

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:



**May 2008 Visitor Profile and Occupancy Analysis
July 11, 2008**



Executive Summary May 2008



Executive Summary

During the month of May 2008, Lee County hosted more than 400,000 visitors. Half of these visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, three-fourths were US residents. Among US visitors, almost half were from the Midwest.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	48%	195,737*
<u>Friends/Relatives</u>	52%	<u>216,040**</u>
<i>Total Visitation</i>		<i>411,777</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	76%	149,340
Germany	13%	24,648
United Kingdom	5%	10,149
Canada	1%	2,900
France	1%	2,900
Other/No Answer	3%	5,800
U.S. Region (Paid Accommodations)***		
Florida	1%	1,450
South (including Florida)	14%	20,299
Midwest	44%	65,246
Northeast	24%	36,248
West	3%	4,350
No Answer	15%	21,749
Top DMAs (Paid Accommodations)***		
Detroit	8%	11,599
St. Louis	6%	8,699
Pittsburg	6%	8,699
New York	5%	7,250
Chicago	4%	5,800
Hartford-New Haven	4%	5,800
Minneapolis-St. Paul	3%	4,350
Philadelphia	3%	4,350
Kansas City	3%	4,350

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent more than \$198 million in Lee County during the month of May. Over half of this money was spent by those visitors staying in paid accommodations (\$112 million). A total of \$102 million was spent by visitors staying in bed tax collecting accommodations. The highest proportions continue to be spent on food and beverages, shopping, and lodging accommodations.

Four-fifths of the May visitors flew to the area (83%), while an additional 16% drove to Lee County. Most Lee County visitors were repeat visitors (67%), averaging four trips in the past five years.

Nearly all visitors spent some time at the beach while visiting Lee County (97%). The majority spent time relaxing, dining out, swimming, or shopping.

Most Lee County visitors were satisfied with their visit (96%), a proportion that remains extremely high from month to month. Further, 91% of visitors said they will recommend Lee County to a friend or family member and 88% indicated that they plan to return themselves.

Lee County May visitors are mostly in their mid 40s (average age of 46) and are more affluent than the general population (average household income of \$96,557). Three-fourths of May visitors are married (74%), with three in ten traveling with children (29%).

Average occupancy rates and average daily rates for the month of May were lower than in April. Hotels, motels, and resorts had the highest occupancy at 54.5%, while average daily rates were highest among condos/cottages/vacation rentals at \$153.04.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	144	143	143/144
Hotel/Motel/Resort/B&B	54.5%	\$131.08	\$71.45
Condo/Cottage/Vacation Home*	46.0%	\$153.04	\$70.40
RV Park/Campground	43.2%	\$35.42	\$15.31
AVERAGE	49.7%	\$118.96	\$59.13

* Includes timeshare rental properties.

More than half of the lodging properties surveyed reported their May 2008 occupancy to be better (31%) or the same (24%) as May 2007, while slightly fewer said it was worse than one year ago (45%). Lodging revenue showed a similar pattern, with 57% reporting it to be better (33%) or the same (24%) in May 2008 as compared to May 2007, and 43% saying it was worse.



Visitor Profile Analysis May 2008

A total of 199 interviews were conducted with visitors in Lee County during the month of April. A total sample of this size is considered accurate to plus or minus 7.0 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

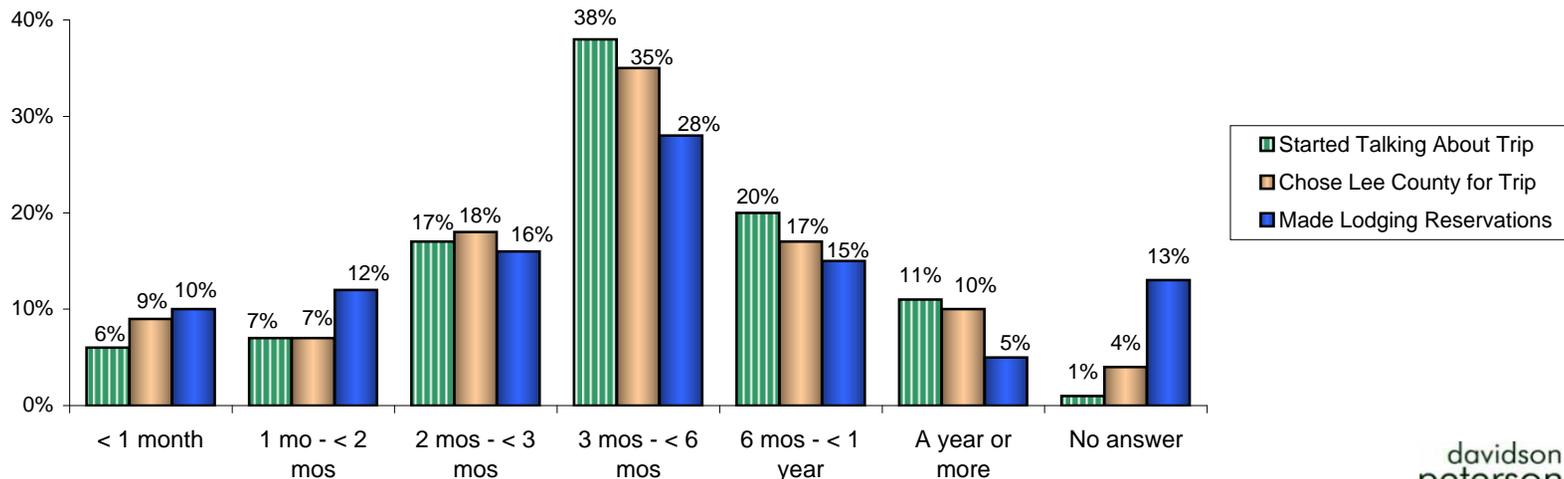
Travel Planning

Total Respondents	199	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		6%	9%	10%
1 mo - < 2 mos		7%	7%	12%
2 mos - < 3 mos		17%	18%	16%
3 mos - < 6 mos		38%	35%	28%
6 mos - < 1 year		20%	17%	15%
A year or more		11%	10%	5%
No answer		1%	4%	13%

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	199
Before Leaving Home	81%
After arriving in FL	7%
No Answer	11%

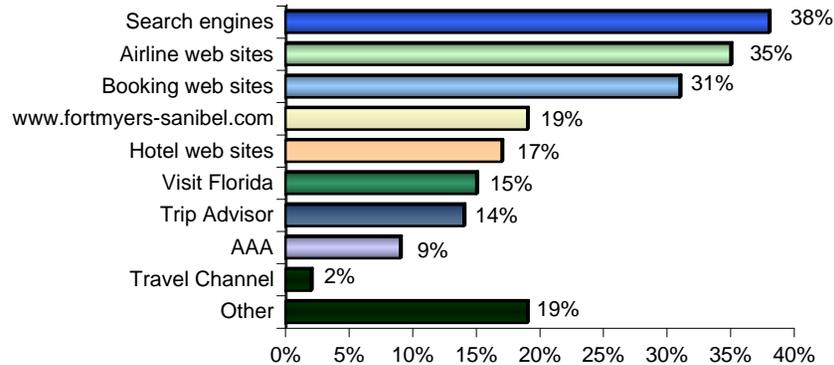
Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access

Total Respondents	199
<u>Yes</u>	<u>95%</u>
Home	18%
Work	3%
Both Home and Work	74%
<u>No</u>	<u>4%</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	188
<u>Visited web sites (net)</u>	<u>84%</u>
Search engines	38%
Airline web sites	35%
Booking web sites	31%
www.fortmyers-sanibel.com	19%
Hotel web sites	17%
Visit Florida	15%
Trip Advisor	14%
AAA	9%
Travel Channel	2%
Other	19%
<u>Did not visit web sites</u>	<u>12%</u>
No Answer	4%

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	199
Requested Information (net)	<u>33%</u>
Hotel Web Site	11%
Visitor Guide	8%
Call hotel	7%
VCB Web Site	5%
Calling the VCB Toll-Free number	1%
Clipping and mailing a coupon	1%
Calling a local Chamber of Commerce	1%
Other	14%
Did not request information	<u>54%</u>
No Answer	13%

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

Travel Agent Assistance

Total Respondents	199
Yes	3%
No	95%

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

Travel Agent Influence

Total respondents who used travel agent	7*
Yes	N/A
No	N/A

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

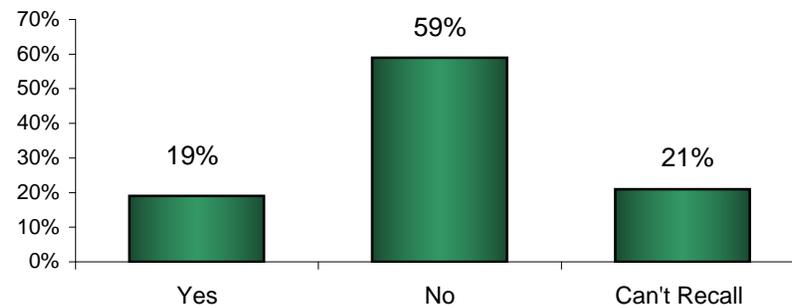
*N/A: Insufficient number of responses for statistical analysis.

Recall of Lee County Promotions

Total Respondents	199
Yes	19%
No	59%
Can't Recall	21%

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



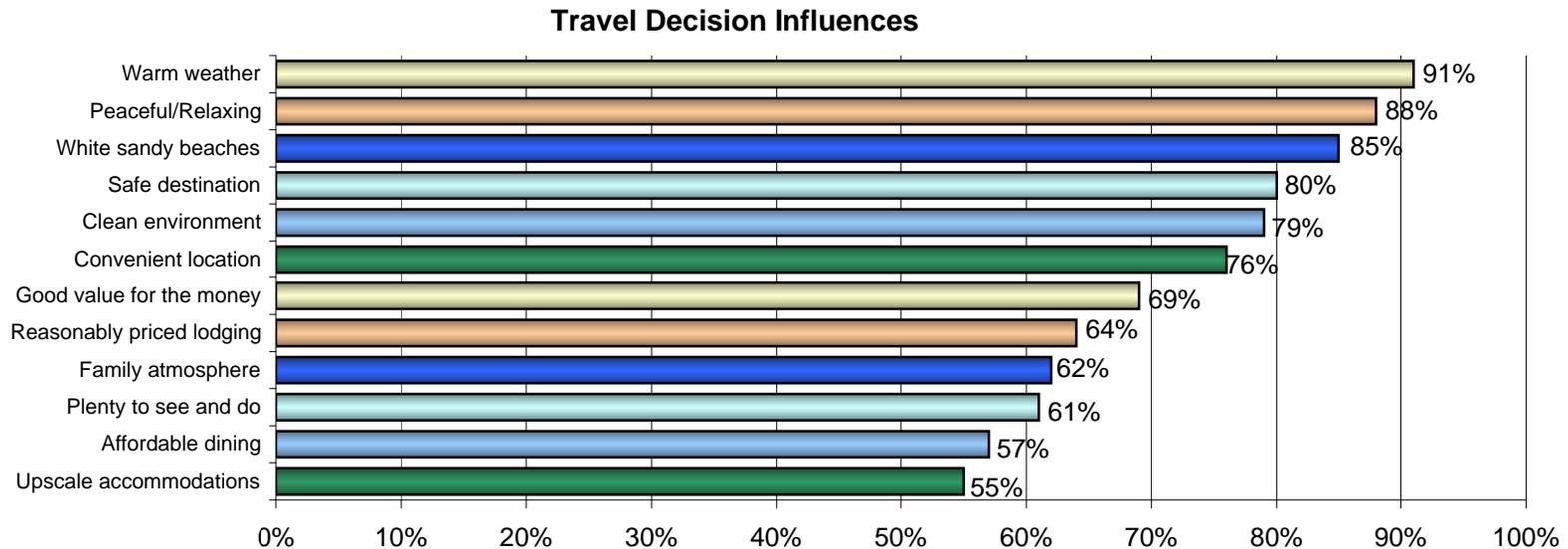


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	199		
Warm weather	91%	Good value for the money	69%
Peaceful/Relaxing	88%	Reasonably priced lodging	64%
White sandy beaches	85%	Family atmosphere	62%
Safe destination	80%	Plenty to see and do	61%
Clean environment	79%	Affordable dining	57%
Convenient location	76%	Upscale accommodations	55%

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

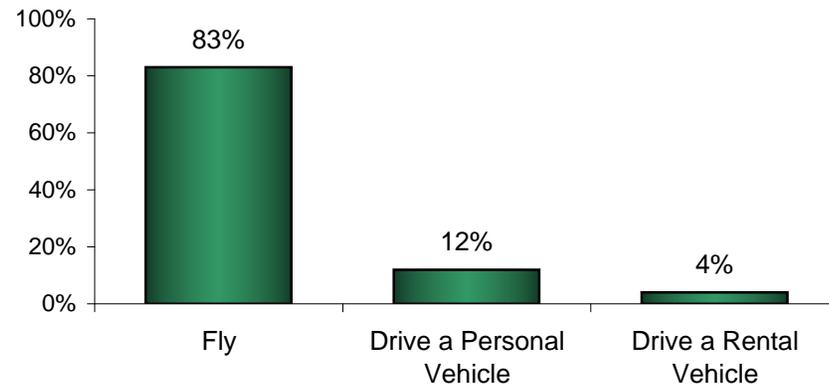
Trip Profile

Mode of Transportation

Mode of Transportation	
Total Respondents	199
Fly	83%
Drive a Personal Vehicle	12%
Drive a Rental Vehicle	4%
Drive a RV	<1%
Other/No answer	1%

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

Mode of Transportation

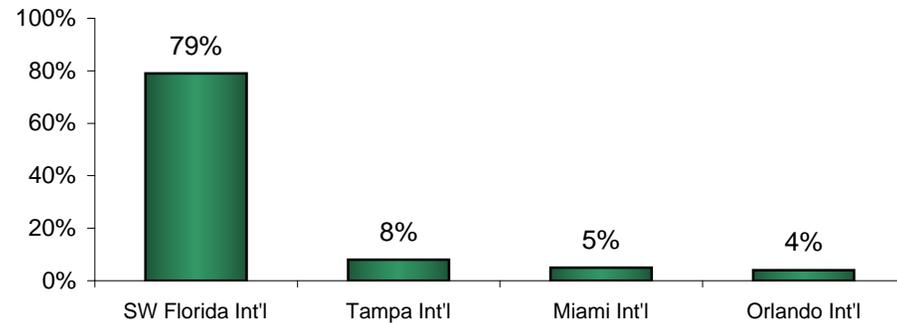


Airport

Airport	
Total Respondents who Flew	165
SW Florida Int'l	79%
Tampa Int'l	8%
Miami Int'l	5%
Orlando Int'l	4%
Sarasota/Bradenton	1%
Other	1%

Question 2: At which Florida airport did you land?

Airport





Visitor Profile Analysis

Trip Profile

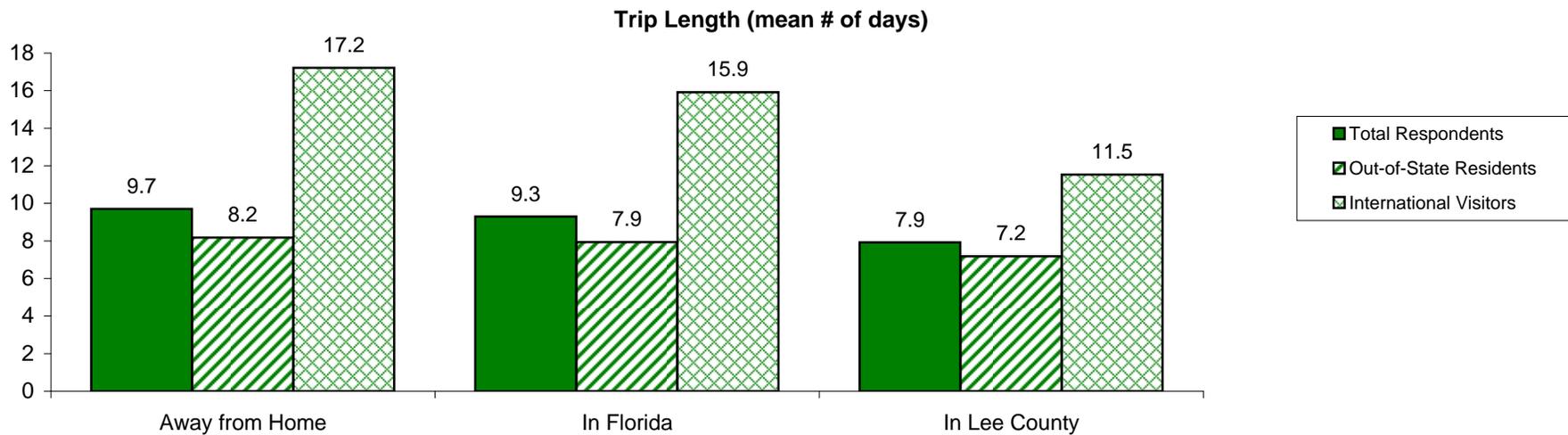
Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	199	1*	139	37**
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	9.7	N/A	8.2	17.2
In Florida	9.3	N/A	7.9	15.9
In Lee County	7.9	N/A	7.2	11.5

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

*Note: Insufficient number of responses for statistical analysis.

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

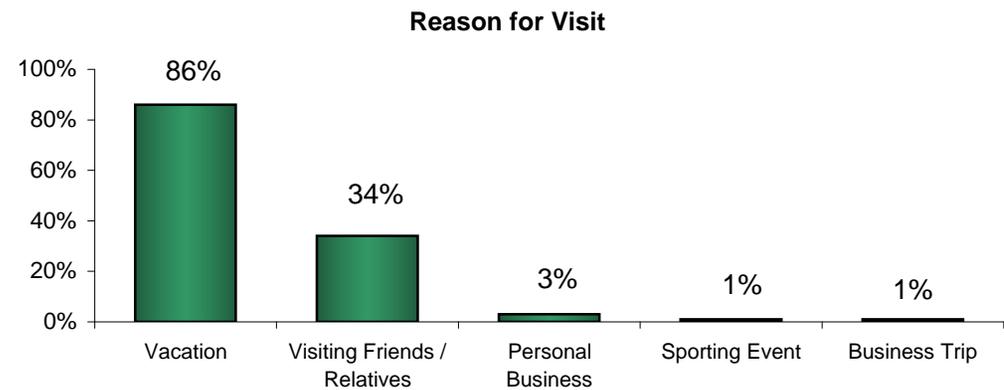




Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	199
Vacation	86%
Visiting Friends / Relatives	34%
Personal Business	3%
Sporting Event	1%
Business Trip	1%
Other	4%



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



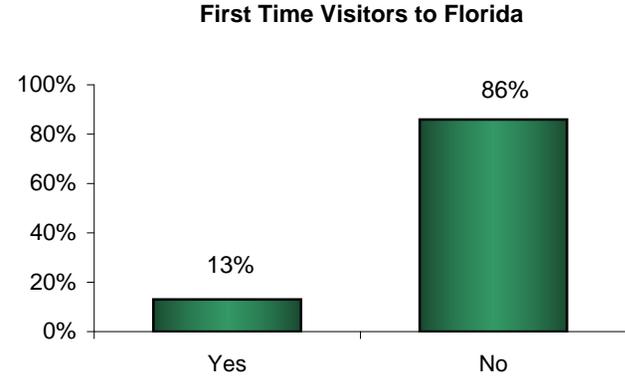
Visitor Profile Analysis

Trip Profile

First Time Visitors to Florida	
Base: Total Respondents	199
Yes	13%
No	86%
No answer	2%
<i>FL Residents*</i>	<1%

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.

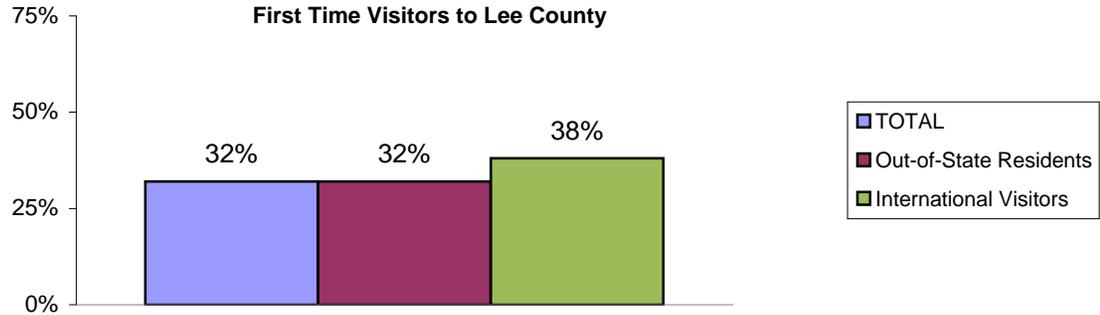


First Time Visitors to Lee County				
	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	199	1*	139	37**
Yes	32%	N/A	32%	38%
No	67%	N/A	67%	61%
No answer	2%	N/A	2%	0%

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

*Note: Insufficient number of responses for reliable statistical analysis.

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





Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years		
	To Florida	To Lee County
Base: Repeat Visitors	170 (FL res. excl.)	133
	Mean # of visits	Mean # of visits
Number of visits	4.7	4.0

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		
	Out-of-State Residents	International Visitors
Base: Repeat Visitors	93	22**
	Mean # of visits	Mean # of visits
Number of visits	4.0	4.6

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

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

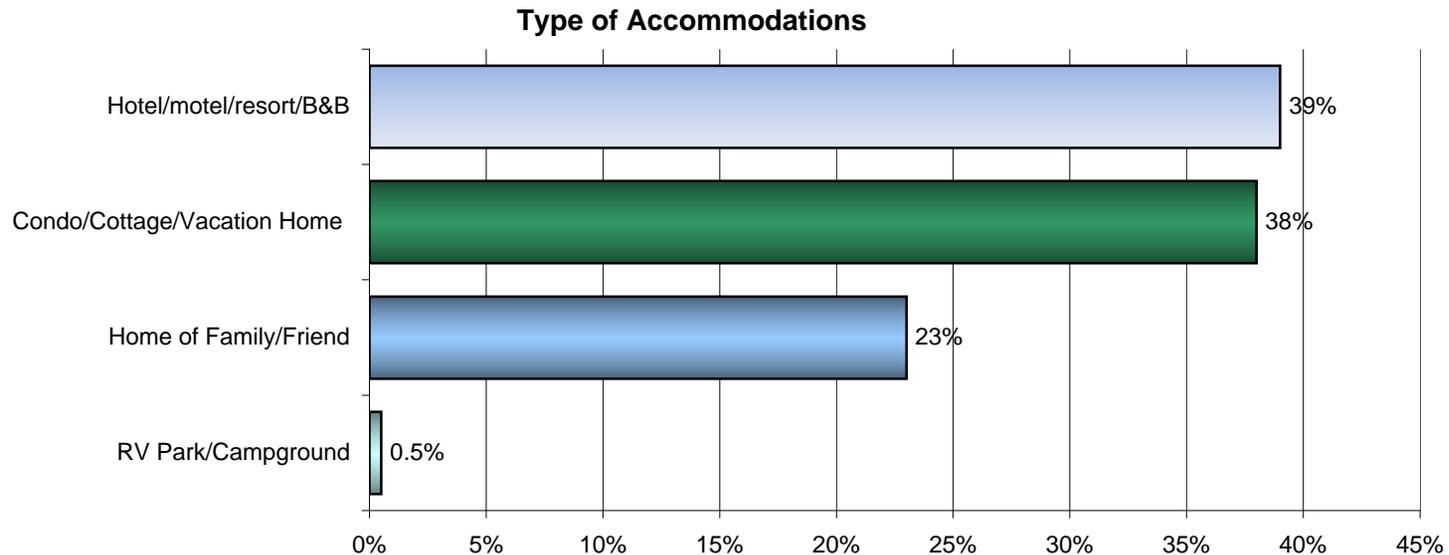


Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	199		
Hotel/motel/inn	28%	Borrowed home/condo	8%
Resort	10%	Owned home/condo	2%
B&B	0%	RV Park/Campground	0%
Home of family/friend	23%	Day trip (no accommodations)	0%
Rented home/condo	28%	No Answer	0%

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



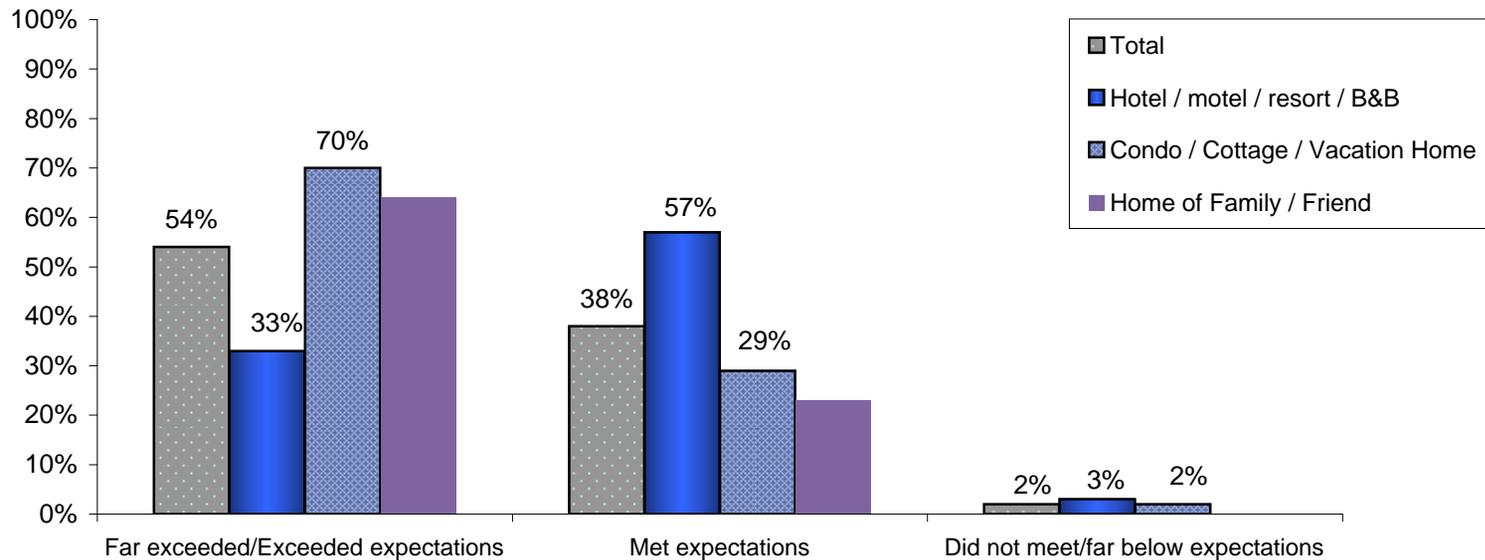


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	199
Far exceeded/Exceeded expectations	54%
Met expectations	38%
Did not meet/Far below expectations	2%
No Answer	5%

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

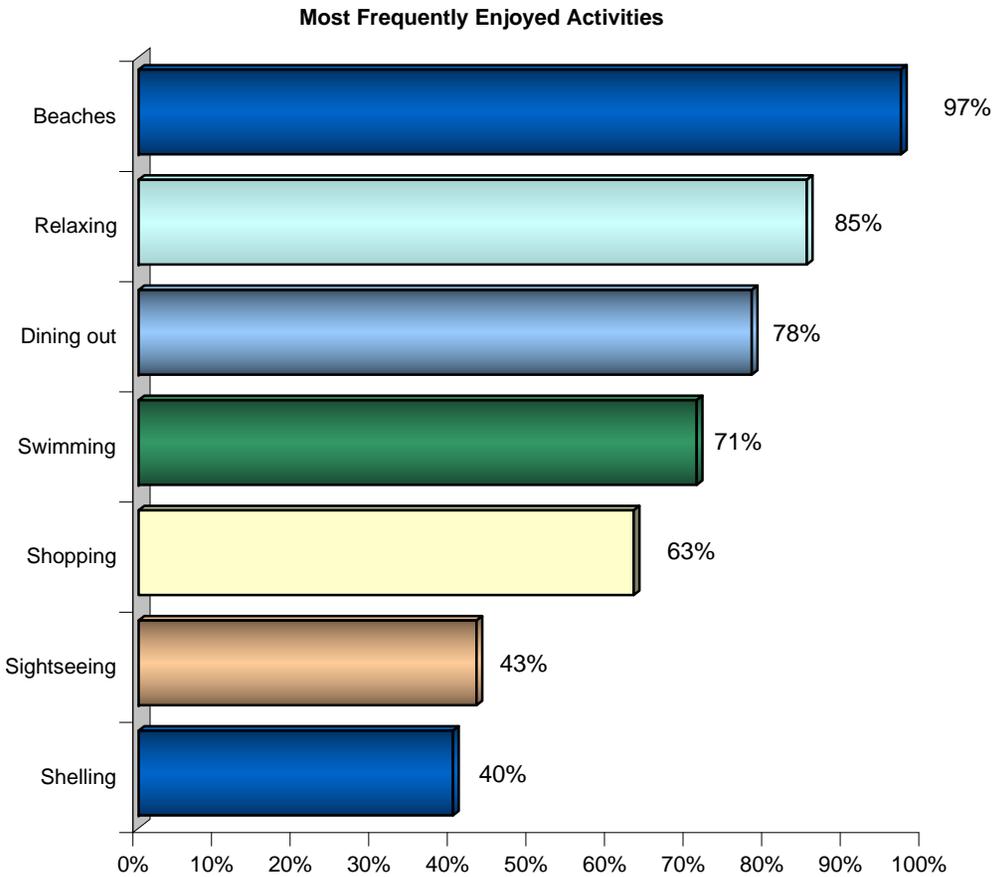




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	199
Beaches	97%
Relaxing	85%
Dining out	78%
Swimming	71%
Shopping	63%
Sightseeing	43%
Shelling	40%
Visiting Friends/Relatives	33%
Attractions	30%
Photography	29%
Watching Wildlife	23%
Bars/Nightlife	18%
Birdwatching	18%
Exercise/Working Out	17%
Bicycle Riding	15%
Fishing	13%
Parasailing/Jet Skiing	13%
Boating	13%
Miniature Golf	12%
Guided Tour	8%
Scuba Diving/Snorkeling	8%
Golfing	7%
Kayaking/Canoeing	6%
Cultural Events	5%
Sporting Event	3%
Tennis	3%
Other	2%



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

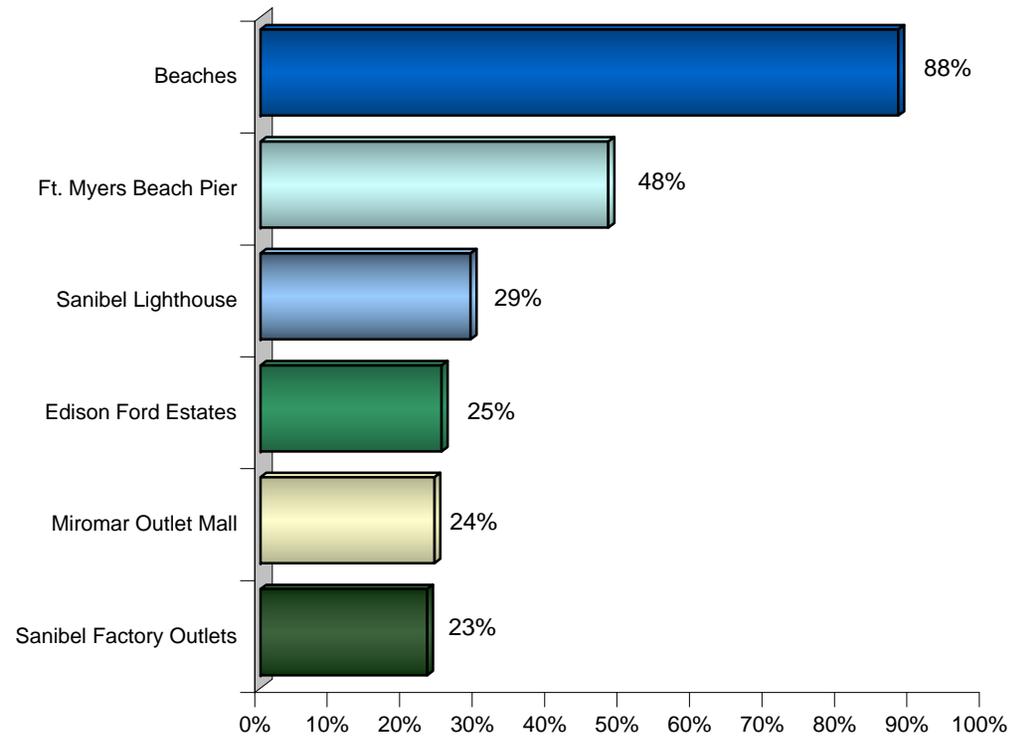


Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	199
Beaches	88%
Ft. Myers Beach Pier	48%
Sanibel Lighthouse	29%
Edison Ford Estates	25%
Miromar Outlet Mall	24%
Sanibel Factory Outlets	23%
Bell Tower Shops	18%
Edison Mall	17%
Ding Darling National Wildlife Refuge	16%
Coconut Point Mall	15%
Periwinkle Place	14%
Gulf Coast Town Center	7%
Shell Factory and Nature Park	6%
Bailey-Matthews Shell Museum	5%
Manatee Park	4%
Broadway Palm Dinner Theater	2%
Babcock Wilderness Adventures	1%
Barbara B. Mann Performing Arts Hall	1%
Other	7%
None/No Answer	4%

Most Frequently Visited Attractions



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

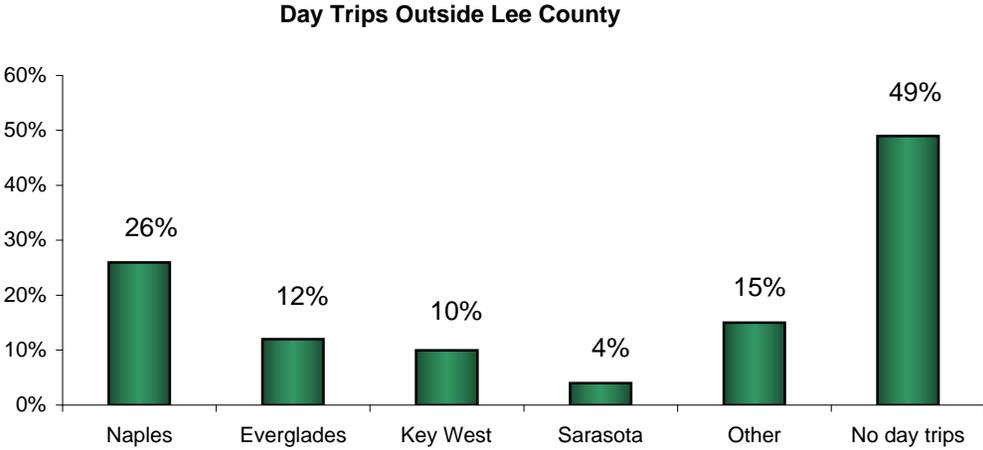


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	199
<u>Any Day Trips (net)</u>	<u>46%</u>
<i>Naples</i>	26%
<i>Everglades</i>	12%
<i>Key West</i>	10%
<i>Sarasota</i>	4%
<i>Other</i>	15%
<u>No day trips</u>	<u>49%</u>
No answer	5%

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





Visitor Profile Analysis

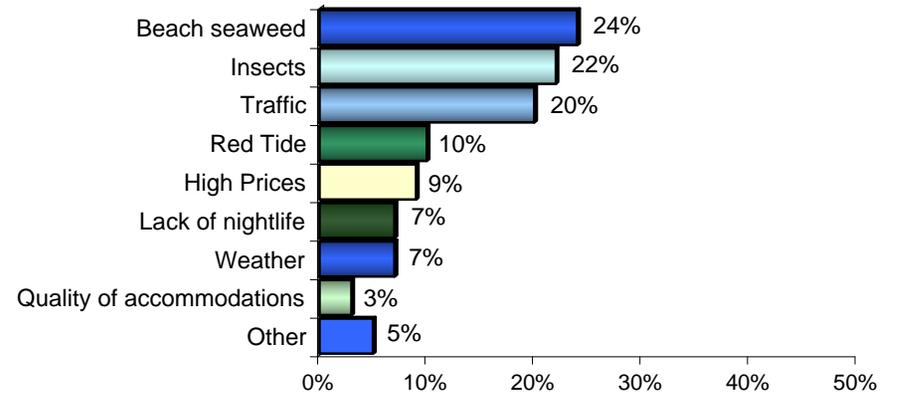
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	199
Beach seaweed	24%
Insects	22%
Traffic	20%
Red Tide	10%
High Prices	9%
Lack of nightlife	7%
Weather	7%
Quality of accommodations	3%
Other	5%
Nothing/no answer	32%

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

Least Liked Features

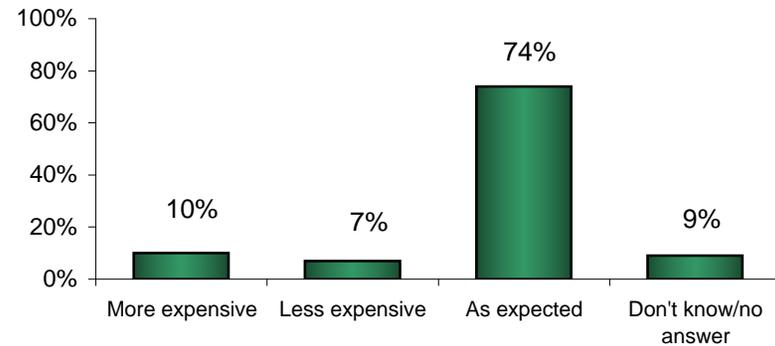


Perception of Lee County as Expensive

Total Respondents	199
More expensive	10%
Less expensive	7%
As expected	74%
Don't know/no answer	9%

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



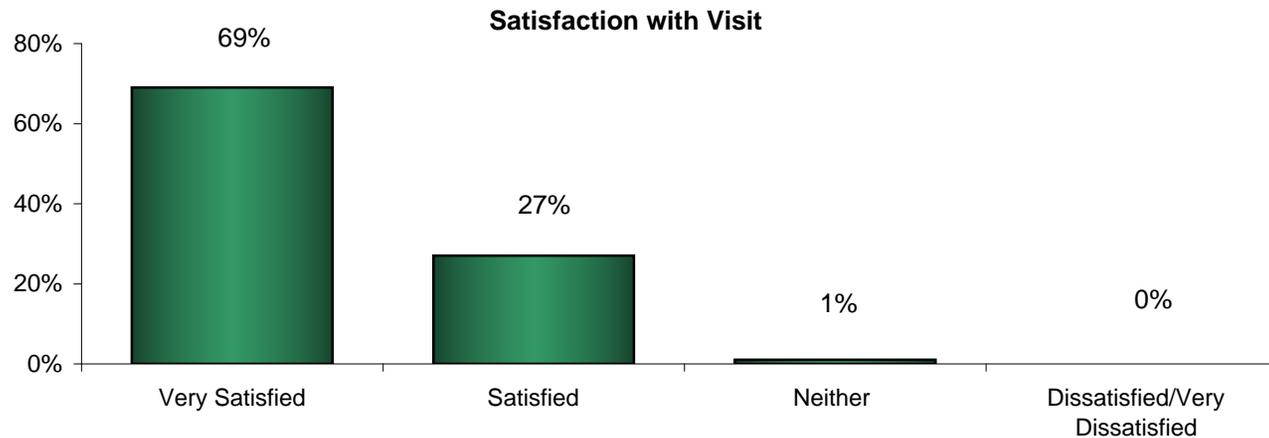


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	199
<u>Satisfied</u>	<u>96%</u>
<i>Very Satisfied</i>	69%
<i>Satisfied</i>	27%
Neither	1%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	2%

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





Visitor Profile Analysis

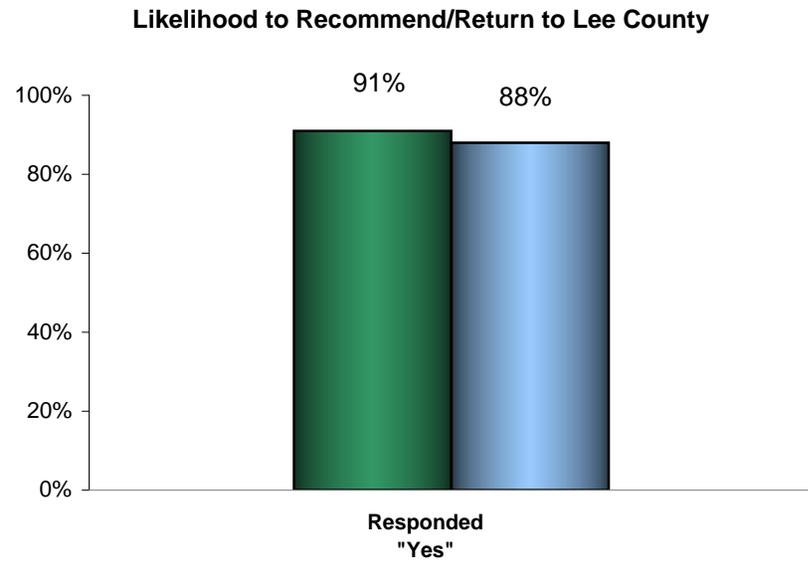
Lee County Experience and Future Plans

Likelihood to Recommend/Return to Lee County	
Total Respondents	199
Likely to Recommend Lee County	91%
Likely to Return to Lee County	88%
Base: Total Respondents Planning to Return	175
Likely to Return Next Year	52%

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?





Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	199
Couple	39%
Family	37%
Group of couples/friends	16%
Single	5%
Other	2%
Mean travel party size	3.3
Mean adults in travel party	2.8

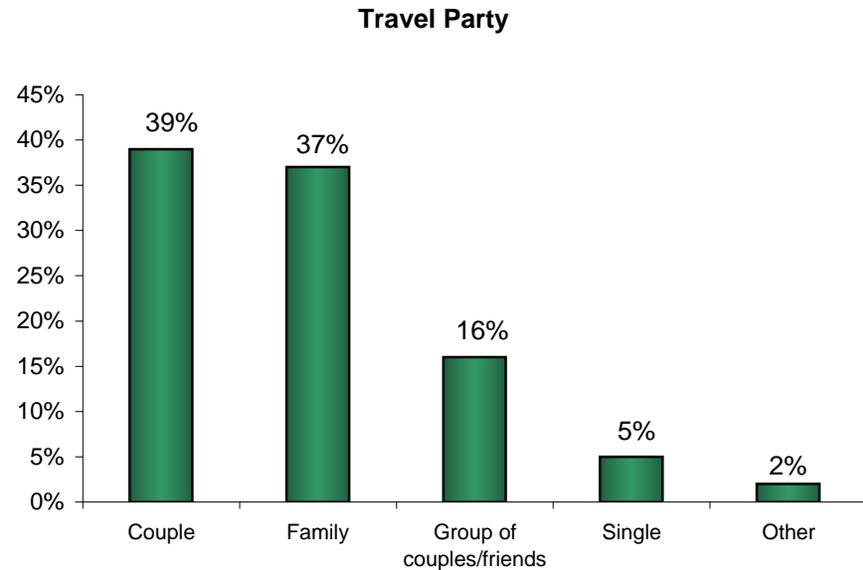
Question 22: On this trip, are you traveling:

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	199
Traveling with any Children (net)	<u>29%</u>
Any younger than 6	16%
Any 6 - 11 years old	11%
Any 12 - 17 years old	13%

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

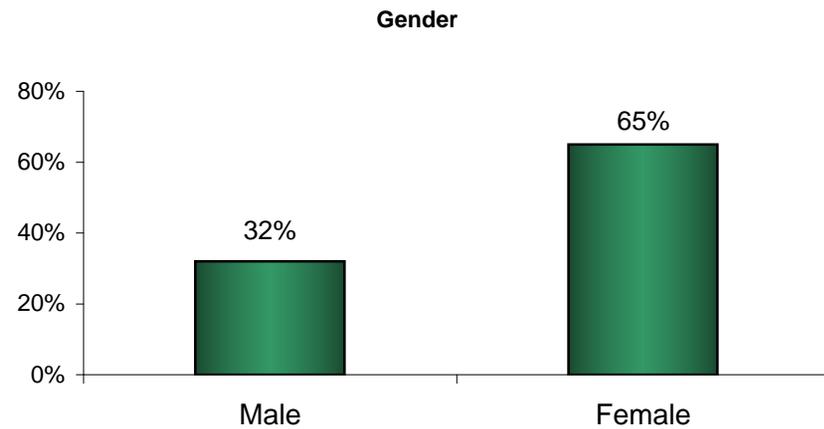
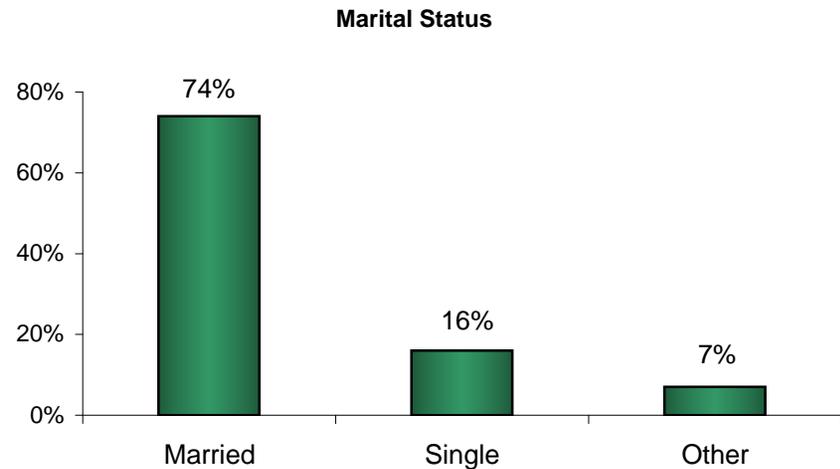




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	199
Vacations per year (mean)	2.2
Short getaways per year (mean)	3.8
Age of respondent (mean)	45.6
Annual household income (mean)	\$96,557
Marital Status	
Married	74%
Single	16%
Other	7%
Gender of Respondent	
Male	32%
Female	65%



Question 37: How many vacations, lasting FIVE (5) OR MORE 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

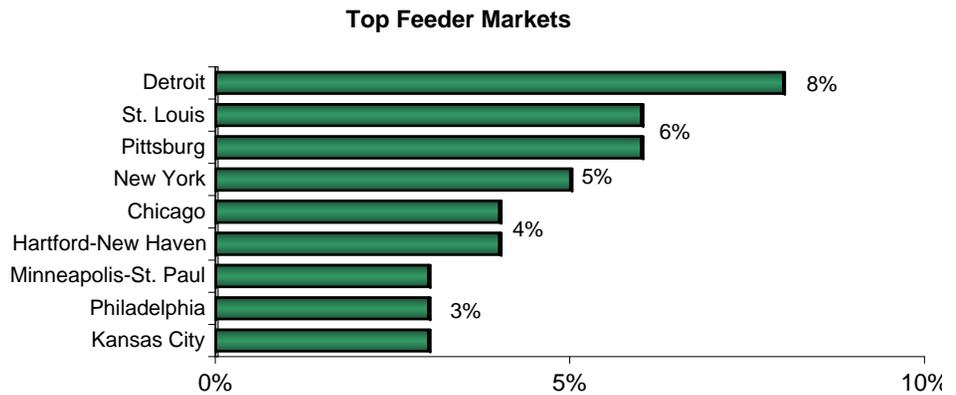
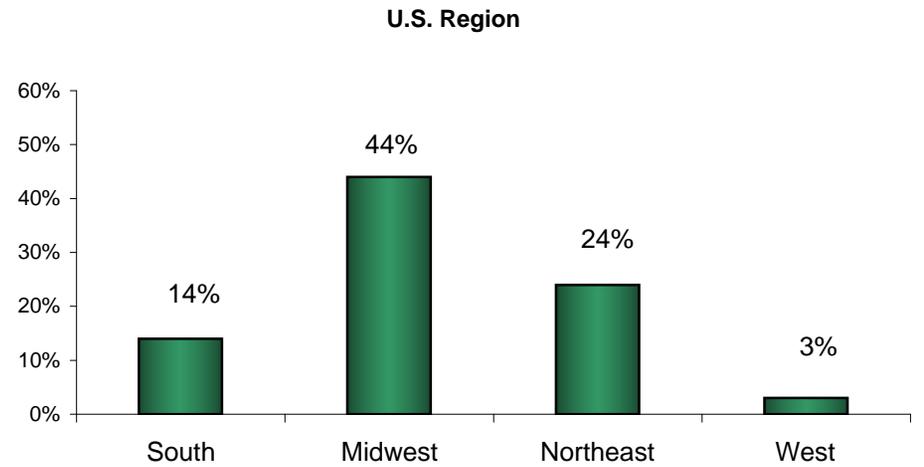
Question 42: Are you: Male/Female



Visitor Profile Analysis

Visitor Origin and Visitation Estimates

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	%	Visitor Estimates
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Midwest	44%	65,246
Northeast	24%	36,248
West	3%	4,350
No Answer	15%	21,749
Top DMAs (Paid Accommodations)		
Detroit	8%	11,599
St. Louis	6%	8,699
Pittsburg	6%	8,699
New York	5%	7,250
Chicago	4%	5,800
Hartford-New Haven	4%	5,800
Minneapolis-St. Paul	3%	4,350
Philadelphia	3%	4,350
Kansas City	3%	4,350
In State Visitors (Paid Accommodations)		
Florida residents	1%	1,450





Occupancy Data Analysis May 2008

Property managers representing 151 properties in Lee County were interviewed for the April Occupancy Survey between May 1 and May 15, 2008, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.



providing direction in travel & tourism



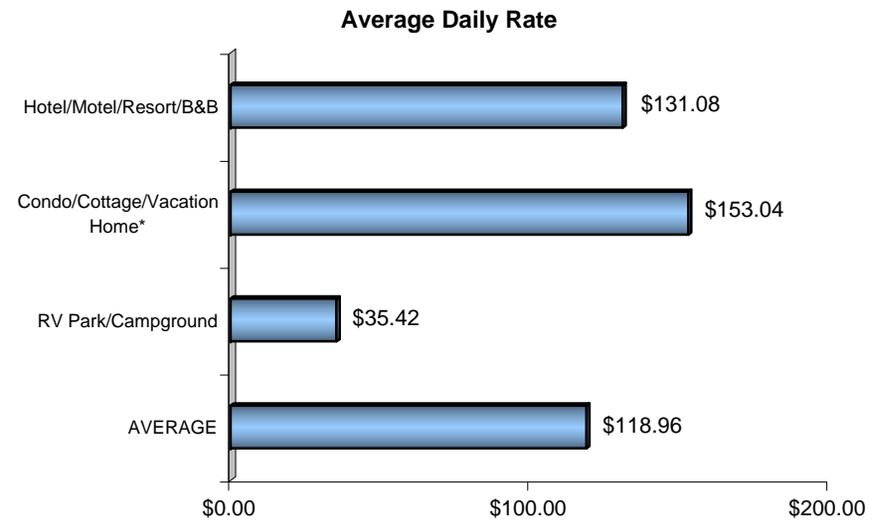
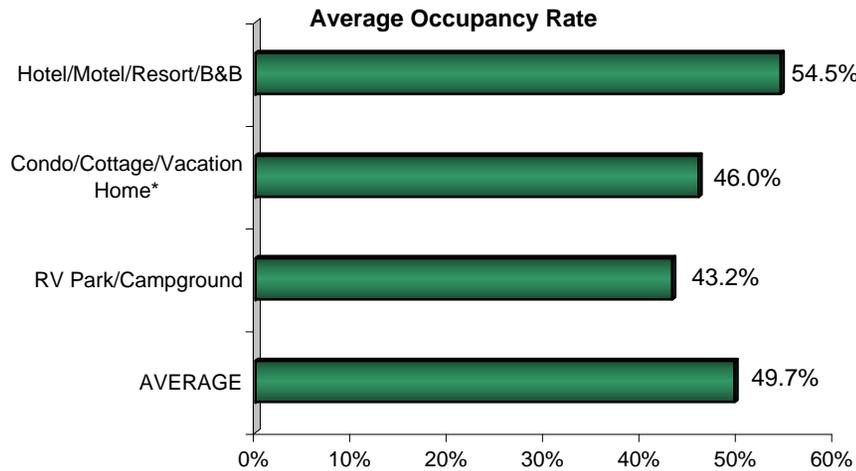
Occupancy Data Analysis

Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	144	143	143/144
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	54.5%	\$131.08	\$71.45
Condo/Cottage/Vacation Home*	46.0%	\$153.04	\$70.40
RV Park/Campground	43.2%	\$35.42	\$15.31
AVERAGE	49.7%	\$118.96	\$59.13

Question 17: What was your overall average occupancy rate for the month of April?

Question 18: What was your average daily rate (ADR) in April?



* Includes timeshare rental properties.

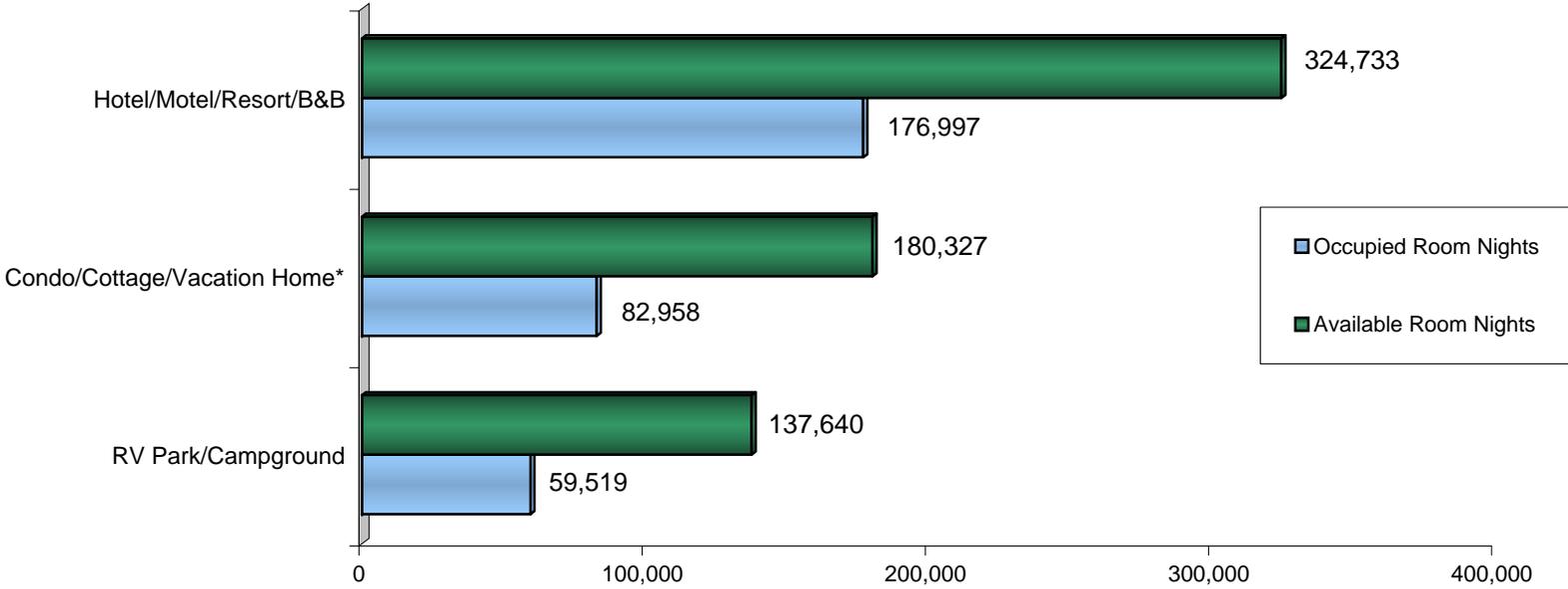


Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	176,997	324,733
Condo/Cottage/Vacation Home*	82,958	180,327
RV Park/Campground	59,519	137,640
Total	319,474	642,700

Occupied /Available Room Nights



*Includes timeshare rental properties



Occupancy Data Analysis

Lodging Management Estimates

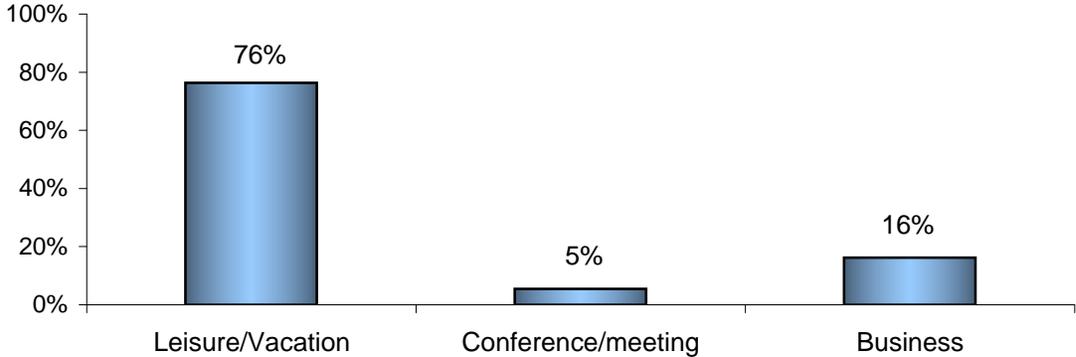
Guest Profile	
Property Managers Responding	125
Purpose of Visit	
Leisure/Vacation	76%
Conference/meeting	5%
Business	16%
Property Managers Responding	134
Average guests per room	2.6
Property Managers Responding	133
Average length of stay in nights	6.5

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

Question 19: What was your average number of guests per room/site/unit in May?

Question 20: What was the average length of stay (in nights) of your guests in May?

Purpose of Visit



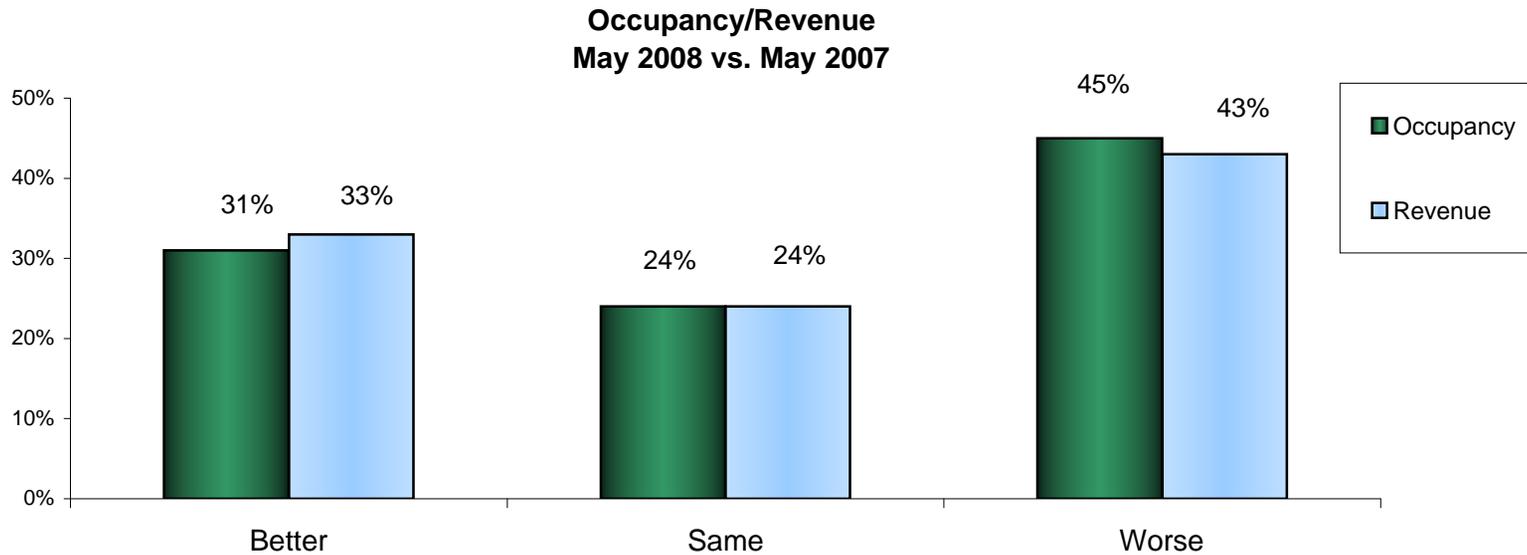


Occupancy Data Analysis

**Occupancy Barometer
May 2008 vs. May 2007**

	Occupancy	Revenue
Property Managers Responding	138	136
Better	31%	33%
Same	24%	24%
Worse	45%	43%

Question 21: Was your May occupancy better, the same, or worse than it was in May 2007? How about your property's May revenue - better, the same, or worse than May 2007?





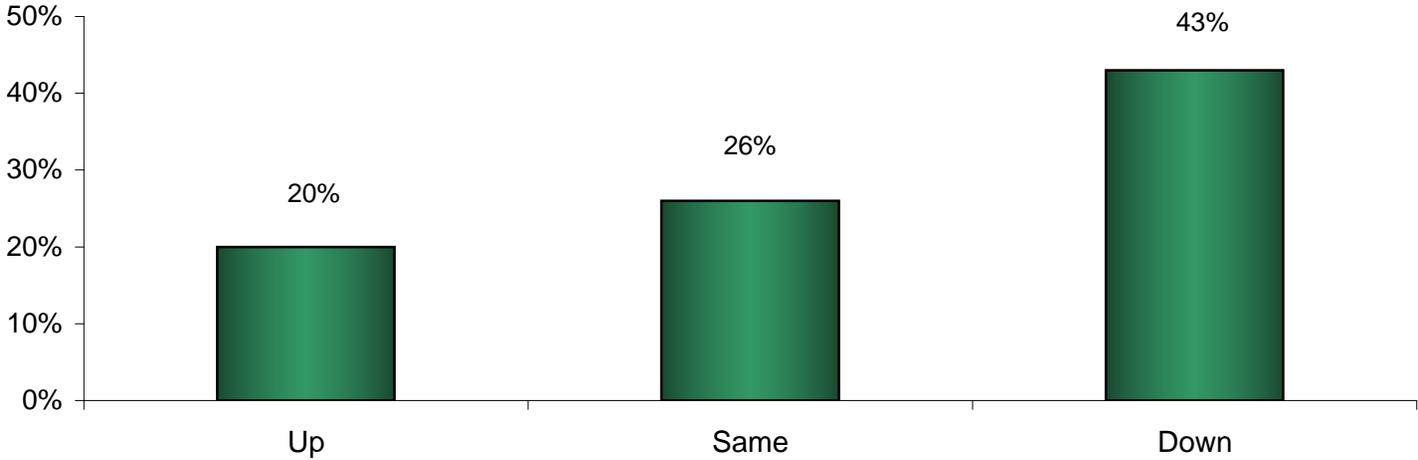
Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	138
Up	20%
Same	26%
Down	43%

Question 26: Compared to June, July, and August 2007, is your property's total level of reservations up, the same, or down for June, July, and August 2008?

Level of Reservations for Next 3 Months Compared to Last Year



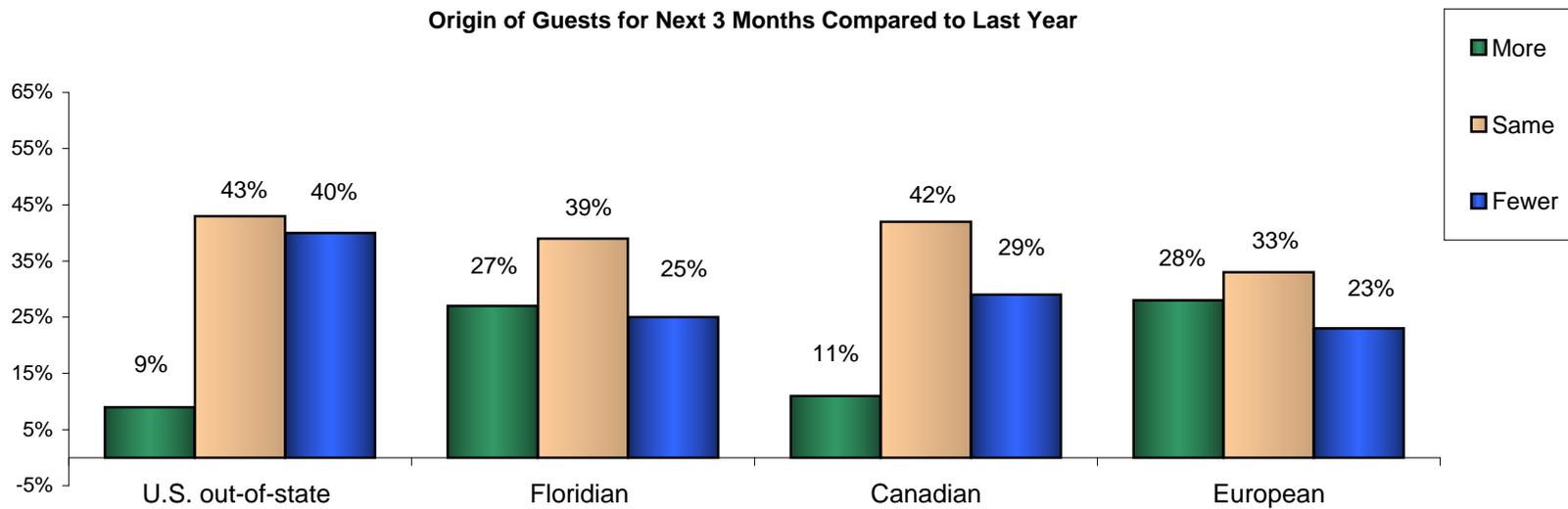


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (113 Minimum)	More	Same	Fewer	Not Applicable
U.S. out-of-state	9%	43%	40%	9%
Floridian	27%	39%	25%	9%
Canadian	11%	42%	29%	19%
European	28%	33%	23%	17%

Question 27: Now thinking about the specific origins of your guests, for June, July, and August 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



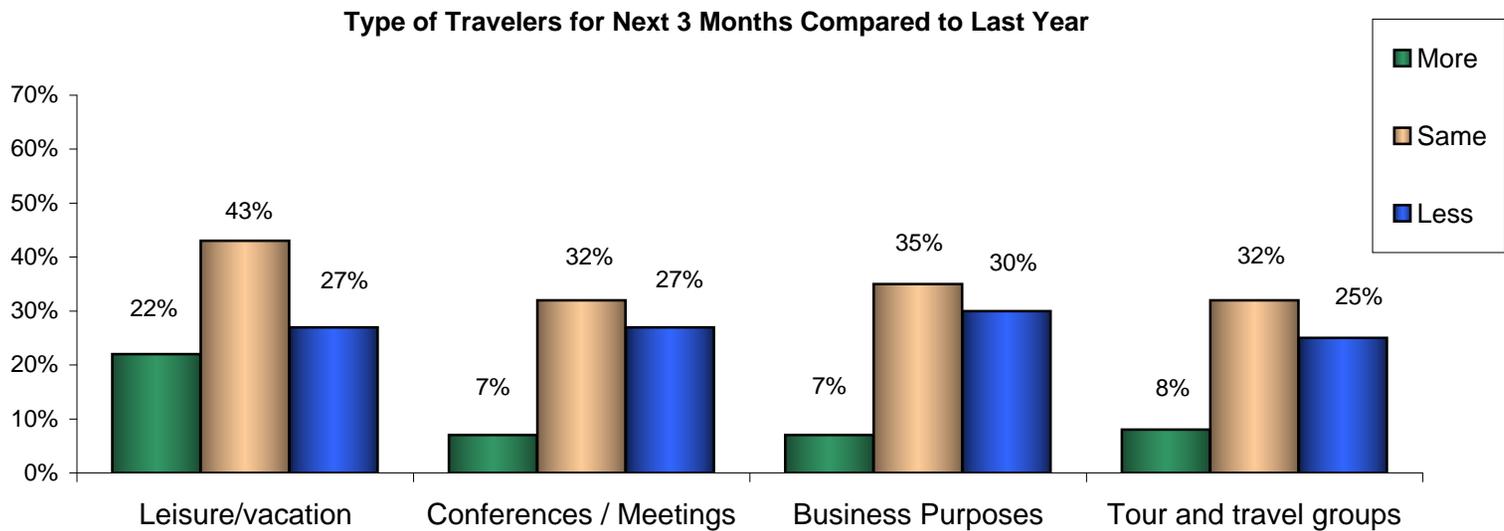


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (100 Minimum)	More	Same	Less	Not Applicable
Leisure/vacation	22%	43%	27%	7%
Conferences / Meetings	7%	32%	27%	34%
Business Purposes	7%	35%	30%	28%
Tour and travel groups	8%	32%	25%	36%

Question 28: Compared to June, July, and August 2007, will the following types of travelers generate more, the same, or less business for your property in June, July, and August 2008?





Economic Impact Analysis May 2008

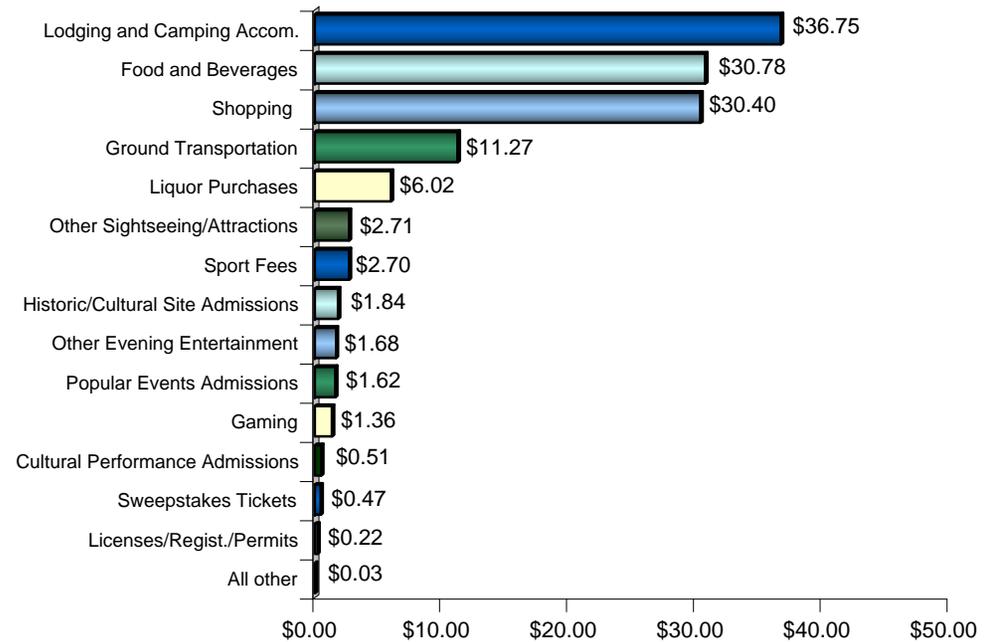


Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$128.35
Lodging and Camping Accom.	\$36.75
Food and Beverages	\$30.78
Shopping	\$30.40
Ground Transportation	\$11.27
Liquor Purchases	\$6.02
Other Sightseeing/Attractions	\$2.71
Sport Fees	\$2.70
Historic/Cultural Site Admissions	\$1.84
Other Evening Entertainment	\$1.68
Popular Events Admissions	\$1.62
Gaming	\$1.36
Cultural Performance Admissions	\$0.51
Sweepstakes Tickets	\$0.47
Licenses/Regist./Permits	\$0.22
All other	\$0.03

Expenditures per Person per Day





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

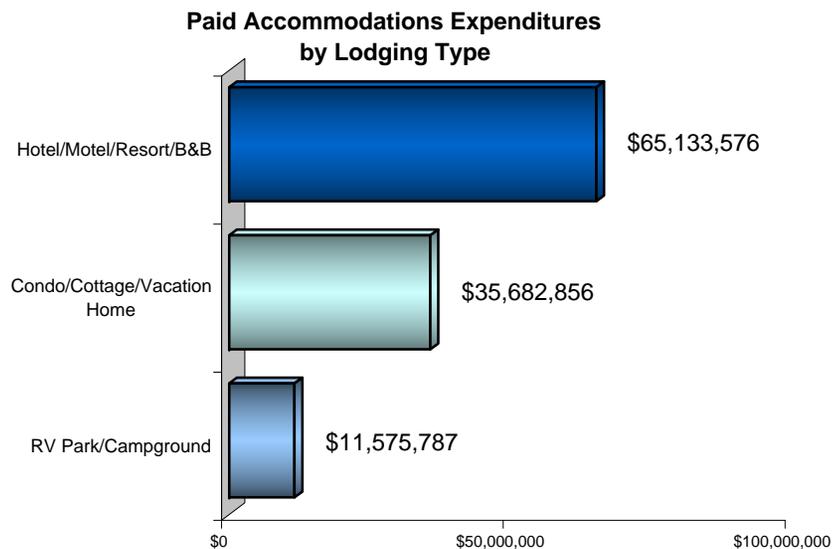
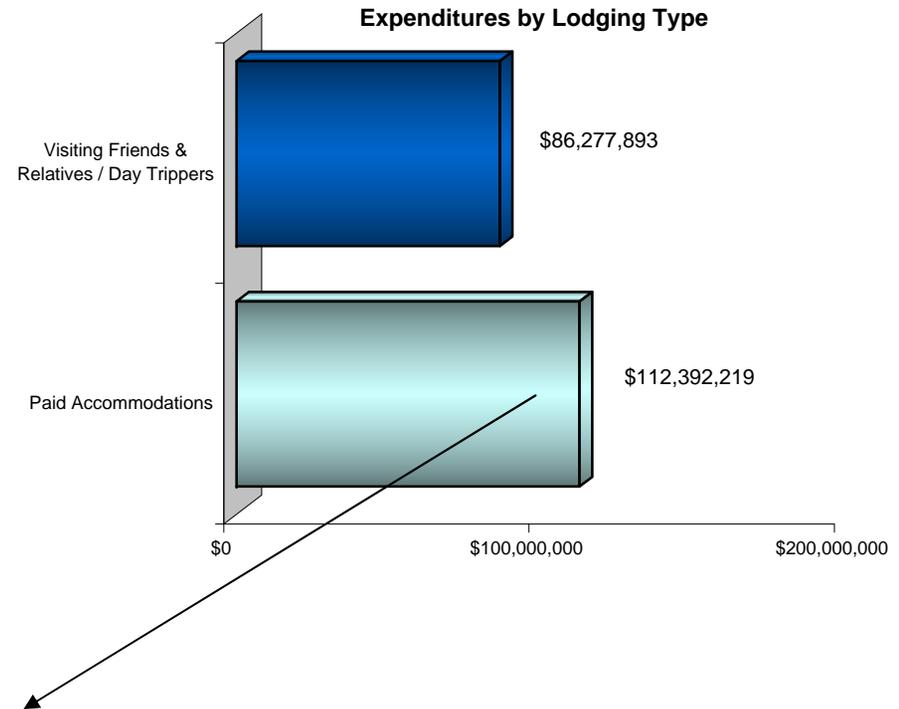
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$198,670,112</u>	<u>\$112,392,219</u>	<u>100%</u>	<u>\$86,277,893</u>	<u>100%</u>	<u>\$102,768,297</u>
Food and Beverages	\$55,345,851	\$24,384,719	22%	\$30,961,132	36%	\$21,996,239
Shopping	\$52,964,581	\$23,313,739	21%	\$29,650,842	34%	\$21,012,251
Lodging Accommodations	\$38,004,133	\$38,004,133	34%	\$0	0%	\$35,558,623
Ground Transportation	\$18,772,750	\$10,211,968	9%	\$8,560,782	10%	\$9,159,735
Liquor Purchases	\$10,479,433	\$4,949,619	4%	\$5,529,814	6%	\$4,535,408
Popular Events Admissions	\$4,577,571	\$1,285,444	1%	\$3,292,127	4%	\$1,213,665
Other Sightseeing/Attractions	\$4,041,699	\$2,168,134	2%	\$1,873,565	2%	\$1,992,886
Historic/Cultural Site Admissions	\$4,029,306	\$1,391,268	1%	\$2,638,038	3%	\$1,134,272
Sport Fees	\$3,338,376	\$2,173,169	2%	\$1,165,207	1%	\$1,959,484
Other Evening Entertainment	\$3,242,752	\$1,683,365	1%	\$1,559,387	2%	\$1,526,242
All Other	\$3,873,660	\$2,826,661	3%	\$1,046,999	1%	\$2,679,492



Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	\$198,670,112	100%
Visiting Friends & Relatives / Day Trippers	\$86,277,893	43%
Paid Accommodations	\$112,392,219	57%
<i>Hotel/Motel/Resort/B&B</i>	\$65,133,576	33%
<i>Condo/Cottage/Vacation Home</i>	\$35,682,856	18%
<i>RV Park/Campground</i>	\$11,575,787	6%





Appendix May 2008



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Edison Ford Estates	6-May	32
Ft. Myers	Hilton Garden Inn	6-May	5
Sanibel	Holiday Inn	12-May	9
Sanibel	Casa Playa	12-May	6
Sanibel	Sanibel Siesta	12-May	7
Bonita Springs	Lovers Key	15-May	8
Bonita Springs	Bonita Beach	15-May	26
Sanibel	Compass Point	20-May	9
Sanibel	Loggerhead	20-May	11
Sanibel	Sanibel Lighthouse	20-May	13
Ft. Myers	Summerlin Square Trolley	24-May	9
Ft. Myers Beach	The Pier	24-May	22
Ft. Myers	Clarion Hotel	29-May	10
Ft. Myers Beach	Sand Castle Inn	30-May	5
Ft. Myers Beach	Bel Air Beach Club	30-May	13
Ft. Myers Beach	Lani Kai	30-May	<u>14</u>
TOTAL			199

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



Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from June 1 - June 15, 2008. Information was provided by 151 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	87
Condo/Cottage/Vacation Home/Timeshare	40
RV Park/Campground/Other	<u>24</u>
Total	151