December 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

the beaches of
FORT MYERS SANIBEL

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

Prepared for:

Lee County Board of County Commissioners
and
Lee County Visitor and Convention Bureau

Prepared by:

Walter J. Klages, Ph.D.
President
Research Data Services, Inc.
www.KlagesGroup.com

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Executive Summary: *December 2006*

1. Although lodging occupancy during the first two weeks of December 2006 was relatively slow, the booking pace accelerated over the holiday period. Floridians and European travelers drove visitation to its highest level for any December on record. Tourism injected better than $173 million into the economy of Lee County this month (+8.9%). Room rates reached an average of $132.28 (+9.4%), while the industry's occupancy stood at 63.0%.

2. Specifically, this December's visitor origins are as follows:

December

Visitor Segments	2005 Visitor #	2006 Visitor #	% Δ
Florida	5,557	6,972	+25.5
Southeast	9,724	10,671	+ 9.7
Northeast	41,119	40,834	- 0.7
Midwest	59,595	58,477	- 1.9
Canada	5,973	5,976	+ 0.1
Europe	12,780	14,939	+16.9
Markets of Opportunity	4,167	4,411	+ 5.9
Total	**138,915**	**142,280**	**+ 2.4**

3. Fully 70.6% of Lee's visitors came by plane *(2005: 66.2%),* with better than three-fourths of these (78.6%) deplaning at Southwest Florida International Airport (RSW) *(2005: 76.7%).*

4. Seven of every ten December guests *(70.7%)* were repeat visitors to the Beaches of Fort Myers - Sanibel *(2005: 69.3%).*

5. This December, Lee's primary DMA's are as follows:

	December 2005			December 2006		'05 Rank
1.	New York	12.2%	**1.**	Chicago	8.9%	2
2.	Chicago	8.1	**2.**	New York	8.0	1
3.	Detroit	7.3	**3.**	Minneapolis/St. Paul	5.3	8
4.	Boston	5.5	**4.**	Cleveland	4.5	6
5.	Indianapolis	4.7	**5.**	Detroit	4.2	3
6.	Cleveland	4.0	**6.**	Philadelphia	4.1	7
7.	Philadelphia	3.7	**7.**	Indianapolis	3.9	5
8.	Minneapolis/St. Paul	3.4	**8.**	Washington, D.C.	3.8	10
9.	Cincinnati	3.3	**9.**	Cincinnati	3.5	9
10.	Washington, D.C.	3.2	**10.**	Boston	3.2	4
11.	Milwaukee	3.2	**11.**	St. Louis	3.2	--

6. December's *MANAGEMENT BAROMETER* documents that nearly one of every three visitors (32.8%) had no reservations or made them within seven (7) days of arriving in Lee *(2005: 23.2%).*

7. Visitors' level of satisfaction is extremely high (99.8%), with fully 84.1% saying they were "very satisfied" with their stay *(2005: 76.7%).* Importantly, a majority (55.3%) plan a return trip to Lee next year *(2005: 56.0%).*

8. Nine of every ten Lee visitors (91.4%) access the Internet, with 86.7% of these obtaining travel information on-line. Moreover, some 75.5% of the Internet users now buy travel services on the Web, and 44.0% of these say they book lodging via the Internet.

9. Some 46.9% of Lee visitors report having seen, read, or heard a message about the destination *(2005: 38.9%).* Fully 72.3% of these say that these messages influenced them in choosing the Beaches of Fort Myers - Sanibel for this trip *(2005: 71.4%).* Importantly, 73.0% of first time visitors were exposed to a Lee message, which for 89.1% of these played a role in their destination choice.

The Beaches of Fort Myers - Sanibel:

2006 December Visitor Profile

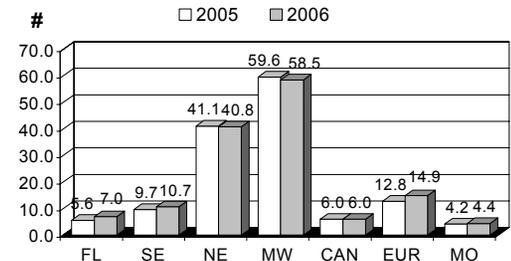# December 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual 2005	ANNUAL 2005	2006	% Δ 05/06	December 2005	2006	% Δ 05/06
Visitors (#)	2,047,540	2,047,540	2,074,400	+1.3	138,915	142,280	+2.4
Room Nights	5,448,463	5,448,463	5,528,747	+1.5	512,000	527,300	+3.0
Direct Exp. ($)	$1,235,214,646	$1,235,214,646	$1,342,647,625	+8.7	$94,796,340	$103,208,875	+8.9

Visitor Origin	ANNUAL # of Visitors 2005	2006	% Δ 05/06	December # of Visitors 2005	2006	% Δ 05/06
Florida	232,697	251,861	+8.2	5,557	6,972	+25.5
Southeast	134,809	135,294	+0.4	9,724	10,671	+9.7
Northeast	590,208	596,161	+1.0	41,119	40,834	-0.7
Midwest	780,418	782,481	+0.3	59,595	58,477	-1.9
Canada	50,312	50,541	+0.5	5,973	5,976	+0.1
Europe	199,332	197,970	-0.7	12,780	14,939	+16.9
Markets of Opp.	59,764	60,092	+0.5	4,167	4,411	+5.9
Total	**2,047,540**	**2,074,400**	**+1.3**	**138,915**	**142,280**	**+2.4**

Occupancy	Winter	Spr/Sum	Fall	Sept.	Oct.	Nov.	Dec.
Occupancy 2004	88.0%	70.7%	69.4%	64.0%	71.3%	77.2%	65.0%
Occupancy 2005	89.1	72.4	62.4	51.0	61.2	74.6	62.9
Occupancy 2006	86.3	70.4	61.4	49.8	62.8	70.0	63.0
Δ Points ('05-'06)	**-2.8**	**-2.0**	**-1.0**	**-1.2**	**+1.6**	**-4.6**	**+0.1**
ADR 2004	$130.29	$92.68	$91.44	$88.67	$88.08	$79.25	$109.76
ADR 2005	139.33	98.74	101.15	95.22	96.25	92.25	120.89
ADR 2006	152.56	107.78	109.55	100.14	104.84	100.94	132.28
Δ % ('05-'06)	**+9.5%**	**+9.2%**	**+8.3%**	**+5.2%**	**+8.9%**	**+9.4%**	**+9.4%**

Size Category	December Occupancy 2005	2006	Point Δ	December Room Rate 2005	2006	% Δ
< 20 units	63.4%	64.7%	+1.3	$102.85	$122.70	+19.3
21-50 units	62.8	60.1	-2.7	121.23	127.74	+5.4
51-100 units	63.0	61.0	-2.0	138.51	146.50	+5.8
101 + units	62.7	64.5	+1.8	120.95	131.42	+8.7

Visitor Origin (in Thousands)

☐ 2005 ▣ 2006

December 2006 Visitor Origins (%)

FL 4.9, SE 7.5, NE 28.7, MW 41.1, CAN 4.2, EUR 10.5, MO 3.1
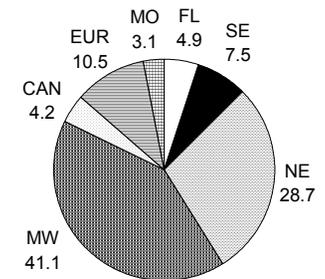
December Occupancy (by Size)

☐ 2005 ▣ 2006

	< 20 units	21-50	51-100	101+ units
2005	63.4	62.8	63.0	62.7
2006	64.7	60.1	61.0	64.5
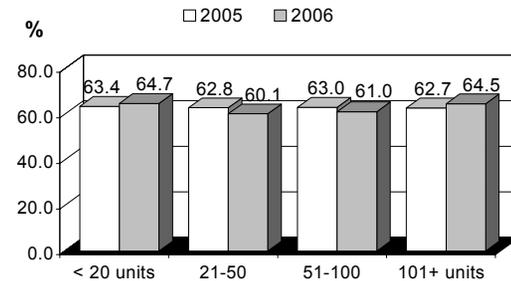
December Room Rates (by Size)

☐ 2005 ▣ 2006

	< 20 units	21-50	51-100	101+ units
2005	102.9	121.2	138.5	121.0
2006	122.7	127.7	146.5	131.4

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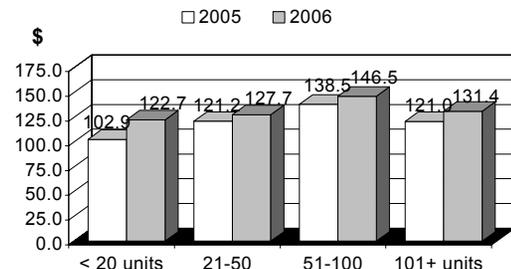
December 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	December 2005	December 2006
Transportation Mode (H/M/C/C + In-Home) (Multiple Response)		
Plane	66.2%	70.6%
Rental Car	62.5	66.3
Personal Car	32.0	28.1
Airport Deplaned (Base: Flew)		
Southwest Florida International	76.7%	78.6%
Tampa International	8.3	7.8
Orlando International	6.0	6.1
Miami International	4.5	3.9
Car Rental Location (Base: Rented a Car)		
Fort Myers	75.6%	77.4%
Tampa	8.9	8.3
Orlando	6.5	6.5
Miami	4.9	4.2

Transportation

☐2005 ☐2006
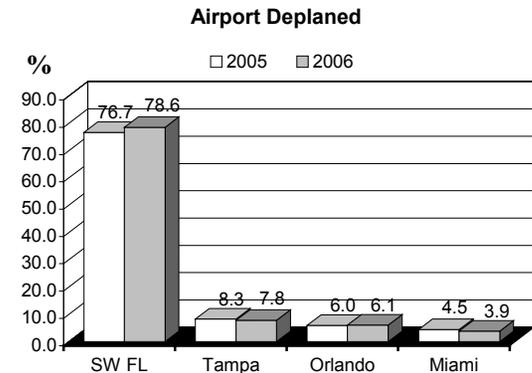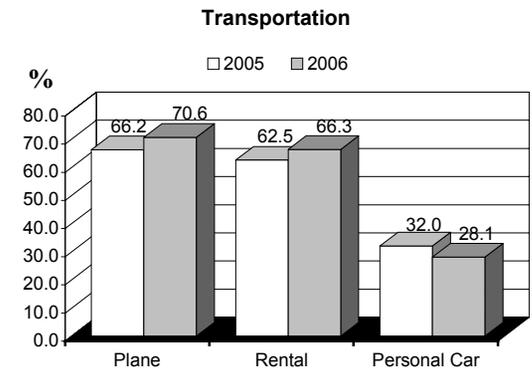
	December 2005	December 2006
Purpose of Trip		
A. Visitor Profile Data (Multiple Response)		
Vacation	97.8%	96.4%
Visit Friends and Relatives	15.9	18.3
B. Occupancy Survey Data		
Business Travelers/ Conferences/Business Meetings	22.3%	25.6%
First Visit to (% Yes)		
Lee County	30.7%	29.3%
Florida	3.9	3.2
First Time Visitors (By Region)		
Florida	25.0%	17.9%
Southeast	33.3	34.4
Northeast	29.9	24.6
Midwest	28.3	27.4
Europe	48.1	46.7
Markets of Opportunity	46.0	22.2

Airport Deplaned

☐2005 ☐2006

First Time Visitor to Lee (% Yes)

■ New Market Share ☐ Gain From FL

	December 2005	December 2006
Average Number of Repeat Visits to Lee		
(Base: Repeat Visitors)	3.4	3.3
Info. Most Helpful to Visit		
(Multiple Response)		
Internet	74.3%	73.2%
Previous Visit	67.8	68.0
Recommendations	44.7	45.6
Print Media	10.4	12.9
Assisted by Travel Agent (% Yes)	10.8%	11.4%
Travel Agent Assisted with		
(Base: Assisted by Travel Agent)		
Hotel/Motel Reservations	45.7%	48.3%
Airline Reservations	73.6	41.4
Fly/Drive Packages	21.9	34.5
Reservations		
Before Leaving Home	88.1%	87.7%
None	9.9	8.1
After Arrival	1.1	1.9
Percent with no reservations or reservations made less than 7 days in advance of arrival	23.2%	32.8%

Information Sources

□ 2005   ■ 2006

%

80.0 — 74.3 73.2

70.0 — 67.8 68.0

60.0

50.0 — 44.7 45.6

40.0

30.0

20.0 — 10.4 12.9

10.0

0.0

Web   Prev.   Recom.   Print

Reservations

□ 2005   ■ 2006

%

100.0 — 88.1 87.7

80.0

60.0

40.0

20.0 — 9.9 8.1

0.0

Before   None
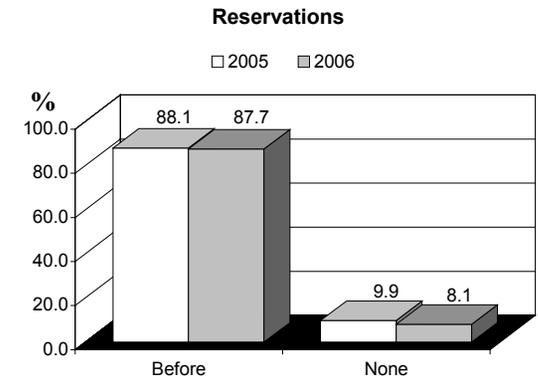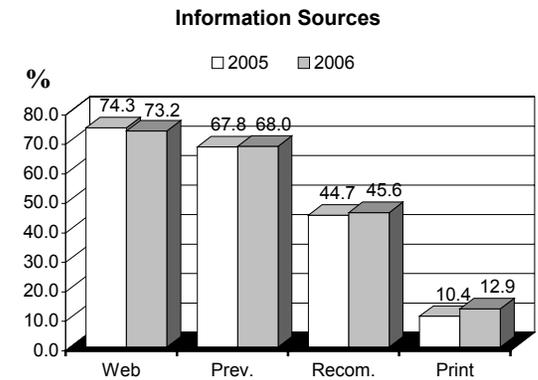
	Dec. '05 Out-of-State	Dec. '06 Out-of-State	Dec. '05 Floridian	Dec. '06 Floridian
Length of Stay (Days)				
Away from Home	10.6	10.4	4.2	4.3
In Florida	9.7	9.5	N/A	N/A
In Lee County	7.2	7.1	3.9	4.0
% Staying 4 Days or Less in Lee	19.2%	17.1%	68.8%	75.0%
Party Size (# of People)	2.9	2.8	2.5	2.4
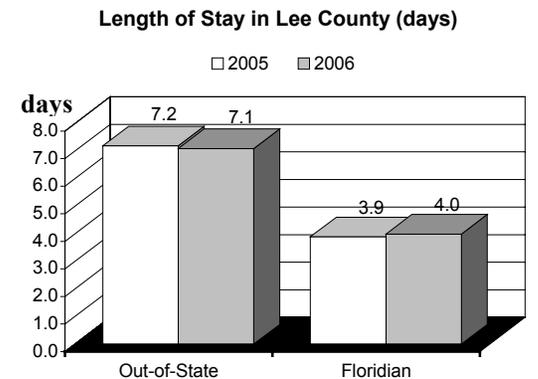
Length of Stay in Lee County (days)

□ 2005   ■ 2006

days

8.0 — 7.2 7.1

7.0

6.0

5.0

4.0 — 3.9 4.0

3.0

2.0

1.0

0.0

Out-of-State   Floridian

	December 2005	December 2006
Party Composition		
Couple *(Traveling without Children)*	64.5%	66.6%
Family	32.8	30.7
Single	2.0	2.2
Where Stay Night Before Lee		
At Home	68.5%	67.5%
In Florida, Not in Lee	27.6	29.1
On the Road, Not in Florida	3.9	3.4
Where Stayed in Florida *(Base: Respondents In Florida Night Prior to Lee)*		
Orlando/Disney	27.6%	28.2%
Tampa Bay	12.0	16.3
Sarasota	10.6	11.4
Naples/Marco	11.1	10.4
Fort Lauderdale/Palm Beach	7.4	8.2
Miami	8.6	5.3
Florida Keys	6.4	3.8
Attractions Visited *(Multiple Response)*		
Edison Home/Ford Home	10.8%	9.8%
Universal Studios	8.4	7.6
Sea World	7.9	6.2
Kennedy Space Center	5.3	5.4
Disney	5.4	4.4
Ding Darling	3.1	3.9
EPCOT	6.5	3.2
Satisfaction with Lee County		
Very Satisfied	76.7%	84.1%
Satisfied	22.3	15.7
Satisfaction Level *(Very Satisfied + Satisfied)*	**99.0%**	**99.8%**
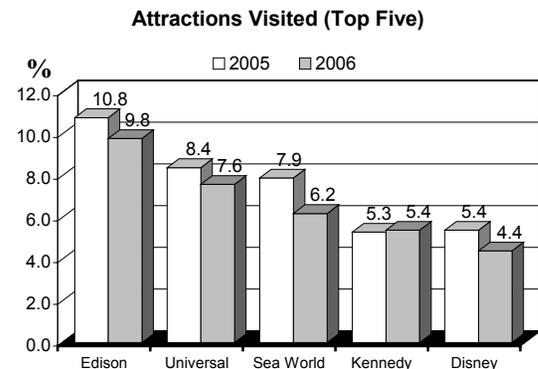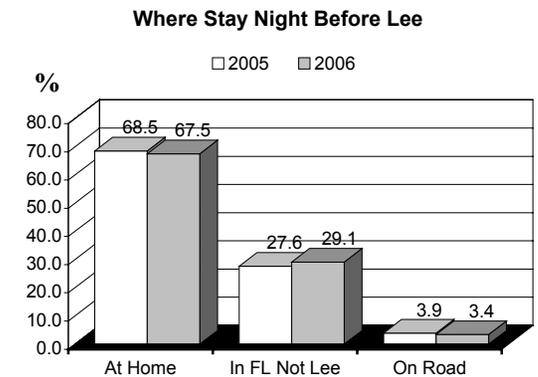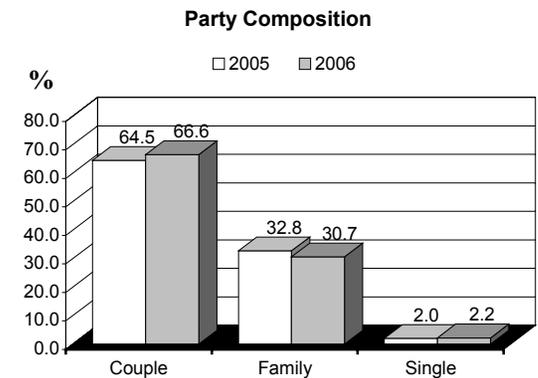
Party Composition

☐ 2005 ☐ 2006

%

64.5 66.6 32.8 30.7 2.0 2.2

Couple   Family   Single

Where Stay Night Before Lee

☐ 2005 ☐ 2006

%

68.5 67.5 27.6 29.1 3.9 3.4

At Home   In FL Not Lee   On Road

Attractions Visited (Top Five)

☐ 2005 ☐ 2006

%

10.8 9.8 8.4 7.6 7.9 6.2 5.3 5.4 5.4 4.4

Edison Universal Sea World Kennedy Disney

	December 2005	December 2006
Features Liked Most about Lee		
Beaches	81.1%	82.8%
Climate	77.9	81.7
Rest/Relaxation/Quiet	65.0	66.7
Tropical Atmosphere	43.8	46.9
Accommodations/Lodging	16.6	30.4
Clean Environment/Beauty	22.8	28.2
Friendly Residents	23.6	25.4
Not Commercial	19.8	18.3
Features Liked Least about Lee		
No Specific Complaints	78.7%	64.0%
Congestion/Over Population	13.8	17.2
Water Quality/Red Tide	N/A	7.5
Expense	2.6	4.6
Insects	1.6	4.2
Accommodations	1.3	2.9
Bridges/Tolls	N/A	2.0
Weather	2.2	0.2

	December 2005	December 2006
Expense Relative to Expectations		
More Expensive	8.5%	4.3%
Less Expensive	0.4	0.4
As Expected	87.7	88.1
Don't Know	3.4	7.2
Recommend Lee to Friends/Relatives		
Yes	85.5%	84.6%
Plan to Return *(% Yes)*		
To Local Area	87.2%	90.6%
Next Year *(Base: Return to Local Area)*	64.2	61.0
Median Age Head of Household *(Years)*	52.7	51.4
Average Annual Household Income	$109,076	$111,179
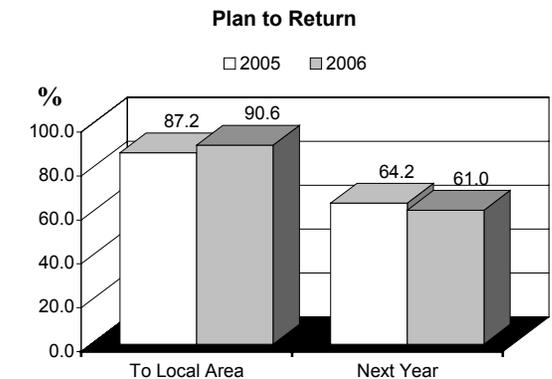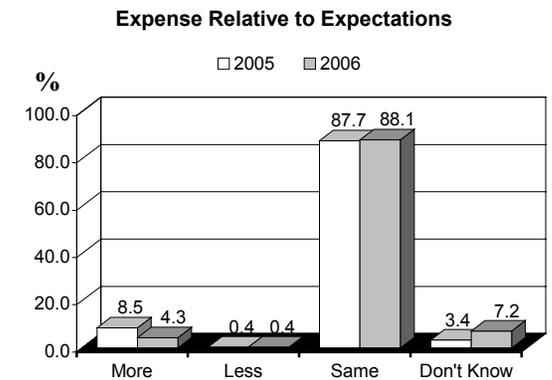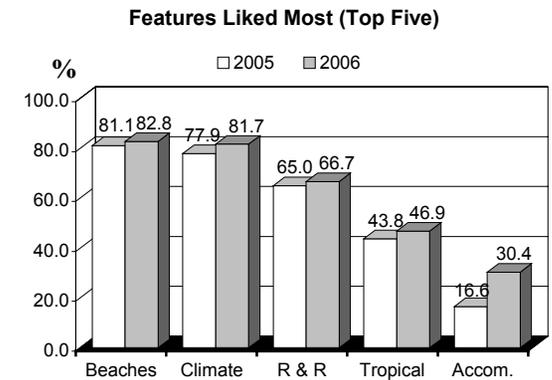
Features Liked Most (Top Five)

□ 2005 ▨ 2006

Expense Relative to Expectations

□ 2005 ▨ 2006

Plan to Return

□ 2005 ▨ 2006

	December 2005	December 2006
Average Number of *(Per Year)*		
Getaway Trips	2.8	2.9
Vacations	1.9	2.0
Out-of-State Visitor Party Budget		
(Lee Stay)		
Total	$1,634.95	$1,737.93
Per Person/Trip	563.78	620.69
Per Person/Day	78.30	87.42
Out-of-State Visitor Party		
Budget Breakout *(Lee Stay by Category)*		
Accommodations	$851.28	$924.90
Food/Entertainment	552.25	576.08
Rental Car	305.60	323.33
Retail Purchases	180.69	186.24
See/Read/Hear Lee Message *(% Yes)*	38.9%	46.9%
Type of Message Seen *(Multiple Response)*		
Internet	80.0%	88.2%
Travel Guides/Visitor Guides/Brochures	32.5	37.5
Newspapers	20.4	14.9
Magazines	13.9	10.0
Television	6.2	3.1
Influenced by Lee Message		
(Base: Respondents Reporting		
See/Read/Hear Message)	71.4%	72.3%
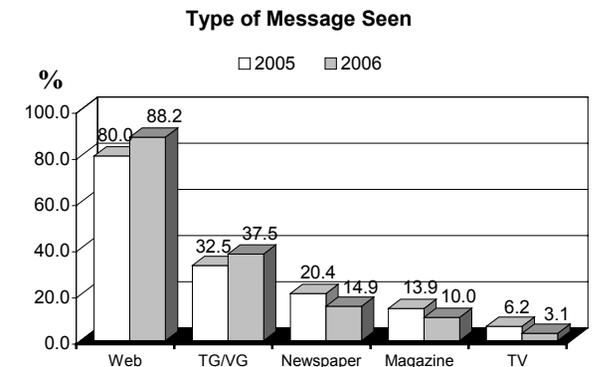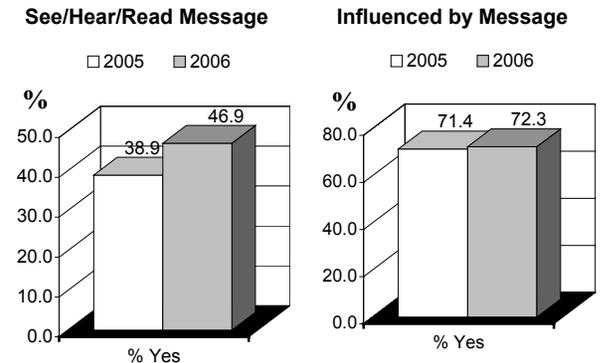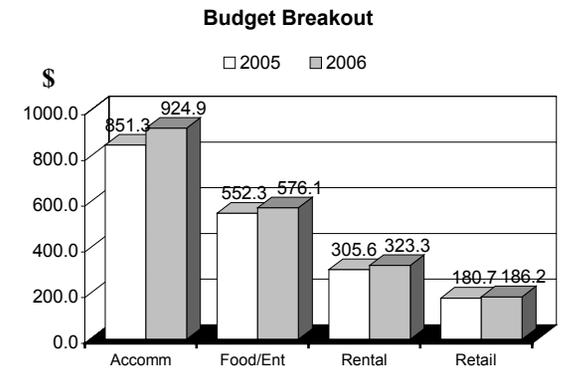
Budget Breakout

See/Hear/Read Message

Influenced by Message

Type of Message Seen

	December 2005	December 2006
Occupation		
Professional/Technical	42.0%	44.1%
Executive/Managerial	21.6	18.7
Retired	16.3	15.2
Salesman/Buyer	8.1	10.9
Craft/Factory	8.6	6.2

Occupation

☐ 2005 ☐ 2006

%
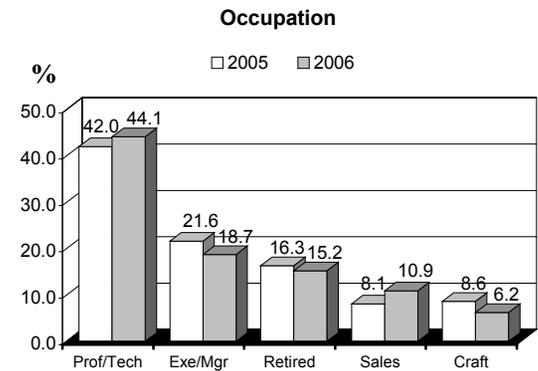
	December 2005	December 2006
Have Internet Access	92.4%	91.4%
Use Internet to: *(Base: Respondents who have Internet Access)*		
Obtain Travel Information	85.1%	86.7%
Book Reservations On-line	71.9	75.5
Book Lodging Reservations: *(Base: Respondents who Book Travel Reservations On-line)*	41.3%	44.0%
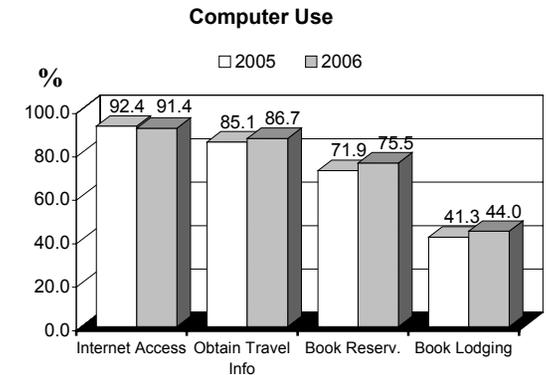
Computer Use

☐ 2005 ☐ 2006

%

Influential Factors in Choosing Lee

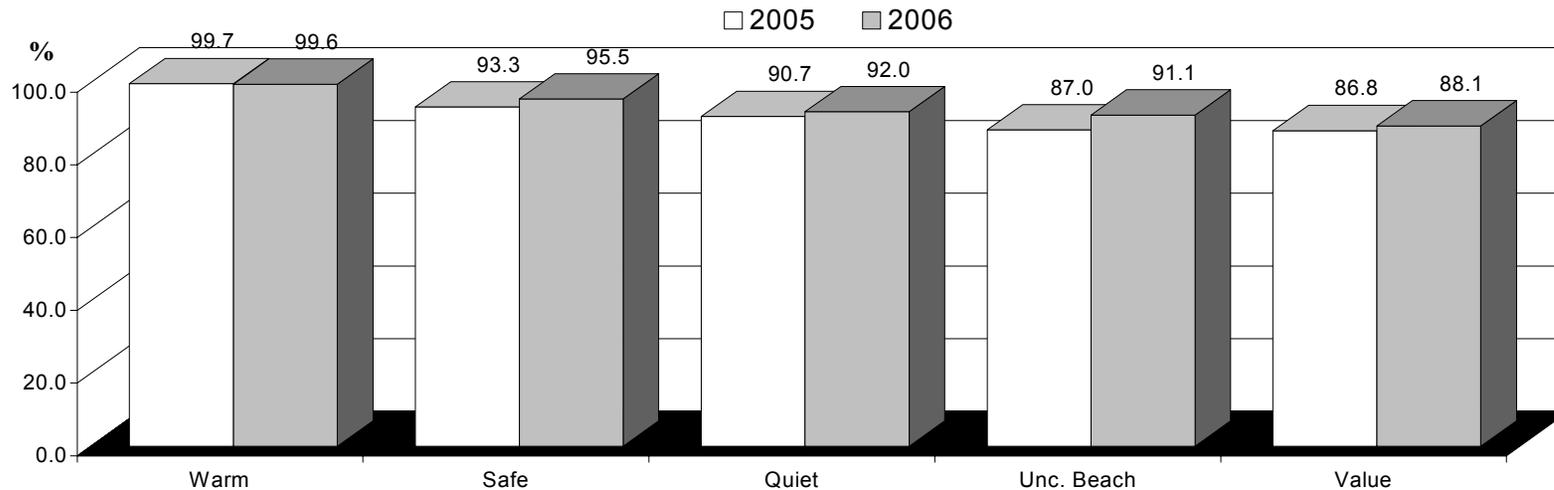| Influential Factors	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Dec. '05
Warm Weather	98.6%	99.6%	99.7%	99.7%	96.0%	81.5%	75.8%	70.6%	83.4%	92.9%	99.0%	**99.6%**	99.7%
Safe Destination	91.1	93.3	97.9	94.3	95.3	93.6	97.9	95.8	90.8	95.1	96.9	**95.5**	93.3
Quiet Atmosphere	87.3	85.3	86.1	90.1	93.0	87.3	84.7	88.9	86.2	83.4	92.3	**92.0**	90.7
Uncommercialized Beaches	88.6	88.3	89.5	92.8	90.4	92.9	96.3	96.7	95.1	94.6	87.2	**91.1**	87.0
Good Value for the Money	88.8	83.4	85.2	86.4	89.5	87.1	89.3	89.0	87.2	85.6	88.1	**88.1**	86.8
Complete Relaxation	82.1	86.8	88.6	90.0	88.5	87.8	88.7	94.0	89.2	93.3	87.5	**86.5**	91.6
Family Atmosphere	72.8	70.3	76.6	76.1	74.2	78.6	79.2	81.6	72.3	68.8	73.2	**81.8**	76.3
Sunning on the Beach	81.7	84.7	89.9	89.5	84.7	79.6	86.0	82.8	81.3	84.0	84.0	**80.6**	83.0
White Sand Beaches w/ Shelling	80.4	74.4	75.1	79.1	78.9	79.0	83.2	77.8	76.7	76.8	71.9	**77.7**	73.5
Reasonably Priced Lodging	73.5	74.0	73.1	73.7	83.9	84.5	83.2	84.4	78.0	76.4	79.7	**76.4**	72.5
Clean, Unspoiled Environment	66.9	72.8	71.6	75.2	84.8	76.4	88.5	81.4	77.4	74.5	72.8	**74.4**	68.4
Upscale Accommodations	72.6	72.7	73.5	75.1	79.2	69.0	74.3	78.2	75.8	73.7	71.9	**72.6**	73.7
Affordable Dining	70.0	67.8	68.8	75.8	78.6	73.5	69.6	75.1	70.7	64.9	66.2	**66.8**	70.6
Tropical Plants/Animals	69.1	73.9	70.2	71.0	79.1	79.8	75.7	75.2	66.1	65.6	72.1	**63.2**	61.4

Influential Factors in Choosing Lee (Top Five) -- December

□ 2005   ■ 2006

Warm: 99.7, 99.6
Safe: 93.3, 95.5
Quiet: 90.7, 92.0
Unc. Beach: 87.0, 91.1
Value: 86.8, 88.1

TOP U.S. FEEDER MARKETS

	December 2005			December 2006		'05 Rank
1.	New York	12.2%	1.	Chicago	8.9%	2
2.	Chicago	8.1	2.	New York	8.0	1
3.	Detroit	7.3	3.	Minneapolis/St. Paul	5.3	8
4.	Boston	5.5	4.	Cleveland	4.5	6
5.	Indianapolis	4.7	5.	Detroit	4.2	3
6.	Cleveland	4.0	6.	Philadelphia	4.1	7
7.	Philadelphia	3.7	7.	Indianapolis	3.9	5
8.	Minneapolis/St. Paul	3.4	8.	Washington, D.C.	3.8	10
9.	Cincinnati	3.3	9.	Cincinnati	3.5	9
10.	Washington, D.C.	3.2	10.	Boston	3.2	4
11.	Milwaukee	3.2	11.	St. Louis	3.2	--

Please Note: In December 2006, the Miami/Ft. Lauderdale segment accounted for 37% of the Florida market. The distribution is as follows: Broward County: 60%; Dade County: 40%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2006

1.   Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Dec. '05
U.S. OOS Travelers	70.8%	73.7%	77.4%	73.1%	71.7%	60.9%	63.6%	59.2%	62.3%	72.7%	66.0%	**85.7%**	76.2%
Floridian Travelers	73.8	78.9	80.0	77.4	75.5	73.1	70.5	66.0	66.0	78.0	75.0	**78.6**	78.5
Canadian Travelers	75.0	76.2	76.0	71.4	71.1	59.4	54.5	54.8	61.4	82.0	70.7	**66.7**	71.4
European Travelers	73.7	80.0	74.5	73.0	70.2	58.3	52.6	55.1	57.8	73.9	67.5	**72.7**	78.3

Reservations: December 2006 -- *Over the Next Three Months*

□ 2005 ■ 2006
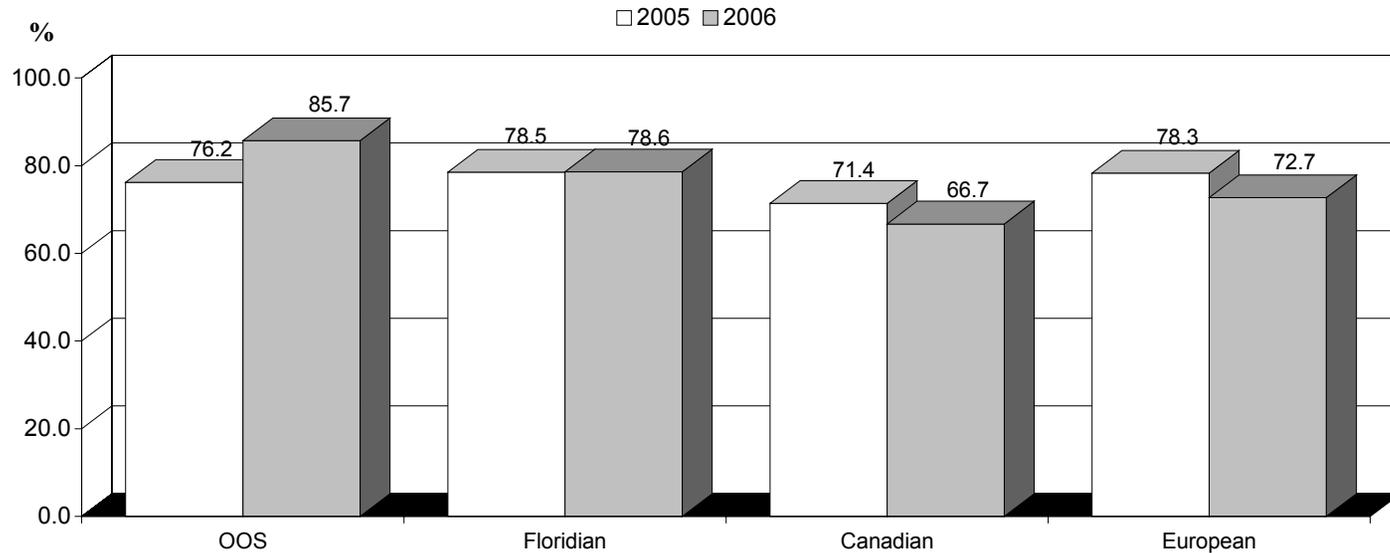
2.   **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** "growth" or "stability" for the following market segments:

	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Dec. '05
Leisure Travelers	80.6%	75.8%	81.1%	75.0%	78.8%	74.1%	68.0%	66.7%	73.1%	88.9%	89.6%	**81.3%**	82.0%
Business Travelers	77.8	87.5	88.9	86.7	87.9	83.4	82.8	75.5	73.5	89.5	78.1	**78.1**	89.4
Conferences/ Business Meetings	79.3	78.6	80.8	80.0	78.3	75.8	75.0	68.6	65.2	89.3	81.8	**80.0**	83.8
Travel and Tour	80.8	80.0	89.7	77.5	81.0	71.0	71.4	65.1	52.2	85.2	61.9	**76.9**	73.5

Expectations: December 2006 -- *Over the Next Three Months*

□ 2005 ■ 2006
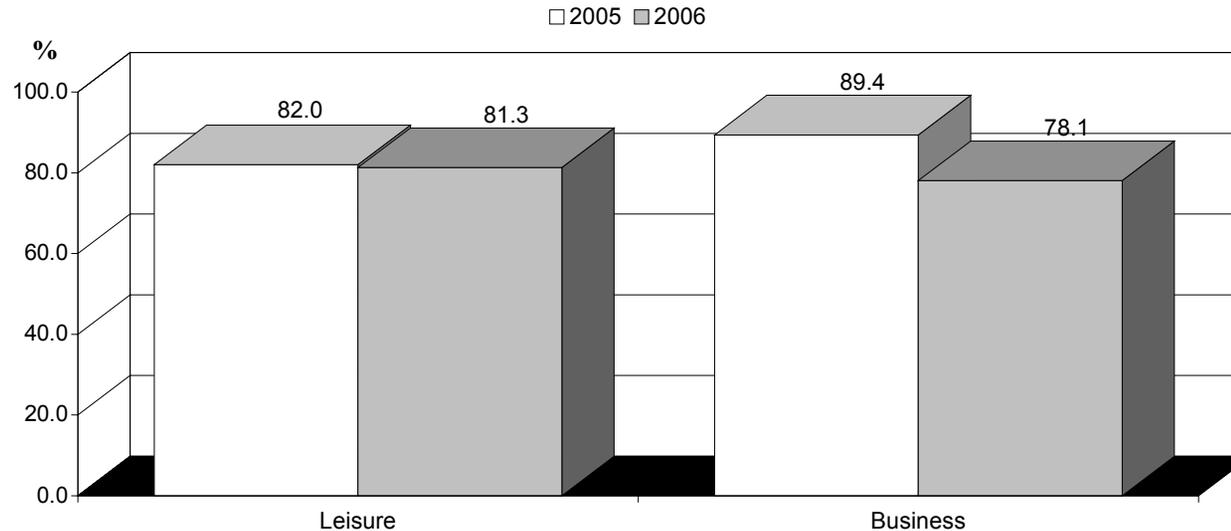
Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Florida								Southeast							
	2003		**2004**		**2005**		**2006**		**2003**		**2004**		**2005**		**2006**	
	Monthly	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**	**Monthly**	**YTD**
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
Winter	**71,708**	**71,708**	**72,240**	**72,240**	**62,675**	**62,675**	**65,866**	**65,866**	**65,981**	**65,981**	**68,075**	**68,075**	**63,662**	**63,662**	**64,531**	**64,531**
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924	35,383	132,969	13,861	86,357	15,509	90,047	15,028	85,492	14,088	85,915
July	39,357	173,894	38,764	168,999	40,066	161,990	40,846	173,815	16,748	103,105	16,181	106,228	14,685	100,177	14,869	100,784
Aug	28,685	202,579	18,182	187,181	21,022	183,012	22,818	196,633	7,739	110,844	5,911	112,139	7,185	107,362	6,655	107,439
Spr/Sum	**130,871**	**202,579**	**114,941**	**187,181**	**120,337**	**183,012**	**130,767**	**196,633**	**44,863**	**110,844**	**44,064**	**112,139**	**43,700**	**107,362**	**42,908**	**107,439**
Sep	20,641	223,220	20,535	207,716	21,180	204,192	22,317	218,950	6,227	117,071	7,227	119,366	6,523	113,885	5,957	113,396
Oct	11,593	234,813	10,542	218,258	10,594	214,786	13,444	232,394	5,072	122,143	5,155	124,521	4,540	118,425	4,507	117,903
Nov	12,594	247,407	11,568	229,826	12,354	227,140	12,495	244,889	6,869	129,012	5,987	130,508	6,660	125,085	6,720	124,623
Dec	4,434	251,841	4,872	234,698	5,557	232,697	6,972	251,861	10,211	139,223	8,559	139,067	9,724	134,809	10,671	135,294
Fall	**49,262**	**251,841**	**47,517**	**234,698**	**49,685**	**232,697**	**55,228**	**251,861**	**28,379**	**139,223**	**26,928**	**139,067**	**27,447**	**134,809**	**27,855**	**135,294**
TOTAL	**251,841**		**234,698**		**232,697**		**251,861**		**139,223**		**139,067**		**134,809**		**135,294**	

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Northeast								Midwest							
	2003		**2004**		**2005**		**2006**		**2003**		**2004**		**2005**		**2006**	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
Winter	**326,237**	**326,237**	**352,696**	**352,696**	**344,241**	**344,241**	**346,662**	**346,662**	**445,502**	**445,502**	**478,890**	**478,890**	**467,027**	**467,027**	**468,793**	**468,793**
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904	38,495	432,896	45,192	534,356	48,523	572,796	50,350	561,729	52,419	572,598
July	39,189	440,505	43,031	476,137	43,692	469,596	42,817	475,713	49,070	583,426	54,411	627,207	56,201	617,930	52,491	625,089
Aug	20,430	460,935	8,737	484,874	14,369	483,965	14,520	490,233	29,407	612,833	16,318	643,525	23,772	641,702	22,213	647,302
Spr/Sum	**134,698**	**460,935**	**132,178**	**484,874**	**139,724**	**483,965**	**143,571**	**490,233**	**167,331**	**612,833**	**164,635**	**643,525**	**174,675**	**641,702**	**178,509**	**647,302**
Sept	21,068	482,003	12,951	497,825	15,732	499,697	14,931	505,164	23,456	636,289	16,385	659,910	18,187	659,889	20,411	667,713
Oct	18,920	500,923	17,544	515,369	16,950	516,647	17,718	522,882	25,280	661,569	24,776	684,686	24,517	684,406	22,691	690,404
Nov	29,663	530,586	29,936	545,305	32,442	549,089	32,445	555,327	35,179	696,748	34,807	719,493	36,417	720,823	33,600	724,004
Dec	38,024	568,610	37,000	582,305	41,119	590,208	40,834	596,161	61,537	758,285	57,936	777,429	59,595	780,418	58,477	782,481
Fall	**107,675**	**568,610**	**97,431**	**582,305**	**106,243**	**590,208**	**105,928**	**596,161**	**145,452**	**758,285**	**133,904**	**777,429**	**138,716**	**780,418**	**135,179**	**782,481**
TOTAL	**568,610**		**582,305**		**590,208**		**596,161**		**758,285**		**777,429**		**780,418**		**782,481**	

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
Winter	**32,236**	**32,236**	**32,620**	**32,620**	**34,660**	**34,660**	**34,794**	**34,794**	**67,522**	**67,522**	**73,403**	**73,403**	**81,523**	**81,523**	**74,429**	**74,429**
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432	1,147	37,686	13,716	92,327	15,355	101,122	15,647	110,065	17,200	105,744
July	1,005	35,638	1,245	36,779	1,450	38,882	1,612	39,298	15,910	108,237	17,782	118,904	19,217	129,282	21,140	126,884
Aug	619	36,257	321	37,100	798	39,680	605	39,903	13,207	121,444	12,657	131,561	18,716	147,998	16,767	143,651
Spr/Sum	**4,021**	**36,257**	**4,480**	**37,100**	**5,020**	**39,680**	**5,109**	**39,903**	**53,922**	**121,444**	**58,158**	**131,561**	**66,475**	**147,998**	**69,222**	**143,651**
Sept	682	36,939	358	37,458	460	40,140	556	40,459	9,553	130,997	10,446	142,007	11,588	159,586	11,992	155,643
Oct	1,610	38,549	1,308	38,766	1,513	41,653	1,166	41,625	13,848	144,845	13,773	155,780	14,075	173,661	14,998	170,641
Nov	3,018	41,567	2,334	41,100	2,686	44,339	2,940	44,565	12,385	157,230	12,786	168,566	12,891	186,552	12,390	183,031
Dec	4,837	46,404	5,267	46,367	5,973	50,312	5,976	50,541	11,958	169,188	14,221	182,787	12,780	199,332	14,939	197,970
Fall	**10,147**	**46,404**	**9,267**	**46,367**	**10,632**	**50,312**	**10,638**	**50,541**	**47,744**	**169,188**	**51,226**	**182,787**	**51,334**	**199,332**	**54,319**	**197,970**
TOTAL	**46,404**		**46,367**		**50,312**		**50,541**		**169,188**		**182,787**		**199,332**		**197,970**	

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
Winter	34,749	34,749	31,232	31,232	28,383	28,383	26,925	26,925	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171	1,082,000	1,082,000
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250	5,078	36,602	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796	163,810	1,404,410
July	6,197	49,597	6,401	46,775	5,983	42,233	5,375	41,977	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090	179,150	1,583,560
Aug	3,095	52,692	2,120	48,895	2,838	45,071	2,852	44,829	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790	86,430	1,669,990
Spr/Sum	17,943	52,692	17,663	48,895	16,688	45,071	17,904	44,829	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790	587,990	1,669,990
Sept	3,668	56,360	3,649	52,544	3,070	48,141	3,256	48,085	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530	79,420	1,749,410
Oct	4,187	60,547	3,847	56,391	3,481	51,622	3,186	51,271	80,510	1,763,389	76,945	1,793,771	75,670	1,801,200	77,710	1,827,120
Nov	4,371	64,918	4,059	60,450	3,975	55,597	4,410	55,681	104,079	1,867,468	101,477	1,895,248	107,425	1,908,625	105,000	1,932,120
Dec	3,359	68,277	3,818	64,268	4,167	59,764	4,411	60,092	134,360	2,001,828	131,673	2,026,921	138,915	2,047,540	142,280	2,074,400
Fall	15,585	68,277	15,373	64,268	14,693	59,764	15,263	60,092	404,244	2,001,828	381,646	2,026,921	398,750	2,047,540	404,410	2,074,400
TOTAL	68,277		64,268		59,764		60,092		2,001,828		2,026,921		2,047,540		2,074,400	