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## 2001 Annual Visitor Profile -- Lee County



### Prepared for:

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

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**Lee County -- 2001 Annual Visitor Profile**  
*Executive Summary*



# The Visitor Profile of Lee County: 2001 Year-End Summary

## Executive Summary

1. In 2001, tourism remained Lee's number one industry in spite of the recession and the added impact of 9/11. Consequently, both the number of visitors and their spending in Lee ended on the positive side for the year. **Overall the industry generated \$1,426,179,103 of direct visitor expenditures (+3.3%) which equates to almost to \$2.4 billion in aggregate economic impact. In 2001, some 1,962,571 visitors stayed in commercial lodgings in the County while an additional 1,419,568 visited friends and relatives (Total Number of Visitors: 3,382,139 -- +0.7%).**

2. As in past years, Lee County tourism employed a significant number of residents:

Year (Calendar)	2000	2001	% Change
Residents Employed	26,162	25,864 (e)	-1.1

Note should be taken that the above contraction reflects the direct impact of 9/11 on the industry.

3. Current Florida Agency for Workforce Innovation, Labor Market Statistics indicate close to one of every five workers in Lee finds employment in tourism:

$$2000 \text{ Direct: } \frac{26,162}{177,278} = 14.8\%$$

$$2001 \text{ Direct: } \frac{25,864}{187,027} = 13.8\% \text{ (e)}$$

$$2000 \text{ Direct} \\ + \text{ Indirect: } \frac{36,627}{177,278} = 20.7\%$$

$$2001 \text{ Direct} \\ + \text{ Indirect: } \frac{36,209}{187,027} = 19.4\% \text{ (e)}$$

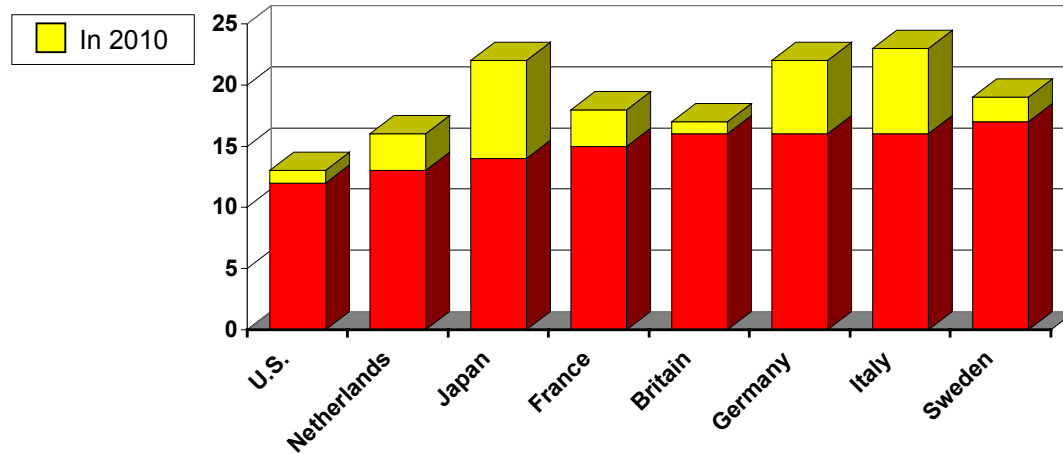
## The Visitor Profile of Lee County: 2001 Year-End Summary

4. 2001 was a year of challenges for tourism. Growth in Lee's normally buoyant International markets slipped by 10.1%. The most notable contraction occurred in our Continental European markets, primarily Germany. Again, a combination of forces was at work: economic slowdown and the expanded integration of the EEU nations. Additionally, the strong dollar made long haul visits to the U.S. significantly more expensive for overseas travelers. In short, the turmoil in financial markets, the introduction of the Euro as a common currency, and growing recessionary symptoms had a chilling effect on visitation from Europe. A rebound of these markets will gradually take place over the next ten to twelve months. Normalization of European travel to Lee and growth along its historical trend line is not likely to happen prior to Spring/Summer 2004.
  
5. The last two years have validated the growing impact of long run national demographic and economic trends on tourism. As predicted the wave of the baby-boom generation is approaching retirement age. Many are financially well off, empty nesters, who are, increasingly moving into the ranks of seasonal Lee residents, a trend mirrored by visitors from many of our foreign markets.

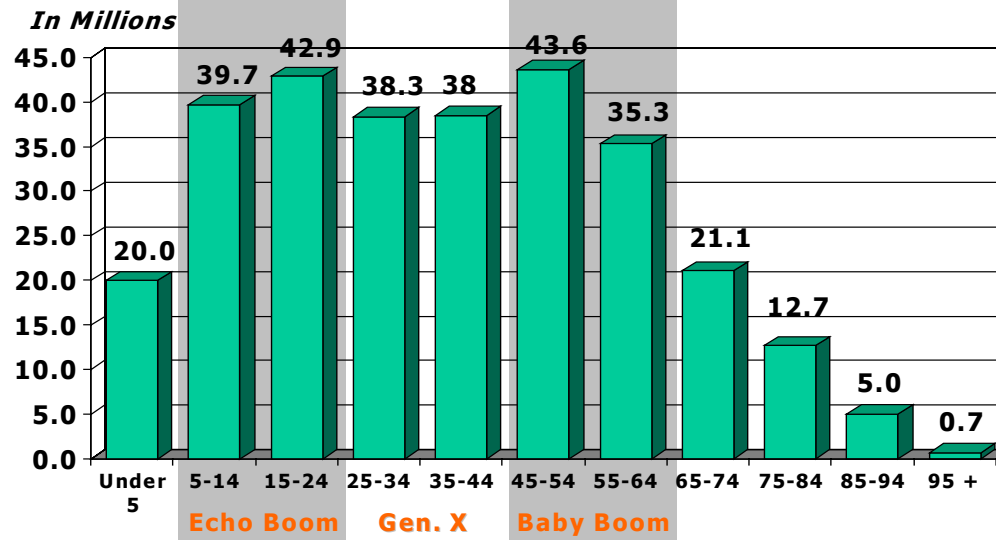
Current population statistics indicate that by the year 2010 better than 35 million Americans will be 55-64 years of age. This implies a gradual contraction of the visitor potential of this important market segment. Since both our domestic and international markets will experience this transformation, very intense marketing efforts will be required to sustain and renew the ranks of our core repeat visitor grouping.

# The Visitor Profile of Lee County: 2001 Year-End Summary

## Aging: % Over 65 (by Country)



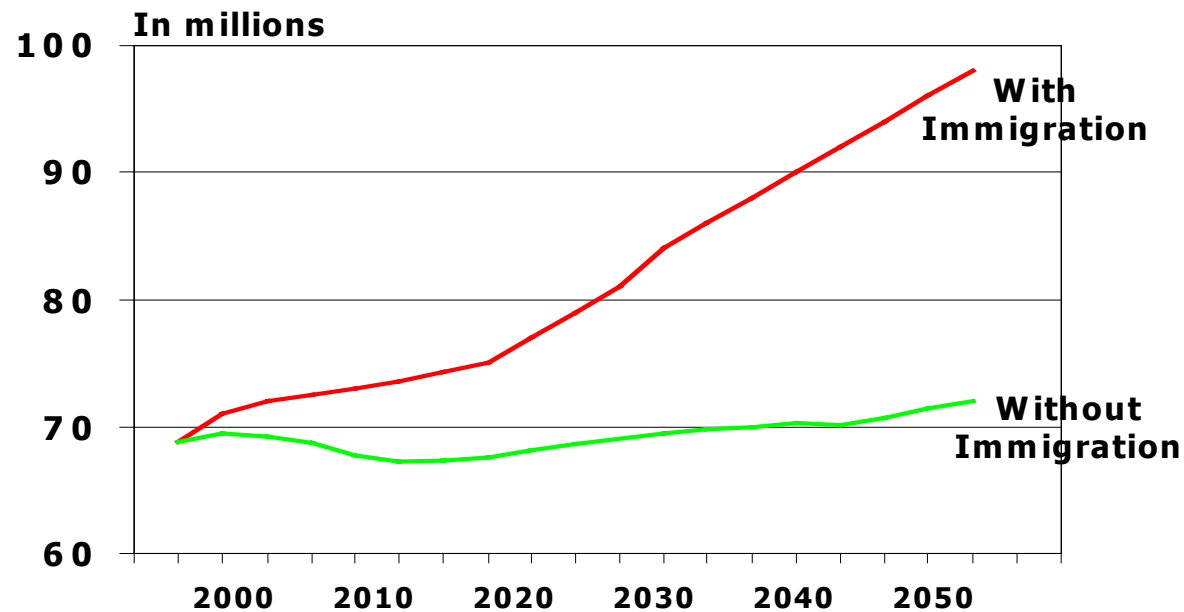
## U.S. Population in 2010 by Age Group



## The Visitor Profile of Lee County: 2001 Year-End Summary

6. Although the current economic slowdown has made labor supply issues temporarily less urgent, the availability of human resources will be of critical importance to the future of Lee tourism. Population growth in the U.S. and in Lee is increasingly the result of in-migration resulting in an internationalization of Lee's labor force.

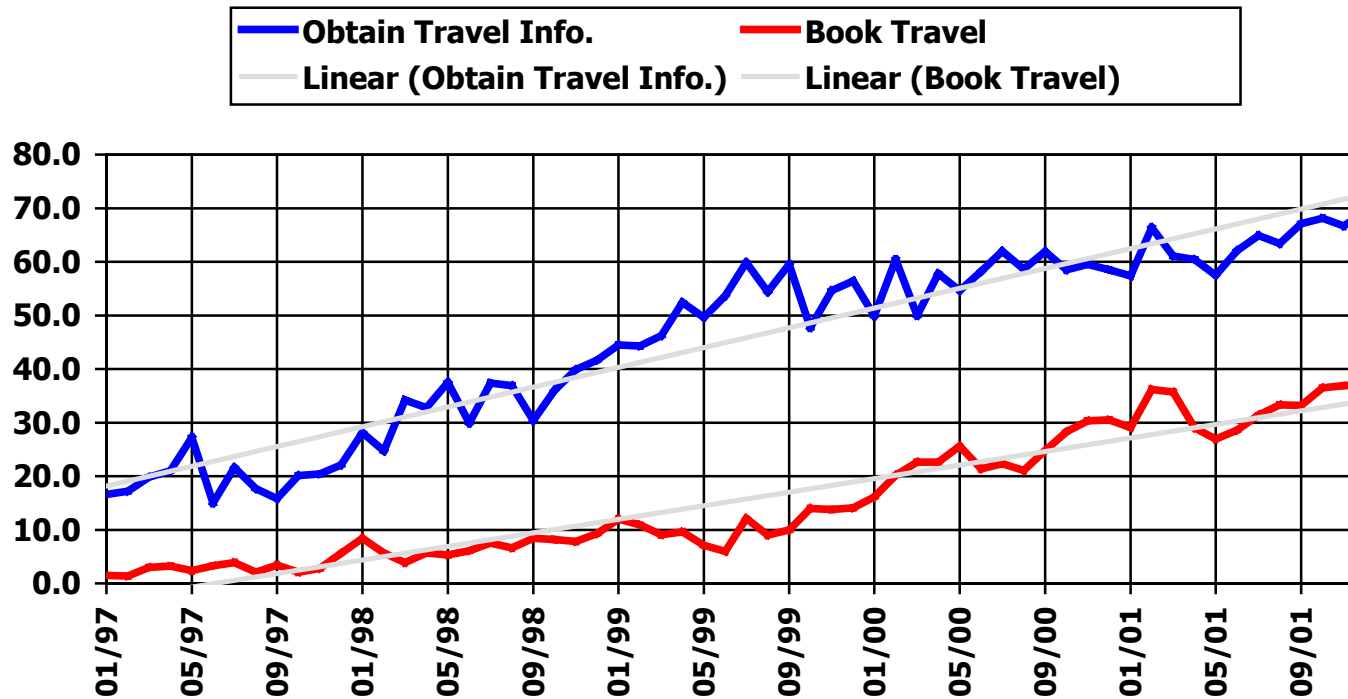
**Forecast of Children Under 18**



## The Visitor Profile of Lee County: 2001 Year-End Summary

7. The technological revolution of the Internet has wrought deep changes in how tourism services and products are marketed. The Internet offers Lee visitors almost instant access to detailed information about the destination and its product. Close to 90% of Lee's patron group routinely access the Internet to obtain travel information on-line. The changes are stunning: just 12 months ago only 23.8% of our visitors were booking/buying travel products on-line. Today, fully 32.8% make such purchases online and by 2003 we are projecting that fully 50% of Lee visitors will use the Internet to book travel products and services in Lee.

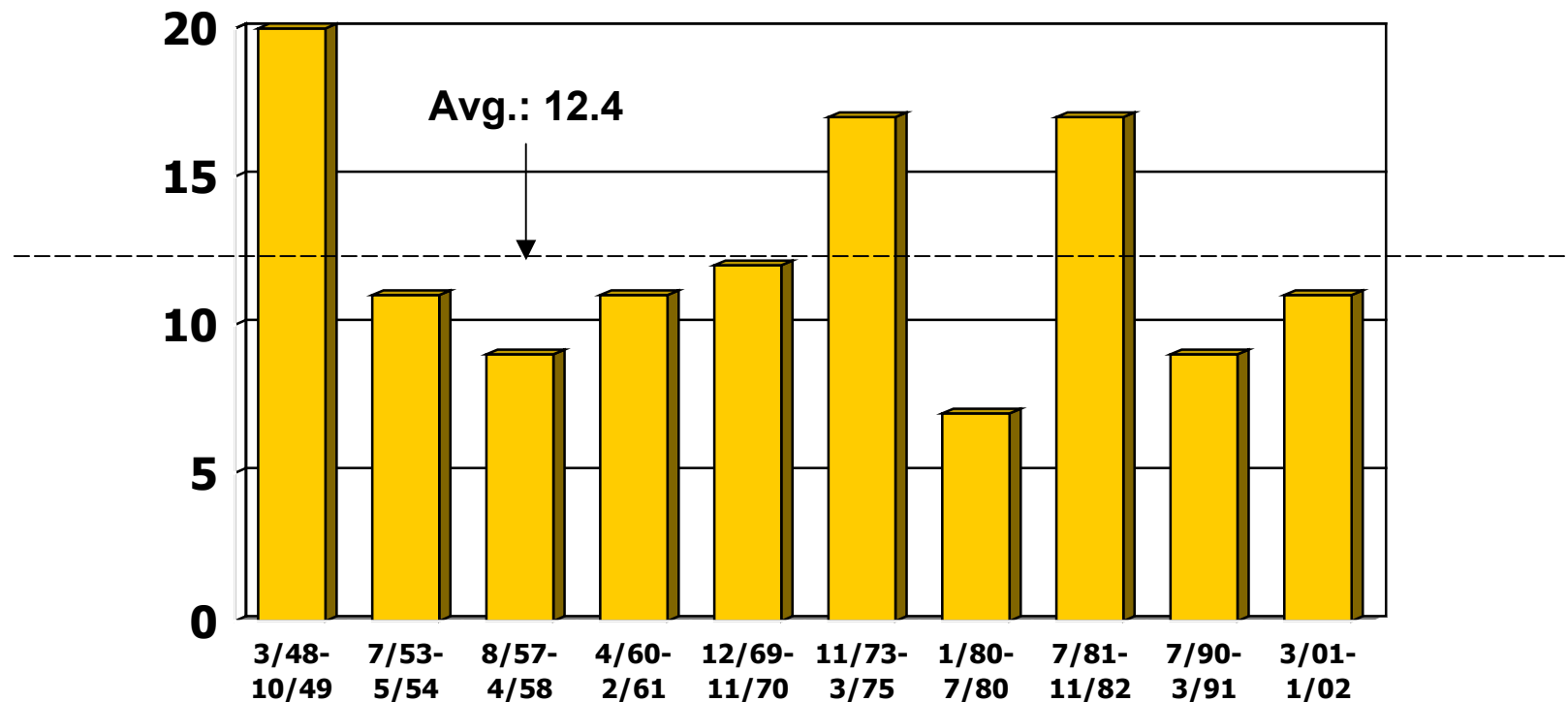
LIC Visitor Internet Use (1997 - 2001)



## The Visitor Profile of Lee County: 2001 Year-End Summary

8. Economic corrections such as the current cycle are always difficult. By all measures, the current recession has been relatively mild when compared to the business cycles of the past 50 years. From the perspective of Lee as a destination, the county's tourism industry is now showing signs of recovery. By the Winter Season of 2003, barring further external shocks, growth in domestic visitation should converge towards its historical rate.

**Duration of Recessionary Cycles in the US (in months)**





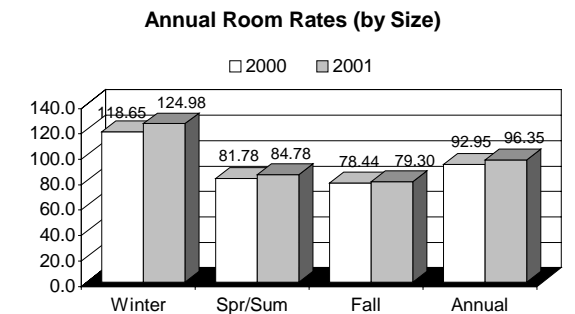
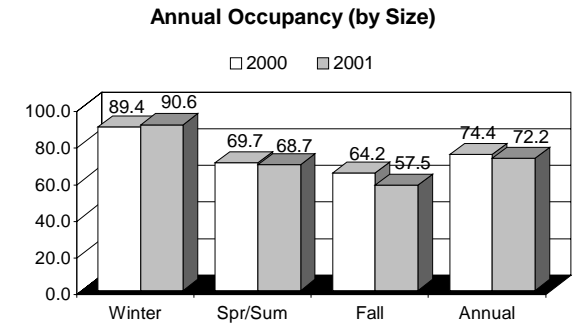
## Lee County -- 2001 Annual Visitor Profile



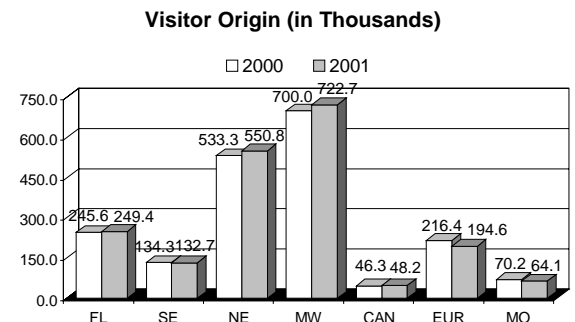
## 2001 Annual Visitor Profile -- Lee County

	Annual		% Δ 00/01
	2000	2001	
Number of Visitors	1,946,154	1,962,571	+0.8
Expenditures	\$1,043,992,100	\$1,080,609,347	+3.5
Room Nights	5,514,055	5,512,090	-0.04

Occupancy: Industry (Weighted)	Winter	Spr/Sum	Fall	Annual
Occupancy Rate 2001	90.6%	68.7%	57.5%	72.2%
Occupancy Rate 2000	89.4	69.7	64.2	74.4
<b>Δ Points</b>	<b>+1.2</b>	<b>-1.0</b>	<b>-6.7</b>	<b>-2.2</b>
Average Room Rate 2001	\$124.98	\$84.78	\$79.30	\$96.35
Average Room Rate 2000	118.65	81.78	78.44	92.95
<b>Δ Percent</b>	<b>+5.3%</b>	<b>+3.7%</b>	<b>+1.1%</b>	<b>+3.7%</b>

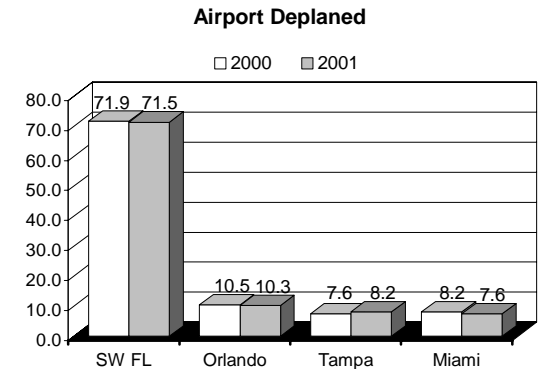
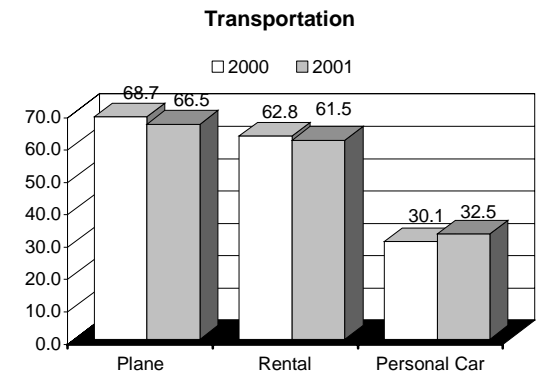


Visitor Origin	Percent Relative	Annual		00/01 Percent Change
		2000 Visitor Number	2001 Visitor Number	
Florida	12.6%	245,622	249,439	+1.6
Southeast	6.9	134,322	132,723	-1.2
Northeast	27.4	533,288	550,808	+3.3
Midwest	36.0	700,019	722,652	+3.2
Canada	2.4	46,251	48,221	+4.3
Europe	11.1	216,414	194,584	-10.1
Markets of Opportunity	3.6	70,238	64,144	-8.7
<b>Total</b>	<b>100.0%</b>	<b>1,946,154</b>	<b>1,962,571</b>	<b>+0.8</b>

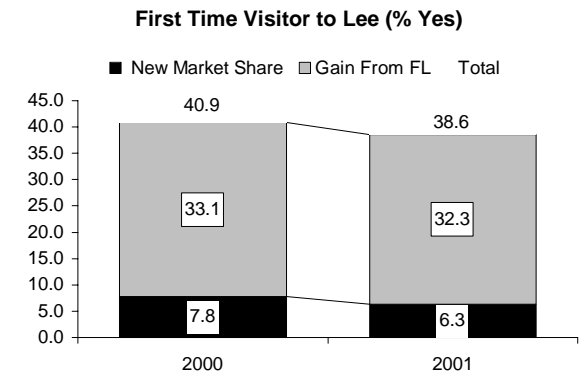


## 2001 Annual Visitor Profile -- Lee County

	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Transportation Mode (H/M/C/C + In-Home)</b>		
Plane	68.7%	66.5%
Rental Car	62.8	61.5
Personal Car	30.1	32.5
<b>Airport Deplanned</b>		
Southwest Florida International	71.9%	71.5%
Orlando International	10.5	10.3
Tampa International	7.6	8.2
Miami International	8.2	7.6
<b>Car Rental Location</b>		
Fort Myers	70.1%	69.7%
Orlando	11.2	10.8
Tampa	7.9	8.6
Miami	8.6	7.8

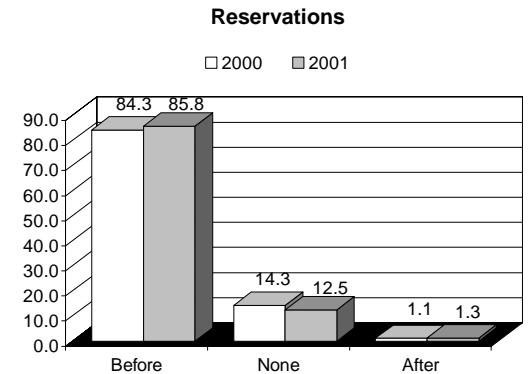
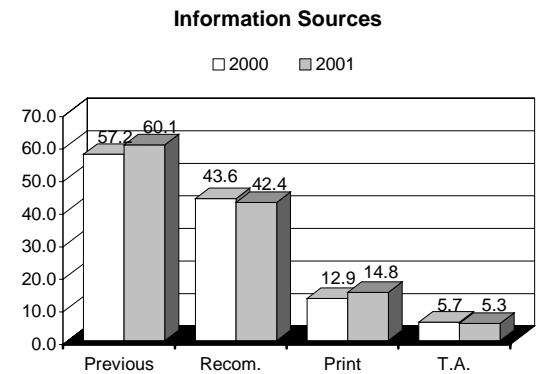


	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Purpose of Trip</b>		
<b>A. Visitor Profile Data</b>		
Vacation	97.9%	98.4%
Visit Friends and Relatives	10.7	12.9
<b>B. Occupancy Survey Data</b>		
Business Travelers/Conference/Bus. Mtgs	20.8%	18.7%
<b>First Visit to (% yes)</b>		
Lee County	40.9%	38.6%
Florida	7.8	6.3
<b>First Time Visitors (by Region)</b>		
Florida	32.4%	31.3%
Southeast	43.5	43.6
Northeast	38.0	36.5
Midwest	32.1	30.5
Canada	N/A	N/A
Europe	67.8	64.5
Markets of Opportunity	52.6	50.8

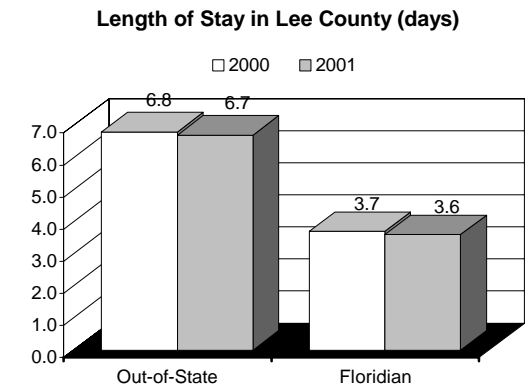


## 2001 Annual Visitor Profile -- Lee County

	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Average Repeat Visits to Lee</b>	3.6	3.5
<b>Information Sources</b> ( <i>Volunteered</i> )		
Previous Visit	57.2%	60.1%
Recommendations	43.6	42.4
Print Media	12.9	14.8
Travel Agent	5.7	5.3
Business Contacts	2.9	2.4
<b>Assisted by Travel Agent</b>	24.5%	25.1%
<b>Travel Agent Assisted with</b>		
Airline Reservations	69.7%	76.5%
Hotel/Motel Reservations	32.0	41.4
Vacation Packages	25.4	17.2
<b>Reservations</b>		
Before Leaving Home	84.3%	85.8%
None	14.3	12.5
After Arrival	1.1	1.3

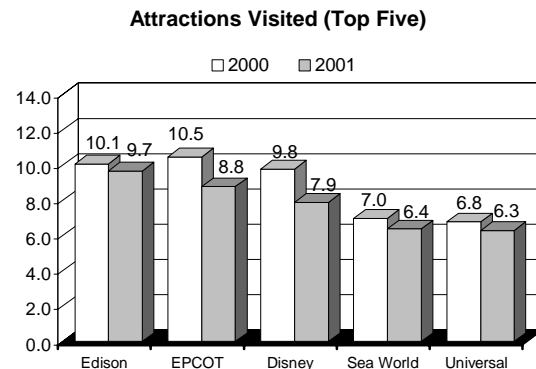
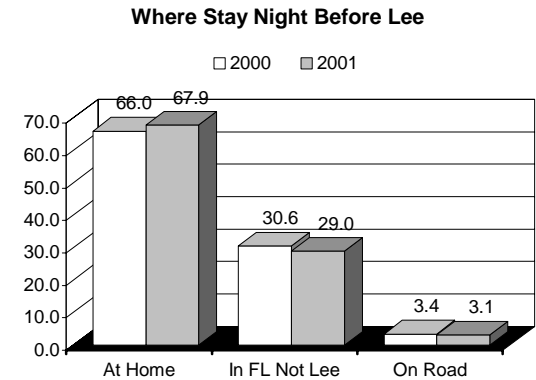
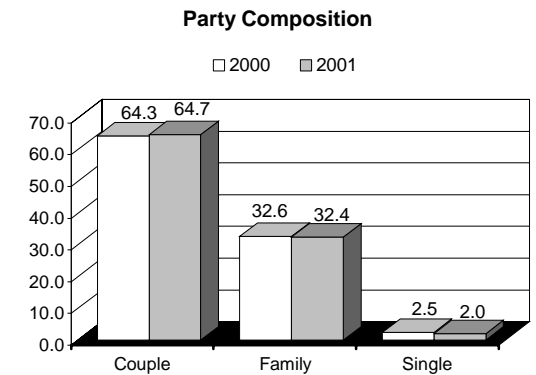


	<u>2000</u> <u>Out-of-</u> <u>State</u>	<u>2001</u> <u>Out-of-</u> <u>State</u>	<u>2000</u> <u>Floridian</u>	<u>2001</u> <u>Floridian</u>
<b>Length of Stay</b> ( <i>days</i> )				
Away from Home	10.9	10.7	3.8	3.8
In Florida	10.1	10.0	N/A	N/A
In Lee County	6.8	6.7	3.7	3.6
<b>% Staying 4 days or Less in Lee</b>	28.1%	27.2%	76.0%	75.6%
<b>Party Size</b>	2.6	2.6	2.6	2.5



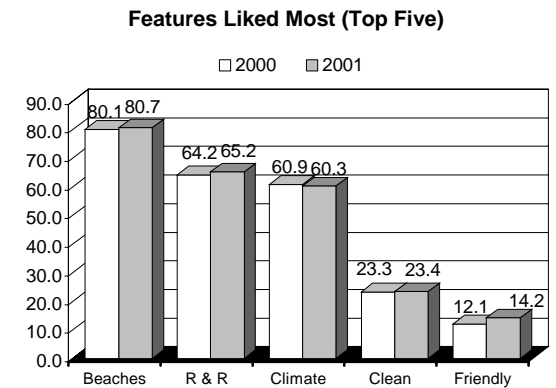
## 2001 Annual Visitor Profile -- Lee County

	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Party Composition</b>		
Couple	64.3%	64.7%
Family	32.6	32.4
Single	2.5	2.0
<b>Where Stay Night Before Lee</b>		
At Home	66.0%	67.9%
In Florida, Not in Lee	30.6	29.0
On the Road, Not in Florida	3.4	3.1
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>		
Orlando/Disney	31.6%	30.8%
Tampa Bay	14.2	14.3
Florida Keys	9.0	9.6
Sarasota	9.3	8.9
Fort Lauderdale/Palm Beach	5.2	6.0
Miami	5.3	4.9
<b>Attractions Visited</b>		
Edison Home/Ford Home	10.1%	9.7%
EPCOT	10.5	8.8
Disney World	9.8	7.9
Sea World	7.0	6.4
Universal Studios	6.8	6.3
Busch Gardens	5.8	4.7
Ding Darling	3.8	4.0
MGM	3.2	2.3
<b>Satisfaction with Lee County</b>	99.2%	99.2%

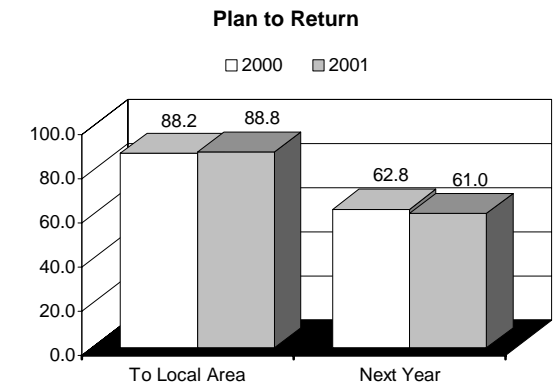
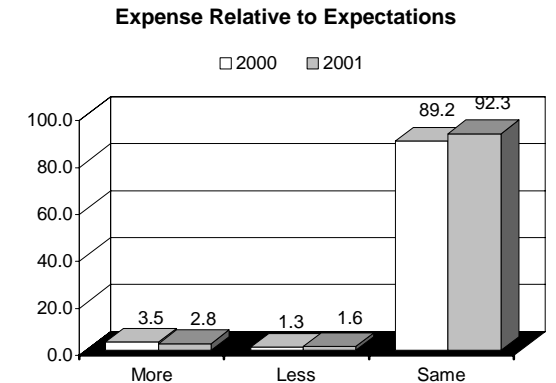


## 2001 Annual Visitor Profile -- Lee County

	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Features Liked Most about Lee</b>		
Beaches	80.1%	80.7%
Rest/Relaxation/Quiet	64.2	65.2
Climate	60.9	60.3
Clean Environment	23.3	23.4
Friendly Residents	12.1	14.2
Safety of the Area	3.4	3.6
<b>Features Liked Least about Lee</b>		
No Specific Complaints	76.3%	75.0%
Congestion/Over-Population	13.9	11.7
Insects	5.0	4.4
Weather	2.5	3.6

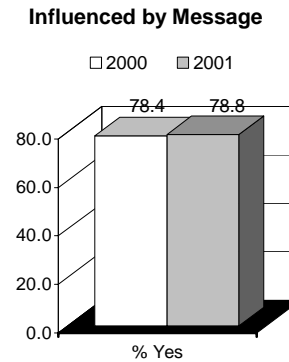
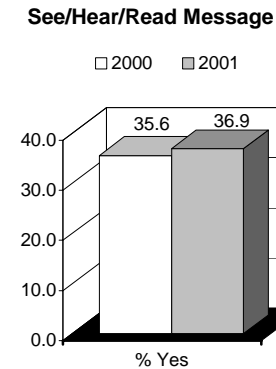
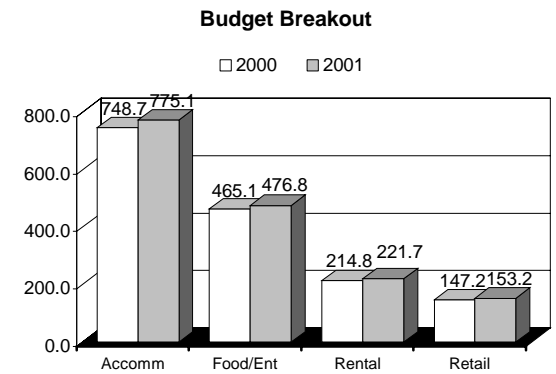


	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Expense Relative to Expectations</b>		
More Expensive	3.5%	2.8%
Less Expensive	1.3	1.6
Same	89.2	92.3
<b>Recommend Lee to Friends/Relatives</b>		
(% yes)	94.8%	94.6%
<b>Plan to Return (% yes)</b>		
To Local Area	88.2%	88.8%
Next Year (Base: Return to Local Area)	62.8	61.0
<b>Median Age Head of Household (years)</b>		
	47.6	48.2
<b>Median Annual Household Income</b>		
	\$75,733	\$76,518

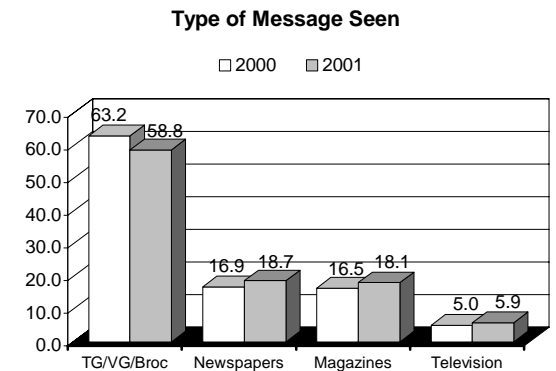


## 2001 Annual Visitor Profile -- Lee County

	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>Average Number of (per year)</b>		
Getaway Trips	2.9	2.8
Vacations	1.8	1.8
<b>Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)</b>		
Total	\$1,299.27	\$1,345.52
Per Person/Trip	502.38	515.16
Per Person/Day	73.14	75.74
<b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>		
Accommodations	\$748.72	\$775.10
Food/Entertainment	465.06	476.76
Rental Car	214.83	221.67
Retail Purchases	147.16	153.20

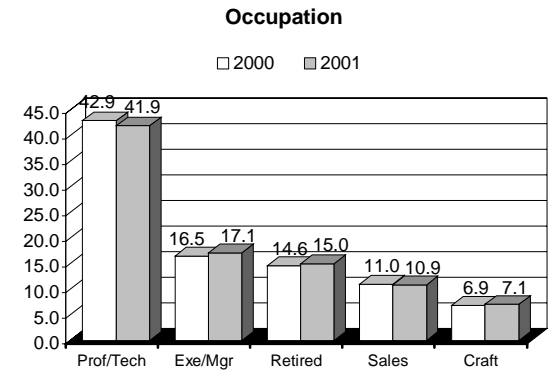


	<u>Annual 2000</u>	<u>Annual 2001</u>
<b>See/Hear/Read Lee Message</b>	35.6%	36.9%
<b>Type of Message Seen</b>		
Travel Guides/Visitor Guides/Brochures	63.2%	58.8%
Newspapers	16.9	18.7
Magazines	16.5	18.1
Television	5.0	5.9
<b>Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)</b>		
	78.4%	78.8%

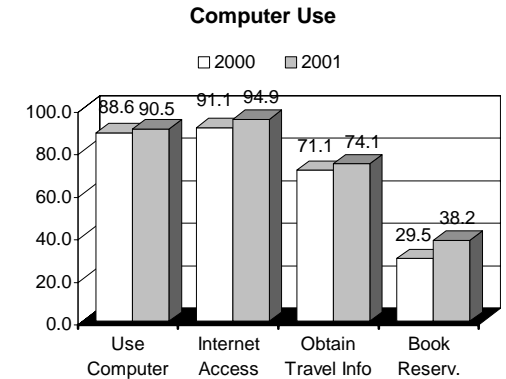


## 2001 Annual Visitor Profile -- Lee County

Occupation	Annual 2000	Annual 2001
Professional/Technical	42.9%	41.9%
Executive/Managerial	16.5	17.1
Retired	14.6	15.0
Salesman/Buyer	11.0	10.9
Craft/Factory	6.9	7.1



	Annual 2000	Annual 2001
<b>Use a Computer at Home or Work</b>	88.6%	90.5%
<b>Have Internet Access</b> ( <i>Base: Respondents with use of a computer</i> )	91.1%	94.9%
<b>Use Internet to:</b> ( <i>Base: Respondents who have used on line services</i> )		
Obtain Travel Information	71.1%	74.1%
Book Reservations on-line	29.5	38.2





2001 Annual Visitor Profile -- Lee County

Lee County Origin Markets

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	
<b>TOTAL</b>	<b>-0.4</b>	<b>+2.2</b>	<b>+5.2</b>	<b>+2.2</b>	<b>+3.3</b>	<b>+3.4</b>	<b>+8.4</b>	<b>+6.3</b>	<b>+6.2</b>	<b>+1.7</b>	<b>+6.9</b>	<b>+1.5</b>	

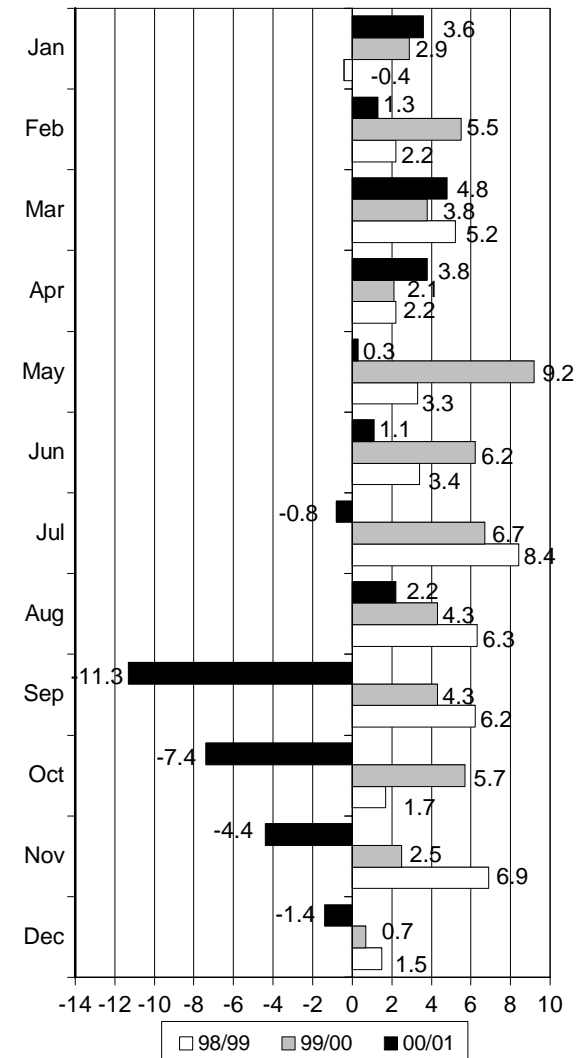
  

1999 – 2000 Percent Changes (By Same Month Last Year)													
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	
Florida	+7.3	+20.3	+8.6	+5.0	+11.2	+17.7	+13.4	+9.2	+10.8	+17.6	+9.5	-10.4	
Southeast	0.0	+1.5	+2.2	+9.7	+12.6	+8.9	-2.0	+5.6	-9.9	+9.0	+10.3	-2.3	
Northeast	+1.9	+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	
<b>TOTAL</b>	<b>+2.9</b>	<b>+5.5</b>	<b>+3.8</b>	<b>+2.1</b>	<b>+9.2</b>	<b>+6.2</b>	<b>+6.7</b>	<b>+4.3</b>	<b>+4.3</b>	<b>+5.7</b>	<b>+2.5</b>	<b>+0.7</b>	

2000 – 2001 Percent Changes (By Same Month Last Year)													
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	
Florida	+1.4	+7.5	-4.6	+5.7	+2.2	+1.6	-6.2	+4.9	-7.5	+4.5	+21.1	+3.6	
Southeast	-4.1	+3.3	-1.7	-3.4	-4.1	-3.1	-3.7	-3.9	+13.6	-1.7	+7.6	+1.7	
Northeast	+8.2	+1.9	+10.9	+6.0	+4.9	+4.7	+0.5	+5.1	-14.7	-8.7	-9.0	+1.3	
Midwest	+5.3	+2.3	+6.1	+4.9	+4.2	+3.4	+4.9	+6.1	-10.6	-6.5	-2.6	+2.4	
Canada	+15.5	+7.3	-1.5	+11.8	+5.1	+77.0	+48.7	+13.6	-1.4	-20.0	-13.1	-9.4	
Europe	-8.9	-14.8	-2.7	-2.8	-13.7	-3.9	-8.7	-5.2	-19.6	-14.6	-22.6	-26.3	
Mkts of Opp.	-9.1	-7.5	-6.0	-3.6	-28.3	-18.0	+20.9	-16.4	-21.7	-14.9	-15.7	+1.5	
<b>TOTAL</b>	<b>+3.6</b>	<b>+1.3</b>	<b>+4.8</b>	<b>+3.8</b>	<b>+0.3</b>	<b>+1.1</b>	<b>-0.8</b>	<b>+2.2</b>	<b>-11.3</b>	<b>-7.4</b>	<b>-4.4</b>	<b>-1.4</b>	

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

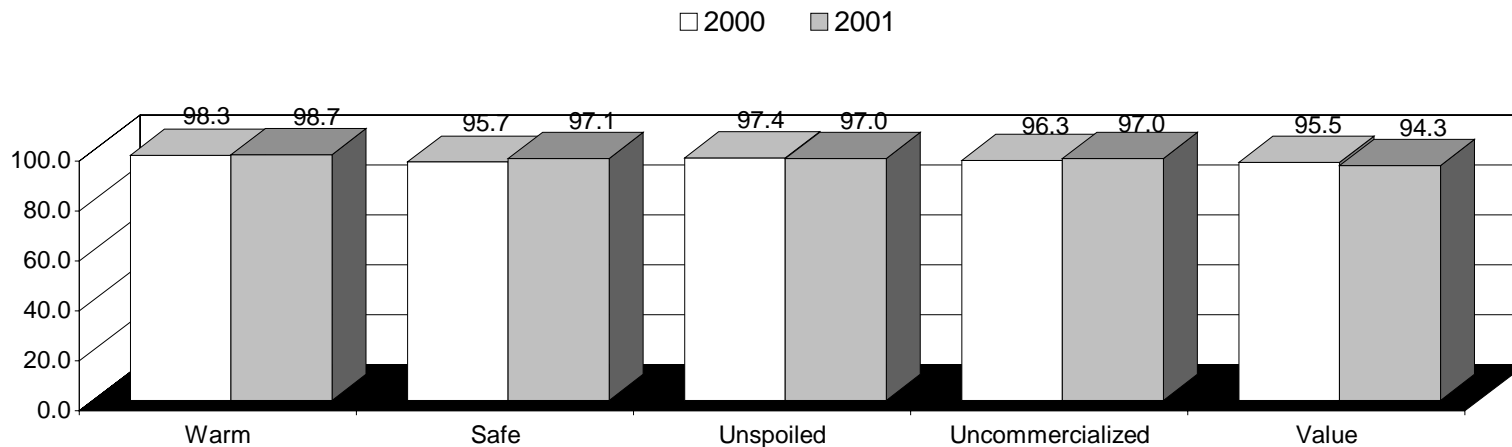


**2001 Annual Visitor Profile -- Lee County**

**Influential Factors in Choosing Lee**

<b>Influential Factors</b>	<b>Jan. '01</b>	<b>Feb. '01</b>	<b>Mar. '01</b>	<b>Apr. '01</b>	<b>May. '01</b>	<b>Jun. '01</b>	<b>Jul. '01</b>	<b>Aug. '01</b>	<b>Sep. '01</b>	<b>Oct. '01</b>	<b>Nov. '01</b>	<b>Dec. '01</b>	<b>Dec. '00</b>
Warm Weather	99.0%	98.5%	99.5%	95.0%	89.4%	83.7%	79.8%	75.2%	83.1%	82.2%	88.4%	98.7%	98.3%
Safe Destination	98.5	94.3	94.2	90.9	95.5	94.3	95.3	95.8	96.5	98.9	98.0	97.1	95.7
Clean, Unspoiled Environment	82.6	78.1	82.5	78.8	78.3	82.3	80.8	82.9	86.7	83.2	83.3	97.0	97.4
Uncommercialized Beaches	95.6	96.9	95.4	94.3	99.3	98.3	98.4	96.4	97.7	96.1	97.7	97.0	96.3
Good Value for the Money	92.1	87.8	97.0	91.9	92.3	93.0	93.0	94.7	93.7	93.7	92.2	94.3	95.5
Complete Relaxation	89.9	89.7	85.9	88.3	95.4	95.3	91.6	93.2	96.0	93.5	94.4	91.6	89.3
Quiet Atmosphere	87.2	79.6	86.0	76.5	83.8	86.3	91.4	94.1	90.5	94.7	91.0	91.3	89.3
White Sand Beaches with Shelling	92.0	90.7	88.4	91.5	93.0	93.9	95.5	92.1	92.3	91.9	92.6	89.2	92.8
Reasonably Priced Lodging	81.2	80.1	86.5	77.3	75.7	80.4	82.3	79.1	82.4	84.6	82.9	87.0	85.6
Sunning on the Beach	78.8	81.2	84.3	81.5	81.3	82.7	82.2	84.9	76.9	78.5	75.3	83.3	84.9
Tropical Plants/Animals	82.2	76.7	84.0	77.3	73.5	80.3	83.8	80.8	72.3	77.3	79.0	82.9	80.4
Affordable Dining	75.6	74.8	78.2	76.1	70.4	70.1	74.7	72.6	72.8	78.9	74.5	74.6	75.4
Upscale Accommodations	68.4	73.3	66.9	60.7	64.8	75.3	70.9	69.4	71.8	64.0	72.3	72.9	71.5
Family Atmosphere	73.2	70.9	67.2	66.9	66.8	78.4	86.0	80.6	67.5	74.1	67.2	72.5	71.9

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



**TOP U.S. FEEDER MARKETS**

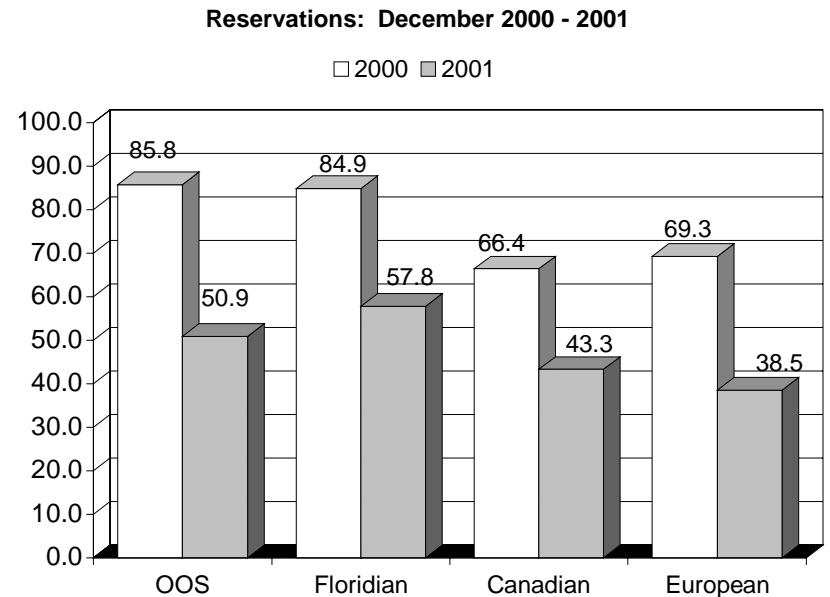
<u>Winter 2001</u>		<u>Spring/Summer 2001</u>		<u>Fall 2001</u>				
1.	Chicago	10.2%	1.	Miami/Fort Lauderdale	10.7%	1.	Chicago	10.5%
2.	New York	10.1	2.	New York	8.8	2.	New York	9.2
3.	Minneapolis/St. Paul	6.5	3.	Chicago	7.0	3.	Miami/Fort Lauderdale	8.6
4.	Boston	5.7	4.	Tampa/St. Petersburg	6.0	4.	Orlando/Daytona Beach	5.6
5.	Indianapolis	4.6	5.	Orlando/Daytona Beach	4.4	5.	Tampa/St. Petersburg	5.1
6.	Philadelphia	4.4	6.	Philadelphia	4.4	6.	Philadelphia	4.8
7.	Detroit	3.9	7.	West Palm Beach/Ft. Pierce	4.3	7.	West Palm Beach/Ft. Pierce	4.5
8.	Cleveland	3.0	8.	Indianapolis	3.7	8.	Boston	4.4
9.	Cincinnati	2.8	9.	Boston	3.3	9.	Minneapolis/St. Paul	3.5
10.	Miami/Ft. Lauderdale	2.4	10.	Cincinnati	2.6	10.	Indianapolis	3.4

Lee County Occupancy Barometer: 2001

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

	Jan. '01	Feb. '01	Mar. '01	Apr. '01	May '01	Jun '01	Jul. '01	Aug. '01	Sep. '01	Oct. '01	Nov. '01	Dec. '01	Dec. '00
U.S. OOS Travelers	92.3%	98.2%	92.9%	79.6%	79.6%	74.6%	70.4%	69.0%	37.8%	38.7%	40.9%	50.9%	85.8%
Floridian Travelers	90.0	91.9	93.6	81.3	83.3	78.9	67.0	71.2	48.3	44.5	50.5	57.8	84.9
Canadian Travelers	77.3	77.9	82.9	70.9	70.5	65.0	62.7	63.8	40.3	38.9	43.2	43.3	66.4
European Travelers	79.3	76.4	82.4	64.4	62.0	61.9	62.8	58.7	35.3	32.7	34.5	38.5	69.3

Reservations (Next 3 months)	Up	Same	Down
Out-of-State Travelers			
▪ 2000	32.7%	53.1%	14.2%
▪ 2001	11.8	39.1	49.1
▪ Point Δ	-20.9	-14.0	+34.9
Floridian Travelers			
▪ 2000	17.9	67.0	15.1
▪ 2001	15.6	42.2	42.2
▪ Point Δ	-2.3	-24.8	+27.1
Canadian Travelers			
▪ 2000	13.9	52.5	33.6
▪ 2001	2.9	40.4	56.7
▪ Point Δ	-11.0	-12.1	+23.1
European Travelers			
▪ 2000	20.8	48.5	30.7
▪ 2001	3.9	34.6	61.5
▪ Point Δ	-16.9	-13.9	+30.8

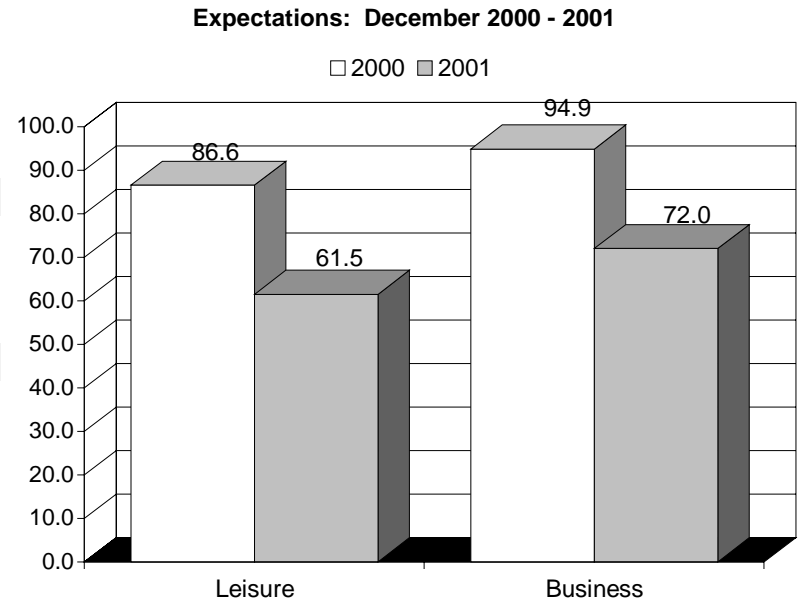


**2001 Annual Visitor Profile -- Lee County**

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. '01	Feb. '01	Mar. '01	Apr. '01	May '01	Jun '01	Jul. '01	Aug. '01	Sep. '01	Oct. '01	Nov. '01	Dec. '01	Dec. '00
Leisure Travelers	97.8%	98.3%	95.6%	90.8%	97.0%	94.6%	87.9%	86.8%	56.9%	50.9%	55.7%	61.5%	86.6%
Business Travelers	94.5	94.8	94.6	90.5	97.6	94.5	83.9	85.7	80.4	72.8	74.8	72.0	94.9
Conferences/ Business Meetings	95.5	94.4	97.6	82.9	96.1	94.2	87.8	75.6	79.8	77.2	72.6	80.0	87.5
Travel and Tour Groups	94.2	92.3	94.1	81.6	85.2	91.9	88.1	78.6	75.0	77.4	68.7	73.8	87.1

Expectations (Next 3 months)	<u>More</u>	<u>Same</u>	<u>Less</u>
<b>Leisure Travelers</b>			
▪ 2000	26.8%	59.8%	13.4%
▪ 2001	15.6	45.9	38.5
▪ Point Δ	-11.2	-13.9	+25.1
<b>Business Travelers</b>			
▪ 2000	12.8	82.1	5.1
▪ 2001	3.2	68.8	28.0
▪ Point Δ	-9.6	-13.3	+22.9

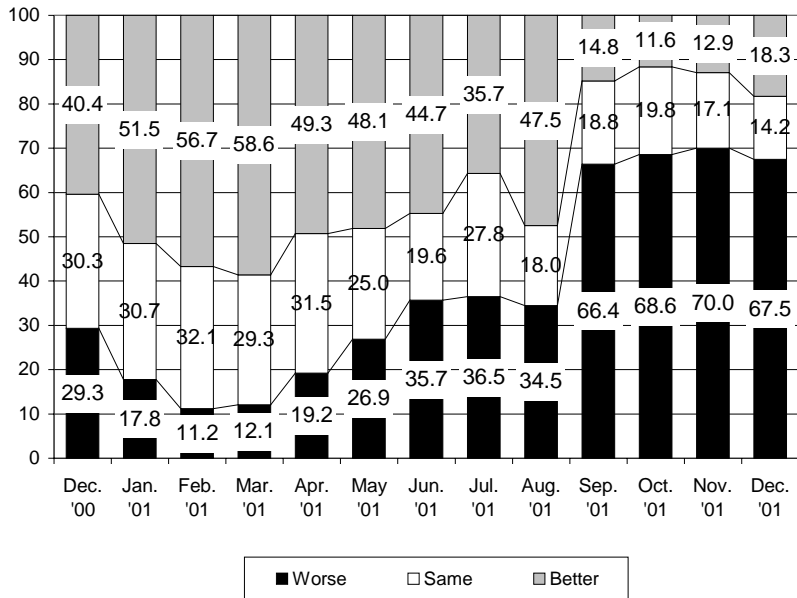


**2001 Annual Visitor Profile -- Lee County**

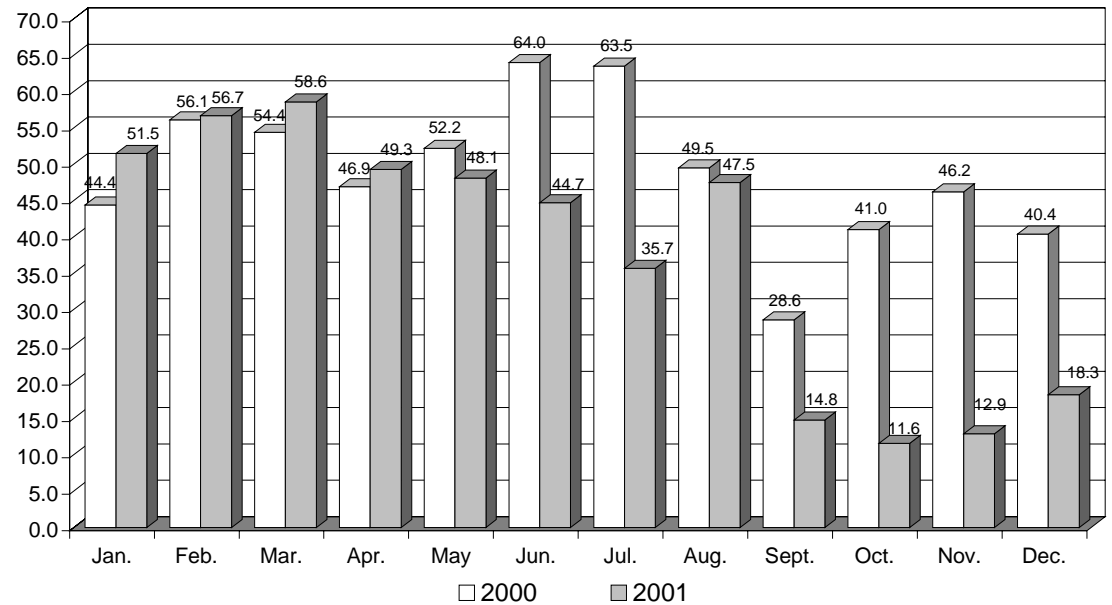
3. Overall, *compared to last year*, Hotel/Motel/Condominium **MANAGERS REPORT** business for their properties is:

	Jan. '01	Feb. '01	Mar. '01	Apr. '01	May '01	Jun '01	Jul. '01	Aug. '01	Sep. '01	Oct. '01	Nov. '01	Dec. '01	Dec. '00
Better	51.5%	56.7%	58.6%	49.3%	48.1%	44.7%	35.7%	47.5%	14.8%	11.6%	12.9%	18.3%	40.4%
Same	30.7	32.1	29.3	31.5	25.0	19.6	27.8	18.0	18.8	19.8	17.1	14.2	30.3
Worse	17.8	11.2	12.1	19.2	26.9	35.7	36.5	34.5	66.4	68.6	70.0	67.5	29.3

**Business**



**"Business Better" Segment**



Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	1999	2000	1999	2000	1999	2000
<b>January</b>						
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
<b>February</b>						
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
<b>March</b>						
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
<b>April</b>						
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
<b>May</b>						
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
<b>June</b>						
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
<b>July</b>						
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
<b>August</b>						
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
<b>September</b>						
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
<b>October</b>						
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
<b>November</b>						
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
<b>December</b>						
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 Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	2000	2001	2000	2001	2000	2001
<b>January</b>						
Occupancy	78.3%	79.1%	81.9%	83.3%	81.5%	82.6%
ADR	\$53.16	\$55.79	\$123.89	\$126.55	\$111.09	\$113.94
<b>February</b>						
Occupancy	90.0%	91.4%	97.1%	98.0%	96.5%	97.6%
ADR	\$62.10	\$66.70	\$146.64	\$154.83	\$134.88	\$142.93
<b>March</b>						
Occupancy	91.8%	92.6%	97.2%	97.7%	96.8%	97.4%
ADR	\$65.61	\$72.02	\$137.75	\$146.50	\$123.85	\$132.99
<b>April</b>						
Occupancy	73.2%	75.1%	83.0%	84.8%	82.7%	84.6%
ADR	\$53.04	\$55.26	\$120.84	\$127.94	\$104.78	\$110.05
<b>May</b>						
Occupancy	64.5%	63.8%	74.3%	74.1%	74.5%	74.0%
ADR	\$43.06	\$44.75	\$97.42	\$100.14	\$81.02	\$83.49
<b>June</b>						
Occupancy	57.7%	57.4%	67.8%	66.3%	66.7%	65.7%
ADR	\$41.75	\$44.16	\$84.66	\$88.23	\$82.30	\$86.31

Lee County Occupancy Rate (by Market Segments)

	Urban/Midtown Roadside		Resort Vacation Beachside/Waterfront		Lee County Total	
	2000	2001	2000	2001	2000	2001
<b>July</b>						
Occupancy	64.7%	62.2%	75.4%	74.1%	72.3%	70.4%
ADR	\$41.97	\$44.64	\$88.57	\$91.21	\$79.85	\$82.60
<b>August</b>						
Occupancy	58.1%	57.4%	65.6%	65.1%	65.2%	64.6%
ADR	\$40.57	\$43.00	\$89.25	\$91.89	\$83.94	\$86.71
<b>September</b>						
Occupancy	54.9%	45.9%	58.8%	49.2%	58.4%	49.0%
ADR	\$41.58	\$42.48	\$79.33	\$79.29	\$78.42	\$78.80
<b>October</b>						
Occupancy	65.9%	58.5%	64.1%	56.3%	64.1%	56.9%
ADR	\$42.84	\$44.37	\$82.27	\$84.10	\$73.27	\$75.00
<b>November</b>						
Occupancy	63.6%	58.1%	73.1%	67.1%	72.2%	66.3%
ADR	\$42.19	\$43.75	\$87.26	\$87.68	\$66.44	\$67.24
<b>December</b>						
Occupancy	65.7%	60.8%	61.8%	57.7%	62.2%	57.8%
ADR	\$46.35	\$47.92	\$117.53	\$117.11	\$95.61	\$96.17

**LEE COUNTY 2001 ANNUAL AVERAGES**

	1/01	2/01	3/01	4/01	Winter '01	5/01	6/01	7/01	8/01	S/S 2001
<b>Number of Visitors</b>	197,611	271,054	299,719	306,305	<b>1,074,689</b>	133,869	136,566	155,680	96,755	<b>522,870</b>
<b>Room Nights</b>	656,084	580,832	644,396	645,428	<b>2,526,740</b>	432,843	366,240	402,936	351,836	<b>1,553,855</b>
<b>Expenditures</b>	117,404,828	170,098,420	159,338,423	151,888,992	<b>598,730,663</b>	88,189,879	68,110,693	62,876,038	58,810,592	<b>277,987,202</b>
<b>Occupancy Rate</b>	82.6	97.6	97.4	84.6	<b>90.6</b>	74.0	65.7	70.4	64.6	<b>68.7</b>
<b>Room Rate</b>	113.94	142.93	132.99	110.05	<b>124.98</b>	83.49	86.31	82.60	86.71	<b>84.78</b>
<b>Occupancy</b>										
<b>&lt;20 Units</b>	87.3	98.0	98.7	86.1	<b>92.5</b>	77.5	70.5	73.1	64.1	<b>71.3</b>
<b>21-50 Units</b>	83.2	96.9	97.7	81.4	<b>89.8</b>	73.2	68.8	73.4	63.3	<b>69.7</b>
<b>51-100 Units</b>	81.9	95.8	97.9	87.3	<b>90.7</b>	74.4	64.8	72.6	62.7	<b>68.6</b>
<b>101+ Units</b>	81.2	98.4	97.1	83.7	<b>90.1</b>	73.2	63.5	69.1	66.1	<b>68.0</b>
<b>Average Room Rate</b>										
<b>&lt;20 Units</b>	96.23	109.01	101.20	90.60	<b>99.26</b>	76.72	67.17	68.85	74.88	<b>71.91</b>
<b>21-50 Units</b>	98.61	126.20	114.87	105.52	<b>111.30</b>	77.13	81.67	77.04	74.85	<b>77.67</b>
<b>51-100 Units</b>	138.53	170.21	170.40	141.54	<b>155.17</b>	100.10	102.08	103.00	99.54	<b>101.18</b>
<b>101+ Units</b>	125.78	166.31	145.48	142.68	<b>145.06</b>	100.67	97.84	101.61	102.23	<b>100.59</b>
<b>Visitor Origin</b>										
<b>Florida</b>	9,485	14,095	18,283	34,612	<b>76,475</b>	30,254	29,635	34,872	26,801	<b>121,562</b>
<b>Southeast</b>	12,449	13,824	17,983	16,540	<b>60,796</b>	8,568	15,705	15,412	7,547	<b>47,232</b>
<b>Northeast</b>	59,481	95,682	92,613	87,910	<b>335,686</b>	36,680	27,996	35,184	17,609	<b>117,469</b>
<b>Midwest</b>	85,961	117,637	126,781	115,171	<b>445,550</b>	39,759	42,335	43,279	26,511	<b>151,884</b>
<b>Canada</b>	5,731	9,758	9,291	8,577	<b>33,357</b>	2,945	956	934	968	<b>5,803</b>
<b>Europe</b>	17,390	14,366	26,975	31,549	<b>90,280</b>	12,316	15,842	19,927	14,707	<b>62,792</b>
<b>Markets of Opportunity</b>	7,114	5,692	7,793	11,946	<b>32,545</b>	3,347	4,097	6,072	2,612	<b>16,128</b>
<b>TOTAL</b>	<b>197,611</b>	<b>271,054</b>	<b>299,719</b>	<b>306,305</b>	<b>1,074,689</b>	<b>133,869</b>	<b>136,566</b>	<b>155,680</b>	<b>96,755</b>	<b>522,870</b>
<b>Transportation Mode</b>										
<b>Plane</b>	70.6	78.3	77.1	75.6	<b>75.4</b>	62.0	64.0	59.5	57.3	<b>60.7</b>
<b>Rental Car</b>	64.9	71.6	73.1	65.0	<b>68.7</b>	57.7	56.4	55.0	56.3	<b>56.4</b>
<b>Personal Car</b>	28.8	20.7	22.6	24.7	<b>24.2</b>	33.8	34.9	39.8	41.7	<b>37.6</b>
<b>Airport Deplanned</b>										
<b>SW Florida Int'l</b>	73.5	74.4	79.0	75.1	<b>75.5</b>	74.7	76.5	67.3	64.1	<b>70.7</b>
<b>Orlando Int'l</b>	9.1	9.8	5.8	6.8	<b>7.9</b>	11.2	10.6	14.2	16.9	<b>13.2</b>
<b>Miami Int'l</b>	4.2	4.7	5.0	6.9	<b>5.2</b>	6.1	6.9	6.9	9.9	<b>7.5</b>
<b>Tampa Int'l</b>	10.0	8.5	7.5	9.7	<b>8.9</b>	6.3	5.6	7.6	7.1	<b>6.7</b>

**LEE COUNTY 2001 ANNUAL AVERAGES**

	9/01	10/01	11/01	12/01	Fall 2001	Annual 2001
<b>Number of Visitors</b>	78,270	72,950	94,166	119,626	365,012	1,962,571
<b>Room Nights</b>	245,463	266,271	435,200	484,561	1,431,495	5,512,090
<b>Expenditures</b>	40,147,043	42,395,867	51,045,863	70,302,709	203,891,482	1,080,609,347
<b>Occupancy Rate</b>	49.0	56.9	66.3	57.8	57.5	72.2
<b>Room Rate</b>	78.80	75.00	67.24	96.17	79.30	96.35
<b>Occupancy</b>						
<b>&lt;20 Units</b>	46.2	55.3	68.8	61.5	58.0	73.93
<b>21-50 Units</b>	52.6	57.4	67.8	61.6	59.9	73.11
<b>51-100 Units</b>	47.3	58.2	68.6	57.6	57.9	72.43
<b>101+ Units</b>	48.9	56.6	64.1	55.3	56.2	71.43
<b>Average Room Rate</b>						
<b>&lt;20 Units</b>	63.02	63.22	65.64	84.66	69.14	80.10
<b>21-50 Units</b>	71.55	68.01	67.11	97.97	76.16	88.38
<b>51-100 Units</b>	88.63	88.42	90.75	111.04	94.71	117.02
<b>101+ Units</b>	91.98	79.34	87.86	96.50	88.92	111.52
<b>Visitor Origin</b>						
<b>Florida</b>	19,411	12,183	14,784	5,024	51,402	249,439
<b>Southeast</b>	5,714	5,034	5,932	8,015	24,695	132,723
<b>Northeast</b>	19,254	15,684	25,990	36,725	97,653	550,808
<b>Midwest</b>	19,802	21,593	31,546	52,277	125,218	722,652
<b>Canada</b>	783	1,386	2,825	4,067	9,061	48,221
<b>Europe</b>	9,784	12,912	9,605	9,211	41,512	194,584
<b>Markets of Opportunity</b>	3,522	4,158	3,484	4,307	15,471	64,144
<b>TOTAL</b>	<b>78,270</b>	<b>72,950</b>	<b>94,166</b>	<b>119,626</b>	<b>365,012</b>	<b>1,962,571</b>
<b>Transportation Mode</b>						
<b>Plane</b>	51.0	70.4	65.0	67.2	63.4	66.5
<b>Rental Car</b>	47.0	68.2	61.5	61.2	59.5	61.5
<b>Personal Car</b>	46.9	29.2	34.0	32.7	35.7	32.5
<b>Airport Deplaned</b>						
<b>SW Florida Int'l</b>	67.5	66.7	67.7	71.7	68.4	71.5
<b>Orlando Int'l</b>	11.5	11.1	8.9	7.5	9.8	10.3
<b>Miami Int'l</b>	10.4	10.9	10.8	8.2	10.1	7.6
<b>Tampa Int'l</b>	9.2	9.0	9.1	9.3	9.2	8.2

**LEE COUNTY 2001 ANNUAL AVERAGES**

	1/01	2/01	3/01	4/01	Winter '01	5/01	6/01	7/01	8/01	S/S 2001
<b>Car Rental Location</b>										
Fort Myers	73.4	70.5	76.6	74.3	<b>73.7</b>	71.4	74.9	66.5	63.5	<b>69.1</b>
Orlando	9.9	10.3	6.3	7.0	<b>8.4</b>	11.7	11.3	15.2	17.2	<b>13.9</b>
Miami	3.9	4.3	5.9	7.3	<b>5.4</b>	6.7	8.5	7.2	10.7	<b>8.3</b>
Tampa	10.3	9.1	8.2	9.8	<b>9.4</b>	7.9	4.8	8.2	7.3	<b>7.1</b>
<b>Purpose of Trip</b>										
Vacation	98.3	98.5	98.7	98.4	<b>98.5</b>	99.0	99.0	98.0	97.2	<b>98.3</b>
Conf/Conv/BusMtg	17.6	15.1	19.6	21.7	<b>18.5</b>	23.4	21.4	20.6	19.9	<b>21.3</b>
Visit Friends & Relatives	12.3	13.9	14.7	13.5	<b>13.6</b>	n/a	8.0	11.6	11.1	<b>10.2</b>
<b>First Visit</b>										
Lee County	32.8	34.8	38.2	35.5	<b>35.3</b>	41.1	40.6	44.0	41.5	<b>41.8</b>
Florida	3.2	3.9	3.2	4.9	<b>3.8</b>	8.1	6.8	8.5	9.9	<b>8.3</b>
<b>First Time Visitors</b>										
Florida	30.8	34.5	n/a	27.3	<b>30.9</b>	29.2	31.1	27.0	29.5	<b>29.2</b>
Southeast	41.2	42.7	50.0	46.9	<b>45.2</b>	37.1	52.0	43.5	43.5	<b>44.0</b>
Northeast	32.5	30.6	38.3	35.6	<b>34.3</b>	44.0	37.1	40.7	40.1	<b>40.5</b>
Midwest	26.1	27.6	27.9	30.1	<b>27.9</b>	35.4	33.4	39.0	38.5	<b>36.6</b>
Canada	28.6	23.8	n/a	31.8	<b>28.1</b>	n/a	n/a	n/a	n/a	<b>n/a</b>
Europe	61.1	62.5	59.5	73.4	<b>64.1</b>	69.5	70.2	74.4	58.0	<b>68.0</b>
Markets of Opportunity	58.8	44.4	42.1	n/a	<b>48.4</b>	n/a	40.4	60.8	50.0	<b>50.4</b>
<b>Avg Repeat Visits</b>										
	3.3	3.1	3.3	3.1	<b>3.2</b>	3.9	3.4	3.5	3.3	<b>3.5</b>
<b>Information Sources</b>										
Previous Visit	65.8	63.7	60.3	65.8	<b>63.9</b>	57.3	60.0	51.3	56.8	<b>56.4</b>
Recommendations	39.9	39.8	35.1	41.9	<b>39.2</b>	42.0	41.3	50.0	42.7	<b>44.0</b>
Business Contacts	2.0	n/a	1.9	1.8	<b>1.9</b>	2.8	3.8	2.2	1.3	<b>2.5</b>
Print Media	13.8	10.0	12.1	15.2	<b>12.8</b>	13.3	13.3	16.1	15.8	<b>14.6</b>
Travel Agent	n/a	3.0	5.4	4.2	<b>4.2</b>	n/a	7.6	4.2	6.0	<b>5.9</b>
<b>Travel Agent Assisted</b>										
	25.9	27.6	29.3	29.7	<b>28.1</b>	25.3	19.5	19.4	22.4	<b>21.7</b>
<b>Travel Agent Assisted with:</b>										
Airline Reservations	79.3	80.6	80.3	78.6	<b>79.7</b>	84.6	69.5	70.7	76.5	<b>75.3</b>
Hotel/Motel Reservations	35.8	46.2	45.4	36.8	<b>41.1</b>	38.4	35.2	39.3	42.9	<b>39.0</b>
Vacation Packages	10.3	9.7	10.3	18.4	<b>12.2</b>	15.8	22.8	27.3	19.0	<b>21.2</b>

**LEE COUNTY 2001 ANNUAL AVERAGES**

	9/01	10/01	11/01	12/01	Fall 2001	Annual 2001
<b>Car Rental Location</b>						
Fort Myers	65.4	64.9	66.7	68.2	66.3	69.7
Orlando	13.3	11.1	8.5	8.2	10.3	10.8
Miami	9.7	10.6	10.5	8.4	9.8	7.8
Tampa	9.2	8.9	9.6	9.8	9.4	8.6
<b>Purpose of Trip</b>						
Vacation	98.0	98.9	97.7	99.3	98.5	98.4
Conf/Conv/BusMtg	17.4	17.4	16.3	13.7	16.2	18.7
Visit Friends & Relatives	13.5	14.7	11.4	17.6	14.3	12.9
<b>First Visit</b>						
Lee County	40.0	43.4	37.5	34.3	38.8	38.6
Florida	8.0	7.7	6.8	4.1	6.7	6.3
<b>First Time Visitors</b>						
Florida	33.7	32.8	38.6	29.6	33.7	31.3
Southeast	42.9	44.9	38.7	40.0	41.6	43.6
Northeast	41.2	37.3	33.5	27.4	34.9	36.5
Midwest	29.0	28.0	26.8	24.1	27.0	30.5
Canada	n/a	n/a	n/a	28.9	n/a	n/a
Europe	60.7	59.1	61.0	64.3	61.3	64.5
Markets of Opportunity	63.5	n/a	n/a	46.7	55.1	50.8
<b>Avg Repeat Visits</b>						
	3.5	4.0	3.8	4.1	3.9	3.5
<b>Information Sources</b>						
Previous Visit	58.9	57.5	59.4	64.1	60.0	60.1
Recommendations	50.8	43.4	42.8	39.3	44.1	42.4
Business Contacts	2.0	2.6	3.8	2.0	2.6	2.4
Print Media	13.9	17.1	21.7	15.7	17.1	14.8
Travel Agent	7.4	7.3	5.0	3.0	5.7	5.3
<b>Travel Agent Assisted</b>						
	25.6	24.6	26.6	25.8	25.7	25.1
<b>Travel Agent Assisted with:</b>						
Airline Reservations	70.5	76.0	77.8	73.4	74.4	76.5
Hotel/Motel Reservations	54.9	38.2	47.9	35.2	44.1	41.4
Vacation Packages	20.5	19.4	16.7	16.0	18.2	17.2

**LEE COUNTY 2001 ANNUAL AVERAGES**

	1/01	2/01	3/01	4/01	Winter '01	5/01	6/01	7/01	8/01	S/S 2001
<b>Reservations</b>										
Before	85.2	88.2	88.4	89.0	<b>87.7</b>	88.3	84.6	81.1	83.6	<b>84.4</b>
None	11.3	8.7	8.7	10.4	<b>9.8</b>	10.7	14.2	17.7	15.2	<b>14.5</b>
After Arrival	3.5	1.0	0.9	0.6	<b>1.5</b>	n/a	n/a	1.0	1.2	<b>1.1</b>
<b>Length of Stay (OOS)</b>										
Away from Home	12.3	11.9	10.5	10.1	<b>11.2</b>	9.3	10.1	11.0	10.9	<b>10.3</b>
In Florida	11.6	11.0	9.9	9.5	<b>10.5</b>	8.7	9.4	10.2	10.3	<b>9.7</b>
In Lee County	8.3	8.3	7.3	6.7	<b>7.7</b>	5.8	5.9	6.3	6.0	<b>6.0</b>
<b>Length of Stay (FL)</b>										
Away from Home	3.5	3.5	3.5	4.0	<b>3.6</b>	3.9	3.5	4.5	4.4	<b>4.1</b>
In Florida (FL)	n/a	n/a	n/a	n/a	<b>n/a</b>	n/a	n/a	n/a	n/a	<b>n/a</b>
In Lee County	3.3	3.2	3.4	3.6	<b>3.4</b>	3.6	3.4	4.5	4.3	<b>4.0</b>
<b>% Staying 4 days or less</b>										
Out-of-State	21.0	22.1	21.2	23.2	<b>21.9</b>	31.8	26.1	29.5	30.5	<b>29.5</b>
Floridian	76.9	79.2	79.8	81.8	<b>79.4</b>	83.3	68.3	66.5	67.9	<b>71.5</b>
<b>Party Size</b>										
Out-of-State	2.5	2.4	2.7	2.6	<b>2.6</b>	2.4	2.7	3.0	3.0	<b>2.8</b>
Floridian	2.4	2.1	2.0	2.7	<b>2.3</b>	2.6	2.8	3.0	3.2	<b>2.9</b>
<b>Party Composition</b>										
Couple	72.0	73.6	60.2	57.8	<b>65.9</b>	69.3	56.6	54.5	53.7	<b>58.5</b>
Family	25.5	23.9	38.8	38.8	<b>31.8</b>	26.8	40.3	43.4	44.5	<b>38.8</b>
Single	2.3	2.0	1.0	2.3	<b>1.9</b>	1.7	2.0	1.5	1.0	<b>1.6</b>
<b>Where Stayed Night Before Lee</b>										
At Home	65.8	64.5	72.7	73.8	<b>69.2</b>	71.0	66.9	63.1	66.2	<b>66.8</b>
In FL, Not in Lee	30.9	34.4	23.5	24.7	<b>28.4</b>	27.3	30.1	34.9	31.0	<b>30.8</b>
On the Road, Not in FL	3.4	1.1	3.8	1.5	<b>2.5</b>	1.7	3.0	2.0	2.8	<b>2.4</b>
<b>Where Stayed in Florida</b>										
Orlando/Disney	24.8	26.4	27.2	29.0	<b>26.9</b>	31.3	34.5	33.9	38.5	<b>34.6</b>
Tampa Bay	14.7	13.6	14.3	10.3	<b>13.2</b>	15.6	16.7	17.9	12.9	<b>15.8</b>
Ft. Laud./Palm Bch.	4.4	5.6	7.7	6.7	<b>6.1</b>	4.6	7.6	6.8	3.2	<b>5.6</b>
Florida Keys	8.9	6.2	8.8	9.8	<b>8.4</b>	6.3	9.5	11.7	13.5	<b>10.3</b>
Sarasota	14.4	10.3	7.7	9.7	<b>10.5</b>	11.5	6.4	8.7	9.6	<b>9.1</b>
Miami	1.6	3.5	4.3	4.4	<b>3.5</b>	1.6	2.9	4.8	3.8	<b>3.3</b>
Naples/Marcos Island	6.7	n/a	8.9	8.1	<b>7.9</b>	7.5	6.1	4.9	5.7	<b>6.1</b>

**LEE COUNTY 2001 ANNUAL AVERAGES**

	9/01	10/01	11/01	12/01	Fall 2001	Annual 2001
<b>Reservations</b>						
Before	84.0	86.3	84.9	86.3	85.4	85.8
None	15.0	12.5	13.7	11.7	13.2	12.5
After Arrival	n/a	n/a	0.4	2.0	n/a	1.3
<b>Length of Stay (OOS)</b>						
Away from Home	10.4	10.7	10.4	11.2	10.7	10.7
In Florida	9.7	9.8	10.0	10.2	9.9	10.0
In Lee County	5.9	6.0	6.7	7.7	6.6	6.7
<b>Length of Stay (FL)</b>						
Away from Home	3.6	3.7	3.8	3.9	3.8	3.8
In Florida (FL)	n/a	n/a	n/a	n/a	n/a	n/a
In Lee County	3.4	3.4	3.8	3.6	3.6	3.6
<b>% Staying 4 days or less</b>						
Out-of-State	37.7	30.7	33.8	18.5	30.2	27.2
Floridian	79.3	79.8	73.0	71.1	75.8	75.6
<b>Party Size</b>						
Out-of-State	2.5	2.5	2.5	2.8	2.6	2.6
Floridian	2.7	2.3	2.4	2.3	2.4	2.5
<b>Party Composition</b>						
Couple	71.4	71.9	73.6	62.2	69.8	64.7
Family	24.6	25.1	21.7	35.1	26.6	32.4
Single	2.8	1.0	3.7	2.7	2.6	2.0
<b>Where Stayed Night Before</b>						
At Home	64.6	68.2	69.2	69.2	67.8	67.9
In FL, Not in Lee	30.5	26.8	27.0	27.1	27.9	29.0
On the Road, Not in FL	4.9	5.0	3.8	3.7	4.4	3.1
<b>Where Stayed in Florida</b>						
Orlando/Disney	36.4	32.9	28.5	26.5	31.1	30.8
Tampa Bay	17.2	10.7	11.6	15.8	13.8	14.3
Ft. Laud./Palm Bch.	1.6	7.2	8.5	7.5	6.2	6.0
Florida Keys	8.1	12.5	10.2	9.9	10.2	9.6
Sarasota	6.6	7.5	9.0	4.8	7.0	8.9
Miami	9.6	10.0	6.0	6.7	8.1	4.9
Naples/Marcos Island	5.6	n/a	n/a	7.4	6.5	6.8



**LEE COUNTY 2001 ANNUAL AVERAGES**

	1/01	2/01	3/01	4/01	Winter '01	5/01	6/01	7/01	8/01	S/S 2001
<b>Attractions Visited</b>										
Disney	7.7	7.5	5.9	8.2	<b>7.3</b>	10.8	8.0	10.4	7.8	<b>9.3</b>
Edison/Ford Home	7.2	9.6	10.9	8.1	<b>9.0</b>	14.5	11.5	10.2	7.6	<b>11.0</b>
EPCOT	7.8	7.7	5.8	10.0	<b>7.8</b>	11.0	8.8	13.1	9.4	<b>10.6</b>
Sea World	5.3	5.6	5.8	4.7	<b>5.4</b>	5.2	7.5	10.8	6.7	<b>7.6</b>
MGM	2.2	n/a	1.7	2.9	<b>1.7</b>	2.5	4.0	4.0	2.4	<b>3.2</b>
Universal Studios	4.9	6.1	2.0	5.6	<b>4.7</b>	4.7	6.8	9.1	7.7	<b>7.1</b>
Animal Kingdom	6.3	8.5	6.1	n/a	<b>7.0</b>	n/a	6.0	11.7	5.9	<b>7.9</b>
Kennedy Space Center	5.9	6.4	6.1	n/a	<b>6.1</b>	5.0	7.3	7.9	9.6	<b>7.5</b>
Busch Gardens	4.1	3.7	5.3	5.5	<b>4.7</b>	4.2	4.0	7.8	3.7	<b>4.9</b>
Ding Darling	2.9	4.8	3.3	6.4	<b>4.4</b>	5.8	5.7	3.8	n/a	<b>5.1</b>
Satisfaction with Lee	99.0	99.3	98.7	98.3	<b>98.8</b>	99.0	99.8	99.3	99.7	<b>99.5</b>
<b>Lee Features Liked Most</b>										
Beaches	84.6	80.9	83.3	80.2	<b>82.3</b>	82.9	80.0	84.9	78.5	<b>81.6</b>
Climate	76.3	81.0	87.5	83.3	<b>82.0</b>	60.5	45.7	34.1	34.0	<b>43.6</b>
Rest/Relaxation/Quiet	61.0	67.7	56.6	59.1	<b>61.1</b>	60.0	59.8	61.4	64.5	<b>61.4</b>
Clean Environment	24.8	26.7	18.9	18.7	<b>22.3</b>	20.3	27.2	15.2	32.6	<b>23.8</b>
Friendly Residents	13.1	12.0	11.4	11.9	<b>12.1</b>	n/a	n/a	13.8	n/a	<b>n/a</b>
Safety	n/a	n/a	2.0	2.3	<b>2.2</b>	2.2	3.5	3.0	5.7	<b>3.6</b>
Tropical Atmosphere	n/a	n/a	n/a	n/a	<b>n/a</b>	n/a	n/a	52.6	n/a	<b>n/a</b>
<b>Lee Features Liked Least</b>										
No Specific Complaints	67.7	64.7	62.9	63.9	<b>64.8</b>	79.1	79.9	80.1	78.1	<b>79.3</b>
Congestion	16.2	26.4	30.8	21.5	<b>23.7</b>	4.4	2.3	2.0	3.2	<b>3.0</b>
Weather	14.1	2.3	n/a	n/a	<b>8.2</b>	n/a	1.2	3.7	2.0	<b>2.3</b>
Insects	n/a	n/a	0.3	1.3	<b>0.8</b>	3.7	3.0	7.4	5.0	<b>4.8</b>
Expense	n/a	n/a	3.3	4.4	<b>3.9</b>	1.9	n/a	1.6	1.7	<b>1.7</b>
<b>Expense Vs. Expectations</b>										
More Expensive	5.2	5.0	3.9	5.5	<b>4.9</b>	1.3	1.7	3.0	1.7	<b>1.9</b>
Less Expensive	2.1	0.3	1.1	0.9	<b>1.1</b>	1.7	2.5	1.0	1.5	<b>1.7</b>
As Expected	92.7	88.5	90.1	91.8	<b>90.8</b>	96.0	93.7	90.1	92.5	<b>93.1</b>
Recommend Lee	93.6	98.4	92.1	95.1	<b>94.8</b>	93.7	93.6	92.9	94.1	<b>93.6</b>
<b>Plan to Return (%yes)</b>										
To Local Area	85.3	91.5	92.9	89.5	<b>89.8</b>	89.2	92.0	87.1	86.9	<b>88.8</b>
Next year	60.8	63.2	66.4	63.2	<b>63.4</b>	62.0	59.9	57.7	56.5	<b>59.0</b>
Median Age of Head of HH	50.4	51.3	49.2	48.8	<b>49.9</b>	47.8	44.8	45.9	46.0	<b>46.1</b>

**LEE COUNTY 2001 ANNUAL AVERAGES**

	9/01	10/01	11/01	12/01	Fall 2001	Annual 2001
<b>Attractions Visited</b>						
Disney	8.1	6.6	6.9	6.8	7.1	7.9
Edison/Ford Home	11.2	7.5	7.2	10.6	9.1	9.7
EPCOT	9.2	7.6	7.8	6.9	7.9	8.8
Sea World	6.6	7.4	6.7	5.0	6.4	6.4
MGM	1.8	1.3	1.2	1.4	1.4	2.3
Universal Studios	5.2	8.8	6.6	8.4	7.3	6.3
Animal Kingdom	2.4	4.2	3.6	n/a	3.4	6.1
Kennedy Space Center	7.4	7.4	6.4	7.8	7.3	7.0
Busch Gardens	3.6	5.6	4.1	5.1	4.6	4.7
Ding Darling	n/a	2.3	2.4	2.7	2.5	4.0
Satisfaction with Lee	99.3	99.7	99.3	99.2	99.4	99.2
<b>Lee Features Liked Most</b>						
Beaches	75.5	75.9	79.6	82.0	78.3	80.7
Climate	36.8	52.6	60.6	71.0	55.3	60.3
Rest/Relaxation/Quiet	80.2	53.2	78.0	80.4	73.0	65.2
Clean Environment	37.8	7.2	25.8	25.7	24.1	23.4
Friendly Residents	21.3	15.4	13.4	15.4	16.4	14.2
Safety	4.0	6.7	3.4	n/a	4.7	3.6
Tropical Atmosphere	31.9	40.8	27.6	56.2	39.1	41.8
<b>Lee Features Liked Least</b>						
No Specific Complaints	78.6	84.7	82.4	77.8	80.9	75.0
Congestion	2.0	n/a	6.7	12.8	7.2	11.7
Weather	3.0	0.5	1.5	4.0	2.3	3.6
Insects	7.4	3.7	6.5	5.4	5.8	4.4
Expense	n/a	1.7	n/a	n/a	1.7	2.4
<b>Expense Vs. Expectations</b>						
More Expensive	2.0	1.0	0.3	2.4	1.4	2.8
Less Expensive	N/A	2.0	2.0	2.7	2.2	1.6
As Expected	94.3	93.6	95.4	89.2	93.1	92.3
Recommend Lee	99.6	92.2	93.0	97.0	95.5	94.6
<b>Plan to Return (%yes)</b>						
To Local Area	89.0	87.9	88.6	85.9	87.9	88.8
Next year	57.5	55.4	65.3	63.7	60.5	61.0
Median Age of Head of HH	46.9	47.8	49.2	50.2	48.5	48.2

**LEE COUNTY 2001 ANNUAL AVERAGES**

	1/01	2/01	3/01	4/01	Winter '01	5/01	6/01	7/01	8/01	S/S 2001
<b>Median Annual HH Income</b>	79,003	78,504	79,811	77,000	<b>78,580</b>	76,359	73,679	74,444	74,606	<b>74,772</b>
<i>Average Number of:</i>										
<b>Getaway</b>	2.8	3.0	3.1	2.9	<b>3.0</b>	2.8	2.7	2.7	2.5	<b>2.7</b>
<b>Vacations</b>	1.8	2.0	2.1	2.0	<b>2.0</b>	1.7	1.6	1.6	1.7	<b>1.7</b>
<i>Out-of-State Visitor Party Budget</i>										
<b>Total</b>	1,643.46	1,965.79	1,729.23	1,452.24	<b>1,697.68</b>	1,046.99	1,088.49	1,211.63	1,247.68	<b>1,148.70</b>
<b>Per person/trip</b>	657.39	819.08	640.46	558.55	<b>668.87</b>	436.25	403.14	403.88	415.89	<b>414.79</b>
<b>Per person/day</b>	79.20	98.68	87.73	83.37	<b>87.25</b>	75.21	68.33	64.11	69.32	<b>69.24</b>
<i>Out-of-State Visitor Party Budget Breakout</i>										
<b>Accommodations</b>	956.84	1,092.73	1,071.44	893.39	<b>1,003.60</b>	751.95	596.08	649.37	702.16	<b>674.89</b>
<b>Food/Entertainment</b>	542.19	596.87	606.41	598.71	<b>586.05</b>	380.42	390.55	429.62	469.49	<b>417.52</b>
<b>Rental Car</b>	244.12	258.10	259.05	283.97	<b>261.31</b>	228.37	190.33	212.43	213.81	<b>211.24</b>
<b>Retail Purchase</b>	154.96	185.46	155.74	150.66	<b>161.71</b>	130.41	125.79	141.43	155.21	<b>138.21</b>
<b>See/Read/Hear Message</b>	32.7	31.4	33.7	32.0	<b>32.5</b>	33.0	41.7	41.4	44.7	<b>40.2</b>
<i>Type of Message Seen</i>										
<b>Travel/Visitor Guides</b>	46.0	53.9	53.1	59.4	<b>53.1</b>	56.2	61.8	64.4	59.3	<b>60.4</b>
<b>Newspaper</b>	20.1	18.6	18.8	13.9	<b>17.9</b>	17.7	26.7	18.6	19.4	<b>20.6</b>
<b>Magazine</b>	14.1	20.8	19.3	23.5	<b>19.4</b>	18.9	16.0	21.4	13.0	<b>17.3</b>
<b>Television</b>	3.3	5.6	5.6	7.1	<b>7.2</b>	6.1	7.8	6.8	5.1	<b>6.5</b>
<b>Influence by Lee Message</b>	72.2	79.2	77.8	75.6	<b>76.2</b>	76.8	78.3	83.0	80.2	<b>79.6</b>
<i>Occupation</i>										
<b>Professional/Tech</b>	43.8	36.3	39.7	44.2	<b>41.0</b>	44.3	49.4	45.1	44.5	<b>45.8</b>
<b>Executive/Managerial</b>	15.3	15.2	12.7	14.1	<b>14.3</b>	19.3	17.7	14.1	17.4	<b>17.1</b>
<b>Retired</b>	19.0	24.4	16.2	14.3	<b>18.5</b>	14.9	12.9	10.2	10.3	<b>12.1</b>
<b>Craft/Factory</b>	4.7	4.3	7.4	6.7	<b>5.8</b>	6.3	7.9	8.1	8.0	<b>7.6</b>
<b>Sales/Buyer</b>	10.6	10.7	11.7	12.3	<b>11.3</b>	10.0	8.8	11.1	12.2	<b>10.5</b>
<b>Use a Computer</b>	88.5	92.6	88.0	87.3	<b>89.1</b>	88.3	92.2	92.2	92.9	<b>91.4</b>
<b>Have Internet Access</b>	90.2	94.2	94.8	93.2	<b>93.1</b>	94.3	95.6	95.7	95.6	<b>95.3</b>
<b>Obtain Travel Info.</b>	71.9	76.1	73.2	74.2	<b>73.9</b>	69.0	70.5	73.5	71.4	<b>71.1</b>
<b>Book Travel Res. Online</b>	36.5	41.5	42.8	35.6	<b>39.1</b>	32.3	32.5	35.6	37.5	<b>34.5</b>

**LEE COUNTY 2001 ANNUAL AVERAGES**

	9/01	10/01	11/01	12/01	Fall 2001	Annual 2001
<b>Median Annual HH Income</b>	74,600	75,896	75,296	79,022	<b>76,204</b>	<b>76,518</b>
<b>Average Number of:</b>						
<b>Getaway</b>	2.8	2.7	2.8	2.6	<b>2.7</b>	<b>2.8</b>
<b>Vacations</b>	1.6	1.6	1.8	1.9	<b>1.7</b>	<b>1.8</b>
<b>Out-of-State Visitor</b>						
<b>Party Budget</b>						
<b>Total</b>	1,062.57	1,125.74	1,242.51	1,329.86	<b>1,190.17</b>	<b>1,345.52</b>
<b>Per person/trip</b>	425.03	450.30	497.00	474.95	<b>461.82</b>	<b>515.16</b>
<b>Per person/day</b>	72.04	75.05	74.18	61.68	<b>70.74</b>	<b>75.74</b>
<b>Out-of-State Visitor</b>						
<b>Party Budget Breakout</b>						
<b>Accommodations</b>	644.70	546.15	709.53	686.89	<b>646.82</b>	<b>701.73</b>
<b>Food/Entertainment</b>	411.33	404.90	433.56	457.04	<b>426.71</b>	<b>398.67</b>
<b>Rental Car</b>	146.76	190.70	184.53	247.82	<b>192.45</b>	<b>210.74</b>
<b>Retail Purchase</b>	180.84	148.51	140.25	169.10	<b>159.68</b>	<b>149.96</b>
<b>See/Read/Hear Message</b>	39.6	40.1	37.0	35.9	<b>38.2</b>	<b>36.3</b>
<b>Type of Message Seen</b>						
<b>Travel/Visitor Guides</b>	60.8	66.3	67.5	57.2	<b>63.0</b>	<b>43.8</b>
<b>Newspaper</b>	18.1	16.0	19.8	17.1	<b>17.8</b>	<b>18.7</b>
<b>Magazine</b>	16.9	14.9	17.5	21.1	<b>17.6</b>	<b>14.2</b>
<b>Television</b>	7.4	4.7	6.4	4.6	<b>5.8</b>	<b>5.9</b>
<b>Influence by Lee Message</b>	84.3	81.9	81.3	74.6	<b>80.5</b>	<b>78.8</b>
<b>Occupation</b>						
<b>Professional/Tech</b>	30.9	41.9	36.6	45.8	<b>38.8</b>	<b>41.9</b>
<b>Executive/Managerial</b>	23.9	16.1	22.1	16.9	<b>19.8</b>	<b>17.1</b>
<b>Retired</b>	13.6	14.1	17.9	12.7	<b>14.6</b>	<b>15.0</b>
<b>Craft/Factory</b>	12.0	6.5	7.0	6.7	<b>8.1</b>	<b>7.1</b>
<b>Sales/Buyer</b>	10.8	11.7	9.1	12.0	<b>10.9</b>	<b>10.9</b>
<b>Use a Computer</b>	90.0	89.6	92.9	91.8	<b>91.1</b>	<b>90.5</b>
<b>Have Internet Access</b>	95.6	98.1	95.0	95.9	<b>96.2</b>	<b>94.9</b>
<b>Obtain Travel Info.</b>	78.0	77.5	75.6	78.7	<b>77.5</b>	<b>74.1</b>
<b>Book Travel Res. Online</b>	38.6	41.5	41.8	42.1	<b>41.0</b>	<b>38.2</b>