

## The Beaches of Fort Myers - Sanibel

*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  
Lee County Visitor and Convention Bureau**

### Prepared by:



providing direction in travel & tourism

**April 4, 2008  
November 2007 Visitor Profile & Occupancy Analysis  
(Revised)**



**Executive Summary  
November 2007  
(Revised)**



## Executive Summary

During the month of November 2007, Lee County hosted more than 280,000 visitors. More than half of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, two-thirds were US residents. Among US visitors, one-third were from the Midwest and one-third were from the Northeast.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	60%	168,539*
Friends/Relatives	40%	112,720**
<i>Total Visitation</i>		<i>281,259</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	68%	114,750
Germany	10%	16,734
Canada	9%	14,344
United Kingdom	7%	11,953
Other/No Answer	6%	10,758
U.S. Region (Paid Accommodations)***		
Florida	7%	8,367
South (including Florida)	20%	22,711
Northeast	31%	35,859
Midwest	31%	35,859
West	5%	5,977
No Answer	13%	14,344
Top DMAs (Paid Accommodations)***		
New York	10%	11,953
Philadelphia	7%	8,367
Cincinnati	6%	7,172
Chicago	5%	5,977
Minneapolis-Saint Paul	4%	4,781
Buffalo	4%	4,781
Cleveland-Akron	4%	4,781
Indianapolis	3%	3,586
Boston	3%	3,586
Providence-New Bedford	3%	3,586
Miami-Ft. Lauderdale	3%	3,586

\* Estimated from property managers' responses

\*\* Estimated from survey among residents

\*\*\* Estimated using Visitor Profile statistics and property managers' responses



## Executive Summary

Visitors spent \$192 million in Lee County during the month of November. Most of this was spent by those visitors staying in paid accommodations (\$128 million). Including only those properties paying the bed tax, \$116 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.

Seven November visitors in ten flew to the area (69%), while an additional 27% drove to Lee County. Most Lee County visitors were repeat visitors (71%), averaging nearly five visits in five years.

Nine visitors out of ten spent some time at the beach while visiting Lee County (90%). The majority spent time relaxing, dining out, swimming, or shopping.

Lee County visitors continue to be satisfied with their visit (95%). Supporting widespread satisfaction is the finding that 88% said they will recommend Lee County to a friend or family member and 89% indicated that they plan to return themselves.

Lee County November visitors are around the age of 50 and are more affluent than the general population (average household income of \$97,300). While most are married (70%), only 16% are traveling with children.

Occupancy rates for the month of November were up over previous months, with hotels/motels/resorts achieving the highest occupancy at 55.7%. Average daily rates were highest among condos/cottages/vacation rentals at \$141.90.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	140	137	137/140
Hotel/Motel/Resort/B&B	55.7%	\$125.32	\$69.83
Condo/Cottage/Vacation Home*	53.0%	\$141.90	\$75.24
RV Park/Campground	36.3%	\$36.30	\$13.16
AVERAGE	50.6%	\$115.15	\$58.23

\* Includes timeshare rental properties.

Fifty-six percent of the lodging properties surveyed reported their November 2007 occupancy to be better (28%) or the same (28%) as November 2006, while 43% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 56% reporting it to be better (34%) or the same (22%) in November 2007 as compared to November 2006, and 44% saying it was worse.



## Visitor Profile Analysis November 2007 (Revised)

*A total of 203 interviews were conducted with visitors in Lee County during the month of November. 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.*



## Visitor Profile Analysis

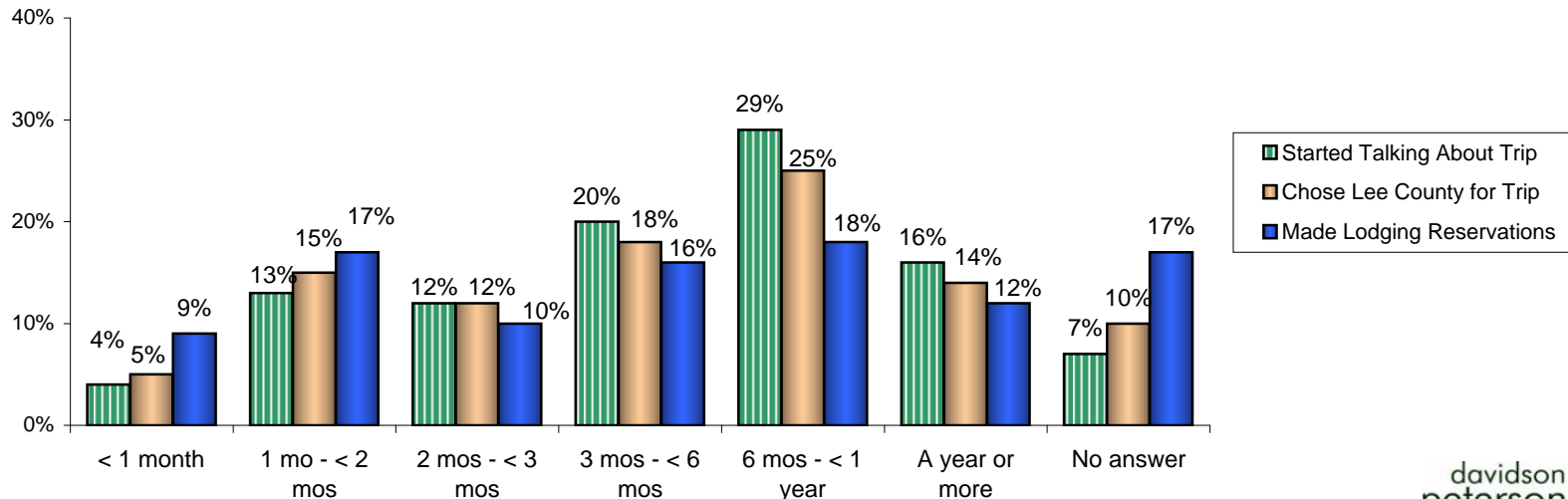
## Travel Planning

Total Respondents	203	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		4%	5%	9%
1 mo - < 2 mos		13%	15%	17%
2 mos - < 3 mos		12%	12%	10%
3 mos - < 6 mos		20%	18%	16%
6 mos - < 1 year		29%	25%	18%
A year or more		16%	14%	12%
No answer		7%	10%	17%

Question 3: When did you "start talking" about going on this trip?

Question 4: When did you choose Lee County for this trip?

Question 5: When did you make lodging reservations for this trip?





## Visitor Profile Analysis

### Travel Planning

#### Reserved Accommodations

Total Respondents	203
Before Leaving Home	77%
After arriving in FL	9%
No Answer	13%

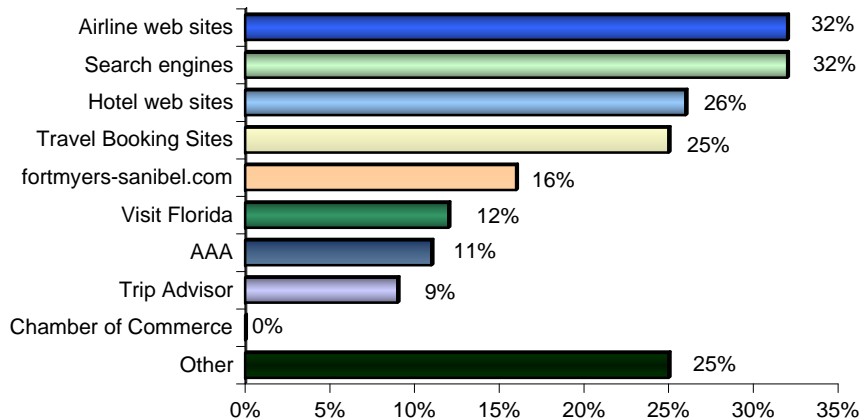
Question 6: Did you make accommodations reservations for your stay in Lee County:

#### Computer Access

Total Respondents	203
<u>Yes</u>	<u>88%</u>
Home	26%
Work	4%
Both Home and Work	58%
<u>No</u>	<u>12%</u>

Question 8: Do you have access to a computer?

#### Travel Web Sites Visited



#### Travel Web Sites Visited

Total Respondents with computer access	179
<u>Visited web sites (net)</u>	<u>79%</u>
Airline web sites	32%
Search engines	32%
Hotel web sites	26%
Travel Booking Sites	25%
fortmyers-sanibel.com	16%
Visit Florida	12%
AAA	11%
Trip Advisor	9%
Chamber of Commerce	<1%
Other	25%
<u>Did not visit web sites</u>	<u>16%</u>
No Answer	5%

Question 9: While planning this trip, which of the following web sites did you visit?  
 (Please mark ALL that apply)

Base: Respondents with Computer Access



## Visitor Profile Analysis

### Travel Planning

#### Requesting Information

<b>Total Respondents</b>	<b>203</b>
<b>Requested Information (net)</b>	<b>37%</b>
Hotel Web Site	12%
VCB Web Site	7%
Visitor Guide	4%
Call hotel	8%
Call local Chamber of Commerce	1%
Other	15%
<b>Did not request information</b>	<b>48%</b>
No Answer	15%

Question 10: For this trip, did you request any information about our area by...  
 (Please mark ALL that apply.)

#### Travel Agent Assistance

<b>Total Respondents</b>	<b>203</b>
Yes	8%
No	89%

Question 11: Did a travel agent assist you with this trip?

#### Travel Agent Influence

<b>Total respondents who used travel agent</b>	<b>15*</b>
Yes	38%
No	51%

Question 12: And did your travel agent suggest/influence this destination decision?

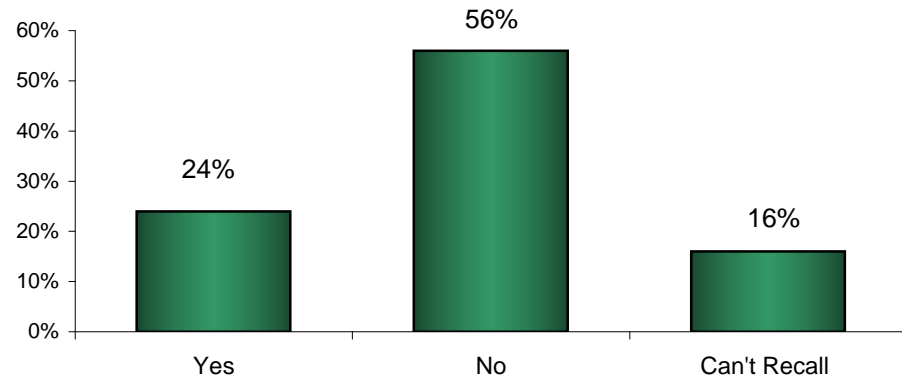
*\*Note: Insufficient number of responses for reliable statistical analysis. Please interpret results with caution.*

#### Recall of Lee County Promotions

<b>Total Respondents</b>	<b>203</b>
Yes	24%
No	56%
Can't Recall	16%

Question 13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

**Recall of Promotions**





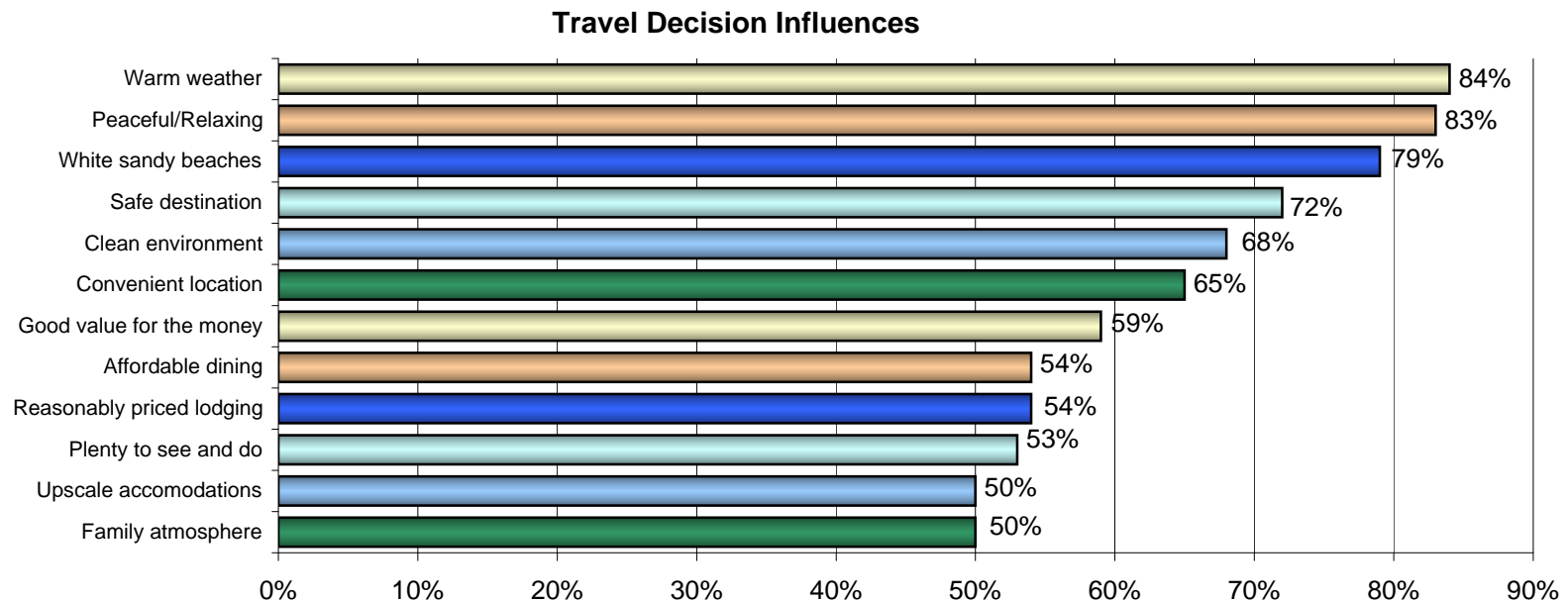


## Visitor Profile Analysis

## Travel Planning

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
203			
Warm weather	84%	Good value for the money	59%
Peaceful/Relaxing	83%	Affordable dining	54%
White sandy beaches	79%	Reasonably priced lodging	54%
Safe destination	72%	Plenty to see and do	53%
Clean environment	68%	Upscale Accommodations	50%
Convenient location	65%	Family atmosphere	50%

Question 14: 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?



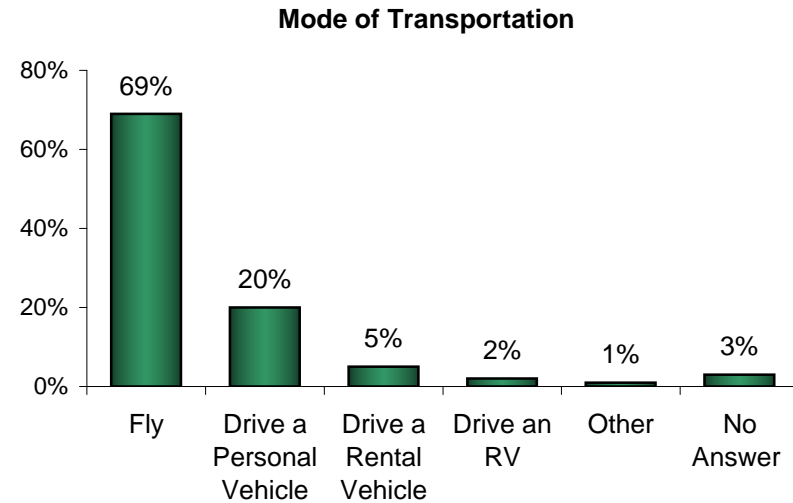


## Visitor Profile Analysis

### Trip Profile

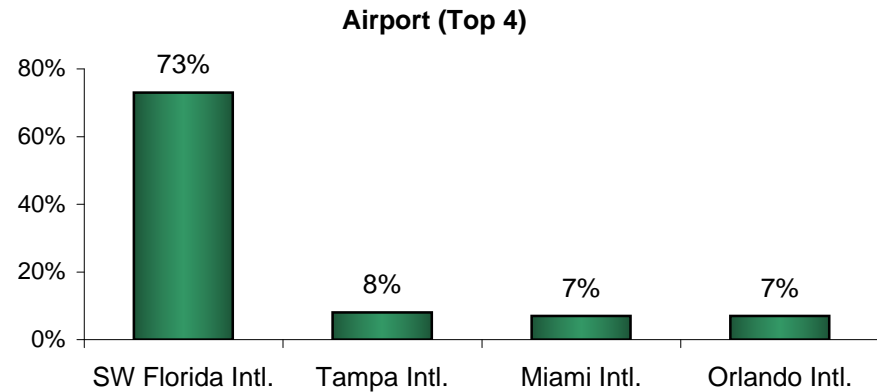
Mode of Transportation	
Total Respondents	203
Fly	69%
Drive a Personal Vehicle	20%
Drive a Rental Vehicle	5%
Drive an RV	2%
Other	1%
No Answer	3%

Question 1: How did you travel to our area? Did you...



Airport	
Total Respondents who Flew	141
SW Florida Intl.	73%
Tampa Intl.	8%
Miami Intl.	7%
Orlando Intl.	7%
Ft. Lauderdale Intl.	1%
West Palm Beach Intl.	1%
Other	3%

Question 2: At which Florida airport did you land?





## Visitor Profile Analysis

### Trip Profile

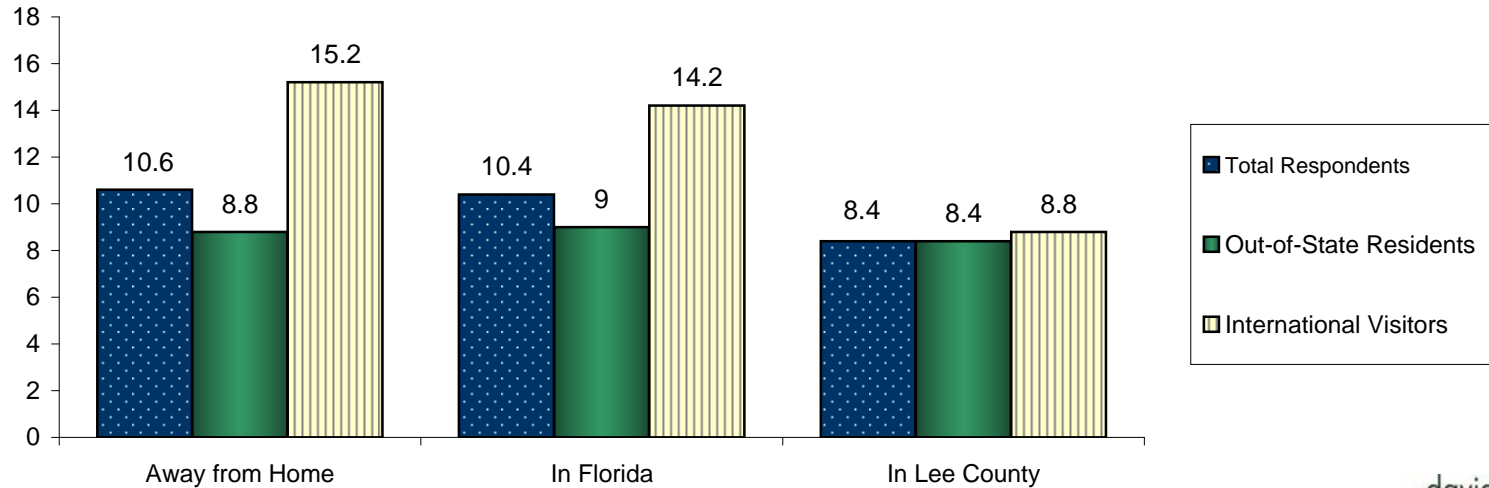
#### Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	203	9*	110	51
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.6	NA	8.8	15.2
In Florida	10.4	NA	9.0	14.2
In Lee County	8.4	NA	8.4	8.8

Question 7: On this trip, how many days will you be:

\*Note: NA = Insufficient number of responses for statistical analysis.

**Trip Length (mean # of days)**

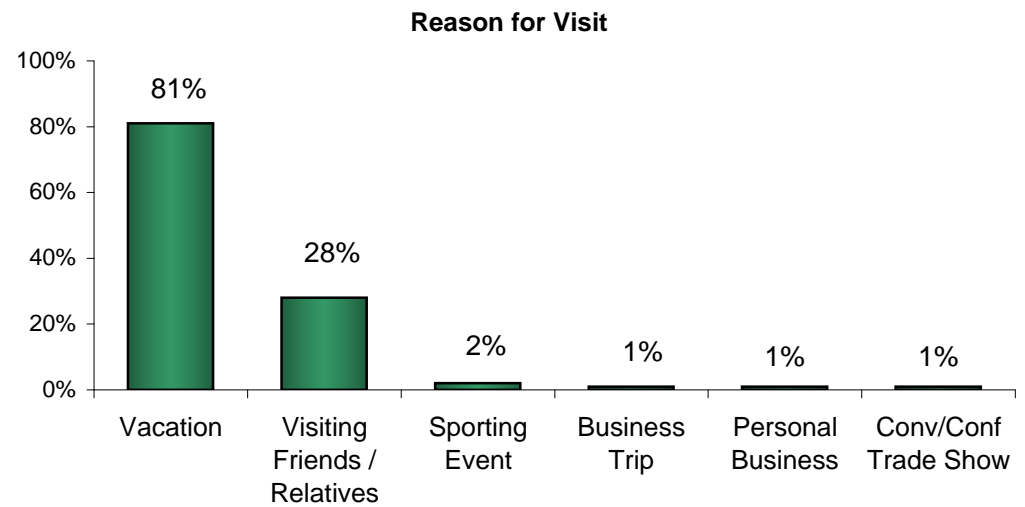




## Visitor Profile Analysis

### Trip Profile

Reason for Visit	
Total Respondents	203
Vacation	81%
Visiting Friends / Relatives	28%
Sporting Event	2%
Business Trip	1%
Personal Business	1%
Conv/Conf Trade Show	1%
Other	7%



Question 15: Did you come to our area for... (Please mark all that apply.)



## Visitor Profile Analysis

### Trip Profile

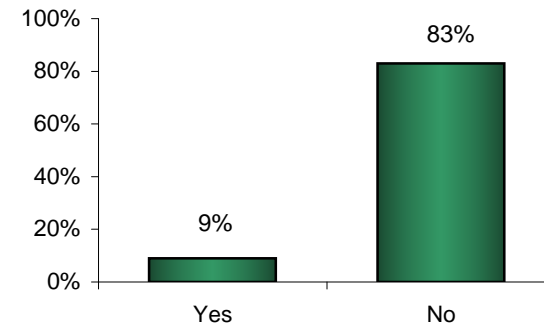
#### First Time Visitors to Florida

Base: Total Respondents	203
Yes	9%
No	83%
No answer	4%
<i>FL Residents*</i>	4%

Question 18: 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.

**First Time Visitors**



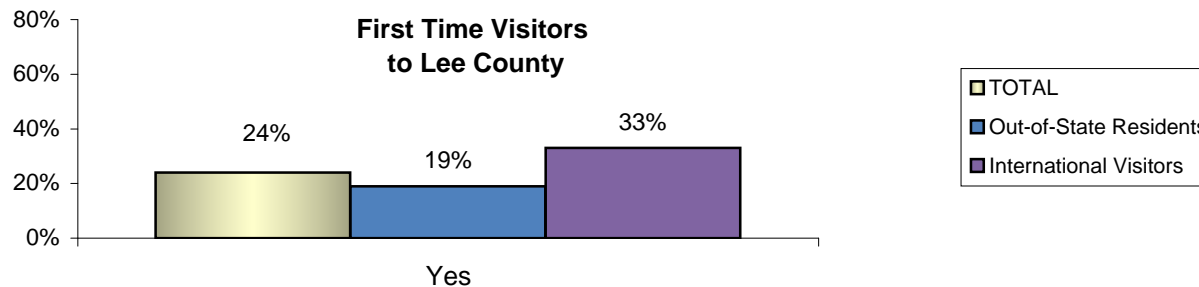
#### First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	203	9*	110	51
Yes	24%	N/A	19%	33%
No	71%	N/A	79%	64%
No answer	5%	N/A	2%	2%

Question 20: Is this your first visit to Lee County?

\*Note: NA = Insufficient number of responses for statistical analysis.

**First Time Visitors to Lee County**





**Visitor Profile Analysis**

**Trip Profile**

Previous Visits in Five Years		
	To Florida	To Lee County
Base: Repeat Visitors	169 (FL res. excl.)	144
	Mean # of visits	Mean # of visits
Number of visits	5.7	4.8

Question 19: Over the past five (5) years, how many times have you visited Florida?

Question 21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits to Lee County in Five Years			
	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat Visitors	7*	87	33**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	5.3	3.3

Question 21: Over the past five (5) years, how many times have you visited Lee County?

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

\*\*Note: Insufficient number of responses for reliable statistical analysis. Please interpret results with caution.

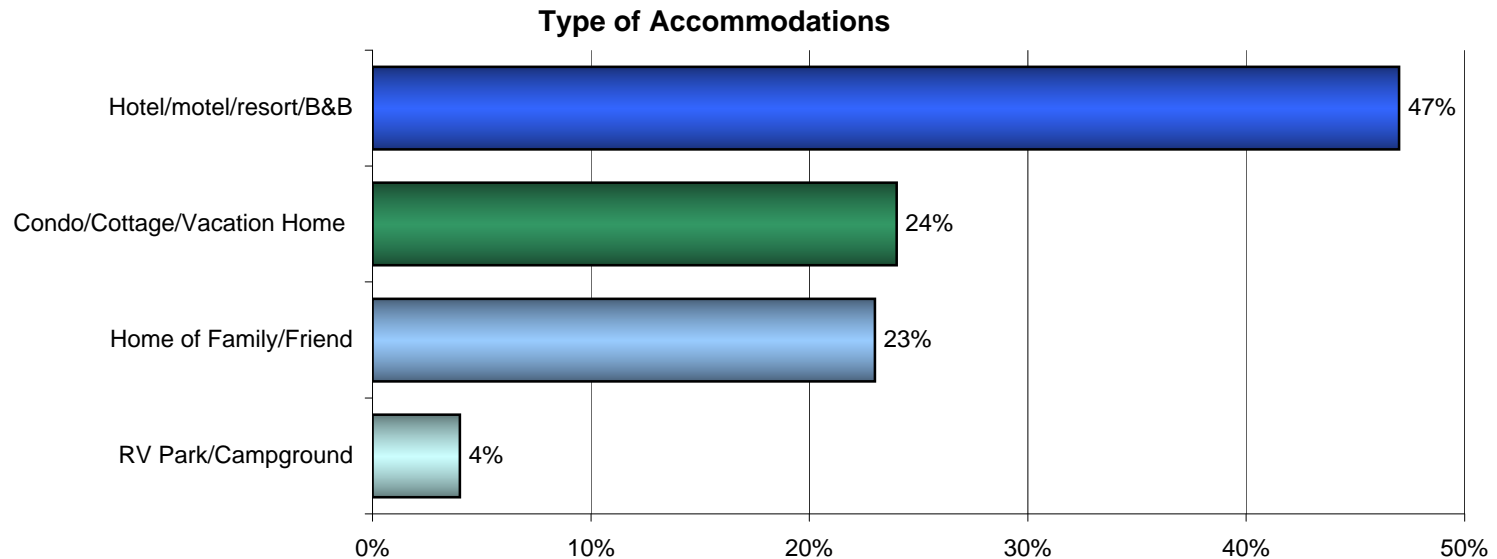


## Visitor Profile Analysis

### Trip Profile

Type of Accommodations			
Total Respondents	203		
Hotel/motel/inn	24%	Borrowed home	4%
Resort	21%	Owned home/condo	1%
B&B	2%	RV at campground	4%
Home of family/friend	23%	No answer	3%
Rented home/condo	19%	Day trip (no accom)	0%

Question 25: Are you staying overnight (either last night or tonight)....



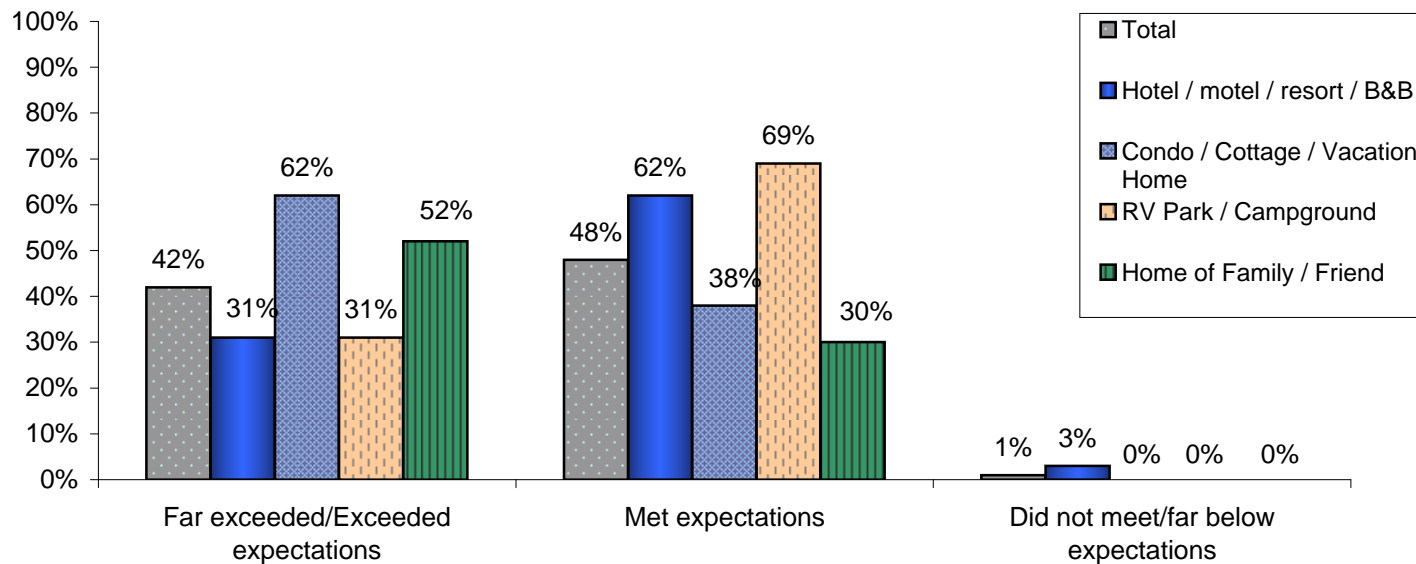


## Visitor Profile Analysis

### Trip Profile

Quality of Accommodations	
Total Respondents	203
Far exceeded/Exceeded expectations	42%
Met expectations	48%
Did not meet/Far below expectations	1%
No Answer	9%

Question 26: How would you describe the quality of your accommodations? Do you feel that they:



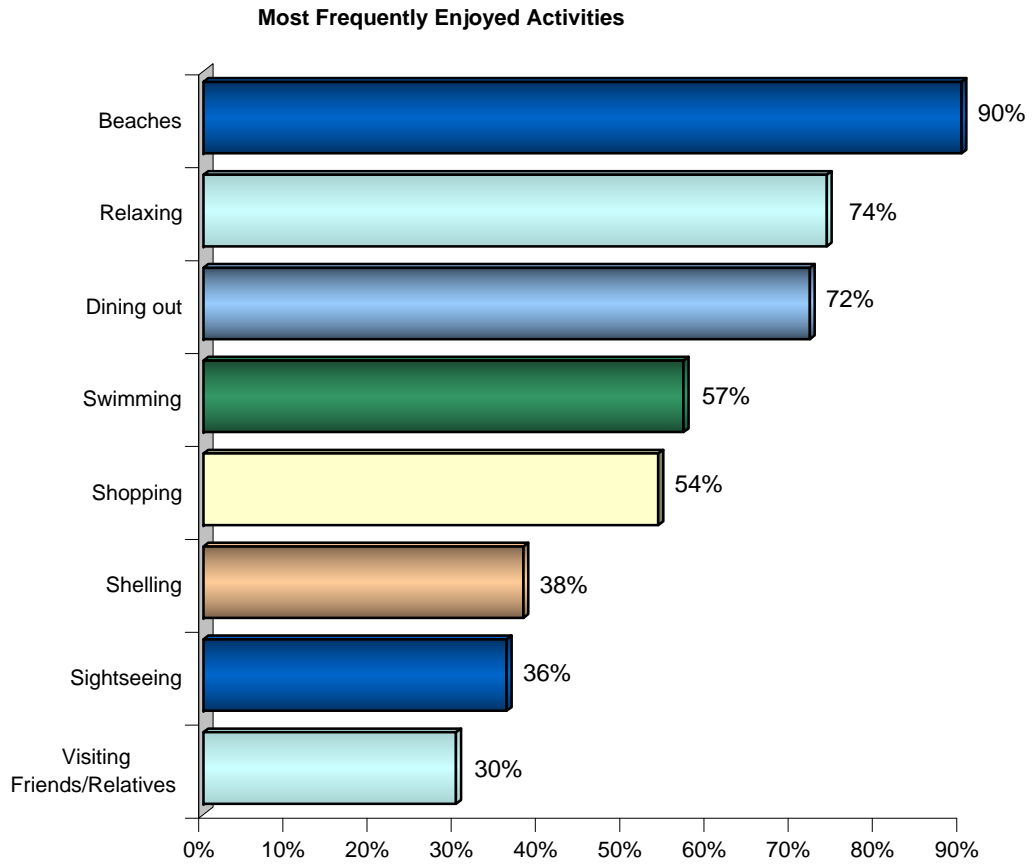




## Visitor Profile Analysis

### Trip Activities

<b>Activities Enjoyed</b>	
Total Respondents	203
Beaches	90%
Relaxing	74%
Dining out	72%
Swimming	57%
Shopping	54%
Shelling	38%
Sightseeing	36%
Visiting Friends/Relatives	30%
Attractions	26%
Photography	23%
Watching Wildlife	21%
Bars/Nightlife	19%
Exercise/Working out	14%
Bicycle Riding	14%
Boating	13%
Birdwatching	12%
Miniature Golf	8%
Fishing	7%
Golfing	7%
Kayaking/Canoeing	7%
Parasailing/Jet Skiing	5%
Guided Tour	4%
Scuba Diving/Snorkeling	3%
Cultural Events	3%
Tennis	2%
Sporting Event	1%
Other	3%



Question 28: What activities or interests are you enjoying while in Lee County? (Please mark ALL that apply.)

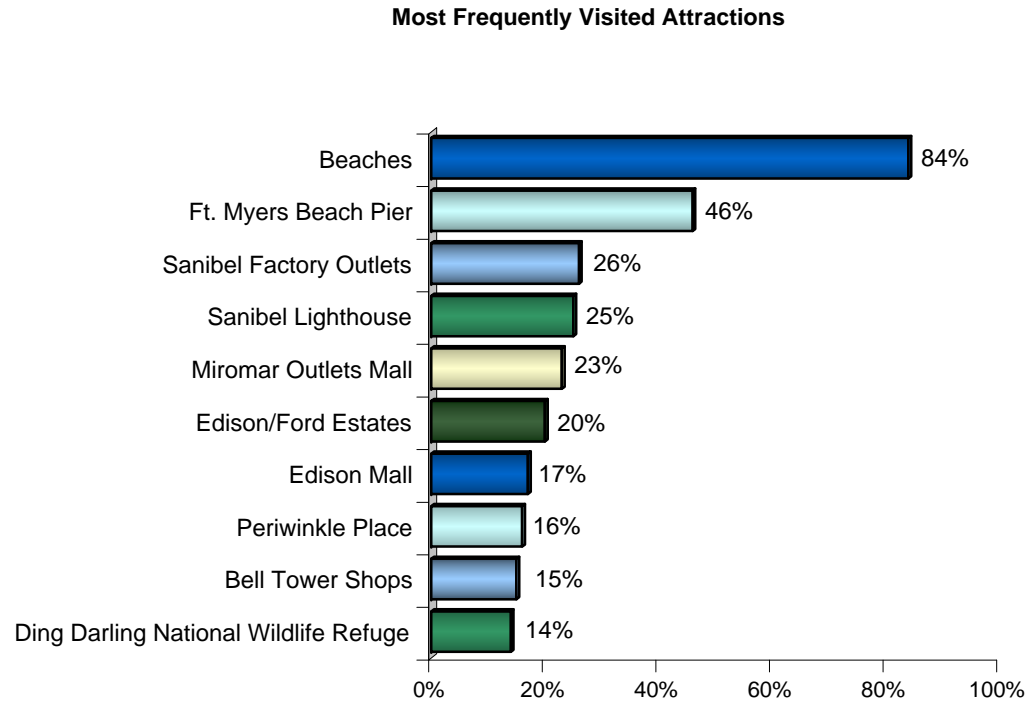


**Visitor Profile Analysis**

**Trip Activities**

Attractions Visited	
Total Respondents	203
Beaches	84%
Ft. Myers Beach Pier	46%
Sanibel Factory Outlets	26%
Sanibel Lighthouse	25%
Miromar Outlets Mall	23%
Edison/Ford Estates	20%
Edison Mall	17%
Periwinkle Place	16%
Bell Tower Shops	15%
Ding Darling National Wildlife Refuge	14%
Shell Factory and Nature Park	9%
Coconut Point Mall	8%
Gulf Coast Town Center	5%
Manatee Park	2%
Broadway Palm Dinner Theater	1%
Other	4%
None/No Answer	6%

Question 29: On this trip, which attractions are you visiting? (Please mark ALL that apply.)



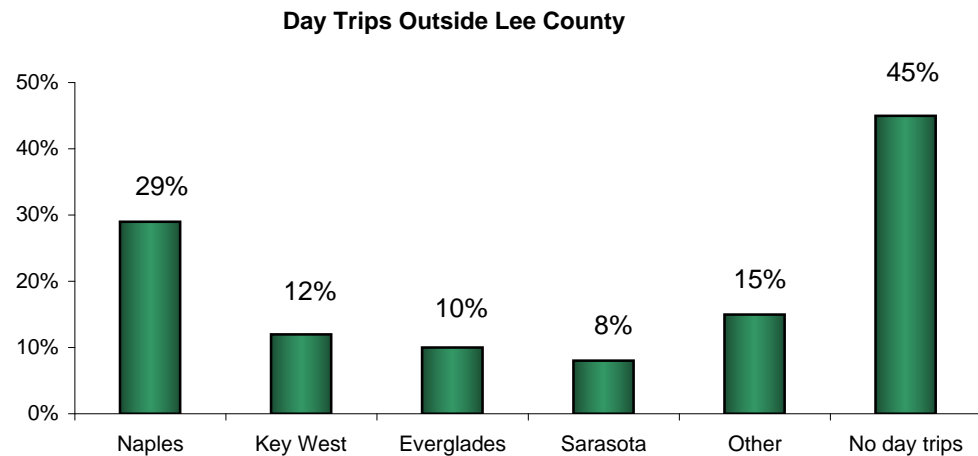


**Visitor Profile Analysis**

**Trip Activities**

<b>Day Trips Outside Lee County</b>	
Total Respondents	203
<u>Any Day Trips (net)</u>	<u>47%</u>
<i>Naples</i>	29%
<i>Key West</i>	12%
<i>Everglades</i>	10%
<i>Sarasota</i>	8%
<i>Other</i>	15%
<u>No day trips</u>	<u>45%</u>
No answer	8%

Question 30: Where did you go on day trips outside Lee County?





## Visitor Profile Analysis

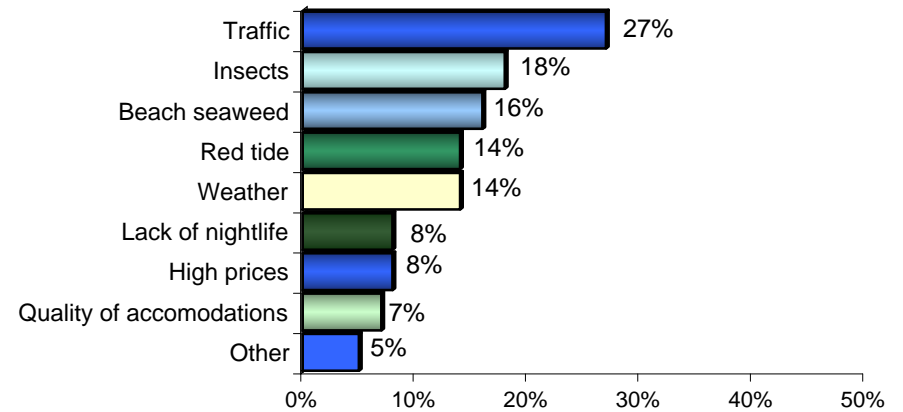
### Lee County Experience and Future Plans

#### Least Liked Features

<b>Total Respondents</b>	<b>203</b>
Traffic	27%
Insects	18%
Beach seaweed	16%
Red tide	14%
Weather	14%
Lack of nightlife	8%
High prices	8%
Quality of accomodations	7%
Other	5%
Nothing/no answer	30%

Question 34: Which features do you like least about this area? (Please mark ALL that apply.)

#### Least Liked Features

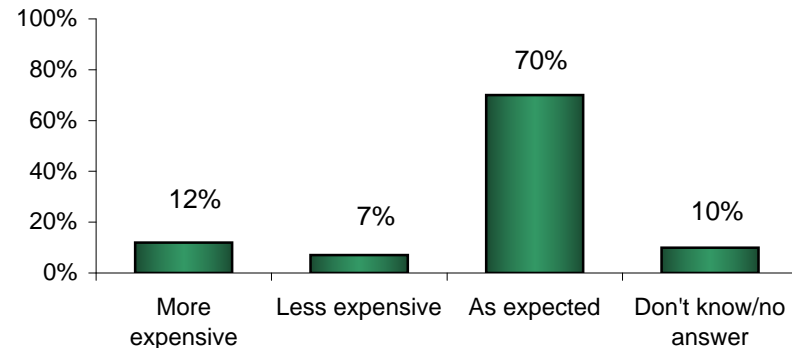


#### Perception of Lee County as Expensive

<b>Total Respondents</b>	<b>203</b>
More expensive	12%
Less expensive	7%
As expected	70%
Don't know/no answer	10%

Question 31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

#### Perception as Expensive



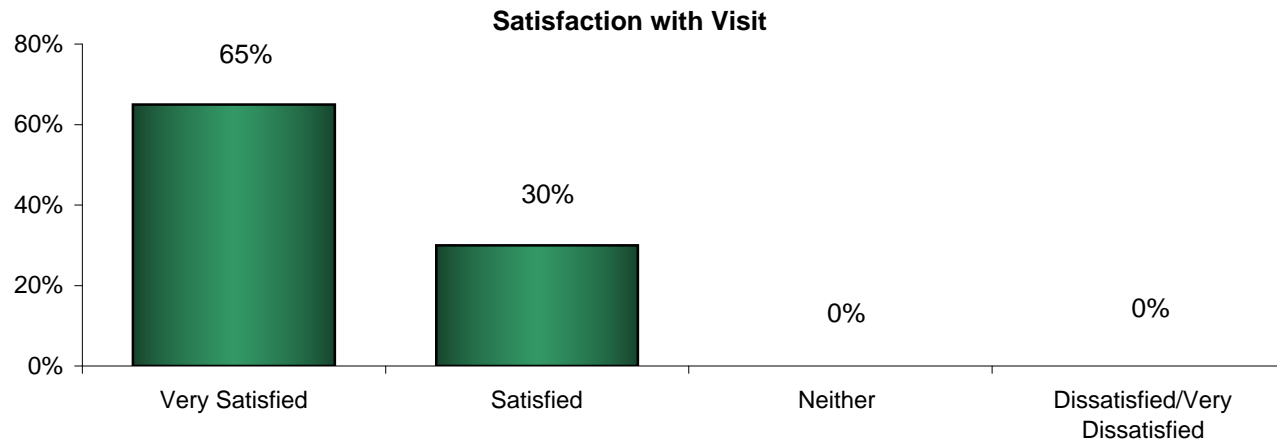


**Visitor Profile Analysis**

**Lee County Experience and Future Plans**

Satisfaction with Visit	
Total Respondents	203
<u>Satisfied</u>	<u>95%</u>
<i>Very Satisfied</i>	65%
<i>Satisfied</i>	30%
Neither	0%
Dissatisfied/Very Dissatisfied	0%
Don't know/no answer	5%

Question 33: How satisfied are you with your stay in Lee County?





**Visitor Profile Analysis**

**Lee County Experience and Future Plans**

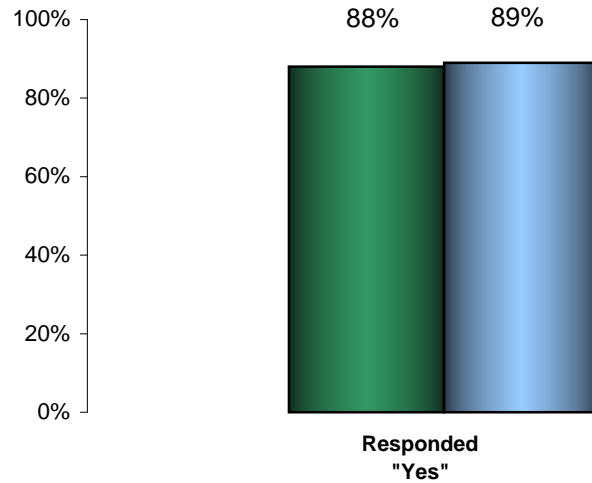
Likelihood to Recommend/Return to Lee County	
Total Respondents	203
Likely to Recommend Lee County	88%
Likely to Return to Lee County	89%
Base: Total Respondents Planning to Return	181
Likely to Return Next Year	62%

Question 32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

Likelihood to Recommend/Return to Lee County

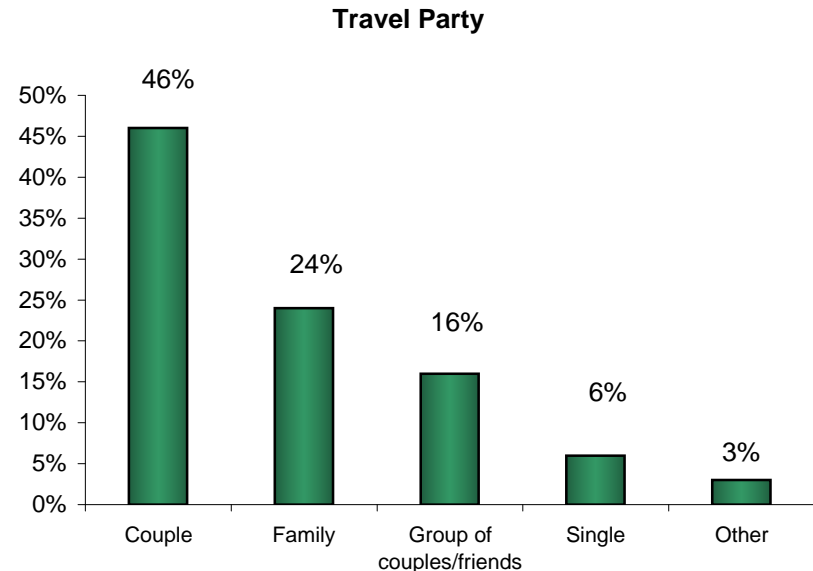




**Visitor Profile Analysis**

**Visitor and Travel Party Demographic Profile**

Travel Party	
Total Respondents	203
Couple	46%
Family	24%
Group of couples/friends	16%
Single	6%
Other	3%
Mean travel party size	3.1
Mean adults in travel party	2.9



Question 22: On this trip, are you traveling:

Question 23: Including yourself, how many people are in your immediate travel party?

Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults

Travel Parties with Children	
Total Respondents	203
Traveling with any Children (net)	<u>16%</u>
Any younger than 6	11%
Any 6 - 11 years old	5%
Any 12 - 17 years old	5%

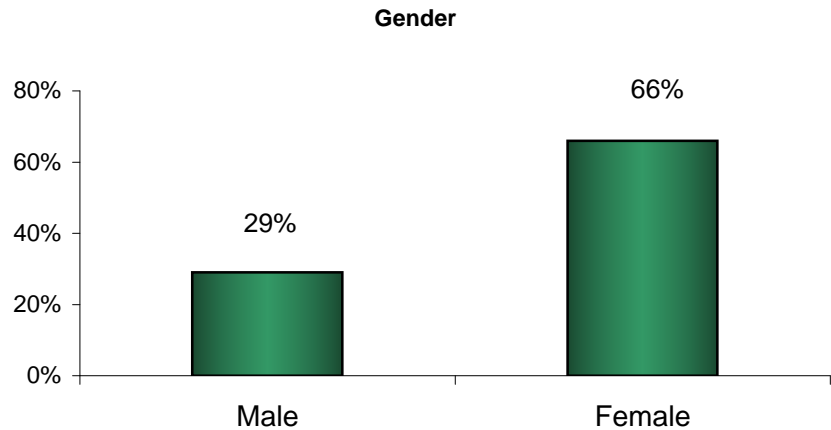
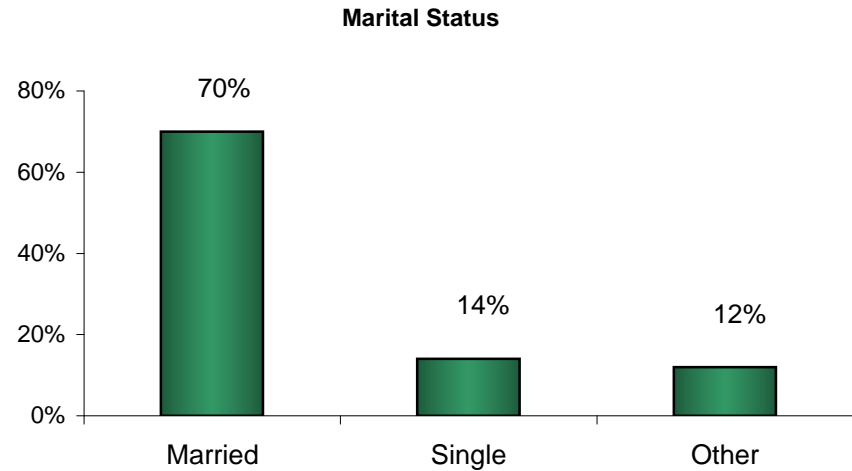
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



## Visitor Profile Analysis November 2007

### Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	203
Vacations per year (mean)	2.9
Short getaways per year (mean)	4.4
Age of respondent (mean)	49.6
Annual household income (mean)	\$97,365
<b>Marital Status</b>	
Married	70%
Single	14%
Other	12%
<b>Gender of Respondent</b>	
Male	29%
Female	66%



Question 37: How many vacations, lasting FIVE (5) NIGHTS AWAY FROM HOME, do you take in an average year?

Question 38: 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?

Question 41: What is your age, please?

Question 43: What is your total annual household income before taxes?

Question 40: Are you: Married/Single/Other

Question 42: Are you: Male/Female

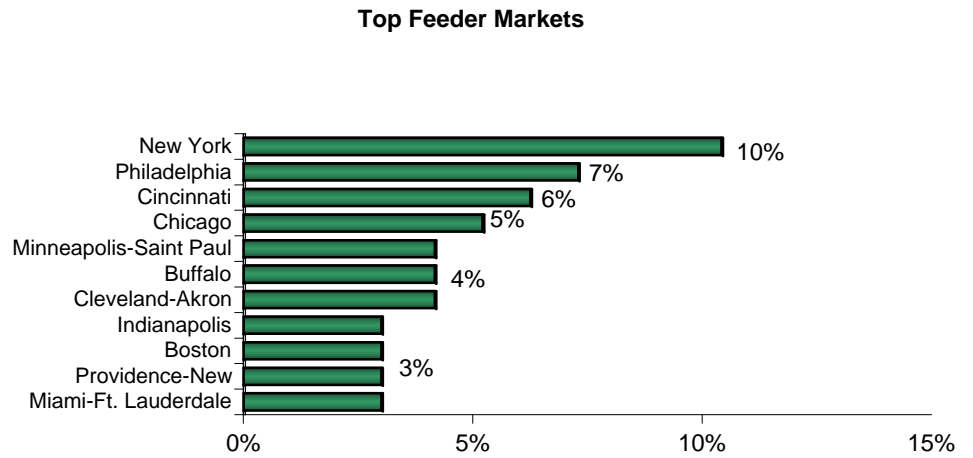
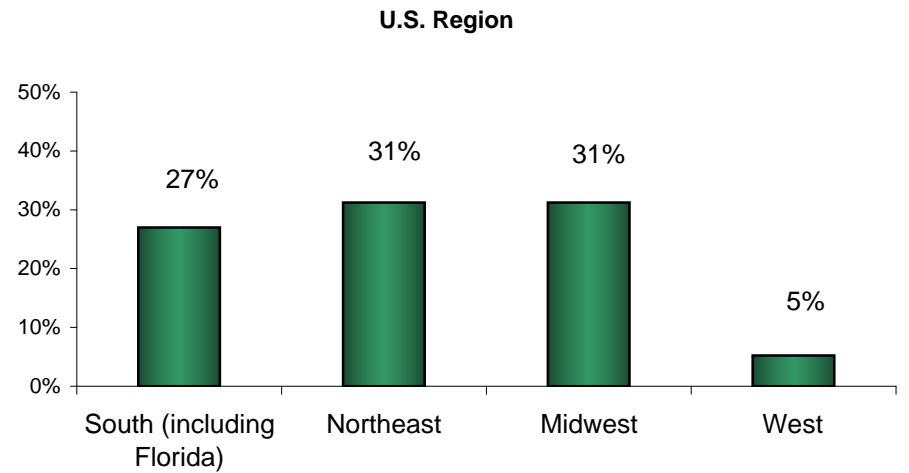




## Visitor Profile Analysis

### Visitor Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	60%	168,239
<u>Friends/Relatives</u>	40%	<u>112,720</u>
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South (including Florida)	27%	31,078
Northeast	31%	35,859
Midwest	31%	35,859
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Top DMAs (Paid Accommodations)		
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Minneapolis-Saint Paul	4%	4,781
Buffalo	4%	4,781
Cleveland-Akron	4%	4,781
Indianapolis	3%	3,586
Boston	3%	3,586
Providence-New Bedford	3%	3,586
Miami-Ft. Lauderdale	3%	3,586
In State Visitors (Paid Accommodations)		
Florida residents	7%	8,367





## Occupancy Data Analysis November 2007 (Revised)

*Property managers representing 147 properties in Lee County were interviewed for the November Occupancy Survey between December 1 and December 15, 2007, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.*



## Occupancy Data Analysis

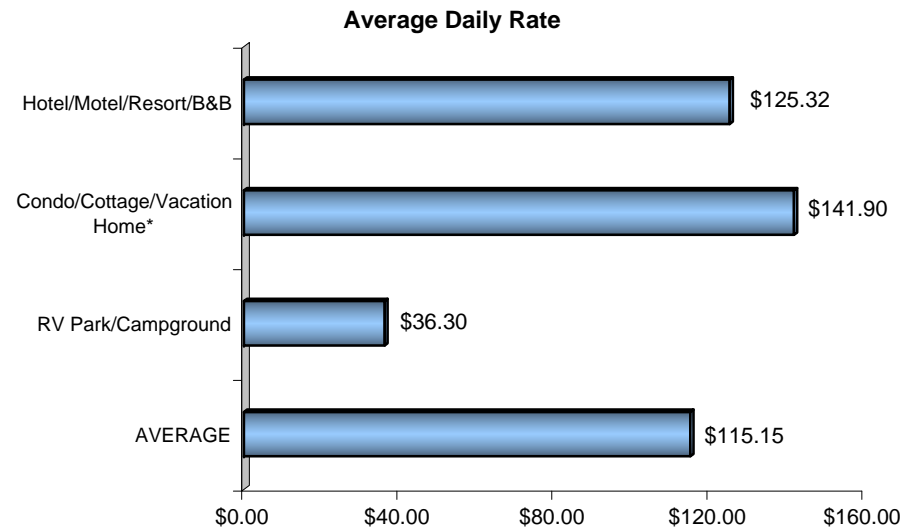
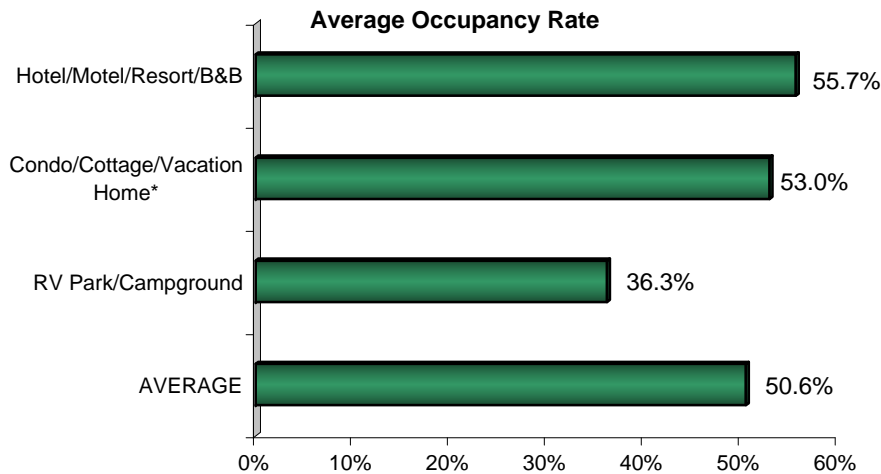
### Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	140	137	137/140
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	55.7%	\$125.32	\$69.83
Condo/Cottage/Vacation Home*	53.0%	\$141.90	\$75.24
RV Park/Campground	36.3%	\$36.30	\$13.16
<b>AVERAGE</b>	<b>50.6%</b>	<b>\$115.15</b>	<b>\$58.23</b>

\* Includes timeshare rental properties.

Question 18: What was your overall average occupancy rate for the month of November?

Question 19: What was your average daily rate (ADR) in November?



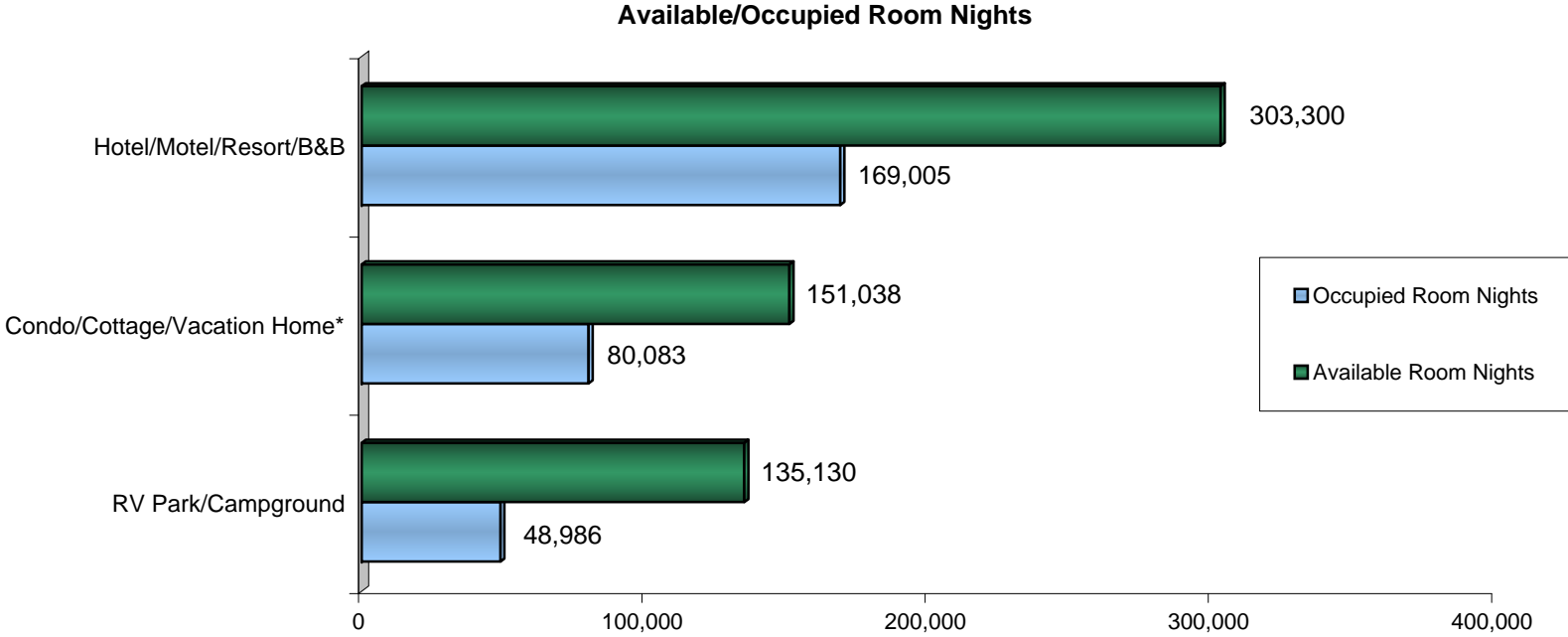


## Occupancy Data Analysis

### Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	169,005	303,300
Condo/Cottage/Vacation Home*	80,083	151,038
RV Park/Campground	48,986	135,130
<b>Total</b>	<b>298,074</b>	<b>589,468</b>

*\* Includes timeshare rental properties.*





**Occupancy Data Analysis**

**Lodging Management Estimates**

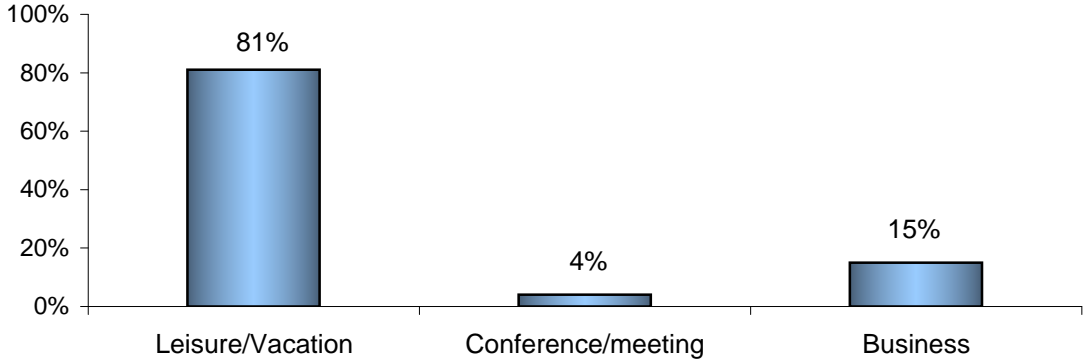
<b>Guest Profile</b>	
Total Property Managers Responding	127
<b>Purpose of Visit</b>	
Leisure/Vacation	81%
Conference/meeting	4%
Business	15%
Total Property Managers Responding	135
Average guests per room	2.4
Total Property Managers Responding	136
Average length of stay in nights	5.8

Question 25: What percent of your November room/site/unit occupancy was generated by:

Question 20: What was your average number of guests per room/site/unit in November?

Question 21: What was the average length of stay (in nights) of your guests in November?

**Purpose of Visit**



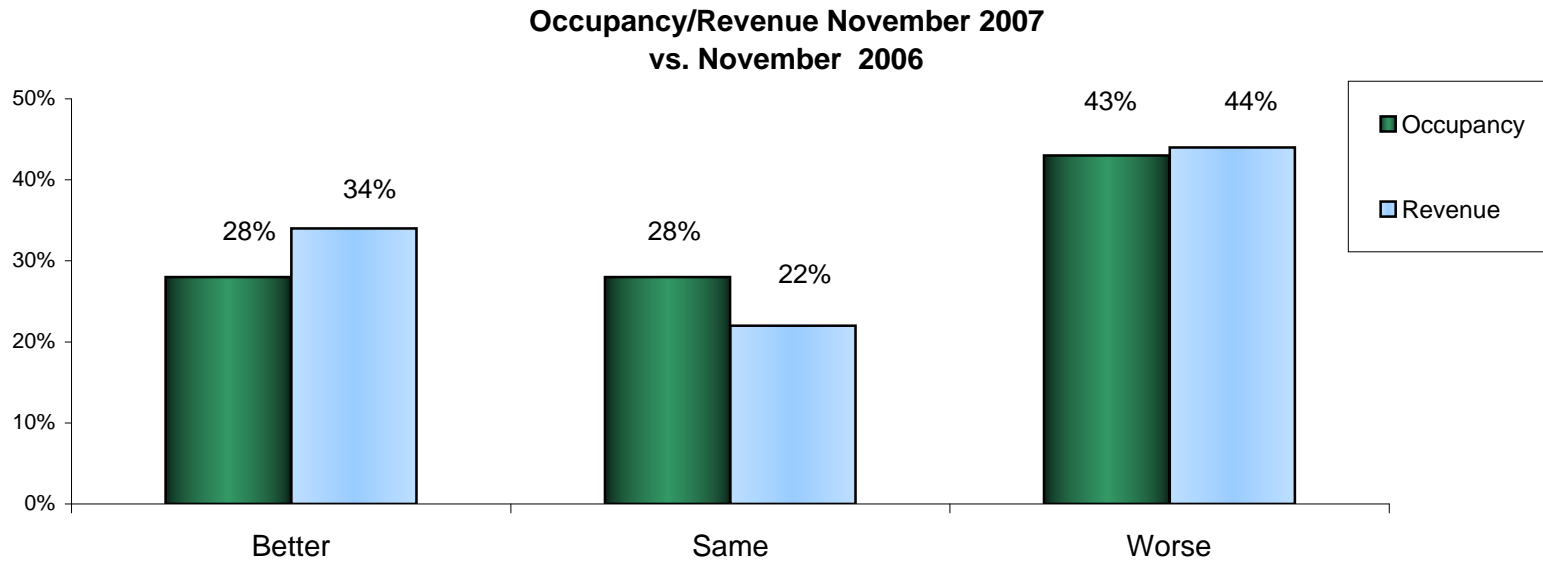


**Occupancy Data Analysis**

**Occupancy Barometer  
 November 2007 vs. November 2006**

	Occupancy	Revenue
Total Property Managers Responding	137	131
Better	28%	34%
Same	28%	22%
Worse	43%	44%

Question 22: Was your November occupancy better, the same, or worse than it was in November 2006? How about your property's November revenue - better, the same, or worse than November 2006?





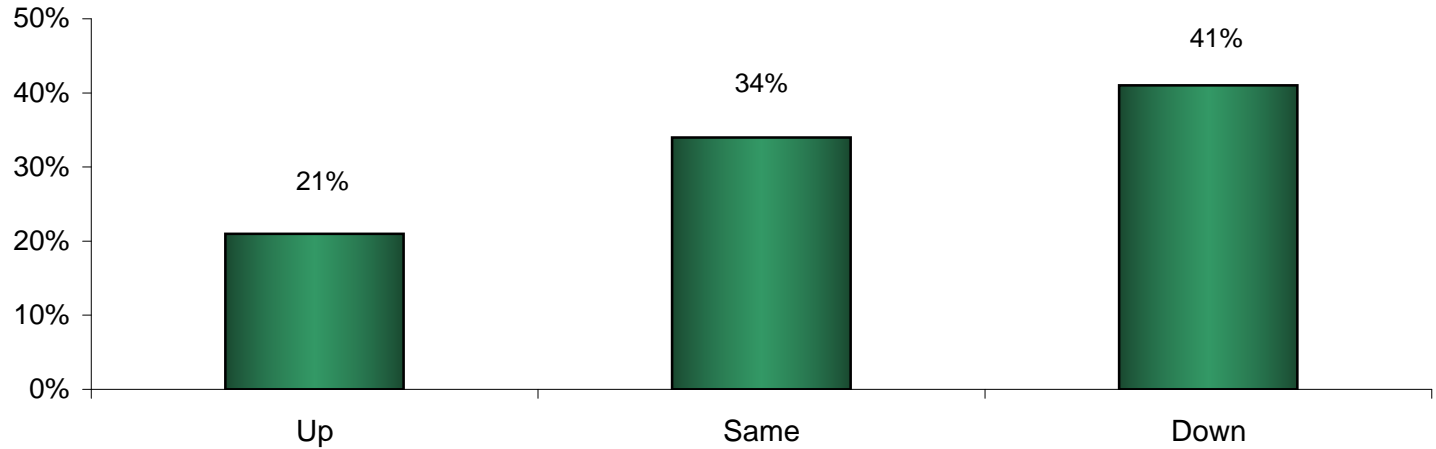
**Occupancy Data Analysis**

**Occupancy Barometer**

<b>Level of Reservations for Next 3 Months Compared to Last Year</b>	
Total Property Managers Responding	137
Up	21%
Same	34%
Down	41%

Question 27: Compared to December 2006, January 2007, and February 2007, is your property's total level of reservations up, the same, or down for December 2007, January 2008, and February 2008?

**Level of Reservations for Next 3 Months Compared to Last Year**



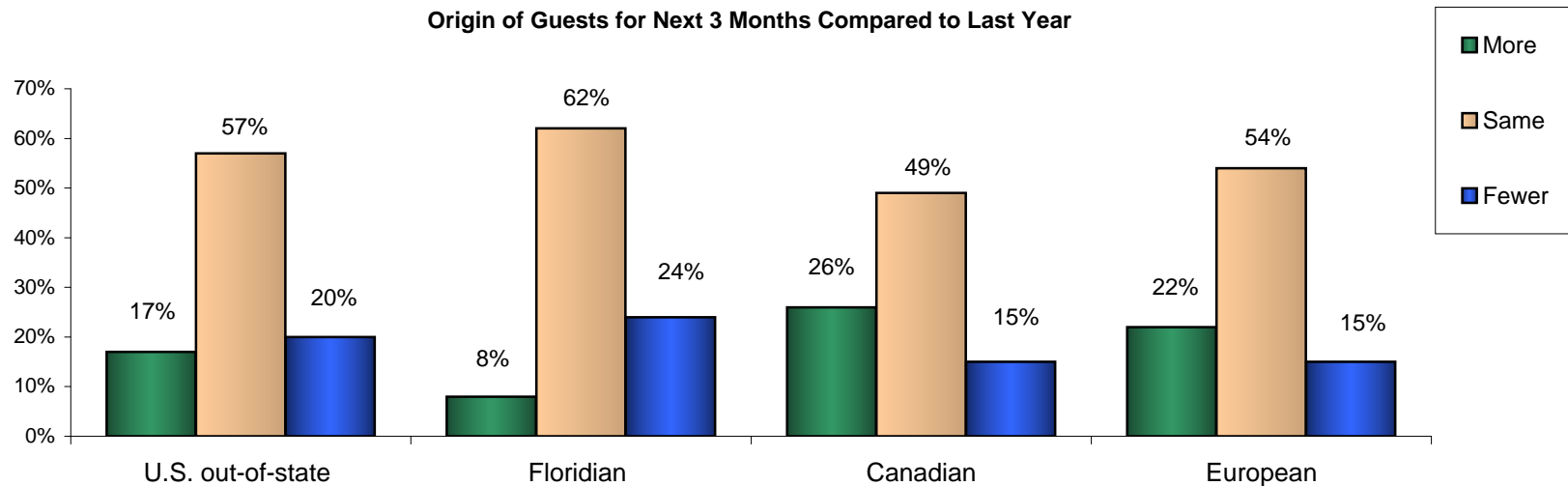


**Occupancy Data Analysis**

**Occupancy Barometer**

Origin of Guests for Next 3 Months Compared to Last Year				
Total Property Managers Responding (124 Minimum)	More	Same	Fewer	N/A
U.S. out-of-state	17%	57%	20%	6%
Floridian	8%	62%	24%	6%
Canadian	26%	49%	15%	10%
European	22%	54%	15%	10%

Question 28: Now thinking about the specific origins of your guests, for December 2007, January 2008, and February 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?





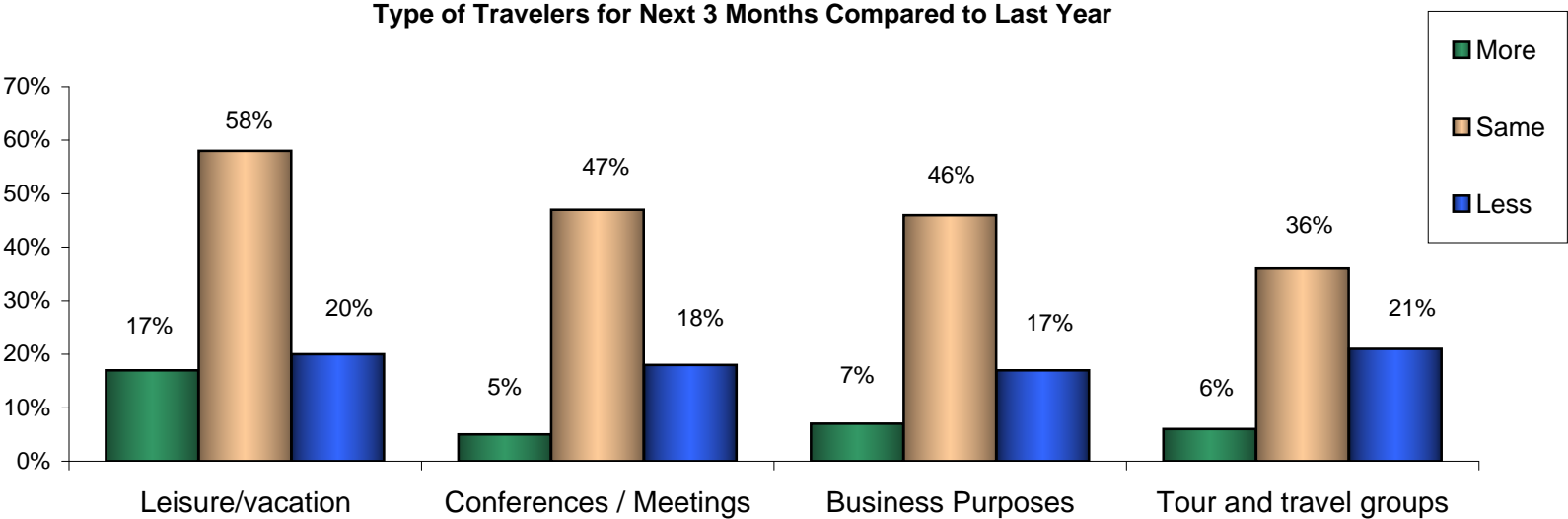


**Occupancy Data Analysis**

**Occupancy Barometer**

Type of Travelers for Next 3 Months Compared to Last Year				
Total Property Managers Responding (109 Minimum)	More	Same	Less	N/A
Leisure/vacation	17%	58%	20%	5%
Conferences / Meetings	5%	47%	18%	30%
Business Purposes	7%	46%	17%	30%
Tour and travel groups	6%	36%	21%	38%

Question 29: Compared to December 2006, January 2007, and February 2007, will the following types of travelers generate more, the same, or less business for your property in December 2007, January 2008, and February 2008?





**Economic Impact Analysis  
November 2007  
(Revised)**



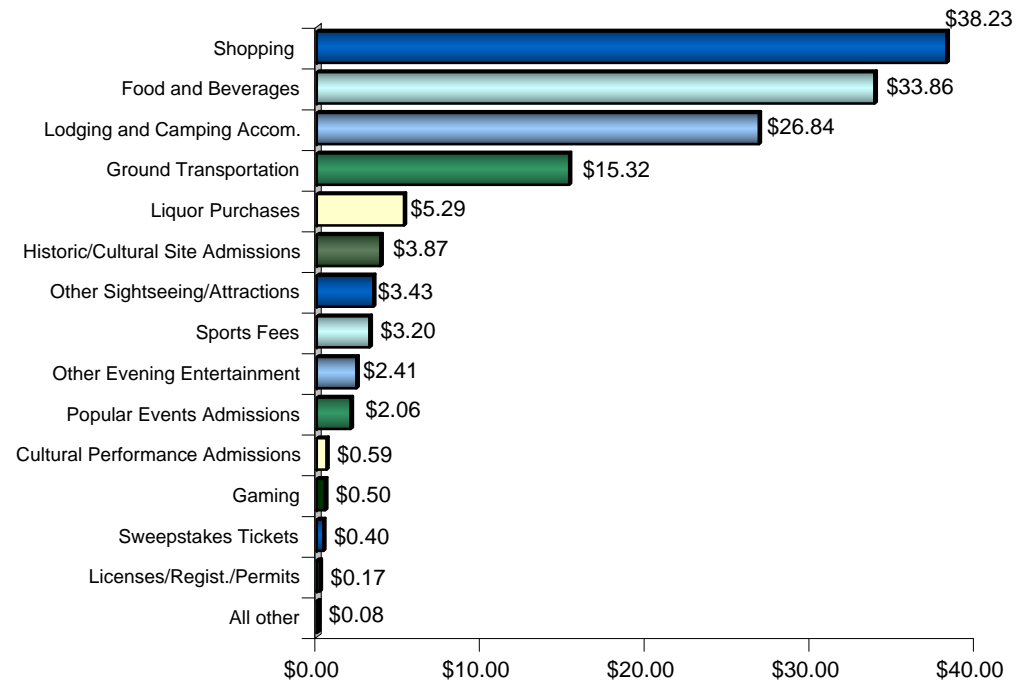
**Economic Impact Analysis**

**Average Expenditures**

Average Expenditures per Person per Day	
<b>TOTAL</b>	<b>\$136.26</b>
Shopping	\$38.23
Food and Beverages	\$33.86
Lodging and Camping Accom.	\$26.84
Ground Transportation	\$15.32
Liquor Purchases	\$5.29
Historic/Cultural Site Admissions	\$3.87
Other Sightseeing/Attractions	\$3.43
Sports Fees	\$3.20
Other Evening Entertainment	\$2.41
Popular Events Admissions	\$2.06
Cultural Performance Admissions	\$0.59
Gaming	\$0.50
Sweepstakes Tickets	\$0.40
Licenses/Regist./Permits	\$0.17
All other	\$0.08

\* Per expenditure model

**Expenditures per Person per Day**





**Economic Impact Analysis**

**Total Visitor Expenditures by Spending Category**

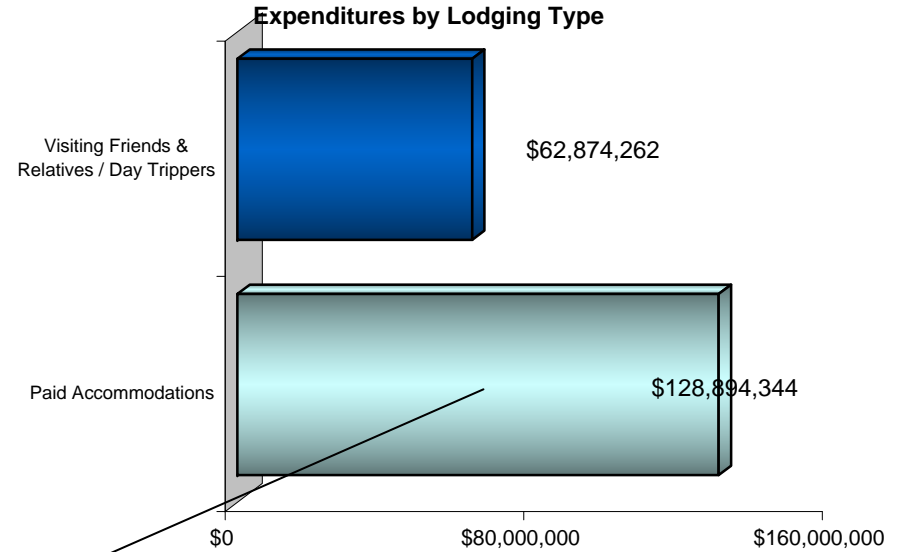
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-PAYING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$191,768,606</u>	<u>\$128,894,344</u>	<u>100%</u>	<u>\$62,874,262</u>	<u>100%</u>	<u>\$116,817,297</u>
Shopping	\$56,208,228	\$32,876,863	26%	\$23,331,365	37%	\$29,516,176
Food and Beverages	\$48,040,053	\$29,549,801	23%	\$18,490,252	29%	\$26,315,505
Lodging Accomodations	\$34,322,389	\$34,322,389	27%	\$0	0%	\$31,886,738
Ground Transportation	\$21,010,371	\$13,705,569	11%	\$7,304,802	12%	\$12,310,705
Liquor Purchases	\$7,495,947	\$4,143,335	3%	\$3,352,612	5%	\$3,587,022
Historic/Cultural Site Admissions	\$5,925,728	\$3,311,699	3%	\$2,614,029	4%	\$3,104,031
Other Sightseeing/Attractions	\$4,902,308	\$3,179,707	2%	\$1,722,601	3%	\$3,073,037
Sport Fees	\$4,416,948	\$3,100,286	2%	\$1,316,662	2%	\$2,805,787
Other Evening Entertainment	\$3,787,163	\$2,147,431	2%	\$1,639,732	3%	\$1,855,453
Popular Events Admissions	\$2,819,601	\$1,393,700	1%	\$1,425,901	2%	\$1,282,184
All Other	\$2,839,870	\$1,163,564	1%	\$1,676,306	3%	\$1,080,659



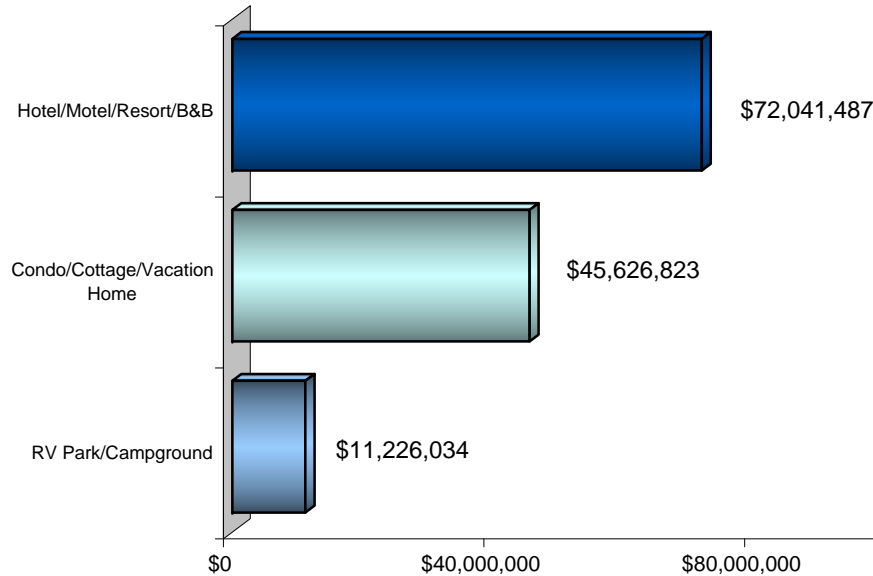
## Economic Impact Analysis

### Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
<b>TOTAL</b>	<b>\$191,768,606</b>	<b>100%</b>
Visiting Friends & Relatives / Day Trippers	\$62,874,262	33%
<b>Paid Accommodations</b>	<b>\$128,894,344</b>	<b>67%</b>
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$72,041,487</i>	<i>38%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$45,626,823</i>	<i>24%</i>
<i>RV Park/Campground</i>	<i>\$11,226,034</i>	<i>6%</i>



**Paid Accommodations Expenditures by Lodging Type**





**Appendix  
November 2007  
(Revised)**



## Interviewing Statistics

<b>Visitor Profile Interviewing Statistics</b>			
<b>City</b>	<b>Event/Location</b>	<b>Interviewing Dates</b>	<b>Number of Interviews*</b>
Ft. Myers	Edison Home	11/1/2007	28
Ft. Myers Beach	Ft. Myers Beach	11/5/2007	25
Ft. Myers	Best Western	11/8/2007	27
Sanibel	Casa Ybel Resort	11/13/2007	5
Sanibel	Pointe Santo de Sanibel	11/13/2007	10
Sanibel	Sanibel Beach	11/13/2007	17
Sanibel	Song of the Sea	11/16/2007	3
Sanibel	Sanibel Inn	11/16/2007	5
Sanibel	Beach	11/16/2007	16
Ft Myers Beach	Bel Air Beach Club	11/19/2007	2
Ft Myers Beach	Pink Shell	11/19/2007	6
Ft Myers Beach	Beach	11/19/2007	24
Bonita Springs	Bonita Beach	11/24/2007	<u>35</u>
			<b>203</b>

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



## Interviewing Statistics

### Occupancy Interviewing Statistics

Interviews were conducted from December 1 - December 15, 2007. Information was provided by 147 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	91
Condo/Cottage/Vacation Home	35
RV Park/Campground	14
Other (Trailer Park, Timeshare, Marina)	<u>7</u>
<b>Total</b>	<b>147</b>