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## March 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 March 2006 Visitor Profile

### *Executive Summary: March 2006*

1. This March, the number of visitors to the Beaches of Fort Myers - Sanibel rose by 1.2%, reflecting the return of much of the inventory in the wake of the last two years' turbulences. Responding to demand and cost pressures, the industry's ADR also increased by 9.4%. Concomitantly, Lee's tourism industry generated \$324,961,901 in total economic impact -- a 7.7% expansion over March 2005.
  
2. Although the Northeastern markets remained "flat" (-0.1%), the Midwestern and Floridian segments grew (+1.6% and +12.4% respectively). On the International scene, the European market contracted in March, while the level of Canadian travel increased by 10.6%. Specifically:

<u>Visitor Origin</u>	<u>Rel. %</u>	<u>2005 Visitor #</u>	<u>March Rel. %</u>	<u>2006 Visitor #</u>	<u>% Δ</u>
Florida	5.4%	15,881	6.0%	17,849	+12.4
Southeast	5.9	17,352	5.8	17,254	-0.6
Northeast	33.0	97,052	32.6	96,982	-0.1
Midwest	43.4	127,638	43.6	129,706	+1.6
Canada	3.2	9,411	3.5	10,412	+10.6
Europe	7.1	20,881	6.3	18,742	-10.2
Markets of Opportunity	2.0	5,882	2.2	6,545	+11.3
<b>Total</b>	<b>100.0</b>	<b>294,097</b>	<b>100.0</b>	<b>297,490</b>	<b>+1.2</b>

3. This March saw an increase in first time/try-out visitation to the Beaches of Fort Myers - Sanibel (**2005: 29.4% first time visitors; 2006: 31.9% first time visitors**). Importantly, the increases in first time visitation were most significant in the Northeastern (+5.8 points) and Midwestern segments (+8.0 points).

## Lee County March 2006 Visitor Profile

4. This March, visitors to the Beaches of Fort Myers - Sanibel came from the following top DMA's (in rank order):

<u>March 2005</u>		<u>March 2006</u>		<u>'05 Rank</u>		
1.	New York	11.5%	1.	New York	12.1%	1
2.	Chicago	10.8	2.	Boston	9.7	3
3.	Boston	10.4	3.	Chicago	8.3	2
4.	Minneapolis / St. Paul	7.9	4.	Minneapolis / St. Paul	6.9	4
5.	Detroit	4.4	5.	Indianapolis	4.8	6
6.	Indianapolis	4.2	6.	Detroit	3.5	5
7.	Philadelphia	3.3	7.	Hartford / New Haven	3.4	--
8.	Providence / New Bedford	3.1	8.	Columbus	3.1	--
9.	Cleveland	3.0	9.	Philadelphia	3.0	7
10.	Cincinnati	2.9	10.	Cleveland	2.9	9
11.	St. Louis	2.9	11.	West Palm Beach	2.9	--

5. A significantly larger number of March 2006 visitors report seeing, hearing, or reading messages for the Beaches of Fort Myers - Sanibel (**2005: 31.6%; 2006: 50.3%**). Better than two of every three of these (78.4%) say the message played a role in their decision to visit Lee County (**2005: 75.6%**).
6. The ranks of travelers who rate the destination as “more expensive” than they had expected has grown significantly since last year (**2005: 6.0%; 2006: 18.4%**). Recent decreases in the value of the dollar should have a positive effect on the European market segment relative to their perception of the expense of staying at the Beaches of Fort Myers - Sanibel.
7. Over the past ten years, the growth of the Internet as an information tool has been “phenomenal.” Today, nine of every ten visitors (90.7%) access the Internet, with fully 79.5% of **ALL** visitors retrieving on-line travel information. Additionally, some 67.7% buy travel services on the Internet and 51.7% of all visitors say that they bought some travel for this trip on-line (**2005: 40.1%**).

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



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

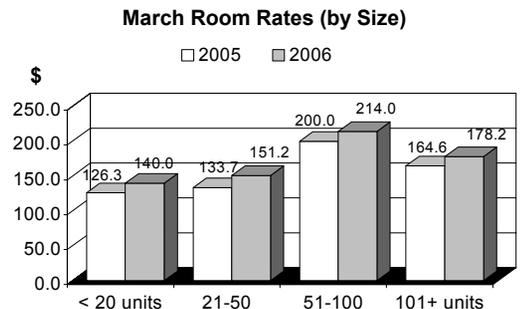
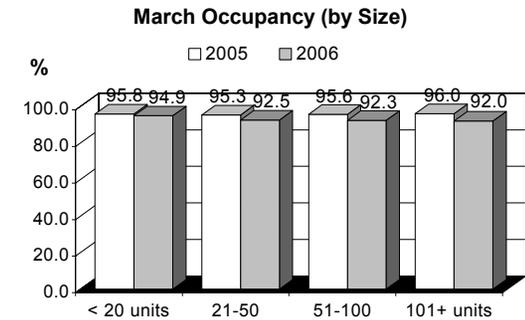
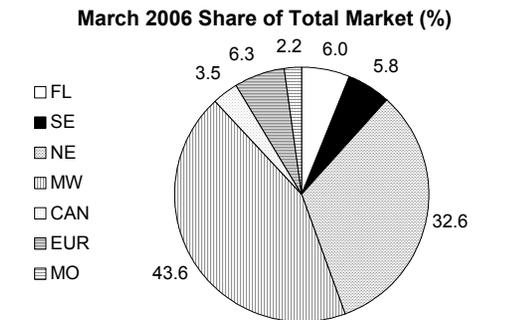
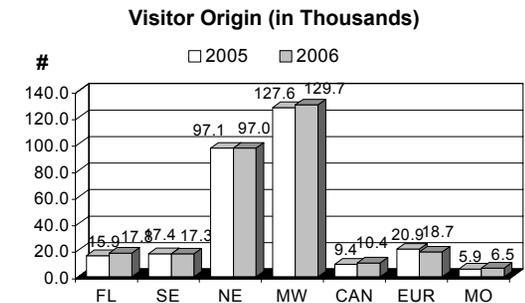
Visitor Volume	Annual	YEAR TO DATE		% Δ	March		% Δ
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	768,389	762,400	-0.8	294,097	297,490	+1.2
Room Nights	5,448,463	1,770,541	1,733,050	-2.1	623,700	622,370	-0.2
Direct Exp. (\$)	\$1,235,214,646	\$491,026,783	\$530,078,195	+8.0	\$179,575,628	\$193,464,250	+7.7

Visitor Origin	Annual Market Share			March 2005		March 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	5.4%	15,881	6.0%	17,849	+12.4
Southeast	7.0	6.8	6.6	5.9	17,352	5.8	17,254	-0.6
Northeast	28.4	28.9	28.8	33.0	97,052	32.6	96,982	-0.1
Midwest	37.9	38.5	38.1	43.4	127,638	43.6	129,706	+1.6
Canada	2.3	2.3	2.5	3.2	9,411	3.5	10,412	+10.6
Europe	8.4	8.9	9.7	7.1	20,881	6.3	18,742	-10.2
Markets of Opp.	3.4	3.2	2.9	2.0	5,882	2.2	6,545	+11.3
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0</b>	<b>294,097</b>	<b>100.0</b>	<b>297,490</b>	<b>+1.2</b>

Seasonal	Winter	Spr/Sum	Fall	ANNUAL
Occupancy 2003	85.3%	68.5%	61.6%	72.4%
Occupancy 2004	88.0	70.7	69.4	76.6
Occupancy 2005	89.1	72.4	62.4	74.6
<b>Δ Points ('04-'05)</b>	<b>+1.1</b>	<b>+1.7</b>	<b>-7.0</b>	<b>-2.0</b>
ADR 2003	\$126.67	\$88.79	\$84.73	\$101.12
ADR 2004	130.29	92.68	91.44	105.93
ADR 2005	139.33	98.74	101.15	113.10
<b>Δ % ('04-'05)</b>	<b>+6.9%</b>	<b>+6.5%</b>	<b>+10.6%</b>	<b>+6.8%</b>

Monthly	Jan.	Feb.	Mar.
Occupancy 2004	80.6%	92.4%	95.3%
Occupancy 2005	83.1	93.3	95.8
Occupancy 2006	80.2	89.8	92.5
<b>Δ Points ('05-'06)</b>	<b>-2.9</b>	<b>-3.5</b>	<b>-3.3</b>
ADR 2004	\$116.90	\$146.09	\$143.29
ADR 2005	126.03	158.53	156.14
ADR 2006	134.44	171.61	170.85
<b>Δ % ('05-'06)</b>	<b>+6.7%</b>	<b>+8.3%</b>	<b>+9.4%</b>

Size Category	March Occupancy			March Room Rate		
	2005	2006	Point Δ	2005	2006	% Δ
< 20 units	95.8%	94.9%	-0.9	\$126.25	\$139.95	+10.9
21-50 units	95.3	92.5	-2.8	133.71	151.23	+13.1
51-100 units	95.6	92.3	-3.3	199.99	214.00	+7.0
101+ units	96.0	92.0	-4.0	164.62	178.23	+8.3



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

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Transportation Mode (H/M/C/C + In-Home)</b>				
Plane	75.7%	73.9%	73.6%	74.3%
Rental Car	68.9	69.6	68.4	67.8
Personal Car	24.2	25.0	25.7	25.0
<b>Airport Deplaned</b>				
Southwest Florida International	81.9%	84.2%	85.6%	81.5%
Tampa International	6.9	5.7	7.0	6.7
Orlando International	3.7	4.4	3.1	4.7
Miami International	6.0	4.3	3.0	4.4
<b>Car Rental Location</b>				
Fort Myers	79.2%	81.9%	83.2%	80.8%
Tampa	7.8	7.0	7.8	6.7
Orlando	4.2	5.1	4.1	4.9
Miami	6.8	4.5	3.8	4.3

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Purpose of Trip</b>				
<b>A. Visitor Profile Data</b>				
Vacation	96.6%	97.1%	98.0%	97.4%
Visit Friends/Relatives	15.4	13.3	13.9	11.8
<b>B. Occupancy Survey Data</b>				
Business/Meetings/Conferences	15.3%	14.9%	16.1%	16.7%
<b>First Visit to (% yes)</b>				
Lee County	32.7%	33.7%	29.4%	31.9%
Florida	3.3	5.6	2.2	2.9
<b>First Time Visitors (by Region)</b>				
Southeast	46.8%	42.1%	36.3%	25.8%
Northeast	31.0	31.7	29.7	35.5
Midwest	25.9	27.1	23.5	31.5
Europe	40.0	58.8	72.7	52.2
Markets of Opportunity	50.0	47.1	42.5	38.5

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

	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Average Repeat Visits to Lee</b>	3.4	3.2	3.1	3.0
<b>Information Sources (Multiple Response)</b>				
Previous Visit	66.7%	65.7%	69.0%	66.2%
Internet	53.0	55.2	59.3	64.2
Recommendations	30.9	32.3	33.6	32.2
Print Media	14.6	11.1	13.1	11.4
Travel Agent	3.0	4.0	3.1	2.3
Business Contacts	1.8	1.2	1.5	1.9
<b>Assisted by Travel Agent</b>	18.1%	17.5%	13.2%	14.1%
<b>Travel Agent Assisted with</b>				
Vacation Packages (Including fly/drive)	11.1%	23.0%	30.7%	44.2%
Airline Reservations	79.3	66.7	54.2	40.5
Hotel/Motel Reservations	41.4	41.9	33.2	34.4
<b>Reservations</b>				
Before Leaving Home	86.9%	87.7%	89.2%	88.6%
None	10.6	8.5	5.2	7.6
Last Trip	1.3	1.7	2.6	2.8
After Arrival	1.2	2.1	3.0	1.0
<b>Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b>	N/A	13.2%	12.8%	23.1%

	<u>Mar. '03</u>	<u>Mar. '04</u>	<u>Mar. '05</u>	<u>Mar. '06</u>	<u>Mar. '03</u>	<u>Mar. '04</u>	<u>Mar. '05</u>	<u>Mar. '06</u>
	<u>Out-of-State</u>	<u>Out-of-State</u>	<u>Out-of-State</u>	<u>Out-of-State</u>	<u>Floridian</u>	<u>Floridian</u>	<u>Floridian</u>	<u>Floridian</u>
<b>Length of Stay (days)</b>								
Away from Home	10.4	10.6	10.9	10.9	3.6	3.5	3.4	3.8
In Florida	9.8	9.9	10.2	10.1	N/A	N/A	N/A	N/A
In Lee County	7.3	7.2	7.4	7.3	3.5	3.4	3.3	3.5
<b>% Staying 4 Days or Less in Lee</b>	19.6%	16.9%	18.7%	22.9%	67.5%	72.7%	80.1%	71.8%
<b>Party Size</b>	2.7	2.7	2.8	2.8	2.2	2.3	2.3	2.3

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Type of Party</b>				
Couple	63.7%	66.3%	68.7%	71.5%
Family	34.3	31.3	29.9	27.5
Single	1.9	2.2	1.6	1.0
<b>Where Stay Night Before Lee (Out-of-State)</b>				
At Home	72.7%	73.0%	73.2%	68.7%
In Florida, Not in Lee	23.6	21.4	20.9	25.9
On the Road, Not in Florida	3.7	5.6	5.9	5.4
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>				
Sarasota	8.3%	8.5%	12.5%	15.9%
Orlando/Disney	22.3	19.7	18.4	15.6
Tampa Bay	13.1	16.9	15.0	13.0
Naples/Marco	9.7	7.0	9.2	12.0
Fort Lauderdale/Palm Beach	7.8	7.3	6.6	9.3
Miami	4.2	5.6	9.5	6.4
Florida Keys	7.9	9.2	8.3	4.6
<b>Attractions Visited</b>				
Edison Home/Ford Home	7.3%	6.8%	5.6%	5.5%
Sea World	4.0	3.7	6.1	4.8
Universal Studios	3.7	3.9	5.0	4.3
Kennedy Space Center	5.7	6.2	4.4	4.3
Ding Darling	4.4	3.4	4.9	3.8
EPCOT	3.0	3.1	2.8	3.6
<b>Satisfaction with Lee County</b>				
Very Satisfied	71.7%	85.9%	82.9%	75.9%
Satisfied	<u>26.7</u>	<u>12.6</u>	<u>16.4</u>	<u>22.4</u>
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>98.4%</b>	<b>98.5%</b>	<b>99.3%</b>	<b>98.3%</b>

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

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Features Liked Most about Lee</b>				
Climate	84.1%	88.4%	84.9%	88.8%
Beaches	76.1	75.2	73.9	82.8
Rest/Relaxation	57.0	57.5	54.0	59.0
Tropical Atmosphere	44.3	42.1	49.7	45.0
Not Commercial	24.4	23.3	23.2	25.2
Accommodations/Lodging	16.6	11.3	13.3	19.6
Clean Environment	16.2	13.1	12.0	15.0
Friendly Residents	12.6	9.6	11.2	9.6
Safety	4.1	3.0	1.8	1.4
<b>Features Liked Least about Lee</b>				
No Specific Complaints	53.8%	58.6%	57.2%	55.8%
Congestion/Over-Population/Traffic	33.6	35.3	37.7	42.3
Expense	2.2	1.2	3.0	6.6
Insects	4.3	0.8	0.7	2.7

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Expense Relative to Expectations</b>				
More Expensive	8.4%	3.6%	6.0%	18.4%
Less Expensive	1.9	0.8	0.3	N/A
As Expected	87.5	93.3	89.7	72.6
<b>Recommend Lee to Friends/Relatives</b> (% yes)	90.0%	90.2%	88.8%	86.3%
<b>Plan to Return (% yes)</b>				
To Local Area	89.6%	89.3%	89.1%	87.2%
Next Year <i>(Base: Return to Local Area)</i>	63.1	62.5	62.2	58.9
<b>Median Age Head of Household (years)</b>	49.9	50.6	50.1	51.2
<b>Median Annual Household Income</b>	\$81,006	\$81,941	\$86,688	\$88,754

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

	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Average Number of (per year)</b>				
Getaway Trips	2.9	3.0	3.0	2.9
Vacations	1.9	1.9	2.0	1.9
<b>Out-of-State Visitor Party Budget</b> (Lee Stay: Food/Lodging/Entertainment)				
Total	\$1,744.04	\$1,816.40	\$1,985.48	\$2,087.87
Per Person/Trip	645.94	672.74	709.10	745.67
Per Person/Day	88.47	93.44	95.82	102.15
<b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>				
Accommodations	\$1,079.68	\$1,126.32	\$1,250.86	\$1,373.96
Food/Entertainment	620.23	630.70	681.56	708.75
Rental Car	277.04	309.95	333.12	343.17
Retail Purchases	159.37	161.09	170.87	178.72
<b>Travel Stories, Advertising, and/or Promotions Seen/Read/Heard For Destination</b> (% yes)				
	34.3%	32.6%	31.6%	50.3%
<b>Type of Message Seen</b>				
Internet	52.9%	58.0%	68.8%	71.1%
Newspapers	27.6	29.9	43.2	28.3
Travel Guides/Visitor Guides/Brochures	38.2	35.9	27.4	22.1
Television	10.8	14.5	17.2	17.9
Magazines	18.1	12.7	12.1	7.4
<b>Influenced by Lee Message</b> (Base: Respondents Reporting See/Read/Hear Message)				
	75.5%	78.1%	75.6%	78.4%

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

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	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Occupation</b>				
Professional/Technical	43.3%	43.8%	43.2%	41.6%
Retired	16.9	17.7	16.0	18.8
Executive/Managerial	12.0	11.1	13.1	13.9
Salesman/Buyer	8.8	8.9	10.8	8.5
Craft/Factory	6.9	7.2	7.5	5.9

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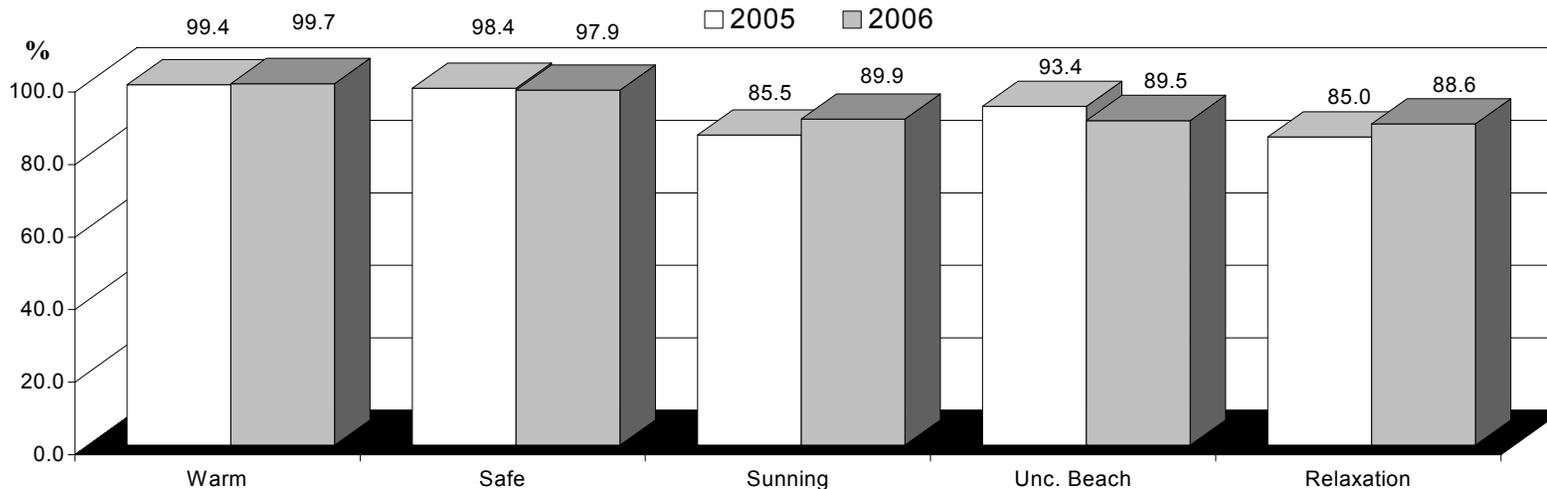
	<u>March 2003</u>	<u>March 2004</u>	<u>March 2005</u>	<u>March 2006</u>
<b>Have Internet Access</b>	89.6%	86.5%	87.9%	90.7%
<b>Use Internet to:</b> <i>(Base: Respondents who have Internet access)</i>				
Obtain Travel Information	80.6%	79.0%	81.5%	87.7%
Book Travel Services On-line	52.4	54.6	60.6	74.6
<b>Book Lodging Reservations:</b> <i>(Base: Respondents who book travel Services on-line)</i>	50.5%	49.2%	46.3%	45.9%

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

### Influential Factors in Choosing Lee

Influential Factors	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Mar. '05
Warm Weather	99.8%	98.0%	82.7%	79.0%	73.4%	79.8%	93.9%	99.1%	99.7%	98.6%	99.6%	<b>99.7%</b>	99.4%
Safe Destination	99.7	95.4	95.3	94.7	93.8	88.2	85.6	96.0	93.3	91.1	93.3	<b>97.9</b>	98.4
Sunning on the Beach	80.1	83.7	84.8	85.0	83.2	71.8	77.8	79.7	83.0	81.7	84.7	<b>89.9</b>	85.5
Uncommercialized Beaches	92.3	91.5	96.0	96.7	98.1	93.8	89.6	90.3	87.0	88.6	88.3	<b>89.5</b>	93.4
Complete Relaxation	87.4	90.4	90.9	92.7	94.7	91.5	93.4	91.8	91.6	82.1	86.8	<b>88.6</b>	85.0
Quiet Atmosphere	90.7	87.5	88.6	88.1	85.2	83.2	86.4	92.8	90.7	87.3	85.3	<b>86.1</b>	95.4
Good Value for the Money	94.7	90.0	90.6	88.9	90.6	86.8	89.7	87.0	86.8	88.8	83.4	<b>85.2</b>	89.2
Family Atmosphere	76.4	76.2	82.8	83.7	77.8	69.9	71.3	72.6	76.3	72.8	70.3	<b>76.6</b>	73.3
White Sand Beaches w/ Shelling	80.7	80.9	81.4	86.1	80.7	79.2	71.5	74.1	73.5	80.4	74.4	<b>75.1</b>	81.2
Upscale Accommodations	71.8	74.9	72.9	72.4	75.6	71.1	74.9	72.0	73.7	72.6	72.7	<b>73.5</b>	72.8
Reasonably Priced Lodging	83.1	82.6	85.5	89.1	89.5	83.3	83.0	76.3	72.5	73.5	74.0	<b>73.1</b>	80.9
Clean, Unspoiled Environment	76.2	78.2	79.5	82.3	77.9	77.1	70.5	66.3	68.4	66.9	72.8	<b>71.6</b>	77.6
Tropical Plants/Animals	75.8	75.2	78.9	74.2	70.7	66.1	67.9	61.8	61.4	69.1	73.9	<b>70.2</b>	76.8
Affordable Dining	69.0	67.1	73.4	75.9	77.0	68.8	67.5	69.7	70.6	70.0	67.8	<b>68.8</b>	69.8

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



TOP U.S. FEEDER MARKETS

<u>March 2005</u>			<u>March 2006</u>		<u>'05 Rank</u>
1.	New York	11.5%	1.	New York	12.1% 1
2.	Chicago	10.8	2.	Boston	9.7 3
3.	Boston	10.4	3.	Chicago	8.3 2
4.	Minneapolis / St. Paul	7.9	4.	Minneapolis / St. Paul	6.9 4
5.	Detroit	4.4	5.	Indianapolis	4.8 6
6.	Indianapolis	4.2	6.	Detroit	3.5 5
7.	Philadelphia	3.3	7.	Hartford / New Haven	3.4 --
8.	Providence / New Bedford	3.1	8.	Columbus	3.1 --
9.	Cleveland	3.0	9.	Philadelphia	3.0 7
10.	Cincinnati	2.9	10.	Cleveland	2.9 9
11.	St. Louis	2.9	11.	West Palm Beach	2.9 --

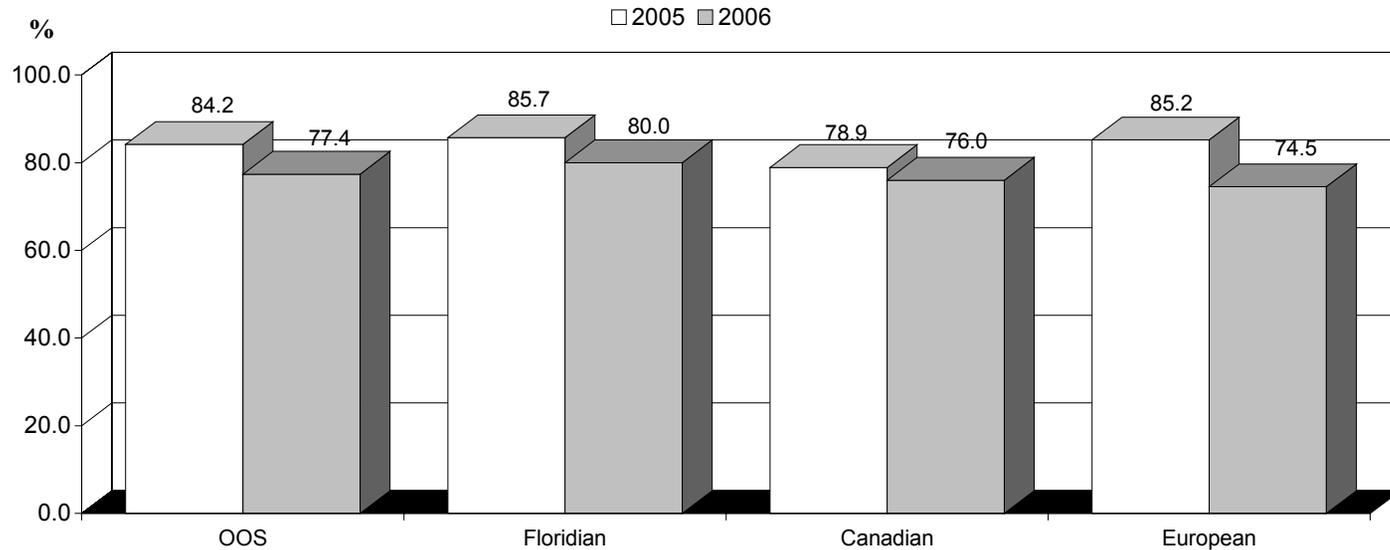
**Please Note:** In March 2006, the Miami/Ft. Lauderdale segment accounted for 25% of the Florida market. The distribution is as follows: Broward County: 37%; Dade County: 63%. Sample size does not permit statistical inference.

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:

	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Mar. '05
U.S. OOS Travelers	84.9%	85.8%	89.8%	64.4%	61.5%	63.8%	67.9%	83.3%	76.2%	70.8%	73.7%	77.4%	84.2%
Floridian Travelers	82.7	88.9	94.0	73.8	67.3	67.4	75.0	84.0	78.5	73.8	78.9	80.0	85.7
Canadian Travelers	75.5	75.0	71.2	72.2	66.8	68.2	68.9	75.6	71.4	75.0	76.2	76.0	78.9
European Travelers	84.0	78.3	76.6	58.9	63.6	58.2	68.2	75.5	78.3	73.7	80.0	74.5	85.2

Reservations: March 2006 -- Over the Next Three Months

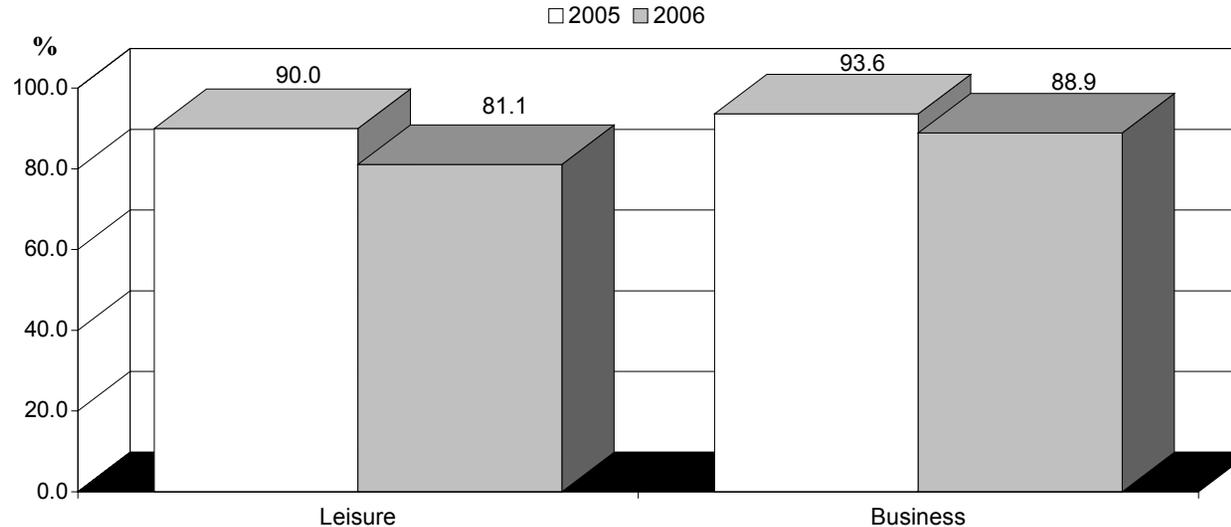


## March 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Mar. '05
Leisure Travelers	85.0%	90.9%	90.9%	92.4%	86.3%	81.6%	77.8%	89.6%	82.0%	80.6%	75.8%	<b>81.1%</b>	90.0%
Business Travelers	91.9	92.7	91.7	82.9	77.0	83.9	85.7	93.8	89.4	77.8	87.5	<b>88.9</b>	93.6
Conferences/ Business Meetings	88.5	91.0	92.6	89.2	80.8	86.2	84.6	88.9	83.8	79.3	78.6	<b>80.8</b>	89.9
Travel and Tour	87.3	88.0	90.0	82.6	77.5	82.5	83.3	84.6	73.5	80.8	80.0	<b>89.7</b>	90.0

**Expectations: March 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			18,275	65,981	18,849	68,075	17,572	63,662		
<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>65,981</b>	<b>65,981</b>	<b>68,075</b>	<b>68,075</b>	<b>63,662</b>	<b>63,662</b>		
May	30,632	102,340	26,977	99,217	27,490	90,165			6,515	72,496	6,463	74,538	6,802	70,464		
June	32,197	134,537	31,018	130,235	31,759	121,924			13,861	86,357	15,509	90,047	15,028	85,492		
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	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	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			117,739	445,502	127,472	478,890	125,827	467,027		
<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>445,502</b>	<b>445,502</b>	<b>478,890</b>	<b>478,890</b>	<b>467,027</b>	<b>467,027</b>		
May	41,582	367,819	43,557	396,253	44,636	388,877			43,662	489,164	45,383	524,273	44,352	511,379		
June	33,497	401,316	36,853	433,106	37,027	425,904			45,192	534,356	48,523	572,796	50,350	561,729		
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			23,069	67,522	25,558	73,403	27,299	81,523		
<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>67,522</b>	<b>67,522</b>	<b>73,403</b>	<b>73,403</b>	<b>81,523</b>	<b>81,523</b>		
May	1,386	33,622	1,686	34,306	1,842	36,502			11,089	78,611	12,364	85,767	12,895	94,418		
June	1,011	34,633	1,228	35,534	930	37,432			13,716	92,327	15,355	101,122	15,647	110,065		
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			299,591	1,043,935	319,478	1,109,156	313,782	1,082,171		
<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>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>		
May	3,742	38,491	4,075	35,307	3,684	32,067			138,608	1,182,543	140,505	1,249,661	141,701	1,223,872		
June	4,909	43,400	5,067	40,374	4,183	36,250			144,383	1,326,926	153,553	1,403,214	154,924	1,378,796		
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>			