THE BEACHES OF FORT MYERS AND SANIBEL

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

Fall 2012 Visitor Profile and Occupancy Analysis

February 8, 2013

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Davidson-Peterson Associates

dpa
providing direction in travel & tourism

Executive Summary
Fall 2012

Throughout this report, statistically significant differences between responses for 2011 and 2012 at the 95% confidence level are noted with an A,B lettering system.

For example:

2011 A	2012 B
60%	70%A

In the table above 70% in Column B is statistically greater than 60% in Column A.

Executive Summary

Visitation Estimates

- During the fall season of 2012, Lee County hosted approximately 555,000 visitors staying in paid accommodations and 443,000 staying with friends or relatives while visiting, for an estimated total just shy of one million visitors.
- Fall 2012 visitation among paid accommodations guests was down 3.8% from 2011, and visitation among those staying with friends or relatives was down 9.8% year-over-year. As a result, Lee County saw a 6.5% decrease in total visitation versus fall 2011.

Estimated Visitation	Fall 2011	Fall 2012	% Change
Paid Accommodations	576,602	554,707	-3.8%
Friends/Relatives	490,745	442,851	-9.8%
Total Visitation	**1,067,347**	**997,558**	**-6.5%**

Visitor Expenditures

- Fall 2012 visitors spent an estimated $550.9 million during their stay in Lee County, which was substantially higher than that estimated for fall 2011 visitors ($504.4 million) and higher than fall 2010 and 2009.
- Expenditures among fall 2012 paid accommodations guests amounted to $349.0 million (63% of the total). Visitors staying with friends or relatives contributed the remaining $202.0 million. Despite declines in visitation, spending among both visitor segments was up from a year ago.

Estimated Expenditures	Fall 2011	Fall 2012	% Change
Paid Accommodations	$322,237,007	$348,991,696	+8.3%
Friends/Relatives	$182,191,939	$201,915,390	+10.8%
Total Expenditures	**$504,428,946**	**$550,907,086**	**+9.2%**

Visitor Origin

- Nearly three-quarters of fall 2012 visitors staying in paid accommodations were U.S. residents (72%) – about the same incidence as last year (71%). The majority of international visitors staying in paid accommodations came from Germany (12%), with the UK and Canada as distant second and third. German visitation was up substantially versus fall 2011.
- Four in ten domestic paid accommodations guests came from the Midwest (42%). Almost one-quarter came from the South (23%) and slightly fewer from the Northeast (19%). Guests from the West were far fewer in numbers.
- New York was the top domestic feeder market for the Lee County lodging industry during fall 2012, followed by the key Midwest markets of Indianapolis, Chicago, and Minneapolis.

Fall 2012 Top DMAs (Paid Accommodations)

New York	21,774	6%
Indianapolis	18,663	5%
Chicago	17,626	4%
Minneapolis-Saint Paul	17,626	4%
Columbus, OH	13,479	3%
Pittsburgh	12,442	3%
Tampa-Saint Petersburg	12,442	3%
Boston	9,332	2%
Orlando	9,332	2%

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Fall Season	2011	2012	2011	2012	
Country of Origin					
United States	71%	72%	411,070	397,108	-3.4%
Germany	6%	<12%>	37,245	64,284	72.6%
UK	6%	5%	37,245	29,031	-22.1%
Canada	6%	4%	35,865	21,774	-39.3%
Scandinavia	3%	2%	17,933	13,479	-24.8%
Switzerland	3%	1%	15,174	7,258	-52.2%
France	2%	1%	11,035	6,221	-43.6%
BeNeLux	1%	1%	5,518	5,184	-6.0%
Austria	1%	<1%	4,138	2,074	-49.9%
Ireland	<1%	<1%	1,379	2,074	50.3%
Latin America	-	<1%	-	1,037	-
Other International	-	1%	-	4,147	-
No Answer	-	<1%	-	1,037	-

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Fall Season	2011	2012	2011	2012	
U.S. Region of Origin					
Florida	4%	8%	16,553	33,179	100.4%
South (including Florida)	23%	23%	92,422	91,242	-1.3%
Midwest	47%	42%	193,120	166,931	-13.6%
Northeast	23%	19%	95,181	74,652	-21.6%
West	2%	4%	8,277	16,589	100.4%
No Answer	5%	<12%>	22,071	47,694	116.1%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

Trip Planning

- Many fall 2012 visitors reported that they had planned their Lee County trip well in advance – similar to reports from fall 2011 visitors. Seven in ten started talking about their Lee County trip *three or more months* in advance and six in ten chose the destination within that timeframe. Fewer made their lodging reservations that far out.
    - 71% started talking about trip 3+ months in advance (vs. 73% in 2011)
    - 64% chose Lee County for trip (vs. 68% in 2011)
    - 54% made lodging reservation (vs. 57% in 2011)

- Use of the internet as a trip planning tool continues to be prevalent among Lee County visitors. Fall 2012 visitors reported a significantly higher incidence of specific websites used for planning than did visitors in 2011 (84% vs. 77% in 2011). This increase appears to be the product of a shift in the proportion using airline websites – nearly half of fall 2012 visitors claimed to use these sites (44% vs. 36% in 2011). Similar to last year, about one-quarter used search engines (28%), booking websites (27%), or hotel websites (24%).

- Most fall 2012 visitors said they typically use their laptop or desktop computer to access destination planning information online (60% and 50% respectively). Still, a sizeable minority indicated they use a smartphone (40%) to access this online content.

- When talking about coming to Lee County, the most frequently cited attributes that favorably influenced fall visitors' selection of the destination were: *warm weather* (88%), *peaceful/relaxing* (85%), and *white sandy beaches* (80%) – enticing features the destination is known for.

Visitor Profile

- Three quarters of fall 2012 visitors flew to the destination – a significant increase from last year (75% in 2012 vs. 69% in 2011). Southwest Florida International Airport was the airport of choice for the majority of air travelers (81%).

- Fall visitors reported they were staying in Lee County 8 or 9 days on average and about 10 or 11 days away from home. Three-quarters were repeat visitors (77%), averaging five visits in the past five years.

- Among the fall 2012 visitors interviewed, 37% indicated they were staying in hotel/motel/resort properties. The same proportion were staying in condo/vacation home properties (37%) – mostly paid rentals but some owned or borrowed. Another 21% said they were staying at the home of family or friends. Nearly half of paid accommodation guests reported that the quality of their lodgings *far exceeded* or *exceeded expectations* (45%), and the same number said the quality *met expectations* (46%).

Visitor Profile (cont'd)

- The top activities visitors enjoyed in Lee County during fall 2012 were: *beaches* (92%), *relaxing* (75%), *dining out* (71%), and to a lesser extent, *shopping* (55%) and *swimming* (50%). Half of visitors took a day trip outside of Lee County (49%), most traveling to Naples for an excursion.

- Visitors continue to be highly satisfied with their stay in Lee County. The vast majority of fall 2012 visitors said they were either *very satisfied* or *satisfied* with their visit (61% and 31% respectively); however, the proportion claiming they were *very satisfied* was lower than that observed in fall 2011 (68% in 2011).

- Given the high levels of repeat visitation the destination garners, it is not surprising that 90% of fall 2012 visitors said they are likely to return to Lee County, and 63% said they will return next year. Further, 90% of fall visitors still say they would recommend Lee County over other areas in Florida.

- When fall 2012 visitors were asked what they liked least about the area, nearly half had nothing negative to report (46%). *Insects* and *traffic* emerged as the top dislikes – both at relatively low levels (20% and 18% respectively). Other mentions were less than 10% each.

- The demographic composition of fall 2012 visitors can be summarized as follows:

  - 53 years of age on average
  - $106,600 household income on average
  - 72% married (a significant decrease from 2011)
  - 50% traveling as a couple
  - 25% traveling as a family
  - 15% traveling *with* children (a significant decrease from 2011)
  - 2 to 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights declined 0.9% from fall 2011 to 2012 but *occupied* room nights rose 5.8%. Each property category saw this pattern of decreases in *available* room nights that were offset by increases in *available* room nights.

Fall Season	Occupied Room Nights			Available Room Nights		
	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	530,915	568,190	7.0%	1,048,118	1,040,920	-0.7%
Condo/Cottage/Vacation Home	230,994	240,295	4.0%	455,756	450,762	-1.1%
RV Park/Campground	206,712	216,079	4.5%	462,853	457,983	-1.1%
Total	**968,621**	**1,024,564**	**5.8%**	**1,966,727**	**1,949,665**	**-0.9%**

- Consequently, the industry-wide average occupancy rate in Lee County increased from 49.3% in fall 2011 to 52.6% in fall 2012 (+6.7%), with each property category sharing in the positive performance.
- Additionally, Lee County's average daily rate increased 5.0% year-over-year. As with occupancy rate, each property category saw growth in ADR versus last fall.
- The increases in both average occupancy rate and ADR produced a 12.0% jump in RevPAR from fall 2011 to fall 2012. Hotels/motels/resorts saw the biggest percentage change (+13.6%), but the resulting shifts were quite positive for condos/vacation homes (+9.3%) and RV parks/campgrounds (+11.9%) as well.

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	50.7%	54.6%	+7.7%	$107.49	$113.28	+5.4%	$54.45	$61.83	+13.6%
Condo/Cottage/Vacation Home	50.7%	53.3%	+5.1%	$137.87	$143.29	+3.9%	$69.88	$76.39	+9.3%
RV Park/Campground	44.7%	47.2%	+5.6%	$45.67	$48.36	+5.9%	$20.39	$22.82	+11.9%
AVERAGE	**49.3%**	**52.6%**	**+6.7%**	**$101.54**	**$106.63**	**+5.0%**	**$50.01**	**$56.03**	**+12.0%**

Lodging Industry Assessments (cont'd)

- Lee County property managers' optimism about projected reservations for January, February, and March was about the same as was reported this time last year. About half of managers responding reported that their total level of reservations for the first quarter of 2013 are up over the same period the prior year (54% vs. 49% last year). Another third said reservations for the next three months of 2012 are at least the same as the same time last year (31% vs. 31% last year), and few claimed that their reservations are down for the next three months (14% vs. 20% last year).

Fall 2012 Lee County Snapshot

Total Visitation

	%		Visitor Estimates	
Fall Season	**2011**	**2012**	**2011**	**2012**
Paid Accommodations	54%	56%	576,602	554,707
Friends/Relatives	46%	44%	490,745	442,851
Total Visitation			**1,067,347**	**997,558**

Total Visitor Expenditures

Fall Season	2011	2012	% Change
Total Visitor Expenditures	$504,428,946	$550,907,086	+9.2%
Paid Accommodations	$322,237,007	$348,991,696	+8.3%

Visitor Origin - Visitors Staying in Paid Accommodations

	%		Visitor Estimates	
Fall Season	**2011**	**2012**	**2011**	**2012**
Florida	4%	8%	16,553	33,179
United States	71%	72%	411,070	397,108
Germany	6%	12%	37,245	64,284
UK	6%	5%	37,245	29,031
Canada	6%	4%	35,865	21,774
Other International	10%	8%	55,177	41,473
No Answer	-	<1%	-	1,037

Average Per Person Per Day Expenditures

2011	2012	% Change
$105.12	$111.43	+6.0%

First-Time/Repeat Visitors to Lee County

Fall Season	2011	2012
First-time	23%	21%
Repeat	77%	77%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**
Hotel/Motel/Resort/B&B	50.7%	54.6%	+7.7%	$107.49	$113.28	+5.4%	$54.45	$61.83	+13.6%
Condo/Cottage/Vacation Home	50.7%	53.3%	+5.1%	$137.87	$143.29	+3.9%	$69.88	$76.39	+9.3%
RV Park/Campground	44.7%	47.2%	+5.6%	$45.67	$48.36	+5.9%	$20.39	$22.82	+11.9%
AVERAGE	**49.3%**	**52.6%**	**+6.7%**	**$101.54**	**$106.63**	**+5.0%**	**$50.01**	**$56.03**	**+12.0%**

Calendar Year 2012 Lee County Snapshot

Total Calendar Year Visitation

Calendar Year	% 2011	% 2012	Visitor Estimates 2011	Visitor Estimates 2012
Paid Accommodations	53%	51%	2,490,202	2,407,231
Friends/Relatives	47%	49%	2,195,818	2,282,333
Total Visitation			**4,686,020**	**4,689,564**

Total Visitor Expenditures

Calendar Year	2011	2012	% Change
Total Visitor Expenditures	$2,706,986,451	$2,717,021,304	0.4%
Paid Accommodations	$1,718,300,034	$1,738,294,203	1.2%

Visitor Origin - Visitors Staying in Paid Accommodations

Calendar Year	% 2011	% 2012	Visitor Estimates 2011	Visitor Estimates 2012
Florida	12%	10%	232,150	194,933
US	78%	78%	1,953,806	1,872,145
Germany	4%	8%	111,028	185,775
UK	4%	4%	109,586	86,346
Canada	6%	4%	147,076	85,038
Other International	6%	7%	151,402	174,001
No Answer	1%	<1%	17,303	3,925

Average Per Person Per Day Expenditures

2011	2012	% Change
$114.18	$119.29	4.5%

First-Time/Repeat Visitors to Lee County

Calendar Year	2011	2012
First-time	25%	24%
Repeat	73%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Calendar Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	57.4%	60.1%	4.6%	$130.70	$134.71	3.1%	$75.03	$80.93	7.9%
Condo/Cottage/Vacation Home	56.3%	58.3%	3.4%	$166.23	$172.01	3.5%	$93.63	$100.21	7.0%
RV Park/Campground	50.0%	49.4%	-1.3%	$46.74	$49.74	6.4%	$23.38	$24.56	5.0%
AVERAGE	**55.4%**	**57.1%**	**3.1%**	**$121.00**	**$126.07**	**4.2%**	**$67.05**	**$72.01**	**7.4%**

providing direction in travel & tourism

Visitor Profile Analysis

Fall 2012

A total of 904 *interviews were conducted with visitors in Lee County during the summer months of October, November, and December 2012. A total sample of this size is considered accurate to plus or minus 3.3 percentage points at the 95% confidence level.*

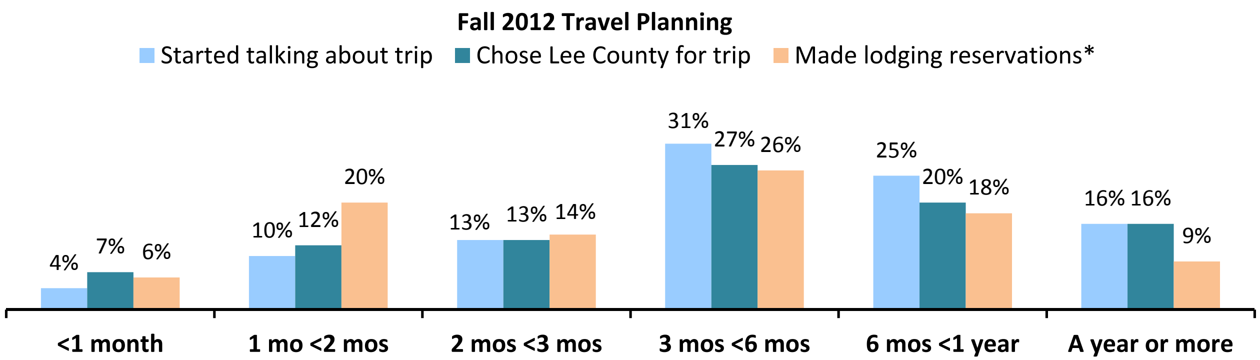
A total of 603 interviews were conducted with visitors in Lee County during the summer months of October, November and December 2011. A total sample of this size is considered accurate to plus or minus 4.0 percentage points at the 95% confidence level.

THE BEACHES OF FORT MYERS AND SANIBEL

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
Fall Season	**2011**	**2012**	**2011**	**2012**	**2011**	**2012**
	A	**B**	**A**	**B**	**A**	**B**
Total Respondents	**603**	**904**	**603**	**904**	**418***	**535***
Less than 3 months (NET)	24%	27%	28%	32%	38%	40%
<1 month	4%	4%	6%	7%	12%b	6%
1 month - <2 months	8%	10%	9%	12%a	12%	20%a
2 months - <3 months	12%	13%	12%	13%	15%	14%
3 months or more (NET)	73%	71%	68%	64%	57%	54%
3 months - <6 months	27%	31%	26%	27%	25%	26%
6 months - <1 year	32%b	25%	28%b	20%	24%b	18%
A year or more	14%	16%	14%	16%	8%	9%
No Lodging Reservations Made	-	-	-	-	N/A	4%
No Answer	3%	2%	5%	4%	5%b	2%

Q3a: When did you "start talking" about going on this trip?
Q3b: When did you choose Lee County for this trip?
Q3c. When did you make lodging reservations for this trip? *Note: New question option for "No Lodging Reservations Made" added in 2012.*



* Base: Among those staying in paid accommodations

dpa providing direction in travel & tourism

THE BEACHES OF FORT MYERS AND SANIBEL

Travel Planning

Devices Used to Access Destination Planning Information	
Fall Season	2012
Total Respondents	**904**
Any (NET)	94%
Laptop computer	60%
Desktop computer	50%
Smartphone (iPhone, Blackberry, etc.)	40%
Tablet (iPad, etc.)	24%
E-Reader (Nook, Kindle, etc.)	5%
Other portable device	2%
None of these	6%
No Answer	-

Q5. Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Note: New question added in 2012.

Travel Websites Visited		
	2011	2012
Fall Season	A	B
Total Respondents **2011 - who have access to a computer** **2012 - who use devices for destination planning**	**569**	**847**
Visited web sites (net)	77%	84%a
Airline websites	36%	44%a
Search Engines	27%	28%
Booking websites	25%	27%
Hotel websites	25%	24%
Trip Advisor	15%	17%
www.FortMyers-Sanibel.com	15%	13%
Visit Florida	8%	7%
Facebook	N/A	4%
AAA	4%	4%
Travel Channel	1%	N/A
Other	13%	14%
None/Didn't visit websites	20%b	14%
No Answer	3%	3%

Q6. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

Note: Question 6 revised in 2012. Results are not directly comparable to the same month last year.

dpa providing direction in travel & tourism

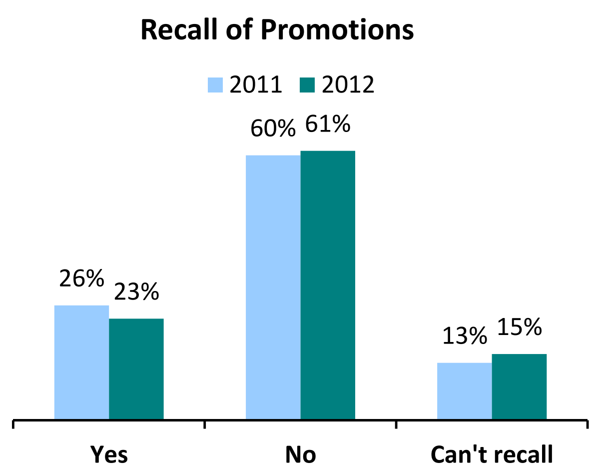
Travel Planning

Travel Information Requested		
	2011	**2012**
Fall Season	**A**	**B**
Total Respondents	**603**	**904**
Requested information (NET)	29%	29%
Hotel Web Site	14%	12%
VCB website	5%	6%
Call hotel	7%b	3%
Visitor Guide	3%	5%a
ENewsletter	-	2%a
Other	9%	9%
None/Did not request information	59%	66%a
No Answer	12%b	5%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions		
	2011	**2012**
Fall Season	**A**	**B**
Total Respondents	**603**	**904**
Yes	26%	23%
No	60%	61%
Can't Recall	13%	15%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

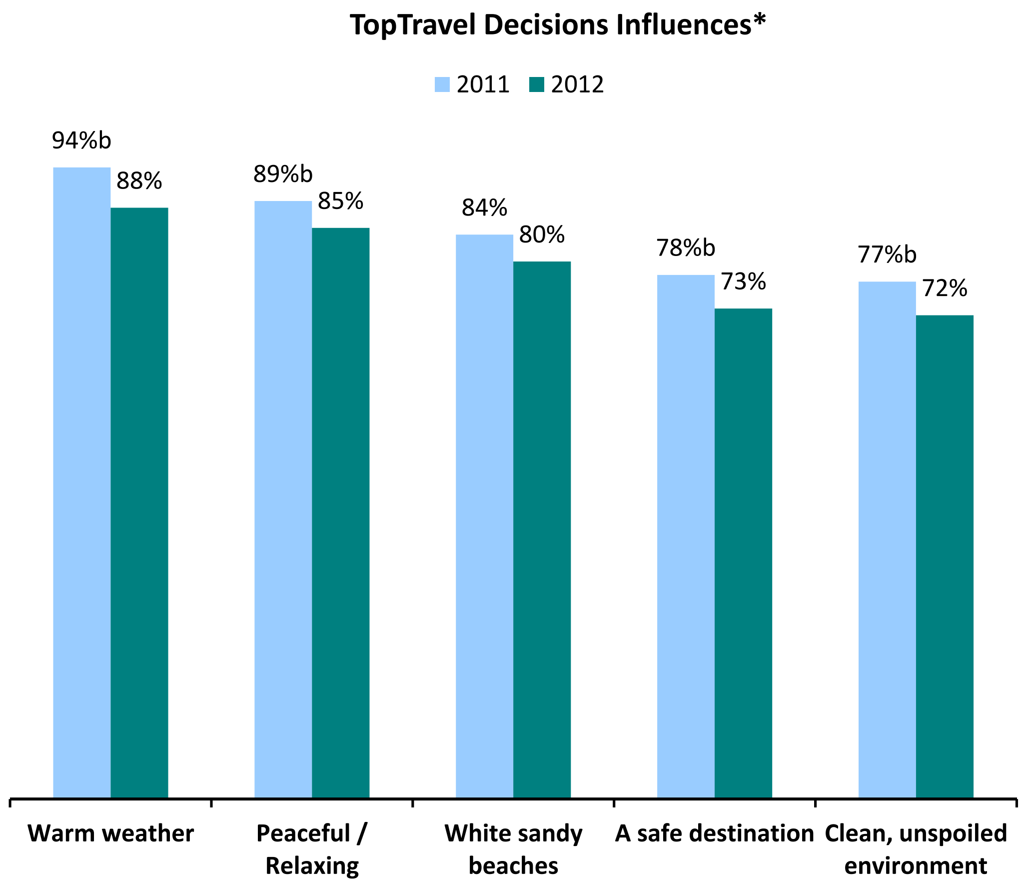


Travel Planning

Travel Decision Influences*		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Warm weather	94%b	88%
Peaceful / Relaxing	89%b	85%
White sandy beaches	84%	80%
A safe destination	78%b	73%
Clean, unspoiled environment	77%b	72%
Convenient location	74%	71%
Good value for the money	69%	67%
Reasonably priced lodging	62%	60%
Plenty to see and do	58%	59%
Affordable dining	58%	57%
Upscale accommodations	54%	53%
A "family" atmosphere	56%b	50%

Q9: 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)*



THE BEACHES OF FORT MYERS AND SANIBEL

Trip Profile

Mode of Transportation

Fall Season	2011	2012
	A	B
Total Respondents	603	904
Fly	69%	75%a
Drive a personal vehicle	23%b	18%
Drive a rental vehicle	5%	6%
Drive an RV	2%b	1%
Other/No Answer	-	1%

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

Airport Used

Fall Season	2011	2012
	A	B
Total Respondents	416	676
SW Florida Int'l (Fort Myers)	77%	81%
Miami Int'l	7%	5%
Orlando Int'l	7%	5%
Tampa Int'l	3%	3%
Ft. Lauderdale Int'l	2%	2%
West Palm Beach Int'l	-	<1%
Sarasota / Bradenton	1%	<1%
Other/No Answer	4%	3%

Q2: At which Florida airport did you land?

Frequency of Using SWFL Int'l (Past Year)

Fall Season	2012
Total Respondents	904
One or more trips	59%
1 trip	34%
2 to 3 trips	19%
4 to 5 trips	3%
6 or more trips	3%
None/No Answer	41%

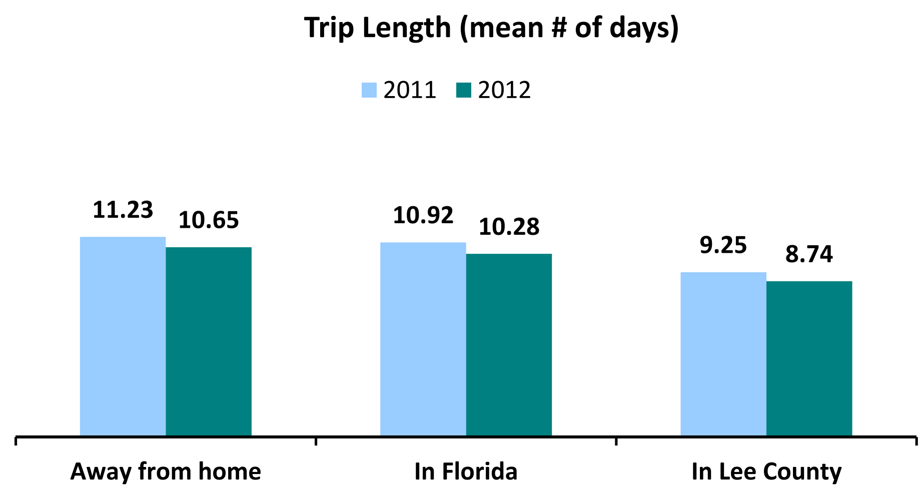
Q40. In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel? *Note: New question added in January 2012.*

dpa providing direction in travel & tourism

Trip Profile

Trip Length Mean # of Days		
Fall Season	**2011**	**2012**
	A	**B**
Total Respondents	**603**	**904**
Away from home	11.2	10.7
In Florida	10.9	10.3
In Lee County	9.3	8.7

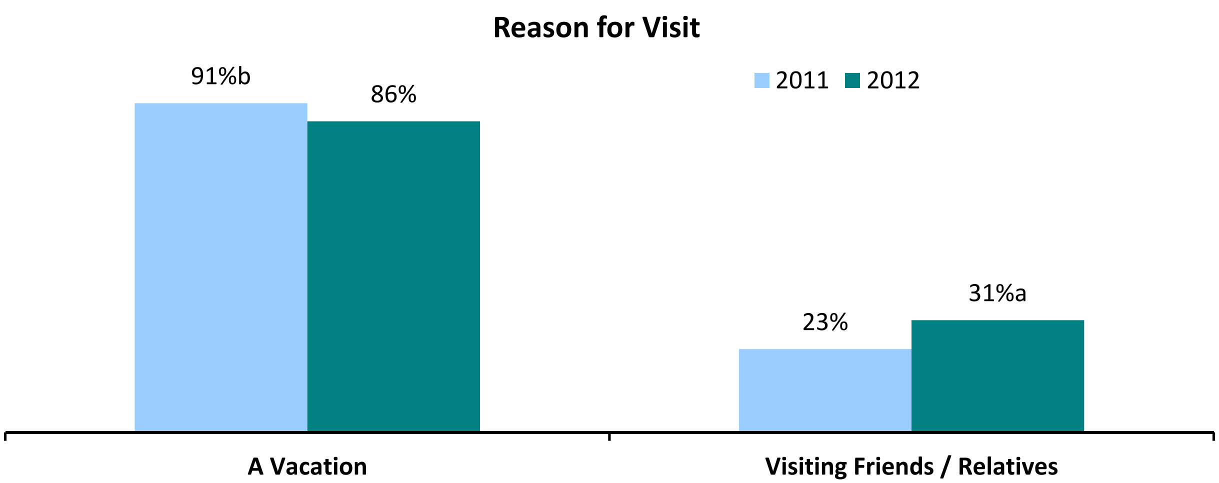
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
A Vacation	91%b	86%
Visiting Friends / Relatives	23%	31%a
Personal Business	2%	2%
Other Business Trip	-	2%
Sporting Event(s)	2%	1%
A Conference/Meeting	1%	1%
A Convention/Trade Show	<1%	<1%
Other/No Answer	2%	1%

Q10: Did you come to our area for...(Please mark all that apply.)



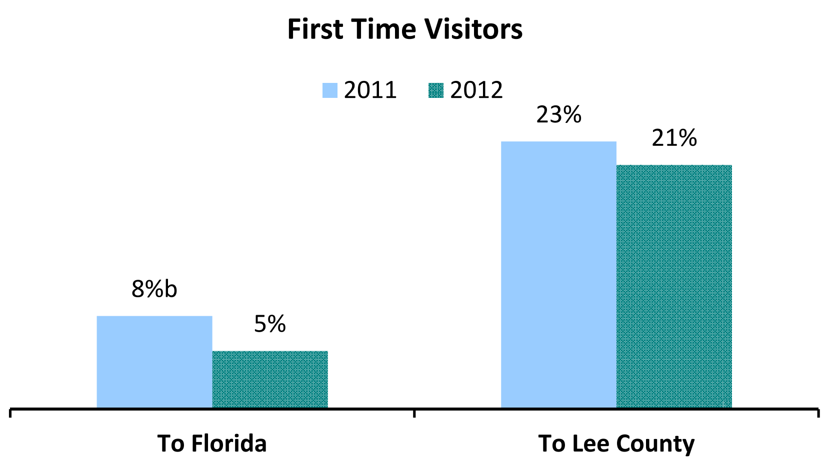
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
Fall Season	**2011**	**2012**	**2011**	**2012**	**2011**	**2012**	**2011**	**2012**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total Respondents	**603**	**904**	**21******	**47***	**412**	**559**	**149**	**140**
First-time visitor	23%	21%	N/A	13%	20%	19%	35%	31%
Repeat visitor	77%	77%	N/A	85%	85%	80%	68%	76%
No Answer	-	2%	N/A	2%	2%	-	1%	2%

Q15: 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 Florida		
Fall Season	**2011**	**2012**
Total Respondents	**603**	**904**
	A	**B**
Yes, first-time visitor	8%b	5%
No	88%	89%
No answer	-	1%
*FL Residents**	3%	5%

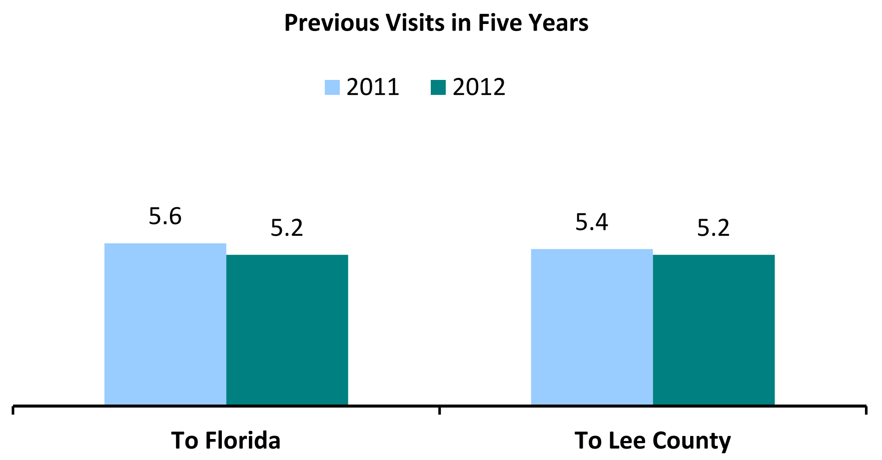
Q13: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
Fall Season	**Mean # of Visits to Florida**		**Mean # of Visits to Lee County**	
	2011	**2012**	**2011**	**2012**
	A	**B**	**A**	**B**
Base: Repeat Visitors	531(FL res. Excl)	804(FL res. Excl)	464	697
Number of visits	5.6	5.2	5.4	5.2

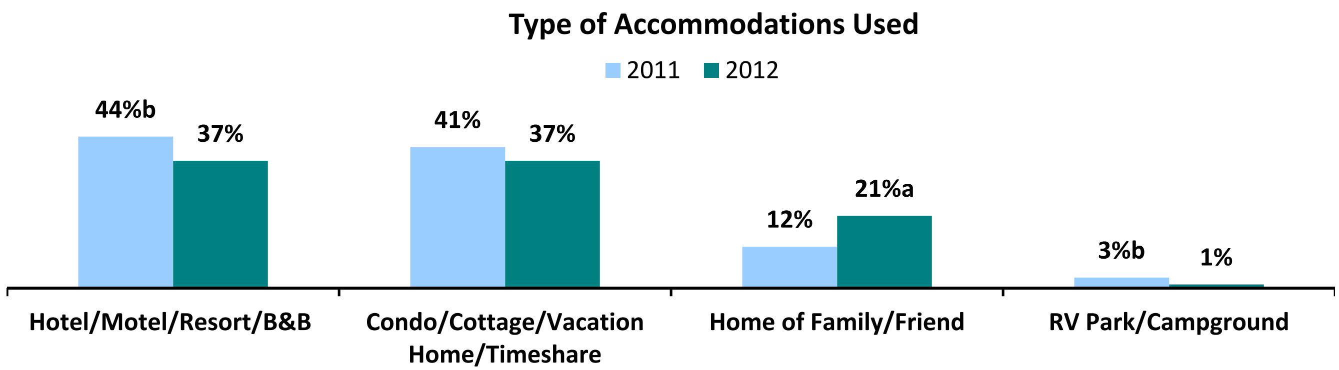
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
<u>Hotel/Motel/Resort/B&B (NET)</u>	**<u>44%b</u>**	**<u>37%</u>**
At a hotel/motel/historic inn	27%b	22%
At a resort	17%	15%
At a Bed and Breakfast	<1%	<1%
<u>Condo/Cottage/Vacation Home/Timeshare (NET)</u>	**<u>41%</u>**	**<u>37%</u>**
Rented home/condo	23%	21%
Owned home/condo	13%	11%
Borrowed home/condo	5%	5%
At the home of family or a friend	**12%**	**21%a**
RV Park/Campground (NET)	**3%b**	**1%**
Daytripper (No Accommodations)	**<1%**	**4%a**

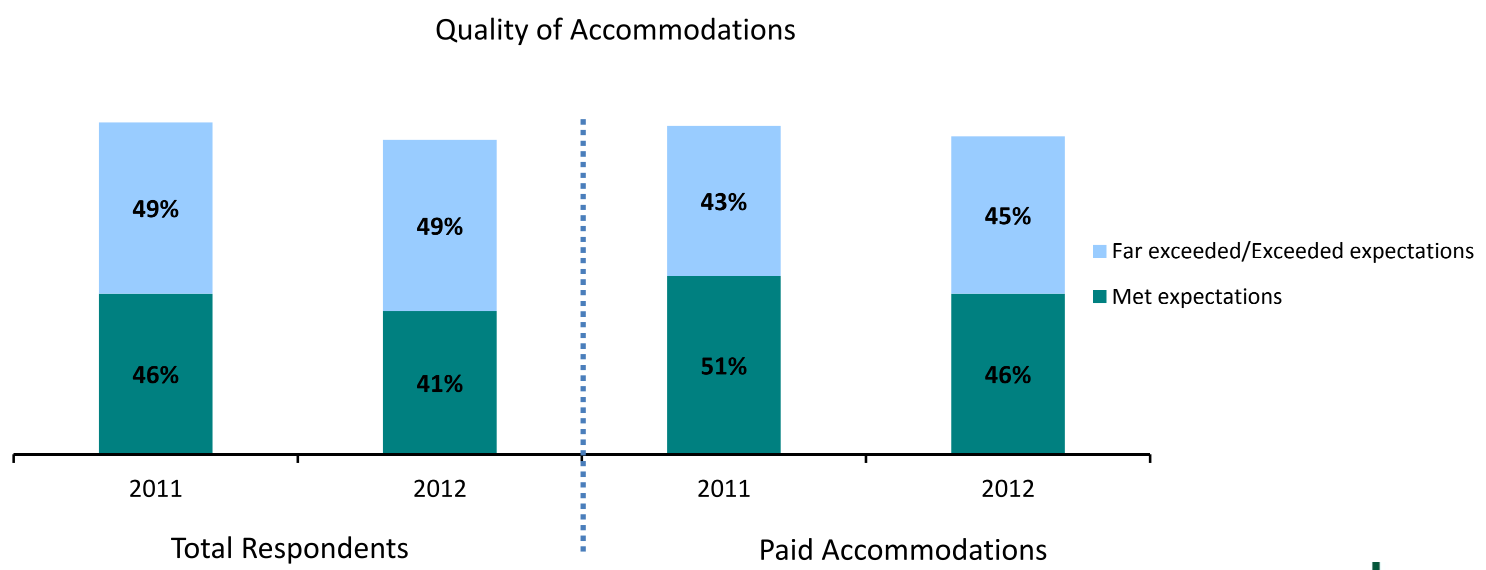
Q20: Are you staying overnight (either last night or tonight):



Trip Profile

Quality of Accommodations				
	Total Respondents		Paid Accommodations	
Fall Season	2011	2012	2011	2012
	A	B	A	B
Respondents	**603**	**904**	**418**	**535**
Far exceeded/Exceeded expectations	49%	49%	43%	45%
Met your expectations	46%	41%	51%	46%
Did not meet/Far below expectations	2%	3%	3%	4%
No Answer	3%	7%a	2%	5%a

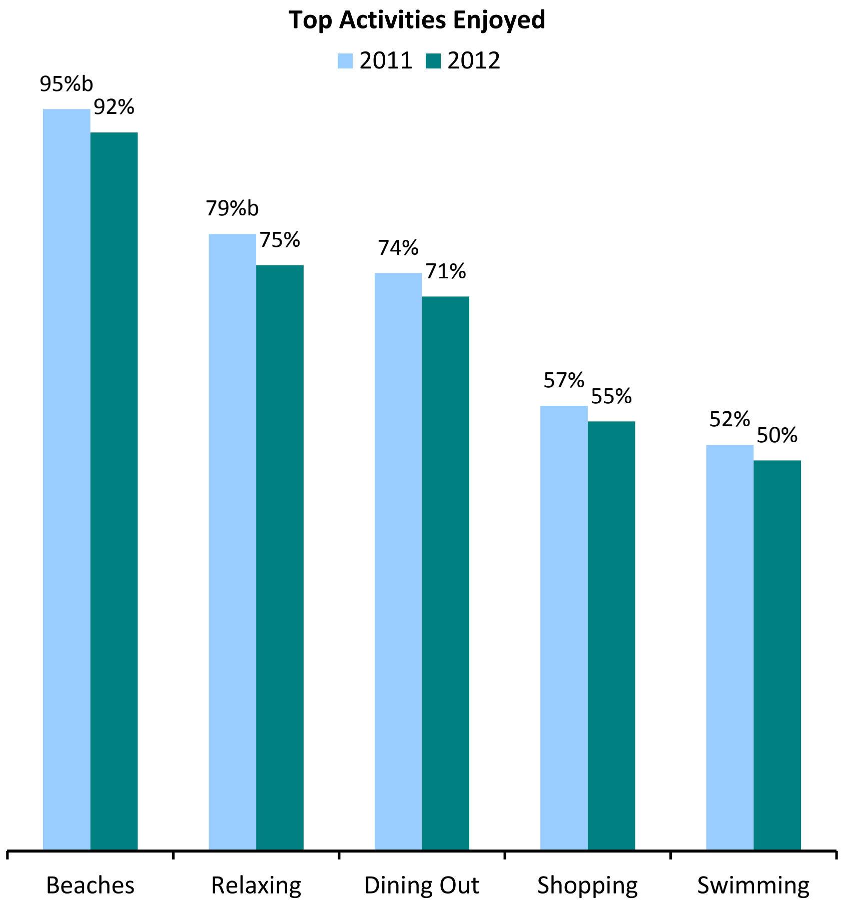
Q21: How would you describe the quality of your accommodations? Do you feel they:



Trip Activities

Activities Enjoyed		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Beaches	95%b	92%
Relaxing	79%b	75%
Dining Out	74%	71%
Shopping	57%	55%
Swimming	52%	50%
Sightseeing	32%	35%
Shelling	41%b	34%
Visiting Friends/Relatives	26%	34%a
Attractions	21%	26%a
Watching Wildlife	23%	24%
Photography	21%	20%
Exercise / Working Out	16%	18%
Bars / Nightlife	17%	18%
Bicycle Riding	17%	18%
Birdwatching	18%	16%
Golfing	8%	12%a
Boating	9%	11%
Fishing	9%	10%
Miniature Golf	8%	7%
Kayaking / Canoeing	6%	6%
Guided Tour	4%	6%
Cultural Events	5%	5%
Parasailing / Jet Skiing	4%	4%
Tennis	4%	3%
Sporting Event	3%	2%
Scuba Diving / Snorkeling	1%	1%
Other	3%	3%
No Answer	2%	1%

Q23: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)

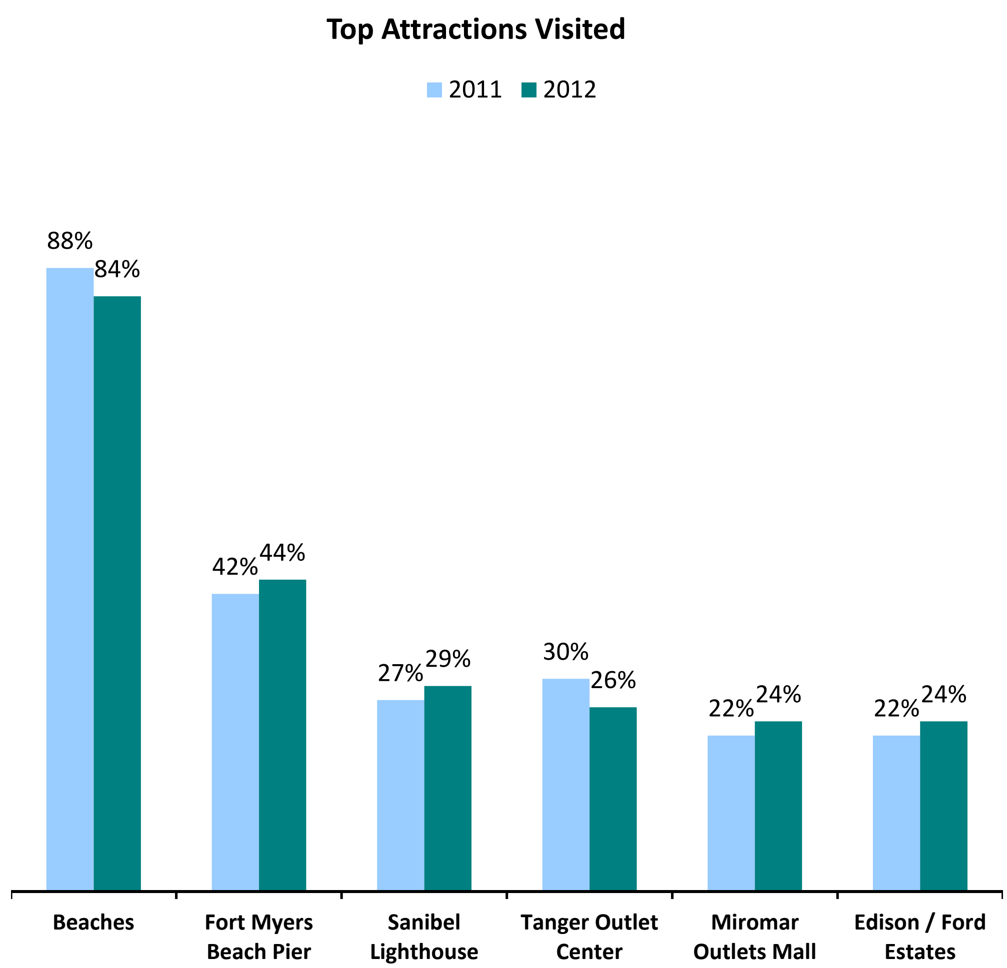


THE BEACHES OF FORT MYERS AND SANIBEL

Trip Activities

Attractions Visited		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Beaches	88%	84%
Fort Myers Beach Pier	42%	44%
Sanibel Lighthouse	27%	29%
Tanger Outlet Center	30%	26%
Miromar Outlets Mall	22%	24%
Edison / Ford Estates	22%	24%
Ding Darling National Wildlife Refuge	16%	19%
Periwinkle Place	16%	16%
Coconut Point Mall	11%	15%
Bell Tower Shops	11%	12%
Shell Factory and Nature Park	8%	11%
Edison Mall	11%	9%
Gulf Coast Town Center	9%	9%
Manatee Park	3%	5%a
Bailey-Matthews Shell Museum	2%	3%
Broadway Palm Dinner Theater	2%	2%
Barbara B. Mann Performing Arts Hall	1%	1%
Babcock Wilderness Adventures	1%	1%
Other	5%	6%
None/No Answer (NET)	3%	3%

Q24. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

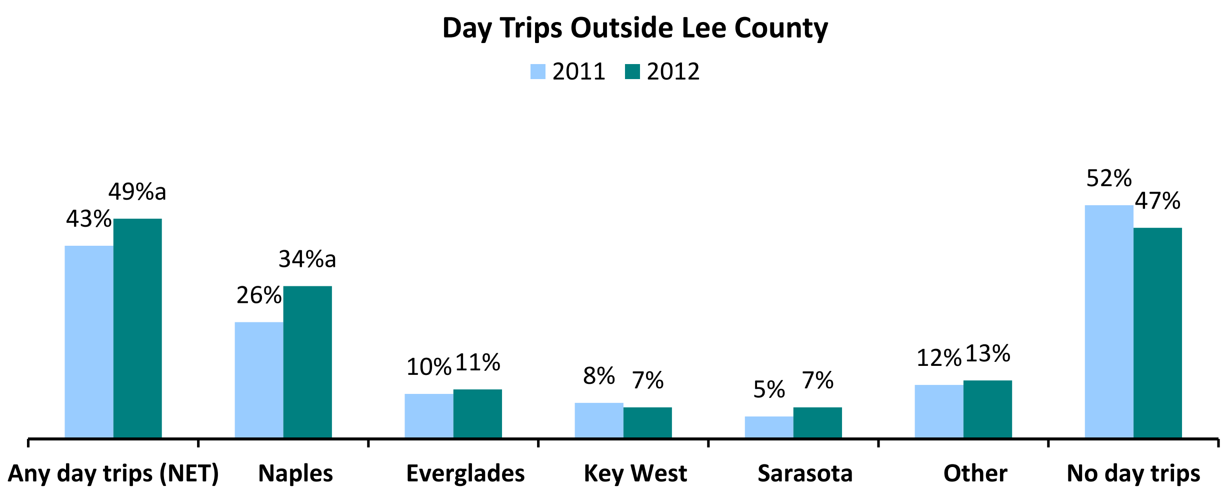


dpa providing direction in travel & tourism

Trip Activities

Day Trips Outside Lee County		
Fall Season	**2011**	**2012**
	A	**B**
Total Respondents	**603**	**904**
Any day trips (NET)	43%	49%a
Naples	26%	34%a
Everglades	10%	11%
Key West	8%	7%
Sarasota	5%	7%
Other	12%	13%
No day trips	52%	47%
No Answer	13%	11%

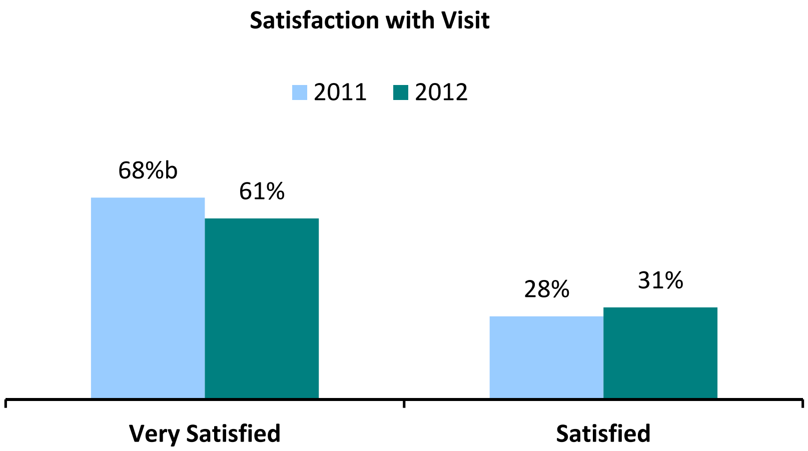
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Very Satisfied/Satisfied	96%b	93%
Very Satisfied	68%b	61%
Satisfied	28%	31%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	-	1%
Don't know/no answer	2%	5%a

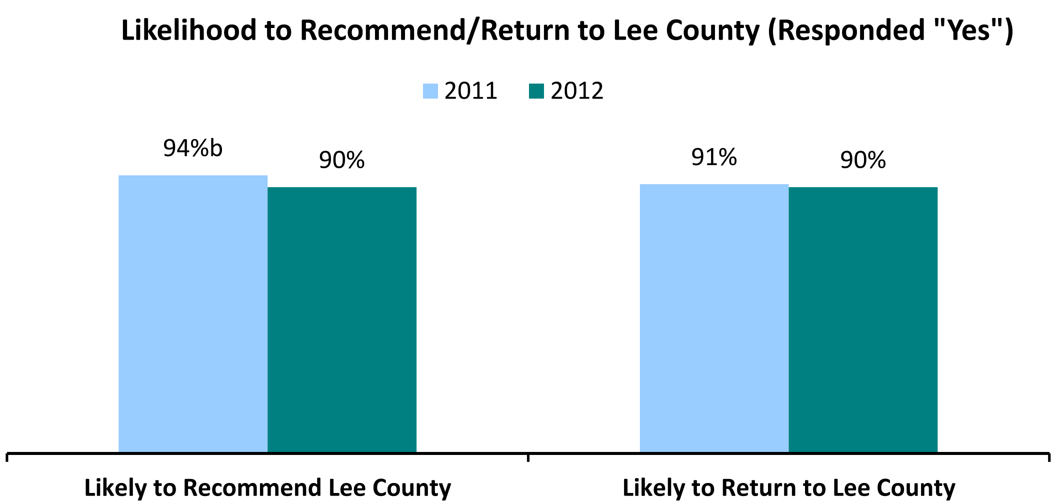
Q28: How satisfied are you with your stay in Lee County?



Future Plans

Likelihood to Recommend/Return to Lee County		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Likely to Recommend Lee County	94%b	90%
Likely to Return to Lee County	91%	90%
Base: Total Respondents Planning to Return	**551**	**815**
Likely to Return Next Year	69%b	63%

Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?

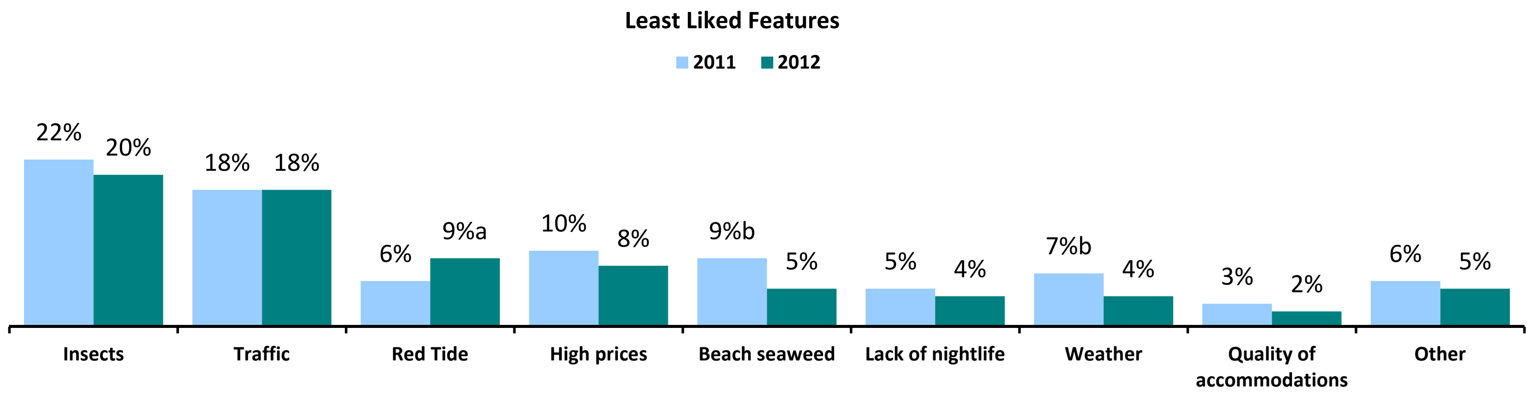


THE BEACHES OF FORT MYERS AND SANIBEL

Trip Activities

Least Liked Features		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Insects	22%	20%
Traffic	18%	18%
Red Tide	6%	9%a
High prices	10%	8%
Beach seaweed	9%b	5%
Lack of nightlife	5%	4%
Weather	7%b	4%
Quality of accommodations	3%	2%
Other	6%	5%
Nothing/No Answer (NET)	38%	46%a

Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*

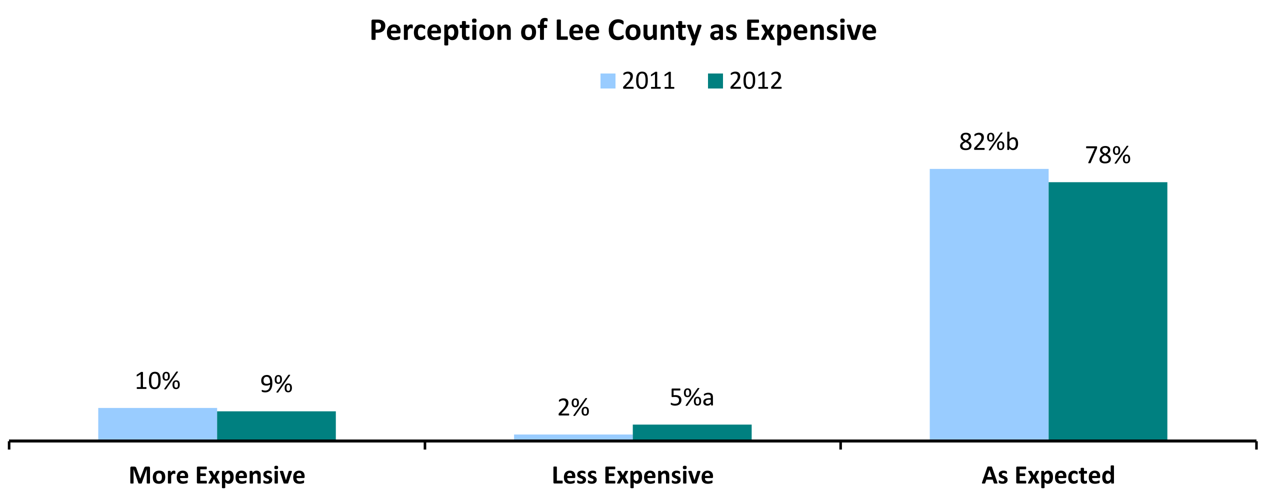


dpa providing direction in travel & tourism

Trip Activities

Perception of Lee County as Expensive		
Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
More Expensive	10%	9%
Less Expensive	2%	5%a
As Expected	82%b	78%
Don't know/No Answer (NET)	6%	8%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



THE BEACHES OF FORT MYERS AND SANIBEL

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Age of respondent (mean)	52.3	53.2
Annual household income (mean)	104,748	106,567
Martial Status		
Married	77%b	72%
Single	10%	11%
Vacations per year (mean)	2.95	3.06
Short getaways per year (mean)	3.78	4.00

Q37: What is your age, please?
Q39: What is your total annual household income before taxes?
Q36. Are you: Married/Single/Other
Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q34: 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?

Travel Party

Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Couple	49%	50%
Family	29%	25%
Group of couples/friends	11%	13%
Single	6%	9%
Mean travel party size	3.0b	2.8
Mean adults in travel party	2.7b	2.5

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children

Fall Season	2011	2012
	A	B
Total Respondents	**603**	**904**
Traveling with any Children (net)	20%b	15%
Any younger than 6	9%	7%
Any ages 6-11	9%b	6%
Any 12-17 years old	9%	8%
No Children	80%	85%a

Q19: How many of those people are:
Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

dpa providing direction in travel & tourism

Visitor Origin and Visitation Estimates

Total Visitation

	%		Visitor Estimates		
Fall Season	**2011**	**2012**	**2011**	**2012**	**% Change**
Paid Accommodations	54%	56%	576,602	554,707	-3.8%
Friends/Relatives	46%	44%	490,745	442,851	-9.8%
Total Visitation			**1,067,347**	**997,558**	**-6.5%**

Visitor Origin (Paid Accommodation Guests)

	%		Visitor Estimates		
Country of Origin	**2011**	**2012**	**2011**	**2012**	**% Change**
United States	71%	72%	411,070	397,108	-3.4%
Germany	6%	<12%>	37,245	64,284	72.6%
UK	6%	5%	37,245	29,031	-22.1%
Canada	6%	4%	35,865	21,774	-39.3%
Scandinavia	3%	2%	17,933	13,479	-24.8%
Switzerland	3%	1%	15,174	7,258	-52.2%
France	2%	1%	11,035	6,221	-43.6%
BeNeLux	1%	1%	5,518	5,184	-6.0%
Austria	1%	<1%	4,138	2,074	-49.9%
Ireland	<1%	<1%	1,379	2,074	50.3%
Latin America	-	<1%	-	1,037	-
Other International	-	1%	-	4,147	-
No Answer	-	<1%	-	1,037	-

U.S. Region of Origin	**2011**	**2012**	**2011**	**2012**	**% Change**
Florida	4%	8%	16,553	33,179	100.4%
South (including Florida)	23%	23%	92,422	91,242	-1.3%
Midwest	47%	42%	193,120	166,931	-13.6%
Northeast	23%	19%	95,181	74,652	-21.6%
West	2%	4%	8,277	16,589	100.4%
No Answer	5%	<12%>	22,071	47,694	116.1%

Fall Season 2012 Top DMAs (Paid Accommodations)

New York	21,774	6%
Indianapolis	18,663	5%
Chicago	17,626	4%
Minneapolis-Saint Paul	17,626	4%
Columbus, OH	13,479	3%
Pittsburgh	12,442	3%
Tampa-Saint Petersburg	12,442	3%
Boston	9,332	2%
Orlando	9,332	2%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

Occupancy Data Analysis
Fall 2012

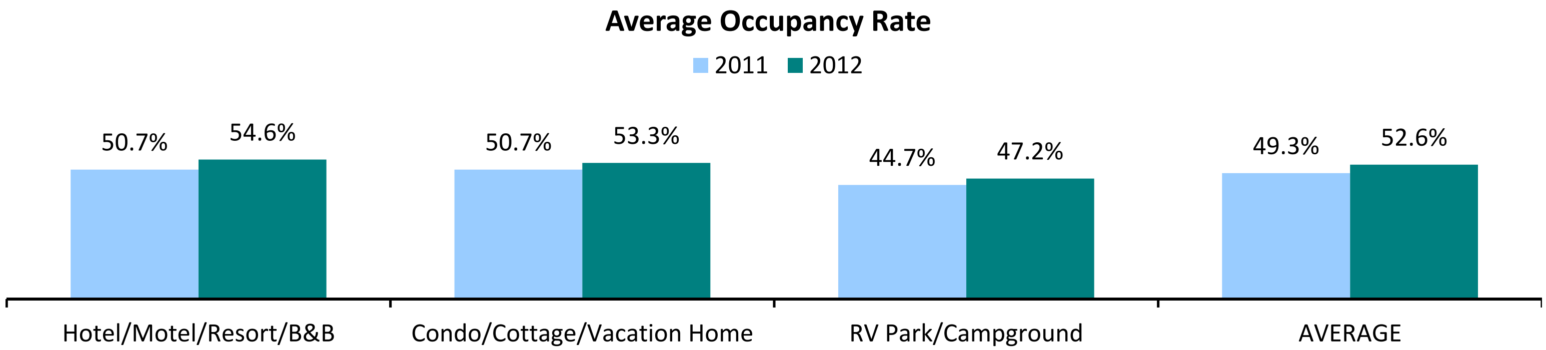
For the 2012 fall season, property managers were interviewed in January 2013 to provide data for each specific month of the season.

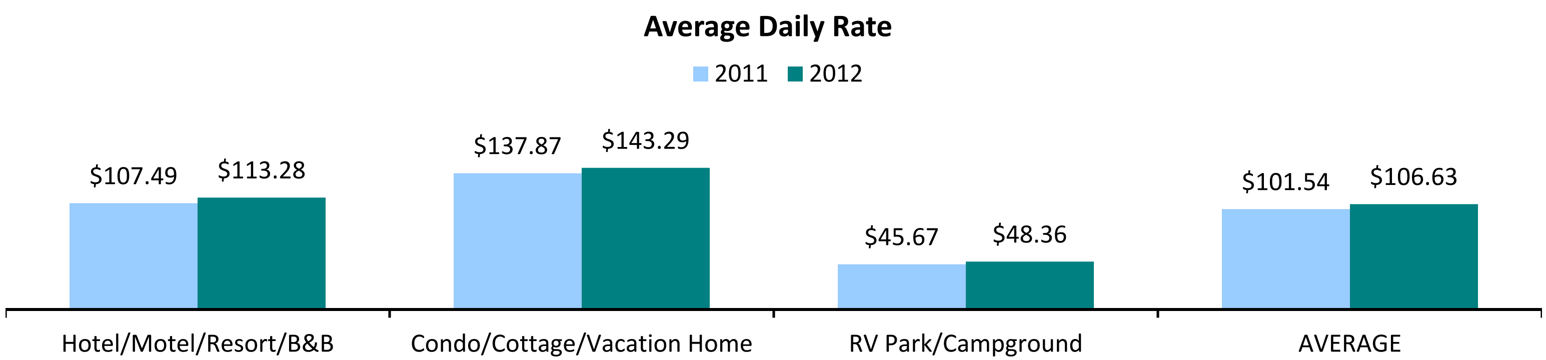
For the 2011 fall season, property managers were interviewed in November 2011, December 2011, and January 2012 to provide data for the preceding month.

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**
Hotel/Motel/Resort/B&B	50.7%	54.6%	7.7%	$107.49	$113.28	5.4%	$54.45	$61.83	13.6%
Condo/Cottage/Vacation Home	50.7%	53.3%	5.1%	$137.87	$143.29	3.9%	$69.88	$76.39	9.3%
RV Park/Campground	44.7%	47.2%	5.6%	$45.67	$48.36	5.9%	$20.39	$22.82	11.9%
AVERAGE	**49.3%**	**52.6%**	**6.7%**	**$101.54**	**$106.63**	**5.0%**	**$50.01**	**$56.03**	**12.0%**

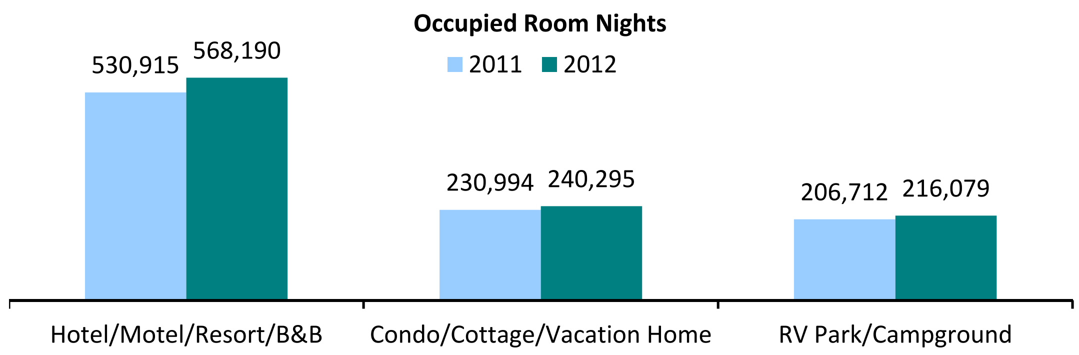
Q16: What was your overall average occupancy rate for the month of [October/November/December]?
Q17: What was your average daily rate (ADR) in [October/November/December]?

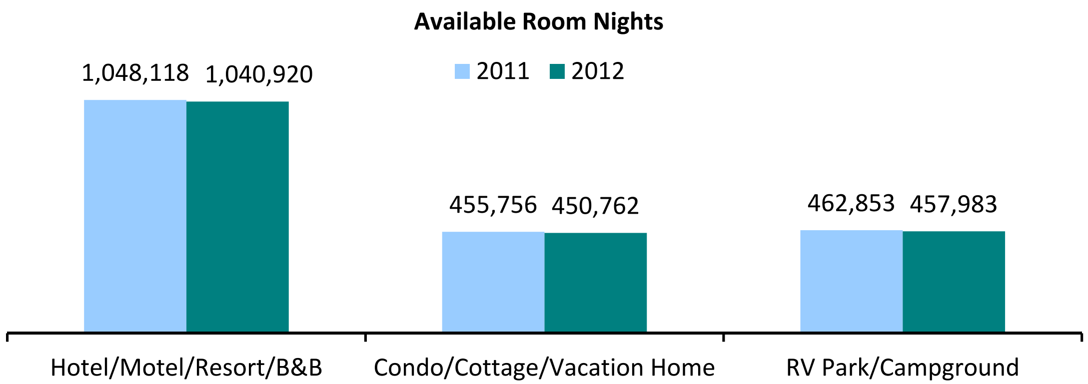




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
Fall Season	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**
Hotel/Motel/Resort/B&B	530,915	568,190	7.0%	1,048,118	1,040,920	-0.7%
Condo/Cottage/Vacation Home	230,994	240,295	4.0%	455,756	450,762	-1.1%
RV Park/Campground	206,712	216,079	4.5%	462,853	457,983	-1.1%
Total	**968,621**	**1,024,564**	**5.8%**	**1,966,727**	**1,949,665**	**-0.9%**

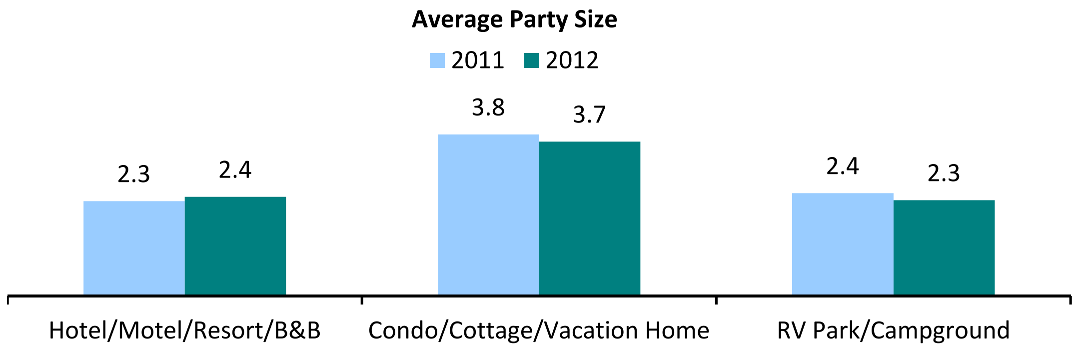


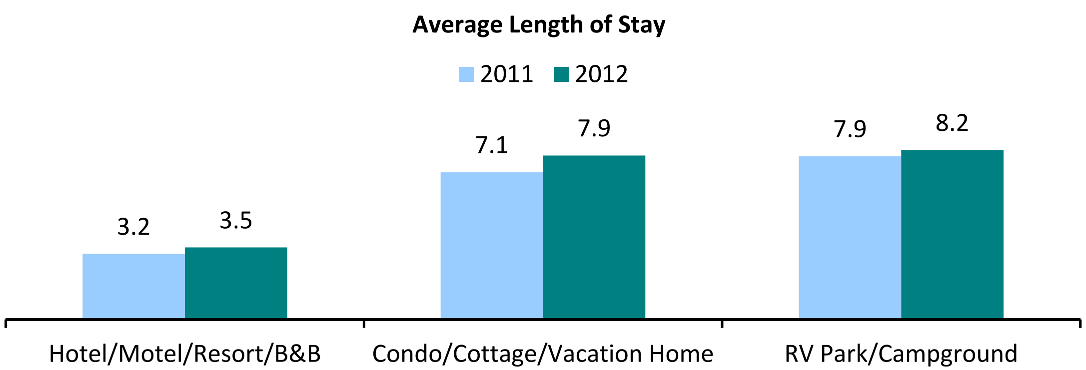


Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Fall Season	**2011**	**2012**	**% Change**	**2011**	**2012**	**% Change**
Hotel/Motel/Resort/B&B	2.3	2.4	4.3%	3.2	3.5	9.4%
Condo/Cottage/Vacation Home	3.8	3.7	-2.6%	7.1	7.9	11.3%
RV Park/Campground	2.4	2.3	-4.2%	7.9	8.2	3.8%
Average	**2.7**	**2.6**	**-3.7%**	**4.6**	**4.9**	**6.5%**

Q18: What was your average number of guests per room/site/unit in [October/November/December]?
Q19: What was the average length of stay (in nights) of your guests in [October/November/December]?



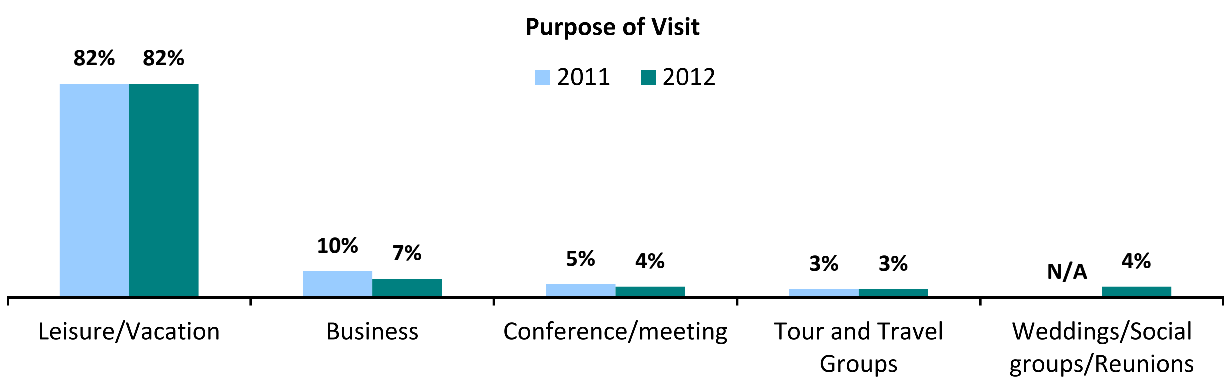


Lodging Management Estimates

Guest Profile		
Fall Season	2011	2012
	A	B
Total Number of Responses	**252**	**103**
Purpose of Visit		
Leisure/Vacation	82%	82%
Business	10%	7%
Conference/meeting	5%	4%
Tour and Travel Groups	3%	3%
Weddings/Social groups/Reunions (net)	N/A	4%

Q22: What percent of your [October/November/December] room/site/unit occupancy do you estimate was generated by:

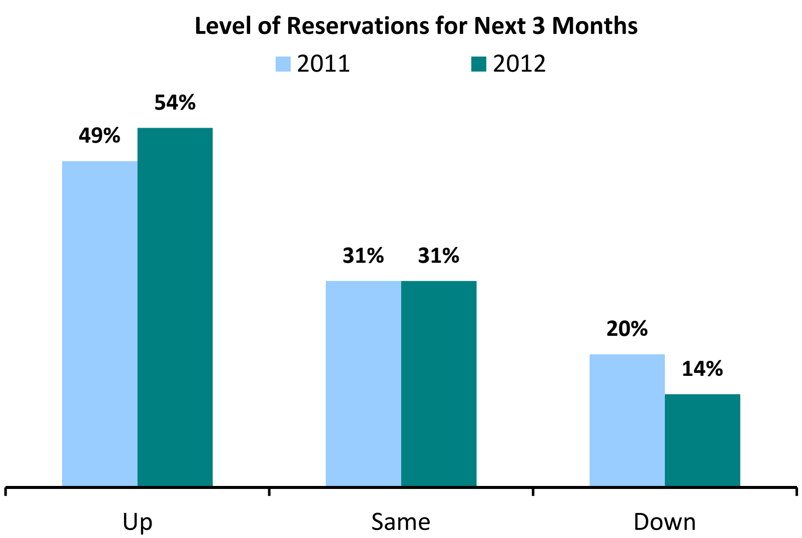
Note: Question 6 revised in 2012 to include additional response option(s). Results are not directly comparable to the same period last year.



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Fall Season	2011	2012
	A	B
Total Respondents	**87***	**106**
Up/Same (net)	80%	85%
Up	49%	54%
Same	31%	31%
Down	20%	14%

Q24: Compared to January, February, and March of 2012, is your property's total level of reservations up, the same or down for January, February, and March of 2013?



***Note: Only includes those property managers interviewed in January 2012 for direct comparability to those interviewed in January 2013.**

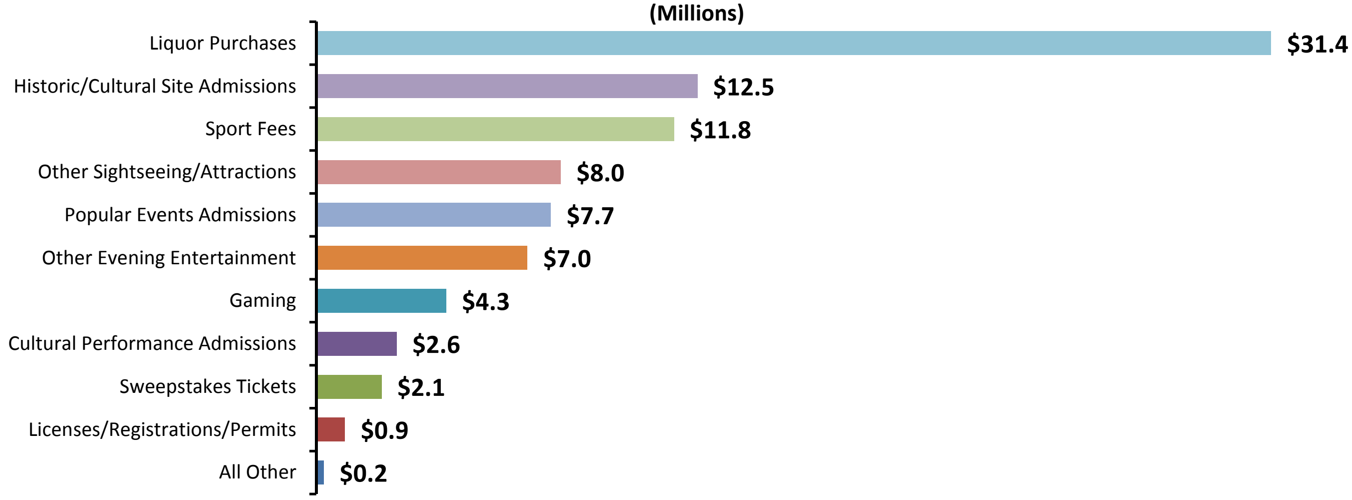
Economic Impact Analysis
Fall 2012

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Fall Season	2011	2012	% Change
TOTAL	$504,428,946	$550,907,086	9.2%
Food and Beverages	$144,266,132	$142,323,719	-1.3%
Shopping	$132,703,729	$159,315,168	20.1%
Lodging Accommodations	$98,355,068	$109,244,738	11.1%
Ground Transportation	$44,907,638	$51,310,509	14.3%
Other	$84,196,379	$88,712,952	5.4%

(Note: Other includes the categories detailed below.)

"Other" Expenditures – Fall 2012 (Millions)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

Total Visitor Expenditures by Lodging Type

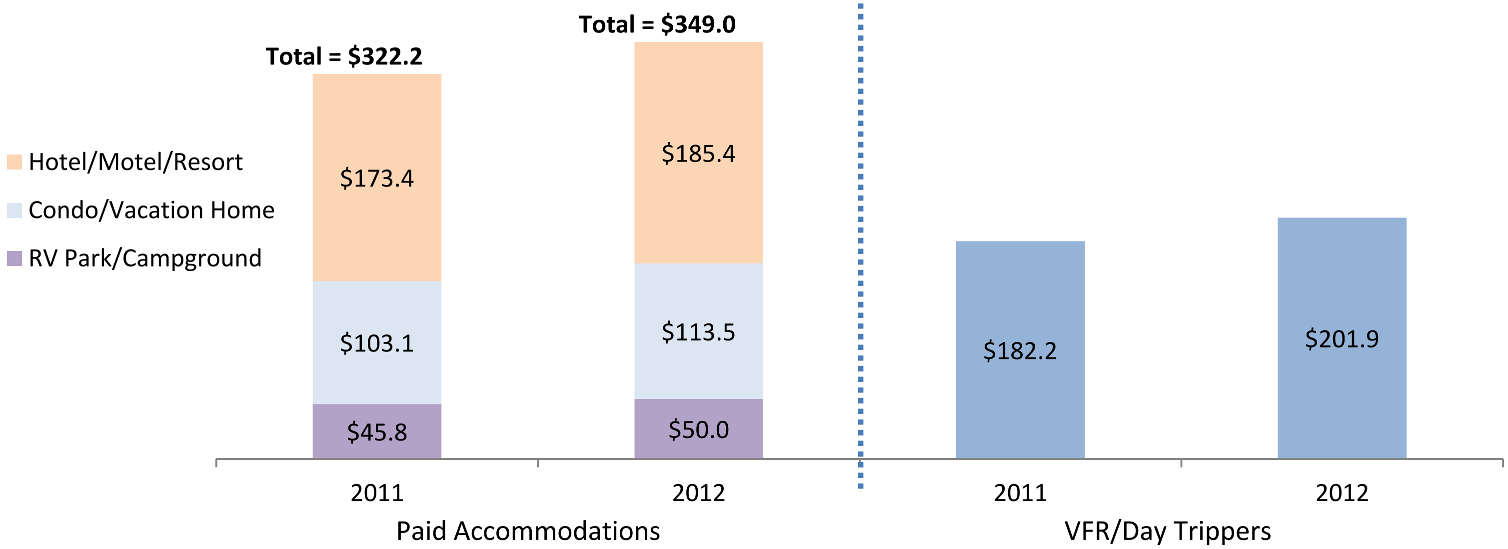
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Fall Season	2011	2012	% Change	2011	2012	% Change
TOTAL	$322,237,007	$348,991,696	8.3%	$182,191,939	$201,915,390	10.8%
Lodging Accommodations	$98,355,068	$109,244,738	11.1%	$0	$0	-
Food and Beverages	$74,478,837	$78,561,218	5.5%	$69,787,295	$63,762,501	-8.6%
Shopping	$77,048,689	$86,026,101	11.7%	$55,655,040	$73,289,067	31.7%
Ground Transportation	$25,168,300	$28,620,369	13.7%	$19,739,338	$22,690,140	14.9%
Other	$47,186,113	$46,539,270	-1.4%	$37,010,266	$42,173,682	14.0%

“Other ” includes the following categories:
- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Fall Season	**2011**	**2012**	**% Change**	**2011**	**2012**
TOTAL	$504,428,946	$550,907,086	9.2%	100%	100%
Visiting Friends & Relatives/Day Trippers	$182,191,939	$201,915,390	10.8%	36%	37%
Paid Accommodations	$322,237,007	$348,991,696	8.3%	64%	63%
Hotel/Motel/Resort/B&B	*$173,370,142*	*$185,428,109*	7.0%	34%	34%
Condo/Cottage/Vacation Home	*$103,065,852*	*$113,540,915*	10.2%	20%	21%
RV Park/Campground	*$45,801,013*	*$50,022,672*	9.2%	9%	9%

Expenditures by Lodging Type (Millions)



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 <u>direct</u> and <u>total</u> impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

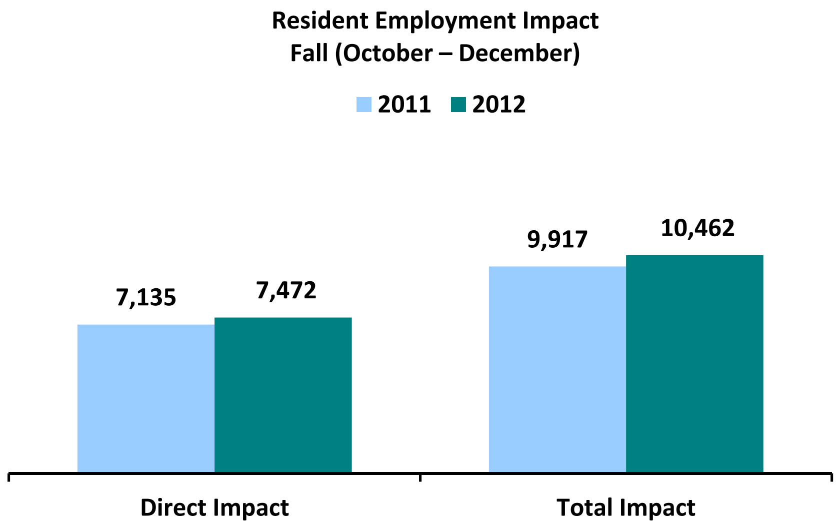
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

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

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



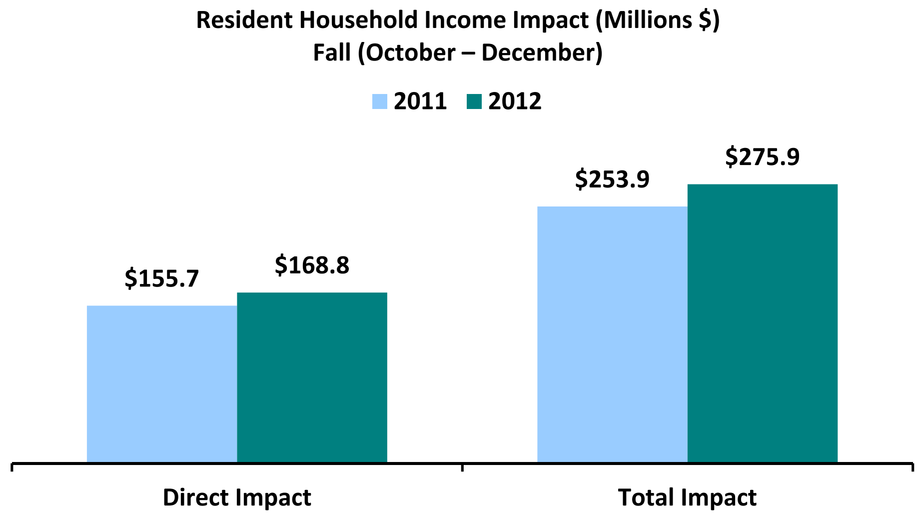
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

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

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).



Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

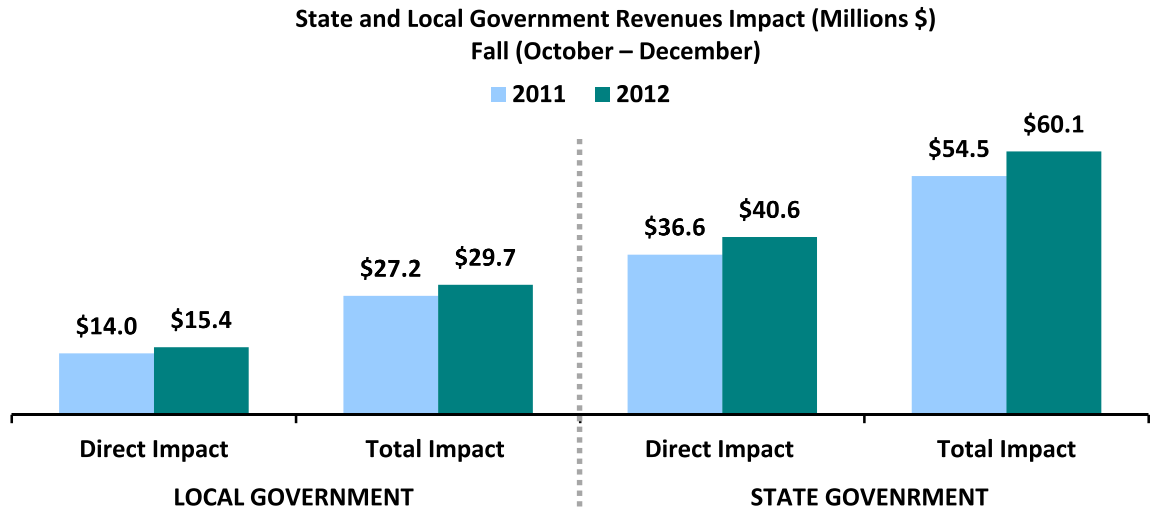
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



Appendix
Fall 2012

October 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Estero Beach Club	10/2/2012	7
Fort Myers Beach	Diamond Head	10/2/2012	7
Fort Myers Beach	Neptune Inn	10/2/2012	7
Fort Myers Beach	Times Square	10/2/2012	9
Sanibel	Sundial Resort	10/4/2012	5
Sanibel	Holiday Inn	10/4/2012	6
Sanibel	Gulf Breeze	10/4/2012	7
Sanibel	Loggerhead Cay	10/4/2012	5
RSW	RSW Airport	10/6/2012	24
Fort Myers	Edison Estates	10/10/2012	10
Bonita Springs	Bonita Beach	10/12/2012	25
Sanibel	Tortuga Beach Club Resort	10/18/2012	5
Sanibel	Song of the Sea	10/18/2012	7
Sanibel	Sanibel Moorings	10/18/2012	5
Sanibel	Sanibel Inn	10/18/2012	8
Fort Myers Beach	Pink Shell	10/24/2012	7
Fort Myers Beach	Winwood Passage	10/24/2012	8
Fort Myers Beach	Best Western	10/24/2012	7
Cape Coral	Cape Coral Yacht Club Beach	10/24/2012	6
Fort Myers	Hilton Garden Inn	10/27/2012	5
Fort Myers	Centennial Park	10/27/2012	9
North Fort Myers	Shell Factory	10/27/2012	8
Fort Myers	Edison Estates	10/29/2012	15
Total			**202**

November 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
RSW	RSW Airport	11/3/2012	27
Fort Myers	Edison Estates	11/7/2012	12
Fort Myers Beach	Neptune Inn	11/9/2012	6
Fort Myers Beach	The Pier	11/9/2012	12
Fort Myers Beach	Lani Kai	11/12/2012	7
Fort Myers Beach	Estero Beach Club	11/12/2012	14
Fort Myers Beach	Diamond Head	11/12/2012	10
Sanibel	Holiday Inn	11/13/2012	8
Sanibel	Loggerhead Cay	11/13/2012	6
Sanibel	Tortuga Beach Club Resort	11/13/2012	7
Sanibel	Sundial Resort	11/13/2012	11
Bonita Springs	Bonita Beach	11/15/2012	25
RSW	RSW Airport	11/17/2012	30
Fort Myers	Edison Estates	11/20/2012	32
Sanibel	Lighthouse Beach	11/20/2012	20
RSW	RSW Airport	11/20/2012	28
Fort Myers Beach	Times Square	11/23/2012	27
Fort Myers	Hilton Garden Inn	11/24/2012	5
Fort Myers	Centennial Park	11/24/2012	9
North Fort Myers	Shell Factory	11/24/2012	12
Cape Coral	Cape Coral Yacht Club Beach	11/24/2012	23
Sanibel	Pointe Santo Sanibel	11/25/2012	8
Sanibel	Island Beach Club	11/26/2012	6
Sanibel	Casa ybel Resort	11/27/2012	5
Sanibel	Sanibel Inn	11/28/2012	7
Total			**357**

December 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
RSW	RSW Airport	12/1/2013	23
Fort Myers Beach	Estero Beach Club	12/3/2013	10
Fort Myers Beach	Diamond Head Resort	12/3/2013	10
Fort Myers Beach	Neptune Inn	12/3/2013	10
Sanibel	Holiday Inn	12/6/2013	5
Sanibel	Sundial Resort	12/6/2013	7
Sanibel	Loggerhead Cay	12/6/2013	10
Sanibel	Sanibel Moorings	12/6/2013	7
Sanibel	Song of the Sea	12/6/2013	5
Bonita Springs	Bonita Beach	12/7/2013	29
Fort Myers	Edison Estates	12/11/2013	21
RSW	RSW Airport	12/13/2013	25
Sanibel	Sanibel Inn	12/17/2013	8
Sanibel	Ocean Reach	12/17/2013	9
Sanibel	Casa ybel Resort	12/17/2013	8
Sanibel	Island Beach Club	12/17/2013	7
Sanibel	Pointe Santo Sanibel	12/17/2013	9
Fort Myers Beach	Best Western	12/20/2013	10
Fort Myers Beach	Winwood Passage	12/20/2013	10
Fort Myers Beach	Pink Shell	12/20/2013	10
RSW	RSW Airport	12/21/2013	23
Fort Myers	Centennial Park	12/22/2013	9
North Fort Myers	Shell Factory	12/22/2013	15
Fort Myers	Edison Estates	12/27/2013	27
Cape Coral	Cape Coral Yacht Club Beach	12/29/2013	21
Fort Myers Beach	The Pier	12/30/2013	18
Total			**346**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of January 2013 to gather data for October, November, and December 2012 lodging activity. Information was provided by 115 Lee County lodging properties.

Lodging Type	Fall 2012 Number of Interviews
Hotel/Motel/Resort/B&Bs	74
Condo/Cottage/Vacation Home/Timeshare	28
RV Park/Campground	13
Total	**115**