

# August 2007 Visitor Profile and Occupancy Analysis 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:



**September 28, 2007**



## **Executive Summary August 2007**



## Executive Summary

### August 2007

Lee County hosted more than 400,000 visitors during the month of August 2007. Most of these were US residents (70%), followed by international visitors from the United Kingdom, Germany, and Canada. Nearly half of Lee County's US visitors were from the South (43%), and one-fourth were Florida residents (27%). Among US visitors, the New York DMA sent 13% of Lee County visitors, followed by three Florida DMAs (Miami-Fort Lauderdale, Orlando-Daytona Beach, and Tampa-St. Petersburg).

Visitor Origin		
Total Respondents	%	Visitor Estimates
<u>Total Visitation</u>		<u>412,022</u>
Paid Accommodations	43%	176,989
Friends/Relatives	57%	235,033
United States	70%	286,521
United Kingdom	7%	28,415
Germany	6%	23,679
Canada	3%	14,208
No answer/no answer	14%	59,199
U.S. Region		
Florida	27%	78,142
South (excluding FL)	16%	44,991
Northeast	22%	63,934
Midwest	13%	37,887
West	5%	14,208
No answer	17%	47,359
Top 5 DMAs		
New York	13%	37,887
Miami-Ft. Lauderdale	8%	23,679
Orlando-Daytona Bch	7%	18,944
Tampa-St. Pete	7%	18,944
Washington DC	3%	9,472

Visitors spent just over \$250 million in Lee County during the month of August, with the highest proportions being spent on shopping, food and beverages, and lodging accommodations. The average visitor spent \$122.50 each day he/she was in Lee County.

Half of the August visitors flew to the area (49%). Consistent with the high proportion of visitors from Florida, an additional 44% drove to Lee County. Most August visitors were repeat visitors (81%), with 17% visiting for the first time.



## Executive Summary August 2007

The vast majority of visitors spent some time at the beach (87%), and more than half spent time relaxing, swimming, dining out, shopping, or sightseeing.

Nearly all August visitors were satisfied with their Lee County vacation (95%). In addition, 86% said they will recommend Lee County to a friend or family member, and 87% indicated that they plan to return themselves.

On average, August Lee County visitors are in their mid-40s (average age of 46) and are more affluent than the general population (average household income of \$87,350).

As would be expected for the summer season, occupancy rates for the month of August continue to be low, with hotels/motels/resorts pulling in the highest occupancy at 51.5%. Average daily rates were highest among condos/cottages/cabins/vacation rentals at \$167.64.

	Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	130	129	129
Hotel/Motel/Resort/B&B	51.5%	\$110.43	\$56.83
Condo/Cottage/Cabin*	40.2%	\$167.64	\$67.40
RV Park/Campground	16.1%	\$39.31	\$6.34
AVERAGE	38.4%	\$123.75	\$47.48

\* Includes timeshare rental properties.

Half of the lodging properties surveyed reported their August 2007 occupancy to be better (49%) than August 2006, while 35% said it was worse than one year ago. Lodging revenue follows a similar pattern - 51% report that August 2007 was better than August 2006, and 33% report that August was worse than one year ago.

Management's projections for the coming three months predict modest growth in leisure travel and a decline in business travel as compared to the same time period last year. US out-of-state travel is expected to remain about the same, while in-state travel is projected to decrease from last year.



## Visitor Profile Analysis August 2007



## Visitor Profile Analysis August 2007

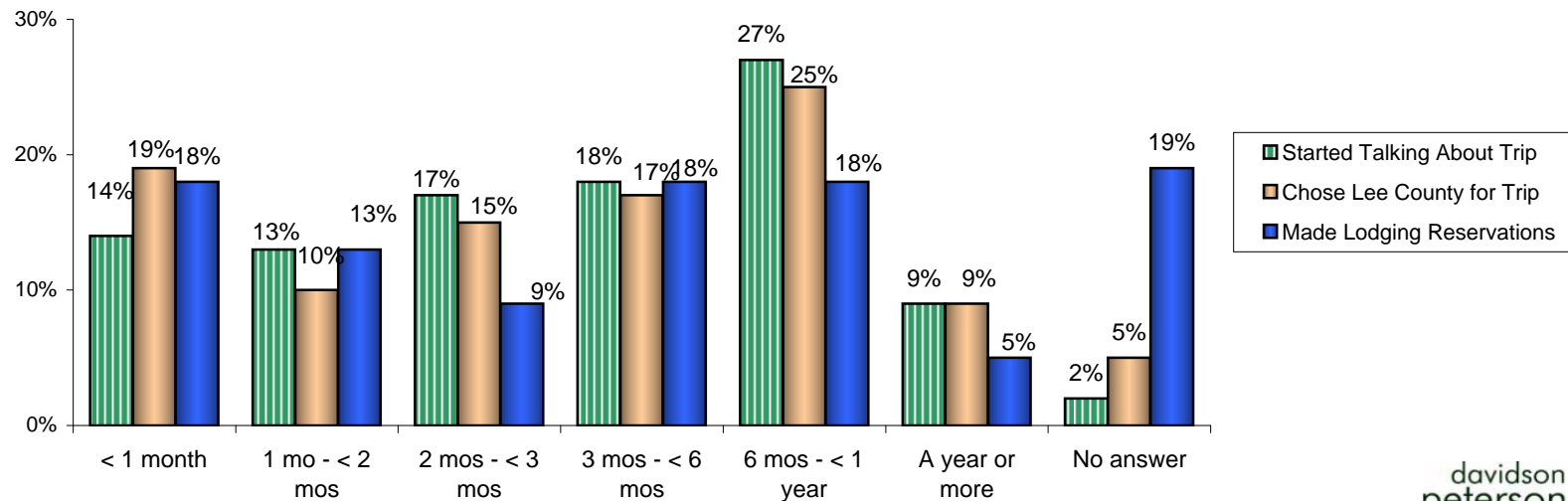
### Travel Planning

Total Respondents	174	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		14%	19%	18%
1 mo - < 2 mos		13%	10%	13%
2 mos - < 3 mos		17%	15%	9%
3 mos - < 6 mos		18%	17%	18%
6 mos - < 1 year		27%	25%	18%
A year or more		9%	9%	5%
No answer		2%	5%	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 August 2007

### Travel Planning

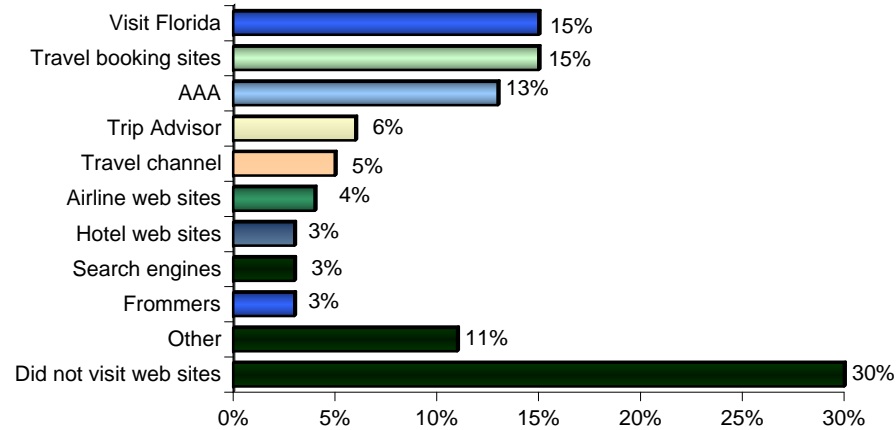
Reserved Accommodations	
Total Respondents	174
Before Leaving Home	75%
On the road	2%
After arriving in FL	13%
No Answer	11%

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

Computer Access	
Total Respondents	174
<u>Yes</u>	<u>89%</u>
Home	43%
Work	6%
Both Home and Work	40%
<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	155
<u>Visited web sites</u>	<u>61%</u>
Visit Florida	15%
Travel booking sites	15%
AAA	13%
Trip Advisor	6%
Travel channel	5%
Airline web sites	4%
Hotel web sites	3%
Search engines	3%
Frommers	3%
Other	11%
<u>Did not visit web sites</u>	<u>30%</u>
No Answer	10%

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



## Visitor Profile Analysis August 2007

### Travel Planning

Requesting Information	
Total Respondents	174
Requested Information	31%
Hotel Web Site	7%
Visitor Guide	6%
Call hotel	5%
VCB Web Site	4%
Clipping/mailling coupon	2%
Other	18%
Did not request information	55%
No Answer	14%

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

Travel Agent Assistance	
Total Respondents	174
Yes	11%
No	89%

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

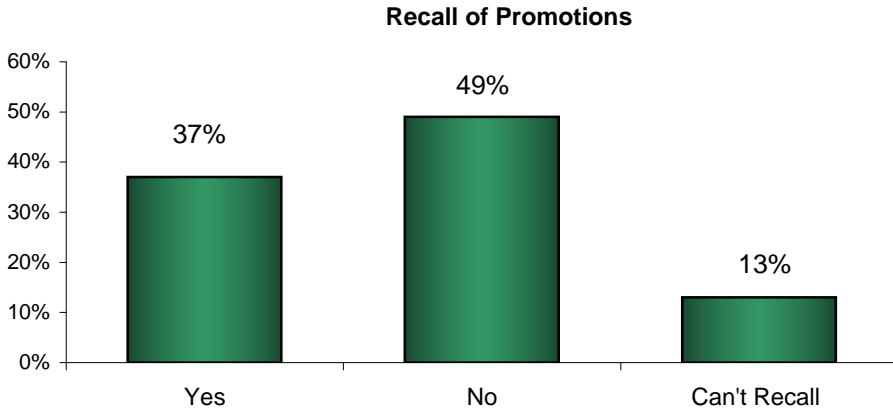
Travel Agent Influence	
Total respondents who used travel agent	19*
Yes	32%
No	63%

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

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

Recall of Lee County Promotions	
Total Respondents	174
Yes	37%
No	49%
Can't Recall	13%

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



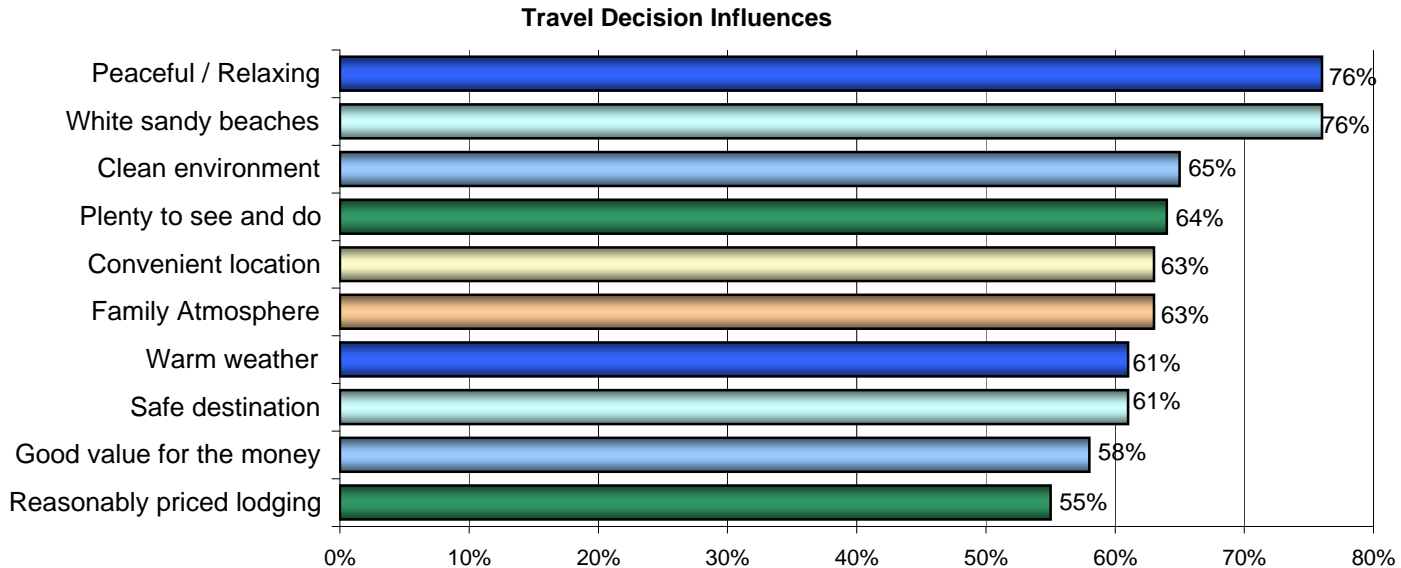


## Visitor Profile Analysis August 2007

### Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	76%	Warm weather	61%
Peaceful / Relaxing	76%	Safe destination	61%
White sandy beaches	65%	Good value for the money	58%
Clean environment	64%	Reasonably priced lodging	55%
Plenty to see and do	63%	Affordable dining	50%
Convenient location	63%	Upscale Accommodations	43%
Family Atmosphere			

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?





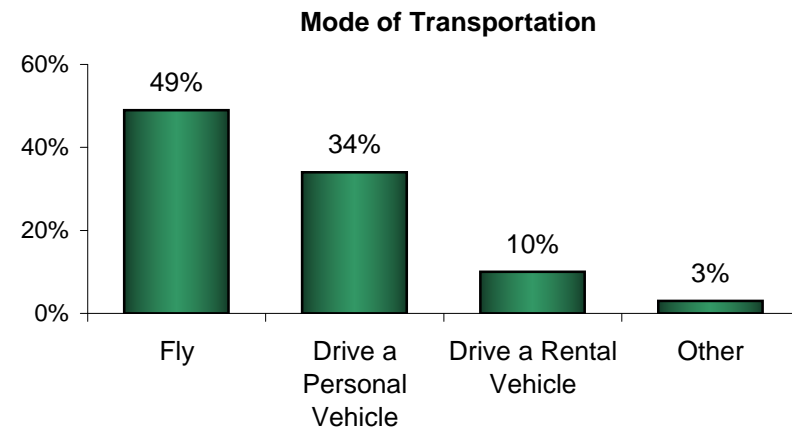
## Visitor Profile Analysis August 2007

### Trip Profile

#### Mode of Transportation

Total Respondents	174
Fly	49%
Drive a Personal Vehicle	34%
Drive a Rental Vehicle	10%
Other	3%

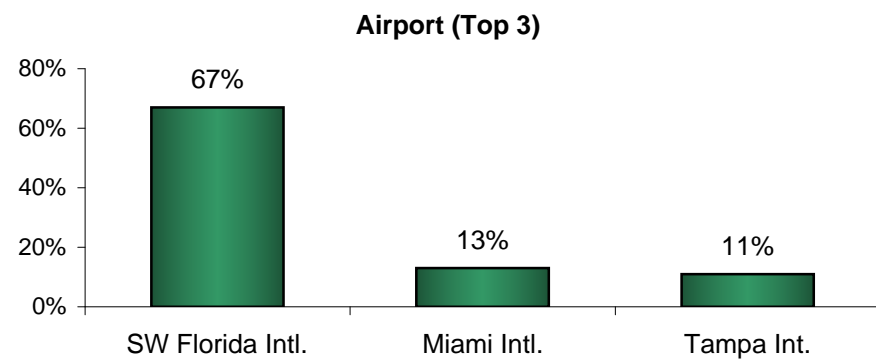
Question 1: How did you travel to our area? Did you...



#### Airport

Total respondents who flew	85
SW Florida Intl.	67%
Miami Intl.	13%
Tampa Int.	11%
Orlando Intl.	4%
Fort Lauderdale	2%
Other	2%

Question 2: At which Florida airport did you land?





## Visitor Profile Analysis August 2007

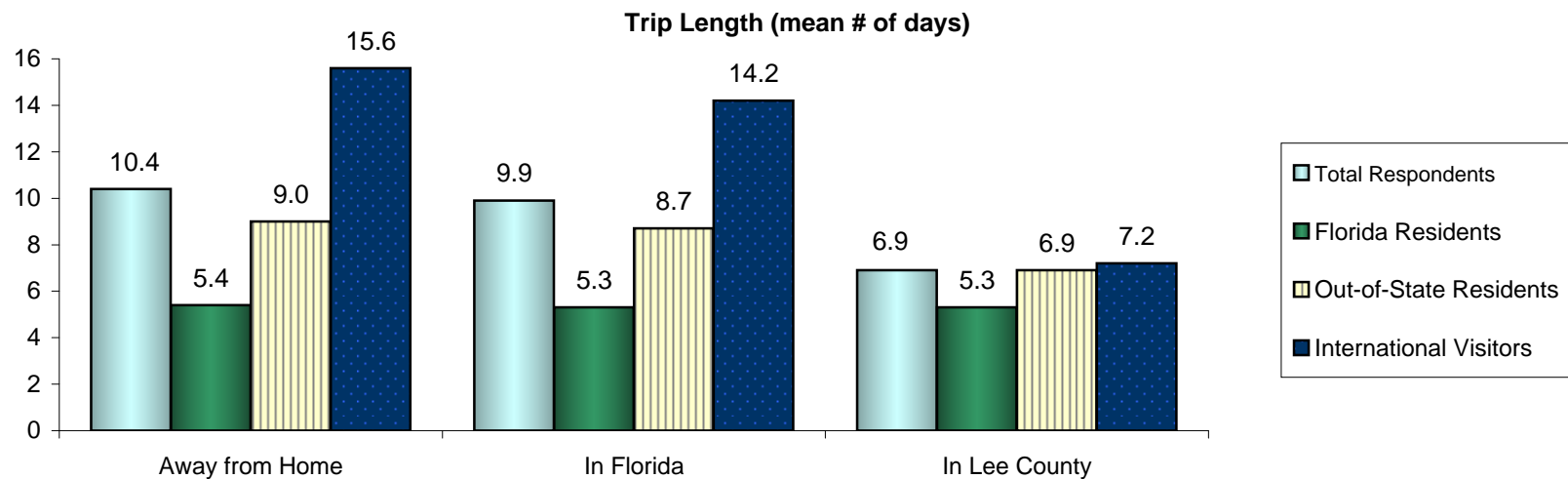
### Trip Profile

#### Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	174	33*	68	52
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.4	5.4	9.0	15.6
In Florida	9.9	5.3	8.7	14.2
In Lee County	6.9	5.3	6.9	7.2

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.*



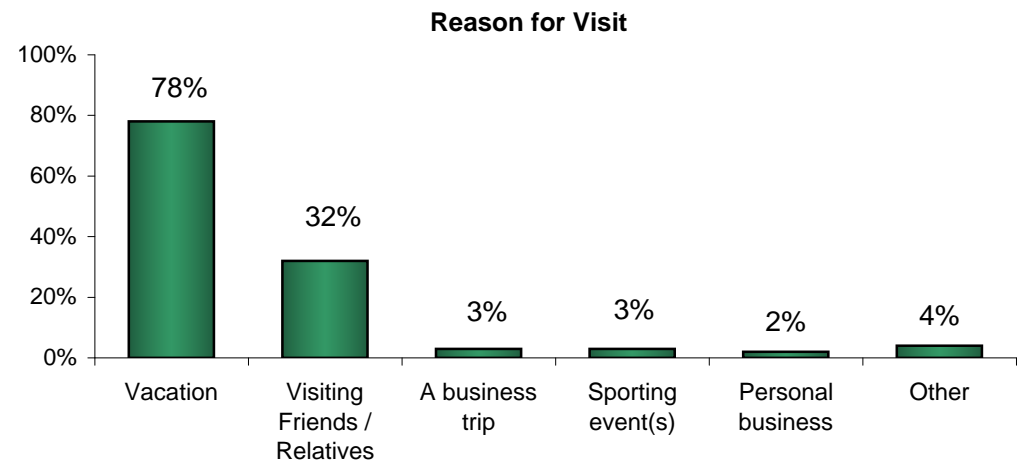


## Visitor Profile Analysis August 2007

### Trip Profile

Reason for Visit	
Total Respondents	174
Vacation	78%
Visiting Friends / Relatives	32%
A business trip	3%
Sporting event(s)	3%
Personal business	2%
Other	4%

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





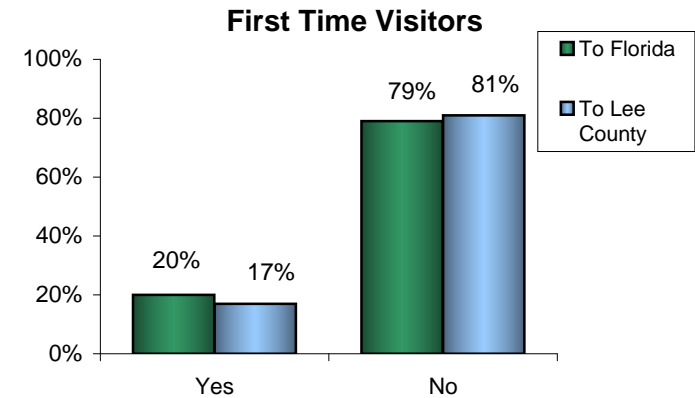
## Visitor Profile Analysis August 2007

### Trip Profile

First Time Visitors		
	To Florida	To Lee County
Base: Respondents who are not residents of FL/Lee Co.	141	146
Yes	20%	17%
No	79%	81%
No answer	1%	2%

Question 18: Is this your first visit to Florida?

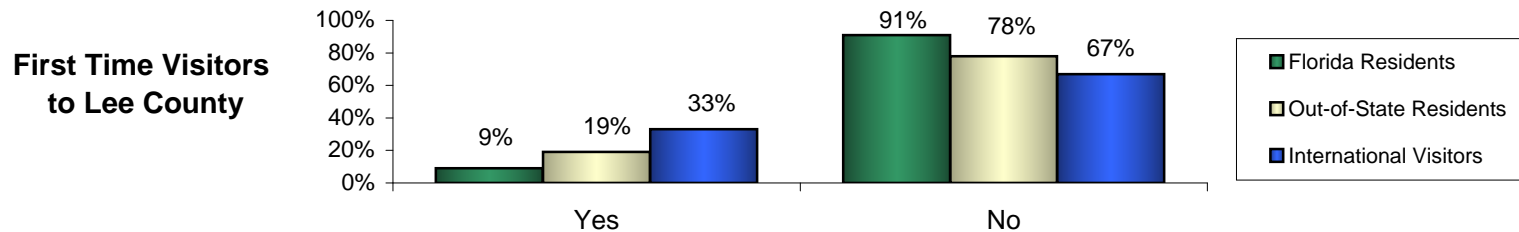
Question 20: Is this your first visit to Lee County?



First Time Visitors to Lee County			
	Florida Residents	Out-of-State Residents	International Visitors
Base: Respondents who are not residents of Lee Co.	33*	59	33*
Yes	9%	19%	33%
No	91%	78%	67%
No answer	0%	3%	0%

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 August 2007

### Trip Profile

Previous Visits		
	To Florida	To Lee County
Base: Respondents not visiting for the first time	111 (FL res. excl.)	118 (Lee Co. res. excl.)
	Mean # of visits	Mean # of visits
Number of visits	3.9	4.2

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			
	Florida Residents	Out-of-State Residents	International Visitors
Base: Respondents not visiting for the first time	30 (Lee Co. res. excl.) *	46	22*
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	5.3	4.0	3.1

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

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



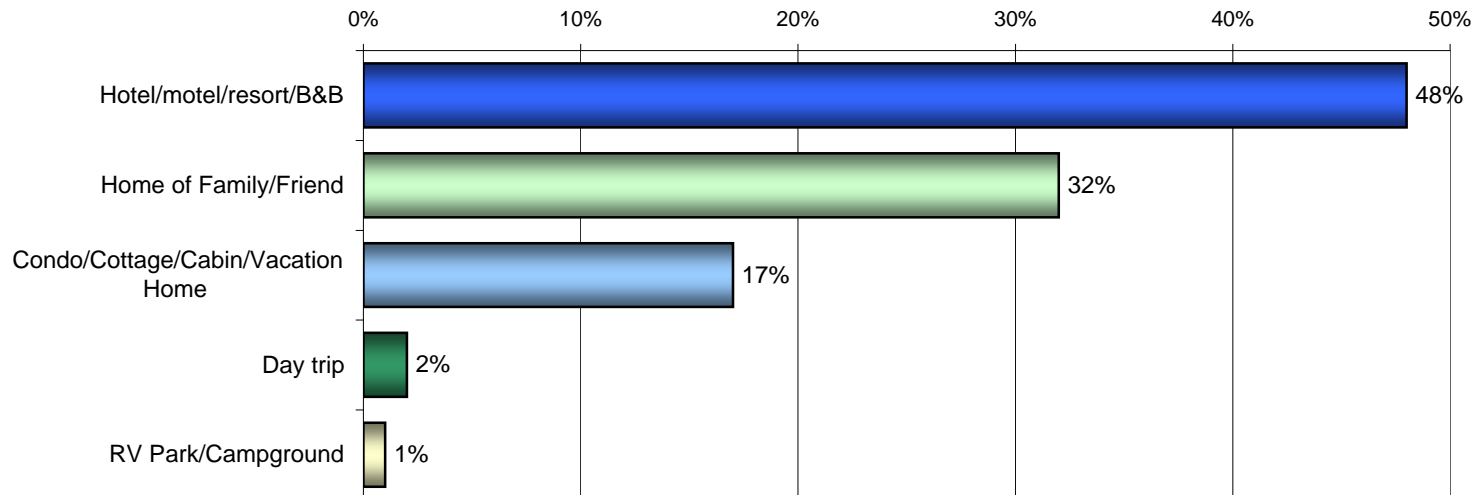
## Visitor Profile Analysis August 2007

### Trip Profile

Type of Accomodations			
Total Respondents	174		
Hotel/motel/inn	36%	Day trip (no accom)	2%
Home of family/friend	32%	RV at campground	1%
Rented home/condo	14%	B&B	1%
Resort	12%	Owned home/condo	1%
Borrowed home	2%		

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

### Type of Accommodations



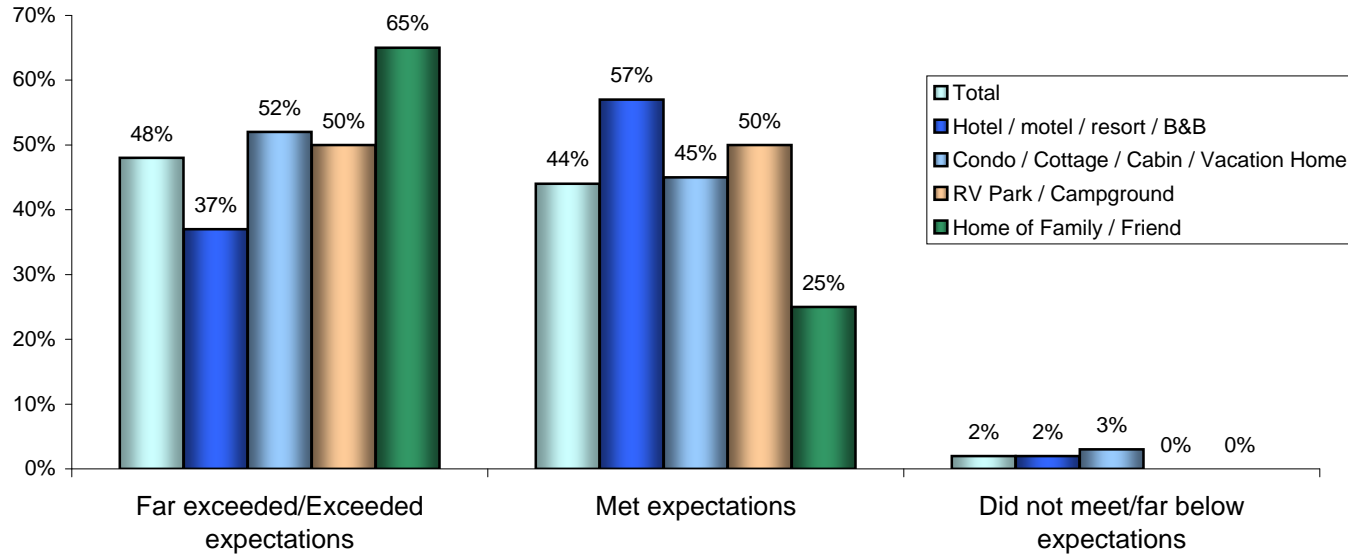


## Visitor Profile Analysis August 2007

### Trip Profile

Quality of Accommodations	
Total Respondents	174
Far exceeded/Exceeded expectations	48%
Met expectations	44%
Did not meet/Far below expectations	2%

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

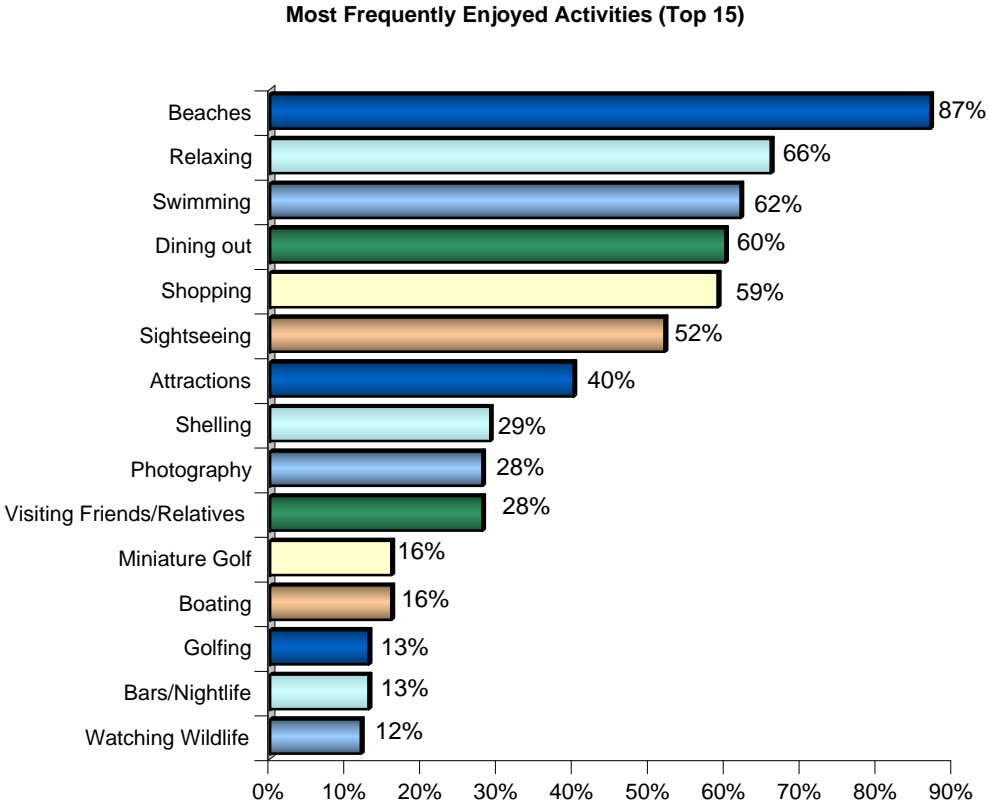




## Visitor Profile Analysis August 2007

### Trip Activities

Activities Enjoyed	
Total Respondents	174
Beaches	87%
Relaxing	66%
Swimming	62%
Dining out	60%
Shopping	59%
Sightseeing	52%
Attractions	40%
Shelling	29%
Photography	28%
Visiting Friends/Relatives	28%
Miniature Golf	16%
Boating	16%
Golfing	13%
Bars/Nightlife	13%
Watching Wildlife	12%
Guided Tour	10%
Fishing	10%
Sporting Event	9%
Bicycle Riding	8%
Birdwatching	8%
Parasailing/Jet skiing	8%
Exercise/Working out	6%
Kayaking/Canoeing	5%
Other	14%
No Answer	2%



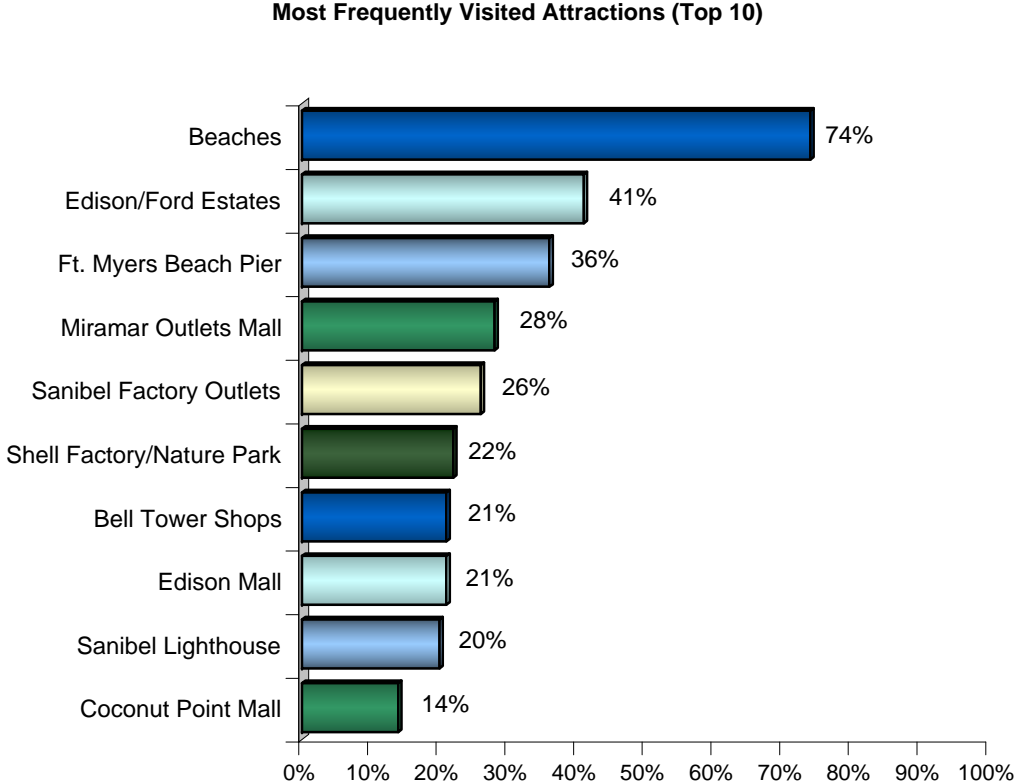
Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)



## Visitor Profile Analysis August 2007

### Trip Activities

Attractions Visited	
Total Respondents	174
Beaches	74%
Edison/Ford Estates	41%
Ft. Myers Beach Pier	36%
Miramar Outlets Mall	28%
Sanibel Factory Outlets	26%
Shell Factory/Nature Park	22%
Bell Tower Shops	21%
Edison Mall	21%
Sanibel Lighthouse	20%
Coconut Point Mall	14%
Ding Darling National Wildlife Refuge	12%
Bailey-Matthews Shell Museum	7%
Gulf Coast Town Center	7%
Manatee Park	6%
Broadway Palm Dinner Theater	5%
Periwinkle Place	5%
Other	7%
None	4%
No Answer	2%



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

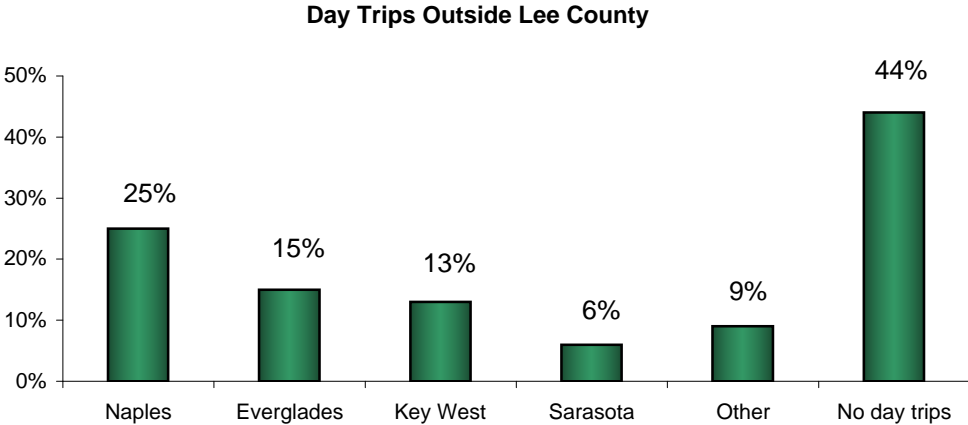


## Visitor Profile Analysis August 2007

### Trip Activities

Day Trips Outside Lee County	
Total Respondents	174
<u>Any Day Trips</u>	<u>47%</u>
<i>Naples</i>	25%
<i>Everglades</i>	15%
<i>Key West</i>	13%
<i>Sarasota</i>	6%
<i>Other</i>	9%
<u>No day trips</u>	<u>44%</u>
No answer	9%

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





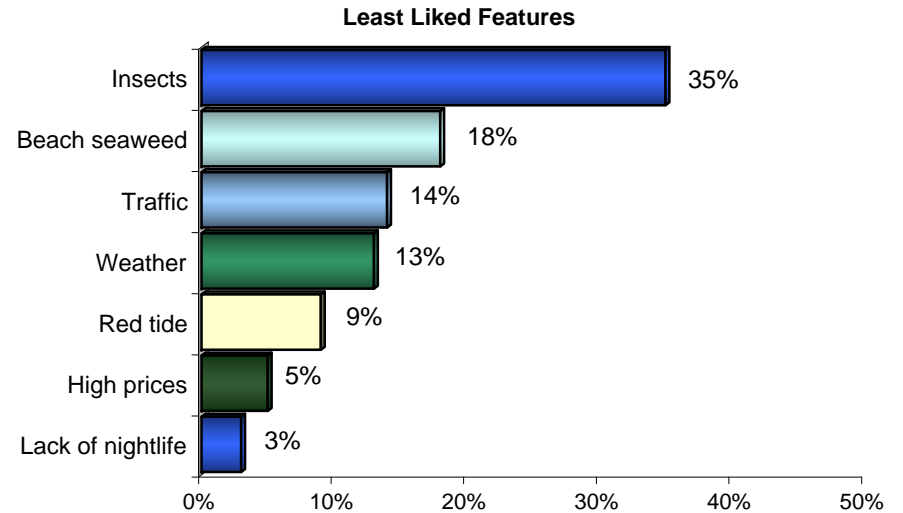
## Visitor Profile Analysis August 2007

### Lee County Experience and Future Plans

#### Least Liked Features

Total Respondents	174
Insects	35%
Beach seaweed	18%
Traffic	14%
Weather	13%
Red tide	9%
High prices	5%
Lack of nightlife	3%
Other	7%
Nothing/no answer	29%

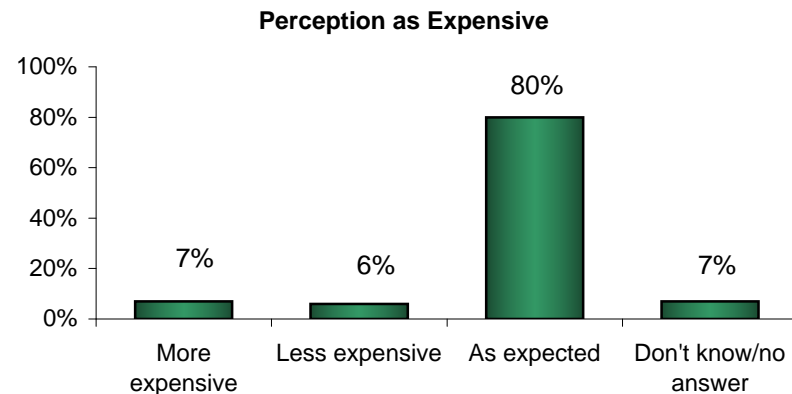
Question 34: Which features do you like least about this area? (Please mark ALL that apply.)



#### Perception of Lee County as Expensive

Total Respondents	174
More expensive	7%
Less expensive	6%
As expected	80%
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?



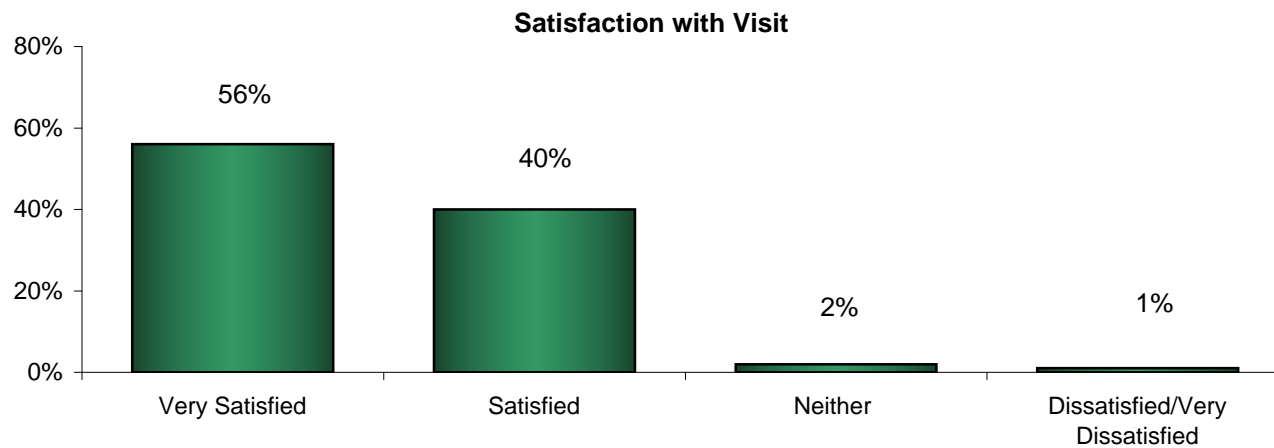


## Visitor Profile Analysis August 2007

### Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	174
<u>Satisfied</u>	<u>95%</u>
<i>Very Satisfied</i>	56%
<i>Satisfied</i>	40%
Neither	2%
Dissatisfied/Very Dissatisfied	1%
Don't know/no answer	1%

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





## Visitor Profile Analysis August 2007

### Lee County Experience and Future Plans

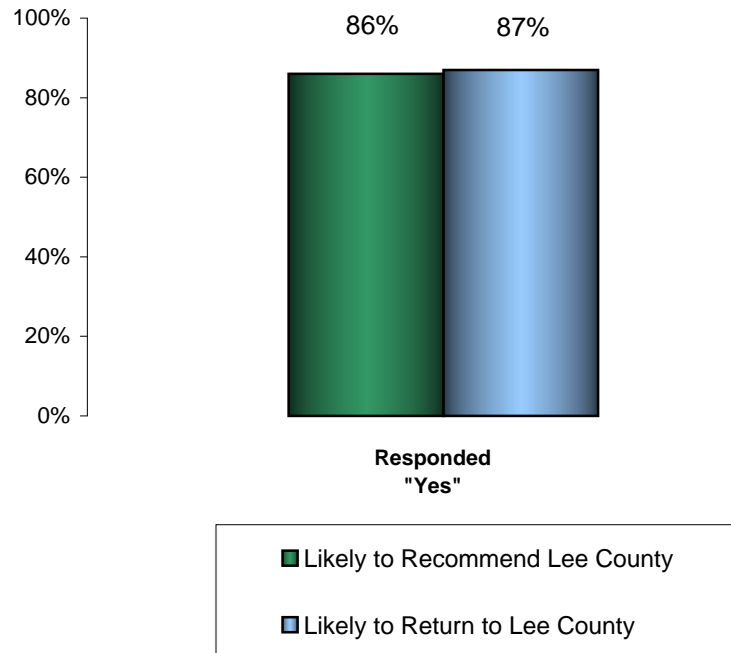
Likelihood to Recommend/Return to Lee County	
Total Respondents	174
Likely to Recommend Lee County	86%
Likely to Return to Lee County	87%
Base: Total Respondents Planning to Return	151
Likely to Return Next Year	49%

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

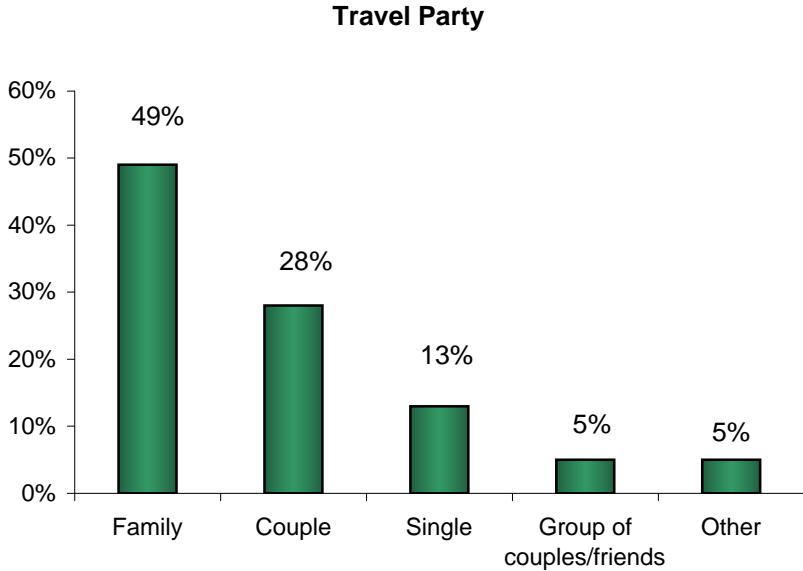




## Visitor Profile Analysis August 2007

### Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	174
Family	49%
Couple	28%
Single	13%
Group of couples/friends	5%
Other	5%
Mean travel party size	3.2
Mean adults in travel party	2.3



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	174
Traveling with Children (net)	41%
Younger than 6	11%
6 - 11 years old	22%
12 - 17 years old	25%

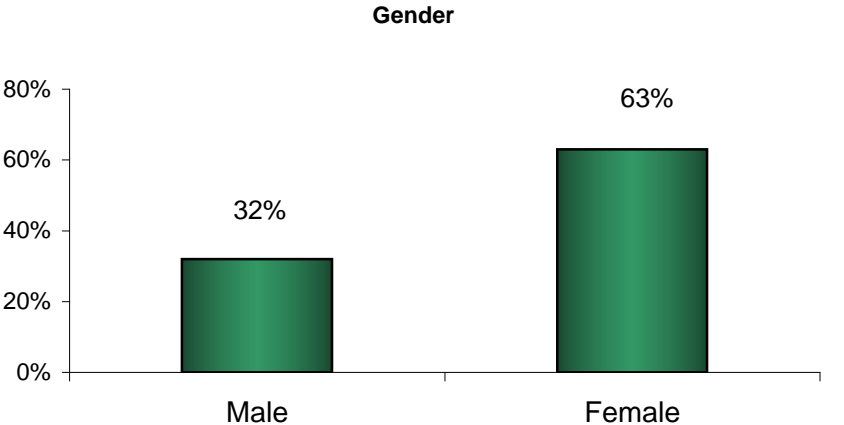
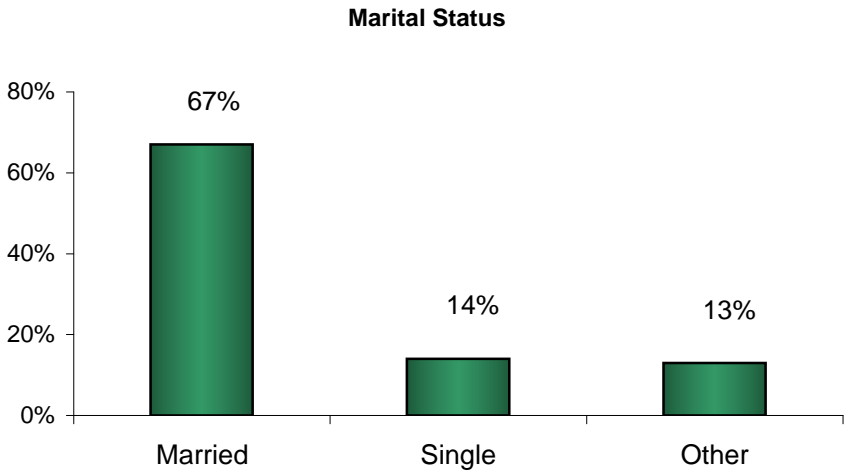
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



## Visitor Profile Analysis August 2007

### Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	174
Vacations per year (mean)	3.1
Short getaways per year (mean)	4.6
Age (mean)	46.0
Income (mean)	\$87,350
Marital Status (%)	
Married	67%
Single	14%
Other	13%
Gender (%)	
Male	32%
Female	63%



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

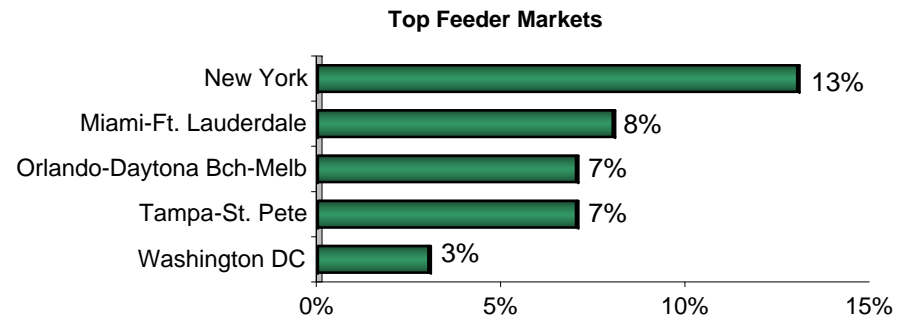
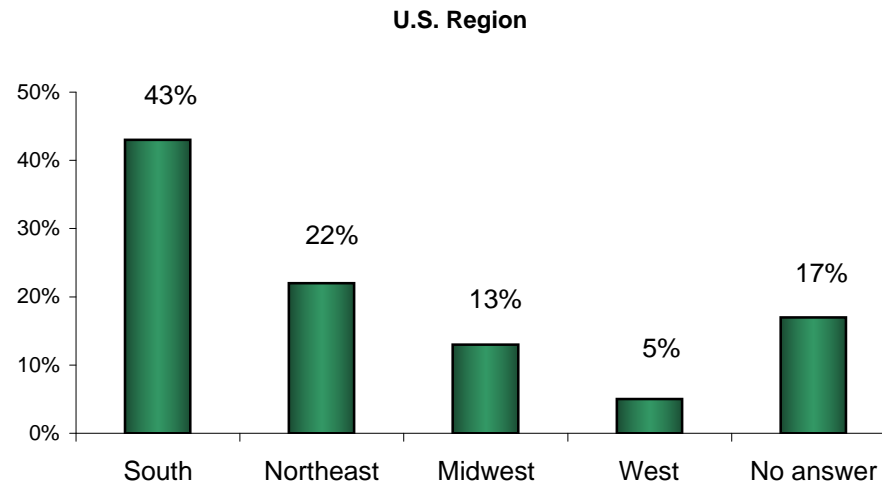
Question 42: Are you: Male/Female



## Visitor Profile Analysis August 2007

### Visitor and Travel Party Origin and Visitation Estimates

Visitor Origin		
	%	Estimate
<u>Total Visitation</u>		<u>412,022</u>
United States	70%	286,521
United Kingdom	7%	28,415
Germany	6%	23,679
Canada	3%	14,208
Other/No answer	14%	59,199
U.S. Region		
South	43%	123,133
Northeast	22%	63,934
Midwest	13%	37,887
West	5%	14,208
No answer	17%	47,359
Top Feeder Markets		
New York	13%	37,887
Miami-Ft. Lauderdale	8%	23,679
Orlando-Daytona Bch-Melb	7%	18,944
Tampa-St. Pete	7%	18,944
Washington DC	3%	9,472
In State Visitors		
Florida residents	27%	78,142





## Occupancy Data Analysis August 2007



## Occupancy Data Analysis August 2007

### Occupancy/Daily Rates

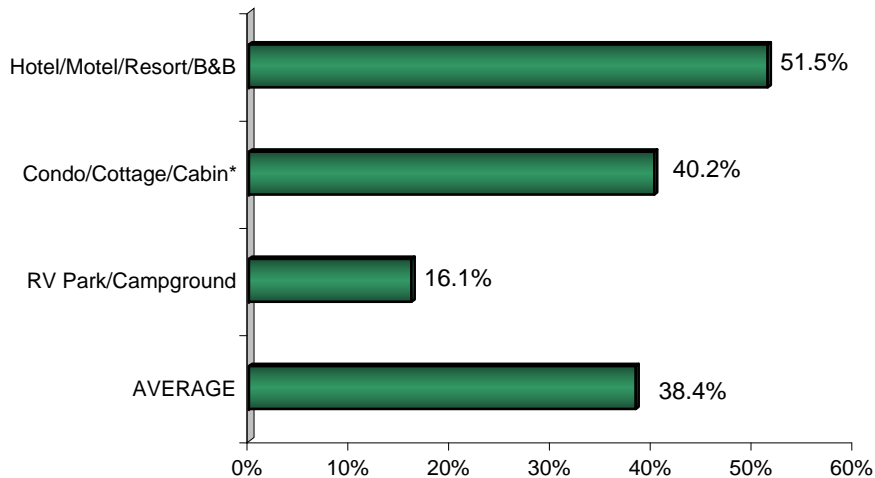
	Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	130	129	129
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	51.5%	\$110.43	\$56.83
Condo/Cottage/Cabin*	40.2%	\$167.64	\$67.40
RV Park/Campground	16.1%	\$39.31	\$6.34
<b>AVERAGE</b>	<b>38.4%</b>	<b>\$123.75</b>	<b>\$47.48</b>

\* Includes timeshare rental properties.

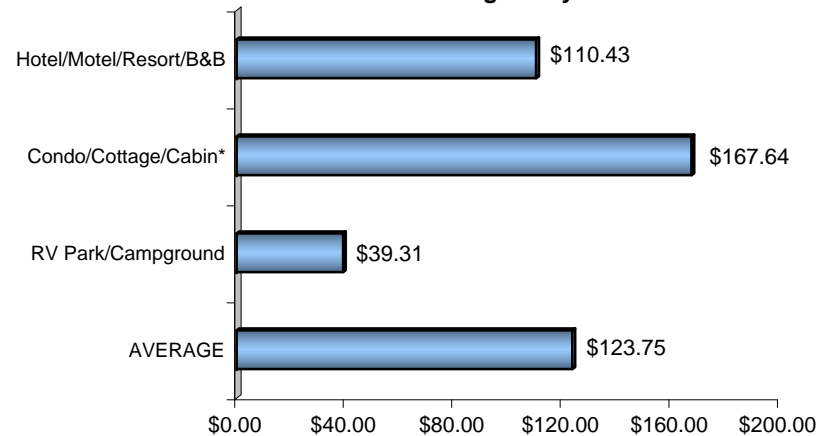
Question 15: What was your overall average occupancy rate for the month of August:

Question 16: What was your average daily rate (ADR) in August:

**Average Occupancy Rate**



**Average Daily Rate**





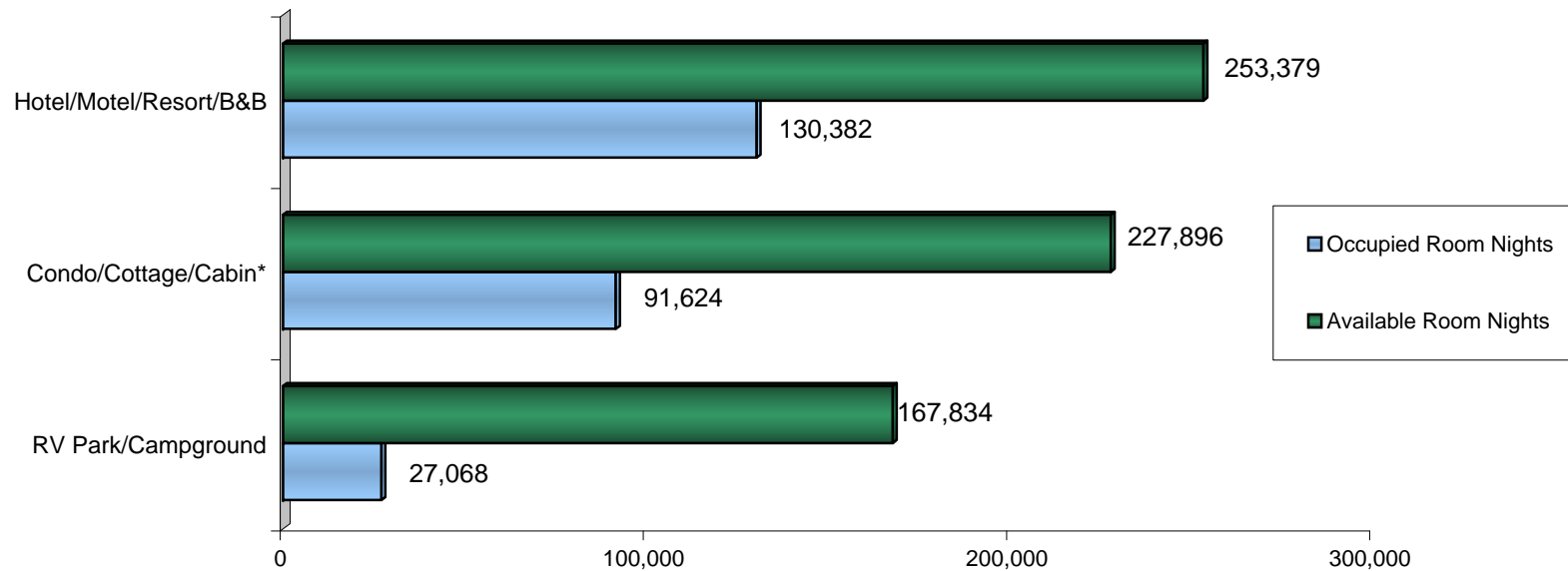
## Occupancy Data Analysis August 2007

### Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	130,382	253,379
Condo/Cottage/Cabin*	91,624	227,896
RV Park/Campground	27,068	167,834
<b>Total</b>	<b>249,074</b>	<b>649,109</b>

\* Includes timeshare rental properties.

**Available/Occupied Room Nights**





**Occupancy Data Analysis  
 August 2007**

**Lodging Management Estimates**

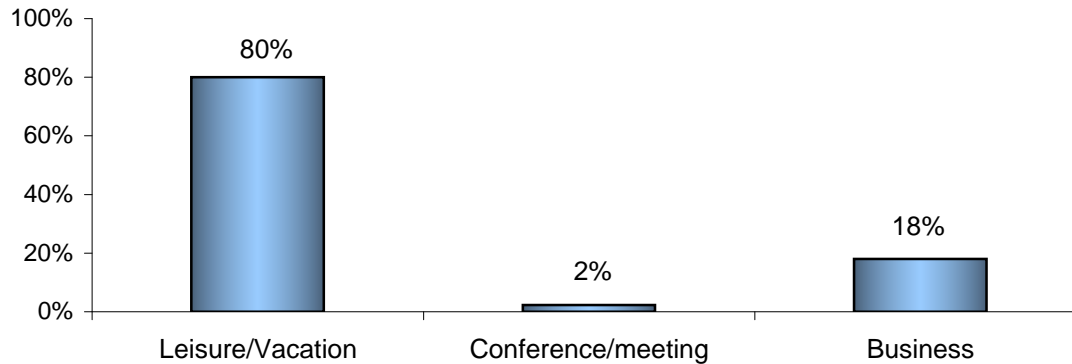
Guest Profile	
Total Respondents	121
Purpose of Visit	
Leisure/Vacation	80%
Conference/meeting	2%
Business	18%
Total Respondents	121
Average guests per room	2.7
Total Respondents	121
Average length of stay in nights	5.4

Question 22: What percent of your August room/site/unit occupancy was generated by:

Question 17: What was your average number of guests per room/site/unit in August?

Question 18: What was the average length of stay (in nights) of your guests in August?

**Purpose of trip**



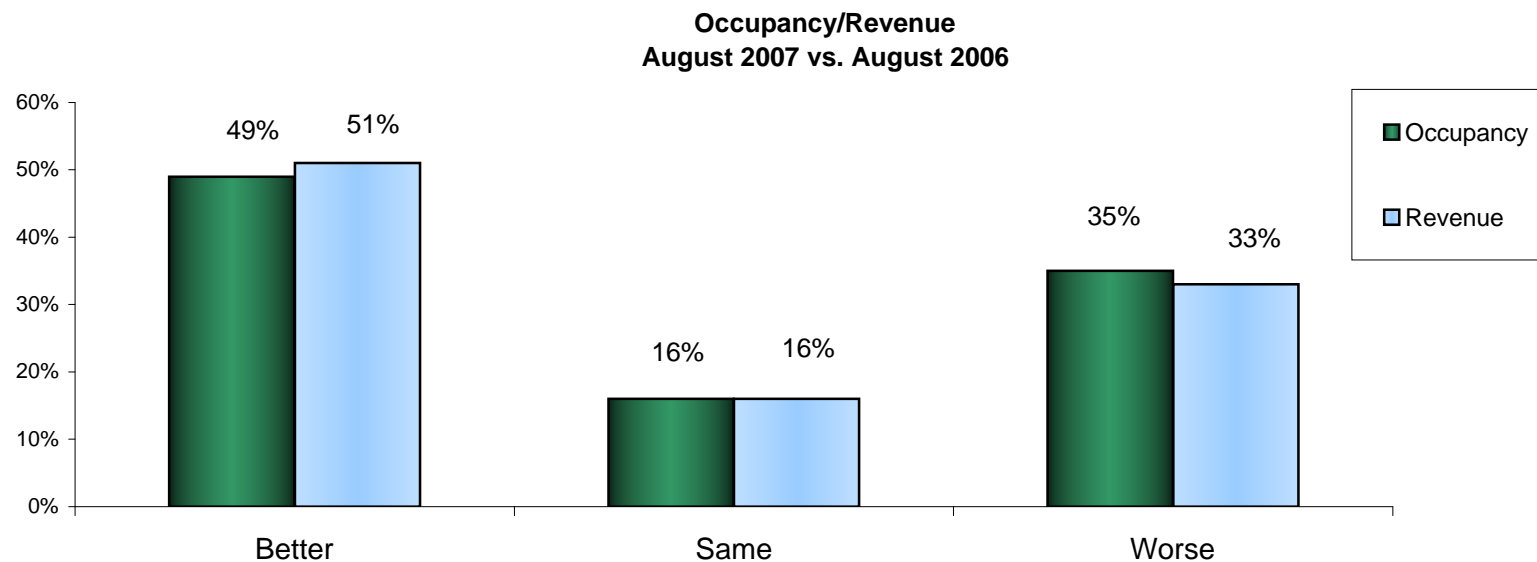


**Occupancy Data Analysis  
 August 2007**

**Occupancy Barometer  
 August 2007 vs. August 2006**

	Occupancy	Revenue
Total Respondents	124	121
Better	49%	51%
Same	16%	16%
Worse	35%	33%

Question 19: Was your August occupancy better, the same, or worse than it was in August 2006? How about your property's August revenue - better, the same, or worse than August 2006?



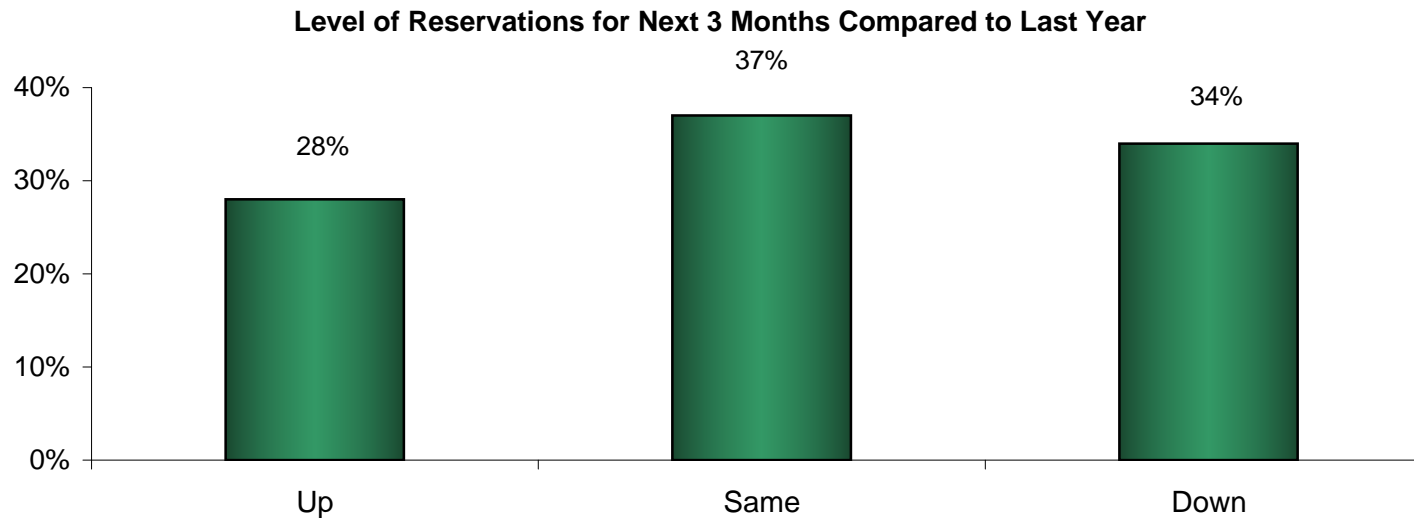


## Occupancy Data Analysis August 2007

### Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Total Respondents	122
Up	28%
Same	37%
Down	34%
Don't Know/No Answer	1%

Question 24: Compared to September, October, and November 2006, is your property's total level of reservations up, the same, or down for September, October, and November 2007?



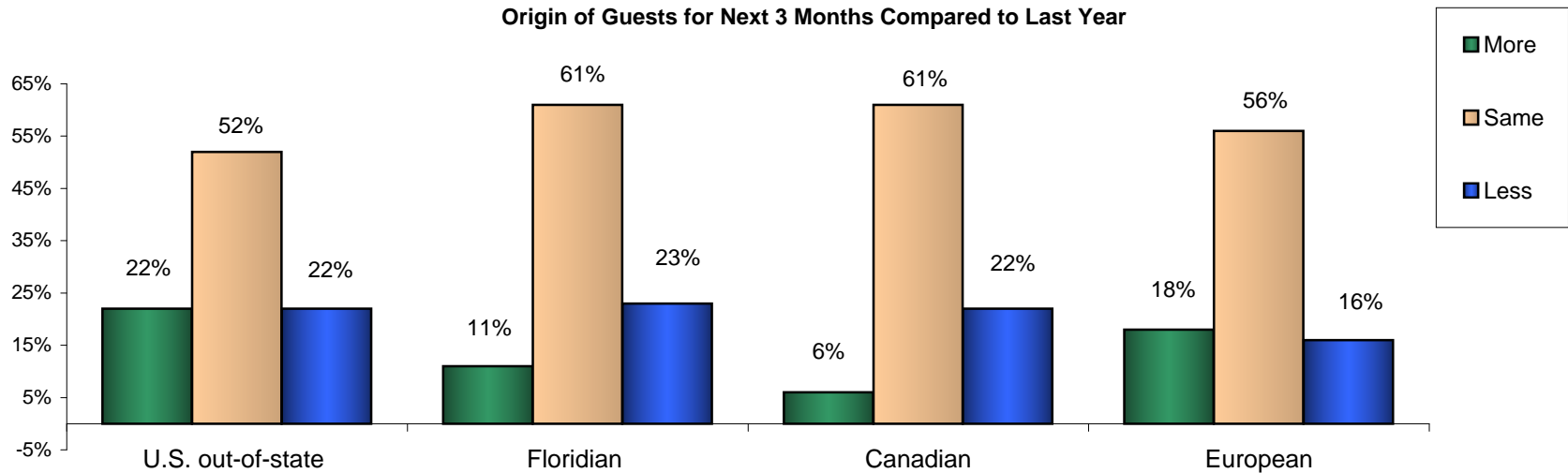


## Occupancy Data Analysis August 2007

### Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year					
Total Respondents	109 Min.	More	Same	Less	N/A
U.S. out-of-state		22%	52%	22%	4%
Floridian		11%	61%	23%	5%
Canadian		6%	61%	22%	10%
European		18%	56%	16%	10%
Other		0%	2%	3%	95%

Question 25: Now thinking about the specific origins of your guests, for September, October, and November 2007 do you expect more, the same, or fewer guests from each of the following areas?



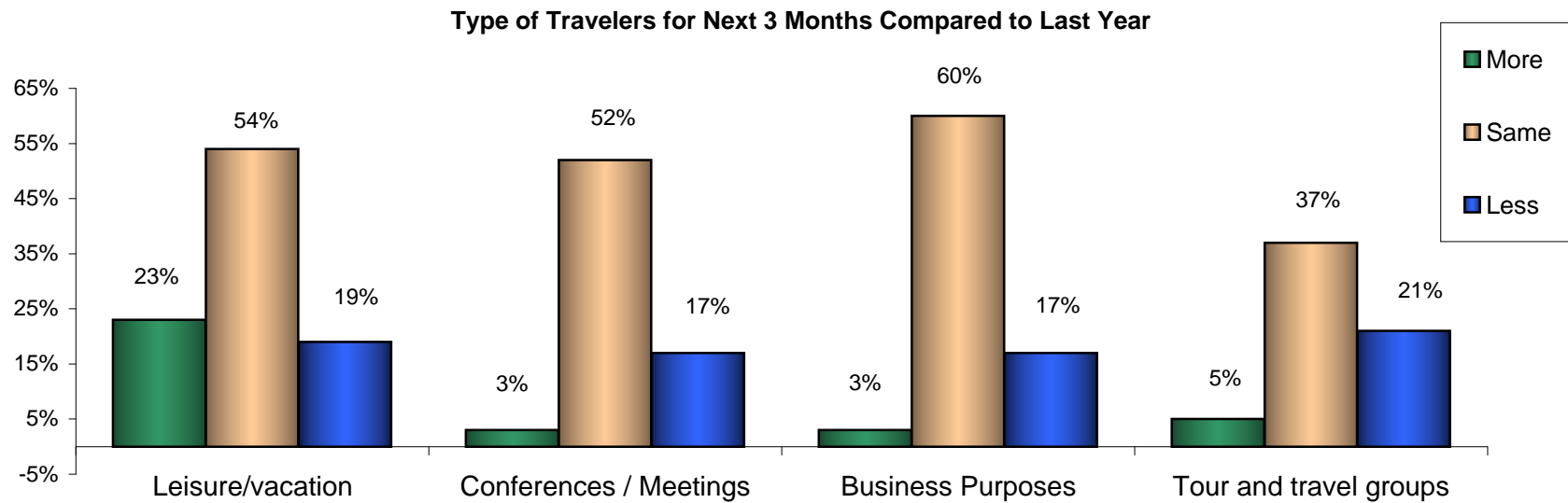


## Occupancy Data Analysis August 2007

### Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Total Respondents 86 Min.	More	Same	Less	N/A
Leisure/vacation	23%	54%	19%	4%
Conferences / Meetings	3%	52%	17%	28%
Business Purposes	3%	60%	17%	20%
Tour and travel groups	5%	37%	21%	37%

Question 26: Compared to September, October, and November 2006, will the following types of travelers generate more, the same, or less business for your property in September, October, and November 2007?





## Economic Impact Analysis August 2007



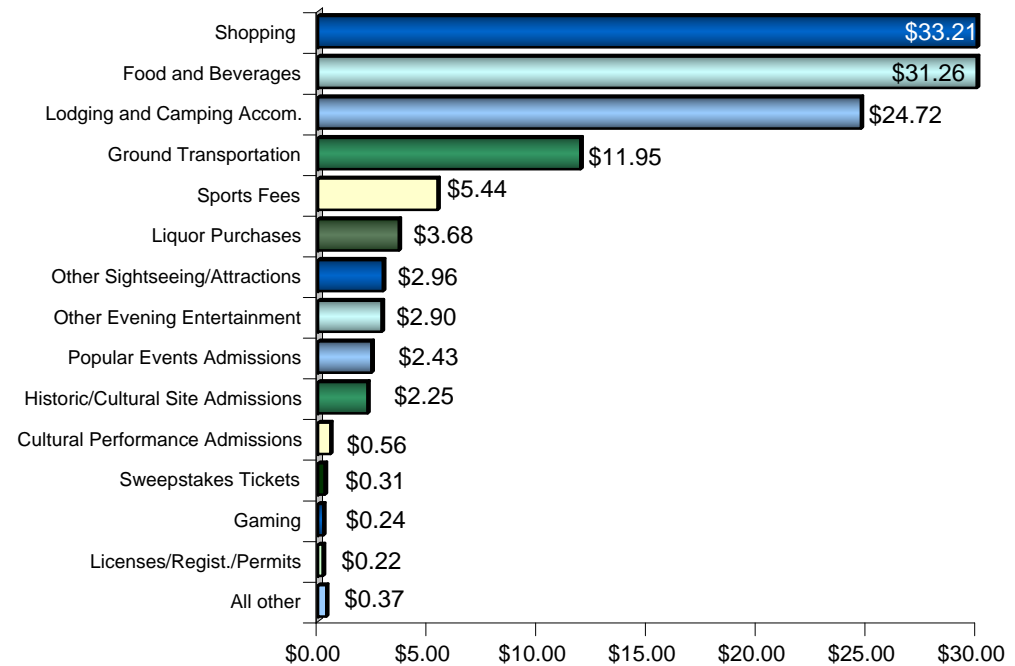
## Economic Impact Analysis August 2007

### Expenditures

Expenditures per Person per Day	
<b>TOTAL</b>	<b>\$122.50</b>
Shopping	\$33.21
Food and Beverages	\$31.26
Lodging and Camping Accom.	\$24.72
Ground Transportation	\$11.95
Sports Fees	\$5.44
Liquor Purchases	\$3.68
Other Sightseeing/Attractions	\$2.96
Other Evening Entertainment	\$2.90
Popular Events Admissions	\$2.43
Historic/Cultural Site Admissions	\$2.25
Cultural Performance Admissions	\$0.56
Sweepstakes Tickets	\$0.31
Gaming	\$0.24
Licenses/Regist./Permits	\$0.22
All other	\$0.37

\* Per expenditure model

Expenditures per Person per Day



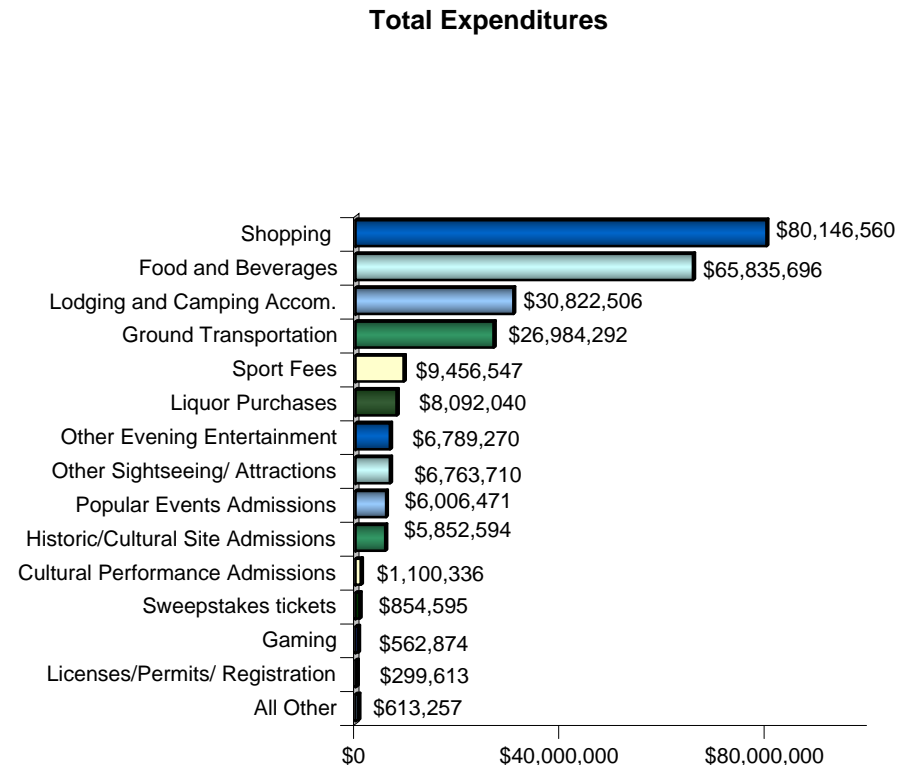


## Economic Impact Analysis August 2007

### Total Visitor Expenditures

Total Expenditures by Category		
<b>TOTAL</b>	<b>\$250,180,361</b>	<b>100%</b>
Shopping	\$80,146,560	32%
Food and Beverages	\$65,835,696	26%
Lodging and Camping Accom.	\$30,822,506	12%
Ground Transportation	\$26,984,292	11%
Sport Fees	\$9,456,547	4%
Liquor Purchases	\$8,092,040	3%
Other Evening Entertainment	\$6,789,270	3%
Other Sightseeing/ Attractions	\$6,763,710	3%
Popular Events Admissions	\$6,006,471	2%
Historic/Cultural Site Admissions	\$5,852,594	2%
Cultural Performance Admissions	\$1,100,336	0.4%
Sweepstakes tickets	\$854,595	0.3%
Gaming	\$562,874	0.2%
Licenses/Permits/ Registration	\$299,613	0.1%
All Other	\$613,257	0.2%

\* Per expenditure model





## Economic Impact Analysis August 2007

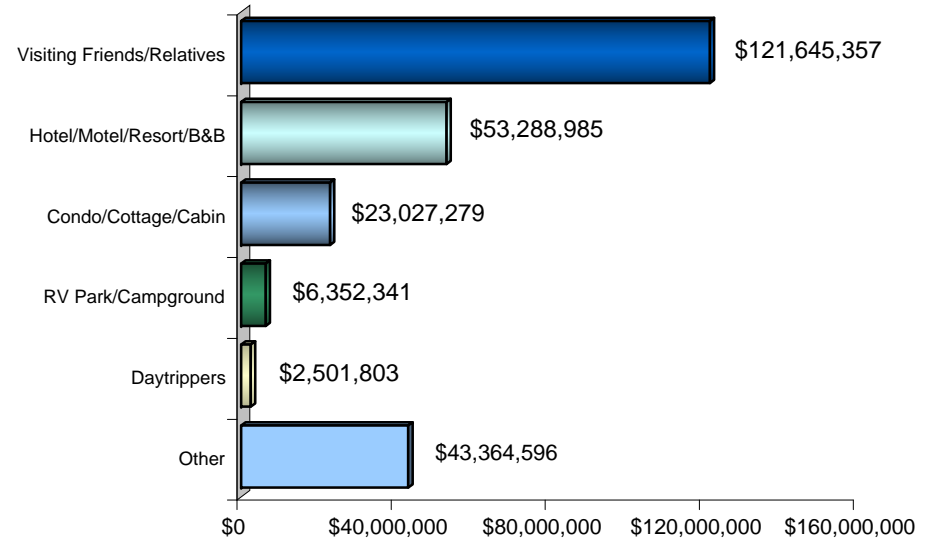
### Expenditures

#### Total Expenditures by Lodging Type

<b>TOTAL</b>	<b>\$250,180,361</b>	<b>100%</b>
Visiting Friends/Relatives	\$121,645,357	49%
Hotel/Motel/Resort/B&B	\$53,288,985	21%
Condo/Cottage/Cabin	\$23,027,279	9%
RV Park/Campground	\$6,352,341	3%
Daytrippers	\$2,501,803	1%
Other	\$43,364,596	17%

\* Per expenditure model

#### Expenditures by Lodging Type





## Appendix August 2007



**Interviewing Statistics**  
**August 2007**

<b>Visitor Profile Interviewing Statistics</b>			
<b>City</b>	<b>Event/Location</b>	<b>Interviewing Dates</b>	<b>Number of Interviews</b>
Ft. Myers	Best Western	8/30/2007	2
Ft. Myers	Edison Ford Estates	8/14/2007	28
Ft. Myers	Edison Ford Estates	8/22/2007	22
Ft. Myers	Hilton Garden Inn	8/28/2007	7
Ft. Myers	Imaginarium	8/3/2007	5
Ft. Myers Beach	Best Western Beach Resort	8/27/2007	18
Ft. Myers Beach	Pier at Ft. Myers Beach	8/4/2007	11
Ft. Myers Beach	Pier at Ft. Myers Beach	8/8/2007	21
Ft. Myers Beach	Pier at Ft. Myers Beach	8/18/2007	22
Ft. Myers Beach	Pier at Ft. Myers Beach	8/30/2007	20
N. Ft. Myers	Shell Factory	8/30/2007	6
Sanibel	Tarpon Bay Marina	8/5/2007	5
Sanibel	Tarpon Bay Recreation	8/22/2007	7
			<b>174</b>



**Interviewing Statistics  
 August 2007**

**Occupancy Interviewing Statistics**

\* Interviews were conducted from September 1 - September 16, 2007. Information was provided by 140 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	81
Condo/Cottage/Cabin	43
RV Park/Campground	12
Other (Trailer Park, Timeshare, Marina)	<u>4</u>
<b>Total</b>	<b>140</b>