

# RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100  
TAMPA, FLORIDA 33609  
TEL (813) 254-2975 • FAX (813) 254-2986

## January 2006 Visitor Profile – 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](http://www.KlagesGroup.com)

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## Lee County January 2006 Visitor Profile

### *Executive Summary: January 2006*

1. Recurring turbulent weather, environmental and water quality problems, erratically explosive fuel prices, and domestic economic and demographic adjustments have left their mark on Lee tourism throughout the year 2005. Although passenger traffic at the International Airport (RSW) grew by 7.4% in January, Lee's visitation levels dropped by 1.3%. Much of this contraction reflects the fact that an important part of Lee's lodging inventory still remains out of the market. Additionally, in January, airline seat capacity contracted from several of our key fly markets, specifically, Chicago: -9.5%; Boston: -23.2%; Indianapolis: -50.7%; Cleveland: -28.6%; and Pittsburgh: -47.8% to speak of the major ones. From this perspective, January's contraction in the level of tourism activity was "small" when compared to the performance of key Florida destinations, such as Orlando, which recorded a 5.5% drop in occupancy. Yet despite the problematics that affect Florida and Lee tourism, visitor spending in terms of direct expenditures accounted for \$139,888,250, a 9.3% increase over January 2005 levels. Similarly, January ADR grew by 6.7% reaching \$134.44 per night on average.
  
2. Overall, January's visitor origins are as follows:

| <u>Visitor Origin</u>  | <u>Rel. %</u> | <u>2005 Visitor #</u> | <u>January</u> |                       | <u>% Δ</u>  |
|------------------------|---------------|-----------------------|----------------|-----------------------|-------------|
|                        |               |                       | <u>Rel. %</u>  | <u>2006 Visitor #</u> |             |
| Florida                | 4.1%          | 8,238                 | 4.6%           | 9,122                 | +10.7       |
| Southeast              | 7.5           | 15,070                | 8.2            | 16,261                | +7.9        |
| Northeast              | 29.1          | 58,472                | 30.1           | 59,688                | +2.1        |
| Midwest                | 41.8          | 83,990                | 41.7           | 82,691                | -1.5        |
| Canada                 | 3.8           | 7,635                 | 3.4            | 6,742                 | -11.7       |
| Europe                 | 10.2          | 20,495                | 9.3            | 18,442                | -10.0       |
| Markets of Opportunity | 3.5           | 7,033                 | 2.7            | 5,354                 | -23.9       |
| <b>Total</b>           | <b>100.0</b>  | <b>200,933</b>        | <b>100.0</b>   | <b>198,300</b>        | <b>-1.3</b> |

## Lee County January 2006 Visitor Profile

3. Fully 66.1% of Lee's visitors came by plane (**2005: 64.7%**), with better than three-fourths of these (77.7%) deplaning at Southwest Florida International Airport (RSW).
4. While the stabilizing element of the industry remains the strength of repeat visitation, the ranks of "revisitors" who intend to come back next year are thinner, with 51.5% planning a January return trip to Lee next year (**2005: 54.1%**).
5. Although visitors' level of satisfaction with their stay is extremely high (**99.7%**), the group of travelers who perceive the destination as "more expensive" than they had expected is growing rapidly, suggesting that a saturation point regarding the price/value ratio has been reached (**2003: 3.7%; 2004: 2.5%; 2005: 2.9%; 2006: 12.7%**).
6. Fully 86.9% of Lee's January visitors have access to the Internet, with some 82.9% of these indicating they obtain travel information on-line. Two thirds of the visitors cite using the Internet to get travel information for their trip to the Beaches of Fort Myers - Sanibel (**2005: 64.4%; 2006: 64.7%**). Interestingly, while the level of Internet travel consultation has been plateauing over the past 12 months, the proportion of Lee travelers who make purchases over the net continues to grow. Fully, 48.8% of all visitors have bought travel services for this trip on-line (**2005: 36.4%**).

**The Beaches of Fort Myers - Sanibel:**  
*2006 January Visitor Profile*



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

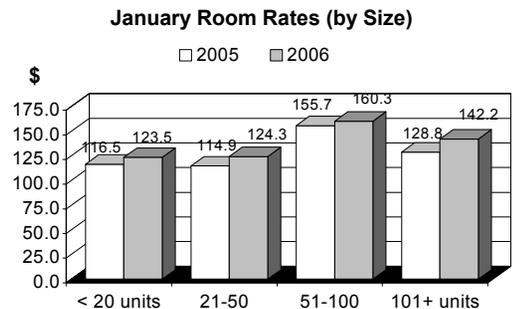
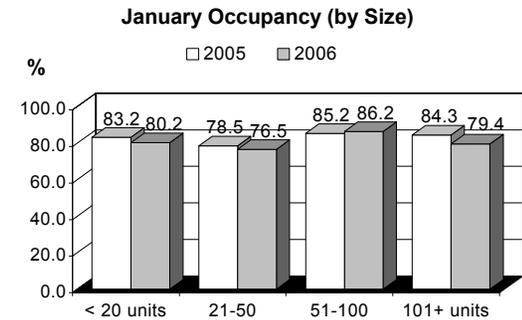
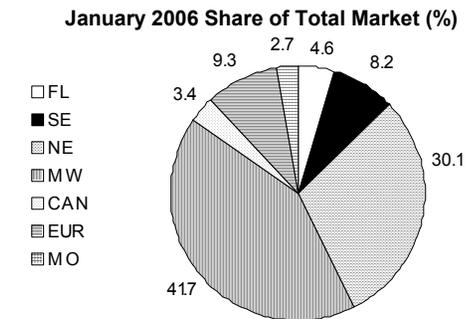
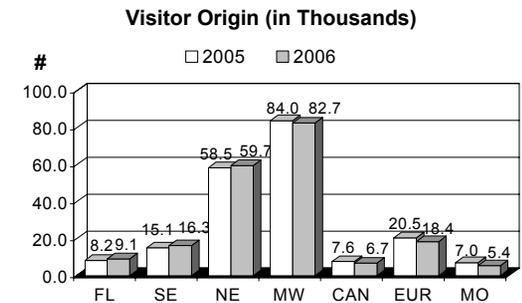
| Visitor Volume   | ANNUAL          |                 |                 |       | January       |               | % Δ  |
|------------------|-----------------|-----------------|-----------------|-------|---------------|---------------|------|
|                  | 2003            | 2004            | 2005            | 04/05 | 2005          | 2006          |      |
| Visitors (#)     | 2,001,828       | 2,026,921       | 2,047,540       | +1.0  | 200,933       | 198,300       | -1.3 |
| Room Nights      | 5,527,536       | 5,439,401 *     | 5,448,463       | +0.2  | 614,173       | 610,200       | -0.6 |
| Direct Exp. (\$) | \$1,127,123,775 | \$1,164,594,233 | \$1,235,214,646 | +6.1  | \$127,937,055 | \$139,888,250 | +9.3 |

| Visitor Origin  | Annual Market Share |               |               | January 2005 |                | January 2006 |                |             |
|-----------------|---------------------|---------------|---------------|--------------|----------------|--------------|----------------|-------------|
|                 | 2003                | 2004          | 2005          | % Share      | Visitor #      | % Share      | Visitor #      | % Add Vis   |
| Florida         | 12.6%               | 11.4%         | 11.4%         | 4.1%         | 8,238          | 4.6%         | 9,122          | +10.7       |
| Southeast       | 7.0                 | 6.8           | 6.6           | 7.5          | 15,070         | 8.2          | 16,261         | +7.9        |
| Northeast       | 28.4                | 28.9          | 28.8          | 29.1         | 58,472         | 30.1         | 59,688         | +2.1        |
| Midwest         | 37.9                | 38.5          | 38.1          | 41.8         | 83,990         | 41.7         | 82,691         | -1.5        |
| Canada          | 2.3                 | 2.3           | 2.5           | 3.8          | 7,635          | 3.4          | 6,742          | -11.7       |
| Europe          | 8.4                 | 8.9           | 9.7           | 10.2         | 20,495         | 9.3          | 18,442         | -10.0       |
| Markets of Opp. | 3.4                 | 3.2           | 2.9           | 3.5          | 7,033          | 2.7          | 5,354          | -23.9       |
| <b>Total</b>    | <b>100.0%</b>       | <b>100.0%</b> | <b>100.0%</b> | <b>100.0</b> | <b>200,933</b> | <b>100.0</b> | <b>198,300</b> | <b>-1.3</b> |

| Seasonal                  | Winter       | Spr/Sum      | Fall          | ANNUAL       |
|---------------------------|--------------|--------------|---------------|--------------|
| Occupancy 2003            | 85.3%        | 68.5%        | 61.6%         | 72.4%        |
| Occupancy 2004            | 88.0         | 70.7         | 69.4          | 76.6         |
| Occupancy 2005            | 89.1         | 72.4         | 62.4          | 74.6         |
| <b>Δ Points ('04-'05)</b> | <b>+1.1</b>  | <b>+1.7</b>  | <b>-7.0</b>   | <b>-2.0</b>  |
| ADR 2003                  | \$126.67     | \$88.79      | \$84.73       | \$101.12     |
| ADR 2004                  | 130.29       | 92.68        | 91.44         | 105.93       |
| ADR 2005                  | 139.33       | 98.74        | 101.15        | 113.10       |
| <b>Δ % ('04-'05)</b>      | <b>+6.9%</b> | <b>+6.5%</b> | <b>+10.6%</b> | <b>+6.8%</b> |

| Monthly                   | Jan.         |
|---------------------------|--------------|
| Occupancy 2004            | 80.6%        |
| Occupancy 2005            | 83.1         |
| Occupancy 2006            | 80.2         |
| <b>Δ Points ('05-'06)</b> | <b>-2.9</b>  |
| ADR 2004                  | \$116.90     |
| ADR 2005                  | 126.03       |
| ADR 2006                  | 134.44       |
| <b>Δ % ('05-'06)</b>      | <b>+6.7%</b> |

| Size Category | January Occupancy |       |         | January Room Rate |          |       |
|---------------|-------------------|-------|---------|-------------------|----------|-------|
|               | 2005              | 2006  | Point Δ | 2005              | 2006     | % Δ   |
| < 20 units    | 83.2%             | 80.2% | -3.0    | \$116.53          | \$123.53 | +6.0  |
| 21-50 units   | 78.5              | 76.5  | -2.0    | 114.86            | 124.28   | +8.2  |
| 51-100 units  | 85.2              | 86.2  | +1.0    | 155.66            | 160.31   | +3.0  |
| 101+ units    | 84.3              | 79.4  | -4.9    | 128.83            | 142.19   | +10.4 |



\* Revised to include storm recovery occupancy.

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|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Transportation Mode (H/M/C/C + In-Home)</b> |                     |                     |                     |                     |
| Plane  | 67.4%               | 68.1%               | 64.7%               | 66.1%               |
| Rental Car                                     | 61.3                | 63.2                | 62.0                | 64.6                |
| Personal Car                                   | 32.6                | 31.1                | 33.6                | 31.5                |
| <b>Airport Deplanned</b>                       |                     |                     |                     |                     |
| Southwest Florida International                | 76.1%               | 76.5%               | 78.0%               | 77.7%               |
| Tampa International                            | 5.9                 | 6.5                 | 7.5                 | 8.5                 |
| Orlando International                          | 5.7                 | 5.1                 | 5.8                 | 6.9                 |
| Miami International                            | 9.6                 | 7.4                 | 8.5                 | 5.7                 |
| <b>Car Rental Location</b>                     |                     |                     |                     |                     |
| Fort Myers                                     | 76.0%               | 75.9%               | 77.8%               | 76.7%               |
| Tampa  | 6.3                 | 6.7                 | 7.5                 | 9.3                 |
| Orlando  | 5.5                 | 5.2                 | 5.6                 | 6.4                 |
| Miami  | 8.2                 | 7.2                 | 8.8                 | 6.2                 |

|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Purpose of Trip (Multiple Response)</b>           |                     |                     |                     |                     |
| <b>A. Visitor Profile Data</b>                       |                     |                     |                     |                     |
| Vacation   | 97.4%               | 97.8%               | 96.5%               | 97.3%               |
| Visiting Friends/Relatives                           | 13.0                | 11.8                | 11.4                | 12.5                |
| <b>B. Occupancy Survey Data</b>                      |                     |                     |                     |                     |
| Business Travelers/Conferences/<br>Business Meetings | 15.3%               | 16.4%               | 18.4%               | 19.9%               |
| <b>First Visit to (% yes)</b>                        |                     |                     |                     |                     |
| Lee County   | 36.4%               | 38.8%               | 35.1%               | 34.3%               |
| Florida  | 3.0                 | 4.1                 | 4.9                 | 3.7                 |
| <b>First Time Visitors (by Region)</b>               |                     |                     |                     |                     |
| Florida  | 27.3%               | 30.8%               | 33.3%               | 32.5%               |
| Southeast  | 40.9                | 36.4                | 40.9                | 33.1                |
| Northeast  | 34.0                | 34.9                | 37.2                | 35.4                |
| Midwest  | 31.4                | 30.1                | 24.0                | 29.4                |
| Canada   | 23.1                | 27.2                | 33.4                | 26.9                |
| Europe   | 57.9                | 53.6                | 47.4                | 51.9                |
| Markets of Opportunity                               | 64.1                | 60.4                | 53.6                | 49.1                |

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

|   | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|---|---------------------|---------------------|---------------------|---------------------|
| <b>Average Repeat Visits to Lee</b>   | 3.2                 | 3.1                 | 3.2                 | 3.4                 |
| <b>Information Sources</b> <i>(Multiple Response)</i>   |                     |                     |                     |                     |
| Internet  | 59.0%               | 60.2%               | 64.4%               | 64.7%               |
| Previous Visit  | 63.4                | 61.3                | 64.0                | 64.6                |
| Recommendations   | 39.7                | 42.5                | 38.5                | 39.5                |
| Print Media   | 14.9                | 14.1                | 11.5                | 9.3                 |
| Travel Agent  | 2.6                 | 3.3                 | 3.6                 | 3.2                 |
| Business Contacts   | 2.7                 | 3.6                 | 3.7                 | 3.0                 |
| <b>Assisted by Travel Agent</b>   | 18.3%               | 16.0%               | 15.2%               | 15.7%               |
| <b>Travel Agent Assisted with</b>   |                     |                     |                     |                     |
| Airline Reservations  | 75.0%               | 71.1%               | 61.6%               | 47.8%               |
| Hotel/Motel Reservations  | 51.6                | 50.6                | 43.5                | 42.2                |
| Vacation Packages <i>(including fly/drive)</i>  | 4.8                 | 10.3                | 18.2                | 28.8                |
| <b>Reservations</b>   |                     |                     |                     |                     |
| Before Leaving Home   | 84.6%               | 86.6%               | 88.2%               | 88.0%               |
| None  | 9.6                 | 8.6                 | 8.9                 | 7.7                 |
| Last Trip   | 3.0                 | 1.9                 | 1.0                 | 2.3                 |
| After Arrival   | 2.8                 | 2.9                 | 1.6                 | 2.0                 |
| <b>Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b> | N/A                 | 18.8%               | 16.8%               | 21.1%               |

|  | <u>Jan. '03</u><br><u>Out-of-</u><br><u>State</u> | <u>Jan. '04</u><br><u>Out-of-</u><br><u>State</u> | <u>Jan. '05</u><br><u>Out-of-</u><br><u>State</u> | <u>Jan. '06</u><br><u>Out-of-</u><br><u>State</u> | <u>Jan. '03</u><br><u>Floridian</u> | <u>Jan. '04</u><br><u>Floridian</u> | <u>Jan. '05</u><br><u>Floridian</u> | <u>Jan. '06</u><br><u>Floridian</u> |
|--|---|---|---|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <b>Length of Stay</b> <i>(days)</i>    |   |   |   |   |                                     |                                     |                                     |                                     |
| Away from Home                         | 11.9  | 11.8  | 11.6  | 11.4  | 3.8                                 | 3.9                                 | 3.9                                 | 3.8                                 |
| In Florida                             | 11.1  | 10.9  | 10.6  | 10.4  | N/A                                 | N/A                                 | N/A                                 | N/A                                 |
| In Lee County                          | 8.1   | 8.2   | 8.1   | 8.0   | 3.5                                 | 3.5                                 | 3.6                                 | 3.5                                 |
| <b>% Staying 4 Days or Less in Lee</b> | 17.3%   | 17.2%   | 19.5%   | 21.0%   | 61.8%                               | 69.4%                               | 60.0%                               | 63.0%                               |
| <b>Party Size</b>                      | 2.5   | 2.6   | 2.7   | 2.6   | 2.3                                 | 2.4                                 | 2.6                                 | 2.7                                 |

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|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Party Composition</b>   |                     |                     |                     |                     |
| Couple   | 72.1%               | 70.6%               | 71.4%               | 73.6%               |
| Family   | 26.4                | 27.4                | 26.0                | 24.3                |
| Single   | 1.1                 | 1.9                 | 2.6                 | 1.7                 |
| <b>Where Stay Night Before Lee (Out-of-State)</b>                                    |                     |                     |                     |                     |
| At Home  | 68.0%               | 69.8%               | 61.3%               | 61.7%               |
| In Florida, Not in Lee   | 29.1                | 25.3                | 31.1                | 34.1                |
| On the Road, Not in Florida  | 2.9                 | 4.9                 | 7.6                 | 4.2                 |
| <b>Where Stayed in Florida (Base: Respondents<br/>In Florida Night Prior to Lee)</b> |                     |                     |                     |                     |
| Orlando/Disney   | 20.6%               | 22.5%               | 25.6%               | 24.1%               |
| Sarasota   | 14.7                | 10.4                | 18.9                | 15.9                |
| Tampa Bay  | 12.7                | 14.9                | 13.3                | 14.3                |
| Fort Lauderdale/Palm Beach   | 8.2                 | 10.1                | 9.5                 | 8.5                 |
| Naples/Marco   | 4.9                 | 6.7                 | 5.6                 | 7.2                 |
| Florida Keys   | 10.8                | 7.5                 | 3.8                 | 6.4                 |
| Miami  | 8.6                 | 7.9                 | 8.9                 | 5.3                 |
| <b>Attractions Visited</b>   |                     |                     |                     |                     |
| Edison Home/Ford Home  | 7.2%                | 8.3%                | 7.3%                | 6.7%                |
| Sea World  | 4.5                 | 3.0                 | 4.7                 | 5.8                 |
| EPCOT  | 4.6                 | 3.1                 | 4.6                 | 5.7                 |
| Universal Studios  | 3.7                 | 3.4                 | 4.9                 | 5.6                 |
| Kennedy Space Center   | 5.5                 | 5.4                 | 5.0                 | 5.5                 |
| Ding Darling   | 2.4                 | 3.4                 | 3.5                 | 5.2                 |
| Disney   | 5.0                 | 2.5                 | 3.5                 | 2.8                 |
| <b>Satisfaction with Lee County</b>  |                     |                     |                     |                     |
|  | 98.3%               | 98.4%               | 98.7%               | 99.7%               |

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

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|                                       | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|---------------------------------------|---------------------|---------------------|---------------------|---------------------|
| <b>Features Liked Most about Lee</b>  |                     |                     |                     |                     |
| Climate                               | 61.2%               | 74.6%               | 80.7%               | 78.8%               |
| Beaches                               | 85.1                | 82.3                | 75.1                | 75.6                |
| Rest/Relaxation/Quiet                 | 62.8                | 64.9                | 57.3                | 56.5                |
| Tropical Atmosphere                   | 44.2                | 45.3                | 41.5                | 44.1                |
| Not Commercialized                    | 29.6                | 27.3                | 21.6                | 17.5                |
| Clean Environment                     | 20.2                | 14.6                | 10.8                | 15.3                |
| Beauty of Area                        | 14.6                | 19.1                | 14.0                | 11.5                |
| Friendly Residents                    | 12.2                | 12.6                | 12.0                | 11.3                |
| <b>Features Liked Least about Lee</b> |                     |                     |                     |                     |
| No Specific Complaints                | 65.4%               | 68.4%               | 75.4%               | 69.2%               |
| Congestion/Over-Population            | 16.9                | 18.3                | 20.5                | 25.4                |
| Expense                               | 1.3                 | 2.9                 | 1.5                 | 2.3                 |
| Insects                               | 2.7                 | 0.4                 | 0.7                 | 2.2                 |
| Weather                               | 8.3                 | 1.7                 | 2.3                 | 1.1                 |

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|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Expense Relative to Expectations</b>              |                     |                     |                     |                     |
| More Expensive                                       | 3.7%                | 2.5%                | 2.9%                | 12.7%               |
| Less Expensive                                       | 0.9                 | 0.8                 | 0.6                 | 0.7                 |
| Same   | 94.7                | 94.3                | 92.7                | 82.3                |
| <b>Recommend Lee to Friends/Relatives</b><br>(% yes) | 89.8%               | 93.1%               | 94.0%               | 91.3%               |
| <b>Plan to Return (% yes)</b>                        |                     |                     |                     |                     |
| To Local Area  | 84.4%               | 87.4%               | 90.2%               | 88.6%               |
| Next Year (Base: Return to Local Area)               | 60.5                | 63.8                | 60.0                | 58.1                |
| <b>Median Age Head of Household (years)</b>          | 50.4                | 51.5                | 51.6                | 52.7                |
| <b>Median Annual Household Income</b>                | \$81,151            | \$84,955            | \$87,478            | \$88,180            |

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|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Average Number of (per year)</b>  |                     |                     |                     |                     |
| Getaway Trips  | 2.8                 | 2.9                 | 2.8                 | 2.8                 |
| Vacations  | 1.8                 | 1.9                 | 2.0                 | 1.8                 |
| <b>Out-of-State Visitor Party Budget</b><br>(Lee Stay: Food/Lodging/Entertainment)               |                     |                     |                     |                     |
| Total  | \$1,658.01          | \$1,729.77          | \$1,835.89          | \$1,958.71          |
| Per Person/Trip  | 663.20              | 665.30              | 679.96              | 753.35              |
| Per Person/Day   | 82.90               | 81.13               | 83.95               | 94.17               |
| <b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>                                     |                     |                     |                     |                     |
| Accommodations   | \$973.96            | \$1,006.54          | \$1,079.10          | \$1,142.80          |
| Food/Entertainment   | 571.76              | 592.99              | 600.41              | 630.66              |
| Rental Car   | 245.49              | 252.33              | 266.49              | 303.76              |
| Retail Purchases   | 147.91              | 154.57              | 160.08              | 171.03              |
| <b>Travel Stories, Advertising, and/or Promotions Seen/Read/Heard For Destination</b><br>(% yes) |                     |                     |                     |                     |
|  | 30.7%               | 35.9%               | 32.2%               | 39.3%               |
| <b>Type of Message Seen (Over last 6 months)</b>   |                     |                     |                     |                     |
| Internet   | 72.8%               | 71.5%               | 74.0%               | 78.2%               |
| Travel Guides/Visitor Guides/Brochures   | 37.4                | 34.9                | 32.7                | 24.6                |
| Newspapers   | 26.1                | 25.2                | 39.7                | 10.3                |
| Magazines  | 15.3                | 14.8                | 11.9                | 9.0                 |
| Television   | 4.1                 | 3.0                 | 7.8                 | 6.9                 |
| <b>Directly Influenced by Lee Message</b><br>(Base: Respondents Reporting See/Read/Hear Ad)      |                     |                     |                     |                     |
|  | 84.7%               | 81.5%               | 81.2%               | 78.6%               |

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|                        | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|------------------------|---------------------|---------------------|---------------------|---------------------|
| <b>Occupation</b>      |                     |                     |                     |                     |
| Professional/Technical | 39.8%               | 43.9%               | 41.6%               | 38.1%               |
| Retired                | 17.3                | 18.8                | 20.8                | 22.3                |
| Executive/Managerial   | 16.8                | 15.4                | 17.4                | 14.9                |
| Salesman/Buyer         | 11.6                | 10.2                | 10.3                | 10.9                |
| Craft/Factory          | 7.0                 | 6.0                 | 8.0                 | 9.9                 |

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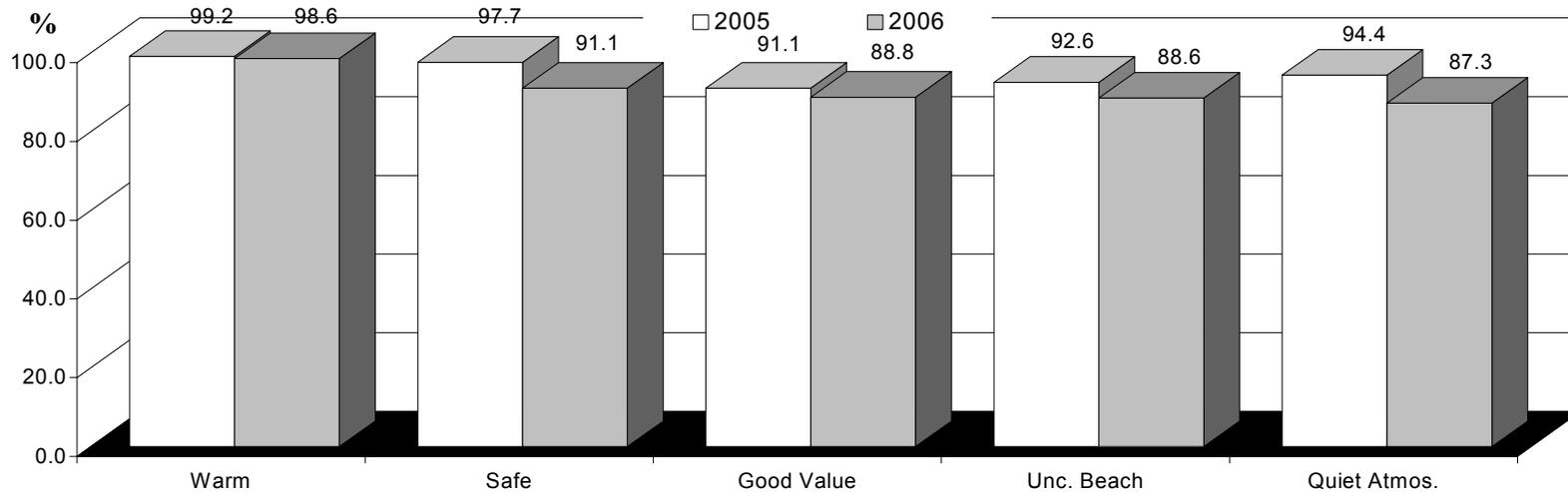
|  | <u>January 2003</u> | <u>January 2004</u> | <u>January 2005</u> | <u>January 2006</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <b>Have Internet Access</b>  | 89.3%               | 86.4%               | 85.6%               | 86.9%               |
| <b>Use Internet to:</b> <i>(Base: Respondents who have used on line services)</i>                |                     |                     |                     |                     |
| Obtain Travel Information  | 83.5%               | 83.0%               | 83.8%               | 82.9%               |
| Book Travel Services On-line   | 58.4                | 59.1                | 61.3                | 70.3                |
| <b>Book Lodging Reservations:</b><br><i>(Base: Respondents who book travel services on-line)</i> | 52.5%               | 50.0%               | 48.1%               | 43.3%               |

**January 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel**

**Influential Factors in Choosing Lee**

| Influential Factors            | Feb. '05 | Mar. '05 | Apr. '05 | May '05 | Jun. '05 | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 |
|--------------------------------|----------|----------|----------|---------|----------|----------|----------|-----------|----------|----------|----------|----------|
| Warm Weather                   | 99.3%    | 99.4%    | 99.8%    | 98.0%   | 82.7%    | 79.0%    | 73.4%    | 79.8%     | 93.9%    | 99.1%    | 99.7%    | 98.6%    |
| Safe Destination               | 98.9     | 98.4     | 99.7     | 95.4    | 95.3     | 94.7     | 93.8     | 88.2      | 85.6     | 96.0     | 93.3     | 91.1     |
| Good Value for the Money       | 87.2     | 89.2     | 94.7     | 90.0    | 90.6     | 88.9     | 90.6     | 86.8      | 89.7     | 87.0     | 86.8     | 88.8     |
| Uncommercialized Beaches       | 92.7     | 93.4     | 92.3     | 91.5    | 96.0     | 96.7     | 98.1     | 93.8      | 89.6     | 90.3     | 87.0     | 88.6     |
| Quiet Atmosphere               | 94.6     | 95.4     | 90.7     | 87.5    | 88.6     | 88.1     | 85.2     | 83.2      | 86.4     | 92.8     | 90.7     | 87.3     |
| Complete Relaxation            | 85.8     | 85.0     | 87.4     | 90.4    | 90.9     | 92.7     | 94.7     | 91.5      | 93.4     | 91.8     | 91.6     | 82.1     |
| Sunning on the Beach           | 80.1     | 85.5     | 80.1     | 83.7    | 84.8     | 85.0     | 83.2     | 71.8      | 77.8     | 79.7     | 83.0     | 81.7     |
| White Sand Beaches w/ Shelling | 86.2     | 81.2     | 80.7     | 80.9    | 81.4     | 86.1     | 80.7     | 79.2      | 71.5     | 74.1     | 73.5     | 80.4     |
| Reasonably Priced Lodging      | 79.9     | 80.9     | 83.1     | 82.6    | 85.5     | 89.1     | 89.5     | 83.3      | 83.0     | 76.3     | 72.5     | 73.5     |
| Family Atmosphere              | 78.6     | 73.3     | 76.4     | 76.2    | 82.8     | 83.7     | 77.8     | 69.9      | 71.3     | 72.6     | 76.3     | 72.8     |
| Upscale Accommodations         | 69.5     | 72.8     | 71.8     | 74.9    | 72.9     | 72.4     | 75.6     | 71.1      | 74.9     | 72.0     | 73.7     | 72.6     |
| Affordable Dining              | 72.5     | 69.8     | 69.0     | 67.1    | 73.4     | 75.9     | 77.0     | 68.8      | 67.5     | 69.7     | 70.6     | 70.0     |
| Tropical Plants/Animals        | 77.3     | 76.8     | 75.8     | 75.2    | 78.9     | 74.2     | 70.7     | 66.1      | 67.9     | 61.8     | 61.4     | 69.1     |
| Clean, Unspoiled Environment   | 77.7     | 77.6     | 76.2     | 78.2    | 79.5     | 82.3     | 77.9     | 77.1      | 70.5     | 66.3     | 68.4     | 66.9     |

**Influential Factors in Choosing Lee (Top Five) -- January**



**TOP U.S. FEEDER MARKETS**

| <u>January 2005</u> |                      | <u>January 2006</u> |     | <u>'05 Rank</u>      |       |    |
|---------------------|----------------------|---------------------|-----|----------------------|-------|----|
| 1.                  | New York             | 10.5%               | 1.  | New York             | 11.2% | 1  |
| 2.                  | Chicago              | 9.1                 | 2.  | Chicago              | 8.6   | 2  |
| 3.                  | Minneapolis/St. Paul | 5.4                 | 3.  | Detroit              | 5.6   | 5  |
| 4.                  | Boston               | 5.2                 | 4.  | Minneapolis/St. Paul | 5.2   | 3  |
| 5.                  | Detroit              | 4.5                 | 5.  | Boston               | 4.4   | 4  |
| 6.                  | Indianapolis         | 4.2                 | 6.  | Washington, D.C      | 4.1   | 10 |
| 7.                  | Philadelphia         | 3.3                 | 7.  | Philadelphia         | 3.7   | 7  |
| 8.                  | Cleveland            | 3.2                 | 8.  | Indianapolis         | 3.3   | 6  |
| 9.                  | Pittsburgh           | 2.9                 | 9.  | Cleveland            | 2.9   | 8  |
| 10.                 | Washington, D.C      | 2.8                 | 10. | Hartford/New Haven   | 2.8   | -- |

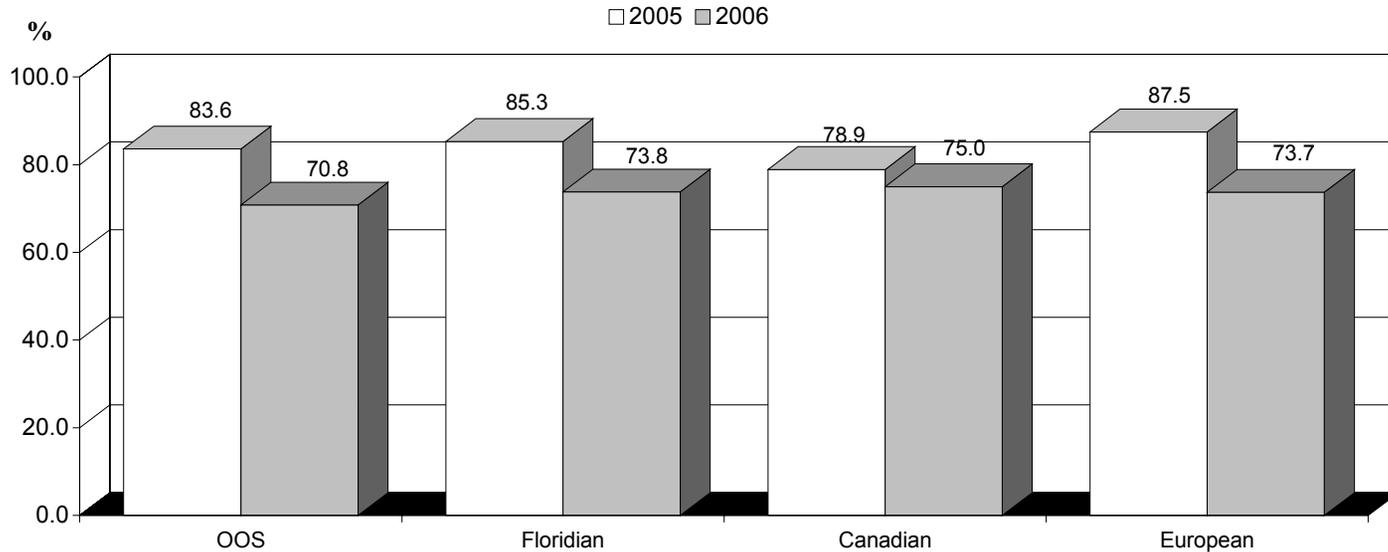
**Please Note:** *In January 2006, the Miami/Ft. Lauderdale segment accounted for 27% of the Florida market. The distribution is as follows: Broward County: 80%; Dade County: 20%. Sample size does not permit statistical inference.*

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:

|                     | Feb. '05 | Mar. '05 | Apr. '05 | May '05 | Jun. '05 | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 | Jan. '05 |
|---------------------|----------|----------|----------|---------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|
| U.S. OOS Travelers  | 86.5%    | 84.2%    | 84.9%    | 85.8%   | 89.8%    | 64.4%    | 61.5%    | 63.8%     | 67.9%    | 83.3%    | 76.2%    | 70.8%    | 83.6%    |
| Floridian Travelers | 85.1     | 85.7     | 82.7     | 88.9    | 94.0     | 73.8     | 67.3     | 67.4      | 75.0     | 84.0     | 78.5     | 73.8     | 85.3     |
| Canadian Travelers  | 78.5     | 78.9     | 75.5     | 75.0    | 71.2     | 72.2     | 66.8     | 68.2      | 68.9     | 75.6     | 71.4     | 75.0     | 78.9     |
| European Travelers  | 83.5     | 85.2     | 84.0     | 78.3    | 76.6     | 58.9     | 63.6     | 58.2      | 68.2     | 75.5     | 78.3     | 73.7     | 87.5     |

Reservations: January 2006 -- Over the Next Three Months

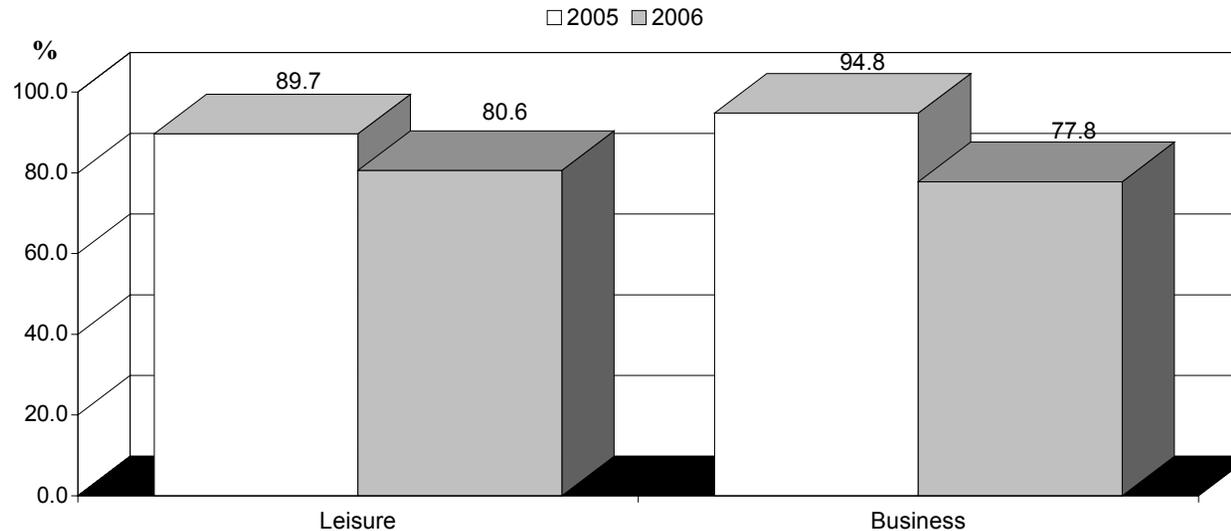


## January 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

|                                   | Feb. '05 | Mar. '05 | Apr. '05 | May '05 | Jun. '05 | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 | Jan. '05 |
|-----------------------------------|----------|----------|----------|---------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|
| Leisure Travelers                 | 89.5%    | 90.0%    | 85.0%    | 90.9%   | 90.9%    | 92.4%    | 86.3%    | 81.6%     | 77.8%    | 89.6%    | 82.0%    | 80.6%    | 89.7%    |
| Business Travelers                | 94.6     | 93.6     | 91.9     | 92.7    | 91.7     | 82.9     | 77.0     | 83.9      | 85.7     | 93.8     | 89.4     | 77.8     | 94.8     |
| Conferences/<br>Business Meetings | 87.9     | 89.9     | 88.5     | 91.0    | 92.6     | 89.2     | 80.8     | 86.2      | 84.6     | 88.9     | 83.8     | 79.3     | 85.7     |
| Travel and Tour                   | 88.9     | 90.0     | 87.3     | 88.0    | 90.0     | 82.6     | 77.5     | 82.5      | 83.3     | 84.6     | 73.5     | 80.8     | 84.4     |

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



## 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         |         |       | 13,111         | 29,285         | 13,712         | 29,779         | 13,668         | 28,738         |         |        |
| Mar            | 19,591         | 39,352         | 19,750         | 39,653         | 15,881         | 32,866         |         |       | 18,421         | 47,706         | 19,447         | 49,226         | 17,352         | 46,090         |         |        |
| Apr            | 32,356         | 71,708         | 32,587         | 72,240         | 29,809         | 62,675         |         |       | 18,275         | 65,981         | 18,849         | 68,075         | 17,572         | 63,662         |         |        |
| <b>Winter</b>  | <b>71,708</b>  | <b>71,708</b>  | <b>72,240</b>  | <b>72,240</b>  | <b>62,675</b>  | <b>62,675</b>  |         |       | <b>65,981</b>  | <b>65,981</b>  | <b>68,075</b>  | <b>68,075</b>  | <b>63,662</b>  | <b>63,662</b>  |         |        |
| May            | 30,632         | 102,340        | 26,977         | 99,217         | 27,490         | 90,165         |         |       | 6,515          | 72,496         | 6,463          | 74,538         | 6,802          | 70,464         |         |        |
| June           | 32,197         | 134,537        | 31,018         | 130,235        | 31,759         | 121,924        |         |       | 13,861         | 86,357         | 15,509         | 90,047         | 15,028         | 85,492         |         |        |
| July           | 39,357         | 173,894        | 38,764         | 168,999        | 40,066         | 161,990        |         |       | 16,748         | 103,105        | 16,181         | 106,228        | 14,685         | 100,177        |         |        |
| Aug            | 28,685         | 202,579        | 18,182         | 187,181        | 21,022         | 183,012        |         |       | 7,739          | 110,844        | 5,911          | 112,139        | 7,185          | 107,362        |         |        |
| <b>Spr/Sum</b> | <b>130,871</b> | <b>202,579</b> | <b>114,941</b> | <b>187,181</b> | <b>120,337</b> | <b>183,012</b> |         |       | <b>44,863</b>  | <b>110,844</b> | <b>44,064</b>  | <b>112,139</b> | <b>43,700</b>  | <b>107,362</b> |         |        |
| Sep            | 20,641         | 223,220        | 20,535         | 207,716        | 21,180         | 204,192        |         |       | 6,227          | 117,071        | 7,227          | 119,366        | 6,523          | 113,885        |         |        |
| Oct            | 11,593         | 234,813        | 10,542         | 218,258        | 10,594         | 214,786        |         |       | 5,072          | 122,143        | 5,155          | 124,521        | 4,540          | 118,425        |         |        |
| Nov            | 12,594         | 247,407        | 11,568         | 229,826        | 12,354         | 227,140        |         |       | 6,869          | 129,012        | 5,987          | 130,508        | 6,660          | 125,085        |         |        |
| Dec            | 4,434          | 251,841        | 4,872          | 234,698        | 5,557          | 232,697        |         |       | 10,211         | 139,223        | 8,559          | 139,067        | 9,724          | 134,809        |         |        |
| <b>Fall</b>    | <b>49,262</b>  | <b>251,841</b> | <b>47,517</b>  | <b>234,698</b> | <b>49,685</b>  | <b>232,697</b> |         |       | <b>28,379</b>  | <b>139,223</b> | <b>26,928</b>  | <b>139,067</b> | <b>27,447</b>  | <b>134,809</b> |         |        |
| <b>TOTAL</b>   | <b>251,841</b> |                | <b>234,698</b> |                | <b>232,697</b> |                |         |       | <b>139,223</b> |                | <b>139,067</b> |                | <b>134,809</b> |                |         |        |

## 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        |         |        | 119,797        | 204,369        | 131,247        | 221,673        | 129,572        | 213,562        |         |        |
| Mar            | 93,276         | 237,558        | 99,056         | 258,769        | 97,052         | 250,106        |         |        | 123,394        | 327,763        | 129,745        | 351,418        | 127,638        | 341,200        |         |        |
| April          | 88,679         | 326,237        | 93,927         | 352,696        | 94,135         | 344,241        |         |        | 117,739        | 445,502        | 127,472        | 478,890        | 125,827        | 467,027        |         |        |
| <b>Winter</b>  | <b>326,237</b> | <b>326,237</b> | <b>352,696</b> | <b>352,696</b> | <b>344,241</b> | <b>344,241</b> |         |        | <b>445,502</b> | <b>445,502</b> | <b>478,890</b> | <b>478,890</b> | <b>467,027</b> | <b>467,027</b> |         |        |
| May            | 41,582         | 367,819        | 43,557         | 396,253        | 44,636         | 388,877        |         |        | 43,662         | 489,164        | 45,383         | 524,273        | 44,352         | 511,379        |         |        |
| June           | 33,497         | 401,316        | 36,853         | 433,106        | 37,027         | 425,904        |         |        | 45,192         | 534,356        | 48,523         | 572,796        | 50,350         | 561,729        |         |        |
| July           | 39,189         | 440,505        | 43,031         | 476,137        | 43,692         | 469,596        |         |        | 49,070         | 583,426        | 54,411         | 627,207        | 56,201         | 617,930        |         |        |
| Aug            | 20,430         | 460,935        | 8,737          | 484,874        | 14,369         | 483,965        |         |        | 29,407         | 612,833        | 16,318         | 643,525        | 23,772         | 641,702        |         |        |
| <b>Spr/Sum</b> | <b>134,698</b> | <b>460,935</b> | <b>132,178</b> | <b>484,874</b> | <b>139,724</b> | <b>483,965</b> |         |        | <b>167,331</b> | <b>612,833</b> | <b>164,635</b> | <b>643,525</b> | <b>174,675</b> | <b>641,702</b> |         |        |
| Sept           | 21,068         | 482,003        | 12,951         | 497,825        | 15,732         | 499,697        |         |        | 23,456         | 636,289        | 16,385         | 659,910        | 18,187         | 659,889        |         |        |
| Oct            | 18,920         | 500,923        | 17,544         | 515,369        | 16,950         | 516,647        |         |        | 25,280         | 661,569        | 24,776         | 684,686        | 24,517         | 684,406        |         |        |
| Nov            | 29,663         | 530,586        | 29,936         | 545,305        | 32,442         | 549,089        |         |        | 35,179         | 696,748        | 34,807         | 719,493        | 36,417         | 720,823        |         |        |
| Dec            | 38,024         | 568,610        | 37,000         | 582,305        | 41,119         | 590,208        |         |        | 61,537         | 758,285        | 57,936         | 777,429        | 59,595         | 780,418        |         |        |
| <b>Fall</b>    | <b>107,675</b> | <b>568,610</b> | <b>97,431</b>  | <b>582,305</b> | <b>106,243</b> | <b>590,208</b> |         |        | <b>145,452</b> | <b>758,285</b> | <b>133,904</b> | <b>777,429</b> | <b>138,716</b> | <b>780,418</b> |         |        |
| <b>TOTAL</b>   | <b>568,610</b> |                | <b>582,305</b> |                | <b>590,208</b> |                |         |        | <b>758,285</b> |                | <b>777,429</b> |                | <b>780,418</b> |                |         |        |

## 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        |         |       | 10,540         | 26,324         | 11,194         | 28,702         | 12,848         | 33,343         |         |        |
| Mar            | 10,234        | 24,447        | 9,116         | 23,675        | 9,411         | 25,247        |         |       | 18,129         | 44,453         | 19,143         | 47,845         | 20,881         | 54,224         |         |        |
| April          | 7,789         | 32,236        | 8,945         | 32,620        | 9,413         | 34,660        |         |       | 23,069         | 67,522         | 25,558         | 73,403         | 27,299         | 81,523         |         |        |
| <b>Winter</b>  | <b>32,236</b> | <b>32,236</b> | <b>32,620</b> | <b>32,620</b> | <b>34,660</b> | <b>34,660</b> |         |       | <b>67,522</b>  | <b>67,522</b>  | <b>73,403</b>  | <b>73,403</b>  | <b>81,523</b>  | <b>81,523</b>  |         |        |
| May            | 1,386         | 33,622        | 1,686         | 34,306        | 1,842         | 36,502        |         |       | 11,089         | 78,611         | 12,364         | 85,767         | 12,895         | 94,418         |         |        |
| June           | 1,011         | 34,633        | 1,228         | 35,534        | 930           | 37,432        |         |       | 13,716         | 92,327         | 15,355         | 101,122        | 15,647         | 110,065        |         |        |
| July           | 1,005         | 35,638        | 1,245         | 36,779        | 1,450         | 38,882        |         |       | 15,910         | 108,237        | 17,782         | 118,904        | 19,217         | 129,282        |         |        |
| Aug            | 619           | 36,257        | 321           | 37,100        | 798           | 39,680        |         |       | 13,207         | 121,444        | 12,657         | 131,561        | 18,716         | 147,998        |         |        |
| <b>Spr/Sum</b> | <b>4,021</b>  | <b>36,257</b> | <b>4,480</b>  | <b>37,100</b> | <b>5,020</b>  | <b>39,680</b> |         |       | <b>53,922</b>  | <b>121,444</b> | <b>58,158</b>  | <b>131,561</b> | <b>66,475</b>  | <b>147,998</b> |         |        |
| Sept           | 682           | 36,939        | 358           | 37,458        | 460           | 40,140        |         |       | 9,553          | 130,997        | 10,446         | 142,007        | 11,588         | 159,586        |         |        |
| Oct            | 1,610         | 38,549        | 1,308         | 38,766        | 1,513         | 41,653        |         |       | 13,848         | 144,845        | 13,773         | 155,780        | 14,075         | 173,661        |         |        |
| Nov            | 3,018         | 41,567        | 2,334         | 41,100        | 2,686         | 44,339        |         |       | 12,385         | 157,230        | 12,786         | 168,566        | 12,891         | 186,552        |         |        |
| Dec            | 4,837         | 46,404        | 5,267         | 46,367        | 5,973         | 50,312        |         |       | 11,958         | 169,188        | 14,221         | 182,787        | 12,780         | 199,332        |         |        |
| <b>Fall</b>    | <b>10,147</b> | <b>46,404</b> | <b>9,267</b>  | <b>46,367</b> | <b>10,632</b> | <b>50,312</b> |         |       | <b>47,744</b>  | <b>169,188</b> | <b>51,226</b>  | <b>182,787</b> | <b>51,334</b>  | <b>199,332</b> |         |        |
| <b>TOTAL</b>   | <b>46,404</b> |               | <b>46,367</b> |               | <b>50,312</b> |               |         |       | <b>169,188</b> |                | <b>182,787</b> |                | <b>199,332</b> |                |         |        |

## 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        |         |       | 257,075          | 451,942          | 279,844          | 485,825          | 273,359          | 474,292          |         |         |
| Mar            | 9,357                  | 23,065        | 7,596         | 19,092        | 5,882         | 18,656        |         |       | 292,402          | 744,344          | 303,853          | 789,678          | 294,097          | 768,389          |         |         |
| April          | 11,684                 | 34,749        | 12,140        | 31,232        | 9,727         | 28,383        |         |       | 299,591          | 1,043,935        | 319,478          | 1,109,156        | 313,782          | 1,082,171        |         |         |
| <b>Winter</b>  | <b>34,749</b>          | <b>34,749</b> | <b>31,232</b> | <b>31,232</b> | <b>28,383</b> | <b>28,383</b> |         |       | <b>1,043,935</b> | <b>1,043,935</b> | <b>1,109,156</b> | <b>1,109,156</b> | <b>1,082,171</b> | <b>1,082,171</b> |         |         |
| May            | 3,742                  | 38,491        | 4,075         | 35,307        | 3,684         | 32,067        |         |       | 138,608          | 1,182,543        | 140,505          | 1,249,661        | 141,701          | 1,223,872        |         |         |
| June           | 4,909                  | 43,400        | 5,067         | 40,374        | 4,183         | 36,250        |         |       | 144,383          | 1,326,926        | 153,553          | 1,403,214        | 154,924          | 1,378,796        |         |         |
| July           | 6,197                  | 49,597        | 6,401         | 46,775        | 5,983         | 42,233        |         |       | 167,476          | 1,494,402        | 177,815          | 1,581,029        | 181,294          | 1,560,090        |         |         |
| Aug            | 3,095                  | 52,692        | 2,120         | 48,895        | 2,838         | 45,071        |         |       | 103,182          | 1,597,584        | 64,246           | 1,645,275        | 88,700           | 1,648,790        |         |         |
| <b>Spr/Sum</b> | <b>17,943</b>          | <b>52,692</b> | <b>17,663</b> | <b>48,895</b> | <b>16,688</b> | <b>45,071</b> |         |       | <b>553,649</b>   | <b>1,597,584</b> | <b>536,119</b>   | <b>1,645,275</b> | <b>566,619</b>   | <b>1,648,790</b> |         |         |
| Sept           | 3,668                  | 56,360        | 3,649         | 52,544        | 3,070         | 48,141        |         |       | 85,295           | 1,682,879        | 71,551           | 1,716,826        | 76,740           | 1,725,530        |         |         |
| Oct            | 4,187                  | 60,547        | 3,847         | 56,391        | 3,481         | 51,622        |         |       | 80,510           | 1,763,389        | 76,945           | 1,793,771        | 75,670           | 1,801,200        |         |         |
| Nov            | 4,371                  | 64,918        | 4,059         | 60,450        | 3,975         | 55,597        |         |       | 104,079          | 1,867,468        | 101,477          | 1,895,248        | 107,425          | 1,908,625        |         |         |
| Dec            | 3,359                  | 68,277        | 3,818         | 64,268        | 4,167         | 59,764        |         |       | 134,360          | 2,001,828        | 131,673          | 2,026,921        | 138,915          | 2,047,540        |         |         |
| <b>Fall</b>    | <b>15,585</b>          | <b>68,277</b> | <b>15,373</b> | <b>64,268</b> | <b>14,693</b> | <b>59,764</b> |         |       | <b>404,244</b>   | <b>2,001,828</b> | <b>381,646</b>   | <b>2,026,921</b> | <b>398,750</b>   | <b>2,047,540</b> |         |         |
| <b>TOTAL</b>   | <b>68,277</b>          |               | <b>64,268</b> |               | <b>59,764</b> |               |         |       | <b>2,001,828</b> |                  | <b>2,026,921</b> |                  | <b>2,047,540</b> |                  |         |         |