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:

2011 Annual Visitor Profile and Occupancy Analysis (January – December)

March 2012

Executive Summary
2011

Throughout this report, statistically significant differences between responses for 2010 and 2011 at the 95% confidence level are noted with an A,B lettering system. For example:

2010 A	2011 B
60%	70%A

In the table above 70% in Column B is statistically greater than 60% in Column A.

Executive Summary

Introduction

The following pages summarize the ongoing Visitor Profile and Occupancy research conducted in Lee County. This research includes monthly surveys of:

- Visitors in Lee County (200 per month);
- Lodging Property managers (approximately 115 per month); and
- Residents of Lee County (100 per month).

This report covers the period of January-December 2011 compared with January-December 2010. Where referenced the seasons are defined as follows:

- Winter (January-March 2011)
- Spring (April-June 2011)
- Summer (July-September 2011)
- Fall (October-December 2011)

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Visitation Estimates

- During calendar year 2011, Lee County hosted an estimated 4.7 million total visitors. Slightly more than half of these visitors stayed in paid accommodations on their trip (2.5 million).

- The estimated number of Lee County visitors staying in paid accommodations grew nearly 6% from 2010 to 2011, while those staying with friends and relatives declined (-10.7%). As a result, 2011 total visitation was somewhat lower than that estimated for 2010 (-2.7%).

Estimated Visitation					
	%		# of Visitors		% Change
	2010	2011	2010	2011	
Total Visitation			*4,817,311*	*4,686,020*	*-2.7%*
Paid Accommodations	49%	53%	2,358,260	2,490,202	5.6%
Friends/Relatives	51%	47%	2,459,051	2,195,818	-10.7%

Visitor Expenditures

- Estimated visitor expenditures for CY 2011 are $2.71 billion, a 9.7% increase over the same period last year. This increase was generated by growth in spending among paid accommodations guests (+16.5%), while spending among those staying with friends and relatives was flat year-over-year (-0.4%).

Estimated Visitor Expenditures			
	2010	2011	Change
Total Visitor Expenditures	*$2,468,054,834*	*$2,706,986,451*	*9.7%*
Paid Accommodations	$1,475,248,904	$1,718,300,034	16.5%
Friends/Relatives	$992,805,930	$988,686,417	-0.4%

- As expected, total expenditures were highest during the winter season (January-March 2011) and lowest during the summer season (July-September 2011). The winter, spring, and summer seasons saw year-over-year increases in total expenditures while the fall season saw a slight decline from 2010.

Estimated Visitor Expenditures					
	Annual Total	Winter 2011	Spring 2011	Summer 2011	Fall 2011
Total Visitor Expenditures	*$2,706,986,451*	*$1,059,789,860*	*$687,312,990*	*$455,454,655*	*$504,428,946*
Paid Accommodations	$1,718,300,034	$730,386,225	$386,914,333	$278,762,469	$322,237,007
Friends/Relatives	$988,686,417	$329,403,635	$300,398,657	$176,692,186	$182,191,939

Visitor Origins

- The majority of 2011 paid accommodations guests were U.S. residents (78%), representing 1.95 million visitors in 2011 – a 4.1% increase in over 2010.

- More than half a million international visitors stayed in Lee County's paid accommodations during 2011 – also an increase over the prior year. Canada, Germany, and the UK delivered the largest numbers of these international visitors. Canada surpassed Germany as the top international feeder market in 2011, a stronghold Germany had maintained the prior three years.

Visitor Origin - Visitors Staying in Paid Accommodations						
	2010	**2011**	**2010**	**2011**	**Rel. Chg.**	**% Chg.**
United States	80%	78%	1,876,664	1,953,806	77,143	4.1%
Canada	5%	6%	122,175	147,076	24,901	20.4%
Germany	6%	4%	134,961	111,028	-23,933	-17.7%
UK	5%	4%	109,389	109,586	197	0.2%
Scandinavia	1%	2%	19,889	40,374	20,485	103.0%
Switzerland	1%	1%	14,206	31,722	17,516	123.3%
France	<1%	1%	11,365	28,838	17,473	153.7%
BeNeLux	1%	1%	32,675	21,629	-11,046	-33.8%
Austria	<1%	<1%	8,524	11,535	3,012	35.3%
Ireland	<1%	<1%	11,365	7,210	-4,155	-36.6%
Latin America	<1%	<1%	2,841	4,326	1,484	52.2%
Other	<1%	<1%	9,944	5,768	-4,176	-42.0%
No Answer	<1%	1%	4,262	17,303	13,041	306.0%

- Lee County saw differences in the distribution of visitor origin by country depending on the time of year. While the U.S. markets dominated as the majority each season, the proportion of U.S. residents staying in Lee County paid accommodations was higher in the winter and spring seasons than in summer and fall. On the international front, Canadians contributed a larger share in the winter season than in the spring or summer whereas the incidence of German and UK visitors was higher in the summer and fall seasons than at other times of the year.

- The 2011 visitor origin patterns by U.S. region mirrored those observed in 2010. Nearly half of Lee County's 2011 domestic paid accommodations guests came from the Midwest (45%). One-quarter came from the South (25%), one in five from the Northeast (20%), and very few from the West (2%).

- Chicago prevailed as the top domestic feeder market for Lee County in 2011, followed by Indianapolis, New York, and Minneapolis. The key Florida markets ranking in the top 10 were Miami, Tampa-Saint Petersburg, and West Palm Beach.

U.S. Region (Paid Accommodations)

	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Florida	14%	12%	258,556	232,150	-10.2%
South (including Florida)	28%	25%	522,795	493,138	-5.7%
Midwest	46%	45%	862,328	875,248	1.5%
Northeast	20%	20%	379,310	393,645	3.8%
West	3%	2%	53,984	33,164	-38.6%
No Answer	3%	8%	58,246	158,612	172.3%

Top DMAs (Paid Accommodations)

	%	Visitor Estimates	2011 Rank	2010 Rank
Chicago	6.3%	122,564	1	2
Indianapolis	4.9%	96,609	2	4
New York	4.6%	90,841	3	1
Minneapolis-Saint Paul	4.1%	80,748	4	3
Miami-Fort Lauderdale	3.7%	72,096	5	6
Boston	3.6%	70,654	6	7
Detroit	3.0%	57,677	7	9
Tampa-Saint Petersburg	3.0%	57,677	8	5
Philadelphia	2.8%	54,793	9	8
West Palm Beach	2.5%	49,025	10	16

Trip Planning

- The majority of 2011 visitors started talking about their trip to Lee County at least three months in advance (69%) and nearly as many said they chose Lee County for their destination within that same timeframe (62%). Fewer visitors booked their lodging as far in advance (49%). These patterns were similar to trip planning behaviors reported by 2010 visitors.
    - First-time visitors were more likely than repeat visitors to engage in short-range planning (less than 3 months before their trip).
    - Similarly, in-state visitors were more likely than those from out-of-state or other countries to have a short trip planning window.
- Most 2011 visitors utilized the Internet to aid in planning their Lee County trip. Eight in ten mentioned visiting websites while planning their Lee County trip (79%). Nearly one-third used *search engines* (31%) or *airline* (30%) websites. One-quarter used *hotel* (26%) or *booking* (25%) websites. These proportions were higher among first time visitors and lower among repeat visitors.
- *Warm weather, peaceful/relaxing*, and *white sandy beaches* were influential attributes for the majority of 2011 visitors in selecting Lee County as a travel destination.

Visitor Profile

- Consistent with the prior year, about three visitors in four during 2011 had visited Lee County before (73%), and they averaged nearly one visit per year in the past 5 years (mean 4.4). Therefore, the minority of 2011 visitors were experiencing Lee County for the first time (25%).
    - Summer drew a higher proportion of first-time visitors (31%) than did winter, spring, and fall (23%-24%).
    - International visitors were more likely to be first-timers (42%) than were out-of-state (22%) or in-state (11%) visitors.
- The profile of lodging type used was generally similar among 2010 and 2011 visitors. A sizable minority of 2011 visitors said they were staying in hotel/motels (43%), and nearly as many were staying in condos or vacation homes (38%). A relatively small proportion of 2011 visitors indicated they were staying at the home of family or friends (14%) or in RV parks/campgrounds (3%). Slightly fewer than half of 2011 visitors stated the quality of their accommodations far exceeded/exceeded expectations (44%).
- The top activities enjoyed while visiting Lee County during 2011 were *beaches*, *relaxing*, and *dining out*, with more than two-thirds of visitors specifying one of these activities (98%, 78%, and 71% respectively). Additionally, more than half enjoyed *shopping* and *swimming* (55% each). First-time visitors were more likely to engage in *sightseeing* and *visiting attractions* than were repeat visitors.

Visitor Profile (continued)

- Similar to last year slightly fewer than half of 2011 visitors claimed to have taken day trips outside of Lee County (44%). The prevalence of taking day trips was significantly higher among international visitors (68%) than among domestic visitors (38%). Both domestic and international visitors cited Naples most often as a day trip destination.

- Visitor satisfaction levels remained positive in 2011, with 94% visitors reporting that they were *very satisfied* or *satisfied* with their visit to Lee County. Such satisfaction is likely to payout dividends in the future through word-of-mouth and repeat visitation. In fact, most visitors (89%) said they will recommend Lee County to a friend over other areas in Florida. Further, the vast majority of 2011 visitors (89%) indicated they are likely to return to Lee County themselves, and 60% claimed they will return next year. Intent to return was strong even among first-timers – two-thirds of them said they are likely to return, but many were not sure if they will take that trip next year.

- When prompted to provide feedback on what they liked least about Lee County during their trip, *traffic* led the list with 27% of 2011 visitors citing it as a dislike – similar to last year. *Insects* was a close second at 21%, a significant increase in response levels versus 2010 (14%) but not surprising given that officials with Lee County Mosquito Control were claiming that summer 2011 was the worst mosquito crop in years. On a positive note, visitors' concerns about *beach seaweed* and *weather* were much less pronounced during 2011 than during the prior year.

- The demographic profile of 2011 Lee County visitors and their travel parties matched that of 2010 visitors. The characteristics of visitors interviewed during 2011 can be summarized as follows:

    - 51 years of age on average
    - $99,900 household income on average
    - 74% married
    - 42% traveling as a couple
    - 26% traveling with children
    - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, the number of *available* room nights increased by 52,924 year-over-year (+0.7%) but *occupied* room nights increased by 285,878 (+7.1%). Hotel/motel/resort and condo/vacation home properties saw decreases in *available* room nights and gains in *occupied* room nights (net positive). RV park/campground properties saw an increase in *available* room nights but *occupied* room nights increased at nearly the same rate (net neutral).

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	2,228,202	2,391,780	7.3%	4,272,011	4,166,148	-2.5%
Condo/Cottage/Vacation Home	970,367	1,004,630	3.5%	1,804,111	1,783,702	-1.1%
RV Park/Campground	835,992	924,029	10.5%	1,667,869	1,847,065	10.7%
Total	**4,034,561**	**4,320,439**	**7.1%**	**7,743,991**	**7,796,915**	**0.7%**

- As a result, there was an increase in average occupancy rate from 52.1% to 55.4% for the Lee County lodging industry in total (+6.4%). The decline in supply of room nights and the increase in demand created an upward shift in average occupancy rate for both hotels/motels/resorts and condos/vacation homes (+10.1% and +4.7% respectively). Average occupancy rate was relatively stable for RV parks/campgrounds (-0.2%).

- Average daily rates rose modestly from $119.33 in 2010 to $121.00 in 2011 (+1.4%). Hotels/motel properties and RV parks/campgrounds both showed increases in average daily rates (+4.4% and +3.0%) while ADR for condo/vacation homes dropped by 2.0%.

- The upticks in both average occupancy rate and ADR fostered a healthy 7.8% improvement in RevPAR performance from 2010 to 2011. All property categories experienced an increase in RevPAR but the shift was most pronounced for hotels/motels/resorts (+14.9%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	1630	1312		1653	1315		1630/1653	1312/1315	
Hotel/Motel/Resort/B&B	52.2%	57.4%	10.1%	$125.18	$130.70	4.4%	$65.29	$75.03	14.9%
Condo/Cottage/Vacation Home	53.8%	56.3%	4.7%	$169.63	$166.23	-2.0%	$91.24	$93.63	2.6%
RV Park/Campground	50.1%	50.0%	-0.2%	$45.36	$46.74	3.0%	$22.74	$23.38	2.8%
AVERAGE	52.1%	55.4%	6.4%	$119.33	$121.00	1.4%	$62.17	$67.05	7.8%

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Lodging Industry Assessments (cont'd)

- Property managers in 2011 reported very favorably when comparing their current month's *occupancy* and *revenue* year-over-year. More than three-quarters of property managers reported their 2011 *occupancy* was the same or better than the prior year (76% vs. 55% 2010). Likewise, the same number reported their *revenue* was the same or better than the prior year (75% vs. 50% 2010).

  Importantly, where we saw a significant positive shift was in the proportion who said their occupancy or revenue was better than in the prior year.
  - 48% of property managers reported their 2011 *occupancy* was better vs. 29% reporting the same in 2010.
  - 47% of property managers reported their 2011 *revenue* was better vs. 26% reporting the same in 2010.

- When asked about projected reservations for the next three months, reports from property managers were promising as well. Nearly three managers in four mentioned that their total level of reservations for the next three months are up over the same period the prior year (36%), while only 17% claimed the same in 2010. Another 36% said reservations for the next three months of 2011 are the same as last year (vs. 28% 2010). Only about one-quarter claimed that their reservations are down for the next three months (26% vs. 50% 2010).

- Also encouraging was the outlook conveyed by property managers regarding their expectations for increased visitation among guests from various market segments (geographic and traveler-type). Specifically, a significantly higher proportion said they expect more of each of the following types of travelers in the next three months:

  Origin of Guests
  - U.S. out-of-state (27% vs. 15% 2010)
  - Floridian (30% vs. 19%)
  - Canadian (20% vs. 11%)
  - European (22% vs. 11%)

  Type of Traveler
  - Leisure/Vacation (33% vs. 18% 2010)
  - Conference/Meetings (8% vs. 4%)
  - Business Purposes (12% vs. 6%)
  - Tour and Travel Groups (11% vs. 6%)

2011 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	49%	53%	2,358,260	2,490,202
Friends/Relatives	51%	47%	2,459,051	2,195,818
Total Visitation			*4,817,311*	*4,686,020*

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	14%	12%	258,556	232,150
United States	80%	78%	1,876,664	1,953,806
Canada	5%	6%	122,175	147,076
Germany	6%	4%	134,961	111,028
UK	5%	4%	109,389	109,586
Scandinavia	1%	2%	19,889	40,374
Switzerland	1%	1%	14,206	31,722
France	<1%	1%	11,365	28,838
BeNeLux	1%	1%	32,675	21,629
Austria	<1%	<1%	8,524	11,535
Ireland	<1%	<1%	11,365	7,210
Latin America	<1%	<1%	2,841	4,326
Other Europe/Other	<1%	<1%	9,944	5,768
No Answer	<1%	1%	4,262	17,303

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$2,468,054,834	$2,706,986,451	9.7%
Paid Accommodations	$1,475,248,904	$1,718,300,034	16.5%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$117.63	$114.18	-2.9%

First-Time/Repeat Visitors to Lee County		
	2010	2011
	A	B
First-time	25%	25%
Repeat	74%	73%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	1630	1312		1653	1315		1630/1653	1312/1315	
Hotel/Motel/Resort/B&B	52.2%	57.4%	10.1%	$125.18	$130.70	4.4%	$65.29	$75.03	14.9%
Condo/Cottage/Vacation Home	53.8%	56.3%	4.7%	$169.63	$166.23	-2.0%	$91.24	$93.63	2.6%
RV Park/Campground	50.1%	50.0%	-0.2%	$45.36	$46.74	3.0%	$22.74	$23.38	2.8%
AVERAGE	52.1%	55.4%	6.4%	$119.33	$121.00	1.4%	$62.17	$67.05	7.8%

Visitor Profile Analysis 2011

A total of 2,447 *interviews were conducted with visitors in Lee County during the months of January – December 2011. A total sample of this size is considered accurate to plus or minus 2.0 percentage points at the 95% confidence level.*

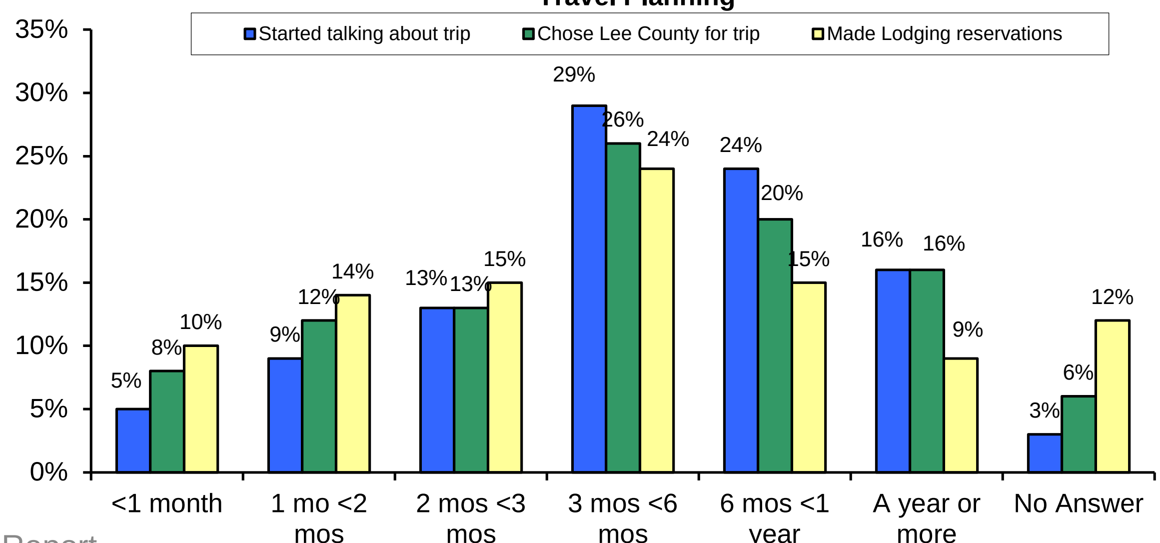
A total of 2,440 *interviews were conducted with visitors in Lee County during the months of January – December 2010. A total sample of this size is considered accurate to plus or minus 2.0 percentage points at the 95% confidence level.*

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	2011	2010	2011	2010	2011
	A	B	A	B	A	B
Total Respondents	2440	2447	2440	2447	2440	2447
Less than 3 months (net)	30%B	27%	34%	32%	41%	39%
<1 month	6%	5%	9%	8%	11%	10%
1 mo - < 2 mos	12%B	9%	13%B	12%	17%B	14%
2 mos - < 3 mos	12%	13%	12%	13%	12%	15%A
3 months or more (net)	67%	69%A	61%	62%	47%	49%
3 mos - < 6 mos	29%	29%	26%	26%	23%	24%
6 mos - <1 year	21%	24%A	17%	20%A	14%	15%
A year or more	17%	16%	17%	16%	11%	9%
No answer	3%	3%	6%	6%	12%	12%

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



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Travel Planning

Reserved Accommodations		
	Annual	
	2010	2011
	A	B
Total Respondents Staying in Paid Accommodations	2440	2447
Before leaving home	84%	83%
After arriving in Florida	6%	6%
On the road, but not in Florida	<1%	1%
No Answer	10%	10%

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

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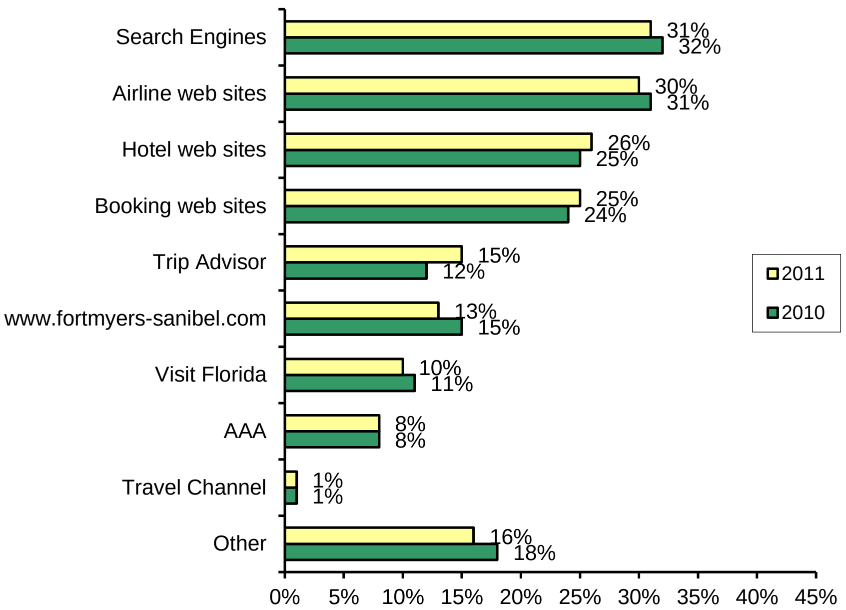
Travel Planning

Travel Web Sites Visited by Travelers		
	2010	**2011**
	A	**B**
Total Respondents with computer access	**2283**	**2264**
Visited web sites (net)	80%	79%
Search Engines	32%	31%
Airline web sites	31%	30%
Hotel web sites	25%	26%
Booking web sites	24%	25%
Trip Advisor	12%	15%A
www.fortmyers-sanibel.com	15%	13%
Visit Florida	11%	10%
AAA	8%	8%
Travel Channel	1%	1%
Other	18%	16%
Did not visit web sites	17%	18%
No Answer	3%	3%

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

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Planning

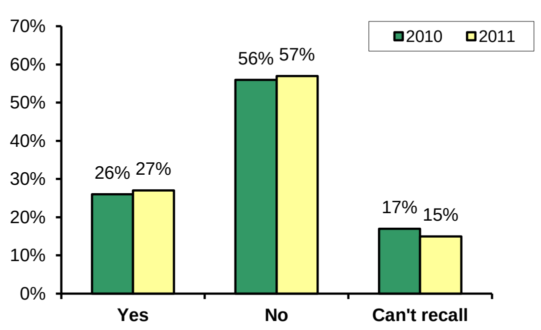
Travelers Requesting Information		
	2010	2011
	A	B
Total Respondents	2440	2447
Requested information (net)	35%	35%
Hotel Web Site	*15%*	*14%*
VCB Web Site	*8%*	*7%*
Call hotel	*7%*	*7%*
Visitor Guide	*5%*	*4%*
Call local Chamber of Commerce	*1%*	*1%*
Call VCB	*1%*	*<1%*
Other	12%	12%
Did not request information (net)	54%	53%
No Answer	12%	11%

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

Travel Agent Assistance		
	2010	2011
	A	B
Total Respondents	2440	2447
Yes	5%	5%
No	93%	94%

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

Recall of Promotions



Recall of Lee County Promotions		
	2010	2011
	A	B
Total Respondents	2440	2447
Yes	26%	27%
No	56%	57%
Can't recall	17%	15%

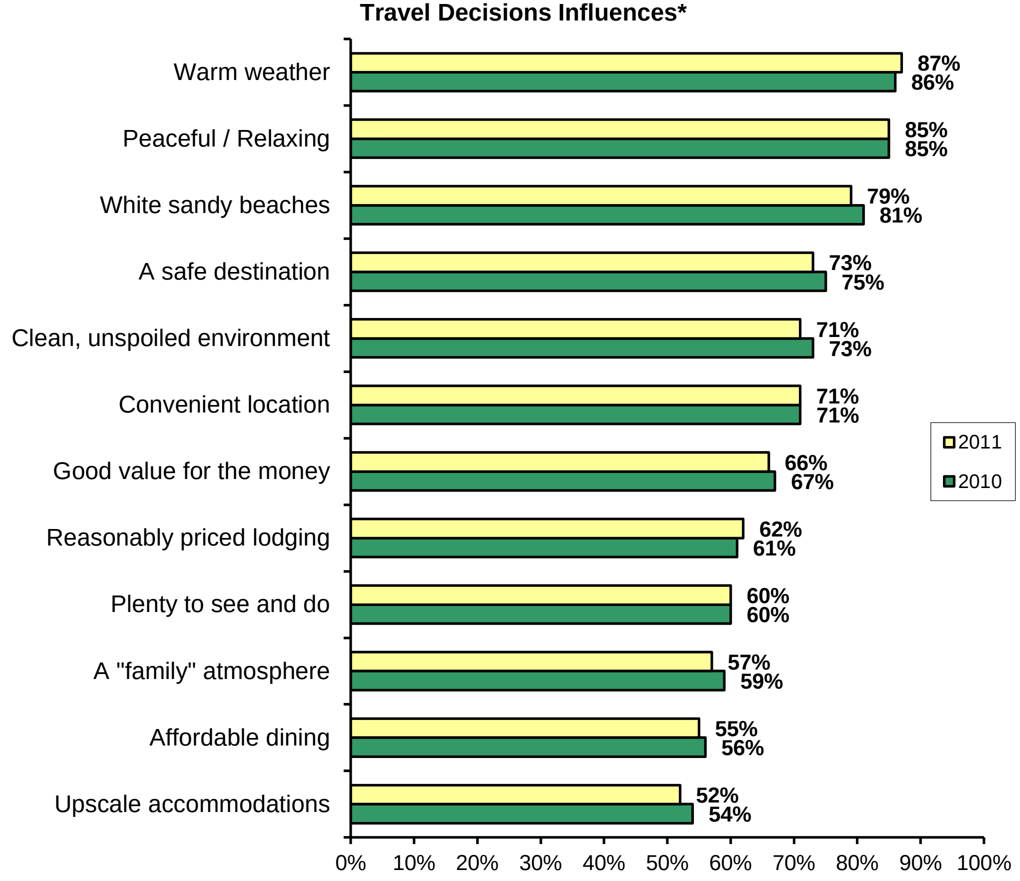
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

Travel Decision Influences*		
	2010	2011
	A	B
Total Respondents	2440	2447
Warm weather	86%	87%
Peaceful / Relaxing	85%	85%
White sandy beaches	81%	79%
A safe destination	75%	73%
Clean, unspoiled environment	73%	71%
Convenient location	71%	71%
Good value for the money	67%	66%
Reasonably priced lodging	61%	62%
Plenty to see and do	60%	60%
A "family" atmosphere	59%	57%
Affordable dining	56%	55%
Upscale accommodations	54%	52%

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?

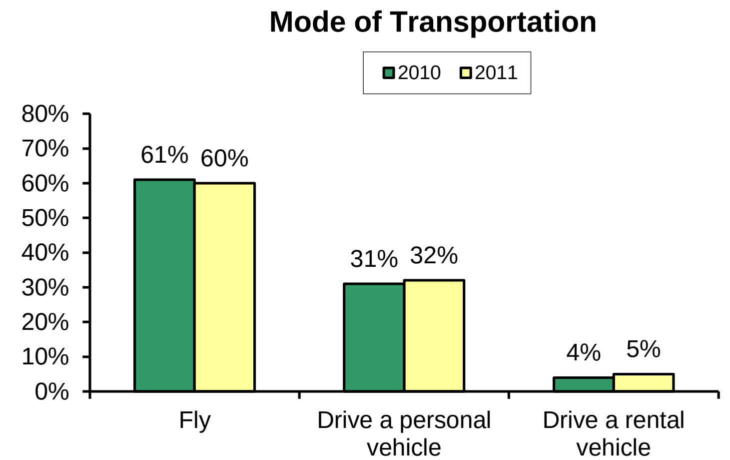
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

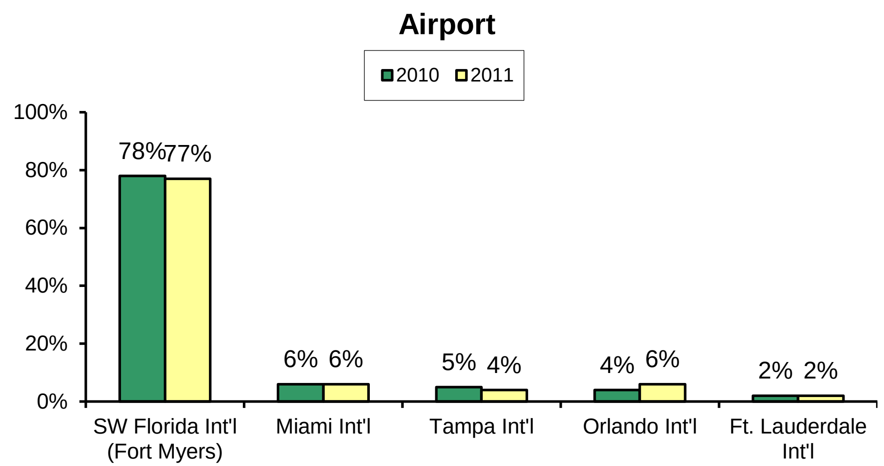
Mode of Transportation		
	2010	**2011**
	A	**B**
Total Respondents	2440	2447
Fly	61%	60%
Drive a personal vehicle	31%	32%
Drive a rental vehicle	4%	5%
Drive an RV	3%	2%
Travel by bus	<1%B	<1%
Other/No Answer	1%	1%

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



Airport		
	2010	**2011**
	A	**B**
Total Respondents who arrived by air	1483	1472
SW Florida Int'l (Fort Myers)	78%	77%
Miami Int'l	6%	6%
Tampa Int'l	5%	4%
Orlando Int'l	4%	6%A
Ft. Lauderdale Int'l	2%	2%
Sarasota / Bradenton	<1%	<1%
West Palm Beach Int'l	<1%	<1%
Other/No Answer	4%	5%

Q2: At which Florida airport did you land?



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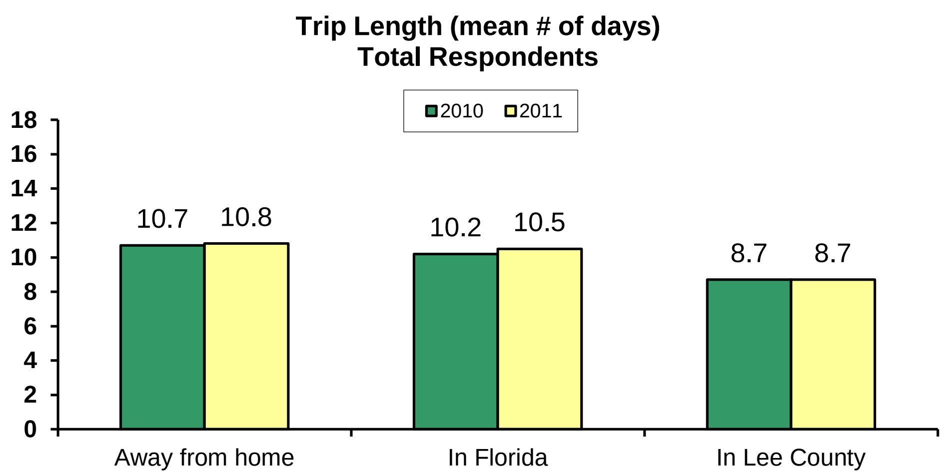
Trip Profile

Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
	A	B	
Total Respondents	2440	2447	
Away from home	10.7	10.8	0.9%
In Florida	10.2	10.5	2.9%
In Lee County	8.7	8.7	0.0%

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



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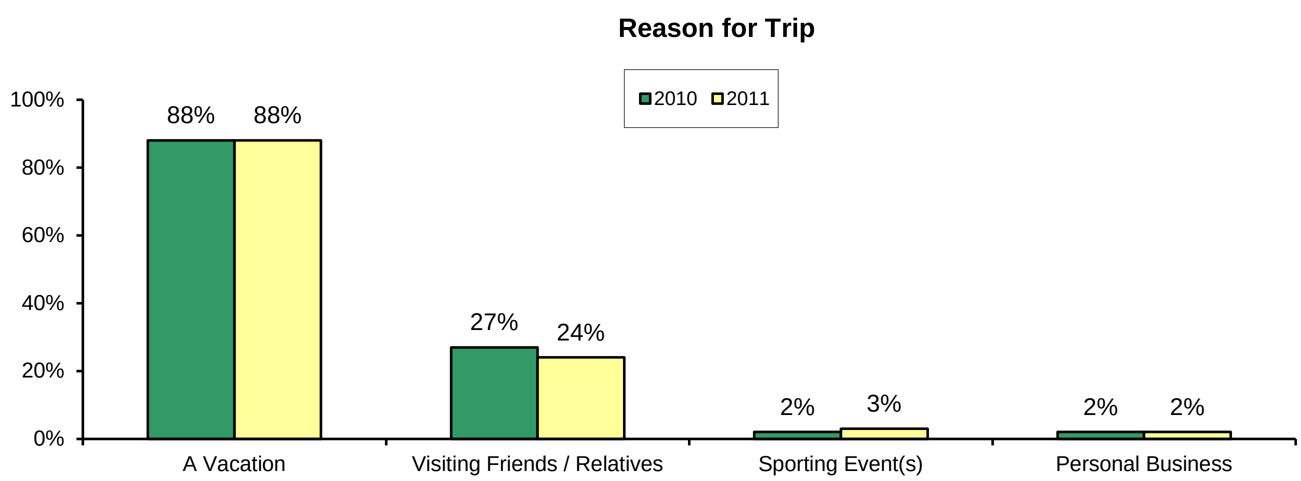
Trip Profile

Reason for Visit		
	2010	2011
	A	B
Total Respondents	2440	2447
A Vacation	88%	88%
Visiting Friends / Relatives	27%B	24%
Sporting Event(s)	2%	3%
Personal Business	2%	2%
Other Business Trip*	1%	1%
A Conference / Meeting*	1%	<1%
A Convention / Trade Show*	<1%B	<1%
Other/No Answer	3%	4%A

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

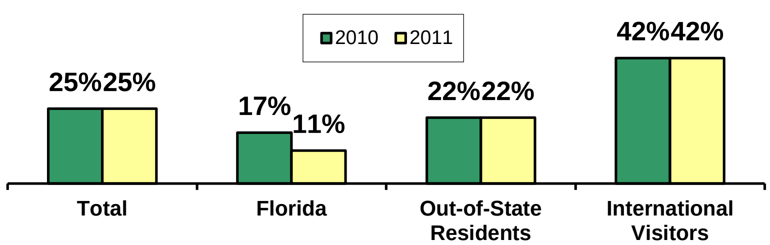


Trip Profile

First Time Visitors to Lee County	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
	A	B	A	B	A	B	A	B
Total Respondents	2440	2447	239	207	1691	1598	429	449
Yes	25%	25%	17%	11%	22%	22%	42%	42%
No	74%	73%	82%	86%	77%	77%	57%	57%
No answer	1%	1%	1%	3%	1%	1%	1%	1%

Q20: Is this your first visit to Lee County?

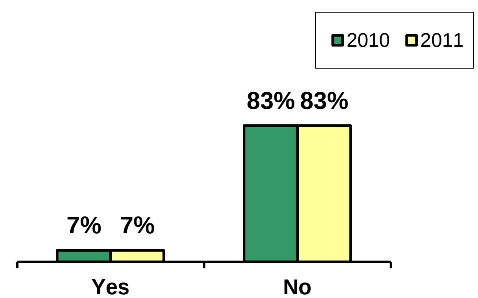
First Time Visitors to Lee County



First Time Visitors to Florida	2010	2011
	A	B
Total Respondents	2440	2447
Yes	7%	7%
No	83%	83%
No answer	1%	1%
*FL Residents**	*10%*	*8%*

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 .*

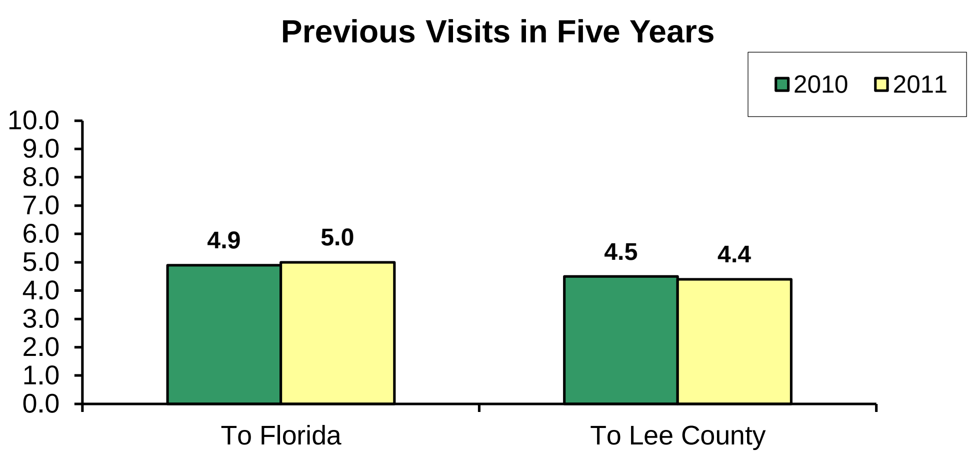
First Time Visitors to Florida



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
	A	B	A	B
Base: Repeat Visitors	2017(FL res. Excl.)	2042 (FL res. Excl.)	1810	1797
Number of visits	4.9	5.0	4.5	4.4

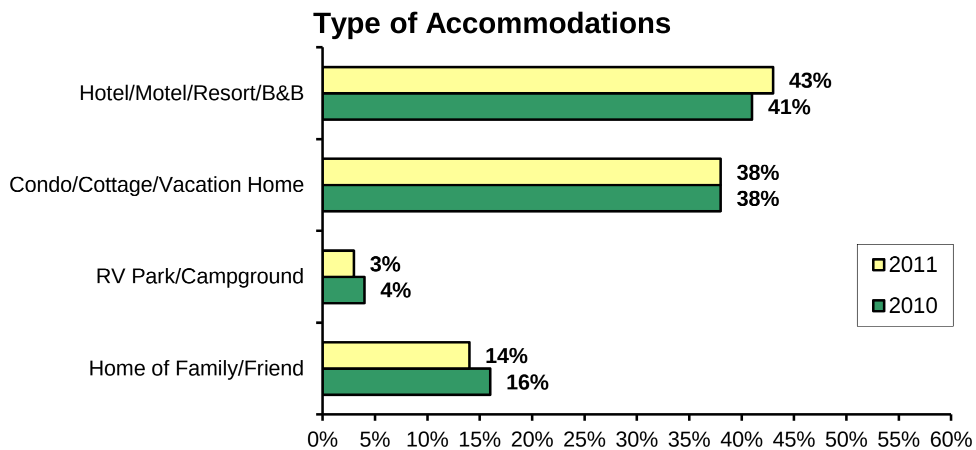
Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations	2010	2011
	A	B
Total Respondents	2440	2447
Hotel/Motel/Resort/B&B	**41%**	**43%**
Hotel/motel/inn	25%	26%
Resort	16%	17%
B&B	<1%	<1%
Condo/Cottage/Vacation Home	**38%**	**38%**
Rented home/condo	23%	25%
Borrowed home/condo	4%	5%
Owned home/condo	10%	9%
RV Park/Campground	**4%**	**3%**
Home of family/friend	**16%**	**14%**
Day trip (no accommodations)	**1%**	**2%**

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

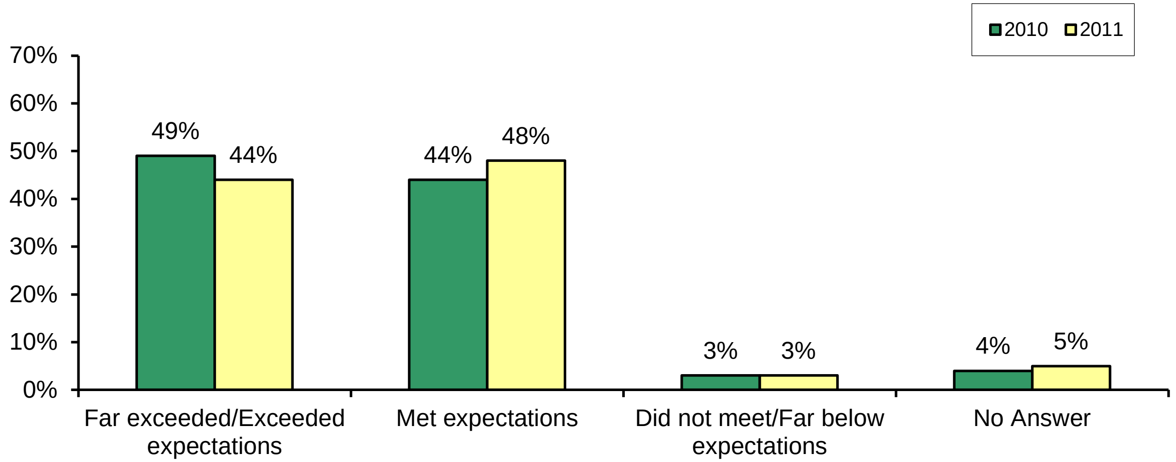


Trip Profile

Quality of Accommodations		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Far exceeded/Exceeded expectations	49%B	44%
Met your expectations	44%	48%A
Did not meet/Far below expectations	3%	3%
No Answer	4%	5%

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

Quality of Accommodations



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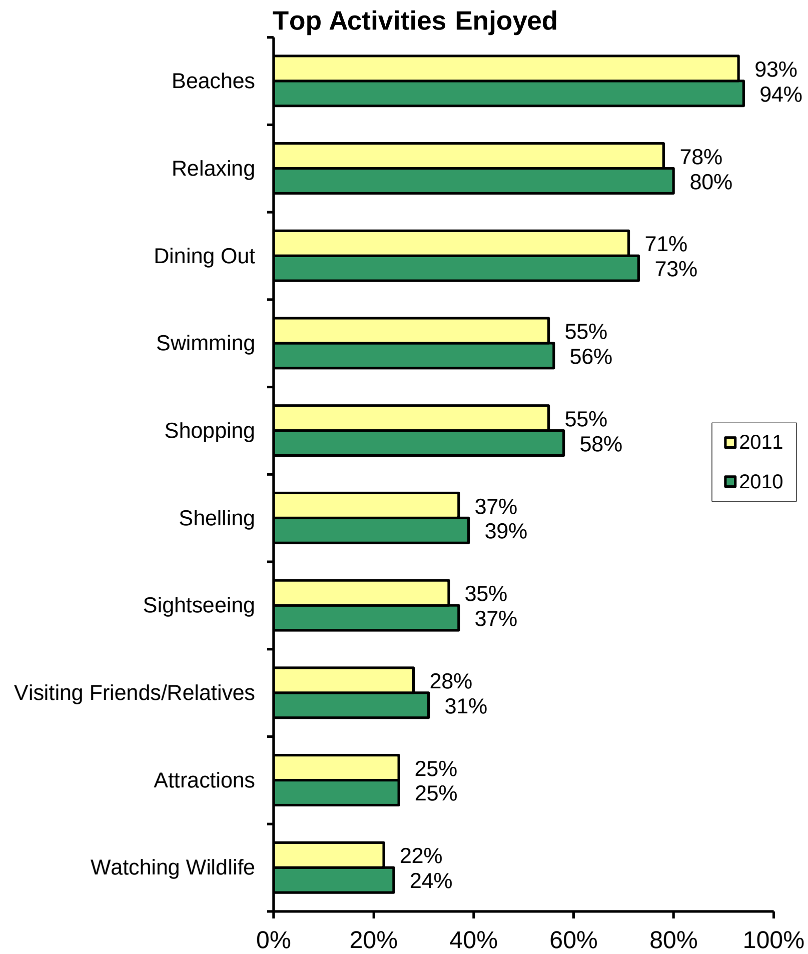
Trip Activities

Activities Enjoyed		
	2010	2011
	A	B
Total Respondents	2440	2447
Beaches	94%	93%
Relaxing	80%	78%
Dining Out	73%	71%
Shopping	58%B	55%
Swimming	56%	55%
Shelling	39%	37%
Sightseeing	37%	35%
Visiting Friends/Relatives	31%B	28%
Attractions	25%	25%
Watching Wildlife	24%	22%
Photography	22%	20%
Bars / Nightlife	18%	19%
Exercise / Working Out	17%	17%
Bicycle Riding	17%	15%
Birdwatching	16%B	14%
Fishing	11%	11%
Boating	9%	10%
Golfing	10%	9%
Miniature Golf	9%	9%
Parasailing / Jet Skiing	7%	8%
Sporting Event	6%	7%
Kayaking / Canoeing	6%	6%
Guided Tour	5%	6%
Cultural Events	5%	5%
Tennis	4%	3%
Scuba Diving / Snorkeling	2%	2%
Other	3%	2%
No Answer	1%	1%



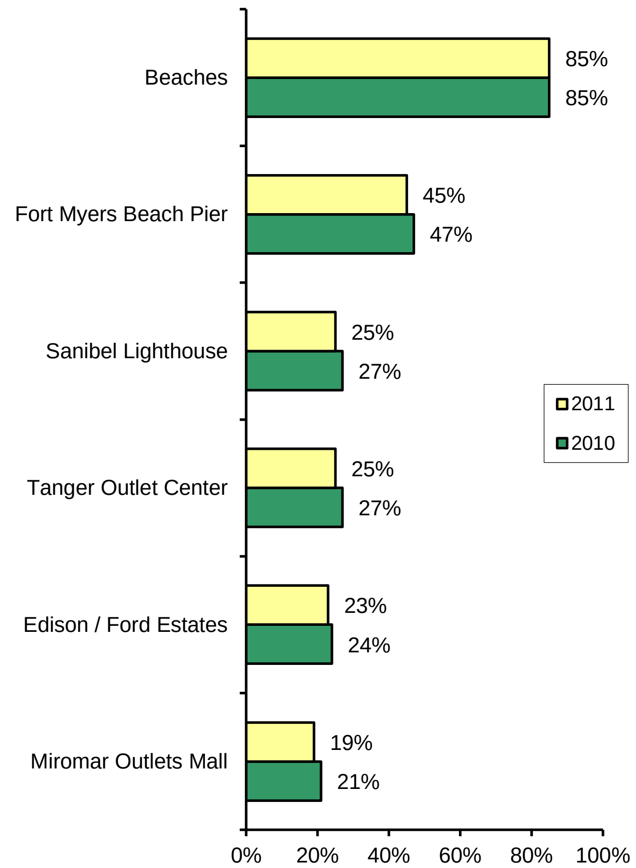
Q28: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*

Trip Activities

Attractions Visited		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Beaches	85%	85%
Fort Myers Beach Pier	47%	45%
Tanger Outlet Center	27%	25%
Sanibel Lighthouse	27%	25%
Edison / Ford Estates	24%	23%
Miromar Outlets Mall	21%	19%
Ding Darling National Wildlife Refuge	17%	15%
Periwinkle Place	13%	13%
Bell Tower Shops	13%	12%
Coconut Point Mall	11%	11%
Edison Mall	12%B	10%
Shell Factory and Nature Park	11%	10%
Gulf Coast Town Center	7%	8%
Manatee Park	6%	5%
Bailey-Matthews Shell Museum	3%	3%
Barbara B. Mann Perfoming Arts Hall	2%	2%
Broadway Palm Dinner Theater	2%	2%
Babcock Wilderness Adventures	1%	1%
Other	7%B	5%
None/No Answer (net)	4%	4%

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

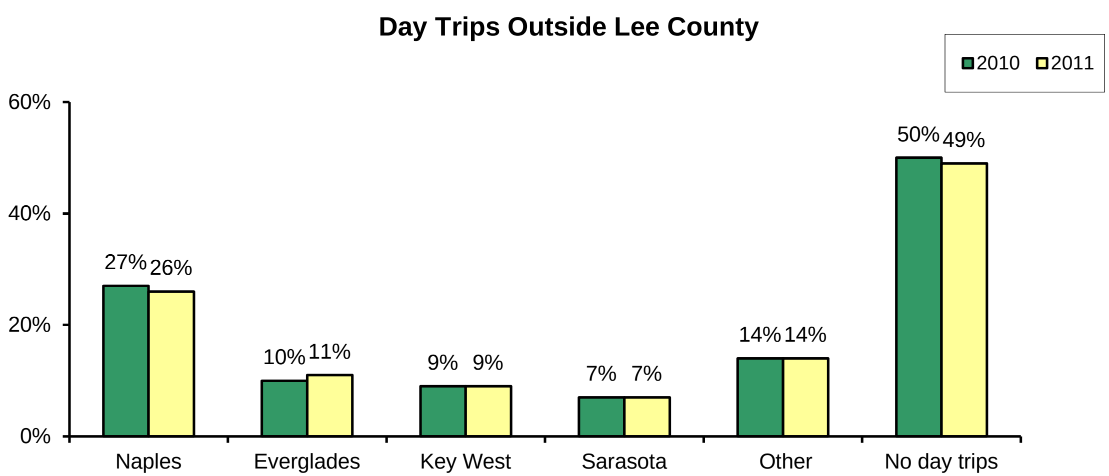
Top Attractions Visited



Trip Activities

Day Trips Outside Lee County		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Any day trips (NET)	44%	44%
Naples	*27%*	*26%*
Everglades	*10%*	*11%*
Key West	*9%*	*9%*
Sarasota	*7%*	*7%*
Other	*14%*	*14%*
No day trips	50%	49%
No Answer	6%	7%

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

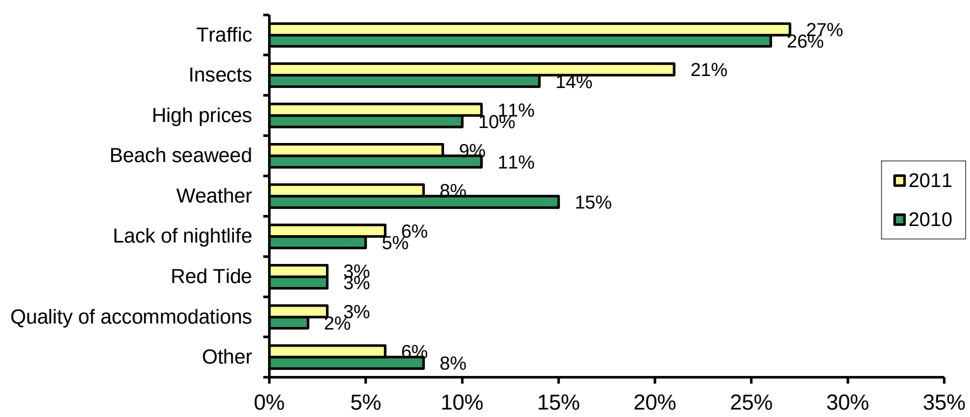


Trip Activities

Least Liked Features		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Traffic	26%	27%
Insects	14%	21%A
High prices	10%	11%
Beach seaweed	11%B	9%
Weather	15%B	8%
Lack of nightlife	5%	6%
Red Tide	3%	3%
Quality of accommodations	2%	3%
Other	8%B	6%
Nothing/No Answer (net)	35%	33%

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

Least Liked Features



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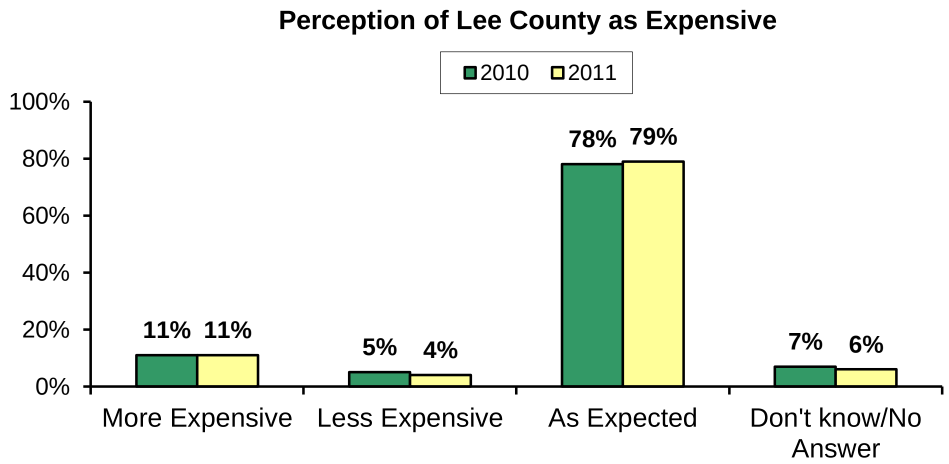
Lee County Experience

Perception of Lee County as Expensive		
	2010	**2011**
	A	B
Total Respondents	**2440**	**2447**
More Expensive	11%	11%
Less Expensive	5%	4%
As Expected	78%	79%
Don't know/No Answer (NET)	7%	6%

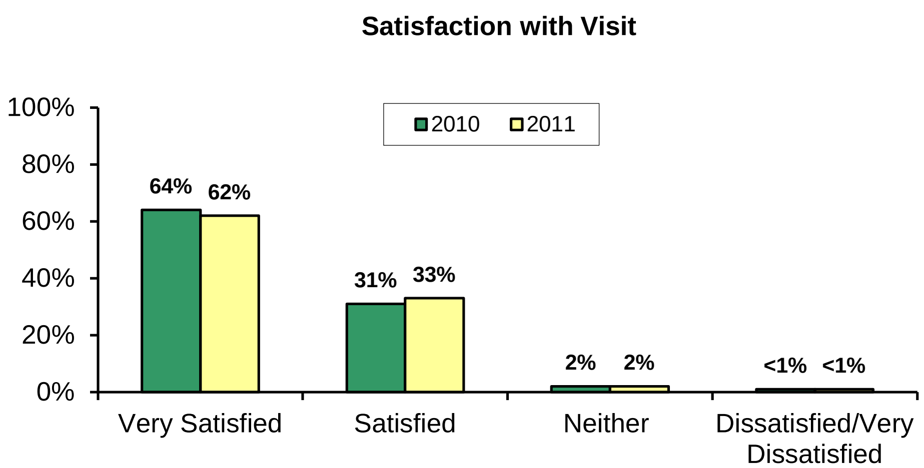
Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Lee County Experience

Satisfaction with Visit		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Satisfied	95%	94%
Very Satisfied	*64%*	*62%*
Satisfied	*31%*	*33%*
Neither	2%	2%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	3%	3%

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

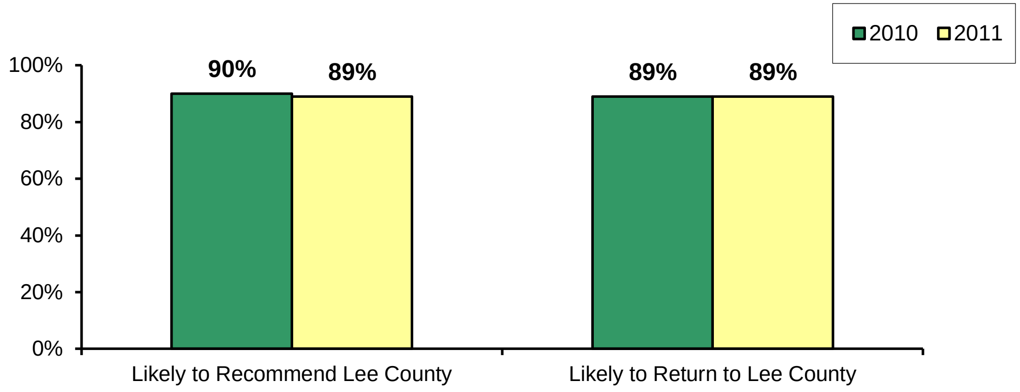


Future Plans

Likelihood to Recommend/Return to Lee County		
	2010	**2011**
	A	B
Total Respondents	**2440**	**2447**
Likely to Recommend Lee County	90%	89%
Likely to Return to Lee County	89%	89%
Base: Total Respondents Planning to Return	**2172**	**2185**
Likely to Return Next Year	62%	60%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q35: Will you come back to Lee County?
Q36: Will you come back next year?

Likelihood to Recommend/Return to Lee County (Responded "Yes")

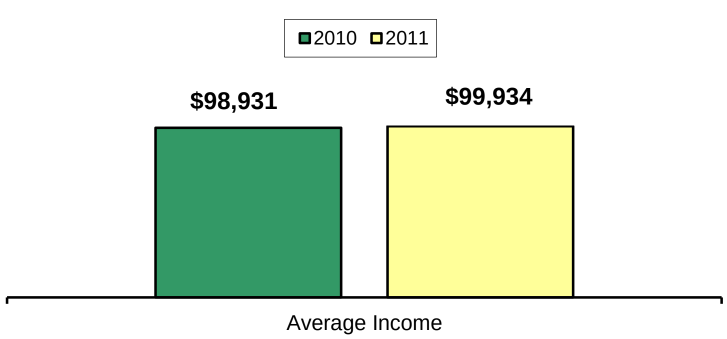


Demographic Profile

Visitor Demographic Profile		
	2010	2011
	A	B
Total Respondents	**2440**	**2447**
Age of respondent (mean)	50.2	50.5
Annual household income (mean)	$98,931	$99,934
Martial Status		
Married	74%	74%
Single	13%	13%
Other	11%	11%
Vacations per year (mean)	2.9	2.8
Short getaways per year (mean)	4.0	3.8

Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40. Are you: Married/Single/Other
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?

Annual Household Income



Travel Party		
	2010	2011
	A	B
Total Respondents	2440	2447
Couple	41%	42%
Family	39%B	36%
Group of couples/friends	10%	11%
Single	5%	6%
With Business Associates	<1%	<1%
In a Tour Group	1%B	<1%
Other	3%	2%
Mean travel party size	3.3	3.2
Mean adults in travel party	2.7	2.7

Q22: On this trip, are you traveling:
Q23: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children		
	2010	2011
	A	B
Total Respondents	2440	2447
Traveling with any Children (net)	29%	26%
Any younger than 6	12%B	10%
Any 6 - 11 years old	13%	13%
Any 12 - 17 years old	14%	14%

Q24: How many of those people are:
Younger than 6 years old/6-11 years old/12-17 years old/Adults

Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	
Paid Accommodations	49%	53%	2,358,260	2,490,202	5.6%
Friends/Relatives	51%	47%	2,459,051	2,195,818	-10.7%
Total Visitation			*4,817,311*	*4,686,020*	*-2.7%*
Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	80%	78%	1,876,664	1,953,806	4.1%
Canada	5%	6%	122,175	147,076	20.4%
Germany	6%	4%	134,961	111,028	-17.7%
UK	5%	4%	109,389	109,586	0.2%
Scandinavia	1%	2%	19,889	40,374	103.0%
Switzerland	1%	1%	14,206	31,722	123.3%
France	<1%	1%	11,365	28,838	153.7%
BeNeLux	1%	1%	32,675	21,629	-33.8%
Austria	<1%	<1%	8,524	11,535	35.3%
Ireland	<1%	<1%	11,365	7,210	-36.6%
Latin America	<1%	<1%	2,841	4,326	52.2%
Other	<1%	<1%	9,944	5,768	-42.0%
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	14%	12%	258,556	232,150	-10.2%
South (including Florida)	28%	25%	522,795	493,138	-5.7%
Midwest	46%	45%	862,328	875,248	1.5%
Northeast	20%	20%	379,310	393,645	3.8%
West	3%	2%	53,984	33,164	-38.6%
No Answer	3%	8%	58,246	158,612	172.3%

2011 Top DMAs (Paid Accommodations)		
Chicago	6%	122,564
Indianapolis	5%	96,609
New York	5%	90,841
Minneapolis-Saint Paul	4%	80,748
Miami-Fort Lauderdale	4%	72,096
Boston (Manchester, NH)	4%	70,654
Detroit	3%	57,677
Tampa-Saint Petersburg (Sarasota)	3%	57,677
Philadelphia	3%	54,793
West Palm Beach-Fort Pierce	3%	49,025

Occupancy Data Analysis 2011

A total of 1,366 interviews were conducted with visitors in Lee County during the month of January 2011 - December 2011. A total sample of this size is considered accurate to plus or minus 2.6 percentage points at the 95% confidence level.

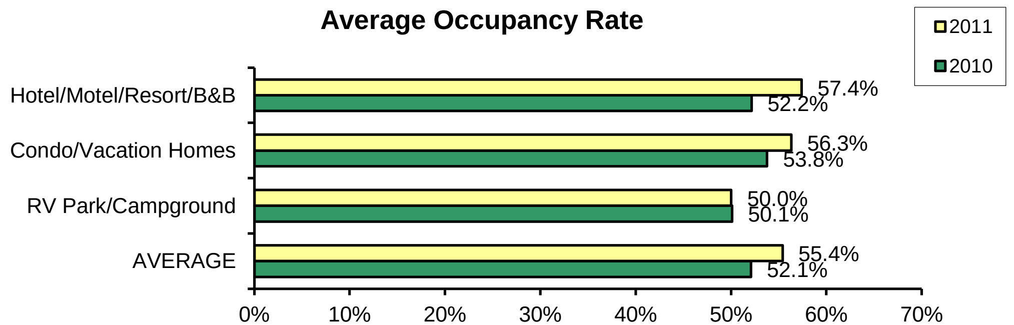
A total of 1,725 interviews were conducted with visitors in Lee County during the months of January 2010 - December 2010. A total sample of this size is considered accurate to plus or minus 2.4 percentage points at the 95% confidence level.

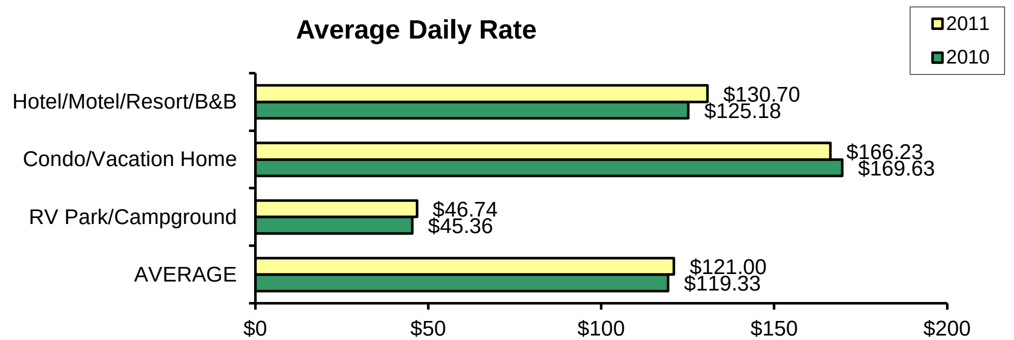
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	1630	1312		1653	1315		1630/1653	1312/1315	
Hotel/Motel/Resort/B&B	52.2%	57.4%	10.1%	$125.18	$130.70	4.4%	$65.29	$75.03	14.9%
Condo/Cottage/Vacation Home	53.8%	56.3%	4.7%	$169.63	$166.23	-2.0%	$91.24	$93.63	2.6%
RV Park/Campground	50.1%	50.0%	-0.2%	$45.36	$46.74	3.0%	$22.74	$23.38	2.8%
AVERAGE	52.1%	55.4%	6.4%	$119.33	$121.00	1.4%	$62.17	$67.05	7.8%

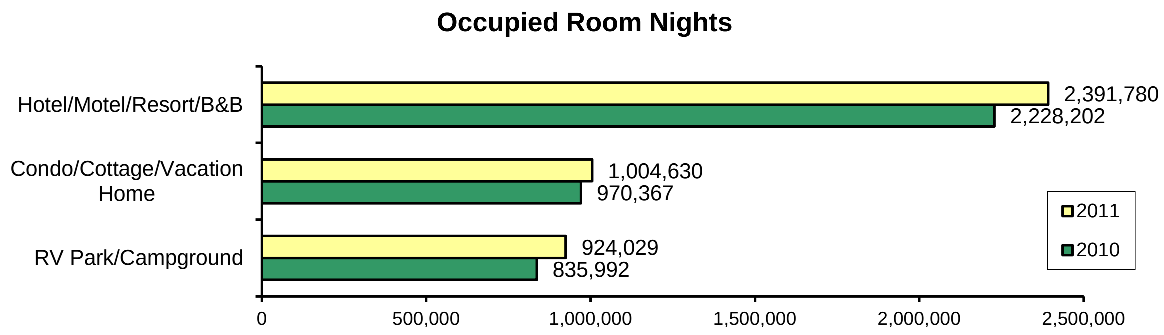
Q16: What was your overall average occupancy rate January 2011 – December 2011?
Q17: What was your average daily rate (ADR) January 2011 – December 2011?

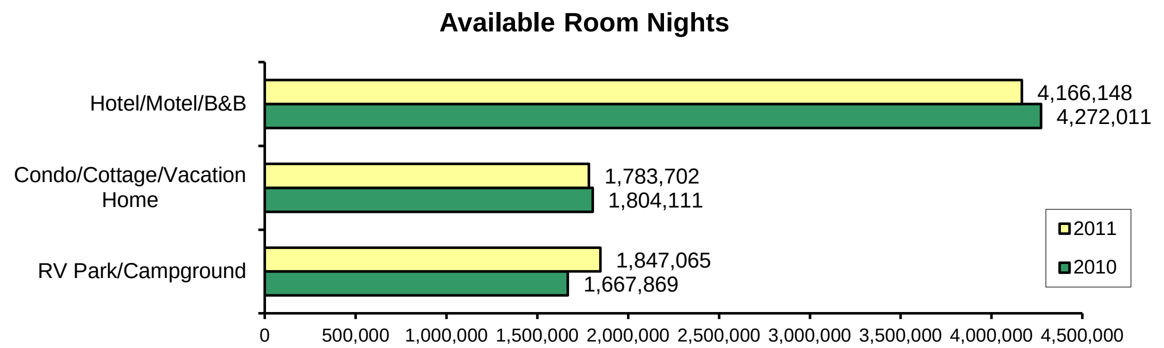




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	2,228,202	2,391,780	7.3%	4,272,011	4,166,148	-2.5%
Condo/Cottage/Vacation Home	970,367	1,004,630	3.5%	1,804,111	1,783,702	-1.1%
RV Park/Campground	835,992	924,029	10.5%	1,667,869	1,847,065	10.7%
Total	**4,034,561**	**4,320,439**	**7.1%**	**7,743,991**	**7,796,915**	**0.7%**

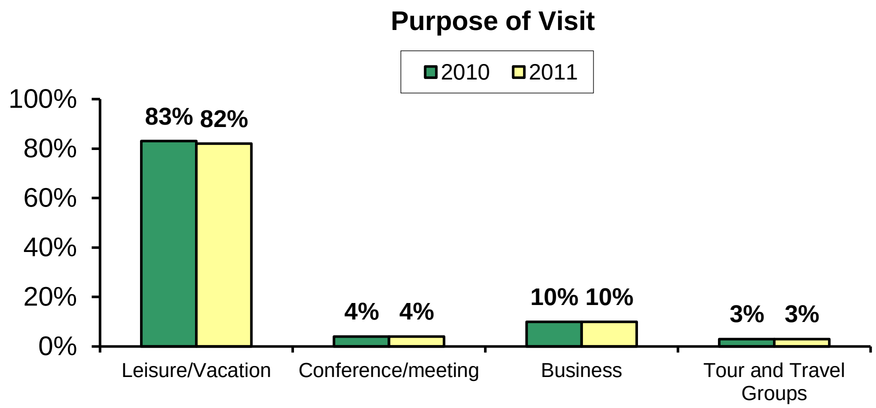




Lodging Management Estimates

Guest Profile		
	2010	**2011**
Property Managers Responding	1406	1167
Purpose of Visit		
Leisure/Vacation	83%	82%
Conference/meeting	4%	4%
Business	10%	10%
Tour and Travel Groups	3%	3%
Property Managers Responding	1551	1248
Average guests per room	2.5	2.5
Property Managers Responding	1525	1238
Average length of stay in nights	6.3	6.5

Q23: What percent of your annual room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit annually?
Q19: What was the average length of stay (in nights) of your guests annually?



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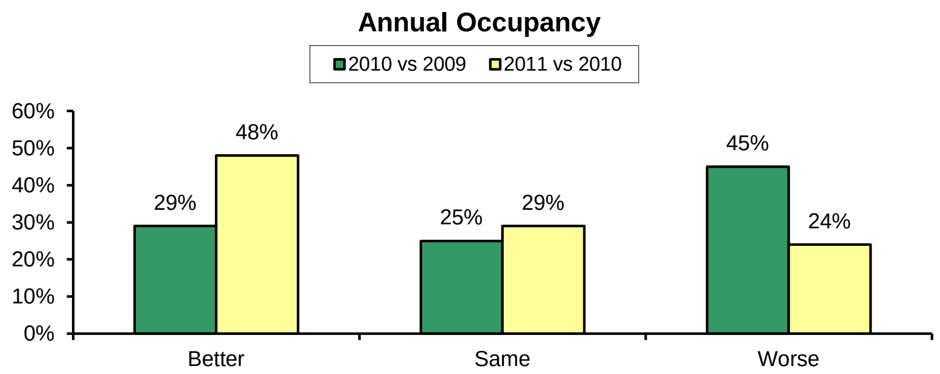
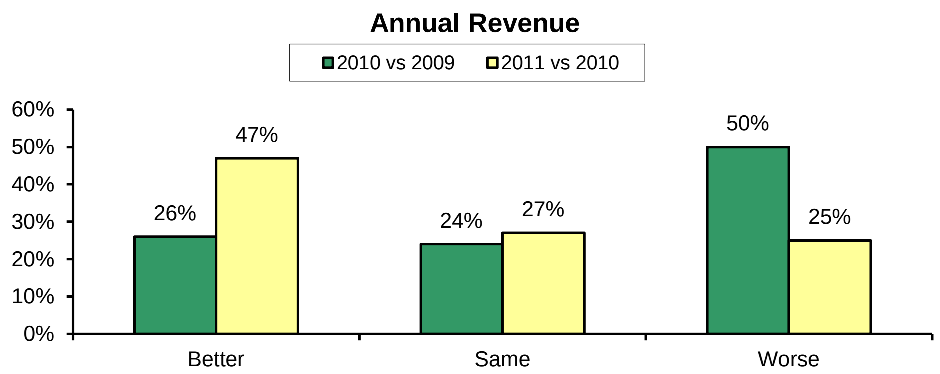
Occupancy Barometer

	Annual Occupancy		Annual Revenue	
	2010	2011	2010	2011
	A	B	A	B
Property Managers Responding	1570	1296	1531	1274
Better/Same (net)	55%	76%A	50%	75%A
Better than prior year	29%	48%A	26%	47%A
Same as prior year	25%	29%A	24%	27%

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

Note: Data was collected separately for each month during the year but is reported in combination here in order to provide an annual analysis.





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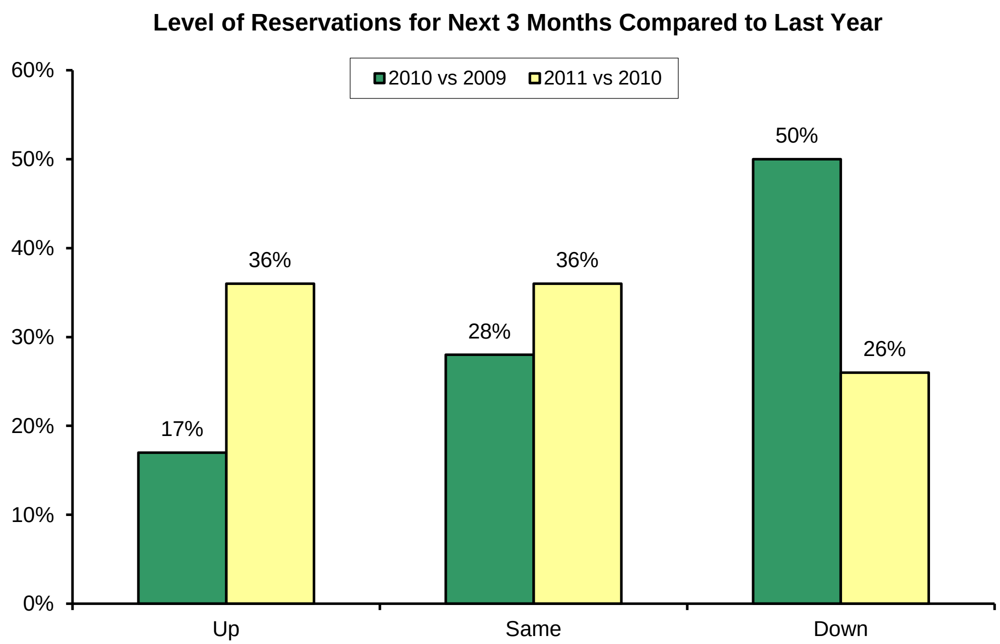
Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2010	2011
	A	B
Total Answering Respondents	1566	1279
Up/Same (net)	45%	72%A
Up	17%	36%A
Same	28%	36%A
Down	50%	26%
N/A	5%	2%

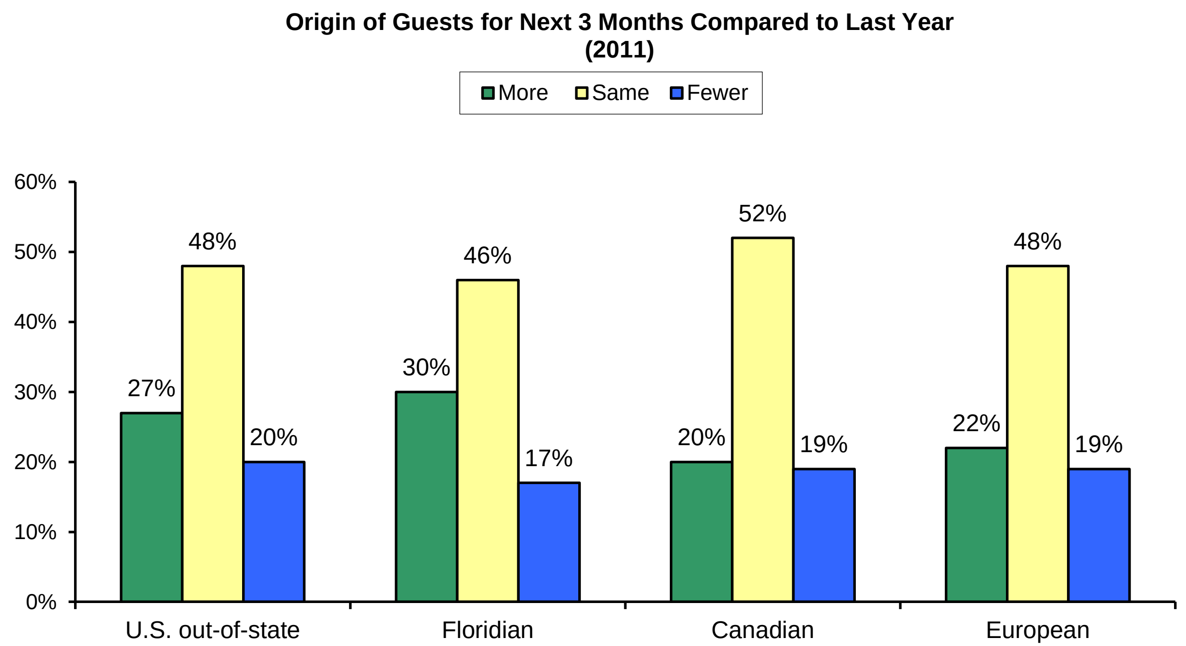
Q26: Compared to (the next three months) of last year, is your property's total level of reservations up, the same or down for (the next three months) of this year?



Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (1342/1093 Minimum)	More		Same		Fewer		Not Applicable	
	A	B	A	B	A	B	A	B
	2010	2011	2010	2011	2010	2011	2010	2011
U.S out-of-state	15%	27%A	42%	48%A	35%B	20%	8%B	5%
Floridian	19%	30%A	41%	46%A	32%B	17%	8%	8%
Canadian	11%	20%A	42%	52%A	36%B	19%	11%B	8%
European	11%	22%A	40%	48%A	36%B	19%	13%	11%

Q27: Now thinking about the specific origins of your guests, for the next three months, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



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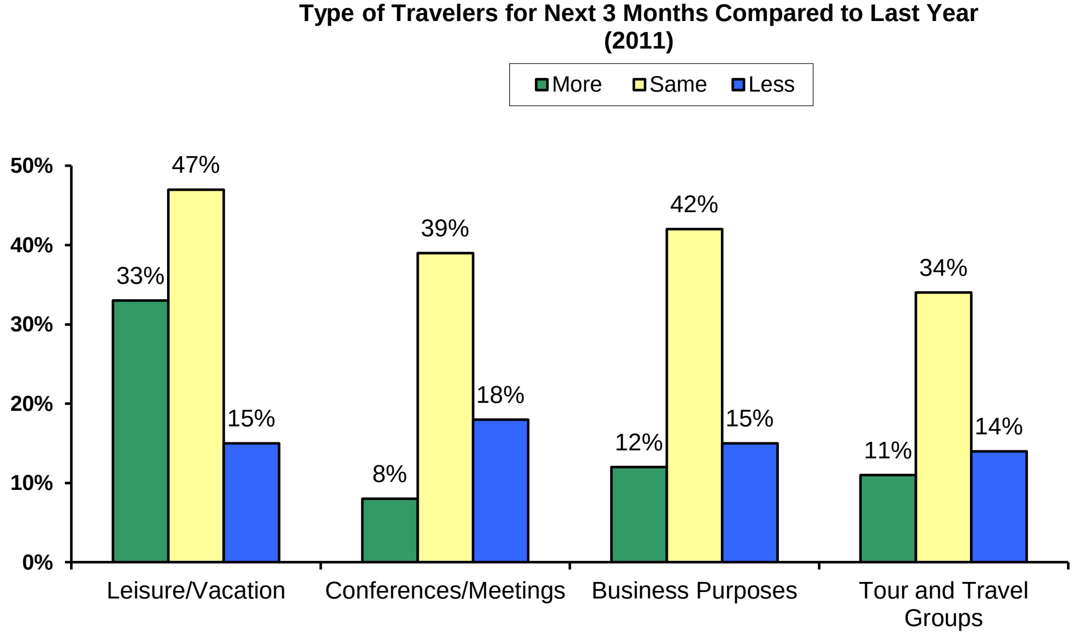
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (1290/1061 Minimum)	More		Same		Less		Not Applicable	
	A	B	A	B	A	B	A	B
	2010	2011	2010	2011	2010	2011	2010	2011
Leisure/Vacation	18%	33%A	43%	47%A	32%B	15%	7%B	5%
Conferences/Meetings	4%	8%A	27%	39%A	27%B	18%	42%B	34%
Business Purposes	6%	12%A	32%	42%A	26%B	15%	36%B	31%
Tour and Travel Groups	6%	11%A	26%	34%A	19%B	14%	49%B	40%

Q28: Compared with (the next three months) of last year will the following types of travelers generate more, the same or less business for your property for the (next three months)?



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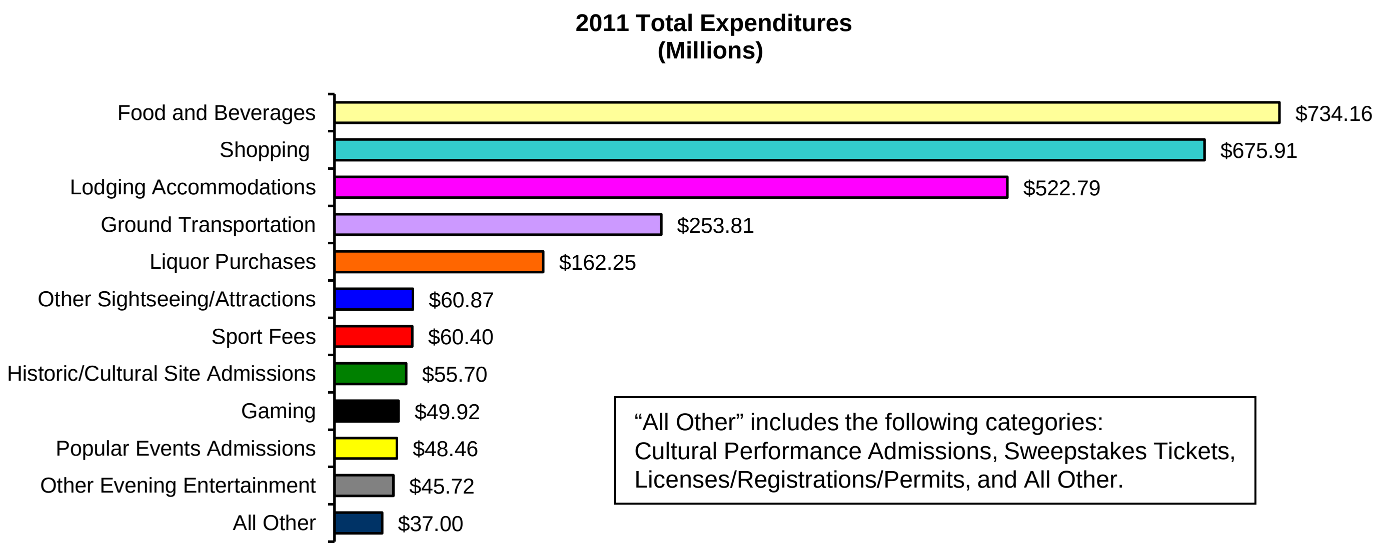
Economic Impact Analysis
2011

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2010	**2011**	**% Change**
TOTAL	$2,468,054,834	$2,706,986,451	9.7%
Food and Beverages	$646,310,150	$734,162,608	13.6%
Shopping	$657,524,709	$675,906,979	2.8%
Lodging Accommodations	$481,453,099	$522,786,309	8.6%
Ground Transportation	$231,506,535	$253,814,164	9.6%
Liquor Purchases	$127,510,765	$162,254,021	27.2%
Other Sightseeing/Attractions	$56,028,652	$60,869,492	8.6%
Sport Fees	$60,648,508	$60,395,942	-0.4%
Historic/Cultural Site Admissions	$66,627,293	$55,701,302	-16.4%
Gaming	$23,148,746	$49,922,594	115.7%
Popular Events Admissions	$39,368,978	$48,456,506	23.1%
Other Evening Entertainment	$49,972,074	$45,719,470	-8.5%
All Other	$27,955,325	$36,997,064	32.3%



"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, and All Other.

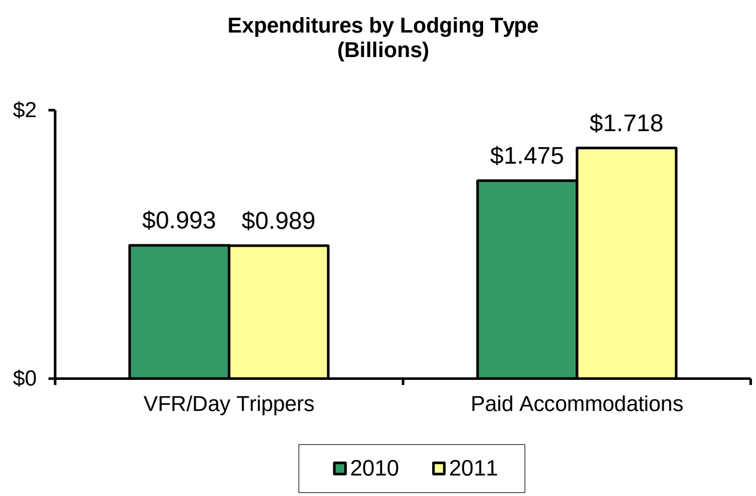
Total Visitor Expenditures by Spending Category

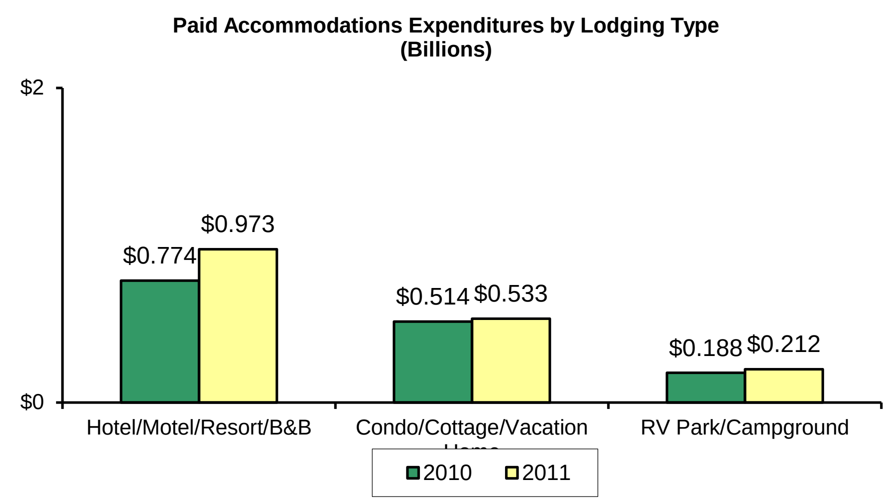
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2010	2011	% Change	2010	2011	% Change
TOTAL	$1,475,248,904	$1,718,300,034	16.5%	$992,805,930	$988,686,417	-0.4%
Lodging Accommodations	$481,453,099	$522,786,309	8.6%	$0	$0	-
Food and Beverages	$331,737,350	$396,526,238	19.5%	$314,572,800	$337,636,370	7.3%
Shopping	$331,031,561	$369,402,164	11.6%	$326,493,148	$306,504,815	-6.1%
Ground Transportation	$117,032,528	$139,831,299	19.5%	$114,474,007	$113,982,865	-0.4%
Liquor Purchases	$66,807,516	$87,139,387	30.4%	$60,703,249	$75,114,634	23.7%
Sport Fees	$30,557,827	$42,678,182	39.7%	$30,090,681	$17,717,760	-41.1%
Other Sightseeing/Attractions	$27,801,341	$33,699,454	21.2%	$28,227,311	$27,170,038	-3.7%
Historic/Cultural Site Admissions	$27,473,634	$24,717,600	-10.0%	$39,153,659	$30,983,702	-20.9%
Other Evening Entertainment	$18,475,695	$22,732,097	23.0%	$31,496,379	$22,987,373	-27.0%
Popular Events Admissions	$17,311,517	$28,162,544	62.7%	$22,057,461	$20,293,962	-8.0%
Gaming	$11,014,394	$29,971,684	172.1%	$12,134,352	$19,950,910	64.4%
All Other	$14,552,442	$20,653,076	41.9%	$13,402,883	$16,343,988	21.9%

"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, and All Other.

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2010	**2011**	**% Change**	**2010**	**2011**
TOTAL	$2,468,054,834	$2,706,986,451	9.7%	100%	100%
Visiting Friends & Relatives/Day Trippers	$992,805,930	$988,686,417	-0.4%	40%	37%
Paid Accommodations	$1,475,248,904	$1,718,300,034	16.5%	60%	63%
Hotel/Motel/Resort/B&B	$773,515,634	$973,452,781	25.8%	31%	36%
Condo/Cottage/Vacation Home	$513,721,890	$533,061,877	3.8%	21%	20%
RV Park/Campground	$188,011,380	$211,785,376	12.6%	8%	8%





Total Visitor Expenditures by Lodging Type

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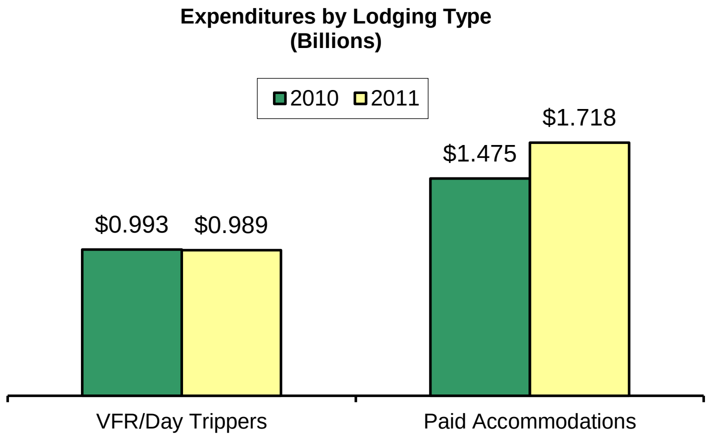
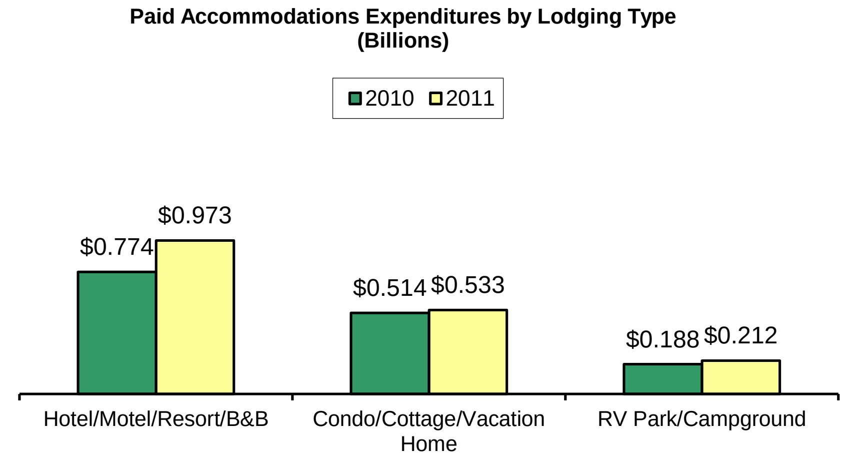
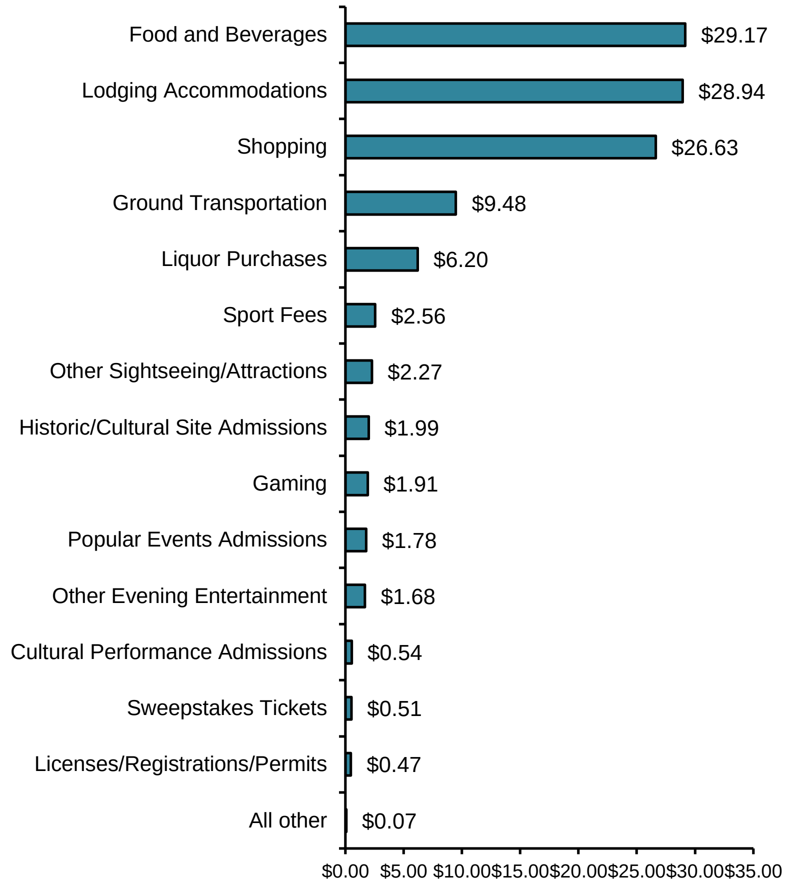




Average Expenditures

Average Expenditures per Person per Day			
	2010	2011	% Change
TOTAL	$117.73	$114.18	-3.0%
Food and Beverages	$29.15	$29.17	0.1%
Lodging Accommodations	$29.76	$28.94	-2.8%
Shopping	$29.37	$26.63	-9.3%
Ground Transportation	$9.40	$9.48	0.9%
Liquor Purchases	$6.23	$6.20	-0.5%
Sport Fees	$2.88	$2.56	-11.1%
Other Sightseeing/Attractions	$2.47	$2.27	-8.1%
Historic/Cultural Site Admissions	$2.11	$1.99	-5.7%
Gaming	$1.25	$1.91	52.8%
Popular Events Admissions	$1.48	$1.78	20.3%
Other Evening Entertainment	$1.97	$1.68	-14.7%
Cultural Performance Admissions	$0.79	$0.54	-31.6%
Sweepstakes Tickets	$0.49	$0.51	4.1%
Licenses/Registrations/Permits	$0.35	$0.47	34.3%
All other	$0.03	$0.07	133.3%

2011 Average Expenditures per Person per Day



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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.

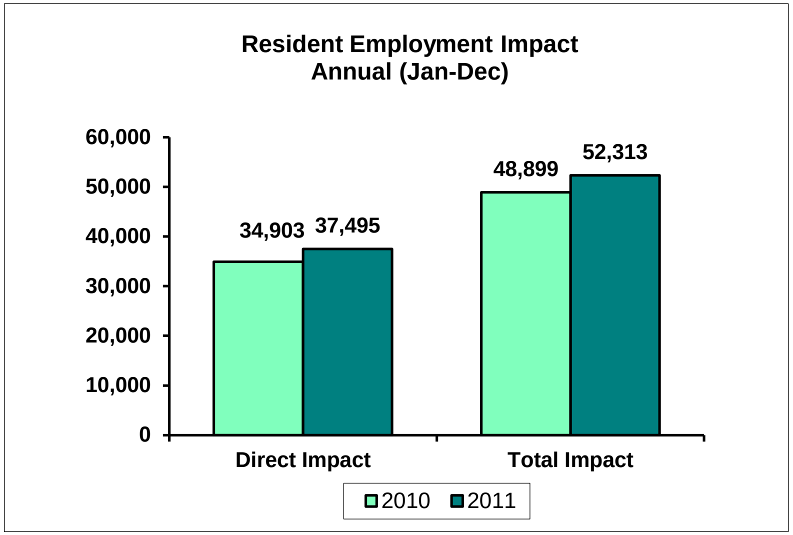
Impact on Jobs for Lee County Residents

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.).



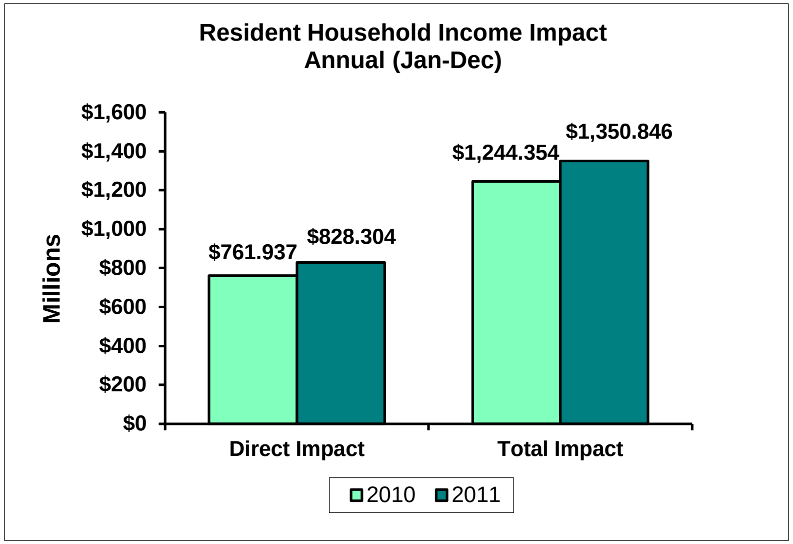
Impact on Household Income for Lee County Residents

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.

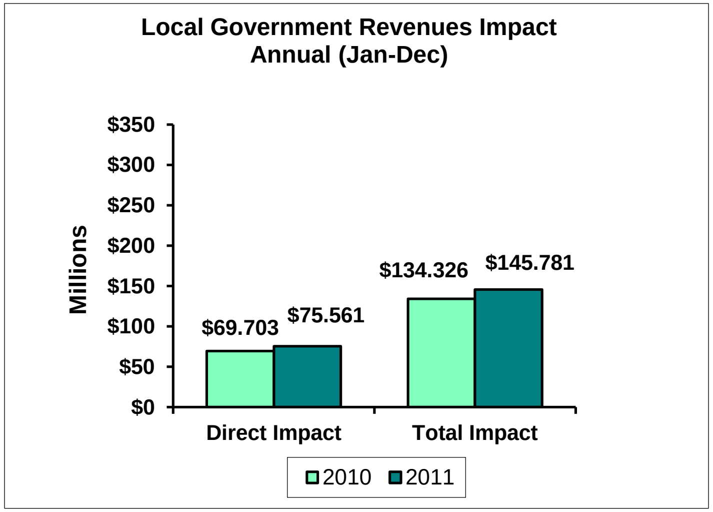
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

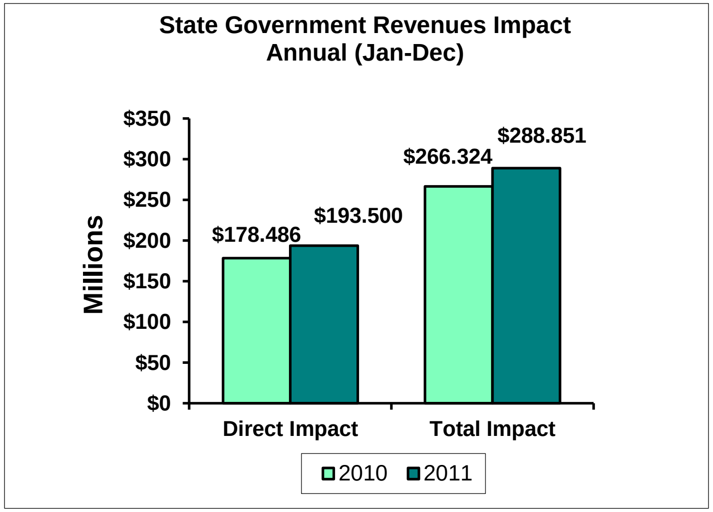
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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
2011

2011 Visitor Profile Interviewing Statistics

City	Event/Location		City	Event/Location
Bonita Springs	Bonita Beach		Sanibel	Casa Ybel
Cape Coral	Cape Coral Yacht Club Beach		Sanibel	Compass Point
Fort Myers	Best Western-Fort Myers		Sanibel	Coquina Beach
Fort Myers	City of Palms Park-Red Sox		Sanibel	Holiday Inn
Fort Myers	Centennial Park		Sanibel	Island Beach Club
Fort Myers	Clarion Hotel		Sanibel	Lighthouse Beach
Fort Myers	Edison-Ford Estates		Sanibel	Loggerhead Cay
Fort Myers	Hammond Stadium-Twins		Sanibel	Ocean Reach Resort
Fort Myers	Manatee Park		Sanibel	Pelican Roost
Fort Myers	Summerlin Square Trolley		Sanibel	Pointe Santos
Fort Myers	Shell Factory		Sanibel	Sanibel Inn
Fort Myers Beach	Best Western-Beach Resort		Sanibel	Sanibel Mooring
Fort Myers Beach	Bel Air Beach Club		Sanibel	Sanibel Surfside
Fort Myers Beach	Bowditch Beach		Sanibel	Song of the Sea
Fort Myers Beach	Cane Palm Condos		Sanibel	Sundial
Fort Myers Beach	Casa Playa Resort		Sanibel	Tarpon Beach Resort Club
Fort Myers Beach	Diamond Head Beach Resort		Sanibel	Tortuga Beach Club
Fort Myers Beach	Estero Beach Club		Sanibel	Villa Sanibel
Fort Myers Beach	Fort Myers Beach and Pier		Sanibel	White Sands Cottages
Fort Myers Beach	Gateway Villas			
Fort Myers Beach	Holiday Inn-Fort Myers Beach			
Fort Myers Beach	Neptune Inn			
Fort Myers Beach	Pink Shell Resort			
Fort Myers Beach	Red Coconut RV Park			
Fort Myers Beach	Times Square Area			
Fort Myers Beach	Winward Passage			

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Seasonal Comparisons:
Key Statistics

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	Winter 2011		YOY %	Spring-2011		YOY %	Summer-2011		YOY %	Fall-2011		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Visitation												
Total Visitation		1,367,194	-1.9%		1,299,063	2.9%		952,416	-13.0%		1,067,347	0.2%
Visiting Friends/Relatives		695,371	-9.2%		597,725	-5.3%		411,977	-26.0%		490,745	-2.9%
Paid Accommodations		671,823	6.9%		701,338	11.1%		540,439	0.4%		576,602	3.0%
Hotel/Motel/Resort		495,990	*7.2%*		497,905	*11.6%*		385,433	*0.0%*		387,985	*1.2%*
Condo/Cottage/Vacation Home		128,264	*13.2%*		137,231	*19.9%*		101,562	*-7.1%*		124,544	*9.5%*
RV Park/Campground		47,569	*-9.7%*		66,202	*-6.8%*		53,444	*21.8%*		64,073	*2.5%*
Visitor Origin by Country												
United States	85%	571,696	5.7%	85%	595,075	16.8%	73%	393,682	-2.2%	71%	411,070	-3.5%
United Kingdom	1%	9,690	-26.3%	3%	17,983	-39.7%	7%	38,436	0.9%	6%	37,245	40.9%
Germany	1%	6,460	-26.3%	3%	17,983	-63.8%	8%	40,766	28.4%	6%	37,245	-14.5%
Canada	8%	56,524	17.2%	5%	34,331	72.8%	4%	23,295	52.9%	6%	35,865	-11.3%
Other/No Answer	4%	27,455	56.5%	5%	35,966	58.4%	8%	44,258	-12.9%	10%	55,177	136.6%
Visitor Origin by US Region												
Northeast	22%	127,582	-4.1%	20%	116,072	18.5%	16%	62,896	-1.0%	23%	95,181	9.3%
Midwest	55%	316,532	2.6%	49%	289,363	15.2%	28%	109,485	-11.1%	47%	193,120	2.6%
South (incl. Florida)	13%	74,288	-0.3%	20%	120,977	-8.3%	46%	180,535	-9.5%	23%	92,422	-9.9%
West	1%	6,460	-55.8%	2%	14,713	-20.2%	1%	4,659	-8.3%	2%	8,277	-55.6%
No Answer	8%	46,834	357.7%	9%	53,949	375.2%	10%	36,107	215.9%	5%	22,071	-25.3%
In-State Visitors	2%	11,305	-14.1%	12%	71,932	37.0%	29%	114,144	-17.5%	4%	16,553	-60.6%
Total Visitor Expenditures		$1,059,789,860	12.6%		$687,312,990	21.5%		$455,454,655	1.9%		$504,428,946	-1.9%
Paid Accommodations		$730,386,225	19.1%		$386,914,333	26.2%		$278,762,469	16.2%		$322,237,007	2.1%
Visiting Friends/Relatives		$329,403,635	0.4%		$300,398,657	15.9%		$176,692,186	-14.7%		$182,191,939	-8.2%
Average Expenditures per Person per Day		$113.69	-6.2%		$116.19	-1.4%		$108.75	-2.4%		$105.12	-5.3%

	Winter 2011	Spring-2011	Summer-2011	Fall-2011
Visitor Profile Survey				
# of Interviews Completed	621	614	609	603
Percentage Flying to Lee County	50%	64%	58%	69%
First-time Visitors	26%	24%	31%	23%
Repeat Visitors	76%	73%	68%	77%
Satisfaction with Visit				
Very Satisfied/Satisfied	93%	94%	95%	96%
Very Satisfied	55%	62%	62%	68%
Satisfied	38%	32%	33%	28%
Likely to Return	90%	88%	88%	91%
Recall of promotions				
Yes	27%	27%	27%	26%
Average Travel Party Size				
Visitors	2.8	3.4	3.5	3.0
Management Estimate	2.5	2.7	2.5	2.5
Average Length of Stay				
Visitors	10.0	7.8	7.8	9.3
Management Estimate	8.7	5.7	4.9	6.2
Traveling with children	16%	33%	37%	20%
Average Age	54.9	48.9	45.6	52.3
Average Household Income	$95,866	$98,279	$100,951	$104,748

	Winter 2011	YOY % Change	Spring-2011	YOY % Change	Summer-2011	YOY % Change	Fall-2011	YOY % Change
Occupancy Survey								
# of Interviews Completed								
Total	398		353		327		288	
Hotel/Motel/Resort/B&B	239		215		203		182	
Condo/Cottage/Vacation Home	105		87		80		65	
RV Park/Campground	54		51		44		41	
Available Roomnights								
Hotel/Motel/Resort/B&B	1,036,172	-2.9%	1,047,283	-2.2%	1,034,575	-3.0%	1,048,118	-1.8%
Condo/Cottage/Vacation Home	434,876	-3.7%	447,306	-1.9%	445,764	-2.2%	455,756	3.4%
RV Park/Campground	453,060	7.8%	459,580	13.8%	471,572	18.7%	462,853	3.7%
Total	1,924,108	-0.8%	1,954,169	1.2%	1,951,711	1.7%	1,966,727	0.6%
Occupied Roomnights								
Hotel/Motel/Resort/B&B	736,793	5.4%	608,751	7.7%	515,321	10.9%	530,915	6.3%
Condo/Cottage/Vacation Home	347,330	-1.0%	233,429	3.6%	192,877	8.6%	230,994	6.6%
RV Park/Campground	406,895	6.7%	180,181	21.2%	130,241	37.1%	206,712	-2.0%
Total	1,491,018	4.2%	1,022,361	8.9%	838,439	13.7%	968,621	4.5%
Occupancy Rates								
Hotel/Motel/Resort/B&B	71.1%	8.6%	58.1%	10.1%	49.8%	14.3%	50.7%	8.2%
Condo/Cottage/Vacation Home	79.9%	2.9%	52.2%	5.6%	43.3%	11.1%	50.7%	3.2%
RV Park/Campground	90%	-1.1%	39.2%	6.6%	27.6%	15.4%	44.7%	-5.4%
Average	78%	5.0%	52.3%	7.5%	43.0%	11.9%	49.3%	3.9%
Average Daily Rates								
Hotel/Motel/Resort/B&B	$159.13	2.6%	$134.51	5.1%	$109.44	4.2%	$107.49	8.8%
Condo/Cottage/Vacation Home	$202.12	-4.0%	$169.01	7.3%	$132.21	0.1%	$137.87	-6.1%
RV Park/Campground	$52.78	5.9%	$39.69	-2.0%	$39.30	-2.4%	$45.67	6.2%
Average	$140.12	-0.4%	$125.68	3.7%	$103.78	0.5%	$101.54	4.3%
RevPAR								
Hotel/Motel/Resort/B7B	$113.15	11.4%	$78.19	15.8%	$54.51	19.0%	$54.45	17.7%
Condo/Cottage/Vacation Home	$161.43	-1.3%	$88.20	13.3%	$57.21	11.1%	$69.88	-3.1%
RV Park/Campground	$47.41	4.8%	$15.56	4.4%	$10.86	12.8%	$20.39	0.4%
Average	$108.58	4.6%	$65.75	11.5%	$44.58	12.4%		8.3%

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	Winter 2011	Spring-2011	Summer-2011	Fall-2011
Occupancy Barometer				
Occupancy:				
Current Month vs. Month in Prior Yr				
Better	42%	49%	50%	49%
Same	33%	26%	26%	30%
Worse	24%	25%	24%	21%
Revenue:				
Current Month vs. Month in Prior Yr				
Better	41%	48%	50%	52%
Same	31%	26%	24%	27%
Worse	28%	25%	26%	21%
Reservations:				
Level of Reservations for Next Three Months vs. Last Year				
Up	28%	33%	41%	45%
Same	36%	40%	36%	33%
Down	34%	24%	22%	21%
Origin of Guests for Next Three Months vs. Last Year				
U.S. Out-of State				
More	23%	19%	29%	39%
Same	48%	53%	48%	42%
Fewer	26%	22%	17%	13%
N/A	3%	6%	6%	6%
Floridian				
More	21%	34%	36%	30%
Same	52%	43%	42%	45%
Fewer	22%	14%	14%	15%
N/A	6%	9%	7%	10%
Canadian				
More	21%	12%	22%	27%
Same	54%	55%	48%	50%
Fewer	20%	22%	22%	13%
N/A	6%	10%	9%	9%
European				
More	15%	20%	28%	27%
Same	51%	47%	44%	47%
Fewer	24%	20%	18%	12%
N/A	9%	13%	10%	15%

	Winter 2011	Spring-2011	Summer-2011	Fall-2011
Type of Travelers for Next Three Months vs. Last Year				
Leisure/Vacation				
More	27%	28%	39%	40%
Same	49%	52%	43%	44%
Less	21%	15%	13%	11%
N/A	4%	5%	5%	4%
Conference/Meetings				
More	8%	8%	8%	10%
Same	36%	43%	40%	36%
Less	21%	19%	17%	16%
N/A	35%	30%	35%	39%
Business Purposes				
More	11%	13%	12%	14%
Same	38%	44%	45%	39%
Less	19%	14%	15%	10%
N/A	32%	29%	28%	37%
Tour and Travel Groups				
More	9%	13%	11%	13%
Same	38%	34%	32%	31%
Less	13%	15%	16%	10%
N/A	40%	37%	41%	45%

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