



*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 2011 Visitor Profile and Occupancy Analysis  
December 9, 2011**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**





## Executive Summary October 2011

*Throughout this report, statistically significant differences between responses for 2010 and 2011 at the 95% confidence level are noted with an A,B lettering system.*

*For example:*

2010 A	2011 B
60%	70%A

*In the table above 70% in Column B is statistically greater than 60% in Column A.*



## Executive Summary

### Visitor Estimates

- Lee County hosted nearly 166,000 visitors staying in paid accommodations during the month of October 2011, and nearly 106,000 staying with friends or relatives while visiting the County, for a total of 271,795 visitors.
- October 2011 visitation was down 8.4% year-over-year. The decrease in visitation was driven primarily by a decrease in those staying with friends and relatives (-13.3%), but visitation among those staying in paid accommodations decreased as well (-5.0%). For calendar year-to-date in 2011, estimated paid accommodations visitation was 5.4% higher than the same period the prior year but total visitation decreased 3.9% due to a sizeable decrease in visitation among those staying with friends and relatives (-12.8%).
- Four in five of October 2011 visitors staying in paid accommodations were U.S. residents (79%). Germany and Switzerland contributed the largest share of international visitors staying in paid accommodations (6% and 5% respectively).
- U.S. visitors staying in paid accommodations during October 2011 were most likely to have come from the Midwest (44%). About one-fourth were from the Northeast (26%), or the South (24%), with the West representing 3% of paid visitors. Lee County drew the largest share of its domestic paid accommodations visitors from the New York (10%) and Chicago (8%) DMAs.

### Visitor Expenditures

- The average per person per day expenditure was \$100.42 in October 2011 – a 8.9% decrease from October 2010 (\$110.27).
- Expenditures among those staying in paid accommodations were up from October 2010 to October 2011 (+7.0%). Total visitor expenditures for October 2011 are estimated at \$118 million, a 2.1% decrease from \$120 million in October 2010, a result of a 20% decrease in expenditures among those staying with friends and relatives. For calendar year-to-date 2011, total expenditures were up 11.9% due to an increase in spending among those staying in paid accommodations (+19.5%) and expenditures among unpaid accommodations visitors remaining stable (+0.5%).



Total October Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	59%	61%	174,490	165,824	-5.0%
Friends/Relatives	41%	39%	122,217	105,971	-13.3%
<i>Total Visitation</i>			296,707	271,795	-8.4%
October Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	72%	79%	126,355	130,914	3.6%
Germany	<16%>	6%	27,678	9,974	-64.0%
Switzerland	1%	5%	2,407	8,728	262.6%
UK	6%	4%	9,627	6,234	-35.2%
Scandinavia	-	2%	-	3,740	-
Canada	1%	2%	2,407	2,494	3.6%
France	1%	2%	1,203	2,494	107.2%
BeNeLux	1%	1%	1,203	1,247	3.6%
Ireland	1%	-	1,203	-	-
Other	1%	-	2,407	-	-
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	<17%>	5%	21,661	6,234	-71.2%
South (including Florida)	<38%>	24%	48,135	31,170	-35.2%
Midwest	31%	44%	39,712	57,353	44.4%
Northeast	23%	26%	28,881	33,664	16.6%
West	4%	3%	4,814	3,740	-22.3%
No Answer	4%	4%	4,814	4,987	3.6%

2011 Top DMAs (Paid Accommodations)		
New York	10%	12,468
Chicago	8%	9,974
Pittsburgh	7%	8,728
Washington, DC (Hagerstown)	7%	8,728
Saint Louis	6%	7,481
Kansas City	4%	4,987
Minneapolis-Saint Paul	4%	4,987
Cleveland-Akron (Canton)	3%	3,740
Dayton	3%	3,740
Hartford-New Haven	3%	3,740
Indianapolis	3%	3,740
Philadelphia	3%	3,740

\* On this page statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.



### Trip Planning

- The trip planning window was similar for October 2011 and October 2010 visitors. Two-thirds of October 2011 visitors (67%) chose Lee County three or more months prior to their trip (vs. 62% October 2010) although less made the decision more than a year ago (12% vs 20% October 2010). More than half of October 2011 visitors booked their lodging three or more months in advance of their trip (55% vs. 47% October 2010).
- Only a quarter (25%) of October 2011 visitors reported requesting information about Lee County prior to making the trip, down from last year (36%). October 2011 visitors not recalling Lee County promotions over the past 6 months increased year-over-year (64% vs. 53% October 2010).
- When deciding to visit Lee County, October 2011 visitors were most likely to say *warm weather* (90%), *peaceful/relaxing* (89%) and *white sandy beaches* (82%) influenced their selection.

### Visitor Profile

- Four in ten October 2011 visitors said they either were staying in a hotel/motel (44%) or in a condo/vacation home (39%), and one in ten at the home of a friend or family member (14%). Half felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (53%) in October 2011.
- The top activities enjoyed while in Lee County during October 2011 were *beaches*, *relaxing*, *dining out*, *swimming*, and *shopping*, with at least half of visitors claiming to have participated in one of these activities during their stay.
- Visitors in October 2011 report staying in Lee County for an average of 9.0 days, slightly longer than visitors in October 2010 (8.4 days).
- Visitor satisfaction remains extremely high. Almost all (95%) October 2011 visitors reported being *very satisfied* (66%) or *satisfied* (29%) with their visit. The vast majority indicated they are likely to return to Lee County (88%), and close to three fourths of them are likely to return next year (73%), a marked increase over those saying the same in October 2010 (60%).
- When asked what they liked least about the Lee County area, *insects* was cited most frequently but by less than one third of October 2011 visitors (29%). Visitors' concerns about *weather* (14%) were more common during October 2011 than during the prior year (3%).
- The demographic profile of October 2011 visitors resembled that of October 2010 visitors. October 2011 visitors averaged 53 years of age with an average household income of approximately \$104,000. The majority of visitors are married (78%) but only one in four were traveling *with* children (25%).



Lodging Property Manager Assessments

- For the Lee County lodging industry in total, *available* room nights decreased slightly from October 2010 to October 2011 (-1.8%), and *occupied* room nights was on par year-over-year (+0.9%). Hotels/motels *available* room nights were down 2.9% from a year ago while *occupied* room nights increased 3.2%. Properties in the condo/vacation home category were similar to October 2010 in *available* room nights (+0.7%) but *occupied* room nights escalated considerably (+21.0%). For RV parks/campgrounds, *available* room nights decreased by 2,542 and *occupied* room nights decreased by 13,855.

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	157,353	162,338	3.2%	359,957	349,464	-2.9%
Condo/Cottage/Vacation Home	53,508	64,733	21.0%	151,921	152,923	0.7%
RV Park/Campground	52,024	38,169	-26.6%	151,590	149,048	-1.7%
<b>Total</b>	<b>262,885</b>	<b>265,240</b>	<b>0.9%</b>	<b>663,468</b>	<b>651,435</b>	<b>-1.8%</b>

- Occupancy rates for condos/cottages experienced a large increase (+20.2%) while hotels/motels/resorts rose modestly (+6.3%). However, occupancy rates for RV parks/campgrounds decreased -25.4% likely related to visitors concerns about the weather. As a result, average occupancy rates increased 2.8% from 39.6% in October 2010 to an average of 40.7% in October 2011.
- Overall average daily rates increased from \$89.82 to \$99.29 year-over-year (+10.5%). ADR increases were reported for hotels/motels/resorts and RV parks/campgrounds (+9.3%, both respectively), while condos/vacation homes had a minor decline in ADR (-2.2%) over last year.
- Increases in both average occupancy rates and ADR year-over-year led to an increase in RevPAR of 13.6% over October 2010. Hotels/motels/resorts and condo/vacation home properties fared well, posting sizable RevPAR gains over the same period the prior year. However, as a result of lower occupancy rates, RevPAR for RV parks/campgrounds decreased 18.4%.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	98		137	97		135/137	98/97	
Hotel/Motel/Resort/B&B	43.7%	46.5%	6.3%	\$94.99	\$103.80	9.3%	\$41.53	\$48.22	16.1%
Condo/Cottage/Vacation Home	35.2%	42.3%	20.2%	\$124.12	\$121.45	-2.2%	\$43.71	\$51.41	17.6%
RV Park/Campground	34.3%	25.6%	-25.4%	\$38.91	\$42.54	9.3%	\$13.35	\$10.89	-18.4%
<b>AVERAGE</b>	<b>39.6%</b>	<b>40.7%</b>	<b>2.8%</b>	<b>\$89.82</b>	<b>\$99.29</b>	<b>10.5%</b>	<b>\$35.59</b>	<b>\$40.43</b>	<b>13.6%</b>



### Lodging Industry Assessments (cont'd)

- As was the case in several previous months, property managers in October 2011 continued to report very favorably when comparing their current month's *occupancy* and *revenue* year-over-year. About three-fourths of them reported their October 2011 *occupancy* was the same or better than the prior year (77% vs. 53% October 2010). Likewise, four-fifths reported their *revenue* was the same or better than the prior year (79% vs. 50% October 2010).
  - Close to half reported their *occupancy* (45%) or *revenue* (49%) was better than October 2011.
  - More than one-quarter said their *occupancy* (32%) or *revenue* (29%) was the same as October 2011.
- Projections for the next three months (November-January 2012) are quite optimistic as well. Better than one-third of managers reported that their total level of reservations for the next three months are up over the same period last year (39%), with a similar number reporting reservations for the next three months are the same as last year (38%). Only about one-fifth claimed that their reservations are down for the next three months (21%). In contrast, reports from property managers for the same time period last year were much more grim, with more than half (50%) indicating that their reservations were down over the prior year.



## October 2011 Lee County Snapshot

Total October Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	59%	61%	174,490	165,824
Friends/Relatives	41%	39%	122,217	105,971
<i>Total Visitation</i>			296,707	271,795

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	\$120,331,695	\$117,773,491	-2.1%
Paid Accommodations	\$79,572,325	\$85,165,279	7.0%

October Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	17%	5%	21,661	6,234
United States	72%	79%	126,355	130,914
Germany	16%	6%	27,678	9,974
Switzerland	1%	5%	2,407	8,728
UK	6%	4%	9,627	6,234
Scandinavia	-	2%	-	3,740
Canada	1%	2%	2,407	2,494
France	1%	2%	1,203	2,494
BeNeLux	1%	1%	1,203	1,247
Ireland	1%	-	1,203	-
Other	1%	-	2,407	-

Average Per Person Per Day Expenditures		
2010	2011	% Change
\$110.27	\$100.42	-8.9%

First-Time/Repeat Visitors to Lee County		
	2010	2011
	A	B
First-time	32%	26%
Repeat	67%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	98		137	97		135/137	98/97	
Hotel/Motel/Resort/B&B	43.7%	46.5%	6.3%	\$94.99	\$103.80	9.3%	\$41.53	\$48.22	16.1%
Condo/Cottage/Vacation Home	35.2%	42.3%	20.2%	\$124.12	\$121.45	-2.2%	\$43.71	\$51.41	17.6%
RV Park/Campground	34.3%	25.6%	-25.4%	\$38.91	\$42.54	9.3%	\$13.35	\$10.89	-18.4%
<b>AVERAGE</b>	<b>39.6%</b>	<b>40.7%</b>	<b>2.8%</b>	<b>\$89.82</b>	<b>\$99.29</b>	<b>10.5%</b>	<b>\$35.59</b>	<b>\$40.43</b>	<b>13.6%</b>



## Calendar YTD 2011 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	49%	53%	1,972,979	2,079,424
Friends/Relatives	51%	47%	2,075,738	1,811,044
<b>Total Visitation</b>			<b>4,048,717</b>	<b>3,890,468</b>
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	15%	13%	236,375	222,074
United States	80%	81%	1,574,011	1,675,652
Canada	4%	5%	84,712	112,479
Germany	6%	4%	122,970	82,196
UK	5%	4%	92,910	79,312
Scandinavia	1%	1%	16,396	25,957
Switzerland	1%	1%	12,297	25,957
France	1%	1%	10,931	20,189
BeNeLux	2%	1%	31,426	17,304
Austria	<1%	<1%	8,198	7,210
Ireland	<1%	<1%	8,198	5,768
Latin America	<1%	<1%	2,733	4,326
Other	<1%	<1%	8,198	5,768

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	\$2,074,186,967	\$2,320,330,996	11.9%
Paid Accommodations	\$1,239,068,539	\$1,481,228,306	19.5%

Average Per Person Per Day Expenditures		
2010	2011	% Change
\$118.44	\$113.25	-4.4%

First-Time/Repeat Visitors to Lee County		
	2010	2011
	A	B
First-time	26%	26%
Repeat	73%	72%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	52.9%	58.4%	10.3%	\$129.64	\$134.63	3.8%	\$68.59	\$78.55	14.5%
Condo/Cottage/Vacation Home	53.3%	56.6%	6.3%	\$172.73	\$170.59	-1.2%	\$92.03	\$96.58	4.9%
RV Park/Campground	49.3%	49.3%	-0.1%	\$45.60	\$46.82	2.7%	\$22.49	\$23.07	2.6%
<b>AVERAGE</b>	<b>52.2%</b>	<b>55.8%</b>	<b>6.8%</b>	<b>\$123.08</b>	<b>\$124.62</b>	<b>1.3%</b>	<b>\$64.29</b>	<b>\$69.55</b>	<b>8.2%</b>



## Visitor Profile Analysis October 2011

*A total of 198 interviews were conducted with visitors in Lee County during the month of October 2011. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.*

*A total of 202 interviews were conducted with visitors in Lee County during the month of October 2010. A total sample of this size is considered accurate to plus or minus 6.9 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.*



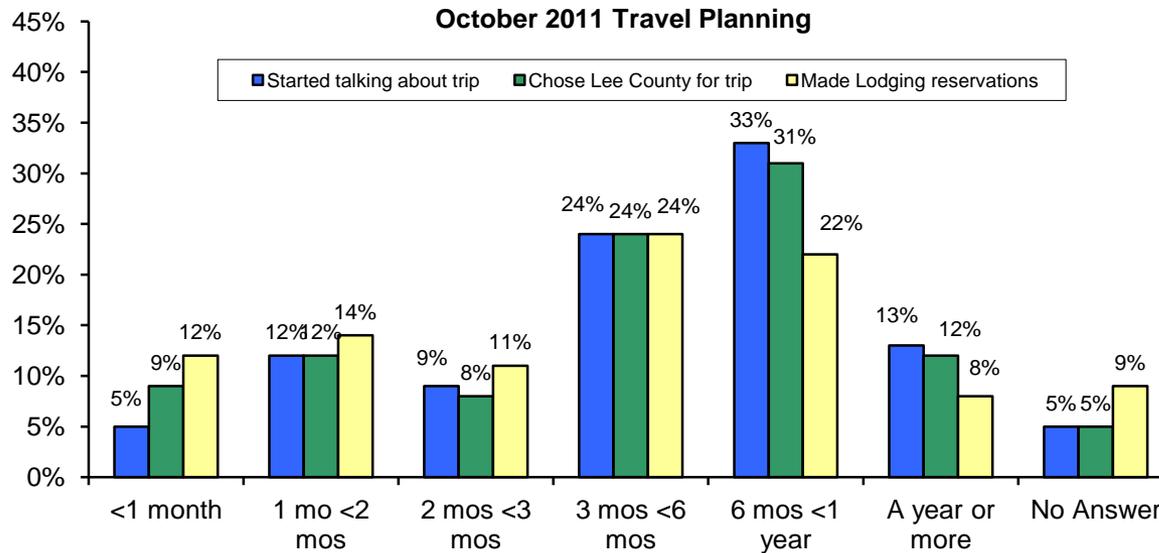
## Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	2011	2010	2011	2010	2011
	A	B	A	B	A	B
Total Respondents	202	198	202	198	202	198
<u>&lt;1 month - &lt;3 months (NET)</u>	<u>28%</u>	<u>25%</u>	<u>31%</u>	<u>28%</u>	<u>42%</u>	<u>36%</u>
<1 month	6%	5%	7%	9%	10%	12%
1 month - <2 months	15%	12%	18%	12%	23%B	14%
2 months - <3 months	8%	9%	7%	8%	9%	11%
<u>3 months or more (NET)</u>	<u>68%</u>	<u>70%</u>	<u>62%</u>	<u>67%</u>	<u>47%</u>	<u>55%</u>
3 months - <6 months	25%	24%	23%	24%	17%	24%
6 months - <1 year	23%	33%A	19%	31%A	16%	22%
A year or more	20%	13%	20%B	12%	14%	8%
No Answer	4%	5%	7%	5%	12%	9%

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	
	2010	2011
	A	B
Total Respondents Staying in Paid Accommodations	145	133
Before leaving home	87%	84%
After arriving in Florida	8%	7%
On the road, but not in Florida	-	2%
No Answer	6%	6%

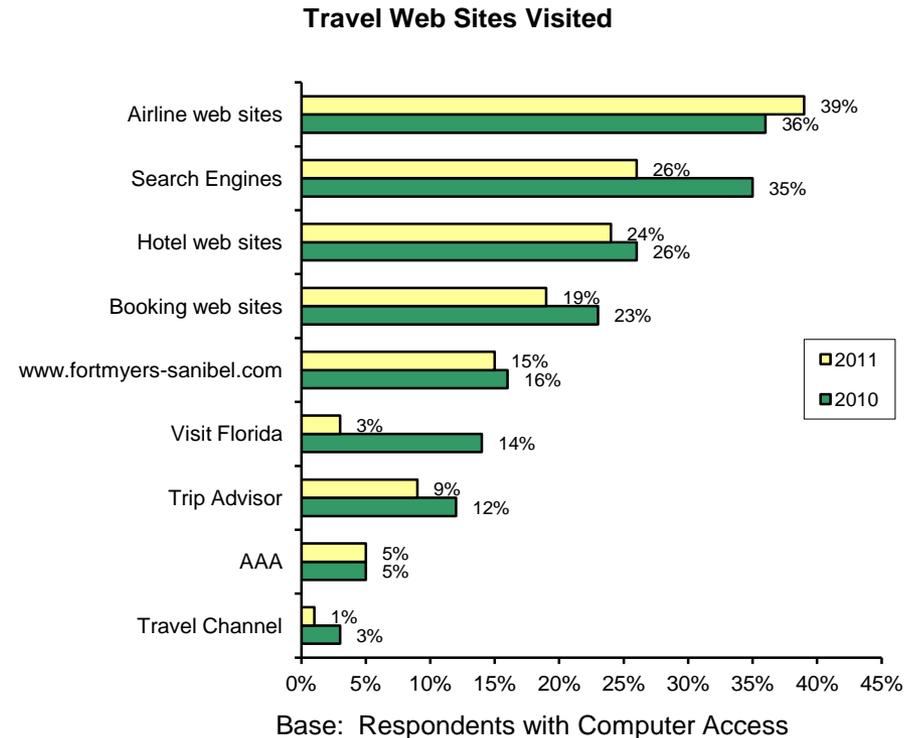
Q6: Did you make accommodation reservations for your stay in Lee County?

## Travel Planning



Travel Web Sites Visited by October Travelers		
	2010	2011
	A	B
Total Respondents with computer access	188	186
Visited web sites (net)	<u>81%</u>	<u>77%</u>
Airline web sites	36%	39%
Search Engines	35%	26%
Hotel web sites	26%	24%
Booking web sites	23%	19%
www.fortmyers-sanibel.com	16%	15%
Trip Advisor	12%	9%
AAA	5%	5%
Visit Florida	14%B	3%
Travel Channel	3%	1%
Other	20%	17%
Did not visit web sites	<u>17%</u>	<u>20%</u>
No Answer	3%	3%

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



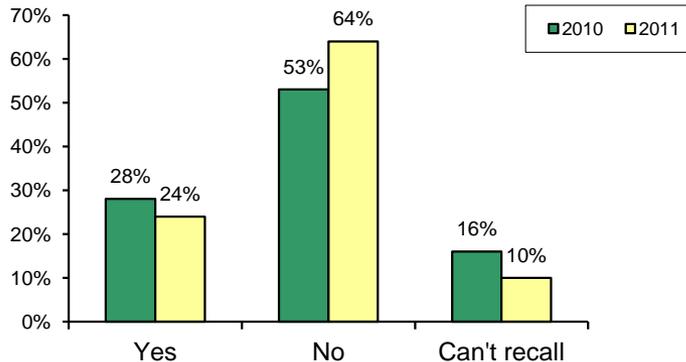
## Travel Planning



October Travelers Requesting Information		
	2010	2011
	A	B
Total Respondents	202	198
<u>Requested information (NET)</u>	<u>36%B</u>	<u>25%</u>
<i>Hotel Web Site</i>	18%B	10%
<i>VCB Web Site</i>	7%	6%
<i>Call hotel</i>	6%	4%
<i>Visitor Guide</i>	4%	4%
<i>Clipping/mailling coupon</i>	1%	1%
Other	13%	9%
<u>Did not request information</u>	<u>52%</u>	<u>61%</u>
No Answer	12%	14%

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

### Recall of Promotions



Travel Agent Assistance		
	2010	2011
	A	B
Total Respondents	202	198
Yes	10%	5%
No	88%	92%

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

Recall of Lee County Promotions		
	2010	2011
	A	B
Total Respondents	202	198
Yes	28%	24%
No	53%	64%A
Can't recall	16%B	10%

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

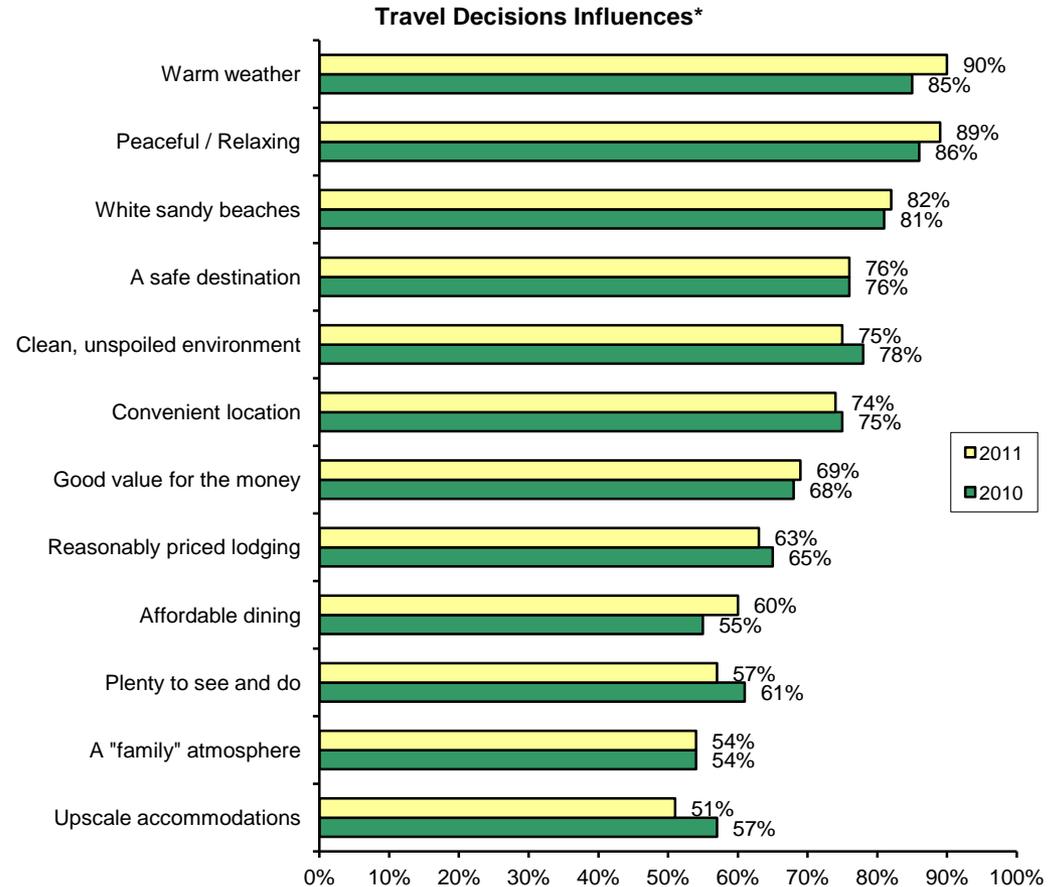
## Travel Planning



October Travel Decision Influences*		
	2010	2011
	A	B
Total Respondents	202	198
Warm weather	85%	90%
Peaceful / Relaxing	86%	89%
White sandy beaches	81%	82%
A safe destination	76%	76%
Clean, unspoiled environment	78%	75%
Convenient location	75%	74%
Good value for the money	68%	69%
Reasonably priced lodging	65%	63%
Affordable dining	55%	60%
Plenty to see and do	61%	57%
A "family" atmosphere	54%	54%
Upscale accommodations	57%	51%

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

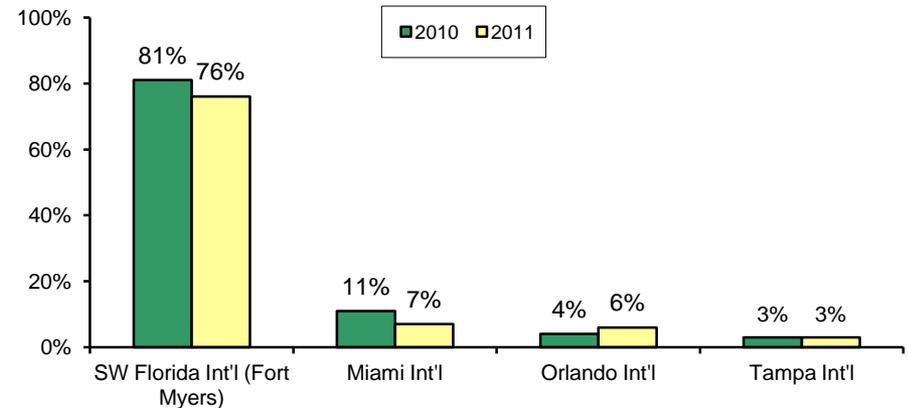
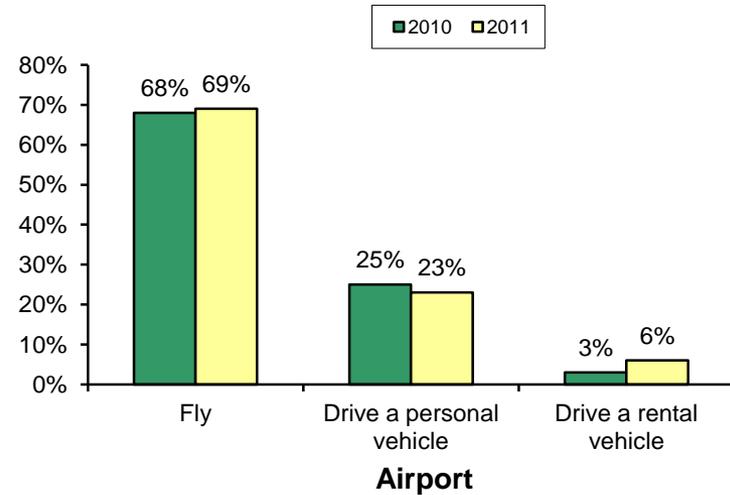
Mode of Transportation		
	2010	2011
	A	B
Total Respondents	202	198
Fly	68%	69%
Drive a personal vehicle	25%	23%
Drive a rental vehicle	3%	6%
Drive an RV	2%	2%
Travel by bus	1%	-
Other/No Answer (NET)	1%	-

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

Airport		
	2010	2011
	A	B
Respondents who flew into the area	138	136
SW Florida Int'l (Fort Myers)	81%	76%
Miami Int'l	11%	7%
Orlando Int'l	4%	6%
Ft. Lauderdale Int'l	-	5%
Tampa Int'l	3%	3%
Sarasota / Bradenton	-	1%
West Palm Beach Int'l	-	-
Other/No Answer (NET)	1%	2%

Q2: At which Florida airport did you land?

### Mode of Transportation

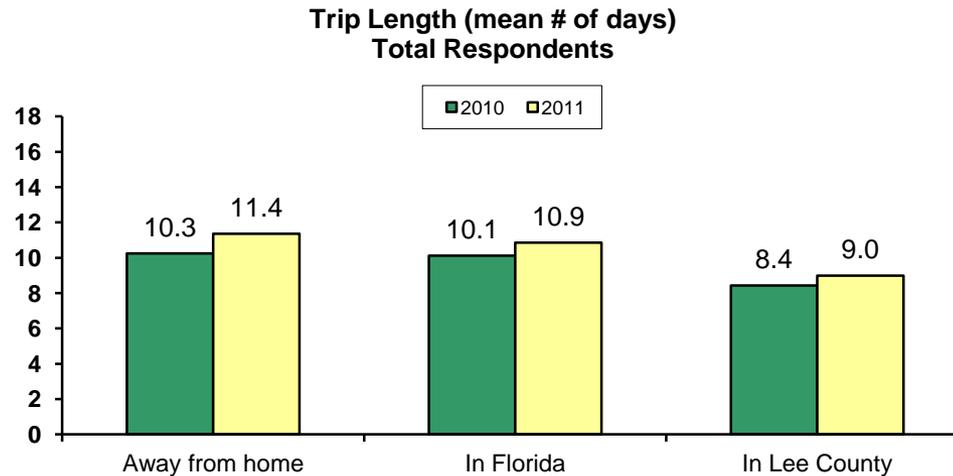




## Trip Profile

October Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
<b>Total Respondents</b>	<b>202</b>	<b>198</b>	
	<b>A</b>	<b>B</b>	
Away from home	10.3	11.4	10.7%
In Florida	10.1	10.9	7.9%
In Lee County	8.4	9.0	7.1%

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

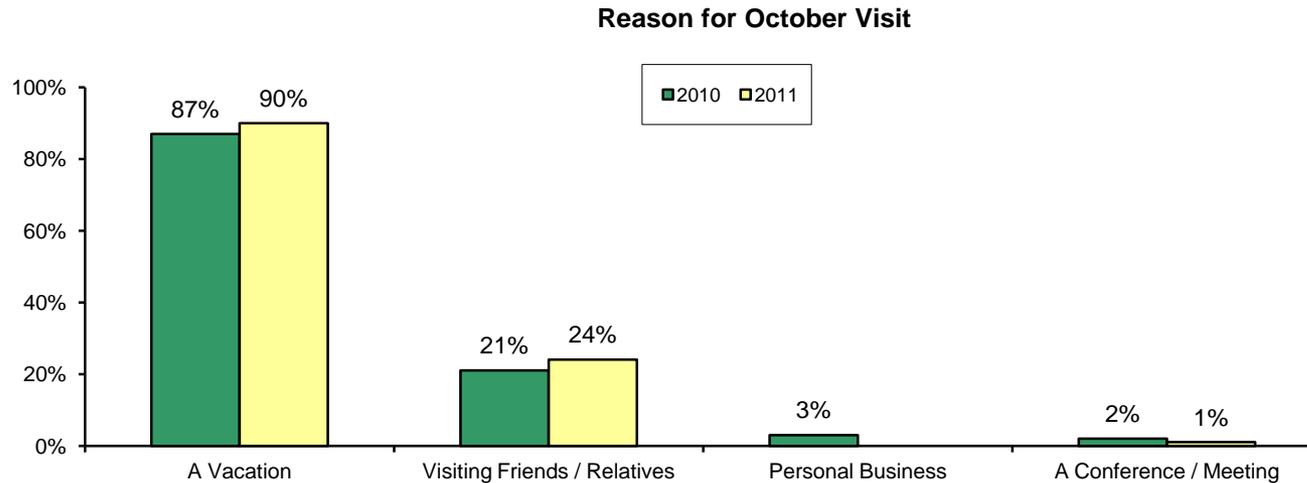




## Trip Profile

Reason for October Visit		
	2010	2011
	A	B
Total Respondents	202	198
A Vacation	87%	90%
Visiting Friends / Relatives	21%	24%
Personal Business	3%	-
Sporting Event(s)	2%	3%
A Conference / Meeting	2%	1%
Other Business Trip	1%	-
A Convention / Trade Show	1%	-
Other/No Answer (NET)	3%	3%

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





## Trip Profile

### First Time Visitors to Lee County

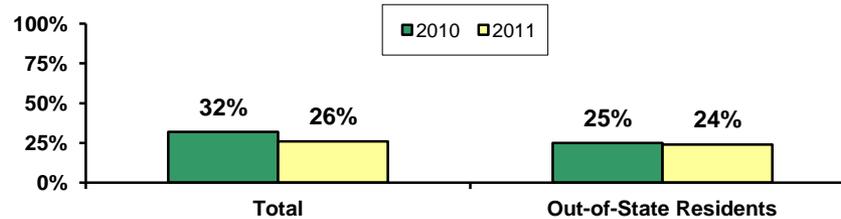
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
Total Respondents	202	198	21**	12**	130	140	44**	41**
	A	B	A	B	A	B	A	B
Yes	32%	26%	N/A	N/A	25%	24%	N/A	N/A
No	67%	74%	N/A	N/A	73%	76%	N/A	N/A
No Answer	1%	-	N/A	N/A	1%	-	N/A	N/A

Q20: Is this your first visit to Lee County?

\*Note: Small sample size. (N<70) Please interpret results with caution.

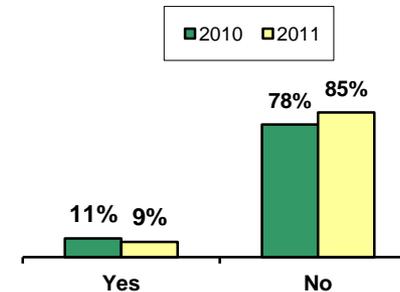
\*\*N/A: Insufficient number of responses for statistical analysis (N<30).

### First Time Visitors to Lee County



First Time Visitors to Florida		
	2010	2011
Total Respondents	202	198
	A	B
Yes	11%	9%
No	78%	85%
No answer	1%	-
FL Residents*	10%	6%

### First Time Visitors to Florida



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.



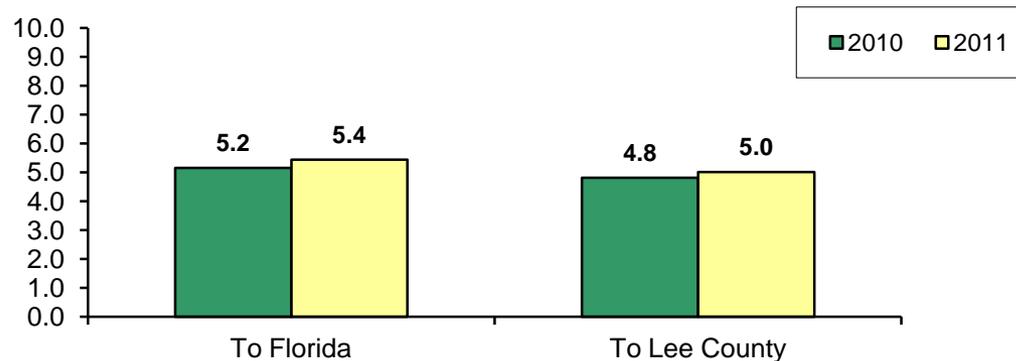
## Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
Base: Repeat Visitors	158 (FL res. Excl.)	168 (FL res. Excl.)	136	146
	<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>
Number of visits	5.2	5.4	4.8	5.0

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

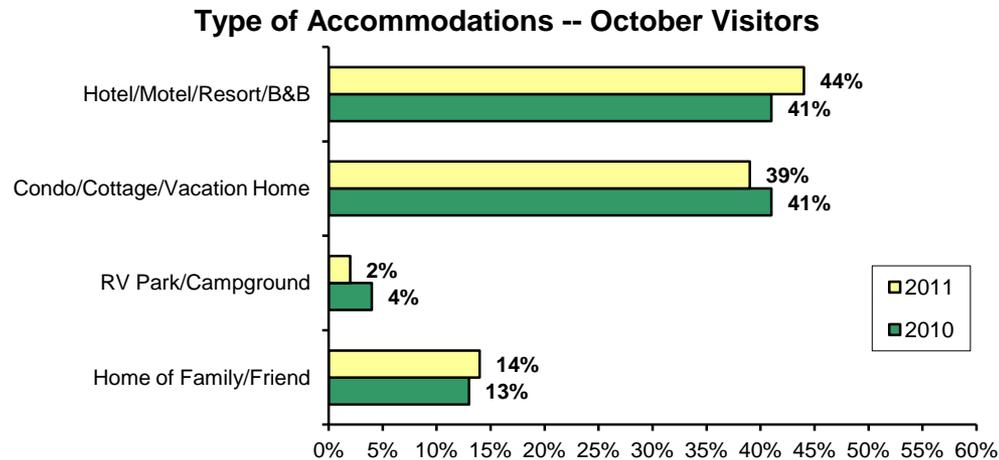




## Trip Profile

Type of Accommodations - October Visitors		
	2010	2011
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
	<b>A</b>	<b>B</b>
<b><u>Hotel/Motel/Resort/B&amp;B</u></b>	<b>41%</b>	<b>44%</b>
Hotel/motel/inn	23%	27%
Resort	18%	18%
B&B	12%	14%
<b><u>Condo/Cottage/Vacation Home</u></b>	<b>41%</b>	<b>39%</b>
Rented home/condo	27%	20%
Borrowed home/condo	2%	5%
Owned home/condo	12%	14%
<b>RV Park/Campground</b>	<b>4%</b>	<b>2%</b>
<b>Home of family/friend</b>	<b>13%</b>	<b>14%</b>
<b>Day trip (no accommodations)</b>	<b>1%</b>	<b>-</b>

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



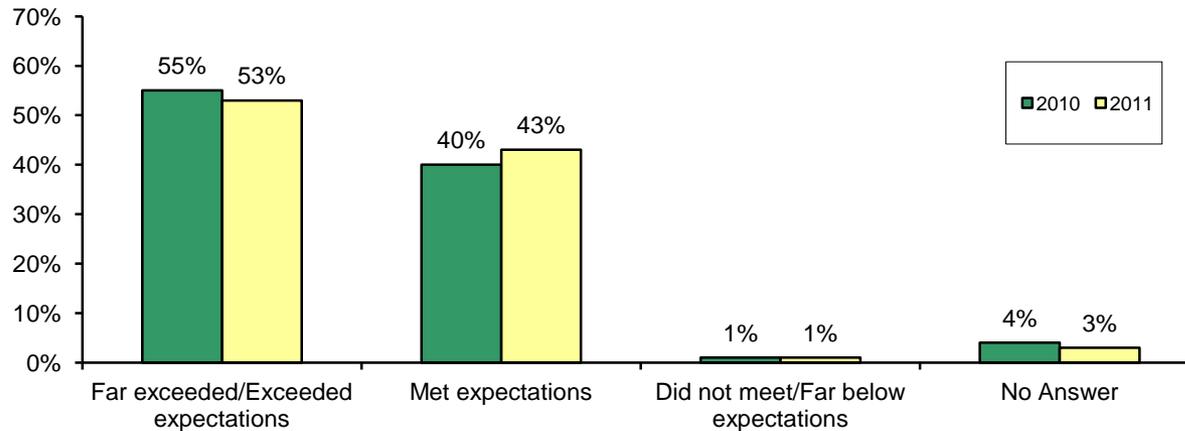


## Trip Profile

Quality of Accommodations		
	2010	2011
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
	<b>A</b>	<b>B</b>
Far exceeded/Exceeded expectations	55%	53%
Met your expectations	40%	43%
Did not meet/Far below expectations	1%	1%
No Answer	4%	3%

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

### Quality of Accommodations

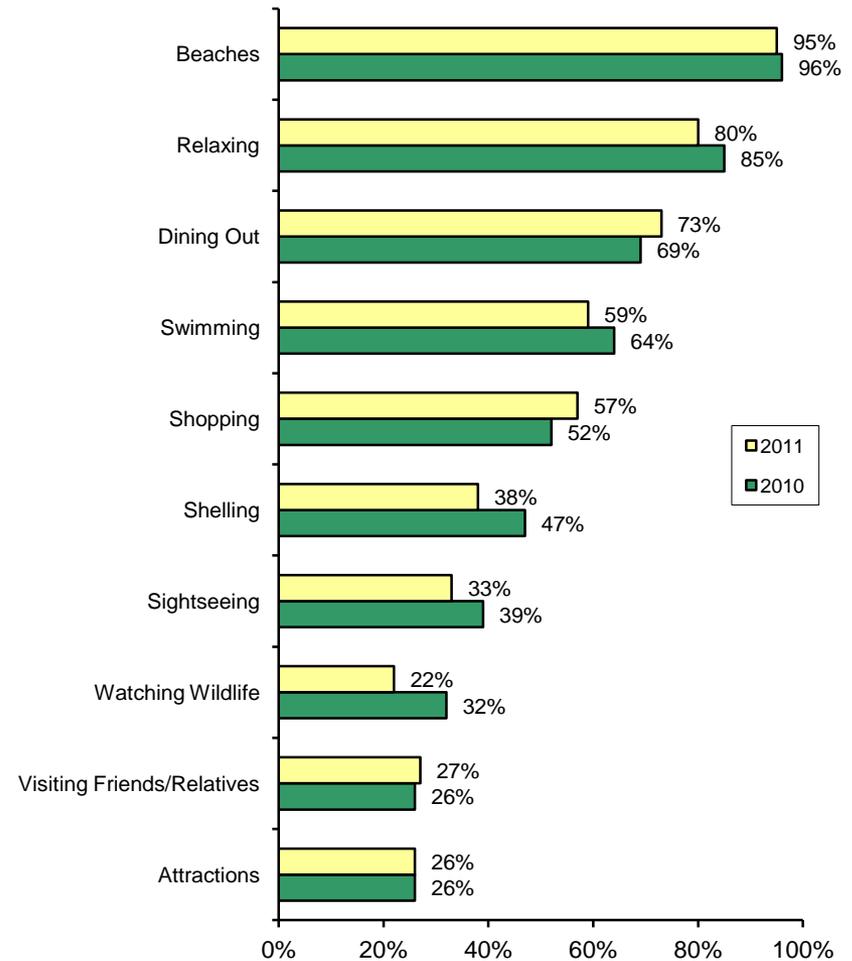


## Trip Activities



October Activities Enjoyed		
	2010	2011
	A	B
Total Respondents	202	198
Beaches	96%	95%
Relaxing	85%	80%
Dining Out	69%	73%
Swimming	64%	59%
Shopping	52%	57%
Shelling	47%	38%
Sightseeing	39%	33%
Watching Wildlife	32%B	22%
Visiting Friends/Relatives	26%	27%
Attractions	26%	26%
Photography	26%	20%
Birdwatching	21%	16%
Bicycle Riding	17%	15%
Exercise / Working Out	15%	13%
Bars / Nightlife	13%	12%
Guided Tour	10%B	3%
Boating	10%	6%
Fishing	9%	8%
Golfing	7%	7%
Kayaking / Canoeing	7%B	3%
Miniature Golf	6%	3%
Parasailing / Jet Skiing	5%	3%
Sporting Event	4%	3%
Tennis	3%	2%
Cultural Events	3%	6%
Scuba Diving / Snorkeling	2%	1%
Other	5%	3%

Q28: What activities or interests are you enjoying while in Lee County?  
(Please mark ALL that apply.)



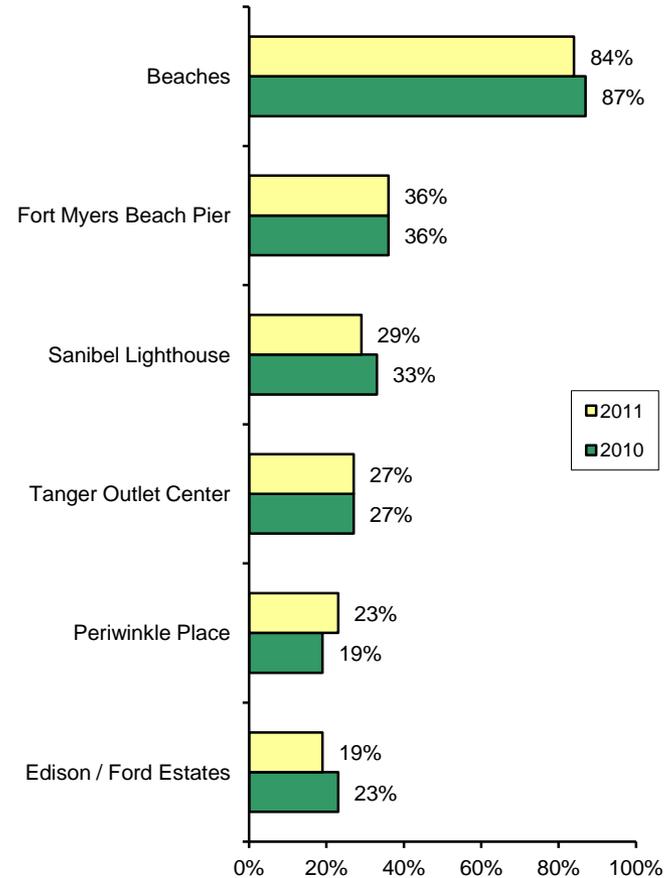
## Trip Activities



October Attractions Visited		
	2010	2011
	A	B
Total Respondents	202	198
Beaches	87%	84%
Fort Myers Beach Pier	36%	36%
Sanibel Lighthouse	33%	29%
Tanger Outlet Center	27%	27%
Periwinkle Place	19%	23%
Edison / Ford Estates	23%	19%
Miromar Outlets Mall	21%	17%
Ding Darling National Wildlife Refuge	18%	14%
Edison Mall	9%	12%
Bell Tower Shops	10%	10%
Coconut Point Mall	8%	8%
Gulf Coast Town Center	6%	7%
Shell Factory and Nature Park	9%	5%
Bailey-Matthews Shell Museum	5%	4%
Broadway Palm Dinner Theater	1%	2%
Manatee Park	3%	1%
Babcock Wilderness Adventures	1%	1%
Barbara B. Mann Performing Arts Hall	<1%	1%
Other	7%	5%
None/No Answer (NET)	3%	4%

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

October Attractions Visited

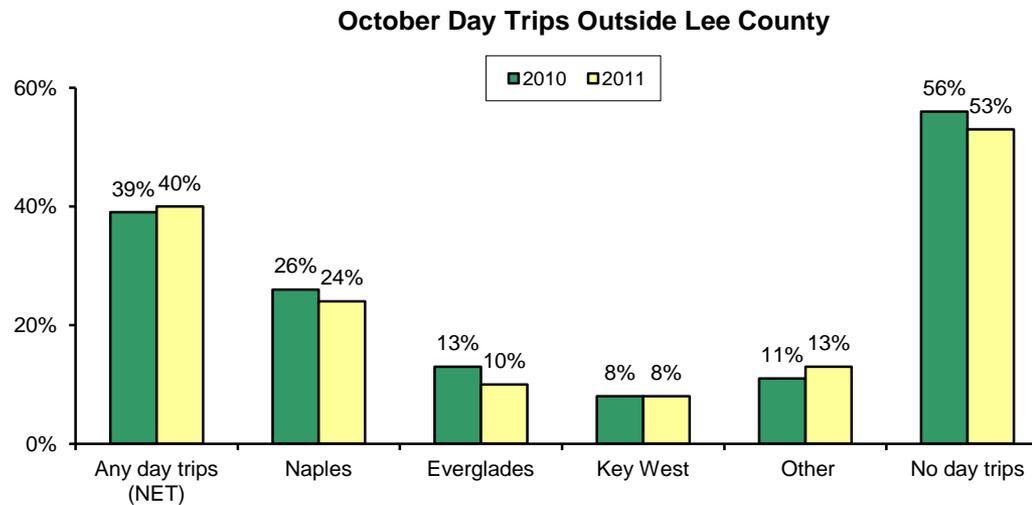




## Trip Activities

October Day Trips Outside Lee County		
	2010	2011
	A	B
Total Respondents	202	198
Any day trips (NET)	<u>39%</u>	<u>40%</u>
<i>Naples</i>	26%	24%
<i>Everglades</i>	13%	10%
<i>Key West</i>	8%	8%
<i>Sarasota</i>	6%	6%
Other	11%	13%
No day trips	<u>56%</u>	<u>53%</u>
No Answer	5%	7%

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

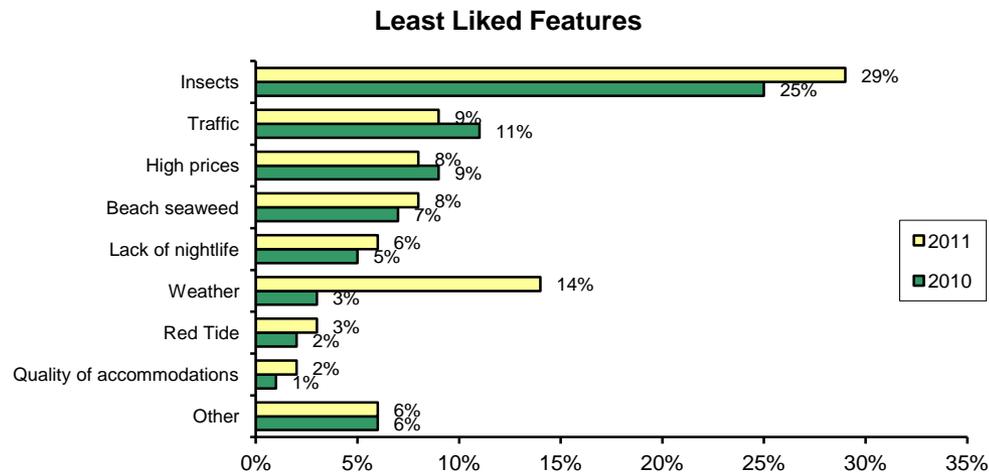




## Trip Activities

Least Liked Features		
	2010	2011
	A	B
Total Respondents	202	198
Insects	25%	29%
Traffic	11%	9%
High prices	9%	8%
Beach seaweed	7%	8%
Lack of nightlife	5%	6%
Weather	3%	14%A
Red Tide	2%	3%
Quality of accommodations	1%	2%
Other	6%	6%
Nothing/No Answer (NET)	48%B	37%

Q34: During the specific visit, which features have you liked least about our area? (Please mark ALL that apply.)

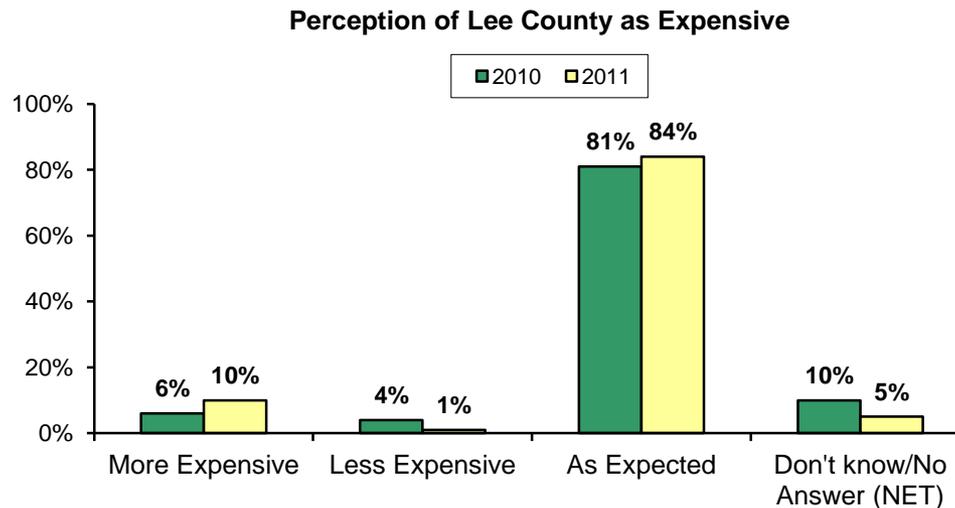




## Trip Activities

Perception of Lee County as Expensive		
	2010	2011
	A	B
Total Respondents	202	198
More Expensive	6%	10%
Less Expensive	4%	1%
As Expected	81%	84%
Don't know/No Answer	10%	5%

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



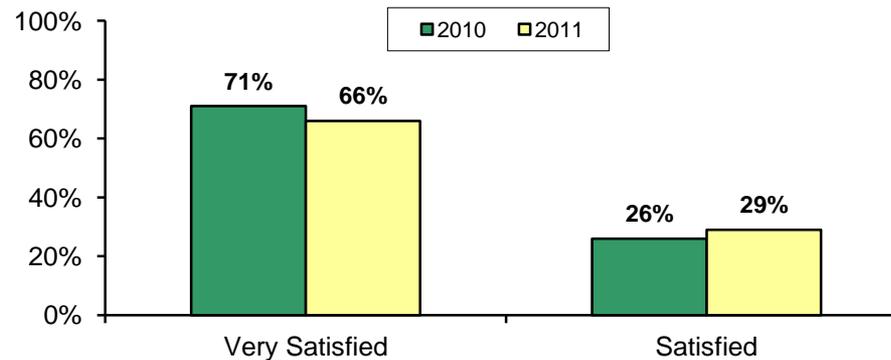


## Lee County Experience

Satisfaction with Visit		
	2010	2011
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
	<b>A</b>	<b>B</b>
<u>Satisfied</u>	<u>97%</u>	<u>95%</u>
<i>Very Satisfied</i>	71%	66%
<i>Satisfied</i>	26%	29%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	-	-
Don't know/no answer	3%	4%

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

### Satisfaction with Visit





## Future Plans

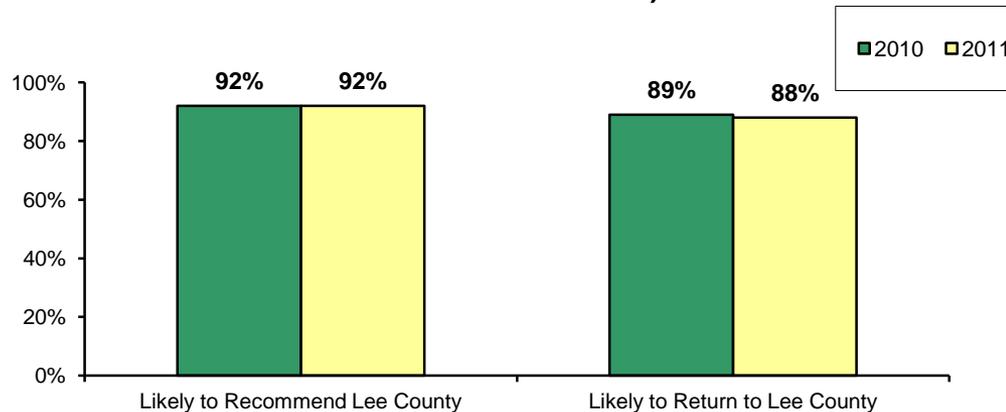
Likelihood to Recommend/Return to Lee County		
	2010	2011
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
	<b>A</b>	<b>B</b>
Likely to Recommend Lee County	92%	92%
Likely to Return to Lee County	89%	88%
Base: Total Respondents Planning to Return	179	175
	<b>A</b>	<b>B</b>
Likely to Return Next Year	60%	73%A

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?

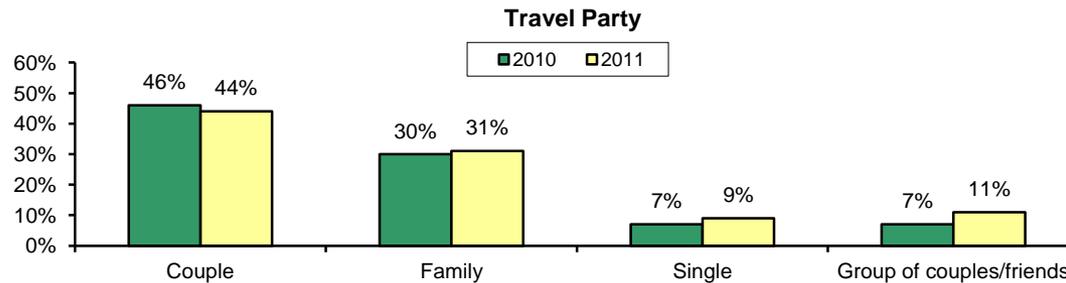
**Likelihood to Recommend/Return to Lee County (Responded "Yes")**





## Visitor and Travel Party Demographic Profile

October Travel Party		
	2010	2011
	A	B
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
Couple	46%	44%
Family	30%	31%
Single	7%	9%
Group of couples/friends	7%	11%
Other	5%	3%
Mean travel party size	3.0	3.1
Mean adults in travel party	2.6	2.7



Travel Parties with Children		
	2010	2011
	A	B
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
Traveling with any Children (net)	<u>20%</u>	<u>25%</u>
Any younger than 6	9%	11%
Any 6 - 11 years old	10%	9%
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:

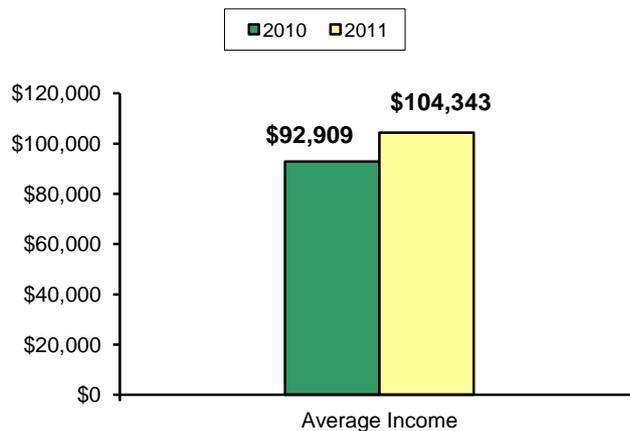
Younger than 6 years old/6-11 years old/12-17 years old/Adults



## Visitor and Travel Party Demographic Profile

October Visitor Demographic Profile		
	2010	2011
<b>Total Respondents</b>	<b>202</b>	<b>198</b>
	<b>A</b>	<b>B</b>
Vacations per year (mean)	2.8	2.8
Short getaways per year (mean)	3.6	3.7
Age of respondent ( mean)	51.7	53.0
Annual household income (mean)	\$92,909	\$104,343A
Marital Status		
Married	78%	78%
Single	12%	8%
Other	9%	14%

**Annual Household Income**



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
	2010	2011	2010	2011	2010-2011
Paid Accommodations	59%	61%	174,490	165,824	-5.0%
Friends/Relatives	41%	39%	122,217	105,971	-13.3%
<b>Total Visitation</b>			<b>296,707</b>	<b>271,795</b>	<b>-8.4%</b>
October Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	72%	79%	126,355	130,914	3.6%
Germany	<16%>	6%	27,678	9,974	-64.0%
Switzerland	1%	5%	2,407	8,728	262.6%
UK	6%	4%	9,627	6,234	-35.2%
Scandinavia	-	2%	-	3,740	-
Canada	1%	2%	2,407	2,494	3.6%
France	1%	2%	1,203	2,494	107.2%
BeNeLux	1%	1%	1,203	1,247	3.6%
Ireland	1%	-	1,203	-	-
Other	1%	-	2,407	-	-
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	<17%>	5%	21,661	6,234	-71.2%
South (including Florida)	<38%>	24%	48,135	31,170	-35.2%
Midwest	31%	44%	39,712	57,353	44.4%
Northeast	23%	26%	28,881	33,664	16.6%
West	4%	3%	4,814	3,740	-22.3%
No Answer	4%	4%	4,814	4,987	3.6%

2011 Top DMAs (Paid Accommodations)		
New York	10%	12,468
Chicago	8%	9,974
Pittsburgh	7%	8,728
Washington, DC (Hagerstown)	7%	8,728
Saint Louis	6%	7,481
Kansas City	4%	4,987
Minneapolis-Saint Paul	4%	4,987
Cleveland-Akron (Canton)	3%	3,740
Dayton	3%	3,740
Hartford-New Haven	3%	3,740
Indianapolis	3%	3,740
Philadelphia	3%	3,740

\* On this page statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.



## Occupancy Data Analysis October 2011

*Property managers representing 99 properties in Lee County were interviewed for the October 2011 Occupancy Survey between November 1 and November 15, 2011, a sample considered accurate to plus or minus 9.8 percentage points at the 95% confidence level.*

*Property managers representing 144 properties in Lee County were interviewed for the October 2010 Occupancy Survey between November 1 and November 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.*



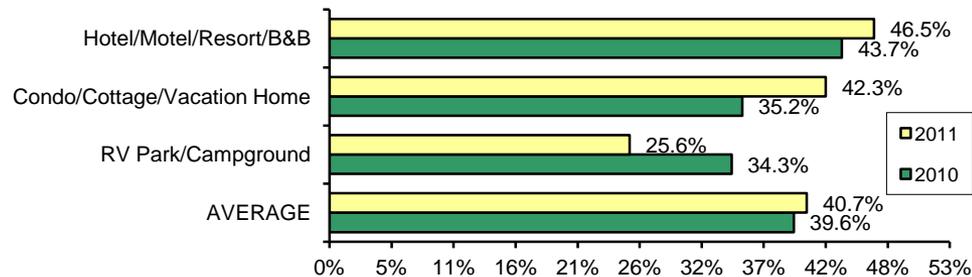
### October Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	98		137	97		135/137	98/97	
Hotel/Motel/Resort/B&B	43.7%	46.5%	6.3%	\$94.99	\$103.80	9.3%	\$41.53	\$48.22	16.1%
Condo/Cottage/Vacation Home	35.2%	42.3%	20.2%	\$124.12	\$121.45	-2.2%	\$43.71	\$51.41	17.6%
RV Park/Campground	34.3%	25.6%	-25.4%	\$38.91	\$42.54	9.3%	\$13.35	\$10.89	-18.4%
<b>AVERAGE</b>	<b>39.6%</b>	<b>40.7%</b>	<b>2.8%</b>	<b>\$89.82</b>	<b>\$99.29</b>	<b>10.5%</b>	<b>\$35.59</b>	<b>\$40.43</b>	<b>13.6%</b>

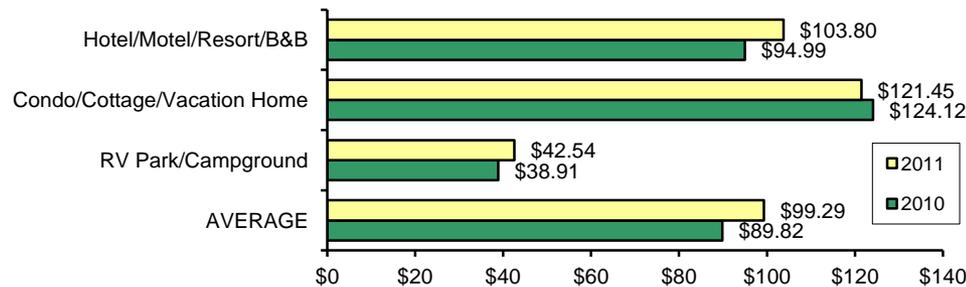
Q16: What was your overall average occupancy rate for the month of October ?

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

#### Average Occupancy Rate



#### Average Daily Rate

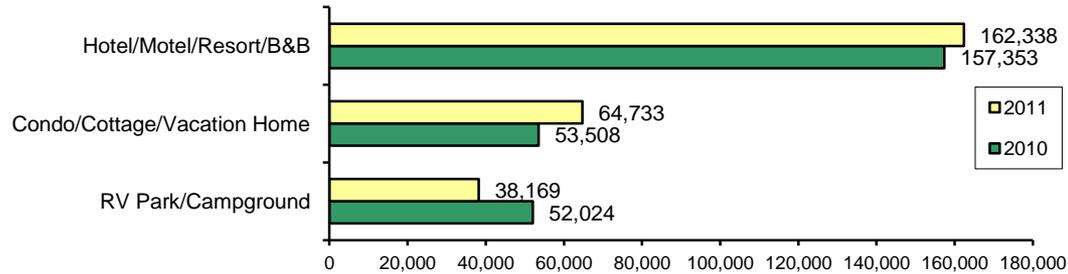




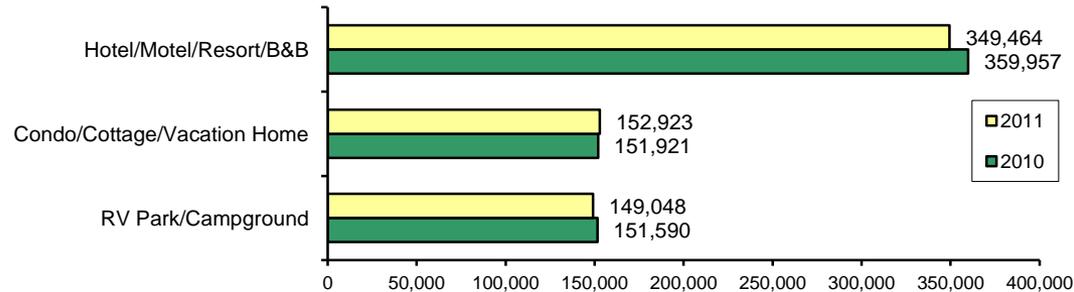
## October Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	157,353	162,338	3.2%	359,957	349,464	-2.9%
Condo/Cottage/Vacation Home	53,508	64,733	21.0%	151,921	152,923	0.7%
RV Park/Campground	52,024	38,169	-26.6%	151,590	149,048	-1.7%
<b>Total</b>	<b>262,885</b>	<b>265,240</b>	<b>0.9%</b>	<b>663,468</b>	<b>651,435</b>	<b>-1.8%</b>

### Occupied Room Nights



### Available Room Nights

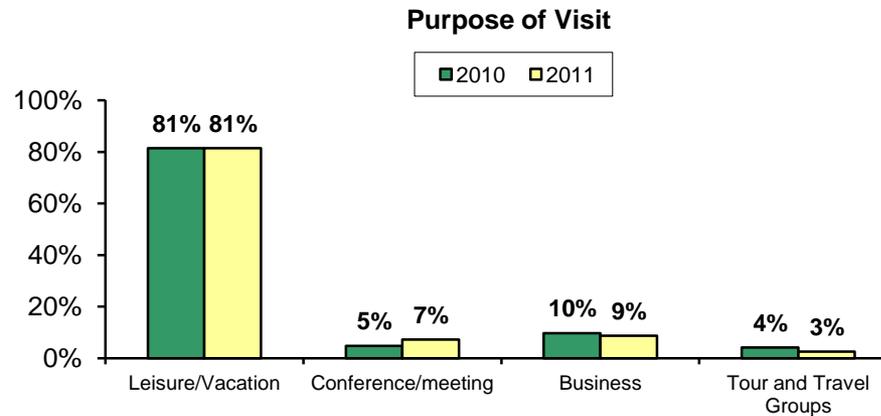


## Lodging Management Estimates



October Guest Profile		
	2010	2011
	A	B
<b>Property Managers Responding</b>	<b>117</b>	<b>84</b>
<b>Purpose of Visit</b>		
Leisure/Vacation	81%	81%
Conference/meeting	5%	7%
Business	10%	9%
Tour and Travel Groups	4%	3%
<b>Property Managers Responding</b>	<b>129</b>	<b>88</b>
Average guests per room	2.4	2.5
<b>Property Managers Responding</b>	<b>126</b>	<b>87</b>
Average length of stay in nights	5.0	5.1

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?

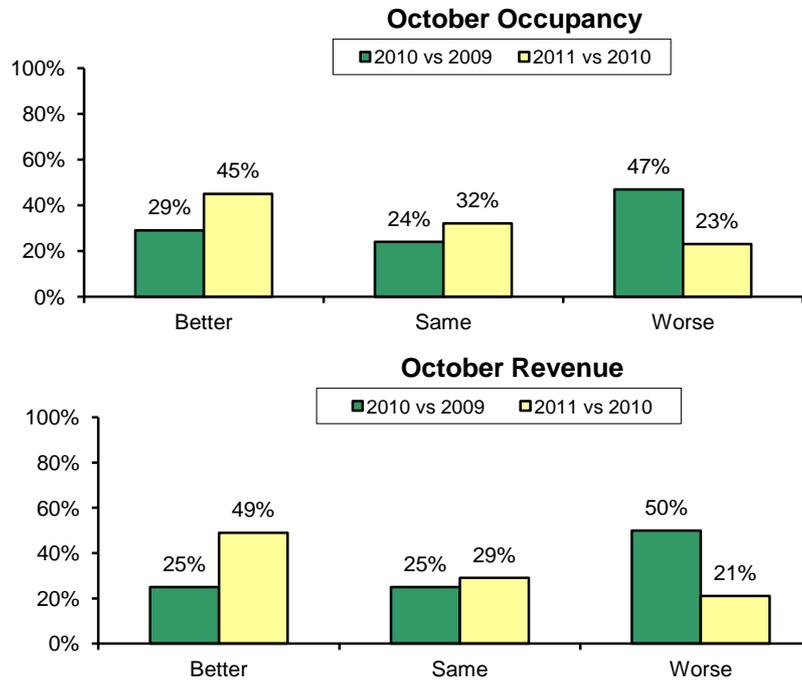




### Occupancy Barometer

	October Occupancy		October Revenue	
	2010	2011	2010	2011
	A	B	A	B
Property Managers Responding	136	96	131	95
<u>Better/Same (Net)</u>	<u>53%</u>	<u>77%A</u>	<u>50%</u>	<u>79%A</u>
Better	29%	45%A	25%	49%A
Same	24%	32%	25%	29%
Worse	47%B	23%	50%B	21%

Q25: Was your October occupancy better, the same, or worse than it was in October 2010?  
 How about your property's October revenue – better, the same, or worse than October 2010?



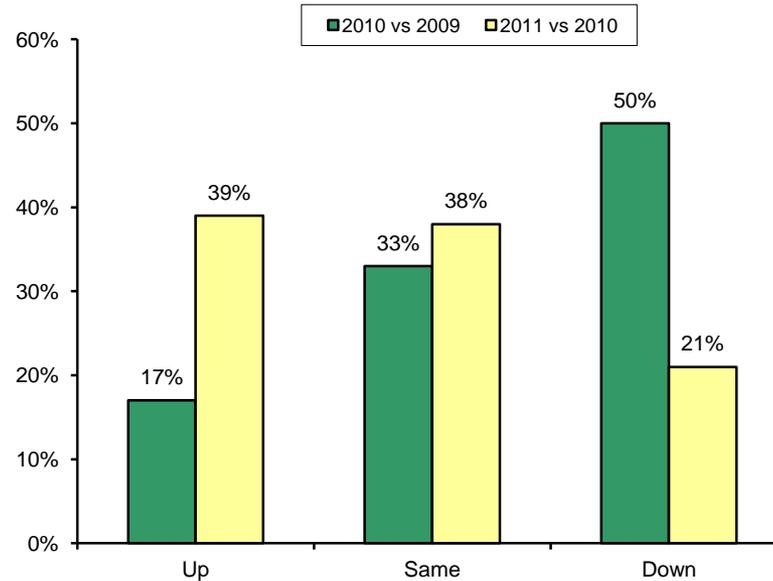


### Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	A	B
	2010	2011
<b>Total Respondents</b>	<b>132</b>	<b>95</b>
<u>Up/Same (Net)</u>	<u>50%</u>	<u>77%A</u>
Up	17%	39%A
Same	33%	38%
Down	50%B	21%
N/A	-	2%

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

#### Level of Reservations for Next 3 Months



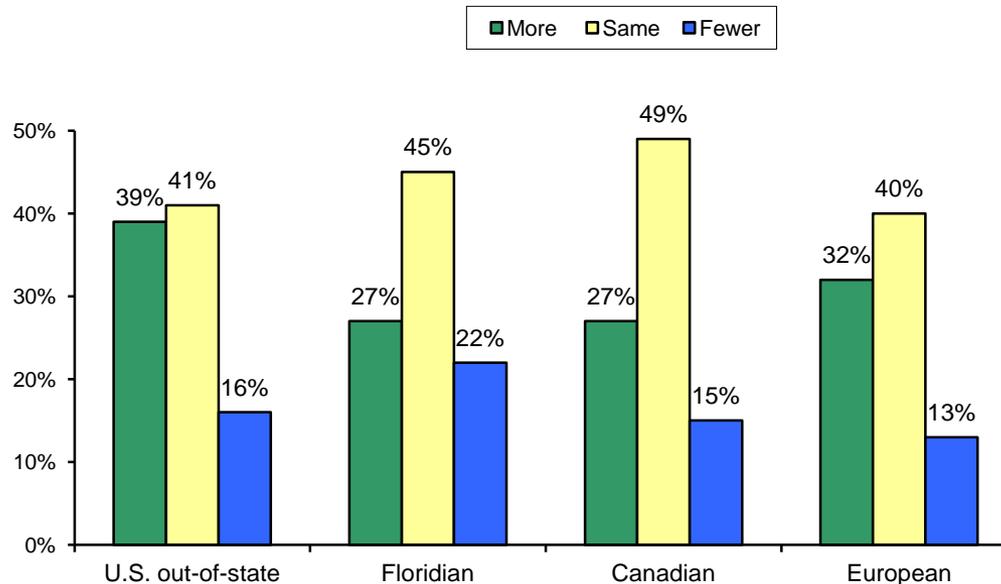


## Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (114/81 Minimum)	More		Same		Fewer		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
	A	B	A	B	A	B	A	B
	U.S out-of-state	20%	39%A	42%	41%	35%B	16%	3%
Floridian	25%	27%	38%	45%	31%	22%	7%	7%
Canadian	16%	27%	50%	49%	28%B	15%	6%	9%
European	23%	32%	40%	40%	31%B	13%	6%	15%

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

Origin of Guests for Next 3 Months Compared to Last Year  
October 2011



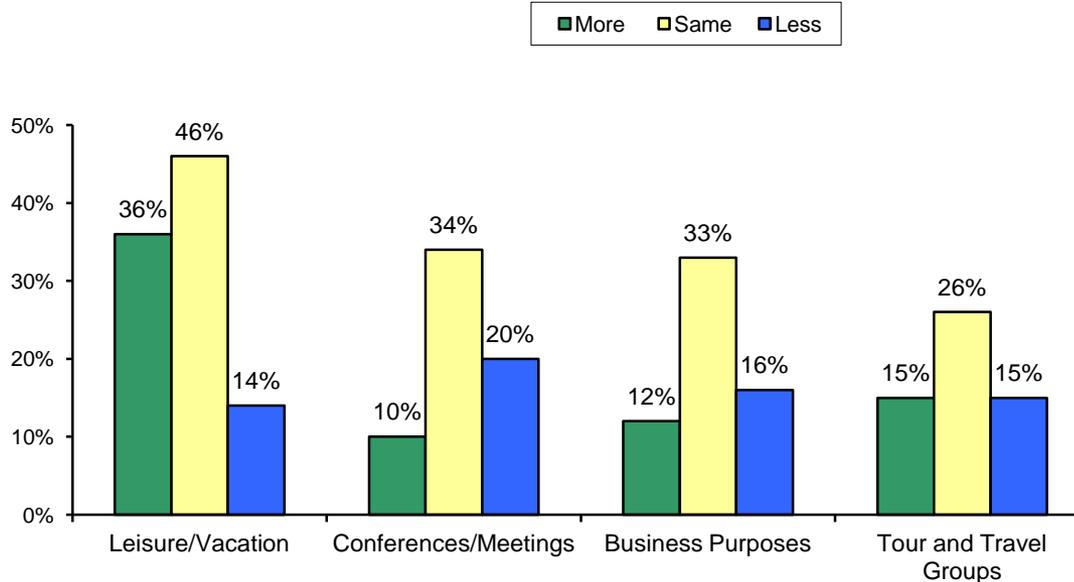


## Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (105/81 Minimum)	More		Same		Less		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
	A	B	A	B	A	B	A	B
	Leisure/Vacation	25%	36%	42%	46%	30%B	14%	3%
Conferences/Meetings	5%	10%	41%	34%	30%	20%	25%	36%
Business Purposes	7%	12%	50%B	33%	23%	16%	21%	38%A
Tour and Travel Groups	12%	15%	38%	26%	18%	15%	31%	44%

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

Type of Travelers for Next 3 Months Compared to Last Year  
October 2011





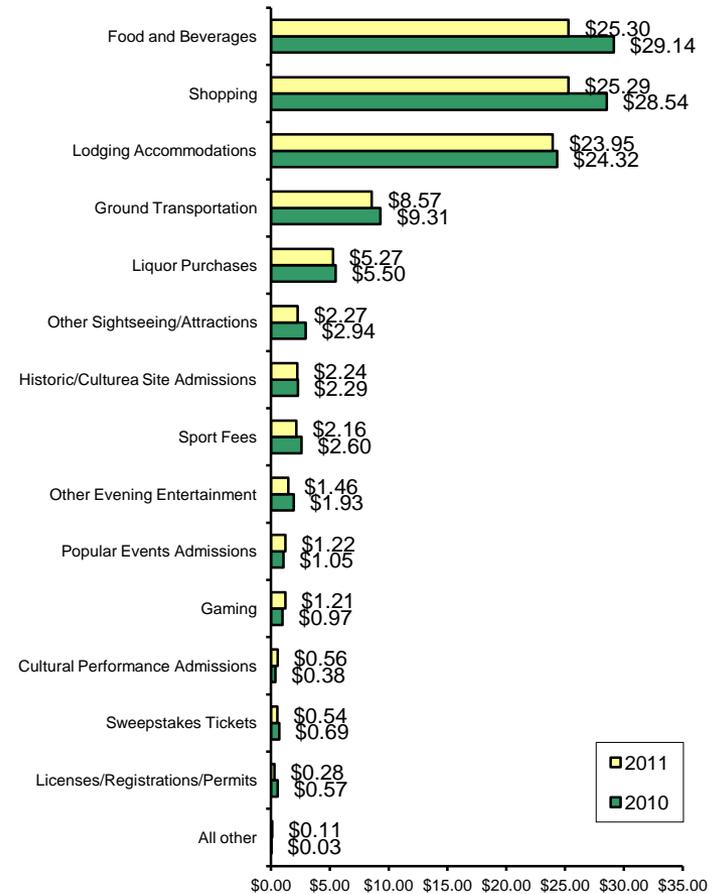
## **Economic Impact Analysis October 2011**



## Average Expenditures

October Average Expenditures per Person per Day			
	2010	2011	% Change
<b>TOTAL</b>	<b>\$110.27</b>	<b>\$100.42</b>	<b>-8.9%</b>
Food and Beverages	\$29.14	\$25.30	-13.2%
Shopping	\$28.54	\$25.29	-11.4%
Lodging Accommodations	\$24.32	\$23.95	-1.5%
Ground Transportation	\$9.31	\$8.57	-7.9%
Liquor Purchases	\$5.50	\$5.27	-4.2%
Other Sightseeing/Attractions	\$2.94	\$2.27	-22.8%
Historic/Cultural Site Admissions	\$2.29	\$2.24	-2.2%
Sport Fees	\$2.60	\$2.16	-16.9%
Other Evening Entertainment	\$1.93	\$1.46	-24.4%
Popular Events Admissions	\$1.05	\$1.22	16.2%
Gaming	\$0.97	\$1.21	24.7%
Cultural Performance Admissions	\$0.38	\$0.56	47.4%
Sweepstakes Tickets	\$0.69	\$0.54	-21.7%
Licenses/Registrations/Permits	\$0.57	\$0.28	-50.9%
All other	\$0.03	\$0.11	266.7%

Average Expenditures per Person per Day

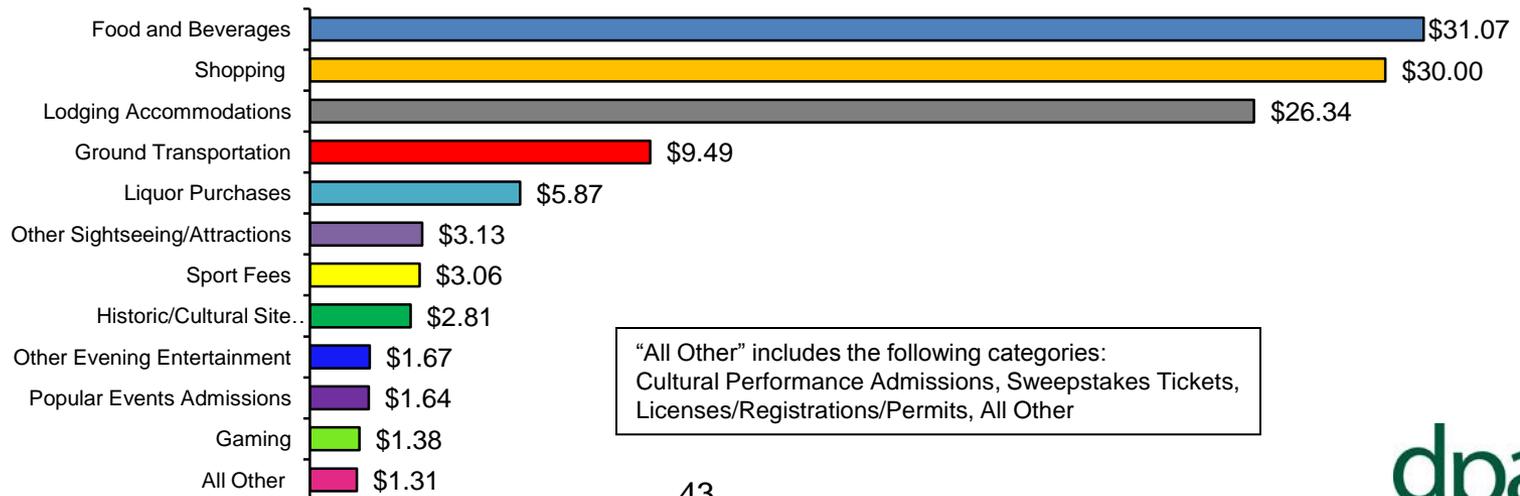




## Total Visitor Expenditures by Spending Category

October TOTAL EXPENDITURES			
	2010	2011	% Change
<b>TOTAL</b>	<b>\$120,331,695</b>	<b>\$117,773,491</b>	<b>-2.1%</b>
Food and Beverages	\$33,447,233	\$31,065,190	-7.1%
Shopping	\$30,992,155	\$29,996,407	-3.2%
Lodging Accommodations	\$23,612,871	\$26,336,580	11.5%
Ground Transportation	\$11,642,639	\$9,494,566	-18.5%
Liquor Purchases	\$5,341,425	\$5,868,488	9.9%
Other Sightseeing/Attractions	\$3,480,983	\$3,134,011	-10.0%
Sport Fees	\$2,820,837	\$3,060,711	8.5%
Historic/Cultural Site Admissions	\$3,399,830	\$2,809,625	-17.4%
Other Evening Entertainment	\$1,762,009	\$1,673,989	-5.0%
Popular Events Admissions	\$1,580,097	\$1,640,619	3.8%
Gaming	\$561,073	\$1,384,100	146.7%
All Other	\$1,690,543	\$1,309,205	-22.6%

October 2011 Total Expenditures  
(Millions)



"All Other" includes the following categories:  
Cultural Performance Admissions, Sweepstakes Tickets,  
Licenses/Registrations/Permits, All Other



## Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2010	2011	% Change	2010	2011	% Change
<b>TOTAL</b>	<u>\$79,572,325</u>	<u>\$85,165,279</u>	<u>7.0%</u>	<u>\$40,759,370</u>	<u>\$32,608,212</u>	<u>-20.0%</u>
Lodging Accommodations	\$23,612,871	\$26,336,580	11.5%	\$0	\$0	-
Shopping	\$18,186,507	\$19,800,881	8.9%	\$12,805,648	\$10,195,526	-20.4%
Food and Beverages	\$19,486,882	\$19,425,275	-0.3%	\$13,960,351	\$11,639,915	-16.6%
Ground Transportation	\$5,932,448	\$6,461,553	8.9%	\$5,710,191	\$3,033,013	-46.9%
Liquor Purchases	\$3,346,205	\$3,993,907	19.4%	\$1,995,220	\$1,874,581	-6.0%
Other Sightseeing/Attractions	\$2,085,571	\$2,333,093	11.9%	\$1,395,412	\$800,918	-42.6%
Sport Fees	\$1,968,787	\$1,824,051	-7.4%	\$852,050	\$1,236,660	45.1%
Historic/Cultural Site Admissions	\$1,596,949	\$1,530,881	-4.1%	\$1,802,881	\$1,278,744	-29.1%
Other Evening Entertainment	\$1,007,541	\$979,339	-2.8%	\$754,468	\$694,650	-7.9%
Popular Events Admissions	\$1,068,042	\$923,510	-13.5%	\$512,055	\$717,109	40.0%
Gaming	\$371,204	\$629,581	69.6%	\$189,869	\$754,519	297.4%
All Other	\$909,318	\$926,628	1.9%	\$781,225	\$382,577	-51.0%

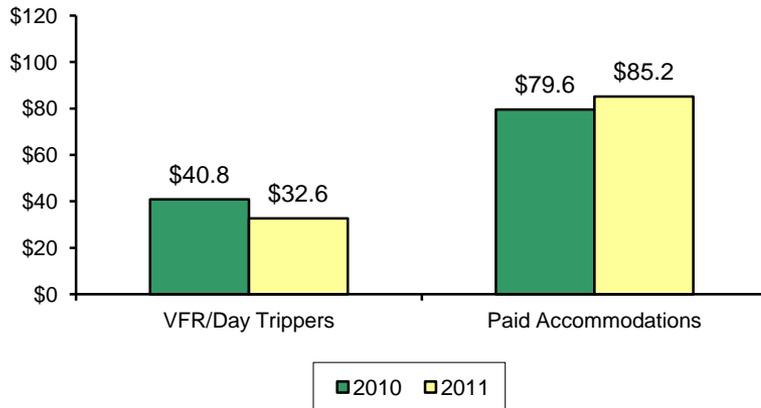
"All Other" includes the following categories:  
Cultural Performance Admissions, Sweepstakes Tickets,  
Licenses/Registrations/Permits, All Other



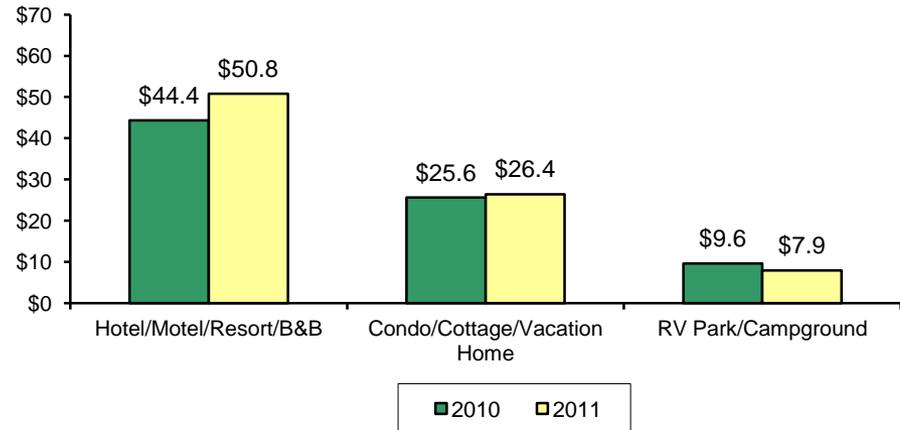
## Total Visitor Expenditures by Lodging Type

October Total Expenditures by Lodging Type					
	2010	2011	% Change	2010	2011
<b>TOTAL</b>	<b>\$120,331,695</b>	<b>\$117,773,491</b>	<b>-2.1%</b>	<b>100%</b>	<b>100%</b>
Visiting Friends & Relatives/Day Trippers	\$40,759,370	\$32,608,212	-20.0%	34%	28%
<b>Paid Accommodations</b>	<b>\$79,572,325</b>	<b>\$85,165,279</b>	<b>7.0%</b>	<b>66%</b>	<b>72%</b>
<i>Hotel/Motel/Resort/B&amp;B</i>	\$44,353,847	\$50,817,640	14.6%	37%	43%
<i>Condo/Cottage/Vacation Home</i>	\$25,619,419	\$26,418,964	3.1%	21%	22%
<i>RV Park/Campground</i>	\$9,599,059	\$7,928,675	-17.4%	8%	7%

Expenditures by Lodging Type  
(Millions)



Paid Accommodations Expenditures by Lodging Type  
(Millions)





## 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.



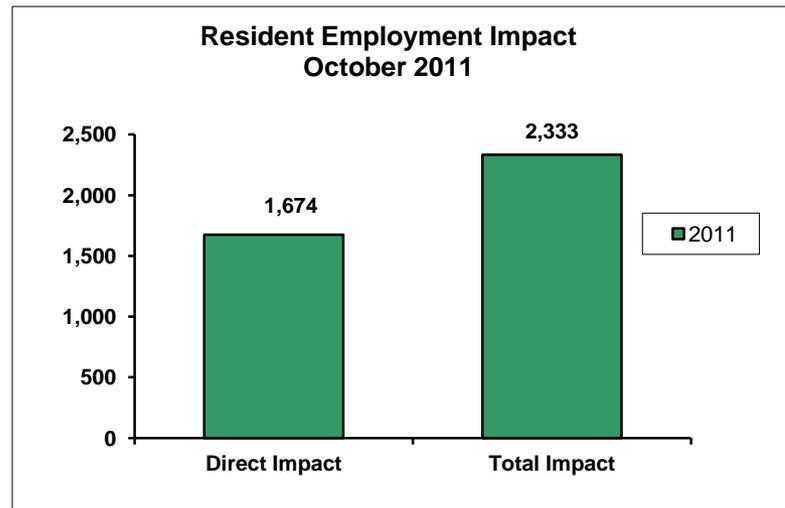
## Impact on Jobs for Lee County Residents

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.).





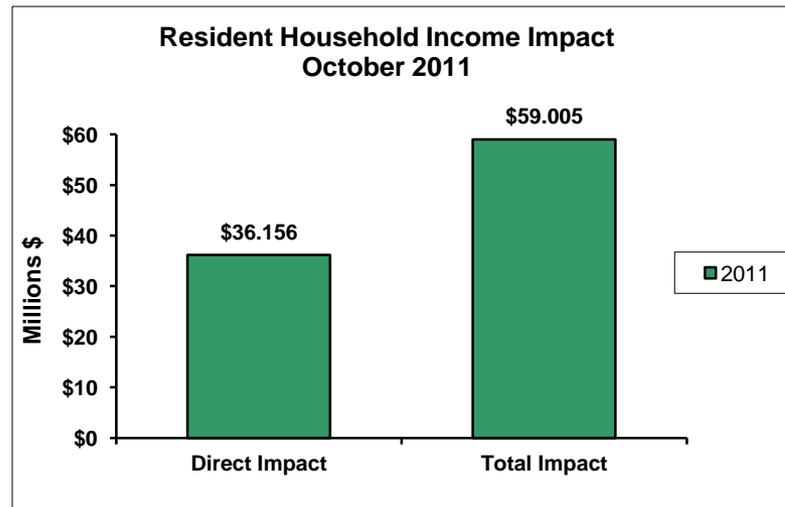
## Impact on Household Income for Lee County Residents

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.

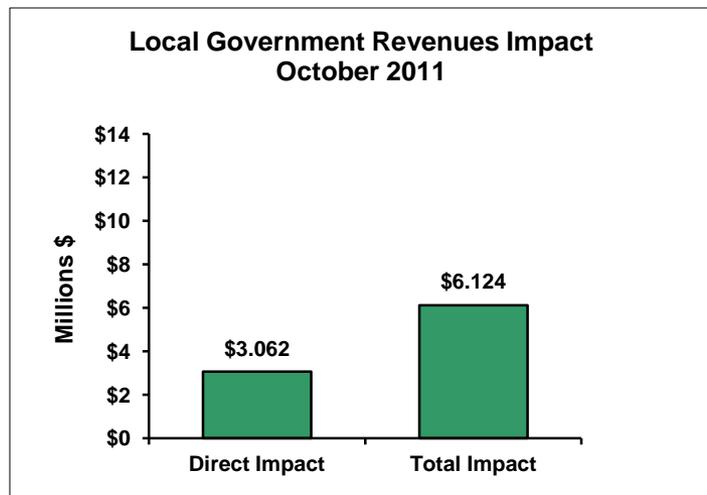
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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.

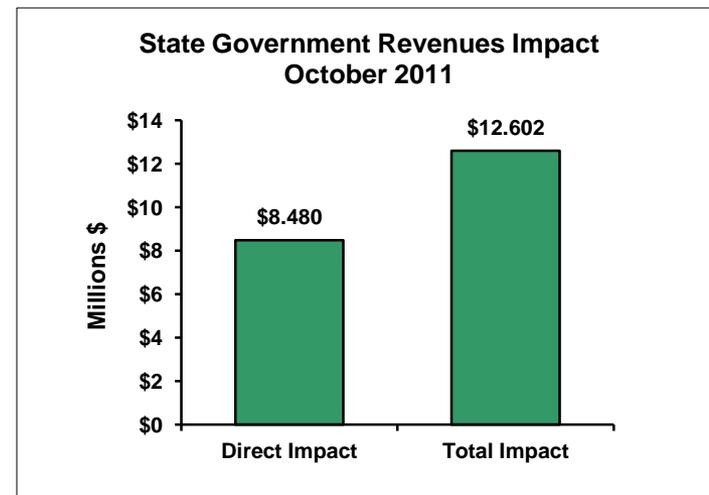
State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

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).



October 2011



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## **Appendix October 2011**



## October 2011 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Bel-Air	10/6/2011	6
Fort Myers Beach	Best Western	10/6/2011	8
Fort Myers Beach	Neptune Inn	10/6/2011	8
Ft. Myers	Edison Estates	10/10/2011	11
North Fort Myers	Shell Factory	10/10/2011	5
Sanibel	Loggerhead Cay	10/12/2011	5
Sanibel	Sanibel Inn	10/12/2011	5
Sanibel	Sanibel Surfside	10/12/2011	4
Sanibel	Sundial Resort	10/12/2011	7
Sanibel	Tortuga Beach Club	10/12/2011	5
Bonita Springs	Bonita Beach	10/15/2011	25
Sanibel	Lighthouse Beach	10/21/2011	27
Cape Coral	Cape Coral Yacht Club	10/22/2011	10
Ft. Myers	Centennial Park	10/22/2011	9
Ft. Myers	Clarion	10/22/2011	4
Ft. Myers	Edison Estates	10/26/2011	18
Ft. Myers	Summerline Square Trolley	10/26/2011	7
Fort Myers Beach	Diamond Head	10/27/2011	9
Fort Myers Beach	Estero Beach Club	10/27/2011	9
Fort Myers Beach	Neptune Inn	10/27/2011	5
Fort Myers Beach	Red Coconut RV	10/27/2011	5
Fort Myers Beach	Times Square	10/27/2011	6
<b>TOTAL</b>			<b>198</b>



## Occupancy Interviewing Statistics

Interviews were conducted from November 1 – November 15, 2011. Information was provided by 99 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	65
Condo/Cottage/Vacation Home/Timeshare	20
RV Park/Campground	14
<b>Total</b>	<b>99</b>