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



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

### Prepared for:

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

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## Lee County June 2006 Visitor Profile

### *Executive Summary: June 2006*

1. June 2006 continued this year's positive trend of visitation and tourism's economic impact on the Beaches of Fort Myers - Sanibel. The destination hosted closed to 9,000 additional tourists, while total economic impact expanded by \$16.5 million (**2005: \$145,489,886; 2006: \$161,961,461**). Even though the inventory of available units increased significantly (an estimated 1,000 additional units), average daily rates grew by 10.2%, suggesting continued demand pressures during the first part of the Spring/Summer season.
  
2. Importantly, Florida, the Northeast, the Midwest, and Europe were the primary contributors to the demand expansion. Specifically:

| <u>Market Segments</u> | <u>Rel.<br/>%</u> | <u>2005<br/>Visitor #</u> | <u>June<br/>Rel.<br/>%</u> | <u>2006<br/>Visitor #</u> | <u>Difference</u> |
|------------------------|-------------------|---------------------------|----------------------------|---------------------------|-------------------|
| Florida                | 20.5%             | 31,759                    | 21.6%                      | 35,383                    | +3,624            |
| Southeast              | 9.7               | 15,028                    | 8.6                        | 14,088                    | - 940             |
| Northeast              | 23.9              | 37,027                    | 23.5                       | 38,495                    | +1,468            |
| Midwest                | 32.5              | 50,350                    | 32.0                       | 52,419                    | +2,069            |
| Canada                 | 0.6               | 930                       | 0.7                        | 1,147                     | + 217             |
| Europe                 | 10.1              | 15,647                    | 10.5                       | 17,200                    | +1,553            |
| Markets of Opportunity | 2.7               | 4,183                     | 3.1                        | 5,078                     | + 895             |
| <b>Total</b>           | <b>100.0</b>      | <b>154,924</b>            | <b>100.0</b>               | <b>163,810</b>            | <b>+8,886</b>     |

3. Reflecting the success of the destination's advertising and promotional efforts, fully 42.4% of this June's visitors are in Lee for the first time (**2005: 39.5%**).

## Lee County June 2006 Visitor Profile

4. While some 33.7% of Lee's June census drove to the destination, air travel remains the primary mode of transportation (**2005: 62.0%; 2006: 66.2%**).
5. The importance of the Florida market to the buoyancy of the County's tourism industry is underscored by the visitation levels from primary Florida DMA's:

| <u>June 2005</u> |                      | <u>June 2006</u> |     | <u>'05 Rank</u>      |      |    |
|------------------|----------------------|------------------|-----|----------------------|------|----|
| 1.               | New York             | 9.3%             | 1.  | Miami/Ft. Lauderdale | 9.8% | 2  |
| 2.               | Miami/Ft. Lauderdale | 9.0              | 2.  | New York             | 8.8  | 1  |
| 3.               | Chicago              | 7.1              | 3.  | Chicago              | 7.8  | 3  |
| 4.               | Tampa/St. Petersburg | 5.5              | 4.  | Tampa/St. Petersburg | 5.8  | 4  |
| 5.               | Philadelphia         | 4.7              | 5.  | Philadelphia         | 4.9  | 5  |
| 6.               | Greater Orlando Area | 4.5              | 6.  | West Palm Beach      | 4.1  | -- |
| 7.               | Detroit              | 4.2              | 7.  | Boston               | 3.9  | 9  |
| 8.               | Cleveland            | 3.8              | 8.  | Greater Orlando Area | 3.8  | 6  |
| 9.               | Boston               | 3.6              | 9.  | Detroit              | 3.5  | 7  |
| 10.              | Cincinnati           | 3.5              | 10. | Indianapolis         | 3.3  | 11 |
| 11.              | Indianapolis         | 3.5              | 11. | Minneapolis/St. Paul | 3.3  | -- |

6. Reflecting consumers' uncertainty about Summer weather, the management barometer reports that fully 41.6% of June visitors made their reservations within seven (7) days of arriving in Lee or were "walk-ons."
7. This June, better than nine of every ten visitors (94.3%) report accessing the Internet, with a majority (74.9%) of **ALL** visitors retrieving travel information on-line. Additionally, some 67.0% buy travel services on the Internet, and 53.1% say that they bought travel services for this trip on-line (**2005: 39.6%**).

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



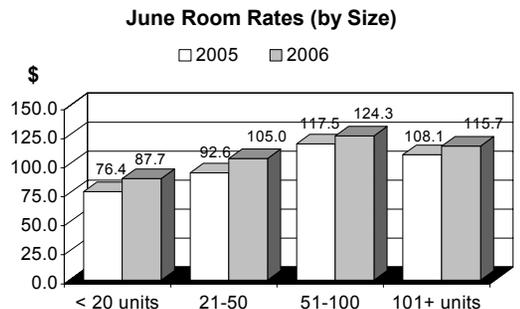
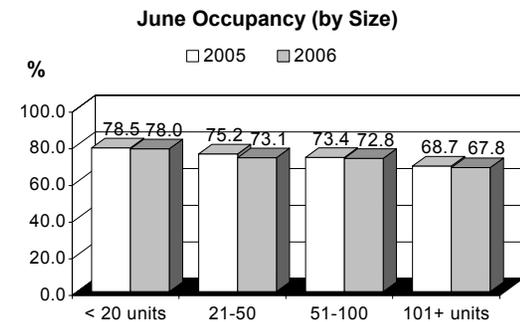
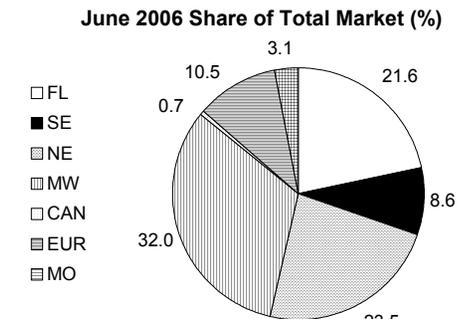
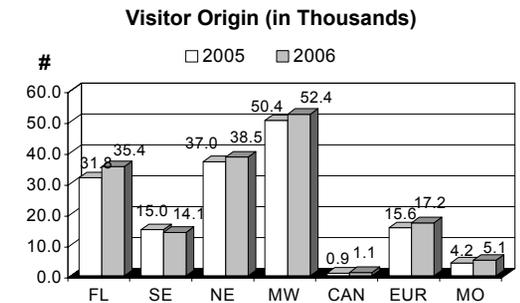
## June 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

| Visitor Volume   | Annual          | YEAR TO DATE  |               | % Δ   | June         |              | % Δ   |
|------------------|-----------------|---------------|---------------|-------|--------------|--------------|-------|
|                  | 2005            | 2005          | 2006          | 05/06 | 2005         | 2006         | 05/06 |
| Visitors (#)     | 2,047,540       | 1,378,796     | 1,404,410     | +1.9  | 154,924      | 163,810      | +5.7  |
| Room Nights      | 5,448,463       | 3,233,845     | 3,252,520     | +0.6  | 392,040      | 408,000      | +4.1  |
| Direct Exp. (\$) | \$1,235,214,646 | \$844,179,673 | \$924,795,745 | +9.5  | \$86,616,590 | \$96,422,850 | +11.3 |

| Visitor Origin  | Annual Market Share |               |               | June 2005    |                | June 2006    |                |             |
|-----------------|---------------------|---------------|---------------|--------------|----------------|--------------|----------------|-------------|
|                 | 2003                | 2004          | 2005          | % Share      | Visitor #      | % Share      | Visitor #      | % Add Vis   |
| Florida         | 12.6%               | 11.4%         | 11.4%         | 20.5%        | 31,759         | 21.6%        | 35,383         | +11.4       |
| Southeast       | 7.0                 | 6.8           | 6.6           | 9.7          | 15,028         | 8.6          | 14,088         | -6.3        |
| Northeast       | 28.4                | 28.9          | 28.8          | 23.9         | 37,027         | 23.5         | 38,495         | +4.0        |
| Midwest         | 37.9                | 38.5          | 38.1          | 32.5         | 50,350         | 32.0         | 52,419         | +4.1        |
| Canada          | 2.3                 | 2.3           | 2.5           | 0.6          | 930            | 0.7          | 1,147          | +23.3       |
| Europe          | 8.4                 | 8.9           | 9.7           | 10.1         | 15,647         | 10.5         | 17,200         | +9.9        |
| Markets of Opp. | 3.4                 | 3.2           | 2.9           | 2.7          | 4,183          | 3.1          | 5,078          | +21.4       |
| <b>Total</b>    | <b>100.0%</b>       | <b>100.0%</b> | <b>100.0%</b> | <b>100.0</b> | <b>154,924</b> | <b>100.0</b> | <b>163,810</b> | <b>+5.7</b> |

| Occupancy                 | Jan.         | Feb.         | Mar.         | Apr.          | Winter       | May          | June          |
|---------------------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|
| Occupancy 2004            | 80.6%        | 92.4%        | 95.3%        | 83.5%         | 88.0%        | 74.4%        | 69.3%         |
| Occupancy 2005            | 83.1         | 93.3         | 95.8         | 84.1          | 89.1         | 78.4         | 72.2          |
| Occupancy 2006            | 80.2         | 89.8         | 92.5         | 82.5          | 86.3         | 78.0         | 71.2          |
| <b>Δ Points ('05-'06)</b> | <b>-2.9</b>  | <b>-3.5</b>  | <b>-3.3</b>  | <b>-1.6</b>   | <b>-2.8</b>  | <b>-0.4</b>  | <b>-1.0</b>   |
| ADR 2004                  | \$116.90     | \$146.09     | \$143.29     | \$114.89      | \$130.29     | \$91.88      | \$93.25       |
| ADR 2005                  | 126.03       | 158.53       | 156.14       | 116.62        | 139.33       | 97.81        | 98.17         |
| ADR 2006                  | 134.44       | 171.61       | 170.85       | 133.33        | 152.56       | 105.64       | 108.20        |
| <b>Δ % ('05-'06)</b>      | <b>+6.7%</b> | <b>+8.3%</b> | <b>+9.4%</b> | <b>+14.3%</b> | <b>+9.5%</b> | <b>+8.0%</b> | <b>+10.2%</b> |

| Size Category | June Occupancy |       |         | June Room Rate |         |       |
|---------------|----------------|-------|---------|----------------|---------|-------|
|               | 2005           | 2006  | Point Δ | 2005           | 2006    | % Δ   |
| < 20 units    | 78.5%          | 78.0% | -0.5    | \$76.37        | \$87.70 | +14.8 |
| 21-50 units   | 75.2           | 73.1  | -2.1    | 92.63          | 104.99  | +13.3 |
| 51-100 units  | 73.4           | 72.8  | -0.6    | 117.47         | 124.32  | +5.8  |
| 101+ units    | 68.7           | 67.8  | -0.9    | 108.13         | 115.68  | +7.0  |



## June 2006 Visitor Profile -- Lee County

|  | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|--|------------------|------------------|------------------|------------------|
| <b>Transportation Mode (H/M/C/C + In-Home)</b>     |                  |                  |                  |                  |
| Plane  | 58.7%            | 59.6%            | 62.0%            | 66.2%            |
| Rental Car   | 54.0             | 56.7             | 57.7             | 61.5             |
| Personal Car                                       | 41.6             | 40.9             | 37.1             | 33.7             |
| <b>Airport Deplanned (% of Total Fly)</b>          |                  |                  |                  |                  |
| Southwest Florida International                    | 78.4%            | 77.3%            | 79.5%            | 71.0%            |
| Orlando International                              | 6.3              | 7.8              | 9.2              | 12.4             |
| Miami International                                | 2.6              | 4.8              | 2.8              | 7.7              |
| Tampa International                                | 10.5             | 7.9              | 6.9              | 5.2              |
| <b>Car Rental Location (% of Total Rental Car)</b> |                  |                  |                  |                  |
| Fort Myers   | 76.9%            | 75.1%            | 76.9%            | 68.7%            |
| Orlando  | 6.2              | 7.9              | 9.5              | 13.4             |
| Miami  | 4.4              | 6.0              | 2.9              | 8.4              |
| Tampa  | 11.5             | 9.7              | 7.4              | 5.7              |

|  | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|--|------------------|------------------|------------------|------------------|
| <b>Purpose of Trip</b>                 |                  |                  |                  |                  |
| <b>A. Visitor Profile Data</b>         |                  |                  |                  |                  |
| Vacation                               | 98.4%            | 98.2%            | 98.7%            | 97.4%            |
| Visit Friends and Relatives            | 11.1             | 11.9             | 11.2             | 13.7             |
| <b>B. Occupancy Survey Data</b>        |                  |                  |                  |                  |
| Business Meetings/<br>Conferences      | 22.0%            | 19.5%            | 22.6%            | 23.2%            |
| <b>First Visit to (% yes)</b>          |                  |                  |                  |                  |
| Lee County                             | 40.7%            | 43.6%            | 39.5%            | 42.4%            |
| Florida                                | 5.8              | 7.9              | 6.2              | 7.3              |
| <b>First Time Visitors (by Region)</b> |                  |                  |                  |                  |
| Florida                                | 32.0%            | 33.6%            | 32.3%            | 29.5%            |
| Southeast                              | 49.4             | 40.9             | 40.0             | 44.8             |
| Northeast                              | 44.5             | 48.9             | 41.6             | 46.0             |
| Midwest                                | 34.5             | 32.9             | 31.4             | 37.3             |
| Europe                                 | 64.0             | 70.2             | 52.6             | 66.7             |
| Markets of Opportunity                 | 47.1             | 52.9             | 56.3             | 60.0             |

## June 2006 Visitor Profile -- Lee County

|   | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|---|------------------|------------------|------------------|------------------|
| <b>Average Repeat Visits to Lee</b>   | 3.3              | 3.2              | 3.3              | 3.1              |
| <b>Information Sources (Multiple Response)</b>  |                  |                  |                  |                  |
| Internet  | 69.2%            | 70.3%            | 71.4%            | 73.5%            |
| Previous Visit  | 56.4             | 54.0             | 58.0             | 55.7             |
| Recommendations   | 46.9             | 49.5             | 42.6             | 45.7             |
| Print Media   | 16.0             | 13.4             | 10.3             | 15.3             |
| Travel Agent  | 4.0              | 6.2              | 4.4              | 5.2              |
| Business Contacts   | 4.2              | 2.6              | 1.6              | 1.5              |
| <b>Assisted by Travel Agent</b>   | 16.6%            | 18.5%            | 12.2%            | 13.6%            |
| <b>Travel Agent Assisted with (Multiple Response)</b>   |                  |                  |                  |                  |
| Airline Reservations  | 69.2%            | 64.4%            | 51.9%            | 55.0%            |
| Hotel/Motel Reservations  | 36.7             | 39.7             | 30.3             | 39.1             |
| Vacation Packages (Including fly/drive)   | 21.6             | 25.9             | 36.3             | 35.4             |
| <b>Reservations</b>   |                  |                  |                  |                  |
| Before Leaving Home   | 82.3%            | 86.5%            | 90.4%            | 87.4%            |
| None  | 14.0             | 11.7             | 7.6              | 12.1             |
| <b>Percent with No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b> |                  |                  |                  |                  |
|   | 34.3%            | 23.8%            | 20.9%            | 41.6%            |

|  | <u>Jun. '03</u><br><u>Out-of-</u><br><u>State</u> | <u>Jun. '04</u><br><u>Out-of-</u><br><u>State</u> | <u>Jun. '05</u><br><u>Out-of-</u><br><u>State</u> | <u>Jun. '06</u><br><u>Out-of-</u><br><u>State</u> | <u>Jun. '03</u><br><u>Floridian</u> | <u>Jun. '04</u><br><u>Floridian</u> | <u>Jun. '05</u><br><u>Floridian</u> | <u>Jun. '06</u><br><u>Floridian</u> |
|--|---|---|---|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <b>Length of Stay (days)</b>           |   |   |   |   |                                     |                                     |                                     |                                     |
| Away from Home                         | 9.9   | 10.1  | 10.0  | 9.6   | 3.7                                 | 3.8                                 | 3.9                                 | 4.1                                 |
| In Florida                             | 9.0   | 9.2   | 9.0   | 8.9   | N/A                                 | N/A                                 | N/A                                 | N/A                                 |
| In Lee County                          | 5.8   | 5.7   | 5.6   | 5.7   | 3.6                                 | 3.7                                 | 3.8                                 | 4.0                                 |
| <b>% Staying 4 Days or Less in Lee</b> | 27.4%   | 33.3%   | 29.2%   | 31.3%   | 69.1%                               | 68.2%                               | 66.7%                               | 73.7%                               |
| <b>Party Size</b>                      | 2.8   | 2.7   | 2.7   | 2.8   | 3.0                                 | 3.1                                 | 3.1                                 | 3.1                                 |

## June 2006 Visitor Profile -- Lee County

|  | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|--|------------------|------------------|------------------|------------------|
| <b>Party Composition</b>   |                  |                  |                  |                  |
| Couple   | 61.7%            | 63.9%            | 62.6%            | 64.2%            |
| Family   | 36.1             | 33.1             | 33.7             | 34.3             |
| Single   | 2.2              | 1.6              | 3.3              | 1.4              |
| <b>Where Stay Night Before Lee (Out-of-State)</b>                                    |                  |                  |                  |                  |
| At Home  | 67.5%            | 62.1%            | 62.5%            | 66.0%            |
| In Florida, Not in Lee   | 27.9             | 33.0             | 30.2             | 32.2             |
| On the Road, Not in Florida  | 4.6              | 4.9              | 7.3              | 1.8              |
| <b>Where Stayed in Florida (Base: Respondents<br/>In Florida Night Prior to Lee)</b> |                  |                  |                  |                  |
| Orlando/Disney   | 38.0%            | 39.1%            | 36.6%            | 35.3%            |
| Tampa Bay  | 12.4             | 14.7             | 13.4             | 15.0             |
| Fort Lauderdale/Palm Beach   | 7.4              | 8.6              | 7.3              | 9.8              |
| Sarasota   | 7.5              | 9.4              | 9.8              | 7.3              |
| Florida Keys   | 8.2              | 7.8              | 7.5              | 6.3              |
| Naples/Marco   | 6.5              | 4.4              | 4.9              | 5.6              |
| Miami  | 1.0              | 6.9              | 5.3              | 3.8              |
| <b>Attractions Visited</b>   |                  |                  |                  |                  |
| Kennedy Space Center   | 6.0%             | 8.0%             | 7.9%             | 10.7%            |
| Universal Studios  | 5.1              | 7.7              | 6.1              | 9.1              |
| Edison Home/Ford Home  | 10.3             | 9.0              | 8.2              | 8.8              |
| Sea World  | 7.0              | 9.9              | 10.1             | 7.3              |
| Disney   | 7.6              | 8.8              | 6.5              | 6.4              |
| EPCOT  | 5.7              | 5.8              | 3.7              | 6.3              |
| Ding Darling   | 2.4              | 2.8              | 1.6              | 1.5              |
| <b>Satisfaction with Lee County</b>  |                  |                  |                  |                  |
| Very Satisfied   | 81.0%            | 84.7%            | 83.9%            | 87.4%            |
| Satisfied  | 18.8             | 15.0             | 13.5             | 9.8              |
| <b>Satisfaction Level (Very Satisfied + Satisfied)</b>                               | <b>99.8%</b>     | <b>99.7%</b>     | <b>97.4%</b>     | <b>97.2%</b>     |

## June 2006 Visitor Profile -- Lee County

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|                                       | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|---------------------------------------|------------------|------------------|------------------|------------------|
| <b>Features Liked Most about Lee</b>  |                  |                  |                  |                  |
| Beaches                               | 79.7%            | 79.3%            | 82.7%            | 80.1%            |
| Rest/Relaxation/Quiet                 | 57.7             | 60.2             | 62.9             | 61.5             |
| Climate                               | 46.1             | 44.3             | 49.6             | 50.3             |
| Tropical Atmosphere                   | 44.6             | 45.5             | 39.5             | 37.6             |
| Not Commercial                        | 18.5             | 15.2             | 21.3             | 21.5             |
| Restaurants                           | 3.7              | 5.2              | 16.7             | 12.8             |
| Clean Environment                     | 21.0             | 17.5             | 16.2             | 11.6             |
| Safety                                | 1.7              | 2.3              | 2.0              | 3.0              |
| <b>Features Liked Least about Lee</b> |                  |                  |                  |                  |
| No Specific Complaints                | 78.3%            | 82.8%            | 73.4%            | 80.5%            |
| Water Quality/Red Tide                | N/A              | N/A              | N/A              | 7.1              |
| Insects                               | 7.6              | 6.1              | 7.6              | 3.3              |
| Weather                               | 3.8              | 3.0              | 10.1             | 3.0              |
| Congestion/Over-Population            | 3.5              | 1.9              | 1.7              | 1.6              |

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|  | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|--|------------------|------------------|------------------|------------------|
| <b>Expense Relative to Expectations</b>              |                  |                  |                  |                  |
| More Expensive                                       | 0.5%             | 3.0%             | 4.4%             | 6.5%             |
| Less Expensive                                       | 3.5              | 1.5              | 2.0              | N/A              |
| As Expected  | 92.4             | 92.1             | 90.4             | 88.9             |
| <b>Recommend Lee to Friends/Relatives</b><br>(% yes) | 91.1%            | 90.9%            | 88.6%            | 86.0%            |
| <b>Plan to Return (% yes)</b>                        |                  |                  |                  |                  |
| To Local Area  | 92.6%            | 90.4%            | 91.8%            | 89.3%            |
| Next Year (Base: Return to Local Area)               | 56.9             | 55.1             | 59.7             | 57.6             |
| <b>Median Age Head of Household (years)</b>          | 47.3             | 48.3             | 49.5             | 49.3             |
| <b>Median Annual Household Income</b>                | \$77,600         | \$78,512         | \$80,761         | \$85,226         |

## June 2006 Visitor Profile -- Lee County

|   | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|---|------------------|------------------|------------------|------------------|
| <b>Average Number of (per year)</b>   |                  |                  |                  |                  |
| Getaway Trips   | 2.7              | 2.6              | 2.8              | 2.7              |
| Vacations   | 1.8              | 1.9              | 1.9              | 1.8              |
| <b>Out-of-State Visitor Party Budget</b><br>(Lee Stay: Food/Lodging/Entertainment)      |                  |                  |                  |                  |
| Total   | \$1,193.48       | \$1,212.24       | \$1,273.13       | \$1,390.11       |
| Per Person/Trip   | 426.24           | 448.98           | 471.53           | 496.47           |
| Per Person/Day  | 73.49            | 78.77            | 84.20            | 87.10            |
| <b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>                            |                  |                  |                  |                  |
| Accommodations  | \$617.46         | \$635.14         | \$666.46         | \$737.91         |
| Food/Entertainment  | 430.92           | 445.20           | 473.01           | 482.37           |
| Rental Car  | 226.30           | 248.51           | 257.62           | 272.65           |
| Retail Purchases  | 137.55           | 143.39           | 144.79           | 148.13           |
| <b>See/Read/Hear Lee Message</b>  | 46.0%            | 42.9%            | 41.3%            | 42.3%            |
| <b>Type of Message Seen</b>   |                  |                  |                  |                  |
| Internet  | 77.2%            | 78.9%            | 78.3%            | 80.6%            |
| Travel Guides/Visitor Guides/Brochures  | 40.6             | 42.9             | 42.0             | 39.4             |
| Newspapers  | 24.3             | 18.3             | 20.1             | 16.0             |
| Magazines   | 16.1             | 10.0             | 11.0             | 11.6             |
| Television  | 10.8             | 4.5              | 6.1              | 2.7              |
| <b>Influenced by Lee Message</b><br>(Base: Respondents Reporting See/Read/Hear Message) |                  |                  |                  |                  |
|   | 77.3%            | 78.7%            | 82.5%            | 84.7%            |

## June 2006 Visitor Profile -- Lee County

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|                        | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|------------------------|------------------|------------------|------------------|------------------|
| <b>Occupation</b>      |                  |                  |                  |                  |
| Professional/Technical | 50.2%            | 47.6%            | 48.2%            | 47.5%            |
| Executive/Managerial   | 16.6             | 17.6             | 17.0             | 18.0             |
| Retired                | 12.2             | 12.9             | 14.4             | 13.6             |
| Salesman/Buyer         | 10.3             | 10.4             | 11.9             | 12.7             |
| Craft/Factory          | 6.0              | 6.5              | 6.3              | 4.7              |

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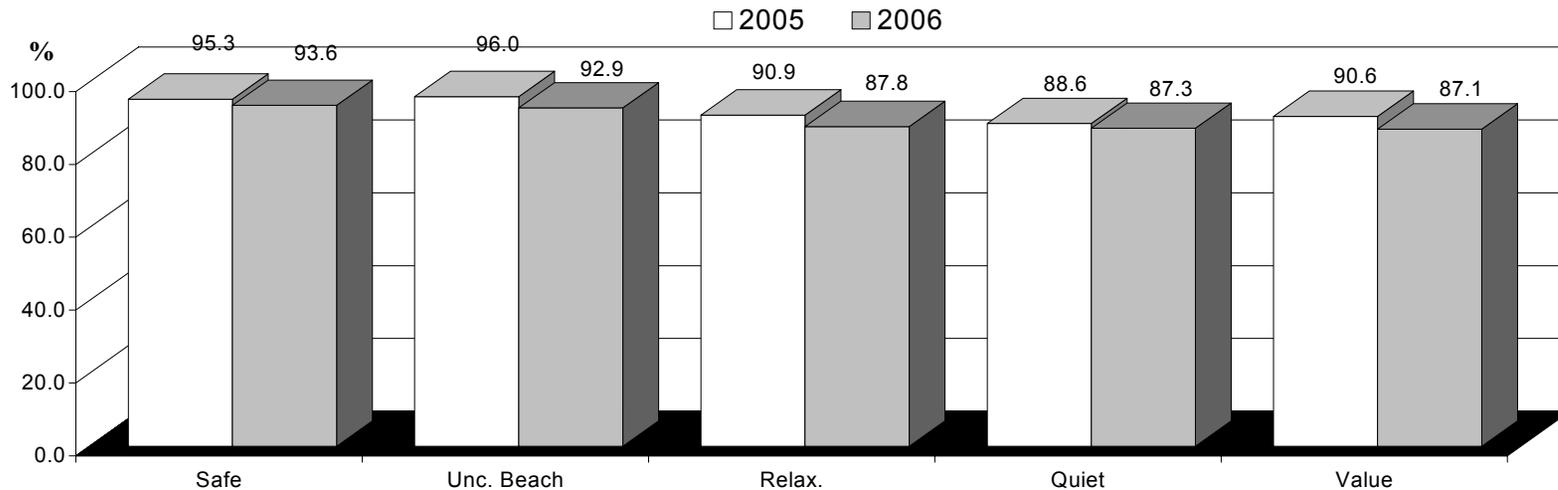
|  | <u>June 2003</u> | <u>June 2004</u> | <u>June 2005</u> | <u>June 2006</u> |
|--|------------------|------------------|------------------|------------------|
| <b>Have Internet Access</b>  | 90.6%            | 90.2%            | 91.3%            | 94.3%            |
| <b>Use Internet to:</b> <i>(Base: Respondents who have Internet access)</i>                          |                  |                  |                  |                  |
| Obtain Travel Information  | 74.6%            | 75.6%            | 76.9%            | 79.4%            |
| Book Travel Reservations On-line   | 51.3             | 54.8             | 64.5             | 71.0             |
| <b>Book Lodging Reservations:</b><br><i>(Base: Respondents who book travel reservations on-line)</i> | 54.6%            | 53.9%            | 53.4%            | 55.5%            |

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

### Influential Factors in Choosing Lee

| Influential Factors            | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 | Feb. '06 | Mar. '06 | Apr. '06 | May '06 | Jun. '06     | Jun. '05 |
|--------------------------------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| Safe Destination               | 94.7%    | 93.8%    | 88.2%     | 85.6%    | 96.0%    | 93.3%    | 91.1%    | 93.3%    | 97.9%    | 94.3%    | 95.3%   | <b>93.6%</b> | 95.3%    |
| Uncommercialized Beaches       | 96.7     | 98.1     | 93.8      | 89.6     | 90.3     | 87.0     | 88.6     | 88.3     | 89.5     | 92.8     | 90.4    | <b>92.9</b>  | 96.0     |
| Complete Relaxation            | 92.7     | 94.7     | 91.5      | 93.4     | 91.8     | 91.6     | 82.1     | 86.8     | 88.6     | 90.0     | 88.5    | <b>87.8</b>  | 90.9     |
| Quiet Atmosphere               | 88.1     | 85.2     | 83.2      | 86.4     | 92.8     | 90.7     | 87.3     | 85.3     | 86.1     | 90.1     | 93.0    | <b>87.3</b>  | 88.6     |
| Good Value for the Money       | 88.9     | 90.6     | 86.8      | 89.7     | 87.0     | 86.8     | 88.8     | 83.4     | 85.2     | 86.4     | 89.5    | <b>87.1</b>  | 90.6     |
| Reasonably Priced Lodging      | 89.1     | 89.5     | 83.3      | 83.0     | 76.3     | 72.5     | 73.5     | 74.0     | 73.1     | 73.7     | 83.9    | <b>84.5</b>  | 85.5     |
| Warm Weather                   | 79.0     | 73.4     | 79.8      | 93.9     | 99.1     | 99.7     | 98.6     | 99.6     | 99.7     | 99.7     | 96.0    | <b>81.5</b>  | 82.7     |
| Tropical Plants/Animals        | 74.2     | 70.7     | 66.1      | 67.9     | 61.8     | 61.4     | 69.1     | 73.9     | 70.2     | 71.0     | 79.1    | <b>79.8</b>  | 78.9     |
| Sunning on the Beach           | 85.0     | 83.2     | 71.8      | 77.8     | 79.7     | 83.0     | 81.7     | 84.7     | 89.9     | 89.5     | 84.7    | <b>79.6</b>  | 84.8     |
| White Sand Beaches w/ Shelling | 86.1     | 80.7     | 79.2      | 71.5     | 74.1     | 73.5     | 80.4     | 74.4     | 75.1     | 79.1     | 78.9    | <b>79.0</b>  | 81.4     |
| Family Atmosphere              | 83.7     | 77.8     | 69.9      | 71.3     | 72.6     | 76.3     | 72.8     | 70.3     | 76.6     | 76.1     | 74.2    | <b>78.6</b>  | 82.8     |
| Clean, Unspoiled Environment   | 82.3     | 77.9     | 77.1      | 70.5     | 66.3     | 68.4     | 66.9     | 72.8     | 71.6     | 75.2     | 84.8    | <b>76.4</b>  | 79.5     |
| Affordable Dining              | 75.9     | 77.0     | 68.8      | 67.5     | 69.7     | 70.6     | 70.0     | 67.8     | 68.8     | 75.8     | 78.6    | <b>73.5</b>  | 73.4     |
| Upscale Accommodations         | 72.4     | 75.6     | 71.1      | 74.9     | 72.0     | 73.7     | 72.6     | 72.7     | 73.5     | 75.1     | 79.2    | <b>69.0</b>  | 72.9     |

### Influential Factors in Choosing Lee (Top Five) -- June



**TOP U.S. FEEDER MARKETS**

| <u>June 2005</u> |                      |      | <u>June 2006</u> |                            |      | <u>'05 Rank</u> |
|------------------|----------------------|------|------------------|----------------------------|------|-----------------|
| 1.               | New York             | 9.3% | 1.               | Miami/Ft. Lauderdale       | 9.8% | 2               |
| 2.               | Miami/Ft. Lauderdale | 9.0  | 2.               | New York                   | 8.8  | 1               |
| 3.               | Chicago              | 7.1  | 3.               | Chicago                    | 7.8  | 3               |
| 4.               | Tampa/St. Petersburg | 5.5  | 4.               | Tampa/St. Petersburg       | 5.8  | 4               |
| 5.               | Philadelphia         | 4.7  | 5.               | Philadelphia               | 4.9  | 5               |
| 6.               | Greater Orlando Area | 4.5  | 6.               | West Palm Beach/Ft. Pierce | 4.1  | --              |
| 7.               | Detroit              | 4.2  | 7.               | Boston                     | 3.9  | 9               |
| 8.               | Cleveland            | 3.8  | 8.               | Greater Orlando Area       | 3.8  | 6               |
| 9.               | Boston               | 3.6  | 9.               | Detroit                    | 3.5  | 7               |
| 10.              | Cincinnati           | 3.5  | 10.              | Indianapolis               | 3.3  | 11              |
| 11.              | Indianapolis         | 3.5  | 11.              | Minneapolis/St. Paul       | 3.3  | --              |

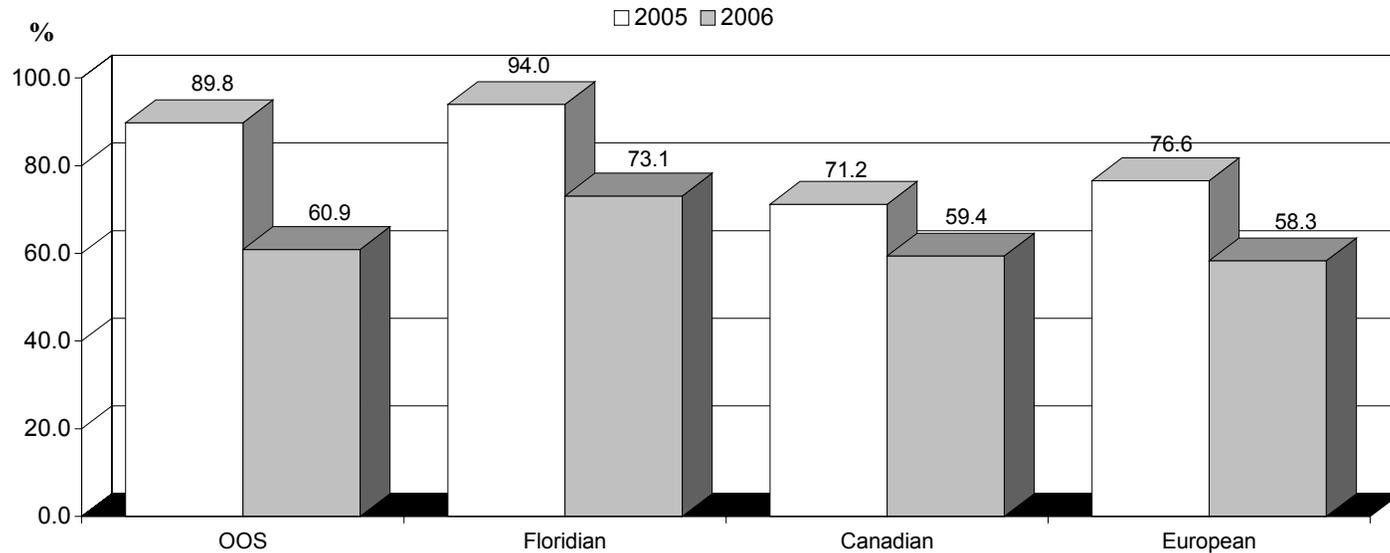
**Please Note:** *In June 2006, the Miami/Ft. Lauderdale segment accounted for 40% of the Florida market. The distribution is as follows: Broward County: 58%; Dade County: 42%. Sample size does not permit statistical inference.*

Lee County Occupancy Barometer: 2006

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

|                     | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 | Feb. '06 | Mar. '06 | Apr. '06 | May '06 | Jun. '06     | Jun. '05 |
|---------------------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| U.S. OOS Travelers  | 64.4%    | 61.5%    | 63.8%     | 67.9%    | 83.3%    | 76.2%    | 70.8%    | 73.7%    | 77.4%    | 73.1%    | 71.7%   | <b>60.9%</b> | 89.8%    |
| Floridian Travelers | 73.8     | 67.3     | 67.4      | 75.0     | 84.0     | 78.5     | 73.8     | 78.9     | 80.0     | 77.4     | 75.5    | <b>73.1</b>  | 94.0     |
| Canadian Travelers  | 72.2     | 66.8     | 68.2      | 68.9     | 75.6     | 71.4     | 75.0     | 76.2     | 76.0     | 71.4     | 71.1    | <b>59.4</b>  | 71.2     |
| European Travelers  | 58.9     | 63.6     | 58.2      | 68.2     | 75.5     | 78.3     | 73.7     | 80.0     | 74.5     | 73.0     | 70.2    | <b>58.3</b>  | 76.6     |

Reservations: June 2006 -- Over the Next Three Months

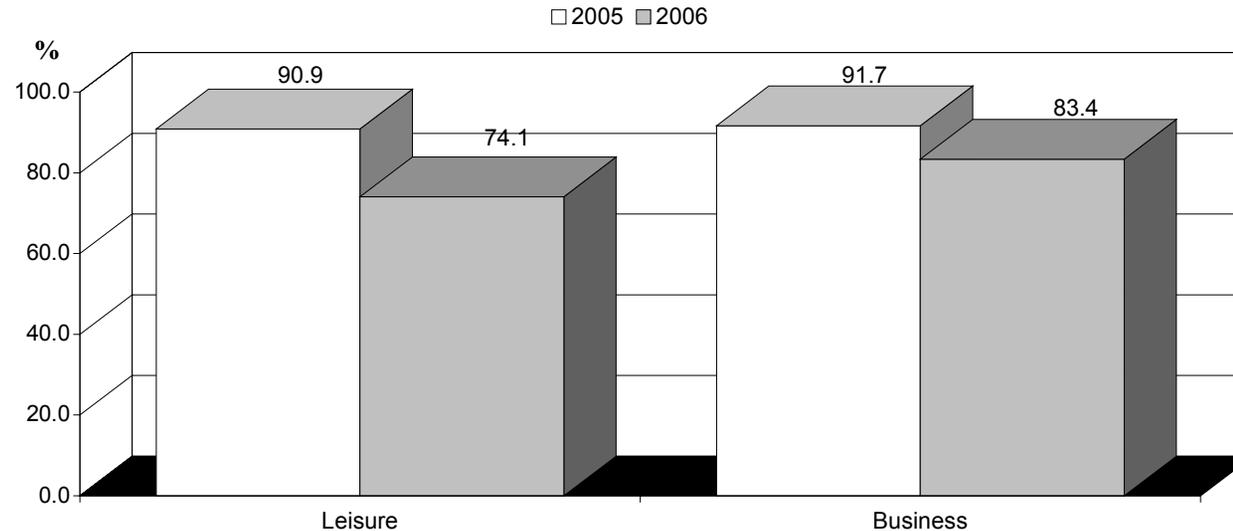


## June 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

|                                   | July '05 | Aug. '05 | Sept. '05 | Oct. '05 | Nov. '05 | Dec. '05 | Jan. '06 | Feb. '06 | Mar. '06 | Apr. '06 | May '06 | Jun. '06     | Jun. '05 |
|-----------------------------------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| Leisure Travelers                 | 92.4%    | 86.3%    | 81.6%     | 77.8%    | 89.6%    | 82.0%    | 80.6%    | 75.8%    | 81.1%    | 75.0%    | 78.8%   | <b>74.1%</b> | 90.9%    |
| Business Travelers                | 82.9     | 77.0     | 83.9      | 85.7     | 93.8     | 89.4     | 77.8     | 87.5     | 88.9     | 86.7     | 87.9    | <b>83.4</b>  | 91.7     |
| Conferences/<br>Business Meetings | 89.2     | 80.8     | 86.2      | 84.6     | 88.9     | 83.8     | 79.3     | 78.6     | 80.8     | 80.0     | 78.3    | <b>75.8</b>  | 92.6     |
| Travel and Tour                   | 82.6     | 77.5     | 82.5      | 83.3     | 84.6     | 73.5     | 80.8     | 80.0     | 89.7     | 77.5     | 81.0    | <b>71.0</b>  | 90.0     |

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



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

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

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

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

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

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

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

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