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

July 2011 Visitor Profile and Occupancy Analysis
September 9, 2011

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Executive Summary
July 2011

Throughout this report, statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted nearly 244,000 visitors staying in paid accommodations during the month of July 2011, and about 152,000 staying with friends or relatives while visiting, for a total of 396,103 visitors.

- Visitation among those staying in paid accommodations increased 10.8% from July 2010 to July 2011 but was overshadowed by the considerable decrease among those staying with friends and relatives (-37.0%). This resulted in total visitation for July 2011 being down (-14.3%) year-over-year. For calendar year-to-date 2011, total visitation was down slightly from the prior year (-1.8%).

- The majority of July 2011 visitors staying in paid accommodations were U.S. residents (79%). Canada and the UK contributed the largest share of international visitors staying in paid accommodations (4% each) during July 2011.

- Half of domestic visitors staying in paid accommodations during July 2011 were from the South (51%) with the greater part of those visitors reporting residency in Florida (31%). A quarter said they lived in the Midwest (25%), and the remainder from the Northeast (15%) or West (1%). The Lee County lodging industry drew the largest share of its visitors from the Miami DMA (14%). Additionally, New York (10%), Tampa (8%), and Atlanta (6%) ranked in the top four for delivering paid accommodations guests.

Visitor Expenditures

- The average per person per day expenditure was $108.59 in July 2011 – an insignificant change from July 2010 ($107.99).

- Total visitor expenditures for July 2010 are estimated at $202.8 million, an 11.3% increase from $182.2 million in July 2010. From July 2010 to July 2011, expenditures increased 20% among those staying in paid accommodations. Despite the decrease in the estimated number of visitors staying with friends and relatives, expenditures among July 2011 unpaid accommodations visitors increased 1.1% year-over-year due to an increase in their average length of stay as well as an increase in average spending per person per day. For the calendar year, estimated total expenditures were up 15.4% over the same period last year.

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Total July Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	48%	62%	220,020	243,695	10.8%
Friends/Relatives	52%	38%	242,014	152,408	-37.0%
Total Visitation			*462,034*	*396,103*	*-14.3%*
July Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	**2011**	**2010**	**2011**	
United States	77%	79%	170,479	191,845	12.5%
Canada	3%	4%	5,828	10,370	77.9%
UK	4%	4%	8,743	10,370	18.6%
Scandinavia	3%	3%	5,828	6,913	18.6%
Switzerland	1%	3%	1,457	6,913	374.5%
BeNeLux	5%	2%	11,657	5,185	-55.5%
Germany	4%	1%	8,743	3,457	-60.5%
Austria	-	1%	-	1,728	-
Ireland	1%	1%	1,457	1,728	18.6%
France	1%	1%	2,914	1,728	-40.7%
Latin America	-	1%	-	1,728	-
Other	1%	1%	2,914	1,728	-40.7%
U.S. Region (Paid Accommodations)					
	2010	**2011**	**2010**	**2011**	
Florida	33%	31%	55,369	58,763	6.1%
South (including Florida)	51%	51%	87,425	96,787	10.7%
Midwest	35%	25%	59,741	48,393	-19.0%
Northeast	10%	15%	17,485	29,382	68.0%
West	1%	1%	1,457	1,728	18.6%
No Answer	3%	8%	4,371	15,555	-

2011 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	14%	25,925
New York	10%	19,012
Tampa-Saint Petersburg (Sarasota)	8%	15,555
Atlanta	6%	12,098
Indianapolis	5%	8,642
West Palm Beach-Fort Pierce	5%	8,642
Chicago	4%	6,913
Orlando-Daytona Beach-Melbourne	4%	6,913
Saint Louis	4%	6,913
Lexington	3%	5,185

Trip Planning

- Two-thirds (67%) of July 2011 visitors reported starting to talk about their Lee County trip three months or more in advance. Slightly fewer reported choosing Lee County as their destination (60%) and even fewer made lodging reservations (48%) within that same timeframe (at least three months in advance). However, these patterns were no different from that reported among July 2010 visitors.

- Nearly all of July 2011 visitors said they had reserved paid accommodations before leaving home (94%). Four in five July 2011 visitors reported visiting web sites to plan their trip (81%), and more than one-third (36%) requested info from various sources for their trip.

- When deciding to visit Lee County, visitors in July 2011 mentioned the following three attributes most often as those that influenced their selection: *peaceful/relaxing* (86%), *warm weather* (78%), and *white sandy beaches* (78%).

Visitor Profile

- Half of July 2011 visitors flew to Lee County (49%), while nearly the same amount drove (42%). Those who flew primarily came through SW Florida International (67%).

- Same as last July, the majority of Lee County visitors are repeat visitors (67%). Repeat visitors have averaged about four trips to Lee County in the past five years.

- Among July 2011 visitors interviewed, four in ten indicated they were staying in a hotel/motel/resort/B&Bs for their lodging (43%) compared with half last July (50%). A sizable minority said they stayed in a condo/vacation home (38%) – the same as last year. One in ten July 2011 visitors reported staying at the home of a friend or family member (15%). Half felt that the quality of accommodations far exceeded or exceeded their expectations in July 2011 (50%).

- The top activities enjoyed while in Lee County during July 2011 were *beaches* (96%), *relaxing* (71%), *swimming* (70%), and *dining out* (66%). July 2011 visitors were less likely to mention enjoying *relaxing*, *swimming*, and *dining out* than were those in July 2010.

- Overall, visitor satisfaction remains extremely high, with 97% of July 2011 visitors reporting being very satisfied or satisfied with their visit. The majority indicated they were likely to return to Lee County (85%), and well over half of them say they will return next year (60%).

- The least liked feature about the Lee County area among July 2011 visitors was insects, mentioned by two in five visitors, a significant increase over last year (40% vs. 23%) but not surprising given that officials with Lee County Mosquito Control were claiming this season to be the worst in years. To a much lesser degree, July 2011 visitors pointed out the lack of nightlife as a dislike more often than did July 2010 visitors (11% vs. 3%).

- The demographic composition of July 2011 visitors was generally similar to that of July 2010 visitors. The average household income of July 2011 visitors was approximately $100,500. Two-thirds of visitors are married (68%) and half were traveling with children (49%). The average travel party size was 4 people. The only noteworthy difference was in the average age of visitors interviewed – July 2011 visitors averaged 44 years of age, two years younger than their 2010 counterparts.

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of available room nights and occupied room nights were higher in July 2011 than in July 2010 (+3.5% and +15.7% respectively). Hotel/motel/resort *available* room nights were actually down 1.4% from a year ago but *occupied* room nights were up 14.6%. Following the same pattern, condo/vacation home properties posted a decline in *available* room nights (-3.1%), and an increase in *occupied* room nights (+7.0%). RV park/campground properties saw substantial increases in both available (+23.5%) and occupied room nights (+38.1%).

	Occupied Room Nights			Available Room Nights		
	2010	**2011**	**% Change**	**2010**	**2011**	**% Change**
Hotel/Motel/Resort/B&B	180,413	206,709	14.6%	358,794	353,617	-1.4%
Condo/Cottage/Vacation Home	76,872	82,242	7.0%	154,190	149,389	-3.1%
RV Park/Campground	39,415	54,441	38.1%	138,502	171,058	23.5%
Total	**296,700**	**343,392**	**15.7%**	**651,486**	**674,064**	**3.5%**

- Average occupancy rates increased from 45.5% in July 2010 to an average of 50.9% in July 2011 (+11.9%). Occupancy rates grew substantially across all property types – 16.3% for hotel/motel resorts, 10.4% for condos/cottages, and 11.8% for RV parks/campgrounds.

- Overall average daily rates were flat year-over-year (-0.1%). The increase in ADR for hotels/motels/resorts (+1.2%) and condo/vacation home properties (+5.3%) balanced the overall ADR as there was a 5.6% decrease in ADR for RV parks/campgrounds.

- Despite the flat ADR, the increase in average occupancy rate fostered positive RevPAR performance when comparing July 2011 to July 2010 (+11.7%). Increases were observed for all three categories, but growth from hotels/motels/resorts (+17.7%) and condo/vacation home properties (+16.2%) played a key role for the Lee County lodging industry overall.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	**2011**	**% Change**	**2010**	**2011**	**% Change**	**2010**	**2011**	**% Change**
Property Managers Responding	133	109		135	109		133/135	109/109	
Hotel/Motel/Resort/B&B	50.3%	58.5%	16.3%	$112.69	$114.08	1.2%	$56.66	$66.69	17.7%
Condo/Cottage/Vacation Home	49.9%	55.1%	10.4%	$136.31	$143.50	5.3%	$67.96	$79.00	16.2%
RV Park/Campground	28.5%	31.8%	11.8%	$39.85	$37.62	-5.6%	$11.34	$11.97	5.6%
AVERAGE	45.5%	50.9%	11.9%	$109.13	$109.01	-0.1%	$49.70	$55.53	11.7%

- Property managers in July 2011 continued to report very favorably when comparing their current month's *occupancy* and *revenue* year-over-year. The majority of property managers reported their July 2011 *occupancy* was the same or better than the prior year (86% vs. 45% July 2010). Likewise, four in five reported their *revenue* was the same or better than the prior year (84% vs. 47% July 2010). Importantly, two-thirds claimed better *occupancy* (66%) or *revenue* (64%) – these levels for surpass any reported since DPA began tracking in July 2007.

- In the first month of the 2011 summer season, projections for the next three months (August-October) are quite optimistic as well. Nearly half of managers mentioned that their total level of reservations for the next three months are *up* over the same period the prior year (45%) – only 10% claimed the same in July 2010. Another 36% said reservations for the next three months of 2011 are the *same as* last year. Further, only a minority reported that their reservations are *down* for the next three months (17% vs. 55% July 2010).

- Also promising is the outlook conveyed by property managers regarding their expectations for increased visitation among guests from various market segments (geographic and traveler-type). Specifically, a significantly higher proportion of lodging managers say they expect more of each of the following types of travelers during the next three months (August, September, October):

  Origin of Guests
  - U.S. out-of-state (35% vs. 9% July 2010)
  - Floridian (46% vs. 14%)
  - Canadian (22% vs. 4%)
  - European (29% vs. 7%)

  Type of Traveler
  - Leisure/Vacation (43% vs. 9% July 2010)

July 2011 Lee County Snapshot

Total July Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	48%	62%	220,020	243,695
Friends/Relatives	52%	38%	242,014	152,408
Total Visitation			*462,034*	*396,103*

July Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	33%	31%	55,369	58,763
United States	77%	79%	170,479	191,845
Canada	3%	4%	5,828	10,370
UK	4%	4%	8,743	10,370
Scandinavia	3%	3%	5,828	6,913
Switzerland	1%	3%	1,457	6,913
BeNeLux	5%	2%	11,657	5,185
Germany	4%	1%	8,743	3,457
Austria	-	1%	-	1,728
Ireland	1%	1%	1,457	1,728
France	1%	1%	2,914	1,728
Latin America	-	1%	-	1,728
Other	1%	1%	2,914	1,728

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$182,179,832	$202,828,184	11.3%
Paid Accommodations	$96,358,821	$116,027,393	20.4%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$107.99	$108.59	0.6%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	31%	31%
Repeat	68%	67%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	133	109		135	109		133/135	109/109	
Hotel/Motel/Resort/B&B	50.3%	58.5%	16.3%	$112.69	$114.08	1.2%	$56.66	$66.69	17.7%
Condo/Cottage/Vacation Home	49.9%	55.1%	10.4%	$136.31	$143.50	5.3%	$67.96	$79.00	16.2%
RV Park/Campground	28.5%	31.8%	11.8%	$39.85	$37.62	-5.6%	$11.34	$11.97	5.6%
AVERAGE	45.5%	50.9%	11.9%	$109.13	$109.01	-0.1%	$49.70	$55.53	11.7%

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Calendar YTD 2011 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	48%	53%	1,480,014	1,616,856
Friends/Relatives	52%	47%	1,638,767	1,445,504
Total Visitation			*3,118,781*	*3,062,360*

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	10%	10%	121,171	139,384
United States	82%	84%	1,220,362	1,361,045
Canada	5%	6%	73,568	101,668
UK	4%	2%	51,930	37,716
Germany	5%	2%	69,240	27,877
Scandinavia	1%	1%	12,983	21,318
Switzerland	<1%	1%	5,770	14,758
BeNeLux	1%	1%	21,638	11,479
France	<1%	<1%	4,328	6,559
Austria	<1%	<1%	7,213	4,919
Ireland	<1%	<1%	4,328	3,280
Latin America	-	<1%	-	3,280
Other	1%	1%	8,655	22,957

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$1,689,096,404	$1,949,931,034	15.4%
Paid Accommodations	$1,016,054,677	$1,233,327,951	21.4%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$117.14	$114.51	-2.2%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	25%	25%
Repeat	74%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	57.8%	63.7%	10.1%	$139.20	$143.48	3.1%	$80.52	$91.39	13.5%
Condo/Cottage/Vacation Home	61.5%	64.3%	4.5%	$183.47	$183.19	-0.2%	$112.84	$117.74	4.3%
RV Park/Campground	59.2%	59.2%	0.1%	$46.70	$47.82	2.4%	$27.63	$28.31	2.5%
AVERAGE	59.0%	62.8%	6.4%	$130.29	$131.21	0.7%	$76.85	$82.34	7.1%

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Visitor Profile Analysis
July 2011

A total of 200 *interviews were conducted with visitors in Lee County during the month of July 2011. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

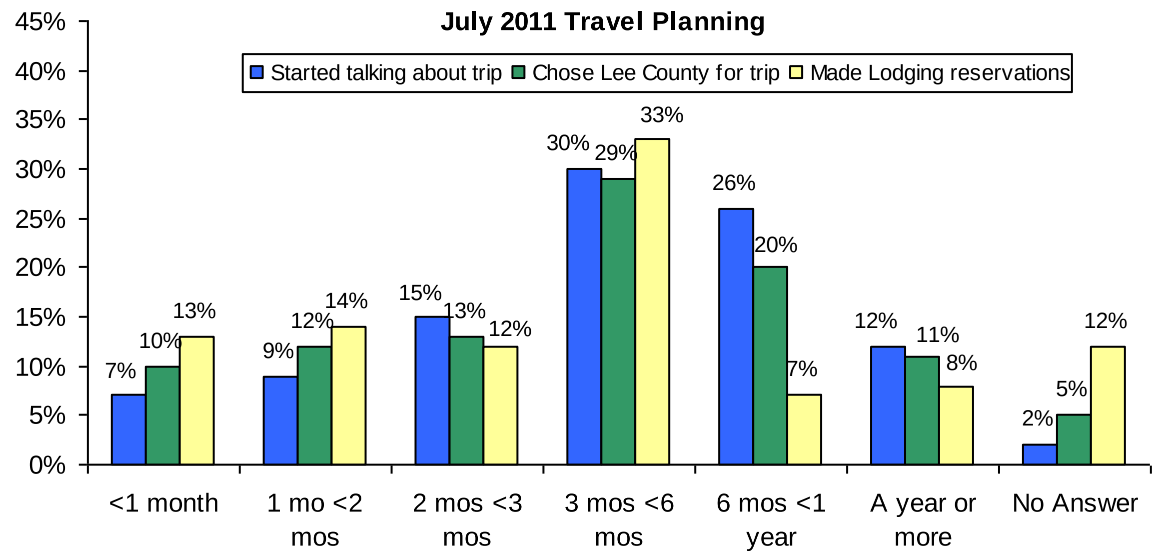
A total of 202 *interviews were conducted with visitors in Lee County during the month of July 2010. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

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.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	2011	2010	2011	2010	2011
Total Respondents	202	200	202	200	202	200
Less than 3 months (net)	26%	31%	30%	35%	40%	40%
<1 month	5%	7%	9%	10%	12%	13%
1 month - <2 months	9%	9%	10%	12%	16%	14%
2 months - <3 months	12%	15%	11%	13%	12%	12%
3 months or more (net)	70%	67%	65%	60%	49%	48%
3 months - <6 months	25%	30%	28%	29%	25%	33%
6 months - <1 year	25%	26%	19%	20%	<14%>	7%
A year or more	<20%>	12%	18%	11%	10%	8%
No Answer	4%	2%	4%	5%	11%	12%

Q3: When did you "start talking" about going on this trip?
Q4: When did you choose Lee County for this trip?
Q5: When did you make lodging reservations for this trip?



Travel Planning

Reserved Accommodations		
	July	
	2010	2011
Total Respondents Staying in Paid Accommodations	151	141
Before leaving home	90%	94%
After arriving in Florida	5%	4%
On the road, but not in Florida	-	1%
No Answer	5%	2%

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

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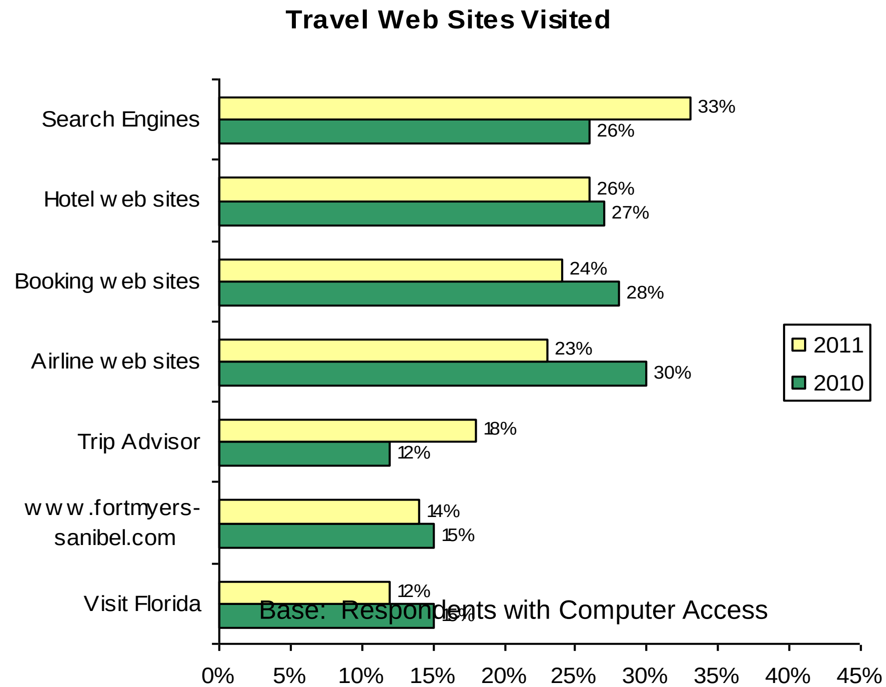
Travel Planning

Travel Web Sites Visited by July Travelers		
	2010	**2011**
Total Respondents with computer access	**194**	**191**
Visited web sites (net)	80%	81%
Search Engines	26%	33%
Hotel web sites	27%	26%
Booking web sites	28%	24%
Airline web sites	30%	23%
Trip Advisor	12%	18%
www.fortmyers-sanibel.com	15%	14%
Visit Florida	15%	12%
AAA	7%	7%
Travel Channel	2%	1%
Other	18%	21%
Did not visit web sites (net)	19%	17%
No Answer	2%	2%

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



Base: Respondents with Computer Access

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Travel Planning

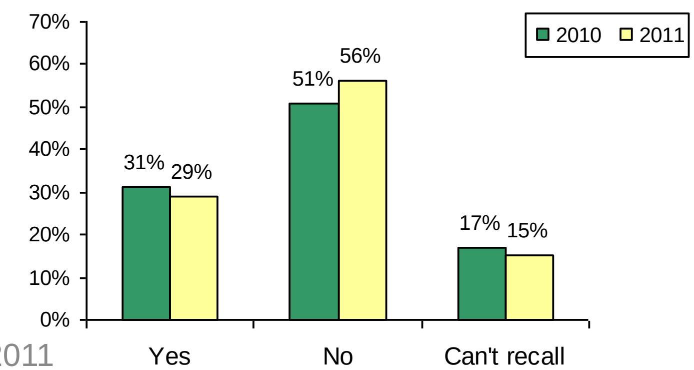
July Travelers Requesting Information		
	2010	2011
Total Respondents	202	200
Requested information (net)	34%	36%
Hotel Web Site	18%	13%
VCB Web Site	9%	10%
Visitor Guide	6%	4%
Call hotel	7%	4%
Call local Chamber of Commerce	1%	<1%
Magazine Reader Service Card	1%	-
Call VCB	1%	-
Other	9%	<16%>
Did not request information (net)	56%	54%
No Answer	10%	9%

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

Travel Agent Assistance		
	2010	2011
Total Respondents	202	200
Yes	3%	4%
No	96%	95%

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

Recall of Promotions



Recall of Lee County Promotions		
	2010	2011
Total Respondents	202	200
Yes	31%	29%
No	51%	56%
Can't recall	17%	15%

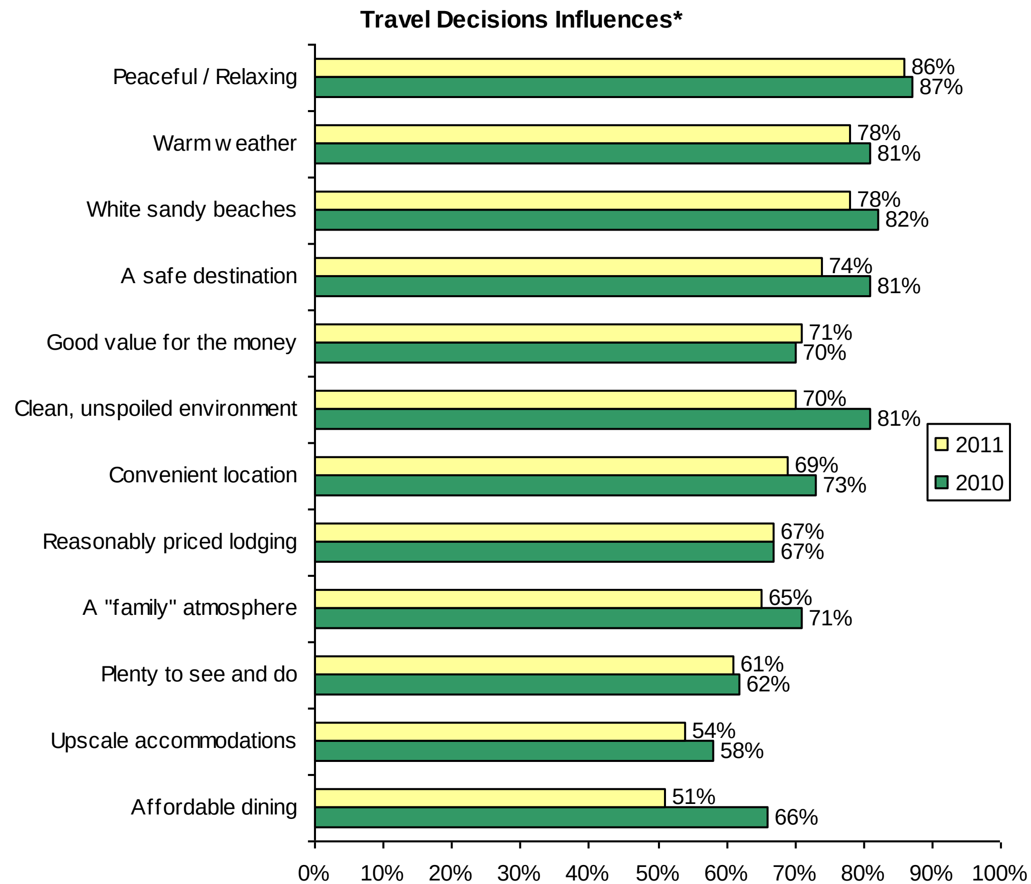
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

July Travel Decision Influences*		
	2010	**2011**
Total Respondents	202	200
Peaceful / Relaxing	87%	86%
Warm weather	81%	78%
White sandy beaches	82%	78%
A safe destination	81%	74%
Good value for the money	70%	71%
Clean, unspoiled environment	<81%>	70%
Convenient location	73%	69%
Reasonably priced lodging	67%	67%
A "family" atmosphere	71%	65%
Plenty to see and do	62%	61%
Upscale accommodations	58%	54%
Affordable dining	<66%>	51%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



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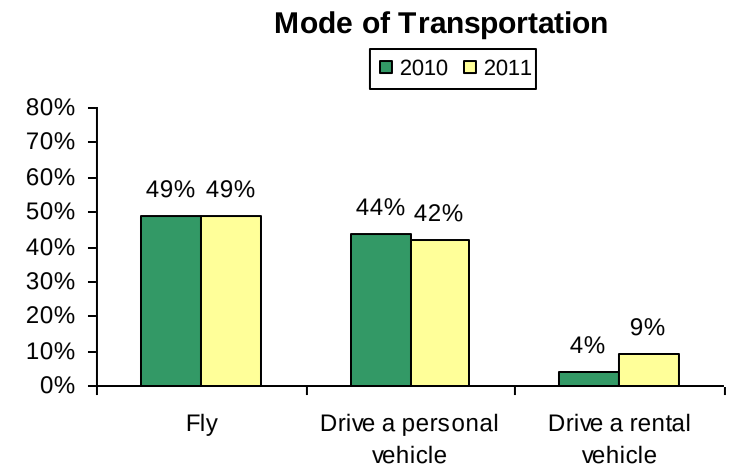
Trip Profile

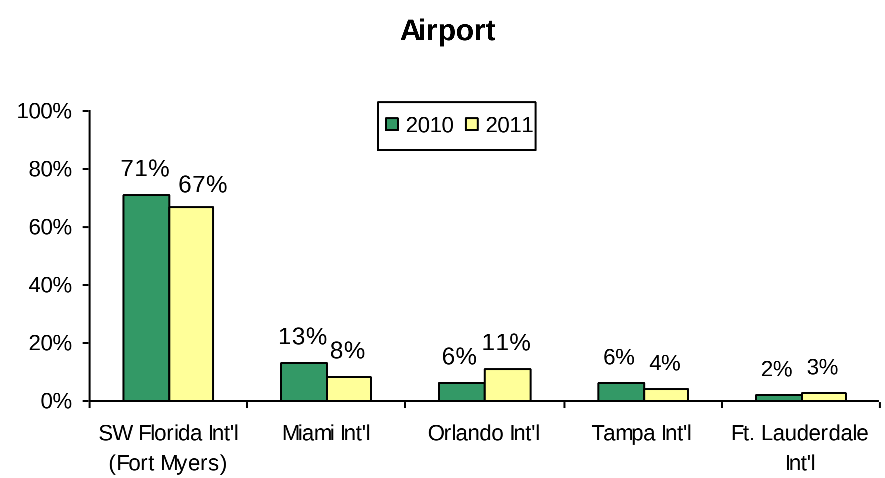
Mode of Transportation		
	2010	**2011**
Total Respondents	202	200
Fly	49%	49%
Drive a personal vehicle	44%	42%
Drive a rental vehicle	4%	9%
Drive an RV	1%	-
Other/No Answer (net)	1%	-

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



Airport		
	2010	**2011**
Respondents who flew into the area	99	99
SW Florida Int'l (Fort Myers)	71%	67%
Orlando Int'l	6%	11%
Miami Int'l	13%	8%
Tampa Int'l	6%	4%
Ft. Lauderdale Int'l	2%	3%
Other/No Answer (net)	2%	7%

Q2: At which Florida airport did you land?



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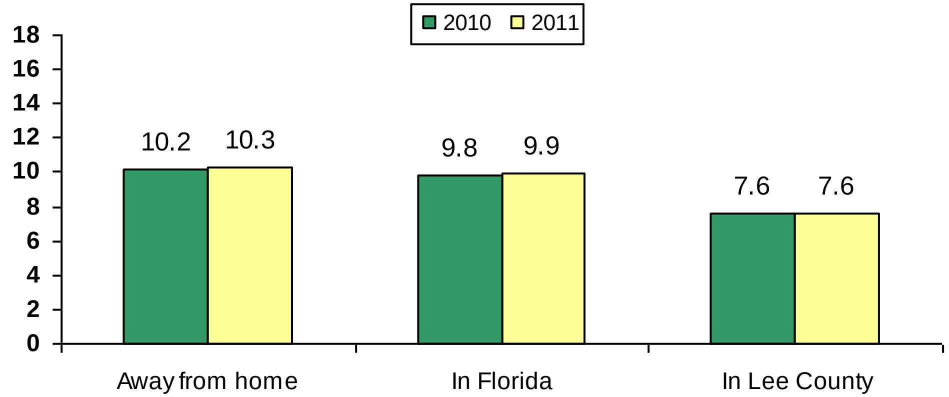
Trip Profile

July Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
Total Respondents	202	200	
Away from home	10.2	10.3	1.0%
In Florida	9.8	9.9	1.0%
In Lee County	7.6	7.6	0.0%

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

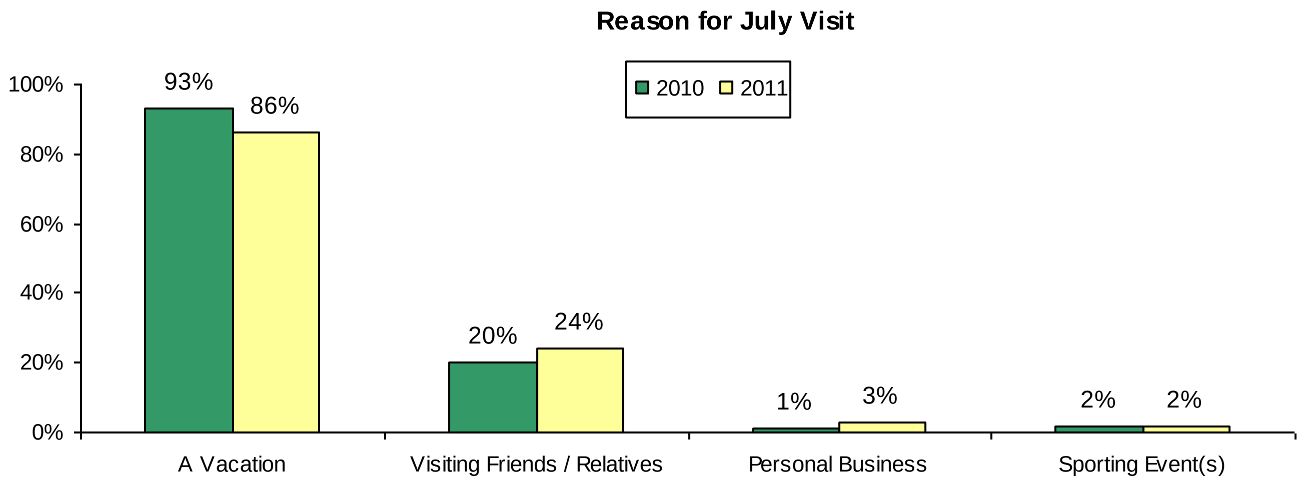
Trip Length (mean # of days)
Total Respondents



Trip Profile

Reason for July Visit		
	2010	**2011**
Total Respondents	202	200
A Vacation	<93%>	86%
Visiting Friends / Relatives	20%	24%
Personal Business	1%	3%
Sporting Event(s)	2%	2%
A Conference / Meeting	-	1%
A Convention / Trade Show	-	-
Other Business Trip	1%	<1%

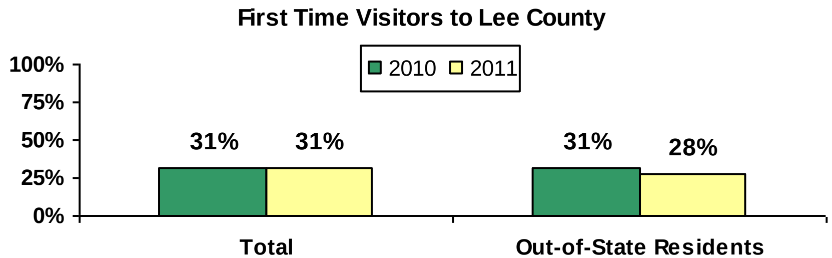
Q15: Did you come to our area for…(Please mark all that apply.)



Trip Profile

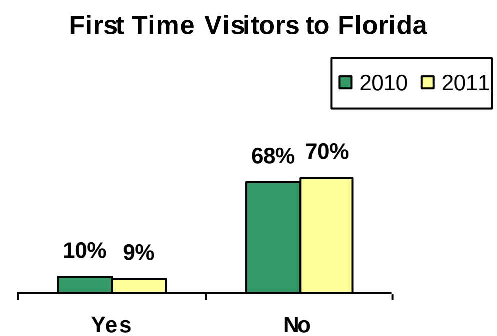
First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
Total Respondents	202	200	44*	38*	114	109	40*	39*
Yes	31%	31%	9%	13%	31%	28%	54%	58%
No	68%	67%	88%	78%	69%	71%	46%	42%
No Answer	1%	2%	2%	8%	-	1%	-	-

Q20: Is this your first visit to Lee County?
**Note: Small sample size. (N<70) Please interpret results with caution.*



First Time Visitors to Florida		
	2010	2011
Total Respondents	202	200
Yes	10%	9%
No	68%	70%
No answer	<1%	2%
*FL Residents**	*22%*	*19%*

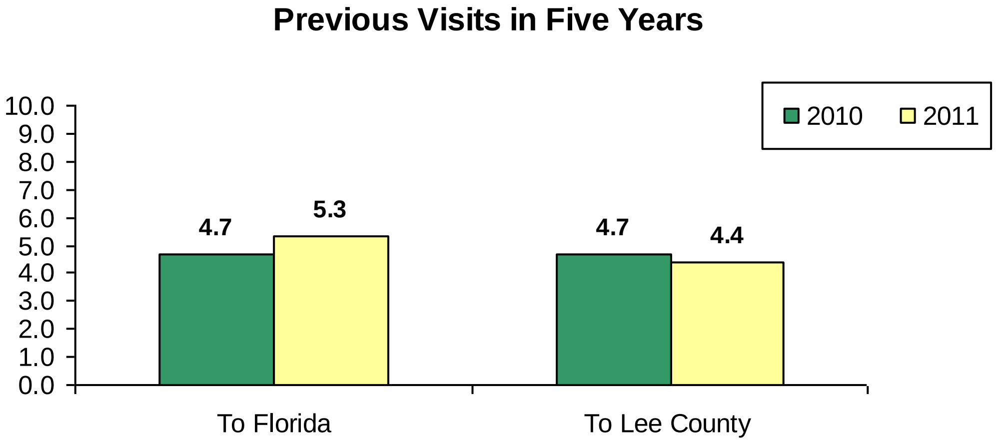
Q18: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
Base: Repeat Visitors	137 (FL res. Excl.)	141 (FL res. Excl.)	138	135
Number of visits	4.7	5.3	4.7	4.4

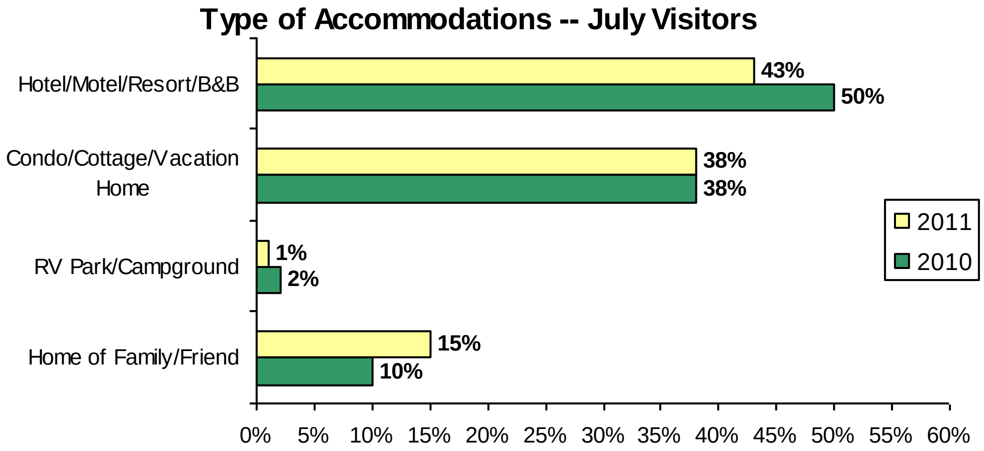
Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations - July Visitors		
	2010	**2011**
Total Respondents	202	200
Hotel/Motel/Resort/B&B	**50%**	**43%**
Hotel/motel/inn	<33%>	21%
Resort	17%	22%
B&B	-	<1%
Condo/Cottage/Vacation Home	**38%**	**38%**
Rented home/condo	23%	26%
Borrowed home/condo	3%	6%
Owned home/condo	<12%>	5%
RV Park/Campground	**2%**	**1%**
Home of family/friend	**10%**	**15%**
Day trip (no accommodations)	**-**	**2%**

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

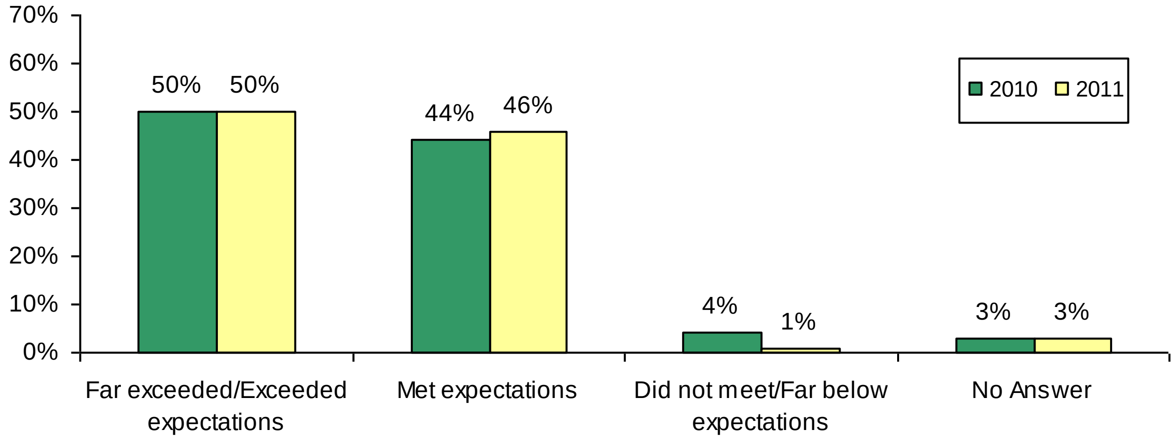


Trip Profile

Quality of Accommodations		
	2010	**2011**
Total Respondents	202	200
Far exceeded/Exceeded expectations	50%	50%
Met your expectations	44%	46%
Did not meet/Far below expectations	4%	1%
No Answer	3%	3%

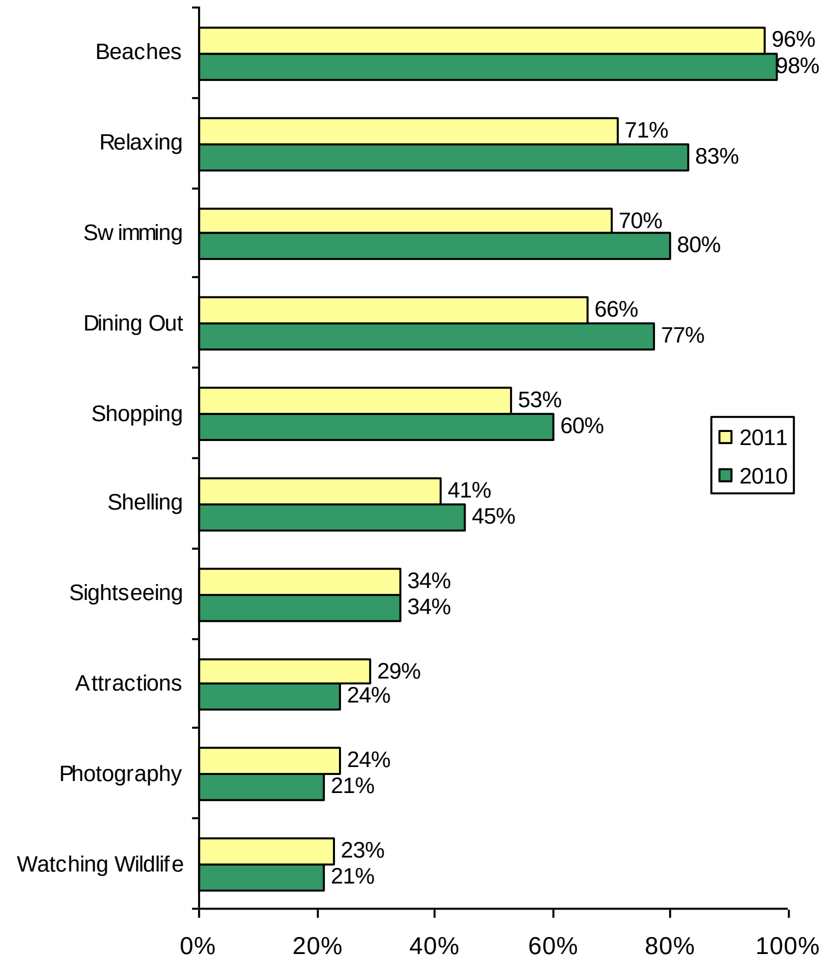
Q26: How would you describe the quality of your accommodations? Do you feel they:

Quality of Accommodations



Trip Activities

July Activities Enjoyed		
	2010	2011
Total Respondents	202	200
Beaches	98%	96%
Relaxing	<83%>	71%
Swimming	<80%>	70%
Dining Out	<77%>	66%
Shopping	60%	53%
Shelling	45%	41%
Sightseeing	34%	34%
Attractions	24%	29%
Photography	21%	24%
Watching Wildlife	21%	23%
Visiting Friends/Relatives	22%	19%
Bicycle Riding	13%	17%
Exercise / Working Out	15%	16%
Bars / Nightlife	14%	15%
Boating	10%	12%
Birdwatching	13%	12%
Fishing	18%	12%
Parasailing / Jet Skiing	9%	11%
Miniature Golf	11%	10%
Kayaking / Canoeing	4%	9%
Guided Tour	4%	6%
Sporting Event	4%	5%
Golfing	<10%>	4%
Cultural Events	3%	3%
Scuba Diving / Snorkeling	4%	3%
Tennis	4%	3%
Other	1%	2%
No Answer	1%	<1%



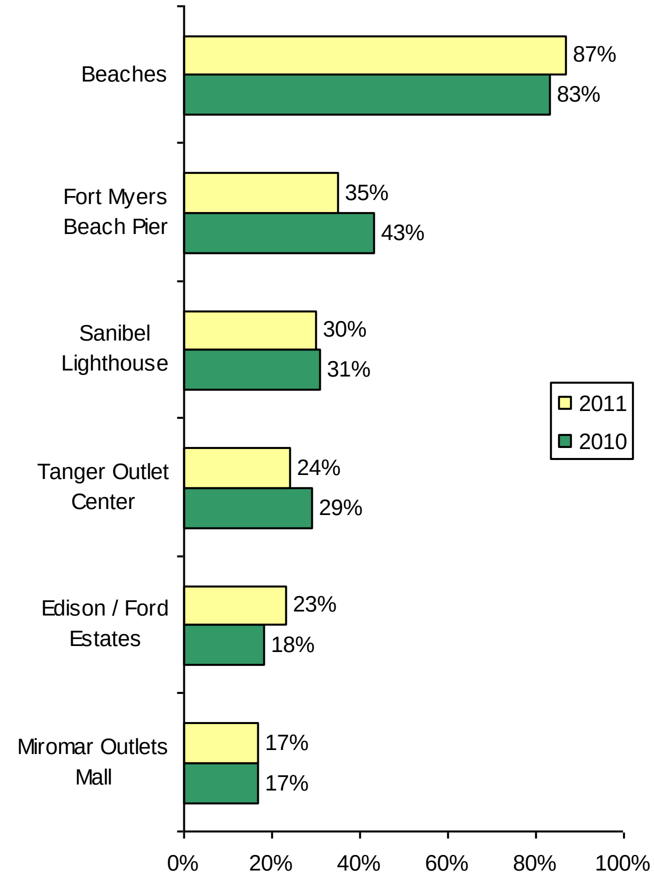
Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)

Trip Activities

July Attractions Visited		
	2010	**2011**
Total Respondents	202	200
Beaches	83%	87%
Fort Myers Beach Pier	43%	35%
Sanibel Lighthouse	31%	30%
Tanger Outlet Center	29%	24%
Edison / Ford Estates	18%	23%
Miromar Outlets Mall	17%	17%
Ding Darling National Wildlife Refuge	10%	17%
Shell Factory and Nature Park	13%	13%
Periwinkle Place	17%	13%
Coconut Point Mall	10%	10%
Bell Tower Shops	15%	10%
Edison Mall	11%	7%
Bailey-Matthews Shell Museum	4%	7%
Gulf Coast Town Center	9%	6%
Broadway Palm Dinner Theater	2%	2%
Manatee Park	4%	2%
Babcock Wilderness Adventures	<1%	1%
Other	4%	4%
None/No Answer (net)	4%	3%

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

July Attractions Visited

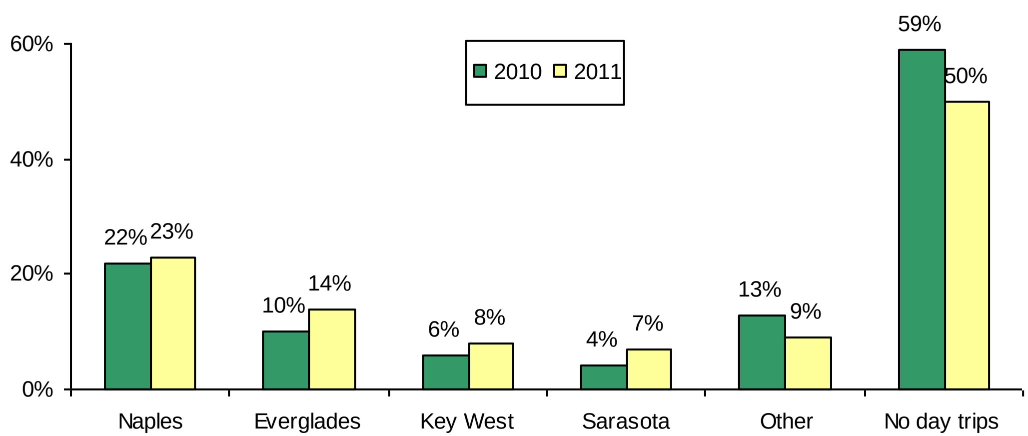


Trip Activities

July Day Trips Outside Lee County		
	2010	2011
Total Respondents	**202**	**200**
Any day trips (net)	36%	40%
Naples	*22%*	*23%*
Everglades	*10%*	*14%*
Key West	*6%*	*8%*
Sarasota	*4%*	*7%*
Other	*13%*	*9%*
No day trips	59%	50%
No Answer	4%	10%

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

July Day Trips Outside Lee County

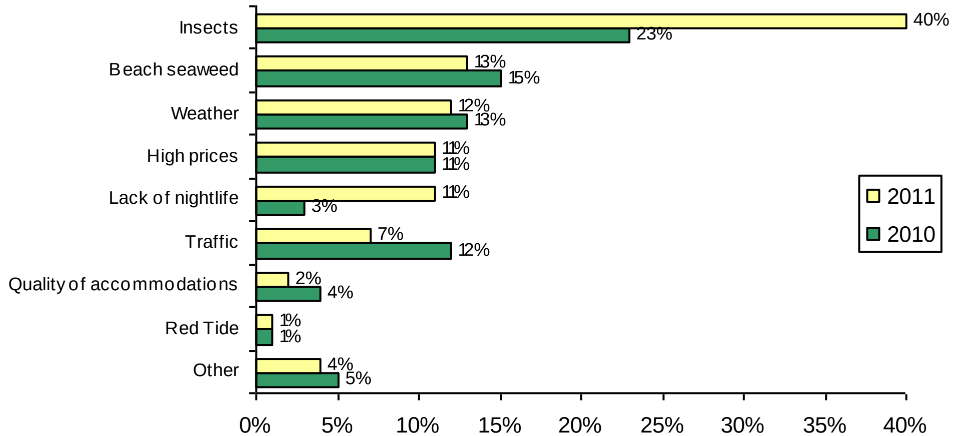


Trip Activities

Least Liked Features		
	2010	**2011**
Total Respondents	202	200
Insects	23%	<40%>
Beach seaweed	15%	13%
Weather	13%	12%
High prices	11%	11%
Lack of nightlife	3%	<11%>
Traffic	12%	7%
Quality of accommodations	4%	2%
Red Tide	1%	1%
Other	5%	4%
Nothing/No Answer (net)	37%	31%

Q34: During the specific visit, which features have you liked least about our area? (*Please mark ALL that apply.)*

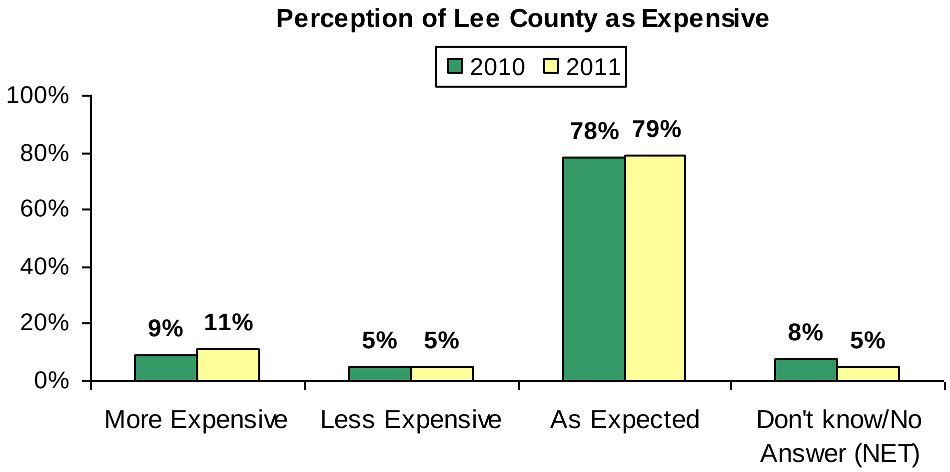
Least Liked Features



Trip Activities

Perception of Lee County as Expensive		
	2010	**2011**
Total Respondents	202	200
More Expensive	9%	11%
Less Expensive	5%	5%
As Expected	78%	79%
Don't know/No Answer (net)	8%	5%

Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

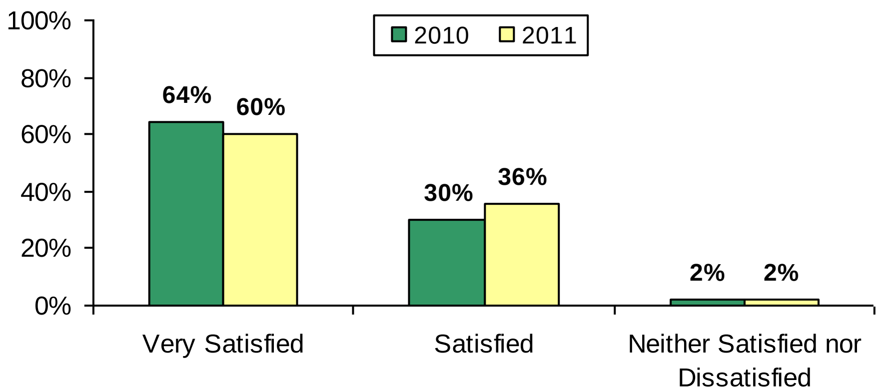


Lee County Experience

Satisfaction with Visit		
	2010	**2011**
Total Respondents	**202**	**200**
<u>Satisfied</u>	<u>94%</u>	<u>97%</u>
Very Satisfied	*64%*	*60%*
Satisfied	*30%*	*36%*
Neither	2%	2%
Dissatisfied/Very Dissatisfied	-	-
Don't know/no answer	<4%>	1%

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

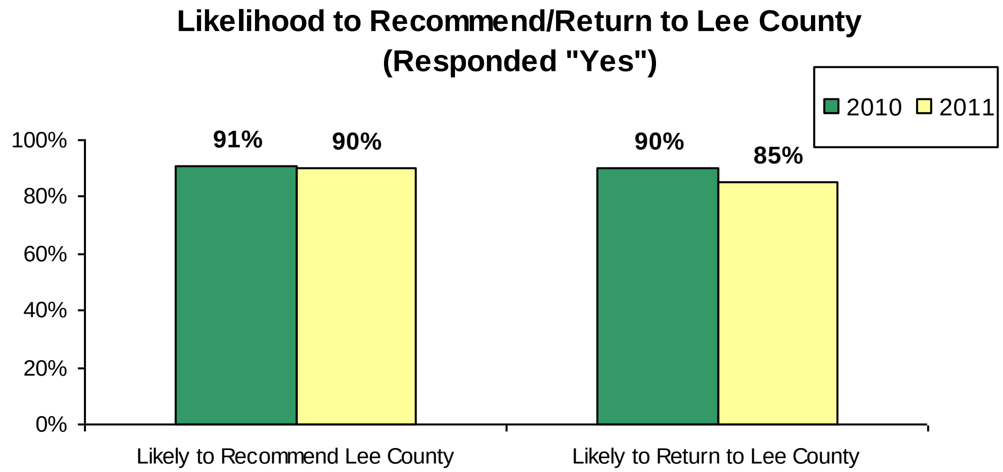
Satisfaction with Visit



Future Plans

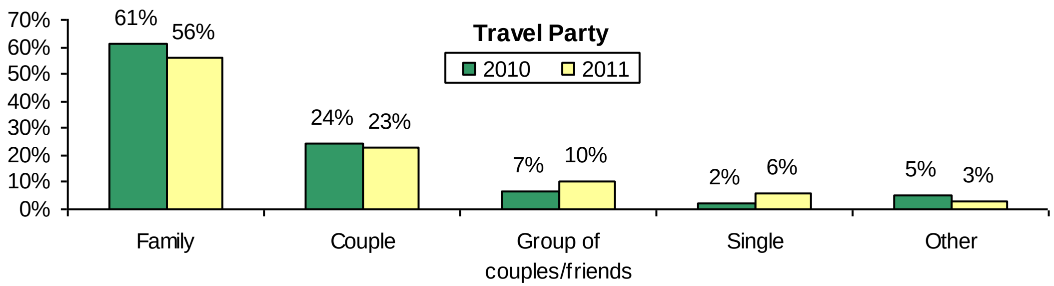
Likelihood to Recommend/Return to Lee County		
	2010	2011
Total Respondents	202	200
Likely to Recommend Lee County	91%	90%
Likely to Return to Lee County	90%	85%
Base: Total Respondents Planning to Return	182	171
Likely to Return Next Year	62%	60%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q35: Will you come back to Lee County?
Q36: Will you come back next year?



Visitor and Travel Party Demographic Profile

July Travel Party		
	2010	2011
Total Respondents	202	200
Family	61%	56%
Couple	24%	23%
Group of couples/friends	7%	10%
Single	2%	6%
Other	5%	3%
No Answer	<1%	2%
Mean travel party size	3.8	3.8
Mean adults in travel party	2.9	2.6



Travel Parties with Children		
	2010	2011
Total Respondents	202	200
Traveling with any Children (net)	47%	49%
Any younger than 6	14%	16%
Any 6 - 11 years old	21%	25%
Any 12 - 17 years old	33%	29%

Q22: On this trip, are you traveling:
Q23: Including yourself, how many people are in your immediate travel party?
Q24: How many of those people are:
Younger than 6 years old/6-11 years old/12-17 years old/Adults

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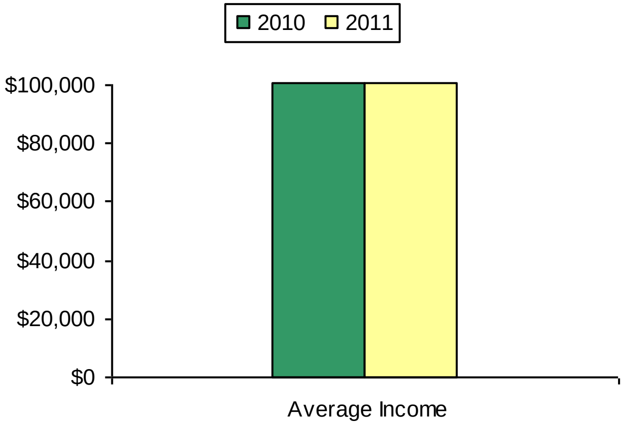
Visitor and Travel Party Demographic Profile

July Visitor Demographic Profile		
	2010	**2011**
Total Respondents	202	200
Vacations per year (mean)	2.4	2.8
Short getaways per year (mean)	3.6	3.4
Age of respondent (mean)	<46.4>	43.6
Annual household income (mean)	$100,479	$100,538
Martial Status		
Married	75%	68%
Single	12%	18%
Other	12%	10%

Annual Household Income



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q38: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40. Are you: Married/Single/Other

Visitor Origin and Visitation Estimates

Total July Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	48%	62%	220,020	243,695	10.8%
Friends/Relatives	52%	38%	242,014	152,408	-37.0%
Total Visitation			*462,034*	*396,103*	*-14.3%*
July Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	77%	79%	170,479	191,845	12.5%
Canada	3%	4%	5,828	10,370	77.9%
UK	4%	4%	8,743	10,370	18.6%
Scandinavia	3%	3%	5,828	6,913	18.6%
Switzerland	1%	3%	1,457	6,913	374.5%
BeNeLux	5%	2%	11,657	5,185	-55.5%
Germany	4%	1%	8,743	3,457	-60.5%
Austria	-	1%	-	1,728	-
Ireland	1%	1%	1,457	1,728	18.6%
France	1%	1%	2,914	1,728	-40.7%
Latin America	-	1%	-	1,728	-
Other	1%	1%	2,914	1,728	-40.7%
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	33%	31%	55,369	58,763	6.1%
South (including Florida)	51%	51%	87,425	96,787	10.7%
Midwest	35%	25%	59,741	48,393	-19.0%
Northeast	10%	15%	17,485	29,382	68.0%
West	1%	1%	1,457	1,728	18.6%
No Answer	3%	8%	4,371	15,555	-

2011 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	14%	25,925
New York	10%	19,012
Tampa-Saint Petersburg (Sarasota)	8%	15,555
Atlanta	6%	12,098
Indianapolis	5%	8,642
West Palm Beach-Fort Pierce	5%	8,642
Chicago	4%	6,913
Orlando-Daytona Beach-Melbourne	4%	6,913
Saint Louis	4%	6,913
Lexington	3%	5,185

Occupancy Data Analysis
July 2011

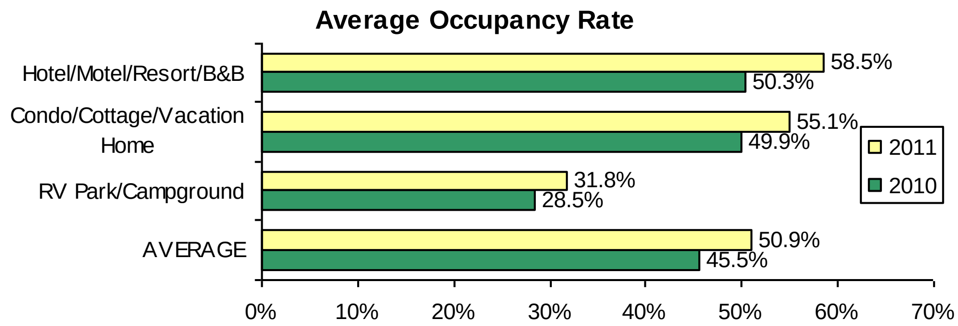
Property managers representing 114 properties in Lee County were interviewed for the July 2011 Occupancy Survey between August 1 and August 15, 2011, a sample considered accurate to plus or minus 9.2 percentage points at the 95% confidence level.

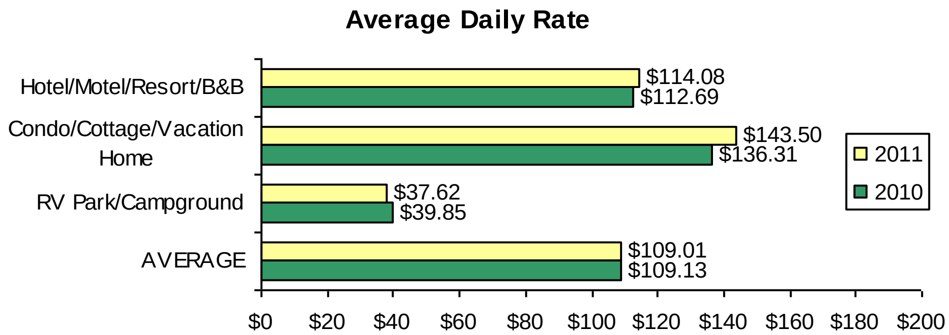
Property managers representing 138 properties in Lee County were interviewed for the July 2010 Occupancy Survey between August 1 and August 15, 2010, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.

July Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	133	109		135	109		133/135	109/109	
Hotel/Motel/Resort/B&B	50.3%	58.5%	16.3%	$112.69	$114.08	1.2%	$56.66	$66.69	17.7%
Condo/Cottage/Vacation Home	49.9%	55.1%	10.4%	$136.31	$143.50	5.3%	$67.96	$79.00	16.2%
RV Park/Campground	28.5%	31.8%	11.8%	$39.85	$37.62	-5.6%	$11.34	$11.97	5.6%
AVERAGE	45.5%	50.9%	11.9%	$109.13	$109.01	-0.1%	$49.70	$55.53	11.7%

Q16: What was your overall average occupancy rate for the month of July ?
Q17: What was your average daily rate (ADR) in July?





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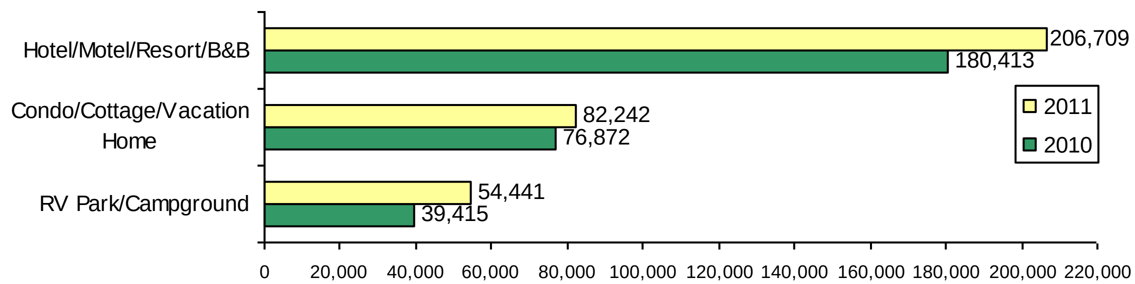
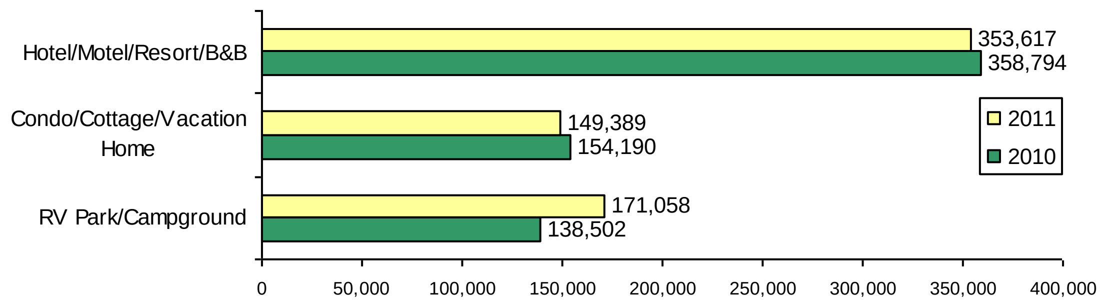
July Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	**2011**	**% Change**	**2010**	**2011**	**% Change**
Hotel/Motel/Resort/B&B	180,413	206,709	14.6%	358,794	353,617	-1.4%
Condo/Cottage/Vacation Home	76,872	82,242	7.0%	154,190	149,389	-3.1%
RV Park/Campground	39,415	54,441	38.1%	138,502	171,058	23.5%
Total	**296,700**	**343,392**	**15.7%**	**651,486**	**674,064**	**3.5%**

Occupied Room Nights



Available Room Nights



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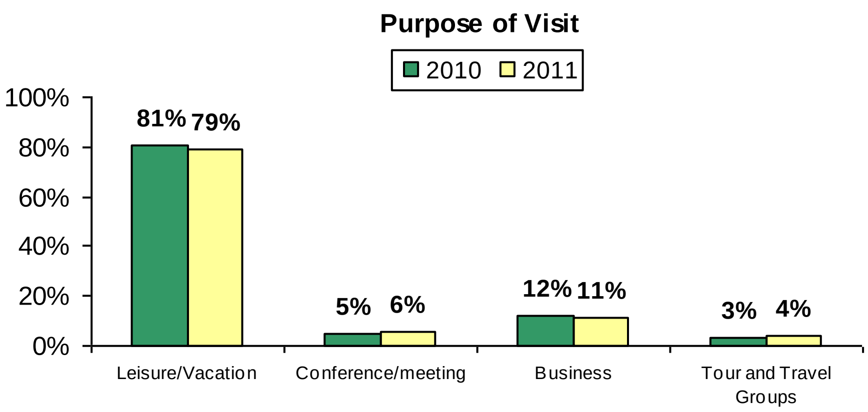
Lodging Management Estimates

July Guest Profile		
	2010	2011
Property Managers Responding	116	100
Purpose of Visit		
Leisure/Vacation	81%	79%
Conference/meeting	5%	6%
Business	12%	11%
Tour and Travel Groups	3%	4%
Property Managers Responding	125	104
Average guests per room	2.7	2.8
Property Managers Responding	124	104
Average length of stay in nights	5.4	5.4

Q23: What percent of your July room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in July?
Q19: What was the average length of stay (in nights) of your guests in July?



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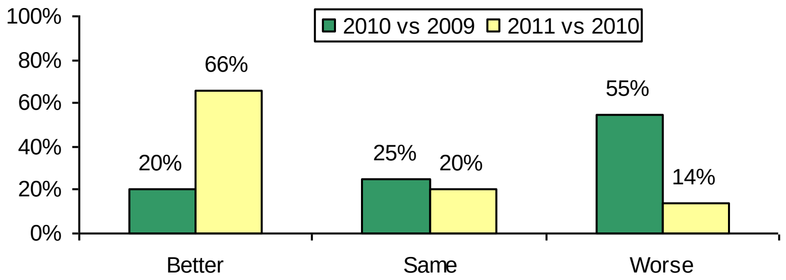
Occupancy Barometer

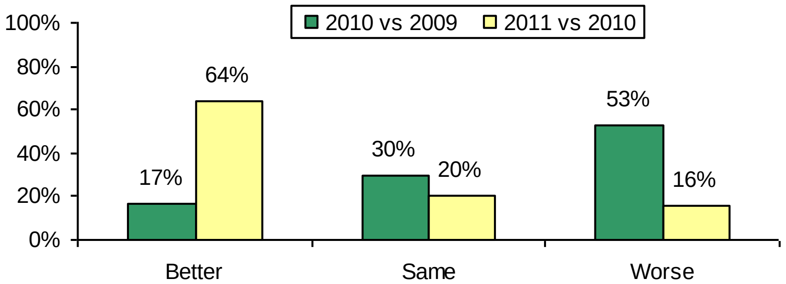
	July Occupancy		July Revenue	
	2010	2011	2010	2011
Property Managers Responding	128	108	124	107
Better/Same (NET)	45%	<86%>	47%	<84%>
Better	20%	<66%>	17%	<64%>
Same	25%	<20%>	30%	20%
Worse	<55%>	14%	<53%>	16%

Q25: Was your July occupancy better, the same, or worse than it was in July 2010?
How about your property's July revenue – better, the same, or worse than July 2010?

July Occupancy



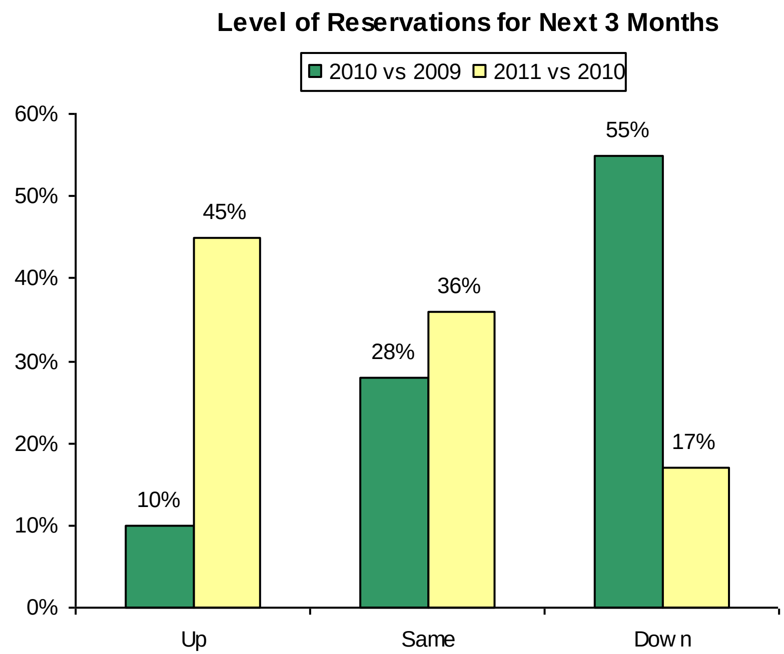
July Revenue



Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2010	**2011**
Total Answering Respondents	128	106
Up/Same (net)	38%	<81%>
Up	10%	<45%>
Same	28%	36%
Down	<55%>	17%
N/A	6%	2%

Q26: Compared to August, September and October of one year ago, is your property's total level of reservations up, the same or down for the upcoming August, September and October?

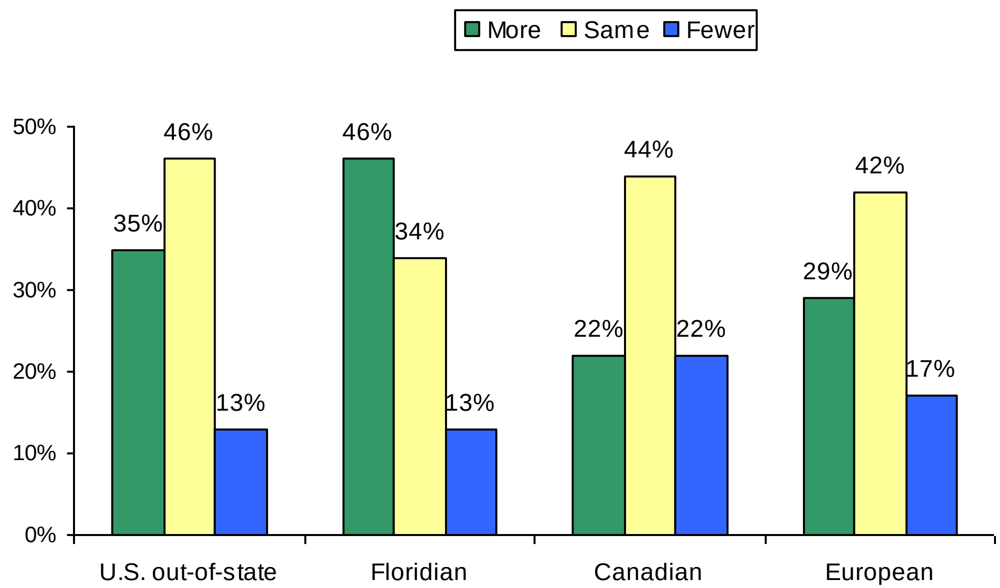


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (101/89 Minimum)	More		Same		Fewer		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
U.S out-of-state	9%	<35%>	38%	46%	<45%>	13%	7%	6%
Floridian	14%	<46%>	41%	34%	<37%>	13%	8%	7%
Canadian	4%	<22%>	35%	44%	<50%>	22%	11%	11%
European	7%	<29%>	36%	42%	<48%>	17%	9%	11%

Q27: Now thinking about the specific origins of your guests, for the upcoming August, September and October do you expect more, the same, or fewer guests from each of the following areas than you had in August, September and October of one year ago?

Origin of Guests for Next 3 Months Compared to Last Year
July 2011



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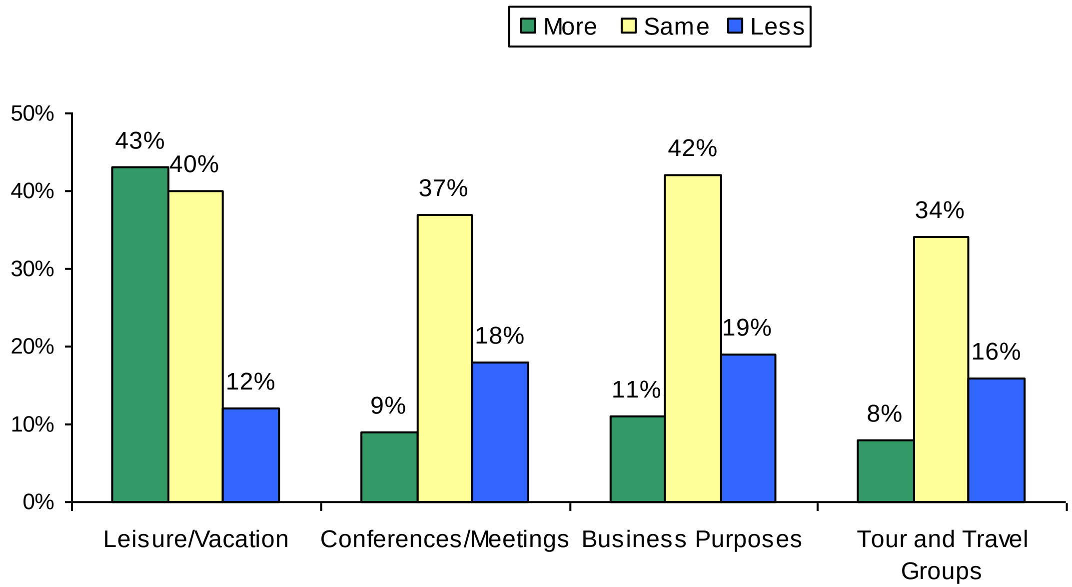
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (99/91 Minimum)	More		Same		Less		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
Leisure/Vacation	9%	<43%>	44%	40%	<39%>	12%	9%	5%
Conferences/Meetings	3%	9%	23%	<37%>	<31%>	18%	44%	36%
Business Purposes	6%	11%	28%	<42%>	28%	19%	38%	29%
Tour and Travel Groups	6%	8%	21%	34%	25%	16%	47%	42%

Q28: Compared to August, September and October of one year ago will the following types of travelers generate more, the same, or less business for your property in the upcoming August, September and October?

Type of Travelers for Next 3 Months Compared to Last Year
July 2011

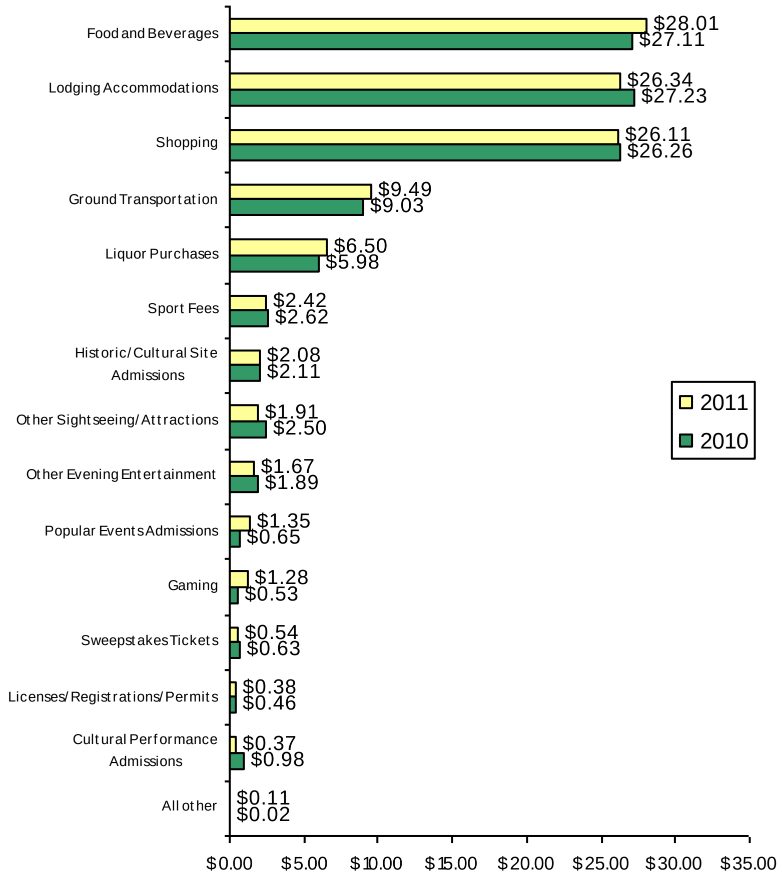


Economic Impact Analysis
July 2011

Average Expenditures

July Average Expenditures per Person per Day			
	2010	**2011**	**% Change**
TOTAL	$107.99	$108.59	0.6%
Food and Beverages	$27.11	$28.01	3.3%
Lodging Accommodations	$27.23	$26.34	-3.3%
Shopping	$26.26	$26.11	-0.6%
Ground Transportation	$9.03	$9.49	5.1%
Liquor Purchases	$5.98	$6.50	8.7%
Sport Fees	$2.62	$2.42	-7.6%
Historic/Cultural Site Admissions	$2.11	$2.08	-1.4%
Other Sightseeing/Attractions	$2.50	$1.91	-23.6%
Other Evening Entertainment	$1.89	$1.67	-11.6%
Popular Events Admissions	$0.65	$1.35	107.7%
Gaming	$0.53	$1.28	141.5%
Sweepstakes Tickets	$0.63	$0.54	-14.3%
Licenses/Registrations/Permits	$0.46	$0.38	-17.4%
Cultural Performance Admissions	$0.98	$0.37	-62.2%
All other	$0.02	$0.11	450.0%

Average Expenditures per Person per Day



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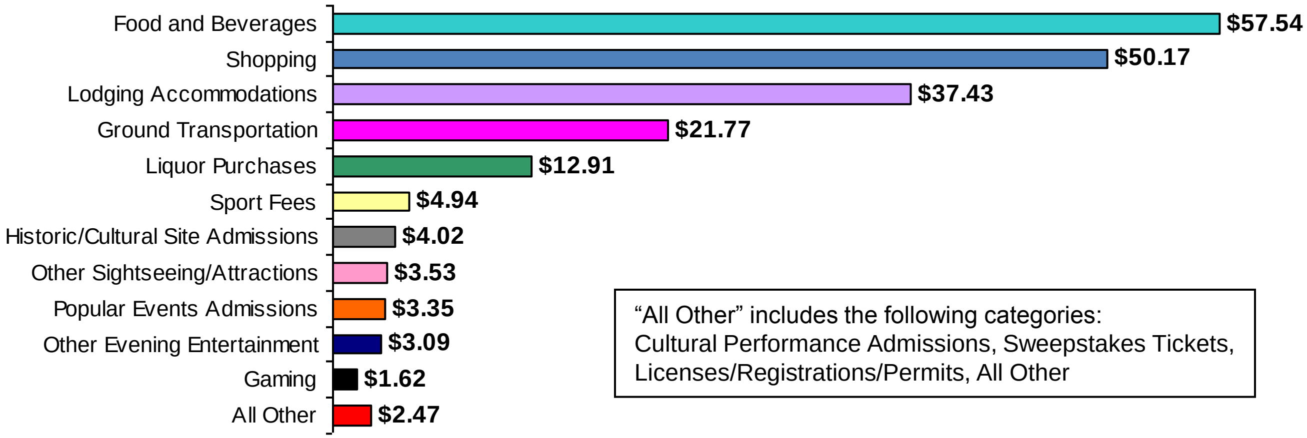
Total Visitor Expenditures by Spending Category

July TOTAL EXPENDITURES			
	2010	2011	% Change
TOTAL	$182,179,832	$202,828,184	11.3%
Food and Beverages	$50,190,764	$57,538,085	14.6%
Shopping	$44,312,630	$50,174,026	13.2%
Lodging Accommodations	$32,379,420	$37,432,129	15.6%
Ground Transportation	$18,223,811	$21,769,762	19.5%
Liquor Purchases	$9,572,184	$12,905,158	34.8%
Sport Fees	$6,216,187	$4,937,416	-20.6%
Historic/Cultural Site Admissions	$4,832,177	$4,017,919	-16.9%
Other Sightseeing/Attractions	$6,797,322	$3,525,205	-48.1%
Popular Events Admissions	$1,790,025	$3,354,298	87.4%
Other Evening Entertainment	$4,381,825	$3,086,105	-29.6%
Gaming	$901,022	$1,615,822	79.3%
All Other	$2,582,465	$2,472,259	-4.3%

July 2011 Total Expenditures (Millions)



"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, All Other

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Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2010	2011	% Change	2010	2011	% Change
TOTAL	$96,358,821	$116,027,393	20.4%	$85,821,011	$86,800,791	1.1%
Lodging Accommodations	$32,379,420	$37,432,129	15.6%	$0	$0	-
Food and Beverages	$21,494,917	$27,753,762	29.1%	$28,695,847	$29,784,323	3.8%
Shopping	$20,802,121	$24,889,885	19.7%	$23,510,509	$25,284,141	7.5%
Ground Transportation	$6,909,121	$8,692,106	25.8%	$11,314,690	$13,077,656	15.6%
Liquor Purchases	$4,787,892	$6,284,909	31.3%	$4,784,292	$6,620,249	38.4%
Sport Fees	$2,445,026	$2,784,475	13.9%	$3,771,161	$2,152,941	-42.9%
Other Sightseeing/Attractions	$2,091,401	$1,858,915	-11.1%	$4,705,921	$1,666,290	-64.6%
Historic/Cultural Site Admissions	$1,578,007	$1,660,024	5.2%	$3,254,170	$2,357,895	-27.5%
Other Evening Entertainment	$1,514,192	$1,537,566	1.5%	$2,867,633	$1,548,539	-46.0%
Popular Events Admissions	$552,070	$1,314,308	138.1%	$1,237,955	$2,039,990	64.8%
Gaming	$346,627	$1,043,644	201.1%	$554,395	$572,178	3.2%
All Other	$1,458,027	$775,670	-46.8%	$1,124,438	$1,696,589	50.9%

"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, All Other

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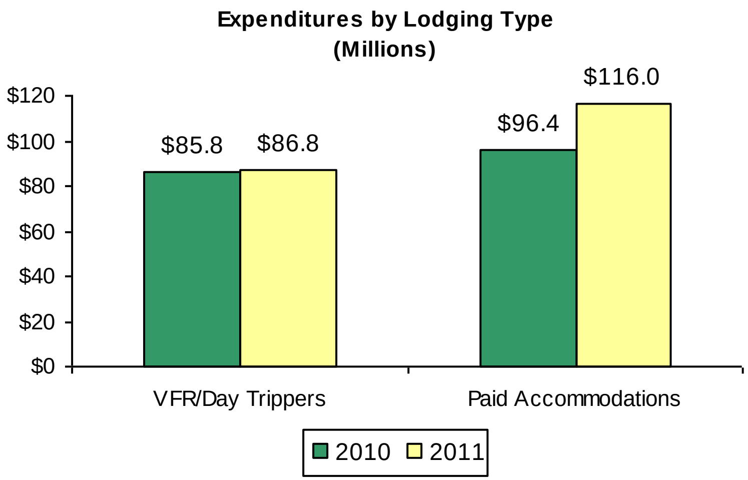
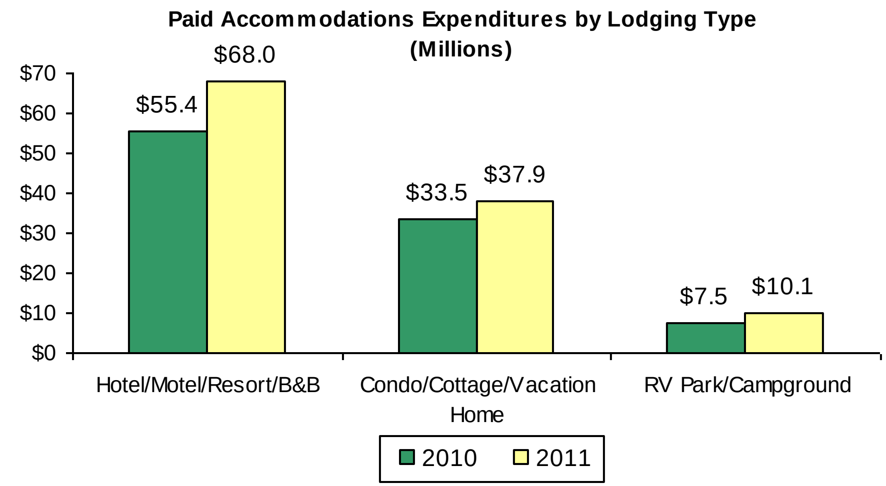
Total Visitor Expenditures by Lodging Type

July Total Expenditures by Lodging Type					
	2010	2011	% Change	2010	2011
TOTAL	$182,179,832	$202,828,184	11.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	$85,821,011	$86,800,791	1.1%	47%	43%
Paid Accommodations	$96,358,821	$116,027,393	20.4%	53%	57%
Hotel/Motel/Resort/B&B	$55,365,162	$68,039,174	22.9%	30%	34%
Condo/Cottage/Vacation Home	$33,510,431	$37,909,937	13.1%	18%	19%
RV Park/Campground	$7,483,228	$10,078,282	34.7%	4%	5%





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Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

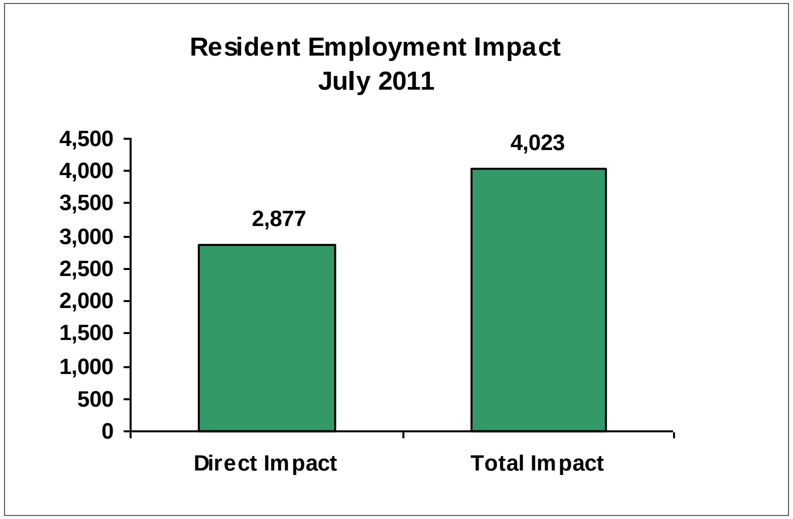
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



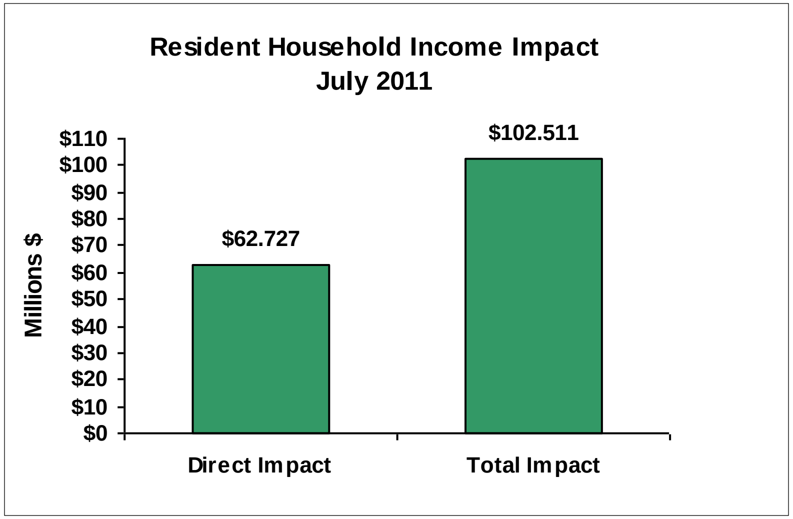
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).



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Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

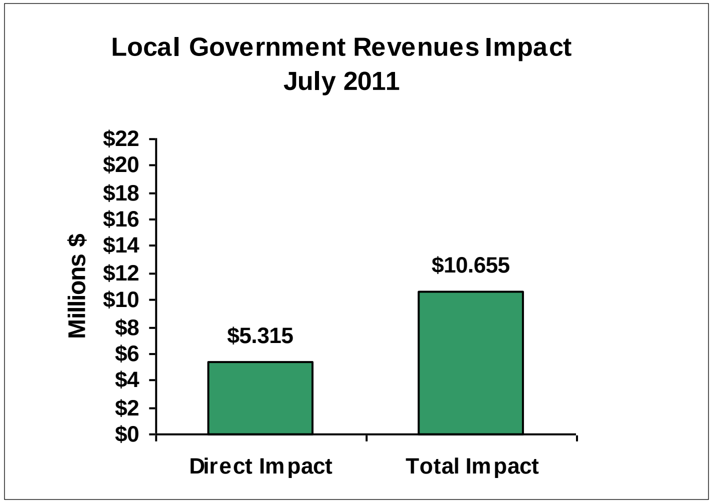
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

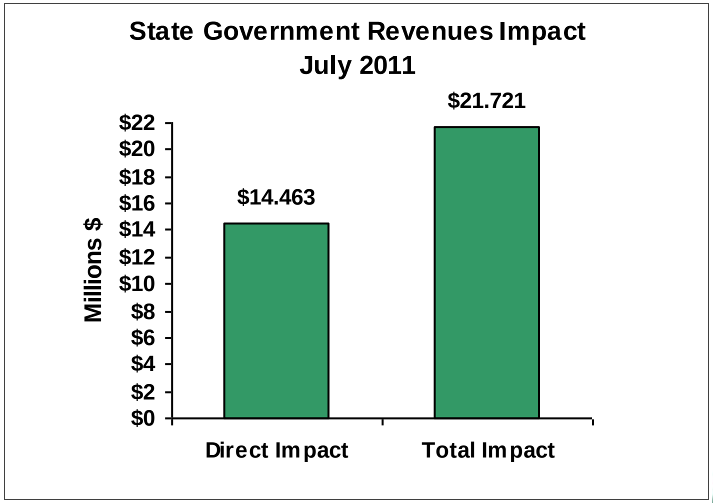
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).





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Appendix
July 2011

July 2011 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	The Pier	7/8/2011	24
Ft. Myers	Edison Estates	7/9/2011	29
Sanibel	Coquina Beach Resort	7/13/2011	8
Sanibel	Holiday Inn	7/13/2011	6
Sanibel	Sanibel Surfside	7/13/2011	6
Sanibel	Sundial Beach Resort	7/13/2011	7
Ft. Myers	Centennial Park	7/16/2011	9
Ft. Myers	Clarion	7/16/2011	4
North Ft. Myers	Shell Factory	7/16/2011	11
Fort Myers Beach	Best Western	7/19/2011	10
Fort Myers Beach	Diamond Head Resort	7/19/2011	10
Fort Myers Beach	Estero Beach Club	7/19/2011	7
Fort Myers Beach	Windward Passage	7/19/2011	4
Cape Coral	Cape Coral Yacht Club	7/23/2011	11
Bonita Springs	Bonita Beach	7/26/2011	25
Sanibel	Loggerhead Cay	7/28/2011	4
Sanibel	Sanibel Inn	7/28/2011	8
Sanibel	Tarpon Beach	7/28/2011	6
Sanibel	Tortuga Beach Club	7/28/2011	6
Sanibel	White Sands Cottages	7/28/2011	4
TOTAL			**200**

Occupancy Interviewing Statistics

Interviews were conducted from August 1 – August 15, 2011. Information was provided by 114 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	71
Condo/Cottage/Vacation Home/Timeshare	28
RV Park/Campground	15
Total	114