



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

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

**August 10, 2017**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**

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## Executive Summary

### Spring 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

### Visitation Estimates

- During spring 2017, Lee County hosted approximately 1.3 million visitors, with 853,000 visitors staying in paid accommodations and an additional 476,000 staying with friends or relatives.
- Spring 2017 visitation among paid accommodations guests was up 4.1% from 2016, while visitation among those staying with friends or relatives was down 2.3% year-over-year. As a result, total visitation increased 1.7% year-over-year.

Estimated Visitation	Spring 2016	Spring 2017	% Change
Paid Accommodations	819,406	853,367	4.1%
Friends/Relatives	487,515	476,082	-2.3%
<b>Total Visitation</b>	<b>1,306,921</b>	<b>1,329,449</b>	<b>1.7%</b>

### Visitor Expenditures

- Spring 2017 visitors spent an estimated \$728 million during their stay in Lee County – a 3.3% increase from last spring (\$704.5 million).
- Paid accommodations guests spent \$500 million (69% of the total) – a 7% increase from last spring (\$467.4 million). However, spending among visitors staying with friends or relatives decreased 3.9% from last year, contributing \$227.9 million to the total.

Estimated Expenditures	Spring 2016	Spring 2017	% Change
Paid Accommodations	\$467,435,888	\$500,090,495	7.0%
Friends/Relatives	\$237,107,536	\$227,944,523	-3.9%
<b>Total Expenditures</b>	<b>\$704,543,424</b>	<b>\$728,035,018</b>	<b>3.3%</b>

*Note: Spring season refers to the period including April, May, and June when referenced throughout this report.*

Visitor Origin

- Eight in ten spring 2017 visitors staying in paid accommodations reside within the United States (79%). Canada and Germany represented the largest share of international paid accommodation guests (7% each).
- Almost half of *domestic* paid accommodations visitors came from the Midwest (46%). The Northeast and South contributed one-quarter each (25%), and the remaining 4% came from the West.
- The top domestic feeder markets for the Lee County lodging industry during spring 2017 were Chicago (8%), Boston (7%), and New York (5%).

Spring 2017 Top DMAs (Paid Accommodations)		
Chicago	8%	55,777
Boston (Manchester, NH)	7%	45,448
New York	5%	30,987
Indianapolis	4%	28,921
Cleveland-Akron (Canton)	4%	26,856
Miami-Fort Lauderdale	4%	24,790
Pittsburgh	3%	22,724
Saint Louis	3%	22,724
Minneapolis-Saint Paul	3%	22,724
Detroit	3%	20,658

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		Direction of Change
	Spring Season 2016	Spring Season 2017	2016	2017	
<b>Country of Origin</b>					
United States	77%	79%	628,645	677,585	+
Canada	4%	7%	30,348	63,101	+
Germany	11%	7%	88,155	61,599	-
UK	5%	2%	41,910	19,531	-
Scandinavia	2%	1%	15,897	9,014	-
BeNeLux	1%	1%	7,226	6,010	-
Switzerland	<1%	1%	2,890	6,010	+
Austria	-	<1%	-	3,005	+
France	<1%	<1%	2,890	1,502	-
Latin America	-	<1%	-	1,502	+
Other International	<1%	1%	1,445	4,507	+

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		Direction of Change
	Spring Season 2016	Spring Season 2017	2016	2017	
<b>U.S. Region of Origin</b>					
Florida	8%	8%	51,169	53,711	+
South (including Florida)	24%	25%	148,024	167,331	+
Midwest	46%	46%	286,911	309,871	+
Northeast	25%	25%	158,989	171,462	+
West	6%	4%	34,722	28,921	-

**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

- The trip planning window reported by spring 2017 visitors was comparable in length to that of spring 2016 visitors. For many visitors, their trip was planned well in advance. Three-quarters started talking about their Lee County trip *three or more months* in advance, and two-thirds chose the destination within that timeframe. Among those staying in paid accommodations, well over half made their lodging reservations within that window as well.
  - 73% started talking about trip 3+ months in advance (vs. 76% in 2016)
  - 66% chose Lee County for trip (vs. 67% in 2016)
  - 58% made lodging reservation (vs. 62% in 2016)
- Use of the internet as a planning tool continues to be widespread among Lee County visitors, with 87% of spring visitors claiming to have visited one or more websites during the planning process. Visitors most often mention using *airline websites* (45%), followed by *search engines* (29%), *hotel websites* (24%), and booking websites (24%) when preparing for their trip.
- Comparable to last year, spring 2017 visitors were most likely to indicate that they typically access destination planning information online using a smartphone (59%) or laptop (56%). Four in ten reported using a tablet (41%) or desktop computer (40%) to access destination planning information.
- The characteristics motivating the decision to visit Lee County in spring 2017 included:
  - *Warm weather* (87%);
  - *Peaceful/relaxing* (84%);
  - *White sandy beaches* (80% - an increase from last spring's 73%);
  - *A safe destination* (77% - an increase from last spring's 73%); and
  - *Clean, unspoiled environment* (74%).

### Visitor Profile

- Eight in ten visitors flew to the destination (an increase over the 71% in 2016), with Southwest Florida International Airport (84%) being the airport mentioned most often as an entry point for visitors traveling by air.
- Spring visitors reported they were staying in Lee County 8 days on average. The majority were repeat visitors (70%) who have taken an average of five trips to Lee County in the past five years.

### Visitor Profile (cont'd)

- Two-thirds of spring 2017 paid accommodation guests said they were staying in hotel/motel/resort properties (an increase over the 45% responding similarly in 2016). Fewer guests stayed at condo/vacation home properties (35% vs. 52% in 2016), and only a small number in RV parks/campgrounds (1% vs. 3% in 2016). Nearly all of those staying in paid accommodations reported that the quality of their lodgings *met their expectations* (55%) or *far exceeded/exceeded their expectations* (39%).
- The top activities enjoyed in Lee County during spring 2017 included: *beaches* (96% vs. 89% in 2016), *dining out* (76% vs. 72% in 2016), *relaxing* (71% vs. 74% in 2016), *swimming*, (65% vs. 60% in 2016) and *shopping* (60% vs. 55% in 2016). When asked which attractions they were visiting in Lee County, beaches received the highest level of mentions (88%) – an increase from last spring (80%). Less than half of spring visitors took a day trip outside of Lee County (44%), with most visiting Naples (28%).
- Visitors continue to be highly satisfied with their stay in Lee County, with the majority of spring 2017 visitors indicating they were either *very satisfied* or *satisfied* with their visit (56% and 37% respectively). For most spring visitors, their positive experiences in the destination foster an intent to return – nine in ten said they are likely to visit Lee County again (90%), and more than half of them said they will return next year (57%). Many visitors also said they will spread the word about their positive experiences, with 90% claiming to recommend Lee County over other areas in Florida.
- When asked what they liked least about the area, one in five spring visitors cited *traffic* (22%). *Insects* (17%) and *beach seaweed* (13%) were both mentioned by more than one in ten spring visitors.
- The demographic composition of spring 2017 visitors can be summarized as follows:
  - 50 years of age on average
  - \$103,000 household income on average
  - 72% married
  - 37% traveling as a couple
  - 40% traveling as a family
  - 72% traveling *without* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights rose 1.4% from spring 2016 to 2017 and *occupied* room nights saw a 1.8% increase year-over-year. RV parks/campgrounds experienced significant growth in *available* and *occupied* room nights (10.9% and 14.3% respectively). However, *occupied* room nights for hotels/motels/resorts and condo/vacation homes were on par with last spring (-0.3% and 0%), and each experienced a slight decrease (-1.2% and -2.9%) in *available* room nights from last spring.

Spring Season	Occupied Room Nights			Available Room Nights		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	715,184	713,185	-0.3%	1,028,383	1,016,476	-1.2%
Condo/Cottage/Vacation Home	274,934	275,002	0.0%	395,995	384,495	-2.9%
RV Park/Campground	160,390	183,298	14.3%	449,055	497,937	10.9%
<b>Total</b>	<b>1,150,508</b>	<b>1,171,485</b>	<b>1.8%</b>	<b>1,873,433</b>	<b>1,898,908</b>	<b>1.4%</b>

- The result was no change (0.5%) in the Lee County industry-wide average occupancy rate (61.4% in spring 2016 to 61.7% in spring 2017). The condo/vacation home and RV park/campground categories posted modest increases (3.0% and 3.1% respectively).
- In contrast, average daily rate increased from spring 2016 to 2017 (\$142.44 to \$149.73). This ADR increase was seen across all property types, with condo/cottage/vacation homes seeing the largest increase (10%).
- Spring season RevPAR experienced a 5.6% increase from 2016 to 2017. All property categories experienced this uptick in RevPAR, with condo/cottage/vacation homes experiencing the largest increase (13.3%).

Spring Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	69.5%	70.2%	1.0%	\$147.61	\$155.03	5.0%	\$102.65	\$108.77	6.0%
Condo/Cottage/Vacation Home	69.4%	71.5%	3.0%	\$186.08	\$204.71	10.0%	\$129.19	\$146.41	13.3%
RV Park/Campground	35.7%	36.8%	3.1%	\$44.60	\$46.64	4.6%	\$15.93	\$17.17	7.8%
<b>AVERAGE</b>	<b>61.4%</b>	<b>61.7%</b>	<b>0.5%</b>	<b>\$142.44</b>	<b>\$149.73</b>	<b>5.1%</b>	<b>\$87.48</b>	<b>\$92.37</b>	<b>5.6%</b>

Lodging Industry Assessments (cont'd)

- According to reports from Lee County property managers, reservations for the upcoming summer season (July, August, and September) suggest business might not be as strong as last summer. One in four responding managers reported that their total reservations for the next three months are *up* over the same period last year (23% vs. 30% in 2016), and one-third said reservations are the *same* (33% vs. 35% in 2016). The remaining claimed that their reservations are *down* (36%) compared to last summer (28% responded similarly in 2016).



## Spring 2017 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
Spring Season	2016	2017	2016	2017
Paid Accommodations	63%	64%	819,406	853,367
Friends/Relatives	37%	36%	487,515	476,082
<b>Total Visitation</b>			<b>1,306,921</b>	<b>1,329,449</b>

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
Spring Season	2016	2017	2016	2017
Florida	8%	8%	51,169	53,711
United States	77%	79%	628,645	677,585
Canada	4%	7%	30,348	63,101
Germany	11%	7%	88,155	61,599
UK	5%	2%	41,910	19,531
Other International	4%	4%	30,348	31,551

Total Visitor Expenditures			
Spring Season	2016	2017	% Change
Total Visitor Expenditures	\$704,543,424	\$728,035,018	3.3%
Paid Accommodations	\$467,435,888	\$500,090,495	7.0%

First-Time/Repeat Visitors to Lee County		
Spring Season	2016	2017
First-time	31%	27%
Repeat	67%	70%

Spring Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	69.5%	70.2%	1.0%	\$147.61	\$155.03	5.0%	\$102.65	\$108.77	6.0%
Condo/Cottage/Vacation Home	69.4%	71.5%	3.0%	\$186.08	\$204.71	10.0%	\$129.19	\$146.41	13.3%
RV Park/Campground	35.7%	36.8%	3.1%	\$44.60	\$46.64	4.6%	\$15.93	\$17.17	7.8%
<b>AVERAGE</b>	<b>61.4%</b>	<b>61.7%</b>	<b>0.5%</b>	<b>\$142.44</b>	<b>\$149.73</b>	<b>5.1%</b>	<b>\$87.48</b>	<b>\$92.37</b>	<b>5.6%</b>

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

Total Calendar Year Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	59%	60%	1,543,477	1,581,576
Friends/Relatives	41%	40%	1,094,091	1,071,114
<b>Total Visitation</b>			<b>2,637,568</b>	<b>2,652,690</b>

Total Visitor Expenditures			
	2016	2017	% Change
Total Visitor Expenditures	\$1,865,120,584	\$1,875,368,027	0.5%
Paid Accommodations	\$1,326,849,953	\$1,352,055,380	1.9%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2016	2017	2016	2017
Florida	5%	4%	57,643	52,124
US	78%	81%	1,200,333	1,279,727
Canada	7%	10%	102,270	153,011
Germany	8%	5%	119,764	76,505
UK	5%	2%	76,703	31,993
Other International	3%	3%	44,407	40,339

First-Time/Repeat Visitors to Lee County		
	2016	2017
First-time	30%	26%
Repeat	69%	72%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	76.9%	76.3%	-0.8%	\$180.36	\$181.27	0.5%	\$138.69	\$138.26	-0.3%
Condo/Cottage/Vacation Home	79.4%	81.1%	2.1%	\$231.92	\$237.90	2.6%	\$184.18	\$192.99	4.8%
RV Park/Campground	65.1%	66.4%	2.0%	\$60.79	\$60.84	0.1%	\$39.59	\$40.41	2.0%
<b>AVERAGE</b>	<b>74.6%</b>	<b>74.6%</b>	<b>0.0%</b>	<b>\$167.04</b>	<b>\$165.26</b>	<b>-1.1%*</b>	<b>\$124.65</b>	<b>\$123.34</b>	<b>-1.1%</b>

\* Although Average Daily Rates are up slightly for each property category, a significant increase in RV Park/Campground occupied site nights has increased the relative weight of this lower category ADR. This results in the overall Average Daily Rate showing a slight decrease.

## Visitor Profile Analysis Spring 2017

*A total of 940 interviews were conducted with visitors in Lee County during the spring months of April, May, and June 2017. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.*

*A total of 935 interviews were conducted with visitors in Lee County during the spring months of April, May, and June 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

Spring 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>935</b>	<b>940</b>	<b>935</b>	<b>940</b>	<b>571*</b>	<b>578*</b>
<u>Less than 3 months (NET)</u>	<u>21%</u>	<u>23%</u>	<u>26%</u>	<u>27%</u>	<u>32%</u>	<u>37% a</u>
<1 month	2%	4%	4%	5%	5%	9% a
1 month - <2 months	7%	10%	8%	11%	9%	13% a
2 months - <3 months	11%	10%	14%	12%	17%	15%
<u>3 months or more (NET)</u>	<u>76%</u>	<u>73%</u>	<u>67%</u>	<u>66%</u>	<u>62%</u>	<u>58%</u>
3 months - <6 months	38%	39%	35%	35%	37%	35%
6 months - <1 year	21%	17%	17%	15%	15%	15%
A year or more	17%	17%	16%	16%	11% b	8%
No Lodging Reservations Made	-	-	-	-	4%	3%
No Answer	4%	4%	6%	6%	2%	2%

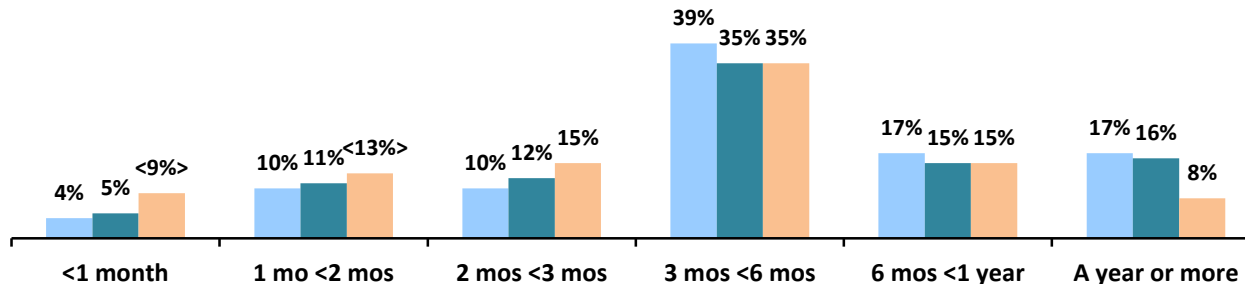
Q3a: When did you “start talking” about going on this trip?

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

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

### Spring 2017 Travel Planning

■ Started talking about trip ■ Chose Lee County for trip ■ Made lodging reservations\*



\* Base: Among those staying in paid accommodations

## Travel Planning

Devices Used to Access Destination Planning Information		
	2016	2017
Spring Season	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>Any (NET)</u>	<u>97%</u>	<u>98%</u>
Smartphone (iPhone, Blackberry, etc.)	58%	59%
Laptop computer	56%	56%
Tablet (iPad, etc.)	44%	41%
Desktop computer	43%	40%
E-Reader (Nook, Kindle, etc.)	2%	3%
Other portable device	1%	1%
None of these	3%	2%
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
Spring Season	A	B
<b>Respondents who use devices to plan</b>	<b>905</b>	<b>918</b>
<u>Visited web sites (NET)</u>	<u>86%</u>	<u>87%</u>
Airline websites	40%	45%
Search Engines	28%	29%
Hotel websites	23%	24%
Booking websites	23%	24%
Vacation rental websites	29% b	23%
Trip Advisor	23%	21%
www.FortMyers-Sanibel.com	9%	11%
Facebook	6%	8%
Visit Florida	8%	8%
AAA	5%	7%
Other	10%	10%
None/Didn't visit websites	12%	12%
No Answer	2%	1%

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

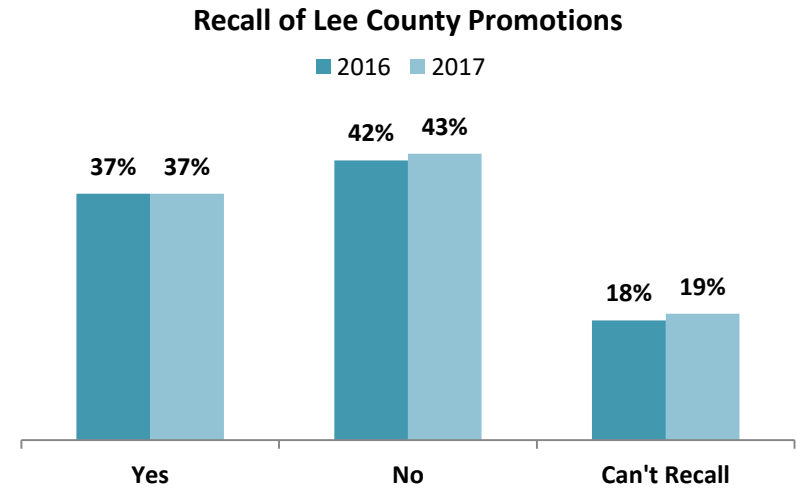
## Travel Planning

Travel Information Requested		
	2016	2017
Spring Season	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>Requested information (NET)</u>	<u>26%</u>	<u>31% a</u>
<i>Hotel website</i>	10%	15% a
<i>Call hotel</i>	4%	6% a
<i>VCB website</i>	6%	5%
<i>Visitor Guide</i>	3%	3%
<i>E-Newsletter</i>	1%	1%
<i>Call VCB</i>	1%	<1%
<i>Call local Chamber of Commerce</i>	1%	<1%
<i>Magazine Reader Service Card</i>	1%	-
<i>Other</i>	9%	8%
<u>None/Did not request information</u>	<u>66%</u>	<u>63%</u>
No Answer	8%	7%

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
Spring Season	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Yes	37%	37%
No	42%	43%
Can't Recall	18%	19%

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



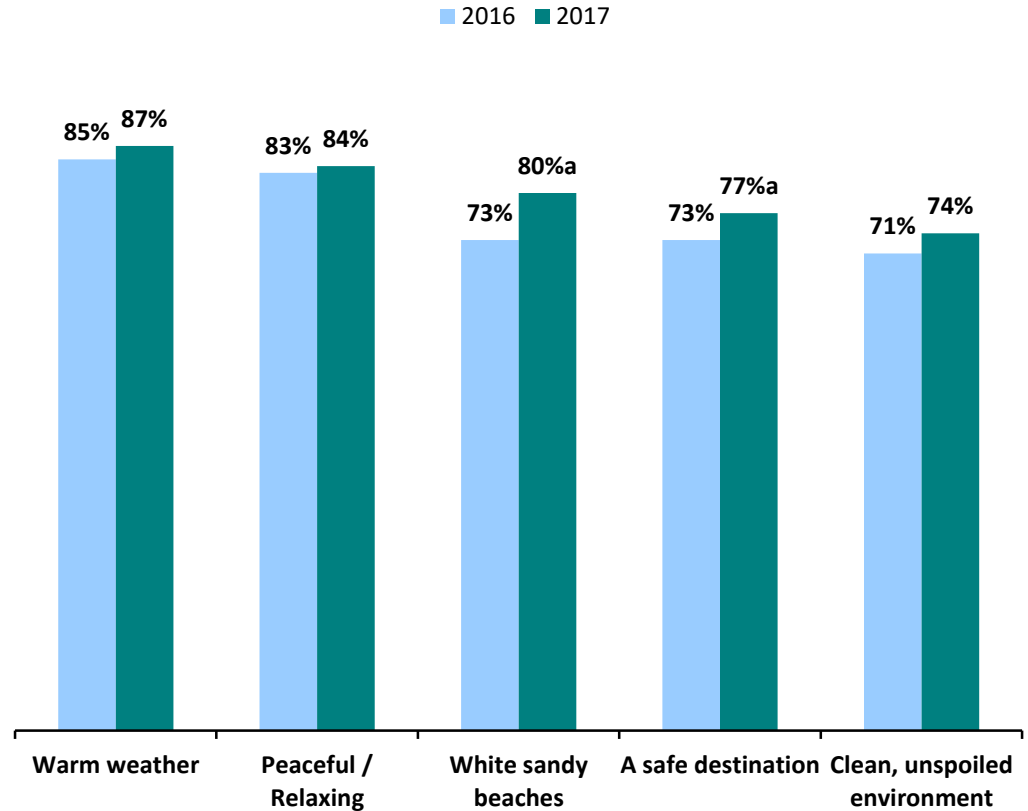
## Travel Planning

Travel Decision Influences*		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Warm weather	85%	87%
Peaceful / Relaxing	83%	84%
White sandy beaches	73%	80% a
A safe destination	73%	77% a
Clean, unspoiled environment	71%	74%
Convenient location	66%	71% a
Good value for the money	63%	66%
Plenty to see and do	60%	65% a
Reasonably priced lodging	54%	58% a
Affordable dining	53%	57%
A "family" atmosphere	53%	53%
Upscale accommodations	45%	44%

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		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Fly	71%	78% a
Drive a personal vehicle	23% b	18%
Drive a rental vehicle	4%	3%
Drive an RV	1% b	<1%
Travel by bus	<1%	-
Other/No Answer	1%	<1%

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

Airport Used		
Spring Season	2016	2017
	A	B
<b>Respondents who flew</b>	<b>668</b>	<b>736</b>
SW Florida Int'l (Fort Myers)	85%	84%
Punta Gorda	5%	5%
Miami Int'l	2%	3%
Tampa Int'l	3%	2%
Orlando Int'l	2%	2%
Ft. Lauderdale Int'l	2%	2%
Other/No Answer	1%	2%

Q2: At which Florida airport did you land?

Frequency of Using SWFL Int'l (Past Year)		
Spring Season	2016	2017
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>One or more trips</u>	<u>59%</u>	<u>62%</u>
1 trip	40%	43%
2 to 3 trips	16%	15%
4 to 5 trips	3%	3%
6 or more trips	1%	2%
None/No Answer	41%	38%

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

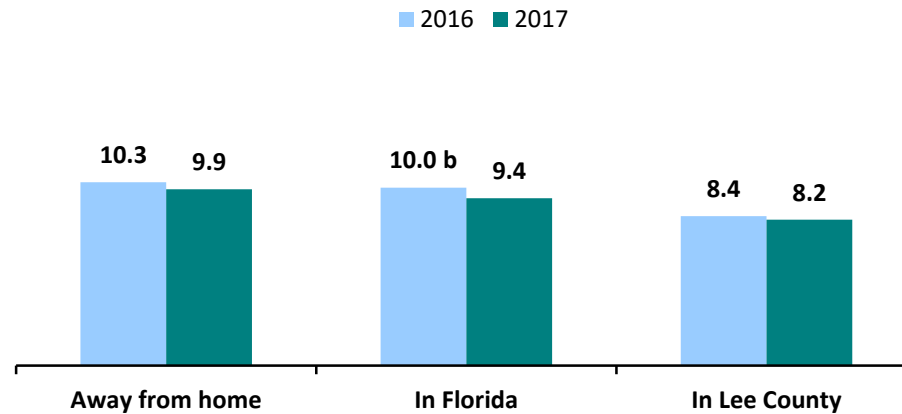


## Trip Profile

Trip Length Mean # of Days		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Away from home	10.3	9.9
In Florida	10.0 b	9.4
In Lee County	8.4	8.2

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

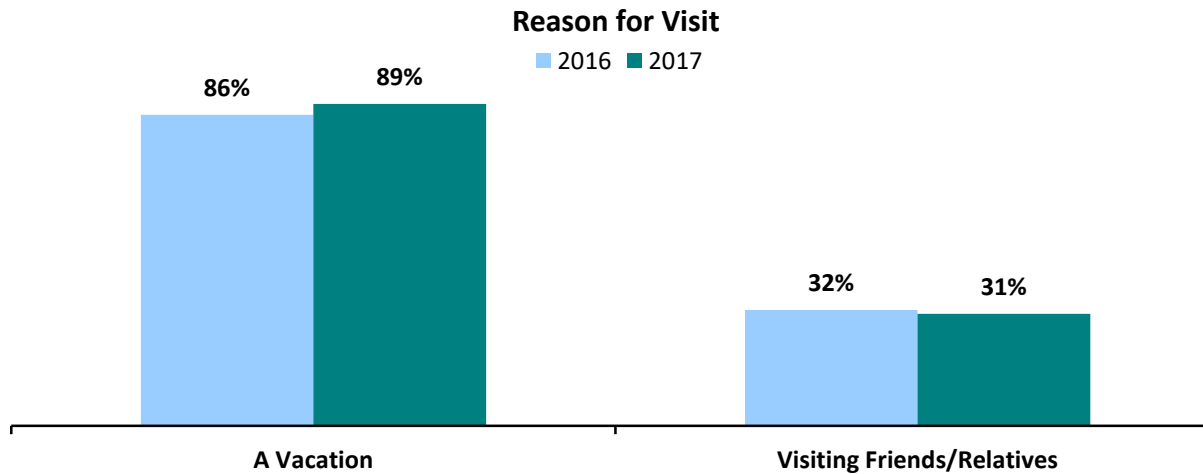
### Trip Length (mean # of days)



### Trip Profile

Reason(s) for Visit		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
A Vacation	86%	89%
Visiting Friends/Relatives	32%	31%
Personal Business	2%	1%
Sporting Event(s)	2% b	1%
A Conference/Meeting	1%	1%
Other Business Trip	1%	1%
A Convention/Trade Show	<1%	1%
Other/No Answer (NET)	2%	1%

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



## Trip Profile

First Time Visitors to Lee County								
Spring 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>935</b>	<b>940</b>	<b>43*</b>	<b>30*</b>	<b>535</b>	<b>534</b>	<b>201</b>	<b>165</b>
First-time visitor	31%	27%	12%	13%	27%	24%	54% b	34%
Repeat visitor	67%	70%	86%	83%	72%	76%	44%	60% a
No Answer	1%	2%	2%	4%	1%	1%	1%	6% a

Q15: Is this your first visit to Lee County?

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

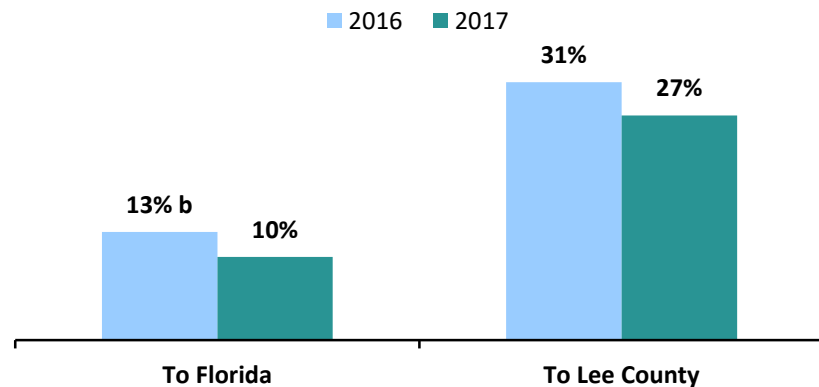
\*\*N/A: Insufficient number of responses for statistical analysis (N<30).

First Time Visitors to Florida		
Spring Season	2016	2017
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
	<b>A</b>	<b>B</b>
Yes, first-time visitor	13% b	10%
No	81%	84% a
No answer	1%	2%
<i>FL Residents*</i>	5%	3%

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



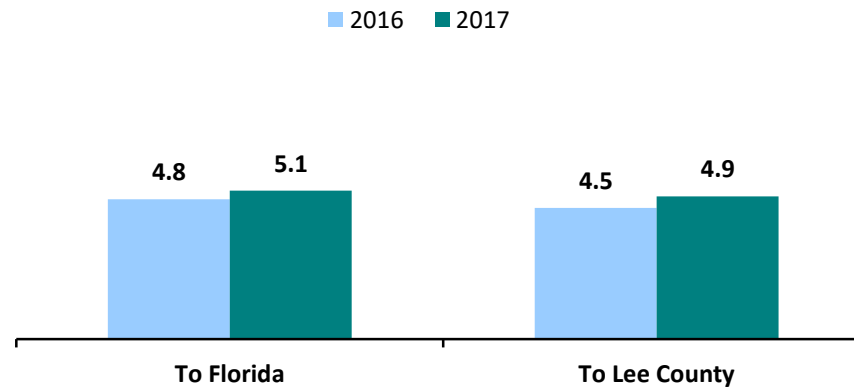
## Trip Profile

Previous Visits in Five Years				
Spring Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2016	2017	2016	2017
	A	B	A	B
Base: Repeat Visitors	754(FL res. Excl)	793(FL res. Excl)	630	662
Number of visits	4.8	5.1	4.5	4.9

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?

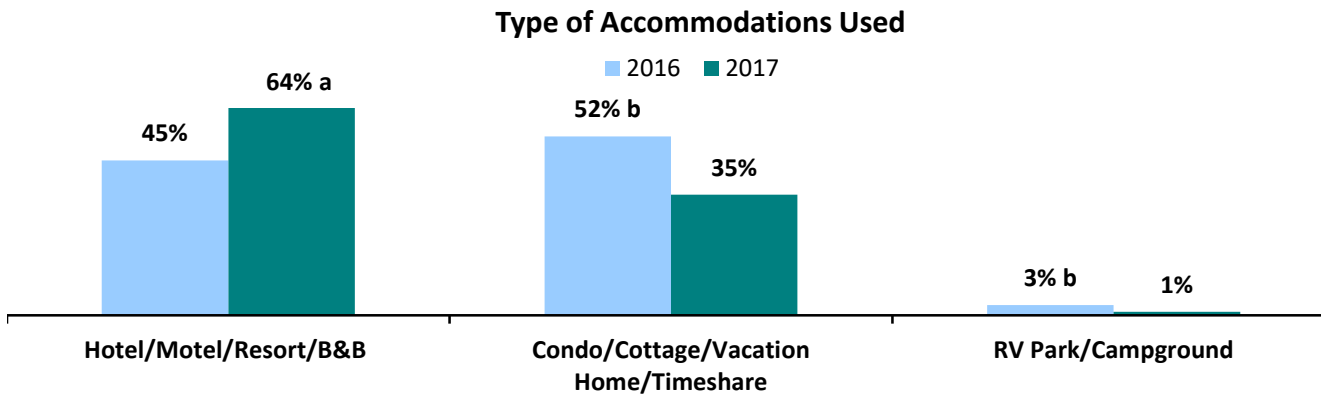
Previous Visits in Five Years



## Trip Profile

Type of Accommodations Used		
Spring Season	2016	2017
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>571</b>	<b>578</b>
<b><u>Hotel/Motel/Resort/B&amp;B (NET)</u></b>	<b>45%</b>	<b>64% a</b>
At a hotel/motel/historic inn	27%	36% a
At a resort	17%	28% a
At a Bed and Breakfast	1%	<1%
<b><u>Condo/Cottage/Vacation Home/Timeshare (NET)</u></b>	<b>52% b</b>	<b>35%</b>
<b><u>RV Park/Campground (NET)</u></b>	<b>3% b</b>	<b>1%</b>

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



## Trip Profile

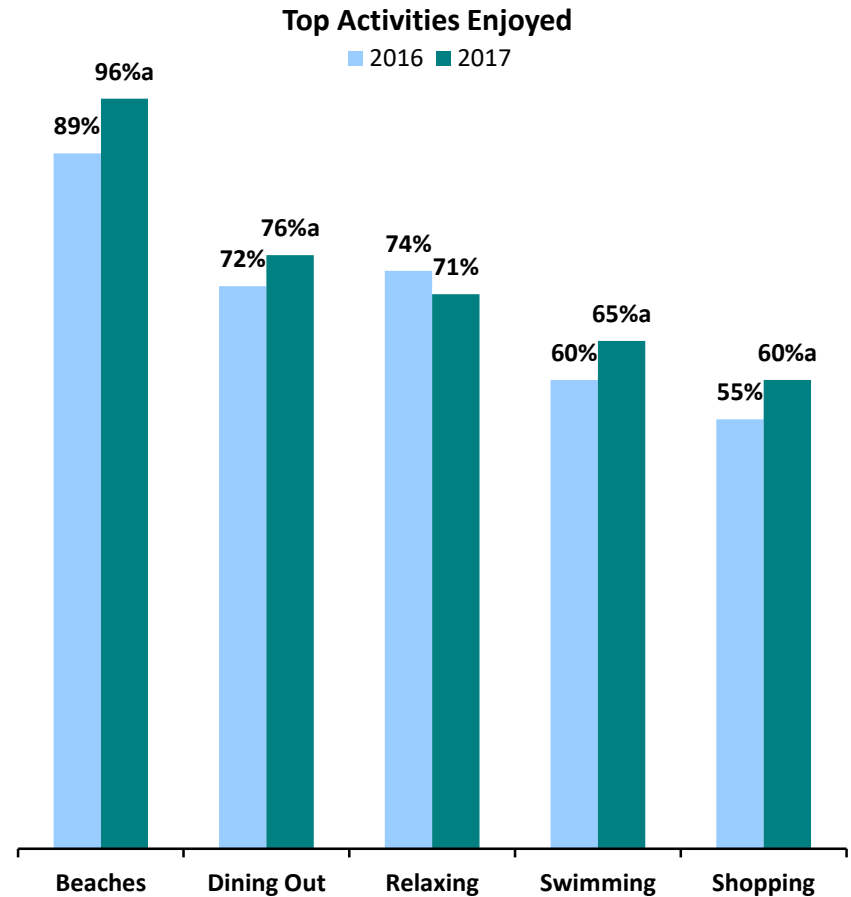
Quality of Accommodations		
Spring Season	2016	2017
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>571</b>	<b>578</b>
Far exceeded/Exceeded expectations	39%	39%
Met your expectations	52%	55%
Did not meet/Far below expectations	3%	3%
No Answer	5%	4%

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

Ratings by Subgroup								
Spring 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>192</b>	<b>181</b>	<b>370</b>	<b>383</b>	<b>435</b>	<b>451</b>	<b>132</b>	<b>117</b>
Far exceeded/Exceeded expectations	36%	34%	41%	43%	43%	42%	27%	30%
Met your expectations	52%	57%	52%	52%	50%	53%	59%	62%
Did not meet/Far below expectations	3%	3%	4%	3%	3%	3%	4%	2%
No Answer	9%	5%	3%	3%	4%	2%	10%	6%

## Trip Activities

Activities Enjoyed		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Beaches	89%	96% a
Dining Out	72%	76% a
Relaxing	74%	71%
Swimming	60%	65% a
Shopping	55%	60% a
Shelling	37%	35%
Sightseeing	37%	33%
Visiting Friends/Relatives	33%	33%
Watching Wildlife	29%	26%
Bicycle Riding	25%	22%
Photography	22%	21%
Attractions	22%	18%
Exercise/Working Out	20% b	15%
Bars/Nightlife	12%	15%
Golfing	12%	15%
Boating	11%	12%
Kayaking/Canoeing	9%	11%
Birdwatching	17% b	11%
Fishing	13%	11%
Miniature Golf	9%	9%
Parasailing / Jet Skiing	6%	5%
Guided Tour	9% b	5%
Cultural Events	6% b	3%
Sporting Event	5% b	2%
Tennis	3%	2%
Scuba Diving / Snorkeling	4% b	2%
Other	3%	3%
No Answer	2%	1%



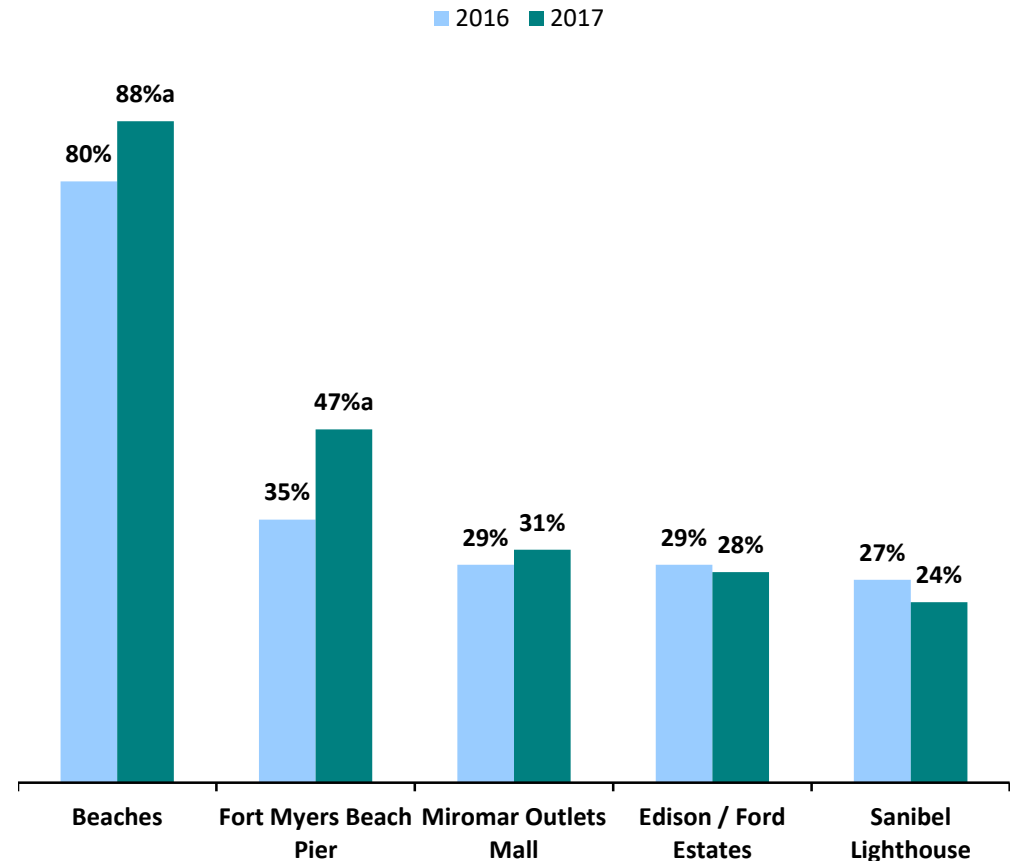
Q23: What activities or interests are you enjoying while in Lee County?  
(Please mark ALL that apply.)

## Trip Activities

Attractions Visited		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Beaches	80%	88% a
Fort Myers Beach Pier	35%	47% a
Miromar Outlets Mall	29%	31%
Edison /Ford Estates	29%	28%
Sanibel Lighthouse	27%	24%
Sanibel Outlets	14%	23% a
Ding Darling National Wildlife Refuge	15%	16%
Periwinkle Place	13%	12%
Bell Tower Shops	8%	10%
Shell Factory and Nature Park	10%	8%
Coconut Point Mall	11% b	8%
Gulf Coast Town Center	10%	7%
Edison Mall	6%	7%
Bailey-Matthews Shell Museum	3%	3%
Manatee Park	4%	3%
Barbara B. Mann Performing Arts Hall	2%	1%
Broadway Palm Dinner Theater	2% b	1%
Babcock Wilderness Adventures	1%	1%
Other	6%	5%
None/No Answer (NET)	5%	4%

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

### Top Attractions Visited





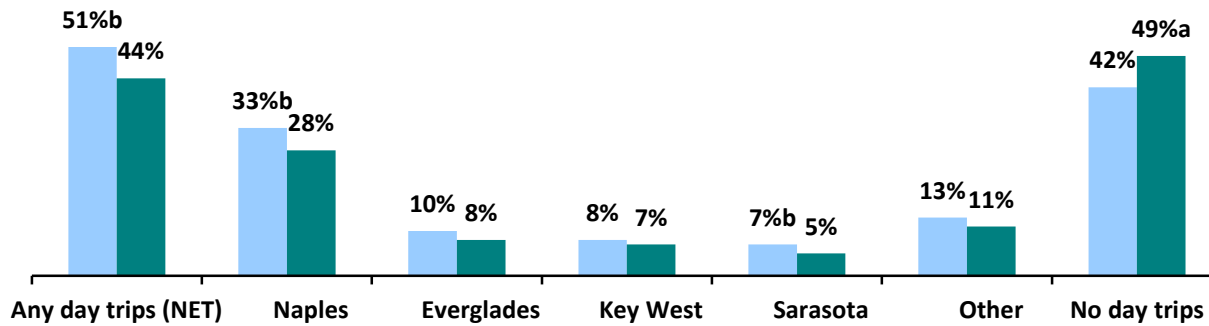
### Trip Activities

Day Trips Outside Lee County		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>Any day trips (NET)</u>	<u>51% b</u>	<u>44%</u>
<i>Naples</i>	33% b	28%
<i>Everglades</i>	10%	8%
<i>Key West</i>	8%	7%
<i>Sarasota</i>	7% b	5%
<i>Other</i>	13%	11%
<u>No day trips</u>	<u>42%</u>	<u>49% a</u>
No Answer	15%	14%

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

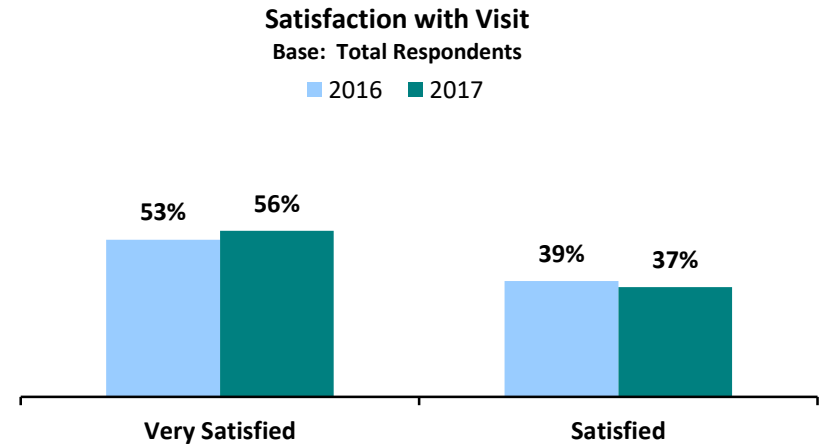
### Day Trips Outside Lee County

■ 2016 ■ 2017



## Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>Very Satisfied/Satisfied</u>	<u>92%</u>	<u>93%</u>
<i>Very Satisfied</i>	53%	56%
<i>Satisfied</i>	39%	37%
Neither	2%	1%
Dissatisfied/Very Dissatisfied	1%	<1%
Don't know/no answer	5%	5%



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

Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Spring Season	2016	2017	2016	2017	2016	2017	2016	2017
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>292</b>	<b>257</b>	<b>630</b>	<b>662</b>	<b>726</b>	<b>759</b>	<b>201</b>	<b>165</b>
<u>Very Satisfied/Satisfied</u>	<u>88%</u>	<u>90%</u>	<u>94%</u>	<u>94%</u>	<u>92%</u>	<u>94%</u>	<u>94%</u>	<u>91%</u>
<i>Very Satisfied</i>	34%	37%	63%	65%	59%	59%	35%	45% a
<i>Satisfied</i>	55%	52%	31%	30%	33%	34%	60% b	46%

## Future Plans

Likelihood to Recommend/Return to Lee County		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Likely to Recommend Lee County	84%	90% a
Likely to Return to Lee County	86%	90% a
<b>Base: Total Respondents Planning to Return</b>	<b>808</b>	<b>848</b>
Likely to Return Next Year	56%	57%

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

Q31: Will you come back to Lee County?

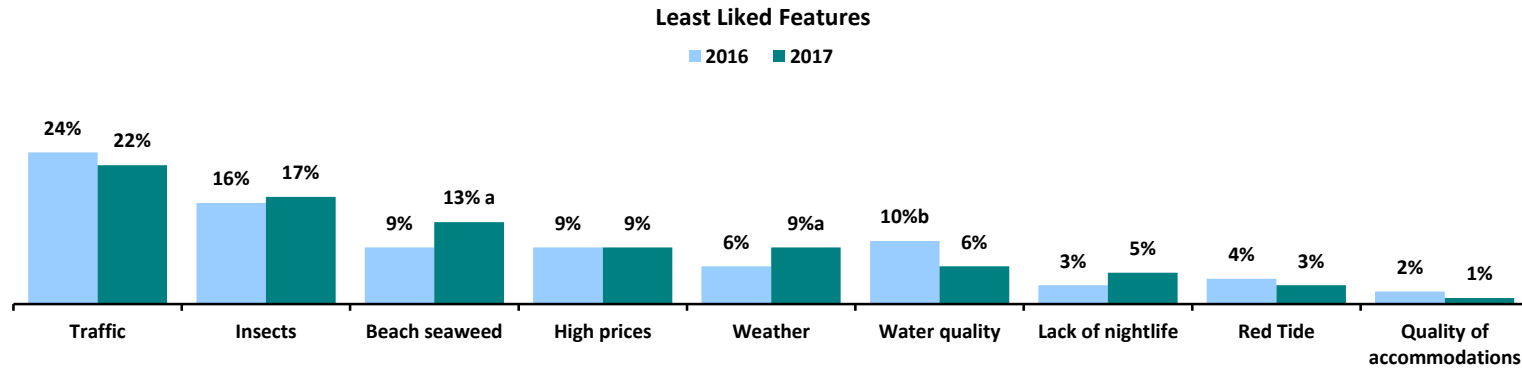
Q32: Will you come back next year?

Ratings by Subgroup								
Spring 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</b>	<b>292</b>	<b>257</b>	<b>630</b>	<b>662</b>	<b>726</b>	<b>759</b>	<b>201</b>	<b>165</b>
Likely to Recommend Lee County	77%	85% a	87%	92% a	84%	90% a	84%	93% a
Likely to Return to Lee County	78%	81%	91%	94%	88%	91%	83%	88%
<b>Base: Total Respondents Planning to Return</b>	<b>226</b>	<b>207</b>	<b>572</b>	<b>620</b>	<b>637</b>	<b>690</b>	<b>167</b>	<b>146</b>
Likely to Return Next Year	37%	34%	63%	64%	57%	58%	52%	51%

## Trip Experience

Least Liked Features		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Traffic	24%	22%
Insects	16%	17%
Beach seaweed	9%	13% a
High prices	9%	9%
Weather	6%	9% a
Water quality	10% b	6%
Lack of nightlife	3%	5%
Red Tide	4%	3%
Quality of accommodations	2%	1%
Other	6%	5%
Nothing/No Answer (NET)	39%	40%

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

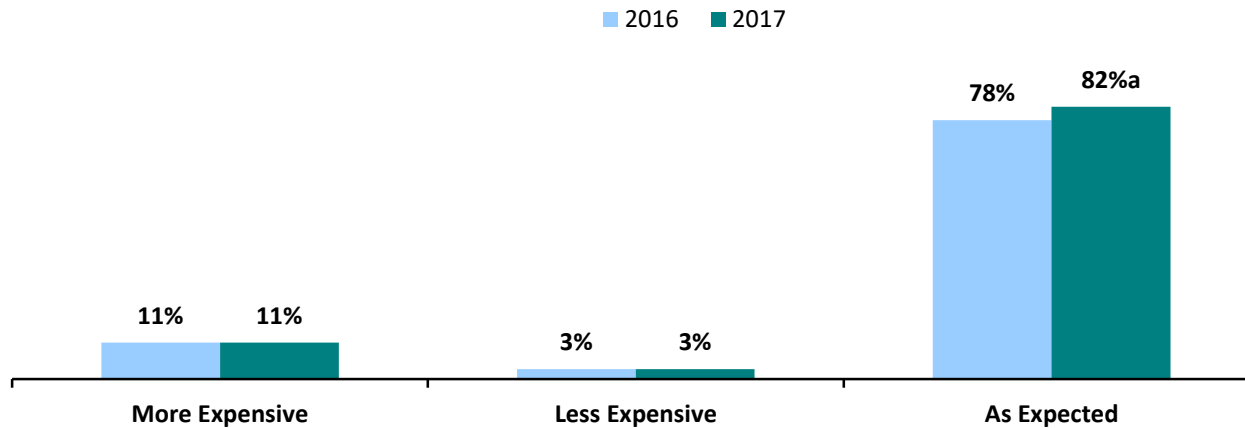


### Trip Experience

Perception of Lee County as Expensive		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
More Expensive	11%	11%
Less Expensive	3%	3%
As Expected	78%	82% a
Don't know/No Answer (NET)	8% b	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		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Age of respondent (mean)	51.5 b	50.1
Annual household income (mean)	\$102,218	\$102,797
<u>Marital Status</u>		
Married	74%	72%
Single	14%	13%
Vacations per year (mean)	3.1	3.1
Short getaways per year (mean)	3.9	3.7

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		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
Family	37%	40%
Couple	39%	37%
Group of couples/friends	14%	13%
Single	6%	6%
<b>Mean travel party size</b>		
	3.3	3.3
<b>Mean adults in travel party</b>		
	2.8	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		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>935</b>	<b>940</b>
<u>Traveling with any Children (net)</u>	<u>25%</u>	<u>28%</u>
Any younger than 6	10%	13%
Any ages 6-11	12%	14%
Any 12-17 years old	12%	12%
No Children	75%	72%

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		
Spring Season	2016	2016	2016	2017	% Change
Paid Accommodations	63%	64%	819,406	853,367	4.1%
Friends/Relatives	37%	36%	487,515	476,082	-2.3%
<b>Total Visitation</b>			<b>1,306,921</b>	<b>1,329,449</b>	<b>1.7%</b>

Visitor Origin (Paid Accommodation Guests)					
Spring Season	%		Visitor Estimates		
Country of Origin	2016	2017	2016	2017	Direction of Change
United States	77%	79%	628,645	677,585	+
Canada	4%	7%	30,348	63,101	+
Germany	11%	7%	88,155	61,599	-
UK	5%	2%	41,910	19,531	-
Scandinavia	2%	1%	15,897	9,014	-
BeNeLux	1%	1%	7,226	6,010	-
Switzerland	<1%	1%	2,890	6,010	+
Austria	-	<1%	-	3,005	+
France	<1%	<1%	2,890	1,502	-
Latin America	-	<1%	-	1,502	+
Other International	<1%	<1%	2,890	4,507	+

U.S. Region of Origin	2016	2017	2016	2017	Direction of Change
Florida	8%	8%	51,169	53,711	+
South (including Florida)	24%	25%	148,024	167,331	+
Midwest	46%	46%	286,911	309,871	+
Northeast	25%	25%	158,989	171,462	+
West	6%	4%	34,722	28,921	-

Spring 2017 Top DMAs (Paid Accommodations)		
Chicago	8%	55,777
Boston (Manchester, NH)	7%	45,448
New York	5%	30,987
Indianapolis	4%	28,921
Cleveland-Akron (Canton)	4%	26,856
Miami-Fort Lauderdale	4%	24,790
Pittsburgh	3%	22,724
Saint Louis	3%	22,724
Minneapolis-Saint Paul	3%	22,724
Detroit	3%	20,658

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 Spring 2017

*For the 2017 spring season, property managers were interviewed in July 2017 to provide data for each specific month of the season (April, May, and June 2017).*

*For the 2016 spring season, property managers were interviewed in July 2016 to provide data for each specific month of the season (April, May, and June 2016).*



## Occupancy/Daily Rates

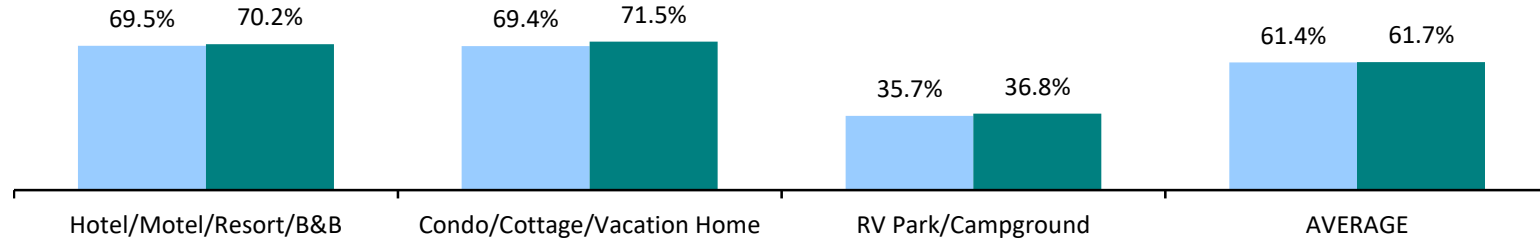
	Average Occupancy Rate			Average Daily Rate			RevPAR		
Spring Season	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	69.5%	70.2%	1.0%	\$147.61	\$155.03	5.0%	\$102.65	\$108.77	6.0%
Condo/Cottage/Vacation Home	69.4%	71.5%	3.0%	\$186.08	\$204.71	10.0%	\$129.19	\$146.41	13.3%
RV Park/Campground	35.7%	36.8%	3.1%	\$44.60	\$46.64	4.6%	\$15.93	\$17.17	7.8%
<b>AVERAGE</b>	<b>61.4%</b>	<b>61.7%</b>	<b>0.5%</b>	<b>\$142.44</b>	<b>\$149.73</b>	<b>5.1%</b>	<b>\$87.48</b>	<b>\$92.37</b>	<b>5.6%</b>

Q16: What was your overall average occupancy rate for the month of [April/May/June]?

Q17: What was your average daily rate (ADR) in [April/May/June]?

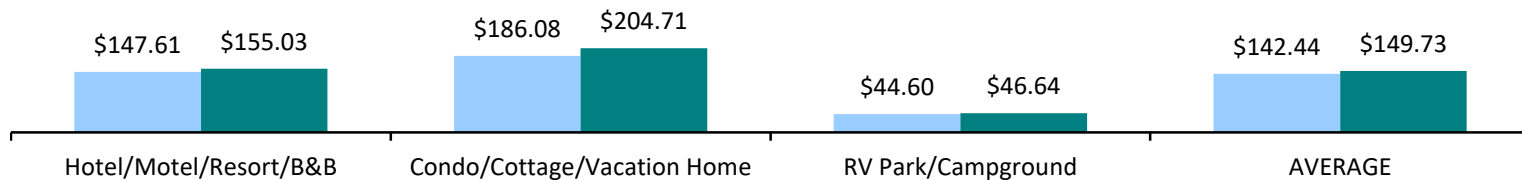
### Average Occupancy Rate

■ 2016 ■ 2017



### Average Daily Rate

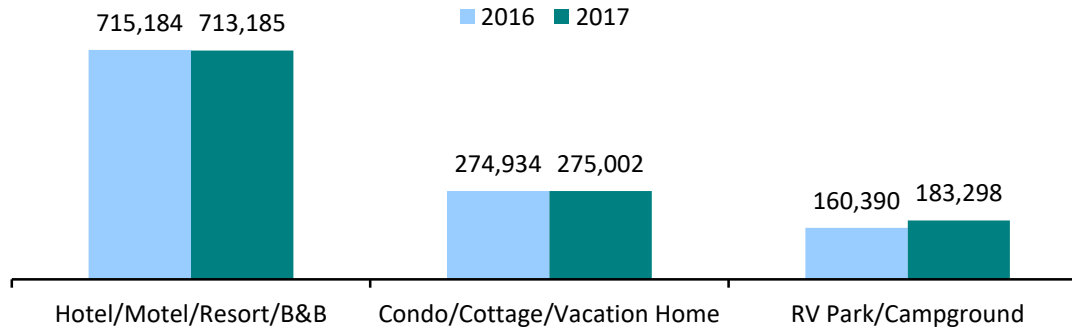
■ 2016 ■ 2017



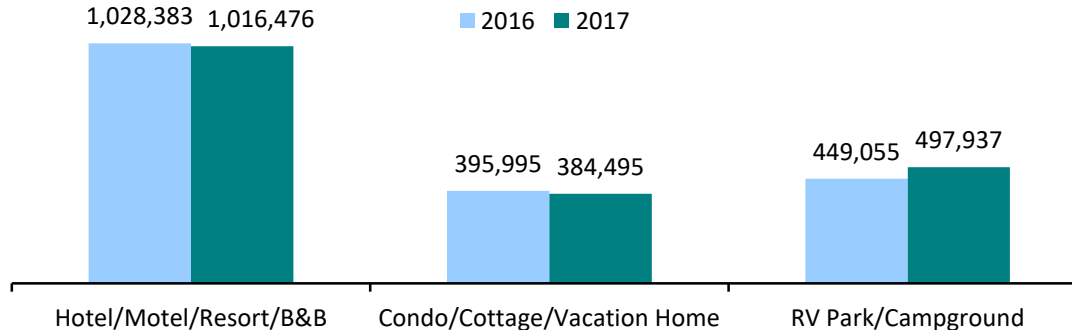
### Room/Unit/Site Nights

Spring Season	Occupied Room Nights			Available Room Nights		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	715,184	713,185	-0.3%	1,028,383	1,016,476	-1.2%
Condo/Cottage/Vacation Home	274,934	275,002	0.0%	395,995	384,495	-2.9%
RV Park/Campground	160,390	183,298	14.3%	449,055	497,937	10.9%
<b>Total</b>	<b>1,150,508</b>	<b>1,171,485</b>	<b>1.8%</b>	<b>1,873,433</b>	<b>1,898,908</b>	<b>1.4%</b>

Occupied Room Nights



Available Room Nights



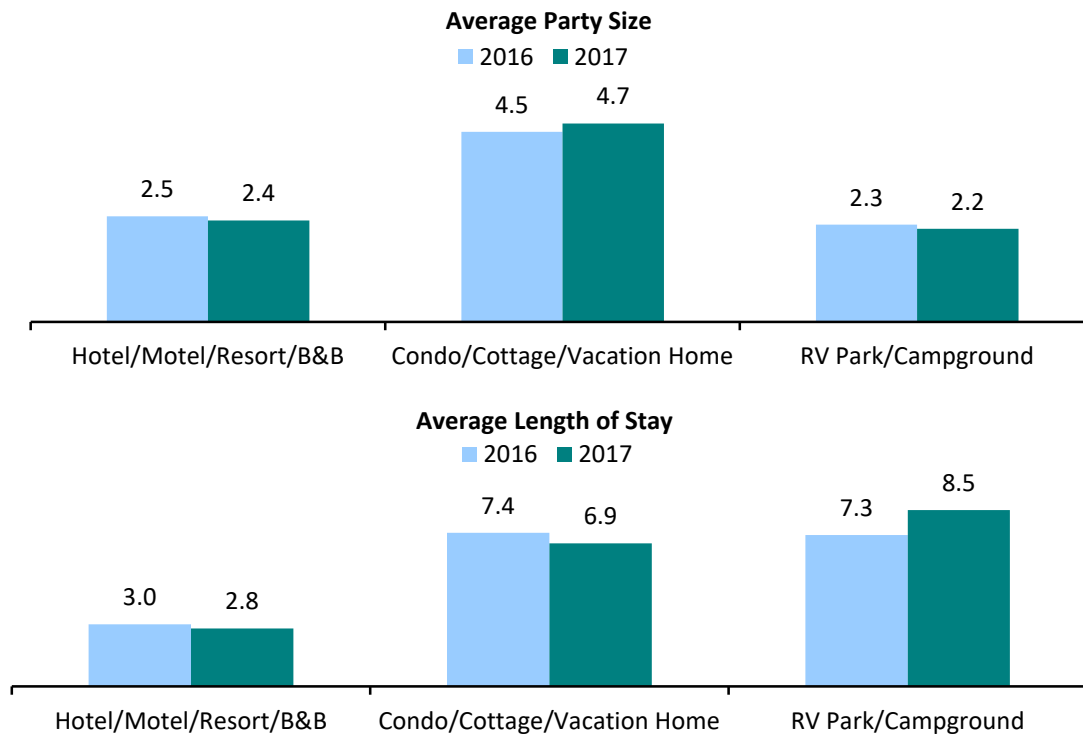
### Average Party Size and Length of Stay

Spring Season	Average Party Size			Average Length of Stay		
	2016	2017	% Change	2016	2017	% Change
Hotel/Motel/Resort/B&B	2.5	2.4	-5.5%	3.0	2.8	-6.9%
Condo/Cottage/Vacation Home	4.5	4.7	5.5%	7.4	6.9	-7.4%
RV Park/Campground	2.3	2.2	-5.6%	7.3	8.5	16.4%
<b>Average</b>	<b>3.0</b>	<b>2.9</b>	<b>-2.3%</b>	<b>4.2</b>	<b>4.0</b>	<b>-4.0%</b>

Q18: What was your average number of guests per room/site/unit in [April/May/June]?

Q19: What was the average length of stay (in nights) of your guests in [April/May/June]?

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

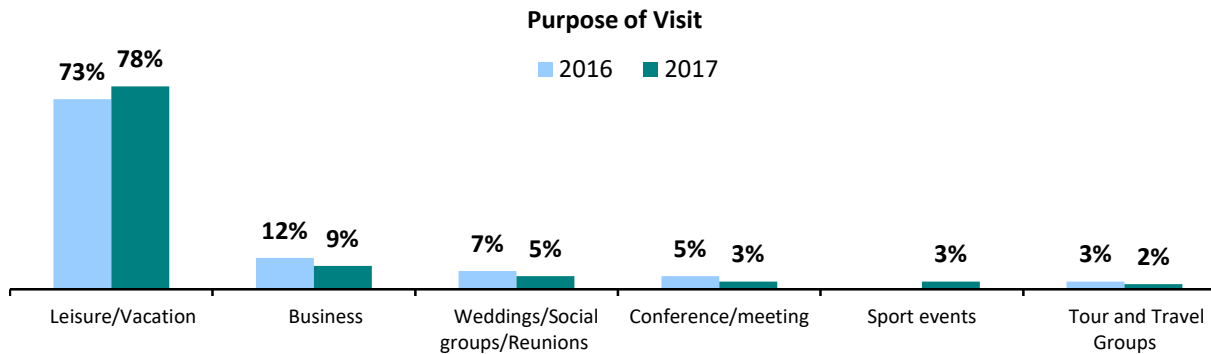


## Lodging Management Estimates

Guest Profile		
Spring Season	2016	2017
	A	B
<b>Total Number of Responses</b>	<b>124</b>	<b>98</b>
<u>Purpose of Visit</u>		
Leisure/Vacation	73%	78%
Business	12%	9%
Weddings/Social groups/Reunions (net)	7%	5%
Conference/meeting	5%	3%
Sport events*	-	3%
Tour and Travel Groups	3%	2%

Q22: What percent of your [April/May/June] room/site/unit occupancy do you estimate was generated by:

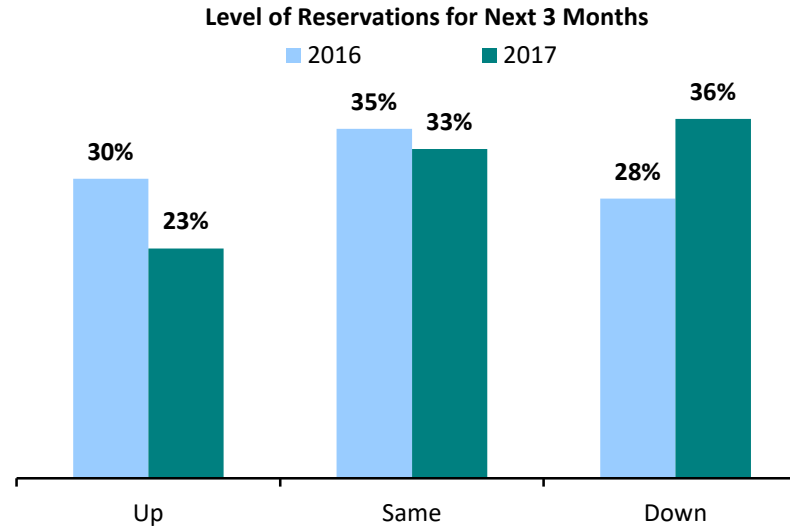
\* "Sport events" was added to the questionnaire as a response option in April 2017, so there is no comparison with the prior year's data on this response.



## Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Spring Season	2016	2017
	A	B
<b>Total Respondents</b>	<b>129</b>	<b>108</b>
<u>Up/Same (net)</u>	<u>65%</u>	<u>56%</u>
Up	30%	23%
Same	35%	33%
Down	28%	36%
No Answer	7%	7%

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



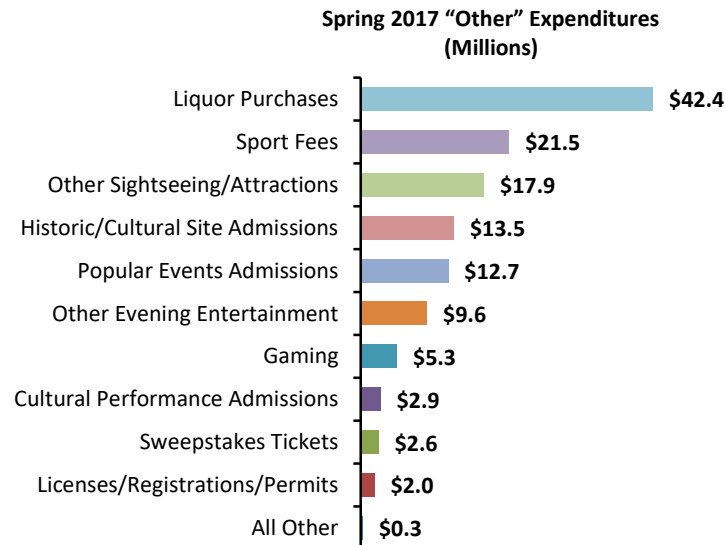
\*Note: Only includes those property managers interviewed in July 2016 for direct comparability to those interviewed in July 2017.

**Economic Impact Analysis**  
**Spring 2017**

## Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Spring Season	2016	2017	% Change
<u>TOTAL</u>	<u>\$704,543,424</u>	<u>\$728,035,018</u>	<u>3.3%</u>
Food and Beverages	\$180,938,185	\$185,064,979	2.3%
Shopping	\$170,637,866	\$174,720,564	2.4%
Lodging Accommodations	\$163,880,941	\$175,408,246	7.0%
Ground Transportation	\$61,822,886	\$62,177,601	0.6%
Other	\$127,263,546	\$130,663,628	2.7%

(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		
Spring Season	2016	2017	% Change	2016	2017	% Change
<u>TOTAL</u>	<u>\$467,435,888</u>	<u>\$500,090,495</u>	<u>7.0%</u>	<u>\$237,107,536</u>	<u>\$227,944,523</u>	<u>-3.9%</u>
Lodging Accommodations	\$163,880,941	\$175,408,246	7.0%	\$0	\$0	-
Food and Beverages	\$102,793,312	\$110,004,843	7.0%	\$78,144,873	\$75,060,136	-3.9%
Shopping	\$93,514,694	\$100,713,339	7.7%	\$77,123,172	\$74,007,225	-4.0%
Ground Transportation	\$37,186,115	\$39,213,812	5.5%	\$24,636,771	\$22,963,789	-6.8%
Other	\$70,060,826	\$74,750,255	6.7%	\$57,202,720	\$55,913,373	-2.3%

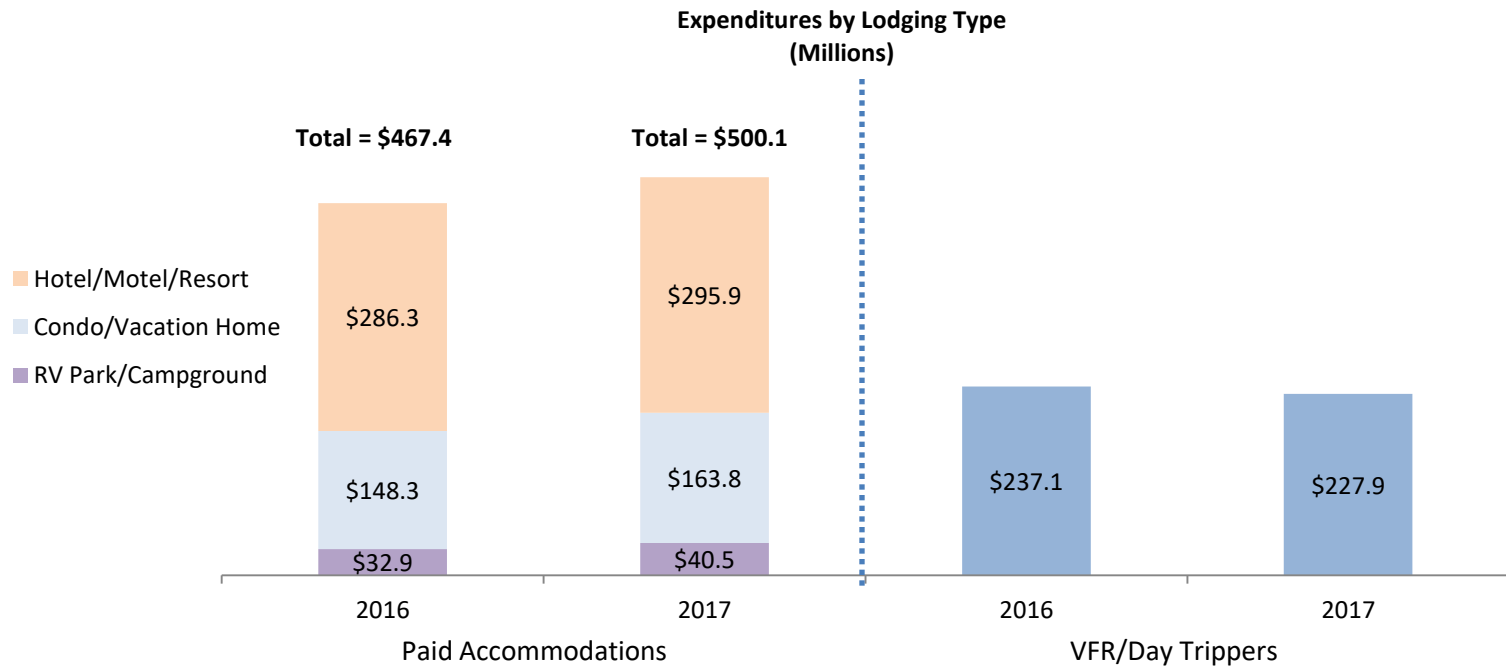
“Other ” includes the following categories:

- 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					
Spring Season	2016	2017	% Change	2016	2017
<u>TOTAL</u>	<u>\$704,543,424</u>	<u>\$728,035,018</u>	<u>3.3%</u>	<u>100%</u>	<u>99%</u>
Visiting Friends & Relatives/Day Trippers	\$237,107,536	\$227,944,523	-3.9%	34%	31%
<u>Paid Accommodations</u>	<u>\$467,435,888</u>	<u>\$500,090,495</u>	<u>7.0%</u>	<u>66%</u>	<u>69%</u>
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$286,322,951</i>	<i>\$295,864,452</i>	3.3%	41%	41%
<i>Condo/Cottage/Vacation Home</i>	<i>\$148,253,048</i>	<i>\$163,767,728</i>	10.5%	21%	22%
<i>RV Park/Campground</i>	<i>\$32,859,889</i>	<i>\$40,458,315</i>	23.1%	5%	6%



## 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.

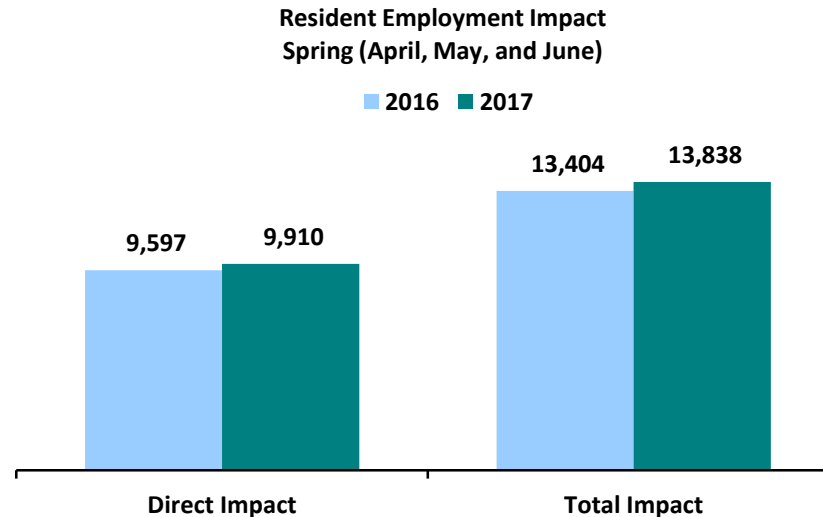
## Impact on Jobs for Lee County Residents

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.).



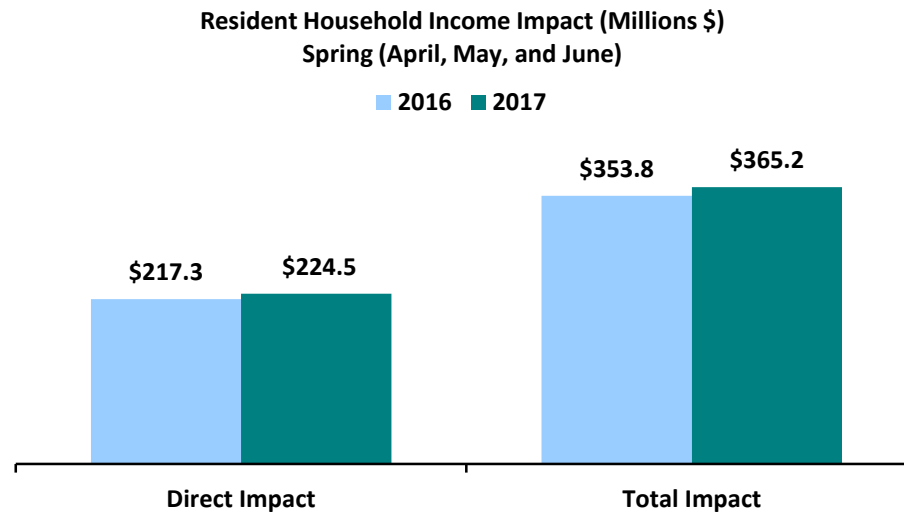
## Impact on Household Income for Lee County Residents

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.

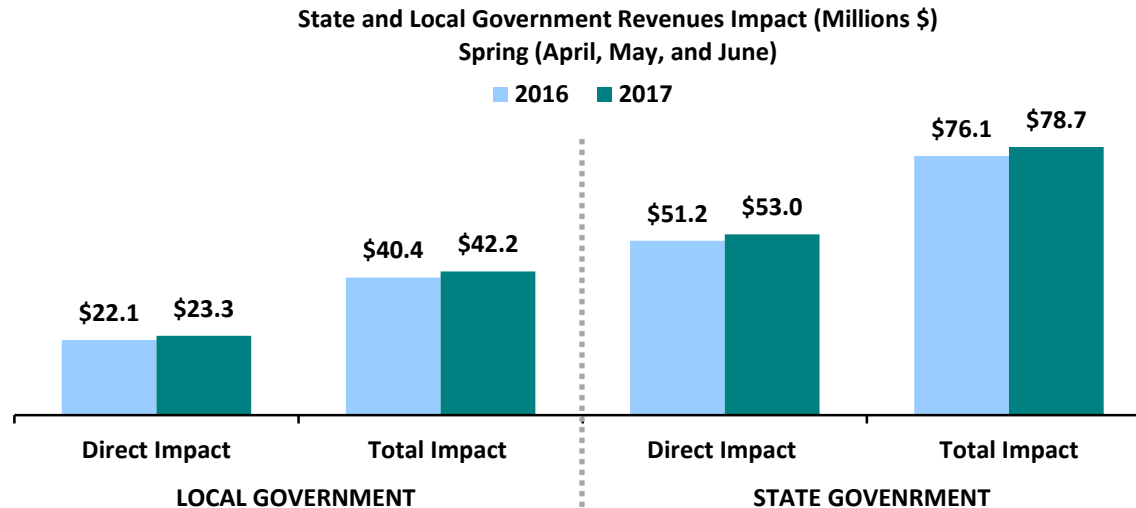
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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**  
**Spring 2017**

## April 2017 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	4/1/2017	31
Sanibel	Holiday Inn Sanibel Island	4/4/2017	10
Sanibel	Sanibel Surfside	4/4/2017	8
Sanibel	Loggerhead Cay	4/4/2017	8
Sanibel	Conquina Beach Club	4/4/2017	7
Fort Myers	Edison & Ford Winter Estates	4/6/2017	25
Cape Coral	Cape Coral Yacht Club	4/7/2017	23
Fort Myers Beach	DiamondHead Beach Resort	4/13/2017	11
Fort Myers Beach	Times Square	4/13/2017	16
Fort Myers Beach	Estero Island Beach Club	4/13/2017	7
Estero	Miromar Outlet	4/14/2017	23
Sanibel	Tarpon Beach	4/18/2017	5
Sanibel	Pelican Roost	4/18/2017	4
Sanibel	Lighthouse Beach	4/18/2017	14
Sanibel	Sanibel Inn	4/18/2017	13
Fort Myers	Edison & Ford Winter Estates	4/21/2017	20
Fort Myers	RSW Airport	4/22/2017	33
Fort Myers Beach	Cane Palm Beach Condos	4/26/2017	6
Fort Myers Beach	The Pier	4/26/2017	18
Fort Myers Beach	Best Western PLUS Beach Resort	4/26/2017	12
Fort Myers	Edison & Ford Winter Estates	4/28/2017	20
<b>Total</b>			<b>314</b>

## May 2017 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Sanibel	Song of the Sea	5/4/2017	6
Sanibel	Tortuga Beach Resort	5/4/2017	5
Sanibel	Conquina Beach	5/4/2017	7
Sanibel	Sanibel Inn	5/4/2017	11
Fort Myers	RSW Airport	5/6/2017	34
Fort Myers Beach	Neptune Inn	5/9/2017	11
Fort Myers Beach	DiamondHead Beach Resort	5/9/2017	10
Fort Myers Beach	The Pier	5/9/2017	13
Fort Myers	Edison & Ford Winter Estates	5/11/2017	20
Estero	Miromar Outlet	5/12/2017	19
Bonita Springs	Bonita Beach Park	5/18/2017	26
Fort Myers	Edison & Ford Winter Estates	5/19/2017	22
Fort Myers	RSW Airport	5/20/2017	33
Fort Myers Beach	Cane Palm Beach Condos	5/25/2017	8
Fort Myers Beach	Best Western PLUS Beach Resort	5/25/2017	12
Fort Myers Beach	Bel Air	5/25/2017	6
Fort Myers Beach	Times Square	5/25/2017	9
Fort Myers	Edison & Ford Winter Estates	5/26/2017	20
Sanibel	Holiday Inn Sanibel Island	5/30/2017	11
Sanibel	Pelican Roost	5/30/2017	6
Sanibel	Sanibel Surfside	5/30/2017	6
Sanibel	Lighthouse Beach	5/30/2017	15
<b>Total</b>			<b>310</b>



## June 2017 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Edison & Ford Winter Estates	6/1/2017	22
Fort Myers Beach	Times Square	6/2/2017	20
Fort Myers Beach	Best Western PLUS Beach Resort	6/2/2017	9
Fort Myers Beach	Bel Air	6/2/2017	7
Fort Myers	RSW Airport	6/10/2017	34
Sanibel	Song of the Sea	6/14/2017	9
Sanibel	Conquina Beach	6/14/2017	8
Sanibel	Sanibel Arms	6/14/2017	8
Sanibel	Sanibel Inn	6/14/2017	9
Bonita Springs	Bonita Beach Park	6/15/2017	30
Fort Myers	Edison & Ford Winter Estates	6/16/2017	22
Fort Myers Beach	DiamondHead Beach Resort	6/21/2017	8
Fort Myers Beach	Neptune Inn	6/21/2017	7
Fort Myers Beach	Estero Island Beach Club	6/21/2017	8
Fort Myers Beach	Times Square	6/21/2017	11
Fort Myers	RSW Airport	6/24/2017	33
Sanibel	Sanibel Surfside	6/27/2017	8
Sanibel	Holiday Inn Sanibel Island	6/27/2017	8
Sanibel	Tortuga Beach Resort	6/27/2017	8
Sanibel	Loggerhead Cay	6/27/2017	6
Fort Myers	Edison & Ford Winter Estates	6/29/2017	24
Estero	Miromar Outlet	6/30/2017	17
<b>Total</b>			<b>316</b>

## Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of July 2017 to gather data for April, May, and June 2017 lodging activity. Information was provided by 116 Lee County lodging properties.

Lodging Type	Spring 2017 Number of Interviews
Hotel/Motel/Resort/B&Bs	64
Condo/Cottage/Vacation Home/Timeshare	33
RV Park/Campground	19
<b>Total</b>	<b>116</b>