

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:



**March 7, 2008
July 2007 Visitor Profile & Occupancy Analysis
(Revised)**



**Executive Summary
July 2007
(Revised)**



Executive Summary

During the month of July 2007, Lee County hosted nearly 475,000 visitors. Almost half of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, over three quarters were US residents. Among US visitors, almost four in ten were from the South.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	46%	215,944*
Friends/Relatives	54%	<u>259,016**</u>
<i>Total Visitation</i>		<i>474,960</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	79%	170,554
United Kingdom	9%	19,256
Canada	6%	12,379
Germany	1%	2,751
Other/No Answer	6%	12,378
U.S. Region (Paid Accommodations)***		
Florida	23%	38,512
South (including Florida)	40%	67,396
West	19%	33,011
Midwest	16%	27,509
Northeast	11%	19,256
No Answer	14%	23,382
Top 10 DMAs (Paid Accommodations)***		
Miami-Ft. Lauderdale	6%	11,004
Orlando-Daytona Beach	6%	11,004
Tampa-St. Petersburg	5%	8,253
Los Angeles	5%	8,253
Philadelphia	4%	6,877
Denver	3%	5,502
New York	2%	4,126
Houston	2%	4,126
Hartford-New Haven	2%	4,126
Phoenix	2%	4,126

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent nearly \$257 million in Lee County during the month of July. Most of this was spent by those visitors staying in paid accommodations (\$148 million). Including only those properties paying the bed tax, \$138 million was spent by visitors staying in paid accommodations. The highest proportions are spent on shopping, food and beverages, and lodging accommodations.

Six July visitors in ten flew to the area (59%), while an additional 39% drove to Lee County. Most Lee County visitors were repeat visitors (59%), averaging nearly four visits in five years.

Almost nine visitors out of ten spent some time at the beach while visiting Lee County (87%). The majority spent time relaxing, dining out, swimming, or shopping.

Lee County visitors continue to be satisfied with their visit (93%). Further proof of this satisfaction is illustrated by the 86% who said they will recommend Lee County to a friend or family member and 85% who indicated that they plan to return themselves.

Lee County July visitors are around the age of 47 and are more affluent than the general population (average household income of \$98,100). Most July visitors are married (81%), with 61% traveling with children.

Occupancy rates for the month of July were fairly low, with hotels/motels/resorts achieving the highest occupancy at 64.7%. Average daily rates were highest among condos/cottages/vacation rentals at \$144.37.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	118	117	117/118
Hotel/Motel/Resort/B&B	64.7%	\$129.51	\$83.75
Condo/Cottage/Vacation Home*	51.1%	\$144.37	\$73.73
RV Park/Campground	28.5%	\$32.83	\$9.37
AVERAGE	54.7%	\$124.93	\$68.36

* Includes timeshare rental properties.

Sixty-eight percent of the lodging properties surveyed reported their July 2007 occupancy to be better (45%) or the same (23%) as July 2006, while 32% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 70% reporting it to be better (48%) or the same (22%) in July 2007 as compared to July 2006, and 30% saying it was worse.



Visitor Profile Analysis July 2007 (Revised)

A total of 211 interviews were conducted with visitors in Lee County during the month of July. A total sample of this size is considered accurate to plus or minus 6.8 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

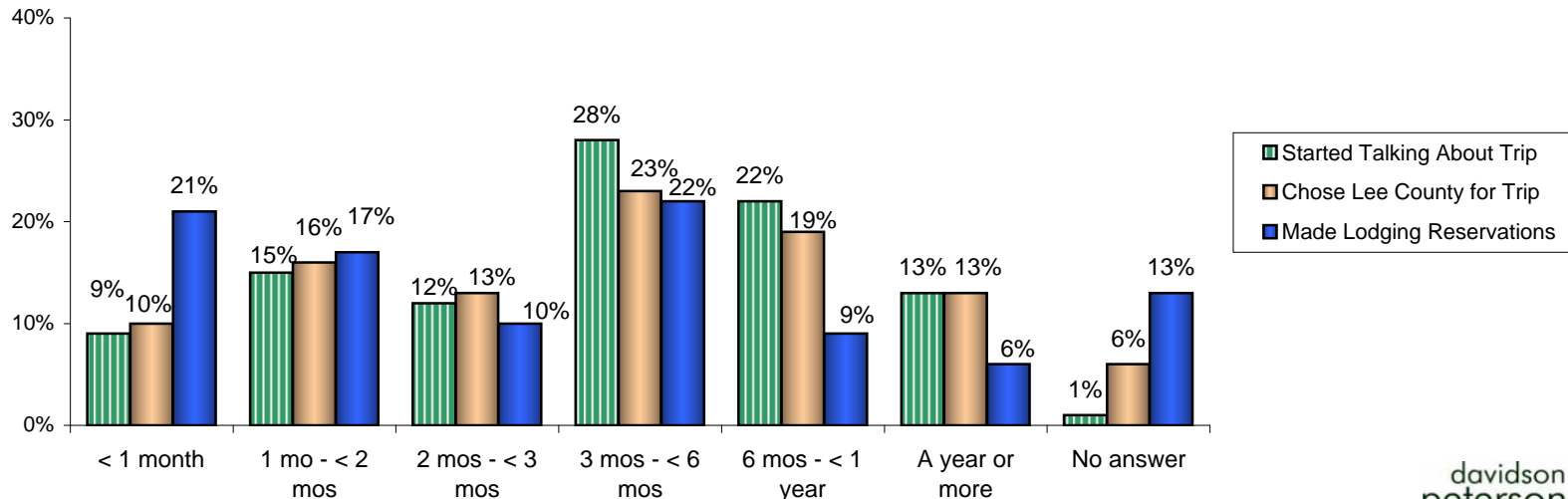
Travel Planning

Total Respondents	211	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		9%	10%	21%
1 mo - < 2 mos		15%	16%	17%
2 mos - < 3 mos		12%	13%	10%
3 mos - < 6 mos		28%	23%	22%
6 mos - < 1 year		22%	19%	9%
A year or more		13%	13%	6%
No answer		1%	6%	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	211
Before Leaving Home	82%
After arriving in FL	4%
On the road, but not in FL	2%
No Answer	12%

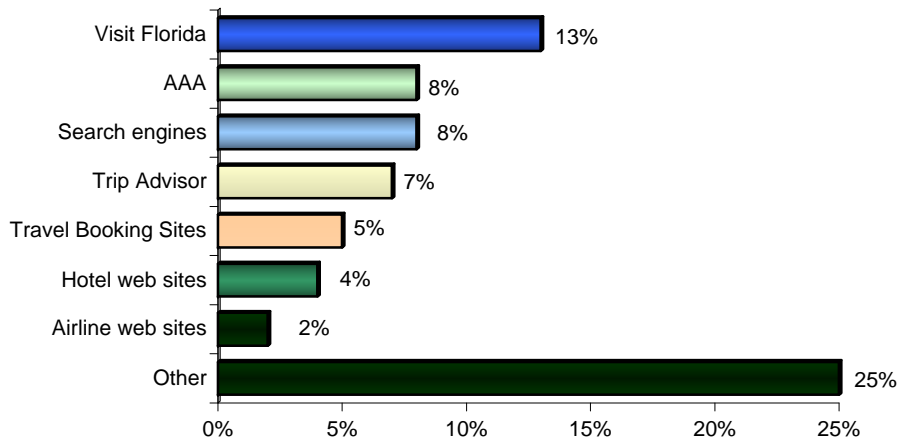
Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access

Total Respondents	211
<u>Yes</u>	<u>93%</u>
Home	38%
Work	4%
Both Home and Work	51%
<u>No</u>	<u>7%</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	194
<u>Visited web sites (net)</u>	<u>68%</u>
Visit Florida	13%
AAA	8%
Search engines	8%
Trip Advisor	7%
Travel Booking Sites	5%
Hotel web sites	4%
Airline web sites	2%
Other	25%
<u>Did not visit web sites</u>	<u>26%</u>
<u>No Answer</u>	<u>6%</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

Requesting Information	
Total Respondents	211
<u>Requested Information (net)</u>	<u>41%</u>
Hotel Web Site	16%
VCB Web Site	9%
Visitor Guide	8%
Call hotel	7%
Call local Chamber of Commerce	2%
Call VCB	2%
Other	13%
<u>Did not request information</u>	<u>48%</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

Travel Agent Assistance	
Total Respondents	211
Yes	3%
No	96%

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

Travel Agent Influence

Travel Agent Influence	
Total respondents who used travel agent	7*
Yes	N/A
No	N/A

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

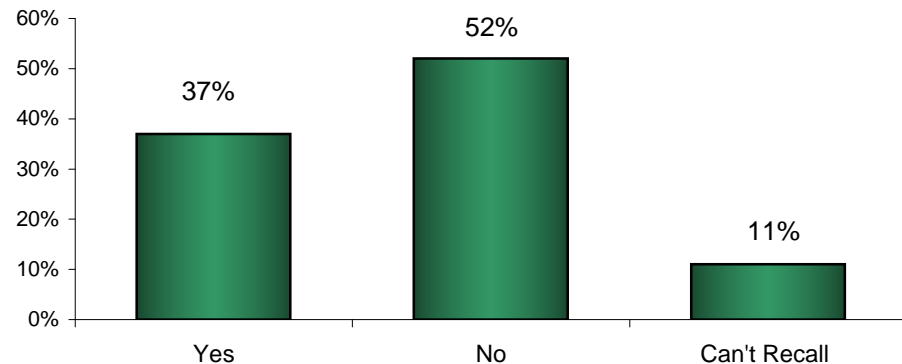
*Note: N/A = Insufficient number of responses for statistical analysis.

Recall of Lee County Promotions

Recall of Lee County Promotions	
Total Respondents	211
Yes	37%
No	52%
Can't Recall	11%

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



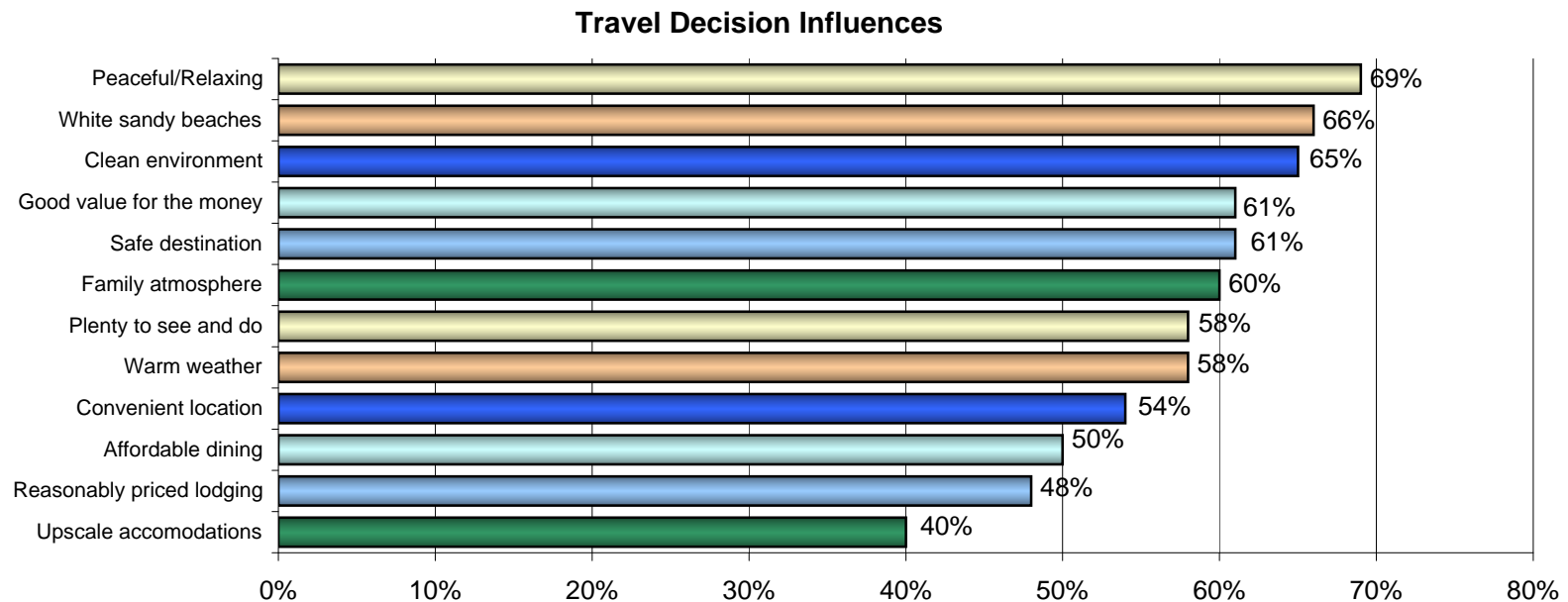


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
211			
Peaceful/Relaxing	69%	Plenty to see and do	58%
White sandy beaches	66%	Warm weather	58%
Clean environment	65%	Convenient location	54%
Good value for the money	61%	Affordable dining	50%
Safe destination	61%	Reasonably priced lodging	48%
Family atmosphere	60%	Upscale accommodations	40%

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?



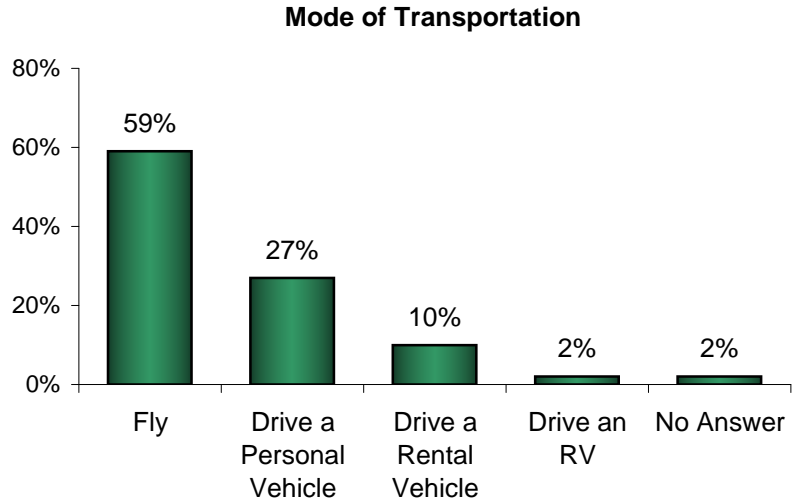


Visitor Profile Analysis

Trip Profile

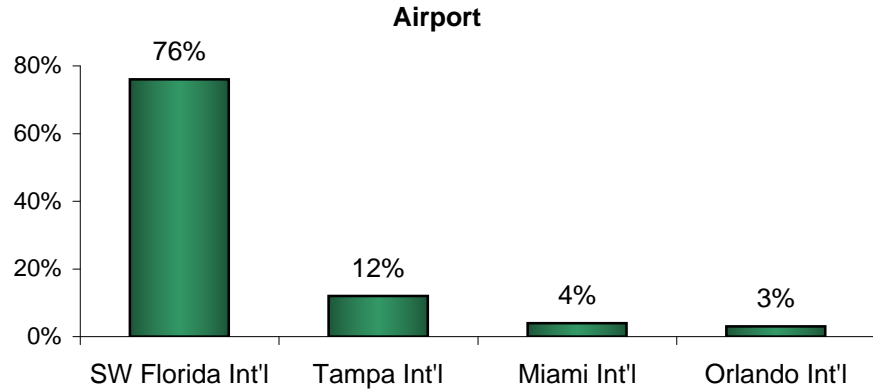
Mode of Transportation	
Total Respondents	211
Fly	59%
Drive a Personal Vehicle	27%
Drive a Rental Vehicle	10%
Drive an RV	2%
No Answer	2%

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



Airport	
Total Respondents who Flew	124
SW Florida Int'l	76%
Tampa Int'l	12%
Miami Int'l	4%
Orlando Int'l	3%
Sarasota/Bradenton	1%
Fort Lauderdale Int'l	1%
Other	1%

Question 2: At which Florida airport did you land?





Visitor Profile Analysis

Trip Profile

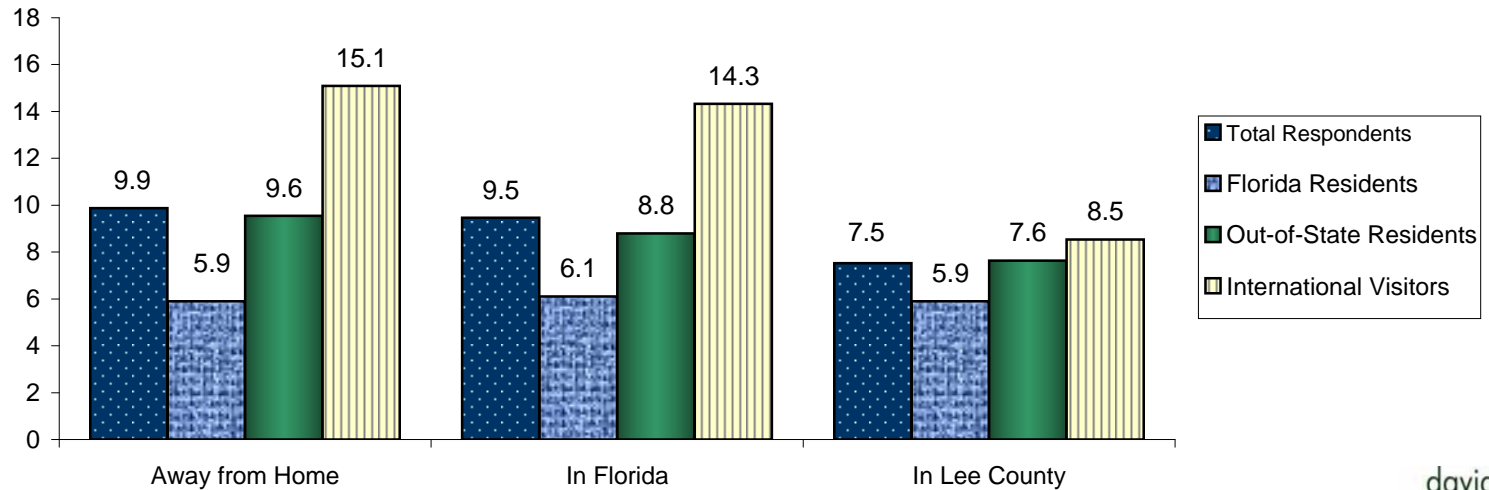
Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	211	30*	119	35*
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	9.9	5.9	9.6	15.1
In Florida	9.5	6.1	8.8	14.3
In Lee County	7.5	5.9	7.6	8.5

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

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

Trip Length (mean # of days)

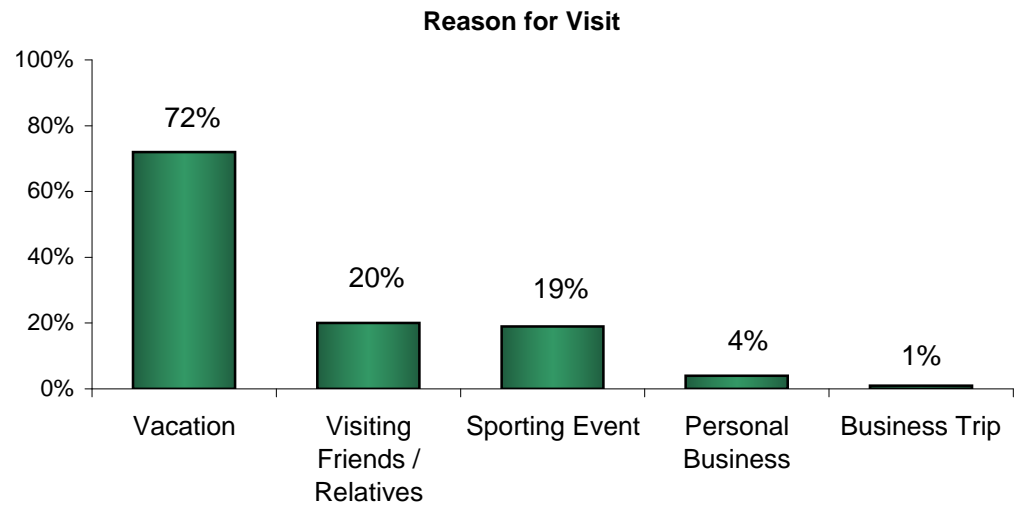




Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	211
Vacation	72%
Visiting Friends / Relatives	20%
Sporting Event	19%
Personal Business	4%
Business Trip	1%
Conv/Conf/Trade Show	<1%
Other	5%



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



Visitor Profile Analysis

Trip Profile

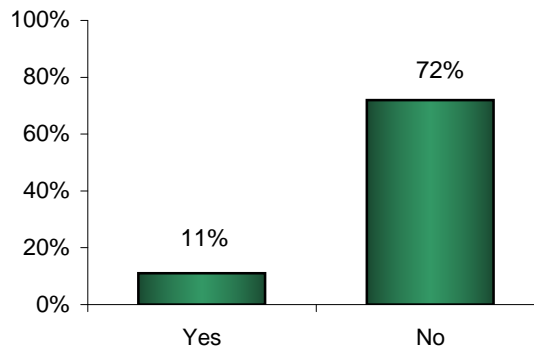
First Time Visitor to Florida

Base: Total Respondents	211
Yes	11%
No	72%
No answer	3%
<hr/>	
<i>FL Residents*</i>	<i>14%</i>

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

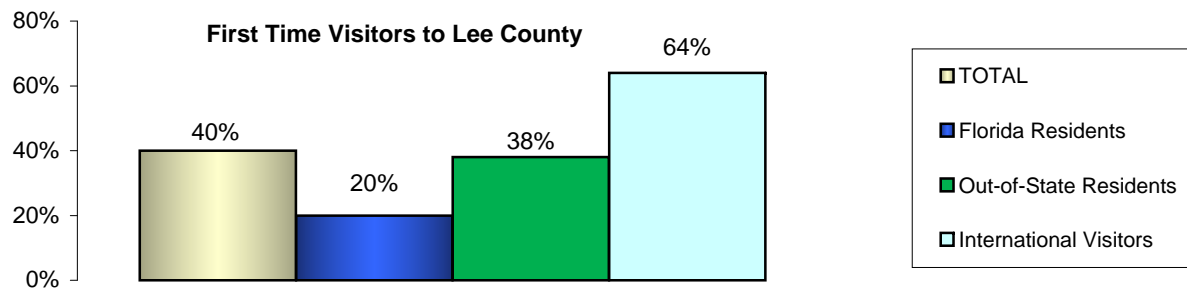


First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	211	30*	119	35*
Yes	40%	20%	38%	64%
No	59%	78%	62%	36%
No answer	1%	2%	1%	--

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

*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	153 (FL res. excl.)	124
	Mean # of visits	Mean # of visits
Number of visits	4.1	3.8

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	24*	73	13*
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	3.7	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.

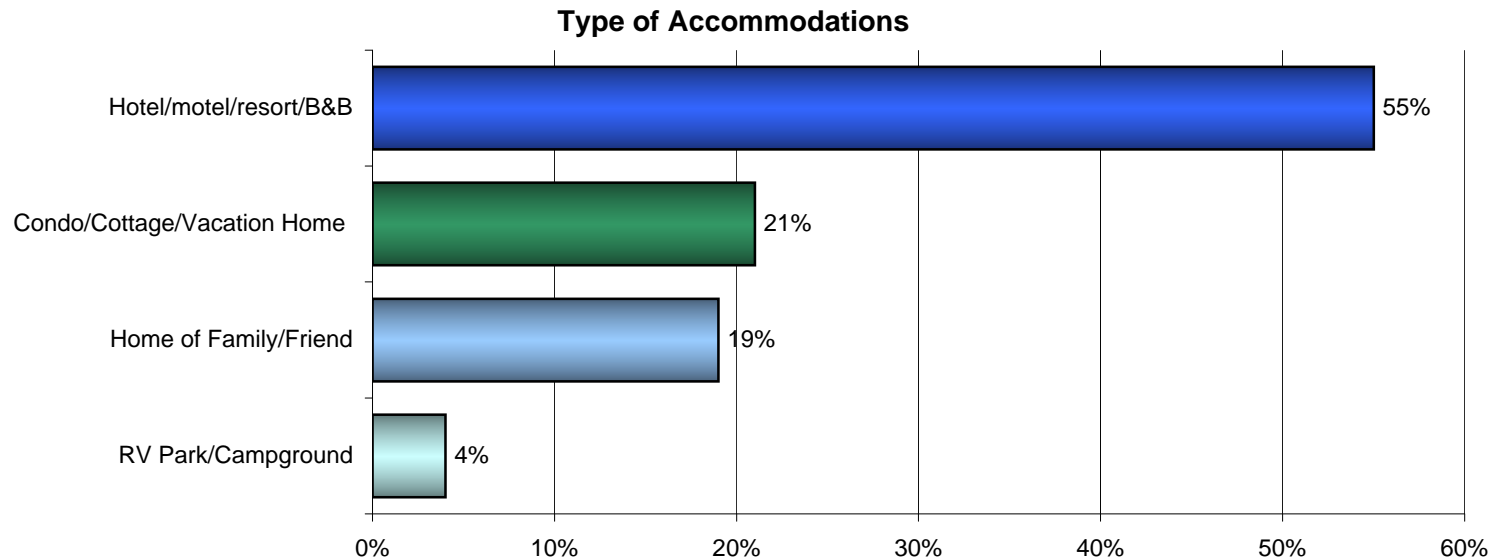


Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	211		
Hotel/motel/inn	40%	Borrowed home/condo	2%
Resort	14%	Owned home/condo	3%
B&B	<1%	Campground	4%
Home of family/friend	19%	No answer	<1%
Rented home/condo	16%	Day trip (no accom)	<1%

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



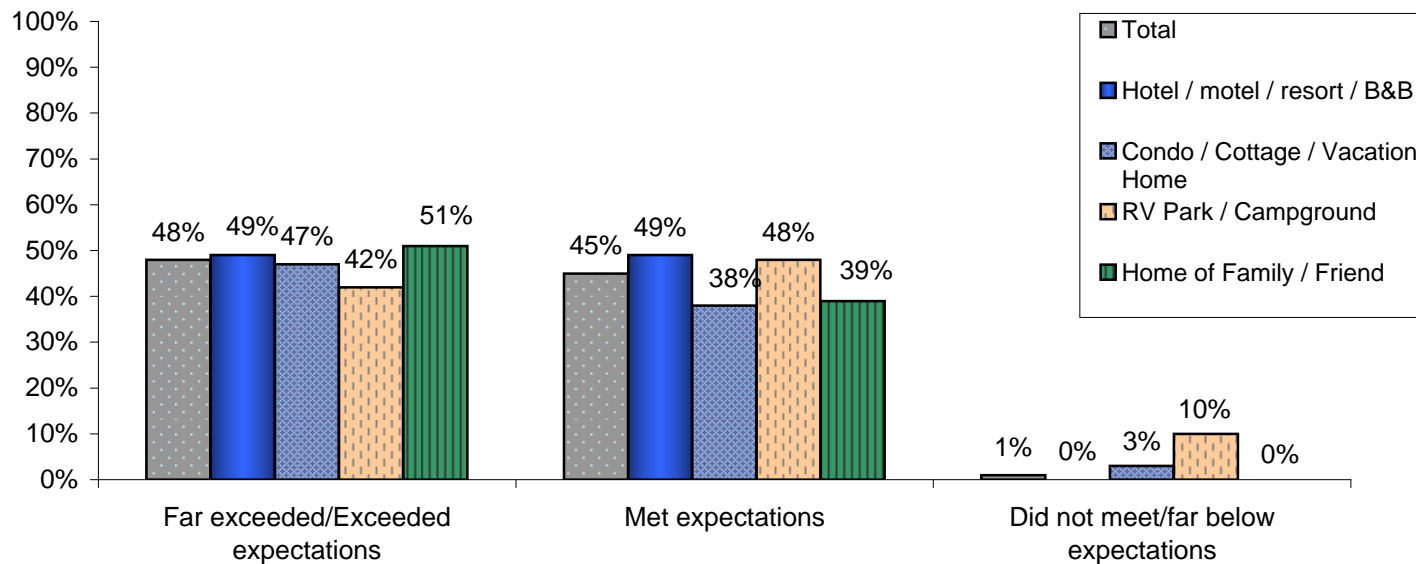


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	211
Far exceeded/Exceeded expectations	48%
Met expectations	45%
Did not meet/Far below expectations	1%
No Answer	6%

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

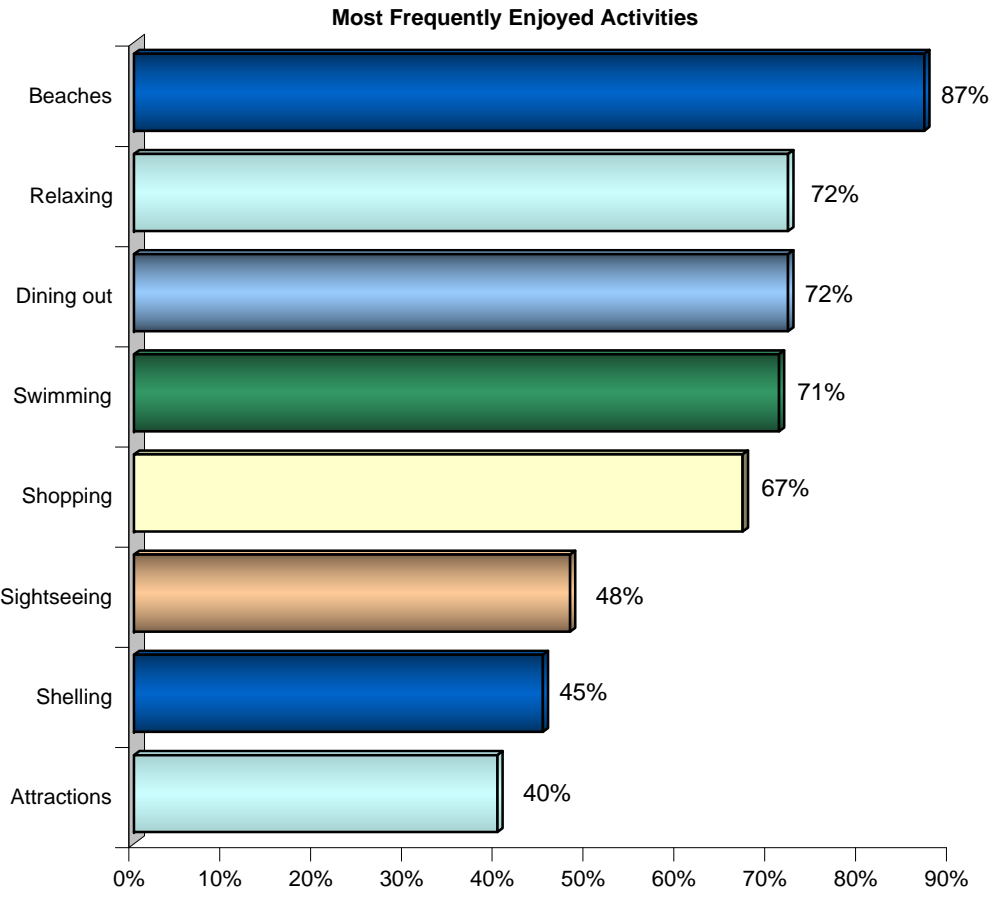




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	211
Beaches	87%
Relaxing	72%
Dining out	72%
Swimming	71%
Shopping	67%
Sightseeing	48%
Shelling	45%
Attractions	40%
Watching Wildlife	29%
Visiting Friends/Relatives	25%
Photography	25%
Sporting Event	20%
Bicycle Riding	17%
Exercise/Working Out	16%
Fishing	15%
Kayaking/Canoeing	14%
Miniature Golf	13%
Guided Tour	13%
Bars/Nightlife	13%
Boating	12%
Birdwatching	11%
Parasailing/Jet Skiing	10%
Cultural Events	7%
Golfing	7%
Scuba Diving/Snorkeling	6%
Tennis	4%
Other	1%



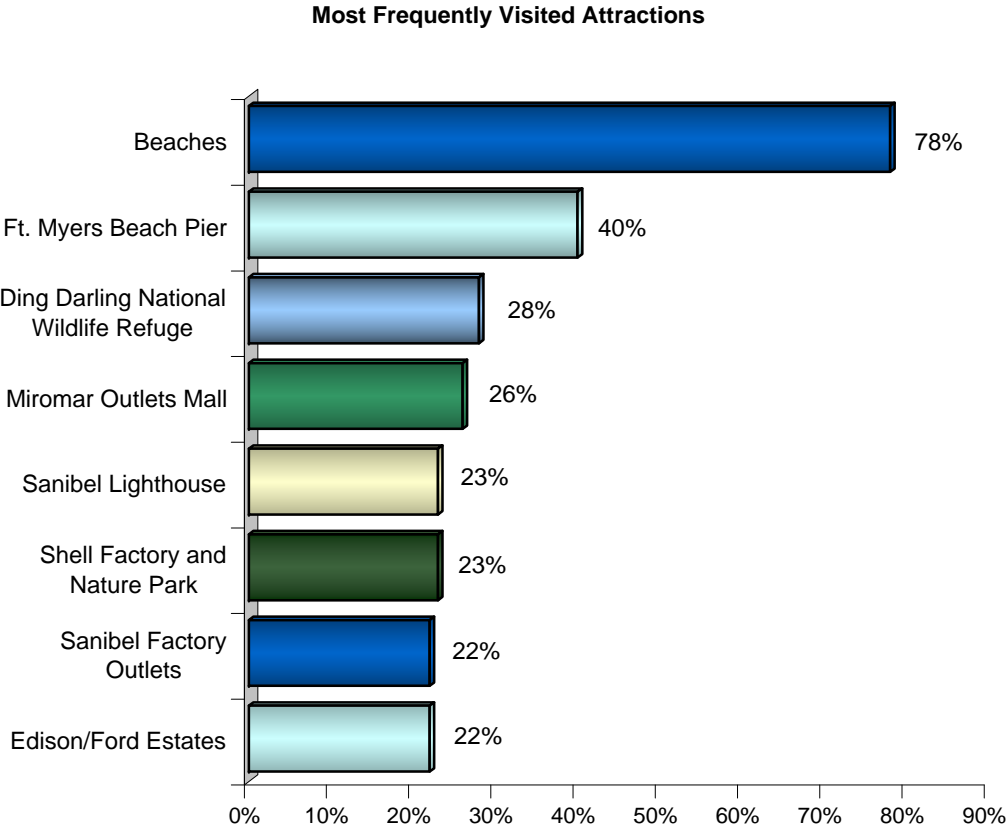
Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)



Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	211
Beaches	78%
Ft. Myers Beach Pier	40%
Ding Darling National Wildlife Refuge	28%
Miromar Outlets Mall	26%
Sanibel Lighthouse	23%
Shell Factory and Nature Park	23%
Sanibel Factory Outlets	22%
Edison/Ford Estates	22%
Bell Tower Shops	15%
Periwinkle Place	15%
Bailey-Matthews Shell Museum	14%
Edison Mall	10%
Coconut Point Mall	8%
Gulf Coast Town Center	7%
Broadway Palm Dinner Theater	4%
Manatee Park	3%
Other	8%
None/No Answer	5%



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



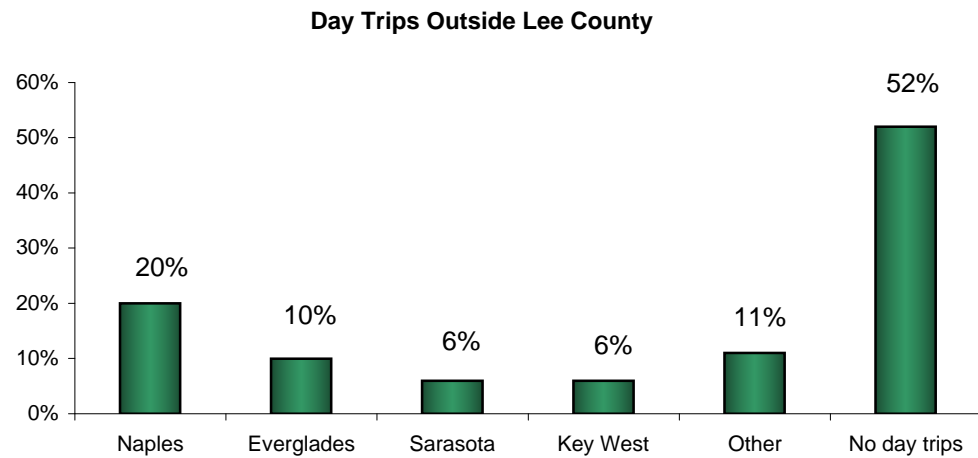


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	211
<u>Any Day Trips (net)</u>	<u>39%</u>
<i>Naples</i>	20%
<i>Everglades</i>	10%
<i>Sarasota</i>	6%
<i>Key West</i>	6%
<i>Other</i>	11%
<u>No day trips</u>	<u>52%</u>
No answer	9%

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





Visitor Profile Analysis

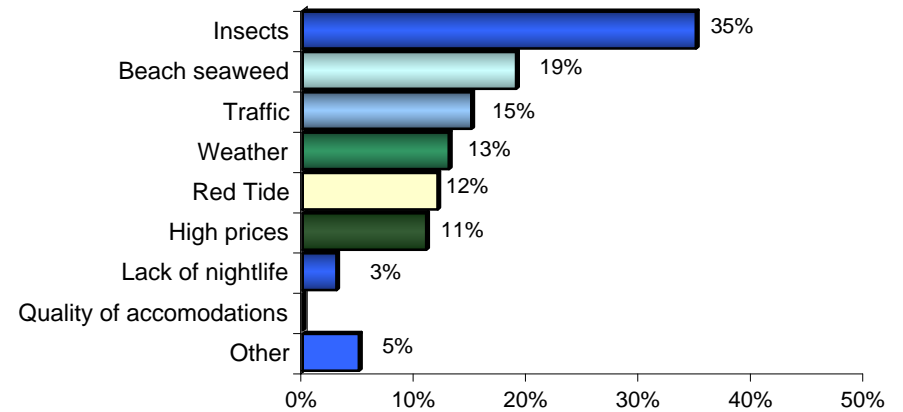
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	211
Insects	35%
Beach seaweed	19%
Traffic	15%
Weather	13%
Red Tide	12%
High prices	11%
Lack of nightlife	3%
Quality of accomodations	<1%
Other	5%
Nothing/no answer	26%

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

Least Liked Features

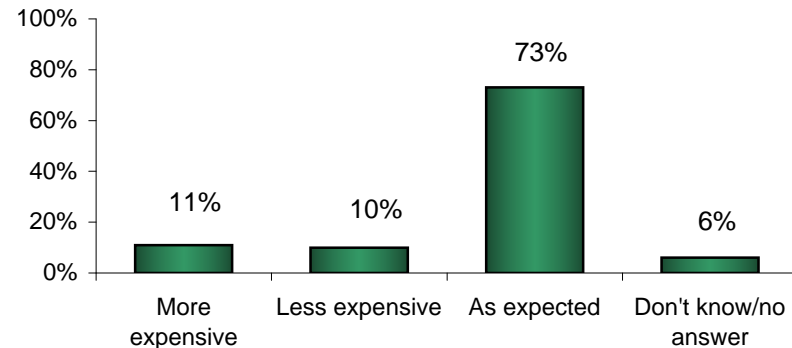


Perception of Lee County as Expensive

Total Respondents	211
More expensive	11%
Less expensive	10%
As expected	73%
Don't know/no answer	6%

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



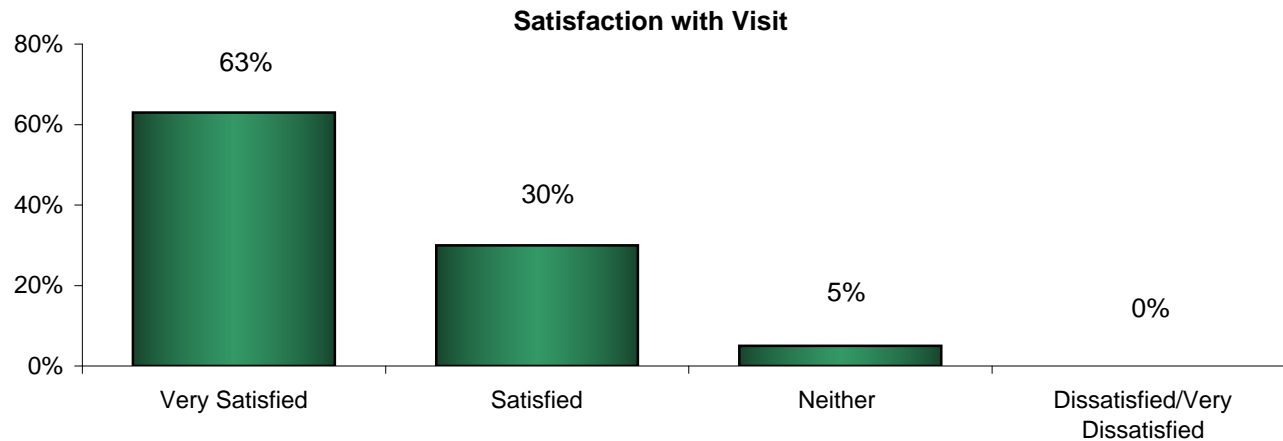


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	211
<u>Satisfied</u>	<u>93%</u>
<i>Very Satisfied</i>	63%
<i>Satisfied</i>	30%
Neither	5%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	2%

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





Visitor Profile Analysis

Lee County Experience and Future Plans

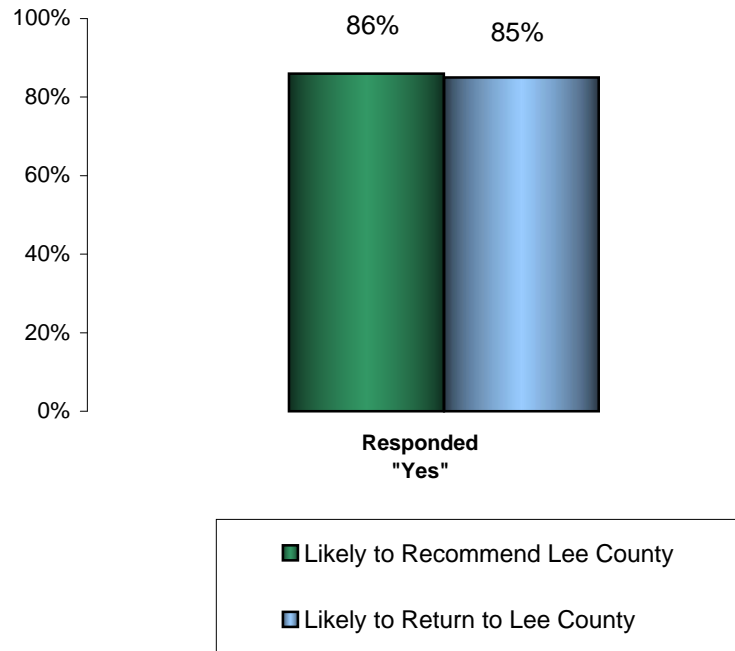
Likelihood to Recommend/Return to Lee County	
Total Respondents	211
Likely to Recommend Lee County	86%
Likely to Return to Lee County	85%
Base: Total Respondents Planning to Return	179
Likely to Return Next Year	48%

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

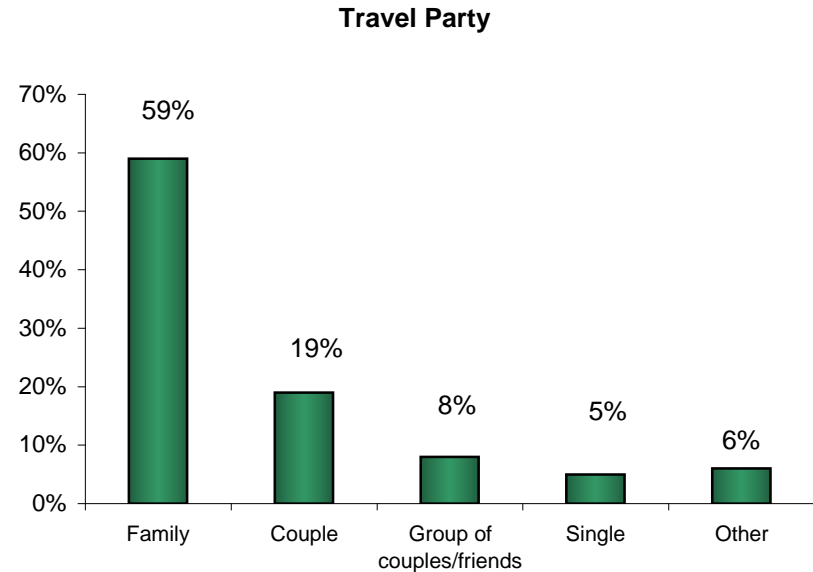




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	211
Family	59%
Couple	19%
Group of couples/friends	8%
Single	5%
Other	6%
Mean travel party size	3.6
Mean adults in travel party	2.4



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	211
Traveling with any children (net)	<u>61%</u>
Any younger than 6	18%
Any 6 - 11 years old	32%
Any 12 - 17 years old	36%

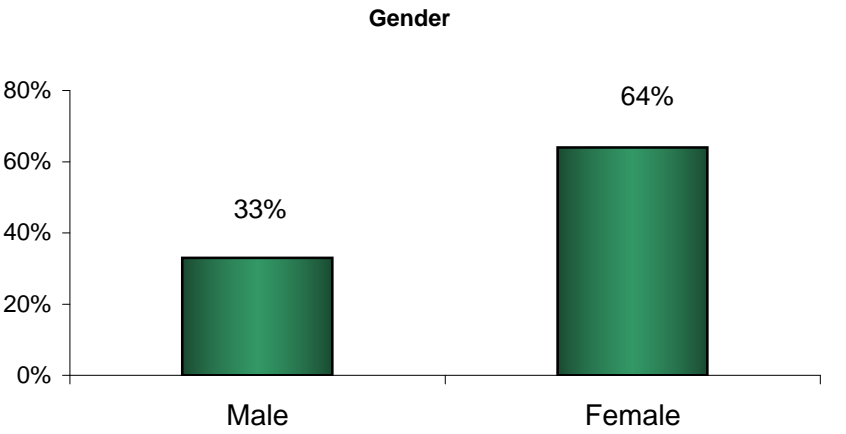
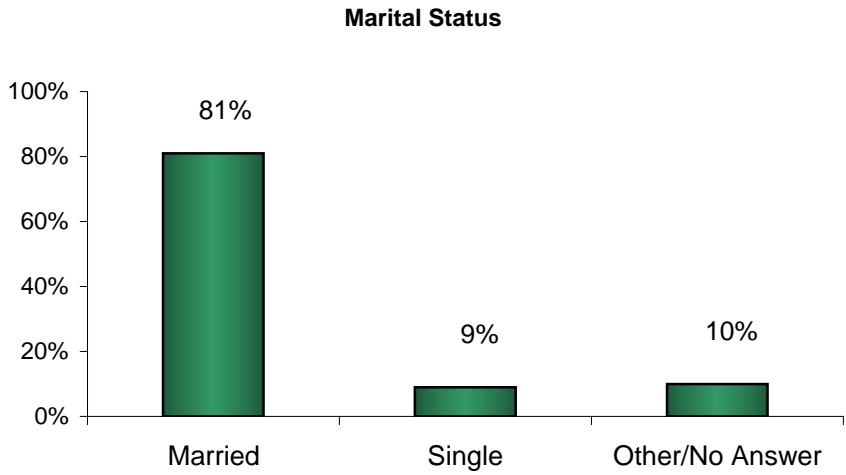
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	211
Vacations per year (mean)	2.8
Short getaways per year (mean)	4.4
Age of respondent (mean)	46.7
Annual household income (mean)	\$98,103
Marital Status	
Married	81%
Single	9%
Other/No Answer	10%
Gender of Respondent	
Male	33%
Female	64%



Question 37: How many vacations, lasting FIVE (5) 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

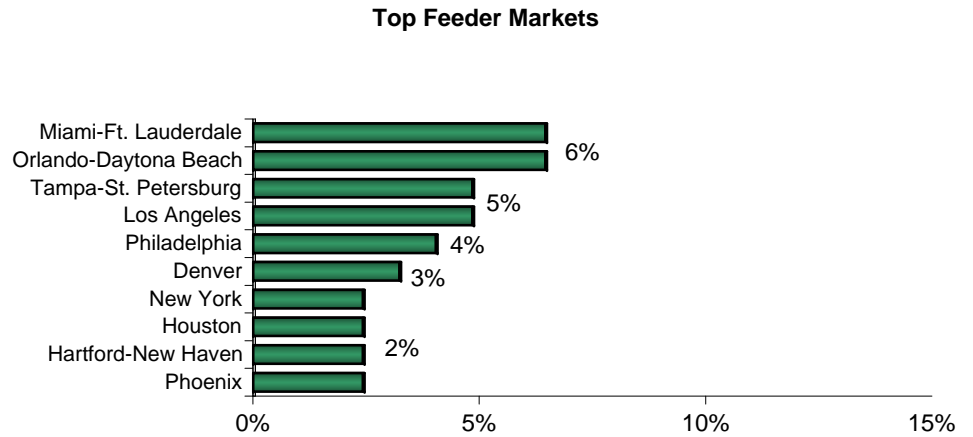
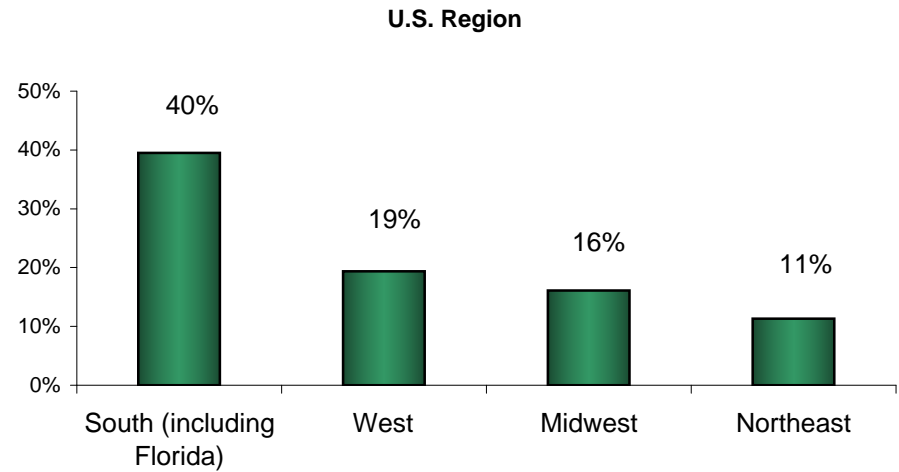




Visitor Profile Analysis

Visitor Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	45%	215,944
Friends/Relatives	55%	<u>259,016</u>
<i>Total Visitation</i>		<i>474,960</i>
Visitor Origin		
Visitors Staying in Paid Accommodations		
United States	79%	170,554
United Kingdom	9%	19,256
Canada	6%	12,379
Germany	1%	2,751
Other/No Answer	6%	12,378
South (including Florida)	40%	67,396
West	19%	33,011
Midwest	16%	27,509
Northeast	11%	19,256
No Answer	14%	23,382
Top 10 DMAs (Paid Accommodations)		
Miami-Ft. Lauderdale	6%	11,004
Orlando-Daytona Beach	6%	11,004
Tampa-St. Petersburg	5%	8,253
Los Angeles	5%	8,253
Philadelphia	4%	6,877
Denver	3%	5,502
New York	2%	4,126
Houston	2%	4,126
Hartford-New Haven	2%	4,126
Phoenix	2%	4,126
In State Visitors (Paid Accommodations)		
Florida residents	23%	38,512





Occupancy Data Analysis July 2007 (Revised)

Property managers representing 159 properties in Lee County were interviewed for the July Occupancy Survey between July 1 and July 15, 2007, a sample considered accurate to plus or minus 7.8 percentage points at the 95% confidence level.



providing direction in travel & tourism



Occupancy Data Analysis

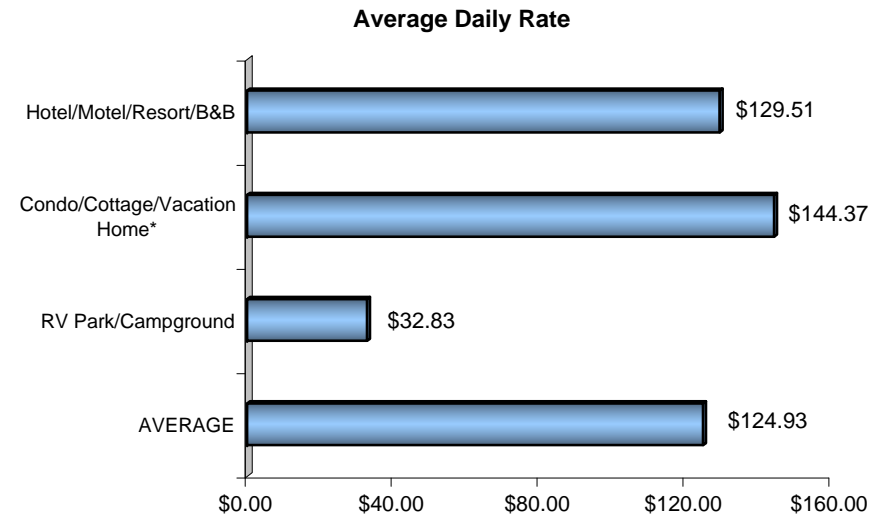
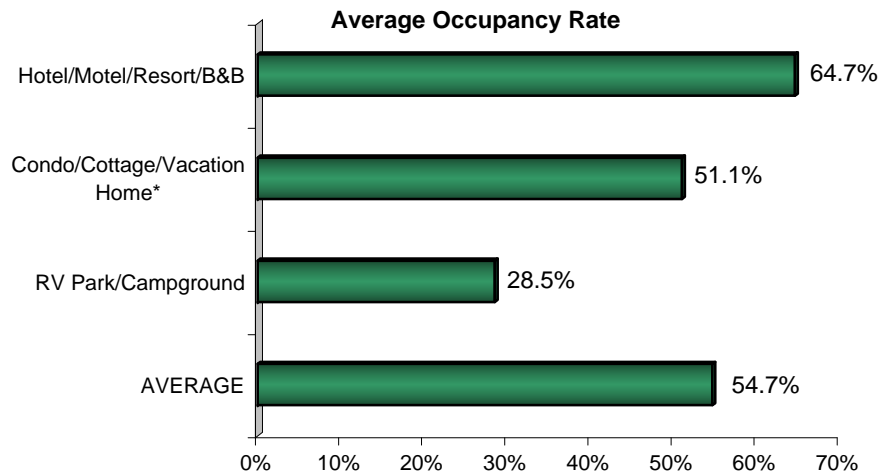
Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	118	117	117/118
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	64.7%	\$129.51	\$83.75
Condo/Cottage/Vacation Home*	51.1%	\$144.37	\$73.73
RV Park/Campground	28.5%	\$32.83	\$9.37
AVERAGE	54.7%	\$124.93	\$68.36

* Includes timeshare rental properties.

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

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



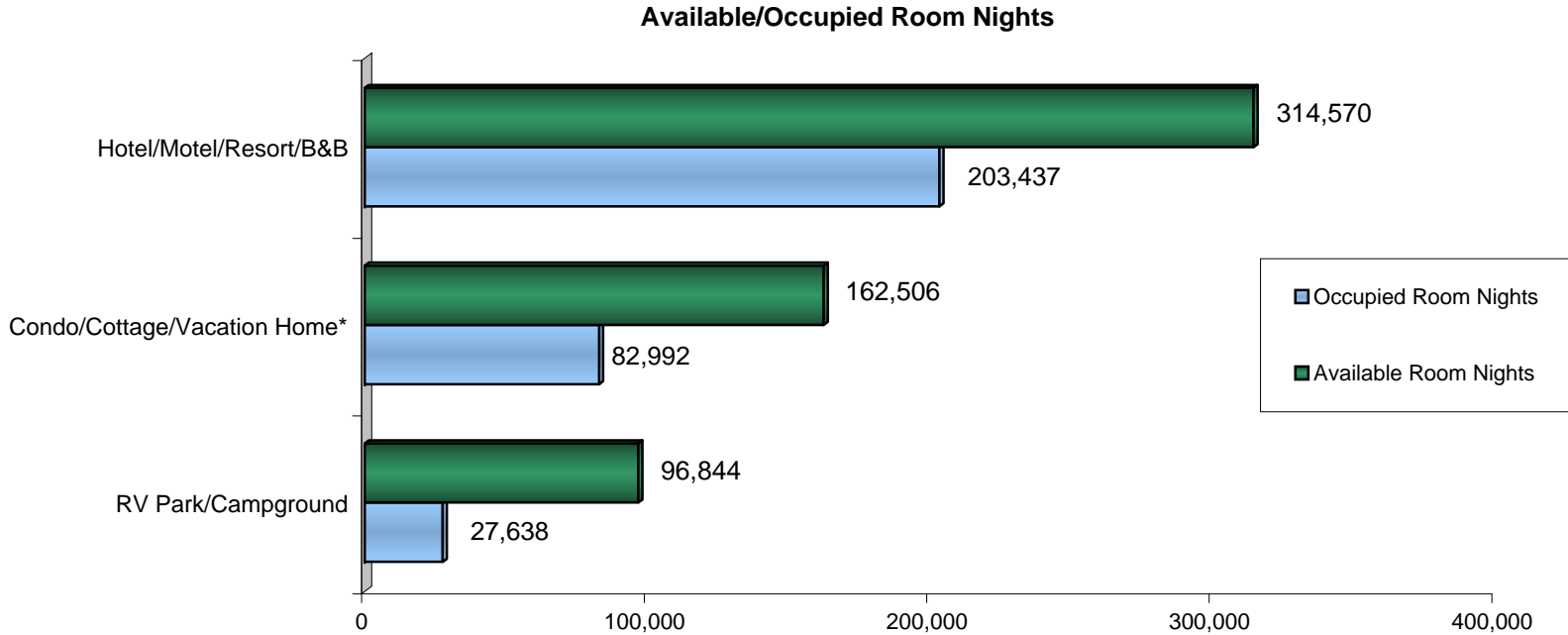


Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	203,437	314,570
Condo/Cottage/Vacation Home*	82,992	162,506
RV Park/Campground	27,638	96,844
Total	314,067	573,920

** Includes timeshare rental properties that were originally excluded from the roomnight count due to the small number of responding properties and our confidentiality agreement.*





Occupancy Data Analysis

Lodging Management Estimates

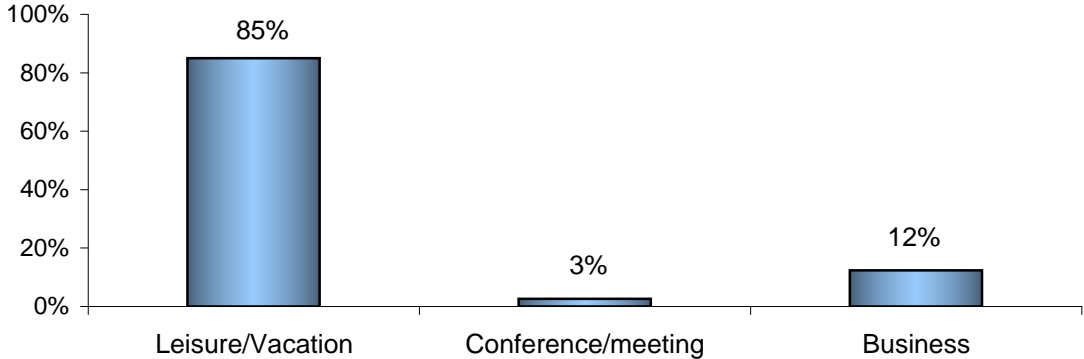
Guest Profile	
Total Property Managers Responding	109
Purpose of Visit	
Leisure/Vacation	85%
Conference/meeting	3%
Business	12%
Total Property Managers Responding	112
Average guests per room	2.9
Total Property Managers Responding	113
Average length of stay in nights	5.4

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

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

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

Purpose of Visit



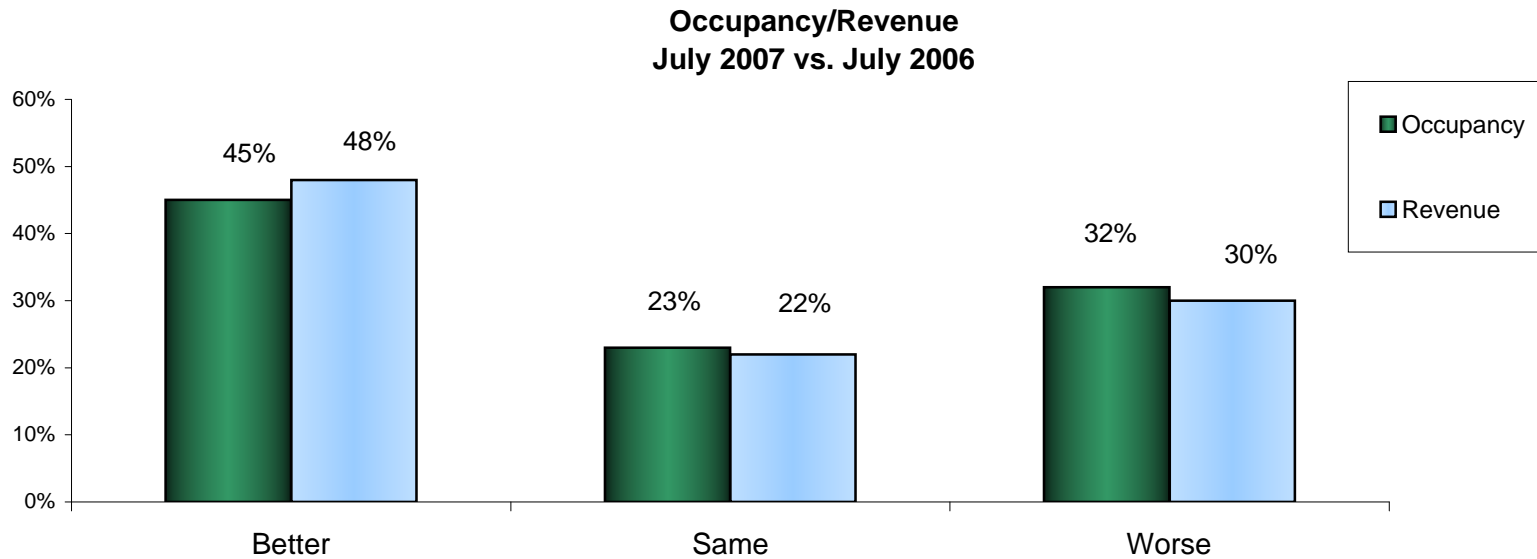


Occupancy Data Analysis

**Occupancy Barometer
 July 2007 vs. July 2006**

	Occupancy	Revenue
Total Property Managers Responding	121	120
Better	45%	48%
Same	23%	22%
Worse	32%	30%

Question 22: Was your July occupancy better, the same, or worse than it was in July 2006? How about your property's July revenue - better, the same, or worse than July 2006?



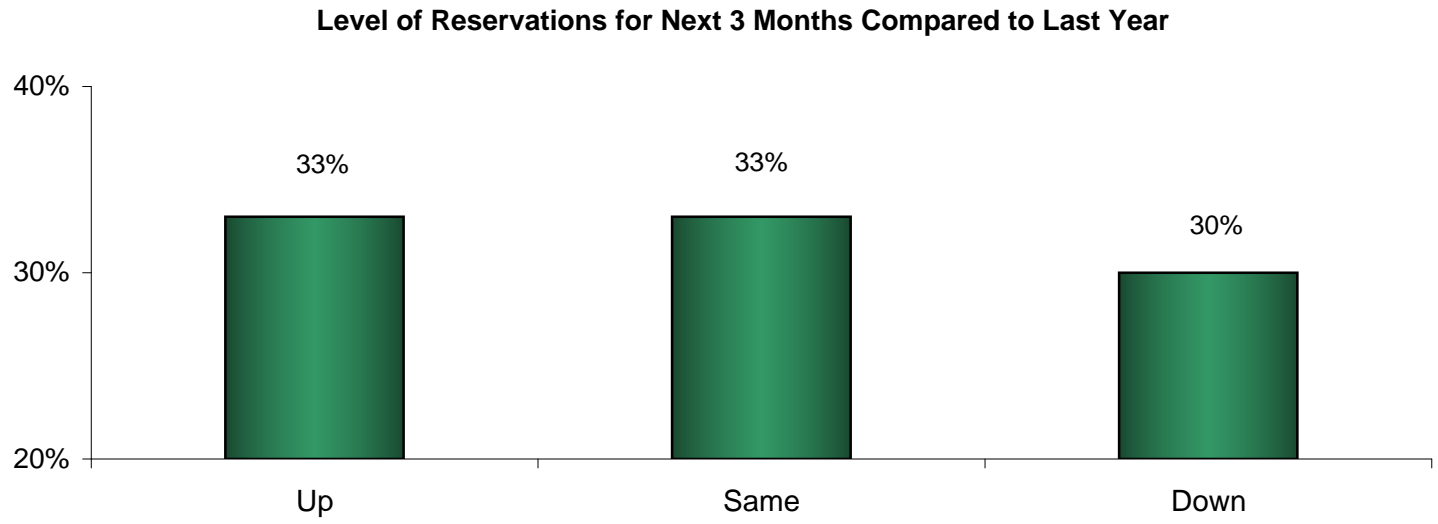


Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Total Property Managers Responding	115
Up	33%
Same	33%
Down	30%

Question 27: Compared to August, September, and October 2006, is your property's total level of reservations up, the same, or down for August, September, and October 2007?



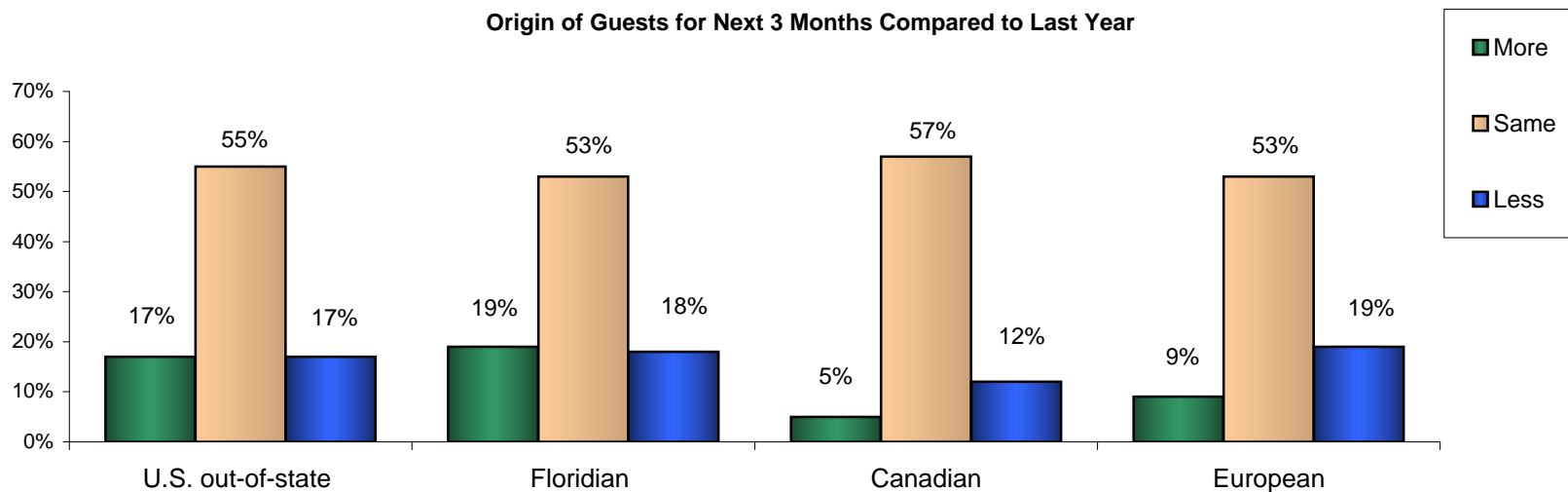


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Total Property Managers Responding (101 Minimum)	More	Same	Less	N/A
U.S. out-of-state	17%	55%	17%	11%
Floridian	19%	53%	18%	10%
Canadian	5%	57%	12%	26%
European	9%	53%	19%	18%

Question 28: Now thinking about the specific origins of your guests, for August, September, and October 2007, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



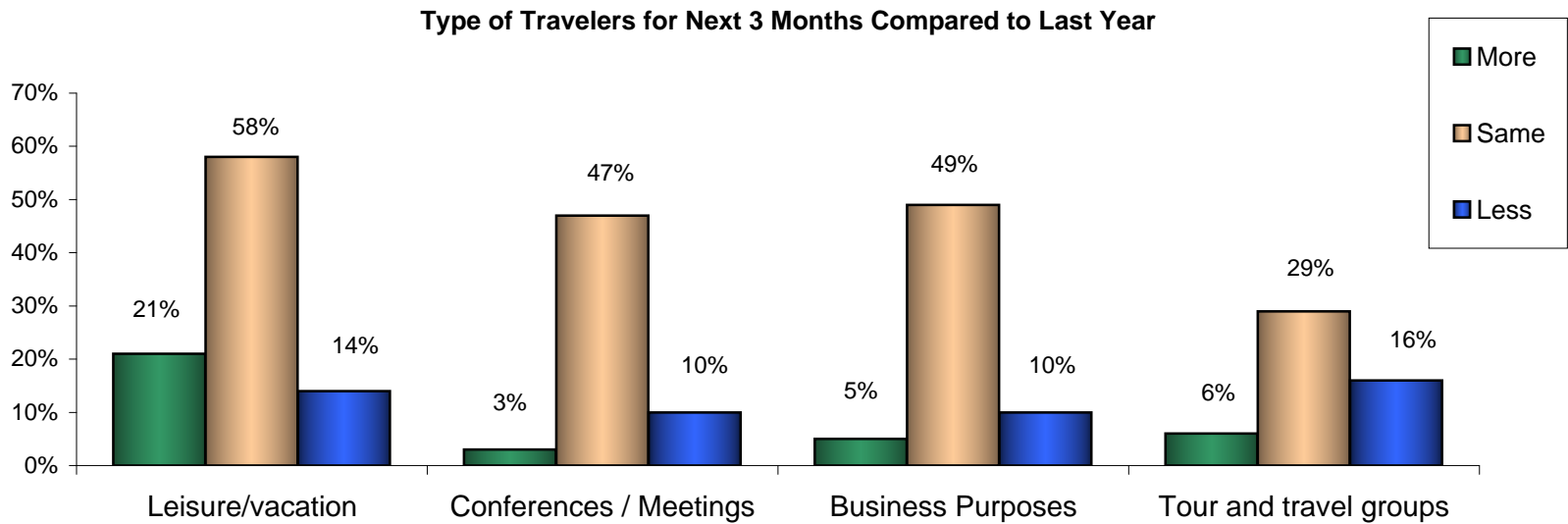


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Total Property Managers Responding (83 Minimum)	More	Same	Less	N/A
Leisure/vacation	21%	58%	14%	7%
Conferences / Meetings	3%	47%	10%	40%
Business Purposes	5%	49%	10%	35%
Tour and travel groups	6%	29%	16%	49%

Question 29: Compared to August, September, and October 2006, will the following types of travelers generate more, the same, or less business for your property in August, September, and October 2007?





**Economic Impact Analysis
July 2007
(Revised)**



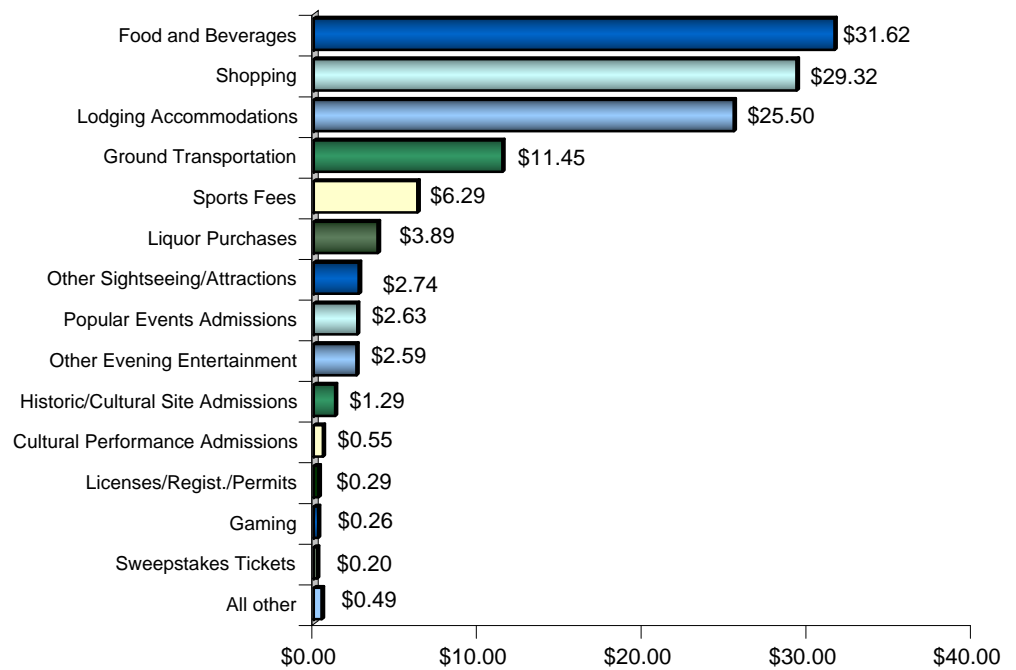
Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$119.10
Food and Beverages	\$31.62
Shopping	\$29.32
Lodging Accommodations	\$25.50
Ground Transportation	\$11.45
Sports Fees	\$6.29
Liquor Purchases	\$3.89
Other Sightseeing/Attractions	\$2.74
Popular Events Admissions	\$2.63
Other Evening Entertainment	\$2.59
Historic/Cultural Site Admissions	\$1.29
Cultural Performance Admissions	\$0.55
Licenses/Regist./Permits	\$0.29
Gaming	\$0.26
Sweepstakes Tickets	\$0.20
All other	\$0.49

* Per expenditure model

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>\$256,905,205</u>	<u>\$147,857,808</u>	<u>100%</u>	<u>\$109,047,397</u>	<u>100%</u>	<u>\$138,749,581</u>
Shopping	\$76,358,005	\$32,502,264	22%	\$43,855,741	40%	\$30,086,935
Food and Beverages	\$70,302,862	\$36,823,806	25%	\$33,479,056	31%	\$34,479,576
Lodging Accommodations	\$39,235,021	\$39,235,021	27%	\$0	0%	\$37,263,491
Ground Transportation	\$23,715,965	\$13,022,691	9%	\$10,693,274	10%	\$12,190,462
Sport Fees	\$12,602,561	\$8,843,875	6%	\$3,758,686	3%	\$8,400,676
Liquor Purchases	\$8,528,132	\$4,354,181	3%	\$4,173,951	4%	\$3,926,675
Popular Events Admissions	\$7,413,779	\$2,834,711	2%	\$4,579,068	4%	\$2,698,060
Other Sightseeing/Attractions	\$6,598,457	\$3,563,824	2%	\$3,034,633	3%	\$3,447,759
Other Evening Entertainment	\$5,567,364	\$3,022,532	2%	\$2,544,832	2%	\$2,794,354
Historic/Cultural Site Admissions	\$3,238,210	\$1,481,317	1%	\$1,756,893	2%	\$1,403,953
All Other	\$3,344,849	\$2,173,586	1%	\$1,171,263	1%	\$2,057,640

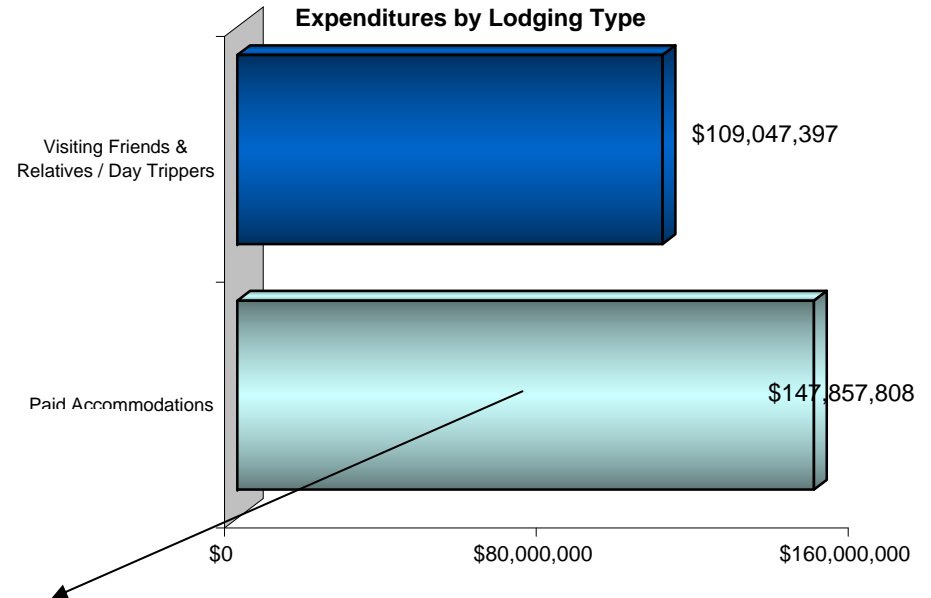


Economic Impact Analysis

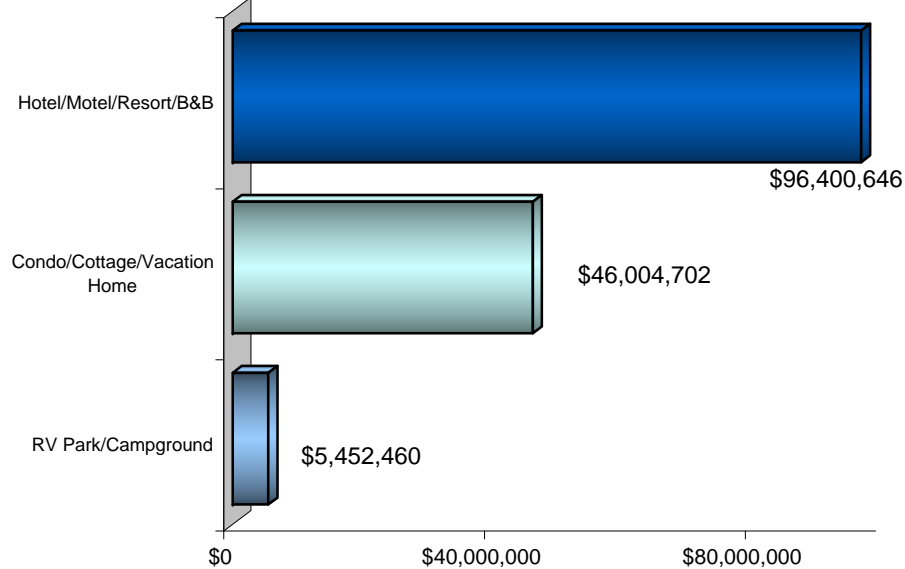
Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type

TOTAL	\$256,905,205	100%
Visiting Friends & Relatives / Day Trippers	\$109,047,397	42%
Paid Accommodations	\$147,857,808	58%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$96,400,646</i>	<i>38%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$46,004,702</i>	<i>18%</i>
<i>RV Park/Campground</i>	<i>\$5,452,460</i>	<i>2%</i>



Paid Accommodations Expenditures by Lodging Type





Appendix
July 2007 Revised



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Edison Ford Estates	7/12/2007	26
Ft. Myers	Hampton Inn Ft. Myers	7/8/2007	2
Ft. Myers Beach	Best Western Beach Resort	7/15/2007	10
Ft. Myers Beach	Best Western Beach Resort	7/22/2007	2
Ft. Myers Beach	Lighthouse Island Resort, Inn, and Suites	7/8/2007	2
Ft. Myers Beach	Ft. Myers Beach Pier	7/11/2007	20
Ft. Myers Beach	Ft. Myers Beach Pier	7/28/2007	19
Ft. Myers Beach	Red Coconut RV Park	7/22/2007	6
Germain Arena, Estero	Hockey Tournament	7/19/2007	27
Germain Arena, Estero	Hockey Tournament	7/24/2007	10
N. Ft. Myers	Best Western Waterfront	7/15/2007	5
N. Ft. Myers	Shell Factory	7/14/2007	7
N. Ft. Myers	Shell Factory	7/19/2007	7
N. Ft. Myers	Shell Factory	7/20/2007	6
N. Ft. Myers	Shell Factory	7/27/2007	4
Sanibel	Bailey-Matthews Shell Museum	7/8/2007	19
Sanibel	Periwinkle Place	7/11/2007	17
Sanibel	Tarpon Bay Recreation (Ding Darling)	7/29/2007	<u>22</u>
			211

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



Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from August 1 - August 16, 2007. Information was provided by 159 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	85
Condo/Cottage/Vacation Home	53
RV Park/Campground	18
Other (Trailer Park, Timeshare, Marina)	<u>3</u>
Total	159