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:

March 11, 2011
Annual Visitor Profile and Occupancy Analysis
January – December 2010

Executive Summary
2010

Throughout this report, statistically significant differences between percentages for 2009 and 2010 using a confidence level of 95% are noted by <>.

Executive Summary

Introduction

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

- Visitors in Lee County (200 per month);
- Lodging Property managers (approximately 150 per month); and
- Residents of Lee County (100 per month).

This report covers the period of January-December 2010 compared with January-December 2009.

- Winter (January-March 2010)
- Spring (April-June 2010)
- Summer (July-September 2010)
- Fall (October-December 2010)

Executive Summary

Visitor Estimates

- During calendar year 2010, Lee County hosted an estimated 4.8 million total visitors. About half of these visitors stayed in paid accommodations on their trip (2.4 million).

- The estimated number of Lee County visitors staying in paid accommodations grew nearly 5% from 2009 to 2010, while those staying with friends and relatives was on par year-over-year (-0.1%). As a result, 2010 total visitation showed modest growth from calendar year 2009 (+2.3%).

- The majority of 2010 paid accommodations guests were U.S. residents (80%), amounting to over 1.9 million domestic visitors in 2010 – a 7.4% increase over the prior year. However, domestic visitors in 2010 comprised about the same share of total paid accommodations visitors as in 2009 (80% vs. 78% in 2009).

- The top international markets for Lee County in 2010 were Germany (6%), Canada (5%) and the U.K. (5%). This is consistent with what was seen in 2009. Overall international visitation among those staying in paid accommodations was down slightly year-over-year.

Total Visitation					
	%		**Visitor Estimates**		**% Change**
	2009	**2010**	**2009**	**2010**	**2009-2010**
Paid Accommodations	48%	49%	2,248,596	2,358,260	4.9%
Friends/Relatives	52%	51%	2,462,692	2,459,051	-0.1%
Total Visitation			*4,711,288*	*4,817,311*	*2.3%*
Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	78%	80%	1,748,167	1,876,664	7.4%
Germany	7%	6%	150,796	134,961	-10.5%
Canada	5%	5%	114,765	122,175	6.5%
UK	5%	5%	104,089	109,389	5.1%
BeNeLux	2%	1%	37,365	32,675	-12.6%
Scandinavia	1%	1%	22,686	19,889	-12.3%
Switzerland	1%	1%	20,017	14,206	-29.0%
France	1%	1%	21,352	11,365	-46.8%
Ireland	1%	1%	12,010	11,365	-5.4%
Austria	<1%	<1%	9,341	8,524	-8.7%
Other	<1%	1%	8,007	12,785	59.7%
No Answer	-	<1%	-	4,262	-

- Nearly half of U.S. residents staying in Lee County paid accommodations during 2010 were from the Midwest (46%). More than one-quarter originated from the South (28%) with one in five originating from the Northeast (20%) and very few from the West (3%). Paid accommodations guests from the Northeast were slightly fewer in number during 2010 than in 2009, but those from other U.S. regions grew in number over 2009.

- New York and Chicago were the top domestic feeder markets for Lee County in 2010, followed by Minneapolis and Indianapolis. The key Florida markets were Tampa-Saint Petersburg and Miami-Fort Lauderdale.

Total Visitation
U.S. Region (Paid Accommodations)

	%		Visitor Estimates		% Change 2009-2010
	2009	2010	2009	2010	
Florida	13%	14%	218,854	258,556	18.1%
South (including Florida)	27%	28%	467,067	522,795	11.9%
Midwest	42%	46%	732,629	862,328	17.7%
Northeast	23%	20%	403,012	379,310	-5.9%
West	3%	3%	52,045	53,984	3.7%
No Answer	5%	3%	93,413	58,246	-37.6%

Top DMAs (Paid Accommodations)

	%	Visitor Estimates	2010 Rank	2009 Rank
New York	6%	109,389	1	1
Chicago	6%	107,969	2	4
Minneapolis-Saint Paul	5%	100,865	3	8
Indianapolis	5%	88,080	4	2
Tampa-Saint Petersburg (Sarasota)	4%	76,714	5	6
Miami-Fort Lauderdale	4%	71,032	6	5
Boston (Manchester, NH)	3%	62,508	7	3
Philadelphia	3%	56,826	8	9
Detroit	3%	52,564	9	7
Cleveland-Akron (Canton)	3%	51,143	10	12

Visitor Expenditures

- Total visitor expenditures during 2010 are estimated to have decreased by 5.4% to $2.5 billion from $2.6 billion in 2009 – the stronger second half of the year did not outweigh the weaker first half with regard to year-over-year performance. Expenditures among visitors staying in paid accommodations declined 2.2% from 2009 to 2010, but spending among those staying with friends and relatives experienced an even larger relative decline (-9.9%).

- Visitors to Lee County in 2010 spent an average of $117.73 per person per day during their visit, down somewhat from the $120.08 average spending per person per day by visitors in 2009.

Estimated Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$2,609,904,302	$2,468,054,834	-5.4%
Paid Accommodations	$1,507,829,892	$1,475,248,904	-2.2%
Visiting Friends and Relatives	$1,102,074,410	$992,805,930	-9.9%
Average Expenditures Per Person Per Day	$120.08	$117.73	-2.0%

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

Estimated Visitor Expenditures					
	Annual Total	Winter 2010	Spring 2010	Summer 2010	Fall 2010
Total Visitor Expenditures	**$2,468,054,834**	**$941,273,928**	**$565,642,644**	**$446,938,700**	**$514,199,562**
Paid Accommodations	$1,475,248,904	$613,152,945	$306,542,911	$239,800,358	$315,752,690
Visiting Friends and Relatives	$992,805,930	$328,120,983	$259,099,733	$207,138,342	$198,446,872

Trip Planning

- While the majority of 2010 visitors planned their Lee County trip well in advance, they were somewhat more likely to engage in short-range planning than were 2009 visitors. Roughly one-third of 2010 visitors started talking about the trip and chose Lee County for their destination within three months (30% and 34% respectively). Four in ten booked their lodging within three months (41%) – about the same as reported by 2009 visitors.
    - First-time visitors were more likely than repeat visitors to make their destination selection and lodging reservations within that three month window.
    - Similarly, visitors from the southern U.S. were more likely than those from the northeast, midwest, and west to engage in more spontaneous planning.
- In keeping with the brand platform of the Beaches of Fort Myers and Sanibel, *warm weather, peaceful/relaxing*, and *white sandy beaches* continued to be influential attributes for the majority of 2010 visitors in selecting Lee County as a travel destination.
- Not surprisingly, the Internet was again a tool that most visitors claim to have used in some way for trip planning purposes. Eight in ten 2010 visitors mentioned visiting websites while planning their Lee County trip (80%). Around one-third used *search engines* (32%) and about one-third used *airline web sites* (31%) in their planning.

Visitor Profile

- About three-quarters of 2010 visitors were repeat visitors (74%). Spring and summer drew a higher proportion of first-time visitors (28% and 27% respectively) than did winter and fall (21% and 25% respectively).
- The profile of lodging type used was generally similar among 2009 and 2010 visitors. A sizable minority of visitors said they were staying in hotel/motels during 2010 (41%) – the same as in 2009 (42%). Nearly as many were staying in condos or vacation homes in 2010 (38% vs. 37% 2009). A relatively small proportion of 2010 visitors indicated they were staying at the home of family or friends (16% vs. 18% 2009) or in RV parks/campgrounds (4% vs. 1% 2009). About half of visitors in both 2009 and 2010 said the quality of their accommodations far exceeded/exceeded expectations (49% vs. 48% 2009).
- The top activities enjoyed while visiting Lee County during 2010 were *beaches*, *relaxing*, and *dining out*, with close to three-fourths of visitors specifying one of these activities. Additionally, *shopping* and *swimming* were enjoyed by well over half of 2010 visitors (58% and 56% respectively). With the exception of *swimming*, mentions of these activities tended to be higher among repeat visitors than among first-time visitors. In contrast, first-time visitors were more likely to engage in *sightseeing* and *visiting attractions* than were repeat visitors.

Visitor Profile (continued)

- Fewer than half of 2010 visitors claimed to have taken day trips outside of Lee County. The prevalence of taking day trips was higher among international visitors than among domestic visitors.

- Visitor satisfaction levels were positive in 2010, with 95% visitors reporting that they were *very satisfied* or *satisfied* with their visit to Lee County. The vast majority (89%) indicated they were likely to return to Lee County, and 62% of them are likely to return next year. These findings are consistent with 2009.

- The least liked features about the Lee County area among 2010 visitors were traffic (26%) and weather (15%). Visitors expressed a greater degree of dissatisfaction with the *weather* in 2010 than in 2009 (6%) – perhaps because of unseasonably cold weather in January, February, November, and December 2010 . However, visitors' concerns about *insects*, *beach seaweed, high prices* and *Red Tide* were much less pronounced during 2010 than during the prior year.

- In terms of demographic characteristics, the profile of 2010 visitors is largely consistent with that of visitors during 2009. Lee County visitors in 2010 averaged 50 years of age with an estimated average annual household income of $99,000. Three out of four visitors to Lee County are married (74%), and only about one-third were traveling with children (29%). Visitors traveled in parties of three on average.

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of *available* room nights and *occupied* room nights increased slightly from 2009 to 2010 (+0.8% and +0.5% respectively). Hotel/motel/resort properties *available* room nights and *occupied* room nights were both up from a year ago and grew at about the same rate. Condo/vacation home properties *available* room nights decreased somewhat while *occupied* room nights were flat year-over-year. RV park/campground properties saw decreases in both *available* room nights and *occupied* room nights.

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	2,135,623	2,228,202	4.3%	4,093,513	4,272,011	4.4%
Condo/Cottage/Vacation Home	970,297	970,367	0.0%	1,847,146	1,804,111	-2.3%
RV Park/Campground	907,018	835,992	-7.8%	1,741,088	1,667,869	-4.2%
Total	**4,012,938**	**4,034,561**	**0.5%**	**7,681,747**	**7,743,991**	**0.8%**

- As a result the average occupancy rate held steady year-over-year (-0.3%) for the Lee County industry at large, however, there were differences by category. While there was no change in average occupancy rate for hotels/motel properties, condo/vacation homes experienced an increase (+2.4%) and RV parks/campgrounds (-3.8%) experienced a decrease.

- Average daily rates rose modestly from $117.33 in 2009 to $119.33 in 2010 (+1.7%). This was a result of ADR being on par or higher year-over-year in each property category. Most notably RV parks/campgrounds showed a 3.4% increase in their average daily rates.

- The increase in ADR coupled with stable average occupancy rate year-over-year generated a boost in RevPAR of 1.4% from 2009 to 2010. The gain in RevPAR seen by condo/vacation home properties was the key driver. Still though, RevPAR for hotel/motel resort and RV park/campground properties paralleled 2009 estimates and contributed to the overall positive performance.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	1744	1630		1773	1653		1744/1773	1630/1653	
Hotel/Motel/Resort/B&B	52.2%	52.2%	0.0%	$125.12	$125.18	0.0%	$65.27	$65.29	0.0%
Condo/Cottage/Vacation Home	52.5%	53.8%	2.4%	$168.90	$169.63	0.4%	$88.72	$91.24	2.8%
RV Park/Campground	52.1%	50.1%	-3.8%	$43.85	$45.36	3.4%	$22.84	$22.74	-0.4%
AVERAGE	52.2%	52.1%	-0.3%	$117.33	$119.33	1.7%	$61.30	$62.17	1.4%

- When comparing their annual occupancy and revenue year-over-year, property managers' assessments were relatively optimistic in 2010 compared with reports in 2009. Over half reported their 2010 *occupancy* was the same as or better than the prior year (55% vs. 48% 2009). Likewise, fully half said their *revenue* was the same as or better than the prior year (50% vs. 42% 2009).

- Projections for the next three months appear promising as well. Close to half (45%) of property managers in 2010 reported that reservations for the next three months were at least the same if not better than the same period the prior year (45%), whereas only one-third reported the same in 2009 (36%). However, half of property managers still report reservations to be down compared to last year (50%), but this is a marked improvement from 2009 when 59% of property managers reported reservations being down.

- Starting in June 2010, property managers were also queried about the impact of the oil spill on their business in terms of the level of cancellations and inquiries.

  – Just under half (46%) of managers said they did not know how many room nights were cancelled the prior the month as a result of the oil spill, on average, for the period May through December 2010 – suggesting a degree of uncertainty regarding the impact. However, as many as 16-20% said they had one or more room nights cancelled when asked about May, June, and July 2010.

  – Importantly, about half (48%) of property managers said they had some/many fewer inquiries during the month than they had at the same time the prior year. About half of them attributed the decline in inquiries during May, June, and July 2010 to the oil spill (46-54%), dropping to one-third for August (30%), and 20% or fewer for the remaining months. On balance then, among those who reported a decline in inquiries for the May through December 2010 period, one in three attributed the falloff to the BP oil spill (31%) and six in ten credited the economic downturn (59%).

2010 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	48%	49%	2,248,596	2,358,260
Friends/Relatives	52%	51%	2,462,692	2,459,051
Total Visitation			*4,711,288*	*4,817,311*
Visitor Origin - Visitors Staying in Paid Accommodations				
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	2009	2010	2009	2010
Florida	13%	14%	218,854	258,556
United States	78%	80%	1,748,167	1,876,664
Germany	7%	6%	150,796	134,961
Canada	5%	5%	114,765	122,175
UK	5%	5%	104,089	109,389
BeNeLux	2%	1%	37,365	32,675
Scandinavia	1%	1%	22,686	19,889
Switzerland	1%	1%	20,017	14,206
France	1%	1%	21,352	11,365
Ireland	1%	1%	12,010	11,365
Austria	<1%	<1%	9,341	8,524
Other	<1%	1%	8,007	12,785
No Answer	-	<1%	-	4,262

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$2,609,904,302	$2,468,054,834	-5.4%
Paid Accommodations	$1,507,829,892	$1,475,248,904	-2.2%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$120.08	$117.73	-2.0%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	27%	25%
Repeat	72%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	1744	1630		1773	1653		1744/1773	1630/1653	
Hotel/Motel/Resort/B&B	52.2%	52.2%	0.0%	$125.12	$125.18	0.0%	$65.27	$65.29	0.0%
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RV Park/Campground	52.1%	50.1%	-3.8%	$43.85	$45.36	3.4%	$22.84	$22.74	-0.4%
AVERAGE	52.2%	52.1%	-0.3%	$117.33	$119.33	1.7%	$61.30	$62.17	1.4%

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Visitor Profile Analysis 2010

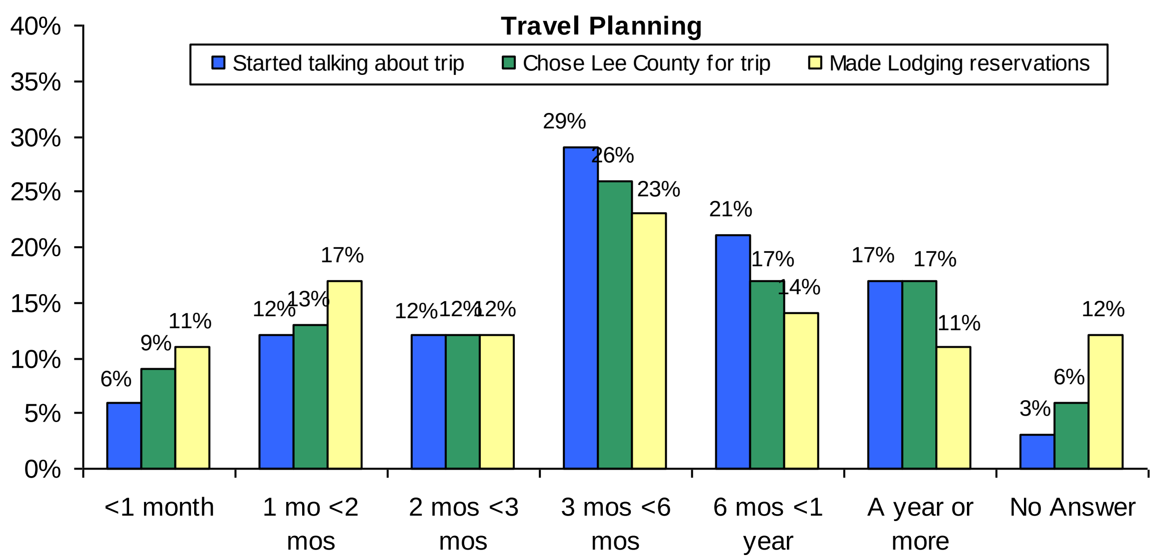
A total of 2,440 *interviews were conducted with visitors in Lee County during the months of January – December, 2010. A total sample of this size is considered accurate to plus or minus 2.0 percentage points at the 95% confidence level.*

A total of 2,458 *interviews were conducted with visitors in Lee County during the months of January – December 2009. A total sample of this size is considered accurate to plus or minus 2.0 percentage points at the 95% confidence level.*

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2009	2010	2009	2010	2009	2010
Total Respondents	2458	2440	2458	2440	2458	2440
Less than 3 months (net)	26%	<30%>	31%	<34%>	38%	41%
<1 month	5%	6%	7%	<9%>	8%	<11%>
1 mo - < 2 mos	9%	<12%>	12%	<13%>	14%	<17%>
2 mos - < 3 mos	12%	12%	13%	12%	<16%>	12%
3 months or more (net)	<71%>	67%	<65%>	61%	49%	47%
3 mos - < 6 mos	30%	29%	28%	26%	<25%>	23%
6 mos - <1 year	<24%>	21%	<20%>	17%	15%	14%
A year or more	17%	17%	17%	17%	9%	<11%>
No answer	3%	3%	4%	<6%>	13%	12%

Q3: When did you "start talking" about going on this trip?
Q4: When did you choose Lee County for this trip?
Q5. When did you make lodging reservations for this trip?



Travel Planning

Reserved Accommodations		
	Fall	
	2009	2010
Total Respondents Staying in Paid Accommodations	1685	1660
Before leaving home	88%	89%
After arriving in Florida	6%	7%
On the road, but not in Florida	<1%	1%
No Answer	10%	4%

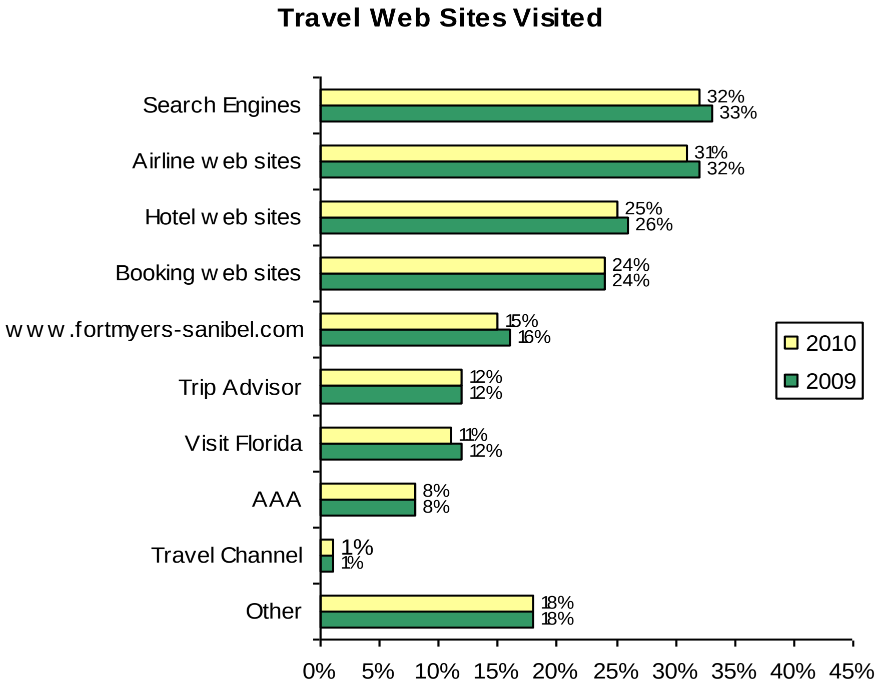
Q6: Did you make accommodations reservations for your stay in Lee County?

the beaches of FORT MYERS SANIBEL

Travel Planning

Travel Web Sites Visited by Travelers		
	2009	**2010**
Total Respondents with computer access	**2261**	**2283**
<u>Visited web sites (net)</u>	<u>80%</u>	<u>80%</u>
Search Engines	33%	32%
Airline web sites	32%	31%
Hotel web sites	26%	25%
Booking web sites	24%	24%
www.fortmyers-sanibel.com	16%	15%
Trip Advisor	12%	12%
Visit Florida	12%	11%
AAA	8%	8%
Travel Channel	1%	1%
Other	18%	18%
<u>Did not visit web sites</u>	<u>17%</u>	<u>17%</u>
No Answer	3%	3%

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



Base: Respondents with Computer Access

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Travel Planning

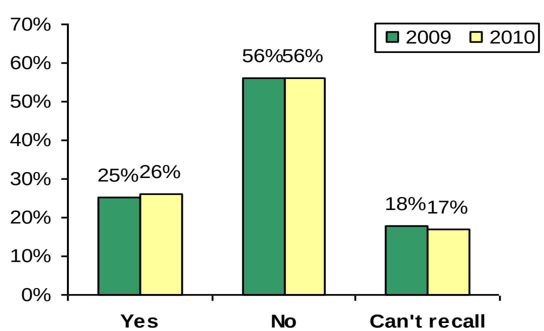
Travelers Requesting Information		
	2009	**2010**
Total Respondents	2458	2440
Requested information (net)	36%	35%
Hotel Web Site	*16%*	*15%*
VCB Web Site	*8%*	*8%*
Call hotel	*7%*	*7%*
Visitor Guide	*6%*	*5%*
Call local Chamber of Commerce	*<2%>*	*1%*
Call VCB	*1%*	*1%*
E-Newsletter	*<1%*	*<1%*
Clipping/mailing coupon	*<1%*	*<1%*
Magazine Reader Service Card	*<1%*	*<1%*
Other	11%	10%
Did not request information	51%	54%
No Answer	13%	12%

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

Travel Agent Assistance		
	2009	**2010**
Total Respondents	2458	2440
Yes	6%	5%
No	92%	93%

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

Recall of Promotions



Recall of Lee County Promotions		
	2009	**2010**
Total Respondents	2458	2440
Yes	25%	26%
No	56%	56%
Can't recall	18%	17%

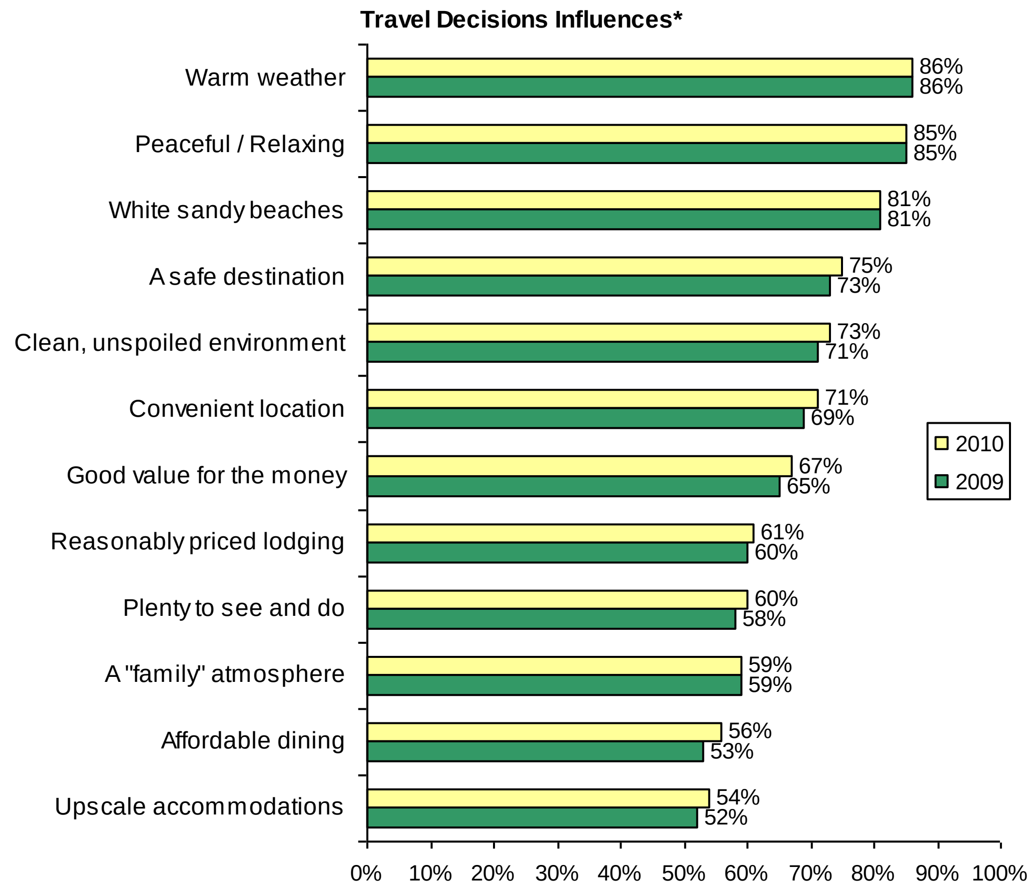
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

Travel Decision Influences*		
	2009	**2010**
Total Respondents	2458	2440
Warm weather	86%	86%
Peaceful / Relaxing	85%	85%
White sandy beaches	81%	81%
A safe destination	73%	75%
Clean, unspoiled environment	71%	73%
Convenient location	69%	71%
Good value for the money	65%	67%
Reasonably priced lodging	60%	61%
Plenty to see and do	58%	60%
A "family" atmosphere	59%	59%
Affordable dining	53%	<56%>
Upscale accommodations	52%	54%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

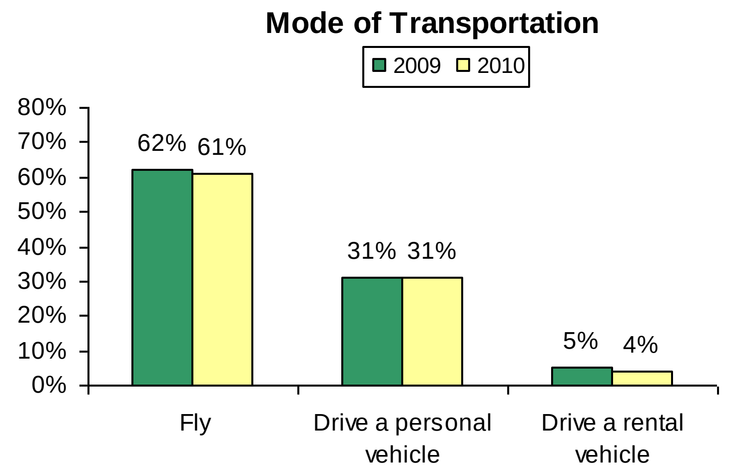
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

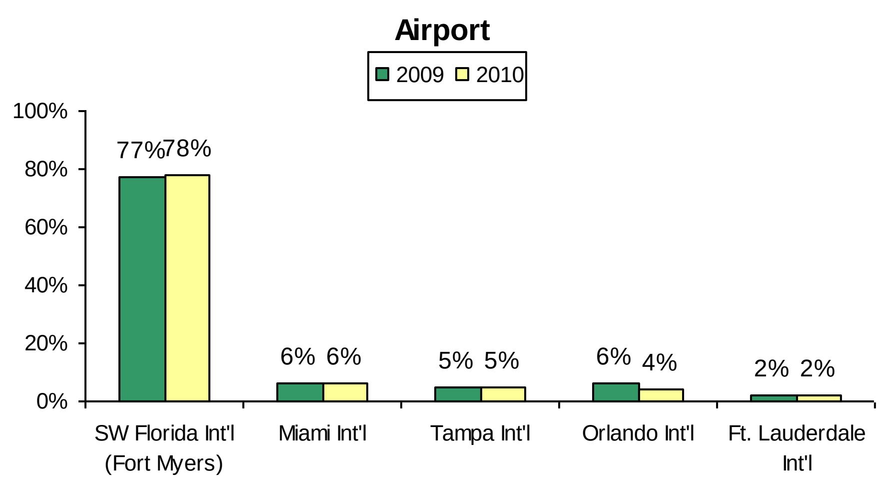
Mode of Transportation		
	2009	**2010**
Total Respondents	2458	2440
Fly	62%	61%
Drive a personal vehicle	31%	31%
Drive a rental vehicle	5%	4%
Drive an RV	1%	<3%>
Travel by bus	<1%	<1%
Other/No Answer	1%	1%

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



Airport		
	2009	**2010**
Total Respondents who arrived by air	1516	1483
SW Florida Int'l (Fort Myers)	77%	78%
Miami Int'l	6%	6%
Tampa Int'l	5%	5%
Orlando Int'l	6%	4%
Ft. Lauderdale Int'l	2%	2%
Sarasota / Bradenton	<1%	<1%
West Palm Beach Int'l	<1%	<1%
Other/No Answer	3%	4%

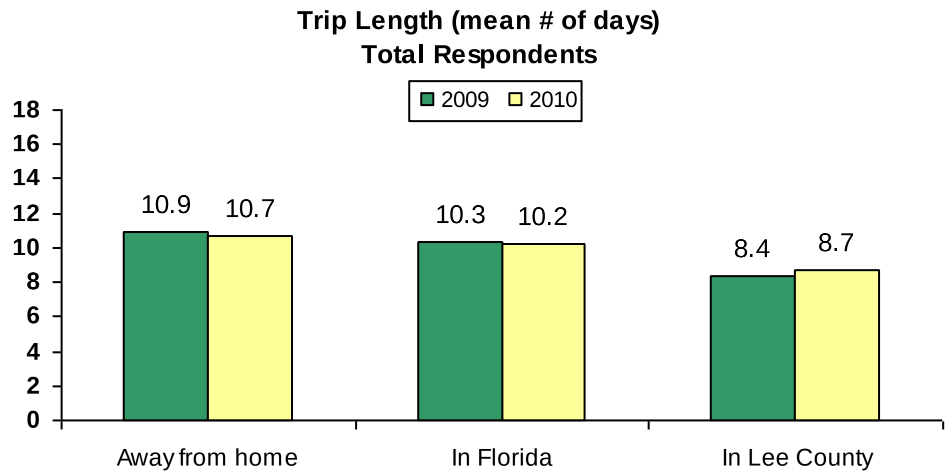
Q2: At which Florida airport did you land?



Trip Profile

Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	2458	2440	
Away from home	10.9	10.7	-1.8%
In Florida	10.3	10.2	-1.0%
In Lee County	8.4	8.7	3.6%

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

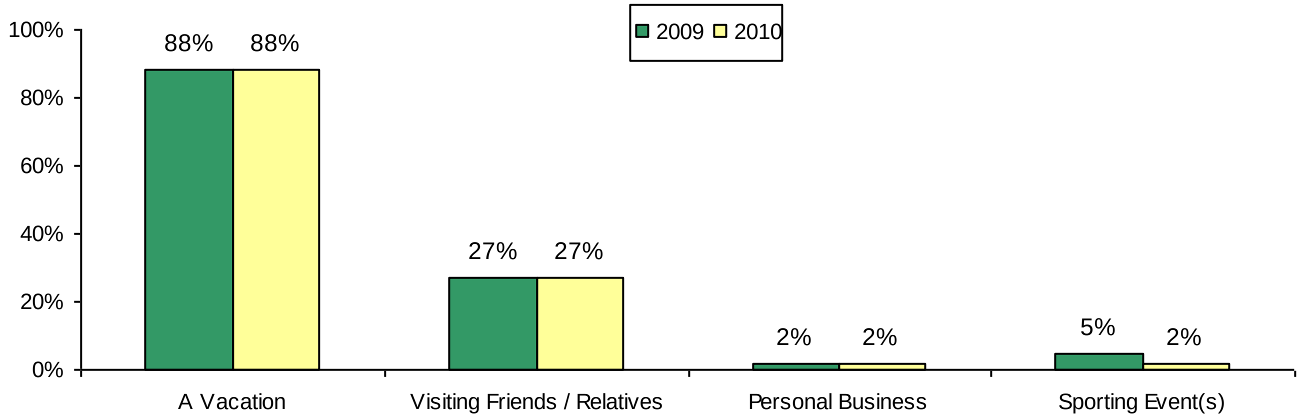


Trip Profile

Reason for Visit		
	2009	**2010**
Total Respondents	2458	2440
A Vacation	88%	88%
Visiting Friends / Relatives	27%	27%
Personal Business	2%	2%
Sporting Event(s)	<5%>	2%
A Conference / Meeting*	<1%	<1%>
Other Business Trip*	1%	1%
A Convention / Trade Show*	<1%	<1%
Other/No Answer	3%	3%

Q15: Did you come to our area for…(Please mark all that apply.)
*Note: These answer categories were revised in July 2009. Therefore, year-over-year results are not directly comparable.

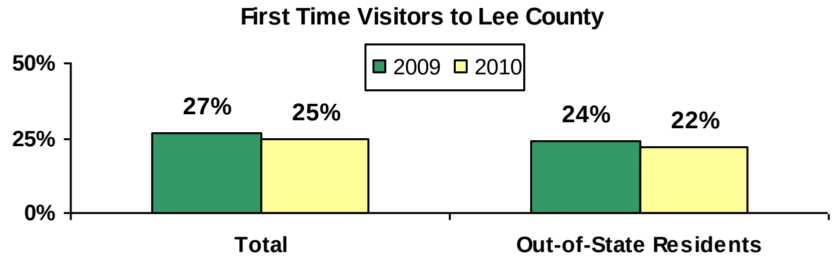
Reason for Trip



Trip Profile

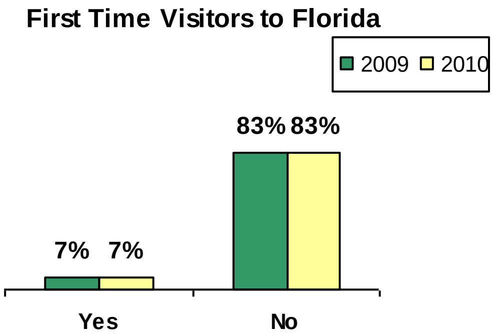
First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	2010	2009	2010	2009	2010	2009	2010
Total Respondents	2458	2440	214	239	1651	1691	475	429
Yes	27%	25%	15%	17%	24%	22%	42%	42%
No	72%	74%	80%	82%	75%	77%	58%	57%
No Answer	1%	1%	5%	1%	1%	1%	<1%	1%

Q20: Is this your first visit to Lee County?



First Time Visitors to Florida		
	2009	2010
Total Respondents	2458	2440
Yes	7%	7%
No	83%	83%
No answer	1%	1%
*FL Residents**	*9%*	*10%*

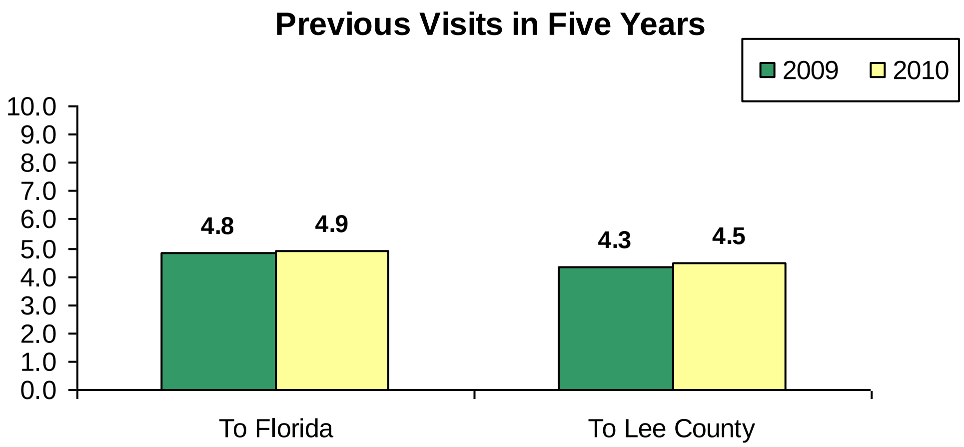
Q18: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	**2010**	**2010**	**2010**
Base: Repeat Visitors	2040 (FL res. Excl.)	2017 (FL res. Excl.)	1774	1810
Number of visits	4.8	4.9	4.3	4.5

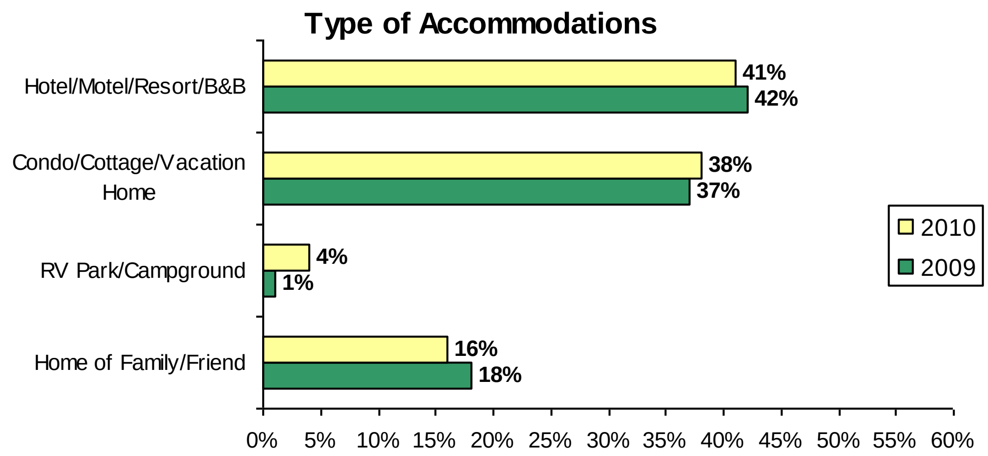
Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations		
	2009	**2010**
Total Respondents	2458	2440
Hotel/Motel/Resort/B&B	**42%**	**41%**
Hotel/motel/inn	26%	25%
Resort	15%	16%
B&B	<1%	<1%
Condo/Cottage/Vacation Home	**37%**	**38%**
Rented home/condo	25%	23%
Borrowed home/condo	5%	4%
Owned home/condo	7%	<10%>
RV Park/Campground	**1%**	**<4%>**
Home of family/friend	**<18%>**	**16%**
Day trip (no accommodations)	**1%**	**1%**

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

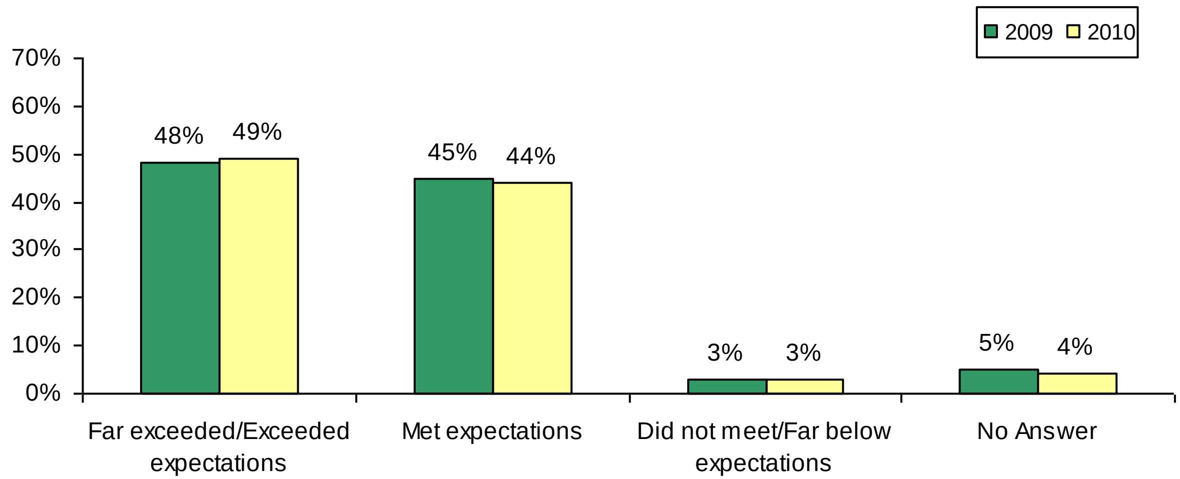


Trip Profile

Quality of Accommodations		
	2009	**2010**
Total Respondents	2458	2440
Far exceeded/Exceeded expectations	48%	49%
Met your expectations	45%	44%
Did not meet/Far below expectations	3%	3%
No Answer	5%	4%

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

Quality of Accommodations



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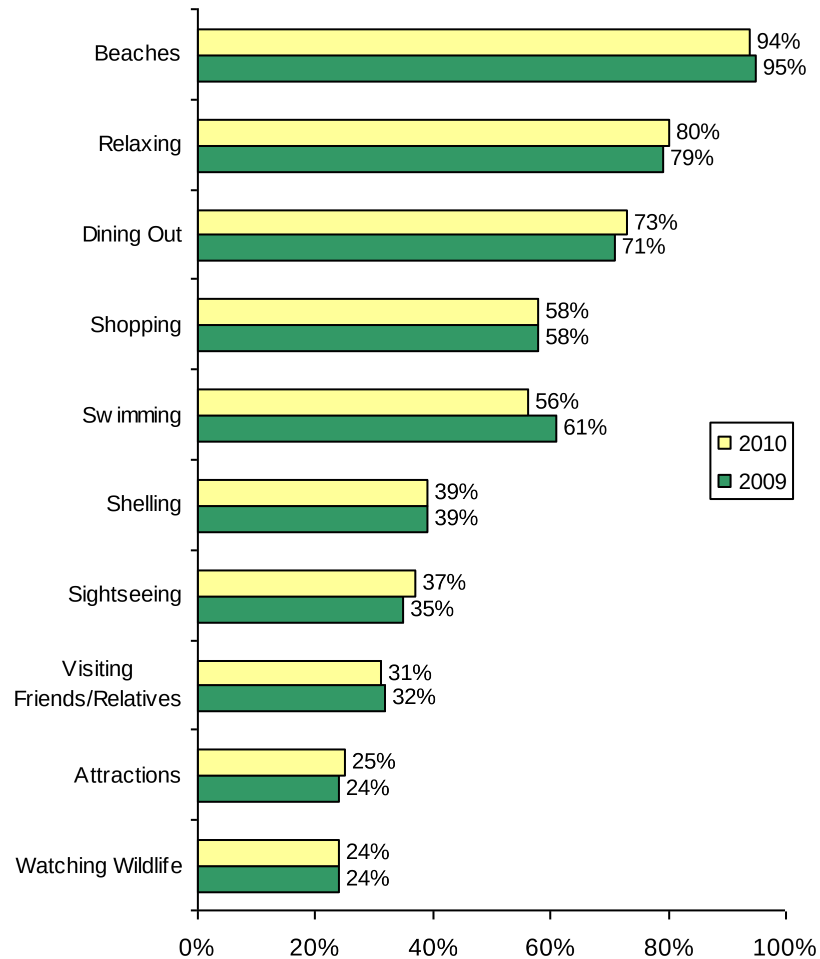
Trip Activities

Activities Enjoyed		
	2009	2010
Total Respondents	2458	2440
Beaches	95%	94%
Relaxing	79%	80%
Dining Out	71%	73%
Shopping	58%	58%
Swimming	<61%>	56%
Shelling	39%	39%
Sightseeing	35%	37%
Visiting Friends/Relatives	32%	31%
Attractions	24%	25%
Watching Wildlife	24%	24%
Photography	21%	22%
Bars / Nightlife	16%	18%
Exercise / Working Out	16%	17%
Bicycle Riding	16%	17%
Birdwatching	16%	16%
Fishing	12%	11%
Golfing	10%	10%
Miniature Golf	9%	9%
Boating	10%	9%
Parasailing / Jet Skiing	7%	7%
Kayaking / Canoeing	5%	6%
Sporting Event	<8%>	6%
Cultural Events	5%	5%
Guided Tour	5%	5%
Tennis	4%	4%
Scuba Diving / Snorkeling	3%	2%
Other	3%	3%
No Answer	<1%	1%

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



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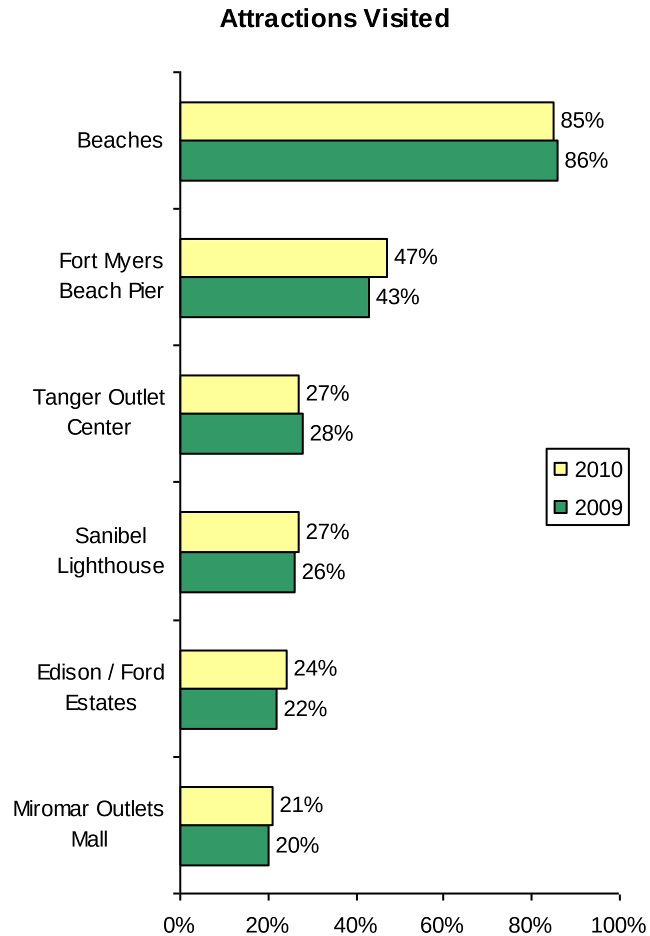
Trip Activities

Attractions Visited		
	2009	**2010**
Total Respondents	2458	2440
Beaches	86%	85%
Fort Myers Beach Pier	43%	<47%>
Tanger Outlet Center	28%	27%
Sanibel Lighthouse	26%	27%
Edison / Ford Estates	22%	24%
Miromar Outlets Mall	20%	21%
Ding Darling National Wildlife Refuge	18%	17%
Bell Tower Shops	14%	13%
Periwinkle Place	14%	13%
Edison Mall	11%	12%
Coconut Point Mall	10%	11%
Shell Factory and Nature Park	10%	11%
Gulf Coast Town Center	6%	7%
Manatee Park	5%	6%
Bailey-Matthews Shell Museum	<4%>	3%
Barbara B. Mann Perfoming Arts Hall	1%	<2%>
Broadway Palm Dinner Theater	2%	2%
Babcock Wilderness Adventures	1%	1%
Other	8%	7%
None/No Answer (net)	3%	4%

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



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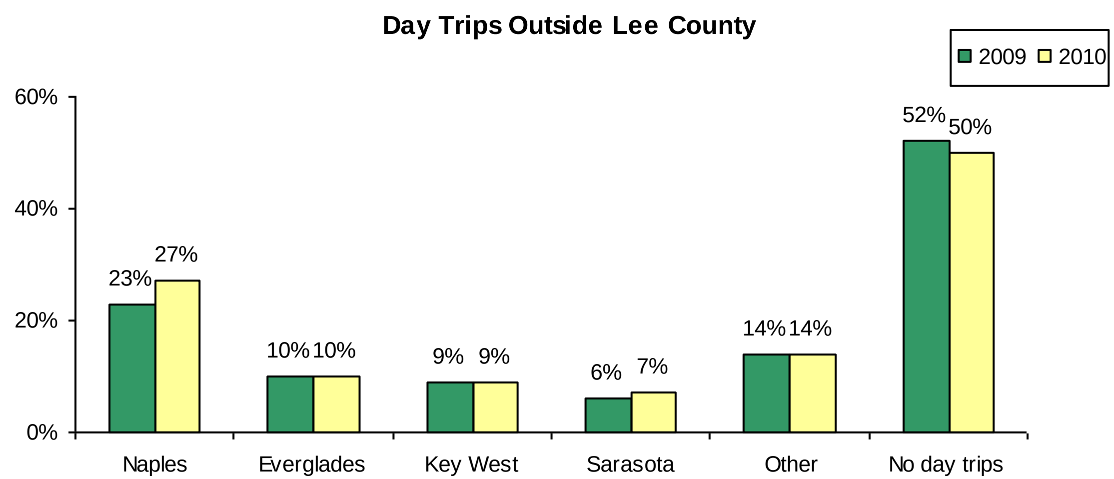
Trip Activities

Day Trips Outside Lee County		
	2009	**2010**
Total Respondents	**2458**	**2440**
Any day trips (NET)	42%	44%
Naples	*23%*	*<27%>*
Everglades	*10%*	*10%*
Key West	*9%*	*9%*
Sarasota	*6%*	*7%*
Other	*14%*	*14%*
No day trips	52%	50%
No Answer	6%	6%

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



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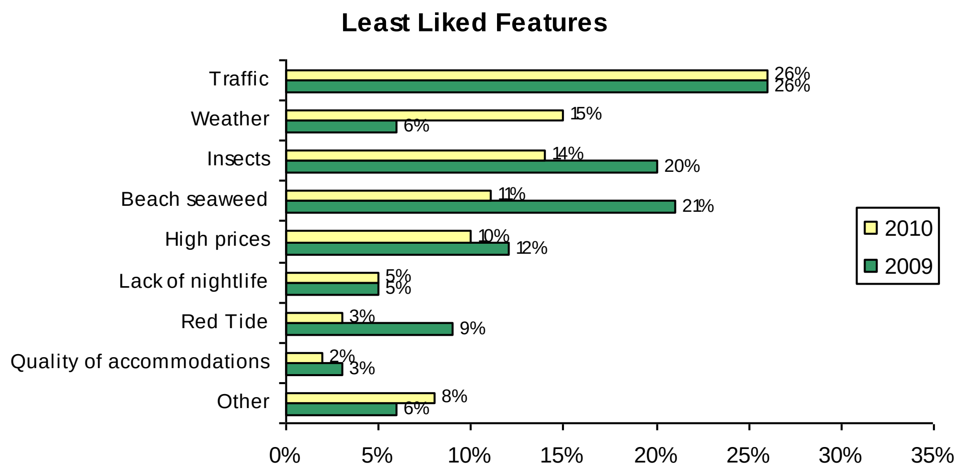
Trip Activities

Least Liked Features		
	2009	**2010**
Total Respondents	2458	2440
Traffic	26%	26%
Weather	6%	<15%>
Insects	<20%>	14%
Beach seaweed	<21%>	11%
High prices	<12%>	10%
Lack of nightlife	5%	5%
Red Tide	<9%>	3%
Quality of accommodations	3%	2%
Other	6%	<8%>
Nothing/No Answer (net)	32%	<35%>

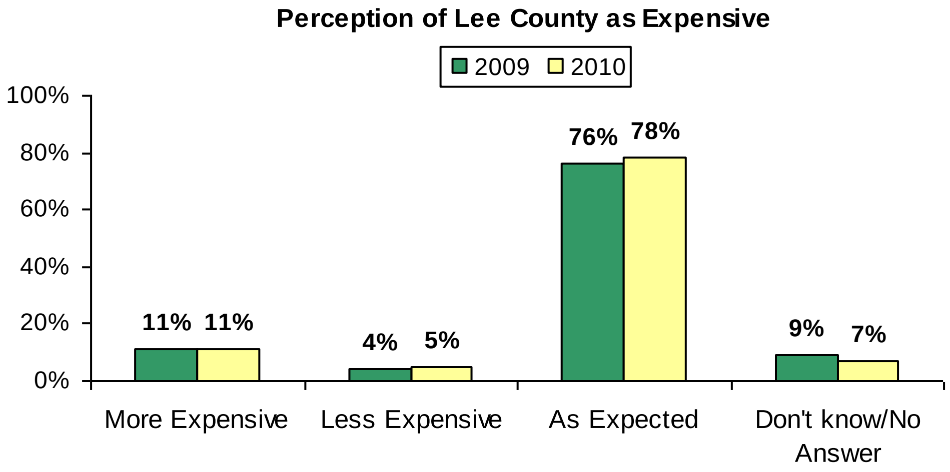
Q34: During the specific visit, which features have you liked least about our area? (*Please mark ALL that apply.)*
Note: Revised question wording introduced in July 2009. Therefore, year-over-year results are not directly comparable.



Lee County Experience

Perception of Lee County as Expensive		
	2009	**2010**
Total Respondents	2458	2440
More Expensive	11%	11%
Less Expensive	4%	5%
As Expected	76%	78%
Don't know/No Answer (NET)	<9%>	7%

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



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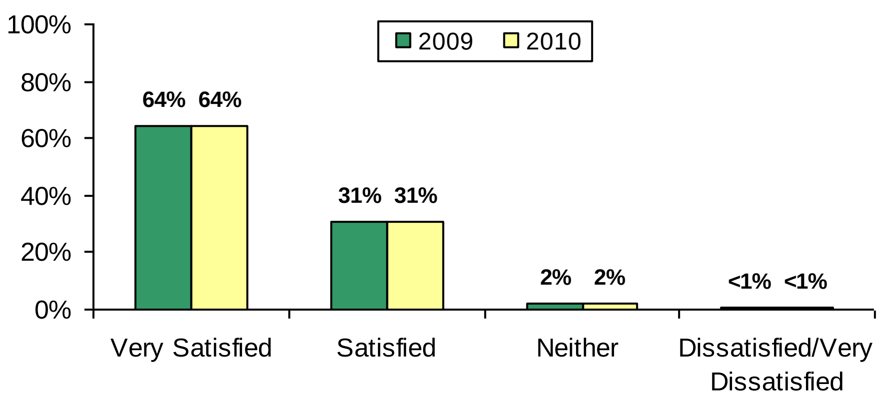
Lee County Experience

Satisfaction with Visit		
	2009	**2010**
Total Respondents	**2458**	**2440**
Satisfied	95%	95%
Very Satisfied	*64%*	*64%*
Satisfied	*31%*	*31%*
Neither	2%	2%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	3%	3%

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

Satisfaction with Visit



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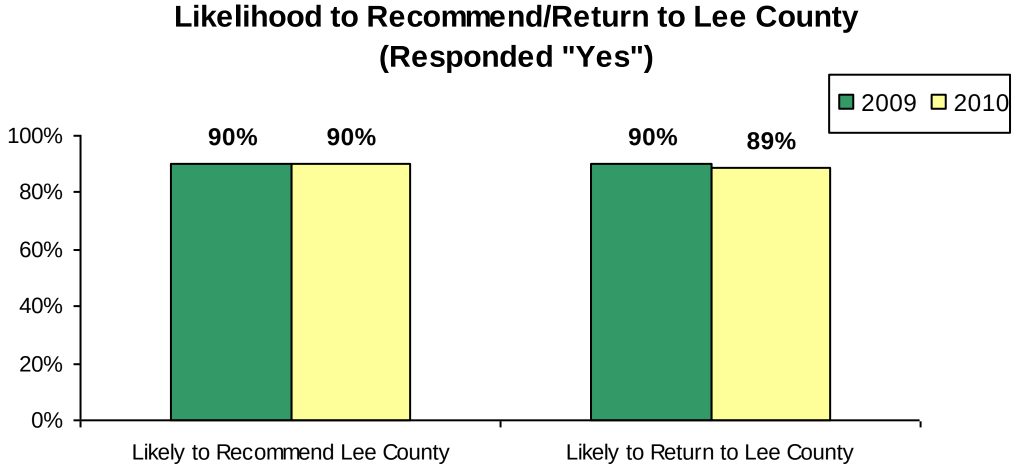
Future Plans

Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	2458	2440
Likely to Recommend Lee County	90%	90%
Likely to Return to Lee County	90%	89%
Base: Total Respondents Planning to Return	2212	2172
Likely to Return Next Year	60%	62%

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



Visitor and Travel Party Demographic Profile

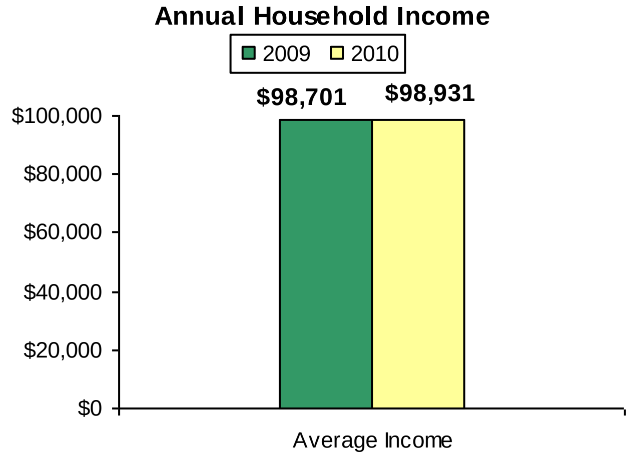
Travel Party		
	2009	**2010**
Total Respondents	2458	2440
Family	40%	39%
Couple	39%	41%
Group of couples/friends	11%	10%
Single	5%	5%
Other	3%	3%
Mean travel party size	3.3	3.3
Mean adults in travel party	2.7	2.7

Travel Parties with Children		
	2009	**2010**
Total Respondents	2458	2440
Traveling with any Children (net)	<32%>	29%
Any younger than 6	<13%>	12%
Any 6 - 11 years old	14%	13%
Any 12 - 17 years old	15%	14%

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

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
	2009	**2010**
Total Respondents	2458	2440
Vacations per year (mean)	2.8	2.9
Short getaways per year (mean)	3.9	4.0
Age of respondent (mean)	49.2	<50.2>
Annual household income (mean)	$98,701	$98,931
Martial Status		
Married	73%	74%
Single	13%	13%
Other	11%	11%



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

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Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	48%	49%	2,248,596	2,358,260	4.9%
Friends/Relatives	52%	51%	2,462,692	2,459,051	-0.1%
Total Visitation			*4,711,288*	*4,817,311*	*2.3%*
Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	78%	80%	1,748,167	1,876,664	7.4%
Germany	7%	6%	150,796	134,961	-10.5%
Canada	5%	5%	114,765	122,175	6.5%
UK	5%	5%	104,089	109,389	5.1%
BeNeLux	2%	1%	37,365	32,675	-12.6%
Scandinavia	1%	1%	22,686	19,889	-12.3%
Switzerland	1%	1%	20,017	14,206	-29.0%
France	1%	1%	21,352	11,365	-46.8%
Ireland	1%	1%	12,010	11,365	-5.4%
Austria	<1%	<1%	9,341	8,524	-8.7%
Other	<1%	1%	8,007	12,785	59.7%
No Answer	-	<1%	-	4,262	-
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	13%	14%	218,854	258,556	18.1%
South (including Florida)	27%	28%	467,067	522,795	11.9%
Midwest	42%	46%	732,629	862,328	17.7%
Northeast	23%	20%	403,012	379,310	-5.9%
West	3%	3%	52,045	53,984	3.7%

2010 Top DMAs (Paid Accommodations)		
New York	6%	109,389
Chicago	6%	107,969
Minneapolis-Saint Paul	5%	100,865
Indianapolis	5%	88,080
Tampa-Saint Petersburg (Sarasota)	4%	76,714
Miami-Fort Lauderdale	4%	71,032
Boston (Manchester, NH)	3%	62,508
Philadelphia	3%	56,826
Detroit	3%	52,564
Cleveland-Akron (Canton)	3%	51,143

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Occupancy Data Analysis 2010

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

A total of 1,857 interviews were conducted with visitors in Lee County during the month of January 2009 - December 2009. A total sample of this size is considered accurate to plus or minus 2.3 percentage points at the 95% confidence level.

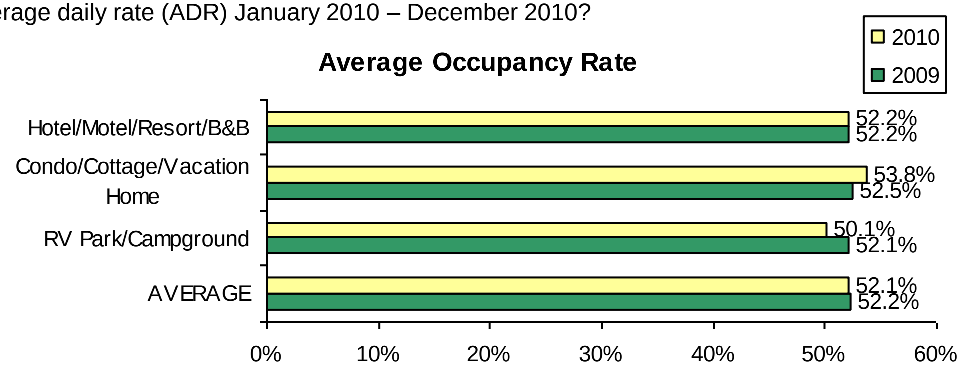
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

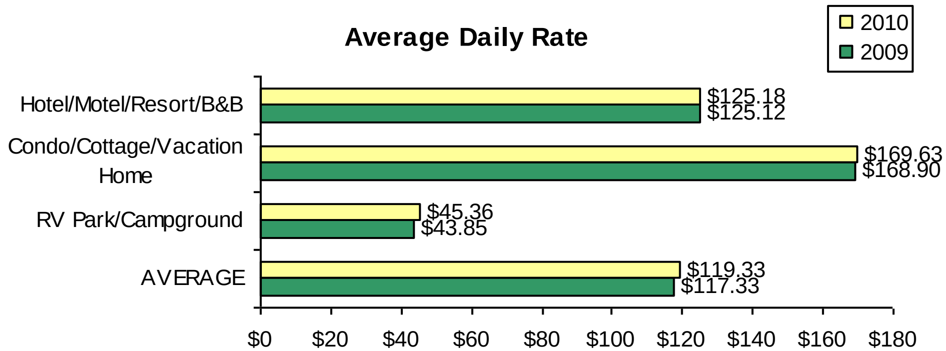
Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	1744	1630		1773	1653		1744/1773	1630/1653	
Hotel/Motel/Resort/B&B	52.2%	52.2%	0.0%	$125.12	$125.18	0.0%	$65.27	$65.29	0.0%
Condo/Cottage/Vacation Home	52.5%	53.8%	2.4%	$168.90	$169.63	0.4%	$88.72	$91.24	2.8%
RV Park/Campground	52.1%	50.1%	-3.8%	$43.85	$45.36	3.4%	$22.84	$22.74	-0.4%
AVERAGE	52.2%	52.1%	-0.3%	$117.33	$119.33	1.7%	$61.30	$62.17	1.4%

Q16: What was your overall average occupancy rate January 2010 – December 2010?

Q17: What was your average daily rate (ADR) January 2010 – December 2010?





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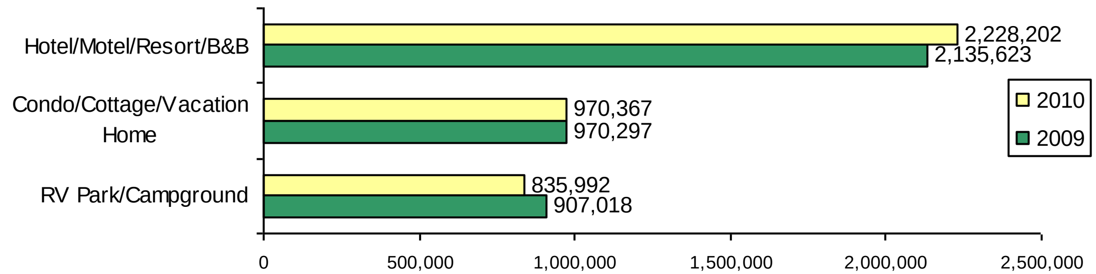
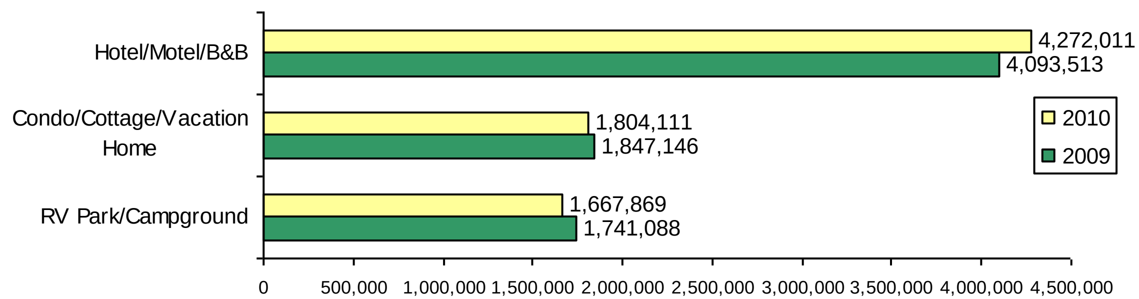
Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	2,135,623	2,228,202	**4.3%**	4,093,513	4,272,011	4.4%
Condo/Cottage/Vacation Home	970,297	970,367	**0.0%**	1,847,146	1,804,111	-2.3%
RV Park/Campground	907,018	835,992	**-7.8%**	1,741,088	1,667,869	-4.2%
Total	**4,012,938**	**4,034,561**	**0.5%**	**7,681,747**	**7,743,991**	**0.8%**

Occupied Room Nights



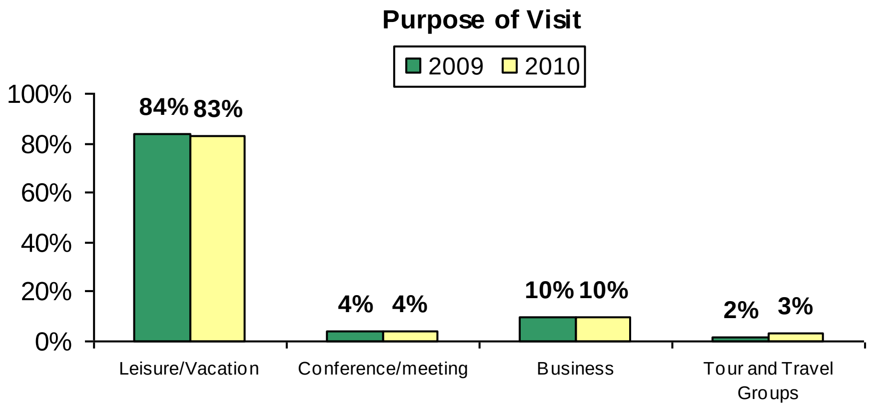
Available Room Nights



Lodging Management Estimates

Guest Profile		
	2009	2010
Property Managers Responding	1561	1406
Purpose of Visit		
Leisure/Vacation	84%	83%
Conference/meeting	4%	4%
Business	10%	10%
Tour and Travel Groups	2%	<3%>
Property Managers Responding	1687	1551
Average guests per room	2.5	2.5
Property Managers Responding	1661	1525
Average length of stay in nights	6.6	6.3

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

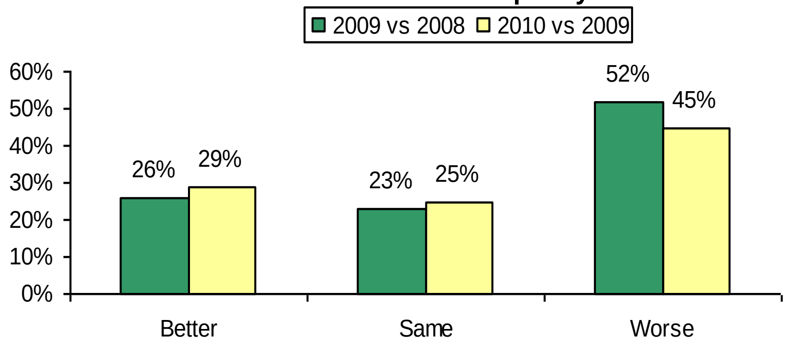


Occupancy Barometer

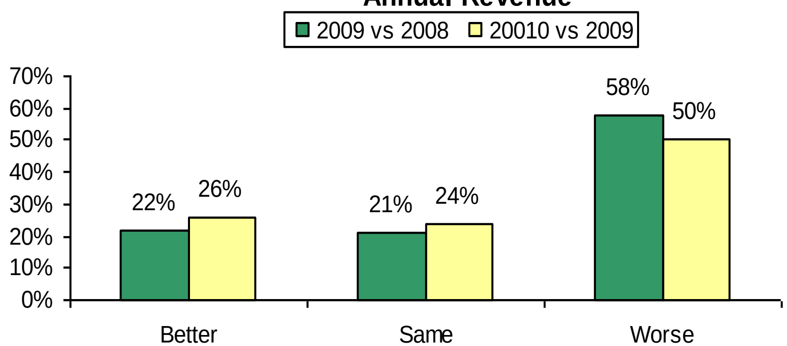
	Annual Occupancy		Annual Revenue	
	2009	**2010**	**2009**	**2010**
Property Managers Responding	1682	1570	1636	1531
Better/Same (net)	48%	<55%>	42%	<50%>
Better than prior year	26%	<29%>	22%	<26%>
Same as prior year	23%	25%	21%	<24%>
Worse than prior year	<52%>	45%	<58%>	50%

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

Annual Occupancy



Annual Revenue



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

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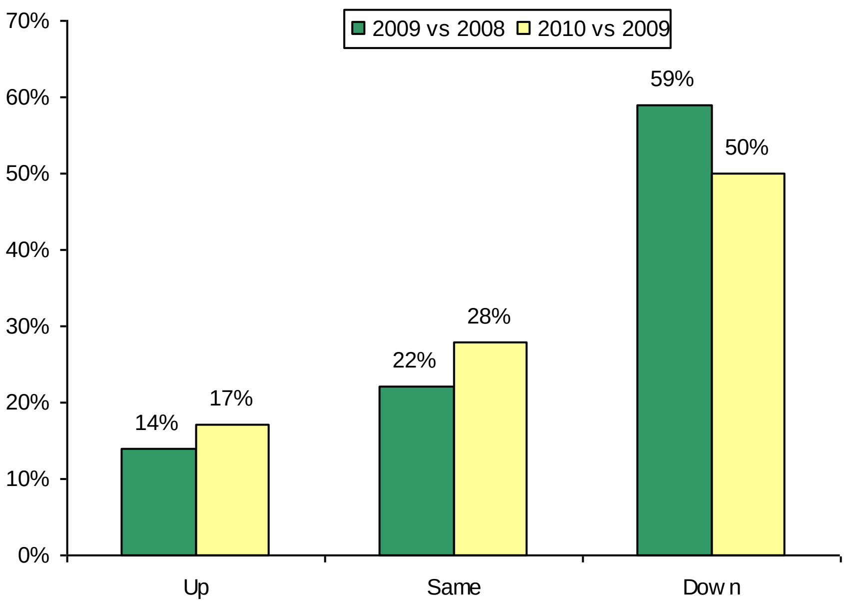
Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	**2010**
Total Answering Respondents	1685	1566
Up/Same (net)	36%	<45%>
Up	14%	<17%>
Same	22%	<28%>
Down	<59%>	50%
N/A	6%	5%

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

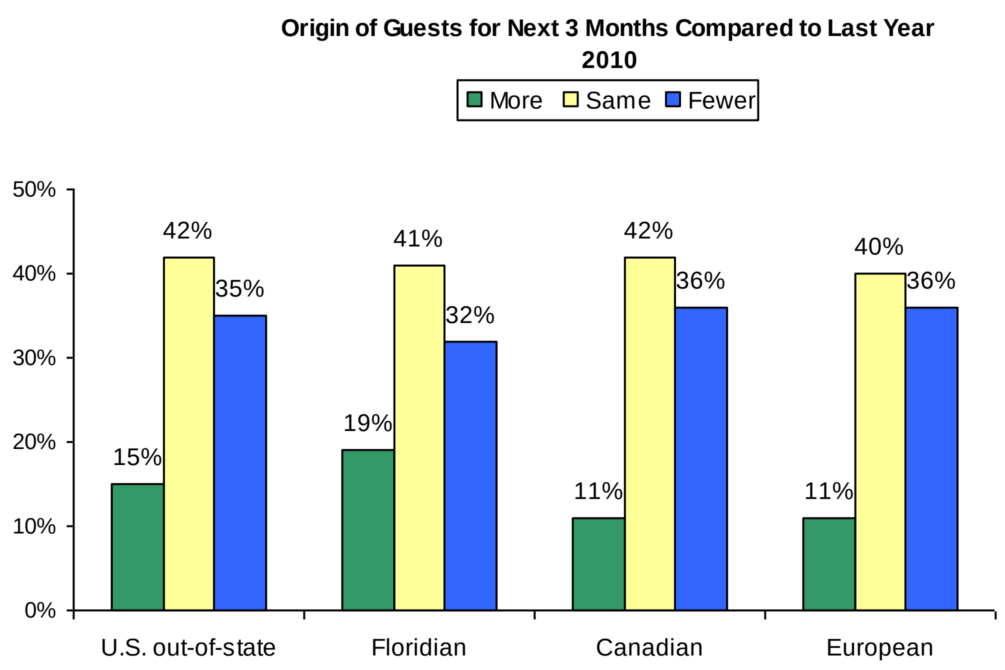
Level of Reservations for Next 3 Months Compared to Last Year



Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (1478/1342 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	12%	<15%>	40%	42%	<41%>	35%	7%	8%
Floridian	19%	19%	37%	<41%>	<36%>	32%	9%	8%
Canadian	12%	11%	39%	42%	37%	36%	12%	11%
European	13%	11%	38%	40%	35%	36%	14%	13%

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

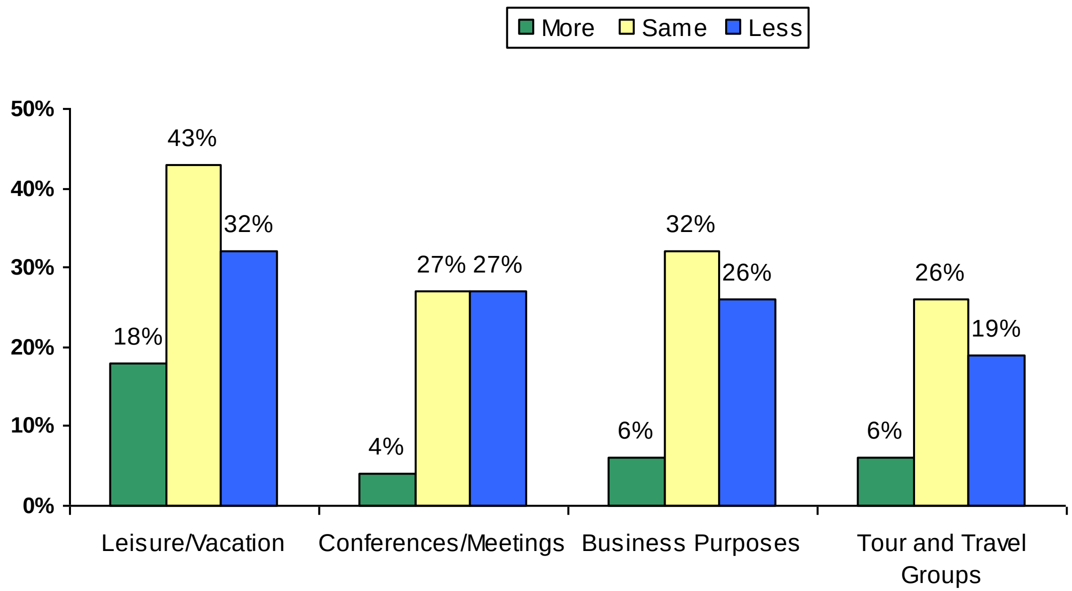


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (1389/1290 Minimum)	More		Same		Less		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
Leisure/Vacation	14%	<18%>	42%	43%	<36%>	32%	8%	7%
Conferences/Meetings	3%	4%	20%	<27%>	<32%>	27%	44%	42%
Business Purposes	6%	6%	24%	<32%>	<30%>	26%	40%	36%
Tour and Travel Groups	5%	6%	19%	<26%>	<25%>	19%	51%	49%

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

Type of Travelers for Next 3 Months Compared to Last Year
2010



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Oil Spill Impact

Beginning in May 2010, property managers were asked questions regarding the impact the Oil Spill in the Gulf of Mexico had to their occupancy and inquiries.

Room Night Cancellations		
	2010	Next 3 Months
Total Property Managers Responding	1080	1080
0 roomnights	45%	43%
1-7 roomnights	3%	4%
8-14 roomnights	2%	1%
15 or more roomnights	4%	4%
Don't know	46%	49%
Average room nights cancelled	4.4	6.9

Q31. During the month of [month] about how many room nights at your property have been cancelled as a result of the BP oil spill in the Gulf of Mexico and the publicity surrounding it?
Q32. About how many room nights have been canceled for the season – [next three months] due to the oil spill and the publicity surrounding it?

Inquiries	
	2010
Total Property Managers Responding	1080
More inquiries (net)	16%
Many more	5%
Some more	10%
About the same number	36%
Fewer inquiries (net)	48%
Some fewer	22%
Many fewer	25%

Q33. Please think about the number of inquiries you have had via phone, email, or the Internet during the month of [month]. How do the number of inquiries compare with what you were experiencing last year at this time, i.e., [month] 2009?

Factors Impacting Declines in Inquiries	
	2010
Total Property Managers Responding "Fewer Inquiries"	515
Economic downturn	59%
BP oil spill	31%
Weather	5%
Other	6%

Q34. In your estimation, what percentage of the decline in inquiries is attributable to each of the following factors?

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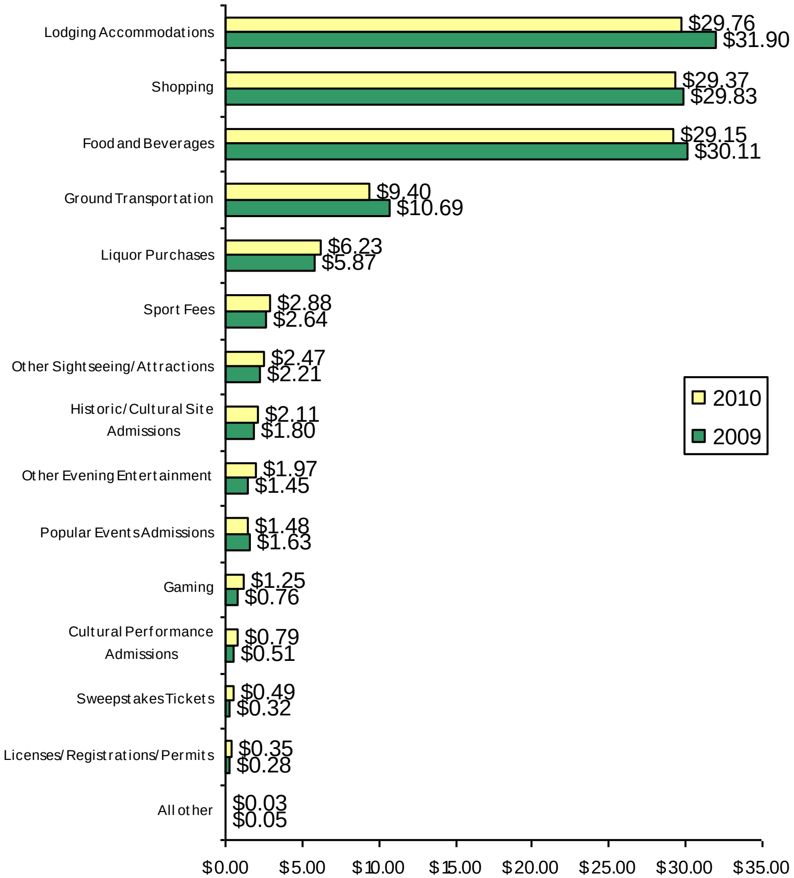
Economic Impact Analysis
2010

Average Expenditures

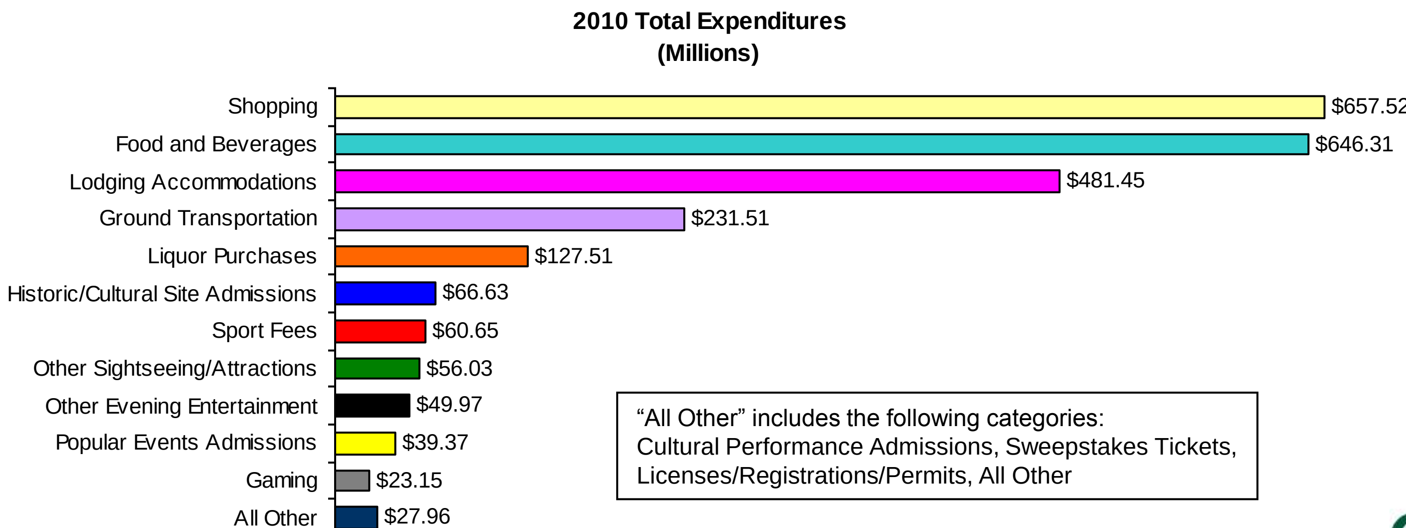
Average Expenditures per Person per Day			
	2009	2010	% Change
TOTAL	$120.08	$117.73	-2.0%
Lodging Accommodations	$31.90	$29.76	-6.7%
Shopping	$29.83	$29.37	-1.5%
Food and Beverages	$30.11	$29.15	-3.2%
Ground Transportation	$10.69	$9.40	-12.1%
Liquor Purchases	$5.87	$6.23	6.1%
Sport Fees	$2.64	$2.88	9.1%
Other Sightseeing/Attractions	$2.21	$2.47	11.8%
Historic/Cultural Site Admissions	$1.80	$2.11	17.2%
Other Evening Entertainment	$1.45	$1.97	35.9%
Popular Events Admissions	$1.63	$1.48	-9.2%
Gaming	$0.76	$1.25	64.5%
Cultural Performance Admissions	$0.51	$0.79	54.9%
Sweepstakes Tickets	$0.32	$0.49	53.1%
Licenses/Registrations/Permits	$0.28	$0.35	25.0%
All other	$0.05	$0.03	-40.0%

Average Expenditures per Person per Day



Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2009	**2010**	**% Change**
TOTAL	$2,609,904,302	$2,468,054,834	-5.4%
Shopping	$738,733,055	$657,524,709	-11.0%
Food and Beverages	$705,502,219	$646,310,150	-8.4%
Lodging Accommodations	$470,855,949	$481,453,099	2.3%
Ground Transportation	$239,465,786	$231,506,535	-3.3%
Liquor Purchases	$147,712,966	$127,510,765	-13.7%
Historic/Cultural Site Admissions	$60,366,573	$66,627,293	10.4%
Sport Fees	$53,485,924	$60,648,508	13.4%
Other Sightseeing/Attractions	$48,875,347	$56,028,652	14.6%
Other Evening Entertainment	$46,927,550	$49,972,074	6.5%
Popular Events Admissions	$48,396,703	$39,368,978	-18.7%
Gaming	$17,283,450	$23,148,746	33.9%
All Other	$32,298,780	$27,955,325	-13.4%



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

the beaches of FORT MYERS SANIBEL

Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	$1,507,829,892	$1,475,248,904	-2.2%	$1,102,074,410	$992,805,930	-9.9%
Lodging Accommodations	$470,855,949	$481,453,099	2.3%	$0	$0	-
Food and Beverages	$340,100,446	$331,737,350	-2.5%	$365,401,773	$314,572,800	-13.9%
Shopping	$365,466,183	$331,031,561	-9.4%	$373,266,872	$326,493,148	-12.5%
Ground Transportation	$126,827,084	$117,032,528	-7.7%	$112,638,702	$114,474,007	1.6%
Liquor Purchases	$64,882,491	$66,807,516	3.0%	$82,830,475	$60,703,249	-26.7%
Sport Fees	$28,940,927	$30,557,827	5.6%	$24,544,997	$30,090,681	22.6%
Other Sightseeing/Attractions	$25,655,609	$27,801,341	8.4%	$23,219,738	$28,227,311	21.6%
Historic/Cultural Site Admissions	$25,456,435	$27,473,634	7.9%	$34,910,138	$39,153,659	12.2%
Other Evening Entertainment	$17,832,523	$18,475,695	3.6%	$29,095,027	$31,496,379	8.3%
Popular Events Admissions	$19,177,463	$17,311,517	-9.7%	$29,219,240	$22,057,461	-24.5%
Gaming	$8,848,197	$11,014,394	24.5%	$8,435,253	$12,134,352	43.9%
All Other	$13,786,585	$14,552,442	5.6%	$18,512,195	$13,402,883	-27.6%

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

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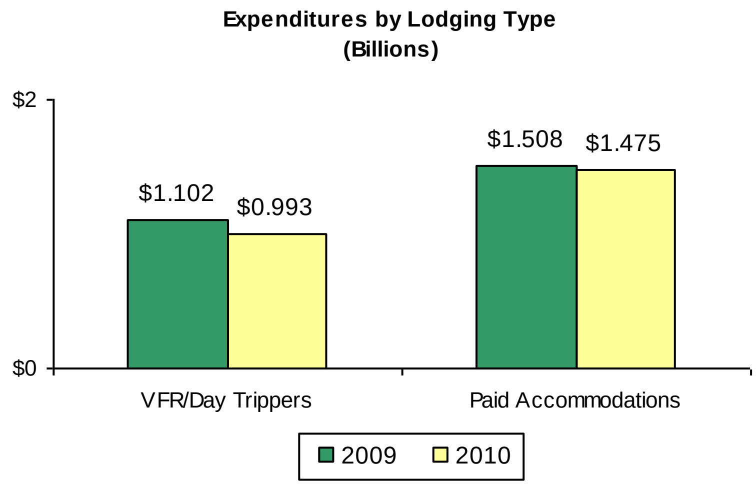
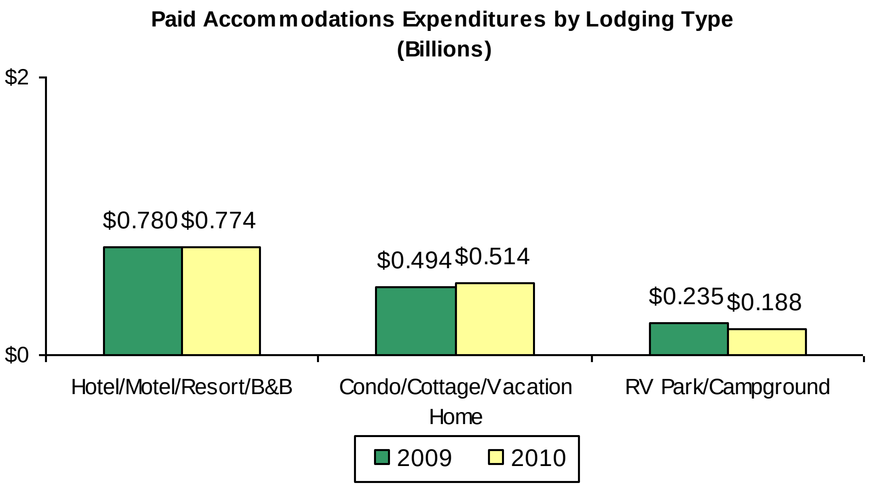
Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2009	**2010**	**% Change**	**2009**	**2010**
TOTAL	$2,609,904,302	$2,468,054,834	-5.4%	100%	100%
Visiting Friends & Relatives/Day Trippers	$1,102,074,410	$992,805,930	-9.9%	42%	40%
Paid Accommodations	$1,507,829,892	$1,475,248,904	-2.2%	58%	60%
Hotel/Motel/Resort/B&B	$779,608,217	$773,515,634	-0.8%	30%	31%
Condo/Cottage/Vacation Home	$493,579,903	$513,721,890	4.1%	19%	21%
RV Park/Campground	$234,641,772	$188,011,380	-19.9%	9%	8%





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Direct and Indirect Impact of Visitor Expenditures

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

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

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

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

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

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

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

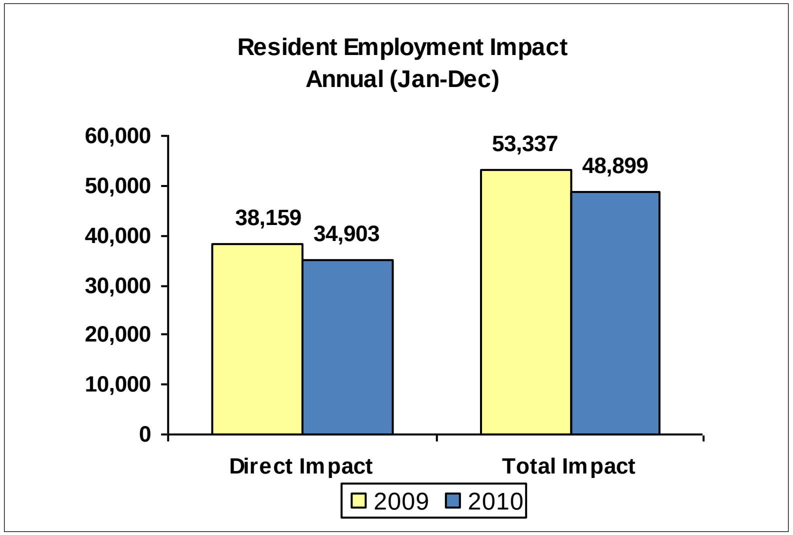
Impact on Jobs for Lee County Residents

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

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

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

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



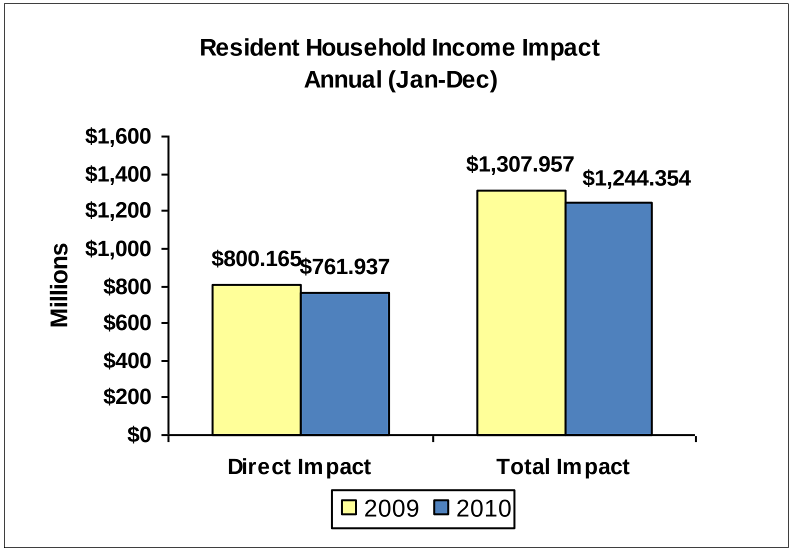
Impact on Household Income for Lee County Residents

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

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

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

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



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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.

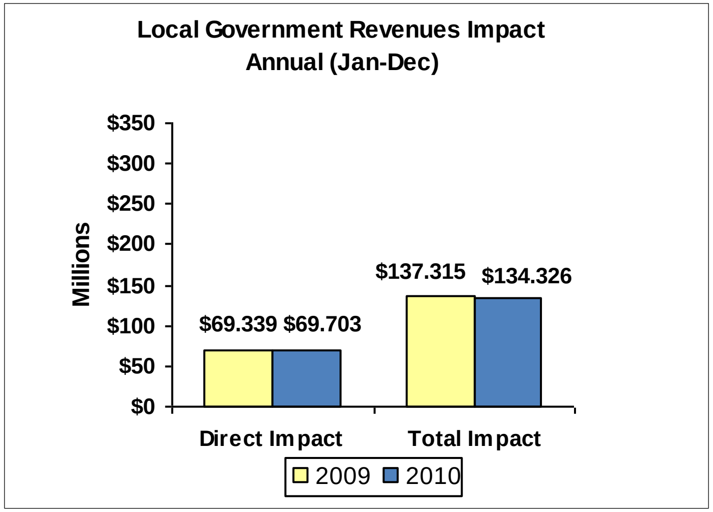
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the <u>government revenue impact</u>.

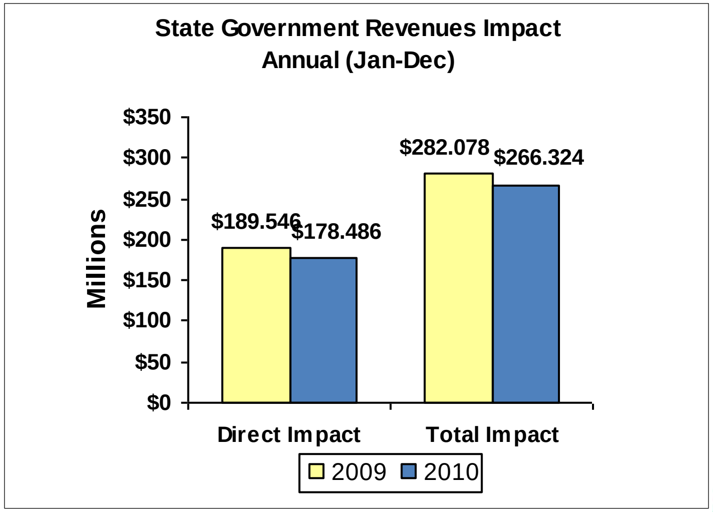
<u>Local government revenue impact</u> is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

<u>State government revenue impact</u> 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).





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Appendix
2010

2010 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	**Event/Location**	**City**	**Event/Location**
Bonita Springs	Bonita Beach	Fort Myers Beach	Winward Passage
Bonita Springs	Dog Beach	North Fort Myers	Best Western
Cape Coral	Cape Coral Yacht Club Beach	North Fort Myers	Shell Factory
Fort Myers	6 Mile Cypress Preserve	Sanibel	Casa Ybel
Fort Myers	Centennial Park	Sanibel	Casa Ybel Resort
Fort Myers	Clarion Hotel	Sanibel	Compass Point
Fort Myers	Edison Estates	Sanibel	Coquina Beach Club
Fort Myers	Ft. Myers Art Festival	Sanibel	Couguiha Beach
Fort Myers	Hammond Stadium	Sanibel	Ding Darling Sanctuary
Fort Myers	Manatee Park	Sanibel	Holiday Inn
Fort Myers	Summerlin Square Trolley	Sanibel	Island Beach Club
Fort Myers Beach	Bel-Air	Sanibel	Lighthouse Beach
Fort Myers Beach	Best Western	Sanibel	Loggerhead Cay
Fort Myers Beach	Bowditch Beach	Sanibel	Oceans Reach
Fort Myers Beach	Cane Palm	Sanibel	Pelican Roost
Fort Myers Beach	Casa Playa	Sanibel	Periwinkle Campgrounds
Fort Myers Beach	Diamondhead Resort	Sanibel	Pointe Santos
Fort Myers Beach	Estero Beach Club	Sanibel	Sanibel Arms
Fort Myers Beach	Estero Island Beach Club	Sanibel	Sanibel Beach Club
Fort Myers Beach	Lani Kai	Sanibel	Sanibel Inn
Fort Myers Beach	Neptune Inn	Sanibel	Sanibel Moorings
Fort Myers Beach	Neptune Resort	Sanibel	Sanibel Surfside
Fort Myers Beach	Palm Camp	Sanibel	Song of the Sea
Fort Myers Beach	Pink Shell Resort	Sanibel	Sundial Beach Resort
Fort Myers Beach	Red Coconut RV Park	Sanibel	Tarpon Beach
Fort Myers Beach	Royal Beach Resort	Sanibel	Tortuga Beach Club
Fort Myers Beach	The Pier	Sanibel	Villa Sanibel
Fort Myers Beach	Times Square		

Seasonal Comparisons:
Key Statistics

	Winter-2010		YOY % Change	Spring-2010		YOY % Change	Summer-2010		YOY % Change	Fall-2010		YOY % Change
	%	#		%	#		%	#		%	#	
Visitation												
Total Visitation		1,393,961	3.2%		1,262,786	-4.0%		1,095,263	5.2%		1,065,301	6.1%
Visiting Friends/Relatives	55%	765,429	-3.6%	50%	631,324	-12.8%	51%	556,768	20.8%	53%	505,530	4.6%
Paid Accommodations	45%	628,532	13.1%	50%	631,462	6.7%	49%	538,495	-7.2%	47%	559,771	7.5%
Hotel/Motel/Resort	*74%*	*462,528*	16.5%	*71%*	*445,989*	5.6%	*72%*	*385,243*	-5.9%	*69%*	*383,553*	5.9%
Condo/Cottage/Vacation Home	*18%*	*113,331*	1.6%	*18%*	*114,468*	-4.7%	*20%*	*109,379*	-1.0%	*20%*	*113,712*	20.0%
RV Park/Campground	*8%*	*52,673*	11.4%	*11%*	*71,005*	44.5%	*8%*	*43,873*	-27.3%	*11%*	*62,506*	-2.2%
Visitor Origin by Country												
United States	86%	540,830	18.0%	81%	509,427	4.8%	75%	402,601	-7.5%	76%	426,048	14.0%
United Kingdom	2%	13,155	-1.3%	5%	29,799	73.7%	7%	38,101	32.1%	5%	26,434	-38.5%
Germany	1%	8,770	-26.9%	8%	49,666	33.6%	6%	31,751	-41.8%	8%	43,538	-6.5%
Canada	8%	48,236	-13.8%	3%	19,866	6.9%	3%	15,240	116.3%	7%	40,428	30.2%
Other/No Answer	3%	17,541	9.7%	4%	22,704	-31.0%	9%	50,800	-7.3%	4%	23,325	-11.2%
Visitor Origin by US Region												
Northeast	25%	133,015	-4.0%	19%	97,912	-18.5%	16%	63,502	5.1%	20%	87,075	2.7%
Midwest	57%	308,419	40.3%	49%	251,166	13.4%	31%	123,193	-3.4%	44%	188,145	15.0%
South (incl. Florida)	14%	74,547	33.2%	26%	131,968	26.5%	50%	199,396	-4.4%	24%	102,625	1.1%
West	3%	14,617	82.8%	4%	18,447	17.3%	1%	5,080	-70.7%	4%	18,659	56.2%
No Answer	2%	10,232	-71.6%	2%	11,352	-55.9%	3%	11,430	-45.7%	7%	29,543	147.3%
In-State Visitors	2%	13,155	97.4%	10%	52,504	22.4%	34%	138,434	4.2%	10%	41,983	6.5%
Total Visitor Expenditures		$941,273,928	-8.0%		$565,642,644	-13.0%		$446,938,700	3.7%		$514,199,562	1.7%
Paid Accommodations		$613,152,945	0.2%		$306,542,911	-9.9%		$239,800,358	-3.8%		$315,752,690	3.1%
Visiting Friends/Relatives		$328,120,983	-20.3%		$259,099,733	-16.3%		$207,138,342	14.0%		$198,446,872	-0.3%
Average Expenditures per Person per Day		$121.21	-6.9%		$117.84	-8.2%		$111.45	4.2%		$111.06	3.5%

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	Winter-2010		YOY %	Spring-2010		YOY %	Summer-2010		YOY %	Fall-2010		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Visitor Profile Survey												
# of Interviews Completed		621			613			598			608	
Percentage Flying to Lee County	59%			63%			54%			67%		
First-time Visitors	21%			28%			27%			25%		
Repeat Visitors	78%			71%			73%			74%		
Satisfaction with Visit												
Very Satisfied/Satisfied	95%			95%			94%			94%		
Very Satisfied	59%			63%			66%			67%		
Satisfied	37%			31%			29%			28%		
Likely to Return	88%			89%			90%			89%		
Recall of promotions												
Yes	23%			26%			29%			26%		
Average Travel Party Size												
Visitors		3			3.6		3.3			3.1		
Management Estimate		2.5			2.6		2.6			2.4		
Average Length of Stay												
Visitors		10.4			10.1			10.4		8.3		
Management Estimate		9.3			5.4			4.7		5.6		
Traveling with children	20%			36%			37%			22%		
Average Age		53.6			48.2			47.9			51.1	
Average Household Income		$103,002			$99,827			$97,471			$95,459	

	Winter-2010		YOY %	Spring-2010		YOY %	Summer-2010		YOY %	Fall-2010		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Occupancy Survey												
# of Interviews Completed												
Total		447			436			412			430	
Hotel/Motel/Resort/B&B		270			266			250			269	
Condo/Cottage/Vacation Home		117			116			107			105	
RV Park/Campground		60			54			55			56	
Available Roomnights												
Hotel/Motel/Resort/B&B		1,067,664	13.8%		1,070,648	2.8%		1,066,592	3.0%		1,067,107	-1.0%
Condo/Cottage/Vacation Home		451,650	-0.7%		455,891	0.7%		455,622	-4.3%		440,948	-4.9%
RV Park/Campground		420,136	-5.4%		404,011	-6.1%		397,245	-8.6%		446,477	3.4%
Total		1,939,450	5.6%		1,930,550	0.3%		1,919,459	-1.4%		1,954,532	-0.9%
Occupied Roomnights												
Hotel/Motel/Resort/B&B		698,865	11.2%		565,123	1.9%		464,838	-2.2%		499,376	4.5%
Condo/Cottage/Vacation Home		350,793	1.1%		225,338	-7.9%		177,636	-7.0%		216,600	15.4%
RV Park/Campground		381,486	-4.6%		148,609	-7.4%		94,996	-18.5%		210,901	-8.3%
Total		1,431,144	4.1%		939,070	-2.1%		737,470	-5.8%		926,877	3.5%
Occupancy Rates												
Hotel/Motel/Resort/B&B	65.5%		-2.3%	52.8%		-0.8%	43.6%		-5.1%	46.8%		5.6%
Condo/Cottage/Vacation Home	77.7%		1.8%	49.4%		-8.6%	39.0%		-2.8%	49.1%		21.2%
RV Park/Campground	90.8%		0.9%	36.8%		-1.4%	23.9%		-10.8%	47.2%		-11.4%
Average	73.8%		-1.4%	48.6%		-2.5%	38.4%		-4.4%	47.4%		4.4%
Average Daily Rates												
Hotel/Motel/Resort/B&B		$155.15	1.0%		$127.95	-3.8%		$105.07	5.3%		$98.84	-4.7%
Condo/Cottage/Vacation Home		$210.48	6.5%		$157.52	-4.7%		$132.11	0.4%		$146.83	-7.4%
RV Park/Campground		$49.83	-1.0%		$40.50	3.4%		$40.26	7.8%		$43.00	9.9%
Average		$140.64	4.4%		$121.21	-3.4%		$103.23	5.1%		$97.35	-1.3%
RevPAR												
Hotel/Motel/Resort/B7B		$101.56	-1.2%		$67.54	-4.6%		$45.79	0.0%		$46.25	0.6%
Condo/Cottage/Vacation Home		$163.48	8.5%		$77.86	-12.8%		$51.50	-2.5%		$72.13	12.3%
RV Park/Campground		$45.24	-0.2%		$14.90	2.1%		$9.63	-3.9%		$20.31	-2.6%
Average		$103.78	3.0%		$58.96	-5.8%		$39.66	0.3%		$46.16	3.1%

	Winter-2010		YOY %	Spring-2010		YOY %	Summer-2010		YOY %	Fall-2010		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Occupancy Barometer												
Occupancy:												
Current Month vs. Month in Prior Yr												
Better	35%			32%			21%			29%		
Same	27%			27%			22%			25%		
Worse	38%			41%			57%			46%		
Revenue:												
Current Month vs. Month in Prior Yr												
Better	31%			30%			16%			24%		
Same	24%			24%			25%			24%		
Worse	45%			46%			59%			52%		
Reservations:												
Level of Reservations for Next Three Months vs. Last Year												
Up	25%			13%			11%			19%		
Same	28%			25%			28%			31%		
Down	42%			55%			56%			49%		

	Winter-2010		YOY %	Spring-2010		YOY %	Summer-2010		YOY %	Fall-2010		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Origin of Guests for Next Three Months vs. Last Year												
U.S. Out-of State												
More	22%			11%			11%			17%		
Same	42%			39%			41%			46%		
Fewer	27%			41%			40%			33%		
N/A	8%			10%			8%			5%		
Floridian												
More	17%			20%			16%			21%		
Same	42%			38%			42%			43%		
Fewer	32%			33%			34%			29%		
N/A	9%			9%			8%			7%		
Canadian												
More	19%			6%			4%			14%		
Same	45%			35%			40%			49%		
Fewer	27%			44%			44%			28%		
N/A	9%			16%			13%			8%		
European												
More	15%			8%			6%			17%		
Same	46%			33%			38%			43%		
Fewer	27%			44%			43%			29%		
N/A	12%			15%			12%			11%		

	Winter-2010		YOY %	Spring-2010		YOY %	Summer-2010		YOY %	Fall-2010		YOY %
	%	#	Change	%	#	Change	%	#	Change	%	#	Change
Type of Travelers for Next Three Months vs. Last Year												
Leisure/Vacation												
More	20%			14%			13%			24%		
Same	44%			40%			45%			42%		
Less	28%			36%			34%			30%		
N/A	8%			10%			7%			4%		
Conference/Meetings												
More	4%			4%			4%			6%		
Same	23%			21%			27%			36%		
Less	23%			27%			30%			28%		
N/A	50%			49%			38%			30%		
Business Purposes												
More	5%			6%			8%			7%		
Same	26%			28%			31%			43%		
Less	26%			25%			27%			25%		
N/A	43%			41%			34%			25%		
Tour and Travel Groups												
More	2%			4%			9%			10%		
Same	23%			21%			25%			34%		
Less	19%			19%			23%			18%		
N/A	57%			56%			44%			39%		