

# The Beaches of Fort Myers - Sanibel



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

## Prepared for:

**Lee County Board of County Commissioners  
Lee County Visitor and Convention Bureau**

## Prepared by:



**April 2008 Visitor Profile and Occupancy Analysis  
June 6, 2008**



## Executive Summary April 2008



## Executive Summary

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

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	50%	218,441*
<u>Friends/Relatives</u>	50%	<u>216,230**</u>
<i>Total Visitation</i>		<i>434,671</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	86%	188,493
Canada	6%	14,093
United Kingdom	2%	5,285
Germany	2%	5,285
France	1%	1,762
Other/No Answer	2%	5,285
U.S. Region (Paid Accommodations)***		
Florida	7%	14,093
South (including Florida)	19%	35,232
Midwest	49%	91,604
Northeast	9%	17,616
West	3%	5,285
No Answer	19%	36,994
Top DMAs (Paid Accommodations)***		
Indianapolis	10%	19,378
Chicago	6%	10,570
Grand Rapids-Kalamazoo	6%	10,570
Columbus, OH	4%	7,046
Boston	3%	5,285
New York	3%	5,285
Lansing	3%	5,285
Miami-Fort Lauderdale	3%	5,285
Atlanta	3%	5,285
Orlando-Daytona Beach	3%	5,285

\* Estimated from property managers' responses

\*\* Estimated from survey among residents

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



## Executive Summary

Visitors spent \$276 million in Lee County during the month of April. Two-thirds of this money was spent by those visitors staying in paid accommodations (\$180 million). A total of \$163 million was spent by visitors staying in bed tax collecting accommodations. The highest proportions continue to be spent on food and beverages, shopping, and lodging accommodations.

Two thirds of the April visitors flew to the area (67%), while an additional 32% drove to Lee County. Most Lee County visitors were repeat visitors (80%), averaging four trips in the past five years (4.3).

Nine in ten visitors spent some time at the beach while visiting Lee County (95%). The majority spent time relaxing, dining out, swimming, or shopping.

Most Lee County visitors were satisfied with their visit (95%), a proportion that remains extremely high from month to month. Further, 93% of visitors said they will recommend Lee County to a friend or family member and 90% indicated that they plan to return themselves.

Lee County April visitors are mostly in their late 40s (average age of 48) and are more affluent than the general population (average household income of \$103,091). Almost three-fourths of April visitors are married (74%), with nearly half traveling with children (46%).

Average occupancy rates and average daily rates for the month of April were lower than in March. Hotels, motels, and resorts had the highest occupancy at 65.1%, and average daily rates were highest among condos/cottages/vacation rentals at \$206.79.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	141	139	139/141
Hotel/Motel/Resort/B&B	65.1%	\$173.55	\$113.01
Condo/Cottage/Vacation Home*	54.1%	\$206.79	\$111.84
RV Park/Campground	58.3%	\$47.85	\$27.90
AVERAGE	60.3%	\$150.24	\$90.63

*\* Includes timeshare rental properties.*

Fifty-three percent of the lodging properties surveyed reported their April 2008 occupancy to be better (30%) or the same (23%) as April 2007, while nearly the same proportion said it was worse than one year ago (47%). Lodging revenue showed a similar pattern, with 50% reporting it to be better (27%) or the same (23%) in April 2008 as compared to April 2007, and 50% saying it was worse.



## Visitor Profile Analysis April 2008

*A total of 201 interviews were conducted with visitors in Lee County during the month of April. A total sample of this size is considered accurate to plus or minus 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.*



## Visitor Profile Analysis

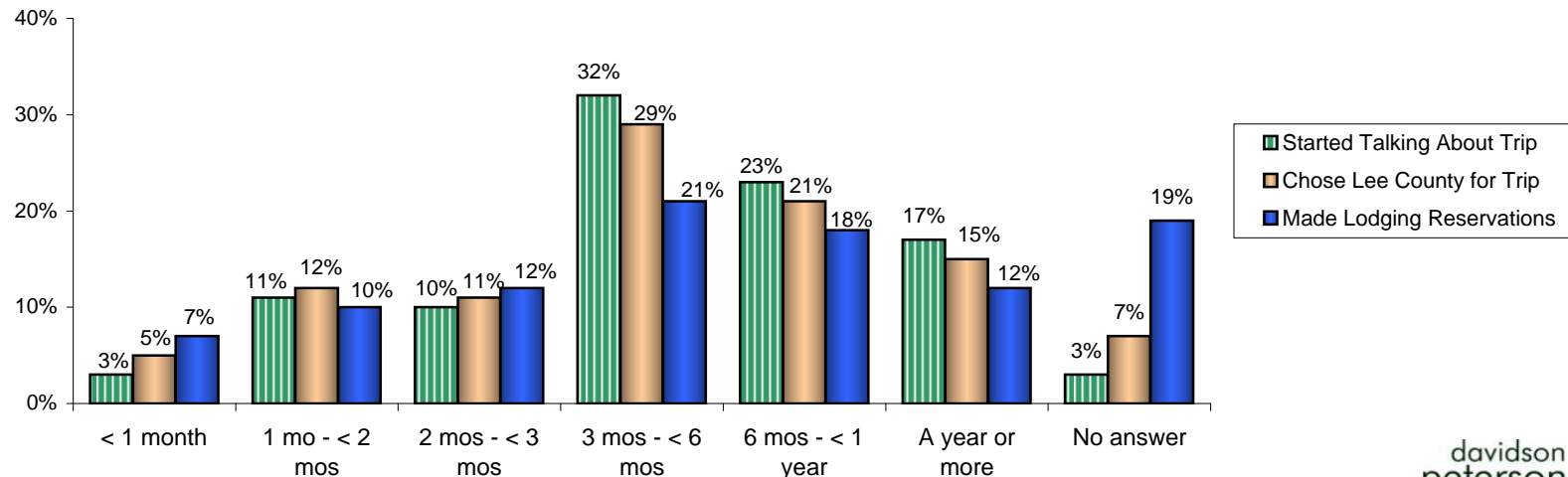
## Travel Planning

Total Respondents	201	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		3%	5%	7%
1 mo - < 2 mos		11%	12%	10%
2 mos - < 3 mos		10%	11%	12%
3 mos - < 6 mos		32%	29%	21%
6 mos - < 1 year		23%	21%	18%
A year or more		17%	15%	12%
No answer		3%	7%	19%

Question 3: When did you "start talking" about going on this trip?

Question 4: When did you choose Lee County for this trip?

Question 5: When did you make lodging reservations for this trip?





## Visitor Profile Analysis

### Travel Planning

#### Reserved Accommodations

Total Respondents	201
Before Leaving Home	80%
After arriving in FL	5%
No Answer	15%

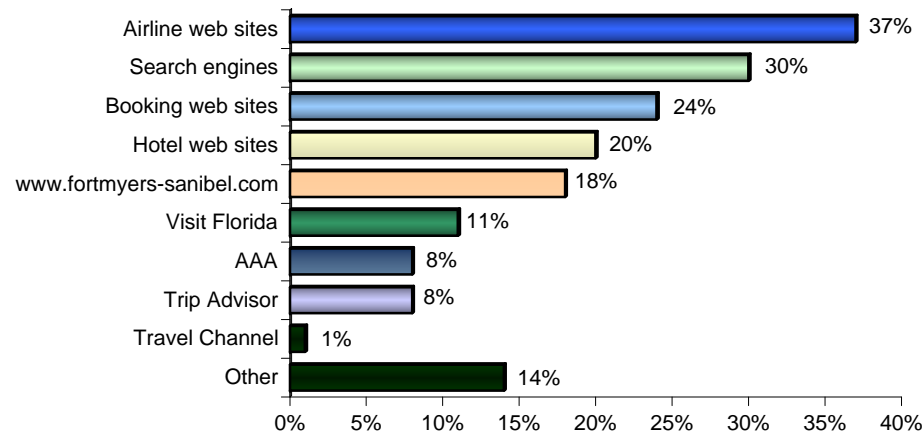
Question 6: Did you make accommodations reservations for your stay in Lee County:

#### Computer Access

Total Respondents	201
<u>Yes</u>	<u>90%</u>
Home	21%
Work	3%
Both Home and Work	66%
<u>No</u>	<u>9%</u>

Question 8: Do you have access to a computer?

#### Travel Web Sites Visited



Base: Respondents with Computer Access

#### Travel Web Sites Visited

Total Respondents with computer access	181
<u>Visited web sites (net)</u>	<u>79%</u>
Airline web sites	37%
Search engines	30%
Booking web sites	24%
Hotel web sites	20%
www.fortmyers-sanibel.com	18%
Visit Florida	11%
AAA	8%
Trip Advisor	8%
Travel Channel	1%
Other	14%
<u>Did not visit web sites</u>	<u>17%</u>
No Answer	4%

Question 9: While planning this trip, which of the following web sites did you visit?  
(Please mark ALL that apply)



## Visitor Profile Analysis

### Travel Planning

#### Requesting Information

<b>Total Respondents</b>	<b>201</b>
<b>Requested Information (net)</b>	<b>32%</b>
<i>Hotel Web Site</i>	12%
<i>VCB Web Site</i>	7%
<i>Call hotel</i>	6%
<i>Visitor Guide</i>	6%
<i>Call local Chamber of Commerce</i>	3%
<i>Returning a Magazine's Reader</i>	
<i>Service Card</i>	1%
<i>Calling the VCB Toll-Free number</i>	1%
<i>Other</i>	14%
<b>Did not request information</b>	<b>55%</b>
<b>No Answer</b>	<b>13%</b>

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

#### Travel Agent Assistance

<b>Total Respondents</b>	<b>201</b>
Yes	7%
No	91%

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

#### Travel Agent Influence

<b>Total respondents who used travel agent</b>	<b>14*</b>
Yes	N/A
No	N/A

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

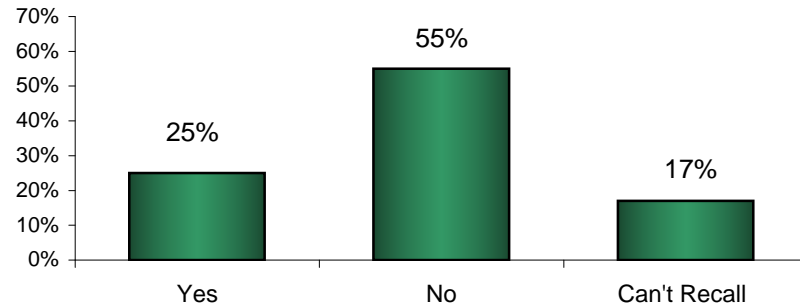
\*N/A: Insufficient number of responses for statistical analysis.

#### Recall of Lee County Promotions

<b>Total Respondents</b>	<b>201</b>
Yes	25%
No	55%
Can't Recall	17%

Question 13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

**Recall of Promotions**





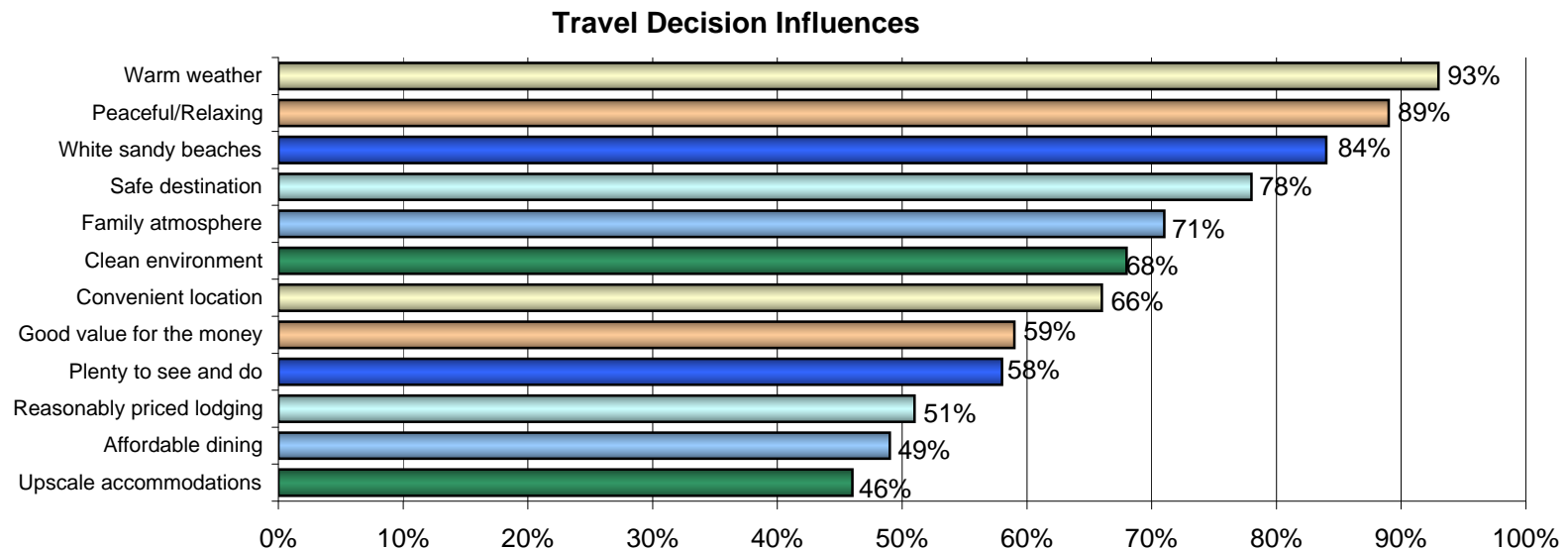


## Visitor Profile Analysis

## Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	201		
Warm weather	93%	Convenient location	66%
Peaceful/Relaxing	89%	Good value for the money	59%
White sandy beaches	84%	Plenty to see and do	58%
Safe destination	78%	Reasonably priced lodging	51%
Family atmosphere	71%	Affordable dining	49%
Clean environment	68%	Upscale accommodations	46%

Question 14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?





## Visitor Profile Analysis

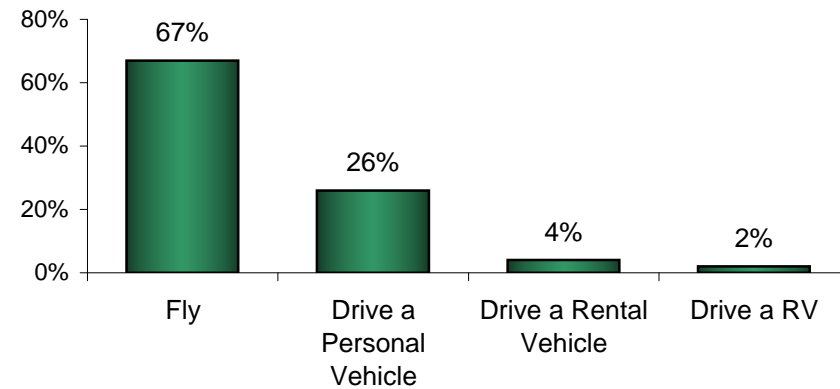
### Trip Profile

#### Mode of Transportation

Mode of Transportation	
Total Respondents	201
Fly	67%
Drive a Personal Vehicle	26%
Drive a Rental Vehicle	4%
Drive a RV	2%
Other/No answer	1%

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

#### Mode of Transportation

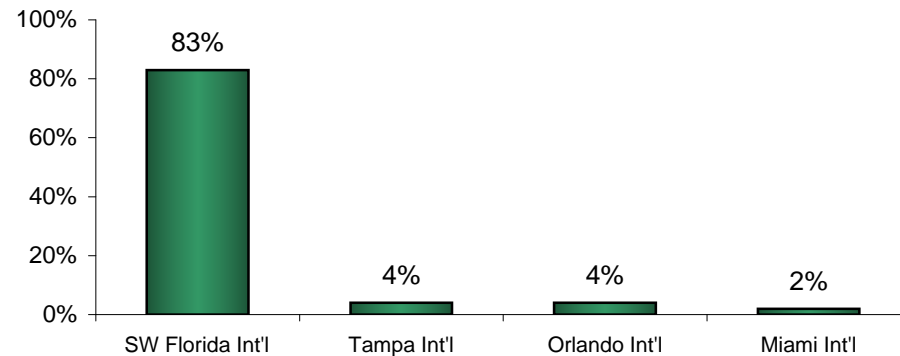


#### Airport

Airport	
Total Respondents who Flew	134
SW Florida Int'l	83%
Tampa Int'l	4%
Orlando Int'l	4%
Miami Int'l	2%
West Palm Beach Int'l	1%
Fort Lauderdale Int'l	1%
Other	5%

Question 2: At which Florida airport did you land?

#### Airport





## Visitor Profile Analysis

### Trip Profile

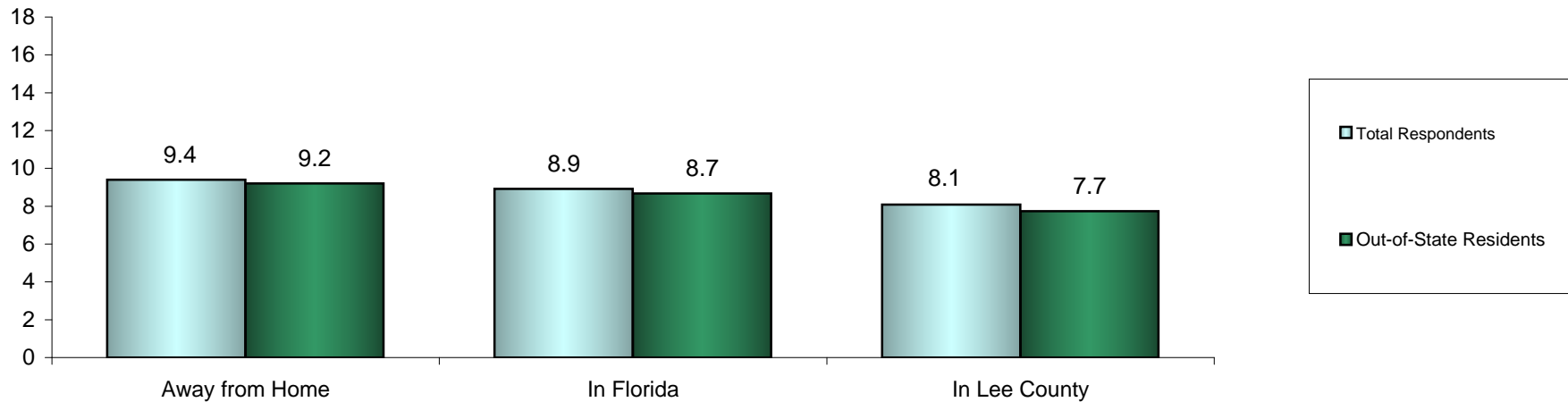
#### Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	201	9*	140	17*
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	9.4	N/A	9.2	N/A
In Florida	8.9	N/A	8.7	N/A
In Lee County	8.1	N/A	7.7	N/A

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

\*Note: NA = Insufficient number of responses for statistical analysis.

Trip Length (mean # of days)

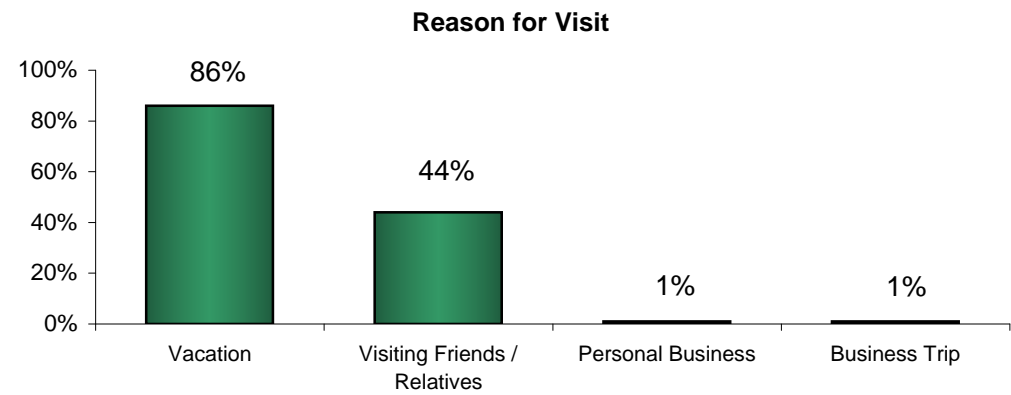




## Visitor Profile Analysis

### Trip Profile

Reason for Visit	
Total Respondents	201
Vacation	86%
Visiting Friends / Relatives	44%
Personal Business	1%
Business Trip	1%
Sporting Event	<1%
Other	3%



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



## Visitor Profile Analysis

### Trip Profile

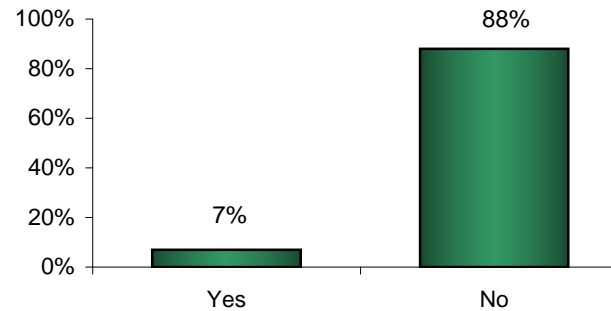
#### First Time Visitors to Florida

Base: Total Respondents	201
Yes	7%
No	88%
No answer	1%
<i>FL Residents*</i>	5%

Question 18: Is this your first visit to Florida?

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

First Time Visitors to Florida



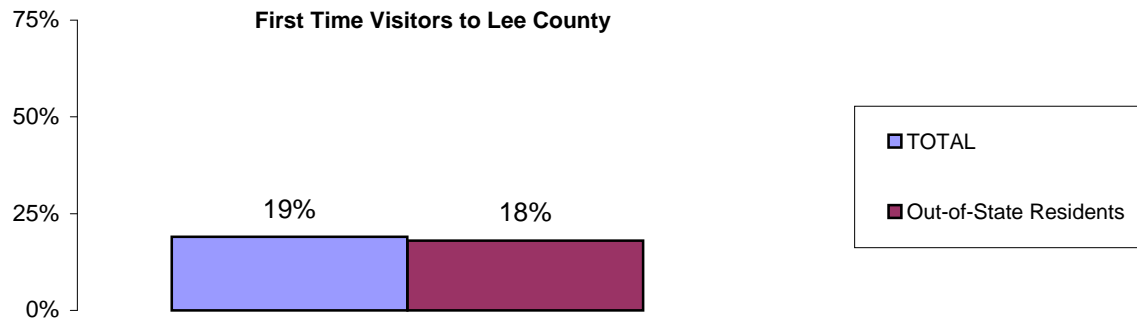
#### First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	201	9*	140	17*
Yes	19%	N/A	18%	N/A
No	80%	N/A	82%	N/A
No answer	<1%	N/A	1%	N/A

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

\*Note: NA = Insufficient number of responses for statistical analysis.

First Time Visitors to Lee County





**Visitor Profile Analysis**

**Trip Profile**

<b>Previous Visits in Five Years</b>		
	<b>To Florida</b>	<b>To Lee County</b>
Base: Repeat Visitors	177 (FL res. excl.)	115
	Mean # of visits	Mean # of visits
Number of visits	5.2	4.3

Question 19: Over the past five (5) years, how many times have you visited Florida?

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

<b>Previous Visits to Lee County in Five Years</b>			
	<b>Florida Residents</b>	<b>Out-of-State Residents</b>	<b>International Visitors</b>
Base: Repeat Visitors	7*	115	11*
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	4.3	N/A

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

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

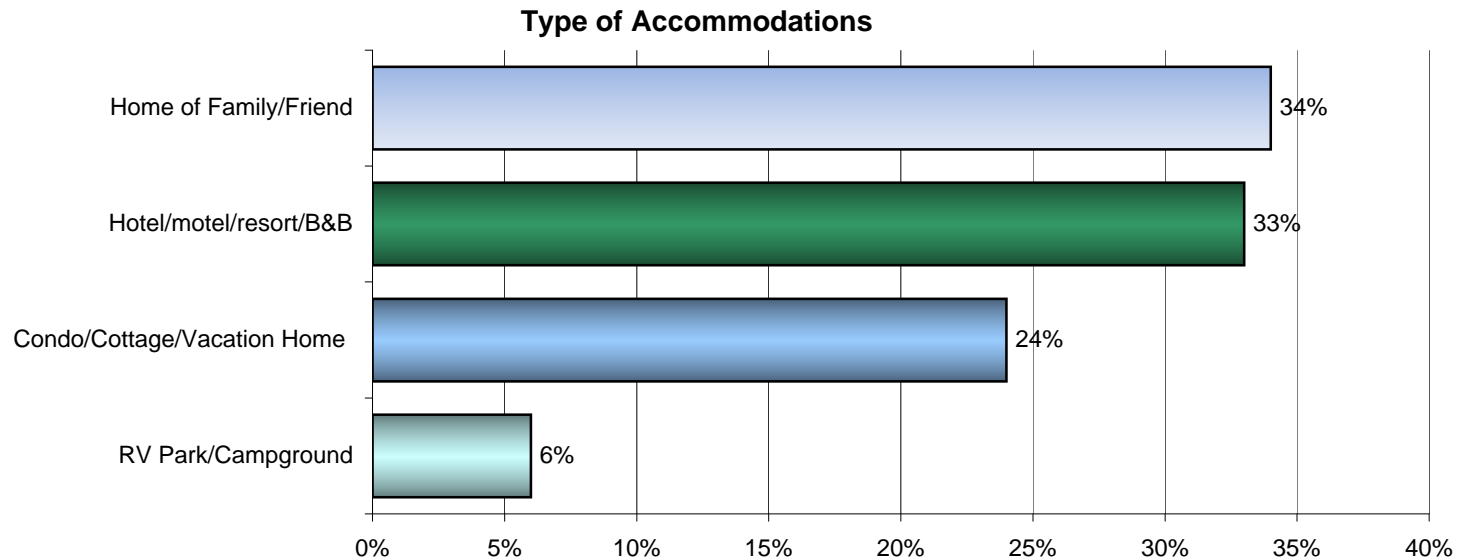


## Visitor Profile Analysis

### Trip Profile

Type of Accommodations			
Total Respondents	201		
Hotel/motel/inn	27%	Borrowed home/condo	2%
Resort	6%	Owned home/condo	0%
B&B	0%	RV Park/Campground	6%
Home of family/friend	34%	Day trip (no accommodations)	1%
Rented home/condo	22%	No Answer	1%

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



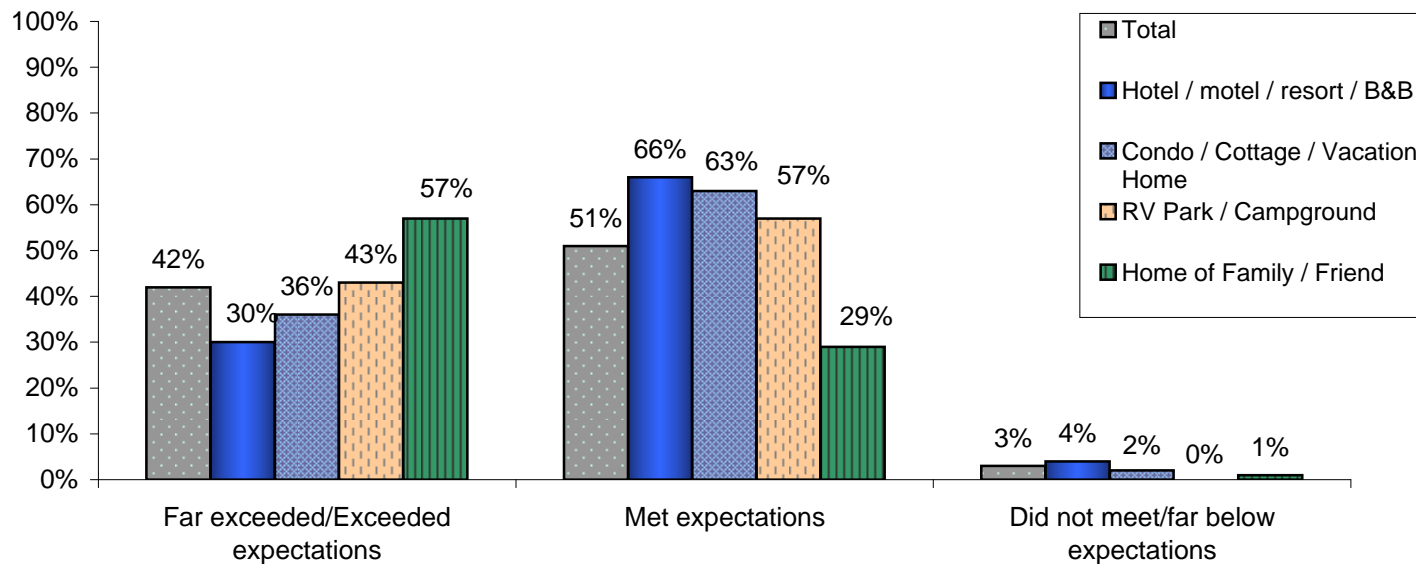


## Visitor Profile Analysis

### Trip Profile

Quality of Accommodations	
Total Respondents	201
Far exceeded/Exceeded expectations	42%
Met expectations	51%
Did not meet/Far below expectations	3%
No Answer	4%

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



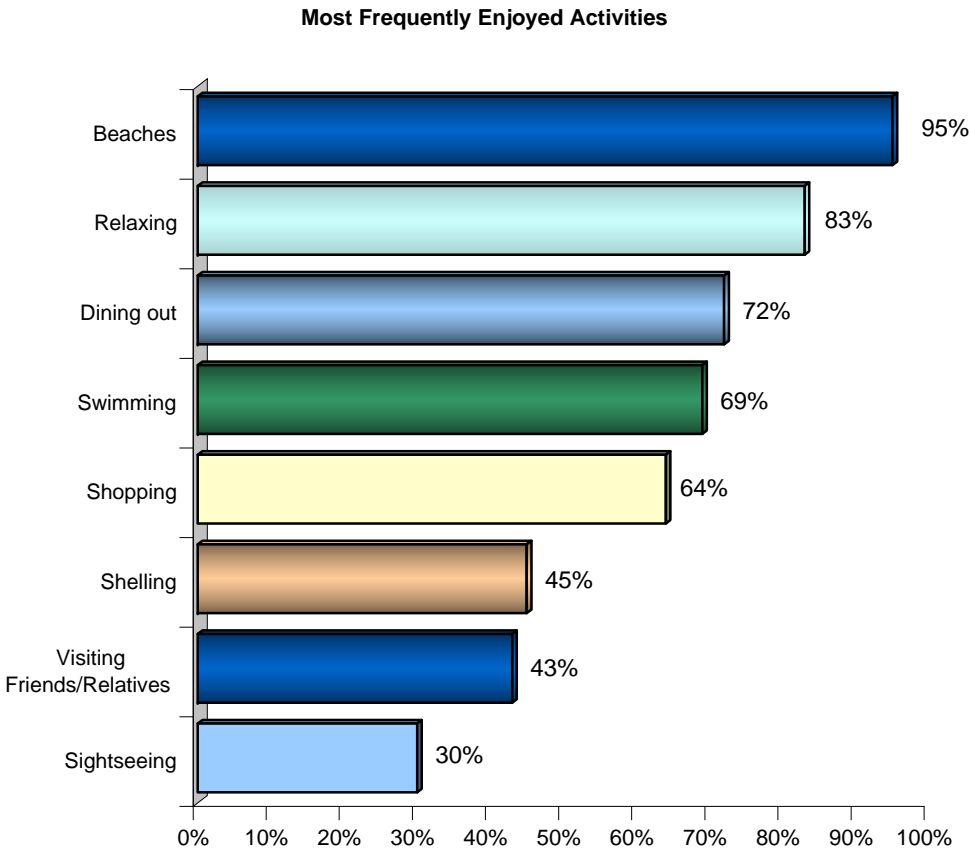




## Visitor Profile Analysis

### Trip Activities

Activities Enjoyed	
Total Respondents	201
Beaches	95%
Relaxing	83%
Dining out	72%
Swimming	69%
Shopping	64%
Shelling	45%
Visiting Friends/Relatives	43%
Sightseeing	30%
Bicycle Riding	24%
Attractions	22%
Watching Wildlife	21%
Photography	19%
Exercise/Working Out	16%
Birdwatching	14%
Fishing	14%
Golfing	11%
Bars/Nightlife	10%
Miniature Golf	8%
Sporting Event	8%
Tennis	8%
Boating	7%
Kayaking/Canoeing	7%
Parasailing/Jet Skiing	6%
Guided Tour	4%
Scuba Diving/Snorkeling	4%
Cultural Events	3%
Other	4%



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

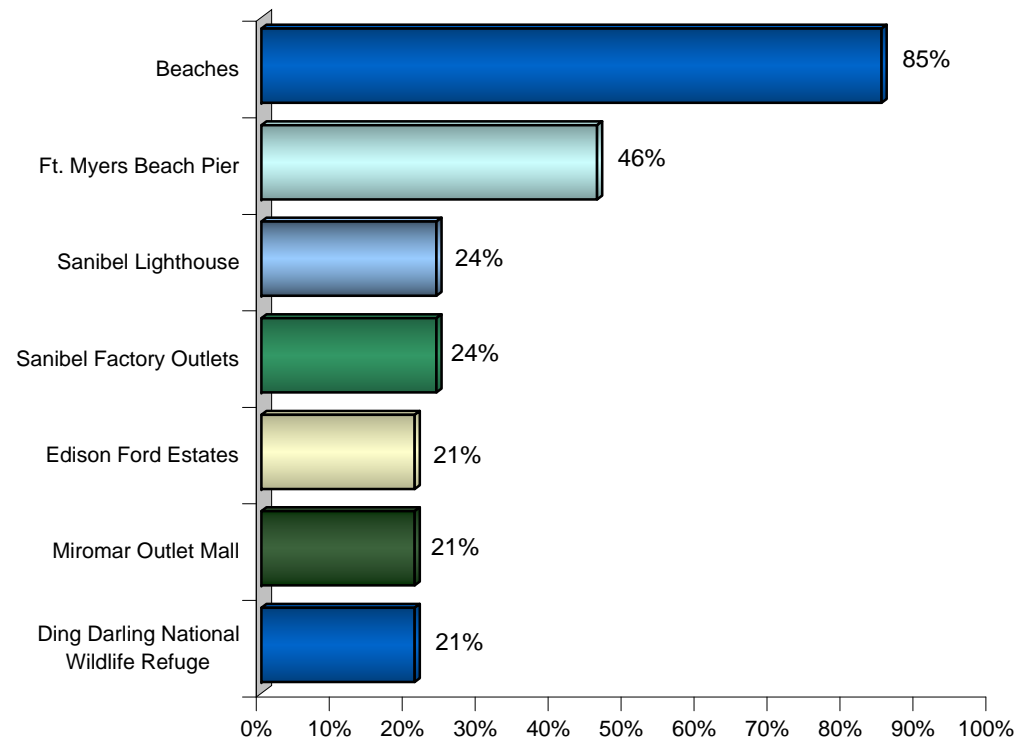


## Visitor Profile Analysis

## Trip Activities

Attractions Visited	
Total Respondents	201
Beaches	85%
Ft. Myers Beach Pier	46%
Sanibel Lighthouse	24%
Sanibel Factory Outlets	24%
Edison Ford Estates	21%
Miromar Outlet Mall	21%
Ding Darling National Wildlife Refuge	21%
Periwinkle Place	17%
Bell Tower Shops	15%
Shell Factory and Nature Park	14%
Coconut Point Mall	14%
Edison Mall	13%
Gulf Coast Town Center	5%
Bailey-Matthews Shell Museum	5%
Broadway Palm Dinner Theater	4%
Barbara B. Mann Performing Arts Hall	4%
Manatee Park	2%
Other	9%
None/No Answer	3%

Most Frequently Visited Attractions



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

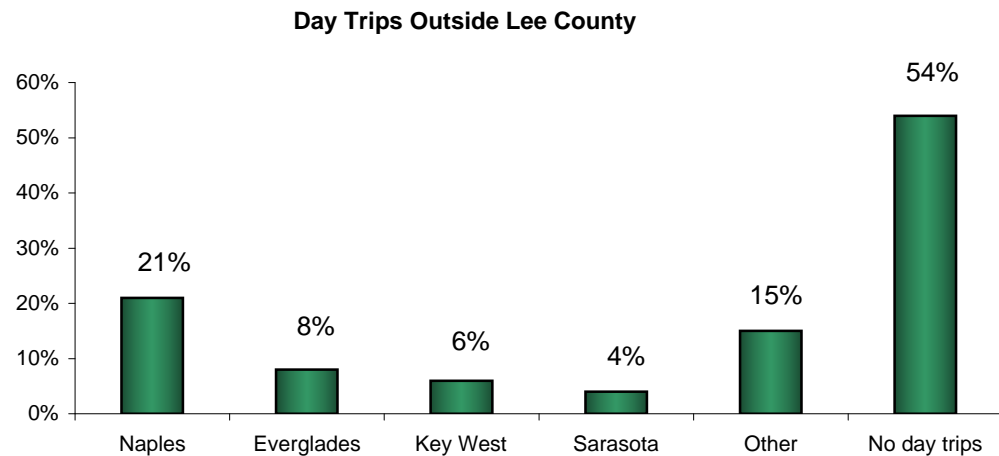


**Visitor Profile Analysis**

**Trip Activities**

Day Trips Outside Lee County	
Total Respondents	201
<u>Any Day Trips (net)</u>	<u>41%</u>
<i>Naples</i>	21%
<i>Everglades</i>	8%
<i>Key West</i>	6%
<i>Sarasota</i>	4%
<i>Other</i>	15%
<u>No day trips</u>	<u>54%</u>
No answer	5%

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





## Visitor Profile Analysis

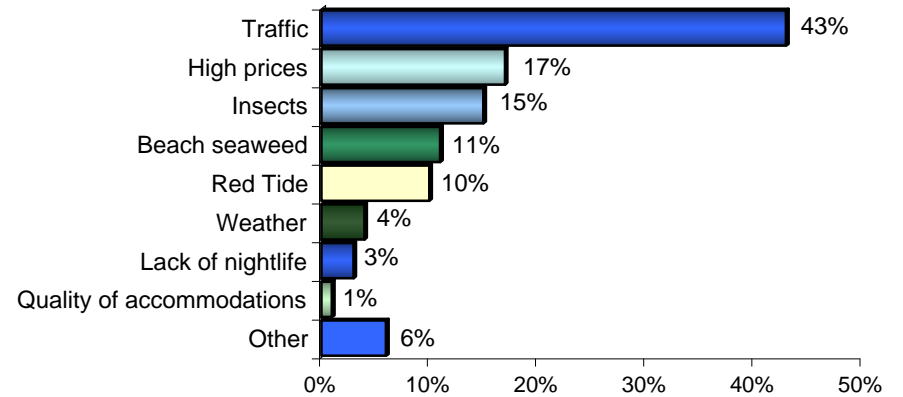
### Lee County Experience and Future Plans

#### Least Liked Features

<b>Total Respondents</b>	201
Traffic	43%
High prices	17%
Insects	15%
Beach seaweed	11%
Red Tide	10%
Weather	4%
Lack of nightlife	3%
Quality of accommodations	1%
Other	6%
Nothing/no answer	25%

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

#### Least Liked Features

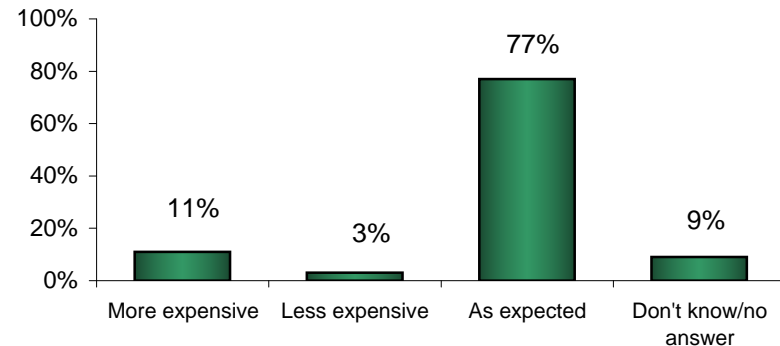


#### Perception of Lee County as Expensive

<b>Total Respondents</b>	201
More expensive	11%
Less expensive	3%
As expected	77%
Don't know/no answer	9%

Question 31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

#### Perception as Expensive



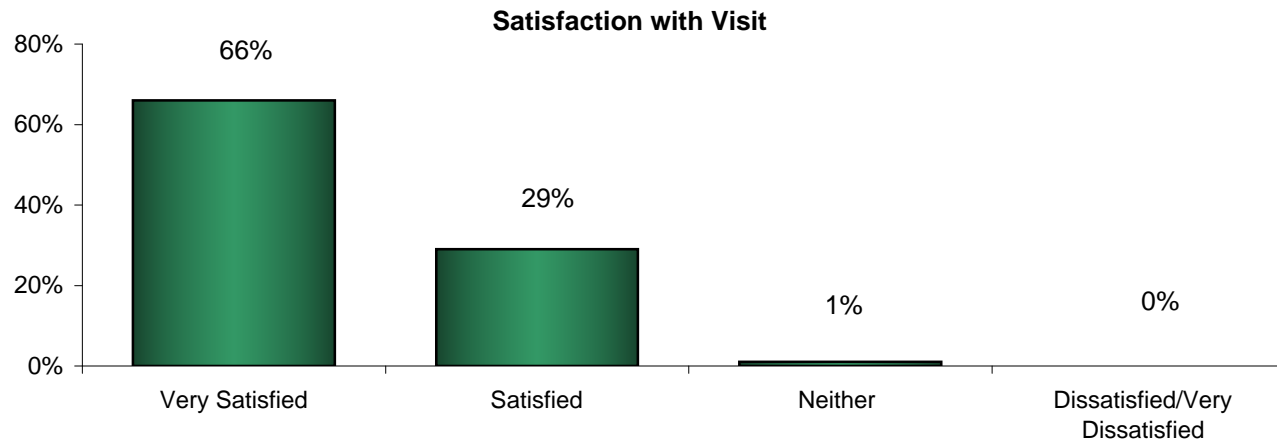


## Visitor Profile Analysis

## Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	201
<u>Satisfied</u>	<u>95%</u>
<i>Very Satisfied</i>	66%
<i>Satisfied</i>	29%
Neither	1%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	4%

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





## Visitor Profile Analysis

### Lee County Experience and Future Plans

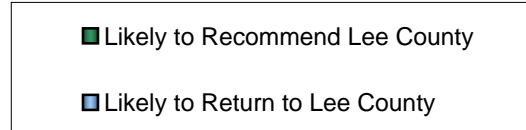
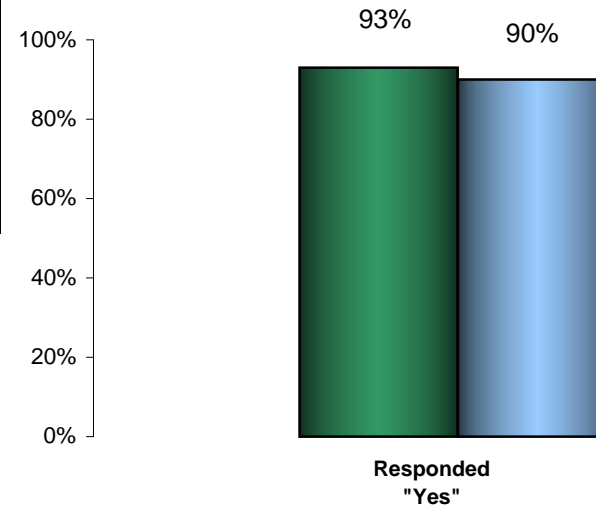
Likelihood to Recommend/Return to Lee County	
Total Respondents	201
Likely to Recommend Lee County	93%
Likely to Return to Lee County	90%
Base: Total Respondents Planning to Return	182
Likely to Return Next Year	61%

Question 32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

Likelihood to Recommend/Return to Lee County





## Visitor Profile Analysis

### Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	201
Family	49%
Couple	28%
Group of couples/friends	10%
Single	8%
Other	3%
Mean travel party size	3.6
Mean adults in travel party	2.5

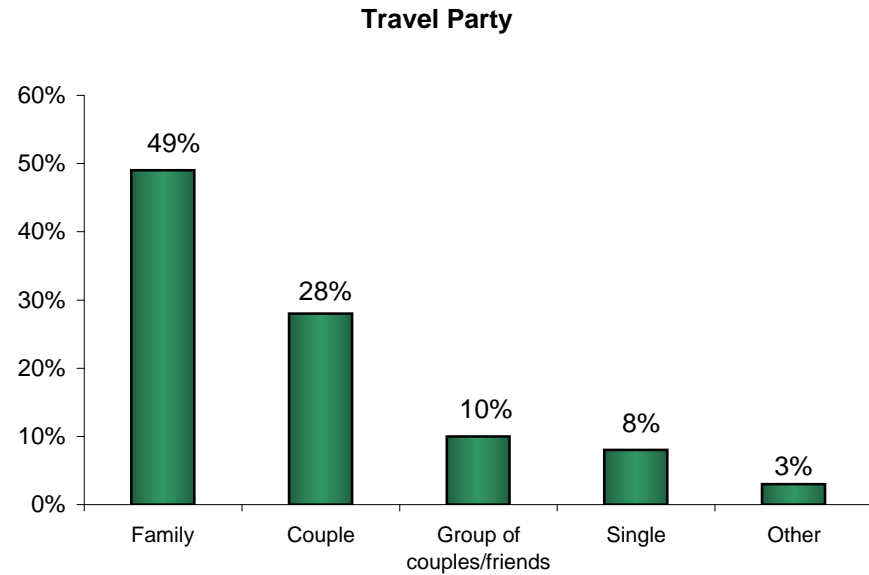
Question 22: On this trip, are you traveling:

Question 23: Including yourself, how many people are in your immediate travel party?

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

Travel Parties with Children	
Total Respondents	201
Traveling with any Children (net)	<u>46%</u>
Any younger than 6	16%
Any 6 - 11 years old	22%
Any 12 - 17 years old	27%

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

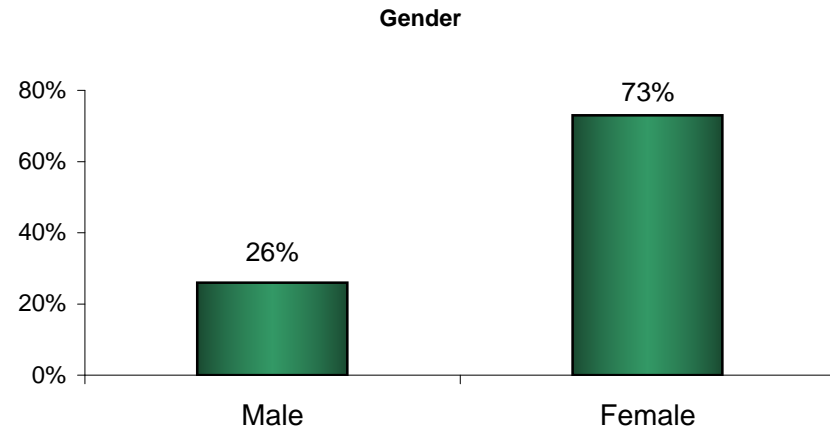
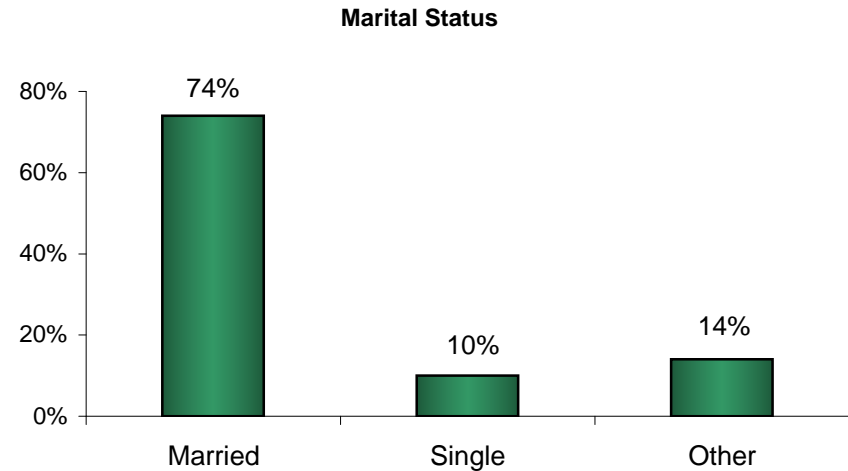




**Visitor Profile Analysis**

**Visitor and Travel Party Demographic Profile**

Visitor Demographic Profile	
Total Respondents	201
Vacations per year (mean)	2.8
Short getaways per year (mean)	5.2
Age of respondent (mean)	48.8
Annual household income (mean)	\$103,091
<b>Marital Status</b>	
Married	74%
Single	10%
Other	14%
<b>Gender of Respondent</b>	
Male	26%
Female	73%



Question 37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Question 38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Question 41: What is your age, please?

Question 43: What is your total annual household income before taxes?

Question 40: Are you: Married/Single/Other

Question 42: Are you: Male/Female

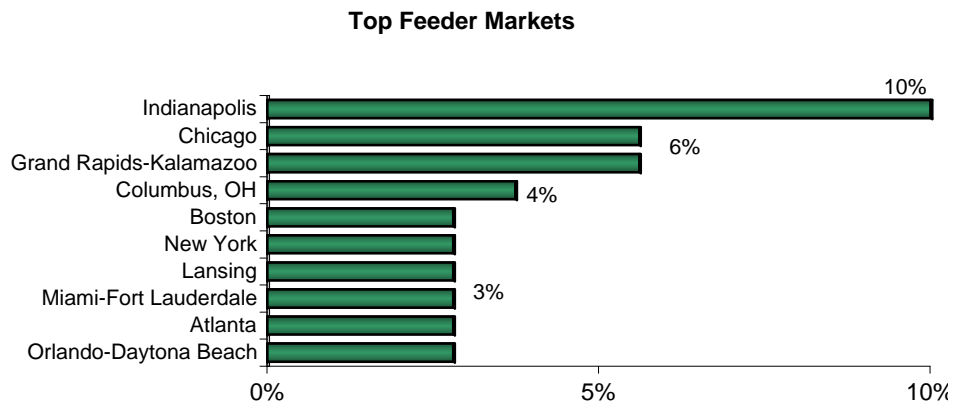
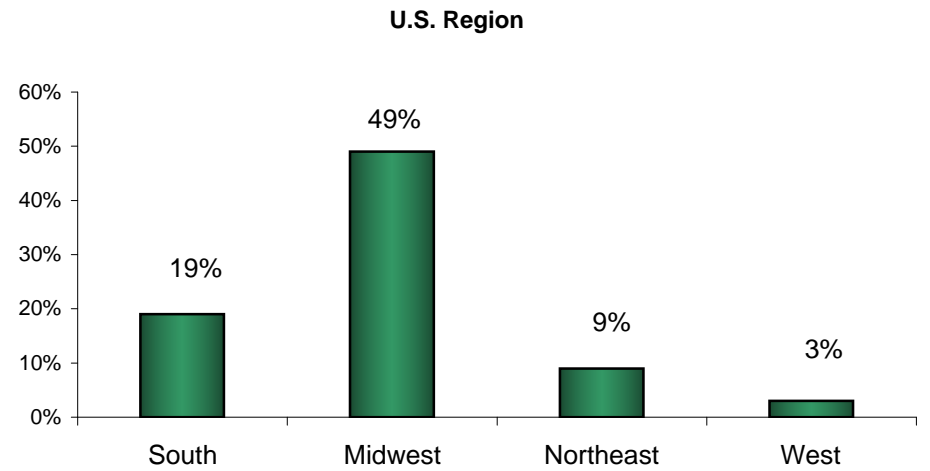




## Visitor Profile Analysis

### Visitor Origin and Visitation Estimates

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Grand Rapids-Kalamazoo	6%	10,570
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New York	3%	5,285
Lansing	3%	5,285
Miami-Fort Lauderdale	3%	5,285
Atlanta	3%	5,285
Orlando-Daytona Beach	3%	5,285
In State Visitors (Paid Accommodations)		
Florida residents	7%	14,093





## Occupancy Data Analysis April 2008

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



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providing direction in travel & tourism



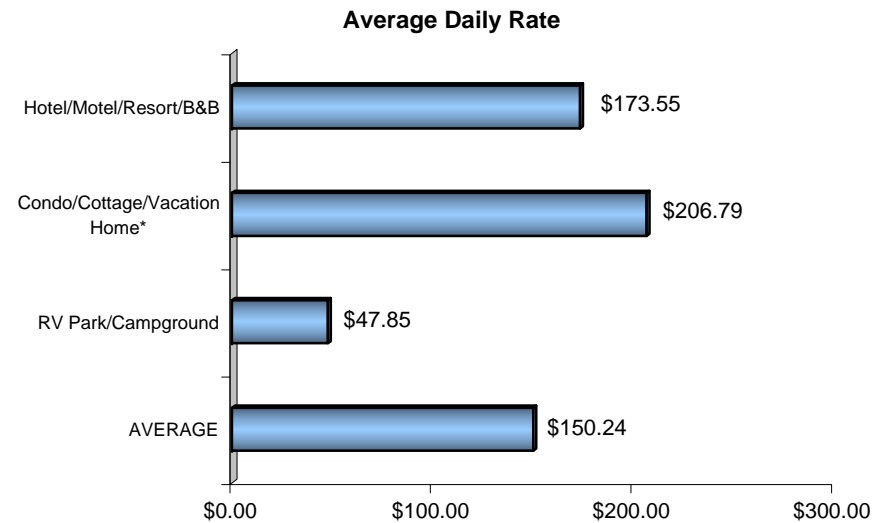
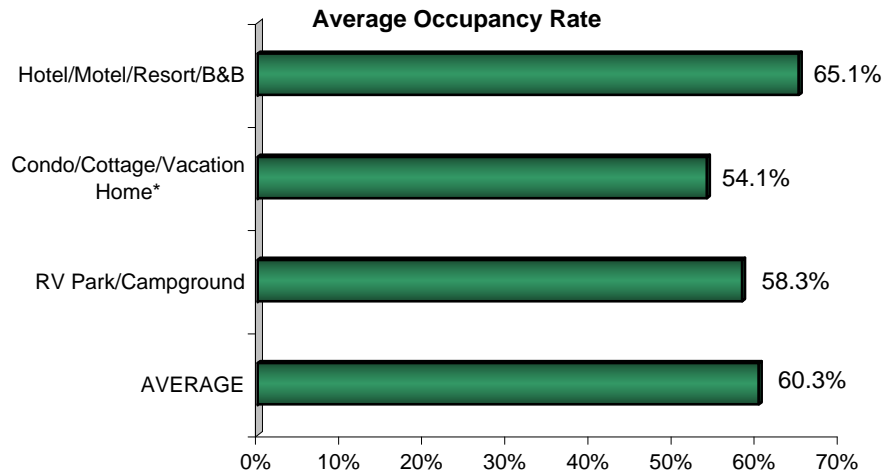
## Occupancy Data Analysis

### Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	141	139	139/141
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	65.1%	\$173.55	\$113.01
Condo/Cottage/Vacation Home*	54.1%	\$206.79	\$111.84
RV Park/Campground	58.3%	\$47.85	\$27.90
<b>AVERAGE</b>	<b>60.3%</b>	<b>\$150.24</b>	<b>\$90.63</b>

Question 18: What was your overall average occupancy rate for the month of April?

Question 19: What was your average daily rate (ADR) in April?



\* Includes timeshare rental properties.

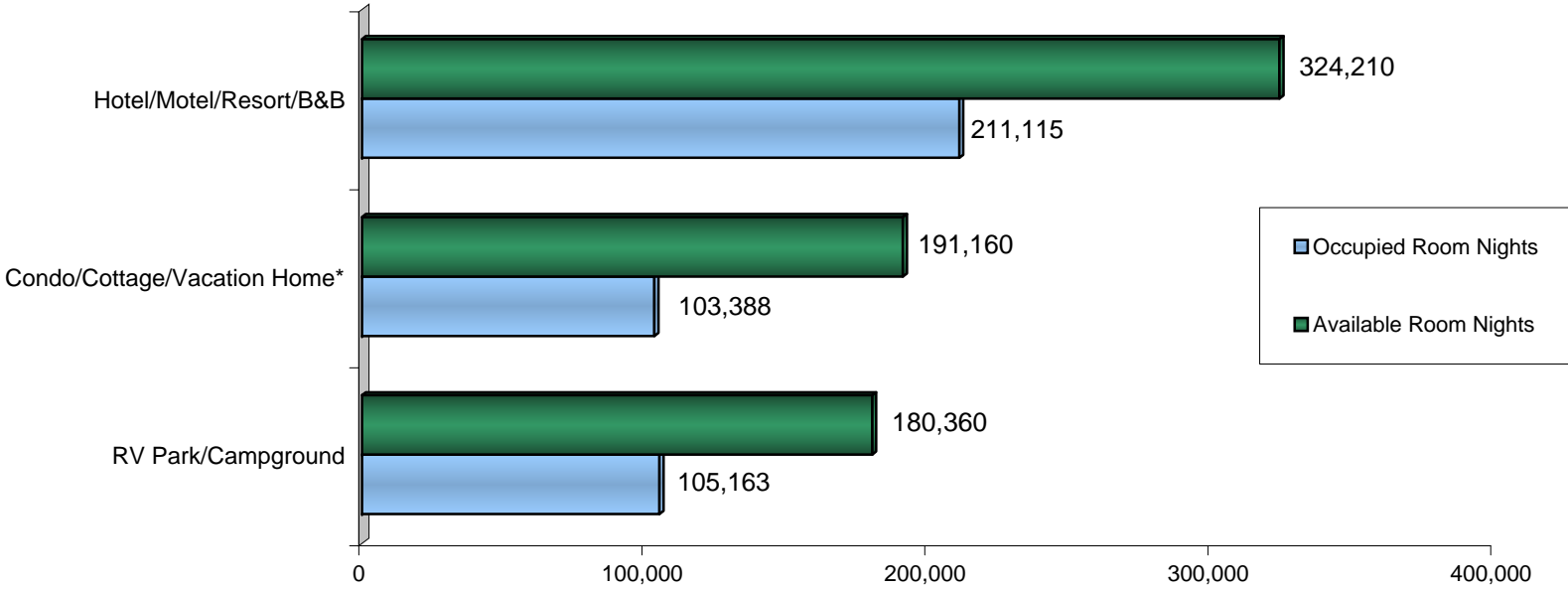


## Occupancy Data Analysis

### Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	211,115	324,210
Condo/Cottage/Vacation Home*	103,388	191,160
RV Park/Campground	105,163	180,360
<b>Total</b>	<b>419,666</b>	<b>695,730</b>

**Occupied /Available Room Nights**



\*Includes timeshare rental properties



**Occupancy Data Analysis**

**Lodging Management Estimates**

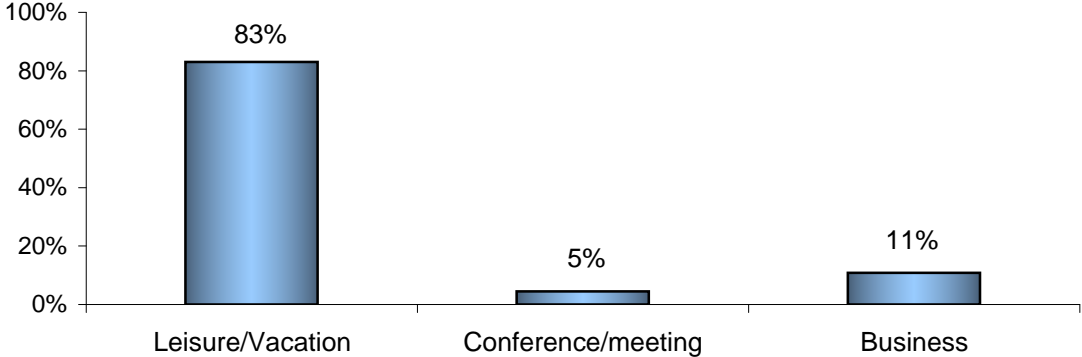
<b>Guest Profile</b>	
Property Managers Responding	129
<b>Purpose of Visit</b>	
Leisure/Vacation	83%
Conference/meeting	5%
Business	11%
Property Managers Responding	139
Average guests per room	2.6
Property Managers Responding	136
Average length of stay in nights	6.8

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

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

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

**Purpose of Visit**



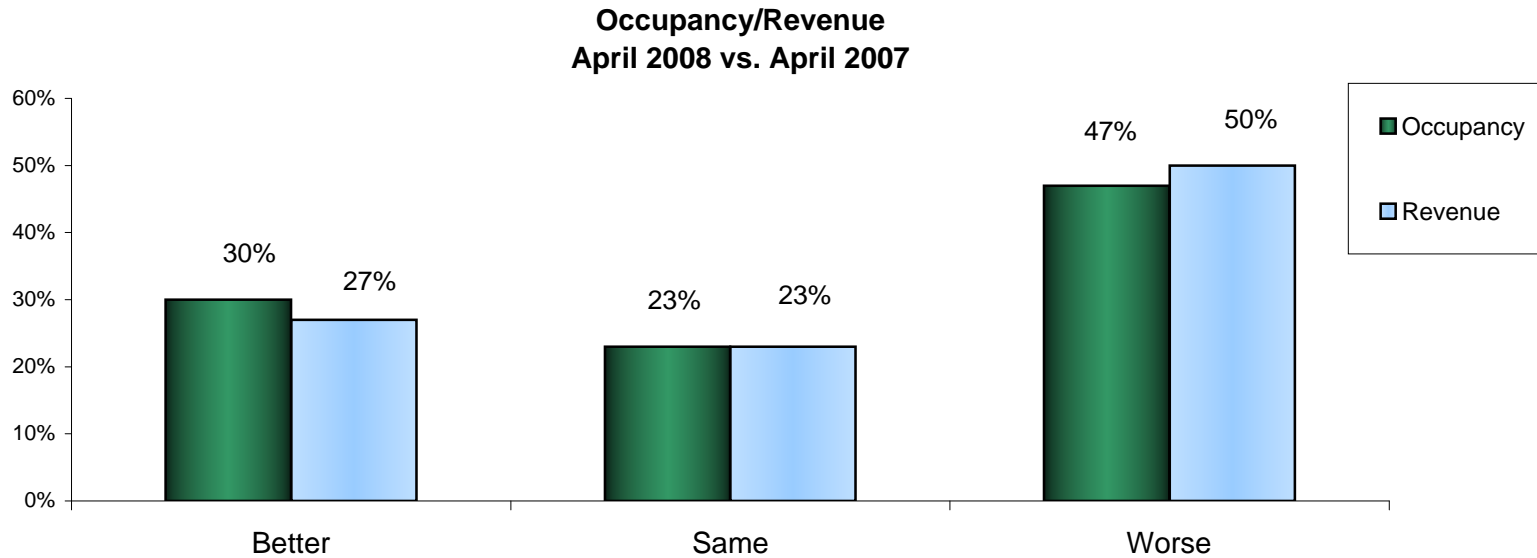


**Occupancy Data Analysis**

**Occupancy Barometer  
 April 2008 vs. April 2007**

	Occupancy	Revenue
Property Managers Responding	140	133
Better	30%	27%
Same	23%	23%
Worse	47%	50%

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



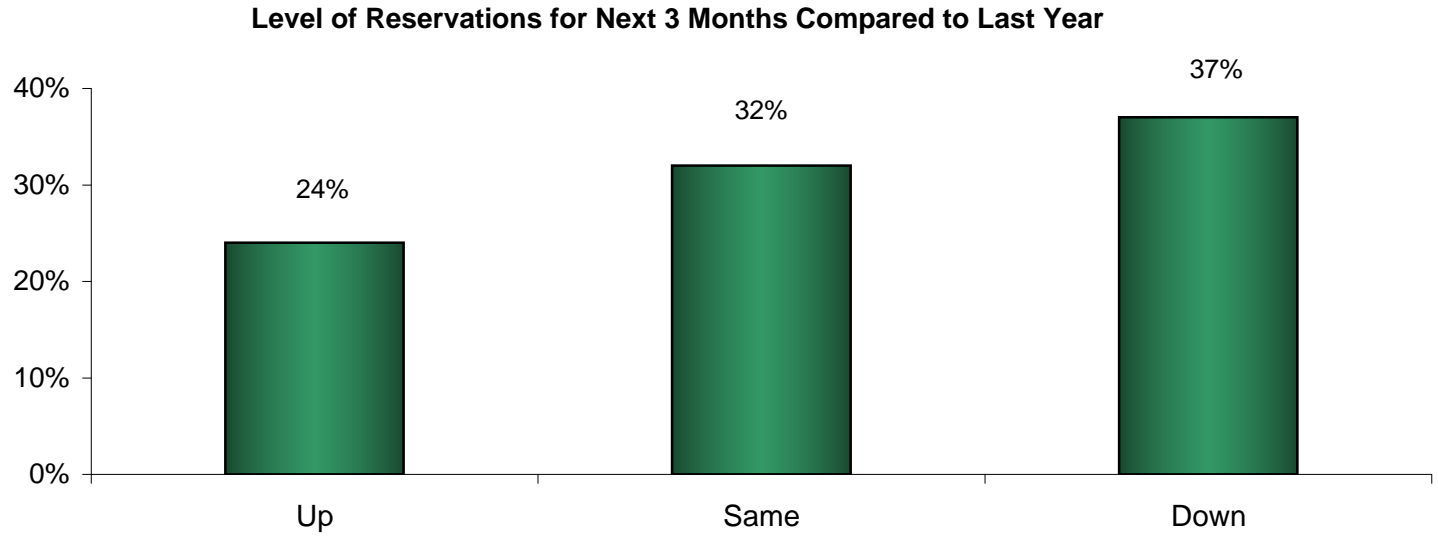


**Occupancy Data Analysis**

**Occupancy Barometer**

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	135
Up	24%
Same	32%
Down	37%

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



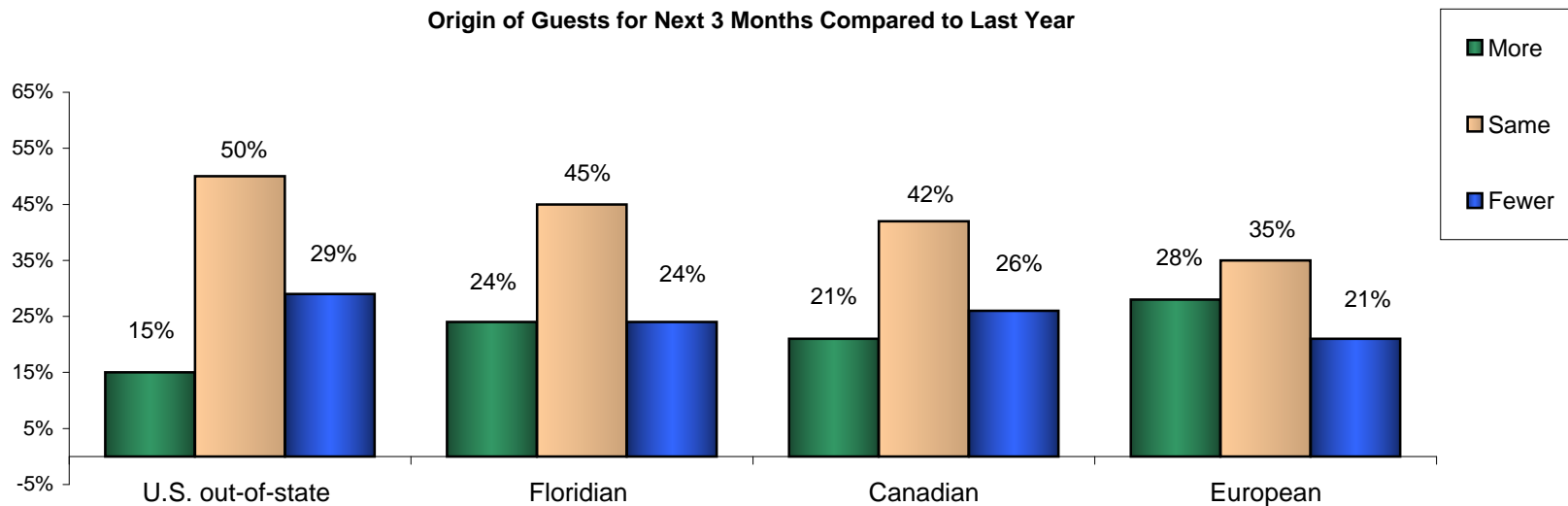


## Occupancy Data Analysis

## Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (103 Minimum)	More	Same	Fewer	Not Applicable
U.S. out-of-state	15%	50%	29%	7%
Floridian	24%	45%	24%	8%
Canadian	21%	42%	26%	11%
European	28%	35%	21%	16%

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





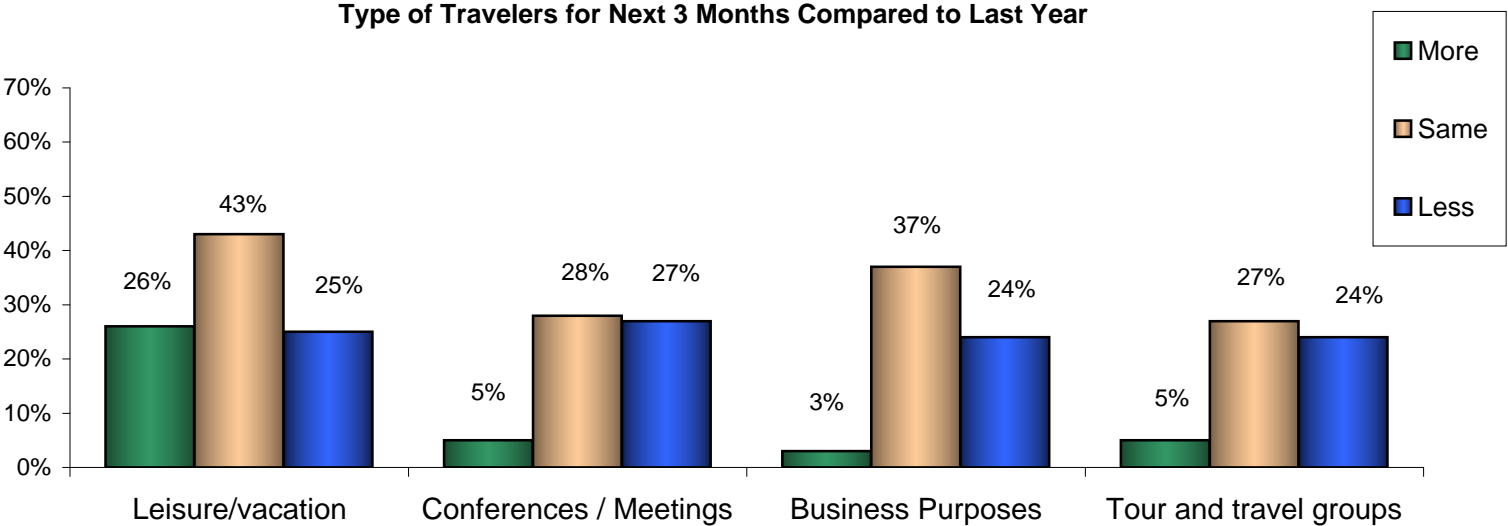


**Occupancy Data Analysis**

**Occupancy Barometer**

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (102 Minimum)	More	Same	Less	Not Applicable
Leisure/vacation	26%	43%	25%	6%
Conferences / Meetings	5%	28%	27%	40%
Business Purposes	3%	37%	24%	36%
Tour and travel groups	5%	27%	24%	44%

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





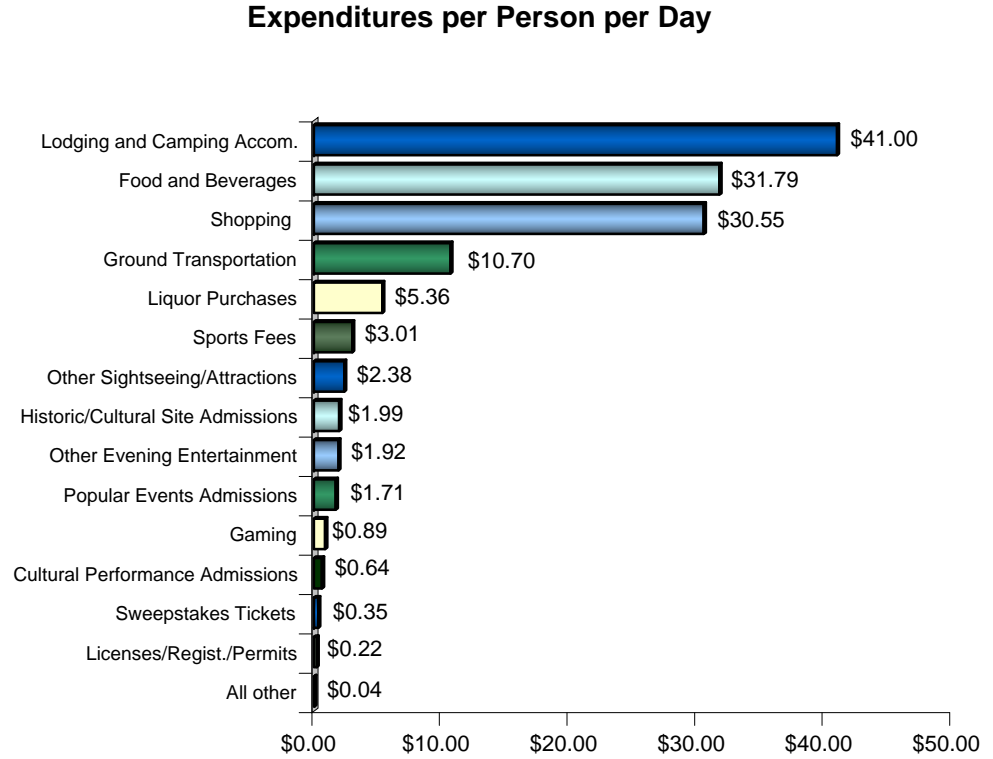
## Economic Impact Analysis April 2008



**Economic Impact Analysis**

**Average Expenditures**

Average Expenditures per Person per Day	
<b>TOTAL</b>	<b>\$132.56</b>
Lodging and Camping Accom.	\$41.00
Food and Beverages	\$31.79
Shopping	\$30.55
Ground Transportation	\$10.70
Liquor Purchases	\$5.36
Sports Fees	\$3.01
Other Sightseeing/Attractions	\$2.38
Historic/Cultural Site Admissions	\$1.99
Other Evening Entertainment	\$1.92
Popular Events Admissions	\$1.71
Gaming	\$0.89
Cultural Performance Admissions	\$0.64
Sweepstakes Tickets	\$0.35
Licenses/Regist./Permits	\$0.22
All other	\$0.04





**Economic Impact Analysis**

**Total Visitor Expenditures by Spending Category**

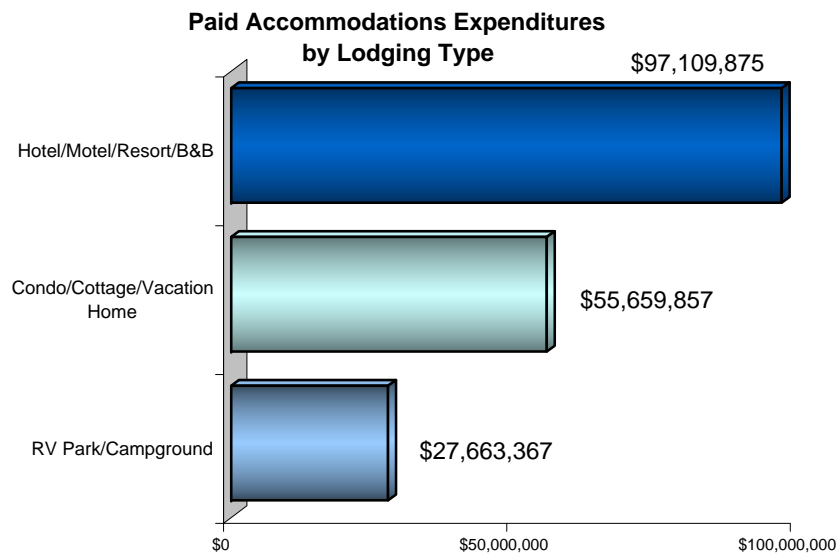
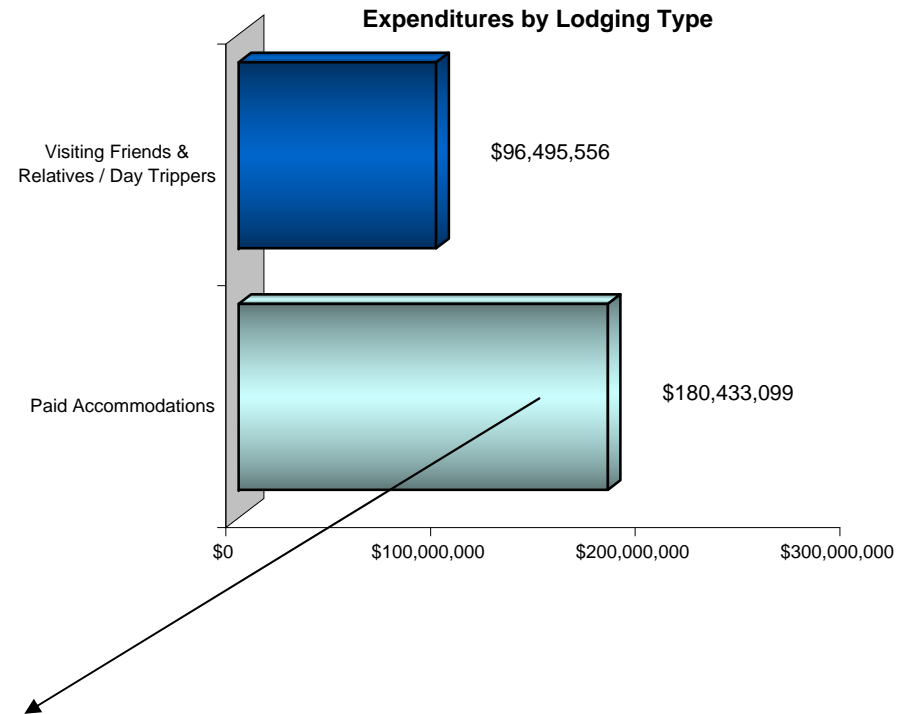
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$276,928,655</u>	<u>\$180,433,099</u>	<u>100%</u>	<u>\$96,495,556</u>	<u>100%</u>	<u>\$163,568,050</u>
Food and Beverages	\$73,212,626	\$39,579,988	22%	\$33,632,638	35%	\$35,245,961
Shopping	\$72,579,456	\$37,902,348	21%	\$34,677,108	36%	\$33,828,688
Lodging Accommodations	\$63,051,542	\$63,051,542	35%	\$0	0%	\$59,220,444
Ground Transportation	\$23,992,433	\$15,546,599	9%	\$8,445,834	9%	\$13,530,320
Liquor Purchases	\$12,350,849	\$7,043,130	4%	\$5,307,719	6%	\$6,308,756
Historic/Cultural Site Admissions	\$5,993,263	\$2,582,908	1%	\$3,410,355	4%	\$2,044,499
Other Sightseeing/Attractions	\$5,631,826	\$3,144,604	2%	\$2,487,222	3%	\$2,845,252
Popular Events Admissions	\$5,518,381	\$1,982,466	1%	\$3,535,915	4%	\$1,864,147
Sport Fees	\$5,145,218	\$3,982,349	2%	\$1,162,869	1%	\$3,634,108
Other Evening Entertainment	\$5,080,202	\$2,774,536	2%	\$2,305,666	2%	\$2,447,984
All Other	\$4,372,859	\$2,842,629	2%	\$1,530,230	2%	\$2,597,891



## Economic Impact Analysis

### Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
<b>TOTAL</b>	<b>\$276,928,655</b>	<b>100%</b>
Visiting Friends & Relatives / Day Trippers	\$96,495,556	35%
<b>Paid Accommodations</b>	<b>\$180,433,099</b>	<b>65%</b>
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$97,109,875</i>	<i>35%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$55,659,857</i>	<i>20%</i>
<i>RV Park/Campground</i>	<i>\$27,663,367</i>	<i>10%</i>





## Appendix April 2008



## Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita Springs	Dog Beach	1-Apr	18
Ft. Myers	Best Western	1-Apr	7
Sanibel	Periwinkle RV & Campground	3-Apr	2
Sanibel	Surfside	3-Apr	9
Sanibel	Holiday Inn	3-Apr	11
Sanibel	Pelican Roost	3-Apr	4
Ft. Myers Beach	Holiday Inn	10-Apr	10
Ft. Myers Beach	Bel Air Beach Club	10-Apr	10
Ft. Myers Beach	Sand Castle Inn	10-Apr	5
Ft. Myers	Edison Ford Estates	16-Apr	30
Bonita Springs	Bonita Beach	19-Apr	18
Ft. Myers Beach	The Pier	19-Apr	17
Ft. Myers	Summerlin Square Trolley	24-Apr	18
Ft. Myers Beach	Lani Kai	24-Apr	13
Sanibel	Loggerhead	30-Apr	11
Sanibel	Sandibel Siesta	30-Apr	9
Sanibel	Tortuga Beach Club	30-Apr	<u>9</u>
TOTAL			<b>201</b>

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



## Interviewing Statistics

### Occupancy Interviewing Statistics

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

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	91
Condo/Cottage/Vacation Home/Timeshare	33
RV Park/Campground/Other	<u>27</u>
<b>Total</b>	<b>151</b>