



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

**September 2008 Visitor Profile and Occupancy Analysis
November 7, 2008**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary September 2008

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



Executive Summary

- Lee County hosted just over 100,000 visitors staying in paid accommodations during the month of September 2008. An additional 157,000 stayed with friends or relatives while visiting.
- Overall visitation in September 2008 is down 21.2% from September 2007, with equal decreases in both those visiting friends and relatives and those staying in paid accommodations.
- Fewer than half of visitors staying in paid accommodations were U.S. residents, representing a 42.5% drop in U.S. visitation from September 2007. Visitation from Germany and Canada were up significantly over September 2007.
- One-third of US visitors staying in paid accommodations were from the Midwest (37%) or the South (33%), with 15% being in-state visitors.
- Similar to August, September 2008 saw an increase in the proportion of paid accommodations visitors arriving from the Midwest over September 2007 (37% vs. 24%). The proportion of visitors from the South was down, with 33% of September 2008 visitors arriving from the South versus 42% in September 2007.



Total September Visitation					
	%		Visitor Estimates		% Change 2007-2008
	2007	2008	2007	2008	
Paid Accommodations	40%	40%	133,060	104,967	-21.1%
Friends/Relatives	60%	60%	199,778	157,472	-21.2%
<i>Total Visitation</i>			332,838	262,439	-21.2%
September Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	<58%>	43%	77,828	44,740	-42.5%
Germany	17%	<27%>	22,595	28,393	25.7%
United Kingdom	14%	14%	18,829	14,627	-22.3%
Canada	3%	<6%>	3,766	6,023	59.9%
Other/No Answer	8%	<11%>	10,042	11,185	11.4%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	<27%>	15%	21,340	6,883	-67.7%
South (including Florida)	<42%>	33%	32,638	14,627	-55.2%
Midwest	24%	<37%>	18,829	16,347	-13.2%
Northeast	15%	15%	11,298	6,883	-39.1%
West	3%	2%	2,511	860	-65.8%
No Answer	<16%>	13%	12,553	6,023	-52.0%

2008 Top DMAs (Paid Accommodations)		
Indianapolis	12%	5,162
Orlando-Daytona Beach-Melbourne	8%	3,442
Tampa-St. Petersburg	6%	2,581
Philadelphia	6%	2,581
Shreveport	6%	2,581
Chicago	4%	1,721
Cleveland-Akron (Canton)	4%	1,721



Executive Summary

- Average per person per day expenditures continue to fall, with September's average coming in at \$109.12, a 12.5% decrease from September 2007 (\$124.72).
- Total September 2008 visitor expenditures are estimated at \$124 million, a 31% drop from September 2007 (\$180 million). Expenditures by those staying in paid accommodations (-29.3%) and VFR expenditures (-32.5%) both saw similar decreases. Such a decrease is due to both fewer visitors and lower average expenditures.
- Though not so dramatic as the August 2008 increase, September 2008 visitors spent nearly 45% more on gaming than September 2007 visitors. Spending on liquor purchases in September 2008 also increased over September 2007 (3.2%). Interestingly, these increases in liquor and gaming purchases were only evident among those visiting friends and relatives; visitors staying in paid accommodations spent less in every spending category this September.
- When deciding to visit Lee County, September 2008 visitors were more likely than September 2007 visitors to say they were influenced by a number of different attributes:
 - Peaceful/relaxing,
 - White sandy beaches,
 - Warm weather, and
 - Clean environment.
- The decrease in US visitation and corresponding increase in German visitation introduced a few significant differences between September 2007 and September 2008 visitors. September 2008 visitors were more likely to have used a travel agent while planning this trip than were September 2007 visitors (11% vs. 4%), a trend mostly seen among international visitors. In addition, September 2008 brought a higher proportion of first-time visitors to Lee County (39% vs. 26% in September 2007). Again, this was accounted for mostly by international visitors (49% in 2008 vs. 29% in 2007).
- When asked about their least liked features of Lee County, fewer September 2008 visitors mentioned *beach seaweed* (17% versus 26%) and *traffic* (15% versus 24%) than did so in September 2007.
- More September 2008 visitors stayed in condos or vacation homes (32% vs. 20% in September 2007) and fewer stayed in hotels/motels (25% vs. 37% in September 2007).
- Visitor satisfaction has not wavered in the last 15 months, with 91% reporting that they are satisfied with their visit to Lee County. Nine in ten will likely recommend Lee County as a vacation destination (87%), and as many plan to return (85%).



Executive Summary

- September 2008 visitors are in their mid 40s (average age of 46-47). Average annual household income remains high at \$91,000.
- September 2008 saw sizable decreases in occupancy, ADR, and RevPAR among Lee County properties. Average occupancy rates dropped from September 2007 (-15.9%) to an average of 27.5%. This decrease was evident in all types of properties, with RV Parks/Campgrounds showing the largest decrease (-39.6%).
- Unlike August, average daily rates in September 2008 dropped – from \$100.19 in September 2007 to \$96.52 in September 2008 (-3.7%).
- The drop in both occupancy and rates led to decreased RevPARs for all property types. RV parks/campgrounds showed the largest decrease between September 2007 and September 2008.
- In the same pattern shown in August, available roomnights increased (5.5%) between September 2007 and September 2008, while occupied roomnights decreased (-11.5%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	120	130		120	130		120	130	
Hotel/Motel/Resort/B&B	42.1%	37.2%	-11.6%	\$110.42	\$103.02	-6.7%	\$46.53	\$38.28	-17.7%
Condo/Cottage/Vacation Home	18.8%	17.0%	-9.6%	\$147.04	\$128.25	-12.8%	\$27.62	\$21.74	-21.3%
RV Park/Campground	28.5%	17.2%	-39.6%	\$32.15	\$29.37	-8.6%	\$9.17	\$5.05	-44.9%
AVERAGE	32.7%	27.5%	-15.9	\$100.19	\$96.52	-3.7%	\$32.80	\$26.49	-19.2

- Not surprising due to reported occupancy rates, property managers in September 2008 were significantly more negative than they had been in September 2007 when comparing the current month's occupancy and revenue to the same month in the prior year. In 2008, many fewer said that September occupancy was *better* than 2007 (7% versus 34% in 2007). Similarly, fewer said that revenue was better (8% versus 38% in 2007). In addition, more reported *worse* occupancy in September 2008 as compared to September 2007 (72% versus 42%) and worse revenue (70% vs. 37%).
- Projections for the next three months (October-December) are similarly down – with 49% reporting that reservations for the next three months are down (compared with 34% who responded similarly in September 2007). Forty percent report business as the same or better for the next three months, as compared to 63% who responded similarly last year.



September 2008 Lee County Snapshot

Total September Visitation				
	%		Visitor Estimates	
	2007	2008	2007	2008
Paid Accommodations	40%	40%	133,060	104,967
Friends/Relatives	60%	60%	199,778	157,472
<i>Total Visitation</i>			332,838	262,439

Total Visitor Expenditures			
	2007	2008	% Change
	Total Visitor Expenditures	\$180,361,213	\$124,431,421
Paid Accommodations	\$84,922,148	\$60,026,032	-29.3%

September Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2007	2008	2007	2008
Florida	<27%>	15%	21,340	6,883
United States	<58%>	43%	77,828	44,740
Germany	17%	<27%>	22,595	28,393
United Kingdom	14%	14%	18,829	14,627
Canada	3%	<6%>	3,766	6,023

Average Per Person Per Day Expenditures		
2007	2008	% Change
\$124.72	\$109.12	-12.5%

First-Time/Repeat Visitors to Lee County		
	2007	2008
First-time	26%	<39%>
Repeat	<71%>	61%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	120	130		120	130		120	130	
Hotel/Motel/Resort/B&B	42.1%	37.2%	-11.6%	\$110.42	\$103.02	-6.7%	\$46.53	\$38.28	-17.7%
Condo/Cottage/Vacation Home	18.8%	17.0%	-9.6%	\$147.04	\$128.25	-12.8%	\$27.62	\$21.74	-21.3%
RV Park/Campground	28.5%	17.2%	-39.6%	\$32.15	\$29.37	-8.6%	\$9.17	\$5.05	-44.9%
AVERAGE	32.7%	27.5%	-15.9	\$100.19	\$96.52	-3.7%	\$32.80	\$26.49	-19.2



Visitor Profile Analysis September 2008

A total of 199 interviews were conducted with visitors in Lee County during the month of September 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 173 interviews were conducted with visitors in Lee County during the month of September 2007. A total sample of this size is considered accurate to plus or minus 7.4 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.



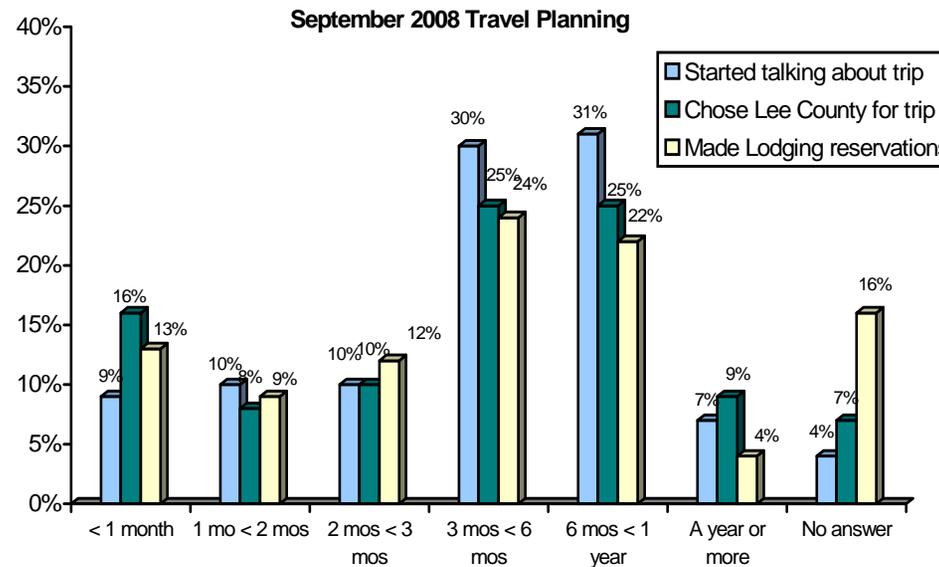
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2007	2008	2007	2008	2007	2008
Total Respondents	173	199	173	199	173	199
< 1 month	12%	9%	16%	16%	<21%>	13%
1 mo - < 2 mos	16%	10%	<16%>	8%	12%	9%
2 mos - < 3 mos	8%	10%	11%	10%	10%	12%
3 mos - < 6 mos	17%	<30%>	9%	<25%>	10%	<24%>
6 mos - < 1 year	34%	31%	<35%>	25%	25%	22%
A year or more	10%	7%	6%	9%	2%	4%
No answer	2%	4%	8%	7%	18%	16%

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		
	September	
	2007	2008
Total Respondents	173	199
Before leaving home	66%	<77%>
After arriving in FL	14%	9%
On the road, but not in FL	1%	<1%>
No answer	19%	14%

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

Computer Access		
	September	
	2007	2008
Total Respondents	173	199
<u>Yes</u>	<u>92%</u>	<u>92%</u>
<i>Home</i>	<38%>	28%
<i>Work</i>	<4%>	1%
<i>Both Home and Work</i>	51%	<63%>
<u>No</u>	<u>8%</u>	<u>7%</u>

Q8: Do you have access to a computer?

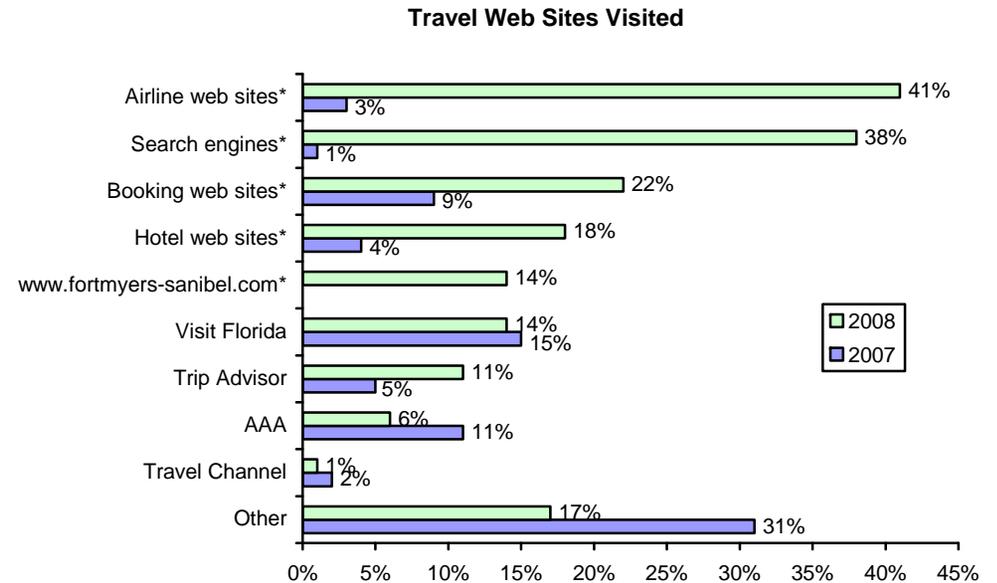


Travel Planning

Travel Web Sites Visited by September Travelers		
	2007	2008
Total Respondents with computer access	160	182
Visited web sites (net)	53%	<81%>
Airline web sites*	3%	41%
Search engines*	1%	38%
Booking web sites*	9%	22%
Hotel web sites*	4%	18%
www.fortmyers-sanibel.com*	--	14%
Visit Florida	15%	14%
Trip Advisor	5%	<11%>
AAA	11%	6%
Travel Channel	2%	1%
Other	15%	17%
Did not visit web sites	<41%>	13%
No Answer	6%	6%

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 October 2007. Therefore, results shown for September 2007 and September 2008 are not directly comparable.*



Base: Respondents with Computer Access



Travel Planning

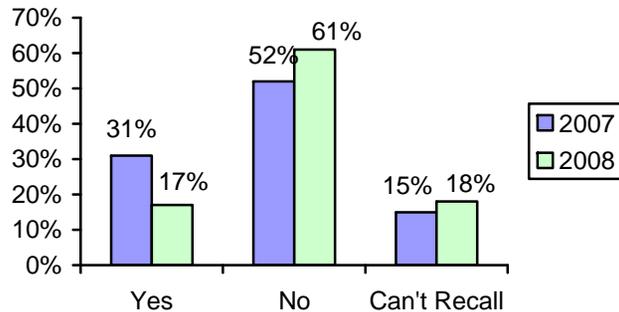
September Travelers Requesting Information		
	2007	2008
Total Respondents	173	199
Requested Information (net)	29%	29%
Hotel Web Site	7%	10%
VCB Web Site	6%	8%
Visitor Guide	10%	5%
Call hotel	6%	2%
Call local Chamber of Commerce	3%	1%
Clipping/mailling coupon	--	1%
Calling VCB toll free number	--	1%
Returning a magazine's reader service card	--	1%
Other	12%	9%
Did not request information	62%	55%
No Answer	9%	16%

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	173	199
Yes	4%	<11%>
No	<95%>	85%

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

Recall of Promotions



Recall of Lee County Promotions		
	2007	2008
Total Respondents	173	199
Yes	<31%>	17%
No	52%	61%
Can't Recall	15%	18%

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



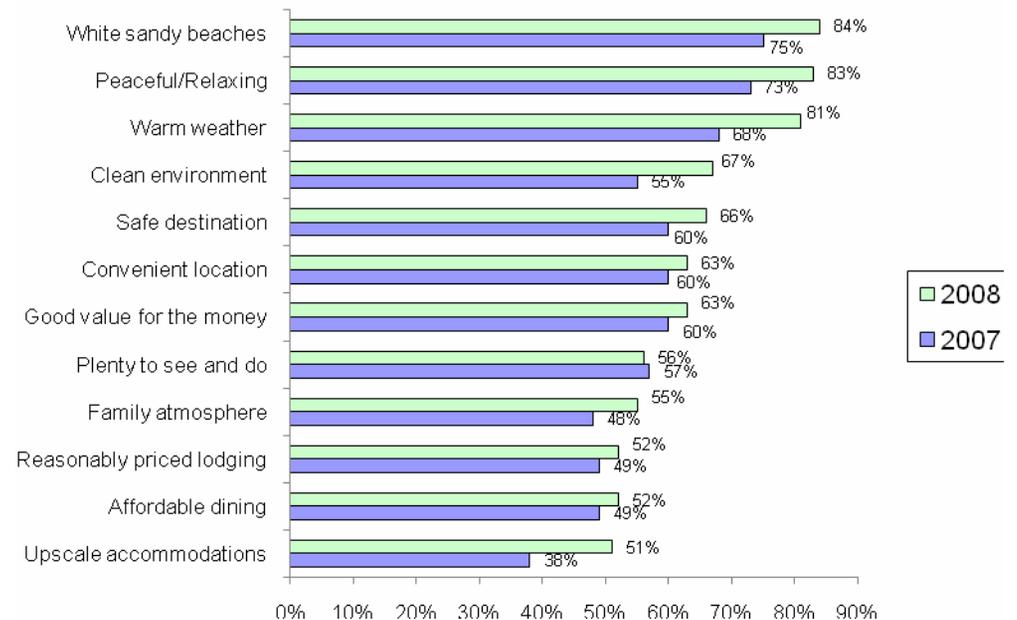
Travel Planning

September Travel Decision Influences*		
	2007	2008
Total Respondents	173	199
White sandy beaches	75%	<84%>
Peaceful/Relaxing	73%	<83%>
Warm weather	68%	<81%>
Clean environment	55%	<67%>
Safe destination	60%	66%
Convenient location	60%	63%
Good value for the money	60%	63%
Plenty to see and do	57%	56%
Family atmosphere	48%	55%
Reasonably priced lodging	49%	52%
Affordable dining	49%	52%
Upscale accommodations	38%	<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)

September Travel Decision Influences*

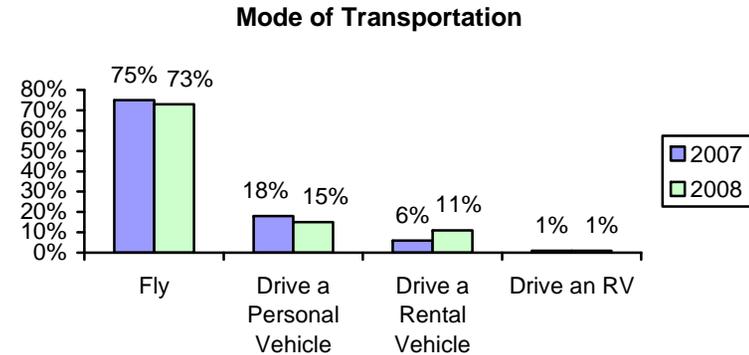




Trip Profile

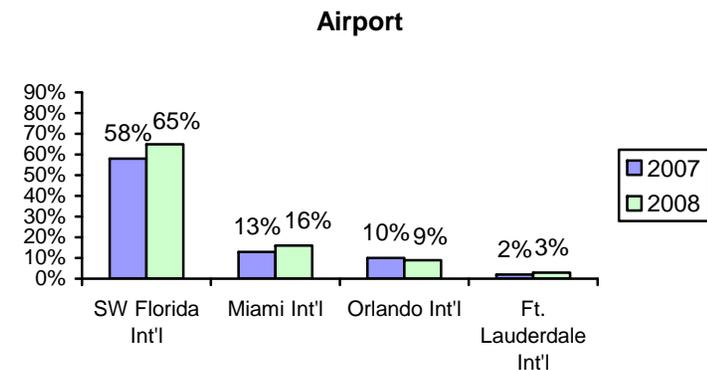
Mode of Transportation		
	2007	2008
Total Respondents	173	199
Fly	75%	73%
Drive a Personal Vehicle	18%	15%
Drive a Rental Vehicle	6%	11%
Drive an RV	1%	1%
Other/No answer	--	1%

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



Airport		
	2007	2008
Total Respondents who Arrived by Air	130	145
SW Florida Int'l	58%	65%
Miami Int'l	13%	16%
Orlando Int'l	10%	9%
Ft. Lauderdale Int'l	2%	3%
Sarasota/Bradenton	3%	2%
Tampa Int'l	<6%>	1%
West Palm Beach Int'l	1%	1%
Other	5%	2%

Q2: At which Florida airport did you land?

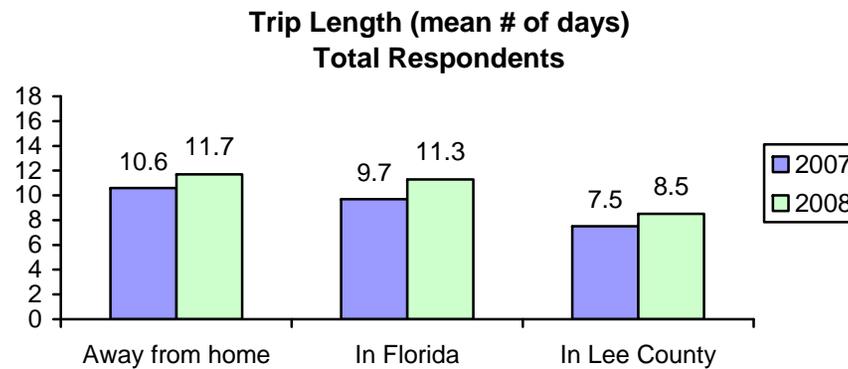




Trip Profile

September Trip Length Mean # of Days			
	Total Respondents		
	2007	2008	% Change
Total Respondents	173	199	
Away from home	10.6	11.7	10.4%
In Florida	9.7	<11.3>	16.5%
In Lee County	7.5	8.5	13.3%

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

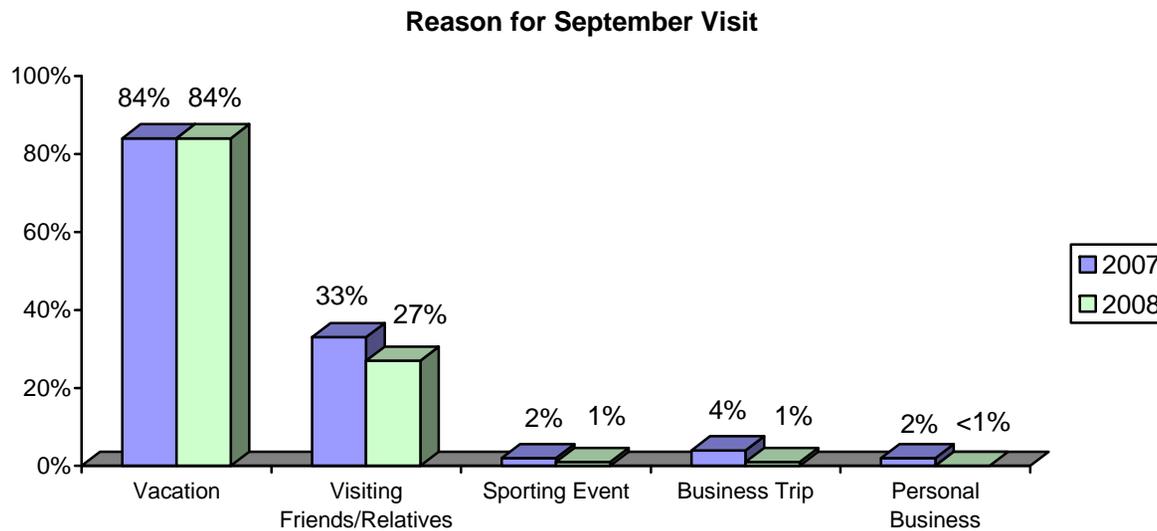




Trip Profile

Reason for September Visit		
	2007	2008
Total Respondents	173	199
Vacation	84%	84%
Visiting Friends/Relatives	33%	27%
Business Trip	4%	1%
Sporting Event	2%	1%
Convention/Conference/Trade Show	--	1%
Personal Business	2%	<1%
Other	4%	2%

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





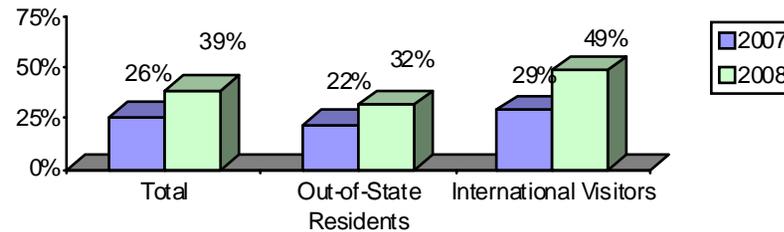
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2007	2008	2007	2008	2007	2008	2007	2008
Total Respondents	173	199	20*	13*	72	70	62	89
Yes	26%	<39%>	N/A	N/A	22%	32%	29%	<49%>
No	<71%>	61%	N/A	N/A	73%	68%	<68%>	51%
No answer	4%	<1%>	N/A	N/A	5%	--	3%	1%

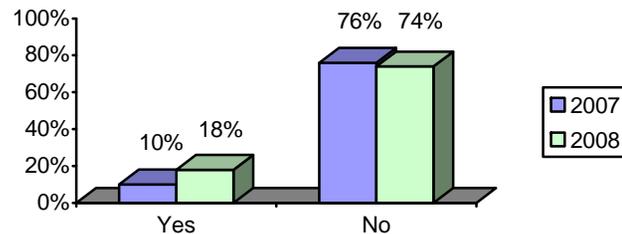
Q20: Is this your first visit to Lee County?

*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	173	199
Yes	10%	<18%>
No	76%	74%
No Answer	3%	1%
FL Residents*	<12%>	6%

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.



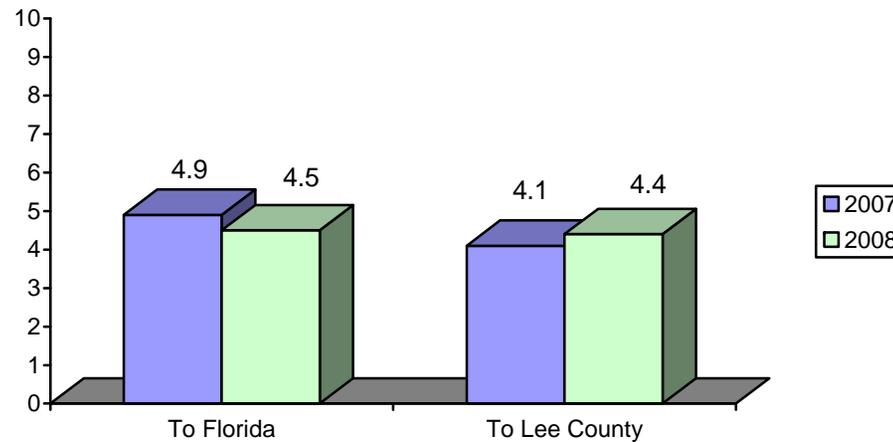
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2007	2008	2007	2008
Base: Repeat Visitors	131 (FL res. Excl.)	148 (FL res. Excl.)	123	121
Number of visits	4.9	4.5	4.1	4.4

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



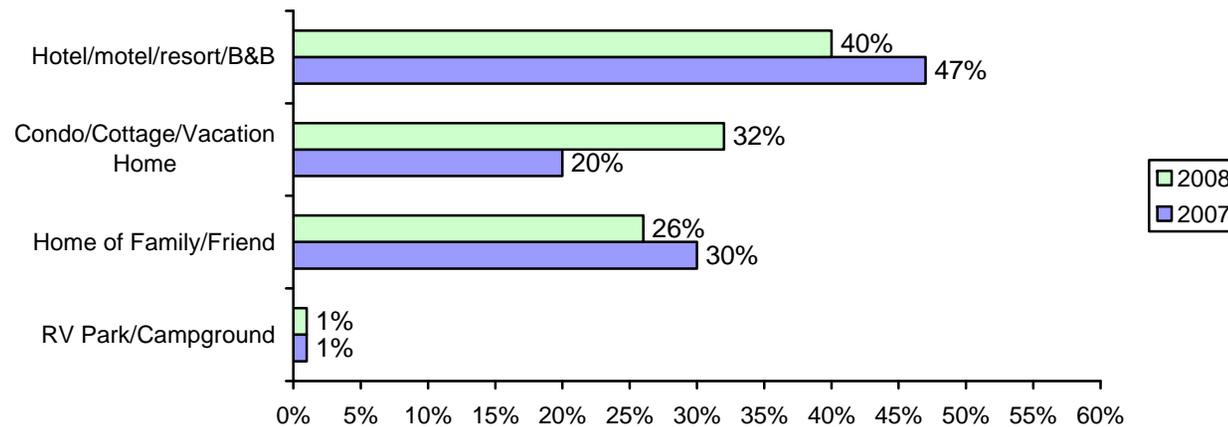


Trip Profile

Type of Accommodations – September Visitors		
	2007	2008
Total Respondents	173	199
Hotel/Motel/Resort/B&B	47%	40%
Hotel/motel/inn	<37%>	25%
Resort	9%	14%
B&B	<1%>	1%
Home of family/friend	30%	26%
Condo/Cottage/Vacation Home	20%	<32%>
Rented home/condo	14%	21%
Borrowed home/condo	5%	5%
Owned home/condo	1%	<6%>
RV Park/Campground	1%	1%
Day trip (no accommodations)	2%	1%
No Answer	--	--

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

Type of Accommodations - September Visitors

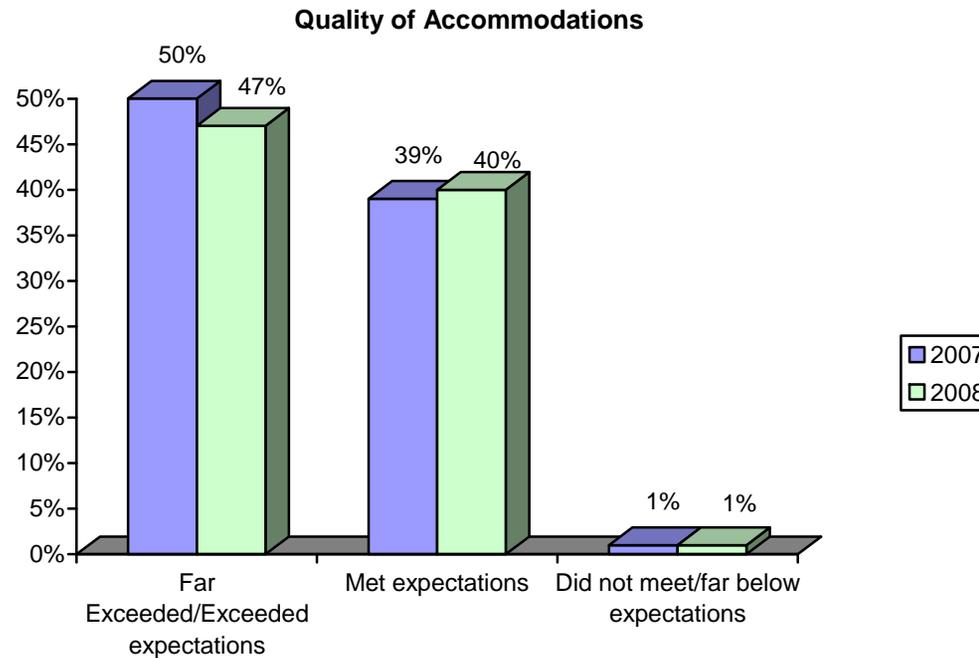




Trip Profile

Quality of Accommodations		
	2007	2008
Total Respondents	173	199
Far exceeded/Exceeded expectations	50%	47%
Met expectations	39%	40%
Did not meet/Far below expectations	1%	1%
No Answer	9%	12%

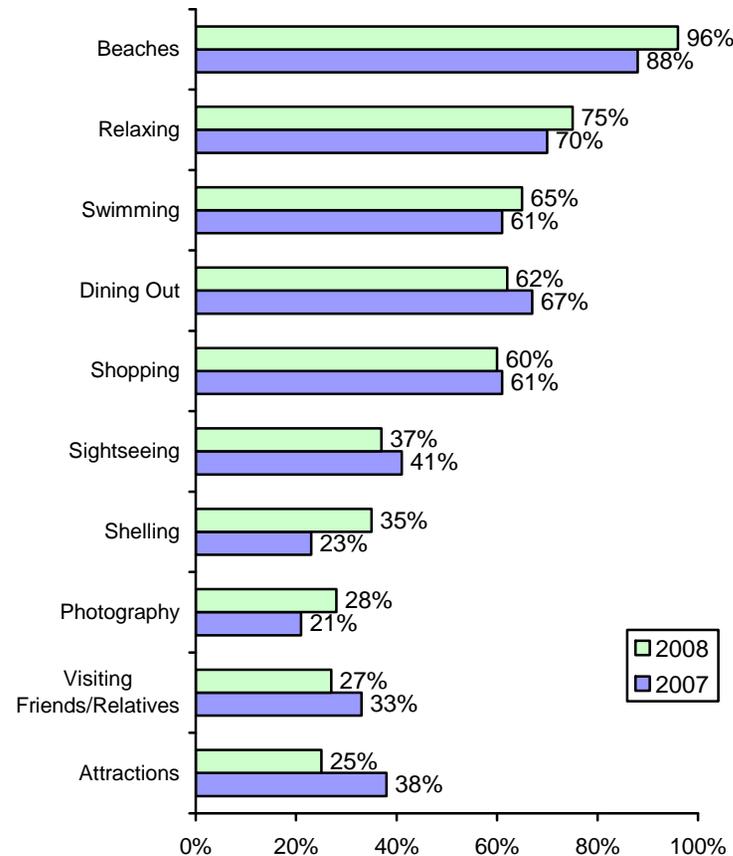
Q26: How would you describe the quality of your accommodations? Do you feel that they:





Trip Activities

September Activities Enjoyed		
	2007	2008
Total Respondents	173	199
Beaches	88%	<96%>
Relaxing	70%	75%
Swimming	61%	65%
Dining out	67%	62%
Shopping	61%	60%
Sightseeing	41%	37%
Shelling	23%	<35%>
Photography	21%	28%
Visiting Friends/Relatives	33%	27%
Attractions	<38%>	25%
Watching Wildlife	15%	20%
Bars/Nightlife	12%	19%
Birdwatching	12%	15%
Bicycle Riding	3%	<10%>
Boating	8%	9%
Miniature Golf	<15%>	8%
Fishing	8%	8%
Parasailing/Jet Skiing	3%	8%
Exercise/Working Out	7%	7%
Golfing	7%	5%
Guided Tour	6%	5%
Cultural Events	5%	4%
Sporting Event	3%	3%
Scuba Diving/Snorkeling	1%	2%
Kayaking/Canoeing	1%	1%
Tennis	1%	1%
Other	7%	4%

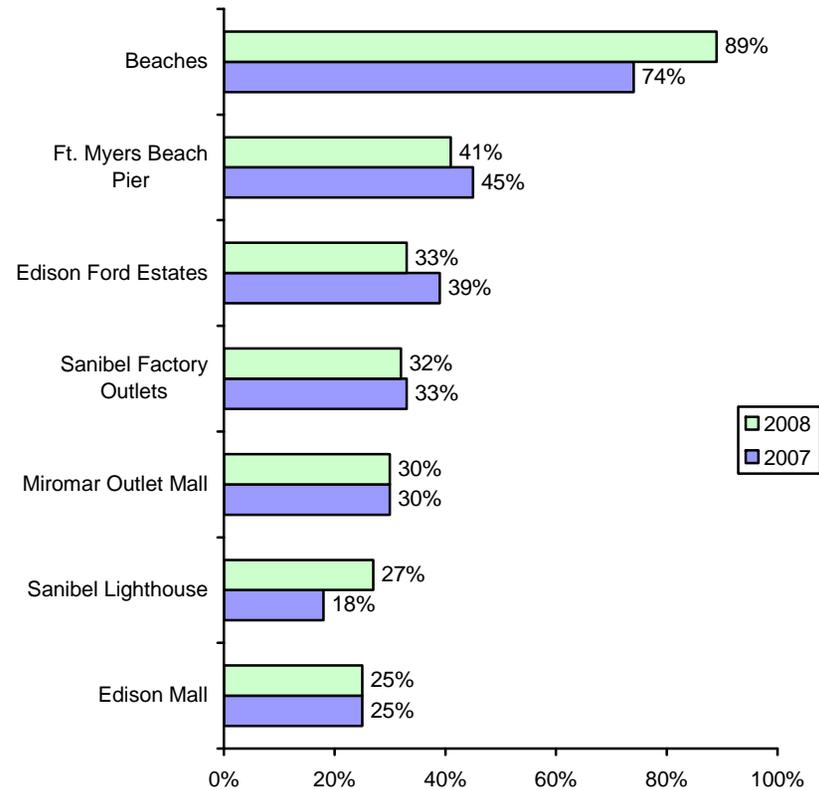


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

September Attractions Visited		
	2007	2008
Total Respondents	173	199
Beaches	74%	<89%>
Ft. Myers Beach Pier	45%	41%
Edison Ford Estates	39%	33%
Sanibel Factory Outlets	33%	32%
Miromar Outlet Mall	30%	30%
Sanibel Lighthouse	18%	<27%>
Edison Mall	25%	25%
Coconut Point Mall	24%	17%
Bell Tower Shops	25%	15%
Ding Darling National Wildlife Refuge	8%	13%
Periwinkle Place	4%	<11%>
Shell Factory and Nature Park	12%	11%
Gulf Coast Town Center	5%	11%
Broadway Palm Dinner Theater	3%	4%
Manatee Park	2%	3%
Bailey-Matthews Shell Museum	5%	3%
Other	4%	3%
None/No Answer	5%	3%



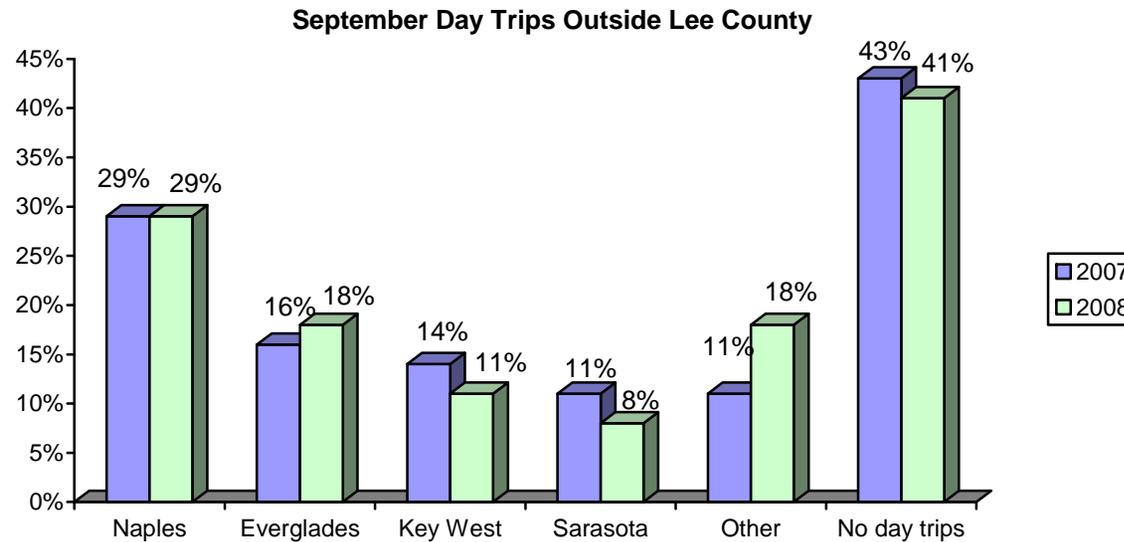
Q29: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

September Day Trips Outside Lee County		
	2007	2008
Total Respondents	173	199
Any Day Trips (net)	51%	52%
<i>Naples</i>	29%	29%
<i>Everglades</i>	16%	18%
<i>Key West</i>	14%	11%
<i>Sarasota</i>	11%	8%
<i>Other</i>	11%	18%
No day trips	43%	41%
No answer	6%	7%

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

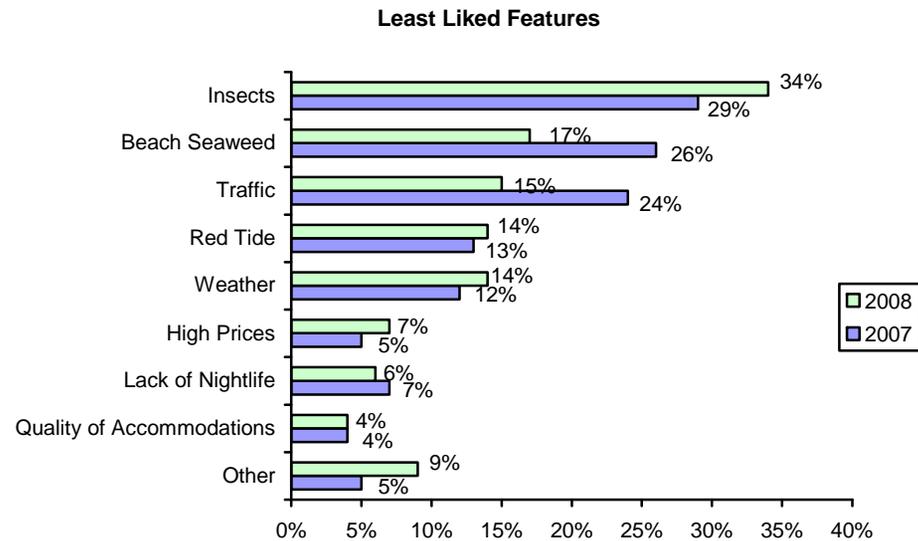




Lee County Experience

Least Liked Features		
	2007	2008
Total Respondents	173	199
Insects	29%	34%
Beach seaweed	<26%>	17%
Traffic	<24%>	15%
Red Tide	13%	14%
Weather	12%	14%
High prices	5%	7%
Lack of nightlife	7%	6%
Quality of accommodations	4%	4%
Other	5%	9%
Nothing/no answer	26%	28%

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



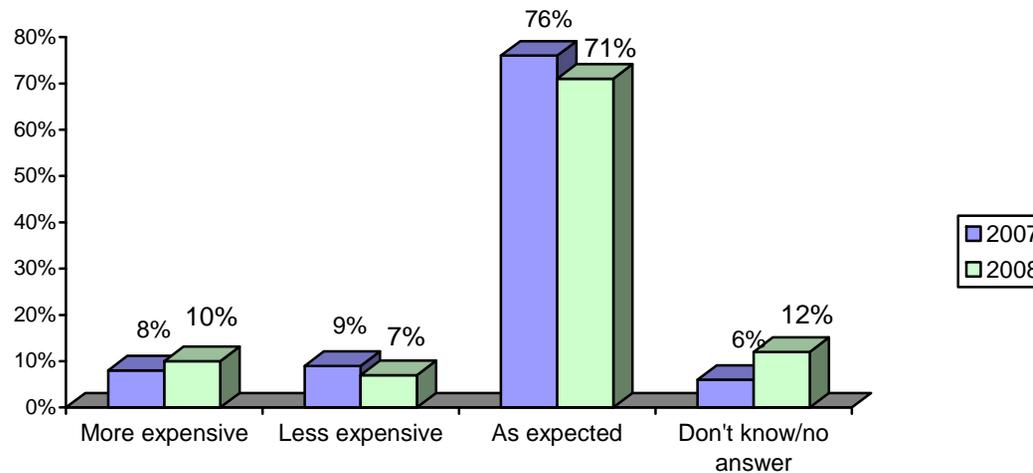


Lee County Experience

Perception of Lee County as Expensive		
	2007	2008
Total Respondents	173	199
More expensive	8%	10%
Less expensive	9%	7%
As expected	76%	71%
Don't know/no answer	6%	12%

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

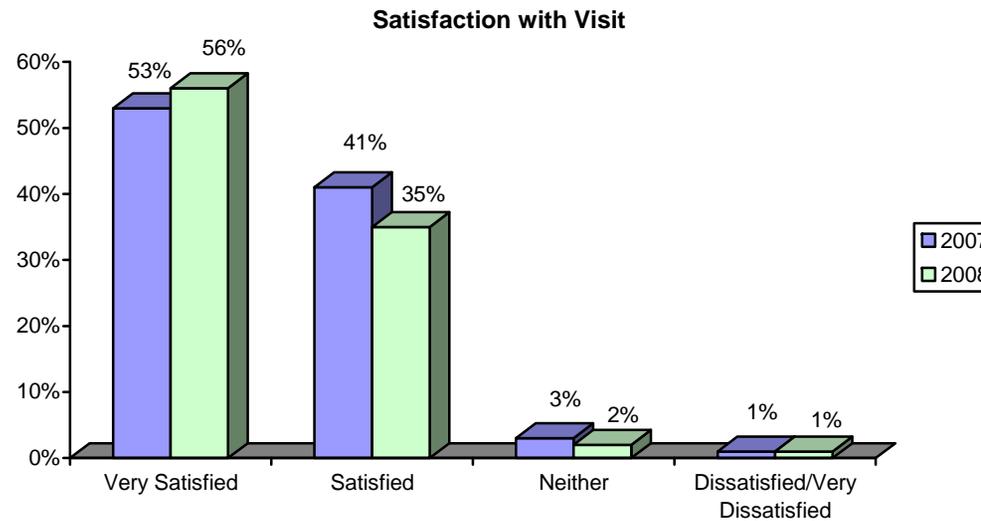




Lee County Experience

Satisfaction with Visit		
	2007	2008
Total Respondents	173	199
Satisfied	94%	91%
<i>Very Satisfied</i>	53%	56%
<i>Satisfied</i>	41%	35%
Neither	3%	2%
Dissatisfied/Very Dissatisfied	1%	1%
Don't know/no answer	3%	6%

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



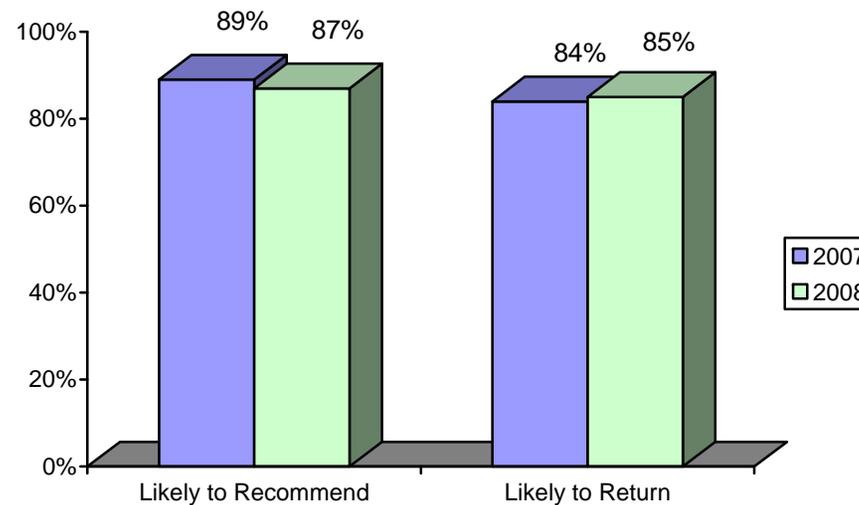


Future Plans

Likelihood to Recommend/Return to Lee County		
	2007	2008
Total Respondents	173	199
Likely to Recommend Lee County	89%	87%
Likely to Return to Lee County	84%	85%
Base: Total Respondents Planning to Return	146	169
Likely to Return Next Year	54%	48%

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")

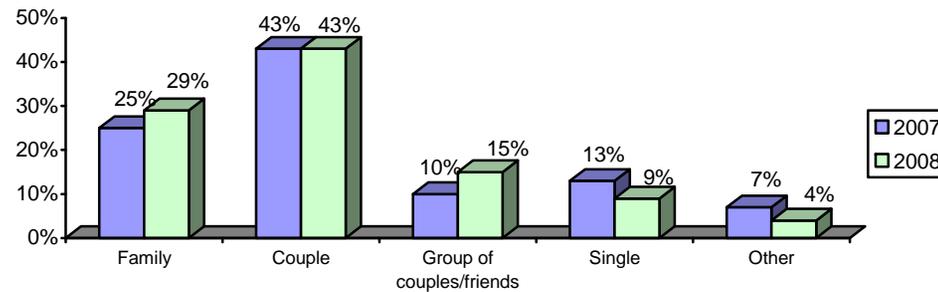




Visitor and Travel Party Demographic Profile

September Travel Party		
	2007	2008
Total Respondents	173	199
Family	25%	29%
Couple	43%	43%
Group of couples/friends	10%	15%
Single	13%	9%
Other	7%	4%
Mean travel party size	2.7	3.0
Mean adults in travel party	2.4	2.7

Travel Party



Travel Parties with Children		
	2007	2008
Total Respondents	173	199
Traveling with any Children (net)	15%	16%
Any younger than 6	6%	9%
Any 6 – 11 years old	6%	5%
Any 12 – 17 years old	7%	5%

Q22: On this trip, are you traveling:

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

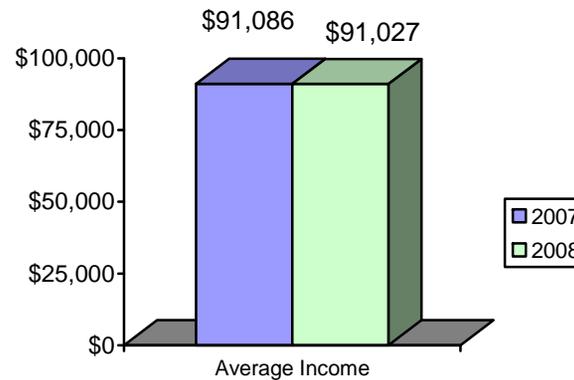
Q24: How many of those people are: Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

September Visitor Demographic Profile		
	2007	2008
Total Respondents	173	199
Vacations per year (mean)	2.7	3.0
Short getaways per year (mean)	3.9	3.3
Age of respondent (mean)	50.0	46.8
Annual household income (mean)	\$91,086	\$91,027
Marital Status		
Married	69%	64%
Single	14%	17%
Other	15%	12%

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 September Visitation					
	%		Visitor Estimates		% Change 2007-2008
	2007	2008	2007	2008	
Paid Accommodations	40%	40%	133,060	104,967	-21.1%
Friends/Relatives	60%	60%	199,778	157,472	-21.2%
<i>Total Visitation</i>			332,838	262,439	-21.2%
September Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	<58%>	43%	77,828	44,740	-42.5%
Germany	17%	<27%>	22,595	28,393	25.7%
United Kingdom	14%	14%	18,829	14,627	-22.3%
Canada	3%	<6%>	3,766	6,023	59.9%
Other/No Answer	8%	<11%>	10,042	11,185	11.4%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	<27%>	15%	21,340	6,883	-67.7%
South (including Florida)	<42%>	33%	32,638	14,627	-55.2%
Midwest	24%	<37%>	18,829	16,347	-13.2%
Northeast	15%	15%	11,298	6,883	-39.1%
West	3%	2%	2,511	860	-65.8%
No Answer	<16%>	13%	12,553	6,023	-52.0%

2008 Top DMAs (Paid Accommodations)		
Indianapolis	12%	5,162
Orlando-Daytona Beach-Melbourne	8%	3,442
Tampa-St. Petersburg	6%	2,581
Philadelphia	6%	2,581
Shreveport	6%	2,581
Chicago	4%	1,721
Cleveland-Akron (Canton)	4%	1,721



Occupancy Data Analysis September 2008

Property managers representing 140 properties in Lee County were interviewed for the September 2008 Occupancy Survey between October 1 and October 15, 2008, a sample considered accurate to plus or minus 8.3 percentage points at the 95% confidence level.

Property managers representing 130 properties in Lee County were interviewed for the September 2007 Occupancy Survey between October 1 and October 15, 2007, a sample considered accurate to plus or minus 8.6 percentage points at the 95% confidence level.



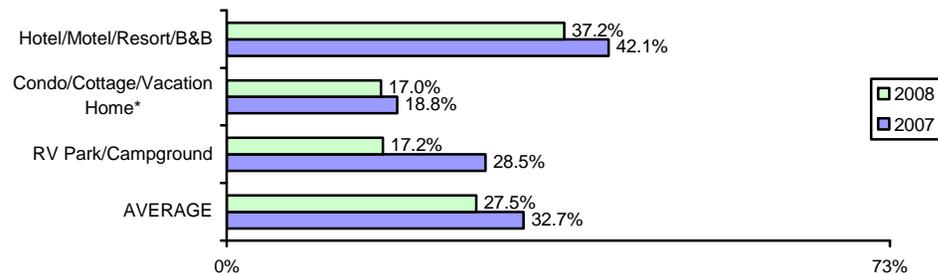
September Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	120	130		120	132		120	130/132	
Hotel/Motel/Resort/B&B	42.1%	37.2%	-11.6%	\$110.42	\$103.02	-6.7%	\$46.53	\$38.28	-17.7%
Condo/Cottage/Vacation Home	18.8%	17.0%	-9.6%	\$147.04	\$128.25	-12.8%	\$27.62	\$21.74	-21.3%
RV Park/Campground	28.5%	17.2%	-39.6%	\$32.15	\$29.37	-8.6%	\$9.17	\$5.05	-44.9%
AVERAGE	32.7%	27.5%	-15.9	\$100.19	\$96.52	-3.7%	\$32.80	\$26.49	-19.2

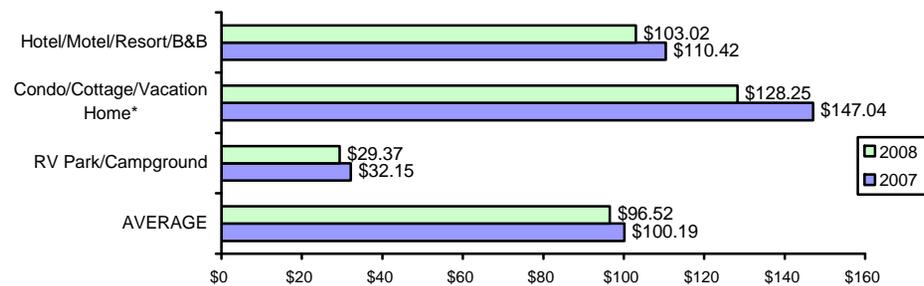
Q16: What was your overall average occupancy rate for the month of September?

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

Average Occupancy Rate



Average Daily Rate

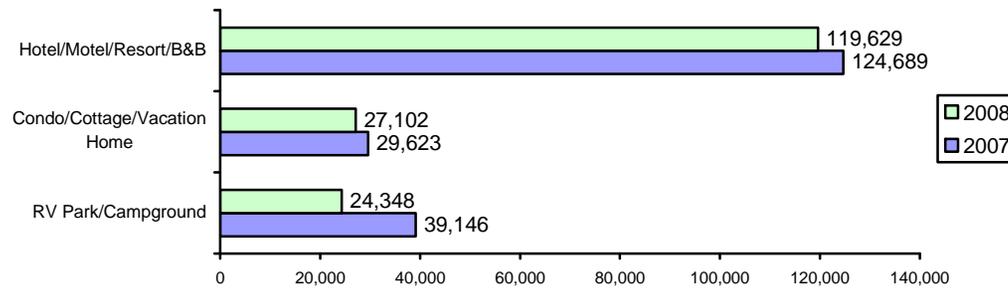




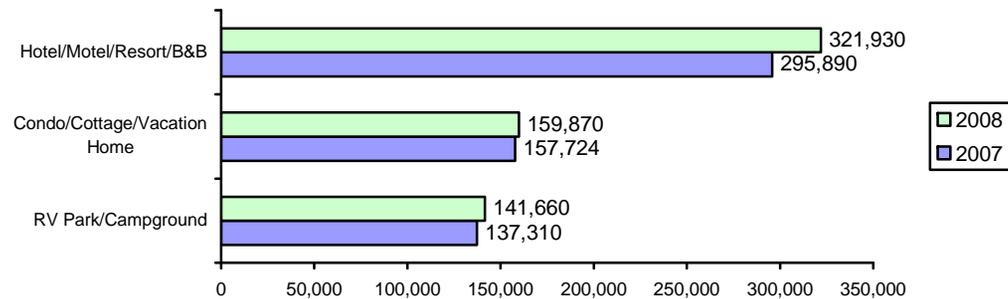
September Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2007	2008	% Change	2007	2008	% Change
Hotel/Motel/Resort/B&B	124,689	119,629	-4.1%	295,890	321,930	8.8%
Condo/Cottage/Vacation Home	29,623	27,102	-8.5%	157,724	159,870	1.4%
RV Park/Campground	39,146	24,348	-37.8%	137,310	141,660	3.2%
Total	193,458	171,115	-11.5%	590,924	623,460	5.5%

Occupied Room Nights



Available Room Nights



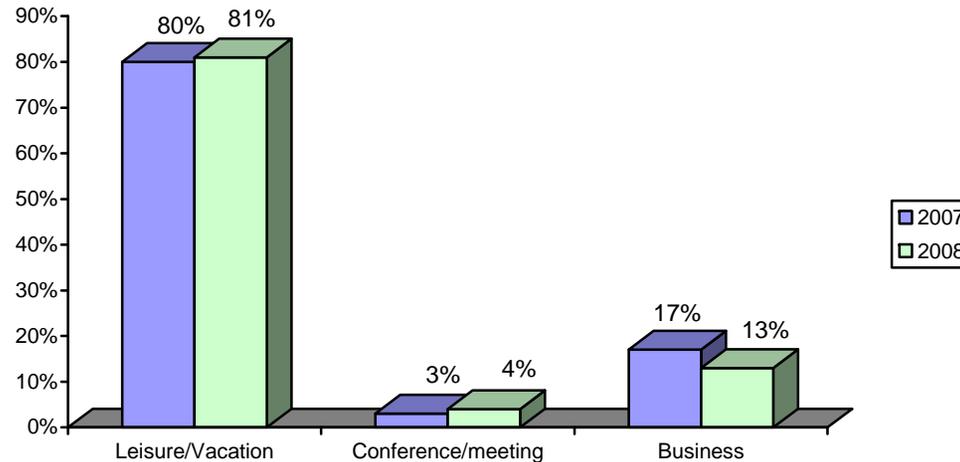


Lodging Management Estimates

September Guest Profile		
	2007	2008
Property Managers Responding	112	106
Purpose of Visit		
Leisure/Vacation	80%	81%
Conference/meeting	3%	4%
Business	17%	13%
Property Managers Responding	113	123
Average guests per room	2.4	2.2
Property Managers Responding	114	121
Average length of stay in nights	5.0	5.7

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

Purpose of Visit

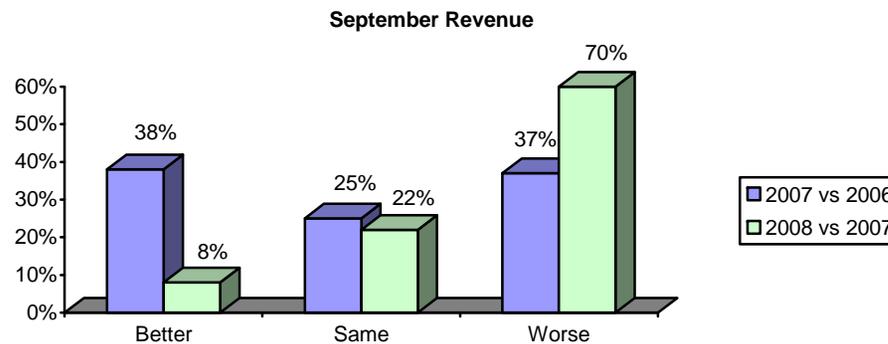
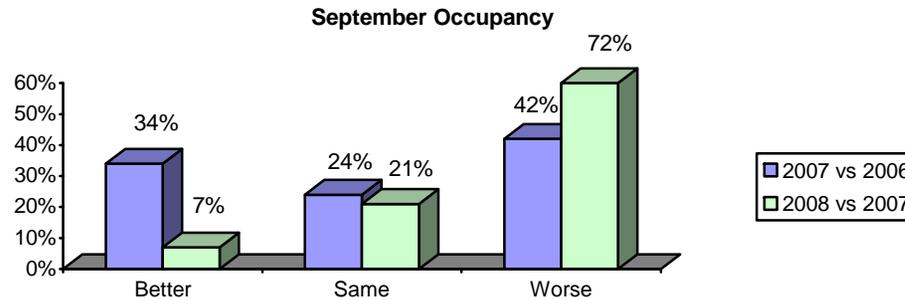




Occupancy Barometer

	September Occupancy		September Revenue	
	2007	2008	2007	2008
Property Managers Responding	117	136	111	135
Better than prior year	<34%>	7%	<38%>	8%
Same as prior year	24%	21%	25%	22%
Worse than prior year	42%	<72%>	37%	<70%>

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



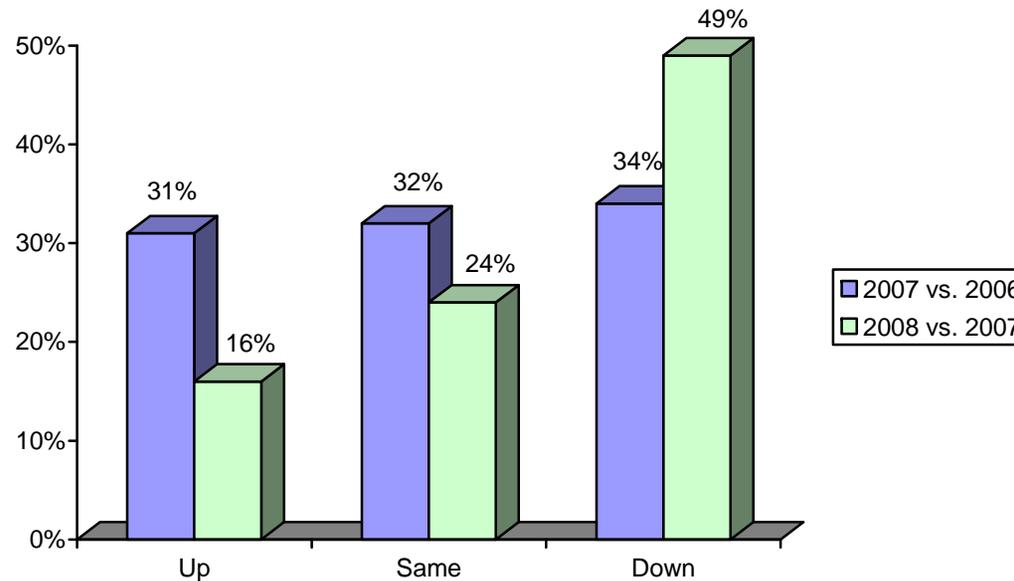


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2007	2008
Property Managers Responding	117	129
Up	<31%>	16%
Same	32%	24%
Down	34%	<49%>

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

Level of Reservations for Next 3 Months Compared to Last Year



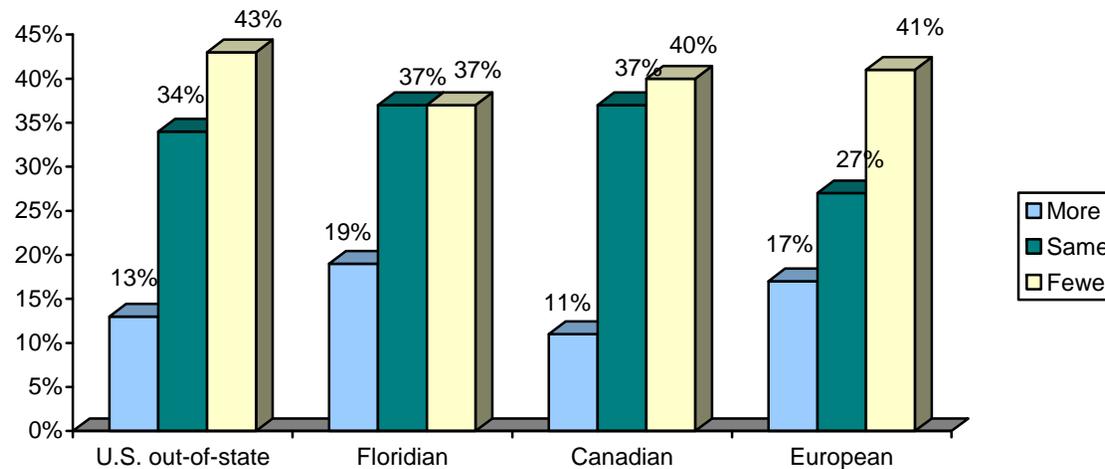


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (103/99 Minimum)	More		Same		Fewer		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
U.S. out-of-state	<27%>	13%	<56%>	34%	14%	<43%>	4%	10%
Floridian	19%	19%	<67%>	37%	11%	<37%>	3%	7%
Canadian	16%	11%	<58%>	37%	18%	<40%>	8%	13%
European	20%	17%	<55%>	27%	18%	<41%>	8%	14%

Q27: Now thinking about the specific origins of your guests, for October, November, and December 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

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

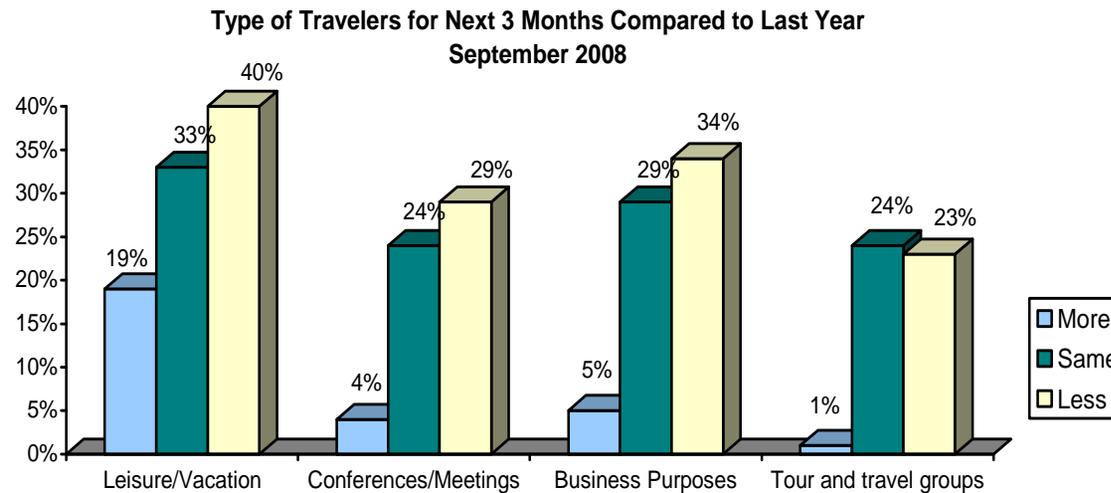




Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (96/78 Minimum)	More		Same		Less		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
Leisure/vacation	26%	19%	<58%>	33%	12%	<40%>	4%	8%
Conferences/Meetings	10%	4%	<43%>	24%	19%	29%	28%	<43%>
Business Purposes	5%	5%	<50%>	29%	19%	<34%>	27%	33%
Tour and travel groups	6%	1%	<43%>	24%	21%	23%	30%	<51%>

Q28: Compared to October, November, and December 2007, will the following types of travelers generate more, the same, or less business for your property in October, November, and December 2008?





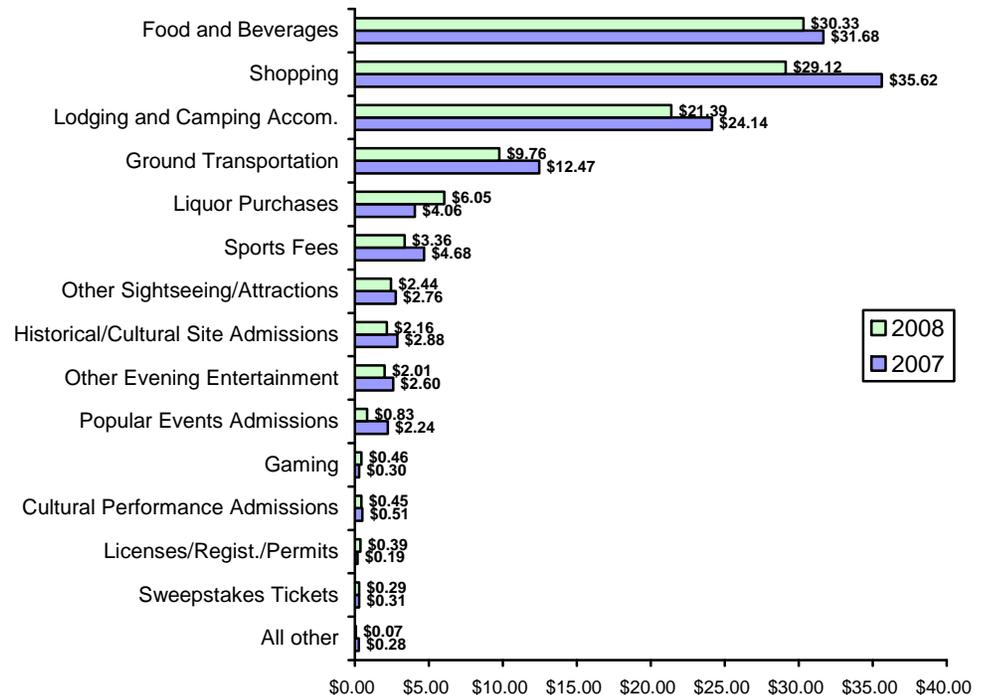
Economic Impact Analysis September 2008



Average Expenditures

September Average Expenditures per Person per Day			
	2007	2008	% Change
TOTAL	\$124.72	\$109.12	-12.5%
Food and Beverages	\$31.68	\$30.33	-4.3%
Shopping	\$35.62	\$29.12	-18.2%
Lodging and Camping	\$24.14	\$21.39	-11.4%
Ground Transportation	\$12.47	\$9.76	-21.7%
Liquor Purchases	\$4.06	\$6.05	49.0%
Sport Fees	\$4.68	\$3.36	-28.2%
Other Sightseeing/Attractions	\$2.76	\$2.44	-11.6%
Historic/Cultural Site Admissions	\$2.88	\$2.16	-25.0%
Other Evening Entertainment	\$2.60	\$2.01	-22.7%
Popular Events Admissions	\$2.24	\$0.83	-62.9%
Gaming	\$0.30	\$0.46	53.3%
Cultural Performance Admissions	\$0.51	\$0.45	-11.8%
Licenses/Registrations/Permits	\$0.19	\$0.39	105.3%
Sweepstakes Tickets	\$0.31	\$0.29	-6.5%
All other	\$0.28	\$0.07	-75.0%

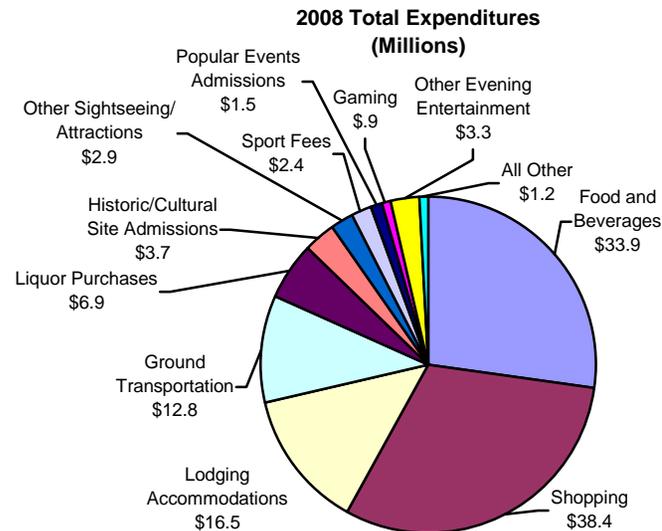
Average Expenditures per Person per Day





Total Visitor Expenditures by Spending Category

	SEPTEMBER TOTAL EXPENDITURES		
	2007	2008	% Change
TOTAL	\$180,361,213	\$124,431,421	-31.0%
Shopping	\$61,015,631	\$38,372,124	-37.1%
Food and Beverages	\$47,491,157	\$33,902,105	-28.6%
Lodging Accommodations	\$20,533,036	\$16,516,559	-19.6%
Ground Transportation	\$18,731,218	\$12,836,954	-31.5%
Liquor Purchases	\$6,686,296	\$6,899,371	3.2%
Historic/Cultural Site Admissions	\$4,610,192	\$3,747,460	-18.7%
Other Evening Entertainment	\$4,353,575	\$3,254,757	-25.2%
Other Sightseeing/Attractions	\$4,279,943	\$2,864,204	-33.1%
Sport Fees	\$6,220,844	\$2,420,916	-61.1%
Popular Events Admissions	\$3,880,890	\$1,530,613	-60.6%
Gaming	\$596,353	\$863,688	44.8%
All Other	\$1,962,078	\$1,222,670	-37.7%





Total Visitor Expenditures by Spending Category

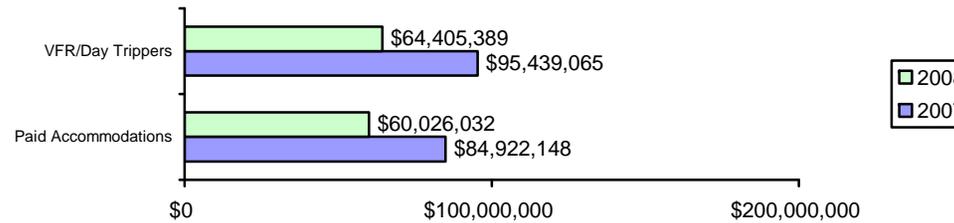
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2007	2008	% Change	2007	2008	% Change
TOTAL	\$84,922,148	\$60,026,032	-29.3%	\$95,439,065	\$64,405,390	-32.5%
Shopping	\$22,399,712	\$16,016,356	-28.5%	\$38,615,919	\$22,355,768	-42.1%
Food and Beverages	\$20,632,422	\$13,692,058	-33.6%	\$26,858,735	\$20,210,047	-24.8%
Lodging Accommodations	\$20,533,036	\$16,516,559	-19.6%	\$0	\$0	
Ground Transportation	\$7,320,573	\$4,444,055	-39.3%	\$11,410,645	\$8,392,899	-26.4%
Liquor Purchases	\$2,809,788	\$2,650,219	-5.7%	\$3,876,508	\$4,249,152	9.6%
Historic/Cultural Site Admissions	\$1,702,166	\$987,206	-42.0%	\$2,908,026	\$2,760,254	-5.1%
Other Evening Entertainment	\$1,853,508	\$974,642	-47.4%	\$2,500,067	\$2,280,115	-8.8%
Other Sightseeing/Attractions	\$1,826,961	\$1,543,834	-15.5%	\$2,452,982	\$1,320,370	-46.2%
Sport Fees	\$3,561,597	\$1,812,678	-49.1%	\$2,659,247	\$608,238	-77.1%
Popular Events Admissions	\$1,297,029	\$547,335	-57.8%	\$2,583,861	\$983,278	-61.9%
Gaming	\$458,814	\$326,819	-28.8%	\$137,539	\$536,869	290.3%
All Other	\$526,542	\$514,271	-2.3%	\$1,435,536	\$708,399	-50.7%



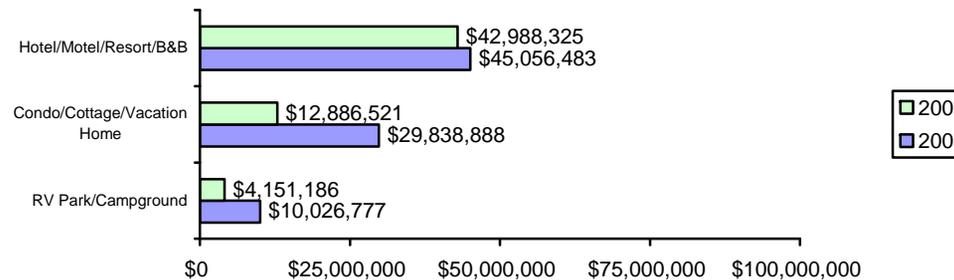
Total Visitor Expenditures by Lodging Type

September Total Expenditures by Lodging Type					
	2007	2008	% Change	2007	2008
TOTAL	\$180,361,213	\$124,431,421	-31.0%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$95,439,065	\$64,405,389	-32.5%	53%	52%
Paid Accommodations	\$84,922,148	\$60,026,032	-29.3%	47%	48%
<i>Hotel/Motel/Resort/B&B</i>	\$45,056,483	\$42,988,325	-4.6%	53%	35%
<i>Condo/Cottage/Vacation Home</i>	\$29,838,888	\$12,886,521	-56.8%	35%	10%
<i>RV Park/Campground</i>	\$10,026,777	\$4,151,186	-58.6%	12%	3%

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.



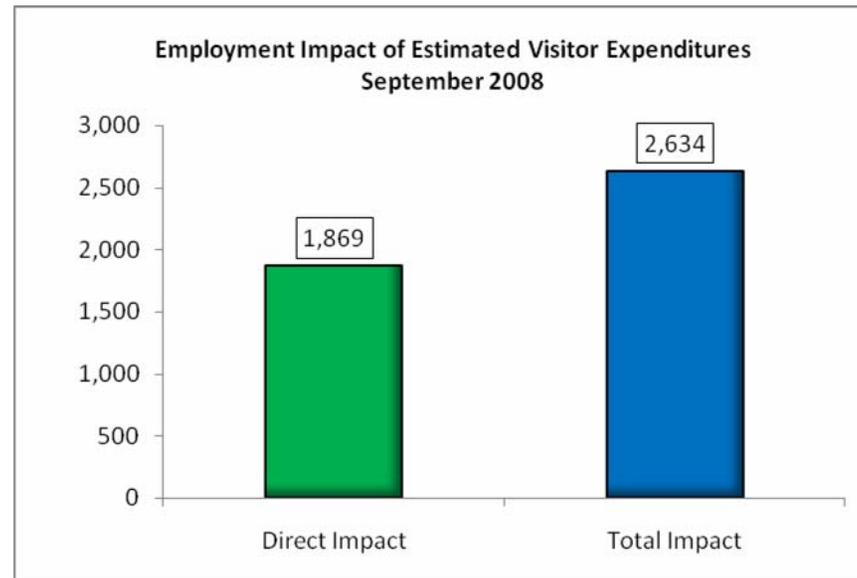
Impact on Jobs for Lee County Residents

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.)





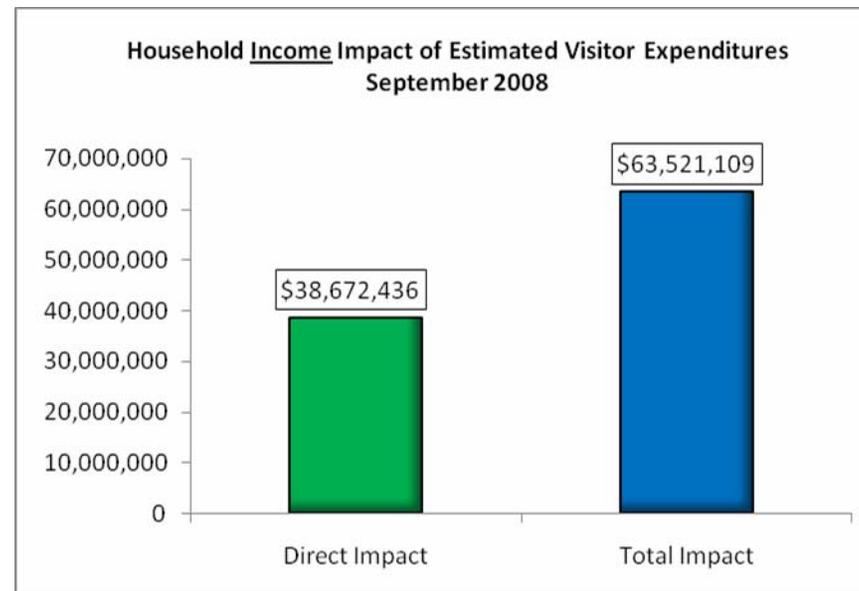
Impact on Household Income for Lee County Residents

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.

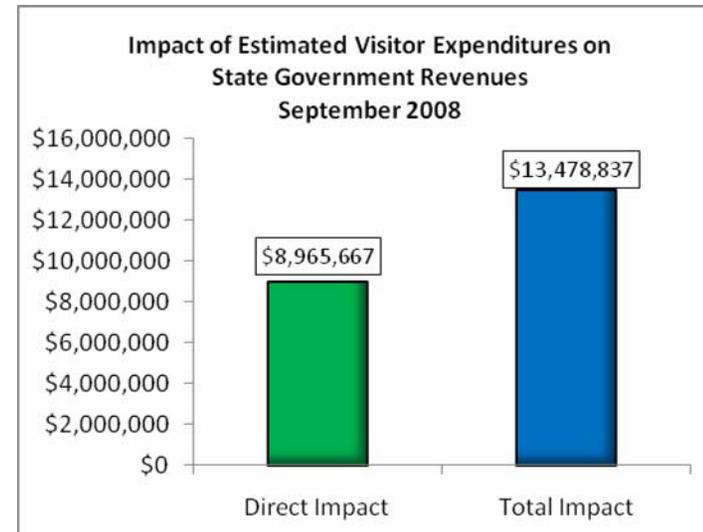
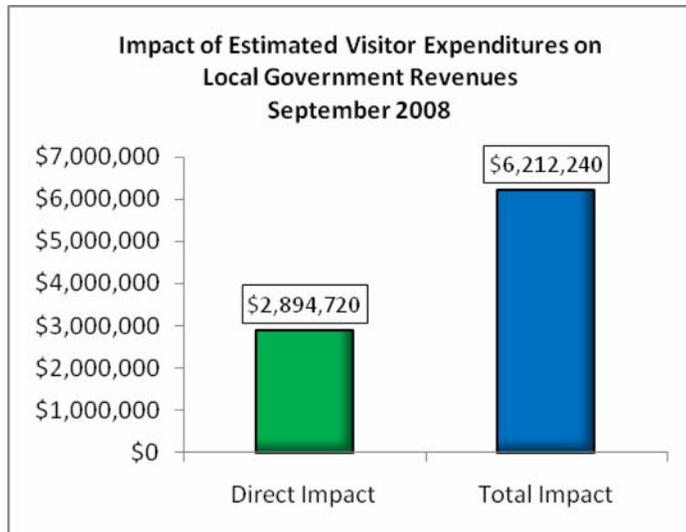
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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 September 2008



September 2008 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers Beach	Bodwitch Point	8-Sept	10
Ft. Myers Beach	Lani Kai	8-Sept	9
Ft. Myers	Edison Home	11-Sept	39
Ft. Myers Beach	Times Square Area	15-Sept	20
Sanibel	Holiday Inn	18-Sept	13
Sanibel	Sanibel Lighthouse Beach	18-Sept	12
Bonita Springs	Beach	22-Sept	35
Ft. Myers	Summerline Square Trolley	22-Sept	16
Sanibel	Pelican Roost	26-Sept	8
Sanibel	Casa Ybel	26-Sept	9
Sanibel	Sanibel Inn	26-Sept	12
Ft. Myers Beach	Pier	30-Sept	9
Ft. Myers Beach	Bel-Air Beach Club	30-Sept	7
TOTAL			199

* 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 October 1 – October 15, 2008. Information was provided by 140 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	77
Condo/Cottage/Vacation Home/Timeshare	43
RV Park/Campground	<u>20</u>
Total	140