

The Beaches of Fort Myers - Sanibel



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

Prepared for:

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

Prepared by:



**June 2008 Visitor Profile and Occupancy Analysis
August 8, 2008**



Executive Summary **June 2008**



Executive Summary

During the month of June 2008, Lee County hosted more than 450,000 visitors. Almost half of these visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, nine-tenths were US residents. Among US visitors, almost half were from the South.

| Total Visitation | | |
|--|-----|-------------------|
| | % | Visitor Estimates |
| Paid Accommodations | 44% | 199,418* |
| <u>Friends/Relatives</u> | 56% | <u>258,536**</u> |
| <i>Total Visitation</i> | | <i>457,954</i> |
| Visitor Origin | | |
| Visitors Staying in Paid Accommodations*** | | |
| United States | 89% | 177,814 |
| Canada | 3% | 6,647 |
| United Kingdom | 3% | 6,647 |
| Germany | 3% | 4,985 |
| Other/No Answer | 2% | 3,324 |
| U.S. Region (Paid Accommodations)*** | | |
| Florida | 19% | 33,236 |
| South (including Florida) | 46% | 81,429 |
| Midwest | 25% | 44,869 |
| Northeast | 8% | 14,956 |
| West | 5% | 8,309 |
| No Answer | 17% | 29,913 |
| Top DMAs (Paid Accommodations)*** | | |
| Cincinnati | 7% | 13,295 |
| West Palm Beach-Fort Pie | 7% | 11,633 |
| Miami-Fort Lauderdale | 7% | 11,633 |
| Atlanta | 5% | 8,309 |
| Indianapolis | 4% | 6,647 |
| Saint Louis | 3% | 4,985 |
| Pittsburgh | 3% | 4,985 |
| Tampa-Saint Petersburg | 3% | 4,985 |
| Orlando-Daytona Bch-Melt | 3% | 4,985 |
| Philadelphia | 3% | 4,985 |

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent more than \$200 million in Lee County during the month of June. More than half of this money was spent by those visitors staying in paid accommodations (\$109 million). A total of \$102 million was spent by visitors staying in bed tax collecting accommodations. The highest proportions of visitor dollars continue to be spent on food and beverages, shopping, and lodging accommodations.

Over half of the June visitors flew to the area (59%), while an additional 42% drove to Lee County. Most Lee County visitors were repeat visitors (69%), averaging four trips in the past five years.

Nearly all visitors spent some time at the beach while visiting Lee County (96%). The majority also spent time relaxing, dining out, swimming, or shopping.

The vast majority of Lee County visitors continue to be satisfied with their visit (96%). Further, 89% of visitors said they will recommend Lee County to a friend or family member and 91% indicated that they plan to return themselves.

Lee County June visitors are mostly in their mid 40s (average age of 43) and are more affluent than the general population (average household income of \$97,853). Two-thirds of June visitors are married (67%), and half are traveling with children (51%).

Average occupancy rates and average daily rates for the month of June were lower than in May. Hotels, motels, and resorts had the highest occupancy at 52%, while average daily rates were highest among condos/cottages/vacation rentals at \$148.58.

| | Average Occupancy Rate | Average Daily Rate | RevPAR |
|------------------------------|---------------------------|-----------------------|---------|
| Property Managers Responding | 154 | 153 | 153/154 |
| Hotel/Motel/Resort/B&B | 52.0% | \$125.26 | \$65.19 |
| Condo/Cottage/Vacation Home* | 50.2% | \$148.58 | \$74.63 |
| RV Park/Campground | 29.8% | \$35.54 | \$10.60 |
| AVERAGE | 46.6% | \$119.17 | \$55.48 |

* Includes timeshare rental properties.

Half of the lodging properties surveyed reported their June 2008 occupancy to be better (26%) or the same (24%) as June 2007, and half said it was worse than one year ago (50%). Lodging revenue showed a similar pattern, with 46% reporting it to be better (22%) or the same (24%) in June 2008 as compared to June 2007, and 54% saying it was worse.



Visitor Profile Analysis June 2008

A total of 200 interviews were conducted with visitors in Lee County during the month of June. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



Visitor Profile Analysis

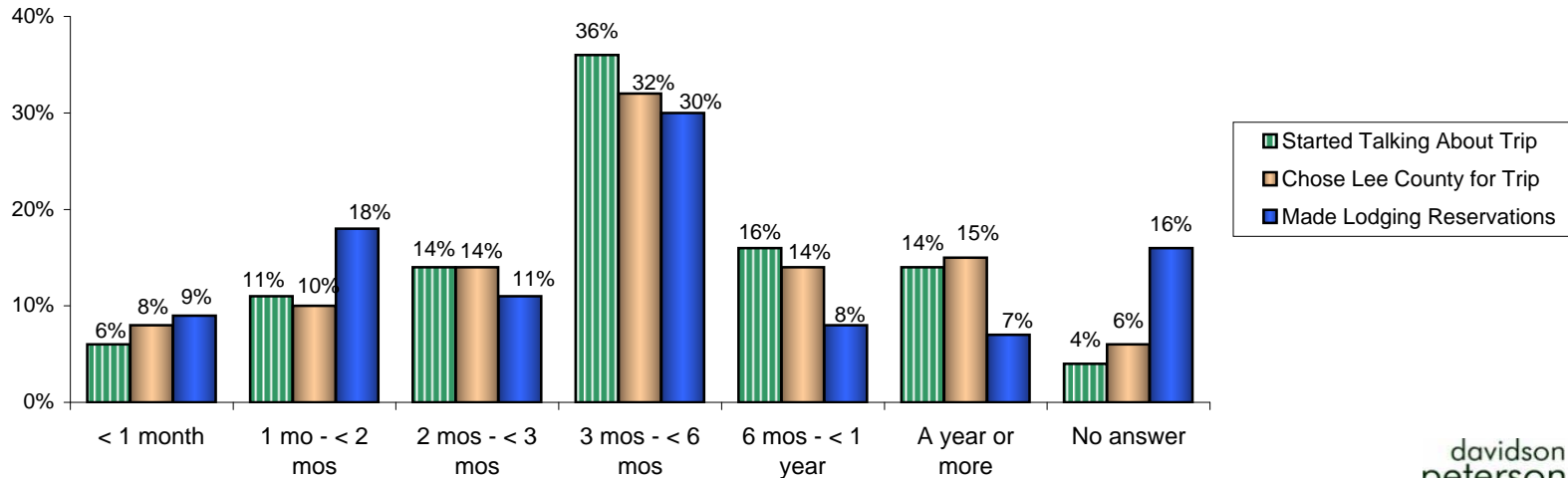
Travel Planning

| Total Respondents | 200 | Started Talking About Trip | Chose Lee County for Trip | Made Lodging Reservations |
|-------------------|-----|----------------------------|---------------------------|---------------------------|
| < 1 month | | 6% | 8% | 9% |
| 1 mo - < 2 mos | | 11% | 10% | 18% |
| 2 mos - < 3 mos | | 14% | 14% | 11% |
| 3 mos - < 6 mos | | 36% | 32% | 30% |
| 6 mos - < 1 year | | 16% | 14% | 8% |
| A year or more | | 14% | 15% | 7% |
| No answer | | 4% | 6% | 16% |

Question 3: When did you "start talking" about going on this trip?

Question 4: When did you choose Lee County for this trip?

Question 5: When did you make lodging reservations for this trip?





Visitor Profile Analysis

Travel Planning

Reserved Accommodations

| | |
|----------------------------|-----|
| Total Respondents | 200 |
| Before leaving home | 84% |
| After arriving in FL | 2% |
| On the road, but not in FL | 1% |
| No Answer | 13% |

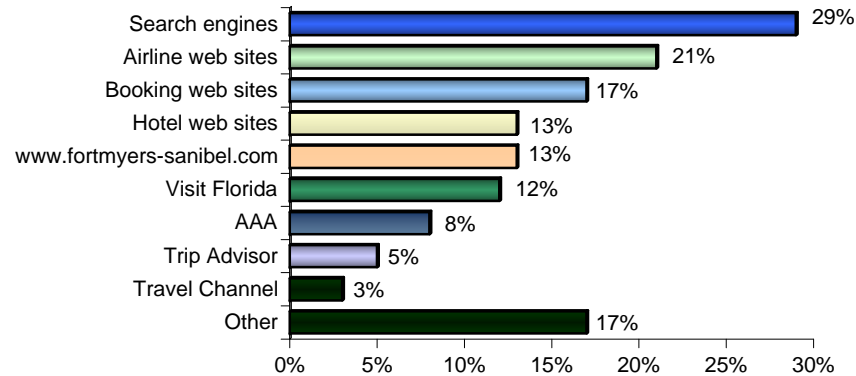
Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access

| | |
|---------------------------|------------|
| Total Respondents | 200 |
| <u>Yes</u> | <u>93%</u> |
| <i>Home</i> | 20% |
| <i>Work</i> | 2% |
| <i>Both Home and Work</i> | 70% |
| <u>No</u> | <u>7%</u> |

Question 8: Do you have access to a computer?

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Web Sites Visited

| | |
|--|------------|
| Total Respondents with computer access | 185 |
| <u>Visited web sites (net)</u> | <u>72%</u> |
| <i>Search engines</i> | 29% |
| <i>Airline web sites</i> | 21% |
| <i>Booking web sites</i> | 17% |
| <i>Hotel web sites</i> | 13% |
| <i>www.fortmyers-sanibel.com</i> | 13% |
| <i>Visit Florida</i> | 12% |
| <i>AAA</i> | 8% |
| <i>Trip Advisor</i> | 5% |
| <i>Travel Channel</i> | 3% |
| <i>Other</i> | 17% |
| <u>Did not visit web sites</u> | <u>24%</u> |
| No Answer | 4% |

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



Visitor Profile Analysis

Travel Planning

| Requesting Information | |
|--------------------------------------|------------|
| Total Respondents | 200 |
| <u>Requested Information (net)</u> | <u>33%</u> |
| Hotel Web Site | 14% |
| VCB Web Site | 8% |
| Call hotel | 5% |
| Visitor Guide | 4% |
| Calling a local Chamber of Commerce | 4% |
| Calling the VCB Toll-Free number | 2% |
| Receiving e-Newsletter Paradise.calm | <1% |
| Other | 11% |
| <u>Did not request information</u> | <u>55%</u> |
| No Answer | 12% |

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

| Travel Agent Assistance | |
|-------------------------|-----|
| Total Respondents | 200 |
| Yes | 4% |
| No | 95% |

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

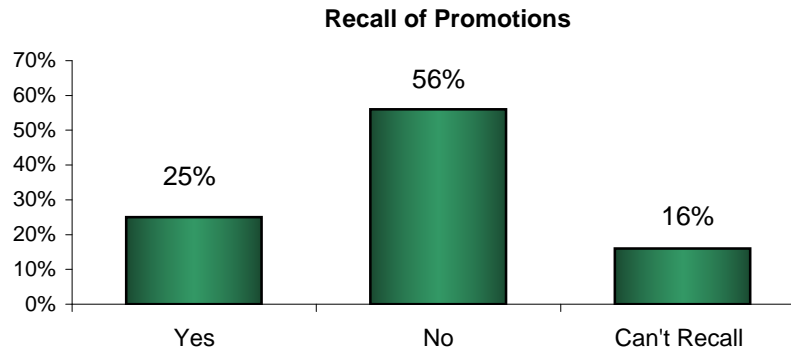
| Travel Agent Influence | |
|---|-----|
| Total respondents who used travel agent | 7* |
| Yes | N/A |
| No | N/A |

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

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

| Recall of Lee County Promotions | |
|---------------------------------|-----|
| Total Respondents | 200 |
| Yes | 25% |
| No | 56% |
| Can't Recall | 16% |

Question 13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?



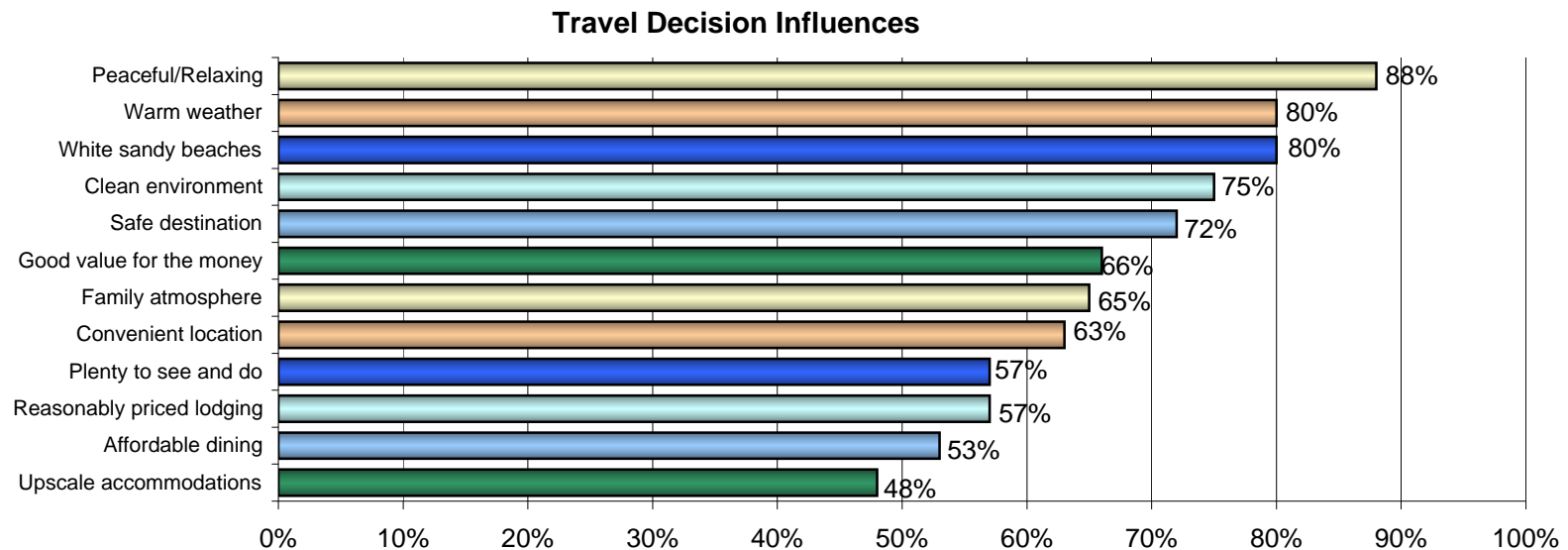


Visitor Profile Analysis

Travel Planning

| Travel Decision Influences | | | |
|----------------------------|------------------|---------------------------|------------------|
| Total Respondents | Top 2 Box Scores | | Top 2 Box Scores |
| | 200 | | |
| Peaceful/Relaxing | 88% | Family atmosphere | 65% |
| Warm weather | 80% | Convenient location | 63% |
| White sandy beaches | 80% | Plenty to see and do | 57% |
| Clean environment | 75% | Reasonably priced lodging | 57% |
| Safe destination | 72% | Affordable dining | 53% |
| Good value for the money | 66% | Upscale accommodations | 48% |

Question 14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?





Visitor Profile Analysis

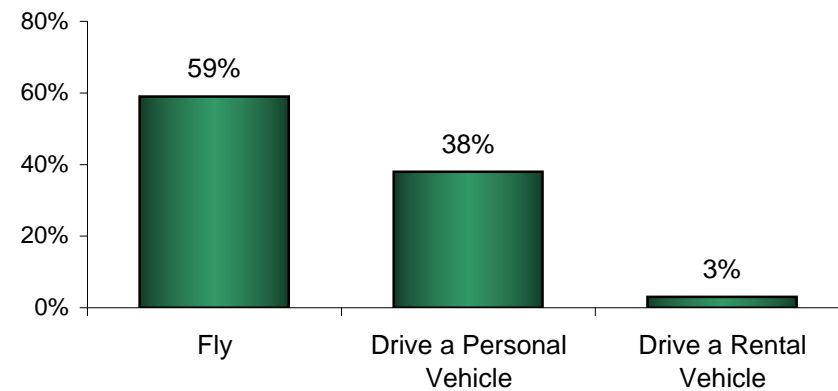
Trip Profile

Mode of Transportation

| Mode of Transportation | |
|--------------------------|-----|
| Total Respondents | 200 |
| Fly | 59% |
| Drive a Personal Vehicle | 38% |
| Drive a Rental Vehicle | 3% |
| Drive a RV | <1% |
| Other/No answer | 0% |

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

Mode of Transportation

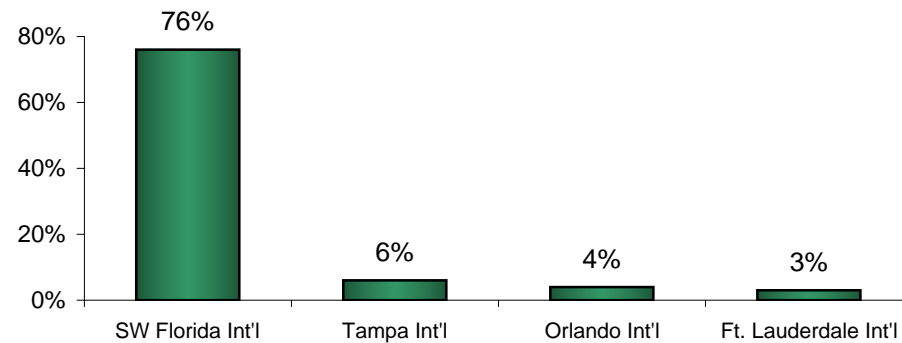


Airport

| Airport | |
|----------------------------|-----|
| Total Respondents who Flew | 118 |
| SW Florida Int'l | 76% |
| Tampa Int'l | 6% |
| Orlando Int'l | 4% |
| Ft. Lauderdale Int'l | 3% |
| Miami Int'l | 2% |
| Sarasota/Bradenton | 1% |
| Other/No answer | 9% |

Question 2: At which Florida airport did you land?

Airport





Visitor Profile Analysis

Trip Profile

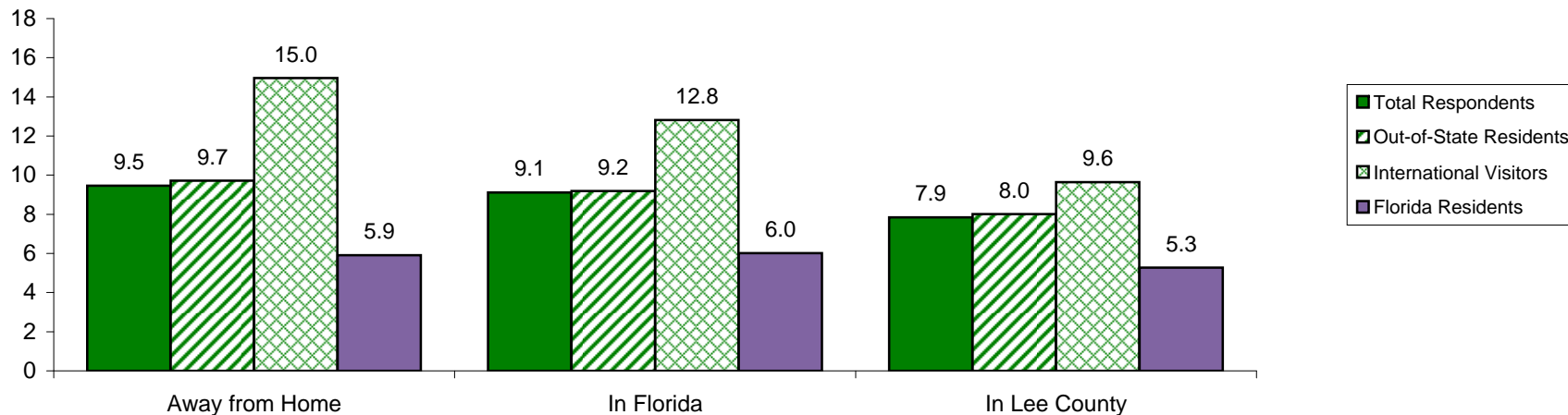
Trip Length

| | Total Respondents | Florida Residents | Out-of-State Residents | International Visitors |
|-------------------|-------------------|-------------------|------------------------|------------------------|
| Total Respondents | 200 | 24** | 121 | 25** |
| | Mean # of days | Mean # of days | Mean # of days | Mean # of days |
| Away from Home | 9.5 | 5.9 | 9.7 | 15.0 |
| In Florida | 9.1 | 6.0 | 9.2 | 12.8 |
| In Lee County | 7.9 | 5.3 | 8.0 | 9.6 |

Question 7: On this trip, how many days will you be:

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

Trip Length (mean # of days)

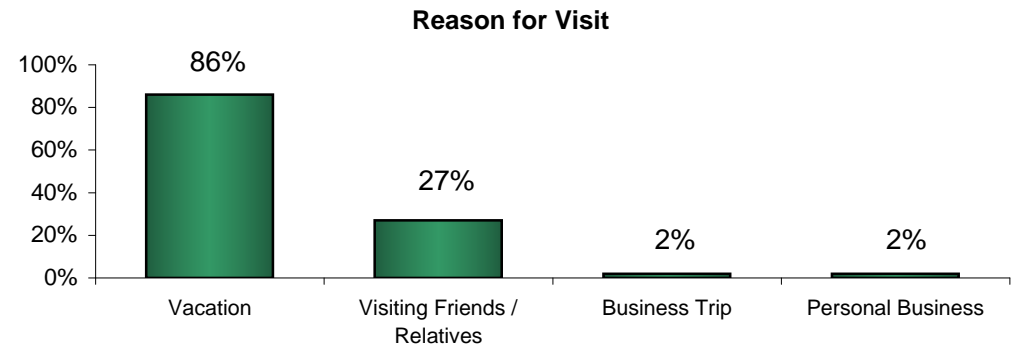




Visitor Profile Analysis

Trip Profile

| Reason for Visit | |
|------------------------------|-----|
| Total Respondents | 200 |
| Vacation | 86% |
| Visiting Friends / Relatives | 27% |
| Business Trip | 2% |
| Personal Business | 2% |
| Other | 4% |



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



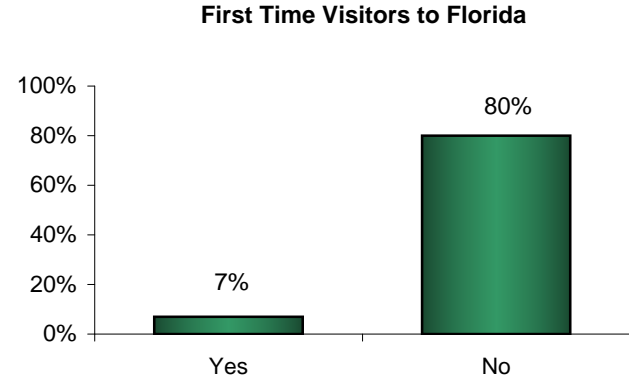
Visitor Profile Analysis

Trip Profile

| First Time Visitors to Florida | |
|--------------------------------|-----|
| Base: Total Respondents | 200 |
| Yes | 7% |
| No | 80% |
| No answer | <1% |
| <i>FL Residents*</i> | 12% |

Question 18: Is this your first visit to Florida?

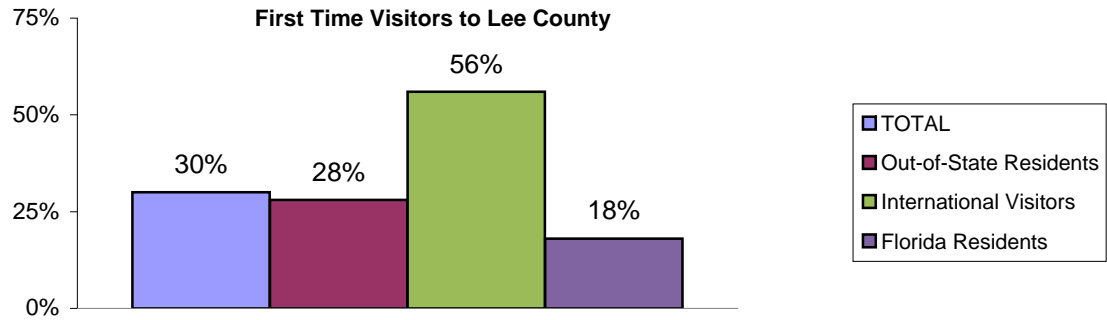
* Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question.



| First Time Visitors to Lee County | | | | |
|-----------------------------------|-------|-------------------|------------------------|------------------------|
| | TOTAL | Florida Residents | Out-of-State Residents | International Visitors |
| Base: Total Respondents | 200 | 24** | 121 | 25** |
| Yes | 30% | 18% | 28% | 56% |
| No | 69% | 78% | 72% | 44% |
| No answer | <1% | 4% | 0% | 0% |

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

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





Visitor Profile Analysis

Trip Profile

| Previous Visits in Five Years | | |
|--------------------------------------|---------------------|----------------------|
| | To Florida | To Lee County |
| Base: Repeat Visitors | 161 (FL res. excl.) | 138 |
| | Mean # of visits | Mean # of visits |
| Number of visits | 4.5 | 3.7 |

Question 19: Over the past five (5) years, how many times have you visited Florida?
 Question 21: Over the past five (5) years, how many times have you visited Lee County?

| Previous Visits to Lee County in Five Years | | |
|--|-------------------------------|-------------------------------|
| | Out-of-State Residents | International Visitors |
| Base: Repeat Visitors | 87 | 11* |
| | Mean # of visits | Mean # of visits |
| Number of visits | 3.6 | N/A |

Question 21: Over the past five (5) years, how many times have you visited Lee County?

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

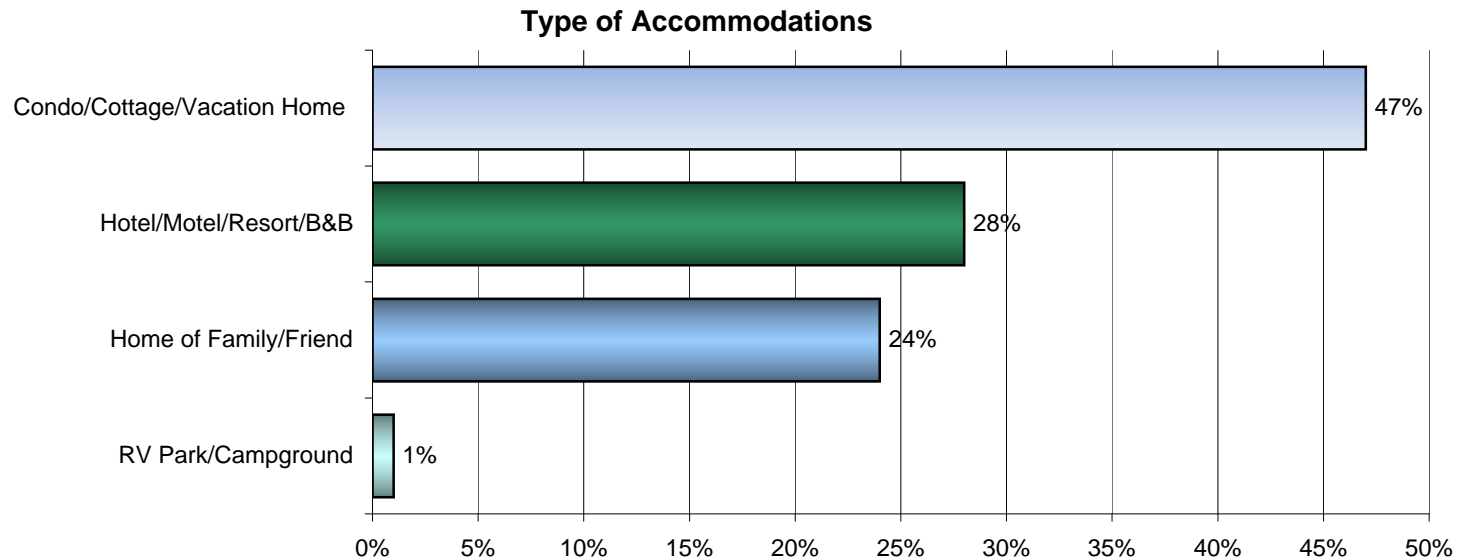


Visitor Profile Analysis

Trip Profile

| Type of Accommodations | | | |
|------------------------|-----|------------------------------|-----|
| Total Respondents | 200 | | |
| Hotel/motel/inn | 16% | Borrowed home/condo | 10% |
| Resort | 13% | Owned home/condo | 6% |
| B&B | 0% | RV Park/Campground | 1% |
| Home of family/friend | 24% | Day trip (no accommodations) | 0% |
| Rented home/condo | 31% | No Answer | 0% |

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



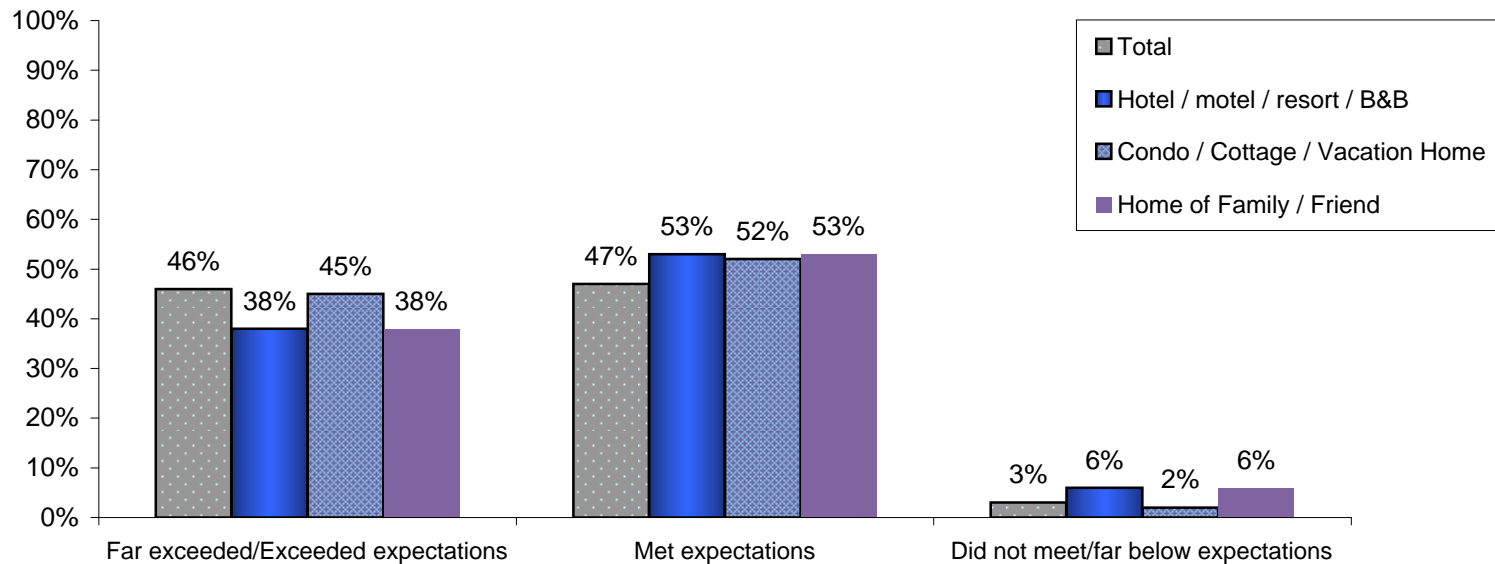


Visitor Profile Analysis

Trip Profile

| Quality of Accommodations | |
|-------------------------------------|-----|
| Total Respondents | 200 |
| Far exceeded/Exceeded expectations | 46% |
| Met expectations | 47% |
| Did not meet/Far below expectations | 3% |
| No Answer | 5% |

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

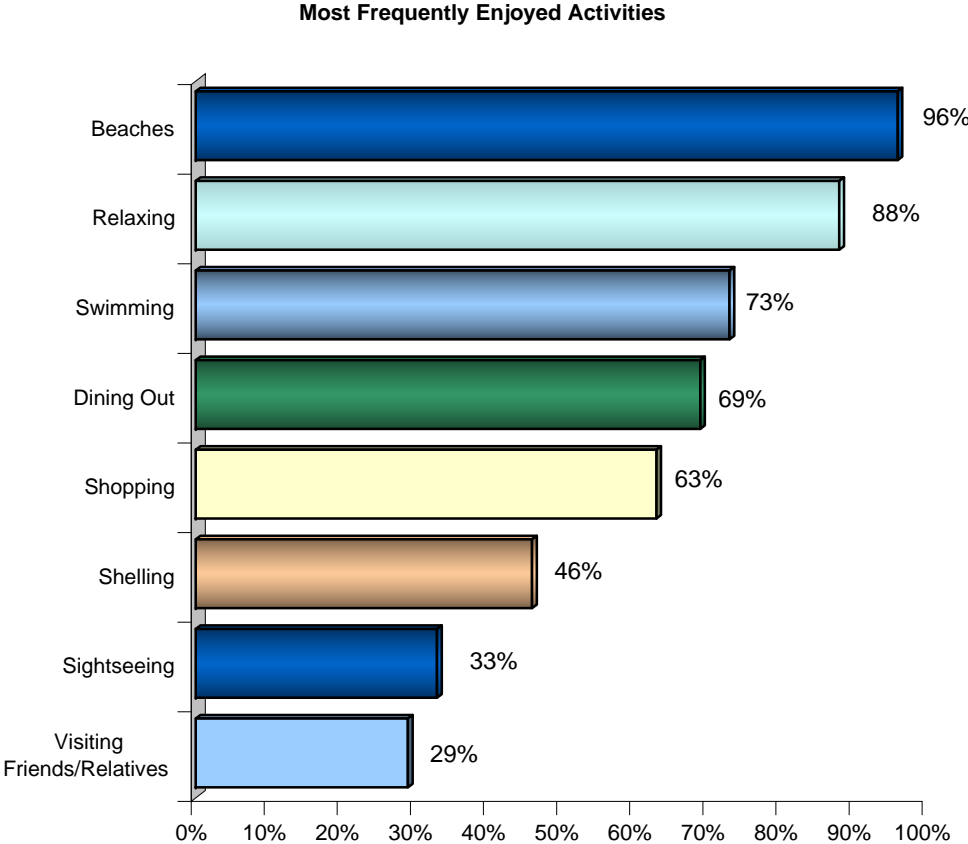




Visitor Profile Analysis

Trip Activities

| Activities Enjoyed | |
|----------------------------|-----|
| Total Respondents | 200 |
| Beaches | 96% |
| Relaxing | 88% |
| Swimming | 73% |
| Dining Out | 69% |
| Shopping | 63% |
| Shelling | 46% |
| Sightseeing | 33% |
| Visiting Friends/Relatives | 29% |
| Attractions | 23% |
| Watching Wildlife | 21% |
| Photography | 21% |
| Bars/Nightlife | 21% |
| Exercise/Working Out | 20% |
| Fishing | 20% |
| Bicycle Riding | 15% |
| Miniature Golf | 13% |
| Parasailing/Jet Skiing | 12% |
| Boating | 11% |
| Birdwatching | 9% |
| Golfing | 7% |
| Kayaking/Canoeing | 5% |
| Scuba Diving/Snorkeling | 5% |
| Tennis | 5% |
| Guided Tour | 4% |
| Sporting Event | 4% |
| Cultural Event | 3% |
| Other | 6% |



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

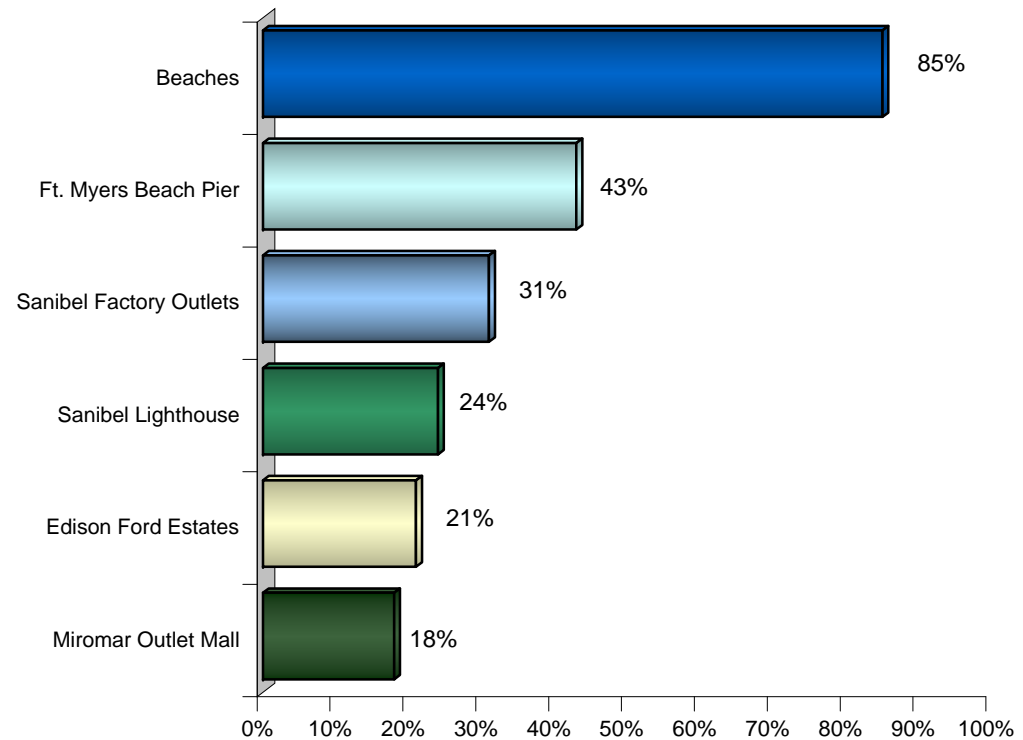


Visitor Profile Analysis

Trip Activities

| Attractions Visited | |
|---------------------------------------|-----|
| Total Respondents | 200 |
| Beaches | 85% |
| Ft. Myers Beach Pier | 43% |
| Sanibel Factory Outlets | 31% |
| Sanibel Lighthouse | 24% |
| Edison Ford Estates | 21% |
| Miromar Outlet Mall | 18% |
| Periwinkle Place | 15% |
| Bell Tower Shops | 14% |
| Ding Darling National Wildlife Refuge | 14% |
| Edison Mall | 7% |
| Coconut Point Mall | 7% |
| Gulf Coast Town Center | 6% |
| Manatee Park | 6% |
| Shell Factory and Nature Park | 5% |
| Bailey-Matthews Shell Museum | 3% |
| Broadway Palm Dinner Theater | 2% |
| Babcock Wilderness Adventures | 1% |
| Barbara B. Mann Performing Arts Hall | 1% |
| Other | 6% |
| None/No Answer | 5% |

Most Frequently Visited Attractions



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

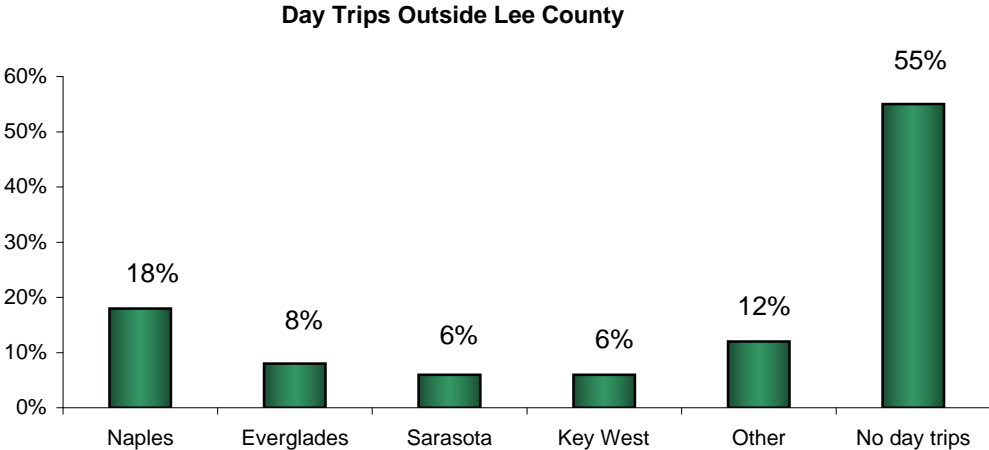


Visitor Profile Analysis

Trip Activities

| Day Trips Outside Lee County | |
|------------------------------|------------|
| Total Respondents | 200 |
| <u>Any Day Trips (net)</u> | <u>38%</u> |
| <i>Naples</i> | 18% |
| <i>Everglades</i> | 8% |
| <i>Sarasota</i> | 6% |
| <i>Key West</i> | 6% |
| <i>Other</i> | 12% |
| <u>No day trips</u> | <u>55%</u> |
| No answer | 7% |

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





Visitor Profile Analysis

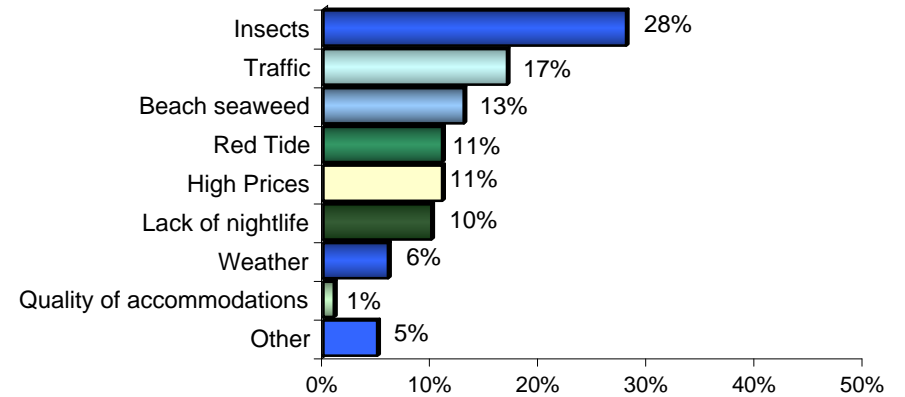
Lee County Experience and Future Plans

Least Liked Features

| | |
|---------------------------|------------|
| Total Respondents | 200 |
| Insects | 28% |
| Traffic | 17% |
| Beach seaweed | 13% |
| Red Tide | 11% |
| High Prices | 11% |
| Lack of nightlife | 10% |
| Weather | 6% |
| Quality of accommodations | 1% |
| Other | 5% |
| Nothing/no answer | 35% |

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

Least Liked Features

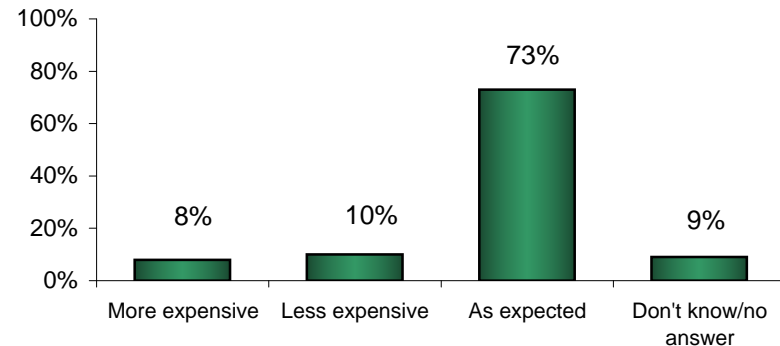


Perception of Lee County as Expensive

| | |
|--------------------------|------------|
| Total Respondents | 200 |
| More expensive | 8% |
| Less expensive | 10% |
| As expected | 73% |
| Don't know/no answer | 9% |

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

Perception as Expensive



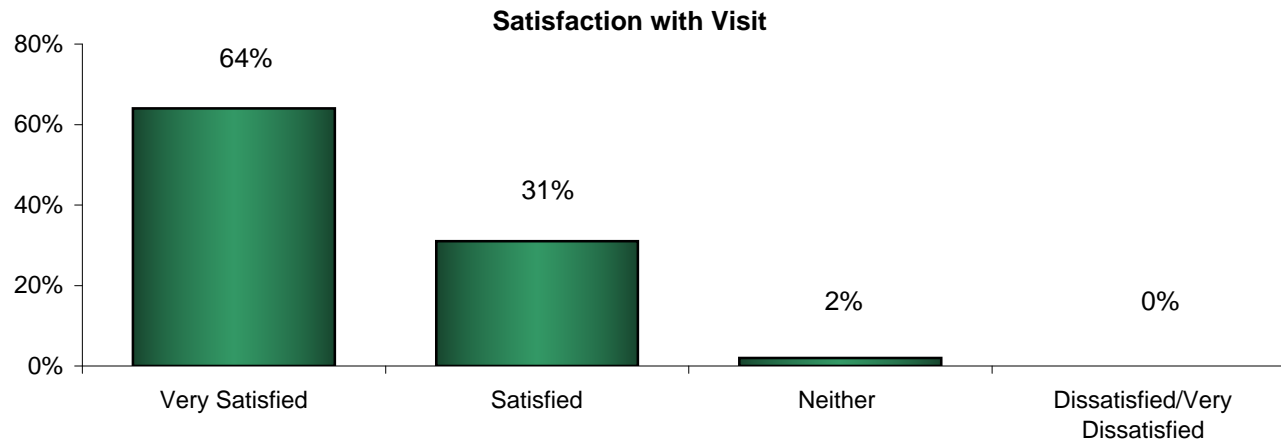


Visitor Profile Analysis

Lee County Experience and Future Plans

| Satisfaction with Visit | |
|--------------------------------|------------|
| Total Respondents | 200 |
| <u>Satisfied</u> | <u>96%</u> |
| <i>Very Satisfied</i> | 64% |
| <i>Satisfied</i> | 31% |
| Neither | 2% |
| Dissatisfied/Very Dissatisfied | 0% |
| Don't know/no answer | 2% |

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





Visitor Profile Analysis

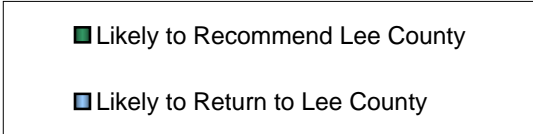
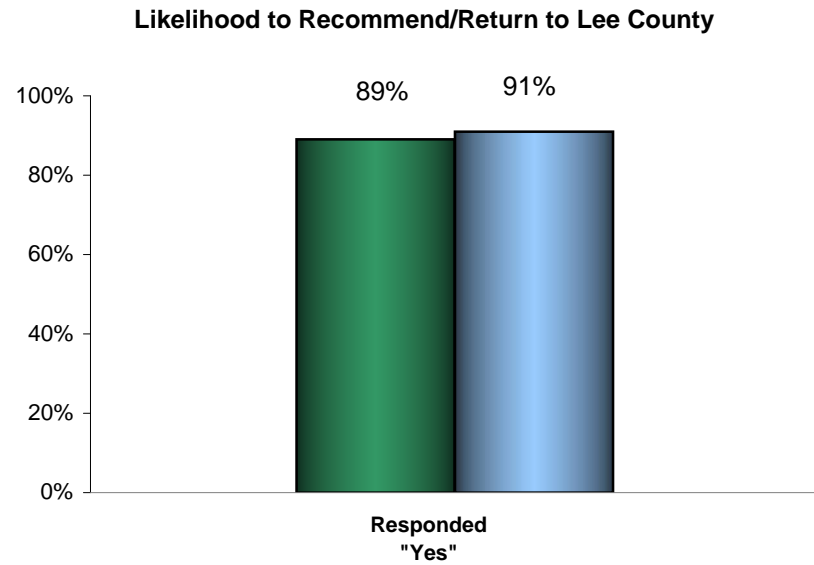
Lee County Experience and Future Plans

| Likelihood to Recommend/Return to Lee County | |
|---|-----|
| Total Respondents | 200 |
| Likely to Recommend Lee County | 89% |
| Likely to Return to Lee County | 91% |
| Base: Total Respondents Planning to Return | 182 |
| Likely to Return Next Year | 52% |

Question 32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?





Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

| Travel Party | |
|-----------------------------|-----|
| Total Respondents | 200 |
| Family | 53% |
| Couple | 24% |
| Group of couples/friends | 12% |
| Single | 3% |
| Other | 7% |
| | |
| Mean travel party size | 3.9 |
| Mean adults in travel party | 2.8 |

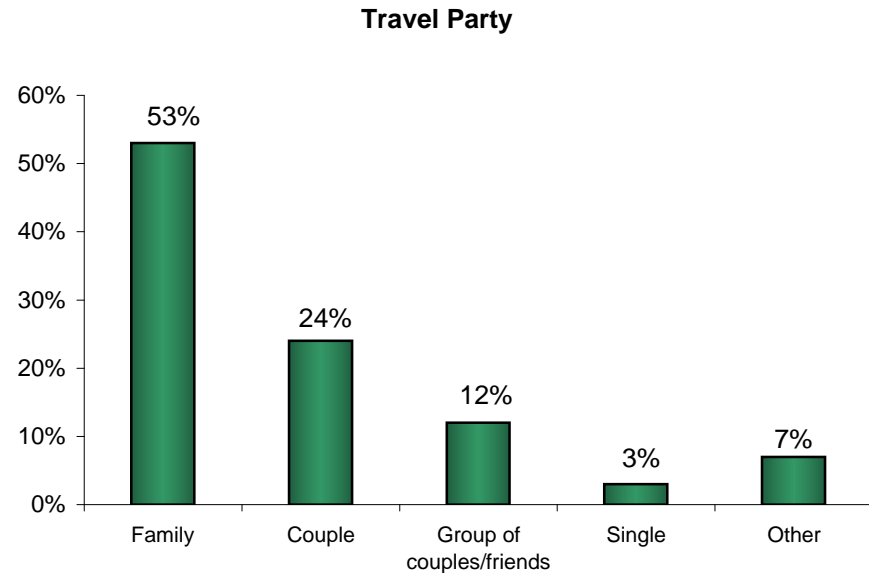
Question 22: On this trip, are you traveling:

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

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

| Travel Parties with Children | |
|-----------------------------------|------------|
| Total Respondents | 200 |
| Traveling with any Children (net) | <u>51%</u> |
| Any younger than 6 | 18% |
| Any 6 - 11 years old | 24% |
| Any 12 - 17 years old | 28% |

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

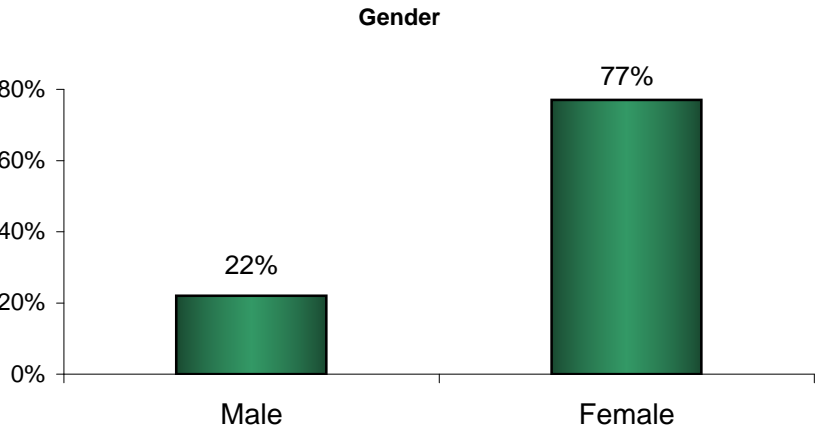
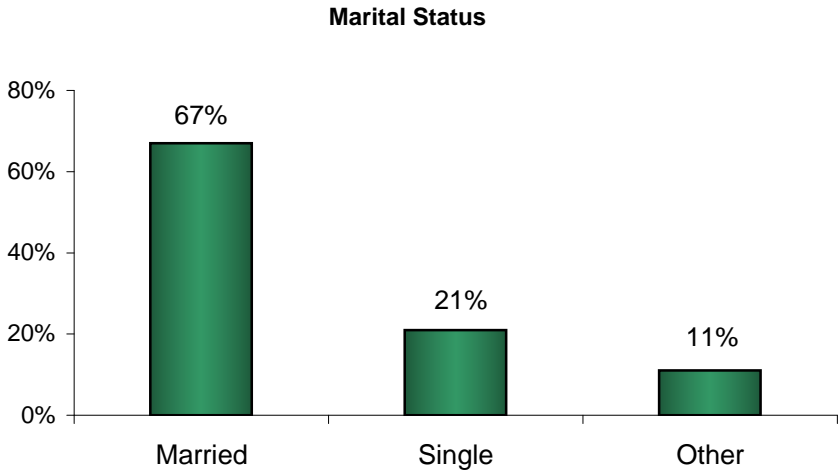




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

| Visitor Demographic Profile | |
|--------------------------------|----------|
| Total Respondents | 200 |
| Vacations per year (mean) | 2.6 |
| Short getaways per year (mean) | 3.4 |
| Age of respondent (mean) | 43.4 |
| Annual household income (mean) | \$97,853 |
| Marital Status | |
| Married | 67% |
| Single | 21% |
| Other | 11% |
| Gender of Respondent | |
| Male | 22% |
| Female | 77% |



Question 37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
 Question 38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
 Question 41: What is your age, please?
 Question 43: What is your total annual household income before taxes?
 Question 40: Are you: Married/Single/Other
 Question 42: Are you: Male/Female

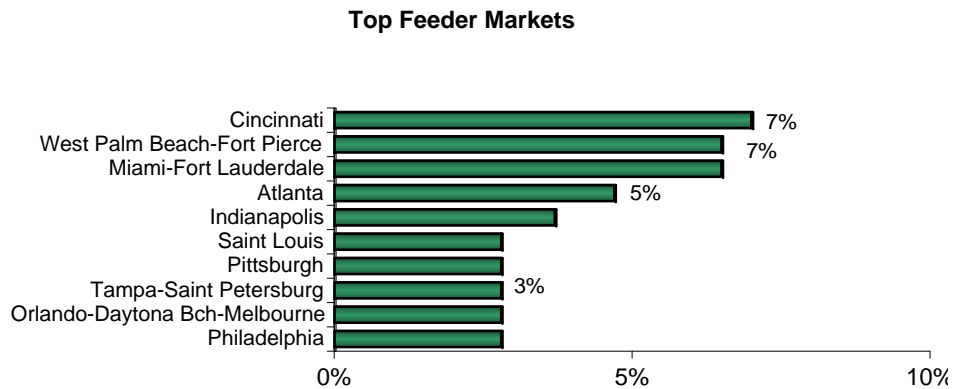
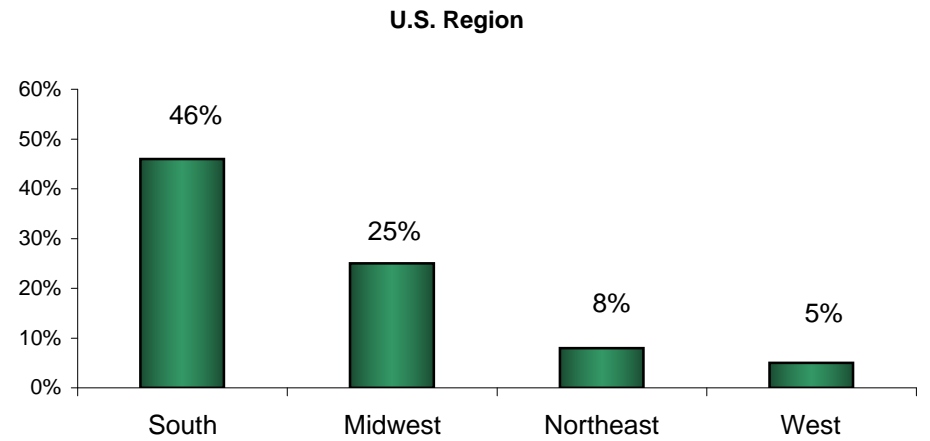




Visitor Profile Analysis

Visitor Origin and Visitation Estimates

| Total Visitation | | |
|---|-----|-------------------|
| | % | Visitor Estimates |
| Paid Accommodations | 44% | 199,418 |
| <u>Friends/Relatives</u> | 56% | <u>258,536</u> |
| <i>Total Visitation</i> | | <i>457,954</i> |
| Visitor Origin | | |
| Visitors Staying in Paid Accommodations | | |
| United States | 89% | 177,814 |
| Canada | 3% | 6,647 |
| United Kingdom | 3% | 6,647 |
| Germany | 3% | 4,985 |
| Other/No Answer | 2% | 3,324 |
| U.S. Region (Paid Accommodations) | | |
| South | 46% | 81,429 |
| Midwest | 25% | 44,869 |
| Northeast | 8% | 14,956 |
| West | 5% | 8,309 |
| No Answer | 17% | 29,913 |
| Top DMAs (Paid Accommodations) | | |
| Cincinnati | 7% | 13,295 |
| West Palm Beach-Fort Pierce | 7% | 11,633 |
| Miami-Fort Lauderdale | 7% | 11,633 |
| Atlanta | 5% | 8,309 |
| Indianapolis | 4% | 6,647 |
| Saint Louis | 3% | 4,985 |
| Pittsburgh | 3% | 4,985 |
| Tampa-Saint Petersburg | 3% | 4,985 |
| Orlando-Daytona Bch-Melbourne | 3% | 4,985 |
| Philadelphia | 3% | 4,985 |
| In State Visitors (Paid Accommodations) | | |
| Florida residents | 19% | 33,236 |





Occupancy Data Analysis June 2008

Property managers representing 161 properties in Lee County were interviewed for the June Occupancy Survey between July 1 and July 15, 2008, a sample considered accurate to plus or minus 7.7 percentage points at the 95% confidence level.



providing direction in travel & tourism



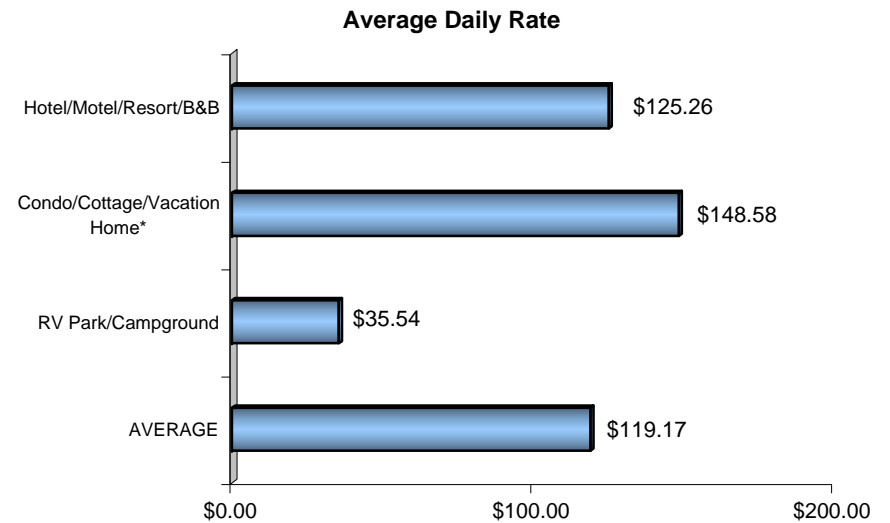
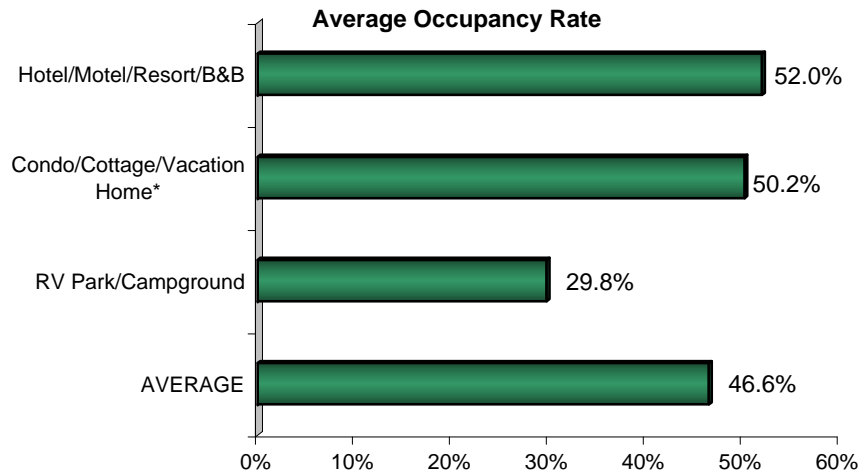
Occupancy Data Analysis

Occupancy/Daily Rates

| | Average Occupancy Rate | Average Daily Rate | RevPAR |
|------------------------------|------------------------|-------------------------|----------------|
| Property Managers Responding | 154 | 153 | 153/154 |
| | Average Occupancy - % | Average Daily Rate - \$ | RevPAR - \$ |
| Hotel/Motel/Resort/B&B | 52.0% | \$125.26 | \$65.19 |
| Condo/Cottage/Vacation Home* | 50.2% | \$148.58 | \$74.63 |
| RV Park/Campground | 29.8% | \$35.54 | \$10.60 |
| AVERAGE | 46.6% | \$119.17 | \$55.48 |

Question 16: What was your overall average occupancy rate for the month of June?

Question 17: What was your average daily rate (ADR) in June?



* Includes timeshare rental properties.

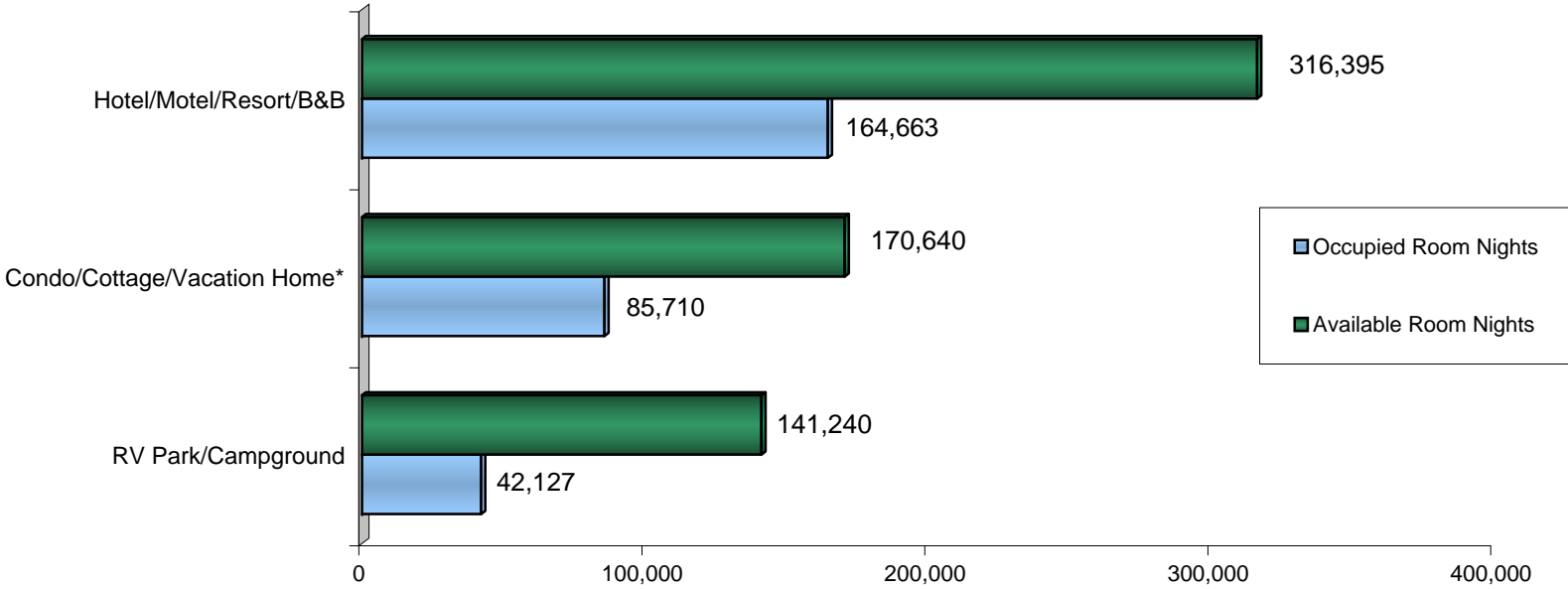


Occupancy Data Analysis

Room/Unit/Site Nights

| | Occupied Room Nights | Available Room Nights |
|------------------------------|----------------------|-----------------------|
| Hotel/Motel/Resort/B&B | 164,663 | 316,395 |
| Condo/Cottage/Vacation Home* | 85,710 | 170,640 |
| RV Park/Campground | 42,127 | 141,240 |
| Total | 292,500 | 628,275 |

Occupied /Available Room Nights



*Includes timeshare rental properties



Occupancy Data Analysis

Lodging Management Estimates

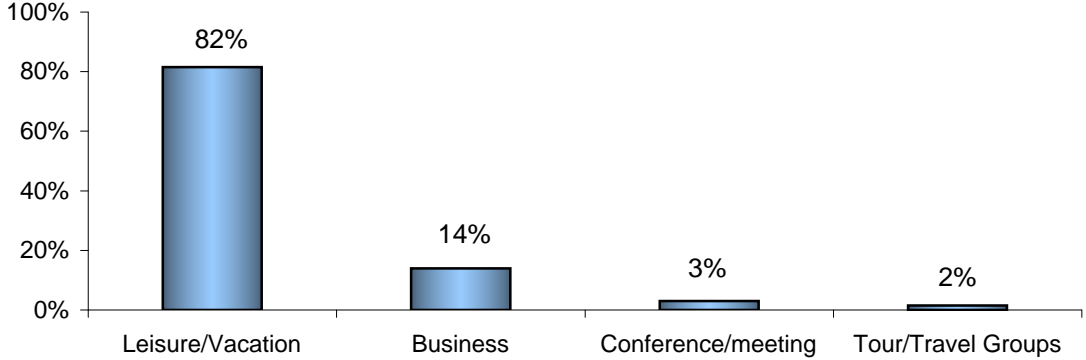
| Guest Profile | |
|----------------------------------|-----|
| Property Managers Responding | 141 |
| Purpose of Visit | |
| Leisure/Vacation | 82% |
| Business | 14% |
| Conference/meeting | 3% |
| Tour/Travel Groups | 2% |
| Property Managers Responding | 146 |
| Average guests per room | 2.6 |
| Property Managers Responding | 145 |
| Average length of stay in nights | 6.3 |

Question 23: What percent of your June room/site/unit occupancy was generated by:

Question 18: What was your average number of guests per room/site/unit in June?

Question 19: What was the average length of stay (in nights) of your guests in June?

Purpose of Visit



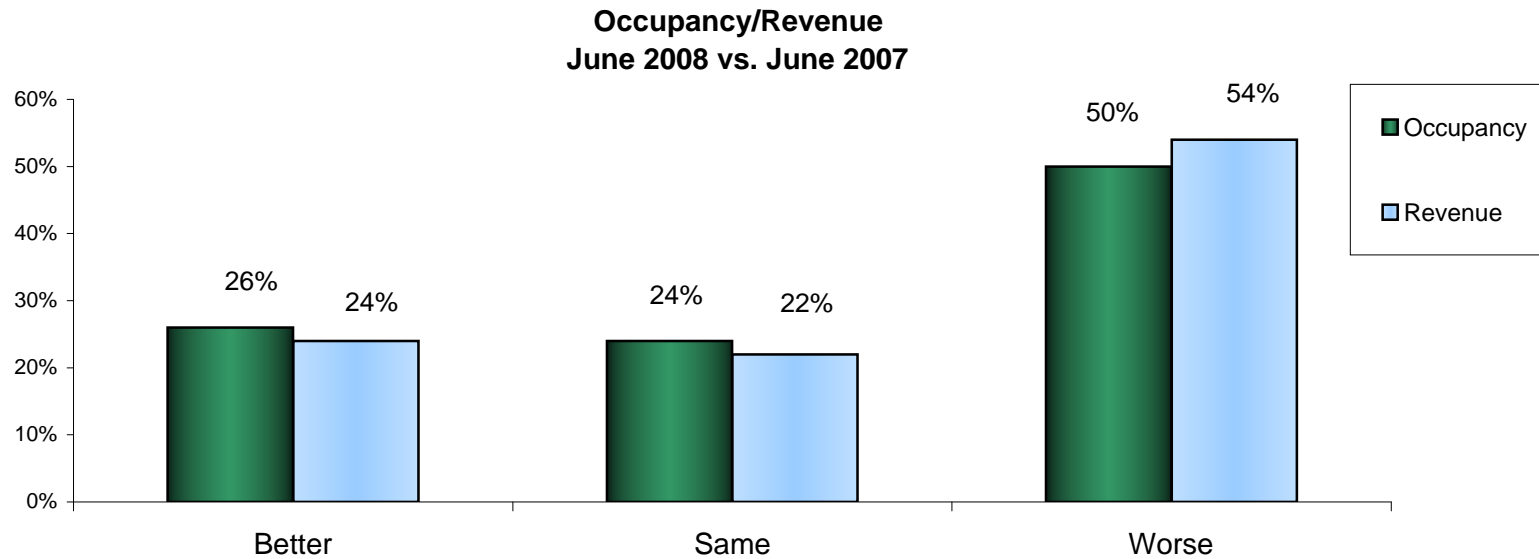


Occupancy Data Analysis

**Occupancy Barometer
 June 2008 vs. June 2007**

| | Occupancy | Revenue |
|------------------------------|-----------|---------|
| Property Managers Responding | 145 | 139 |
| Better | 26% | 24% |
| Same | 24% | 22% |
| Worse | 50% | 54% |

Question 25: Was your June occupancy better, the same, or worse than it was in June 2007? How about your property's June revenue - better, the same, or worse than June 2007?





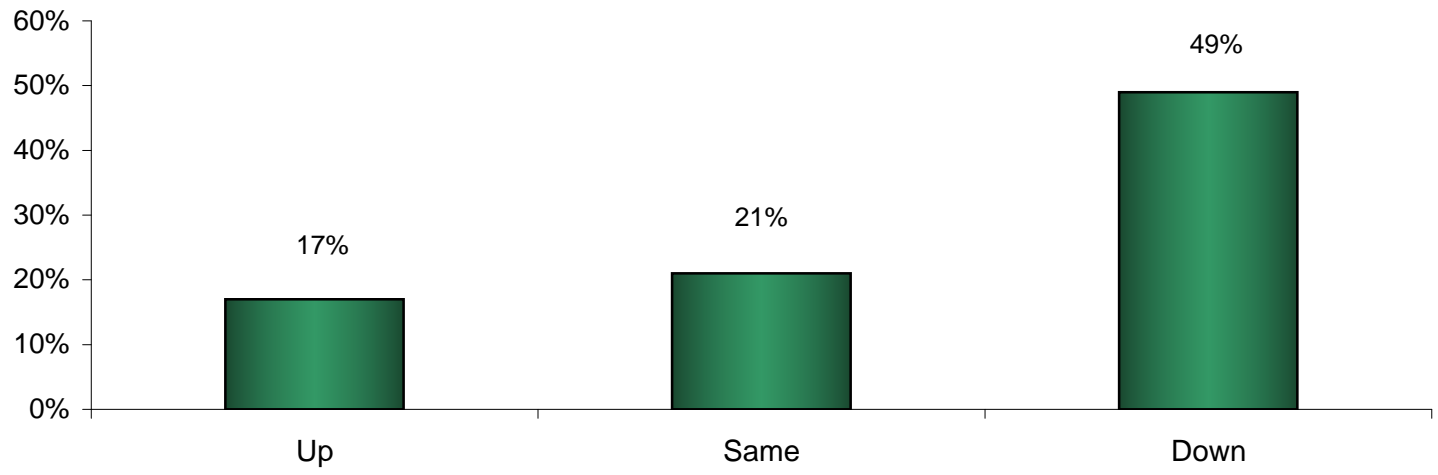
Occupancy Data Analysis

Occupancy Barometer

| Level of Reservations for Next 3 Months Compared to Last Year | |
|---|-----|
| Property Managers Responding | 148 |
| Up | 17% |
| Same | 21% |
| Down | 49% |

Question 26: Compared to July, August, and September 2007, is your property's total level of reservations up, the same, or down for July, August, and September 2008?

Level of Reservations for Next 3 Months Compared to Last Year



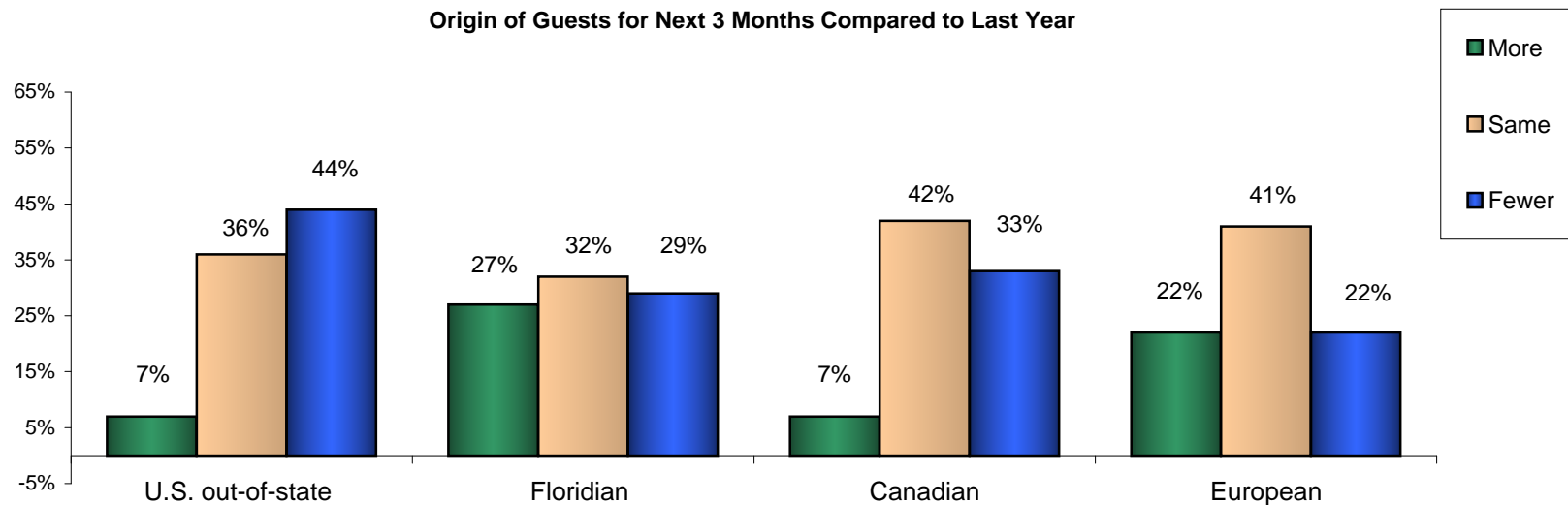


Occupancy Data Analysis

Occupancy Barometer

| Origin of Guests for Next 3 Months Compared to Last Year | | | | |
|--|------|------|-------|----------------|
| Property Managers Responding (116 Minimum) | More | Same | Fewer | Not Applicable |
| U.S. out-of-state | 7% | 36% | 44% | 13% |
| Floridian | 27% | 32% | 29% | 11% |
| Canadian | 7% | 42% | 33% | 19% |
| European | 22% | 41% | 22% | 16% |

Question 27: Now thinking about the specific origins of your guests, for July, August, and September 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



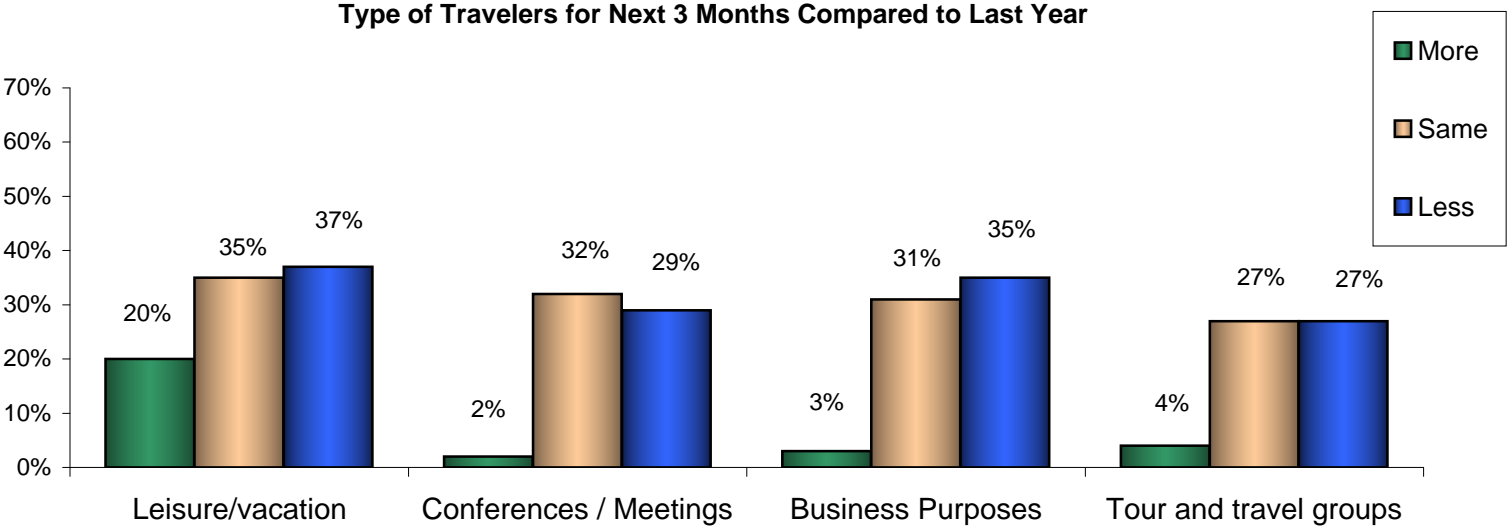


Occupancy Data Analysis

Occupancy Barometer

| Type of Travelers for Next 3 Months Compared to Last Year | | | | |
|---|------|------|------|----------------|
| Property Managers Responding (99 Minimum) | More | Same | Less | Not Applicable |
| Leisure/vacation | 20% | 35% | 37% | 7% |
| Conferences / Meetings | 2% | 32% | 29% | 36% |
| Business Purposes | 3% | 31% | 35% | 32% |
| Tour and travel groups | 4% | 27% | 27% | 41% |

Question 28: Compared to July, August, and September 2007, will the following types of travelers generate more, the same, or less business for your property in July, August, and September 2008?





Economic Impact Analysis June 2008

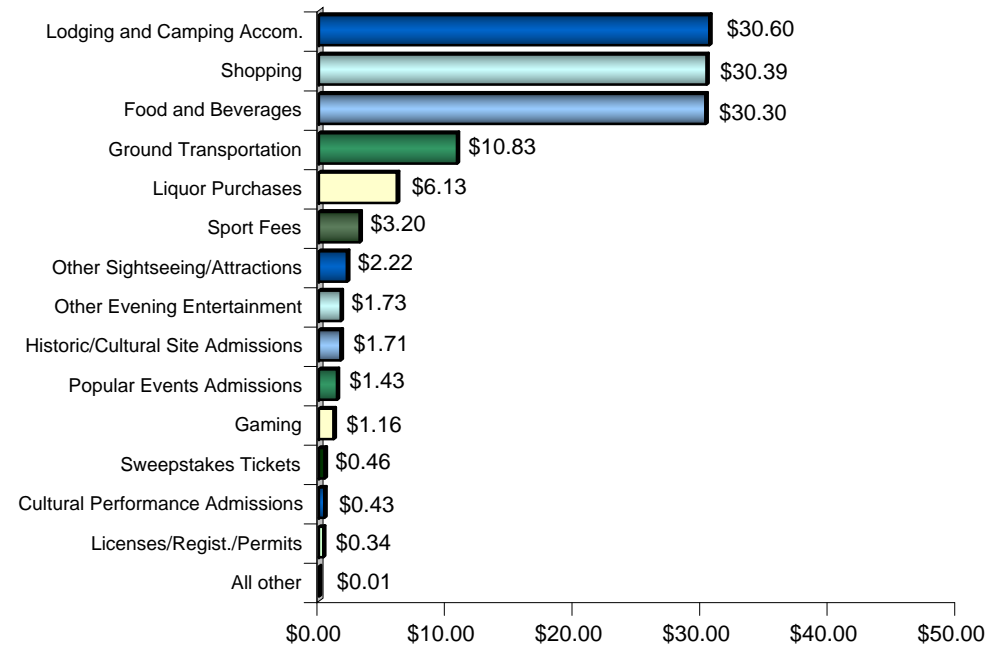


Economic Impact Analysis

Average Expenditures

| Average Expenditures per Person per Day | |
|---|-----------------|
| TOTAL | \$120.92 |
| Lodging and Camping Accom. | \$30.60 |
| Shopping | \$30.39 |
| Food and Beverages | \$30.30 |
| Ground Transportation | \$10.83 |
| Liquor Purchases | \$6.13 |
| Sport Fees | \$3.20 |
| Other Sightseeing/Attractions | \$2.22 |
| Other Evening Entertainment | \$1.73 |
| Historic/Cultural Site Admissions | \$1.71 |
| Popular Events Admissions | \$1.43 |
| Gaming | \$1.16 |
| Sweepstakes Tickets | \$0.46 |
| Cultural Performance Admissions | \$0.43 |
| Licenses/Regist./Permits | \$0.34 |
| All other | \$0.01 |

Expenditures per Person per Day





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

| | TOTAL EXPENDITURES | TOTAL PROPERTIES | | | | BED-TAX-COLLECTING PROPERTIES |
|-----------------------------------|----------------------|--------------------------------|-------------|---|-------------|--------------------------------|
| | | Staying in Paid Accommodations | | Visiting Friends and Relatives / Day Trippers | | Staying in Paid Accommodations |
| <u>TOTAL</u> | <u>\$203,337,194</u> | <u>\$109,009,721</u> | <u>100%</u> | <u>\$94,327,473</u> | <u>100%</u> | <u>\$101,384,651</u> |
| Shopping | \$57,926,159 | \$24,061,124 | 22% | \$33,865,035 | 36% | \$22,181,192 |
| Food and Beverages | \$56,582,609 | \$24,310,399 | 22% | \$32,272,210 | 34% | \$22,318,221 |
| Lodging Accommodations | \$34,857,084 | \$34,857,084 | 32% | \$0 | 0% | \$33,171,375 |
| Ground Transportation | \$19,443,055 | \$9,328,100 | 9% | \$10,114,955 | 11% | \$8,454,958 |
| Liquor Purchases | \$11,164,823 | \$5,156,760 | 5% | \$6,008,063 | 6% | \$4,800,268 |
| Popular Events Admissions | \$4,471,154 | \$976,757 | 1% | \$3,494,397 | 4% | \$922,865 |
| Other Evening Entertainment | \$4,259,082 | \$1,573,324 | 1% | \$2,685,758 | 3% | \$1,425,693 |
| Sport Fees | \$3,879,476 | \$2,801,816 | 3% | \$1,077,660 | 1% | \$2,631,649 |
| Historic/Cultural Site Admissions | \$3,748,529 | \$1,245,851 | 1% | \$2,502,678 | 3% | \$1,030,314 |
| Other Sightseeing Attractions | \$3,248,715 | \$1,848,309 | 2% | \$1,400,406 | 1% | \$1,720,393 |
| All Other | \$3,756,508 | \$2,850,197 | 3% | \$906,311 | 1% | \$2,727,723 |

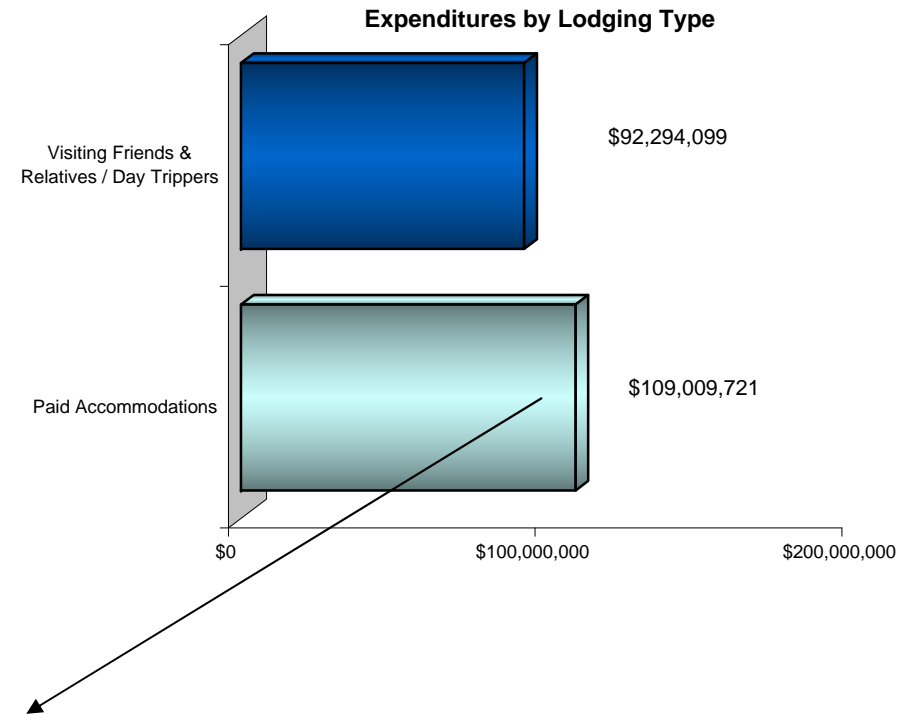


Economic Impact Analysis

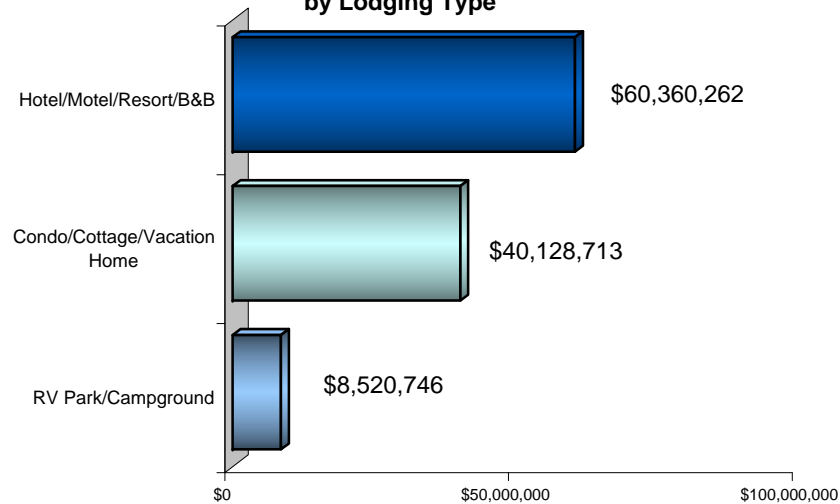
Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type

| | | |
|---|----------------------|-------------|
| TOTAL | \$203,337,194 | 100% |
| Visiting Friends & Relatives / Day Trippers | \$92,294,099 | 45% |
| Paid Accommodations | \$109,009,721 | 54% |
| <i>Hotel/Motel/Resort/B&B</i> | <i>\$60,360,262</i> | <i>30%</i> |
| <i>Condo/Cottage/Vacation Home</i> | <i>\$40,128,713</i> | <i>20%</i> |
| <i>RV Park/Campground</i> | <i>\$8,520,746</i> | <i>4%</i> |



Paid Accommodations Expenditures by Lodging Type





Appendix June 2008



Interviewing Statistics

| Visitor Profile Interviewing Statistics | | | |
|---|--------------------------|--------------------|-----------------------|
| City | Event/Location | Interviewing Dates | Number of Interviews* |
| Sanibel | Loggerhead | 3-Jun | 3 |
| Sanibel | Turtuga Resort | 3-Jun | 3 |
| Sanibel | Sanibel Beach Club | 3-Jun | 7 |
| Sanibel | Holiday Inn | 3-Jun | 10 |
| Ft. Myers Beach | Pink Shell Resort | 9-Jun | 19 |
| Ft. Myers Beach | Kona Beach Club | 9-Jun | 9 |
| Ft. Myers Beach | Lani Kai | 11-Jun | 12 |
| Ft. Myers Beach | Bel Air Beach Club | 11-Jun | 8 |
| Ft. Myers | Summerlin Square Trolley | 18-Jun | 15 |
| Ft. Myers | Clarion Hotel | 18-Jun | 10 |
| Ft. Myers Beach | Holiday Inn | 18-Jun | 8 |
| Bonita Springs | Bonita Beach | 24-Jun | 28 |
| Ft. Myers | Edison Ford Estates | 26-Jun | 30 |
| Cape Coral | Yacht Club Beach | 26-Jun | 8 |
| Sanibel | Pelican Roost | 30-Jun | 20 |
| Sanibel | Song of the Sea | 30-Jun | <u>10</u> |
| TOTAL | | | 200 |

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



Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from July 1 - July 15, 2008. Information was provided by 161 Lee County lodging properties during this time period.

| Lodging Type | Number of Interviews |
|--|----------------------|
| Hotel/Motel/Resort/B&B | 88 |
| Condo/Cottage/Vacation Home/Timeshare | 47 |
| RV Park/Campground/Other | <u>26</u> |
| Total | 161 |