

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:



providing direction in travel & tourism

**February 2008 Visitor Profile and Occupancy Analysis
April 4, 2008**



Executive Summary February 2008



Executive Summary

During the month of February 2008, Lee County hosted more than 470,000 visitors. Two thirds of these visitors stayed with friends or relatives while visiting the area. Among those staying in paid accommodations, three-fourths were US residents. Among US visitors, half were from the Midwest.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	35%	166,215*
<u>Friends/Relatives</u>	65%	<u>305,543**</u>
<i>Total Visitation</i>		<i>471,758</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	77%	127,950
Canada	14%	22,720
United Kingdom	2%	3,587
Germany	1%	2,392
Other/No Answer	5%	8,371
U.S. Region (Paid Accommodations)***		
Florida	1%	1,196
South (including Florida)	10%	13,154
Midwest	52%	66,964
Northeast	17%	21,524
West	2%	2,392
No Answer	19%	23,916
Top DMAs (Paid Accommodations)***		
Boston	8%	10,762
Indianapolis	6%	7,175
Cleveland-Akron	6%	7,175
Chicago	6%	7,175
Minneapolis/St. Paul	4%	4,783
Columbus, OH	3%	3,587
Washington, DC	3%	3,587
Milwaukee	3%	3,587
Peoria-Bloomington	3%	3,587
Detroit	3%	3,587
South Bend-Elkhart	3%	3,587
Harrisburg-Lancaster	3%	3,587

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent \$320 million in Lee County during the month of February. Most of this was spent by those visitors staying in paid accommodations (\$203 million). Including only those properties collecting the bed tax, \$187 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on lodging accommodations, food and beverages, and shopping.

More than half of the February visitors flew to the area (57%), while an additional 42% drove to Lee County. Most Lee County visitors were repeat visitors (74%), averaging four trips in the past five years (4.0).

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

Nearly all Lee County visitors were satisfied with their visit (98%), 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 94% indicated that they plan to return themselves.

Lee County February visitors are older than in previous months (around the age of 56) and are more affluent than the general population (average household income of \$96,851). While the majority are married (80%), only 12% are traveling with children.

Average occupancy rates and average daily rates for the month of February were much higher than prior months. Similar to January, RV parks and campgrounds had the highest occupancy at 93.6%, and average daily rates were highest among condos/cottages/vacation rentals at \$249.73.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	125	125	125
Hotel/Motel/Resort/B&B	68.2%	\$179.99	\$122.66
Condo/Cottage/Vacation Home*	81.2%	\$249.73	\$202.73
RV Park/Campground	93.6%	\$45.30	\$42.41
AVERAGE	76.0%	\$175.48	\$133.43

** Includes timeshare rental properties.*

Sixty-two percent of the lodging properties surveyed reported their February 2008 occupancy to be better (32%) or the same (30%) as February 2007, while 38% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 63% reporting it to be better (33%) or the same (30%) in February 2008 as compared to February 2007, and 37% saying it was worse.



Visitor Profile Analysis February 2008

A total of 200 interviews were conducted with visitors in Lee County during the month of February. 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

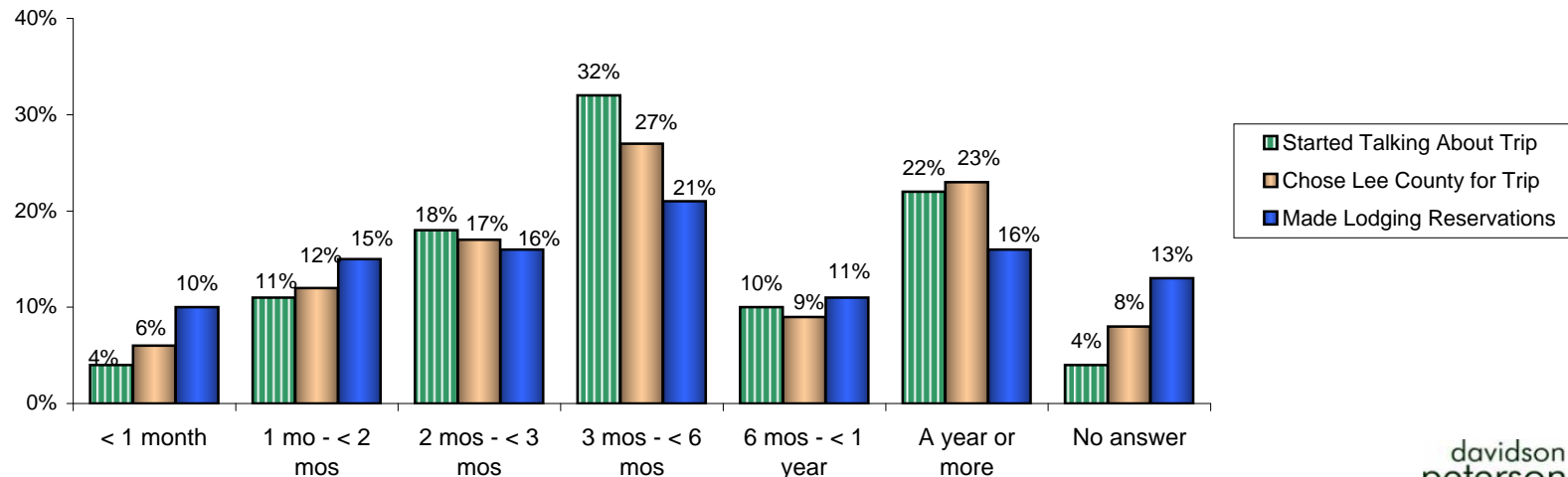
Travel Planning

Total Respondents	200	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		4%	6%	10%
1 mo - < 2 mos		11%	12%	15%
2 mos - < 3 mos		18%	17%	16%
3 mos - < 6 mos		32%	27%	21%
6 mos - < 1 year		10%	9%	11%
A year or more		22%	23%	16%
No answer		4%	8%	13%

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

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

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





Visitor Profile Analysis

Travel Planning

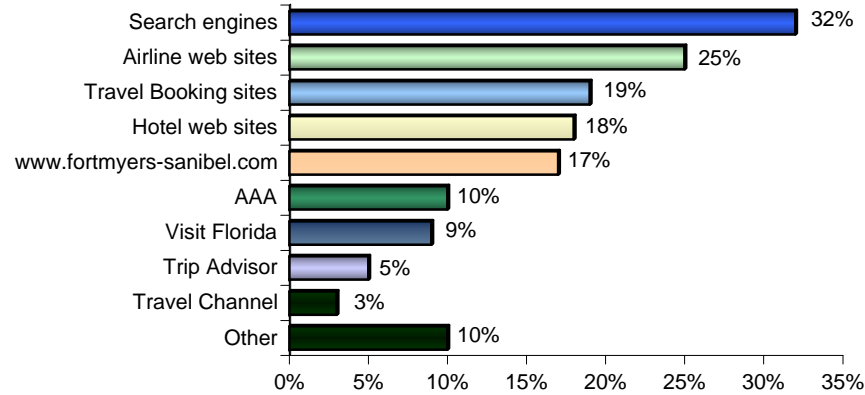
Reserved Accommodations	
Total Respondents	200
Before Leaving Home	75%
After arriving in FL	10%
On the road, but not in FL	2%
No Answer	13%

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

Computer Access	
Total Respondents	200
<u>Yes</u>	<u>86%</u>
<i>Home</i>	33%
<i>Work</i>	3%
<i>Both Home and Work</i>	49%
<u>No</u>	<u>14%</u>

Question 8: Do you have access to a computer?

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Web Sites Visited

Travel Web Sites Visited	
Total Respondents with computer access	170
<u>Visited web sites (net)</u>	<u>71%</u>
<i>Search engines</i>	32%
<i>Airline web sites</i>	25%
<i>Travel Booking sites</i>	19%
<i>Hotel web sites</i>	18%
<i>www.fortmyers-sanibel.com</i>	17%
<i>AAA</i>	10%
<i>Visit Florida</i>	9%
<i>Trip Advisor</i>	5%
<i>Travel Channel</i>	3%
<i>Other</i>	10%
<u>Did not visit web sites</u>	<u>26%</u>
<u>No Answer</u>	<u>3%</u>

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



Visitor Profile Analysis

Travel Planning

Requesting Information	
Total Respondents	200
<u>Requested Information (net)</u>	<u>35%</u>
Hotel Web Site	10%
Call hotel	7%
Visitor Guide	5%
VCB Web Site	4%
Clipping/mailling coupon	1%
Call local Chamber of Commerce	1%
Other	16%
<u>Did not request information</u>	<u>54%</u>
No Answer	11%

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

Travel Agent Assistance	
Total Respondents	200
Yes	6%
No	92%

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

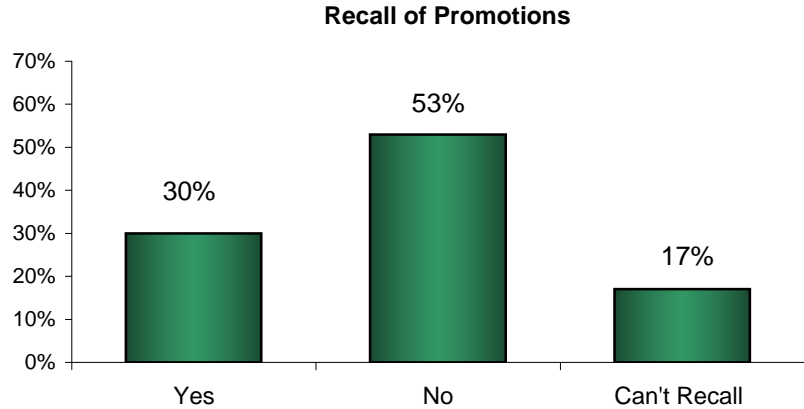
Travel Agent Influence	
Total respondents who used travel agent	12*
Yes	N/A
No	N/A

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

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

Recall of Lee County Promotions	
Total Respondents	200
Yes	30%
No	53%
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?



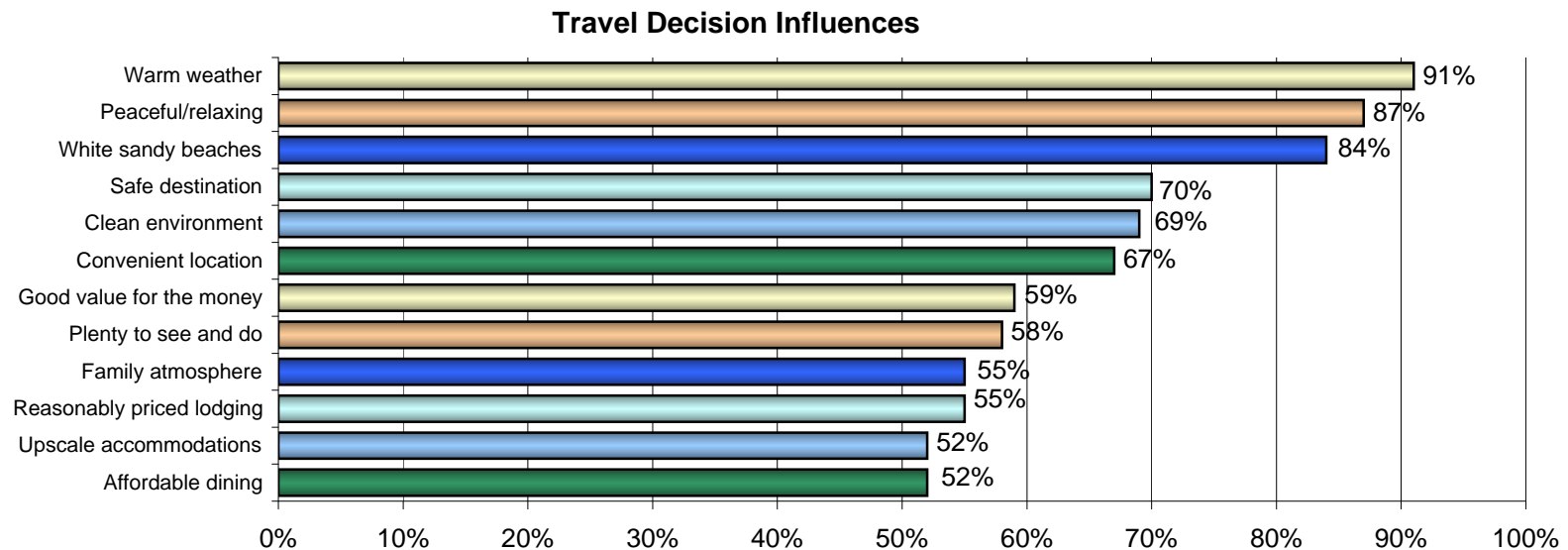


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	200		
Warm weather	91%	Good value for the money	59%
Peaceful/Relaxing	87%	Plenty to see and do	58%
White sandy beaches	84%	Family atmosphere	55%
Safe destination	70%	Reasonably priced lodging	55%
Clean environment	69%	Upscale accommodations	52%
Convenient location	67%	Affordable dining	52%

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

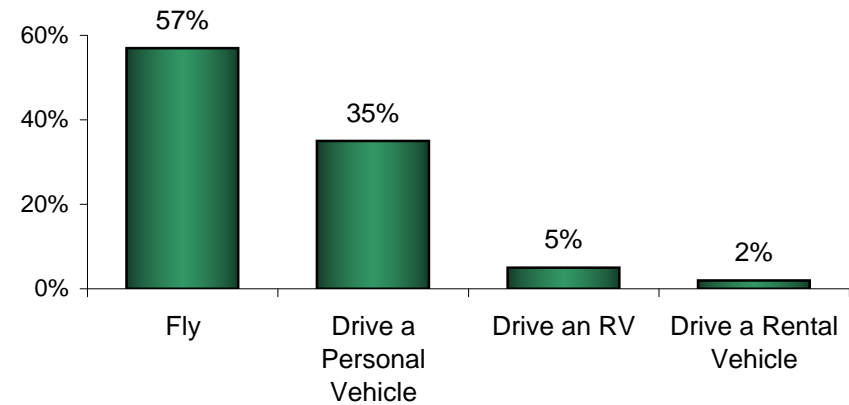
Trip Profile

Mode of Transportation

Total Respondents	200
Fly	57%
Drive a Personal Vehicle	35%
Drive an RV	5%
Drive a Rental Vehicle	2%
Other/No answer	1%

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

Mode of Transportation

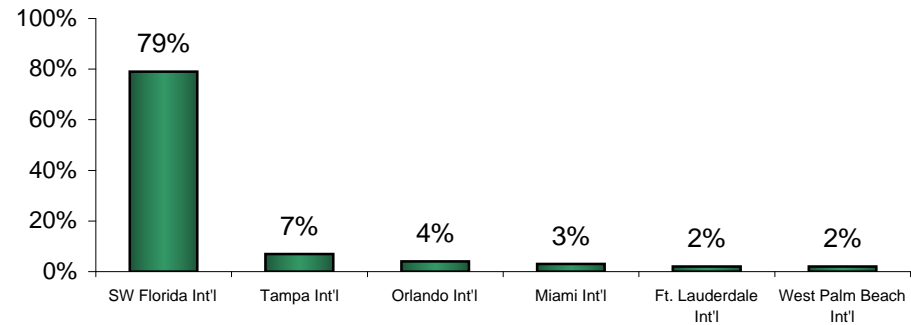


Airport

Total Respondents who Flew	114
SW Florida Int'l	79%
Tampa Int'l	7%
Orlando Int'l	4%
Miami Int'l	3%
Ft. Lauderdale Int'l	2%
West Palm Beach Int'l	2%
Other	3%

Question 2: At which Florida airport did you land?

Airport





Visitor Profile Analysis

Trip Profile

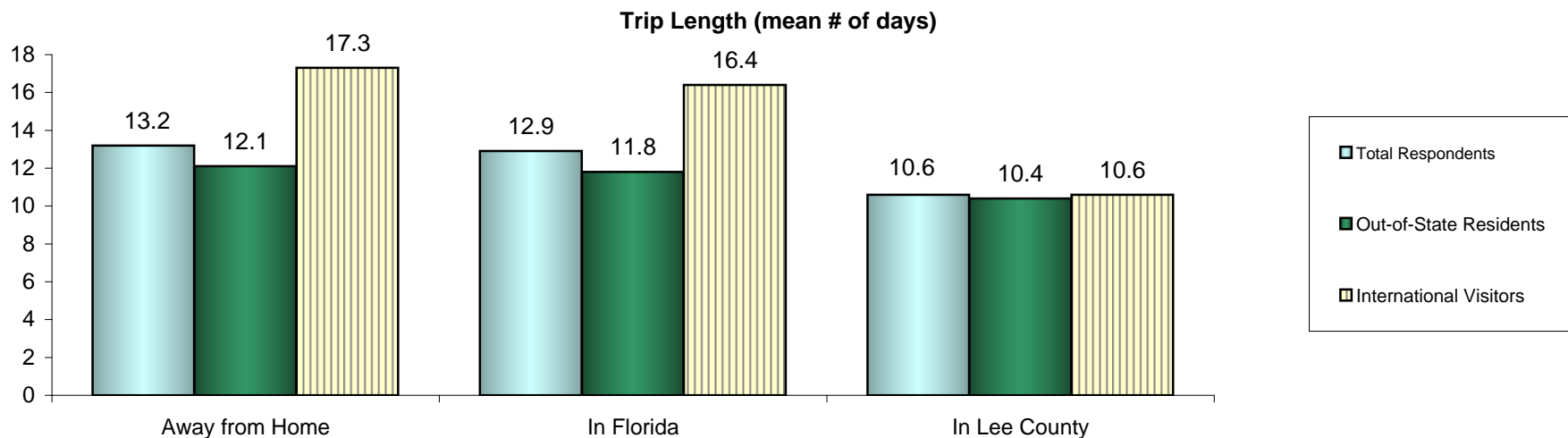
Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	200	3*	126	43**
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	13.2	N/A	12.1	17.3
In Florida	12.9	N/A	11.8	16.4
In Lee County	10.6	N/A	10.4	10.6

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

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

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

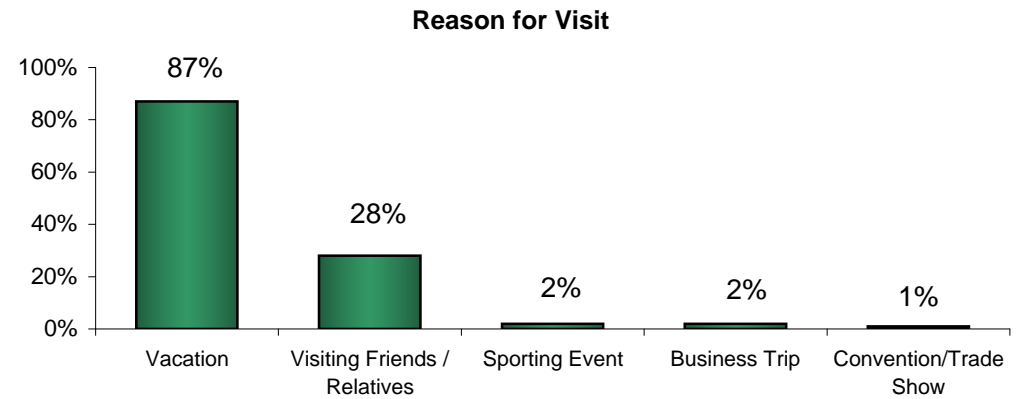




Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	200
Vacation	87%
Visiting Friends / Relatives	28%
Sporting Event	2%
Business Trip	2%
Convention/Trade Show	1%
Other	4%



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



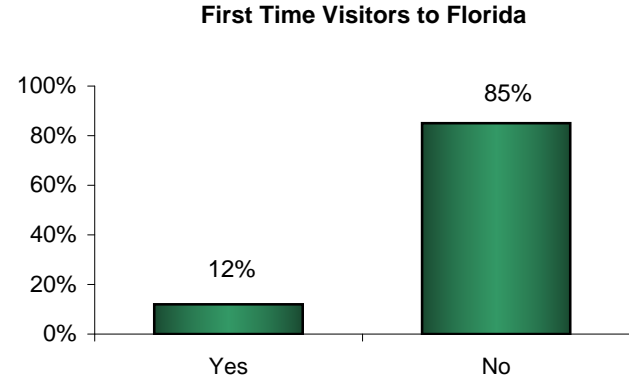
Visitor Profile Analysis

Trip Profile

First Time Visitors to Florida	
Base: Total Respondents	200
Yes	12%
No	85%
No answer	2%
<i>FL Residents*</i>	2%

Question 18: Is this your first visit to Florida?

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

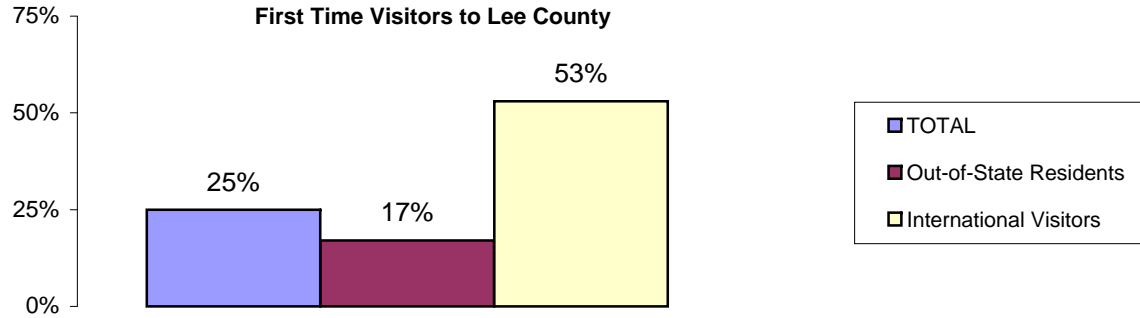


First Time Visitors to Lee County				
	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	200	3*	126	43**
Yes	25%	N/A	17%	53%
No	74%	N/A	80%	45%
No answer	2	N/A	2%	--

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

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

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





Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years		
	To Florida	To Lee County
Base: Repeat Visitors	169 (FL res. excl.)	149
	Mean # of visits	Mean # of visits
Number of visits	4.8	4.0

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

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

Previous Visits to Lee County in Five Years			
	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat Visitors	3*	101	19*
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	3.9	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.*

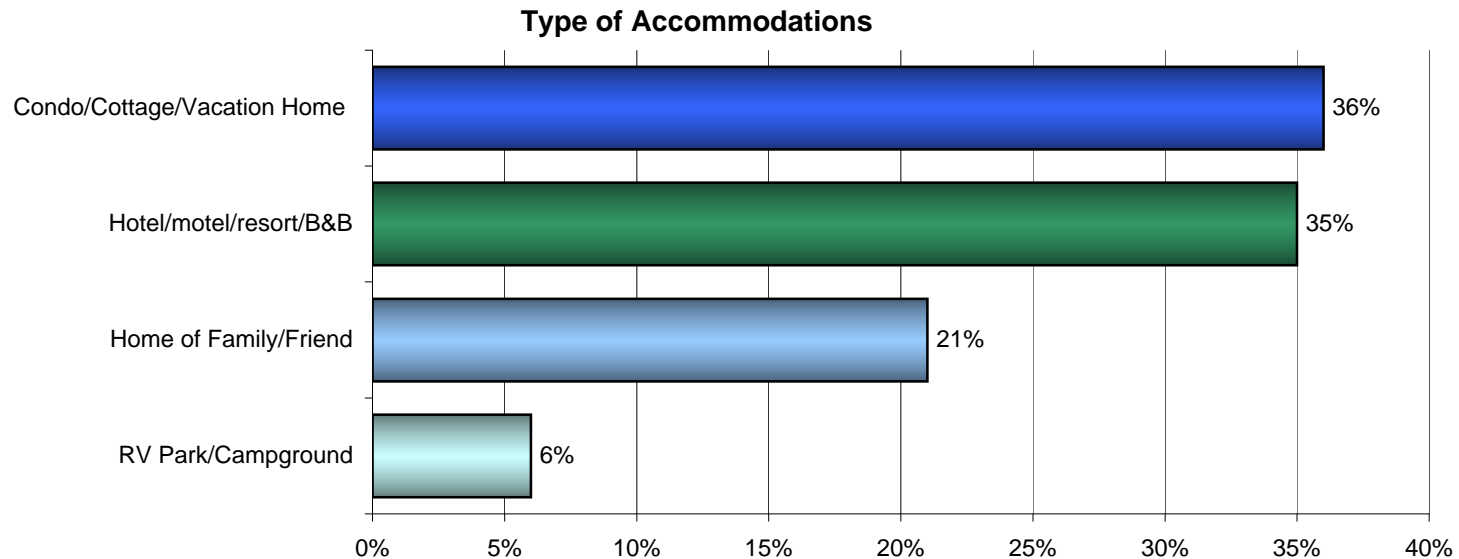


Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	200		
Hotel/motel/inn	26%	Borrowed home/condo	6%
Resort	9%	Owned home/condo	3%
B&B	0%	RV Park/Campground	6%
Home of family/friend	21%	Day trip (no accommodations)	1%
Rented home/condo	28%	No Answer	--

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



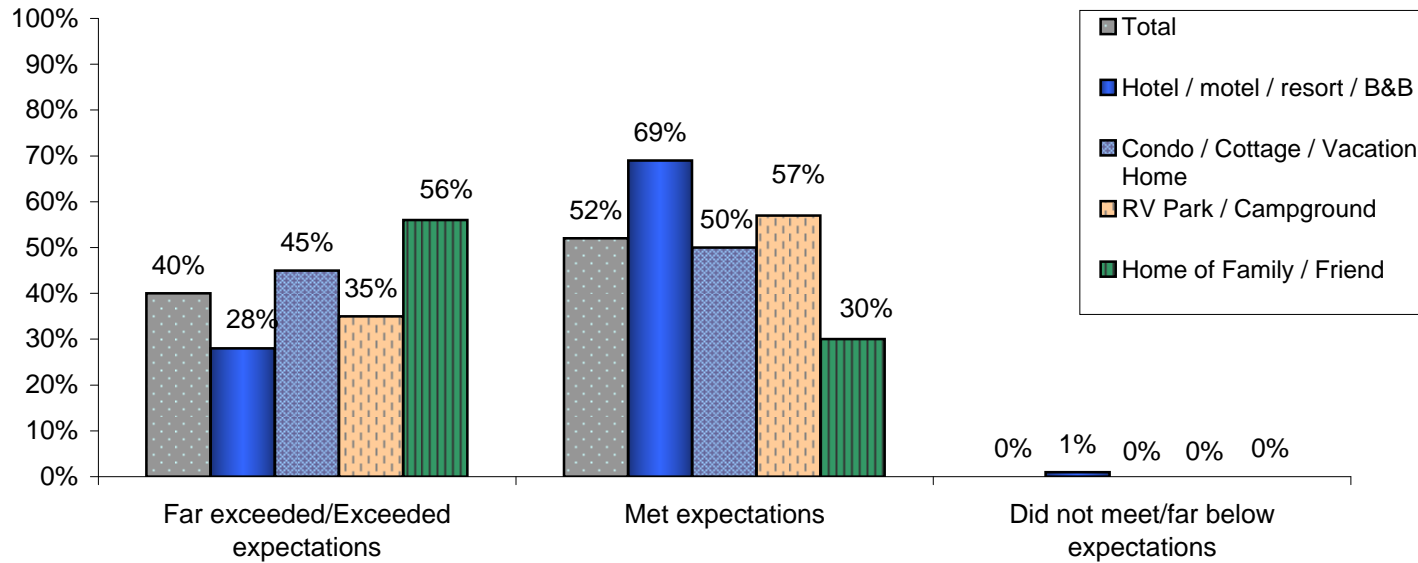


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	200
Far exceeded/Exceeded expectations	40%
Met expectations	52%
Did not meet/Far below expectations	<1%
No Answer	7%

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

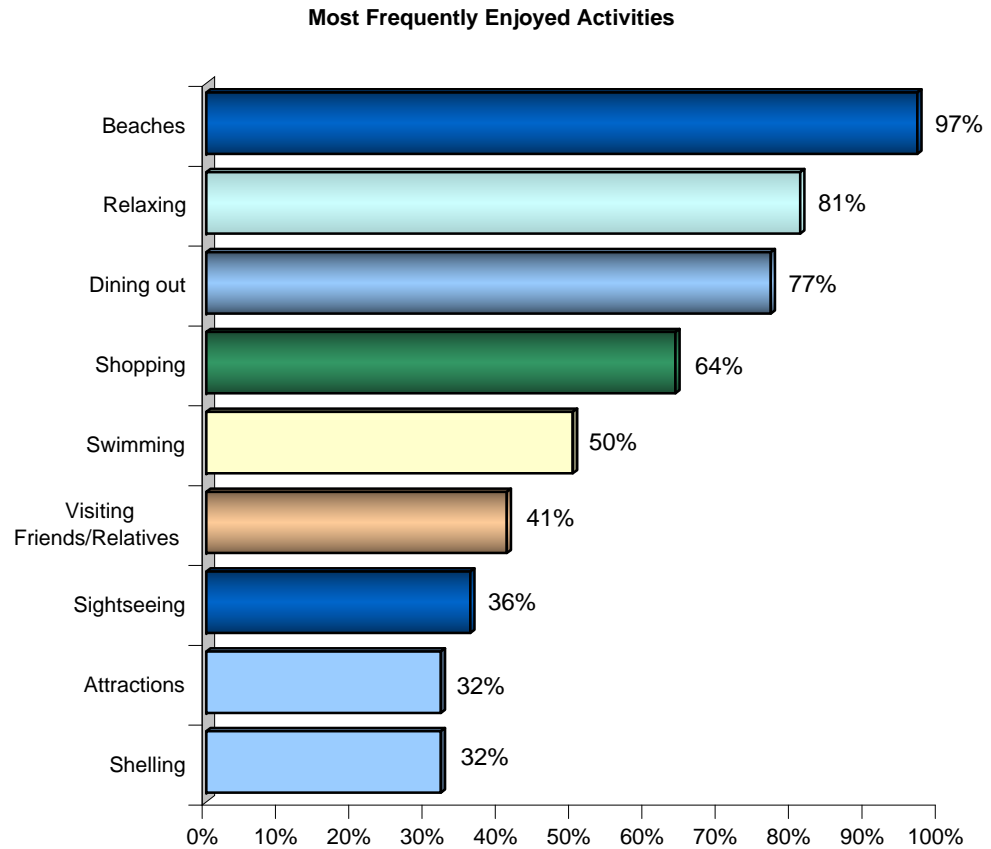




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	200
Beaches	97%
Relaxing	81%
Dining out	77%
Shopping	64%
Swimming	50%
Visiting Friends/Relatives	41%
Sightseeing	36%
Attractions	32%
Shelling	32%
Watching Wildlife	21%
Exercise/Working Out	21%
Birdwatching	20%
Photography	18%
Bars/Nightlife	16%
Golfing	16%
Bicycle Riding	16%
Cultural Events	10%
Guided Tour	8%
Boating	6%
Fishing	5%
Miniature Golf	5%
Sporting Event	4%
Tennis	3%
Parasailing/Jet Skiing	3%
Kayaking/Canoeing	2%
Scuba Diving/Snorkeling	1%
Other	5%



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

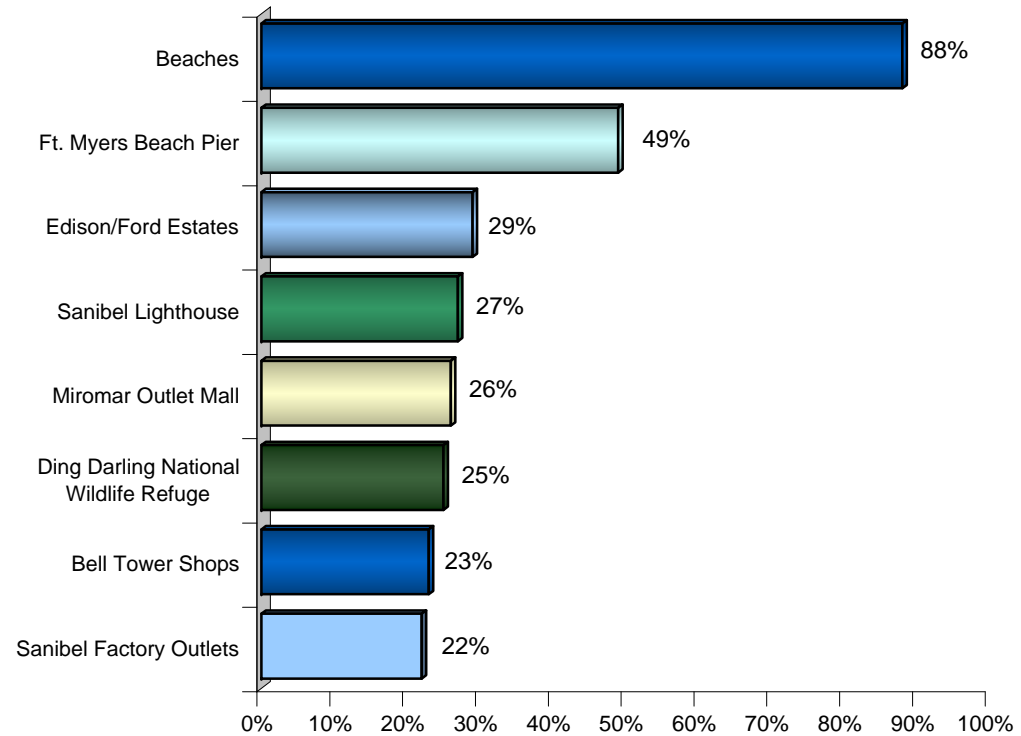


Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	200
Beaches	88%
Ft. Myers Beach Pier	49%
Edison/Ford Estates	29%
Sanibel Lighthouse	27%
Miromar Outlet Mall	26%
Ding Darling National Wildlife Refuge	25%
Bell Tower Shops	23%
Sanibel Factory Outlets	22%
Shell Factory and Nature Park	16%
Periwinkle Place	14%
Edison Mall	13%
Coconut Point Mall	12%
Broadway Palm Dinner Theater	7%
Manatee Park	7%
Gulf Coast Town Center	6%
Barbara B. Mann Performing Arts Hall	4%
Bailey-Matthews Shell Museum	4%
Babcock Wilderness Adventures	1%
Other	5%
None/No Answer	4%

Most Frequently Visited Attractions



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

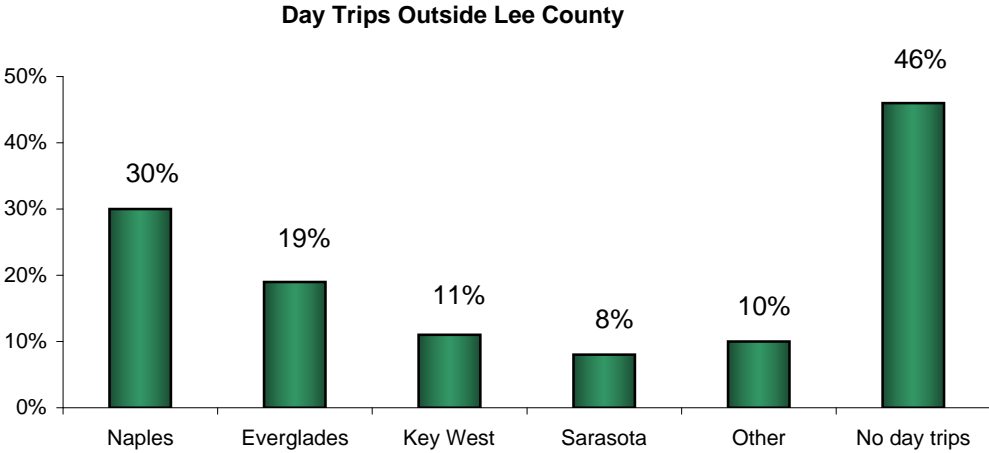


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	200
<u>Any Day Trips (net)</u>	<u>48%</u>
<i>Naples</i>	30%
<i>Everglades</i>	19%
<i>Key West</i>	11%
<i>Sarasota</i>	8%
<i>Other</i>	10%
<u>No day trips</u>	<u>46%</u>
No answer	6%

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





Visitor Profile Analysis

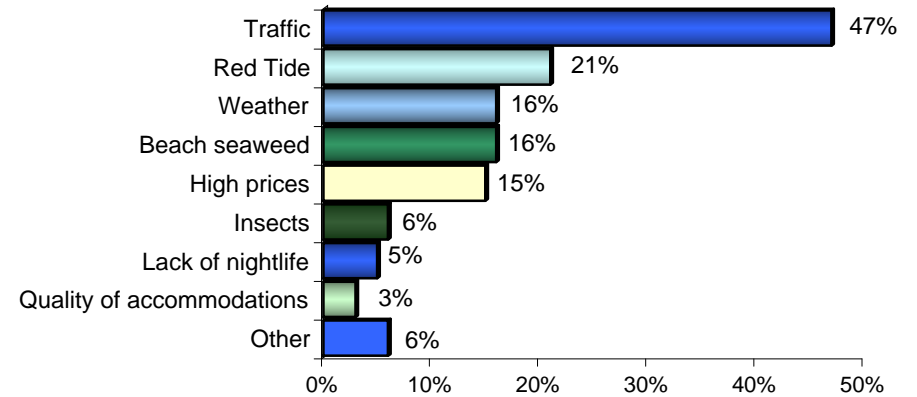
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	200
Traffic	47%
Red Tide	21%
Weather	16%
Beach seaweed	16%
High prices	15%
Insects	6%
Lack of nightlife	5%
Quality of accommodations	3%
Other	6%
Nothing/no answer	24%

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

Least Liked Features

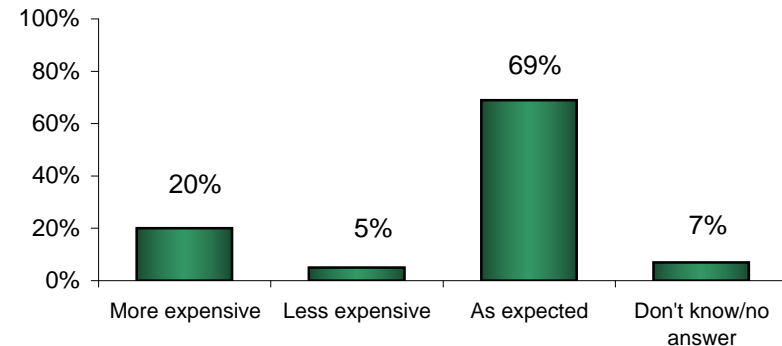


Perception of Lee County as Expensive

Total Respondents	200
More expensive	20%
Less expensive	5%
As expected	69%
Don't know/no answer	7%

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



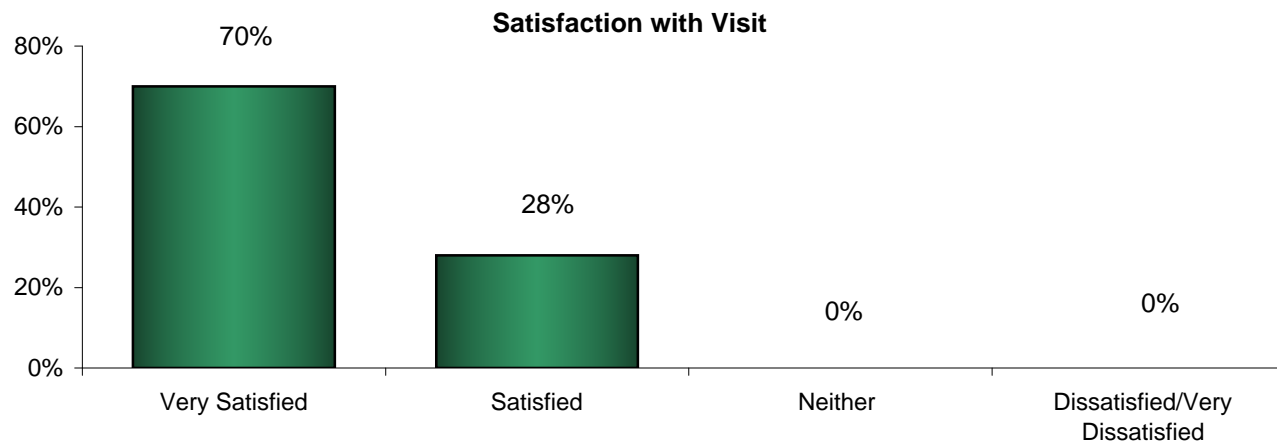


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	200
<u>Satisfied</u>	<u>98%</u>
<i>Very Satisfied</i>	70%
<i>Satisfied</i>	28%
Neither	<1%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	1%

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





Visitor Profile Analysis

Lee County Experience and Future Plans

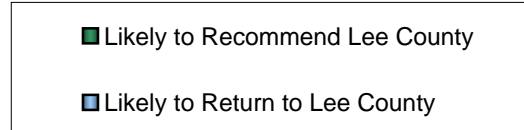
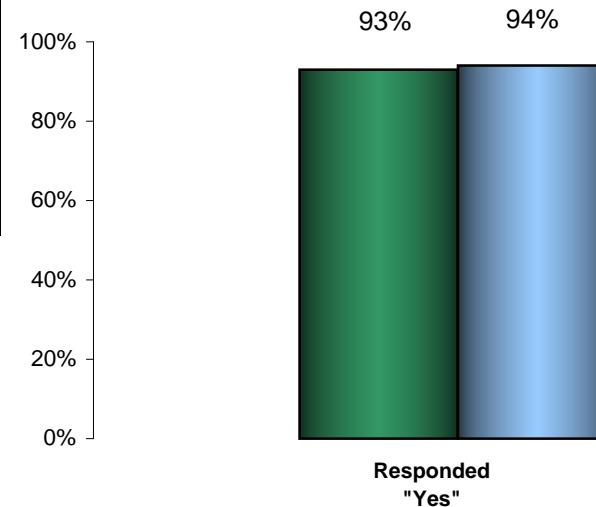
Likelihood to Recommend/Return to Lee County	
Total Respondents	200
Likely to Recommend Lee County	93%
Likely to Return to Lee County	94%
Base: Total Respondents Planning to Return	188
Likely to Return Next Year	63%

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	200
Couple	61%
Family	22%
Group of couples/friends	6%
Single	6%
Other	4%
Mean travel party size	2.7
Mean adults in travel party	2.5

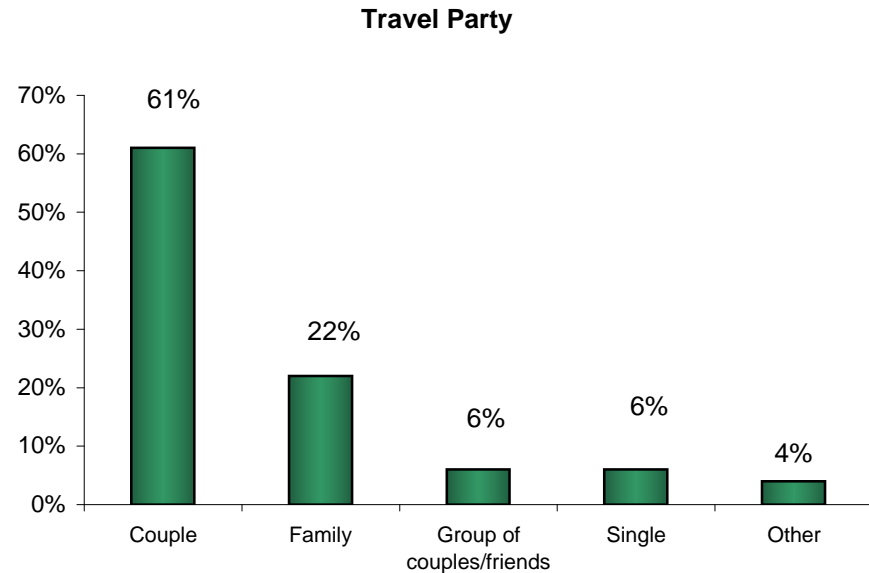
Question 22: On this trip, are you traveling:

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	200
Traveling with any Children (net)	<u>12%</u>
Any younger than 6	8%
Any 6 - 11 years old	5%
Any 12 - 17 years old	4%

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

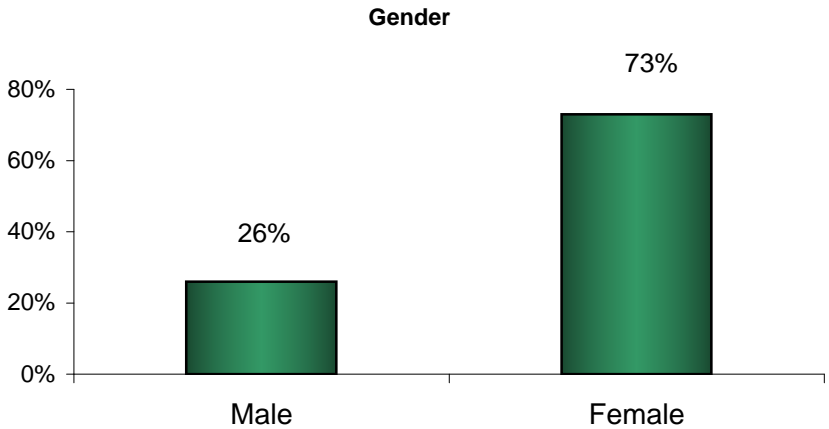
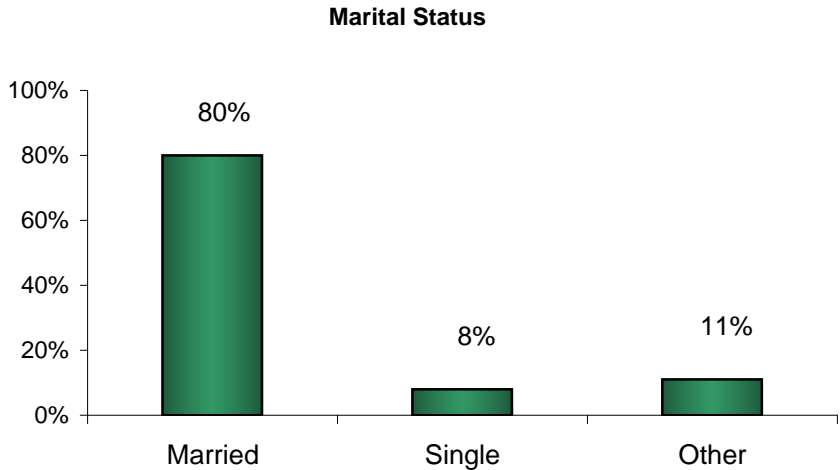




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	200
Vacations per year (mean)	3.1
Short getaways per year (mean)	4.3
Age of respondent (mean)	56.1
Annual household income (mean)	\$96,851
Marital Status	
Married	80%
Single	8%
Other	11%
Gender of Respondent	
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

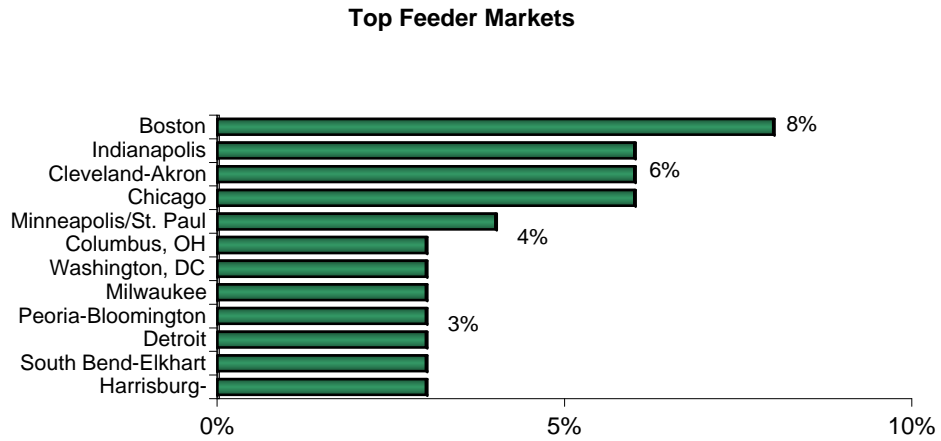
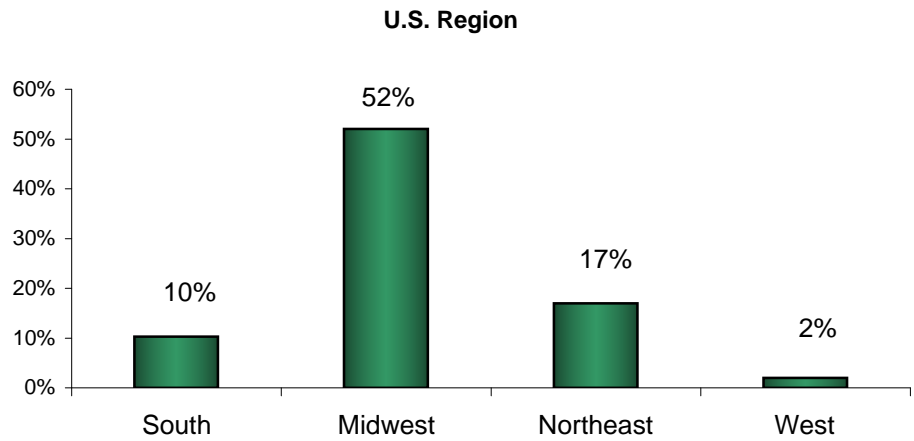
Question 42: Are you: Male/Female



Visitor Profile Analysis

Visitor Origin and Visitation Estimates

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Indianapolis	6%	7,175
Cleveland-Akron	6%	7,175
Chicago	6%	7,175
Minneapolis/St. Paul	4%	4,783
Columbus, OH	3%	3,587
Washington, DC	3%	3,587
Milwaukee	3%	3,587
Peoria-Bloomington	3%	3,587
Detroit	3%	3,587
South Bend-Elkhart	3%	3,587
Harrisburg-Lancaster	3%	3,587
In State Visitors (Paid Accommodations)		
Florida residents	1%	1,196





Occupancy Data Analysis February 2008

Property managers representing 127 properties in Lee County were interviewed for the February Occupancy Survey between March 1 and March 15, 2008, a sample considered accurate to plus or minus 8.7 percentage points at the 95% confidence level.



providing direction in travel & tourism



Occupancy Data Analysis

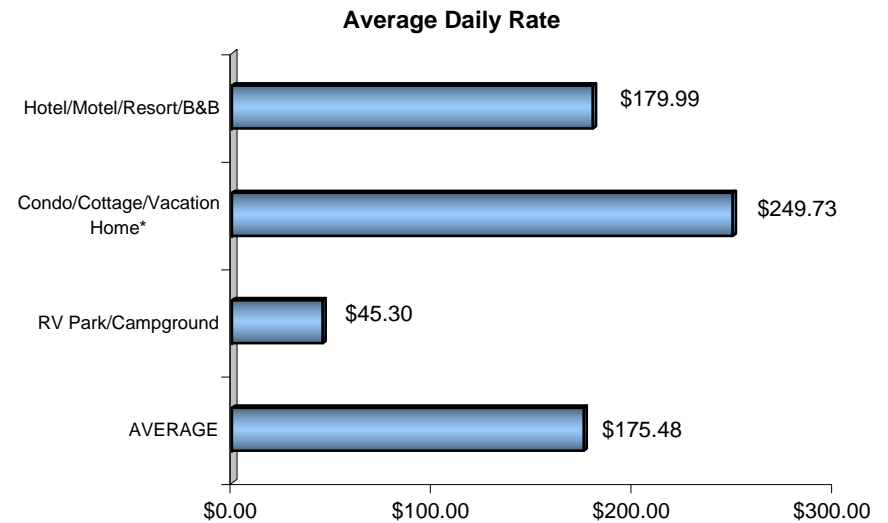
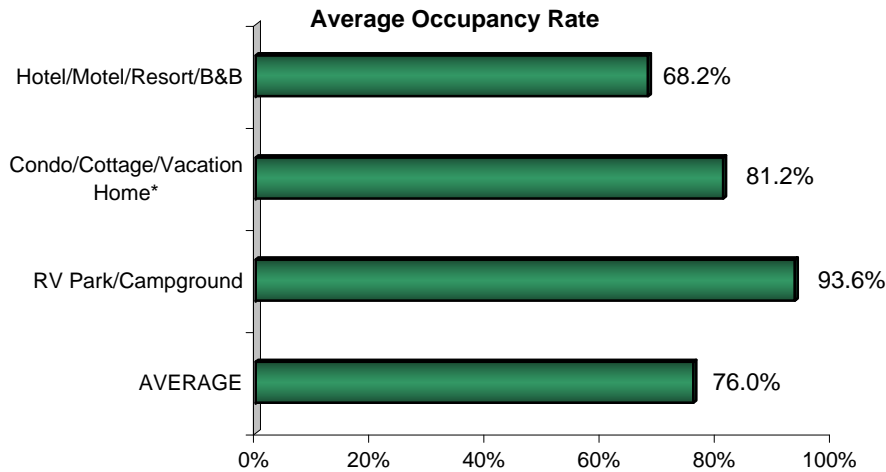
Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	125	125	125
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	68.2%	\$179.99	\$122.66
Condo/Cottage/Vacation Home*	81.2%	\$249.73	\$202.73
RV Park/Campground	93.6%	\$45.30	\$42.41
AVERAGE	76.0%	\$175.48	\$133.43

* Includes timeshare rental properties.

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

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





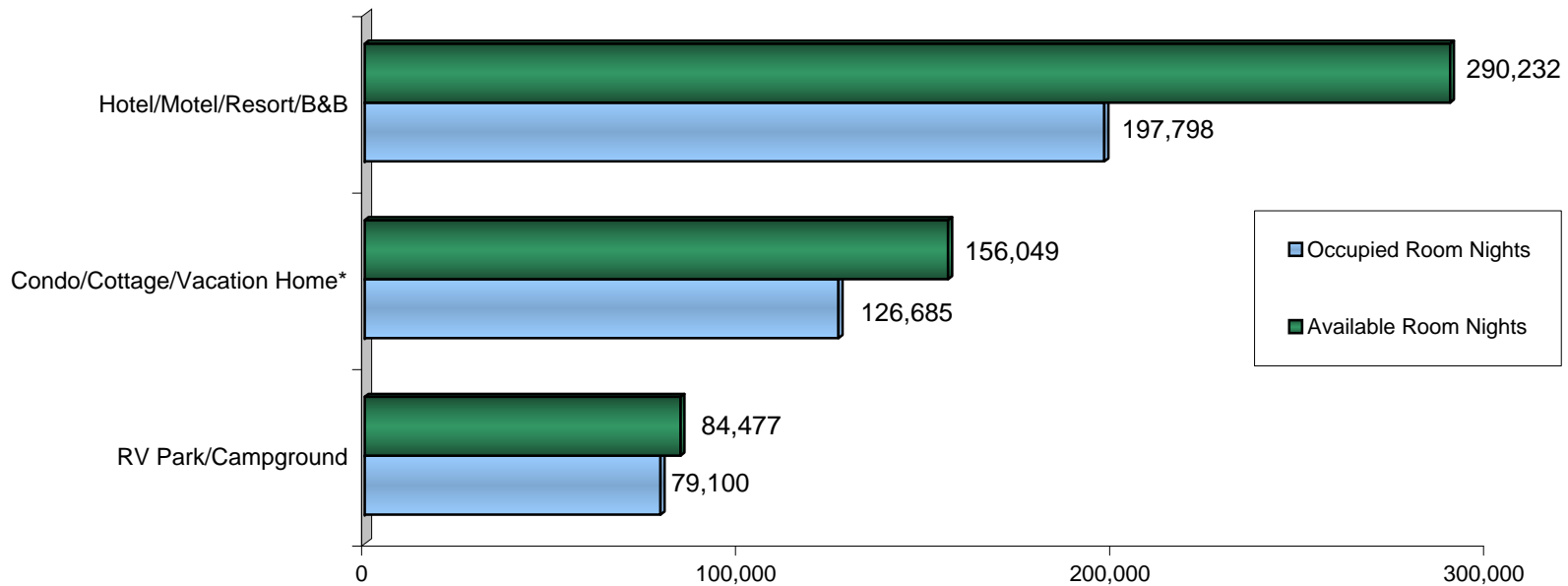
Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	197,798	290,232
Condo/Cottage/Vacation Home*	126,685	156,049
RV Park/Campground	79,100	84,477
Total	403,583	530,758

**Includes timeshare rental properties*

Occupied /Available Room Nights





Occupancy Data Analysis

Lodging Management Estimates

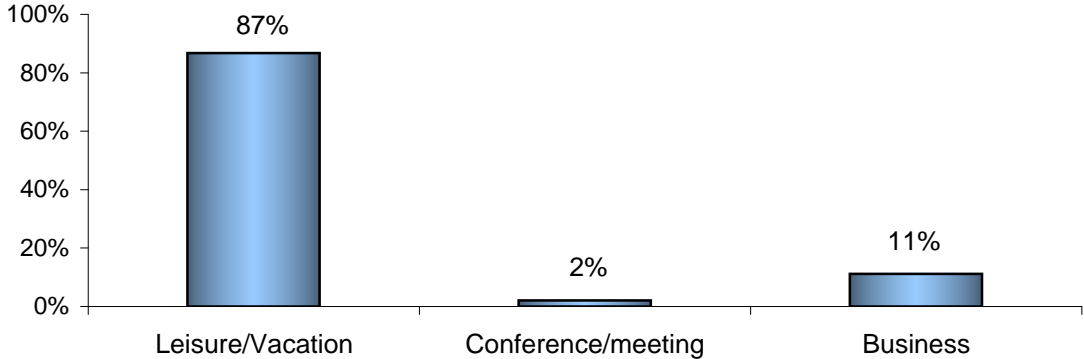
Guest Profile	
Property Managers Responding	117
Purpose of Visit	
Leisure/Vacation	87%
Conference/meeting	2%
Business	11%
Property Managers Responding	118
Average guests per room	2.5
Property Managers Responding	118
Average length of stay in nights	10.2

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

Question 20: What was your average number of guests per room/site/unit in February?

Question 21: What was the average length of stay (in nights) of your guests in February?

Purpose of Visit



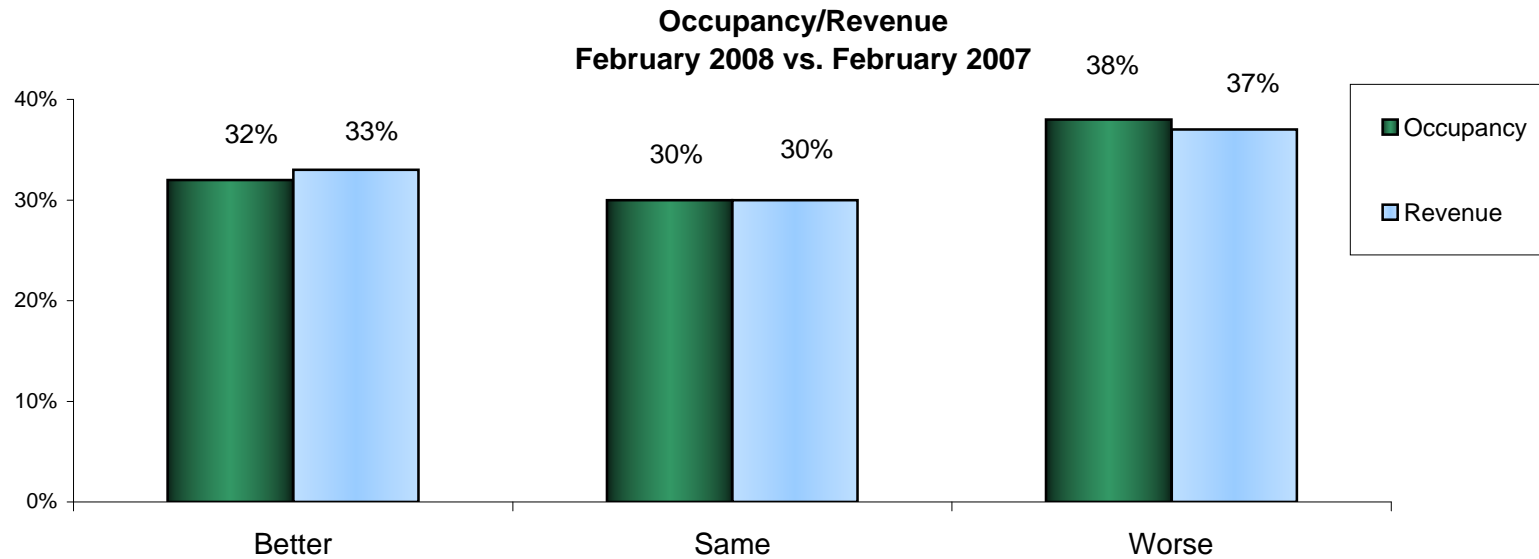


Occupancy Data Analysis

**Occupancy Barometer
February 2008 vs. February 2007**

	Occupancy	Revenue
Property Managers Responding	122	118
Better	32%	33%
Same	30%	30%
Worse	38%	37%

Question 22: Was your February occupancy better, the same, or worse than it was in February 2007? How about your property's February revenue - better, the same, or worse than February 2007?





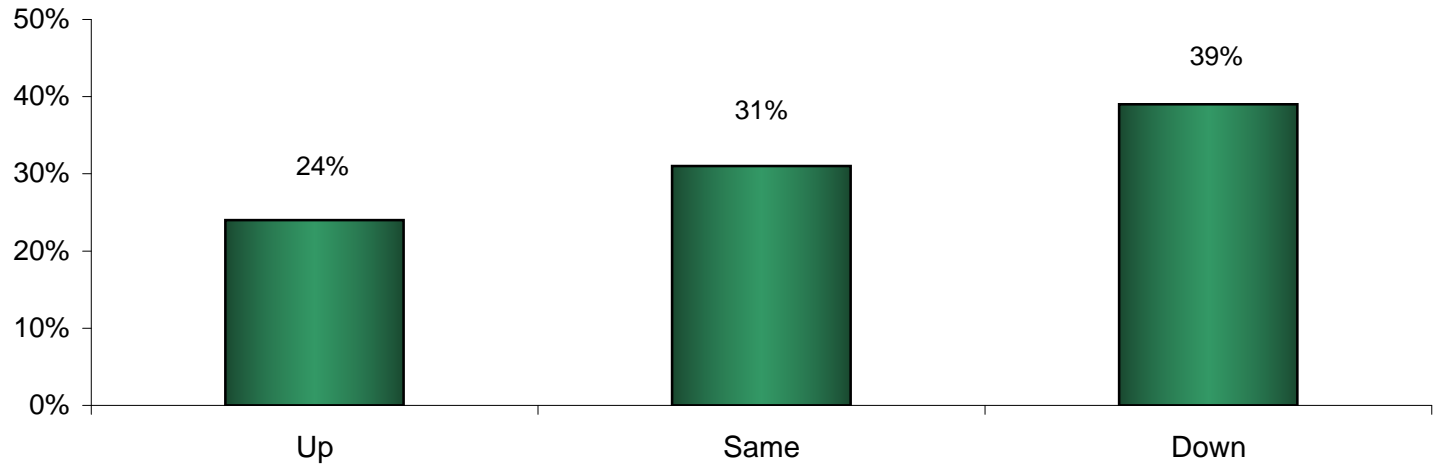
Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	121
Up	24%
Same	31%
Down	39%

Question 27: Compared to March, April, and May 2007, is your property's total level of reservations up, the same, or down for March, April, and May 2008?

Level of Reservations for Next 3 Months Compared to Last Year



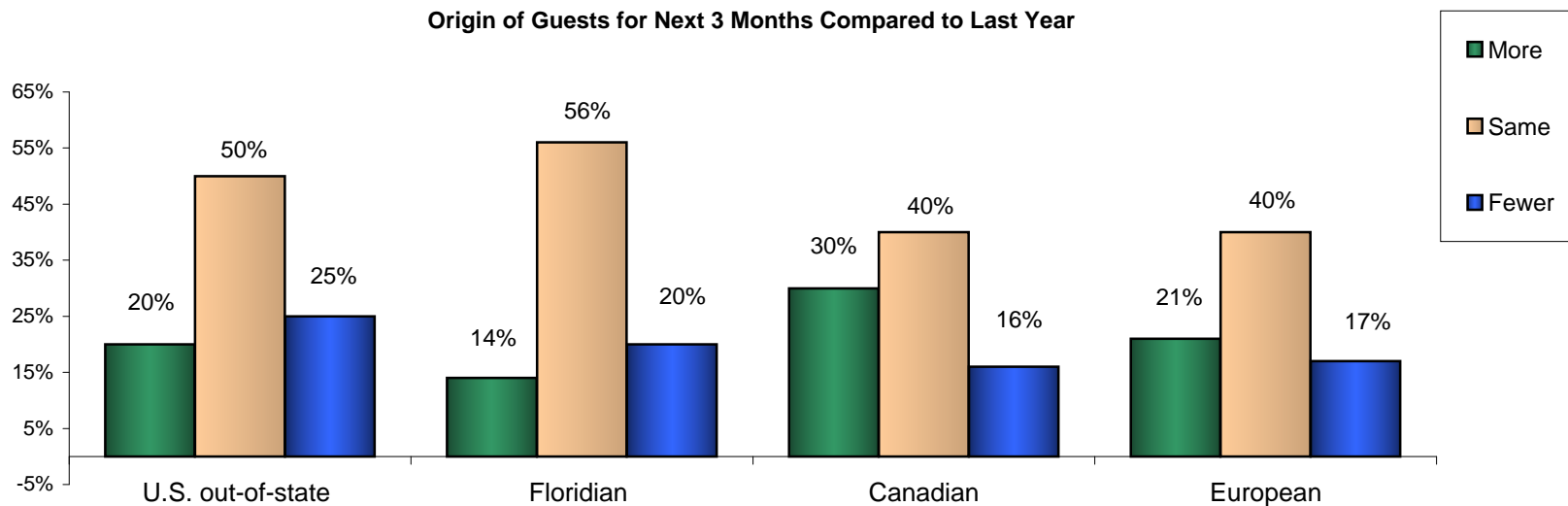


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (96 Minimum)	More	Same	Fewer	Not Applicable
U.S. out-of-state	20%	50%	25%	6%
Floridian	14%	56%	20%	10%
Canadian	30%	40%	16%	15%
European	21%	40%	17%	23%

Question 28: Now thinking about the specific origins of your guests, for March, April, and May 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?



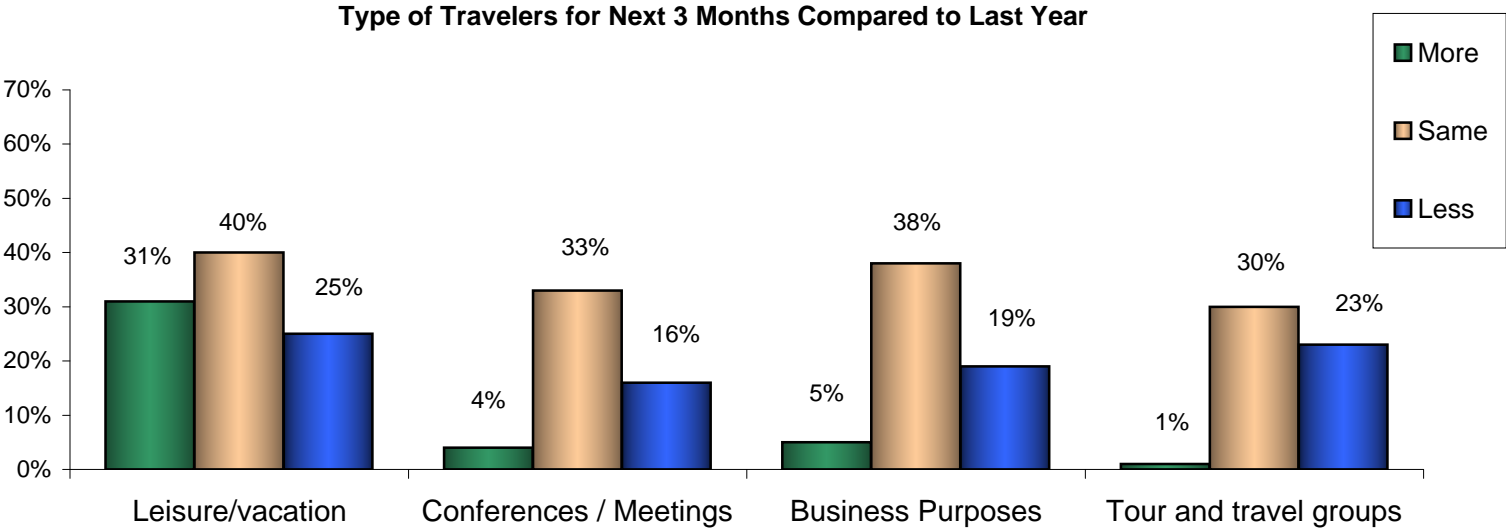


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (88 Minimum)	More	Same	Less	Not Applicable
Leisure/vacation	31%	40%	25%	5%
Conferences / Meetings	4%	33%	16%	46%
Business Purposes	5%	38%	19%	38%
Tour and travel groups	1%	30%	23%	47%

Question 29: Compared to March, April, and May 2007, will the following types of travelers generate more, the same, or less business for your property in March, April, and May 2008?





Economic Impact Analysis February 2008

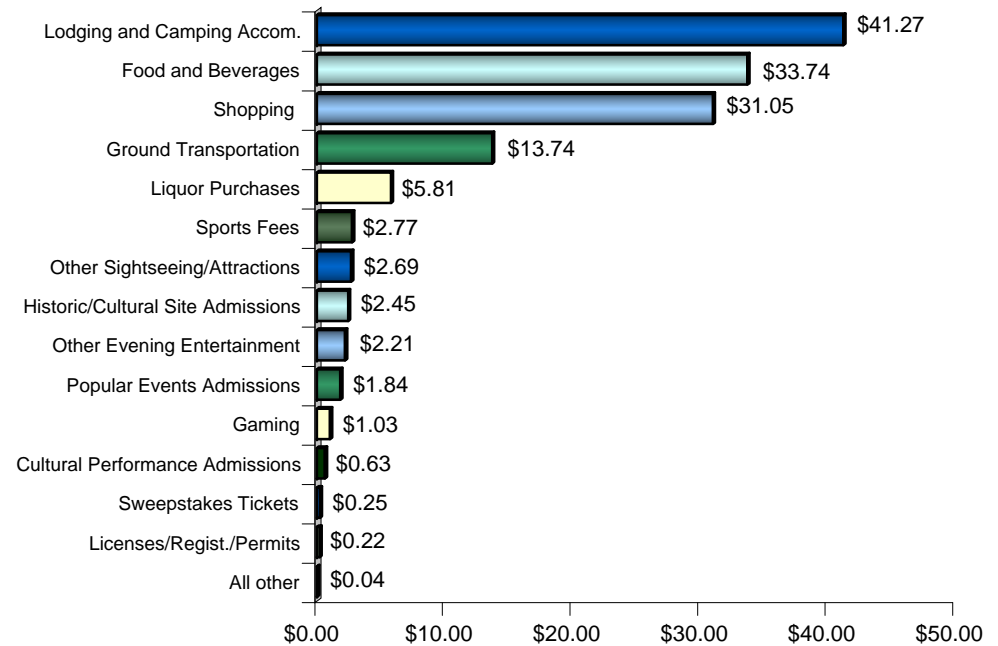


Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$139.74
Lodging and Camping Accom.	\$41.27
Food and Beverages	\$33.74
Shopping	\$31.05
Ground Transportation	\$13.74
Liquor Purchases	\$5.81
Sports Fees	\$2.77
Other Sightseeing/Attractions	\$2.69
Historic/Cultural Site Admissions	\$2.45
Other Evening Entertainment	\$2.21
Popular Events Admissions	\$1.84
Gaming	\$1.03
Cultural Performance Admissions	\$0.63
Sweepstakes Tickets	\$0.25
Licenses/Regist./Permits	\$0.22
All other	\$0.04

Expenditures per Person per Day





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

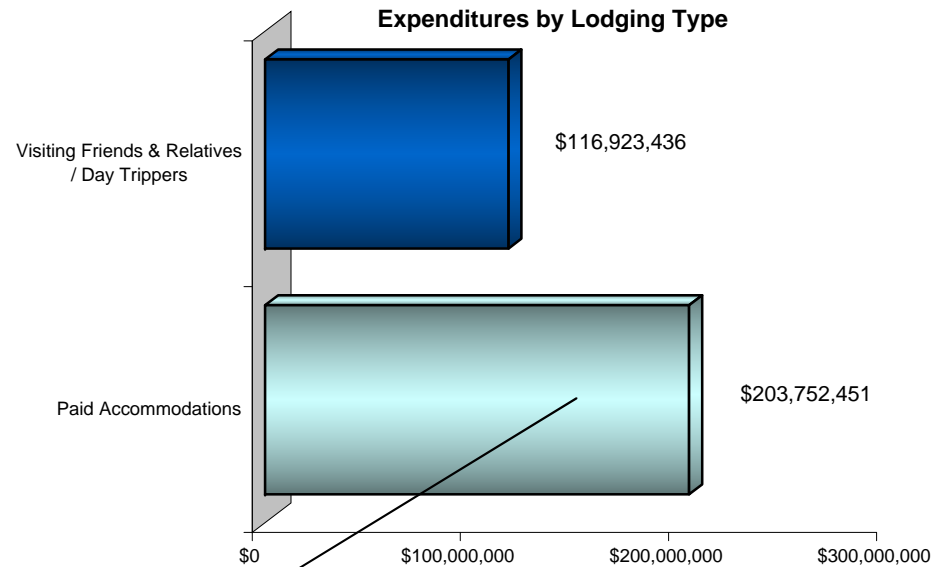
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$320,675,887</u>	<u>\$203,752,451</u>	<u>100%</u>	<u>\$116,923,436</u>	<u>100%</u>	<u>\$187,977,095</u>
Food and Beverages	\$83,829,843	\$45,285,785	22%	\$38,544,058	33%	\$41,533,721
Shopping	\$80,896,107	\$41,405,661	20%	\$39,490,446	34%	\$37,727,614
Lodging Accommodations	\$70,820,374	\$70,820,374	35%	\$0	0%	\$66,697,645
Ground Transportation	\$31,565,858	\$19,937,848	10%	\$11,628,010	10%	\$18,069,430
Liquor Purchases	\$15,721,933	\$7,150,878	4%	\$8,571,055	7%	\$6,506,679
Historic/Cultural Site Admissions	\$7,534,218	\$3,311,827	2%	\$4,222,391	4%	\$2,908,759
Sport Fees	\$5,863,398	\$3,907,471	2%	\$1,955,927	2%	\$3,594,947
Other Sightseeing/Attractions	\$6,614,549	\$3,978,073	2%	\$2,636,476	2%	\$3,639,235
Other Evening Entertainment	\$6,903,837	\$2,662,205	1%	\$4,241,632	4%	\$2,338,411
Popular Events Admissions	\$5,679,613	\$2,218,161	1%	\$3,461,452	3%	\$2,072,648
All Other	\$5,246,157	\$3,074,168	2%	\$2,171,989	2%	\$2,888,006



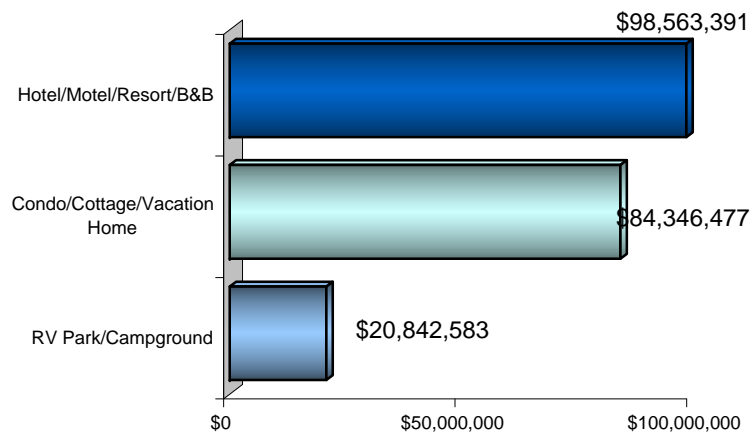
Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	\$320,675,887	100%
Visiting Friends & Relatives / Day Trippers	\$116,923,436	36%
Paid Accommodations	\$203,752,451	64%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$98,563,391</i>	<i>31%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$84,346,477</i>	<i>26%</i>
<i>RV Park/Campground</i>	<i>\$20,842,583</i>	<i>6%</i>



Paid Accommodations Expenditures by Lodging Type





Appendix February 2008



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita	Bonita Beach	4-Feb	24
Sanibel	Song of the Sea	5-Feb	12
Sanibel	Loggerhead Cay	5-Feb	12
Sanibel	Holiday Inn	6-Feb	17
Ft. Myers Beach	Bel-Air Beach Club	11-Feb	10
Ft. Myers Beach	Lani Kai	11-Feb	16
Fort Myers	Clarion	15-Feb	8
N. Ft. Myers	Shell Factory	15-Feb	14
Fort Myers	Edison Ford Estates	18-Feb	33
Sanibel	Sanibel Lighthouse	23-Feb	14
Ft. Myers Beach	Lani Kai	25-Feb	13
Bonita	Dog Beach	25-Feb	11
Ft. Myers Beach	Pink Shell	29-Feb	<u>16</u>
TOTAL			200

**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 March 1 - March 15, 2008. Information was provided by 127 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	74
Condo/Cottage/Vacation Home	33
RV Park/Campground	16
Other (Trailer Park, Timeshare, Marina)	<u>4</u>
Total	127