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

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

March 12, 2010

Annual Visitor Profile and Occupancy Analysis (January – December 2009)

Executive Summary
2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by <>.

Executive Summary

<u>Introduction</u>

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

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

This report covers the period of January-December 2009 compared with January-December 2008 combining results from each of four seasons:

- Winter (January-March 2009)
- Spring (April-June 2009)
- Summer (July-September 2009)
- Fall (October-December 2009)

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Executive Summary

Visitor Estimates

- During calendar year 2009, Lee County hosted an estimated 4.7 million total visitors, including over 2.2 million staying in paid accommodations.

- Visitation among those staying in paid accommodations in 2009 showed an increase compared to 2008 (+8.9%). This increase is offset by a decrease in the number of visitors staying with friends and relatives (-8.4) leading to a very slight decline in overall visitation to Lee County (-0.9%).

- The majority of visitors staying in paid accommodations were U.S. residents (78%) – up slightly from 73% during 2008. Over 1.7 million visitors from the United States stayed in paid accommodations in 2009.

- Conversely, international visitation among those staying in paid accommodations was down year-over-year. The top international markets for Lee County in 2009 were Germany (7%), Canada (5%) and the U.K. (5%). This is consistent with what was seen in 2008.

Total Visitation					
	%		Visitor Estimates		% Change
	2008	2009	2008	2009	2008-2009
Paid Accommodations	43%	48%	2,065,760	2,248,596	8.9%
Friends/Relatives	57%	52%	2,688,078	2,462,692	-8.4%
Total Visitation			4,753,838	4,711,288	-0.9%
Visitor Origin - Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	73%	78%	1,514,711	1,748,167	15.4%
Germany	8%	7%	170,691	150,796	-11.7%
Canada	6%	5%	116,930	114,765	-1.9%
UK	6%	5%	129,026	104,089	-19.3%
Benelux	1%	1%	26,880	37,365	39.0%
Scandinavia	2%	1%	34,945	22,686	-35.1%
France	<1%	<1%	14,784	21,352	44.4%
Switzerland	1%	1%	9,408	20,017	112.8%
Ireland	1%	1%	22,848	12,010	-47.4%
Austria	1%	1%	8,064	9,341	15.8%
Other Europe	<1%	<1%	5,376	6,672	24.1%

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- Two out of five U.S. residents staying in Lee County paid accommodations during 2009 were from the Midwest (42%). One-quarter originated from the South (27%) with about the same number originating from the Northeast (23%). These patterns in domestic visitation are fairly similar to those observed the prior year.

- New York and Indianapolis were the top domestic feeder markets to Lee County in 2009, followed by Boston, Chicago, Miami, Tampa-St. Petersburg, and Detroit.

Total Visitation					
U.S. Region (Paid Accommodations)					
	%		**Visitor Estimates**		**% Change 2008-2009**
	2008	**2009**	**2008**	**2009**	
Florida	9%	13%	142,466	218,854	53.6%
South (including Florida)	23%	27%	352,133	467,067	32.6%
Midwest	39%	42%	595,401	732,629	23.0%
Northeast	18%	23%	268,804	403,012	49.9%
West	2%	3%	36,289	52,045	43.4%
No Answer	17%	5%	260,740	93,413	-64.2%

Top DMAs (Paid Accommodations)				
	%	**Visitor Estimates**	**2009 Rank**	**2008 Rank**
New York	6%	112,303	1	3
Indianapolis	6%	107,832	2	1
Boston (Manchester, NH)	5%	79,143	3	4
Chicago	4%	73,259	4	2
Miami-Fort Lauderdale	4%	70,881	5	9
Tampa-Saint Pertersburg (Sarasota)	4%	63,159	6	8
Detroit	4%	60,408	7	7
Minneapolis-Saint Paul	3%	60,042	8	6
Philadelphia	3%	58,470	9	10
Cinncinnati	3%	44,621	10	13

Visitor Expenditures

- Total visitor expenditures during 2009 are estimated to have decreased by 10.3% to $2.6 billion (as compared with $2.9 billion in 2008). Expenditures among visitors staying in paid accommodations declined 12.2% from 2008 to 2009, while expenditures among those staying with friends and relatives experienced a smaller relative decline (-7.5%),
- Visitors to Lee County in 2009 spent an average of $120.08 per person per day during their visit, down somewhat from the $124.17 of average spending per person per day by visitors in 2008.

Estimated Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	**$2,908,742,738**	**$2,609,904,302**	**-10.3%**
Paid Accommodations	$1,717,792,514	$1,507,829,892	-12.2%
Visiting Friends and Relatives	$1,190,950,224	$1,102,074,410	-7.5%
Average Expenditures Per Person Per Day	**$124.17**	**$120.08**	**-3.3%**

- As expected, total expenditures were lowest during the summer season (July-September 2009) and highest during the winter season (January-March 2009). The winter season saw a year-over-year increase in total expenditures while subsequent seasons saw declines.

Estimated Visitor Expenditures					
	Annual Total	Winter 2009	Spring 2009	Summer 2009	Fall 2009
Total Visitor Expenditures	**$2,609,904,302**	**$1,023,444,885**	**$649,999,253**	**$430,939,246**	**$505,520,918**
Paid Accommodations	$1,507,829,892	$611,882,182	$340,315,617	$249,240,810	$306,391,283
Visiting Friends and Relatives	$1,102,074,410	$411,562,703	$309,683,636	$181,698,436	$199,129,635

Trip Planning

- Just under three-quarters of 2009 visitors started talking about their trip three months or more before they came (71%), and almost as many made the decision to come to Lee County in the same timeframe. Most visitors indicated they had reserved accommodations before leaving home.

- *Warm weather, peaceful/relaxing*, and *white sandy beaches* continued to be influential attributes for the majority of 2009 visitors in selecting Lee County as a travel destination . *Affordable dining* and *upscale accommodations w*ere least influential. Given the current state of the economy, it is worth noting that visitors more often cited *good value for the money* (65% vs. 61% 2008) and *reasonably priced lodging* (60% vs. 55% 2008) as influential in 2009 than in 2008, suggesting travelers are becoming more attuned to messages relating to value.

- Eight in ten 2009 visitors with computer access mentioned visiting websites while planning their Lee County trip (80%). About one-third used *search engines* (33%) and about one-third used *airline web sites* (32%) in their planning. They more frequently mentioned using *hotel web sites* for planning their Lee County trip than did 2008 visitors, with one-quarter having done so in 2009 (26% vs. 19% 2008). Similarly, *hotel web sites* were the most frequently cited source for information about the Lee County area (16% vs. 11% 2008).

Visitor Profile

- Nearly three-quarters of 2009 visitors were repeat visitors (72%). Summer season drew a higher proportion of first-time visitors (34%) than did other seasons (21%-27%).

- Two-thirds of 2009 visitors to Lee County flew to the area but were somewhat less likely to do so than were 2008 visitors (62% vs. 67% 2008) as more 2009 visitors opted to *drive a personal vehicle* (31% vs. 25% 2008).

- A sizable minority of visitors stayed in hotel/motels during 2009 (42%) – a significant increase from 2008 (35%). Nearly as many stayed in condos or vacation homes in 2009 (37%), a slight increase over 2008 (34%). A smaller proportion of 2009 visitors indicated they were staying at the home of family or friends than in 2008 (18% vs. 27% 2008). About half of visitors in both 2008 and 2009 said the quality of their accommodations far exceeded/exceeded expectations (48% both years).

- The top activities enjoyed while visiting Lee County during 2009 were *beaches*, *relaxing*, and *dining out*, with at least two-thirds of visitors specifying one of these activities. Mentions of these activities were more prevalent among out-of-state visitors than among in-state visitors. Additionally, *swimming* and *shopping* were enjoyed by well-over half of 2009 visitors (61% and 58% respectively).

Visitor Profile (continued)

- Visitor satisfaction levels were positive in 2009, with 95% of 2009 visitors reporting that they were *very satisfied* or *satisfied* with their visit to Lee County. Repeat visitors were more likely to say they were *very satisfied* with their visit than first-time visitors (67% vs. 55%).

- When asked about their least liked features of Lee County, *traffic (26%), beach seaweed* (21%), and *insects* (20%) were the most often cited concerns among 2009 visitors – similar to what was reported in 2008. 2009 visitors were less likely to mention *weather*, *red tide*, or *lack of night life* than 2008 visitors. One-third of visitors said there was *nothing* they liked least about the area (32% vs. 29% 2008).

- Nine out of ten visitors indicated they would recommend Lee County to a friend (90%). An equal number reported they are likely to return to Lee County (90%), with more than half of them reporting they are likely to return next year (60%).

- Visitors to Lee County in 2009 averaged 49 years of age. The estimated average annual household income of these visitors was $99,000. Nearly one out of four visitors to Lee County in 2009 are married (73%), and only about one-third were traveling with children (32%). The demographic profile for 2009 visitors is largely consistent with that of visitors during 2008.

Lodging Property Manager Assessments

- Overall, available room nights increased (+2.0%) from 2008 to 2009. Increases for *hotel/motel/resorts* and *RV/campgrounds* were offset by a large decrease for *condos/vacation homes*. Occupied room nights also saw an overall year-over-year increase in 2009 (+3.3%). For occupied room nights, the large increase in occupancy for *RV/campgrounds* (+16.3%) was moderated by the decrease in the *condo/vacation home* category (-6.1%).

	Occupied Room Nights			Available Room Nights		
	2008	**2009**	**% Change**	**2008**	**2009**	**% Change**
Hotel/Motel/Resort/B&B	2,069,479	2,135,623	3.2%	3,817,698	4,093,513	7.2%
Condo/Cottage/Vacation Home	1,033,813	970,297	-6.1%	2,042,258	1,847,146	-9.6%
RV Park/Campground	779,642	907,018	16.3%	1,668,565	1,741,088	4.3%
Total	**3,882,934**	**4,012,938**	3.3%	**7,528,521**	**7,681,747**	2.0%

- In 2009, Lee County lodging properties experienced a small increase in average occupancy rates year-over-year (+1.2%). *RV parks/campgrounds* fared the best with a 11.6% *increase* in average occupancy rates. Occupancy rates increased modestly for *condos/vacation homes* (+3.8%) and actually declined for *hotel/motels* (-3.7%).

- Average daily rates dropped substantially from $136.50 in 2008 to $117.33 in 2009 (-14.0%). *Hotels/motels/resorts* and *condos/vacation homes* saw average daily rates decline (-14.6% and -9.9% respectively). *RV parks/campgrounds* were the exception with a 3.8% increase in their average daily rates.

- As a result of the decreases in average daily rates, RevPAR was also down 12.9% overall compared to 2008, driven by RevPAR declines among *hotel/motel/resort* and *condo/vacation home* properties. *RV parks/campgrounds* showed a sizable increase in RevPAR (+15.8%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	**2009**	**% Change**	**2008**	**2009**	**% Change**	**2008**	**2009**	**% Change**
Property Managers Responding	1674	1744		1664	1773		1674/1664	1744/1773	
Hotel/Motel/Resort/B&B	54.2%	52.2%	-3.7%	$146.57	$125.12	-14.6%	$79.45	$65.27	-17.8%
Condo/Cottage/Vacation Home	50.6%	52.5%	3.8%	$187.44	$168.90	-9.9%	$94.88	$88.72	-6.5%
RV Park/Campground	46.7%	52.1%	11.6%	$42.23	$43.85	3.8%	$19.73	$22.84	15.8%
AVERAGE	51.6%	52.2%	1.2%	$136.50	$117.33	-14.0%	$70.40	$61.30	-12.9%

- According to property managers' estimates, visitors in 2009 have a shorter average length of stay than in 2008 (6.6 days vs. 7.3 days).

- During 2009, property managers had overall negative views of their occupancy when comparing the current month to the same month in the prior year during 2009, with more half reporting their occupancy was worse (52%), the same as felt that way last year. However, property managers were somewhat more negative than in 2008 when comparing the current month's revenue to the same month in the prior year. Less than one-quarter reported their revenue was better (22% vs. 26% 2008), while more than half reported their revenue was worse (58% vs. 51% 2008). Pessimism regarding 2009 occupancy and revenue was most prevalent among those managing hotel/motel/resort and inland properties.

- Projections for the next three months were down as well. More than half (59%) reported that reservations for the next three months in 2009 are down compared with fewer than half (46%) who reported the same in 2008. Less than four property managers in ten (36%) perceived business to be the same or better for the next three months (vs. 44% 2008).

2009 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
	2008	2009	2008	2009
Paid Accommodations	43%	48%	2,065,760	2,248,596
Friends/Relatives	57%	52%	2,688,078	2,462,692
Total Visitation			*4,753,838*	*4,711,288*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2008	2009	2008	2009
Florida	9%	13%	142,466	218,854
United States	73%	78%	1,514,711	1,748,167
Germany	8%	7%	170,691	150,796
Canada	6%	5%	116,930	114,765
UK	6%	5%	129,026	104,089
Benelux	1%	1%	26,880	37,365
Scandinavia	2%	1%	34,945	22,686
France	<1%	<1%	14,784	21,352
Switzerland	1%	1%	9,408	20,017
Ireland	1%	1%	22,848	12,010
Austria	1%	1%	8,064	9,341

Total Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	$2,908,742,738	$2,609,904,302	-10.3%
Paid Accommodations	$1,717,792,514	$1,507,829,892	-12.2%

Average Per Person Per Day Expenditures		
2008	2009	% Change
$124.17	$120.08	-3.30%

First-Time/Repeat Visitors to Lee County		
	2008	2009
First-time	28%	27%
Repeat	71%	72%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	1674	1744		1664	1773		1674/1664	1744/1773	
Hotel/Motel/Resort/B&B	54.2%	52.2%	-3.7%	$146.57	$125.12	-14.6%	$79.45	$65.27	-17.8%
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AVERAGE	51.6%	52.2%	1.2%	$136.50	$117.33	-14.0%	$70.40	$61.30	-12.9%

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Visitor Profile Analysis 2009

A total of 2,458 *interviews were conducted with visitors in Lee County during the 2009. A total sample of this size is considered accurate to plus or minus 1.95 percentage points at the 95% confidence level.*

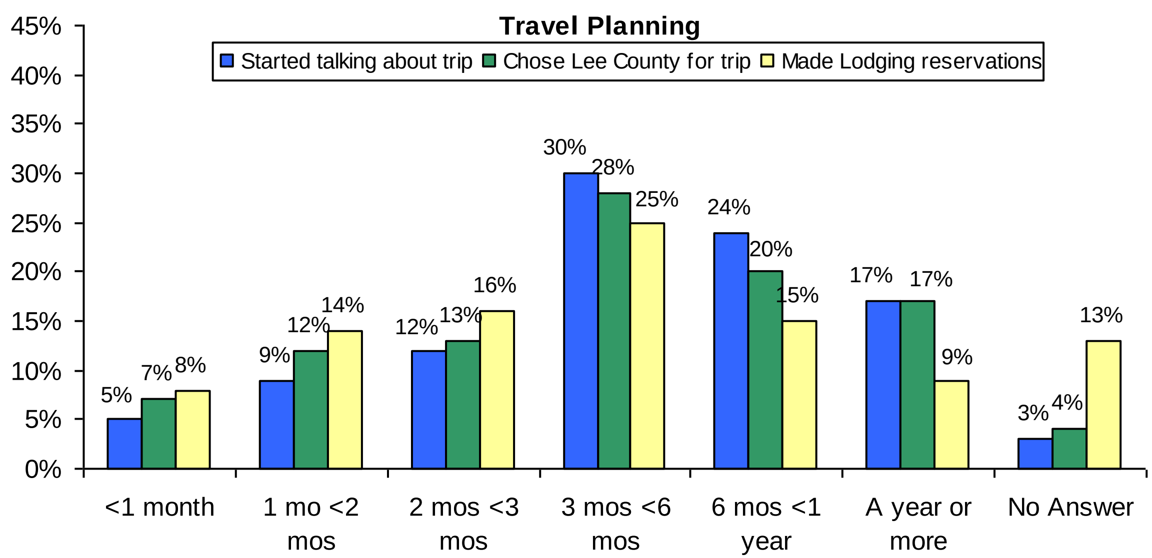
A total of 2,444 *interviews were conducted with visitors in Lee County during 2008. A total sample of this size is considered accurate to plus or minus 1.96 percentage points at the 95% confidence level.*

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

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	2444	2458	2444	2458	2444	2458
<1 month	5%	5%	8%	7%	9%	8%
1 mo - < 2 mos	11%	9%	11%	12%	13%	14%
2 mos - < 3 mos	13%	12%	13%	13%	13%	<16%>
3 mos - < 6 mos	30%	30%	27%	28%	23%	25%
6 mos - <1 year	23%	24%	20%	20%	<17%>	15%
A year or more	15%	17%	15%	17%	8%	9%
No answer	3%	3%	<6%>	4%	<16%>	13%

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



Travel Planning

Reserved Accommodations		
	2008	**2009**
Total Respondents	2444	2458
Before leaving home	80%	<83%>
After arriving in Florida	6%	5%
On the road, but not in Florida	<1%	<1%
No Answer	14%	11%

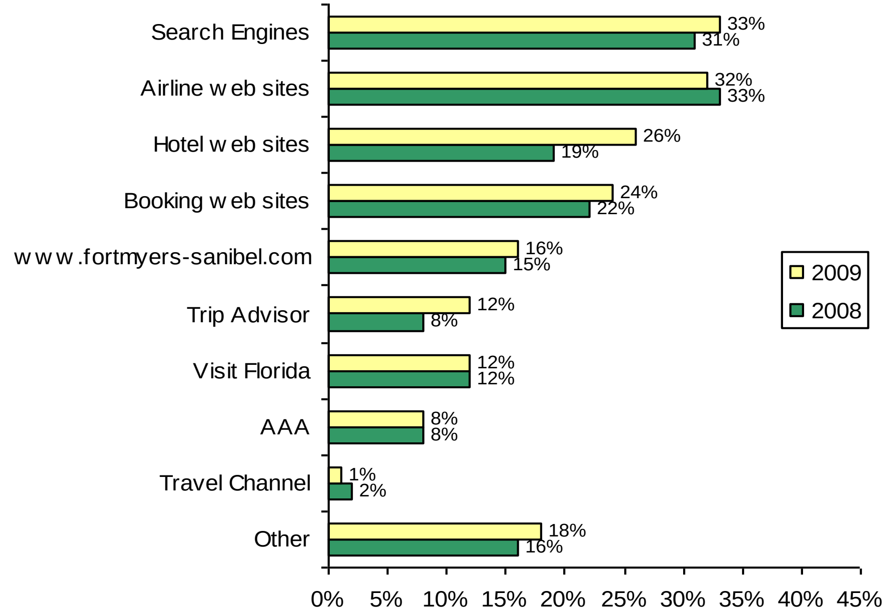
Q6: Did you make accommodations reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by Travelers		
	2008	**2009**
Total Respondents with computer access	**2207**	**2261**
Visited web sites (net)	78%	80%
Search Engines	31%	33%
Airline web sites	33%	32%
Hotel web sites	19%	<26%>
Booking web sites	22%	<24%>
www.fortmyers-sanibel.com	15%	16%
Trip Advisor	8%	<12%>
Visit Florida	12%	12%
AAA	8%	8%
Travel Channel	2%	1%
Other	16%	18%

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

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Planning

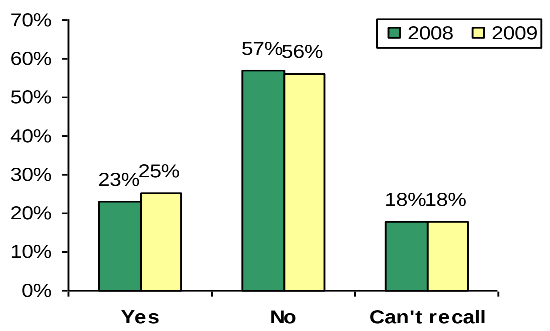
Travelers Requesting Information		
	2008	**2009**
Total Respondents	2444	2458
Requested information (net)	*33%*	*36%*
Hotel Web Site	*11%*	*<16%>*
VCB Web Site	*6%*	*<8%>*
Call hotel	*6%*	*<7%>*
Visitor Guide	*5%*	*6%*
Call local Chamber of Commerce	*1%*	*2%*
Call VCB	*1%*	*1%*
Clipping/mailing coupon	*<1%>*	*<1%*
Other	*13%*	*11%*
Did not request information	53%	51%
No Answer	13%	13%

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

Travel Agent Assistance		
	2008	**2009**
Total Respondents	2444	2458
Yes	6%	6%
No	92%	92%

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

Recall of Promotions



Travel Agent Influence		
	2008	**2009**
Total Respondents	2444	2458
Yes	23%	25%
No	57%	56%
Can't recall	18%	18%

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

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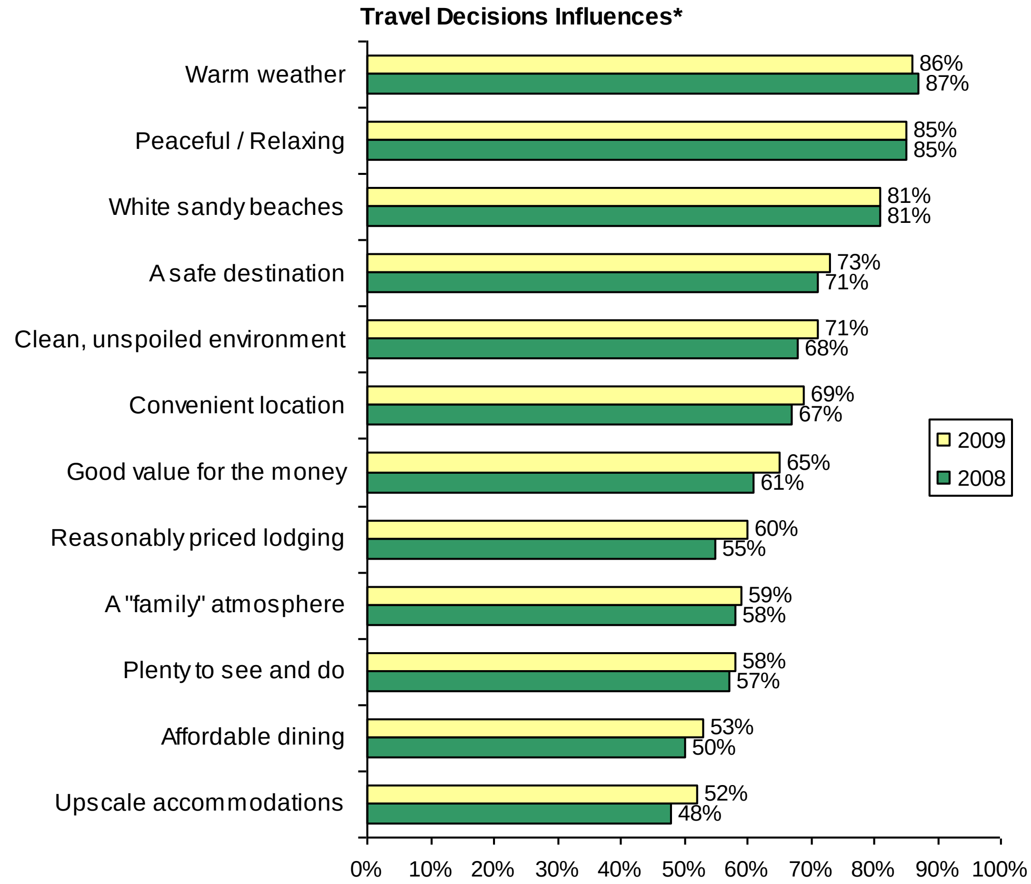
Travel Planning

Travel Decision Influences*		
	2008	**2009**
Total Respondents	2444	2458
Warm weather	87%	86%
Peaceful / Relaxing	85%	85%
White sandy beaches	81%	81%
A safe destination	71%	73%
Clean, unspoiled environment	68%	71%
Convenient location	67%	69%
Good value for the money	61%	<65%>
Reasonably priced lodging	55%	<60%>
A "family" atmosphere	58%	59%
Plenty to see and do	57%	58%
Affordable dining	50%	53%
Upscale accommodations	48%	<52%>

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

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



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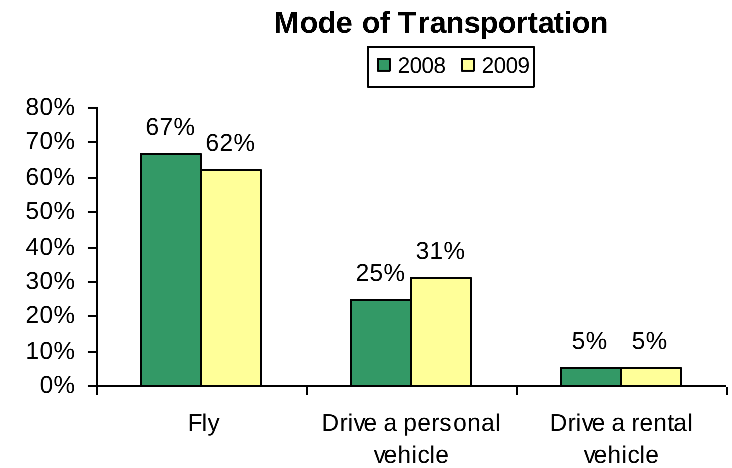
Trip Profile

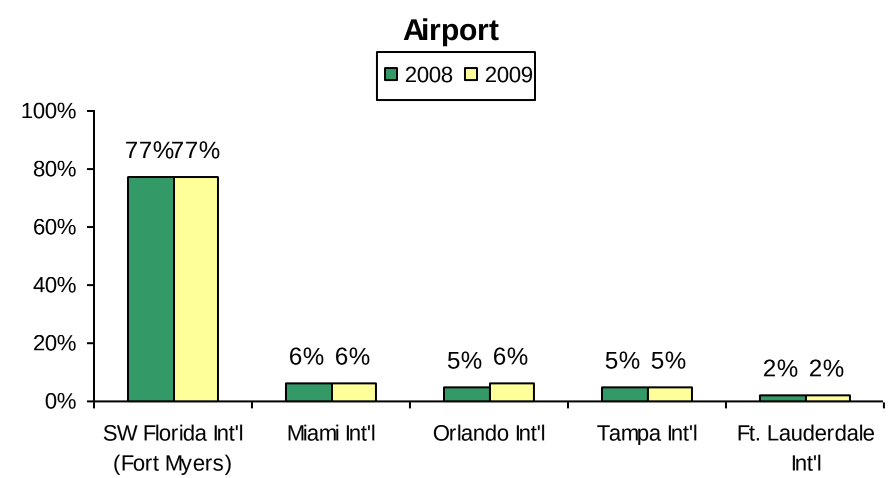
Mode of Transportation		
	2008	**2009**
Total Respondents	2444	2458
Fly	<67%>	62%
Drive a personal vehicle	25%	<31%>
Drive a rental vehicle	5%	5%
Drive an RV	<2%>	1%
Travel by bus	<1%	<1%
Other/No Answer	1%	1%

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



Airport		
	2008	**2009**
Total Respondents Who Arrived By Air	1642	1516
SW Florida Int'l (Fort Myers)	77%	77%
Miami Int'l	6%	6%
Orlando Int'l	5%	6%
Tampa Int'l	5%	5%
Ft. Lauderdale Int'l	2%	2%
Sarasota / Bradenton	1%	<1%
West Palm Beach Int'l	1%	<1%
Other/No Answer	4%	3%

Q2: At which Florida airport did you land?



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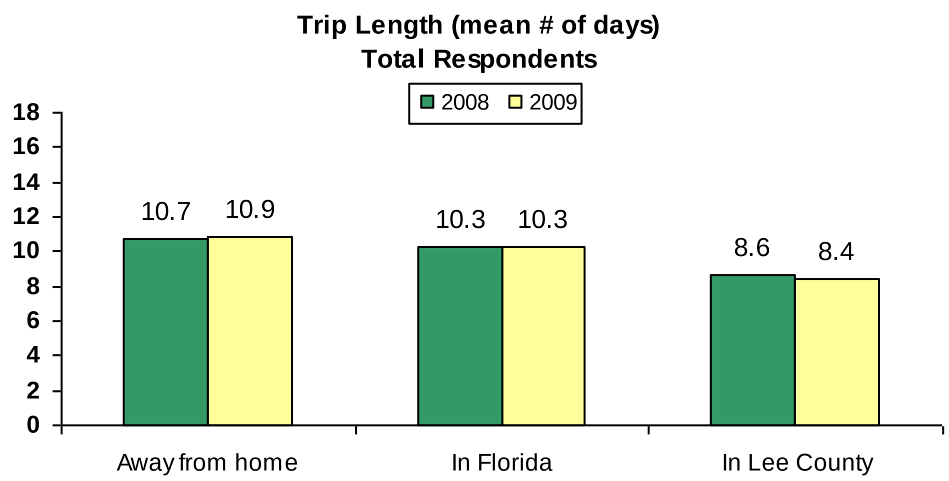
Trip Profile

Trip Length Mean # of Days			
	Total Respondents		
	2008	2009	% Change
Total Respondents	2444	2458	
Away from home	10.7	10.9	1.9%
In Florida	10.3	10.3	--
In Lee County	8.6	8.4	-2.3%

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



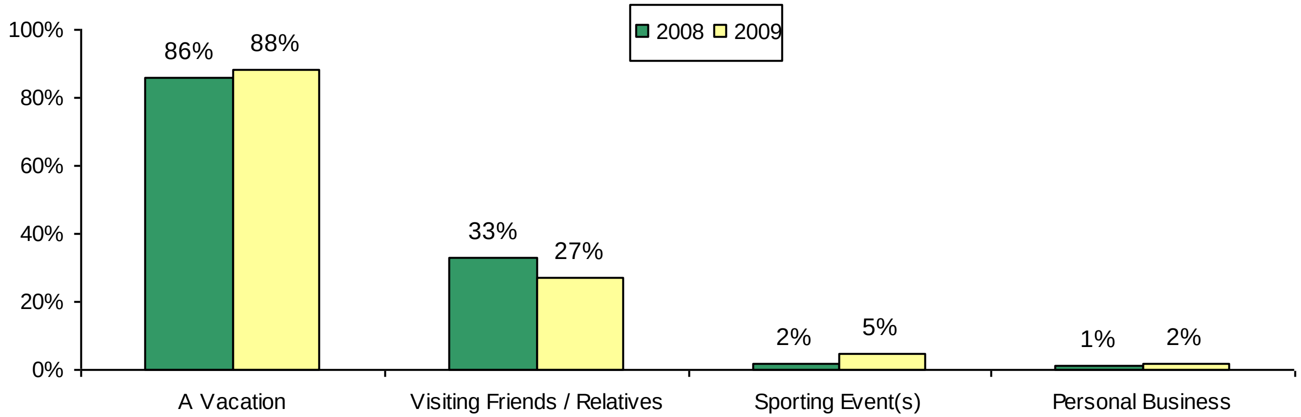
Trip Profile

Reason for Visit		
	2008	2009
Total Respondents	2444	2458
A Vacation	86%	<88%>
Visiting Friends / Relatives	<33%>	27%
Sporting Event(s)	2%	<5%>
Personal Business	1%	2%
Other Business Trip*	1%	1%
A Conference / Meeting*	-	<1%
A Convention / Trade Show*	<1%	<1%
Other/No Answer	4%	3%

Q15: Did you come to our area for…(Please mark all that apply.)

*Note: These answer categories were revised in July 2009. Therefore, year-over-year results are not directly comparable.

Reason for Trip



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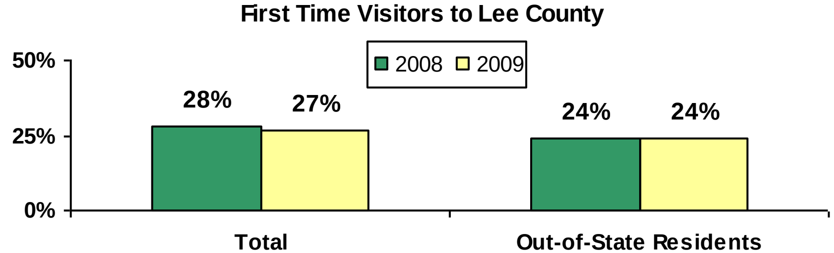
Trip Profile

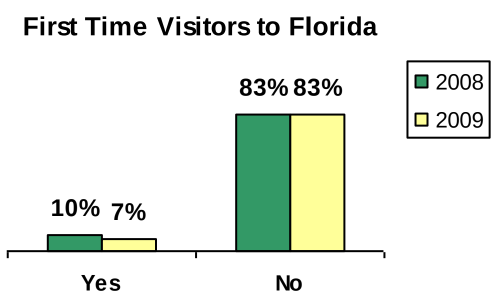
First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	2444	2458	137	214	1445	1651	529	475
Yes	28%	27%	19%	15%	24%	24%	44%	42%
No	71%	72%	80%	80%	75%	75%	54%	58%
No Answer	1%	1%	2%	5%	1%	1%	1%	<1%

Q20: Is this your first visit to Lee County?



First Time Visitors to Florida		
	2008	2009
Total Respondents	2444	2458
Yes	<10%>	7%
No	83%	83%
No answer	1%	1%
*FL Residents**	*6%*	*<9%>*

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



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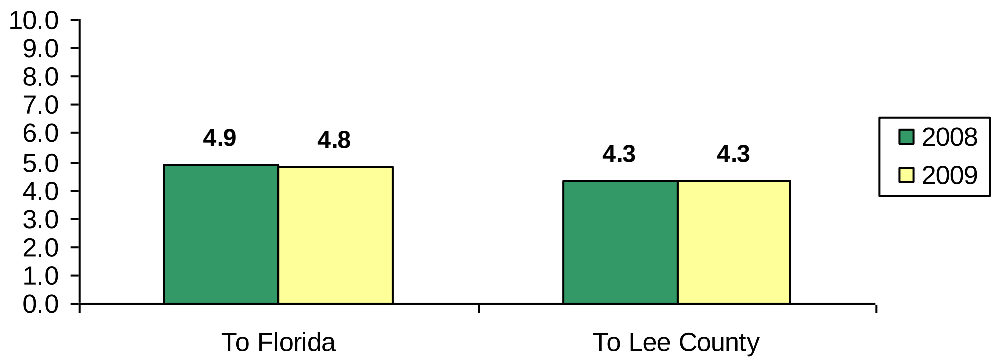
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		**Mean # of Visits to Lee County**	
	2008	**2009**	**2008**	**2009**
Base: Repeat Visitors	2027 (FL res. Excl.)	2040 (FL res. Excl.)	1737	1774
Number of visits	4.9	4.8	4.3	4.3

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

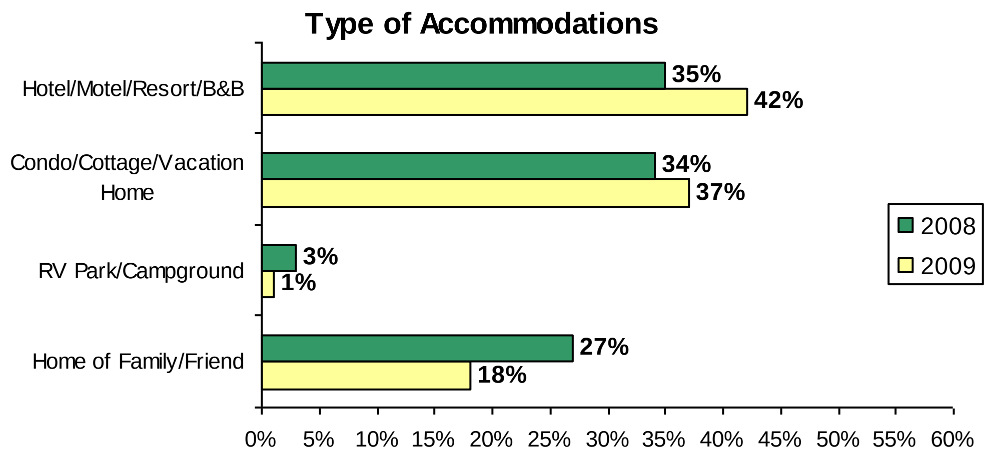
Previous Visits in Five Years



Trip Profile

Type of Accommodations		
	2008	**2009**
Total Respondents	2444	2458
Hotel/Motel/Resort/B&B	**35%**	**<42%>**
Hotel/motel/inn	24%	26%
Resort	10%	<15%>
B&B	<1%	<1%
Condo/Cottage/Vacation Home	**34%**	**<37%>**
Rented home/condo	25%	25%
Borrowed home/condo	6%	5%
Owned home/condo	3%	<7%>
RV Park/Campground	**<3%>**	**1%**
Home of family/friend	**<27%>**	**18%**
Day trip (no accommodations)	**1%**	**<1%>**

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

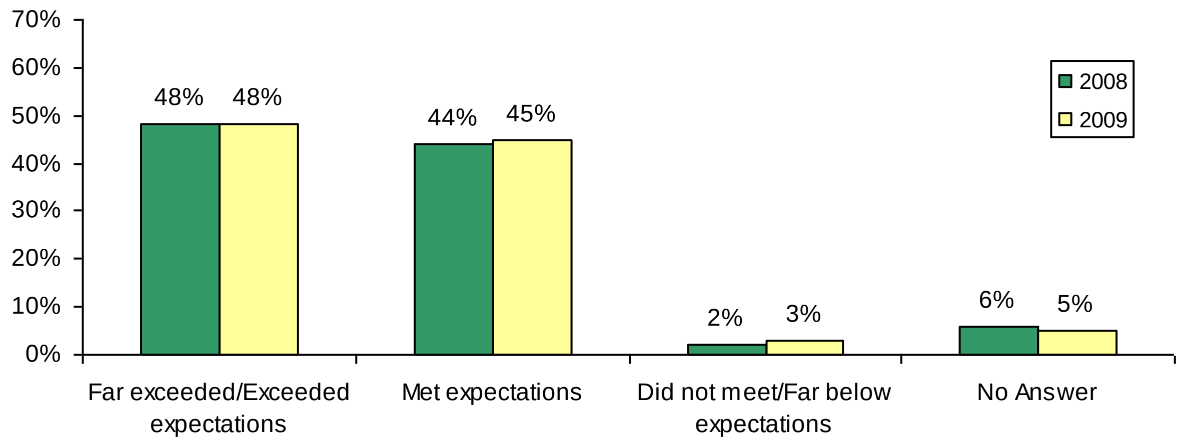


Trip Profile

Quality of Accommodations		
	2008	2009
Total Respondents	2444	2458
Far exceeded/Exceeded expectations	48%	48%
Met your expectations	44%	45%
Did not meet/Far below expectations	2%	<3%>
No Answer	6%	5%

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

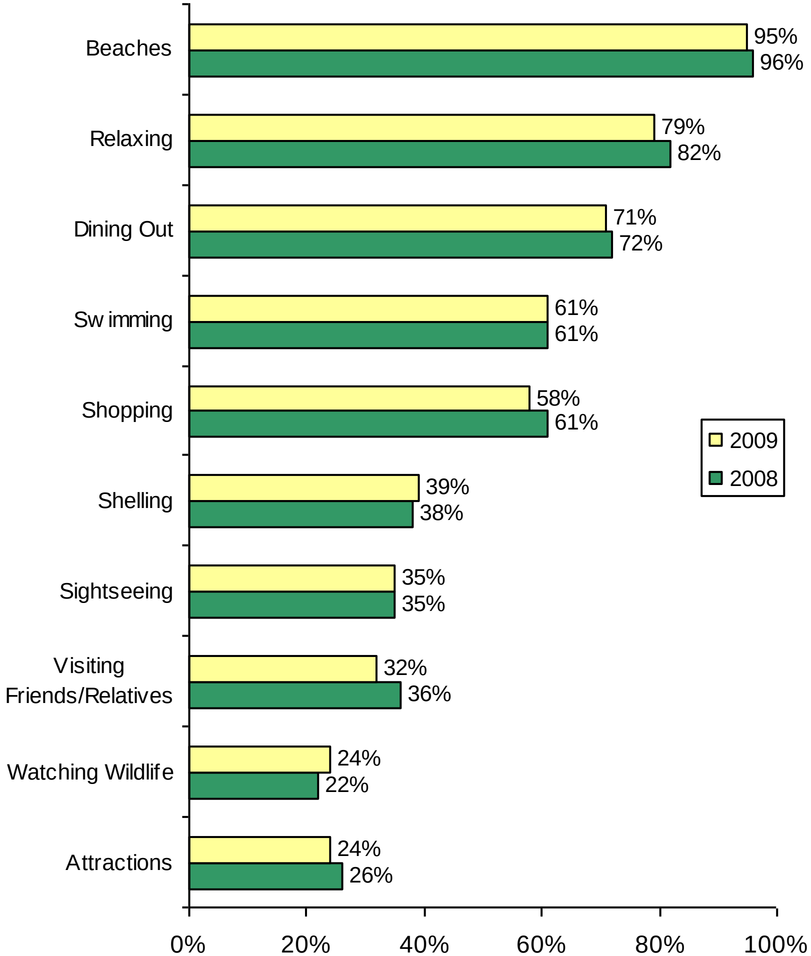
Quality of Accommodations



Trip Activities

Activities Enjoyed		
	2008	2009
Total Respondents	2444	2458
Beaches	<96%>	95%
Relaxing	<82%>	79%
Dining Out	72%	71%
Swimming	61%	61%
Shopping	61%	58%
Shelling	38%	39%
Sightseeing	35%	35%
Visiting Friends/Relatives	<36%>	32%
Watching Wildlife	22%	<24%>
Attractions	26%	24%
Photography	22%	21%
Exercise / Working Out	16%	16%
Birdwatching	14%	16%
Bars / Nightlife	<20%>	16%
Bicycle Riding	16%	16%
Fishing	12%	12%
Boating	10%	10%
Golfing	10%	10%
Miniature Golf	11%	9%
Sporting Event	5%	<8%>
Parasailing / Jet Skiing	8%	7%
Cultural Events	4%	5%
Kayaking / Canoeing	5%	5%
Guided Tour	5%	5%
Tennis	4%	4%
Scuba Diving / Snorkeling	3%	3%
Other	4%	3%

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



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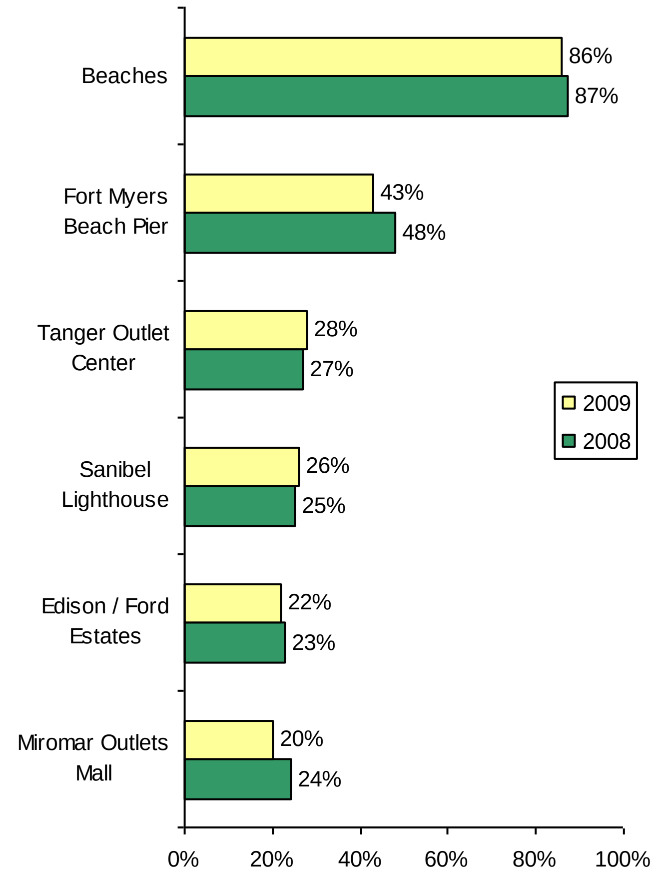
Trip Activities

Attractions Visited		
	2008	**2009**
Total Respondents	2444	2458
Beaches	87%	86%
Fort Myers Beach Pier	<48%>	43%
Tanger Outlet Center	27%	28%
Sanibel Lighthouse	25%	26%
Edison / Ford Estates	23%	22%
Miromar Outlets Mall	<24%>	20%
Ding Darling National Wildlife Refuge	16%	18%
Bell Tower Shops	16%	14%
Periwinkle Place	14%	14%
Edison Mall	<16%>	11%
Shell Factory and Nature Park	11%	10%
Coconut Point Mall	<13%>	10%
Gulf Coast Town Center	<8%>	6%
Manatee Park	4%	5%
Bailey-Matthews Shell Museum	3%	4%
Broadway Palm Dinner Theater	3%	2%
Babcock Wilderness Adventures	1%	1%
Barbara B. Mann Perfoming Arts Hall	1%	1%
Other	6%	<8%>

Attractions Visited



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

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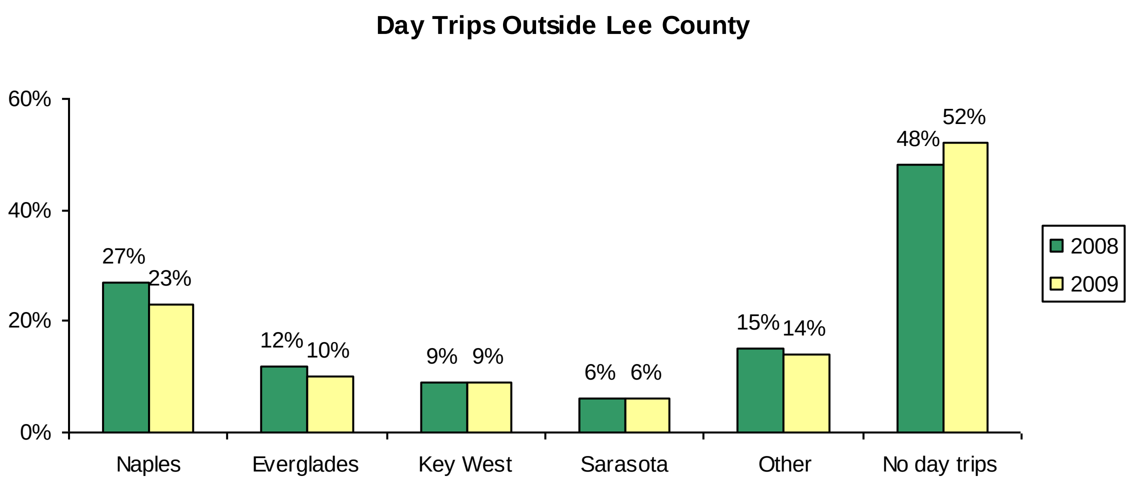
Trip Activities

Day Trips Outside Lee County		
	2008	2009
Total Respondents	**2444**	**2458**
Any day trips (Net)	<46%>	42%
Naples	*<27%>*	*23%*
Everglades	*<12%>*	*10%*
Key West	*9%*	*9%*
Sarasota	*6%*	*6%*
Other	*15%*	*14%*
No day trips	48%	<52%>
No Answer	6%	6%

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

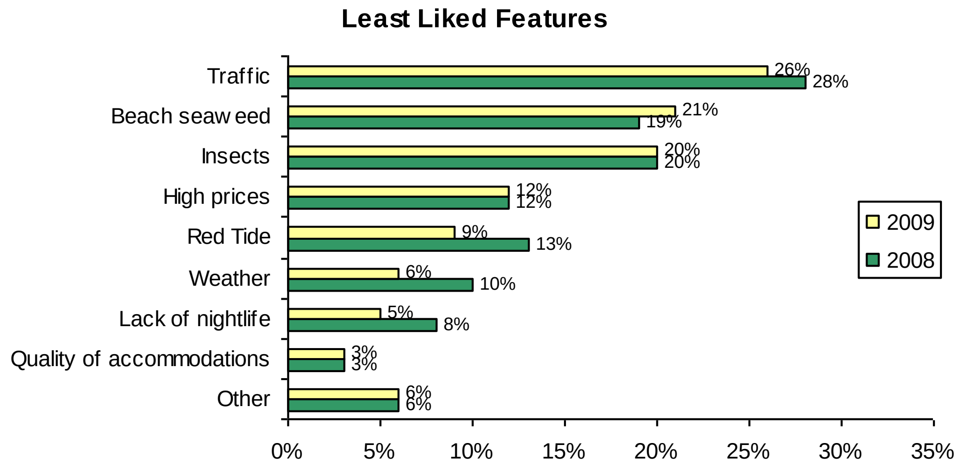


Trip Activities

Least Liked Features		
	2008	**2009**
Total Respondents	2444	2458
Traffic	28%	26%
Beach seaweed	19%	21%
Insects	20%	20%
High prices	12%	12%
Red Tide	<13%>	9%
Weather	<10%>	6%
Lack of nightlife	<8%>	5%
Quality of accommodations	3%	3%
Other	6%	6%
Nothing/No Answer	29%	<32%>

Q34: During the specific visit, which features have you liked least about our area? (*Please mark ALL that apply.)*

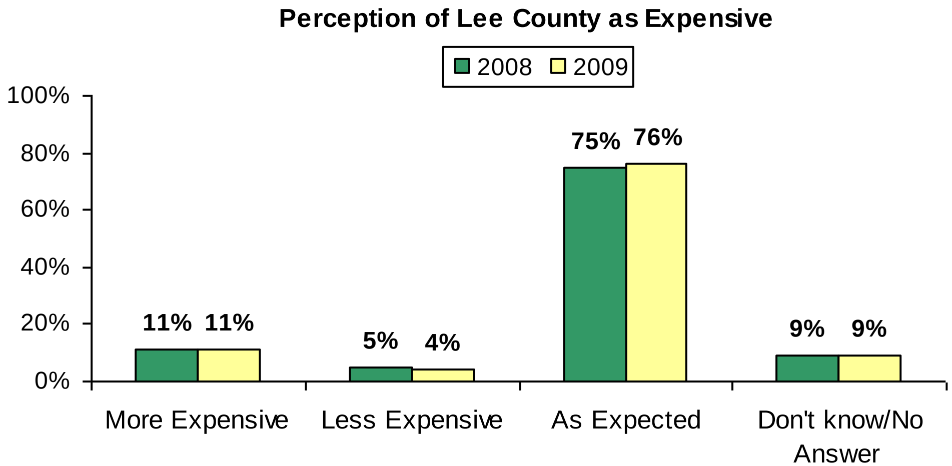
Note: Revised question wording introduced in July 2009. Therefore, year-over-year results are not directly comparable.



Lee County Experience

Perception of Lee County as Expensive		
	2008	2009
Total Respondents	2444	2458
More Expensive	11%	11%
Less Expensive	5%	4%
As Expected	75%	76%
Don't know/No Answer	9%	9%

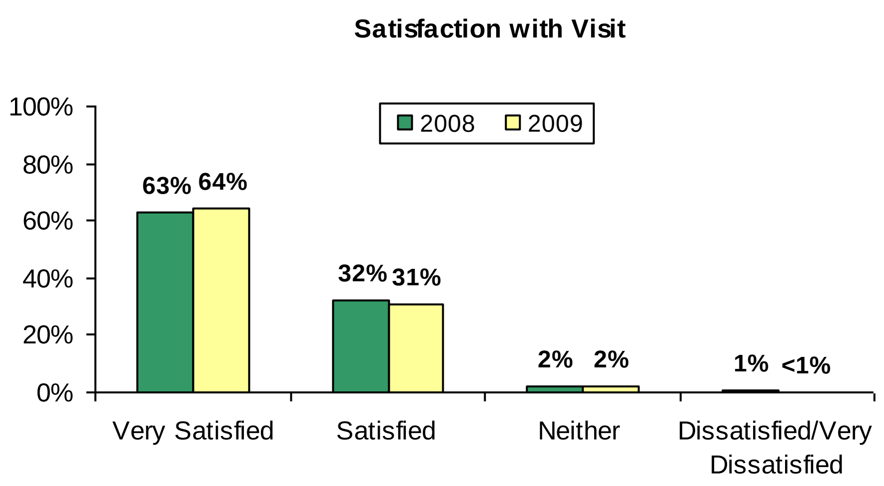
Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Lee County Experience

Satisfaction with Visit		
	2008	**2009**
Total Respondents	**2444**	**2458**
Satisfied	*94%*	*95%*
Very Satisfied	*63%*	*64%*
Satisfied	*32%*	*31%*
Neither	2%	2%
Dissatisfied/Very Dissatisfied	1%	<1%
Don't know/no answer	3%	3%

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

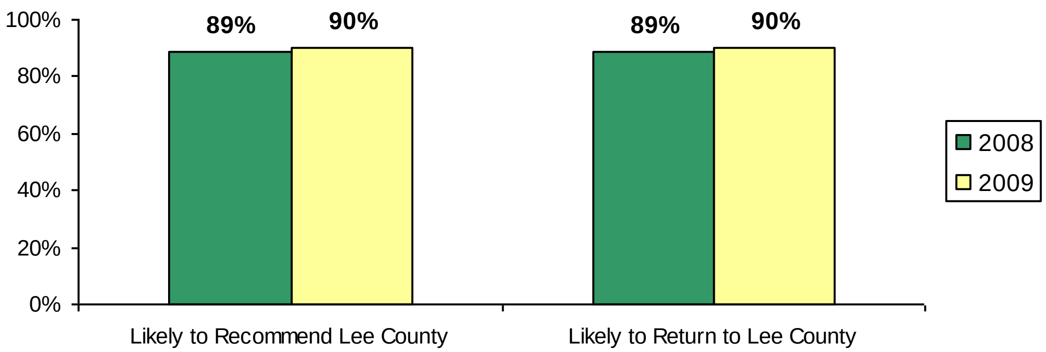


Future Plans

Likelihood to Recommend/Return to Lee County		
	2008	2009
Total Respondents	2444	2458
Likely to Recommend Lee County	89%	90%
Likely to Return to Lee County	89%	90%
Base: Total Respondents Planning to Return	2178	2212
Likely to Return Next Year	58%	60%

Q32: Would you recommend Lee County to a friend?
Q35: Will you come back to Lee County?
Q36: Will you come back next year?

Likelihood to Recommend/Return to Lee County (Responded "Yes")



Visitor and Travel Party Demographic Profile

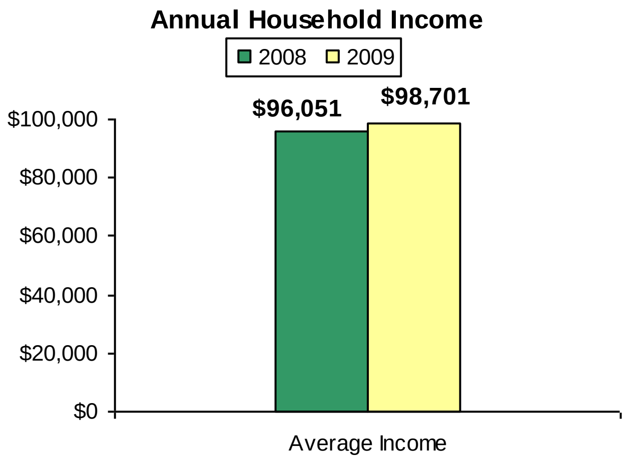
Travel Party		
	2008	**2009**
Total Respondents	2444	2458
Family	39%	40%
Couple	37%	39%
Group of couples/friends	12%	11%
Single	<7%>	5%
Other	3%	3%
Mean travel party size	3.3	3.3
Mean adults in travel party	2.7	2.7

Travel Parties with Children		
	2008	**2009**
Total Respondents	2444	2458
Traveling with any Children (net)	30%	32%
Any younger than 6	13%	13%
Any 6 - 11 years old	14%	14%
Any 12 - 17 years old	14%	15%

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

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
	2008	**2009**
Total Respondents	2444	2458
Vacations per year (mean)	2.8	2.8
Short getaways per year (mean)	4.0	3.9
Age of respondent (mean)	47.6	<49.2>
Annual household income (mean)	$96,051	$98,701
Martial Status		
Married	71%	73%
Single	<16%>	13%
Other	11%	11%



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

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Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		% Change
	2008	2009	2008	2009	2008-2009
Paid Accommodations	43%	48%	2,065,760	2,248,596	8.9%
Friends/Relatives	57%	52%	2,688,078	2,462,692	-8.4%
Total Visitation			4,753,838	4,711,288	-0.9%
Visitor Origin - Visitors Staying in Paid Accommodations					
	2008	**2009**	**2008**	**2009**	
United States	73%	78%	1,514,711	1,748,167	15.4%
Germany	8%	7%	170,691	150,796	-11.7%
Canada	6%	5%	116,930	114,765	-1.9%
UK	6%	5%	129,026	104,089	-19.3%
Benelux	1%	1%	26,880	37,365	39.0%
Scandinavia	2%	1%	34,945	22,686	-35.1%
France	<1%	<1%	14,784	21,352	44.4%
Switzerland	1%	1%	9,408	20,017	112.8%
Ireland	1%	1%	22,848	12,010	-47.4%
Austria	1%	1%	8,064	9,341	15.8%
Other Europe	<1%	<1%	5,376	6,672	24.1%
Other/No Answer	1%	<1%	12,096	1,334	-89.0%
	2008	**2009**	**2008**	**2009**	
Florida	9%	13%	142,466	218,854	53.6%
South (including Florida)	23%	27%	352,133	467,067	32.6%
Midwest	39%	42%	595,401	732,629	23.0%
Northeast	18%	23%	268,804	403,012	49.9%
West	2%	3%	36,289	52,045	43.4%
No Answer	17%	5%	260,740	93,413	-64.2%

2009 Top DMAs (Paid Accommodations)		
New York	6%	112,303
Indianapolis	6%	107,832
Boston (Manchester, NH)	5%	79,143
Chicago	4%	73,259
Miami-Fort Lauderdale	4%	70,881
Tampa-Saint Pertersburg (Sarasota)	4%	63,159
Detriot	4%	60,408
Minneapolis-Saint Paul	3%	60,042
Philadelphia	3%	58,470
Cincinnati	3%	44,621

Occupancy Data Analysis 2009

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

A total of 1,753 interviews were conducted with visitors in Lee County during the month of January 2008 - December 2008. A total sample of this size is considered accurate to plus or minus 2.3 percentage points at the 95% confidence level.

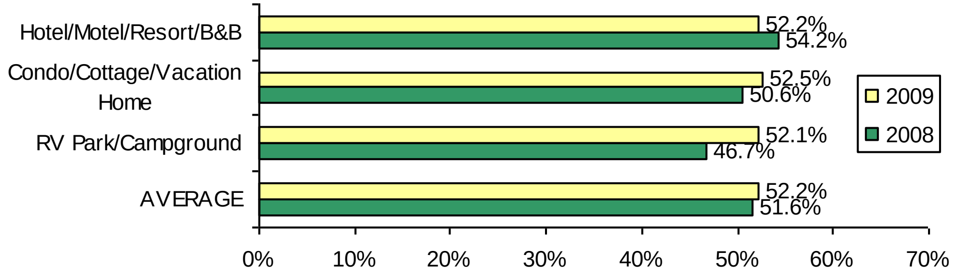
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

Occupancy/Daily Rates

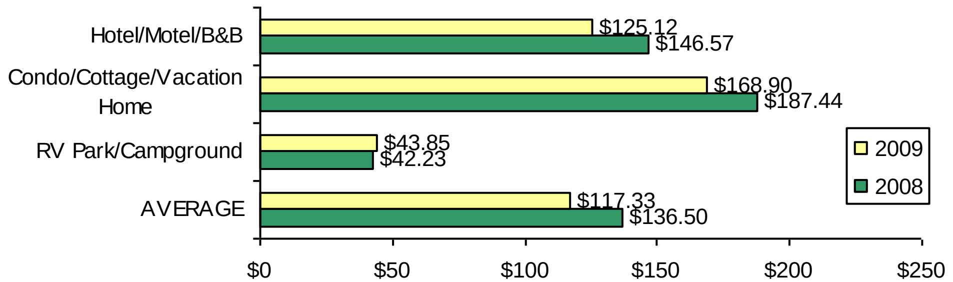
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	1674	1744		1664	1773		1674/1664	1744/1773	
Hotel/Motel/Resort/B&B	54.2%	52.2%	-3.7%	$146.57	$125.12	-14.6%	$79.45	$65.27	-17.8%
Condo/Cottage/Vacation Home	50.6%	52.5%	3.8%	$187.44	$168.90	-9.9%	$94.88	$88.72	-6.5%
RV Park/Campground	46.7%	52.1%	11.6%	$42.23	$43.85	3.8%	$19.73	$22.84	15.8%
AVERAGE	51.6%	52.2%	1.2%	$136.50	$117.33	-14.0%	$70.40	$61.30	-12.9%

Q16: What was your overall average occupancy rate for January 2009 - December 2009?
Q17: What was your average daily rate (ADR) January 2009 – December 2009?

Average Occupancy Rate



Average Daily Rate



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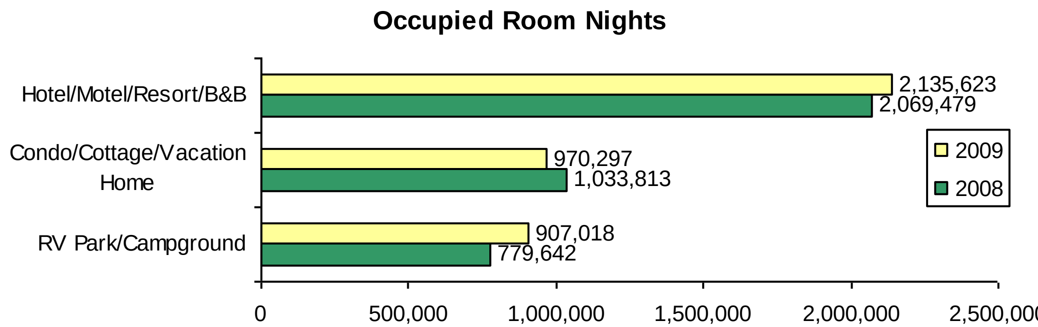
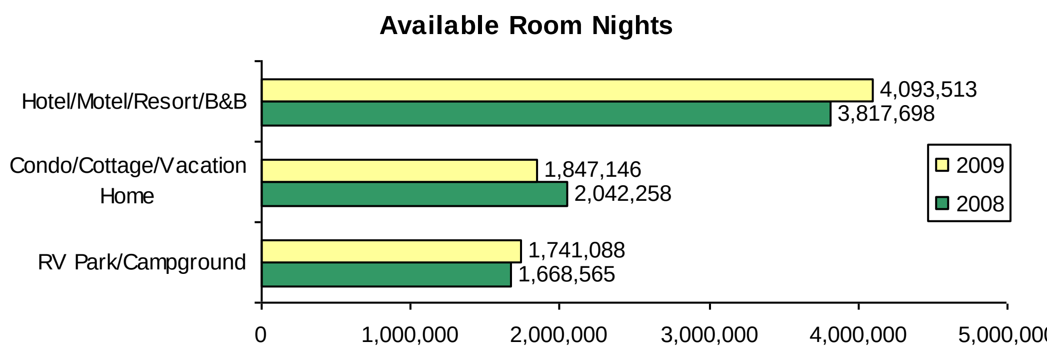
Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	2,069,479	2,135,623	3.2%	3,817,698	4,093,513	7.2%
Condo/Cottage/Vacation Home	1,033,813	970,297	-6.1%	2,042,258	1,847,146	-9.6%
RV Park/Campground	779,642	907,018	16.3%	1,668,565	1,741,088	4.3%
Total	**3,882,934**	**4,012,938**	3.3%	**7,528,521**	**7,681,747**	2.0%

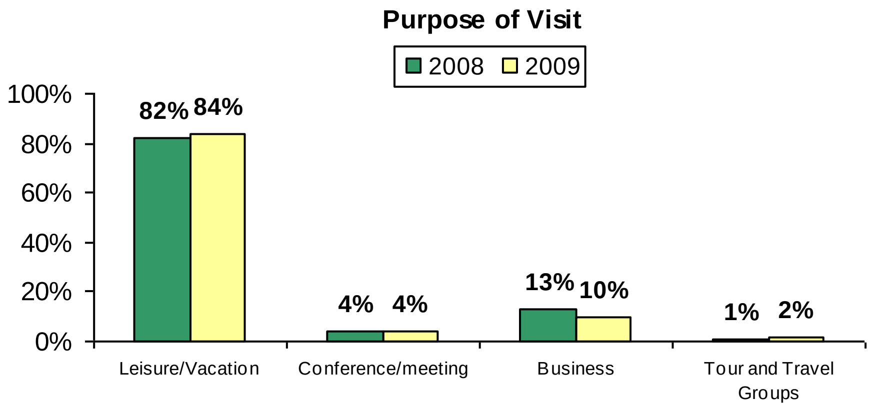




Lodging Management Estimates

Guest Profile		
	2008	2009
Property Managers Responding	1459	1561
Purpose of Visit		
Leisure/Vacation	82%	84%
Conference/meeting	4%	4%
Business	<13%>	10%
Tour and Travel Groups	1%	<2%>
Property Managers Responding	1588	1687
Average guests per room	2.5	2.5
Property Managers Responding	1570	1661
Average length of stay in nights	<7.3>	6.6

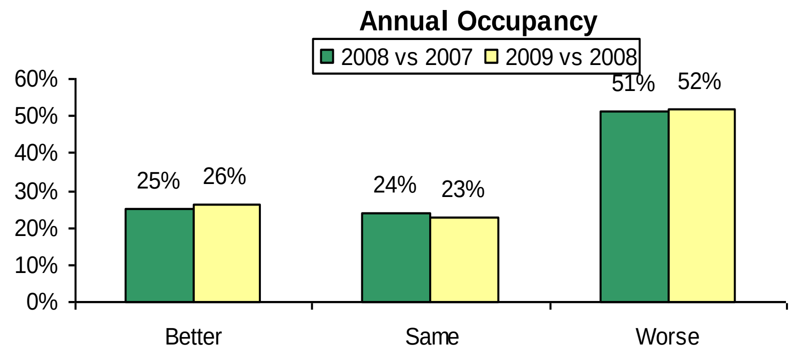
Q23: What percent of your annual room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit annually?
Q19: What was the average length of stay (in nights) of your guests in annually ?

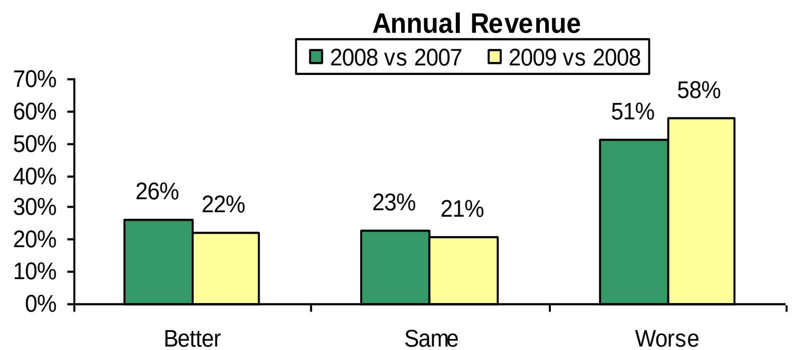


Occupancy Barometer

	Occupancy		Revenue	
	2008	**2009**	**2008**	**2009**
Property Managers Responding	1632	1682	1587	1636
Better than prior year	25%	26%	<26%>	22%
Same as prior year	24%	23%	23%	21%
Worse than prior year	51%	52%	51%	<58%>

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





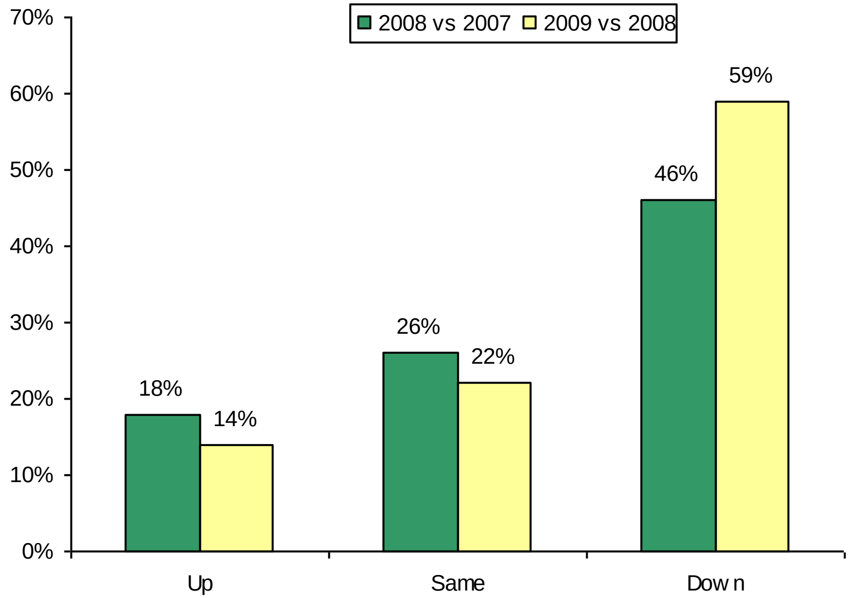
Note: Data was collected separately for each month during the season (October/November/December) but is reported in combination here in order to provide a seasonal analysis.

Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2008	**2009**
Total Answering Respondents	1611	1685
Up	<18%>	14%
Same	<26%>	22%
Down	46%	<59%>

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

Level of Reservations for Next 3 Months Compared to Last Year

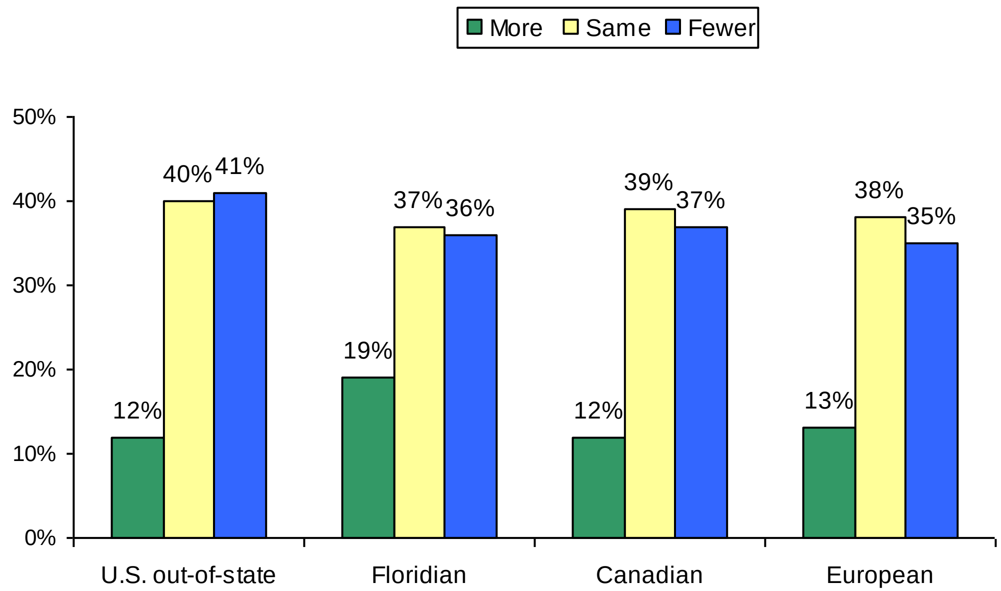


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (1258/1478 Minimum)	**More**		**Same**		**Fewer**		**Not Applicable**	
	2008	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**
U.S out-of-state	14%	12%	41%	40%	37%	<41%>	9%	7%
Floridian	21%	19%	<43%>	37%	28%	<36%>	8%	9%
Canadian	<18%>	12%	36%	39%	31%	<37%>	15%	12%
European	<23%>	13%	34%	<38%>	26%	<35%>	<17%>	14%

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

Origin of Guests for Next 3 Months Compared to Last Year
2009



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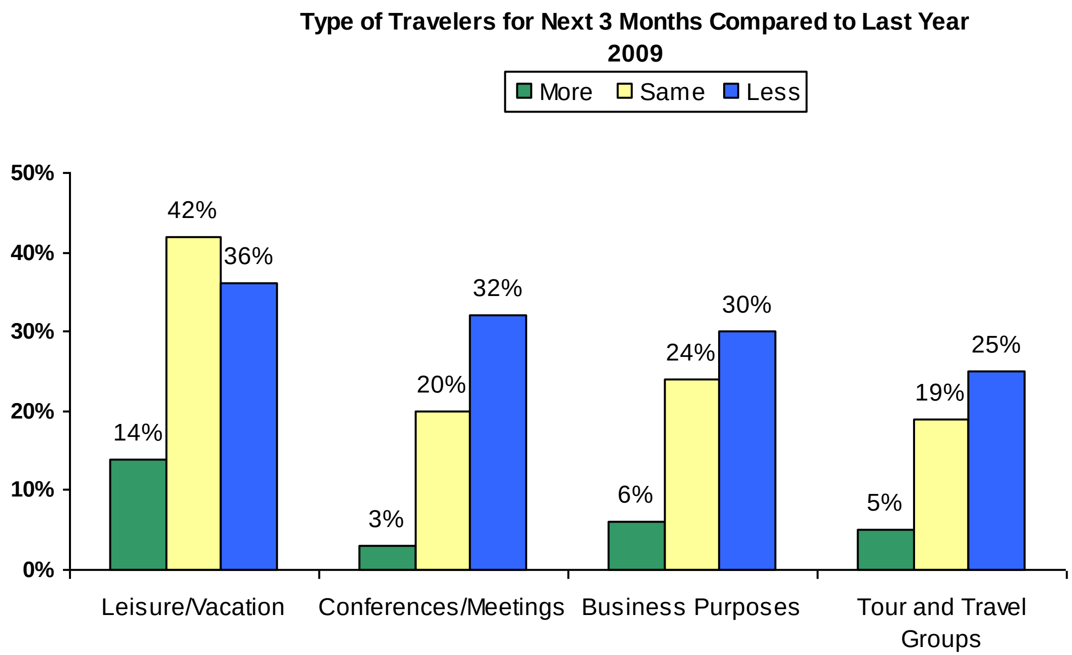
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (1078/1389 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2008
Leisure/Vacation	<23%>	14%	41%	42%	29%	<36%>	7%	8%
Conferences/Meetings	4%	3%	<28%>	20%	28%	<32%>	40%	<44%>
Business Purposes	4%	6%	<33%>	24%	30%	30%	33%	<40%>
Tour and Travel Groups	5%	5%	<26%>	19%	24%	25%	46%	<51%>

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



Economic Impact Analysis
2009

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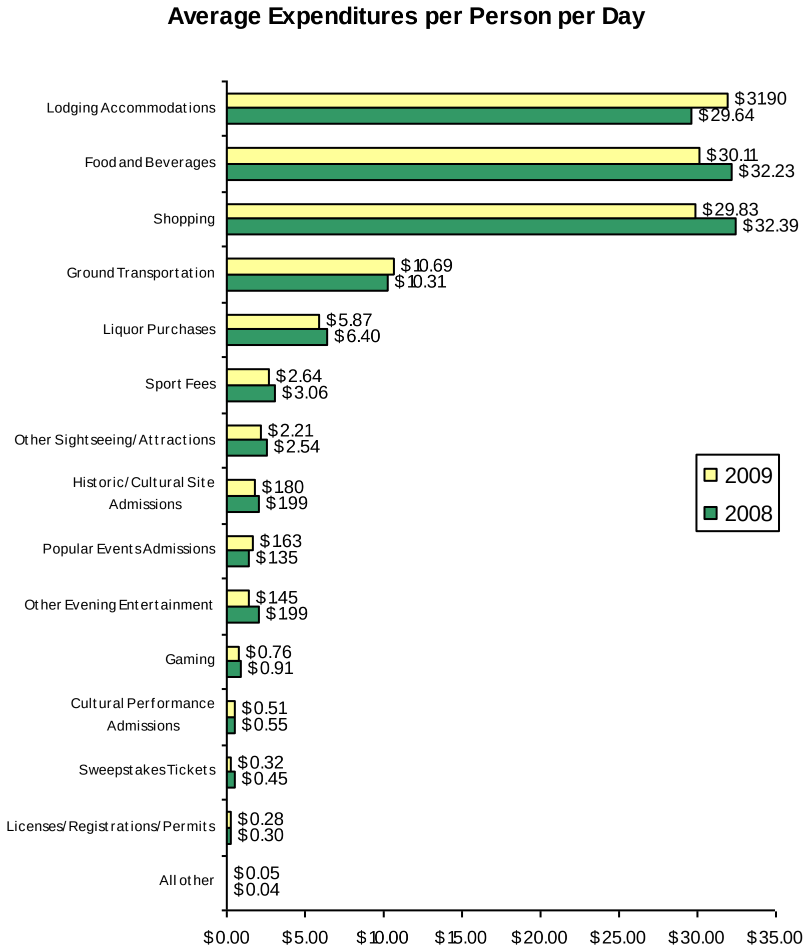
Average Expenditures



Average Expenditures per Person per Day			
	2008	2009	% Change
TOTAL	$124.17	$120.08	-3.3%
Lodging Accommodations	$29.64	$31.90	7.6%
Food and Beverages	$32.23	$30.11	-6.6%
Shopping	$32.39	$29.83	-7.9%
Ground Transportation	$10.31	$10.69	3.7%
Liquor Purchases	$6.40	$5.87	-8.3%
Sport Fees	$3.06	$2.64	-13.7%
Other Sightseeing/Attractions	$2.54	$2.21	-13.0%
Historic/Cultural Site Admissions	$1.99	$1.80	-9.5%
Popular Events Admissions	$1.35	$1.63	20.7%
Other Evening Entertainment	$1.99	$1.45	-27.1%
Gaming	$0.91	$0.76	-16.5%
Cultural Performance Admissions	$0.55	$0.51	-7.3%
Sweepstakes Tickets	$0.45	$0.32	-28.9%
Licenses/Registrations/Permits	$0.30	$0.28	-6.7%
All other	$0.04	$0.05	25.0%

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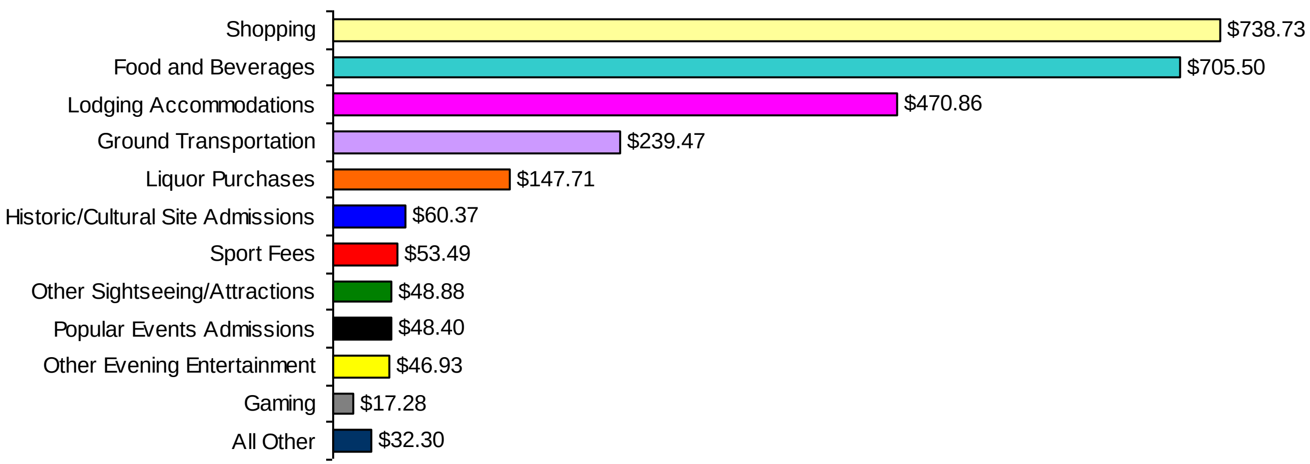
Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2008	**2009**	**% Change**
TOTAL	$2,908,742,738	$2,609,904,302	-10.3%
Shopping	$810,825,026	$738,733,055	-8.9%
Food and Beverages	$789,167,281	$705,502,219	-10.6%
Lodging Accommodations	$530,012,895	$470,855,949	-11.2%
Ground Transportation	$276,765,916	$239,465,786	-13.5%
Liquor Purchases	$155,436,570	$147,712,966	-5.0%
Historic/Cultural Site Admissions	$66,731,571	$60,366,573	-9.5%
Sport Fees	$58,202,617	$53,485,924	-8.1%
Other Sightseeing/Attractions	$60,931,332	$48,875,347	-19.8%
Popular Events Admissions	$47,491,351	$48,396,703	1.9%
Other Evening Entertainment	$61,059,086	$46,927,550	-23.1%
Gaming	$23,171,483	$17,283,450	-25.4%
All Other	$28,947,610	$32,298,780	11.6%

2009 Total Expenditures (Millions)



Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	$1,717,792,514	$1,507,829,892	-12.2%	$1,190,950,224	$1,102,074,410	-7.5%
Lodging Accommodations	$530,012,895	$470,855,949	-11.2%	$0	$0	--
Shopping	$399,535,257	$365,466,183	-8.5%	$411,289,769	$373,266,872	-9.2%
Food and Beverages	$388,613,422	$340,100,446	-12.5%	$400,553,859	$365,401,773	-8.8%
Ground Transportation	$150,389,634	$126,827,084	-15.7%	$126,376,282	$112,638,702	-10.9%
Liquor Purchases	$73,662,352	$64,882,491	-11.9%	$81,774,218	$82,830,475	1.3%
Sport Fees	$39,897,621	$28,940,927	-27.5%	$18,304,996	$24,544,997	34.1%
Other Sightseeing/Attractions	$34,518,727	$25,655,609	-25.7%	$26,412,605	$23,219,738	-12.1%
Historic/Cultural Site Admissions	$28,009,087	$25,456,435	-9.1%	$38,722,484	$34,910,138	-9.8%
Popular Events Admissions	$16,886,211	$19,177,463	13.6%	$30,605,140	$29,219,240	-4.5%
Other Evening Entertainment	$24,943,640	$17,832,523	-28.5%	$36,115,446	$29,095,027	-19.4%
Gaming	$15,750,888	$8,848,197	-43.8%	$7,420,595	$8,435,253	13.7%
All Other	$15,572,780	$13,786,585	-11.5%	$13,374,830	$18,512,195	38.4%

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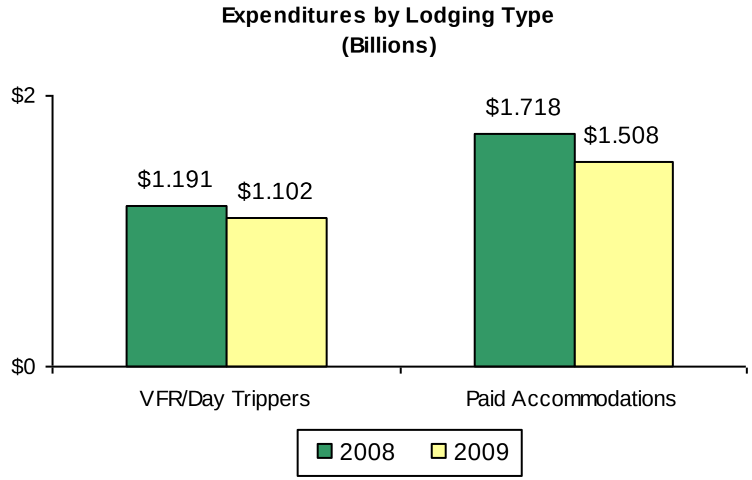
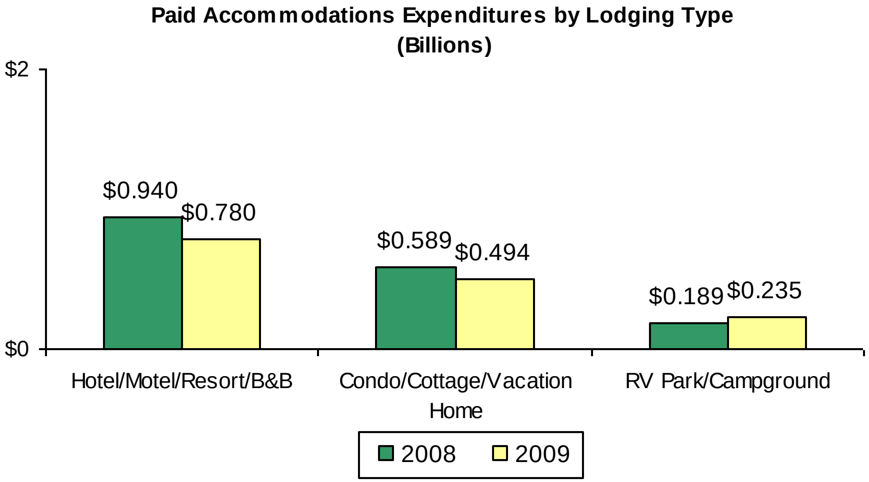
Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2008	2009	% Change	2008	2009
TOTAL	$2,908,742,738	$2,609,904,302	-10.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	$1,190,950,224	$1,102,074,410	-7.5%	41%	42%
Paid Accommodations	$1,717,792,514	$1,507,829,892	-12.2%	59%	58%
Hotel/Motel/Resort/B&B	$939,860,801	$779,608,217	-17.1%	32%	30%
Condo/Cottage/Vacation Home	$589,396,685	$493,579,903	-16.3%	20%	19%
RV Park/Campground	$188,535,028	$234,641,772	24.5%	6%	9%





the beaches of FORT MYERS SANIBEL

Direct and Indirect Impact of Visitor Expenditures

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

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

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

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

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

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

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

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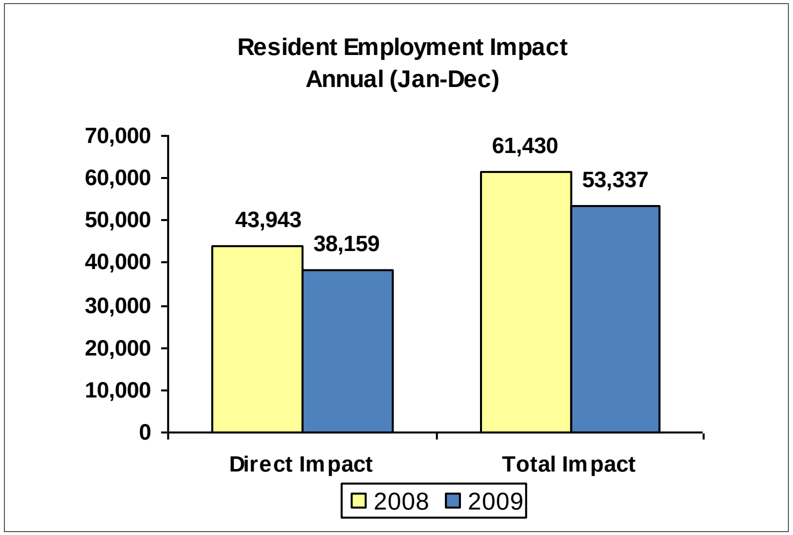
Impact on Jobs for Lee County Residents

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

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

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

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



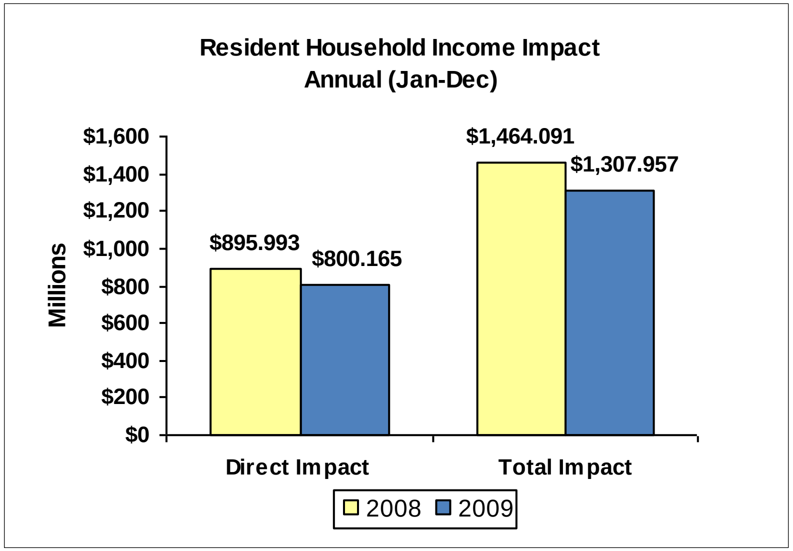
Impact on Household Income for Lee County Residents

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

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

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

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



Impact on State and Local Government Revenues

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

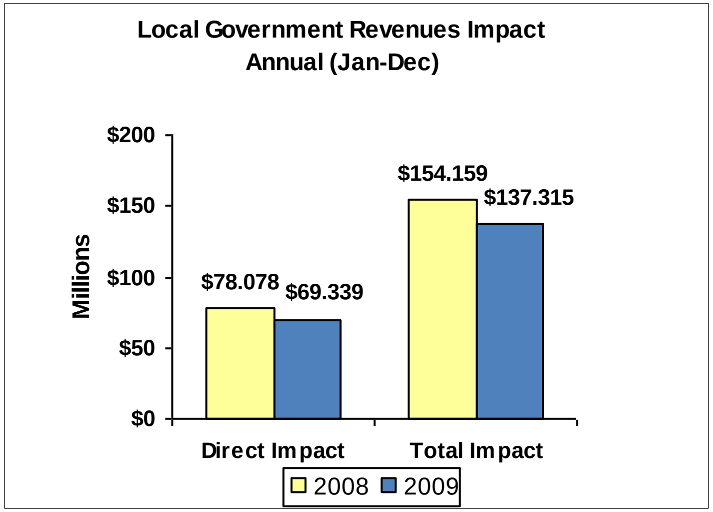
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

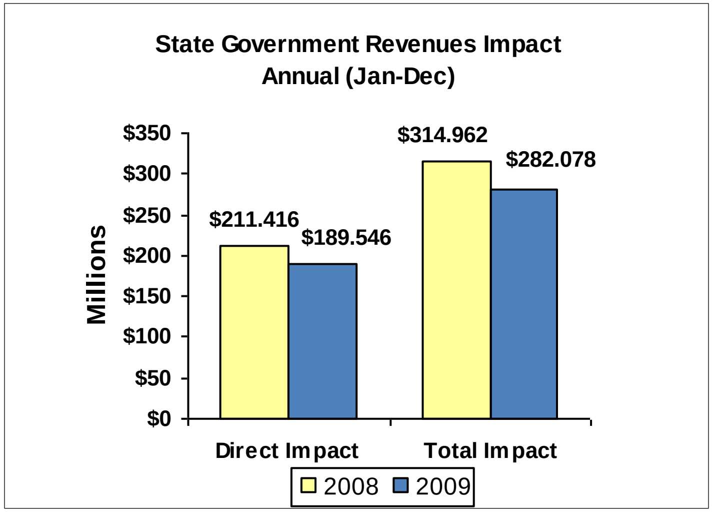
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

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

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





Appendix
2009

2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	**Event/Location**	**City**	**Event/Location**
Bonita Springs	Bonita Beach	Ft. Myers Beach	Ft. Myers Beach & Pier
Bonita Springs	Dog Beach	Ft. Myers Beach	Winward Passage
Bonita Springs	Yacht Club Beach Park	North Ft. Myers	Shell Factory
Cape Coral	Cape Coral Art Festival	Sanibel	Casa Ybel
Cape Coral	Cape Coral Yacht Club Beach	Sanibel	Ding Darling Wildlife Preserve
Ft. Myers	Best Western	Sanibel	Donax Villas
Ft. Myers	Centennial Park	Sanibel	Gulf Breeze Cottages
Ft. Myers	City of The Palms	Sanibel	Gulf Harbor
Ft. Myers	Clarion	Sanibel	Holiday Inn - Sanibel
Ft. Myers	Edison Ford Estates	Sanibel	Island Beach Club
Ft. Myers	Hammond Field	Sanibel	Lighthouse Beach
Ft. Myers	Hilton Garden Inn	Sanibel	Loggerhead Cay
Ft. Myers	Manatee Park	Sanibel	Ocean Reach
Ft. Myers	Six Mile Cypress Wetland Preserve	Sanibel	Pelican Roost
Ft. Myers	Summerlin Square Trolley	Sanibel	Periwinkle RV Park & Campground
Ft. Myers Beach	Bel Air Beach Club	Sanibel	Pointe Santos
Ft. Myers Beach	Best Western Beach Resort	Sanibel	Sand Dollar
Ft. Myers Beach	Bowditch Beach	Sanibel	Sanibel Arms
Ft. Myers Beach	Cane Palm Condos	Sanibel	Sanibel Beach Club
Ft. Myers Beach	Casa Playa Resort	Sanibel	Sanibel Cottages
Ft. Myers Beach	Diamond Head Resort	Sanibel	Sanibel Inn
Ft. Myers Beach	Estero Beach Club	Sanibel	Sanibel Mooring
Ft. Myers Beach	Gateway Villas	Sanibel	Seaside Inn
Ft. Myers Beach	Kona Beach Club	Sanibel	Sea Shells of Sanibel
Ft. Myers Beach	Lani Kai	Sanibel	Song of the Sea
Ft. Myers Beach	Neptune Inn	Sanibel	Sundial
Ft. Myers Beach	Pink Shell	Sanibel	Surfside - Sanibel
Ft. Myers Beach	Royal Beach Club	Sanibel	Tarpon Beach Resort Club
Ft. Myers Beach	Sand Castle Inn	Sanibel	Tarpon Recreation/Tarpon Bay Marina
Ft. Myers Beach	Times Square Area	Sanibel	Tortuga Beach Club

Seasonal Comparisons:
Key Statistics

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Visitation												
Total Visitation		1,350,163	4.3%		1,315,744	0.9%		1,041,176	-0.7%		1,004,205	-9.3%
Visiting Friends/Relatives	59%	794,411	3.9%	55%	723,902	4.8%	44%	460,930	-22.5%	48%	483,449	-24.2%
Paid Accommodations	41%	555,752	4.9%	45%	591,842	-3.5%	56%	580,246	27.8%	52%	520,756	11.1%
Hotel/Motel/Resort	*29%*	*396,942*	6.0%	*32%*	*422,515*	0.7%	*71%*	*409,337*	19.1%	*70%*	*362,088*	12.7%
Condo/Cottage/Vacation Home	*8%*	*111,523*	-7.6%	*9%*	*120,174*	-16.5%	*19%*	*110,531*	20.6%	*18%*	*94,777*	-3.8%
RV Park/Campground	*4%*	*47,287*	36.3%	*4%*	*49,153*	-1.4%	*10%*	*60,378*	223.3%	*12%*	*63,891*	30.9%
Visitor Origin by Country												
United States	82%	458,462	6.1%	82%	486,054	-5.3%	75%	435,063	53.2%	72%	373,845	25.7%
United Kingdom	2%	13,327	-9.0%	2%	17,155	-18.5%	5%	28,849	-39.3%	8%	42,998	-1.9%
Germany	2%	11,995	22.9%	6%	37,169	4.4%	9%	54,516	-19.5%	9%	46,581	-15.0%
Canada	10%	55,975	9.2%	3%	18,584	-18.0%	1%	7,046	-46.1%	6%	31,054	13.3%
Other/No Answer	3%	15,992	-31.0%	6%	32,881	69.2%	9%	54,772	28.0%	5%	26,278	-40.1%
Visitor Origin by US Region												
Northeast	30%	138,605	29.1%	25%	120,084	68.6%	14%	60,422	81.6%	23%	84,802	51.0%
Midwest	48%	219,902	9.2%	45%	221,583	10.4%	29%	127,590	43.2%	44%	163,632	51.2%
South (incl. Florida)	12%	55,975	39.0%	22%	104,359	-22.3%	48%	208,659	70.5%	27%	101,524	72.3%
West	2%	7,996	9.2%	3%	15,725	-11.7%	4%	17,334	386.2%	3%	11,944	45.3%
No Answer	8%	35,984	-52.4%	5%	25,732	-71.1%	5%	21,059	-40.9%	3%	11,944	-81.8%
In-State Visitors	1%	6,664	9.2%	9%	42,887	-8.7%	31%	132,915	107.1%	11%	39,415	69.2%
Total Visitor Expenditures		$1,023,444,885	4.0%		$649,999,253	-4.3%		$430,939,246	-17.7%		$505,520,918	-30.0%
Paid Accommodations		$611,882,182	-4.0%		$340,315,617	-15.3%		$249,240,810	-10.1%		$306,391,283	-23.6%
Visiting Friends/Relatives		$411,562,703	18.7%		$309,683,636	11.8%		$181,698,436	-26.3%		$199,129,635	-37.9%
Average Expenditures per Person per Day		$130.25	-6.5%		$128.40	0.5%		$106.93	-5.9%		$107.34	-8.6%

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Visitor Profile Survey												
# of Interviews Completed		629			610			603			616	
Percentage Flying to Lee County	61%			64%			57%			65%		
First-time Visitors	24%			27%			34%			21%		
Repeat Visitors	75%			72%			65%			77%		
Satisfaction with Visit												
Very Satisfied/Satisfied	93%			96%			94%			96%		
Very Satisfied	59%			66%			63%			67%		
Satisfied	34%			29%			31%			28%		
Likely to Return	90%			91%			85%			93%		
Recall of promotions												
Yes	27%			25%			24%			24%		
Average Travel Party Size												
Visitors		2.8			3.7			3.7			2.9	
Management Estimate		2.5			2.6			2.6			2.5	
Average Length of Stay												
Visitors		9.6			7.9			7.5			8.9	
Management Estimate		9.5			5.7			5.2			6.0	
Traveling with children	18%			41%			48%			21%		
Average Age		51.3			46.1			47.1			52.1	
Average Household Income		$92,599			$100,770			$102,316			$98,884	

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Occupancy Survey												
# of Interviews Completed												
Total		470			480			462			444	
Hotel/Motel/Resort/B&B		271			280			277			280	
Condo/Cottage/Vacation Home		136			140			129			113	
RV Park/Campground		63			60			56			51	
Available Roomnights												
Hotel/Motel/Resort/B&B		938,179	1.5%		1,041,846	7.9%		1,035,572	4.2%		1,077,916	15.3%
Condo/Cottage/Vacation Home		454,943	-7.6%		452,630	-16.5%		476,055	-4.6%		463,518	-8.9%
RV Park/Campground		444,286	50.2%		430,458	-6.3%		434,547	-0.2%		431,797	-9.7%
Total		1,837,408	7.3%		1,924,934	-2.1%		1,946,174	1.0%		1,973,231	2.7%
Occupied Roomnights												
Hotel/Motel/Resort/B&B		628,226	0.3%		554,447	0.3%		475,199	6.6%		477,751	7.5%
Condo/Cottage/Vacation Home		346,887	-6.9%		244,639	-10.1%		191,041	10.1%		187,730	-13.0%
RV Park/Campground		399,960	53.3%		160,419	-22.4%		116,591	36.6%		230,048	1.5%
Total		1,375,073	9.1%		959,505	-7.0%		782,831	11.1%		895,529	1.0%

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Occupancy Rates												
Hotel/Motel/Resort/B&B	67.0%		-1.2%	53.2%		-7.2%	45.9%		2.2%	44.3%		-6.7%
Condo/Cottage/Vacation Home	76.3%		0.9%	54.1%		7.8%	40.1%		15.2%	40.5%		-4.5%
RV Park/Campground	90.0%		2.0%	37.3%		-17.1%	26.8%		36.7%	53.3%		12.4%
Average	74.8%		1.6%	49.9%		-5.0%	40.2%		9.8%	45.4%		-1.5%
Average Daily Rates												
Hotel/Motel/Resort/B&B		$153.57	-17.8%		$132.98	-8.6%		$99.81	-12.3%		$103.74	-16.4%
Condo/Cottage/Vacation Home		$197.64	-15.9%		$165.23	-4.0%		$131.59	-15.7%		$158.53	5.6%
RV Park/Campground		$50.34	9.4%		$39.16	-6.2%		$37.33	20.8%		$39.14	-8.1%
Average		$134.66	-21.6%		$125.52	-4.7%		$98.26	-13.9%		$98.63	-10.0%
RevPAR												
Hotel/Motel/Resort/B7B		$102.83	-18.8%		$70.77	-15.1%		$45.80	-10.4%		$45.98	-22.0%
Condo/Cottage/Vacation Home		$150.69	-15.2%		$89.31	3.4%		$52.81	-2.7%		$64.21	0.8%
RV Park/Campground		$45.32	11.7%		$14.59	-22.4%		$10.02	65.3%		$20.85	3.3%
Average		$100.78	-20.3%		$62.57	-9.5%		$39.53	-5.3%		$44.76	-11.4%

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Occupancy Barometer												
Occupancy:												
Current Month vs. Month in Prior Yr												
Better	23%			24%			27%			29%		
Same	25%			22%			20%			23%		
Worse	53%			54%			53%			48%		
Revenue:												
Current Month vs. Month in Prior Yr												
Better	21%			18%			24%			24%		
Same	20%			21%			18%			23%		
Worse	59%			61%			57%			53%		
Reservations:												
Level of Reservations for Next Three Months vs. Last Year												
Up	13%			10%			15%			18%		
Same	21%			21%			23%			22%		
Down	61%			62%			57%			55%		

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Occupancy Barometer												
Origin of Guests for Next												
Three Months vs. Last Year												
U.S. Out-of State												
More	13%			9%			11%			17%		
Same	39%			36%			43%			41%		
Fewer	42%			45%			41%			34%		
N/A	6%			10%			6%			8%		
Floridian												
More	15%			25%			19%			16%		
Same	37%			30%			40%			39%		
Fewer	39%			35%			33%			35%		
N/A	8%			9%			8%			10%		
Canadian												
More	14%			6%			10%			17%		
Same	39%			33%			41%			43%		
Fewer	37%			47%			34'%			29%		
N/A	9%			14%			15%			11%		
European												
More	15%			11%			11%			17%		
Same	37%			32%			41%			41%		
Fewer	37%			42%			32%			29%		
N/A	12%			14%			15%			14%		

	Winter-09		YOY %	Spring-09		YOY %	Summer-09		YOY %	Fall-09		YOY %
	%	#	Change			Change			Change			Change
Occupancy Barometer												
Type of Travelers for Next Three Months vs. Last Year												
Leisure/Vacation												
More	12%			13%			15%			18%		
Same	43%			43%			41%			41%		
Less	40%			35%			37%			32%		
N/A	4%			10%			7%			9%		
Conference/Meetings												
More	3%			1%			4%			6%		
Same	21%			20%			21%			19%		
Less	33%			34%			35%			27%		
N/A	43%			46%			41%			48%		
Business Purposes												
More	5%			3%			7%			7%		
Same	24%			23%			23%			27%		
Less	33%			32%			31%			25%		
N/A	38%			41%			39%			40%		
Tour and Travel Groups							6%					
More	5%			3%			19%			5%		
Same	20%			20%			26%			19%		
Less	25%			27%			49%			20%		
N/A	49%			49%						55%		