

## 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  
Lee County Visitor and Convention Bureau**

### Prepared by:



providing direction in travel & tourism

**January 2008 Visitor Profile and Occupancy Analysis  
March 7, 2008**



## Executive Summary January 2008



## Executive Summary

During the month of January 2008, Lee County hosted more than 325,000 visitors. Half of these visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, eight in ten were US residents. Among US visitors, nearly half were from the Midwest, and one-fourth were from the Northeast.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	47%	154,168*
<u>Friends/Relatives</u>	53%	<u>170,933**</u>
<i>Total Visitation</i>		<i>325,101</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	79%	121,497
Canada	8%	12,252
Germany	4%	6,126
United Kingdom	5%	7,147
Other/No Answer	5%	7,147
U.S. Region (Paid Accommodations)***		
Florida	2%	2,042
South (including Florida)	9%	11,231
Midwest	45%	55,133
Northeast	26%	31,650
West	2%	2,042
No Answer	18%	22,462
Top DMAs (Paid Accommodations)***		
New York	8%	10,210
Boston	7%	8,168
Minneapolis-Saint Paul	6%	7,147
Detroit	5%	6,126
Cleveland-Akron	4%	5,105
Chicago	4%	5,105
Indianapolis	4%	5,105
Madison	3%	4,084
Albany-Schenectady-Troy	3%	3,063

\* Estimated from property managers' responses

\*\* Estimated from survey among residents

\*\*\* Estimated using Visitor Profile statistics and property managers' responses



## Executive Summary

Visitors spent \$246 million in Lee County during the month of January. Most of this was spent by those visitors staying in paid accommodations (\$150 million). Including only those properties collecting the bed tax, \$135 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on food and beverages, shopping, and lodging accommodations.

Two-thirds of the January visitors flew to the area (69%), while an additional 31% drove to Lee County. Most Lee County visitors were repeat visitors (71%), averaging three to four trips in the past five years (3.6).

Nine out of ten visitors spent some time at the beach while visiting Lee County (94%). The majority spent time relaxing, dining out, or shopping.

Nearly all Lee County visitors were satisfied with their visit (94%), a proportion that remains extremely high from month to month. Further, 89% of visitors said they will recommend Lee County to a friend or family member and 90% indicated that they plan to return themselves.

Lee County January visitors are around the age of 52 and are more affluent than the general population (average household income of \$93,718). While two-thirds are married (67%), only 13% are traveling with children.

Average occupancy rates for the month of January were up significantly over prior months. Similar to December, RV parks and campgrounds had the highest occupancy at 79.5%. Average daily rates were highest among condos/cottages/vacation rentals at \$176.40.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	135	136	135/136
Hotel/Motel/Resort/B&B	60.3%	\$136.92	\$82.58
Condo/Cottage/Vacation Home*	59.6%	\$176.40	\$105.16
RV Park/Campground	79.5%	\$46.28	\$36.77
<b>AVERAGE</b>	63.1%	\$130.20	\$82.10

\* Includes timeshare rental properties.

Fifty-seven percent of the lodging properties surveyed reported their January 2008 occupancy to be better (32%) or the same (25%) as January 2007, while 43% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 60% reporting it to be better (35%) or the same (25%) in January 2008 as compared to January 2007, and 39% saying it was worse.



## Visitor Profile Analysis January 2008

*A total of 202 interviews were conducted with visitors in Lee County during the month of January. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.*



## Visitor Profile Analysis

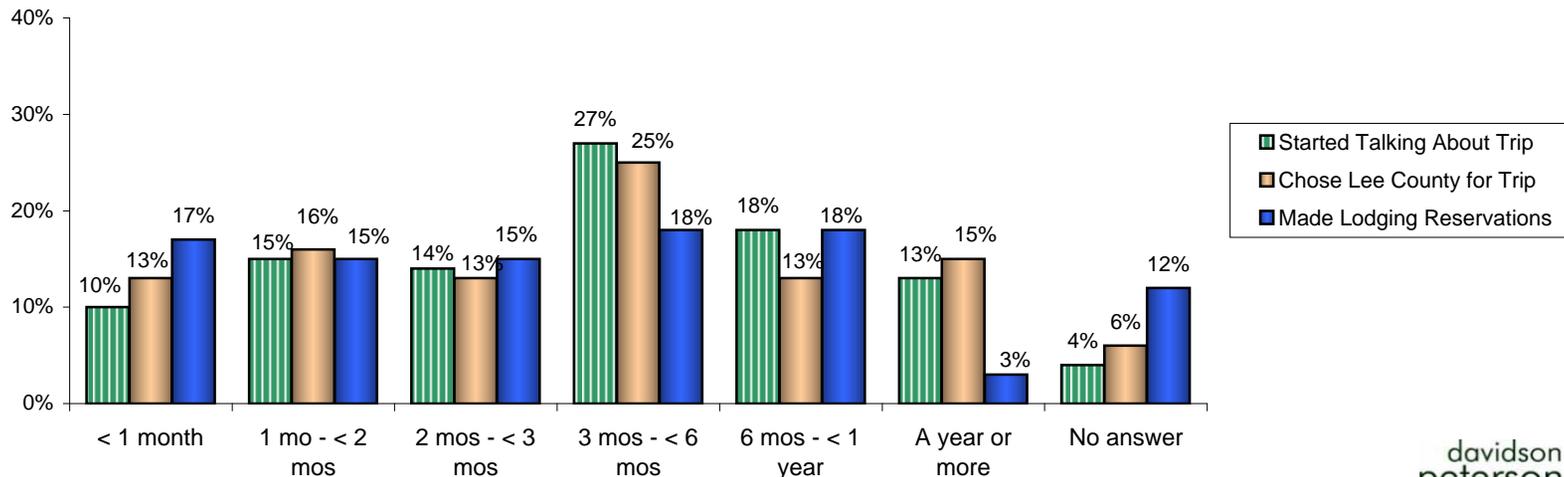
## Travel Planning

Total Respondents	202	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		10%	13%	17%
1 mo - < 2 mos		15%	16%	15%
2 mos - < 3 mos		14%	13%	15%
3 mos - < 6 mos		27%	25%	18%
6 mos - < 1 year		18%	13%	18%
A year or more		13%	15%	3%
No answer		4%	6%	12%

Question 3: When did you "start talking" about going on this trip?

Question 4: When did you choose Lee County for this trip?

Question 5: When did you make lodging reservations for this trip?





## Visitor Profile Analysis

### Travel Planning

#### Reserved Accommodations

Total Respondents	202
Before Leaving Home	79%
After arriving in FL	8%
On the road, but not in FL	<1%
No Answer	13%

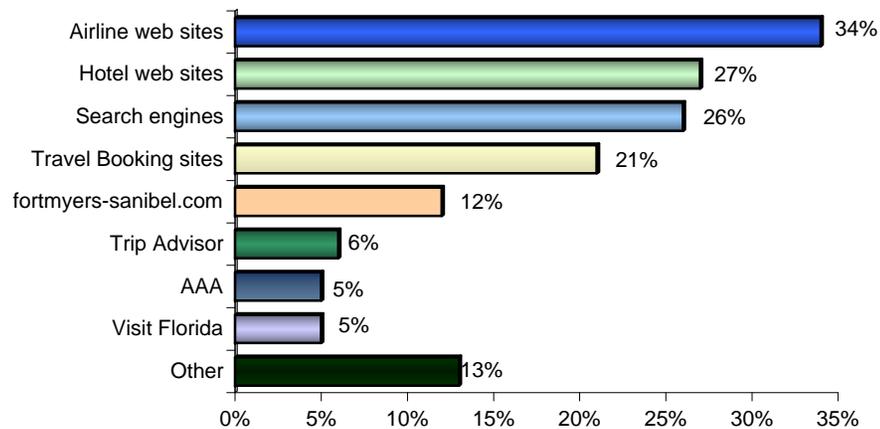
Question 6: Did you make accommodations reservations for your stay in Lee County:

#### Computer Access

Total Respondents	202
Yes	89%
Home	34%
Work	5%
Both Home and Work	50%
No	10%

Question 8: Do you have access to a computer?

#### Travel Web Sites Visited



#### Travel Web Sites Visited

Total Respondents with computer access	181
Visited web sites (net)	71%
Airline web sites	34%
Hotel web sites	27%
Search engines	26%
Travel Booking sites	21%
fortmyers-sanibel.com	12%
Trip Advisor	6%
AAA	5%
Visit Florida	5%
Other	13%
Did not visit web sites	24%
No Answer	5%

Question 9: While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply)

Base: Respondents with Computer Access



## Visitor Profile Analysis

### Travel Planning

#### Requesting Information

Total Respondents	202
<u>Requested Information (net)</u>	<u>35%</u>
Hotel Web Site	12%
Call hotel	10%
VCB Web Site	4%
Visitor Guide	2%
Call local Chamber of Commerce	2%
Clipping/mailling coupon	1%
Other	17%
<u>Did not request information</u>	<u>51%</u>
No Answer	14%

Question 10: For this trip, did you request any information about our area by...  
(Please mark ALL that apply.)

#### Travel Agent Assistance

Total Respondents	202
Yes	4%
No	95%

Question 11: Did a travel agent assist you with this trip?

#### Travel Agent Influence

Total respondents who used travel agent	8*
Yes	N/A
No	N/A

Question 12: And did your travel agent suggest/influence this destination decision?

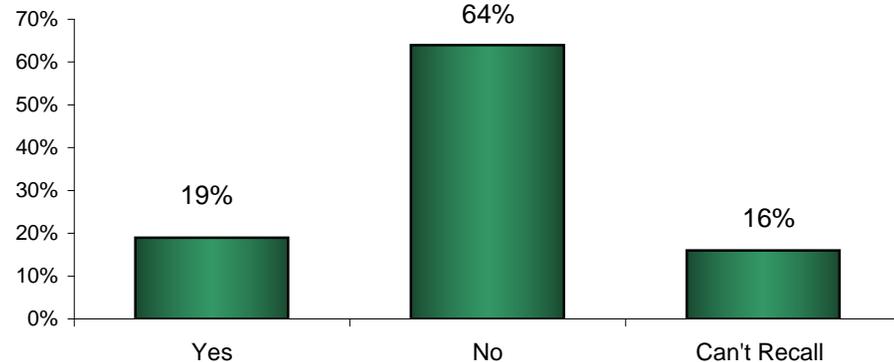
\*N/A: Insufficient number of responses for statistical analysis.

#### Recall of Lee County Promotions

Total Respondents	202
Yes	19%
No	64%
Can't Recall	16%

Question 13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

#### Recall of Promotions



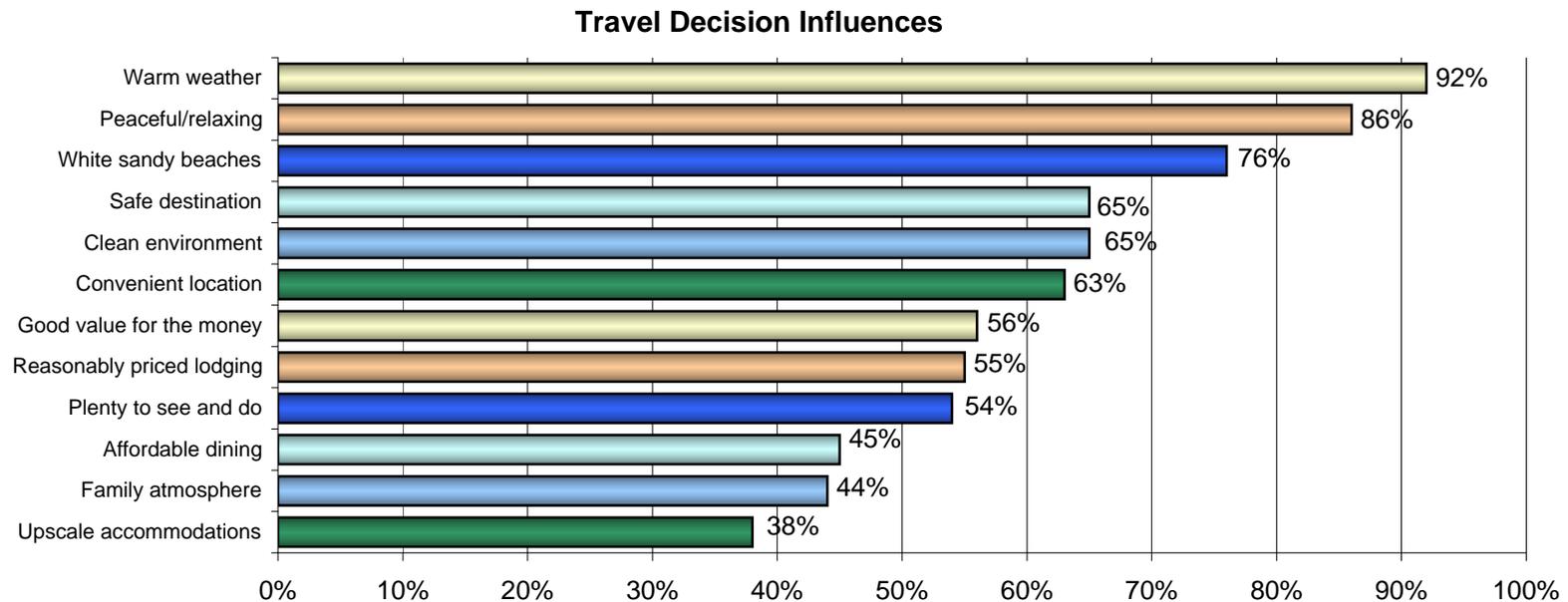


## Visitor Profile Analysis

### Travel Planning

Travel Decision Influences				
Total Respondents	Top 2 Box Scores		Top 2 Box Scores	
202				
Warm weather	92%	Good value for the money	56%	
Peaceful/Relaxing	86%	Reasonably priced lodging	55%	
White sandy beaches	76%	Plenty to see and do	54%	
Safe destination	65%	Affordable dining	45%	
Clean environment	65%	Family atmosphere	44%	
Convenient location	63%	Upscale accommodations	38%	

Question 14: 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?





## Visitor Profile Analysis

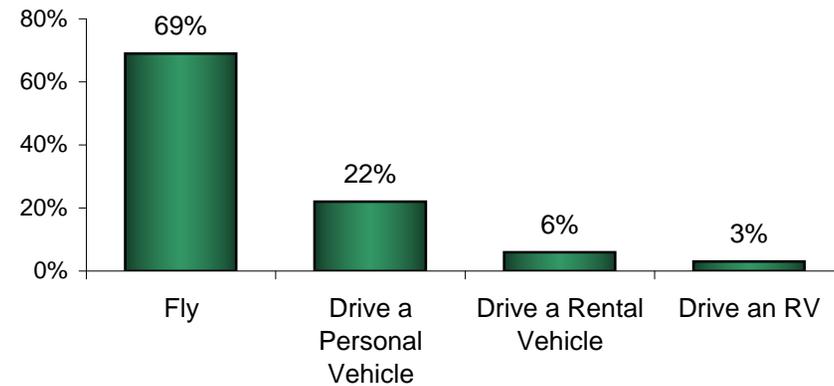
### Trip Profile

#### Mode of Transportation

Total Respondents	202
Fly	69%
Drive a Personal Vehicle	22%
Drive a Rental Vehicle	6%
Drive an RV	3%
Other/No answer	1%

Question 1: How did you travel to our area? Did you...

#### Mode of Transportation

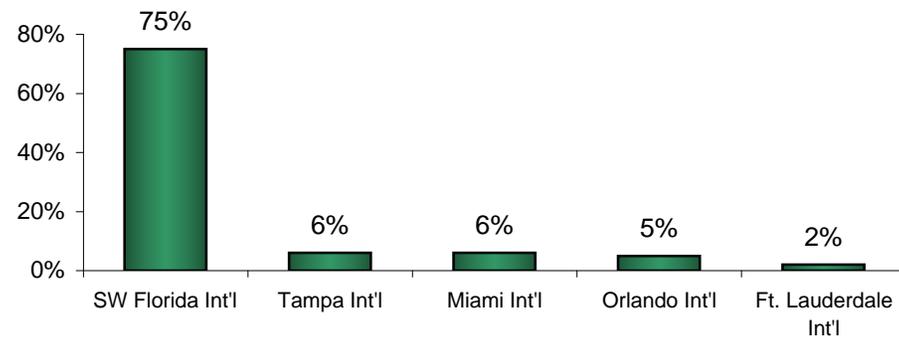


#### Airport

Total Respondents who Flew	138
SW Florida Int'l	75%
Tampa Int'l	6%
Miami Int'l	6%
Orlando Int'l	5%
Ft. Lauderdale Int'l	2%
West Palm Beach Int'l	1%
Other	4%

Question 2: At which Florida airport did you land?

#### Airport





## Visitor Profile Analysis

### Trip Profile

#### Trip Length

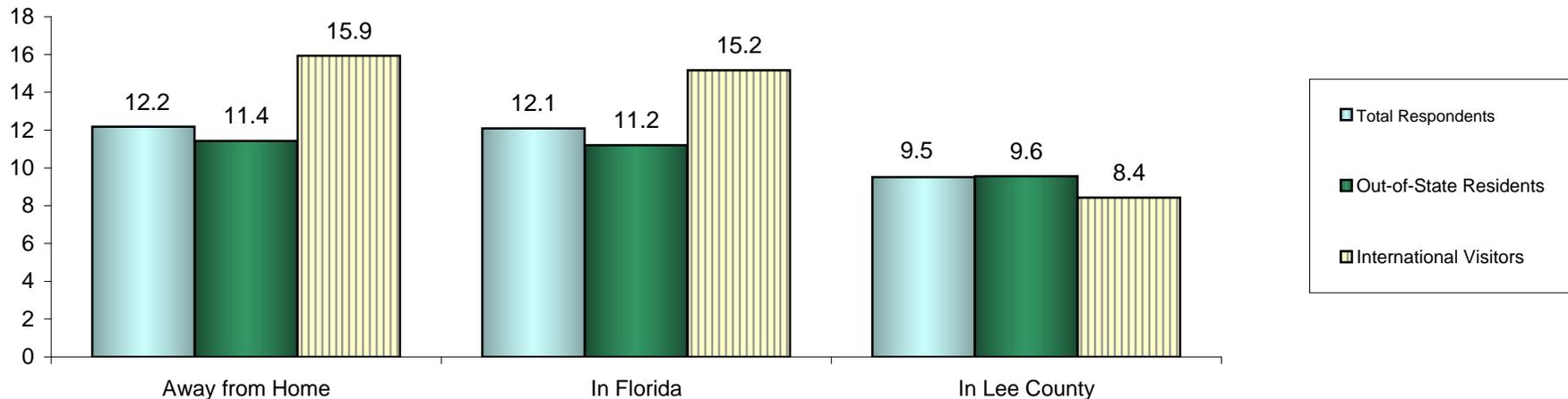
	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	202	4*	129	39**
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	12.2	N/A	11.4	15.9
In Florida	12.1	N/A	11.2	15.2
In Lee County	9.5	N/A	9.6	8.4

Question 7: On this trip, how many days will you be:

\*Note: NA = Insufficient number of responses for statistical analysis.

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

**Trip Length (mean # of days)**

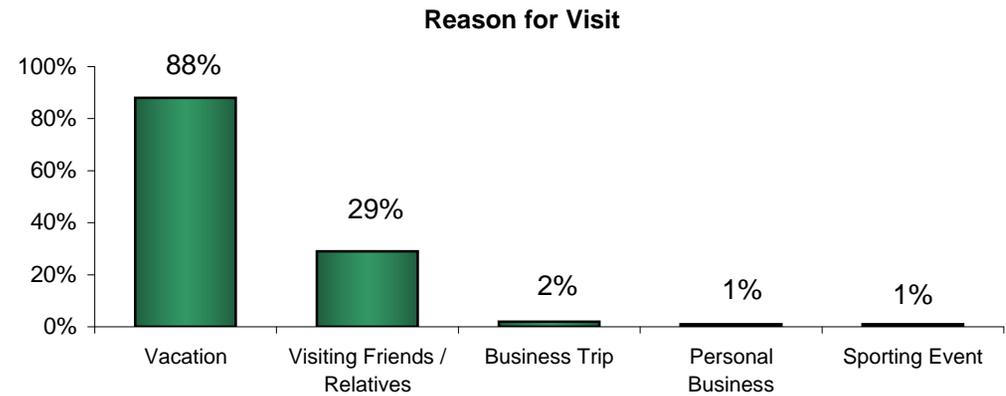




## Visitor Profile Analysis

### Trip Profile

Reason for Visit	
Total Respondents	202
Vacation	88%
Visiting Friends / Relatives	29%
Business Trip	2%
Personal Business	1%
Sporting Event	1%
Other	4%



Question 15: Did you come to our area for... (Please mark all that apply.)



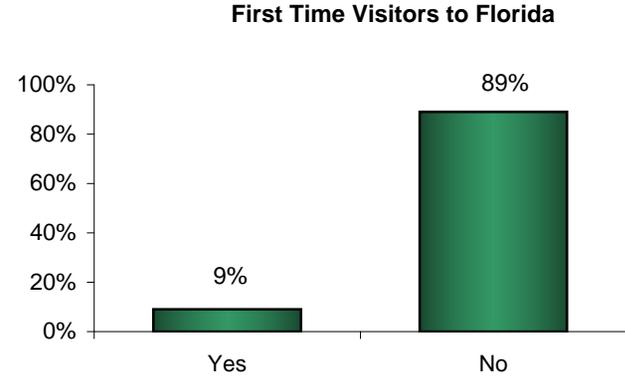
## Visitor Profile Analysis

### Trip Profile

First Time Visitors to Florida	
Base: Total Respondents	202
Yes	9%
No	89%
No answer	1%
<i>FL Residents*</i>	2%

Question 18: 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.

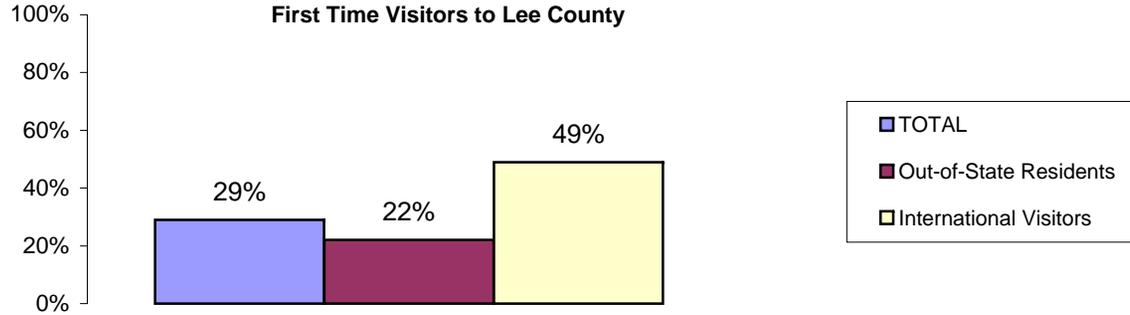


First Time Visitors to Lee County				
	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	202	4*	129	39**
Yes	29%	N/A	22%	49%
No	71%	N/A	77%	51%
No answer	--	N/A	--	--

Question 20: Is this your first visit to Lee County?

\*Note: NA = Insufficient number of responses for statistical analysis.

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





**Visitor Profile Analysis**

**Trip Profile**

<b>Previous Visits in Five Years</b>		
	<b>To Florida</b>	<b>To Lee County</b>
Base: Repeat Visitors	179 (FL res. excl.)	143
	Mean # of visits	Mean # of visits
Number of visits	4.6	3.6

Question 19: Over the past five (5) years, how many times have you visited Florida?

Question 21: Over the past five (5) years, how many times have you visited Lee County?

<b>Previous Visits to Lee County in Five Years</b>			
	<b>Florida Residents</b>	<b>Out-of-State Residents</b>	<b>International Visitors</b>
Base: Repeat Visitors	2*	99	20**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	3.9	2.5

Question 21: Over the past five (5) years, how many times have you visited Lee County?

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

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

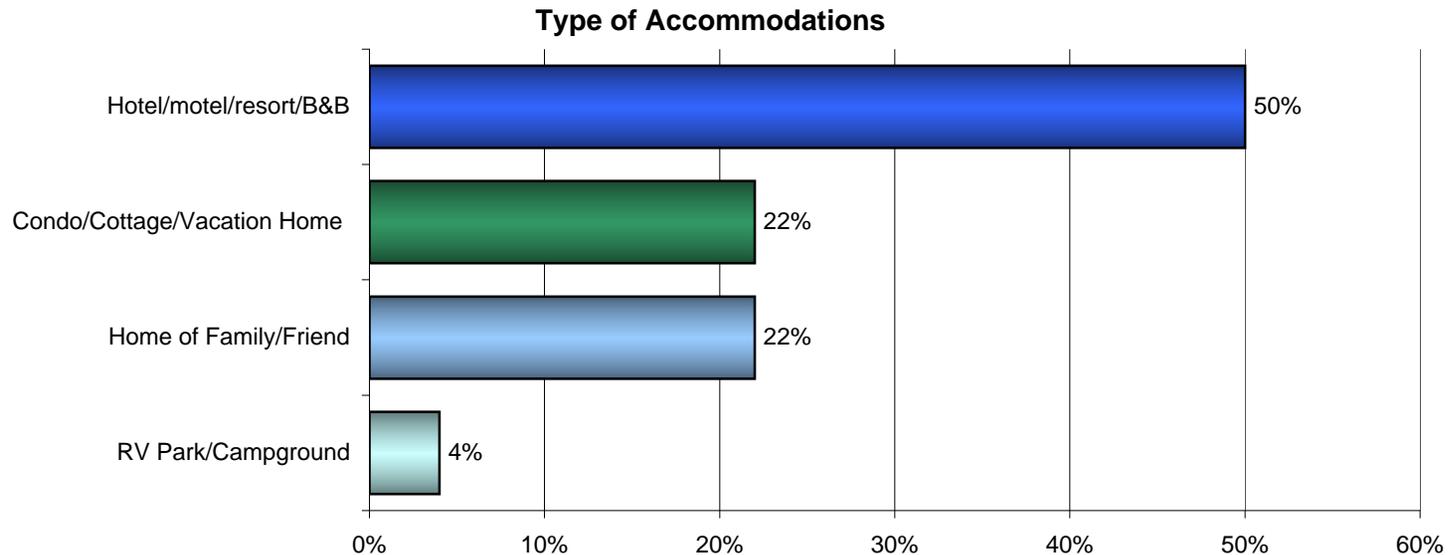


## Visitor Profile Analysis

### Trip Profile

Type of Accommodations			
Total Respondents	202		
Hotel/motel/inn	38%	Borrowed home/condo	1%
Resort	12%	Owned home/condo	1%
B&B	<0.5%	RV Park/Campground	4%
Home of family/friend	22%	Day trip (no accommodations)	1%
Rented home/condo	20%	No Answer	--

Question 25: Are you staying overnight (either last night or tonight)....



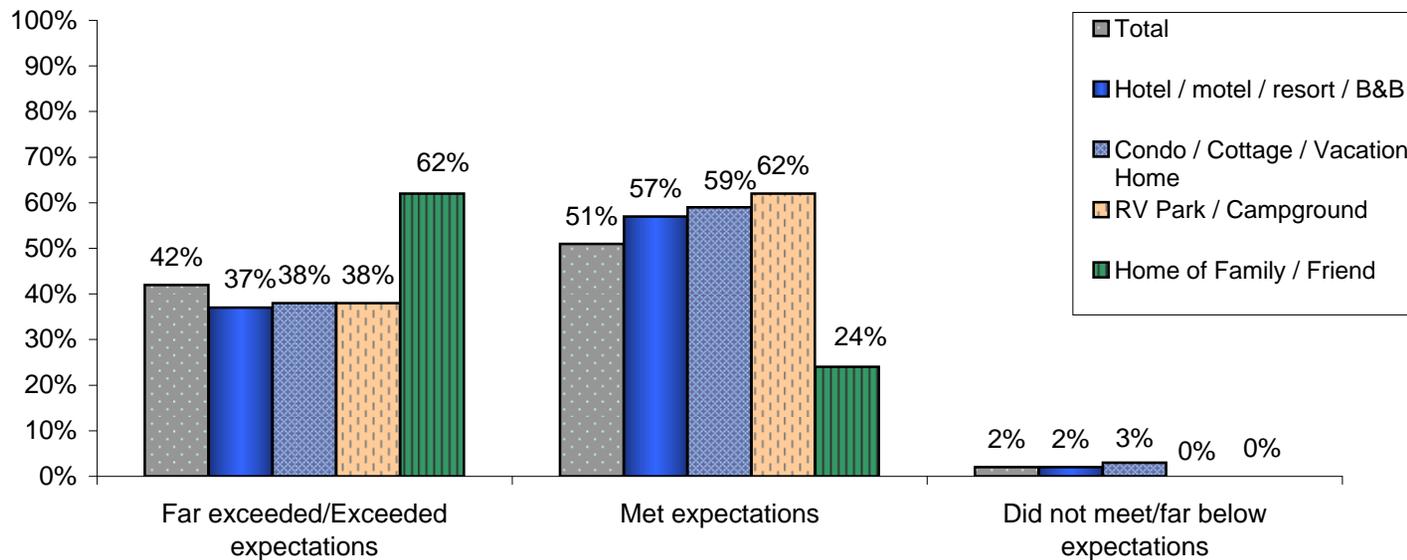


## Visitor Profile Analysis

### Trip Profile

Quality of Accommodations	
Total Respondents	202
Far exceeded/Exceeded expectations	42%
Met expectations	51%
Did not meet/Far below expectations	2%
No Answer	5%

Question 26: How would you describe the quality of your accommodations? Do you feel that they:

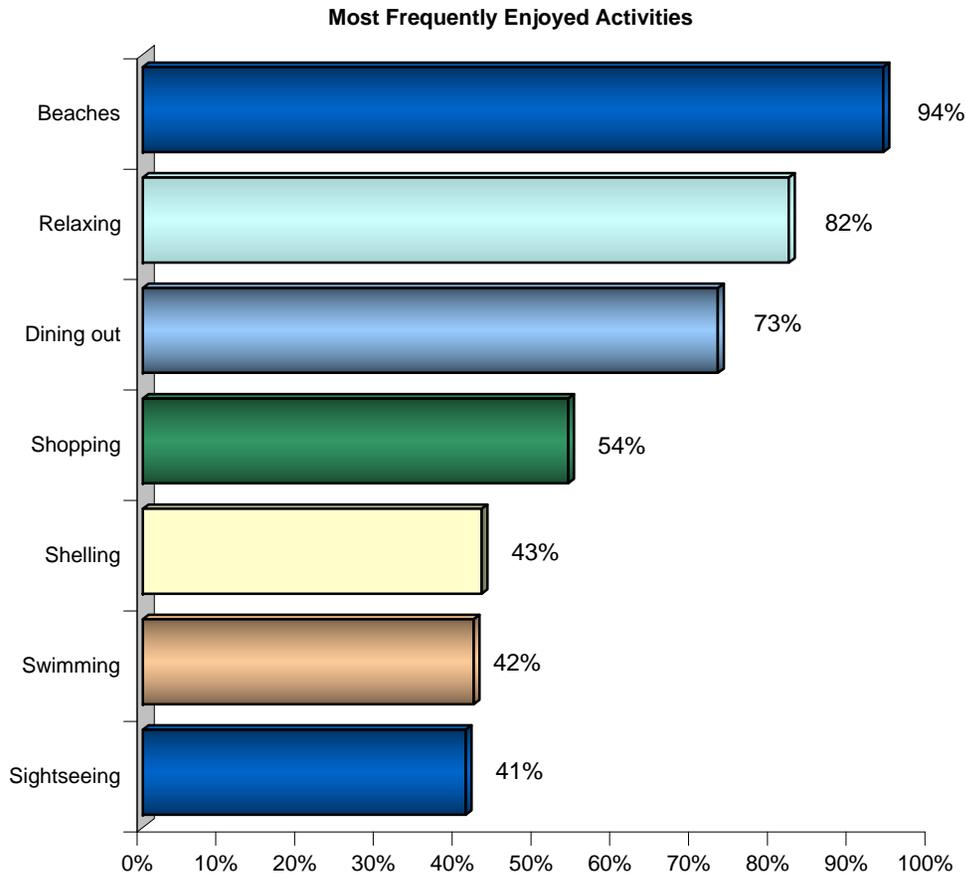




## Visitor Profile Analysis

### Trip Activities

Activities Enjoyed	
Total Respondents	202
Beaches	94%
Relaxing	82%
Dining out	73%
Shopping	54%
Shelling	43%
Swimming	42%
Sightseeing	41%
Visiting Friends/Relatives	32%
Attractions	29%
Watching Wildlife	23%
Photography	22%
Bicycle Riding	20%
Bars/Nightlife	19%
Exercise/Working Out	16%
Birdwatching	14%
Guided Tour	10%
Golfing	9%
Fishing	7%
Tennis	6%
Boating	6%
Cultural Events	5%
Parasailing/Jet Skiing	5%
Miniature Golf	3%
Kayaking/Canoeing	3%
Scuba Diving/Snorkeling	2%
Sporting Event	1%
Other	4%



Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)

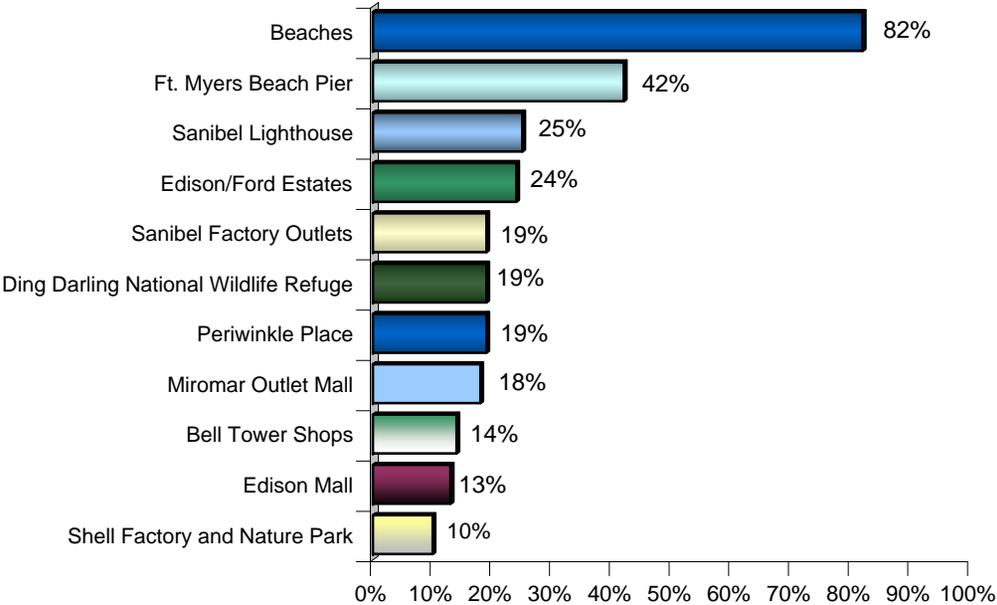


## Visitor Profile Analysis

## Trip Activities

Attractions Visited	
Total Respondents	202
Beaches	82%
Ft. Myers Beach Pier	42%
Sanibel Lighthouse	25%
Edison/Ford Estates	24%
Sanibel Factory Outlets	19%
Ding Darling National Wildlife Refuge	19%
Periwinkle Place	19%
Miromar Outlet Mall	18%
Bell Tower Shops	14%
Edison Mall	13%
Shell Factory and Nature Park	10%
Coconut Point Mall	5%
Broadway Palm Dinner Theater	5%
Gulf Coast Town Center	4%
Bailey-Matthews Shell Museum	4%
Barbara B. Mann Performing Arts Hall	2%
Manatee Park	2%
Other	5%
None/No Answer	2%

Most Frequently Visited Attractions



Question 29: On this trip, which attractions are you visiting? (Please mark ALL that apply.)

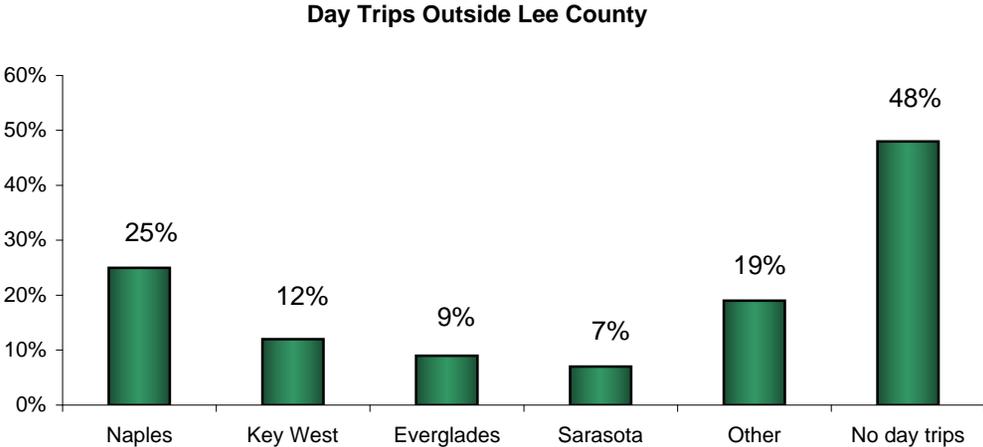


**Visitor Profile Analysis**

**Trip Activities**

Day Trips Outside Lee County	
Total Respondents	202
<u>Any Day Trips (net)</u>	<u>46%</u>
<i>Naples</i>	25%
<i>Key West</i>	12%
<i>Everglades</i>	9%
<i>Sarasota</i>	7%
<i>Other</i>	19%
<u>No day trips</u>	<u>48%</u>
No answer	6%

Question 30: Where did you go on day trips outside Lee County?





## Visitor Profile Analysis

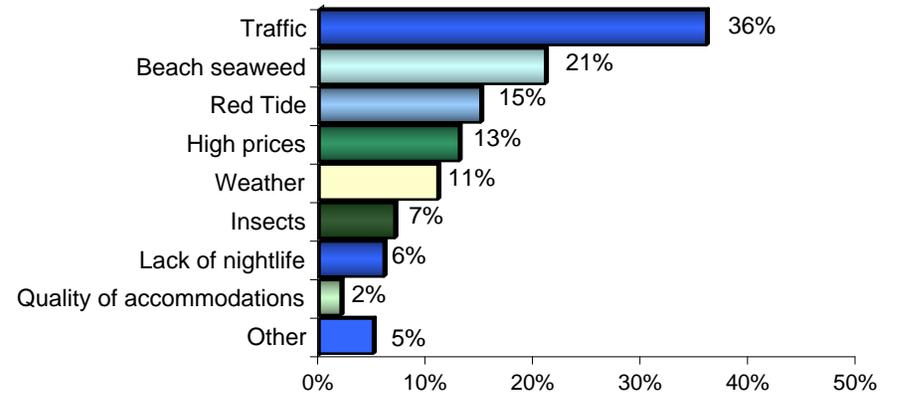
### Lee County Experience and Future Plans

#### Least Liked Features

<b>Total Respondents</b>	<b>202</b>
Traffic	36%
Beach seaweed	21%
Red Tide	15%
High prices	13%
Weather	11%
Insects	7%
Lack of nightlife	6%
Quality of accommodations	2%
Other	5%
Nothing/no answer	31%

Question 34: Which features do you like least about this area? *(Please mark ALL that apply.)*

#### Least Liked Features

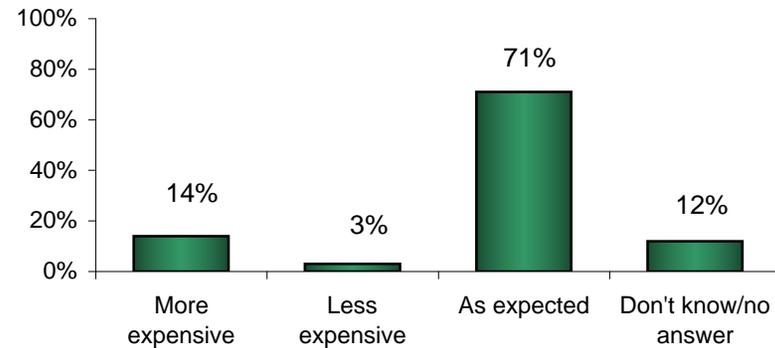


#### Perception of Lee County as Expensive

<b>Total Respondents</b>	<b>202</b>
More expensive	14%
Less expensive	3%
As expected	71%
Don't know/no answer	12%

Question 31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

#### Perception as Expensive



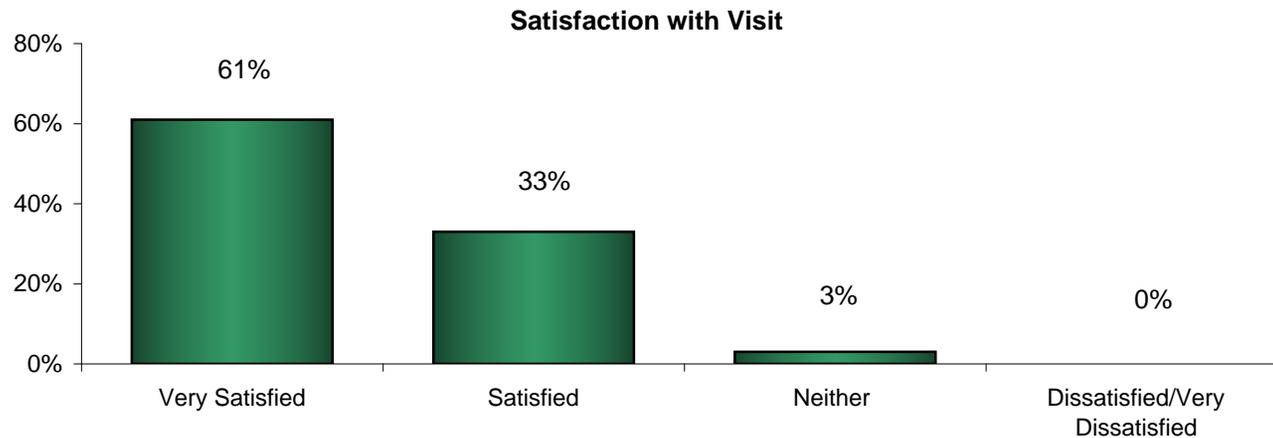


## Visitor Profile Analysis

### Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	202
<u>Satisfied</u>	<u>94%</u>
<i>Very Satisfied</i>	61%
<i>Satisfied</i>	33%
Neither	3%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	3%

Question 33: How satisfied are you with your stay in Lee County?





**Visitor Profile Analysis**

**Lee County Experience and Future Plans**

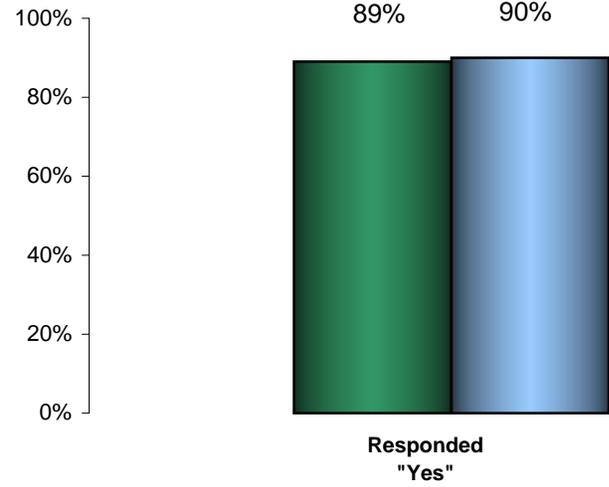
Likelihood to Recommend/Return to Lee County	
Total Respondents	202
Likely to Recommend Lee County	89%
Likely to Return to Lee County	90%
Base: Total Respondents Planning to Return	181
Likely to Return Next Year	58%

Question 32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

Likelihood to Recommend/Return to Lee County



- Likely to Recommend Lee County
- Likely to Return to Lee County



## Visitor Profile Analysis

### Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	202
Couple	49%
Family	22%
Group of couples/friends	12%
Single	9%
Other	5%
Mean travel party size	2.7
Mean adults in travel party	2.5

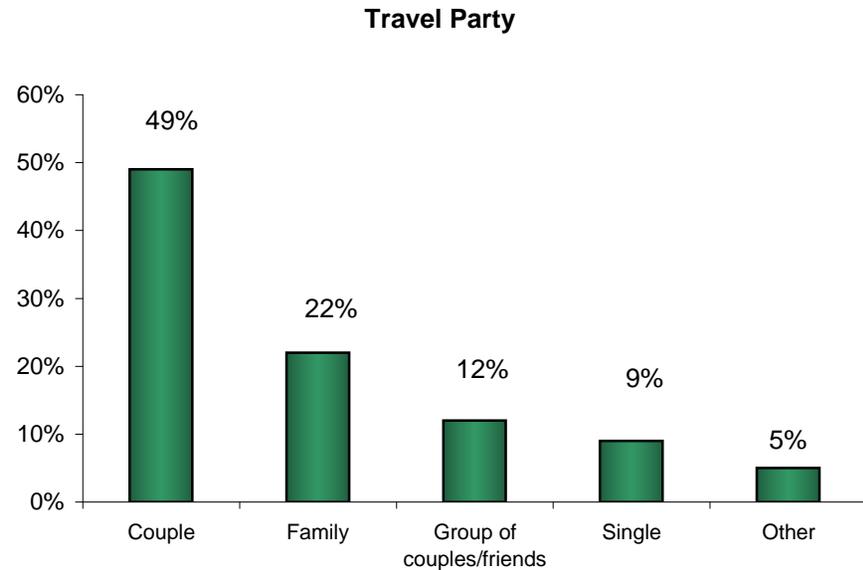
Question 22: On this trip, are you traveling:

Question 23: Including yourself, how many people are in your immediate travel party?

Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults

Travel Parties with Children	
Total Respondents	202
Traveling with any Children (net)	<u>13%</u>
Any younger than 6	9%
Any 6 - 11 years old	5%
Any 12 - 17 years old	2%

Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults

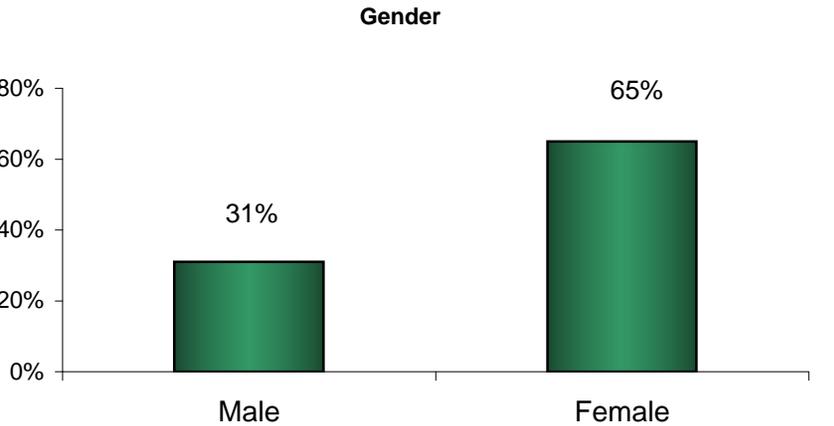
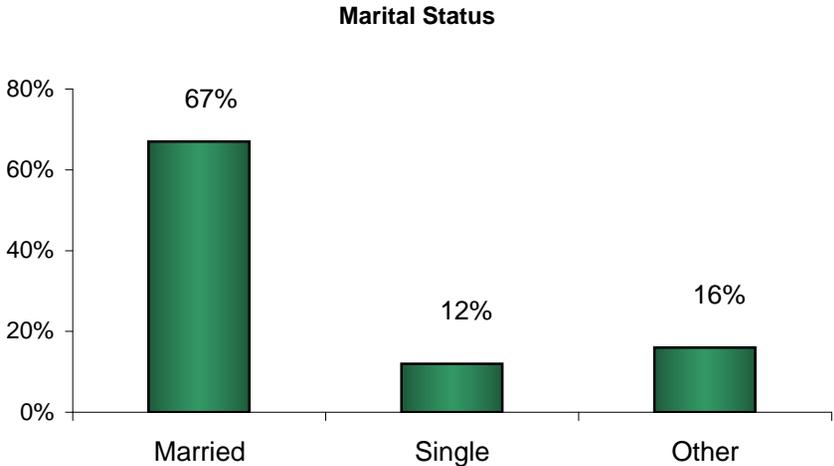




## Visitor Profile Analysis

### Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	202
Vacations per year (mean)	2.9
Short getaways per year (mean)	4.6
Age of respondent (mean)	51.8
Annual household income (mean)	\$93,718
<b>Marital Status</b>	
Married	67%
Single	12%
Other	16%
<b>Gender of Respondent</b>	
Male	31%
Female	65%



Question 37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Question 38: 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?

Question 41: What is your age, please?

Question 43: What is your total annual household income before taxes?

Question 40: Are you: Married/Single/Other

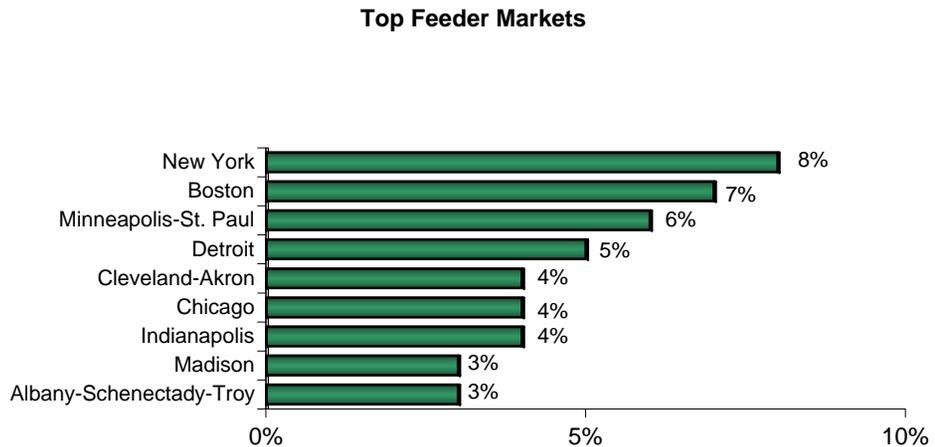
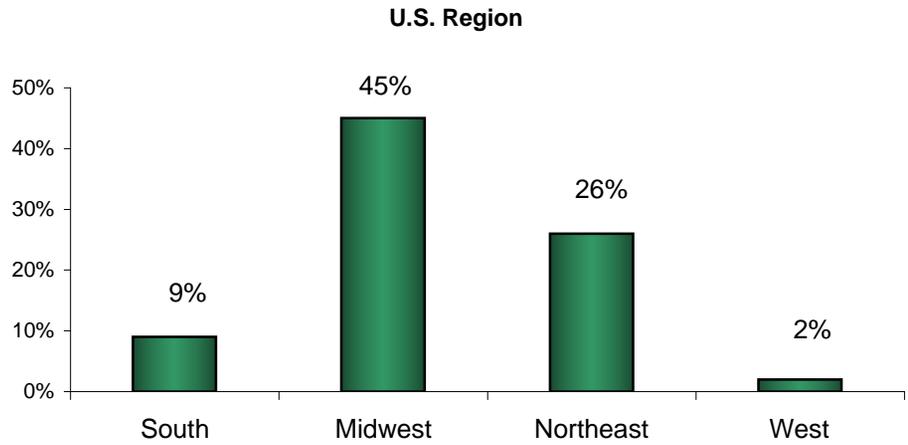
Question 42: Are you: Male/Female



## Visitor Profile Analysis

### Visitor Origin and Visitation Estimates

Total Visitation		
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Paid Accommodations	47%	154,168
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Chicago	4%	5,105
Indianapolis	4%	5,105
Madison	3%	4,084
Albany-Schenectady-Troy	3%	3,063
In State Visitors (Paid Accommodations)		
Florida residents	2%	2,042





## Occupancy Data Analysis

January 2008

*Property managers representing 143 properties in Lee County were interviewed for the January Occupancy Survey between February 1 and February 15, 2008, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.*



providing direction in travel & tourism



## Occupancy Data Analysis

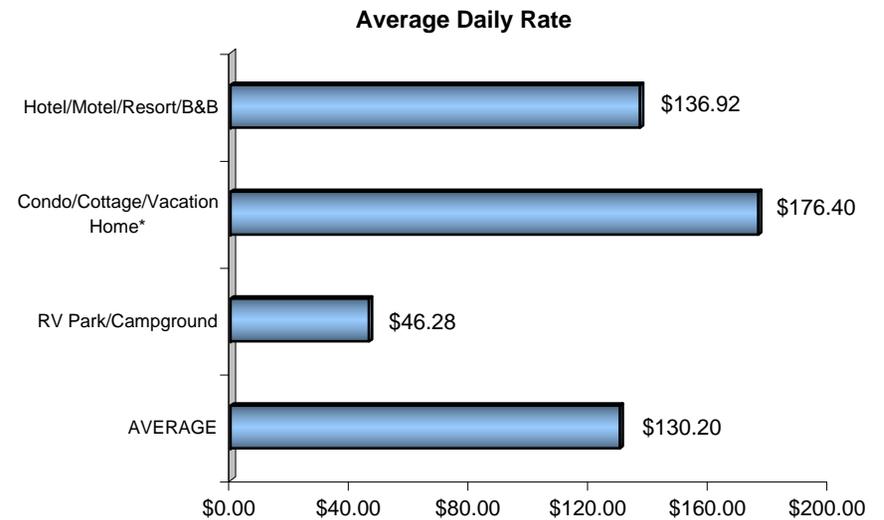
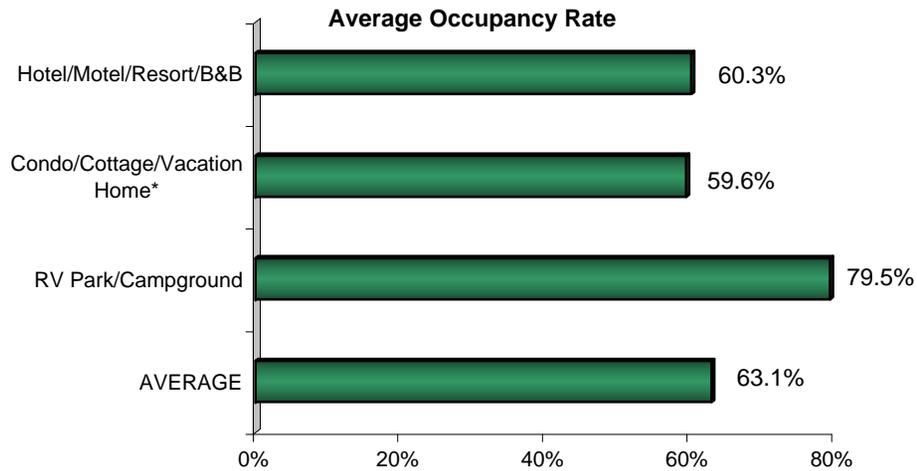
### Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	135	136	135/136
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	60.3%	\$136.92	\$82.58
Condo/Cottage/Vacation Home*	59.6%	\$176.40	\$105.16
RV Park/Campground	79.5%	\$46.28	\$36.77
<b>AVERAGE</b>	<b>63.1%</b>	<b>\$130.20</b>	<b>\$82.10</b>

\* Includes timeshare rental properties.

Question 18: What was your overall average occupancy rate for the month of January?

Question 19: What was your average daily rate (ADR) in January?





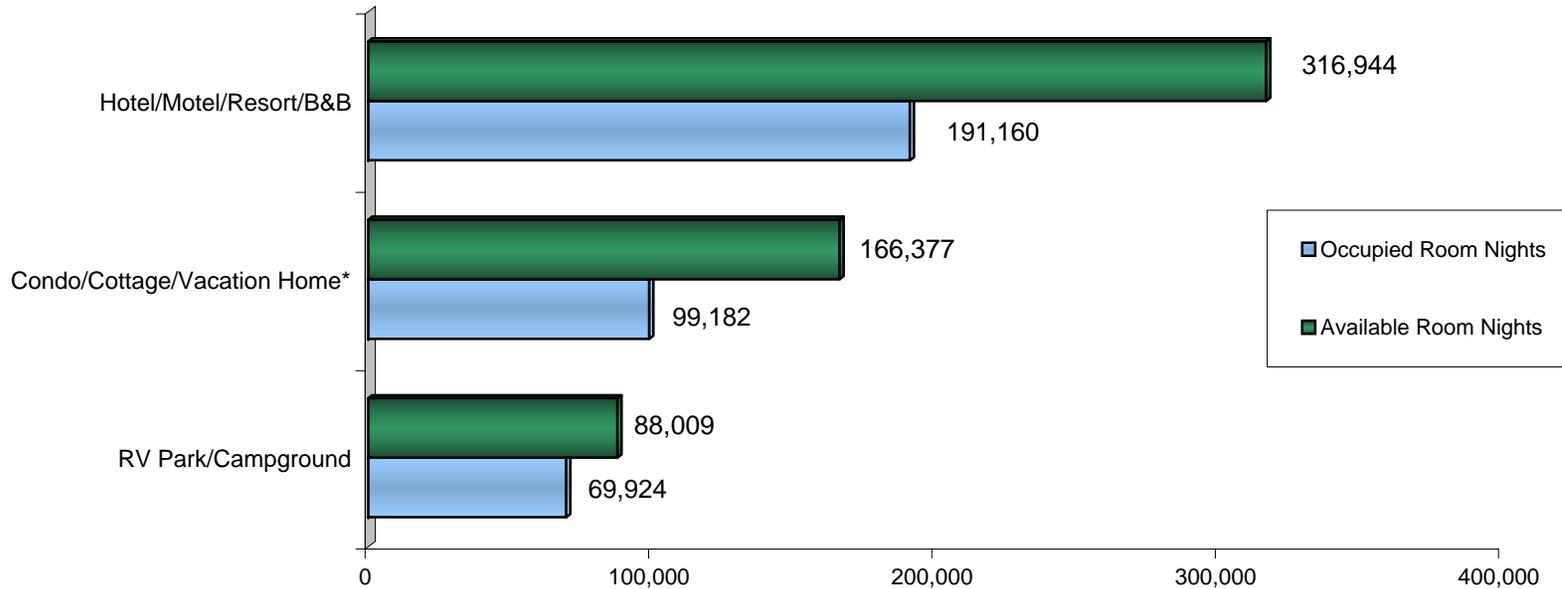
## Occupancy Data Analysis

### Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	191,160	316,944
Condo/Cottage/Vacation Home*	99,182	166,377
RV Park/Campground	69,924	88,009
<b>Total</b>	<b>360,266</b>	<b>571,330</b>

*\*Includes timeshare rental properties*

**Occupied /Available Room Nights**





**Occupancy Data Analysis**

**Lodging Management Estimates**

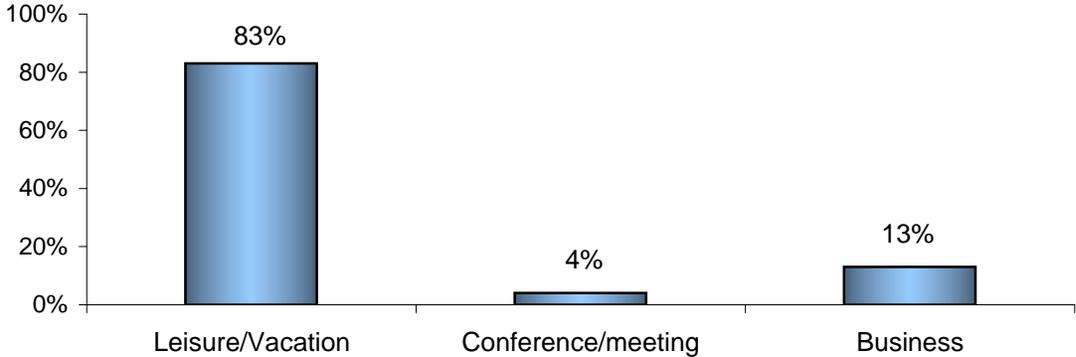
Guest Profile	
Property Managers Responding	123
Purpose of Visit	
Leisure/Vacation	83%
Conference/meeting	4%
Business	13%
Property Managers Responding	129
Average guests per room	2.5
Property Managers Responding	126
Average length of stay in nights	9.9

Question 25: What percent of your January room/site/unit occupancy was generated by:

Question 20: What was your average number of guests per room/site/unit in January?

Question 21: What was the average length of stay (in nights) of your guests in January?

**Purpose of Visit**



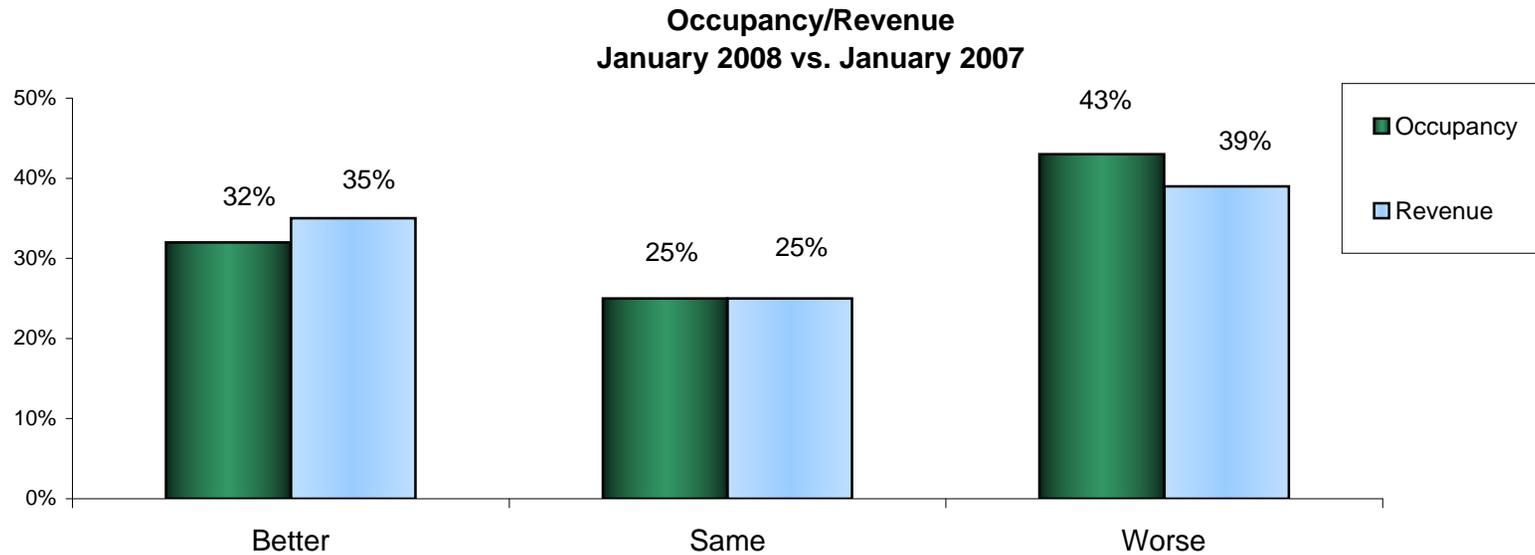


**Occupancy Data Analysis**

**Occupancy Barometer  
 January 2008 vs. January 2007**

	Occupancy	Revenue
Property Managers Responding	130	127
Better	32%	35%
Same	25%	25%
Worse	43%	39%

Question 22: Was your January occupancy better, the same, or worse than it was in January 2007? How about your property's January revenue - better, the same, or worse than January 2007?



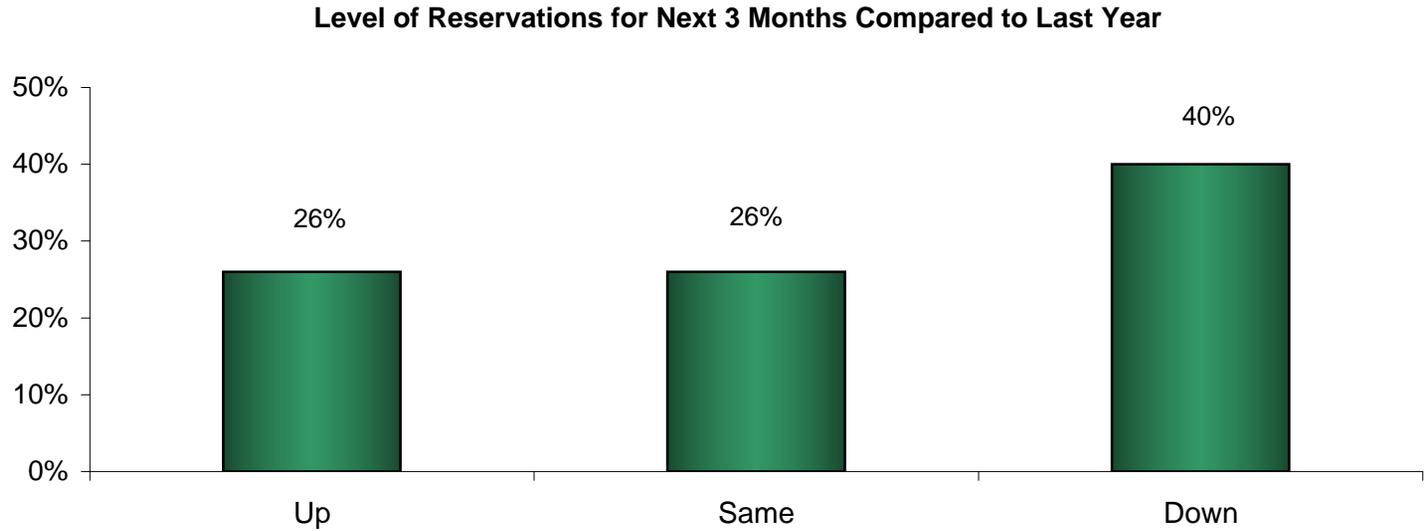


**Occupancy Data Analysis**

**Occupancy Barometer**

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	131
Up	26%
Same	26%
Down	40%

Question 27: Compared to February, March, and April 2007, is your property's total level of reservations up, the same, or down for February, March, and April 2008?



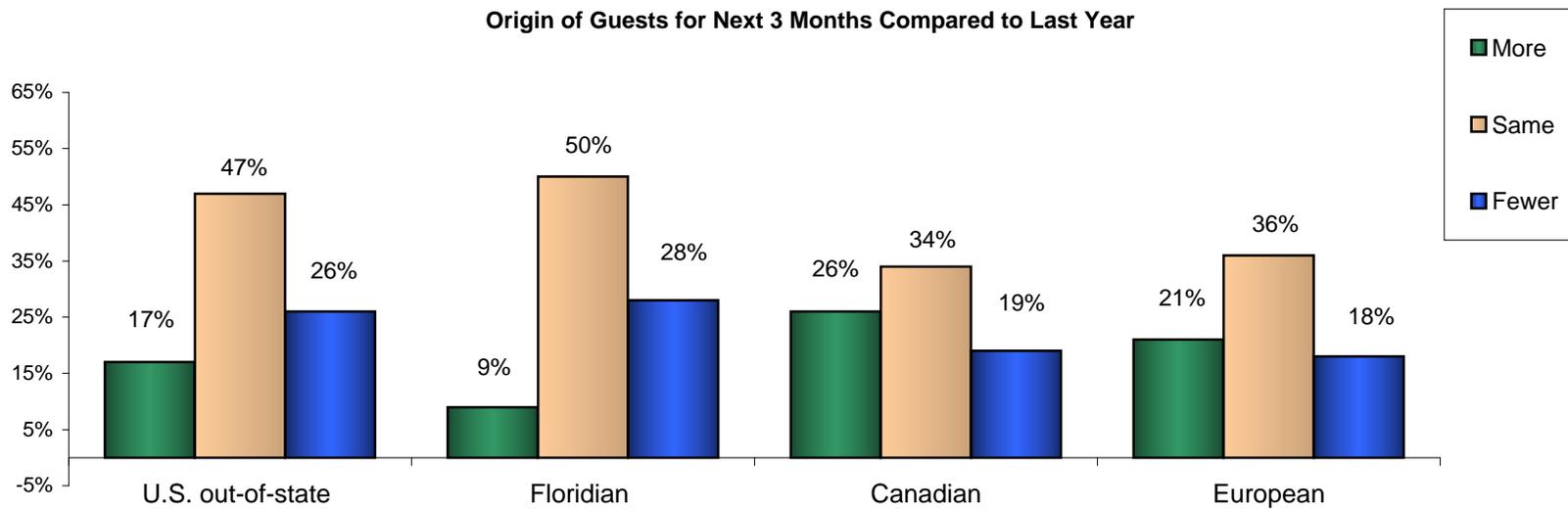


**Occupancy Data Analysis**

**Occupancy Barometer**

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (107 Minimum)	More	Same	Fewer	Not Applicable
U.S. out-of-state	17%	47%	26%	9%
Floridian	9%	50%	28%	13%
Canadian	26%	34%	19%	21%
European	21%	36%	18%	25%

Question 28: Now thinking about the specific origins of your guests, for February, March, and April 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?



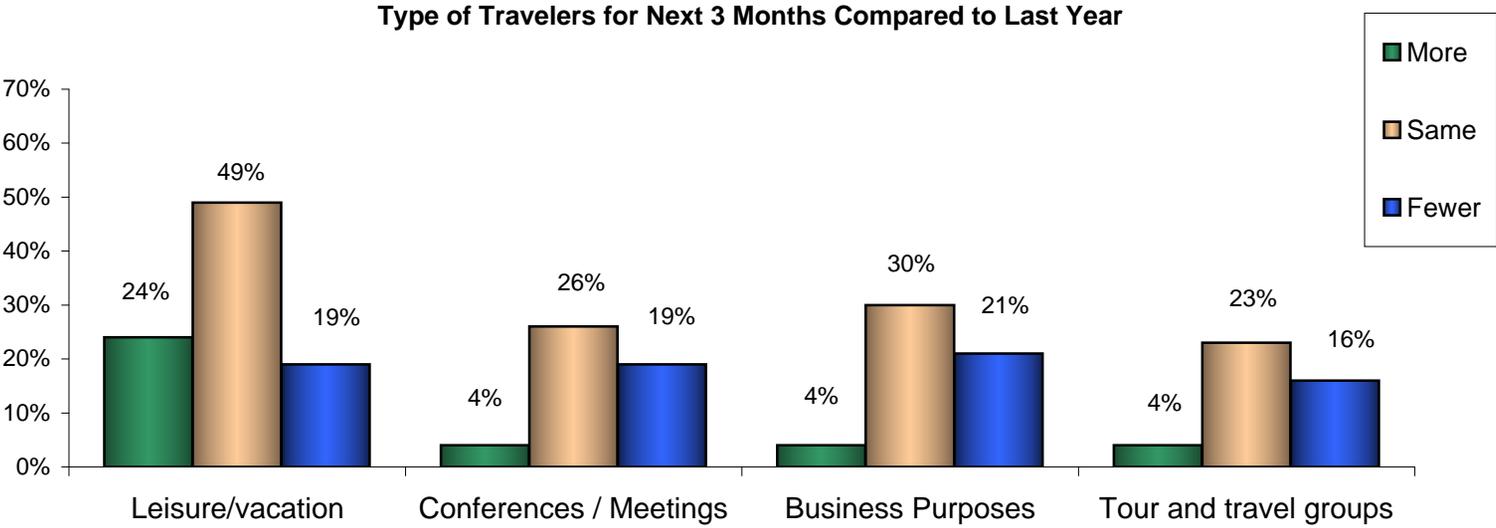


**Occupancy Data Analysis**

**Occupancy Barometer**

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (105 Minimum)	More	Same	Fewer	Not Applicable
Leisure/vacation	24%	49%	19%	8%
Conferences / Meetings	4%	26%	19%	51%
Business Purposes	4%	30%	21%	46%
Tour and travel groups	4%	23%	16%	57%

Question 29: Compared to February, March, and April 2007, will the following types of travelers generate more, the same, or less business for your property in February, March, and April 2008?





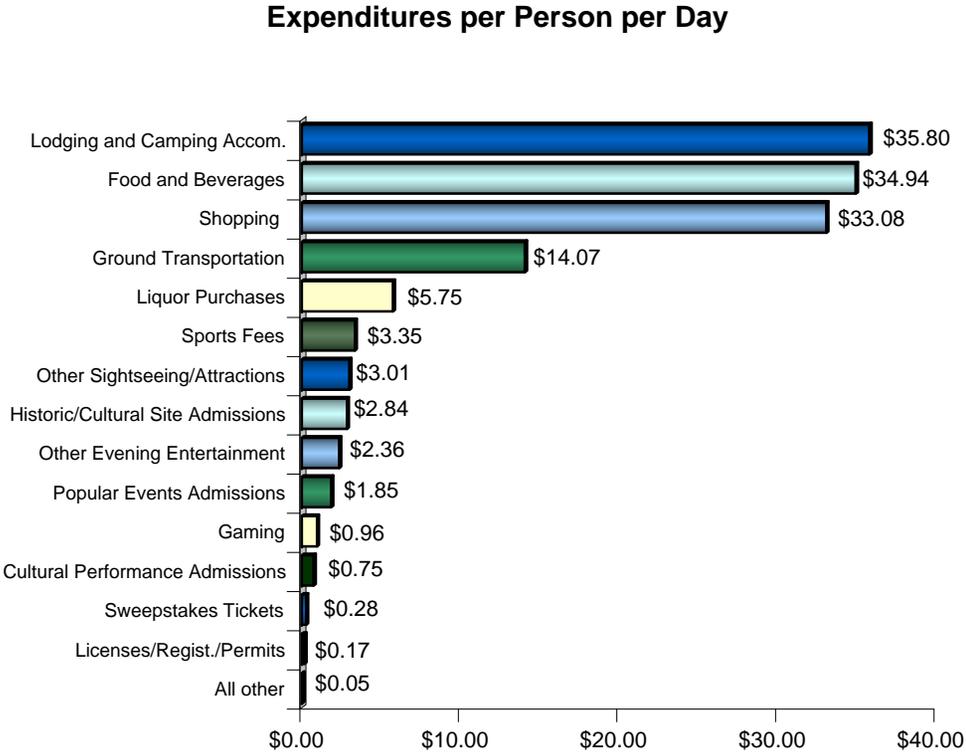
## Economic Impact Analysis January 2008



**Economic Impact Analysis**

**Average Expenditures**

Average Expenditures per Person per Day	
<b>TOTAL</b>	<b>\$139.25</b>
Lodging and Camping Accom.	\$35.80
Food and Beverages	\$34.94
Shopping	\$33.08
Ground Transportation	\$14.07
Liquor Purchases	\$5.75
Sports Fees	\$3.35
Other Sightseeing/Attractions	\$3.01
Historic/Cultural Site Admissions	\$2.84
Other Evening Entertainment	\$2.36
Popular Events Admissions	\$1.85
Gaming	\$0.96
Cultural Performance Admissions	\$0.75
Sweepstakes Tickets	\$0.28
Licenses/Regist./Permits	\$0.17
All other	\$0.05





## Economic Impact Analysis

### Total Visitor Expenditures by Spending Category

	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$246,354,818</u>	<u>\$150,601,878</u>	<u>100%</u>	<u>\$95,752,940</u>	<u>100%</u>	<u>\$135,888,571</u>
Food and Beverages	\$66,056,567	\$34,430,091	23%	\$31,626,476	33%	\$30,562,552
Shopping	\$64,891,865	\$33,928,339	23%	\$30,963,526	32%	\$30,065,917
Lodging Accommodations	\$46,905,061	\$46,905,061	31%	\$0	0%	\$43,590,860
Ground Transportation	\$24,916,590	\$14,778,929	10%	\$10,137,661	11%	\$13,248,368
Liquor Purchases	\$12,260,928	\$5,188,049	3%	\$7,072,879	7%	\$4,526,211
Historic/Cultural Site Admissions	\$6,297,131	\$2,786,671	2%	\$3,510,460	4%	\$2,473,962
Sport Fees	\$5,259,465	\$3,654,887	2%	\$1,604,578	2%	\$3,278,849
Other Sightseeing/Attractions	\$5,571,824	\$3,049,993	2%	\$2,521,831	3%	\$2,955,757
Other Evening Entertainment	\$5,621,286	\$2,272,197	2%	\$3,349,089	3%	\$1,806,132
Popular Events Admissions	\$3,827,009	\$1,454,014	1%	\$2,372,995	2%	\$1,366,274
All Other	\$4,747,092	\$2,153,647	1%	\$2,593,445	3%	\$2,013,689

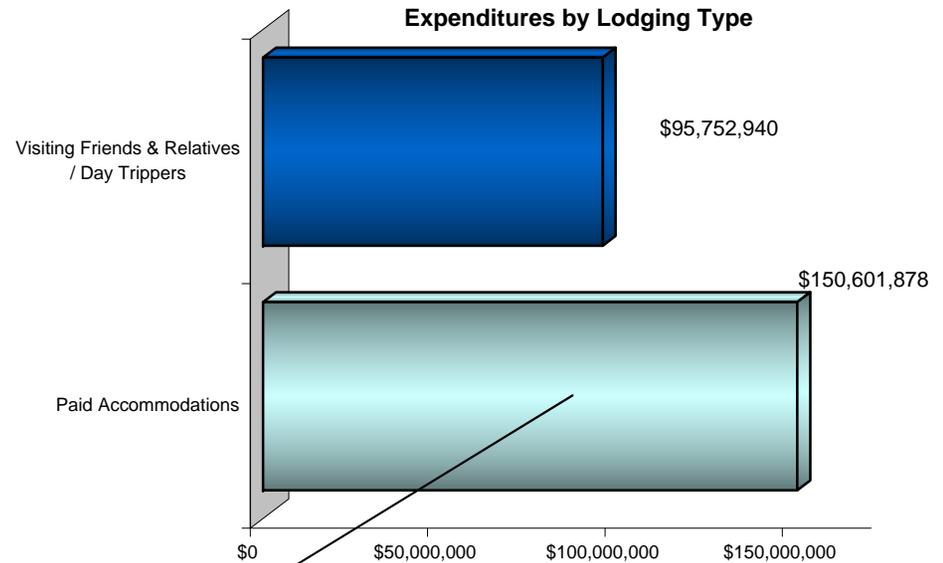


## Economic Impact Analysis

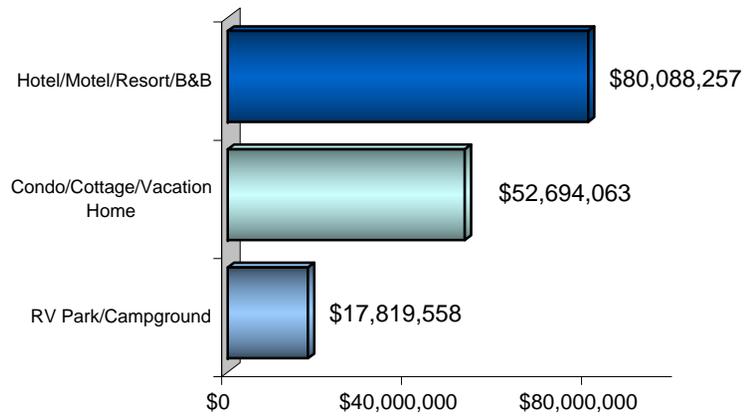
### Total Visitor Expenditures by Lodging Type

#### Total Expenditures by Lodging Type

<b>TOTAL</b>	<b>\$246,354,818</b>	<b>100%</b>
Visiting Friends & Relatives / Day Trippers	\$95,752,940	39%
Paid Accommodations	\$150,601,878	61%
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$80,088,257</i>	<i>33%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$52,694,063</i>	<i>21%</i>
<i>RV Park/Campground</i>	<i>\$17,819,558</i>	<i>7%</i>



#### Paid Accommodations Expenditures by Lodging Type





## Appendix January 2008



## Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita	Bonita Beach	1/9/2008	36
Sanibel/Captiva	Sanibel Inn	1/10/2008	8
Sanibel/Captiva	Casa Ybel Resort	1/10/2008	4
Sanibel/Captiva	Pointe Santo	1/10/2008	5
Sanibel/Captiva	Loggerhead Cay	1/12/2008	6
Sanibel/Captiva	Pelican Roost	1/12/2008	4
Sanibel/Captiva	Holiday Inn	1/12/2008	8
Ft. Myers	Edison Home	1/18/2008	27
Sanibel/Captiva	Song of the Sea	1/21/2008	15
Sanibel/Captiva	Surf Rider Beach Club	1/21/2008	6
Ft. Myers	Best Western	1/24/2008	28
Ft. Myers Beach	Pink Shell	1/28/2008	18
Ft. Myers Beach	Sand Castle Beach Club	1/28/2008	12
Ft. Myers Beach	The Pier	1/31/2008	<u>25</u>
TOTAL			<b>202</b>

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



## Interviewing Statistics

### Occupancy Interviewing Statistics

Interviews were conducted from February 1 - February 15, 2008. Information was provided by 143 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	81
Condo/Cottage/Vacation Home	38
RV Park/Campground	18
Other (Trailer Park, Timeshare, Marina)	<u>6</u>
<b>Total</b>	<b>143</b>