

The Beaches of Fort Myers - Sanibel



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

Prepared for:

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

Prepared by:



**December 2007 Visitor Profile and Occupancy Analysis
February 1, 2008**



Executive Summary December 2007



Executive Summary

During the month of December 2007, Lee County hosted more than 495,000 visitors. One-third of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, three-quarters were US residents. Among US visitors, half were from the Midwest.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	37%	181,855*
<u>Friends/Relatives</u>	63%	<u>314,993**</u>
<i>Total Visitation</i>		<i>496,848</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	73%	132,477
Canada	9%	15,656
Germany	7%	12,043
United Kingdom	5%	9,635
Other/No Answer	7%	13,248
U.S. Region (Paid Accommodations)***		
Florida	4%	4,817
South (including Florida)	13%	16,860
Midwest	48%	63,830
Northeast	16%	21,678
West	4%	4,817
No Answer	18%	24,087
Top DMAs (Paid Accommodations)***		
Chicago	5%	6,022
Philadelphia	5%	6,022
Minneapolis-Saint Paul	4%	4,817
New York	4%	4,817
Columbus, OH	4%	4,817
Des Moines-Ames	4%	4,817
Indianapolis	3%	3,613
Dayton	3%	3,613
Tampa-St. Petersburg	3%	3,613
South Bend-Elkhart	3%	3,613
Cincinnati	3%	3,613
Grand Rapids	3%	3,613

* Estimated from property managers' responses

** Estimated from survey among residents

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



Executive Summary

Visitors spent \$277 million in Lee County during the month of December. Half of this was spent by those visitors staying in paid accommodations (\$137 million). Including only those properties paying the bed tax, \$125 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.

Half of the December visitors flew to the area (56%), while an additional 42% drove to Lee County. Most Lee County visitors were repeat visitors (73%), averaging four trips in the past five years (4.2).

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

Lee County visitors continue to be satisfied with their visit (96%). Further proof of this satisfaction is illustrated by the 92% who said they will recommend Lee County to a friend or family member and 91% who indicated that they plan to return themselves.

Lee County December visitors are around the age of 48 and are more affluent than the general population (average household income of \$96,783). While most are married (71%), only 28% are traveling with children.

Average occupancy rates for the month of December were up slightly over November. Unlike prior months, however, RV parks and campgrounds had the highest occupancy at 54.7%. Average daily rates were highest among condos/cottages/vacation rentals at \$171.63.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	136	138	138/136
Hotel/Motel/Resort/B&B	53.4%	\$130.35	\$69.54
Condo/Cottage/Vacation Home*	46.9%	\$171.63	\$80.57
RV Park/Campground	54.7%	\$42.22	\$23.09
AVERAGE	51.8%	\$123.47	\$63.97

* Includes timeshare rental properties.

Fifty percent of the lodging properties surveyed reported their December 2007 occupancy to be better (28%) or the same (22%) as December 2006, while 50% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 55% reporting it to be better (34%) or the same (21%) in December 2007 as compared to December 2006, and 46% saying it was worse.



Visitor Profile Analysis December 2007

A total of 206 interviews were conducted with visitors in Lee County during the month of December. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



Visitor Profile Analysis

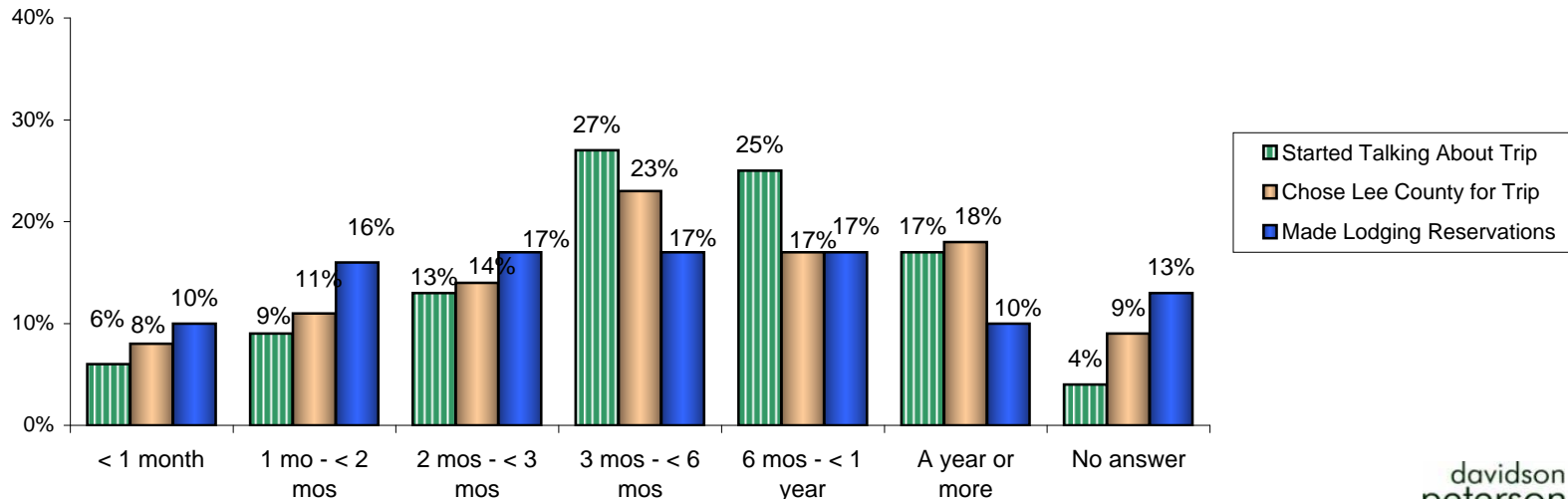
Travel Planning

Total Respondents	206	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		6%	8%	10%
1 mo - < 2 mos		9%	11%	16%
2 mos - < 3 mos		13%	14%	17%
3 mos - < 6 mos		27%	23%	17%
6 mos - < 1 year		25%	17%	17%
A year or more		17%	18%	10%
No answer		4%	9%	13%

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

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

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





Visitor Profile Analysis

Travel Planning

Reserved Accommodations

Total Respondents	206
Before Leaving Home	81%
After arriving in FL	11%
On the road, but not in FL	1%
No Answer	7%

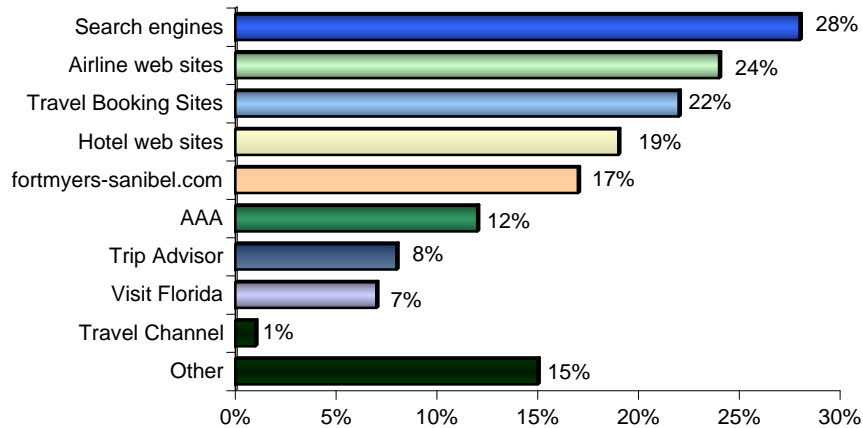
Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access

Total Respondents	206
<u>Yes</u>	<u>91%</u>
Home	28%
Work	2%
Both Home and Work	61%
<u>No</u>	<u>9%</u>

Question 8: Do you have access to a computer?

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Web Sites Visited

Total Respondents with computer access	188
<u>Visited web sites (net)</u>	<u>76%</u>
Search engines	28%
Airline web sites	24%
Travel Booking Sites	22%
Hotel web sites	19%
fortmyers-sanibel.com	17%
AAA	12%
Trip Advisor	8%
Visit Florida	7%
Travel Channel	1%
Other	15%
<u>Did not visit web sites</u>	<u>17%</u>
No Answer	7%

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



Visitor Profile Analysis

Travel Planning

Requesting Information

Total Respondents	206
<u>Requested Information (net)</u>	<u>37%</u>
Hotel Web Site	14%
VCB Web Site	9%
Call hotel	7%
Visitor Guide	5%
Call local Chamber of Commerce	2%
Clipping/mailling coupon	1%
Other	14%
<u>Did not request information</u>	<u>51%</u>
No Answer	12%

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

Travel Agent Assistance

Total Respondents	206
Yes	6%
No	92%

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

Total respondents who used travel agent	13*
Yes	N/A
No	N/A

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

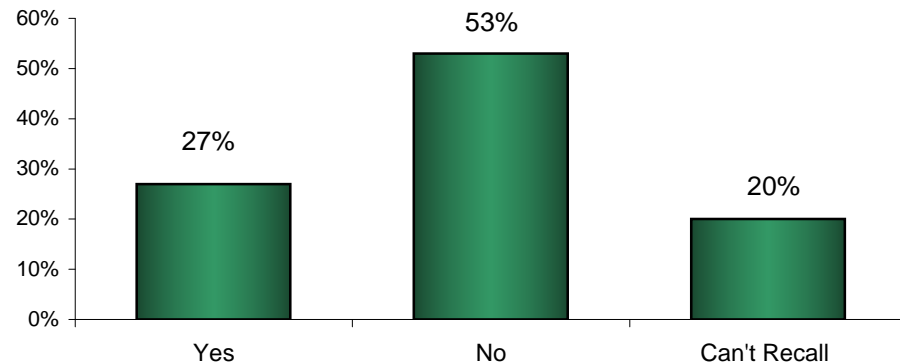
*N/A: Insufficient number of responses for statistical analysis.

Recall of Lee County Promotions

Total Respondents	206
Yes	27%
No	53%
Can't Recall	20%

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

Recall of Promotions



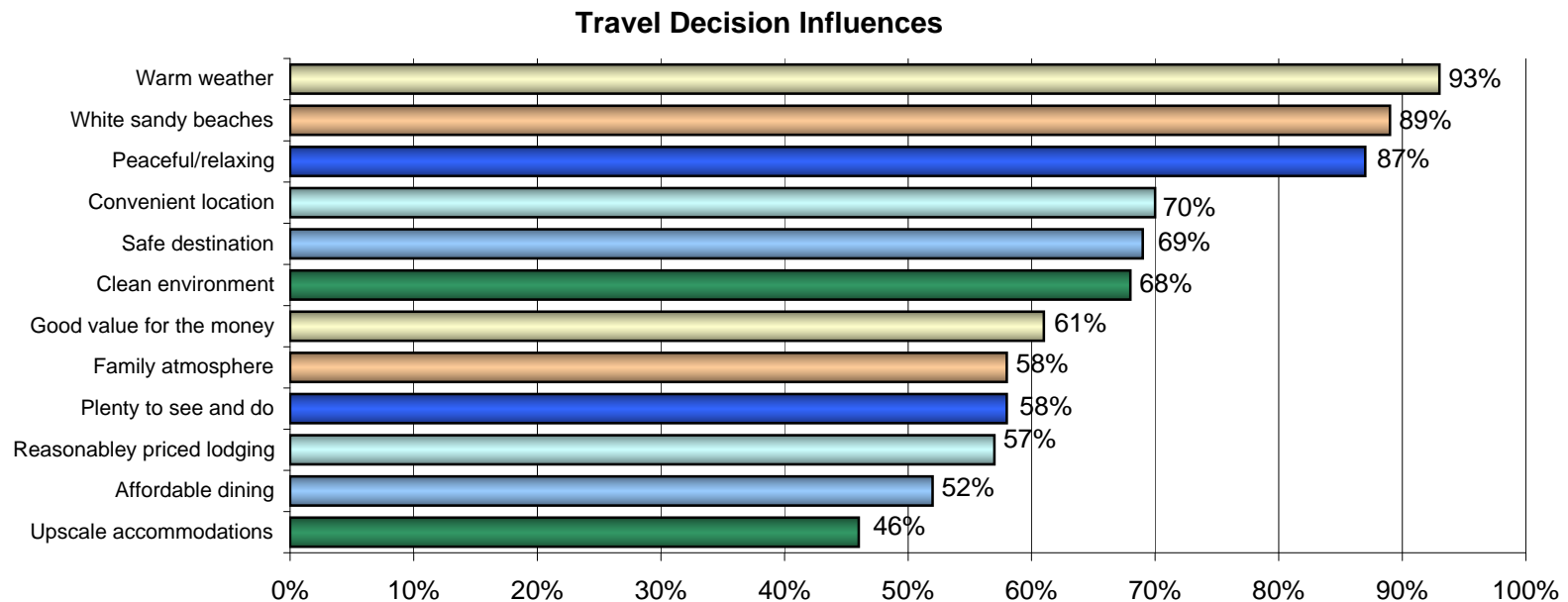


Visitor Profile Analysis

Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
206			
Warm weather	93%	Good value for the money	61%
White sandy beaches	89%	Family atmosphere	58%
Peaceful/Relaxing	87%	Plenty to see and do	58%
Convenient location	70%	Reasonably priced lodging	57%
Safe destination	69%	Affordable dining	52%
Clean environment	68%	Upscale accommodations	46%

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





Visitor Profile Analysis

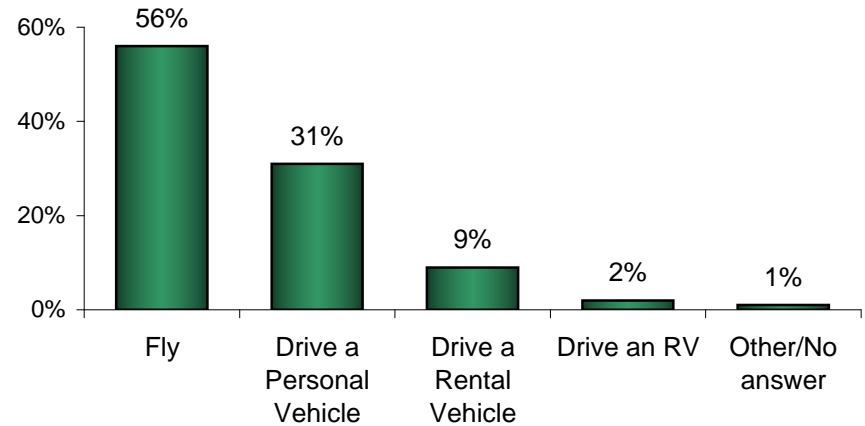
Trip Profile

Mode of Transportation

Total Respondents	206
Fly	56%
Drive a Personal Vehicle	31%
Drive a Rental Vehicle	9%
Drive an RV	2%
Other/No answer	1%

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

Mode of Transportation

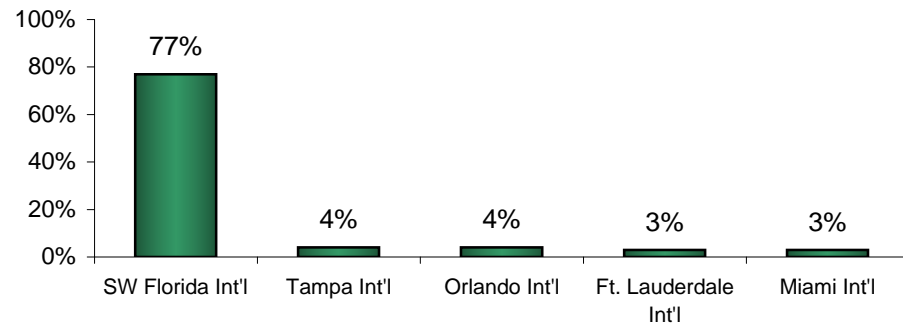


Airport

Total Respondents who Flew	116
SW Florida Int'l	77%
Tampa Int'l	4%
Orlando Int'l	4%
Ft. Lauderdale Int'l	3%
Miami Int'l	3%
Sarasota/Bradenton	2%
Other	7%

Question 2: At which Florida airport did you land?

Airport





Visitor Profile Analysis

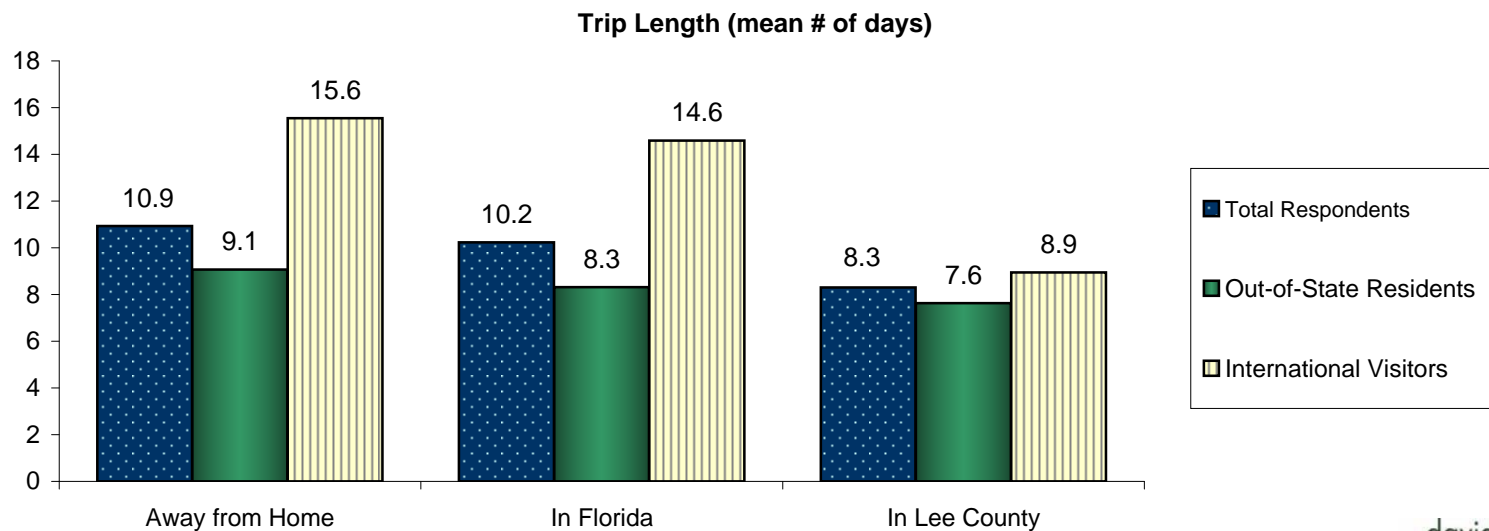
Trip Profile

Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	206	5*	116	51
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.9	N/A	9.1	15.6
In Florida	10.2	N/A	8.3	14.6
In Lee County	8.3	N/A	7.6	8.9

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

*Note: NA = Insufficient number of responses for statistical analysis.

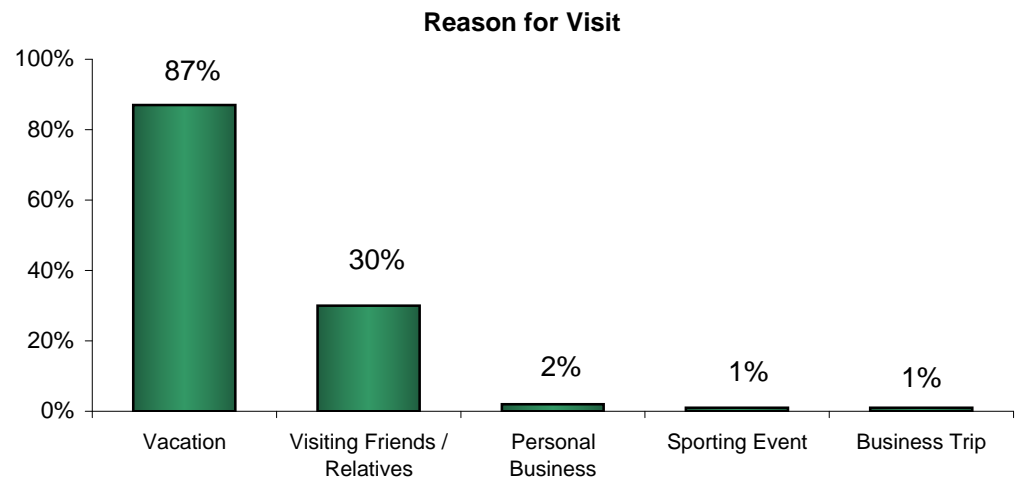




Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	206
Vacation	87%
Visiting Friends / Relatives	30%
Personal Business	2%
Sporting Event	1%
Business Trip	1%
Other	7%



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



Visitor Profile Analysis

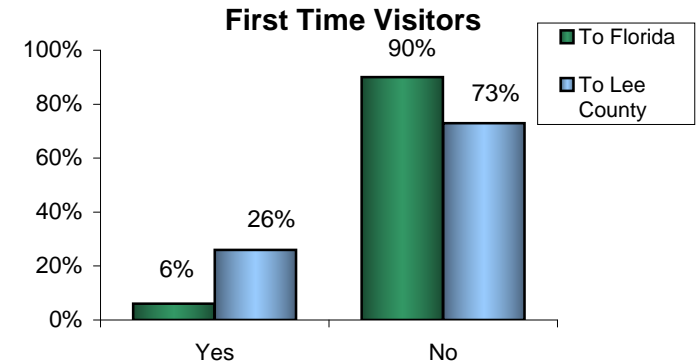
Trip Profile

First Time Visitors

	To Florida	To Lee County
Base: Total Respondents	206	206
Yes	6%	26%
No	90%	73%
FL Residents	3%	--
No answer	1%	1%

Question 18: Is this your first visit to Florida?

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

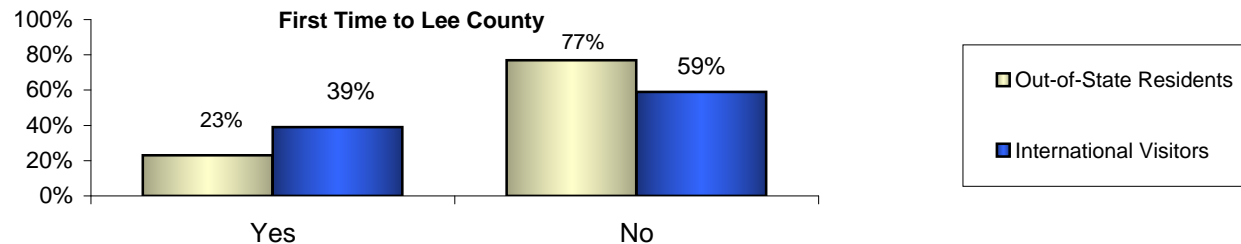


First Time Visitors to Lee County

	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	5*	116	51
Yes	N/A	23%	39%
No	N/A	77%	59%
No answer		--	2%

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

*Note: NA = Insufficient number of responses for statistical analysis.





Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years

	To Florida	To Lee County
Base: Repeat Visitors	186 (FL res. excl.)	150
	Mean # of visits	Mean # of visits
Number of visits	4.6	4.2

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

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

Previous Visits to Lee County in Five Years

	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat Visitors	5*	88	30**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	4.1	4.3

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

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

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

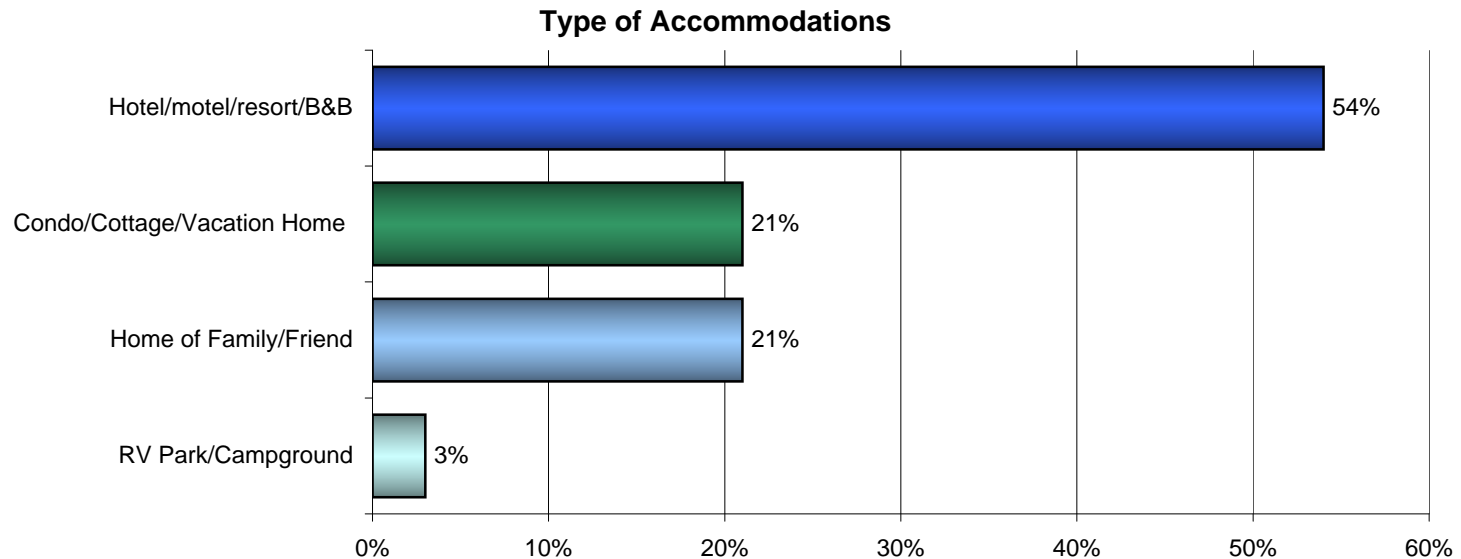


Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	206		
Hotel/motel/inn	39%	Borrowed home/condo	3%
Resort	15%	Owned home/condo	1%
B&B	--	Campground	3%
Home of family/friend	21%	Day trip (no accommodations)	<0.5%
Rented home/condo	17%	No Answer	<0.5%

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



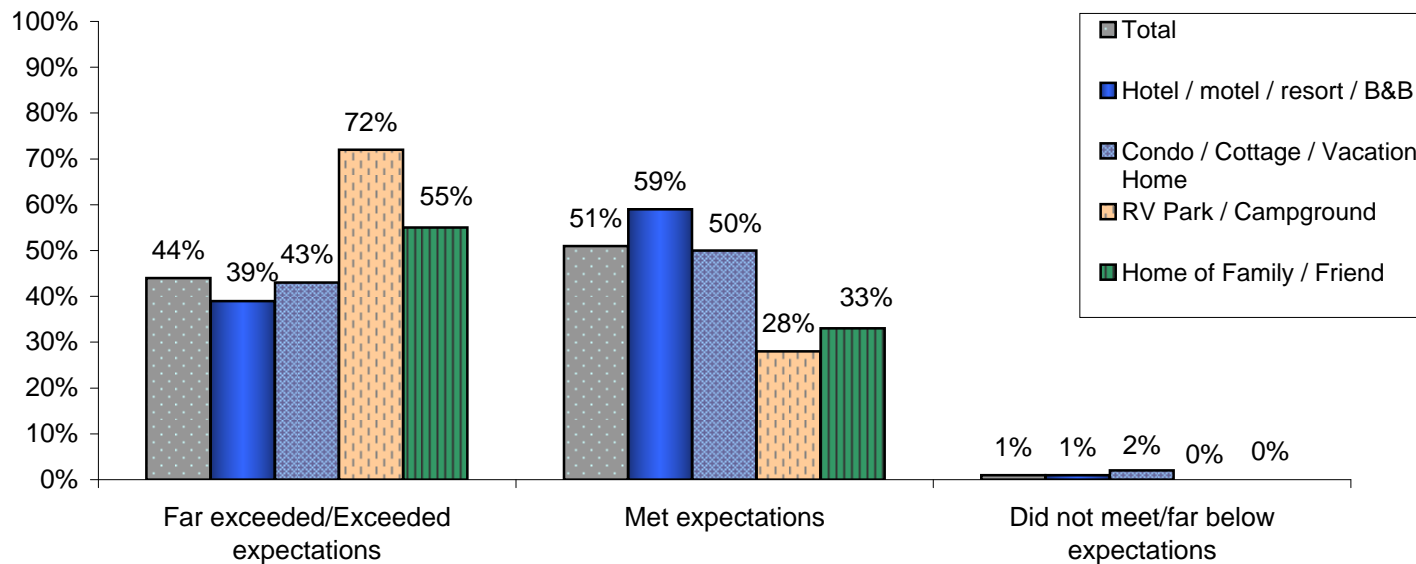


Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	206
Far exceeded/Exceeded expectations	44%
Met expectations	51%
Did not meet/Far below expectations	1%
No Answer	4%

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

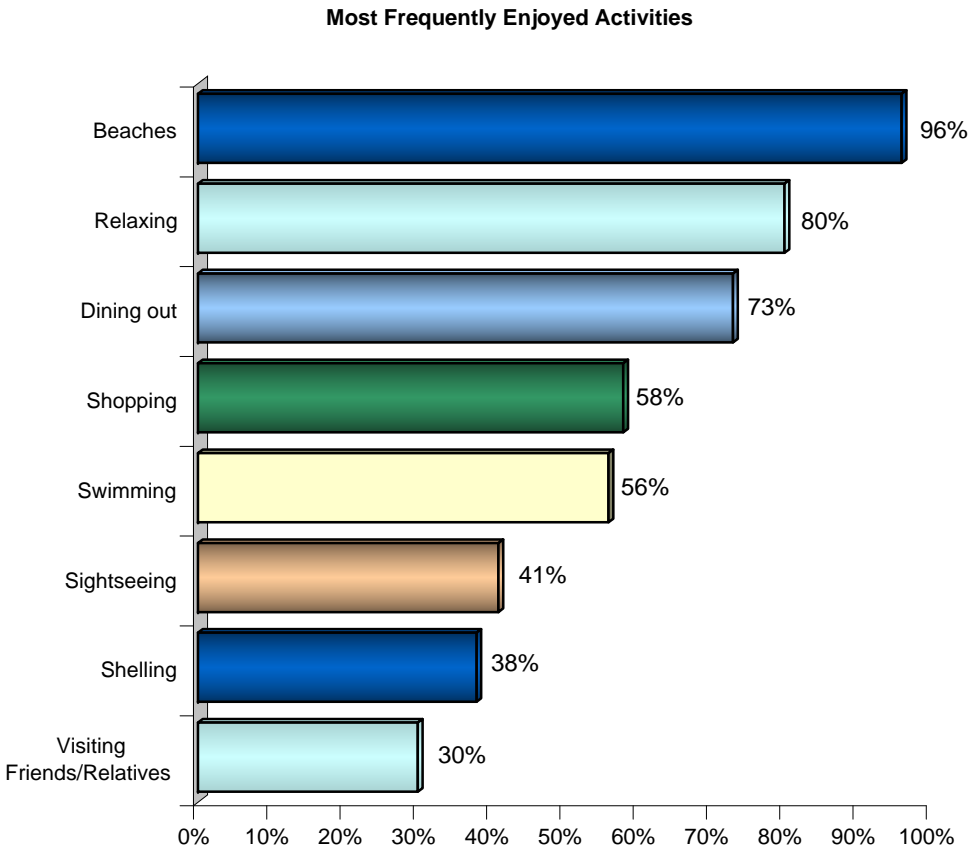




Visitor Profile Analysis

Trip Activities

Activities Enjoyed	
Total Respondents	206
Beaches	96%
Relaxing	80%
Dining out	73%
Shopping	58%
Swimming	56%
Sightseeing	41%
Shelling	38%
Visiting Friends/Relatives	30%
Watching Wildlife	26%
Attractions	23%
Birdwatching	22%
Photography	22%
Bicycle Riding	19%
Exercise/Working Out	16%
Bars/Nightlife	15%
Fishing	11%
Boating	10%
Parasailing/Jet Skiing	9%
Miniature Golf	8%
Golfing	8%
Kayaking/Canoeing	6%
Sporting Event	5%
Guided Tour	4%
Scuba Diving/Snorkeling	4%
Cultural Events	3%
Tennis	2%
Other	3%



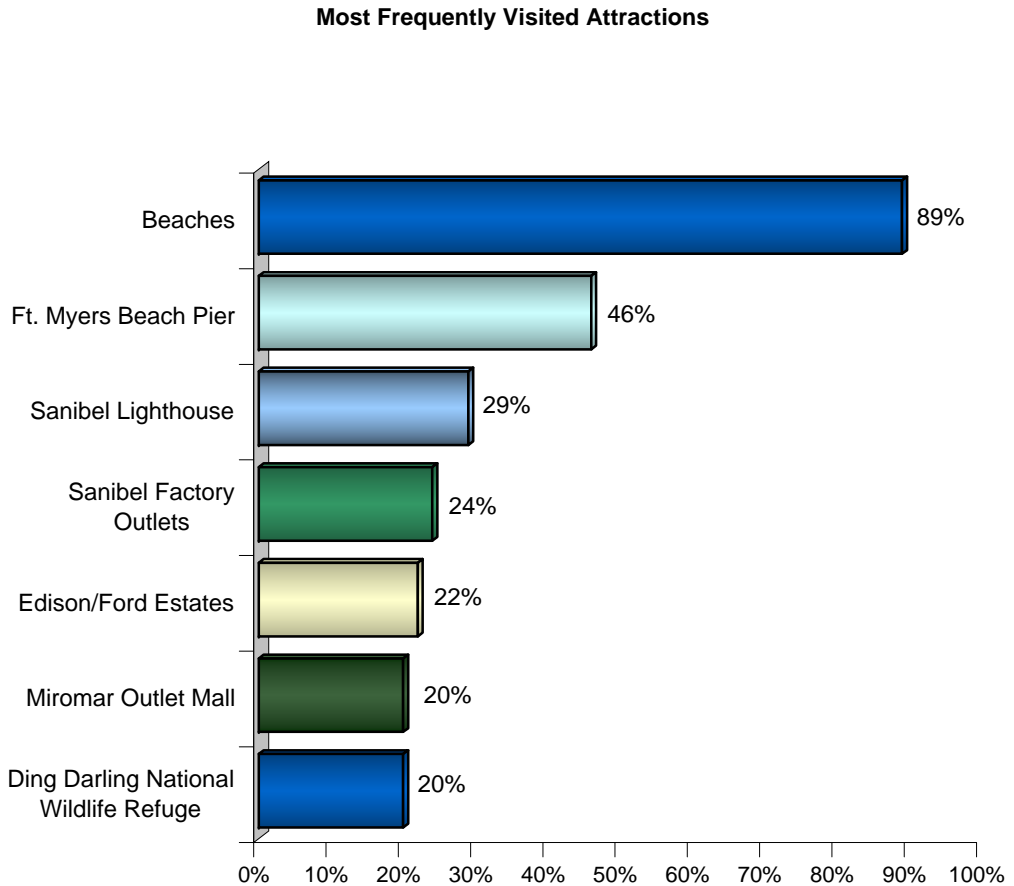
Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)



Visitor Profile Analysis

Trip Activities

Attractions Visited	
Total Respondents	206
Beaches	89%
Ft. Myers Beach Pier	46%
Sanibel Lighthouse	29%
Sanibel Factory Outlets	24%
Edison/Ford Estates	22%
Miromar Outlet Mall	20%
Ding Darling National Wildlife Refuge	20%
Edison Mall	16%
Bell Tower Shops	15%
Periwinkle Place	14%
Shell Factory and Nature Park	11%
Coconut Point Mall	9%
Bailey-Matthews Shell Museum	6%
Manatee Park	6%
Gulf Coast Town Center	2%
Barbara B. Mann Performing Arts Hall	2%
Broadway Palm Dinner Theater	1%
Babcock Wilderness Adventures	1%
Other	3%
None/No Answer	4%



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

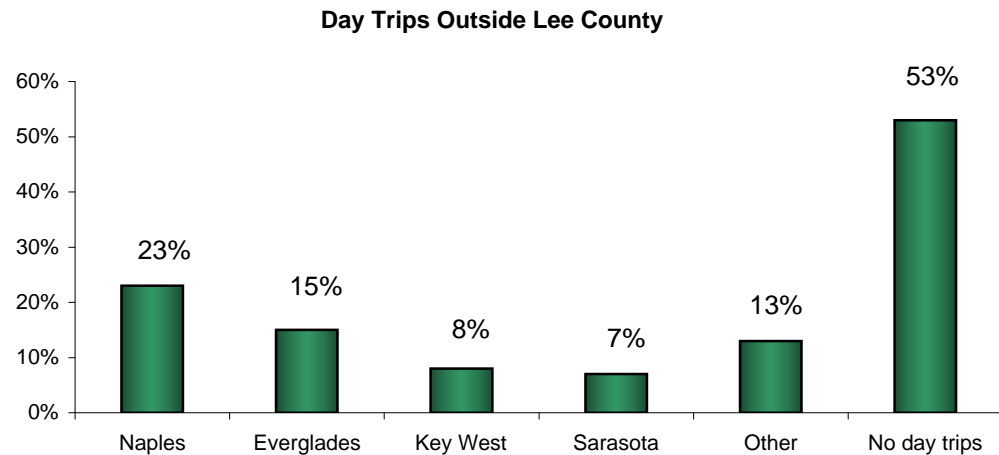


Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	206
<u>Any Day Trips (net)</u>	<u>41%</u>
<i>Naples</i>	23%
<i>Everglades</i>	15%
<i>Key West</i>	8%
<i>Sarasota</i>	7%
<i>Other</i>	13%
<u>No day trips</u>	<u>53%</u>
No answer	6%

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





Visitor Profile Analysis

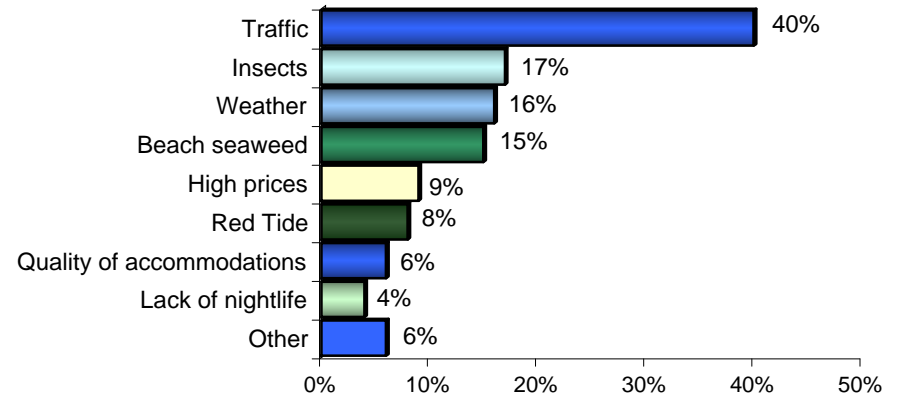
Lee County Experience and Future Plans

Least Liked Features

Total Respondents	206
Traffic	40%
Insects	17%
Weather	16%
Beach seaweed	15%
High prices	9%
Red Tide	8%
Quality of accommodations	6%
Lack of nightlife	4%
Other	6%
Nothing/no answer	30%

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

Least Liked Features

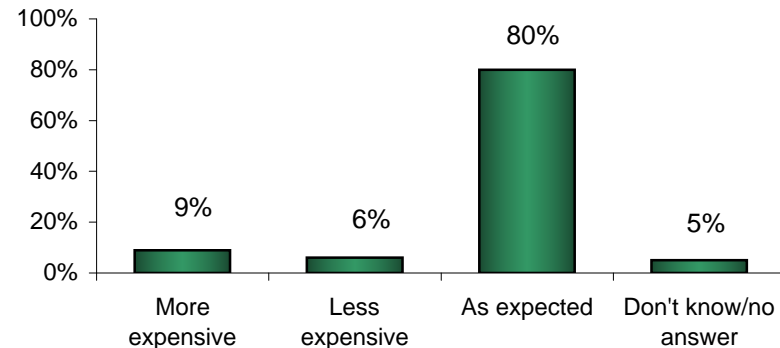


Perception of Lee County as Expensive

Total Respondents	206
More expensive	9%
Less expensive	6%
As expected	80%
Don't know/no answer	5%

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

Perception as Expensive



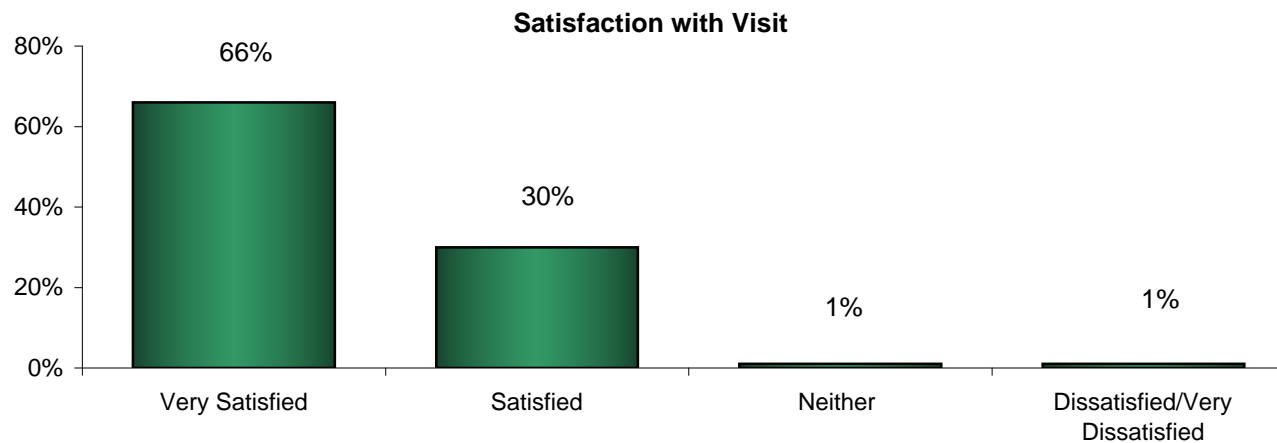


Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	206
<u>Satisfied</u>	<u>96%</u>
<i>Very Satisfied</i>	66%
<i>Satisfied</i>	30%
Neither	1%
Dissatisfied/Very Dissatisfied	1%
Don't know/no answer	2%

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





Visitor Profile Analysis

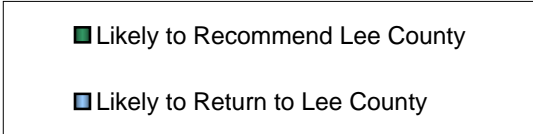
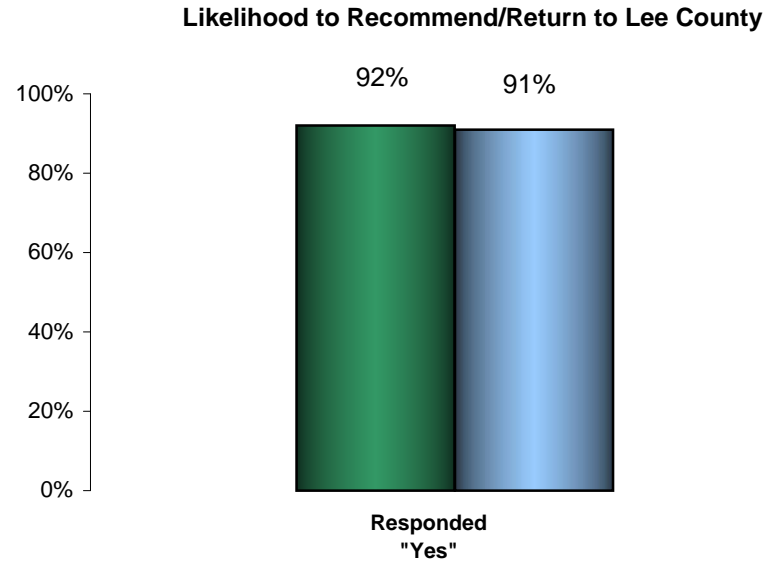
Lee County Experience and Future Plans

Likelihood to Recommend/Return to Lee County	
Total Respondents	206
Likely to Recommend Lee County	92%
Likely to Return to Lee County	91%
Base: Total Respondents Planning to Return	187
Likely to Return Next Year	60%

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

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?





Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Travel Party	
Total Respondents	206
Couple	45%
Family	34%
Group of couples/friends	11%
Single	7%
Other	1%
Mean travel party size	3.0
Mean adults in travel party	2.4

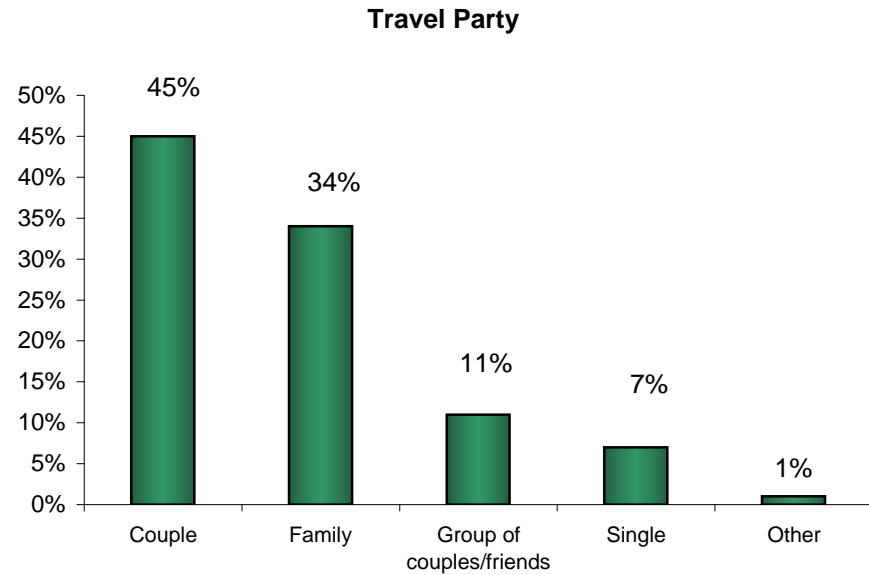
Question 22: On this trip, are you traveling:

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

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

Travel Parties with Children	
Total Respondents	206
Traveling with any Children (net)	<u>28%</u>
Any younger than 6	15%
Any 6 - 11 years old	12%
Any 12 - 17 years old	13%

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

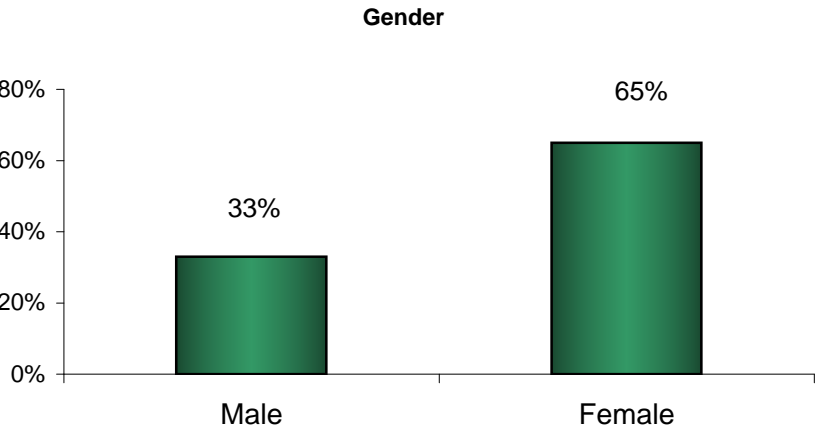
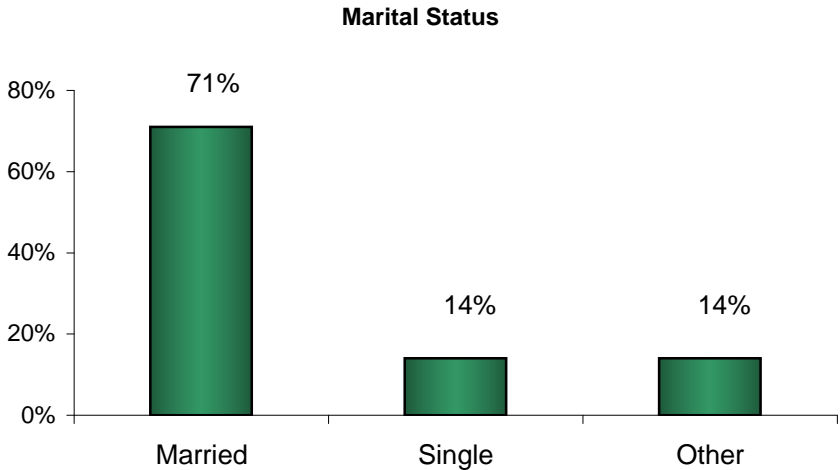




Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	206
Vacations per year (mean)	3.5
Short getaways per year (mean)	4.4
Age of respondent (mean)	48.1
Annual household income (mean)	\$96,783
Marital Status	
Married	71%
Single	14%
Other	14%
Gender of Respondent	
Male	33%
Female	65%



Question 37: How many vacations, lasting FIVE (5) NIGHTS AWAY FROM HOME, do you take in an average year?

Question 38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Question 41: What is your age, please?

Question 43: What is your total annual household income before taxes?

Question 40: Are you: Married/Single/Other

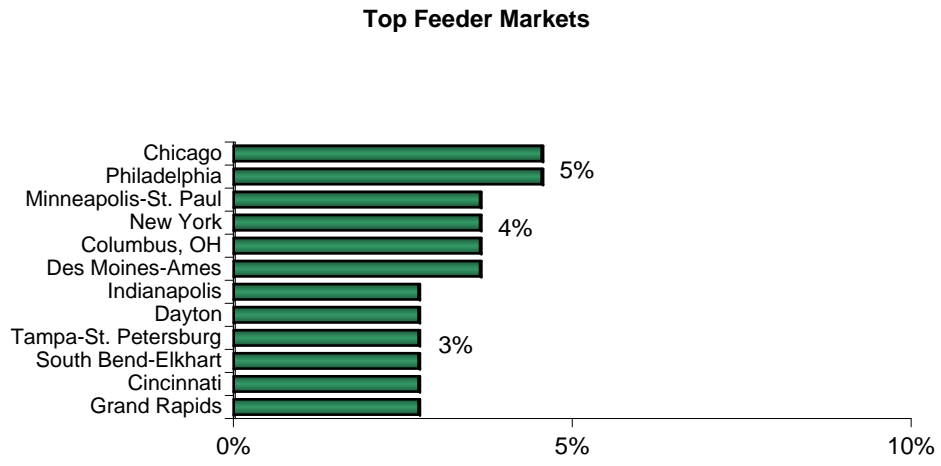
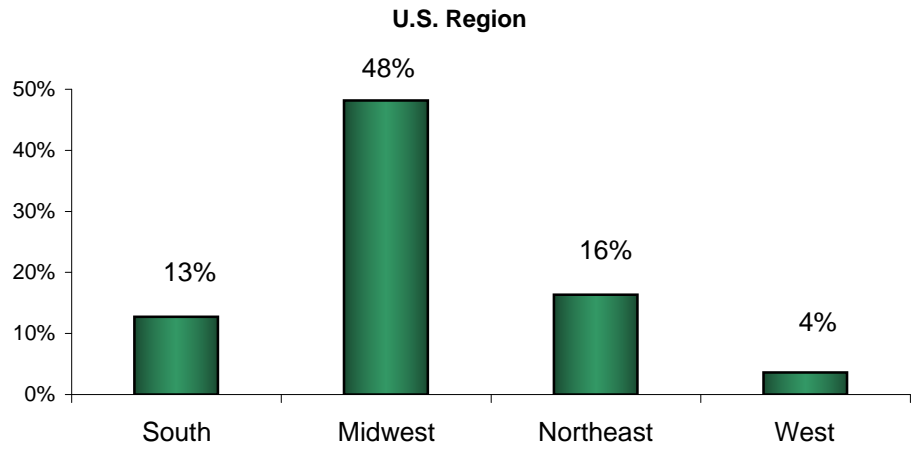
Question 42: Are you: Male/Female



Visitor Profile Analysis

Visitor Origin and Visitation Estimates

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New York	4%	4,817
Columbus, OH	4%	4,817
Des Moines-Ames	4%	4,817
Indianapolis	3%	3,613
Dayton	3%	3,613
Tampa-St. Petersburg	3%	3,613
South Bend-Elkhart	3%	3,613
Cincinnati	3%	3,613
Grand Rapids	3%	3,613
In State Visitors (Paid Accommodations)		
Florida residents	4%	4,817





Occupancy Data Analysis

December 2007

Property managers representing 148 properties in Lee County were interviewed for the December Occupancy Survey between January 1 and January 15, 2008, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.



Occupancy Data Analysis

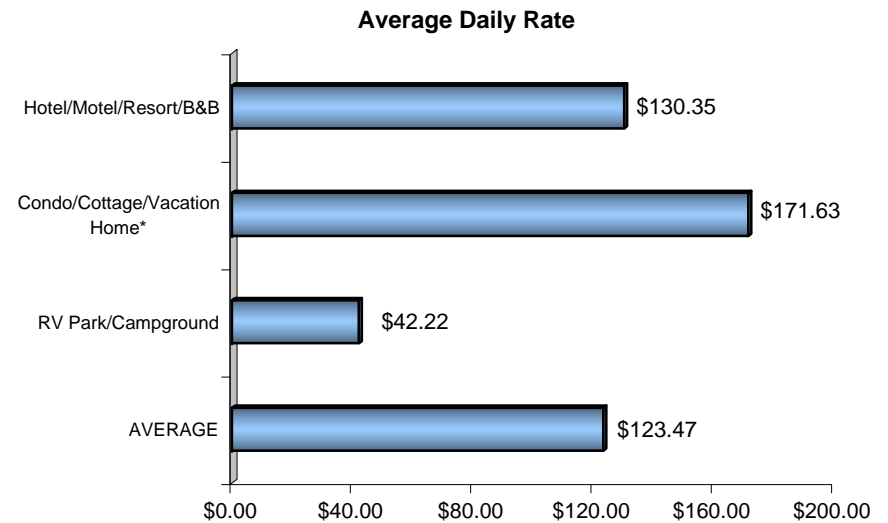
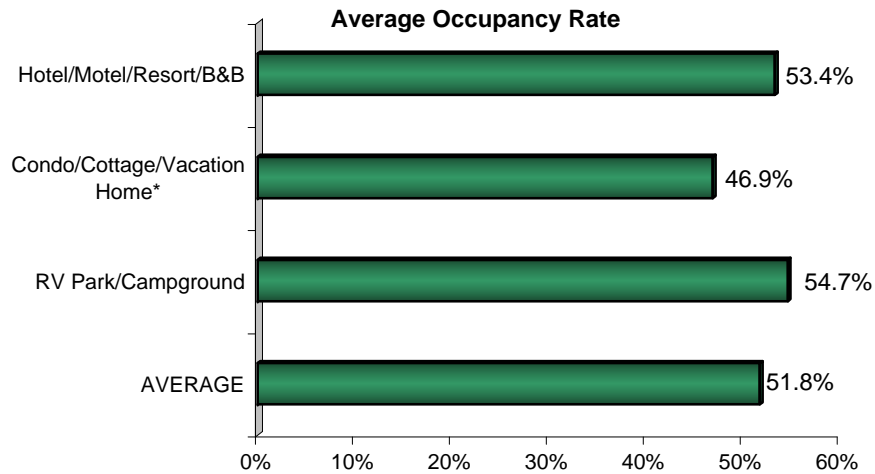
Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	136	138	138/136
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	53.4%	\$130.35	\$69.54
Condo/Cottage/Vacation Home*	46.9%	\$171.63	\$80.57
RV Park/Campground	54.7%	\$42.22	\$23.09
AVERAGE	51.8%	\$123.47	\$63.97

* Includes timeshare rental properties.

Question 18: What was your overall average occupancy rate for the month of December?

Question 19: What was your average daily rate (ADR) in December?



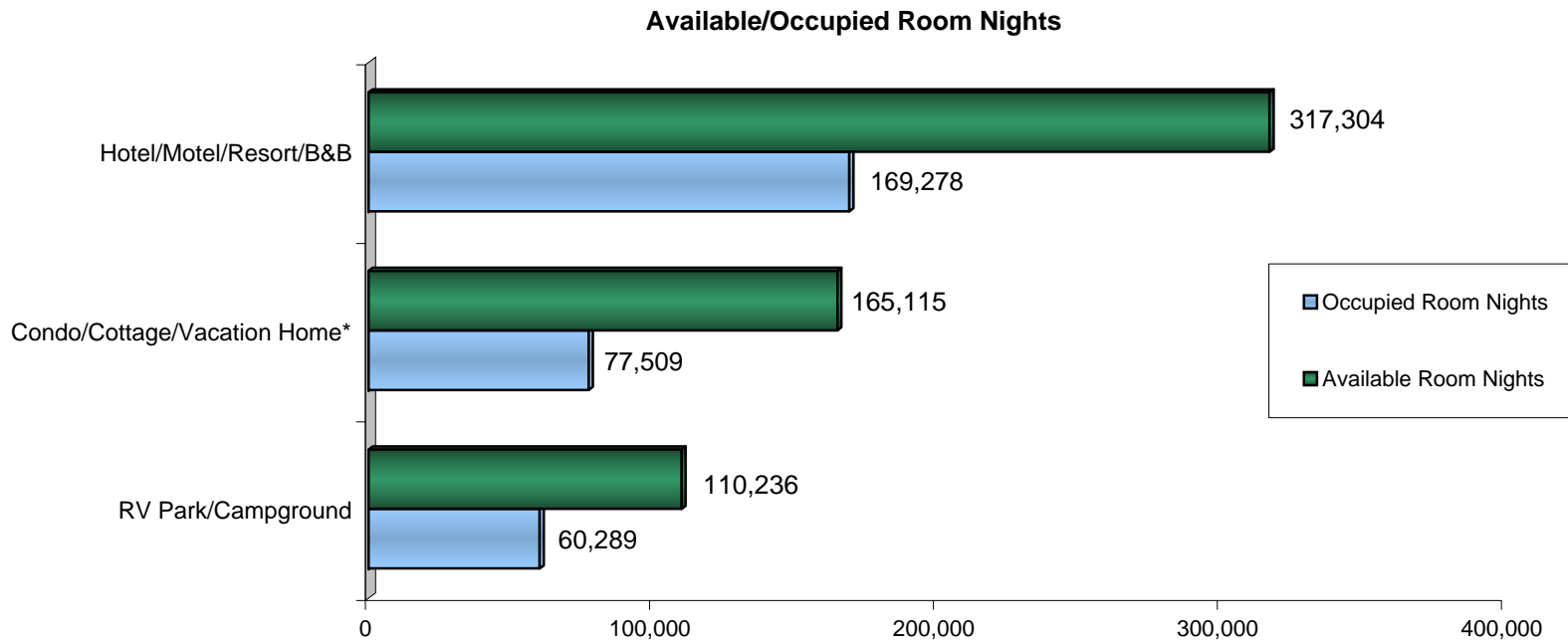


Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	169,278	317,304
Condo/Cottage/Vacation Home*	77,509	165,115
RV Park/Campground	60,289	110,236
Total	307,076	592,655

** Includes timeshare rental properties.*





Occupancy Data Analysis

Lodging Management Estimates

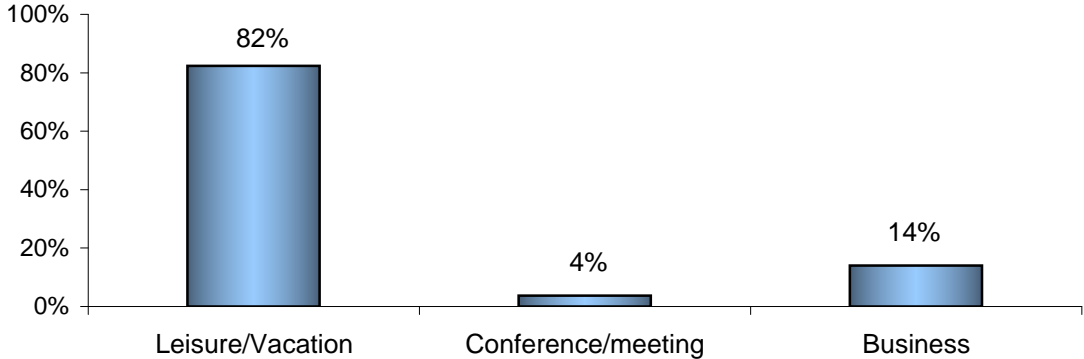
Guest Profile	
Property Managers Responding	127
Purpose of Visit	
Leisure/Vacation	82%
Conference/meeting	4%
Business	14%
Property Managers Responding	135
Average guests per room	2.7
Property Managers Responding	130
Average length of stay in nights	6.2

Question 25: What percent of your December room/site/unit occupancy was generated by:

Question 20: What was your average number of guests per room/site/unit in December?

Question 21: What was the average length of stay (in nights) of your guests in December?

Purpose of Visit



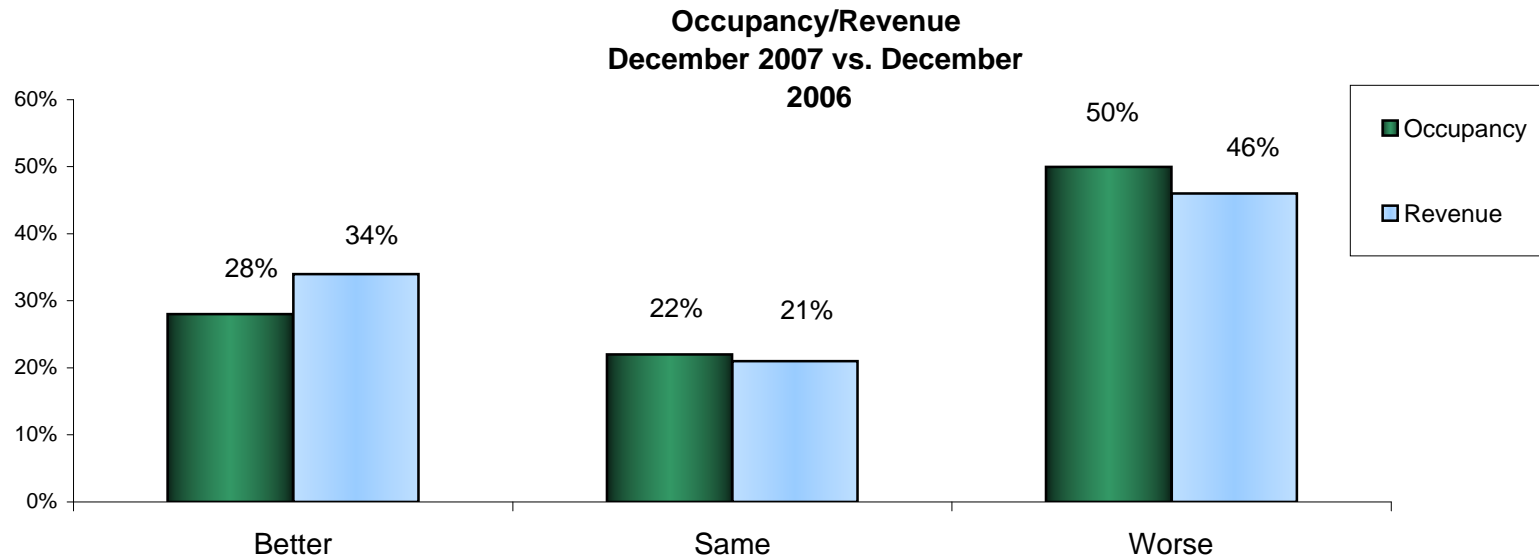


Occupancy Data Analysis

**Occupancy Barometer
December 2007 vs. December 2006**

	Occupancy	Revenue
Property Managers Responding	134	131
Better	28%	34%
Same	22%	21%
Worse	50%	46%

Question 22: Was your December occupancy better, the same, or worse than it was in December 2006? How about your property's December revenue - better, the same, or worse than December 2006?



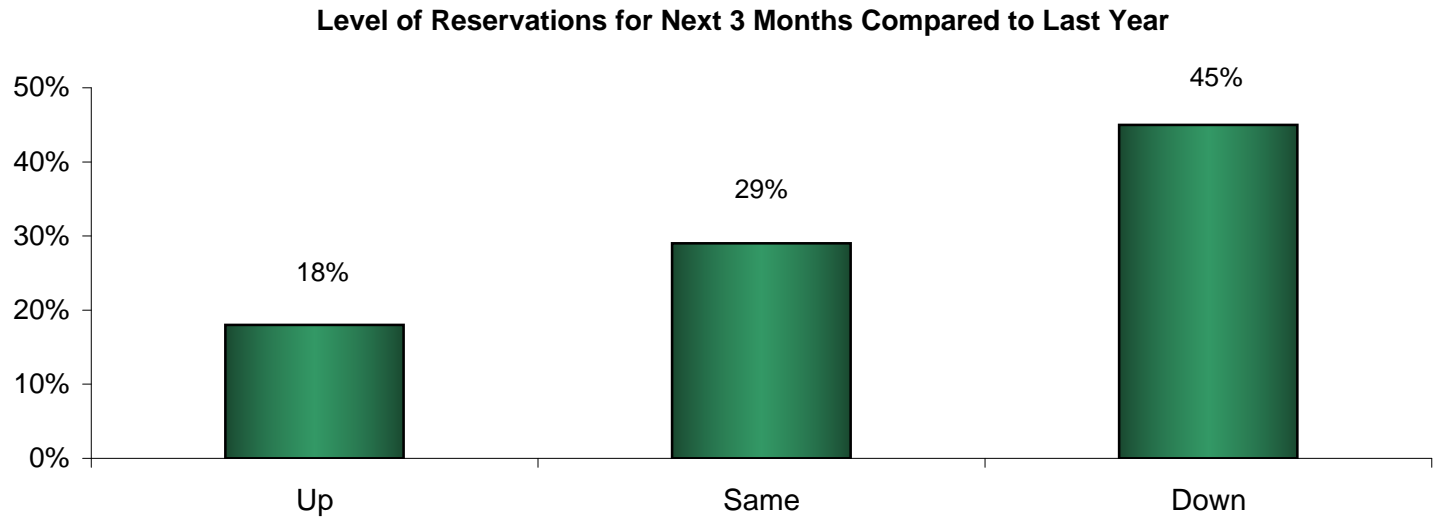


Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	131
Up	18%
Same	29%
Down	45%

Question 27: Compared to January, February, and March 2007, is your property's total level of reservations up, the same, or down for January, February, and March 2008?



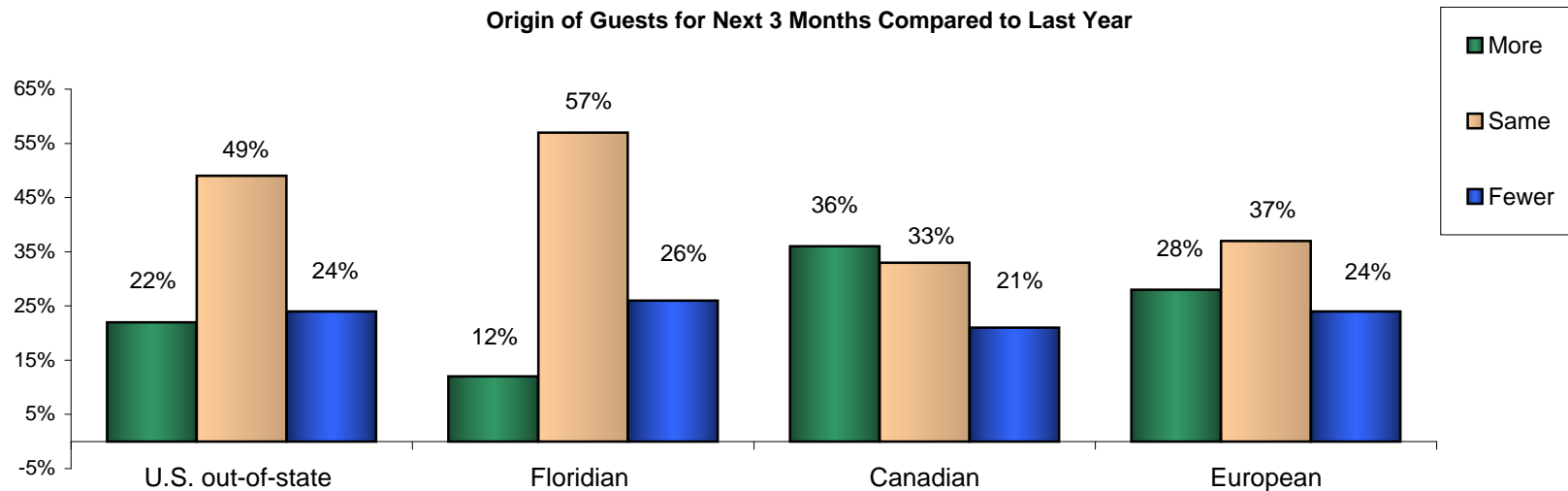


Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (115 Minimum)	More	Same	Fewer	N/A
U.S. out-of-state	22%	49%	24%	6%
Floridian	12%	57%	26%	5%
Canadian	36%	33%	21%	10%
European	28%	37%	24%	11%

Question 28: Now thinking about the specific origins of your guests, for January, February, and March 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



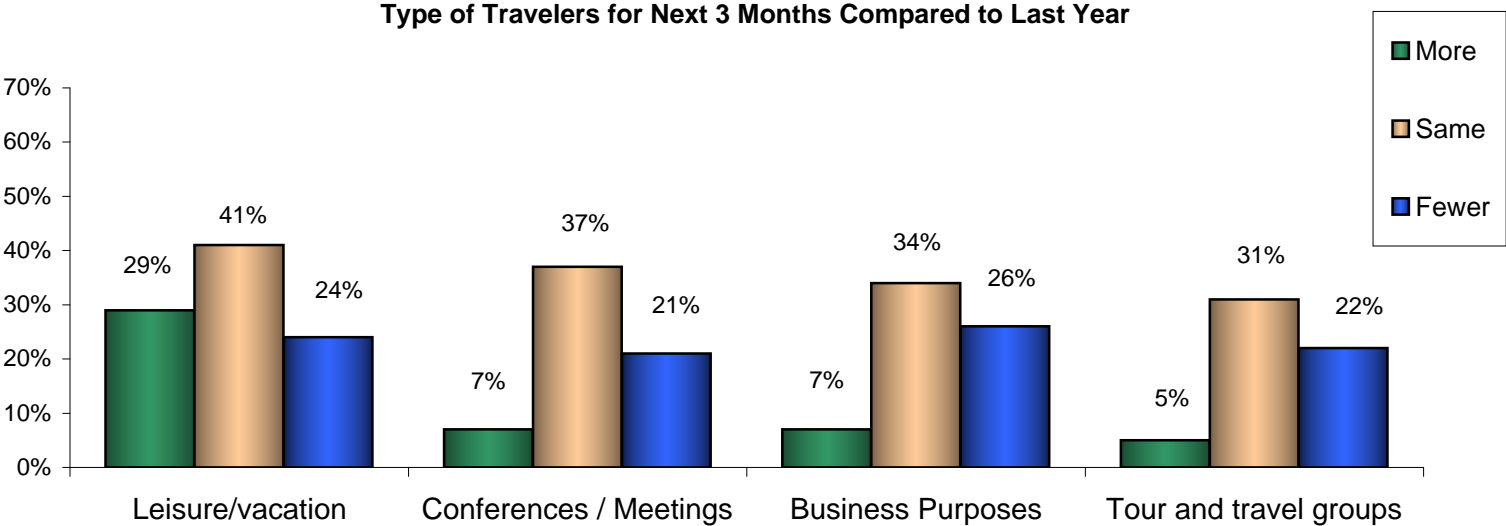


Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (111 Minimum)	More	Same	Fewer	N/A
Leisure/vacation	29%	41%	24%	7%
Conferences / Meetings	7%	37%	21%	36%
Business Purposes	7%	34%	26%	32%
Tour and travel groups	5%	31%	22%	43%

Question 29: Compared to January, February, and March 2007, will the following types of travelers generate more, the same, or less business for your property in January, February, and March 2008?





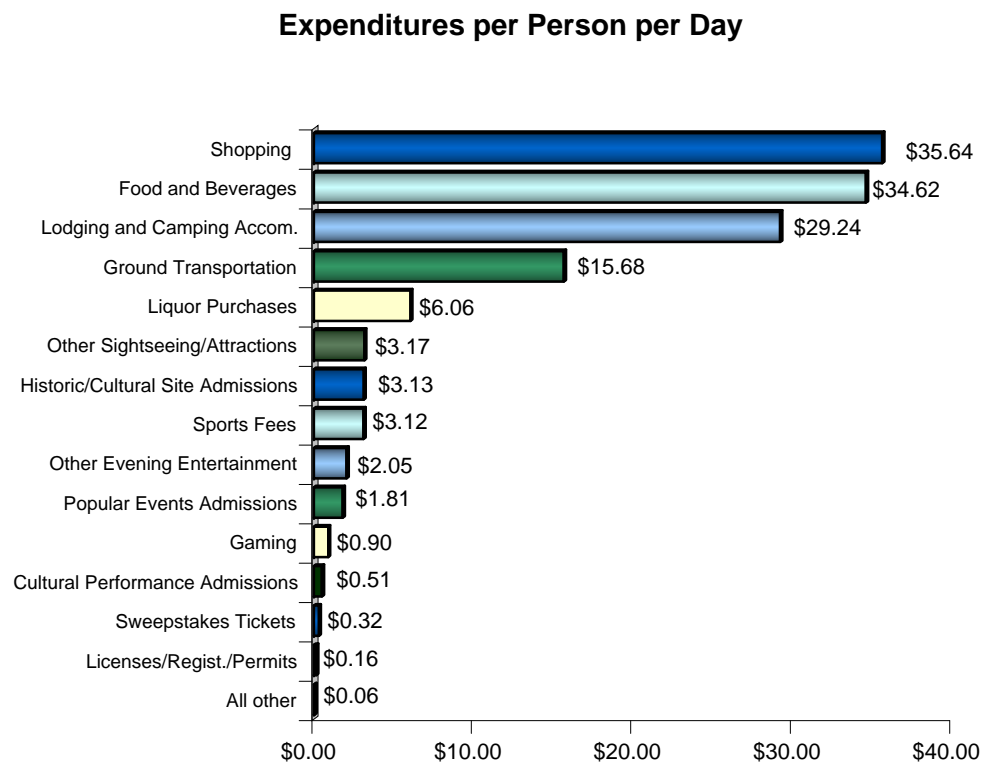
Economic Impact Analysis December 2007



Economic Impact Analysis

Average Expenditures

Average Expenditures per Person per Day	
TOTAL	\$136.46
Shopping	\$35.64
Food and Beverages	\$34.62
Lodging and Camping Accom.	\$29.24
Ground Transportation	\$15.68
Liquor Purchases	\$6.06
Other Sightseeing/Attractions	\$3.17
Historic/Cultural Site Admissions	\$3.13
Sports Fees	\$3.12
Other Evening Entertainment	\$2.05
Popular Events Admissions	\$1.81
Gaming	\$0.90
Cultural Performance Admissions	\$0.51
Sweepstakes Tickets	\$0.32
Licenses/Regist./Permits	\$0.16
All other	\$0.06





Economic Impact Analysis

Total Visitor Expenditures by Spending Category

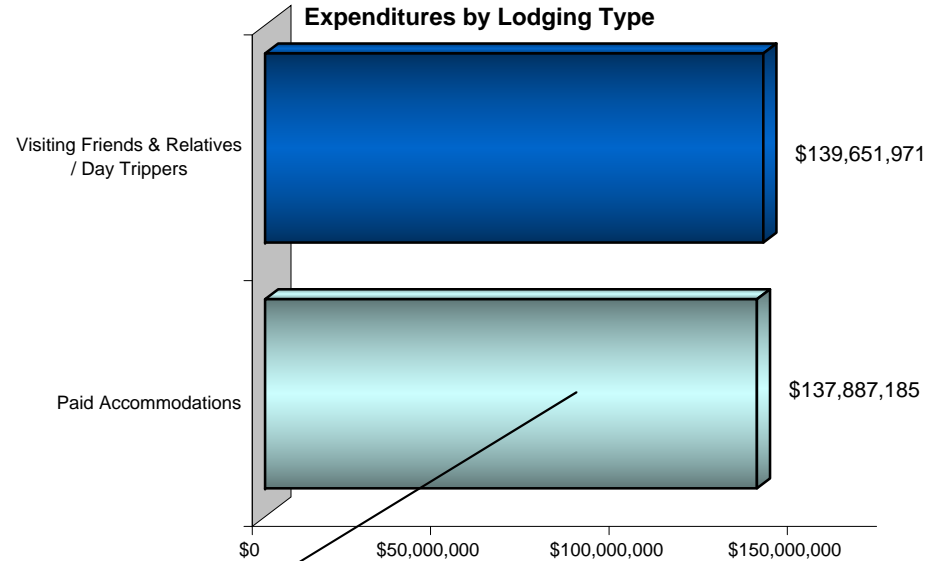
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-PAYING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$277,539,156</u>	<u>\$137,887,185</u>	<u>100%</u>	<u>\$139,651,971</u>	<u>100%</u>	<u>\$125,121,727</u>
Shopping	\$82,084,283	\$33,066,074	24%	\$49,018,209	35%	\$29,477,799
Food and Beverages	\$76,430,308	\$32,165,920	23%	\$44,264,388	32%	\$28,631,808
Lodging Accommodations	\$37,914,564	\$37,914,564	27%	\$0	0%	\$35,358,631
Ground Transportation	\$30,512,755	\$15,469,779	11%	\$15,042,976	11%	\$14,132,558
Liquor Purchases	\$15,255,127	\$5,048,473	4%	\$10,206,654	7%	\$4,379,465
Historic/Cultural Site Admissions	\$7,472,787	\$2,922,339	2%	\$4,550,448	3%	\$2,772,803
Sport Fees	\$6,406,886	\$3,094,473	2%	\$3,312,413	2%	\$2,696,573
Other Sightseeing/Attractions	\$6,215,407	\$3,265,381	2%	\$2,950,026	2%	\$3,163,845
Other Evening Entertainment	\$5,484,575	\$1,898,409	1%	\$3,586,166	3%	\$1,632,271
Popular Events Admissions	\$4,323,023	\$1,325,375	1%	\$2,997,648	2%	\$1,242,212
All Other	\$5,439,441	\$1,716,398	1%	\$3,723,043	3%	\$1,633,762



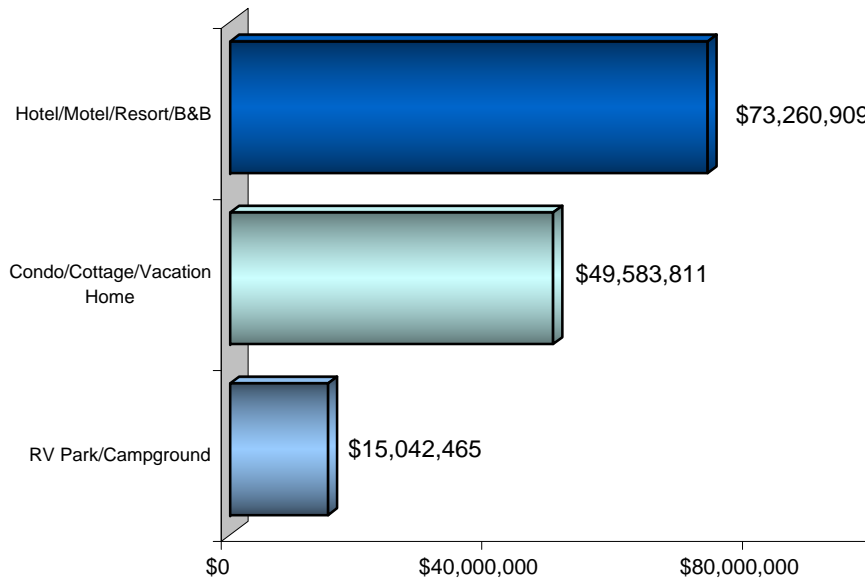
Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	\$277,539,156	100%
Visiting Friends & Relatives / Day Trippers	\$139,651,971	50%
Paid Accommodations	\$137,887,185	50%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$73,260,909</i>	<i>26%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$49,583,811</i>	<i>18%</i>
<i>RV Park/Campground</i>	<i>\$15,042,465</i>	<i>5%</i>



Paid Accommodations Expenditures by Lodging Type





Appendix December 2007



Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Sanibel/Captiva	Sanibel Beach	12/1/2007	21
Sanibel/Captiva	Ocean Reach	12/6/2007	7
Sanibel/Captiva	Sanibel Inn	12/6/2007	8
Sanibel/Captiva	Loggerhead Cay	12/6/2007	5
Sanibel/Captiva	Holiday Inn	12/6/2007	5
Sanibel/Captiva	Song of the Sea	12/6/2007	10
Ft Myers Beach	Lani Kai	12/10/2007	19
Ft Myers	Best Western	12/13/2007	25
Ft Myers Beach	Ft Myers Beach Shell Resort	12/14/2007	14
Ft Myers	Edison Home	12/22/2007	31
Ft Myers Beach	Pier at Ft Myers	12/29/2007	16
Ft Myers Beach	Bel-Air Beach Club	12/30/2007	8
Bonita	Bonita Beach	12/30/2007	<u>37</u>
TOTAL			<u>206</u>

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



Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from January 1 - January 15, 2008. Information was provided by 148 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	89
Condo/Cottage/Vacation Home	35
RV Park/Campground	17
Other (Trailer Park, Timeshare, Marina)	<u>7</u>
Total	148