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

December 2010 Visitor Profile and Occupancy Analysis
February 11, 2011

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Executive Summary
December 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 nearly 205,000 visitors staying in paid accommodations during the month of December 2010, and about 214,000 staying with friends or relatives while visiting, for a total of 418,889 visitors.
- Visitation increased for both those staying in paid accommodations (+4.0%) and among those staying with friends and relatives (+7.6%). Increases in both categories resulted in an overall visitation increase of 5.8% year-over-year. For the calendar year, 2010 total visitation showed modest growth from calendar year 2009 (+2.3%), with paid accommodations visitation up nearly 5% and visiting friends/relatives visitation essentially flat (- 0.1%).
- The majority of December 2010 visitors staying in paid accommodations were U.S. residents (83%), which translated to a 16.5% increase in domestic visitors over December 2009. Canada and Germany contributed the largest share of international visitors staying in paid accommodations (7% and 4% respectively) during December 2010.
- More than half of domestic visitors staying in paid accommodations during December 2010 were from the Midwest (57%) followed by the Northeast (18%), South (13%), and West (2%). The proportion of Florida residents staying in Lee County paid accommodations dropped significantly year-over-year (1% vs. 8% December 2009), possibly due to periods of unseasonably cold weather during December 2010.
- Lee County drew the largest share of domestic paid accommodations guests from the Chicago DMA (11%) with Indianapolis (8%) and Boston (7%) as second and third.

Visitor Expenditures

- The average per person per day expenditure was $109.85 in December 2010 – a 4.2% decline from December 2009 ($114.63) but about the same level as October 2010 ($110.27) and November 2010 ($109.01).
- Total visitor expenditures for December 2010 are estimated at $234.2 million, on par with visitor expenditures in December 2009 ($233.4 million). From December 2009 to December 2010, expenditures among those staying in paid accommodations and among those staying with friends and relatives showed no change year-over-year. For the calendar year, estimated total expenditures were down 5.4%.

Total December Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	50%	49%	196,862	204,800	4.0%
Friends/Relatives	50%	51%	199,059	214,089	7.6%
Total Visitation			*395,921*	*418,889*	*5.8%*
December Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	74%	83%	145,973	170,057	16.5%
Canada	8%	7%	16,070	14,629	-9.0%
Germany	7%	4%	13,392	7,314	-45.4%
Ireland	1%	2%	1,339	3,657	173.1%
UK	5%	2%	9,374	3,657	-61.0%
Austria	1%	-	2,678	-	-
BeNeLux	1%	-	2,678	-	-
France	1%	-	1,339	-	-
Scandinavia	1%	-	1,339	-	-
Switzerland	1%	-	1,339	-	-
Other	1%	3%	1,339	5,486	309.7%
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	<8%>	1%	12,053	1,829	-84.8%
South (including Florida)	17%	13%	25,445	21,943	-13.8%
Midwest	48%	57%	69,638	96,914	39.2%
Northeast	26%	18%	37,498	31,086	-17.1%
West	6%	2%	8,035	3,657	-54.5%
No Answer	4%	10%	5,357	16,457	207.2%

2010 Top DMAs (Paid Accommodations)		
Chicago	11%	18,286
Indianapolis	8%	12,800
Boston (Manchester, NH)	7%	10,971
New York	4%	7,314
Minneapolis-Saint Paul	4%	7,314
Atlanta	4%	7,314
Saint Louis	3%	5,486
Philadelphia	3%	5,486
Columbus, OH	3%	5,486
Cleveland-Akron (Canton)	3%	5,486

<u>Trip Planning</u>

- As has been seen in previous months December 2010 visitors were more likely than December 2009 visitors to engage in short-term trip planning. Nearly half indicated they were talking about their Lee County trip, choosing Lee County as a destination, and making lodging reservations within three months of the trip – a significant increase year-over-year:

  - *Started to talk about trip* (45% vs. 23% December 2009)
  - *Chose Lee County for a trip* (47% vs. 25% December 2009)
  - *Made lodging reservations* (45% vs. 35% December 2009)

- December 2010 visitors were more likely to use web sites while planning their Lee County trip (81% vs. 69% December 2009). Perhaps the shortened planning window spurred an increase in website usage.

- When deciding to visit Lee County, the attributes that December 2010 visitors mentioned most often as having strongly influenced their selection were: *warm weather, white sandy beaches,* and *peaceful/relaxing*.

<u>Visitor Profile</u>

- One in three December 2010 visitors interviewed indicated they were staying in a hotel/motel/resort/B&B for their lodging (34%), and one in five said they stayed in a condo/vacation home (22%). A large minority of December 2010 visitors said they were staying at the home of a friend or family member (39%). Slightly fewer than half (46%) felt that the quality of accommodations far exceeded or exceeded their expectations in December 2010, and the same proportion said their expectations were met (46%).

- The top activities enjoyed while in Lee County during December 2010 were *beaches*, *relaxing*, *dining out,* and *shopping,* with at least half of visitors claiming to have participated in one of these activities during their stay.

- The prevalence of December 2010 visitors who took day-trips outside of Lee County was more widespread year-over-year (49% vs. 39% December 2009), particularly visits to the Everglades (15% vs. 7% December 2009).

- Overall, visitor satisfaction remains high, with 92% of December 2010 visitors reporting being very satisfied or satisfied with their visit. The vast majority indicated they were likely to return to Lee County (88%), and three in four of them are likely to return next year (72%).

- The least liked features about the Lee County area among December 2010 visitors were weather (35% vs. 5% December 2009) and traffic (28% vs. 23% December 2009). Visitors’ concerns about insects were much less pronounced during December 2010 than during the prior year (3% vs. 17%).

- The demographic composition of December 2010 visitors was generally similar to that of December 2009 visitors. December 2010 visitors averaged 48 years of age, with an average household income of approximately $96,600. The majority of visitors are married (68%), but only a minority of visitors reported they were traveling with children (28%). The average travel party size was 3.4 people.

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of *available* room nights and *occupied* room nights were lower in December 2010 than in December 2009 (-1.4% and -3.8% respectively). Hotel/motel/resort and condo/vacation home *available* room nights were down slightly (-1.8% and -5.8% respectively) and *occupied* room nights were up from a year ago (+4.6% and +10.9% respectively). RV park/campground properties saw decreases in both *available* room nights and *occupied* room nights.

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	166,436	174,073	4.6%	368,081	361,584	-1.8%
Condo/Cottage/Vacation Home	77,002	85,408	10.9%	155,282	146,227	-5.8%
RV Park/Campground	105,282	84,472	-19.8%	155,682	145,607	-6.5%
Total	**348,720**	**343,953**	**-1.4%**	**679,045**	**653,418**	**-3.8%**

- Average occupancy rate increased from 51.4% in December 2009 to an average of 52.6% in December 2010 (+2.5%). Occupancy rates increased modestly for hotel/motel/resorts (+6.5%), and more strikingly for condos/cottages (+17.8%). However, RV parks/campgrounds average occupancy rates declined 14.2%.

- Overall average daily rates dropped from $106.17 to $103.65 year-over-year (-2.4%). ADR increased for RV park/campground properties (+8.1) but decreased (-9.3%) for hotel/motel/resort and condo/vacation home properties (-9.0%).

- RevPAR was flat compared to December 2009 due to a positive change in average occupancy rates and a negative change in ADR.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	125		143	126		143/143	125/126	
Hotel/Motel/Resort/B&B	45.2%	48.1%	6.5%	$106.13	$96.22	-9.3%	$47.99	$46.32	-3.5%
Condo/Cottage/Vacation Home	49.6%	58.4%	17.8%	$193.27	$175.86	-9.0%	$95.84	$102.72	7.2%
RV Park/Campground	67.6%	58.0%	-14.2%	$42.51	$45.96	8.1%	$28.75	$26.66	-7.3%
AVERAGE	51.4%	52.6%	2.5%	$106.17	$103.65	-2.4%	$54.52	$54.56	0.1%

- When comparing their current month's *occupancy* and *revenue* year-over-year, property managers' assessments about performance were fairly consistent in December 2010 with reports in December 2009. Nearly half reported their December 2010 *occupancy* was the same or better than the prior year (48% vs. 53% December 2009). However, only two in five reported their *revenue* was the same or better than the prior year (41% vs. 50% December 2009).

- Property managers' projections for the next three months (January – March) were mixed. Half of property managers reported that their total level of reservations for the next three months are the same or better than the same period the prior year (47%), and half reported that their reservations are down (51%).

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

- Close to half of managers don't know how many December room nights were cancelled as a result of the oil spill, and about the same number said that no room nights were cancelled as a result of the oil spill. Only 3% said one or more room nights were cancelled.

- Nearly half (47%) of property managers said they had some/many fewer inquiries during December 2010 than they had at the same time last year, and two-thirds of them attributed the decline in inquiries to the economic downturn (72%) with 10% mentioning weather and another 9% citing the BP oil spill as factors.

December 2010 Lee County Snapshot

Total December Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	50%	49%	196,862	204,800
Friends/Relatives	50%	51%	199,059	214,089
Total Visitation			*395,921*	*418,889*
December Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	8%	1%	12,053	1,829
United States	74%	83%	145,973	170,057
Canada	8%	7%	16,070	14,629
Germany	7%	4%	13,392	7,314
Ireland	1%	2%	1,339	3,657
UK	5%	2%	9,374	3,657
Austria	1%	-	2,678	-
BeNeLux	1%	-	2,678	-
France	1%	-	1,339	-
Scandinavia	1%	-	1,339	-
Switzerland	1%	-	1,339	-
Other	1%	3%	1,339	5,486

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$233,357,345	$234,188,581	0.4%
Paid Accommodations	$129,719,177	$129,599,245	-0.1%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$114.63	$109.85	-4.2%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	20%	21%
Repeat	80%	78%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	125		143	126		143/143	125/126	
Hotel/Motel/Resort/B&B	45.2%	48.1%	6.5%	$106.13	$96.22	-9.3%	$47.99	$46.32	-3.5%
Condo/Cottage/Vacation Home	49.6%	58.4%	17.8%	$193.27	$175.86	-9.0%	$95.84	$102.72	7.2%
RV Park/Campground	67.6%	58.0%	-14.2%	$42.51	$45.96	8.1%	$28.75	$26.66	-7.3%
AVERAGE	51.4%	52.6%	2.5%	$106.17	$103.65	-2.4%	$54.52	$54.56	0.1%

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Calendar YTD 2010 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	48%	49%	2,248,596	2,358,260
Friends/Relatives	52%	51%	2,462,692	2,459,051
Total Visitation			*4,711,288*	*4,817,311*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	13%	14%	218,854	258,556
United States	78%	80%	1,748,167	1,876,664
Germany	7%	6%	150,796	134,961
Canada	5%	5%	114,765	122,175
UK	5%	5%	104,089	109,389
BeNeLux	2%	1%	37,365	32,675
Scandinavia	1%	1%	22,686	19,889
Switzerland	1%	1%	20,017	14,206
France	1%	1%	21,352	11,365
Ireland	1%	1%	12,010	11,365
Austria	<1%	<1%	9,341	8,524
Other	<1%	1%	8,006	17,047

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$2,609,904,302	$2,468,054,834	-5.4%
Paid Accommodations	$1,507,829,892	$1,475,248,904	-2.2%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$120.08	$117.73	-2.0%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	27%	25%
Repeat	72%	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	52.2%	52.2%	0.0%	$125.12	$125.18	0.0%	$65.27	$65.29	0.0%
Condo/Cottage/Vacation Home	52.5%	53.8%	2.4%	$168.90	$169.63	0.4%	$88.72	$91.24	2.8%
RV Park/Campground	52.1%	50.1%	-3.8%	$43.85	$45.36	3.4%	$22.84	$22.74	-0.4%
AVERAGE	52.2%	52.1%	-0.3%	$117.33	$119.33	1.7%	$61.30	$62.17	1.4%

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Visitor Profile Analysis
December 2010

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

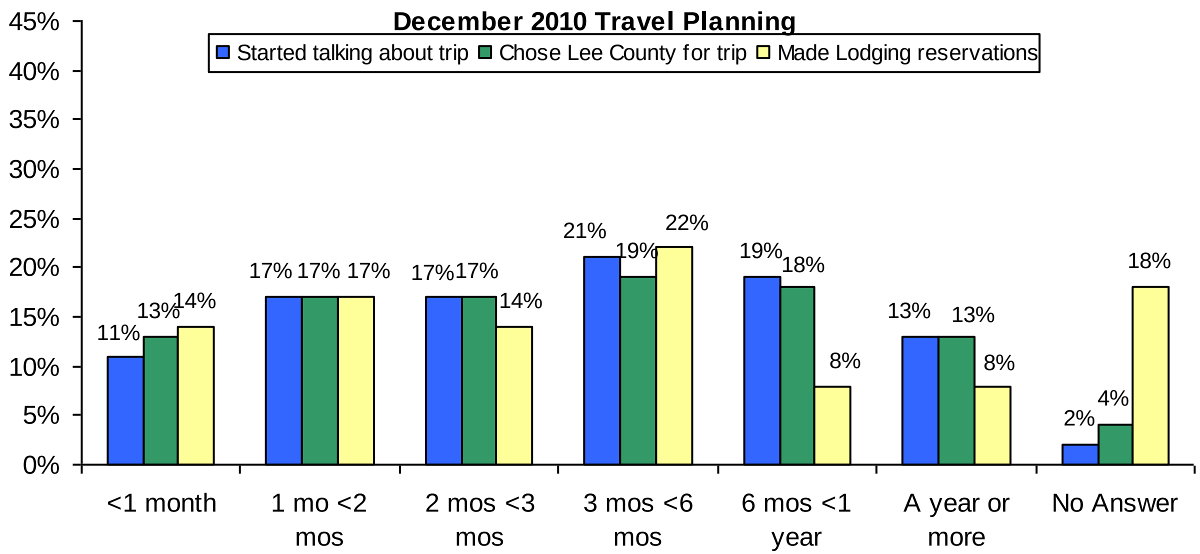
A total of 203 *interviews were conducted with visitors in Lee County during the month of December 2009. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

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	
	2009	**2010**	**2009**	**2010**	**2009**	**2010**
Total Respondents	203	205	203	205	203	205
<1 month	1%	<11%>	3%	<13%>	2%	<14%>
1 mo - < 2 mos	9%	<17%>	9%	<17%>	15%	17%
2 mos - < 3 mos	13%	17%	13%	17%	17%	14%
3 mos - < 6 mos	26%	21%	27%	19%	27%	22%
6 mos - <1 year	26%	19%	21%	18%	<19%>	8%
A year or more	<22%>	13%	<23%>	13%	10%	8%
No answer	3%	2%	4%	4%	9%	<18%>

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?



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Travel Planning

Reserved Accommodations		
	December	
	2009	2010
Total Respondents Staying in Paid Accommodations	147	112
Before leaving home	88%	87%
After arriving in Florida	7%	10%
On the road, but not in Florida	-	1%
No Answer	5%	2%

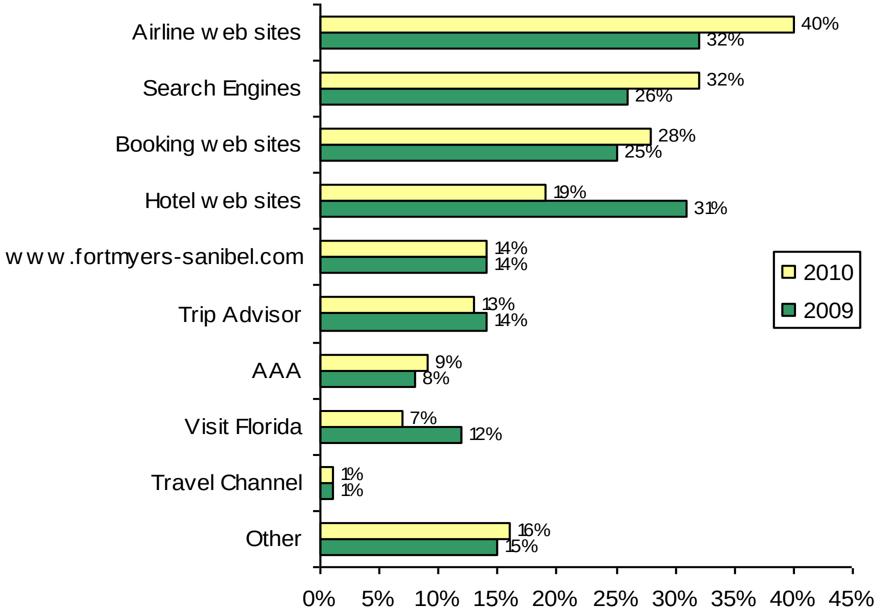
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by December Travelers		
	2009	**2010**
Total Respondents with computer access	**187**	**193**
Visited web sites (net)	69%	<81%>
Airline web sites	32%	40%
Search Engines	26%	32%
Booking web sites	25%	28%
Hotel web sites	<31%>	19%
www.fortmyers-sanibel.com	14%	14%
Trip Advisor	14%	13%
AAA	8%	9%
Visit Florida	12%	7%
Travel Channel	1%	1%
Other	15%	16%
Did not visit web sites (net)	<26%>	15%
No Answer	5%	4%

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

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Travel Planning

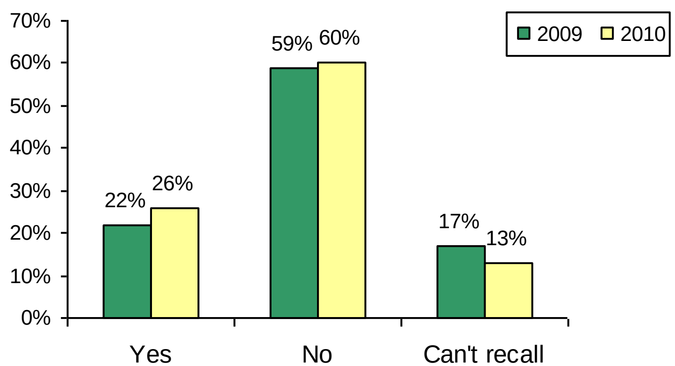
December Travelers Requesting Information		
	2009	**2010**
Total Respondents	203	205
Requested information (net)	35%	32%
Hotel Web Site	18%	11%
VCB Web Site	9%	9%
Call hotel	8%	4%
Visitor Guide	6%	6%
Call local Chamber of Commerce	2%	1%
Call VCB	1%	2%
Other	10%	9%
Did not request information (net)	55%	58%
No Answer	11%	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	203	205
Yes	5%	4%
No	93%	93%

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

Recall of Promotions



Recall of Lee County Promotions		
	2009	**2010**
Total Respondents	203	205
Yes	22%	26%
No	59%	60%
Can't recall	17%	13%

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

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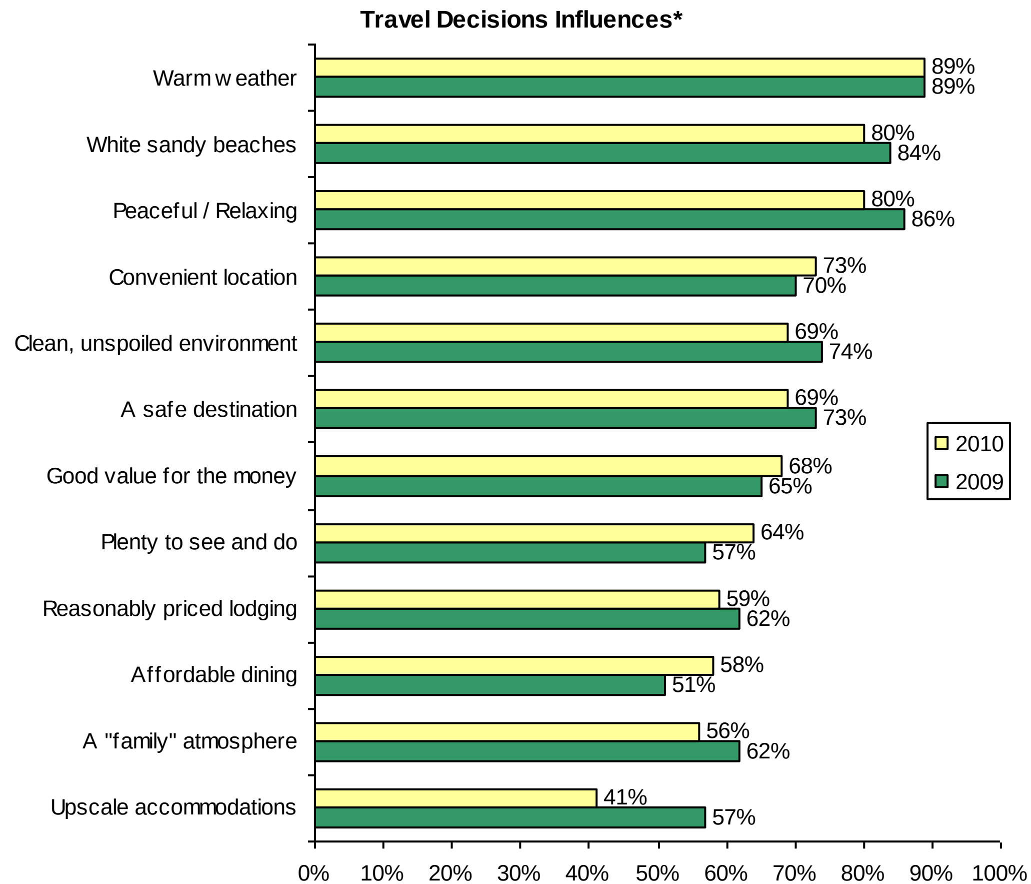
Travel Planning

December Travel Decision Influences*		
	2009	**2010**
Total Respondents	203	205
Warm weather	89%	89%
White sandy beaches	84%	80%
Peaceful / Relaxing	86%	80%
Convenient location	70%	73%
Clean, unspoiled environment	74%	69%
A safe destination	73%	69%
Good value for the money	65%	68%
Plenty to see and do	57%	64%
Reasonably priced lodging	62%	59%
Affordable dining	51%	58%
A "family" atmosphere	62%	56%
Upscale accommodations	<57%>	41%

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?

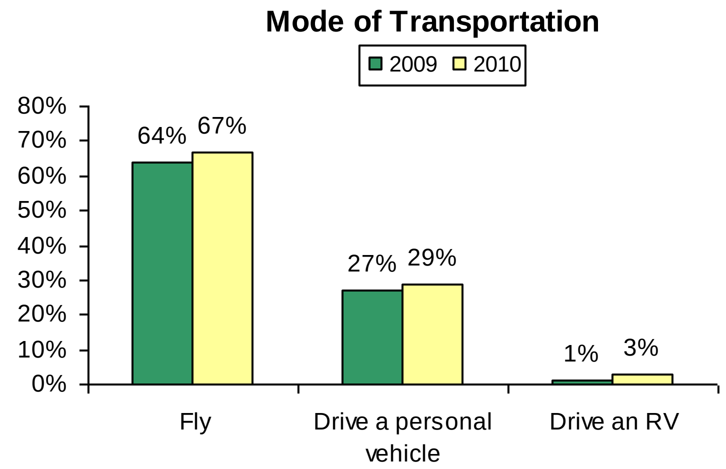
** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

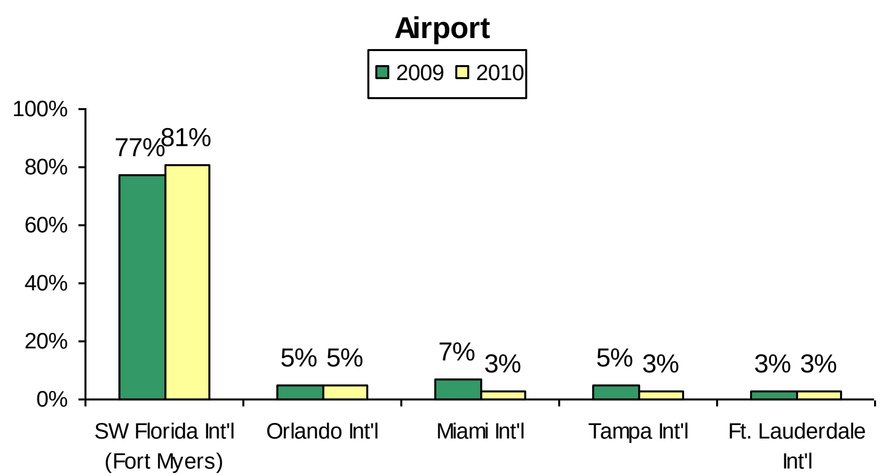
Mode of Transportation		
	2009	**2010**
Total Respondents	203	205
Fly	64%	67%
Drive a personal vehicle	27%	29%
Drive an RV	1%	3%
Travel by bus	1%	-
Drive a rental vehicle	8%	-
Other/No Answer	-	1%

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



Airport		
	2009	**2010**
Total Respondents who arrived by air	129	136
SW Florida Int'l (Fort Myers)	77%	81%
Orlando Int'l	5%	5%
Miami Int'l	7%	3%
Tampa Int'l	5%	3%
Ft. Lauderdale Int'l	3%	3%
Sarasota / Bradenton	-	1%
West Palm Beach Int'l	-	-
Other/No Answer	3%	4%

Q2: At which Florida airport did you land?



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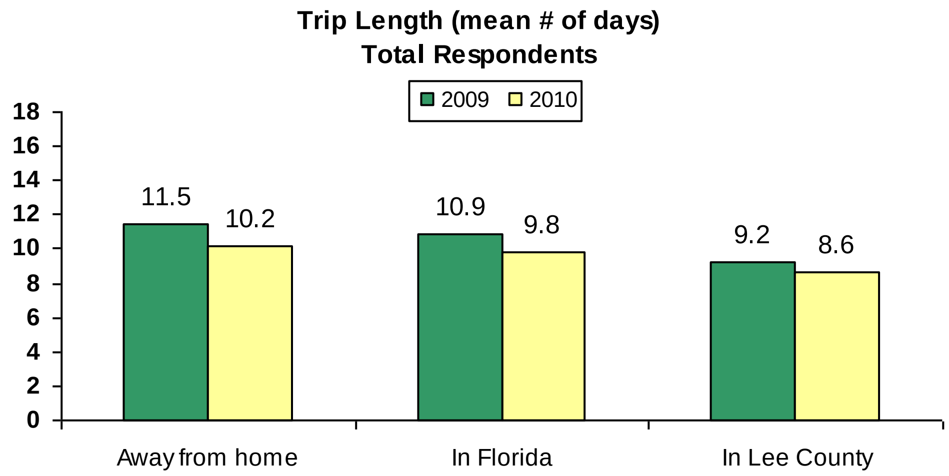
Trip Profile

December Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	203	205	
Away from home	11.5	10.2	-11.3%
In Florida	10.9	9.8	-10.1%
In Lee County	9.2	8.6	-6.5%

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



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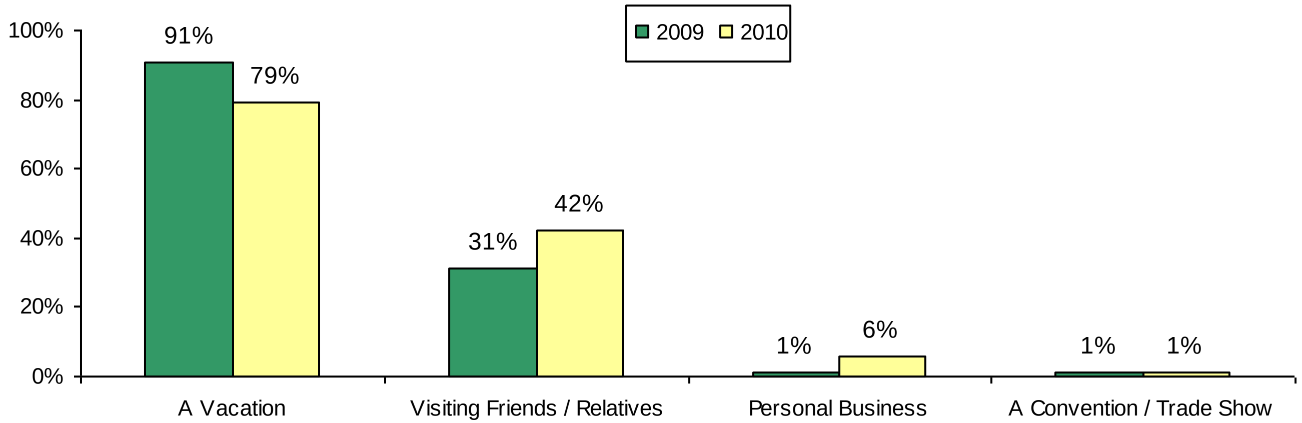
Trip Profile

Reason for December Visit		
	2009	**2010**
Total Respondents	203	205
A Vacation	<91%>	79%
Visiting Friends / Relatives	31%	<42%>
Personal Business	1%	<6%>
A Convention / Trade Show	1%	1%
Sporting Event(s)	1%	1%
Other Business Trip	1%	1%
A Conference / Meeting	1%	<1%
Other/No Answer	1%	<1%

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

Reason for December Visit



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Trip Profile

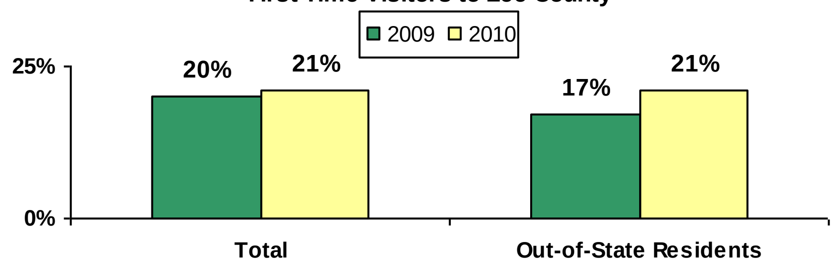
First Time Visitors to Lee County	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	2010	2009	2010	2009	2010	2009	2010
Total Respondents	203	205	10**	4**	138	160	49*	25*
Yes	20%	21%	N/A	N/A	17%	21%	31%	N/A
No	80%	78%	N/A	N/A	82%	79%	69%	N/A
No Answer	1%	<1%	N/A	N/A	1%	1%	-	N/A

Q20: Is this your first visit to Lee County?

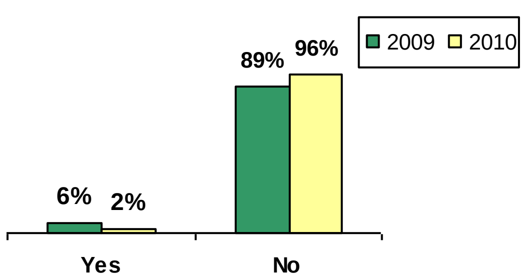
**Note: Small sample size. (N<70) Please interpret results with caution.*

***N/A: Insufficient number of responses for statistical analysis (N<30).*

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida	2009	2010
Total Respondents	203	205
Yes	6%	2%
No	89%	<96%>
No answer	1%	<1%
*FL Residents**	*5%*	*2%*

Q18: Is this your first visit to Florida?

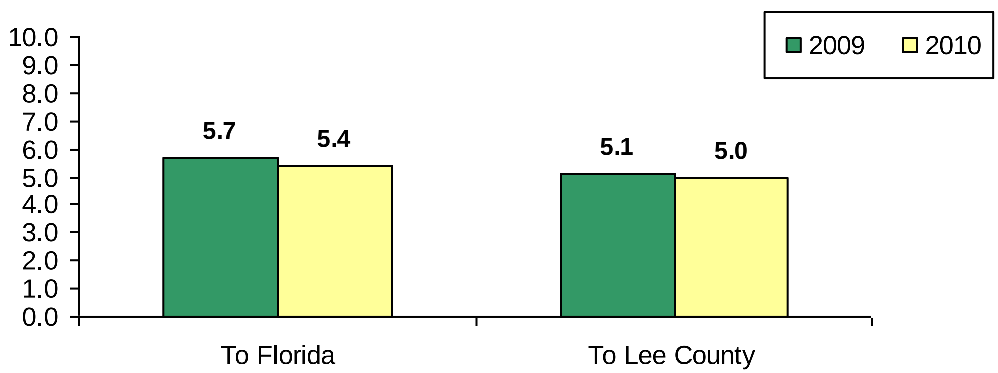
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*

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	180 (FL res. Excl.)	196 (FL res. Excl.)	162	160
Number of visits	5.7	5.4	5.1	5.0

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?

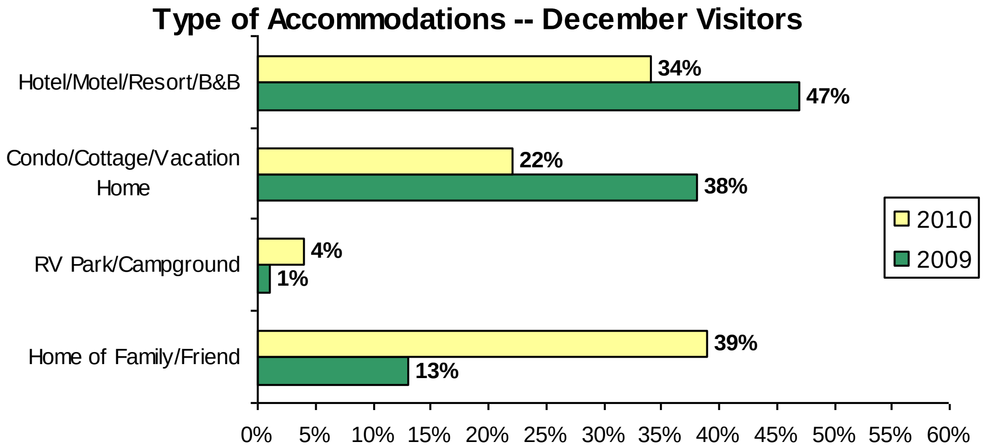
Previous Visits in Five Years



Trip Profile

Type of Accommodations - December Visitors	2009	2010
Total Respondents	203	205
Hotel/Motel/Resort/B&B	**<47%>**	**34%**
Hotel/motel/inn	30%	23%
Resort	16%	11%
B&B	<1%	-
Condo/Cottage/Vacation Home	**<38%>**	**22%**
Rented home/condo	<24%>	16%
Borrowed home/condo	6%	3%
Owned home/condo	<8%>	3%
RV Park/Campground	**1%**	**4%**
Home of family/friend	**13%**	**<39%>**
Day trip (no accommodations)	**1%**	**1%**

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

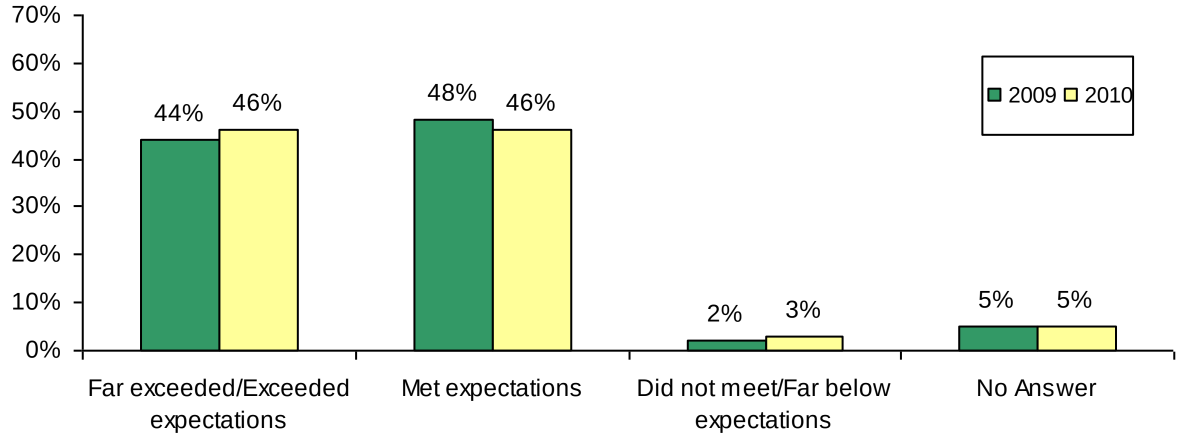


Trip Profile

Quality of Accommodations		
	2009	2010
Total Respondents	203	205
Far exceeded/Exceeded expectations	44%	46%
Met your expectations	48%	46%
Did not meet/Far below expectations	2%	3%
No Answer	5%	5%

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

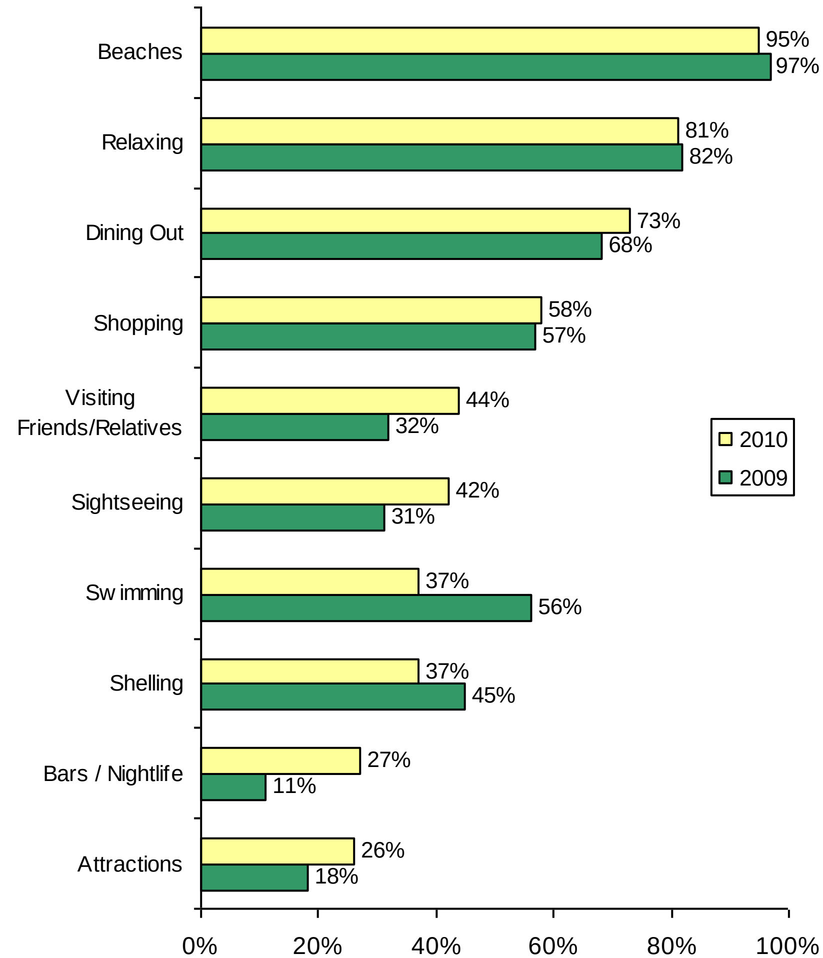
Quality of Accommodations



Trip Activities

December Activities Enjoyed		
	2009	2010
Total Respondents	203	205
Beaches	97%	95%
Relaxing	82%	81%
Dining Out	68%	73%
Shopping	57%	58%
Visiting Friends/Relatives	32%	<44%>
Sightseeing	31%	<42%>
Swimming	<56%>	37%
Shelling	45%	37%
Bars / Nightlife	11%	<27%>
Attractions	18%	<26%>
Watching Wildlife	30%	26%
Photography	22%	24%
Exercise / Working Out	18%	23%
Bicycle Riding	23%	19%
Birdwatching	20%	19%
Boating	9%	14%
Miniature Golf	8%	14%
Golfing	13%	14%
Fishing	12%	13%
Kayaking / Canoeing	4%	7%
Cultural Events	5%	6%
Tennis	2%	<6%>
Parasailing / Jet Skiing	6%	5%
Scuba Diving / Snorkeling	2%	3%
Guided Tour	5%	2%
Sporting Event	1%	1%
Other	3%	4%
No Answer	-	2%

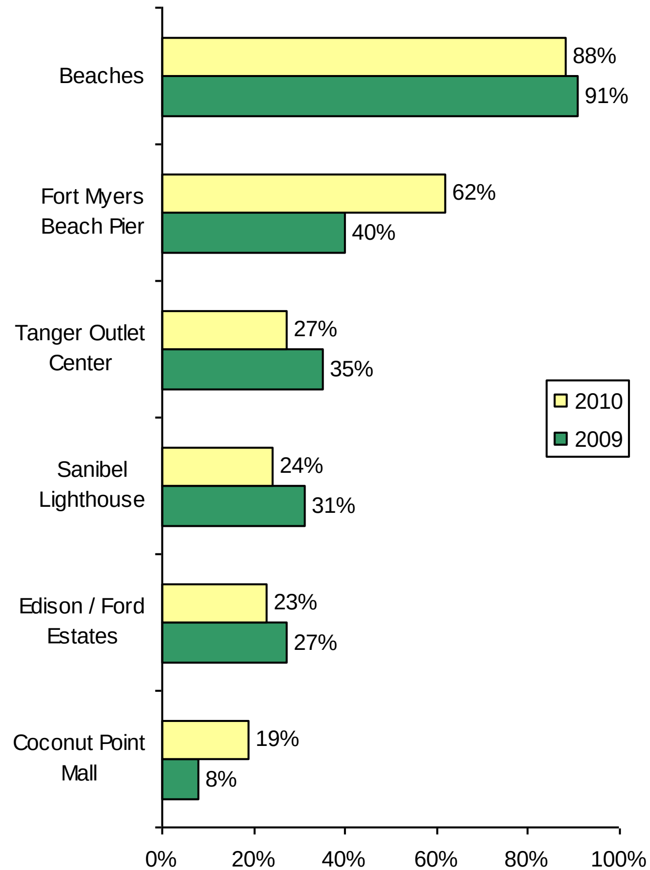
Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

December Attractions Visited		
	2009	**2010**
Total Respondents	203	205
Beaches	91%	88%
Fort Myers Beach Pier	40%	<62%>
Tanger Outlet Center	35%	27%
Sanibel Lighthouse	31%	24%
Edison / Ford Estates	27%	23%
Coconut Point Mall	8%	<19%>
Miromar Outlets Mall	18%	19%
Edison Mall	9%	<18%>
Bell Tower Shops	15%	15%
Shell Factory and Nature Park	13%	14%
Ding Darling National Wildlife Refuge	<23%>	13%
Manatee Park	3%	<11%>
Gulf Coast Town Center	5%	10%
Periwinkle Place	<20%>	7%
Broadway Palm Dinner Theater	1%	2%
Bailey-Matthews Shell Museum	4%	2%
Babcock Wilderness Adventures	<1%	1%
Barbara B. Mann Perfoming Arts Hall	1%	1%
Other	4%	7%
None/No Answer	1%	<5%>

December Attractions Visited

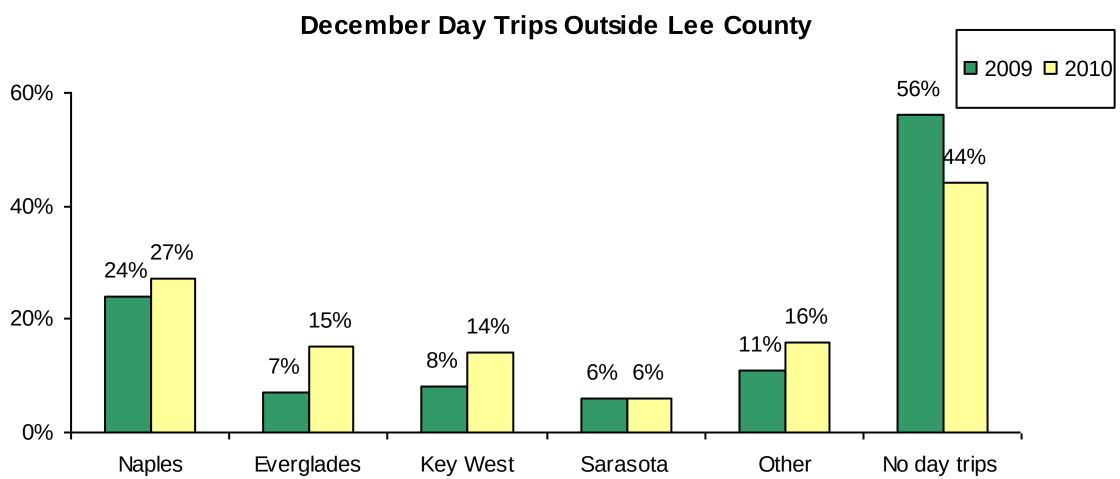


Q29. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

Trip Activities

December Day Trips Outside Lee County		
	2009	**2010**
Total Respondents	**203**	**205**
Any day trips (net)	39%	<49%>
Naples	*24%*	*27%*
Everglades	*7%*	*<15%>*
Key West	*8%*	*14%*
Sarasota	*6%*	*6%*
Other	*11%*	*16%*
No day trips	<56%>	44%
No Answer	4%	7%

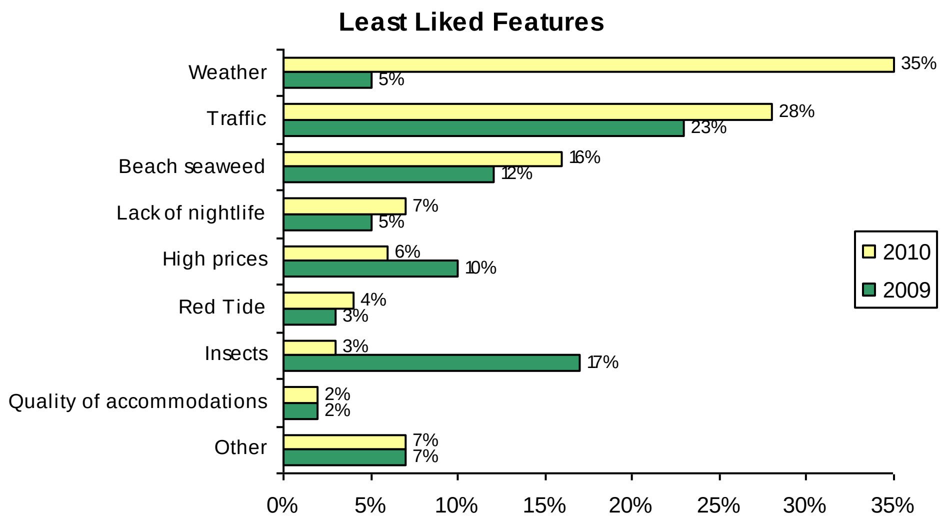
Q30: Where did you go on day trips outside Lee County?



Trip Activities

Least Liked Features		
	2009	**2010**
Total Respondents	203	205
Weather	5%	<35%>
Traffic	23%	28%
Beach seaweed	12%	16%
Lack of nightlife	5%	7%
High prices	10%	6%
Red Tide	3%	4%
Insects	<17%>	3%
Quality of accommodations	2%	2%
Other	7%	7%
Nothing/No Answer	<40%>	29%

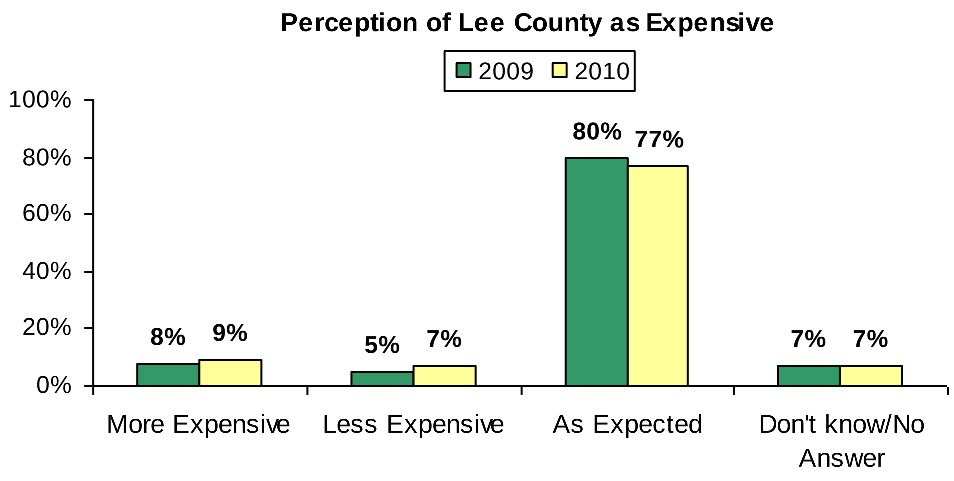
Q34: During the specific visit, which features have you liked least about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
	2009	**2010**
Total Respondents	203	205
More Expensive	8%	9%
Less Expensive	5%	7%
As Expected	80%	77%
Don't know/No Answer	7%	7%

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

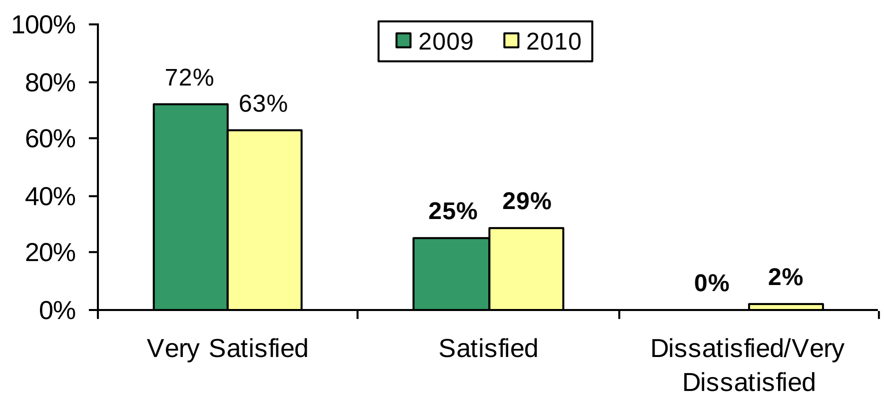


Lee County Experience

Satisfaction with Visit		
	2009	**2010**
Total Respondents	**203**	**205**
<u>Satisfied</u>	<u><97%></u>	<u>92%</u>
Very Satisfied	*72%*	*63%*
Satisfied	*25%*	*29%*
Neither	1%	1%
Dissatisfied/Very Dissatisfied	-	2%
Don't know/no answer	2%	6%

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

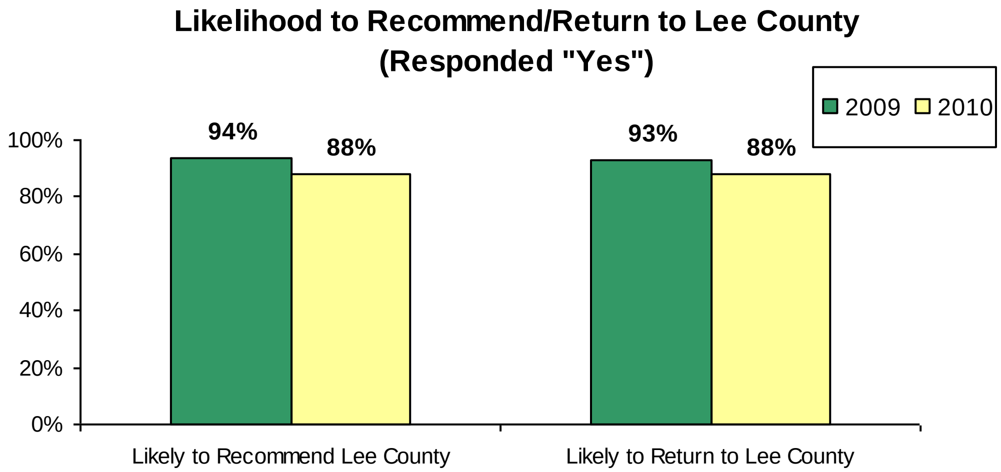
Satisfaction with Visit



Future Plans

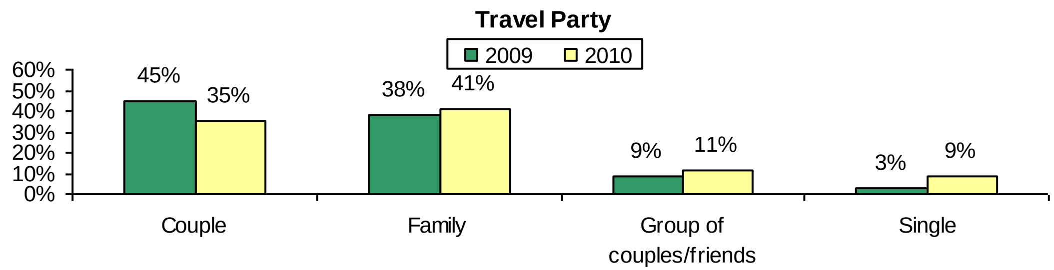
Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	203	205
Likely to Recommend Lee County	<94%>	88%
Likely to Return to Lee County	93%	88%
Base: Total Respondents Planning to Return	188	181
Likely to Return Next Year	65%	72%

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?



Visitor and Travel Party Demographic Profile

December Travel Party		
	2009	**2010**
Total Respondents	203	205
Couple	45%	35%
Family	38%	41%
Group of couples/friends	9%	11%
Single	3%	<9%>
Other	4%	2%
Mean travel party size	3.2	3.4
Mean adults in travel party	2.6	2.8

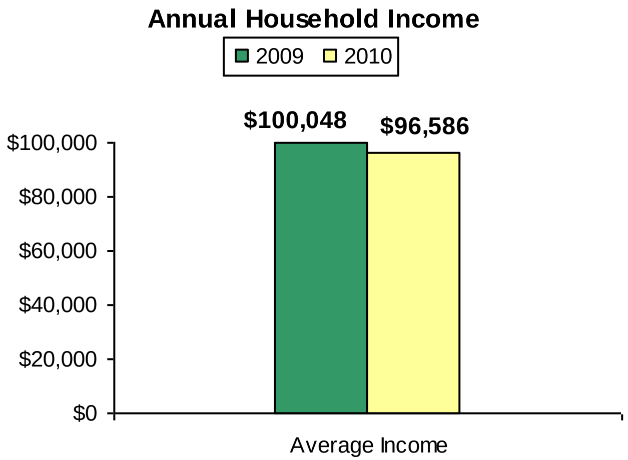


Travel Parties with Children		
	2009	**2010**
Total Respondents	203	205
Traveling with any Children (net)	<u>28%</u>	<u>28%</u>
Any younger than 6	16%	13%
Any 6 - 11 years old	14%	15%
Any 12 - 17 years old	9%	12%

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

December Visitor Demographic Profile		
	2009	**2010**
Total Respondents	203	205
Vacations per year (mean)	3.1	3.0
Short getaways per year (mean)	3.7	<4.7>
Age of respondent (mean)	<51.0>	48.0
Annual household income (mean)	$100,048	$96,586
Martial Status		
Married	76%	68%
Single	11%	17%
Other	11%	13%



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 December Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	50%	49%	196,862	204,800	4.0%
Friends/Relatives	50%	51%	199,059	214,089	7.6%
Total Visitation			*395,921*	*418,889*	*5.8%*
December Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	74%	83%	145,973	170,057	16.5%
Canada	8%	7%	16,070	14,629	-9.0%
Germany	7%	4%	13,392	7,314	-45.4%
Ireland	1%	2%	1,339	3,657	173.1%
UK	5%	2%	9,374	3,657	-61.0%
Austria	1%	-	2,678	-	-
BeNeLux	1%	-	2,678	-	-
France	1%	-	1,339	-	-
Scandinavia	1%	-	1,339	-	-
Switzerland	1%	-	1,339	-	-
Other	1%	3%	1,339	5,486	309.7%
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	<8%>	1%	12,053	1,829	-84.8%
South (including Florida)	17%	13%	25,445	21,943	-13.8%
Midwest	48%	57%	69,638	96,914	39.2%
Northeast	26%	18%	37,498	31,086	-17.1%
West	6%	2%	8,035	3,657	-54.5%
No Answer	4%	10%	5,357	16,457	207.2%

2010 Top DMAs (Paid Accommodations)		
Chicago	11%	18,286
Indianapolis	8%	12,800
Boston (Manchester, NH)	7%	10,971
New York	4%	7,314
Minneapolis-Saint Paul	4%	7,314
Atlanta	4%	7,314
Saint Louis	3%	5,486
Philadelphia	3%	5,486
Columbus, OH	3%	5,486
Cleveland-Akron (Canton)	3%	5,486

Occupancy Data Analysis
December 2010

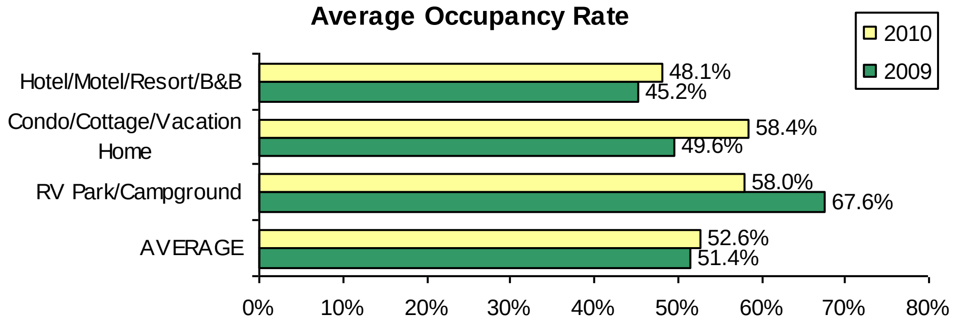
Property managers representing 140 properties in Lee County were interviewed for the December 2010 Occupancy Survey between January 1 and January 15, 2010, a sample considered accurate to plus or minus 8.3 percentage points at the 95% confidence level.

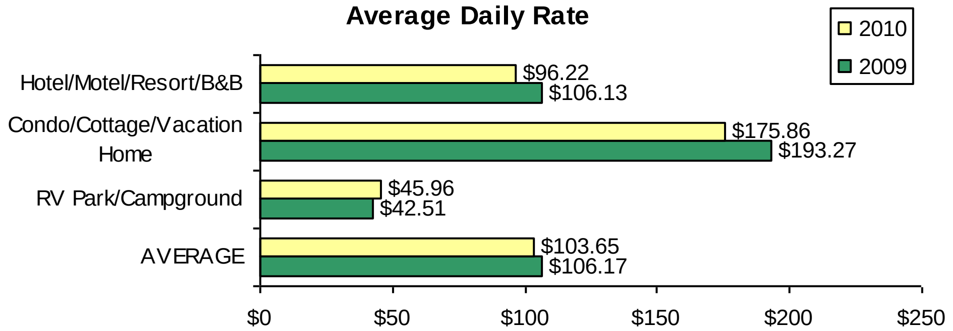
Property managers representing 143 properties in Lee County were interviewed for the December 2009 Occupancy Survey between January 1 and January 15, 2009, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

December Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	143	125		143	126		143/143	125/126	
Hotel/Motel/Resort/B&B	45.2%	48.1%	6.5%	$106.13	$96.22	-9.3%	$47.99	$46.32	-3.5%
Condo/Cottage/Vacation Home	49.6%	58.4%	17.8%	$193.27	$175.86	-9.0%	$95.84	$102.72	7.2%
RV Park/Campground	67.6%	58.0%	-14.2%	$42.51	$45.96	8.1%	$28.75	$26.66	-7.3%
AVERAGE	51.4%	52.6%	2.5%	$106.17	$103.65	-2.4%	$54.52	$54.56	0.1%

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





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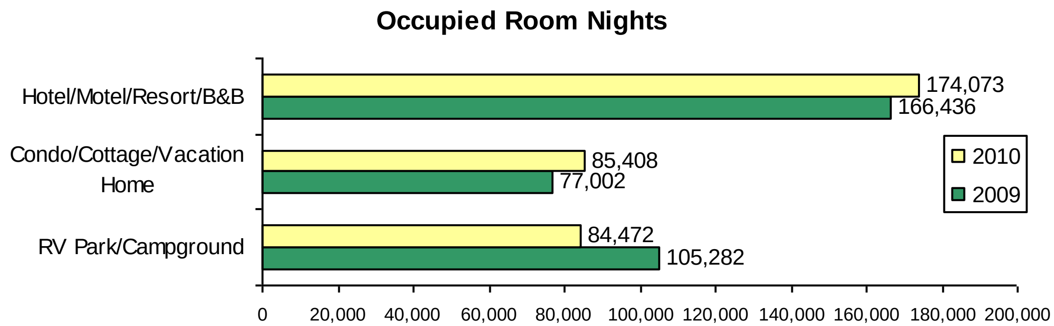
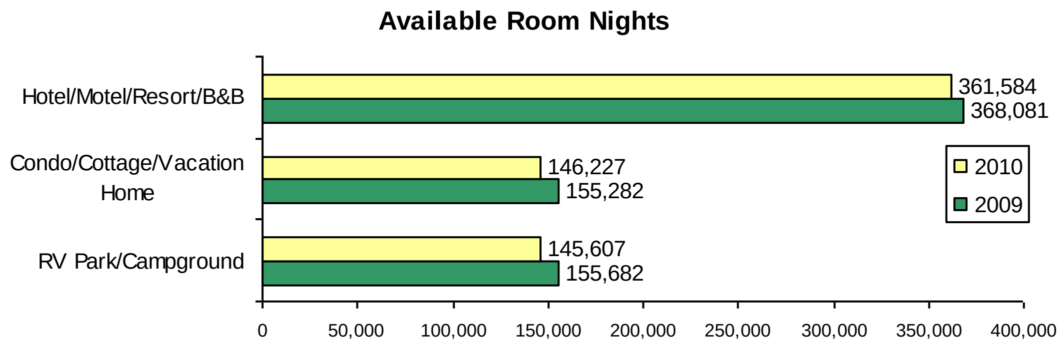
December Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	166,436	174,073	4.6%	368,081	361,584	-1.8%
Condo/Cottage/Vacation Home	77,002	85,408	10.9%	155,282	146,227	-5.8%
RV Park/Campground	105,282	84,472	-19.8%	155,682	145,607	-6.5%
Total	**348,720**	**343,953**	**-1.4%**	**679,045**	**653,418**	**-3.8%**





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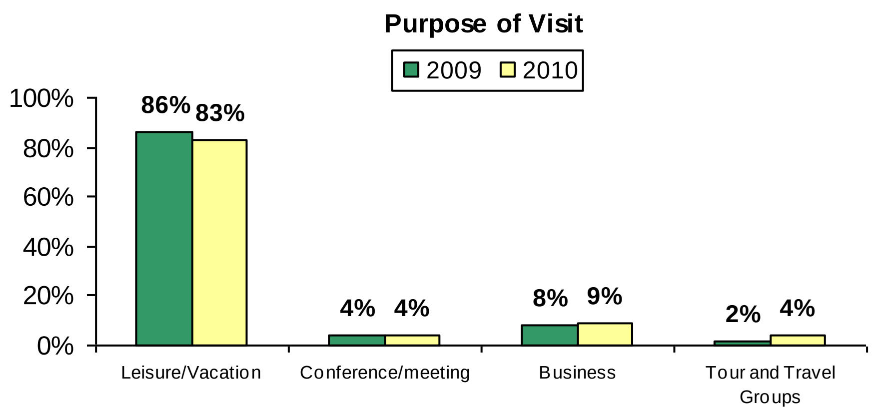
Lodging Management Estimates

December Guest Profile		
	2009	2010
Property Managers Responding	123	101
Purpose of Visit		
Leisure/Vacation	86%	83%
Conference/meeting	4%	4%
Business	8%	9%
Tour and Travel Groups	2%	4%
Property Managers Responding	136	117
Average guests per room	2.5	2.4
Property Managers Responding	132	116
Average length of stay in nights	6.5	6.3

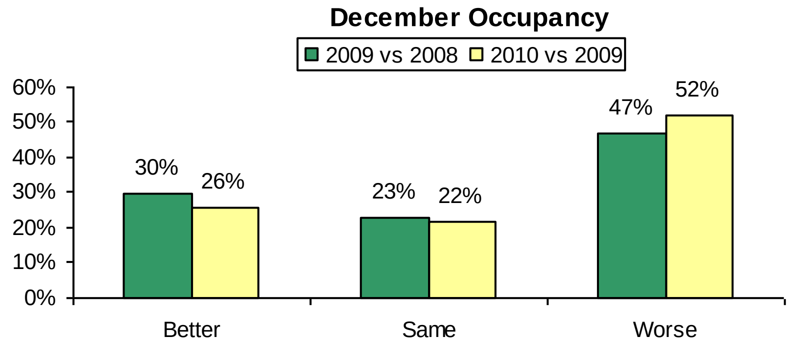
Q23: What percent of your December room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in December?
Q19: What was the average length of stay (in nights) of your guests in December?

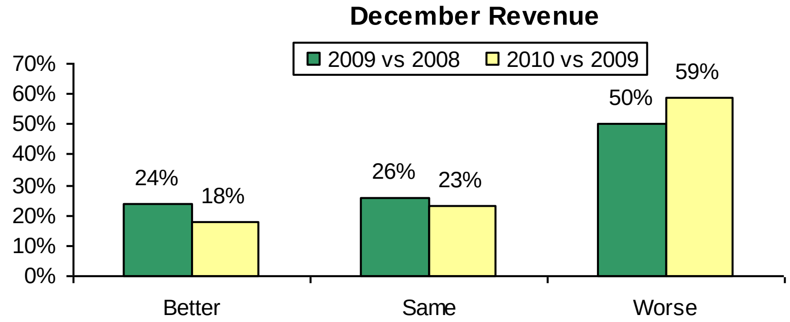


Occupancy Barometer

	December Occupancy		December Revenue	
	2009	2010	2009	2010
Property Managers Responding	139	125	135	123
Better than prior year	30%	26%	24%	18%
Same as prior year	23%	22%	26%	23%
Worse than prior year	47%	52%	50%	59%

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



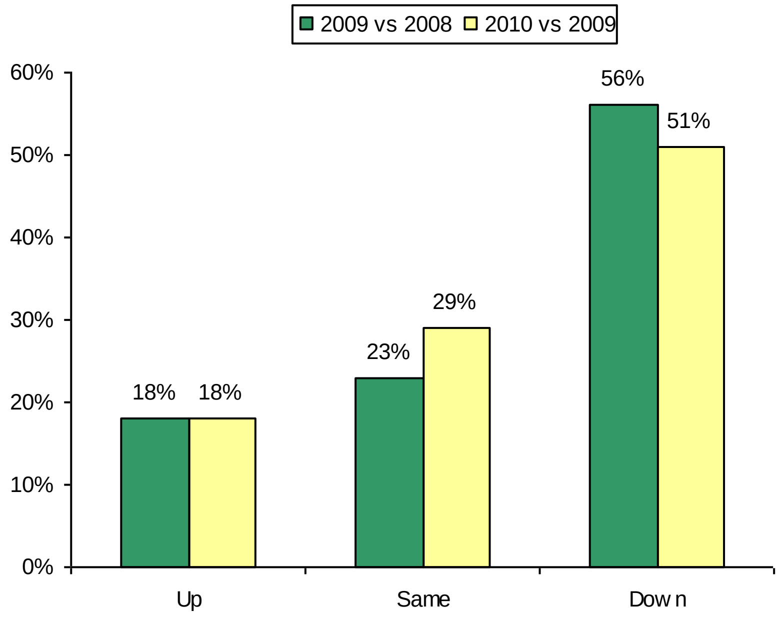


Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	**2010**
Total Answering Respondents	141	124
Up	18%	18%
Same	23%	29%
Down	56%	51%
N/A	4%	2%

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?

Level of Reservations for Next 3 Months

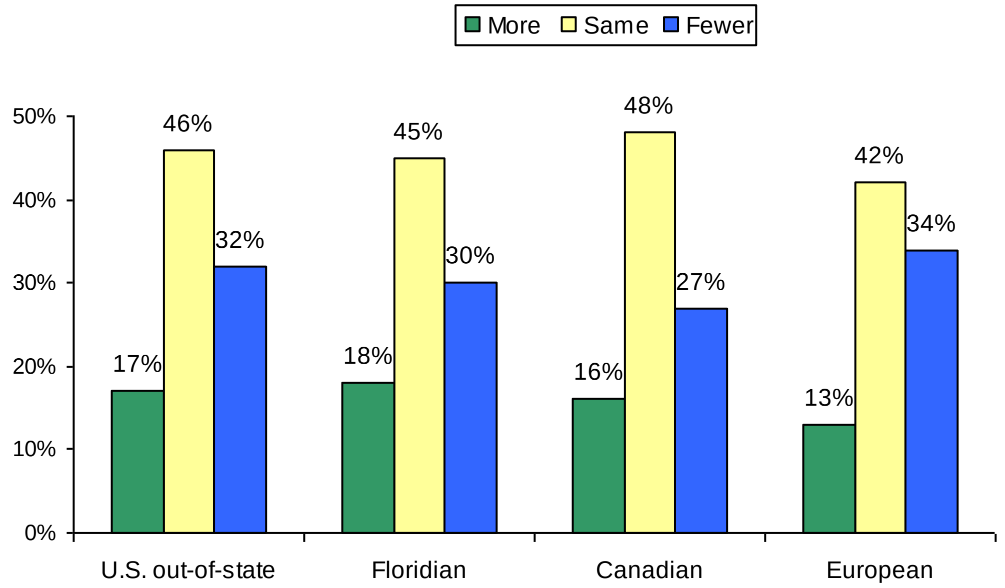


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (124/100 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	18%	17%	43%	46%	33%	32%	6%	5%
Floridian	14%	18%	43%	45%	34%	30%	9%	8%
Canadian	21%	16%	43%	48%	27%	27%	9%	9%
European	19%	13%	42%	42%	27%	34%	12%	12%

Q27: Now thinking about the specific origins of your guests, for January, February, March do you expect more, the same, or fewer guests from each of the following areas than you had in January, February, March of last year?

Origin of Guests for Next 3 Months Compared to Last Year
December 2010



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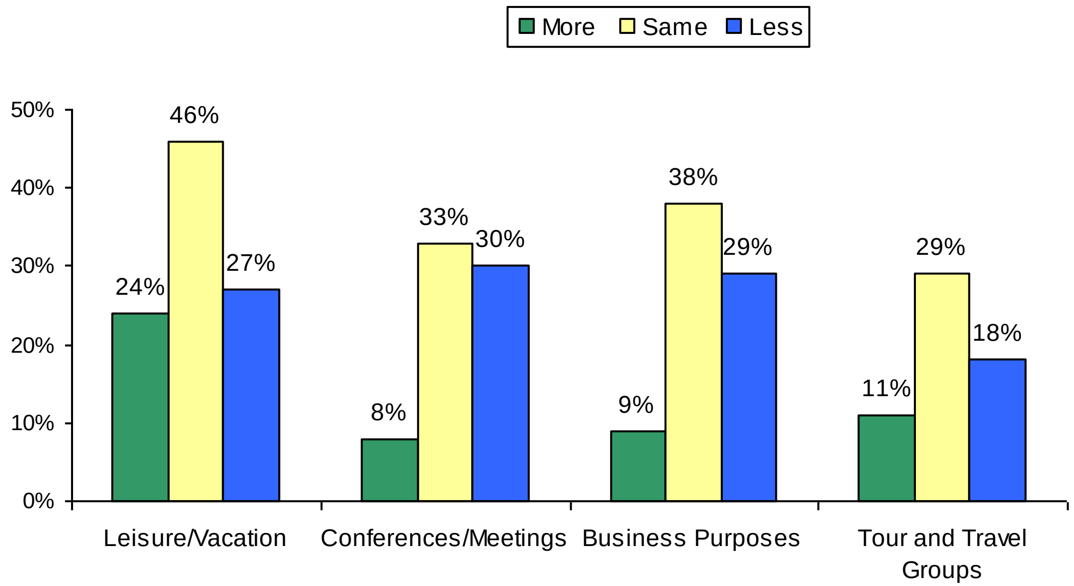
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (114/95 Minimum)	More		Same		Less		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
Leisure/Vacation	20%	24%	42%	46%	31%	27%	7%	3%
Conferences/Meetings	6%	8%	19%	<33%>	24%	30%	<50%>	30%
Business Purposes	5%	9%	30%	38%	22%	29%	<42%>	24%
Tour and Travel Groups	6%	11%	21%	29%	18%	18%	55%	42%

Q28: Compared to January, February, March of last year will the following types of travelers generate more, the same or less business for your property for the upcoming January, February, March of this year?

Type of Travelers for Next 3 Months Compared to Last Year
December 2010



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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	December 2010	Next 3 Months
Total Property Managers Responding	129	129
0 roomnights	48%	50%
1-7 roomnights	1%	-
8-14 roomnights	1%	1%
15 or more roomnights	2%	2%
Don't know	49%	48%
Average room nights cancelled	0.7	1.2

Q31. During the month of December, 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 January, February, March – due to the oil spill and the publicity surrounding it?

Inquiries	December 2010
Total Property Managers Responding	129
More inquiries (net)	19%
Many more	5%
Some more	13%
About the same number	35%
Fewer inquiries (net)	47%
Some fewer	19%
Many fewer	27%

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

Factors Impacting Declines in Inquiries	December 2010
Total Property Managers Responding "Fewer Inquiries"	60
Economic downturn	72%
Weather	10%
BP oil spill	9%
Other	9%

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

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Economic Impact Analysis
December 2010

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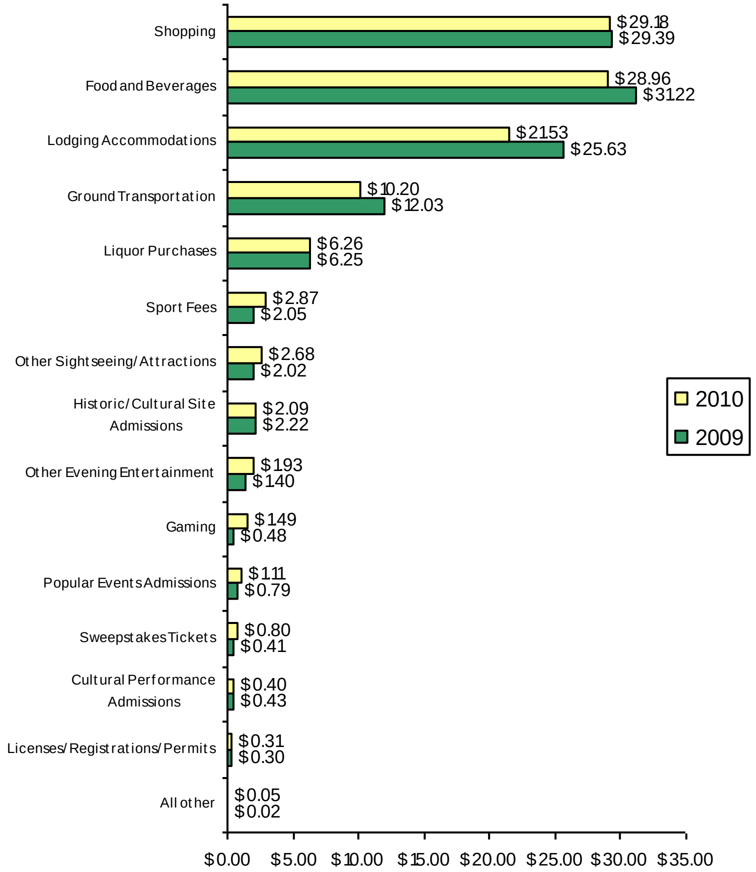
Average Expenditures

Average Expenditures per Person per Day



December Average Expenditures per Person per Day			
	2009	2010	% Change
TOTAL	$114.63	$109.85	-4.2%
Shopping	$29.39	$29.18	-0.7%
Food and Beverages	$31.22	$28.96	-7.2%
Lodging Accommodations	$25.63	$21.53	-16.0%
Ground Transportation	$12.03	$10.20	-15.2%
Liquor Purchases	$6.25	$6.26	0.2%
Sport Fees	$2.05	$2.87	40.0%
Other Sightseeing/Attractions	$2.02	$2.68	32.7%
Historic/Cultural Site Admissions	$2.22	$2.09	-5.9%
Other Evening Entertainment	$1.40	$1.93	37.9%
Gaming	$0.48	$1.49	210.4%
Popular Events Admissions	$0.79	$1.11	40.5%
Sweepstakes Tickets	$0.41	$0.80	95.1%
Cultural Performance Admissions	$0.43	$0.40	-7.0%
Licenses/Registrations/Permits	$0.30	$0.31	3.3%
All other	$0.02	$0.05	150.0%

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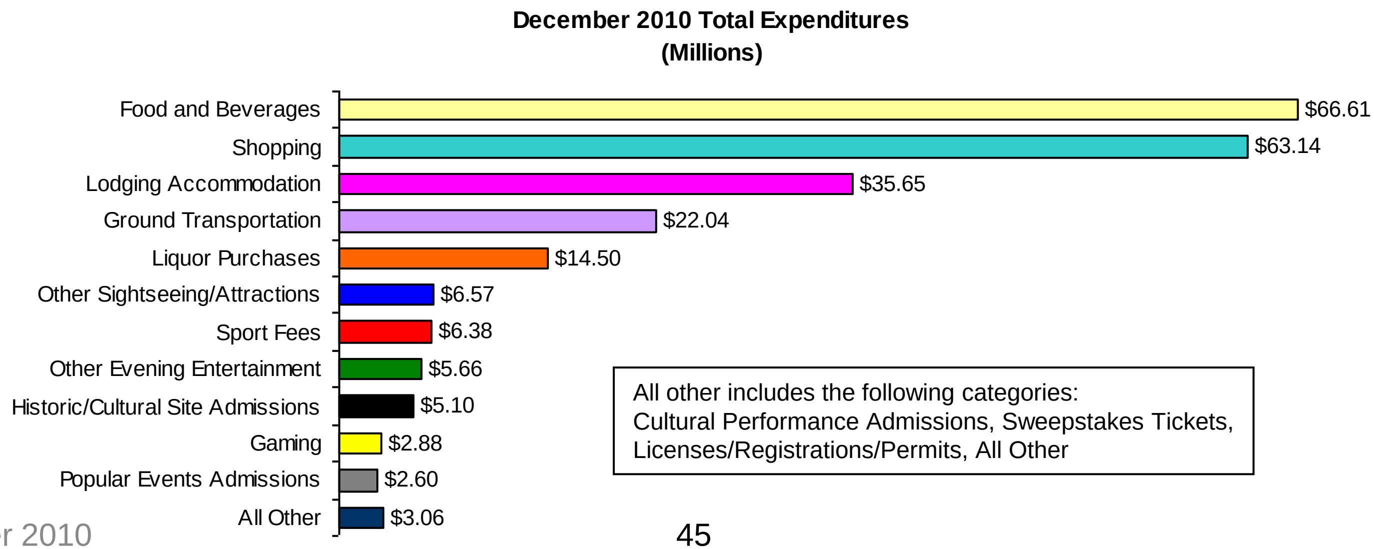
Total Visitor Expenditures by Spending Category

December TOTAL EXPENDITURES			
	2009	2010	% Change
TOTAL	$233,357,345	$234,188,581	0.4%
Food and Beverages	$64,887,139	$66,614,157	2.7%
Shopping	$67,466,756	$63,141,013	-6.4%
Lodging Accommodations	$37,022,713	$35,650,369	-3.7%
Ground Transportation	$26,096,879	$22,039,940	-15.5%
Liquor Purchases	$13,271,164	$14,499,146	9.3%
Other Sightseeing/Attractions	$4,326,210	$6,568,905	51.8%
Sport Fees	$5,268,170	$6,379,646	21.1%
Other Evening Entertainment	$3,837,456	$5,659,612	47.5%
Historic/Cultural Site Admissions	$5,250,108	$5,096,888	-2.9%
Gaming	$1,015,920	$2,883,725	183.9%
Popular Events Admissions	$2,144,508	$2,596,917	21.1%
All Other	$2,770,322	$3,058,263	10.4%



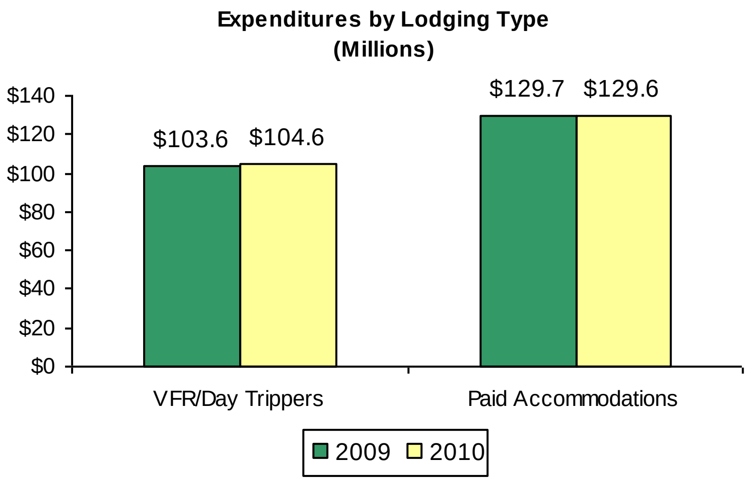
Total Visitor Expenditures by Spending Category

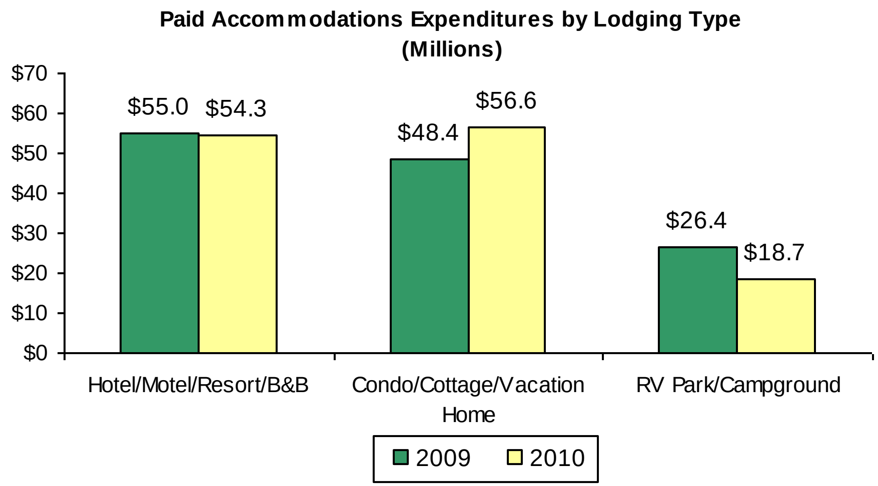
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	$129,719,177	$129,599,245	-0.1%	$103,638,168	$104,589,336	0.9%
Lodging Accommodations	$37,022,713	$35,650,369	-3.7%	$0	$0	-
Shopping	$29,914,008	$31,522,296	5.4%	$37,552,748	$31,618,717	-15.8%
Food and Beverages	$31,915,857	$30,598,522	-4.1%	$32,971,282	$36,015,635	9.2%
Ground Transportation	$13,508,301	$10,590,527	-21.6%	$12,588,578	$11,449,413	-9.0%
Liquor Purchases	$6,216,164	$6,259,248	0.7%	$7,055,000	$8,239,898	16.8%
Sport Fees	$2,067,700	$4,184,445	102.4%	$3,200,470	$2,195,201	-31.4%
Other Sightseeing/Attractions	$2,539,803	$3,200,823	26.0%	$1,786,407	$3,368,082	88.5%
Historic/Cultural Site Admissions	$2,462,475	$2,012,739	-18.3%	$2,787,633	$3,084,149	10.6%
Gaming	$661,354	$1,554,508	135.0%	$354,566	$1,329,217	274.9%
Popular Events Admissions	$818,544	$1,439,311	75.8%	$1,325,964	$1,157,606	-12.7%
Other Evening Entertainment	$1,496,345	$1,311,908	-12.3%	$2,341,111	$4,347,704	85.7%
All Other	$1,095,913	$1,274,549	16.3%	$1,674,409	$1,783,714	6.5%

All other includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, All Other

Total Visitor Expenditures by Lodging Type

December Total Expenditures by Lodging Type					
	2009	2010	% Change	2009	2010
TOTAL	$233,357,345	$234,188,581	0.4%	100%	100%
Visiting Friends & Relatives/Day Trippers	$103,638,168	$104,589,336	0.9%	44%	45%
Paid Accommodations	$129,719,177	$129,599,245	-0.1%	56%	55%
Hotel/Motel/Resort/B&B	$54,977,697	$54,272,362	-1.3%	24%	23%
Condo/Cottage/Vacation Home	$48,382,016	$56,617,803	17.0%	21%	24%
RV Park/Campground	$26,359,464	$18,709,080	-29.0%	11%	8%





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.

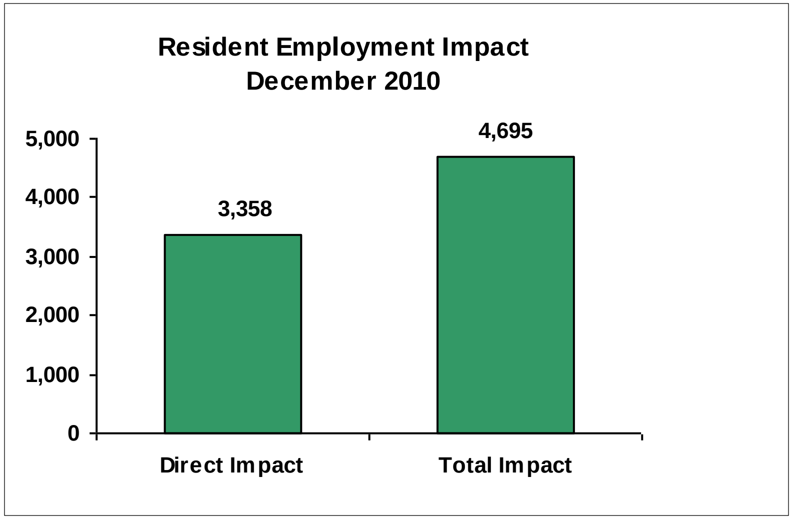
Impact on Jobs for Lee County Residents

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.

<u>Direct employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

<u>Total employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures <u>PLUS</u> 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.).



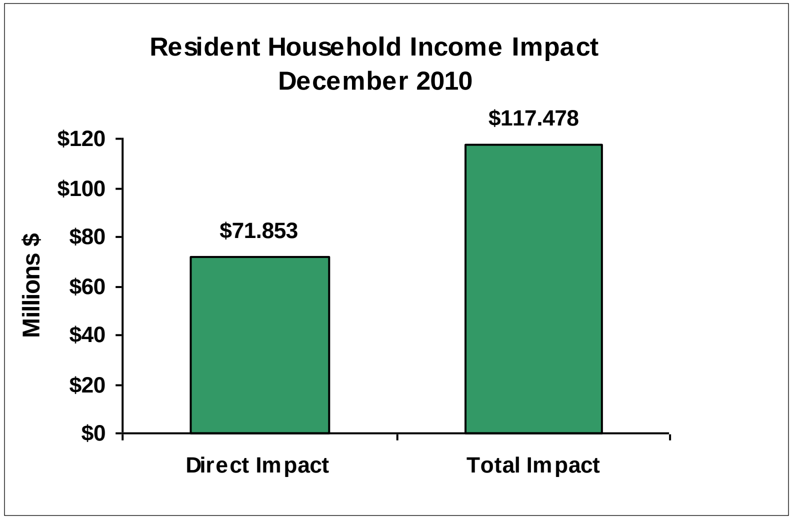
Impact on Household Income for Lee County Residents

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.

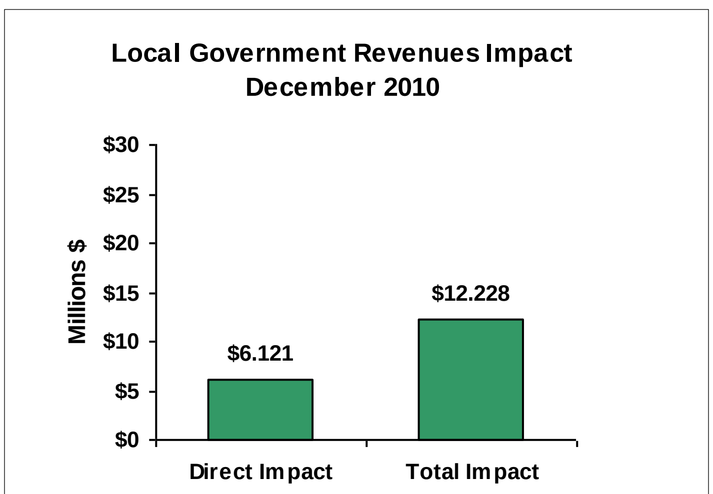
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

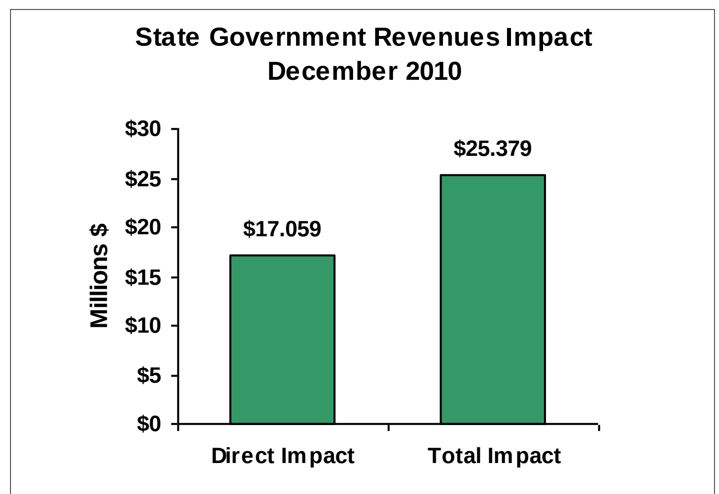
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

December 2010

December 2010 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Bel-Air	10-Dec	6
Fort Myers Beach	Bowditch Beach	10-Dec	11
Fort Myers Beach	Diamond Head Resort	10-Dec	5
Fort Myers Beach	Neptune Inn	10-Dec	6
Fort Myers Beach	Winward Passage	10-Dec	6
Bonita Springs	Bonita Beach	11-Dec	26
Fort Myers	Clarion	16-Dec	7
Fort Myers	Edison Estates	16-Dec	11
Sanibel	Coquina Beach Club	21-Dec	5
Sanibel	Holiday Inn	21-Dec	8
Sanibel	Pelican Roost	21-Dec	6
Sanibel	Sanibel Moorings	21-Dec	6
Cape Coral	Cape Coral Yacht Club	23-Dec	10
Fort Myers	Centennial Park	23-Dec	6
Fort Myers	Best Western	28-Dec	7
Fort Myers	Edison Estates	28-Dec	15
North Fort Myers	Shell Factory	28-Dec	8
Sanibel	Lighthouse Beach	30-Dec	20
Sanibel	Sanibel Inn	30-Dec	6
Sanibel	Song of the Sea	30-Dec	6
Fort Myers Beach	Times Square	31-Dec	24
TOTAL			**205**

Occupancy Interviewing Statistics

Interviews were conducted from January 1 – January 15, 2010. Information was provided by 140 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	90
Condo/Cottage/Vacation Home/Timeshare	32
RV Park/Campground	18
Total	140