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

May 2011 Visitor Profile and Occupancy Analysis
July 1, 2011

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Executive Summary
May 2011

Throughout this report, statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted nearly 230,000 visitors staying in paid accommodations during the month of May 2011, and about 217,000 staying with friends or relatives while visiting, for a total of 445,829 visitors.
- Visitation among those staying in paid accommodations increased 14.0% from May 2010 to May 2011 and grew at an even greater rate among those staying with friends and relatives (+27.0%). As a result, total visitation was up markedly (+20.0%) year-over-year. For the calendar year to date, paid accommodations visitation was up 7.0% from the prior year while visiting friends or relatives visitation was relatively flat (+0.7%), yielding a 3.7% increase in total visitation.
- As is typical, the majority of May 2011 visitors staying in paid accommodations were U.S. residents (83%). Canada and Germany contributed the largest share of international visitors staying in paid accommodations (7% and 4% respectively) during May 2011. The number of Canadian paid accommodations guests was substantially higher year-over-year.
- Half of domestic visitors staying in paid accommodations during May 2011 were from the Midwest (51%) followed by the Northeast (23%), South (16%), and finally a small minority from the West (2%). Lee County drew the largest share of these visitors from the Chicago DMA (9%) with Detroit (7%) and Philadelphia (6%) as a close second and third.

Visitor Expenditures

- The average per person per day expenditure was $115.87 in May 2011 – about the same as May 2010 ($116.69). For the calendar year to date, the average was slightly lower than observed in 2010 ($117.75 vs. $120.50).
- Total visitor expenditures for May 2011 are estimated at $204.6 million, a 41.1% increase in expenditures from $145.0 million in May 2010. From May 2010 to May 2011, expenditures increased 32.5% among those staying in paid accommodations and 52.5% among those staying with friends and relatives. Some of the expenditure gain is attributable to a recovery of the losses experienced from May 2009 to 2010 (-16.1% in total, -11.7% for paid accommodations, and -21.3% for VFR). For the calendar year, estimated total expenditures are up 17.0% year-over-year.

Total May Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	54%	51%	201,047	229,124	14.0%
Friends/Relatives	46%	49%	170,588	216,705	27.0%
Total Visitation			*371,635*	*445,829*	*20.0%*
May Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	**2011**	**2010**	**2011**	
United States	76%	83%	153,502	191,163	24.5%
Canada	3%	7%	6,792	16,269	139.5%
Germany	9%	4%	17,660	9,490	-46.3%
BeNeLux	3%	1%	5,434	2,712	-50.1%
Switzerland	1%	1%	2,717	2,712	-0.2%
Austria	-	1%	-	1,356	-
Scandinavia	1%	1%	1,358	1,356	-0.2%
UK	6%	1%	12,226	1,356	-88.9%
Other	1%	1%	1,358	2,712	99.6%
U.S. Region (Paid Accommodations)					
	2010	**2011**	**2010**	**2011**	
Florida	11%	9%	16,301	16,269	-0.2%
South (including Florida)	27%	16%	40,753	31,183	-23.5%
Midwest	43%	51%	66,563	97,615	46.7%
Northeast	24%	23%	36,677	43,384	18.3%
West	7%	2%	10,867	4,067	-62.6%
No Answer	-	8%	-	14,913	-

2011 Top DMAs (Paid Accommodations)		
Chicago	9%	16,269
Detroit	7%	13,558
Philadelphia	6%	12,202
Indianapolis	5%	9,490
New York	5%	9,490
Cincinnati	4%	8,135
South Bend-Elkhart	4%	8,135
Miami-Fort Lauderdale	4%	6,779
Cleveland-Akron (Canton)	3%	5,423
Grand Rapids-Kalamazoo-Battle Creek	3%	5,423
Tampa-Saint Petersburg (Sarasota)	3%	5,423

Trip Planning

- Travel planning timelines for May 2011 visitors were generally similar to those of May 2010 visitors. May 2011 visitors who planned their Lee County trip three months or more in advance were most prevalent. Eight in ten started to talk about the trip in this timeframe (79%), seven in ten chose Lee County for their destination (70%), and more than half made lodging reservations (56%).

- When deciding to visit Lee County, May 2011, visitors were most likely to say the following attributes influenced their selection:

  - Warm weather (91%)
  - Peaceful/relaxing (88%)
  - White sandy beaches (84%)
  - A safe destination (79%)

Visitor Profile

- Same as last May, the majority of Lee County visitors are repeat visitors (74%). Among repeat visitors, the average number of visits to Lee County in the past five years was about four (3.9 mean) – just shy of one visit per year on average.

- Nearly half of May 2011 visitors interviewed indicated they were staying in a hotel/motel/resort/B&B for their lodging (47%) mirroring responses from May 2010 visitors (47%). The same proportion said they stayed in a condo/vacation home (48%), with a noteworthy year-over-year increase in the proportion of visitors staying in rentals (33% vs. 24%). More than half of May 2011 visitors felt that the quality of accommodations met their expectations (55% vs. 39% May 2010), and four in ten said the quality far exceeded/exceeded expectations (41% vs. 49% May 2010).

- The top activities enjoyed while in Lee County during May 2011 were *beaches* (97%), *relaxing* (81%), *dining out* (75%), *swimming* (62%), and *shopping* (56%). *Beaches* also topped the list of attractions visited while on their Lee County trip (86%).

- Overall, visitor satisfaction remains extremely high, with 96% of May 2011 visitors reporting being *very satisfied* or *satisfied* with their visit. Nine visitors in ten indicated they were likely to return to Lee County (89%), and more than half of them say they will return next year (56%).

- When asked to choose which of several specific features they liked least about Lee County, May 2011 visitor responses suggested that insects (39%) and traffic (28%) were most bothersome, both mentioned significantly more often than in May 2010 (29% and 16% May 2010).

- The demographic composition of May 2011 visitors was generally similar to that of May 2010 visitors. May 2011 visitors averaged 50 years of age with an average household income of approximately $102,900. The majority of visitors are married (76%), and fewer than one-fourth were traveling with children (22%). The average travel party size was three people (3.3 mean).

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of available room nights was relatively flat from May 2010 to May 2011 (-0.1%) but occupied room nights were notably higher (+11.7%). Available room nights were down modestly from a year ago in both the hotel/motel/resort and condo/vacation home categories, but the number of room nights sold increased substantially. RV park/campground properties saw an increase in available room nights and an even greater year-over-year growth rate for occupied room nights.

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	185,118	206,151	11.4%	367,598	359,263	-2.3%
Condo/Cottage/Vacation Home	59,810	66,745	11.6%	155,651	149,916	-3.7%
RV Park/Campground	38,572	43,693	13.3%	144,961	158,680	9.5%
Total	**283,500**	**316,589**	**11.7%**	**668,210**	**667,859**	**-0.1%**

- As a result, average occupancy rate for the Lee County market rose from 42.4% in May 2010 to an average of 47.4% in May 2011 (+11.7%). Occupancy rates were higher year-over-year for all three property categories. Hotel/motel/resort and condo/vacation home properties posted more favorable increases (+13.9% and +15.8% respectively) than did RV park/campground properties (+3.5%).

- Average daily rate showed a healthy increase year-over-year from $110.82 to $117.58 in May 2011 (+6.1%). ADR increased for hotel/motel/resort (+6.7%) and condo/vacation home (+6.2%) properties and was basically unchanged for RV park/campground properties (+0.2%).

- The increase in average occupancy rate coupled with an increase in ADR generated very positive RevPAR performance when comparing May 2011 with May 2010 (+18.5%). The increases for hotels/motels/resorts (+21.6%) and condo/vacation home properties (+23.1%) were the key drivers.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	134	122		136	121		134/136	122/121	
Hotel/Motel/Resort/B&B	50.4%	57.4%	13.9%	$117.10	$124.92	6.7%	$58.97	$71.68	21.6%
Condo/Cottage/Vacation Home	38.4%	44.5%	15.8%	$138.55	$147.17	6.2%	$53.24	$65.52	23.1%
RV Park/Campground	26.6%	27.5%	3.5%	$37.66	$37.74	0.2%	$10.02	$10.39	3.7%
AVERAGE	42.4%	47.4%	11.7%	$110.82	$117.58	6.1%	$47.02	$55.74	18.5%

- Property managers in May 2011 continued to report optimistically when comparing their current month's *occupancy* and *revenue* year-over-year. Three in four property managers reported their May 2011 *occupancy* was the same or better than the prior year (72% vs. 60% May 2010). Likewise, three in four reported their *revenue* was the same or better than the prior year (72% vs. 56% May 2010).

- Moving into the summer season, projections for the next three months (June-August) are encouraging. Three in four managers mentioned that their total level of reservations for the next three months are the same as or higher than the same period the prior year (74%) – a dramatic difference from one in three reporting similarly last May (34%). Importantly, only one-quarter reported that their reservations are down for the next three months (25% vs. 59% May 2010).

- Also promising is the outlook conveyed by property managers regarding their expectations for increased visitation among guests from various market segments (geographic and traveler-type). Specifically, a significantly higher proportion of lodging managers say they expect more of each of the following types of travelers during the next three months (June, July, and August):

  Origin of Guests
  - U.S. out-of-state (18% vs. 8% May 2010)
  - Floridian (35% vs. 17%)
  - Canadian (14% vs. 4%)
  - European (24% vs. 7%)

  Type of Traveler
  - Leisure/Vacation (29% vs. 11% May 2010)
  - Business Purposes (12% vs. 4%)
  - Tour and Travel Groups (17% vs. 5%)

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May 2011 Lee County Snapshot

Total May Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	54%	51%	201,047	229,124
Friends/Relatives	46%	49%	170,588	216,705
Total Visitation			*371,635*	*445,829*
May Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
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Florida	11%	9%	16,301	16,269
United States	76%	83%	153,502	191,163
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Switzerland	1%	1%	2,717	2,712
Austria	-	1%	-	1,356
Scandinavia	1%	1%	1,358	1,356
UK	6%	1%	12,226	1,356
Other	1%	1%	1,358	2,712

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$144,954,380	$204,598,784	41.1%
Paid Accommodations	$82,555,796	$109,425,460	32.5%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$116.69	$115.87	-0.7%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	30%	24%
Repeat	69%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	134	122		136	121		134/136	122/121	
Hotel/Motel/Resort/B&B	50.4%	57.4%	13.9%	$117.10	$124.92	6.7%	$58.97	$71.68	21.6%
Condo/Cottage/Vacation Home	38.4%	44.5%	15.8%	$138.55	$147.17	6.2%	$53.24	$65.52	23.1%
RV Park/Campground	26.6%	27.5%	3.5%	$37.66	$37.74	0.2%	$10.02	$10.39	3.7%
AVERAGE	42.4%	47.4%	11.7%	$110.82	$117.58	6.1%	$47.02	$55.74	18.5%

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Calendar YTD 2011 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	48%	49%	1,070,277	1,145,523
Friends/Relatives	52%	51%	1,178,172	1,185,934
Total Visitation			*2,248,449*	*2,331,457*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	4%	4%	34,189	35,993
United States	85%	86%	905,276	982,771
Canada	6%	7%	65,406	81,376
Germany	3%	2%	37,162	18,779
UK	3%	2%	29,730	17,214
Scandinavia	1%	1%	8,919	9,390
BeNeLux	1%	1%	8,919	6,260
Switzerland	<1%	1%	2,973	6,260
France	<1%	<1%	1,486	4,695
Austria	1%	<1%	7,432	1,565
Ireland	<1%	<1%	1,486	1,565
Latin America	-	<1%	-	1,565
Other/No Answer	<1%	1%	1,486	14,084

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	$1,344,032,968	$1,572,342,488	17.0%
Paid Accommodations	$836,020,077	$1,016,345,197	21.6%

Average Per Person Per Day Expenditures		
2010	2011	% Change
$120.50	$117.75	-2.3%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	23%	23%
Repeat	76%	75%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding									
Hotel/Motel/Resort/B&B	60.9%	66.6%	9.3%	$147.22	$152.59	3.6%	$89.71	$101.62	13.3%
Condo/Cottage/Vacation Home	66.7%	69.1%	3.6%	$197.09	$195.83	-0.6%	$131.51	$135.38	2.9%
RV Park/Campground	72.0%	71.7%	-0.4%	$47.73	$49.58	3.9%	$34.34	$35.55	3.5%
AVERAGE	64.7%	68.4%	5.8%	$135.62	$137.03	1.0%	$87.67	$93.69	6.9%

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Visitor Profile Analysis
May 2011

A total of 205 *interviews were conducted with visitors in Lee County during the month of May 2011. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.*

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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.

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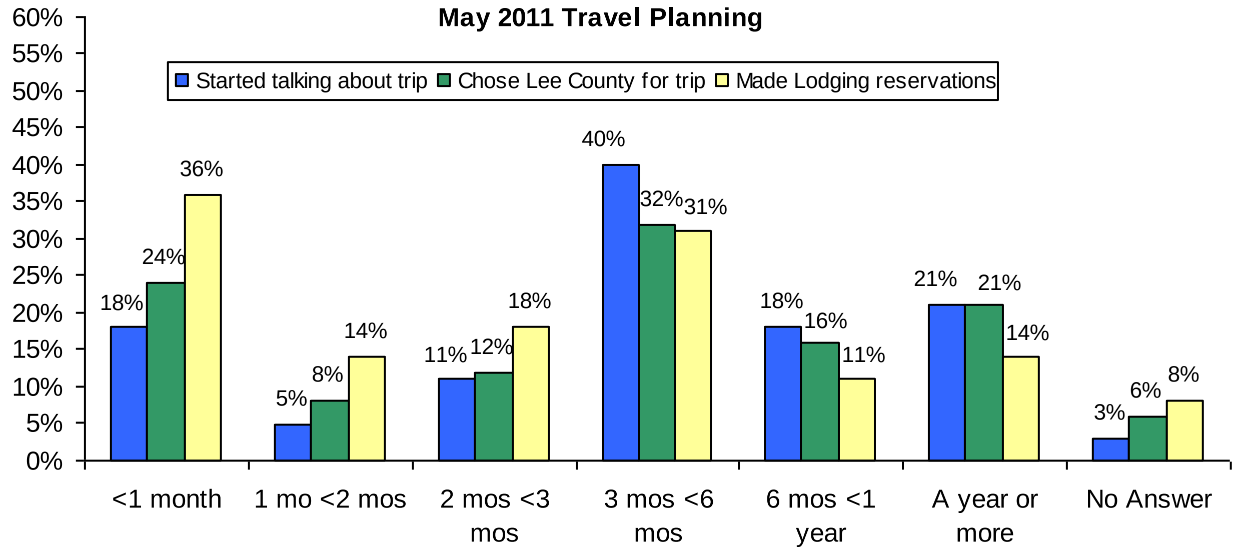
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	**2011**	**2010**	**2011**	**2010**	**2011**
Total Respondents	205	205	205	205	205	205
Less than 3 Months (net)	25%	18%	28%	24%	40%	36%
<1 month	5%	2%	6%	4%	<11%>	4%
1 month - <2 months	7%	5%	11%	8%	14%	14%
2 months - <3 months	13%	11%	12%	12%	16%	18%
3 months or more (NET)	71%	79%	65%	70%	48%	56%
3 months - <6 months	39%	40%	36%	32%	28%	31%
6 months - <1 year	15%	18%	12%	16%	8%	11%
A year or more	16%	21%	17%	21%	13%	14%
No Answer	4%	3%	7%	6%	11%	8%

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?



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Travel Planning

Reserved Accommodations		
	May	
	2010	2011
Total Respondents Staying in Paid Accommodations	148	169
Before leaving home	85%	90%
After arriving in Florida	11%	6%
No Answer	4%	4%

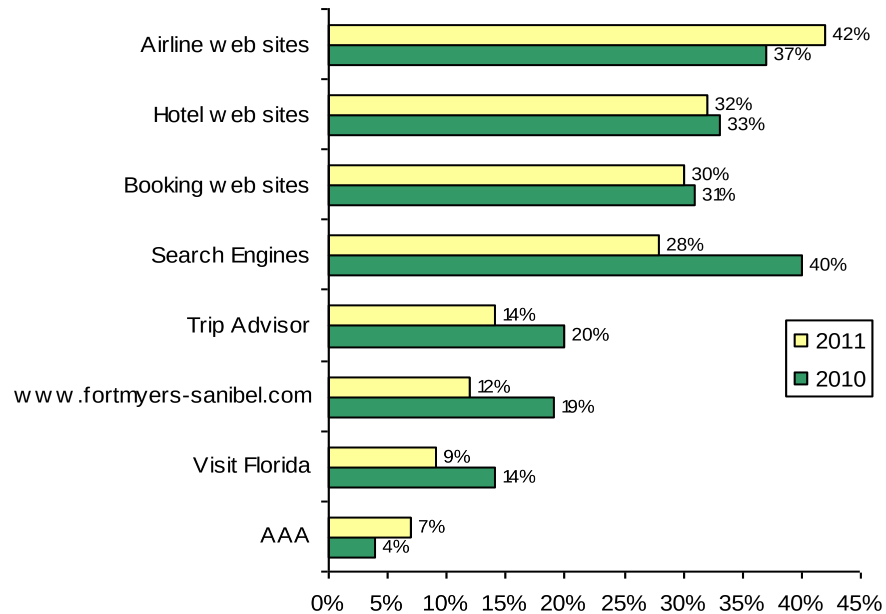
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by May Travelers		
	2010	**2011**
Total Respondents with computer access	**189**	**187**
Visited web sites (net)	89%	82%
Airline web sites	37%	42%
Hotel web sites	33%	32%
Booking web sites	31%	30%
Search Engines	<40%>	28%
Trip Advisor	20%	14%
www.fortmyers-sanibel.com	19%	12%
Visit Florida	14%	9%
AAA	4%	7%
Travel Channel	2%	-
Other	20%	17%
Did not visit web sites	9%	<16%>
No Answer	2%	2%

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

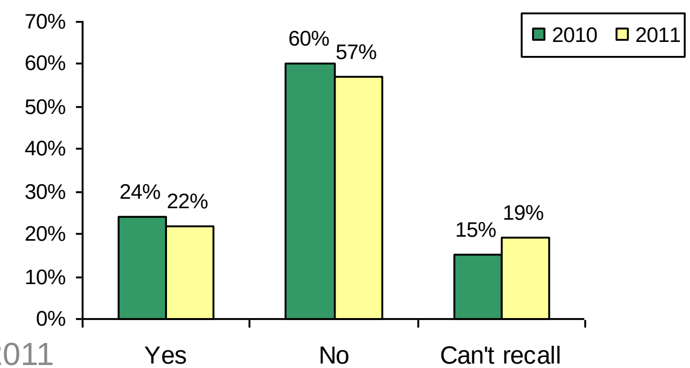
May Travelers Requesting Information		
	2010	**2011**
Total Respondents	205	205
Requested information (net)	41%	43%
Hotel Web Site	18%	26%
Call hotel	8%	12%
VCB Web Site	10%	7%
Visitor Guide	7%	5%
Call local Chamber of Commerce	1%	2%
E-Newsletter	1%	-
Other	11%	10%
Did not request information (net)	43%	44%
No Answer	16%	14%

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

Travel Agent Assistance		
	2010	**2011**
Total Respondents	205	205
Yes	6%	6%
No	94%	93%

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

Recall of Promotions



Recall of Lee County Promotions		
	2010	**2011**
Total Respondents	205	205
Yes	24%	22%
No	60%	57%
Can't recall	15%	19%

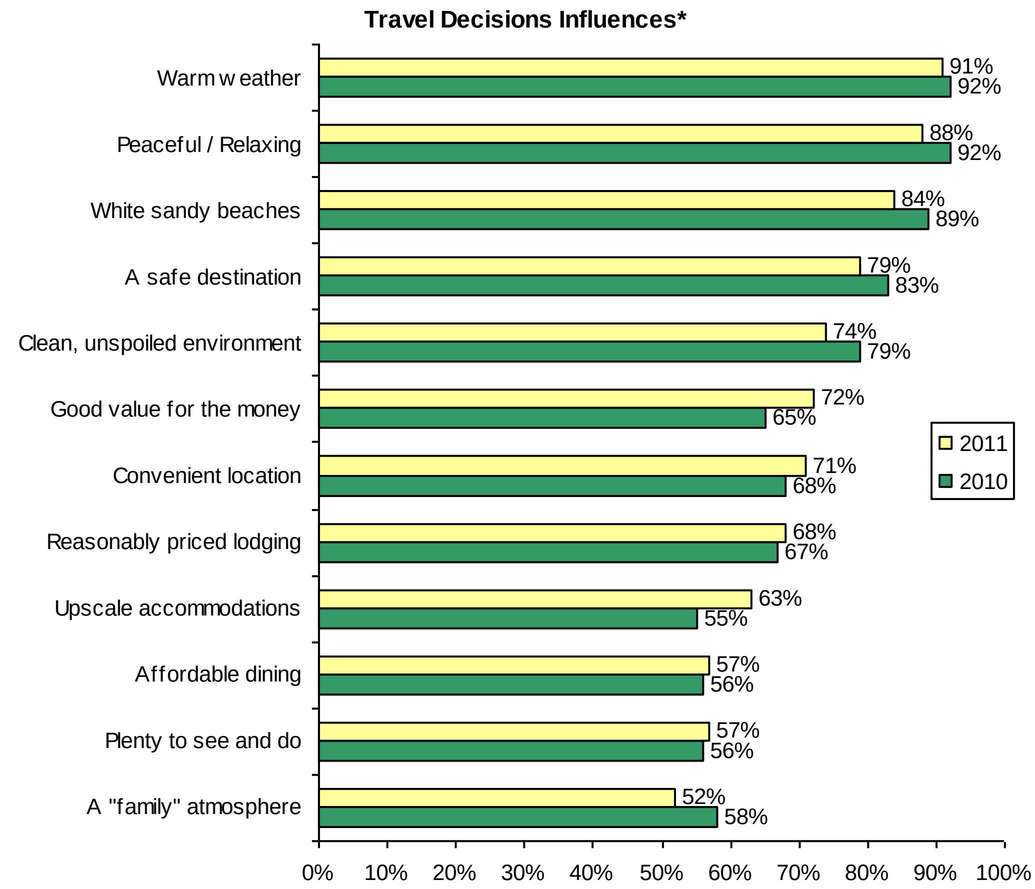
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

May Travel Decision Influences*		
	2010	**2011**
Total Respondents	205	205
Warm weather	92%	91%
Peaceful / Relaxing	92%	88%
White sandy beaches	89%	84%
A safe destination	83%	79%
Clean, unspoiled environment	79%	74%
Good value for the money	65%	72%
Convenient location	68%	71%
Reasonably priced lodging	67%	68%
Upscale accommodations	55%	63%
Affordable dining	56%	57%
Plenty to see and do	56%	57%
A "family" atmosphere	58%	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?

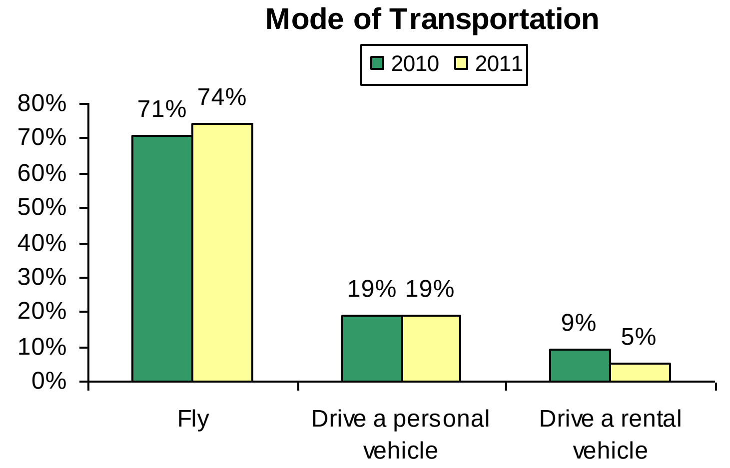
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

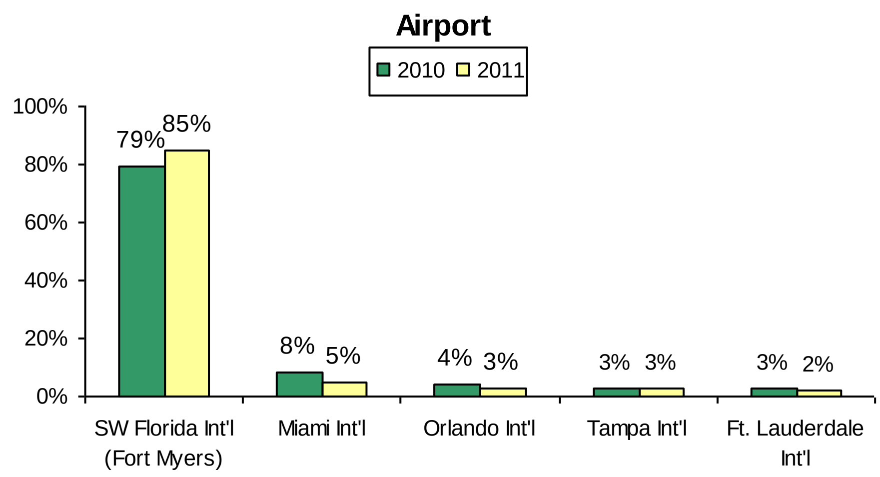
Mode of Transportation		
	2010	2011
Total Respondents	205	205
Fly	71%	74%
Drive a personal vehicle	19%	19%
Drive a rental vehicle	9%	5%
Drive an RV	1%	2%
Other/No Answer (net)	-	1%

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



Airport		
	2010	2011
Total respondents who arrived by air	145	151
SW Florida Int'l (Fort Myers)	79%	85%
Miami Int'l	8%	5%
Orlando Int'l	4%	3%
Tampa Int'l	3%	3%
Ft. Lauderdale Int'l	3%	2%
Other/No Answer	3%	1%

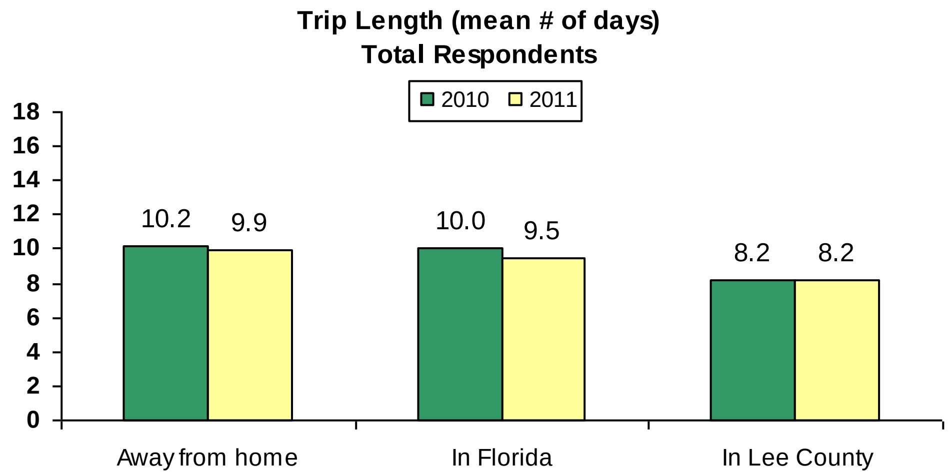
Q2: At which Florida airport did you land?



Trip Profile

May Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
Total Respondents	205	205	
Away from home	10.2	9.9	-2.9%
In Florida	10.0	9.5	-5.0%
In Lee County	8.2	8.2	0.0%

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



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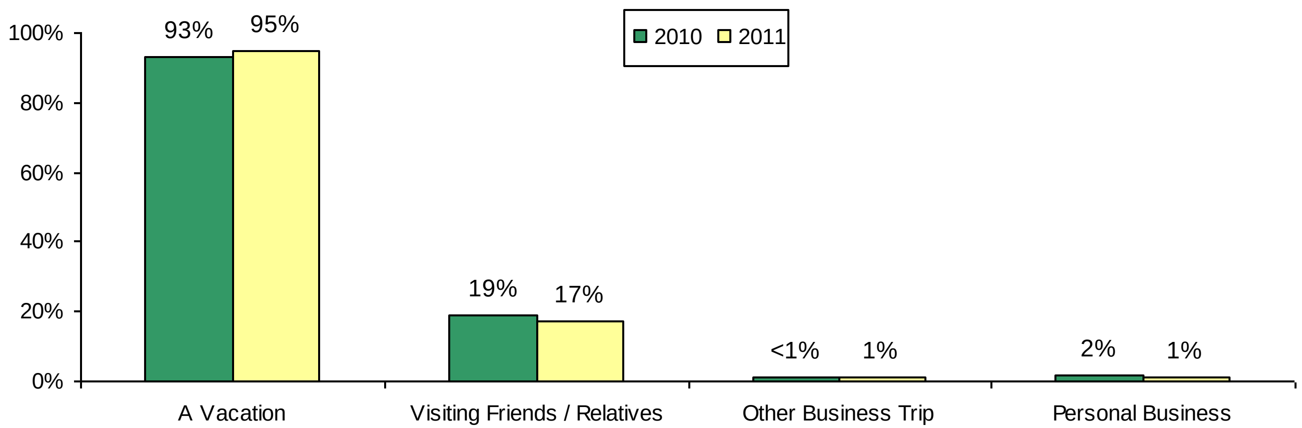
Trip Profile

Reason for May Visit		
	2010	**2011**
Total Respondents	205	205
A Vacation	93%	95%
Visiting Friends / Relatives	19%	17%
Other Business Trip	<1%	1%
Personal Business	2%	1%
Sporting Event(s)	-	<1%
A Convention / Trade Show	-	-
A Conference / Meeting	1%	-
Other/No Answer (NET)	2%	4%

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

Reason for May Visit



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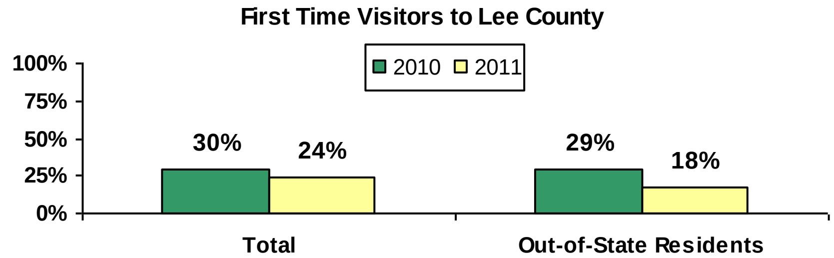
Trip Profile

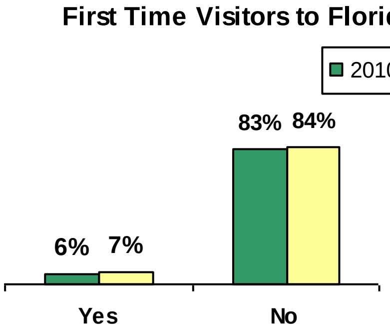
First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
Total Respondents	205	205	19**	15**	147	143	39*	35*
Yes	30%	24%	N/A	N/A	<29%>	18%	43%	47%
No	69%	74%	N/A	N/A	70%	80%	54%	53%
No Answer	1%	2%	N/A	N/A	1%	2%	3%	-

Q20: Is this your first visit to Lee County?
**Note: Small sample size. (N<70) Please interpret results with caution.*
***N/A: Insufficient number of responses for statistical analysis (N<30).*



First Time Visitors to Florida		
	2010	2011
Total Respondents	205	205
Yes	6%	7%
No	83%	84%
No answer	1%	1%
*FL Residents**	*9%*	*8%*

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



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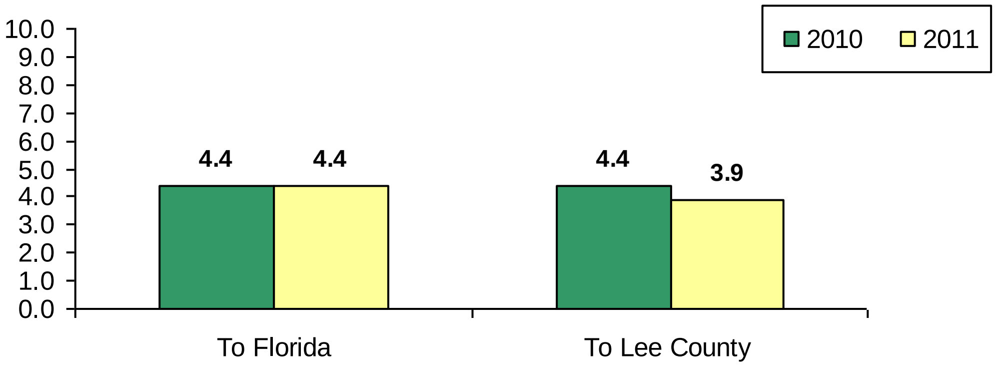
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
Base: Repeat Visitors	170 (FL res. Excl.)	172 (FL res. Excl.)	141	152
Number of visits	4.4	4.4	4.4	3.9

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

Previous Visits in Five Years

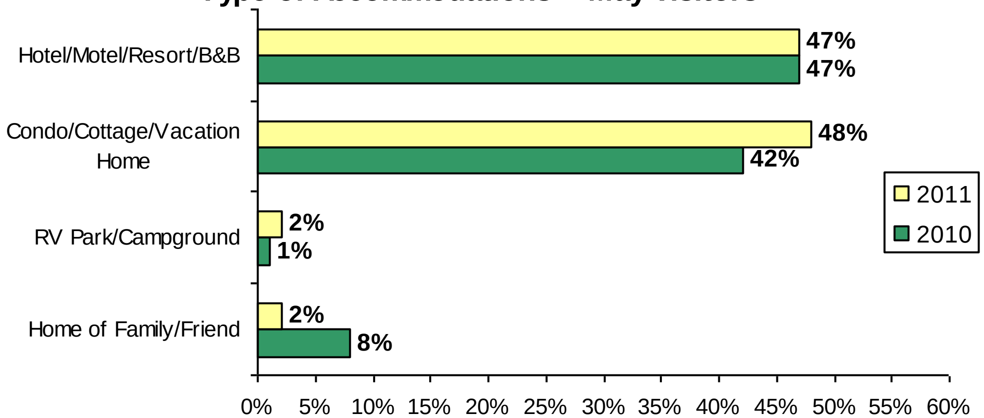


Trip Profile

Type of Accommodations - May Visitors		
	2010	**2011**
Total Respondents	205	205
Hotel/Motel/Resort/B&B	**47%**	**47%**
Hotel/motel/inn	33%	26%
Resort	14%	21%
B&B	-	<1%
Condo/Cottage/Vacation Home	**42%**	**48%**
Rented home/condo	24%	<33%>
Borrowed home/condo	6%	6%
Owned home/condo	12%	9%
RV Park/Campground	**1%**	**2%**
Home of family/friend	**<8%>**	**2%**
Day trip (no accommodations)	**2%**	**1%**

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

Type of Accommodations -- May Visitors

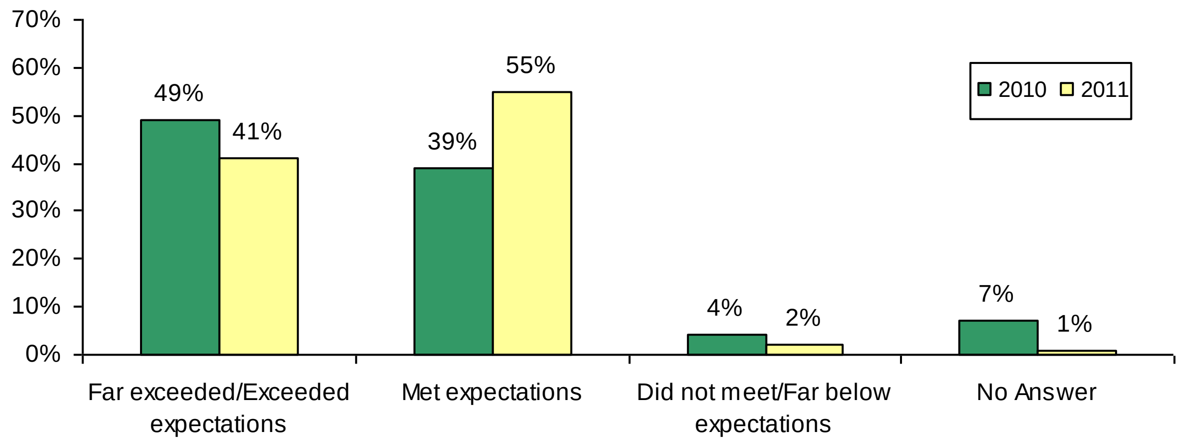


Trip Profile

Quality of Accommodations		
	2010	**2011**
Total Respondents	205	205
Far exceeded/Exceeded expectations	49%	41%
Met your expectations	39%	<55%>
Did not meet/Far below expectations	4%	2%
No Answer	7%	1%

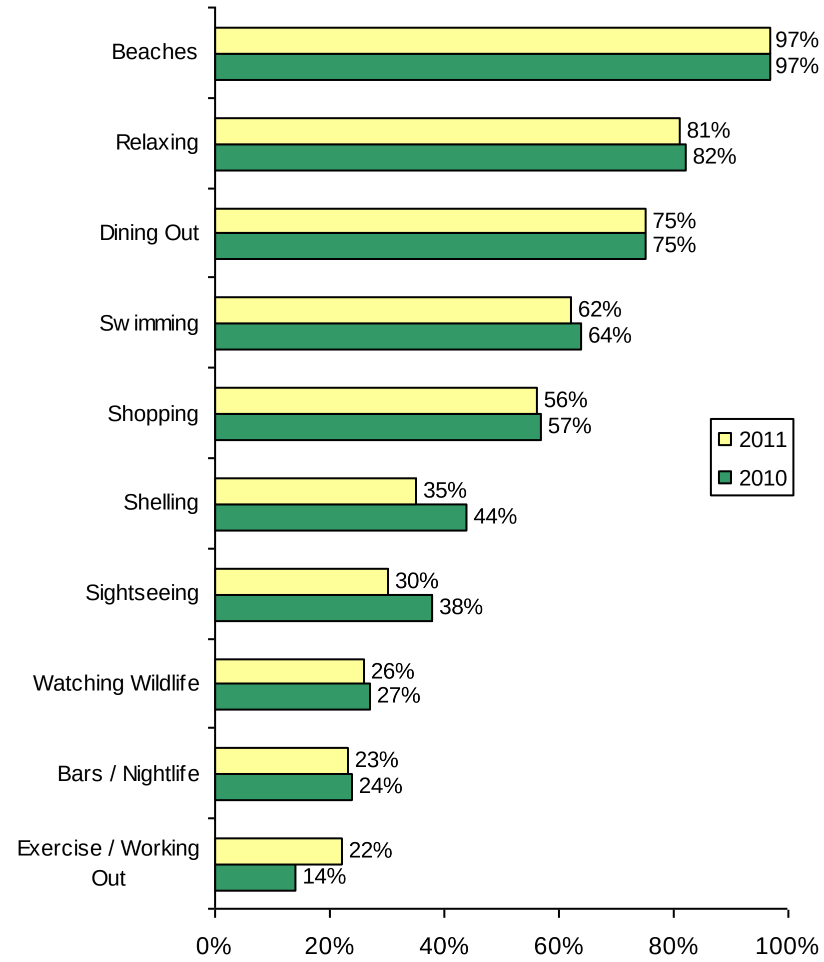
Q26: How would you describe the quality of your accommodations? Do you feel they:

Quality of Accommodations



Trip Activities

May Activities Enjoyed		
	2010	2011
Total Respondents	205	205
Beaches	97%	97%
Relaxing	82%	81%
Dining Out	75%	75%
Swimming	64%	62%
Shopping	57%	56%
Shelling	44%	35%
Sightseeing	38%	30%
Watching Wildlife	27%	26%
Bars / Nightlife	24%	23%
Exercise / Working Out	14%	22%
Photography	25%	22%
Visiting Friends/Relatives	25%	21%
Attractions	22%	19%
Birdwatching	<20%>	12%
Fishing	12%	10%
Parasailing / Jet Skiing	8%	10%
Boating	8%	9%
Bicycle Riding	<15%>	9%
Miniature Golf	7%	8%
Guided Tour	4%	6%
Golfing	5%	6%
Kayaking / Canoeing	5%	6%
Sporting Event	2%	3%
Scuba Diving / Snorkeling	3%	2%
Cultural Events	5%	1%
Tennis	2%	1%
Other	3%	2%



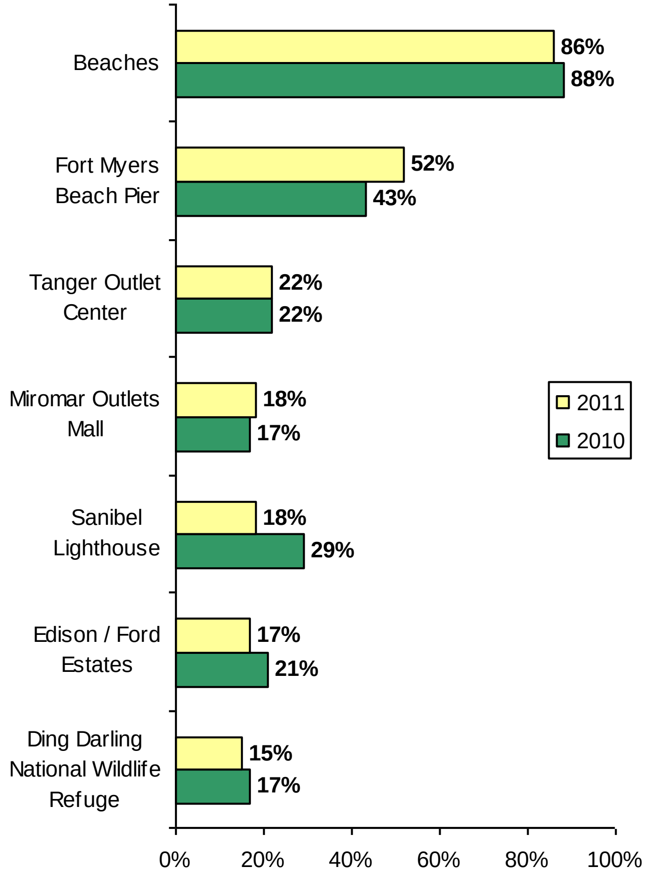
Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)

Trip Activities

May Attractions Visited		
	2010	**2011**
Total Respondents	205	205
Beaches	88%	86%
Fort Myers Beach Pier	43%	52%
Tanger Outlet Center	22%	22%
Miromar Outlets Mall	17%	18%
Sanibel Lighthouse	<29%>	18%
Edison / Ford Estates	21%	17%
Ding Darling National Wildlife Refuge	17%	15%
Periwinkle Place	14%	13%
Bell Tower Shops	8%	8%
Edison Mall	10%	7%
Coconut Point Mall	7%	6%
Shell Factory and Nature Park	<12%>	6%
Gulf Coast Town Center	4%	4%
Bailey-Matthews Shell Museum	2%	3%
Barbara B. Mann Perfoming Arts Hall	-	1%
Broadway Palm Dinner Theater	-	1%
Manatee Park	5%	1%
Babcock Wilderness Adventures	1%	-
Other	<7%>	2%

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

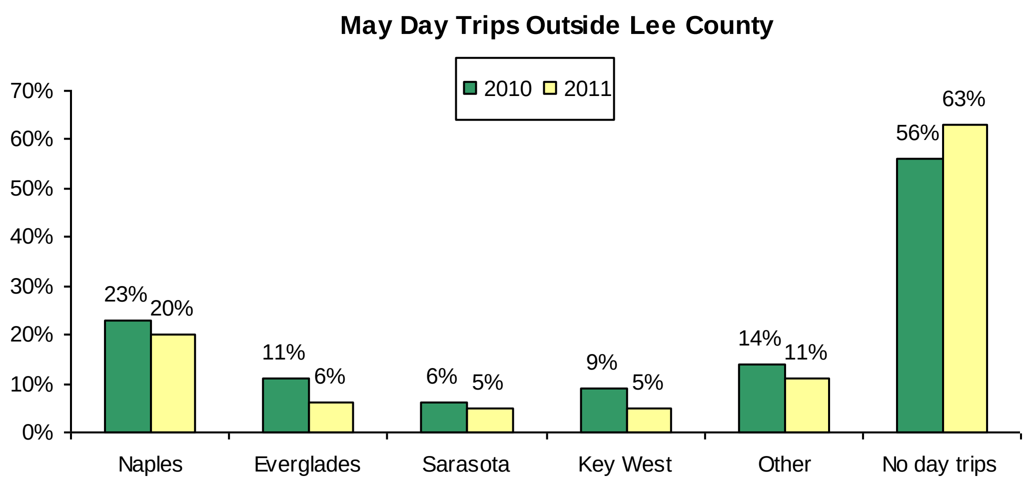
May Attractions Visited



Trip Activities

May Day Trips Outside Lee County		
	2010	**2011**
Total Respondents	**205**	**205**
Any day trips (net)	38%	30%
Naples	*23%*	*20%*
Everglades	*11%*	*6%*
Sarasota	*6%*	*5%*
Key West	*9%*	*5%*
Other	*14%*	*11%*
No day trips (net)	56%	63%
No Answer	6%	7%

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



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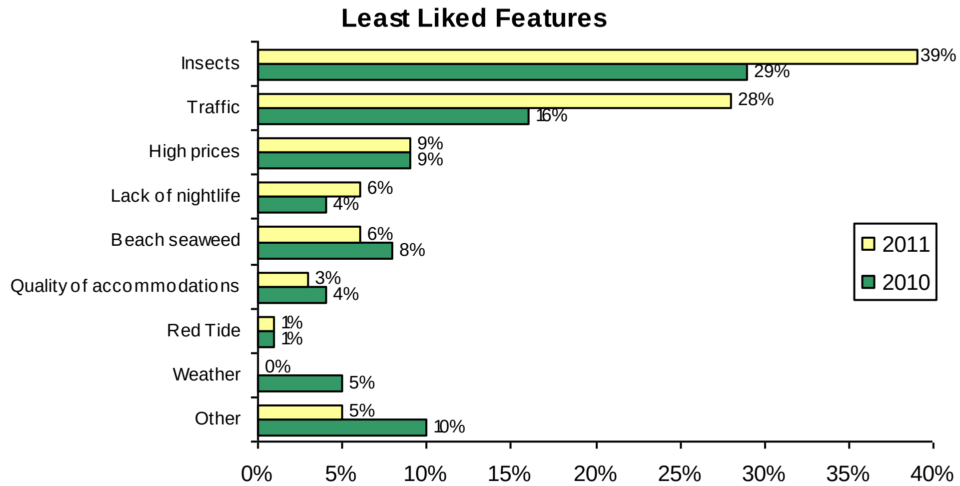
Trip Activities

Least Liked Features		
	2010	**2011**
Total Respondents	205	205
Insects	29%	<39%>
Traffic	16%	<28%>
High prices	9%	9%
Lack of nightlife	4%	6%
Beach seaweed	8%	6%
Quality of accommodations	4%	3%
Red Tide	1%	1%
Weather	5%	-
Other	10%	5%
Nothing/No Answer (NET)	<37%>	26%

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



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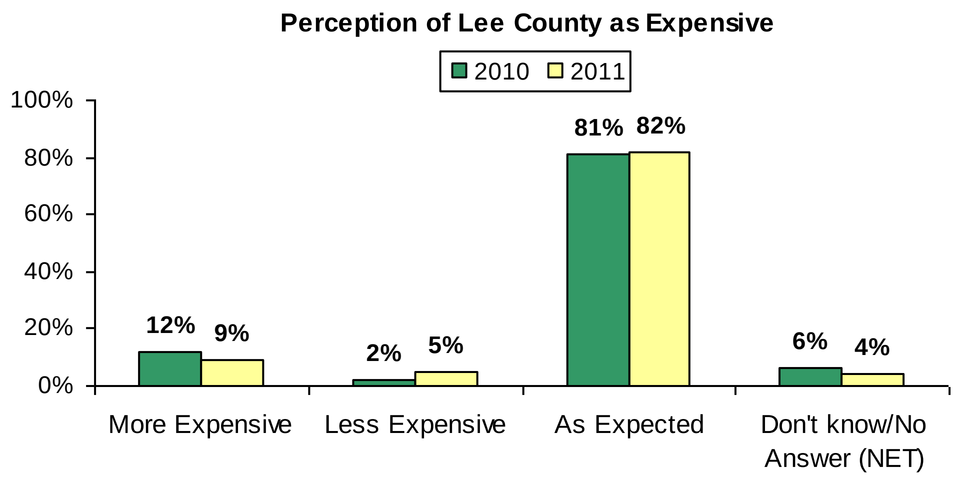
Trip Activities

Perception of Lee County as Expensive		
	2010	**2011**
Total Respondents	205	205
More Expensive	12%	9%
Less Expensive	2%	5%
As Expected	81%	82%
Don't know/No Answer (net)	6%	4%

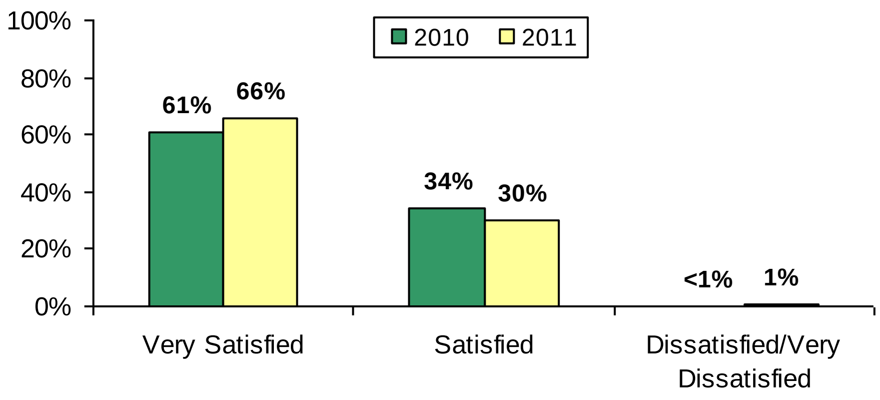
Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Lee County Experience

Satisfaction with Visit		
	2010	**2011**
Total Respondents	**205**	**205**
Satisfied	94%	96%
Very Satisfied	*61%*	*66%*
Satisfied	*34%*	*30%*
Neither	2%	1%
Dissatisfied/Very Dissatisfied	<1%	1%
Don't know/no answer	3%	2%

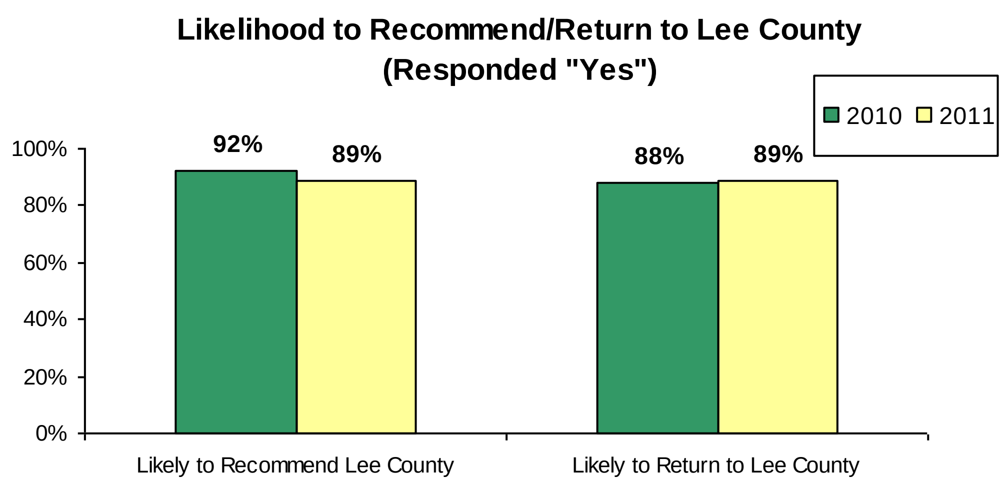
Q33: How satisfied are you with your stay in Lee County?



Future Plans

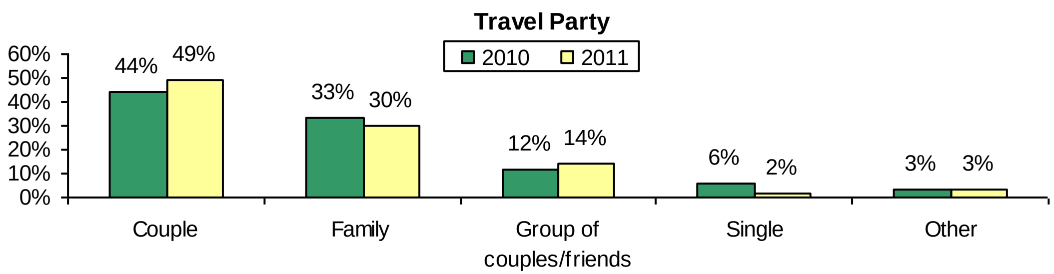
Likelihood to Recommend/Return to Lee County		
	2010	**2011**
Total Respondents	205	205
Likely to Recommend Lee County	92%	89%
Likely to Return to Lee County	88%	89%
Base: Total Respondents Planning to Return	180	183
Likely to Return Next Year	55%	56%

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



Visitor and Travel Party Demographic Profile

May Travel Party		
	2010	**2011**
Total Respondents	205	205
Couple	44%	49%
Family	33%	30%
Group of couples/friends	12%	14%
Single	6%	2%
Other	3%	3%
No Answer	2%	2%
Mean travel party size	3.1	3.3
Mean adults in travel party	2.7	2.8

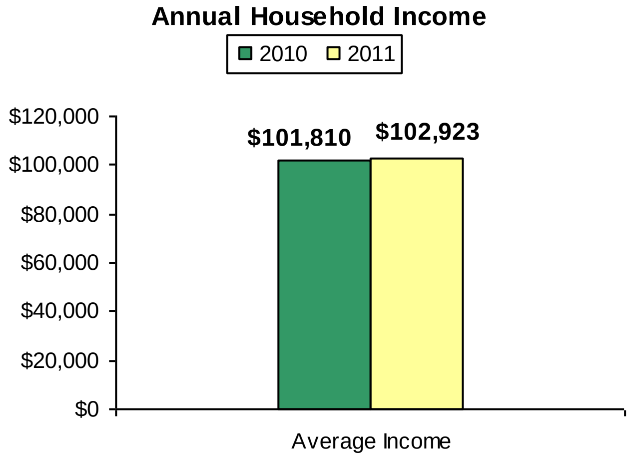


Travel Parties with Children		
	2010	**2011**
Total Respondents	205	205
Traveling with any Children (net)	22%	22%
Any younger than 6	14%	11%
Any 6 - 11 years old	8%	9%
Any 12 - 17 years old	7%	11%

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

May Visitor Demographic Profile		
	2010	**2011**
Total Respondents	205	205
Vacations per year (mean)	2.6	2.4
Short getaways per year (mean)	3.1	<3.8>
Age of respondent (mean)	49.1	50.4
Annual household income (mean)	$101,810	$102,923
Martial Status		
Married	75%	76%
Single	12%	12%
Other	10%	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

Visitor Origin and Visitation Estimates

Total May Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	54%	51%	201,047	229,124	14.0%
Friends/Relatives	46%	49%	170,588	216,705	27.0%
Total Visitation			*371,635*	*445,829*	*20.0%*
May Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	**2011**	**2010**	**2011**	
United States	76%	83%	153,502	191,163	24.5%
Canada	3%	7%	6,792	16,269	139.5%
Germany	9%	4%	17,660	9,490	-46.3%
BeNeLux	3%	1%	5,434	2,712	-50.1%
Switzerland	1%	1%	2,717	2,712	-0.2%
Austria	-	1%	-	1,356	-
Scandinavia	1%	1%	1,358	1,356	-0.2%
UK	6%	1%	12,226	1,356	-88.9%
Other	1%	1%	1,358	2,712	99.6%
U.S. Region (Paid Accommodations)					
	2010	**2011**	**2010**	**2011**	
Florida	11%	9%	16,301	16,269	-0.2%
South (including Florida)	27%	16%	40,753	31,183	-23.5%
Midwest	43%	51%	66,563	97,615	46.7%
Northeast	24%	23%	36,677	43,384	18.3%
West	7%	2%	10,867	4,067	-62.6%
No Answer	-	8%	-	14,913	-

2011 Top DMAs (Paid Accommodations)		
Chicago	9%	16,269
Detroit	7%	13,558
Philadelphia	6%	12,202
Indianapolis	5%	9,490
New York	5%	9,490
Cincinnati	4%	8,135
South Bend-Elkhart	4%	8,135
Miami-Fort Lauderdale	4%	6,779
Cleveland-Akron (Canton)	3%	5,423
Grand Rapids-Kalamazoo-Battle Creek	3%	5,423
Tampa-Saint Petersburg (Sarasota)	3%	5,423

Occupancy Data Analysis
May 2011

Property managers representing 126 properties in Lee County were interviewed for the May 2011 Occupancy Survey between June 1 and June 15, 2011, a sample considered accurate to plus or minus 8.7 percentage points at the 95% confidence level.

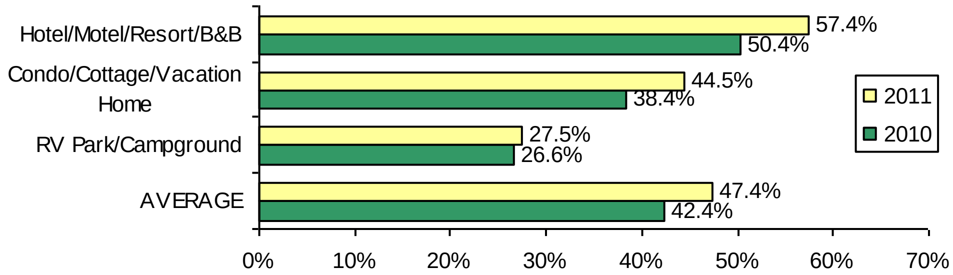
Property managers representing 141 properties in Lee County were interviewed for the May 2010 Occupancy Survey between June 1 and June 15, 2010, a sample considered accurate to plus or minus 8.3 percentage points at the 95% confidence level.

May Occupancy/Daily Rates

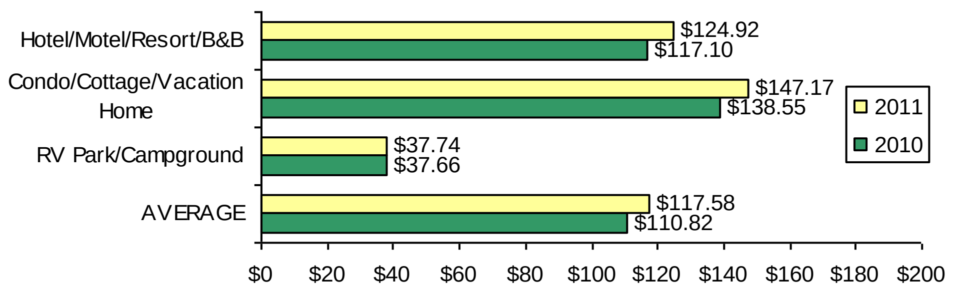
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	134	122		136	121		134/136	122/121	
Hotel/Motel/Resort/B&B	50.4%	57.4%	13.9%	$117.10	$124.92	6.7%	$58.97	$71.68	21.6%
Condo/Cottage/Vacation Home	38.4%	44.5%	15.8%	$138.55	$147.17	6.2%	$53.24	$65.52	23.1%
RV Park/Campground	26.6%	27.5%	3.5%	$37.66	$37.74	0.2%	$10.02	$10.39	3.7%
AVERAGE	42.4%	47.4%	11.7%	$110.82	$117.58	6.1%	$47.02	$55.74	18.5%

Q16: What was your overall average occupancy rate for the month of May ?
Q17: What was your average daily rate (ADR) in May?

Average Occupancy Rate



Average Daily Rate



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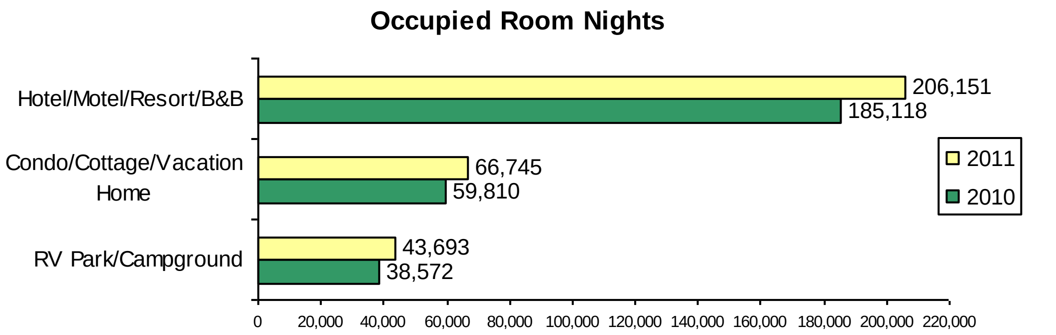
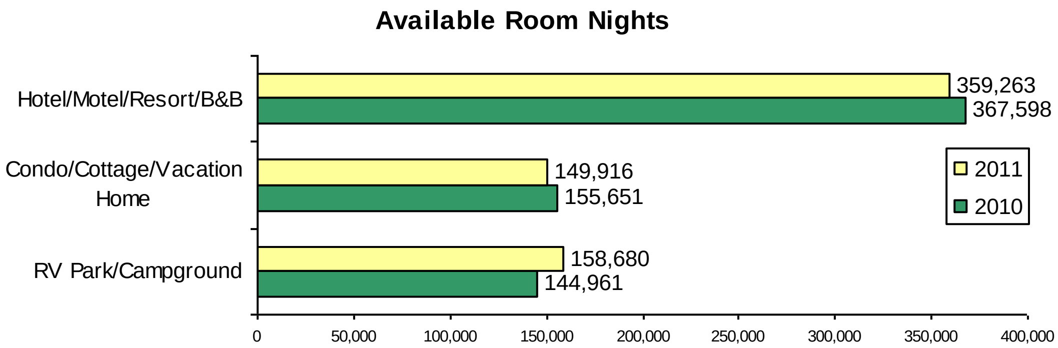
May Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	185,118	206,151	11.4%	367,598	359,263	-2.3%
Condo/Cottage/Vacation Home	59,810	66,745	11.6%	155,651	149,916	-3.7%
RV Park/Campground	38,572	43,693	13.3%	144,961	158,680	9.5%
Total	**283,500**	**316,589**	**11.7%**	**668,210**	**667,859**	**-0.1%**





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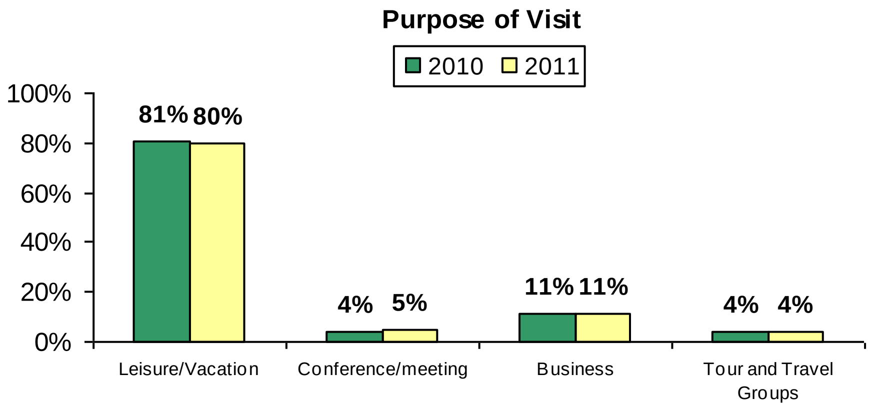
Lodging Management Estimates

May Guest Profile		
	2010	**2011**
Property Managers Responding	114	110
Purpose of Visit		
Leisure/Vacation	81%	80%
Conference/meeting	4%	5%
Business	11%	11%
Tour and Travel Groups	4%	4%
Property Managers Responding	127	116
Average guests per room	2.5	2.6
Property Managers Responding	123	118
Average length of stay in nights	5.1	5.5

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



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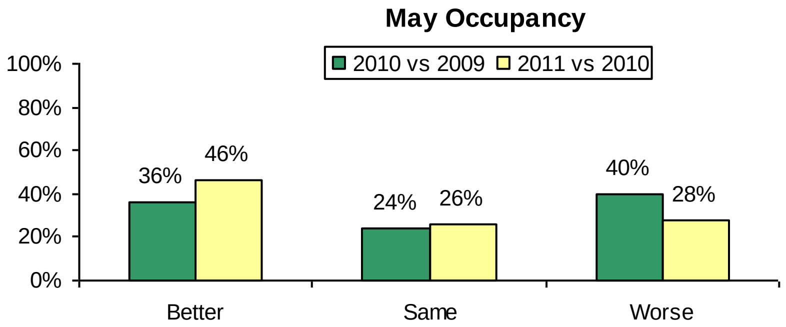
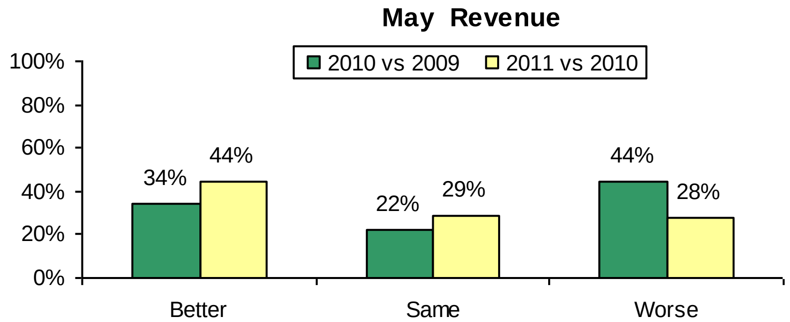
Occupancy Barometer

	May Occupancy		May Revenue	
	2010	2011	2010	2011
Property Managers Responding	129	122	125	119
Better/Same (net)	60%	<72%>	56%	<72%>
Better	36%	46%	34%	44%
Same	24%	26%	22%	29%
Worse	<40%>	28%	<44%>	28%

Q25: Was your May occupancy better, the same, or worse than it was in May 2011?
How about your property's May revenue – better, the same, or worse than May 2011?



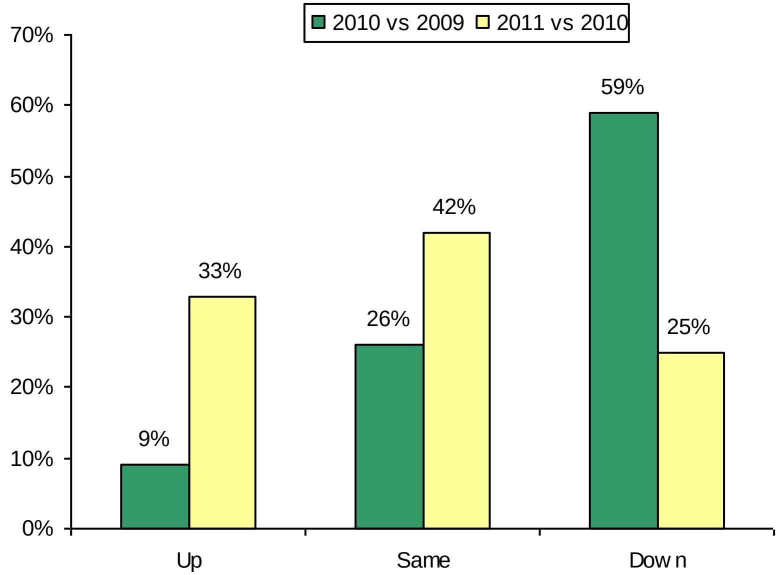


Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2010	**2011**
Total Answering Respondents	128	120
Up/Same (net)	34%	<74%>
Up	9%	<33%>
Same	26%	<42%>
Down	<59%>	25%

Q26: Compared to June, July and August of one year ago, is your property's total level of reservations up, the same or down for the upcoming June, July and August?

Level of Reservations for Next 3 Months



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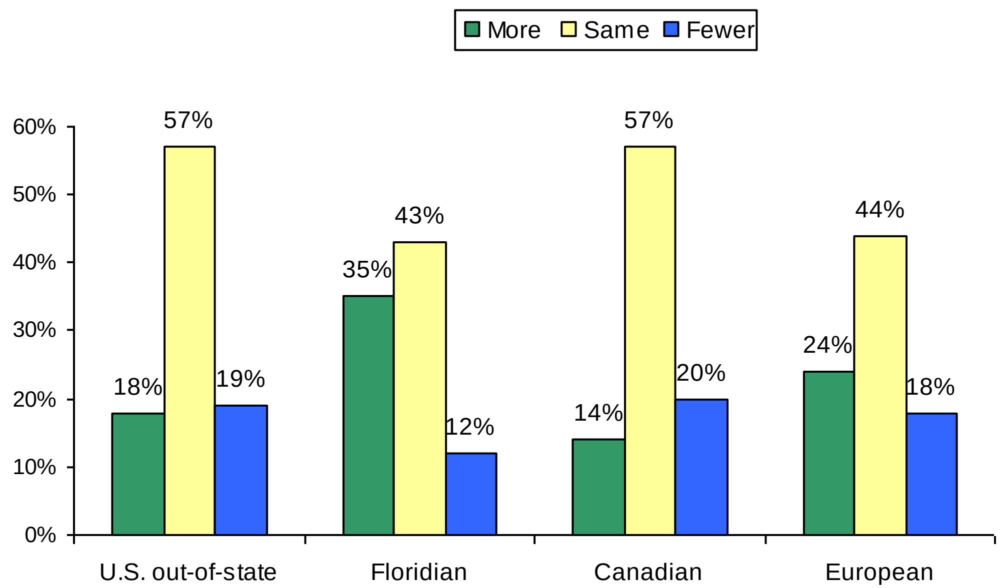
Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (116/91 Minimum)	More		Same		Fewer		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
U.S out-of-state	8%	<18%>	36%	<57%>	<45%>	19%	10%	5%
Floridian	17%	<35%>	40%	43%	<32%>	12%	10%	9%
Canadian	4%	<14%>	34%	<57%>	<46%>	20%	16%	9%
European	7%	<24%>	33%	44%	<46%>	18%	14%	14%

Q27: Now thinking about the specific origins of your guests, for the upcoming June, July and August do you expect more, the same, or fewer guests from each of the following areas than you had in June, July and August of one year ago?

Origin of Guests for Next 3 Months Compared to Last Year
May 2011



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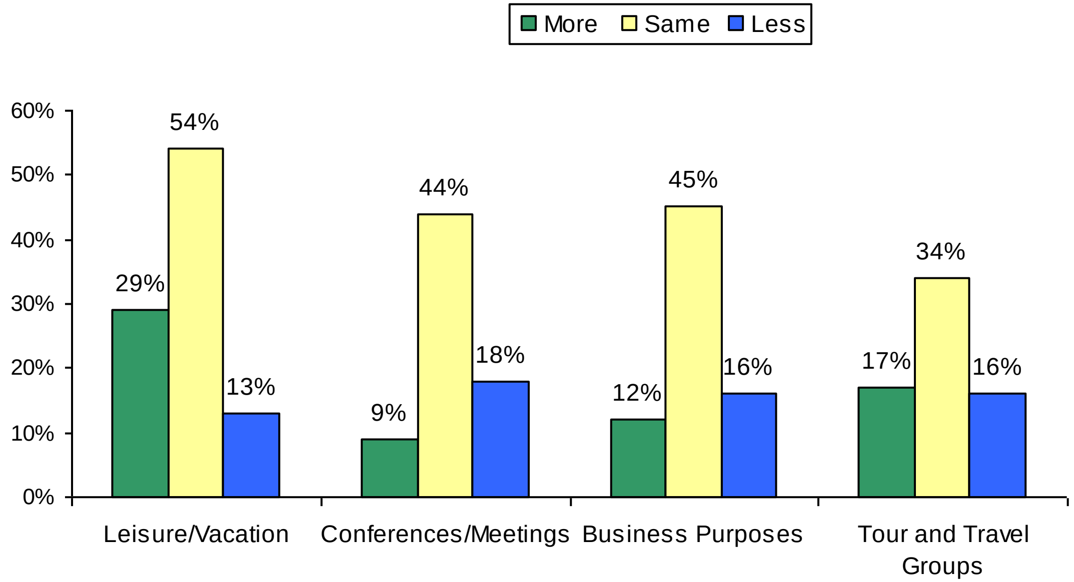
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (110/96 Minimum)	More		Same		Less		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
Leisure/Vacation	11%	<29%>	42%	54%	<36%>	13%	11%	5%
Conferences/Meetings	4%	9%	22%	<44%>	<30%>	18%	<43%>	29%
Business Purposes	4%	<12%>	33%	45%	26%	16%	37%	27%
Tour and Travel Groups	5%	<17%>	26%	34%	17%	16%	<52%>	33%

Q28: Compared to June, July and August of one year ago will the following types of travelers generate more, the same, or less business for your property in the upcoming June, July and August?

Type of Travelers for Next 3 Months Compared to Last Year
May 2011



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Economic Impact Analysis
May 2011

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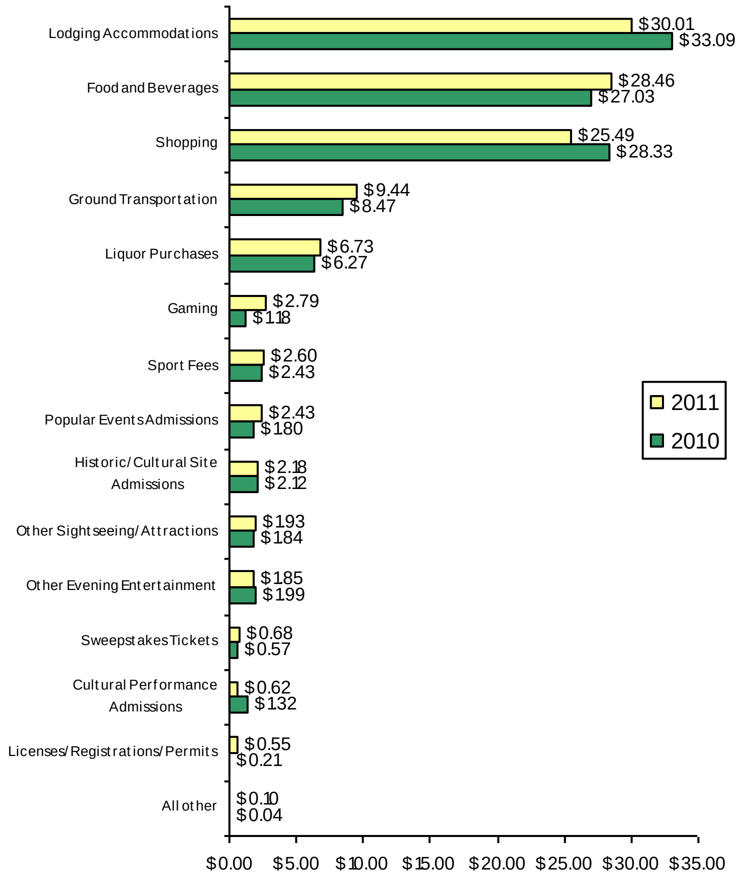
Average Expenditures

May Average Expenditures per Person per Day			
	2010	2011	% Change
TOTAL	$116.69	$115.87	-0.7%
Lodging Accommodations	$33.09	$30.01	-9.3%
Food and Beverages	$27.03	$28.46	5.3%
Shopping	$28.33	$25.49	-10.0%
Ground Transportation	$8.47	$9.44	11.5%
Liquor Purchases	$6.27	$6.73	7.3%
Gaming	$1.18	$2.79	136.4%
Sport Fees	$2.43	$2.60	7.0%
Popular Events Admissions	$1.80	$2.43	35.0%
Historic/Cultural Site Admissions	$2.12	$2.18	2.8%
Other Sightseeing/Attractions	$1.84	$1.93	4.9%
Other Evening Entertainment	$1.99	$1.85	-7.0%
Sweepstakes Tickets	$0.57	$0.68	19.3%
Cultural Performance Admissions	$1.32	$0.62	-53.0%
Licenses/Registrations/Permits	$0.21	$0.55	161.9%
All other	$0.04	$0.10	150.0%

Average Expenditures per Person per Day



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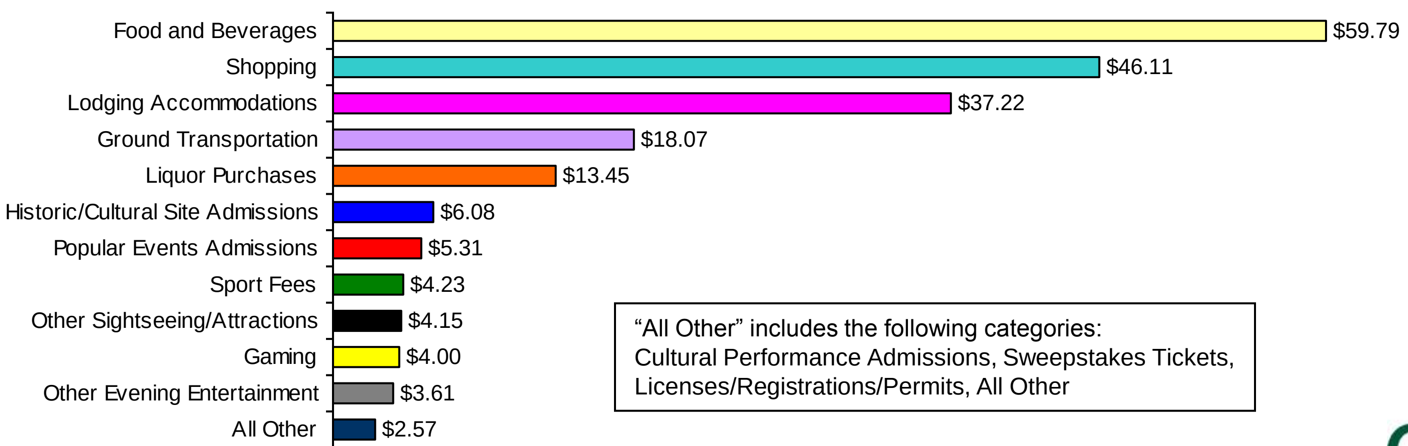
Total Visitor Expenditures by Spending Category

May TOTAL EXPENDITURES			
	2010	2011	% Change
TOTAL	$144,954,380	$204,598,784	41.1%
Food and Beverages	$35,565,658	$59,786,469	68.1%
Shopping	$36,421,002	$46,112,657	26.6%
Lodging Accommodations	$31,416,485	$37,224,666	18.5%
Ground Transportation	$12,928,376	$18,072,981	39.8%
Liquor Purchases	$7,344,827	$13,452,631	83.2%
Historic/Cultural Site Admissions	$4,158,261	$6,079,232	46.2%
Popular Events Admissions	$3,595,843	$5,311,077	47.7%
Sport Fees	$3,778,436	$4,227,556	11.9%
Other Sightseeing/Attractions	$2,808,278	$4,152,603	47.9%
Gaming	$1,756,458	$3,999,012	127.7%
Other Evening Entertainment	$3,376,970	$3,605,459	6.8%
All Other	$1,803,786	$2,574,441	42.7%

May 2011 Total Expenditures (Millions)



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

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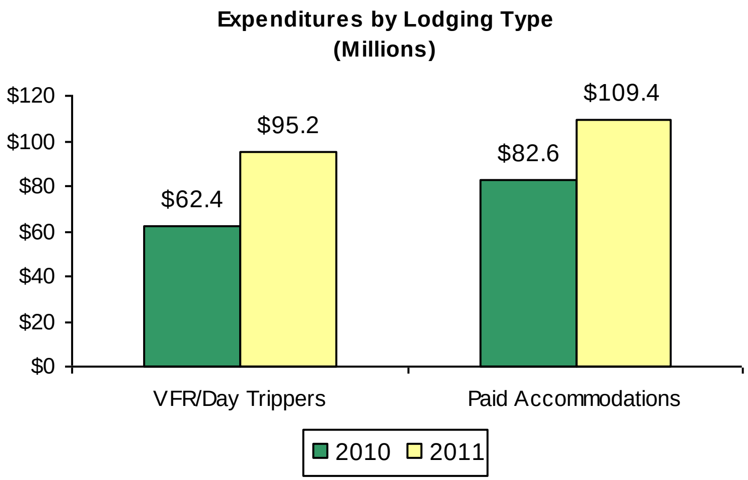
Total Visitor Expenditures by Spending Category

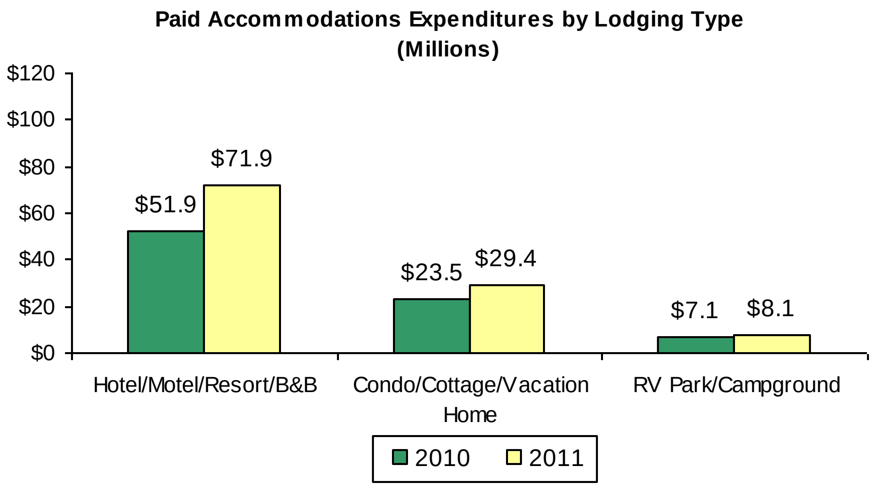
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2010	2011	% Change	2010	2011	% Change
TOTAL	$82,555,796	$109,425,460	32.5%	$62,398,584	$95,173,324	52.5%
Lodging Accommodations	$31,416,485	$37,224,666	18.5%	$0	$0	-
Food and Beverages	$16,874,493	$25,304,647	50.0%	$18,691,165	$34,481,822	84.5%
Shopping	$17,064,143	$20,583,489	20.6%	$19,356,859	$25,529,168	31.9%
Ground Transportation	$5,357,122	$8,446,125	57.7%	$7,571,254	$9,626,856	27.2%
Liquor Purchases	$3,781,634	$5,969,399	57.9%	$3,563,193	$7,483,232	110.0%
Sport Fees	$1,747,687	$2,543,701	45.5%	$2,030,749	$1,683,855	-17.1%
Popular Events Admissions	$1,341,273	$2,274,554	69.6%	$2,254,570	$3,036,523	34.7%
Other Evening Entertainment	$917,397	$1,699,728	85.3%	$2,459,573	$1,905,731	-22.5%
Other Sightseeing/Attractions	$1,507,033	$1,489,782	-1.1%	$1,301,245	$2,662,821	104.6%
Historic/Cultural Site Admissions	$1,177,495	$1,488,708	26.4%	$2,980,766	$4,590,524	54.0%
Gaming	$470,433	$1,371,817	191.6%	$1,286,025	$2,627,195	104.3%
All Other	$900,601	$1,028,844	14.2%	$903,185	$1,545,597	71.1%

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

Total Visitor Expenditures by Lodging Type

May Total Expenditures by Lodging Type					
	2010	2011	% Change	2010	2011
TOTAL	$144,954,380	$204,598,784	41.1%	100%	100%
Visiting Friends & Relatives/Day Trippers	$62,398,584	$95,173,324	52.5%	43%	47%
Paid Accommodations	$82,555,796	$109,425,460	32.5%	57%	53%
Hotel/Motel/Resort/B&B	$51,933,238	$71,875,371	38.4%	36%	35%
Condo/Cottage/Vacation Home	$23,483,845	$29,415,784	25.3%	16%	14%
RV Park/Campground	$7,138,713	$8,134,305	13.9%	5%	4%





Direct and Indirect Impact of Visitor Expenditures

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

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

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

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

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

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

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

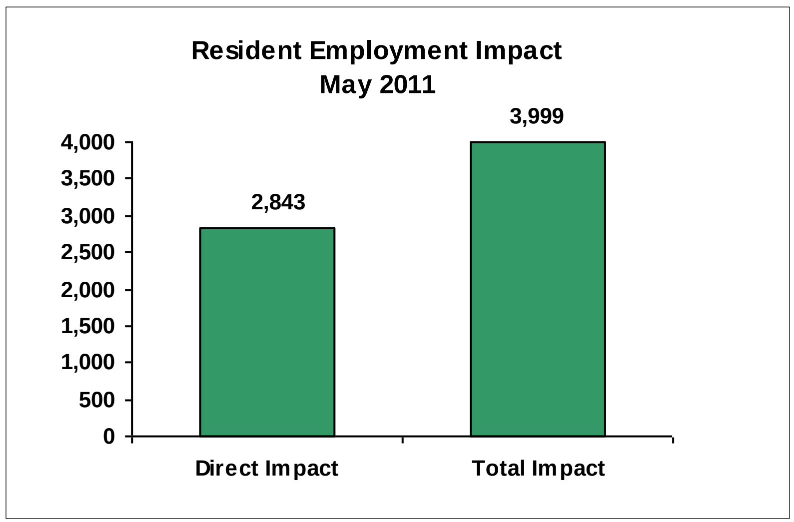
Impact on Jobs for Lee County Residents

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

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

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

<u>Total employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures <u>PLUS</u> 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.).



the beaches of FORT MYERS SANIBEL

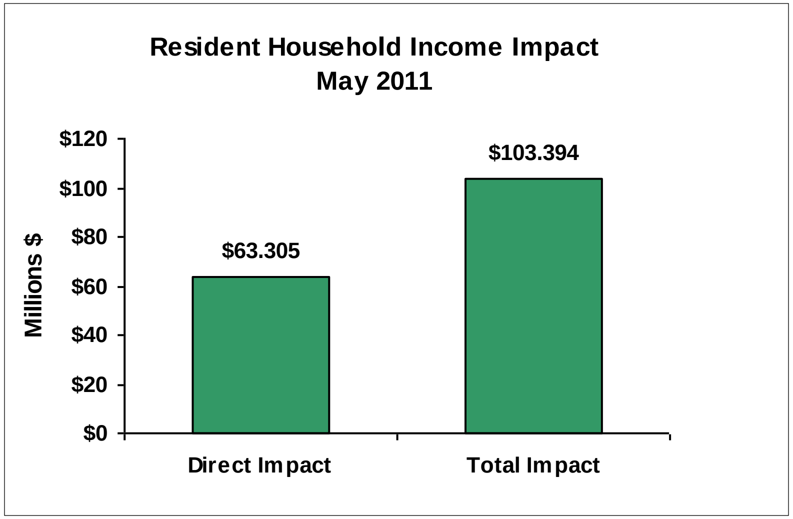
Impact on Household Income for Lee County Residents

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

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

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

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



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Impact on State and Local Government Revenues

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

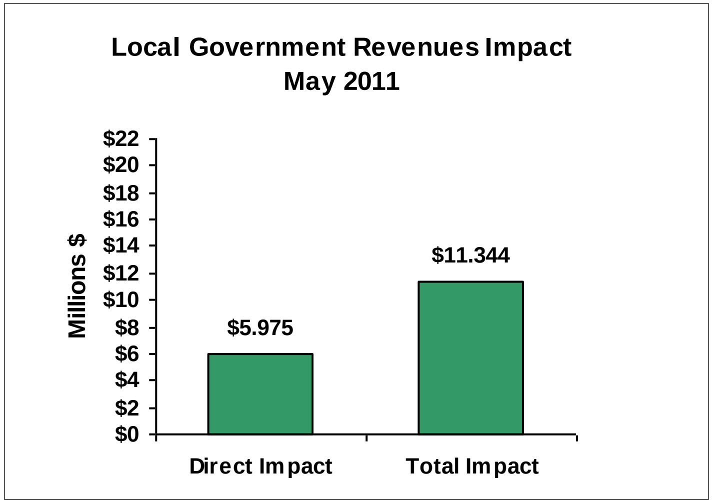
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the <u>government revenue impact</u>.

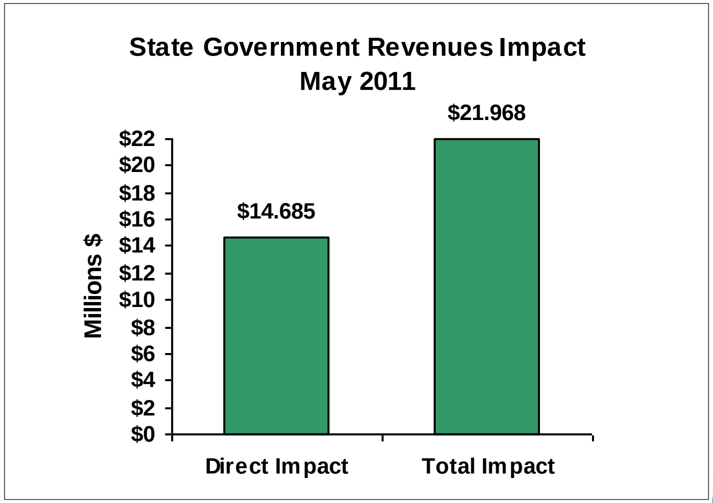
<u>Local government revenue impact</u> is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

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

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





Appendix

May 2011

May 2011 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Casa Playa	5/4/2011	6
Fort Myers Beach	Diamond Head Resort	5/4/2011	9
Fort Myers Beach	Estero Island Beach Club	5/4/2011	8
Fort Myers Beach	Gateway Villa	5/4/2011	7
Fort Myers Beach	Neptune Inn	5/4/2011	7
Bonita Springs	Bonita Beach	5/7/2011	26
Ft. Myers	Clarion	5/12/2011	4
Ft. Myers	Edison Estate	5/12/2011	25
NFM	Shell Factory	5/12/2011	10
Sanibel	Casa Ybel	5/18/2011	7
Sanibel	Holiday Inn	5/18/2011	9
Sanibel	Pointe Santo	5/18/2011	9
Sanibel	Tarpon Beach Resort	5/18/2011	6
Cape Coral	Cape Coral Yacht Club	5/21/2011	9
Ft. Myers	Centennial Park	5/21/2011	5
Sanibel	Lighthouse Beach	5/26/2011	9
Sanibel	Ocean Reach Resort	5/26/2011	6
Sanibel	Sanibel Inn	5/26/2011	5
Sanibel	Sanibel Island Beach Club	5/26/2011	9
Fort Myers Beach	Casa Playa	5/28/2011	5
Fort Myers Beach	Pink Shell Resort	5/28/2011	7
Fort Myers Beach	Red Coconut RV & Campground	5/28/2011	4
Fort Myers Beach	Winward Passage	5/28/2011	5
Ft. Myers	Summerlin Square Trolley	5/28/2011	8
TOTAL			**205**

Occupancy Interviewing Statistics

Interviews were conducted from June 1 – June 15, 2011. Information was provided by 126 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	75
Condo/Cottage/Vacation Home/Timeshare	33
RV Park/Campground	18
Total	126