

# RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100  
TAMPA, FLORIDA 33609  
TEL (813) 254-2975 • FAX (813) 254-2986

## October 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel



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

### **Prepared for:**

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

### **Prepared by:**

Walter J. Klages, Ph.D.  
President  
Research Data Services, Inc.  
[www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Lee County October 2006 Visitor Profile

### *Executive Summary: October 2006*

1. Lee's Fall 2006 tourism business has been relatively strong. Although weather turbulence impacted visitation in July and August, the industry's growth resumed in September. This October, the number of visitors to the Beaches of Fort Myers - Sanibel rose by 2.7% (**2005: 75,670; 2006: 77,710**) and ADR grew by 8.9% (**2005: \$96.25; 2006: \$104.84**). While occupancy increased by 1.6 points over last October, Lee's tourism industry generated an additional \$8.1 million to the destination's level of activity (**2006: \$87,587,957**).
2. Florida markets contributed most strongly to the expansion of visitation this October. In terms of market segments, this month's geographic visitor origins are as follows:

<u>Visitor Segments</u>	<u>Rel.</u> <u>%</u>	<u>2005</u> <u>Visitor #</u>	<u>Rel.</u> <u>%</u>	<u>2006</u> <u>Visitor #</u>	<u>Difference</u>
Florida	14.0%	10,594	17.3%	13,444	+2,850
Southeast	6.0	4,540	5.8	4,507	- 33
Northeast	22.4	16,950	22.8	17,718	+ 768
Midwest	32.4	24,517	29.2	22,691	-1,826
Canada	2.0	1,513	1.5	1,166	- 347
Europe	18.6	14,075	19.3	14,998	+ 923
Markets of Opportunity	4.6	3,481	4.1	3,186	- 295
<b>Total</b>	<b>100.0</b>	<b>75,670</b>	<b>100.0</b>	<b>77,710</b>	<b>+2,040</b>

3. Lee's tourism industry has for many years successfully served its visitor base. This month, the Beaches of Fort Myers - Sanibel again capitalized on the good will of satisfied repeat customers, with some 68.3% reporting having previously stayed at the destination (**2005: 63.9%**). Most importantly, fully 51.0% of this month's visitors say they will be back next year (**2005: 48.0%**).

## Lee County October 2006 Visitor Profile

4. Successfully attracting diverse market segments and developing new visitor niches is critical to the growth of a destination. Note this October, the business and meetings market segment grew strongly **(+6.0%)**, as did the traffic from Europe **(+6.6%)**.
  
5. While some 28.6% of Lee's October visitors drove to the destination, air travel remains the primary mode of transportation for the majority **(2005: 72.3%; 2006: 69.8%)**.
  
6. Importantly, Tampa/St. Petersburg and Miami/Fort Lauderdale are two of the top four origin DMA's this October. Lee's visitors came from the following top DMA's (in rank order):

<u>October 2005</u>		<u>October 2006</u>		<u>'05 Rank</u>
1. Chicago	10.8%	1. New York	8.9%	2
2. New York	8.7	2. Chicago	8.0	1
3. Miami/Fort Lauderdale	6.0	3. Tampa/St. Petersburg	7.7	9
4. Indianapolis	5.7	4. Miami/Fort Lauderdale	6.8	3
5. Boston	5.0	5. Boston	5.7	5
6. Detroit	4.7	6. Philadelphia	5.4	8
7. Minneapolis/St. Paul	4.3	7. Cleveland	3.9	10
8. Philadelphia	3.8	8. Greater Orlando Area	3.4	11
9. Tampa/St. Petersburg	3.7	9. Indianapolis	3.3	4
10. Cleveland	3.5	10. Minneapolis/St. Paul	3.2	7
11. Greater Orlando Area	3.5	11. St. Louis	3.2	--

## Lee County October 2006 Visitor Profile

7. This month, reservation levels were less “predictable” than in previous years. October’s *MANAGEMENT BAROMETER* reveals that better than two of every five visitors (41.4%) had no reservations or made them within seven (7) days of arriving in Lee (**2005: 21.5%**).
  
8. This October, nearly nine of every ten visitors (88.1%) report Internet access. A majority of these (84.2%) retrieve travel information and 76.1% buy travel services via the Web. Additionally, of those who buy travel services on-line, 52.1% have booked lodging.
  
9. In spite of some negative national economic indicators, Lee’s *MANAGEMENT BAROMETER* foresees notable improvements in three-month forward activity and reservation levels:

### % Reservations (*Up or the Same*)

	<u>2005</u>	<u>2006</u>
Out-of-State Travelers	67.9%	72.7%
Floridian Travelers	75.0	78.0
Canadian Travelers	68.9	82.0
European Travelers	68.2	73.9

### % Expectations (*More or the Same*)

	<u>2005</u>	<u>2006</u>
Leisure Travelers	77.8%	88.9%
Business Travelers	85.7	89.5
Conferences/Business Meetings	84.6	89.3
Travel and Tour	83.3	85.2

**The Beaches of Fort Myers - Sanibel:**  
*2006 October Visitor Profile*



# October 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

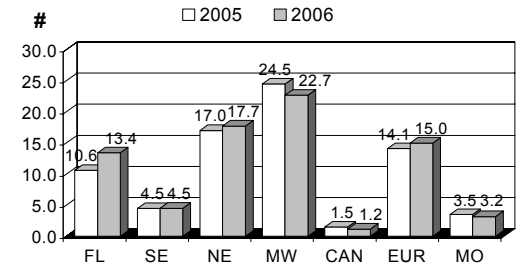
Visitor Volume	Annual	YEAR TO DATE			October		% Δ
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	1,801,200	1,827,120	+1.4	75,670	77,710	+2.7
Room Nights	5,448,463	4,461,663	4,539,447	+1.7	260,500	272,500	+4.6
Direct Exp. (\$)	\$1,235,214,646	\$1,074,561,406	\$1,172,288,750	+9.1	\$47,346,870	\$52,145,000	+10.1

Visitor Origin	Annual Market Share			October 2005		October 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	14.0%	10,594	17.3%	13,444	+26.9
Southeast	7.0	6.8	6.6	6.0	4,540	5.8	4,507	-0.7
Northeast	28.4	28.9	28.8	22.4	16,950	22.8	17,718	+4.5
Midwest	37.9	38.5	38.1	32.4	24,517	29.2	22,691	-7.4
Canada	2.3	2.3	2.5	2.0	1,513	1.5	1,166	-22.9
Europe	8.4	8.9	9.7	18.6	14,075	19.3	14,998	+6.6
Markets of Opp.	3.4	3.2	2.9	4.6	3,481	4.1	3,186	-8.5
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0</b>	<b>75,670</b>	<b>100.0</b>	<b>77,710</b>	<b>+2.7</b>

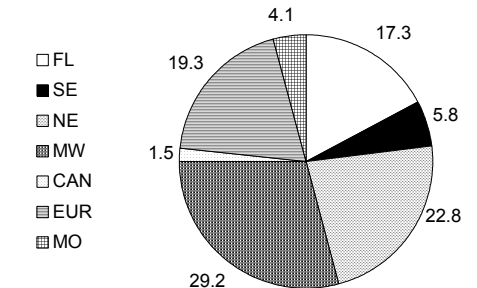
Occupancy	Winter	May	Jun.	Jul.	Aug.	Spr/Sum	Sept.	Oct.
Occupancy 2004	88.0%	74.4%	69.3%	73.4%	65.8%	70.7%	64.0%	71.3%
Occupancy 2005	89.1	78.4	72.2	77.4	61.6	72.4	51.0	61.2
Occupancy 2006	86.3	78.0	71.2	73.7	58.8	70.4	49.8	62.8
<b>Δ Points ('05-'06)</b>	<b>-2.8</b>	<b>-0.4</b>	<b>-1.0</b>	<b>-3.7</b>	<b>-2.8</b>	<b>-2.0</b>	<b>-1.2</b>	<b>+1.6</b>
ADR 2004	\$130.29	\$91.88	\$93.25	\$90.52	\$95.05	\$92.68	\$88.67	\$88.08
ADR 2005	139.33	97.81	98.17	97.49	101.47	98.74	95.22	96.25
ADR 2006	152.56	105.64	108.20	104.87	112.42	107.78	100.14	104.84
<b>Δ % ('05-'06)</b>	<b>+9.5%</b>	<b>+8.0%</b>	<b>+10.2%</b>	<b>+7.6%</b>	<b>+10.8%</b>	<b>+9.2%</b>	<b>+5.2%</b>	<b>+8.9%</b>

Size Category	October Occupancy			October Room Rate		
	2005	2006	Point Δ	2005	2006	% Δ
< 20 units	62.6%	61.8%	-0.8	\$86.34	\$97.65	+13.1
21-50 units	55.5	58.0	+2.5	82.56	97.48	+18.1
51-100 units	63.4	65.8	+2.4	106.41	117.26	+10.2
101+ units	62.4	64.0	+1.6	103.89	105.79	+1.8

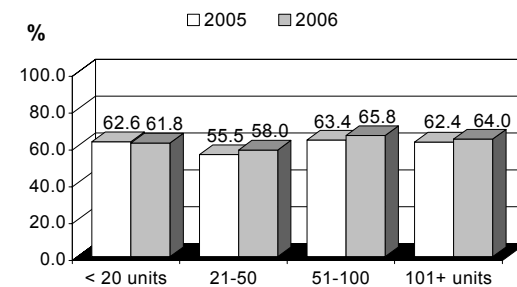
Visitor Origin (in Thousands)



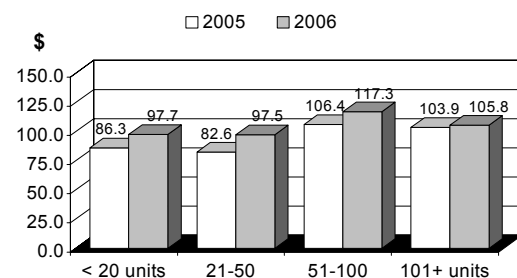
October 2006 Share of Total Market (%)



October Occupancy (by Size)

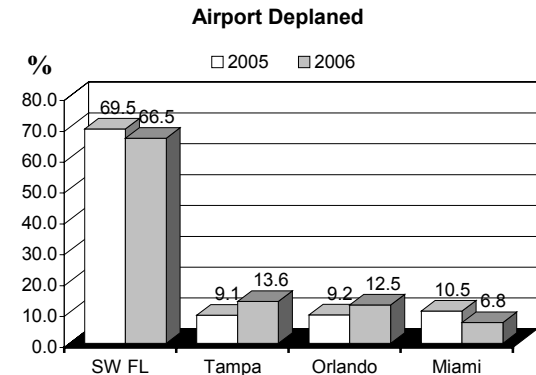
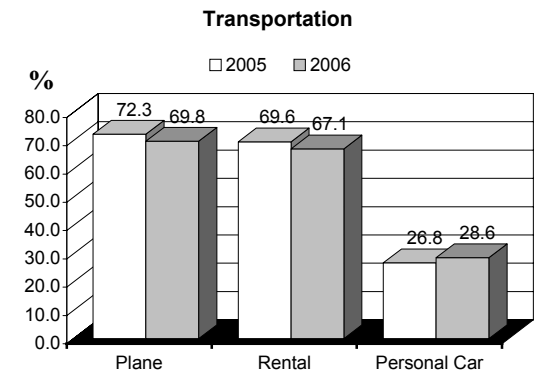


October Room Rates (by Size)

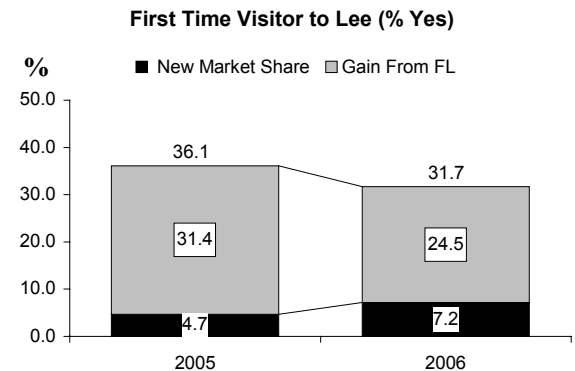


# October 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>October 2005</u>	<u>October 2006</u>
<b>Transportation Mode</b> (H/M/C/C + In-Home) (Multiple Response)		
Plane	72.3%	69.8%
Rental Car	69.6	67.1
Personal Car	26.8	28.6
<b>Airport Deplanned</b> (Base: Flew)		
Southwest Florida International	69.5%	66.5%
Tampa International	9.1	13.6
Orlando International	9.2	12.5
Miami International	10.5	6.8
<b>Car Rental Location</b> (Base: Rented a Car)		
Fort Myers	68.2%	64.5%
Tampa	9.8	14.2
Orlando	9.9	13.0
Miami	10.8	7.7

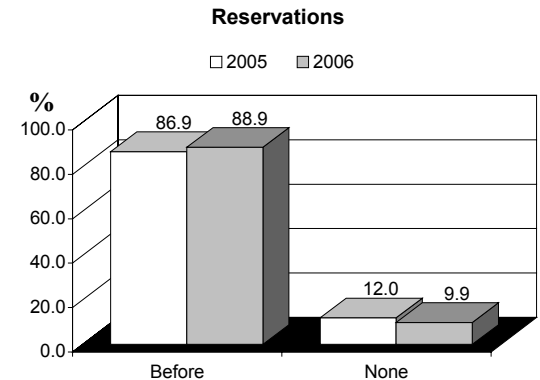
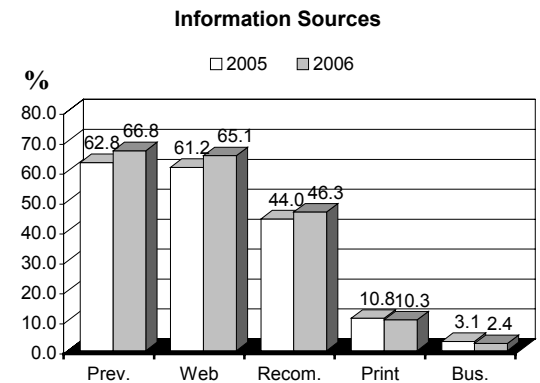


	<u>October 2005</u>	<u>October 2006</u>
<b>Purpose of Trip</b>		
<b>A. Visitor Profile Data</b> (Multiple Response)		
Vacation	97.3%	98.2%
Visit Friends and Relatives	12.6	14.9
<b>B. Occupancy Survey Data</b>		
Business Travelers/ Conferences/Business Meetings	28.1%	29.0%
<b>First Visit to</b> (% Yes)		
Lee County	36.1%	31.7%
Florida	4.7	7.2
<b>First Time Visitors</b> (By Region)		
Florida	34.8%	34.2%
Southeast	33.3	32.3
Northeast	39.8	36.4
Midwest	27.6	17.3
Europe	47.9	44.4

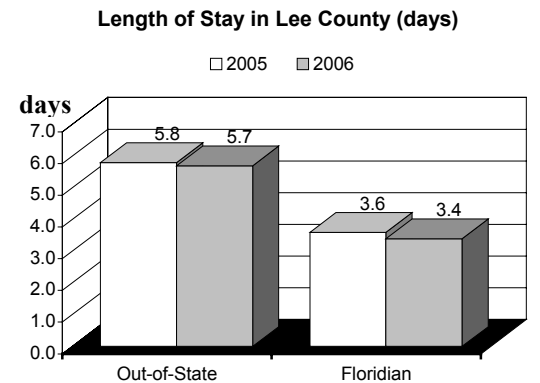


# October 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>October 2005</u>	<u>October 2006</u>
<b>Average Repeat Visits to Lee</b> (Base: Repeat Visitors)	3.8	3.5
<b>Info. Most Helpful to Visit</b> (Multiple Response)		
Previous Visit	62.8%	66.8%
Internet	61.2	65.1
Recommendations	44.0	46.3
Print Media	10.8	10.3
Business Contacts	3.1	2.4
<b>Assisted by Travel Agent (% Yes)</b>	7.6%	9.9%
<b>Travel Agent Assisted with</b> (Base: Assisted by Travel Agent)		
Airline Reservations	68.0%	60.0%
Hotel/Motel Reservations	42.6	44.0
Fly/Drive Packages	18.5	24.0
<b>Reservations</b>		
Before Leaving Home	86.9%	88.9%
None	12.0	9.9
<b>Percent with no reservations or reservations made less than 7 days in advance of arrival</b>	21.5%	41.4%



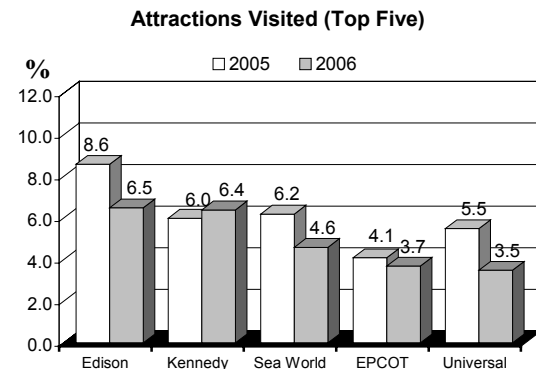
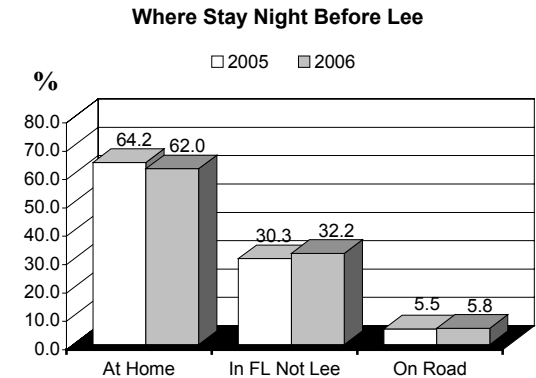
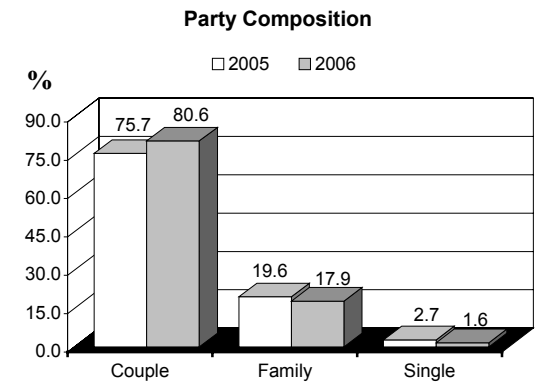
	<u>Oct. '05</u> <u>Out-of-</u> <u>State</u>	<u>Oct. '06</u> <u>Out-of-</u> <u>State</u>	<u>Oct. '05</u> <u>Floridian</u>	<u>Oct. '06</u> <u>Floridian</u>
<b>Length of Stay (Days)</b>				
Away from Home	10.3	10.3	3.8	4.0
In Florida	9.2	9.4	N/A	N/A
In Lee County	5.8	5.7	3.6	3.4
<b>% Staying 4 Days or Less in Lee</b>	35.8%	31.7%	80.4%	82.3%
<b>Party Size (# of People)</b>	2.5	2.3	2.6	2.3





# October 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>October 2005</u>	<u>October 2006</u>
<b>Party Composition</b>		
Couple ( <i>Traveling without Children</i> )	75.7%	80.6%
Family	19.6	17.9
Single	2.7	1.6
<b>Where Stay Night Before Lee</b>		
At Home	64.2%	62.0%
In Florida, Not in Lee	30.3	32.2
On the Road, Not in Florida	5.5	5.8
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>		
Orlando/Disney	33.8%	32.3%
Fort Lauderdale/Palm Beach	13.5	15.4
Tampa Bay	12.2	13.8
Sarasota	7.8	9.2
Miami	5.6	7.7
Florida Keys	5.9	4.6
<b>Attractions Visited (Multiple Response)</b>		
Edison Home/Ford Home	8.6%	6.5%
Kennedy Space Center	6.0	6.4
Sea World	6.2	4.6
EPCOT	4.1	3.7
Universal Studios	5.5	3.5
Ding Darling	1.0	3.3
Disney	4.5	2.5
<b>Satisfaction with Lee County</b>		
Very Satisfied	79.3%	88.1%
Satisfied	<u>20.1</u>	<u>10.7</u>
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>99.4%</b>	<b>98.8%</b>



## October 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>October 2005</u>	<u>October 2006</u>
<b>Features Liked Most about Lee</b>		
Beaches	76.7%	81.6%
Climate	67.1	66.6
Rest/Relaxation/Quiet	58.4	64.3
Tropical Atmosphere	45.4	41.3
Friendly Residents	19.5	20.5
Not Commercial	15.3	15.6
Accommodations/Lodging	18.2	14.9
Restaurants	12.0	10.6
Clean Environment	5.2	6.8
Safety	2.6	4.5

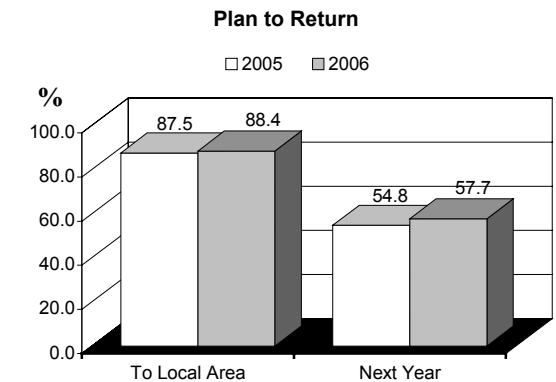
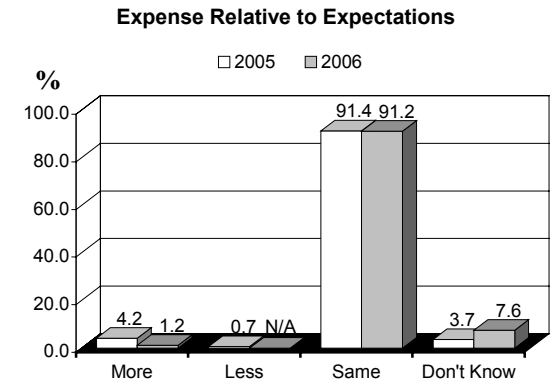
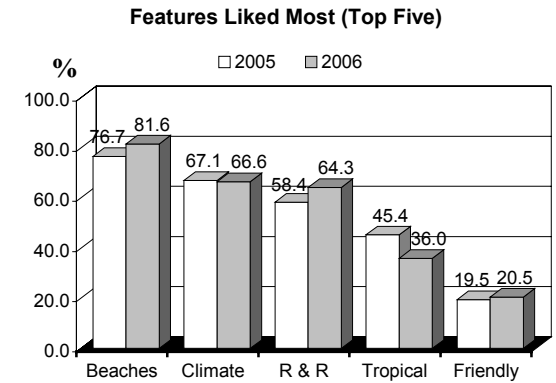
<b>Features Liked Least about Lee</b>		
No Specific Complaints	75.7%	77.9%
Water Quality/Red Tide	18.3	7.9
Insects	3.6	7.4
Expense	1.4	1.6
Congestion/Over Population	3.8	1.2
Weather	0.4	0.5

	<u>October 2005</u>	<u>October 2006</u>
<b>Expense Relative to Expectations</b>		
More Expensive	4.2%	1.2%
Less Expensive	0.7	N/A
As Expected	91.4	91.2
Don't Know	3.7	7.6

<b>Recommend Lee to Friends/Relatives</b>		
Yes	88.3%	84.9%

<b>Plan to Return (% Yes)</b>		
To Local Area	87.5%	88.4%
Next Year (Base: Return to Local Area)	54.8	57.7

<b>Median Age Head of Household (Years)</b>	51.5	51.2
<b>Average Annual Household Income</b>	\$82,617	\$84,986



# October 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>October 2005</u>	<u>October 2006</u>
<b>Average Number of (Per Year)</b>		
Getaway Trips	2.8	2.9
Vacations	2.0	2.1

## Out-of-State Visitor Party Budget

	<u>October 2005</u>	<u>October 2006</u>
<i>(Lee Stay)</i>		
Total	\$1,317.40	\$1,399.66
Per Person/Trip	526.96	608.55
Per Person/Day	90.86	106.76

## Out-of-State Visitor Party Budget Breakout

	<u>October 2005</u>	<u>October 2006</u>
<i>(Lee Stay by Category)</i>		
Accommodations	\$660.80	\$707.16
Food/Entertainment	452.50	467.79
Rental Car	226.40	248.31
Retail Purchases	135.00	143.03

<b>See/Read/Hear Lee Message (% Yes)</b>	36.3%	44.4%
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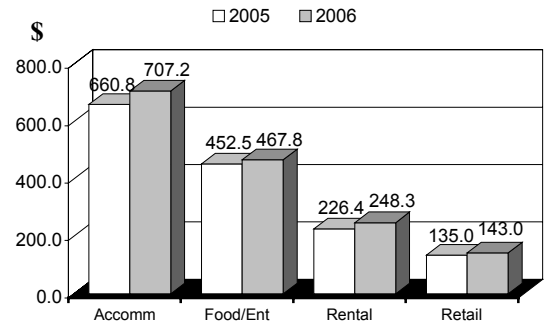
## Type of Message Seen (Multiple Response)

Internet	82.0%	78.6%
Travel Guides/Visitor Guides/Brochures	37.8	35.7
Newspapers	24.8	23.1
Magazines	12.6	13.8
Television	9.6	4.6

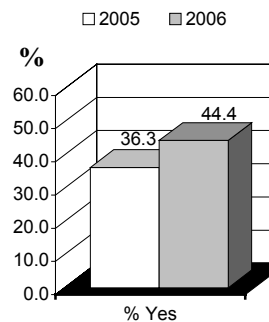
## Influenced by Lee Message

<i>(Base: Respondents Reporting See/Read/Hear Message)</i>	79.7%	87.4%
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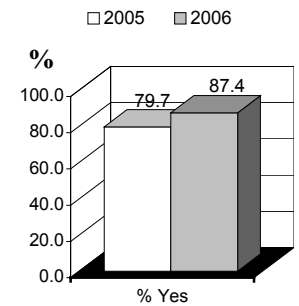
## Budget Breakout



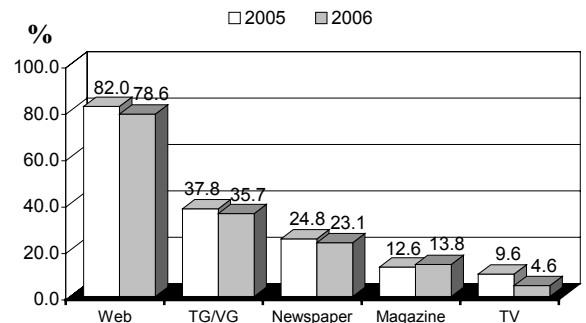
## See/Hear/Read Message



## Influenced by Message

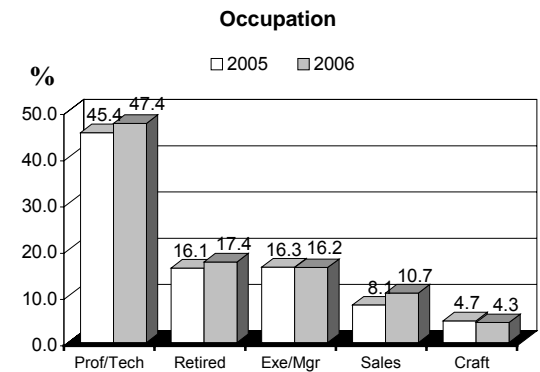


## Type of Message Seen

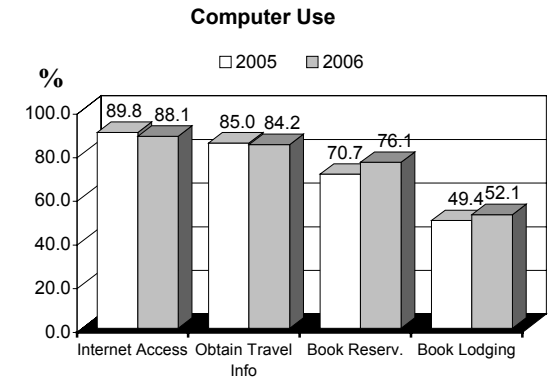


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	<u>October 2005</u>	<u>October 2006</u>
<b>Occupation</b>		
Professional/Technical	45.4%	47.4%
Retired	16.1	17.4
Executive/Managerial	16.3	16.2
Salesman/Buyer	8.1	10.7
Craft/Factory	4.7	4.3



	<u>October 2005</u>	<u>October 2006</u>
<b>Have Internet Access</b>	89.8%	88.1%
<b>Use Internet to:</b> <i>(Base: Respondents who have Internet Access)</i>		
Obtain Travel Information	85.0%	84.2%
Book Reservations On-line	70.7	76.1
<b>Book Lodging Reservations:</b> <i>(Base: Respondents who Book Travel Reservations On-line)</i>	49.4%	52.1%

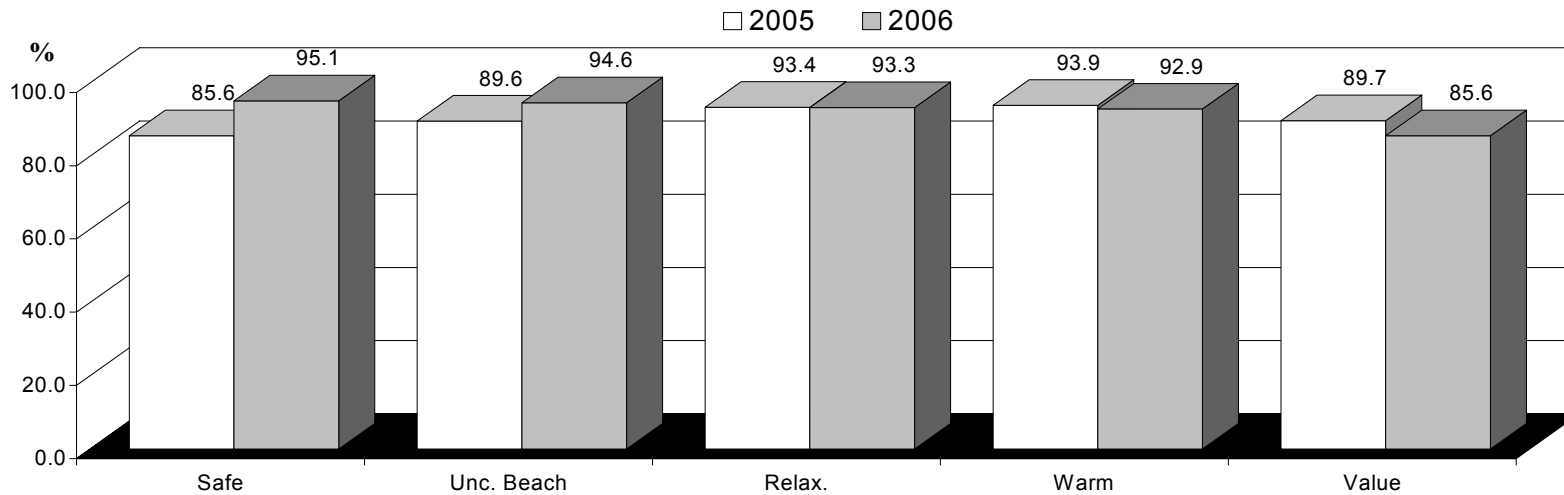


## October 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

### Influential Factors in Choosing Lee

Influential Factors	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Oct. '05
Safe Destination	96.0%	93.3%	91.1%	93.3%	97.9%	94.3%	95.3%	93.6%	97.9%	95.8%	90.8%	<b>95.1%</b>	85.6%
Uncommercialized Beaches	90.3	87.0	88.6	88.3	89.5	92.8	90.4	92.9	96.3	96.7	95.1	<b>94.6</b>	89.6
Complete Relaxation	91.8	91.6	82.1	86.8	88.6	90.0	88.5	87.8	88.7	94.0	89.2	<b>93.3</b>	93.4
Warm Weather	99.1	99.7	98.6	99.6	99.7	99.7	96.0	81.5	75.8	70.6	83.4	<b>92.9</b>	93.9
Good Value for the Money	87.0	86.8	88.8	83.4	85.2	86.4	89.5	87.1	89.3	89.0	87.2	<b>85.6</b>	89.7
Sunning on the Beach	79.7	83.0	81.7	84.7	89.9	89.5	84.7	79.6	86.0	82.8	81.3	<b>84.0</b>	77.8
Quiet Atmosphere	92.8	90.7	87.3	85.3	86.1	90.1	93.0	87.3	84.7	88.9	86.2	<b>83.4</b>	86.4
White Sand Beaches w/ Shelling	74.1	73.5	80.4	74.4	75.1	79.1	78.9	79.0	83.2	77.8	76.7	<b>76.8</b>	71.5
Reasonably Priced Lodging	76.3	72.5	73.5	74.0	73.1	73.7	83.9	84.5	83.2	84.4	78.0	<b>76.4</b>	83.0
Clean, Unspoiled Environment	66.3	68.4	66.9	72.8	71.6	75.2	84.8	76.4	88.5	81.4	77.4	<b>74.5</b>	70.5
Upscale Accommodations	72.0	73.7	72.6	72.7	73.5	75.1	79.2	69.0	74.3	78.2	75.8	<b>73.7</b>	74.9
Family Atmosphere	72.6	76.3	72.8	70.3	76.6	76.1	74.2	78.6	79.2	81.6	72.3	<b>68.8</b>	71.3
Tropical Plants/Animals	61.8	61.4	69.1	73.9	70.2	71.0	79.1	79.8	75.7	75.2	66.1	<b>65.6</b>	67.9
Affordable Dining	69.7	70.6	70.0	67.8	68.8	75.8	78.6	73.5	69.6	75.1	70.7	<b>64.9</b>	67.5

### Influential Factors in Choosing Lee (Top Five) -- October



**TOP U.S. FEEDER MARKETS**

<u>October 2005</u>		<u>October 2006</u>		<u>'05 Rank</u>		
1.	Chicago	10.8%	1.	New York	8.9%	2
2.	New York	8.7	2.	Chicago	8.0	1
3.	Miami/Fort Lauderdale	6.0	3.	Tampa/St. Petersburg	7.7	9
4.	Indianapolis	5.7	4.	Miami/Fort Lauderdale	6.8	3
5.	Boston	5.0	5.	Boston	5.7	5
6.	Detroit	4.7	6.	Philadelphia	5.4	8
7.	Minneapolis/St. Paul	4.3	7.	Cleveland	3.9	10
8.	Philadelphia	3.8	8.	Greater Orlando Area	3.4	11
9.	Tampa/St. Petersburg	3.7	9.	Indianapolis	3.3	4
10.	Cleveland	3.5	10.	Minneapolis/St. Paul	3.2	7
11.	Greater Orlando Area	3.5	11.	St. Louis	3.2	--

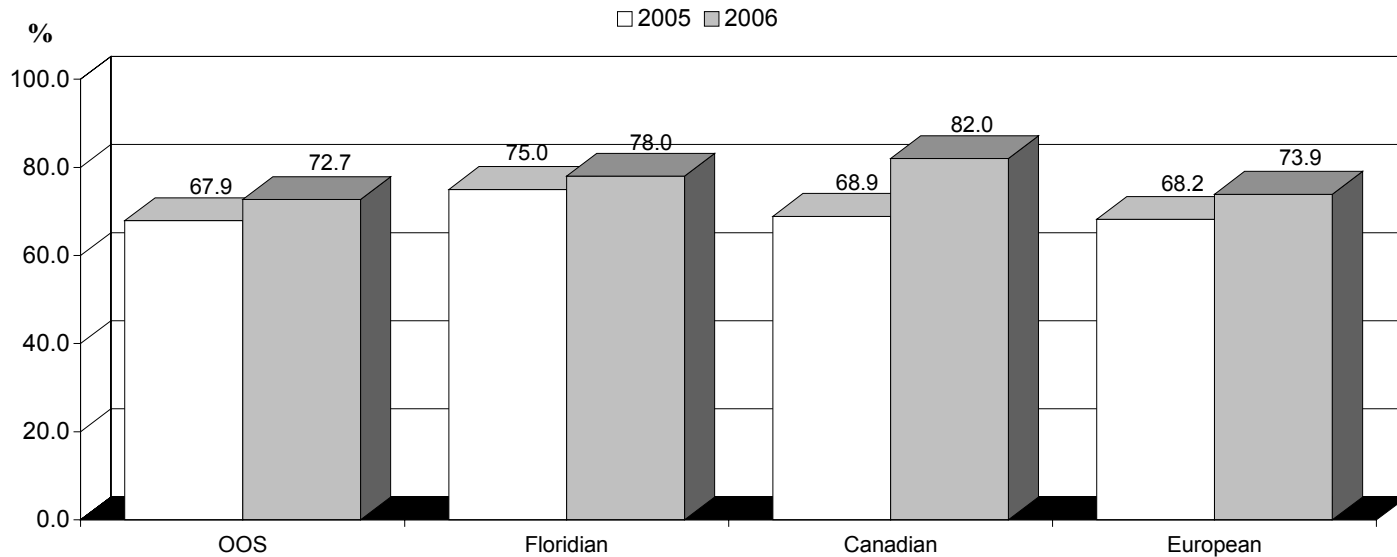
**Please Note:** *In October 2006, the Miami/Ft. Lauderdale segment accounted for 31% of the Florida market. The distribution is as follows: Broward County: 60%; Dade County: 40%. Sample size does not permit statistical inference.*

Lee County Occupancy Barometer: 2006

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

	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Oct. '05
U.S. OOS Travelers	83.3%	76.2%	70.8%	73.7%	77.4%	73.1%	71.7%	60.9%	63.6%	59.2%	62.3%	<b>72.7%</b>	67.9%
Floridian Travelers	84.0	78.5	73.8	78.9	80.0	77.4	75.5	73.1	70.5	66.0	66.0	<b>78.0</b>	75.0
Canadian Travelers	75.6	71.4	75.0	76.2	76.0	71.4	71.1	59.4	54.5	54.8	61.4	<b>82.0</b>	68.9
European Travelers	75.5	78.3	73.7	80.0	74.5	73.0	70.2	58.3	52.6	55.1	57.8	<b>73.9</b>	68.2

Reservations: October 2006 -- Over the Next Three Months

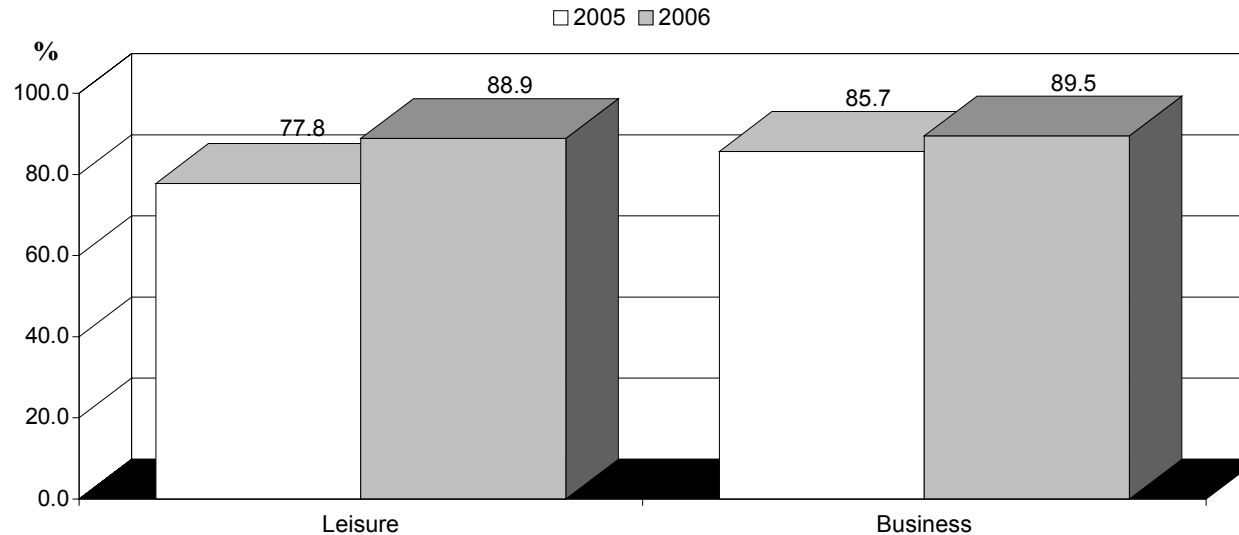


## October 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug '06	Sept. '06	Oct. '06	Oct. '05
Leisure Travelers	89.6%	82.0%	80.6%	75.8%	81.1%	75.0%	78.8%	74.1%	68.0%	66.7%	73.1%	<b>88.9%</b>	77.8%
Business Travelers	93.8	89.4	77.8	87.5	88.9	86.7	87.9	83.4	82.8	75.5	73.5	<b>89.5</b>	85.7
Conferences/ Business Meetings	88.9	83.8	79.3	78.6	80.8	80.0	78.3	75.8	75.0	68.6	65.2	<b>89.3</b>	84.6
Travel and Tour	84.6	73.5	80.8	80.0	89.7	77.5	81.0	71.0	71.4	65.1	52.2	<b>85.2</b>	83.3

**Expectations: October 2006 -- Over the Next Three Months**





## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Florida								Southeast							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
<b>Winter</b>	<b>71,708</b>	<b>71,708</b>	<b>72,240</b>	<b>72,240</b>	<b>62,675</b>	<b>62,675</b>	<b>65,866</b>	<b>65,866</b>	<b>65,981</b>	<b>65,981</b>	<b>68,075</b>	<b>68,075</b>	<b>63,662</b>	<b>63,662</b>	<b>64,531</b>	<b>64,531</b>
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924	35,383	132,969	13,861	86,357	15,509	90,047	15,028	85,492	14,088	85,915
July	39,357	173,894	38,764	168,999	40,066	161,990	40,846	173,815	16,748	103,105	16,181	106,228	14,685	100,177	14,869	100,784
Aug	28,685	202,579	18,182	187,181	21,022	183,012	22,818	196,633	7,739	110,844	5,911	112,139	7,185	107,362	6,655	107,439
<b>Spr/Sum</b>	<b>130,871</b>	<b>202,579</b>	<b>114,941</b>	<b>187,181</b>	<b>120,337</b>	<b>183,012</b>	<b>130,767</b>	<b>196,633</b>	<b>44,863</b>	<b>110,844</b>	<b>44,064</b>	<b>112,139</b>	<b>43,700</b>	<b>107,362</b>	<b>42,908</b>	<b>107,439</b>
Sep	20,641	223,220	20,535	207,716	21,180	204,192	22,317	218,950	6,227	117,071	7,227	119,366	6,523	113,885	5,957	113,396
Oct	11,593	234,813	10,542	218,258	10,594	214,786	13,444	232,394	5,072	122,143	5,155	124,521	4,540	118,425	4,507	117,903
Nov	12,594	247,407	11,568	229,826	12,354	227,140			6,869	129,012	5,987	130,508	6,660	125,085		
Dec	4,434	251,841	4,872	234,698	5,557	232,697			10,211	139,223	8,559	139,067	9,724	134,809		
<b>Fall</b>	<b>49,262</b>	<b>251,841</b>	<b>47,517</b>	<b>234,698</b>	<b>49,685</b>	<b>232,697</b>			<b>28,379</b>	<b>139,223</b>	<b>26,928</b>	<b>139,067</b>	<b>27,447</b>	<b>134,809</b>		
<b>TOTAL</b>	<b>251,841</b>		<b>234,698</b>		<b>232,697</b>				<b>139,223</b>		<b>139,067</b>		<b>134,809</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Northeast								Midwest							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
<b>Winter</b>	<b>326,237</b>	<b>326,237</b>	<b>352,696</b>	<b>352,696</b>	<b>344,241</b>	<b>344,241</b>	<b>346,662</b>	<b>346,662</b>	<b>445,502</b>	<b>445,502</b>	<b>478,890</b>	<b>478,890</b>	<b>467,027</b>	<b>467,027</b>	<b>468,793</b>	<b>468,793</b>
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904	38,495	432,896	45,192	534,356	48,523	572,796	50,350	561,729	52,419	572,598
July	39,189	440,505	43,031	476,137	43,692	469,596	42,817	475,713	49,070	583,426	54,411	627,207	56,201	617,930	52,491	625,089
Aug	20,430	460,935	8,737	484,874	14,369	483,965	14,520	490,233	29,407	612,833	16,318	643,525	23,772	641,702	22,213	647,302
<b>Spr/Sum</b>	<b>134,698</b>	<b>460,935</b>	<b>132,178</b>	<b>484,874</b>	<b>139,724</b>	<b>483,965</b>	<b>143,571</b>	<b>490,233</b>	<b>167,331</b>	<b>612,833</b>	<b>164,635</b>	<b>643,525</b>	<b>174,675</b>	<b>641,702</b>	<b>178,509</b>	<b>647,302</b>
Sept	21,068	482,003	12,951	497,825	15,732	499,697	14,931	505,164	23,456	636,289	16,385	659,910	18,187	659,889	20,411	667,713
Oct	18,920	500,923	17,544	515,369	16,950	516,647	17,718	522,882	25,280	661,569	24,776	684,686	24,517	684,406	22,691	690,404
Nov	29,663	530,586	29,936	545,305	32,442	549,089			35,179	696,748	34,807	719,493	36,417	720,823		
Dec	38,024	568,610	37,000	582,305	41,119	590,208			61,537	758,285	57,936	777,429	59,595	780,418		
<b>Fall</b>	<b>107,675</b>	<b>568,610</b>	<b>97,431</b>	<b>582,305</b>	<b>106,243</b>	<b>590,208</b>			<b>145,452</b>	<b>758,285</b>	<b>133,904</b>	<b>777,429</b>	<b>138,716</b>	<b>780,418</b>		
<b>TOTAL</b>	<b>568,610</b>		<b>582,305</b>		<b>590,208</b>				<b>758,285</b>		<b>777,429</b>		<b>780,418</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
<b>Winter</b>	<b>32,236</b>	<b>32,236</b>	<b>32,620</b>	<b>32,620</b>	<b>34,660</b>	<b>34,660</b>	<b>34,794</b>	<b>34,794</b>	<b>67,522</b>	<b>67,522</b>	<b>73,403</b>	<b>73,403</b>	<b>81,523</b>	<b>81,523</b>	<b>74,429</b>	<b>74,429</b>
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432	1,147	37,686	13,716	92,327	15,355	101,122	15,647	110,065	17,200	105,744
July	1,005	35,638	1,245	36,779	1,450	38,882	1,612	39,298	15,910	108,237	17,782	118,904	19,217	129,282	21,140	126,884
Aug	619	36,257	321	37,100	798	39,680	605	39,903	13,207	121,444	12,657	131,561	18,716	147,998	16,767	143,651
<b>Spr/Sum</b>	<b>4,021</b>	<b>36,257</b>	<b>4,480</b>	<b>37,100</b>	<b>5,020</b>	<b>39,680</b>	<b>5,109</b>	<b>39,903</b>	<b>53,922</b>	<b>121,444</b>	<b>58,158</b>	<b>131,561</b>	<b>66,475</b>	<b>147,998</b>	<b>69,222</b>	<b>143,651</b>
Sept	682	36,939	358	37,458	460	40,140	556	40,459	9,553	130,997	10,446	142,007	11,588	159,586	11,992	155,643
Oct	1,610	38,549	1,308	38,766	1,513	41,653	1,166	41,625	13,848	144,845	13,773	155,780	14,075	173,661	14,998	170,641
Nov	3,018	41,567	2,334	41,100	2,686	44,339			12,385	157,230	12,786	168,566	12,891	186,552		
Dec	4,837	46,404	5,267	46,367	5,973	50,312			11,958	169,188	14,221	182,787	12,780	199,332		
<b>Fall</b>	<b>10,147</b>	<b>46,404</b>	<b>9,267</b>	<b>46,367</b>	<b>10,632</b>	<b>50,312</b>			<b>47,744</b>	<b>169,188</b>	<b>51,226</b>	<b>182,787</b>	<b>51,334</b>	<b>199,332</b>		
<b>TOTAL</b>	<b>46,404</b>		<b>46,367</b>		<b>50,312</b>				<b>169,188</b>		<b>182,787</b>		<b>199,332</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
<b>Winter</b>	<b>34,749</b>	<b>34,749</b>	<b>31,232</b>	<b>31,232</b>	<b>28,383</b>	<b>28,383</b>	<b>26,925</b>	<b>26,925</b>	<b>1,043,935</b>	<b>1,043,935</b>	<b>1,109,156</b>	<b>1,109,156</b>	<b>1,082,171</b>	<b>1,082,171</b>	<b>1,082,000</b>	<b>1,082,000</b>
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250	5,078	36,602	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796	163,810	1,404,410
July	6,197	49,597	6,401	46,775	5,983	42,233	5,375	41,977	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090	179,150	1,583,560
Aug	3,095	52,692	2,120	48,895	2,838	45,071	2,852	44,829	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790	86,430	1,669,990
<b>Spr/Sum</b>	<b>17,943</b>	<b>52,692</b>	<b>17,663</b>	<b>48,895</b>	<b>16,688</b>	<b>45,071</b>	<b>17,904</b>	<b>44,829</b>	<b>553,649</b>	<b>1,597,584</b>	<b>536,119</b>	<b>1,645,275</b>	<b>566,619</b>	<b>1,648,790</b>	<b>587,990</b>	<b>1,669,990</b>
Sept	3,668	56,360	3,649	52,544	3,070	48,141	3,256	48,085	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530	79,420	1,749,410
Oct	4,187	60,547	3,847	56,391	3,481	51,622	3,186	51,271	80,510	1,763,389	76,945	1,793,771	75,670	1,801,200	77,710	1,827,120
Nov	4,371	64,918	4,059	60,450	3,975	55,597			104,079	1,867,468	101,477	1,895,248	107,425	1,908,625		
Dec	3,359	68,277	3,818	64,268	4,167	59,764			134,360	2,001,828	131,673	2,026,921	138,915	2,047,540		
<b>Fall</b>	<b>15,585</b>	<b>68,277</b>	<b>15,373</b>	<b>64,268</b>	<b>14,693</b>	<b>59,764</b>			<b>404,244</b>	<b>2,001,828</b>	<b>381,646</b>	<b>2,026,921</b>	<b>398,750</b>	<b>2,047,540</b>		
<b>TOTAL</b>	<b>68,277</b>		<b>64,268</b>		<b>59,764</b>				<b>2,001,828</b>		<b>2,026,921</b>		<b>2,047,540</b>			