



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

**October 2008 Visitor Profile and Occupancy Analysis  
December 5, 2008**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**



providing direction in travel & tourism



## Executive Summary October 2008

*Throughout this report, statistically significant differences between percentages for 2007 and 2008 are noted by < >.*



## Executive Summary

- Lee County hosted nearly 145,000 visitors staying in paid accommodations during the month of October 2008. More than 200,000 stayed with friends or relatives while visiting.
- Overall visitation in October 2008 was up 10.6% from October 2007, driven primarily by a 27% increase in those visiting friends and relatives. Paid accommodations visitation dropped slightly (-6.8%) from October 2007 to October 2008.
- More than half of visitors staying in paid accommodations were U.S. residents, representing a 16.1% drop in U.S. visitation from October 2007. International visitation was up significantly over October 2007 – 16.8% increase in German visitation, 66.5% increase in UK visitation, and 27.2% increase in Canadian visitation.
- One-third of US visitors staying in paid accommodations were from the Midwest (38%), and one-fourth were from the Northeast (25%). The South brought fewer visitors to Lee County in October 2008 (-20%), and fewer in-state visitors arrived (-8.4%).
- New York, Chicago, and Minneapolis-St. Paul were the top DMAs sending visitors to Lee County in October 2008.



Total October Visitation					
	%		Visitor Estimates		% Change
	2007	2008	2007	2008	2007-2008
Paid Accommodations	49%	41%	153,947	143,552	-6.8%
Friends/Relatives	51%	59%	<u>162,894</u>	<u>206,829</u>	27.0%
Total Visitation			316,841	350,381	10.6%
October Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	66%	60%	102,324	85,850	-16.1%
Germany	10%	13%	15,671	18,296	16.8%
United Kingdom	7%	12%	10,140	16,888	66.5%
Canada	4%	5%	5,531	7,037	27.2%
Other/No Answer	13%	12%	19,359	16,888	-12.8%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	9%	10%	9,218	8,444	-8.4%
South (including Florida)	19%	18%	19,358	15,481	-20.0%
Midwest	31%	38%	31,342	32,370	3.3%
Northeast	28%	25%	28,577	21,111	-26.1%
West	5%	2%	4,609	1,407	-69.5%
No Answer	17%	16%	17,515	14,074	-19.6%

2008 Top DMAs (Paid Accommodations)		
New York	13%	11,259
Chicago	7%	5,629
Minneapolis-Saint Paul	5%	4,222
Orlando-Daytona Beach-Melbourne	3%	2,815
Saint Louis	3%	2,815
Milwaukee	3%	2,815
Cleveland-Akron (Canton)	3%	2,815



## Executive Summary

- Average per person per day expenditures were still down in October over last year, with October's average at \$115.24, a 12.4% decrease from October 2007 (\$131.54).
- Due to the increase in visitation, however, total October 2008 visitor expenditures are up over October 2007. Total visitor expenditures for October 2008 are estimated at \$193 million, an 11.1% increase over October 2007 (\$174 million). This increase is driven by an increase in VFR visitation and VFR expenditures (+40.1%). Expenditures by those staying in paid accommodations are down (-7.2%).
- Despite the overall drop in expenditures by those staying in paid accommodations, these travelers continue to show increases in liquor purchases (+34.5%) and gaming (+174.0%) over October 2007.
- When asked about their least liked features of Lee County, fewer October 2008 visitors mentioned *weather* (7% versus 14%) and *quality of accommodations* (1% versus 6%) than did so in October 2007. More mentioned *lack of nightlife* (14% versus 7%).
- Similar to September, more October 2008 visitors stayed in condos or vacation homes (32% vs. 23% in October 2007) and fewer stayed in hotels/motels (27% vs. 51% in October 2007).
- Visitor satisfaction remains extremely high, even showing higher satisfaction this month than last October. A higher proportion of October 2008 visitors reporting being *very satisfied* with their visit than October 2007 (76% versus 61%). In addition, a higher proportion are likely to return to Lee County (94% versus 85% in 2007) and to return next year (67% versus 56%).
- October 2008 visitors are in their late 40s (average age of 47-48). Average annual household income remains high at \$95,000.



## Executive Summary

- October 2008 saw decreases in occupancy, ADR, and RevPAR among Lee County properties. Average occupancy rates dropped from October 2007 (-5.6%) to an average of 37.4%. This decrease was evident in hotels/motels/resorts (-6.4%) and condos/vacation homes (-10.2%). After showing the largest year over year drop in September among properties, RV parks/campgrounds showed a year over year increase in October (+14.6%).
- Average daily rates dropped in October 2008 – from \$111.29 in October 2007 to \$103.13 in October 2008 (-7.3%). Condos/vacation homes showed the largest rate drop (-15.1%), while hotel/motel/resort (+1.0%) and RV park/campground (-1.6%) rates were relatively flat over last October.
- The drop in both occupancy and rates led to overall decreased RevPARs (-12.4%). RV parks/campgrounds, however, showed an increase in RevPAR due to their increased occupancy and stable average daily rate (+12.6%).
- In October, available roomnights increased (+7.0%) over October 2007, primarily in RV sites. At the same time, occupied roomnights remained relatively stable (+1.1%). The stability in overall occupied roomnights is the result of an increase in occupied roomnights for RV parks/campgrounds (+36.7%) and a decrease for hotels/motels/resorts (-3.1%) and condos/vacation homes (-7.2%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	121	142		120	140		120/121	142/140	
Hotel/Motel/Resort/B&B	50.0%	46.8%	-6.4%	\$115.01	\$116.15	+1.0%	\$57.50	\$54.33	-5.5%
Condo/Cottage/Vacation Home	33.4%	30.0%	-10.2%	\$143.57	\$121.92	-15.1%	\$47.94	\$36.52	-23.8%
RV Park/Campground	23.3%	26.7%	+14.6%	\$35.81	\$35.23	-1.6%	\$8.36	\$9.41	+12.6%
AVERAGE	39.6%	37.4%	-5.6%	\$111.29	\$103.13	-7.3%	\$44.04	\$38.56	-12.4%

- Following on the last few months, property managers in October 2008 were significantly more negative than they had been in October 2007 when comparing the current month's occupancy and revenue to the same month in the prior year. In 2008, many more said that October occupancy was *worse* than 2007 (60% versus 43% in 2007). Similarly, more said that revenue was worse (59% versus 43% in 2007). In addition, fewer reported *better* revenue in October 2008 as compared to October 2007 (19% versus 35%).
- Projections for the next three months (November-January) are similarly down – with 46% reporting that reservations for the next three months are down (compared with 33% who responded similarly in October 2007). Forty-two percent report business as the same or better for the next three months, as compared to 67% who responded similarly last year.



## October 2008 Lee County Snapshot

Total October Visitation				
	%		Visitor Estimates	
	2007	2008	2007	2008
Paid Accommodations	49%	41%	153,947	143,552
Friends/Relatives	51%	59%	162,894	206,829
<i>Total Visitation</i>			316,841	350,381

Total Visitor Expenditures			
	2007	2008	% Change
	Total Visitor Expenditures	\$174,435,288	\$193,838,104
Paid Accommodations	\$106,829,244	\$99,095,816	-7.2%

October Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2007	2008	2007	2008
Florida	9%	10%	9,218	8,444
United States	66%	60%	102,324	85,850
Germany	10%	13%	15,671	18,296
United Kingdom	7%	12%	10,140	16,888
Canada	4%	5%	5,531	7,037

Average Per Person Per Day Expenditures		
2007	2008	% Change
\$131.54	\$115.24	-12.4%

First-Time/Repeat Visitors to Lee County		
	2007	2008
First-time	29%	24%
Repeat	70%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	121	142		120	140		120/121	142/140	
Hotel/Motel/Resort/B&B	50.0%	46.8%	-6.4%	\$115.01	\$116.15	+1.0%	\$57.50	\$54.33	-5.5%
Condo/Cottage/Vacation Home	33.4%	30.0%	-10.2%	\$143.57	\$121.92	-15.1%	\$47.94	\$36.52	-23.8%
RV Park/Campground	23.3%	26.7%	+14.6%	\$35.81	\$35.23	-1.6%	\$8.36	\$9.41	+12.6%
AVERAGE	39.6%	37.4%	-5.6%	\$111.29	\$103.13	-7.3%	\$44.04	\$38.56	-12.4%



## Visitor Profile Analysis October 2008

*A total of 199 interviews were conducted with visitors in Lee County during the month of October 2008. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

*A total of 238 interviews were conducted with visitors in Lee County during the month of October 2007. A total sample of this size is considered accurate to plus or minus 6.4 percentage points at the 95% confidence level.*

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



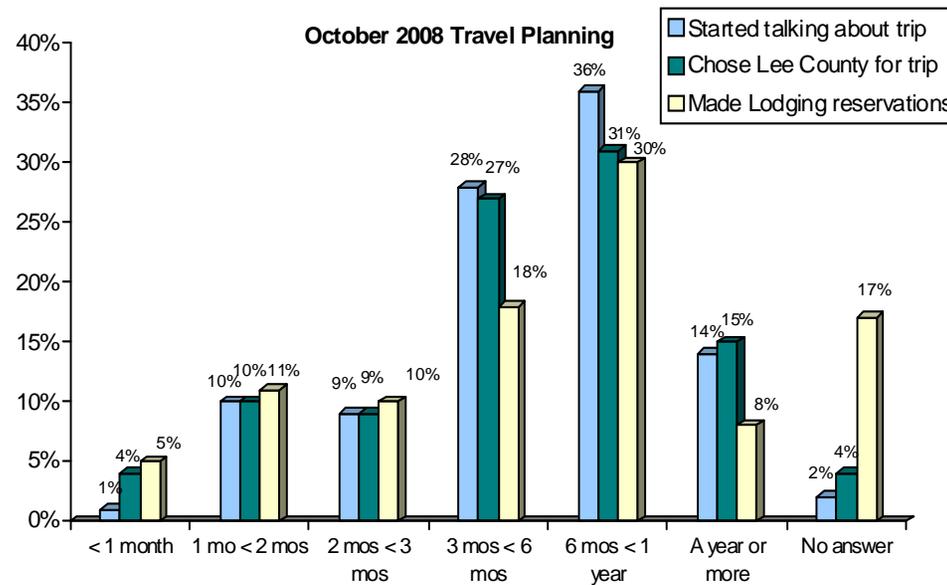
## Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2007	2008	2007	2008	2007	2008
Total Respondents	238	199	238	199	238	199
< 1 month	<8%>	1%	<10%>	4%	9%	5%
1 mo - < 2 mos	11%	10%	12%	10%	13%	11%
2 mos - < 3 mos	11%	9%	9%	9%	9%	10%
3 mos - < 6 mos	24%	28%	20%	27%	18%	18%
6 mos - < 1 year	33%	36%	31%	31%	25%	30%
A year or more	8%	<14%>	5%	<15%>	5%	8%
No answer	5%	2%	<9%>	4%	20%	17%

Q3: When did you "start talking" about going on this trip?

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?





## Travel Planning

Reserved Accommodations		
	October	
	2007	2008
Total Respondents	238	199
Before leaving home	77%	83%
After arriving in FL	<11%>	3%
On the road, but not in FL	<1%>	<1%>
No answer	11%	13%

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

Computer Access		
	October	
	2007	2008
Total Respondents	238	199
<u>Yes</u>	88%	88%
<i>Home</i>	<40%>	21%
<i>Work</i>	<4%>	1%
<i>Both Home and Work</i>	43%	<66%>
<u>No</u>	11%	9%

Q8: Do you have access to a computer?

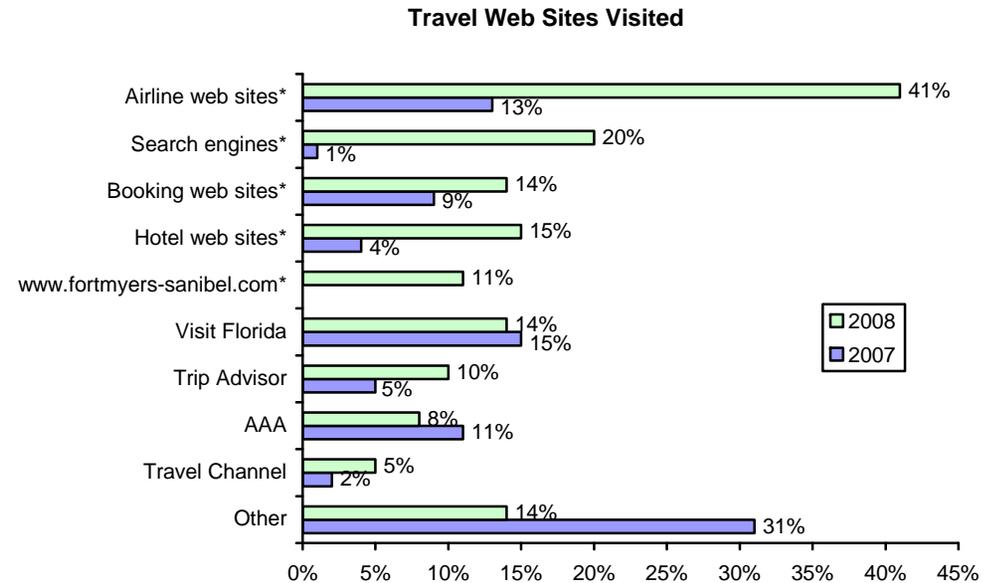


## Travel Planning

Travel Web Sites Visited by October Travelers		
	2007	2008
Total Respondents with computer access	210	176
Visited web sites (net)	62%	73%
Airline web sites*	13%	41%
Search engines*	8%	20%
Booking web sites*	14%	14%
Hotel web sites*	12%	15%
www.fortmyers-sanibel.com*	--	11%
Visit Florida	17%	14%
Trip Advisor	8%	10%
AAA	8%	8%
Travel Channel	--	5%
Other	24%	14%
Did not visit web sites	31%	22%
No Answer	7%	5%

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

*\*Note: These answer categories were added to the questionnaire in December 2007. Therefore, results shown for October 2007 and October 2008 are not directly comparable.*



Base: Respondents with Computer Access



## Travel Planning

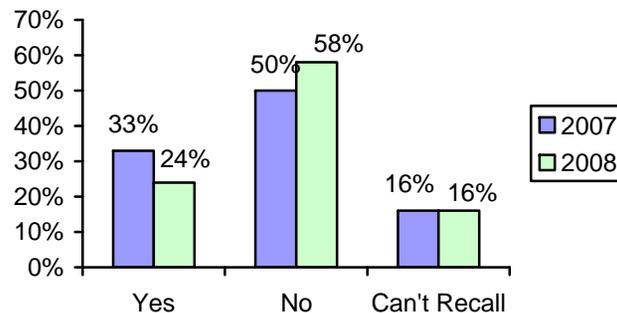
October Travelers Requesting Information		
	2007	2008
Total Respondents	238	199
Requested Information (net)	36%	32%
Hotel Web Site	12%	11%
VCB Web Site	<10%>	5%
Visitor Guide	6%	5%
Call hotel	6%	6%
Call local Chamber of Commerce	1%	2%
Clipping/mailling coupon	--	1%
Calling VCB toll free number	--	1%
Other	18%	14%
Did not request information	48%	56%
No Answer	16%	12%

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

Travel Agent Assistance		
	2007	2008
Total Respondents	238	199
Yes	9%	11%
No	90%	86%

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

### Recall of Promotions



Recall of Lee County Promotions		
	2007	2008
Total Respondents	238	199
Yes	<33%>	24%
No	50%	58%
Can't Recall	16%	16%

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

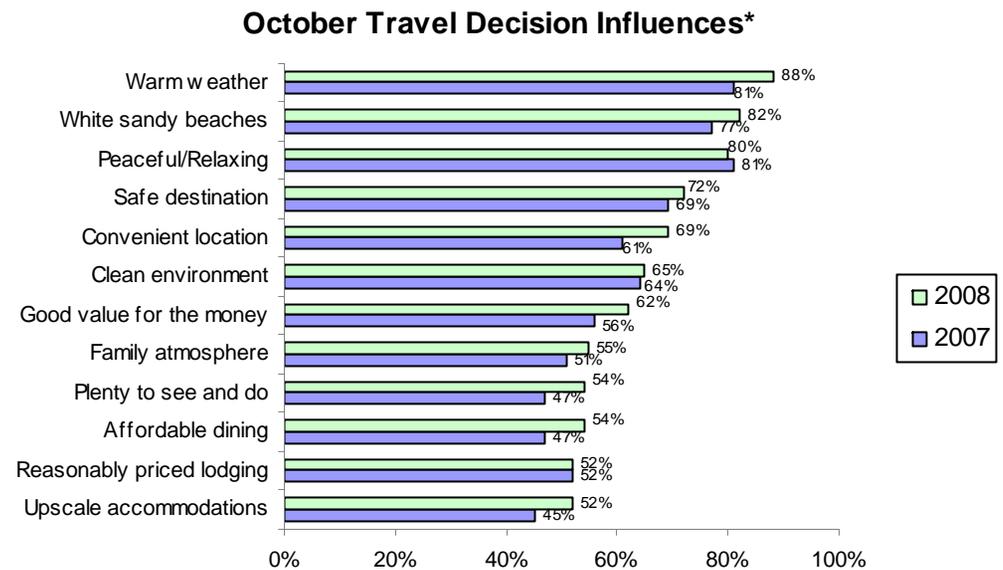


## Travel Planning

October Travel Decision Influences*		
	2007	2008
Total Respondents	238	199
Warm weather	81%	<88%>
White sandy beaches	77%	82%
Peaceful/Relaxing	81%	80%
Safe destination	69%	72%
Convenient location	61%	69%
Clean environment	64%	65%
Good value for the money	56%	62%
Family atmosphere	51%	55%
Plenty to see and do	47%	54%
Affordable dining	47%	54%
Reasonably priced lodging	52%	52%
Upscale accommodations	45%	52%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

\* Percentages shown reflect top 2 box scores (rating of 4 or 5)

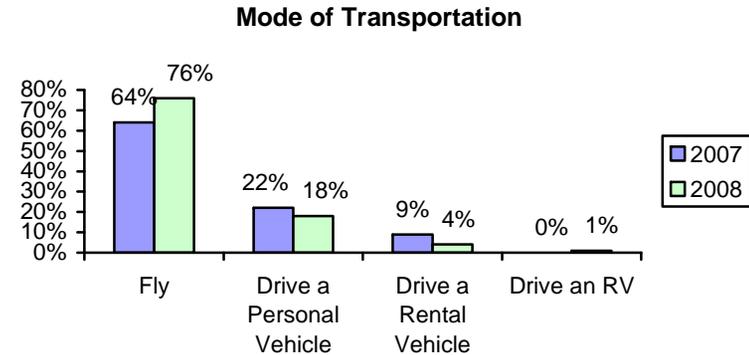




## Trip Profile

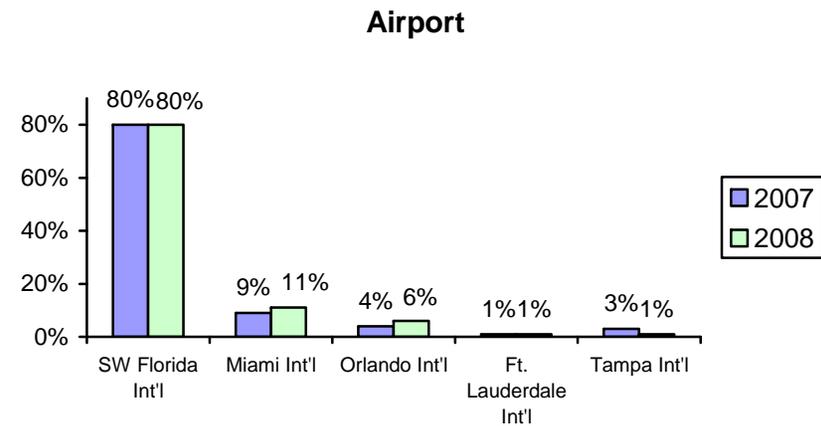
Mode of Transportation		
	2007	2008
Total Respondents	238	199
Fly	64%	<76%>
Drive a Personal Vehicle	22%	18%
Drive a Rental Vehicle	<9%>	4%
Drive an RV	--	1%
Other/No answer	4%	2%

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



Airport		
	2007	2008
Total Respondents who Arrived by Air	154	151
SW Florida Int'l	80%	80%
Miami Int'l	9%	11%
Orlando Int'l	4%	6%
Ft. Lauderdale Int'l	1%	1%
Tampa Int'l	3%	1%
Other	2%	1%

Q2: At which Florida airport did you land?

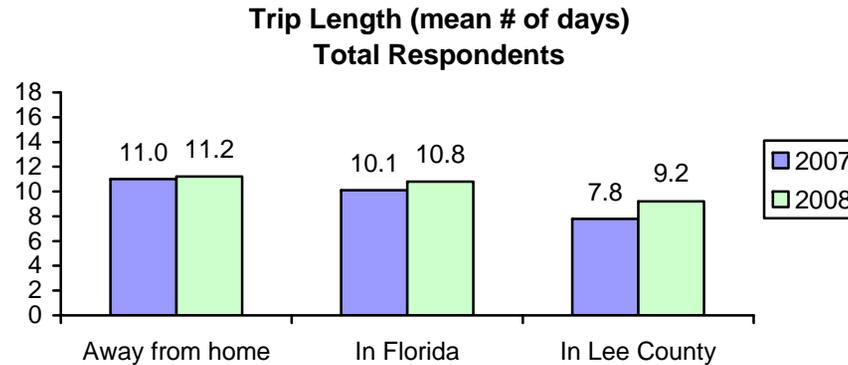




## Trip Profile

October Trip Length Mean # of Days			
	Total Respondents		
	2007	2008	% Change
Total Respondents	238	199	
Away from home	11.0	11.2	+1.8%
In Florida	10.1	10.8	+6.9%
In Lee County	7.8	<9.2>	+17.9%

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



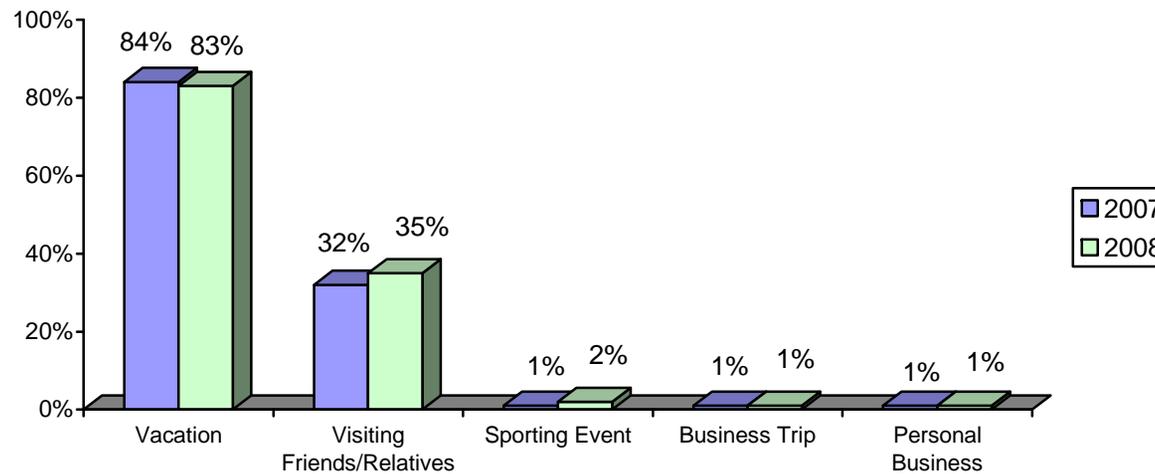


## Trip Profile

Reason for October Visit		
	2007	2008
Total Respondents	238	199
Vacation	84%	83%
Visiting Friends/Relatives	32%	35%
Sporting Event	1%	2%
Business Trip	1%	1%
Personal Business	1%	1%
Convention/Conference/Trade Show	--	1%
Other	3%	3%

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

### Reason for October Visit





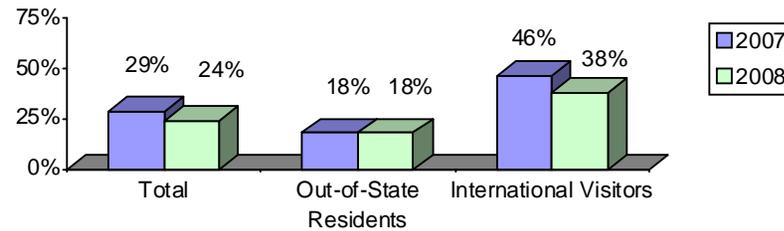
## Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2007	2008	2007	2008	2007	2008	2007	2008
Total Respondents	238	199	16*	7*	130	107	65	58
Yes	29%	24%	N/A	N/A	18%	18%	46%	38%
No	70%	74%	N/A	N/A	80%	81%	54%	59%
No answer	2%	2%	N/A	N/A	2%	1%	1%	3%

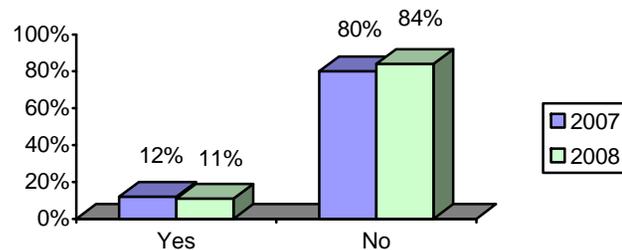
Q20: Is this your first visit to Lee County?

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

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2007	2008
Total Respondents	238	199
Yes	12%	11%
No	80%	84%
No Answer	2%	1%
FL Residents*	7%	4%

Q18. Is this your first visit to Florida?

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



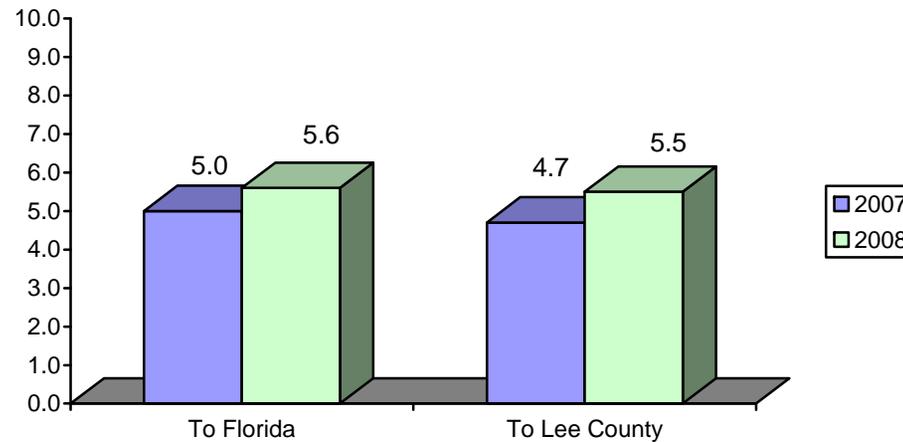
## Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2007	2008	2007	2008
Base: Repeat Visitors	191(FL res. Excl.)	167 (FL res. Excl.)	166	148
Number of visits	5.0	5.6	4.7	5.5

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years



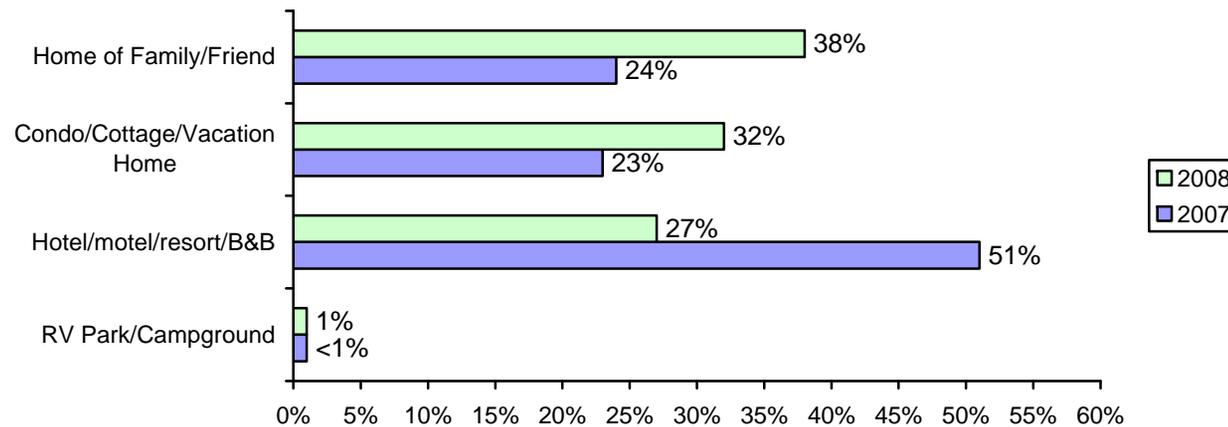


## Trip Profile

Type of Accommodations – October Visitors		
	2007	2008
Total Respondents	238	199
<b>Hotel/Motel/Resort/B&amp;B</b>	<b>&lt;51%&gt;</b>	<b>27%</b>
Hotel/motel/inn	<35%>	18%
Resort	<16%>	9%
B&B	<1%>	--
<b>Home of family/friend</b>	<b>24%</b>	<b>&lt;38%&gt;</b>
<b>Condo/Cottage/Vacation Home</b>	<b>23%</b>	<b>&lt;32%&gt;</b>
Rented home/condo	18%	23%
Borrowed home/condo	4%	7%
Owned home/condo	1%	2%
<b>RV Park/Campground</b>	<b>1%</b>	<b>&lt;1%&gt;</b>
<b>Day trip (no accommodations)</b>	<b>1%</b>	<b>--</b>
No Answer	--	1%

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

Type of Accommodations - October Visitors



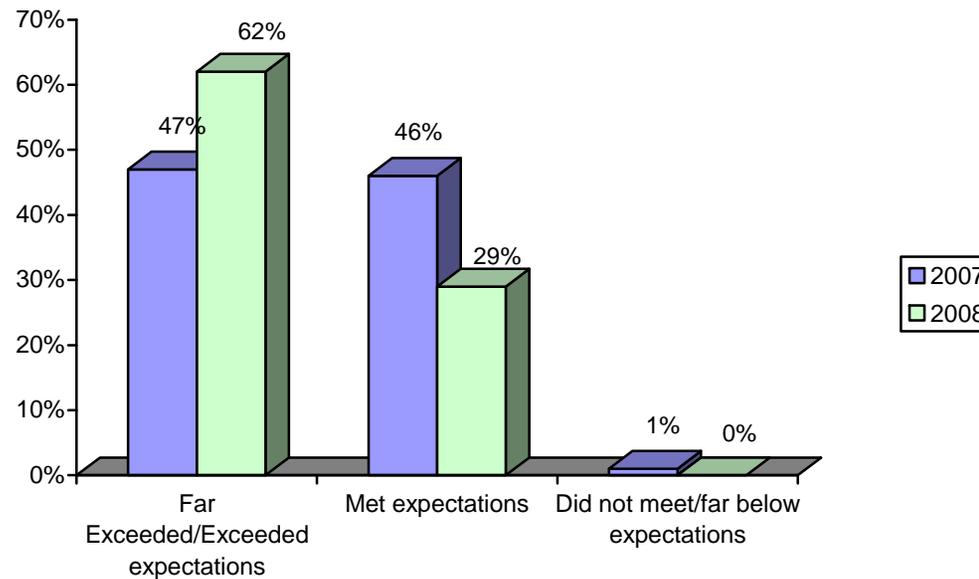


## Trip Profile

Quality of Accommodations		
	2007	2008
Total Respondents	238	199
Far exceeded/Exceeded expectations	47%	<62%>
Met expectations	<46%>	29%
Did not meet/Far below expectations	1%	--
No Answer	5%	9%

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

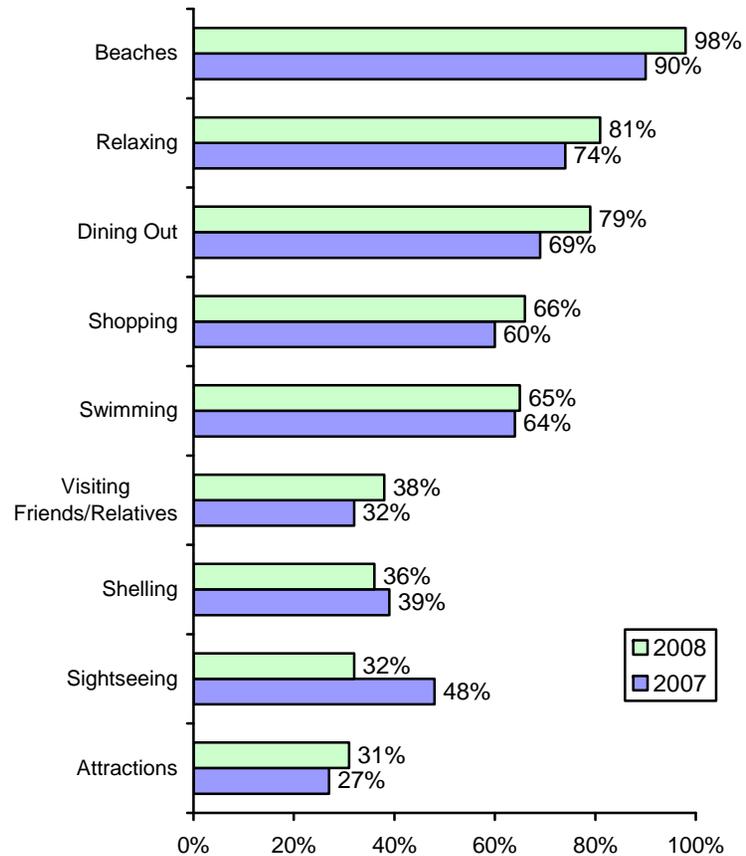
### Quality of Accommodations





## Trip Activities

October Activities Enjoyed		
	2007	2008
Total Respondents	238	199
Beaches	90%	<98%>
Relaxing	74%	81%
Dining out	69%	<79%>
Shopping	60%	66%
Swimming	64%	65%
Visiting Friends/Relatives	32%	38%
Shelling	39%	36%
Sightseeing	<48%>	32%
Attractions	27%	31%
Photography	29%	23%
Bars/Nightlife	14%	20%
Watching Wildlife	21%	17%
Fishing	8%	<15%>
Golfing	7%	<14%>
Birdwatching	15%	13%
Boating	11%	13%
Exercise/Working Out	10%	13%
Bicycle Riding	16%	12%
Miniature Golf	9%	11%
Parasailing/Jet Skiing	6%	6%
Kayaking/Canoeing	4%	5%
Sporting Event	--	4%
Tennis	--	4%
Guided Tour	<8%>	3%
Cultural Events	<7%>	3%
Scuba Diving/Snorkeling	--	3%
Other	<10%>	2%



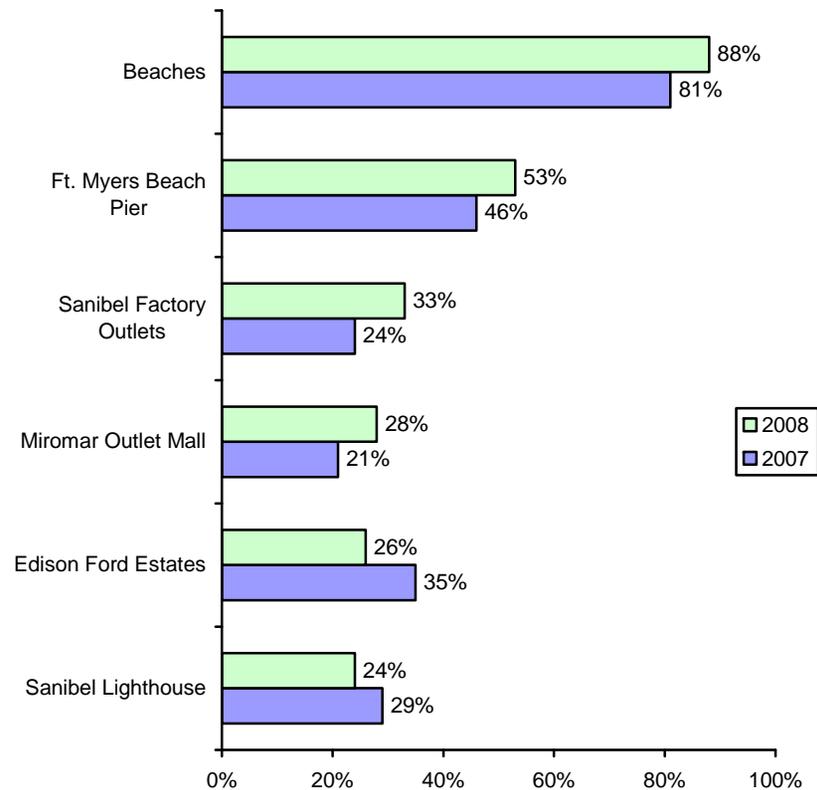
Q28: What activities or interests are you enjoying while in Lee County?



(Please mark ALL that apply.)

## Trip Activities

October Attractions Visited		
	2007	2008
Total Respondents	238	199
Beaches	81%	<88%>
Ft. Myers Beach Pier	46%	53%
Sanibel Factory Outlets	24%	<33%>
Miromar Outlet Mall	21%	28%
Edison Ford Estates	<35%>	26%
Sanibel Lighthouse	29%	24%
Edison Mall	17%	18%
Coconut Point Mall	12%	18%
Bell Tower Shops	18%	16%
Gulf Coast Town Center	6%	<13%>
Periwinkle Place	14%	12%
Ding Darling National Wildlife Refuge	<18%>	11%
Shell Factory and Nature Park	13%	8%
Broadway Palm Dinner Theater	2%	4%
Manatee Park	2%	2%
Bailey-Matthews Shell Museum	1%	2%
Other	3%	<9%>
None/No Answer	1%	3%



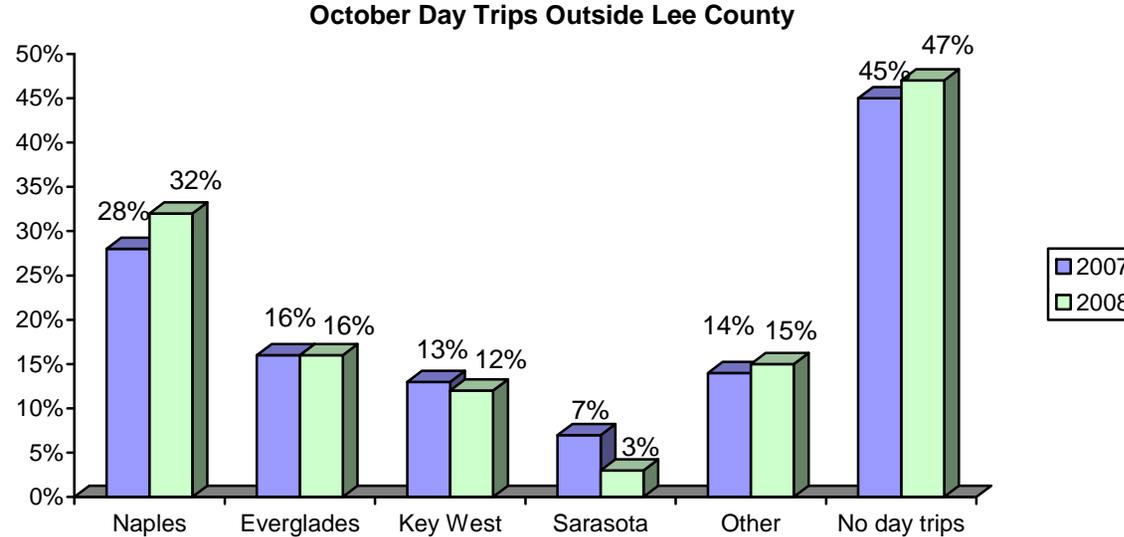
Q29: On this trip, which attractions are you visiting?  
(Please mark ALL that apply.)



## Trip Activities

October Day Trips Outside Lee County		
	2007	2008
Total Respondents	238	199
Any Day Trips (net)	49%	48%
<i>Naples</i>	28%	32%
<i>Everglades</i>	16%	16%
<i>Key West</i>	13%	12%
<i>Sarasota</i>	<7%>	3%
<i>Other</i>	14%	15%
No day trips	45%	47%
No answer	6%	5%

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

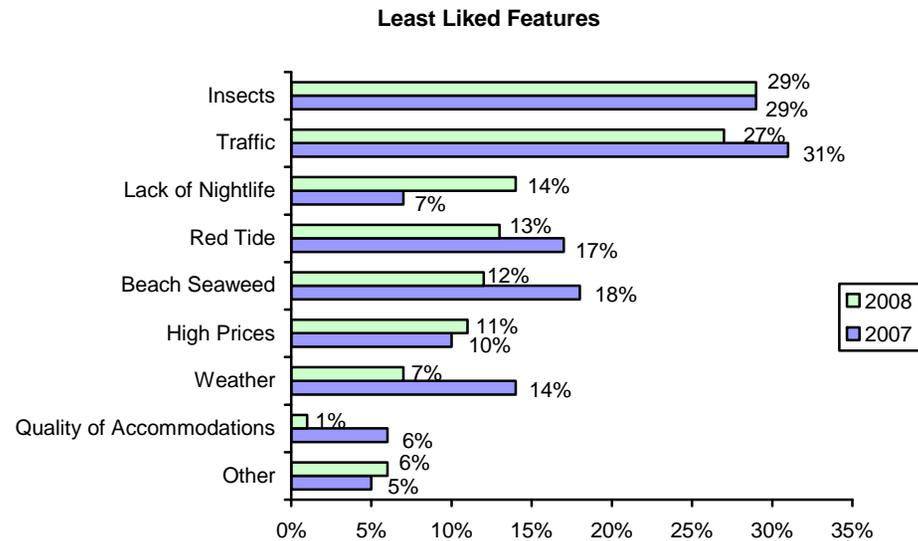




## Lee County Experience

Least Liked Features		
	2007	2008
Total Respondents	238	199
Insects	29%	29%
Traffic	31%	27%
Lack of nightlife	7%	<14%>
Red Tide	17%	13%
Beach seaweed	18%	12%
High prices	10%	11%
Weather	<14%>	7%
Quality of accommodations	<6%>	1%
Other	5%	6%
Nothing/no answer	28%	29%

Q34: Which features do you like least about this area? (Please mark ALL that apply.)



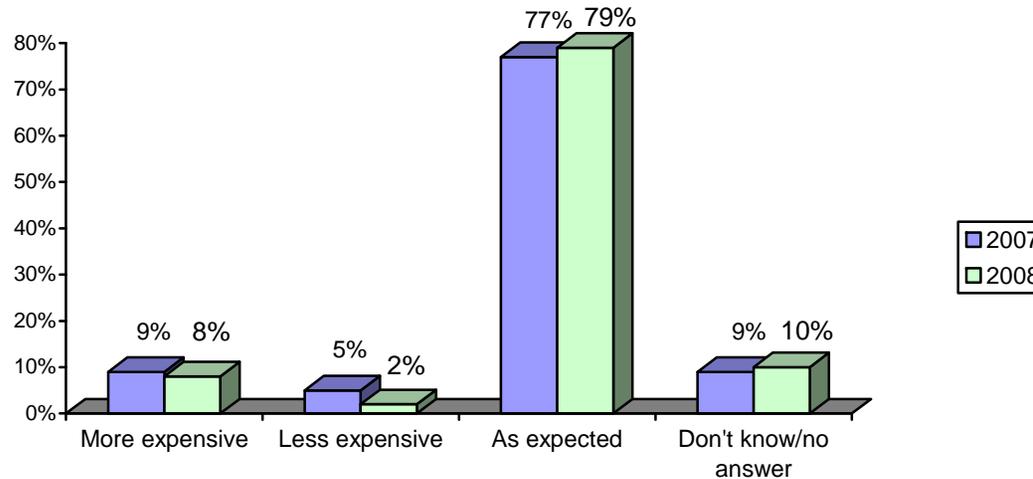


## Lee County Experience

Perception of Lee County as Expensive		
	2007	2008
Total Respondents	238	199
More expensive	9%	8%
Less expensive	5%	2%
As expected	77%	79%
Don't know/no answer	9%	10%

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

Perception of Lee County as Expensive

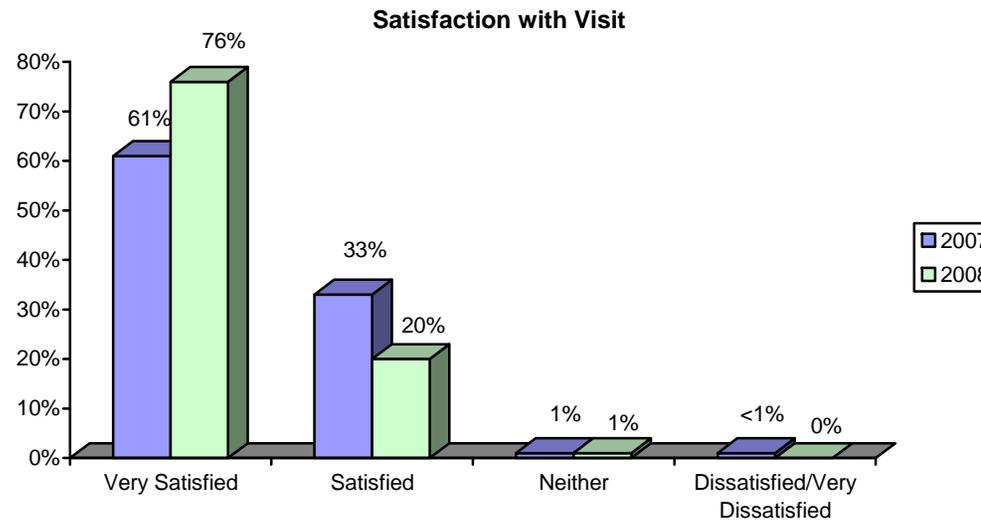




## Lee County Experience

Satisfaction with Visit		
	2007	2008
Total Respondents	238	199
Satisfied	94%	96%
<i>Very Satisfied</i>	61%	<76%>
<i>Satisfied</i>	<33%>	20%
Neither	1%	1%
Dissatisfied/Very Dissatisfied	<1%	--
Don't know/no answer	4%	3%

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

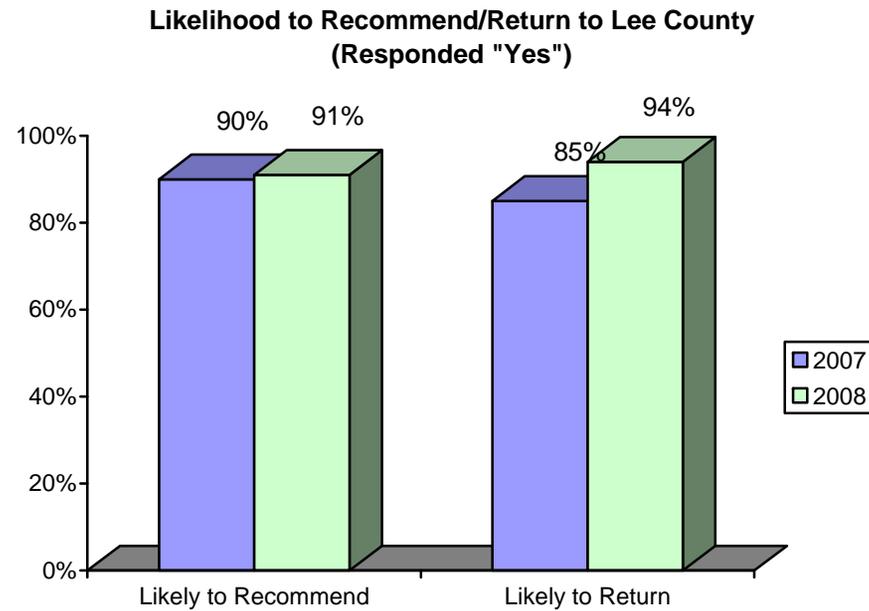




## Future Plans

Likelihood to Recommend/Return to Lee County		
	2007	2008
Total Respondents	238	199
Likely to Recommend Lee County	90%	91%
Likely to Return to Lee County	85%	<94%>
Base: Total Respondents Planning to Return	203	187
Likely to Return Next Year	56%	<67%>

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?  
 Q35: Will you come back to Lee County?  
 Q36: Will you come back next year?

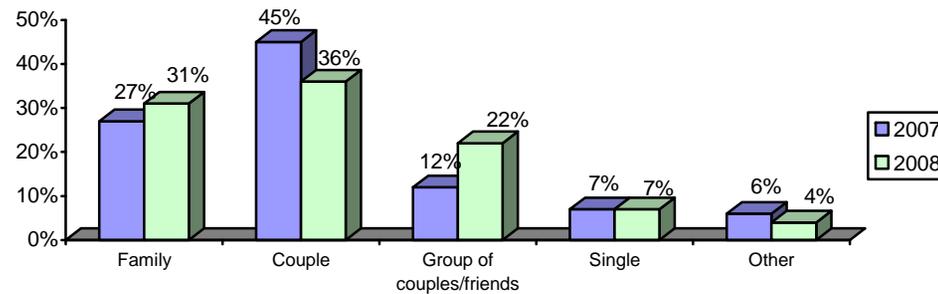




## Visitor and Travel Party Demographic Profile

October Travel Party		
	2007	2008
Total Respondents	238	199
Family	27%	31%
Couple	<45%>	36%
Group of couples/friends	12%	<22%>
Single	7%	7%
Other	6%	4%
Mean travel party size	3.0	3.1
Mean adults in travel party	2.6	2.7

Travel Party



Travel Parties with Children		
	2007	2008
Total Respondents	238	199
Traveling with any Children (net)	20%	23%
Any younger than 6	6%	<12%>
Any 6 – 11 years old	11%	6%
Any 12 – 17 years old	9%	10%

Q22: On this trip, are you traveling:

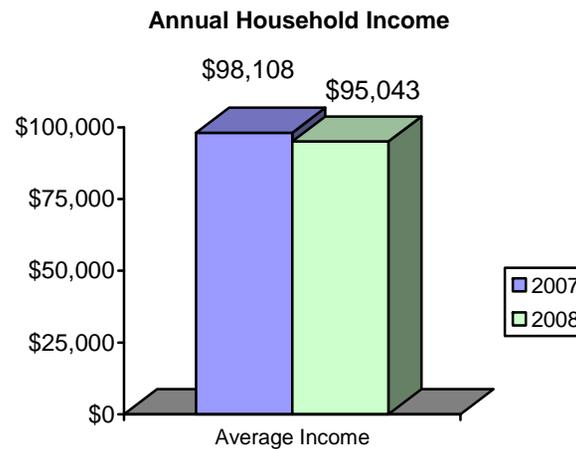
Q23: Including yourself, how many people are in your immediate travel party?

Q24: How many of those people are: Younger than 6 years old/6-11 years old/12-17 years old/Adults



## Visitor and Travel Party Demographic Profile

October Visitor Demographic Profile		
	2007	2008
Total Respondents	238	199
Vacations per year (mean)	4.0	3.2
Short getaways per year (mean)	<4.2>	3.4
Age of respondent (mean)	<51.0>	47.7
Annual household income (mean)	\$98,108	\$95,043
Marital Status		
Married	72%	68%
Single	11%	15%
Other	13%	13%



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Q41: What is your age, please?

Q43: What is your total annual household income before taxes?

Q40: Are you: Married/Single/Other



## Visitor Origin and Visitation Estimates

Total October Visitation					
	%		Visitor Estimates		% Change
	2007	2008	2007	2008	2007-2008
Paid Accommodations	49%	41%	153,947	143,552	-6.8%
Friends/Relatives	51%	59%	162,894	206,829	27.0%
<i>Total Visitation</i>			316,841	350,381	10.6%
October Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	66%	60%	102,324	85,850	-16.1%
Germany	10%	13%	15,671	18,296	16.8%
United Kingdom	7%	12%	10,140	16,888	66.5%
Canada	4%	5%	5,531	7,037	27.2%
Other/No Answer	13%	12%	19,359	16,888	-12.8%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	9%	10%	9,218	8,444	-8.4%
South (including Florida)	19%	18%	19,358	15,481	-20.0%
Midwest	31%	38%	31,342	32,370	3.3%
Northeast	28%	25%	28,577	21,111	-26.1%
West	5%	2%	4,609	1,407	-69.5%
No Answer	17%	16%	17,515	14,074	-19.6%

2008 Top DMAs (Paid Accommodations)		
New York	13%	11,259
Chicago	7%	5,629
Minneapolis-Saint Paul	5%	4,222
Orlando-Daytona Beach-Melbourne	3%	2,815
Saint Louis	3%	2,815
Milwaukee	3%	2,815
Cleveland-Akron (Canton)	3%	2,815



## Occupancy Data Analysis October 2008

*Property managers representing 144 properties in Lee County were interviewed for the October 2008 Occupancy Survey between November 1 and November 14, 2008, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.*

*Property managers representing 129 properties in Lee County were interviewed for the October 2007 Occupancy Survey between November 1 and November 14, 2007, a sample considered accurate to plus or minus 8.6 percentage points at the 95% confidence level.*



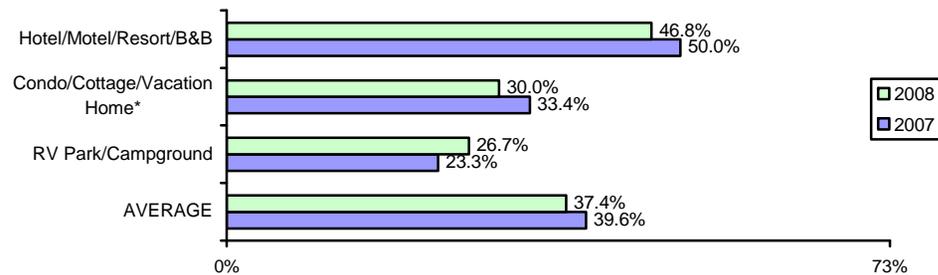
## October Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	121	142		120	140		120/121	142/140	
Hotel/Motel/Resort/B&B	50.0%	46.8%	-6.4%	\$115.01	\$116.15	+1.0%	\$57.50	\$54.33	-5.5%
Condo/Cottage/Vacation Home	33.4%	30.0%	-10.2%	\$143.57	\$121.92	-15.1%	\$47.94	\$36.52	-23.8%
RV Park/Campground	23.3%	26.7%	+14.6%	\$35.81	\$35.23	-1.6%	\$8.36	\$9.41	+12.6%
AVERAGE	39.6%	37.4%	-5.6%	\$111.29	\$103.13	-7.3%	\$44.04	\$38.56	-12.4%

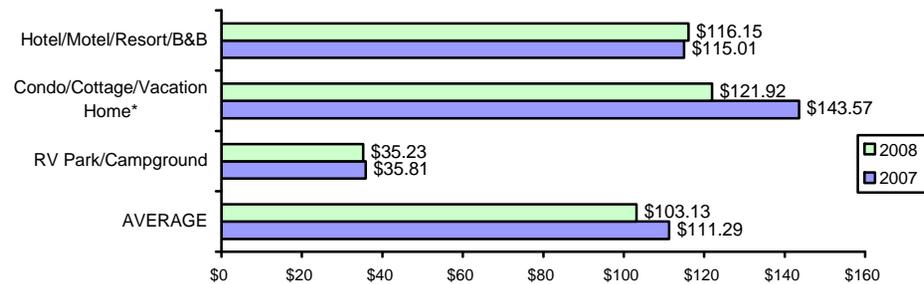
Q16: What was your overall average occupancy rate for the month of September?

Q17: What was your average daily rate (ADR) in September?

Average Occupancy Rate



Average Daily Rate

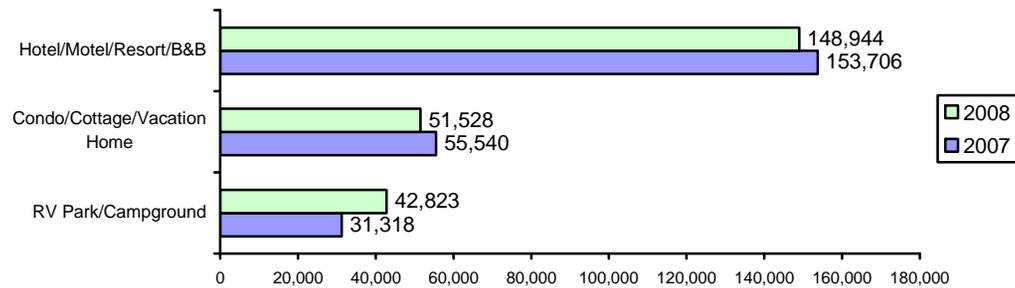




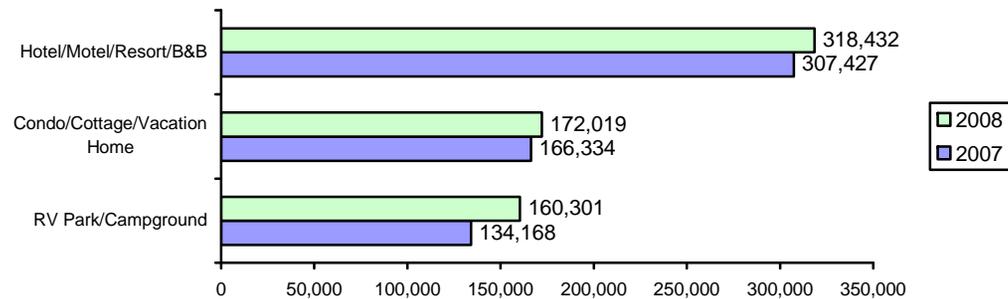
## October Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2007	2008	% Change	2007	2008	% Change
Hotel/Motel/Resort/B&B	153,706	148,944	-3.1%	307,427	318,432	+3.6%
Condo/Cottage/Vacation Home	55,540	51,528	-7.2%	166,334	172,019	+3.4%
RV Park/Campground	31,318	42,823	+36.7%	134,168	160,301	+19.5%
<b>Total</b>	<b>240,564</b>	<b>243,295</b>	<b>+1.1%</b>	<b>607,929</b>	<b>650,752</b>	<b>+7.0%</b>

Occupied Room Nights



Available Room Nights



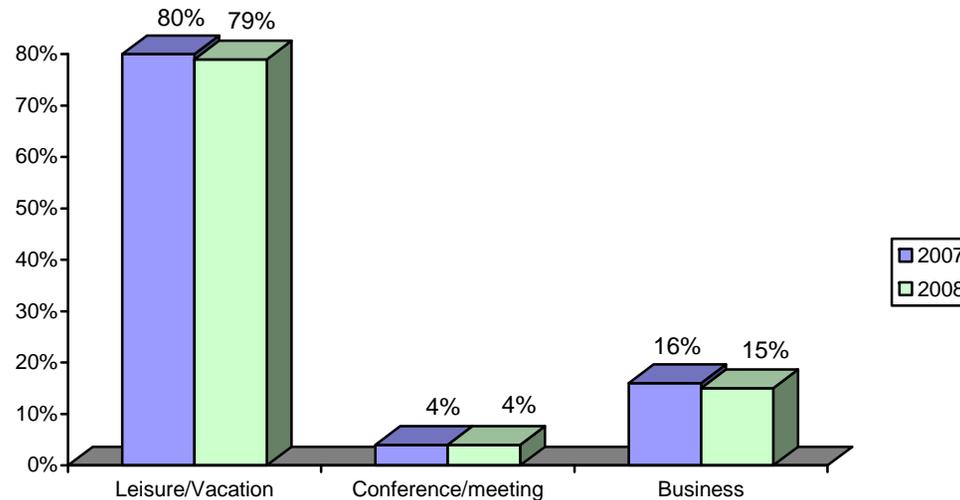


## Lodging Management Estimates

October Guest Profile		
	2007	2008
Property Managers Responding	111	120
<b>Purpose of Visit</b>		
Leisure/Vacation	80%	79%
Conference/meeting	4%	4%
Business	16%	15%
Property Managers Responding	115	132
Average guests per room	2.6	2.4
Property Managers Responding	115	131
Average length of stay in nights	5.8	6.7

Q23: What percent of your October room/site/unit occupancy was generated by:  
 Q18: What was your average number of guests per room/site/unit in October?  
 Q19: What was the average length of stay (in nights) of your guests in October?

**Purpose of Visit**

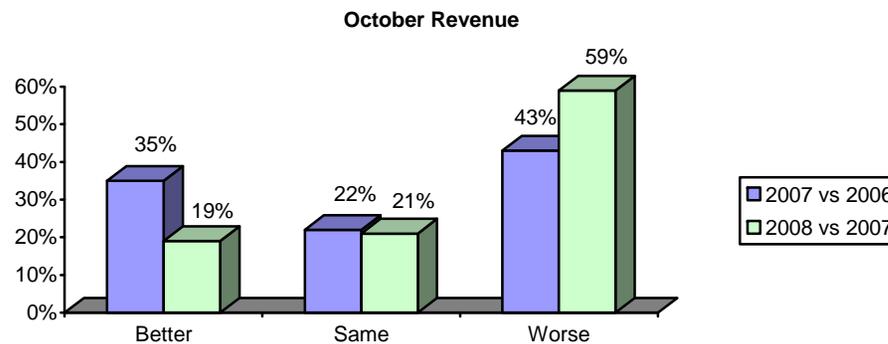
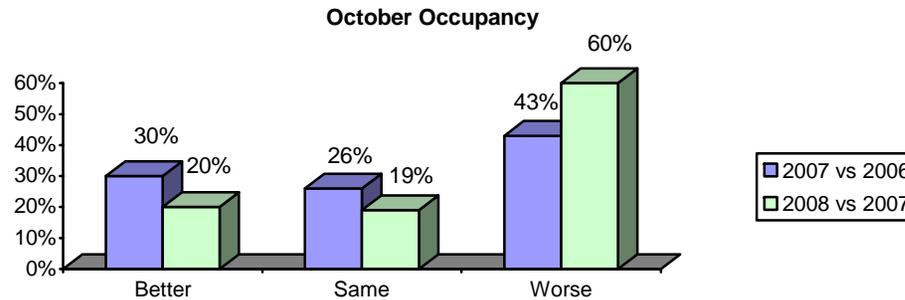




## Occupancy Barometer

	October Occupancy		October Revenue	
	2007	2008	2007	2008
Property Managers Responding	115	139	113	135
Better than prior year	30%	20%	<35%>	19%
Same as prior year	26%	19%	22%	21%
Worse than prior year	43%	<60%>	43%	<59%>

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



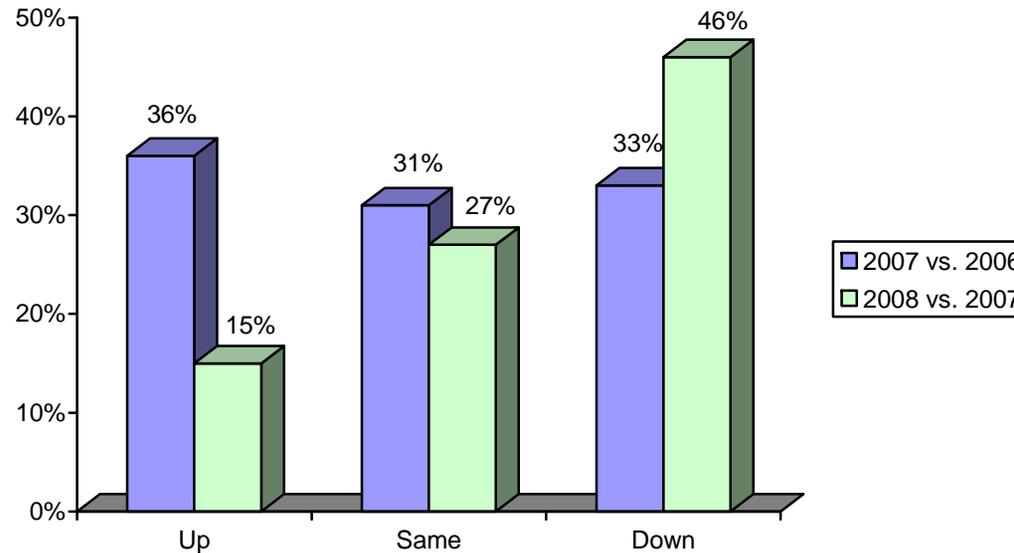


## Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2007	2008
Property Managers Responding	117	135
Up	<36%>	15%
Same	31%	27%
Down	33%	<46%>

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

Level of Reservations for Next 3 Months Compared to Last Year



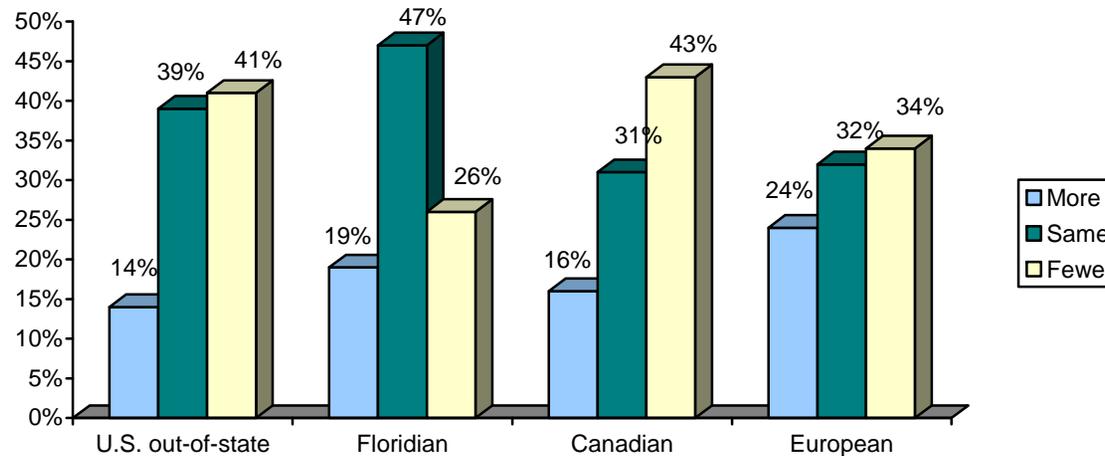


## Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (108/106 Minimum)	More		Same		Fewer		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
U.S. out-of-state	21%	14%	55%	39%	18%	<41%>	5%	6%
Floridian	15%	19%	56%	47%	23%	26%	7%	7%
Canadian	22%	16%	<53%>	31%	17%	<43%>	8%	11%
European	18%	24%	<50%>	32%	20%	<34%>	11%	10%

Q27: Now thinking about the specific origins of your guests for the upcoming November, December, and January, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year  
October 2008



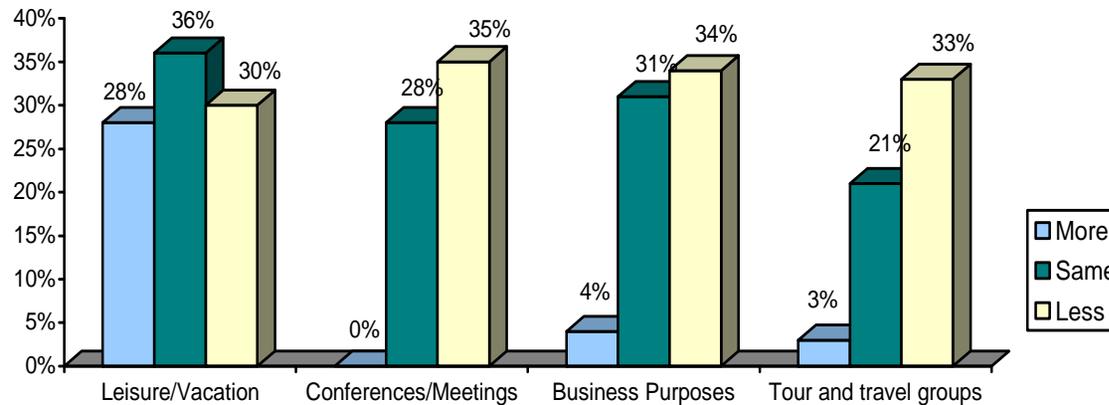


## Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (67/90 Minimum)	More		Same		Less		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
Leisure/vacation	25%	28%	<52%>	36%	19%	<30%>	4%	6%
Conferences/Meetings	5%	--	<49%>	28%	19%	<35%>	27%	37%
Business Purposes	4%	4%	<50%>	31%	21%	34%	25%	31%
Tour and travel groups	6%	3%	<36%>	21%	22%	33%	37%	43%

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

Type of Travelers for Next 3 Months Compared to Last Year  
 October 2008





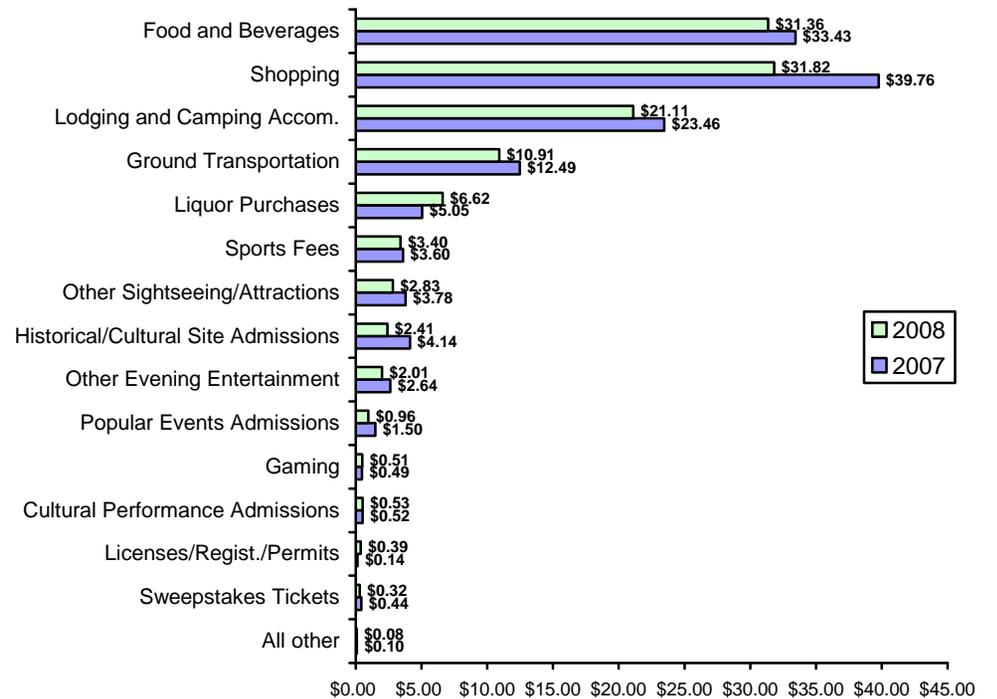
## Economic Impact Analysis October 2008



## Average Expenditures

October Average Expenditures per Person per Day			
	2007	2008	% Change
<b>TOTAL</b>	<b>\$131.54</b>	<b>\$115.24</b>	<b>-12.4%</b>
Food and Beverages	\$33.43	\$31.36	-6.2%
Shopping	\$39.76	\$31.82	-20.0%
Lodging and Camping	\$23.46	\$21.11	-10.0%
Ground Transportation	\$12.49	\$10.91	-12.7%
Liquor Purchases	\$5.05	\$6.62	+31.1%
Sport Fees	\$3.60	\$3.40	-5.6%
Other Sightseeing/Attractions	\$3.78	\$2.83	-25.1%
Historic/Cultural Site Admissions	\$4.14	\$2.41	-41.8%
Other Evening Entertainment	\$2.64	\$2.01	-23.9%
Popular Events Admissions	\$1.50	\$0.96	-36.0%
Gaming	\$0.49	\$0.51	+4.1%
Cultural Performance Admissions	\$0.52	\$0.53	+1.9%
Licenses/Registrations/Permits	\$0.14	\$0.39	+178.6%
Sweepstakes Tickets	\$0.44	\$0.32	-27.3%
All other	\$0.10	\$0.08	-20.0%

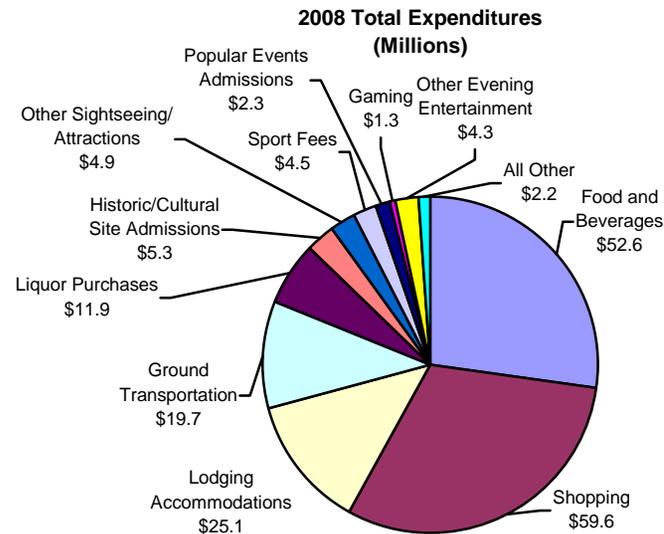
### Average Expenditures per Person per Day





## Total Visitor Expenditures by Spending Category

	OCTOBER TOTAL EXPENDITURES		
	2007	2008	% Change
<b>TOTAL</b>	<b>\$174,435,288</b>	<b>\$193,838,104</b>	<b>11.1%</b>
Shopping	\$54,892,096	\$59,598,873	8.6%
Food and Beverages	\$44,299,493	\$52,624,266	18.8%
Lodging Accommodations	\$26,773,274	\$25,089,960	-6.3%
Ground Transportation	\$16,832,307	\$19,733,857	17.2%
Liquor Purchases	\$6,803,281	\$11,912,390	75.1%
Historic/Cultural Site Admissions	\$5,941,795	\$5,320,340	-10.5%
Other Evening Entertainment	\$3,748,567	\$4,319,474	15.2%
Other Sightseeing/Attractions	\$5,227,049	\$4,929,047	-5.7%
Sport Fees	\$4,850,587	\$4,538,110	-6.4%
Popular Events Admissions	\$2,232,972	\$2,262,260	1.3%
Gaming	\$886,510	\$1,325,111	49.5%
All Other	\$1,947,357	\$2,184,416	12.2%





## Total Visitor Expenditures by Spending Category

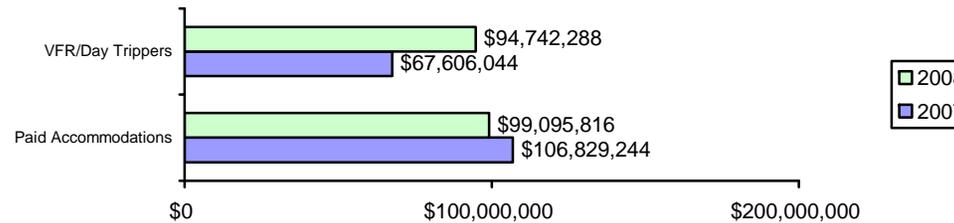
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2007	2008	% Change	2007	2008	% Change
<b>TOTAL</b>	\$106,829,244	\$99,095,816	-7.2%	\$67,606,044	\$94,742,288	40.1%
Shopping	\$29,412,943	\$28,329,266	-3.7%	\$25,479,153	\$31,269,607	22.7%
Food and Beverages	\$24,406,439	\$21,516,395	-11.8%	\$19,893,054	\$31,107,871	56.4%
Lodging Accommodations	\$26,773,274	\$25,089,960	-6.3%	\$0	\$0	
Ground Transportation	\$8,986,878	\$8,030,154	-10.6%	\$7,845,429	\$11,703,703	49.2%
Liquor Purchases	\$3,510,196	\$4,722,002	34.5%	\$3,293,085	\$7,190,388	118.3%
Historic/Cultural Site Admissions	\$3,154,768	\$2,137,107	-32.3%	\$2,787,027	\$3,183,233	14.2%
Other Evening Entertainment	\$2,154,714	\$1,572,478	-27.0%	\$1,593,853	\$2,746,996	72.3%
Other Sightseeing/Attractions	\$3,271,854	\$2,456,637	-24.9%	\$1,955,195	\$2,472,410	26.5%
Sport Fees	\$3,243,562	\$2,787,656	-14.1%	\$1,607,025	\$1,750,454	8.9%
Popular Events Admissions	\$957,807	\$987,871	3.1%	\$1,275,165	\$1,274,389	-0.1%
Gaming	\$168,618	\$462,035	174.0%	\$717,892	\$863,076	20.2%
All Other	\$788,191	\$1,004,255	27.4%	\$1,159,166	\$1,180,161	1.8%



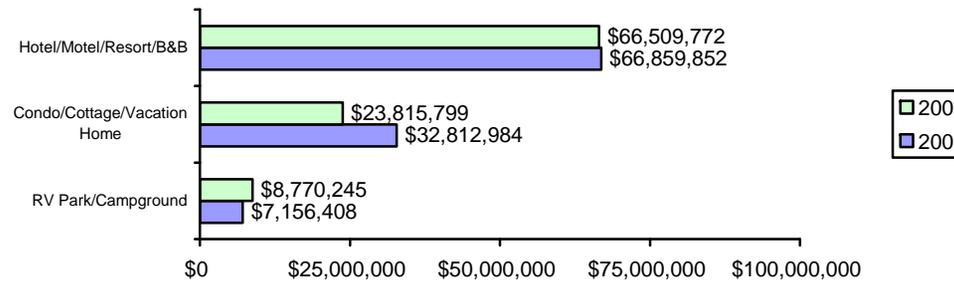
## Total Visitor Expenditures by Lodging Type

October Total Expenditures by Lodging Type					
	2007	2008	% Change	2007	2008
<b>TOTAL</b>	\$174,435,288	\$193,838,104	11.1%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$67,606,044	\$94,742,288	40.1%	39%	49%
<b>Paid Accommodations</b>	<b>\$106,829,244</b>	<b>\$99,095,816</b>	<b>-7.2%</b>	<b>61%</b>	<b>51%</b>
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$66,859,852</i>	<i>\$66,509,772</i>	<i>-0.5%</i>	<i>38%</i>	<i>34%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$32,812,984</i>	<i>\$23,815,799</i>	<i>-27.4%</i>	<i>19%</i>	<i>12%</i>
<i>RV Park/Campground</i>	<i>\$7,156,408</i>	<i>\$8,770,245</i>	<i>22.6%</i>	<i>4%</i>	<i>5%</i>

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type





## Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

*In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.*

### DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

### TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.



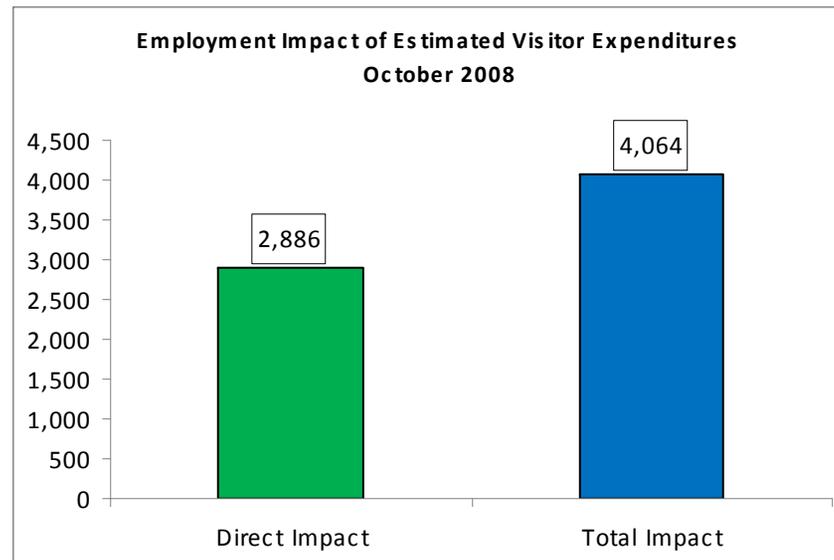
## Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.)





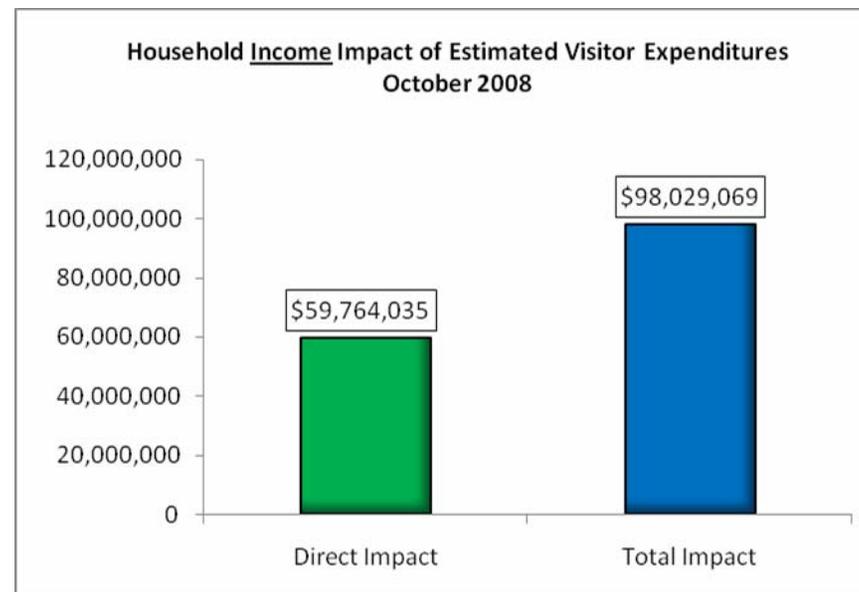
## Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures **PLUS** the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.)





## Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

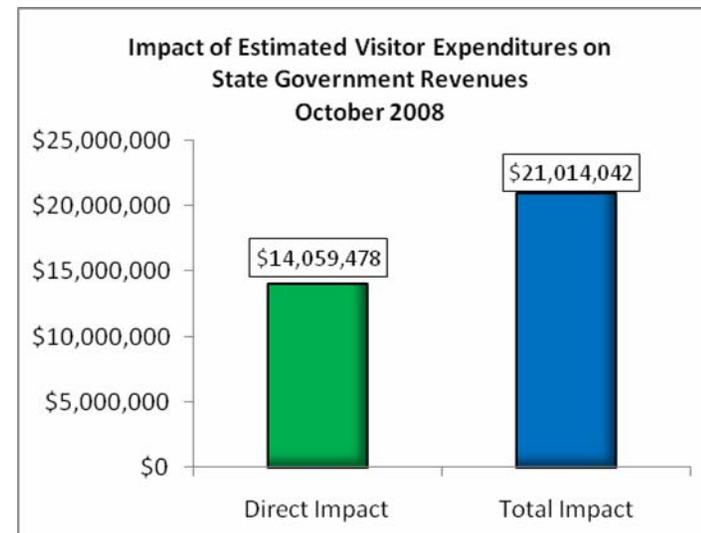
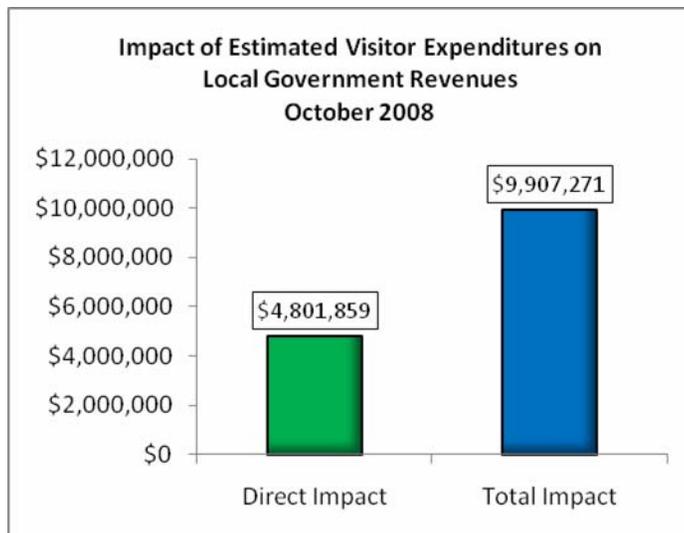
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area: gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).





## Appendix October 2008



## October 2008 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita Springs	Bonita Beach	6-Oct	25
Fort Myers	Summerline Square Trolley	6-Oct	18
Sanibel	Sanibel Inn	7-Oct	13
Sanibel	Casa Ybel	7-Oct	15
Fort Myers Beach	Pier	10-Oct	21
Fort Myers	Edison Home	16-Oct	37
Sanibel	Sanibel Lighthouse Beach	21-Oct	26
Bonita Springs	Dog Beach	24-Oct	11
Fort Myers Beach	Sandcastle Beach Club	27-Oct	12
Fort Myers Beach	Bowditch Point Beach	27-Oct	8
Fort Myers Beach	Lani Kai	30-Oct	14
<b>TOTAL</b>			<b>199</b>

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



## Occupancy Interviewing Statistics

Interviews were conducted from November 1 – November 14, 2008. Information was provided by 144 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	83
Condo/Cottage/Vacation Home/Timeshare	42
RV Park/Campground	<u>19</u>
<b>Total</b>	<b>144</b>