



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

**June 2009 Visitor Profile and Occupancy Analysis
August 5, 2009**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary June 2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by < >.



Executive Summary

- Lee County hosted approximately 200,000 visitors staying in paid accommodations during the month of June 2009, and just over 250,000 staying with friends or relatives while visiting the County, for a total of more than 450,000 visitors.
- Total visitation in June 2009 was up 0.4% from June 2008, with an increase in those staying in paid accommodations (2.0%) and a slight decline in those staying with friends and relatives (-0.9%).
- More than three-quarters of June 2009 visitors staying in paid accommodations were U.S. residents (80%), down slightly from last year. Roughly 10% of visitors were from Germany, a sizable increase from June 1008.
- U.S. visitors staying in paid accommodations came in similar numbers from the Midwest (39%) and the south (38%). There was a large increase in the number of visitors from the Midwest and Northeast when compared with June 2008.
- Average per person per day expenditures were \$120.55 in June 2009 – the same as in June 2008 (\$120.92). The June average expenditure was down somewhat from that in May.
- Total visitor expenditures for June 2009 are estimated at \$206 million, up 1.5% from \$203 million in June 2008. Expenditures among those staying in paid accommodations decreased from June 2008 to June 2009 (-12%), hurt by declines in average daily rates. June 2009 expenditures among those staying with friends and relatives increased compared to June 2008 (17.1%).



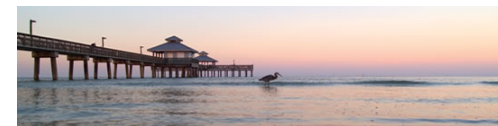
Total June Visitation					
	%		Visitor Estimates		% Change 2008-2009
	2008	2009	2008	2009	
Paid Accommodations	44%	44%	199,418	203,443	+2.0%
Friends/Relatives	56%	56%	<u>258,536</u>	<u>256,186</u>	-0.9%
<i>Total Visitation</i>			<i>457,954</i>	<i>459,629</i>	0.4%
June Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	89%	80%	177,814	163,747	-7.9%
Germany	3%	8%	4,985	16,540	+231.8%
United Kingdom	3%	4%	6,647	8,270	+24.4%
France	--	2%	--	4,962	--
BeNeLux	1%	2%	1,662	3,308	+99.0%
Scandinavia	--	2%	--	3,308	--
Canada	3%	1%	6,647	1,654	-75.1%
Ireland	--	1%	--	1,654	--
Other Europe	1%	--	1,662	--	--
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	19%	17%	33,236	28,118	-15.4%
South (including Florida)	46%	38%	81,429	62,852	-22.8%
Midwest	25%	39%	44,869	64,506	+43.8%
Northeast	8%	14%	14,956	23,156	+54.8%
West	5%	2%	8,309	3,308	-60.2%
No Answer	17%	6%	29,913	9,924	-66.8%

2009 Top DMAs (Paid Accommodations)		
Chicago	8%	13,232
Philadelphia	6%	9,924
Tampa-Saint Petersburg	6%	9,924
Miami-Fort Lauderdale	6%	9,924
Saint Louis	5%	8,270
Indianapolis	4%	6,616
Cincinnati	4%	6,616
New York	3%	4,962
West Palm Beach - Fort Pierce	3%	4,962



Executive Summary

- One-quarter of June 2009 visitors said they had visited hotel web sites while planning their trip (25%), a significantly higher incidence of doing so than among June 2008 visitors (13%).
- Similar to May, half of June visitors said they are staying in a hotel/motel/resort/B&B on their trip (45%) – an increase over June 2008 (29%). One-third indicated they were staying in a condo/vacation home (35%) in June 2009, a decrease from June 2008 (47%).
- Visitor satisfaction remains extremely high, with 96% of June 2009 visitors reporting being *very satisfied* (68%) or *satisfied* (28%) with their visit. The vast majority (91%) indicated they were likely to return to Lee County, and three-fifths of those are likely to return next year (60%). More than half felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (55%).
- June 2009 visitors were more likely than June 2008 visitors to express dissatisfaction with *beach seaweed* (26% vs. 13%). The traffic concerns that emerged in the winter and early spring of 2009 subsided in June.
- The demographic characteristics of visitors and their travel parties did not differ substantially between June 2008 and June 2009. June 2009 visitors are about 45 years old, with an average annual household income of more than \$94,000. The majority were traveling as a family or couple (48% and 27% respectively).



Executive Summary

- As had been the case in the prior three months, June 2009 saw decreases in occupancy, ADR and RevPAR among Lee County properties year-over-year, although certainly less dramatic. Average occupancy rates decreased from June 2008 (-1.7%) to an average of 45.8%. All categories of accommodations experienced decreases in occupancy rates.
- Overall average daily rates dropped slightly in June 2009 – from \$119.17 in June 2008 to \$117.59 in June 2009 (-1.3%). ADR decreases were only present in hotel/motel properties. Condos/vacation homes and RV parks/campgrounds had an increase in ADR over last year.
- RevPAR was down 2.9% from June 2008 due to a decrease for hotels/motels/resorts (-6.2%) with increases for RV parks/campgrounds (1.9%) and condos/vacation homes (0.6%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	154	149		153	151		153/154	151/149	
Hotel/Motel/Resort/B&B	52.0%	51.2%	-1.5%	\$125.26	\$119.49	-4.6%	\$65.19	\$61.13	-6.2%
Condo/Cottage/Vacation Home	50.2%	48.4%	-3.6%	\$148.58	\$155.21	+4.5%	\$74.63	\$75.10	+0.6%
RV Park/Campground	29.8%	29.1%	-2.3%	\$35.54	\$37.18	+4.6%	\$10.60	\$10.80	+1.9%
AVERAGE	46.6%	45.8%	-1.7%	\$119.17	\$117.59	-1.3%	\$55.48	\$53.86	-2.9%

- In June 2009, available room nights decreased overall (-1.5%), and occupied room nights also decreased (-3.1%). Hotel/motel/resort available room nights were up 6.5% from a year ago and occupied room nights also rose (+4.7%). Importantly, more hotel/motel/resort room nights were booked in June 2009 versus June 2008 despite the slight decline in average occupancy rate caused by an increased inventory of rooms. Condos/vacation homes saw a drop in both available and occupied room nights (-11.9% in available and -15.1% in occupied room nights). RV parks/campgrounds also experienced a decrease in available room nights (-7.2%), as well as occupied room nights (-9.6%).
- Property managers in June 2009 were more negative than they had been in June 2008 when comparing the current month's *occupancy* and *revenue*. More than half reported their *occupancy* was worse than the prior year (57% June 2009 and 50% June 2008). Similarly, two-thirds reported their *revenue* was worse than the prior year (64% June 2009 and 54% June 2008) as a result of reduced rates coupled with decreased demand.
- Projections for the next three months (Jul-Sept) remain low – with 62% reporting that reservations for the next three months are down (compared with 49% who responded similarly in June 2008). Property managers are particularly pessimistic about international travel over the next three months, with 51% expecting fewer visitors from Canada (compared with 33% in June 2008) and 44% expecting fewer European visitors (compared with 22% in June 2008), likely due to the recession in Europe and the recession plus the value of the dollar for Canadians.



June 2009 Lee County Snapshot

Total June Visitation				
	%		Visitor Estimates	
	2008	2009	2008	2009
Paid Accommodations	44%	44%	199,418	203,443
Friends/Relatives	56%	56%	258,536	256,186
<i>Total Visitation</i>			457,954	459,629

June Visitor Origin – Visitors Staying in Paid Accommodations				
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France	--	2%	--	4,962
BeNeLux	1%	2%	1,662	3,308
Scandinavia	--	2%	--	3,308
Canada	3%	1%	6,647	1,654
Ireland	--	1%	--	1,654
Other Europe	1%	--	1,662	--

Total Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	\$203,337,194	\$206,395,853	+1.5%
Paid Accommodations	\$109,009,721	\$95,904,214	-12.0%

Average Per Person Per Day Expenditures		
2008	2009	% Change
\$120.92	\$120.55	-0.3%

First-Time/Repeat Visitors to Lee County		
	2008	2009
First-time	30%	29%
Repeat	69%	70%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	154	149		153	151		153/154	151/149	
Hotel/Motel/Resort/B&B	52.0%	51.2%	-1.5%	\$125.26	\$119.49	-4.6%	\$65.19	\$61.13	-6.2%
Condo/Cottage/Vacation Home	50.2%	48.4%	-3.6%	\$148.58	\$155.21	+4.5%	\$74.63	\$75.10	+0.6%
RV Park/Campground	29.8%	29.1%	-2.3%	\$35.54	\$37.18	+4.6%	\$10.60	\$10.80	+1.9%
AVERAGE	46.6%	45.8%	-1.7%	\$119.17	\$117.59	-1.3%	\$55.48	\$53.86	-2.9%



Visitor Profile Analysis June 2009

A total of 199 interviews were conducted with visitors in Lee County during the month of June 2009. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.

A total of 200 interviews were conducted with visitors in Lee County during the month of June 2008. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



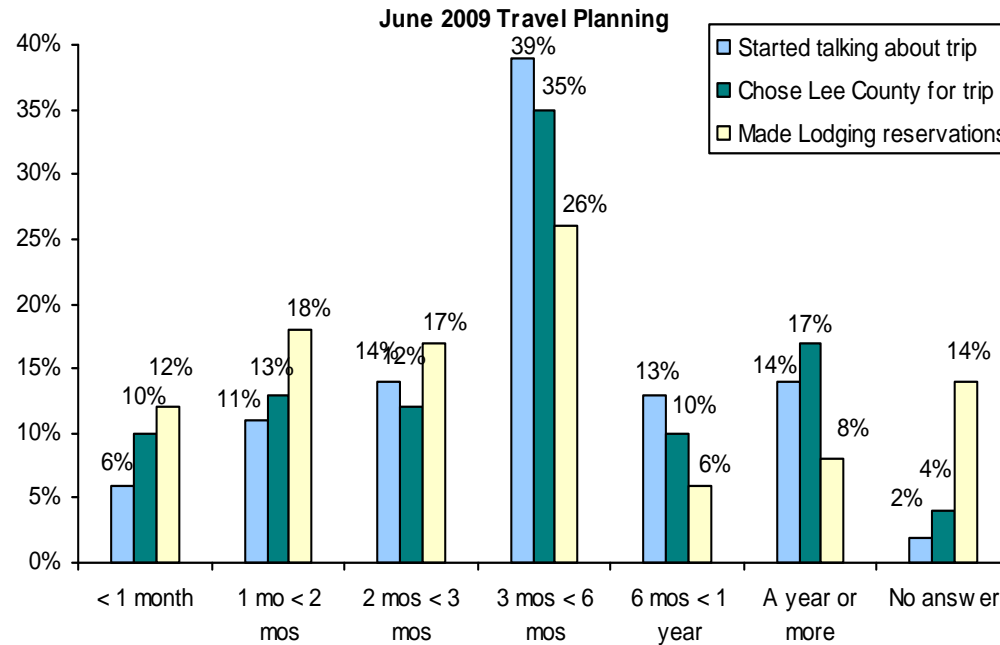
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	200	199	200	199	200	199
< 1 month	6%	6%	8%	10%	9%	12%
1 mo - < 2 mos	11%	11%	10%	13%	18%	18%
2 mos - < 3 mos	14%	14%	14%	12%	11%	17%
3 mos - < 6 mos	36%	39%	32%	35%	30%	26%
6 mos - < 1 year	16%	13%	14%	10%	8%	6%
A year or more	14%	14%	15%	17%	7%	8%
No answer	4%	2%	6%	4%	16%	14%

Q3: When did you "start talking" about going on this trip?

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?





Travel Planning

Reserved Accommodations		
	June	
	2008	2009
Total Respondents	200	199
Before leaving home	84%	86%
After arriving in FL	2%	4%
On the road, but not in FL	1%	--
No answer	13%	10%

Q6: Did you make accommodations reservations for your stay in Lee County:

Computer Access		
	June	
	2008	2009
Total Respondents	200	199
<u>Yes</u>	<u>93%</u>	<u>96%</u>
<i>Home</i>	20%	21%
<i>Work</i>	2%	2%
<i>Both Home and Work</i>	70%	71%
<u>No</u>	<u>7%</u>	<u>4%</u>

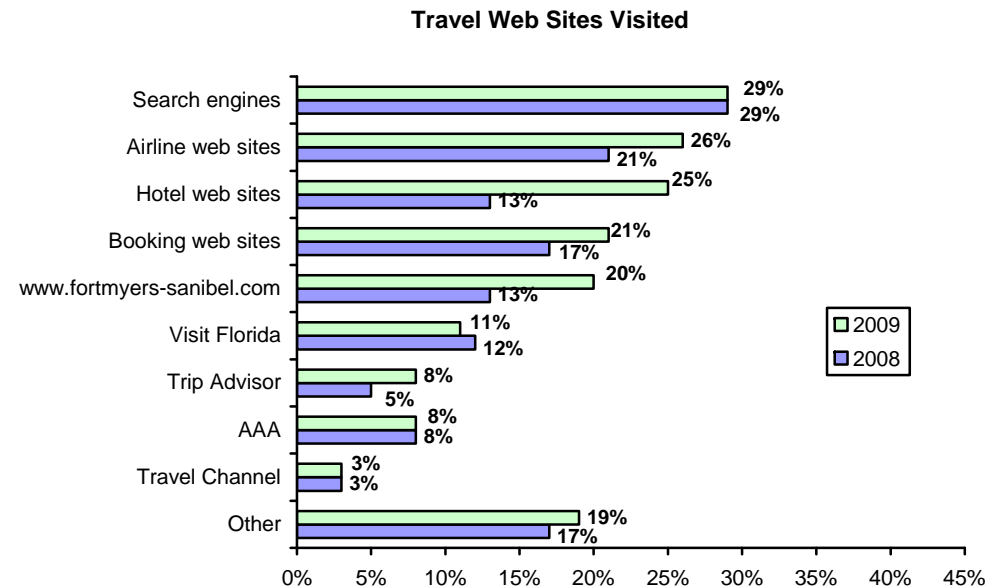
Q8: Do you have access to a computer?



Travel Planning

Travel Web Sites Visited by June Travelers		
	2008	2009
Total Respondents with computer access	185	188
Visited web sites (net)	72%	78%
Search engines	29%	29%
Airline web sites	21%	26%
Hotel web sites	13%	<25%>
Booking web sites	17%	21%
www.fortmyers-sanibel.com	13%	20%
Visit Florida	12%	11%
Trip Advisor	5%	8%
AAA	8%	8%
Travel Channel	3%	3%
Other	17%	19%
Did not visit web sites	24%	17%
No Answer	4%	5%

Q9: While planning this trip, which of the following web sites did you visit?
(Please mark ALL that apply)



Base: Respondents with Computer Access



Travel Planning

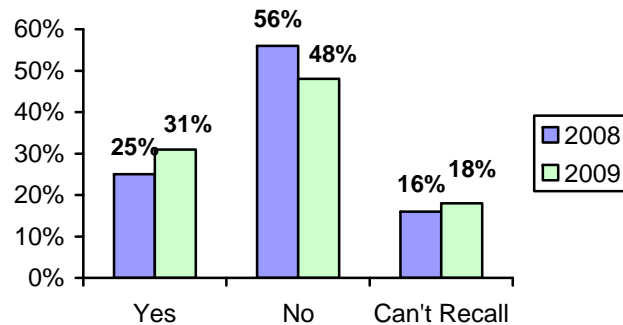
June Travelers Requesting Information		
	2008	2009
Total Respondents	200	199
Requested Information (net)	33%	37%
Hotel Web Site	14%	12%
Visitor Guide	4%	9%
Call hotel	5%	8%
VCB Web Site	8%	4%
Calling VCB toll-free number	2%	1%
Call local Chamber of Commerce	<4%>	1%
Other	11%	<18%>
Did not request information	55%	52%
No Answer	12%	11%

Q10: For this trip, did you request any information about our area by...
(Please mark ALL that apply.)

Travel Agent Assistance		
	2008	2009
Total Respondents	200	199
Yes	4%	7%
No	95%	90%

Q11: Did a travel agent assist you with this trip?

Recall of Promotions



Recall of Lee County Promotions		
	2008	2009
Total Respondents	200	199
Yes	25%	31%
No	56%	48%
Can't Recall	16%	18%

Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

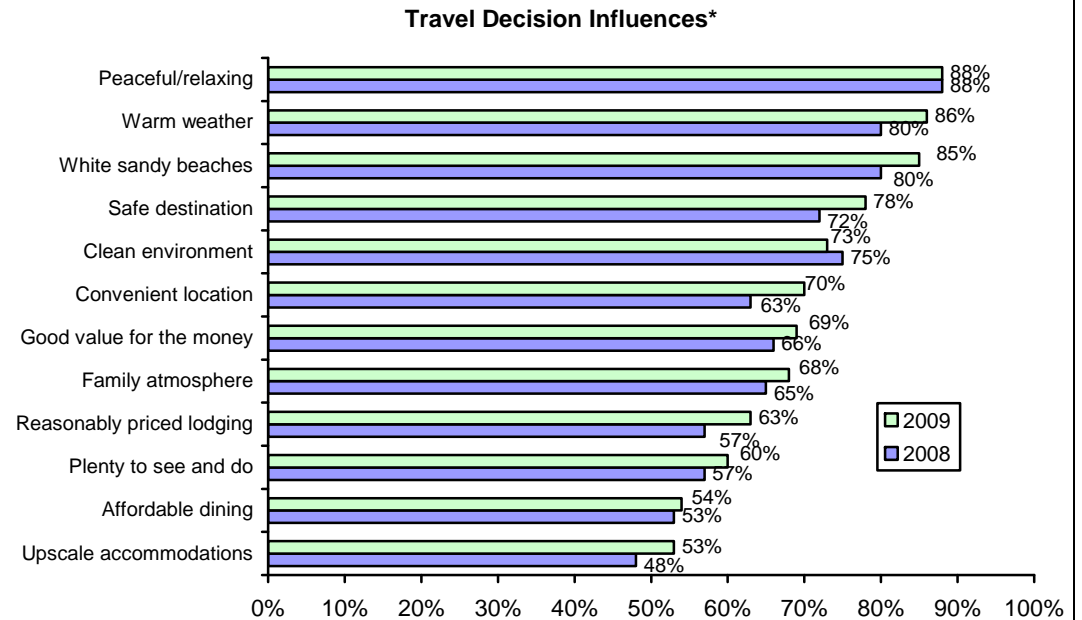


Travel Planning

June Travel Decision Influences*		
	2008	2009
Total Respondents	200	199
Peaceful/Relaxing	88%	88%
Warm weather	80%	86%
White sandy beaches	80%	85%
Safe destination	72%	78%
Clean environment	75%	73%
Convenient location	63%	70%
Good value for the money	66%	69%
Family atmosphere	65%	68%
Reasonably priced lodging	57%	63%
Plenty to see and do	57%	60%
Affordable dining	53%	54%
Upscale accommodations	48%	53%

Q14: 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)

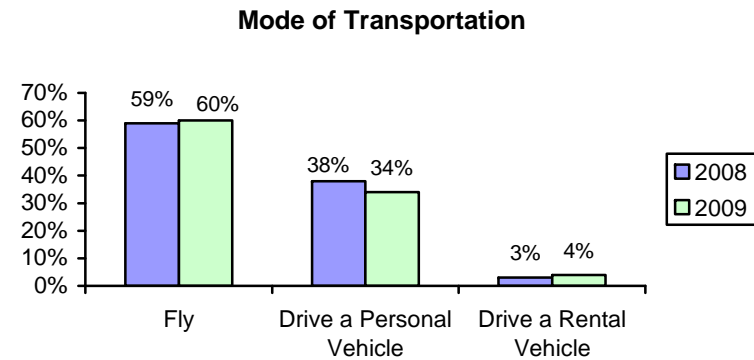




Trip Profile

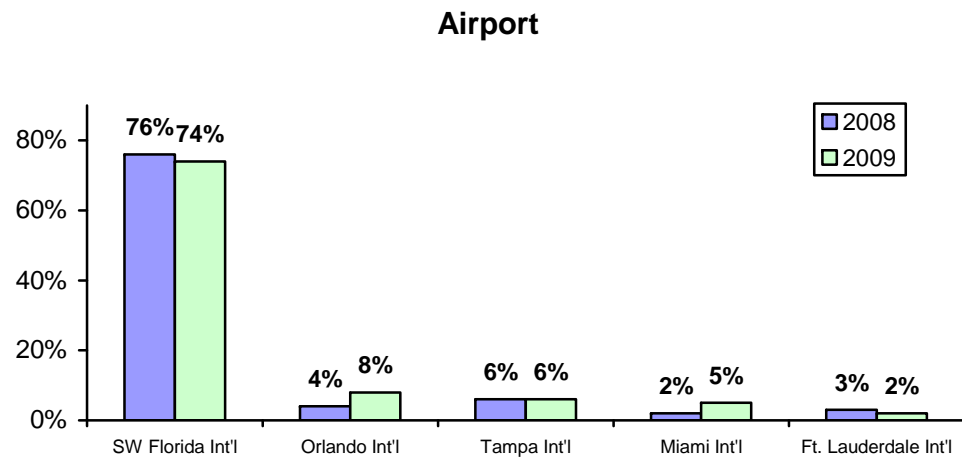
Mode of Transportation		
	2008	2009
Total Respondents	200	199
Fly	59%	60%
Drive a Personal Vehicle	38%	34%
Drive a Rental Vehicle	3%	4%
Drive an RV	<1%	--
Other/No answer	0%	2%

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



Airport		
	2008	2009
Total Respondents who Arrived by Air	118	120
SW Florida Int'l	76%	74%
Orlando Int'l	4%	8%
Tampa Int'l	6%	6%
Miami Int'l	2%	5%
Ft. Lauderdale Int'l	3%	2%
Sarasota/Bradenton	1%	2%
Other/No Answer	9%	4%

Q2: At which Florida airport did you land?

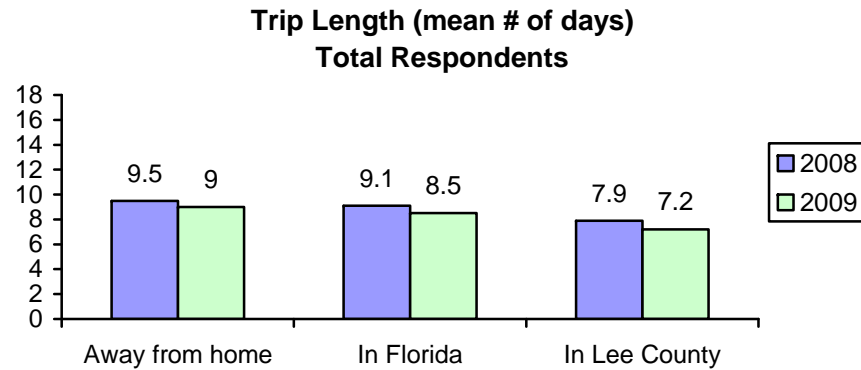




Trip Profile

June Trip Length Mean # of Days			
	Total Respondents		
	2008	2009	% Change
Total Respondents	200	199	
Away from home	9.5	9.0	-5.3%
In Florida	9.1	8.5	-6.6%
In Lee County	7.9	7.2	-8.9%

Q7: On this trip, how many days will you be:



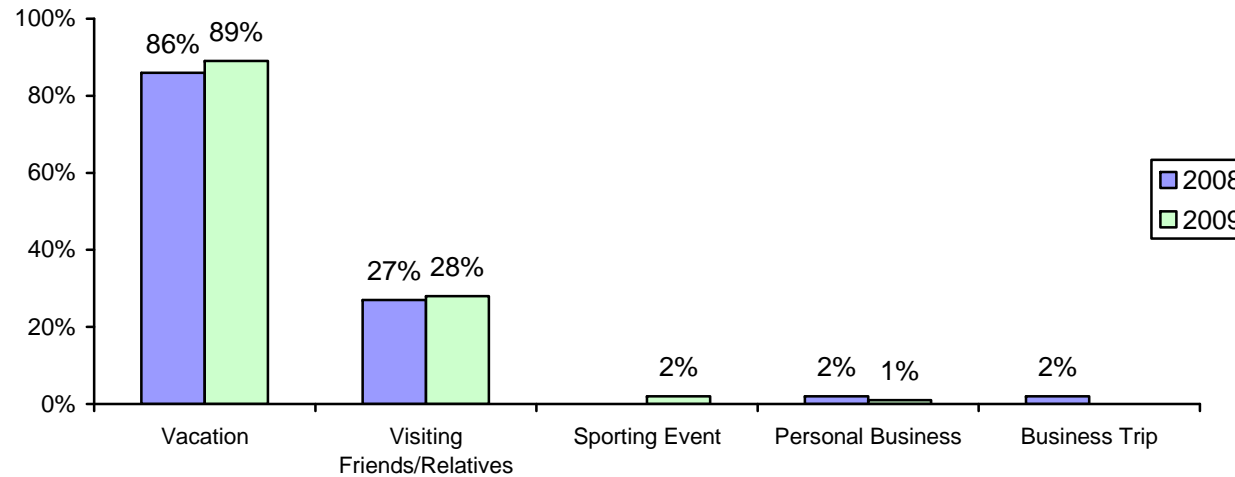


Trip Profile

Reason for June Visit		
	2008	2009
Total Respondents	200	199
Vacation	86%	89%
Visiting Friends/Relatives	27%	28%
Sporting Event	--	2%
Personal Business	2%	1%
Business Trip	2%	--
Other/No Answer	4%	3%

Q15: Did you come to our area for... (Please mark all that apply.)

Reason for June Visit





Trip Profile

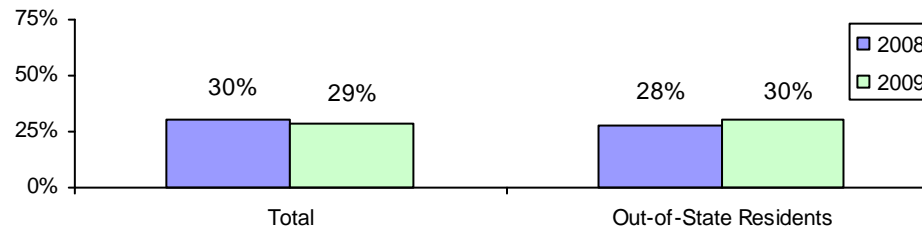
First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	200	199	24*	21*	121	136	25**	32**
Yes	30%	29%	18%	14%	28%	30%	56%	44%
No	69%	70%	78%	86%	72%	69%	44%	56%
No answer	<1%	<1%	4%	--	--	1%	--	--

Q20: Is this your first visit to Lee County?

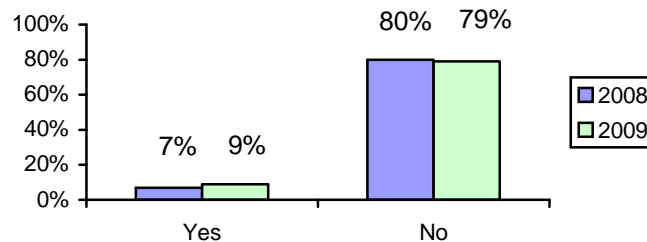
*Note: N/A = Insufficient number of responses for statistical analysis.

**Note: Small sample size. Please interpret results with caution.

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2008	2009
Total Respondents	200	199
Yes	7%	9%
No	80%	79%
No Answer	<1%	1%
FL Residents*	12%	11%

Q18: 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.



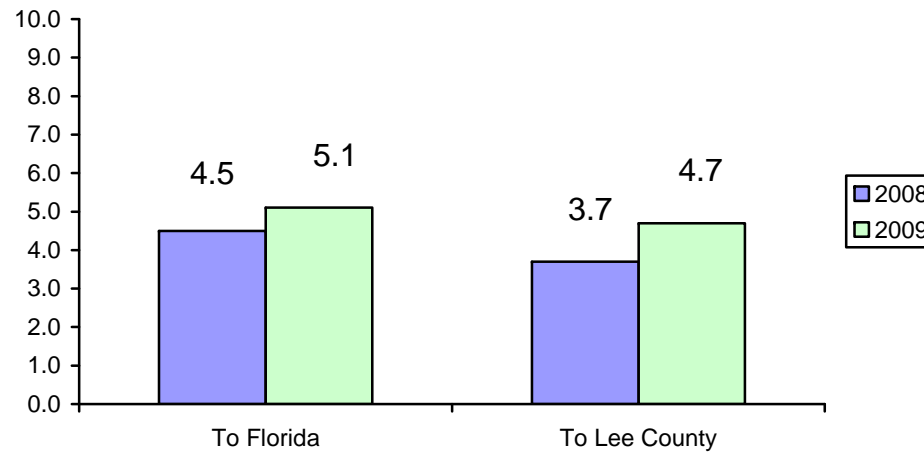
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2008	2009	2008	2009
Base: Repeat Visitors	161 (FL res. Excl.)	158 (FL res. Excl.)	138	140
Number of visits	4.5	5.1	3.7	4.7

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years



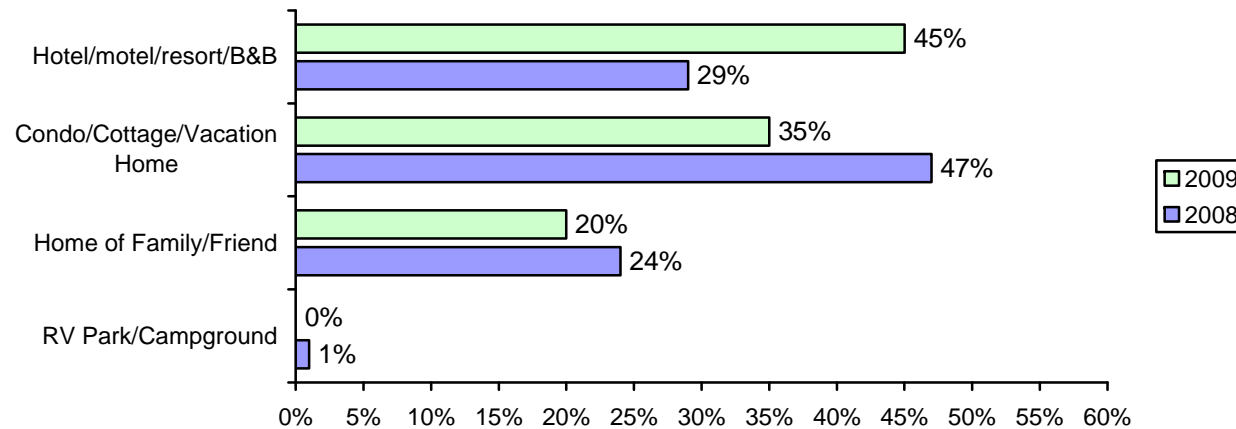


Trip Profile

Type of Accommodations – June Visitors		
	2008	2009
Total Respondents	200	199
Hotel/Motel/Resort/B&B	29%	<45%>
Hotel/motel/inn	16%	<29%>
Resort	13%	16%
B&B	0%	0%
Condo/Cottage/Vacation Home	<47%>	35%
Rented home/condo	<31%>	17%
Borrowed home/condo	10%	7%
Owned home/condo	6%	11%
Home of family/friend	24%	20%
RV Park/Campground	1%	0%
Day trip (no accommodations)	0%	1%

Q25: Are you staying overnight (either last night or tonight)...

Type of Accommodations - June Visitors



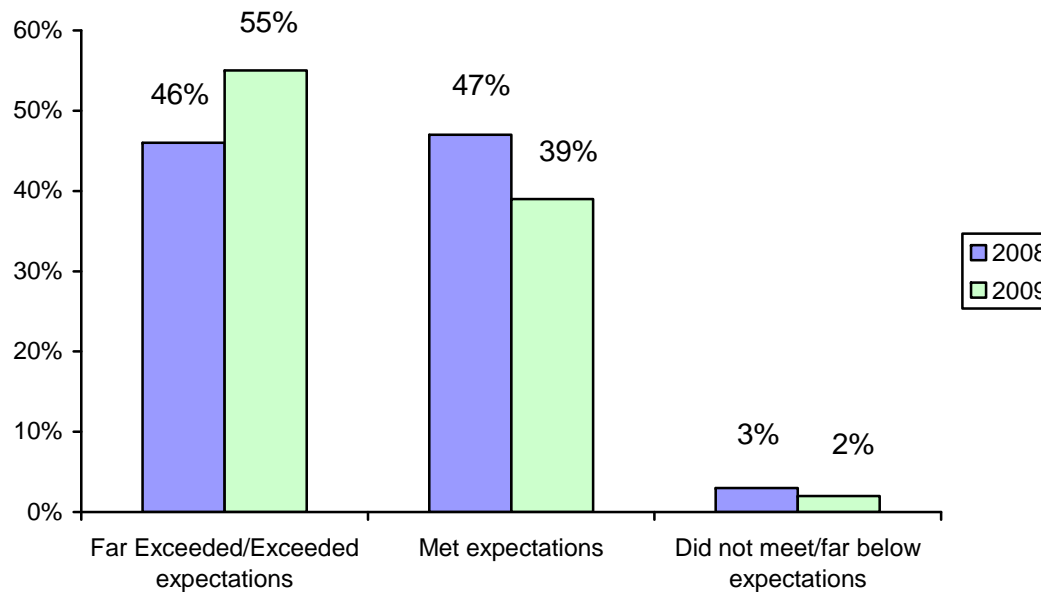


Trip Profile

Quality of Accommodations		
	2008	2009
Total Respondents	200	199
Far exceeded/Exceeded expectations	46%	55%
Met expectations	47%	39%
Did not meet/Far below expectations	3%	2%
No Answer	5%	4%

Q26: How would you describe the quality of your accommodations? Do you feel that they:

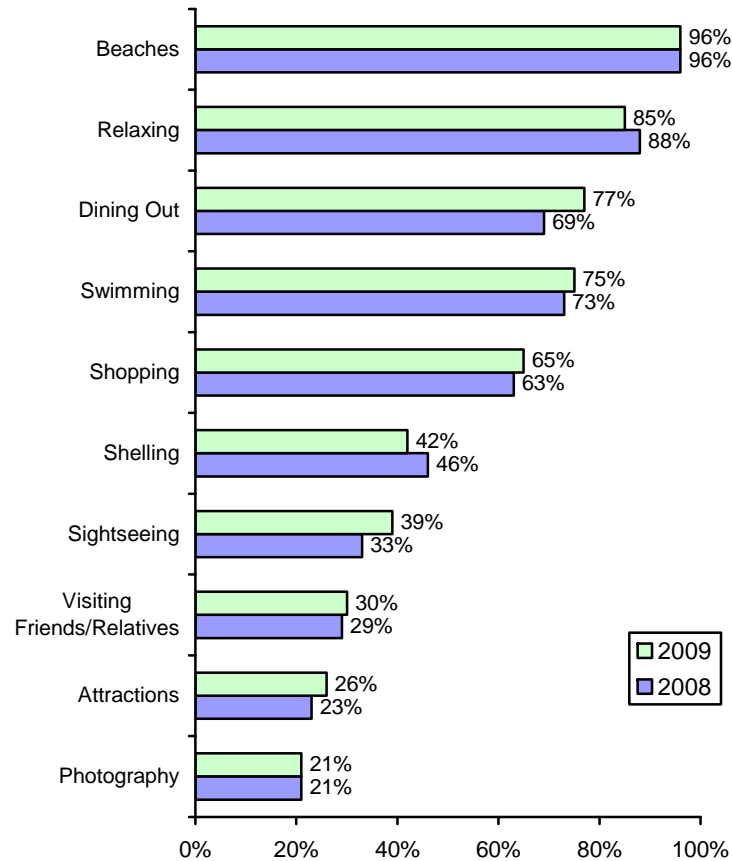
Quality of Accommodations





Trip Activities

June Activities Enjoyed		
	2008	2009
Total Respondents	200	199
Beaches	96%	96%
Relaxing	88%	85%
Dining out	69%	77%
Swimming	73%	75%
Shopping	63%	65%
Shelling	46%	42%
Sightseeing	33%	39%
Visiting Friends/Relatives	29%	30%
Attractions	23%	26%
Photography	21%	21%
Watching Wildlife	21%	19%
Bars/Nightlife	21%	18%
Fishing	20%	16%
Bicycle Riding	15%	13%
Exercise/Working Out	20%	13%
Birdwatching	9%	13%
Miniature Golf	13%	13%
Boating	11%	12%
Parasailing/Jet Skiing	12%	11%
Golfing	7%	9%
Cultural Events	3%	6%
Tennis	5%	5%
Guided Tour	4%	5%
Scuba Diving/Snorkeling	5%	5%
Kayaking/Canoeing	5%	4%
Sporting Event	4%	3%
Other	<6%>	1%

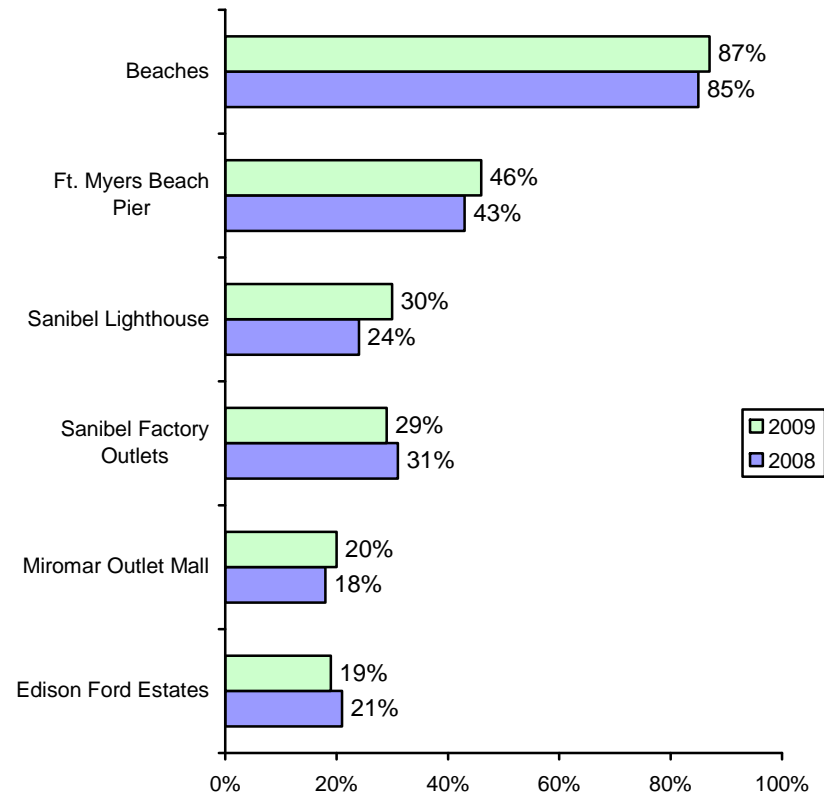


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

June Attractions Visited		
	2008	2009
Total Respondents	200	199
Beaches	85%	87%
Ft. Myers Beach Pier	43%	46%
Sanibel Lighthouse	24%	30%
Sanibel Factory Outlets	31%	29%
Miromar Outlet Mall	18%	20%
Edison Ford Estates	21%	19%
Periwinkle Place	15%	15%
Bell Tower Shops	14%	14%
Edison Mall	7%	12%
Ding Darling National Wildlife Refuge	14%	11%
Shell Factory and Nature Park	5%	<11%>
Coconut Point Mall	7%	10%
Bailey-Matthews Shell Museum	3%	5%
Gulf Coast Town Center	6%	3%
Manatee Park	6%	3%
Barbara B. Mann Performing Arts Hall	1%	2%
Broadway Palm Dinner Theater	2%	1%
Babcock Wilderness Adventures	1%	1%
Other	6%	5%
None/No Answer	5%	3%



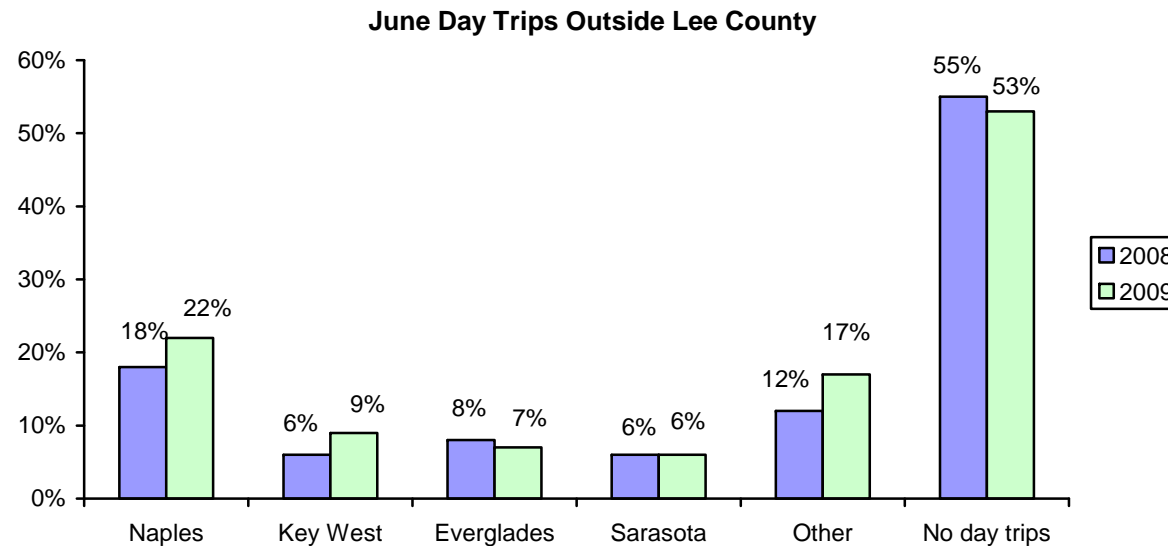
Q29: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

June Day Trips Outside Lee County		
	2008	2009
Total Respondents	200	199
Any Day Trips (net)	38%	39%
<i>Naples</i>	18%	22%
<i>Key West</i>	6%	9%
<i>Everglades</i>	8%	7%
<i>Sarasota</i>	6%	6%
<i>Other</i>	12%	17%
No day trips	55%	53%
No answer	7%	8%

Q30: Where did you go on day trips outside Lee County?



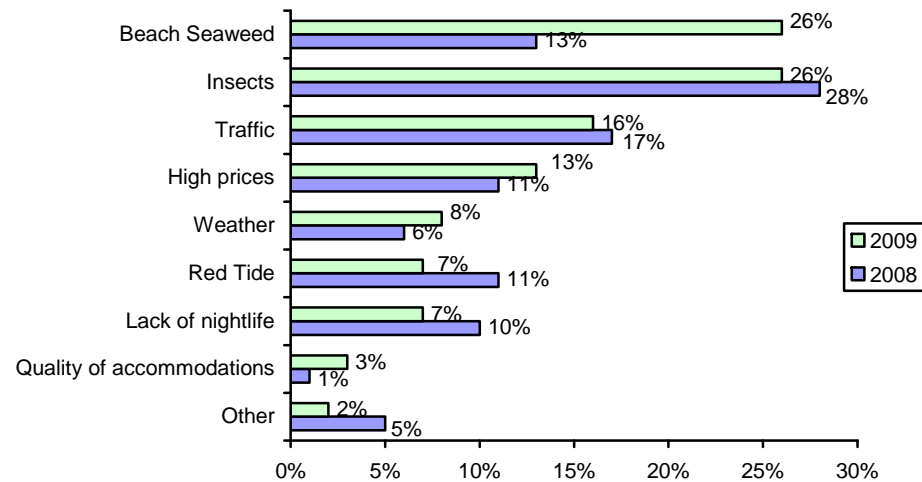


Lee County Experience

Least Liked Features		
	2008	2009
Total Respondents	200	199
Beach seaweed	13%	<26%>
Insects	28%	26%
Traffic	17%	16%
High prices	11%	13%
Weather	6%	8%
Red Tide	11%	7%
Lack of nightlife	10%	7%
Quality of accommodations	1%	3%
Other	5%	2%
Nothing/no answer	35%	35%

Q34: Which features do you like least about our area? (Please mark ALL that apply.)

Least Liked Features



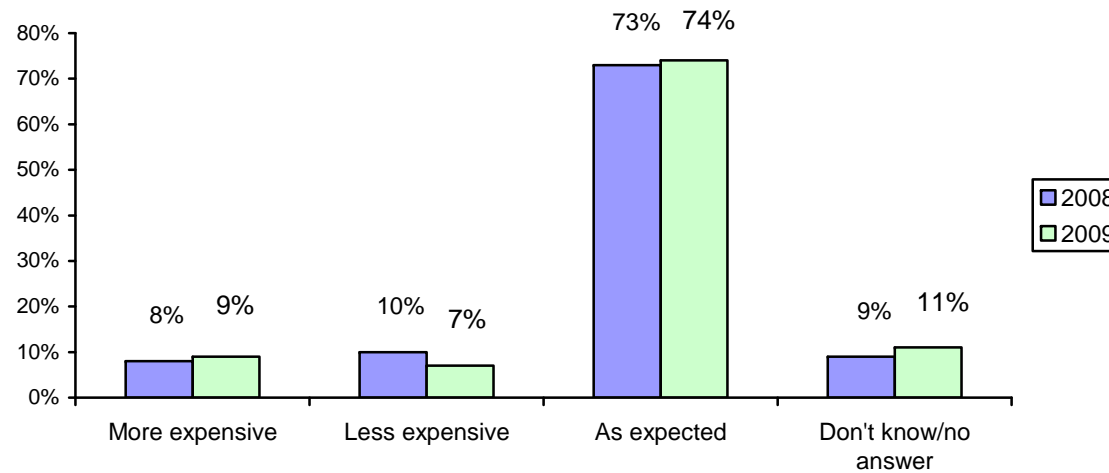


Lee County Experience

Perception of Lee County as Expensive		
	2008	2009
Total Respondents	200	199
More expensive	8%	9%
Less expensive	10%	7%
As expected	73%	74%
Don't know/no answer	9%	11%

Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

Perception of Lee County as Expensive

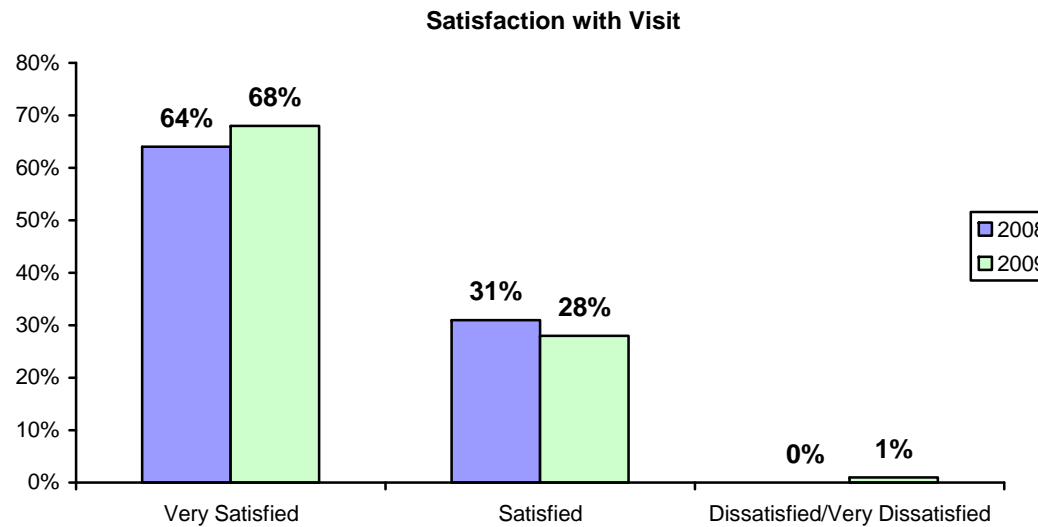




Lee County Experience

Satisfaction with Visit		
	2008	2009
Total Respondents	200	199
<u>Satisfied</u>	96%	96%
<i>Very Satisfied</i>	64%	68%
<i>Satisfied</i>	31%	28%
Neither	2%	2%
Dissatisfied/Very Dissatisfied	0%	1%
Don't know/no answer	2%	1%

Q33: How satisfied are you with your stay in Lee County?



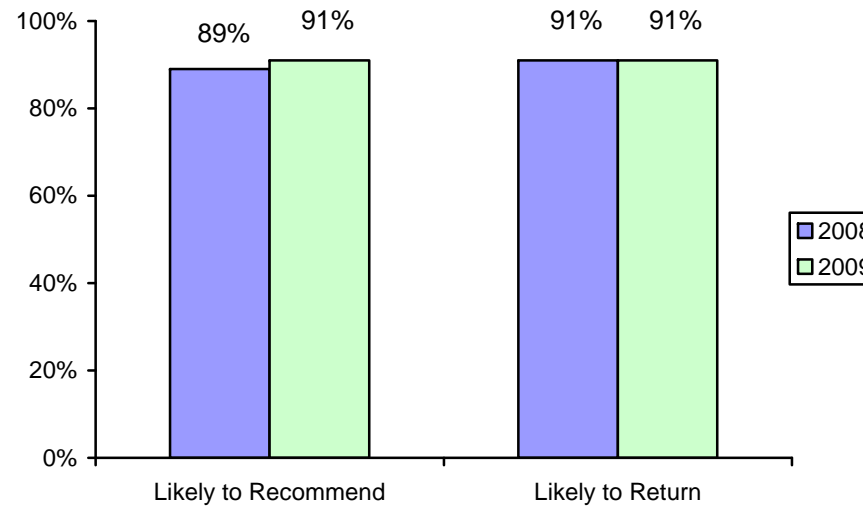


Future Plans

Likelihood to Recommend/Return to Lee County		
	2008	2009
Total Respondents	200	199
Likely to Recommend Lee County	89%	91%
Likely to Return to Lee County	91%	91%
Base: Total Respondents Planning to Return	182	182
Likely to Return Next Year	52%	60%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
 Q35: Will you come back to Lee County?
 Q36: Will you come back next year?

Likelihood to Recommend/Return to Lee County
 (Responded "Yes")

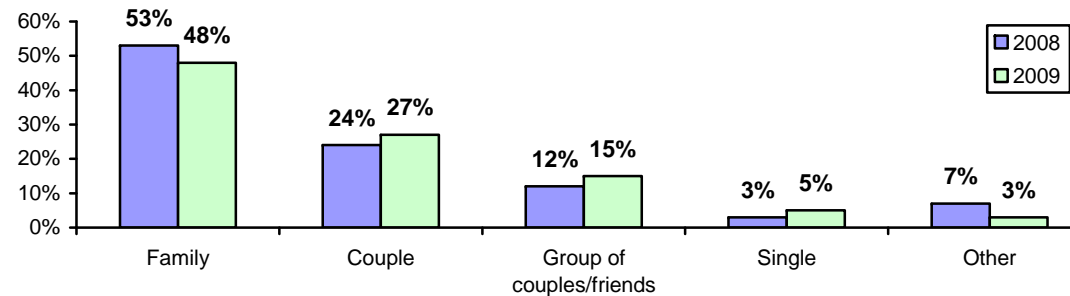




Visitor and Travel Party Demographic Profile

June Travel Party		
	2008	2009
Total Respondents	200	199
Family	53%	48%
Couple	24%	27%
Group of couples/friends	12%	15%
Single	3%	5%
Other	<7%>	3%
Mean travel party size	3.9	4.0
Mean adults in travel party	2.8	3.2

Travel Party



Travel Parties with Children		
	2008	2009
Total Respondents	200	199
Traveling with any Children (net)	<51%>	41%
Any younger than 6	18%	15%
Any 6 – 11 years old	<24%>	16%
Any 12 – 17 years old	28%	24%

Q22: On this trip, are you traveling:

Q23: Including yourself, how many people are in your immediate travel party?

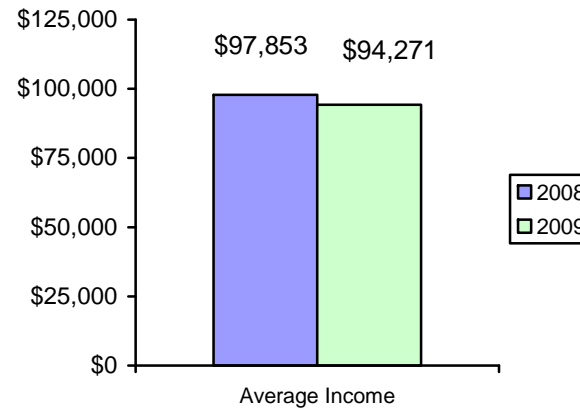
Q24: How many of those people are: Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

June Visitor Demographic Profile		
	2008	2009
Total Respondents	200	199
Vacations per year (mean)	2.6	2.8
Short getaways per year (mean)	3.4	4.0
Age of respondent (mean)	43.4	44.9
Annual household income (mean)	\$97,853	\$94,271
Marital Status		
Married	67%	66%
Single	21%	17%
Other	11%	14%

Annual Household Income



- Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
 Q38: 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?
 Q41: What is your age, please?
 Q43: What is your total annual household income before taxes?
 Q40: Are you: Married/Single/Other



Visitor Origin and Visitation Estimates

Total June Visitation					
	%		Visitor Estimates		% Change 2008-2009
	2008	2009	2008	2009	
Paid Accommodations	44%	44%	199,418	203,443	+2.0%
Friends/Relatives	56%	56%	258,536	256,186	-0.9%
<i>Total Visitation</i>			457,954	459,629	0.4%
June Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	89%	80%	177,814	163,747	-7.9%
Germany	3%	8%	4,985	16,540	+231.8%
United Kingdom	3%	4%	6,647	8,270	+24.4%
France	--	2%	--	4,962	--
BeNeLux	1%	2%	1,662	3,308	+99.0%
Scandinavia	--	2%	--	3,308	--
Canada	3%	1%	6,647	1,654	-75.1%
Ireland	--	1%	--	1,654	--
Other Europe	1%	--	1,662	--	--
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	19%	17%	33,236	28,118	-15.4%
South (including Florida)	46%	38%	81,429	62,852	-22.8%
Midwest	25%	39%	44,869	64,506	+43.8%
Northeast	8%	14%	14,956	23,156	+54.8%
West	5%	2%	8,309	3,308	-60.2%
No Answer	17%	6%	29,913	9,924	-66.8%

2009 Top DMAs (Paid Accommodations)		
Chicago	8%	13,232
Philadelphia	6%	9,924
Tampa-Saint Petersburg	6%	9,924
Miami-Fort Lauderdale	6%	9,924
Saint Louis	5%	8,270
Indianapolis	4%	6,616
Cincinnati	4%	6,616
New York	3%	4,962
West Palm Beach - Fort Pierce	3%	4,962



Occupancy Data Analysis June 2009

Property managers representing 161 properties in Lee County were interviewed for the June 2009 Occupancy Survey between June 1 and June 15, 2009, a sample considered accurate to plus or minus 7.7 percentage points at the 95% confidence level.

Property managers representing 161 properties in Lee County were interviewed for the June 2008 Occupancy Survey between June 1 and June 15, 2008, a sample considered accurate to plus or minus 7.7 percentage points at the 95% confidence level.



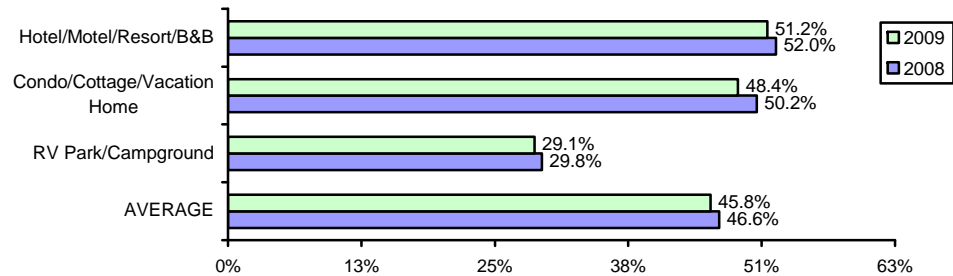
June Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	154	149		153	151		153/154	151/149	
Hotel/Motel/Resort/B&B	52.0%	51.2%	-1.5%	\$125.26	\$119.49	-4.6%	\$65.19	\$61.13	-6.2%
Condo/Cottage/Vacation Home	50.2%	48.4%	-3.6%	\$148.58	\$155.21	+4.5%	\$74.63	\$75.10	+0.6%
RV Park/Campground	29.8%	29.1%	-2.3%	\$35.54	\$37.18	+4.6%	\$10.60	\$10.80	+1.9%
AVERAGE	46.6%	45.8%	-1.7%	\$119.17	\$117.59	-1.3%	\$55.48	\$53.86	-2.9%

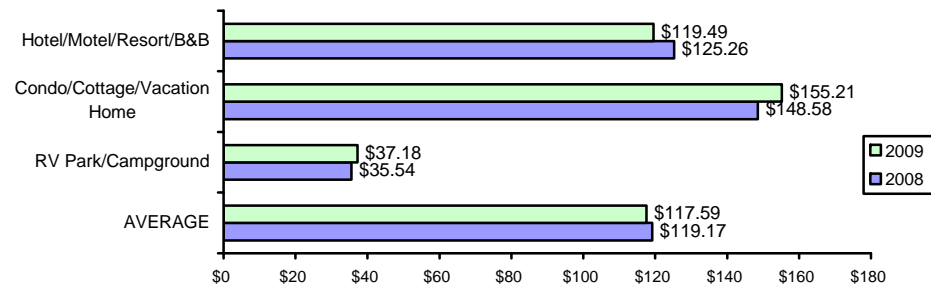
Q16: What was your overall average occupancy rate for the month of June?

Q17: What was your average daily rate (ADR) in June?

Average Occupancy Rate



Average Daily Rate

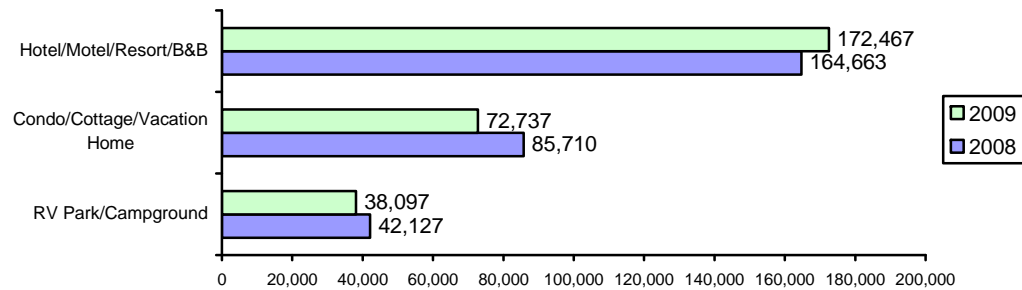




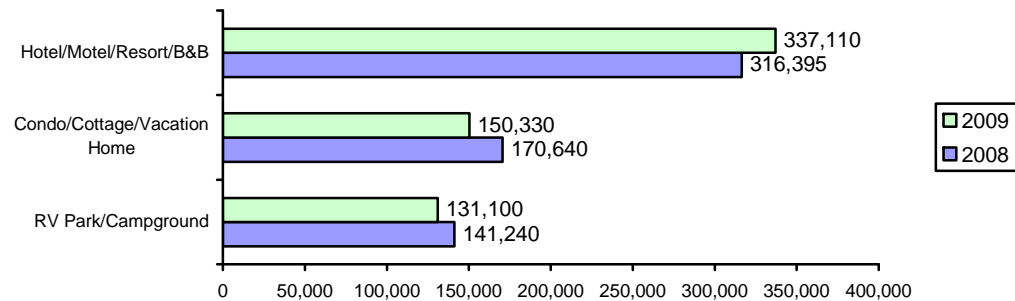
June Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	164,663	172,467	+4.7%	316,395	337,110	+6.5%
Condo/Cottage/Vacation Home	85,710	72,737	-15.1%	170,640	150,330	-11.9%
RV Park/Campground	42,127	38,097	-9.6%	141,240	131,100	-7.2%
Total	292,500	283,301	-3.1%	628,275	618,540	-1.5%

Occupied Room Nights



Available Room Nights





Lodging Management Estimates

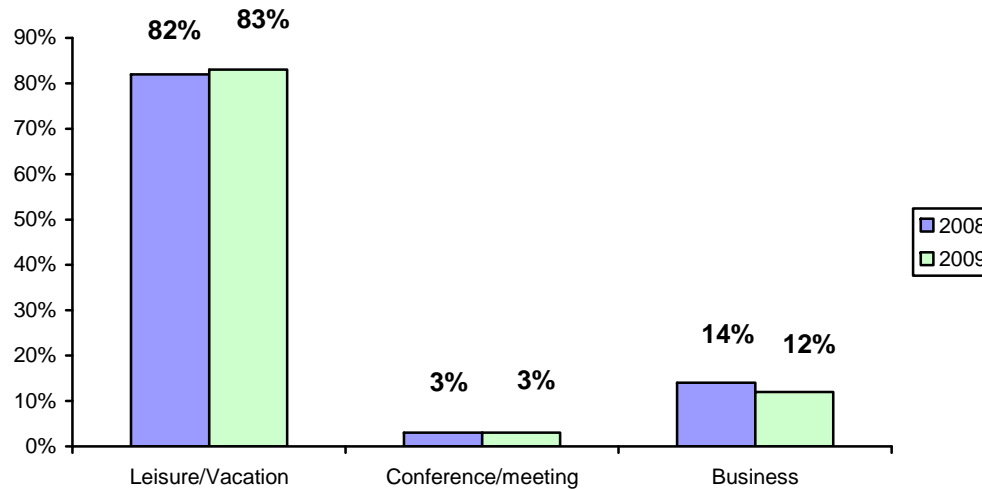
June Guest Profile		
	2008	2009
Property Managers Responding	141	139
Purpose of Visit		
Leisure/Vacation	82%	83%
Conference/meeting	3%	3%
Business	14%	12%
Property Managers Responding	146	145
Average guests per room	2.6	2.7
Property Managers Responding	145	143
Average length of stay in nights	6.3	5.4

Q23: What percent of your June room/site/unit occupancy was generated by:

Q18: What was your average number of guests per room/site/unit in June?

Q19: What was the average length of stay (in nights) of your guests in June?

Purpose of Visit



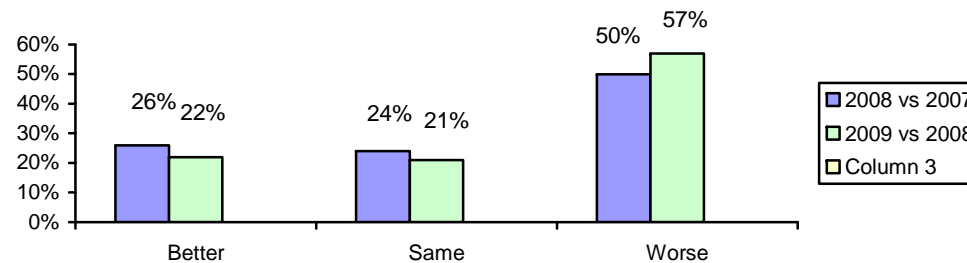


Occupancy Barometer

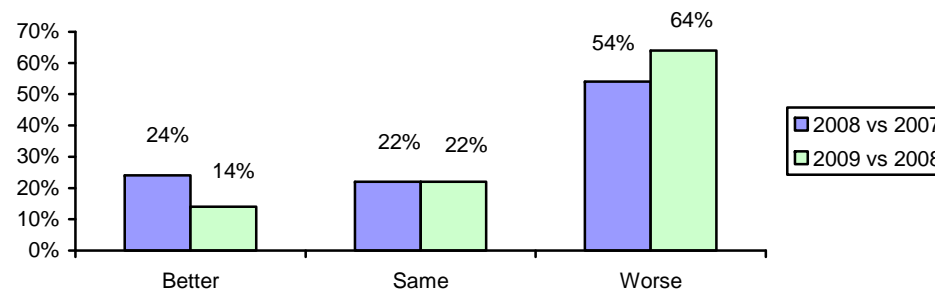
	June Occupancy		June Revenue	
	2008	2009	2008	2009
Property Managers Responding	145	142	139	138
Better than prior year	26%	22%	<24%>	14%
Same as prior year	24%	21%	22%	22%
Worse than prior year	50%	57%	54%	64%

Q25: Was your June occupancy better, the same, or worse than it was in June of last year?
How about your property's June revenue – better, the same, or worse than June of last year?

June Occupancy



June Revenue



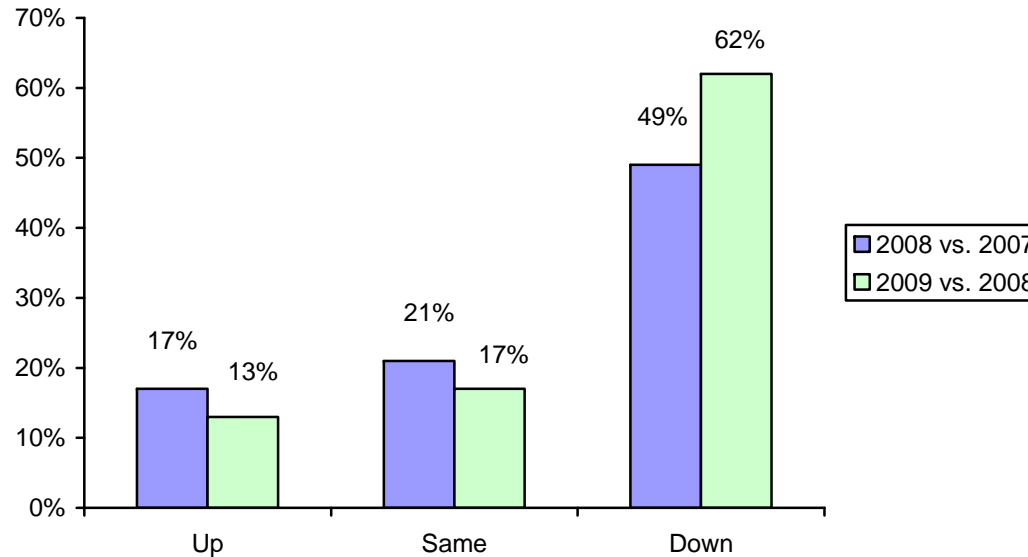


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2008	2009
Property Managers Responding	148	144
Up	17%	13%
Same	21%	17%
Down	49%	<62%>

Q26: Compared to July, August, and September of last year, is your property's total level of reservations up, the same, or down for July, August, and September of this year?

Level of Reservations for Next 3 Months Compared to Last Year



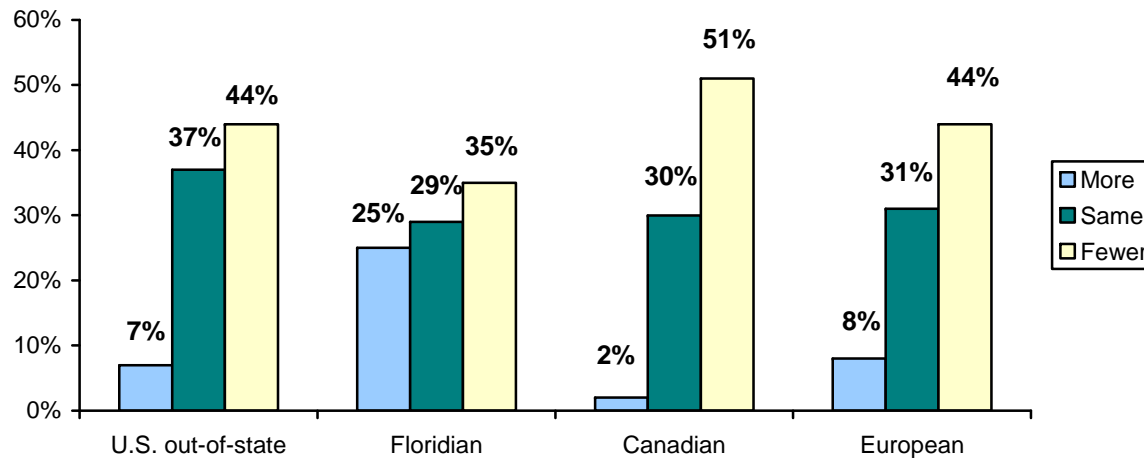


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (116/126 Minimum)	More		Same		Fewer		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
U.S. out-of-state	7%	7%	36%	37%	44%	44%	13%	11%
Floridian	27%	25%	32%	29%	29%	35%	11%	11%
Canadian	<7%>	2%	42%	30%	33%	<51%>	19%	17%
European	<22%>	8%	41%	31%	22%	<44%>	16%	17%

Q27: Now thinking about the specific origins of your guests for the upcoming July, August, and September do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year
June 2009



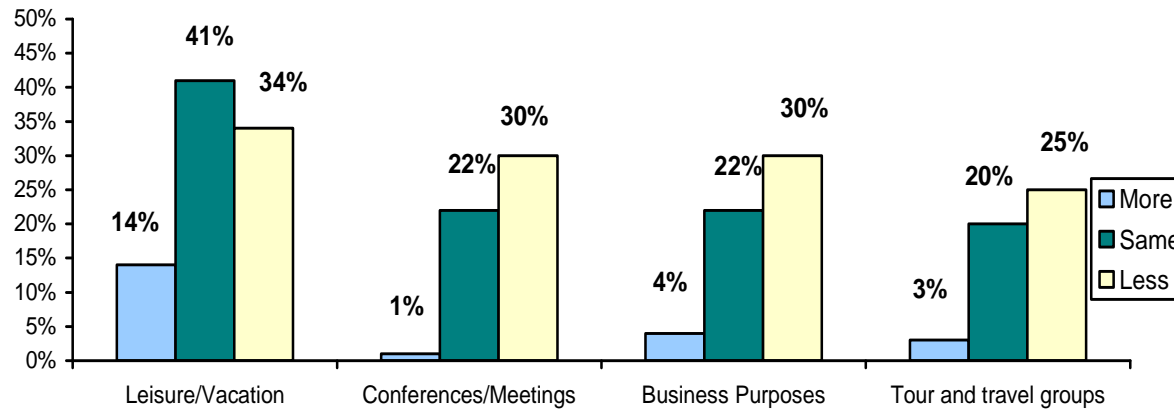


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (99/122 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
Leisure/vacation	20%	14%	35%	41%	37%	34%	7%	11%
Conferences/Meetings	2%	1%	32%	22%	29%	30%	36%	48%
Business Purposes	3%	4%	31%	22%	35%	30%	32%	44%
Tour and travel groups	4%	3%	27%	20%	27%	25%	41%	52%

Q28: Compared to July, August, and September of last year will the following types of travelers generate more, the same, or less business for your property for the upcoming July, August, and September?

Type of Travelers for Next 3 Months Compared to Last Year
June 2009





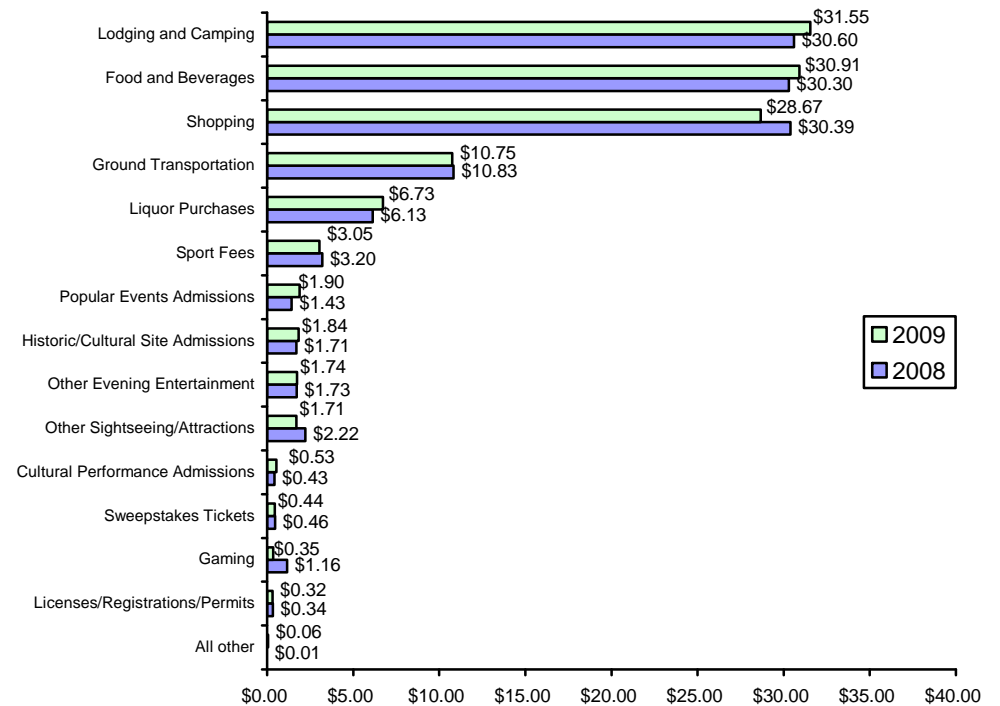
Economic Impact Analysis June 2009



Average Expenditures

June Average Expenditures per Person per Day			
	2008	2009	% Change
TOTAL	\$120.92	\$120.55	-0.3%
Lodging and Camping	\$30.60	\$31.55	+3.1%
Food and Beverages	\$30.30	\$30.91	+2.0%
Shopping	\$30.39	\$28.67	-5.7%
Ground Transportation	\$10.83	\$10.75	-0.7%
Liquor Purchases	\$6.13	\$6.73	+9.8%
Sport Fees	\$3.20	\$3.05	-4.7%
Popular Events Admissions	\$1.43	\$1.90	+32.9%
Historic/Cultural Site Admissions	\$1.71	\$1.84	+7.6%
Other Evening Entertainment	\$1.73	\$1.74	+0.6%
Other Sightseeing/Attractions	\$2.22	\$1.71	-23.0%
Cultural Performance Admissions	\$0.43	\$0.53	+23.3%
Sweepstakes Tickets	\$0.46	\$0.44	-4.3%
Gaming	\$1.16	\$0.35	-69.8%
Licenses/Registrations/Permits	\$0.34	\$0.32	-5.9%
All other	\$0.01	\$0.06	+500.0%

Average Expenditures per Person per Day

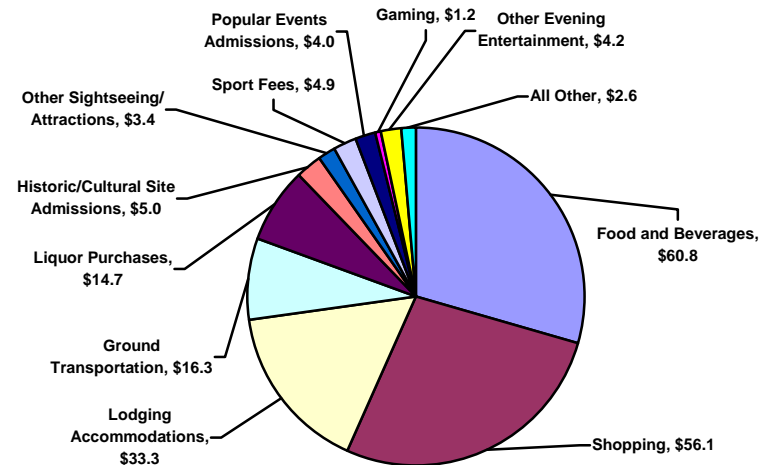




Total Visitor Expenditures by Spending Category

	JUNE TOTAL EXPENDITURES		
	2008	2009	% Change
TOTAL	\$203,337,194	\$206,395,853	+1.5%
Food and Beverages	\$56,582,609	\$60,762,083	+7.4%
Shopping	\$57,926,159	\$56,081,201	-3.2%
Lodging Accommodations	\$34,857,084	\$33,314,200	-4.4%
Ground Transportation	\$19,443,055	\$16,290,744	-16.2%
Liquor Purchases	\$11,164,823	\$14,679,537	+31.5%
Historic/Cultural Site Admissions	\$3,748,529	\$5,025,595	+34.1%
Sport Fees	\$3,879,476	\$4,899,324	+26.3%
Other Evening Entertainment	\$4,259,082	\$4,235,212	-0.6%
Popular Events Admissions	\$4,471,154	\$3,974,225	-11.1%
Other Sightseeing/Attractions	\$3,248,715	\$3,371,374	+3.8%
Gaming	\$2,005,330	\$1,207,450	-39.8%
All Other	\$1,751,178	\$2,554,908	+45.9%

2009 Total Expenditures
(Millions)





Total Visitor Expenditures by Spending Category

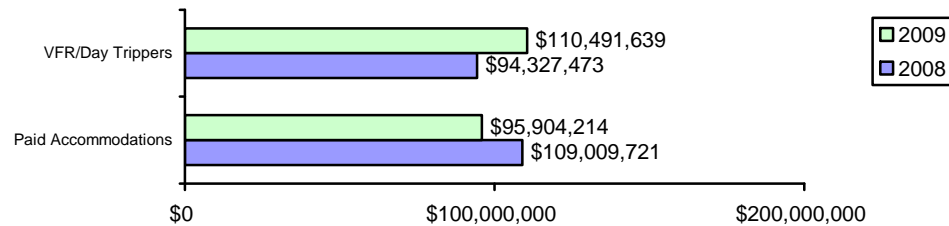
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	\$109,009,721	\$95,904,214	-12.0%	\$94,327,473	\$110,491,639	+17.1%
Shopping	\$24,061,124	\$21,259,340	-11.6%	\$33,865,035	\$34,821,861	+2.8%
Food and Beverages	\$24,310,399	\$21,668,035	-10.9%	\$32,272,210	\$39,094,048	+21.1%
Lodging Accommodations	\$34,857,084	\$33,314,200	-4.4%	--	--	--
Ground Transportation	\$9,328,100	\$7,427,278	-20.4%	\$10,114,955	\$8,863,466	-12.4%
Liquor Purchases	\$5,156,760	\$4,546,407	-11.8%	\$6,008,063	\$10,133,130	+68.7%
Historic/Cultural Site Admissions	\$1,245,851	\$1,040,070	-16.5%	\$2,502,678	\$3,985,525	+59.3%
Other Evening Entertainment	\$1,573,324	\$963,297	-38.8%	\$2,685,758	\$3,271,915	+21.8%
Other Sightseeing/Attractions	\$1,848,309	\$1,241,678	-32.8%	\$1,400,406	\$2,129,696	+52.1%
Sport Fees	\$2,801,816	\$2,168,419	-22.6%	\$1,077,660	\$2,730,905	+153.4%
Popular Events Admissions	\$976,757	\$1,214,220	24.3%	\$3,494,397	\$2,760,005	-21.0%
Gaming	\$1,663,842	\$155,701	-90.6%	\$341,488	\$1,051,749	+208.0%
All Other	\$1,186,355	\$905,569	-23.7%	\$564,823	\$1,649,339	+192.0%



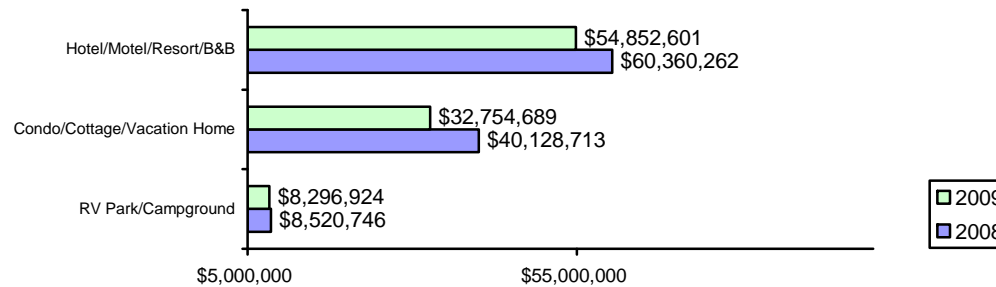
Total Visitor Expenditures by Lodging Type

June Total Expenditures by Lodging Type					
	2008	2009	% Change	2008	2009
TOTAL	\$203,337,194	\$206,395,853	+1.5%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$94,327,473	\$110,491,639	+17.1%	45%	54%
Paid Accommodations	\$109,009,721	\$95,904,214	-12.0%	54%	46%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$60,360,262</i>	<i>\$54,852,601</i>	<i>-9.1%</i>	<i>30%</i>	<i>27%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$40,128,713</i>	<i>\$32,754,689</i>	<i>-18.4%</i>	<i>20%</i>	<i>16%</i>
<i>RV Park/Campground</i>	<i>\$8,520,746</i>	<i>\$8,296,924</i>	<i>-2.6%</i>	<i>4%</i>	<i>4%</i>

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type





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.



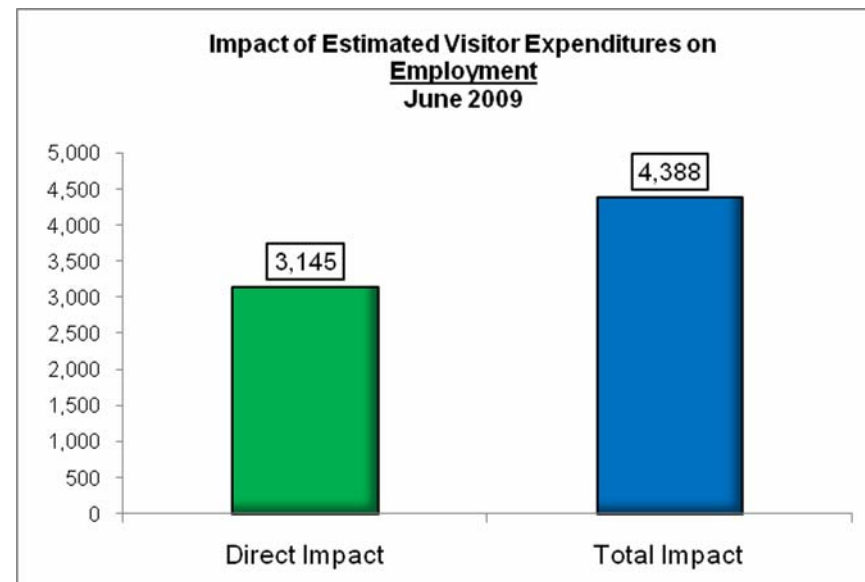
Impact on Jobs for Lee County Residents

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.).





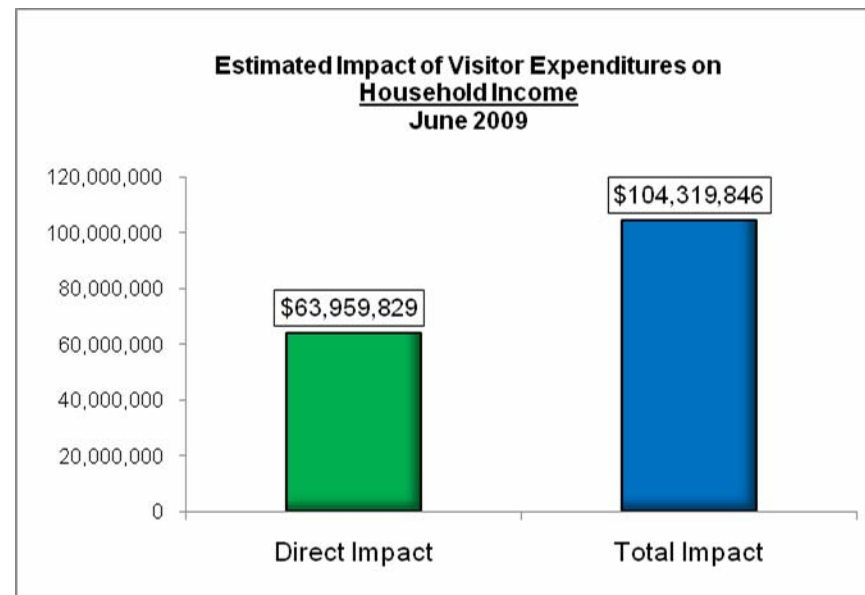
Impact on Household Income for Lee County Residents

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.

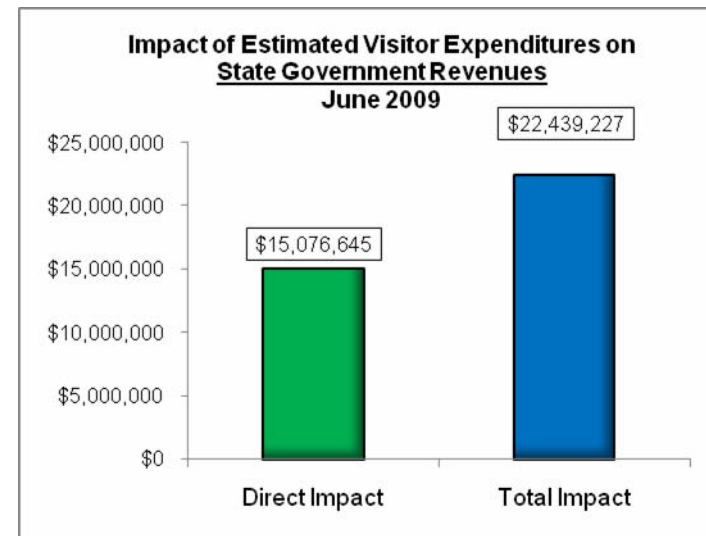
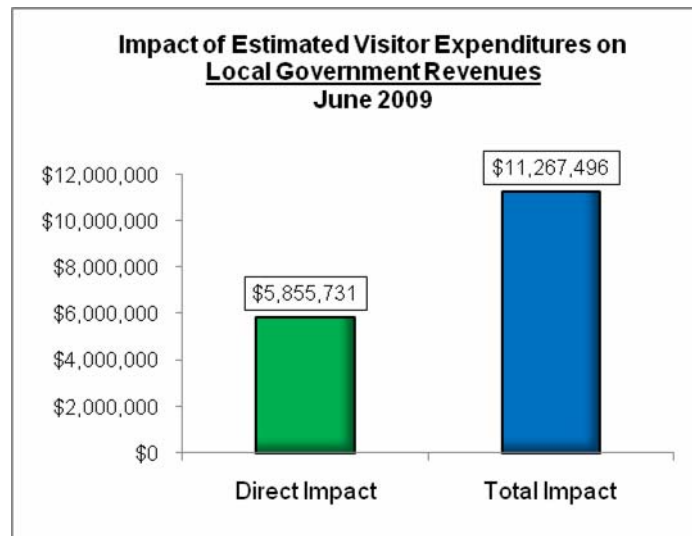
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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).





Appendix June 2009



June 2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Sanibel	Tortuga Beach Club	6-Jun	10
Sanibel	Holiday Inn	6-Jun	7
Sanibel	Loggerhead Cay	6-Jun	12
Ft. Myers	Edison Estates	11-Jun	22
Bonita Springs	Bonita Beach	13-Jun	21
Ft. Myers Beach	DiamondHead Beach Resort	13-Jun	11
Sanibel	Sanibel Beach Club	17-Jun	5
Sanibel	Sanibel Inn	17-Jun	9
Sanibel	Song of the Sea	17-Jun	7
Sanibel	Gulf Harbor	17-Jun	5
Ft. Myers Beach	Lani Kai Island Resort	20-Jun	11
Ft. Myers Beach	Pink Shell Resort	20-Jun	9
Ft. Myers	Summerlin Square Trolley	20-Jun	10
Ft. Myers	Clarion	22-Jun	5
Ft. Myers Beach	The Pier	26-Jun	24
Cape Coral	Cape Coral Yacht Club Beach	30-Jun	12
Ft. Myers	Best Western	30-Jun	10
Ft. Myers	Shell Factory	30-Jun	9
TOTAL			199

* The sample of surveys was balanced to provide an appropriate representation of interviews across Lee County for each month.



Occupancy Interviewing Statistics

Interviews were conducted from June 1 – June 15, 2009. Information was provided by 161 Lee County lodging properties.

June 2009

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	92
Condo/Cottage/Vacation Home/Timeshare	49
RV Park/Campground	<u>20</u>
Total	161