

The Beaches of Fort Myers - Sanibel

the beaches of
FORT MYERS  SANIBEL



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

Prepared for:

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

Prepared by:



providing direction in travel & tourism

**March 7, 2008
September 2007 Visitor Profile & Occupancy Analysis
(Revised)**



**Executive Summary
September 2007
(Revised)**



Executive Summary

During the month of September 2007, Lee County hosted more than 330,000 visitors. Fewer than half of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, more than half were US residents. Among US visitors, 42% were from the South, including one quarter from Florida (27%), and 24% were from the Midwest.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	40%	133,060*
Friends/Relatives	60%	<u>199,778**</u>
<i>Total Visitation</i>		<u>332,838</u>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	58%	77,828
Germany	17%	22,595
UK	14%	18,829
Canada	3%	3,766
Other/No Answer	8%	10,042
U.S. Region (Paid Accommodations)***		
Florida	27%	21,340
South (including Florida)	42%	32,638
Midwest	24%	18,829
Northeast	15%	11,298
West	3%	2,511
No Answer	16%	12,553
Top DMAs (Paid Accommodations)***		
Tampa-Saint Petersburg	16%	12,553
New York	8%	6,276
West Palm Beach	5%	3,766
Champaign & Springfield	5%	3,766
Milwaukee	5%	3,766
Chicago	3%	2,511
Saint Louis	3%	2,511
Cleveland-Akron	3%	2,511
Atlanta	3%	2,511
Miami-Ft. Lauderdale	3%	2,511
Charleston-Huntington	3%	2,511
Wilkes Barre-Scranton	3%	2,511
Denver	3%	2,511

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent nearly \$170 million in Lee County during the month of September. Somewhat less than half of this was spent by those visitors staying in paid accommodations (\$74 million). Including only those properties paying the bed tax, \$70 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.

Three fourths of September visitors flew to the area (75%), while an additional 25% drove to Lee County. Most Lee County visitors were repeat visitors (71%), averaging four visits in five years.

Almost nine visitors out of ten spent some time at the beach while visiting Lee County (88%). The majority spent time relaxing, dining out, swimming, or shopping.

Lee County visitors continue to be satisfied with their visit (94%). Nine in ten said they will recommend Lee County to a friend or family member (89%), and nearly as many indicated that they plan to return themselves (84%).

Lee County September visitors are around the age of 50 and are more affluent than the general population (average household income of \$91,086). While most are married (69%), only 15% are traveling with children.

Occupancy rates for the month of September are fairly low, with hotels/motels/resorts pulling in the highest occupancy at 42.1%. Average daily rates were highest among condos/cottages/vacation rentals at \$147.04.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	120	120	120
Hotel/Motel/Resort/B&B	42.1%	\$110.42	\$46.53
Condo/Cottage/Vacation Home*	18.8%	\$147.04	\$27.62
RV Park/Campground	28.5%	\$32.15	\$9.17
AVERAGE	32.7%	\$100.19	\$32.80

* Includes timeshare rental properties.

Fifty-eight percent of the lodging properties surveyed reported their September 2007 occupancy to be better (34%) or the same (24%) as September 2006, while 42% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 63% reporting it to be better (38%) or the same (25%) in September 2007 as compared to September 2006, and 37% saying it was worse.



Visitor Profile Analysis September 2007 (Revised)

A total of 173 interviews were conducted with visitors in Lee County during the month of September. A total sample of this size is considered accurate to plus or minus 7.5 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



Visitor Profile Analysis

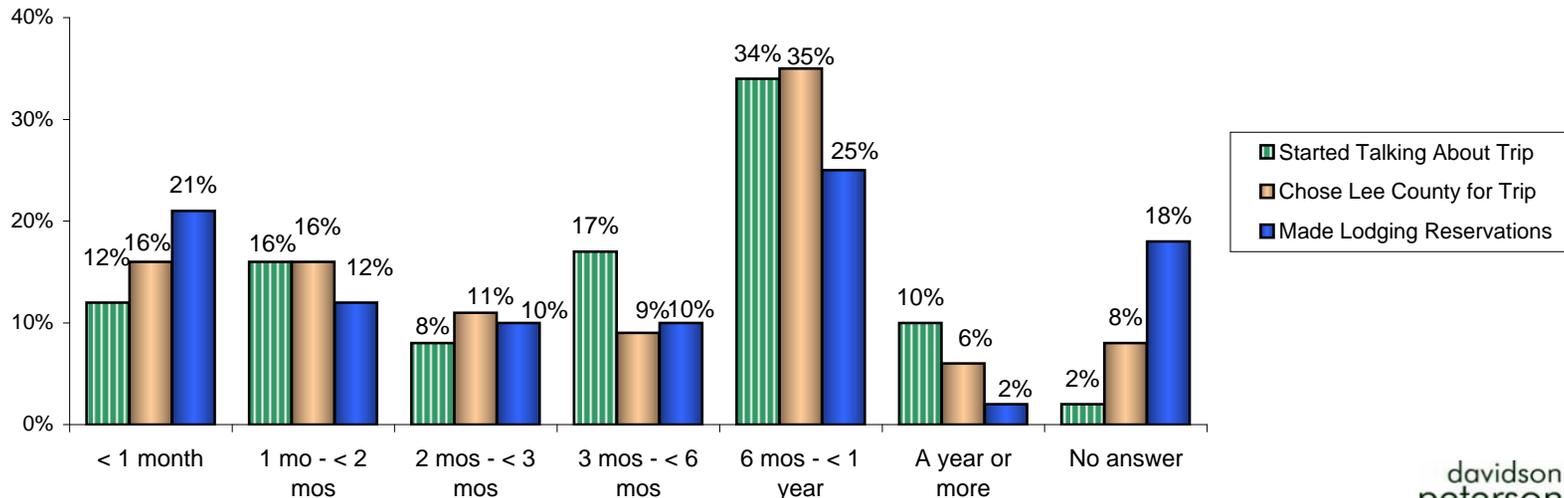
Travel Planning

Total Respondents	173	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		12%	16%	21%
1 mo - < 2 mos		16%	16%	12%
2 mos - < 3 mos		8%	11%	10%
3 mos - < 6 mos		17%	9%	10%
6 mos - < 1 year		34%	35%	25%
A year or more		10%	6%	2%
No answer		2%	8%	18%

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

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

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





Visitor Profile Analysis

Travel Planning

Reserved Accommodations

Total Respondents	173
Before Leaving Home	66%
After arriving in FL	14%
On the road, but not in Florida	1%
No Answer	19%

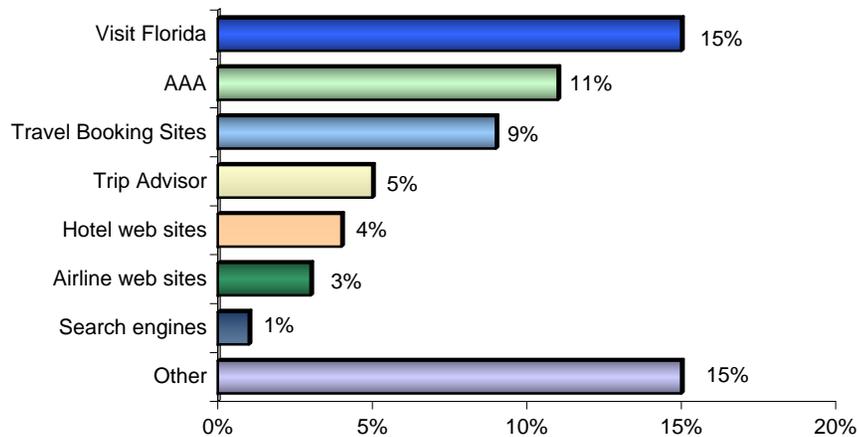
Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access

Total Respondents	173
<u>Yes</u>	<u>92%</u>
Home	38%
Work	4%
Both Home and Work	51%
<u>No</u>	<u>8%</u>

Question 8: Do you have access to a computer?

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Web Sites Visited

Total Respondents with computer access	160
<u>Visited web sites (net)</u>	<u>53%</u>
Visit Florida	15%
AAA	11%
Travel Booking Sites	9%
Trip Advisor	5%
Hotel web sites	4%
Airline web sites	3%
Search engines	1%
Other	15%
<u>Did not visit web sites</u>	<u>41%</u>
No Answer	6%

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



Visitor Profile Analysis

Travel Planning

Requesting Information

Total Respondents	173
Requested Information (net)	29%
<i>Hotel Web Site</i>	7%
<i>VCB Web Site</i>	6%
<i>Visitor Guide</i>	10%
<i>Call hotel</i>	6%
<i>Call local Chamber of Commerce</i>	3%
<i>Other</i>	12%
Did not request information	62%
No Answer	9%

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

Travel Agent Assistance

Total Respondents	173
Yes	4%
No	95%

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

Travel Agent Influence

Total respondents who used a travel agent	6*
Yes	N/A
No	N/A

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

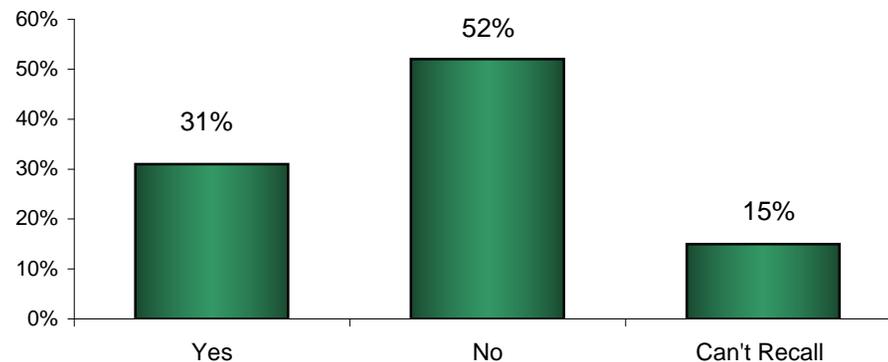
**Note: N/A=Insufficient number of responses for statistical analysis.*

Recall of Lee County Promotions

Total Respondents	173
Yes	31%
No	52%
Can't Recall	15%

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

Recall of Promotions



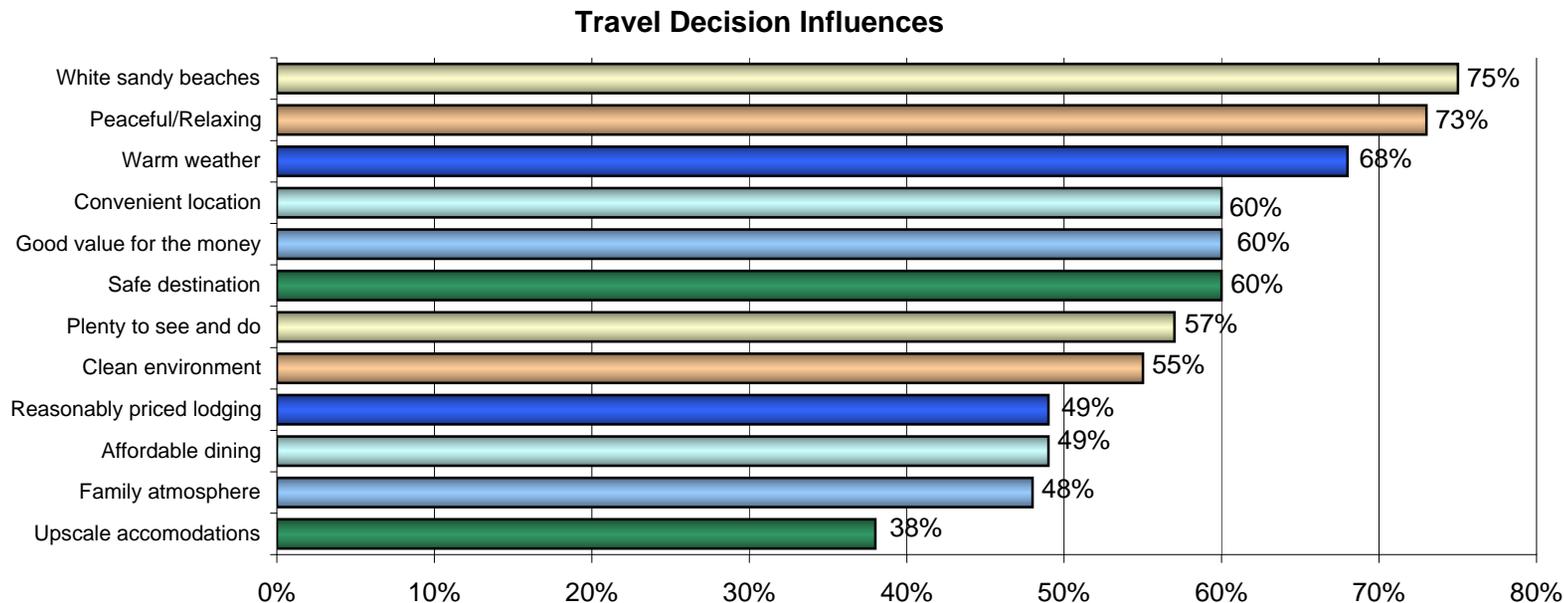


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	173		
White sandy beaches	75%	Plenty to see and do	57%
Peaceful/Relaxing	73%	Clean environment	55%
Warm weather	68%	Reasonably priced lodging	49%
Convenient location	60%	Affordable dining	49%
Good value for the money	60%	Family atmosphere	48%
Safe destination	60%	Upscale accommodations	38%

Question 14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?



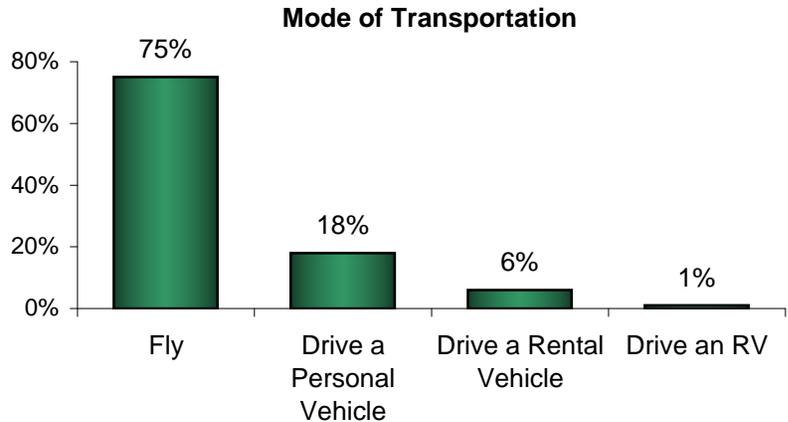


Visitor Profile Analysis

Trip Profile

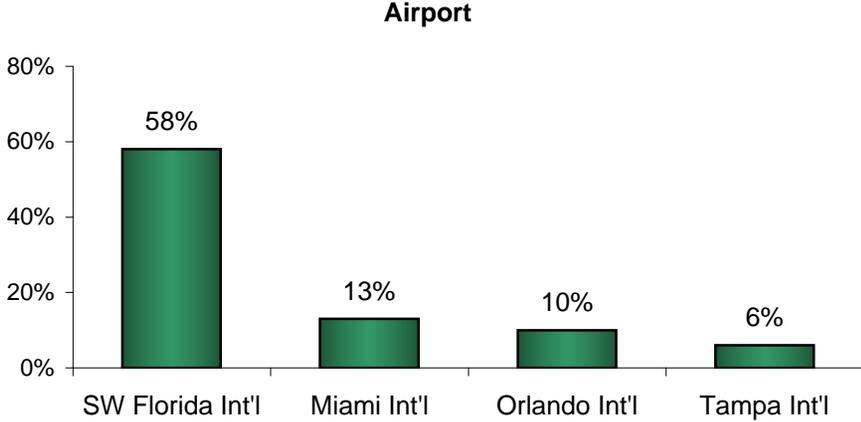
Mode of Transportation	
Total Respondents	173
Fly	75%
Drive a Personal Vehicle	18%
Drive a Rental Vehicle	6%
Drive an RV	1%

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



Airport	
Total Respondents who Flew	130
SW Florida Int'l	58%
Miami Int'l	13%
Orlando Int'l	10%
Tampa Int'l	6%
Sarasota/Bradenton	3%
Ft. Lauderdale Int'l	2%
West Palm Beach Int'l	1%
Other	5%

Question 2: At which Florida airport did you land?





Visitor Profile Analysis

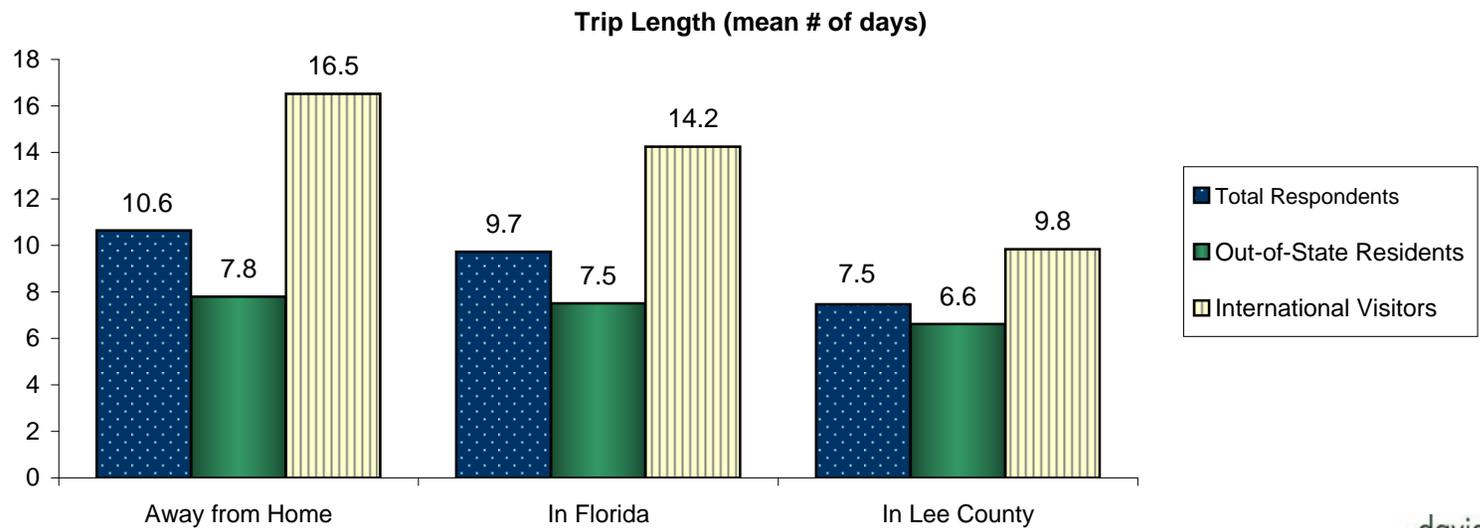
Trip Profile

Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	173	20*	72	62
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.6	N/A	7.8	16.5
In Florida	9.7	N/A	7.5	14.2
In Lee County	7.5	N/A	6.6	9.8

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

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

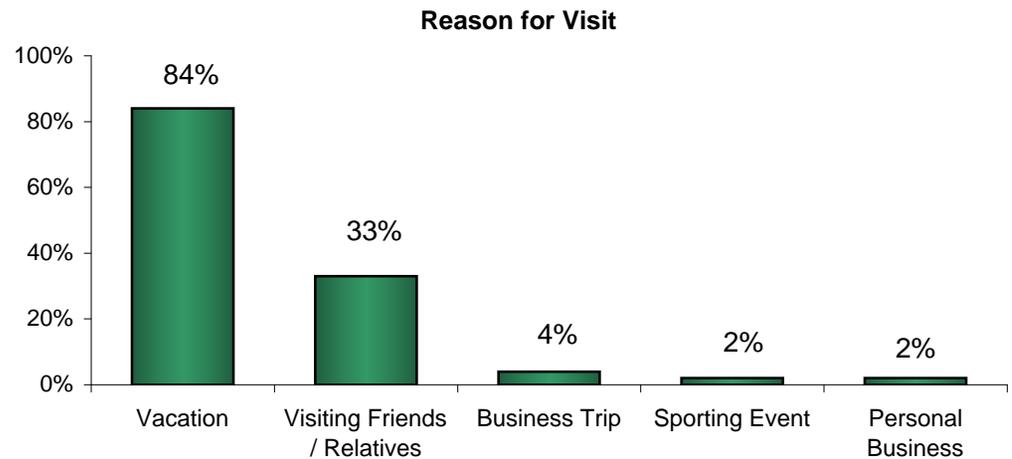




Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	173
Vacation	84%
Visiting Friends / Relatives	33%
Business Trip	4%
Sporting Event	2%
Personal Business	2%
Other	4%



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



Visitor Profile Analysis

Trip Profile

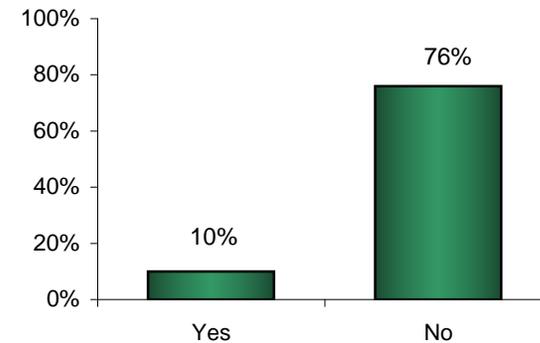
First Time Visitors to Florida

Base: Total Respondents	173
Yes	10%
No	76%
No answer	3%
<i>FL Residents*</i>	12%

Question 18: Is this your first visit to Florida?

* Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question.

First Time Visitors to Florida



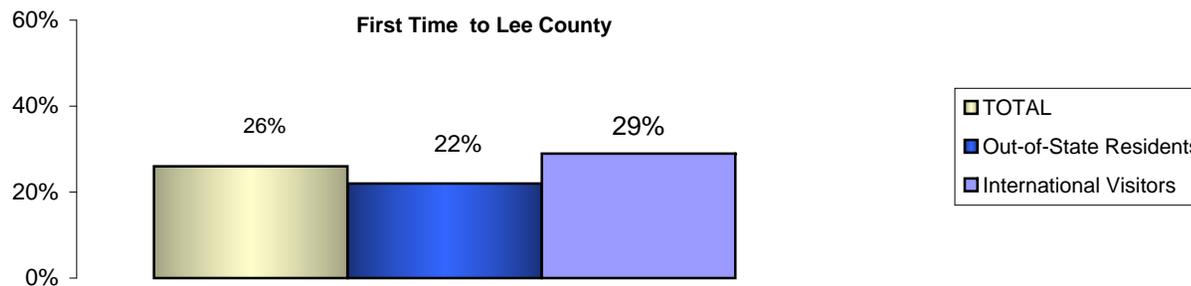
First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	173	20*	72	62
Yes	26%	N/A	22%	29%
No	71%	N/A	73%	68%
No answer	4%	N/A	5%	3%

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

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

First Time to Lee County





Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years

	To Florida	To Lee County
Base: Repeat Visitors	131 (FL res. excl.)	123
	Mean # of visits	Mean # of visits
Number of visits	4.9	4.1

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

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

Previous Visits to Lee County in Five Years

	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat Visitors	14*	52	42**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	5.0	2.7

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

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

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

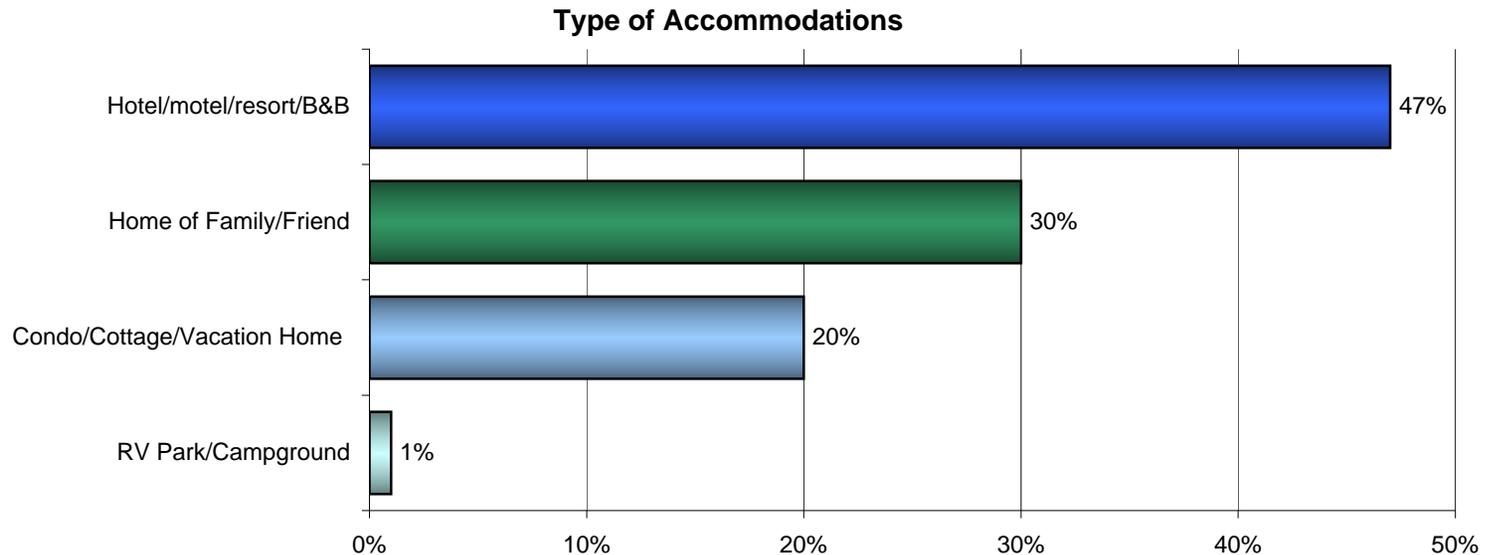


Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	173		
Hotel/motel/inn	37%	Borrowed home/condo	5%
Resort	9%	Owned home/condo	1%
B&B	<1%	Campground	1%
Home of family/friend	30%	Day trip (no accommodations)	2%
Rented home/condo	14%		

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



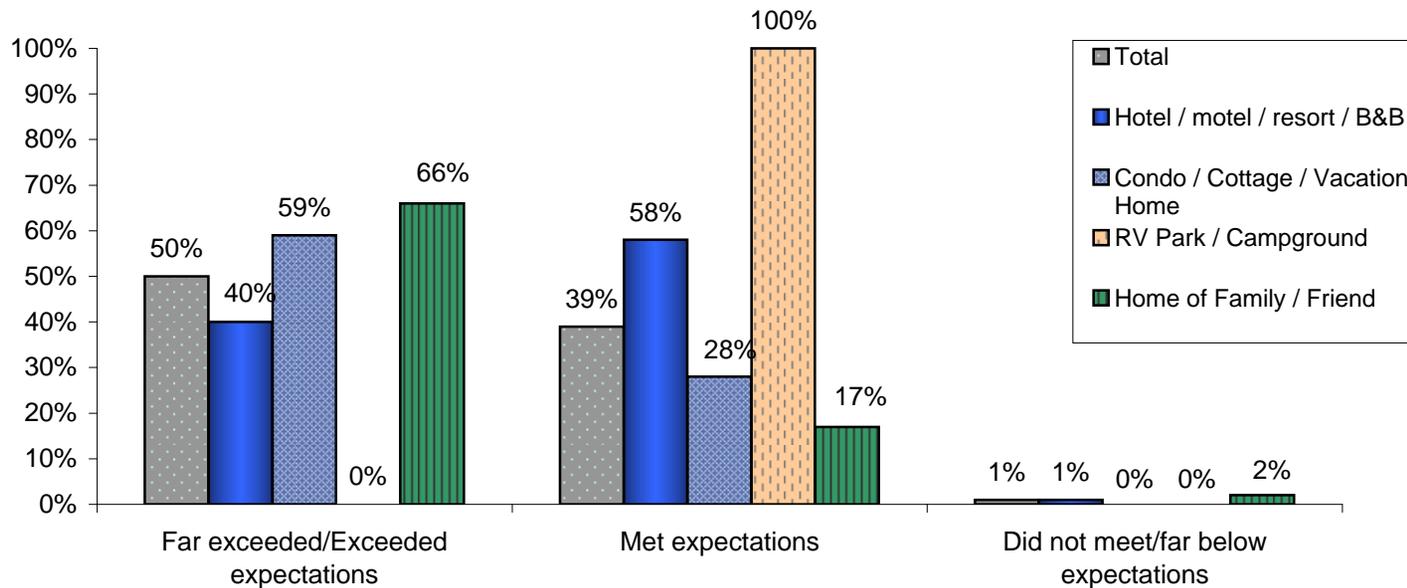


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	173
Far exceeded/Exceeded expectations	50%
Met expectations	39%
Did not meet/Far below expectations	1%
No Answer	9%

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

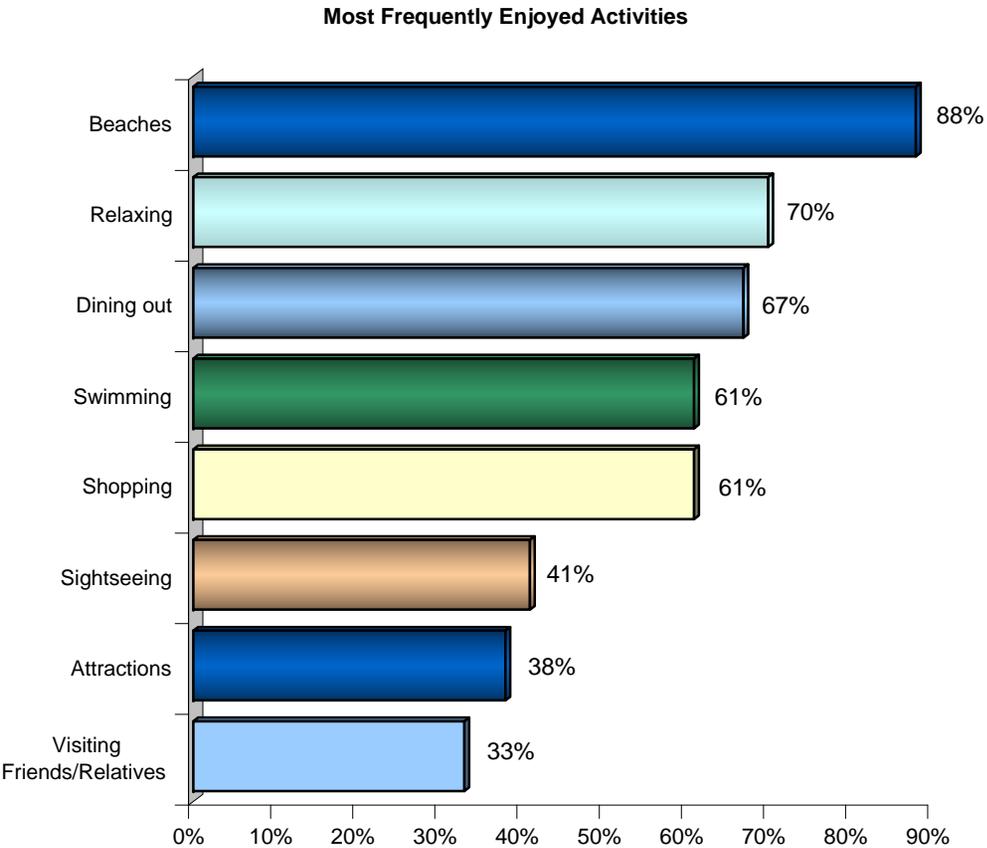




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	173
Beaches	88%
Relaxing	70%
Dining out	67%
Swimming	61%
Shopping	61%
Sightseeing	41%
Attractions	38%
Visiting Friends/Relatives	33%
Shelling	23%
Photography	21%
Miniature Golf	15%
Watching Wildlife	15%
Birdwatching	12%
Bars/Nightlife	12%
Fishing	8%
Boating	8%
Golfing	7%
Exercise/Working Out	7%
Guided Tour	6%
Cultural Events	5%
Parasailing/Jet Skiing	3%
Bicycle Riding	3%
Sporting Event	3%
Tennis	1%
Scuba Diving/Snorkeling	1%
Kayaking/Canoeing	1%
Other	7%



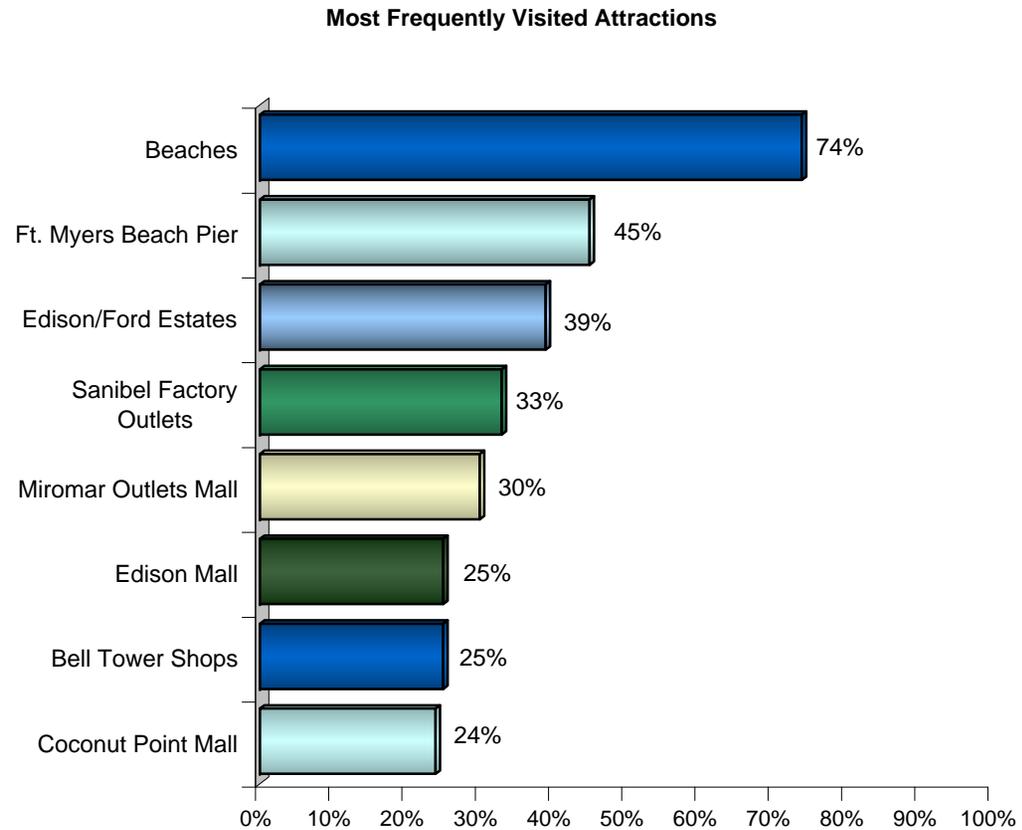
Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)



Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	173
Beaches	74%
Ft. Myers Beach Pier	45%
Edison/Ford Estates	39%
Sanibel Factory Outlets	33%
Miromar Outlets Mall	30%
Edison Mall	25%
Bell Tower Shops	25%
Coconut Point Mall	24%
Sanibel Lighthouse	18%
Shell Factory and Nature Park	12%
Ding Darling National Wildlife Refuge	8%
Bailey-Matthews Shell Museum	5%
Gulf Coast Town Center	5%
Periwinkle Place	4%
Broadway Palm Dinner Theater	3%
Manatee Park	2%
Other	4%
None/No Answer	5%



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

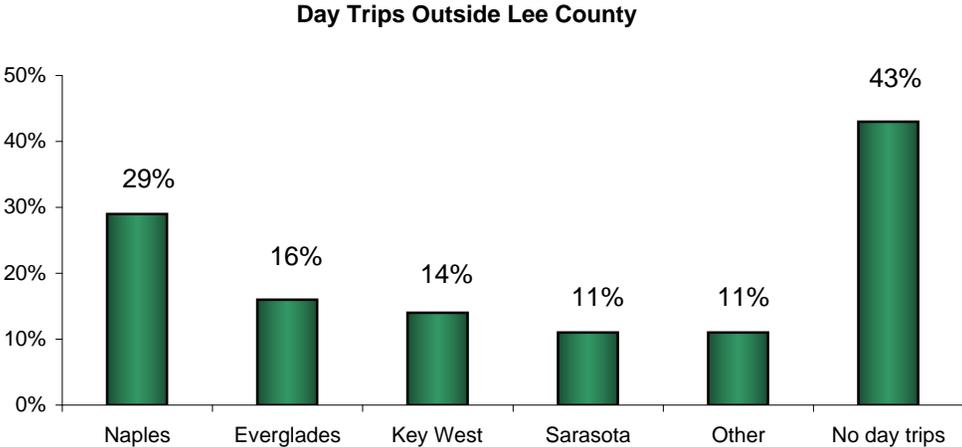


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	173
<u>Any Day Trips (net)</u>	<u>51%</u>
<i>Naples</i>	29%
<i>Everglades</i>	16%
<i>Key West</i>	14%
<i>Sarasota</i>	11%
<i>Other</i>	11%
<u>No day trips</u>	<u>43%</u>
No answer	6%

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





Visitor Profile Analysis

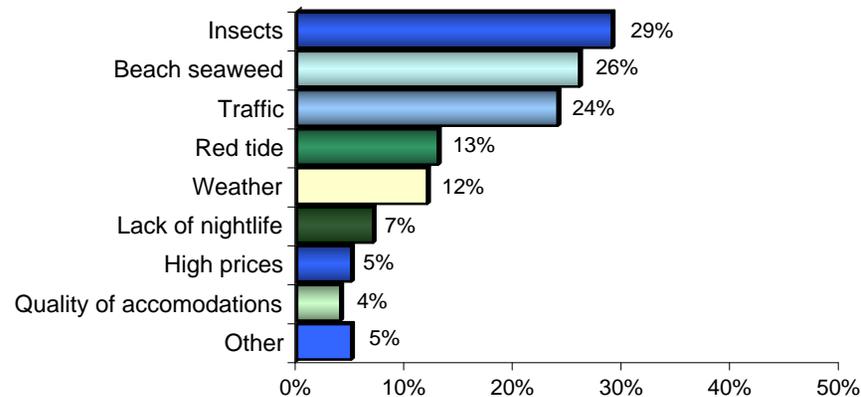
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	173
Insects	29%
Beach seaweed	26%
Traffic	24%
Red tide	13%
Weather	12%
Lack of nightlife	7%
High prices	5%
Quality of accommodations	4%
Other	5%
Nothing/no answer	26%

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

Least Liked Features

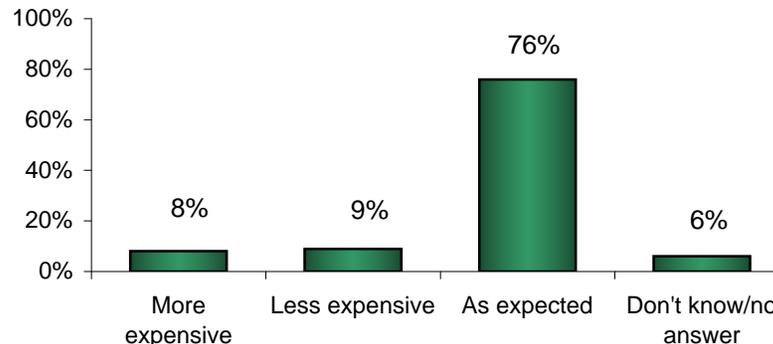


Perception of Lee County as Expensive

Total Respondents	173
More expensive	8%
Less expensive	9%
As expected	76%
Don't know/no answer	6%

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

Perception as Expensive



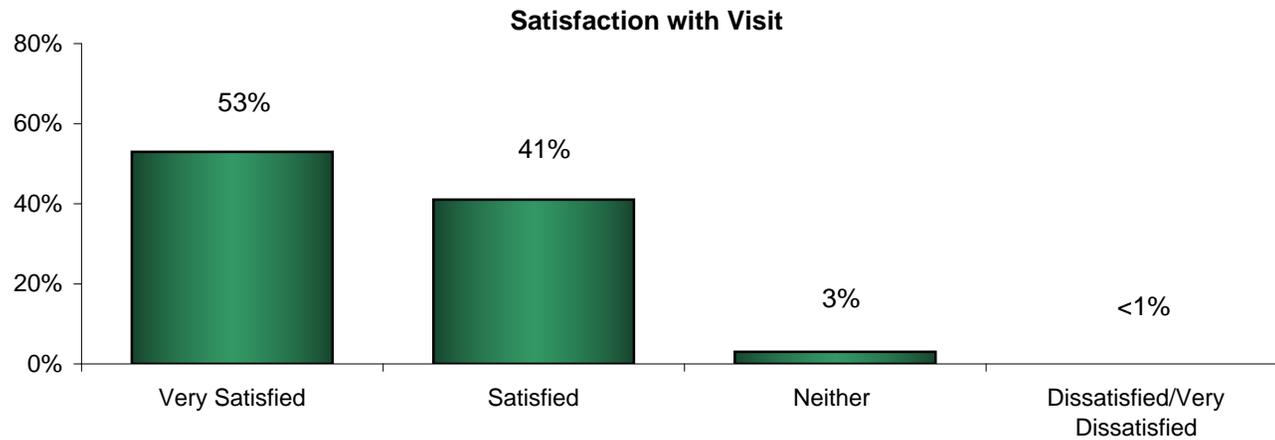


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	173
<u>Satisfied</u>	<u>94%</u>
<i>Very Satisfied</i>	53%
<i>Satisfied</i>	41%
Neither	3%
Dissatisfied/Very Dissatisfied	<1%
Don't know/no answer	3%

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





Visitor Profile Analysis

Lee County Experience and Future Plans

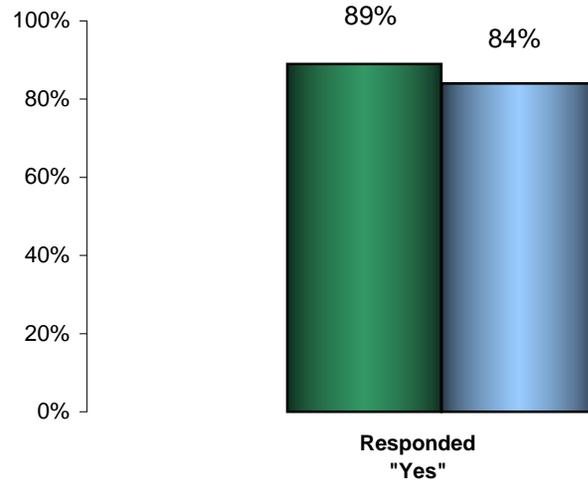
Likelihood to Recommend/Return to Lee County	
Total Respondents	173
Likely to Recommend Lee County	89%
Likely to Return to Lee County	84%
Base: Total Respondents Planning to Return	146
Likely to Return Next Year	54%

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

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

Likelihood to Recommend/Return to Lee County

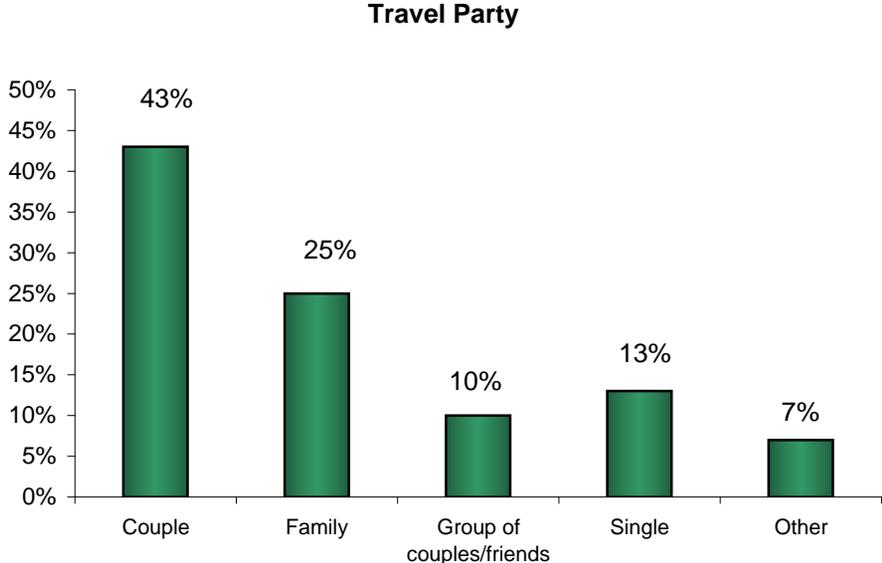




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	173
Couple	43%
Family	25%
Group of couples/friends	10%
Single	13%
Other	7%
Mean travel party size	2.7
Mean adults in travel party	2.4



Question 22: On this trip, are you traveling:

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

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

Travel Parties with Children	
Total Respondents	173
Traveling with any children (net)	<u>15%</u>
Any younger than 6	6%
Any 6 - 11 years old	6%
Any 12 - 17 years old	7%

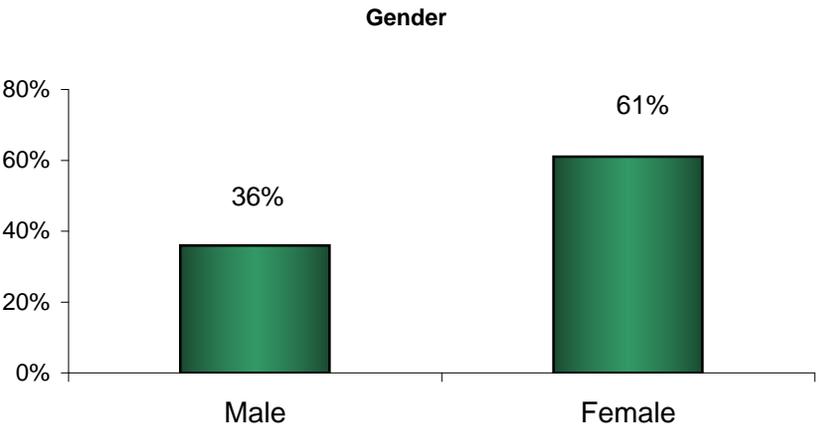
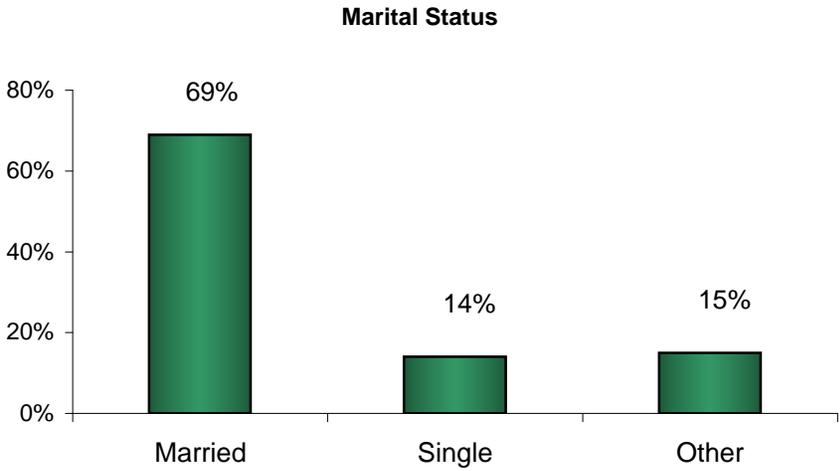
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	173
Vacations per year (mean)	2.7
Short getaways per year (mean)	3.9
Age of respondent (mean)	50.0
Annual household income (mean)	\$91,086
Marital Status	
Married	69%
Single	14%
Other	15%
Gender of Respondent	
Male	36%
Female	61%



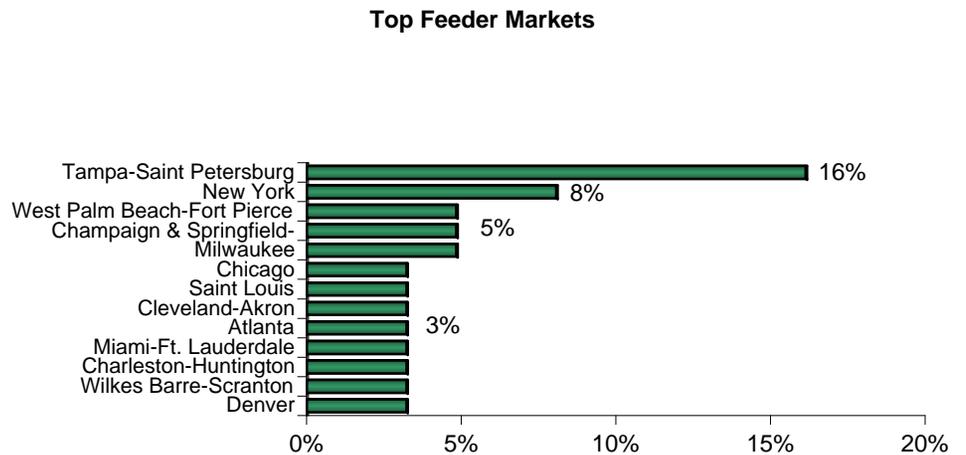
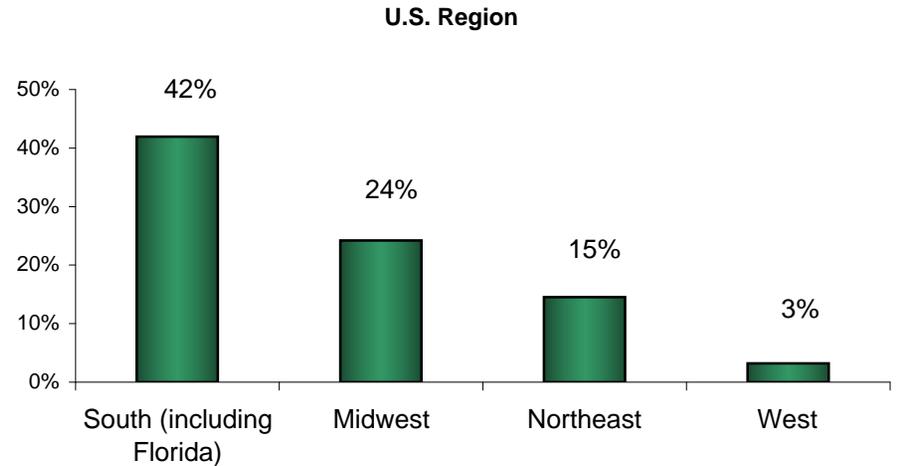
Question 37: How many vacations, lasting FIVE (5) NIGHTS AWAY FROM HOME, do you take in an average year?
 Question 38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
 Question 41: What is your age, please?
 Question 43: What is your total annual household income before taxes?
 Question 40: Are you: Married/Single/Other
 Question 42: Are you: Male/Female





Visitor Profile Analysis
Visitor Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	40%	133,060
<u>Friends/Relatives</u>	60%	<u>199,778</u>
<i>Total Visitation</i>		<i>332,838</i>
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Visitors Staying in Paid Accommodations		
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Germany	17%	22,595
UK	14%	18,829
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Other/No Answer	8%	10,042
South (including Florida)	42%	32,638
Midwest	24%	18,829
Northeast	15%	11,298
West	3%	2,511
No Answer	16%	12,553
Top DMAs (Paid Accommodations)		
Tampa-Saint Petersburg	16%	12,553
New York	8%	6,276
West Palm Beach-Fort Pierce	5%	3,766
Champaign & Springfield-Decatur	5%	3,766
Milwaukee	5%	3,766
Chicago	3%	2,511
Saint Louis	3%	2,511
Cleveland-Akron	3%	2,511
Atlanta	3%	2,511
Miami-Ft. Lauderdale	3%	2,511
Charleston-Huntington	3%	2,511
Wilkes Barre-Scranton	3%	2,511
Denver	3%	2,511
In State Visitors (Paid Accommodations)		
Florida residents	27%	21,340





Occupancy Data Analysis September 2007 (Revised)

Property managers representing 130 properties in Lee County were interviewed for the September Occupancy Survey between October 1 and October 15, 2007, a sample considered accurate to plus or minus 8.6 percentage points at the 95% confidence level.



providing direction in travel & tourism



Occupancy Data Analysis

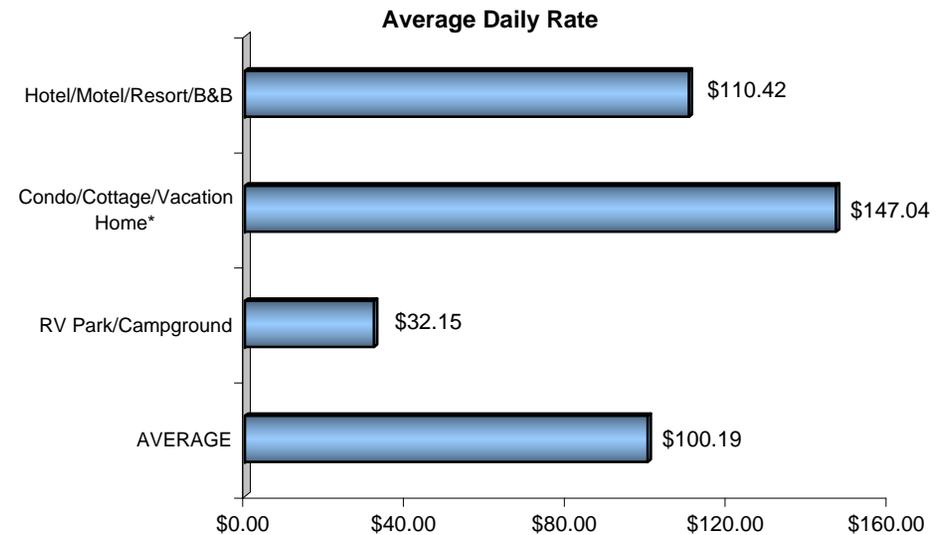
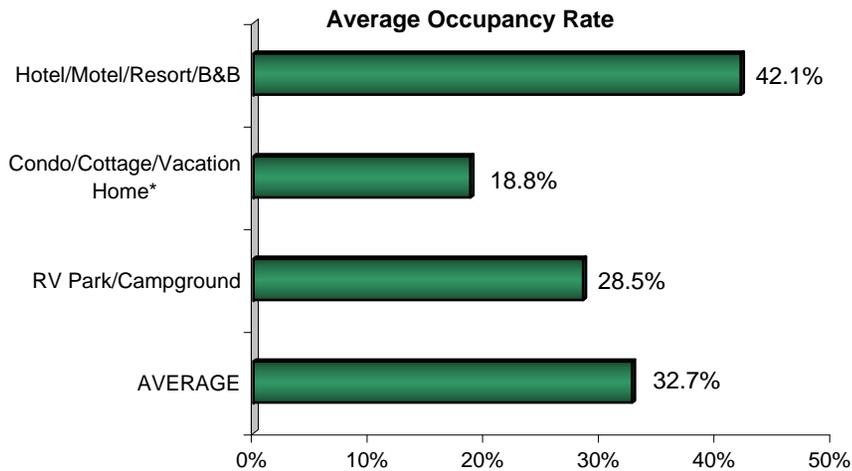
Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	120	120	120
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	42.1%	\$110.42	\$46.53
Condo/Cottage/Vacation Home*	18.8%	\$147.04	\$27.62
RV Park/Campground	28.5%	\$32.15	\$9.17
AVERAGE	32.7%	\$100.19	\$32.80

* Includes timeshare rental properties.

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

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



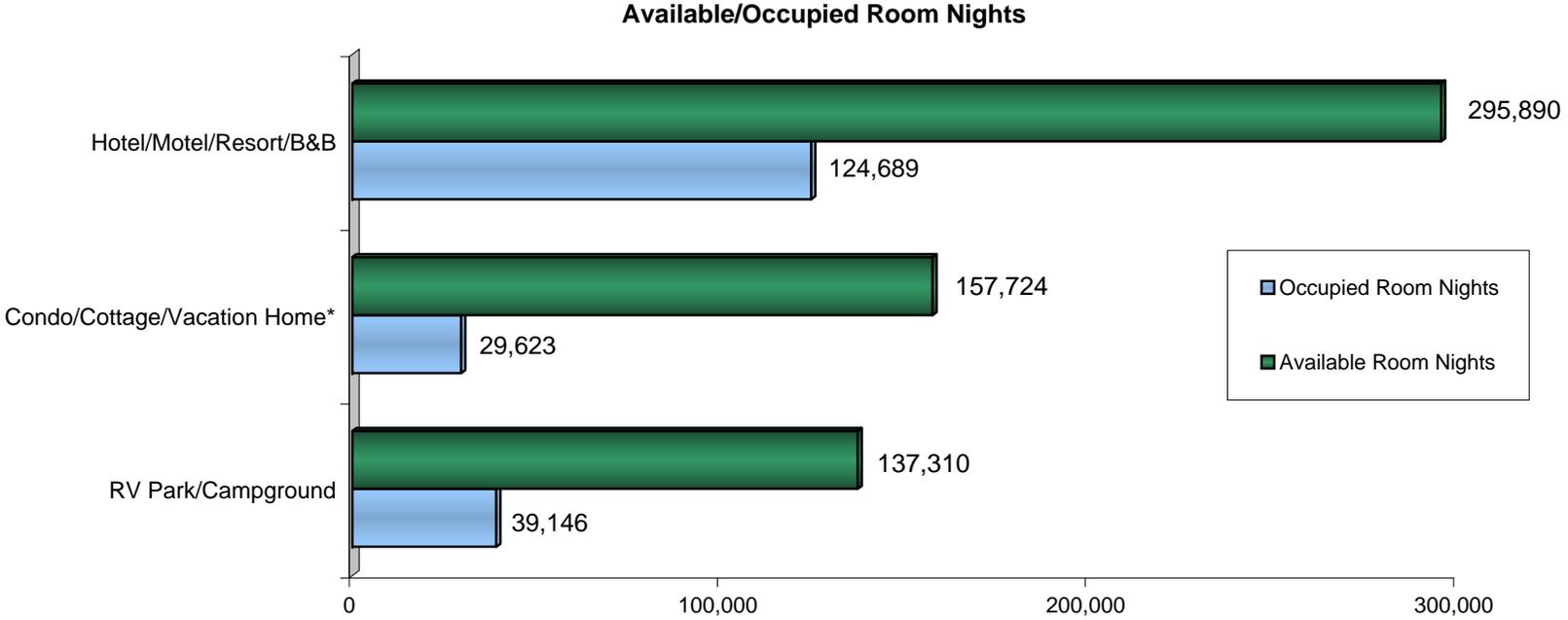


Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	124,689	295,890
Condo/Cottage/Vacation Home*	29,623	157,724
RV Park/Campground	39,146	137,310
Total	193,458	590,924

* Includes timeshare rental properties.





Occupancy Data Analysis

Lodging Management Estimates

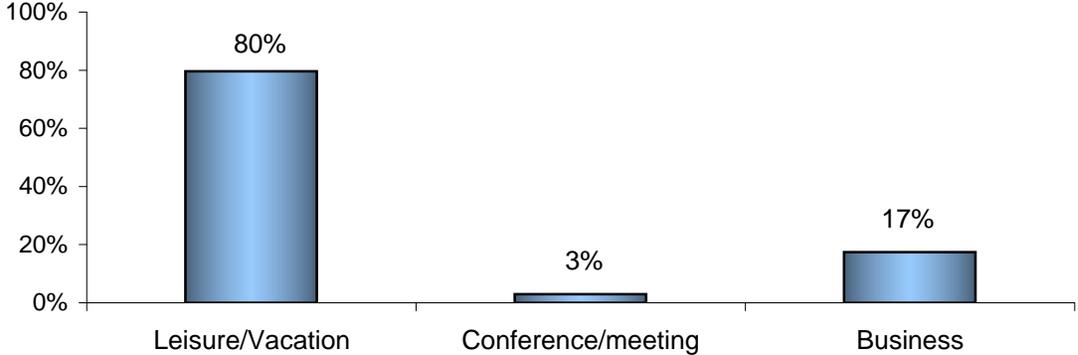
Guest Profile	
Total Property Managers Responding	112
Purpose of Visit	
Leisure/Vacation	80%
Conference/meeting	3%
Business	17%
Total Property Managers Responding	113
Average guests per room	2.4
Total Property Managers Responding	114
Average length of stay in nights	5.0

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

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

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

Purpose of Visit



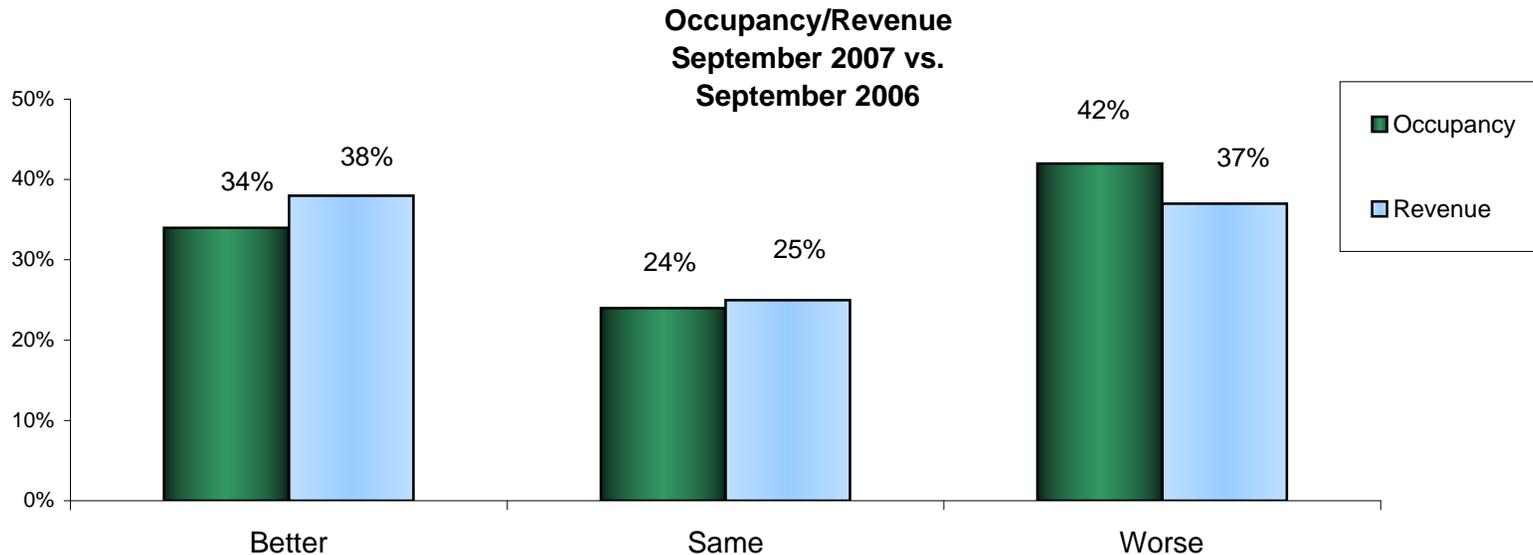


Occupancy Data Analysis

**Occupancy Barometer
 September 2007 vs. September 2006**

	Occupancy	Revenue
Total Property Managers Responding	117	111
Better	34%	38%
Same	24%	25%
Worse	42%	37%

Question 22: Was your September occupancy better, the same, or worse than it was in September 2006? How about your property's September revenue - better, the same, or worse than September 2006?



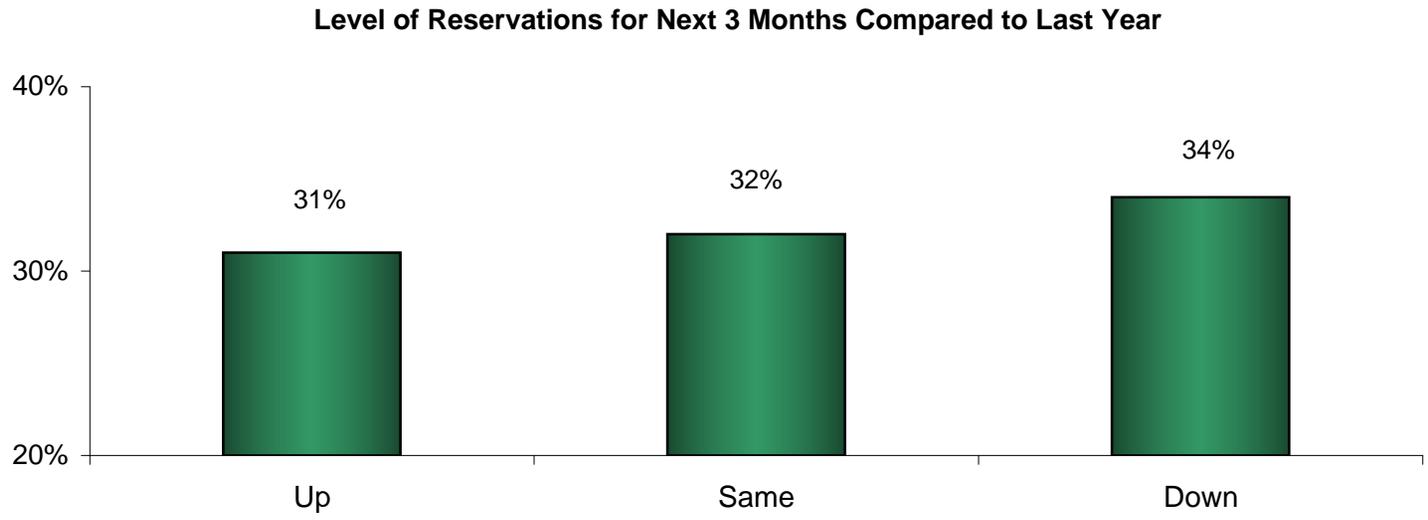


Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Total Property Managers Responding	117
Up	31%
Same	32%
Down	34%

Question 27: Compared to October, November, and December 2006 is your property's total level of reservations up, the same, or down for October, November and December 2007?



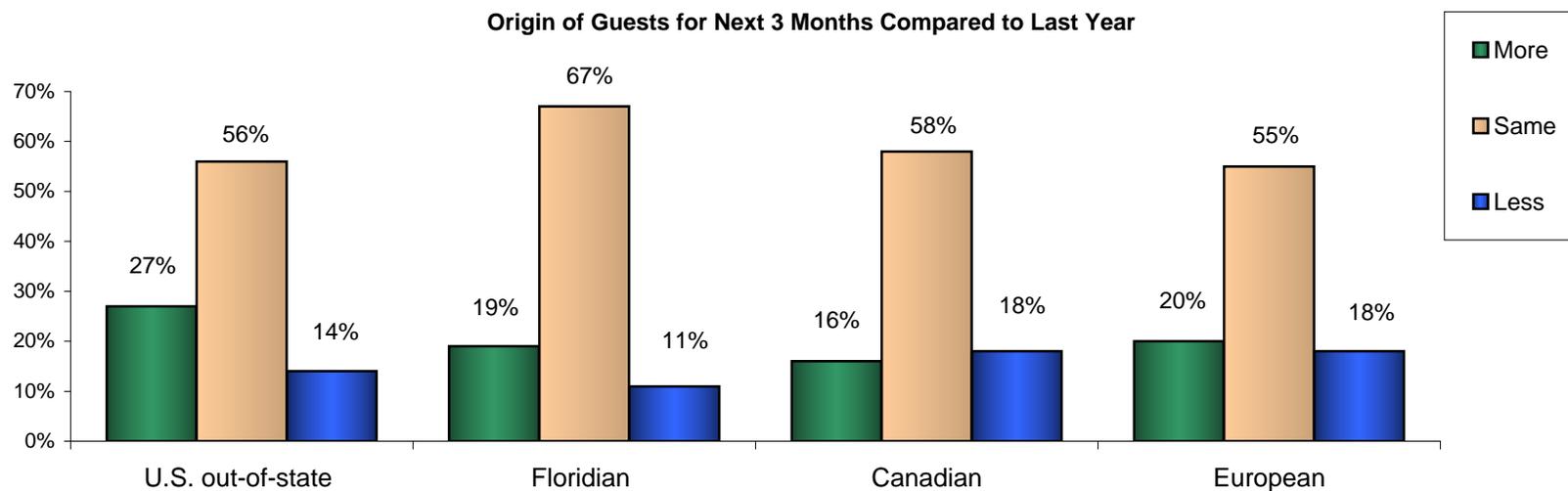


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Total Property Managers Responding (103 Minimum)	More	Same	Less	N/A
U.S. out-of-state	27%	56%	14%	4%
Floridian	19%	67%	11%	3%
Canadian	16%	58%	18%	8%
European	20%	55%	18%	8%

Question 28: Now thinking about the specific origins of your guests, for October, November, and December 2007, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



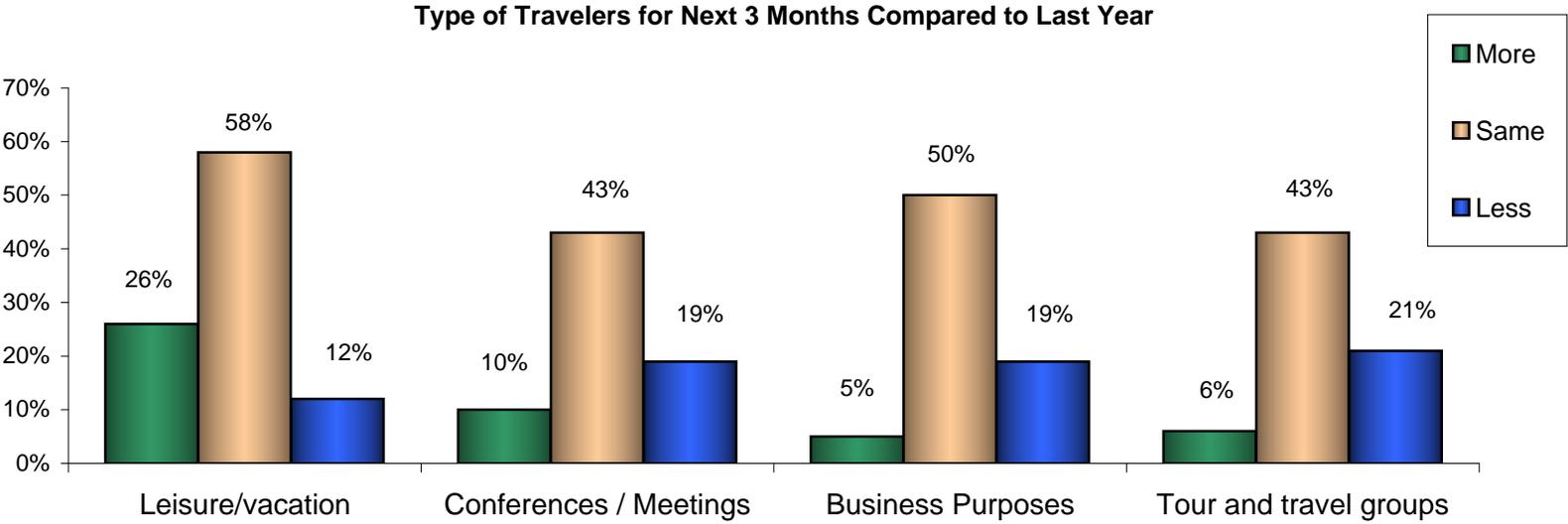


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Total Property Managers Responding (96 Minimum)	More	Same	Less	N/A
Leisure/vacation	26%	58%	12%	4%
Conferences / Meetings	10%	43%	19%	28%
Business Purposes	5%	50%	19%	27%
Tour and travel groups	6%	43%	21%	30%

Question 29: Compared to October, November, and December 2006, will the following types of travelers generate more, the same, or less business for your property in October, November, and December 2007?





**Economic Impact Analysis
September 2007
(Revised)**



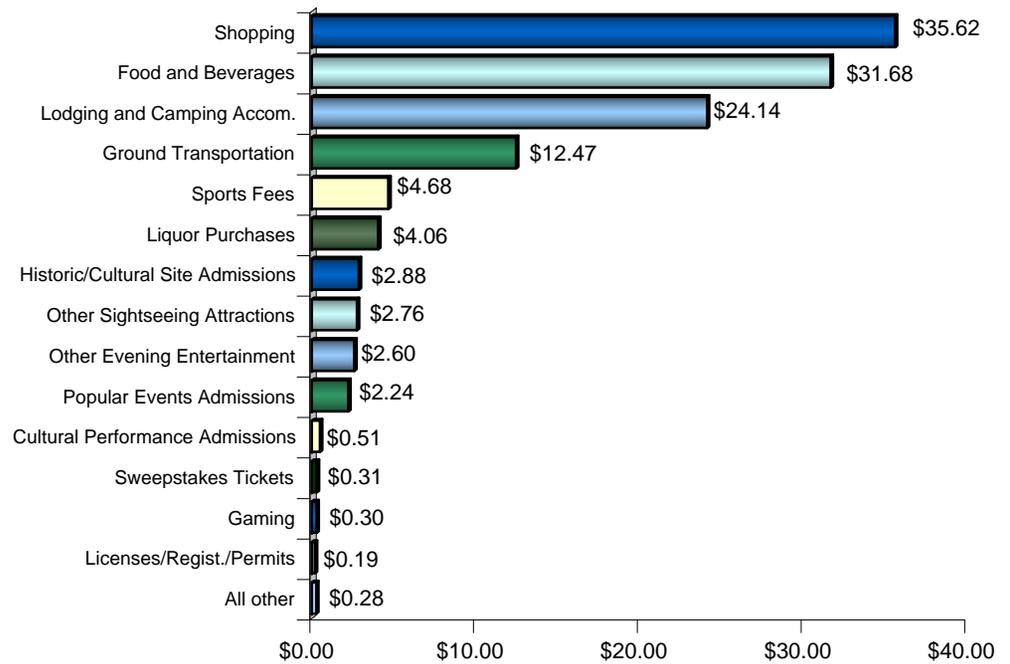
Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$124.72
Shopping	\$35.62
Food and Beverages	\$31.68
Lodging and Camping Accom.	\$24.14
Ground Transportation	\$12.47
Sports Fees	\$4.68
Liquor Purchases	\$4.06
Historic/Cultural Site Admissions	\$2.88
Other Sightseeing Attractions	\$2.76
Other Evening Entertainment	\$2.60
Popular Events Admissions	\$2.24
Cultural Performance Admissions	\$0.51
Sweepstakes Tickets	\$0.31
Gaming	\$0.30
Licenses/Regist./Permits	\$0.19
All other	\$0.28

* Per expenditure model

Expenditures per Person per Day





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

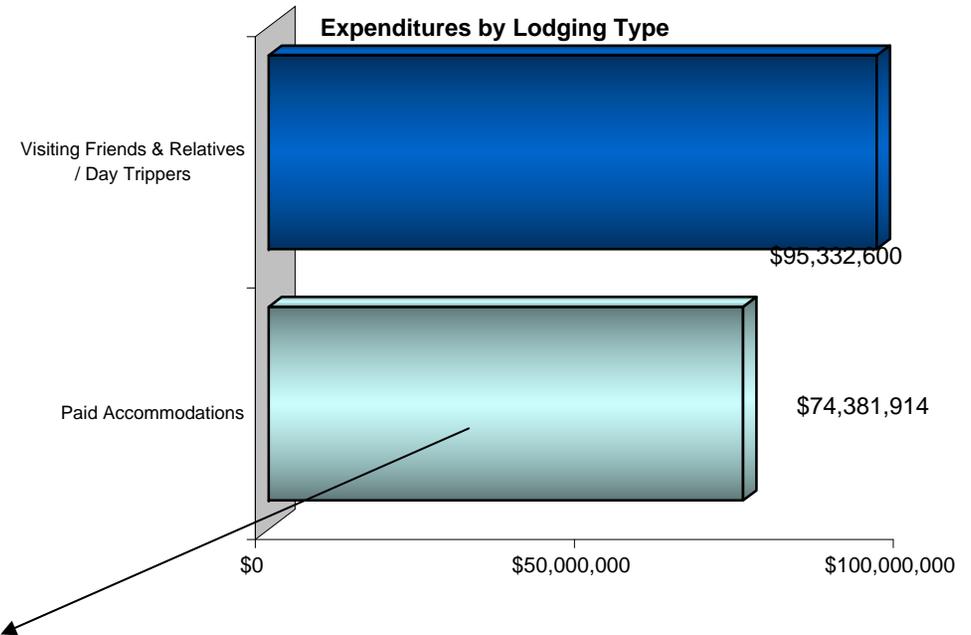
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$169,714,514</u>	<u>\$74,381,914</u>	<u>100%</u>	<u>\$95,332,600</u>	<u>100%</u>	<u>\$70,127,910</u>
Shopping	\$57,423,622	\$18,838,141	25%	\$38,585,481	40%	\$17,616,854
Food and Beverages	\$44,595,301	\$17,773,841	24%	\$26,821,460	28%	\$16,716,003
Lodging Accommodations	\$19,382,725	\$19,382,725	26%	\$0	0%	\$18,466,607
Ground Transportation	\$17,610,266	\$6,202,729	8%	\$11,407,537	12%	\$5,839,288
Liquor Purchases	\$6,179,920	\$2,303,412	3%	\$3,876,508	4%	\$2,102,282
Sport Fees	\$5,881,856	\$3,222,609	4%	\$2,659,247	3%	\$3,057,124
Historic/Cultural Site Admissions	\$4,379,572	\$1,488,442	2%	\$2,891,130	3%	\$1,413,761
Other Sightseeing/Attractions	\$4,099,414	\$1,656,365	2%	\$2,443,049	3%	\$1,607,576
Other Evening Entertainment	\$4,076,543	\$1,576,476	2%	\$2,500,067	3%	\$1,469,181
Popular Events Admissions	\$3,672,210	\$1,097,164	1%	\$2,575,046	3%	\$1,044,647
All Other	\$2,413,085	\$840,010	1%	\$1,573,075	2%	\$794,587



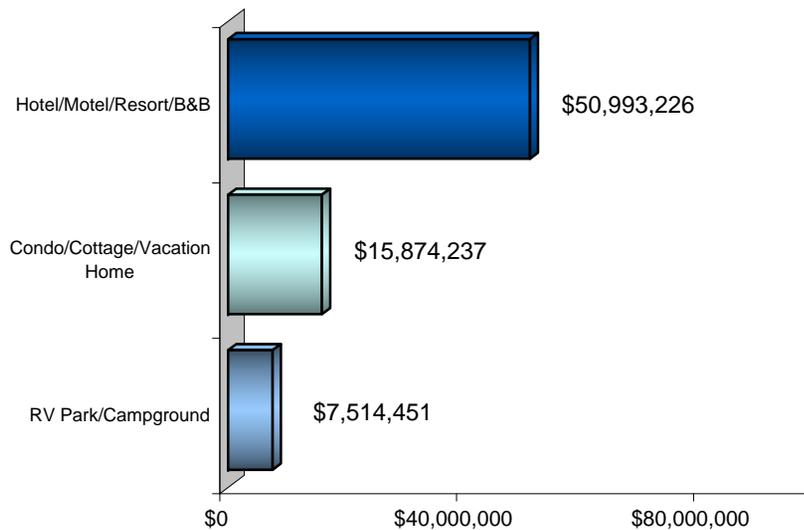
Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	\$169,714,514	100%
Visiting Friends & Relatives / Day Trippers	\$95,332,600	56%
Paid Accommodations	\$74,381,914	44%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$50,993,226</i>	<i>30%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$15,874,237</i>	<i>9%</i>
<i>RV Park/Campground</i>	<i>\$7,514,451</i>	<i>4%</i>



Paid Accommodations Expenditures by Lodging Type





**Appendix
September 2007
(Revised)**



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers Beach	Pier at Ft. Myers Beach	9/1/2007	16
Ft. Myers	Best Western Resort	9/2/2007	4
Ft. Myers	Edison Ford Estates	9/10/2007	14
Ft. Myers Beach	Best Western Beach Resort	9/13/2007	26
Ft. Myers Beach	Best Western Beach Resort	9/24/2007	27
Ft. Myers	Hilton Garden Inn	9/25/2007	5
Ft. Myers	Lani Kai Beach	9/25/2007	29
Ft. Myers	Edison Ford Estates	9/27/2007	35
Ft. Myers Beach	Best Western Beach Resort	9/29/2007	<u>17</u>
			173

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



Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from October 1 - October 15, 2007. Information was provided by 130 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	76
Condo/Cottage/Vacation Home	37
RV Park/Campground	11
Other (Trailer Park, Timeshare, Marina)	<u>6</u>
Total	130