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



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

### Prepared for:

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

### Prepared by:

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June 9, 2006

## Lee County April 2006 Visitor Profile

### *Executive Summary: April 2006*

1. Over the month of April 2006, Lee's tourism industry continued its post-hurricane renewal process. Although occupancy fell 1.6 points off the April 2005 storm-affected pace, total room nights (651,037) and the number of visitors (319,600) increased. Reflecting sustained lodging demand, April's ADR climbed 14.3%.
  
2. Lee's core market segments in the Northeast and Midwest of the nation grew strongly this April (+3.6% and +4.4% respectively). Internationally, the European market contracted in April by 7.5%, while the level of Canadian visitation increased 5.3%. Specifically:

<u>Visitor Origin</u>	<u>Rel.</u> <u>%</u>	<u>2005</u> <u>Visitor #</u>	<u>April</u> <u>Rel.</u> <u>%</u>	<u>2006</u> <u>Visitor #</u>	<u>% D</u>
Florida	9.5%	29,809	9.0%	28,764	-3.5
Southeast	5.6	17,572	5.2	16,619	-5.4
Northeast	30.0	94,135	30.5	97,478	+3.6
Midwest	40.1	125,827	41.1	131,356	+4.4
Canada	3.0	9,413	3.1	9,908	+5.3
Europe	8.7	27,299	7.9	25,248	-7.5
Markets of Opportunity	3.1	9,727	3.2	10,227	+5.1
<b>Total</b>	<b>100.0</b>	<b>313,782</b>	<b>100.0</b>	<b>319,600</b>	<b>+1.9</b>

3. This April, two of every five travelers (39.4%) are visiting the Beaches of Fort Myers - Sanibel for the first time.

## Lee County April 2006 Visitor Profile

4. This April, visitors to the Beaches of Fort Myers - Sanibel came from the following top DMA's (in rank order):

<u>April 2006</u>		<u>'05 Rank</u>	<u>April 2005</u>			
1.	New York	10.4%	2	1.	Chicago	10.9%
2.	Chicago	9.5	1	2.	New York	8.4
3.	Boston	5.4	3	3.	Boston	7.0
4.	Philadelphia	4.1	6	4.	Detroit	6.2
5.	Detroit	4.0	4	5.	Minneapolis/St. Paul	4.9
6.	Cleveland	3.9	--	6.	Philadelphia	3.8
7.	Minneapolis/St. Paul	3.8	5	7.	Milwaukee	3.7
8.	Indianapolis	3.7	8	8.	Indianapolis	3.5
9.	West Palm Beach/Ft.	3.3	--	9.	Washington, D.C.	3.4
10.	Hartford/New Haven	2.7	--	10.	Miami/Ft. Lauderdale	3.1

5. A plurality (44.5%) of April 2006 visitors report seeing, hearing, or reading messages for the Beaches of Fort Myers - Sanibel (**2005: 37.4%**). Better than three of every four of these (76.9%) are saying that messages played a role in their choice to visit Lee County.
6. The ranks of travelers who rate the destination as "more expensive" than expected have grown significantly since last year (**2005: 1.1%; 2006: 10.8%**).
7. This April, nine of every ten visitors (91.5%) report accessing the Internet, with a majority (78.1%) of **ALL** visitors retrieving travel information on-line. Additionally, some 61.5% buy travel services on the Internet, and 49.8% say that they bought travel services for this trip on-line (**2005: 40.9%**).

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



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

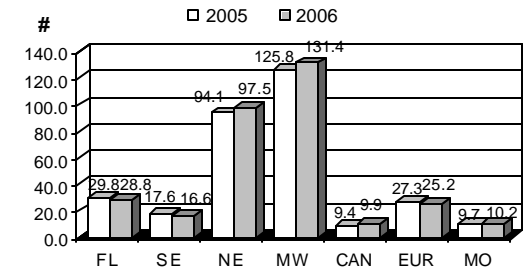
Visitor Volume	Annual	YEAR TO DATE		% D	April		% D
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	1,082,171	1,082,000	0.0	313,782	319,600	+1.9
Room Nights	5,448,463	2,382,375	2,339,150	-1.8	611,834	651,037	+6.4
Direct Exp. (\$)	\$1,235,214,646	\$653,491,813	\$709,138,195	+8.5	\$162,465,030	\$179,060,000	+10.2

Visitor Origin	Annual Market Share			April 2005		April 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	9.5%	29,809	9.0%	28,764	-3.5
Southeast	7.0	6.8	6.6	5.6	17,572	5.2	16,619	-5.4
Northeast	28.4	28.9	28.8	30.0	94,135	30.5	97,478	+3.6
Midwest	37.9	38.5	38.1	40.1	125,827	41.1	131,356	+4.4
Canada	2.3	2.3	2.5	3.0	9,413	3.1	9,908	+5.3
Europe	8.4	8.9	9.7	8.7	27,299	7.9	25,248	-7.5
Markets of Opp.	3.4	3.2	2.9	3.1	9,727	3.2	10,227	+5.1
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0</b>	<b>313,782</b>	<b>100.0</b>	<b>319,600</b>	<b>+1.9</b>

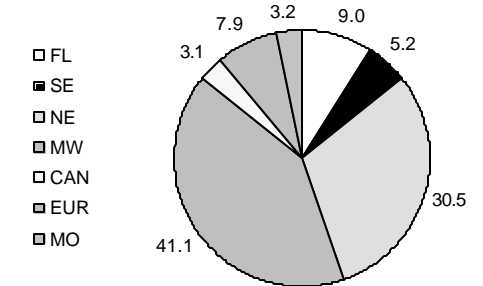
Occupancy	Winter	Jan.	Feb.	Mar.	Apr.
Occupancy 2004	88.0%	80.6%	92.4%	95.3%	83.5%
Occupancy 2005	89.1	83.1	93.3	95.8	84.1
Occupancy 2006	86.3	80.2	89.8	92.5	82.5
<b>D Points ('05-'06)</b>	<b>-2.8</b>	<b>-2.9</b>	<b>-3.5</b>	<b>-3.3</b>	<b>-1.6</b>
ADR 2004	\$130.29	\$116.90	\$146.09	\$143.29	\$114.89
ADR 2005	139.33	126.03	158.53	156.14	116.62
ADR 2006	152.56	134.44	171.61	170.85	133.33
<b>D % ('05-'06)</b>	<b>+9.5%</b>	<b>+6.7%</b>	<b>+8.3%</b>	<b>+9.4%</b>	<b>+14.3%</b>

Size Category	April Occupancy			April Room Rate		
	2005	2006	Point D	2005	2006	% D
< 20 units	86.2%	84.4%	-1.8	\$101.88	\$116.07	+13.9
21-50 units	82.4	79.7	-2.7	116.59	135.51	+16.2
51-100 units	83.6	83.0	-0.6	149.89	171.65	+14.5
101 + units	84.0	82.8	-1.2	145.32	164.06	+12.9

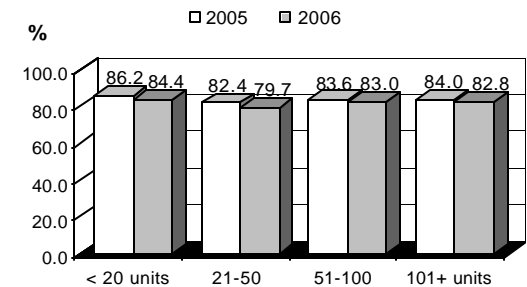
### Visitor Origin (in Thousands)



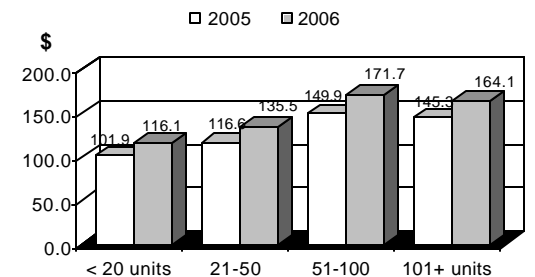
### April 2006 Share of Total Market (%)



### April Occupancy (by Size)



### April Room Rates (by Size)



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

	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Transportation Mode (H/M/C/C + In-Home)</b>				
Plane	77.6%	77.0%	73.1%	74.0%
Rental Car	73.0	72.6	69.0	67.7
Personal Car	21.5	22.0	25.1	24.8
<b>Airport Deplaned</b>				
Southwest Florida International	77.7%	79.5%	80.2%	82.2%
Tampa International	4.7	5.1	5.3	6.6
Orlando International	7.3	8.4	6.8	6.4
Miami International	6.7	4.2	4.7	4.6
<b>Car Rental Location</b>				
Fort Myers	75.1%	79.0%	78.8%	82.7%
Orlando	7.3	8.3	7.0	6.5
Tampa	5.1	5.4	5.7	5.8
Miami	7.3	3.4	4.8	5.0

	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Purpose of Trip</b>				
<b>A. Visitor Profile Data</b>				
Vacation	97.6%	98.1%	97.4%	98.6%
Visit Friends / Relatives	12.4	13.3	15.0	14.8
<b>B. Occupancy Survey Data</b>				
Business/Conferences/Meetings	18.3%	18.7%	20.4%	22.6%
<b>First Visit to (% yes)</b>				
Lee County	36.1%	41.8%	40.3%	39.4%
Florida	4.9	5.4	5.5	4.1
<b>First Time Visitors (by Region)</b>				
Florida	28.6%	32.7%	30.8%	37.5%
Southeast	47.4	52.6	53.6	50.0
Northeast	34.1	38.9	40.1	34.2
Midwest	27.4	32.0	27.5	32.0
Europe	65.4	70.8	60.0	56.3

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

	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Average Repeat Visits to Lee</b>	3.3	3.0	3.1	3.1
<b>Information Sources</b> <i>(Multiple Response)</i>				
Internet	55.6%	55.0%	58.0%	61.2%
Previous Visit	61.6	56.1	58.9	60.2
Recommendations	40.4	46.4	42.4	43.5
Print Media	18.9	16.0	15.0	11.4
Travel Agent	3.9	3.7	3.6	3.3
<b>Assisted by Travel Agent</b>	18.3%	14.8%	12.5%	13.9%
<b>Travel Agent Assisted with</b>				
Airline Reservations	83.8%	75.0%	54.1%	50.0%
Hotel/Motel Reservations	58.9	62.5	52.2	45.5
Vacation Packages <i>(Including fly/drive)</i>	8.6	17.1	28.5	36.4
<b>Reservations</b>				
Before Leaving Home	83.8%	86.9%	84.1%	84.0%
None	10.6	10.5	13.7	14.1
After Arrival	3.7	1.0	1.5	0.7
<b>Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b>	N/A	15.0%	19.1%	24.5%

	<u>Apr. '03</u> <u>Out-of-</u> <u>State</u>	<u>Apr. '04</u> <u>Out-of-</u> <u>State</u>	<u>Apr. '05</u> <u>Out-of-</u> <u>State</u>	<u>Apr. '06</u> <u>Out-of-</u> <u>State</u>	<u>Apr. '03</u> <u>Floridian</u>	<u>Apr. '04</u> <u>Floridian</u>	<u>Apr. '05</u> <u>Floridian</u>	<u>Apr. '06</u> <u>Floridian</u>
<b>Length of Stay</b> <i>(days)</i>								
Away from Home	9.9	10.0	10.1	9.9	3.9	4.0	4.2	4.1
In Florida	9.3	9.3	9.3	9.2	N/A	N/A	N/A	N/A
In Lee County	6.7	6.6	6.5	6.5	3.8	3.8	4.0	3.9
<b>% Staying 4 Days or Less in Lee</b>	21.5%	26.8%	24.2%	24.7%	76.2%	75.0%	63.6%	68.8%
<b>Party Size</b>	2.8	2.8	2.8	2.7	2.9	2.8	2.7	2.9

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	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Party Composition</b>				
Couple	53.5%	52.9%	54.9%	53.8%
Family	43.1	43.5	40.9	42.4
Single	3.3	3.6	2.8	3.8
<b>Where Stay Night Before Lee (Out-of-State)</b>				
At Home	78.8%	73.7%	67.2%	64.4%
In Florida, Not in Lee	19.0	23.4	26.5	28.4
On the Road, Not in Florida	2.2	2.0	6.3	7.3
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>				
Orlando/Disney	25.4%	25.9%	28.1%	27.4%
Sarasota	11.3	14.5	15.4	10.7
Fort Lauderdale/Palm Beach	7.0	6.5	8.3	9.5
Tampa Bay	7.0	7.4	4.2	9.2
Naples/Marco	7.0	8.6	4.5	8.3
Florida Keys	8.5	8.1	9.0	6.7
Miami	8.5	6.2	6.7	4.0
<b>Attractions Visited</b>				
Sea World	5.4%	5.7%	7.4%	8.2%
Edison Home/Ford Home	8.3	7.4	8.0	7.4
EPCOT	3.8	5.0	6.6	6.9
Universal Studios	2.7	3.0	7.3	6.2
Disney	3.6	5.8	6.8	6.1
Kennedy Space Center	6.3	6.9	7.6	5.8
Ding Darling	3.4	3.6	2.7	3.6
<b>Satisfaction with Lee County</b>				
Very Satisfied	81.7	83.8	83.5	84.0
Satisfied	<u>16.3</u>	<u>13.9</u>	<u>15.0</u>	<u>15.0</u>
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>98.0%</b>	<b>97.7%</b>	<b>98.5%</b>	<b>99.0%</b>



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

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	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Features Liked Most about Lee</b>				
Climate	81.3%	82.5%	80.0%	80.7%
Beaches	76.4	73.5	68.3	79.6
Rest/Relaxation/Quiet	57.4	55.2	53.3	51.9
Tropical Atmosphere	34.8	39.7	34.1	33.5
Not Commercial	18.3	23.2	17.3	15.1
Clean Environment	17.6	13.9	10.2	13.9
Friendly Residents	10.6	9.7	12.4	11.1
Safety	1.5	0.9	1.2	1.0
<b>Features Liked Least about Lee</b>				
No Specific Complaints	61.9%	69.0%	80.2%	56.1%
Congestion/Over-Population	19.8	18.9	17.0	28.7
Expensive	3.6	1.8	0.7	4.9
Accommodations	2.4	0.9	N/A	3.2
Insects	4.9	1.2	0.3	1.4

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	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Expense Relative to Expectations</b>				
More Expensive	3.4%	2.6%	1.1%	10.8%
Less Expensive	1.0	0.7	1.5	1.3
As Expected	93.8	95.1	93.8	78.1
Don't Know	1.8	1.6	3.6	9.8
<b>Recommend Lee to Friends/Relatives</b> (% yes)	92.0%	92.8%	91.1%	87.1%
<b>Plan to Return (% yes)</b>				
To Local Area	85.1%	85.6%	84.6%	84.8%
Next Year (Base: Return to Local Area)	63.6	62.9	62.8	62.1
<b>Median Age Head of Household (years)</b>	49.3	50.0	50.4	50.5
<b>Median Annual Household Income</b>	\$81,096	\$82,297	\$84,856	\$87,228

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

	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Average Number of (per year)</b>				
Getaway Trips	2.8	2.8	2.7	2.8
Vacations	1.9	2.0	1.9	1.9
<b>Out-of-State Visitor Party Budget</b> <i>(Lee Stay: Food/Lodging/Entertainment)</i>				
Total	\$1,498.78	\$1,527.21	\$1,578.40	\$1,707.95
Per Person/Trip	535.28	545.43	563.71	632.57
Per Person/Day	79.89	82.64	86.73	97.32
<b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>				
Accommodations	\$891.68	\$902.35	\$941.94	\$1,039.22
Food/Entertainment	618.64	620.45	642.92	638.68
Rental Car	294.19	317.89	310.50	329.79
Retail Purchases	157.05	159.64	158.68	155.18
<b>Travel Stories, Advertising, and/or Promotions Seen/Read/Heard For Destination</b>				
	40.8%	37.2%	37.4%	44.5%
<b>Type of Message Seen</b>				
Internet	65.1%	63.1%	63.7%	68.0%
Travel Guides/Visitor Guides/Brochures	36.5	39.2	44.6	37.9
Newspapers	14.3	18.9	23.9	17.3
Magazines	12.1	9.0	12.6	10.9
Television	4.4	5.8	4.4	2.3
<b>Influenced by Lee Message</b> <i>(Base: Respondents Reporting See/Read/Hear Message)</i>				
	79.7%	78.7%	81.4%	76.9%

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

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	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Occupation</b>				
Professional/Technical	44.6%	48.4%	45.3%	41.9%
Retired	14.8	17.8	18.1	18.3
Executive/Managerial	13.5	12.8	13.0	15.1
Salesman/Buyer	10.6	6.9	9.2	12.6
Craft/Factory	6.7	4.7	6.8	4.1

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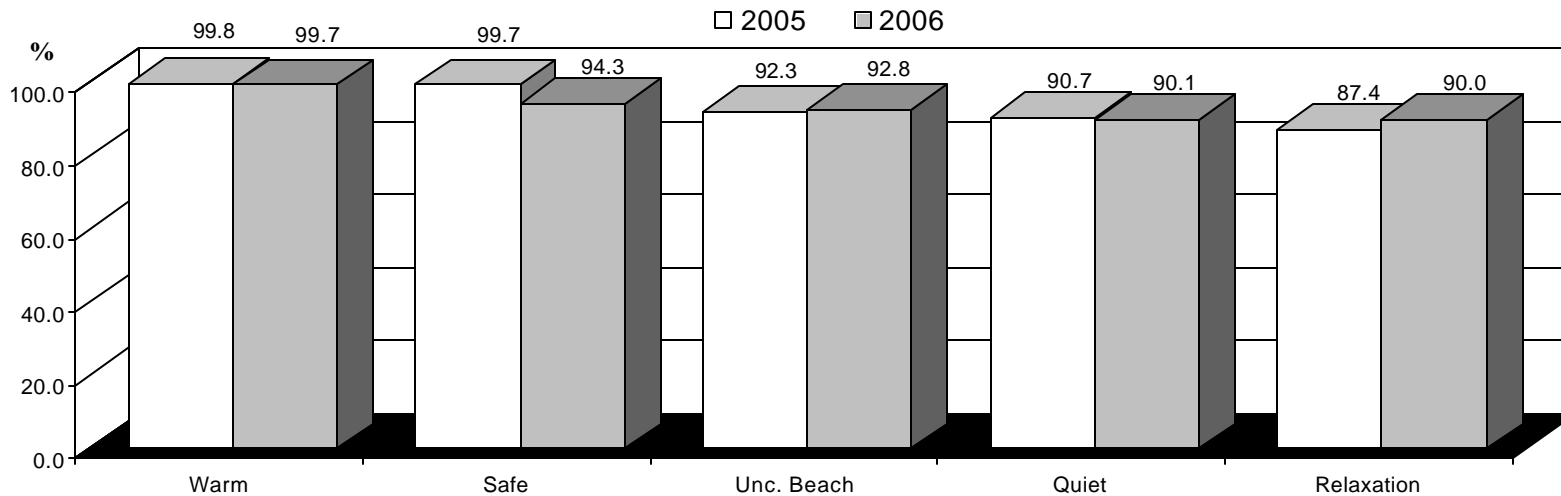
	<u>April 2003</u>	<u>April 2004</u>	<u>April 2005</u>	<u>April 2006</u>
<b>Have Internet Access</b>	88.0%	87.7%	88.2%	91.5%
<b>Use Internet to:</b> <i>(Base: Respondents who have used on line services)</i>				
Obtain Travel Information	78.9%	80.0%	82.7%	85.4%
Book Travel Reservations On-line	56.9	62.3	63.6	67.2
<b>Book Lodging Reservations:</b> <i>(Base: Respondents who book travel reservations on-line)</i>	55.9%	53.5%	50.4%	47.3%

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

### Influential Factors in Choosing Lee

Influential Factors	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	Apr. '05
Warm Weather	98.0%	82.7%	79.0%	73.4%	79.8%	93.9%	99.1%	99.7%	98.6%	99.6%	99.7%	<b>99.7%</b>	99.8%
Safe Destination	95.4	95.3	94.7	93.8	88.2	85.6	96.0	93.3	91.1	93.3	97.9	<b>94.3</b>	99.7
Uncommercialized Beaches	91.5	96.0	96.7	98.1	93.8	89.6	90.3	87.0	88.6	88.3	89.5	<b>92.8</b>	92.3
Quiet Atmosphere	87.5	88.6	88.1	85.2	83.2	86.4	92.8	90.7	87.3	85.3	86.1	<b>90.1</b>	90.7
Complete Relaxation	90.4	90.9	92.7	94.7	91.5	93.4	91.8	91.6	82.1	86.8	88.6	<b>90.0</b>	87.4
Sunning on the Beach	83.7	84.8	85.0	83.2	71.8	77.8	79.7	83.0	81.7	84.7	89.9	<b>89.5</b>	80.1
Good Value for the Money	90.0	90.6	88.9	90.6	86.8	89.7	87.0	86.8	88.8	83.4	85.2	<b>86.4</b>	94.7
White Sand Beaches w/ Shelling	80.9	81.4	86.1	80.7	79.2	71.5	74.1	73.5	80.4	74.4	75.1	<b>79.1</b>	80.7
Family Atmosphere	76.2	82.8	83.7	77.8	69.9	71.3	72.6	76.3	72.8	70.3	76.6	<b>76.1</b>	76.4
Affordable Dining	67.1	73.4	75.9	77.0	68.8	67.5	69.7	70.6	70.0	67.8	68.8	<b>75.8</b>	69.0
Clean, Unspoiled Environment	78.2	79.5	82.3	77.9	77.1	70.5	66.3	68.4	66.9	72.8	71.6	<b>75.2</b>	76.2
Upscale Accommodations	74.9	72.9	72.4	75.6	71.1	74.9	72.0	73.7	72.6	72.7	73.5	<b>75.1</b>	71.8
Reasonably Priced Lodging	82.6	85.5	89.1	89.5	83.3	83.0	76.3	72.5	73.5	74.0	73.1	<b>73.7</b>	83.1
Tropical Plants/Animals	75.2	78.9	74.2	70.7	66.1	67.9	61.8	61.4	69.1	73.9	70.2	<b>71.0</b>	75.8

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



**TOP U.S. FEEDER MARKETS**

<u>April 2005</u>			<u>April 2006</u>		<u>'05 Rank</u>
1.	Chicago	10.9%	1.	New York	10.4% 2
2.	New York	8.4	2.	Chicago	9.5 1
3.	Boston	7.0	3.	Boston	5.4 3
4.	Detroit	6.2	4.	Philadelphia	4.1 6
5.	Minneapolis/St. Paul	4.9	5.	Detroit	4.0 4
6.	Philadelphia	3.8	6.	Cleveland	3.9 --
7.	Milwaukee	3.7	7.	Minneapolis/St. Paul	3.8 5
8.	Indianapolis	3.5	8.	Indianapolis	3.7 8
9.	Washington, D.C.	3.4	9.	West Palm Beach/Ft. Pierce	3.3 --
10.	Miami/Ft. Lauderdale	3.1	10.	Hartford/New Haven	2.7 --

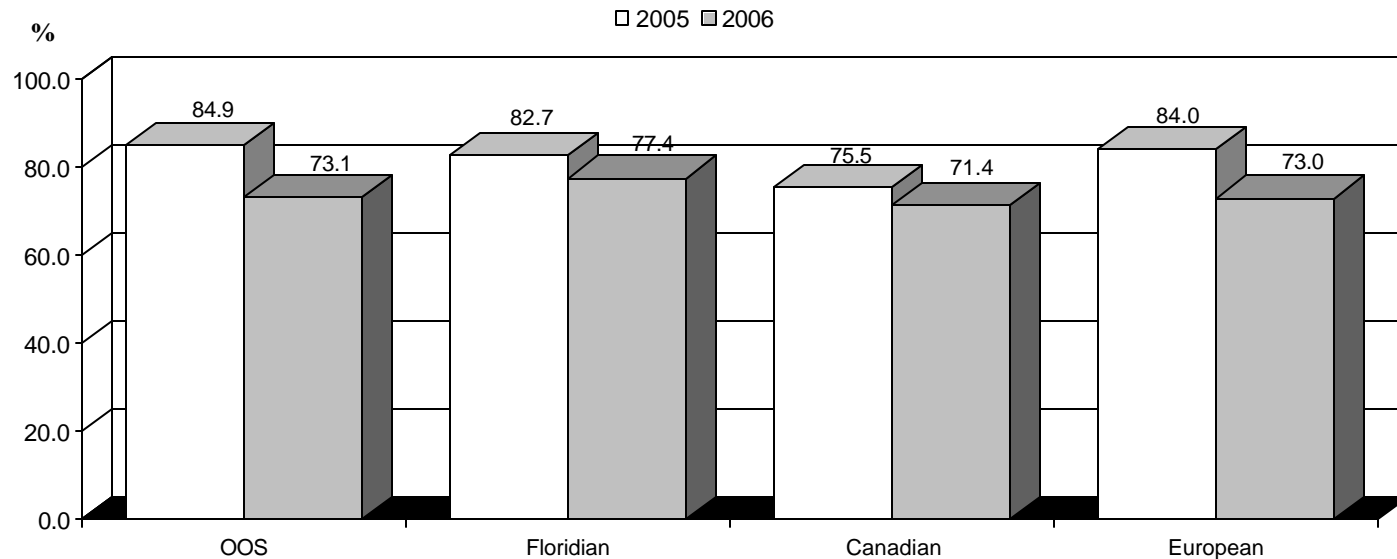
**Please Note:** *In April 2006, the Miami/Ft. Lauderdale segment accounted for 26% of the Florida market. The distribution is as follows: Broward County: 75%; Dade County: 25%. Sample size does not permit statistical inference.*

### Lee County Occupancy Barometer: 2006

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

	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	Apr. '05
U.S. OOS Travelers	85.8%	89.8%	64.4%	61.5%	63.8%	67.9%	83.3%	76.2%	70.8%	73.7%	77.4%	<b>73.1%</b>	84.9%
Floridian Travelers	88.9	94.0	73.8	67.3	67.4	75.0	84.0	78.5	73.8	78.9	80.0	<b>77.4</b>	82.7
Canadian Travelers	75.0	71.2	72.2	66.8	68.2	68.9	75.6	71.4	75.0	76.2	76.0	<b>71.4</b>	75.5
European Travelers	78.3	76.6	58.9	63.6	58.2	68.2	75.5	78.3	73.7	80.0	74.5	<b>73.0</b>	84.0

Reservations: April 2006 -- Over the Next Three Months

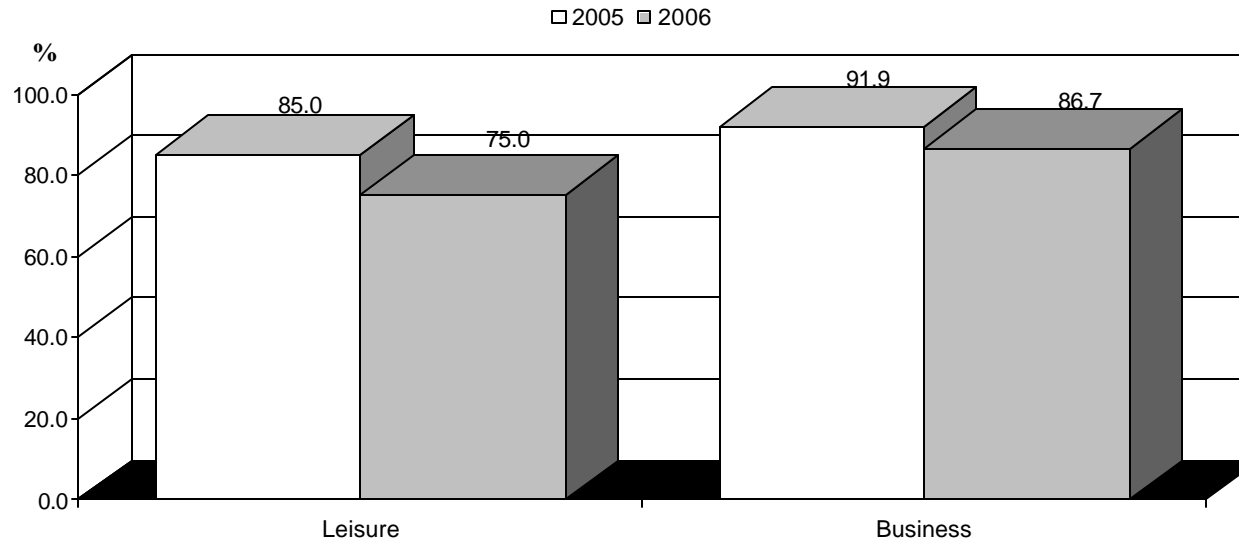


**April 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel**

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

	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	Apr. '05
Leisure Travelers	90.9%	90.9%	92.4%	86.3%	81.6%	77.8%	89.6%	82.0%	80.6%	75.8%	81.1%	<b>75.0%</b>	85.0%
Business Travelers	92.7	91.7	82.9	77.0	83.9	85.7	93.8	89.4	77.8	87.5	88.9	<b>86.7</b>	91.9
Conferences/ Business Meetings	91.0	92.6	89.2	80.8	86.2	84.6	88.9	83.8	79.3	78.6	80.8	<b>80.0</b>	88.5
Travel and Tour	88.0	90.0	82.6	77.5	82.5	83.3	84.6	73.5	80.8	80.0	89.7	<b>77.5</b>	87.3

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



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

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



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

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

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

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

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

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