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

September 2010 Visitor Profile and Occupancy Analysis
November 12, 2010

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

providing direction in travel & tourism

Executive Summary
September 2010

Throughout this report, statistically significant differences between percentages for 2009 and 2010 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted just over 143,000 visitors staying in paid accommodations during the month of September 2010, and nearly 99,000 staying with friends or relatives while visiting the County, for a total of 242,100 visitors.

- Total visitation in September 2010 was down slightly from September 2009 (-3.1%), driven by the decrease in those staying with friends and relatives (-6.7%). Visitation among those staying in paid accommodations was on par year-over year (-0.5%), lessening the overall decline. For calendar year-to-date 2010, estimated paid accommodations visitation was 4.1% higher than the same period the prior year while total visitation was relatively flat.

- More than three-fourths of September 2010 visitors staying in paid accommodations were U.S. residents (78%), a comparable proportion to September 2009 (71%). The prevalence of September visitors from the UK doubled year-over-year (10% vs. 5% September 2009). However, Lee County had a lower share of visitors from Germany (6% vs. 13% September 2009).

- Half of U.S. visitors staying in paid accommodations during September 2010 came from the South (49%), with more than one-third of those residing in Florida (37%). Additionally, one-quarter of September 2010 visitors came from the Midwest (28%), 20% from the Northeast, and 2% from the West. The Miami-Fort Lauderdale DMA drew the largest share of domestic visitors staying in paid accommodations (16%) followed by the Tampa and Orlando DMAs (7% each).

Visitor Expenditures

- The average per person per day expenditure was $108.02 in September 2010 – a 7.7% increase from September 2009 ($100.27). The September average expenditure was about the same as that in August 2010 ($106.97).

- Total visitor expenditures for September 2010 are estimated at $98 million, a 2.2% drop from $100 million in September 2009. Expenditures among those staying in paid accommodations increased 9.6% from September 2009 to September 2010. However, September 2010 expenditures among those staying with friends and relatives decreased compared to September 2009 (-6.7%). For calendar year-to-date 2010, total expenditures were down 7.2% due to a decline in spending among both paid and unpaid accommodations visitors (-3.5% and -12.0% respectively).

Total September Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	58%	59%	144,042	143,386	-0.5%
Friends/Relatives	42%	41%	105,765	98,714	-6.7%
Total Visitation			*249,807*	*242,100*	*-3.1%*
September Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	71%	78%	102,072	111,757	9.5%
UK	5%	10%	7,440	14,760	98.4%
Germany	13%	6%	18,813	8,434	-55.2%
Canada	1%	2%	1,949	2,109	8.2%
Scandinavia	1%	1%	1,986	1,054	-46.9%
Latin America	--	1%	--	1,054	--
Switzerland	3%	2%	4,031	2,109	-47.7%
Austria	--	1%	--	1,054	--
BeNeLux	2%	--	3,312	--	--
France	2%	--	2,208	--	--
Ireland	1%	--	1,104	--	--
Other	1%	1%	1,007	1,054	4.7%
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	31%	37%	31,329	41,118	31.2%
South (including Florida)	45%	49%	45,478	54,824	20.6%
Midwest	34%	28%	34,361	31,629	-8.0%
Northeast	15%	20%	15,159	22,140	46.1%
West	4%	2%	4,042	2,109	-47.8%
No Answer	3%	1%	3,032	1,054	-65.2%

2010 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	16%	17,969
Tampa-Saint Petersburg (Sarasota)	7%	8,292
Orlando-Daytona Beach-Melbourne	7%	7,211
New York	6%	6,096
Atlanta	5%	5,212
Chicago	4%	4,294
Pittsburgh	4%	4,265
Indianapolis	3%	3,160
Hartford-New Haven	3%	3,095
Philadelphia	3%	3,095

Trip Planning

- Similar to last month, September 2010 visitors were more likely to plan a last-minute Lee County trip than were September 2009 visitors. One in four (27%) September 2010 visitors said they *chose Lee County* for their trip less than two months beforehand versus 17% among September 2009 visitors. Likewise, 38% of September 2010 visitors *made lodging reservations* within two months of their trip – a significant increase from September 2009 visitors (22%)

- When deciding to visit Lee County, September 2010 visitors were more likely than September 2009 visitors to say the following attributes influenced their selection:

  - *White sandy beaches* (83 vs. 74%)
  - *Reasonably priced lodging* (71% vs. 60%)
  - *Upscale accommodations* (67% vs. 51%)
  - *Affordable dining* (62% vs. 51%)

Visitor Profile

- The incidence of first-time visitors to Lee County was lower this September than last. More than three-quarters (78%) of September 2010 visitors said they had been to Lee County before versus two-thirds in September 2009 (67%).

- Among the September 2010 visitors interviewed, slightly fewer than half said they were staying in a hotel/motel (45%), and about the same number said they were staying in a condo/vacation home (44%). One visitor in ten said they were staying at the home of friend or family member (8%). Nearly two-thirds felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (61%), a marked improvement from September 2009 visitor expectations (50%).

- The top activities enjoyed while in Lee County during September 2010 were *beaches*, *relaxing*, *dining out,* and *swimming*. Visitor satisfaction remains extremely high, with 95% of September 2010 visitors reporting being *very satisfied* (72%) or *satisfied* (23%) with their visit. The vast majority indicated they were likely to return to Lee County (93%), and three-quarters (74%) of them are likely to return next year – a notable increase when compared with September 2009 (56%).

- The least liked feature about the Lee County area among September 2010 visitors was *insects* (13%) but mentions were far less prevalent than in September 2009 (37%). Visitors' concern about *beach seaweed* (8%) was also less common during September 2010 than the prior year (21%). Nearly half (48%) of September 2010 visitors said there was nothing they disliked about the area.

- In general, the demographic characteristics of visitors and their travel parties did not differ substantially between September 2009 and September 2010. The majority of September 2010 visitors were married (75%), with an average household income of approximately $91,000. However, September 2010 visitors were less likely to be traveling with children (14% vs. 24% September 2009).

Lodging Property Manager Assessments

- The number of total *available* room nights in Lee County was lower in September 2010 than in September 2009 while the number of *occupied* room nights increased slightly (+1.4%). For hotel/motel/resort properties *available* room nights increased 3.6% but *occupied* room nights only increased 1.7%. In contrast, condos/vacation homes saw a loss in *available* room nights (-4.7%) and a substantial gain in *occupied* room nights (+40.5%). RV parks/campgrounds posted substantial declines in both *available* and *occupied* room nights.

	Occupied Room Nights			Available Room Nights		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**
Hotel/Motel/Resort/B&B	129,927	132,107	1.7%	338,439	350,640	3.6%
Condo/Cottage/Vacation Home	31,568	44,352	40.5%	153,630	146,370	-4.7%
RV Park/Campground	40,647	28,523	-29.8%	138,900	118,840	-14.4%
Total	**202,142**	**204,982**	**1.4%**	**630,969**	**615,850**	**-2.4%**

- Accordingly, September 2010 saw an overall increase in average occupancy rates (+3.9%). The gain in average occupancy rates was fueled by the substantial increase observed for the condo/vacation home properties (+47.4%).

- Overall average daily rates increased, rising from $87.11 in September 2009 to $96.25 in September 2010 (+10.5%). ADR increases were present in hotel/motel properties (+6.6%) and RV parks/campgrounds (+3.1%), while condos/vacation homes had a slight decrease in ADR over last year (-1.8%).

- The increase in overall occupancy rates and ADR lead to an improvement in RevPAR. This was stimulated by RevPAR increases for both hotel/motel properties (+4.6%) and more considerably for condos/vacation homes (+44.8%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**	**2009**	**2010**	**% Change**
Property Managers Responding	138	134		142	135		138/142	134/135	
Hotel/Motel/Resort/B&B	38.4%	37.7%	-1.8%	$91.17	$97.19	6.6%	$35.00	$36.62	4.6%
Condo/Cottage/Vacation Home	20.6%	30.3%	47.4%	$131.25	$128.92	-1.8%	$26.97	$39.06	44.8%
RV Park/Campground	29.3%	24.0%	-18.0%	$39.84	$41.07	3.1%	$11.66	$9.86	-15.4%
AVERAGE	32.0%	33.3%	3.9%	$87.11	$96.25	10.5%	$27.91	$32.04	14.8%

- Property managers in September 2010 were more skeptical than they had been in September 2009 when comparing the current month's *occupancy* and *revenue* to the same month in the prior year. Only one-quarter reported their *occupancy* was better than the prior September (25% September 2010 vs. 37% September 2009). Similarly, one-fifth reported their *revenue* was better than the prior September (19% September 2010 vs. 32% September 2009).

- A gloomy outlook for the near future persists based on property managers' projections for business in the next three months (October through December). Slightly more than half (54%) of property managers said their reservations for the next three months were *down* while only 44% reported better or same – comparable to projections made in September 2009.

Property managers were also queried about the impact of the oil spill on their business in terms of cancellations and inquiries.

- Four in ten property managers (42%) don't know how many September room nights were cancelled as a result of the oil spill. Half (49%) said that no room nights were cancelled as a result of the oil spill and 9% said one or more room nights were cancelled – resulting in an average of 4.6 room nights cancelled for September.

- Looking ahead, there was greater uncertainty in terms of the impact of the oil spill on the number of room nights that have been cancelled for the next three months (October, November and December). Nearly half did not provide an estimate (46% responded "don't know"). Among those who did, the estimated number of room nights that have been cancelled due to the oil spill for this time period is 5.2 on average.

- Half (53%) of property managers said they had some/many fewer inquiries during September 2010 than they had at the same time last year, with three-fourths attributing the decline in inquiries to the economic downturn and only 18% citing the BP oil spill as a factor.

September 2010 Lee County Snapshot

Total September Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	58%	59%	144,042	143,386
Friends/Relatives	42%	41%	105,765	98,714
Total Visitation			*249,807*	*242,100*
September Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	31%	37%	31,329	41,118
United States	71%	78%	102,072	111,757
UK	5%	10%	7,440	14,760
Germany	13%	6%	18,813	8,434
Canada	1%	2%	1,949	2,109
Scandinavia	1%	1%	1,986	1,054
Latin America	--	1%	--	1,054
Switzerland	3%	2%	4,031	2,109
Austria	--	1%	--	1,054
BeNeLux	2%	--	3,312	--
France	2%	--	2,208	--
Ireland	1%	--	1,104	--
Other	1%	1%	1,007	1,054

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$100,102,794	$97,916,407	-2.2%
Paid Accommodations	$61,103,839	$66,962,544	9.6%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$100.27	$108.02	7.7%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	30%	22%
Repeat	67%	78%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	138	134		142	135		138/142	134/135	
Hotel/Motel/Resort/B&B	38.4%	37.7%	-1.8%	$91.17	$97.19	6.6%	$35.00	$36.62	4.6%
Condo/Cottage/Vacation Home	20.6%	30.3%	47.4%	$131.25	$128.92	-1.8%	$26.97	$39.06	44.8%
RV Park/Campground	29.3%	24.0%	-18.0%	$39.84	$41.07	3.1%	$11.66	$9.86	-15.4%
AVERAGE	32.0%	33.3%	3.9%	$87.11	$96.25	10.5%	$27.91	$32.04	14.8%

the beaches of FORT MYERS SANIBEL

Calendar YTD 2010 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	47%	48%	1,727,840	1,798,489
Friends/Relatives	53%	52%	1,979,243	1,953,521
Total Visitation			*3,707,083*	*3,752,010*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	13%	15%	181,223	215,985
United States	80%	81%	1,379,229	1,449,590
Germany	6%	5%	102,370	92,763
UK	3%	5%	58,102	83,071
Canada	5%	5%	83,003	81,687
BeNeLux	2%	2%	33,201	30,459
Scandinavia	1%	1%	17,984	16,614
France	1%	1%	19,367	9,692
Switzerland	1%	1%	15,217	9,692
Austria	<1%	1%	4,150	8,307
Ireland	1%	<1%	8,300	6,923
Latin America	--	<1%	--	2,769
Other	<1%	<1%	6,917	6,923

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$2,104,383,384	$1,953,855,272	-7.2%
Paid Accommodations	$1,201,438,609	$1,159,496,214	-3.5%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$119.17	$118.00	-1.0%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	28%	25%
Repeat	70%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding									
Hotel/Motel/Resort/B&B	55.0%	53.9%	-1.9%	$131.28	$132.79	1.2%	$72.17	$71.63	-0.7%
Condo/Cottage/Vacation Home	56.6%	55.3%	-2.2%	$171.38	$176.18	2.8%	$96.93	$97.42	0.5%
RV Park/Campground	51.7%	51.2%	-1.0%	$45.45	$46.16	1.6%	$23.50	$23.62	0.5%
AVERAGE	54.6%	53.7%	-1.7%	$122.71	$125.89	2.6%	$67.01	$67.58	0.8%

dpa providing direction in travel & tourism

Visitor Profile Analysis
September 2010

A total of 196 *interviews were conducted with visitors in Lee County during the month of September 2010. 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 205 *interviews were conducted with visitors in Lee County during the month of September 2009. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.*

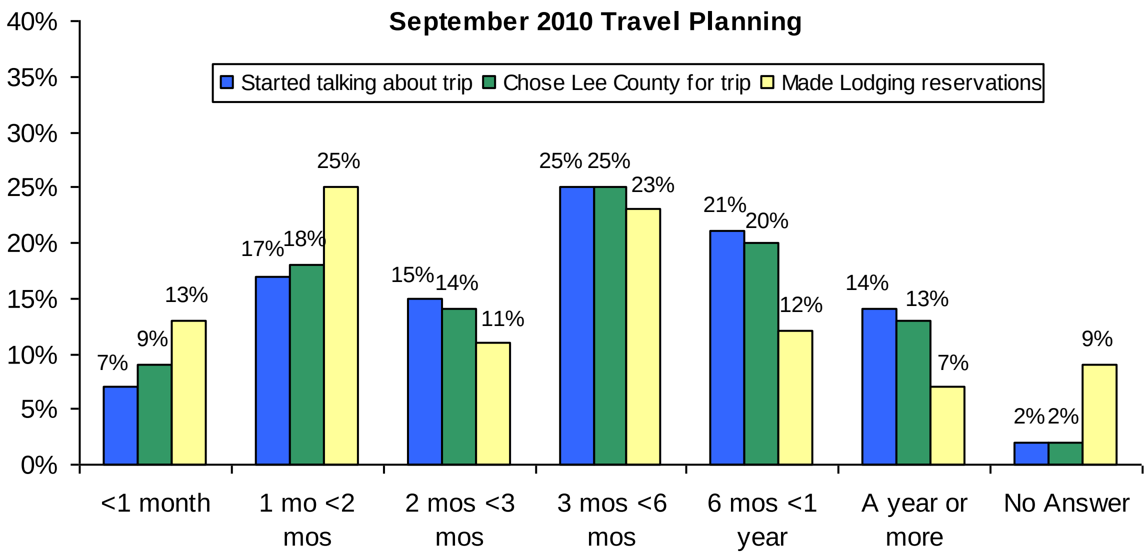
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

the beaches of FORT MYERS SANIBEL

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2009	2010	2009	2010	2009	2010
Total Respondents	205	196	205	196	205	196
<1 month	9%	7%	8%	9%	10%	13%
1 mo - < 2 mos	9%	<17%>	9%	<18%>	12%	<25%>
2 mos - < 3 mos	12%	15%	13%	14%	<18%>	11%
3 mos - < 6 mos	29%	25%	31%	25%	27%	23%
6 mos - <1 year	28%	21%	24%	20%	17%	12%
A year or more	10%	14%	10%	13%	4%	7%
No answer	2%	2%	5%	2%	11%	9%

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?



dpa providing direction in travel & tourism

Travel Planning

Reserved Accommodations		
	September	
	2009	2010
Total Respondents Staying in Paid Accommodations	143	136
Before leaving home	86%	92%
After arriving in Florida	8%	5%
On the road, but not in Florida	-	1%
No Answer	6%	2%

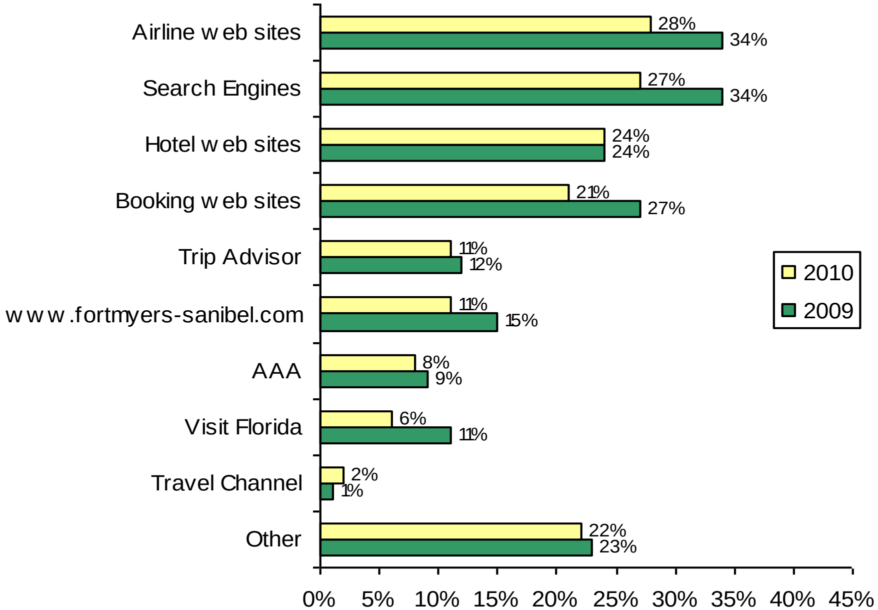
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by September Travelers		
	2009	**2010**
Total Respondents with computer access	**189**	**182**
Visited web sites (net)	83%	77%
Airline web sites	34%	28%
Search Engines	34%	27%
Hotel web sites	24%	24%
Booking web sites	27%	21%
Trip Advisor	12%	11%
www.fortmyers-sanibel.com	15%	11%
AAA	9%	8%
Visit Florida	11%	6%
Travel Channel	1%	2%
Other	23%	22%
Did not visit web sites	14%	21%
No Answer	3%	2%

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

Travel Web Sites Visited



Base: Respondents with Computer Access

Travel Planning

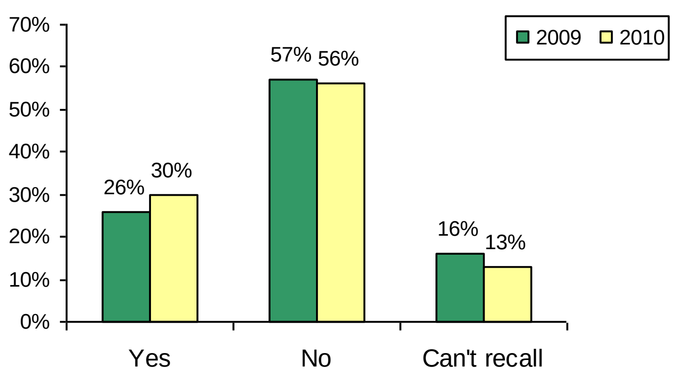
September Travelers Requesting Information		
	2009	**2010**
Total Respondents	205	196
Requested information (net)	32%	40%
Hotel Web Site	14%	17%
Call hotel	5%	7%
VCB Web Site	7%	6%
Visitor Guide	5%	5%
Call local Chamber of Commerce	1%	-
Other	12%	15%
Did not request information	58%	51%
No Answer	10%	10%

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

Travel Agent Assistance		
	2009	**2010**
Total Respondents	205	196
Yes	7%	5%
No	91%	94%

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

Recall of Promotions



Recall of Lee County Promotions		
	2009	**2010**
Total Respondents	205	196
Yes	26%	30%
No	57%	56%
Can't recall	16%	13%

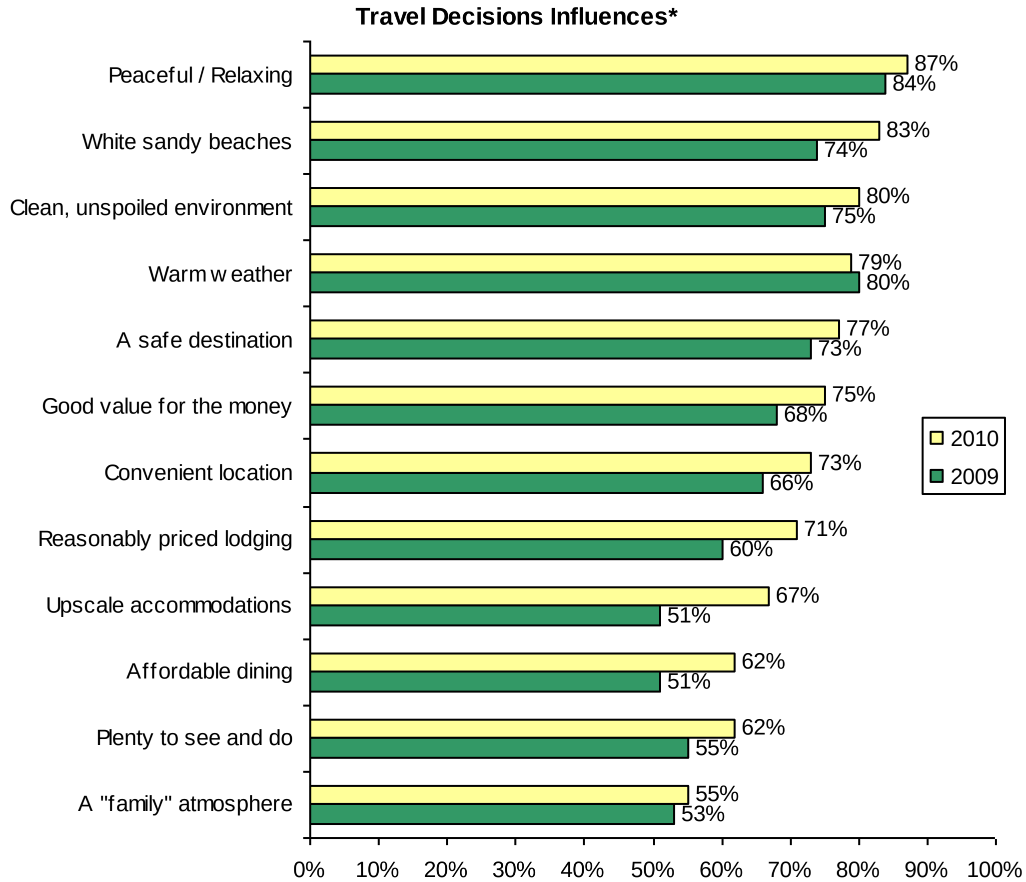
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

September Travel Decision Influences*		
	2009	**2010**
Total Respondents	205	196
Peaceful / Relaxing	84%	87%
White sandy beaches	74%	<83%>
Clean, unspoiled environment	75%	80%
Warm weather	80%	79%
A safe destination	73%	77%
Good value for the money	68%	75%
Convenient location	66%	73%
Reasonably priced lodging	60%	<71%>
Upscale accommodations	51%	<67%>
Affordable dining	51%	<62%>
Plenty to see and do	55%	62%
A "family" atmosphere	53%	55%

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?

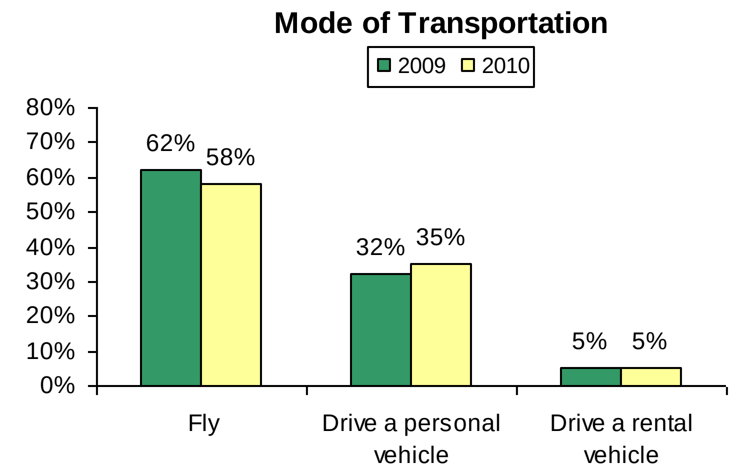
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

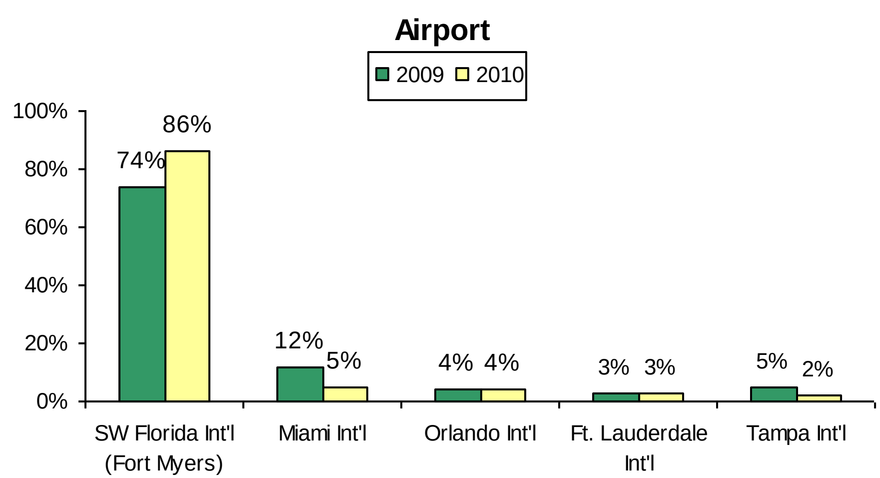
Mode of Transportation		
	2009	2010
Total Respondents	205	196
Fly	62%	58%
Drive a personal vehicle	32%	35%
Drive a rental vehicle	5%	5%
Drive an RV	-	2%
Travel by bus	-	1%
Other/No Answer (net)	1%	<1%

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



Airport		
	2009	2010
Total respondents who arrived by air	127	113
SW Florida Int'l (Fort Myers)	74%	<86%>
Miami Int'l	12%	5%
Orlando Int'l	4%	4%
Ft. Lauderdale Int'l	3%	3%
Tampa Int'l	5%	2%
West Palm Beach Int'l	-	-
Sarasota / Bradenton	-	-
Other/No Answer (net)	2%	1%

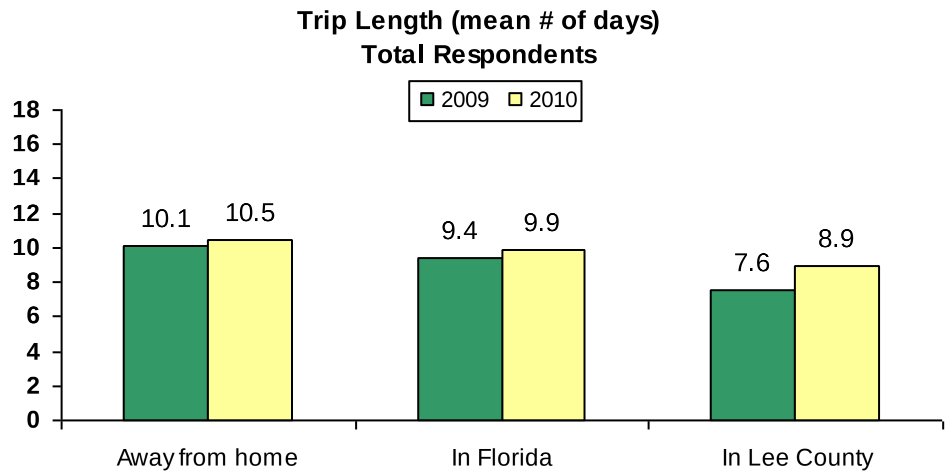
Q2: At which Florida airport did you land?



Trip Profile

September Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	205	196	
Away from home	10.1	10.5	4.0%
In Florida	9.4	9.9	5.3%
In Lee County	7.6	8.9	17.1%

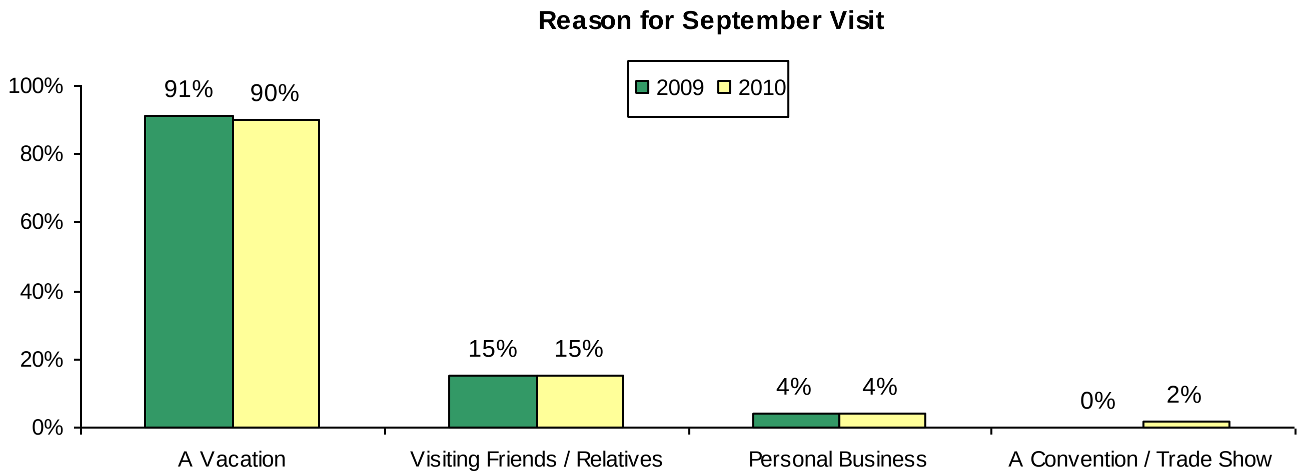
Q7: On this trip, how many days will you be:



Trip Profile

Reason for September Visit		
	2009	**2010**
Total Respondents	205	196
A Vacation	91%	90%
Visiting Friends / Relatives	15%	15%
Personal Business	4%	4%
A Convention / Trade Show	-	2%
Sporting Event(s)	<1%	1%
A Conference / Meeting	1%	1%
Other Business Trip	1%	1%
Other/No Answer	5%	3%

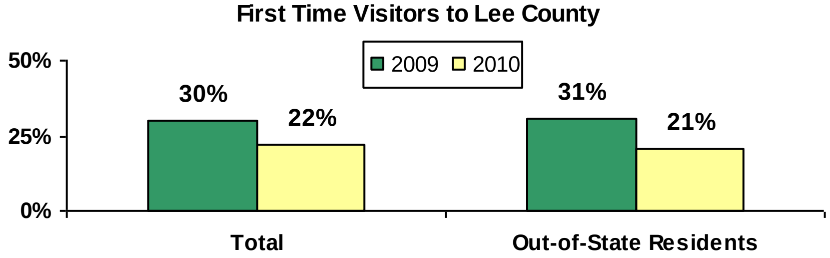
Q15: Did you come to our area for…(Please mark all that apply.)

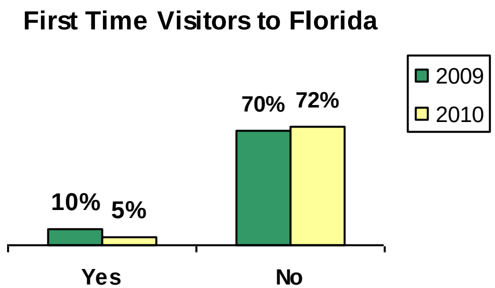


Trip Profile

First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	**2010**	**2009**	**2010**	**2009**	**2010**	**2009**	**2010**
Total Respondents	205	196	37*	44*	106	107	51*	40*
Yes	30%	22%	8%	19%	31%	21%	43%	31%
No	67%	<78%>	83%	81%	68%	78%	55%	69%
No Answer	4%	1%	9%	-	2%	1%	2%	-

Q20: Is this your first visit to Lee County?
**Note: Small sample size. (N<70) Please interpret results with caution.*





First Time Visitors to Florida		
	2009	**2010**
Total Respondents	205	196
Yes	10%	5%
No	70%	72%
No answer	2%	1%
*FL Residents**	*18%*	*22%*

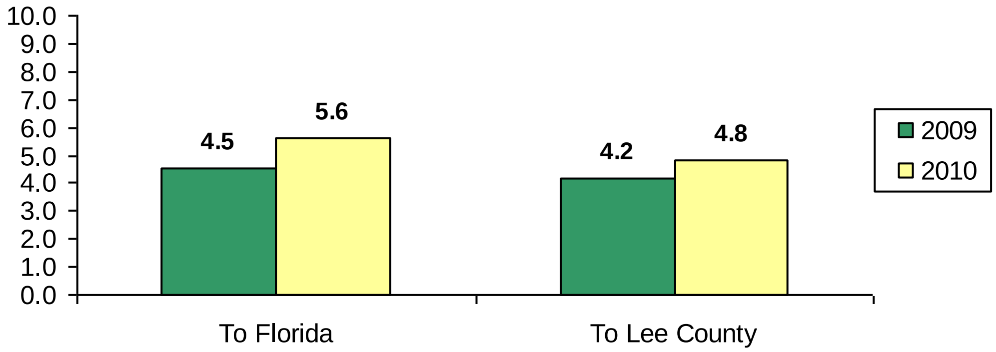
Q18: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*

Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2009	2010	2009	2010
Base: Repeat Visitors	144 (FL res. Excl.)	141 (FL res. Excl.)	137	152
Number of visits	4.5	5.6	4.2	4.8

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?

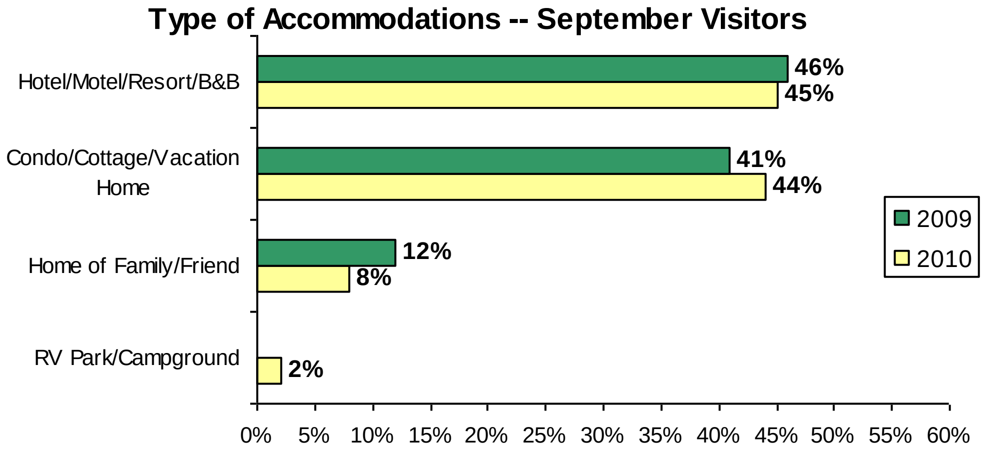
Previous Visits in Five Years



Trip Profile

Type of Accommodations - September Visitors		
	2009	**2010**
Total Respondents	205	196
Hotel/Motel/Resort/B&B	**46%**	**45%**
Hotel/motel/inn	31%	25%
Resort	15%	20%
B&B	-	-
Condo/Cottage/Vacation Home	**41%**	**44%**
Rented home/condo	23%	22%
Borrowed home/condo	4%	5%
Owned home/condo	14%	17%
RV Park/Campground	**-**	**2%**
Home of family/friend	**12%**	**8%**
Day trip (no accommodations)	**1%**	**1%**

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

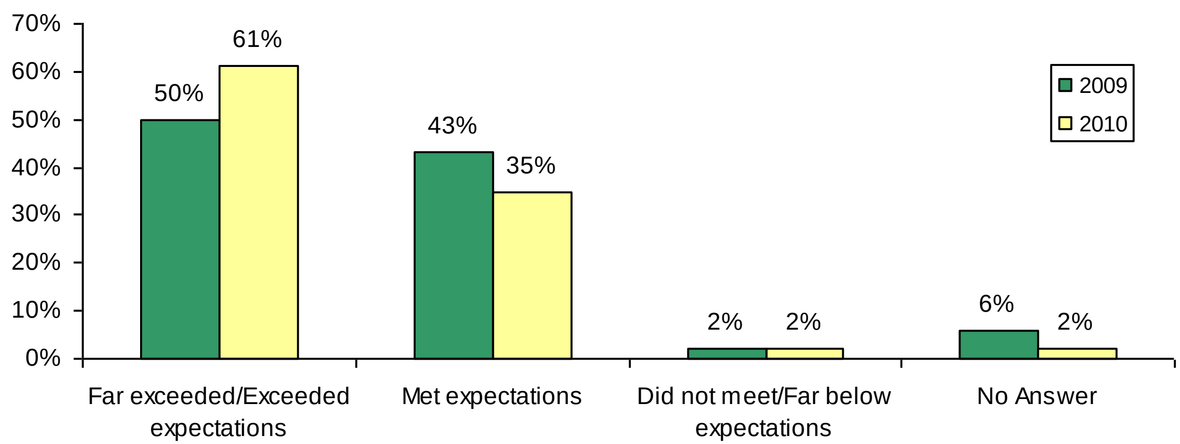


Trip Profile

Quality of Accommodations		
	2009	2010
Total Respondents	205	196
Far exceeded/Exceeded expectations	50%	<61%>
Met your expectations	43%	35%
Did not meet/Far below expectations	2%	2%
No Answer	6%	2%

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

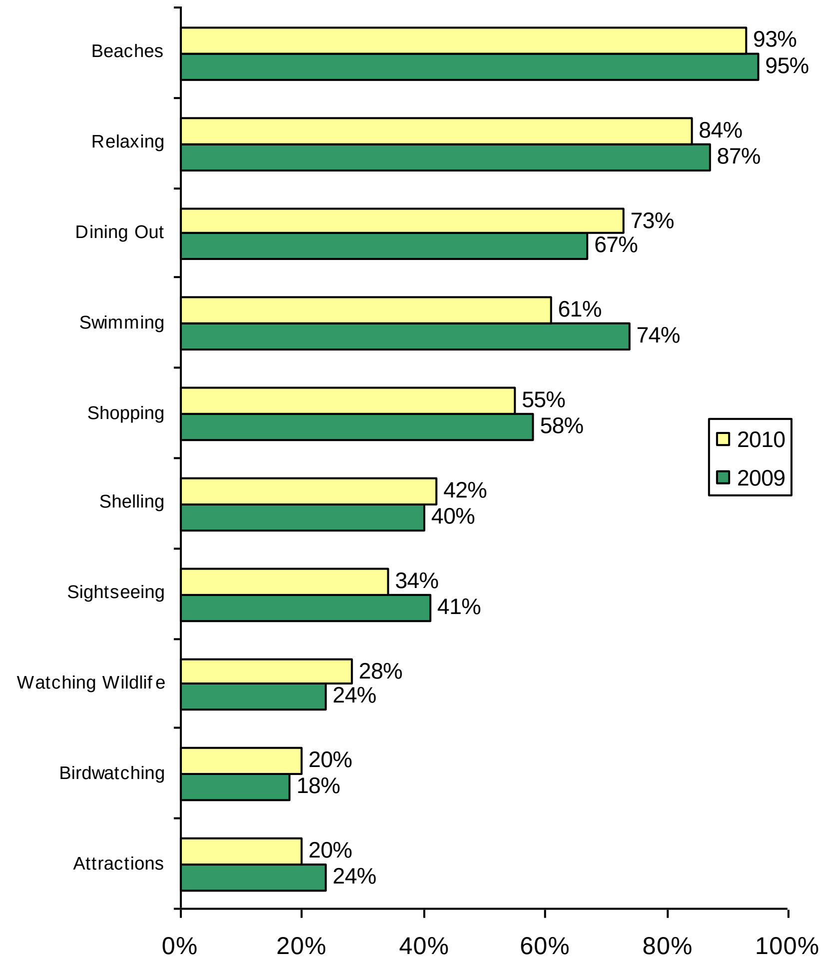
Quality of Accommodations



the beaches of FORT MYERS SANIBEL

Trip Activities

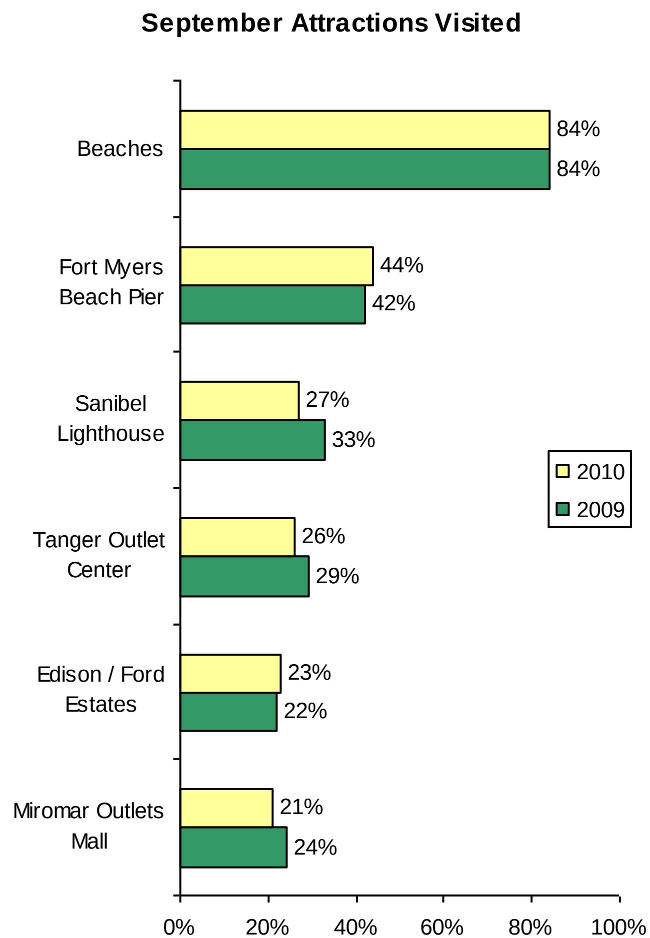
September Activities Enjoyed		
	2009	**2010**
Total Respondents	205	196
Beaches	95%	93%
Relaxing	87%	84%
Dining Out	67%	73%
Swimming	<74%>	61%
Shopping	58%	55%
Shelling	40%	42%
Sightseeing	41%	34%
Watching Wildlife	24%	28%
Birdwatching	18%	20%
Attractions	24%	20%
Bars / Nightlife	12%	17%
Photography	<28%>	16%
Visiting Friends/Relatives	23%	16%
Fishing	13%	15%
Exercise / Working Out	12%	13%
Bicycle Riding	19%	13%
Boating	7%	11%
Miniature Golf	9%	7%
Golfing	9%	7%
Kayaking / Canoeing	7%	6%
Guided Tour	6%	4%
Parasailing / Jet Skiing	7%	4%
Scuba Diving / Snorkeling	6%	3%
Cultural Events	5%	2%
Tennis	<5%>	2%
Sporting Event	3%	1%
Other	4%	6%



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

Trip Activities

September Attractions Visited		
	2009	2010
Total Respondents	205	196
Beaches	84%	84%
Fort Myers Beach Pier	42%	44%
Sanibel Lighthouse	33%	27%
Tanger Outlet Center	29%	26%
Edison / Ford Estates	22%	23%
Miromar Outlets Mall	24%	21%
Ding Darling National Wildlife Refuge	<23%>	14%
Edison Mall	18%	12%
Bell Tower Shops	14%	12%
Periwinkle Place	15%	12%
Coconut Point Mall	12%	9%
Shell Factory and Nature Park	13%	8%
Gulf Coast Town Center	9%	7%
Broadway Palm Dinner Theater	3%	3%
Bailey-Matthews Shell Museum	<7%>	3%
Barbara B. Mann Perfoming Arts Hall	-	1%
Babcock Wilderness Adventures	1%	1%
Manatee Park	4%	1%
Other	6%	5%
None/No Answer	2%	4%



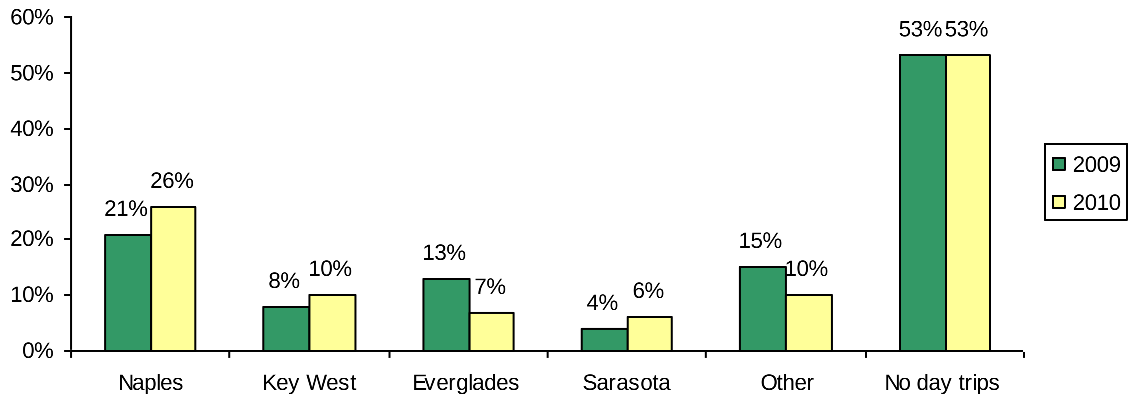
Q29. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

Trip Activities

September Day Trips Outside Lee County		
	2009	**2010**
Total Respondents	**205**	**196**
Any day trips (net)	42%	40%
Naples	*21%*	*26%*
Key West	*8%*	*10%*
Everglades	*<13%>*	*7%*
Sarasota	*4%*	*6%*
Other	*15%*	*10%*
No day trips	53%	53%
No Answer	5%	7%

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

September Day Trips Outside Lee County

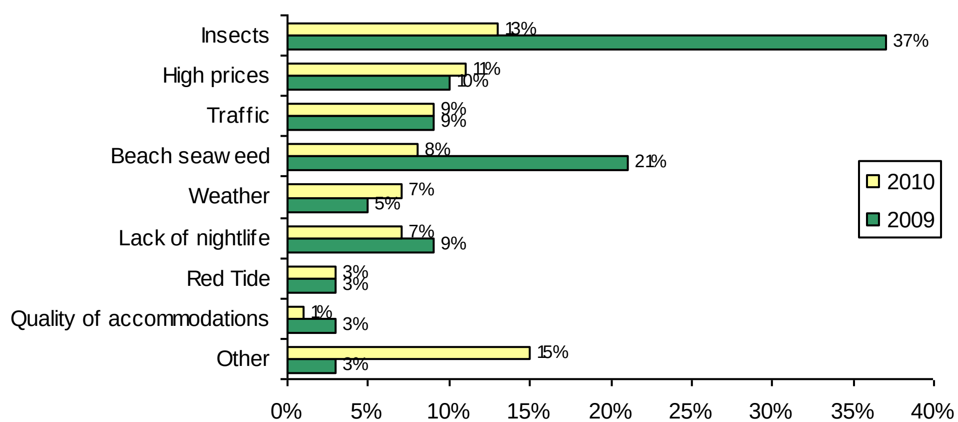


Trip Activities

Least Liked Features		
	2009	**2010**
Total Respondents	205	196
Insects	<37%>	13%
High prices	10%	11%
Traffic	9%	9%
Beach seaweed	<21%>	8%
Weather	5%	7%
Lack of nightlife	9%	7%
Red Tide	3%	3%
Quality of accommodations	3%	1%
Other	3%	<15%>
Nothing/No Answer (net)	34%	<48%>

Q34: During the specific visit, which features have you liked least about our area? (*Please mark ALL that apply.)*

Least Liked Features

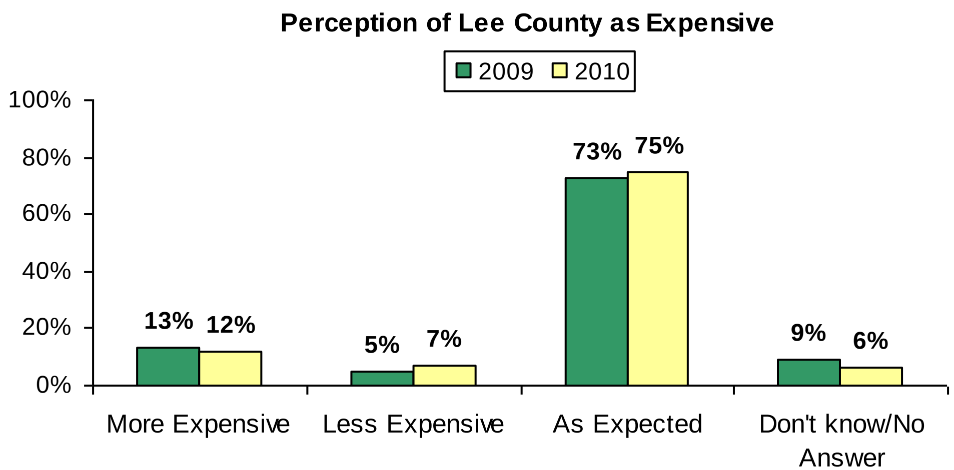


dpa providing direction in travel & tourism

Trip Activities

Perception of Lee County as Expensive		
	2009	**2010**
Total Respondents	205	196
More Expensive	13%	12%
Less Expensive	5%	7%
As Expected	73%	75%
Don't know/No Answer	9%	6%

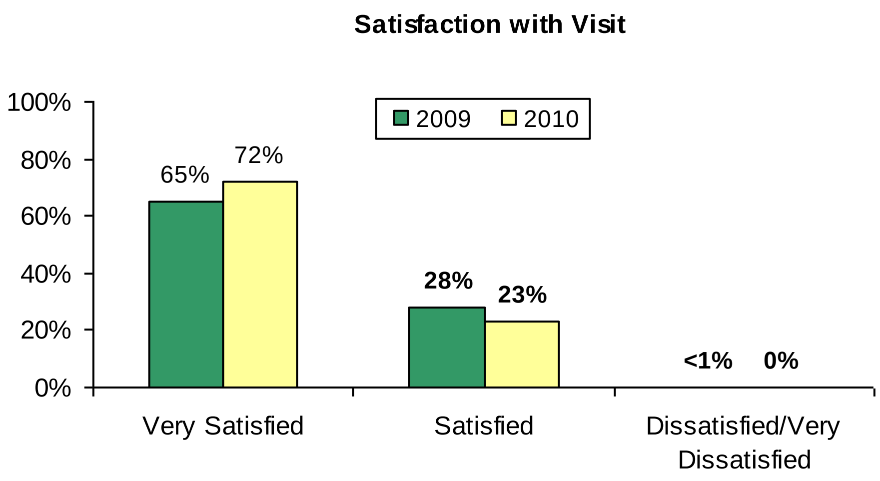
Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Lee County Experience

Satisfaction with Visit		
	2009	2010
Total Respondents	**205**	**196**
Satisfied	93%	95%
Very Satisfied	*65%*	*72%*
Satisfied	*28%*	*23%*
Neither	2%	3%
Dissatisfied/Very Dissatisfied	<1%	-
Don't know/no answer	4%	2%

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



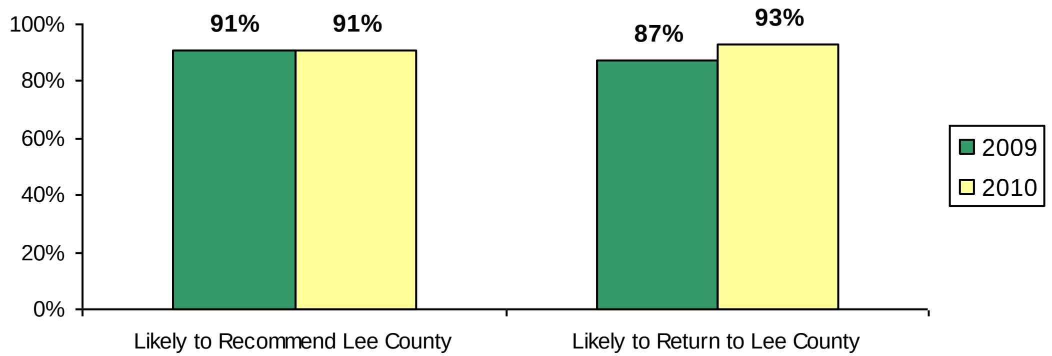
the beaches of FORT MYERS SANIBEL

Future Plans

Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	205	196
Likely to Recommend Lee County	91%	91%
Likely to Return to Lee County	87%	93%
Base: Total Respondents Planning to Return	179	182
Likely to Return Next Year	56%	<74%>

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")

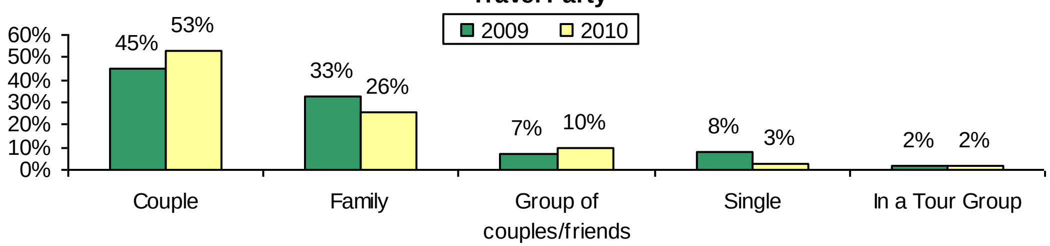


dpa providing direction in travel & tourism

Visitor and Travel Party Demographic Profile

September Travel Party		
	2009	2010
Total Respondents	205	196
Couple	45%	53%
Family	33%	26%
Group of couples/friends	7%	10%
Single	<8%>	3%
In a Tour Group	2%	2%
Other	4%	3%
Mean travel party size	3.0	2.7
Mean adults in travel party	2.5	2.5

Travel Party

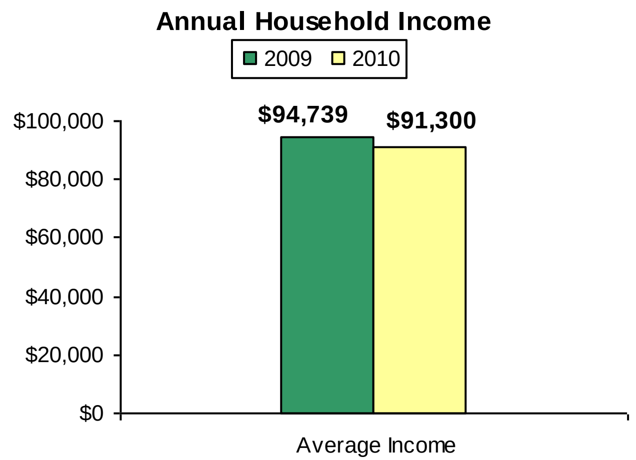


Travel Parties with Children		
	2009	2010
Total Respondents	205	196
Traveling with any Children (net)	<24%>	14%
Any younger than 6	10%	9%
Any 6 - 11 years old	<12%>	5%
Any 12 - 17 years old	<10%>	2%

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

September Visitor Demographic Profile		
	2009	**2010**
Total Respondents	205	196
Vacations per year (mean)	3.0	3.5
Short getaways per year (mean)	4.0	3.8
Age of respondent (mean)	48.5	<51.6>
Annual household income (mean)	$94,739	$91,300
Martial Status		
Married	75%	75%
Single	14%	10%
Other	9%	12%



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

the beaches of FORT MYERS SANIBEL

Visitor Origin and Visitation Estimates

Total September Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	58%	59%	144,042	143,386	-0.5%
Friends/Relatives	42%	41%	105,765	98,714	-6.7%
Total Visitation			*249,807*	*242,100*	*-3.1%*
September Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	71%	78%	102,072	111,757	9.5%
UK	5%	10%	7,440	14,760	98.4%
Germany	13%	6%	18,813	8,434	-55.2%
Canada	1%	2%	1,949	2,109	8.2%
Scandinavia	1%	1%	1,986	1,054	-46.9%
Latin America	--	1%	--	1,054	--
Switzerland	3%	2%	4,031	2,109	-47.7%
Austria	--	1%	--	1,054	--
BeNeLux	2%	--	3,312	--	--
France	2%	--	2,208	--	--
Ireland	1%	--	1,104	--	--
Other	1%	1%	1,007	1,054	4.7%
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	31%	37%	31,329	41,118	31.2%
South (including Florida)	45%	49%	45,478	54,824	20.6%
Midwest	34%	28%	34,361	31,629	-8.0%
Northeast	15%	20%	15,159	22,140	46.1%
West	4%	2%	4,042	2,109	-47.8%
No Answer	3%	1%	3,032	1,054	-65.2%

2010 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	16%	17,969
Tampa-Saint Petersburg (Sarasota)	7%	8,292
Orlando-Daytona Beach-Melbourne	7%	7,211
New York	6%	6,096
Atlanta	5%	5,212
Chicago	4%	4,294
Pittsburgh	4%	4,265
Indianapolis	3%	3,160
Hartford-New Haven	3%	3,095
Philadelphia	3%	3,095

Occupancy Data Analysis
September 2010

Property managers representing 142 properties in Lee County were interviewed for the September 2010 Occupancy Survey between September 1 and September 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

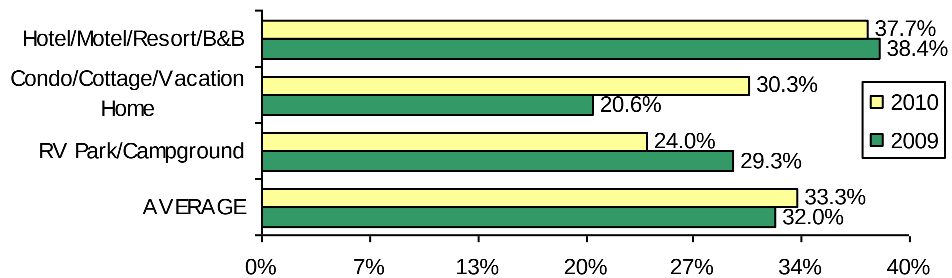
Property managers representing 150 properties in Lee County were interviewed for the September 2009 Occupancy Survey between September1 and September 15, 2009, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.

September Occupancy/Daily Rates

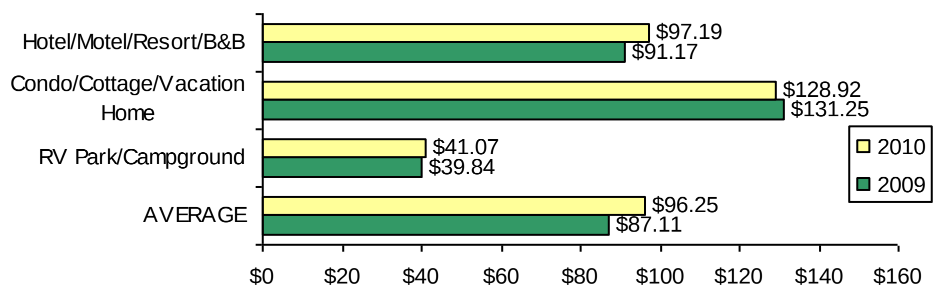
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	138	134		142	135		138/142	134/135	
Hotel/Motel/Resort/B&B	38.4%	37.7%	-1.8%	$91.17	$97.19	6.6%	$35.00	$36.62	4.6%
Condo/Cottage/Vacation Home	20.6%	30.3%	47.4%	$131.25	$128.92	-1.8%	$26.97	$39.06	44.8%
RV Park/Campground	29.3%	24.0%	-18.0%	$39.84	$41.07	3.1%	$11.66	$9.86	-15.4%
AVERAGE	32.0%	33.3%	3.9%	$87.11	$96.25	10.5%	$27.91	$32.04	14.8%

Q16: What was your overall average occupancy rate for the month of September?
Q17: What was your average daily rate (ADR) in September?

Average Occupancy Rate

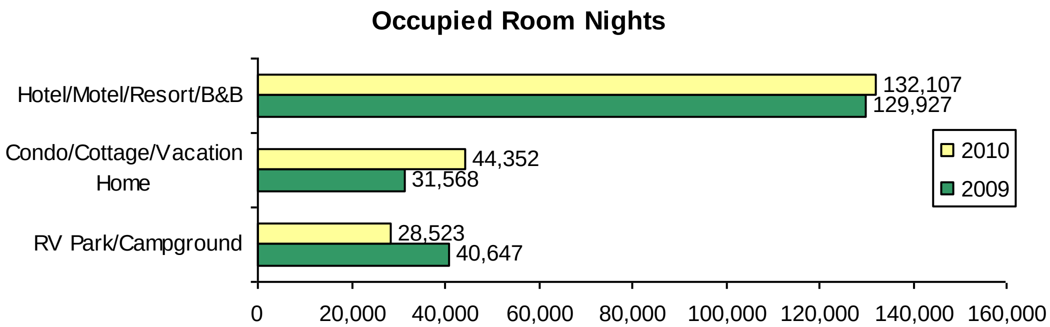


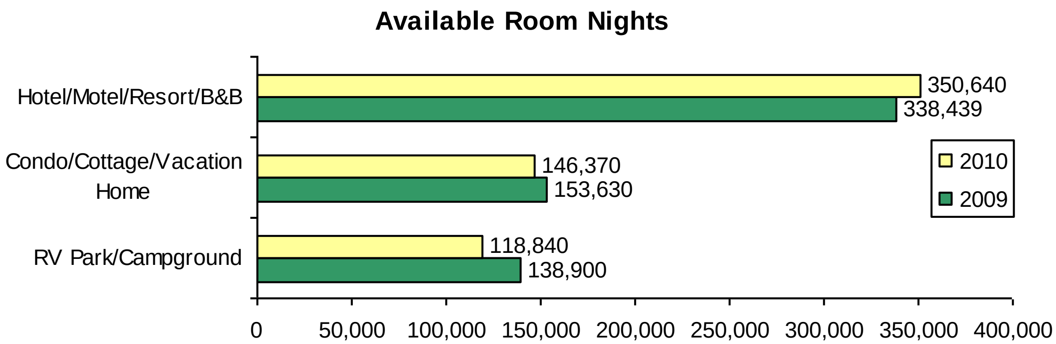
Average Daily Rate



September Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**
Hotel/Motel/Resort/B&B	129,927	132,107	1.7%	338,439	350,640	3.6%
Condo/Cottage/Vacation Home	31,568	44,352	40.5%	153,630	146,370	-4.7%
RV Park/Campground	40,647	28,523	-29.8%	138,900	118,840	-14.4%
Total	**202,142**	**204,982**	**1.4%**	**630,969**	**615,850**	**-2.4%**

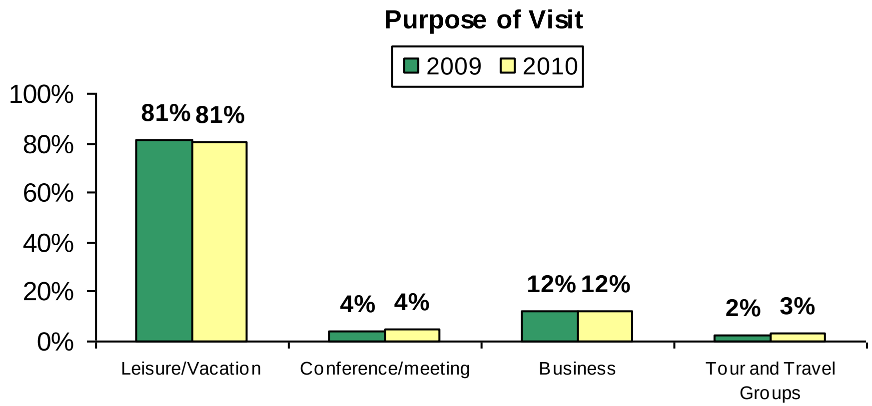




Lodging Management Estimates

September Guest Profile		
	2009	2010
Property Managers Responding	127	117
Purpose of Visit		
Leisure/Vacation	81%	81%
Conference/meeting	4%	4%
Business	12%	12%
Tour and Travel Groups	2%	3%
Property Managers Responding	134	129
Average guests per room	2.4	2.3
Property Managers Responding	131	126
Average length of stay in nights	4.5	4.1

Q23: What percent of your September room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in September?
Q19: What was the average length of stay (in nights) of your guests in September?

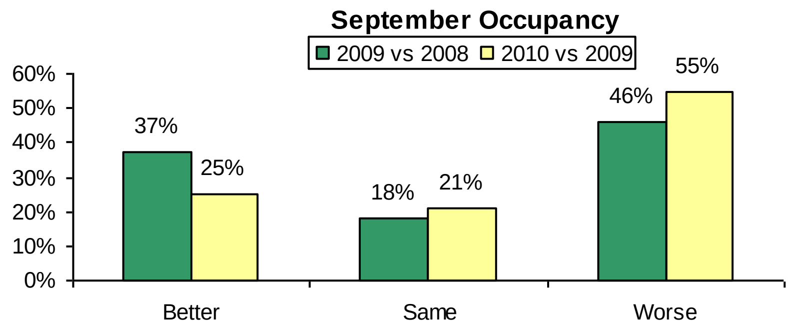


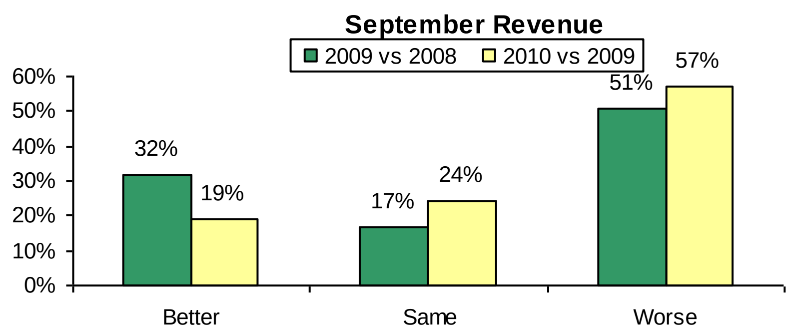
dpa providing direction in travel & tourism

Occupancy Barometer

	September Occupancy		September Revenue	
	2009	2010	2009	2010
Property Managers Responding	136	126	133	124
Better than prior year	<37%>	25%	<32%>	19%
Same as prior year	18%	21%	17%	24%
Worse than prior year	46%	55%	51%	57%

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

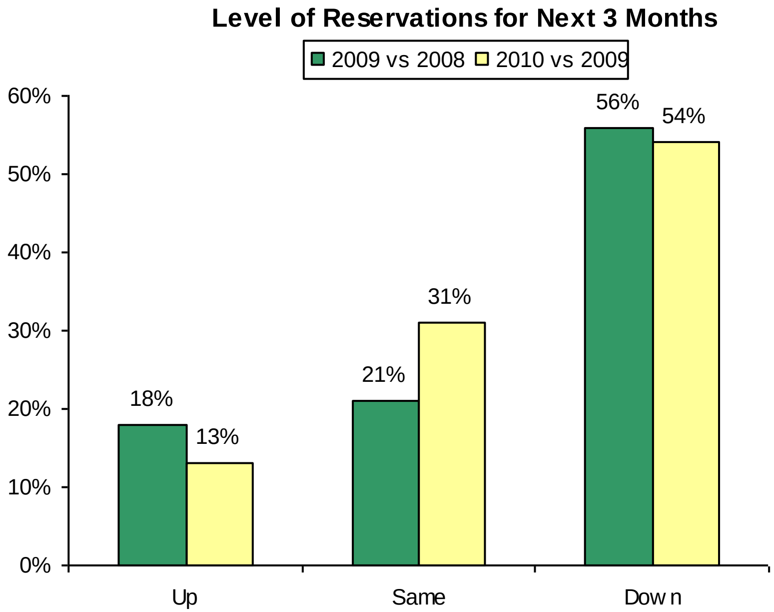




Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	**2010**
Total Answering Respondents	140	127
Up	18%	13%
Same	21%	31%
Down	56%	54%
N/A	6%	3%

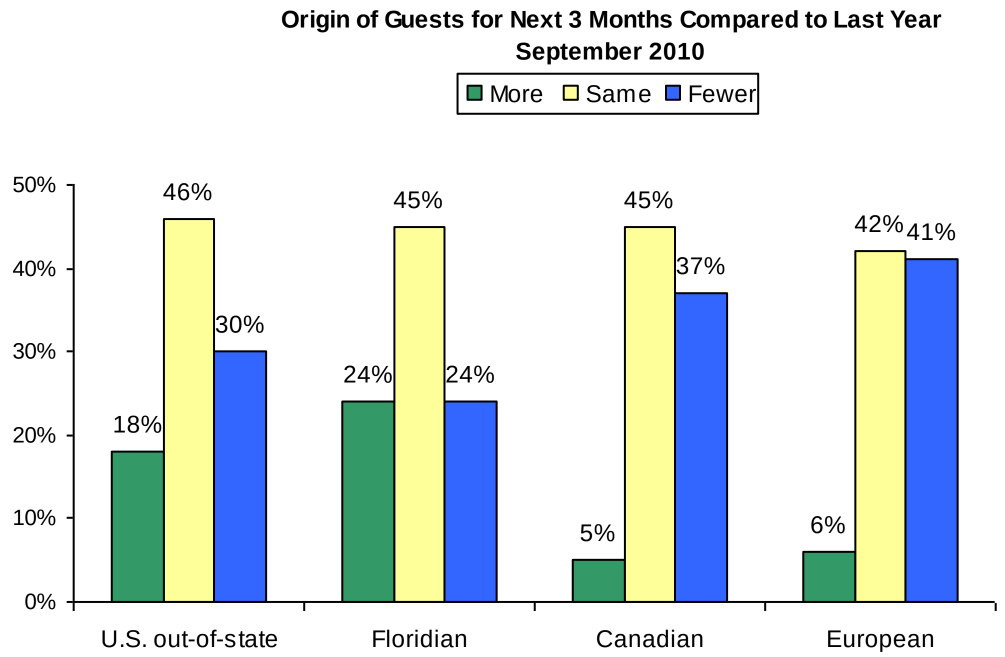
Q26: Compared to (the next three months) of last year, is your property's total level of reservations up, the same or down for (the next three months) of this year?



Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (121/110 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	11%	18%	47%	46%	37%	30%	5%	6%
Floridian	13%	<24%>	46%	45%	34%	24%	7%	7%
Canadian	<13%>	5%	40%	45%	34%	37%	12%	12%
European	<15%>	6%	38%	42%	35%	41%	12%	11%

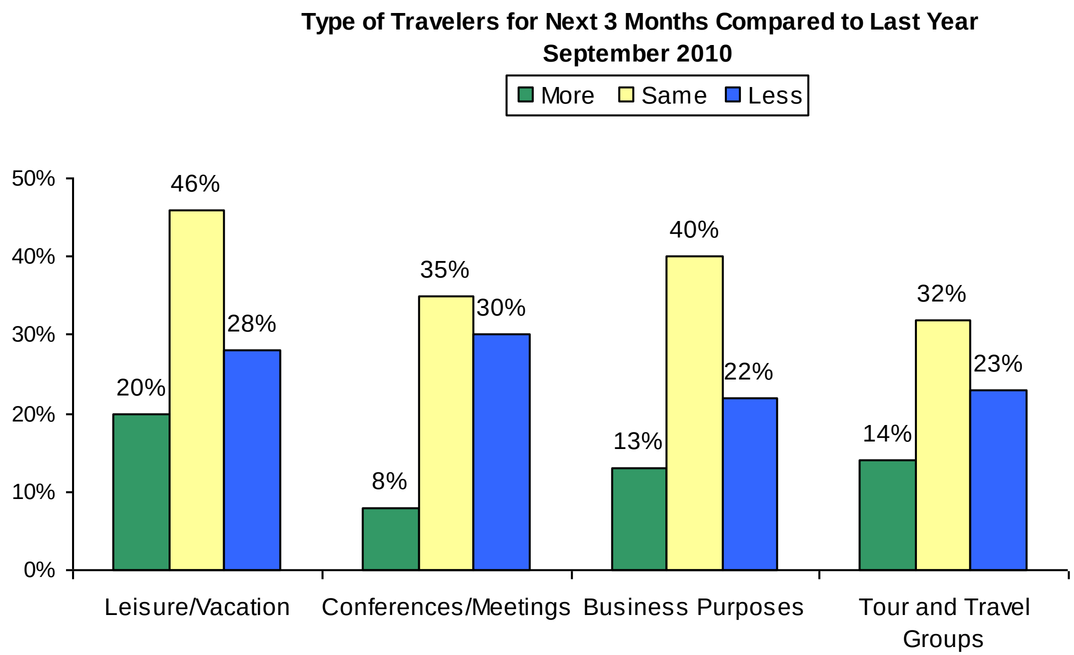
Q27: Now thinking about the specific origins of your guests for the upcoming next three months do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (113/108 Minimum)	More		Same		Less		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
Leisure/Vacation	16%	20%	41%	46%	34%	28%	9%	6%
Conferences/Meetings	2%	<8%>	27%	35%	31%	30%	<40%>	27%
Business Purposes	5%	<13%>	27%	<40%>	28%	22%	<39%>	25%
Tour and Travel Groups	6%	14%	24%	32%	22%	23%	<48%>	31%

Q28: Compared to (the next three months) of last year will the following types of travelers generate more, the same or less business for your property for the upcoming (next three months) of this year?



Oil Spill Impact

Beginning in May 2010, property managers were asked questions regarding the impact the Oil Spill in the Gulf of Mexico had to their occupancy and inquiries.

Room Night Cancellations		
	September 2010	Next 3 Months
Total Property Managers Responding	137	137
0 roomnights	49%	46%
1-7 roomnights	2%	3%
8-14 roomnights	3%	-
15 or more roomnights	4%	5%
Don't know	42%	46%
Average room nights cancelled	4.6	5.2

Q31. During the month of September, about how many room nights at your property have been cancelled as a result of the BP oil spill in the Gulf of Mexico and the publicity surrounding it?
Q32. About how many room nights have been canceled for October, November, December – due to the oil spill and the publicity surrounding it?

Inquiries	
	September 2010
Total Property Managers Responding	137
More inquiries (net)	12%
Many more	4%
Some more	8%
About the same number	35%
Fewer inquiries (net)	53%
Some fewer	28%
Many fewer	24%

Q33. Please think about the number of inquiries you have had via phone, email, or the Internet during the month of September. How do the number of inquiries compare with what you were experiencing last year at this time, i.e., September 2009?

Factors Impacting Declines in Inquiries	
	September 2010
Total Property Managers Responding "Fewer Inquiries"	72
BP oil spill	18%
Economic downturn	73%
Weather	4%
Other	5%

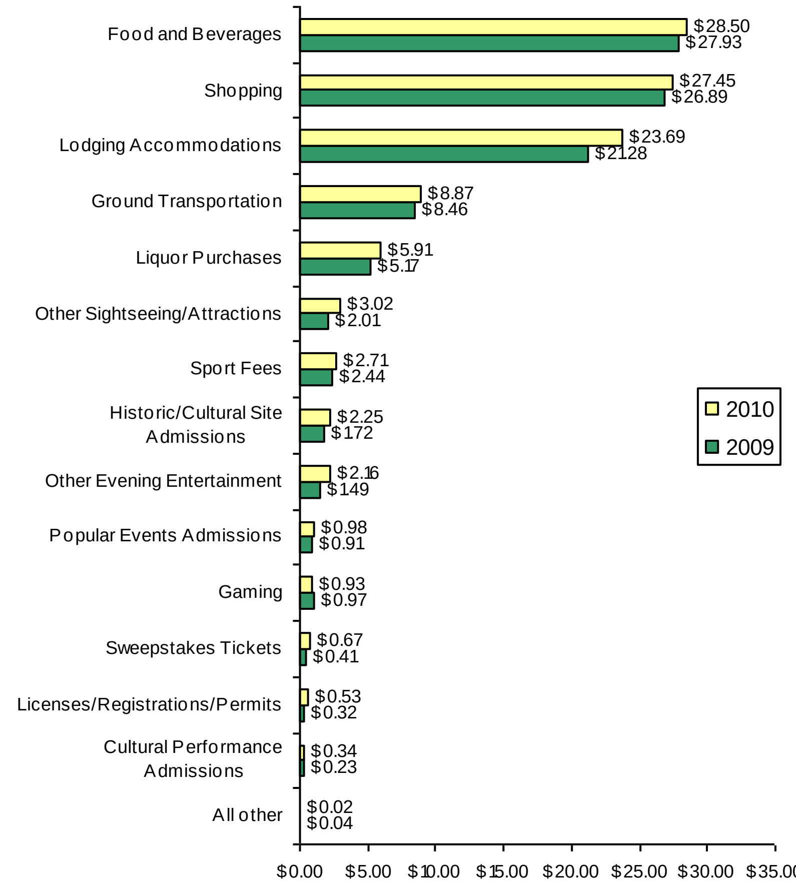
Q34. In your estimation, what percentage of the decline in inquiries is attributable to each of the following factors?

Economic Impact Analysis
September 2010

Average Expenditures

September Average Expenditures per Person per Day			
	2009	2010	% Change
TOTAL	$100.27	$108.02	7.7%
Food and Beverages	$27.93	$28.50	2.0%
Shopping	$26.89	$27.45	2.1%
Lodging Accommodations	$21.28	$23.69	11.3%
Ground Transportation	$8.46	$8.87	4.8%
Liquor Purchases	$5.17	$5.91	14.3%
Other Sightseeing/Attractions	$2.01	$3.02	50.2%
Sport Fees	$2.44	$2.71	11.1%
Historic/Cultural Site Admissions	$1.72	$2.25	30.8%
Other Evening Entertainment	$1.49	$2.16	45.0%
Popular Events Admissions	$0.91	$0.98	7.7%
Gaming	$0.97	$0.93	-4.1%
Sweepstakes Tickets	$0.41	$0.67	63.4%
Licenses/Registrations/Permits	$0.32	$0.53	65.6%
Cultural Performance Admissions	$0.23	$0.34	47.8%
All other	$0.04	$0.02	-50.0%

Average Expenditures per Person per Day

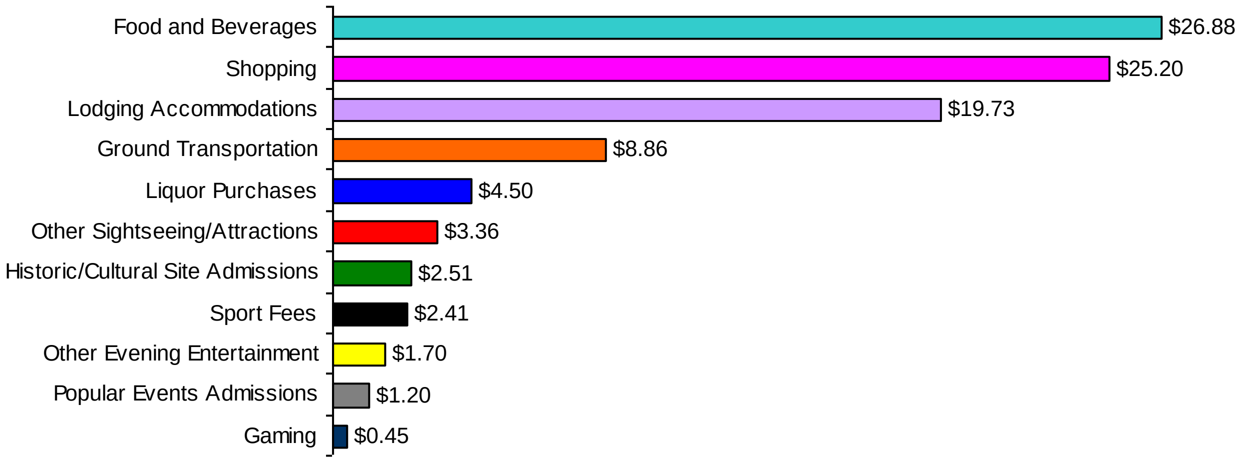


providing direction in travel & tourism

Total Visitor Expenditures by Spending Category

September TOTAL EXPENDITURES			
	2009	2010	% Change
TOTAL	$100,102,794	$97,916,407	-2.2%
Food and Beverages	$27,082,281	$26,875,560	-0.8%
Shopping	$29,274,098	$25,203,071	-13.9%
Lodging Accommodations	$17,608,327	$19,729,091	12.0%
Ground Transportation	$8,846,635	$8,861,652	0.2%
Liquor Purchases	$5,206,683	$4,503,187	-13.5%
Other Sightseeing/Attractions	$2,186,707	$3,364,536	53.9%
Historic/Cultural Site Admissions	$2,372,536	$2,511,921	5.9%
Sport Fees	$2,514,135	$2,408,099	-4.2%
Other Evening Entertainment	$1,815,378	$1,703,743	-6.1%
Popular Events Admissions	$1,464,553	$1,199,637	-18.1%
Gaming	$725,865	$445,748	-38.6%
All Other	$1,005,596	$1,110,162	10.4%

September 2010 Total Expenditures
(Millions)

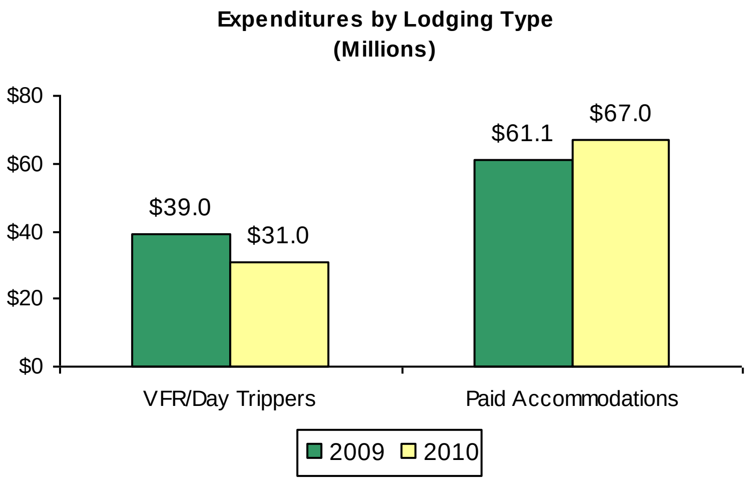


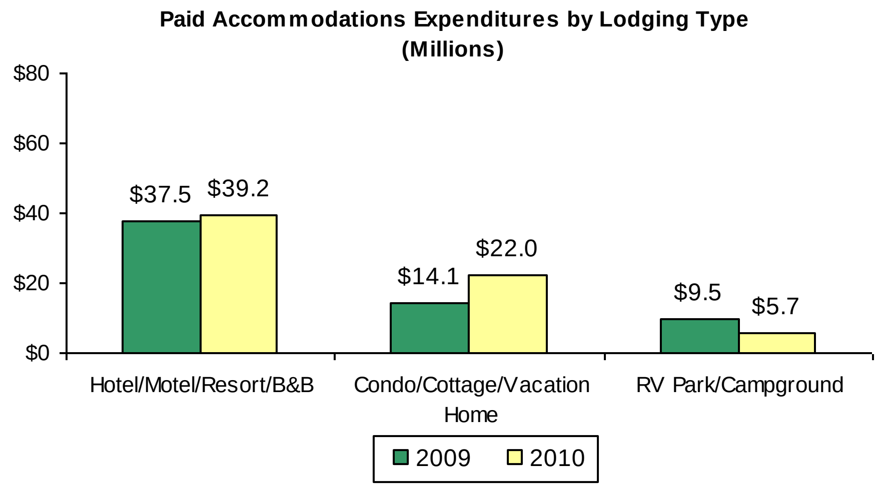
Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	$61,103,839	$66,962,544	9.6%	$38,998,955	$30,953,863	-20.6%
Lodging Accommodations	$17,608,327	$19,729,091	12.0%	$0	$0	--
Food and Beverages	$14,737,030	$16,355,597	11.0%	$12,345,251	$10,519,963	-14.8%
Shopping	$15,883,623	$15,081,972	-5.0%	$13,390,475	$10,121,099	-24.4%
Ground Transportation	$4,433,034	$4,934,940	11.3%	$4,413,601	$3,926,712	-11.0%
Liquor Purchases	$2,537,326	$3,235,807	27.5%	$2,669,357	$1,267,380	-52.5%
Other Sightseeing/Attractions	$1,096,551	$1,793,160	63.5%	$1,090,156	$1,571,376	44.1%
Sport Fees	$1,532,175	$1,653,308	7.9%	$981,960	$754,791	-23.1%
Historic/Cultural Site Admissions	$1,112,047	$1,314,900	18.2%	$1,260,489	$1,197,021	-5.0%
Other Evening Entertainment	$734,526	$1,128,153	53.6%	$1,080,852	$575,590	-46.7%
Popular Events Admissions	$514,614	$824,413	60.2%	$949,939	$375,224	-60.5%
Gaming	$402,883	$268,897	-33.3%	$322,982	$176,851	-45.2%
All Other	$511,703	$642,306	25.5%	$493,893	$467,856	-5.3%

Total Visitor Expenditures by Lodging Type

September Total Expenditures by Lodging Type					
	2009	**2010**	**% Change**	**2009**	**2010**
TOTAL	$100,102,794	$97,916,407	-2.2%	100%	100%
Visiting Friends & Relatives/Day Trippers	$38,998,955	$30,953,863	-20.6%	39%	32%
Paid Accommodations	$61,103,839	$66,962,544	9.6%	61%	68%
Hotel/Motel/Resort/B&B	$37,485,932	$39,218,029	4.6%	37%	40%
Condo/Cottage/Vacation Home	$14,130,536	$22,049,977	56.0%	14%	23%
RV Park/Campground	$9,487,371	$5,694,538	-40.0%	9%	6%





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.

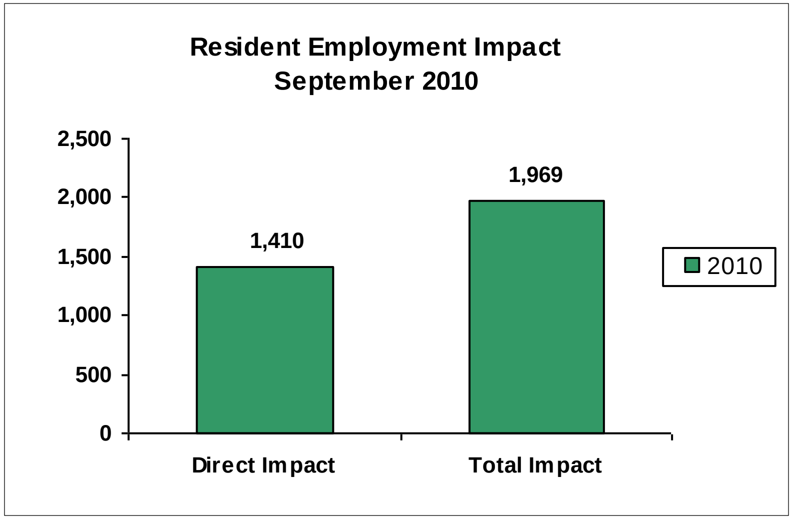
Impact on Jobs for Lee County Residents

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.).



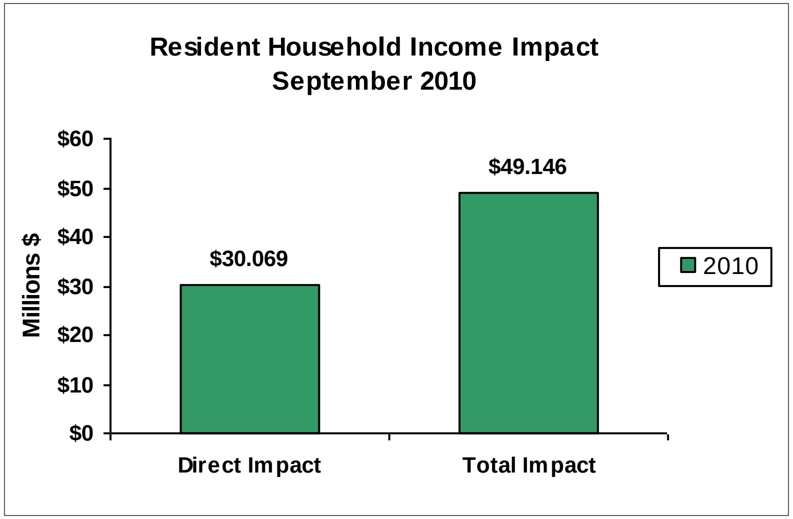
Impact on Household Income for Lee County Residents

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.

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

<u>Total household income</u> includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures <u>PLUS</u> 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.).



providing direction in travel & tourism

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.

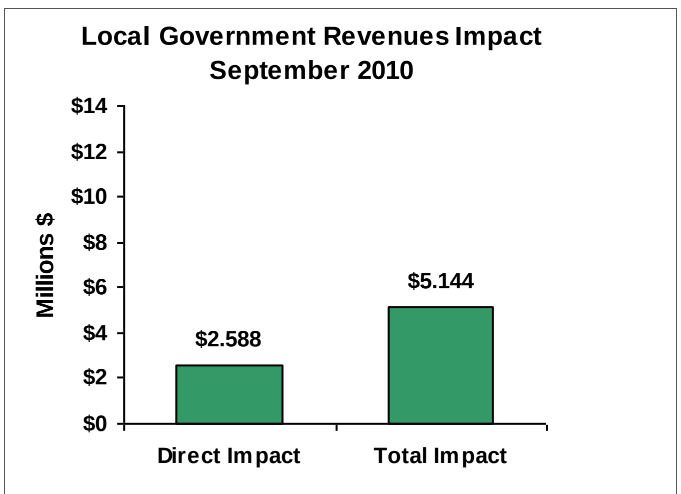
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

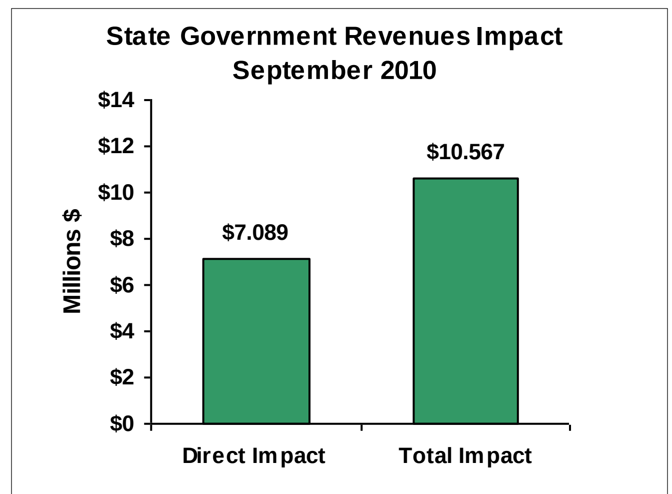
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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
September 2010

September 2010 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita Springs	Bonita Beach	4-Sep	24
Fort Myers Beach	Best Western	6-Sep	13
Fort Myers Beach	Diamondhead Resort	6-Sep	6
Fort Myers Beach	Neptune Inn	6-Sep	6
Fort Myers Beach	Red Coconut RV	6-Sep	5
Sanibel	Casa Ybel	10-Sep	6
Sanibel	Ocean Reach	10-Sep	3
Sanibel	Pointe Santos	10-Sep	5
Sanibel	Sundial	10-Sep	5
Sanibel	Tarpon Beach	10-Sep	6
Cape Coral	Cape Coral Yacht Club	15-Sep	10
Sanibel	Holiday Inn	21-Sep	6
Sanibel	Loggerhead Cay	21-Sep	7
Sanibel	Sanibel Inn	21-Sep	5
Sanibel	Sanibel Surfside	21-Sep	5
Sanibel	Tortuga Beach Club	21-Sep	7
Fort Myers	Edison Estate	24-Sep	15
N. Fort Myers	Shell Factory	24-Sep	4
Fort Myers Beach	Bowditch Beach	25-Sep	11
Fort Myers Beach	The Pier	25-Sep	13
Fort Myers	Best Western	26-Sep	10
Fort Myers	Centennial Park	26-Sep	8
Fort Myers	Edison Estate	29-Sep	13
N. Fort Myers	Shell Factory	29-Sep	3
TOTAL			196

Occupancy Interviewing Statistics

Interviews were conducted from September 1 through September 15, 2010. Information was provided by 142 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	90
Condo/Cottage/Vacation Home/Timeshare	33
RV Park/Campground	19
Total	142