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July 2005 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

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Beaches of Fort Myers - Sanibel: July 2005 Visitor Profile

Executive Summary: July 2005

1. This July, tourism's total economic impact reached a record of \$136,400,374 **(+6.9%)**. The occupancy of Lee lodgings increased by 4.0 points, while ADR grew by 7.7%.

2. The total number of visitors during the month of July was estimated at 181,294 travelers, reflecting a 2.0% increase in visitation. In our domestic core markets of the Midwest and Northeast, the market reach of the Beaches of Fort Myers – Sanibel increased (+3.3% and +1.5%, respectively). Internationally, the European market continued its buoyancy of recent months by adding some 8.1% to Lee's July tourism census. Specifically, this month's geographic visitor origins are as follows:

<u>Visitor Origin</u>	2004	July	
	<u>Visitor #</u>	<u>Visitor #</u>	<u>% Δ</u>
Florida	38,764	40,066	+3.4
Southeast	16,181	14,685	-9.2
Northeast	43,031	43,692	+1.5
Midwest	54,411	56,201	+3.3
Canada	1,245	1,450	+16.5
Europe	17,782	19,217	+8.1
Markets of Opportunity	6,401	5,983	-6.5
Total	177,815	181,294	+2.0

3. This July, the impact of Southwest Florida International Airport (RSW) on Lee visitation increased significantly. Fully 74.7% of air travelers deplane at RSW **(2004: 71.7% of air travelers)**.

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4. The rank order of primary DMA's from which the destination draws the majority of its domestic visitors is as follows:

<u>Rank</u>	<u>July 2004</u>		<u>Rank</u>	<u>July 2005</u>		<u>'04 Rank</u>
1.	Miami/Fort Lauderdale	10.0%	1.	Miami/Fort Lauderdale	10.9%	1
2.	New York	8.8	2.	New York	8.7	2
3.	Chicago	8.4	3.	Chicago	8.0	3
4.	Tampa/St. Petersburg	4.7	4.	Philadelphia	5.6	5
5.	Philadelphia	4.3	5.	Tampa/St. Petersburg	4.9	4
6.	Greater Orlando	3.9	6.	Cincinnati	4.0	9
7.	Pittsburgh	3.8	7.	West Palm Beach/Ft. Pierce	3.8	10
8.	Detroit	3.7	8.	Greater Orlando	3.5	6
9.	Cincinnati	3.6	9.	Indianapolis	3.4	--
10.	West Palm Beach/Ft. Pierce	3.5	10.	St. Louis	3.0	--

5. This July, the ranks of repeat visitors have grown substantially. Specifically, almost two of every three travelers had previously been at the Beaches of Fort Myers – Sanibel (**Repeat Visitation 2004: 61.2%; 2005: 63.3%**).
6. Importantly, the level of satisfaction with their stay reported by visitors is extremely high (**99.3%**). As a result, better than half (50.9%) of all visitors intend to return to Lee next year.
7. Nine of every ten visitors (90.3%) first select the Beaches of Fort Myers – Sanibel as a destination and then make lodging reservations prior to leaving home (**2004: 88.9%**).
8. Fully 91.6% of Lee visitors access the Internet and some 57.5% of **ALL** visitors say that they obtained travel information for “this trip” on-line. Additionally, better than one-third (36.9%) of all visitors say they bought travel services for this trip on-line (**2004: 29.1%**).

The Beaches of Fort Myers - Sanibel:
2005 July Visitor Profile

the beaches of
FORT MYERS  SANIBEL

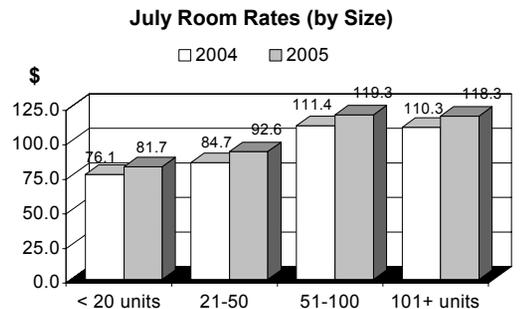
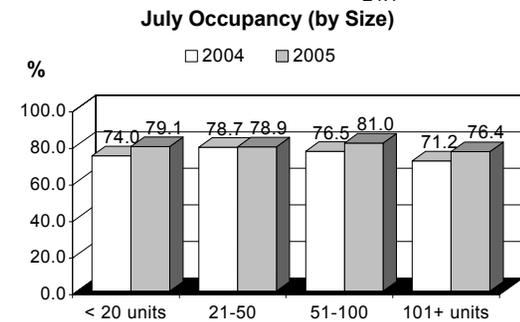
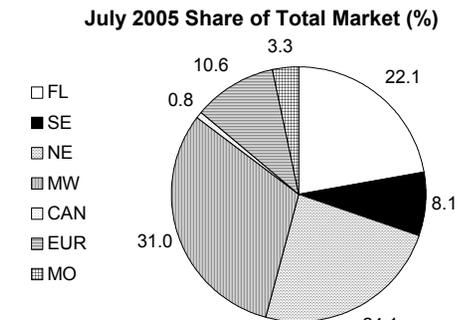
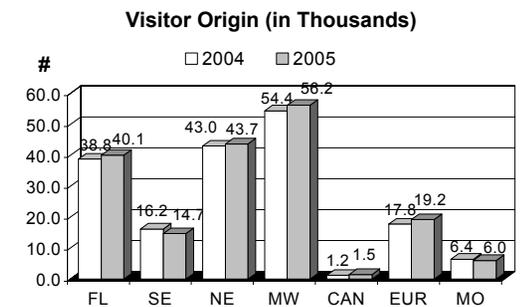
July 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual	YEAR TO DATE			July		% Δ
	2004	2004	2005	04/05	2004	2005	04/05
Visitors (#)	2,026,921	1,581,029	1,560,090	-1.3	177,815	181,294	+2.0
Room Nights	n/a	3,783,128	3,654,402	-3.4	427,340	420,557	-1.6
Direct Exp. (\$)	\$1,164,594,233	\$895,292,585	\$925,384,873	+3.4	\$75,991,018	\$81,205,200	+6.9

Visitor Origin	Annual Market Share		July 2004		July 2005		
	2003	2004	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	21.8%	38,764	22.1%	40,066	+3.4
Southeast	7.0	6.8	9.1	16,181	8.1	14,685	-9.2
Northeast	28.4	28.9	24.2	43,031	24.1	43,692	+1.5
Midwest	37.9	38.5	30.6	54,411	31.0	56,201	+3.3
Canada	2.3	2.3	0.7	1,245	0.8	1,450	+16.5
Europe	8.4	8.9	10.0	17,782	10.6	19,217	+8.1
Markets of Opp.	3.4	3.2	3.6	6,401	3.3	5,983	-6.5
Total	100.0%	100.0%	100.0	177,815	100.0	181,294	+2.0

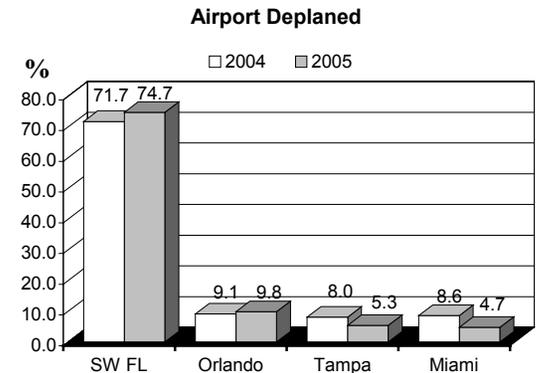
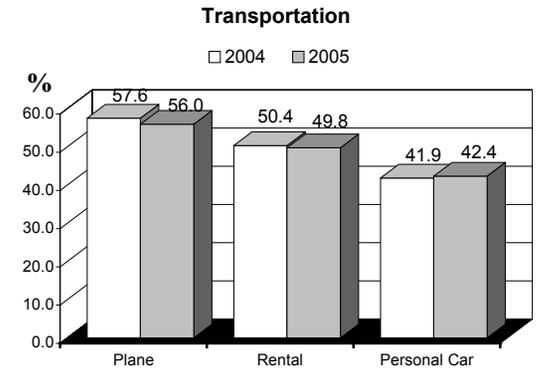
Industry (Weighted)	Monthly				Winter	Monthly		
	Jan.	Feb.	Mar.	Apr.	Season	May	Jun.	Jul.
Occupancy 2005	83.1%	93.3%	95.8%	84.1%	89.1%	78.4%	72.2%	77.4%
Occupancy 2004	80.6	92.4	95.3	83.5	88.0	74.4	69.3	73.4
Δ Points	+2.5	+0.9	+0.5	+0.6	+1.1	+4.0	+2.9	+4.0
ADR 2005	\$126.03	\$158.53	\$156.14	\$116.62	\$139.33	\$97.81	\$98.17	\$97.49
ADR 2004	116.90	146.09	143.29	114.89	130.29	91.88	93.25	90.52
Δ Percent	+7.8%	+8.5%	+9.0%	+1.5%	+6.9%	+6.5%	+5.3%	+7.7%

Size Category	July Occupancy			July Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	74.0%	79.1%	+5.1	\$76.12	\$81.71	+7.3
21-50 units	78.7	78.9	+0.2	84.65	92.58	+9.4
51-100 units	76.5	81.0	+4.5	111.39	119.30	+7.1
101+ units	71.2	76.4	+5.2	110.32	118.33	+7.3

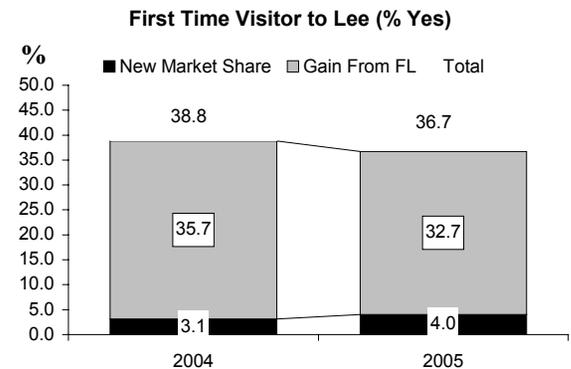


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	<u>July 2004</u>	<u>July 2005</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	57.6%	56.0%
Rental Car	50.4	49.8
Personal Car	41.9	42.4
Airport Deplanned		
Southwest Florida International	71.7%	74.7%
Orlando International	9.1	9.8
Tampa International	8.0	5.3
Miami International	8.6	4.7
Car Rental Location		
Fort Myers	72.6%	76.8%
Orlando	9.7	12.7
Miami	6.9	4.4
Tampa	8.6	3.7

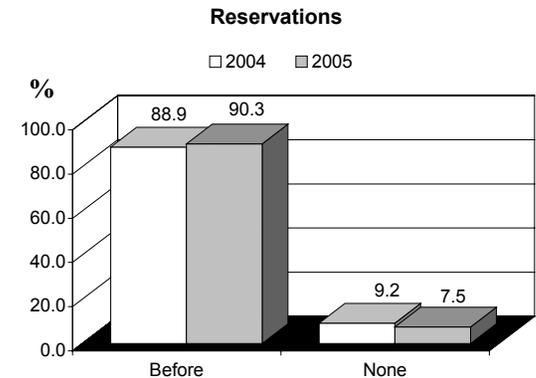
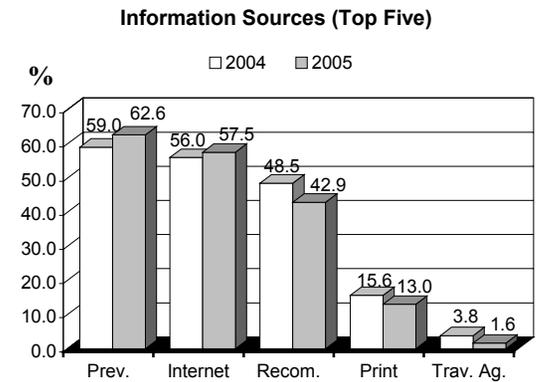


	<u>July 2004</u>	<u>July 2005</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	97.1%	96.9%
Visit Friends and Relatives	12.2	14.5
B. Occupancy Survey Data		
Business Meetings/ Conferences	21.6%	25.5%
First Visit to (% yes)		
Lee County	38.8%	36.7%
Florida	3.1	4.0
First Time Visitors (by Region)		
Florida	39.2%	31.0%
Southeast	35.8	32.0
Northeast	42.6	40.7
Midwest	24.6	28.6
Europe	50.9	58.6
Markets of Opportunity	66.7	61.1

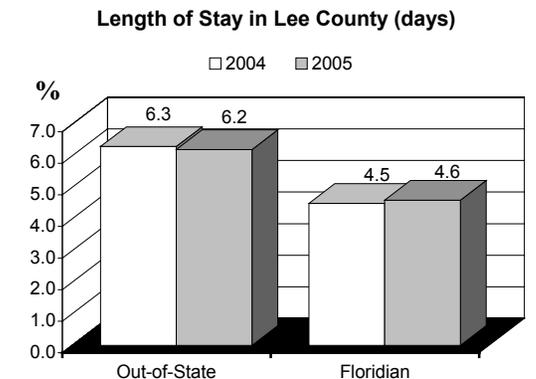


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	<u>July 2004</u>	<u>July 2005</u>
Average Repeat Visits to Lee	3.1	3.3
Information Sources (Multiple Response)		
Previous Visit	59.0%	62.6%
Internet	56.0	57.5
Recommendations	48.5	42.9
Print Media	15.6	13.0
Travel Agent	3.8	1.6
Business Contacts	1.7	1.1
Assisted by Travel Agent	16.1%	9.0%
Travel Agent Assisted with		
Airline Reservations	70.5%	66.9%
Hotel/Motel Reservations	42.6	43.5
Vacation Packages (Including fly/drive)	35.5	27.3
Reservations		
Before Leaving Home	88.9%	90.3%
None	9.2	7.5
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	26.6%	28.5%

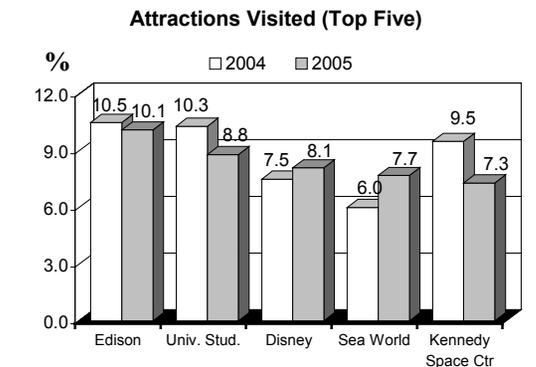
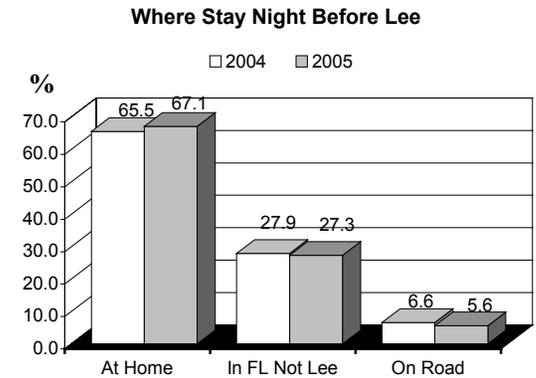
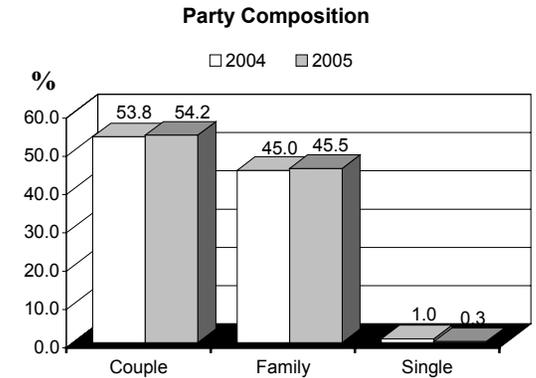


	<u>July '04</u> <u>Out-of-</u> <u>State</u>	<u>July '05</u> <u>Out-of-</u> <u>State</u>	<u>July '04</u> <u>Floridian</u>	<u>July '05</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.7	10.6	4.7	4.8
In Florida	9.6	9.6	N/A	N/A
In Lee County	6.3	6.2	4.5	4.6
% Staying 4 Days or Less in Lee	22.5%	29.5%	62.7%	53.2%
Party Size	3.2	3.2	3.2	3.3



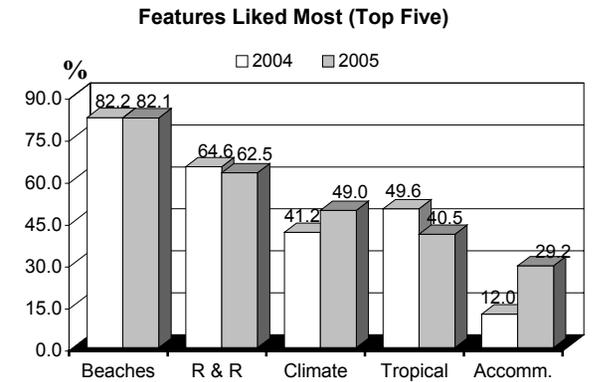
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	<u>July 2004</u>	<u>July 2005</u>
Party Composition		
Couple	53.8%	54.2%
Family	45.0	45.5
Single	1.0	0.3
Where Stay Night Before Lee (Out-of-State)		
At Home	65.5%	67.1%
In Florida, Not in Lee	27.9	27.3
On the Road, Not in Florida	6.6	5.6
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	32.2%	27.3%
Sarasota	12.3	14.4
Fort Lauderdale/Palm Beach	8.8	12.5
Tampa Bay	11.5	8.1
Florida Keys	6.7	7.5
Naples/Marco	3.4	4.7
Miami	8.7	4.6
Attractions Visited		
Edison Home/Ford Home	10.5%	10.1%
Universal Studios	10.3	8.8
Disney	7.5	8.1
Sea World	6.0	7.7
Kennedy Space Center	9.5	7.3
EPCOT	5.1	5.3
Satisfaction with Lee County	99.2%	99.3%

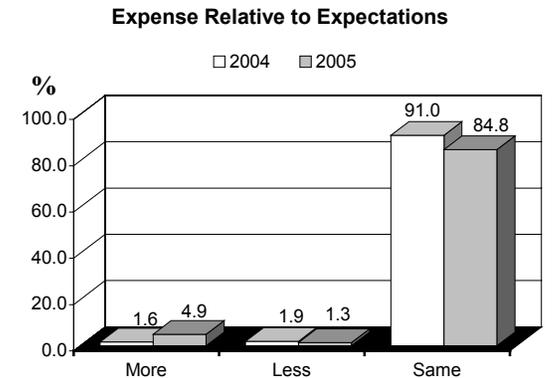


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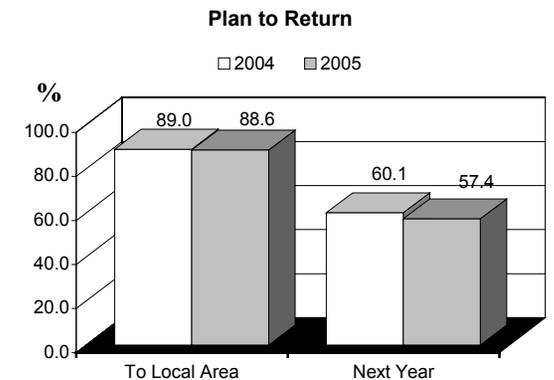
	<u>July 2004</u>	<u>July 2005</u>
Features Liked Most about Lee		
Beaches	82.2%	82.1%
Rest/Relaxation/Quiet	64.6	62.5
Climate	41.2	49.0
Tropical Atmosphere	49.6	40.5
Accommodations	12.0	29.2
Not Commercial	25.9	24.9
Clean Environment	15.6	17.9
Friendly Residents	15.5	14.5
Restaurants	5.2	12.9
Safety	2.6	1.4



	<u>July 2004</u>	<u>July 2005</u>
Features Liked Least about Lee		
No Specific Complaints	79.3%	74.9%
Insects	8.0	9.2
Weather	4.0	5.7
Congestion	3.0	3.0

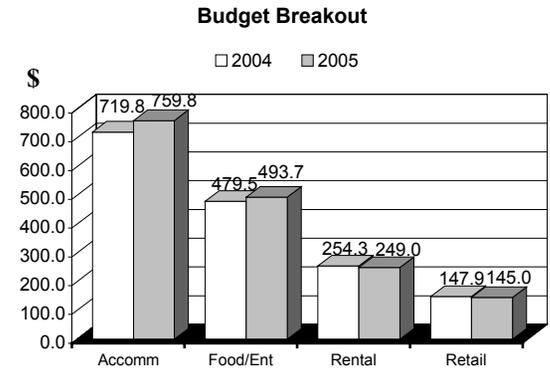


	<u>July 2004</u>	<u>July 2005</u>
Expense Relative to Expectations		
More Expensive	1.6%	4.9%
Less Expensive	1.9	1.3
As Expected	91.0	84.8
Recommend Lee to Friends/Relatives (% yes)	91.4%	93.7%
Plan to Return (% yes)		
To Local Area	89.0%	88.6%
Next Year (Base: Return to Local Area)	60.1	57.4
Median Age Head of Household (years)	47.9	48.4
Median Annual Household Income	\$83,516	\$83,948

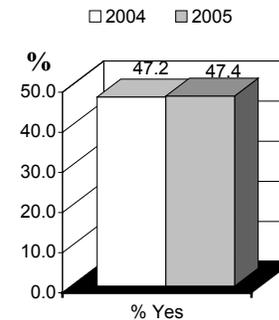


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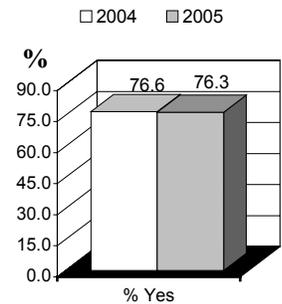
	<u>July 2004</u>	<u>July 2005</u>
Average Number of (per year)		
Getaway Trips	2.7	2.8
Vacations	1.8	1.8
Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)		
Total	\$1,367.56	\$1,433.35
Per Person/Trip	427.36	447.92
Per Person/Day	67.84	72.25
Out-of-State Visitor Party Budget Breakout (Lee Stay)		
Accommodations	\$719.84	\$759.79
Food/Entertainment	479.53	493.72
Rental Car	254.28	249.03
Retail Purchases	147.89	144.95
See/Read/Hear Lee Message	47.2%	47.4%
Type of Message Seen		
Internet	65.3%	65.1%
Travel Guides/Visitor Guides/Brochures	31.6	31.1
Newspapers	23.5	24.9
Magazines	20.6	16.4
Television	6.5	8.2
Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)	76.6%	76.3%



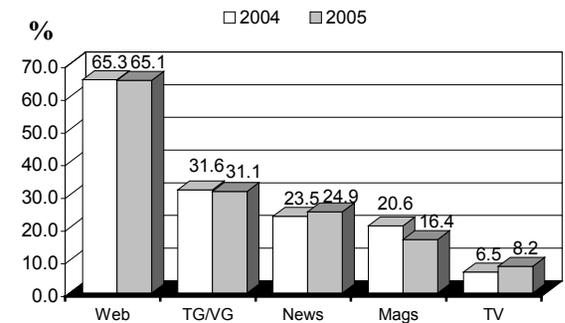
See/Hear/Read Message



Influenced by Message

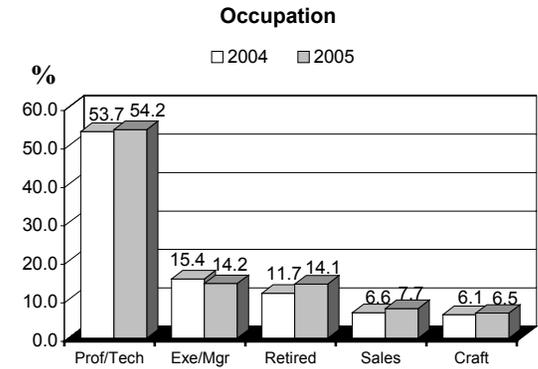


Type of Message Seen

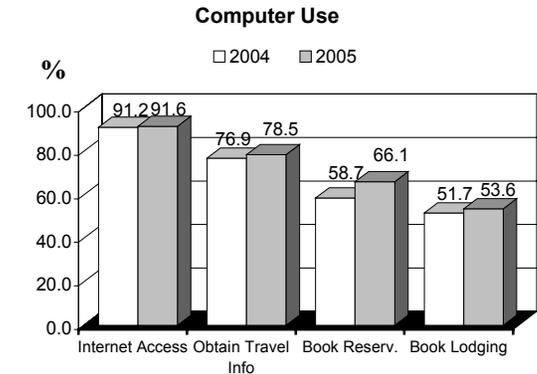


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Occupation	July 2004	July 2005
Professional/Technical	53.7%	54.2%
Executive/Managerial	15.4	14.2
Retired	11.7	14.1
Salesman/Buyer	6.6	7.7
Craft/Factory	6.1	6.5



	July 2004	July 2005
Have Internet Access	91.2%	91.6%
Use Internet to: <i>(Base: Respondents who have Internet access)</i>		
Obtain Travel Information	76.9%	78.5%
Book Travel Reservations On-line	58.7	66.1
Book Lodging Reservations: <i>(Base: Respondents who book travel reservations on-line)</i>	51.7%	53.6%



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Lee County Origin Markets

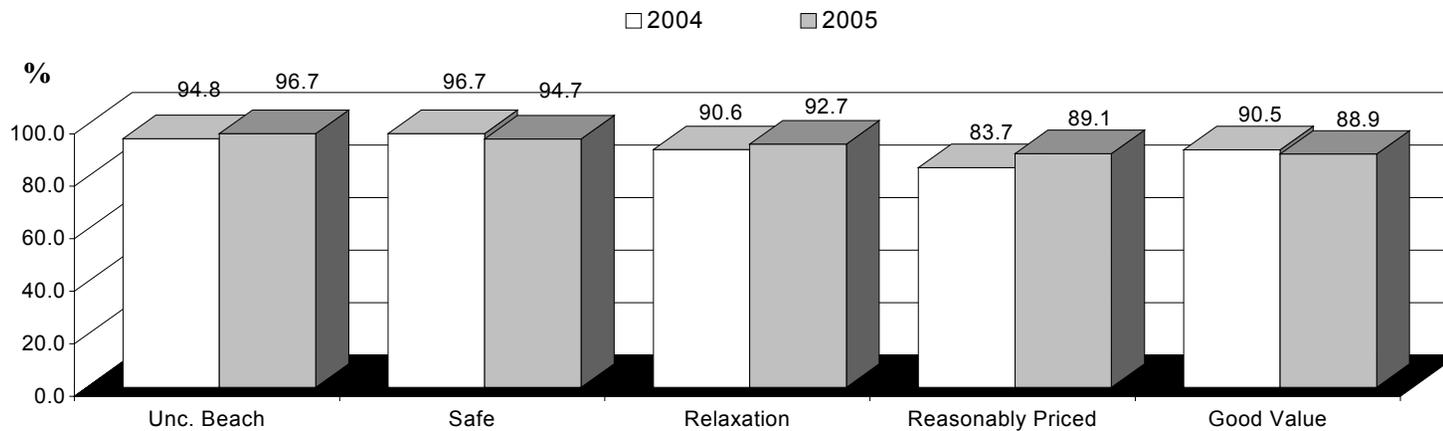
2002 – 2003 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-22.0	-16.1	+4.9	-8.3	-1.5	+3.4	+4.6	+4.3	+0.4	-9.2	+4.0	+9.9
Southeast	+15.6	-0.1	+5.3	+9.0	-13.3	-1.1	+3.0	-2.4	+7.7	-1.2	+0.1	+3.9
Northeast	-2.2	-3.7	+2.1	+0.5	+9.2	+17.8	+10.5	+9.9	+5.8	+6.2	-0.7	+4.4
Midwest	+0.1	+0.5	-4.1	+1.3	+7.9	+3.5	+9.2	+7.7	+7.6	+6.9	+6.3	+7.8
Canada	+18.1	-5.4	+11.3	+10.3	-29.9	+25.0	-7.3	-20.9	-8.2	+14.9	-3.5	+12.9
Europe	+22.9	+3.0	-19.6	+8.9	+13.7	+14.4	+10.4	+6.2	-4.4	+7.9	+11.6	+13.0
Mkts of Opp.	+9.9	-6.1	+8.8	+24.1	+29.0	+4.1	+21.2	-7.0	-3.4	-0.4	-7.8	-11.1
TOTAL	+1.7	-2.1	-1.4	+1.9	+5.2	+7.1	+8.1	+5.4	+3.3	+3.5	+3.2	+6.6
2003 – 2004 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+3.4	-1.5	+0.8	+0.7	-11.9	-3.7	-1.5	-49.0	-9.9	-12.8	-10.8	+8.4
Southeast	-0.7	+4.6	+5.6	+3.1	-0.8	+11.9	-3.4	-38.6	+5.1	-2.5	-15.4	-17.3
Northeast	+9.1	+11.7	+6.2	+5.9	+4.7	+10.0	+9.8	-65.6	-44.3	-11.0	-2.0	-4.0
Midwest	+6.9	+9.6	+5.1	+8.3	+3.9	+7.4	+10.9	-55.4	-36.7	-6.0	-3.9	-7.1
Canada	-0.2	+5.0	-10.9	+14.8	+21.6	+21.5	+23.9	-58.3	-52.5	-22.0	-24.9	+7.5
Europe	+10.9	+6.2	+5.6	+10.8	+11.5	+11.9	+11.8	-22.9	-0.9	-4.6	+0.2	+17.4
Mkts of Opp.	-20.7	-10.1	-18.8	+3.9	+8.9	+3.2	+3.3	-44.9	-9.9	-11.8	-9.9	+12.2
TOTAL	+5.7	+8.9	+3.9	+6.6	+1.4	+6.4	+6.2	-49.9	-24.0	-8.3	-5.3	-3.3
2004 – 2005 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-11.1	-17.7	-19.6	-8.5	+1.9	+2.4	+3.4					
Southeast	-6.2	-0.3	-10.8	-6.8	+5.2	-3.1	-9.2					
Northeast	-1.8	-5.6	-2.0	+0.2	+2.5	+0.5	+1.5					
Midwest	-7.1	-1.3	-1.6	-1.3	-2.3	+3.8	+3.3					
Canada	+9.0	+8.5	+3.2	+5.2	+9.3	-24.3	+16.5					
Europe	+17.1	+14.8	+9.1	+6.8	+4.3	+1.9	+8.1					
Mkts of Opp.	+13.8	+8.0	-22.6	-19.9	-9.6	-17.4	-6.5					
TOTAL	-2.5	-2.3	-3.2	-1.8	+0.9	+0.9	+2.0					

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Influential Factors in Choosing Lee

Influential Factors	2005						2004	
	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '04	July '05
Uncommercialized Beaches	92.6%	92.7%	93.4%	92.3%	91.5%	96.0%	94.8%	96.7%
Safe Destination	97.7	98.9	98.4	99.7	95.4	95.3	96.7	94.7
Complete Relaxation	87.1	85.8	85.0	87.4	90.4	90.9	90.6	92.7
Reasonably Priced Lodging	78.3	79.9	80.9	83.1	82.6	85.5	83.7	89.1
Good Value for the Money	91.1	87.2	89.2	94.7	90.0	90.6	90.5	88.9
Quiet Atmosphere	94.4	94.6	95.4	90.7	87.5	88.6	86.2	88.1
White Sand Beaches with Shelling	83.0	86.2	81.2	80.7	80.9	81.4	86.4	86.1
Sunning on the Beach	80.2	80.1	85.5	80.1	83.7	84.8	83.1	85.0
Family Atmosphere	76.1	78.6	73.3	76.4	76.2	82.8	84.6	83.7
Clean, Unspoiled Environment	71.6	77.7	77.6	76.2	78.2	79.5	82.2	82.3
Warm Weather	99.2	99.3	99.4	99.8	98.0	82.7	77.0	79.0
Affordable Dining	70.6	72.5	69.8	69.0	67.1	73.4	71.4	75.9
Tropical Plants/Animals	73.1	77.3	76.8	75.8	75.2	78.9	76.0	74.2
Upscale Accommodations	73.8	69.5	72.8	71.8	74.9	72.9	75.3	72.4

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



TOP U.S. FEEDER MARKETS

<u>July 2004</u>			<u>July 2005</u>		<u>'04 Rank</u>
1.	Miami/Fort Lauderdale	10.0%	1.	Miami/Fort Lauderdale	10.9% 1
2.	New York	8.8	2.	New York	8.7 2
3.	Chicago	8.4	3.	Chicago	8.0 3
4.	Tampa/St. Petersburg	4.7	4.	Philadelphia	5.6 5
5.	Philadelphia	4.3	5.	Tampa/St. Petersburg	4.9 4
6.	Greater Orlando	3.9	6.	Cincinnati	4.0 9
7.	Pittsburgh	3.8	7.	West Palm Beach/Ft. Pierce	3.8 10
8.	Detroit	3.7	8.	Greater Orlando	3.5 6
9.	Cincinnati	3.6	9.	Indianapolis	3.4 --
10.	West Palm Beach/Ft. Pierce	3.5	10.	St. Louis	3.0 --

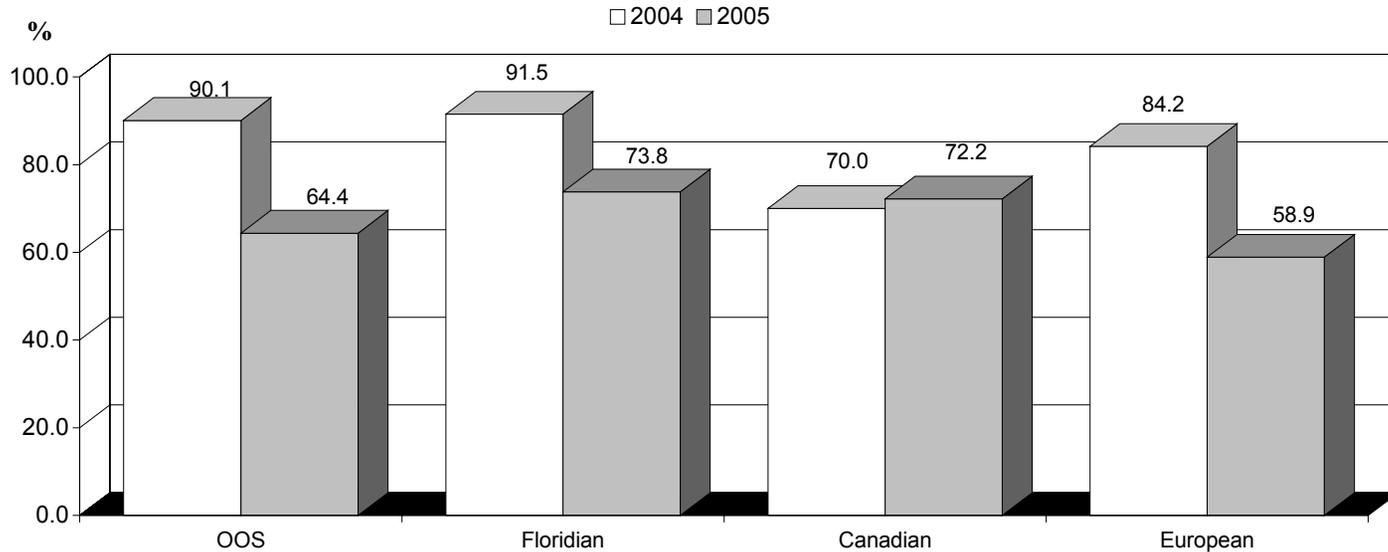
Please Note: In July 2005, the Miami/Ft. Lauderdale segment accounted for 43.8% of the Florida market. The distribution is as follows: Broward County: 46%; Dade County: 54%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2005

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

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '04	July '05
U.S. OOS Travelers	83.6%	86.5%	84.2%	84.9%	85.8%	89.8%	90.1%	64.4%
Floridian Travelers	85.3	85.1	85.7	82.7	88.9	94.0	91.5	73.8
Canadian Travelers	78.9	78.5	78.9	75.5	75.0	71.2	70.0	72.2
European Travelers	87.5	83.5	85.2	84.0	78.3	76.6	84.2	58.9

Reservations: July 2004 - 2005

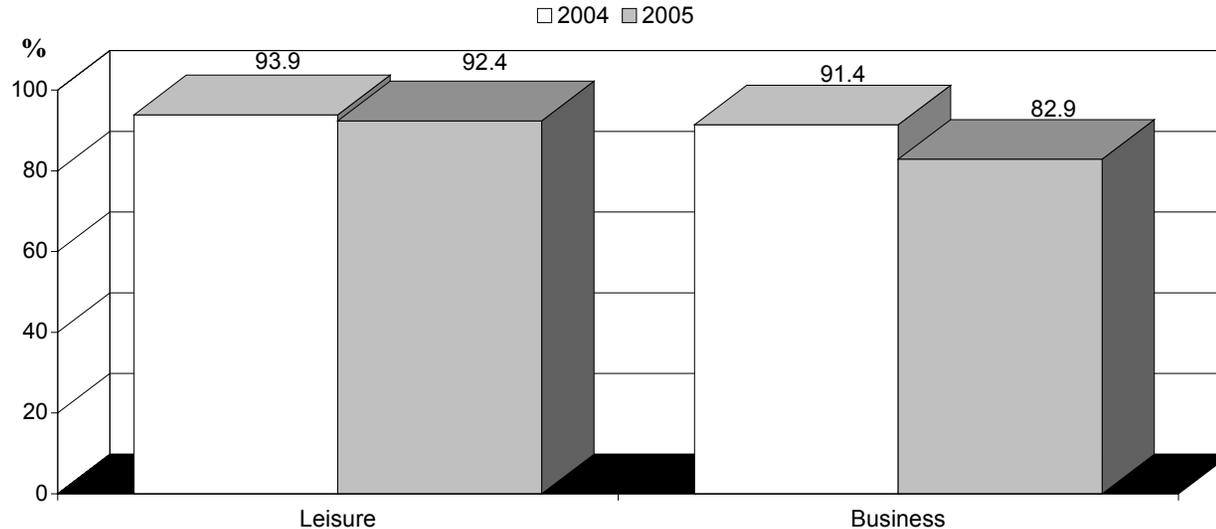


July 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '04	July '05
Leisure Travelers	89.7%	89.5%	90.0%	85.0%	90.9%	90.9%	93.9%	92.4%
Business Travelers	94.8	94.6	93.6	91.9	92.7	91.7	91.4	82.9
Conferences/ Business Meetings	85.7	87.9	89.9	88.5	91.0	92.6	87.2	89.2
Travel and Tour	84.4	88.9	90.0	87.3	88.0	90.0	88.5	82.6

Expectations: July 2004 - 2005



Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Florida								Southeast							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	11,498	11,498	8,964	8,964	9,269	9,269	8,238	8,238	13,989	13,989	16,174	16,174	16,067	16,067	15,070	15,070
Feb	12,862	24,360	10,797	19,761	10,634	19,903	8,747	16,985	13,125	27,114	13,111	29,285	13,712	29,779	13,668	28,738
Mar	18,684	43,044	19,591	39,352	19,750	39,653	15,881	32,866	17,497	44,611	18,421	47,706	19,447	49,226	17,352	46,090
Apr	35,294	78,338	32,356	71,708	32,587	72,240	29,809	62,675	16,765	61,376	18,275	65,981	18,849	68,075	17,572	63,662
Winter	78,338	78,338	71,708	71,708	72,240	72,240	62,675	62,675	61,376	61,376	65,981	65,981	68,075	68,075	63,662	63,662
May	31,107	109,445	30,632	102,340	26,977	99,217	27,490	90,165	7,513	68,889	6,515	72,496	6,463	74,538	6,802	70,464
June	31,129	140,574	32,197	134,537	31,018	130,235	31,759	121,924	14,015	82,904	13,861	86,357	15,509	90,047	15,028	85,492
July	37,639	178,213	39,357	173,894	38,764	168,999	40,066	161,990	16,264	99,168	16,748	103,105	16,181	106,228	14,685	100,177
Aug	27,504	205,717	28,685	202,579	14,628	183,627			7,928	107,096	7,739	110,844	4,755	110,983		
Spr/Sum	127,379	205,717	130,871	202,579	111,387	183,627			45,720	107,096	44,863	110,844	42,908	110,983		
Sep	20,566	226,283	20,641	223,220	18,603	202,230			5,782	112,878	6,227	117,071	6,547	117,530		
Oct	12,761	239,044	11,593	234,813	10,114	212,344			5,136	118,014	5,072	122,143	4,946	122,476		
Nov	12,105	251,149	12,594	247,407	11,230	223,574			6,860	124,874	6,869	129,012	5,812	128,288		
Dec	4,033	255,182	4,434	251,841	4,808	228,382			9,829	134,703	10,211	139,223	8,447	136,735		
Fall	49,465	255,182	49,262	251,841	44,755	228,382			27,607	134,703	28,379	139,223	25,752	136,735		
TOTAL	255,182		251,841		228,382				134,703		139,223		136,735			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Northeast								Midwest							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD														
Jan	55,765	55,765	54,563	54,563	59,529	59,529	58,472	58,472	84,510	84,510	84,572	84,572	90,426	90,426	83,990	83,990
Feb	93,185	148,950	89,719	144,282	100,184	159,713	94,582	153,054	119,171	203,681	119,797	204,369	131,247	221,673	129,572	213,562
Mar	91,343	240,293	93,276	237,558	99,056	258,769	97,052	250,106	128,710	332,391	123,394	327,763	129,745	351,418	127,638	341,200
April	88,236	328,529	88,679	326,237	93,927	352,696	94,135	344,241	116,177	448,568	117,739	445,502	127,472	478,890	125,827	467,027
Winter	328,529	328,529	326,237	326,237	352,696	352,696	344,241	344,241	448,568	448,568	445,502	445,502	478,890	478,890	467,027	467,027
May	38,093	366,622	41,582	367,819	43,557	396,253	44,636	388,877	40,465	489,033	43,662	489,164	45,383	524,273	44,352	511,379
June	28,434	395,056	33,497	401,316	36,853	433,106	37,027	425,904	43,661	532,694	45,192	534,356	48,523	572,796	50,350	561,729
July	35,470	430,526	39,189	440,505	43,031	476,137	43,692	469,596	44,919	577,613	49,070	583,426	54,411	627,207	56,201	617,930
Aug	18,597	449,123	20,430	460,935	7,030	483,167			27,308	604,921	29,407	612,833	13,129	640,336		
Spr/Sum	120,594	449,123	134,698	460,935	130,471	483,167			156,353	604,921	167,331	612,833	161,446	640,336		
Sept	19,905	469,028	21,068	482,003	11,732	494,899			21,805	626,726	23,456	636,289	14,844	655,180		
Oct	17,819	486,847	18,920	500,923	16,832	511,731			23,655	650,381	25,280	661,569	23,772	678,952		
Nov	29,859	516,706	29,663	530,586	29,061	540,792			33,087	683,468	35,179	696,748	33,790	712,742		
Dec	36,419	553,125	38,024	568,610	36,515	577,307			57,085	740,553	61,537	758,285	57,177	769,919		
Fall	104,002	553,125	107,675	568,610	94,140	577,307			135,632	740,553	145,452	758,285	129,583	769,919		
TOTAL	553,125		568,610		577,307				740,553		758,285		769,919			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Canada								Europe							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,941	5,941	7,015	7,015	7,003	7,003	7,635	7,635	12,839	12,839	15,784	15,784	17,508	17,508	20,495	20,495
Feb	7,612	13,553	7,198	14,213	7,556	14,559	8,201	15,836	10,237	23,076	10,540	26,324	11,194	28,702	12,848	33,343
Mar	9,194	22,747	10,234	24,447	9,116	23,675	9,411	25,247	22,539	45,615	18,129	44,453	19,143	47,845	20,881	54,224
April	7,059	29,806	7,789	32,236	8,945	32,620	9,413	34,660	21,177	66,792	23,069	67,522	25,558	73,403	27,299	81,523
Winter	29,806	29,806	32,236	32,236	32,620	32,620	34,660	34,660	66,792	66,792	67,522	67,522	73,403	73,403	81,523	81,523
May	1,977	31,783	1,386	33,622	1,686	34,306	1,842	36,502	9,754	76,546	11,089	78,611	12,364	85,767	12,895	94,418
June	809	32,592	1,011	34,633	1,228	35,534	930	37,432	11,993	88,539	13,716	92,327	15,355	101,122	15,647	110,065
July	1,084	33,676	1,005	35,638	1,245	36,779	1,450	38,882	14,405	102,944	15,910	108,237	17,782	118,904	19,217	129,282
Aug	783	34,459	619	36,257	258	37,037			12,431	115,375	13,207	121,444	10,183	129,087		
Spr/Sum	4,653	34,459	4,021	36,257	4,417	37,037			48,583	115,375	53,922	121,444	55,684	129,087		
Sept	743	35,202	682	36,939	324	37,361			9,994	125,369	9,553	130,997	9,464	138,551		
Oct	1,401	36,603	1,610	38,549	1,255	38,616			12,839	138,208	13,848	144,845	13,215	151,766		
Nov	3,127	39,730	3,018	41,567	2,266	40,882			11,096	149,304	12,385	157,230	12,413	164,179		
Dec	4,285	44,015	4,837	46,404	5,198	46,080			10,585	159,889	11,958	169,188	14,034	178,213		
Fall	9,556	44,015	10,147	46,404	9,043	46,080			44,514	159,889	47,744	169,188	49,126	178,213		
TOTAL	44,015		46,404		46,080				159,889		169,188		178,213			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Markets of Opportunity								TOTAL							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,090	7,090	7,795	7,795	6,179	6,179	7,033	7,033	191,632	191,632	194,867	194,867	205,981	205,981	200,933	200,933
Feb	6,300	13,390	5,913	13,708	5,317	11,496	5,741	12,774	262,492	454,124	257,075	451,942	279,844	485,825	273,359	474,292
Mar	8,600	21,990	9,357	23,065	7,596	19,092	5,882	18,656	296,567	750,691	292,402	744,344	303,853	789,678	294,097	768,389
April	9,412	31,402	11,684	34,749	12,140	31,232	9,727	28,383	294,120	1,044,811	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171
Winter	31,402	31,402	34,749	34,749	31,232	31,232	28,383	28,383	1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171
May	2,900	34,302	3,742	38,491	4,075	35,307	3,684	32,067	131,809	1,176,620	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872
June	4,716	39,018	4,909	43,400	5,067	40,374	4,183	36,250	134,757	1,311,377	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796
July	5,111	44,129	6,197	49,597	6,401	46,775	5,983	42,233	154,892	1,466,269	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090
Aug	3,328	47,457	3,095	52,692	1,706	48,481			97,879	1,564,148	103,182	1,597,584	51,689	1,632,718		
Spr/Sum	16,055	47,457	17,943	52,692	17,249	48,481			519,337	1,564,148	553,649	1,597,584	523,562	1,632,718		
Sept	3,799	51,256	3,668	56,360	3,306	51,787			82,594	1,646,742	85,295	1,682,879	64,820	1,697,538		
Oct	4,202	55,458	4,187	60,547	3,691	55,478			77,813	1,724,555	80,510	1,763,389	73,825	1,771,363		
Nov	4,741	60,199	4,371	64,918	3,940	59,418			100,875	1,825,430	104,079	1,867,468	98,512	1,869,875		
Dec	3,780	63,979	3,359	68,277	3,768	63,186			126,016	1,951,446	134,360	2,001,828	129,947	1,999,822		
Fall	16,522	63,979	15,585	68,277	14,705	63,186			387,298	1,951,446	404,244	2,001,828	367,104	1,999,822		
TOTAL	63,979		68,277		63,186				1,951,446		2,001,828		1,999,822			