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May 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 May 2006 Visitor Profile

Executive Summary: May 2006

1. As expected, the Spring/Summer season has shifted since 2005. This shortening of the season is a direct result of consumers' storm concerns. The level of visitation activity has, thus, increased significantly this May. Expenditures of visitors staying at the Beaches of Fort Myers - Sanibel increased by 14.6% (***Tourism's total economic impact -- 2005: \$174,808,512; 2006: \$200,278,526***). Similarly, the number of visitors expanded by 11.9%, while average daily rates (ADR's) increased by 8.0%.

2. Concomitantly, Lee's domestic markets grew strongly this May. Internationally, the European market expanded by 9.5%. Specifically:

<u>Visitor Origin</u>	<u>Rel. %</u>	<u>2005 Visitor #</u>	<u>May Rel. %</u>	<u>2006 Visitor #</u>	<u>% Δ</u>
Florida	19.4%	27,490	20.0%	31,720	+15.4
Southeast	4.8	6,802	4.6	7,296	+7.3
Northeast	31.5	44,636	30.1	47,739	+7.0
Midwest	31.3	44,352	32.4	51,386	+15.9
Canada	1.3	1,842	1.1	1,745	-5.3
Europe	9.1	12,895	8.9	14,115	+9.5
Markets of Opportunity	2.6	3,684	2.9	4,599	+24.8
Total	100.0	141,701	100.0	158,600	+11.9

3. This May, two of every five travelers (39.4%) are visiting the Beaches of Fort Myers - Sanibel for the first time.

Lee County May 2006 Visitor Profile

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

<u>May 2006</u>	'05 <u>Rank</u>	<u>May 2005</u>
1. New York	10.7%	1
2. Boston	7.0	4
3. Tampa/St. Petersburg	6.3	6
4. Chicago	5.7	3
5. Miami/Ft. Lauderdale	5.6	2
6. Philadelphia	4.6	5
7. Greater Orlando Area	4.5	--
8. Minneapolis/St. Paul	4.0	--
9. Cleveland	3.8	8
10. W. Palm Beach/Ft. Pierce	3.5	7
11. Detroit	3.5	9

5. A plurality (43.4%) of May 2006 visitors report seeing, hearing, or reading messages for the Beaches of Fort Myers - Sanibel (**2005: 34.1%**). Three of every four of these (74.5%) say that the messages played a role in their choice to visit Lee County.
6. The ranks of travelers who rate the destination as “more expensive” than expected shows a slight decrease over last year (**2005: 5.4%; 2006: 4.2%**).
7. This May, nine of every ten visitors (91.6%) report accessing the Internet, with a majority (74.9%) of **ALL** visitors retrieving travel information on-line. Additionally, some 69.1% buy travel services on the Internet, and 55.3% say that they bought travel services for this trip on-line (**2005: 36.2%**).

The Beaches of Fort Myers - Sanibel:
2006 May Visitor Profile

the beaches of
FORT MYERS  SANIBEL

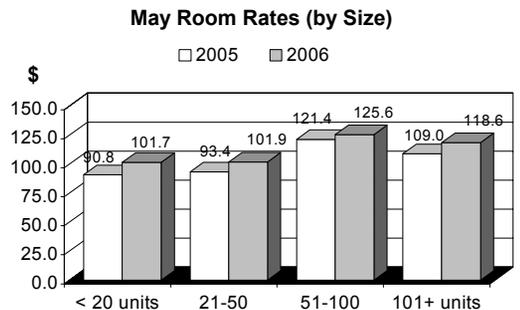
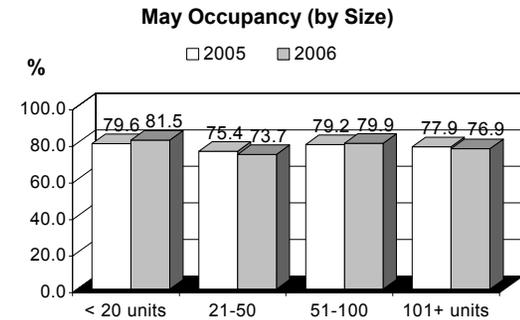
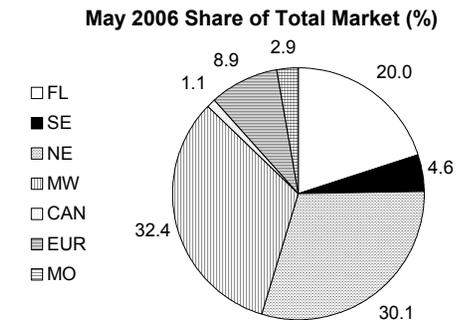
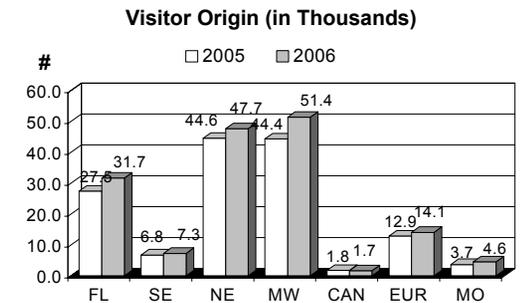
May 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual	YEAR TO DATE		% Δ	May		% Δ
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	1,223,872	1,240,600	+1.4	141,701	158,600	+11.9
Room Nights	5,448,463	2,841,805	2,844,520	+0.1	459,430	505,370	+10.0
Direct Exp. (\$)	\$1,235,214,646	\$757,563,083	\$828,372,895	+9.3	\$104,071,270	\$119,234,700	+14.6

Visitor Origin	Annual Market Share			May 2005		May 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	19.4%	27,490	20.0%	31,720	+15.4
Southeast	7.0	6.8	6.6	4.8	6,802	4.6	7,296	+7.3
Northeast	28.4	28.9	28.8	31.5	44,636	30.1	47,739	+7.0
Midwest	37.9	38.5	38.1	31.3	44,352	32.4	51,386	+15.9
Canada	2.3	2.3	2.5	1.3	1,842	1.1	1,745	-5.3
Europe	8.4	8.9	9.7	9.1	12,895	8.9	14,115	+9.5
Markets of Opp.	3.4	3.2	2.9	2.6	3,684	2.9	4,599	+24.8
Total	100.0%	100.0%	100.0%	100.0	141,701	100.0	158,600	+11.9

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

Size Category	May Occupancy			May Room Rate		
	2005	2006	Point Δ	2005	2006	% Δ
< 20 units	79.6%	81.5%	+1.9	\$90.81	\$101.71	+12.0
21-50 units	75.4	73.7	-1.7	93.37	101.89	+9.1
51-100 units	79.2	79.9	+0.7	121.37	125.57	+3.5
101 + units	77.9	76.9	-1.0	108.99	118.59	+8.8



May 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Transportation Mode (H/M/C/C + In-Home)				
Plane	61.5%	64.1%	67.4%	65.7%
Rental Car	54.8	58.8	62.6	62.2
Personal Car	35.4	33.6	30.4	32.1
Airport Deplaned				
Southwest Florida International	80.2%	81.4%	81.0%	87.7%
Orlando International	7.3	4.9	5.7	6.3
Miami International	6.3	7.6	5.3	4.6
Tampa International	4.2	5.7	4.4	3.5
Car Rental Location				
Fort Myers	78.9%	80.3%	80.0%	85.8%
Orlando	8.2	5.0	7.0	4.3
Miami	6.4	6.5	5.8	5.8
Tampa	4.7	5.8	4.8	4.9

	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Purpose of Trip				
A. Visitor Profile Data				
Vacation	98.1%	98.8%	97.4%	96.5%
Visit Friends/Relatives	N/A	13.0	16.3	16.5
B. Occupancy Survey Data				
Business/Meetings/ Conferences	22.7%	20.7%	24.7%	25.2%
First Visit to (% yes)				
Lee County	36.9%	37.0%	39.6%	39.4%
Florida	1.7	4.7	6.6	3.9
First Time Visitors (by Region)				
Florida	29.6%	29.9%	25.9%	30.7%
Southeast	34.8	38.1	46.4	35.8
Northeast	41.5	41.7	45.6	39.9
Midwest	37.2	35.5	33.0	30.4
Europe	54.6	48.0	59.5	60.4

May 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Average Repeat Visits to Lee	3.8	3.6	3.4	3.1
Information Sources <i>(Multiple Response)</i>				
Internet	49.0%	50.0%	53.9%	66.8%
Previous Visit	61.2	61.7	60.4	58.7
Recommendations	38.6	41.1	46.9	44.5
Print Media	16.9	11.6	11.5	9.9
Business Contacts	4.8	3.3	4.2	3.2
Assisted by Travel Agent	16.7%	17.2%	15.2%	11.6%
Travel Agent Assisted with				
Airline Reservations	72.1%	66.7%	59.4%	61.1%
Hotel/Motel Reservations	42.3	43.2	44.8	55.3
Vacation Packages <i>(Including fly/drive)</i>	15.6	27.0	34.7	21.6
Reservations				
Before Leaving Home	89.1%	89.8%	91.9%	88.7%
None	8.7	8.8	7.0	9.4
After Arrival	2.2	1.4	1.1	1.9
Percent with No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	34.9%	29.5%	19.7%	28.6%

	<u>May '03</u> <u>Out-of-</u> <u>State</u>	<u>May '04</u> <u>Out-of-</u> <u>State</u>	<u>May '05</u> <u>Out-of-</u> <u>State</u>	<u>May '06</u> <u>Out-of-</u> <u>State</u>	<u>May '03</u> <u>Florian</u>	<u>May '04</u> <u>Florian</u>	<u>May '05</u> <u>Florian</u>	<u>May '06</u> <u>Florian</u>
Length of Stay <i>(days)</i>								
Away from Home	9.0	9.1	8.9	9.0	3.9	3.7	3.7	4.1
In Florida	8.3	8.3	8.2	8.4	N/A	N/A	N/A	N/A
In Lee County	5.8	5.9	5.8	5.7	3.7	3.6	3.6	4.0

% Staying 4 Days or Less in Lee	33.4%	27.2%	33.6%	26.1%	85.5%	85.7%	86.6%	71.7%
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Party Size	2.5	2.5	2.5	2.5	2.7	2.8	2.9	2.7
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	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Party Composition				
Couple	70.0%	72.6%	72.0%	68.6%
Family	24.6	22.2	22.9	24.6
Single	3.2	2.6	4.5	6.8
Where Stay Night Before Lee (Out-of-State)				
At Home	76.3%	74.3%	71.4%	71.5%
In Florida, Not in Lee	19.2	22.4	24.7	26.9
On the Road, Not in Florida	4.5	3.3	3.9	1.6
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)				
Orlando/Disney	23.3%	24.2%	27.3%	32.5%
Tampa Bay	15.3	18.4	16.7	15.4
Fort Lauderdale/Palm Beach	8.2	6.9	8.0	10.8
Sarasota	13.7	15.8	12.1	7.7
Naples/Marco	9.6	6.6	5.0	7.7
Florida Keys	6.8	7.6	6.1	4.6
Miami	5.5	6.1	4.5	3.1
Attractions Visited				
Edison Home/Ford Home	10.4%	9.6%	8.9%	7.1%
Sea World	3.5	3.1	3.9	4.8
EPCOT	3.3	3.7	2.9	4.6
Kennedy Space Center	3.7	3.8	3.7	4.5
Disney	2.2	3.0	2.4	3.2
Universal Studios	1.9	4.4	2.7	2.1
Ding Darling	1.7	2.7	2.8	1.1
Satisfaction with Lee County				
Very Satisfied	81.9%	82.0%	89.3%	91.3%
Satisfied	17.4	17.4	9.3	7.8
Satisfaction Level (Very Satisfied + Satisfied)	99.3%	99.4%	98.6%	99.1%

May 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Features Liked Most about Lee				
Beaches	78.2%	76.9%	78.0%	81.3%
Climate	67.2	65.4	72.3	71.9
Rest/Relaxation/Quiet	65.0	64.5	67.2	66.3
Tropical Atmosphere	37.7	42.2	37.3	32.3
Not Commercial	22.5	26.1	22.0	17.5
Clean Environment	17.2	20.0	17.6	10.9
Features Liked Least about Lee				
No Specific Complaints	78.6%	77.4%	84.8%	78.4%
Congestion/Over-Population	7.0	6.6	6.3	7.0
Insects	5.3	7.5	2.9	2.2

	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Expense Relative to Expectations				
More Expensive	0.3%	2.7%	5.4%	4.2%
Less Expensive	2.3	1.2	3.4	1.6
As Expected	92.6	89.6	89.0	89.7
Don't Know	4.9	6.5	2.3	4.5
Recommend Lee to Friends/Relatives (% yes)	93.1%	91.8%	91.5%	87.2%
Plan to Return (% yes)				
To Local Area	91.0%	90.1%	89.4%	84.6%
Next Year (<i>Base: Return to Local Area</i>)	60.9	59.8	63.2	62.7
Median Age Head of Household (years)	48.9	49.4	49.3	50.6
Median Annual Household Income	\$83,426	\$86,040	\$90,060	\$91,497

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	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Average Number of (per year)				
Getaway Trips	2.6	2.8	2.7	2.9
Vacations	1.9	1.9	2.0	2.1
Out-of-State Visitor Party Budget <i>(Lee Stay: Food/Lodging/Entertainment)</i>				
Total	\$1,138.41	\$1,179.42	\$1,230.15	\$1,311.68
Per Person/Trip	455.36	471.77	512.56	524.67
Per Person/Day	78.51	79.96	88.37	92.05
Out-of-State Visitor Party Budget Breakout (Lee Stay)				
Accommodations	\$780.93	\$808.19	\$841.18	\$904.42
Food/Entertainment	422.16	434.38	456.68	486.06
Rental Car	240.91	258.76	248.31	288.32
Retail Purchases	140.60	142.46	139.06	146.68
Travel Stories, Advertising and/or Promotions Seen/Read/Heard For Destination				
	39.1%	36.8%	34.1%	43.4%
Type of Message Seen				
Internet	68.2%	71.7%	71.6%	82.8%
Travel Guides/Visitor Guides/Brochures	38.7	37.6	37.1	31.8
Newspapers	27.9	31.2	28.3	11.1
Magazines	14.2	10.9	16.7	6.8
Television	8.0	4.1	5.5	1.6
Influenced by Lee Message <i>(Base: Respondents Reporting See/Read/Hear Message)</i>				
	75.5%	77.5%	75.8%	74.5%

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	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Occupation				
Professional/Technical	45.7%	43.6%	43.2%	45.8%
Executive/Managerial	17.2	18.8	18.5	18.9
Retired	14.8	16.3	14.9	18.6
Salesman/Buyer	11.4	9.3	10.6	8.0
Craft/Factory	8.4	7.1	7.2	3.2

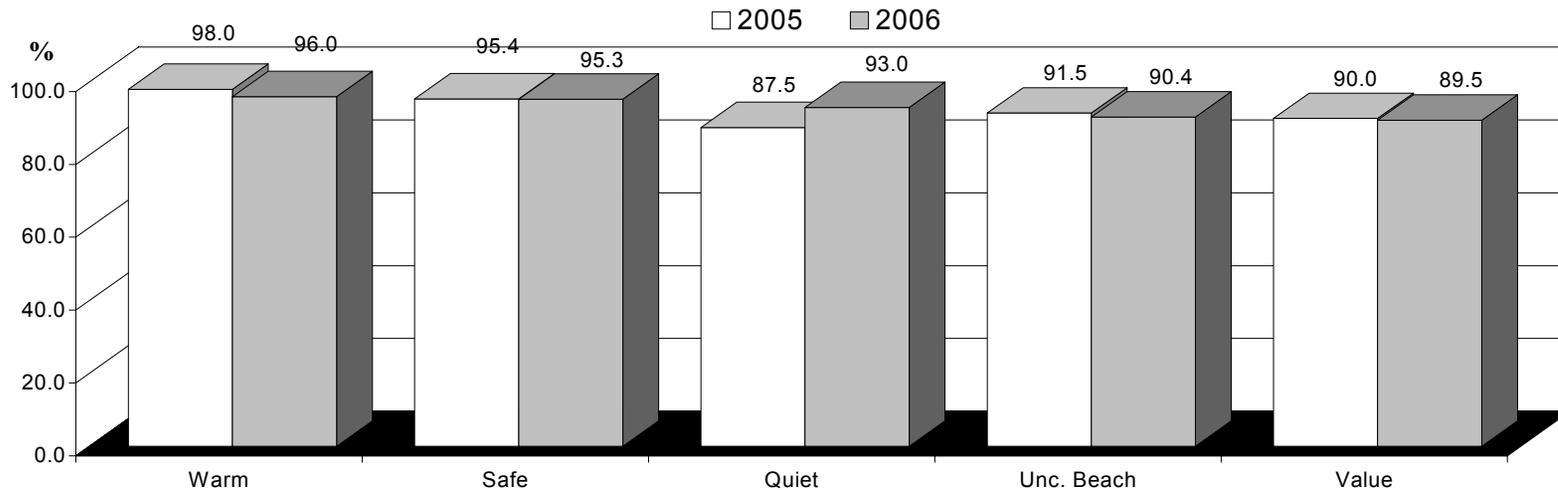
	<u>May 2003</u>	<u>May 2004</u>	<u>May 2005</u>	<u>May 2006</u>
Have Internet Access	86.6%	85.7%	86.8%	91.6%
Use Internet to: <i>(Base: Respondents who have Internet access)</i>				
Obtain Travel Information	78.6%	80.2%	82.6%	81.8%
Book Travel Reservations On-line	58.7	59.2	66.2	75.4
Book Lodging Reservations: <i>(Base: Respondents who book travel reservations on-line)</i>	55.6%	52.8%	53.4%	59.6%

May 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

Influential Factors in Choosing Lee

Influential Factors	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	May '05
Warm Weather	82.7%	79.0%	73.4%	79.8%	93.9%	99.1%	99.7%	98.6%	99.6%	99.7%	99.7%	96.0%	98.0%
Safe Destination	95.3	94.7	93.8	88.2	85.6	96.0	93.3	91.1	93.3	97.9	94.3	95.3	95.4
Quiet Atmosphere	88.6	88.1	85.2	83.2	86.4	92.8	90.7	87.3	85.3	86.1	90.1	93.0	87.5
Uncommercialized Beaches	96.0	96.7	98.1	93.8	89.6	90.3	87.0	88.6	88.3	89.5	92.8	90.4	91.5
Good Value for the Money	90.6	88.9	90.6	86.8	89.7	87.0	86.8	88.8	83.4	85.2	86.4	89.5	90.0
Complete Relaxation	90.9	92.7	94.7	91.5	93.4	91.8	91.6	82.1	86.8	88.6	90.0	88.5	90.4
Clean, Unspoiled Environment	79.5	82.3	77.9	77.1	70.5	66.3	68.4	66.9	72.8	71.6	75.2	84.8	78.2
Sunning on the Beach	84.8	85.0	83.2	71.8	77.8	79.7	83.0	81.7	84.7	89.9	89.5	84.7	83.7
Reasonably Priced Lodging	85.5	89.1	89.5	83.3	83.0	76.3	72.5	73.5	74.0	73.1	73.7	83.9	82.6
Upscale Accommodations	72.9	72.4	75.6	71.1	74.9	72.0	73.7	72.6	72.7	73.5	75.1	79.2	74.9
Tropical Plants/Animals	78.9	74.2	70.7	66.1	67.9	61.8	61.4	69.1	73.9	70.2	71.0	79.1	75.2
White Sand Beaches w/ Shelling	81.4	86.1	80.7	79.2	71.5	74.1	73.5	80.4	74.4	75.1	79.1	78.9	80.9
Affordable Dining	73.4	75.9	77.0	68.8	67.5	69.7	70.6	70.0	67.8	68.8	75.8	78.6	67.1
Family Atmosphere	82.8	83.7	77.8	69.9	71.3	72.6	76.3	72.8	70.3	76.6	76.1	74.2	76.2

Influential Factors in Choosing Lee (Top Five) -- May



TOP U.S. FEEDER MARKETS

<u>May 2005</u>			<u>May 2006</u>		<u>'05 Rank</u>	
1.	New York	10.4%	1.	New York	10.7%	1
2.	Miami/Ft. Lauderdale	9.2	2.	Boston	7.0	4
3.	Chicago	7.4	3.	Tampa/St. Petersburg	6.3	6
4.	Boston	5.7	4.	Chicago	5.7	3
5.	Philadelphia	4.5	5.	Miami/Ft. Lauderdale	5.6	2
6.	Tampa/St. Petersburg	4.3	6.	Philadelphia	4.6	5
7.	West Palm Beach/Ft. Pierce	3.4	7.	Greater Orlando Area	4.5	--
8.	Cleveland	3.3	8.	Minneapolis/St. Paul	4.0	--
9.	Detroit	3.2	9.	Cleveland	3.8	8
10.	Indianapolis	3.1	10.	West Palm Beach/Ft. Pierce	3.5	7
11.	Providence	3.1	11.	Detroit	3.5	9

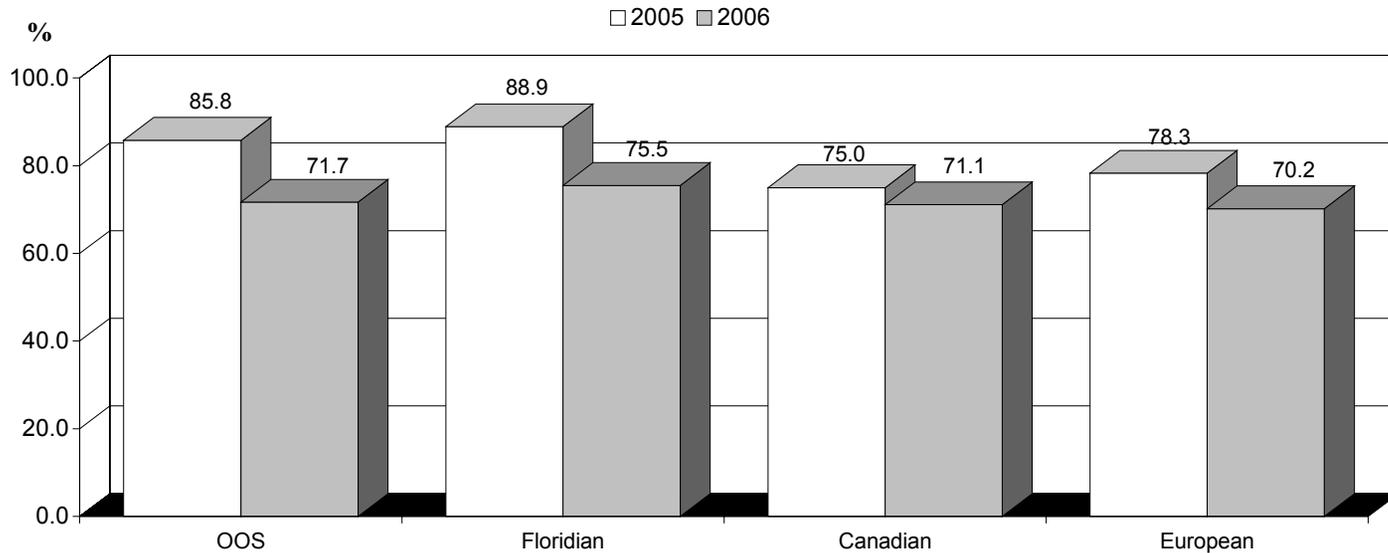
Please Note: *In May 2006, the Miami/Ft. Lauderdale segment accounted for 25% of the Florida market. The distribution is as follows: Broward County: 69%; Dade County: 31%. Sample size does not permit statistical inference.*

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:

	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	May '05
U.S. OOS Travelers	89.8%	64.4%	61.5%	63.8%	67.9%	83.3%	76.2%	70.8%	73.7%	77.4%	73.1%	71.7%	85.8%
Floridian Travelers	94.0	73.8	67.3	67.4	75.0	84.0	78.5	73.8	78.9	80.0	77.4	75.5	88.9
Canadian Travelers	71.2	72.2	66.8	68.2	68.9	75.6	71.4	75.0	76.2	76.0	71.4	71.1	75.0
European Travelers	76.6	58.9	63.6	58.2	68.2	75.5	78.3	73.7	80.0	74.5	73.0	70.2	78.3

Reservations: May 2006 -- Over the Next Three Months

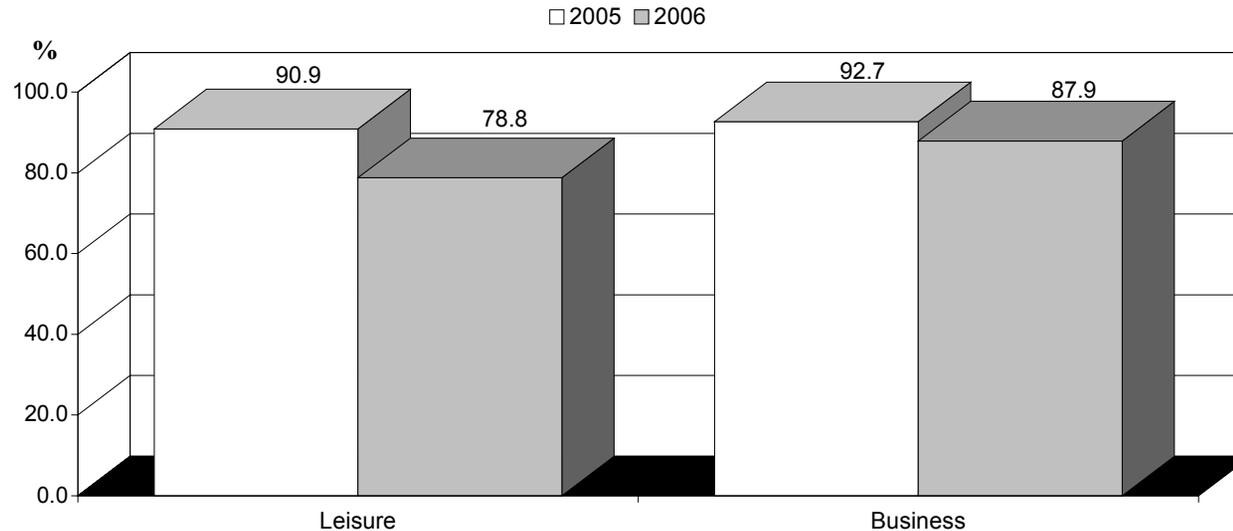


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2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	May '05
Leisure Travelers	90.9%	92.4%	86.3%	81.6%	77.8%	89.6%	82.0%	80.6%	75.8%	81.1%	75.0%	78.8%	90.9%
Business Travelers	91.7	82.9	77.0	83.9	85.7	93.8	89.4	77.8	87.5	88.9	86.7	87.9	92.7
Conferences/ Business Meetings	92.6	89.2	80.8	86.2	84.6	88.9	83.8	79.3	78.6	80.8	80.0	78.3	91.0
Travel and Tour	90.0	82.6	77.5	82.5	83.3	84.6	73.5	80.8	80.0	89.7	77.5	81.0	88.0

Expectations: May 2006 -- Over the Next Three Months



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

	Florida								Southeast							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
Winter	71,708	71,708	72,240	72,240	62,675	62,675	65,866	65,866	65,981	65,981	68,075	68,075	63,662	63,662	64,531	64,531
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924			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		
Spr/Sum	130,871	202,579	114,941	187,181	120,337	183,012			44,863	110,844	44,064	112,139	43,700	107,362		
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		
Fall	49,262	251,841	47,517	234,698	49,685	232,697			28,379	139,223	26,928	139,067	27,447	134,809		
TOTAL	251,841		234,698		232,697				139,223		139,067		134,809			

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

	Northeast								Midwest							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD														
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
Winter	326,237	326,237	352,696	352,696	344,241	344,241	346,662	346,662	445,502	445,502	478,890	478,890	467,027	467,027	468,793	468,793
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904			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		
Spr/Sum	134,698	460,935	132,178	484,874	139,724	483,965			167,331	612,833	164,635	643,525	174,675	641,702		
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		
Fall	107,675	568,610	97,431	582,305	106,243	590,208			145,452	758,285	133,904	777,429	138,716	780,418		
TOTAL	568,610		582,305		590,208				758,285		777,429		780,418			

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

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
Winter	32,236	32,236	32,620	32,620	34,660	34,660	34,794	34,794	67,522	67,522	73,403	73,403	81,523	81,523	74,429	74,429
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432			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		
Spr/Sum	4,021	36,257	4,480	37,100	5,020	39,680			53,922	121,444	58,158	131,561	66,475	147,998		
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		
Fall	10,147	46,404	9,267	46,367	10,632	50,312			47,744	169,188	51,226	182,787	51,334	199,332		
TOTAL	46,404		46,367		50,312				169,188		182,787		199,332			

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

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
Winter	34,749	34,749	31,232	31,232	28,383	28,383	26,925	26,925	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171	1,082,000	1,082,000
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250			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		
Spr/Sum	17,943	52,692	17,663	48,895	16,688	45,071			553,649	1,597,584	536,119	1,645,275	566,619	1,648,790		
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		
Fall	15,585	68,277	15,373	64,268	14,693	59,764			404,244	2,001,828	381,646	2,026,921	398,750	2,047,540		
TOTAL	68,277		64,268		59,764				2,001,828		2,026,921		2,047,540			