



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

**August 2008 Visitor Profile and Occupancy Analysis
October 3, 2008**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary August 2008

Throughout this report, statistically significant differences between percentages for 2007 and 2008 are noted by < >.



Executive Summary

- Lee County hosted more than 147,000 visitors staying in paid accommodations during the month of August 2008. An additional 195,000 stayed with friends or relatives while visiting.
- Overall visitation in August 2008 is down 16.3% from August 2007, with decreases in both those visiting friends and relatives (-17.0%) and those staying in paid accommodations (-15.3%).
- Sixty-two percent of visitors staying in paid accommodations were U.S. residents, representing a 19% drop in U.S. visitation from August 2007. Visitation from the United Kingdom and Germany were up significantly over August 2007.
- August 2008 saw nearly half of U.S. paid accommodations visitors arriving from the South (46%), with more than half of those being Florida residents (25%).
- August 2008 saw a large increase in the proportion of paid accommodations visitors arriving from the Midwest over August 2007 (29% vs. 8%), with a corresponding decrease in visitors arriving from the Northeast (8% vs. 29%).



Total August Visitation					
	%		Visitor Estimates		% Change 2007-2008
	2007	2008	2007	2008	
Paid Accommodations*	43%	43%	174,645	147,856	-15.3%
Friends/Relatives**	57%	57%	<u>235,033</u>	<u>195,077</u>	-17.0%
Total Visitation			409,678	342,933	-16.3%
August Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	65%	62%	112,824	91,358	-19.0%
Germany	8%	11%	13,910	16,829	21.0%
United Kingdom	7%	15%	12,364	22,840	84.7%
Canada	5%	2%	9,273	3,606	-61.1%
Other/No Answer	16%	10%	27,820	14,425	-48.1%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	34%	25%	38,638	22,840	-40.9%
South (including Florida)	45%	46%	51,002	42,073	-17.5%
Midwest	8%	29%	9,273	26,446	185.2%
Northeast	29%	8%	32,456	7,212	-77.8%
West	5%	1%	6,182	1,202	-80.6%
No Answer	12%	16%	13,910	14,425	3.7%

2008 Top DMAs (Paid Accommodations)		
Orlando-Daytona Beach-Melbourne	11%	9,617
Indianapolis	8%	7,212
Chicago	8%	7,212
New York	7%	6,010
Charlotte	5%	4,808
Miami-Ft. Lauderdale	4%	3,606
Tampa-St. Petersburg	4%	3,606
Saint Louis	4%	3,606
Philadelphia	3%	2,404
West Palm Beach-Fort Pierce	3%	2,404
Atlanta	3%	2,404
Fort Myers-Naples	3%	2,404
Pittsburgh	3%	2,404



Executive Summary

- August 2008 average per person per day expenditures (\$111.25) were more than 9% lower than those for August 2007 (\$122.50).
- Total August 2008 visitor expenditures are estimated at \$180 million, a 19.3% drop from August 2007 (\$223 million). Expenditures by those staying in paid accommodations were down 2% from August 2007, and VFR expenditures saw a 33% decrease from August 2007. Such a decrease is due to both fewer visitors and lower average expenditures.
- August 2008 visitors spent over 350% more on gaming than August 2007 visitors. Spending on liquor purchases in August 2008 also increased over August 2007, while visitors spent quite a bit less on sport fees and popular events admissions.
- When deciding to visit Lee County, August 2008 visitors were more likely than August 2007 visitors to say they were influenced by a number of different attributes:
 - Warm weather,
 - Safe destination,
 - Reasonably priced lodging, and
 - Good value for the money.
- August 2008 visitors were more likely to be flying to Lee County than were those in August 2007 (63% vs. 50%). They were also slightly more likely to be in Lee County for *vacation* (87% vs. 80%).
- Two-thirds of August 2008 visitors are repeat visitors (65%) averaging 4-5 visits in the past five years.
- When asked about their least liked features of Lee County, more August 2008 visitors mentioned *beach seaweed* (38% versus 16%) and *lack of nightlife* (11% versus 3%) than did so in August 2007.
- More August 2008 visitors stayed in condos or vacation homes (43% vs. 19% in August 2007) and fewer stayed in hotels/motels/resorts (32% vs. 49% in August 2007).
- Visitor satisfaction remains very high, with 93% reporting that they are satisfied with their visit to Lee County. Nine in ten will likely recommend Lee County as a vacation destination (88%), and many plan to return (84%).



Executive Summary

- August 2008 visitors are in their 40s (average age of around 44), though they are younger than August 2007 visitors who averaged about 46 years. Average annual household income remains high at \$99,002.
- In August 2008, average occupancy rates dropped from August 2007 (-8.0%) to an average of 34.8%. While hotels/motels/resorts and condos and vacation homes saw decreases in occupancy rates between August 2007 and August 2008, RV parks/campgrounds saw a 7.5% increase in occupancy rates.
- Average daily rates in August 2008 were \$120.29, an 8.6% increase from August 2007.
- A drop in occupancy and an increase in rates led to fairly comparable RevPARs for hotels/motels/resorts and condos and vacation homes. RV parks/campgrounds had higher occupancy and lower rates which led to a lower RevPAR.
- Available roomnights increased 3.6% between August 2007 and August 2008, while occupied roomnights decreased (-4.6%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	129	149		128	149		128/129	149/149	
Hotel/Motel/Resort/B&B	51.1%	44.6%	-12.7%	\$106.43	\$119.16	12.0%	\$54.39	\$53.18	-2.2%
Condo/Cottage/Vacation Home	32.0%	29.5%	-7.9%	\$159.07	\$174.32	9.6%	\$50.85	\$51.40	1.1%
RV Park/Campground	17.4%	18.7%	7.5%	\$35.81	\$30.59	-14.6%	\$6.24	\$5.72	-8.3%
AVERAGE	37.8%	34.8%	-8.0%	\$110.80	\$120.29	8.6%	\$41.84	\$41.83	0.0%

- When comparing the current month's occupancy and revenue to the same month in the prior year, property managers in August 2008 were much more negative than they had been in August 2007. In 2008, fewer said that August occupancy was *better* than 2007 (17% versus 49% in 2007). Similarly, fewer said that revenue was better (17% versus 51% in 2007). In addition, more reported *worse* occupancy in August 2008 as compared to August 2007 (58% versus 35%) and worse revenue (61% vs. 33%).
- In projecting the origin of their guests in the coming three months, August 2008 property managers were more likely to anticipate more Floridian and Canadian visitors and fewer U.S. out-of-state visitors.



August 2008 Lee County Snapshot

Total August Visitation				
	%		Visitor Estimates	
	2007	2008	2007	2008
Paid Accommodations	43%	43%	174,645	147,856
Friends/Relatives	57%	57%	235,033	195,077
<i>Total Visitation</i>			409,678	342,933

Total Visitor Expenditures			
	2007	2008	% Change
	Total Visitor Expenditures	\$222,899,579	\$179,934,230
Paid Accommodations	\$99,025,226	\$97,186,232	-1.9%

August Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2007	2008	2007	2008
Florida	34%	25%	38,638	22,840
United States	65%	62%	112,824	91,358
Germany	8%	11%	13,910	16,829
United Kingdom	7%	15%	12,364	22,840
Canada	5%	2%	9,273	3,606

Average Per Person Per Day Expenditures		
2007	2008	% Change
\$122.50	\$111.25	-9.2%

First-Time/Repeat Visitors to Lee County		
	2007	2008
First-time	32%	35%
Repeat	66%	65%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	129	149		128	149		128/129	149/149	
Hotel/Motel/Resort/B&B	51.1%	44.6%	-12.7%	\$106.43	\$119.16	12.0%	\$54.39	\$53.18	-2.2%
Condo/Cottage/Vacation Home	32.0%	29.5%	-7.9%	\$159.07	\$174.32	9.6%	\$50.85	\$51.40	1.1%
RV Park/Campground	17.4%	18.7%	7.5%	\$35.81	\$30.59	-14.6%	\$6.24	\$5.72	-8.3%
AVERAGE	37.8%	34.8%	-8.0%	\$110.80	\$120.29	8.6%	\$41.84	\$41.83	0.0%



Visitor Profile Analysis August 2008

A total of 199 interviews were conducted with visitors in Lee County during the month of August 2008. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

A total of 174 interviews were conducted with visitors in Lee County during the month of August 2007. A total sample of this size is considered accurate to plus or minus 7.4 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.



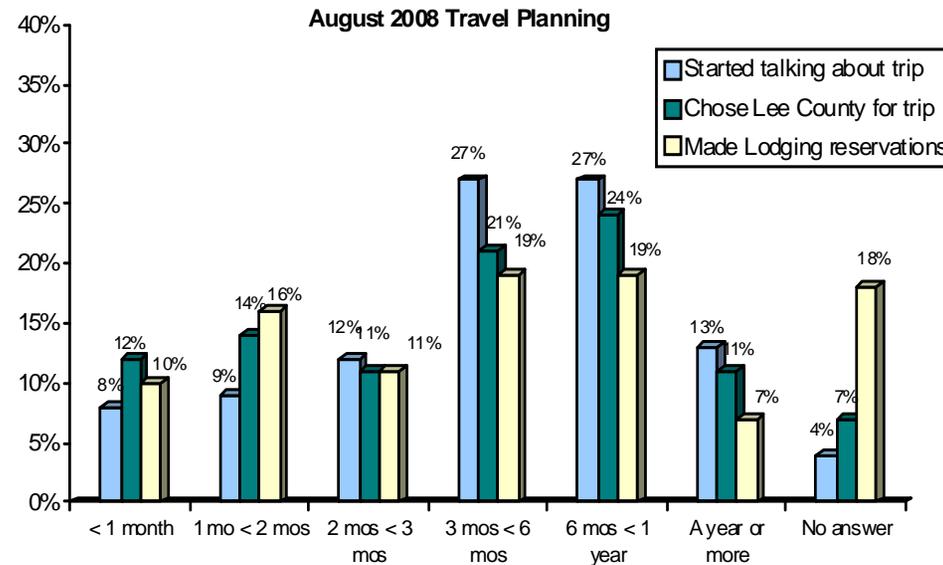
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2007	2008	2007	2008	2007	2008
Total Respondents	174	199	174	199	174	199
< 1 month	14%	8%	18%	12%	<19%>	10%
1 mo - < 2 mos	12%	9%	10%	14%	12%	16%
2 mos - < 3 mos	16%	12%	13%	11%	7%	11%
3 mos - < 6 mos	21%	27%	20%	21%	21%	19%
6 mos - < 1 year	25%	27%	23%	24%	18%	19%
A year or more	11%	13%	12%	11%	6%	7%
No answer	2%	4%	5%	7%	18%	18%

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		
	August	
	2007	2008
Total Respondents	174	199
Before leaving home	77%	81%
After arriving in FL	12%	6%
On the road, but not in FL	2%	--
No answer	10%	13%

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

Computer Access		
	August	
	2007	2008
Total Respondents	174	199
<u>Yes</u>	<u>91%</u>	<u>92%</u>
<i>Home</i>	<41%>	17%
<i>Work</i>	7%	3%
<i>Both Home and Work</i>	44%	<72%>
<u>No</u>	<u>8%</u>	<u>6%</u>

Q8: Do you have access to a computer?

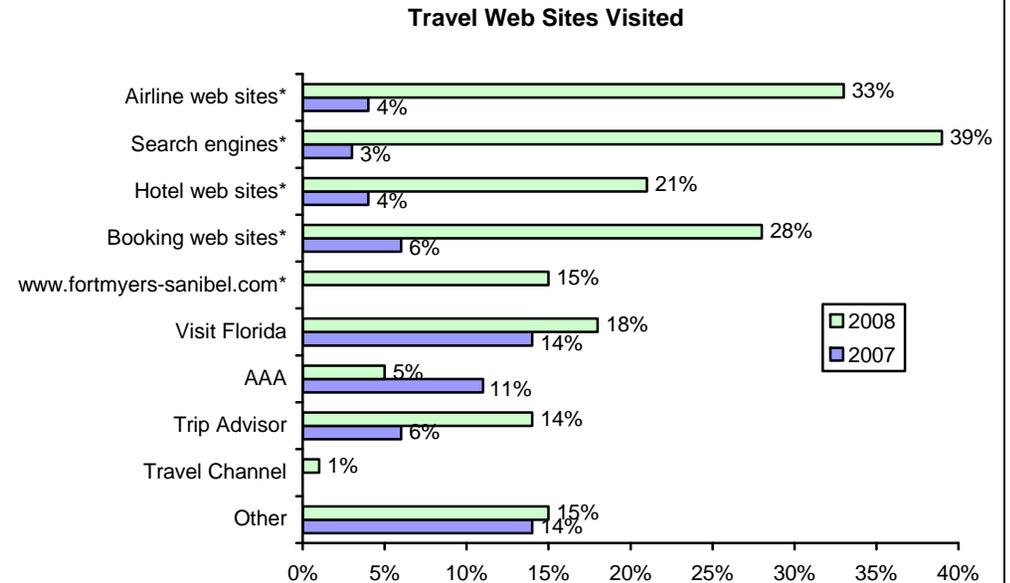


Travel Planning

Travel Web Sites Visited by August Travelers		
	2007	2008
Total Respondents with computer access	158	182
Visited web sites (net)	63%	80%
Airline web sites*	4%	33%
Search engines*	3%	39%
Hotel web sites*	4%	21%
Booking web sites*	6%	28%
www.fortmyers-sanibel.com*	--	15%
Visit Florida	14%	18%
AAA	11%	5%
Trip Advisor	6%	14%
Travel Channel	--	1%
Other	14%	15%
Did not visit web sites	27%	16%
No Answer	10%	4%

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

**Note: These answer categories were added to the questionnaire in October 2007. Therefore, results shown for August 2007 and August 2008 are not directly comparable.*



Base: Respondents with Computer Access



Travel Planning

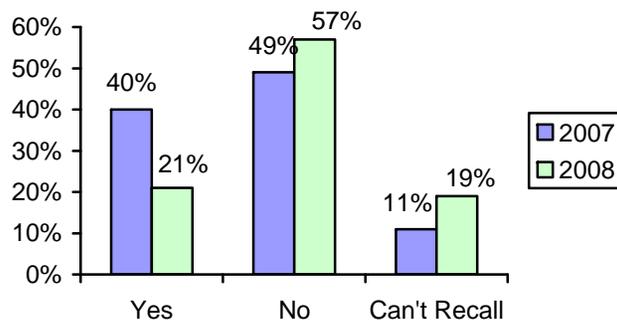
August Travelers Requesting Information		
	2007	2008
Total Respondents	174	199
Requested Information (net)	36%	38%
Hotel Web Site	10%	12%
VCB Web Site	5%	<12%>
Call hotel	8%	5%
Visitor Guide	5%	8%
Call local Chamber of Commerce	2%	1%
Clipping/mailling coupon	1%	1%
Other	20%	14%
Did not request information	51%	47%
No Answer	13%	15%

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

Travel Agent Assistance		
	2007	2008
Total Respondents	174	199
Yes	<10%>	4%
No	89%	94%

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

Recall of Promotions



Recall of Lee County Promotions		
	2007	2008
Total Respondents	174	199
Yes	<40%>	21%
No	49%	57%
Can't Recall	11%	<19%>

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



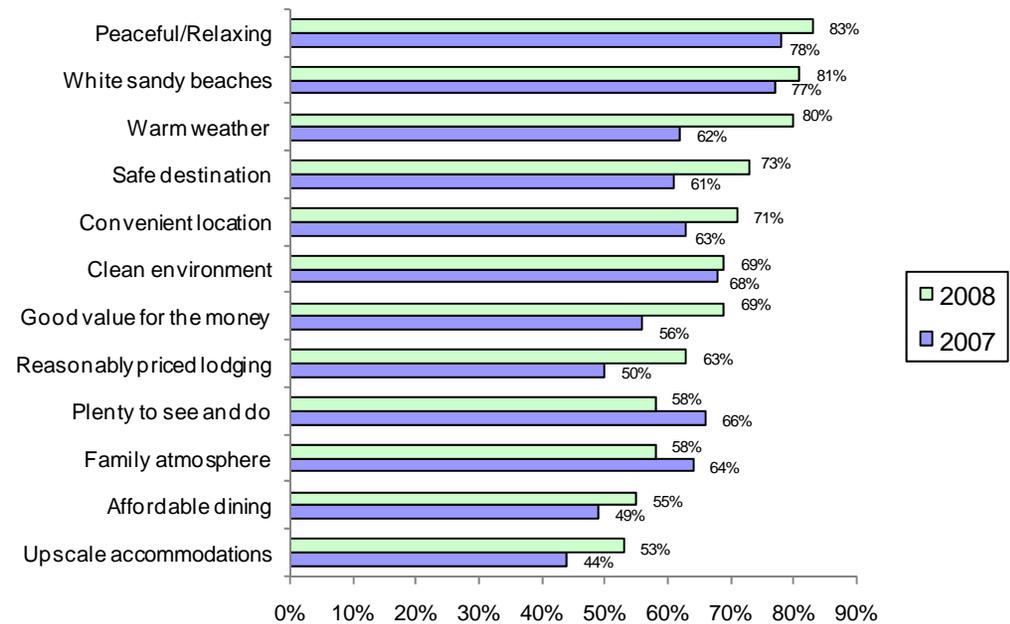
Travel Planning

August Travel Decision Influences*		
	2007	2008
Total Respondents	174	199
Peaceful/Relaxing	78%	83%
White sandy beaches	77%	81%
Warm weather	62%	<80%>
Safe destination	61%	<73%>
Convenient location	63%	71%
Clean environment	68%	69%
Good value for the money	56%	<69%>
Reasonably priced lodging	50%	<63%>
Family atmosphere	64%	58%
Plenty to see and do	66%	58%
Affordable dining	49%	55%
Upscale accommodations	44%	53%

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)

August Travel Decision Influences*

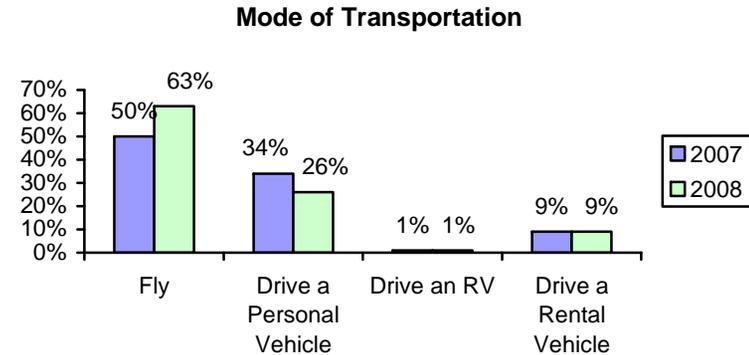




Trip Profile

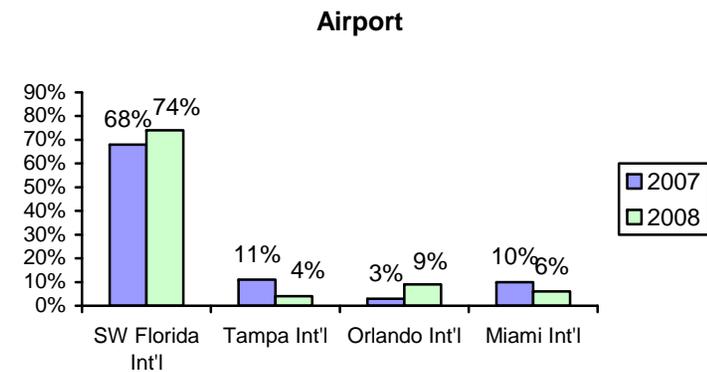
Mode of Transportation		
	2007	2008
Total Respondents	174	199
Fly	50%	<63%>
Drive a Personal Vehicle	34%	26%
Drive an RV	1%	1%
Drive a Rental Vehicle	9%	9%
Other/No answer	6%	1%

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



Airport		
	2007	2008
Total Respondents who Arrived by Air	86	125
SW Florida Int'l	68%	74%
Tampa Int'l	11%	4%
Orlando Int'l	3%	9%
Miami Int'l	10%	6%
Ft. Lauderdale Int'l	2%	4%
Sarasota/Bradenton	--	--
West Palm Beach Int'l	3%	--
Other	1%	1%

Q2: At which Florida airport did you land?

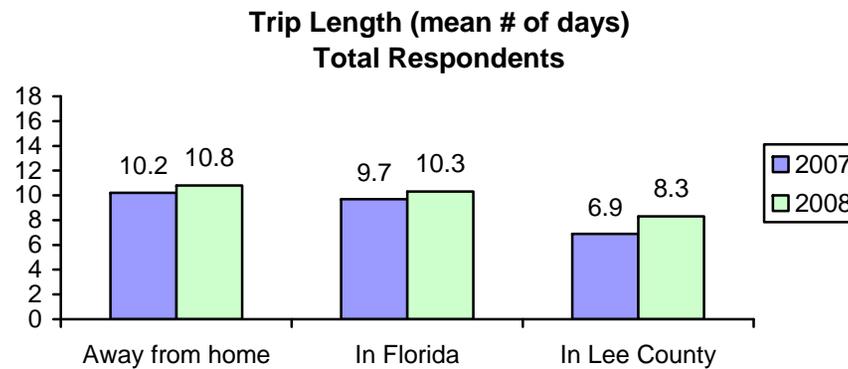




Trip Profile

August Trip Length Mean # of Days			
	Total Respondents		
	2007	2008	% Change
Total Respondents	174	199	
Away from home	10.2	10.8	5.9%
In Florida	9.7	10.3	6.2%
In Lee County	6.9	8.3	20.3%

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



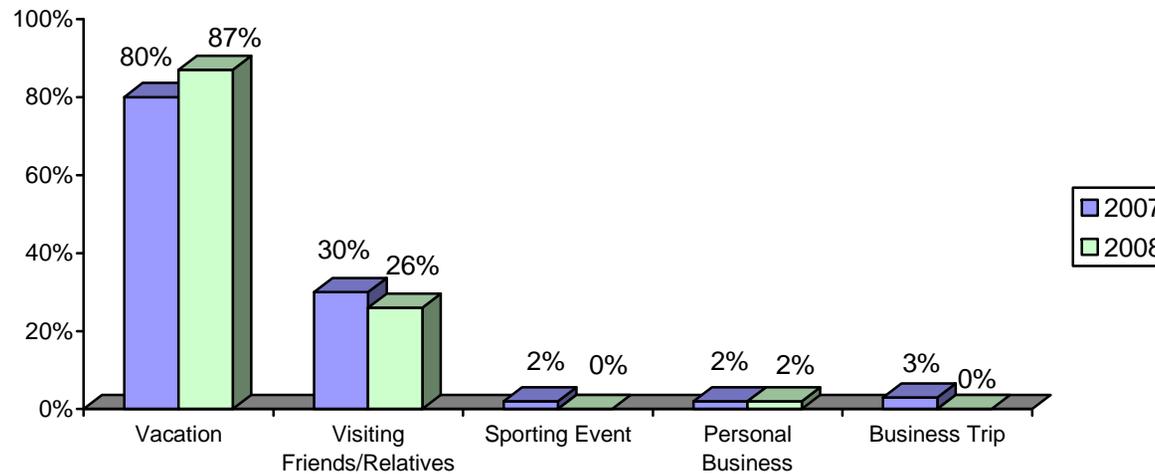


Trip Profile

Reason for August Visit		
	2007	2008
Total Respondents	174	199
Vacation	80%	87%
Visiting Friends/Relatives	30%	26%
Business Trip	3%	--
Personal Business	2%	2%
Sporting Event	2%	--
Other	4%	4%

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

Reason for August Visit





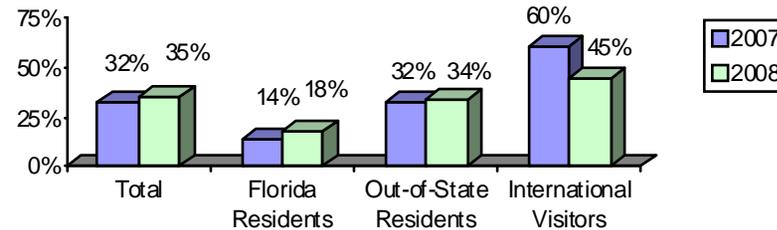
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2007	2008	2007	2008	2007	2008	2007	2008
Total Respondents	174	199	34*	23*	76	93	47*	62
Yes	32%	35%	14%	18%	32%	34%	<60%>	45%
No	66%	65%	86%	82%	66%	65%	41%	55%
No answer	1%	1%	--	--	2%	1%	--	--

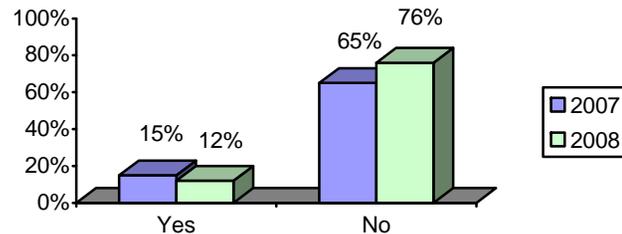
Q20: Is this your first visit to Lee County?

*Note: Insufficient number of responses for reliable statistical analysis. Please interpret results with caution.

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2007	2008
Total Respondents	174	199
Yes	15%	12%
No	65%	<76%>
No Answer	1%	1%
<i>FL Residents*</i>	19%	11%

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.



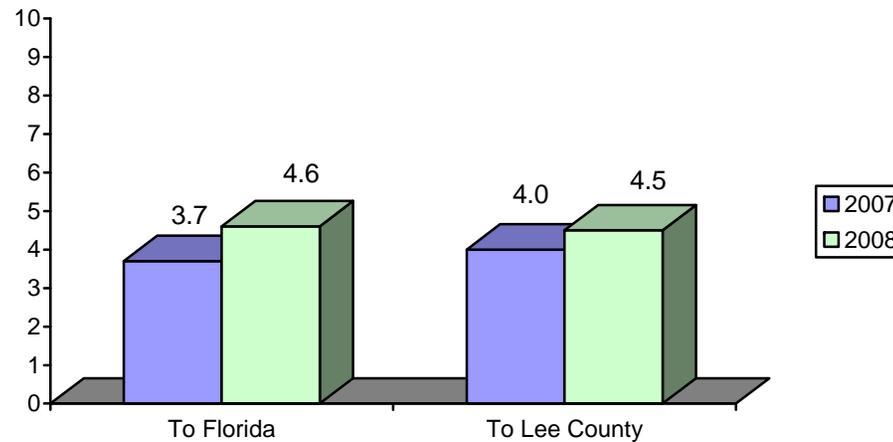
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2007	2008	2007	2008
Base: Repeat Visitors	112 (FL res. Excl.)	152 (FL res. Excl.)	115	130
Number of visits	3.7	4.6	4.0	4.5

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



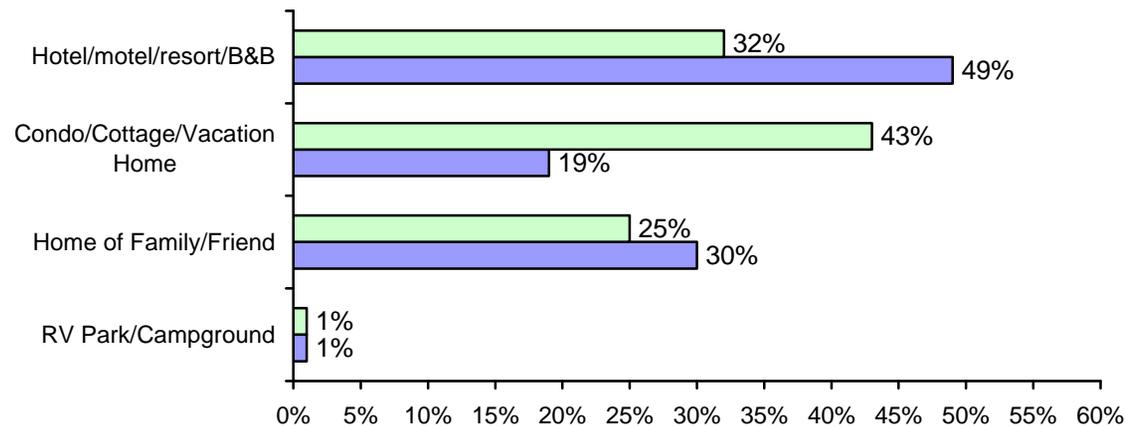


Trip Profile

Type of Accommodations – August Visitors		
	2007	2008
Total Respondents	174	199
Hotel/Motel/Resort/B&B	<49%>	32%
Hotel/motel/inn	<33%>	21%
Resort	15%	10%
B&B	1%	1%
Home of family/friend	30%	25%
Condo/Cottage/Vacation Home	19%	<43%>
Rented home/condo	15%	<29%>
Borrowed home/condo	3%	6%
Owned home/condo	1%	<8%>
RV Park/Campground	1%	1%
Day trip (no accommodations)	2%	--
No Answer	1%	--

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

Type of Accommodations - August Visitors

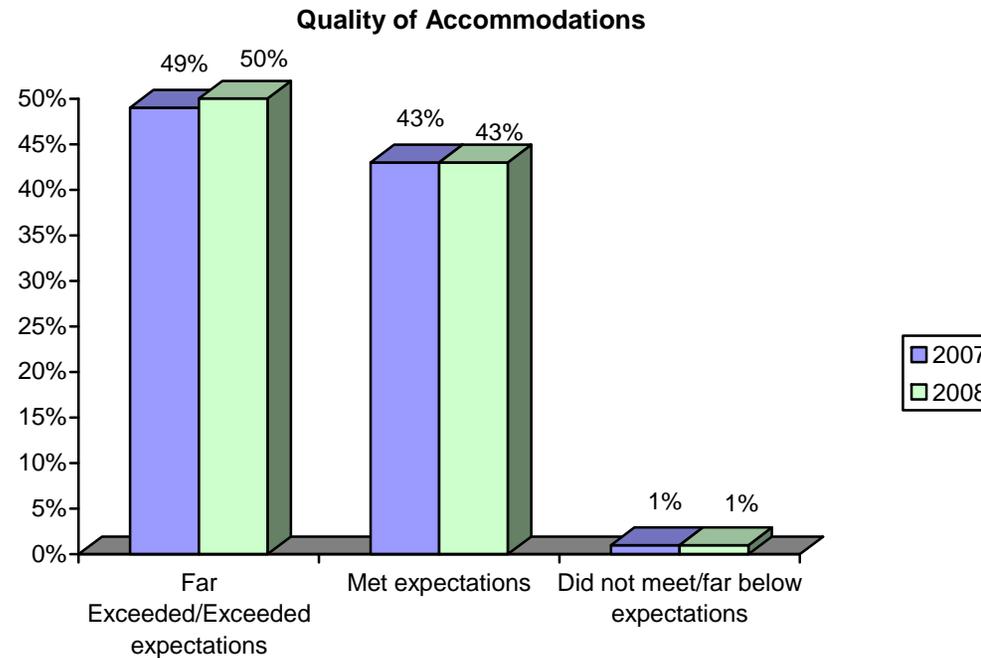




Trip Profile

Quality of Accommodations		
	2007	2008
Total Respondents	174	199
Far exceeded/Exceeded expectations	49%	50%
Met expectations	43%	43%
Did not meet/Far below expectations	1%	1%
No Answer	6%	6%

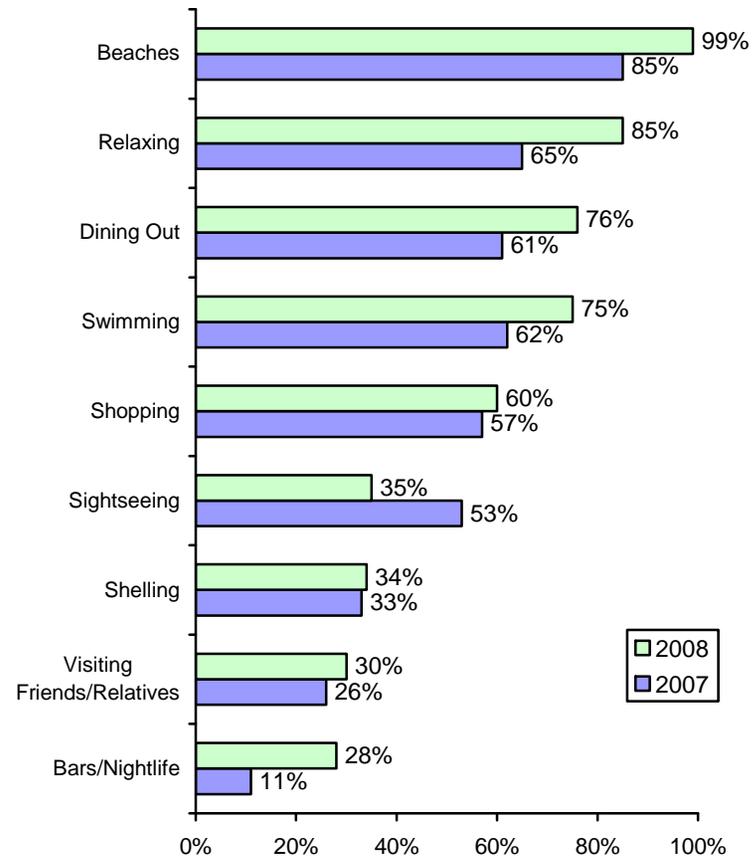
Q26: How would you describe the quality of your accommodations? Do you feel that they:





Trip Activities

August Activities Enjoyed		
	2007	2008
Total Respondents	174	199
Beaches	85%	<99%>
Relaxing	65%	<85%>
Dining out	61%	<76%>
Swimming	62%	<75%>
Shopping	57%	60%
Sightseeing	<53%>	35%
Shelling	33%	34%
Visiting Friends/Relatives	26%	30%
Bars/Nightlife	11%	<28%>
Photography	30%	24%
Watching Wildlife	17%	22%
Attractions	<43%>	19%
Bicycle Riding	14%	16%
Fishing	13%	16%
Miniature Golf	16%	15%
Boating	19%	14%
Exercise/Working Out	6%	<13%>
Parasailing/Jet Skiing	7%	12%
Birdwatching	10%	12%
Golfing	14%	12%
Kayaking/Canoeing	9%	7%
Cultural Events	3%	4%
Scuba Diving/Snorkeling	4%	4%
Guided Tour	<13%>	4%
Sporting Event	<10%>	3%
Tennis	6%	2%
Other	4%	3%

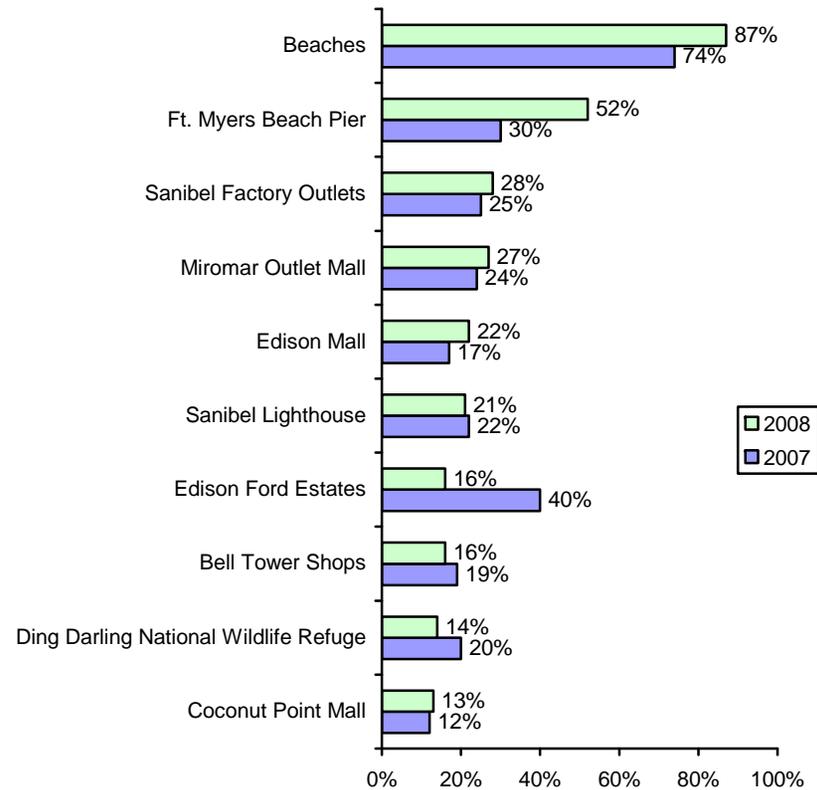


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

August Attractions Visited		
	2007	2008
Total Respondents	174	199
Beaches	74%	<87%>
Ft. Myers Beach Pier	30%	<52%>
Sanibel Factory Outlets	25%	28%
Miromar Outlet Mall	24%	27%
Edison Mall	17%	22%
Sanibel Lighthouse	22%	21%
Edison Ford Estates	<40%>	16%
Bell Tower Shops	19%	16%
Ding Darling National Wildlife Refuge	20%	14%
Coconut Point Mall	12%	13%
Periwinkle Place	7%	12%
Shell Factory and Nature Park	<25%>	10%
Gulf Coast Town Center	6%	9%
Manatee Park	7%	4%
Bailey-Matthews Shell Museum	<11%>	3%
Broadway Palm Dinner Theater	5%	3%
Other	6%	3%
None/No Answer	5%	5%



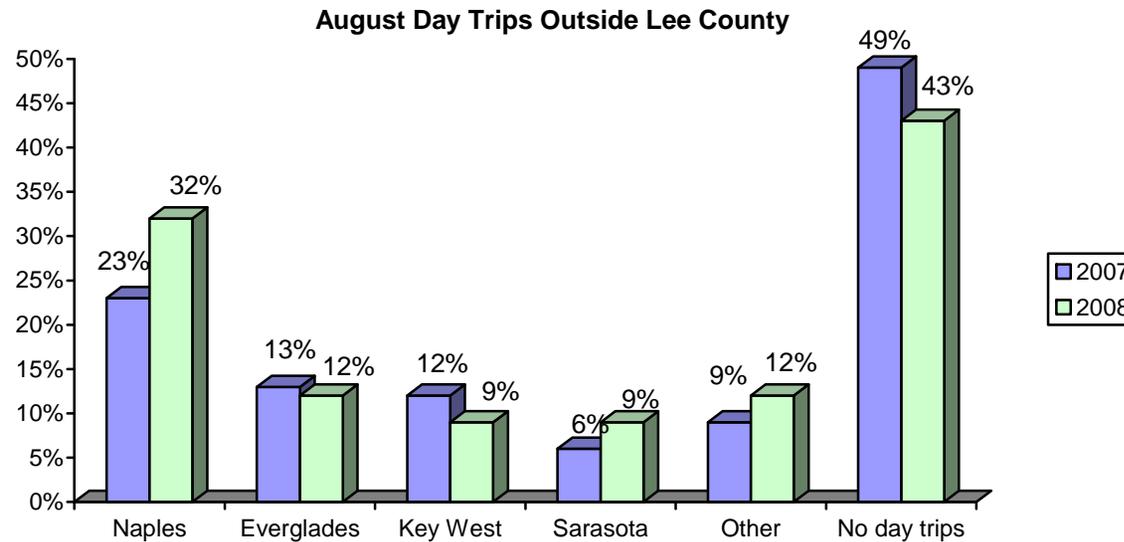
Q29: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

August Day Trips Outside Lee County		
	2007	2008
Total Respondents	174	199
Any Day Trips (net)	43%	50%
<i>Naples</i>	23%	32%
<i>Everglades</i>	13%	12%
<i>Key West</i>	12%	9%
<i>Sarasota</i>	6%	9%
<i>Other</i>	9%	12%
No day trips	49%	43%
No answer	8%	7%

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

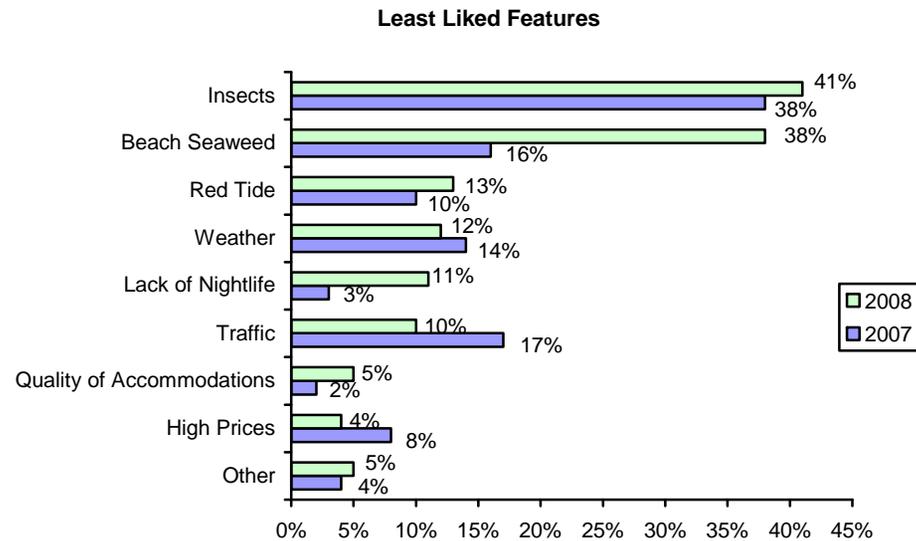




Lee County Experience

Least Liked Features		
	2007	2008
Total Respondents	174	199
Insects	38%	41%
Beach seaweed	16%	<38%>
Red Tide	10%	13%
Weather	14%	12%
Lack of nightlife	3%	<11%>
Traffic	<17%>	10%
Quality of accommodations	2%	5%
High prices	8%	4%
Other	4%	5%
Nothing/no answer	28%	20%

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



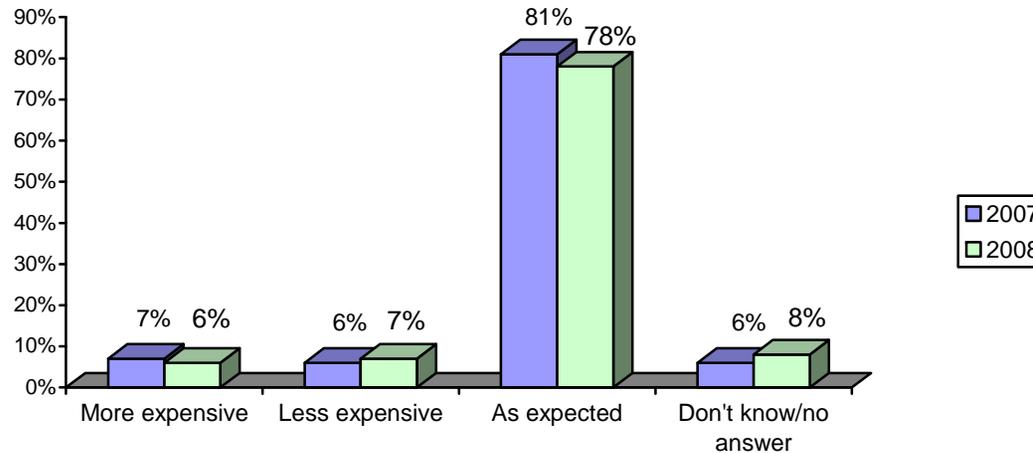


Lee County Experience

Perception of Lee County as Expensive		
	2007	2008
Total Respondents	174	199
More expensive	7%	6%
Less expensive	6%	7%
As expected	81%	78%
Don't know/no answer	6%	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

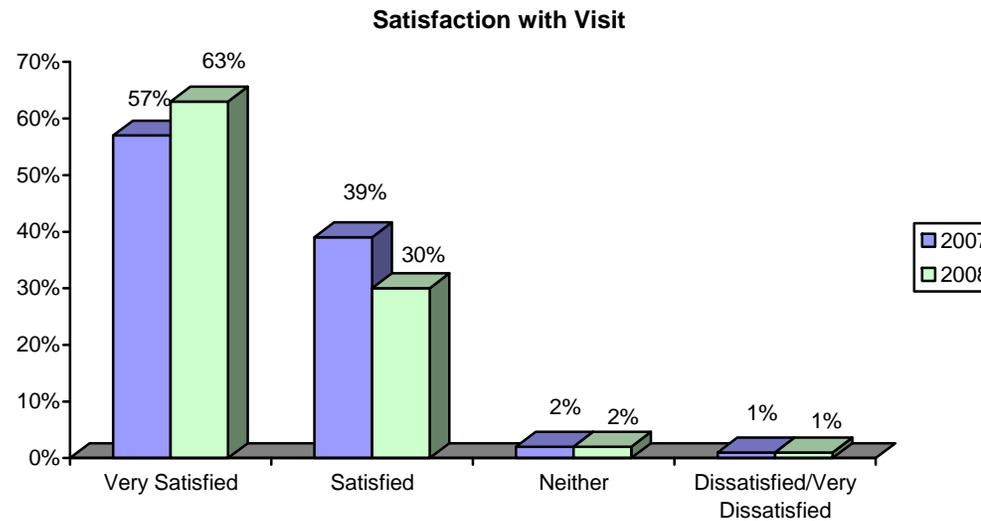




Lee County Experience

Satisfaction with Visit		
	2007	2008
Total Respondents	174	199
<u>Satisfied</u>	<u>95%</u>	<u>93%</u>
<i>Very Satisfied</i>	57%	63%
<i>Satisfied</i>	39%	30%
Neither	2%	2%
Dissatisfied/Very Dissatisfied	1%	1%
Don't know/no answer	1%	4%

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



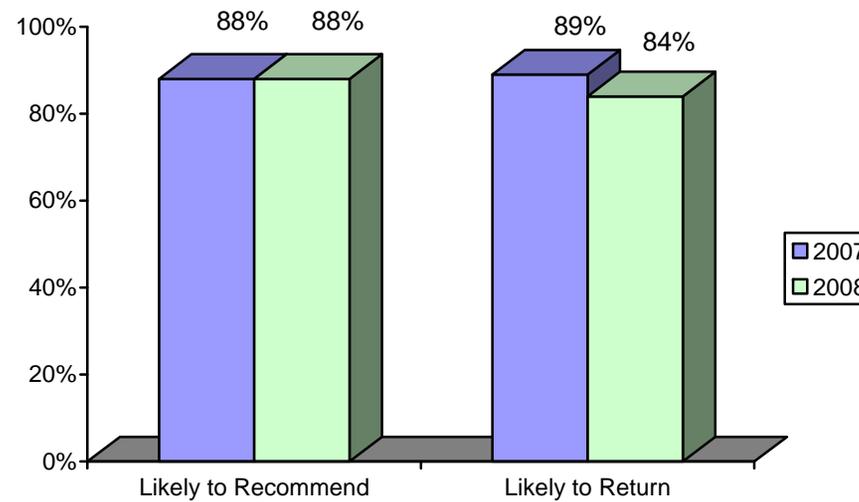


Future Plans

Likelihood to Recommend/Return to Lee County		
	2007	2008
Total Respondents	174	199
Likely to Recommend Lee County	88%	88%
Likely to Return to Lee County	89%	84%
Base: Total Respondents Planning to Return	154	167
Likely to Return Next Year	47%	56%

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?

Likelihood to Recommend/Return to Lee County
 (Responded "Yes")

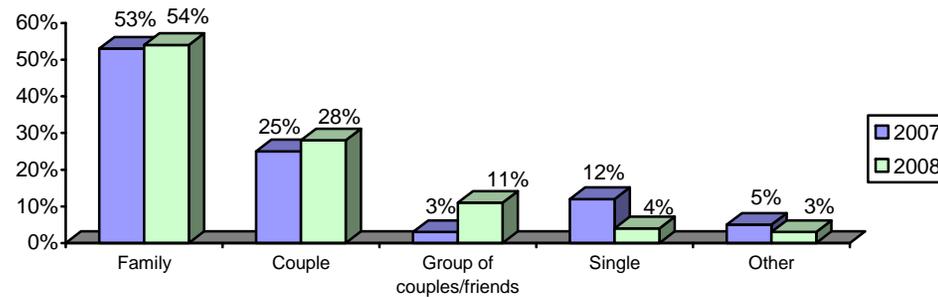




Visitor and Travel Party Demographic Profile

August Travel Party		
	2007	2008
Total Respondents	174	199
Family	53%	54%
Couple	25%	28%
Group of couples/friends	3%	<11%>
Single	<12%>	4%
Other	5%	3%
Mean travel party size	3.3	3.5
Mean adults in travel party	2.4	2.8

Travel Party



Travel Parties with Children		
	2007	2008
Total Respondents	174	199
Traveling with any Children (net)	44%	39%
Any younger than 6	13%	17%
Any 6 – 11 years old	24%	17%
Any 12 – 17 years old	22%	18%

Q22: On this trip, are you traveling:

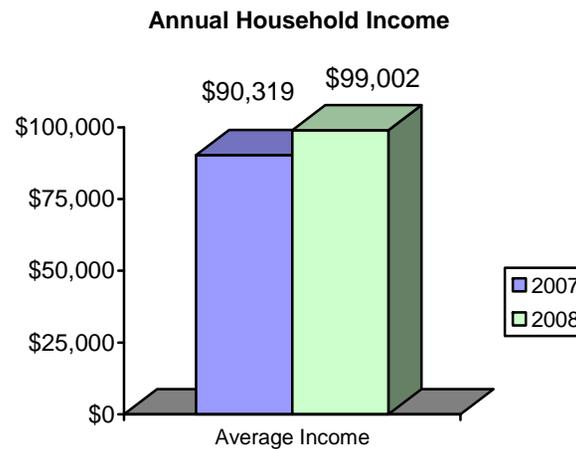
Q23: Including yourself, how many people are in your immediate travel party?

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

August Visitor Demographic Profile		
	2007	2008
Total Respondents	174	199
Vacations per year (mean)	2.5	2.7
Short getaways per year (mean)	<4.6>	3.2
Age of respondent (mean)	45.8	43.8
Annual household income (mean)	\$90,319	\$99,002
Marital Status		
Married	68%	67%
Single	13%	19%
Other	13%	12%



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 August Visitation					
	%		Visitor Estimates		% Change
	2007	2008	2007	2008	2007-2008
Paid Accommodations*	43%	43%	174,645	147,856	-15.3%
Friends/Relatives**	57%	57%	235,033	195,077	-17.0%
<i>Total Visitation</i>			409,678	342,933	-16.3%
August Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	65%	62%	112,824	91,358	-19.0%
Germany	8%	11%	13,910	16,829	21.0%
United Kingdom	7%	<15%>	12,364	22,840	84.7%
Canada	5%	2%	9,273	3,606	-61.1%
Other/No Answer	16%	10%	27,820	14,425	-48.1%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	34%	25%	38,638	22,840	-40.9%
South (including Florida)	45%	46%	51,002	42,073	-17.5%
Midwest	8%	<29%>	9,273	26,446	185.2%
Northeast	<29%>	8%	32,456	7,212	-77.8%
West	<5%>	1%	6,182	1,202	-80.6%
No Answer	12%	16%	13,910	14,425	3.7%

2008 Top DMAs (Paid Accommodations)		
Orlando-Daytona Beach-Melbourne	11%	9,617
Indianapolis	8%	7,212
Chicago	8%	7,212
New York	7%	6,010
Charlotte	5%	4,808
Miami-Ft. Lauderdale	4%	3,606
Tampa-St. Petersburg	4%	3,606
Saint Louis	4%	3,606
Philadelphia	3%	2,404
West Palm Beach-Fort Pierce	3%	2,404
Atlanta	3%	2,404
Fort Myers-Naples	3%	2,404
Pittsburgh	3%	2,404



Occupancy Data Analysis August 2008

Property managers representing 153 properties in Lee County were interviewed for the August 2008 Occupancy Survey between September 1 and September 15, 2008, a sample considered accurate to plus or minus 7.9 percentage points at the 95% confidence level.

Property managers representing 139 properties in Lee County were interviewed for the August 2007 Occupancy Survey between September 1 and September 16, 2007, a sample considered accurate to plus or minus 8.3 percentage points at the 95% confidence level.



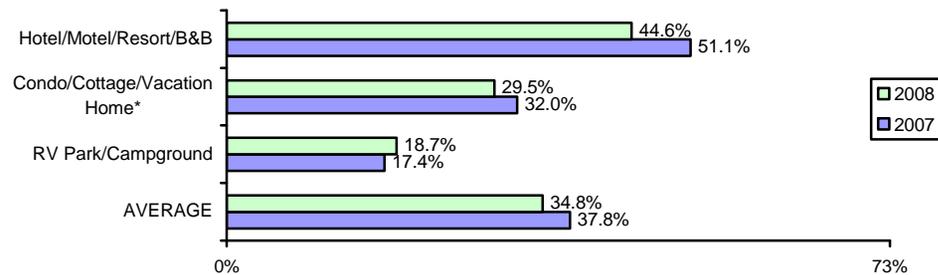
August Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	129	149		128	149		128/129	149/149	
Hotel/Motel/Resort/B&B	51.1%	44.6%	-12.7%	\$106.43	\$119.16	12.0%	\$54.39	\$53.18	-2.2%
Condo/Cottage/Vacation Home	32.0%	29.5%	-7.9%	\$159.07	\$174.32	9.6%	\$50.85	\$51.40	1.1%
RV Park/Campground	17.4%	18.7%	7.5%	\$35.81	\$30.59	-14.6%	\$6.24	\$5.72	-8.3%
AVERAGE	37.8%	34.8%	-8.0%	\$110.80	\$120.29	8.6%	\$41.84	\$41.83	0.0%

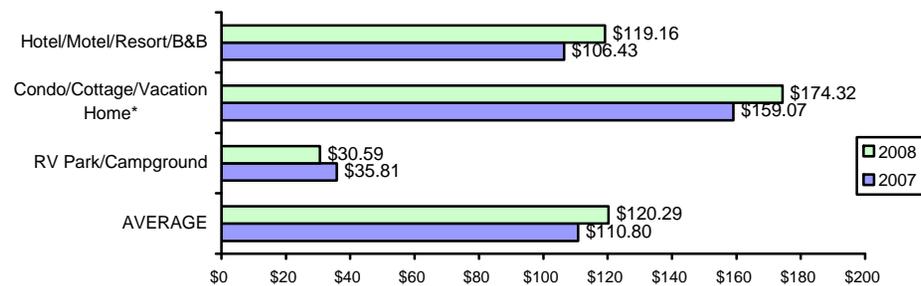
Q16: What was your overall average occupancy rate for the month of August?

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

Average Occupancy Rate



Average Daily Rate

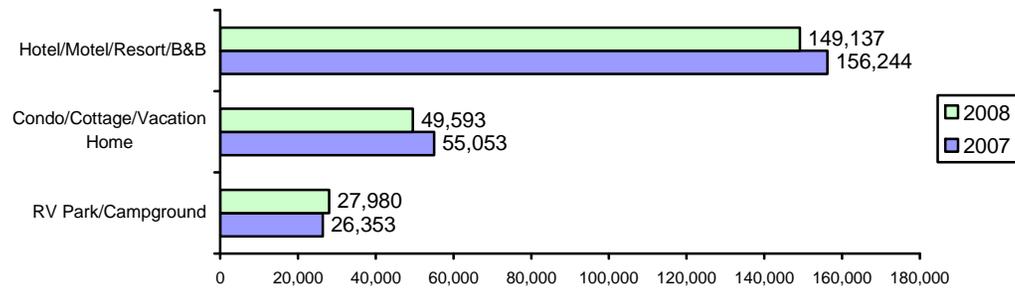




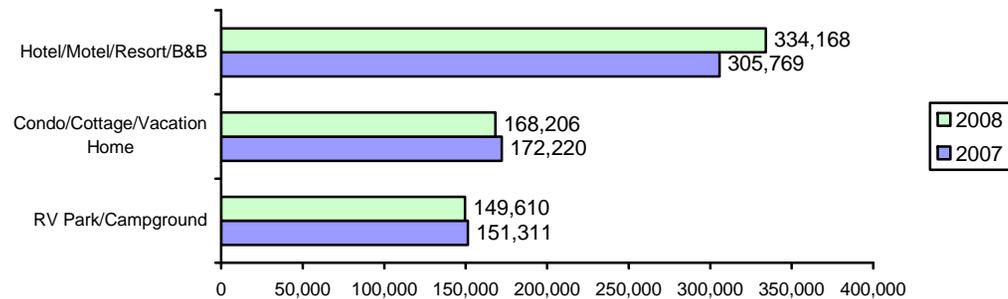
August Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2007	2008	% Change	2007	2008	% Change
Hotel/Motel/Resort/B&B	156,244	149,137	-4.5%	305,769	334,168	9.3%
Condo/Cottage/Vacation Home	55,053	49,593	-9.9%	172,220	168,206	-2.3%
RV Park/Campground	26,353	27,980	6.2%	151,311	149,610	-1.1%
Total	237,650	226,710	-4.6%	629,300	651,984	3.6%

Occupied Room Nights



Available Room Nights





Lodging Management Estimates

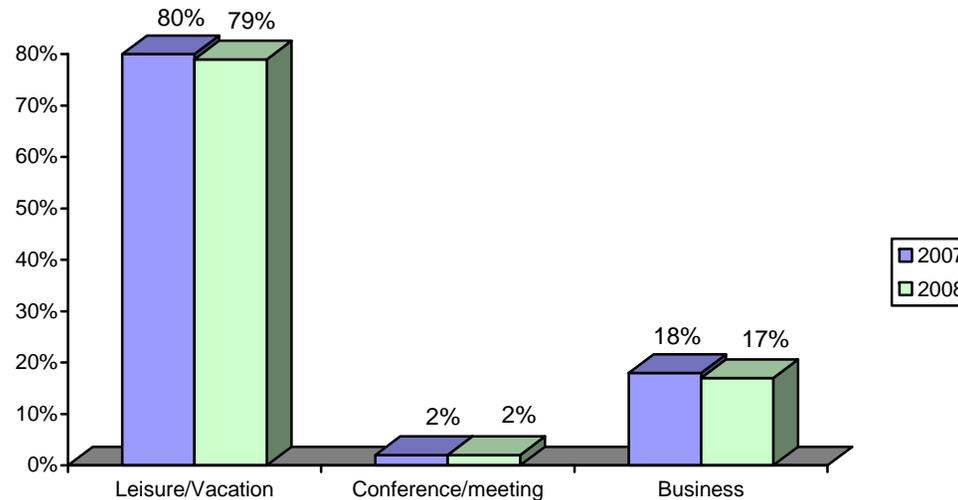
August Guest Profile		
	2007	2008
Property Managers Responding	120	121
Purpose of Visit		
Leisure/Vacation	80%	79%
Conference/meeting	2%	2%
Business	18%	17%
Property Managers Responding	120	142
Average guests per room	2.7	2.4
Property Managers Responding	120	141
Average length of stay in nights	5.3	5.6

Q23: What percent of your August room/site/unit occupancy was generated by:

Q18: What was your average number of guests per room/site/unit in August?

Q19: What was the average length of stay (in nights) of your guests in August?

Purpose of Visit



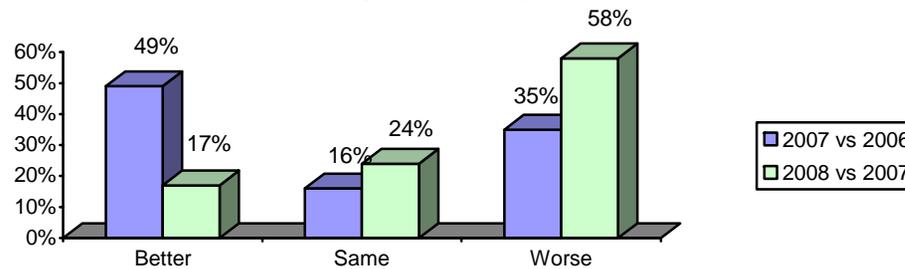


Occupancy Barometer

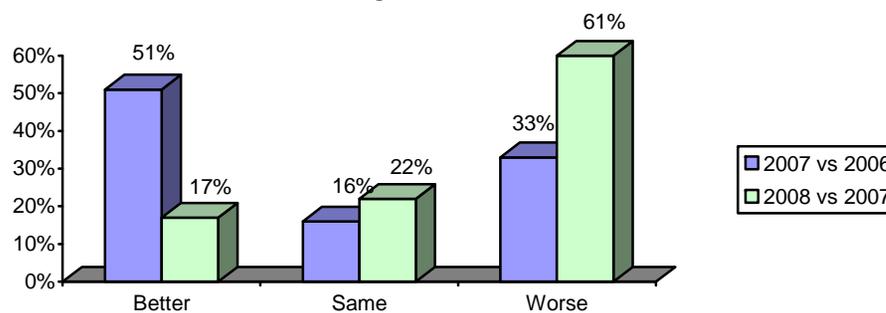
	August Occupancy		August Revenue	
	2007	2008	2007	2008
Property Managers Responding	123	143	120	140
Better than prior year	<49%>	17%	<51%>	17%
Same as prior year	16%	24%	16%	22%
Worse than prior year	35%	<58%>	33%	<61%>

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

August Occupancy



August Revenue



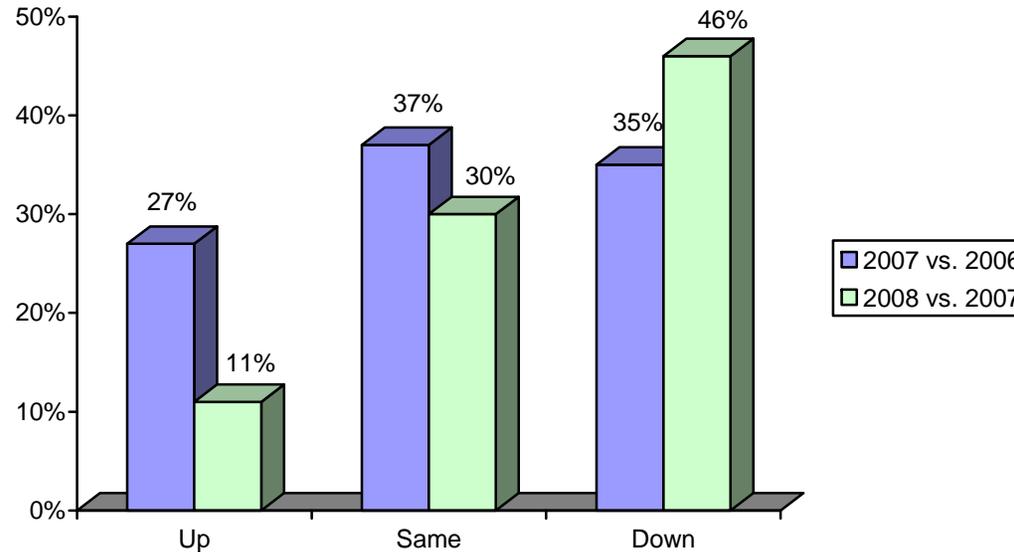


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2007	2008
Property Managers Responding	121	144
Up	<27%>	11%
Same	37%	30%
Down	35%	46%

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

Level of Reservations for Next 3 Months Compared to Last Year



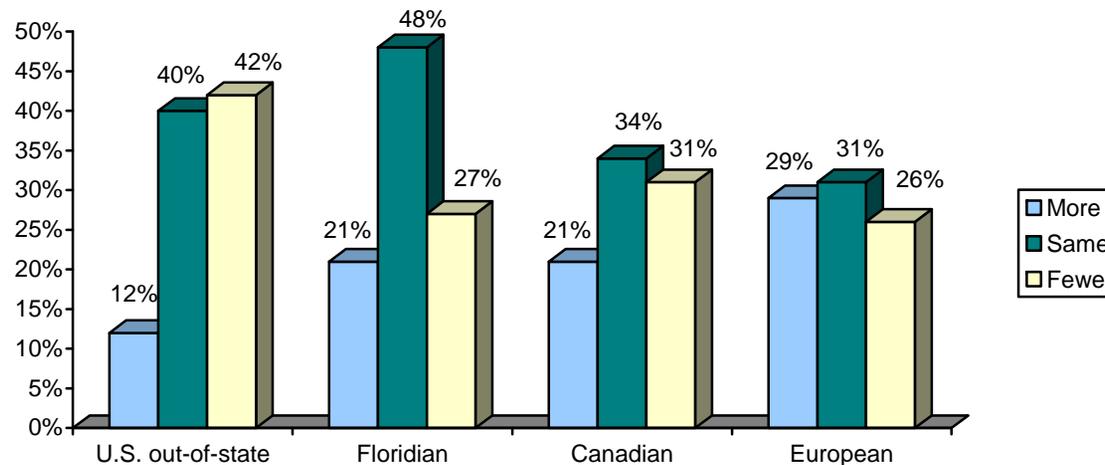


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (108/94 Minimum)	More		Same		Fewer		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
U.S. out-of-state	<22%>	12%	51%	40%	23%	<42%>	4%	6%
Floridian	11%	<21%>	<61%>	48%	23%	27%	5%	5%
Canadian	6%	<21%>	<61%>	34%	22%	31%	10%	14%
European	19%	29%	<56%>	31%	16%	26%	10%	15%

Q27: Now thinking about the specific origins of your guests, for September, October, and November 2008, 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
August 2008

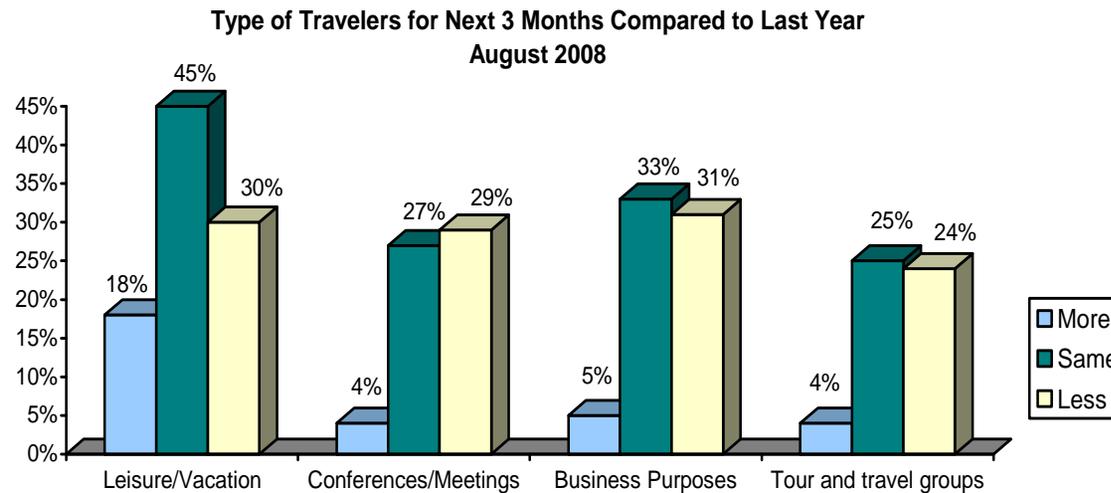




Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (85/84 Minimum)	More		Same		Less		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
Leisure/vacation	23%	18%	54%	45%	19%	<30%>	4%	7%
Conferences/Meetings	3%	4%	<51%>	27%	17%	29%	28%	39%
Business Purposes	3%	5%	<60%>	33%	17%	<31%>	20%	30%
Tour and travel groups	5%	4%	36%	25%	21%	24%	38%	48%

Q28: Compared to September, October, and November 2007, will the following types of travelers generate more, the same, or less business for your property in September, October, and November 2008?





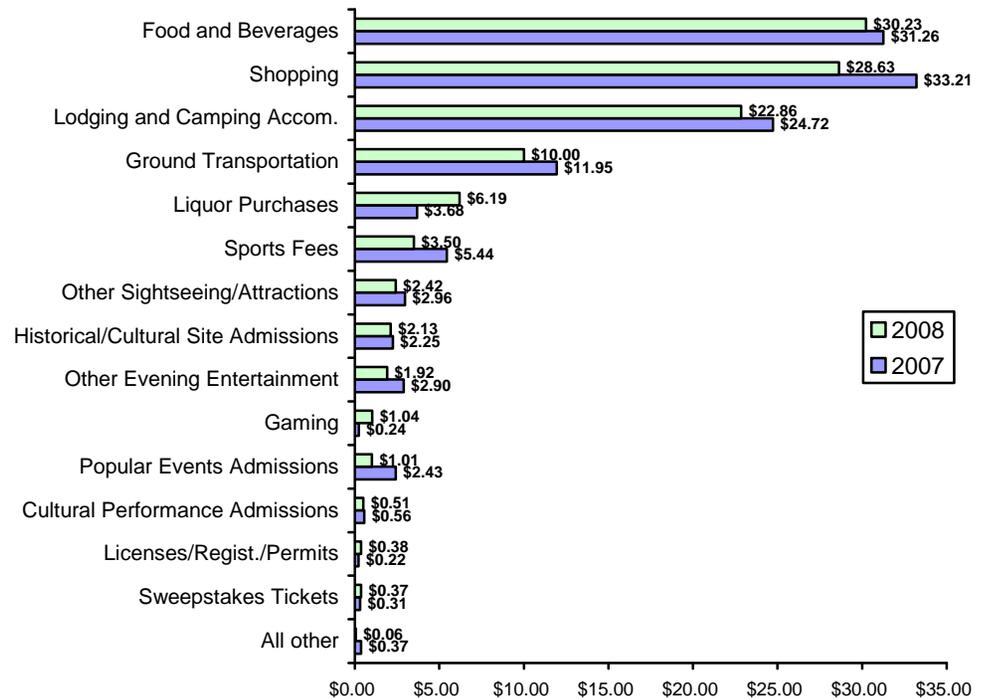
Economic Impact Analysis August 2008



Average Expenditures

August Average Expenditures per Person per Day			
	2007	2008	% Change
TOTAL	\$122.50	\$111.25	-9.2%
Food and Beverages	\$31.26	\$30.23	-3.3%
Shopping	\$33.21	\$28.63	-13.8%
Lodging and Camping	\$24.72	\$22.86	-7.5%
Ground Transportation	\$11.95	\$10.00	-16.3%
Liquor Purchases	\$3.68	\$6.19	68.2%
Sport Fees	\$5.44	\$3.50	-35.7%
Other Sightseeing/Attractions	\$2.96	\$2.42	-18.2%
Historic/Cultural Site Admissions	\$2.25	\$2.13	-5.3%
Other Evening Entertainment	\$2.90	\$1.92	-33.8%
Gaming	\$0.24	\$1.04	333.3%
Popular Events Admissions	\$2.43	\$1.01	-58.4%
Cultural Performance Admissions	\$0.56	\$0.51	-8.9%
Licenses/Registrations/Permits	\$0.22	\$0.38	72.7%
Sweepstakes Tickets	\$0.31	\$0.37	19.4%
All other	\$0.37	\$0.06	-83.8%

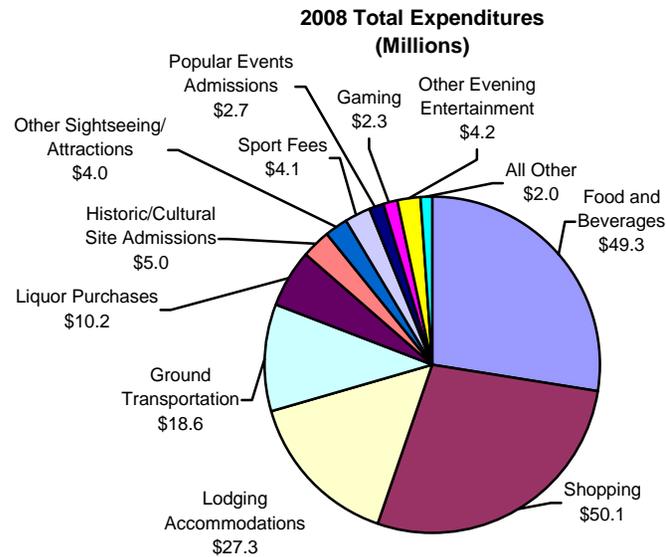
Average Expenditures per Person per Day





Total Visitor Expenditures by Spending Category

	AUGUST TOTAL EXPENDITURES		
	2007	2008	% Change
TOTAL	\$222,899,579	\$179,934,230	-19.3%
Shopping	\$72,194,949	\$50,116,191	-30.6%
Food and Beverages	\$58,664,577	\$49,346,856	-15.9%
Lodging Accommodations	\$26,330,766	\$27,271,709	3.6%
Ground Transportation	\$24,214,846	\$18,627,562	-23.1%
Liquor Purchases	\$7,182,461	\$10,154,555	41.4%
Historic/Cultural Site Admissions	\$5,310,389	\$4,969,148	-6.4%
Other Evening Entertainment	\$6,088,723	\$4,216,805	-30.7%
Sport Fees	\$8,352,835	\$4,135,965	-50.5%
Other Sightseeing/Attractions	\$6,096,661	\$4,021,867	-34.0%
Popular Events Admissions	\$5,416,990	\$2,746,711	-49.3%
Gaming	\$509,886	\$2,302,073	351.5%
All Other	\$2,536,496	\$2,024,788	-20.2%





Total Visitor Expenditures by Spending Category

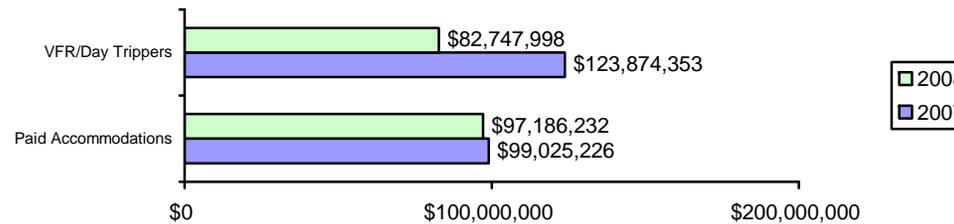
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2007	2008	% Change	2007	2008	% Change
TOTAL	\$99,025,226	\$97,186,232	-1.9%	\$123,874,353	\$82,747,998	-33.2%
Food and Beverages	\$23,960,213	\$22,761,379	-5.0%	\$34,704,364	\$26,585,477	-23.4%
Shopping	\$23,811,468	\$23,137,484	-2.8%	\$48,383,481	\$26,978,707	-44.2%
Lodging Accommodations	\$26,330,766	\$27,271,709	3.6%	\$0	\$0	--
Ground Transportation	\$8,412,863	\$7,147,731	-15.0%	\$15,801,983	\$11,479,831	-27.4%
Liquor Purchases	\$2,705,912	\$4,852,596	79.3%	\$4,476,549	\$5,301,959	18.4%
Historic/Cultural Site Admissions	\$1,563,179	\$1,184,620	-24.2%	\$3,747,210	\$3,784,528	1.0%
Other Sightseeing/Attractions	\$2,276,435	\$2,291,168	0.6%	\$3,820,226	\$1,730,699	-54.7%
Sport Fees	\$4,983,259	\$3,238,859	-35.0%	\$3,369,576	\$897,106	-73.4%
Popular Events Admissions	\$1,660,674	\$854,642	-48.5%	\$3,756,316	\$1,892,069	-49.6%
Other Evening Entertainment	\$2,050,097	\$1,513,120	-26.2%	\$4,038,626	\$2,703,685	-33.1%
Gaming	\$193,608	\$1,808,286	834%	\$316,278	\$493,787	56.1%
All Other	\$1,076,752	\$1,124,638	4.4%	\$1,459,744	\$900,150	-38.3%



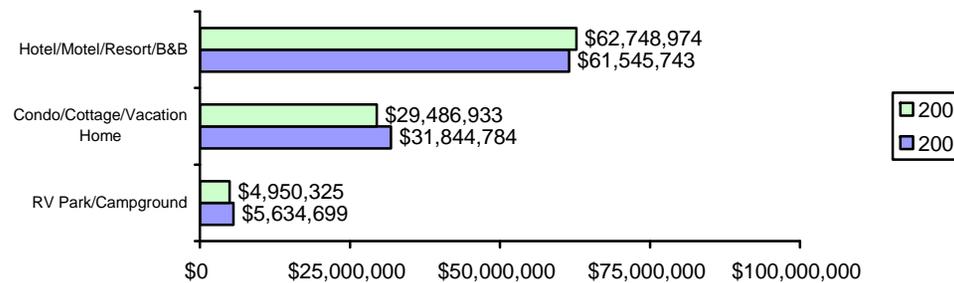
Total Visitor Expenditures by Lodging Type

August Total Expenditures by Lodging Type					
	2007	2008	% Change	2007	2008
TOTAL	\$222,899,579	\$179,934,230	-19.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$123,874,353	\$82,747,998	-33.2%	56%	46%
Paid Accommodations	\$99,025,226	\$97,186,232	-1.9%	44%	54%
<i>Hotel/Motel/Resort/B&B</i>	\$61,545,743	\$62,748,974	2.0%	28%	35%
<i>Condo/Cottage/Vacation Home</i>	\$31,844,784	\$29,486,933	-7.4%	14%	16%
<i>RV Park/Campground</i>	\$5,634,699	\$4,950,325	-12.1%	3%	3%

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.



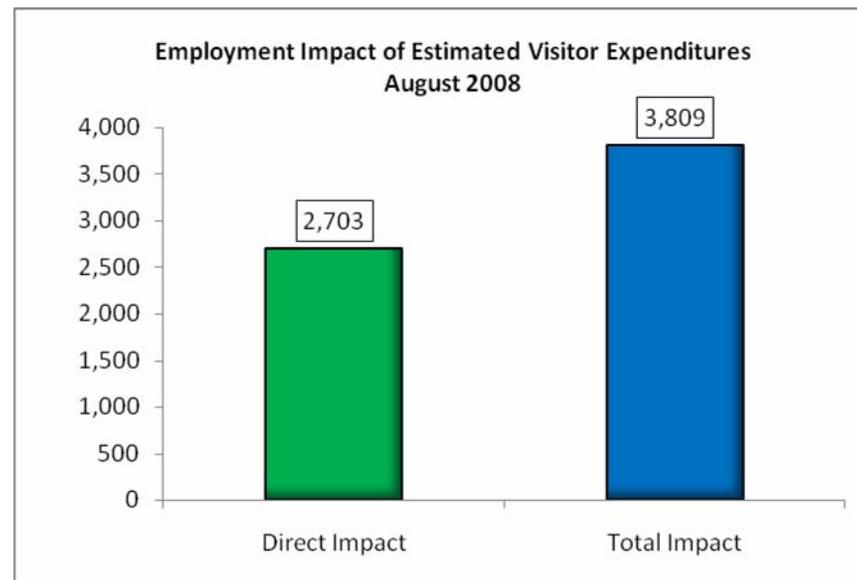
Impact on Jobs for Lee County Residents

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.)





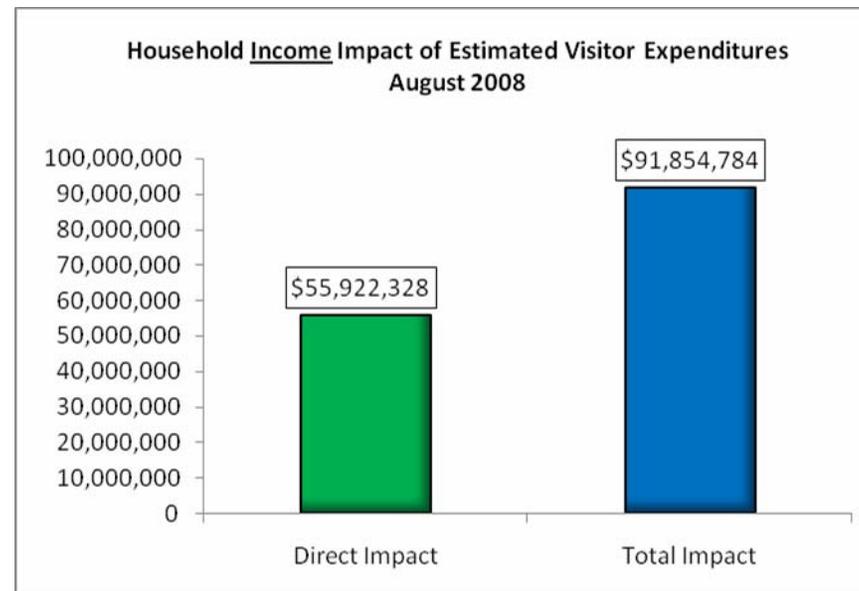
Impact on Household Income for Lee County Residents

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.

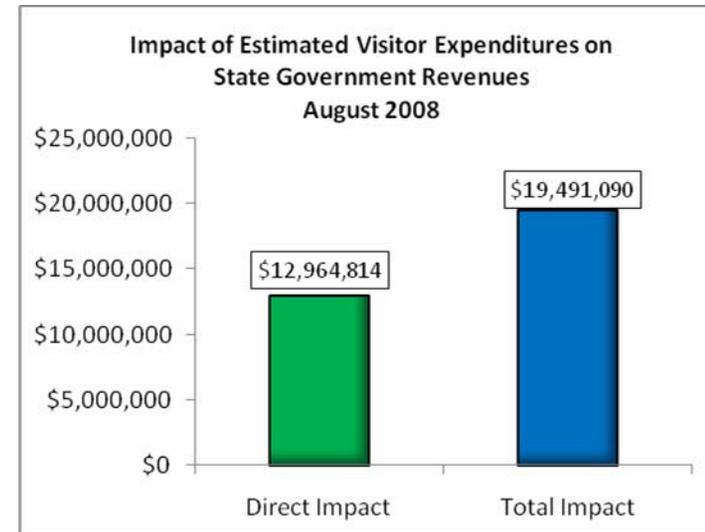
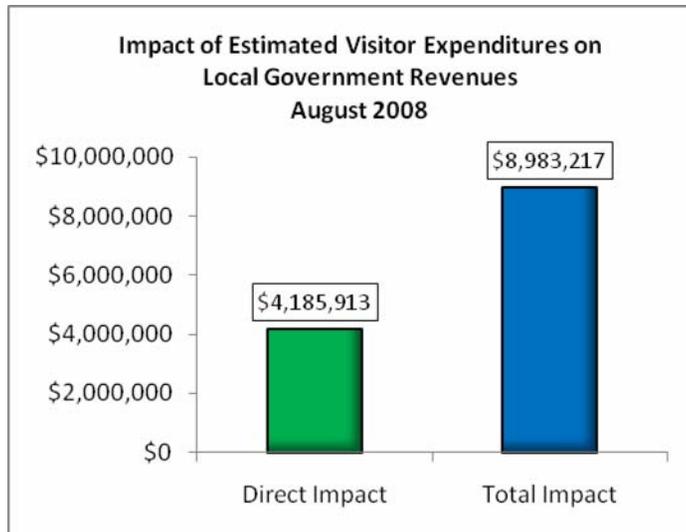
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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 August 2008



August 2008 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Sanibel	Pointe Santos	2-Aug	9
Sanibel	Song of the Sea	2-Aug	9
Sanibel	Logger Head Cay	2-Aug	10
Bonita Springs	Dog Beach	5-Aug	18
Ft. Myers Beach	Outrigger Beach Resort	5-Aug	12
Ft. Myers Beach	Bowditch Point	7-Aug	15
Ft. Myers Beach	The Pier	15-Aug	13
Ft. Myers Beach	Sand Castle Beach Resort	15-Aug	7
Ft. Myers Beach	Bel-Air Beach Club	15-Aug	8
Ft. Myers	Hilton Gardens Inn	21-Aug	7
Ft. Myers	Shell Factory	21-Aug	5
Ft. Myers	Edison Estates	21-Aug	19
Ft. Myers	Summerline Square Trolley	25-Aug	16
Ft. Myers	Clarion	25-Aug	7
Sanibel	Holiday Inn	27-Aug	12
Sanibel	Sanibel Lighthouse Beach	27-Aug	6
Sanibel	Pelican Roost	27-Aug	8
Bonita Springs	Bonita Beach	29-Aug	18
TOTAL			199

* 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 September 1 – September 15, 2008. Information was provided by 153 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	92
Condo/Cottage/Vacation Home/Timeshare	42
RV Park/Campground	<u>19</u>
Total	153