



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

## **Summer 2017 Visitor Profile and Occupancy Analysis**

**November 13, 2017**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**

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## Executive Summary

### Summer 2017

#### A Note About “Statistical Significance”

*(Statistically significant difference = a difference that is large enough that it is not likely to occur by chance)*

This report includes comparisons between data collected last year (2016) and data collected this year (2017). In most cases, slight differences will be seen between the two years’ values due to random differences in the respondents taking the survey in each year. When these differences are not likely to be due to chance, then they are statistically significant.

A difference is said to be statistically significant (at the 95% confidence level) if the probability of the difference occurring purely by chance is less than 5%. In other words, if the same question were asked 100 times, these differences would be seen by chance in fewer than five of those instances.

Throughout this report, differences that rise to the level of statistical significance are marked by letters showing which column the marked percentage is significantly greater than. For example, the “A” in Column B of the table below indicates that 70% is statistically greater than the 60% in Column A.

2016 A	2017 B
60%	70%A

## Executive Summary

On September 10<sup>th</sup>, Hurricane Irma passed through Lee County, greatly impacting travel and visitation throughout the area. Coastal accommodations were issued mandatory evacuations beginning on September 8<sup>th</sup>, with evacuations lifted on September 11<sup>th</sup>. Four in five lodging properties surveyed report being closed for some length of time due to the hurricane, with the majority being closed for less than two weeks.

### Visitation Estimates

- During summer 2017, Lee County hosted approximately 660,000 visitors staying in paid accommodations. An additional 347,000 stayed with friends or relatives, for a total of 1.0 million visitors.

- Lee County saw a 5.4% decrease in total visitation versus summer 2016. Visitation among paid accommodations guests was down significantly (-8.5%) from 2016, while visitation among those staying with friends or relatives went up slightly (1.2%).

Estimated Visitation	Summer 2016	Summer 2017	% Change
Paid Accommodations	720,744	659,272	-8.5%
Friends/Relatives	342,369	346,506	1.2%
<b>Total Visitation</b>	<b>1,063,113</b>	<b>1,005,778</b>	<b>-5.4%</b>

### Visitor Expenditures

- Summer 2017 visitors spent an estimated \$502.5 million during their stay in Lee County, a 2.3% decrease from last summer (\$514.5 million).

- Expenditures among summer 2017 paid accommodations guests amounted to \$343.5 million (68% of the total), representing a 3.2% decrease from last summer. The VFR traveler segment contributed the remaining \$159 million, comparable to last year's estimate (-0.5%).

Estimated Expenditures	Summer 2016	Summer 2017	% Change
Paid Accommodations	\$354,707,754	\$343,461,668	-3.2%
Friends/Relatives	\$159,817,936	\$159,021,566	-0.5%
<b>Total Expenditures</b>	<b>\$514,525,690</b>	<b>\$502,483,234</b>	<b>-2.3%</b>

*Note: Summer season refers to the period including July, August, and September when referenced throughout this report.*

Visitor Origin

- The majority of summer 2017 visitors staying in paid accommodations came from within the United States (80%). Germany continued to be the top international feeder market (9%). Visitors from the UK (2%), Canada (2%), and Scandinavia (2%) were far less prevalent.
- Four in ten domestic visitors staying in paid accommodations were from the South (42%), and two in ten came from Florida (19%). Additional guests staying in paid accommodations came from the Midwest (37%) and Northeast (17%), while only 4% came from the West.
- Miami and New York continue to be the top domestic feeder markets for the Lee County lodging industry during summer 2017.

**Summer 2017 Top DMAs (Paid Accommodations)**

Origin	%	Estimate
Miami-Fort Lauderdale	8%	42,747
New York	8%	42,747
Tampa-Saint Petersburg (Sarasota)	5%	28,498
Columbus, OH	5%	26,123
Cleveland-Akron (Canton)	5%	23,748
Saint Louis	4%	18,999
Chicago	4%	18,999
Atlanta	3%	16,624
Indianapolis	3%	16,624
Cincinnati	3%	16,624
Orlando-Daytona Beach-Melbourne	3%	14,249

**Visitors Staying in Paid Accommodations**

	%		Visitor Estimates		Direction of Change
	2016	2017	2016	2017	
<b>Summer Season</b>					
<b>Country of Origin</b>					
United States	67%	80%	485,116	524,839	+
Germany	17%	9%	121,972	58,929	-
UK	7%	2%	49,898	14,732	-
Canada	3%	2%	18,019	14,732	-
Scandinavia	2%	2%	12,474	14,732	+
France	2%	1%	12,474	5,525	-
Switzerland	2%	1%	11,088	7,366	-
BeNeLux	1%	1%	4,158	9,208	+
Austria	-	1%	-	5,525	+
Latin America	<1%	<1%	2,772	1,842	-
Ireland	<1%	<1%	2,772	-	-
Other International	-	<1%	-	1,842	+

**Visitors Staying in Paid Accommodations**

	%		Visitor Estimates		Direction of Change
	2016	2017	2016	2017	
<b>Summer Season</b>					
<b>U.S. Region of Origin</b>					
Florida	21%	19%	100,428	102,118	+
South (including Florida)	42%	42%	202,557	218,485	+
Midwest	28%	37%	137,875	194,737	+
Northeast	25%	17%	122,556	90,244	-
West	5%	4%	22,128	21,374	-

**Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2017 percentages.**

### Trip Planning

- Similar to last year, the majority of summer 2017 visitors continue to plan their Lee County trip well ahead of their arrival, though the proportion that do so has decreased somewhat. Two-thirds started talking about their Lee County trip *three or more months* in advance, and more than half chose the destination within that timeframe. More than half of those staying in paid accommodations made their lodging reservations within that window as well.
  - 65% started talking about trip (vs. 70% in 2016)
  - 58% chose Lee County for trip (vs. 66% in 2016)
  - 54% made lodging reservation (vs. 60% in 2016)
- Nearly nine in ten summer visitors claimed to have visited one or more websites when planning their trip to Lee County (87%). Visitors most often mentioned using *airline websites* (42%), followed by *search engines* (29%), *hotel websites* (26%), *booking websites* (25%), or *vacation rental websites* (25%).
- The majority of summer visitors reported that they typically use a smartphone (66% vs 60% in 2017) or laptop (57%) to access online destination planning information. Not quite as many mentioned using a tablet (41%) or desktop computer (37%).
- The characteristics rated most favorably as influencing the decision to visit Lee County in summer 2017 included:
  - *Peaceful/relaxing* (87%);
  - *White sandy beaches* (81%);
  - *A safe destination* (79%);
  - *Clean, unspoiled environment* (75%);
  - *Warm weather* (74%, down slightly from 82% in 2016); and
  - *Convenient location* (73%).

### Visitor Profile

- As seen in previous years, two-thirds of summer visitors said they flew to the destination (69%) – most of them arriving at Southwest Florida International Airport (78%).
- Summer 2017 visitors said they were staying in Lee County for about 8 days on average, and the majority reported they came to Lee County for a vacation (85%). Seven in ten travelers were repeat visitors (70%), an increase over the 64% who were repeat visitors last summer.

### Visitor Profile (cont'd)

- Among survey participants who said they were staying in paid lodging, six in ten chose to stay in a hotel/motel/resort for their accommodations (58%), and two in five chose to stay in a condo/vacation home property (41%). Nearly all reported that the quality of their lodging either *met their expectations* (51%) or *far exceeded/exceeded their expectations* (41%).
- While staying in Lee County, almost all summer visitors enjoyed the *beaches* (95%). Other frequently mentioned pursuits included: *relaxing* (72%), *dining out* (69%), *swimming* (67%), and *shopping* (53% - a slight decrease from 60% in 2016). Nearly half of summer visitors took a day trip outside of Lee County (45%), and Naples was the destination for most of those who did (25% - a slight decrease from 31% in 2016).
- Visitors continue to be highly satisfied with their stay in Lee County. The vast majority of summer 2017 visitors indicate they were either *very satisfied* or *satisfied* with their visit (53% and 41% respectively).
- A significant number of summer visitors intend to return to Lee County (89%) – many of them suggesting they are likely to come back next year (55%). Additionally, a sizeable majority indicated they will recommend Lee County to a friend over other areas in Florida (87%).
- When asked what they liked least about the area during their trip, *insects* (22%), *beach seaweed* (19%) and *weather* (16%) were the top mentions but at fairly low levels.
- The demographic composition of summer 2017 visitors can be summarized as follows:
  - 48 years of age on average
  - \$102,200 household income on average
  - 68% married
  - 49% traveling as a family
  - 29% traveling as a couple
  - 64% traveling *without* children
  - 3-4 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, both *available* room nights and *occupied* room nights experienced decreases (-4.9% each). All three property categories showed a decline in *occupied* room nights, with condo/vacation homes having the most significant decrease (-14.1%), followed by RV park/campground (-8.2%).

Summer Season	Occupied Room Nights			Available Room Nights		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	639,757	630,761	-1.4%	1,025,000	1,015,455	-0.9%
Condo/Cottage/Vacation Home	194,648	167,294	-14.1%	393,748	361,801	-8.1%
RV Park/Campground	147,091	135,022	-8.2%	493,028	440,521	-10.6%
<b>Total</b>	<b>981,496</b>	<b>933,077</b>	<b>-4.9%</b>	<b>1,911,776</b>	<b>1,817,777</b>	<b>-4.9%</b>

- With the equal drop in available and occupied roomnights, the result was no change year-over-year in the industry-wide average occupancy rate in Lee County for the summer season . While RV parks/campgrounds experienced a modest gain in average occupancy rate (+3.0%), condos/vacation homes experienced a decrease (-6.5%).
- However, Lee County's average daily rate for the summer season increased year-over-year (+2.9%). Shifts in ADR varied by category, where condo/vacation homes and hotel/motel/resort saw increases (+8.6% and +1.7% respectively), and RV parks/campgrounds saw no change.
- The modest increase in ADR presented a slight positive impact of growth in RevPAR resulting in an increase of 2.9% from 2016 to 2017; with all property categories experiencing a small uptick in RevPAR performance.

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	62.4%	62.1%	-0.5%	\$121.54	\$123.55	1.7%	\$75.86	\$76.74	1.2%
Condo/Cottage/Vacation Home	49.4%	46.2%	-6.5%	\$162.92	\$176.92	8.6%	\$80.54	\$81.80	1.6%
RV Park/Campground	29.8%	30.7%	3.0%	\$42.16	\$41.78	-0.9%	\$12.58	\$12.81	1.8%
<b>AVERAGE</b>	<b>51.3%</b>	<b>51.3%</b>	<b>0.0%</b>	<b>\$117.85</b>	<b>\$121.28</b>	<b>2.9%</b>	<b>\$60.50</b>	<b>\$62.26</b>	<b>2.9%</b>

Lodging Industry Assessments (cont'd)

- Reports from Lee County property managers about their reservations for the upcoming fall season were comparable to the same time last year. Nearly one quarter of managers responding in early October reported that their total level of reservations for October, November, and December 2017 are *up* over the same period last year (22% vs. 32% in 2016), and two-fifths said reservations are the *same* (41% vs. 34% in 2016). The remaining indicated their reservations are *down* (32% vs. 30% in 2016).



## Summer 2017 Lee County Snapshot

Total Visitation				
Summer Season	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	68%	66%	720,744	659,272
Friends/Relatives	32%	34%	342,369	346,506
<b>Total Visitation</b>			<b>1,063,113</b>	<b>1,005,778</b>

Total Visitor Expenditures			
Summer Season	2016	2017	% Change
Total Visitor Expenditures	\$514,525,690	\$502,483,234	-2.3%
Paid Accommodations	\$354,707,754	\$343,461,668	-3.2%

Visitor Origin - Visitors Staying in Paid Accommodations				
Summer Season	%		Visitor Estimates	
	2016	2017	2016	2017
Florida	21%	19%	100,428	102,118
United States	67%	80%	485,116	524,839
Germany	17%	9%	121,972	58,929
UK	7%	2%	49,898	14,732
Canada	3%	2%	18,019	14,732
Other International	6%	7%	45,740	46,039

First-Time/Repeat Visitors to Lee County		
Summer Season	2016	2017
First-time	34%	29%
Repeat	64%	70%

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	62.4%	62.1%	-0.5%	\$121.54	\$123.55	1.7%	\$75.86	\$76.74	1.2%
Condo/Cottage/Vacation Home	49.4%	46.2%	-6.5%	\$162.92	\$176.92	8.6%	\$80.54	\$81.80	1.6%
RV Park/Campground	29.8%	30.7%	3.0%	\$42.16	\$41.78	-0.9%	\$12.58	\$12.81	1.8%
<b>AVERAGE</b>	<b>51.3%</b>	<b>51.3%</b>	<b>0.0%</b>	<b>\$117.85</b>	<b>\$121.28</b>	<b>2.9%</b>	<b>\$60.50</b>	<b>\$62.26</b>	<b>2.9%</b>

## Calendar YTD 2017 (Jan-Sep) Lee County Snapshot

Total Calendar Year Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	61%	61%	2,264,221	2,240,848
Friends/Relatives	39%	39%	<u>1,436,460</u>	<u>1,417,620</u>
<b>Total Visitation</b>			3,700,681	3,658,468

Total Visitor Expenditures			
	2016	2017	% Change
Total Visitor Expenditures	\$2,379,646,274	\$2,377,851,261	-0.1%
Paid Accommodations	\$1,681,557,707	\$1,695,517,048	0.8%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2016	2017	2016	2017
Florida	9%	10%	158,026	180,302
US	75%	81%	1,687,306	1,804,961
Canada	5%	8%	120,813	176,751
Germany	11%	6%	240,268	131,815
UK	6%	2%	126,243	46,435
Other International	4%	4%	89,591	80,886

First-Time/Repeat Visitors to Lee County		
	2016	2017
First-time	31%	27%
Repeat	67%	71%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	72.1%	71.6%	-0.7%	\$163.47	\$164.60	0.7%	\$117.85	\$117.79	0.0%
Condo/Cottage/Vacation Home	69.4%	70.0%	0.9%	\$215.45	\$225.02	4.4%	\$149.46	\$157.44	5.3%
RV Park/Campground	52.5%	55.6%	5.8%	\$57.01	\$57.66	1.1%	\$29.95	\$32.04	7.0%
<b>AVERAGE</b>	<b>66.7%</b>	<b>67.1%</b>	<b>0.6%</b>	<b>\$154.23</b>	<b>\$154.42</b>	<b>0.1%</b>	<b>\$102.93</b>	<b>\$103.64</b>	<b>0.7%</b>

## Visitor Profile Analysis Summer 2017

*A total of 598 interviews were conducted with visitors in Lee County during the summer months of July and August 2017. **Due to Hurricane Irma, visitor interviewing was not conducted during the month of September 2017. This is the reason for the smaller number of interviews collected during the summer 2017 season.** A total sample of this size is considered accurate to plus or minus 4.0 percentage points at the 95% confidence level.*

*A total of 920 interviews were conducted with visitors in Lee County during the summer months of July, August, and September 2016. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.*

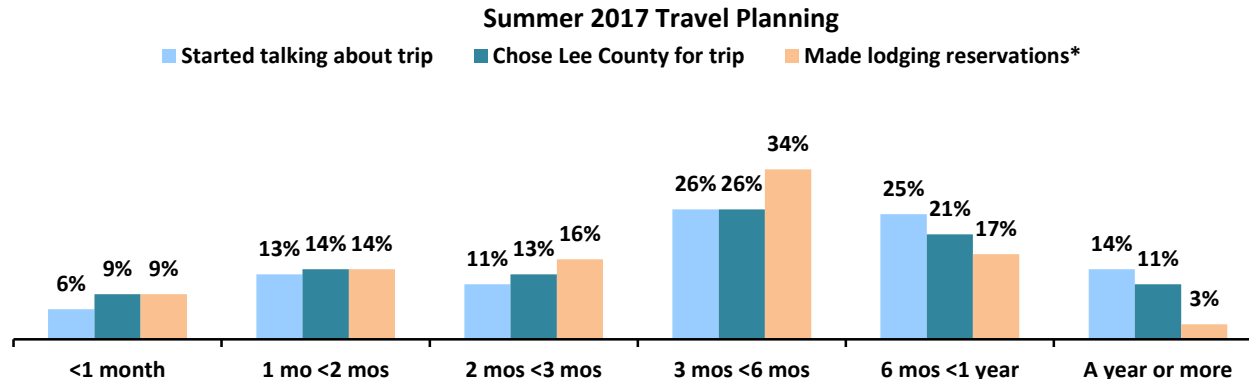
## Travel Planning

Summer Season	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations*	
	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>	<b>920</b>	<b>598</b>	<b>529*</b>	<b>367*</b>
<u>Less than 3 months (NET)</u>	<u>27%</u>	<u>31%</u>	<u>29%</u>	<u>35% a</u>	<u>34%</u>	<u>38%</u>
<1 month	5%	6%	6%	9%	10%	9%
1 month - <2 months	9%	13% a	10%	14% a	14%	14%
2 months - <3 months	13%	11%	13%	13%	10%	16% a
<u>3 months or more (NET)</u>	<u>70% b</u>	<u>65%</u>	<u>66% b</u>	<u>58%</u>	<u>60%</u>	<u>54%</u>
3 months - <6 months	29%	26%	29%	26%	33%	34%
6 months - <1 year	28%	25%	25% b	21%	21%	17%
A year or more	13%	14%	11%	11%	7% b	3%
No Lodging Reservations Made	-	-	-	-	4%	5%
No Answer	3%	5%	5%	6%	2%	3%

Q3a: When did you “start talking” about going on this trip?

Q3b: When did you choose Lee County for this trip?

Q3c: When did you make lodging reservations for this trip?



\* Base: Among those staying in paid accommodations

## Travel Planning

Devices Used to Access Destination Planning Information		
	2016	2017
Summer Season	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>Any (NET)</u>	<u>97%</u>	<u>97%</u>
Smartphone	60%	66% a
Laptop computer	55%	57%
Tablet	49% b	41%
Desktop computer	42% b	37%
E-Reader	3%	3%
Other portable device	1%	1%
None of these	2%	3%
No Answer	1%	<1%

Q5. Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Travel Websites Visited		
	2016	2017
Summer Season	A	B
<b>Respondents who use device(s) to plan</b>	<b>895</b>	<b>581</b>
<u>Visited web sites (net)</u>	<u>89%</u>	<u>87%</u>
Airline websites	43%	42%
Search Engines	33%	29%
Hotel websites	24%	26%
Booking websites	26%	25%
Vacation rental websites	26%	25%
Trip Advisor	28%	24%
www.FortMyers-Sanibel.com	11%	10%
Facebook	6%	9% a
Visit Florida	11% b	7%
AAA	5%	6%
Other	11%	12%
None/Didn't visit websites	9%	12%
No Answer	2%	2%

Q6. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

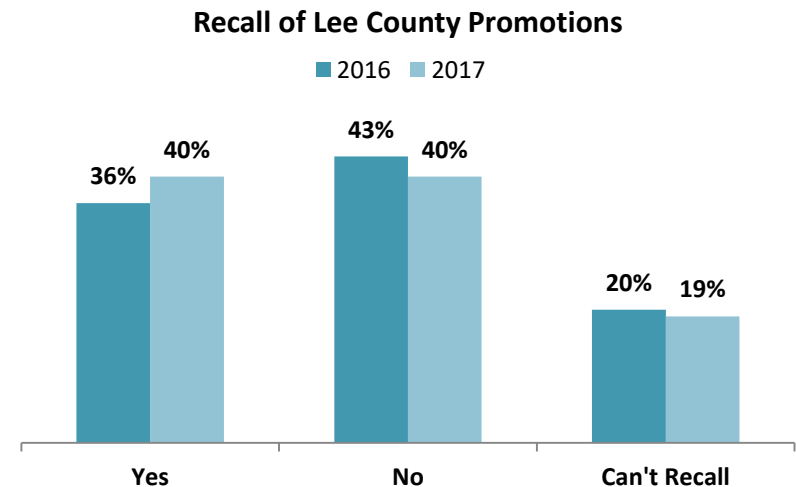
## Travel Planning

Travel Information Requested		
	2016	2017
Summer Season	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>Requested information (NET)</u>	<u>32%</u>	<u>32%</u>
<i>Hotel website</i>	12%	15%
<i>Call hotel</i>	9% a	4%
<i>VCB website</i>	6%	6%
<i>Visitor Guide</i>	4%	3%
<i>E-Newsletter</i>	2%	1%
<i>Call local Chamber of Commerce</i>	1%	1%
<i>Magazine Reader Services Card</i>	<1%	-
<i>Call VCB</i>	<1%	1%
<i>Other</i>	10%	10%
<u>None/Did not request information</u>	<u>64%</u>	<u>63%</u>
No Answer	4%	5%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions		
	2016	2017
Summer Season	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Yes	36%	40%
No	43%	40%
Can't Recall	20%	19%
No Answer	1%	1%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?



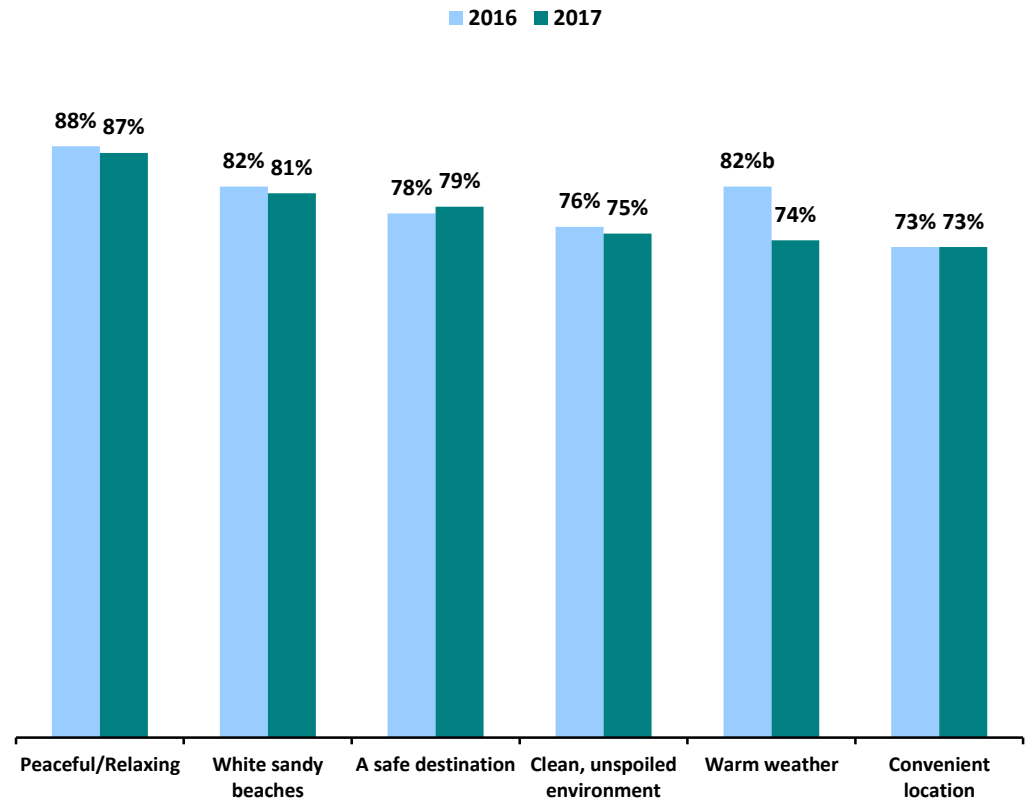
## Travel Planning

Travel Decision Influences*		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Peaceful/Relaxing	88%	87%
White sandy beaches	82%	81%
A safe destination	78%	79%
Clean, unspoiled environment	76%	75%
Warm weather	82% b	74%
Convenient location	73%	73%
Good value for the money	66%	69%
A "family" atmosphere	61%	63%
Plenty to see and do	66% b	61%
Affordable dining	60%	59%
Reasonably priced lodging	59%	58%
Upscale accommodations	52%	51%

Q9: 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)

### Top Travel Decisions Influences\*



## Trip Profile

Mode of Transportation		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Fly	73%	69%
Drive A personal vehicle	21%	25%
Drive A rental vehicle	5%	5%
Drive an RV	<1%	<1%
Travel by bus	-	-
Other/No Answer	1%	1%

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

Airport Used		
Summer Season	2016	2017
	A	B
<b>Respondents who flew</b>	<b>670</b>	<b>411</b>
SW Florida Int'l (Fort Myers)	74%	78%
Punta Gorda	10%	7%
Orlando Int'l	3%	5%
Miami Int'l	6%	4%
Ft. Lauderdale Int'l	3%	3%
Tampa Int'l	2%	2%
Other	1%	<1%
No Answer	1%	1%

Q2: At which Florida airport did you land?

Frequency of Using SWFL Int'l (Past Year)		
Summer Season	2016	2017
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>One or more trips</u>	<u>56%</u>	<u>55%</u>
1 trip	37%	34%
2 to 3 trips	14%	15%
4 to 5 trips	2%	3%
6 or more trips	3%	4%
None/No Answer	44%	45%

Q40: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

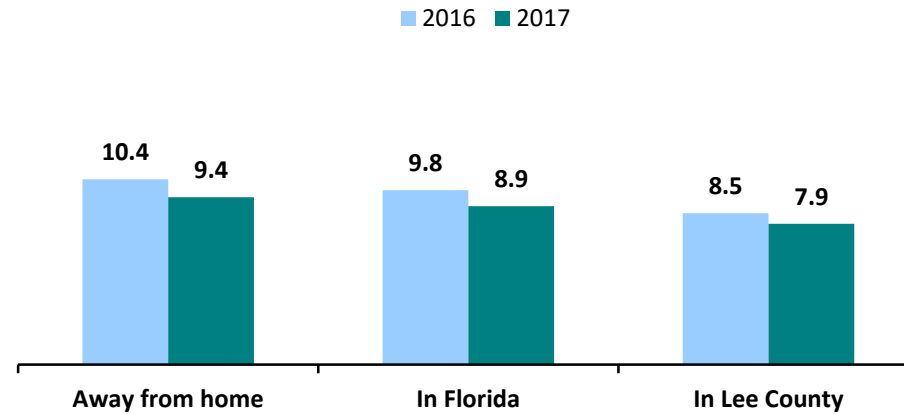


## Trip Profile

Trip Length Mean # of Days		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Away from home	10.4 b	9.4
In Florida	9.8 b	8.9
In Lee County	8.5 b	7.9

Q4a/b/c: On this trip, how many days will you be:

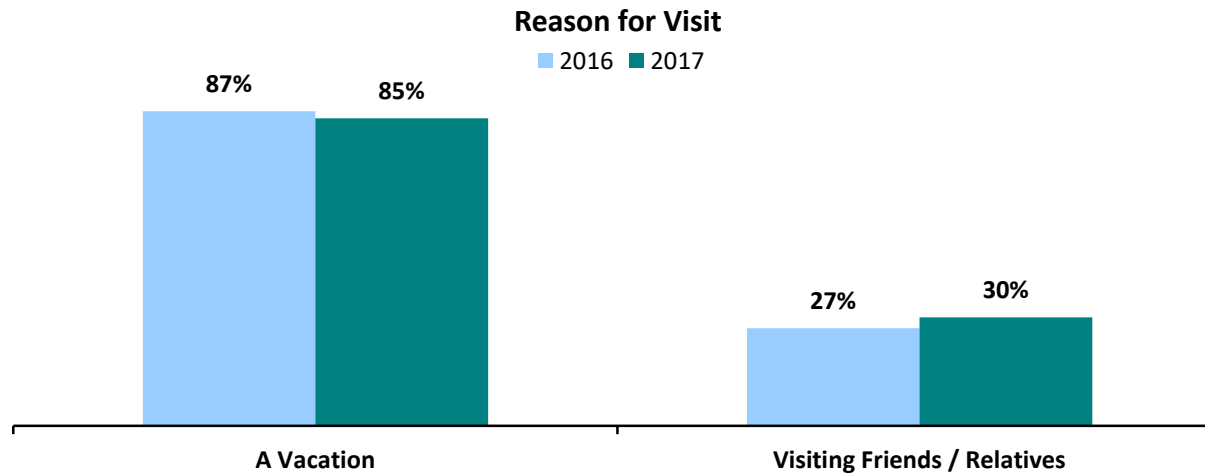
### Trip Length (mean # of days)



### Trip Profile

Reason(s) for Visit		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
A Vacation	87%	85%
Visiting Friends/Relatives	27%	30%
Sporting Event(s)	1%	2%
Personal Business	3%	1%
Other Business Trip	1%	1%
A Conference/Meeting	1%	<1%
Other/No Answer (NET)	1%	1%

Q10: Did you come to our area for...(Please mark all that apply.)



## Trip Profile

First Time Visitors to Lee County								
Summer Season	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2016	2017	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>	<b>69*</b>	<b>56*</b>	<b>464</b>	<b>326</b>	<b>245</b>	<b>99</b>
First-time visitor	34% b	29%	18%	9%	29%	27%	48%	46%
Repeat visitor	64%	70% a	82%	87%	69%	73%	50%	52%
No Answer	2%	1%	-	4%	2%	<1%	2%	2%

Q15: Is this your first visit to Lee County?

\*Note: Small sample size. (N<70) Please interpret results with caution.

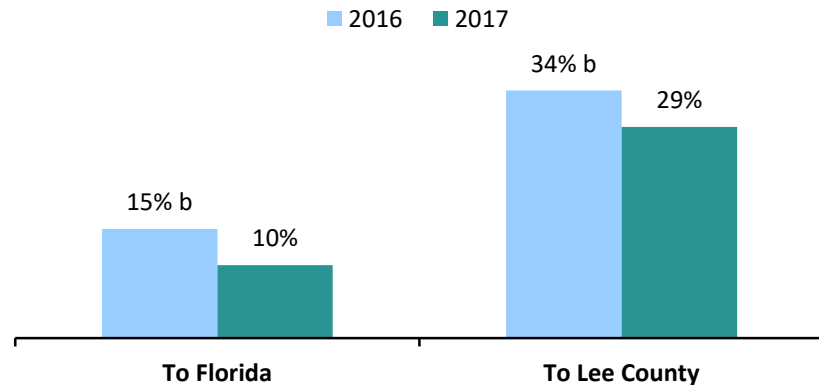
\*\*N/A: Insufficient number of responses for statistical analysis (N<30).

First Time Visitors to Florida		
Summer Season	2016	2017
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
	<b>A</b>	<b>B</b>
Yes, first-time visitor	15% b	10%
No	75%	79% a
No answer	2%	1%
<i>FL Residents*</i>	8%	9%

Q13: 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



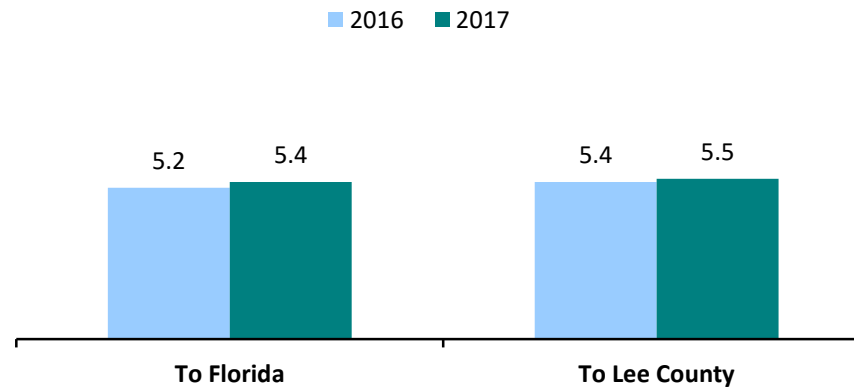
## Trip Profile

Previous Visits in Five Years				
Summer Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2016	2017	2016	2017
	A	B	A	B
Base: Repeat Visitors	688 (FL res. Excl)	475 (FL res. Excl)	587	419
Number of visits	5.2	5.4	5.4	5.5

Q14: Over the past five (5) years, how many times have you visited Florida?

Q16: Over the past five (5) years, how many times have you visited Lee County?

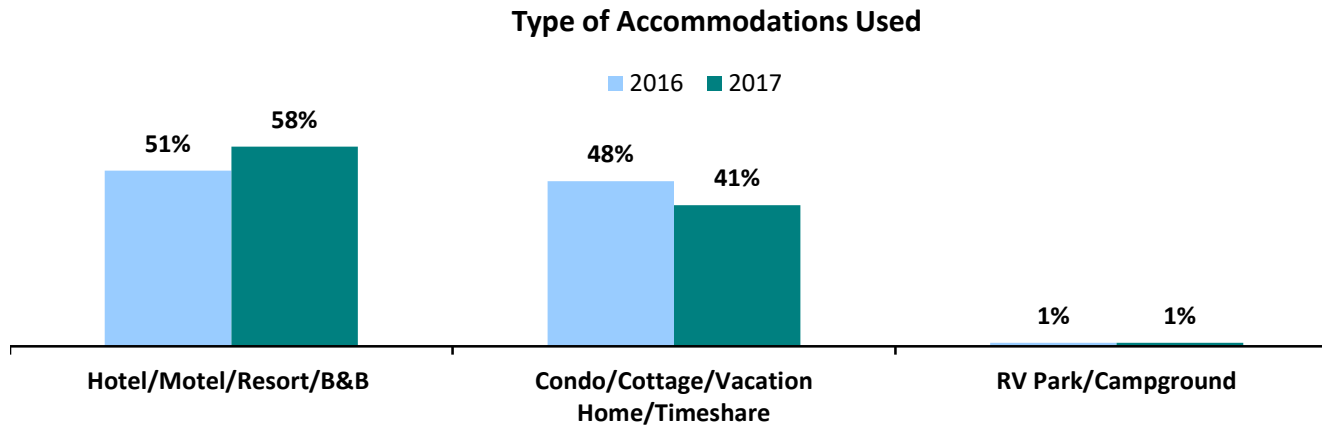
Previous Visits in Five Years



### Trip Profile

Type of Accommodations Used		
Summer Season	2016	2017
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>529</b>	<b>367</b>
<b><u>Hotel/Motel/Resort/B&amp;B (NET)</u></b>	<b><u>51%</u></b>	<b><u>58%</u></b>
At a hotel/motel/historic inn	33%	33%
At a resort	18%	24%
At a Bed and Breakfast	1%	1%
<b><u>Condo/Cottage/Vacation Home/Timeshare (NET)</u></b>	<b><u>48%</u></b>	<b><u>41%</u></b>
<b><u>RV Park/Campground (NET)</u></b>	<b><u>1%</u></b>	<b><u>1%</u></b>

Q20: Are you staying overnight (either last night or tonight):



## Trip Profile

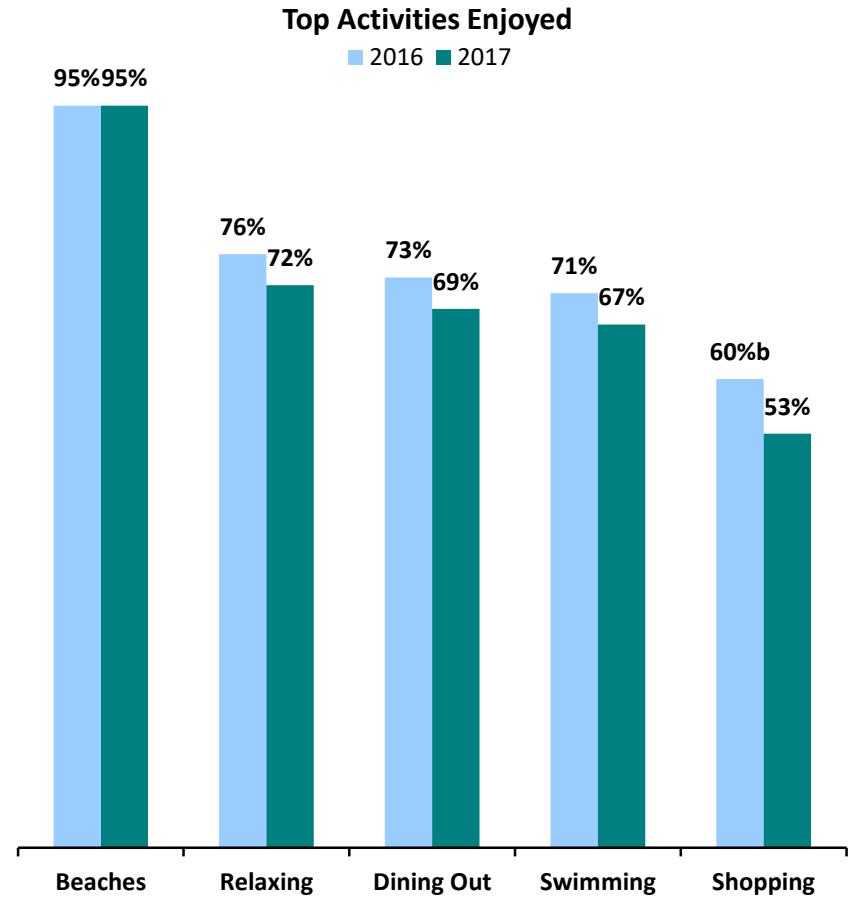
Quality of Accommodations		
Summer Season	2016	2017
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>529</b>	<b>367</b>
Far exceeded/Exceeded expectations	42%	41%
Met your expectations	49%	51%
Did not meet/Far below expectations	4%	4%
No Answer	6%	4%

Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup								
Summer Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2016	2017	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B	A	B
<b>Total respondents staying in paid accommodations</b>	<b>206</b>	<b>130</b>	<b>317</b>	<b>232</b>	<b>350</b>	<b>285</b>	<b>171</b>	<b>74</b>
Far exceeded/Exceeded expectations	37%	41%	45%	42%	45%	41%	36%	44%
Met your expectations	50%	50%	48%	52%	48%	52%	50%	48%
Did not meet/Far below expectations	3%	5%	4%	3%	4%	4%	4%	3%
No Answer	11% <sup>b</sup>	5%	3%	3%	3%	3%	10%	5%

## Trip Activities

Activities Enjoyed		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Beaches	95%	95%
Relaxing	76%	72%
Dining Out	73%	69%
Swimming	71%	67%
Shopping	60% b	53%
Shelling	38%	39%
Sightseeing	38% b	28%
Visiting Friends/Relatives	28%	27%
Watching Wildlife	23%	25%
Photography	21%	20%
Bicycle Riding	19%	17%
Attractions	18%	16%
Boating	14%	15%
Exercise / Working Out	21% b	15%
Fishing	11%	14%
Birdwatching	14%	13%
Kayaking / Canoeing	9%	12%
Bars /Nightlife	13%	11%
Golfing	13%	11%
Miniature Golf	13% b	9%
Parasailing /Jet Skiing	6%	7%
Guided Tour	6%	6%
Scuba Diving /Snorkeling	2%	4% a
Cultural Events	4%	3%
Sporting Event	3%	3%
Tennis	5% b	3%
Other	3%	2%
No Answer	1%	1%



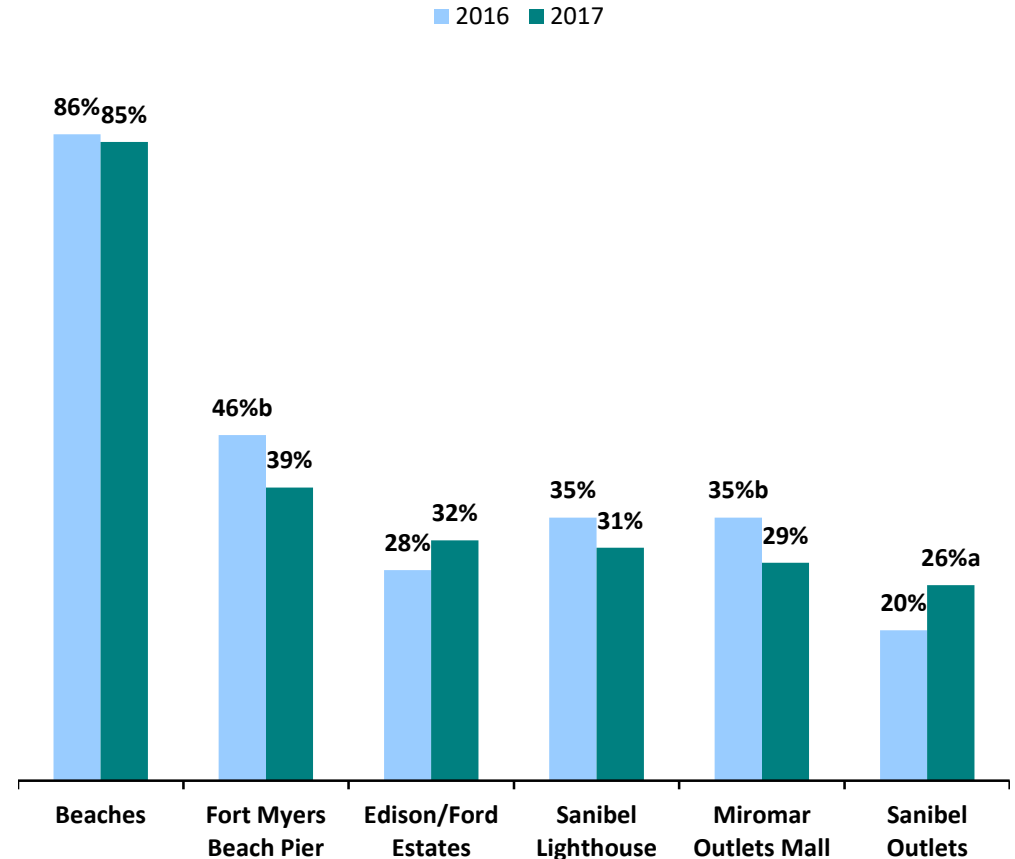
Q23: What activities or interests are you enjoying while in Lee County?  
(Please mark ALL that apply.)

## Trip Activities

Attractions Visited		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Beaches	86%	85%
Fort Myers Beach Pier	46% b	39%
Edison/Ford Estates	28%	32%
Sanibel Lighthouse	35%	31%
Miromar Outlets Mall	35% b	29%
Sanibel Outlets	20%	26% a
Ding Darling National Wildlife Refuge	13%	15%
Periwinkle Place	12%	15%
Coconut Point Mall	12%	11%
Shell Factory and Nature Park	13% b	10%
Gulf Coast Town Center	11%	8%
Bell Tower Shops	12% b	8%
Edison Mall	11% b	7%
Manatee Park	4%	4%
Bailey-Matthews Shell Museum	3%	4%
Babcock Wilderness Adventures	1%	1%
Broadway Palm Dinner Theater	1%	1%
Barbara B. Mann Performing Arts Hall	1%	<1%
Other	6%	5%
None/No Answer (NET)	6%	5%

Q24. On this trip, which attractions are you visiting? (Please mark ALL that apply.)

### Top Attractions Visited

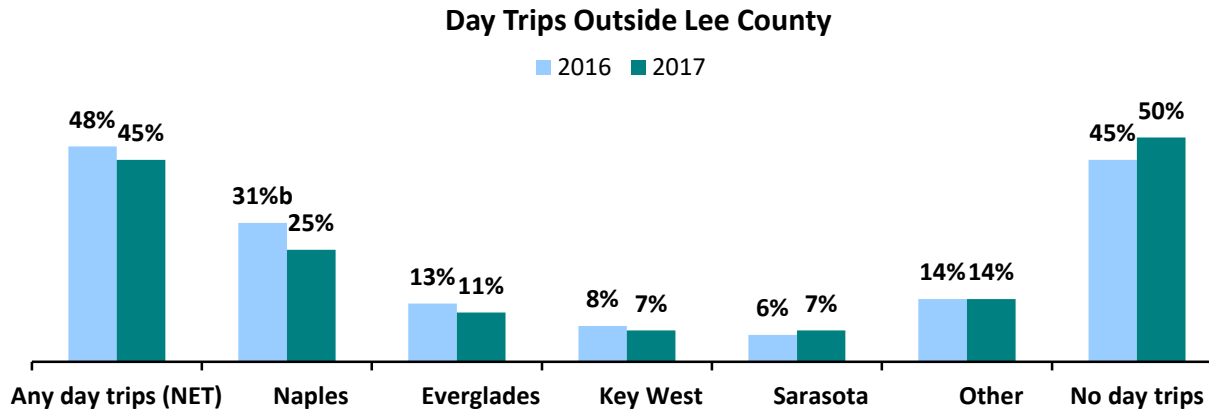




### Trip Activities

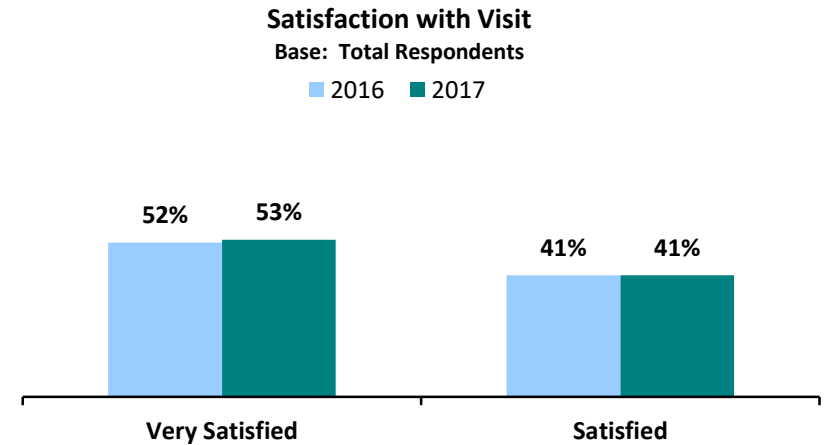
Day Trips Outside Lee County		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>Any day trips (NET)</u>	<u>48%</u>	<u>45%</u>
Naples	31% b	25%
Everglades	13%	11%
Key West	8%	7%
Sarasota	6%	7%
Other	14%	14%
<u>No day trips</u>	<u>45%</u>	<u>50%</u>
No Answer	14%	15%

Q25: Where did you go on day trips outside Lee County?



## Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>Very Satisfied/Satisfied</u>	<u>93%</u>	<u>94%</u>
<i>Very Satisfied</i>	52%	53%
<i>Satisfied</i>	41%	41%
Neither	2%	1%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	5%	4%



Q28: How satisfied are you with your stay in Lee County?

Satisfaction Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Summer Season	2016	2017	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>313</b>	<b>172</b>	<b>587</b>	<b>419</b>	<b>651</b>	<b>487</b>	<b>245</b>	<b>99</b>
<u>Very Satisfied/Satisfied</u>	<u>92%</u>	<u>90%</u>	<u>94%</u>	<u>96%</u>	<u>93%</u>	<u>95%</u>	<u>94%</u>	<u>94%</u>
<i>Very Satisfied</i>	33%	38%	64%	60%	55%	55%	48%	49%
<i>Satisfied</i>	59%	51%	30%	37%	38%	40%	47%	45%

## Future Plans

Likelihood to Recommend/Return to Lee County		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Likely to Recommend Lee County	86%	87%
Likely to Return to Lee County	89%	89%
<b>Base: Total Respondents Planning to Return</b>	<b>821</b>	<b>535</b>
Likely to Return Next Year	58%	55%

Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?

Q31: Will you come back to Lee County?

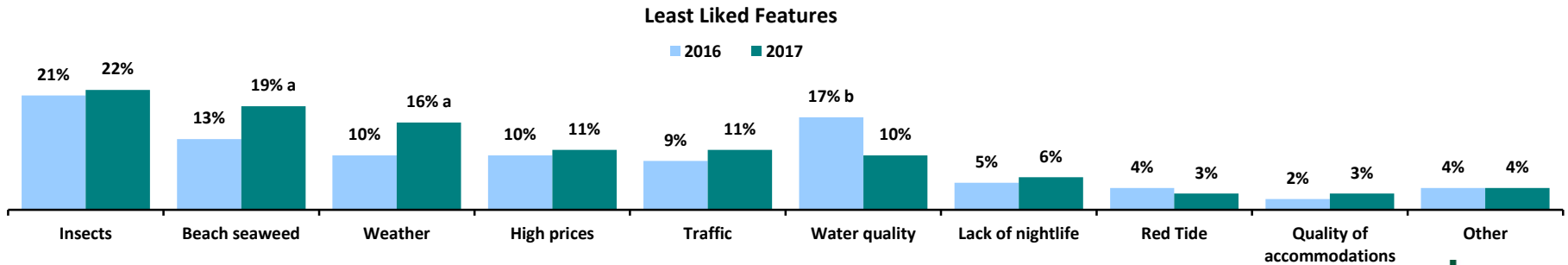
Q32: Will you come back next year?

Likelihood to Recommend/Return to Lee County by Subgroup								
Summer Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2016	2017	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B	B	B
<b>Total Respondents</b>	<b>313</b>	<b>172</b>	<b>587</b>	<b>419</b>	<b>651</b>	<b>487</b>	<b>245</b>	<b>99</b>
Likely to Recommend Lee County	82%	80%	88%	91%	87%	88%	86%	90%
Likely to Return to Lee County	77%	71%	96%	97%	90%	91%	89%	83%
<b>Base: Total Respondents Planning to Return</b>	<b>242</b>	<b>123</b>	<b>561</b>	<b>405</b>	<b>587</b>	<b>442</b>	<b>218</b>	<b>82</b>
Likely to Return Next Year	35% b	23%	68%	66%	61%	58%	50%	42%

## Trip Activities

Least Liked Features		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Insects	21%	22%
Beach seaweed	13%	19% a
Weather	10%	16% a
High prices	10%	11%
Traffic	9%	11%
Water quality	17% b	10%
Lack of nightlife	5%	6%
Red Tide	4%	3%
Quality of accommodations	2%	3%
Other	4%	4%
Nothing/No Answer (NET)	40%	36%

Q29: During this specific visit, which features have you liked **LEAST** about our area?  
(Please mark ALL that apply.)

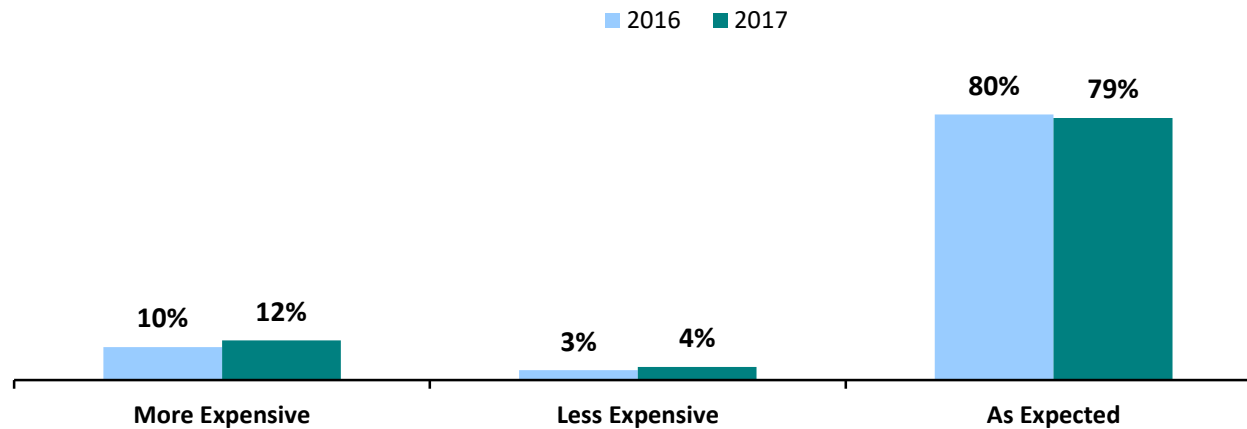


## Trip Activities

Perception of Lee County as Expensive		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
More Expensive	10%	12%
Less Expensive	3%	4%
As Expected	80%	79%
Don't know/No Answer (NET)	6%	5%

Q26: 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



## Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Age of respondent (mean)	49.2	47.9
Annual household income (mean)	\$99,659	\$102,210
<u>Martial Status</u>		
Married	72%	68%
Single	15%	17%
Other	9%	12%
Vacations per year (mean)	3.1	3.5
Short getaways per year (mean)	3.6	3.6

Q37: What is your age, please?

Q39: What is your total annual household income before taxes?

Q36. Are you: Married/Single/Other

Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q34: 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?

Travel Party		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
Family	43%	49% a
Couple	35% b	29%
Group of couples/friends	12%	10%
Single	8%	8%
Mean travel party size	3.2	3.5 a
Mean adults in travel party	2.7	2.7

Q17: On this trip, are you traveling:

Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>920</b>	<b>598</b>
<u>Traveling with any Children (net)</u>	<u>30%</u>	<u>36% a</u>
Any younger than 6	9%	10%
Any ages 6-11	14%	15%
Any 12-17 years old	17%	23% a
No Children	70% b	64%

Q19: How many of those people are:

Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

## Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		
Summer Season	2016	2017	2016	2017	% Change
Paid Accommodations	68%	66%	720,744	659,272	-8.5%
Friends/Relatives	32%	34%	342,369	346,506	1.2%
<b>Total Visitation</b>			<b>1,063,113</b>	<b>1,005,778</b>	<b>-5.4%</b>

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		Direction Of Change
Summer Season	2016	2017	2016	2017	
<b>Country of Origin</b>					
United States	67%	80%	485,116	524,839	+
Germany	17%	9%	121,972	58,929	-
UK	7%	2%	49,898	14,732	-
Canada	3%	2%	18,019	14,732	-
Scandinavia	2%	2%	12,474	14,732	+
France	2%	1%	12,474	5,525	-
Switzerland	2%	1%	11,088	7,366	-
BeNeLux	1%	1%	4,158	9,208	+
Austria	-	1%	-	5,525	+
Latin America	<1%	<1%	2,772	1,842	-
Ireland	<1%	<1%	2,772	-	-
Other International	-	<1%	-	1,842	+
<b>U.S. Region of Origin</b>					
Florida	21%	19%	100,428	102,118	+
South (including Florida)	42%	42%	202,557	218,485	+
Midwest	28%	37%	137,875	194,737	+
Northeast	25%	17%	122,556	90,244	-
West	5%	4%	22,128	21,374	-

### Summer 2017 Top DMAs (Paid Accommodations)

Miami-Fort Lauderdale	8%	42,747
New York	8%	42,747
Tampa-Saint Petersburg (Sarasota)	5%	28,498
Columbus, OH	5%	26,123
Cleveland-Akron (Canton)	5%	23,748
Saint Louis	4%	18,999
Chicago	4%	18,999
Atlanta	3%	16,624
Indianapolis	3%	16,624
Cincinnati	3%	16,624
Orlando-Daytona Beach-Melbourne	3%	14,249

**Note:** The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2017 percentages.

## **Occupancy Data Analysis Summer 2017**

*For the 2017 summer season, property managers were interviewed in October 2017 to provide data for each specific month of the season (July, August, and September 2017).*

*For the 2016 summer season, property managers were interviewed in October 2016 to provide data for each specific month of the season (July, August, and September 2016).*



## Occupancy/Daily Rates

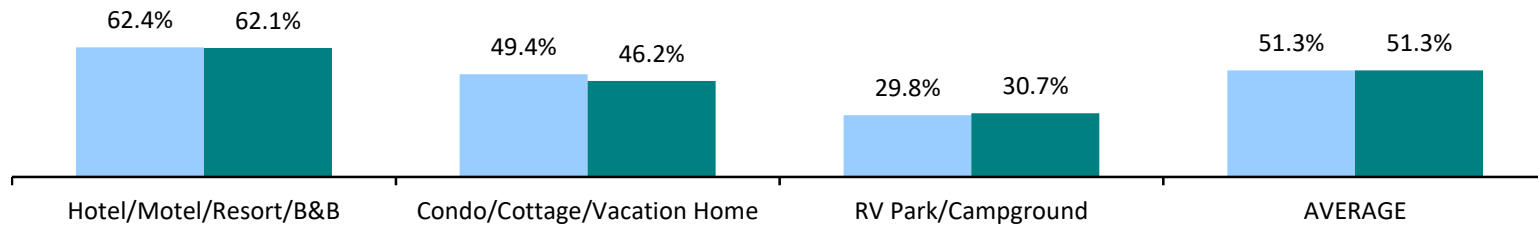
	Average Occupancy Rate			Average Daily Rate			RevPAR		
Summer Season	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	62.4%	62.1%	-0.5%	\$121.54	\$123.55	1.7%	\$75.86	\$76.74	1.2%
Condo/Cottage/Vacation Home	49.4%	46.2%	-6.5%	\$162.92	\$176.92	8.6%	\$80.54	\$81.80	1.6%
RV Park/Campground	29.8%	30.7%	3.0%	\$42.16	\$41.78	-0.9%	\$12.58	\$12.81	1.8%
<b>AVERAGE</b>	<b>51.3%</b>	<b>51.3%</b>	<b>0.0%</b>	<b>\$117.85</b>	<b>\$121.28</b>	<b>2.9%</b>	<b>\$60.50</b>	<b>\$62.26</b>	<b>2.9%</b>

Q16: What was your overall average occupancy rate for the month of [July/August/September]?

Q17: What was your average daily rate (ADR) in [July/August/September]?

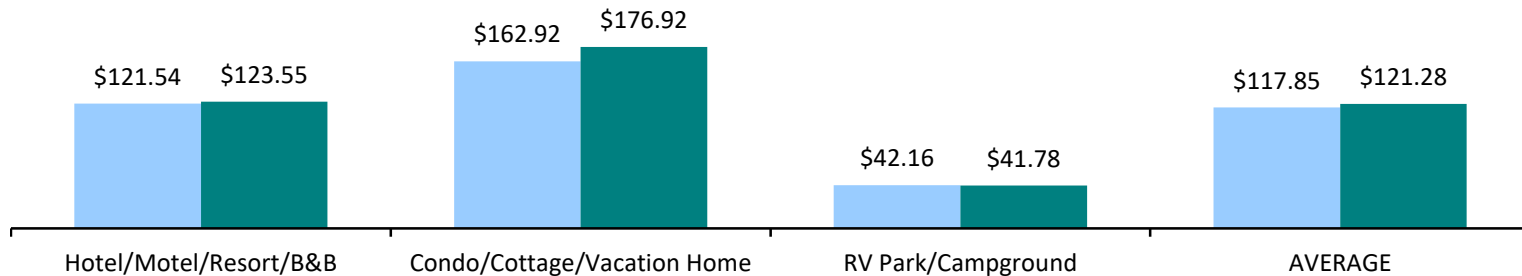
### Average Occupancy Rate

■ 2016 ■ 2017



### Average Daily Rate

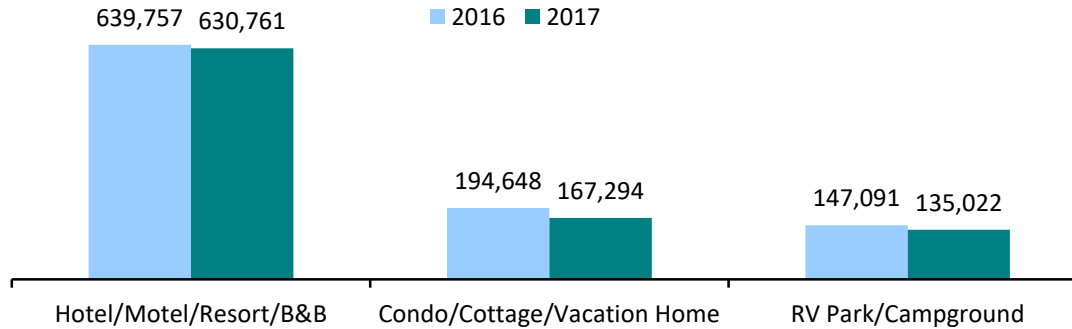
■ 2016 ■ 2017



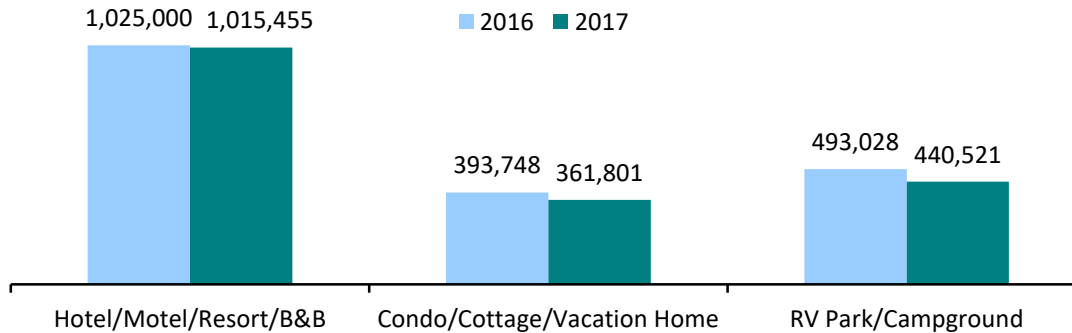
### Room/Unit/Site Nights

Summer Season	Occupied Room Nights			Available Room Nights		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	639,757	630,761	-1.4%	1,025,000	1,015,455	-0.9%
Condo/Cottage/Vacation Home	194,648	167,294	-14.1%	393,748	361,801	-8.1%
RV Park/Campground	147,091	135,022	-8.2%	493,028	440,521	-10.6%
<b>Total</b>	<b>981,496</b>	<b>933,077</b>	<b>-4.9%</b>	<b>1,911,776</b>	<b>1,817,777</b>	<b>-4.9%</b>

#### Occupied Room Nights



#### Available Room Nights



### Average Party Size and Length of Stay

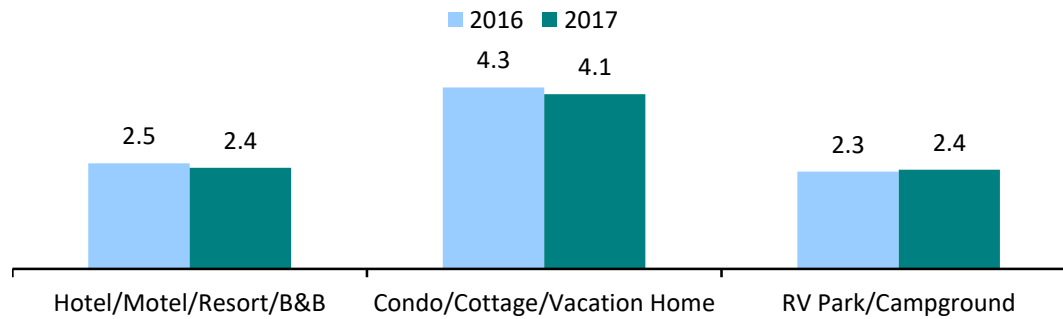
Summer Season	Average Party Size			Average Length of Stay		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	2.5	2.4	-2.5%	2.9	3.0	2.9%
Condo/Cottage/Vacation Home	4.3	4.1	-3.1%	6.4	6.1	-4.4%
RV Park/Campground	2.3	2.4	3.4%	7.6	8.9	17.8%
<b>Average</b>	<b>2.8</b>	<b>2.7</b>	<b>-3.1%</b>	<b>3.8</b>	<b>3.8</b>	<b>0.7%</b>

Q18: What was your average number of guests per room/site/unit in [July/August/September]?

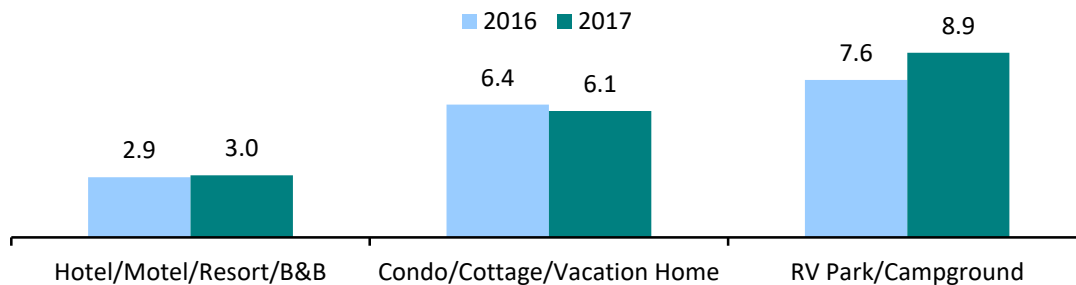
Q19: What was the average length of stay (in nights) of your guests in [July/August/September]?

**Note:** Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.

**Average Party Size**



**Average Length of Stay**

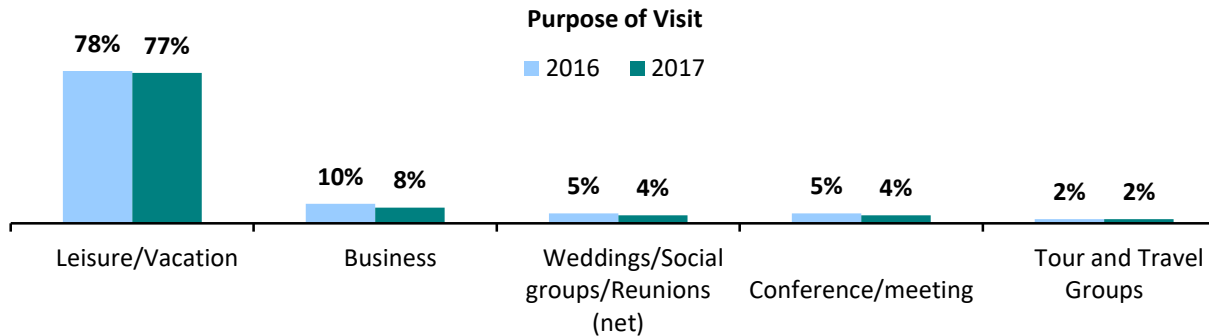


## Lodging Management Estimates

Guest Profile		
Summer Season	2016	2017
	A	B
<b>Total Number of Responses</b>	<b>122</b>	<b>95</b>
<u>Purpose of Visit</u>		
Leisure/Vacation	78%	77%
Business	10%	8%
Sport events*	-	5%
Weddings/Social groups/Reunions (net)	5%	4%
Conference/meeting	5%	4%
Tour and Travel Groups	2%	2%

Q22: What percent of your [July/August/September] room/site/unit occupancy do you estimate was generated by:

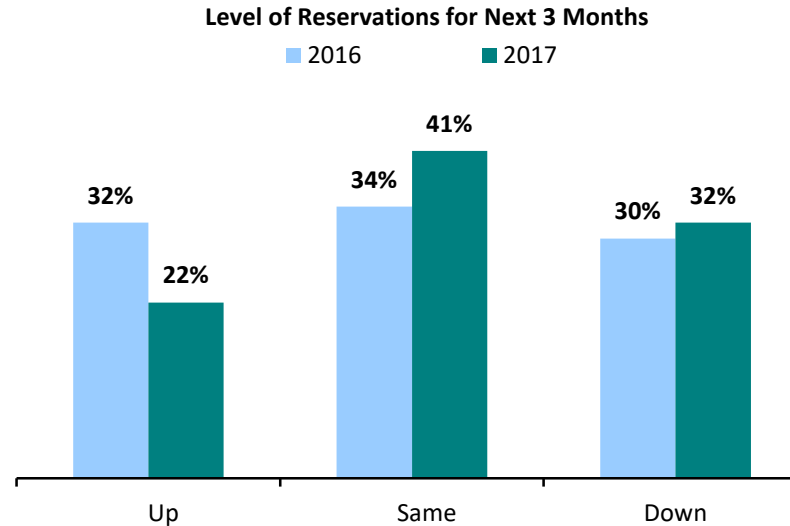
\* "Sport events" was added to the questionnaire as a response option in April 2017, so there is no comparison with the prior year's data on this response.



## Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Summer Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>128</b>	<b>103</b>
<u>Up/Same (net)</u>	<u>66%</u>	<u>63%</u>
Up	32%	22%
Same	34%	41%
Down	30%	32%
No Answer	4%	5%

Q24: Compared to October, November, and December of [prior year], is your property's total level of reservations up, the same or down for October, November, and December of [current year]?

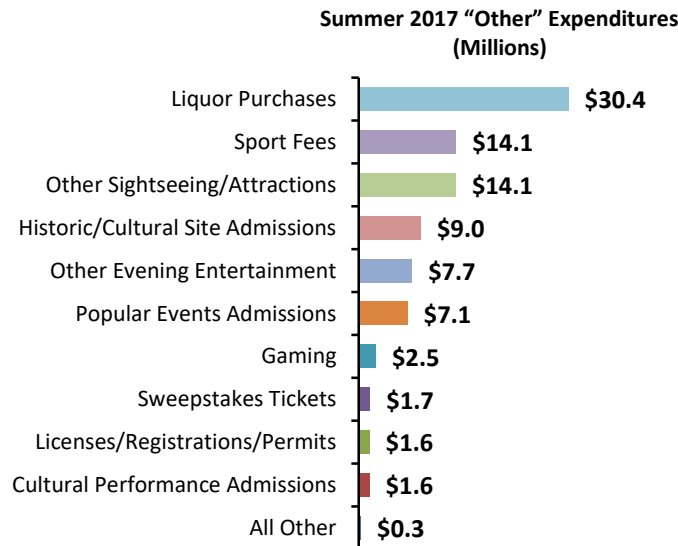


**Economic Impact Analysis**  
**Summer 2017**

## Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Summer Season	2016	2017	% Change
<u>TOTAL</u>	<u>\$514,525,690</u>	<u>\$502,483,234</u>	<u>-2.3%</u>
Food and Beverages	\$135,198,583	\$131,697,129	-2.6%
Shopping	\$128,012,140	\$125,247,563	-2.2%
Lodging Accommodations	\$115,667,223	\$113,167,640	-2.2%
Ground Transportation	\$43,707,156	\$42,438,890	-2.9%
Other	\$91,940,588	\$89,932,012	-2.2%

(Note: Other includes the categories detailed below.)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

## Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Summer Season	2016	2017	% Change	2016	2017	% Change
<u>TOTAL</u>	<u>\$354,707,754</u>	<u>\$343,461,668</u>	<u>-3.2%</u>	<u>\$159,817,936</u>	<u>\$159,021,566</u>	<u>-0.5%</u>
Lodging Accommodations	\$115,667,223	\$113,167,640	-2.2%	\$0	\$0	-
Food and Beverages	\$81,514,110	\$78,391,265	-3.8%	\$53,684,473	\$53,305,864	-0.7%
Shopping	\$77,193,614	\$74,501,093	-3.5%	\$50,818,526	\$50,746,470	-0.1%
Ground Transportation	\$28,096,083	\$26,663,270	-5.1%	\$15,611,073	\$15,775,620	1.1%
Other	\$52,236,724	\$50,738,400	-2.9%	\$39,703,864	\$39,193,612	-1.3%

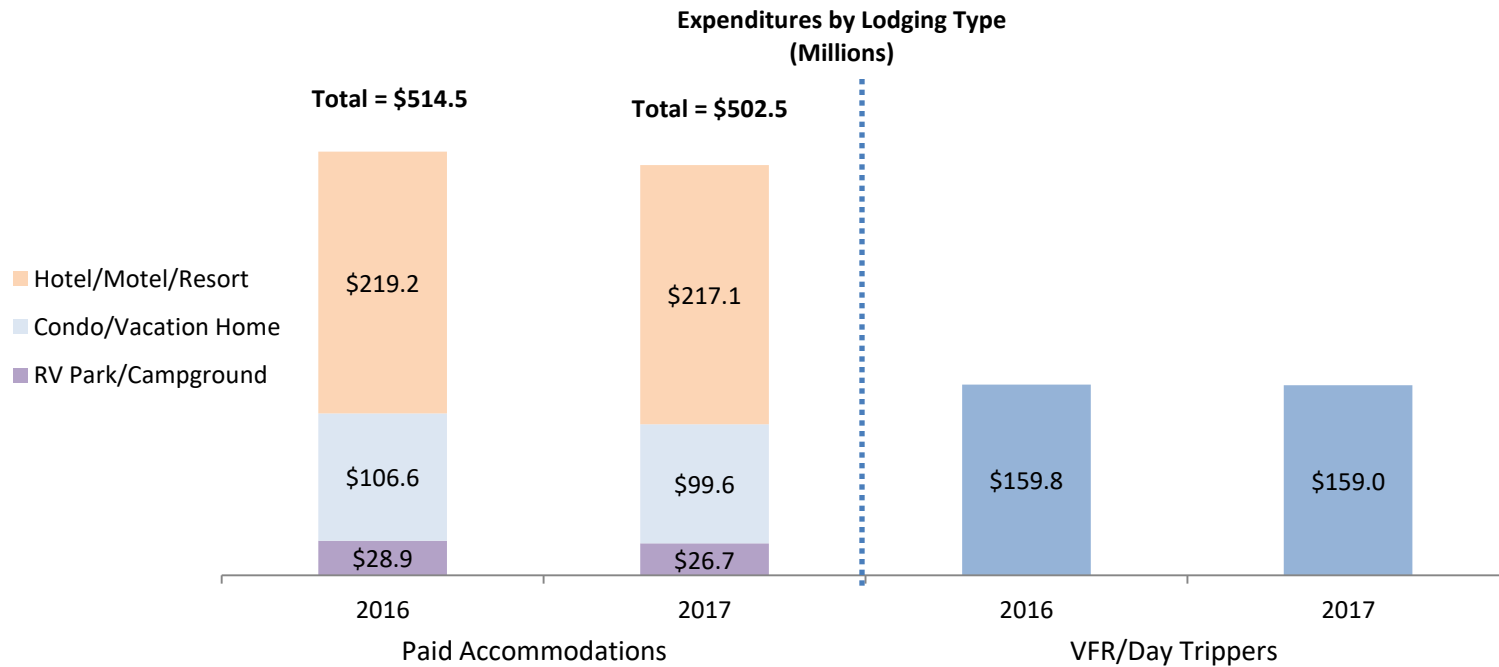
“Other ” includes the following categories:

- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other



## Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Summer Season	2016	2017	% Change	2016	2017
<u>TOTAL</u>	<u>\$514,525,690</u>	<u>\$502,483,234</u>	<u>-2.3%</u>	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	\$159,817,936	\$159,021,566	-0.5%	31%	32%
<u>Paid Accommodations</u>	<u>\$354,707,754</u>	<u>\$343,461,668</u>	<u>-3.2%</u>	<u>69%</u>	<u>68%</u>
<i>Hotel/Motel/Resort/B&amp;B</i>	\$219,210,721	\$217,134,500	-0.9%	43%	43%
<i>Condo/Cottage/Vacation Home</i>	\$106,602,900	\$99,642,239	-6.5%	21%	20%
<i>RV Park/Campground</i>	\$28,894,133	\$26,684,929	-7.6%	6%	5%



## Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

*In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.*

### DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for A hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

### TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

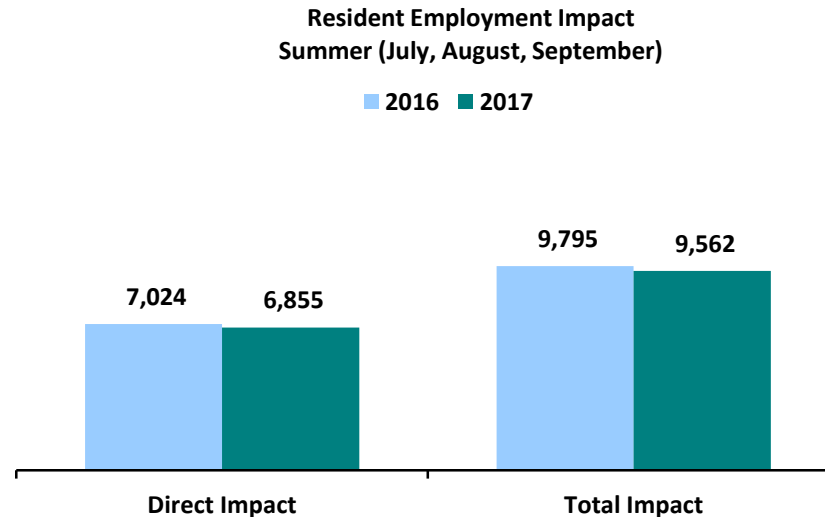
## Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

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

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to A hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



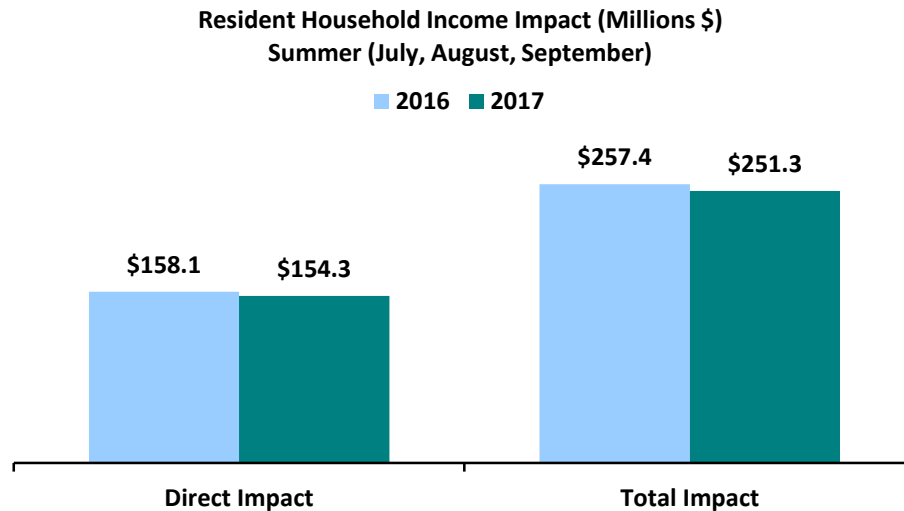
## Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).



## Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

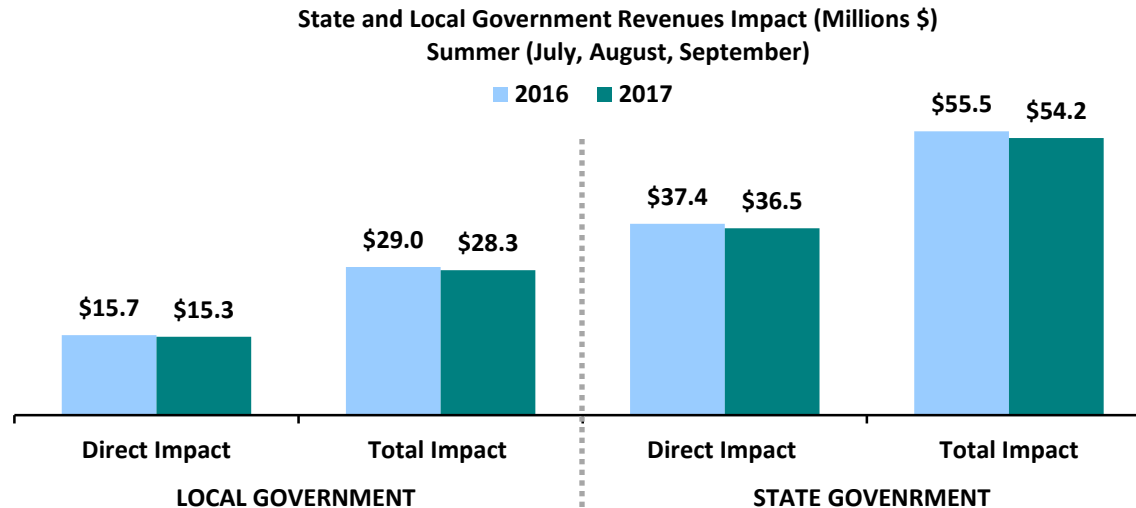
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



**Appendix**  
**Summer 2017**

## July 2017 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	The Pier	7/3/17	14
Fort Myers Beach	Cane Palm Beach Condos	7/3/17	5
Fort Myers Beach	Best Western Plus Beach Resort	7/3/17	10
Fort Myers Beach	Bel Air	7/3/17	5
Sanibel	Song of the Sea	7/6/17	7
Sanibel	Loggerhead Cay Condos	7/6/17	6
Sanibel	Coguha Beach Resort	7/6/17	7
Sanibel	Sanibel Inn	7/6/17	13
Fort Myers	Edison & Ford Estates	7/7/17	22
Fort Myers	RSW Airport	7/8/17	33
Bonita Springs	Bonita Beach	7/14/17	29
Fort Myers Beach	DiamondHead Resort	7/18/17	9
Fort Myers Beach	Times Square	7/18/17	15
Fort Myers Beach	Estero Island Beach Club	7/18/17	6
Fort Myers	Edison & Ford Estates	7/21/17	20
Sanibel	Holiday Inn Sanibel	7/26/17	10
Sanibel	Sanibel Moorings Resort	7/26/17	8
Sanibel	Pelican Roost	7/26/17	5
Sanibel	Sanibel Surfside	7/26/17	7
Fort Myers	Edison & Ford Estates	7/27/17	20
Estero	Miromar Outlet	7/28/17	14
Fort Myers	RSW Airport	7/29/17	33
<b>Total</b>			<b>298</b>

## August 2017 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Casa Playa	8/29/17	5
Fort Myers Beach	DiamondHead Resort	8/29/17	7
Fort Myers Beach	Winward Passage	8/29/17	5
Fort Myers Beach	Cane Palm	8/1/17	8
Fort Myers Beach	The Pier	8/1/17	16
Fort Myers Beach	Best Western Plus Beach Resort	8/1/17	10
Fort Myers Beach	Times Square	8/29/17	12
Fort Myers	Edison & Ford Estates	8/4/17	19
Fort Myers	Edison & Ford Estates	8/18/17	21
Fort Myers	Edison & Ford Estates	8/24/17	23
Sanibel	Sanibel Inn	8/3/17	12
Sanibel	Sanibel Moorings	8/3/17	7
Sanibel	Sanibel Arms West	8/3/17	7
Sanibel	Pelican Roost	8/3/17	6
Sanibel	Holiday Inn Sanibel	8/23/17	11
Sanibel	Casa Ybel	8/23/17	7
Sanibel	Pointe Santo	8/23/17	7
Sanibel	Sanibel Surfside	8/23/17	9
Bonita Springs	Bonita Beach	8/10/17	20
Estero	Miromar Outlet	8/31/17	25
Fort Myers	RSW Airport	8/15/17	30
Fort Myers	RSW Airport	8/19/17	33
<b>Total</b>			<b>300</b>



## Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of October 2017 to gather information about lodging activity during July, August, and September 2017. Information was provided by 111 Lee County lodging properties.

Lodging Type	Summer 2017 Number of Interviews
Hotel/Motel/Resort/B&Bs	67
Condo/Cottage/Vacation Home/Timeshare	29
RV Park/Campground	15
<b>Total</b>	<b>111</b>