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

June 2011 Visitor Profile and Occupancy Analysis
August 12, 2011

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Executive Summary
June 2011

Throughout this report, statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted nearly 228,000 visitors staying in paid accommodations during the month of June 2011, and about 107,000 staying with friends or relatives while visiting, for a total of 334,800 visitors.

- Visitation among those staying in paid accommodations increased 20.0% from June 2010 to June 2011. However, visitation decreased considerably among those staying with friends and relatives (-51.0%) . The net result was an 18.0% decline for June year-over-year. Total visitation for the first half of 2011 is on par with the prior year (+0.4%) – the increase in paid accommodations visitors has narrowly outpaced the decrease in VFR visitors.

- Four in five June 2011 visitors staying in paid accommodations were U.S. residents (81%). The UK and Canada contributed the largest share of international visitors staying in paid accommodations (5% and 4% respectively) during June 2011, followed by Germany and Scandinavia (3% each).

- Close to half of domestic visitors staying in paid accommodations during June 2011 were from the South (44%) and 31% claimed Florida as their state of residence. The remainder of domestic paid accommodations guests were from the Midwest (29%), Northeast (10%), and West (4%). Lee County drew the largest share of domestic visitors from the West Palm Beach DMA (10%) and to a slightly lesser extent, Miami (7%), Orlando (7%), Indianapolis (7%), and Detroit (6%).

Visitor Expenditures

- The average per person per day expenditure was $111.06 in June 2011 – no notable change from June 2010 ($110.55).

- Total visitor expenditures for June 2011 are estimated at $174.8 million, a 7.3% rise from $162.9 million in June 2010. From June 2010 to June 2011, expenditures increased 20.7% among those staying in paid accommodations. Despite the substantial drop in VFR visitation, estimated expenditures among those staying with friends and relatives only decreased 6.8% due to an increase in their average spending per person per day. For the first half of 2011, estimated total expenditures are up 15.9% over 2010.

Total June Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	46%	68%	189,717	227,638	20.0%
Friends/Relatives	54%	32%	218,581	107,162	-51.0%
Total Visitation			*408,298*	*334,800*	*-18.0%*
June Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	**2011**	**2010**	**2011**	
United States	78%	81%	148,102	183,319	23.8%
UK	6%	5%	12,240	12,087	-1.2%
Canada	2%	4%	3,672	8,058	119.4%
Germany	10%	3%	19,584	6,043	-69.1%
Scandinavia	-	3%	-	6,043	-
Switzerland	1%	1%	1,224	2,014	64.6%
Austria	-	1%	-	2,014	-
BeNeLux	1%	-	1,224	-	-
Ireland	1%	-	1,224	-	-
Other Europe	1%	-	2,448	-	-
No Answer	-	4%	-	8,058	-
	2010	**2011**	**2010**	**2011**	
Florida	19%	31%	28,152	56,406	100.4%
South (including Florida)	38%	44%	56,303	80,580	43.1%
Midwest	46%	29%	67,319	52,377	-22.2%
Northeast	13%	10%	19,584	18,130	-7.4%
West	3%	4%	3,672	8,058	119.4%
No Answer	1%	13%	1,224	24,174	-

2011 Top DMAs (Paid Accommodations)		
West Palm Beach-Fort Pierce	10%	18,130
Indianapolis	7%	12,807
Miami-Fort Lauderdale	7%	12,087
Orlando-Daytona Beach-Melbourne	7%	12,087
Detroit	6%	10,072
Chicago	3%	6,043
Philadelphia	3%	6,043
Portland, Oregon	3%	6,043
Tampa-Saint Petersburg (Sarasota)	3%	6,043

Trip Planning

- Two-thirds (66%) of June 2011 visitors reported starting to talk about their Lee County trip three months or more in advance but slightly fewer reported choosing Lee County as their destination in the same timeframe (60%).

- Although the proportion of visitors that reported visiting travel websites while planning their trip was the same year-over-year (80% vs. 83%), the incidence of those claiming to visit search engines (27% vs. 38%) and airline websites (24% vs. 33%) was considerably lower among June 2011 visitors than among June 2010 visitors.

- June 2011 visitors were less likely to cite the following attributes as having a positive influence on their decision to visit Lee County when compared with June 2010 visitors:

    - White sandy beaches (72% June 2011 vs. 86% June 2010)
    - Warm weather (71% vs. 82%)
    - Clean, unspoiled environment (69% vs. 78%)
    - A safe destination (65% vs. 78%)
    - Reasonably priced lodging (56% vs. 67%)
    - Upscale accommodations (44% vs. 61%)

Visitor Profile

- Among June 2011 visitors surveyed, more than one third indicated they were staying in a hotel/motel/resort/B&B for their lodging (39%). Nearly the same proportion said they stayed in a condo/vacation home (37%) and one in five at the home of a friend or family member (21%). Fewer than half felt that the quality of accommodations *far exceeded/exceeded expectations* (44%), which was notably lower than reported by June 2010 visitors.

- The top activities enjoyed while in Lee County during June 2011 were *beaches* (91%), *relaxing* (71%), and *dining out* (68%). Mentions of enjoying the beaches, relaxing, and shelling were somewhat less prevalent when comparing June 2011 visitors with their 2010 counterparts.

- Half of June 2011 visitors said they did not venture outside of Lee County for a day trip during their visit, but among those who did, Naples was mentioned most often as their destination.

- Overall, visitor satisfaction remains high, with 92% of June 2011 visitors reporting being very satisfied or satisfied with their visit. The vast majority indicated they are likely to return to Lee County (88%), and well over half of them claim they will return next year (59%).

- The “least liked” features about Lee County that surfaced at the highest levels among June 2011 visitors were *insects* (27%) and *weather* (21%). There was a significant increase in visitors mentioning weather as a dislike from 2010 to 2011 – perhaps visitors this year encountered more rainy or overcast days during their stay. Visitors’ concerns about high prices were less prevalent during June 2011 than during the prior year (4% vs. 11%).

- The demographic composition of June 2011 visitors was generally similar to that of June 2010 visitors. June 2011 visitors averaged 48 years of age with an average household income of approximately $90,200. Two-thirds of visitors are married (66%), half were traveling as a family (48%), and about one-third were traveling with children (37%). The average travel party size was three or four people.

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of available room nights and occupied room nights were higher in June 2011 than in June 2010 (+2.0% and +9.1% respectively). Hotel/motel/resort available room nights were actually down slightly (-0.8%) from a year ago but occupied room nights were up (+8.5%). Condo/vacation home properties also saw a reduction in available room nights (-1.0%) with an increase in occupied room nights (+4.2%). RV park/campground properties posted an increase in available room nights (+12.7%), but the rate of growth in room nights sold was even greater (+23.1%).

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	173,147	187,946	8.5%	348,180	345,240	-0.8%
Condo/Cottage/Vacation Home	69,582	72,512	4.2%	148,410	147,000	-1.0%
RV Park/Campground	31,880	39,252	23.1%	131,720	148,500	12.7%
Total	**274,609**	**299,710**	**9.1%**	**628,310**	**640,740**	**2.0%**

- Average occupancy rates increased from 43.7% in June 2010 to an average of 46.8% in June 2011 (+7.0%). Occupancy rates increased for all property categories – 9.5% for hotels/motels/resorts, 5.2% for condos/vacation homes, 9.2% for RV parks/campgrounds.

- Overall, average daily rates increased slightly from $112.47 to $113.73 year-over-year (+1.1%). ADR increased for hotel/motel/resorts (+2.9%) and condo/vacation home properties (+2.3%) but decreased for RV park/campground properties (-4.6%).

- The healthy growth in average occupancy rate coupled with modest increases in ADR generated a positive outcome in RevPAR – up 8.2% from June 2010. Hotels/motels/resorts had the most favorable year-over-year RevPAR performance.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	99		135	101		135/135	99/101	
Hotel/Motel/Resort/B&B	49.7%	54.4%	9.5%	$116.32	$119.69	2.9%	$57.84	$65.16	12.7%
Condo/Cottage/Vacation Home	46.9%	49.3%	5.2%	$136.47	$139.64	2.3%	$63.98	$68.88	7.7%
RV Park/Campground	24.2%	26.4%	9.2%	$39.15	$37.35	-4.6%	$9.48	$9.87	4.1%
AVERAGE	43.7%	46.8%	7.0%	$112.47	$113.73	1.1%	$49.15	$53.20	8.2%

- Similar to the first two months of the spring season (April and May), reports from property managers comparing June 2011 *occupancy* and *revenue* year-over-year were very encouraging. Well over half of property managers reported their June 2011 *occupancy* was <u>better</u> than the prior year (57%), and the same proportion reported their *revenue* was better (58%). In comparison, only one-quarter reported *better occupancy* (25%) or *revenue* (24%) in June 2010 versus the prior year.

- Entering the first month of the summer season for 2011, projections for the next three months (July through September) appear largely promising. Nearly half of property managers reported that their total level of reservations for the next three months are *up* over the same period last year (45%), one-third said they are the same (33%), and only a minority said that their reservations are *down* (17%) – all representing significant changes for the better over reports at this time last year, when six in ten said their reservations for the summer season were down (63%), which was likely the lingering impact of the April 2010 Gulf of Mexico oil spill.

- Property managers also communicated an expectation of increased visitation among guests from various market segments (geographic and traveler-type). Specifically, a significantly higher percentage of lodging managers say they expect <u>more</u> business from each of the following types of travelers during the next three months (July, August, and September):

  <u>Origin of Guests</u>
  - Floridian (37% June 2011 vs. 24% June 2010)
  - U.S. out-of-state (26% vs. 10%)
  - European (23% vs. 8%)
  - Canadian (13% vs. 5%)

  <u>Type of Traveler</u>
  - Leisure/Vacation (36% June 2011 vs. 14% June 2010)
  - Tour and Travel Groups (13% vs. 4%)

June 2011 Lee County Snapshot

Total June Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	46%	68%	189,717	227,638
Friends/Relatives	54%	32%	218,581	107,162
Total Visitation			*408,298*	*334,800*
June Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	19%	31%	28,152	56,406
United States	78%	81%	148,102	183,319
UK	6%	5%	12,240	12,087
Canada	2%	4%	3,672	8,058
Germany	10%	3%	19,584	6,043
Scandinavia	-	3%	-	6,043
Switzerland	1%	1%	1,224	2,014
Austria	-	1%	-	2,014
BeNeLux	1%	0%	1,224	-
Ireland	1%	0%	1,224	-
Other Europe	1%	0%	2,448	-
No Answer	0%	4%	-	8,058

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$162,883,304	$174,760,362	7.3%
Paid Accommodations	$83,675,779	$100,955,361	20.7%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$110.55	$111.06	0.5%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	31%	25%
Repeat	68%	72%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	99		135	101		135/135	99/101	
Hotel/Motel/Resort/B&B	49.7%	54.4%	9.5%	$116.32	$119.69	2.9%	$57.84	$65.16	12.7%
Condo/Cottage/Vacation Home	46.9%	49.3%	5.2%	$136.47	$139.64	2.3%	$63.98	$68.88	7.7%
RV Park/Campground	24.2%	26.4%	9.2%	$39.15	$37.35	-4.6%	$9.48	$9.87	4.1%
AVERAGE	43.7%	46.8%	7.0%	$112.47	$113.73	1.1%	$49.15	$53.20	8.2%

Calendar YTD 2011 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	47%	52%	1,259,994	1,373,161
Friends/Relatives	53%	48%	1,396,753	1,293,096
Total Visitation			*2,656,747*	*2,666,257*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	6%	7%	66,240	82,877
United States	83%	85%	1,051,195	1,168,406
Canada	5%	7%	67,680	91,002
UK	3%	2%	43,200	27,626
Germany	5%	2%	60,480	24,376
Scandinavia	1%	1%	8,640	14,625
Switzerland	<1%	1%	4,320	8,125
BeNeLux	1%	<1%	10,080	6,500
France	<1%	<1%	1,440	4,875
Austria	1%	<1%	7,200	3,250
Ireland	<1%	<1%	2,880	1,625
Latin America	-	<1%	-	1,625
Other	<1%	<1%	2,880	3,250

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$1,506,916,572	$1,747,102,850	15.9%
Paid Accommodations	$919,695,856	$1,117,300,558	21.5%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$119.39	$116.96	-2.0%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	24%	24%
Repeat	75%	75%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding									
Hotel/Motel/Resort/B&B	59.1%	64.6%	9.3%	$142.99	$147.99	3.5%	$84.52	$95.58	13.1%
Condo/Cottage/Vacation Home	63.5%	65.8%	3.7%	$189.77	$188.81	-0.5%	$120.47	$124.30	3.2%
RV Park/Campground	64.3%	64.3%	0.0%	$47.21	$48.77	3.3%	$30.37	$31.37	3.3%
AVERAGE	61.3%	64.8%	5.8%	$132.94	$134.25	1.0%	$81.42	$87.00	6.9%

Visitor Profile Analysis
June 2011

A total of 203 *interviews were conducted with visitors in Lee County during the month of June 2011. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

A total of 204 *interviews were conducted with visitors in Lee County during the month of June 2010. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

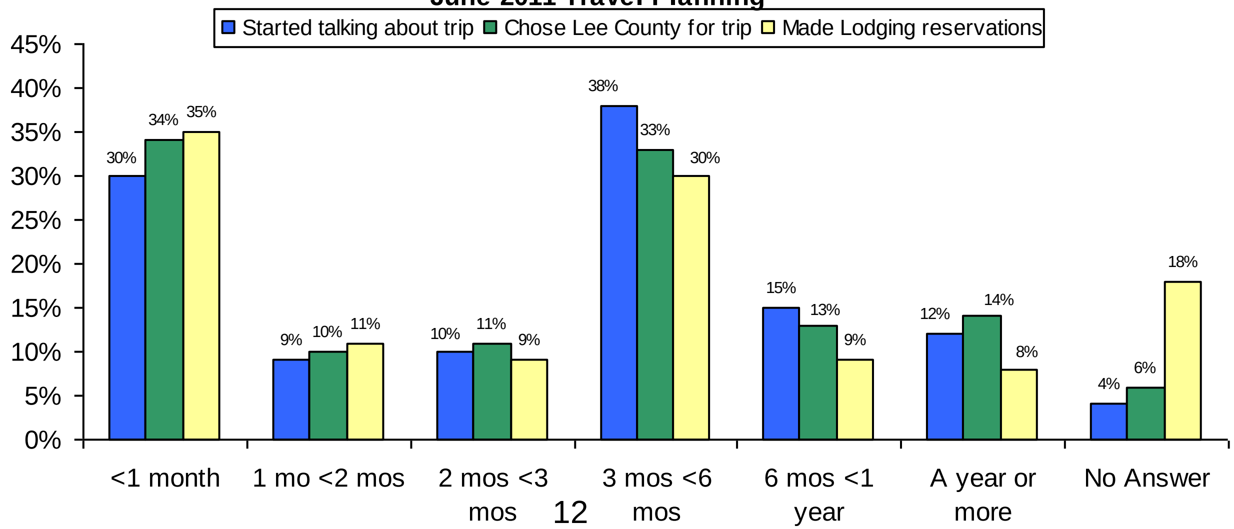
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	2011	2010	2011	2010	2011
Total Respondents	204	203	204	203	204	203
Less than 3 Months (net)	23%	30%	27%	34%	34%	35%
<1 month	3%	<12%>	7%	13%	11%	15%
1 month - <2 months	12%	9%	12%	10%	13%	11%
2 months - <3 months	7%	10%	8%	11%	10%	9%
3 months or more (net)	<75%>	66%	67%	60%	<60%>	47%
3 months - <6 months	39%	38%	35%	33%	36%	30%
6 months - <1 year	<24%>	15%	17%	13%	15%	9%
A year or more	12%	12%	16%	14%	9%	8%
No Answer	2%	4%	5%	6%	6%	<18%>

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?

June 2011 Travel Planning



Travel Planning

Reserved Accommodations		
	June	
	2010	2011
Total Respondents Staying in Paid Accommodations	155	113
Before leaving home	90%	93%
On the road, but not in Florida	1%	1%
After arriving in Florida	4%	-
No Answer	5%	6%

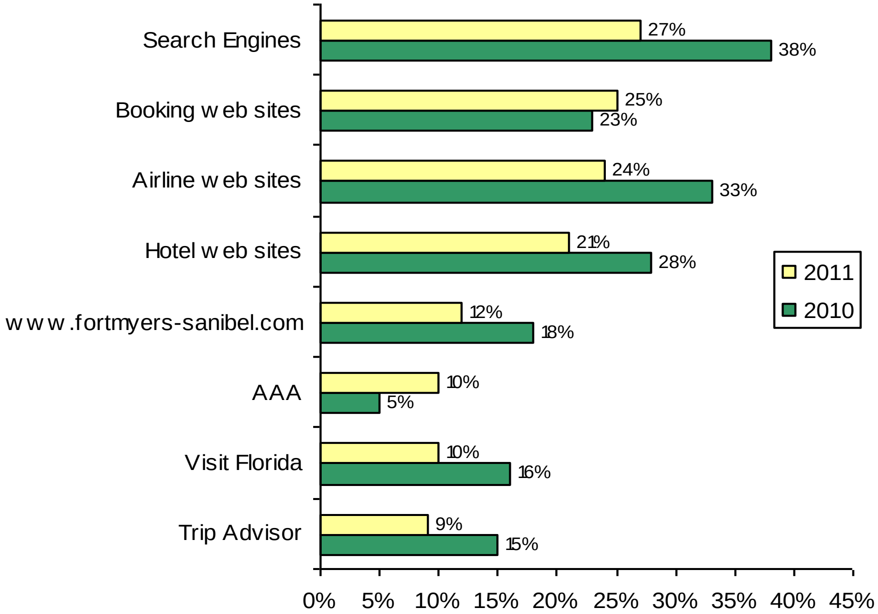
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by JuneTravelers		
	2010	2011
Total Respondents with computer access	**190**	**178**
Visited web sites (net)	83%	80%
Search Engines	<38%>	27%
Booking web sites	23%	25%
Airline web sites	<33%>	24%
Hotel web sites	28%	21%
www.fortmyers-sanibel.com	18%	12%
AAA	5%	10%
Visit Florida	16%	10%
Trip Advisor	15%	9%
Travel Channel	1%	1%
Other	14%	15%
Did not visit web sites	14%	18%
No Answer	3%	2%

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

the beaches of FORT MYERS SANIBEL

Travel Planning

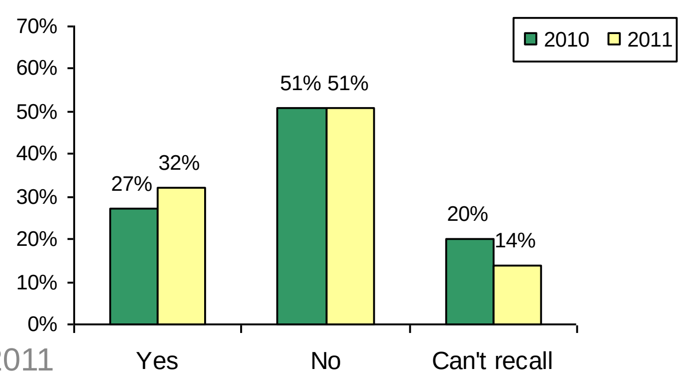
June Travelers Requesting Information		
	2010	**2011**
Total Respondents	204	203
Requested information (net)	43%	39%
Hotel Web Site	17%	11%
VCB Web Site	14%	8%
Visitor Guide	6%	7%
Call hotel	<9%>	4%
Clipping/mailing coupon	1%	2%
Call local Chamber of Commerce	1%	1%
Call VCB	1%	-
Other	14%	15%
Did not request information	48%	48%
No Answer	8%	13%

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

Travel Agent Assistance		
	2010	**2011**
Total Respondents	204	203
Yes	4%	5%
No	95%	94%

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

Recall of Promotions



Recall of Lee County Promotions		
	2010	**2011**
Total Respondents	204	203
Yes	27%	32%
No	51%	51%
Can't recall	20%	14%

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

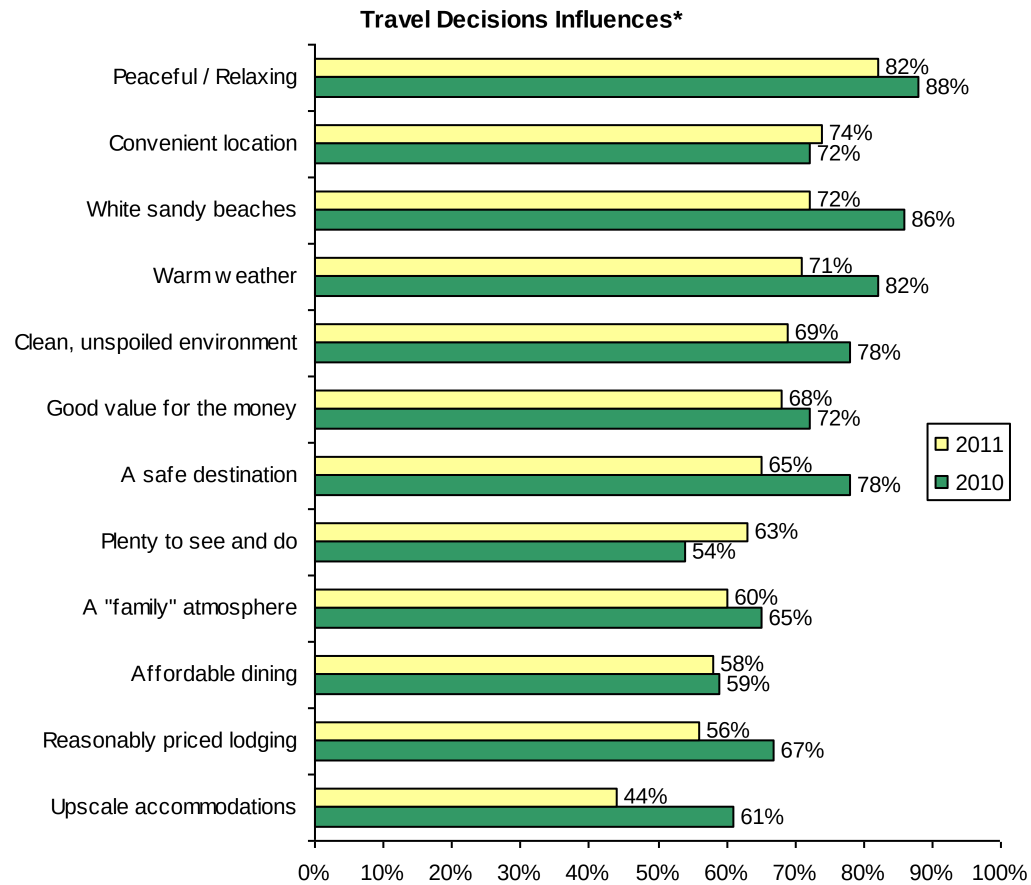
dpa providing direction in travel & tourism

Travel Planning

June Travel Decision Influences*		
	2010	2011
Total Respondents	204	203
Peaceful / Relaxing	88%	82%
Convenient location	72%	74%
White sandy beaches	<86%>	72%
Warm weather	<82%>	71%
Clean, unspoiled environment	<78%>	69%
Good value for the money	72%	68%
A safe destination	<78%>	65%
Plenty to see and do	54%	<63%>
A "family" atmosphere	65%	60%
Affordable dining	59%	58%
Reasonably priced lodging	<67%>	56%
Upscale accommodations	<61%>	44%

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?

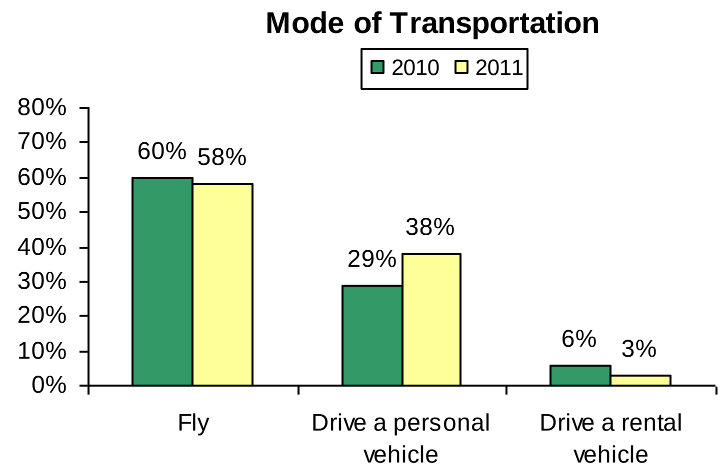
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

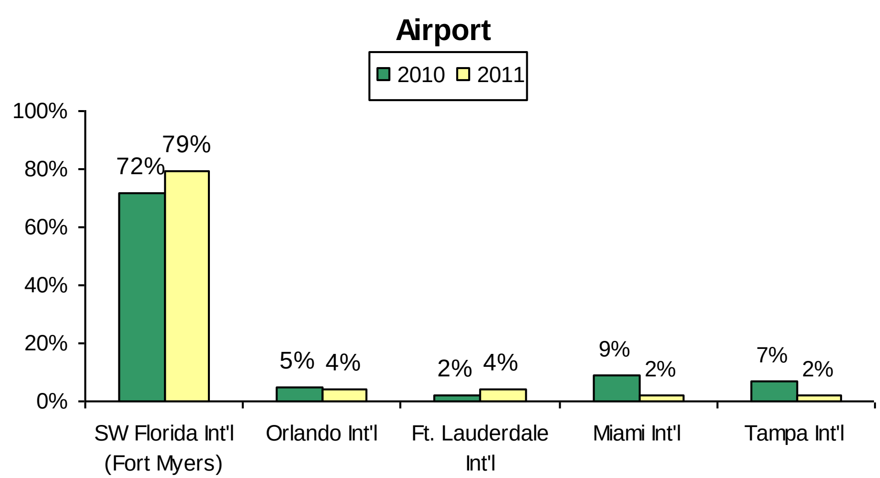
Mode of Transportation		
	2010	2011
Total Respondents	204	203
Fly	60%	58%
Drive a personal vehicle	29%	<38%>
Drive a rental vehicle	6%	3%
Drive an RV	4%	1%
Travel by bus	1%	-
Other/No Answer (net)	1%	1%

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



Airport		
	2010	2011
Respondents who flew into the area	122	117
SW Florida Int'l (Fort Myers)	72%	79%
Orlando Int'l	5%	4%
Ft. Lauderdale Int'l	2%	4%
Miami Int'l	<9%>	2%
Tampa Int'l	7%	2%
West Palm Beach Int'l	-	1%
Sarasota / Bradenton	-	-
Other/No Answer (net)	4%	8%

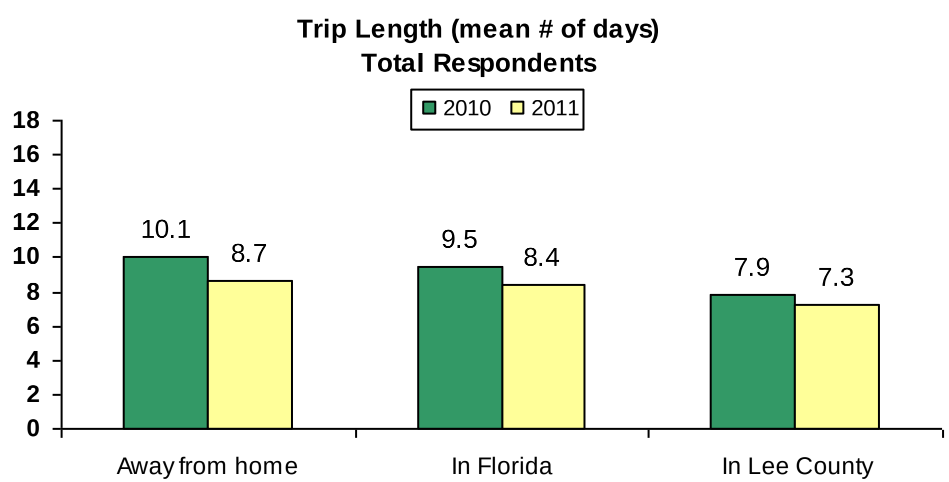
Q2: At which Florida airport did you land?



Trip Profile

June Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
Total Respondents	204	203	
Away from home	<10.1>	8.7	-13.9%
In Florida	<9.5>	8.4	-11.6%
In Lee County	7.9	7.3	-7.6%

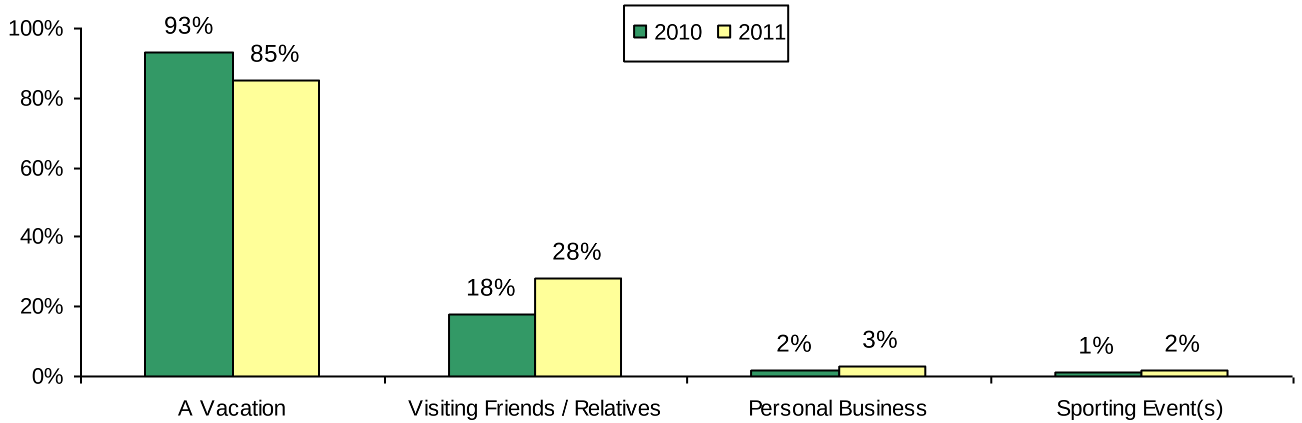
Q7: On this trip, how many days will you be:



Trip Profile

Reason for June Visit		
	2010	**2011**
Total Respondents	204	203
A Vacation	<93%>	85%
Visiting Friends / Relatives	18%	<28%>
Personal Business	2%	3%
Sporting Event(s)	1%	2%
Other Business Trip	-	1%
A Conference / Meeting	<1%	-
Other/No Answer (net)	1%	<4%>

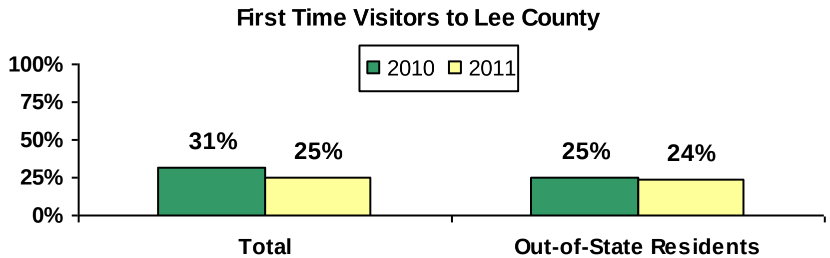
Q15: Did you come to our area for…(Please mark all that apply.)



Trip Profile

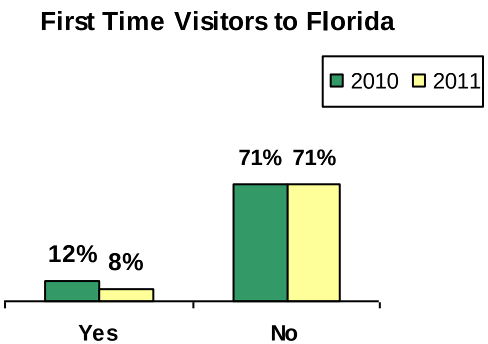
First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
Total Respondents	204	203	32*	36*	129	114	42*	22*
Yes	31%	25%	N/A	N/A	22%	24%	N/A	N/A
No	68%	72%	N/A	N/A	78%	72%	N/A	N/A
No Answer	1%	3%	N/A	N/A	-	4%	N/A	N/A

Q20: Is this your first visit to Lee County?
**N/A: Insufficient number of responses for statistical analysis (N<30).*



First Time Visitors to Florida		
	2010	2011
Total Respondents	204	203
Yes	12%	8%
No	71%	71%
No answer	1%	4%
*FL Residents**	*15%*	*18%*

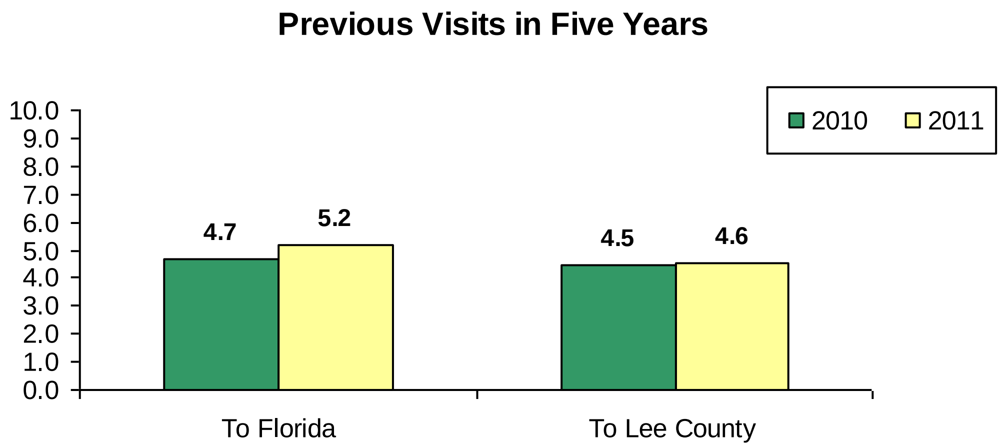
Q18: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
Base: Repeat Visitors	145 (FL res. Excl.)	144 (FL res. Excl.)	139	146
Number of visits	4.7	5.2	4.5	4.6

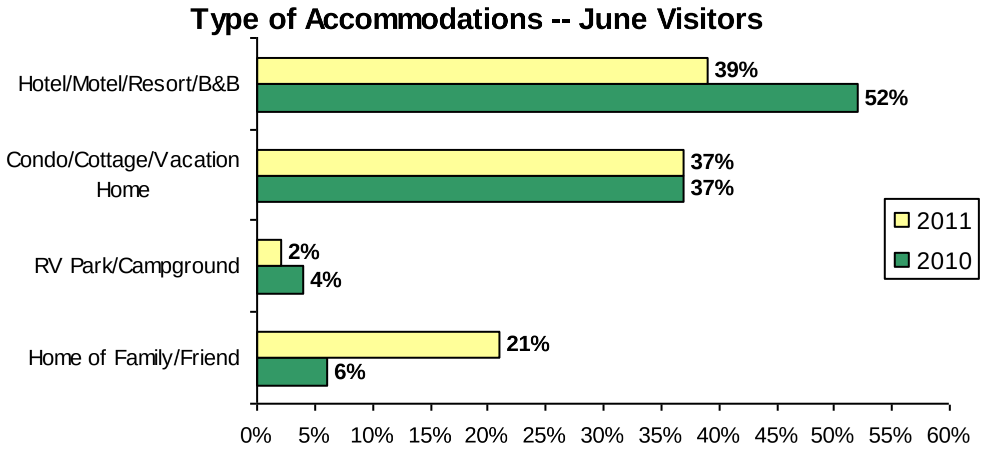
Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations - June Visitors		
	2010	**2011**
Total Respondents	204	203
Hotel/Motel/Resort/B&B	**<52%>**	**39%**
Hotel/motel/inn	26%	24%
Resort	<26%>	14%
B&B	<1%	-
Condo/Cottage/Vacation Home	**37%**	**37%**
Rented home/condo	20%	15%
Owned home/condo	11%	14%
Borrowed home/condo	7%	7%
RV Park/Campground	**4%**	**2%**
Home of family/friend	**6%**	**<21%>**

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

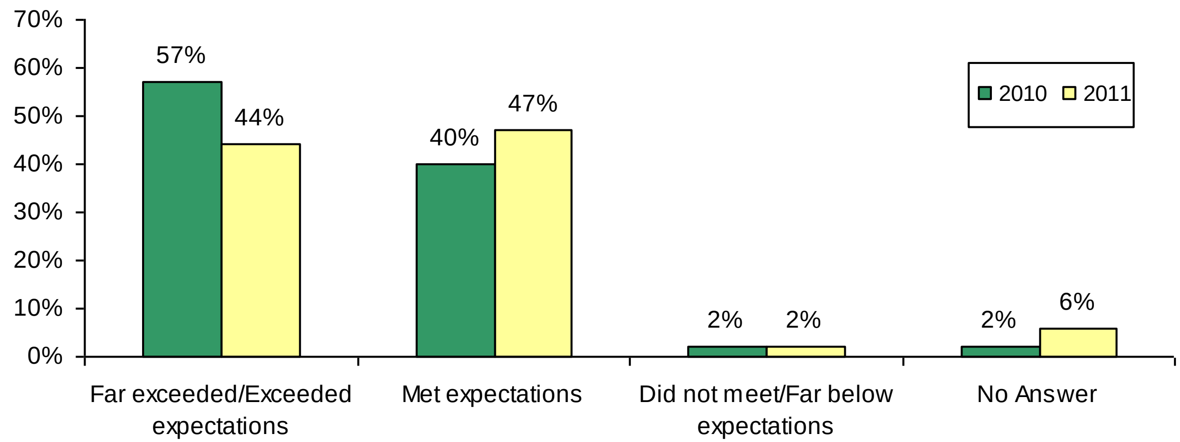


Trip Profile

Quality of Accommodations		
	2010	2011
Total Respondents	204	203
Far exceeded/Exceeded expectations	<57%>	44%
Met your expectations	40%	47%
Did not meet/Far below expectations	2%	2%
No Answer	2%	6%

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

Quality of Accommodations

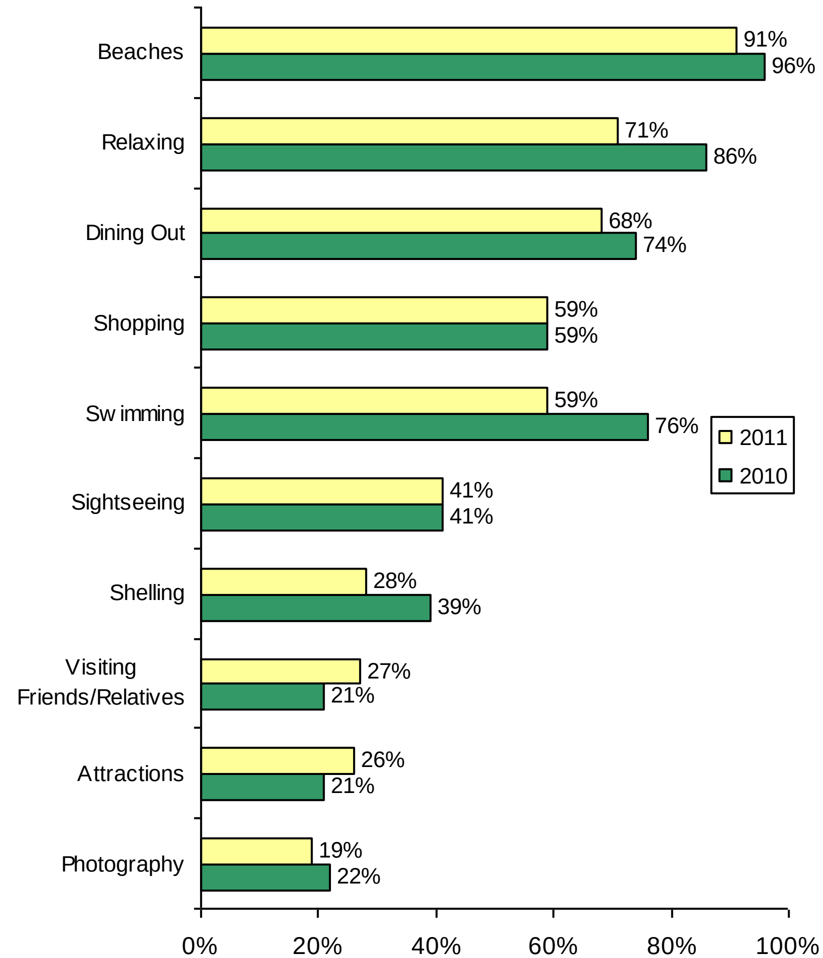


the beaches of FORT MYERS SANIBEL

Trip Activities

June Activities Enjoyed		
	2010	2011
Total Respondents	204	203
Beaches	<96%>	91%
Relaxing	<86%>	71%
Dining Out	74%	68%
Shopping	59%	59%
Swimming	<76%>	59%
Sightseeing	41%	41%
Shelling	<39%>	28%
Visiting Friends/Relatives	21%	27%
Attractions	21%	26%
Photography	22%	19%
Fishing	18%	17%
Watching Wildlife	23%	17%
Bars / Nightlife	23%	16%
Exercise / Working Out	13%	14%
Miniature Golf	8%	14%
Birdwatching	18%	12%
Parasailing / Jet Skiing	16%	11%
Bicycle Riding	11%	9%
Cultural Events	2%	<8%>
Sporting Event	4%	7%
Golfing	3%	7%
Boating	12%	7%
Guided Tour	7%	6%
Kayaking / Canoeing	8%	5%
Scuba Diving / Snorkeling	4%	3%
Tennis	4%	2%
Other	3%	4%
No Answer	<1%	2%

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

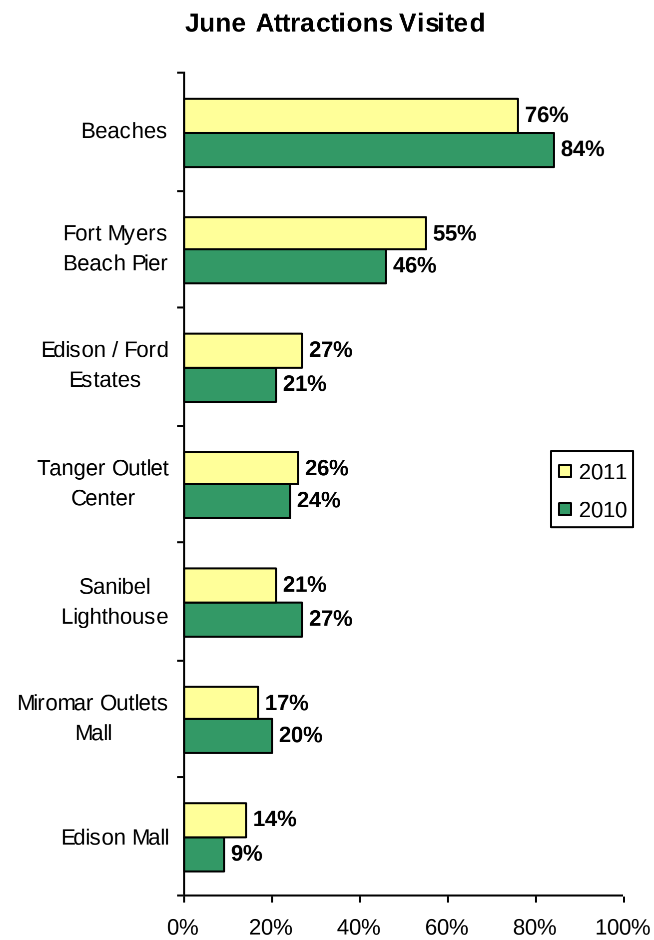


dpa providing direction in travel & tourism

Trip Activities

June Attractions Visited	2010	2011
Total Respondents	204	203
Beaches	<84%>	76%
Fort Myers Beach Pier	46%	55%
Edison / Ford Estates	21%	27%
Tanger Outlet Center	24%	26%
Sanibel Lighthouse	27%	21%
Miromar Outlets Mall	20%	17%
Edison Mall	9%	14%
Coconut Point Mall	6%	<13%>
Bell Tower Shops	6%	10%
Gulf Coast Town Center	6%	9%
Shell Factory and Nature Park	10%	9%
Ding Darling National Wildlife Refuge	<17%>	7%
Manatee Park	2%	<6%>
Periwinkle Place	11%	5%
Broadway Palm Dinner Theater	1%	<4%>
Bailey-Matthews Shell Museum	3%	3%
Barbara B. Mann Perfoming Arts Hall	-	1%
Other	3%	5%
None/No Answer (net)	5%	9%

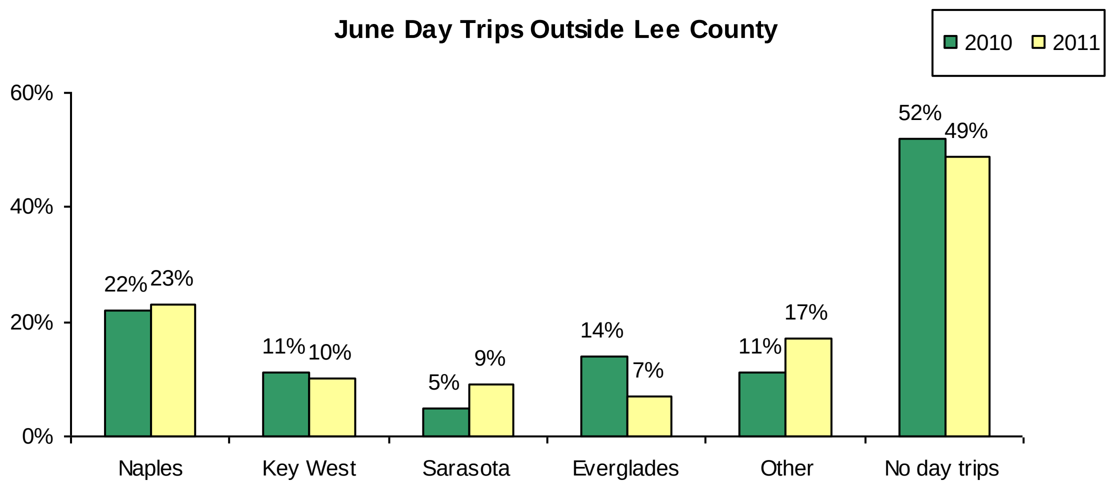
Q29. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

June Day Trips Outside Lee County		
	2010	**2011**
Total Respondents	**204**	**203**
Any day trips (net)	42%	43%
Naples	*22%*	*23%*
Key West	*11%*	*10%*
Sarasota	*5%*	*9%*
Everglades	*<14%>*	*7%*
Other	*11%*	*17%*
No day trips (net)	52%	49%
No Answer	7%	7%

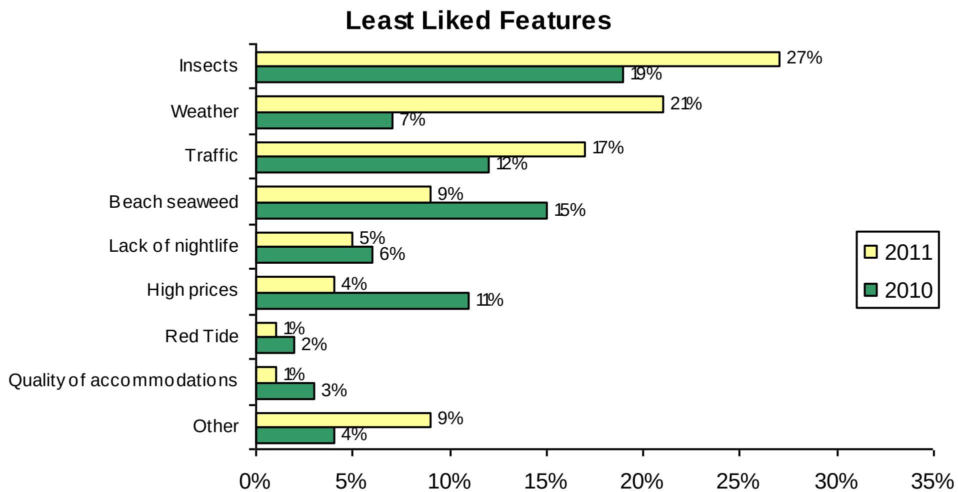
Q30: Where did you go on day trips outside Lee County?



Trip Activities

Least Liked Features		
	2010	**2011**
Total Respondents	204	203
Insects	19%	27%
Weather	7%	<21%>
Traffic	12%	17%
Beach seaweed	15%	9%
Lack of nightlife	6%	5%
High prices	<11%>	4%
Red Tide	2%	1%
Quality of accommodations	3%	1%
Other	4%	9%
Nothing/No Answer (net)	<42%>	32%

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

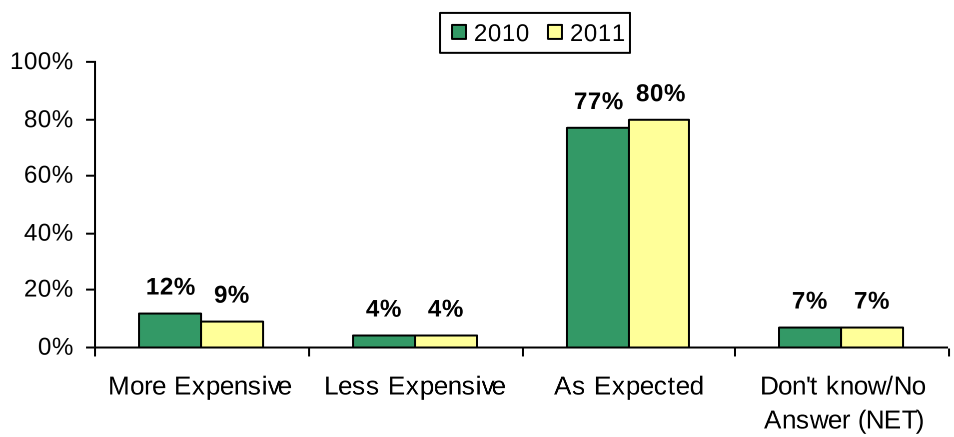


Trip Activities

Perception of Lee County as Expensive		
	2010	**2011**
Total Respondents	204	203
More Expensive	12%	9%
Less Expensive	4%	4%
As Expected	77%	80%
Don't know/No Answer (net)	7%	7%

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

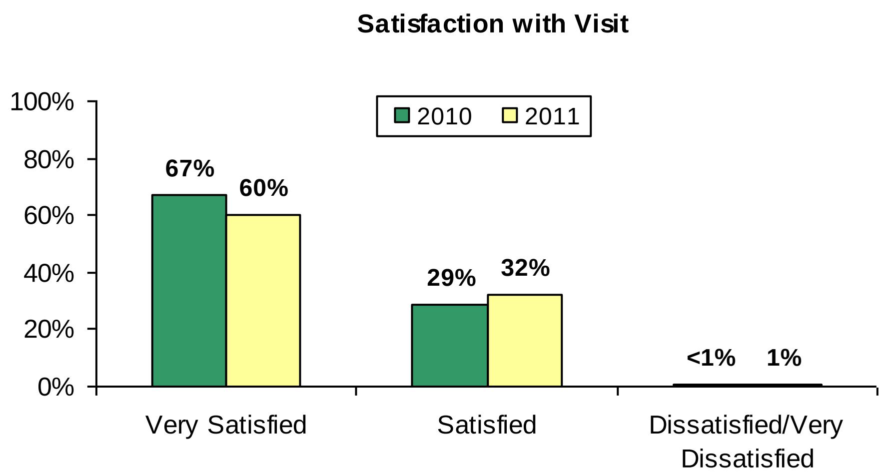
Perception of Lee County as Expensive



Lee County Experience

Satisfaction with Visit		
	2010	**2011**
Total Respondents	**204**	**203**
Satisfied	96%	92%
Very Satisfied	*67%*	*60%*
Satisfied	*29%*	*32%*
Neither	1%	1%
Dissatisfied/Very Dissatisfied	<1%	1%
Don't know/no answer	3%	6%

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

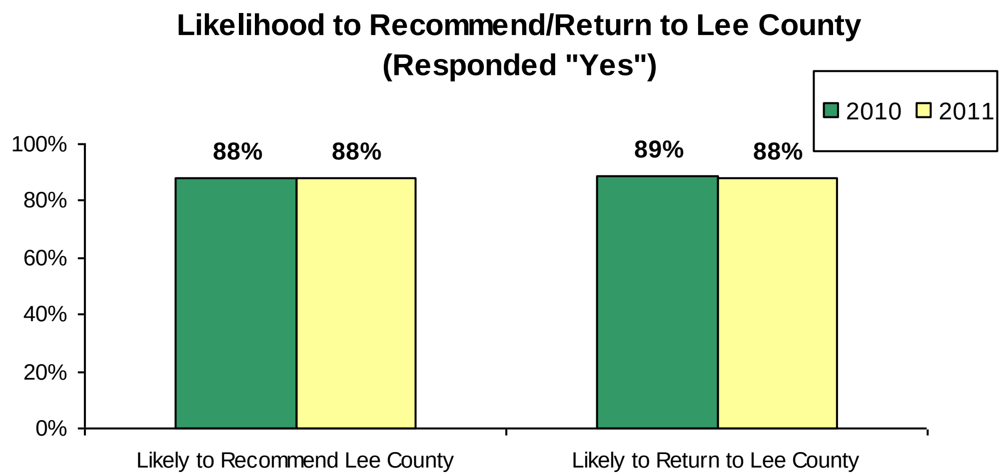


the beaches of FORT MYERS SANIBEL

Future Plans

Likelihood to Recommend/Return to Lee County		
	2010	2011
Total Respondents	204	203
Likely to Recommend Lee County	88%	88%
Likely to Return to Lee County	89%	88%
Base: Total Respondents Planning to Return	181	179
Likely to Return Next Year	56%	59%

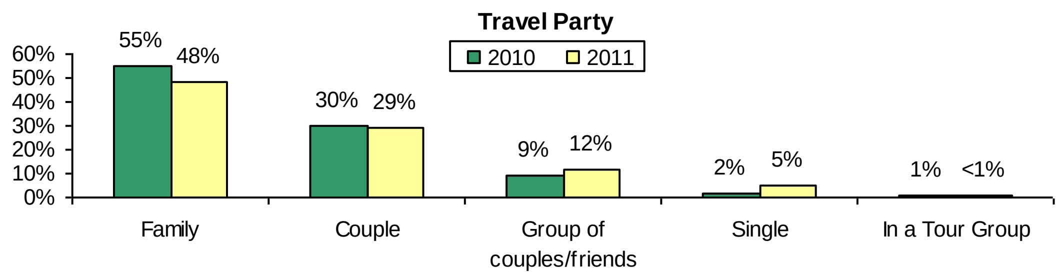
Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q35: Will you come back to Lee County?
Q36: Will you come back next year?



dpa providing direction in travel & tourism

Visitor and Travel Party Demographic Profile

June Travel Party		
	2010	**2011**
Total Respondents	204	203
Family	55%	48%
Couple	30%	29%
Group of couples/friends	9%	12%
Single	2%	5%
In a Tour Group	1%	<1%
Other	3%	3%
Mean travel party size	3.7	3.6
Mean adults in travel party	3.0	2.9

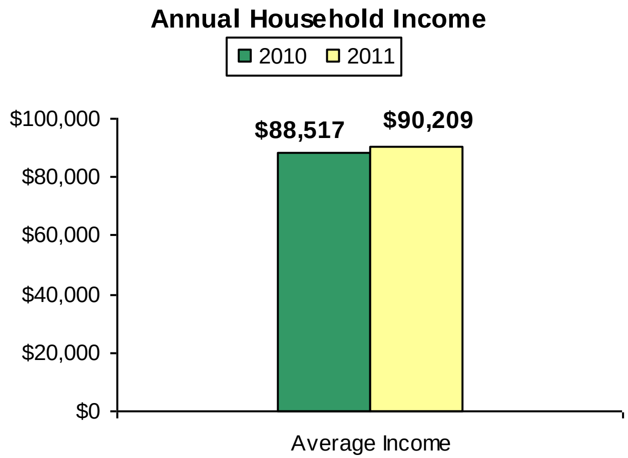


Travel Parties with Children		
	2010	**2011**
Total Respondents	204	203
Traveling with any Children (net)	37%	37%
Any younger than 6	18%	13%
Any 6 - 11 years old	15%	18%
Any 12 - 17 years old	14%	19%

Q22: On this trip, are you traveling:
Q23: Including yourself, how many people are in your immediate travel party?
Q24: How many of those people are:
Younger than 6 years old/6-11 years old/12-17 years old/Adults

Visitor and Travel Party Demographic Profile

June Visitor Demographic Profile		
	2010	**2011**
Total Respondents	204	203
Vacations per year (mean)	2.6	2.6
Short getaways per year (mean)	4.1	3.5
Age of respondent (mean)	45.6	47.5
Annual household income (mean)	$88,517	$90,209
Martial Status		
Married	63%	66%
Single	21%	17%
Other	12%	12%



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q38: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40. Are you: Married/Single/Other

Visitor Origin and Visitation Estimates

Total June Visitation					
	%		Visitor Estimates		% Change
	2010	**2011**	**2010**	**2011**	**2010-2011**
Paid Accommodations	46%	68%	189,717	227,638	20.0%
Friends/Relatives	54%	32%	218,581	107,162	-51.0%
Total Visitation			*408,298*	*334,800*	*-18.0%*
June Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	**2011**	**2010**	**2011**	
United States	78%	81%	148,102	183,319	23.8%
UK	6%	5%	12,240	12,087	-1.2%
Canada	2%	4%	3,672	8,058	119.4%
Germany	10%	3%	19,584	6,043	-69.1%
Scandinavia	-	3%	-	6,043	-
Switzerland	1%	1%	1,224	2,014	64.6%
Austria	-	1%	-	2,014	-
BeNeLux	1%	-	1,224	-	-
Ireland	1%	-	1,224	-	-
Other Europe	1%	-	2,448	-	-
No Answer	-	4%	-	8,058	-
	2010	**2011**	**2010**	**2011**	
Florida	19%	31%	28,152	56,406	100.4%
South (including Florida)	38%	44%	56,303	80,580	43.1%
Midwest	46%	29%	67,319	52,377	-22.2%
Northeast	13%	10%	19,584	18,130	-7.4%
West	3%	4%	3,672	8,058	119.4%
No Answer	1%	13%	1,224	24,174	-

2011 Top DMAs (Paid Accommodations)		
West Palm Beach-Fort Pierce	10%	18,130
Indianapolis	7%	12,807
Miami-Fort Lauderdale	7%	12,087
Orlando-Daytona Beach-Melbourne	7%	12,087
Detroit	6%	10,072
Chicago	3%	6,043
Philadelphia	3%	6,043
Portland, Oregon	3%	6,043
Tampa-Saint Petersburg (Sarasota)	3%	6,043

Occupancy Data Analysis
June 2011

Property managers representing 107 properties in Lee County were interviewed for the June 2011 Occupancy Survey between July 1 and July 15, 2011, a sample considered accurate to plus or minus 9.5 percentage points at the 95% confidence level.

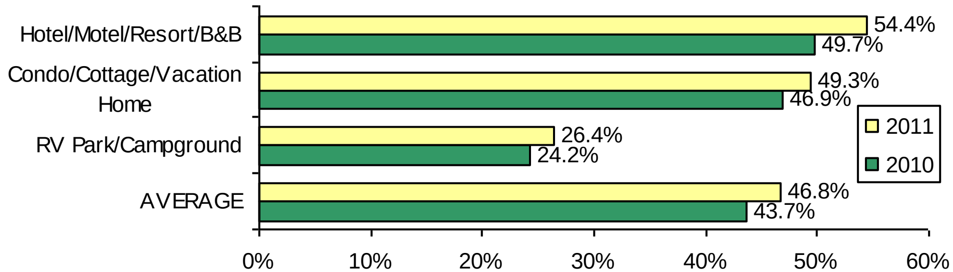
Property managers representing 143 properties in Lee County were interviewed for the June 2010 Occupancy Survey between July 1 and July 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

June Occupancy/Daily Rates

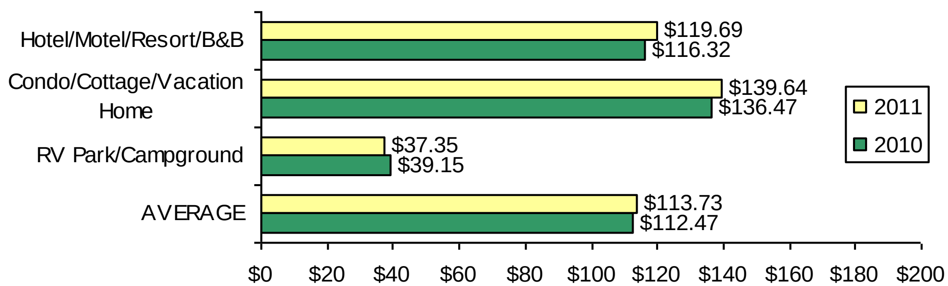
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	135	99		135	101		135/135	99/101	
Hotel/Motel/Resort/B&B	49.7%	54.4%	9.5%	$116.32	$119.69	2.9%	$57.84	$65.16	12.7%
Condo/Cottage/Vacation Home	46.9%	49.3%	5.2%	$136.47	$139.64	2.3%	$63.98	$68.88	7.7%
RV Park/Campground	24.2%	26.4%	9.2%	$39.15	$37.35	-4.6%	$9.48	$9.87	4.1%
AVERAGE	43.7%	46.8%	7.0%	$112.47	$113.73	1.1%	$49.15	$53.20	8.2%

Q16: What was your overall average occupancy rate for the month of June ?
Q17: What was your average daily rate (ADR) in June?

Average Occupancy Rate

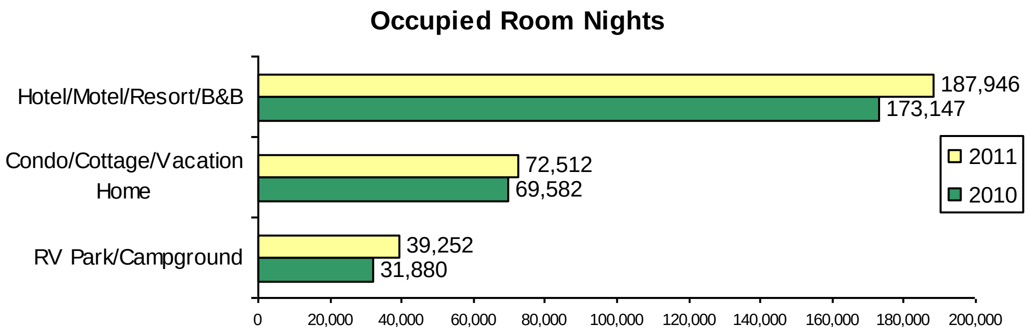


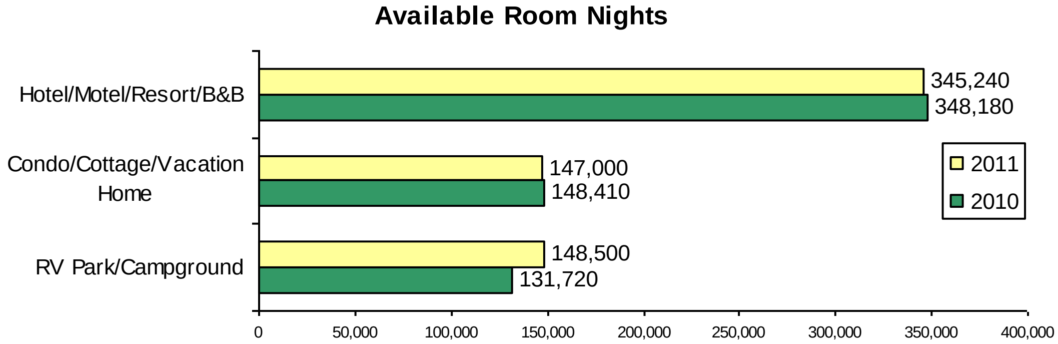
Average Daily Rate



June Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	173,147	187,946	8.5%	348,180	345,240	-0.8%
Condo/Cottage/Vacation Home	69,582	72,512	4.2%	148,410	147,000	-1.0%
RV Park/Campground	31,880	39,252	23.1%	131,720	148,500	12.7%
Total	**274,609**	**299,710**	**9.1%**	**628,310**	**640,740**	**2.0%**

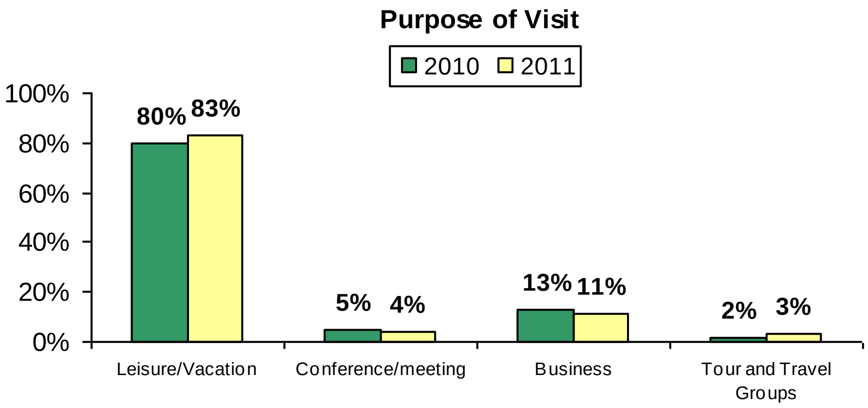




Lodging Management Estimates

June Guest Profile		
	2010	**2011**
Property Managers Responding	111	90
Purpose of Visit		
Leisure/Vacation	80%	83%
Conference/meeting	5%	4%
Business	13%	11%
Tour and Travel Groups	2%	3%
Property Managers Responding	125	99
Average guests per room	2.6	2.8
Property Managers Responding	123	96
Average length of stay in nights	4.9	5.2

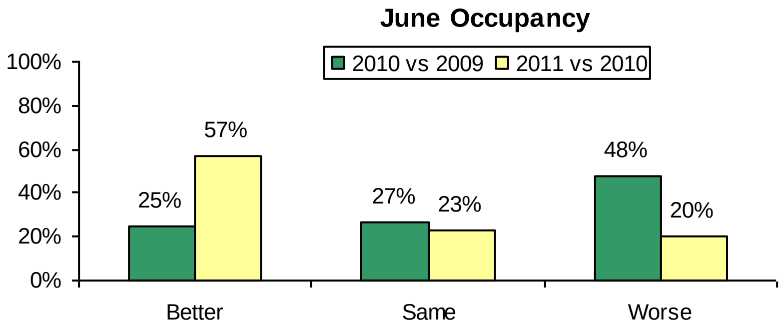
Q23: What percent of your June room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in June?
Q19: What was the average length of stay (in nights) of your guests in June?

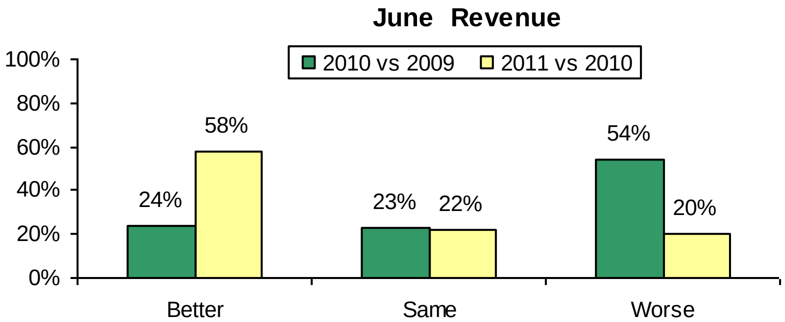


Occupancy Barometer

	June Occupancy		June Revenue	
	2010	2011	2010	2011
Property Managers Responding	122	100	119	99
Better/Same (net)	52%	<80%>	46%	<80%>
Better	25%	<57%>	24%	<58%>
Same	27%	23%	23%	22%
Worse	<48%>	20%	<54%>	20%

Q25: Was your June occupancy better, the same, or worse than it was in June 2011?
How about your property's June revenue – better, the same, or worse than June 2011?

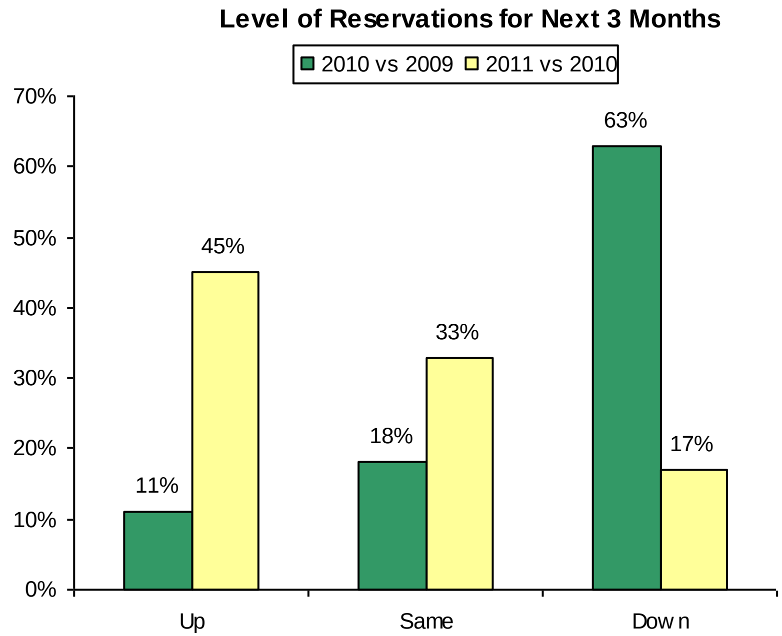




Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2010	**2011**
Total Answering Respondents	125	99
Up/Same (NET)	29%	<79%>
Up	11%	<45%>
Same	18%	<33%>
Down	<63%>	17%

Q26: Compared to July, August, and September of one year ago, is your property's total level of reservations up, the same or down for the upcoming July, August and September?

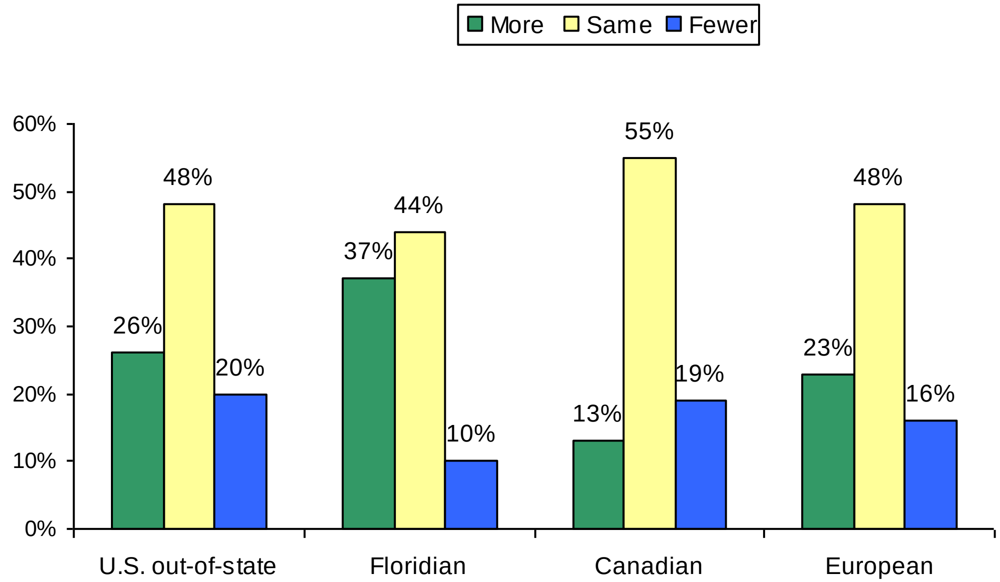


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (106/82 Minimum)	More		Same		Fewer		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
U.S out-of-state	10%	<26%>	35%	48%	<46%>	20%	10%	7%
Floridian	24%	<37%>	33%	44%	<35%>	10%	8%	9%
Canadian	5%	<13%>	28%	<55%>	<49%>	19%	18%	12%
European	8%	<23%>	27%	<48%>	<50%>	16%	15%	13%

Q27: Now thinking about the specific origins of your guests, for the upcoming July, August and September do you expect more, the same, or fewer guests from each of the following areas than you had in July, August and September of one year ago?

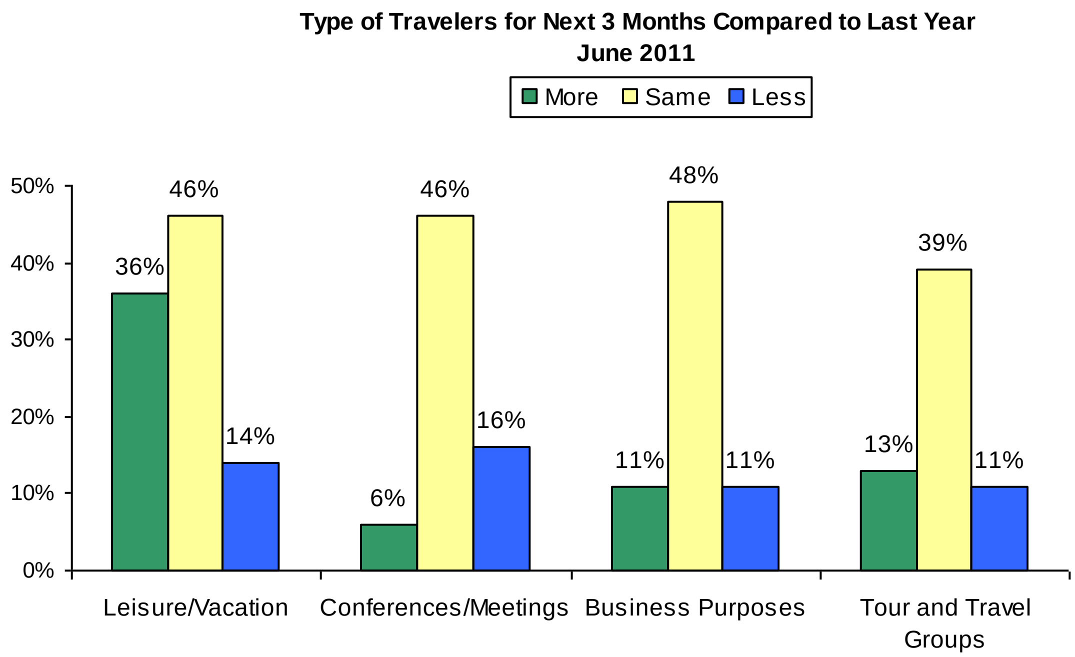
Origin of Guests for Next 3 Months Compared to Last Year
June 2011



Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (102/79 Minimum)	More		Same		Less		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
Leisure/Vacation	14%	<36%>	34%	46%	<40%>	14%	<12%>	3%
Conferences/Meetings	4%	6%	15%	<46%>	26%	16%	<55%>	32%
Business Purposes	6%	11%	23%	<48%>	<26%>	11%	<45%>	30%
Tour and Travel Groups	4%	<13%>	16%	<39%>	21%	11%	<60%>	37%

Q28: Compared to July, August and September of one year ago will the following types of travelers generate more, the same, or less business for your property in the upcoming July, August and September?

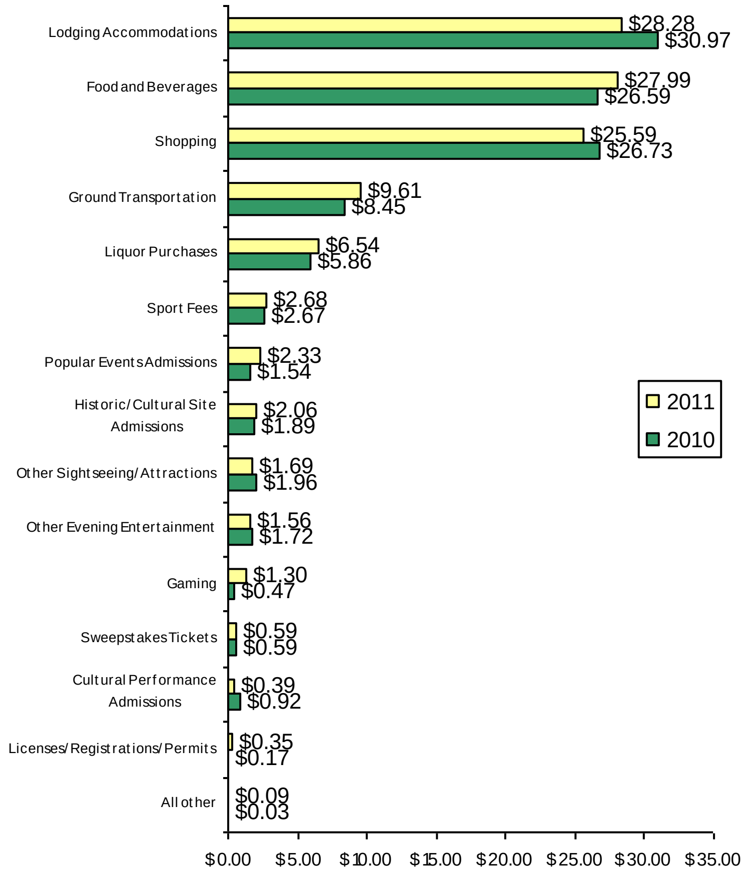


Economic Impact Analysis
June 2011

Average Expenditures

June Average Expenditures per Person per Day			
	2010	**2011**	**% Change**
TOTAL	$110.55	$111.06	0.5%
Lodging Accommodations	$30.97	$28.28	-8.7%
Food and Beverages	$26.59	$27.99	5.3%
Shopping	$26.73	$25.59	-4.3%
Ground Transportation	$8.45	$9.61	13.7%
Liquor Purchases	$5.86	$6.54	11.6%
Sport Fees	$2.67	$2.68	0.4%
Popular Events Admissions	$1.54	$2.33	51.3%
Historic/Cultural Site Admissions	$1.89	$2.06	9.0%
Other Sightseeing/Attractions	$1.96	$1.69	-13.8%
Other Evening Entertainment	$1.72	$1.56	-9.3%
Gaming	$0.47	$1.30	176.6%
Sweepstakes Tickets	$0.59	$0.59	0.0%
Cultural Performance Admissions	$0.92	$0.39	-57.6%
Licenses/Registrations/Permits	$0.17	$0.35	105.9%
All other	$0.03	$0.09	200.0%

Average Expenditures per Person per Day



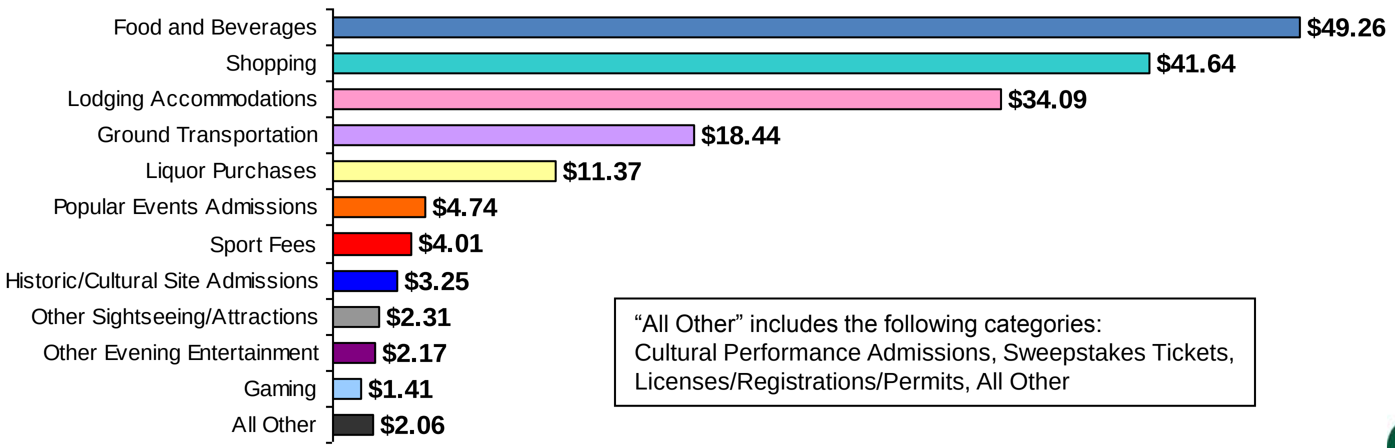
providing direction in travel & tourism

the beaches of FORT MYERS SANIBEL

Total Visitor Expenditures by Spending Category

June TOTAL EXPENDITURES			
	2010	2011	% Change
TOTAL	$162,883,604	$174,760,362	7.3%
Food and Beverages	$40,478,812	$49,260,980	21.7%
Shopping	$42,875,627	$41,639,543	-2.9%
Lodging Accommodations	$30,883,928	$34,086,758	10.4%
Ground Transportation	$15,848,103	$18,444,149	16.4%
Liquor Purchases	$8,768,830	$11,374,559	29.7%
Popular Events Admissions	$4,874,376	$4,740,783	-2.7%
Sport Fees	$5,175,479	$4,011,770	-22.5%
Historic/Cultural Site Admissions	$4,385,287	$3,251,247	-25.9%
Other Sightseeing/Attractions	$3,372,312	$2,309,350	-31.5%
Other Evening Entertainment	$3,596,965	$2,171,515	-39.6%
Gaming	$1,100,637	$1,411,891	28.3%
All Other	$1,523,248	$2,057,817	35.1%

June 2011 Total Expenditures
(Millions)



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

dpa providing direction in travel & tourism

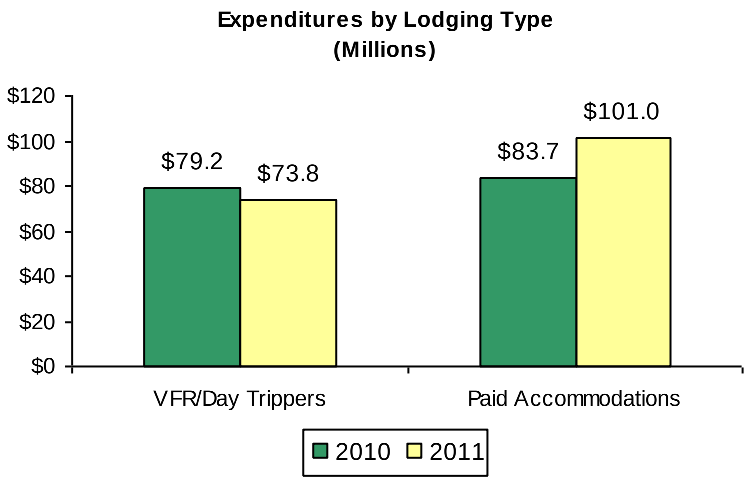
Total Visitor Expenditures by Spending Category

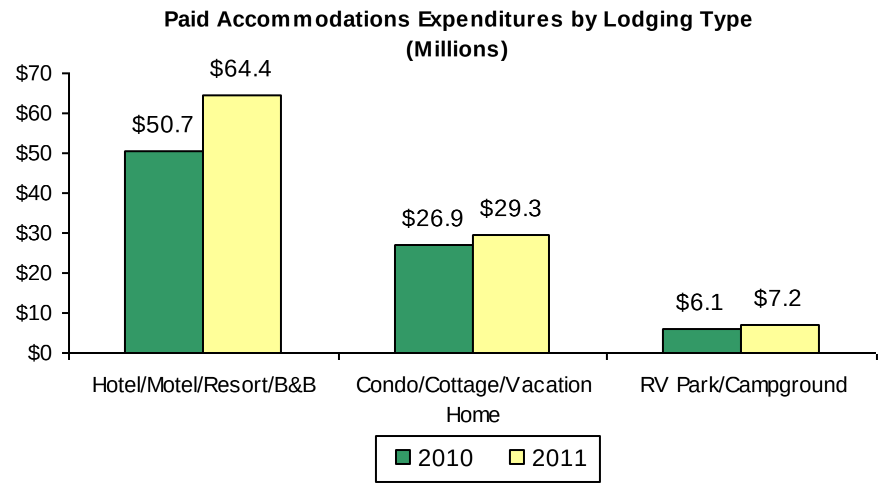
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2010	2011	% Change	2010	2011	% Change
TOTAL	$83,675,779	$100,955,361	20.7%	$79,207,825	$73,805,001	-6.8%
Lodging Accommodations	$30,883,928	$34,086,758	10.4%	$0	$0	-
Food and Beverages	$17,924,659	$23,259,980	29.8%	$22,554,153	$26,001,000	15.3%
Shopping	$17,400,375	$20,012,612	15.0%	$25,475,252	$21,626,931	-15.1%
Ground Transportation	$5,420,668	$7,691,079	41.9%	$10,427,435	$10,753,070	3.1%
Liquor Purchases	$3,923,666	$5,366,492	36.8%	$4,845,164	$6,008,067	24.0%
Sport Fees	$2,034,386	$2,663,545	30.9%	$3,141,093	$1,348,225	-57.1%
Popular Events Admissions	$1,244,564	$2,304,587	85.2%	$3,629,812	$2,436,196	-32.9%
Other Sightseeing/Attractions	$1,369,513	$1,443,869	5.4%	$2,002,799	$865,481	-56.8%
Historic/Cultural Site Admissions	$1,125,256	$1,428,272	26.9%	$3,260,031	$1,822,975	-44.1%
Other Evening Entertainment	$1,189,349	$1,215,289	2.2%	$2,407,616	$956,226	-60.3%
Gaming	$278,300	$904,037	224.8%	$822,337	$507,854	-38.2%
All Other	$881,115	$578,841	-34.3%	$642,133	$1,478,976	130.3%

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

Total Visitor Expenditures by Lodging Type

June Total Expenditures by Lodging Type					
	2010	2011	% Change	2010	2011
TOTAL	$162,883,604	$174,760,362	7.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	$79,207,825	$73,805,001	-6.8%	49%	42%
Paid Accommodations	$83,675,779	$100,955,361	20.7%	51%	58%
Hotel/Motel/Resort/B&B	$50,730,207	$64,436,872	27.0%	31%	37%
Condo/Cottage/Vacation Home	$26,891,991	$29,314,146	9.0%	17%	17%
RV Park/Campground	$6,053,581	$7,204,343	19.0%	4%	4%





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.

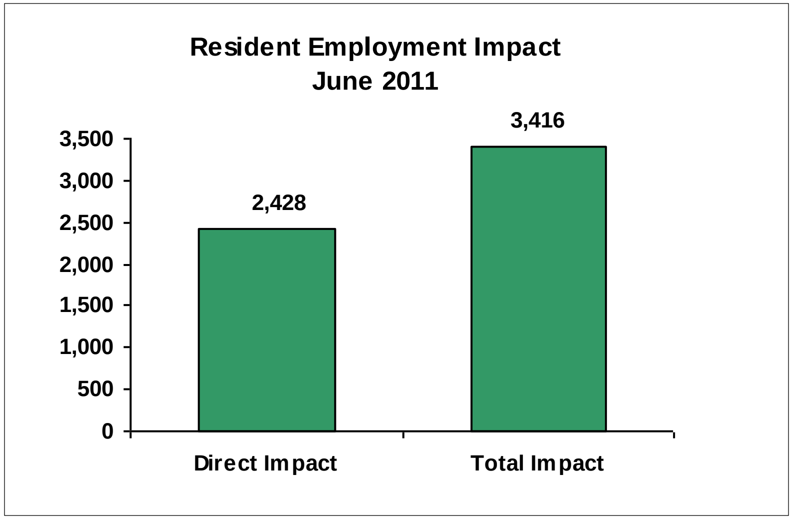
Impact on Jobs for Lee County Residents

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.

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

<u>Total employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures <u>PLUS</u> 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.).



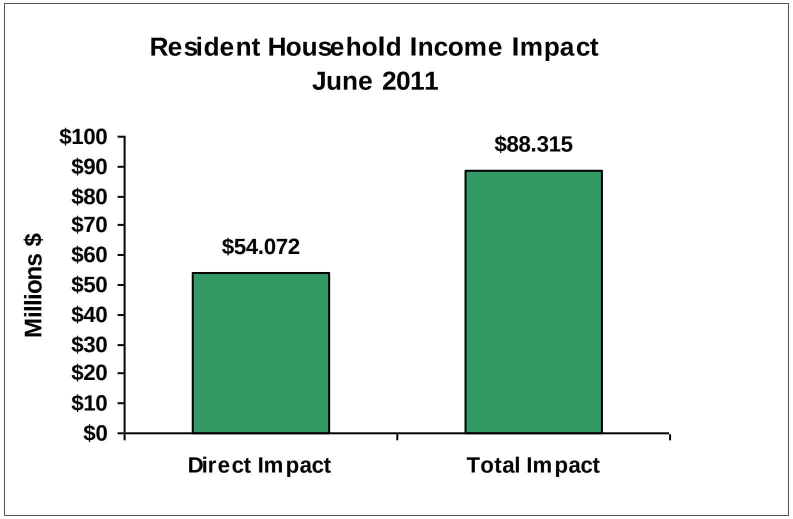
Impact on Household Income for Lee County Residents

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.

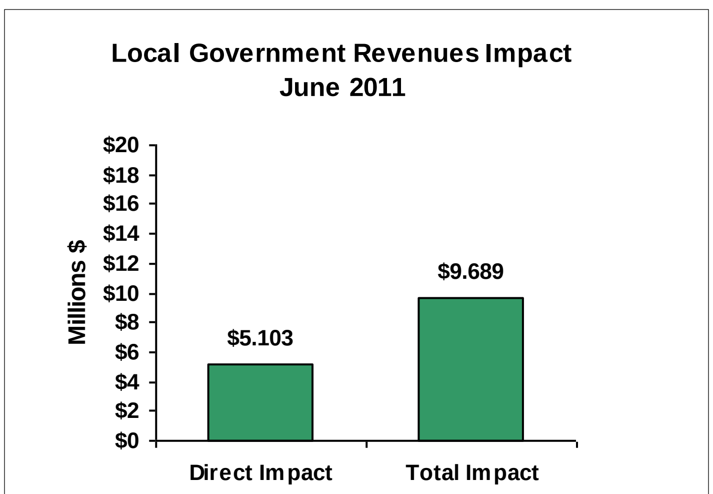
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

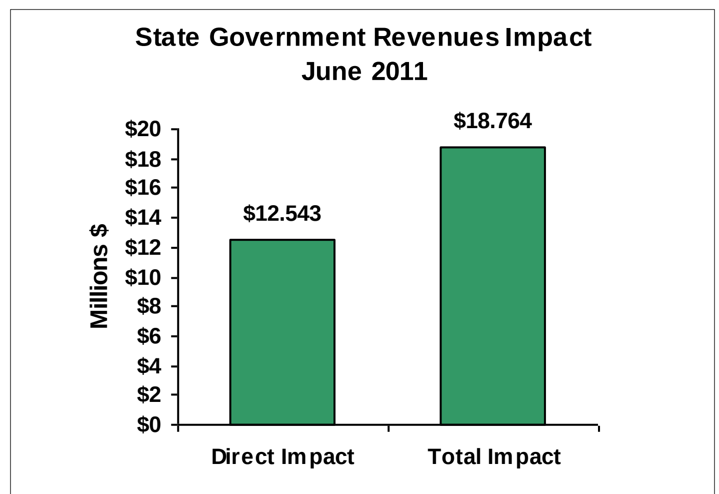
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

June 2011

June 2011 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Bonita	Bonita Beach	30-Jun	34
Fort Myers Beach	Bowditch Beach	2-Jun	9
Fort Myers Beach	Diamond Head Resort	2-Jun	5
Fort Myers Beach	Estero Island Beach Club	2-Jun	7
Fort Myers Beach	Neptune Inn	2-Jun	5
Sanibel	Holiday Inn	4-Jun	9
Sanibel	Loggerhead Cay	4-Jun	6
Sanibel	Sanibel Surside	4-Jun	5
Sanibel	Lighthouse Beach	14-Jun	20
Sanibel	Sanibel Inn	14-Jun	7
Sanibel	Sanibel Mooring	14-Jun	4
Sanibel	Song of the Sea	14-Jun	5
Cape Coral	Cape Coral Yacht Club	18-Jun	4
Ft. Myers	Centenial Park	18-Jun	8
Ft. Myers	Summerlin Square Trolley	18-Jun	8
Fort Myers Beach	Bel Air Beach Club	24-Jun	6
Fort Myers Beach	The Pier	24-Jun	26
Ft. Myers	Clarion	25-Jun	5
Ft. Myers	Edison Estate	25-Jun	30
TOTAL			**203**

Occupancy Interviewing Statistics

Interviews were conducted from July 1 – July 15, 2011. Information was provided by 107 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	66
Condo/Cottage/Vacation Home/Timeshare	26
RV Park/Campground	15
Total	107