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

Annual 2005 Visitor Profile

Prepared for:

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

Prepared by:

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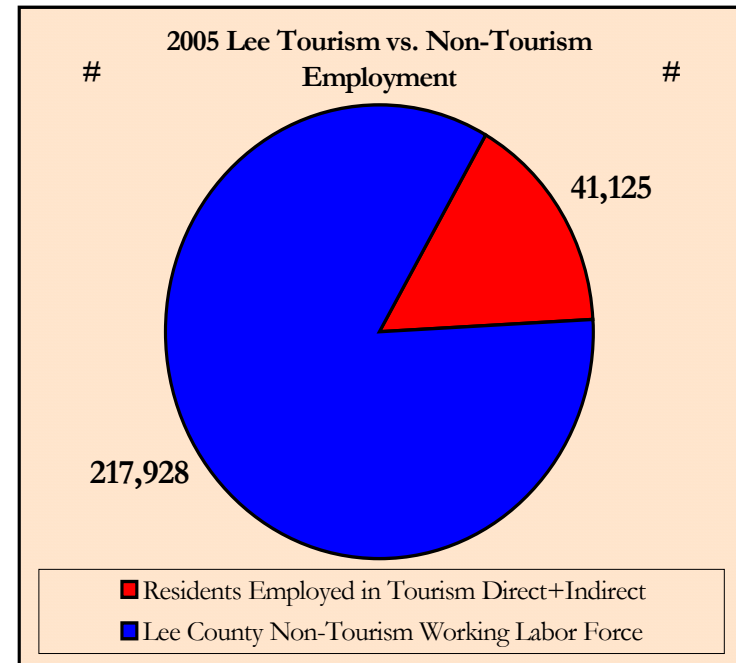
Beaches of Fort Myers - Sanibel Visitor Profile 2005
Executive Summary



Executive Summary

This 2005 Year-End Review Report focuses on how Lee's tourism industry fared over the last 12 months and what the future is likely to hold for the industry.

1. Throughout 2005, Lee's tourism industry enjoyed moderate growth (+1.7%) despite the spate of high profile disruptive events (albeit external to the destination). Unquestionably, gas prices, hurricanes, damage perceptions, economy, air fares and airline bankruptcies, lodging rates, competitive destination cross marketing, exchange rates, and water quality issues all negatively affected the marketability of the Beaches of Fort Myers - Sanibel.
2. During the Calendar Year of 2005, fully 2,047,540 visitors stayed in commercial lodging at the Beaches of Fort Myers – Sanibel (H/M/C/C). Once direct, indirect, and induced effects are included, the total annual economic impact equates to \$2,074,790,041.
3. Although travelers to Lee who lodge with friends/relatives (V F/R) have little or no direct impact on the lodging industry, their expenditures still contribute significantly to the County's economy. In 2005, 1,522,100 V F/R visitors traveled to the Beaches of Fort Myers - Sanibel. When V F/R visitors are added to those in commercial lodgings, the total economic impact of tourism in 2005 yields **\$2,753,583,233**.

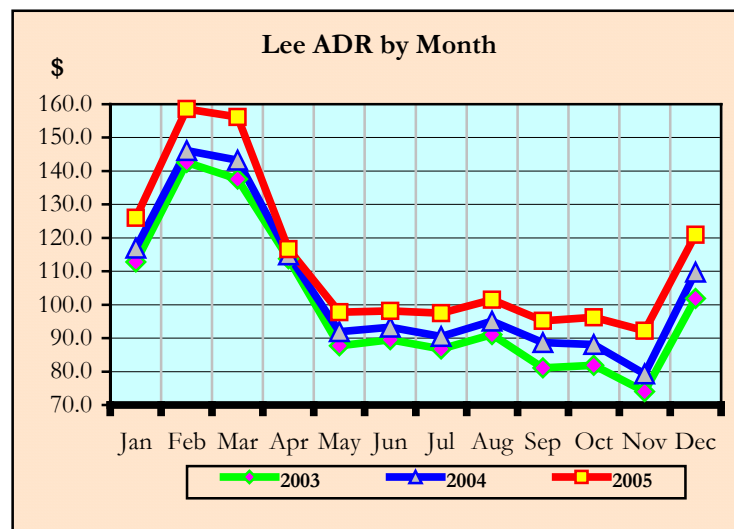
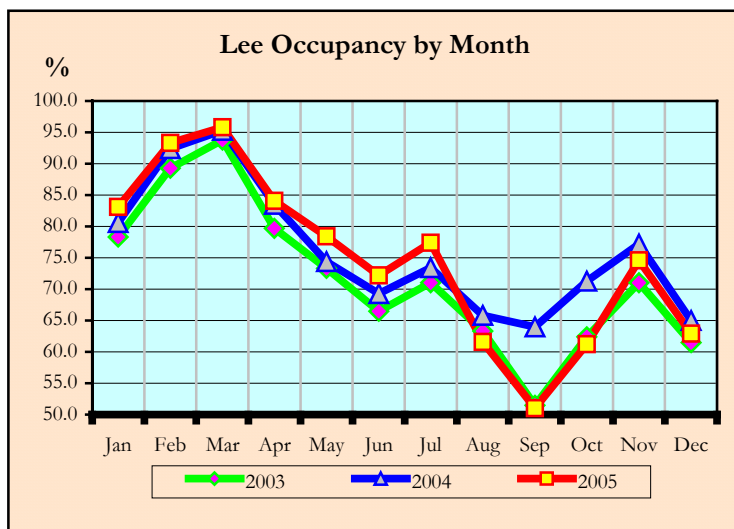
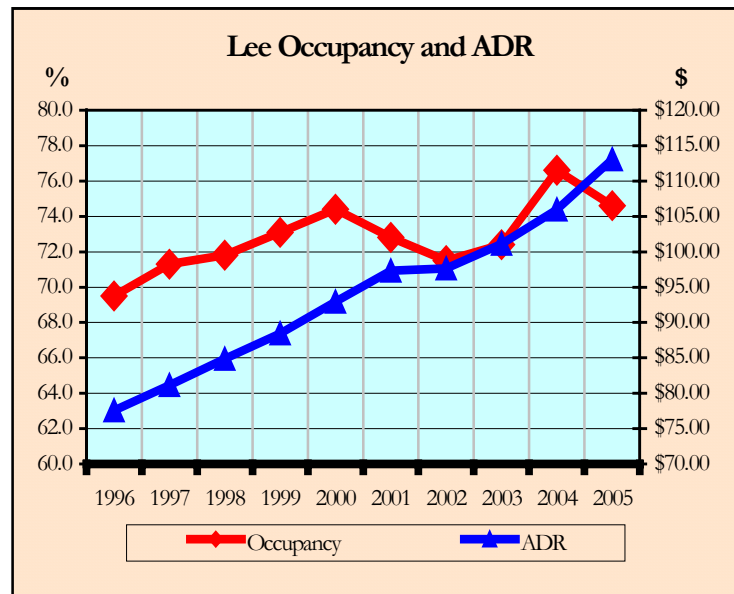


** Source: VISIT FLORIDA 2005 data is preliminary; In mid-1999, VISIT FLORIDA changed its domestic visitor estimation method to increase accuracy, so estimates made prior to that year are not directly comparable to more recent yearly estimates.

The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

4. 2005 was still a year of healing after the turbulences of 2004. The manifestation of demand pressures resulted in market driven rate increases. Overall, 2005 ADR's rose by 6.7%, while Fall 2005 ADR increased by 10.6%.

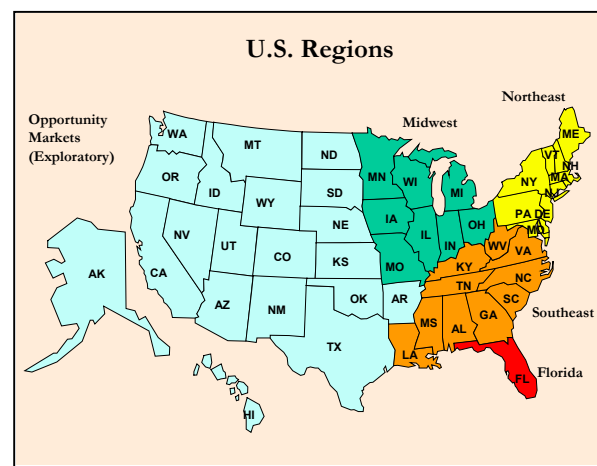
Review of Lee's occupancy statistics reveals the magnitude of the impact of hurricane-related damage on the industry. Most of 2005 witnessed the reconstruction and upgrading of the lodging industry's infrastructure. Overall, the destination lost 2.0 occupancy points in 2005, with some of the renewal stretching into the first quarter of 2006.



The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

5. The Northeastern and Midwestern U.S. market segments are primary points of origin for visitors to the Beaches of Fort Myers - Sanibel. It is in these regions that the destination has its strongest brand identity. While 2005 continued this pattern, Lee's foreign markets displayed significant strength. For 2005, the distribution of visitor origin markets is as follows:

<u>Visitor Origin</u>	Annual H/M/C/C Visitor Origin Distribution		
	2004 # of Visitors	2005 # of Visitors	% Δ
Florida	234,698	232,697	-0.9
Southeast	139,067	134,809	-3.1
Northeast	582,305	590,208	+1.4
Midwest	777,429	780,418	+0.4
Canada	46,367	50,312	+8.5
Europe	182,787	199,332	+9.1
Markets of Opportunity	64,268	59,764	-7.0
Total	2,026,921	2,047,540	+1.0

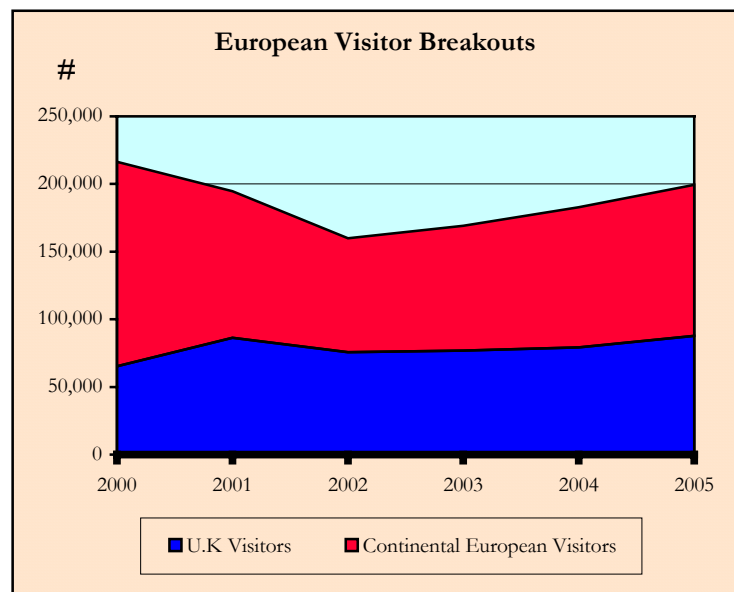
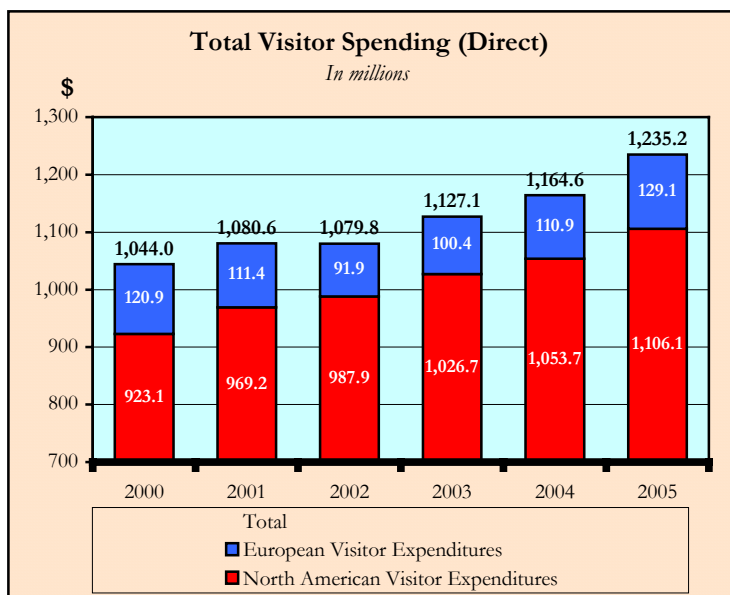
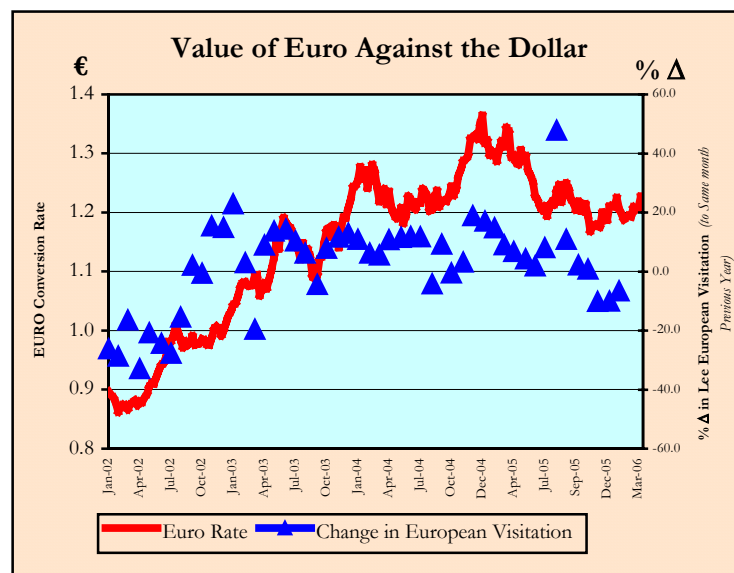


6. The top domestic feeder markets for Lee County in 2005 are as follows:

<u>Winter 2005</u>		<u>Spring/Summer 2005</u>		<u>Fall 2005</u>	
1. New York	10.5%	1. Miami/Ft. Lauderdale	10.4%	1. New York	10.3%
2. Chicago	10.2	2. New York	8.9	2. Chicago	8.4
3. Boston	7.1	3. Chicago	6.9	3. Miami/Ft. Lauderdale	5.1
4. Minneapolis/St. Paul	5.9	4. Tampa/St. Petersburg	5.3	4. Boston	5.1
5. Detroit	5.2	5. Philadelphia	4.4	5. Detroit	4.7
6. Indianapolis	4.3	6. Boston	4.0	6. Indianapolis	4.1
7. Philadelphia	3.6	7. Cleveland	3.6	7. Philadelphia	3.9
8. Cleveland	2.8	8. Greater Orlando Area	3.5	8. Cleveland	3.4
9. Milwaukee	2.7	9. Cincinnati	3.4	9. Tampa/St. Petersburg	3.4
10. Providence/New Bedford	2.6	10. W. Palm Beach/Ft. Pierce	3.0	10. Minneapolis/St. Paul	3.3

The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

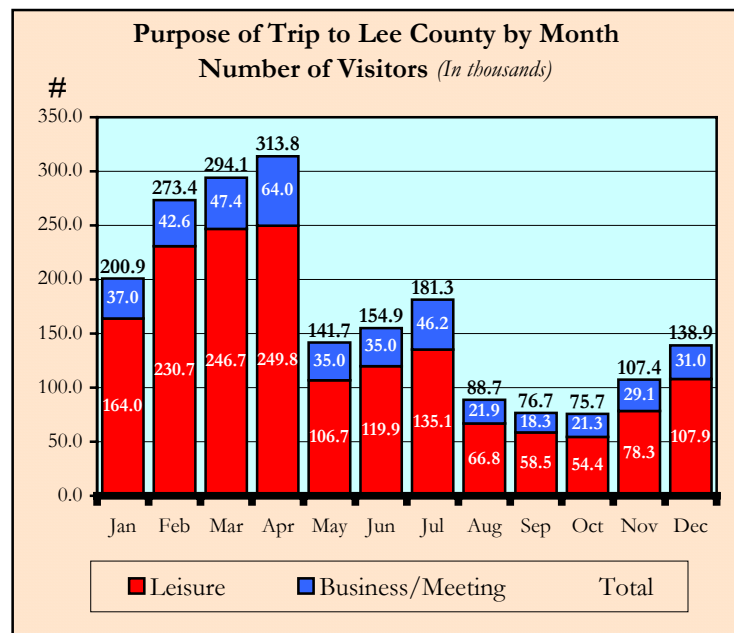
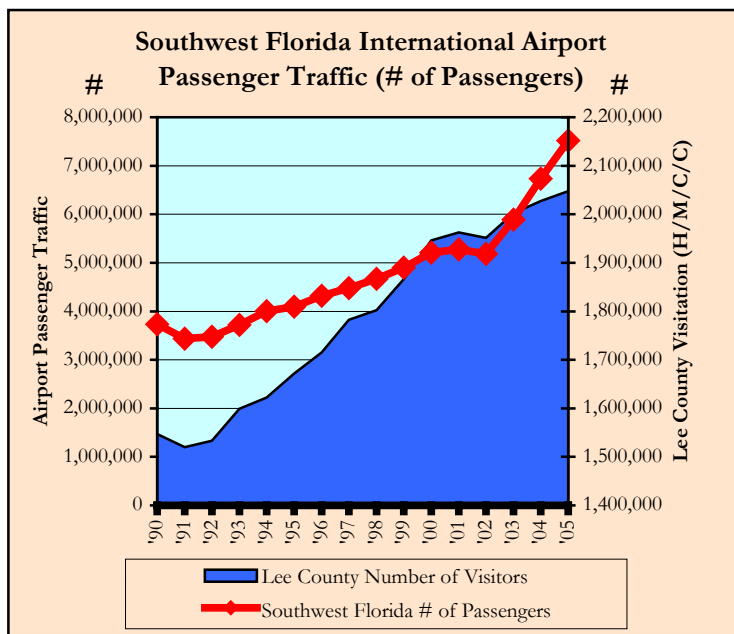
7. It is frequently argued that the growth in the European markets is driven by exchange rate parities, and major currency trends continue to be of great importance to Lee tourism. However, that is only a partial explanation. Conversations with European travelers suggest that European visitation is also driven by product quality considerations, concerns about terrorism around the world, and the perception of the U.S. as a “safe destination.” Lee’s current International scenario continues to offer marketing opportunities critical to expanding its market share in these regions -- particularly important when domestic markets are less buoyant than in past years.



8. The European market increased by 9.1% in 2005. Concomitantly, the economic contribution of Europeans in terms of direct expenditures rose by 16.4%.

The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

9. In 2005, the volume of leisure visitors to the Beaches of Fort Myers - Sanibel (staying on commercial lodging) equated to 1,618,794, while their economic impact reached \$1,619,645,981. Of course, the destination's tourism industry is fed by a variety of market segments. Leisure travel to Lee is augmented by business travel, as well as the group/meetings market. The business/group market added 428,746 visitors and \$455,144,060 of economic impact in 2005.

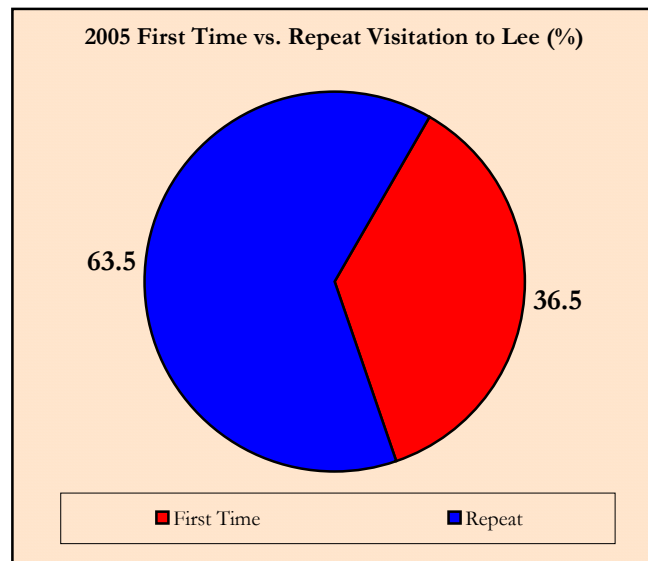


10. Lee's "fly" markets continue to grow, clearly influenced by passenger traffic into Southwest Florida International (RSW). For the twelve months of 2005, record levels of passengers used RSW to reach Lee. In 2005, fully 66.9% of Lee's visitors came by plane, with better than three-fourths of these (76.2%) deplaning at RSW. Some 32.2% of 2005 visitors traveled to the area by car.

The completion of the new RSW terminal is further strengthening growth opportunities open to the destination.

The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

- 11.** The disruptive effects of the turbulence that has affected tourism over the past two years make destination marketing even more critical. The growth of the industry is significantly affected by the level of repeat versus first time visitation. First time visitors represent “try-out” and are the result of responses and reactions to messages/images about the unique product offered by the beaches of Fort Myers - Sanibel. Repeat visits document the restimulating effect of the industry’s promotional campaigns. Hence, it is the combination of word of mouth, good will, and promotional/advertising images highlighting the “newness” of the destination that is driving the chain reaction of future growth for the industry.



- 12.** In the consumer profile research with Lee 2005 visitors, respondents specifically mention enjoying the beaches (76.7%), climate (67.9%), rest/relaxation/quiet (60.6%), and tropical atmosphere (41.2%) of the Beaches of Fort Myers - Sanibel.
- 13.** In 2005, median age was 50.8 years and the typical visitor commanded a median household income of \$85,341.

The Beaches of Fort Myers - Sanibel Visitor Profile: 2005 Year-End Summary

- 14.** As in prior years, the Internet continues to be highly effective in leveraging the destination’s brand identity. The Internet information easily available to web surfers makes the Beaches of Fort Myers-Sanibel highly visible relative to its competitors.

For 2005, almost 90% of Lee’s patrons access the Internet, with a majority (72.9%) saying they routinely obtain on-line travel information. Close to three of every five Lee visitors (58.9%) are buying travel products on-line, with 62.1% of all visitors rating the Internet as “very important” for planning trips to the Beaches of Fort Myers – Sanibel.

National statistics further corroborate the marketing importance of the Internet:

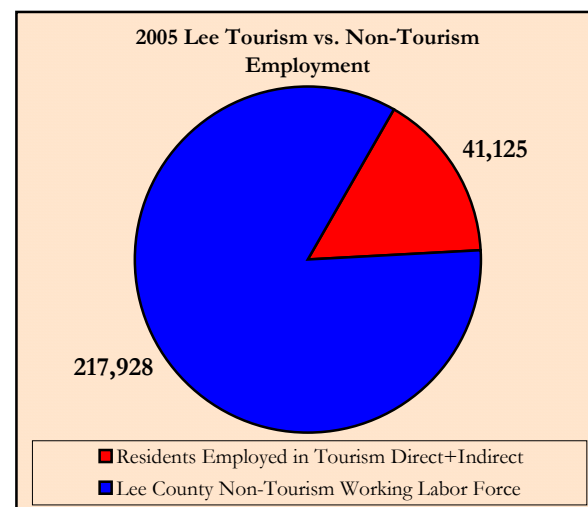
Activity	Age Group					
	18 - 28	29 - 40	41 - 50	51 - 59	60 - 69	70+
Go Online	84%	87%	79%	75%	54%	21%
E-mail	88%	92%	90%	94%	90%	89%
Get News Online	72%	76%	75%	70%	74%	68%
Buy Something Online	68%	69%	68%	67%	65%	41%
Travel Reservations	50%	72%	64%	64%	59%	60%

Source: Pew Internet and American Life Project (January 2005, May-June 2005, and September 2005)

- 15.** Tourism is Lee’s most dynamic industry and a major source of growth for the County’s economy. With \$2,753,583,233 of total expenditures (direct and indirect H/M/C and V F/R) created by the industry on 2005, tourism has a significant employment and income effect.

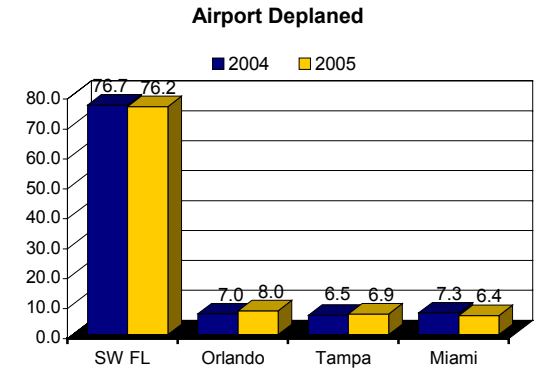
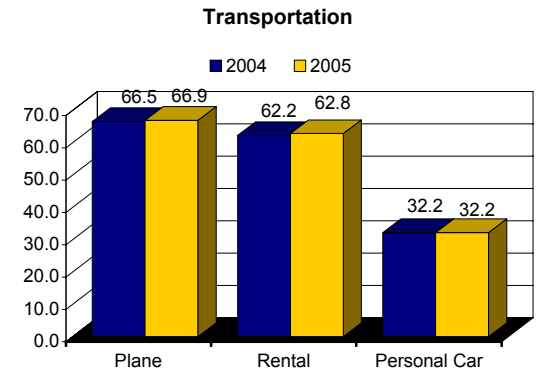
In 2005, tourism directly and indirectly employed as many as 41,125 (p) residents, with an aggregate wage bill of \$1,285,348,886 (p).

In terms of Lee’s 2005 Sales and Use tax collection records provided by the State of Florida Department of Revenue, Office of Tax Research, and highlighting the importance of tourism as an industry, is the fact that visitors to the area save each Lee household \$421 in taxes each year.



2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

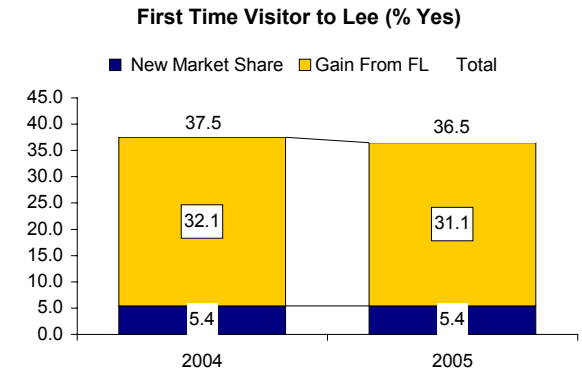
	<u>Annual 2004</u>	<u>Annual 2005</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	66.5%	66.9%
Rental Car	62.2	62.8
Personal Car	32.2	32.2
Airport Deplaned		
Southwest Florida International	76.7%	76.2%
Orlando International	7.0	8.0
Tampa International	6.5	6.9
Miami International	7.3	6.4
Car Rental Location		
Fort Myers	75.2%	74.9%
Orlando	7.0	8.7
Tampa	7.1	7.2
Miami	7.5	6.7



	<u>Annual 2004</u>	<u>Annual 2005</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	96.7%	97.2%
Visit Friends and Relatives	13.8	14.1
B. Occupancy Survey Data		
Business Travelers/Conference/Bus. Mtgs	24.6% ♦	22.4%

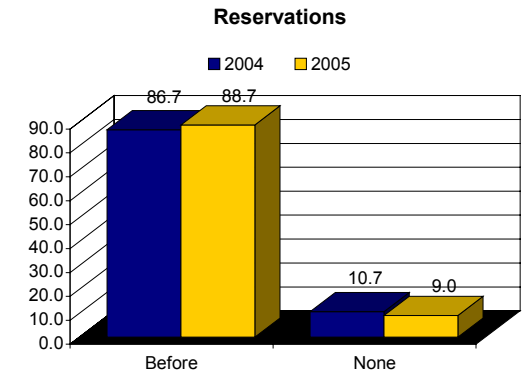
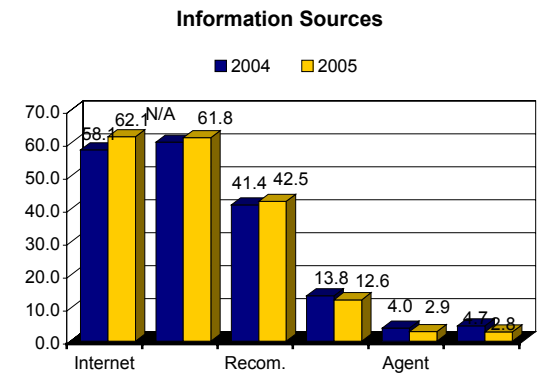
♦ Please Note: Includes recovery personnel

First Visit to (% yes)		
Lee County	37.5%	36.5%
Florida	5.4	5.4
First Time Visitors (by Region)		
Florida	30.3%	29.8%
Southeast	40.6	37.8
Northeast	36.0	37.6
Midwest	29.5	29.2
Europe	53.7	57.1
Markets of Opportunity	55.4	50.7

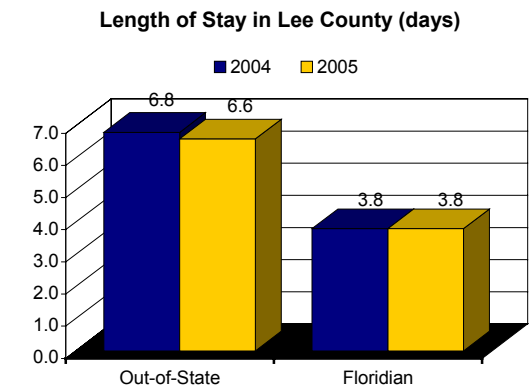


2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2004</u>	<u>Annual 2005</u>
Average Repeat Visits to Lee	3.3	3.3
Information Sources (Multiple Response)		
Internet	58.1%	62.1%
Previous Visit	60.5	61.8
Recommendations	41.4	42.5
Print Media	13.8	12.6
Travel Agent	4.0	2.9
Business Contacts	4.7	2.8
Assisted by Travel Agent	15.0%	11.1%
Travel Agent Assisted with		
Airline Reservations	67.0%	59.7%
Hotel/Motel Reservations	45.3	43.2
Vacation Packages (Including Fly/Drive)	23.8	28.9
Reservations		
Before Leaving Home	86.7%	88.7%
None	10.7	9.0
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	20.4%	21.8%

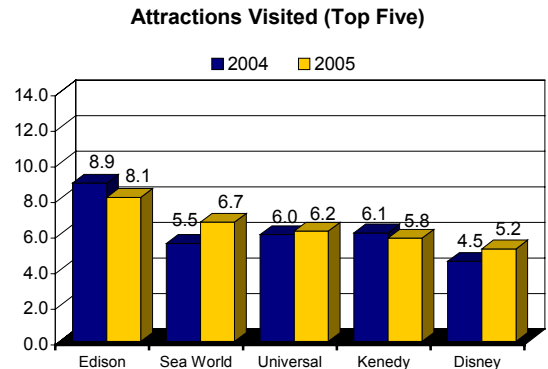
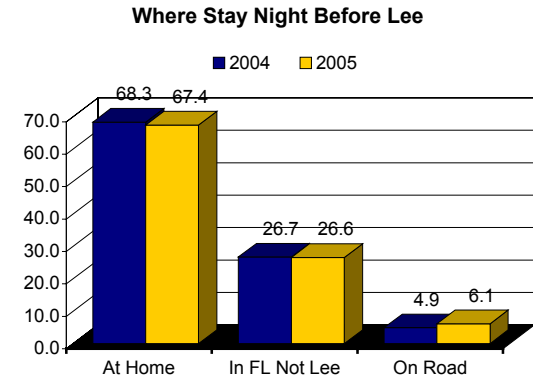
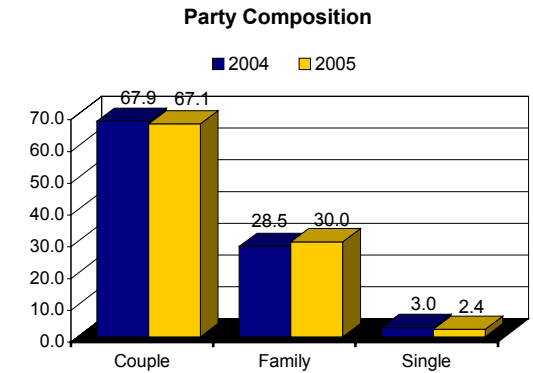


	<u>2004</u> <u>Out-of-</u> <u>State</u>	<u>2005</u> <u>Out-of-</u> <u>State</u>	<u>2004</u> <u>Floridian</u>	<u>2005</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.6	10.5	3.9	4.0
In Florida	9.7	9.6	N/A	N/A
In Lee County	6.8	6.6	3.8	3.8
% Staying 4 days or Less in Lee	27.4%	27.5%	74.9%	70.3%
Party Size	2.6	2.7	2.7	2.8



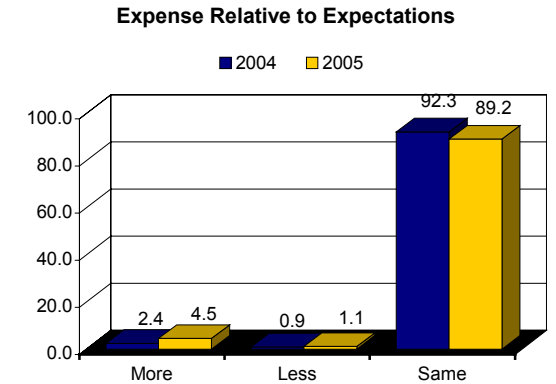
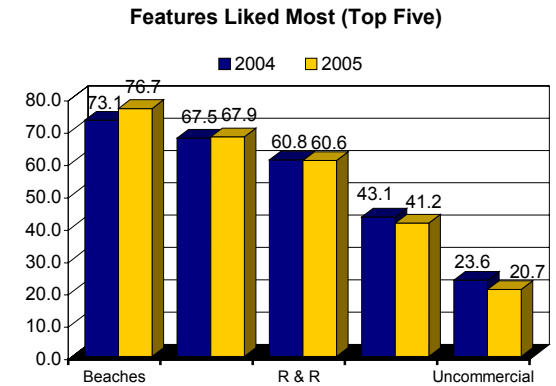
2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2004</u>	<u>Annual 2005</u>
Party Composition		
Couple	67.9%	67.1%
Family	28.5	30.0
Single	3.0	2.4
Where Stay Night Before Lee (Out-of-State)		
At Home	68.3%	67.4%
In Florida, Not in Lee	26.7	26.6
On the Road, Not in Florida	4.9	6.1
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	25.9%	27.0%
Tampa Bay	12.4	12.1
Sarasota	10.5	12.0
Fort Lauderdale/Palm Beach	9.1	9.1
Miami	7.4	7.8
Florida Keys	7.5	6.6
Naples/Marco Island	6.5	6.6
Attractions Visited		
Edison Home/Ford Home	8.9%	8.1%
Sea World	5.5	6.7
Universal Studios	6.0	6.2
Kennedy Space Center	6.1	5.8
Disney World	4.5	5.2
EPCOT	4.4	4.6
Ding Darling	3.1	3.3
Satisfaction with Lee County		
	99.1%	98.7%

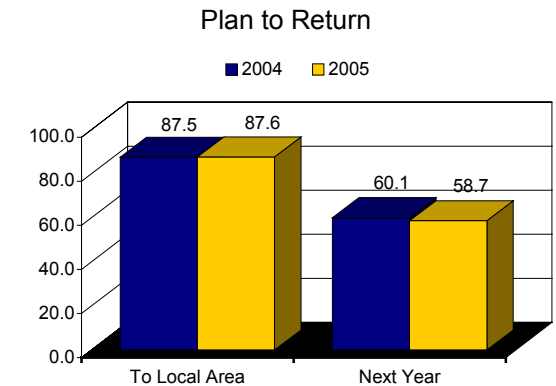


2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2004</u>	<u>Annual 2005</u>
Features Liked Most about Lee		
Beaches	73.1%	76.7%
Climate	67.5	67.9
Rest/Relaxation/Quiet	60.8	60.6
Tropical Atmosphere	43.1	41.2
Not Commercial	23.6	20.7
Friendly Residents	15.4	15.5
Clean Environment	16.8	14.6
Safety of the Area	2.0	3.0
Features Liked Least about Lee		
No Specific Complaints	74.4%	72.7%
Congestion/Over-Population	12.0	12.3
Insects	5.1	4.9
Weather	4.3	3.5
Expense	2.3	2.0

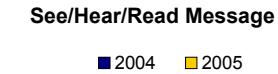
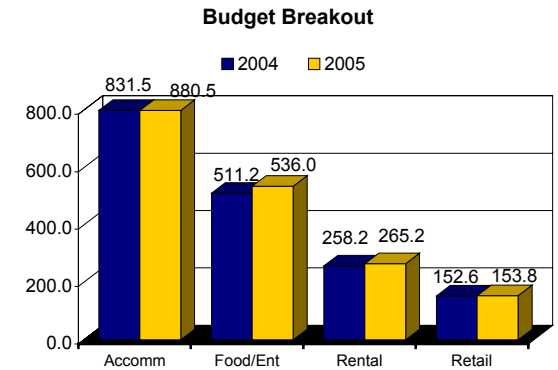


	<u>Annual 2004</u>	<u>Annual 2005</u>
Expense Relative to Expectations		
More Expensive	2.4%	4.5%
Less Expensive	0.9	1.1
Same	92.3	89.2
Recommend Lee to Friends/Relatives		
(% yes)	90.7%	89.2%
Plan to Return (% yes)		
To Local Area	87.5%	87.6%
Next Year (Base: Return to Local Area)	60.1	58.7
Median Age Head of Household (years)		
	50.2	50.8
Median Annual Household Income		
	\$82,778	\$85,341

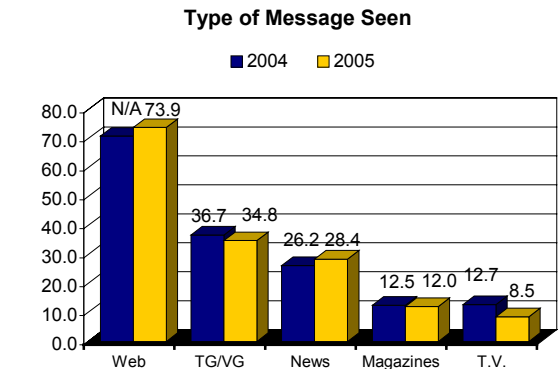
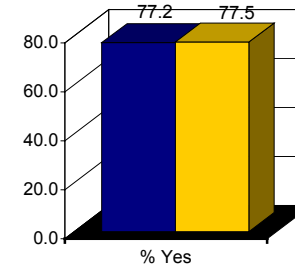
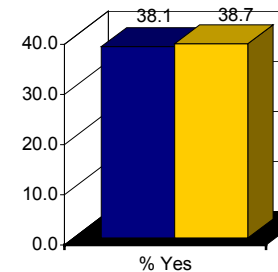


2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2004</u>	<u>Annual 2005</u>
Average Number of (per year)		
Getaway Trips	2.8	2.8
Vacations	1.9	1.9
Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)		
Total	\$1,458.17	\$1,541.01
Per Person/Trip	558.79	571.74
Per Person/Day	81.41	86.83
Out-of-State Visitor Party Budget Breakout (Lee Stay)		
Accommodations	\$831.54	\$880.46
Food/Entertainment	511.20	536.00
Rental Car	258.15	265.19
Retail Purchases	152.62	153.79

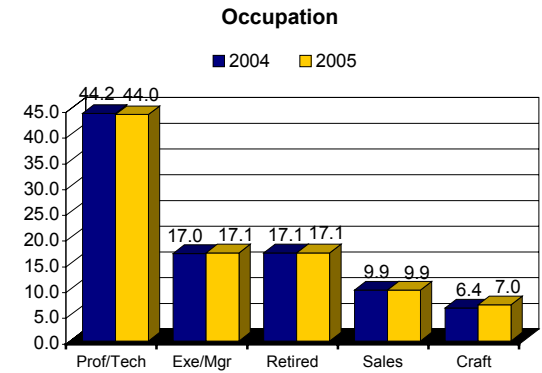


	<u>Annual 2004</u>	<u>Annual 2005</u>
Travel Stores, Advertising and/or Promotions Seen/Read/Hear for Destination	38.1%	38.7%
Type of Message Seen		
Internet	70.9%	73.9%
Travel Guides/Visitor Guides/Brochures	36.7	34.8
Newspapers	26.2	28.4
Magazines	12.5	12.0
Television	12.7	8.5
Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)		
	77.2%	77.5%

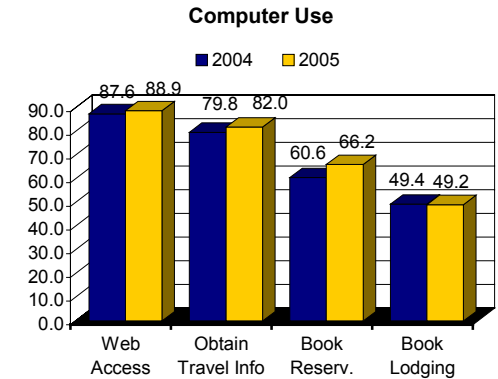


2005 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2004</u>	<u>Annual 2005</u>
Occupation		
Professional/Technical	44.2%	44.0%
Executive/Managerial	17.0	17.1
Retired	17.1	17.1
Salesman/Buyer	9.9	9.9
Craft/Factory	6.4	7.0



	<u>Annual 2004</u>	<u>Annual 2005</u>
Have Internet Access (Base: Respondents with use of a computer)	87.6%	88.9%
Use Internet to: (Base: Respondents who have used on line services)		
Obtain Travel Information	79.8%	82.0%
Book Reservations on-line	60.6	66.2
Book Lodging Reservations: (Base: Respondents who book travel reservations on-line)	49.4%	49.2%



Beaches of Fort Myers - Sanibel Visitor Profile 2005
Summary Statistics



Visitors/Expenditures

Winter Season 2005

(Jan., Feb., Mar. & Apr.)

Visitors	1,082,171
D '04/'05	-26,985
Direct \$ Exp.	\$653,491,813
D '04/'05	+\$14,872,186
Total \$ Impact	\$1,097,670,198
D '04/'05	+\$24,980,811

Top U.S. Feeder Market Averages

	<u>Win. '05</u>
1. New York	10.5%
2. Chicago	10.2
3. Boston	7.1
4. Minneapolis/St. Paul	5.9
5. Detroit	5.2
6. Indianapolis	4.3
7. Philadelphia	3.6
8. Cleveland	2.8
9. Milwaukee	2.7
10. Providence/New Bedford	2.6

Visitors/Expenditures

Spring/Summer Season 2005

(May, Jun., Jul. & Aug.)

Visitors	566,619
D '04/'05	+30,500
Direct \$ Exp.	\$331,128,723
D '04/'05	+\$33,594,065
Total \$ Impact	\$556,196,916
D '04/'05	+\$56,427,951

Top U.S. Feeder Market Averages

Spring/Sum. '05

1.	Miami/Ft. Lauderdale	10.4%
2.	New York	8.9
3.	Chicago	6.9
4.	Tampa/St. Petersburg	5.3
5.	Philadelphia	4.4
6.	Boston	4.0
7.	Cleveland	3.6
8.	Greater Orlando Area	3.5
9.	Cincinnati	3.4
10.	West Palm Beach/Ft. Pierce	3.0

Visitors/Expenditures

Fall Season 2005

(Sep., Oct., Nov. & Dec.)

Visitors	398,750
D '04/'05	+17,104
Direct \$ Exp.	\$250,594,110
D '04/'05	+\$22,154,162
Total \$ Impact	\$420,922,927
D '04/'05	+\$37,212,346

Top U.S. Feeder Market Averages

	<u>Fall. '05</u>
1. New York	10.3%
2. Chicago	8.4
3. Miami/Ft. Lauderdale	5.1
4. Boston	5.1
5. Detroit	4.7
6. Indianapolis	4.1
7. Philadelphia	3.9
8. Cleveland	3.4
9. Tampa/St. Petersburg	3.4
10. Minneapolis/St. Paul	3.3

Visitors/Expenditures

Annual 2005

Visitors	2,047,540
D '04/'05	+20,619

Direct \$ Exp.	\$1,235,214,646
D '04/'05	+\$70,620,413

Total \$ Impact	\$2,074,790,041
D '04/'05	+\$118,621,108

Top U.S. Feeder Market Averages

	<u>Ann. '05</u>
1. New York	9.9%
2. Chicago	8.5
3. Miami/Ft. Lauderdale	5.8
4. Boston	5.4
5. Detroit	4.2
6. Philadelphia	4.0
7. Indianapolis	3.8
8. Minneapolis/St. Paul	3.5
9. Cleveland	3.3
10. Tampa/St. Petersburg	3.2

Beaches of Fort Myers - Sanibel – 2005 Annual Visitor Profile



TOP U.S. FEEDER MARKET AVERAGES

Annual 2005

1. New York	9.9%
2. Chicago	8.5
3. Miami/Ft. Lauderdale	5.8
4. Boston	5.4
5. Detroit	4.2
6. Philadelphia	4.0
7. Indianapolis	3.8
8. Minneapolis/St. Paul	3.5
9. Cleveland	3.3
10. Tampa/St. Petersburg	3.2

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Number of Visitors	200,933	273,359	294,097	313,782	1,082,171	141,701	154,924	181,294	88,700	566,619
Room Nights	614,173	532,668	623,700	611,834	2,382,375	459,430	392,040	420,557	312,911	1,584,938
Expenditures (\$)	127,937,055	183,514,100	179,575,628	162,465,030	653,491,813	104,071,270	86,616,590	81,205,200	59,235,663	331,128,723
Occupancy Rate	83.1	93.3	95.8	84.1	89.1	78.4	72.2	77.4	61.6	72.4
Room Rate	126.03	158.53	156.14	116.62	139.33	97.81	98.17	97.49	101.47	98.74
Occupancy										
< 20 Units	83.2	95.5	95.8	86.2	90.2	79.6	78.5	79.1	57.7	73.7
21-50 Units	78.5	93.5	95.3	82.4	87.4	75.4	75.2	78.9	63.5	73.3
51-100 Units	85.2	92.3	95.6	83.6	89.2	79.2	73.4	81.0	65.3	74.7
101+ Units	84.3	92.9	96.0	84.0	89.3	77.9	68.7	76.4	60.5	70.9
Average Room Rate										
< 20 Units	116.53	132.61	126.25	101.88	119.32	90.81	76.37	81.71	87.36	84.06
21-50 Units	114.86	143.56	133.71	116.59	127.18	93.37	92.63	92.58	89.34	91.98
51-100 Units	155.66	185.32	199.99	149.89	172.72	121.37	117.47	119.30	116.06	118.55
101+ Units	128.83	177.55	164.62	145.32	154.08	108.99	108.13	118.33	113.12	112.14
Visitor Origin										
Florida	8,238	8,747	15,881	29,809	62,675	27,490	31,759	40,066	21,022	120,337
Southeast	15,070	13,668	17,352	17,572	63,662	6,802	15,028	14,685	7,185	43,700
Northeast	58,472	94,582	97,052	94,135	344,241	44,636	37,027	43,692	14,369	139,724
Midwest	83,990	129,572	127,638	125,827	467,027	44,352	50,350	56,201	23,772	174,675
Canada	7,635	8,201	9,411	9,413	34,660	1,842	930	1,450	798	5,020
Europe	20,495	12,848	20,881	27,299	81,523	12,895	15,647	19,217	18,716	66,475
Markets of Opportunity	7,033	5,741	5,882	9,727	28,383	3,684	4,183	5,983	2,838	16,688
TOTAL	200,933	273,359	294,097	313,782	1,082,171	141,701	154,924	181,294	88,700	566,619
Transportation Mode										
Plane	64.7	75.7	73.6	73.1	71.8	67.4	62.0	56.0	60.7	61.5
Rental Car	62.0	71.4	68.4	69.0	67.7	62.6	57.7	49.8	56.9	56.8
Personal Car	33.6	22.9	25.7	25.1	26.8	30.4	37.1	42.4	41.5	37.9
Airport Deplaned										
SW Florida Int'l	78.0	86.1	85.6	80.2	82.5	81.0	79.5	74.7	60.9	74.0
Orlando Int'l	5.8	4.2	3.1	6.8	5.0	5.7	9.2	9.8	17.6	10.6
Miami Int'l	8.5	2.5	3.0	4.7	4.7	5.3	2.8	4.7	9.9	5.7
Tampa Int'l	7.5	5.9	7.0	5.3	6.4	4.4	6.9	5.3	10.2	6.7
Car Rental Location										
Fort Myers	77.8	83.0	83.2	78.8	80.7	80.0	76.9	76.8	59.1	73.2
Orlando	5.6	4.4	4.1	7.0	5.3	7.0	9.5	12.7	19.0	12.1
Miami	8.8	2.8	3.8	4.8	5.1	5.8	2.9	4.4	9.5	5.7
Tampa	7.5	6.3	7.8	5.7	6.8	4.8	7.4	3.7	10.5	6.6

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Number of Visitors	76,740	75,670	107,425	138,915	398,750	2,047,540
Room Nights	233,850	260,500	474,800	512,000	1,481,150	5,448,463
Expenditures (\$)	42,594,000	47,346,870	65,856,900	94,796,340	250,594,110	1,235,214,646
Occupancy Rate	51.0	61.2	74.6	62.9	62.4	74.6
Room Rate	95.22	96.25	92.25	120.89	101.15	113.07
Occupancy						
< 20 Units	48.6	62.6	75.0	63.4	62.4	75.4
21-50 Units	51.2	55.5	73.6	62.8	60.8	73.8
51-100 Units	51.8	63.4	76.3	63.0	63.6	75.8
101+ Units	51.7	62.4	74.3	62.7	62.8	74.3
Average Room Rate						
< 20 Units	78.82	86.34	86.20	102.85	88.55	90.99
21-50 Units	85.88	82.56	90.60	121.23	95.07	97.36
51-100 Units	107.51	106.41	126.30	138.51	119.68	122.73
101+ Units	108.69	103.89	115.75	120.95	112.32	113.23
Visitor Origin						
Florida	21,180	10,594	12,354	5,557	49,685	232,697
Southeast	6,523	4,540	6,660	9,724	27,447	134,809
Northeast	15,732	16,950	32,442	41,119	106,243	590,208
Midwest	18,187	24,517	36,417	59,595	138,716	780,418
Canada	460	1,513	2,686	5,973	10,632	50,312
Europe	11,588	14,075	12,891	12,780	51,334	199,332
Markets of Opportunity	3,070	3,481	3,975	4,167	14,693	59,764
TOTAL	76,740	75,670	107,425	138,915	398,750	2,047,540
Transportation Mode						
Plane	56.0	72.3	74.9	66.2	67.4	66.9
Rental Car	55.0	69.6	68.7	62.5	64.0	62.8
Personal Car	43.5	26.8	25.5	32.0	32.0	32.2
Airport Deplaned						
SW Florida Int'l	66.7	69.5	75.5	76.7	72.1	76.2
Orlando Int'l	9.0	9.2	9.0	6.0	8.3	8.0
Miami Int'l	12.4	10.5	8.2	4.5	8.9	6.4
Tampa Int'l	8.0	9.1	5.4	8.3	7.7	6.9
Car Rental Location						
Fort Myers	65.1	68.2	73.7	75.6	70.7	74.9
Orlando	9.3	9.9	9.4	6.5	8.8	8.7
Miami	12.6	10.8	8.9	4.9	9.3	6.7
Tampa	8.3	9.8	5.2	8.9	8.1	7.2

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Purpose of Trip										
Vacation	96.5	96.6	98.0	97.4	97.1	97.4	98.7	96.9	97.1	97.5
Visit Friends & Relatives	11.4	16.2	13.9	15.0	14.1	16.3	11.2	14.5	13.2	13.8
Business/Conf/Meetings	18.4	15.6	16.1	20.4	17.6	24.7	22.6	25.5	24.7	24.4
First Visit										
Lee County	35.1	30.2	29.4	40.3	33.8	39.6	39.5	36.7	40.1	39.0
Florida	4.9	1.8	2.2	5.5	3.6	6.6	6.2	4.0	10.0	6.7
First Time Visitors										
Florida	33.3	29.9	n/a	30.8	31.3	25.9	32.3	31.0	28.4	29.4
Southeast	40.9	34.5	36.3	53.6	41.3	46.4	40.0	32.0	34.2	38.2
Northeast	37.2	28.3	29.7	40.1	33.8	45.6	41.6	40.7	39.6	41.9
Midwest	24.0	25.2	23.5	27.5	25.1	33.0	31.4	28.6	37.8	32.7
Europe	47.4	40.6	72.7	60.0	55.2	59.5	52.6	58.6	62.5	58.3
Markets of Opportunity	53.6	46.2	42.5	n/a	47.4	n/a	56.3	61.1	53.3	56.9
Avg Repeat Visits										
	3.2	3.4	3.1	3.1	3.2	3.4	3.3	3.3	3.3	3.3
Information Sources										
Internet	64.4	56.0	59.3	58.0	59.4	53.9	71.4	57.5	61.3	61.0
Previous Visit	64.0	65.4	69.0	58.9	64.3	60.4	58.0	62.6	58.7	59.9
Recommendations	38.5	33.9	33.6	42.4	37.1	46.9	42.6	42.9	46.4	44.7
Business Contacts	3.7	n/a	1.5	2.8	2.7	4.2	1.6	1.1	1.4	2.1
Print Media	11.5	12.6	13.1	15.0	13.1	11.5	10.3	13.0	17.2	13.0
Travel Agent	3.6	1.8	3.1	3.6	3.0	n/a	4.4	1.6	n/a	n/a
Travel Agent Assisted										
	15.2	12.6	13.2	12.5	13.4	15.2	12.2	9.0	8.1	11.1
Travel Agent Assisted with:										
Airline Reservations	61.6	58.5	54.2	54.1	57.1	59.4	51.9	66.9	58.3	59.1
Hotel/Motel Reservations	43.5	43.2	33.2	52.2	43.0	44.8	30.3	43.5	50.0	42.2
Fly/Drive Packages	18.2	21.7	30.7	28.5	24.8	34.7	36.3	27.3	36.4	33.7
Reservations										
Before	88.2	93.2	89.2	84.1	88.7	91.9	90.4	90.3	84.1	89.2
None	8.9	4.4	5.2	13.7	8.1	7.0	7.6	7.5	13.6	8.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival										
	16.8	16.6	12.8	19.1	16.3	19.7	20.9	28.5	32.6	25.4

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Purpose of Trip						
Vacation	95.9	97.3	97.1	97.8	97.0	97.2
Visit Friends & Relatives	14.3	12.6	14.8	15.9	14.4	14.1
Business/Conf/Meetings	23.8	28.1	27.1	22.3	25.3	22.4
First Visit						
Lee County	44.0	36.1	36.8	30.7	36.9	36.5
Florida	10.5	4.7	4.7	3.9	6.0	5.4
First Time Visitors						
Florida	34.0	34.8	22.2	25.0	29.0	29.8
Southeast	34.1	33.3	34.8	33.3	33.9	37.8
Northeast	41.1	39.8	37.8	29.9	37.2	37.6
Midwest	36.5	27.6	27.0	28.3	29.9	29.2
Europe	83.3	47.9	51.7	48.1	57.8	57.1
Markets of Opportunity	46.7	n/a	n/a	46.0	n/a	50.7
Avg Repeat Visits	3.5	3.8	3.3	3.4	3.5	3.3
Information Sources						
Internet	73.8	61.2	54.3	74.3	65.9	62.1
Previous Visit	52.7	62.8	61.6	67.8	61.2	61.8
Recommendations	52.0	44.0	41.9	44.7	45.7	42.5
Business Contacts	4.1	3.1	4.0	n/a	3.7	2.8
Print Media	10.3	10.8	15.1	10.4	11.7	12.6
Travel Agent	n/a	n/a	2.5	n/a	n/a	2.9
Travel Agent Assisted	8.0	7.6	9.0	10.8	8.9	11.1
Travel Agent Assisted with:						
Airline Reservations	46.6	68.0	63.5	73.6	62.9	59.7
Hotel/Motel Reservations	43.6	42.6	45.8	45.7	44.4	43.2
Fly/Drive Packages	44.0	18.5	28.1	21.9	28.1	28.9
Reservations						
Before	87.7	86.9	90.2	88.1	88.2	88.7
None	10.3	12.0	7.5	9.9	9.9	9.0
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	36.7	21.5	13.2	23.2	23.7	21.8

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Length of Stay (OOS)										
Away from Home	11.6	11.8	10.9	10.1	11.1	8.9	10.0	10.6	10.4	10.0
In Florida	10.6	10.8	10.2	9.3	10.2	8.2	9.0	9.6	10.0	9.2
In Lee County	8.1	8.0	7.4	6.5	7.5	5.8	5.6	6.2	5.7	5.8
Length of Stay (FL)										
Away from Home	3.9	3.8	3.4	4.2	3.8	3.7	3.9	4.8	4.6	4.3
In Lee County	3.6	3.5	3.3	4.0	3.6	3.6	3.8	4.6	4.4	4.1
% Staying 4 days or less										
Out-of-State	19.5	21.3	18.7	24.2	20.9	33.6	29.2	29.5	30.9	30.8
Floridian	60.0	88.5	80.1	63.6	73.1	86.6	66.7	53.2	55.1	65.4
Party Size										
Out-of-State	2.7	2.5	2.8	2.8	2.7	2.5	2.7	3.2	3.0	2.9
Floridian	2.6	2.2	2.3	2.7	2.5	2.9	3.1	3.3	3.1	3.1
Type of Party										
Couple	71.4	76.2	68.7	54.9	67.8	72.0	62.6	54.2	56.6	61.4
Family	26.0	22.2	29.9	40.9	29.8	22.9	33.7	45.5	42.7	36.2
Single	2.6	1.6	1.6	2.8	2.2	4.5	3.3	0.3	0.7	2.2
Where Stayed Night Before Lee										
At Home	61.3	67.8	73.2	67.2	67.4	71.4	62.5	67.1	64.7	66.4
In FL, Not in Lee	31.1	28.4	20.9	26.5	26.7	24.7	30.2	27.3	28.8	27.8
On the Road, Not in FL	7.6	3.8	5.9	6.3	5.9	3.9	7.3	5.6	6.4	5.8
Where Stayed in Florida										
Orlando/Disney	25.6	18.8	18.4	28.1	22.7	27.3	36.6	27.3	32.0	30.8
Tampa Bay	13.3	17.7	15.0	4.2	12.6	16.7	13.4	8.1	10.7	12.2
Ft. Lauderdale/Palm Bch.	9.5	10.5	6.6	8.3	8.7	8.0	7.3	12.5	8.5	9.1
Florida Keys	3.8	4.3	8.3	9.0	6.4	6.1	7.5	7.5	8.7	7.5
Sarasota	18.9	12.1	12.5	15.4	14.7	12.1	9.8	14.4	9.8	11.5
Miami	8.9	5.7	9.5	6.7	7.7	4.5	5.3	4.6	12.8	6.8
Naples/Marco Island	5.6	8.0	9.2	4.5	6.8	5.0	4.9	4.7	6.5	5.3
Attractions Visited										
Edison/Ford Home	7.3	7.8	5.6	8.0	7.2	8.9	8.2	10.1	6.7	8.5
Sea World	4.7	6.6	6.1	7.4	6.2	3.9	10.1	7.7	9.0	7.7
Disney	3.5	3.4	n/a	6.8	4.6	2.4	6.5	8.1	8.2	6.3
Universal Studios	4.9	3.8	5.0	7.3	5.3	2.7	6.1	8.8	10.0	6.9
EPCOT	4.6	5.0	2.8	6.6	4.8	2.9	3.7	5.3	n/a	4.0
Kennedy Space Center	5.0	4.8	4.4	7.6	5.5	3.7	7.9	7.3	7.0	6.5
Ding Darling	3.5	2.3	4.9	2.7	3.4	2.8	1.6	n/a	n/a	n/a

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Length of Stay (OOS)						
Away from Home	10.1	10.3	10.3	10.6	10.3	10.5
In Florida	9.3	9.2	9.7	9.7	9.5	9.6
In Lee County	5.6	5.8	6.7	7.2	6.3	6.6
Length of Stay (FL)						
Away from Home	3.7	3.8	4.3	4.2	4.0	4.0
In Lee County	3.6	3.6	4.2	3.9	3.8	3.8
% Staying 4 days or less						
Out-of-State	40.2	35.8	27.5	19.2	30.7	27.5
Floridian	81.4	80.4	59.2	68.8	72.5	70.3
Party Size						
Out-of-State	2.4	2.5	2.6	2.9	2.6	2.7
Floridian	3.1	2.6	2.7	2.5	2.7	2.8
Type of Party						
Couple	77.1	75.7	70.9	64.5	72.1	67.1
Family	18.9	19.6	25.2	32.8	24.1	30.0
Single	2.0	2.7	4.2	2.0	2.7	2.4
Where Stayed Night Before Lee						
At Home	69.3	64.2	71.1	68.5	68.3	67.4
In FL, Not in Lee	20.0	30.3	23.0	27.6	25.2	26.6
On the Road, Not in FL	10.7	5.5	5.9	3.9	6.5	6.1
Where Stayed in Florida						
Orlando/Disney	n/a	33.8	21.5	27.6	27.6	27.0
Tampa Bay	n/a	12.2	10.0	12.0	11.4	12.1
Ft. Lauderdale/Palm Bch.	n/a	13.5	7.6	7.4	9.5	9.1
Florida Keys	n/a	5.9	5.1	6.4	5.8	6.6
Sarasota	n/a	7.8	8.7	10.6	9.0	12.0
Miami	n/a	5.6	13.6	8.6	9.3	7.8
Naples/Marco Island	n/a	n/a	n/a	11.1	n/a	6.6
Attractions Visited						
Edison/Ford Home	9.6	8.6	5.7	10.8	8.7	8.1
Sea World	4.3	6.2	6.2	7.9	6.2	6.7
Disney	4.9	4.5	3.7	5.4	4.6	5.2
Universal Studios	6.7	5.5	5.6	8.4	6.6	6.2
EPCOT	4.1	4.1	4.8	6.5	4.9	4.6
Kennedy Space Center	4.9	6.0	6.0	5.3	5.6	5.8
Ding Darling	n/a	n/a	5.4	3.1	n/a	3.3

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Satisfaction with Lee	98.7	99.3	99.3	98.5	99.0	98.6	97.4	99.3	99.0	98.6
Lee Features Liked Most										
Beaches	75.1	72.3	73.9	68.3	72.4	78.0	82.7	82.1	86.1	82.2
Climate	80.7	87.6	84.9	80.0	83.3	72.3	49.6	49.0	44.4	53.8
Rest/Relaxation/Quiet	57.3	64.8	54.0	53.3	57.4	67.2	62.9	62.5	56.9	62.4
Tropical Atmosphere	41.5	46.3	49.7	34.1	42.9	37.3	39.5	40.5	41.8	39.8
Not Commercial	21.6	27.5	23.2	17.3	22.4	22.0	21.3	24.9	21.4	22.4
Clean Environment	10.8	15.3	12.0	10.2	12.1	17.6	16.2	17.9	15.4	16.8
Friendly Residents	12.0	15.8	11.2	12.4	12.9	n/a	n/a	14.5	12.5	n/a
Safety	n/a	n/a	1.8	1.2	n/a	n/a	2.0	1.4	3.2	2.2
Lee Features Liked Least										
No Specific Complaints	75.4	52.3	57.2	80.2	66.3	84.8	73.4	74.9	79.1	78.1
Congestion	20.5	35.1	37.7	17.0	27.6	6.3	1.7	3.0	1.4	3.1
Weather	2.3	3.1	n/a	n/a	n/a	n/a	10.1	5.7	4.8	6.9
Insects	n/a	n/a	0.7	0.3	0.5	2.9	7.6	9.2	11.0	7.7
Expense	1.5	2.4	3.0	0.7	1.9	0.7	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	2.9	4.5	6.0	1.1	3.6	5.4	4.4	4.9	4.6	4.8
Less Expensive	0.6	n/a	0.3	1.5	0.6	3.4	2.0	1.3	1.7	2.1
As Expected	92.7	87.6	89.7	93.8	91.0	89.0	90.4	84.8	86.8	87.8
Don't Know	3.8	7.9	4.0	3.6	4.8	2.3	3.2	9.0	6.9	5.4
Recommend Lee	94.0	88.0	88.8	91.1	90.5	91.5	88.6	93.7	91.2	91.3
Plan to Return (% yes)										
To Local Area	90.2	91.4	89.1	84.6	88.8	89.4	91.8	88.6	86.8	89.2
Next year	60.0	60.4	62.2	62.8	61.4	63.2	59.7	57.4	52.7	58.3
Median Age of Head of HH	51.6	54.2	50.1	50.4	51.6	49.3	49.5	48.4	50.3	49.4
Median Annual HH Income	87,478	82,264	86,688	84,856	85,322	90,060	80,761	83,948	85,545	85,079
Average Number of:										
Getaway	2.8	2.8	3.0	2.7	2.8	2.7	2.8	2.8	2.7	2.8
Vacations	2.0	1.8	2.0	1.9	1.9	2.0	1.9	1.8	1.8	1.9
Out-of-State Visitor Party Budget										
Total	1,835.89	2,149.89	1,985.48	1,578.40	1,887.42	1,230.15	1,273.13	1,433.35	1,384.47	1,330.28
Per person/trip	679.96	859.96	709.10	563.71	703.18	512.56	471.53	447.92	461.49	473.38
Per person/day	83.95	107.49	95.82	86.73	93.50	88.37	84.20	72.25	80.96	81.45

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Satisfaction with Lee	95.9	99.4	99.4	99.0	98.4	98.7
<i>Lee Features Liked Most</i>						
Beaches	73.0	76.7	70.6	81.1	75.4	76.7
Climate	40.8	67.1	81.0	77.9	66.7	67.9
Rest/Relaxation/Quiet	65.3	58.4	59.8	65.0	62.1	60.6
Tropical Atmosphere	40.6	45.4	34.0	43.8	41.0	41.2
Not Commercial	19.5	15.3	14.6	19.8	17.3	20.7
Clean Environment	16.6	5.2	15.2	22.8	15.0	14.6
Friendly Residents	16.5	19.5	17.2	23.6	19.2	15.5
Safety	7.3	2.6	4.5	n/a	4.8	3.0
<i>Lee Features Liked Least</i>						
No Specific Complaints	69.0	75.7	71.9	78.7	73.8	72.7
Congestion	0.3	3.8	6.4	13.8	6.1	12.3
Weather	2.6	0.4	0.6	2.2	1.5	3.5
Insects	5.8	3.6	6.7	1.6	4.4	4.9
Expense	3.4	n/a	n/a	2.6	n/a	2.0
<i>Expense vs. Expectations</i>						
More Expensive	3.7	4.2	4.0	8.5	5.1	4.5
Less Expensive	1.3	0.7	0.4	0.4	0.7	1.1
As Expected	85.9	91.4	90.8	87.7	89.0	89.2
Don't Know	9.1	3.7	4.8	3.4	5.2	5.1
Recommend Lee	79.5	88.3	90.3	85.5	85.9	89.2
<i>Plan to Return (% yes)</i>						
To Local Area	77.9	87.5	87.2	87.2	85.0	87.6
Next year	50.3	54.8	57.0	64.2	56.6	58.7
Median Age of Head of HH	50.2	51.5	51.9	52.7	51.6	50.8
Median Annual HH Income	77,395	81,896	90,196	93,000	85,622	85,341
<i>Average Number of:</i>						
Getaway	2.7	2.8	2.7	2.8	2.8	2.8
Vacations	1.9	2.0	1.9	1.9	1.9	1.9
<i>Out-of-State Visitor</i>						
<i>Party Budget</i>						
Total	1,164.19	1,317.40	1,504.80	1,634.95	1,405.34	1,541.01
Per person/trip	485.08	526.96	578.77	563.78	538.65	571.74
Per person/day	86.62	90.86	86.38	78.30	85.54	86.83

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,079.10	1,212.44	1,250.86	941.94	1,121.09	841.18	666.46	759.79	768.73	759.04
Food/Entertainment	600.41	637.98	681.56	642.92	640.72	456.68	473.01	493.72	514.82	484.56
Rental Car	266.49	288.50	333.12	310.50	299.65	248.31	257.62	249.03	243.32	249.57
Retail Purchases	160.08	177.82	170.87	158.68	166.86	139.06	144.79	144.95	136.82	141.41
See/Read/Hear Message	32.2	30.9	31.6	37.4	33.0	34.1	41.3	47.4	46.5	42.3
Type of Message Seen										
Internet	74.0	71.3	68.8	63.7	69.5	71.6	78.3	65.1	75.9	72.7
TG's/VG's/Brochures	32.7	22.5	27.4	44.6	31.8	37.1	42.0	31.1	38.5	37.2
Newspaper	39.7	35.5	43.2	23.9	35.6	28.3	20.1	24.9	30.4	25.9
Magazine	11.9	8.2	12.1	12.6	11.2	16.7	11.0	16.4	13.0	14.3
Television	7.8	15.1	17.2	4.4	11.1	5.5	6.1	8.2	4.2	6.0
Influence by Lee Message	81.2	71.6	75.6	81.4	77.5	75.8	82.5	76.3	83.5	79.5
Occupation										
Professional/Tech	41.6	36.2	43.2	45.3	41.6	43.2	48.2	54.2	50.2	49.0
Executive/Managerial	17.4	16.8	13.1	13.0	15.1	18.5	17.0	14.2	18.9	17.2
Retired	20.8	26.7	16.0	18.1	20.4	14.9	14.4	14.1	10.6	13.5
Craft/Factory	8.0	4.8	7.5	6.8	6.8	7.2	6.3	6.5	6.0	6.5
Sales/Buyer	10.3	10.1	10.8	9.2	10.1	10.6	11.9	7.7	11.3	10.4
Have Internet Access	85.6	83.8	87.9	88.2	86.4	86.8	91.3	91.6	91.4	90.3
Obtain Travel Info.	83.8	83.2	81.5	82.7	82.8	82.6	76.9	78.5	78.4	79.1
Book Travel Services Online	61.3	62.2	60.6	63.6	61.9	66.2	64.5	66.1	69.8	66.7
Book Lodging Online	48.1	45.2	46.3	50.4	47.5	53.4	53.4	53.6	46.2	51.7

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	680.93	660.80	852.00	851.28	761.25	880.46
Food/Entertainment	422.84	452.50	503.30	552.25	482.72	536.00
Rental Car	185.78	226.40	267.62	305.60	246.35	265.19
Retail Purchases	140.59	135.00	156.10	180.69	153.10	153.79
See/Read/Hear Message	45.9	36.3	41.7	38.9	40.7	38.7
<i>Type of Message Seen</i>						
Internet	77.6	82.0	78.2	80.0	79.5	73.9
TG's/VG's/Brochures	39.2	37.8	32.0	32.5	35.4	34.8
Newspaper	23.1	24.8	25.9	20.4	23.6	28.4
Magazine	10.2	12.6	5.9	13.9	10.7	12.0
Television	7.1	9.6	10.5	6.2	8.4	8.5
Influence by Lee Message	75.4	79.7	75.7	71.4	75.6	77.5
<i>Occupation</i>						
Professional/Tech	38.4	45.4	39.9	42.0	41.4	44.0
Executive/Managerial	18.6	16.3	19.3	21.6	19.0	17.1
Retired	17.4	16.1	20.3	16.3	17.5	17.1
Craft/Factory	8.7	4.7	8.8	8.6	7.7	7.0
Sales/Buyer	11.1	8.1	9.4	8.1	9.2	9.9
Have Internet Access	87.6	89.8	90.7	92.4	90.1	88.9
Obtain Travel Info.	84.5	85.0	82.2	85.1	84.2	82.0
Book Travel Services Online	67.3	70.7	70.1	71.9	70.0	66.2
Book Lodging Online	56.4	49.4	46.5	41.3	48.4	49.2

Beaches of Fort Myers - Sanibel – 2004 Annual Visitor Profile



LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Number of Visitors	205,981	279,844	303,853	319,478	1,109,156	140,505	153,553	177,815	64,246 ♦	536,119 ♦
Room Nights	645,334	575,126	650,161	632,523	2,503,144	457,138	395,506	427,340	177,423	1,457,407
Expenditures (\$)	125,901,179	179,850,142	172,818,148	160,050,158	638,619,627	98,938,000	81,743,940	75,991,018	40,861,700 ♦	297,534,658 ♦
									♦ Reflect Storm Impacts	
Occupancy Rate	80.6	92.4	95.3	83.5	88.0	74.4	69.3	73.4	65.8 *	70.7
Room Rate	116.90	146.09	143.29	114.89	130.29	91.88	93.25	90.52	95.05 *	92.68
									* August 2004 Occupancy & ADR estimated through August 10, 2004	
Occupancy										
< 20 Units	81.8	95.9	96.4	85.3	89.9	75.9	77.1	74.0	n/a	75.7
21-50 Units	76.8	91.4	94.9	79.6	85.7	72.4	71.6	78.7	n/a	74.2
51-100 Units	82.4	91.6	95.3	86.6	89.0	76.0	71.4	76.5	n/a	74.6
101+ Units	81.1	92.1	95.1	82.3	87.7	73.2	65.3	71.2	n/a	69.9
Average Room Rate										
< 20 Units	105.33	116.87	114.89	94.52	107.90	84.13	71.99	76.12	n/a	77.41
21-50 Units	103.34	130.59	124.49	111.79	117.55	87.39	87.45	84.65	n/a	86.50
51-100 Units	145.50	173.30	180.85	152.57	163.06	110.75	110.16	111.39	n/a	110.77
101+ Units	124.34	168.11	152.93	147.17	148.14	107.16	105.22	110.32	n/a	107.57
Visitor Origin										
Florida	9,269	10,634	19,750	32,587	72,240	26,977	31,018	38,764	18,182 ♦	114,941
Southeast	16,067	13,712	19,447	18,849	68,075	6,463	15,509	16,181	5,911 ♦	44,064
Northeast	59,529	100,184	99,056	93,927	352,696	43,557	36,853	43,031	8,737 ♦	132,178
Midwest	90,426	131,247	129,745	127,472	478,890	45,383	48,523	54,411	16,318 ♦	164,635
Canada	7,003	7,556	9,116	8,945	32,620	1,686	1,228	1,245	321 ♦	4,480
Europe	17,508	11,194	19,143	25,558	73,403	12,364	15,355	17,782	12,657 ♦	58,158
Markets of Opportunity	6,179	5,317	7,596	12,140	31,232	4,075	5,067	6,401	2,120 ♦	17,663
TOTAL	205,981	279,844	303,853	319,478	1,109,156	140,505	153,553	177,815	64,246 ♦	536,119
Transportation Mode										
Plane	68.1	73.7	73.9	77.0	73.2	64.1	59.6	57.6	n/a	60.4
Rental Car	63.2	69.6	69.6	72.6	68.8	58.8	56.7	50.4	n/a	55.3
Personal Car	31.1	23.5	25.0	22.0	25.4	33.6	40.9	41.9	n/a	38.8
Airport Deplaned										
SW Florida Int'l	76.5	83.8	84.2	79.5	81.0	81.4	77.3	71.7	n/a	76.8
Orlando Int'l	5.1	3.3	4.4	8.4	5.3	4.9	7.8	9.1	n/a	7.3
Miami Int'l	7.4	3.1	4.3	4.2	4.8	7.6	4.8	8.6	n/a	7.0
Tampa Int'l	6.5	6.1	5.7	5.1	5.9	5.7	7.9	8.0	n/a	7.2
Car Rental Location										
Fort Myers	75.9	80.8	81.9	79.0	79.4	80.3	75.1	72.6	n/a	76.0
Orlando	5.2	3.4	5.1	8.3	5.5	5.0	7.9	9.7	n/a	7.5
Miami	7.2	3.3	4.5	3.4	4.6	6.5	6.0	6.9	n/a	6.5
Tampa	6.7	6.4	7.0	5.4	6.4	5.8	9.7	8.6	n/a	8.0

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Number of Visitors	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦	2,026,921 ♦
Room Nights	249,850 ♦	274,000 ♦	459,500 ♦	495,500 ♦	1,478,850 ♦	5,439,401 ♦
Expenditures (\$)	39,163,798 ♦	47,077,170 ♦	60,031,670 ♦	82,167,310 ♦	228,439,948 ♦	1,164,594,233 ♦
	♦ Reflect Storm Impacts					
Occupancy Rate	64.0	71.3	77.2	65.0	69.4	76.6
Room Rate	88.67	88.08	79.25	109.76	91.44	105.93
Occupancy						
< 20 Units	n/a	n/a	n/a	n/a	n/a	n/a
21-50 Units	n/a	n/a	n/a	n/a	n/a	n/a
51-100 Units	n/a	n/a	n/a	n/a	n/a	n/a
101+ Units	n/a	n/a	n/a	n/a	n/a	n/a
Average Room Rate						
< 20 Units	n/a	n/a	n/a	n/a	n/a	n/a
21-50 Units	n/a	n/a	n/a	n/a	n/a	n/a
51-100 Units	n/a	n/a	n/a	n/a	n/a	n/a
101+ Units	n/a	n/a	n/a	n/a	n/a	n/a
Visitor Origin						
Florida	20,535 ♦	10,542 ♦	11,568 ♦	4,872 ♦	47,517 ♦	234,698 ♦
Southeast	7,227 ♦	5,155 ♦	5,987 ♦	8,559 ♦	26,928 ♦	139,067 ♦
Northeast	12,951 ♦	17,544 ♦	29,936 ♦	37,000 ♦	97,431 ♦	582,305 ♦
Midwest	16,385 ♦	24,776 ♦	34,807 ♦	57,936 ♦	133,904 ♦	777,429 ♦
Canada	358 ♦	1,308 ♦	2,334 ♦	5,267 ♦	9,267 ♦	46,367 ♦
Europe	10,446 ♦	13,773 ♦	12,786 ♦	14,221 ♦	51,226 ♦	182,787 ♦
Markets of Opportunity	3,649 ♦	3,847 ♦	4,059 ♦	3,818 ♦	15,373 ♦	64,268 ♦
TOTAL	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦	2,026,921 ♦
Transportation Mode						
Plane	48.1	71.6	70.6	67.0	64.3	66.5
Rental Car	44.7	69.5	68.0	60.9	60.8	62.2
Personal Car	49.0	27.4	28.1	31.5	34.0	32.2
Airport Deplaned						
SW Florida Int'l	72.1	65.0	79.3	72.7	72.3	76.7
Orlando Int'l	5.7	11.8	7.1	9.2	8.5	7.0
Miami Int'l	16.4	9.0	6.1	8.5	10.0	7.3
Tampa Int'l	3.6	10.2	4.7	8.1	6.7	6.5
Car Rental Location						
Fort Myers	71.2	63.7	77.2	69.2	70.3	75.2
Orlando	3.2	11.1	7.3	10.5	8.0	7.0
Miami	19.2	8.7	7.2	9.8	11.2	7.5
Tampa	4.0	11.3	4.5	8.7	7.1	7.1

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Purpose of Trip										
Vacation	97.8	98.5	97.1	98.1	97.9	98.8	98.2	97.1	n/a	98.0
Visit Friends & Relatives	11.8	12.0	13.3	13.3	12.6	n/a	11.9	12.2	n/a	n/a
Business/Conf/Meetings	16.4	13.7	14.9	18.7	15.9	20.7	19.5	21.6	n/a	20.6
First Visit										
Lee County	38.8	32.9	33.7	41.8	36.8	37.0	43.6	38.8	n/a	39.8
Florida	4.1	3.2	5.6	5.4	4.6	4.7	7.9	3.1	n/a	5.2
First Time Visitors										
Florida	30.8	22.2	n/a	32.7	28.6	29.9	33.6	39.2	n/a	34.2
Southeast	36.4	42.9	42.1	52.6	43.5	38.1	40.9	35.8	n/a	38.3
Northeast	34.9	31.5	31.7	38.9	34.3	41.7	48.9	42.6	n/a	44.4
Midwest	30.1	27.5	27.1	32.0	29.2	35.5	32.9	24.6	n/a	31.0
Europe	53.6	37.5	58.8	70.8	55.2	48.0	70.2	50.9	n/a	56.4
Markets of Opportunity	60.4	38.5	47.1	n/a	48.7	n/a	52.9	66.7	n/a	n/a
Avg Repeat Visits										
	3.1	3.2	3.2	3.0	3.1	3.6	3.2	3.1	n/a	3.3
Information Sources										
Internet	60.2	53.7	55.2	55.0	56.0	50.0	70.3	56.0	n/a	58.8
Previous Visit	61.3	64.8	65.7	56.1	62.0	61.7	54.0	59.0	n/a	58.2
Recommendations	42.5	34.5	32.3	46.4	38.9	41.1	49.5	48.5	n/a	46.4
Business Contacts	3.6	n/a	1.2	1.8	2.2	3.3	2.6	1.7	n/a	2.5
Print Media	14.1	13.9	11.1	16.0	13.8	11.6	13.4	15.6	n/a	13.5
Travel Agent	3.3	2.8	4.0	3.7	3.5	n/a	6.2	3.8	n/a	n/a
Travel Agent Assisted										
	16.0	13.7	17.5	14.8	15.5	17.2	18.5	16.1	n/a	17.3
Travel Agent Assisted with:										
Airline Reservations	71.1	62.0	66.7	75.0	68.7	66.7	64.4	70.5	n/a	67.2
Hotel/Motel Reservations	50.6	45.5	41.9	62.5	50.1	43.2	39.7	42.6	n/a	41.8
Fly/Drive Packages	10.3	15.3	23.0	17.1	16.4	27.0	25.9	35.5	n/a	29.5
Reservations										
Before	86.6	86.4	87.7	86.9	86.9	89.8	86.5	88.9	n/a	88.4
None	8.6	11.2	8.5	10.5	9.7	8.8	11.7	9.2	n/a	9.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival										
	18.8	15.4	13.2	15.0	15.6	29.5	23.8	26.6	n/a	26.6

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Purpose of Trip						
Vacation	83.8	96.4	98.7	98.7	94.4	96.7
Visit Friends & Relatives	12.1	21.4	14.5	15.3	15.8	13.8
Business/Conf/Meetings	54.1 ♦	31.9 ♦	30.9 ♦	27.9	36.2 ♦	24.6 ♦
♦ Please Note: Includes recovery personnel						
First Visit						
Lee County	42.1	36.8	34.3	32.5	36.4	37.5
Florida	6.0	10.6	5.1	4.2	6.5	5.4
First Time Visitors						
Florida	33.3	29.4	29.8	22.2	28.7	30.3
Southeast	44.9	36.1	40.0	37.1	39.5	40.6
Northeast	29.8	30.6	32.6	33.2	31.6	36.0
Midwest	45.5	25.0	24.0	20.7	28.8	29.5
Europe	56.0	58.8	48.3	37.5	50.2	53.7
Markets of Opportunity	59.6	n/a	n/a	62.5	n/a	55.4
Avg Repeat Visits	3.3	3.9	3.5	3.3	3.5	3.3
Information Sources						
Internet	68.2	53.4	49.2	67.6	59.6	58.1
Previous Visit	50.0	61.6	64.0	66.8	60.6	60.5
Recommendations	35.3	43.2	39.2	42.4	40.0	41.4
Business Contacts	18.2	4.6	5.1	n/a	9.3	4.7
Print Media	10.9	14.5	16.0	14.5	14.0	13.8
Travel Agent	n/a	n/a	3.9	n/a	n/a	4.0
Travel Agent Assisted	13.2	15.4	10.5	11.8	12.7	15.0
Travel Agent Assisted with:						
Airline Reservations	53.1	70.3	67.6	70.0	65.3	67.0
Hotel/Motel Reservations	48.6	41.7	41.7	40.5	43.1	45.3
Fly/Drive Packages	37.2	21.1	25.0	24.4	26.9	23.8
Reservations						
Before	80.7	86.2	87.3	87.0	85.3	86.7
None	16.1	11.7	10.5	11.4	12.4	10.7
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	n/a	23.9	16.5	21.6	20.7	20.4

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Length of Stay (OOS)										
Away from Home	11.8	11.9	10.6	10.0	11.1	9.1	10.1	10.7	n/a	10.0
In Florida	10.9	10.8	9.9	9.3	10.2	8.3	9.2	9.6	n/a	9.0
In Lee County	8.2	8.1	7.2	6.6	7.5	5.9	5.7	6.3	n/a	6.0
Length of Stay (FL)										
Away from Home	3.9	3.6	3.5	4.0	3.8	3.7	3.8	4.7	n/a	4.1
In Lee County	3.5	3.4	3.4	3.8	3.5	3.6	3.7	4.5	n/a	3.9
% Staying 4 days or less										
Out-of-State	17.2	21.9	16.9	26.8	20.7	27.2	33.3	22.5	n/a	27.7
Floridian	69.4	91.5	72.7	75.0	77.2	85.7	68.2	62.7	n/a	72.2
Party Size										
Out-of-State	2.6	2.4	2.7	2.8	2.6	2.5	2.7	3.2	n/a	2.8
Floridian	2.4	2.1	2.3	2.8	2.4	2.8	3.1	3.2	n/a	3.0
Type of Party										
Couple	70.6	73.9	66.3	52.9	65.9	72.6	63.9	53.8	n/a	63.4
Family	27.4	24.0	31.3	43.5	31.6	22.2	33.1	45.0	n/a	33.4
Single	1.9	1.9	2.2	3.6	2.4	2.6	1.6	1.0	n/a	1.7
Where Stayed Night Before Lee										
At Home	69.8	69.9	73.0	73.7	71.6	74.3	62.1	65.5	n/a	67.3
In FL, Not in Lee	25.3	26.9	21.4	23.4	24.3	22.4	33.0	27.9	n/a	27.8
On the Road, Not in FL	4.9	3.2	5.6	2.0	3.9	3.3	4.9	6.6	n/a	4.9
Where Stayed in Florida										
Orlando/Disney	22.5	21.4	19.7	25.9	22.4	24.2	39.1	32.2	n/a	31.8
Tampa Bay	14.9	15.5	16.9	7.4	13.7	18.4	14.7	11.5	n/a	14.9
Ft. Lauderdale/Palm Bch.	10.1	11.9	7.3	6.5	9.0	6.9	8.6	8.8	n/a	8.1
Florida Keys	7.5	6.0	9.2	8.1	7.7	7.6	7.8	6.7	n/a	7.4
Sarasota	10.4	10.7	8.5	14.5	11.0	15.8	9.4	12.3	n/a	12.5
Miami	7.9	2.4	5.6	6.2	5.5	6.1	6.9	8.7	n/a	7.2
Naples/Marco Island	6.7	5.9	7.0	8.6	7.1	6.6	4.4	3.4	n/a	4.8
Attractions Visited										
Edison/Ford Home	8.3	7.1	6.8	7.4	7.4	9.6	9.0	10.5	n/a	9.7
Sea World	3.0	4.8	3.7	5.7	4.3	3.1	9.9	6.0	n/a	6.3
Disney	2.5	2.8	n/a	5.8	3.7	3.0	8.8	7.5	n/a	6.4
Universal Studios	n/a	n/a	3.9	n/a	n/a	4.4	7.7	10.3	n/a	7.5
EPCOT	3.1	3.6	3.1	5.0	3.7	3.7	5.8	5.1	n/a	4.9
Kennedy Space Center	5.4	5.7	6.2	6.9	6.1	3.8	8.0	9.5	n/a	7.1
Ding Darling	3.4	2.2	3.4	3.6	3.2	2.7	2.8	n/a	n/a	n/a
Satisfaction with Lee	98.4	99.4	98.5	97.7	98.5	99.4	99.7	99.2	n/a	99.4

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Length of Stay (OOS)						
Away from Home	10.7	10.6	10.2	10.8	10.6	10.6
In Florida	10.0	9.6	9.5	9.7	9.7	9.7
In Lee County	7.2	6.0	6.6	7.3	6.8	6.8
Length of Stay (FL)						
Away from Home	4.2	3.9	4.1	4.0	4.1	3.9
In Lee County	4.1	3.7	3.9	3.8	3.9	3.8
% Staying 4 days or less						
Out-of-State	44.6	32.9	32.8	25.6	34.0	27.4
Floridian	66.7	84.8	68.4	78.8	74.7	74.9
Party Size						
Out-of-State	2.1	2.5	2.5	2.9	2.5	2.6
Floridian	3.0	2.6	2.6	2.5	2.7	2.7
Type of Party						
Couple	71.8	76.6	78.7	66.3	73.4	67.9
Family	16.8	20.8	17.8	31.9	21.8	28.5
Single	11.4	2.1	3.2	1.7	4.6	3.0
Where Stayed Night Before Lee						
At Home	63.3	61.9	70.4	67.5	65.8	68.3
In FL, Not in Lee	25.1	34.3	25.5	28.2	28.3	26.7
On the Road, Not in FL	11.6	3.8	4.1	4.3	6.0	4.9
Where Stayed in Florida						
Orlando/Disney	n/a	26.0	23.3	25.1	24.8	25.9
Tampa Bay	n/a	10.0	5.5	9.4	8.3	12.4
Ft. Lauderdale/Palm Bch.	n/a	11.5	10.7	8.2	10.1	9.1
Florida Keys	n/a	7.6	6.8	7.4	7.3	7.5
Sarasota	n/a	7.3	6.3	9.6	7.7	10.5
Miami	n/a	7.2	12.5	10.1	9.9	7.4
Naples/Marco Island	n/a	n/a	n/a	9.4	n/a	6.5
Attractions Visited						
Edison/Ford Home	14.6	9.5	5.6	10.0	9.9	8.9
Sea World	6.2	5.5	6.7	6.2	6.2	5.5
Disney	1.8	n/a	4.7	3.9	3.5	4.5
Universal Studios	2.9	5.1	6.3	7.3	5.4	6.0
EPCOT	3.1	5.3	4.5	5.9	4.7	4.4
Kennedy Space Center	4.5	6.1	6.2	4.5	5.3	6.1
Ding Darling	n/a	n/a	n/a	3.3	n/a	3.1
Satisfaction with Lee	98.7	99.6	100.0	99.7	99.5	99.1

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Lee Features Liked Most										
Beaches	82.3	74.4	75.2	73.5	76.4	76.9	79.3	82.2	n/a	79.5
Climate	74.6	83.4	88.4	82.5	82.2	65.4	44.3	41.2	n/a	50.3
Rest/Relaxation/Quiet	64.9	68.9	57.5	55.2	61.6	64.5	60.2	64.6	n/a	63.1
Tropical Atmosphere	45.3	44.5	42.1	39.7	42.9	42.2	45.5	49.6	n/a	45.8
Not Commercial	27.3	27.7	23.3	23.2	25.4	26.1	n/a	25.9	n/a	n/a
Clean Environment	14.6	18.4	13.1	13.9	15.0	20.0	17.5	15.6	n/a	17.7
Friendly Residents	12.6	11.7	9.6	9.7	10.9	n/a	n/a	15.5	n/a	n/a
Safety	n/a	n/a	3.0	0.9	n/a	n/a	2.3	2.6	n/a	n/a
Lee Features Liked Least										
No Specific Complaints	68.4	59.5	58.6	69.0	63.9	77.4	82.8	79.3	n/a	79.8
Congestion	18.3	32.0	35.3	18.9	26.1	6.6	1.9	3.0	n/a	3.8
Weather	1.7	1.8	n/a	n/a	n/a	n/a	3.0	4.0	n/a	n/a
Insects	n/a	n/a	0.8	1.2	n/a	7.5	6.1	8.0	n/a	7.2
Expense	2.9	3.4	n/a	1.8	2.7	0.9	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	2.5	3.7	3.6	2.6	3.1	2.7	3.0	1.6	n/a	2.4
Less Expensive	0.8	1.2	0.8	0.7	0.9	1.2	1.5	1.9	n/a	1.5
As Expected	94.3	91.0	93.3	95.1	93.4	89.6	92.1	91.0	n/a	90.9
Don't Know	2.4	4.1	2.3	1.6	2.6	6.5	3.4	5.5	n/a	5.1
Recommend Lee	93.1	90.7	90.2	92.8	91.7	91.8	90.9	91.4	n/a	91.4
Plan to Return (% yes)										
To Local Area	87.4	87.3	89.3	85.6	87.4	90.1	90.4	89.0	n/a	89.8
Next year	63.8	62.4	62.5	62.9	62.9	59.8	55.1	60.1	n/a	58.3
Median Age of Head of HH	51.5	54.5	50.6	50.0	51.7	49.4	48.3	47.9	n/a	48.5
Median Annual HH Income	84,955	81,224	81,941	82,297	82,604	86,040	78,512	83,516	n/a	82,689
Average Number of:										
Getaway	2.9	2.8	3.0	2.8	2.9	2.8	2.6	2.7	n/a	2.7
Vacations	1.9	1.9	1.9	2.0	1.9	1.9	1.9	1.8	n/a	1.9
Out-of-State Visitor										
Party Budget										
Total	1,729.77	2,016.99	1,816.40	1,527.21	1,772.59	1,179.42	1,212.24	1,367.56	n/a	1,253.07
Per person/trip	665.30	840.41	672.74	545.43	680.97	471.77	448.98	427.36	n/a	449.37
Per person/day	81.13	103.75	93.44	82.64	90.24	79.96	78.77	67.84	n/a	75.52

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Lee Features Liked Most						
Beaches	50.9	64.6	74.8	69.8	65.0	73.1
Climate	38.7	64.9	78.6	80.2	65.6	67.5
Rest/Relaxation/Quiet	48.1	53.9	63.3	68.2	58.4	60.8
Tropical Atmosphere	38.3	43.5	38.8	45.0	41.4	43.1
Not Commercial	20.7	20.1	21.3	20.8	20.7	23.6
Clean Environment	19.8	4.8	23.2	23.4	17.8	16.8
Friendly Residents	18.9	22.5	16.1	21.8	19.8	15.4
Safety	1.3	1.7	2.3	n/a	1.8	2.0
Lee Features Liked Least						
No Specific Complaints	72.2	81.6	83.8	85.7	80.8	74.4
Congestion	1.3	1.3	3.2	9.7	3.9	12.0
Weather	13.5	7.5	1.9	1.1	6.0	4.3
Insects	4.5	8.0	7.5	2.7	5.7	5.1
Expense	n/a	n/a	n/a	n/a	n/a	2.3
Expense vs. Expectations						
More Expensive	2.3	0.8	1.6	2.5	1.8	2.4
Less Expensive	n/a	0.4	0.3	0.6	0.4	0.9
As Expected	85.5	96.3	93.0	94.3	92.3	92.3
Don't Know	12.2	2.5	5.1	2.6	5.6	4.4
Recommend Lee						
	82.1	91.8	92.5	90.1	89.1	90.7
Plan to Return (% yes)						
To Local Area	80.6	85.5	88.2	89.2	85.9	87.5
Next year	57.7	55.1	57.5	64.1	58.6	60.1
Median Age of Head of HH						
	47.9	50.5	50.6	51.0	50.0	50.2
Median Annual HH Income						
	76,475	80,963	82,884	91,746	83,017	82,778
Average Number of:						
Getaway	2.8	2.7	2.7	2.7	2.7	2.8
Vacations	1.8	1.9	2.0	2.0	1.9	1.9
Out-of-State Visitor						
Party Budget						
Total	1,059.17	1,239.85	1,396.24	1,495.04	1,297.58	1,458.17
Per person/trip	504.68	495.94	558.50	515.53	518.66	558.79
Per person/day	70.09	82.66	84.62	70.62	77.00	81.41

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,006.54	1,108.44	1,126.32	902.35	1,035.91	808.19	635.14	719.84	n/a	721.06
Food/Entertainment	592.99	622.13	630.70	620.45	616.57	434.38	445.20	479.53	n/a	453.04
Rental Car	252.33	269.48	309.95	317.89	287.41	258.76	248.51	254.28	n/a	253.85
Retail Purchases	154.57	176.48	161.09	159.64	162.95	142.46	143.39	147.89	n/a	144.58
See/Read/Hear Message	35.9	34.8	32.6	37.2	35.1	36.8	42.9	47.2	n/a	42.3
Type of Message Seen										
Internet	71.5	70.6	58.0	63.1	65.8	71.7	78.9	65.3	n/a	72.0
TG's/VG's/Brochures	34.9	25.1	35.9	39.2	33.8	37.6	42.9	31.6	n/a	37.4
Newspaper	25.2	18.9	29.9	18.9	23.2	31.2	18.3	23.5	n/a	24.3
Magazine	14.8	14.5	12.7	9.0	12.8	10.9	10.0	20.6	n/a	13.8
Television	3.0	4.4	14.5	5.8	6.9	4.1	4.5	6.5	n/a	5.0
Influence by Lee Message	81.5	81.3	78.1	78.7	79.9	77.5	78.7	76.6	n/a	77.6
Occupation										
Professional/Tech	43.9	36.8	43.8	48.4	43.2	43.6	47.6	53.7	n/a	48.3
Executive/Managerial	15.4	14.6	11.1	12.8	13.5	18.8	17.6	15.4	n/a	17.3
Retired	18.8	28.6	17.7	17.8	20.7	16.3	12.9	11.7	n/a	13.6
Craft/Factory	6.0	4.7	7.2	4.7	5.7	7.1	6.5	6.1	n/a	6.6
Sales/Buyer	10.2	9.6	8.9	6.9	8.9	9.3	10.4	6.6	n/a	8.8
Have Internet Access	86.4	84.3	86.5	87.7	86.2	85.7	90.2	91.2	n/a	89.0
Obtain Travel Info.	83.0	81.1	79.0	80.0	80.8	80.2	75.6	76.9	n/a	77.6
Book Travel Services Online	59.1	59.9	54.6	62.3	59.0	59.2	54.8	58.7	n/a	57.6
Book Lodging Online	50.0	47.4	49.2	53.5	50.0	52.8	53.9	51.7	n/a	52.8

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Out-of-State Visitor						
Party Budget Breakout						
Accommodations	672.12	607.64	775.00	785.35	710.03	831.54
Food/Entertainment	387.20	439.06	471.02	500.55	449.46	511.20
Rental Car	174.14	215.81	259.80	278.69	232.11	258.15
Retail Purchases	143.22	131.31	154.01	164.79	148.33	152.62
See/Read/Hear Message	37.0	40.1	41.2	33.3	37.9	38.1
Type of Message Seen						
Internet	73.8	77.1	72.1	77.6	75.2	70.9
TG's/VG's/Brochures	n/a	41.2	37.5	41.0	39.9	36.7
Newspaper	38.5	25.8	30.0	28.3	30.7	26.2
Magazine	n/a	8.7	6.0	17.5	10.7	12.5
Television	46.2	25.0	12.7	13.4	24.3	12.7
Influence by Lee Message	65.2	77.4	78.4	75.3	74.1	77.2
Occupation						
Professional/Tech	36.6	46.6	41.0	44.2	42.1	44.2
Executive/Managerial	21.1	19.4	18.7	21.7	20.2	17.0
Retired	16.5	14.7	19.7	13.9	16.2	17.1
Craft/Factory	9.3	2.5	9.0	7.5	7.1	6.4
Sales/Buyer	16.2	12.1	9.5	9.1	11.7	9.9
Have Internet Access	83.8	89.4	88.5	89.6	87.8	87.6
Obtain Travel Info.	82.8	82.5	77.6	79.2	80.5	79.8
Book Travel Services Online	63.2	67.0	64.9	63.1	64.6	60.6
Book Lodging Online	56.8	47.9	40.9	39.1	46.2	49.4

Beaches of Fort Myers - Sanibel – 2003 Annual Visitor Profile



LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Number of Visitors	194,867	257,075	292,402	299,591	1,043,935	138,608	144,383	167,476	103,182	553,649
Room Nights	627,192	541,387	634,997	602,136	2,405,712	442,320	379,936	415,812	348,557	1,586,625
Expenditures (\$)	116,404,096	163,479,230	159,681,720	147,756,783	587,321,829	95,311,754	74,296,604	70,070,284	64,151,507	303,830,149
Occupancy Rate	78.3	89.3	93.8	79.7	85.3	73.3	66.5	71.0	63.3	68.5
Room Rate	112.81	142.56	137.57	113.74	126.67	87.75	89.57	86.75	91.07	88.79
Occupancy										
< 20 Units	78.9	93.0	96.0	83.2	87.8	75.0	73.5	73.7	63.3	71.4
21-50 Units	74.1	88.9	93.5	76.0	83.1	71.7	68.8	75.9	64.6	70.3
51-100 Units	80.3	88.6	94.1	82.5	86.4	74.6	67.9	74.0	63.1	69.9
101+ Units	79.2	88.7	93.1	78.0	84.8	72.0	63.1	68.5	62.9	66.6
Average Room Rate										
< 20 Units	102.09	116.01	109.04	91.02	104.54	83.04	70.28	73.57	78.96	76.46
21-50 Units	98.25	124.87	120.40	107.06	112.65	82.79	85.19	81.35	79.61	82.24
51-100 Units	140.16	168.40	173.25	150.00	157.95	105.39	104.97	107.80	103.31	105.37
101+ Units	121.21	165.37	147.59	148.33	145.63	101.54	100.59	105.38	106.88	103.60
Visitor Origin										
Florida	8,964	10,797	19,591	32,356	71,708	30,632	32,197	39,357	28,685	130,871
Southeast	16,174	13,111	18,421	18,275	65,981	6,515	13,861	16,748	7,739	44,863
Northeast	54,563	89,719	93,276	88,679	326,237	41,582	33,497	39,189	20,430	134,698
Midwest	84,572	119,797	123,394	117,739	445,502	43,662	45,192	49,070	29,407	167,331
Canada	7,015	7,198	10,234	7,789	32,236	1,386	1,011	1,005	619	4,021
Europe	15,784	10,540	18,129	23,069	67,522	11,089	13,716	15,910	13,207	53,922
Markets of Opportunity	7,795	5,913	9,357	11,684	34,749	3,742	4,909	6,197	3,095	17,943
TOTAL	194,867	257,075	292,402	299,591	1,043,935	138,608	144,383	167,476	103,182	553,649
Transportation Mode										
Plane	67.4	74.4	75.7	77.6	73.8	61.5	58.7	55.8	55.8	58.0
Rental Car	61.3	69.8	68.9	73.0	68.3	54.8	54.0	49.1	52.7	52.7
Personal Car	32.6	23.0	24.2	21.5	25.3	35.4	41.6	43.1	43.2	40.8
Airport Deplanned										
SW Florida Int'l	76.1	80.9	81.9	77.7	79.2	80.2	78.4	67.8	62.5	72.2
Orlando Int'l	5.7	6.6	3.7	7.3	5.8	7.3	6.3	6.8	14.6	8.8
Miami Int'l	9.6	5.9	6.0	6.7	7.1	6.3	2.6	9.3	12.0	7.6
Tampa Int'l	5.9	4.7	6.9	4.7	5.6	4.2	10.5	12.2	6.9	8.5
Car Rental Location										
Fort Myers	76.0	75.4	79.2	75.1	76.4	78.9	76.9	66.9	60.3	70.8
Orlando	5.5	6.8	4.2	7.3	6.0	8.2	6.2	7.6	16.3	9.6
Miami	8.2	6.6	6.8	7.3	7.2	6.4	4.4	8.4	12.0	7.8
Tampa	6.3	4.4	7.8	5.1	5.9	4.7	11.5	11.4	7.2	8.7

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Number of Visitors	85,295	80,510	104,079	134,360	404,244	2,001,828
Room Nights	260,760	293,669	464,150	516,620	1,535,199	5,527,536
Expenditures (\$)	44,680,182	49,552,337	60,186,665	81,552,613	235,971,797	1,127,123,775
Occupancy Rate	51.5	62.4	71.0	61.5	61.6	72.4
Room Rate	81.12	81.87	74.01	101.90	84.73	101.12
Occupancy						
< 20 Units	50.0	64.0	71.9	64.7	62.7	73.9
21-50 Units	53.0	62.4	71.2	63.0	62.4	71.9
51-100 Units	52.4	64.4	74.3	60.6	62.9	73.1
101+ Units	50.4	61.2	69.5	60.3	60.4	70.6
Average Room Rate						
< 20 Units	70.23	72.40	71.94	86.91	75.37	85.46
21-50 Units	75.62	73.95	74.44	100.61	81.16	92.01
51-100 Units	90.53	92.06	101.36	118.52	100.62	121.31
101+ Units	92.49	86.83	94.99	103.72	94.51	114.58
Visitor Origin						
Florida	20,641	11,593	12,594	4,434	49,262	251,841
Southeast	6,227	5,072	6,869	10,211	28,379	139,223
Northeast	21,068	18,920	29,663	38,024	107,675	568,610
Midwest	23,456	25,280	35,179	61,537	145,452	758,285
Canada	682	1,610	3,018	4,837	10,147	46,404
Europe	9,553	13,848	12,385	11,958	47,744	169,188
Markets of Opportunity	3,668	4,187	4,371	3,359	15,585	68,277
TOTAL	85,295	80,510	104,079	134,360	404,244	2,001,828
Transportation Mode						
Plane	56.1	74.2	69.8	71.9	68.0	66.6
Rental Car	55.6	70.3	66.2	69.1	65.3	62.1
Personal Car	41.1	24.9	28.9	27.1	30.5	32.2
Airport Deplaned						
SW Florida Int'l	66.9	68.2	76.2	74.0	71.3	74.2
Orlando Int'l	14.7	8.9	8.0	5.6	9.3	8.0
Miami Int'l	9.0	12.1	6.8	7.8	8.9	7.8
Tampa Int'l	8.5	10.5	6.1	12.4	9.4	7.8
Car Rental Location						
Fort Myers	63.2	66.0	74.6	73.1	69.2	72.1
Orlando	15.2	9.0	8.4	5.1	9.4	8.3
Miami	9.4	12.9	7.3	8.1	9.4	8.2
Tampa	8.2	11.9	6.4	12.4	9.7	8.1

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Purpose of Trip										
Vacation	97.4	98.1	96.6	97.6	97.4	98.1	98.4	96.6	95.8	97.2
Visit Friends & Relatives	13.0	13.0	15.4	12.4	13.5	n/a	11.1	11.2	15.0	12.4
Business/Conf/Meetings	15.3	10.5	15.3	18.3	14.9	22.7	22.0	22.4	22.1	22.3
First Visit										
Lee County	36.4	28.1	32.7	36.1	33.3	36.9	40.7	38.3	41.6	39.4
Florida	3.0	1.8	3.3	4.9	3.3	1.7	5.8	5.7	4.8	4.5
First Time Visitors										
Florida	27.3	23.1	n/a	28.6	26.3	29.6	32.0	37.5	29.7	32.2
Southeast	40.9	39.8	46.8	47.4	43.7	34.8	49.4	40.0	50.0	43.6
Northeast	34.0	30.5	31.0	34.1	32.4	41.5	44.5	38.3	38.6	40.7
Midwest	31.4	23.4	25.9	27.4	27.0	37.2	34.5	23.9	30.6	31.6
Europe	57.9	12.5	40.0	65.4	44.0	54.6	64.0	55.6	57.2	57.9
Markets of Opportunity	64.1	35.3	50.0	n/a	49.8	n/a	47.1	68.8	50.0	55.3
Avg Repeat Visits	3.2	3.3	3.4	3.3	3.3	3.8	3.3	3.2	3.2	3.4
Information Sources										
Internet	59.0	51.8	53.0	55.6	54.9	49.0	69.2	53.5	55.2	56.7
Previous Visit	63.4	69.8	66.7	61.6	65.4	61.2	56.4	59.7	57.4	58.7
Recommendations	39.7	30.5	30.9	40.4	35.4	38.6	46.9	47.2	47.8	45.1
Business Contacts	2.7	n/a	1.8	2.7	2.4	4.8	4.2	2.5	2.4	3.5
Print Media	14.9	12.3	14.6	18.9	15.2	16.9	16.0	16.3	18.6	17.0
Travel Agent	2.6	1.3	3.0	3.9	2.7	n/a	4.0	n/a	n/a	n/a
Travel Agent Assisted	18.3	15.4	18.1	18.3	17.5	16.7	16.6	13.0	14.8	15.3
Travel Agent Assisted with:										
Airline Reservations	75.0	78.3	79.3	83.8	79.1	72.1	69.2	78.4	69.8	72.4
Hotel/Motel Reservations	51.6	55.1	41.4	58.9	51.8	42.3	36.7	49.2	50.2	44.6
Fly/Drive Packages	4.8	3.3	11.1	8.6	7.0	15.6	21.6	28.2	24.4	22.5
Reservations										
Before	84.6	84.4	86.9	83.8	84.9	89.1	82.3	87.1	86.6	86.3
None	9.6	11.9	10.6	10.6	10.7	8.7	14.0	10.4	12.8	11.5
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	n/a	n/a	n/a	n/a	n/a	34.9	34.3	36.1	38.6	36.0

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Purpose of Trip						
Vacation	98.8	98.6	97.8	99.4	98.7	97.8
Visit Friends & Relatives	15.3	14.7	14.6	16.5	15.3	13.8
Business/Conf/Meetings	21.1	22.3	20.4	17.9	20.4	19.2
First Visit						
Lee County	45.0	40.3	38.8	36.5	40.2	37.6
Florida	6.3	6.8	3.1	4.3	5.1	4.3
First Time Visitors						
Florida	36.9	33.9	32.4	28.6	33.0	30.9
Southeast	40.0	35.7	43.1	42.5	40.3	42.5
Northeast	40.7	41.7	31.8	29.5	35.9	36.4
Midwest	36.6	29.6	24.4	28.6	29.8	29.5
Europe	61.9	53.8	58.4	46.7	55.2	52.3
Markets of Opportunity	69.2	n/a	n/a	53.4	61.3	54.7
Avg Repeat Visits	3.2	3.7	3.6	3.5	3.5	3.4
Information Sources						
Internet	54.6	51.9	48.9	64.2	54.9	55.5
Previous Visit	51.2	58.2	60.1	62.2	57.9	60.7
Recommendations	51.7	45.0	44.1	44.4	46.3	42.3
Business Contacts	1.3	5.2	3.9	n/a	3.5	3.2
Print Media	18.9	14.7	17.2	19.8	17.7	16.6
Travel Agent	3.9	n/a	3.3	n/a	3.6	3.1
Travel Agent Assisted	14.0	16.8	15.4	15.0	15.3	16.0
Travel Agent Assisted with:						
Airline Reservations	60.8	75.0	76.6	77.6	72.5	74.7
Hotel/Motel Reservations	50.0	44.4	49.3	35.8	44.9	47.1
Fly/Drive Packages	32.1	17.9	14.9	12.2	19.3	16.2
Reservations						
Before	82.3	81.1	84.6	86.4	83.6	84.9
None	15.7	17.0	13.4	10.4	14.1	12.1
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	39.3	37.7	20.8	18.4	29.1	32.5

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Length of Stay (OOS)										
Away from Home	11.9	11.9	10.4	9.9	11.0	9.0	9.9	10.8	10.7	10.1
In Florida	11.1	10.8	9.8	9.3	10.3	8.3	9.0	9.7	10.3	9.3
In Lee County	8.1	8.2	7.3	6.7	7.6	5.8	5.8	6.3	6.0	6.0
Length of Stay (FL)										
Away from Home	3.8	3.7	3.6	3.9	3.8	3.9	3.7	4.7	4.6	4.2
In Lee County	3.5	3.3	3.5	3.8	3.5	3.7	3.6	4.6	4.5	4.1
% Staying 4 days or less										
Out-of-State	17.3	19.7	19.6	21.5	19.5	33.4	27.4	25.2	28.5	28.6
Floridian	61.8	92.3	67.5	76.2	74.5	85.5	69.1	62.6	64.8	70.5
Party Size										
Out-of-State	2.5	2.3	2.7	2.8	2.6	2.5	2.8	3.1	3.1	2.9
Floridian	2.3	2.0	2.2	2.9	2.4	2.7	3.0	3.1	3.4	3.1
Type of Party										
Couple	72.1	76.7	63.7	53.5	66.5	70.0	61.7	52.4	53.3	59.4
Family	26.4	21.0	34.3	43.1	31.2	24.6	36.1	46.2	44.8	37.9
Single	1.1	1.5	1.9	3.3	2.0	3.2	2.2	1.2	1.6	2.1
Where Stayed Night Before Lee										
At Home	68.0	70.2	72.7	78.8	72.4	76.3	67.5	65.4	66.1	68.8
In FL, Not in Lee	29.1	28.4	23.6	19.0	25.0	19.2	27.9	29.3	28.5	26.2
On the Road, Not in FL	2.9	1.4	3.7	2.2	2.6	4.5	4.6	5.2	5.3	4.9
Where Stayed in Florida										
Orlando/Disney	20.6	24.2	22.3	25.4	23.1	23.3	38.0	28.4	34.4	31.0
Tampa Bay	12.7	10.1	13.1	7.0	10.7	15.3	12.4	8.4	8.9	11.3
Ft. Lauderdale/Palm Bch.	8.2	8.8	7.8	7.0	8.0	8.2	7.4	16.8	13.3	11.4
Florida Keys	10.8	8.9	7.9	8.5	9.0	6.8	8.2	9.5	7.8	8.1
Sarasota	14.7	10.6	8.3	11.3	11.2	13.7	7.5	10.5	10.0	10.4
Miami	8.6	3.9	4.2	8.5	6.3	5.5	n/a	5.3	11.1	7.3
Naples/Marco Island	4.9	4.6	9.7	7.0	6.6	9.6	6.5	9.5	3.3	7.2
Attractions Visited										
Edison/Ford Home	7.2	7.4	7.3	8.3	7.6	10.4	10.3	9.4	6.6	9.2
Sea World	4.5	4.1	4.0	5.4	4.5	3.5	7.0	8.6	8.1	6.8
Disney	5.0	3.7	n/a	3.6	4.1	2.2	7.6	8.1	5.9	6.0
Universal Studios	n/a	n/a	3.7	n/a	n/a	n/a	n/a	7.9	7.7	7.8
EPCOT	4.6	5.0	n/a	3.8	4.5	3.3	5.7	7.8	n/a	5.6
Kennedy Space Center	5.5	6.2	5.7	6.3	5.9	n/a	6.0	10.4	5.9	7.4
Ding Darling	2.4	2.8	4.4	3.4	3.3	1.7	2.4	n/a	n/a	2.1

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
<i>Length of Stay (OOS)</i>						
Away from Home	10.2	10.6	10.0	11.0	10.5	10.5
In Florida	9.4	9.7	9.4	9.9	9.6	9.7
In Lee County	5.7	5.9	6.5	7.5	6.4	6.7
<i>Length of Stay (FL)</i>						
Away from Home	3.6	3.7	3.7	3.9	3.7	3.9
In Lee County	3.5	3.4	3.6	3.7	3.6	3.7
<i>% Staying 4 days or less</i>						
Out-of-State	39.4	29.8	29.3	18.0	29.1	25.8
Floridian	79.2	90.3	82.4	74.3	81.6	75.5
<i>Party Size</i>						
Out-of-State	2.5	2.4	2.5	2.9	2.6	2.7
Floridian	2.9	2.4	2.4	2.3	2.5	2.6
<i>Type of Party</i>						
Couple	76.9	78.5	75.0	62.2	73.2	66.3
Family	21.7	18.9	21.0	36.0	24.4	31.2
Single	1.5	2.6	1.6	1.5	1.8	1.9
<i>Where Stayed Night Before Lee</i>						
At Home	64.4	66.8	72.0	71.8	68.8	70.0
In FL, Not in Lee	31.5	29.7	22.8	24.1	27.0	26.1
On the Road, Not in FL	4.2	3.5	5.2	4.1	4.3	3.9
<i>Where Stayed in Florida</i>						
Orlando/Disney	40.4	30.1	33.3	21.0	31.2	28.5
Tampa Bay	13.7	10.6	9.7	12.4	11.6	11.2
Ft. Lauderdale/Palm Bch.	7.9	8.6	7.4	9.1	8.3	9.2
Florida Keys	6.8	7.5	11.0	10.5	9.0	8.7
Sarasota	7.7	8.4	8.1	8.6	8.2	10.0
Miami	6.9	11.8	6.3	7.8	8.2	7.3
Naples/Marco Island	5.5	n/a	n/a	7.4	6.5	6.8
<i>Attractions Visited</i>						
Edison/Ford Home	11.5	8.0	6.4	9.1	8.8	8.5
Sea World	11.2	7.1	5.4	4.4	7.0	6.1
Disney	5.8	n/a	4.6	2.2	4.2	4.9
Universal Studios	6.3	4.6	3.8	4.5	4.8	5.5
EPCOT	7.8	5.0	5.3	4.1	5.6	5.2
Kennedy Space Center	7.4	7.9	7.5	6.0	7.2	6.8
Ding Darling	n/a	n/a	n/a	3.4	n/a	2.9

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Satisfaction with Lee	98.3	98.8	98.4	98.0	98.4	99.3	99.8	99.1	99.3	99.4
<i>Lee Features Liked Most</i>										
Beaches	85.1	75.6	76.1	76.4	78.3	78.2	79.7	84.5	77.5	80.0
Climate	61.2	79.8	84.1	81.3	76.6	67.2	46.1	35.9	38.4	46.9
Rest/Relaxation/Quiet	62.8	69.5	57.0	57.4	61.7	65.0	57.7	68.7	63.1	63.6
Tropical Atmosphere	n/a	n/a	44.3	34.8	39.6	37.7	44.6	50.1	42.5	43.7
Not Commercial	n/a	n/a	24.4	18.3	21.4	22.5	n/a	30.3	27.5	26.8
Clean Environment	20.2	22.6	16.2	17.6	19.2	17.2	21.0	16.0	26.7	20.2
Friendly Residents	12.2	11.3	12.6	10.6	11.7	n/a	n/a	16.9	12.6	14.8
Safety	n/a	n/a	4.1	1.5	2.8	n/a	1.7	3.9	3.2	2.9
<i>Lee Features Liked Least</i>										
No Specific Complaints	65.4	65.2	53.8	61.9	61.6	78.6	78.3	77.8	70.7	76.4
Congestion	16.9	28.1	33.6	19.8	24.6	7.0	3.5	5.9	2.7	4.8
Weather	8.3	3.2	n/a	n/a	5.8	n/a	3.8	6.6	9.9	6.8
Insects	n/a	n/a	4.3	4.9	4.6	5.3	7.6	7.0	8.3	7.1
Expense	n/a	n/a	n/a	3.6	n/a	0.3	n/a	n/a	0.2	0.3
<i>Expense vs. Expectations</i>										
More Expensive	3.7	5.2	8.4	3.4	5.2	0.3	0.5	7.4	3.8	3.0
Less Expensive	0.9	n/a	1.9	1.0	1.3	2.3	3.5	1.8	2.5	2.5
As Expected	94.7	90.7	87.5	93.8	91.7	92.6	92.4	80.9	87.5	88.4
Recommend Lee	89.8	98.9	90.0	92.0	92.7	93.1	91.1	87.6	92.1	91.0
<i>Plan to Return (% yes)</i>										
To Local Area	84.4	88.5	89.6	85.1	86.9	91.0	92.6	87.3	87.8	89.7
Next year	60.5	60.0	63.1	63.6	61.8	60.9	56.9	58.0	54.0	57.5
Median Age of Head of HH	50.4	53.2	49.9	49.3	50.7	48.9	47.3	47.6	47.5	47.8
Median Annual HH Income	81,151	80,493	81,006	81,096	80,937	83,426	77,600	81,385	80,969	80,845
<i>Average Number of:</i>										
Getaway	2.8	2.7	2.9	2.8	2.8	2.6	2.7	2.6	2.7	2.7
Vacations	1.8	2.0	1.9	1.9	1.9	1.9	1.8	1.7	1.6	1.8
<i>Out-of-State Visitor</i>										
<i>Party Budget</i>										
Total	1,658.01	1,948.15	1,744.04	1,498.78	1,712.25	1,138.41	1,193.48	1,297.01	1,326.55	1,238.86
Per person/trip	663.20	847.02	645.94	535.28	672.86	455.36	426.24	418.39	427.92	431.98
Per person/day	82.90	103.30	88.47	79.89	88.64	78.51	73.49	66.41	71.32	72.43

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Satisfaction with Lee	99.4	99.3	99.7	98.8	99.3	99.0
<i>Lee Features Liked Most</i>						
Beaches	76.6	80.9	88.7	77.7	81.0	79.8
Climate	37.8	61.8	80.4	75.4	63.9	62.5
Rest/Relaxation/Quiet	73.4	51.8	76.6	71.9	68.4	64.6
Tropical Atmosphere	41.6	43.1	34.5	48.6	42.0	42.2
Not Commercial	26.8	14.3	28.5	24.7	23.6	24.1
Clean Environment	22.3	7.9	24.2	27.6	20.5	20.0
Friendly Residents	18.1	15.7	10.4	20.4	16.2	14.1
Safety	3.4	6.5	2.8	n/a	4.2	3.4
<i>Lee Features Liked Least</i>						
No Specific Complaints	81.8	90.0	87.5	75.1	83.6	73.8
Congestion	2.5	1.2	2.6	10.9	4.3	11.2
Weather	4.8	0.9	n/a	3.3	3.0	5.1
Insects	3.5	3.7	5.4	1.1	3.4	5.1
Expense	n/a	n/a	n/a	n/a	n/a	1.4
<i>Expense vs. Expectations</i>						
More Expensive	2.1	1.0	0.7	1.8	1.4	3.2
Less Expensive	1.8	0.6	1.2	0.3	1.0	1.6
As Expected	91.6	95.5	95.7	94.8	94.4	91.5
Recommend Lee	99.3	92.1	92.7	91.3	93.9	92.5
<i>Plan to Return (% yes)</i>						
To Local Area	83.7	87.4	88.3	87.7	86.8	87.8
Next year	59.9	58.7	63.0	60.9	60.6	60.0
Median Age of Head of HH	49.1	49.3	51.1	50.9	50.1	49.5
Median Annual HH Income	80,053	79,913	79,959	87,356	81,820	81,201
<i>Average Number of:</i>						
Getaway	2.6	2.8	2.6	2.8	2.7	2.7
Vacations	1.7	1.8	1.7	1.8	1.8	1.8
<i>Out-of-State Visitor</i>						
<i>Party Budget</i>						
Total	1,087.76	1,197.37	1,325.47	1,422.57	1,258.29	1,403.13
Per person/trip	435.10	498.90	530.19	490.54	488.68	531.17
Per person/day	76.33	84.56	81.57	65.41	76.97	79.35

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
<i>Out-of-State Visitor</i>										
<i>Party Budget Breakout</i>										
Accommodations	973.96	1,084.31	1,079.68	891.68	1,007.41	780.93	617.46	691.41	746.72	709.13
Food/Entertainment	571.76	603.56	620.23	618.64	603.55	422.16	430.92	457.35	487.51	449.49
Rental Car	245.49	258.60	277.04	294.19	268.83	240.91	226.30	243.42	237.10	236.93
Retail Purchases	147.91	180.44	159.37	157.05	161.19	140.60	137.55	143.18	148.52	142.46
See/Read/Hear Message	30.7	30.2	34.3	40.8	34.0	39.1	46.0	46.0	50.5	45.4
<i>Type of Message Seen</i>										
Internet	72.8	68.6	52.9	65.1	64.9	68.2	77.2	65.0	74.1	71.1
TG's/VG's/Brochures	37.4	31.8	38.2	36.5	36.0	38.7	40.6	37.8	34.6	37.9
Newspaper	26.1	18.5	27.6	14.3	21.6	27.9	24.3	27.4	28.6	27.1
Magazine	15.3	15.7	18.1	12.1	15.3	14.2	16.1	21.3	16.6	17.1
Television	4.1	4.7	10.8	4.4	6.0	8.0	10.8	14.3	4.9	9.5
Influence by Lee Message	84.7	77.8	75.5	79.7	79.4	75.5	77.3	79.4	83.6	79.0
<i>Occupation</i>										
Professional/Tech	39.8	35.1	43.3	44.6	40.7	45.7	50.2	55.5	49.1	50.1
Executive/Managerial	16.8	16.7	12.0	13.5	14.8	17.2	16.6	12.1	17.2	15.8
Retired	17.3	27.3	16.9	14.8	19.1	14.8	12.2	10.5	9.5	11.8
Craft/Factory	7.0	3.1	6.9	6.7	5.9	8.4	6.0	6.2	4.4	6.3
Sales/Buyer	11.6	11.4	8.8	10.6	10.6	11.4	10.3	7.0	10.5	9.8
Have Internet Access	89.3	86.3	89.6	88.0	88.3	86.6	90.6	91.6	92.3	90.3
Obtain Travel Info.	83.5	81.7	80.6	78.9	81.2	78.6	74.6	75.3	77.7	76.6
Book Travel Services Online	58.4	57.5	52.4	56.9	56.3	58.7	51.3	58.4	57.5	56.5
Book Lodging Online	52.5	51.6	50.5	55.9	52.6	55.6	54.6	51.8	50.7	53.2

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	649.35	588.54	752.96	726.88	679.43	798.66
Food/Entertainment	412.65	432.53	466.29	484.95	449.11	500.71
Rental Car	168.47	208.45	216.48	262.03	213.86	239.87
Retail Purchases	189.19	140.17	149.25	169.27	161.97	155.21
See/Read/Hear Message	46.2	37.0	39.3	33.8	39.1	39.5
<i>Type of Message Seen</i>						
Internet	74.5	75.3	68.9	75.6	73.6	69.9
TG's/VG's/Brochures	42.8	41.7	37.8	45.7	42.0	38.6
Newspaper	19.3	18.7	17.8	22.7	19.6	22.8
Magazine	13.2	15.5	9.4	24.9	15.8	16.0
Television	6.6	5.0	2.8	4.1	4.6	6.7
Influence by Lee Message	85.9	80.4	77.1	79.0	80.6	79.7
<i>Occupation</i>						
Professional/Tech	38.6	46.9	41.8	46.9	43.6	44.8
Executive/Managerial	23.2	16.1	20.0	18.3	19.4	16.6
Retired	16.6	16.4	20.6	15.5	17.3	16.0
Craft/Factory	6.6	4.2	6.8	6.9	6.1	6.1
Sales/Buyer	11.8	9.6	7.2	8.6	9.3	9.9
Have Internet Access	89.3	88.5	87.2	90.2	88.8	89.1
Obtain Travel Info.	83.4	83.7	76.4	81.7	81.3	79.7
Book Travel Services Online	68.3	65.9	62.9	59.6	64.2	59.0
Book Lodging Online	50.4	45.5	41.6	41.5	44.8	50.2

Beaches of Fort Myers - Sanibel – 2005 Annual Visitor Profile
Seasonal Visitor Profiles
(Winter, Spring/Summer, Fall)



TOP U.S. FEEDER MARKET AVERAGES

<u>Winter 2005</u>		<u>Spring/Summer 2005</u>		<u>Fall 2005</u>	
1. New York	10.5%	1. Miami/Ft. Lauderdale	10.4%	1. New York	10.3%
2. Chicago	10.2	2. New York	8.9	2. Chicago	8.4
3. Boston	7.1	3. Chicago	6.9	3. Miami/Ft. Lauderdale	5.1
4. Minneapolis/St. Paul	5.9	4. Tampa/St. Petersburg	5.3	4. Boston	5.1
5. Detroit	5.2	5. Philadelphia	4.4	5. Detroit	4.7
6. Indianapolis	4.3	6. Boston	4.0	6. Indianapolis	4.1
7. Philadelphia	3.6	7. Cleveland	3.6	7. Philadelphia	3.9
8. Cleveland	2.8	8. Greater Orlando Area	3.5	8. Cleveland	3.4
9. Milwaukee	2.7	9. Cincinnati	3.4	9. Tampa/St. Petersburg	3.4
10. Providence/New Bedford	2.6	10. West Palm Beach/Ft. Pierce	3.0	10. Minneapolis/St. Paul	3.3

LEE COUNTY 2004 - 2005 WINTER AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	1/05	2/05	3/05	4/05	Winter 2005
Number of Visitors	205,981	279,844	303,853	319,478	1,109,156	200,933	273,359	294,097	313,782	1,082,171
Room Nights	645,334	575,126	650,161	632,523	2,503,144	614,173	532,668	623,700	611,834	2,382,375
Expenditures (\$)	125,901,179	179,850,142	172,818,148	160,050,158	638,619,627	127,937,055	183,514,100	179,575,628	162,465,030	653,491,813
Occupancy Rate	80.6	92.4	95.3	83.5	88.0	83.1	93.3	95.8	84.1	89.1
Room Rate	116.90	146.09	143.29	114.89	130.29	126.03	158.53	156.14	116.62	139.33
Occupancy										
< 20 Units	81.8	95.9	96.4	85.3	89.9	83.2	95.5	95.8	86.2	90.2
21-50 Units	76.8	91.4	94.9	79.6	85.7	78.5	93.5	95.3	82.4	87.4
51-100 Units	82.4	91.6	95.3	86.6	89.0	85.2	92.3	95.6	83.6	89.2
101+ Units	81.1	92.1	95.1	82.3	87.7	84.3	92.9	96.0	84.0	89.3
Average Room Rate										
< 20 Units	105.33	116.87	114.89	94.52	107.90	116.53	132.61	126.25	101.88	119.32
21-50 Units	103.34	130.59	124.49	111.79	117.55	114.86	143.56	133.71	116.59	127.18
51-100 Units	145.50	173.30	180.85	152.57	163.06	155.66	185.32	199.99	149.89	172.72
101+ Units	124.34	168.11	152.93	147.17	148.14	128.83	177.55	164.62	145.32	154.08
Visitor Origin										
Florida	9,269	10,634	19,750	32,587	72,240	8,238	8,747	15,881	29,809	62,675
Southeast	16,067	13,712	19,447	18,849	68,075	15,070	13,668	17,352	17,572	63,662
Northeast	59,529	100,184	99,056	93,927	352,696	58,472	94,582	97,052	94,135	344,241
Midwest	90,426	131,247	129,745	127,472	478,890	83,990	129,572	127,638	125,827	467,027
Canada	7,003	7,556	9,116	8,945	32,620	7,635	8,201	9,411	9,413	34,660
Europe	17,508	11,194	19,143	25,558	73,403	20,495	12,848	20,881	27,299	81,523
Markets of Opportunity	6,179	5,317	7,596	12,140	31,232	7,033	5,741	5,882	9,727	28,383
TOTAL	205,981	279,844	303,853	319,478	1,109,156	200,933	273,359	294,097	313,782	1,082,171
Transportation Mode										
Plane	68.1	73.7	73.9	77.0	73.2	64.7	75.7	73.6	73.1	71.8
Rental Car	63.2	69.6	69.6	72.6	68.8	62.0	71.4	68.4	69.0	67.7
Personal Car	31.1	23.5	25.0	22.0	25.4	33.6	22.9	25.7	25.1	26.8
Airport Deplanned										
SW Florida Int'l	76.5	83.8	84.2	79.5	81.0	78.0	86.1	85.6	80.2	82.5
Orlando Int'l	5.1	3.3	4.4	8.4	5.3	5.8	4.2	3.1	6.8	5.0
Miami Int'l	7.4	3.1	4.3	4.2	4.8	8.5	2.5	3.0	4.7	4.7
Tampa Int'l	6.5	6.1	5.7	5.1	5.9	7.5	5.9	7.0	5.3	6.4
Car Rental Location										
Fort Myers	75.9	80.8	81.9	79.0	79.4	77.8	83.0	83.2	78.8	80.7
Orlando	5.2	3.4	5.1	8.3	5.5	5.6	4.4	4.1	7.0	5.3
Miami	7.2	3.3	4.5	3.4	4.6	8.8	2.8	3.8	4.8	5.1
Tampa	6.7	6.4	7.0	5.4	6.4	7.5	6.3	7.8	5.7	6.8

LEE COUNTY 2004 - 2005 WINTER AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	1/05	2/05	3/05	4/05	Winter 2005
Purpose of Trip										
Vacation	97.8	98.5	97.1	98.1	97.9	96.5	96.6	98.0	97.4	97.1
Visit Friends & Relatives	11.8	12.0	13.3	13.3	12.6	11.4	16.2	13.9	15.0	14.1
Business/Conf/Meetings	16.4	13.7	14.9	18.7	15.9	18.4	15.6	16.1	20.4	17.6
First Visit										
Lee County	38.8	32.9	33.7	41.8	36.8	35.1	30.2	29.4	40.3	33.8
Florida	4.1	3.2	5.6	5.4	4.6	4.9	1.8	2.2	5.5	3.6
First Time Visitors										
Florida	30.8	22.2	n/a	32.7	28.6	33.3	29.9	n/a	30.8	31.3
Southeast	36.4	42.9	42.1	52.6	43.5	40.9	34.5	36.3	53.6	41.3
Northeast	34.9	31.5	31.7	38.9	34.3	37.2	28.3	29.7	40.1	33.8
Midwest	30.1	27.5	27.1	32.0	29.2	24.0	25.2	23.5	27.5	25.1
Europe	53.6	37.5	58.8	70.8	55.2	47.4	40.6	72.7	60.0	55.2
Markets of Opportunity	60.4	38.5	47.1	n/a	48.7	53.6	46.2	42.5	n/a	47.4
Avg Repeat Visits	3.1	3.2	3.2	3.0	3.1	3.2	3.4	3.1	3.1	3.2
Information Sources										
Internet	60.2	53.7	55.2	55.0	56.0	64.4	56.0	59.3	58.0	59.4
Previous Visit	61.3	64.8	65.7	56.1	62.0	64.0	65.4	69.0	58.9	64.3
Recommendations	42.5	34.5	32.3	46.4	38.9	38.5	33.9	33.6	42.4	37.1
Business Contacts	3.6	n/a	1.2	1.8	2.2	3.7	n/a	1.5	2.8	2.7
Print Media	14.1	13.9	11.1	16.0	13.8	11.5	12.6	13.1	15.0	13.1
Travel Agent	3.3	2.8	4.0	3.7	3.5	3.6	1.8	3.1	3.6	3.0
Travel Agent Assisted	16.0	13.7	17.5	14.8	15.5	15.2	12.6	13.2	12.5	13.4
Travel Agent Assisted with:										
Airline Reservations	71.1	62.0	66.7	75.0	68.7	61.6	58.5	54.2	54.1	57.1
Hotel/Motel Reservations	50.6	45.5	41.9	62.5	50.1	43.5	43.2	33.2	52.2	43.0
Fly/Drive Packages	10.3	15.3	23.0	17.1	16.4	18.2	21.7	30.7	28.5	24.8
Reservations										
Before	86.6	86.4	87.7	86.9	86.9	88.2	93.2	89.2	84.1	88.7
None	8.6	11.2	8.5	10.5	9.7	8.9	4.4	5.2	13.7	8.1
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	18.8	15.4	13.2	15.0	15.6	16.8	16.6	12.8	19.1	16.3

LEE COUNTY 2004 - 2005 WINTER AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	1/05	2/05	3/05	4/05	Winter 2005
Length of Stay (OOS)										
Away from Home	11.8	11.9	10.6	10.0	11.1	11.6	11.8	10.9	10.1	11.1
In Florida	10.9	10.8	9.9	9.3	10.2	10.6	10.8	10.2	9.3	10.2
In Lee County	8.2	8.1	7.2	6.6	7.5	8.1	8.0	7.4	6.5	7.5
Length of Stay (FL)										
Away from Home	3.9	3.6	3.5	4.0	3.8	3.9	3.8	3.4	4.2	3.8
In Lee County	3.5	3.4	3.4	3.8	3.5	3.6	3.5	3.3	4.0	3.6
% Staying 4 days or less										
Out-of-State	17.2	21.9	16.9	26.8	20.7	19.5	21.3	18.7	24.2	20.9
Floridian	69.4	91.5	72.7	75.0	77.2	60.0	88.5	80.1	63.6	73.1
Party Size										
Out-of-State	2.6	2.4	2.7	2.8	2.6	2.7	2.5	2.8	2.8	2.7
Floridian	2.4	2.1	2.3	2.8	2.4	2.6	2.2	2.3	2.7	2.5
Type of Party										
Couple	70.6	73.9	66.3	52.9	65.9	71.4	76.2	68.7	54.9	67.8
Family	27.4	24.0	31.3	43.5	31.6	26.0	22.2	29.9	40.9	29.8
Single	1.9	1.9	2.2	3.6	2.4	2.6	1.6	1.6	2.8	2.2
Where Stayed Night Before Lee										
At Home	69.8	69.9	73.0	73.7	71.6	61.3	67.8	73.2	67.2	67.4
In FL, Not in Lee	25.3	26.9	21.4	23.4	24.3	31.1	28.4	20.9	26.5	26.7
On the Road, Not in FL	4.9	3.2	5.6	2.0	3.9	7.6	3.8	5.9	6.3	5.9
Where Stayed in Florida										
Orlando/Disney	22.5	21.4	19.7	25.9	22.4	25.6	18.8	18.4	28.1	22.7
Tampa Bay	14.9	15.5	16.9	7.4	13.7	13.3	17.7	15.0	4.2	12.6
Ft. Lauderdale/Palm Bch.	10.1	11.9	7.3	6.5	9.0	9.5	10.5	6.6	8.3	8.7
Florida Keys	7.5	6.0	9.2	8.1	7.7	3.8	4.3	8.3	9.0	6.4
Sarasota	10.4	10.7	8.5	14.5	11.0	18.9	12.1	12.5	15.4	14.7
Miami	7.9	2.4	5.6	6.2	5.5	8.9	5.7	9.5	6.7	7.7
Naples/Marco Island	6.7	5.9	7.0	8.6	7.1	5.6	8.0	9.2	4.5	6.8
Attractions Visited										
Edison/Ford Home	8.3	7.1	6.8	7.4	7.4	7.3	7.8	5.6	8.0	7.2
Sea World	3.0	4.8	3.7	5.7	4.3	4.7	6.6	6.1	7.4	6.2
Disney	2.5	2.8	n/a	5.8	3.7	3.5	3.4	n/a	6.8	4.6
Universal Studios	3.4	2.1	3.9	3.0	3.1	4.9	3.8	5.0	7.3	5.3
EPCOT	3.1	3.6	3.1	5.0	3.7	4.6	5.0	2.8	6.6	4.8
Kennedy Space Center	5.4	5.7	6.2	6.9	6.1	5.0	4.8	4.4	7.6	5.5
Ding Darling	3.4	2.2	3.4	3.6	3.2	3.5	2.3	4.9	2.7	3.4
Satisfaction with Lee	98.4	99.4	98.5	97.7	98.5	98.7	99.3	99.3	98.5	99.0

LEE COUNTY 2004 - 2005 WINTER AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	1/05	2/05	3/05	4/05	Winter 2005
Lee Features Liked Most										
Beaches	82.3	74.4	75.2	73.5	76.4	75.1	72.3	73.9	68.3	72.4
Climate	74.6	83.4	88.4	82.5	82.2	80.7	87.6	84.9	80.0	83.3
Rest/Relaxation/Quiet	64.9	68.9	57.5	55.2	61.6	57.3	64.8	54.0	53.3	57.4
Tropical Atmosphere	45.3	44.5	42.1	39.7	42.9	41.5	46.3	49.7	34.1	42.9
Not Commercial	27.3	27.7	23.3	23.2	25.4	21.6	27.5	23.2	17.3	22.4
Clean Environment	14.6	18.4	13.1	13.9	15.0	10.8	15.3	12.0	10.2	12.1
Friendly Residents	12.6	11.7	9.6	9.7	10.9	12.0	15.8	11.2	12.4	12.9
Safety	n/a	n/a	3.0	0.9	n/a	n/a	n/a	1.8	1.2	n/a
Lee Features Liked Least										
No Specific Complaints	68.4	59.5	58.6	69.0	63.9	75.4	52.3	57.2	80.2	66.3
Congestion	18.3	32.0	35.3	18.9	26.1	20.5	35.1	37.7	17.0	27.6
Weather	1.7	1.8	n/a	n/a	n/a	2.3	3.1	n/a	n/a	n/a
Insects	n/a	n/a	0.8	1.2	n/a	n/a	n/a	0.7	0.3	0.5
Expense	2.9	3.4	1.2	1.8	2.3	1.5	2.4	3.0	0.7	1.9
Expense vs. Expectations										
More Expensive	2.5	3.7	3.6	2.6	3.1	2.9	4.5	6.0	1.1	3.6
Less Expensive	0.8	1.2	0.8	0.7	0.9	0.6	n/a	0.3	1.5	0.6
As Expected	94.3	91.0	93.3	95.1	93.4	92.7	87.6	89.7	93.8	91.0
Don't Know	2.4	4.1	2.3	1.6	2.6	3.8	7.9	4.0	3.6	4.8
Recommend Lee	93.1	90.7	90.2	92.8	91.7	94.0	88.0	88.8	91.1	90.5
Plan to Return (% yes)										
To Local Area	87.4	87.3	89.3	85.6	87.4	90.2	91.4	89.1	84.6	88.8
Next year	63.8	62.4	62.5	62.9	62.9	60.0	60.4	62.2	62.8	61.4
Median Age of Head of HH	51.5	54.5	50.6	50.0	51.7	51.6	54.2	50.1	50.4	51.6
Median Annual HH Income	84,955	81,224	81,941	82,297	82,604	87,478	82,264	86,688	84,856	85,322
Average Number of:										
Getaway	2.9	2.8	3.0	2.8	2.9	2.8	2.8	3.0	2.7	2.8
Vacations	1.9	1.9	1.9	2.0	1.9	2.0	1.8	2.0	1.9	1.9
Out-of-State Visitor Party Budget										
Total	1,729.77	2,016.99	1,816.40	1,527.21	1,772.59	1,835.89	2,149.89	1,985.48	1,578.40	1,887.42
Per person/trip	665.30	840.41	672.74	545.43	680.97	679.96	859.96	709.10	563.71	703.18
Per person/day	81.13	103.75	93.44	82.64	90.24	83.95	107.49	95.82	86.73	93.50

LEE COUNTY 2004 - 2005 WINTER AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	1/05	2/05	3/05	4/05	Winter 2005
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,006.54	1,108.44	1,126.32	902.35	1,035.91	1,079.10	1,212.44	1,250.86	941.94	1,121.09
Food/Entertainment	592.99	622.13	630.70	620.45	616.57	600.41	637.98	681.56	642.92	640.72
Rental Car	252.33	269.48	309.95	317.89	287.41	266.49	288.50	333.12	310.50	299.65
Retail Purchases	154.57	176.48	161.09	159.64	162.95	160.08	177.82	170.87	158.68	166.86
See/Read/Hear Message	35.9	34.8	32.6	37.2	35.1	32.2	30.9	31.6	37.4	33.0
Type of Message Seen										
Internet	71.5	70.6	58.0	63.1	65.8	74.0	71.3	68.8	63.7	69.5
TG's/VG's/Brochures	34.9	25.1	35.9	39.2	33.8	32.7	22.5	27.4	44.6	31.8
Newspaper	25.2	18.9	29.9	18.9	23.2	39.7	35.5	43.2	23.9	35.6
Magazine	14.8	14.5	12.7	9.0	12.8	11.9	8.2	12.1	12.6	11.2
Television	3.0	4.4	14.5	5.8	6.9	7.8	15.1	17.2	4.4	11.1
Influence by Lee Message	81.5	81.3	78.1	78.7	79.9	81.2	71.6	75.6	81.4	77.5
Occupation										
Professional/Tech	43.9	36.8	43.8	48.4	43.2	41.6	36.2	43.2	45.3	41.6
Executive/Managerial	15.4	14.6	11.1	12.8	13.5	17.4	16.8	13.1	13.0	15.1
Retired	18.8	28.6	17.7	17.8	20.7	20.8	26.7	16.0	18.1	20.4
Craft/Factory	6.0	4.7	7.2	4.7	5.7	8.0	4.8	7.5	6.8	6.8
Sales/Buyer	10.2	9.6	8.9	6.9	8.9	10.3	10.1	10.8	9.2	10.1
Have Internet Access	86.4	84.3	86.5	87.7	86.2	85.6	83.8	87.9	88.2	86.4
Obtain Travel Info.	83.0	81.1	79.0	80.0	80.8	83.8	83.2	81.5	82.7	82.8
Book Travel Services Online	59.1	59.9	54.6	62.3	59.0	61.3	62.2	60.6	63.6	61.9
Book Lodging Online	50.0	47.4	49.2	53.5	50.0	48.1	45.2	46.3	50.4	47.5

LEE COUNTY 2004 - 2005 SPRING/SUMMER SEASON AVERAGES

	5/04	6/04	7/04	8/04	Spr/Sum 2004	5/05	6/05	7/05	8/05	Spr/Sum 2005
Number of Visitors	140,505	153,553	177,815	64,246 ♦	536,119 ♦	141,701	154,924	181,294	88,700	566,619
Room Nights	457,138	395,506	427,340	177,423	1,457,407	459,430	392,040	420,557	312,911	1,584,938
Expenditures (\$)	98,938,000	81,743,940	75,991,018	40,861,700 ♦	297,534,658 ♦	104,071,270	86,616,590	81,205,200	59,235,663	331,128,723
Occupancy Rate	74.4	69.3	73.4	65.8 *	70.7	78.4	72.2	77.4	61.6	72.4
Room Rate	91.88	93.25	90.52	95.05 *	92.68	97.81	98.17	97.49	101.47	98.74
Occupancy										
< 20 Units	75.9	77.1	74.0	n/a	75.7	79.6	78.5	79.1	57.7	73.7
21-50 Units	72.4	71.6	78.7	n/a	74.2	75.4	75.2	78.9	63.5	73.3
51-100 Units	76.0	71.4	76.5	n/a	74.6	79.2	73.4	81.0	65.3	74.7
101+ Units	73.2	65.3	71.2	n/a	69.9	77.9	68.7	76.4	60.5	70.9
Average Room Rate										
< 20 Units	84.13	71.99	76.12	n/a	77.41	90.81	76.37	81.71	87.36	84.06
21-50 Units	87.39	87.45	84.65	n/a	86.50	93.37	92.63	92.58	89.34	91.98
51-100 Units	110.75	110.16	111.39	n/a	110.77	121.37	117.47	119.30	116.06	118.55
101+ Units	107.16	105.22	110.32	n/a	107.57	108.99	108.13	118.33	113.12	112.14
Visitor Origin										
Florida	26,977	31,018	38,764	14,628	111,387	27,490	31,759	40,066	21,022	120,337
Southeast	6,463	15,509	16,181	4,755	42,908	6,802	15,028	14,685	7,185	43,700
Northeast	43,557	36,853	43,031	7,030	130,471	44,636	37,027	43,692	14,369	139,724
Midwest	45,383	48,523	54,411	13,129	161,446	44,352	50,350	56,201	23,772	174,675
Canada	1,686	1,228	1,245	258	4,417	1,842	930	1,450	798	5,020
Europe	12,364	15,355	17,782	10,183	55,684	12,895	15,647	19,217	18,716	66,475
Markets of Opportunity	4,075	5,067	6,401	1,706	17,249	3,684	4,183	5,983	2,838	16,688
TOTAL	140,505	153,553	177,815	51,689	523,562	141,701	154,924	181,294	88,700	566,619
Transportation Mode										
Plane	64.1	59.6	57.6	n/a	60.4	67.4	62.0	56.0	60.7	61.5
Rental Car	58.8	56.7	50.4	n/a	55.3	62.6	57.7	49.8	56.9	56.8
Personal Car	33.6	40.9	41.9	n/a	38.8	30.4	37.1	42.4	41.5	37.9
Airport Deplaned										
SW Florida Int'l	81.4	77.3	71.7	n/a	76.8	81.0	79.5	74.7	60.9	74.0
Orlando Int'l	4.9	7.8	9.1	n/a	7.3	5.7	9.2	9.8	17.6	10.6
Miami Int'l	7.6	4.8	8.6	n/a	7.0	5.3	2.8	4.7	9.9	5.7
Tampa Int'l	5.7	7.9	8.0	n/a	7.2	4.4	6.9	5.3	10.2	6.7
Car Rental Location										
Fort Myers	80.3	75.1	72.6	n/a	76.0	80.0	76.9	76.8	59.1	73.2
Orlando	5.0	7.9	9.7	n/a	7.5	7.0	9.5	12.7	19.0	12.1
Miami	6.5	6.0	6.9	n/a	6.5	5.8	2.9	4.4	9.5	5.7
Tampa	5.8	9.7	8.6	n/a	8.0	4.8	7.4	3.7	10.5	6.6

LEE COUNTY 2004 - 2005 SPRING/SUMMER SEASON AVERAGES

	5/04	6/04	7/04	8/04	Spr/Sum 2004	5/05	6/05	7/05	8/05	Spr/Sum 2005
Purpose of Trip										
Vacation	98.8	98.2	97.1	n/a	98.0	97.4	98.7	96.9	97.1	97.5
Visit Friends & Relatives	13.0	11.9	12.2	n/a	12.4	16.3	11.2	14.5	13.2	13.8
Business/Conf/Meetings	20.7	19.5	21.6	n/a	20.6	24.7	22.6	25.5	24.7	24.4
First Visit										
Lee County	37.0	43.6	38.8	n/a	39.8	39.6	39.5	36.7	40.1	39.0
Florida	4.7	7.9	3.1	n/a	5.2	6.6	6.2	4.0	10.0	6.7
First Time Visitors										
Florida	29.9	33.6	39.2	n/a	34.2	25.9	32.3	31.0	28.4	29.4
Southeast	38.1	40.9	35.8	n/a	38.3	46.4	40.0	32.0	34.2	38.2
Northeast	41.7	48.9	42.6	n/a	44.4	45.6	41.6	40.7	39.6	41.9
Midwest	35.5	32.9	24.6	n/a	31.0	33.0	31.4	28.6	37.8	32.7
Europe	48.0	70.2	50.9	n/a	56.4	59.5	52.6	58.6	62.5	58.3
Markets of Opportunity	n/a	52.9	66.7	n/a	n/a	n/a	56.3	61.1	53.3	56.9
Avg Repeat Visits	3.6	3.2	3.1	n/a	3.3	3.4	3.3	3.3	3.3	3.3
Information Sources										
Internet	50.0	70.3	56.0	n/a	58.8	53.9	71.4	57.5	61.3	61.0
Previous Visit	61.7	54.0	59.0	n/a	58.2	60.4	58.0	62.6	58.7	59.9
Recommendations	41.1	49.5	48.5	n/a	46.4	46.9	42.6	42.9	46.4	44.7
Business Contacts	3.3	2.6	1.7	n/a	2.5	4.2	1.6	1.1	1.4	2.1
Print Media	11.6	13.4	15.6	n/a	13.5	11.5	10.3	13.0	17.2	13.0
Travel Agent	n/a	6.2	3.8	n/a	n/a	n/a	4.4	1.6	n/a	n/a
Assisted by Travel Agent	17.2	18.5	16.1	n/a	17.3	15.2	12.2	9.0	8.1	11.1
Travel Agent Assisted with										
Airline Reservations	66.7	64.4	70.5	n/a	67.2	59.4	51.9	66.9	58.3	59.1
Hotel/Motel Reservations	43.2	39.7	42.6	n/a	41.8	44.8	30.3	43.5	50.0	42.2
Fly/Drive Packages	27.0	25.9	35.5	n/a	29.5	34.7	36.3	27.3	36.4	33.7
Reservations										
Before	89.8	86.5	88.9	n/a	88.4	91.9	90.4	90.3	84.1	89.2
None	8.8	11.7	9.2	n/a	9.9	7.0	7.6	7.5	13.6	8.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	29.5	23.8	26.6	n/a	26.6	19.7	20.9	28.5	32.6	25.4

LEE COUNTY 2004 - 2005 SPRING/SUMMER SEASON AVERAGES

	5/04	6/04	7/04	8/04	Spr/Sum 2004	5/05	6/05	7/05	8/05	Spr/Sum 2005
Length of Stay										
Away from Home (OOS)	9.1	10.1	10.7	n/a	10.0	8.9	10.0	10.6	10.4	10.0
In Florida (OOS)	8.3	9.2	9.6	n/a	9.0	8.2	9.0	9.6	10.0	9.2
In Lee County (OOS)	5.9	5.7	6.3	n/a	6.0	5.8	5.6	6.2	5.7	5.8
Length of Stay										
Away from Home (FL)	3.7	3.8	4.7	n/a	4.1	3.7	3.9	4.8	4.6	4.3
In Lee County (FL)	3.6	3.7	4.5	n/a	3.9	3.6	3.8	4.6	4.4	4.1
% Staying 4 days or less										
Out-of-State	27.2	33.3	22.5	n/a	27.7	33.6	29.2	29.5	30.9	30.8
Floridian	85.7	68.2	62.7	n/a	72.2	86.6	66.7	53.2	55.1	65.4
Party Size										
Out-of-State	2.5	2.7	3.2	n/a	2.8	2.5	2.7	3.2	3.0	2.9
Floridian	2.8	3.1	3.2	n/a	3.0	2.9	3.1	3.3	3.1	3.1
Type of Party										
Couple	72.6	63.9	53.8	n/a	63.4	72.0	62.6	54.2	56.6	61.4
Family	22.2	33.1	45.0	n/a	33.4	22.9	33.7	45.5	42.7	36.2
Single	2.6	1.6	1.0	n/a	1.7	4.5	3.3	0.3	0.7	2.2
Where Stayed Night Before Lee										
At Home	74.3	62.1	65.5	n/a	67.3	71.4	62.5	67.1	64.7	66.4
In FL, Not in Lee	22.4	33.0	27.9	n/a	27.8	24.7	30.2	27.3	28.8	27.8
On the Road, Not in FL	3.3	4.9	6.6	n/a	4.9	3.9	7.3	5.6	6.4	5.8
Where Stayed in Florida										
Orlando/Disney	24.2	39.1	32.2	n/a	31.8	27.3	36.6	27.3	32.0	30.8
Tampa Bay	18.4	14.7	11.5	n/a	14.9	16.7	13.4	8.1	10.7	12.2
Ft. Lauderdale/Palm Bch.	6.9	8.6	8.8	n/a	8.1	8.0	7.3	12.5	8.5	9.1
Florida Keys	7.6	7.8	6.7	n/a	7.4	6.1	7.5	7.5	8.7	7.5
Sarasota	15.8	9.4	12.3	n/a	12.5	12.1	9.8	14.4	9.8	11.5
Miami	6.1	6.9	8.7	n/a	7.2	4.5	5.3	4.6	12.8	6.8
Naples/Marco	6.6	4.4	3.4	n/a	4.8	5.0	4.9	4.7	6.5	5.3
Attractions Visited										
Edison/Ford Home	9.6	9.0	10.5	n/a	9.7	8.9	8.2	10.1	6.7	8.5
Sea World	3.1	9.9	6.0	n/a	6.3	3.9	10.1	7.7	9.0	7.7
Disney	3.0	8.8	7.5	n/a	6.4	2.4	6.5	8.1	8.2	6.3
Universal Studios	4.4	7.7	10.3	n/a	7.5	2.7	6.1	8.8	10.0	6.9
EPCOT	3.7	5.8	5.1	n/a	4.9	2.9	3.7	5.3	n/a	4.0
Kennedy Space Center	3.8	8.0	9.5	n/a	7.1	3.7	7.9	7.3	7.0	6.5
Ding Darling	2.7	2.8	n/a	n/a	2.8	2.8	1.6	n/a	n/a	n/a
Satisfaction with Lee	99.4	99.7	99.2	n/a	99.4	98.6	97.4	99.3	99.0	98.6

LEE COUNTY 2004 - 2005 SPRING/SUMMER SEASON AVERAGES

	5/04	6/04	7/04	8/04	Spr/Sum 2004	5/05	6/05	7/05	8/05	Spr/Sum 2005
Lee Features Liked Most										
Beaches	76.9	79.3	82.2	n/a	79.5	78.0	82.7	82.1	86.1	82.2
Climate	65.4	44.3	41.2	n/a	50.3	72.3	49.6	49.0	44.4	53.8
Rest/Relaxation/Quiet	64.5	60.2	64.6	n/a	63.1	67.2	62.9	62.5	56.9	62.4
Tropical Atmosphere	42.2	45.5	49.6	n/a	45.8	37.3	39.5	40.5	41.8	39.8
Not Commercial	26.1	15.2	25.9	n/a	22.4	22.0	21.3	24.9	21.4	22.4
Clean Environment	20.0	17.5	15.6	n/a	17.7	17.6	16.2	17.9	15.4	16.8
Friendly Residents	n/a	n/a	15.5	n/a	n/a	n/a	n/a	14.5	12.5	n/a
Safety	n/a	2.3	2.6	n/a	n/a	n/a	2.0	1.4	3.2	2.2
Lee Features Liked Least										
No Specific Complaints	77.4	82.8	79.3	n/a	79.8	84.8	73.4	74.9	79.1	78.1
Congestion	6.6	1.9	3.0	n/a	3.8	6.3	1.7	3.0	1.4	3.1
Weather	n/a	3.0	4.0	n/a	n/a	n/a	10.1	5.7	4.8	6.9
Insects	7.5	6.1	8.0	n/a	7.2	2.9	7.6	9.2	11.0	7.7
Expense	0.9	n/a	n/a	n/a	n/a	0.7	n/a	n/a	n/a	n/a
Expense Relative to Expectations										
More Expensive	2.7	3.0	1.6	n/a	2.4	5.4	4.4	4.9	4.6	4.8
Less Expensive	1.2	1.5	1.9	n/a	1.5	3.4	2.0	1.3	1.7	2.1
As Expected	89.6	92.1	91.0	n/a	90.9	89.0	90.4	84.8	86.8	87.8
Don't Know	6.5	3.4	5.5	n/a	5.1	2.3	3.2	9.0	6.9	5.4
Recommend Lee	91.8	90.9	91.4	n/a	91.4	91.5	88.6	93.7	91.2	91.3
Plan to Return (% yes)										
To Local Area	90.1	90.4	89.0	n/a	89.8	89.4	91.8	88.6	86.8	89.2
Next Year	59.8	55.1	60.1	n/a	58.3	63.2	59.7	57.4	52.7	58.3
Median Age of Head of HH	49.4	48.3	47.9	n/a	48.5	49.3	49.5	48.4	50.3	49.4
Median Annual HH Income	86,040	78,512	83,516	n/a	82,689	90,060	80,761	83,948	85,545	85,079
Average Number of										
Getaway	2.8	2.6	2.7	n/a	2.7	2.7	2.8	2.8	2.7	2.8
Vacations	1.9	1.9	1.8	n/a	1.9	2.0	1.9	1.8	1.8	1.9
Out-of-State Visitor										
Party Budget										
Total	1,179.42	1,212.24	1,367.56	n/a	1,253.07	1,230.15	1,273.13	1,433.35	1,384.47	1,330.28
Per person/trip	471.77	448.98	427.36	n/a	449.37	512.56	471.53	447.92	461.49	473.38
Per person/day	79.96	78.77	67.84	n/a	75.52	88.37	84.20	72.25	80.96	81.45

LEE COUNTY 2004 - 2005 SPRING/SUMMER SEASON AVERAGES

	5/04	6/04	7/04	8/04	Spr/Sum 2004	5/05	6/05	7/05	8/05	Spr/Sum 2005
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	808.19	635.14	719.84	n/a	721.06	841.18	666.46	759.79	768.73	759.04
Food/Entertainment	434.38	445.20	479.53	n/a	453.04	456.68	473.01	493.72	514.82	484.56
Rental Car	258.76	248.51	254.28	n/a	253.85	248.31	257.62	249.03	243.32	249.57
Retail Purchases	142.46	143.39	147.89	n/a	144.58	139.06	144.79	144.95	136.82	141.41
See/Read/Hear Message	36.8	42.9	47.2	n/a	42.3	34.1	41.3	47.4	46.5	42.3
Type of Message Seen										
Internet	71.7	78.9	65.3	n/a	72.0	71.6	78.3	65.1	75.9	72.7
TG's/VG's/Brochures	37.6	42.9	31.6	n/a	37.4	37.1	42.0	31.1	38.5	37.2
Newspaper	31.2	18.3	23.5	n/a	24.3	28.3	20.1	24.9	30.4	25.9
Magazine	10.9	10.0	20.6	n/a	13.8	16.7	11.0	16.4	13.0	14.3
Television	4.1	4.5	6.5	n/a	5.0	5.5	6.1	8.2	4.2	6.0
Influence by Lee Message	77.5	78.7	76.6	n/a	77.6	75.8	82.5	76.3	83.5	79.5
Occupation										
Professional/Technical	43.6	47.6	53.7	n/a	48.3	43.2	48.2	54.2	50.2	49.0
Executive/Managerial	18.8	17.6	15.4	n/a	17.3	18.5	17.0	14.2	18.9	17.2
Retired	16.3	12.9	11.7	n/a	13.6	14.9	14.4	14.1	10.6	13.5
Craft/Factory	7.1	6.5	6.1	n/a	6.6	7.2	6.3	6.5	6.0	6.5
Sales/Buyer	9.3	10.4	6.6	n/a	8.8	10.6	11.9	7.7	11.3	10.4
Have Internet Access	85.7	90.2	91.2	n/a	89.0	86.8	91.3	91.6	91.4	90.3
Obtain Travel Info.	80.2	75.6	76.9	n/a	77.6	82.6	76.9	78.5	78.4	79.1
Book Travel Services Online	59.2	54.8	58.7	n/a	57.6	66.2	64.5	66.1	69.8	66.7
Book Lodging Online	52.8	53.9	51.7	n/a	52.8	53.4	53.4	53.6	46.2	51.7

LEE COUNTY 2004 - 2005 FALL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	9/05	10/05	11/05	12/05	Fall 2005
Number of Visitors	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦	76,740	75,670	107,425	138,915	398,750
Room Nights	249,850 ♦	274,000 ♦	459,500 ♦	495,500 ♦	1,478,850 ♦	233,850	260,500	474,800	512,000	1,481,150
Expenditures (\$)	39,163,798 ♦	47,077,170 ♦	60,031,670 ♦	82,167,310 ♦	228,439,948 ♦	42,594,000	47,346,870	65,856,900	94,796,340	250,594,110
	♦ Reflect Storm Impacts									
Occupancy Rate	64.0	71.3	77.2	65.0	69.4	51.0	61.2	74.6	62.9	62.4
Room Rate	88.67	88.08	79.25	109.76	91.44	95.22	96.25	92.25	120.89	101.15
Occupancy										
< 20 Units	n/a	n/a	n/a	n/a	n/a	48.6	62.6	75.0	63.4	62.4
21-50 Units	n/a	n/a	n/a	n/a	n/a	51.2	55.5	73.6	62.8	60.8
51-100 Units	n/a	n/a	n/a	n/a	n/a	51.8	63.4	76.3	63.0	63.6
101+ Units	n/a	n/a	n/a	n/a	n/a	51.7	62.4	74.3	62.7	62.8
Average Room Rate										
< 20 Units	n/a	n/a	n/a	n/a	n/a	78.82	86.34	86.20	102.85	88.55
21-50 Units	n/a	n/a	n/a	n/a	n/a	85.88	82.56	90.60	121.23	95.07
51-100 Units	n/a	n/a	n/a	n/a	n/a	107.51	106.41	126.30	138.51	119.68
101+ Units	n/a	n/a	n/a	n/a	n/a	108.69	103.89	115.75	120.95	112.32
Visitor Origin										
Florida	20,535 ♦	10,542 ♦	11,568 ♦	4,872 ♦	47,517 ♦	21,180	10,594	12,354	5,557	49,685
Southeast	7,227 ♦	5,155 ♦	5,987 ♦	8,559 ♦	26,928 ♦	6,523	4,540	6,660	9,724	27,447
Northeast	12,951 ♦	17,544 ♦	29,936 ♦	37,000 ♦	97,431 ♦	15,732	16,950	32,442	41,119	106,243
Midwest	16,385 ♦	24,776 ♦	34,807 ♦	57,936 ♦	133,904 ♦	18,187	24,517	36,417	59,595	138,716
Canada	358 ♦	1,308 ♦	2,334 ♦	5,267 ♦	9,267 ♦	460	1,513	2,686	5,973	10,632
Europe	10,446 ♦	13,773 ♦	12,786 ♦	14,221 ♦	51,226 ♦	11,588	14,075	12,891	12,780	51,334
Markets of Opportunity	3,649 ♦	3,847 ♦	4,059 ♦	3,818 ♦	15,373 ♦	3,070	3,481	3,975	4,167	14,693
TOTAL	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦	76,740	75,670	107,425	138,915	398,750
Transportation Mode										
Plane	48.1	71.6	70.6	67.0	64.3	56.0	72.3	74.9	66.2	67.4
Rental Car	44.7	69.5	68.0	60.9	60.8	55.0	69.6	68.7	62.5	64.0
Personal Car	49.0	27.4	28.1	31.5	34.0	43.5	26.8	25.5	32.0	32.0
Airport Deplaned										
SW Florida Int'l	72.1	65.0	79.3	72.7	72.3	66.7	69.5	75.5	76.7	72.1
Orlando Int'l	5.7	11.8	7.1	9.2	8.5	9.0	9.2	9.0	6.0	8.3
Miami Int'l	16.4	9.0	6.1	8.5	10.0	12.4	10.5	8.2	4.5	8.9
Tampa Int'l	3.6	10.2	4.7	8.1	6.7	8.0	9.1	5.4	8.3	7.7
Car Rental Location										
Fort Myers	71.2	63.7	77.2	69.2	70.3	65.1	68.2	73.7	75.6	70.7
Orlando	3.2	11.1	7.3	10.5	8.0	9.3	9.9	9.4	6.5	8.8
Miami	19.2	8.7	7.2	9.8	11.2	12.6	10.8	8.9	4.9	9.3
Tampa	4.0	11.3	4.5	8.7	7.1	8.3	9.8	5.2	8.9	8.1

LEE COUNTY 2004 - 2005 FALL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	9/05	10/05	11/05	12/05	Fall 2005
Purpose of Trip										
Vacation	83.8	96.4	98.7	98.7	94.4	95.9	97.3	97.1	97.8	97.0
Visit Friends & Relatives	12.1	21.4	14.5	15.3	15.8	14.3	12.6	14.8	15.9	14.4
Business/Conf/Meetings	54.1 ♦	31.9 ♦	30.9 ♦	27.9	36.2 ♦	23.8	28.1	27.1	22.3	25.3
♦ Please Note: Includes recovery personnel										
First Visit										
Lee County	42.1	36.8	34.3	32.5	36.4	44.0	36.1	36.8	30.7	36.9
Florida	6.0	10.6	5.1	4.2	6.5	10.5	4.7	4.7	3.9	6.0
First Time Visitors										
Florida	33.3	29.4	29.8	22.2	28.7	34.0	34.8	22.2	25.0	29.0
Southeast	44.9	36.1	40.0	37.1	39.5	34.1	33.3	34.8	33.3	33.9
Northeast	29.8	30.6	32.6	33.2	31.6	41.1	39.8	37.8	29.9	37.2
Midwest	45.5	25.0	24.0	20.7	28.8	36.5	27.6	27.0	28.3	29.9
Europe	56.0	58.8	48.3	37.5	50.2	83.3	47.9	51.7	48.1	57.8
Markets of Opportunity	59.6	n/a	n/a	62.5	n/a	46.7	n/a	n/a	46.0	n/a
Avg Repeat Visits	3.3	3.9	3.5	3.3	3.5	3.5	3.8	3.3	3.4	3.5
Information Sources										
Internet	68.2	53.4	49.2	67.6	59.6	73.8	61.2	54.3	74.3	65.9
Previous Visit	50.0	61.6	64.0	66.8	60.6	52.7	62.8	61.6	67.8	61.2
Recommendations	35.3	43.2	39.2	42.4	40.0	52.0	44.0	41.9	44.7	45.7
Business Contacts	18.2	4.6	5.1	n/a	9.3	4.1	3.1	4.0	n/a	3.7
Print Media	10.9	14.5	16.0	14.5	14.0	10.3	10.8	15.1	10.4	11.7
Travel Agent	n/a	n/a	3.9	n/a	n/a	n/a	n/a	2.5	n/a	n/a
Travel Agent Assisted	13.2	15.4	10.5	11.8	12.7	8.0	7.6	9.0	10.8	8.9
Travel Agent Assisted with:										
Airline Reservations	53.1	70.3	67.6	70.0	65.3	46.6	68.0	63.5	73.6	62.9
Hotel/Motel Reservations	48.6	41.7	41.7	40.5	43.1	43.6	42.6	45.8	45.7	44.4
Fly/Drive Packages	37.2	21.1	25.0	24.4	26.9	44.0	18.5	28.1	21.9	28.1
Reservations										
Before	80.7	86.2	87.3	87.0	85.3	87.7	86.9	90.2	88.1	88.2
None	16.1	11.7	10.5	11.4	12.4	10.3	12.0	7.5	9.9	9.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival										
	n/a	23.9	16.5	21.6	20.7	36.7	21.5	13.2	23.2	23.7

LEE COUNTY 2004 - 2005 FALL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	9/05	10/05	11/05	12/05	Fall 2005
Length of Stay (OOS)										
Away from Home	10.7	10.6	10.2	10.8	10.6	10.1	10.3	10.3	10.6	10.3
In Florida	10.0	9.6	9.5	9.7	9.7	9.3	9.2	9.7	9.7	9.5
In Lee County	7.2	6.0	6.6	7.3	6.8	5.6	5.8	6.7	7.2	6.3
Length of Stay (FL)										
Away from Home	4.2	3.9	4.1	4.0	4.1	3.7	3.8	4.3	4.2	4.0
In Lee County	4.1	3.7	3.9	3.8	3.9	3.6	3.6	4.2	3.9	3.8
% Staying 4 days or less										
Out-of-State	44.6	32.9	32.8	25.6	34.0	40.2	35.8	27.5	19.2	30.7
Floridian	66.7	84.8	68.4	78.8	74.7	81.4	80.4	59.2	68.8	72.5
Party Size										
Out-of-State	2.1	2.5	2.5	2.9	2.5	2.4	2.5	2.6	2.9	2.6
Floridian	3.0	2.6	2.6	2.5	2.7	3.1	2.6	2.7	2.5	2.7
Type of Party										
Couple	71.8	76.6	78.7	66.3	73.4	77.1	75.7	70.9	64.5	72.1
Family	16.8	20.8	17.8	31.9	21.8	18.9	19.6	25.2	32.8	24.1
Single	11.4	2.1	3.2	1.7	4.6	2.0	2.7	4.2	2.0	2.7
Where Stayed Night Before Lee										
At Home	63.3	61.9	70.4	67.5	65.8	69.3	64.2	71.1	68.5	68.3
In FL, Not in Lee	25.1	34.3	25.5	28.2	28.3	20.0	30.3	23.0	27.6	25.2
On the Road, Not in FL	11.6	3.8	4.1	4.3	6.0	10.7	5.5	5.9	3.9	6.5
Where Stayed in Florida										
Orlando/Disney	n/a	26.0	23.3	25.1	24.8	n/a	33.8	21.5	27.6	27.6
Tampa Bay	n/a	10.0	5.5	9.4	8.3	n/a	12.2	10.0	12.0	11.4
Ft. Lauderdale/Palm Bch.	n/a	11.5	10.7	8.2	10.1	n/a	13.5	7.6	7.4	9.5
Florida Keys	n/a	7.6	6.8	7.4	7.3	n/a	5.9	5.1	6.4	5.8
Sarasota	n/a	7.3	6.3	9.6	7.7	n/a	7.8	8.7	10.6	9.0
Miami	n/a	7.2	12.5	10.1	9.9	n/a	5.6	13.6	8.6	9.3
Naples/Marco Island	n/a	n/a	n/a	9.4	n/a	n/a	n/a	n/a	11.1	n/a
Attractions Visited										
Edison/Ford Home	14.6	9.5	5.6	10.0	9.9	9.6	8.6	5.7	10.8	8.7
Sea World	6.2	5.5	6.7	6.2	6.2	4.3	6.2	6.2	7.9	6.2
Disney	1.8	4.9	4.7	3.9	3.8	4.9	4.5	3.7	5.4	4.6
Universal Studios	2.9	5.1	6.3	7.3	5.4	6.7	5.5	5.6	8.4	6.6
EPCOT	3.1	5.3	4.5	5.9	4.7	4.1	4.1	4.8	6.5	4.9
Kennedy Space Center	4.5	6.1	6.2	4.5	5.3	4.9	6.0	6.0	5.3	5.6
Ding Darling	n/a	n/a	n/a	3.3	n/a	n/a	n/a	5.4	3.1	n/a
Satisfaction with Lee	98.7	99.6	100.0	99.7	99.5	95.9	99.4	99.4	99.0	98.4

LEE COUNTY 2004 - 2005 FALL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	9/05	10/05	11/05	12/05	Fall 2005
Lee Features Liked Most										
Beaches	50.9	64.6	74.8	69.8	65.0	73.0	76.7	70.6	81.1	75.4
Climate	38.7	64.9	78.6	80.2	65.6	40.8	67.1	81.0	77.9	66.7
Rest/Relaxation/Quiet	48.1	53.9	63.3	68.2	58.4	65.3	58.4	59.8	65.0	62.1
Tropical Atmosphere	38.3	43.5	38.8	45.0	41.4	40.6	45.4	34.0	43.8	41.0
Not Commercial	20.7	20.1	21.3	20.8	20.7	19.5	15.3	14.6	19.8	17.3
Clean Environment	19.8	4.8	23.2	23.4	17.8	16.6	5.2	15.2	22.8	15.0
Friendly Residents	18.9	22.5	16.1	21.8	19.8	16.5	19.5	17.2	23.6	19.2
Safety	1.3	1.7	2.3	n/a	1.8	7.3	2.6	4.5	n/a	4.8
Lee Features Liked Least										
No Specific Complaints	72.2	81.6	83.8	85.7	80.8	69.0	75.7	71.9	78.7	73.8
Congestion	1.3	1.3	3.2	9.7	3.9	0.3	3.8	6.4	13.8	6.1
Weather	13.5	7.5	1.9	1.1	6.0	2.6	0.4	0.6	2.2	1.5
Insects	4.5	8.0	7.5	2.7	5.7	5.8	3.6	6.7	1.6	4.4
Expense	n/a	n/a	n/a	0.5	n/a	3.4	n/a	n/a	2.6	n/a
Expense vs. Expectations										
More Expensive	2.3	0.8	1.6	2.5	1.8	3.7	4.2	4.0	8.5	5.1
Less Expensive	n/a	0.4	0.3	0.6	0.4	1.3	0.7	0.4	0.4	0.7
As Expected	85.5	96.3	93.0	94.3	92.3	85.9	91.4	90.8	87.7	89.0
Don't Know	12.2	2.5	5.1	2.6	5.6	9.1	3.7	4.8	3.4	5.2
Recommend Lee	82.1	91.8	92.5	90.1	89.1	79.5	88.3	90.3	85.5	85.9
Plan to Return (% yes)										
To Local Area	80.6	85.5	88.2	89.2	85.9	77.9	87.5	87.2	87.2	85.0
Next year	57.7	55.1	57.5	64.1	58.6	50.3	54.8	57.0	64.2	56.6
Median Age Head of HH	47.9	50.5	50.6	51.0	50.0	50.2	51.5	51.9	52.7	51.6
Median Annual HH Income	76,475	80,963	82,884	91,746	83,017	77,395	81,896	90,196	93,000	85,622
Average Number of:										
Getaway	2.8	2.7	2.7	2.7	2.7	2.7	2.8	2.7	2.8	2.8
Vacations	1.8	1.9	2.0	2.0	1.9	1.9	2.0	1.9	1.9	1.9
Out-of-State Visitor Party Budget										
Total	1,059.17	1,239.85	1,396.24	1,495.04	1,297.58	1,164.19	1,317.40	1,504.80	1,634.95	1,405.34
Per person/trip	504.68	495.94	558.50	515.53	518.66	485.08	526.96	578.77	563.78	538.65
Per person/day	70.09	82.66	84.62	70.62	77.00	86.62	90.86	86.38	78.30	85.54

LEE COUNTY 2004 - 2005 FALL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	9/05	10/05	11/05	12/05	Fall 2005
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	672.12	607.64	775.00	785.35	710.03	680.93	660.80	852.00	851.28	761.25
Food/Entertainment	387.20	439.06	471.02	500.55	449.46	422.84	452.50	503.30	552.25	482.72
Rental Car	174.14	215.81	259.80	278.69	232.11	185.78	226.40	267.62	305.60	246.35
Retail Purchases	143.22	131.31	154.01	164.79	148.33	140.59	135.00	156.10	180.69	153.10
See/Read/Hear Message	37.0	40.1	41.2	33.3	37.9	45.9	36.3	41.7	38.9	40.7
Type of Message Seen										
Internet	73.8	77.1	72.1	77.6	75.2	77.6	82.0	78.2	80.0	79.5
TG's/VG's/Brochures	n/a	41.2	37.5	41.0	39.9	39.2	37.8	32.0	32.5	35.4
Newspaper	38.5	25.8	30.0	28.3	30.7	23.1	24.8	25.9	20.4	23.6
Magazine	n/a	8.7	6.0	17.5	10.7	10.2	12.6	5.9	13.9	10.7
Television	46.2	25.0	12.7	13.4	24.3	7.1	9.6	10.5	6.2	8.4
Influence by Lee Message	65.2	77.4	78.4	75.3	74.1	75.4	79.7	75.7	71.4	75.6
Occupation										
Professional/Tech	36.6	46.6	41.0	44.2	42.1	38.4	45.4	39.9	42.0	41.4
Executive/Managerial	21.1	19.4	18.7	21.7	20.2	18.6	16.3	19.3	21.6	19.0
Retired	16.5	14.7	19.7	13.9	16.2	17.4	16.1	20.3	16.3	17.5
Craft/Factory	9.3	2.5	9.0	7.5	7.1	8.7	4.7	8.8	8.6	7.7
Sales/Buyer	16.2	12.1	9.5	9.1	11.7	11.1	8.1	9.4	8.1	9.2
Have Internet Access	83.8	89.4	88.5	89.6	87.8	87.6	89.8	90.7	92.4	90.1
Obtain Travel Info.	82.8	82.5	77.6	79.2	80.5	84.5	85.0	82.2	85.1	84.2
Book Travel Services Online	63.2	67.0	64.9	63.1	64.6	67.3	70.7	70.1	71.9	70.0
Book Lodging Online	56.8	47.9	40.9	39.1	46.2	56.4	49.4	46.5	41.3	48.4

Beaches of Fort Myers - Sanibel – 2005 Annual Visitor Profile
Visitor Origins 2002 – 2005
(Actual Number of Visitors)



Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Florida								Southeast							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	11,498	11,498	8,964	8,964	9,269	9,269	8,238	8,238	13,989	13,989	16,174	16,174	16,067	16,067	15,070	15,070
Feb	12,862	24,360	10,797	19,761	10,634	19,903	8,747	16,985	13,125	27,114	13,111	29,285	13,712	29,779	13,668	28,738
Mar	18,684	43,044	19,591	39,352	19,750	39,653	15,881	32,866	17,497	44,611	18,421	47,706	19,447	49,226	17,352	46,090
Apr	35,294	78,338	32,356	71,708	32,587	72,240	29,809	62,675	16,765	61,376	18,275	65,981	18,849	68,075	17,572	63,662
Winter	78,338	78,338	71,708	71,708	72,240	72,240	62,675	62,675	61,376	61,376	65,981	65,981	68,075	68,075	63,662	63,662
May	31,107	109,445	30,632	102,340	26,977	99,217	27,490	90,165	7,513	68,889	6,515	72,496	6,463	74,538	6,802	70,464
June	31,129	140,574	32,197	134,537	31,018	130,235	31,759	121,924	14,015	82,904	13,861	86,357	15,509	90,047	15,028	85,492
July	37,639	178,213	39,357	173,894	38,764	168,999	40,066	161,990	16,264	99,168	16,748	103,105	16,181	106,228	14,685	100,177
Aug	27,504	205,717	28,685	202,579	18,182	187,181	21,022	183,012	7,928	107,096	7,739	110,844	5,911	112,139	7,185	107,362
Spr/Sum	127,379	205,717	130,871	202,579	114,941	187,181	120,337	183,012	45,720	107,096	44,863	110,844	44,064	112,139	43,700	107,362
Sep	20,566	226,283	20,641	223,220	20,535	207,716	21,180	204,192	5,782	112,878	6,227	117,071	7,227	119,366	6,523	113,885
Oct	12,761	239,044	11,593	234,813	10,542	218,258	10,594	214,786	5,136	118,014	5,072	122,143	5,155	124,521	4,540	118,425
Nov	12,105	251,149	12,594	247,407	11,568	229,826	12,354	227,140	6,860	124,874	6,869	129,012	5,987	130,508	6,660	125,085
Dec	4,033	255,182	4,434	251,841	4,872	234,698	5,557	232,697	9,829	134,703	10,211	139,223	8,559	139,067	9,724	134,809
Fall	49,465	255,182	49,262	251,841	47,517	234,698	49,685	232,697	27,607	134,703	28,379	139,223	26,928	139,067	27,447	134,809
TOTAL	255,182		251,841		234,698		232,697		134,703		139,223		139,067		134,809	

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Northeast								Midwest							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	55,765	55,765	54,563	54,563	59,529	59,529	58,472	58,472	84,510	84,510	84,572	84,572	90,426	90,426	83,990	83,990
Feb	93,185	148,950	89,719	144,282	100,184	159,713	94,582	153,054	119,171	203,681	119,797	204,369	131,247	221,673	129,572	213,562
Mar	91,343	240,293	93,276	237,558	99,056	258,769	97,052	250,106	128,710	332,391	123,394	327,763	129,745	351,418	127,638	341,200
April	88,236	328,529	88,679	326,237	93,927	352,696	94,135	344,241	116,177	448,568	117,739	445,502	127,472	478,890	125,827	467,027
Winter	328,529	328,529	326,237	326,237	352,696	352,696	344,241	344,241	448,568	448,568	445,502	445,502	478,890	478,890	467,027	467,027
May	38,093	366,622	41,582	367,819	43,557	396,253	44,636	388,877	40,465	489,033	43,662	489,164	45,383	524,273	44,352	511,379
June	28,434	395,056	33,497	401,316	36,853	433,106	37,027	425,904	43,661	532,694	45,192	534,356	48,523	572,796	50,350	561,729
July	35,470	430,526	39,189	440,505	43,031	476,137	43,692	469,596	44,919	577,613	49,070	583,426	54,411	627,207	56,201	617,930
Aug	18,597	449,123	20,430	460,935	8,737	484,874	14,369	483,965	27,308	604,921	29,407	612,833	16,318	643,525	23,772	641,702
Spr/Sum	120,594	449,123	134,698	460,935	132,178	484,874	139,724	483,965	156,353	604,921	167,331	612,833	164,635	643,525	174,675	641,702
Sept	19,905	469,028	21,068	482,003	12,951	497,825	15,732	499,697	21,805	626,726	23,456	636,289	16,385	659,910	18,187	659,889
Oct	17,819	486,847	18,920	500,923	17,544	515,369	16,950	516,647	23,655	650,381	25,280	661,569	24,776	684,686	24,517	684,406
Nov	29,859	516,706	29,663	530,586	29,936	545,305	32,442	549,089	33,087	683,468	35,179	696,748	34,807	719,493	36,417	720,823
Dec	36,419	553,125	38,024	568,610	37,000	582,305	41,119	590,208	57,085	740,553	61,537	758,285	57,936	777,429	59,595	780,418
Fall	104,002	553,125	107,675	568,610	97,431	582,305	106,243	590,208	135,632	740,553	145,452	758,285	133,904	777,429	138,716	780,418
TOTAL	553,125		568,610		582,305		590,208		740,553		758,285		777,429		780,418	

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Canada								Europe							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,941	5,941	7,015	7,015	7,003	7,003	7,635	7,635	12,839	12,839	15,784	15,784	17,508	17,508	20,495	20,495
Feb	7,612	13,553	7,198	14,213	7,556	14,559	8,201	15,836	10,237	23,076	10,540	26,324	11,194	28,702	12,848	33,343
Mar	9,194	22,747	10,234	24,447	9,116	23,675	9,411	25,247	22,539	45,615	18,129	44,453	19,143	47,845	20,881	54,224
April	7,059	29,806	7,789	32,236	8,945	32,620	9,413	34,660	21,177	66,792	23,069	67,522	25,558	73,403	27,299	81,523
Winter	29,806	29,806	32,236	32,236	32,620	32,620	34,660	34,660	66,792	66,792	67,522	67,522	73,403	73,403	81,523	81,523
May	1,977	31,783	1,386	33,622	1,686	34,306	1,842	36,502	9,754	76,546	11,089	78,611	12,364	85,767	12,895	94,418
June	809	32,592	1,011	34,633	1,228	35,534	930	37,432	11,993	88,539	13,716	92,327	15,355	101,122	15,647	110,065
July	1,084	33,676	1,005	35,638	1,245	36,779	1,450	38,882	14,405	102,944	15,910	108,237	17,782	118,904	19,217	129,282
Aug	783	34,459	619	36,257	321	37,100	798	39,680	12,431	115,375	13,207	121,444	12,657	131,561	18,716	147,998
Spr/Sum	4,653	34,459	4,021	36,257	4,480	37,100	5,020	39,680	48,583	115,375	53,922	121,444	58,158	131,561	66,475	147,998
Sept	743	35,202	682	36,939	358	37,458	460	40,140	9,994	125,369	9,553	130,997	10,446	142,007	11,588	159,586
Oct	1,401	36,603	1,610	38,549	1,308	38,766	1,513	41,653	12,839	138,208	13,848	144,845	13,773	155,780	14,075	173,661
Nov	3,127	39,730	3,018	41,567	2,334	41,100	2,686	44,339	11,096	149,304	12,385	157,230	12,786	168,566	12,891	186,552
Dec	4,285	44,015	4,837	46,404	5,267	46,367	5,973	50,312	10,585	159,889	11,958	169,188	14,221	182,787	12,780	199,332
Fall	9,556	44,015	10,147	46,404	9,267	46,367	10,632	50,312	44,514	159,889	47,744	169,188	51,226	182,787	51,334	199,332
TOTAL	44,015		46,404		46,367		50,312		159,889		169,188		182,787		199,332	

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Markets of Opportunity								TOTAL							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,090	7,090	7,795	7,795	6,179	6,179	7,033	7,033	191,632	191,632	194,867	194,867	205,981	205,981	200,933	200,933
Feb	6,300	13,390	5,913	13,708	5,317	11,496	5,741	12,774	262,492	454,124	257,075	451,942	279,844	485,825	273,359	474,292
Mar	8,600	21,990	9,357	23,065	7,596	19,092	5,882	18,656	296,567	750,691	292,402	744,344	303,853	789,678	294,097	768,389
April	9,412	31,402	11,684	34,749	12,140	31,232	9,727	28,383	294,120	1,044,811	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171
Winter	31,402	31,402	34,749	34,749	31,232	31,232	28,383	28,383	1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171
May	2,900	34,302	3,742	38,491	4,075	35,307	3,684	32,067	131,809	1,176,620	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872
June	4,716	39,018	4,909	43,400	5,067	40,374	4,183	36,250	134,757	1,311,377	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796
July	5,111	44,129	6,197	49,597	6,401	46,775	5,983	42,233	154,892	1,466,269	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090
Aug	3,328	47,457	3,095	52,692	2,120	48,895	2,838	45,071	97,879	1,564,148	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790
Spr/Sum	16,055	47,457	17,943	52,692	17,663	48,895	16,688	45,071	519,337	1,564,148	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790
Sept	3,799	51,256	3,668	56,360	3,649	52,544	3,070	48,141	82,594	1,646,742	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530
Oct	4,202	55,458	4,187	60,547	3,847	56,391	3,481	51,622	77,813	1,724,555	80,510	1,763,389	76,945	1,793,771	75,670	1,801,200
Nov	4,741	60,199	4,371	64,918	4,059	60,450	3,975	55,597	100,875	1,825,430	104,079	1,867,468	101,477	1,895,248	107,425	1,908,625
Dec	3,780	63,979	3,359	68,277	3,818	64,268	4,167	59,764	126,016	1,951,446	134,360	2,001,828	131,673	2,026,921	138,915	2,047,540
Fall	16,522	63,979	15,585	68,277	15,373	64,268	14,693	59,764	387,298	1,951,446	404,244	2,001,828	381,646	2,026,921	398,750	2,047,540
TOTAL	63,979		68,277		64,268		59,764		1,951,446		2,001,828		2,026,921		2,047,540	