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

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

2012 Spring Season Visitor Profile and Occupancy Analysis (April – June 2012)

August 2012

Executive Summary
Spring 2012

Throughout this report, statistically significant differences between responses for 2011 and 2012 at the 95% confidence level are noted with an A,B lettering system. For example:

2010 A	2011 B
60%	70%A

In the table above 70% in Column B is statistically greater than 60% in Column A.

Executive Summary

Visitation Estimates

- During the spring season of 2012, Lee County hosted an estimated 1.3 million visitors. Nearly 650,000 of them were staying in paid accommodations and slightly more than 650,000 were staying with friends or relatives while visiting.
- Visitation among paid accommodations guests was down 7.9% versus the same period in 2011. However, visitation among those staying with friends or relatives was 9.6% higher than 2011. As a result, the total number of visitors during the season was roughly the same as 2011 but notably higher than 2010.

Estimated Visitation	2011	2012	% Change
Paid Accommodations	701,338	646,129	-7.9%
Friends/Relatives	597,725	655,054	+9.6%
Total Visitation	**1,299,063**	**1,301,183**	**+0.2%**

Visitor Expenditures

- Spring 2012 visitors spent an estimated $658.6 million during their stay. Total spending for the season dropped 4.2% from 2011 to 2012, but visitor spending was significantly greater in 2012 than in 2010.
- Paid accommodations guests contributed $378.7 million to the total (well over half) but translated to a 2.1% decrease from spring 2011. Spending among those visiting friends or relatives declined even more dramatically (-6.8%).

Estimated Expenditures	2011	2012	% Change
Paid Accommodations	$386,914,333	$378,737,635	-2.1%
Friends/Relatives	$300,398,657	$279,887,173	-6.8%
Total Expenditures	**$687,312,990**	**$658,624,808**	**-4.2%**

the beaches of FORT MYERS SANIBEL

Visitor Origin

- The majority of spring 2012 visitors staying in paid accommodations were U.S. residents (85%) – the same proportion as last year (85%). International visitors staying in paid accommodations predominantly came from Germany and the UK. Lee County experienced a notable decrease in the estimated number of visitors from Canada from spring 2011 to 2012, which had been the top international origin market for this period last year.

Visitors Stay in Paid Accommodations					
	%		Visitor Estimates		
Country of Origin	2011	2012	2011	2012	% Change
United States	85%	85%	595,075	549,669	-7.6%
Germany	3%	4%	17,983	22,967	+27.7
UK	3%	3%	17,983	18,373	+2.2%
France	<1%	2%	3,270	13,780	+321.4%
Scandinavia	1%	2%	8,174	10,718	31.1%
Canada	5%	1%	34,331	9,187	-73.2%
BeNeLux	<1%	1%	3,270	9,187	+180.9%
Ireland	-	1%	-	4,593	-
Switzerland	1%	<1%	8,174	3,062	-62.5%
Austria	<1%	<1%	3,270	1,531	-53.2%
Other International	-	<1%	3,270	3,062	-6.4%
No Answer	1%	-	6,539	-	-

- Roughly four in ten spring 2012 domestic paid accommodations guests came from the Midwest (44%). About one-quarter came from the Northeast (26%) and nearly as many from the South (22%).

- The top three domestic feeder markets for spring 2012 paid accommodations guests were Indianapolis, New York, and Chicago.

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		
U.S. Region of Origin	2011	2012	2011	2012	% Change
Florida	12%	11%	71,932	59,713	-17.0%
South (including Florida)	20%	22%	120,977	122,489	+1.2%
Midwest	49%	44%	289,363	243,447	-15.9%
Northeast	20%	26%	116,072	145,456	+25.3%
West	2%	3%	14,713	13,780	-6.3%
No Answer	9%	4%	53,949	24,498	-54.6%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

2012 Top DMAs (Paid Accommodations)		
Indianapolis	7%	39,809
New York	6%	35,216
Chicago	5%	29,091
Detroit	4%	22,967
Philadelphia	4%	19,904
Tampa-Saint Petersburg (Sarasota)	3%	18,373
Boston (Manchester, NH)	3%	16,842
Cincinnati	3%	15,311
Columbus, OH	3%	15,311

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

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Trip Planning

- The majority of spring 2012 visitors reported they started talking about, chose, and made reservations for their Lee County trip at least three months in advance. The proportion claiming to do so was somewhat higher than that reported by spring 2011 visitors.
  - 79% started talking about trip in that timeframe (vs. 72% spring 2011)
  - 71% chose Lee County for trip (vs. 64% spring 2011)
  - 53% made lodging reservation (vs. 50% spring 2011)

- Not surprisingly, most visitors said they used the internet to aid in planning their Lee County trip. One in four mentioned using airline websites (41%) – the highest proportion of mentions. Two-thirds of spring 2012 visitors reported they typically use a laptop computer to access online destination planning information and half said they use a desktop computer (68% and 54% respectively). Importantly, a sizeable minority typically use smartphones (42%) for accessing destination planning information – a higher proportion than reported by winter 2012 visitors (33%).

- When talking about coming to Lee County, the attributes that received the highest ratings among spring 2012 visitors with regard to influencing their selection were:
  - *Peaceful/relaxing* (89%),
  - *Warm weather* (89%),
  - *White sandy beaches* (84%),
  - *A safe destination (81%),* and
  - *Clean, unspoiled environment (77%).*

  With the exception of *peaceful/relaxing,* all of these attributes were rated more favorably among spring 2012 visitors than among spring 2011 visitors, as were the following statements: *A 'family' atmosphere* and *Upscale accommodations.*

Visitor Profile

- Seven in ten spring 2012 visitors flew to the area (70%) – most of them flying into Southwest Florida International Airport (83%). In comparison, somewhat fewer spring 2011 visitors claimed to use air travel as their mode of transportation (64%).

- Fully three-quarters of spring 2012 visitors had traveled to Lee County before, averaging nearly five trips in the past five years – likely one trip per year.

Visitor Profile (cont'd)

- The *average* length of time spring visitors spent in *Lee County* tended to be somewhat longer this year than last – by nearly one day (8.6 days in spring 2012 vs. 7.8 days in spring 2011).
- Four in ten spring 2012 visitors interviewed indicated they were staying in hotel/motel/resorts (42%) during their trip, and a slightly higher proportion said they were staying in a condo/vacation home property (46%). Half of those staying in paid accommodations reported that the quality *far exceeded* or *exceeded expectations* (48%) – an improvement over last spring (40%).
- The top activities visitors enjoyed in Lee County were *beaches* (94%), *relaxing* (80%), *dining out* (73%), and to a lesser extent, *swimming* (63%) and *shopping* (60%).
- Overall, visitor satisfaction remains extremely high – nearly all (96%) of spring 2012 visitors reported being *very satisfied (67%)* or *satisfied (29%)* with their visit. Almost as many indicated they are likely to return to Lee County (92%), and well over half of them said they will return next year (63%). Nine in ten said they will also recommend Lee County to a friend over other areas in Florida (89%).
- A sizeable minority of spring 2012 visitors said there were no features they disliked during their Lee County visit (42%). Spring 2012 visitors most often noted *traffic* as the least liked aspect of their trip (26%), which also ranked highest among spring 2011 visitors (30%). *Insects* came in second but with only 17% of mentions and was significantly lower than reported by spring 2011 visitors (25%).
- The demographic composition of spring 2012 visitors can be summarized as follows:
  - 51 years of age on average
  - $105,700 household income on average
  - 76% married
  - 48% traveling as a family
  - 31% traveling as a couple
  - 34% traveling *with* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights were flat (-0.6%) from spring 2011 to 2012 but *occupied* room nights fell 1.5%. Hotel/motel/resort properties saw a slight decline in *available* room nights (-1.8%) which was matched by about the same rate of decay in *occupied* room nights (-1.6%). Condo/vacation homes held steady on *available* room nights and saw an increase in *occupied* room nights (+6.8%). RV parks/campgrounds experienced an increase in *available* room nights (+2.0%), but *occupied* room nights dwindled significantly.

	Occupied Room Nights			Available Room Nights		
	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	608,751	599,131	-1.6%	1,047,283	1,028,553	-1.8%
Condo/Cottage/Vacation Home	233,429	249,211	+6.8%	447,306	445,348	-0.4%
RV Park/Campground	180,181	158,415	-12.1%	459,580	468,767	+2.0%
Total	**1,022,361**	**1,006,757**	**-1.5%**	**1,954,169**	**1,942,668**	**-0.6%**

- As a result, average occupancy rate in Lee County fell slightly from 52.3% in spring 2011 to 51.8% in spring 2012 (-1.0%). Average occupancy rate remained the same for hotel/motel/resort properties year-over-year (+0.3%), grew 7.3% for condos/vacation homes, but dropped substantially for RV parks/campgrounds (-13.8%).
- Average daily rate in spring 2012 surpassed that of spring 2011 (+2.9%) due to increases for hotels/motels/resorts (+1.9%) and RV parks/campgrounds (+4.1%). Condos/vacation homes saw some softening in their ADR (-1.6%), which may well have helped occupancy rate.
- RevPAR performance for the Lee County industry showed a modest improvement year-over-year (+1.9%) but was constrained by the decline observed in the RV park/campground category (-10.2%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Property Managers Responding	334	302		338	302		334/338	302	
Hotel/Motel/Resort/B&B	58.1%	58.3%	+0.3%	$134.51	$137.13	+1.9%	$78.19	$79.88	+2.2%
Condo/Cottage/Vacation Home	52.2%	56.0%	+7.3%	$169.01	$166.38	-1.6%	$88.20	$93.11	+5.6%
RV Park/Campground	39.2%	33.8%	-13.8%	$39.69	$41.33	+4.1%	$15.56	$13.97	-10.2%
AVERAGE	**52.3%**	**51.8%**	**-1.0%**	**$125.68**	**$129.29**	**+2.9%**	**$65.75**	**$67.00**	**+1.9%**

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Lodging Industry Assessments (cont'd)

- According to property managers who provided input for the months of April, May, and June 2012, projected reservations in the coming months appeared to be keeping pace with the same period last year. For spring 2012, slightly more than one-third of managers responding noted that their total level of reservations for the next three months (May-July, June-August, or July-October) are up over the same period the prior year (38% vs. 33% spring 2011). Four in ten said reservations for the next three months are at least the same as the same time last year (39% vs. 40% spring 2011), and only two in ten claimed that their reservations are down for the next three months (20% vs. 24% June 2011).

Spring 2012 Lee County Snapshot

Total Spring Visitation

	%		Visitor Estimates	
	2011	2012	2011	2012
Paid Accommodations	54%	50%	701,338	646,129
Friends/Relatives	46%	50%	597,725	655,054
Total Visitation			1,299,063	1,301,183

Total Visitor Expenditures

	2011	2012	% Change
Total Visitor Expenditures	$687,312,990	$658,624,808	-4.2%
Paid Accommodations	$386,914,333	$378,737,635	-2.1%

Visitor Origin - Visitors Staying in Paid Accommodations

	%		Visitor Estimates	
	2011	2012	2011	2012
Florida	12%	11%	71,932	59,713
United States	85%	85%	595,075	549,669
UK	3%	3%	17,983	18,373
Germany	3%	4%	17,983	22,967
Canada	5%	1%	34,331	9,187
Other International	4%	7%	29,427	45,933
No Answer	1%	-	6,539	-

Average Per Person Per Day Expenditures

2011	2012	% Change
$116.19	$122.26	+5.2%

First-Time/Repeat Visitors to Lee County

	2011	2012
First-time	24%	22%
Repeat	73%	77%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Property Managers Responding	**334**	**302**		**338**	**302**		**334/338**	**302**	
Hotel/Motel/Resort/B&B	58.1%	58.3%	+0.3%	$134.51	$137.13	+2.0%	$78.19	$79.88	+2.2%
Condo/Cottage/Vacation Home	52.2%	56.0%	+7.3%	$169.01	$166.38	-1.6%	$88.20	$93.11	+5.6%
RV Park/Campground	39.2%	33.8%	-13.8%	$39.69	$41.33	+4.1%	$15.56	$13.97	-10.2%
AVERAGE	**52.3**	**51.8%**	**-1.0%**	**$125.68**	**$129.29**	**+2.9%**	**$65.75**	**$67.00**	**+1.9%**

Calendar YTD 2012 Lee County Snapshot

Total Calendar Year Visitation	%		Visitor Estimates	
	2011	2012	2011	2012
Paid Accommodations	52%	49%	1,373,161	1,315,684
Friends/Relatives	48%	51%	1,293,096	1,390,842
Total Visitation			2,666,257	2,706,526

Total Visitor Expenditures	2011	2012	% Change
Total Visitor Expenditures	$1,747,102,850	$1,708,618,051	-2.2%
Paid Accommodations	$1,117,300,588	$1,112,030,640	-0.5%

Visitor Origin - Visitors Staying in Paid Accommodations	%		Visitor Estimates	
	2011	2012	2011	2012
Florida	7%	6%	82,877	67,550
United States	85%	83%	1,168,406	1,093,077
Germany	2%	5%	24,376	62,944
Canada	7%	4%	91,002	50,662
UK	2%	2%	27,626	29,169
Other International	3%	6%	43,876	79,831
No Answer	1%	0%	17,875	-

Average Per Person Per Day Expenditures

2011	2012	% Change
$116.96	$121.18	+3.6%

First-Time/Repeat Visitors to Lee County

	2011	2012
First-time	24%	23%
Repeat	75%	76%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	64.6%	67.1%	+3.8%	$147.99	$152.76	+3.2%	$95.58	$102.43	+7.2%
Condo/Cottage/Vacation Home	65.8%	68.5%	+4.1%	$188.81	$194.93	+3.2%	$124.30	$133.53	+7.4%
RV Park/Campground	64.3%	61.5%	-4.3%	$48.77	$52.20	+7.0%	$31.37	$32.12	+2.4%
AVERAGE	**64.8%**	**66.1%**	**+2.0%**	**$134.25**	**$140.37**	**+4.6%**	**$87.00**	**$92.73**	**+6.6%**

Visitor Profile Analysis
Spring 2012

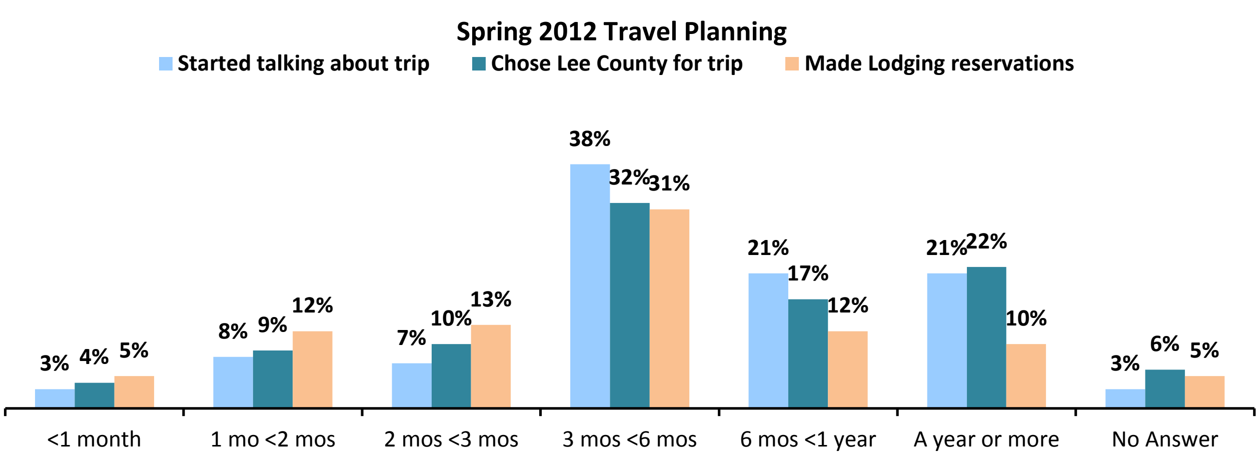
A total of 602 *interviews were conducted with visitors in Lee County during the Spring months of April, May, and June 2012. A total sample of this size is considered accurate to plus or minus 4.0 percentage points at the 95% confidence level.*

A total of 614 *interviews were conducted with visitors in Lee County during the Spring months of April, May, and June 2011. A total sample of this size is considered accurate to plus or minus 3.9 percentage points at the 95% confidence level.*

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2011	2012	2011	2012	2011	2012
	A	B	A	B	A	B
Total Respondents	**614**	**602**	**614**	**602**	**614**	**602**
Less than 3 months (NET)	25%B	18%	30%B	23%	35%B	29%
<1 month	5%B	3%	8%B	4%	9%B	5%
1 month - <2 months	8%	8%	9%	9%	12%	12%
2 months - <3 months	12%B	7%	13%	10%	14%	13%
3 months or more (NET)	72%	79%A	64%	71%A	50%	53%
3 months - <6 months	37%	38%	29%	32%	28%	31%
6 months - <1 year	19%	21%	16%	17%	11%	12%
A year or more	16%	21%A	18%	22%	11%	10%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	N/A	14%
No Answer	4%	3%	6%	6%	15%B	5%

Q3a: When did you "start talking" about going on this trip? Q3b: When did you choose Lee County for this trip?
Q3c. When did you make lodging reservations for this trip?



Travel Planning

Devices Used to Access Destination Planning Information	
	2012
Total Respondents	**602**
Any (NET)	96%
Laptop computer	68%
Desktop computer	54%
Smartphone (iPhone, Blackberry, etc.)	42%
Tablet (iPad, etc.)	22%
E-Reader (Nook, Kindle, etc.)	4%
Other portable device	2%
None of these	4%
No Answer	1%

Q5. Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Note: New question added in 2012.

Travel Websites Visited		
	2011	2012
	A	B
Total Respondents who use devices for destination planning (2012) or who have access to a computer (2011)	**557**	**577**
Visited web sites (net)	81%	87%A
Airline websites	31%	41%A
Hotel websites	27%	32%
Search Engines	29%	30%
Booking websites	27%	27%
www.FortMyers-Sanibel.com	12%	17%A
Trip Advisor	13%	16%
Visit Florida	9%	6%
AAA	8%	6%
Facebook	N/A	3%
Travel Channel	<1%	N/A
Other	16%	17%
None/Didn't visit websites	16%B	12%
No Answer	2%	1%

Q6. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

Note: Question 6 revised in 2012. Results are not directly comparable to the same period last year.

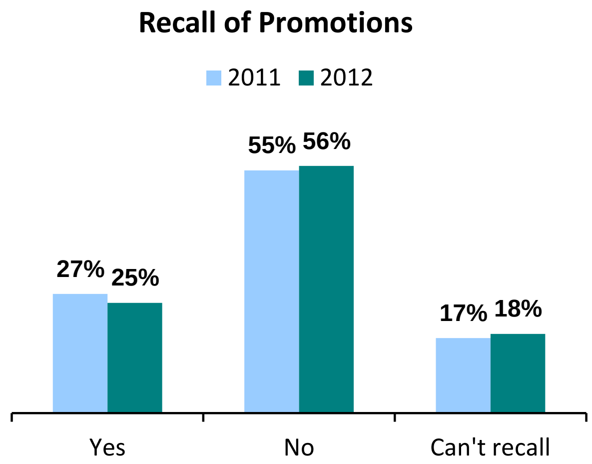
Travel Planning

Travel Information Requested	2011	2012
	A	B
Total Respondents	**614**	**602**
Requested information (NET)	40%B	30%
Hotel Web Site	17%	16%
Call hotel	8%	8%
VCB website	7%	5%
Visitor Guide	5%	3%
Call local Chamber of Commerce	1%	1%
Other	13%B	6%
None/Did not request information	48%	65%A
No Answer	12%B	5%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions	2011	2012
	A	B
Total Respondents	**614**	**602**
Yes	27%	25%
No	55%	56%
Can't Recall	17%	18%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

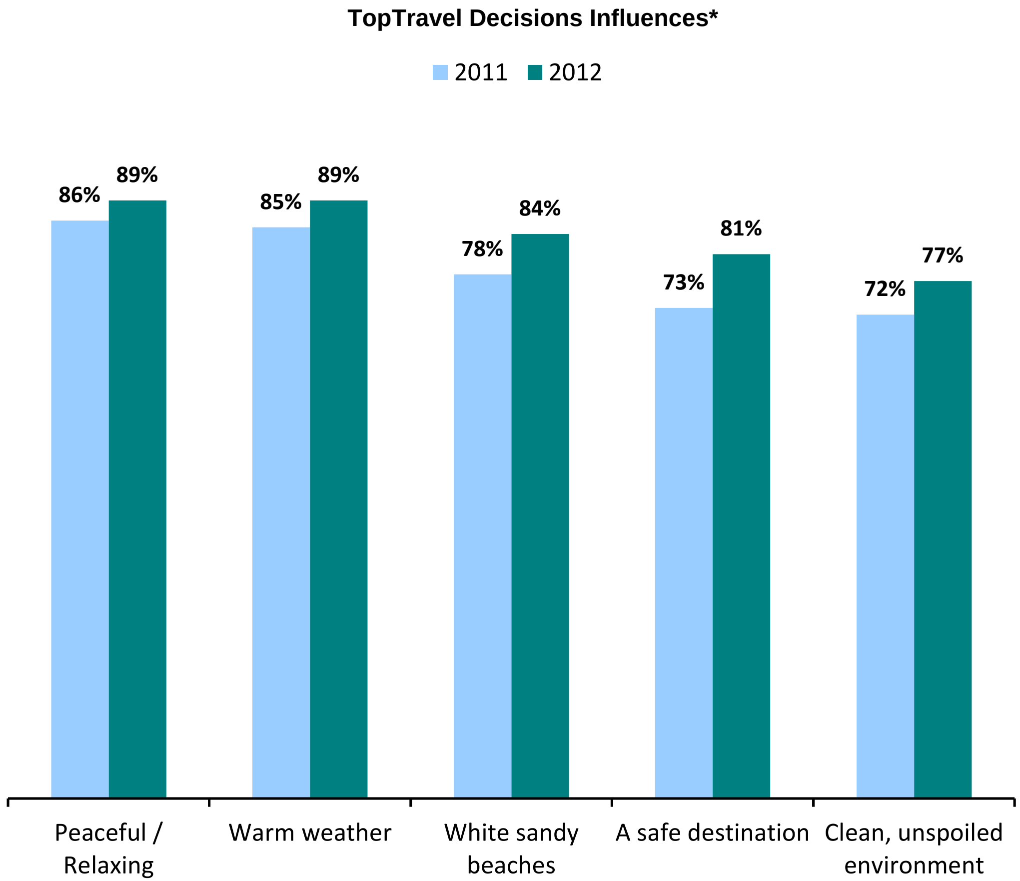


Travel Planning

Travel Decision Influences*		
	2011	2012
	A	B
Total Respondents	**614**	**602**
Peaceful / Relaxing	86%	89%
Warm weather	85%	89%A
White sandy beaches	78%	84%A
A safe destination	73%	81%A
Clean, unspoiled environment	72%	77%A
Convenient location	72%	69%
Good value for the money	67%	68%
A "family" atmosphere	59%	68%A
Upscale accommodations	56%	66%A
Reasonably priced lodging	61%	65%
Plenty to see and do	61%	61%
Affordable dining	58%	58%

Q9: 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

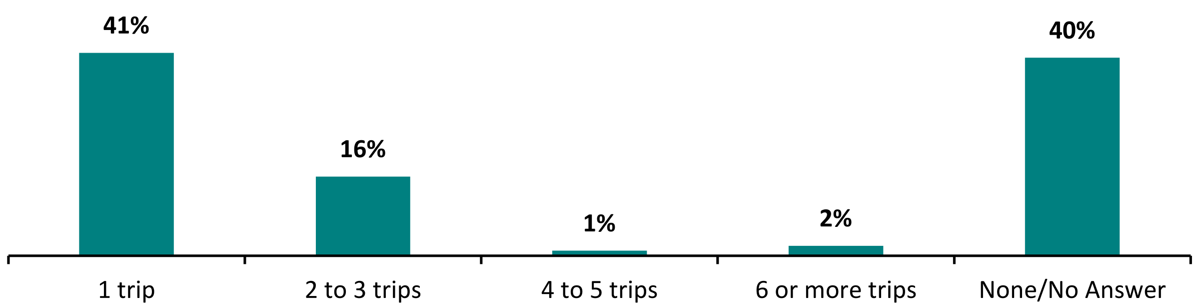
Mode of Transportation		
	2011	2012
	A	B
Total Respondents	**614**	**602**
Fly	64%	70%A
Drive a personal vehicle	30%	26%
Drive a rental vehicle	3%	3%
Drive an RV	1%	<1%
Travel by bus	-	-
Other/No Answer (NET)	1%	<1%

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

Airport Used		
	2011	2012
	A	B
Total Respondents	**394**	**423**
SW Florida Int'l (Fort Myers)	82%	83%
Orlando Int'l	3%	6%
Tampa Int'l	3%	3%
Ft. Lauderdale Int'l	2%	2%
Miami Int'l	5%B	2%
West Palm Beach Intl	1%	-
Sarasota/Bradenton	-	<1%
Other/No Answer (NET)	4%	3%

Q2: At which Florida airport did you land?

Frequency of Using SW Florida Int'l (in Past Year)
Total Respondents
N=602

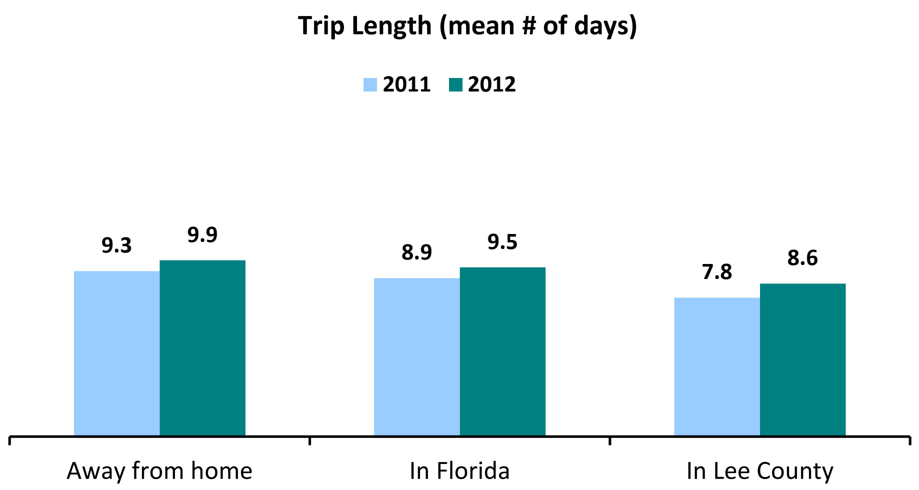


Q40. In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?
Note: New question added in January 2012.

Trip Profile

Trip Length Mean # of Days			
	2011	2012	% Change
	A	B	
Total Respondents	**614**	**602**	
Away from home	9.3	9.9	+6.5%
In Florida	8.9	9.5A	+6.7%
In Lee County	7.8	8.6A	+10.3%

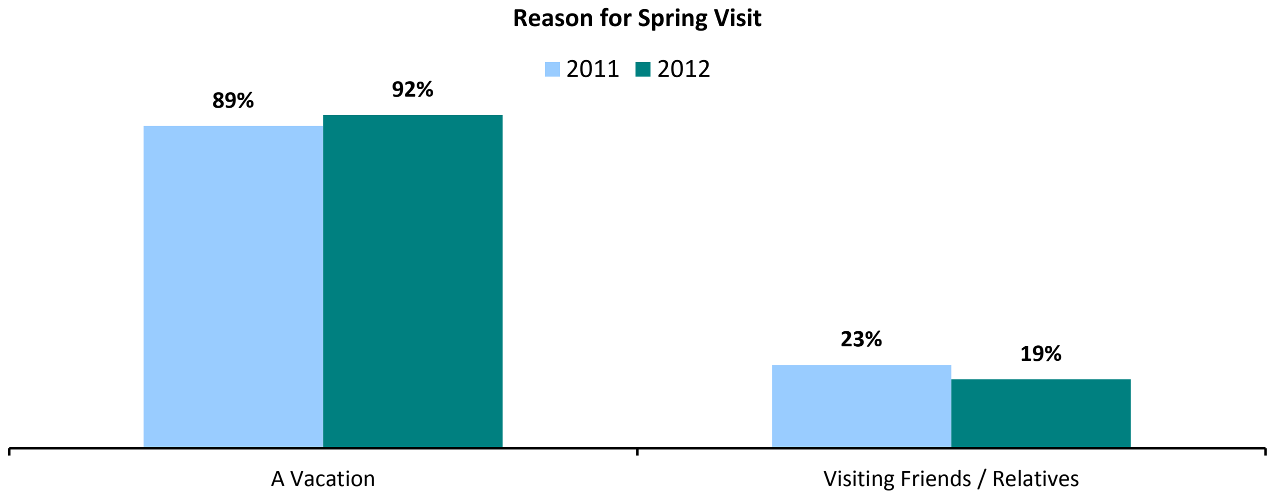
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
	2011	2012
	A	B
Total Respondents	**614**	**602**
A Vacation	89%	92%
Visiting Friends / Relatives	23%	19%
Other Business Trip	1%	2%
Personal Business	2%	1%
Sporting Event(s)	2%	1%
Convention/Trade Show	-	<1%
A Conference/Meeting	-	-
Other/No Answer	4%	2%

Q10: Did you come to our area for…(Please mark all that apply.)



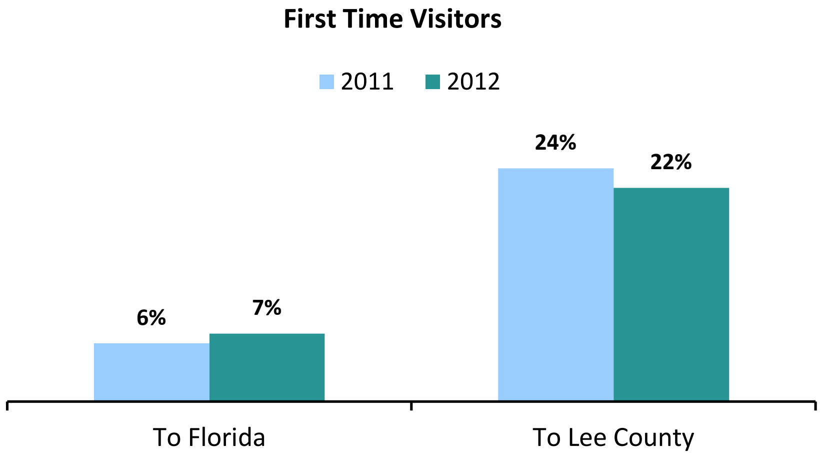
Trip Profile

First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2011	2012	2011	2012	2011	2012	2011	2012
	A	B	A	B	A	B	A	B
Total Respondents	**614**	**602**	**62***	**54***	**414**	**434**	**76**	**90**
First-time Visitor	24%	22%	13%	14%	21%	19%	43%	44%
No	73%	77%	85%	84%	76%	80%	57%	55%
No Answer	2%B	1%	2%	2%	3%B	<1%	-	1%

Q15: 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	2011	2012
Total Respondents	**614**	**602**
	A	**B**
Yes, first-time visitor	6%	7%
No	82%	83%
No answer	2%B	1%
*FL Residents**	*10%*	*9%*

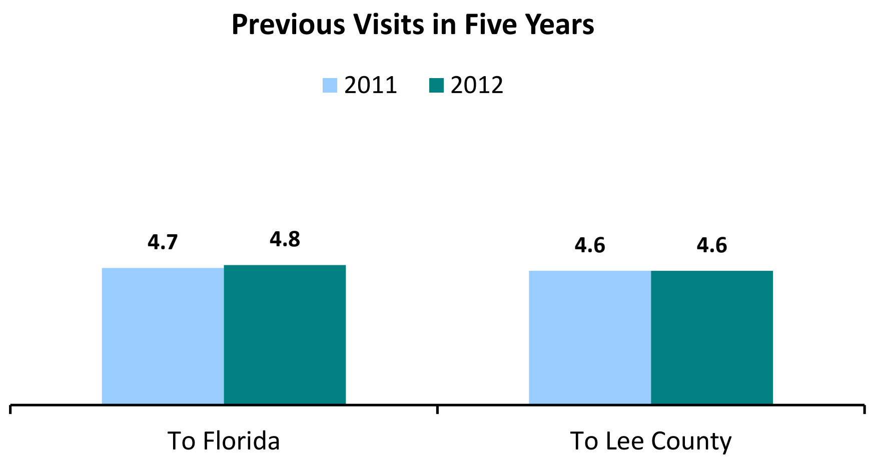
Q13: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2011	2012	2011	2012
	A	B	A	B
Base: Repeat Visitors	501 (FL res. Excl)	501 (FL res. Excl)	451	464
Number of visits	4.7	4.8	4.6	4.6

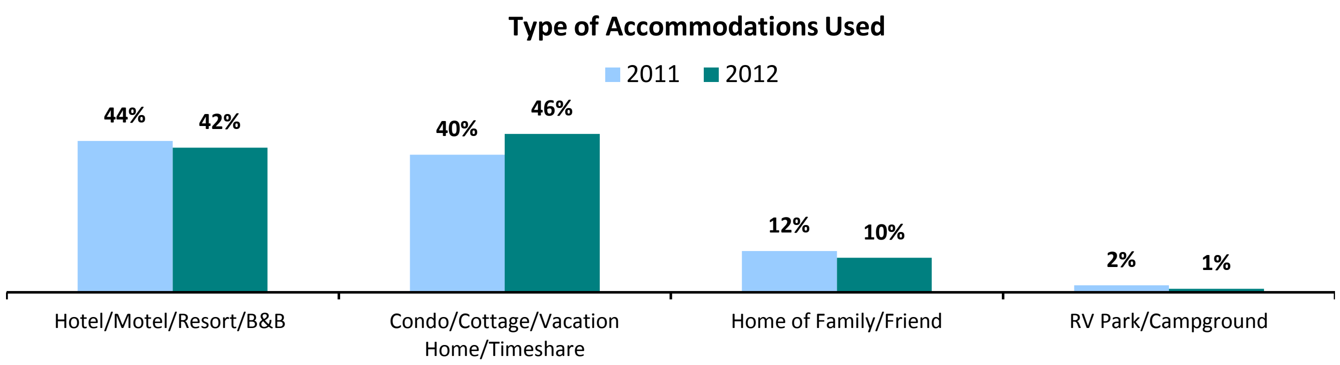
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used	2011	2012
	A	B
Total Respondents	**614**	**602**
Hotel/Motel/Resort/B&B (NET)	**44%**	**42%**
Hotel/motel/historic inn	25%B	20%
Resort	19%	22%
Bed and Breakfast	<1%	-
Condo/Cottage/Vacation Home/Timeshare (NET)	**40%**	**46%A**
Rented home/condo	24%	28%
Owned home/condo	11%	13%
Borrowed home/condo	5%	6%
At the home of family or a friend	**12%**	**10%**
RV Park/Campground (NET)	**2%B**	**1%**
Daytripper (No Accommodations)	**2%**	**1%**

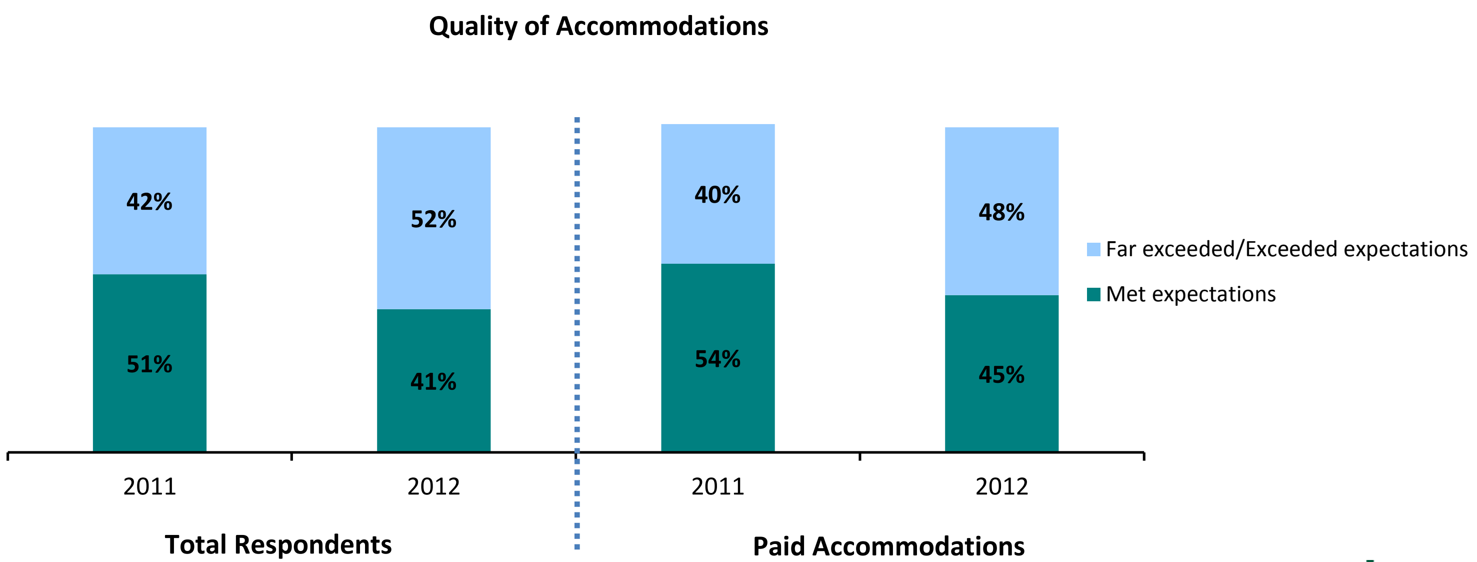
Q20: Are you staying overnight (either last night or tonight):



Trip Profile

Quality of Accommodations	Total Respondents		Paid Accommodations	
	2011	2012	2011	2012
	A	B	A	B
Respondents	**614**	**602**	**429**	**422**
Far exceeded/Exceeded expectations	42%	52%A	40%	48%A
Met your expectations	51%B	41%	54%B	45%
Did not meet/Far below expectations	3%	2%	3%	3%
No Answer	5%	4%	3%	3%

Q21: How would you describe the quality of your accommodations? Do you feel they:



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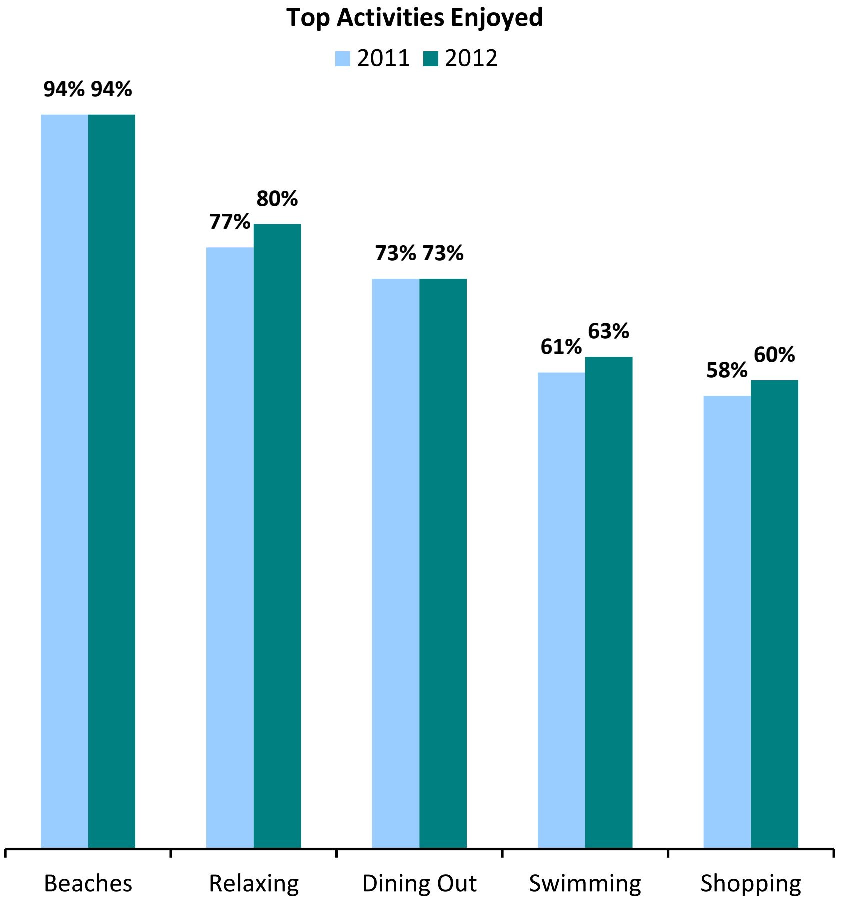
Trip Activities

Activities Enjoyed	2011	2012
	A	B
Total Respondents	**614**	**602**
Beaches	94%	94%
Relaxing	77%	80%
Dining Out	73%	73%
Swimming	61%	63%
Shopping	58%	60%
Shelling	32%	41%A
Sightseeing	36%	33%
Attractions	23%	26%
Visiting Friends/Relatives	26%	23%
Watching Wildlife	21%	20%
Photography	20%	19%
Exercise / Working Out	19%	17%
Bars / Nightlife	21%B	14%
Bicycle Riding	12%	14%
Birdwatching	12%	13%
Fishing	12%	12%
Boating	10%	11%
Golfing	8%	10%
Miniature Golf	9%	8%
Parasailing / Jet Skiing	11%	7%
Kayaking / Canoeing	5%	5%
Guided Tour	6%	4%
Sporting Events	5%	4%
Cultural Events	4%	4%
Tennis	2%	3%
Scuba Diving / Snorkeling	2%	2%
Other	3%	3%
No Answer	1%	1%

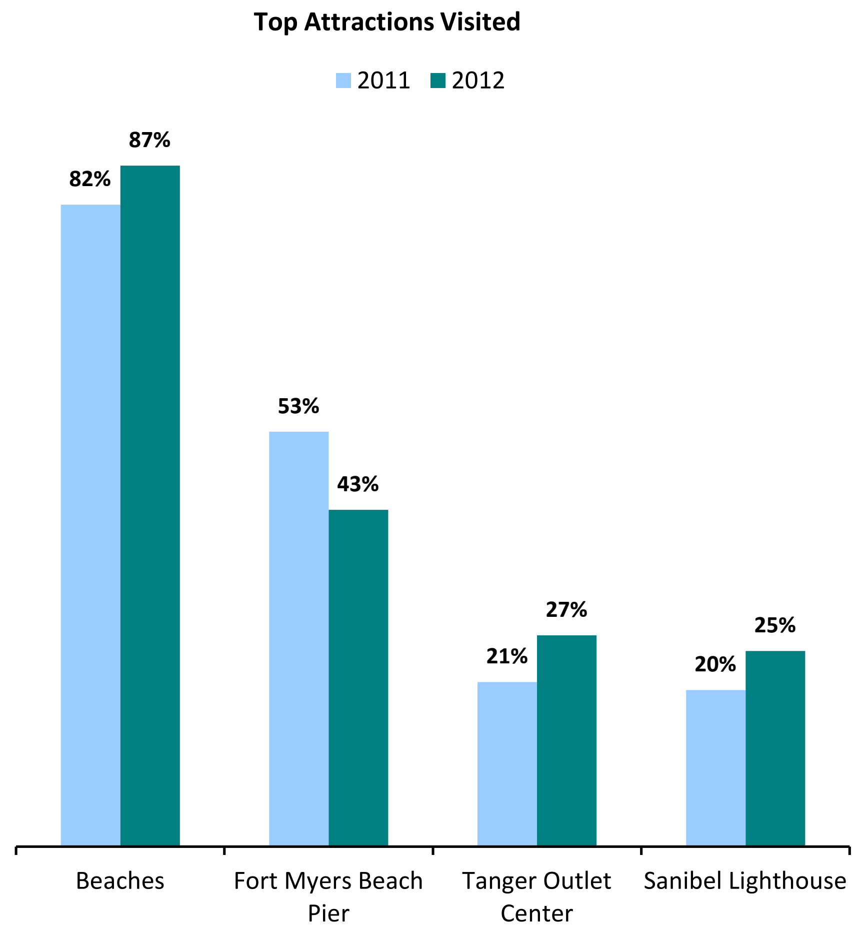
Q23: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*



Trip Activities

Attractions Visited	2011	2012
	A	B
Total Respondents	**614**	**602**
Beaches	82%	87%A
Fort Myers Beach Pier	53%B	43%
Tanger Outlet Center	21%	27%A
Sanibel Lighthouse	20%	25%A
Edison / Ford Estates	21%	18%
Ding Darling National Wildlife Refuge	10%	17%A
Periwinkle Place	10%	17%A
Miromar Outlets Mall	15%	16%
Coconut Point Mall	9%	12%
Bell Tower Shops	9%	11%
Shell Factory and Nature Park	8%	9%
Edison Mall	9%	8%
Gulf Coast Town Center	6%	7%
Bailey-Matthews Shell Museum	2%	4%
Manatee Park	4%	2%
Broadway Palm Dinner Theater	2%	2%
Babcock Wilderness Adventures	-	1%
Barbara B. Mann Performing Arts Hall	1%	<1%
Other	5%	3%
None/No Answer	7%	5%

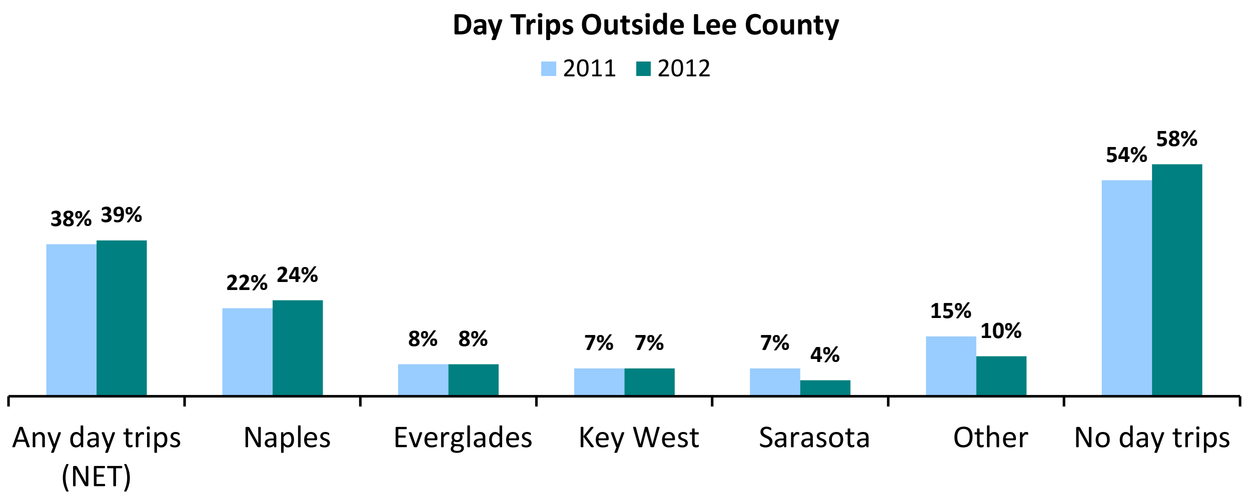
Q24. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

Day Trips Outside Lee County		
	2011	2012
	A	B
Total Respondents	**614**	**602**
Any day trips (NET)	38%	39%
Naples	*22%*	*24%*
Everglades	*8%*	*8%*
Key West	*7%*	*7%*
Sarasota	*7%B*	*4%*
Other	*15%B*	*10%*
No day trips	54%	58%
No Answer	16%B	10%

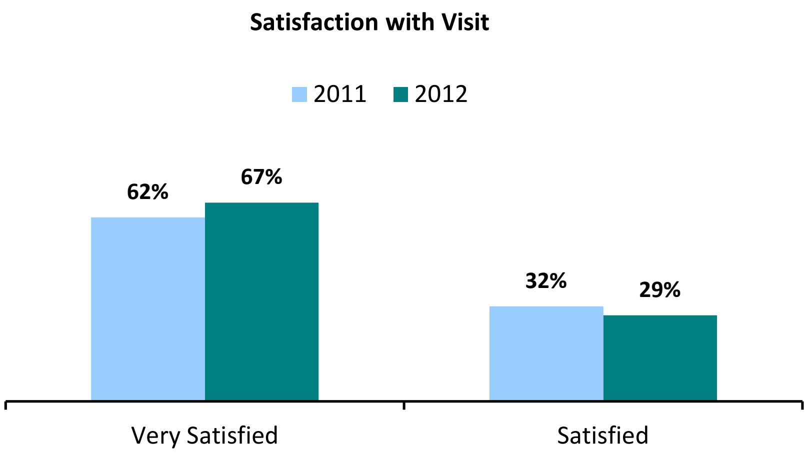
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
	2011	**2012**
	A	**B**
Total Respondents	**614**	**602**
Satisfied	94%	96%
Very Satisfied	*62%*	*67%*
Satisfied	*32%*	*29%*
Neither	1%	1%
Dissatisfied/Very Dissatisfied	1%	<1%
Don't know/no answer	4%	2%

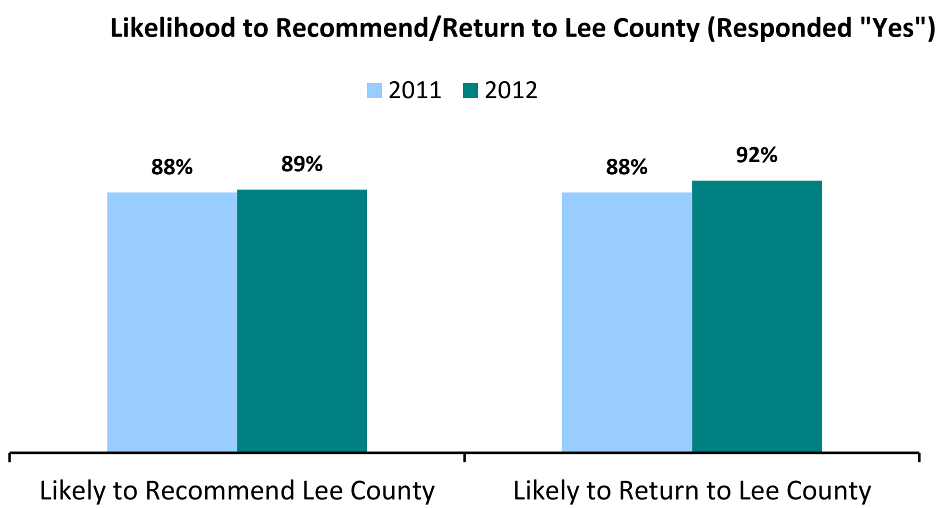
Q28: How satisfied are you with your stay in Lee County?



Future Plans

Likelihood to Recommend/Return to Lee County		
	2011	2012
	A	B
Total Respondents	**614**	**602**
Likely to Recommend Lee County	88%	89%
Likely to Return to Lee County	88%	92%A
Base: Total Respondents Planning to Return	**543**	**557**
Likely to Return Next Year	56%	63%A

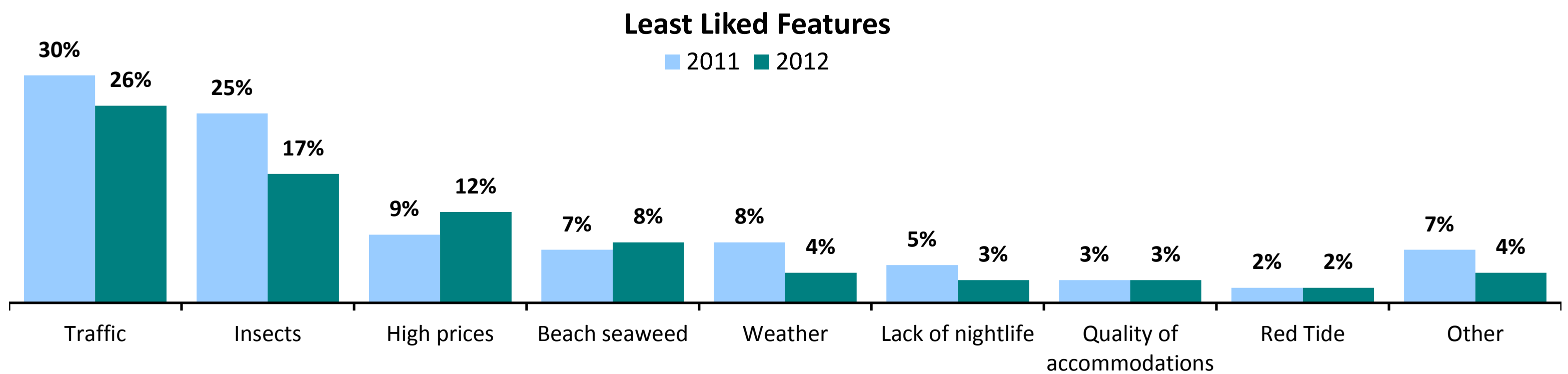
Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?



Trip Activities

Least Liked Features	2011	2012
	A	B
Total Respondents	**614**	**602**
Traffic	30%	26%
Insects	25%B	17%
High prices	9%	12%
Beach seaweed	7%	8%
Weather	8%B	4%
Lack of nightlife	5%B	3%
Quality of accommodations	3%	3%
Red Tide	2%	2%
Other	7%B	4%
Nothing/No Answer (NET)	28%	42%A

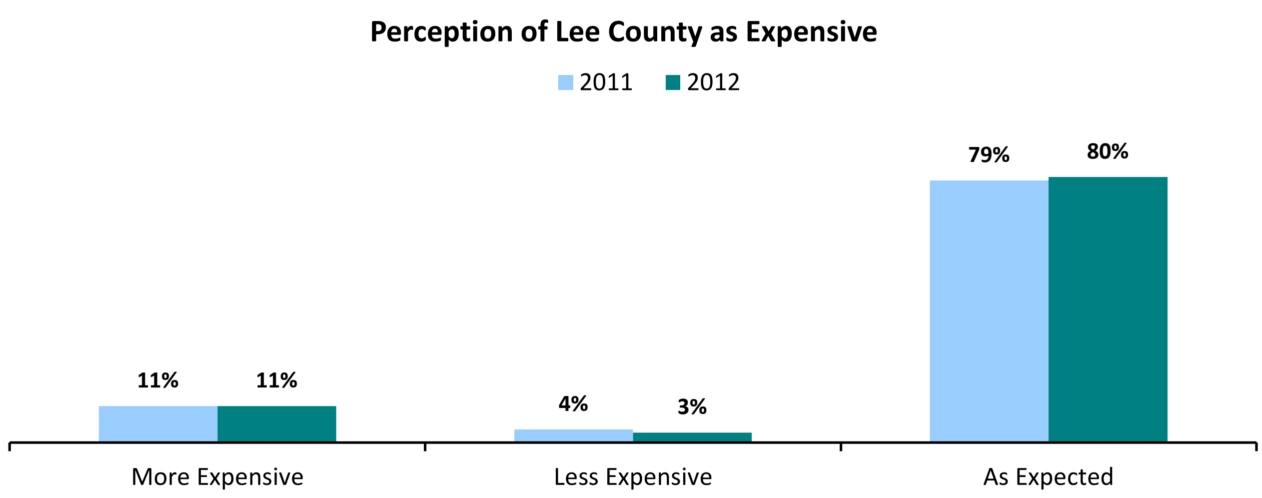
Q29: During the specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
	2011	2012
	A	B
Total Respondents	**614**	**602**
More Expensive	11%	11%
Less Expensive	4%	3%
As Expected	79%	80%
Don't know/No Answer (NET)	6%	6%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



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Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

	2011	2012
	A	B
Total Respondents	**614**	**602**
Age of respondent (mean)	48.9	50.9
Annual household income (mean)	$98,279	$105,738A
Martial Status		
Married	71%	76%
Single	15%	11%
Other	12%	10%
Vacations per year (mean)	2.5	2.5
Short getaways per year (mean)	3.6	3.6

Q37: What is your age, please?
Q39: What is your total annual household income before taxes?
Q36. Are you: Married/Single/Other
Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q34: 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?

Travel Party

	2011	2012
	A	B
Total Respondents	**614**	**602**
Family	41%	48%A
Couple	38%B	31%
Group of couples/friends	12%	13%
Single	4%	5%
Other	3%	-
Mean travel party size	3.4	3.4
Mean adults in travel party	2.8	2.7

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children

	2011	2012
	A	B
Total Respondents	**614**	**602**
Traveling with any Children (net)	33%	34%
Any younger than 6	12%	13%
Any ages 6-11	16%	14%
Any 12-17 years old	18%	18%
No Children	67%	66%

Q19: How many of those people are:
Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

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Visitor Origin and Visitation Estimates

Total Spring Visitation

	%		Visitor Estimates		
	2011	2012	2011	2012	% Change
Paid Accommodations	54%	50%	701,338	646,129	-7.9%
Friends/Relatives	46%	50%	597,725	655,054	+9.6%
Total Visitation			1,299,063	1,301,183	+0.2%

Paid Accommodations Visitors

	%		Visitor Estimates		
Country of Origin	**2011**	**2012**	**2011**	**2012**	**% Change**
United States	85%	85%	595,075	549,669	-7.6%
Germany	3%	4%	17,983	22,967	+27.7
UK	3%	3%	17,983	18,373	+2.2%
France	<1%	2%	3,270	13,780	+321.4%
Scandinavia	1%	2%	8,174	10,718	+31.1%
Canada	5%	1%	34,331	9,187	-73.2%
BeNeLux	<1%	1%	3,270	9,187	+180.9%
Ireland	-	1%	-	4,593	-
Switzerland	1%	<1%	8,174	3,062	-62.5%
Austria	<1%	<1%	3,270	1,531	-53.2%
Other International	-	<1%	3,270	3,062	-6.4%
No Answer	1%	-	6,539	-	-
U.S. Region of Origin	**2011**	**2012**	**2011**	**2012**	**% Change**
Florida	12%	11%	71,932	59,713	-17.0%
South (including Florida)	20%	22%	120,977	122,489	+1.2%
Midwest	49%	44%	289,363	243,447	-15.9%
Northeast	20%	26%	116,072	145,456	+25.3%
West	2%	3%	14,713	13,780	-6.3%
No Answer	9%	4%	53,949	24,498	-54.6%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

2012 Top DMAs (Paid Accommodations)

Indianapolis	7%	39,809
New York	6%	35,216
Chicago	5%	29,091
Detroit	4%	22,967
Philadelphia	4%	19,904
Tampa-Saint Petersburg (Sarasota)	3%	18,373
Boston (Manchester, NH)	3%	16,842
Cincinnati	3%	15,311
Columbus, OH	3%	15,311

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

Occupancy Data Analysis

Spring 2012

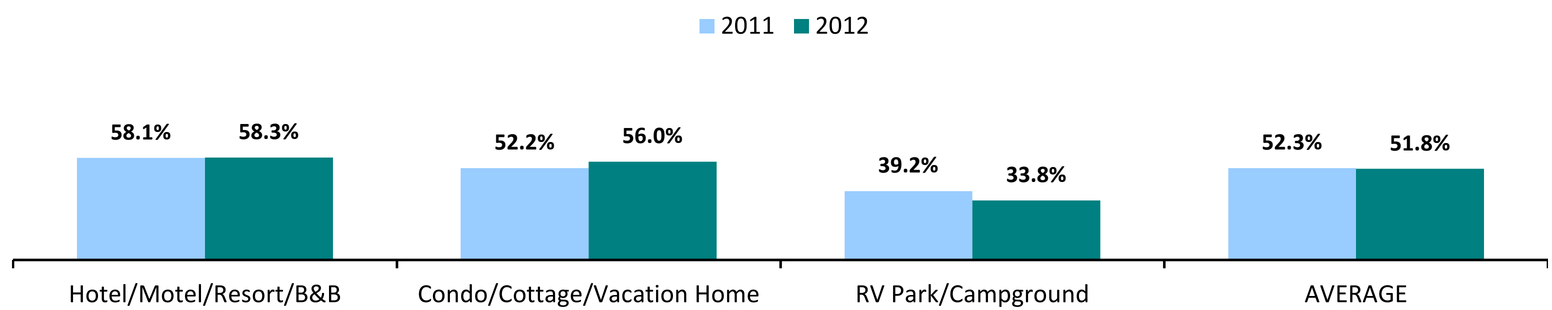
Property managers were interviewed each month during the 2011 and 2012 spring seasons to provide data for that specific month. Results shown on the following pages are a combination of the samples interviewed in each of the three spring months during 2011 and 2012. Therefore, base sizes shown do not reflect the total number of properties but rather the total number of completed interviews, as most properties participated during more than one month.

Spring Occupancy/Daily Rates

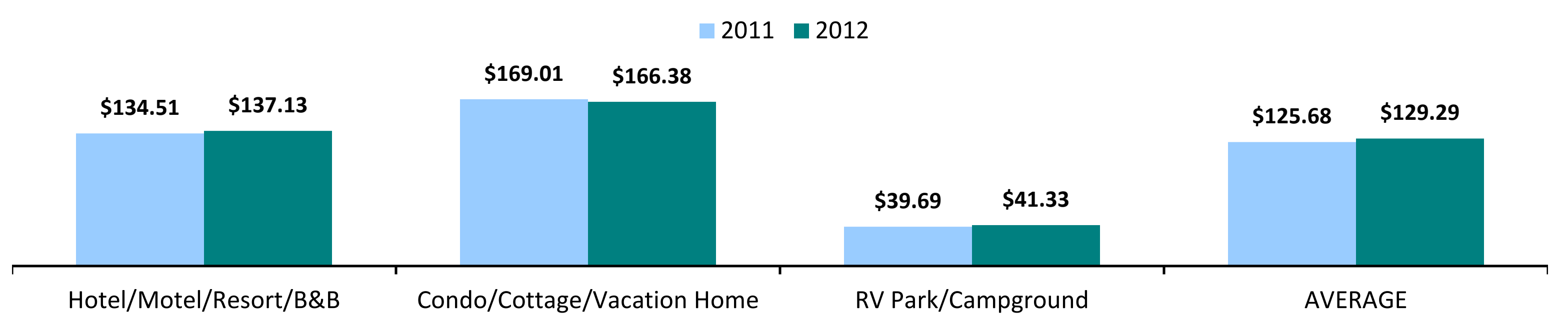
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Property Managers Responding	**334**	**302**		**338**	**302**		**334/338**	**302**	
Hotel/Motel/Resort/B&B	58.1%	58.3%	+0.3%	$134.51	$137.13	+2.0%	$78.19	$79.88	+2.2%
Condo/Cottage/Vacation Home	52.2%	56.0%	+7.3%	$169.01	$166.38	-1.6%	$88.20	$93.11	+5.6%
RV Park/Campground	39.2%	33.8%	-13.8%	$39.69	$41.33	+4.1%	$15.56	$13.97	-10.2%
AVERAGE	**52.3**	**51.8%**	**-1.0%**	**$125.68**	**$129.29**	**+2.9%**	**$65.75**	**$67.00**	**+1.9%**

Q16: What was your overall average occupancy rate for the months of [April/May/June]?
Q17: What was your average daily rate (ADR) in [April/May/June]?

Average Occupancy Rate

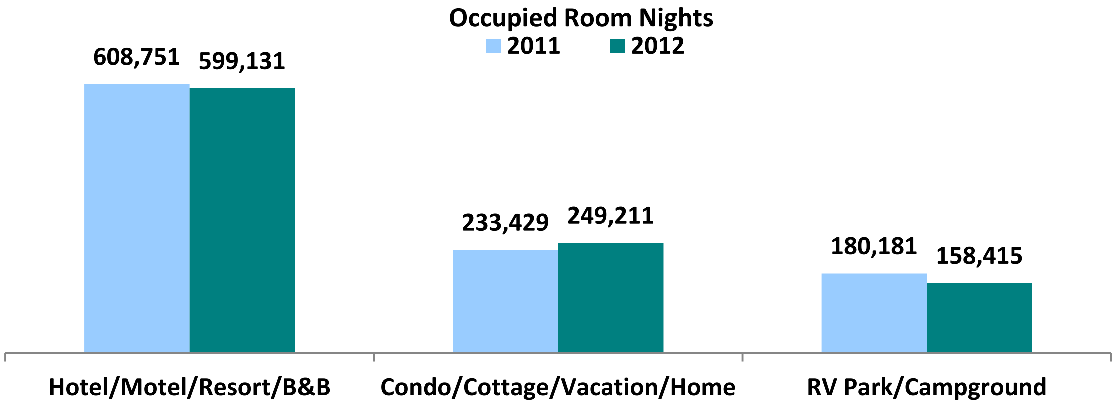


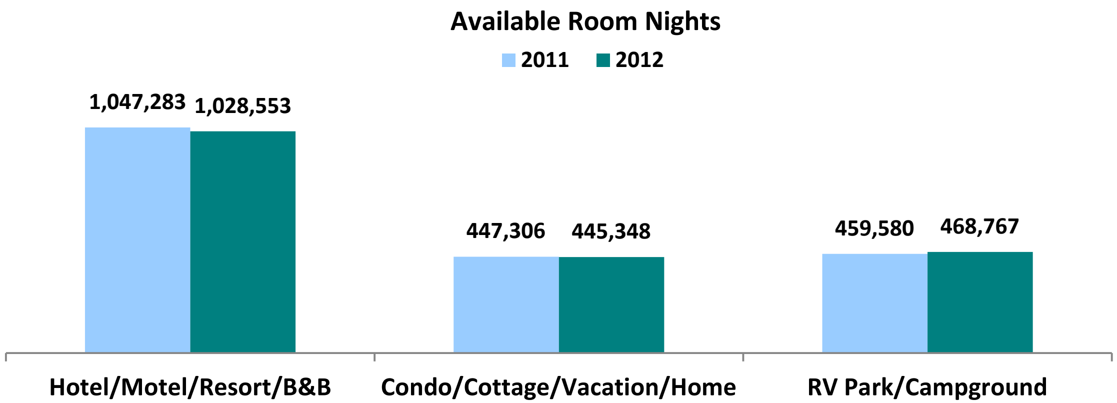
Average Daily Rate



Spring Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	608,751	599,131	-1.6	1,047,283	1,028,553	-1.8%
Condo/Cottage/Vacation Home	233,429	249,211	+6.8%	447,306	445,348	-0.4%
RV Park/Campground	180,181	158,415	-12.1%	459,580	468,767	+2.0%
Total	**1,022,361**	**1,006,757**	**-1.5%**	**1,954,169**	**1,942,668**	**-0.6%**





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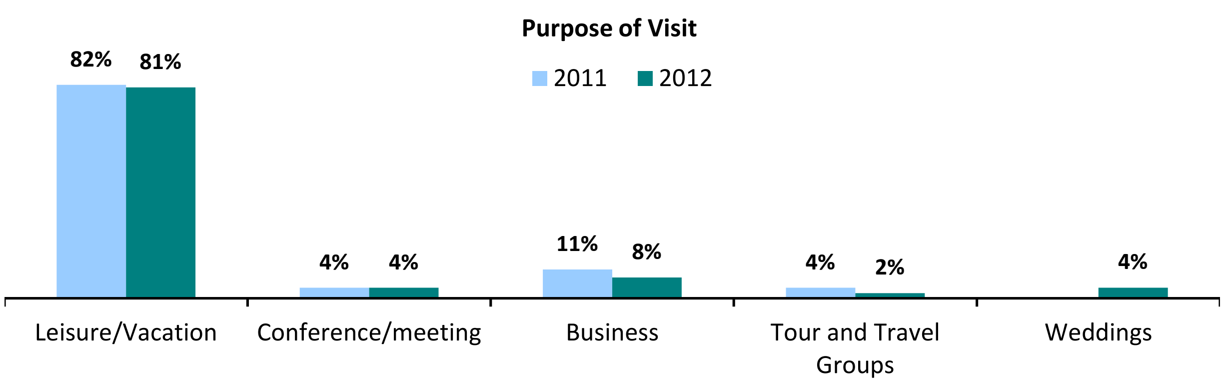
Lodging Management Estimates

Guest Profile		
	2011	2012
	A	B
Property Managers Responding	**300**	**280**
Purpose of Visit		
Leisure/Vacation	82%	81%
Conference/meeting	4%	4%
Business	11%B	8%
Tour and Travel Groups	4%	2%
Weddings/Social groups/Reunions (net)	N/A	4%A
Property Managers Responding	**323**	**293**
Average guests per room	2.7	2.6
Property Managers Responding	**322**	**290**
Average length of stay in nights	5.7	5.1

Q22. What percent of your [April/May/June] room/site/unit occupancy do you estimate was generated by:
Q18: What was your average number of guests per room/site/unit in [April/May/June]?
Q19: What was the average length of stay (in nights) of your guests in [April/May/June]?

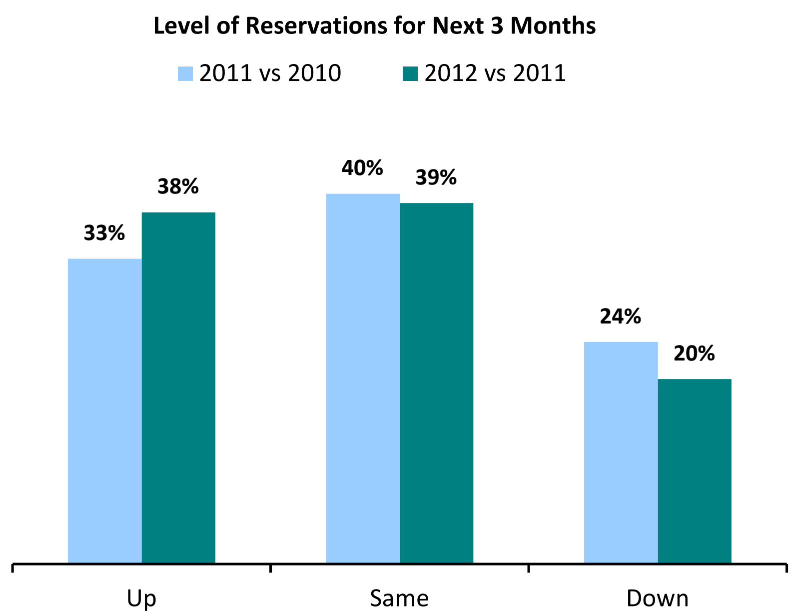
Note: Question 22 revised in 2012. Results are not directly comparable to the same time period last year.



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2011	**2012**
	A	**B**
Total Respondents	**330**	**299**
Up/Same (net)	73%	78%
Up	33%	38%
Same	40%	39%
Down	24%	20%

Q24: Compared to [the next three months] of last year, is your property's total level of reservations up, the same or down for the upcoming [next three months]?



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Economic Impact Analysis

Spring 2012

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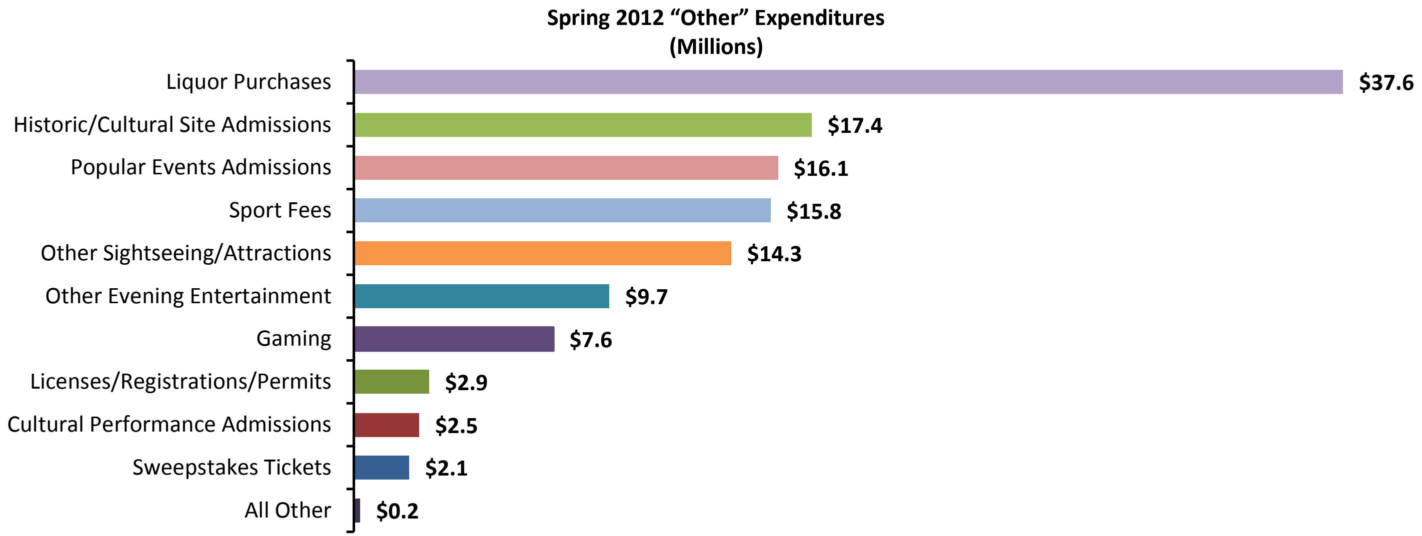
Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2011	2012	% Change
TOTAL	$687,312,990	$658,624,808	-4.2%
Food and Beverages	$191,539,802	$175,757,817	-8.2%
Shopping	$163,814,122	$167,620,501	+2.3%
Lodging Accommodations	$128,489,232	$130,168,004	+1.3%
Ground Transportation	$65,703,728	$58,789,146	-10.5%
Other	$137,766,106	$126,289,340	-8.3%



Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2011	2012	% Change	2011	2012	% Change
TOTAL	$386,914,333	$378,737,635	-2.1%	$300,398,657	$279,887,173	-6.8%
Lodging Accommodations	$128,489,232	$130,168,004	+1.3%	$0	$0	-
Food and Beverages	$89,570,795	$84,127,868	-6.1%	$101,969,007	$91,629,949	-10.1%
Shopping	$73,877,506	$74,786,313	+1.2%	$89,936,616	$92,834,188	+3.2%
Ground Transportation	$29,987,226	$31,531,466	+5.1%	$35,716,502	$27,257,680	-23.7%
Other	$64,989,574	$58,123,984	-10.6%	$72,776,532	$68,165,356	-6.3%

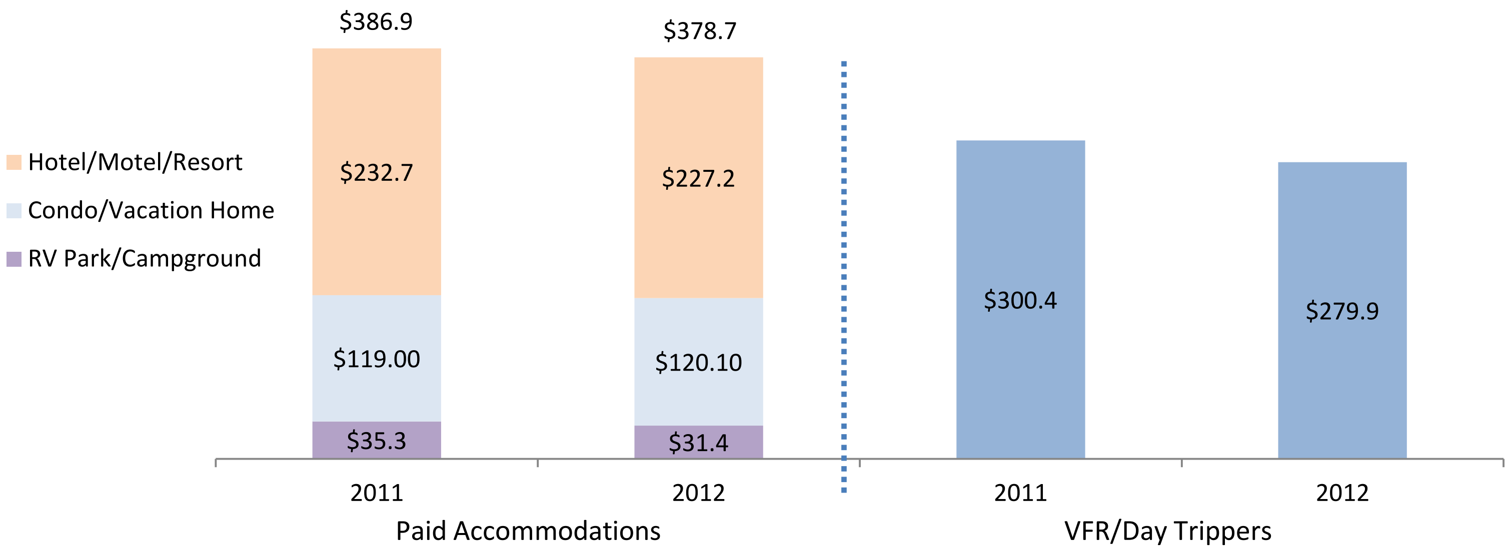
"Other " includes the following categories:

- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2011	2012	% Change	2011	2012
TOTAL	$687,312,990	$658,624,808	-4.2%	100%	100%
Visiting Friends & Relatives/Day Trippers	$300,398,657	$279,887,173	-6.8%	44%	43%
Paid Accommodations	$386,914,333	$378,737,635	-2.1%	56%	58%
Hotel/Motel/Resort/B&B	$232,696,407	$227,241,390	-2.3%	34%	35%
Condo/Cottage/Vacation Home	$118,895,808	$120,095,916	+1.0%	17%	18%
RV Park/Campground	$35,322,118	$31,400,329	-11.1%	5%	5%

Expenditures by Lodging Type (Millions)



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.

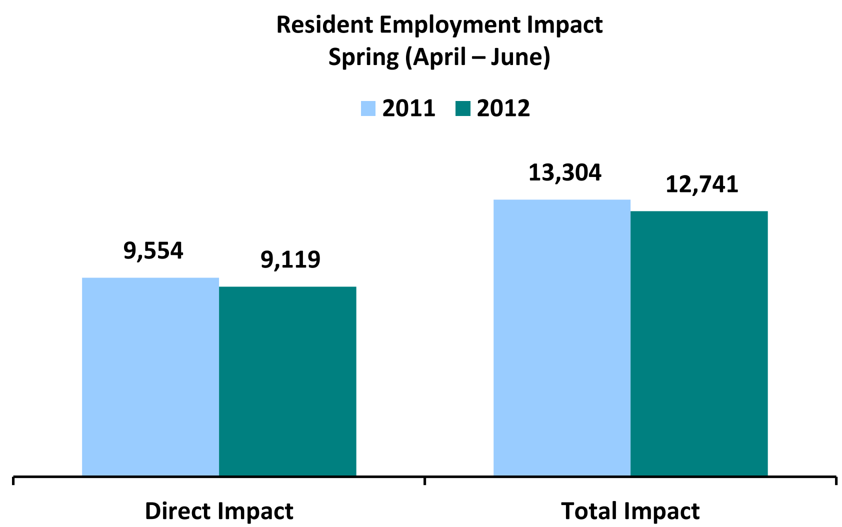
Impact on Jobs for Lee County Residents

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.

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

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



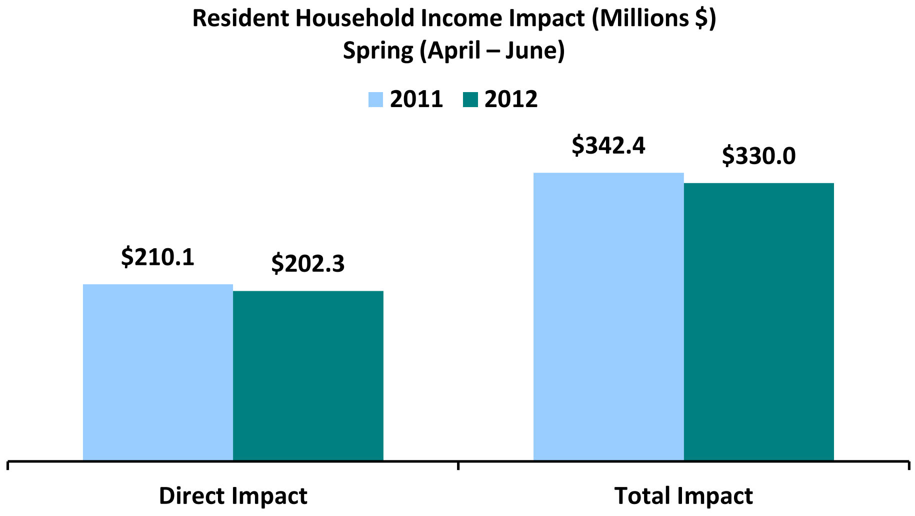
Impact on Household Income for Lee County Residents

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

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

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

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



Impact on State and Local Government Revenues

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

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

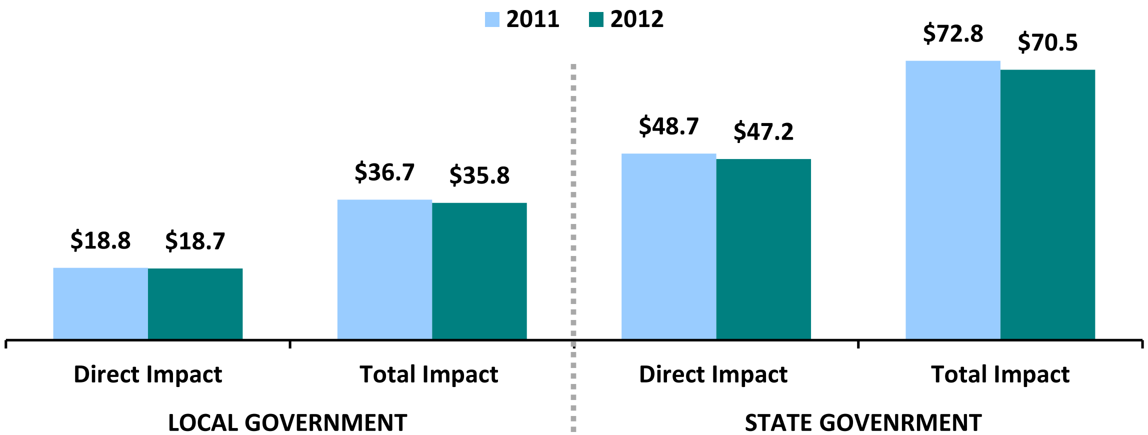
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

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

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

State and Local Government Revenues Impact (Millions $)
Spring (April – June)



Appendix
Spring 2012

April 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Times Square	4/3/2012	23
Fort Myers	RSW Airport	4/7/2012	24
Fort Myers	Edison Ford Estates	4/11/2012	25
Bonita Springs	Bonita Beach	4/13/2012	24
Cape Coral	Cape Coral Yacht Club	4/14/2012	6
Fort Myers	Centennial Park	4/14/2012	8
Fort Myers	Clarion	4/14/2012	6
North Fort Myers	Shell Factory	4/14/2012	8
Sanibel	Casa Ybel	4/18/2012	9
Sanibel	Island Beach Club	4/18/2012	8
Sanibel	Ocean's Reach	4/18/2012	8
Fort Myers Beach	Diamond Head Resort	4/20/2012	11
Fort Myers Beach	Estreo Beach Club	4/20/2012	9
Fort Myers Beach	Neptune Inn	4/20/2012	7
Sanibel	Lighthouse Beach	4/27/2012	16
Sanibel	Pointe Santo	4/27/2012	9
TOTAL			**201**

May 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	5/5/2012	25
Fort Myers Beach	Diamond Head Resort	5/8/2012	9
Fort Myers Beach	Estero Beach Club	5/8/2012	9
Fort Myers Beach	Neptune Inn	5/8/2012	5
Fort Myers	Edison Estates	5/11/2012	26
Sanibel	Holiday Inn	5/14/2012	9
Sanibel	Loggerhead Cay	5/14/2012	9
Sanibel	Tortuga Beach Club	5/14/2012	9
Bonita Springs	Bonita Beach	5/19/2012	25
Cape Coral	Cape Coral Yacht Club	5/19/2012	4
Fort Myers Beach	Best Western	5/22/2012	7
Fort Myers Beach	Pink Shell Resort	5/22/2012	9
Fort Myers Beach	Times Square	5/22/2012	12
Sanibel	Lighthouse Beach	5/24/2012	12
Sanibel	Sundial Resort	5/24/2012	11
Fort Myers	Centennial Park	5/26/2012	7
Fort Myers	Clarion	5/26/2012	6
North Fort Myers	Shell Factory	5/26/2012	7
TOTAL			**201**

June 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	6/2/2012	25
Sanibel	Pointe Santo	6/11/2012	10
Sanibel	Tarpon Beach	6/11/2012	8
Sanibel	Ocean's Reach	6/11/2012	8
Fort Myers Beach	Diamond Head Resort	6/14/2012	6
Fort Myers Beach	Estero Beach Club	6/14/2012	7
Fort Myers Beach	Neptune Inn	6/14/2012	4
Bonita Springs	Bonita Beach	6/16/2012	25
Cape Coral	Cape Coral Yacht Club	6/17/2012	6
Sanibel	Lighthouse Beach	6/19/2012	24
Fort Myers	Centennial Park	6/23/2012	10
Fort Myers	Clarion	6/23/2012	4
North Fort Myers	Shell Factory	6/23/2012	8
Fort Myers	Edison Estates	6/26/2012	25
Fort Myers Beach	Best Western	6/29/2012	6
Fort Myers Beach	Pink Shell Resort	6/29/2012	6
Fort Myers Beach	Times Square	6/29/2012	18
TOTAL			**200**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of the month for the prior month's data. The table below provides the number of participating properties each month. As noted, many property managers participated more than one month.

Lodging Type	Spring 2011 Number of Interviews		
	April	**May**	**June**
Hotel/Motel/Resort/B&Bs	69	68	71
Condo/Cottage/Vacation Home/Timeshare	29	21	29
RV Park/Campground	11	11	12
Total	**109**	**100**	**113**