

RESEARCH DATA SERVICES, INC.

600 SOUTH MAGNOLIA AVENUE • SUITE 350
TAMPA, FLORIDA 33606
TEL (813) 254-2975 • FAX (813) 254-2986

2000 Annual Visitor Profile -- Lee County



Prepared for:

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

Prepared by:

Walter J. Klages, Ph.D.
President
Research Data Services, Inc.

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Lee County -- 2000 Annual Visitor Profile

Executive Summary

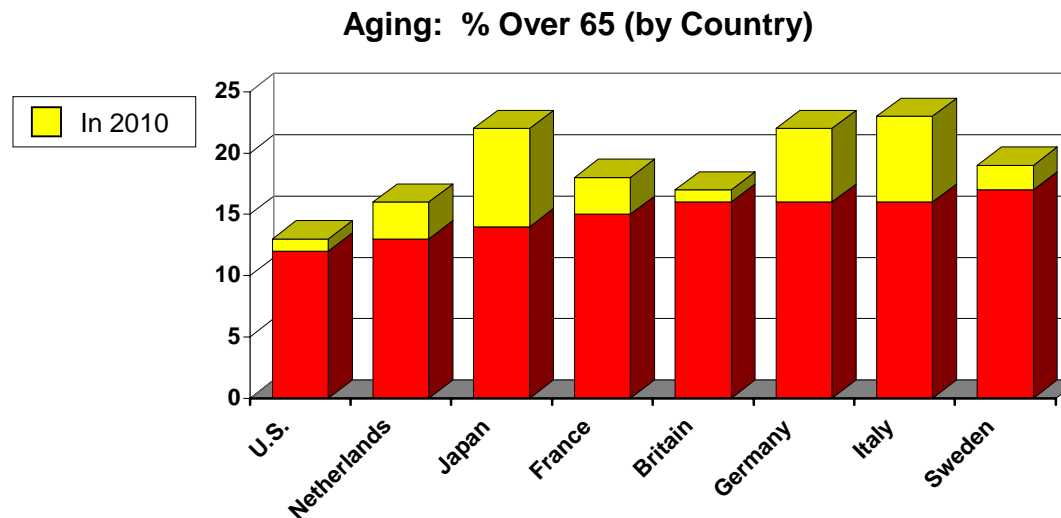


The Visitor Profile of Lee County: 2000 Year-End Summary

Executive Summary

- 1.** Tourism is the Lee Island Coast's *[LIC]* number one industry. **The industry generated \$1,380,504,875 in direct visitor spending in 2000 or \$2,318,834,039 in total economic impact. [Number of visitors: 3,359,064 (Hotel / Motel / Condo / Campground (H/M/C/C) and Visit Friends / Relatives (V F/R)]. In comparison, in 1999, tourists' direct expenditures accounted for \$1,299,322,093, creating a combined economic impact of \$2,182,471,320.** In 2000, H/M/C/C visitors alone had a direct expenditure impact of \$1,043,992,100. With the multiplier effect, this represents a \$1,753,593,530 injection into the County's economy [2000 (H/M/C/C) visitors: 1,946,154].
- 2.** Throughout the year 2000, the U.S. dollar's value against the Euro and several key foreign currencies has significantly increased. This is particularly important since the Continental European market encompasses the bulk of *LIC's* foreign markets. In 2000 *LIC's* continental European market contracted by 4.3% (1999 European Visitors: 226,084) with 2000 visitation totaling 216,414 [(2000 United Kingdom visitors: 65,396 (-3.0%); 2000 German-speaking visitors: 117,373 (-4.9%)].
- 3.** *LIC's* tourism markets are undergoing socio-economic, demographic, and competitive changes. Today's aging baby boomers are financially well off, empty nesters, and increasingly moving into the ranks of seasonal Lee residents. Interestingly, our foreign markets mirror this trend.

The Visitor Profile of Lee County: 2000 Year-End Summary

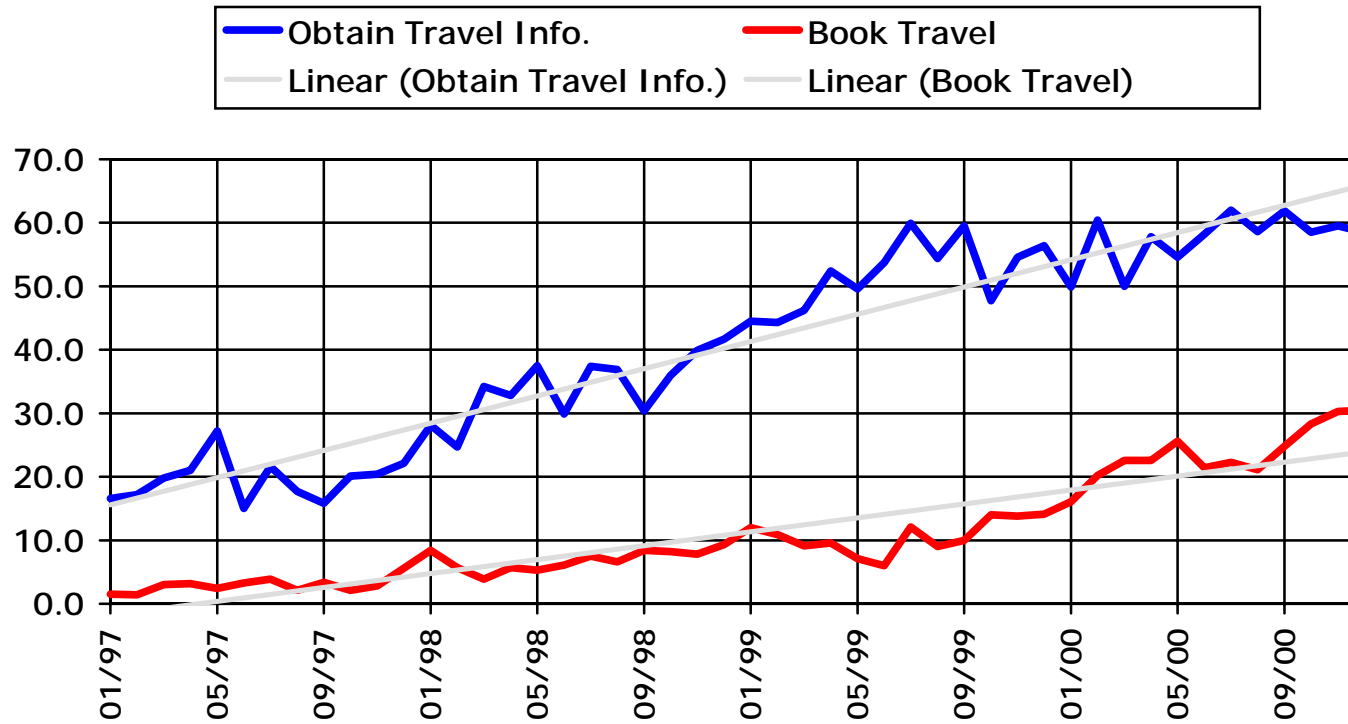


5. **LIC's** markets are typically upscale, professional and technical in occupation. For many visitors, the "Time Poverty Paradox" dictates opportunities that conveniently package travel. Quality, value for the money, and convenience are the primary focus of these market segments.

6. The Internet has made strong travel industry in-roads, which, were as recently as two years ago, unforeseeable. To wit, better than 90% of **LIC's** patron group have access to the Internet, and growing majorities routinely obtain travel information on-line. Just 12 months ago only 10.7% of **LIC** visitors were booking/buying travel products on-line. Today, fully 23.8% make such purchases.

The Visitor Profile of Lee County: 2000 Year-End Summary

LIC Visitor Internet Use (1997 - 2000)



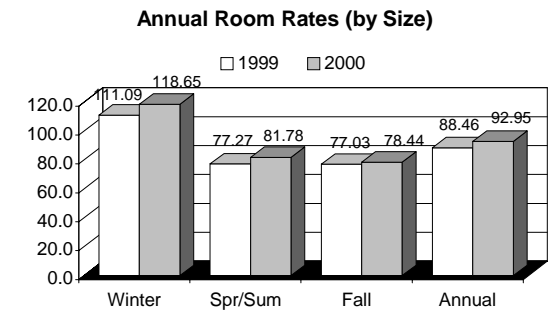
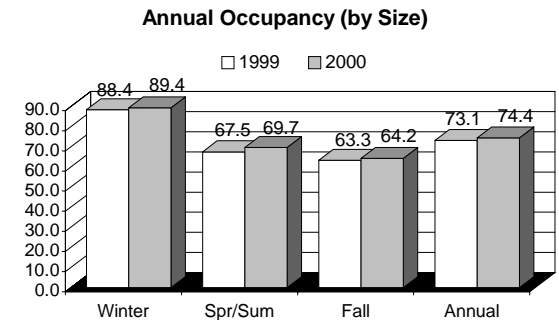
Lee County -- 2000 Annual Visitor Profile



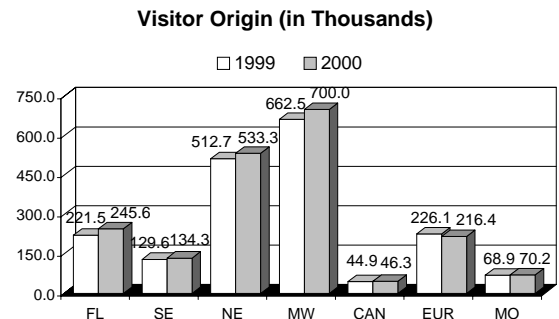
2000 Annual Visitor Profile -- Lee County

	Annual		% Δ
	1999	2000	99/00
Number of Visitors	1,866,123	1,946,154	+4.3
Expenditures	\$971,709,577	\$1,043,992,100	+7.4

Occupancy: Industry (Weighted)	Winter	Spr/Sum	Fall	Annual
Occupancy Rate 2000	89.4%	69.7%	64.2%	74.4%
Occupancy Rate 1999	88.4	67.5	63.3	73.1
Δ Points	+1.0	+2.2	+0.9	+1.3
Average Room Rate 2000	\$118.65	\$81.78	\$78.44	\$92.95
Average Room Rate 1999	111.09	77.27	77.03	88.46
Δ Percent	+6.8%	+5.8%	+1.8%	+5.1%

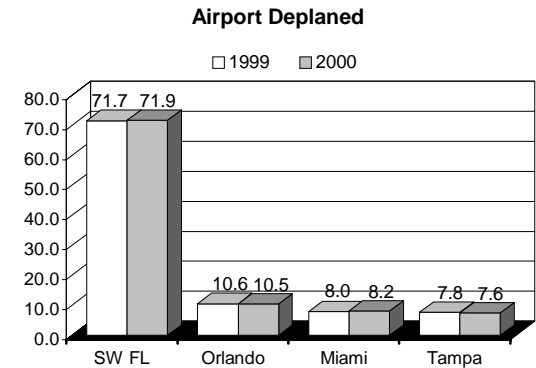
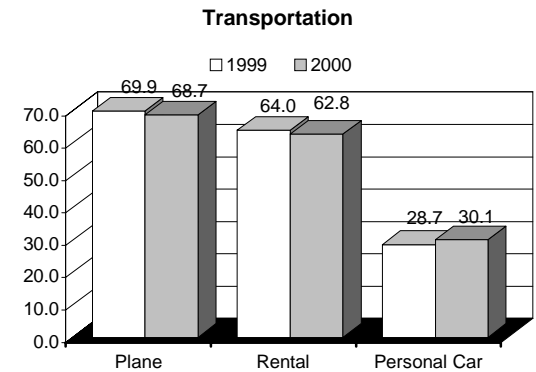


Visitor Origin	Annual				99/00 Percent Change
	Percent Relative	1999 Visitor Number	Percent Relative	2000 Visitor Number	
Florida	11.9%	221,515	12.6%	245,622	+10.9
Southeast	6.9	129,602	6.9	134,322	+3.6
Northeast	27.5	512,674	27.4	533,288	+4.0
Midwest	35.5	662,487	36.0	700,019	+5.7
Canada	2.4	44,859	2.4	46,251	+3.1
Europe	12.1	226,084	11.1	216,414	-4.3
Markets of Opportunity	3.7	68,902	3.6	70,238	+1.9
Total	100.0%	1,866,123	100.0%	1,946,154	+4.3

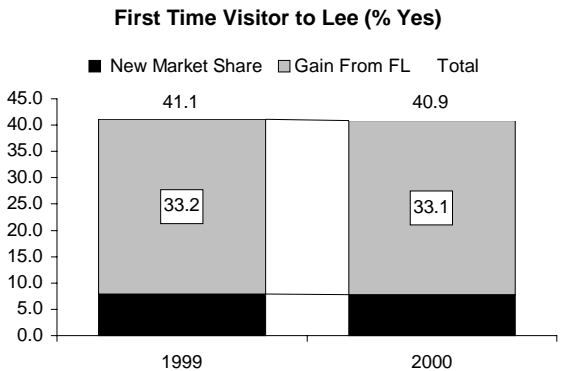


2000 Annual Visitor Profile -- Lee County

	<u>Annual 1999</u>	<u>Annual 2000</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	69.9%	68.7%
Rental Car	64.0	62.8
Personal Car	28.7	30.1
Airport Deplanned		
Southwest Florida International	71.7%	71.9%
Orlando International	10.6	10.5
Miami International	8.0	8.2
Tampa International	7.8	7.6
Car Rental Location		
Fort Myers	69.8%	70.1%
Orlando	11.2	11.2
Miami	8.5	8.6
Tampa	8.1	7.9

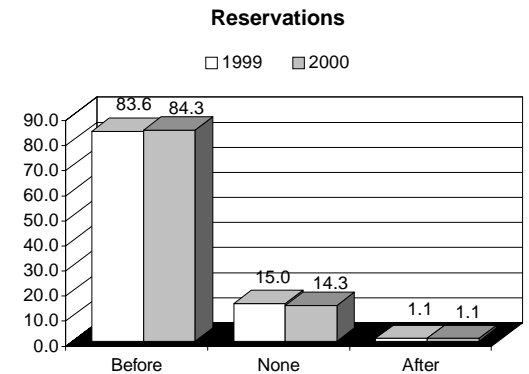
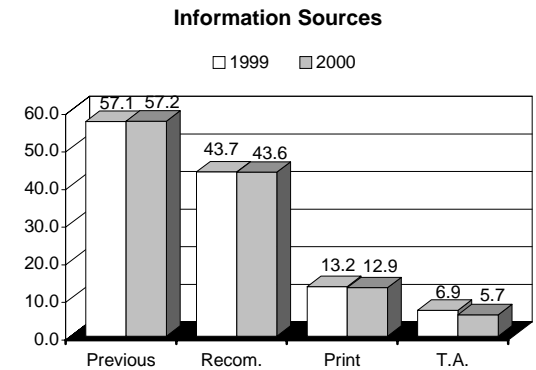


	<u>Annual 1999</u>	<u>Annual 2000</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	97.9%	97.9%
Visit Friends and Relatives	10.2	10.7
B. Occupancy Survey Data		
Convention/Conference/Business Meeting	19.3%	20.8%
First Visit to (% yes)		
Lee County	41.1%	40.9%
Florida	7.9	7.8
First Time Visitors (by Region)		
Florida	30.5%	32.4%
Southeast	44.1	43.5
Northeast	37.9	38.0
Midwest	33.4	32.1
Canada	25.4	N/A
Europe	68.0	67.8
Markets of Opportunity	50.9	52.6

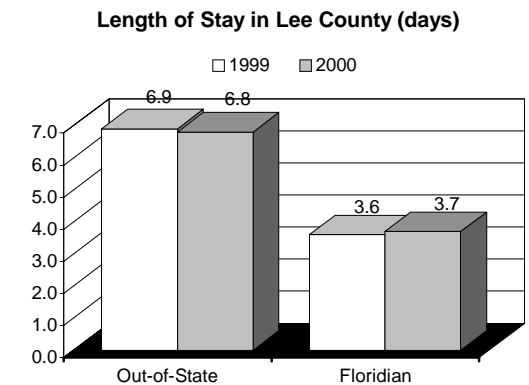


2000 Annual Visitor Profile -- Lee County

	<u>Annual 1999</u>	<u>Annual 2000</u>
Average Repeat Visits to Lee	3.6	3.6
Information Sources (Volunteered)		
Previous Visit	57.1%	57.2%
Recommendations	43.7	43.6
Print Media	13.2	12.9
Travel Agent	6.9	5.7
Business Contacts	2.8	2.9
Assisted by Travel Agent	33.9%	24.5%
Travel Agent Assisted with		
Airline Reservations	60.1%	69.7%
Hotel/Motel Reservations	25.1	32.0
Vacation Packages	35.1	25.4
Reservations		
Before Leaving Home	83.6%	84.3%
None	15.0	14.3
After Arrival	1.1	1.1

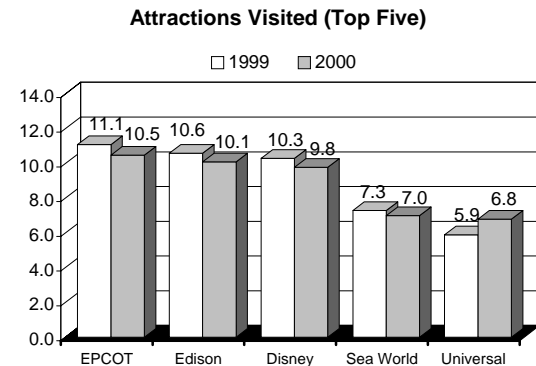
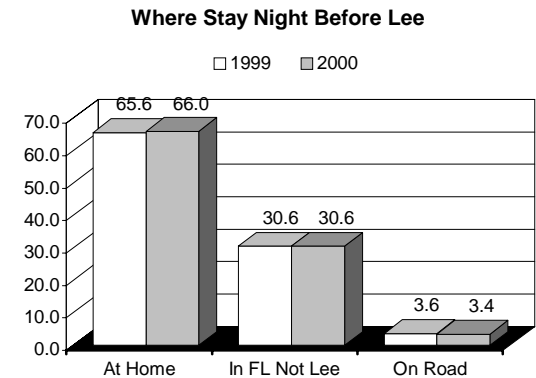
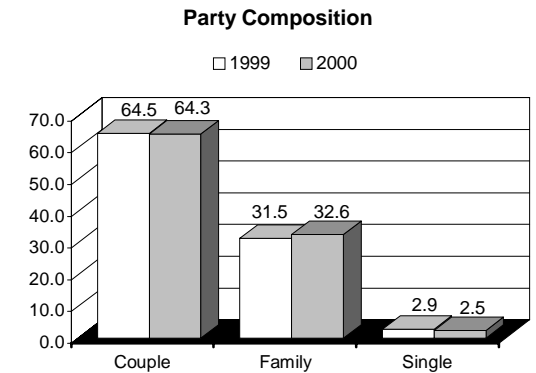


	<u>1999</u> <u>Out-of-</u> <u>State</u>	<u>2000</u> <u>Out-of-</u> <u>State</u>	<u>1999</u> <u>Floridian</u>	<u>2000</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.9	10.9	3.8	3.8
In Florida	10.1	10.1	N/A	N/A
In Lee County	6.9	6.8	3.6	3.7
% Staying 4 days or Less in Lee	26.6%	28.1%	77.0%	76.0%
Party Size	2.6	2.6	2.5	2.6



2000 Annual Visitor Profile -- Lee County

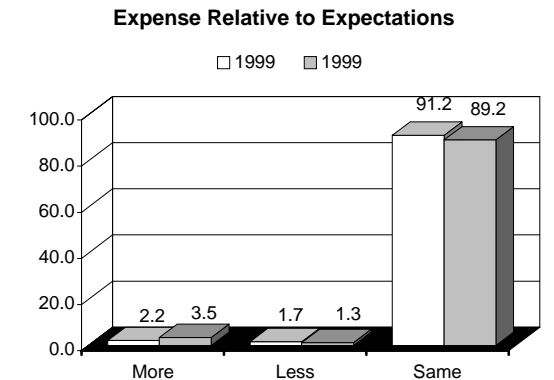
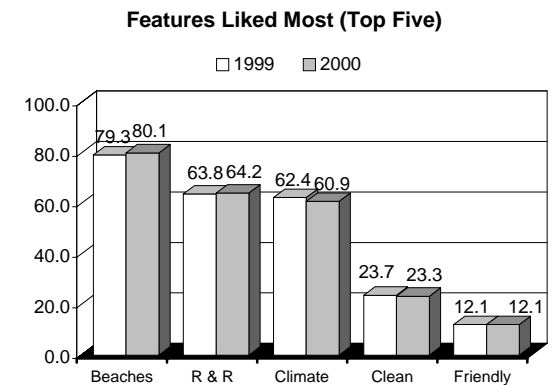
	<u>Annual 1999</u>	<u>Annual 2000</u>
Party Composition		
Couple	64.5%	64.3%
Family	31.5	32.6
Single	2.9	2.5
Where Stay Night Before Lee		
At Home	65.6%	66.0%
In Florida, Not in Lee	30.6	30.6
On the Road, Not in Florida	3.6	3.4
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	32.9%	31.6%
Tampa Bay	14.1	14.2
Sarasota	8.9	9.3
Florida Keys	8.4	9.0
Miami	5.2	5.3
Fort Lauderdale/Palm Beach	5.6	5.2
Attractions Visited		
EPCOT	11.1%	10.5%
Edison Home/Ford Home	10.6	10.1
Disney World	10.3	9.8
Sea World	7.3	7.0
Universal Studios	5.9	6.8
Busch Gardens	6.4	5.8
Ding Darling	4.0	3.8
MGM	3.9	3.2
Satisfaction with Lee County	99.2%	99.2%



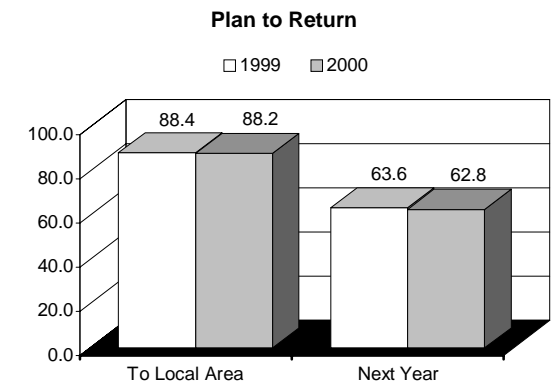
2000 Annual Visitor Profile -- Lee County

	<u>Annual 1999</u>	<u>Annual 2000</u>
Features Liked Most about Lee		
Beaches	79.3%	80.1%
Rest/Relaxation/Quiet	63.8	64.2
Climate	62.4	60.9
Clean Environment	23.7	23.3
Friendly Residents	12.1	12.1
Safety of the Area	4.1	3.4

Features Liked Least about Lee		
No Specific Complaints	75.7%	76.3%
Congestion/Over-Population	14.0	13.9
Insects	6.7	5.0
Weather	1.6	2.5

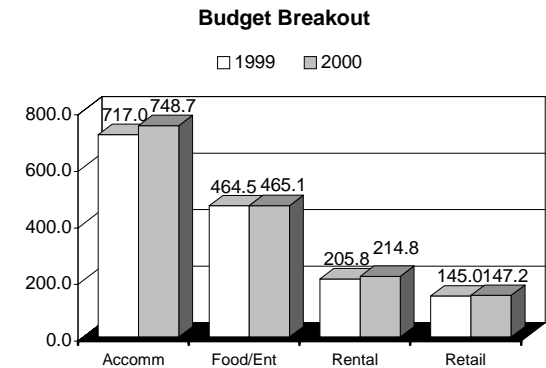


	<u>Annual 1999</u>	<u>Annual 2000</u>
Expense Relative to Expectations		
More Expensive	2.2%	3.5%
Less Expensive	1.7	1.3
Same	91.2	89.2
Recommend Lee to Friends/Relatives (% yes)	95.2%	94.8%
Plan to Return (% yes)		
To Local Area	88.4%	88.2%
Next Year (Base: Return to Local Area)	63.6	62.8
Median Age Head of Household (years)	47.2	47.6
Median Annual Household Income	\$74,365	\$75,733

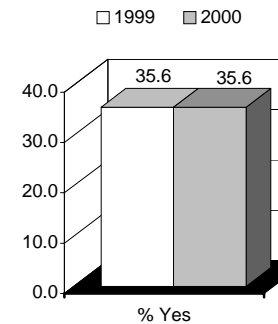


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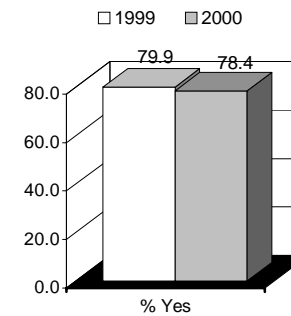
	<u>Annual 1999</u>	<u>Annual 2000</u>
Average Number of (per year)		
Getaway Trips	2.9	2.9
Vacations	1.8	1.8
Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)		
Total	\$1,249.50	\$1,299.27
Per Person/Trip	490.48	502.38
Per Person/Day	70.90	73.14
Out-of-State Visitor Party Budget Breakout (Lee Stay)		
Accommodations	\$717.01	\$748.72
Food/Entertainment	464.47	465.06
Rental Car	205.75	214.83
Retail Purchases	144.98	147.16



See/Hear/Read Message

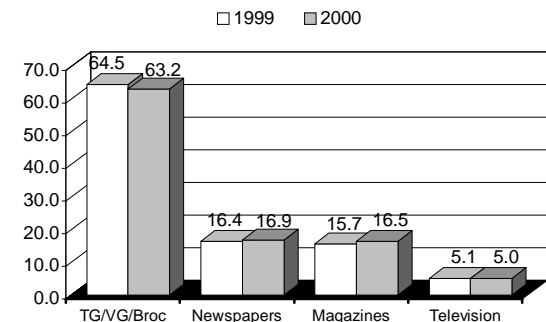


Influenced by Message



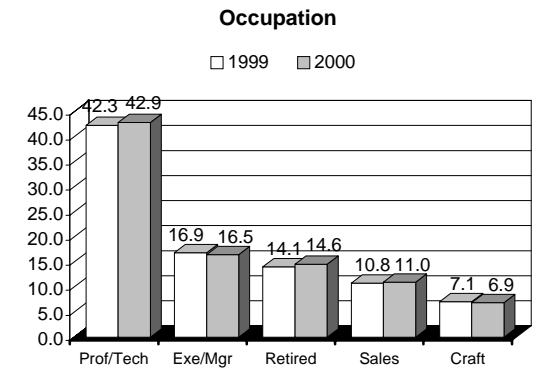
	<u>Annual 1999</u>	<u>Annual 2000</u>
See/Hear/Read Lee Message	35.6%	35.6%
Type of Message Seen		
Travel Guides/Visitor Guides/Brochures	64.5%	63.2%
Newspapers	16.4	16.9
Magazines	15.7	16.5
Television	5.1	5.0
Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)		
	79.9%	78.4%

Type of Message Seen

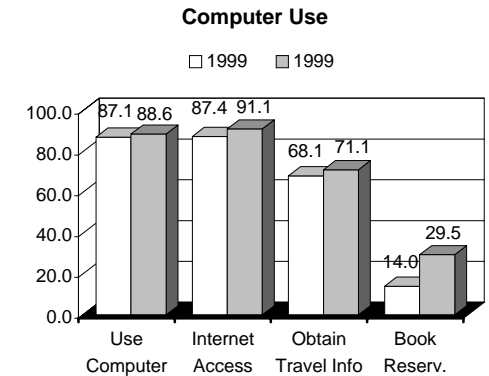


2000 Annual Visitor Profile -- Lee County

Occupation	Annual 1999	Annual 2000
Professional/Technical	42.3%	42.9%
Executive/Managerial	16.9	16.5
Retired	14.1	14.6
Salesman/Buyer	10.8	11.0
Craft/Factory	7.1	6.9



	Annual 1999	Annual 2000
Use a Computer at Home or Work	87.1%	88.6%
Have Internet Access (Base: Respondents with use of a computer)	87.4%	91.1%
Use Internet to: (Base: Respondents who have used on line services)		
Obtain Travel Information	68.1%	71.1%
Book Reservations on-line	14.0	29.5



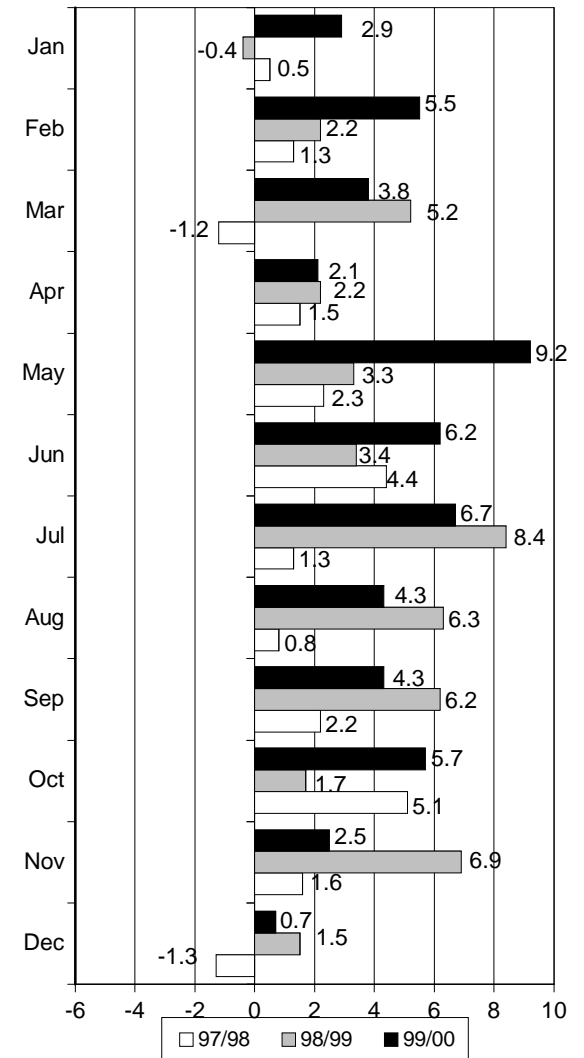
Lee County Origin Markets

1997 – 1998 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-12.3	+5.9	-8.8	-4.0	+6.3	+7.4	+6.7	+2.0	+11.0	+8.1	+15.8	+5.6
Southeast	+3.3	-26.2	+5.7	-22.7	-8.1	-0.9	-13.6	-4.2	+5.5	+13.8	-12.5	-12.4
Northeast	+4.9	+3.4	+0.5	+2.6	+1.9	+6.1	+6.8	+4.6	-1.1	+6.0	+5.4	+0.9
Midwest	+1.7	+4.0	+0.2	+3.6	+4.2	+5.9	+2.9	+2.5	+3.1	+4.4	-2.1	-0.5
Canada	+8.9	+5.5	-10.4	+1.5	+2.2	-8.6	-32.5	-6.9	+2.2	-14.4	-23.8	-14.7
Europe	+1.4	+4.6	-5.9	+3.3	-1.4	+5.6	+4.1	-0.2	-3.2	+8.1	+5.3	+5.0
Mkts of Opp.	-34.4	-15.6	-4.1	+25.7	-3.5	-8.8	-16.5	-11.0	-3.9	-13.0	+5.9	-11.5
TOTAL	+0.5	+1.3	-1.2	+1.5	+2.3	+4.4	+1.3	+0.8	+2.2	+5.1	+1.6	-1.3

1998 – 1999 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+14.2	-4.5	+12.2	+6.2	-5.0	-7.1	+3.3	+3.9	+10.6	-4.1	+1.7	-0.7
Southeast	-5.7	+4.2	+12.1	+8.2	+26.7	+8.0	+14.6	+14.7	+7.8	-1.4	-0.7	+7.9
Northeast	+1.4	+5.1	+7.7	-1.2	+4.5	+10.4	+12.0	+10.1	+9.7	+5.0	+8.1	+2.9
Midwest	+0.1	+2.6	+4.9	+7.7	+5.1	+3.7	+10.6	+9.3	+5.3	-1.1	+8.9	+3.7
Canada	-28.5	-16.2	-24.5	-23.3	-13.9	-11.4	+26.5	-11.4	-29.2	-7.6	+0.4	-3.9
Europe	-4.0	+5.5	+13.6	+3.1	+7.1	+11.6	+7.0	+1.2	+0.3	+5.6	+8.4	-2.0
Mkts of Opp.	+18.3	-10.1	-29.9	-15.5	+1.2	-9.5	-5.4	+1.5	+1.6	+12.3	+9.1	-22.1
TOTAL	-0.4	+2.2	+5.2	+2.2	+3.3	+3.4	+8.4	+6.3	+6.2	+1.7	+6.9	+1.5

1999 – 2000 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+7.3	+20.3	+8.6	+5.0	+11.2	+17.7	+13.4	+9.2	+10.8	+17.6	+9.5	-10.4
Southeast	0.0	+1.5	+2.2	+9.7	+12.6	+8.9	-2.0	+5.6	-9.9	+9.0	+10.3	-2.3
Northeast	+1.9	+4.9	+1.7	+0.7	+12.2	+3.1	+8.1	+7.4	+7.2	+2.4	+5.4	+4.2
Midwest	+4.6	+6.8	+4.5	+2.4	+11.6	+7.3	+11.8	+8.5	+10.0	+7.9	+3.7	+2.0
Canada	-4.4	-12.5	+22.3	+10.6	+14.7	-29.2	-39.0	-6.1	+17.3	+16.2	+9.1	+3.5
Europe	-2.0	+3.9	-6.8	-2.3	+3.4	-4.7	+0.9	-5.5	-15.3	-7.4	-10.3	-9.0
Mkts of Opp.	+11.1	+10.3	+36.8	-0.2	-22.0	-6.4	-16.8	-19.9	+18.2	+23.6	-13.9	+6.8
TOTAL	+2.9	+5.5	+3.8	+2.1	+9.2	+6.2	+6.7	+4.3	+4.3	+5.7	+2.5	+0.7

Percent Changes in Visitation (by Month) (%Δ)

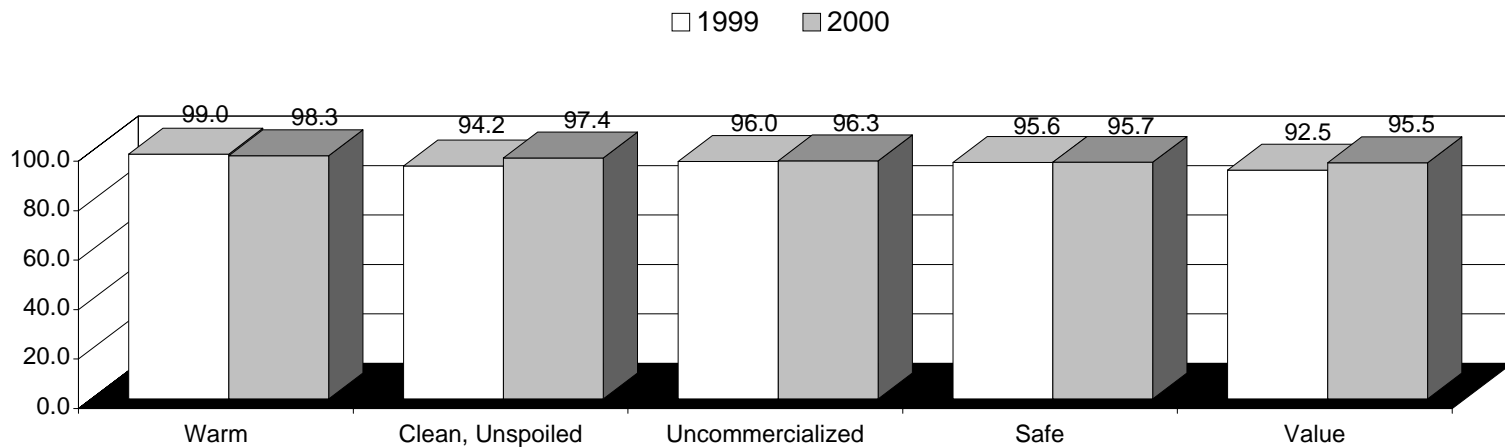


2000 Annual Visitor Profile -- Lee County

Influential Factors in Choosing Lee

Influential Factors	Jan. '00	Feb. '00	Mar. '00	Apr. '00	May. '00	Jun. '00	Jul. '00	Aug. '00	Sep. '00	Oct. '00	Nov. '00	Dec. '00	Dec. '99
Warm Weather	99.7%	99.8%	99.3%	97.7%	97.7%	84.8%	79.0%	71.4%	80.7%	81.9%	86.3%	98.3%	99.0%
Clean, Unspoiled Environment	83.2	76.3	84.9	77.9	77.9	82.4	83.3	85.4	86.3	81.6	86.3	97.4	94.2
Uncommercialized Beaches	98.3	97.7	94.6	95.0	95.0	99.7	99.3	98.0	98.7	98.0	97.3	96.3	96.0
Safe Destination	98.0	93.7	93.7	88.3	88.3	92.0%	94.6%	97.6	99.0	99.3	98.7	95.7	95.6
Good Value for the Money	91.6	85.3	91.7	91.0	91.0	94.7	94.3	93.3	96.7	95.7	95.7	95.5	92.5
White Sand Beaches with Shelling	94.8	89.0	90.1	93.7	93.7	95.8	96.0	94.6	93.3	95.0	93.2	92.8	94.6
Complete Relaxation	92.6	91.7	89.7	89.1	89.1	95.0	92.7	95.6	94.4	94.0	93.4	89.3	90.6
Quiet Atmosphere	85.2	82.7	82.7	75.9	75.9	89.2	94.7	95.2	92.1	96.0	91.1	89.3	83.0
Reasonably Priced Lodging	79.5	74.7	81.7	76.0	76.0	80.9	83.0	83.3	84.6	80.1	78.8	85.6	82.8
Sunning on the Beach	77.5	79.5	81.2	83.7	83.7	83.4	81.7	80.6	76.0	77.9	76.3	84.9	82.9
Tropical Plants/Animals	82.6	79.3	85.5	81.4	81.4	84.4	87.3	81.7	79.7	76.9	80.7	80.4	79.2
Affordable Dining	74.1	72.7	75.5	75.6	75.6	77.9	72.7	74.0	75.6	81.1	79.5	75.4	73.8
Family Atmosphere	72.5	75.0	63.1	65.2	65.2	74.0	81.4	77.0	65.0	70.0	63.0	71.9	78.9
Upscale Accommodations	68.1	72.0	64.2	59.3	59.3	73.4	69.3	66.5	68.3	62.3	70.3	71.5	70.6

Influential Factors in Choosing Lee (Top Five) -- December



TOP ADI'S

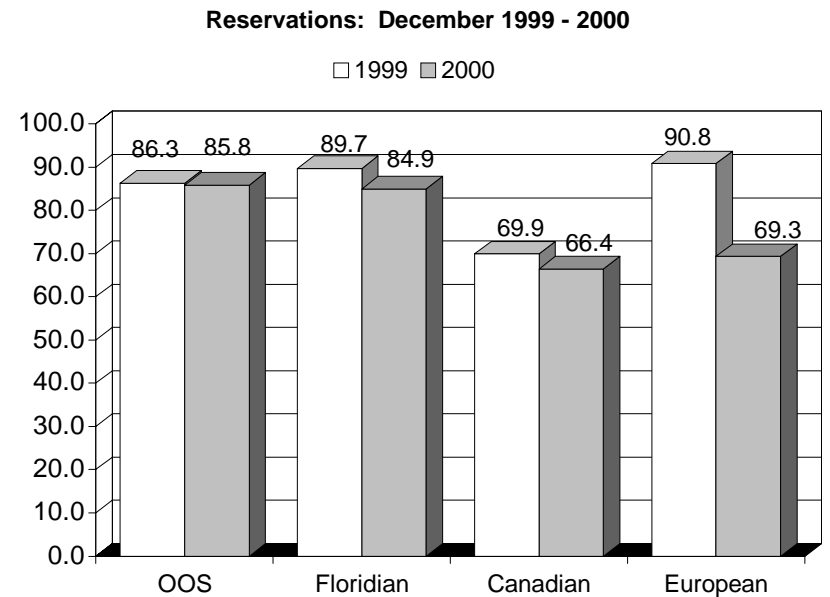
<u>Winter 2000</u>		<u>Spring/Summer 2000</u>		<u>Fall 2000</u>				
1.	Chicago	10.3%	1.	Miami/Fort Lauderdale	12.4%	1.	New York	11.2%
2.	New York	8.1	2.	Tampa/St. Petersburg	7.3	2.	Chicago	9.0
3.	Minneapolis/St. Paul	5.9	3.	New York	6.6	3.	Miami/Fort Lauderdale	7.6
4.	Boston	5.6	4.	Chicago	5.3	4.	Philadelphia	4.7
5.	Indianapolis	4.8	5.	Orlando/Daytona Beach	4.8	5.	West Palm Beach/Ft. Pierce	4.3
6.	Philadelphia	3.9	6.	West Palm Beach/Ft. Pierce	4.6	6.	Tampa/St. Petersburg	4.2
7.	Detroit	3.7	7.	Philadelphia	4.2	7.	Boston	3.8
8.	Cleveland	3.0	8.	Indianapolis	3.1	8.	Orlando/Daytona Beach	3.6
9.	Miami/Ft. Lauderdale	2.7	9.	Cincinnati	3.1	9.	Minneapolis/St. Paul	3.6
10.	Cincinnati	2.6	10.	Boston	2.9	10.	Indianapolis	3.5
11.	Milwaukee	2.6						

Lee County Occupancy Barometer: 2000

1. Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Jan. '00	Feb. '00	Mar. '00	Apr. '00	May '00	Jun '00	Jul. '00	Aug. '00	Sep. '00	Oct. '00	Nov. '00	Dec. '00	Dec. '99
U.S. OOS Travelers	90.8%	95.7%	89.7%	87.0%	88.1%	92.6%	93.0%	90.7%	81.0%	84.4%	87.8%	85.8%	86.3%
Floridian Travelers	98.4	94.1	89.4	87.9	97.1	91.0	93.1	88.5	84.8	88.1	84.6	84.9	89.7
Canadian Travelers	75.8	70.1	67.9	62.2	60.7	60.3	62.5	62.1	57.8	64.1	65.6	66.4	69.9
European Travelers	84.4	80.8	80.5	75.8	74.2	72.9	73.0	65.9	66.3	62.9	67.0	69.3	90.8

Reservations (Next 3 months)	<u>Up</u>	<u>Same</u>	<u>Down</u>
Out-of-State Travelers			
▪ 1999	33.8%	52.5%	13.7%
▪ 2000	32.7	53.1	14.2
▪ Point Δ	-1.1	+0.6	+0.5
Floridian Travelers			
▪ 1999	21.8	67.9	10.3
▪ 2000	17.9	67.0	15.1
▪ Point Δ	-3.9	-0.9	+4.8
Canadian Travelers			
▪ 1999	9.6	60.3	30.1
▪ 2000	13.9	52.5	33.6
▪ Point Δ	+4.3	-7.8	+3.5
European Travelers			
▪ 1999	22.4	68.4	9.2
▪ 2000	20.8	48.5	30.7
▪ Point Δ	-1.6	-19.9	+21.5

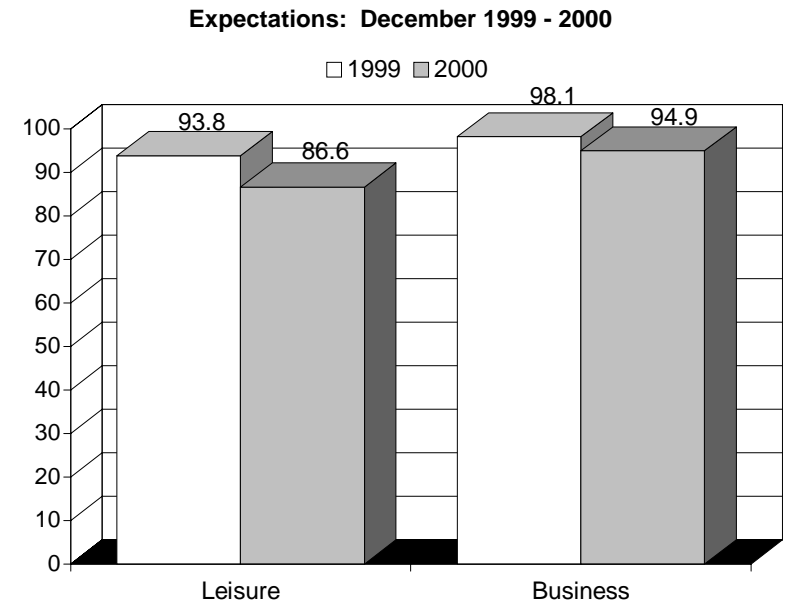


2000 Annual Visitor Profile -- Lee County

2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** "growth" or "stability" for the following market segments:

	Jan. '00	Feb. '00	Mar. '00	Apr. '00	May '00	Jun '00	Jul. '00	Aug. '00	Sep. '00	Oct. '00	Nov. '00	Dec. '00	Dec. '99
Leisure Travelers	95.8%	98.8%	93.0%	91.8%	94.7%	92.8%	98.0%	86.5%	91.8%	89.2%	93.4%	86.6%	93.8%
Business Travelers	93.3	96.5	96.5	91.7	98.5	91.5	96.8	88.1	88.9	96.0	95.2	94.9	98.1
Conventions	92.0	86.5	87.5	71.4	90.9	85.0	86.1	83.7	82.5	84.2	89.3	90.5	90.5
Conferences/ Business Meetings	92.3	92.1	94.7	74.4	93.2	90.2	86.1	78.7	84.4	86.2	95.5	87.5	95.6
Travel and Tour Groups	92.2	91.3	90.3	82.2	88.4	87.2	83.7	77.4	84.8	85.9	87.5	87.1	89.1

Expectations (Next 3 months)	More	Same	Less
Leisure Travelers			
▪ 1999	35.8%	58.0%	6.2%
▪ 2000	26.8	59.8	13.4
▪ Point Δ	-9.0	+1.8	+7.2
Business Travelers			
▪ 1999	22.2	75.9	1.9
▪ 2000	12.8	82.1	5.1
▪ Point Δ	-9.4	+6.2	+3.2

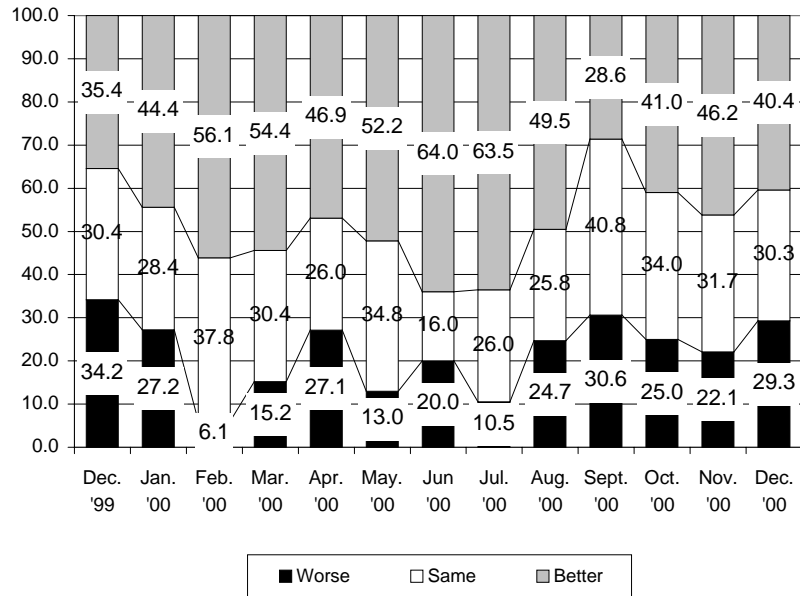


2000 Annual Visitor Profile -- Lee County

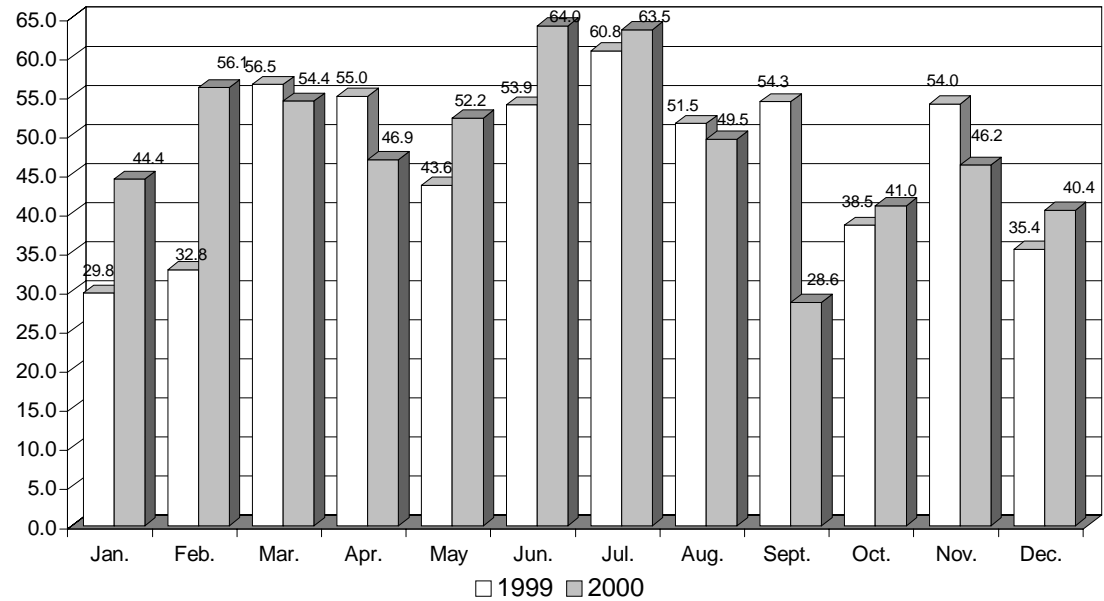
3. Overall, compared to last year, Hotel/Motel/Condominium **MANAGERS REPORT** business for their properties is:

	Jan. '00	Feb. '00	Mar. '00	Apr. '00	May '00	Jun '00	Jul. '00	Aug. '00	Sep. '00	Oct. '00	Nov. '00	Dec. '00	Dec. '99
Better	44.4%	56.1%	54.4%	46.9%	52.2%	64.0%	63.5%	49.5%	28.6%	41.0%	46.2%	40.4%	35.4%
Same	28.4	37.8	30.4	26.0	34.8	16.0	26.0	25.8	40.8	34.0	31.7	30.3	30.4
Worse	27.2	6.1	15.2	27.1	13.0	20.0	10.5	24.7	30.6	25.0	22.1	29.3	34.2

Business



"Business Better" Segment



Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	1998	1999	1998	1999	1998	1999
January						
Occupancy	76.7%	77.2%	83.1%	81.0%	82.6%	80.6%
ADR	\$48.00	\$50.27	\$117.15	\$120.32	\$103.38	\$106.97
February						
Occupancy	86.4%	87.8%	95.1%	95.4%	93.8%	94.7%
ADR	\$56.13	\$58.45	\$132.00	\$134.73	\$121.49	\$125.46
March						
Occupancy	88.0%	90.5%	93.6%	96.2%	93.3%	95.8%
ADR	\$57.78	\$61.65	\$126.95	\$131.59	\$113.28	\$117.85
April						
Occupancy	69.7%	72.9%	82.1%	83.1%	80.8%	82.6%
ADR	\$41.77	\$47.35	\$105.71	\$108.35	\$90.27	\$94.08
May						
Occupancy	60.8%	61.7%	71.9%	72.6%	71.7%	72.4%
ADR	\$38.82	\$40.88	\$85.85	\$92.59	\$72.66	\$77.11
June						
Occupancy	54.6%	55.6%	63.2%	65.1%	62.6%	64.2%
ADR	\$37.84	\$39.91	\$78.53	\$81.34	\$75.59	\$78.97

Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	1998	1999	1998	1999	1998	1999
July						
Occupancy	58.9%	61.7%	68.7%	71.8%	66.0%	69.0%
ADR	\$36.94	\$39.34	\$78.13	\$81.40	\$70.38	\$74.54
August						
Occupancy	55.5%	57.2%	62.8%	65.1%	62.2%	64.4%
ADR	\$35.89	\$37.68	\$81.28	\$84.28	\$75.40	\$78.45
September						
Occupancy	51.2%	53.6%	56.7%	58.3%	55.8%	57.7%
ADR	\$38.80	\$40.40	\$73.48	\$77.51	\$72.85	\$76.55
October						
Occupancy	63.5%	63.9%	61.8%	62.2%	61.7%	62.1%
ADR	\$40.17	\$41.86	\$77.56	\$79.78	\$68.92	\$71.20
November						
Occupancy	61.9%	63.0%	70.6%	72.2%	70.3%	71.5%
ADR	\$39.46	\$41.29	\$79.70	\$84.60	\$61.51	\$64.65
December						
Occupancy	65.1%	65.6%	60.1%	61.1%	60.8%	61.7%
ADR	\$44.31	\$45.83	\$113.10	\$118.19	\$92.34	\$95.70

Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	1999	2000	1999	2000	1999	2000
January						
Occupancy	77.2%	78.3%	81.0%	81.9%	80.6%	81.5%
ADR	\$50.27	\$53.16	\$120.32	\$123.89	\$106.97	\$111.09
February						
Occupancy	87.8%	90.0%	95.4%	97.1%	94.7%	96.5%
ADR	\$58.45	\$62.10	\$134.73	\$146.64	\$125.46	\$134.88
March						
Occupancy	90.5%	91.8%	96.2%	97.2%	95.8%	96.8%
ADR	\$61.65	\$65.61	\$131.59	\$137.75	\$117.85	\$123.85
April						
Occupancy	72.9%	73.2%	83.1%	83.0%	82.6%	82.7%
ADR	\$47.35	\$53.04	\$108.35	\$120.84	\$94.08	\$104.78
May						
Occupancy	61.7%	64.5%	72.6%	74.3%	72.4%	74.5%
ADR	\$40.88	\$43.06	\$92.59	\$97.42	\$77.11	\$81.02
June						
Occupancy	55.6%	57.7%	65.1%	67.8%	64.2%	66.7%
ADR	\$39.91	\$41.75	\$81.34	\$84.66	\$78.97	\$82.30

Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	1999	2000	1999	2000	1999	2000
July						
Occupancy	61.7%	64.7%	71.8%	75.4%	69.0%	72.3%
ADR	\$39.34	\$41.97	\$81.40	\$88.57	\$74.54	\$79.85
August						
Occupancy	57.2%	58.1%	65.1%	65.6%	64.4%	65.2%
ADR	\$37.68	\$40.57	\$84.28	\$89.25	\$78.45	\$83.94
September						
Occupancy	53.6%	54.9%	58.3%	58.8%	57.7%	58.4%
ADR	\$40.40	\$41.58	\$77.51	\$79.33	\$76.55	\$78.42
October						
Occupancy	63.9%	65.9%	62.2%	64.1%	62.1%	64.1%
ADR	\$41.86	\$42.84	\$79.78	\$82.27	\$71.20	\$73.27
November						
Occupancy	63.0%	63.6%	72.2%	73.1%	71.5%	72.2%
ADR	\$41.29	\$42.19	\$84.60	\$87.26	\$64.65	\$66.44
December						
Occupancy	65.6%	65.7%	61.1%	61.8%	61.7%	62.2%
ADR	\$45.83	\$46.35	\$118.19	\$117.53	\$95.70	\$95.61

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Number of Visitors	190,820	267,527	285,938	295,118	1,039,403	133,405	135,068	156,941	94,629	520,043
Expenditures	110,767,194	158,486,803	149,153,118	141,097,120	559,504,235	85,333,802	64,613,162	62,690,082	56,892,847	269,529,893
Occupancy Rate	81.5	96.5	96.8	82.7	89.4	74.5	66.7	72.3	65.2	69.7
Room Rate	111.09	134.88	123.85	104.78	118.65	81.02	82.30	79.85	83.94	81.78
Occupancy										
<20 Units	85.5	96.3	98.5	83.7	91.0	78.9	72.7	72.4	64.7	72.2
21-50 Units	81.1	96.4	97.5	79.2	88.6	72.2	69.0	75.6	62.8	69.9
51-100 Units	82.6	95.0	97.4	85.3	90.1	73.8	64.5	73.3	63.5	68.8
101+ Units	80.1	97.2	96.2	82.3	89.0	74.5	65.0	71.9	67.0	69.6
Average Room Rate										
<20 Units	93.91	104.54	93.42	83.82	93.92	74.98	65.37	64.69	69.09	68.53
21-50 Units	96.78	117.25	107.28	98.42	104.93	74.34	76.68	76.54	70.06	74.41
51-100 Units	133.66	163.29	157.74	134.94	147.41	96.74	95.90	99.88	95.30	96.96
101+ Units	123.33	154.44	136.96	140.17	138.73	98.08	94.62	97.71	101.32	97.93
Visitor Origin										
Florida	9,350	13,109	19,158	32,758	74,375	29,616	29,175	37,195	25,550	121,536
Southeast	12,976	13,376	18,300	17,117	61,769	8,938	16,208	16,008	7,854	49,008
Northeast	54,956	93,902	83,494	82,928	315,280	34,952	26,743	34,998	16,749	113,442
Midwest	81,671	115,037	119,522	109,784	426,014	38,154	40,926	41,275	24,982	145,337
Canada	4,961	9,096	9,436	7,673	31,166	2,802	540	628	852	4,822
Europe	19,082	16,854	27,736	32,463	96,135	14,274	16,478	21,815	15,519	68,086
Markets of Opportunity	7,824	6,153	8,292	12,395	34,664	4,669	4,998	5,022	3,123	17,812
TOTAL	190,820	267,527	285,938	295,118	1,039,403	133,405	135,068	156,941	94,629	520,043
Transportation Mode										
Plane	68.0	75.3	76.3	76.5	74.0	63.5	65.6	57.3	58.7	61.3
Rental Car	62.0	66.8	71.3	65.7	66.5	58.3	56.8	53.9	56.1	56.3
Personal Car	31.3	23.8	23.3	23.5	25.5	32.3	33.7	42.3	39.9	37.1
Airport Deplanned										
SW Florida Int'l	74.1	75.3	79.5	74.6	75.9	72.4	73.3	67.9	66.5	70.0
Orlando Int'l	8.3	8.7	4.8	6.1	7.0	11.6	12.0	15.3	17.2	14.0
Miami Int'l	5.9	6.0	5.8	7.0	6.2	7.4	7.3	6.5	9.0	7.6
Tampa Int'l	9.3	6.7	7.0	10.3	8.3	7.0	5.9	7.2	6.1	6.6

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
Number of Visitors	88,204	78,778	98,452	121,274	386,708	1,946,154
Expenditures	45,550,828	45,120,493	52,657,286	71,629,365	214,957,972	1,043,992,100
Occupancy Rate	58.4	64.1	72.2	62.2	64.2	74.4
Room Rate	78.42	73.27	66.44	95.61	78.44	92.95
Occupancy						
<20 Units	56.9	61.2	74.4	65.0	64.4	75.9
21-50 Units	61.1	61.9	70.8	64.0	64.5	74.3
51-100 Units	54.5	62.6	74.7	61.5	63.3	74.1
101+ Units	59.2	66.4	71.3	61.0	64.5	74.3
Average Room Rate						
<20 Units	62.88	62.38	63.51	79.95	67.18	76.55
21-50 Units	70.85	65.31	65.86	95.31	74.33	84.56
51-100 Units	89.57	88.37	88.76	111.66	94.59	112.98
101+ Units	90.38	77.03	90.34	97.52	88.82	108.49
Visitor Origin						
Florida	20,993	11,659	12,208	4,851	49,711	245,622
Southeast	5,028	5,121	5,513	7,883	23,545	134,322
Northeast	22,580	17,174	28,551	36,261	104,566	533,288
Midwest	22,139	23,082	32,391	51,056	128,668	700,019
Canada	794	1,733	3,249	4,487	10,263	46,251
Europe	12,172	15,125	12,405	12,491	52,193	216,414
Markets of Opportunity	4,498	4,884	4,135	4,245	17,762	70,238
TOTAL	88,204	78,778	98,452	121,274	386,708	1,946,154
Transportation Mode						
Plane	62.7	77.0	70.6	73.0	70.8	68.7
Rental Car	58.7	71.6	64.7	67.7	65.7	62.8
Personal Car	34.8	22.5	27.1	26.7	27.8	30.1
Airport Deplaned						
SW Florida Int'l	65.0	70.4	71.5	72.2	69.8	71.9
Orlando Int'l	15.1	10.8	10.0	6.6	10.6	10.5
Miami Int'l	12.8	12.1	9.5	9.2	10.9	8.2
Tampa Int'l	8.7	6.0	6.5	10.1	7.8	7.6

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Car Rental Location										
Fort Myers	72.6	71.8	77.6	73.6	73.9	71.0	73.2	67.0	64.9	69.0
Orlando	8.6	9.9	5.6	6.6	7.7	12.0	12.8	16.3	17.9	14.8
Miami	5.9	6.1	6.4	7.6	6.5	8.0	9.0	6.8	9.8	8.4
Tampa	9.8	7.7	7.5	10.7	8.9	8.4	4.3	7.5	6.3	6.6
Purpose of Trip										
Vacation	98.5	97.8	98.3	97.9	98.1	98.7	98.8	98.3	96.3	98.0
Conf/Conv/BusMtg	17.5	14.8	19.7	22.8	18.7	26.0	22.3	22.3	22.3	23.2
Visit Friends & Relatives	10.6	11.7	13.4	11.7	11.9		7.7	11.0	10.4	9.7
First Visit										
Lee County	36.0	35.1	41.0	37.6	37.4	44.0	41.7	43.8	42.1	42.9
Florida	3.6	4.2	4.2	4.1	4.0	9.4	8.0	9.1	10.7	9.3
First Time Visitors										
Florida	26.7	35.3	n/a	33.2	31.7	35.8	30.8	32.4	33.3	33.1
Southeast	41.0	43.1	51.0	46.7	45.5	41.7	52.8	40.7	42.9	44.5
Northeast	36.5	33.3	37.5	37.6	36.2	45.5	37.5	37.3	35.8	39.0
Midwest	29.6	26.4	30.2	29.4	28.9	31.5	34.3	40.9	43.2	37.5
Canada	25.0	29.2	n/a	37.0	30.4	n/a	n/a	n/a	n/a	n/a
Europe	59.3	65.8	62.5	71.9	64.9	72.3	73.0	72.2	63.2	70.2
Markets of Opportunity	63.0	44.1	43.1	n/a	50.1	n/a	45.5	60.3	55.1	53.6
Avg Repeat Visits										
	3.3	3.3	3.3	3.2	3.3	4.0	3.3	3.6	3.3	3.6
Information Sources										
Previous Visit	62.9	62.9	57.5	61.9	61.3	54.2	57.6	51.9	54.2	54.5
Recommendations	37.3	41.0	39.6	45.2	40.8	43.3	41.9	49.3	42.0	44.1
Business Contacts	2.7	n/a	2.0	2.3	2.3	3.3	4.0	2.0	2.0	2.8
Print Media	12.3	9.3	10.8	11.3	10.9	12.5	13.2	11.7	15.5	13.2
Travel Agent	n/a	n/a	n/a	n/a	n/a	n/a	8.1	4.3	5.6	6.0
Travel Agent Assisted										
	27.6	25.3	27.3	26.7	26.7	26.1	18.3	16.7	21.9	20.8
Travel Agent Assisted with:										
Airline Reservations	73.6	77.6	78.0	74.9	76.0	74.4	60.0	63.8	67.9	66.5
Hotel/Motel Reservations	27.8	39.5	39.6	30.3	34.3	28.1	25.3	27.6	33.9	28.7
Vacation Packages	17.0	15.8	14.6	23.2	17.7	25.4	31.6	34.2	28.0	29.8

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
<i>Car Rental Location</i>						
Fort Myers	62.0	68.7	69.2	69.5	67.4	70.1
Orlando	16.1	10.2	11.3	7.2	11.2	11.2
Miami	11.6	13.0	10.3	9.2	11.0	8.6
Tampa	9.4	5.9	7.0	10.3	8.2	7.9
<i>Purpose of Trip</i>						
Vacation	96.0	98.0	97.3	99.0	97.6	97.9
Conf/Conv/BusMtg	20.9	23.0	21.2	16.4	20.4	20.8
Visit Friends & Relatives	12.2	12.9	12.2	15.1	13.1	10.7
<i>First Visit</i>						
Lee County	46.5	45.7	40.4	37.0	42.4	40.9
Florida	13.7	11.5	9.3	5.7	10.1	7.8
<i>First Time Visitors</i>						
Florida	33.4	34.9	34.2	26.3	32.2	32.4
Southeast	43.6	40.1	36.4	42.4	40.6	43.5
Northeast	41.6	45.1	39.5	28.7	38.7	38.0
Midwest	32.7	28.4	28.8	29.6	29.9	32.1
Canada	n/a	n/a	n/a	33.3	n/a	n/a
Europe	77.9	62.5	66.7	66.5	68.4	67.8
Markets of Opportunity	58.2	n/a	n/a	51.4	54.8	52.6
<i>Avg Repeat Visits</i>						
	3.7	4.1	3.9	4.4	4.0	3.6
<i>Information Sources</i>						
Previous Visit	50.8	55.5	56.4	60.8	55.9	57.2
Recommendations	52.0	46.5	44.7	40.9	46.0	43.6
Business Contacts	3.0	2.3	4.0	4.1	3.4	2.9
Print Media	15.4	15.7	18.3	8.7	14.5	12.9
Travel Agent	6.6	5.3	6.3	4.0	5.6	5.7
<i>Travel Agent Assisted</i>						
	24.7	22.0	25.0	31.8	25.9	24.5
<i>Travel Agent Assisted with:</i>						
Airline Reservations	57.5	68.2	73.0	67.6	66.6	69.7
Hotel/Motel Reservations	41.9	23.2	39.1	27.3	32.9	32.0
Vacation Packages	31.9	34.5	23.2	25.5	28.8	25.4

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Reservations										
Before	84.1	85.4	86.0	86.3	85.5	86.0	83.1	79.6	80.3	82.3
None	15.2	12.5	11.0	13.3	13.0	13.7	15.0	18.6	17.7	16.3
After Arrival	0.7	1.4	1.3	0.4	1.0	n/a	n/a	0.8	2.0	1.4
Last Trip	n/a	0.7	1.7	n/a	0.6	n/a	n/a	n/a	n/a	n/a
Length of Stay (OOS)										
Away from Home	12.4	12.0	10.5	10.2	11.3	9.4	10.1	11.1	11.1	10.4
In Florida	11.8	11.1	10.0	9.6	10.6	8.8	9.4	10.3	10.5	9.8
In Lee County	8.4	8.4	7.4	6.8	7.8	5.8	6.0	6.3	6.0	6.0
Length of Stay (FL)										
Away from Home	3.5	3.6	3.3	3.9	3.6	3.9	3.6	4.6	4.4	4.1
In Florida	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
In Lee County	3.4	3.2	3.2	3.6	3.4	3.7	3.6	4.5	4.3	4.0
% Staying 4 days or less										
Out-of-State	20.8	23.3	24.6	20.7	22.4	36.6	24.5	29.1	33.0	30.8
Floridian	78.9	82.4	87.5	82.6	82.9	84.3	65.2	70.1	69.2	72.2
Party Size										
Out-of-State	2.6	2.4	2.6	2.7	2.6	2.4	2.7	2.9	2.9	2.7
Floridian	2.4	2.1	2.0	2.8	2.3	2.6	2.8	3.0	3.1	2.9
Party Composition										
Couple	72.2	71.0	62.2	56.1	65.4	69.6	55.8	55.3	55.1	59.0
Family	24.4	26.7	34.9	41.2	31.8	24.7	41.5	41.5	42.9	37.7
Single	3.0	2.3	2.7	2.3	2.6	2.5	1.5	2.0	2.0	2.0
Where Stayed Night Before Lee										
At Home	68.3	62.0	70.3	71.8	68.1	70.6	64.6	62.2	60.3	64.4
In FL, Not in Lee	28.1	35.1	25.8	23.8	28.2	28.1	31.1	35.5	35.6	32.6
On the Road, Not in FL	3.6	2.9	3.9	4.3	3.7	1.3	4.3	2.3	4.0	3.0
Where Stayed in Florida										
Orlando/Disney	20.9	25.8	23.7	25.7	24.0	32.8	32.1	35.4	43.0	35.8
Tampa Bay	16.9	17.2	12.5	12.6	14.8	15.7	17.1	18.1	12.3	15.8
Ft. Laud./Palm Bch.	3.4	5.9	6.3	7.7	5.8	3.8	n/a	7.8	2.6	4.7
Florida Keys	11.7	5.4	10.1	6.9	8.5	5.7	8.6	9.4	11.7	8.9
Sarasota	15.3	9.8	8.9	12.3	11.6	11.0	5.7	9.9	7.8	8.6
Miami	5.6	4.9	3.6	4.6	4.7	2.5	3.7	4.6	4.5	3.8
Naples/Marcos Island	6.8	n/a	12.1	11.6	10.2	8.3	7.1	4.2	n/a	4.9

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
Reservations						
Before	80.1	85.4	86.7	88.0	85.1	84.3
None	18.6	14.4	12.0	9.8	13.7	14.3
After Arrival	n/a	n/a	0.3	1.8	1.1	1.1
Last Trip	n/a	n/a	n/a	n/a	n/a	n/a
Length of Stay (OOS)						
Away from Home	10.9	10.8	10.5	11.3	10.9	10.9
In Florida	10.0	9.8	10.1	10.3	10.1	10.1
In Lee County	6.0	6.0	6.8	7.8	6.7	6.8
Length of Stay (FL)						
Away from Home	3.7	3.7	3.9	3.9	3.8	3.8
In Florida	n/a	n/a	n/a	n/a	n/a	n/a
In Lee County	3.4	3.5	3.9	3.5	3.6	3.7
% Staying 4 days or less						
Out-of-State	42.2	35.2	29.9	16.7	31.0	28.1
Floridian	77.9	76.2	69.4	68.4	73.0	76.0
Party Size						
Out-of-State	2.4	2.4	2.5	2.7	2.5	2.6
Floridian	2.8	2.4	2.4	2.3	2.5	2.6
Party Composition						
Couple	67.9	72.9	74.3	59.5	68.7	64.3
Family	28.4	23.7	22.4	38.5	28.3	32.6
Single	3.9	3.3	2.0	2.0	2.8	2.5
Where Stayed Night Before L						
At Home	59.1	66.8	66.5	70.0	65.6	66.0
In FL, Not in Lee	37.4	30.6	30.3	25.5	31.0	30.6
On the Road, Not in FL	3.5	2.6	3.2	4.4	3.4	3.4
Where Stayed in Florida						
Orlando/Disney	41.6	38.9	35.2	24.6	35.1	31.6
Tampa Bay	15.5	9.7	8.3	14.2	11.9	14.2
Ft. Laud./Palm Bch.	2.1	7.1	8.3	7.0	6.1	5.2
Florida Keys	7.6	10.9	8.7	10.8	9.5	9.0
Sarasota	7.0	7.6	10.7	5.7	7.8	9.3
Miami	8.6	9.6	5.6	6.1	7.5	5.3
Naples/Marcos Island	7.3	n/a	n/a	5.6	6.5	5.3

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Attractions Visited										
Disney	7.6	8.0	5.3	8.9	7.5	13.5	9.4	11.0	13.1	11.8
Edison/Ford Home	7.7	10.0	11.1	7.0	9.0	14.0	10.6	9.6	9.8	11.0
EPCOT	8.0	8.0	6.3	9.9	8.1	13.0	12.7	12.6	11.4	12.4
Sea World	3.3	6.0	5.4	5.0	4.9	6.8	8.4	11.8	8.6	8.9
MGM	3.0	3.9	1.3	4.9	3.3	3.3	3.5	3.7	4.0	3.6
Universal Studios	4.0	4.7	4.4	4.3	4.4	6.7	7.4	10.6	10.1	8.7
Animal Kingdom	10.3	9.3	9.1	n/a	9.6	n/a	8.9	13.2	9.7	10.6
Kennedy Space Center	5.3	5.3	4.7	n/a	5.1	n/a	7.7	6.9	10.8	8.5
Busch Gardens	5.4	5.3	6.1	6.3	5.8	4.3	5.1	8.3	6.5	6.1
Ding Darling	3.2	5.0	2.0	4.0	3.6	4.8	5.4	4.6	n/a	4.9
Satisfaction with Lee	99.3	97.7	99.3	99.3	98.9	99.7	99.7	99.0	99.4	99.5
Lee Features Liked Most										
Beaches	82.3	76.3	80.8	81.3	80.2	83.5	79.0	84.0	79.7	81.6
Climate	85.7	84.3	90.1	86.0	86.5	63.6	45.0	31.2	28.6	42.1
Rest/Relaxation/Quiet	56.5	65.7	57.5	57.9	59.4	62.3	57.2	59.0	62.3	60.2
Clean Environment	27.4	25.9	17.3	17.7	22.1	19.0	25.4	16.1	34.3	23.7
Friendly Residents	8.4	13.0	12.5	10.0	11.0	n/a	n/a	n/a	n/a	n/a
Safety	n/a	n/a	1.0	1.8	1.4	2.0	3.4	2.7	6.4	3.6
Not Commercial	n/a	n/a	n/a	n/a	n/a	23.8	n/a	19.2	26.5	23.2
Tropical Atmosphere	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lee Features Liked Least										
No Specific Complaints	63.6	61.4	62.0	65.4	63.1	80.6	82.7	80.5	82.0	81.5
Congestion	21.0	26.2	26.5	19.5	23.3	3.2	1.2	n/a	n/a	2.2
Weather	2.5	n/a	0.5	n/a	1.0	n/a	1.3	3.3	2.8	2.5
Insects	n/a	n/a	2.5	1.0	1.8	4.0	5.6	7.5	6.4	5.9
Expensive	n/a	n/a	n/a	n/a	n/a	2.3	n/a	3.4	n/a	2.9
Expense Vs. Expectations										
More Expensive	3.0	4.0	7.1	6.3	5.1	2.7	1.3	4.2	2.8	2.8
Less Expensive	1.1	0.7	0.7	1.2	0.9	1.3	1.0	0.7	2.4	1.4
As Expected	95.9	89.7	81.8	90.6	89.5	88.6	93.0	86.2	90.3	89.5
Recommend Lee	94.5	98.1	92.2	98.7	95.9	94.0	91.2	91.4	93.5	92.5
Plan to Return (%yes)										
To Local Area	86.4	91.0	93.2	90.1	90.2	88.0	92.3	86.4	84.5	87.8
Next year	62.5	67.9	67.8	66.6	66.2	64.2	61.1	60.9	58.9	61.3

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
Attractions Visited						
Disney	14.6	9.8	9.6	6.7	10.2	9.8
Edison/Ford Home	12.7	8.4	7.0	12.8	10.2	10.1
EPCOT	12.5	12.3	11.0	7.9	10.9	10.5
Sea World	10.1	6.5	7.1	5.2	7.2	7.0
MGM	4.7	1.0	3.0	2.3	2.8	3.2
Universal Studios	7.9	8.0	6.0	7.1	7.3	6.8
Animal Kingdom	n/a	n/a	n/a	n/a	n/a	10.1
Kennedy Space Center	n/a	7.7	6.8	n/a	7.3	6.9
Busch Gardens	6.4	4.8	5.1	5.5	5.5	5.8
Ding Darling	n/a	2.0	n/a	3.5	2.8	3.8
Satisfaction with Lee						
	99.2	98.3	99.7	99.3	99.1	99.2
Lee Features Liked Most						
Beaches	73.5	75.8	82.0	83.5	78.7	80.1
Climate	35.8	51.2	63.7	66.0	54.2	60.9
Rest/Relaxation/Quiet	74.5	53.4	81.7	82.9	73.1	64.2
Clean Environment	40.2	8.3	23.8	24.6	24.2	23.3
Friendly Residents	n/a	15.2	13.3	n/a	14.3	12.1
Safety	4.6	4.8	4.0	n/a	4.5	3.4
Not Commercial	n/a	n/a	n/a	32.8	n/a	n/a
Tropical Atmosphere	n/a	38.8	n/a	55.2	47.0	n/a
Lee Features Liked Least						
No Specific Complaints	83.3	85.6	85.3	83.0	84.3	76.3
Congestion	n/a	n/a	5.4	8.2	6.8	13.9
Weather	2.7	1.3	2.0	6.4	3.1	2.5
Insects	6.7	6.1	5.3	n/a	4.5	5.0
Expensive	n/a	n/a	n/a	n/a	n/a	n/a
Expense Vs. Expectations						
More Expensive	1.5	1.7	2.8	4.7	2.7	3.5
Less Expensive	1.0	1.4	1.7	2.0	1.5	1.3
As Expected	92.1	87.1	94.4	80.7	88.6	89.2
Recommend Lee						
	98.8	91.5	94.7	98.5	95.9	94.8
Plan to Return (%yes)						
To Local Area	89.5	85.8	85.7	85.5	86.6	88.2
Next year	59.2	59.2	65.7	60.0	61.0	62.8

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Median Age of Head of HH	50.1	50.7	48.6	47.9	49.3	47.0	44.7	45.1	45.0	45.5
Median Annual HH Income	78,182	77,911	79,737	76,574	78,101	75,888	74,006	72,494	73,213	73,900
<i>Average Number of:</i>										
Getaway	2.9	3.2	3.2	3.1	3.1	2.9	2.8	2.7	2.6	2.8
Vacations	2.0	2.1	2.0	2.2	2.1	1.8	1.6	1.5	1.6	1.6
<i>Out-of-State Visitor Party Budget</i>										
Total	1,637.84	1,855.71	1,656.22	1,403.70	1,638.37	1,016.61	1,044.04	1,158.41	1,180.14	1,099.80
Per person/trip	629.94	773.21	637.01	519.89	640.01	423.59	386.68	399.45	406.94	404.17
Per person/day	74.99	92.05	86.08	76.45	82.39	73.03	64.45	62.41	67.82	66.93
<i>Out-of-State Visitor Party Budget Breakout</i>										
Accommodations	932.61	1,030.89	999.40	858.56	955.37	730.04	575.90	629.67	671.86	651.87
Food/Entertainment	541.76	592.36	600.35	577.00	577.87	374.96	366.26	417.23	442.59	400.26
Rental Car	232.57	248.91	246.30	251.83	244.90	215.12	185.52	195.71	200.87	199.31
Retail Purchase	149.07	182.37	153.78	147.98	158.30	127.18	121.10	137.91	152.16	134.59
See/Read/Hear Message	36.5	30.0	28.3	32.3	31.8	31.4	42.1	39.3	46.3	39.8
<i>Type of Message Seen</i>										
Travel/Visitor Guides	50.1	55.3	57.5	62.1	56.3	62.5	65.2	68.3	64.1	65.0
Newspaper	23.2	21.7	15.9	10.3	17.8	21.7	17.6	20.7	12.5	18.1
Magazine	12.2	17.5	21.3	25.9	19.2	16.8	16.5	18.7	14.7	16.7
Television	5.1	5.1	n/a	8.6	6.3	4.3	4.4	4.0	2.6	3.8
Internet	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Influence by Lee Message	69.9	74.2	75.0	76.7	74.0	74.4	78.0	81.9	82.3	79.2
<i>Occupation</i>										
Professional/Tech	44.9	38.3	41.5	47.0	42.9	45.2	50.8	44.0	45.6	46.4
Executive/Managerial	13.8	15.0	12.2	13.4	13.6	18.2	15.6	14.0	19.3	16.8
Retired	19.7	23.6	15.0	13.0	17.8	14.0	12.8	9.2	9.5	11.4
Craft/Factory	5.6	4.1	8.8	5.7	6.1	6.7	7.3	9.3	7.5	7.7
Sales/Buyer	8.6	11.4	10.6	13.6	11.1	10.1	8.2	12.0	10.3	10.2
Use a Computer	86.3	89.3	83.3	85.9	86.2	87.8	90.1	92.0	91.6	90.4
Have Internet Access	89.0	93.1	88.8	92.8	90.9	93.6	92.2	91.0	90.4	91.8

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
Median Age of Head of HH	46.6	47.2	48.6	49.4	48.0	47.6
Median Annual HH Income	74,950	74,688	73,870	77,281	75,197	75,733
Average Number of:						
Getaway	2.9	2.9	2.8	2.5	2.8	2.9
Vacations	1.6	1.7	1.9	2.0	1.8	1.8
Out-of-State Visitor						
Party Budget						
Total	1,027.04	1,079.86	1,225.93	1,305.76	1,159.65	1,299.27
Per person/trip	427.93	449.94	490.37	483.61	462.96	502.38
Per person/day	71.32	74.99	72.11	62.00	70.11	73.14
Out-of-State Visitor						
Party Budget Breakout						
Accommodations	638.19	538.66	703.54	675.32	638.93	748.72
Food/Entertainment	405.06	394.27	425.17	443.71	417.05	465.06
Rental Car	177.46	185.38	183.23	255.07	200.29	214.83
Retail Purchase	140.90	142.18	139.55	171.78	148.60	147.16
See/Read/Hear Message	39.3	40.5	32.4	29.3	35.4	35.6
Type of Message Seen						
Travel/Visitor Guides	63.3	72.5	74.3	63.0	68.3	63.2
Newspaper	19.5	16.2	14.8	8.9	14.9	16.9
Magazine	13.8	11.4	13.6	15.2	13.5	16.5
Television	6.9	4.0	7.3	2.6	5.2	5.0
Internet	n/a	n/a	n/a	35.6	n/a	n/a
Influence by Lee Message	85.0	81.7	84.1	77.5	82.1	78.4
Occupation						
Professional/Tech	34.2	41.0	35.1	47.5	39.5	42.9
Executive/Managerial	21.0	17.5	20.0	18.0	19.1	16.5
Retired	13.3	14.0	20.3	10.4	14.5	14.6
Craft/Factory	11.0	4.8	6.7	5.8	7.1	6.9
Sales/Buyer	12.0	10.4	11.7	13.4	11.9	11.0
Use a Computer	89.6	87.8	90.3	89.5	89.3	88.6
Have Internet Access	90.5	90.5	89.7	92.0	90.7	91.1

LEE COUNTY 2000 ANNUAL AVERAGES

	1/00	2/00	3/00	4/00	Winter '00	5/00	6/00	7/00	8/00	S/S 2000
Obtain Travel Info.	65.0	72.6	67.6	72.5	69.4	66.4	70.0	74.0	70.8	70.3
Book Travel Res. Online	21.0	24.3	30.6	28.3	26.1	31.1	25.7	26.6	25.5	27.2

LEE COUNTY 2000 ANNUAL AVERAGES

	9/00	10/00	11/00	12/00	Fall 2000	Annual 2000
Obtain Travel Info.	76.3	73.6	73.4	71.0	73.6	71.1
Book Travel Res. Online	30.6	35.6	37.4	37.0	35.2	29.5