

People employed directly and indirectly in the tourism industry
- An increase of 62%*

1991	23,971
1992	24,632
1993	25,232
1994	26,316
1995	27,769
1996	29,808
1997	31,239
1998	33,442
1999	35,115
2000	36,627
2001	36,209
2002	36,180
2003	37,645
2004	38,900
2005	N/A

Wages generated by tourism (direct + indirect)
- An increase of 154%

1991	\$455,712,777
1992	\$484,844,002
1993	\$500,002,071
1994	\$501,094,570
1995	\$536,142,687
1996	\$615,379,148
1997	\$647,378,863
1998	\$797,455,118
1999	\$876,566,146
2000	\$985,873,506
2001	\$1,005,896,026
2002	\$1,005,145,300
2003	\$1,094,846,630
2004	\$1,159,630,000
2005	N/A

* Based on data provided by the Florida Department of Labor and Employment Security, Office of Labor Market Statistics. Note must be taken that, as of 1998, the Florida Department of Labor and Employment Security, Office of Labor Market Statistics has been redefining the SIC code designations in compliance with the North American Industry Classification System (NAICS). The above estimates reflect a restatement of this data.

Resort tax collections
- An increase of 499%

Fiscal 1985	\$2,135,236
Fiscal 1986	\$2,132,458
Fiscal 1987	\$3,008,646
Fiscal 1988	\$3,954,826
Fiscal 1989	\$5,297,257
Fiscal 1990	\$6,231,494
Fiscal 1991	\$6,495,606
Fiscal 1992	\$6,671,970
Fiscal 1993	\$7,228,459
Fiscal 1994	\$7,446,041
Fiscal 1995	\$7,929,157
Fiscal 1996	\$8,397,024
Fiscal 1997	\$8,922,334
Fiscal 1998	\$9,500,652
Fiscal 1999	\$9,960,393
Fiscal 2000	\$10,963,142
Fiscal 2001	\$12,181,299
Fiscal 2002	\$10,889,725
Fiscal 2003	\$11,188,603
Fiscal 2004	\$12,435,802
Fiscal 2005	\$11,575,665

H/M/C/C Visitors
- An increase of 84%

1985	1,114,448
1986	1,185,269
1987	1,537,339
1988	1,473,591
1989	1,501,554
1990	1,547,059
1991	1,520,026
1992	1,533,079
1993	1,599,025
1994	1,622,126
1995	1,671,475
1996	1,715,090
1997	1,782,222
1998	1,802,572
1999	1,866,123
2000	1,946,154
2001	1,962,571
2002	1,951,446
2003	2,001,828
2004	2,026,921
2005	2,047,540

H/M/C/C Direct Expenditures
- An increase of 157%

1985	\$480,588,335
1986	\$507,209,963
1987	\$657,253,341
1988	\$617,591,586
1989	\$635,352,094
1990	\$665,352,379
1991	\$661,389,463
1992	\$677,285,565
1993	\$712,771,450
1994	\$733,002,404
1995	\$773,425,540
1996	\$820,275,896
1997	\$878,743,691
1998	\$916,893,176
1999	\$971,709,577
2000	\$1,043,992,100
2001	\$1,080,609,347
2002	\$1,079,802,838
2003	\$1,127,123,775
2004	\$1,164,594,233
2005	\$1,235,214,646

H/M/C/C Direct and Indirect Expenditures
- An increase of 123% *

1985	n/a
1986	n/a
1987	n/a
1988	\$931,222,105
1989	\$956,331,972
1990	\$1,014,662,378
1991	\$1,008,618,931
1992	\$1,032,860,487
1993	\$1,086,976,461
1994	\$1,117,828,666
1995	\$1,179,473,949
1996	\$1,250,920,741
1997	\$1,476,025,778
1998	\$1,540,105,468
1999	\$1,632,180,576
2000	\$1,753,593,530
2001	\$1,815,099,520
2002	\$1,813,744,827
2003	\$1,893,229,805
2004	\$1,956,168,933
2005	\$2,074,790,041

* Multiplier Source: *Implan, MN, 2005; Department of Commerce, FL, 1996*

Occupancy
- An increase of 15.2 points

1985	59.4%
1986	63.3
1987	67.6
1988	65.2
1989	65.8
1990	66.7
1991	65.3
1992	65.4
1993	67.2
1994	67.6
1995	68.5
1996	69.5
1997	71.3
1998	71.8
1999	73.1
2000	74.4
2001	72.8
2002	71.5
2003	72.4
2004	76.6
2005	74.6

Average Daily Room Rate
- An increase of 133%

1985	\$48.44
1986	\$52.24
1987	\$53.61
1988	\$54.24
1989	\$55.60
1990	\$59.78
1991	\$69.54
1992	\$71.35
1993	\$72.76
1994	\$73.62
1995	\$75.03
1996	\$77.57
1997	\$81.15
1998	\$84.84
1999	\$88.46
2000	\$92.95
2001	\$97.34
2002	\$97.61
2003	\$101.12
2004	\$105.93
2005	\$113.10

Southwest Florida International Airport
Total Passengers
- An increase of 473%

<u>1985</u>	<u>1,701,969</u>
<u>1986</u>	<u>2,129,548</u>
<u>1987</u>	<u>2,687,053</u>
<u>1988</u>	<u>3,115,124</u>
<u>1989</u>	<u>3,231,092</u>
<u>1990</u>	<u>3,734,067</u>
<u>1991</u>	<u>3,436,520</u>
<u>1992</u>	<u>3,472,661</u>
<u>1993</u>	<u>3,717,758</u>
<u>1994</u>	<u>4,005,067</u>
<u>1995</u>	<u>4,098,264</u>
<u>1996</u>	<u>4,317,347</u>
<u>1997</u>	<u>4,477,865</u>
<u>1998</u>	<u>4,667,207</u>
<u>1999</u>	<u>4,897,253</u>
<u>2000</u>	<u>5,207,212</u>
<u>2001</u>	<u>5,277,708</u>
<u>2002</u>	<u>5,185,648</u>
<u>2003</u>	<u>5,891,668</u>
<u>2004</u>	<u>6,736,630</u>
<u>2005</u>	<u>7,518,169</u>

the beaches of
FORT MYERS  **SANIBEL**

Visitation Growth	Winter	Spring/Summer	Fall	Annual
1985	646,196	253,628	214,624	1,114,448
1986	673,564	267,794	243,911	1,185,269
1987	821,702	368,804	346,833	1,537,339
1988	793,233	385,825	294,533	1,473,591
1989	800,736	390,827	309,991	1,501,554
1990	827,693	403,150	316,216	1,547,059
1991	823,210	388,048	308,768	1,520,026
1992	808,782	395,191	329,106	1,533,079
1993	852,772	412,973	333,280	1,599,025
1994	871,277	409,196	341,653	1,622,126
1995	911,827	422,779	336,869	1,671,475
1996	934,692	432,864	347,534	1,715,090
1997	973,805	452,075	356,342	1,782,222
1998	978,773	462,325	361,474	1,802,572
1999	1,003,395	487,135	375,593	1,866,123
2000	1,039,403	520,043	386,708	1,946,154
2001	1,074,689	522,870	365,012	1,962,571
2002	1,044,811	519,337	387,298	1,951,446
2003	1,043,935	553,649	404,244	2,001,828
2004	1,109,156	536,119	381,646	2,026,921
2005	1,082,171	560,619	398,750	2,047,540
% Δ 1985-2005	+ 67.5%	+ 123.4%	+ 85.8%	+ 83.7%

Expenditure Growth	Winter	Spring/Summer	Fall	Annual
1985	\$278,361,124	\$107,009,500	\$95,217,711	\$480,588,335
1986	290,770,238	112,229,990	104,209,735	507,209,963
1987	351,083,973	157,621,190	148,548,178	657,253,341
1988	317,432,359	165,590,660	134,568,567	617,591,586
1989	326,834,077	168,684,545	139,833,472	635,352,094
1990	342,579,502	177,682,171	145,090,706	665,352,379
1991	349,670,676	170,226,624	141,492,163	661,389,463
1992	349,499,326	174,323,892	153,462,347	677,285,565
1993	372,848,812	183,131,080	156,791,558	712,771,450
1994	386,300,448	183,833,079	162,868,877	733,002,404
1995	413,143,589	195,993,807	164,288,144	773,425,540
1996	440,161,237	204,772,624	175,342,035	820,275,896
1997	473,556,290	219,688,437	185,498,964	878,743,691
1998	490,718,056	232,880,101	193,295,019	916,893,176
1999	518,163,386	248,507,953	205,038,238	971,709,577
2000	559,504,235	269,529,893	214,957,972	1,043,992,100
2001	598,730,663	277,987,202	203,891,482	1,080,609,347
2002	580,512,611	279,061,323	220,228,904	1,079,802,838
2003	587,321,829	303,830,149	235,971,797	1,127,123,775
2004	638,619,627	297,534,658	228,439,948	1,164,594,233
2005	653,491,813	331,128,723	250,594,110	1,235,214,646
% Δ 1985-2005	+ 134.8%	+ 209.4%	+ 163.2%	+ 157.0%