



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

January 2010 Visitor Profile and Occupancy Analysis March 18, 2010

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



providing direction in travel & tourism



Executive Summary January 2009

Throughout this report, statistically significant differences between percentages for 2009 and 2010 using a confidence level of 95% are noted by <>.



Executive Summary

Visitor Estimates

- Lee County hosted nearly 175,000 visitors staying in paid accommodations during the month of January 2010, and an additional 230,000 staying with friends or relatives while visiting for a total of 404,146 visitors.
- Visitation among those staying in paid accommodations increased 10.5% from January 2009 to January 2010. Visitation among those staying with friends and relatives also saw a modest increase (3.1%). As a result, total visitation is up year-over-year (6.2%).
- Eight out of ten January 2010 visitors staying in paid accommodations were U.S. residents (82%), which is on par with January 2009 (84%). Canada contributed the largest share of international visitors staying in paid accommodations (10%) during January 2010 – same as last January.
- More than half of domestic visitors staying in paid accommodations during January 2010 were from the Midwest (60%) followed by the Northeast (24%), South (15%), and West (1%). The Detroit and Chicago DMAs drew the largest share of domestic visitors (7% each) with Minneapolis-St. Paul and Philadelphia (6%) close behind.

Visitor Expenditures

- The average per person per day expenditure was \$119.21 in January 2010 – a 3.4% decline from January 2009 (\$123.40). Although a decline year-over-year, the January 2010 average expenditure was higher than that observed in December 2009 (\$114.63) – an upward monthly trend from September 2009 through the current month.
- Total visitor expenditures for January 2010 are estimated at \$282 million, a 5.9% drop from \$300 million in January 2009 (note: January 2009 was up 21.6% versus the prior year). From January 2009 to January 2010, expenditures decreased 12.6% among those staying in paid accommodations and rose 5.9% among those staying with friends and relatives.



Total January Visitation					
	%		Visitor Estimates		% Change 2009-2010
	2009	2010	2009	2010	
Paid Accommodations	41%	43%	157,345	173,861	10.5%
Friends/Relatives	59%	57%	223,281	230,285	3.1%
<i>Total Visitation</i>			380,626	404,146	6.2%
January Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	2010	2009	2010	
United States	84%	82%	132,441	142,143	7.3%
Canada	10%	10%	15,848	17,621	11.2%
UK	3%	3%	4,528	4,699	3.8%
Germany	2%	2%	3,396	3,524	3.8%
Austria	--	1%	--	2,349	--
BeNeLux	--	1%	--	1,175	--
Scandinavia	--	1%	--	1,175	--
Ireland	1%	--	1,132	--	--
Other	--	1%	--	1,175	--
U.S. Region (Paid Accommodations)					
	2009	2010	2009	2010	
Florida	2%	3%	2,264	3,524	55.7%
South (including Florida)	14%	15%	18,112	21,145	16.7%
Midwest	45%	60%	59,995	84,581	41.0%
Northeast	27%	24%	35,091	34,067	-2.9%
West	4%	1%	5,660	1,175	-79.2%
No Answer	10%	1%	13,584	1,175	-91.4%

2010 Top DMAs (Paid Accommodations)		
Detroit	7%	9,737
Chicago	7%	9,240
Minneapolis-Saint Paul	6%	9,093
Philadelphia	6%	8,144
Boston (Manchester, NH)	5%	6,935
Saint Louis	5%	6,777
Indianapolis	5%	6,732
New York	3%	4,710
Cincinnati	3%	4,609
Baltimore	3%	4,439
Dayton	3%	4,382



Trip Planning

- The majority of January 2010 visitors to Lee County said they had visited web sites while planning their trip (77%). January 2010 visitors were more likely to visit hotel web sites while planning their Lee County trip than January 2009 visitors (25% vs. 17%).
- When deciding to visit Lee County, January 2010 visitors were most likely to say the following attributes influenced their selection:
 - Warm Weather (86%)
 - Peaceful/Relaxing (85%)
 - White Sandy Beaches (77%)
 - Convenient Location (73%)
 - A Safe Destination (73%)

Visitor Profile

- Same as last January, the majority of Lee County visitors are repeat visitors (80%). Among repeat visitors, the average number of visits to Lee County in the past five years was 3.9.
- Condo/vacation home properties were the lodging of choice for slightly fewer than half of January 2010 visitors to Lee County (43%). A sizable minority of January 2010 visitors also indicated they were staying in a hotel/motel/resort/B&B for their lodging (38%). Only one in ten reported staying at the home of a friend or family member (12%) compared with one in four in 2009 (24%). Nearly half felt that the quality of accommodations *far exceeded* or *exceeded expectations* (42%) in January 2010.
- The top activities enjoyed while in Lee County during January 2010 were *beaches, relaxing, dining out, and shopping*. January 2010 visitors were less likely to go *boating* or on a *guided tour* than those in January 2009 (13% vs. 6% *boating*, 8% vs. 3% *guided tour*). This is likely due to the weather, which may also be responsible for driving more January 2010 visitors to attractions such as the *Edison Ford Estates* (34% vs. 22% in January 2009) and the *Shell Factory and Nature Park* (20% vs. 12% in January 2009).
- Overall, visitor satisfaction remains extremely high, with 95% of January 2010 visitors reporting being *very satisfied* or *satisfied* with their visit. The vast majority indicated they were likely to return to Lee County (86%), although a lower proportion than in 2009 (93%), with two-thirds likely to return next year (67%).



- The least liked feature about the Lee County area among January 2010 visitors was traffic (38%). January 2010 visitors were more likely to mention weather as a feature they disliked than January 2009 visitors (21% vs. 6% in January 2009) – not surprising, given the unusually cold temperatures this year. Visitors were less likely to express concern about *high prices* (11% vs. 19%) and *red tide* (4% vs. 10%) during January 2010 than during the prior year.
- The demographic composition of January 2010 visitors showed a somewhat older visitor who is more likely to be married than January 2009 visitors. January 2010 visitors averaged 56.9 years of age (up from 51.5 in January 2009) with an average household income of approximately \$100,000. The majority of visitors were married (81% vs. 67% in January 2009) and only a minority were traveling with children (15%). The average travel party size was 2.7 people.



Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of *available* room nights and *occupied* roomnights were higher in January 2010 than in January 2009 (+8.5% and +5.6% respectively). Hotel/motel/resort *available* room nights were up 17.6% from a year ago and *occupied* room nights were up substantially as well (+13.4%). Condo/vacation home properties saw a decline in *available* and *occupied* room nights while RV park/campground properties saw a small increase in both *available* and *occupied* roomnights.

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	180,314	204,478	13.4%	315,532	371,132	17.6%
Condo/Cottage/Vacation Home	104,724	99,134	-5.3%	159,371	153,870	-3.5%
RV Park/Campground	129,539	134,145	3.6%	147,715	150,846	2.1%
Total	414,577	437,757	5.6%	622,618	675,848	8.5%

- As a result average occupancy rates declined slightly year-over-year from 66.6% in January 2009 to 64.8% in January 2010 (-2.7%). The increase in demand for hotels/motels/resorts could not keep pace with the increase in supply, resulting in lower occupancy rates for January 2010 (-3.7%). Occupancy rates for condos/cottages decreased as well (-2.0%) but increased slightly for RV parks/campgrounds (+1.4%).
- Overall average daily rates continued to suffer, dropping from \$123.98 to \$116.39 year-over-year (-6.1%). ADR decreased in all categories with condo/vacation home properties seeing the largest year-over-year decline (-11.3%).
- RevPAR was down 8.7% from January 2009 driven by decreases across all lodging categories, but most pronounced for condos/vacation homes (-13.0%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	144		141	147		143/141	144/147	
Hotel/Motel/Resort/B&B	57.2%	55.1%	-3.7%	\$135.07	\$133.29	-1.3%	\$77.18	\$73.44	-4.8%
Condo/Cottage/Vacation Home	65.7%	64.4%	-2.0%	\$195.47	\$173.40	-11.3%	\$128.45	\$111.71	-13.0%
RV Park/Campground	87.7%	88.9%	1.4%	\$50.75	\$48.50	-4.4%	\$44.51	\$43.13	-3.1%
AVERAGE	66.6%	64.8%	-2.7%	\$123.98	\$116.39	-6.1%	\$82.55	\$75.39	-8.7%



- Property managers in January 2010 were no more negative than they had been in January 2009 when comparing their current month's occupancy and revenue year-over-year. Just over half reported their January 2010 occupancy was the same or better than the prior year (55% vs. 46% January 2009). Similarly, half reported their revenue was the same or better than the prior year (49% vs. 43% January 2009).
- Projections for the next three months (January – March) show some sings of optimism. Half of property managers reported that their total level of reservations for the next three months are the same or better than the same period the prior year (53% vs. 37% January 2009), while slightly less than half reported that their reservations are down (41% vs. 57% in January 2009).



January 2010 Lee County Snapshot

Total January Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
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Germany	2%	2%	3,396	3,524
Austria	--	1%	--	2,349
BeNeLux	--	1%	--	1,175
Scandinavia	--	1%	--	1,175
Ireland	1%	--	1,132	--
Other	--	1%	--	1,175

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	\$299,635,063	\$281,870,529	-5.9%
Paid Accommodations	\$191,413,685	\$167,272,339	-12.6%

Average Per Person Per Day Expenditures		
2009	2010	% Change
\$123.40	\$119.21	-3.4%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	26%	20%
Repeat	73%	80%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	144		141	147		143/141	144/147	
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RV Park/Campground	87.7%	88.9%	1.4%	\$50.75	\$48.50	-4.4%	\$44.51	\$43.13	-3.1%
AVERAGE	66.6%	64.8%	-2.7%	\$123.98	\$116.39	-6.1%	\$82.55	\$75.39	-8.7%



Visitor Profile Analysis January 2010

A total of 207 interviews were conducted with visitors in Lee County during the month of January 2010. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.

A total of 203 interviews were conducted with visitors in Lee County during the month of January 2009. 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.



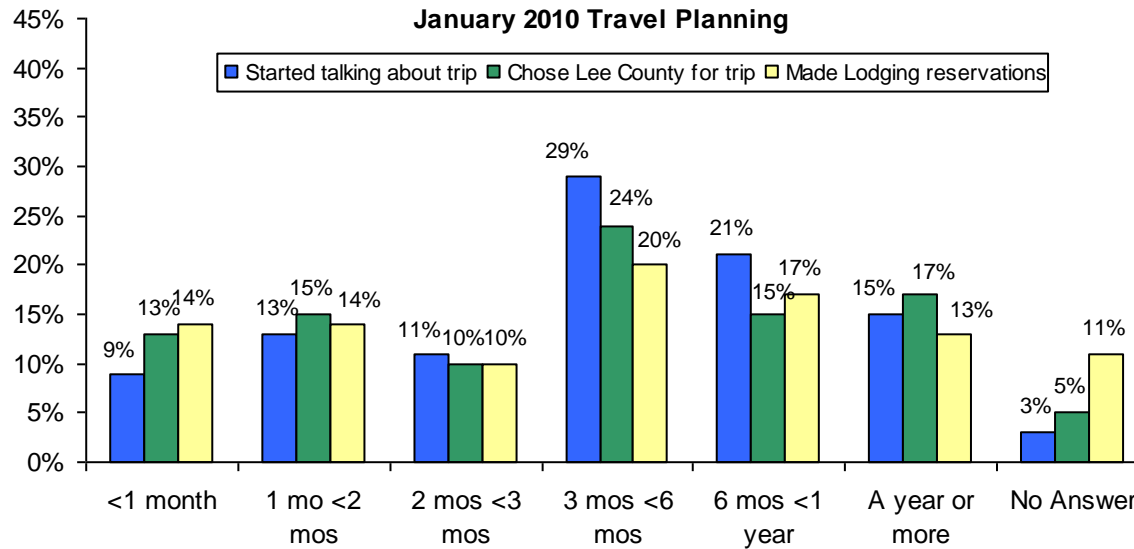
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2009	2010	2009	2010	2009	2010
Total Respondents	203	207	203	207	203	207
<1 month	8%	9%	11%	13%	11%	14%
1 mo - < 2 mos	6%	<13%>	9%	15%	8%	<14%>
2 mos - < 3 mos	13%	11%	11%	10%	14%	10%
3 mos - < 6 mos	30%	29%	28%	24%	26%	20%
6 mos - <1 year	17%	21%	15%	15%	15%	17%
A year or more	<23%>	15%	22%	17%	13%	13%
No answer	3%	3%	3%	5%	14%	11%

Q3: When did you "start talking" about going on this trip?

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?



Travel Planning



Reserved Accommodations		
	January	
	2009	2010
Total Respondents	203	207
Before leaving home	80%	85%
On the road, but not in Florida	1%	1%
After arriving in Florida	8%	7%
No Answer	11%	7%

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

Computer Access		
	January	
	2009	2010
Total Respondents	203	207
<u>Yes</u>	<u>88%</u>	<u><95%></u>
<i>Home</i>	40%	39%
<i>Work</i>	3%	2%
<i>Both Home and Work</i>	45%	<55%>
<u>No</u>	<u><10%></u>	<u>5%</u>

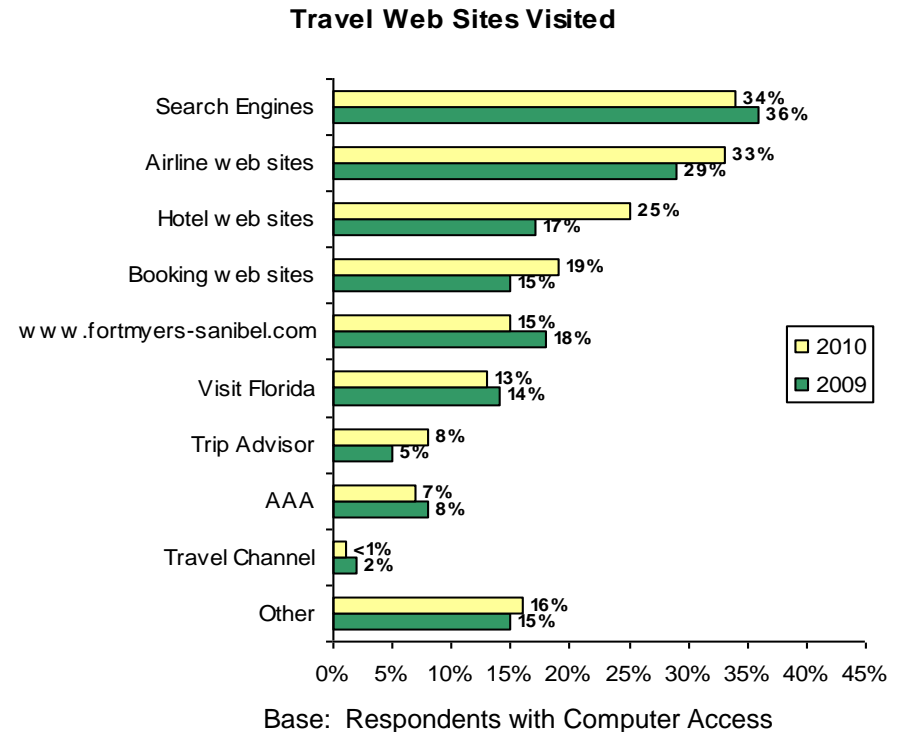
Q8: Do you have access to a computer?

Travel Planning



Travel Web Sites Visited by January Travelers		
	2009	2010
Total Respondents with computer access	178	197
Visited web sites (net)	79%	77%
Search Engines	36%	34%
Airline web sites	29%	33%
Hotel web sites	17%	<25%>
Booking web sites	15%	19%
www.fortmyers-sanibel.com	18%	15%
Visit Florida	14%	13%
Trip Advisor	5%	8%
AAA	8%	7%
Travel Channel	2%	<1%>
Other	15%	16%
Did not visit web sites	20%	19%
No Answer	2%	3%

Q9. While planning this trip, which of the following web sites did you visit?
(Please mark ALL that apply)



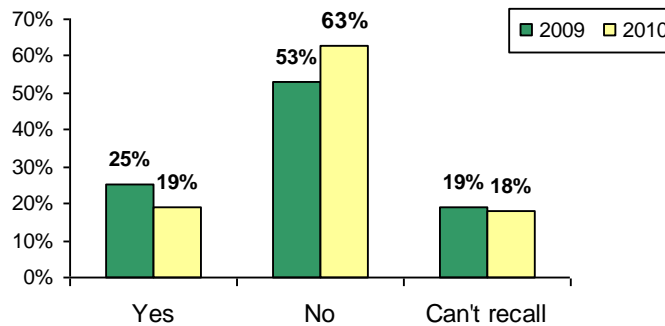
Travel Planning



January Travelers Requesting Information		
	2009	2010
Total Respondents	203	207
Requested information (net)	33%	36%
Hotel Web Site	11%	15%
Call hotel	6%	10%
VCB Web Site	8%	7%
Visitor Guide	6%	6%
E-Newsletter	1%	1%
Call VCB	1%	1%
Call local Chamber of Commerce	2%	1%
Other	12%	13%
Did not request information	50%	54%
No Answer	17%	10%

Q10: For this trip, did you request any information about our area by...
(Please mark ALL that apply.)

Recall of Promotions



January 2010

Travel Agent Assistance		
	2009	2010
Total Respondents	203	207
Yes	6%	5%
No	92%	93%

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

Travel Agent Influence		
	2009	2010
Total Respondents	203	207
Yes	25%	19%
No	53%	<63%>
Can't recall	19%	18%

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

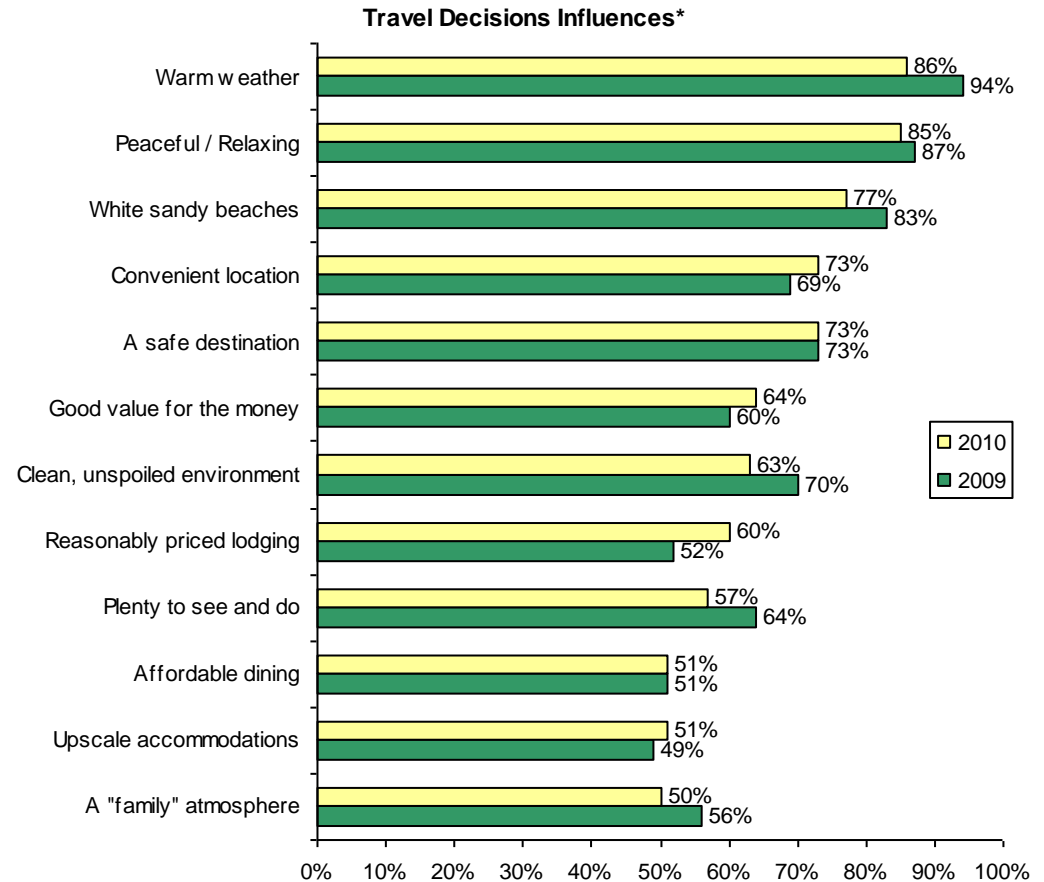
Travel Planning



January Travel Decision Influences*		
	2009	2010
Total Respondents	203	207
Warm weather	<94%>	86%
Peaceful / Relaxing	87%	85%
White sandy beaches	83%	77%
Convenient location	69%	73%
A safe destination	73%	73%
Good value for the money	60%	64%
Clean, unspoiled environment	70%	63%
Reasonably priced lodging	52%	60%
Plenty to see and do	64%	57%
Affordable dining	51%	51%
Upscale accommodations	49%	51%
A "family" atmosphere	56%	50%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

* Percentages shown reflect top 2 box scores (rating of 4 or 5)





Trip Profile

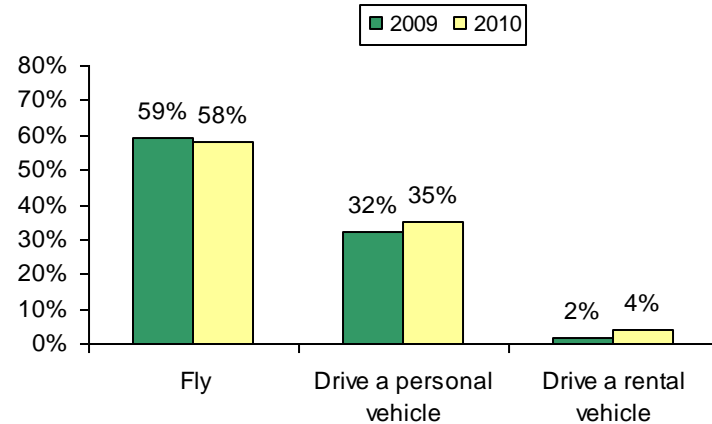
Mode of Transportation		
	2009	2010
Total Respondents	203	207
Fly	59%	58%
Drive a personal vehicle	32%	35%
Drive a rental vehicle	2%	4%
Drive an RV	5%	3%
Travel by bus	1%	-
Other/No Answer	1%	1%

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

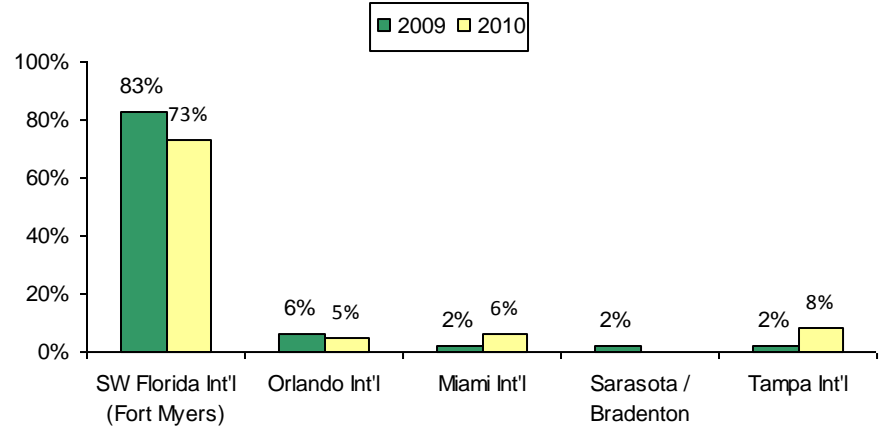
Airport		
	2009	2010
Total Respondents Who Arrived By Air	119	120
SW Florida Int'l (Fort Myers)	83%	73%
Tampa Int'l	2%	<8%>
Miami Int'l	2%	6%
Orlando Int'l	6%	5%
Ft. Lauderdale Int'l	1%	3%
West Palm Beach Int'l	1%	1%
Sarasota/Bradenton	2%	-
Other/No Answer	4%	4%

Q2: At which Florida airport did you land?

Mode of Transportation



Airport

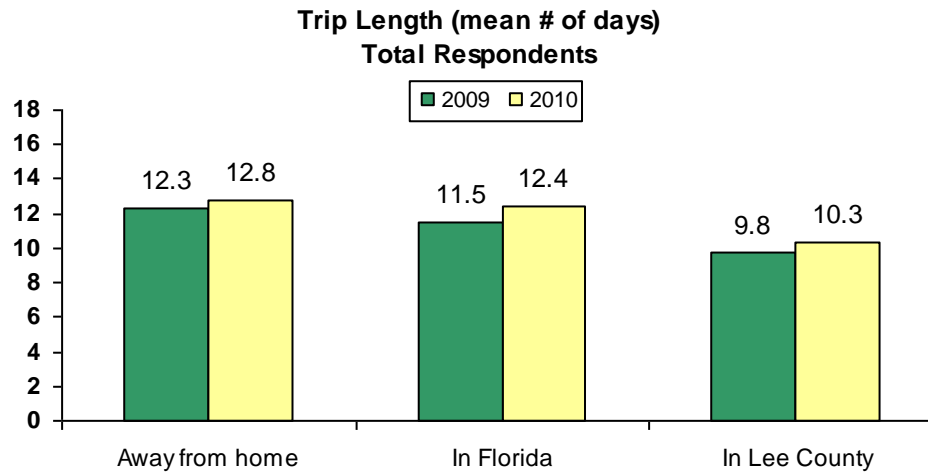




Trip Profile

January Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	203	207	
Away from home	12.3	12.8	4.1%
In Florida	11.5	12.4	7.8%
In Lee County	9.8	10.3	5.1%

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



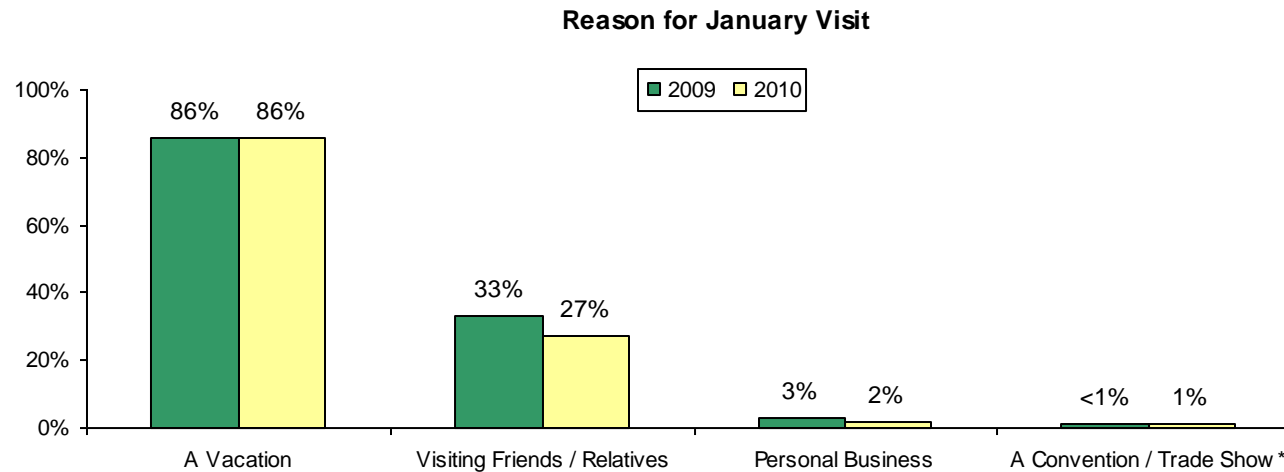


Trip Profile

Reason for January Visit		
	2009	2010
Total Respondents	203	207
A Vacation	86%	86%
Visiting Friends / Relatives	33%	27%
Personal Business	3%	2%
A Convention / Trade Show*	<1%	1%
A Conference / Meeting*	-	1%
Sporting Event(s)	-	-
Other Business Trip*	1%	-
Other/No Answer	7%	5%

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

*Note: These answer categories were revised in July 2009. Therefore, year-over-year results are not directly comparable.





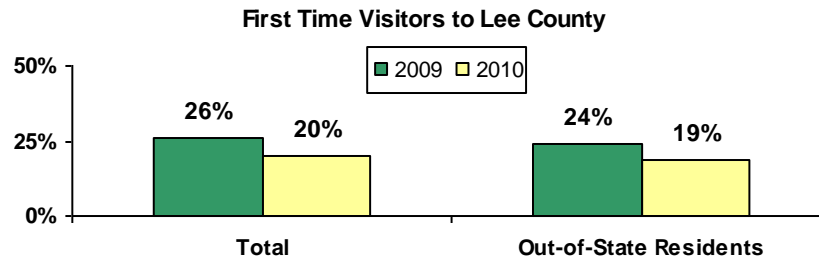
Trip Profile

First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	2010	2009	2010	2009	2010	2009	2010
Total Respondents	203	207	6**	4**	153	165	28**	36*
Yes	26%	20%	N/A	N/A	24%	19%	N/A	23%
No	73%	80%	N/A	N/A	76%	81%	N/A	74%
No Answer	1%	1%	N/A	N/A	-	-	N/A	3%

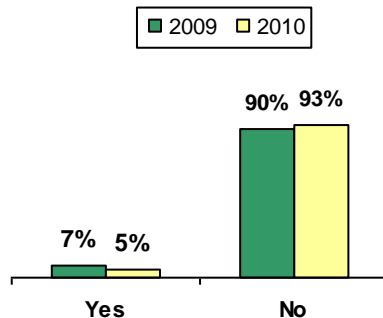
Q20: Is this your first visit to Lee County?

*Note: Small sample size. (N<70) Please interpret results with caution.

**N/A: Insufficient number of responses for statistical analysis (N<30).



First Time Visitors to Florida



First Time Visitors to Florida		
	2009	2010
Total Respondents	203	207
Yes	7%	5%
No	90%	93%
No answer	<1%	-
FL Residents*	3%	2%

Q18: Is this your first visit to Florida?

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



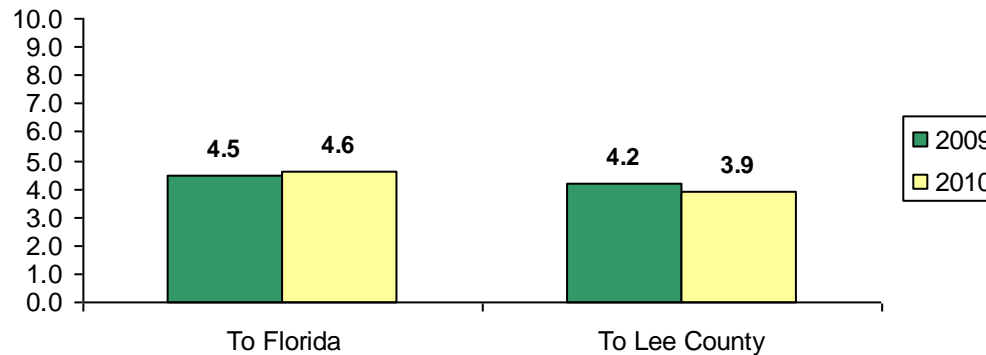
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2009	2010	2009	2010
Base: Repeat Visitors	183 (FL res. Excl.)	193 (FL res. Excl.)	149	165
Number of visits	4.5	4.6	4.2	3.9

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years

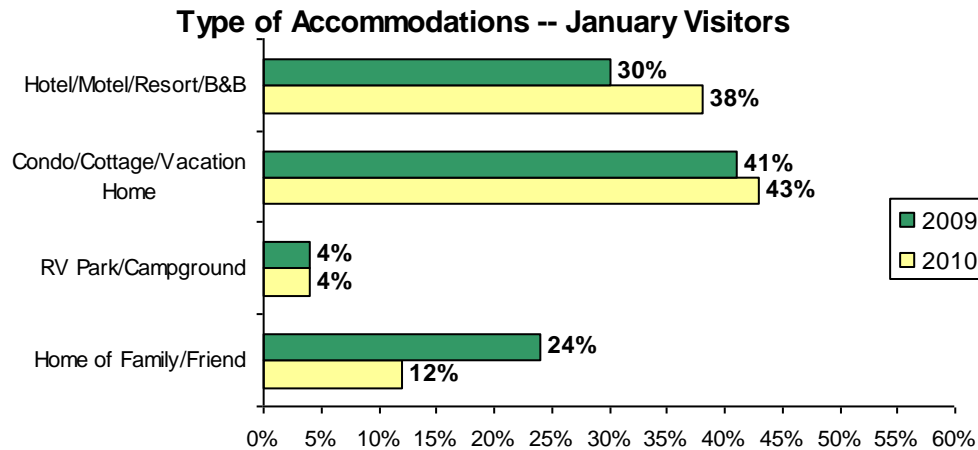




Trip Profile

Type of Accommodation - January Visitors		
	2009	2010
Total Respondents	203	207
Hotel/Motel/Resort/B&B	30%	38%
Hotel/motel/inn	21%	25%
Resort	10%	12%
B&B	-	1%
Condo/Cottage/Vacation Home	41%	43%
Rented home/condo	34%	30%
Borrowed home/condo	4%	5%
Owned home/condo	4%	9%
RV Park/Campground	4%	4%
Home of family/friend	<24%>	12%
Day trip (no accommodations)	1%	3%

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



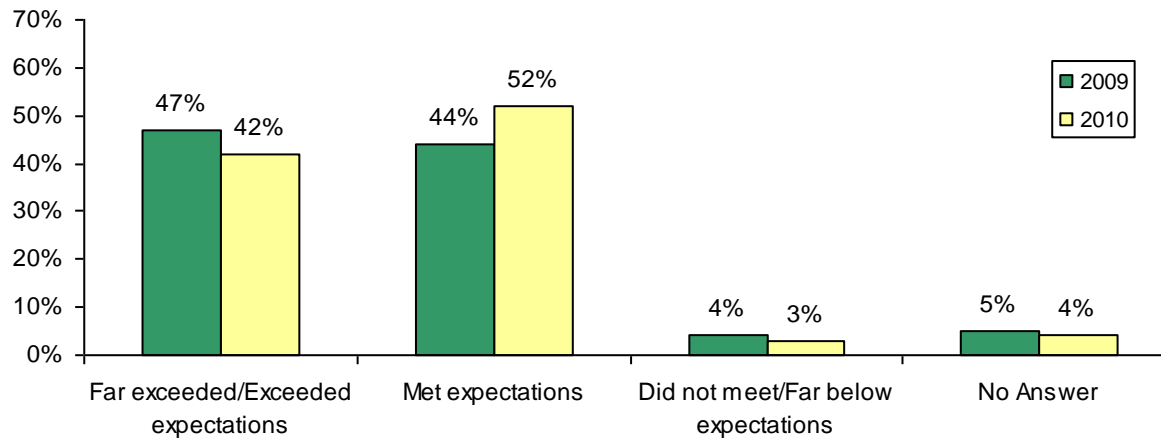


Trip Profile

Quality of Accommodations		
	2009	2010
Total Respondents	203	207
Far exceeded/Exceeded expectations	47%	42%
Met your expectations	44%	52%
Did not meet/Far below expectations	4%	3%
No Answer	5%	4%

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

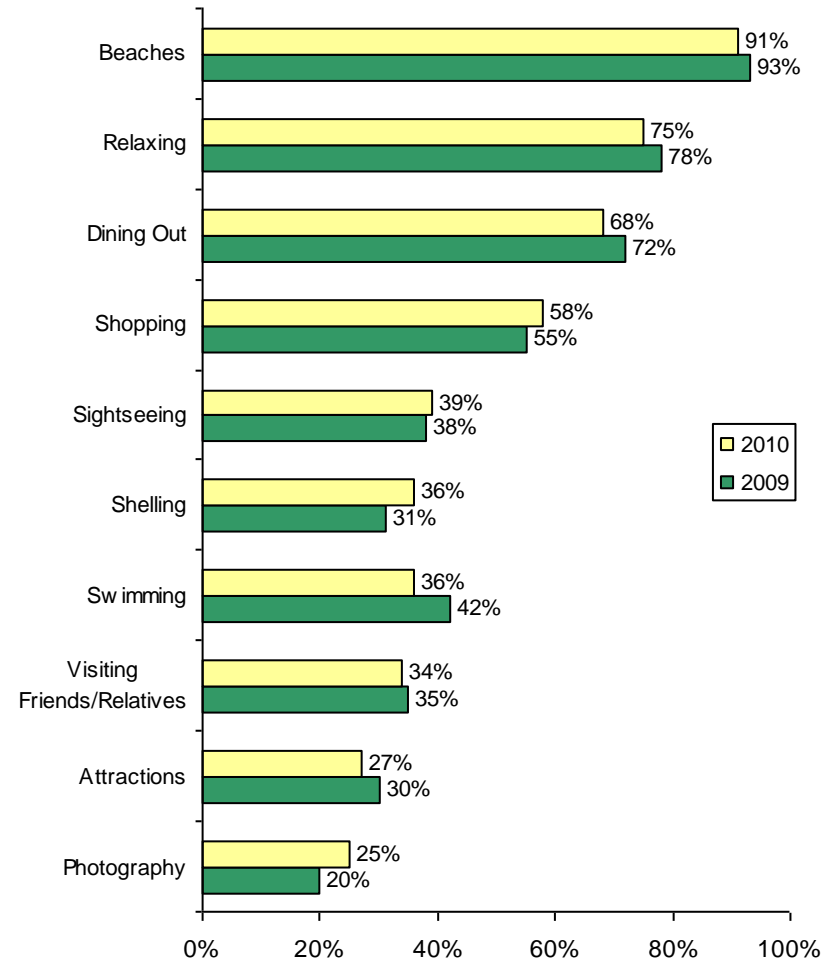
Quality of Accommodations



Trip Activities



January Activities Enjoyed		
	2009	2010
Total Respondents	203	207
Beaches	93%	91%
Relaxing	78%	75%
Dining Out	72%	68%
Shopping	55%	58%
Sightseeing	38%	39%
Shelling	31%	36%
Swimming	42%	36%
Visiting Friends/Relatives	35%	34%
Attractions	30%	27%
Photography	20%	25%
Watching Wildlife	33%	25%
Bicycle Riding	18%	24%
Golfing	15%	16%
Birdwatching	13%	16%
Exercise / Working Out	20%	14%
Bars / Nightlife	16%	12%
Cultural Events	9%	9%
Fishing	12%	9%
Miniature Golf	8%	6%
Boating	<13%>	6%
Kayaking / Canoeing	6%	5%
Tennis	5%	3%
Guided Tour	<8%>	3%
Parasailing / Jet Skiing	6%	3%
Sporting Event	3%	1%
Scuba Diving / Snorkeling	2%	-
Other	5%	3%



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

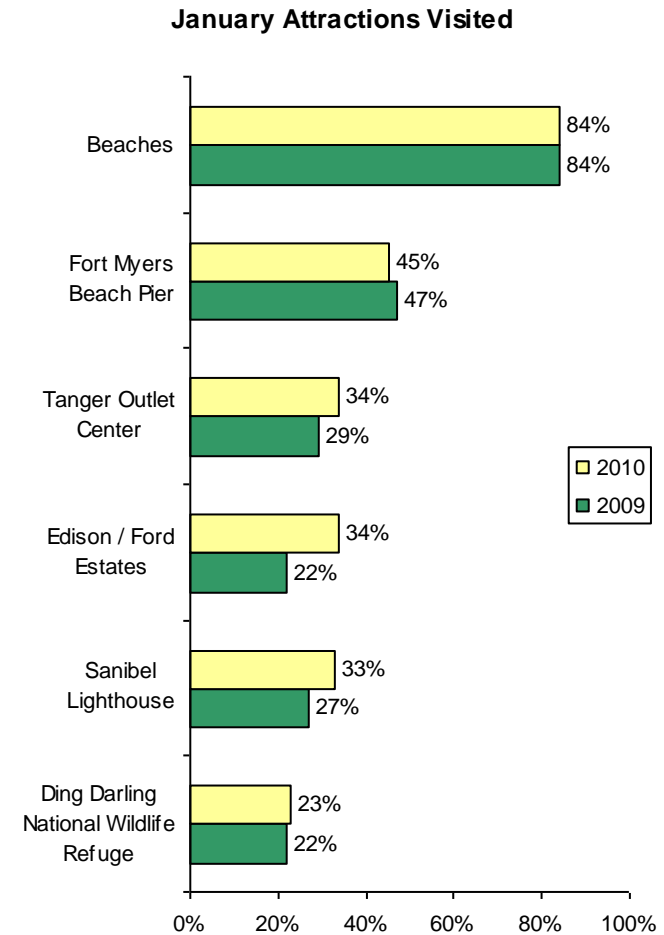
January 2010

Trip Activities



January Attractions Visited		
	2009	2010
Total Respondents	203	207
Beaches	84%	84%
Fort Myers Beach Pier	47%	45%
Tanger Outlet Center	29%	34%
Edison / Ford Estates	22%	<34%>
Sanibel Lighthouse	27%	33%
Ding Darling National Wildlife Refuge	22%	23%
Miromar Outlets Mall	24%	21%
Shell Factory and Nature Park	12%	<20%>
Bell Tower Shops	16%	17%
Coconut Point Mall	10%	16%
Periwinkle Place	15%	16%
Edison Mall	12%	14%
Gulf Coast Town Center	5%	10%
Manatee Park	13%	9%
Barbara B. Mann Performing Arts Hall	4%	4%
Bailey-Matthews Shell Museum	7%	4%
Broadway Palm Dinner Theater	7%	4%
Babcock Wilderness Adventures	1%	1%
Other	8%	6%

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

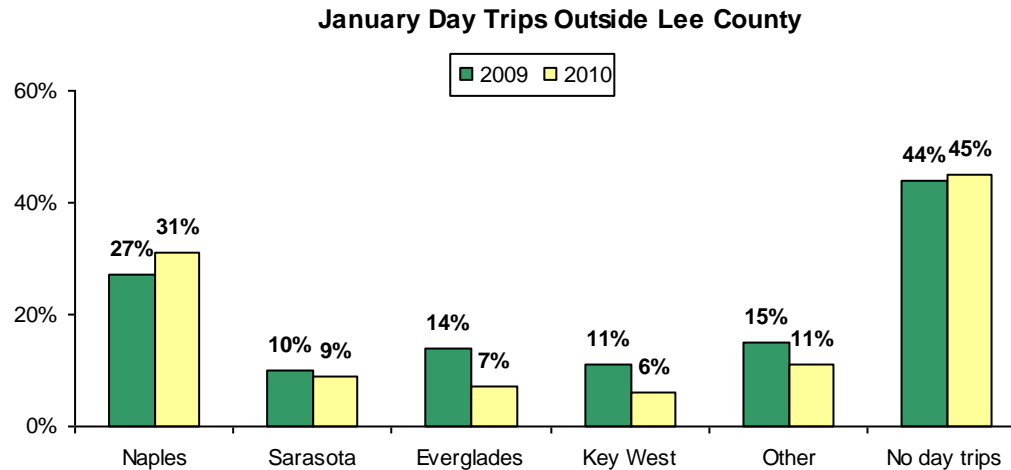




Trip Activities

January Day Trips Outside Lee County		
	2009	2010
Total Respondents	203	207
<u>Any day trips (net)</u>	<u>48%</u>	<u>46%</u>
<i>Naples</i>	27%	31%
<i>Sarasota</i>	10%	9%
<i>Everglades</i>	<14%>	7%
<i>Key West</i>	11%	6%
<i>Other</i>	15%	11%
<u>No day trips</u>	<u>44%</u>	<u>45%</u>
No Answer	8%	9%

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



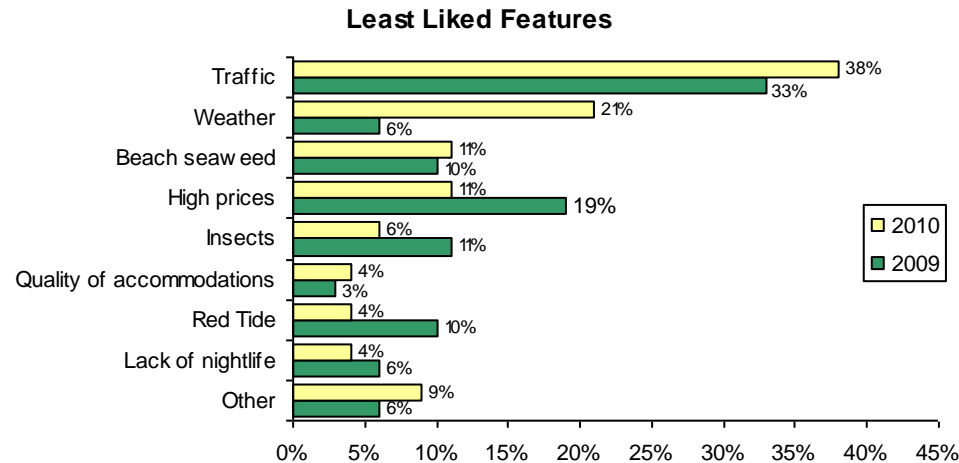


Trip Activities

Least Liked Features		
	2009	2010
Total Respondents	203	207
Traffic	33%	38%
Weather	6%	<21%>
Beach seaweed	10%	11%
High prices	<19%>	11%
Insects	11%	6%
Lack of nightlife	6%	4%
Quality of accommodations	3%	4%
Red Tide	<10%>	4%
Other	6%	9%

Q34: During the specific visit, which features have you liked least about our area? (Please mark ALL that apply.)

Note: Revised question wording introduced in July 2009. Therefore, year-over-year results are not directly comparable.

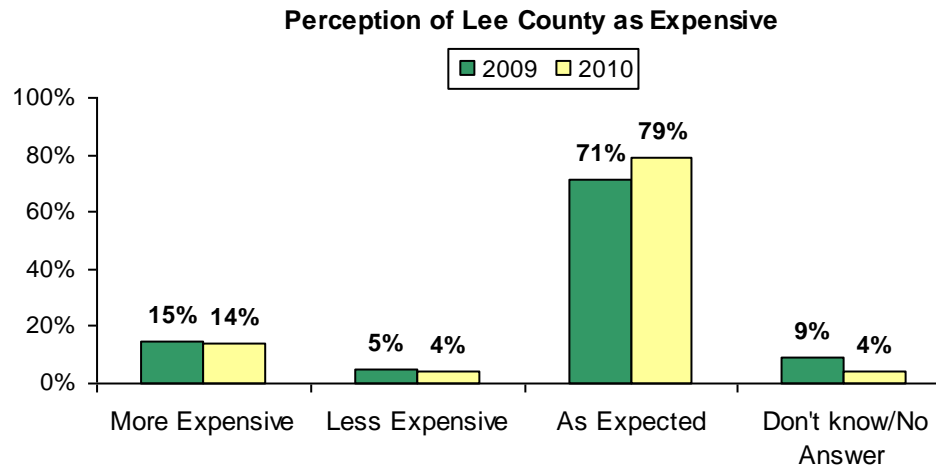




Trip Activities

Perception of Lee County as Expensive		
	2009	2010
Total Respondents	203	207
More Expensive	15%	14%
Less Expensive	5%	4%
As Expected	71%	79%
Don't know/No Answer	<9%>	4%

Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



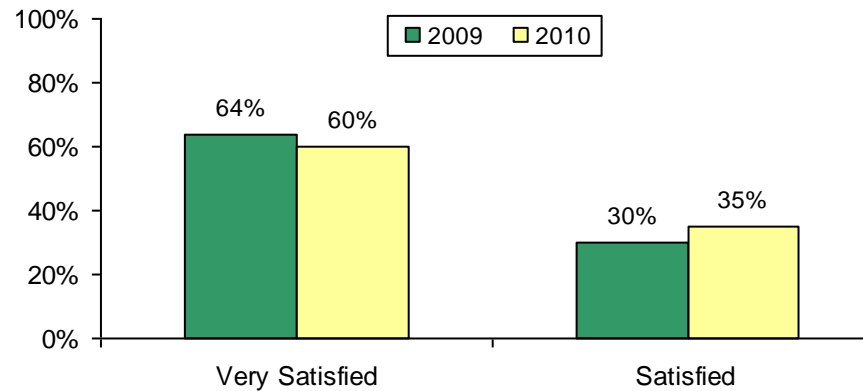


Lee County Experience

Satisfaction with Visit		
	2009	2010
Total Respondents	203	207
<u>Satisfied</u>	<u>94%</u>	<u>95%</u>
<i>Very Satisfied</i>	64%	60%
<i>Satisfied</i>	30%	35%
Neither	3%	3%
Dissatisfied/Very Dissatisfied	2%	--
Don't know/no answer	1%	3%

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

Satisfaction with Visit





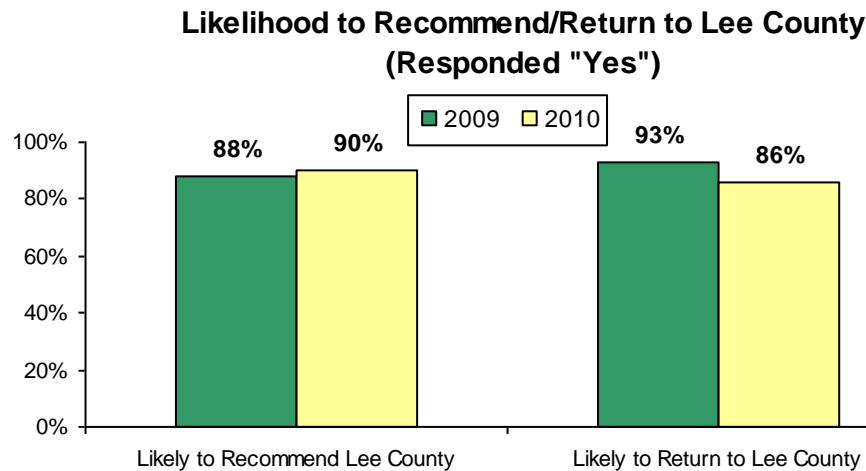
Future Plans

Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	203	207
Likely to Recommend Lee County	88%	90%
Likely to Return to Lee County	<93%>	86%
Base: Total Respondents Planning to Return	189	179
Likely to Return Next Year	66%	67%

Q32: Would you recommend Lee County to a friend?

Q35: Will you come back to Lee County?

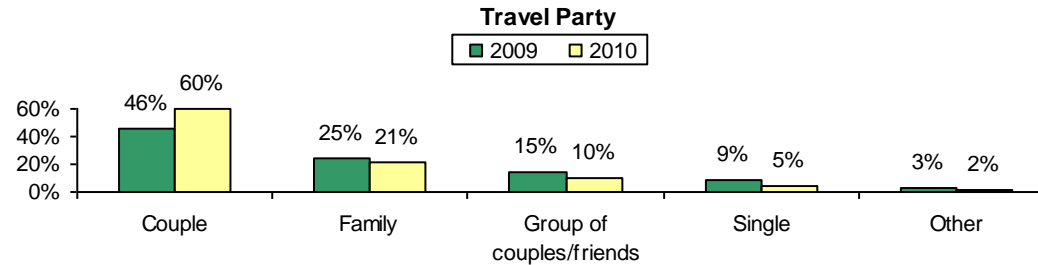
Q36: Will you come back next year?





Visitor and Travel Party Demographic Profile

January Travel Party		
	2009	2010
Total Respondents	203	207
Couple	46%	<60%>
Family	25%	21%
Group of couples/friends	15%	10%
Single	9%	5%
Other	3%	2%
Mean travel party size	2.9	2.7
Mean adults in travel party	2.5	2.4



Travel Parties with Children		
	2009	2010
Total Respondents	203	207
Traveling with any Children (net)	<u>18%</u>	<u>15%</u>
Any younger than 6	9%	9%
Any 6 - 11 years old	6%	6%
Any 12 - 17 years old	7%	5%

Q22: On this trip, are you traveling:

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

Q24: How many of those people are:

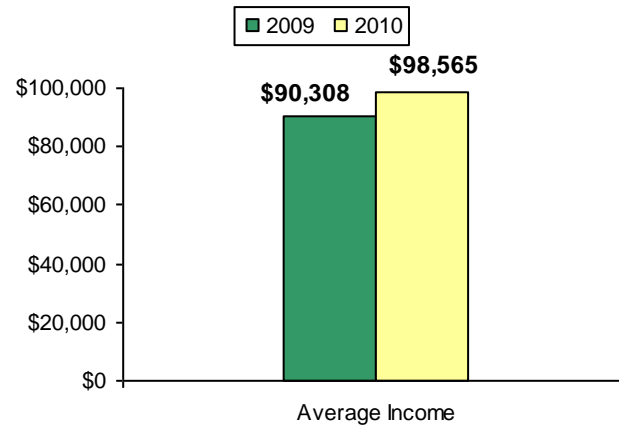
Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

January Visitor Demographic Profile		
	2009	2010
Total Respondents	203	207
Vacations per year (mean)	2.9	3.1
Short getaways per year (mean)	4.5	4.6
Age of respondent (mean)	51.5	<56.9>
Annual household income (mean)	\$90,308	\$98,565
Marital Status		
Married	67%	<81%>
Single	<16%>	5%
Other	16%	11%

Annual Household Income



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q38: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Q41: What is your age, please?

Q43: What is your total annual household income before taxes?

Q40. Are you: Married/Single/Other



Visitor Origin and Visitation Estimates

Total January Visitation					
	%		Visitor Estimates		% Change 2009-2010
	2009	2010	2009	2010	
Paid Accommodations	41%	43%	157,345	173,861	10.5%
Friends/Relatives	59%	57%	223,281	230,285	3.1%
<i>Total Visitation</i>			380,626	404,146	6.2%
January Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	2010	2009	2010	
United States	84%	82%	132,441	142,143	7.3%
Canada	10%	10%	15,848	17,621	11.2%
UK	3%	3%	4,528	4,699	3.8%
Germany	2%	2%	3,396	3,524	3.8%
Austria	--	1%	--	2,349	--
BeNeLux	--	1%	--	1,175	--
Scandinavia	--	1%	--	1,175	--
Ireland	1%	--	1,132	--	--
Other	--	1%	--	1,175	--
U.S. Region (Paid Accommodations)					
	2009	2010	2009	2010	
Florida	2%	3%	2,264	3,524	55.7%
South (including Florida)	14%	15%	18,112	21,145	16.7%
Midwest	45%	60%	59,995	84,581	41.0%
Northeast	27%	24%	35,091	34,067	-2.9%
West	4%	1%	5,660	1,175	-79.2%
No Answer	10%	1%	13,584	1,175	-91.4%

2010 Top DMAs (Paid Accommodations)		
Detroit	7%	9,737
Chicago	7%	9,240
Minneapolis-Saint Paul	6%	9,093
Philadelphia	6%	8,144
Boston (Manchester, NH)	5%	6,935
Saint Louis	5%	6,777
Indianapolis	5%	6,732
New York	3%	4,710
Cincinnati	3%	4,609
Baltimore	3%	4,439
Dayton	3%	4,382



Occupancy Data Analysis January 2010

Property managers representing 149 properties in Lee County were interviewed for the January 2010 Occupancy Survey between February 1 and February 15, 2010, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.

Property managers representing 152 properties in Lee County were interviewed for the January 2009 Occupancy Survey between February 1 and February 15, 2009 a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.



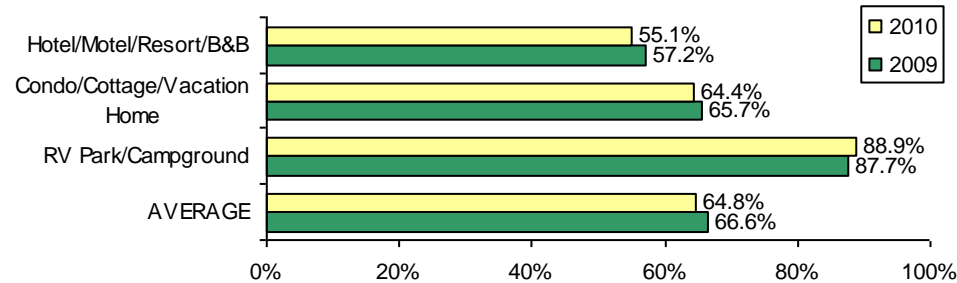
January Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	144		141	147		143/141	144/147	
Hotel/Motel/Resort/B&B	57.2%	55.1%	-3.7%	\$135.07	\$133.29	-1.3%	\$77.18	\$73.44	-4.8%
Condo/Cottage/Vacation Home	65.7%	64.4%	-2.0%	\$195.47	\$173.40	-11.3%	\$128.45	\$111.71	-13.0%
RV Park/Campground	87.7%	88.9%	1.4%	\$50.75	\$48.50	-4.4%	\$44.51	\$43.13	-3.1%
AVERAGE	66.6%	64.8%	-2.7%	\$123.98	\$116.39	-6.1%	\$82.55	\$75.39	-8.7%

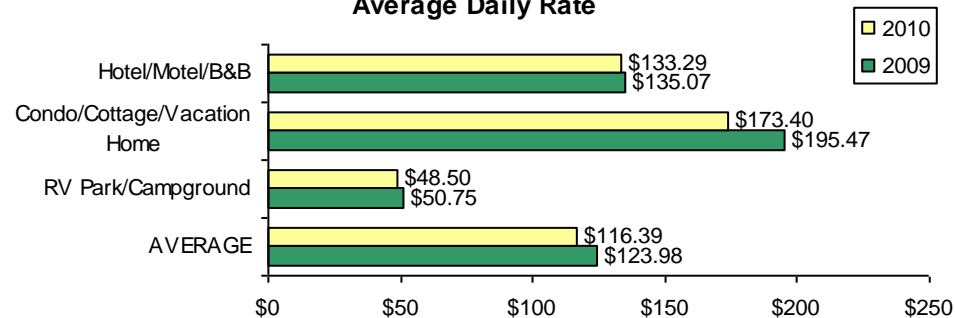
Q16: What was your overall average occupancy rate for the month of January?

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

Average Occupancy Rate



Average Daily Rate

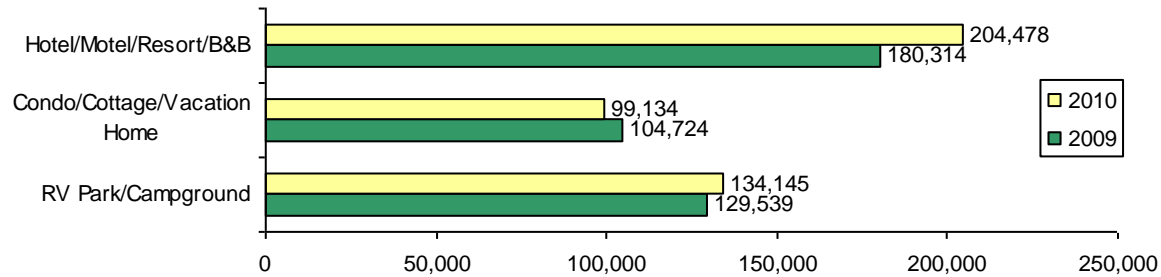




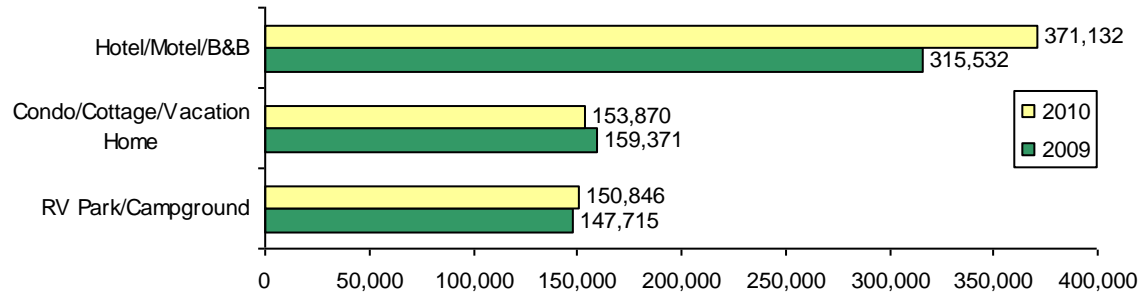
January Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	180,314	204,478	13.4%	315,532	371,132	17.6%
Condo/Cottage/Vacation Home	104,724	99,134	-5.3%	159,371	153,870	-3.5%
RV Park/Campground	129,539	134,145	3.6%	147,715	150,846	2.1%
Total	414,577	437,757	5.6%	622,618	675,848	8.5%

Occupied Room Nights



Available Room Nights





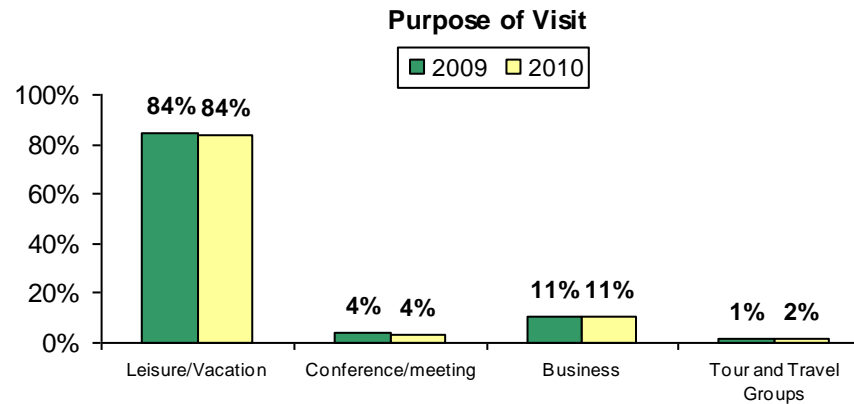
Lodging Management Estimates

January Guest Profile		
	2009	2010
Property Managers Responding	132	122
Purpose of Visit		
Leisure/Vacation	84%	84%
Conference/meeting	4%	4%
Business	11%	11%
Tour and Travel Groups	1%	2%
Property Managers Responding	137	138
Average guests per room	2.4	2.4
Property Managers Responding	137	135
Average length of stay in nights	9.7	9.2

Q23: What percent of your January room/site/unit occupancy was generated by:

Q18: What was your average number of guests per room/site/unit in January?

Q19: What was the average length of stay (in nights) of your guests in January ?

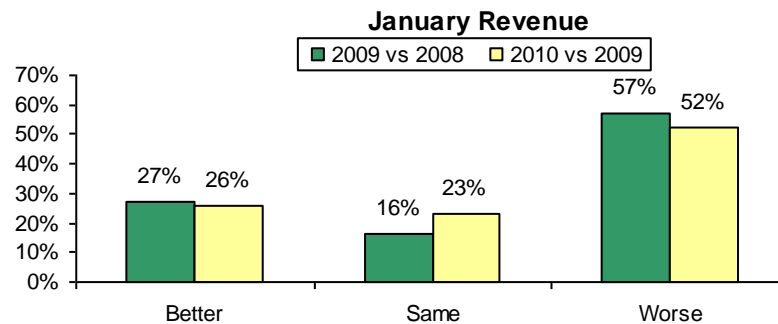
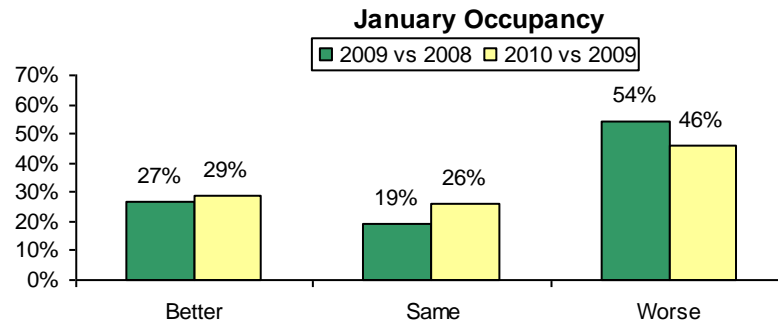




Occupancy Barometer

	January Occupancy		January Revenue	
	2009	2010	2009	2010
Property Managers Responding	138	133	137	128
Better than prior year	27%	29%	27%	26%
Same as prior year	19%	26%	16%	23%
Worse than prior year	54%	46%	57%	52%

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

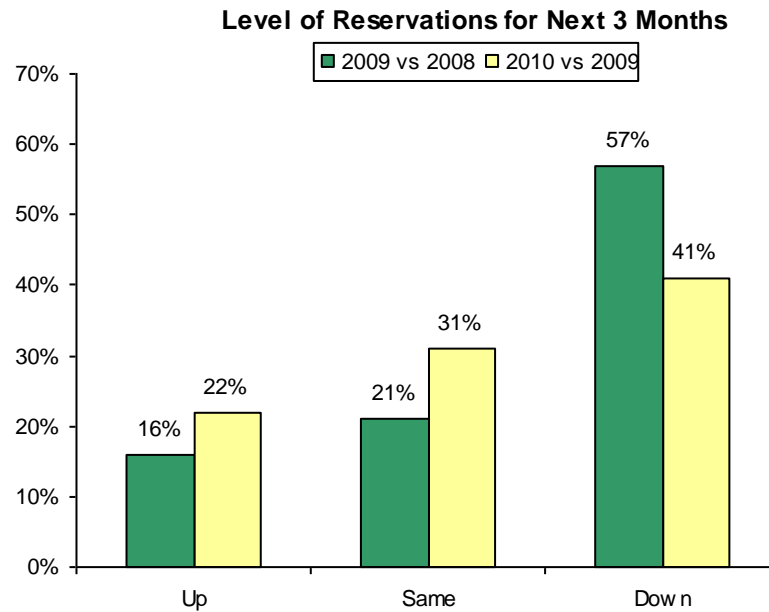




Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	2010
Total Answering Respondents	136	135
Up	16%	22%
Same	21%	31%
Down	<57%>	41%
No Answer	5%	5%

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



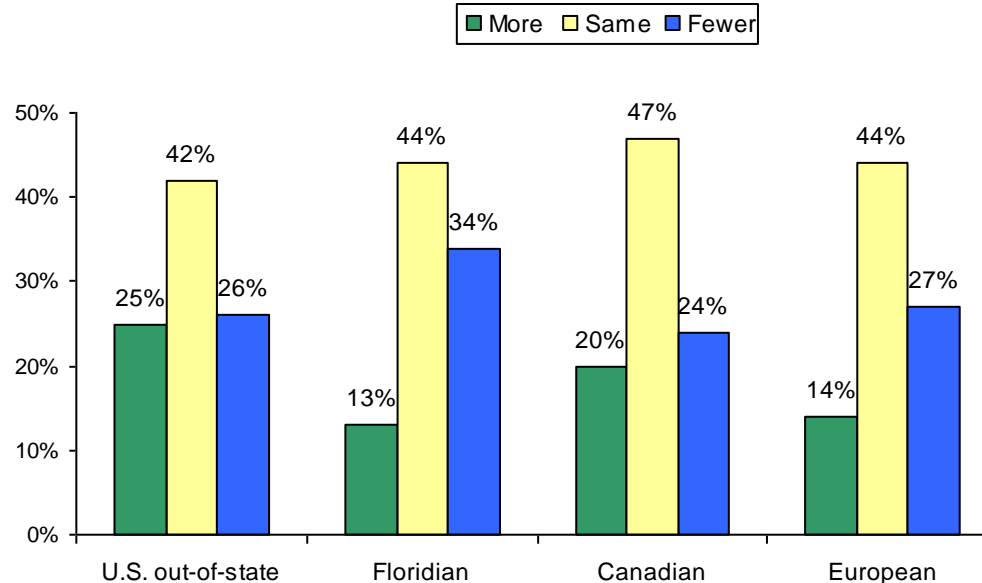


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (117/117 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	9%	<25%>	46%	42%	<38%>	26%	7%	7%
Floridian	10%	13%	40%	44%	39%	34%	10%	9%
Canadian	14%	20%	39%	47%	<38%>	24%	9%	9%
European	13%	14%	42%	44%	34%	27%	11%	11%

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

Origin of Guests for Next 3 Months Compared to Last Year
January 2010



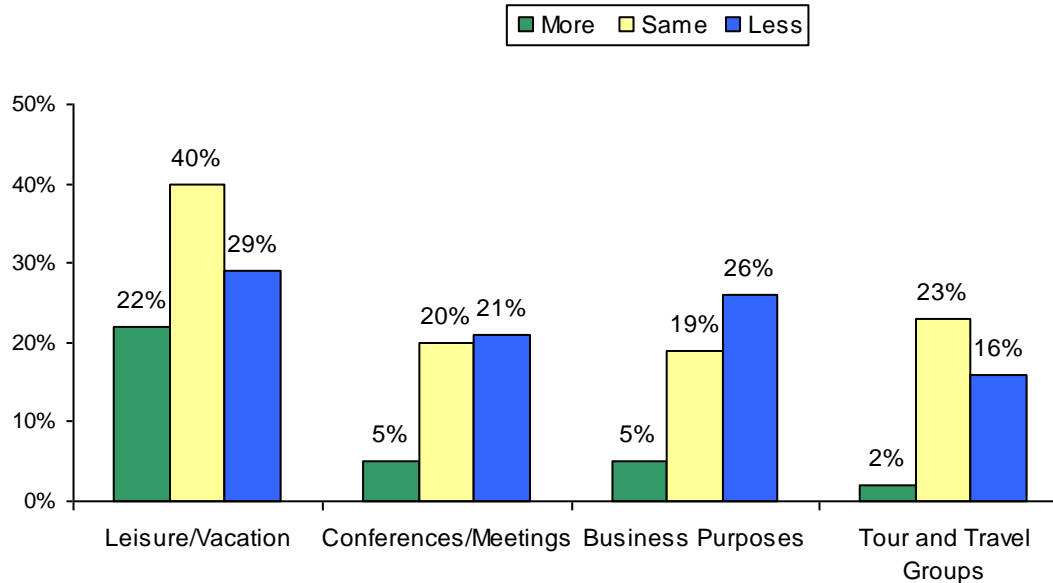


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (115/115 Minimum)	More		Same		Less		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
Leisure/Vacation	13%	22%	43%	40%	39%	29%	5%	9%
Conferences/Meetings	2%	5%	28%	20%	<37%>	21%	33%	<55%>
Business Purposes	5%	5%	<30%>	19%	<39%>	26%	26%	<50%>
Tour and Travel Groups	3%	2%	27%	23%	<30%>	16%	39%	<60%>

Q28: Compared to February, March, and April of last year will the following types of travelers generate more, the same or less business for your property for the upcoming February, March, and April?

Type of Travelers for Next 3 Months Compared to Last Year
 January 2010





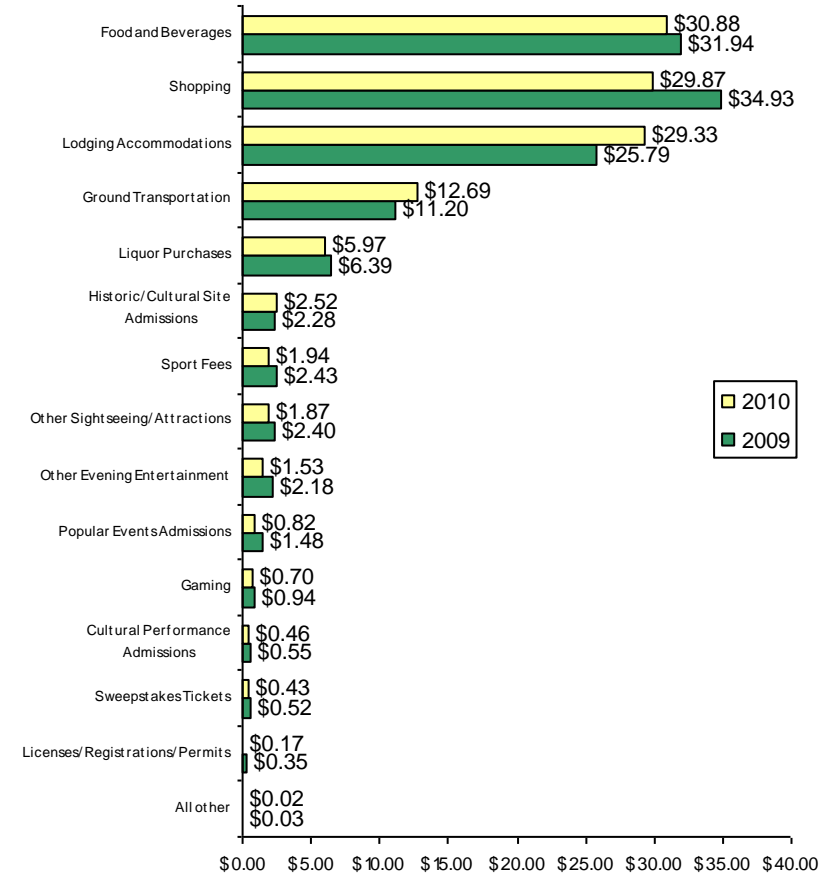
Economic Impact Analysis January 2010



Average Expenditures

Average Expenditures per Person per Day

January Average Expenditures per Person per Day			
	2009	2010	% Change
TOTAL	\$123.40	\$119.21	-3.4%
Food and Beverages	\$31.94	\$30.88	-3.3%
Shopping	\$34.93	\$29.87	-14.5%
Lodging Accommodations	\$25.79	\$29.33	13.7%
Ground Transportation	\$11.20	\$12.69	13.3%
Liquor Purchases	\$6.39	\$5.97	-6.6%
Historic/Cultural Site Admissions	\$2.28	\$2.52	10.5%
Sport Fees	\$2.43	\$1.94	-20.2%
Other Sightseeing/Attractions	\$2.40	\$1.87	-22.1%
Other Evening Entertainment	\$2.18	\$1.53	-29.8%
Popular Events Admissions	\$1.48	\$0.82	-44.6%
Gaming	\$0.94	\$0.70	-25.5%
Cultural Performance Admissions	\$0.55	\$0.46	-16.4%
Sweepstakes Tickets	\$0.52	\$0.43	-17.3%
Licenses/Registrations/Permits	\$0.35	\$0.17	-51.4%
All other	\$0.03	\$0.02	-33.3%

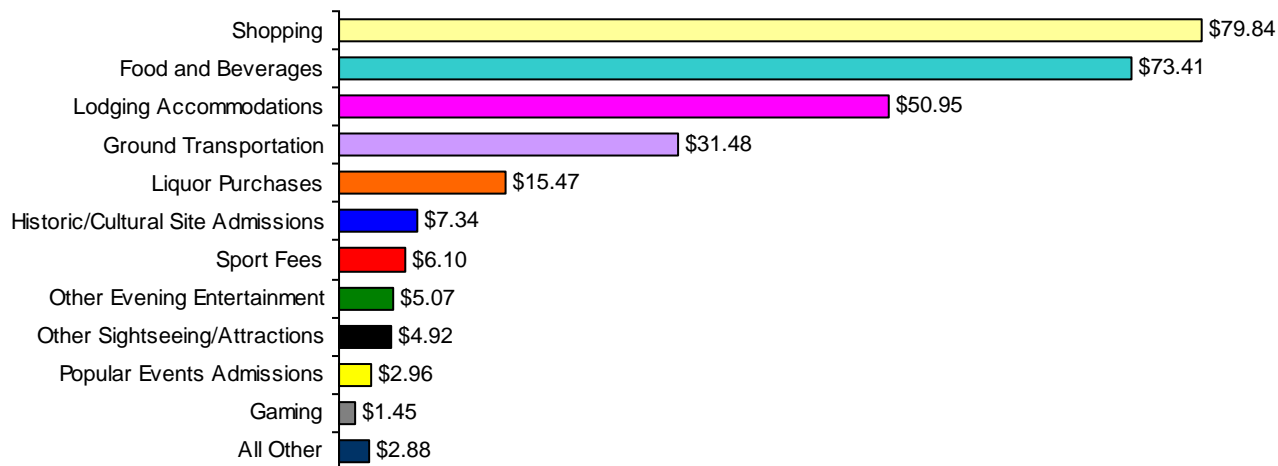




Total Visitor Expenditures by Spending Category

JANUARY TOTAL EXPENDITURES			
	2009	2010	% Change
TOTAL	\$299,635,063	\$281,870,529	-5.9%
Shopping	\$89,583,181	\$79,839,306	-10.9%
Food and Beverages	\$80,755,422	\$73,407,604	-9.1%
Lodging Accommodations	\$51,399,241	\$50,950,039	-0.9%
Ground Transportation	\$27,454,960	\$31,482,998	14.7%
Liquor Purchases	\$16,842,923	\$15,474,039	-8.1%
Historic/Cultural Site Admissions	\$5,940,875	\$7,337,140	23.5%
Sport Fees	\$5,600,449	\$6,100,590	8.9%
Other Evening Entertainment	\$5,997,095	\$5,070,111	-15.5%
Other Sightseeing/Attractions	\$6,045,171	\$4,923,070	-18.6%
Popular Events Admissions	\$3,880,348	\$2,955,420	-23.8%
Gaming	\$2,376,935	\$1,452,987	-38.9%
All Other	\$3,758,463	\$2,877,225	-23.4%

January 2010 Total Expenditures
(Millions)





Total Visitor Expenditures by Spending Category

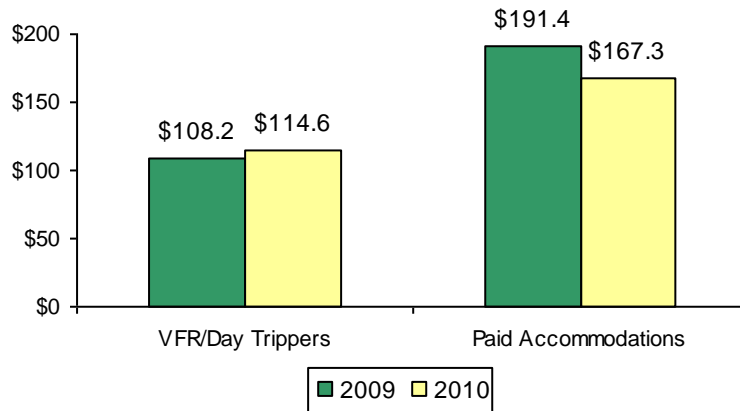
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	\$191,413,685	\$167,272,339	-12.6%	\$108,221,378	\$114,598,190	5.9%
Lodging Accommodations	\$51,399,241	\$50,950,039	-0.9%	\$0	\$0	--
Food and Beverages	\$44,846,000	\$38,995,458	-13.0%	\$35,909,422	\$34,412,146	-4.2%
Shopping	\$49,522,764	\$38,655,957	-21.9%	\$40,060,417	\$41,183,349	2.8%
Ground Transportation	\$17,125,353	\$17,580,352	2.7%	\$10,329,607	\$13,902,646	34.6%
Liquor Purchases	\$9,192,500	\$6,980,956	-24.1%	\$7,650,423	\$8,493,083	11.0%
Historic/Cultural Site Admissions	\$4,129,913	\$3,579,642	-13.3%	\$1,810,962	\$3,757,498	107.5%
Other Sightseeing/Attractions	\$3,451,224	\$2,729,365	-20.9%	\$2,593,947	\$2,193,705	-15.4%
Sport Fees	\$3,480,579	\$2,413,550	-30.7%	\$2,119,870	\$3,687,040	73.9%
Other Evening Entertainment	\$2,724,597	\$2,118,938	-22.2%	\$3,272,498	\$2,951,173	-9.8%
Gaming	\$1,229,982	\$1,084,115	-11.9%	\$1,146,953	\$368,872	-67.8%
Popular Events Admissions	\$2,228,245	\$1,018,482	-54.3%	\$1,652,103	\$1,936,938	17.2%
All Other	\$2,083,287	\$1,165,485	-44.1%	\$1,675,176	\$1,711,740	2.2%



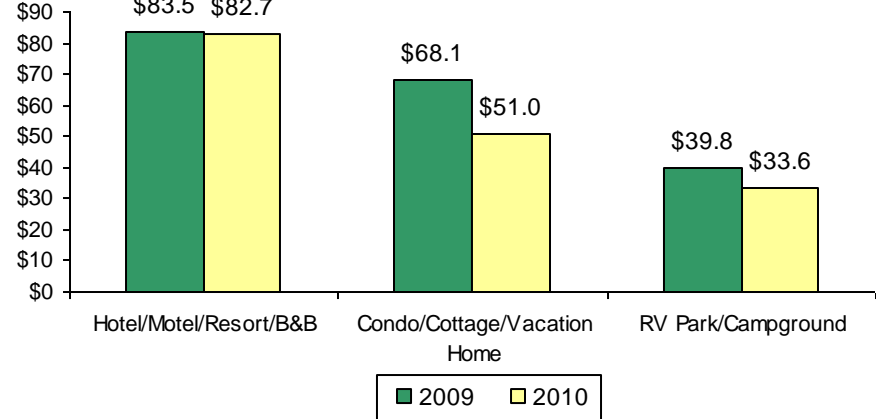
Total Visitor Expenditures by Lodging Type

January Total Expenditures by Lodging Type					
	2009	2010	% Change	2009	2010
TOTAL	<u>\$299,635,063</u>	<u>\$281,870,529</u>	<u>-5.9%</u>	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	\$108,221,378	\$114,598,190	5.9%	36%	41%
Paid Accommodations	<u>\$191,413,685</u>	<u>\$167,272,339</u>	<u>-12.6%</u>	<u>64%</u>	<u>59%</u>
<i>Hotel/Motel/Resort/B&B</i>	\$83,548,279	\$82,691,374	-1.0%	28%	29%
<i>Condo/Cottage/Vacation Home</i>	\$68,069,691	\$50,995,030	-25.1%	23%	18%
<i>RV Park/Campground</i>	\$39,795,715	\$33,585,935	-15.6%	13%	12%

Expenditures by Lodging Type
(Millions)



Paid Accommodations Expenditures by Lodging Type
(Millions)





Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.



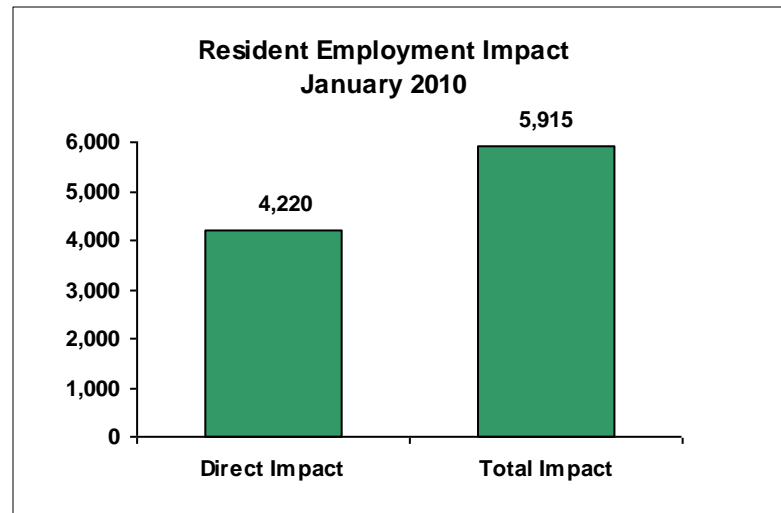
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).





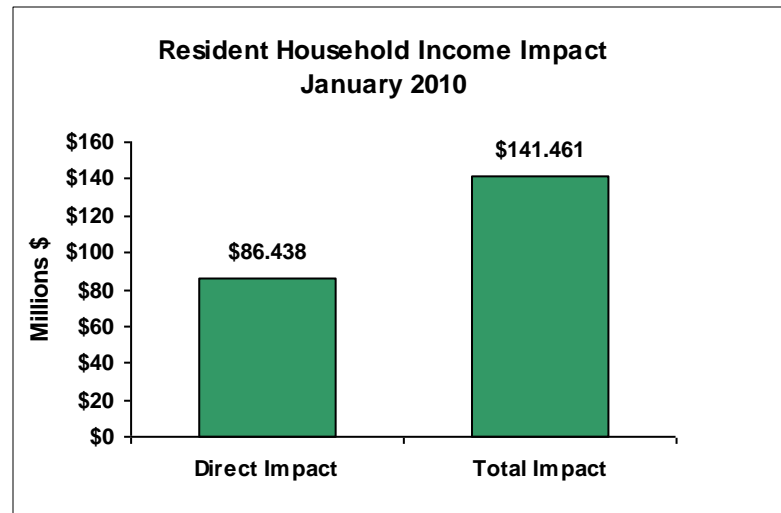
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).





Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

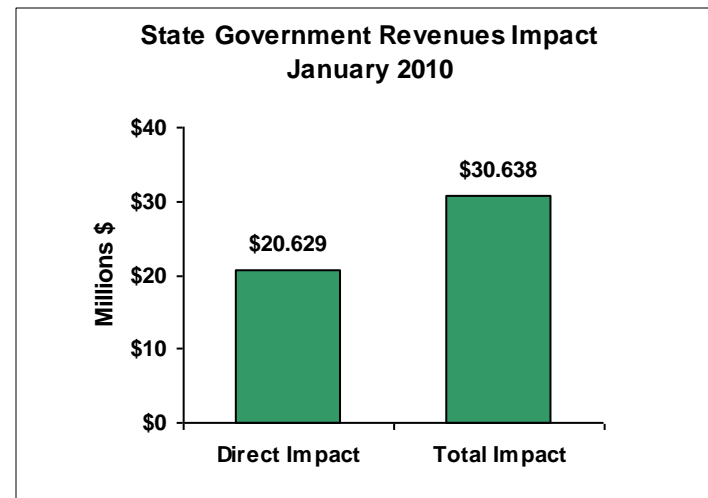
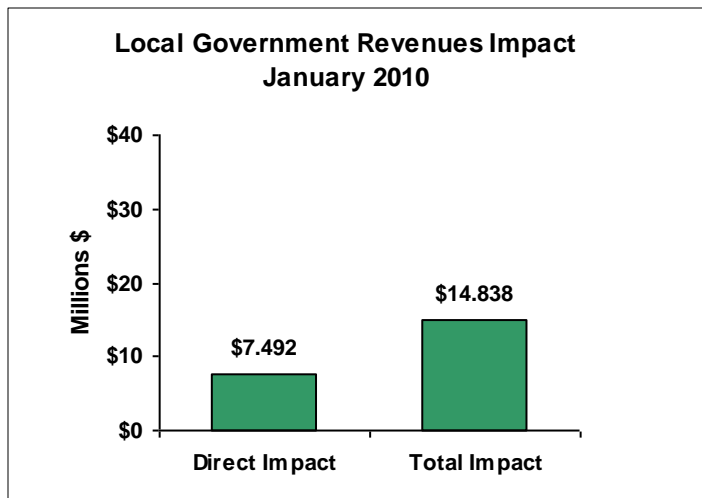
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).





Appendix January 2010



January 2010 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Edison Estates	7-Jan	29
Ft. Myers	Shell Factory	7-Jan	5
Bonita Springs	Bonita Beach	14-Jan	17
Sanibel	Holiday Inn	16-Jan	7
Sanibel	Loggerhead Cay	16-Jan	9
Sanibel	Periwinkle Campground	16-Jan	2
Sanibel	Sanibel Arms	16-Jan	9
Fort Myers Beach	Best Western	18-Jan	11
Fort Myers Beach	Cane Palm	18-Jan	5
Fort Myers Beach	Casa Playa	18-Jan	5
Fort Myers Beach	Pink Shell Resort	18-Jan	8
Bonita Springs	Dog Beach	23-Jan	10
Cape Coral	Cape Coral Yacht Club	23-Jan	10
Ft. Myers	Centennial Park	23-Jan	5
Fort Myers Beach	Diamond Head Resort	26-Jan	6
Fort Myers Beach	Neptune Inn	26-Jan	8
Fort Myers Beach	Red Coconut RV Park	26-Jan	5
Sanibel	Coquina Beach	29-Jan	7
Sanibel	Pointe Santo	29-Jan	6
Sanibel	Sanibel Moorings	29-Jan	8
Sanibel	Song of the Sea	29-Jan	5
Sanibel	Tortuga Beach Club	29-Jan	5
Fort Myers Beach	The Pier	30-Jan	9
Ft. Myers	Clarion	30-Jan	5
North Ft. Myers	Shell Factory	30-Jan	11
TOTAL			207



Occupancy Interviewing Statistics

Interviews were conducted from January 1 – January 29, 2010. Information was provided by 149 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	89
Condo/Cottage/Vacation Home/Timeshare	38
RV Park/Campground	22
Total	149