

## The Beaches of Fort Myers - Sanibel



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

### Prepared for:

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

### Prepared by:



providing direction in travel & tourism

**November 2, 2007**



## **Executive Summary September 2007**



## Executive Summary

During the month of September 2007, Lee County hosted more than 330,000 visitors. More than 130,000 stayed in paid accommodations while visiting the area. Sixty percent of these visitors staying in paid accommodations were US residents, while nearly one-third were from either the United Kingdom (15%) or Germany (15%). Among US visitors, 42% were from the South, and almost one-third were Florida residents (29%).

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	40%	130,672*
<u>Friends/Relatives</u>	60%	<u>199,778**</u>
<i>Total Visitation</i>		<i>330,450</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	60%	78,403
United Kingdom	15%	19,007
Germany	15%	20,195
Canada	3%	3,564
Other/No Answer	7%	9,503
U.S. Region (Paid Accommodations)***		
Florida	29%	22,571
South (excluding FL)	14%	10,691
Midwest	24%	19,007
Northeast	14%	10,691
West	5%	3,564
No answer	15%	11,879
Top 5 DMAs (Paid Accommodations)***		
Tampa-St. Petersburg	17%	13,067
New York	6%	4,752
Cleveland-Akron	5%	3,564
West Palm Beach	5%	3,564
Miami-Fort Lauderdale	5%	3,564

\* Estimated from property managers' responses

\*\* Estimated from survey among residents

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

Visitors spent over \$180 million in Lee County during the month of September. Nearly half was spent by those visitors staying in paid accommodations (\$85 million) for all properties. Including only those properties paying the bed tax, \$75 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.



## Executive Summary

The majority of September visitors flew to the area (75%), while an additional 25% drove to Lee County. Most Lee County visitors were repeat visitors (78%).

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 September visitors are around the age of 50 and are more affluent than the general population (average household income of \$90,500). Most are married (70%), and very few are traveling with children (16%).

Occupancy rates for the month of September are fairly low, with hotels/motels/resorts pulling in the highest occupancy at 42.1%. Average daily rates were highest among condos/cottages/cabins/vacation rentals at \$145.19.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	120	120	120
Hotel/Motel/Resort/B&B	42.1%	\$111.43	\$46.95
Condo/Cottage/Cabin*	26.6%	\$145.19	\$38.65
RV Park/Campground	33.6%	\$35.16	\$11.82
AVERAGE	35.4%	\$101.15	\$35.76

\* Includes timeshare rental properties.

Fifty-eight percent of the lodging properties surveyed reported their September 2007 occupancy to be better (34%) or the same (24%) as September 2006, while 42% said it was worse than one year ago. Lodging revenue appears to be a bit better, with 63% reporting it to be better (38%) or the same (25%) in September 2007 as compared to September 2006, and 37% saying it was worse.



## Visitor Profile Analysis September 2007



## Visitor Profile Analysis

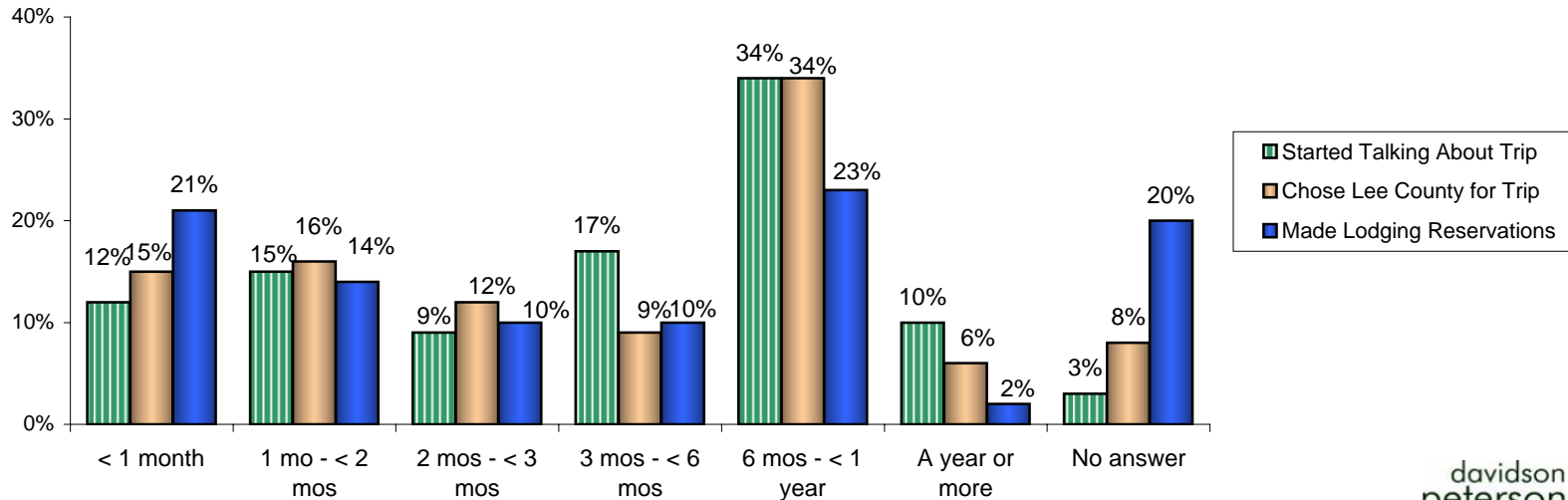
### Travel Planning

Total Respondents	173	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		12%	15%	21%
1 mo - < 2 mos		15%	16%	14%
2 mos - < 3 mos		9%	12%	10%
3 mos - < 6 mos		17%	9%	10%
6 mos - < 1 year		34%	34%	23%
A year or more		10%	6%	2%
No answer		3%	8%	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

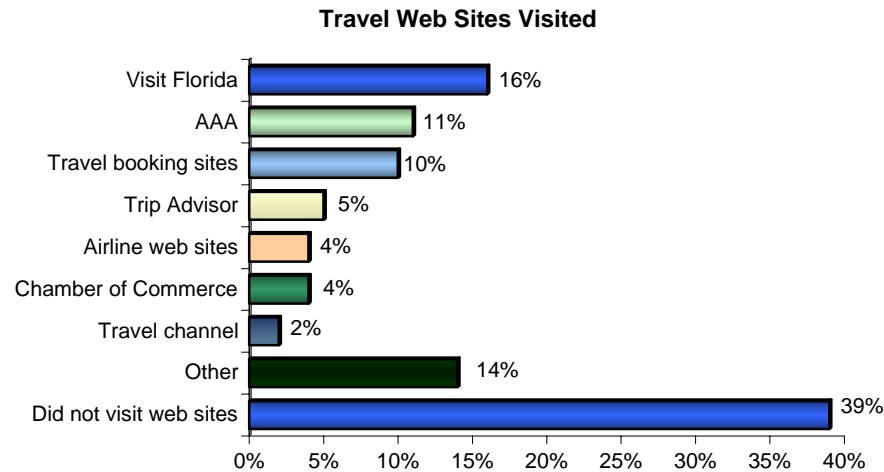
### Travel Planning

Reserved Accommodations	
Total Respondents	173
Before Leaving Home	66%
On the road	1%
After arriving in FL	15%
No Answer	18%

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

Computer Access	
Total Respondents	173
<u>Yes</u>	<u>92%</u>
Home	38%
Work	3%
Both Home and Work	51%
<u>No</u>	<u>8%</u>

Question 8: Do you have access to a computer?



Base: Respondents with Computer Access

Travel Web Sites Visited	
Total Respondents with computer access	160
<u>Visited web sites (net)</u>	<u>54%</u>
Visit Florida	16%
AAA	11%
Travel booking sites	10%
Trip Advisor	5%
Airline web sites	4%
Chamber of Commerce	4%
Travel channel	2%
Other	14%
<u>Did not visit web sites</u>	<u>39%</u>
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	173
<u>Requested Information (net)</u>	<u>30%</u>
Visitor Guide	10%
Hotel Web Site	8%
Call hotel	6%
VCB Web Site	6%
Call local COC	3%
Other	12%
<u>Did not request information</u>	<u>61%</u>
No Answer	9%

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

Travel Agent Assistance	
Total Respondents	173
Yes	3%
No	95%

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

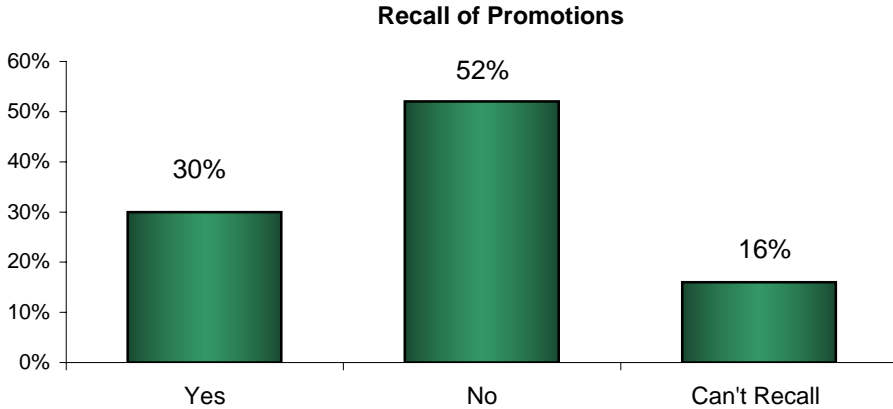
Travel Agent Influence	
Total respondents who used travel agent	6*
Yes	50%
No	50%

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	173
Yes	30%
No	52%
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?



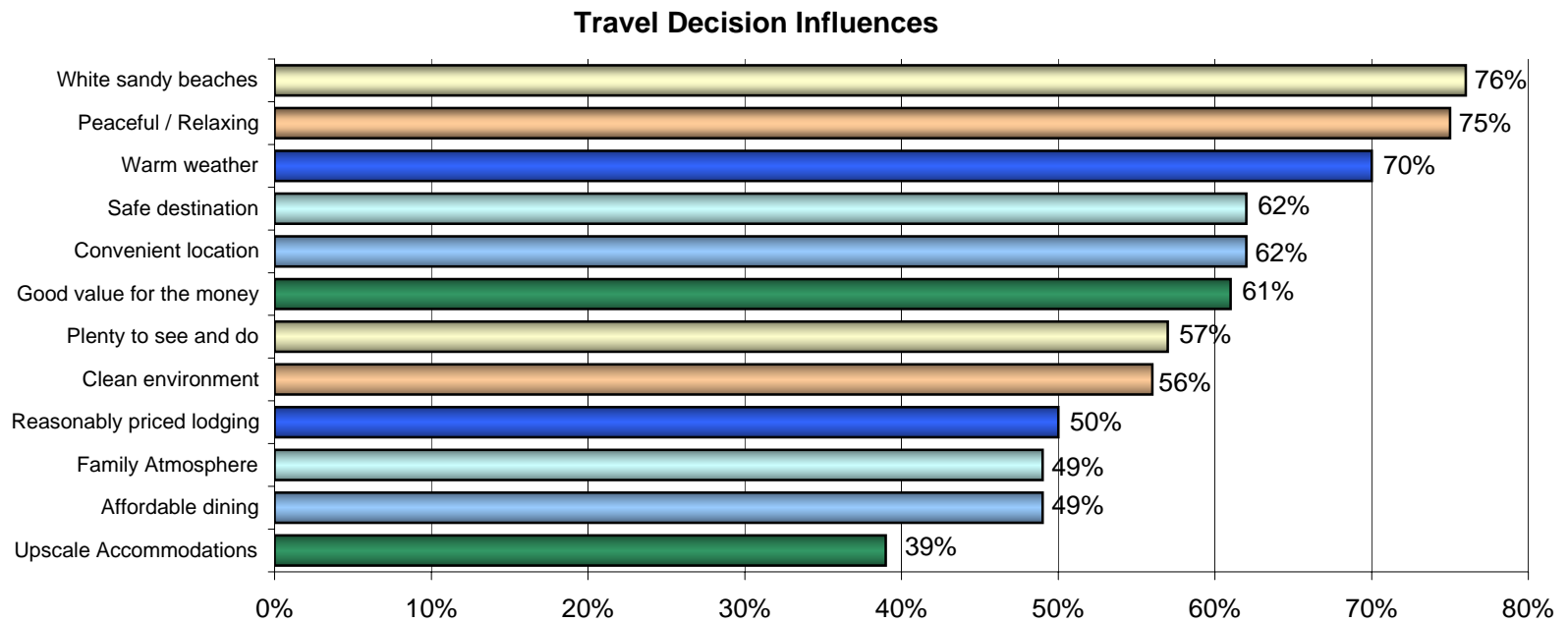


## Visitor Profile Analysis

## Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
	173		
White sandy beaches	76%	Plenty to see and do	57%
Peaceful/Relaxing	75%	Clean environment	56%
Warm weather	70%	Reasonably priced lodging	50%
Safe destination	62%	Family atmosphere	49%
Convenient location	62%	Affordable dining	49%
Good value for the money	61%	Upscale Accommodations	39%

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?





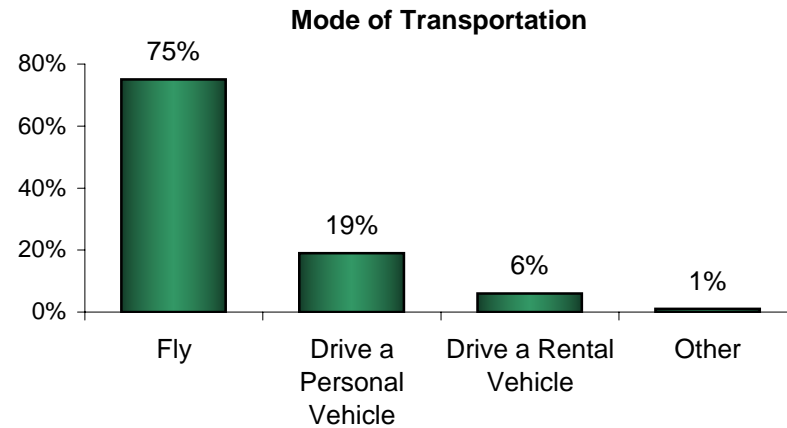
## Visitor Profile Analysis

### Trip Profile

#### Mode of Transportation

Total Respondents	173
Fly	75%
Drive a Personal Vehicle	19%
Drive a Rental Vehicle	6%
Other	1%

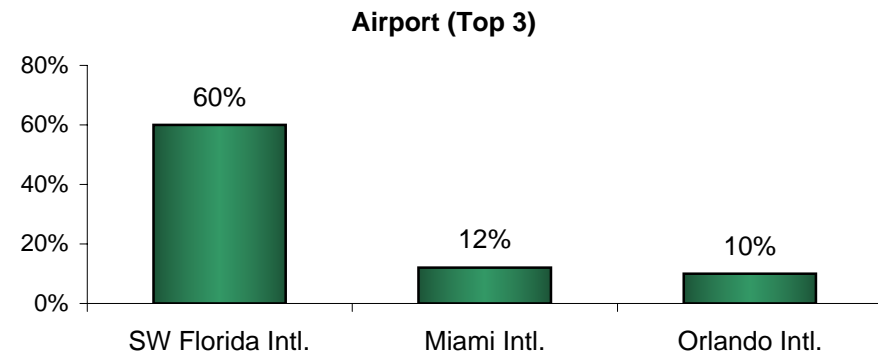
Question 1: How did you travel to our area? Did you...



#### Airport

Total Respondents who Flew	129
SW Florida Intl.	60%
Miami Intl.	12%
Orlando Intl.	10%
Tampa Intl.	5%
Sarasota/Bradenton	3%
Other	8%

Question 2: At which Florida airport did you land?





## Visitor Profile Analysis

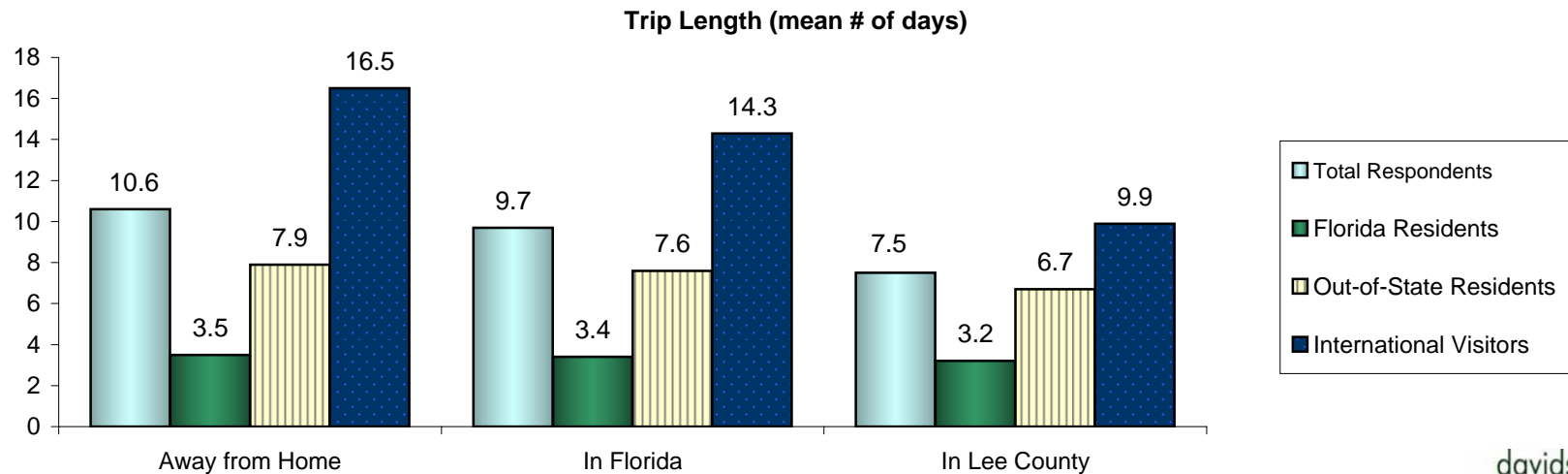
### Trip Profile

#### Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	173	21*	74	59
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.6	3.5	7.9	16.5
In Florida	9.7	3.4	7.6	14.3
In Lee County	7.5	3.2	6.7	9.9

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.*



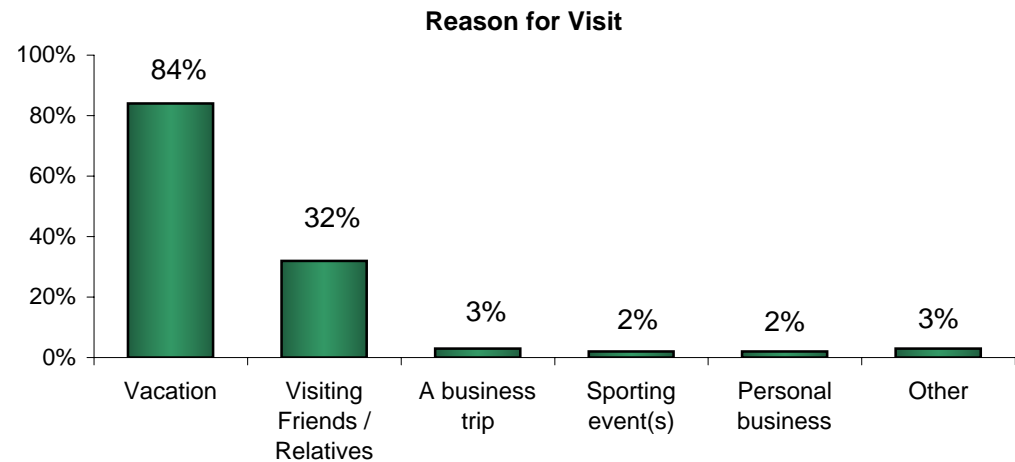


## Visitor Profile Analysis

### Trip Profile

Reason for Visit	
Total Respondents	173
Vacation	84%
Visiting Friends / Relatives	32%
A business trip	3%
Sporting event(s)	2%
Personal business	2%
Other	3%

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





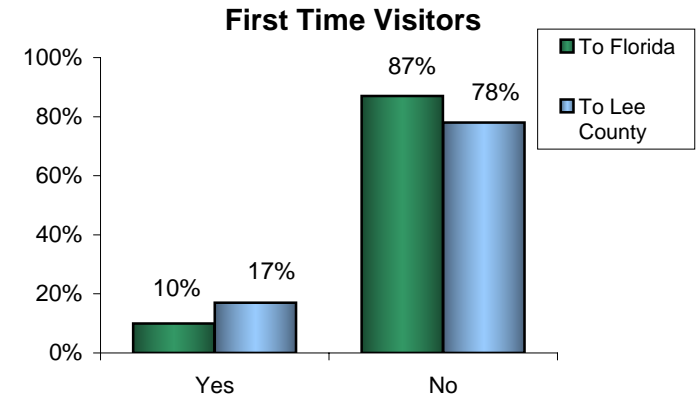
## Visitor Profile Analysis

### Trip Profile

First Time Visitors		
	To Florida	To Lee County
Base: Respondents who are not residents of FL/Lee Co.	152	158
Yes	10%	17%
No	87%	78%
No answer	3%	5%

Question 18: Is this your first visit to Florida?

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

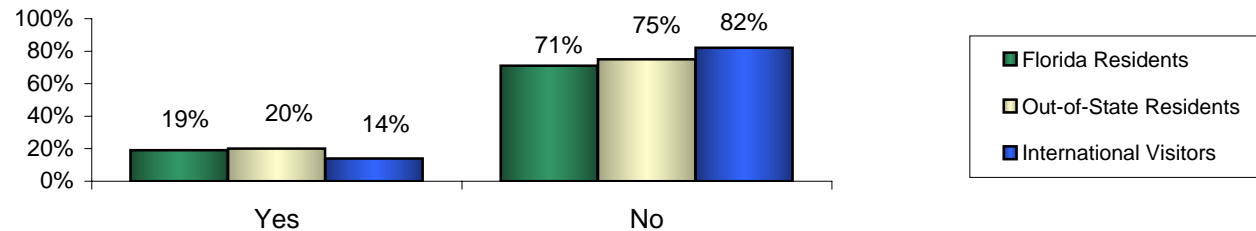


First Time Visitors to Lee County			
	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat FL Visitors	21*	71	50
Yes	19%	20%	14%
No	71%	75%	82%
No answer	10%	6%	4%

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

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

#### First Time Visitors to Lee County





## Visitor Profile Analysis

### Trip Profile

#### Previous Visits in Five Years

	To Florida	To Lee County
Base: Repeat Visitors	132 (FL res. excl.)	123 (Lee Co. res. excl.)
	Mean # of visits	Mean # of visits
Number of visits	4.9	4.1

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	15 (Lee Co. res. excl.) *	53	41
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	3.9	4.9	2.8

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.*



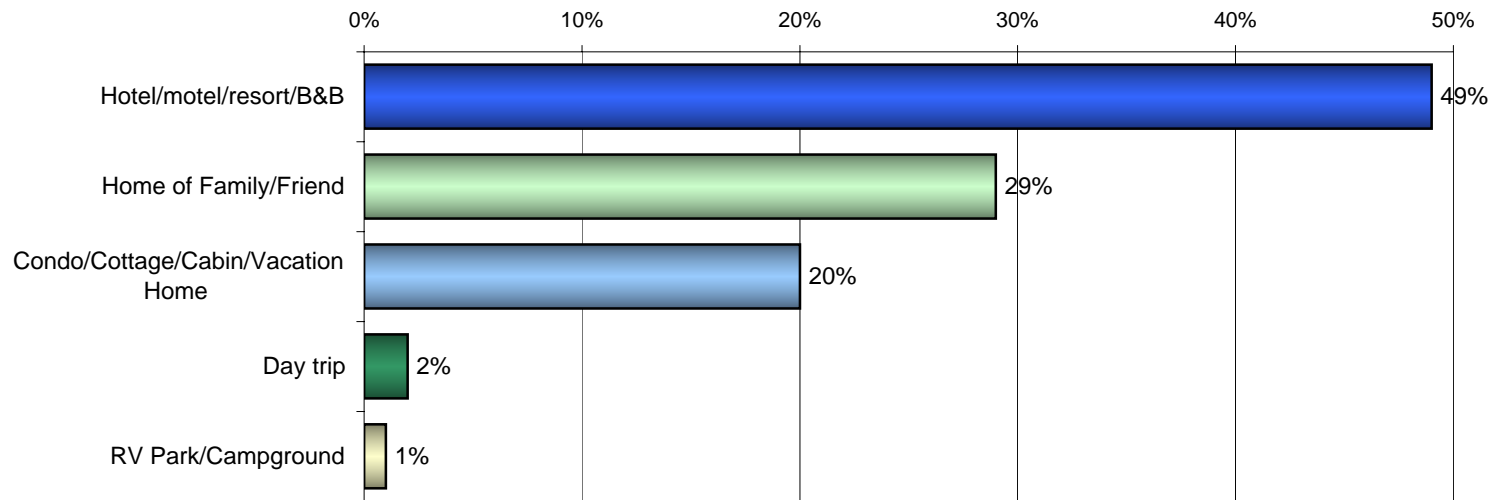
## Visitor Profile Analysis

### Trip Profile

Type of Accommodations			
Total Respondents	173		
Hotel/motel/inn	39%	Day trip (no accom)	2%
Home of family/friend	29%	RV at campground	1%
Rented home/condo	14%	B&B	1%
Resort	10%	Owned home/condo	1%
Borrowed home	5%		

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

### Type of Accommodations



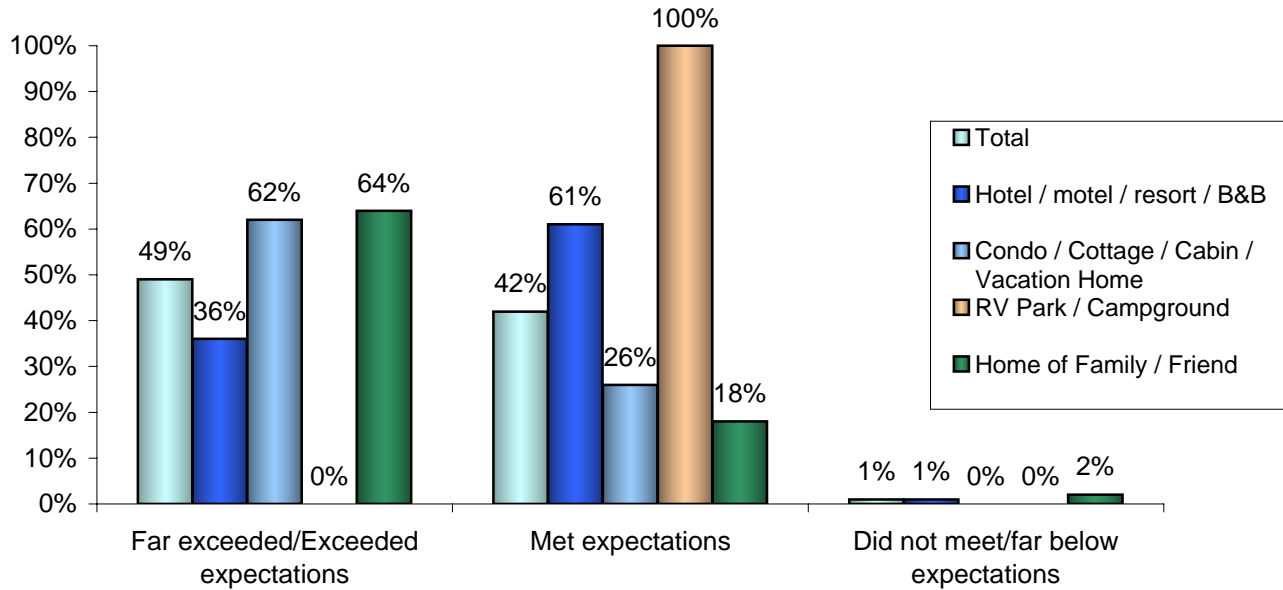


## Visitor Profile Analysis

### Trip Profile

Quality of Accommodations	
Total Respondents	173
Far exceeded/Exceeded expectations	49%
Met expectations	42%
Did not meet/Far below expectations	1%

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

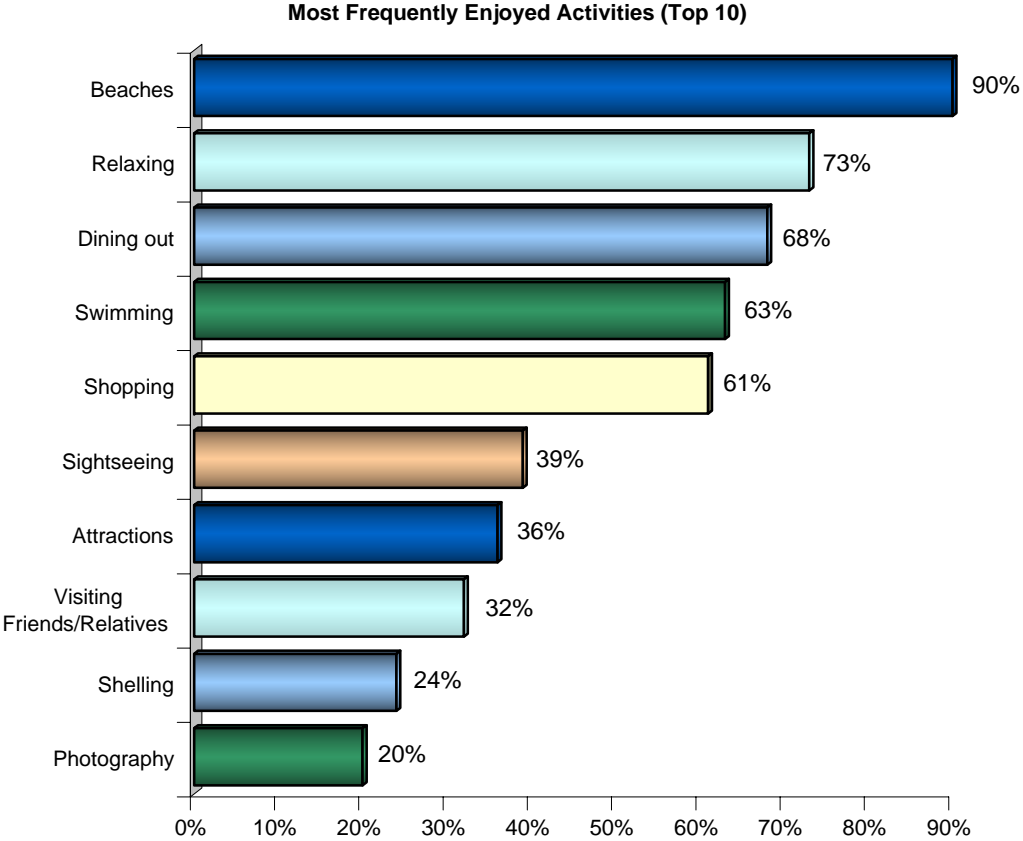




## Visitor Profile Analysis

### Trip Activities

Activities Enjoyed	
Total Respondents	173
Beaches	90%
Relaxing	73%
Dining out	68%
Swimming	63%
Shopping	61%
Sightseeing	39%
Attractions	36%
Visiting Friends/Relatives	32%
Shelling	24%
Photography	20%
Watching Wildlife	14%
Miniature Golf	14%
Bars/Nightlife	13%
Birdwatching	12%
Fishing	8%
Golfing	7%
Boating	7%
Exercise/Working out	7%
Guided Tour	5%
Bicycle Riding	4%
Cultural Events	4%
Parasailing/Jet Skiing	3%
Sporting Event	3%
Other	6%



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



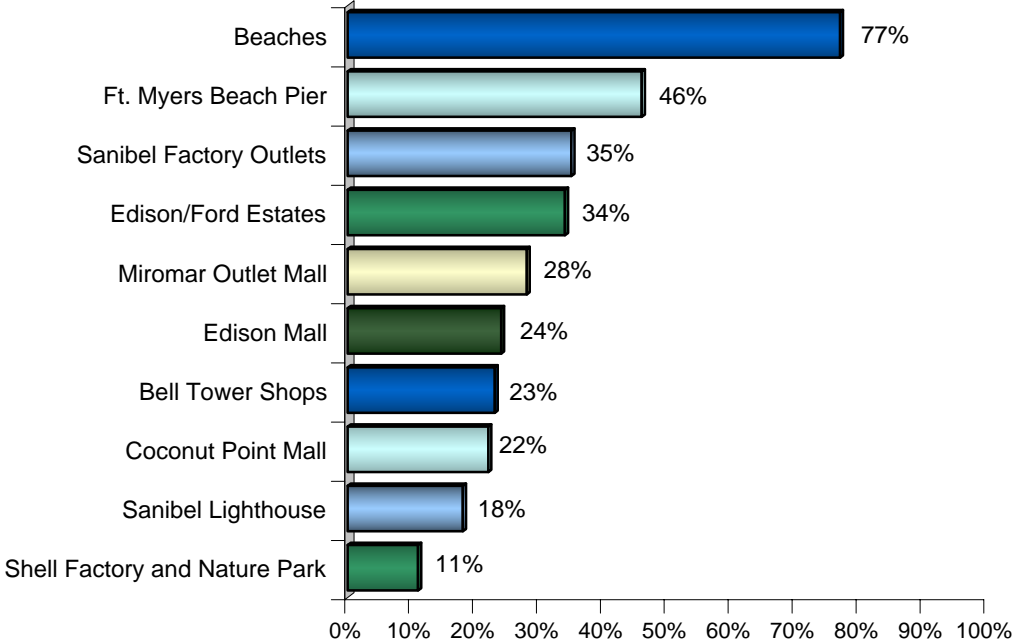
## Visitor Profile Analysis

## Trip Activities

Attractions Visited	
Total Respondents	173
Beaches	77%
Ft. Myers Beach Pier	46%
Sanibel Factory Outlets	35%
Edison/Ford Estates	34%
Miromar Outlet Mall	28%
Edison Mall	24%
Bell Tower Shops	23%
Coconut Point Mall	22%
Sanibel Lighthouse	18%
Shell Factory and Nature Park	11%
Ding Darling National Wildlife Refuge	8%
Gulf Coast Town Center	7%
Bailey-Matthews Shell Museum	4%
Periwinkle Place	4%
Broadway Palm Dinner Theater	2%
Manatee Park	2%
Babcock Wilderness Adventures	1%
Other	4%
None/No Answer	5%

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

Most Frequently Visited Attractions (Top 10)



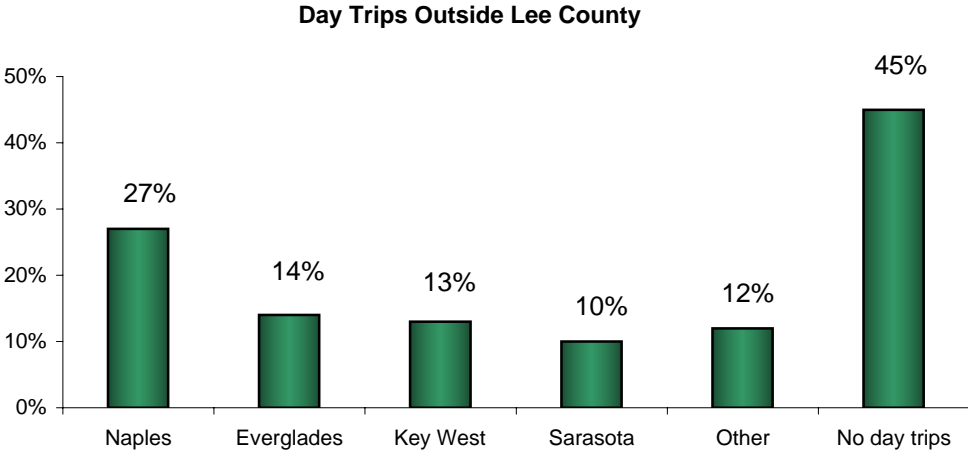


**Visitor Profile Analysis**

**Trip Activities**

<b>Day Trips Outside Lee County</b>	
Total Respondents	173
<u>Any Day Trips (net)</u>	<u>49%</u>
<i>Naples</i>	27%
<i>Everglades</i>	14%
<i>Key West</i>	13%
<i>Sarasota</i>	10%
<i>Other</i>	12%
<u>No day trips</u>	<u>45%</u>
No answer	7%

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





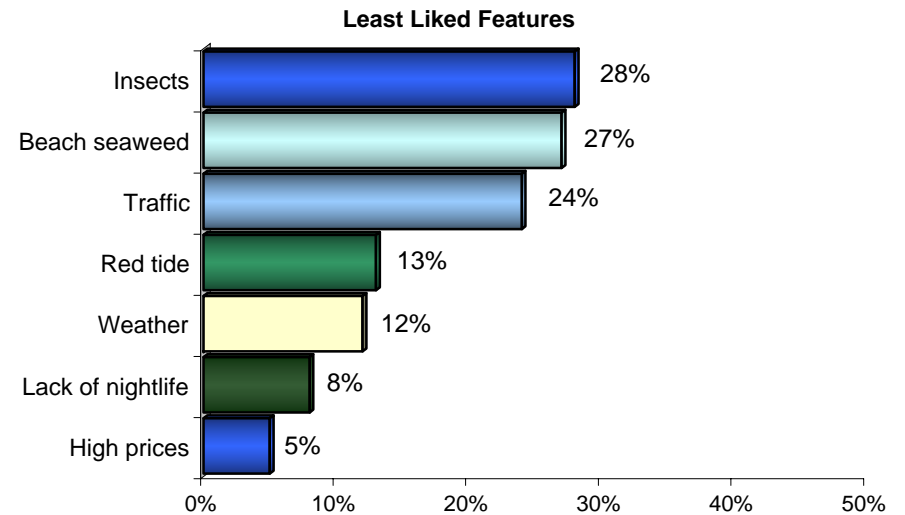
## Visitor Profile Analysis

### Lee County Experience and Future Plans

#### Least Liked Features

Total Respondents	173
Insects	28%
Beach seaweed	27%
Traffic	24%
Red tide	13%
Weather	12%
Lack of nightlife	8%
High prices	5%
Other	9%
Nothing/no answer	25%

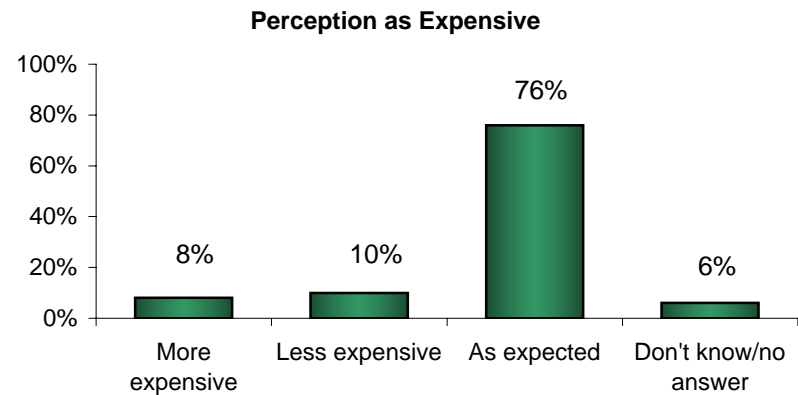
Question 34: Which features do you like least about this area? (Please mark ALL that apply.)



#### Perception of Lee County as Expensive

Total Respondents	173
More expensive	8%
Less expensive	10%
As expected	76%
Don't know/no answer	6%

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



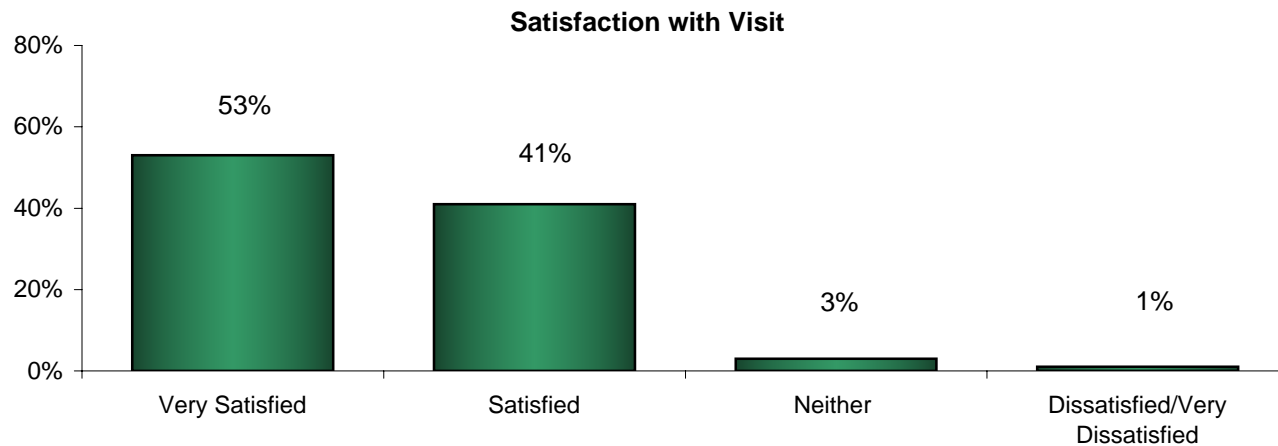


## Visitor Profile Analysis

## Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	173
<u>Satisfied</u>	<u>94%</u>
<i>Very Satisfied</i>	53%
<i>Satisfied</i>	41%
Neither	3%
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

### Lee County Experience and Future Plans

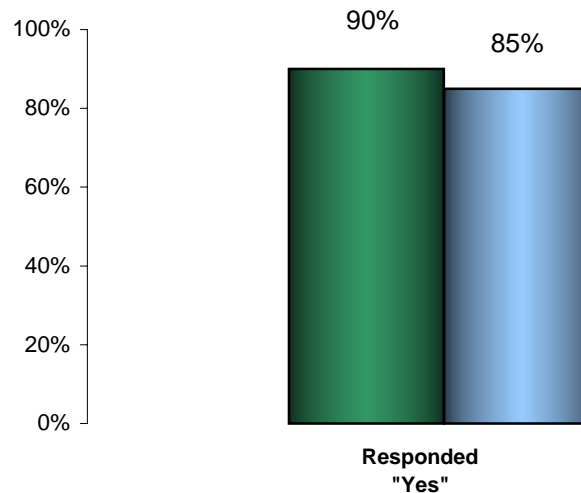
Likelihood to Recommend/Return to Lee County	
Total Respondents	173
Likely to Recommend Lee County	90%
Likely to Return to Lee County	85%
Base: Total Respondents Planning to Return	147
Likely to Return Next Year	53%

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



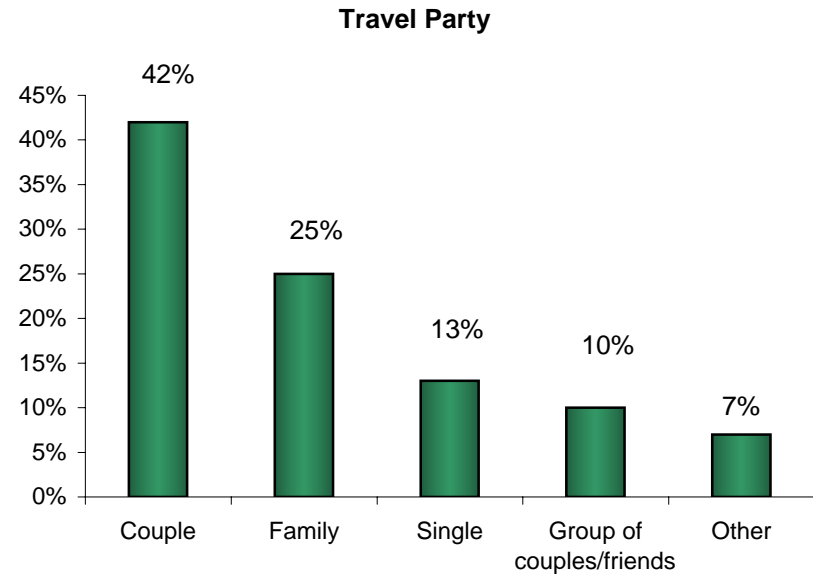
- Likely to Recommend Lee County
- Likely to Return to Lee County



## Visitor Profile Analysis

### Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	173
Couple	42%
Family	25%
Single	13%
Group of couples/friends	10%
Other	7%
Mean travel party size	2.7
Mean adults in travel party	2.4



Question 22: On this trip, are you traveling:

Question 23: Including yourself, how many people are in your immediate travel party?

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

Travel Parties with Children	
Total Respondents	173
Traveling with any Children (net)	<u>16%</u>
Any younger than 6	8%
Any 6 - 11 years old	6%
Any 12 - 17 years old	7%

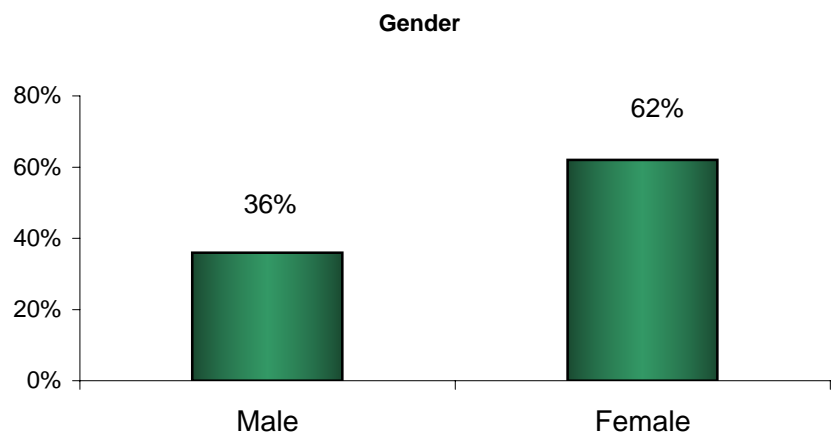
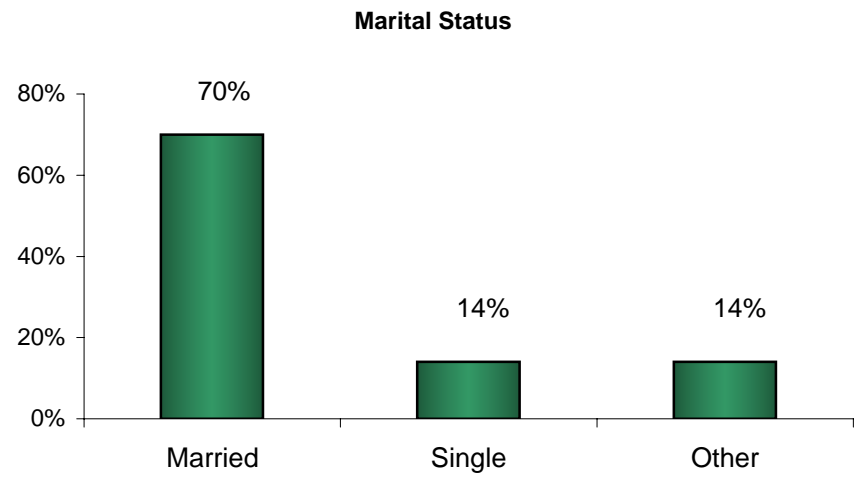
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



## Visitor Profile Analysis September 2007

### Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	173
Vacations per year (mean)	2.6
Short getaways per year (mean)	3.9
Age of respondent (mean)	49.5
Annual household income (mean)	\$90,513
<b>Marital Status</b>	
Married	70%
Single	14%
Other	14%
<b>Gender of Respondent</b>	
Male	36%
Female	62%



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

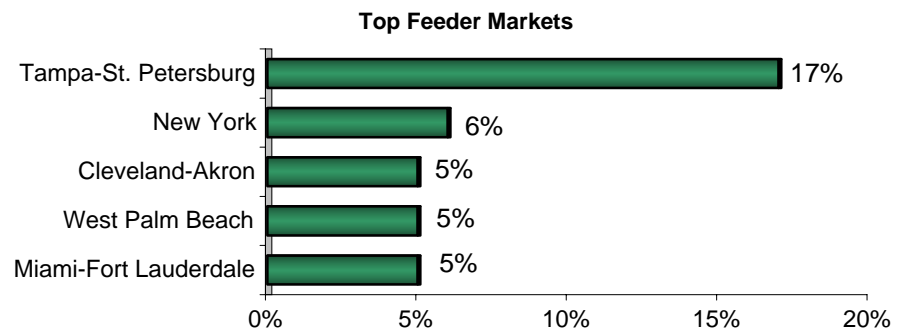
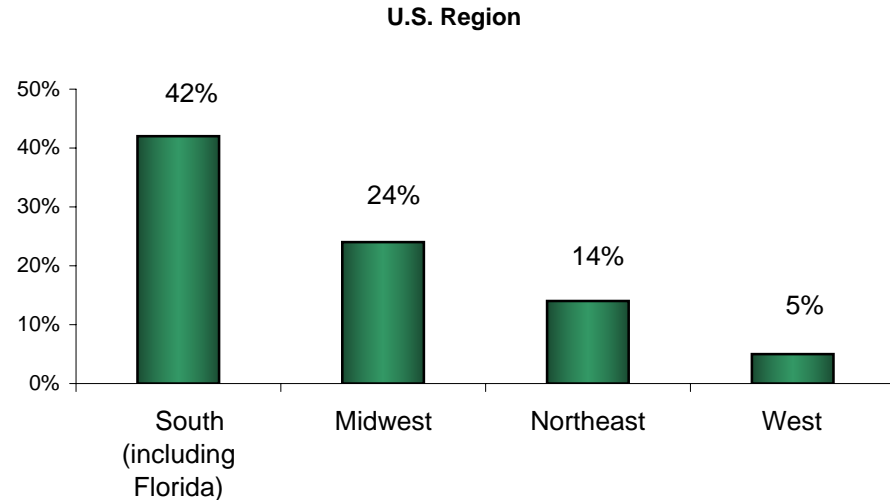
Question 42: Are you: Male/Female



## Visitor Profile Analysis

### Visitor and Travel Party Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	40%	130,672
<u>Friends/Relatives</u>	60%	<u>199,778</u>
<i>Total Visitation</i>		<i>330,450</i>
Visitor Origin		
Visitors Staying in Paid Accommodations		
United States	60%	78,403
United Kingdom	15%	19,007
Germany	15%	20,195
Canada	3%	3,564
Other/No Answer	7%	9,503
U.S. Region (Paid Accommodations)		
South (including Florida)	42%	33,262
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Top 5 DMAs (Paid Accommodations)		
Tampa-St. Petersburg	17%	13,067
New York	6%	4,752
Cleveland-Akron	5%	3,564
West Palm Beach	5%	3,564
Miami-Fort Lauderdale	5%	3,564
In State Visitors (Paid Accommodations)		
Florida residents	29%	22,571





## Occupancy Data Analysis September 2007



## Occupancy Data Analysis

### Occupancy/Daily Rates

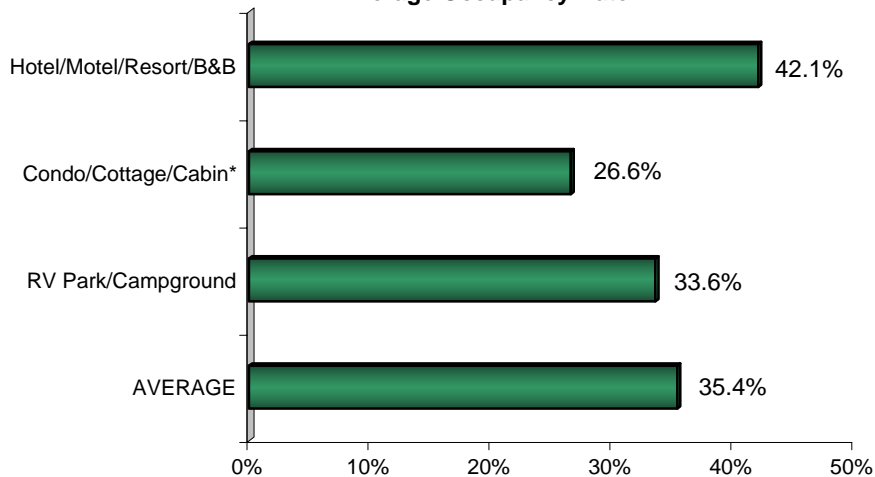
	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Respondents	120	120	120
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	42.1%	\$111.43	\$46.95
Condo/Cottage/Cabin*	26.6%	\$145.19	\$38.65
RV Park/Campground	33.6%	\$35.16	\$11.82
<b>AVERAGE</b>	<b>35.4%</b>	<b>\$101.15</b>	<b>\$35.76</b>

\* Includes timeshare rental properties.

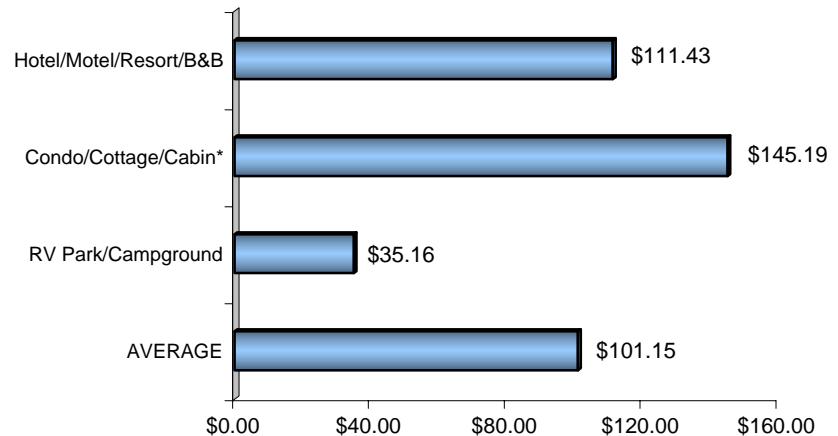
Question 15: What was your overall average occupancy rate for the month of September?

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

**Average Occupancy Rate**



**Average Daily Rate**



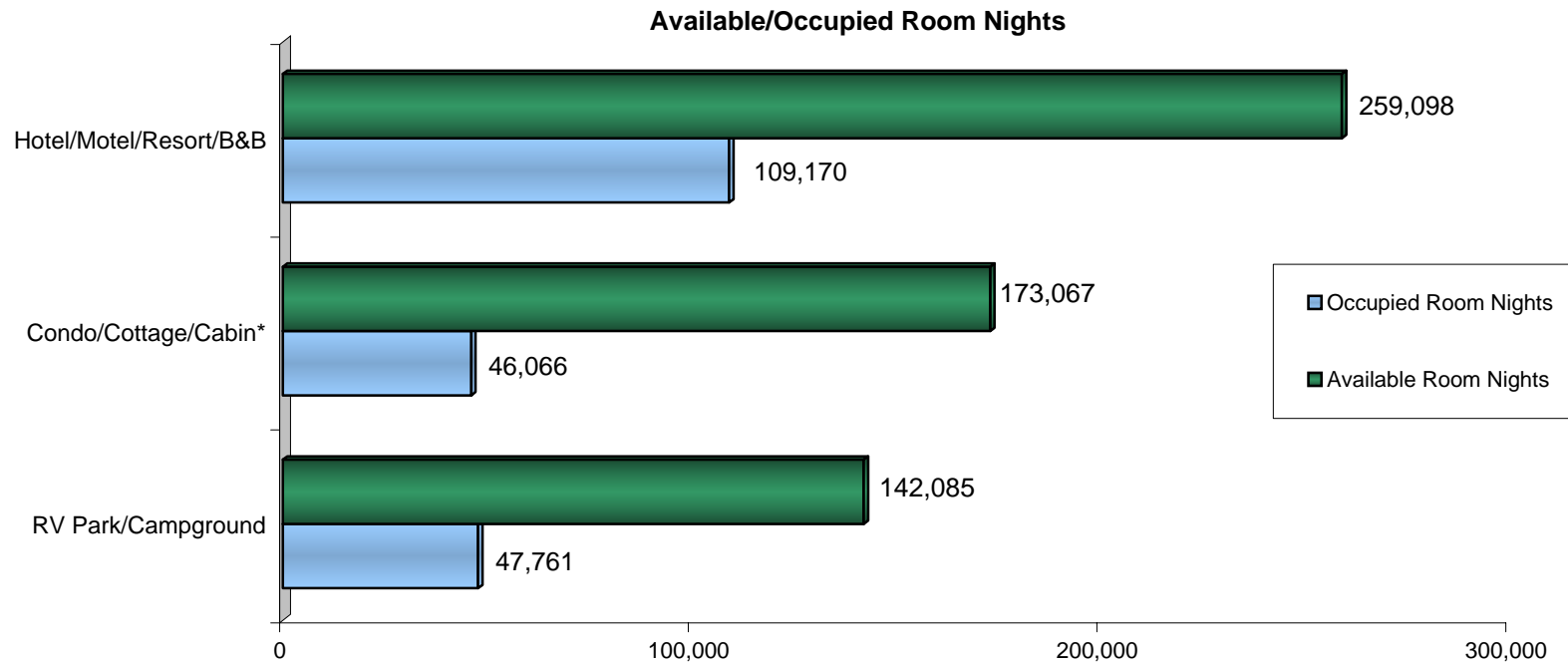


## Occupancy Data Analysis

### Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	109,170	259,098
Condo/Cottage/Cabin*	46,066	173,067
RV Park/Campground	47,761	142,085
<b>Total</b>	<b>202,997</b>	<b>574,250</b>

*\* Includes timeshare rental properties.*





## Occupancy Data Analysis

### Lodging Management Estimates

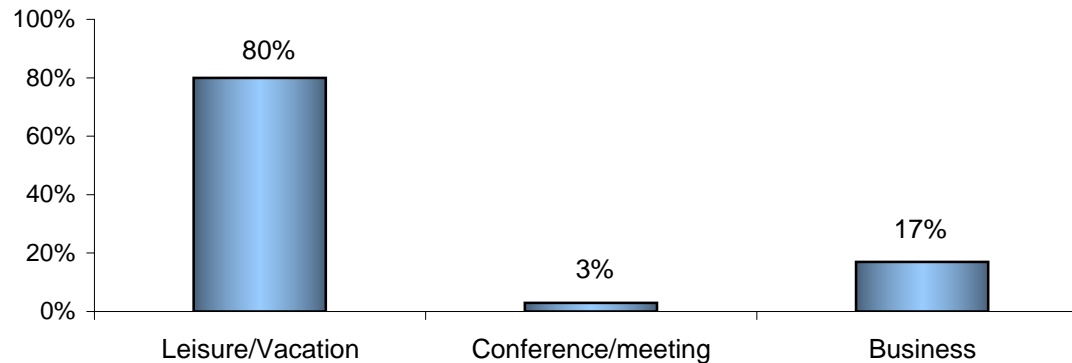
Guest Profile	
Total Respondents	112
Purpose of Visit	
Leisure/Vacation	80%
Conference/meeting	3%
Business	17%
Total Respondents	113
Average guests per room	2.4
Total Respondents	114
Average length of stay in nights	5.0

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

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

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

#### Purpose of Visit



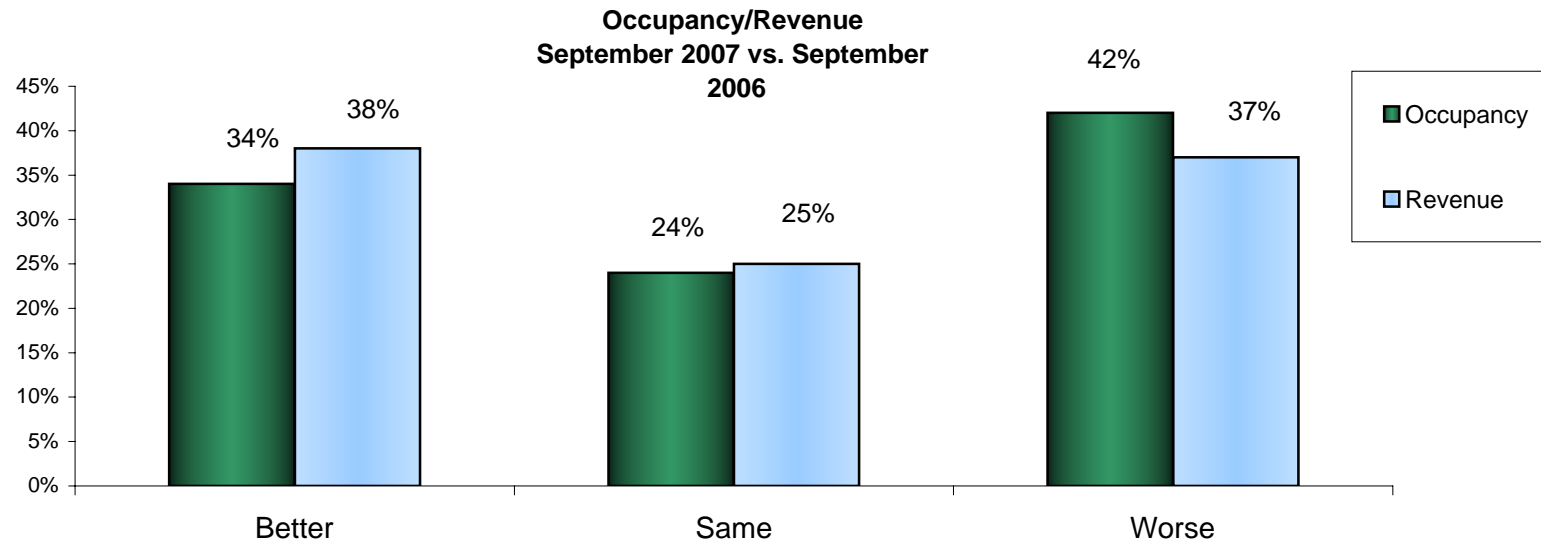


## Occupancy Data Analysis

### Occupancy Barometer September 2007 vs. September 2006

	Occupancy	Revenue
Total Respondents	117	111
Better	34%	38%
Same	24%	25%
Worse	42%	37%

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



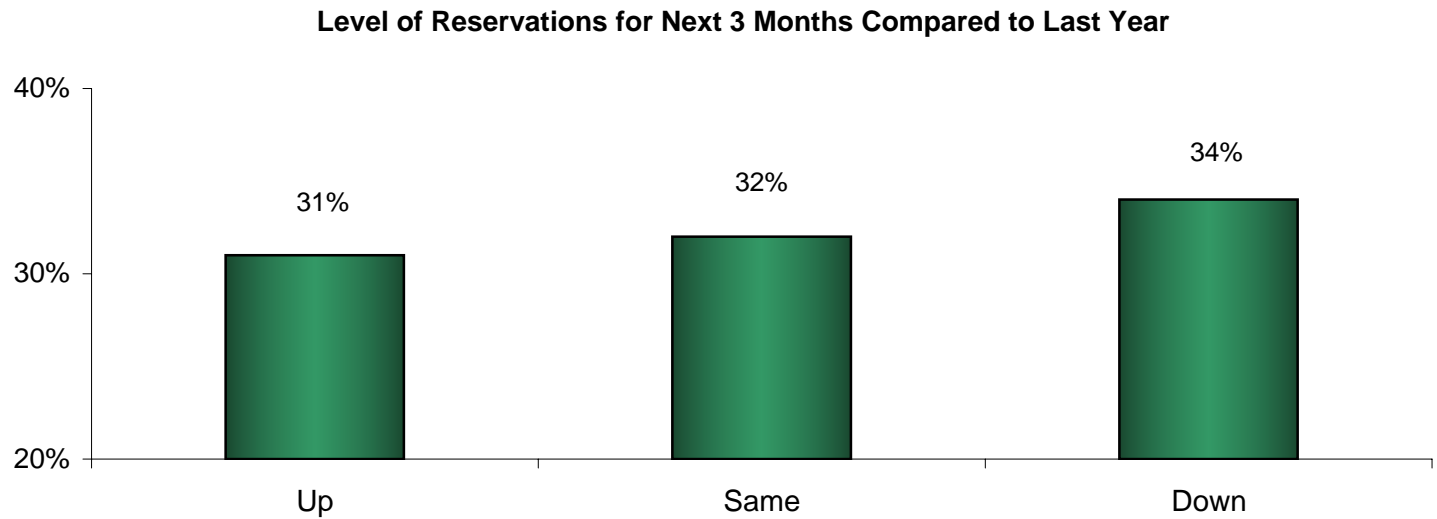


**Occupancy Data Analysis**

**Occupancy Barometer**

Level of Reservations for Next 3 Months Compared to Last Year	
Total Respondents	117
Up	31%
Same	32%
Down	34%
Don't Know/No Answer	3%

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



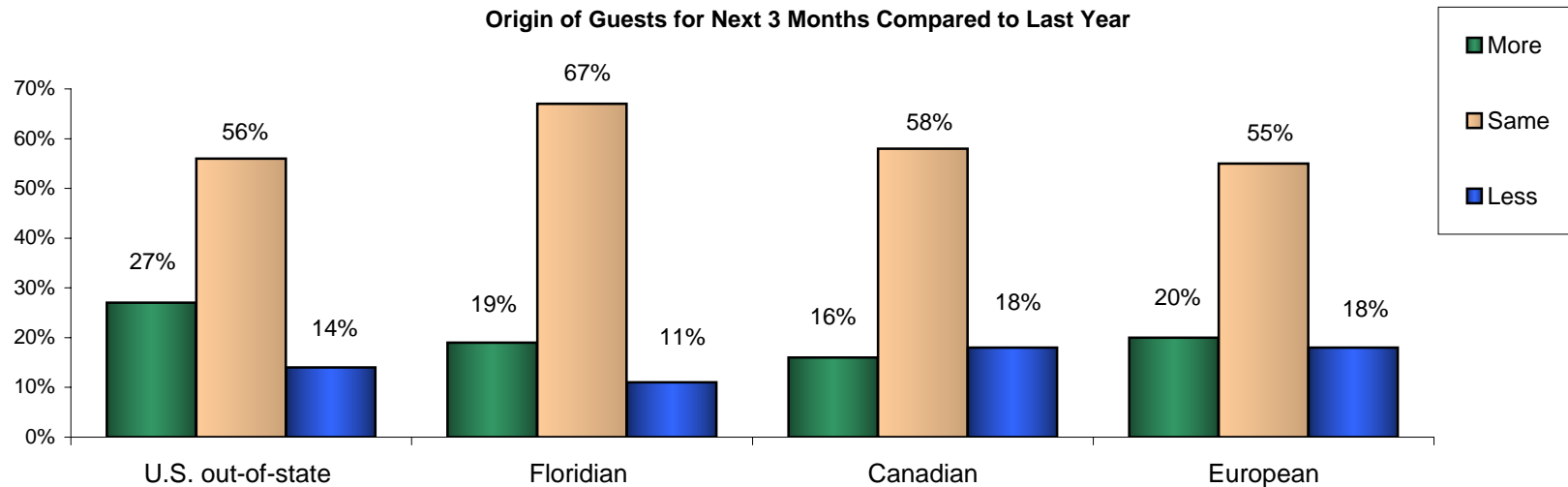


## Occupancy Data Analysis

## 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	27%	56%	14%	4%
Floridian	19%	67%	11%	3%
Canadian	16%	58%	18%	8%
European	20%	55%	18%	8%

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



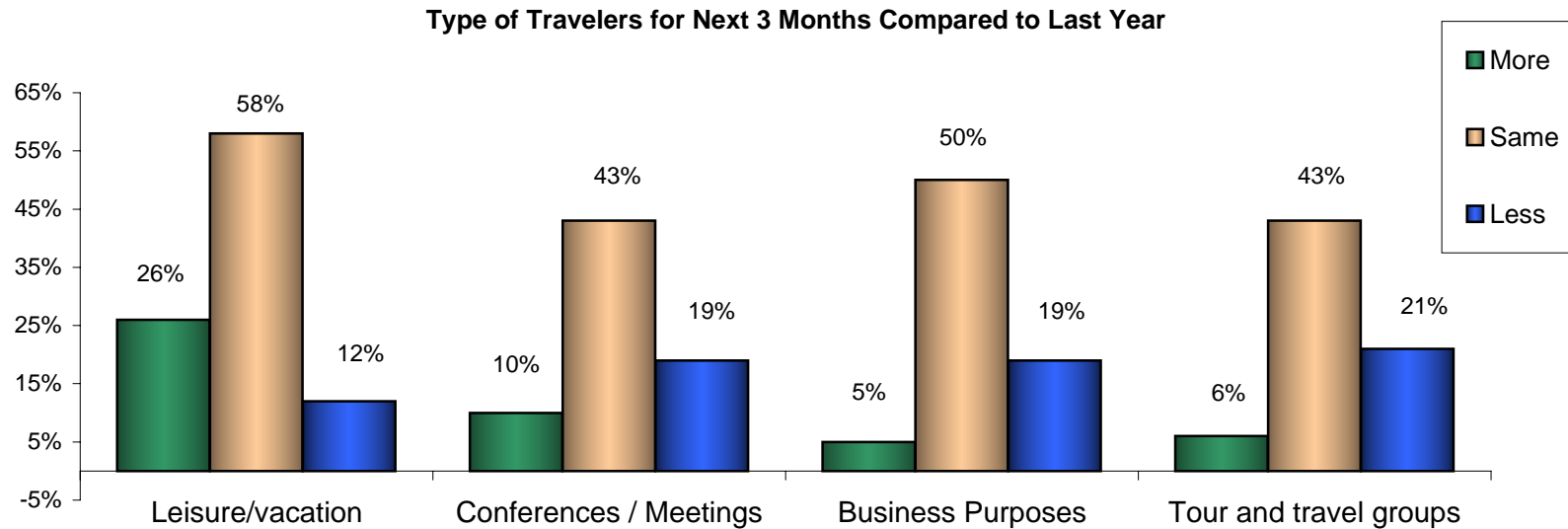


## Occupancy Data Analysis

### Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Total Respondents (96 Minimum)	More	Same	Less	N/A
Leisure/vacation	26%	58%	12%	4%
Conferences / Meetings	10%	43%	19%	28%
Business Purposes	5%	50%	19%	27%
Tour and travel groups	6%	43%	21%	30%

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





## **Economic Impact Analysis September 2007**



## Economic Impact Analysis

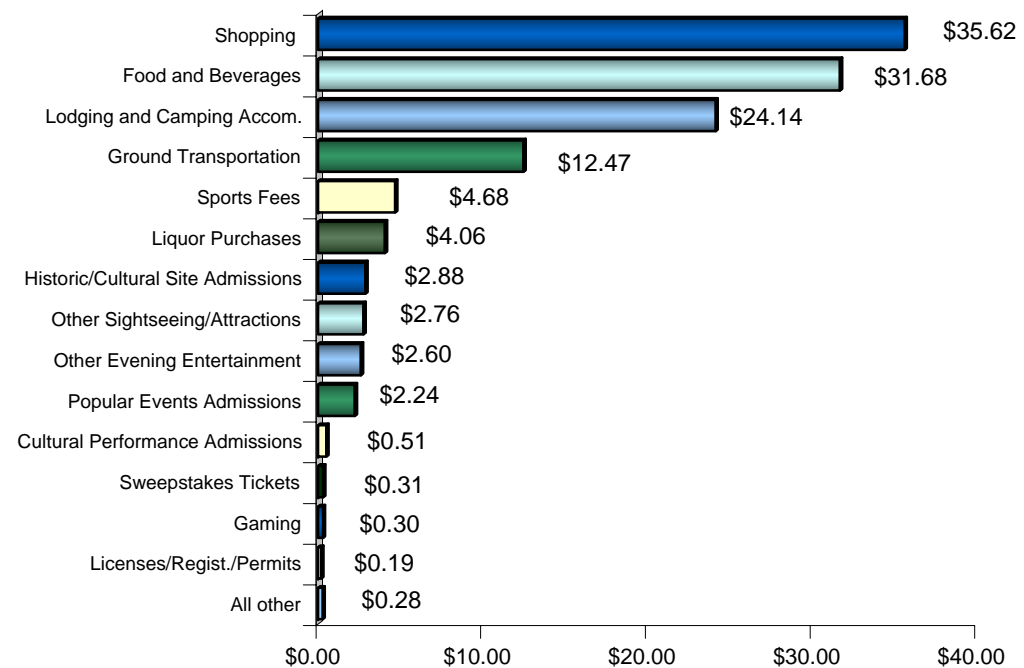
### Average Expenditures

#### Average Expenditures per Person per Day

<b>TOTAL</b>	<b>\$124.72</b>
Shopping	\$35.62
Food and Beverages	\$31.68
Lodging and Camping Accom.	\$24.14
Ground Transportation	\$12.47
Sports Fees	\$4.68
Liquor Purchases	\$4.06
Historic/Cultural Site Admissions	\$2.88
Other Sightseeing/Attractions	\$2.76
Other Evening Entertainment	\$2.60
Popular Events Admissions	\$2.24
Cultural Performance Admissions	\$0.51
Sweepstakes Tickets	\$0.31
Gaming	\$0.30
Licenses/Regist./Permits	\$0.19
All other	\$0.28

\* Per expenditure model

#### Expenditures per Person per Day





## Economic Impact Analysis

### Total Visitor Expenditures by Spending Category

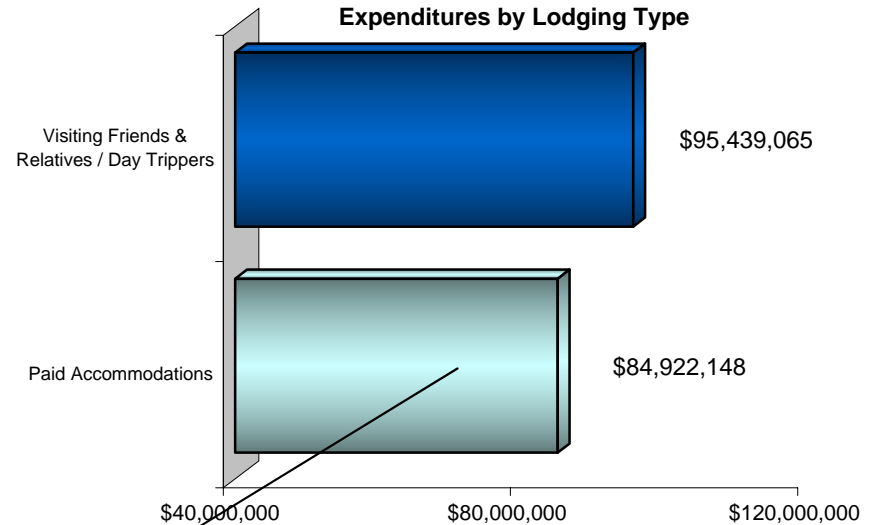
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-PAYING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$180,361,213</u>	<u>\$84,922,148</u>	<u>100%</u>	<u>\$95,439,065</u>	<u>100%</u>	<u>\$75,616,521</u>
Shopping	\$61,015,631	\$22,399,712	26%	\$38,615,919	40%	\$19,805,217
Food and Beverages	\$47,491,157	\$20,632,422	24%	\$26,858,735	28%	\$18,335,262
Lodging Accomodations	\$20,533,036	\$20,533,036	24%	\$0	0%	\$18,421,330
Ground Transportation	\$18,731,218	\$7,320,573	9%	\$11,410,645	12%	\$6,503,646
Sport Fees	\$6,220,844	\$3,561,597	4%	\$2,659,247	3%	\$3,201,353
Liquor Purchases	\$6,686,296	\$2,809,788	3%	\$3,876,508	4%	\$2,397,712
Other Sightseeing/Attractions	\$4,279,943	\$1,826,961	2%	\$2,452,982	3%	\$1,720,434
Historic/Cultural Site Admissions	\$4,610,192	\$1,702,166	2%	\$2,908,026	3%	\$1,522,864
Other Evening Entertainment	\$4,353,575	\$1,853,508	2%	\$2,500,067	3%	\$1,636,127
Popular Events Admissions	\$3,880,890	\$1,297,029	2%	\$2,583,861	3%	\$1,184,260
All Other	\$2,558,431	\$985,356	1%	\$1,573,075	2%	\$888,316



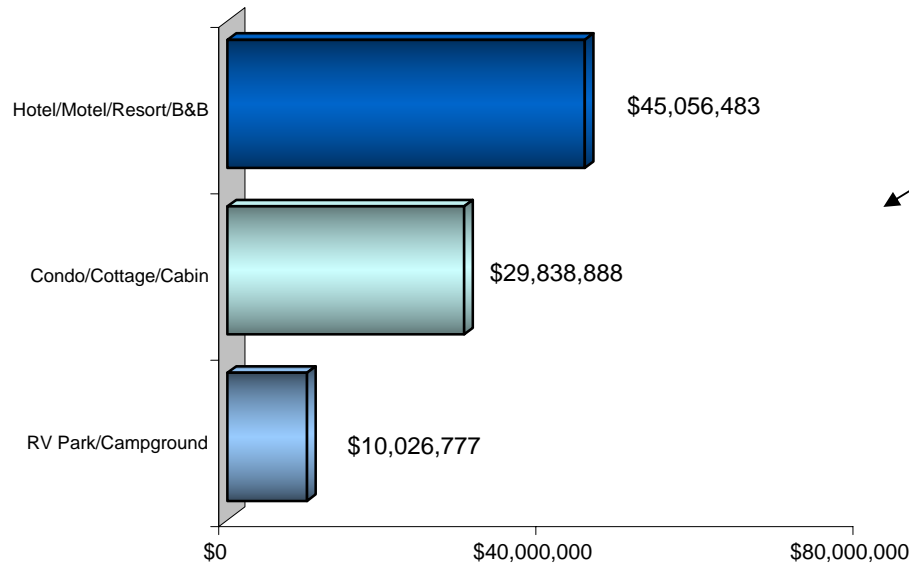
**Economic Impact Analysis**

**Total Visitor Expenditures by Lodging Type**

Total Expenditures by Lodging Type		
<b>TOTAL</b>	<b>\$180,361,213</b>	<b>100%</b>
Visiting Friends & Relatives / Day Trippers	\$95,439,065	53%
Paid Accommodations	\$84,922,148	47%
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$45,056,483</i>	<i>53%</i>
<i>Condo/Cottage/Cabin</i>	<i>\$29,838,888</i>	<i>35%</i>
<i>RV Park/Campground</i>	<i>\$10,026,777</i>	<i>12%</i>



**Paid Accommodations Expenditures by Lodging Type**





## Appendix September 2007



**Interviewing Statistics**

<b>Visitor Profile Interviewing Statistics</b>			
<b>City</b>	<b>Event/Location</b>	<b>Interviewing Dates</b>	<b>Number of Interviews</b>
Ft. Myers Beach	Pier at Ft. Myers Beach	9/1/2007	19
Ft. Myers	Best Western Resort	9/2/2007	3
Ft. Myers	Edison Ford Estates	9/10/2007	11
Ft. Myers Beach	Best Western Beach Resort	9/13/2007	31
Ft. Myers Beach	Best Western Beach Resort	9/24/2007	33
Ft. Myers	Hilton Garden Inn	9/25/2007	4
Ft. Myers	Lani Kai Beach	9/25/2007	23
Ft. Myers	Edison Ford Estates	9/27/2007	28
Ft. Myers Beach	Best Western Beach Resort	9/29/2007	<u>21</u>
			<b>173</b>



## Interviewing Statistics September 2007

### Occupancy Interviewing Statistics

\* Interviews were conducted from October 1 - October 15, 2007. Information was provided by 130 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	76
Condo/Cottage/Cabin	37
RV Park/Campground	11
Other (Trailer Park, Timeshare, Marina)	<u>6</u>
<b>Total</b>	<b>130</b>