

RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100
TAMPA, FLORIDA 33609
TEL (813) 254-2975 • FAX (813) 254-2986

September 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel



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

Prepared for:

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

Prepared by:

Walter J. Klages, Ph.D.
President
Research Data Services, Inc.
www.KlagesGroup.com

November 4, 2005

Beaches of Fort Myers - Sanibel: September 2005 Visitor Profile

Executive Summary: September 2005

1. Despite this year's turbulent tropical season, September 2005 left an economic impact on Lee County's tourism that reached \$71,545,142, a significant increase over last September (+8.8%). Lodging ADR grew by 7.4% (\$95.2), while the industry's occupancy was pegged at 51.0%. Importantly, this September's inventory still remains below comparable pre-hurricane levels.

2. An estimated 76,740 travelers sought out the Beaches of Fort Myers - Sanibel this September (+7.3%). Key Northeastern and Midwestern feeder markets expanded significantly, while Lee's European market segments continued the buoyancy of recent months. Specifically, this month's visitor origins are as follows:

<u>Visitor Origin</u>	September		
	2004 Visitor #	2005 Visitor #	% Δ
Florida	20,535	21,180	+ 645
Southeast	7,227	6,523	- 704
Northeast	12,951	15,732	+2,781
Midwest	16,385	18,187	+1,802
Canada	358	460	+ 102
Europe	10,446	11,588	+1,142
Markets of Opportunity	3,649	3,070	- 579
Total	71,551	76,740	+5,189

Beaches of Fort Myers - Sanibel: September 2005 Visitor Profile

3. The following is the rank order of Lee's primary DMA's:

<u>September 2004</u>			<u>September 2005</u>			<u>'04 Rank</u>
1.	Miami/Fort Lauderdale	9.5%	1.	New York	8.2%	5
2.	Greater Orlando Area	6.8	2.	Miami/Fort Lauderdale	8.1	1
3.	Tampa/St. Petersburg	6.2	3.	Tampa/St. Petersburg	6.5	3
4.	West Palm Beach/Ft. Pierce	5.4	4.	Chicago	6.1	8
5.	New York	5.3	5.	Greater Orlando Area	4.9	2
6.	Boston	4.8	6.	West Palm Beach/Ft. Pierce	4.3	4
7.	Detroit	4.7	7.	Philadelphia	4.2	--
8.	Chicago	3.2	8.	Detroit	3.5	7
9.	Milwaukee	3.0	9.	Pittsburgh	3.4	--
10.	Cincinnati	2.9	10.	Boston	3.3	6

4. Air travel is significantly more dominant this month. Fully 56.0% of Lee's visitors came by plane (**2004: 48.1%**), with two-thirds of these (66.7%) deplaning at Southwest Florida International Airport (RSW).
5. First time trips to Lee are an important benchmark of "tryout" visitation. Fully 44.0% of September visitors are at the Beaches of Fort Myers - Sanibel for the first time (**2004: 42.1%**). Close to one in four of these are also visiting Florida for the first time.
6. The level of satisfaction reported by visitors remains very high (**95.9%**) and 40.7% of these plan to return to Lee next year.
7. Fully 87.6% of Lee visitors access the Internet and some 84.5% of these visitors say that they obtain travel information on-line. Additionally, 46.0% bought travel services for this trip on-line.

The Beaches of Fort Myers - Sanibel:
2005 September Visitor Profile



September 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual 2004	YEAR TO DATE 2004		% Δ 04/05	September 2004		% Δ 04/05
		2004	2005		2004	2005	
Visitors (#)	2,026,921	1,716,826	1,725,530	+0.5	71,551	76,740	+7.3
Room Nights	5,406,594 *	4,210,401 *	4,201,163	-0.2	249,850 *	233,850	-6.4
Direct Exp. (\$)	\$1,164,594,233	\$975,318,083	\$1,027,214,536	+5.3	\$39,163,798	\$42,594,000	+8.8

Visitor Origin	Annual Market Share		September 2004		September 2005		
	2003	2004	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	28.7%	20,535	27.6%	21,180	+3.1
Southeast	7.0	6.8	10.1	7,227	8.5	6,523	-9.7
Northeast	28.4	28.9	18.1	12,951	20.5	15,732	+21.5
Midwest	37.9	38.5	22.9	16,385	23.7	18,187	+11.0
Canada	2.3	2.3	0.5	358	0.6	460	+28.5
Europe	8.4	8.9	14.6	10,446	15.1	11,588	+10.9
Markets of Opp.	3.4	3.2	5.1	3,649	4.0	3,070	-15.9
Total	100.0%	100.0%	100.0	71,551	100.0	76,740	+7.3

Industry (Weighted)	Winter	May	Jun.	Jul.	Aug.	Spr/Sum	Sept.
Occupancy 2003	85.3%	73.3%	66.5%	71.0%	63.3%	68.5%	51.5%
Occupancy 2004	88.0	74.4	69.3	73.4	65.8	70.7	64.0
Occupancy 2005	89.1	78.4	72.2	77.4	61.6	72.4	51.0
Δ Points ('04-'05)	+1.1	+4.0	+2.9	+4.0	-4.2	+1.7	-13.0
ADR 2003	\$126.67	\$87.75	\$89.57	\$86.75	\$91.07	\$88.79	\$81.12
ADR 2004	130.29	91.88	93.25	90.52	95.05	92.68	88.67
ADR 2005	139.33	97.81	98.17	97.49	101.47	98.74	95.22
Δ Percent ('04-'05)	+6.9%	+6.5%	+5.3%	+7.7%	+6.8%	+6.5%	+7.4%

Size Category	September Occupancy			September Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	n/a	48.6%	n/a	n/a	\$78.82	n/a
21-50 units	n/a	51.2	n/a	n/a	85.88	n/a
51-100 units	n/a	51.8	n/a	n/a	107.51	n/a
101+ units	n/a	51.7	n/a	n/a	108.69	n/a

* Revised to include storm recovery occupancy.

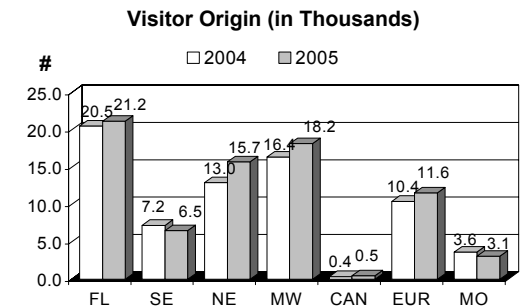
Research Data Services, Inc.

- 1 -

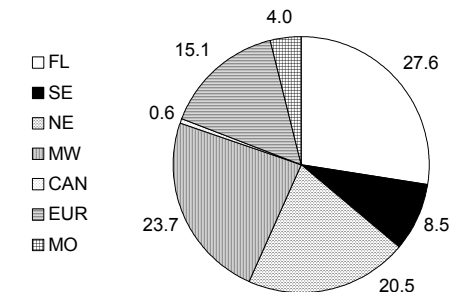
September 2005 Visitor Profile

© Copyright 2005. All Rights Reserved. FCD - T

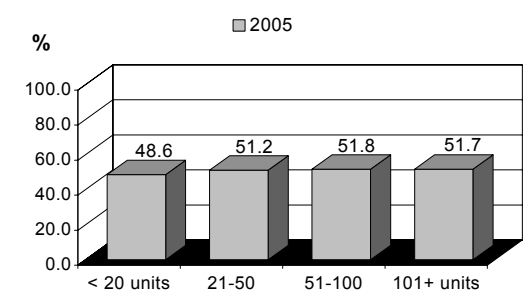
www.KlagesGroup.com



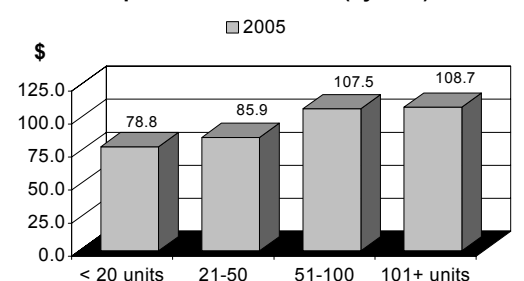
September 2005 Share of Total Market (%)



September Occupancy (by Size)

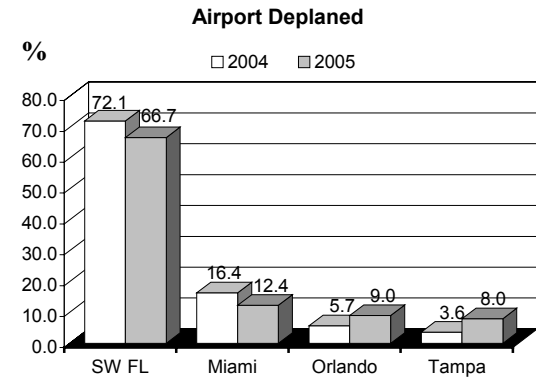
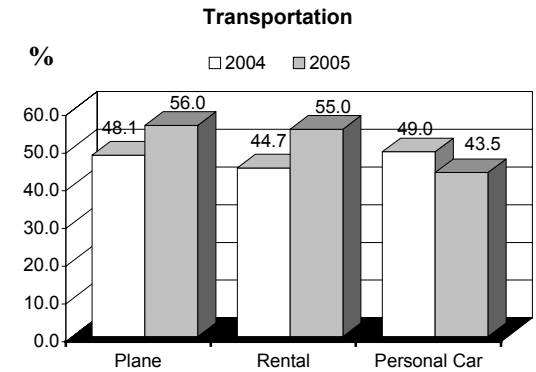


September Room Rates (by Size)

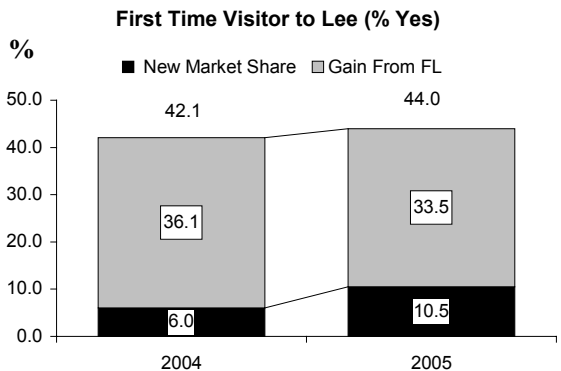


September 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>September 2004</u>	<u>September 2005</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	48.1%	56.0%
Rental Car	44.7	55.0
Personal Car	49.0	43.5
Airport Deplanned		
Southwest Florida International	72.1%	66.7%
Miami International	16.4	12.4
Orlando International	5.7	9.0
Tampa International	3.6	8.0
Car Rental Location		
Fort Myers	71.2%	65.1%
Miami	19.2	12.6
Orlando	3.2	9.3
Tampa	4.0	8.3



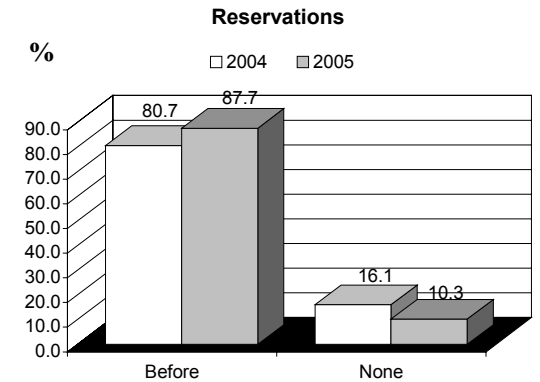
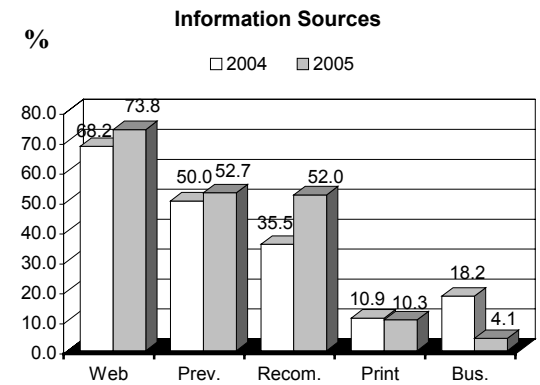
	<u>September 2004</u>	<u>September 2005</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	83.8%	95.9%
Visit Friends and Relatives	12.1	14.3
B. Occupancy Survey Data		
Business Travelers/ Conferences/Business Meetings	54.1% *	23.8%
First Visit to (% yes)		
Lee County	42.1%	44.0%
Florida	6.0	10.5
First Time Visitors (by Region)		
Florida	33.3%	34.0%
Southeast	44.9	34.1
Northeast	29.8	41.1
Midwest	45.5	36.5
Europe	56.0	83.3
Markets of Opportunity	59.6	46.7



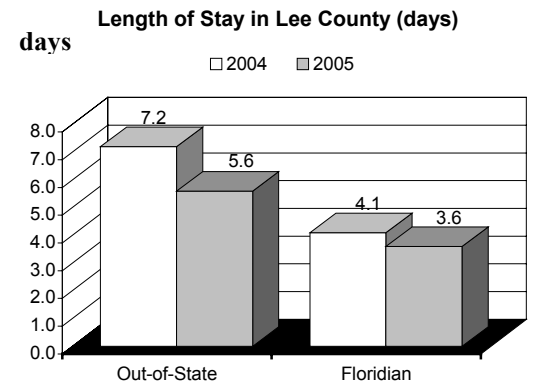
* Please Note: Includes recovery personnel

September 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>September 2004</u>	<u>September 2005</u>
Average Repeat Visits to Lee	3.3	3.5
Information Sources (Multiple Response)		
Internet	68.2%	73.8%
Previous Visit	50.0	52.7
Recommendations	35.3	52.0
Print Media	10.9	10.3
Business Contacts	18.2	4.1
Assisted by Travel Agent	13.2%	8.0%
Travel Agent Assisted with		
Airline Reservations	53.1%	46.6%
Fly/Drive Packages	37.2	44.0
Hotel/Motel Reservations	48.6	43.6
Reservations		
Before Leaving Home	80.7%	87.7%
None	16.1	10.3
Percent with no reservations or reservations made less than 7 days in advance of arrival	N/A	36.7%

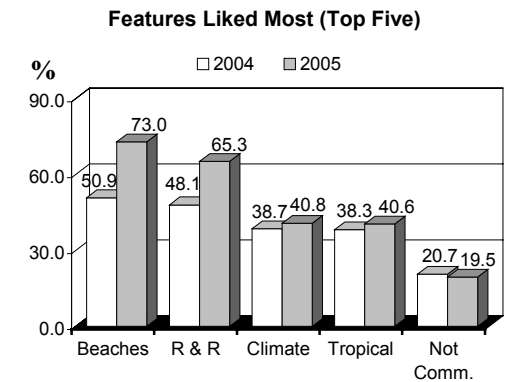
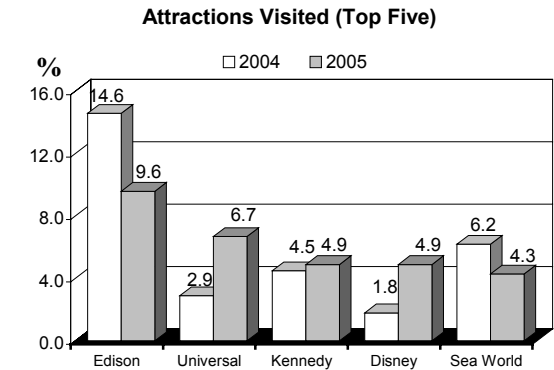
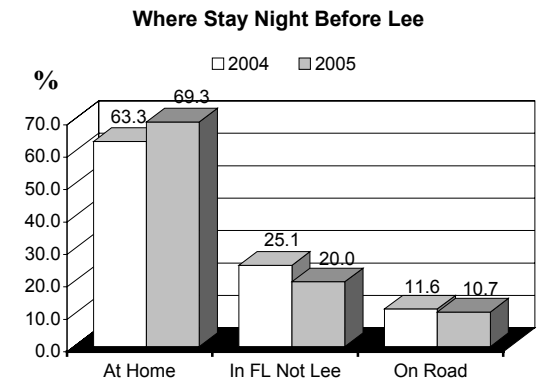


	<u>Sep. '04</u> <u>Out-of-</u> <u>State</u>	<u>Sep. '05</u> <u>Out-of-</u> <u>State</u>	<u>Sep. '04</u> <u>Floridian</u>	<u>Sep. '05</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.7	10.1	4.2	3.7
In Florida	10.0	9.3	N/A	N/A
In Lee County	7.2	5.6	4.1	3.6
% Staying 4 Days or Less in Lee	44.6%	40.2%	66.7%	81.4%
Party Size	2.1	2.4	3.0	3.1



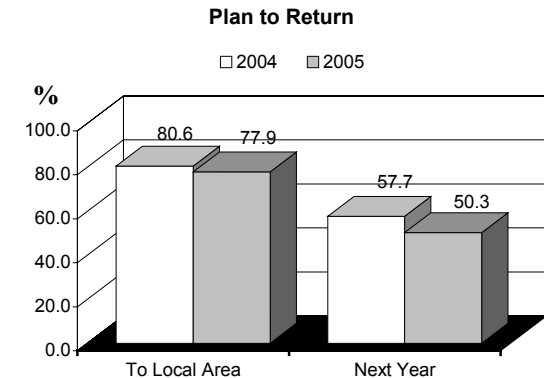
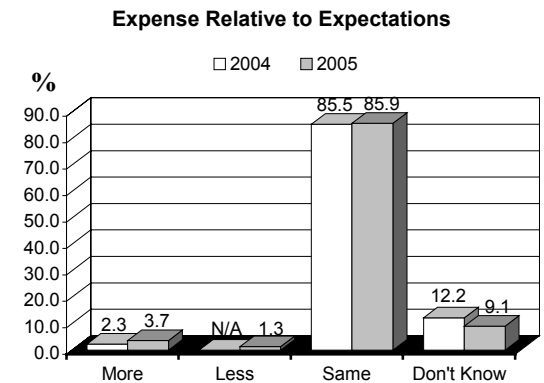
September 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>September 2004</u>	<u>September 2005</u>
Party Composition		
Couple	71.8%	77.1%
Family	16.8	18.9
Single	11.4	2.0
Where Stay Night Before Lee (Out-of-State)		
At Home	63.3%	69.3%
In Florida, Not in Lee	25.1	20.0
On the Road, Not in Florida	11.6	10.7
Attractions Visited		
Edison Home/Ford Home	14.6%	9.6%
Universal Studios	2.9	6.7
Kennedy Space Center	4.5	4.9
Disney	1.8	4.9
Sea World	6.2	4.3
EPCOT	3.1	4.1
Satisfaction with Lee County		
	98.7%	95.9%
Features Liked Most about Lee		
Beaches	50.9%	73.0%
Rest/Relaxation/Quiet	48.1	65.3
Climate	38.7	40.8
Tropical Atmosphere	38.3	40.6
Not Commercial	20.7	19.5
Clean Environment	19.8	16.6
Friendly Residents	18.9	16.5
Safety	1.3	7.3
Features Liked Least about Lee		
No Specific Complaints	72.2%	69.0%
Water Quality/Red Tide	N/A	13.7
Insects	4.5	5.8
Expense	N/A	3.4
Weather	13.5	2.6
Highway Signage	0.6	1.3
Better Shops/Restaurants	N/A	0.7
Congestion/Over Population	1.3	0.3

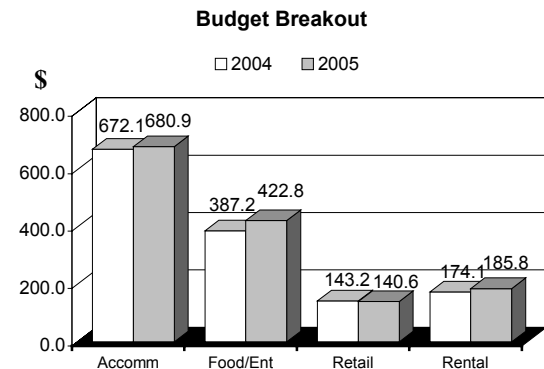


September 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>September 2004</u>	<u>September 2005</u>
Expense Relative to Expectations		
More Expensive	2.3%	3.7%
Less Expensive	N/A	1.3
As Expected	85.5	85.9
Don't Know	12.2	9.1
Recommend Lee to Friends/Relatives		
Yes	82.1%	79.5%
Don't Know	17.9	18.9
Plan to Return (% yes)		
To Local Area	80.6%	77.9%
Next Year (Base: Return to Local Area)	57.7	50.3
Median Age Head of Household (years)		
	47.9	50.2
Median Annual Household Income		
	\$76,475	\$77,395



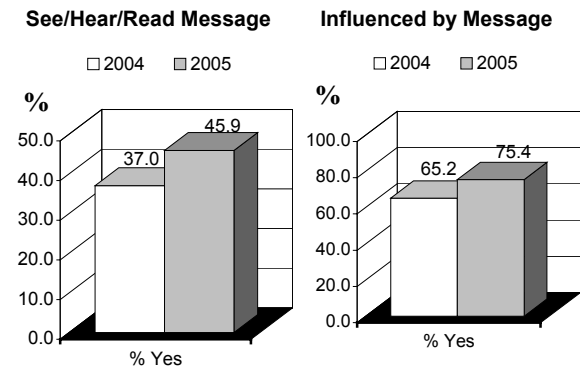
	<u>September 2004</u>	<u>September 2005</u>
Average Number of (per year)		
Getaway Trips	2.8	2.7
Vacations	1.8	1.9



	<u>September 2004</u>	<u>September 2005</u>
Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)		
Total	\$1,059.17	\$1,164.19
Per Person/Trip	504.68	485.08
Per Person/Day	70.09	86.62
Out-of-State Visitor Party Budget Breakout (Lee Stay)		
Accommodations	\$672.12	\$680.93
Food/Entertainment	387.20	422.84
Retail Purchases	143.22	140.59
Rental Car	174.14	185.78

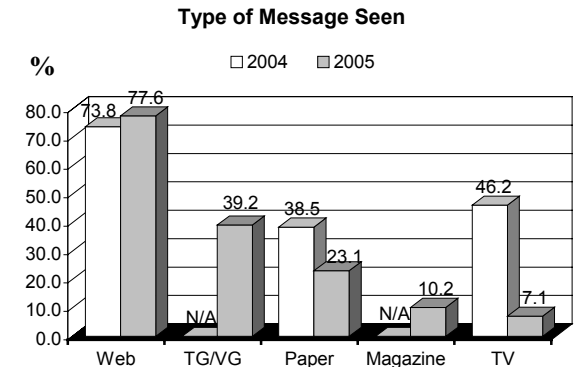
September 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>September 2004</u>	<u>September 2005</u>
See/Read/Hear Lee Message	37.0%	45.9%
Type of Message Seen		
Internet	73.8%	77.6%
Travel Guides/Visitor Guides/Brochures	N/A	39.2
Newspapers	38.5	23.1
Magazines	N/A	10.2
Television	46.2	7.1

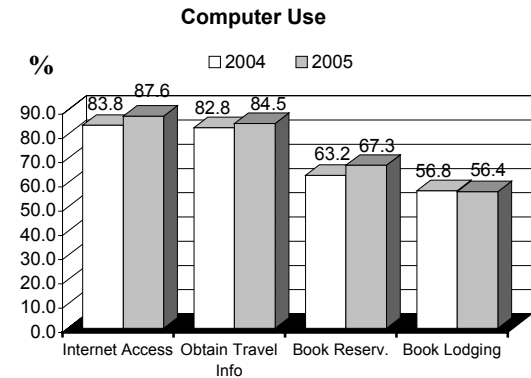


Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)	65.2%	75.4%
---	-------	-------

Occupation		
Professional/Technical	36.6%	38.4%
Executive/Managerial	21.1	18.6
Retired	16.5	17.4
Salesman/Buyer	16.2	11.1
Craft/Factory	9.3	8.7



	<u>September 2004</u>	<u>September 2005</u>
Have Internet Access	83.8%	87.6%
Use Internet to: (Base: Respondents who have Internet access)		
Obtain Travel Information	82.8%	84.5%
Book Reservations On-line	63.2	67.3
Book Lodging Reservations: (Base: Respondents who book travel reservations on-line)	56.8%	56.4%

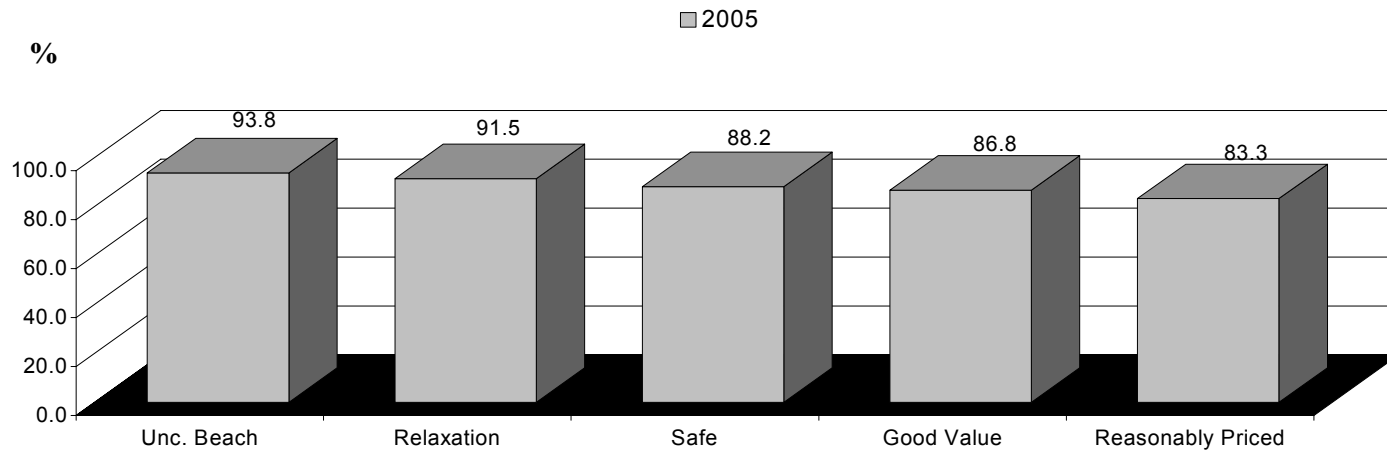


September 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

Influential Factors in Choosing Lee

Influential Factors	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05
Uncommercialized Beaches	92.6%	92.7%	93.4%	92.3%	91.5%	96.0%	96.7%	98.1%	93.8%
Complete Relaxation	87.1	85.8	85.0	87.4	90.4	90.9	92.7	94.7	91.5
Safe Destination	97.7	98.9	98.4	99.7	95.4	95.3	94.7	93.8	88.2
Good Value for the Money	91.1	87.2	89.2	94.7	90.0	90.6	88.9	90.6	86.8
Reasonably Priced Lodging	78.3	79.9	80.9	83.1	82.6	85.5	89.1	89.5	83.3
Quiet Atmosphere	94.4	94.6	95.4	90.7	87.5	88.6	88.1	85.2	83.2
Warm Weather	99.2	99.3	99.4	99.8	98.0	82.7	79.0	73.4	79.8
White Sand Beaches with Shelling	83.0	86.2	81.2	80.7	80.9	81.4	86.1	80.7	79.2
Clean, Unspoiled Environment	71.6	77.7	77.6	76.2	78.2	79.5	82.3	77.9	77.1
Sunning on the Beach	80.2	80.1	85.5	80.1	83.7	84.8	85.0	83.2	71.8
Upscale Accommodations	73.8	69.5	72.8	71.8	74.9	72.9	72.4	75.6	71.1
Family Atmosphere	76.1	78.6	73.3	76.4	76.2	82.8	83.7	77.8	69.9
Affordable Dining	70.6	72.5	69.8	69.0	67.1	73.4	75.9	77.0	68.8
Tropical Plants/Animals	73.1	77.3	76.8	75.8	75.2	78.9	74.2	70.7	66.1

Influential Factors in Choosing Lee (Top Five) -- September



TOP U.S. FEEDER MARKETS

<u>September 2004</u>			<u>September 2005</u>			<u>'04 Rank</u>
1.	Miami/Fort Lauderdale	9.5%	1.	New York	8.2%	5
2.	Greater Orlando Area	6.8	2.	Miami/Fort Lauderdale	8.1	1
3.	Tampa/St. Petersburg	6.2	3.	Tampa/St. Petersburg	6.5	3
4.	West Palm Beach/Ft. Pierce	5.4	4.	Chicago	6.1	8
5.	New York	5.3	5.	Greater Orlando Area	4.9	2
6.	Boston	4.8	6.	West Palm Beach/Ft. Pierce	4.3	4
7.	Detroit	4.7	7.	Philadelphia	4.2	--
8.	Chicago	3.2	8.	Detroit	3.5	7
9.	Milwaukee	3.0	9.	Pittsburgh	3.4	--
10.	Cincinnati	2.9	10.	Boston	3.3	6

Please Note: *In September 2005, the Miami/Ft. Lauderdale segment accounted for 25% of the Florida market. The distribution is as follows: Broward County: 46%; Dade County: 54%. Sample size does not permit statistical inference.*

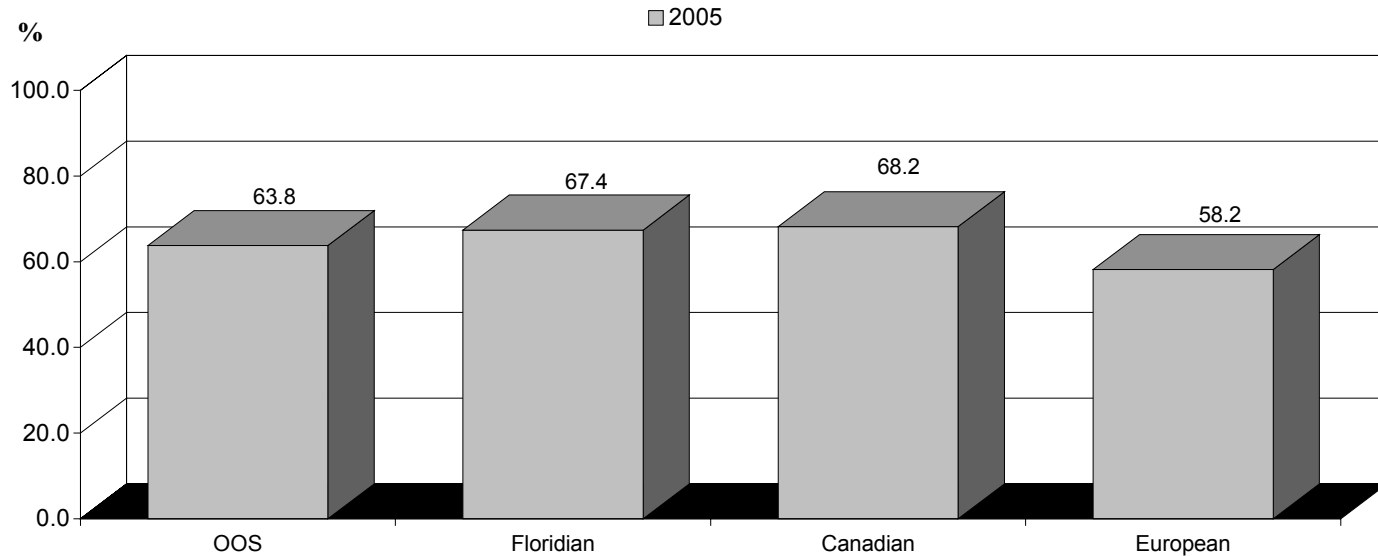
Also Note: *As in September 2004, three major storms affected Florida during the month of September.*

Lee County Occupancy Barometer: 2005

1. Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05
U.S. OOS Travelers	83.6%	86.5%	84.2%	84.9%	85.8%	89.8%	64.4%	61.5%	63.8%
Floridian Travelers	85.3	85.1	85.7	82.7	88.9	94.0	73.8	67.3	67.4
Canadian Travelers	78.9	78.5	78.9	75.5	75.0	71.2	72.2	66.8	68.2
European Travelers	87.5	83.5	85.2	84.0	78.3	76.6	58.9	63.6	58.2

Reservations: September 2005

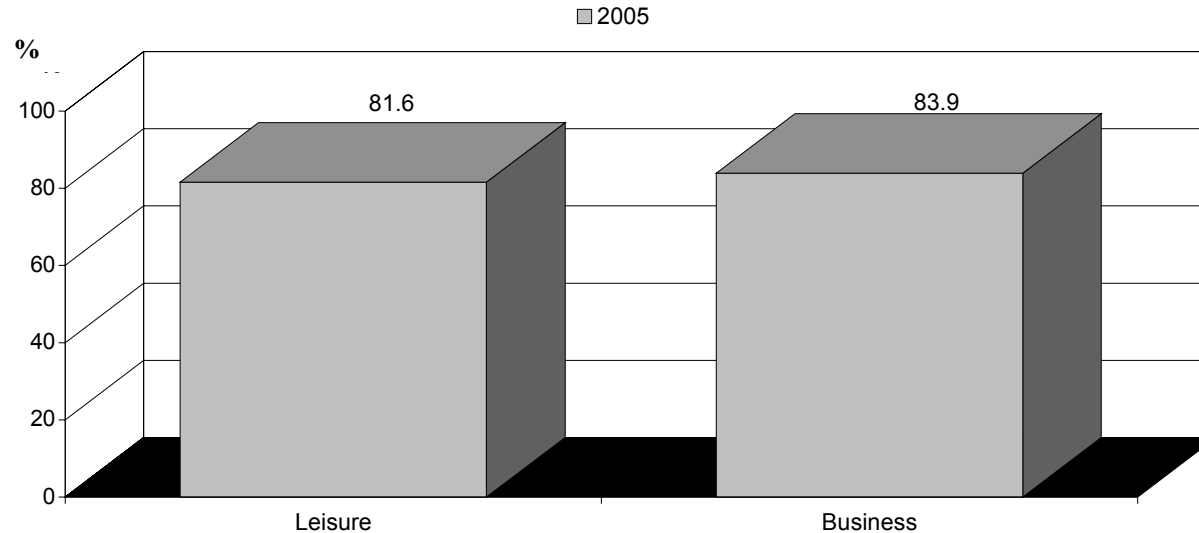


September 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05
Leisure Travelers	89.7%	89.5%	90.0%	85.0%	90.9%	90.9%	92.4%	86.3%	81.6%
Business Travelers	94.8	94.6	93.6	91.9	92.7	91.7	82.9	77.0	83.9
Conferences/ Business Meetings	85.7	87.9	89.9	88.5	91.0	92.6	89.2	80.8	86.2
Travel and Tour	84.4	88.9	90.0	87.3	88.0	90.0	82.6	77.5	82.5

Expectations: September 2005



Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Florida								Southeast							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	11,498	11,498	8,964	8,964	9,269	9,269	8,238	8,238	13,989	13,989	16,174	16,174	16,067	16,067	15,070	15,070
Feb	12,862	24,360	10,797	19,761	10,634	19,903	8,747	16,985	13,125	27,114	13,111	29,285	13,712	29,779	13,668	28,738
Mar	18,684	43,044	19,591	39,352	19,750	39,653	15,881	32,866	17,497	44,611	18,421	47,706	19,447	49,226	17,352	46,090
Apr	35,294	78,338	32,356	71,708	32,587	72,240	29,809	62,675	16,765	61,376	18,275	65,981	18,849	68,075	17,572	63,662
Winter	78,338	78,338	71,708	71,708	72,240	72,240	62,675	62,675	61,376	61,376	65,981	65,981	68,075	68,075	63,662	63,662
May	31,107	109,445	30,632	102,340	26,977	99,217	27,490	90,165	7,513	68,889	6,515	72,496	6,463	74,538	6,802	70,464
June	31,129	140,574	32,197	134,537	31,018	130,235	31,759	121,924	14,015	82,904	13,861	86,357	15,509	90,047	15,028	85,492
July	37,639	178,213	39,357	173,894	38,764	168,999	40,066	161,990	16,264	99,168	16,748	103,105	16,181	106,228	14,685	100,177
Aug	27,504	205,717	28,685	202,579	18,182	187,181	21,022	183,012	7,928	107,096	7,739	110,844	5,911	112,139	7,185	107,362
Spr/Sum	127,379	205,717	130,871	202,579	114,941	187,181	120,337	183,012	45,720	107,096	44,863	110,844	44,064	112,139	43,700	107,362
Sep	20,566	226,283	20,641	223,220	20,535	207,716	21,180	204,192	5,782	112,878	6,227	117,071	7,227	119,366	6,523	113,885
Oct	12,761	239,044	11,593	234,813	10,542	218,258			5,136	118,014	5,072	122,143	5,155	124,521		
Nov	12,105	251,149	12,594	247,407	11,568	229,826			6,860	124,874	6,869	129,012	5,987	130,508		
Dec	4,033	255,182	4,434	251,841	4,872	234,698			9,829	134,703	10,211	139,223	8,559	139,067		
Fall	49,465	255,182	49,262	251,841	47,517	234,698			27,607	134,703	28,379	139,223	26,928	139,067		
TOTAL	255,182		251,841		234,698				134,703		139,223		139,067			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Northeast								Midwest							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	55,765	55,765	54,563	54,563	59,529	59,529	58,472	58,472	84,510	84,510	84,572	84,572	90,426	90,426	83,990	83,990
Feb	93,185	148,950	89,719	144,282	100,184	159,713	94,582	153,054	119,171	203,681	119,797	204,369	131,247	221,673	129,572	213,562
Mar	91,343	240,293	93,276	237,558	99,056	258,769	97,052	250,106	128,710	332,391	123,394	327,763	129,745	351,418	127,638	341,200
April	88,236	328,529	88,679	326,237	93,927	352,696	94,135	344,241	116,177	448,568	117,739	445,502	127,472	478,890	125,827	467,027
Winter	328,529	328,529	326,237	326,237	352,696	352,696	344,241	344,241	448,568	448,568	445,502	445,502	478,890	478,890	467,027	467,027
May	38,093	366,622	41,582	367,819	43,557	396,253	44,636	388,877	40,465	489,033	43,662	489,164	45,383	524,273	44,352	511,379
June	28,434	395,056	33,497	401,316	36,853	433,106	37,027	425,904	43,661	532,694	45,192	534,356	48,523	572,796	50,350	561,729
July	35,470	430,526	39,189	440,505	43,031	476,137	43,692	469,596	44,919	577,613	49,070	583,426	54,411	627,207	56,201	617,930
Aug	18,597	449,123	20,430	460,935	8,737	484,874	14,369	483,965	27,308	604,921	29,407	612,833	16,318	643,525	23,772	641,702
Spr/Sum	120,594	449,123	134,698	460,935	132,178	484,874	139,724	483,965	156,353	604,921	167,331	612,833	164,635	643,525	174,675	641,702
Sept	19,905	469,028	21,068	482,003	12,951	497,825	15,732	499,697	21,805	626,726	23,456	636,289	16,385	659,910	18,187	659,889
Oct	17,819	486,847	18,920	500,923	17,544	515,369			23,655	650,381	25,280	661,569	24,776	684,686		
Nov	29,859	516,706	29,663	530,586	29,936	545,305			33,087	683,468	35,179	696,748	34,807	719,493		
Dec	36,419	553,125	38,024	568,610	37,000	582,305			57,085	740,553	61,537	758,285	57,936	777,429		
Fall	104,002	553,125	107,675	568,610	97,431	582,305			135,632	740,553	145,452	758,285	133,904	777,429		
TOTAL	553,125		568,610		582,305				740,553		758,285		777,429			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Canada								Europe							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,941	5,941	7,015	7,015	7,003	7,003	7,635	7,635	12,839	12,839	15,784	15,784	17,508	17,508	20,495	20,495
Feb	7,612	13,553	7,198	14,213	7,556	14,559	8,201	15,836	10,237	23,076	10,540	26,324	11,194	28,702	12,848	33,343
Mar	9,194	22,747	10,234	24,447	9,116	23,675	9,411	25,247	22,539	45,615	18,129	44,453	19,143	47,845	20,881	54,224
April	7,059	29,806	7,789	32,236	8,945	32,620	9,413	34,660	21,177	66,792	23,069	67,522	25,558	73,403	27,299	81,523
Winter	29,806	29,806	32,236	32,236	32,620	32,620	34,660	34,660	66,792	66,792	67,522	67,522	73,403	73,403	81,523	81,523
May	1,977	31,783	1,386	33,622	1,686	34,306	1,842	36,502	9,754	76,546	11,089	78,611	12,364	85,767	12,895	94,418
June	809	32,592	1,011	34,633	1,228	35,534	930	37,432	11,993	88,539	13,716	92,327	15,355	101,122	15,647	110,065
July	1,084	33,676	1,005	35,638	1,245	36,779	1,450	38,882	14,405	102,944	15,910	108,237	17,782	118,904	19,217	129,282
Aug	783	34,459	619	36,257	321	37,100	798	39,680	12,431	115,375	13,207	121,444	12,657	131,561	18,716	147,998
Spr/Sum	4,653	34,459	4,021	36,257	4,480	37,100	5,020	39,680	48,583	115,375	53,922	121,444	58,158	131,561	66,475	147,998
Sept	743	35,202	682	36,939	358	37,458	460	40,140	9,994	125,369	9,553	130,997	10,446	142,007	11,588	159,586
Oct	1,401	36,603	1,610	38,549	1,308	38,766			12,839	138,208	13,848	144,845	13,773	155,780		
Nov	3,127	39,730	3,018	41,567	2,334	41,100			11,096	149,304	12,385	157,230	12,786	168,566		
Dec	4,285	44,015	4,837	46,404	5,267	46,367			10,585	159,889	11,958	169,188	14,221	182,787		
Fall	9,556	44,015	10,147	46,404	9,267	46,367			44,514	159,889	47,744	169,188	51,226	182,787		
TOTAL	44,015		46,404		46,367				159,889		169,188		182,787			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Markets of Opportunity								TOTAL							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,090	7,090	7,795	7,795	6,179	6,179	7,033	7,033	191,632	191,632	194,867	194,867	205,981	205,981	200,933	200,933
Feb	6,300	13,390	5,913	13,708	5,317	11,496	5,741	12,774	262,492	454,124	257,075	451,942	279,844	485,825	273,359	474,292
Mar	8,600	21,990	9,357	23,065	7,596	19,092	5,882	18,656	296,567	750,691	292,402	744,344	303,853	789,678	294,097	768,389
April	9,412	31,402	11,684	34,749	12,140	31,232	9,727	28,383	294,120	1,044,811	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171
Winter	31,402	31,402	34,749	34,749	31,232	31,232	28,383	28,383	1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171
May	2,900	34,302	3,742	38,491	4,075	35,307	3,684	32,067	131,809	1,176,620	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872
June	4,716	39,018	4,909	43,400	5,067	40,374	4,183	36,250	134,757	1,311,377	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796
July	5,111	44,129	6,197	49,597	6,401	46,775	5,983	42,233	154,892	1,466,269	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090
Aug	3,328	47,457	3,095	52,692	2,120	48,895	2,838	45,071	97,879	1,564,148	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790
Spr/Sum	16,055	47,457	17,943	52,692	17,663	48,895	16,688	45,071	519,337	1,564,148	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790
Sept	3,799	51,256	3,668	56,360	3,649	52,544	3,070	48,141	82,594	1,646,742	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530
Oct	4,202	55,458	4,187	60,547	3,847	56,391			77,813	1,724,555	80,510	1,763,389	76,945	1,793,771		
Nov	4,741	60,199	4,371	64,918	4,059	60,450			100,875	1,825,430	104,079	1,867,468	101,477	1,895,248		
Dec	3,780	63,979	3,359	68,277	3,818	64,268			126,016	1,951,446	134,360	2,001,828	131,673	2,026,921		
Fall	16,522	63,979	15,585	68,277	15,373	64,268			387,298	1,951,446	404,244	2,001,828	381,646	2,026,921		
TOTAL	63,979		68,277		64,268				1,951,446		2,001,828		2,026,921			