

The Beaches of Fort Myers - Sanibel



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

Prepared for:

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

Prepared by:



**April 4, 2008
October 2007 Visitor Profile & Occupancy Analysis
(Revised)**



**Executive Summary
October 2007
(Revised)**



Executive Summary

During the month of October 2007, Lee County hosted over 315,000 visitors. Half of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, two-thirds were US residents. Among US visitors, the highest proportions were from the Midwest and the Northeast.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	49%	153,947*
<u>Friends/Relatives</u>	51%	<u>162,894**</u>
<i>Total Visitation</i>		<i>316,841</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	66%	102,324
Germany	10%	15,671
United Kingdom	7%	10,140
Canada	4%	5,531
Other/No Answer	13%	19,359
U.S. Region (Paid Accommodations)***		
Florida	9%	9,218
South (excluding FL)	10%	10,140
Midwest	31%	31,342
Northeast	28%	28,577
West	5%	4,609
No answer	17%	17,515
Top DMAs (Paid Accommodations)***		
New York	13%	12,906
Boston	5%	5,531
Hartord-New Haven	5%	5,531
South Bend-Elkhart	5%	5,531
Tampa-St. Petersburg	4%	4,609
Philadelphia	4%	4,609
Minneapolis-St.Paul	4%	3,687
Louisville	4%	3,687
Grand Rapids	4%	3,687
Dayton	3%	2,766

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent nearly \$175 million in Lee County during the month of October. More than half was spent by those visitors staying in paid accommodations (\$106 million). Including only those properties paying the bed tax, \$98 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.

Two-thirds of October visitors flew to the area (64%), while an additional 22% drove to Lee County. Most Lee County visitors were repeat visitors (70%).

Nine visitors in ten spent some time at the beach while visiting Lee County (90%). At least three in five spent time relaxing, dining out, swimming, or shopping.

Lee County visitors continue to be satisfied with their visit (94%). Further proof of this satisfaction is illustrated by the 90% 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 October visitors are around the age of 50 and are more affluent than the general population (average household income of \$98,100). While most are married (72%), only one-fifth are traveling with children (20%).

Occupancy rates for the month of October were fairly low, with hotels/motels/resorts achieving the highest occupancy at 50%. Average daily rates were highest among condos/cottages/vacation rentals at \$143.57.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	121	120	120/121
Hotel/Motel/Resort/B&B	50.0%	\$115.01	\$57.50
Condo/Cottage/Vacation Home*	33.4%	\$143.57	\$47.94
RV Park/Campground	23.3%	\$35.81	\$8.36
AVERAGE	39.6%	\$111.29	\$44.04

** Includes timeshare rental properties.*

Fifty-six percent of the lodging properties surveyed reported their October 2007 occupancy to be better (30%) or the same (26%) as October 2006, while 43% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 57% reporting it to be better (35%) or the same (22%) in October 2007 as compared to October 2006, and 43% saying it was worse.



Visitor Profile Analysis October 2007 (Revised)

A total of 238 interviews were conducted with visitors in Lee County during the month of October. A total sample of this size is considered accurate to plus or minus 6.4 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

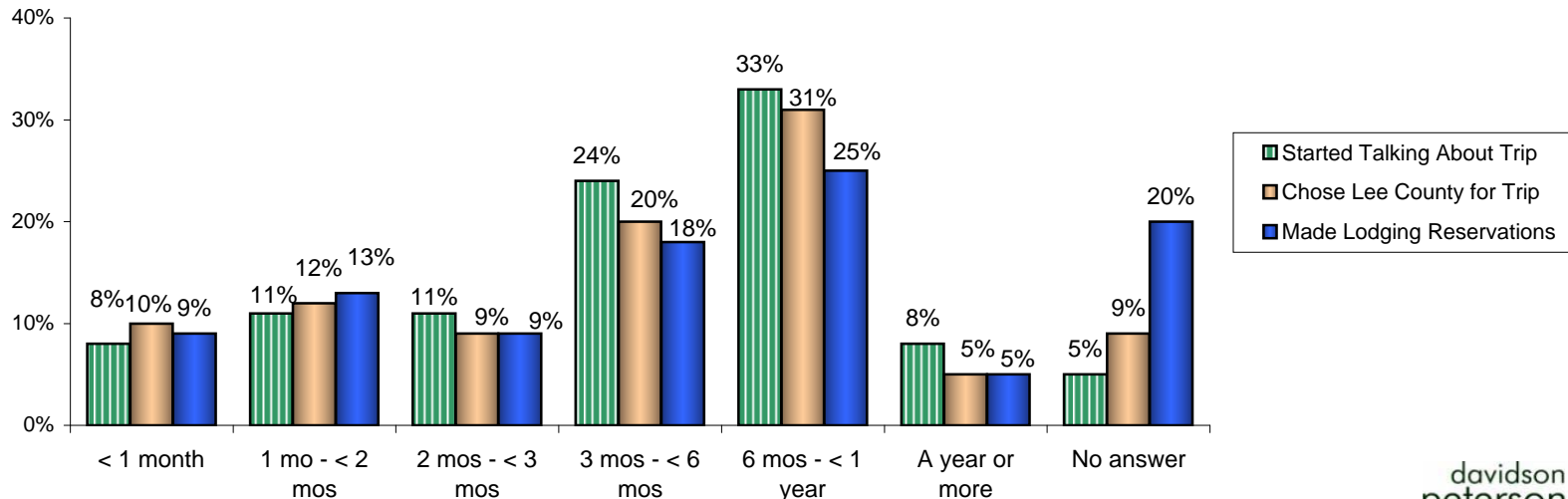
Travel Planning

Total Respondents	238	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		8%	10%	9%
1 mo - < 2 mos		11%	12%	13%
2 mos - < 3 mos		11%	9%	9%
3 mos - < 6 mos		24%	20%	18%
6 mos - < 1 year		33%	31%	25%
A year or more		8%	5%	5%
No answer		5%	9%	20%

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	238
Before Leaving Home	77%
On the road	*
After arriving in FL	11%
No Answer	11%

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

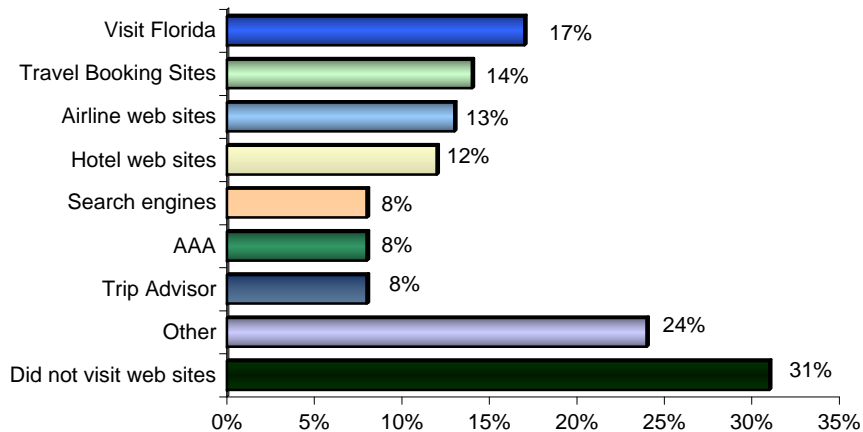
*Less than 0.5%

Computer Access

Total Respondents	238
Yes	88%
Home	40%
Work	4%
Both Home and Work	43%
No	11%

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	210
Visited web sites (net)	62%
Visit Florida	17%
Travel Booking Sites	14%
Airline web sites	13%
Hotel web sites	12%
Search engines	8%
AAA	8%
Trip Advisor	8%
Other	24%
Did not visit web sites	31%
No Answer	7%

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



Visitor Profile Analysis

Travel Planning

Requesting Information

Total Respondents	238
Requested Information (net)	36%
Hotel Web Site	12%
VCB Web Site	10%
Visitor Guide	6%
Call hotel	6%
Call local Chamber of Commerce	1%
Other	18%
Did not request information	48%
No Answer	16%

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

Travel Agent Assistance

Total Respondents	238
Yes	9%
No	90%

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

Total respondents who used travel agent	21*
Yes	45%
No	49%

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

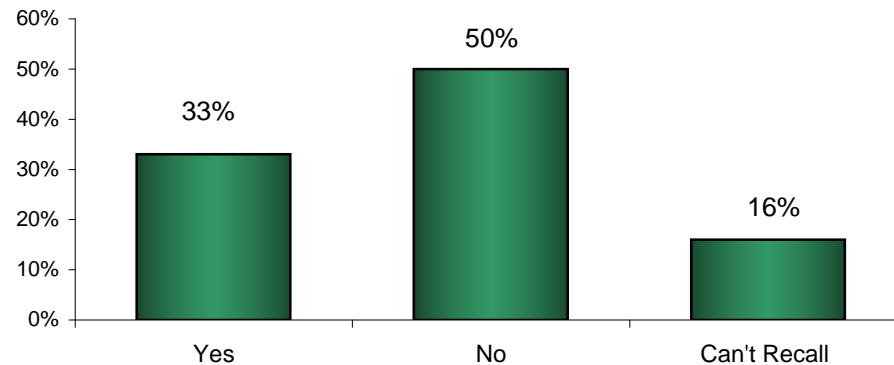
**Note: Insufficient number of responses for reliable statistical analysis. Please interpret results with caution.*

Recall of Lee County Promotions

Total Respondents	238
Yes	33%
No	50%
Can't Recall	16%

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



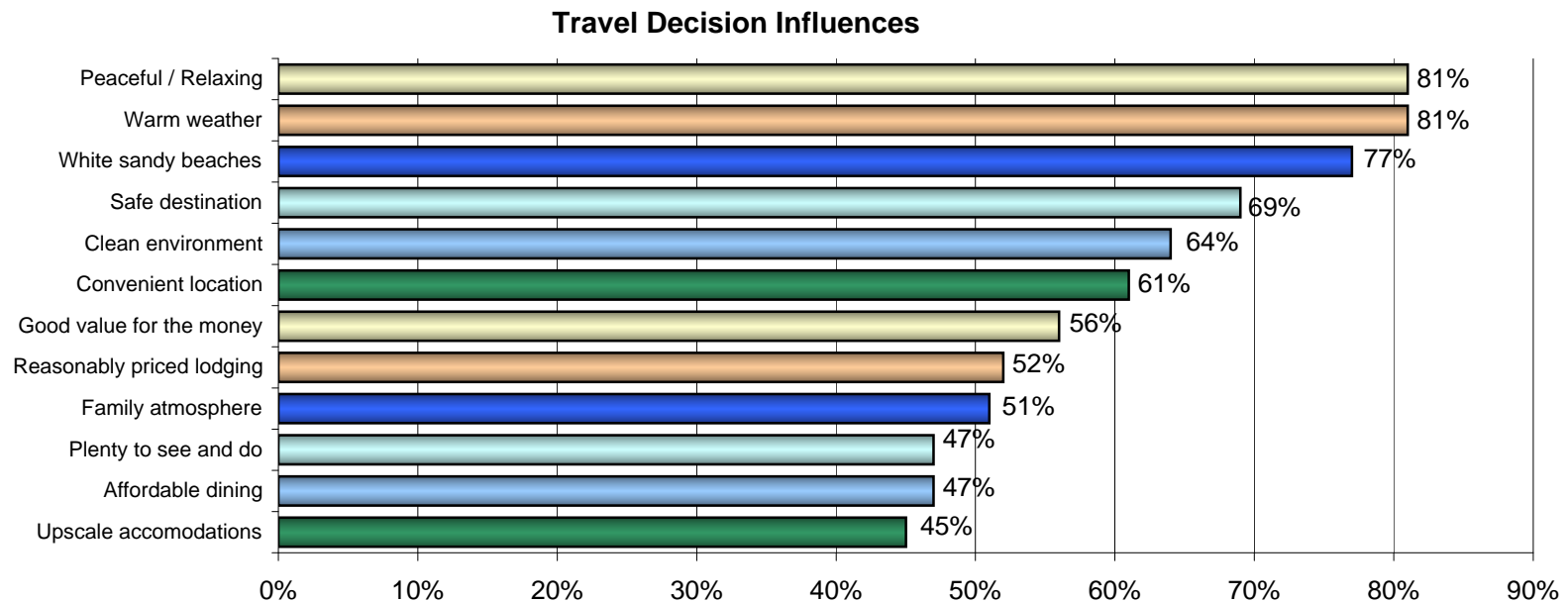


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	238		
Peaceful/Relaxing	81%	Good value for the money	56%
Warm weather	81%	Reasonably priced lodging	52%
White sandy beaches	77%	Family atmosphere	51%
Safe destination	69%	Plenty to see and do	47%
Clean environment	64%	Affordable dining	47%
Convenient location	61%	Upscale Accommodations	45%

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

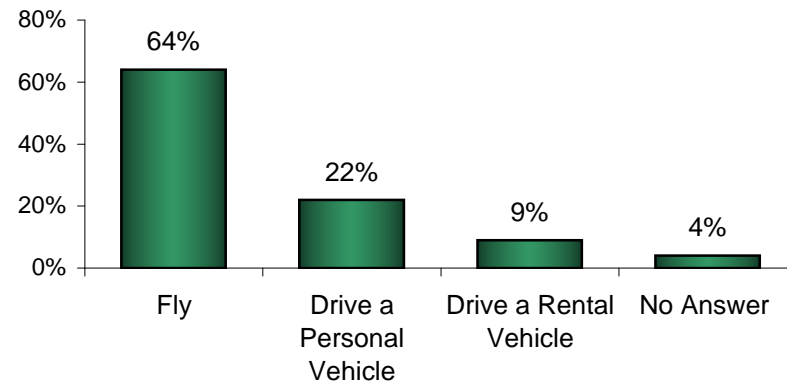
Trip Profile

Mode of Transportation

Total Respondents	238
Fly	64%
Drive a Personal Vehicle	22%
Drive a Rental Vehicle	9%
No Answer	4%

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

Mode of Transportation

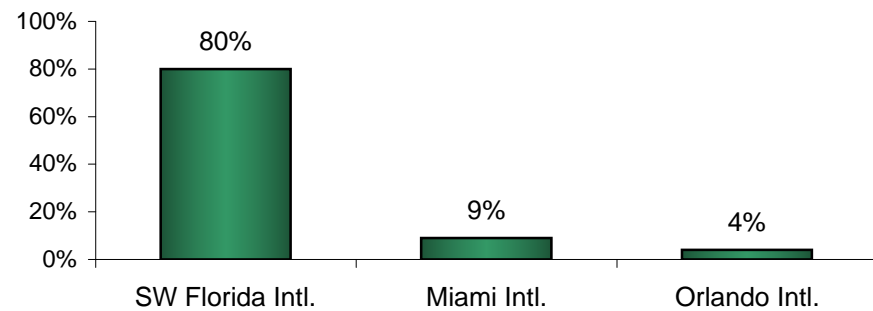


Airport

Total Respondents who Flew	154
SW Florida Intl.	80%
Miami Intl.	9%
Orlando Intl.	4%
Tampa Intl.	3%
Ft. Lauderdale Intl.	1%
Other	2%

Question 2: At which Florida airport did you land?

Airport (Top 3)





Visitor Profile Analysis

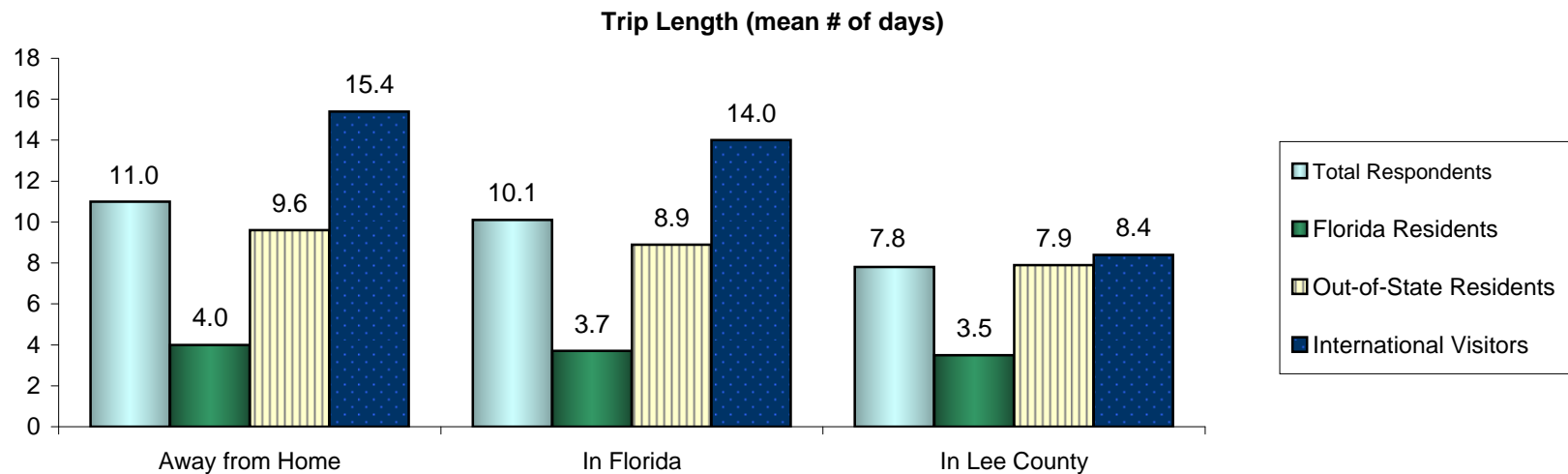
Trip Profile

Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	238	16*	130	65
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	11.0	4.0	9.6	15.4
In Florida	10.1	3.7	8.9	14.0
In Lee County	7.8	3.5	7.9	8.4

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.*



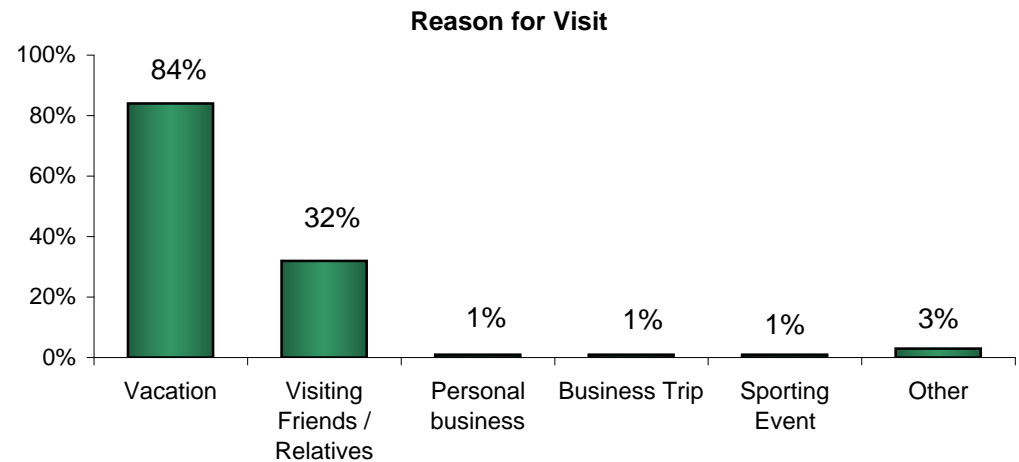


Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	238
Vacation	84%
Visiting Friends / Relatives	32%
Personal business	1%
Business Trip	1%
Sporting Event	1%
Other	3%

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





Visitor Profile Analysis

Trip Profile

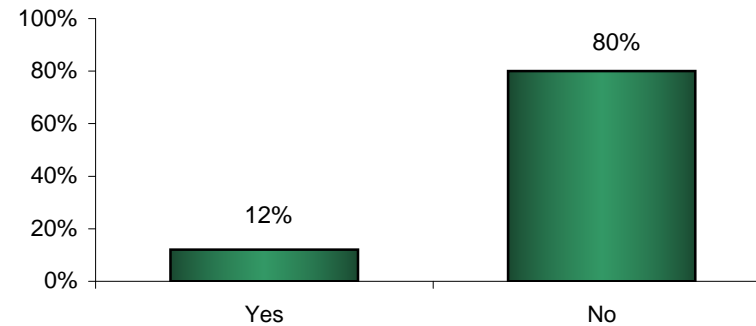
First Time Visitors to Florida

Base: Total Respondents	238
Yes	12%
No	80%
No answer	2%
<i>FL Residents*</i>	7%

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

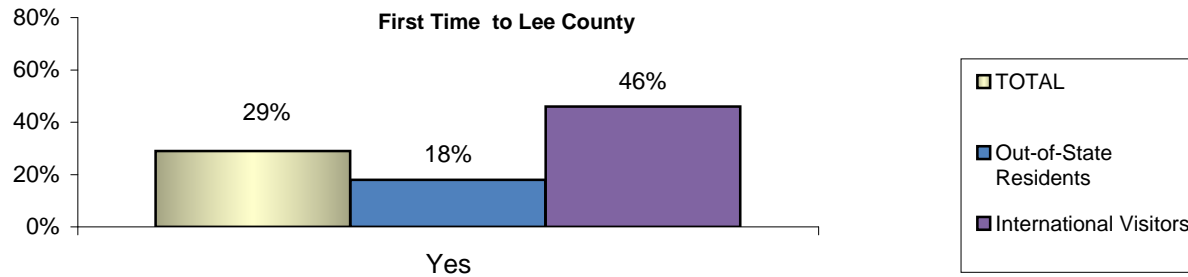


First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	238	16*	130	65
Yes	29%	N/A	18%	46%
No	70%	N/A	80%	54%
No answer	2%	N/A	2%	1%

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

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





Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years

	To Florida	To Lee County
Base: Repeat Visitors	191 (FL res. excl.)	166
	Mean # of visits	Mean # of visits
Number of visits	5.0	4.7

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	7*	104	35**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	4.7	4.0

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.

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



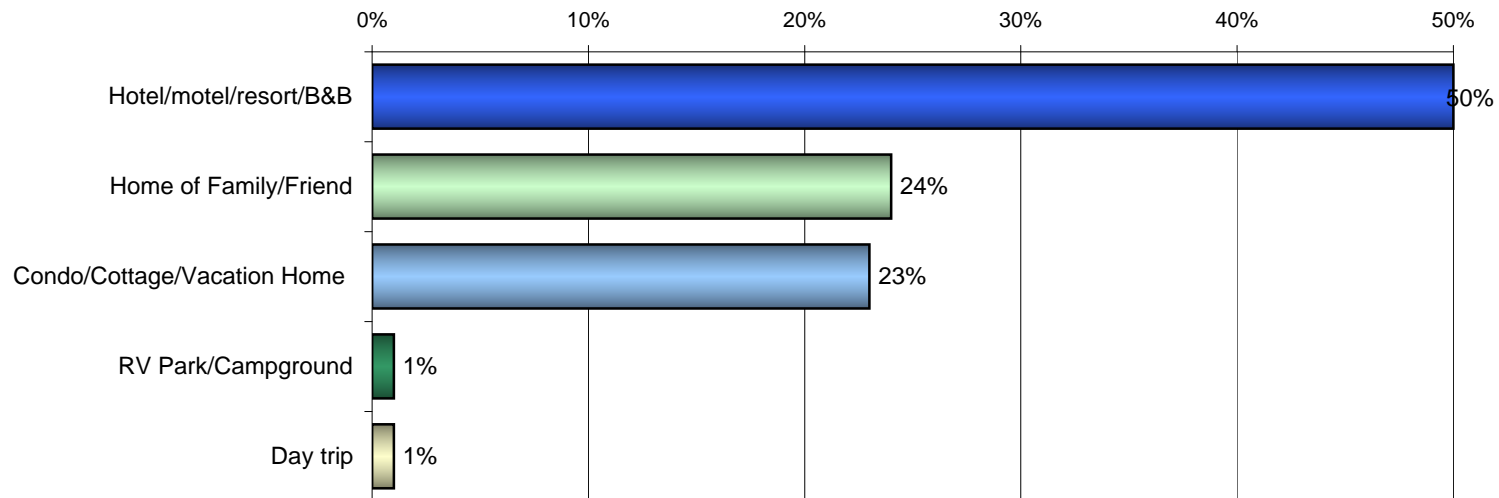
Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	238		
Hotel/motel/inn	35%	Borrowed home	4%
Resort	16%	Owned home/condo	1%
B&B	*	RV at campground	1%
Home of family/friend	24%	Day trip (no accom)	1%
Rented home/condo	18%		

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

Type of Accommodations



*Less than 1%

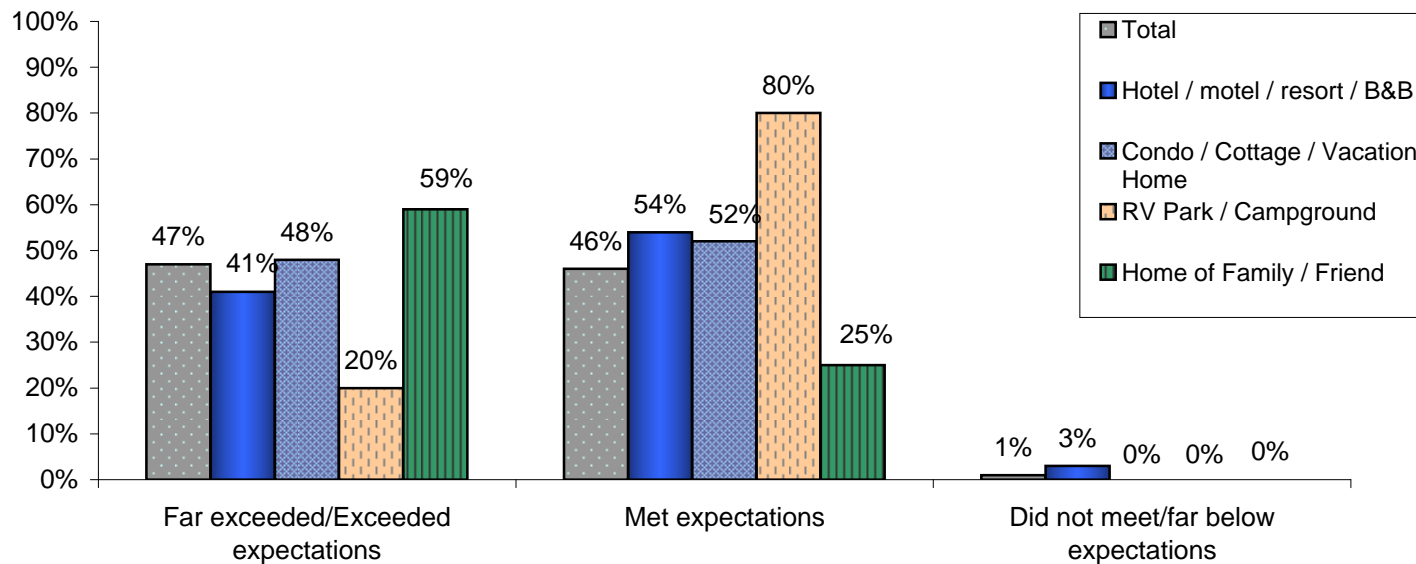


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	238
Far exceeded/Exceeded expectations	47%
Met expectations	46%
Did not meet/Far below expectations	1%
No Answer	5%

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

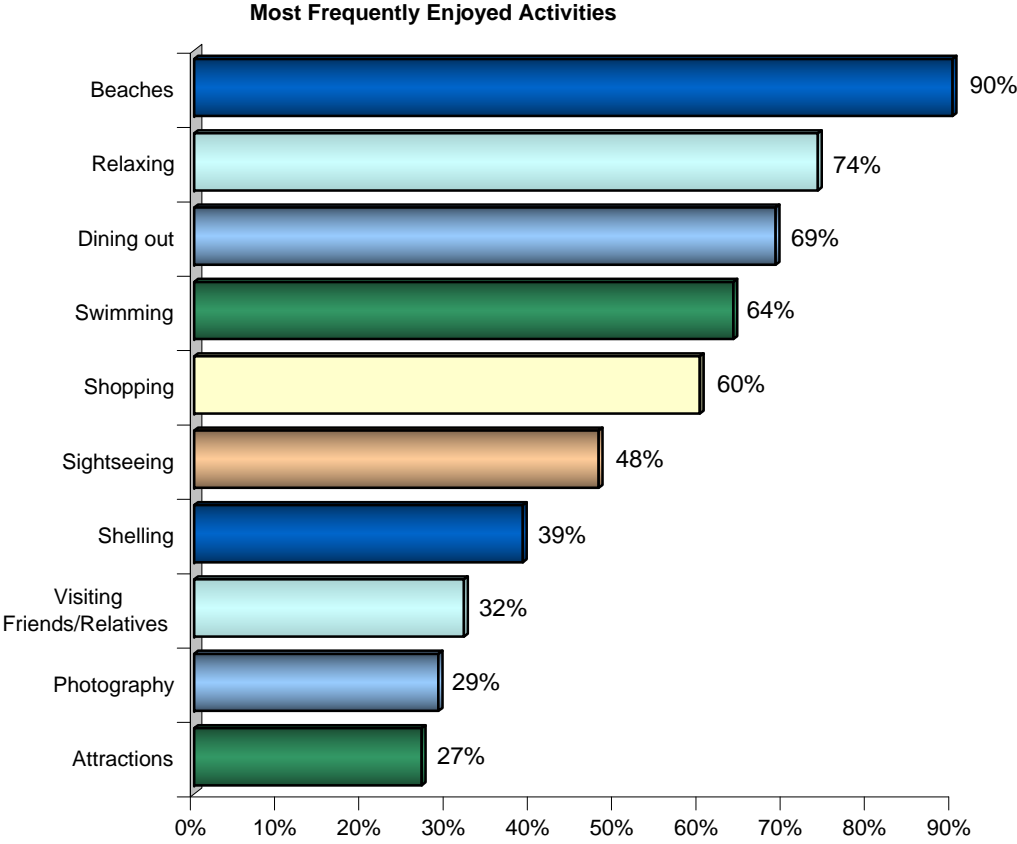




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	238
Beaches	90%
Relaxing	74%
Dining out	69%
Swimming	64%
Shopping	60%
Sightseeing	48%
Shelling	39%
Visiting Friends/Relatives	32%
Photography	29%
Attractions	27%
Watching Wildlife	21%
Bicycle Riding	16%
Birdwatching	15%
Bars/Nightlife	14%
Boating	11%
Exercise/Working out	10%
Miniature Golf	9%
Fishing	8%
Guided Tour	8%
Golfing	7%
Cultural Events	7%
Parasailing/Jet Skiing	6%
Kayaking/Canoeing	4%
Other	10%



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



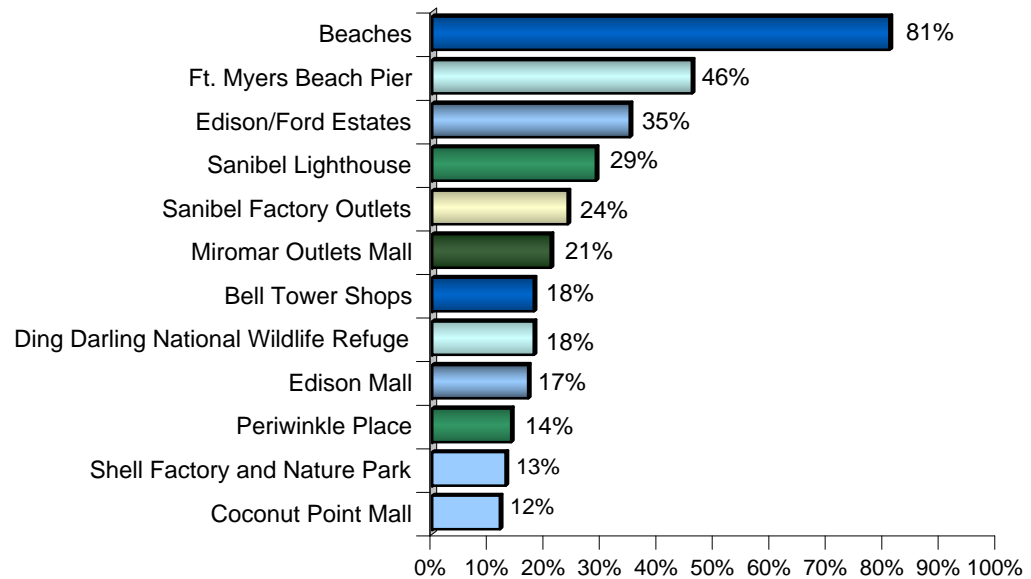
Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	238
Beaches	81%
Ft. Myers Beach Pier	46%
Edison/Ford Estates	35%
Sanibel Lighthouse	29%
Sanibel Factory Outlets	24%
Miromar Outlets Mall	21%
Bell Tower Shops	18%
Ding Darling National Wildlife Refuge	18%
Edison Mall	17%
Periwinkle Place	14%
Shell Factory and Nature Park	13%
Coconut Point Mall	12%
Gulf Coast Town Center	6%
Manatee Park	2%
Broadway Palm Dinner Theater	2%
Bailey-Matthews Shell Museum	1%
Other	3%
None/No Answer	1%

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

Most Frequently Visited Attractions



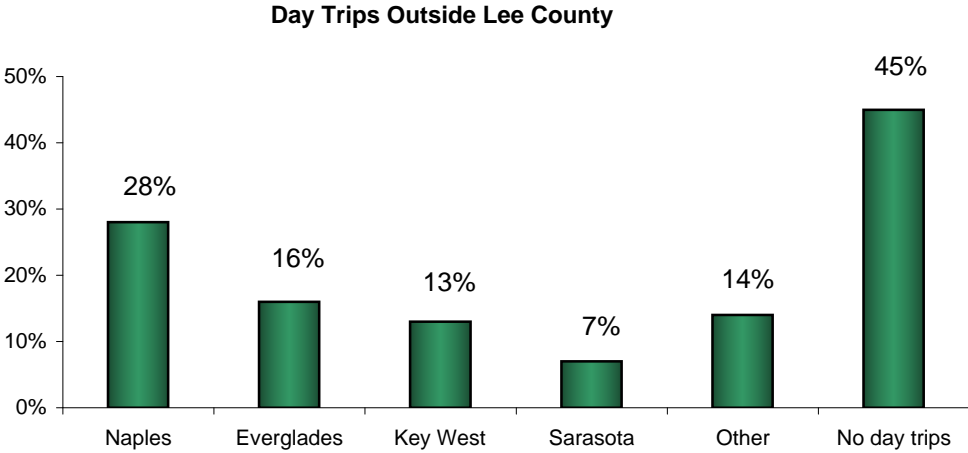


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	238
<u>Any Day Trips (net)</u>	<u>49%</u>
<i>Naples</i>	28%
<i>Everglades</i>	16%
<i>Key West</i>	13%
<i>Sarasota</i>	7%
<i>Other</i>	14%
<u>No day trips</u>	<u>45%</u>
No answer	6%

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





Visitor Profile Analysis

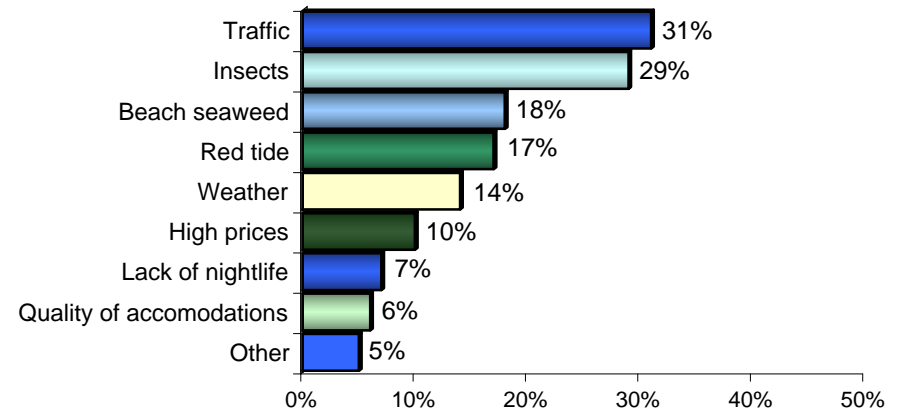
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	238
Traffic	31%
Insects	29%
Beach seaweed	18%
Red tide	17%
Weather	14%
High prices	10%
Lack of nightlife	7%
Quality of accomodations	6%
Other	5%
Nothing/no answer	28%

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

Least Liked Features

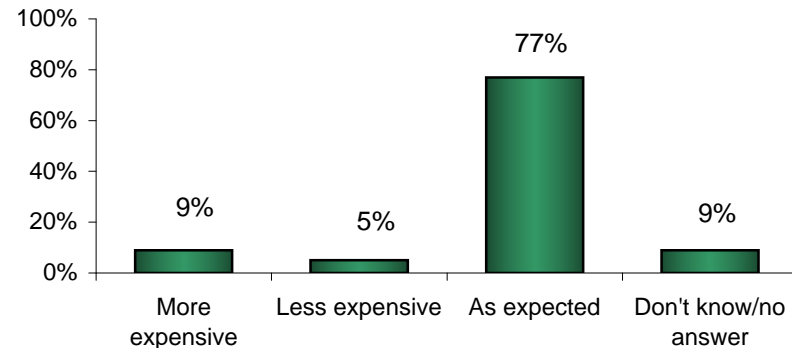


Perception of Lee County as Expensive

Total Respondents	238
More expensive	9%
Less expensive	5%
As expected	77%
Don't know/no answer	9%

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

Perception as Expensive



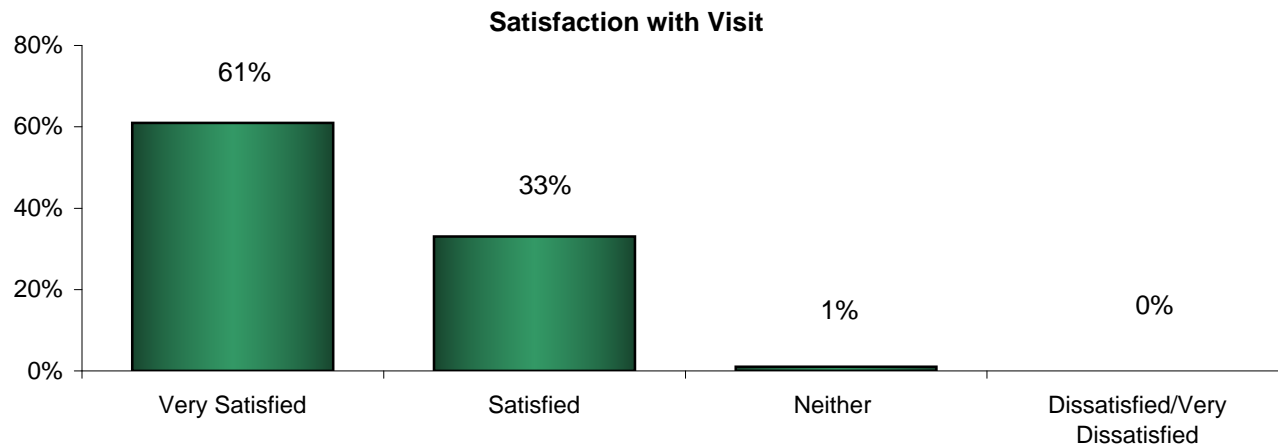


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	238
<u>Satisfied</u>	<u>94%</u>
<i>Very Satisfied</i>	61%
<i>Satisfied</i>	33%
Neither	1%
Dissatisfied/Very Dissatisfied	<1%
Don't know/no answer	4%

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





Visitor Profile Analysis

Lee County Experience and Future Plans

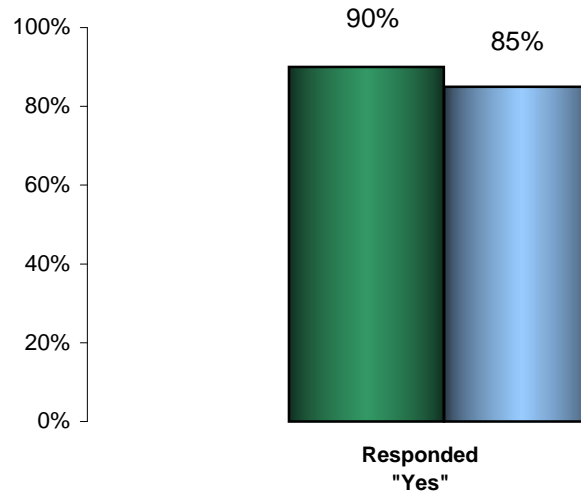
Likelihood to Recommend/Return to Lee County	
Total Respondents	238
Likely to Recommend Lee County	90%
Likely to Return to Lee County	85%
Base: Total Respondents Planning to Return	203
Likely to Return Next Year	56%

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



- Likely to Recommend Lee County
- Likely to Return to Lee County



Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	238
Couple	45%
Family	27%
Group of couples/friends	12%
Single	7%
Other	6%
Mean travel party size	3.0
Mean adults in travel party	2.6

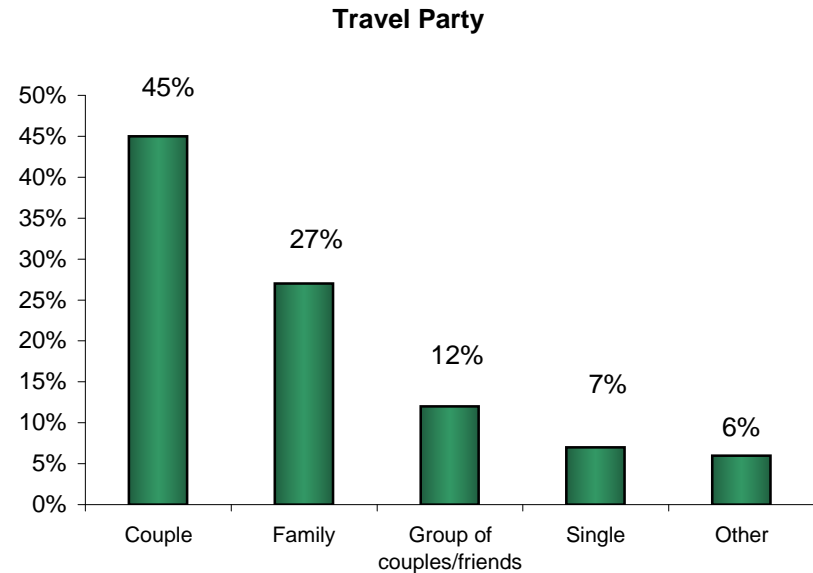
Question 22: On this trip, are you traveling:

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	238
Traveling with any Children (net)	<u>20%</u>
Any younger than 6	6%
Any 6 - 11 years old	11%
Any 12 - 17 years old	9%

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

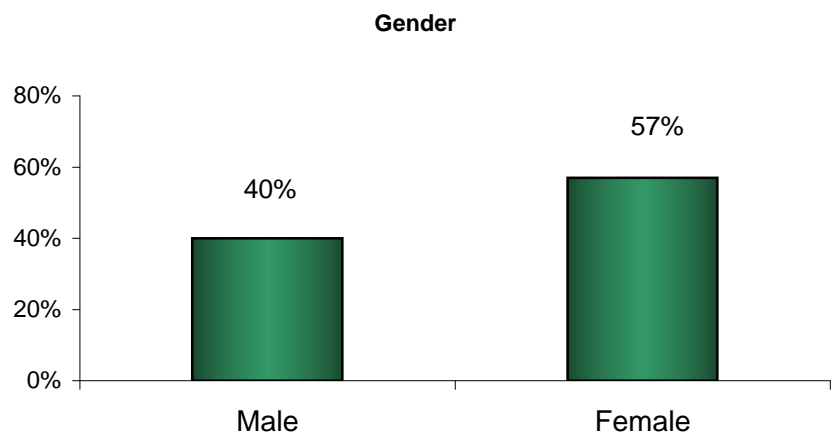
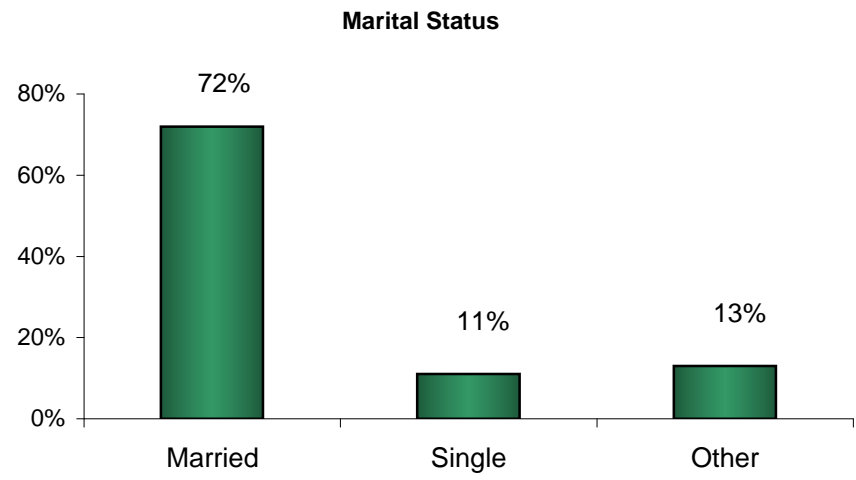




Visitor Profile Analysis October 2007

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	238
Vacations per year (mean)	4.0
Short getaways per year (mean)	4.2
Age of respondent (mean)	51.0
Annual household income (mean)	\$98,108
Marital Status	
Married	72%
Single	11%
Other	13%
Gender of Respondent	
Male	40%
Female	57%



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

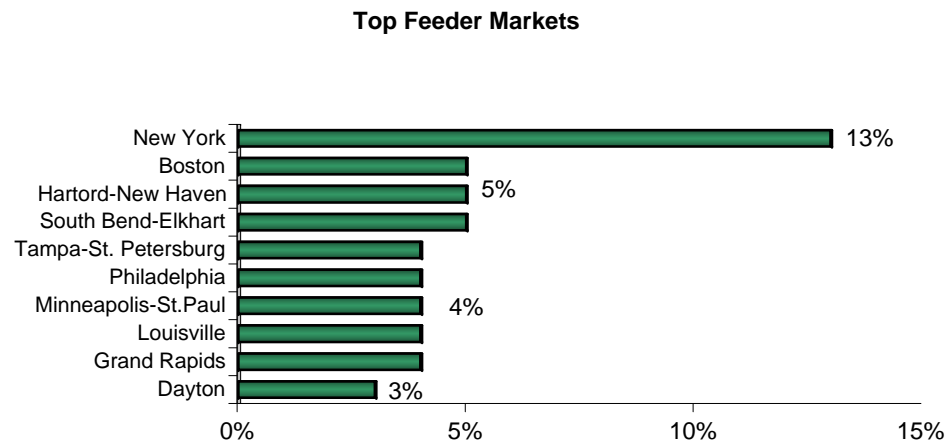
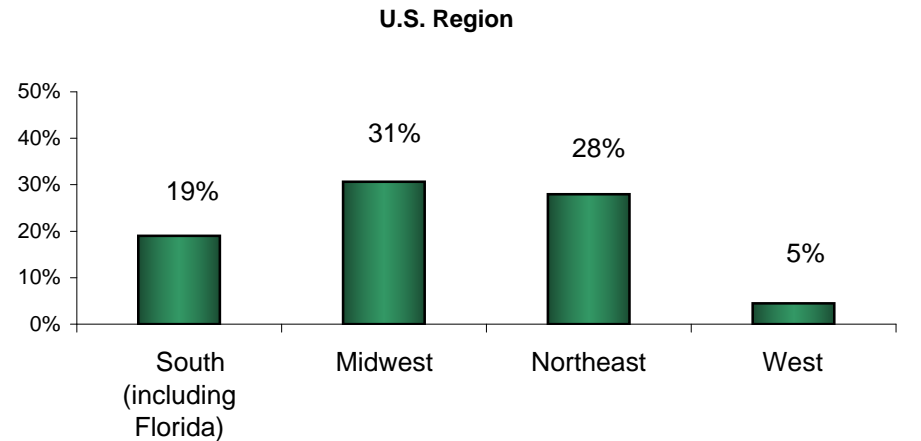
Question 42: Are you: Male/Female



Visitor Profile Analysis

Visitor Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	49%	153,947
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South Bend-Elkhart	5%	5,531
Tampa-St. Petersburg	4%	4,609
Philadelphia	4%	4,609
Minneapolis-St.Paul	4%	3,687
Louisville	4%	3,687
Grand Rapids	4%	3,687
Dayton	3%	2,766
In State Visitors (Paid Accommodations)		
Florida residents	9%	9,218





Occupancy Data Analysis October 2007 (Revised)

Property managers representing 129 properties in Lee County were interviewed for the October Occupancy Survey between November 1 and November 14, 2007, a sample considered accurate to plus or minus 8.6 percentage points at the 95% confidence level.



providing direction in travel & tourism



Occupancy Data Analysis

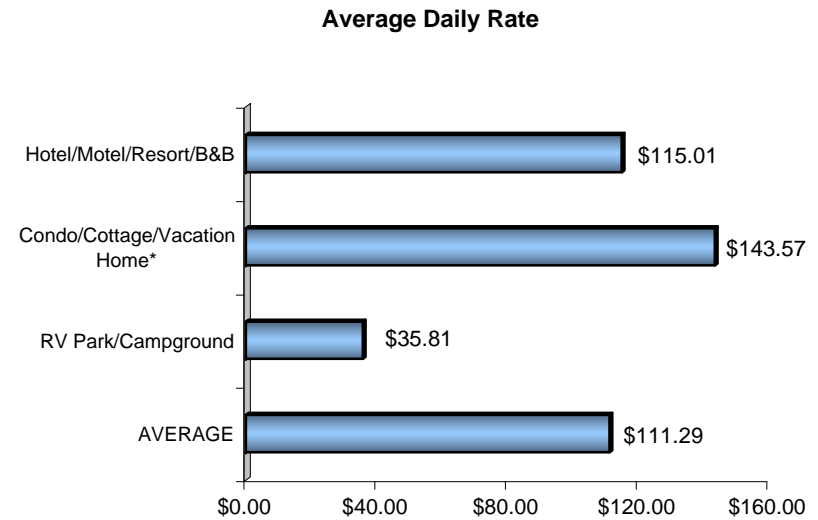
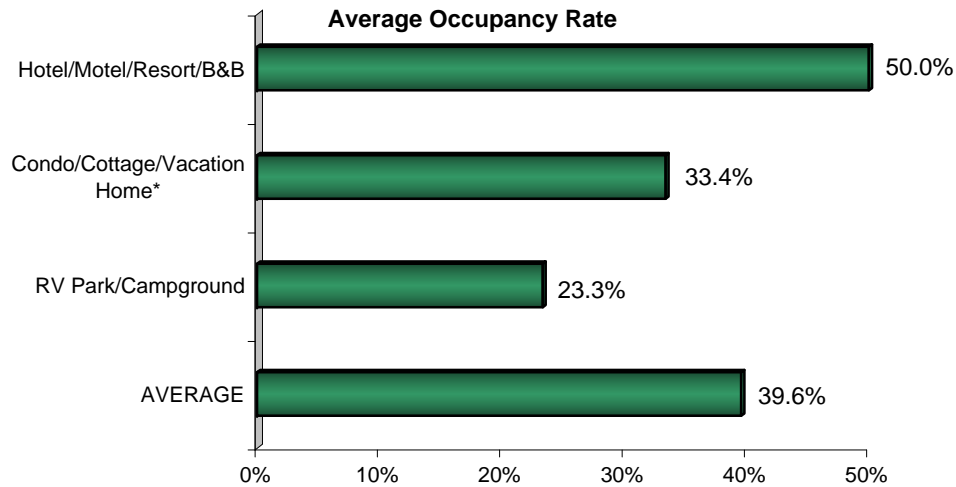
Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	121	120	120/121
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	50.0%	\$115.01	\$57.50
Condo/Cottage/Vacation Home*	33.4%	\$143.57	\$47.94
RV Park/Campground	23.3%	\$35.81	\$8.36
AVERAGE	39.6%	\$111.29	\$44.04

* Includes timeshare rental properties.

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

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



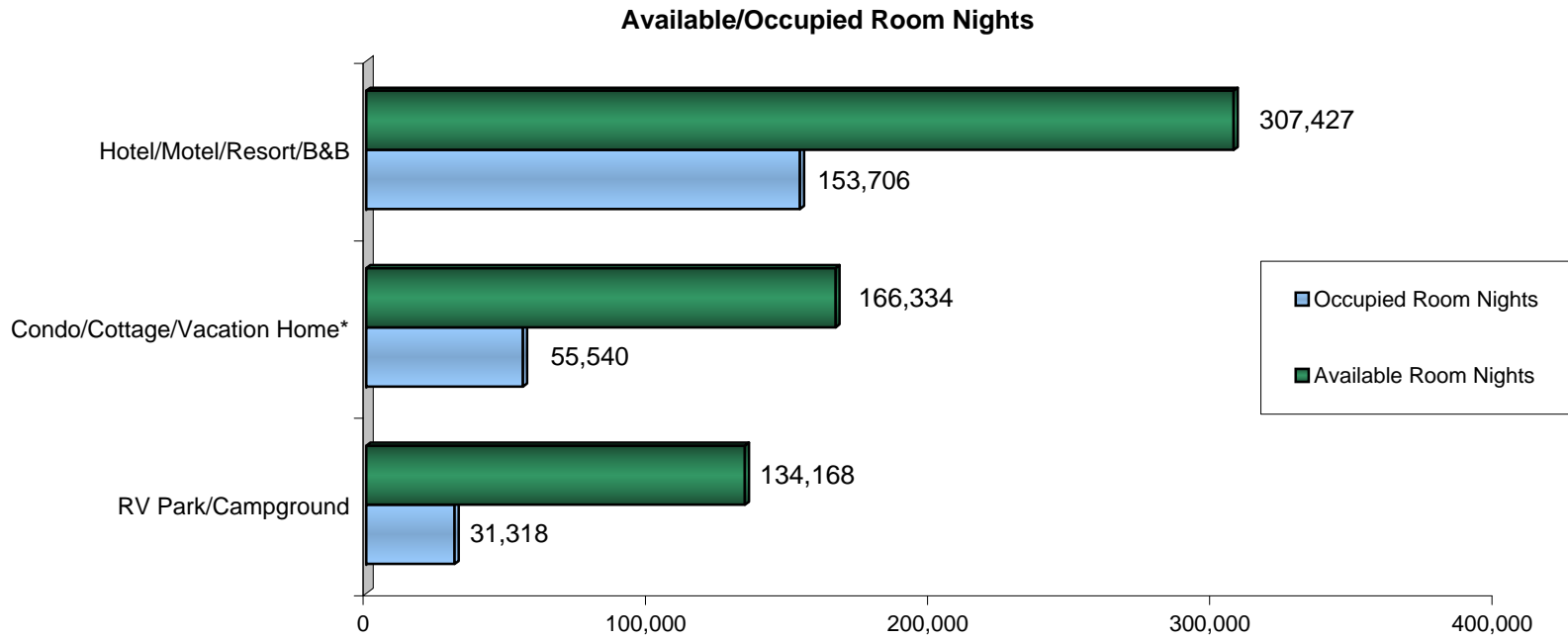


Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	153,706	307,427
Condo/Cottage/Vacation Home*	55,540	166,334
RV Park/Campground	31,318	134,168
Total	240,564	607,929

** Includes timeshare rental properties.*





Occupancy Data Analysis

Lodging Management Estimates

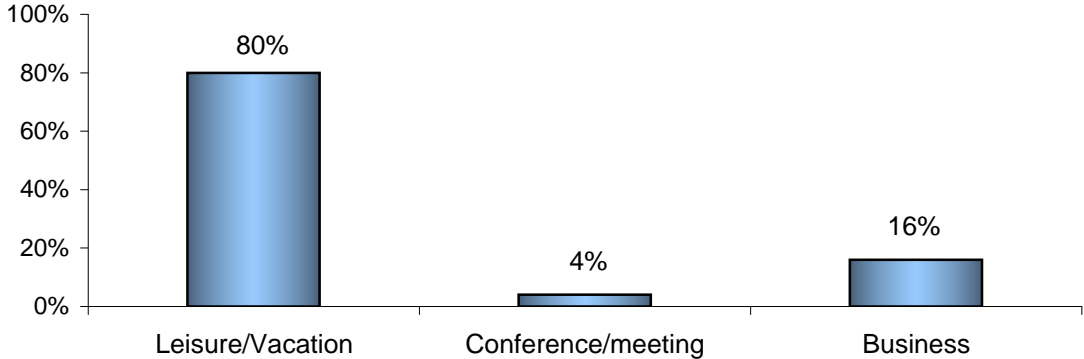
Guest Profile	
Total Respondents	111
Purpose of Visit	
Leisure/Vacation	80%
Conference/meeting	4%
Business	16%
Total Respondents	115
Average guests per room	2.6
Total Respondents	115
Average length of stay in nights	5.8

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

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

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

Purpose of Visit



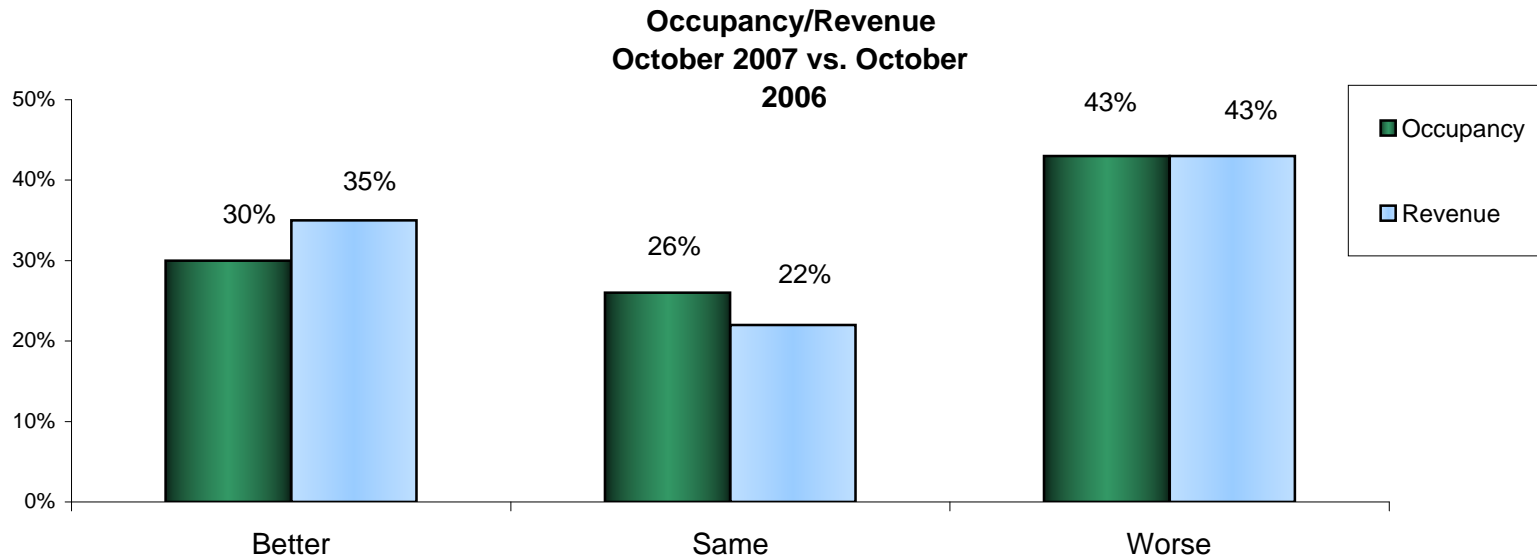


Occupancy Data Analysis

**Occupancy Barometer
 October 2007 vs. October 2006**

	Occupancy	Revenue
Total Respondents	115	113
Better	30%	35%
Same	26%	22%
Worse	43%	43%

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



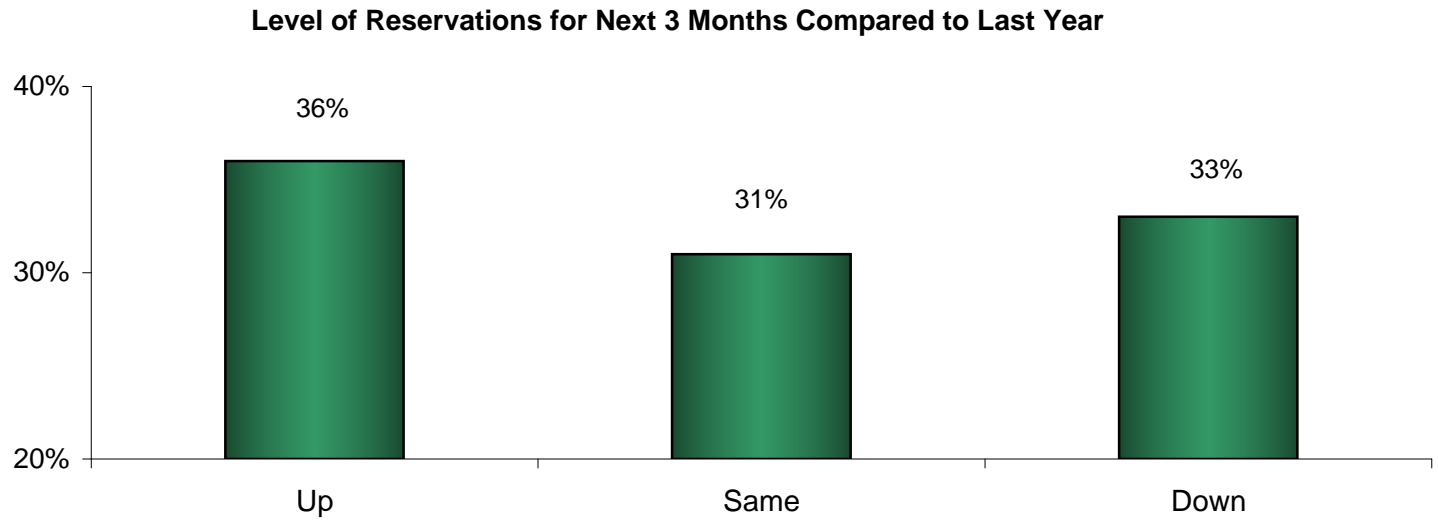


Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Total Respondents	117
Up	36%
Same	31%
Down	33%

Question 24: Compared to November and December 2006 and January 2007, is your property's total level of reservations up, the same, or down for November and December 2007 and January 2008?



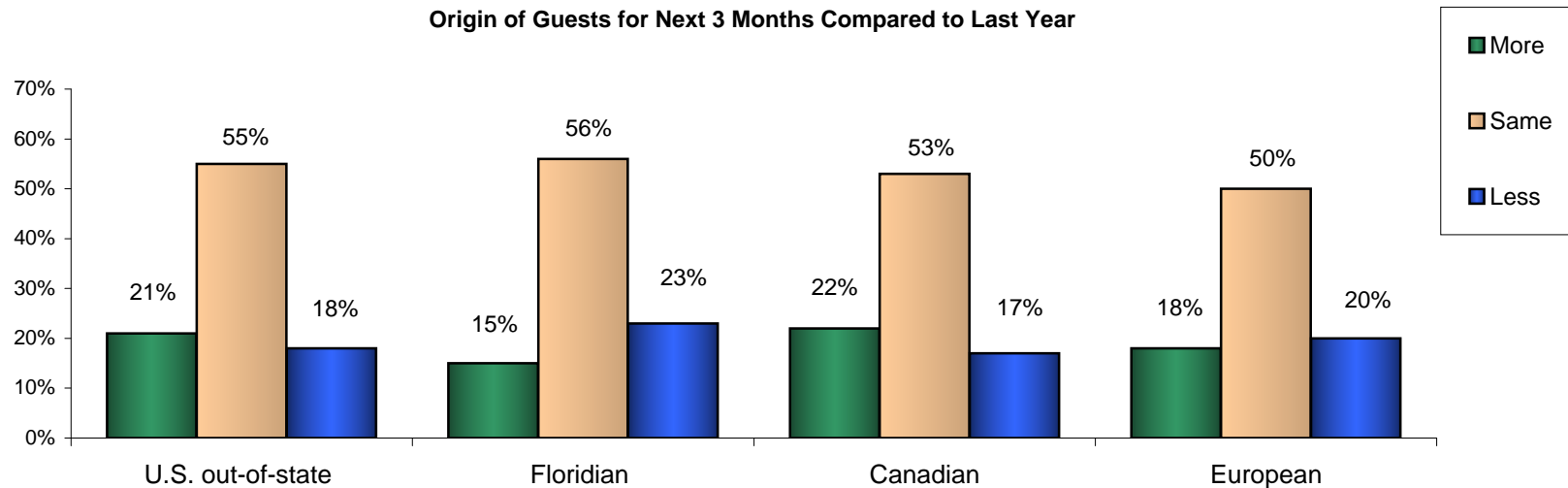


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Total Respondents (103 Minimum)	More	Same	Less	N/A
U.S. out-of-state	21%	55%	18%	5%
Floridian	15%	56%	23%	7%
Canadian	22%	53%	17%	8%
European	18%	50%	20%	11%

Question 25: Now thinking about the specific origins of your guests, for November and December 2007 and January 2008 do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



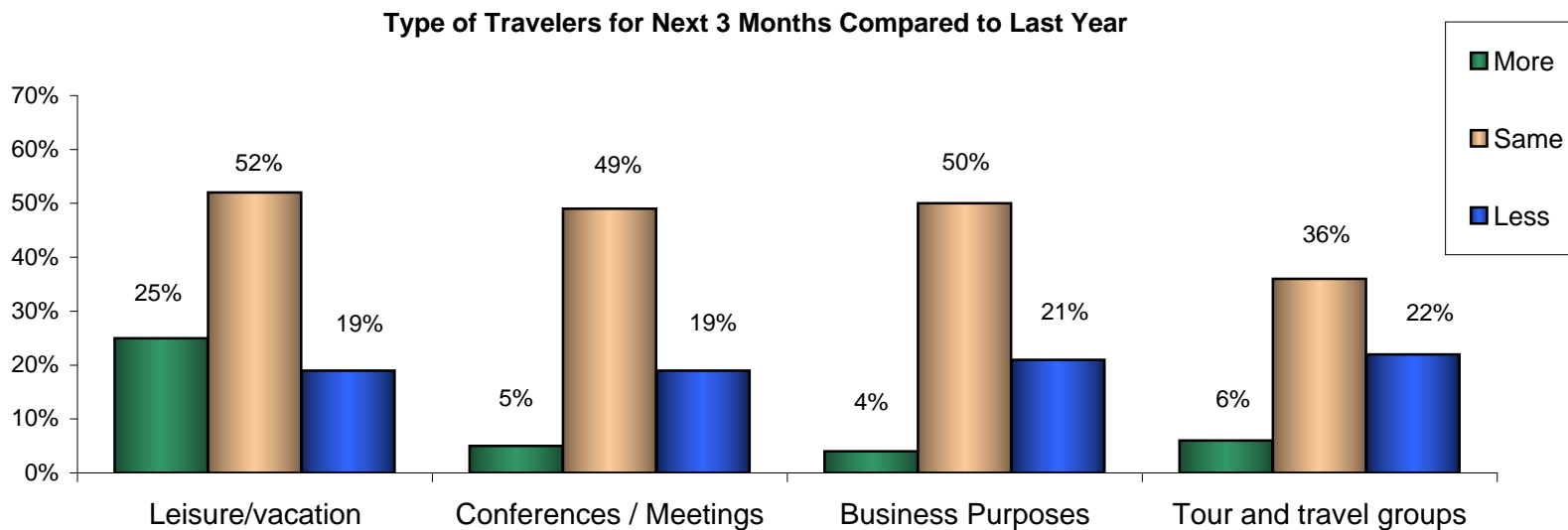


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Total Respondents (110 Minimum)	More	Same	Less	N/A
Leisure/vacation	25%	52%	19%	4%
Conferences / Meetings	5%	49%	19%	27%
Business Purposes	4%	50%	21%	25%
Tour and travel groups	6%	36%	22%	37%

Question 26: Compared to November and December 2006 and January 2007, will the following types of travelers generate more, the same, or less business for your property in November and December 2007 and January 2008?





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



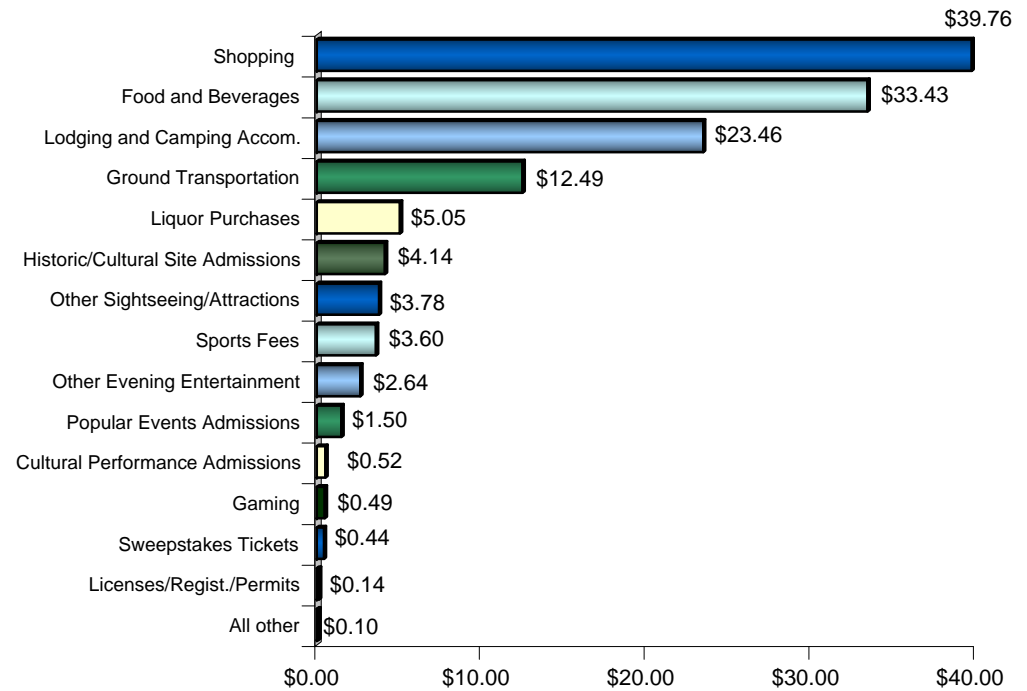
Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$131.54
Shopping	\$39.76
Food and Beverages	\$33.43
Lodging and Camping Accom.	\$23.46
Ground Transportation	\$12.49
Liquor Purchases	\$5.05
Historic/Cultural Site Admissions	\$4.14
Other Sightseeing/Attractions	\$3.78
Sports Fees	\$3.60
Other Evening Entertainment	\$2.64
Popular Events Admissions	\$1.50
Cultural Performance Admissions	\$0.52
Gaming	\$0.49
Sweepstakes Tickets	\$0.44
Licenses/Regist./Permits	\$0.14
All other	\$0.10

* Per expenditure model

Expenditures per Person per Day





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

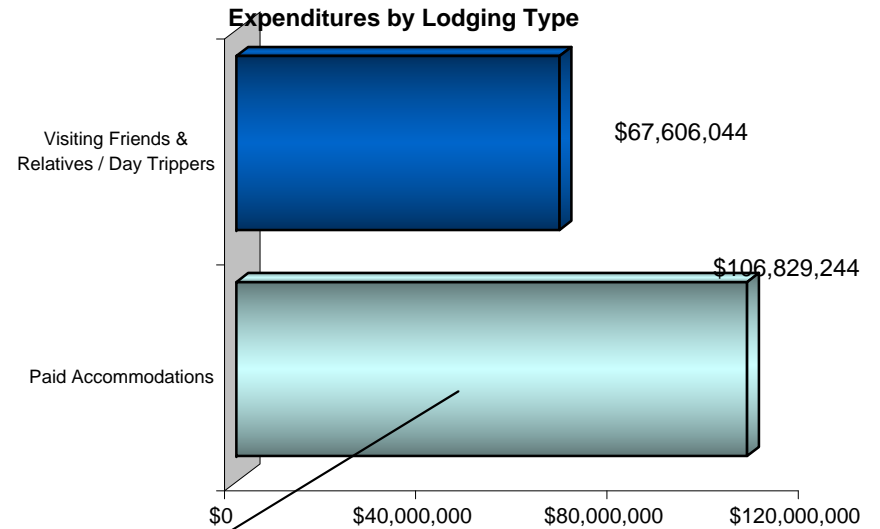
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-PAYING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$174,435,288</u>	<u>\$106,829,244</u>	<u>100%</u>	<u>\$67,606,044</u>	<u>100%</u>	<u>\$98,658,523</u>
Shopping	\$54,892,096	\$29,412,943	28%	\$25,479,153	38%	\$26,887,696
Food and Beverages	\$44,299,493	\$24,406,439	23%	\$19,893,054	29%	\$22,350,549
Lodging Accommodations	\$26,773,274	\$26,773,274	25%	\$0	0%	\$25,325,248
Ground Transportation	\$16,832,307	\$8,986,878	8%	\$7,845,429	12%	\$8,218,592
Sport Fees	\$4,850,587	\$3,243,562	3%	\$1,607,025	2%	\$2,988,662
Liquor Purchases	\$6,803,281	\$3,510,196	3%	\$3,293,085	5%	\$3,083,918
Other Sightseeing/Attractions	\$5,227,049	\$3,271,854	3%	\$1,955,195	3%	\$3,179,410
Historic/Cultural Site Admissions	\$5,941,795	\$3,154,768	3%	\$2,787,027	4%	\$2,994,713
Other Evening Entertainment	\$3,748,567	\$2,154,714	2%	\$1,593,853	2%	\$1,870,972
Popular Events Admissions	\$2,232,972	\$957,807	1%	\$1,275,165	2%	\$882,117
All Other	\$2,833,867	\$956,809	1%	\$1,877,058	3%	\$876,646



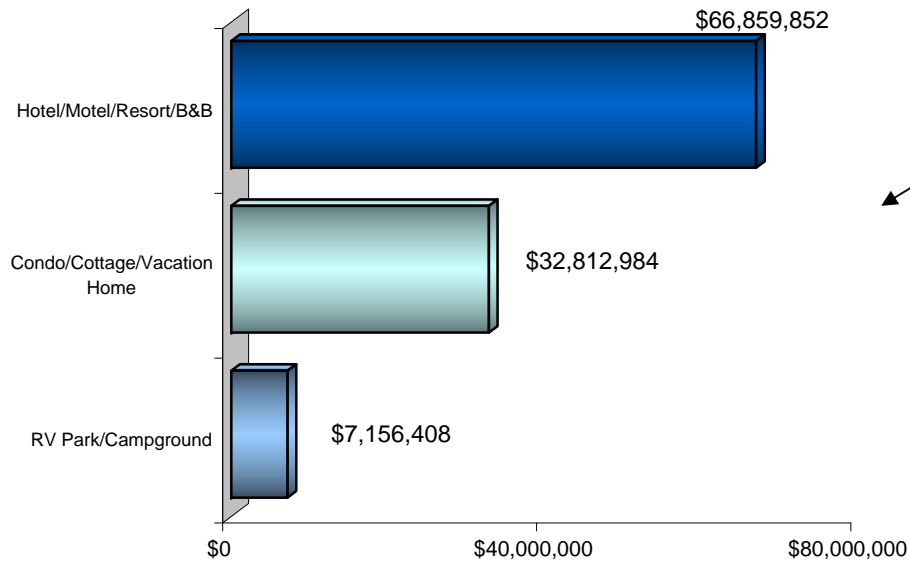
Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	\$174,435,288	100%
Visiting Friends & Relatives / Day Trippers	\$67,606,044	39%
Paid Accommodations	\$106,829,244	61%
<i>Hotel/Motel/Resort/B&B</i>	\$66,859,852	38%
<i>Condo/Cottage/Vacation Home</i>	\$32,812,984	19%
<i>RV Park/Campground</i>	\$7,156,408	4%



Paid Accommodations Expenditures by Lodging Type





**Appendix
October 2007
(Revised)**



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers Beach	Ft. Myers Beach	10/4/2007	15
Ft. Myers Beach	Best Western Beach Resort	10/8/2007	29
Ft. Myers	Edison Ford Estates	10/11/2007	30
Ft. Myers Beach	Ft. Myers Beach	10/15/2007	18
Sanibel	Sanibel Lighthouse	10/18/2007	24
Ft. Myers	Edison Ford Estates	10/20/2007	33
Ft. Myers Beach	Pier at Ft. Myers Beach	10/22/2007	18
Ft. Myers	Best Western	10/29/2007	16
Sanibel	Holiday Inn	11/8/2007	<u>55</u>
			238

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



**Interviewing Statistics
 September 2007**

Occupancy Interviewing Statistics

Interviews were conducted from November 1 - November 14, 2007. Information was provided by 129 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	76
Condo/Cottage/Vacation Home	34
RV Park/Campground	15
Other (Trailer Park, Timeshare, Marina)	<u>4</u>
Total	129