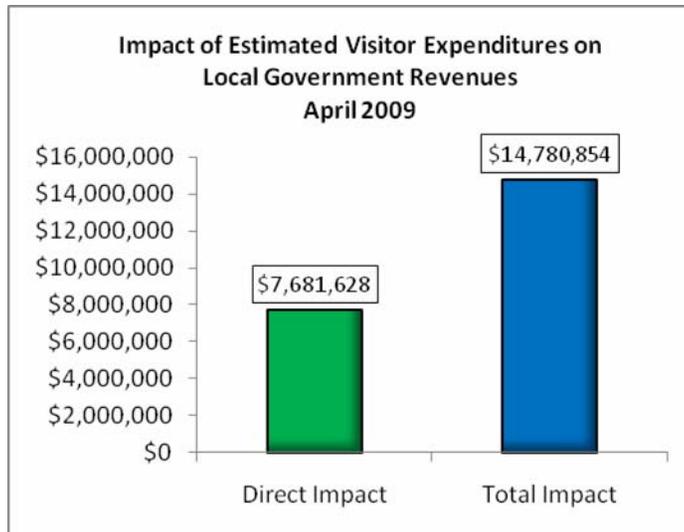
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area: gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).





Appendix April 2009



April 2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Hammond Stadium	4-Apr	25
Ft. Myers Beach	Winward Passage	7-Apr	11
Ft. Myers Beach	Gateway Villas	9-Apr	7
Ft. Myers Beach	Casa Playa	14-Apr	16
Ft. Myers Beach	Lana Kai	16-Apr	15
Ft. Myers	Summerlin Square Trolley	16-Apr	9
Bonita Springs	Bonita Beach	16-Apr	27
Ft. Myers	Edison Home	18-Apr	20
Ft. Myers	Six Mile Cypress Preserve	18-Apr	5
Sanibel	Sea Shells at Sanibel	28-Apr	7
Sanibel	Island Beach Club	28-Apr	7
Sanibel	Sanibel Cottages	28-Apr	7
Sanibel	Tarpon Beach Resort Club	7-Apr	9
Ft. Myers Beach	Cane Palm Condos	9-Apr	10
Cape Coral	Cape Coral Yacht Club Beach	14-Apr	7
Sanibel	Pointe Santo	14-Apr	9
Sanibel	Lighthouse Beach	16-Apr	10
Sanibel	Casa Ybel	16-Apr	10
TOTAL			211

* The sample of surveys was balanced to provide an appropriate representation of interviews across Lee County for each month.



Occupancy Interviewing Statistics

Interviews were conducted from April 1 – April 15, 2009. Information was provided by 167 Lee County lodging properties.

April 2009

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	95
Condo/Cottage/Vacation Home/Timeshare	49
RV Park/Campground	<u>23</u>
Total	167