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 2009 Visitor Profile and Occupancy Analysis
September 11, 2009

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

davidson peterson associates
a division of Digital Research, Inc.

providing direction in travel & tourism

Executive Summary
July 2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by < >.

Executive Summary

- Lee County hosted nearly 250,000 visitors staying in paid accommodations during the month of July 2009 and slightly fewer staying with friends or relatives (approximately 230,000) while visiting the County, for a total of 472,510 visitors.

- Total visitation in July 2009 was up 6.6% from July 2008, with a significant increase in those staying in paid accommodations (+20.3%) and a decline in those staying with friends and relatives (-4.7%).

- More than three-quarters of July 2009 visitors staying in paid accommodations were U.S. residents (78%), translating to an overall increase in the number of visitors from the U.S. Lee County saw a moderate decrease in the number of visitors from Germany year-over-year.

- Half of those staying in paid accommodations were from the South (52%) – predominantly from Florida. There was a substantial increase in in-state visitation versus the prior year (32% July 2009 vs. 24% July 2008). One-quarter came from the Midwest and far fewer from the Northeast or West.

- July 2009 average per person per day expenditures were $109.65 versus $111.25 in July 2008 – a 1.4% decline. The July 2009 average was down somewhat from that in June 2008 – a trend similar to that experienced last year.

- Total visitor expenditures for July 2009 are estimated at $200.7 million, down 8.5% from $219.3 million in July 2008. Expenditures among those staying in paid accommodations decreased from July 2008 to July 2009 (-12.1%), due primarily to falling average daily rates. July 2009 expenditures among those staying with friends and relatives decreased as well compared to July 2008 (-4.1%). However, these year-over-year decreases were less dramatic than those observed for July 2008 versus July 2007.

Total July Visitation					
	%		Visitor Estimates		% Change
	2008	**2009**	**2008**	**2009**	**2008-2009**
Paid Accommodations	45%	51%	201,082	241,912	20.3%
Friends/Relatives	55%	49%	242,084	230,598	-4.7%
Total Visitation			*443,166*	*472,510*	6.6%
July Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	**2009**	**2008**	**2009**	
United States	81%	78%	162,920	189,558	16.4%
Germany	8%	6%	16,145	14,443	-10.5%
BeNeLux	2%	4%	4,403	10,832	146.0%
France	--	3%	--	7,221	--
United Kingdom	2%	2%	4,403	5,416	23.0%
Scandinavia	4%	1%	8,807	3,611	-59.0%
Austria	--	1%	--	3,611	--
Canada	1%	1%	1,468	1,805	23.0%
Ireland	--	1%	--	1,805	--
Other Europe	--	1%	--	1,805	--
Other	1%	--	2,936	--	--
U.S. Region (Paid Accommodations)					
	2008	**2009**	**2008**	**2009**	
Florida	24%	32%	39,629	61,381	54.9%
South (including Florida)	46%	52%	74,855	99,292	32.6%
Midwest	31%	25%	49,904	46,938	-5.9%
Northeast	13%	11%	20,549	21,664	5.4%
West	1%	5%	1,468	9,027	514.9%
No Answer	11%	7%	17,613	12,637	-28.3%

2009 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	12%	23,469
Atlanta	7%	12,637
Orlando-Daytona Beach-Melbourne	7%	12,637
Tampa- Saint Petersburg	6%	10,832
New York	5%	9,027
Chicago	4%	7,221
Columbus, OH	4%	7,221
West Palm Beach-Fort Pierce	4%	7,221

* Cincinnati, Indianapolis, Kansas City and Philadelphia – each an additional 5,416 visitors (or 3%).

Executive Summary

- Nearly one-third of July 2009 visitors said they had visited hotel web sites while planning their trip (30%), a significantly higher incidence of doing so than among July 2008 visitors (16%). Just over a third used search engines (36%) and one-quarter used airline web sites (27%).

- July 2009 visitors were less likely to fly to the area than were visitors in the prior year (48% vs. 58% July 2008), perhaps because of the higher proportion of in-state visitors. Average number of days away from home reported by July 2009 visitors tended to be longer (11.3 days vs. 9.9 days in July 2008) but average length of stay in Lee County was about the same (7.8 days vs. 7.4 days).

- The proportion of visitors who said they stayed in a hotel/motel/resort/B&B on their trip was higher this year than last (41% July 2009 vs. 31% July 2008) but about the same for those who said they stayed in a condo/vacation home (39% July 2009 vs. 44% July 2008).

- Visitor satisfaction remains extremely high, with 94% of July 2009 visitors reporting being *very satisfied* or *satisfied* with their visit. Importantly though, the prevalence of visitors expressing they were *very satisfied* has increased significantly year-over-year from 51% in July 2008 to 63% in July 2009. The majority of visitors also indicated they were likely to return to Lee County (82%), and three-fifths of those are likely to return next year (58%). Half felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (48%).

- In general, the demographic characteristics of visitors and their travel parties did not differ substantially between July 2008 and July 2009. However, July 2009 visitors averaged 46 years of age while July 2008 visitors were somewhat younger (average 43 years). Likewise July 2009 visitors were less likely to be single (9% vs. 18% July 2008). The majority were traveling as a family (63%) or couple (23%) and well over half were traveling with children (59%). Average annual household income was $101,700.

the beaches of FORT MYERS SANIBEL

Executive Summary

- For the Lee County lodging industry overall, available room nights was about the same from July 2008 to July 2009 (+0.8%) but occupied room nights increased 6.2%. Hotel/motel/resort available room nights were up 3.5% from a year ago and, despite the increased inventory, occupied room nights rose as well (+7.1%). Condos/vacation homes saw a drop in both available and occupied room nights (-3.2% in available and -2.4% in occupied room nights). Available room nights for RV parks/campgrounds did not change significantly (-0.8%), but occupied room nights increased substantially (+26.4%).

	Occupied Room Nights			Available Room Nights		
	2008	**2009**	**% Change**	**2008**	**2009**	**% Change**
Hotel/Motel/Resort/B&B	177,196	189,754	7.1%	337,435	349,153	3.5%
Condo/Cottage/Vacation Home	96,876	94,574	-2.4%	170,841	165,447	-3.2%
RV Park/Campground	32,991	41,704	26.4%	144,026	142,910	-0.8%
Total	**307,063**	**326,032**	6.2%	**652,302**	**657,510**	0.8%

- As a result, July 2009 saw an encouraging increase in average occupancy rates among Lee County properties when compared with July 2008, similar to January and February but unlike March through June of this year which saw year-over-year decreases each month. Average occupancy rates increased to an average of 49.6% from 47.1% in July 2008 (+5.3%). All categories of accommodations experienced at least a slight boost in occupancy rates, but most significantly for the RV park/campground properties (+27.5%).

- Overall average daily rates dropped from $119.49 in July 2008 to $103.98 in July 2009 (-13.0%). ADR decreases were present in hotel/motel (-12.7%) and condo/vacation home (-10.8%) properties. RV parks/campgrounds had an increase in ADR over last year (+16.0%).

- RevPAR was down 8.3% from July 2008, driven by decreases for hotels/motels/resorts (-9.7%) and condos/vacation homes (-10.1%). However, the increase in occupancy rates and ADR for RV parks/campgrounds resulted in a substantial increase in RevPAR (+47.8%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	**2009**	**% Change**	**2008**	**2009**	**% Change**	**2008**	**2009**	**% Change**
Property Managers Responding	129	146		128	152		128/129	152/146	
Hotel/Motel/Resort/B&B	52.5%	54.4%	3.6%	$116.63	$101.78	-12.7%	$61.24	$55.31	-9.7%
Condo/Cottage/Vacation Home	56.7%	57.2%	0.9%	$154.42	$137.75	-10.8%	$87.57	$78.74	-10.1%
RV Park/Campground	22.9%	29.2%	27.5%	$32.26	$37.41	16.0%	$7.39	$10.92	47.8%
AVERAGE	47.1%	49.6%	5.3%	$119.49	$103.98	-13.0%	$56.25	$51.56	-8.3%

Executive Summary

- Property managers in July 2009 were no more negative than they had been in July 2008 when comparing the current month's *occupancy* and *revenue*. About half reported their *occupancy* was worse than the prior year (52% July 2009 and 52% July 2008). Similarly, half reported their *revenue* was worse than the prior year (56% July 2009 and 54% July 2008) as a result of reduced rates. Additionally, property managers were somewhat less likely to indicate their July 2009 *occupancy* and *revenue* was worse than the same period the prior year than they were in prior months this year.

- Projections for the next three months (August – October) were less positive than last year – with 59% reporting that reservations for the next three months are down compared with 44% who responded similarly in July 2008. One-quarter indicated reservations for the next three months were the same as last year (24%) while only 12% said they were up.

July 2009 Lee County Snapshot

Total July Visitation				
	%		Visitor Estimates	
	2008	2009	2008	2009
Paid Accommodations	45%	51%	201,082	241,912
Friends/Relatives	55%	49%	242,084	230,598
Total Visitation			*443,166*	*472,510*

Total Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	$219,283,987	$200,682,755	-8.5%
Paid Accommodations	$120,057,960	$105,569,202	-12.1%

July Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2008	2009	2008	2009
Florida	24%	32%	39,629	61,381
United States	81%	78%	162,920	189,558
Germany	8%	6%	16,145	14,443
BeNeLux	2%	4%	4,403	10,832
France	--	3%	--	7,221
United Kingdom	2%	2%	4,403	5,416
Scandinavia	4%	1%	8,807	3,611
Austria	--	1%	--	3,611
Canada	1%	1%	1,468	1,805
Ireland	--	1%	--	1,805
Other Europe	--	1%	--	1,805
Other	1%	--	2,936	--

Average Per Person Per Day Expenditures		
2008	2009	% Change
$111.25	$109.65	-1.4%

First-Time/Repeat Visitors to Lee County		
	2008	2009
First-time	33%	38%
Repeat	66%	61%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	129	149		128	151		128/129	151/149	
Hotel/Motel/Resort/B&B	52.5%	54.4%	3.6%	$116.63	$101.78	-12.7%	$61.24	$55.31	-9.7%
Condo/Cottage/Vacation Home	56.7%	57.2%	0.9%	$154.42	$137.75	-10.8%	$87.57	$78.74	-10.1%
RV Park/Campground	22.9%	29.2%	27.5%	$32.26	$37.41	16.0%	$7.39	$10.92	47.8%
AVERAGE	47.1%	49.6%	5.3%	$119.49	$103.98	-13.0%	$56.25	$51.56	-8.3%

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Visitor Profile Analysis
July 2009

A total of 199 interviews were conducted with visitors in Lee County during the month of July 2009. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.

A total of 210 interviews were conducted with visitors in Lee County during the month of July 2008. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.

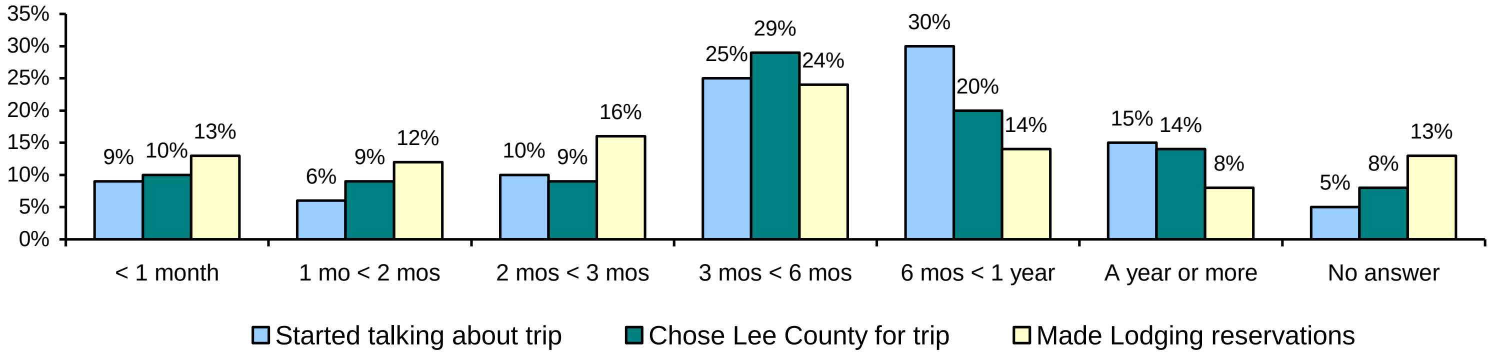
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	210	199	210	199	210	199
< 1 month	2%	<9%>	6%	10%	6%	<13%>
1 mo - < 2 mos	9%	6%	9%	9%	15%	12%
2 mos - < 3 mos	8%	10%	11%	9%	12%	16%
3 mos - < 6 mos	30%	25%	29%	29%	30%	24%
6 mos - < 1 year	30%	30%	26%	20%	19%	14%
A year or more	21%	15%	15%	14%	8%	8%
No answer	<1%	<5%>	4%	8%	12%	13%

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?

July 2009 Travel Planning



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Travel Planning

Reserved Accommodations		
	July	
	2008	2009
Total Respondents	210	199
Before leaving home	<89%>	80%
After arriving in FL	5%	6%
On the road, but not in FL	--	--
No answer	6%	14%

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

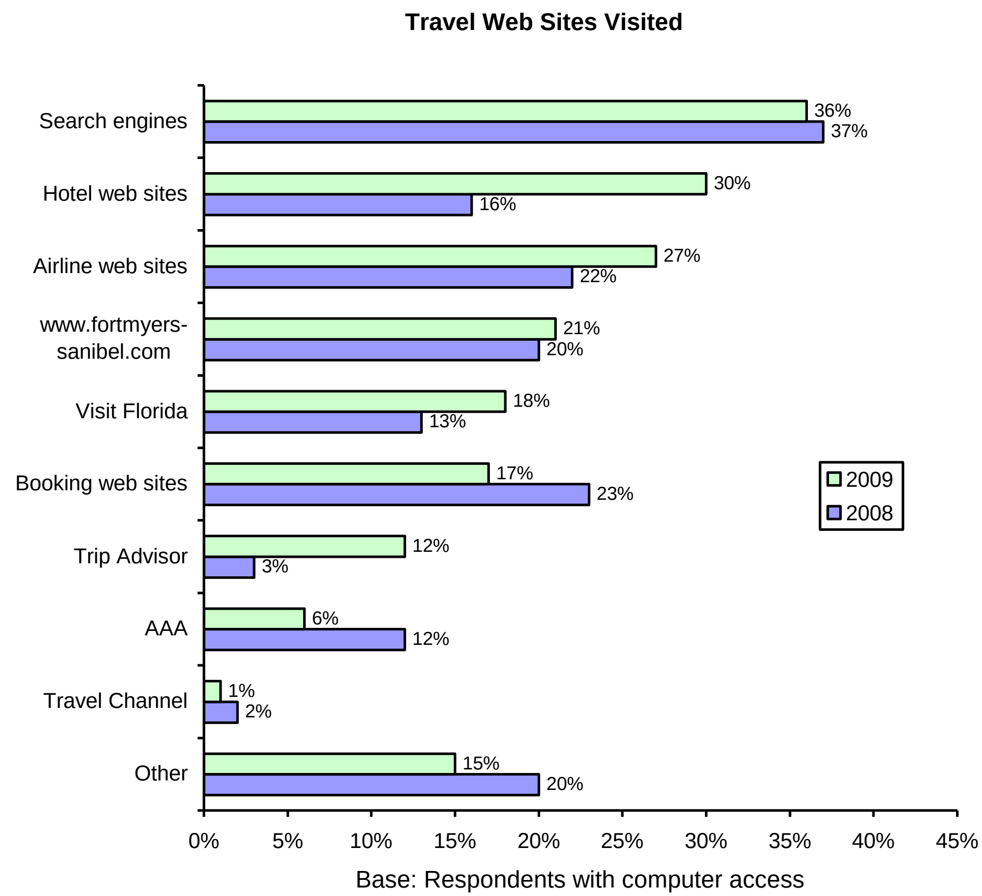
Computer Access		
	July	
	2008	2009
Total Respondents	210	199
Yes	94%	94%
Home	18%	15%
Work	1%	--
Both Home and Work	75%	79%
No	6%	4%

Q8: Do you have access to a computer?

Travel Planning

Travel Web Sites Visited by July Travelers		
	2008	**2009**
Total Respondents with computer access	197	187
Visited web sites (net)	81%	82%
Search engines	37%	36%
Hotel web sites	16%	<30%>
Airline web sites	22%	27%
www.fortmyers-sanibel.com	20%	21%
Visit Florida	13%	18%
Booking web sites	23%	17%
Trip Advisor	3%	<12%>
AAA	12%	6%
Travel Channel	2%	1%
Other	20%	15%
Did not visit web sites	15%	15%
No Answer	4%	3%

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



Travel Planning

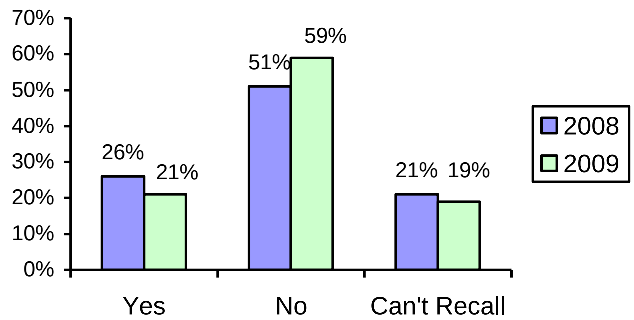
July Travelers Requesting Information		
	2008	**2009**
Total Respondents	210	199
Requested Information (net)	47%	45%
Hotel Web Site	12%	16%
VCB Web Site	9%	7%
Call hotel	6%	7%
Visitor Guide	4%	3%
Call local Chamber of Commerce	1%	1%
Calling VCB toll-free number	1%	--
Other	15%	11%
Did not request information	53%	54%
No Answer	10%	11%

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

Travel Agent Assistance		
	2008	**2009**
Total Respondents	210	199
Yes	6%	3%
No	91%	92%

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

Recall of Promotions



Recall of Lee County Promotions		
	2008	**2009**
Total Respondents	210	199
Yes	26%	21%
No	51%	59%
Can't Recall	21%	19%

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

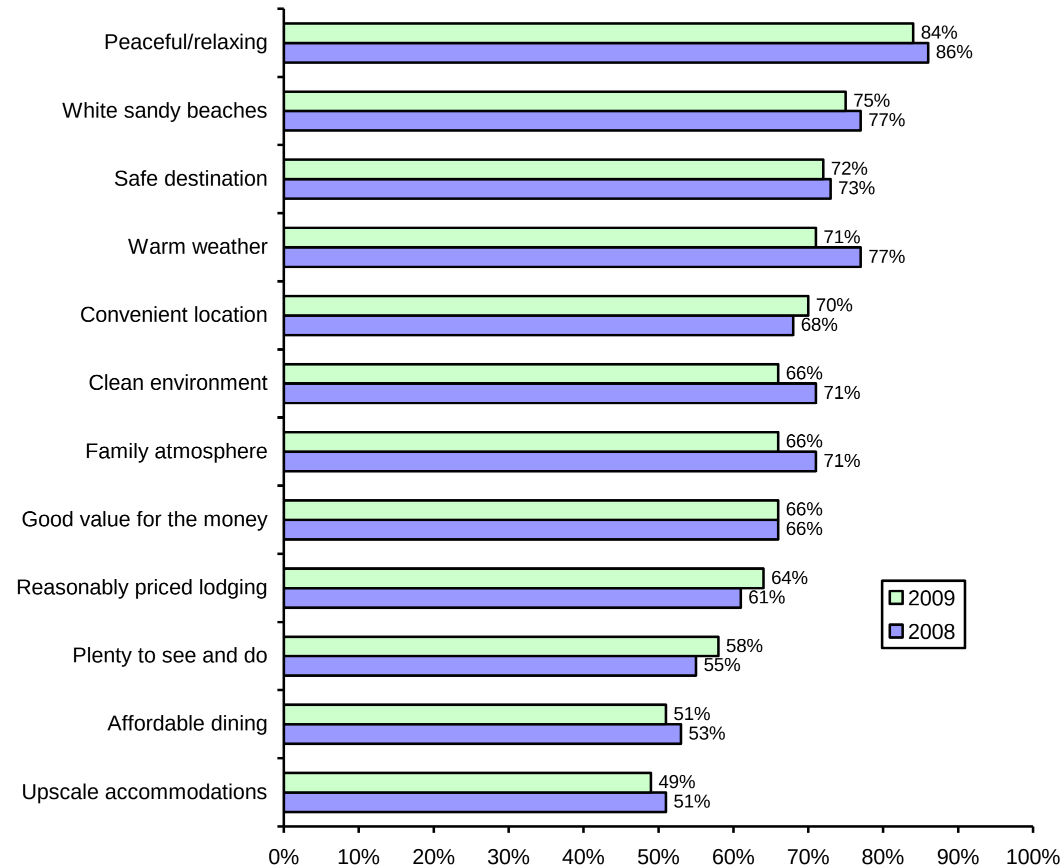
Travel Planning

July Travel Decision Influences*		
	2008	**2009**
Total Respondents	210	199
Peaceful/Relaxing	86%	84%
White sandy beaches	77%	75%
Safe destination	73%	72%
Warm weather	77%	71%
Convenient location	68%	70%
Clean environment	71%	66%
Family atmosphere	71%	66%
Good value for the money	66%	66%
Reasonably priced lodging	61%	64%
Plenty to see and do	55%	58%
Affordable dining	53%	51%
Upscale accommodations	51%	49%

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)*

Travel Decision Influences*

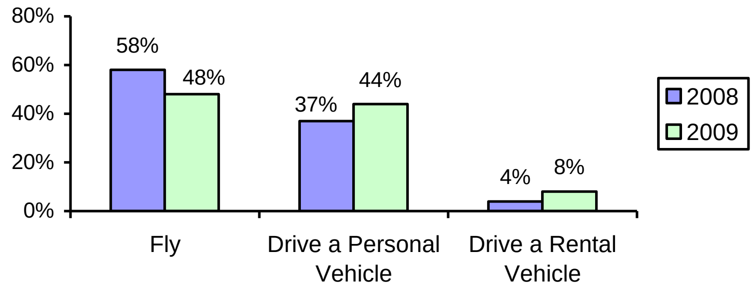


Trip Profile

Mode of Transportation		
	2008	2009
Total Respondents	210	199
Fly	<58%>	48%
Drive a Personal Vehicle	37%	44%
Drive a Rental Vehicle	4%	8%
Drive an RV	--	--
Other/No answer	<1%	--

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

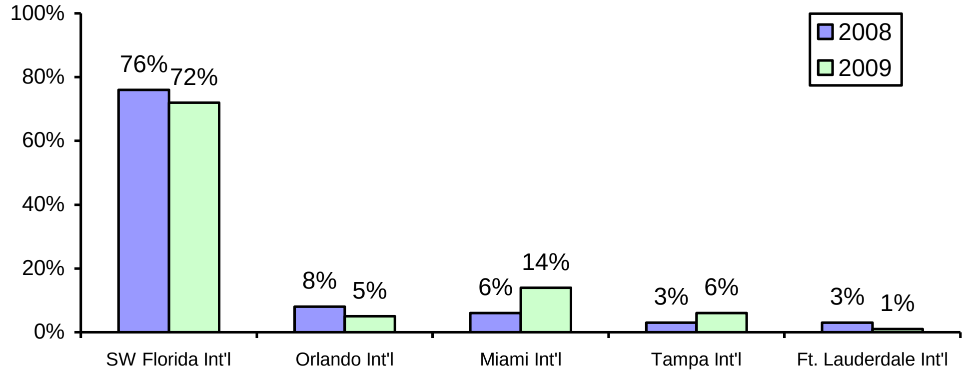
Mode of Transportation



Airport		
	2008	2009
Total Respondents who Arrived by Air	121	95
SW Florida Int'l	76%	72%
Orlando Int'l	8%	5%
Miami Int'l	6%	14%
Tampa Int'l	3%	6%
Ft. Lauderdale Int'l	3%	1%
Sarasota/Bradenton	1%	--
West Palm Beach Int'l	--	1%
Other/No Answer	3%	--

Q2: At which Florida airport did you land?

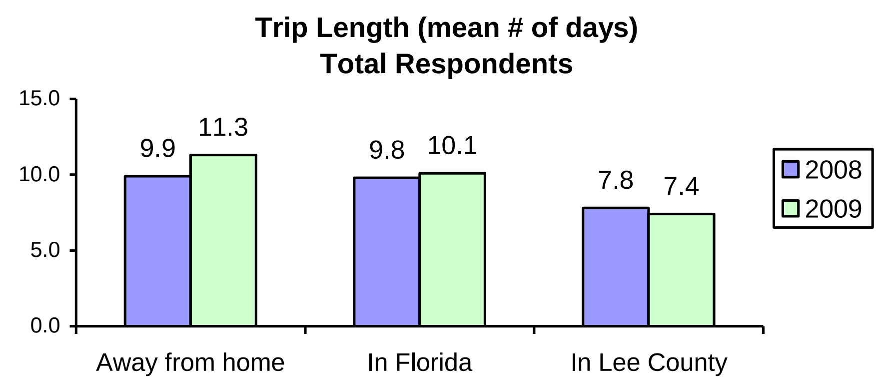
Airport



Trip Profile

July Trip Length Mean # of Days			
	Total Respondents		
	2008	2009	% Change
Total Respondents	210	199	
Away from home	9.9	<11.3>	14.1%
In Florida	9.8	10.1	3.1%
In Lee County	7.8	7.4	-5.1%

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

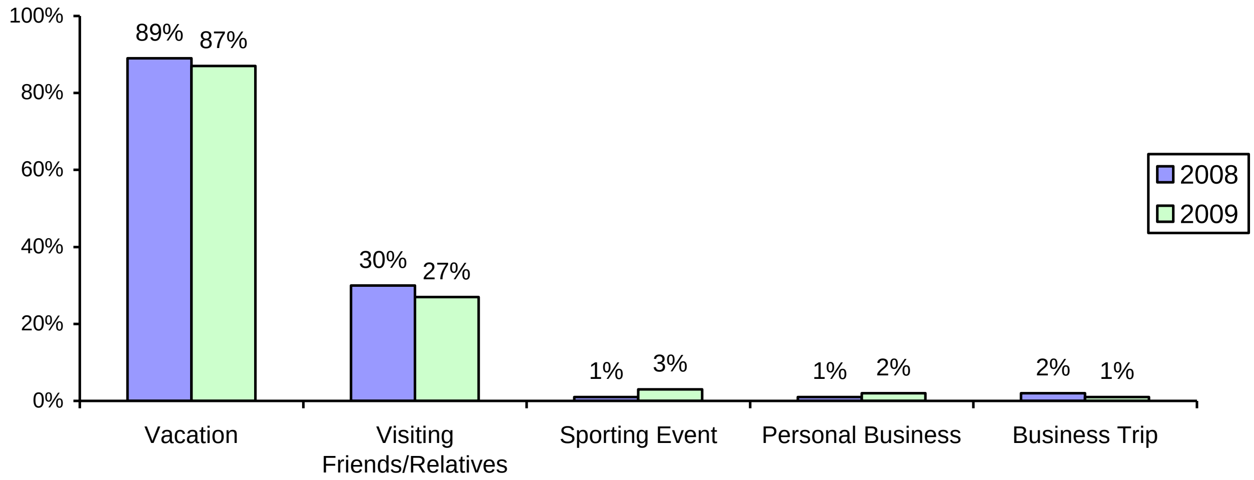


Trip Profile

Reason for July Visit		
	2008	**2009**
Total Respondents	210	199
Vacation	89%	87%
Visiting Friends/Relatives	30%	27%
Sporting Event	<1%	<3%>
Personal Business	1%	2%
Business Trip	2%	1%
Other/No Answer	2%	5%

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

Reason for July Visit



Trip Profile

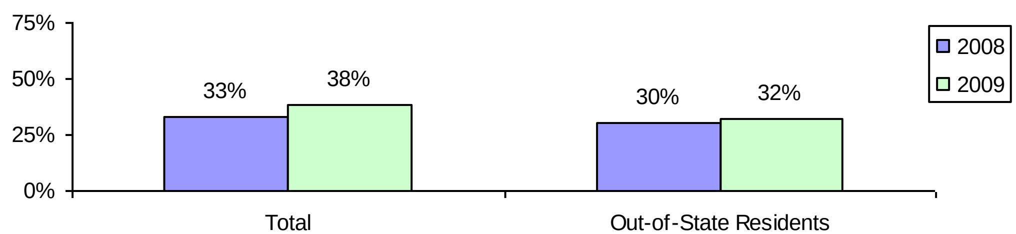
First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	210	199	32*	44*	129	106	28*	40*
Yes	33%	38%	18%	18%	30%	32%	66%	68%
No	66%	61%	82%	80%	71%	68%	30%	32%
No answer	1%	1%	--	3%	--	--	4%	--

Q20: Is this your first visit to Lee County?

**Note: Small sample size. Please interpret results with caution.*

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

First Time Visitors to Lee County

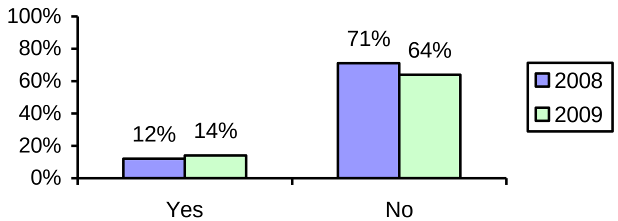


First Time Visitors to Florida		
	2008	2009
Total Respondents	210	199
Yes	12%	14%
No	71%	64%
No Answer	2%	<1%
*FL Residents**	*15%*	*22%*

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.*

First Time Visitors to Florida

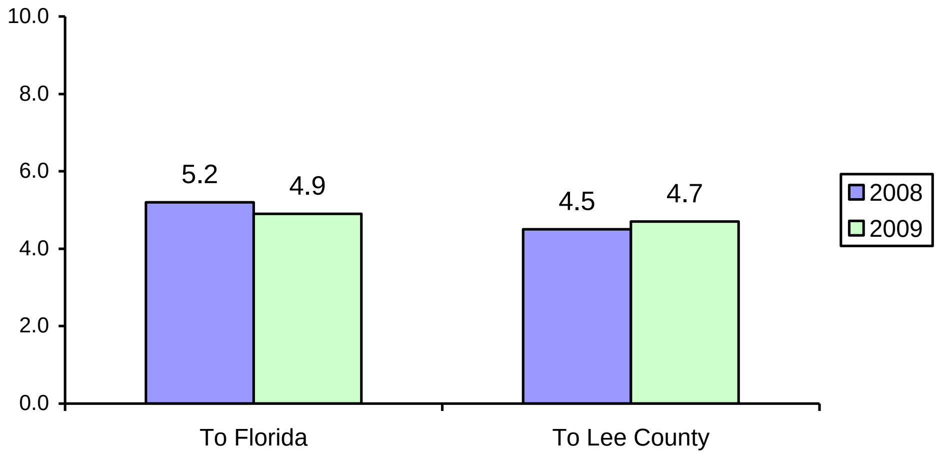


Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2008	**2009**	**2008**	**2009**
Base: Repeat Visitors	150 (FL res. Excl.)	127 (FL res. Excl.)	139	122
Number of visits	5.2	4.9	4.5	4.7

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?

Previous Visits in Five Years

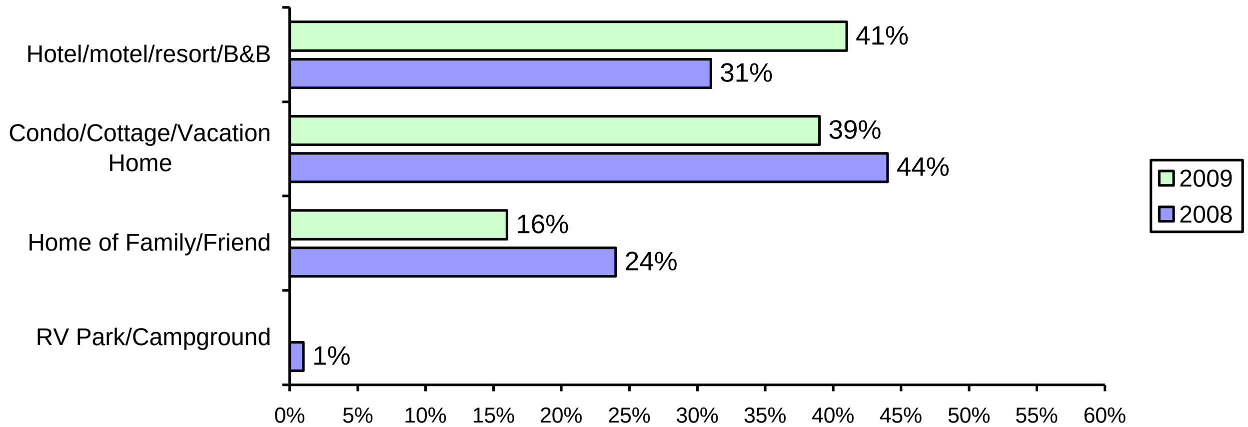


Trip Profile

Type of Accommodations – July Visitors		
	2008	**2009**
Total Respondents	210	199
Hotel/Motel/Resort/B&B	**31%**	**<41%>**
Hotel/motel/inn	19%	26%
Resort	11%	15%
B&B	1%	<1%
Condo/Cottage/Vacation Home	**44%**	**39%**
Rented home/condo	33%	25%
Borrowed home/condo	7%	5%
Owned home/condo	4%	<9%>
Home of family/friend	**<24%>**	**16%**
RV Park/Campground	**1%**	**--**
Day trip (no accommodations)	**--**	**3%**

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

Type of Accommodations - July Visitors



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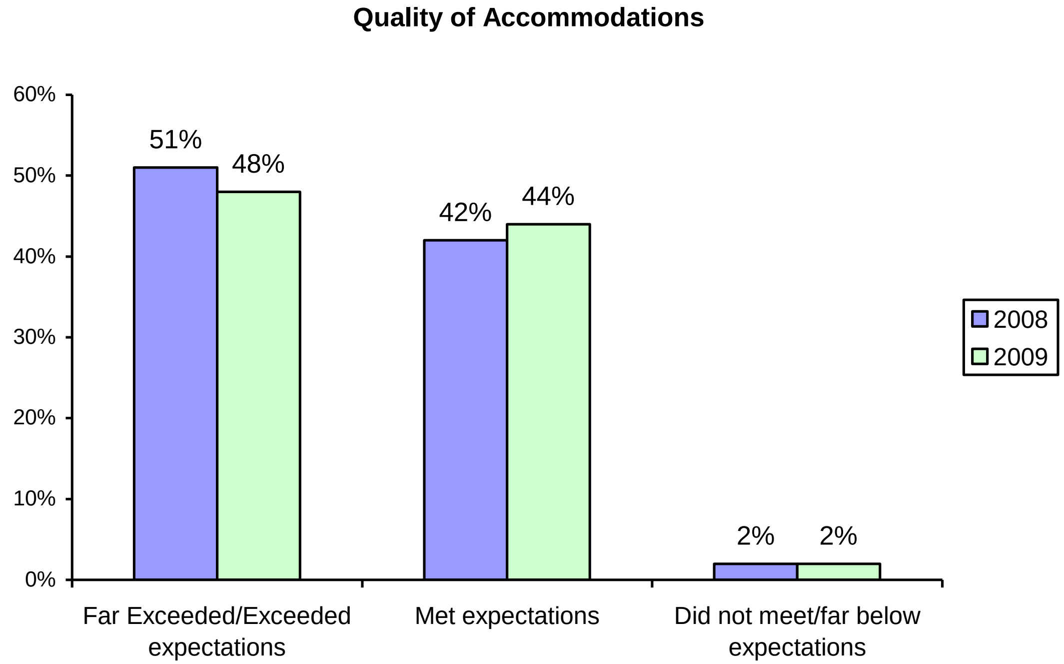
Trip Profile

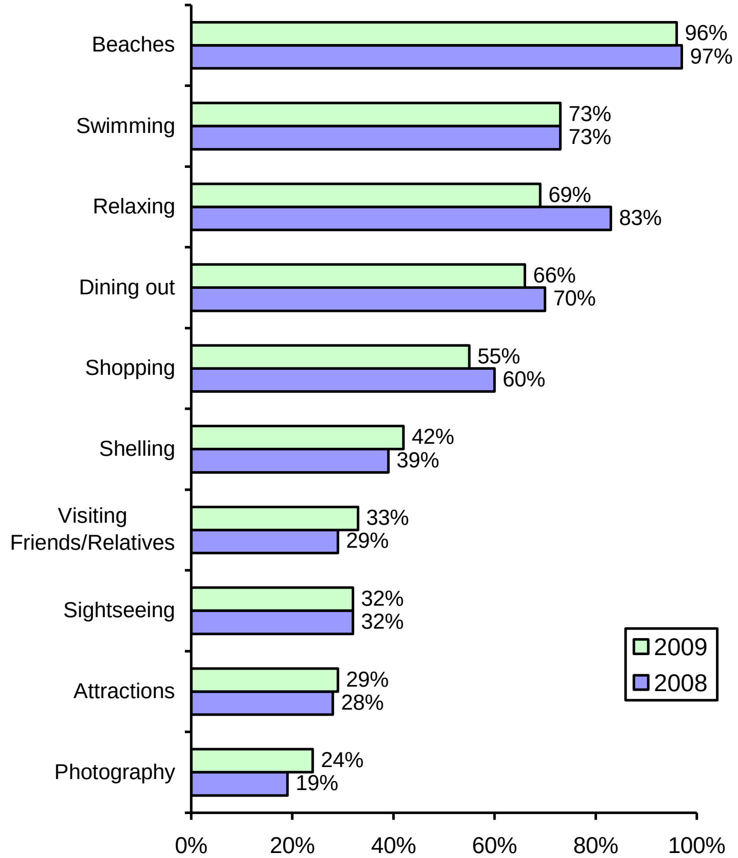
Quality of Accommodations		
	2008	**2009**
Total Respondents	210	199
Far exceeded/Exceeded expectations	51%	48%
Met expectations	42%	44%
Did not meet/Far below expectations	2%	2%
No Answer	4%	6%

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



Trip Activities

July Activities Enjoyed		
	2008	**2009**
Total Respondents	210	199
Beaches	97%	96%
Swimming	73%	73%
Relaxing	<83%>	69%
Dining out	70%	66%
Shopping	60%	55%
Shelling	39%	42%
Visiting Friends/Relatives	29%	33%
Sightseeing	32%	32%
Attractions	28%	29%
Photography	19%	24%
Watching Wildlife	20%	20%
Exercise/Working Out	18%	19%
Bicycle Riding	13%	17%
Birdwatching	9%	<16%>
Bars/Nightlife	17%	14%
Fishing	18%	14%
Parasailing/Jet Skiing	17%	13%
Miniature Golf	16%	12%
Boating	13%	9%
Sporting Event	3%	<9%>
Kayaking/Canoeing	5%	7%
Cultural Events	3%	5%
Golfing	9%	5%
Scuba Diving/Snorkeling	4%	4%
Guided Tour	4%	3%
Tennis	4%	3%
Other	5%	3%

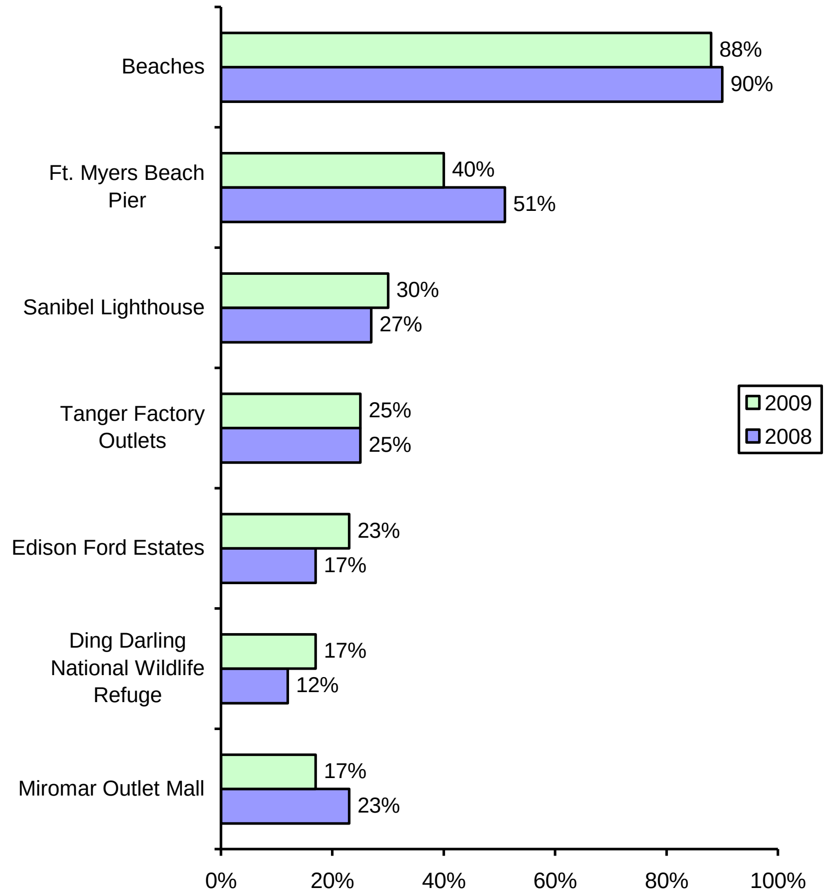


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)

Trip Activities

July Attractions Visited		
	2008	**2009**
Total Respondents	210	199
Beaches	90%	88%
Ft. Myers Beach Pier	<51%>	40%
Sanibel Lighthouse	27%	30%
Tanger Factory Outlets (Sanibel)	25%	25%
Edison Ford Estates	17%	23%
Ding Darling National Wildlife Refuge	12%	17%
Miromar Outlet Mall	23%	17%
Periwinkle Place	15%	16%
Coconut Point Mall	9%	10%
Edison Mall	14%	10%
Shell Factory and Nature Park	15%	10%
Bell Tower Shops	15%	8%
Gulf Coast Town Center	8%	5%
Manatee Park	2%	4%
Bailey-Matthews Shell Museum	1%	3%
Broadway Palm Dinner Theater	1%	2%
Other	9%	6%
None/No Answer	1%	1%

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



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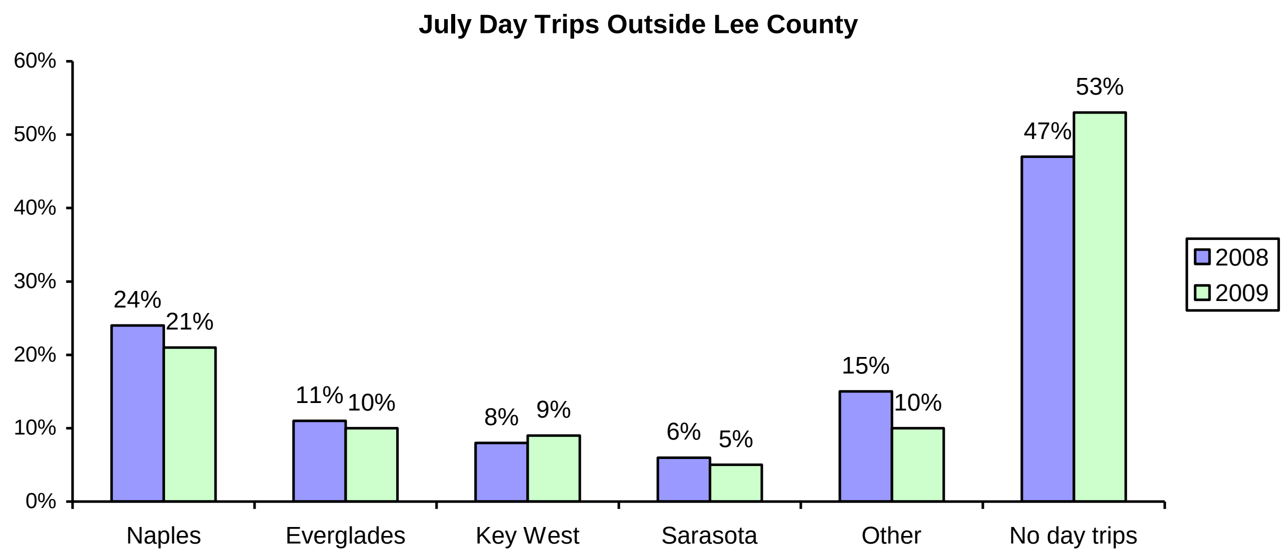
Trip Activities

July Day Trips Outside Lee County		
	2008	**2009**
Total Respondents	210	199
Any Day Trips (net)	44%	38%
Naples	*24%*	*21%*
Everglades	*11%*	*10%*
Key West	*8%*	*9%*
Sarasota	*6%*	*5%*
Other	*15%*	*10%*
No day trips	47%	53%
No answer	9%	9%

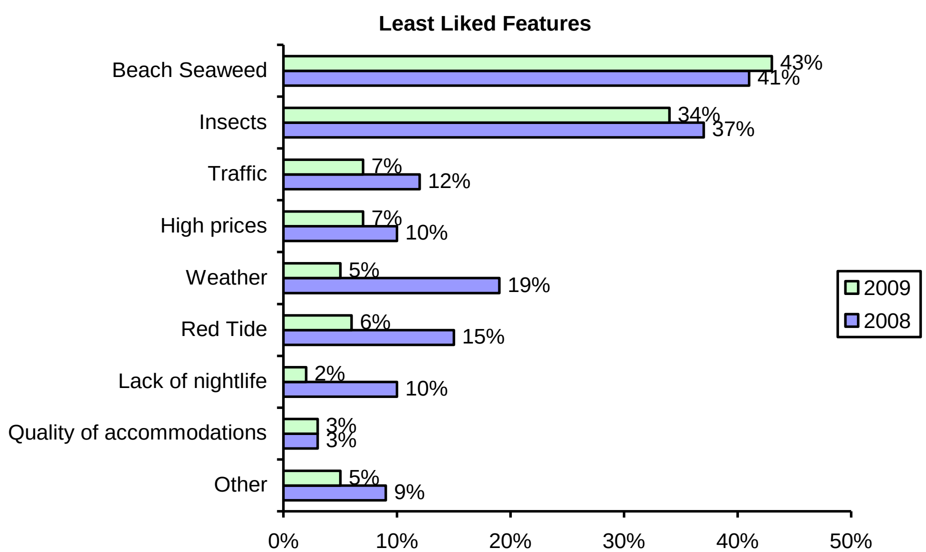
Q30: Where did you go on day trips outside Lee County?



Lee County Experience

Least Liked Features		
	2008	**2009**
Total Respondents	210	199
Beach seaweed	41%	43%
Insects	37%	34%
Weather	<19%>	5%
Red Tide	<15%>	6%
Traffic	12%	7%
High prices	10%	7%
Lack of nightlife	<10%>	2%
Quality of accommodations	3%	3%
Other	9%	5%
Nothing/no answer	19%	26%

Q34: During this specific visit, which features have you liked LEAST about our area? *(Please mark ALL that apply.)*
Note: Revised question wording introduced in July 2009.



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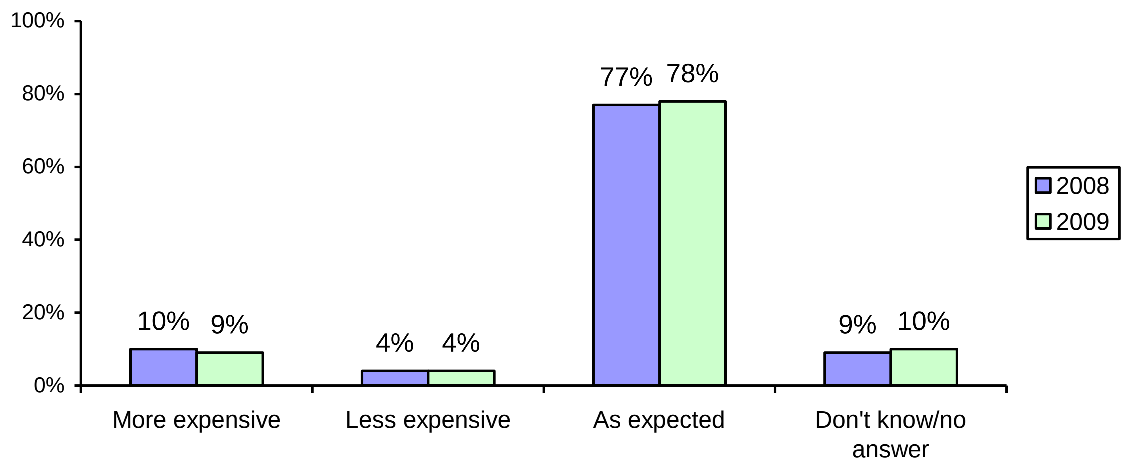
Lee County Experience

Perception of Lee County as Expensive		
	2008	**2009**
Total Respondents	210	199
More expensive	10%	9%
Less expensive	4%	4%
As expected	77%	78%
Don’t know/no answer	9%	10%

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

Perception of Lee County as Expensive

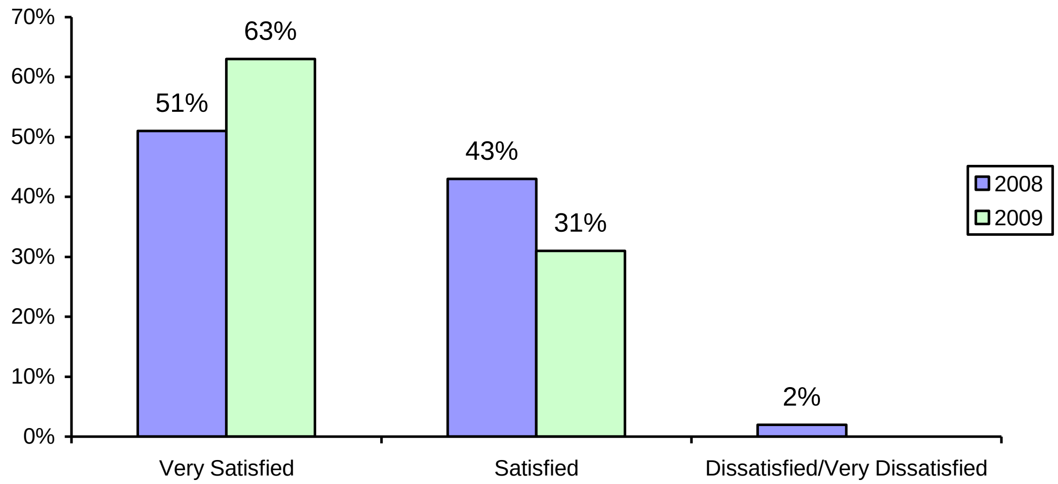


Lee County Experience

Satisfaction with Visit		
	2008	**2009**
Total Respondents	210	199
Satisfied	94%	94%
Very Satisfied	51%	<63%>
Satisfied	<43%>	31%
Neither	2%	2%
Dissatisfied/Very Dissatisfied	2%	--
Don't know/no answer	2%	4%

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

Satisfaction with Visit

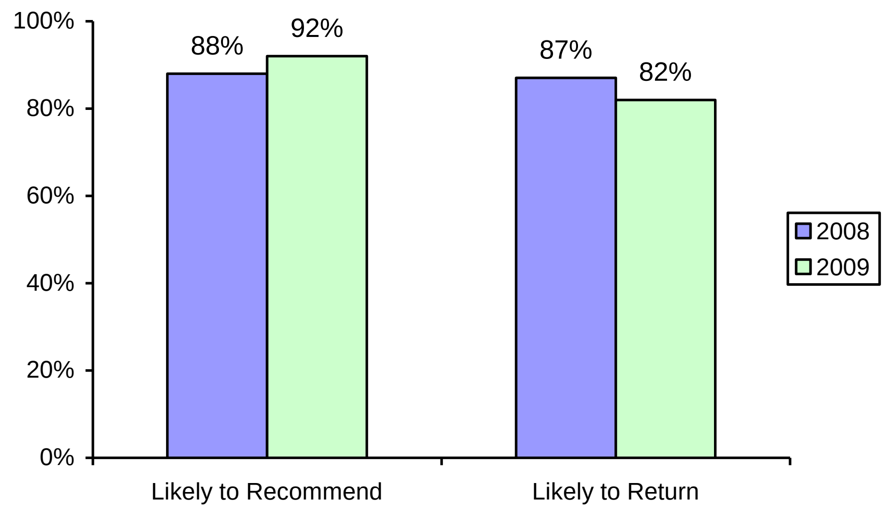


Future Plans

Likelihood to Recommend/Return to Lee County		
	2008	2009
Total Respondents	210	199
Likely to Recommend Lee County	88%	92%
Likely to Return to Lee County	87%	82%
Base: Total Respondents Planning to Return	183	164
Likely to Return Next Year	54%	58%

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?

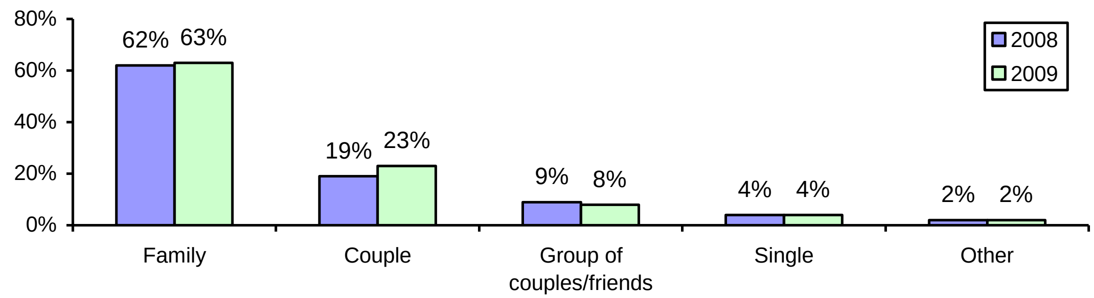
Likelihood to Recommend/Return to Lee County (Responded "Yes")



Visitor and Travel Party Demographic Profile

July Travel Party		
	2008	**2009**
Total Respondents	210	199
Family	62%	63%
Couple	19%	23%
Group of couples/friends	9%	8%
Single	4%	4%
Other	2%	2%
Mean travel party size	4.3	4.2
Mean adults in travel party	2.9	2.9

Travel Party



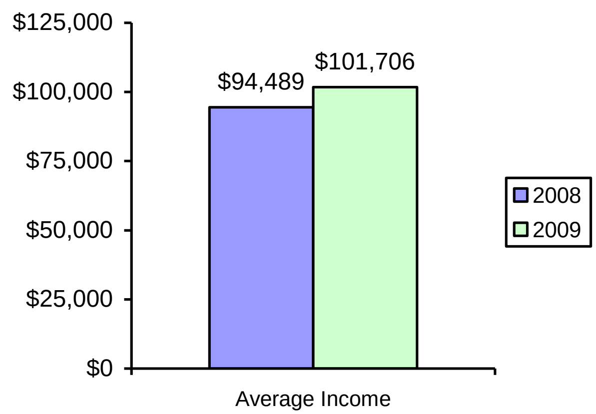
Travel Parties with Children		
	2008	**2009**
Total Respondents	210	199
Traveling with any Children (net)	61%	59%
Any younger than 6	21%	20%
Any 6 – 11 years old	34%	31%
Any 12 – 17 years old	38%	32%

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

Visitor and Travel Party Demographic Profile

July Visitor Demographic Profile		
	2008	**2009**
Total Respondents	210	199
Vacations per year (mean)	2.9	2.5
Short getaways per year (mean)	3.9	3.3
Age of respondent (mean)	42.5	<45.8>
Annual household income (mean)	$94,489	$101,706
Marital Status		
Married	75%	78%
Single	<18%>	9%
Other	7%	9%

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
	2008	**2009**	**2008**	**2009**	**2008-2009**
Paid Accommodations	45%	51%	201,082	241,912	20.3%
Friends/Relatives	55%	49%	242,084	230,598	-4.7%
Total Visitation			*443,166*	*472,510*	+6.6%
July Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	**2009**	**2008**	**2009**	
United States	81%	78%	162,920	189,558	16.4%
Germany	8%	6%	16,145	14,443	-10.5%
BeNeLux	2%	4%	4,403	10,832	146.0%
France	--	3%	--	7,221	--
United Kingdom	2%	2%	4,403	5,416	23.0%
Scandinavia	4%	1%	8,807	3,611	-59.0%
Austria	--	1%	--	3,611	--
Canada	1%	1%	1,468	1,805	23.0%
Ireland	--	1%	--	1,805	--
Other Europe	--	1%	--	1,805	--
Other	1%	--	2,936	--	--
U.S. Region (Paid Accommodations)					
	2008	**2009**	**2008**	**2009**	
Florida	24%	32%	39,629	61,381	54.9%
South (including Florida)	46%	52%	74,855	99,292	32.6%
Midwest	31%	25%	49,904	46,938	-5.9%
Northeast	13%	11%	20,549	21,664	5.4%
West	1%	5%	1,468	9,027	514.9%
No Answer	11%	7%	17,613	12,637	-28.3%

2009 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	12%	23,469
Atlanta	7%	12,637
Orlando-Daytona Beach-Melbourne	7%	12,637
Tampa- Saint Petersburg	6%	10,832
New York	5%	9,027
Chicago	4%	7,221
Columbus, OH	4%	7,221
West Palm Beach-Fort Pierce	4%	7,221

* Cincinnati, Indianapolis, Kansas City and Philadelphia – each an additional 5,416 visitors (or 3%).

Occupancy Data Analysis
July 2009

Property managers representing 157 properties in Lee County were interviewed for the July 2009 Occupancy Survey between July 3 and July 28, 2009, a sample considered accurate to plus or minus 7.8 percentage points at the 95% confidence level.

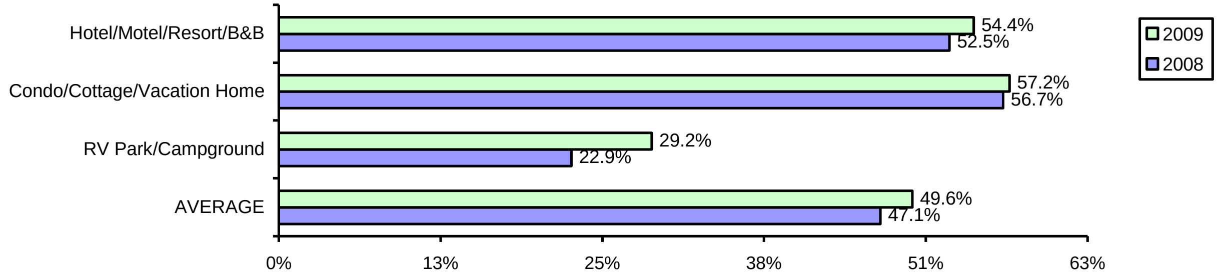
Property managers representing 136 properties in Lee County were interviewed for the July 2008 Occupancy Survey between July 1 and July 15, 2008, a sample considered accurate to plus or minus 8.4 percentage points at the 95% confidence level.

July Occupancy/Daily Rates

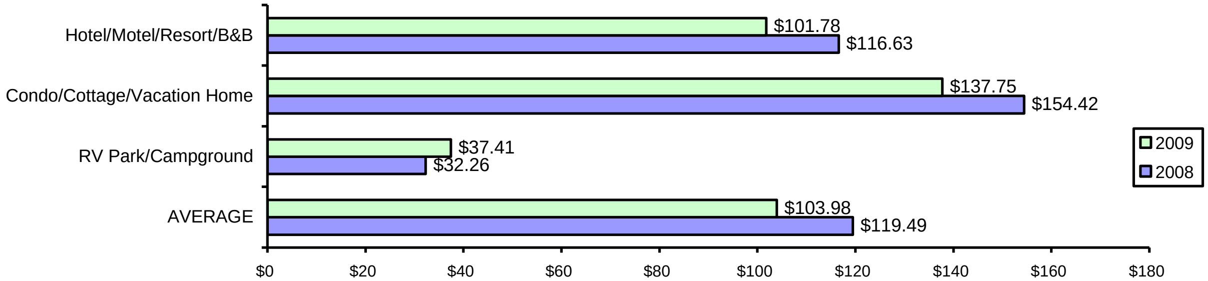
	Average Occupancy Rate - %			Average Daily Rate - $			RevPAR - $		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	129	146		128	152		128/129	152/146	
Hotel/Motel/Resort/B&B	52.5%	54.4%	3.6%	$116.63	$101.78	-12.7%	$61.24	$55.31	-9.7%
Condo/Cottage/Vacation Home	56.7%	57.2%	0.9%	$154.42	$137.75	-10.8%	$87.57	$78.74	-10.1%
RV Park/Campground	22.9%	29.2%	27.5%	$32.26	$37.41	16.0%	$7.39	$10.92	47.8%
AVERAGE	47.1%	49.6%	5.3%	$119.49	$103.98	-13.0%	$56.25	$51.56	-8.3%

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

Average Occupancy Rate



Average Daily Rate



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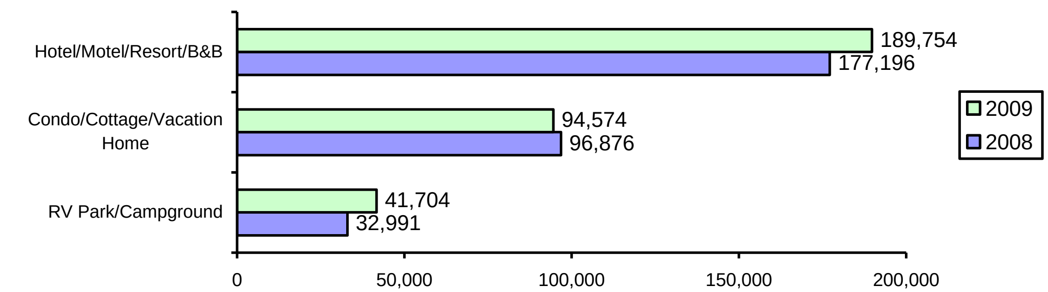
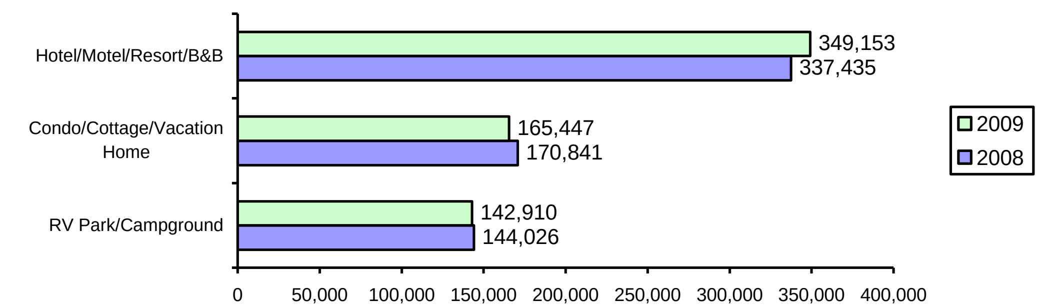
July Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	177,196	189,754	7.1%	337,435	349,153	3.5%
Condo/Cottage/Vacation Home	96,876	94,574	-2.4%	170,841	165,447	-3.2%
RV Park/Campground	32,991	41,704	26.4%	144,026	142,910	-0.8%
Total	**307,063**	**326,032**	6.2%	**652,302**	**657,510**	0.8%

Occupied Room Nights



Available Room Nights

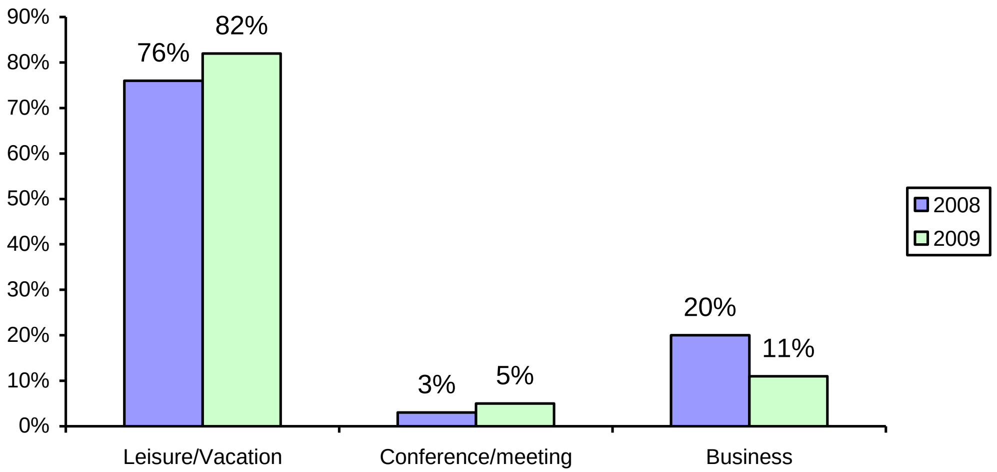


Lodging Management Estimates

July Guest Profile		
	2008	**2009**
Property Managers Responding	115	131
Purpose of Visit		
Leisure/Vacation	76%	82%
Conference/meeting	3%	5%
Business	20%	11%
Property Managers Responding	127	145
Average guests per room	2.7	2.8
Property Managers Responding	125	142
Average length of stay in nights	6.3	5.8

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?

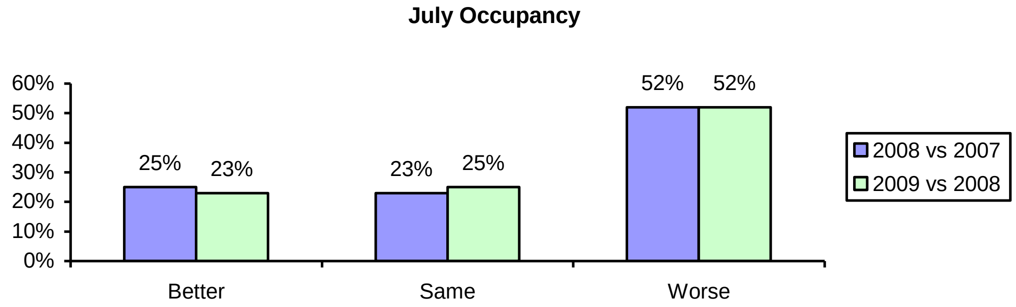
Purpose of Visit

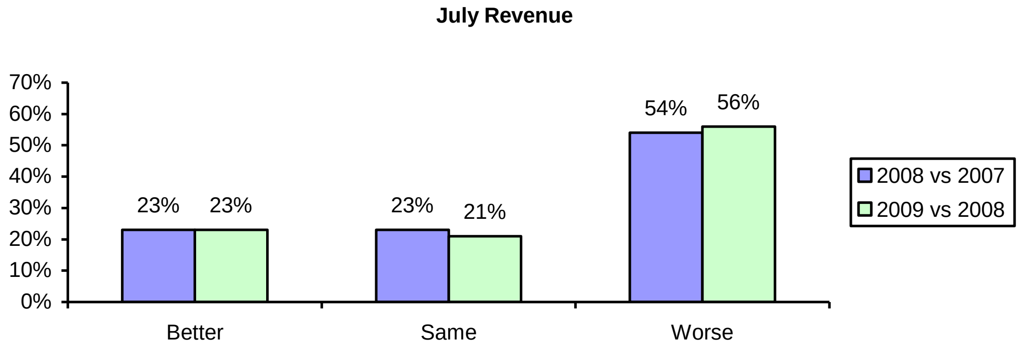


Occupancy Barometer

	July Occupancy		July Revenue	
	2008	2009	2008	2009
Property Managers Responding	128	139	124	135
Better than prior year	25%	23%	23%	23%
Same as prior year	23%	25%	23%	21%
Worse than prior year	52%	52%	54%	56%

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



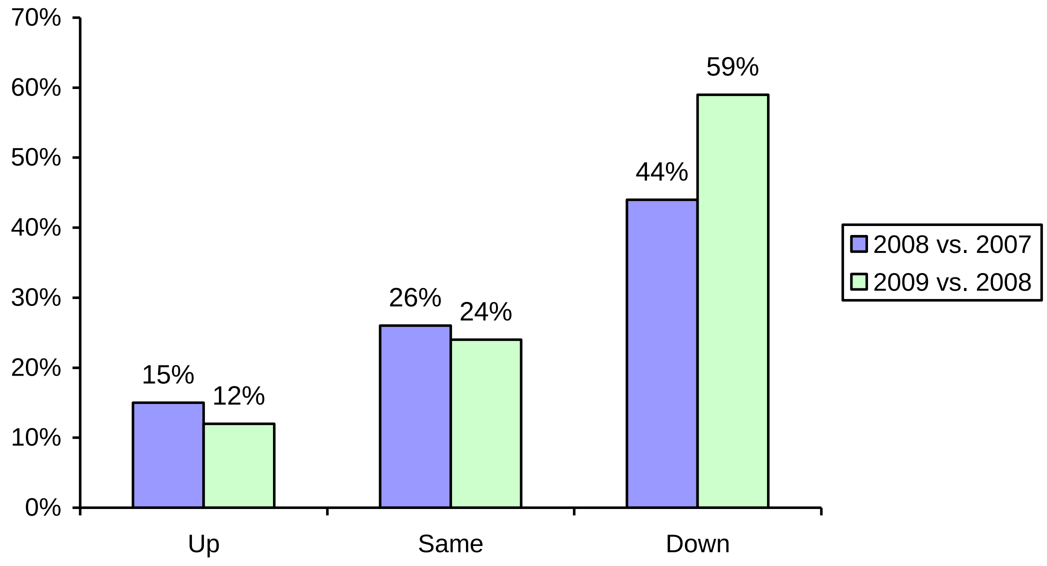


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2008	**2009**
Property Managers Responding	128	143
Up	15%	12%
Same	26%	24%
Down	44%	<59%>

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

Level of Reservations for Next 3 Months Compared to Last Year



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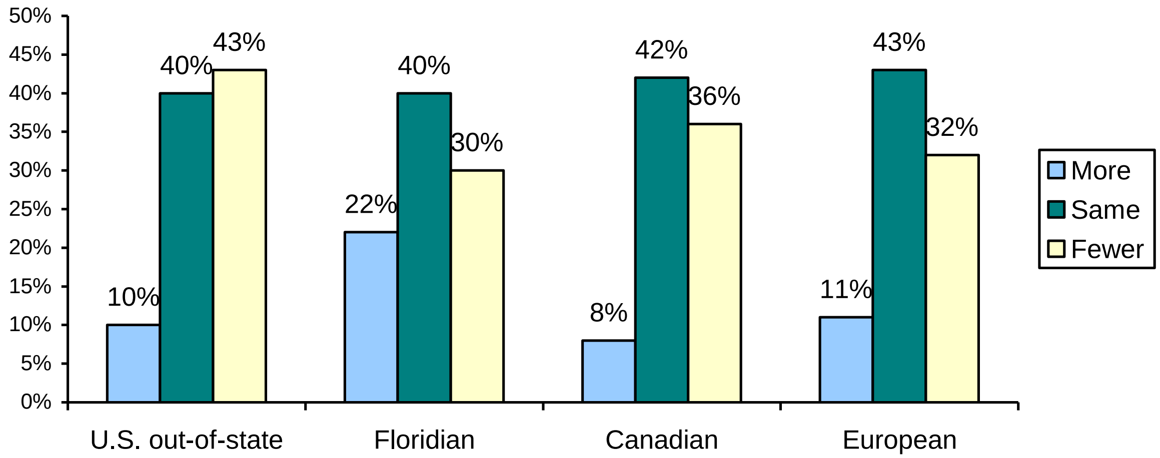
Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (82/122 Minimum)	More		Same		Fewer		Not Applicable	
	2008	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**
U.S. out-of-state	11%	10%	41%	40%	40%	43%	8%	7%
Floridian	29%	22%	39%	40%	24%	30%	8%	8%
Canadian	12%	8%	50%	42%	24%	36%	13%	14%
European	<29%>	11%	32%	43%	24%	32%	15%	15%

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 at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year
July 2009

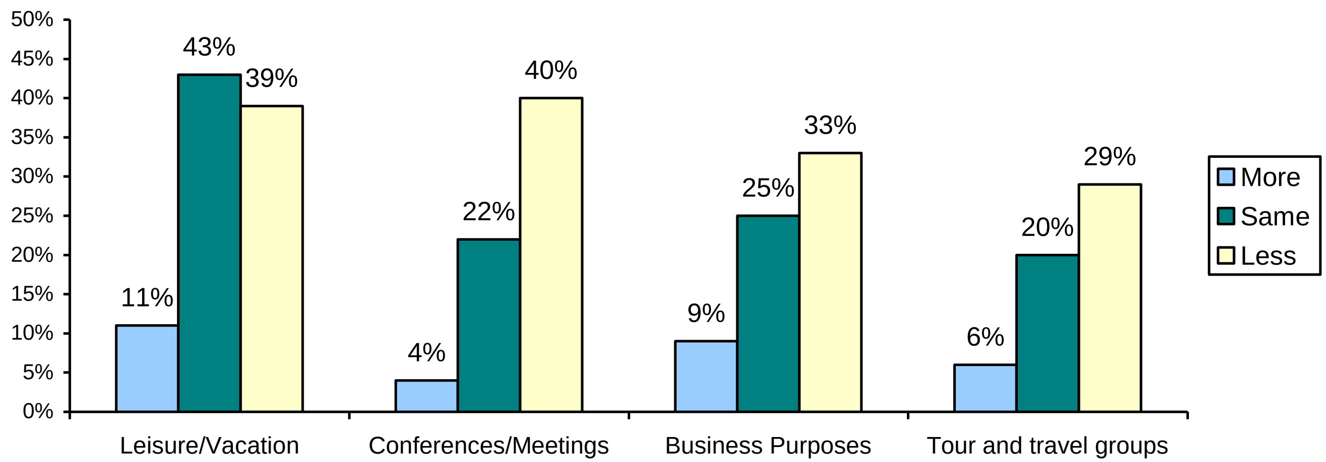


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (74/113 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
Leisure/vacation	<25%>	11%	46%	43%	24%	<39%>	5%	7%
Conferences/Meetings	3%	4%	30%	22%	28%	40%	39%	35%
Business Purposes	4%	9%	<38%>	25%	29%	33%	30%	33%
Tour and travel groups	5%	6%	30%	20%	22%	29%	43%	45%

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

Type of Travelers for Next 3 Months Compared to Last Year
July 2009



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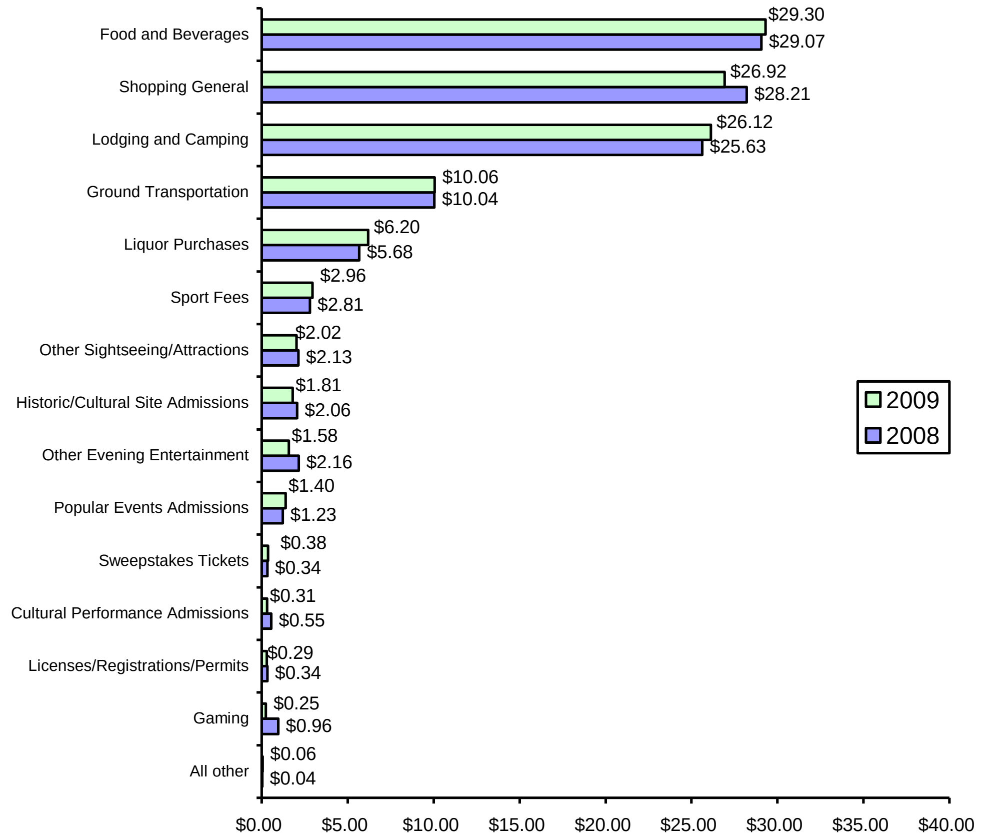
Economic Impact Analysis
July 2009

Average Expenditures

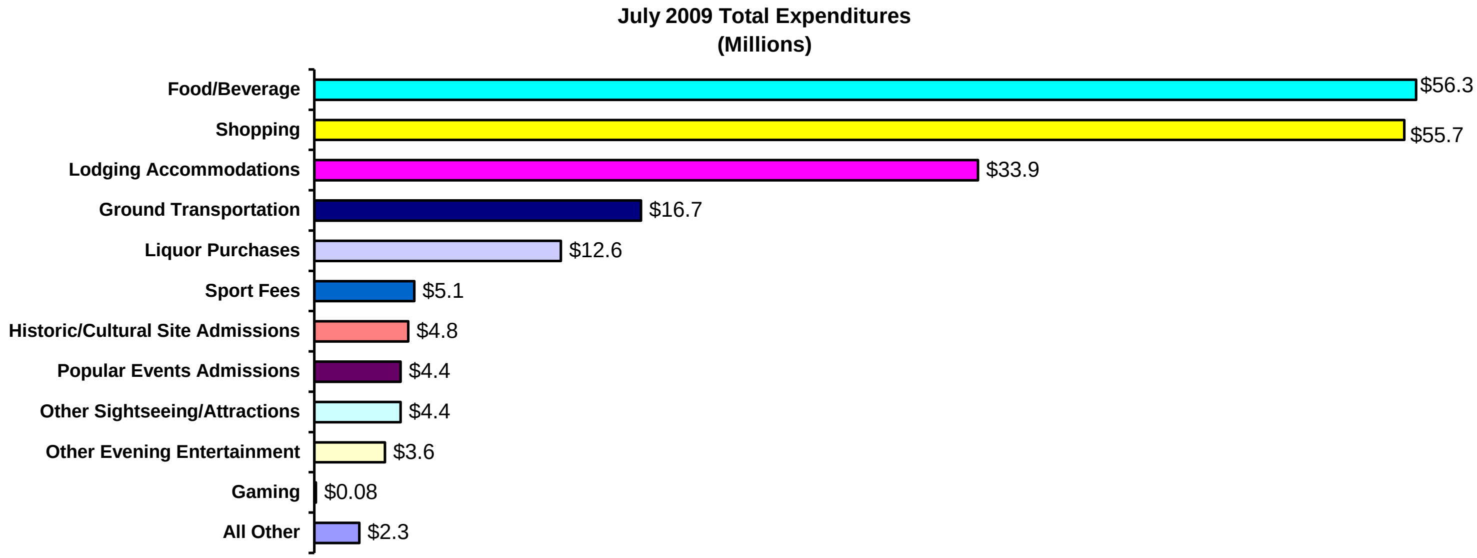
July Average Expenditures per Person per Day			
	2008	2009	% Change
TOTAL	$111.25	$109.65	-1.4%
Food and Beverages	$29.07	$29.30	0.8%
Shopping	$28.21	$26.92	-4.6%
Lodging Accommodations	$25.63	$26.12	1.9%
Ground Transportation	$10.04	$10.06	0.2%
Liquor Purchases	$5.68	$6.20	9.2%
Sport Fees	$2.81	$2.96	5.3%
Other Sightseeing/Attractions	$2.13	$2.02	-5.2%
Historic/Cultural Site Admissions	$2.06	$1.81	-12.1%
Other Evening Entertainment	$2.16	$1.58	-26.9%
Popular Events Admissions	$1.23	$1.40	13.8%
Sweepstakes Tickets	$0.34	$0.38	11.8%
Cultural Performance Admissions	$0.55	$0.31	-43.6%
Licenses/Registrations/Permits	$0.34	$0.29	-14.7%
Gaming	$0.96	$0.25	-74.0%
All other	$0.04	$0.06	-1.4%

Average Expenditures per Person per Day



Total Visitor Expenditures by Spending Category

	JULY TOTAL EXPENDITURES		
	2008	2009	% Change
TOTAL	$219,283,987	$200,682,755	-8.5%
Food and Beverages	$60,520,736	$56,253,760	-7.1%
Shopping	$60,208,497	$55,662,934	-7.5%
Lodging Accommodations	$36,690,156	$33,900,408	-7.6%
Ground Transportation	$22,165,043	$16,736,862	-24.5%
Liquor Purchases	$11,630,798	$12,631,552	8.6%
Sport Fees	$3,940,770	$5,113,108	29.7%
Historic/Cultural Site Admissions	$6,175,049	$4,775,161	-22.7%
Popular Events Admissions	$4,299,185	$4,431,760	3.1%
Other Sightseeing/Attractions	$3,405,332	$4,401,655	29.3%
Other Evening Entertainment	$5,734,898	$3,603,515	-37.2%
Gaming	$2,124,366	$842,799	-60.3%
All Other	$2,389,157	$2,329,241	-2.5%



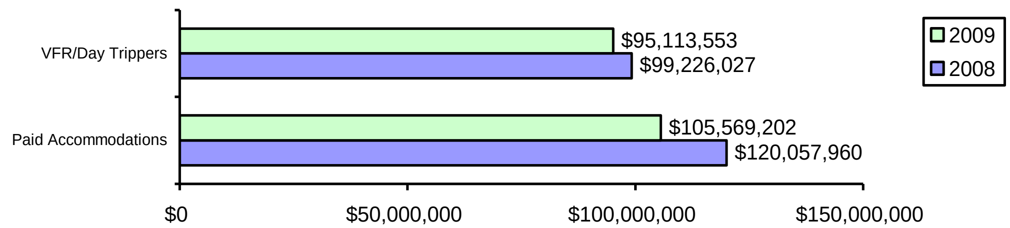
Total Visitor Expenditures by Spending Category

	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	$120,057,960	$105,569,202	-12.1%	$99,226,027	$95,113,553	-4.1%
Lodging Accommodations	$36,690,156	$33,900,408	-7.6%	--	--	--
Food and Beverages	$27,827,241	$25,399,181	-8.7%	$32,693,495	$30,854,579	-5.6%
Shopping	$26,888,453	$23,867,898	-11.2%	$33,320,044	$31,795,036	-4.6%
Ground Transportation	$9,448,213	$8,169,375	-13.5%	$12,716,830	$8,567,487	-32.6%
Liquor Purchases	$5,517,763	$5,261,793	-4.6%	$6,113,035	$7,369,759	20.6%
Sport Fees	$3,194,218	$2,694,055	-15.7%	$746,552	$2,419,053	224.0%
Other Sightseeing/Attractions	$2,358,031	$1,688,954	-28.4%	$1,047,301	$2,712,701	159.0%
Historic/Cultural Site Admissions	$1,350,581	$1,434,660	6.2%	$4,824,468	$3,340,501	-30.8%
Popular Events Admissions	$1,039,198	$1,096,190	5.5%	$3,259,987	$3,335,570	2.3%
Other Evening Entertainment	$2,426,066	$1,055,037	-56.5%	$3,308,832	$2,548,478	-23.0%
Gaming	$1,804,156	$163,120	-91.0%	$320,210	$679,679	112.3%
All Other	$1,513,894	$838,531	-44.6%	$875,273	$1,490,710	70.3%

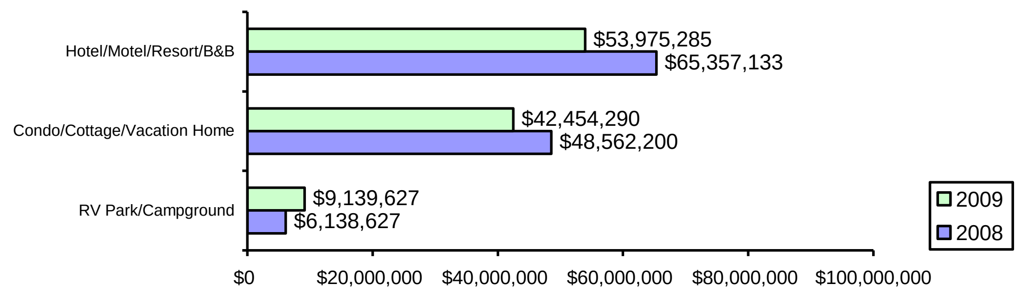
Total Visitor Expenditures by Lodging Type

July Total Expenditures by Lodging Type					
	2008	2009	% Change	2008	2009
TOTAL	$219,283,987	$200,682,755	-8.5%	100%	100%
Visiting Friends & Relatives/Day Trippers	$99,226,027	$95,113,553	-4.1%	45%	47%
Paid Accommodations	$120,057,960	$105,569,202	-12.1%	55%	53%
Hotel/Motel/Resort/B&B	$65,357,133	$53,975,285	-17.4%	30%	27%
Condo/Cottage/Vacation Home	$48,562,200	$42,454,290	-12.6%	22%	21%
RV Park/Campground	$6,138,627	$9,139,627	48.9%	3%	5%

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type



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.

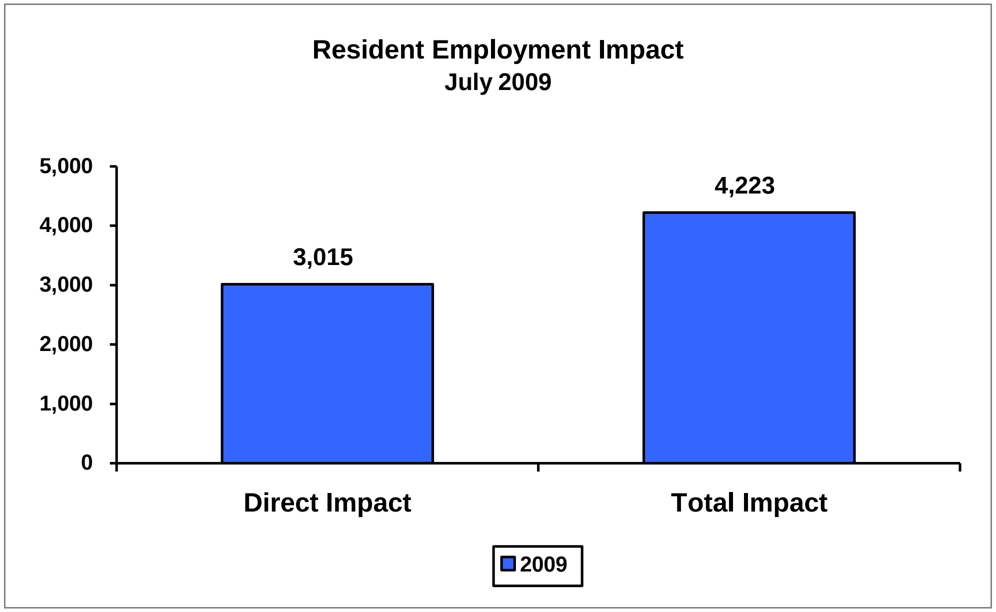
Impact on Jobs for Lee County Residents

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.).



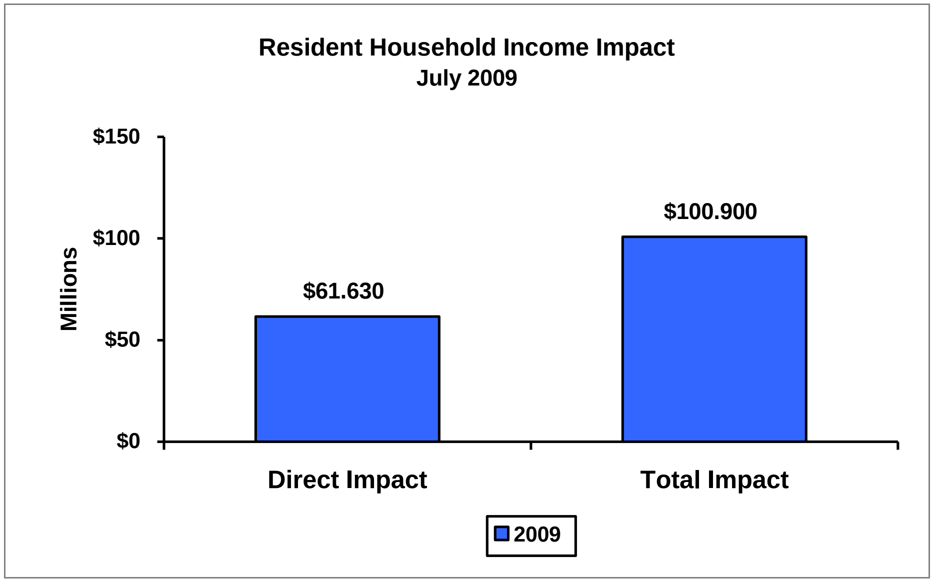
Impact on Household Income for Lee County Residents

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.).



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.

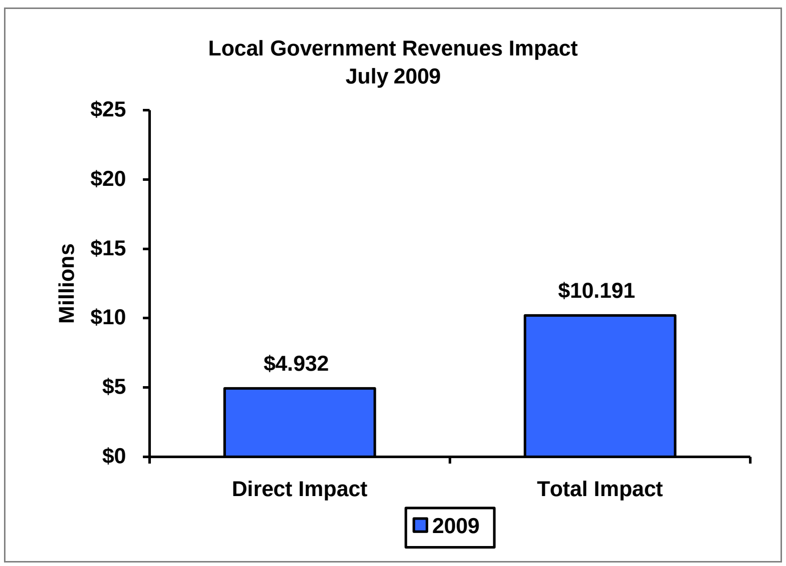
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

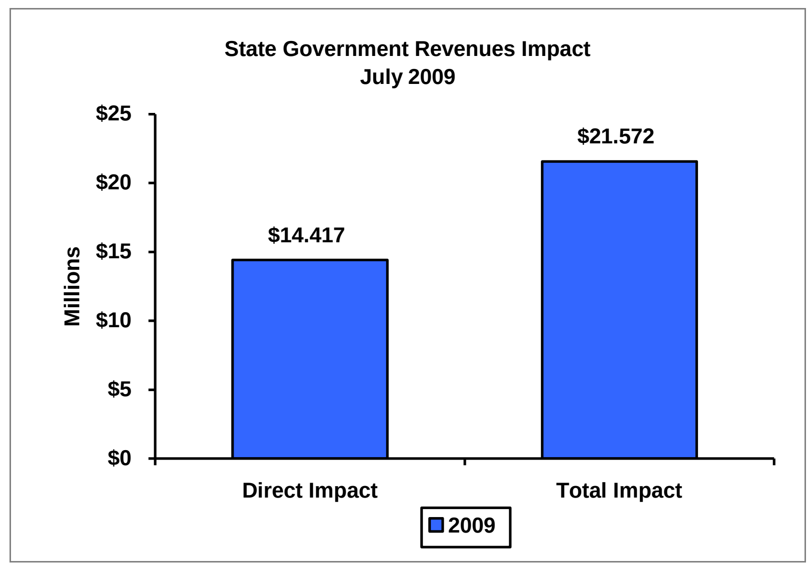
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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).





Appendix
July 2009

July 2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	**Event/Location**	**Interviewing Dates**	**Number of Interviews***
Bonita Springs	Bonita Beach	3-Jul	22
Sanibel	Sanibel Moorings	6-Jul	9
Sanibel	Tarpon Beach Resort Club	6-Jul	8
Sanibel	Sanibel Inn	6-Jul	9
Sanibel	Holiday Inn	6-Jul	4
Cape Coral	Cape Coral Yacht Club Beach	14-Jul	8
Fort Myers Beach	Pink Shell Resort	15-Jul	14
Fort Myers Beach	Times Square	15-Jul	14
Fort Myers	Shell Factory	18-Jul	9
Fort Myers	Best Western	18-Jul	7
Fort Myers	Edison Home	23-Jul	29
Fort Myers	Hilton Garden Inn	23-Jul	5
Fort Myers	Summerlin Square Trolley	25-Jul	6
Sanibel	Lighthouse Beach	25-Jul	5
Sanibel	Tortuga Beach Club	25-Jul	7
Sanibel	Loggerhead Cay	25-Jul	7
Sanibel	Sanibel Beach Club	25-Jul	8
Fort Myers Beach	Estero Beach Club	28-Jul	5
Fort Myers Beach	Diamond Head Resort	28-Jul	4
Fort Myers Beach	The Pier	28-Jul	19
TOTAL			**199**

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

Occupancy Interviewing Statistics

Interviews were conducted from July 3 – July 28, 2009. Information was provided by 157 Lee County lodging properties.

July 2009

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	89
Condo/Cottage/Vacation Home/Timeshare	47
RV Park/Campground	21
Total	**157**