

## The Beaches of Fort Myers - Sanibel



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

### Prepared for:

**Lee County Board of County Commissioners  
Lee County Visitor and Convention Bureau**

### Prepared by:



providing direction in travel & tourism

**March 7, 2008  
August 2007 Visitor Profile & Occupancy Analysis  
(Revised)**



**Executive Summary  
August 2007  
(Revised)**



## Executive Summary

During the month of August 2007, Lee County hosted nearly 410,000 visitors. Forty-three percent of the visitors stayed in paid accommodations while visiting the area. Among those staying in paid accommodations, two-thirds were US residents. Among US visitors, nearly half were from the South, and 29% were from the Northeast.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	43%	174,645*
Friends/Relatives	57%	<u>235,033**</u>
<i>Total Visitation</i>		<i>409,678</i>
Visitor Origin		
Visitors Staying in Paid Accommodations***		
US	65%	112,824
Germany	8%	13,910
UK	7%	12,364
Canada	5%	9,273
Other/No Answer	16%	27,820
U.S. Region (Paid Accommodations)***		
Florida	34%	38,638
South (including Florida)	45%	51,002
Northeast	29%	32,456
Midwest	8%	9,273
West	5%	6,182
No Answer	12%	13,910
Top DMAs (Paid Accommodations)***		
New York	18%	20,092
Tampa-St. Petersburg	14%	15,455
Miami-Ft. Lauderdale	11%	12,364
Orlando-Daytona Bch	7%	7,728
Boston	5%	6,182
Chicago	3%	3,091
Washington DC	3%	3,091
Baltimore	3%	3,091
Hartford-New Haven	3%	3,091
Cleveland-Akron	3%	3,091
Tallahassee-Thomasville	3%	3,091

\* Estimated from property managers' responses

\*\* Estimated from survey among residents

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



## Executive Summary

Visitors spent \$223 million in Lee County during the month of August. A sizable minority of these dollars was spent by those visitors staying in paid accommodations (\$99 million). Including only those properties paying the bed tax, \$87 million was spent by visitors staying in paid accommodations. The highest proportions continue to be spent on shopping, food and beverages, and lodging accommodations.

Half of August visitors flew to the area (50%), while an additional 44% drove to Lee County. Most Lee County visitors were repeat visitors (66%), averaging nearly four visits in five years.

Almost nine visitors out of ten spent some time at the beach while visiting Lee County (85%). The majority spent time relaxing, dining out, swimming, shopping, or sightseeing.

Lee County visitors continue to be satisfied with their visit (95%). Further, 88% of visitors said they will recommend Lee County to a friend or family member and 89% indicated that they plan to return themselves.

Typical Lee County August visitors are around the age of 46 and are more affluent than the general population (average household income of \$90,300). Most August visitors are married (68%), and 44% are traveling with children.

Hotels/motels/resorts achieved the highest occupancy for the month of August at 51.1%. Average daily rates were highest among condos/cottages/vacation rentals at \$159.07.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	129	128	128/129
Hotel/Motel/Resort/B&B	51.1%	\$106.43	\$54.39
Condo/Cottage/Vacation Home*	32.0%	\$159.07	\$50.85
RV Park/Campground	17.4%	\$35.81	\$6.24
AVERAGE	37.8%	\$110.80	\$41.84

\* Includes timeshare rental properties.

Two-thirds of the lodging properties surveyed reported their August 2007 occupancy to be better (49%) or the same (16%) as August 2006, while 35% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 67% reporting it to be better (51%) or the same (16%) in August 2007 as compared to August 2006, and 33% saying it was worse.



## Visitor Profile Analysis August 2007 (Revised)

*A total of 174 interviews were conducted with visitors in Lee County during the month of August. A total sample of this size is considered accurate to plus or minus 7.4 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.*



## Visitor Profile Analysis

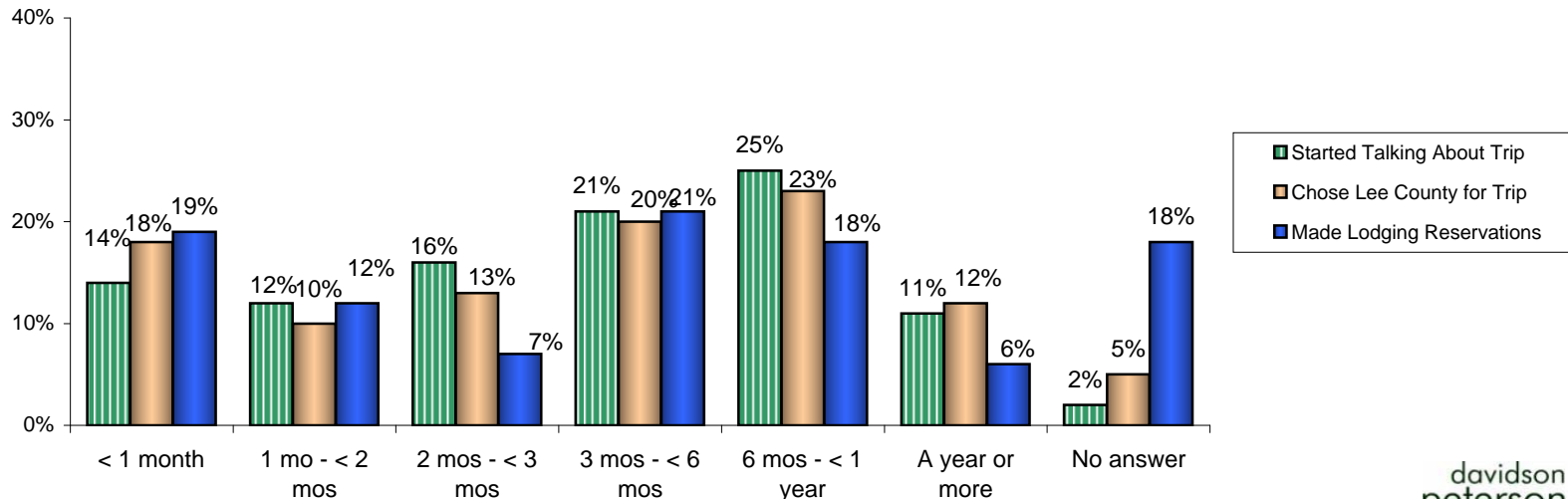
## Travel Planning

Total Respondents	174	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month		14%	18%	19%
1 mo - < 2 mos		12%	10%	12%
2 mos - < 3 mos		16%	13%	7%
3 mos - < 6 mos		21%	20%	21%
6 mos - < 1 year		25%	23%	18%
A year or more		11%	12%	6%
No answer		2%	5%	18%

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

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

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





## Visitor Profile Analysis

### Travel Planning

#### Reserved Accommodations

Total Respondents	174
Before Leaving Home	77%
After arriving in FL	12%
On the road, but not in Florida	2%
No Answer	10%

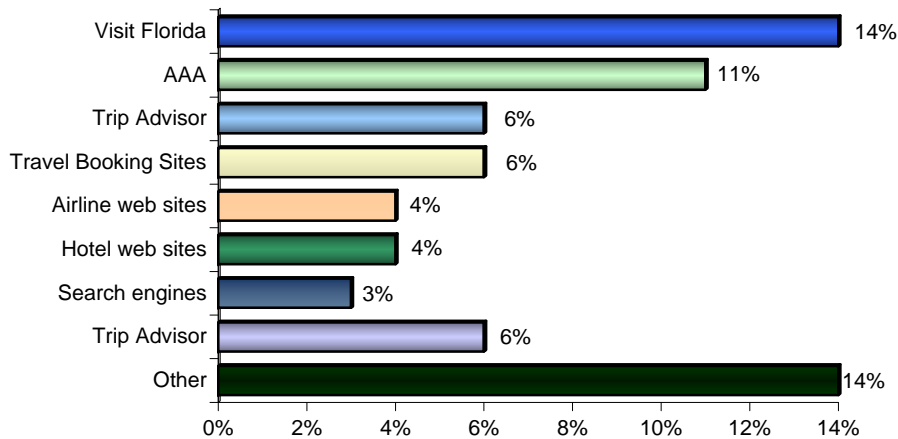
Question 6: Did you make accommodations reservations for your stay in Lee County:

#### Computer Access

Total Respondents	174
<u>Yes</u>	<u>91%</u>
Home	41%
Work	7%
Both Home and Work	44%
<u>No</u>	<u>8%</u>

Question 8: Do you have access to a computer?

#### Travel Web Sites Visited



#### Travel Web Sites Visited

Total Respondents with computer access	158
<u>Visited web sites (net)</u>	<u>63%</u>
Visit Florida	14%
AAA	11%
Trip Advisor	6%
Travel Booking Sites	6%
Airline web sites	4%
Hotel web sites	4%
Search engines	3%
Trip Advisor	6%
Other	14%
<u>Did not visit web sites</u>	<u>27%</u>
No Answer	10%

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

Base: Respondents with Computer Access



## Visitor Profile Analysis

### Travel Planning

#### Requesting Information

<b>Total Respondents</b>	174
<b>Requested Information (net)</b>	<b>36%</b>
Hotel Web Site	10%
VCB Web Site	5%
Visitor Guide	5%
Call hotel	8%
Call VCB	2%
Clipping/mailling coupon	1%
Other	20%
<b>Did not request information</b>	<b>51%</b>
No Answer	13%

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

#### Travel Agent Assistance

<b>Total Respondents</b>	174
Yes	10%
No	89%

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

#### Travel Agent Influence

<b>Total respondents who used a travel agent</b>	18*
Yes	N/A
No	N/A

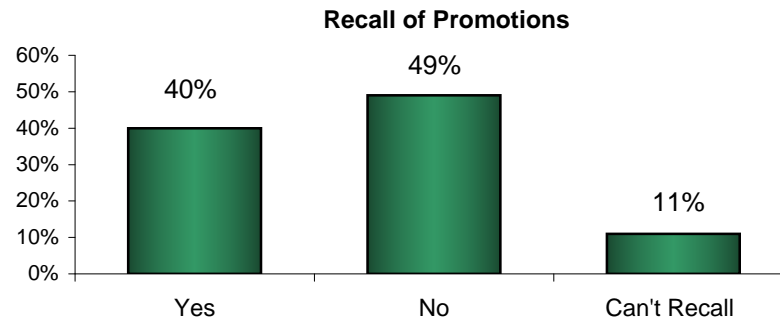
Question 12: And did your travel agent suggest/influence this destination decision?

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

#### Recall of Lee County Promotions

<b>Total Respondents</b>	174
Yes	40%
No	49%
Can't Recall	11%

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





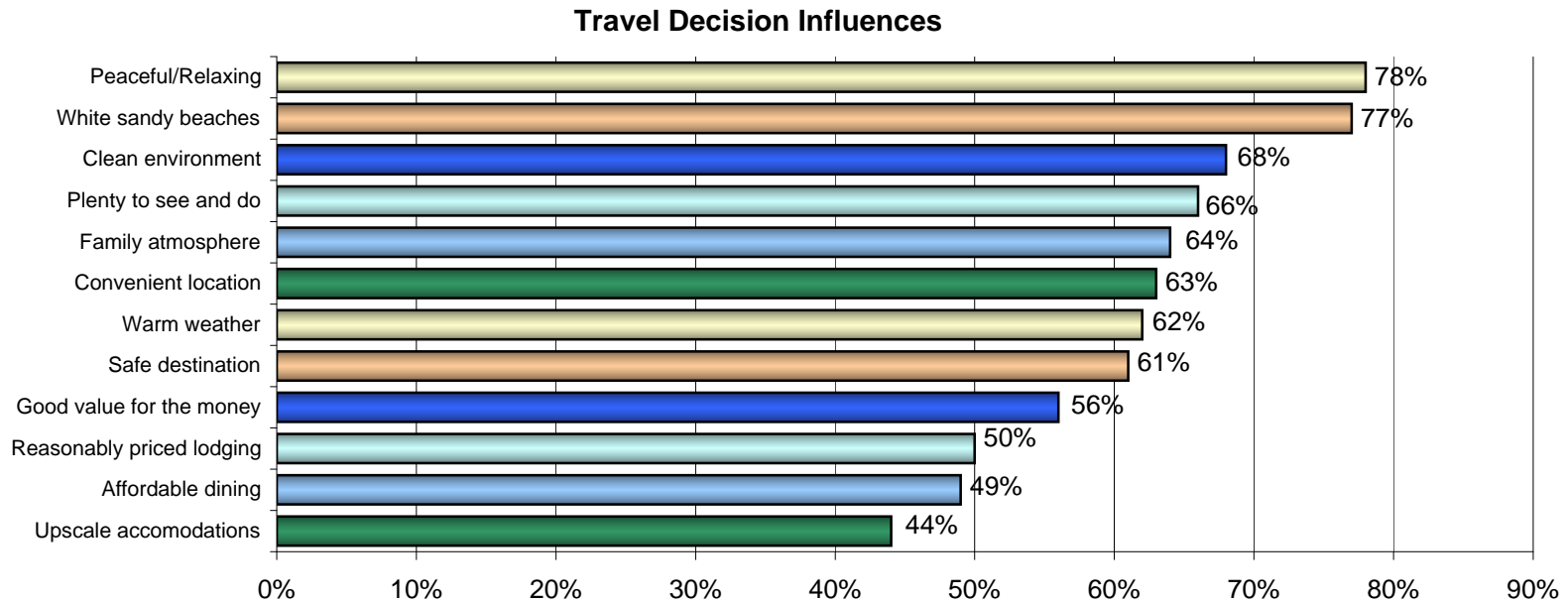


**Visitor Profile Analysis**

**Travel Planning**

Travel Decision Influences			
Total Respondents	Top 2 Box Scores		Top 2 Box Scores
174			
Peaceful/Relaxing	78%	Warm weather	62%
White sandy beaches	77%	Safe destination	61%
Clean environment	68%	Good value for the money	56%
Plenty to see and do	66%	Reasonably priced lodging	50%
Family atmosphere	64%	Affordable dining	49%
Convenient location	63%	Upscale accomodations	44%

Question 14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?





## Visitor Profile Analysis

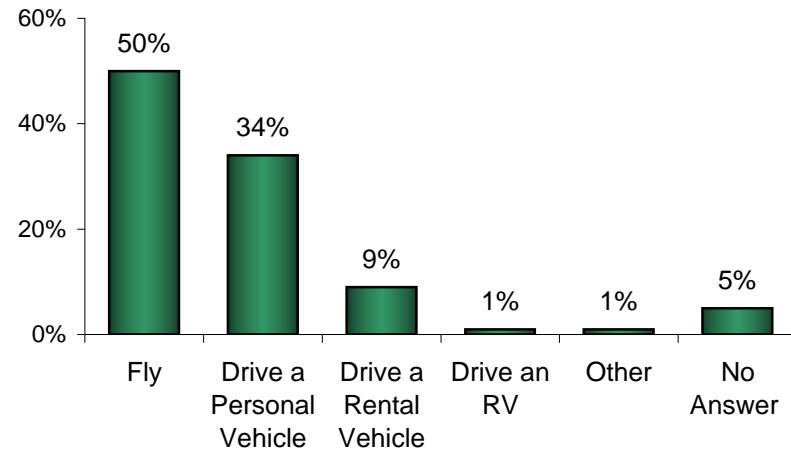
### Trip Profile

#### Mode of Transportation

<b>Total Respondents</b>	<b>174</b>
Fly	50%
Drive a Personal Vehicle	34%
Drive a Rental Vehicle	9%
Drive an RV	1%
Other	1%
No Answer	5%

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

#### Mode of Transportation

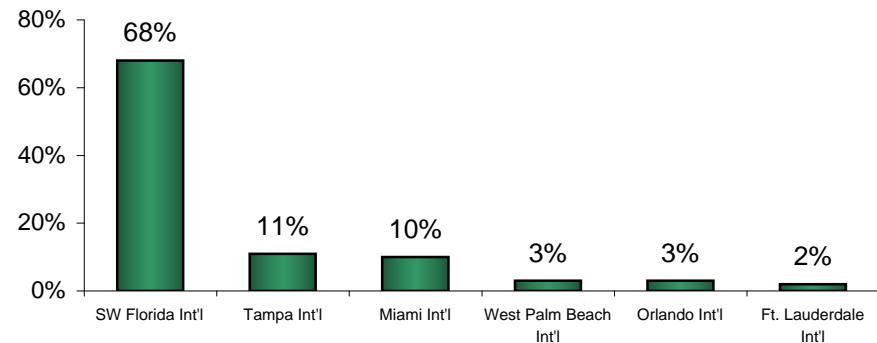


#### Airport

<b>Total Respondents who Flew</b>	<b>86</b>
SW Florida Int'l	68%
Tampa Int'l	11%
Miami Int'l	10%
West Palm Beach Int'l	3%
Orlando Int'l	3%
Ft. Lauderdale Int'l	2%
Other	1%

Question 2: At which Florida airport did you land?

#### Airport





## Visitor Profile Analysis

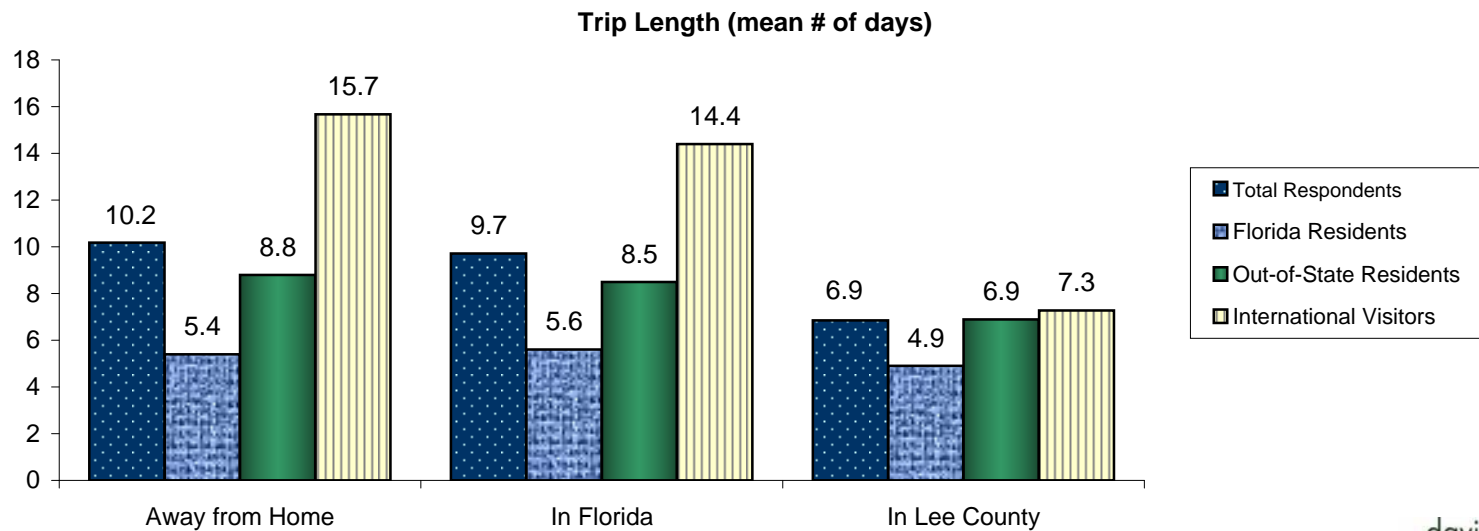
### Trip Profile

#### Trip Length

	Total Respondents	Florida Residents	Out-of-State Residents	International Visitors
Total Respondents	174	34*	76	47*
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	10.2	5.4	8.8	15.7
In Florida	9.7	5.6	8.5	14.4
In Lee County	6.9	4.9	6.9	7.3

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

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

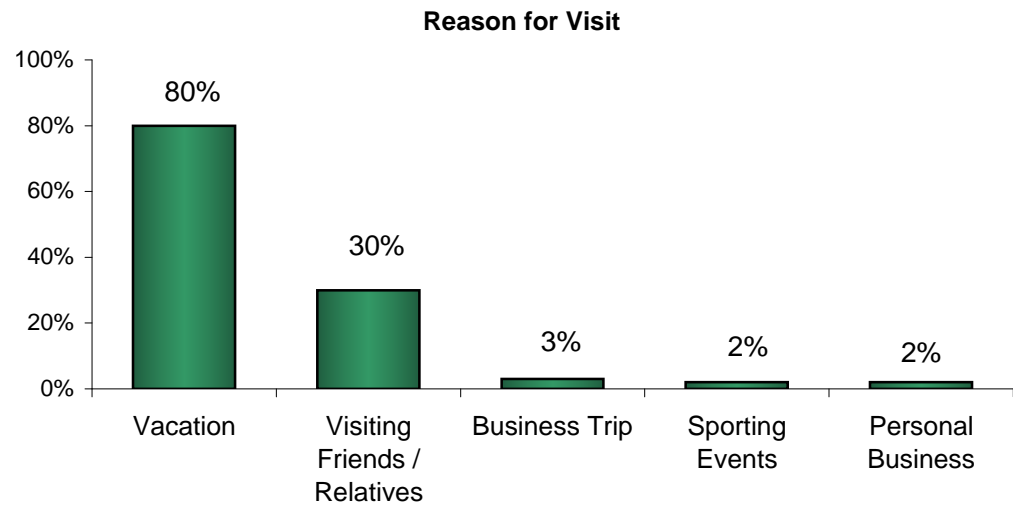




## Visitor Profile Analysis

### Trip Profile

Reason for Visit	
Total Respondents	174
Vacation	80%
Visiting Friends / Relatives	30%
Business Trip	3%
Sporting Events	2%
Personal Business	2%
Conv/Conf/Trade Show	<1%
Other	4%



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



## Visitor Profile Analysis

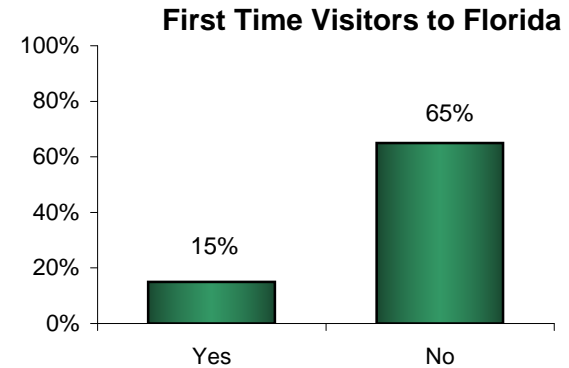
### Trip Profile

#### First Time Visitors to Florida

Base: Total Respondents	174
Yes	15%
No	65%
No answer	1%
<hr/>	
<i>FL Residents*</i>	<i>19%</i>

Question 18: Is this your first visit to Florida?

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



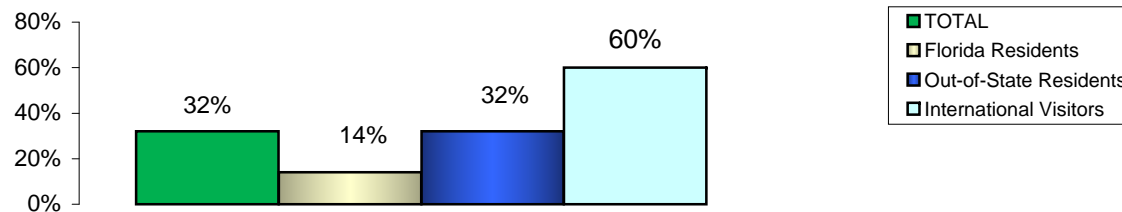
#### First Time Visitors to Lee County

	TOTAL	Florida Residents	Out-of-State Residents	International Visitors
Base: Total Respondents	174	34*	76	47*
Yes	32%	14%	32%	60%
No	66%	86%	66%	41%
No answer	1%	--	2%	--

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

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

#### First Time Visitors to Lee County





## Visitor Profile Analysis

### Trip Profile

#### Previous Visits in Five Years

	To Florida	To Lee County
Base: Repeat Visitors	112 (FL res. excl.)	115
	Mean # of visits	Mean # of visits
Number of visits	3.7	4.0

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

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

#### Previous Visits to Lee County in Five Years

	Florida Residents	Out-of-State Residents	International Visitors
Base: Repeat Visitors	29*	50	19**
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	5.2	3.8	N/A

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

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

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

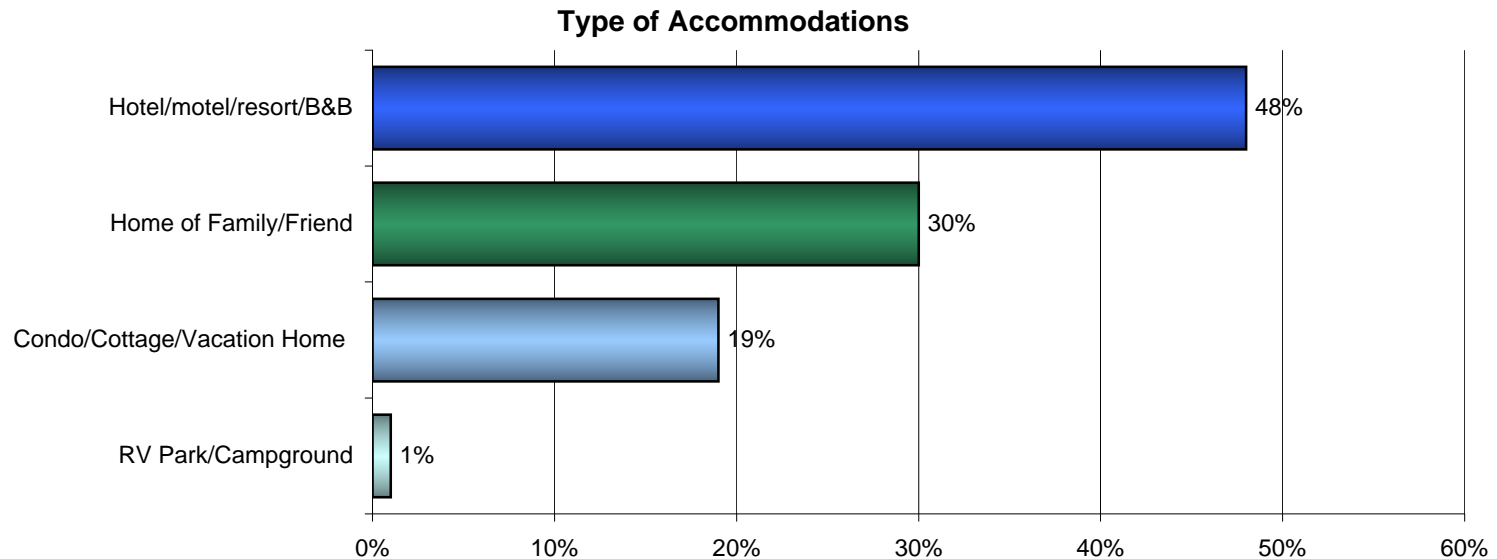


## Visitor Profile Analysis

### Trip Profile

Type of Accommodations			
Total Respondents	174		
Hotel/motel/inn	33%	Borrowed home/condo	3%
Resort	15%	Owned home/condo	1%
B&B	1%	RV at campground	1%
Home of family/friend	30%	No answer	1%
Rented home/condo	15%	Day trip (no accommodations)	2%

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



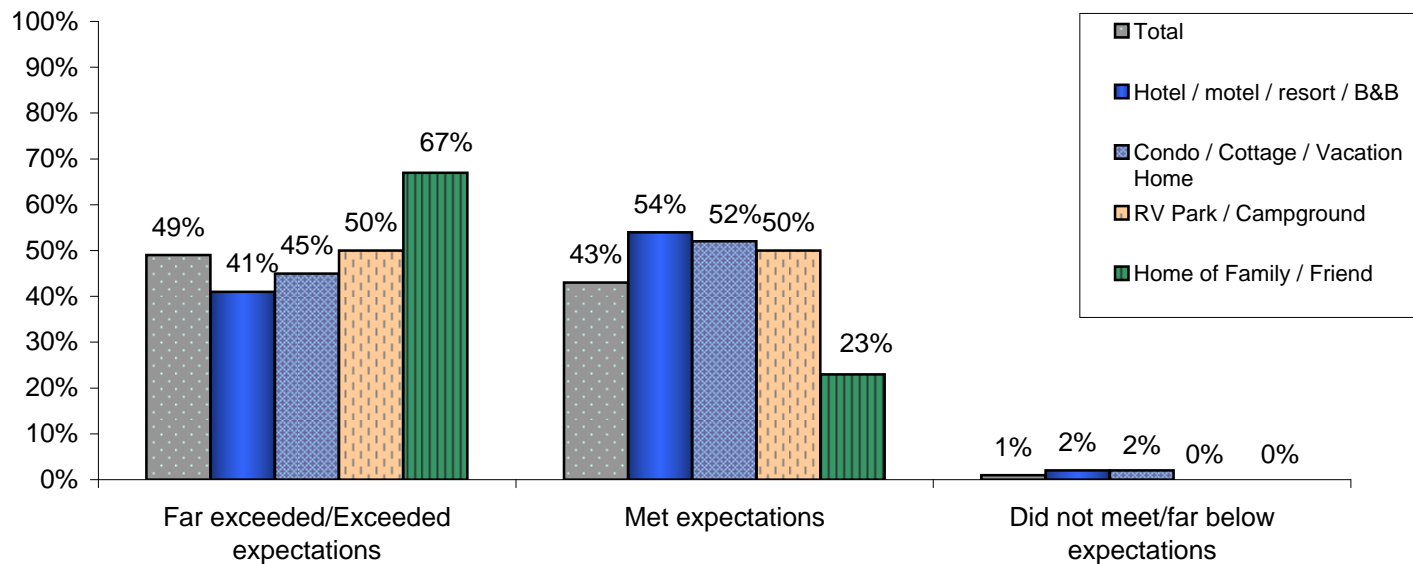


## Visitor Profile Analysis

### Trip Profile

Quality of Accommodations	
Total Respondents	174
Far exceeded/Exceeded expectations	49%
Met expectations	43%
Did not meet/Far below expectations	1%
No Answer	6%

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



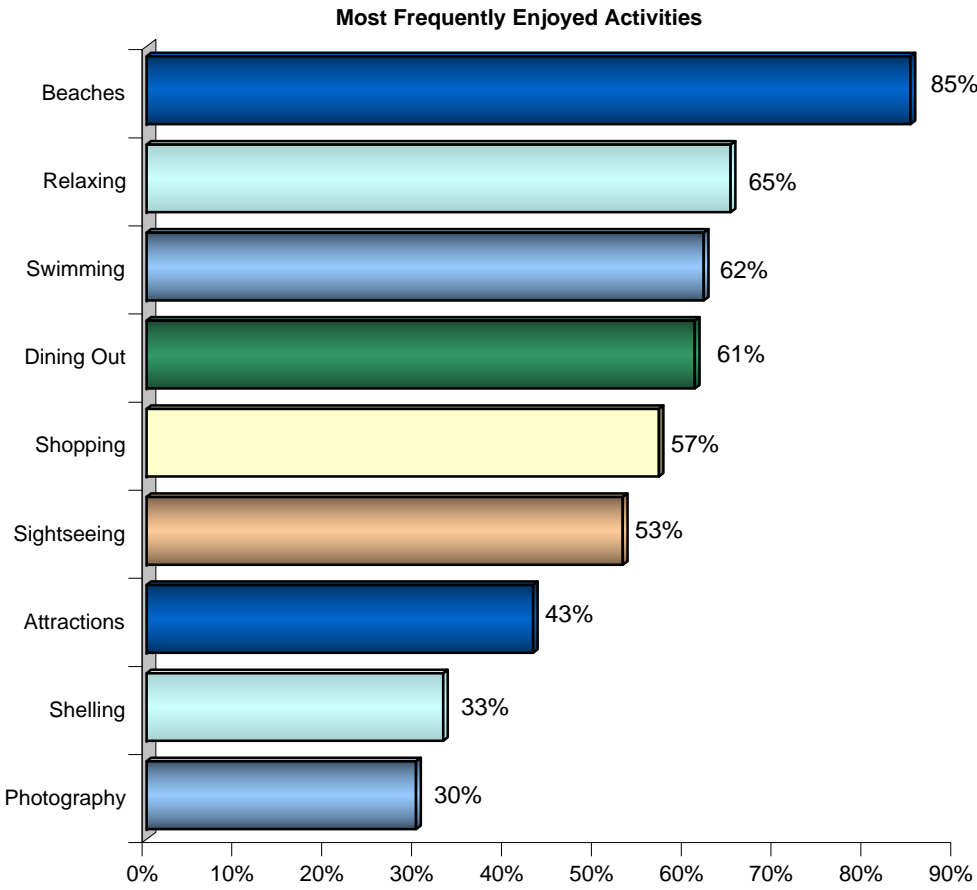




**Visitor Profile Analysis**

**Trip Activities**

Activities Enjoyed	
Total Respondents	174
Beaches	85%
Relaxing	65%
Swimming	62%
Dining Out	61%
Shopping	57%
Sightseeing	53%
Attractions	43%
Shelling	33%
Photography	30%
Visiting Friends/Relatives	26%
Boating	19%
Watching Wildlife	17%
Miniature Golf	16%
Bicycle Riding	14%
Golfing	14%
Fishing	13%
Guided Tour	13%
Bars/Nightlife	11%
Birdwatching	10%
Sporting Event	10%
Kayaking/Canoeing	9%
Parasailing/Jet Skiing	7%
Exercise/Working Out	6%
Tennis	6%
Scuba Diving/Snorkeling	4%
Cultural Events	3%
Other	4%



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

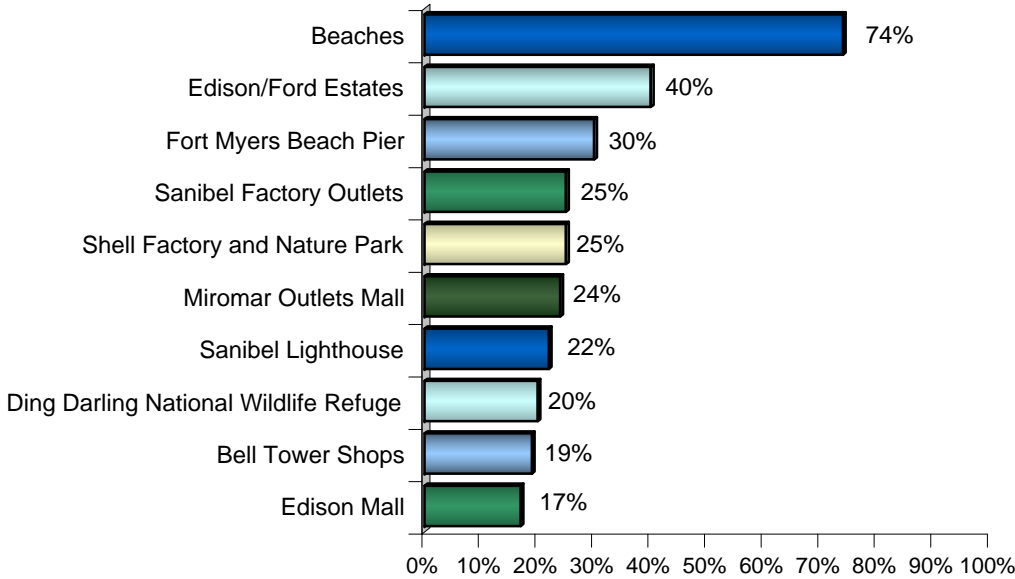


**Visitor Profile Analysis**

**Trip Activities**

<b>Attractions Visited</b>	
Total Respondents	174
Beaches	74%
Edison/Ford Estates	40%
Fort Myers Beach Pier	30%
Sanibel Factory Outlets	25%
Shell Factory and Nature Park	25%
Miromar Outlets Mall	24%
Sanibel Lighthouse	22%
Ding Darling National Wildlife Refuge	20%
Bell Tower Shops	19%
Edison Mall	17%
Coconut Point Mall	12%
Bailey-Matthews Shell Museum	11%
Manatee Park	7%
Periwinkle Place	7%
Gulf Coast Town Center	6%
Broadway Palm Dinner Theater	5%
Other	6%
None/No Answer	5%

**Most Frequently Visited Attractions**



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



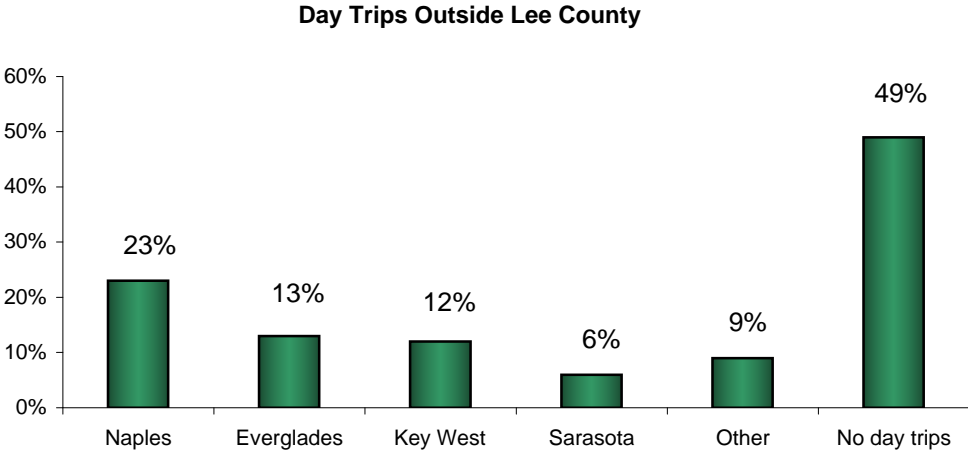


**Visitor Profile Analysis**

**Trip Activities**

<b>Day Trips Outside Lee County</b>	
Total Respondents	174
<u>Any Day Trips (net)</u>	<u>43%</u>
<i>Naples</i>	23%
<i>Everglades</i>	13%
<i>Key West</i>	12%
<i>Sarasota</i>	6%
<i>Other</i>	9%
<u>No day trips</u>	<u>49%</u>
No answer	8%

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





## Visitor Profile Analysis

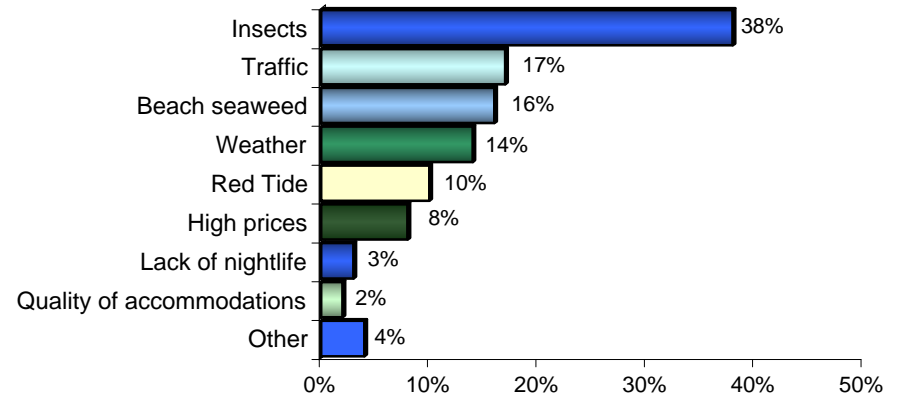
### Lee County Experience and Future Plans

#### Least Liked Features

<b>Total Respondents</b>	174
Insects	38%
Traffic	17%
Beach seaweed	16%
Weather	14%
Red Tide	10%
High prices	8%
Lack of nightlife	3%
Quality of accommodations	2%
Other	4%
Nothing/no answer	28%

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

#### Least Liked Features

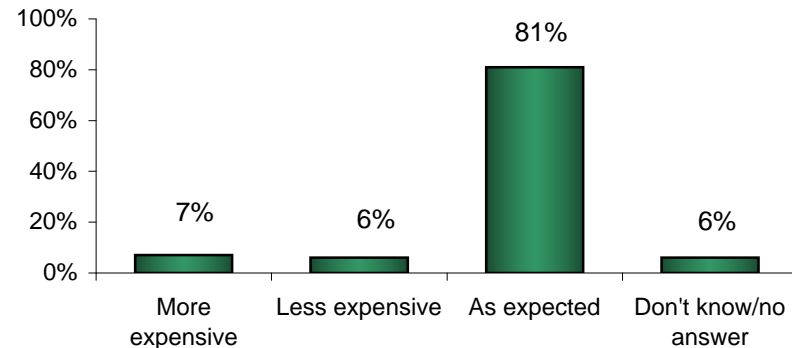


#### Perception of Lee County as Expensive

<b>Total Respondents</b>	174
More expensive	7%
Less expensive	6%
As expected	81%
Don't know/no answer	6%

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

#### Perception as Expensive



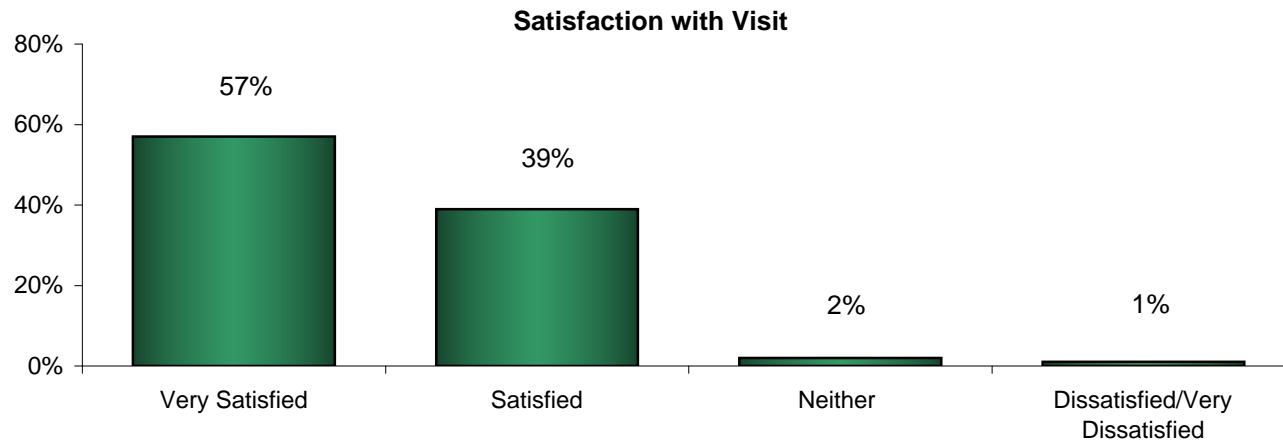


**Visitor Profile Analysis**

**Lee County Experience and Future Plans**

Satisfaction with Visit	
Total Respondents	174
<u>Satisfied</u>	<u>95%</u>
<i>Very Satisfied</i>	57%
<i>Satisfied</i>	39%
Neither	2%
Dissatisfied/Very Dissatisfied	1%
Don't know/no answer	1%

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





**Visitor Profile Analysis**

**Lee County Experience and Future Plans**

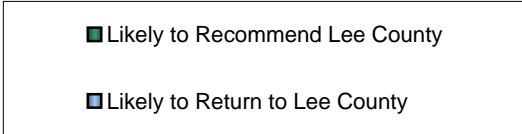
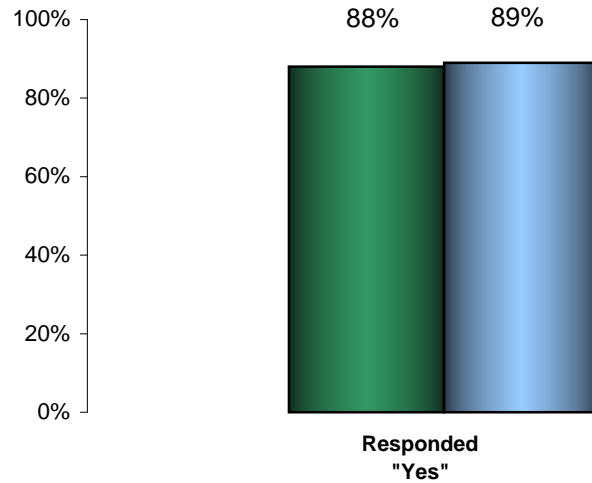
<b>Likelihood to Recommend/Return to Lee County</b>	
Total Respondents	174
Likely to Recommend Lee County	88%
Likely to Return to Lee County	89%
Base: Total Respondents Planning to Return	154
Likely to Return Next Year	47%

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

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

**Likelihood to Recommend/Return to Lee County**

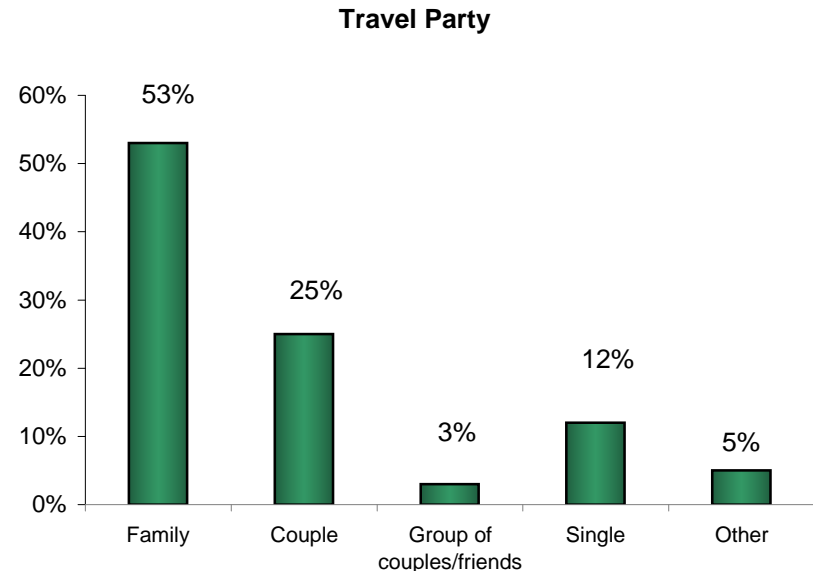




**Visitor Profile Analysis**

**Visitor and Travel Party Demographic Profile**

Travel Party	
Total Respondents	174
Family	53%
Couple	25%
Group of couples/friends	3%
Single	12%
Other	5%
Mean travel party size	3.3
Mean adults in travel party	2.4



Question 22: On this trip, are you traveling:

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

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

Travel Parties with Children	
Total Respondents	174
Traveling with any children (net)	<u>44%</u>
Any younger than 6	13%
Any 6 - 11 years old	24%
Any 12 - 17 years old	22%

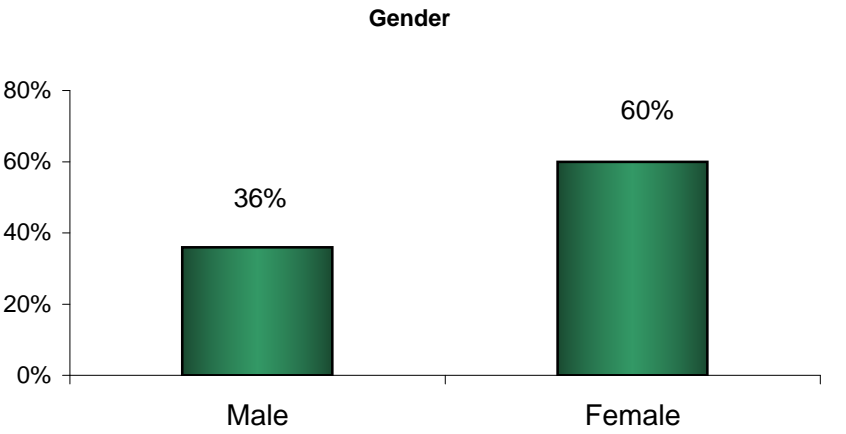
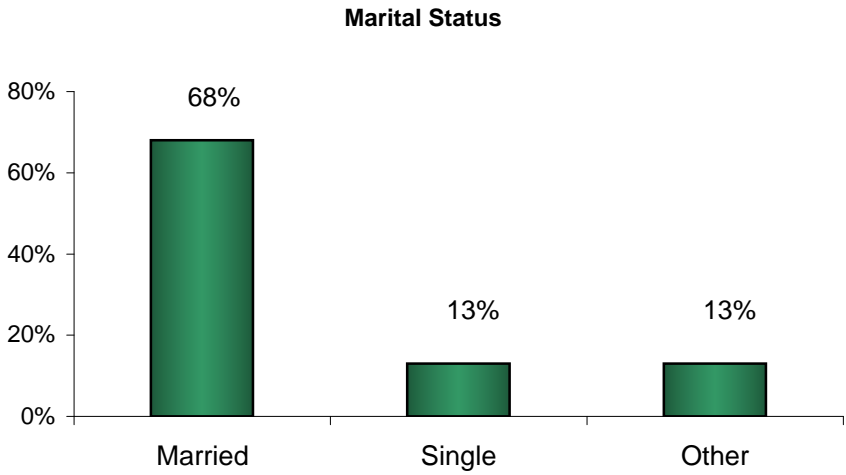
Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults



**Visitor Profile Analysis**

**Visitor and Travel Party Demographic Profile**

Visitor Demographic Profile	
Total Respondents	174
Vacations per year (mean)	2.5
Short getaways per year (mean)	4.6
Age of respondent (mean)	45.8
Annual household income (mean)	\$90,319
<b>Marital Status</b>	
Married	68%
Single	13%
Other	13%
<b>Gender of Respondent</b>	
Male	36%
Female	60%



Question 37: How many vacations, lasting FIVE (5) NIGHTS AWAY FROM HOME, do you take in an average year?  
 Question 38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?  
 Question 41: What is your age, please?  
 Question 43: What is your total annual household income before taxes?  
 Question 40: Are you: Married/Single/Other  
 Question 42: Are you: Male/Female



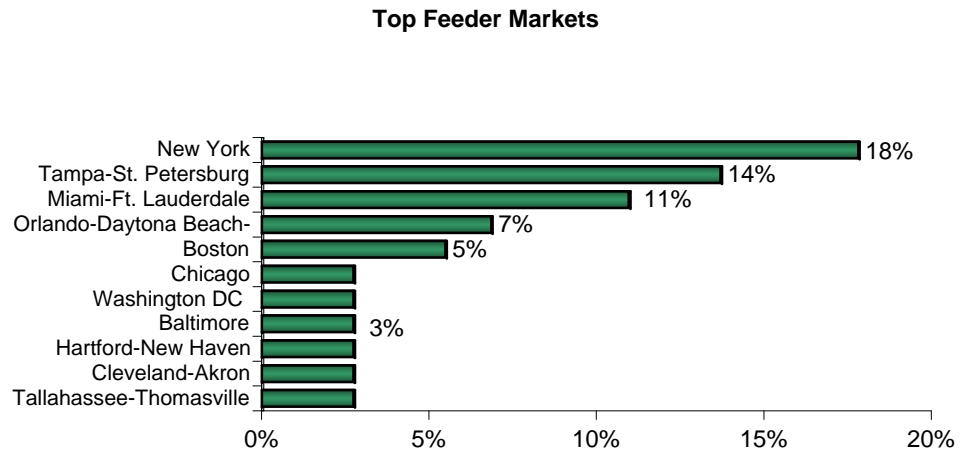
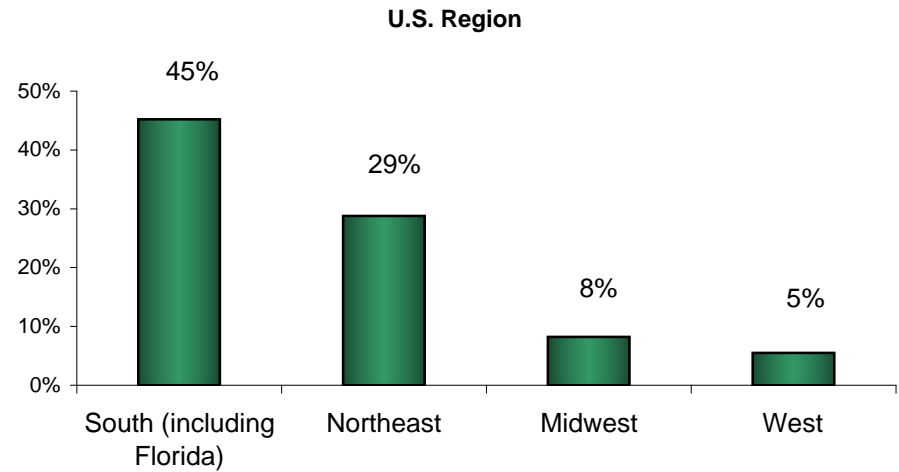




## Visitor Profile Analysis

### Visitor Origin and Visitation Estimates

Total Visitation		
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Paid Accommodations	43%	174,645
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Tampa-St. Petersburg	14%	15,455
Miami-Ft. Lauderdale	11%	12,364
Orlando-Daytona Beach-Melbourne	7%	7,728
Boston	5%	6,182
Chicago	3%	3,091
Washington DC	3%	3,091
Baltimore	3%	3,091
Hartford-New Haven	3%	3,091
Cleveland-Akron	3%	3,091
Tallahassee-Thomasville	3%	3,091
In State Visitors (Paid Accommodations)		
Florida residents	34%	38,638





## Occupancy Data Analysis August 2007 (Revised)

*Property managers representing 139 properties in Lee County were interviewed for the August Occupancy Survey between September 1 and September 15, 2007, a sample considered accurate to plus or minus 8.3 percentage points at the 95% confidence level.*



providing direction in travel & tourism



## Occupancy Data Analysis

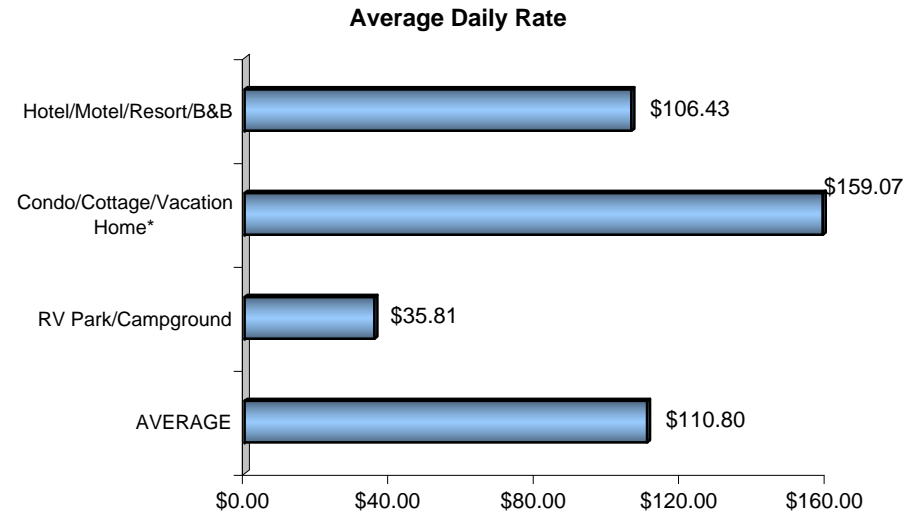
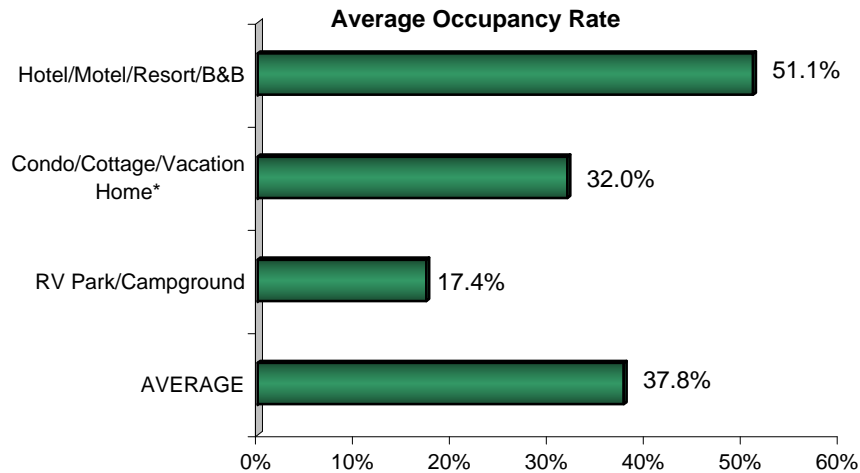
### Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Total Property Managers Responding	129	128	128/129
	Average Occupancy - %	Average Daily Rate - \$	RevPAR - \$
Hotel/Motel/Resort/B&B	51.1%	\$106.43	\$54.39
Condo/Cottage/Vacation Home*	32.0%	\$159.07	\$50.85
RV Park/Campground	17.4%	\$35.81	\$6.24
<b>AVERAGE</b>	<b>37.8%</b>	<b>\$110.80</b>	<b>\$41.84</b>

\* Includes timeshare rental properties.

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

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



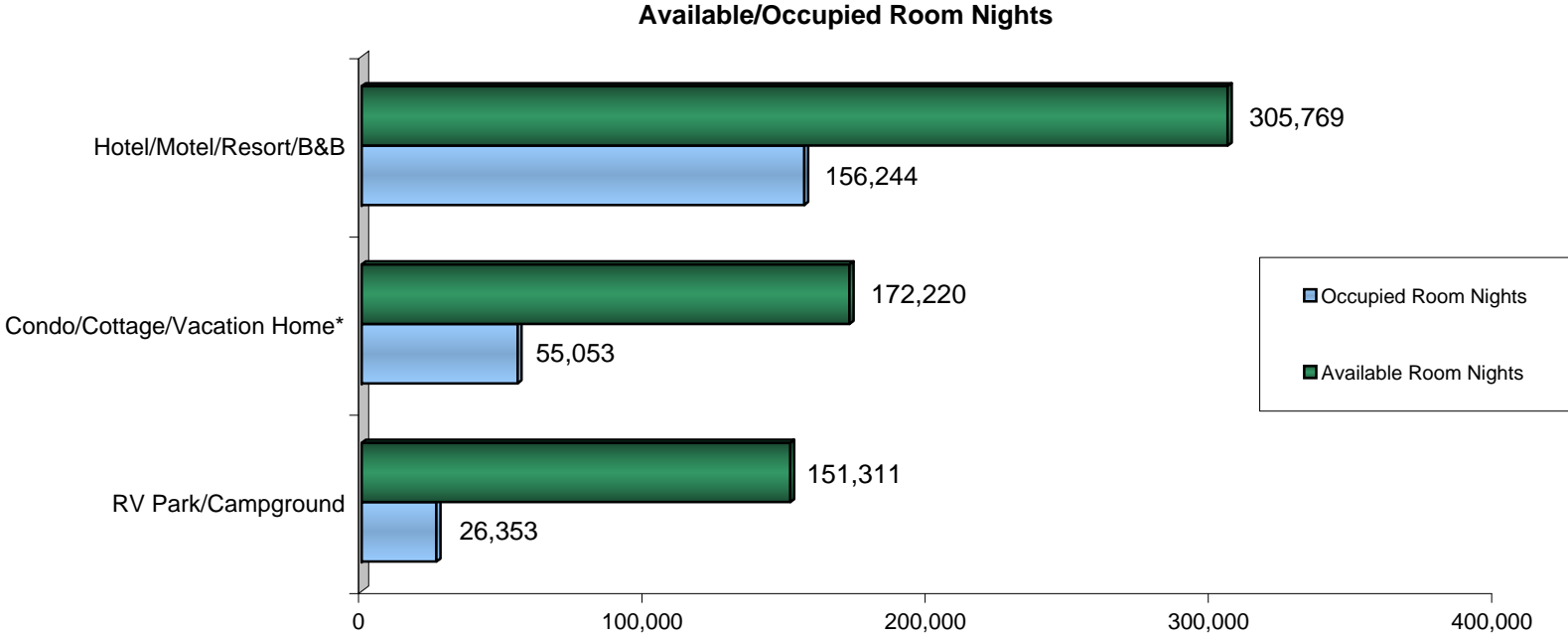


**Occupancy Data Analysis**

**Room/Unit/Site Nights**

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	156,244	305,769
Condo/Cottage/Vacation Home*	55,053	172,220
RV Park/Campground	26,353	151,311
<b>Total</b>	<b>237,650</b>	<b>629,300</b>

\* Includes timeshare rental properties.





**Occupancy Data Analysis**

**Lodging Management Estimates**

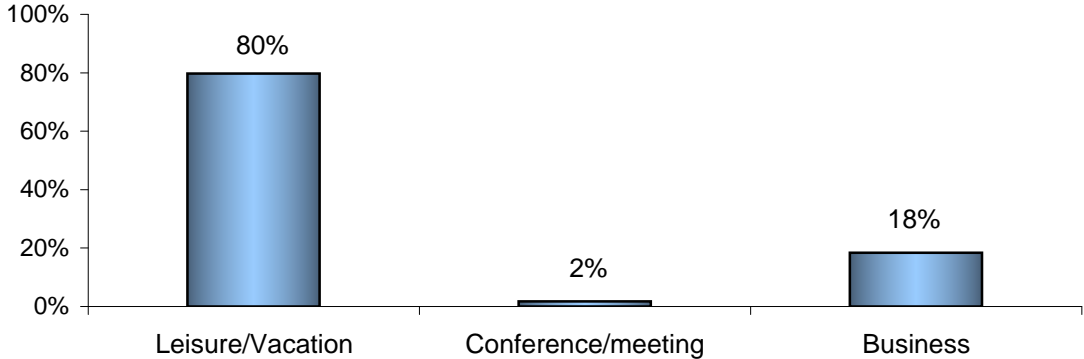
<b>Guest Profile</b>	
Total Property Managers Responding	120
<b>Purpose of Visit</b>	
Leisure/Vacation	80%
Conference/meeting	2%
Business	18%
Total Property Managers Responding	120
Average guests per room	2.7
Total Property Managers Responding	120
Average length of stay in nights	5.3

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

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

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

**Purpose of Visit**



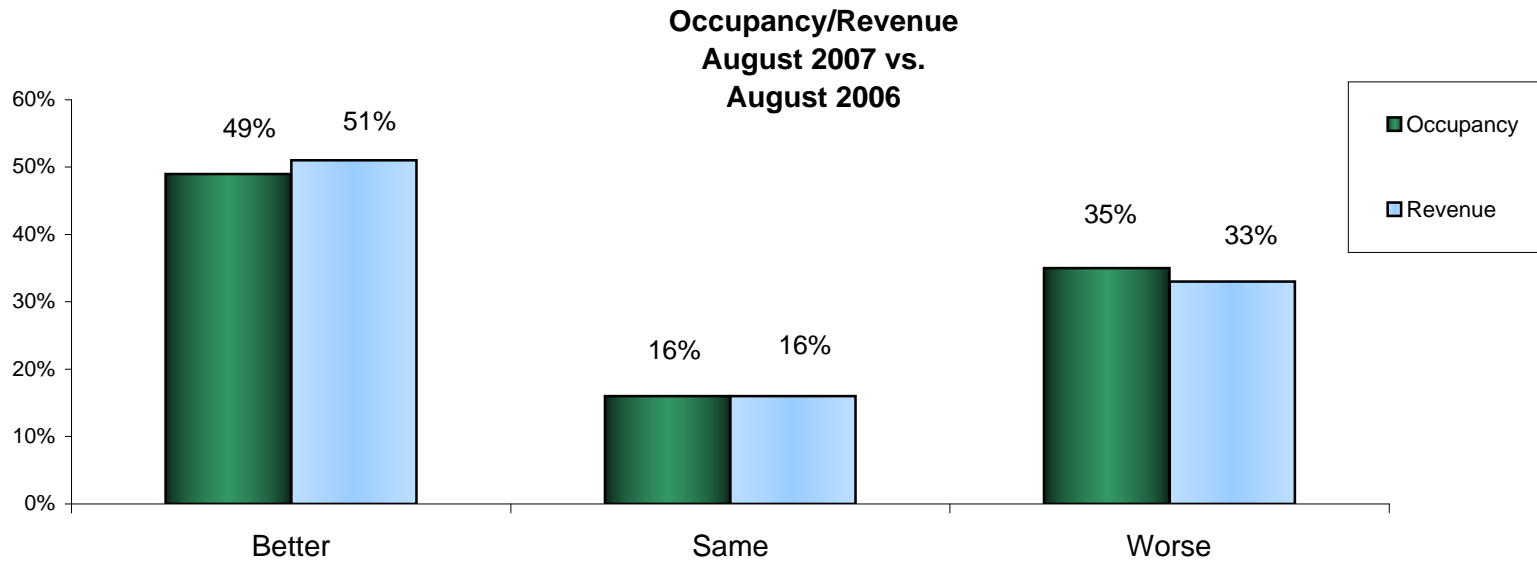


**Occupancy Data Analysis**

**Occupancy Barometer  
 August 2007 vs. August 2006**

	Occupancy	Revenue
Total Property Managers Responding	123	120
Better	49%	51%
Same	16%	16%
Worse	35%	33%

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



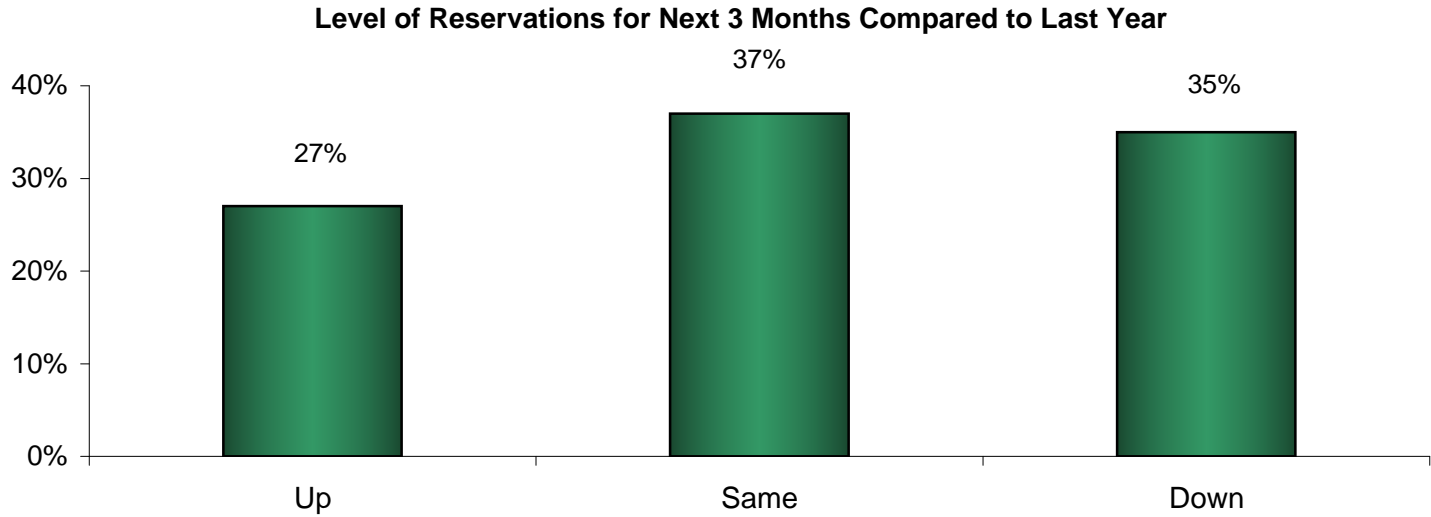


**Occupancy Data Analysis**

**Occupancy Barometer**

<b>Level of Reservations for Next 3 Months Compared to Last Year</b>	
Total Property Managers Responding	121
Up	27%
Same	37%
Down	35%

Question 27: Compared to September, October, and November 2006, is your property's total level of reservations up, the same, or down for September, October, and November 2007?



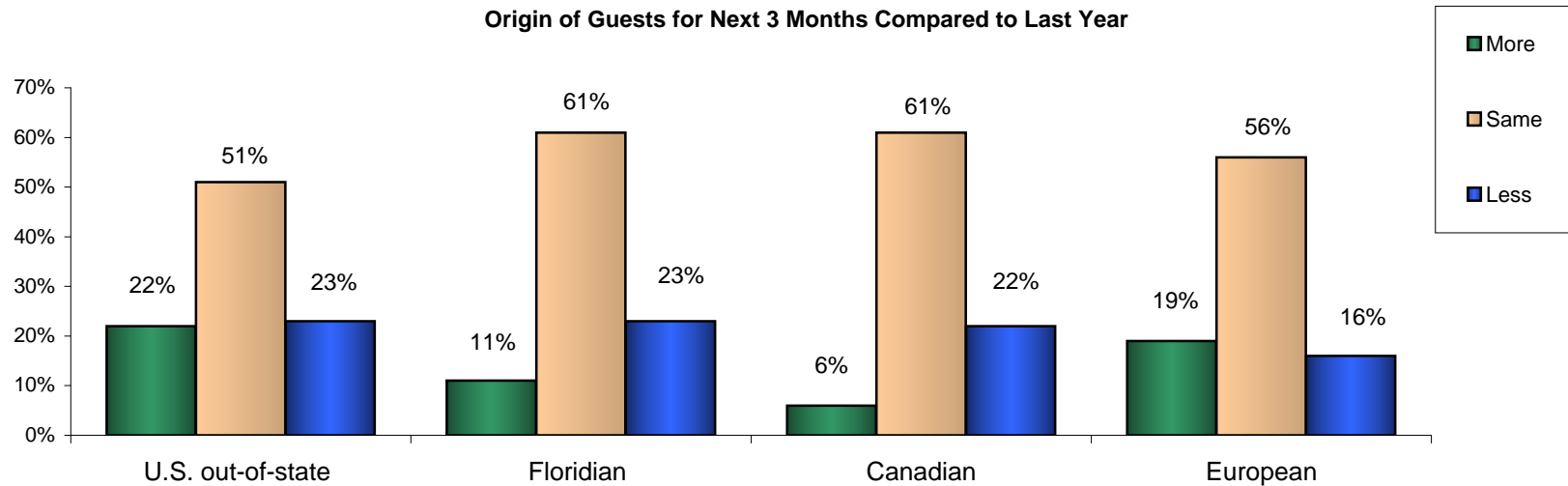


**Occupancy Data Analysis**

**Occupancy Barometer**

Origin of Guests for Next 3 Months Compared to Last Year				
Total Property Managers Responding (108 Minimum)	More	Same	Less	N/A
U.S. out-of-state	22%	51%	23%	4%
Floridian	11%	61%	23%	5%
Canadian	6%	61%	22%	10%
European	19%	56%	16%	10%

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





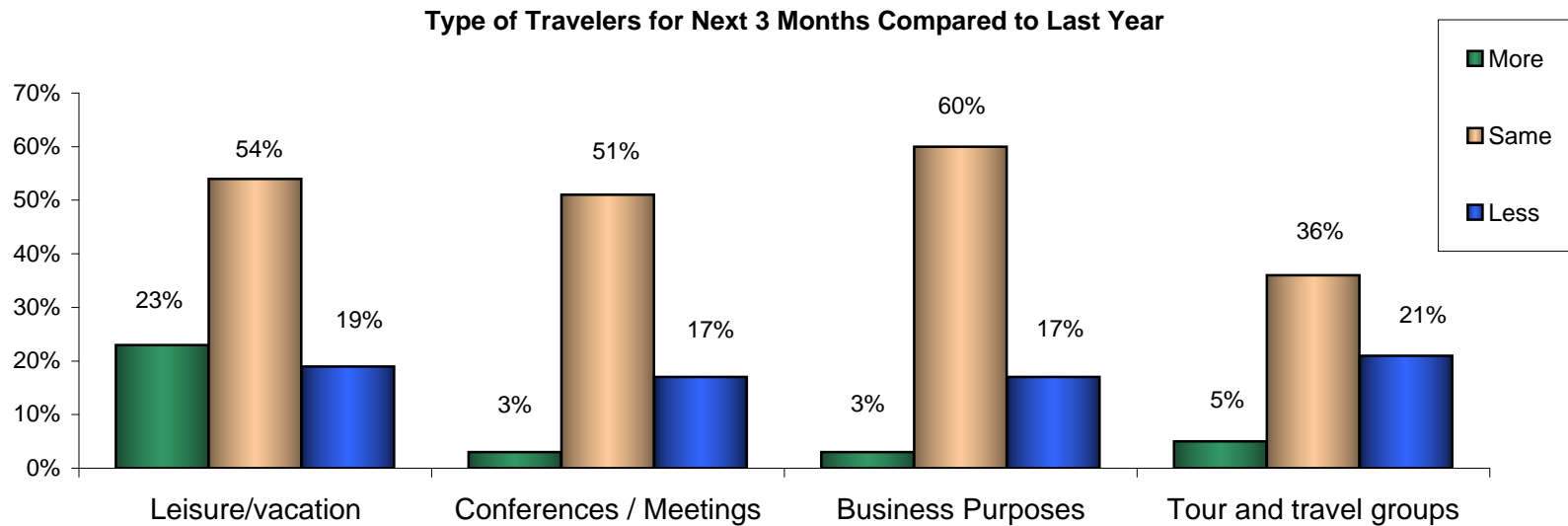


**Occupancy Data Analysis**

**Occupancy Barometer**

Type of Travelers for Next 3 Months Compared to Last Year				
Total Property Managers Responding (85 Minimum)	More	Same	Less	N/A
Leisure/vacation	23%	54%	19%	4%
Conferences / Meetings	3%	51%	17%	28%
Business Purposes	3%	60%	17%	20%
Tour and travel groups	5%	36%	21%	38%

Question 29: Compared to September, October, and November 2006, will the following types of travelers generate more, the same, or less business for your property in September, October, and November 2007?





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

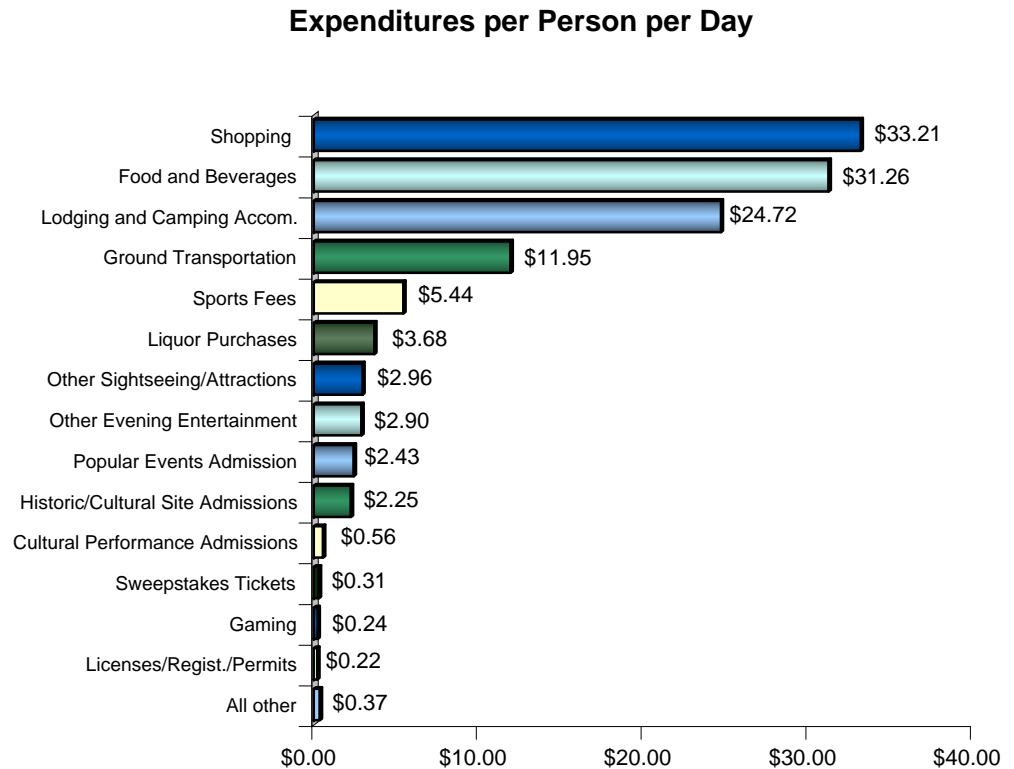


**Economic Impact Analysis**

**Average Expenditures**

Average Expenditures per Person per Day	
<b>TOTAL</b>	<b>\$122.50</b>
Shopping	\$33.21
Food and Beverages	\$31.26
Lodging and Camping Accom.	\$24.72
Ground Transportation	\$11.95
Sports Fees	\$5.44
Liquor Purchases	\$3.68
Other Sightseeing/Attractions	\$2.96
Other Evening Entertainment	\$2.90
Popular Events Admission	\$2.43
Historic/Cultural Site Admissions	\$2.25
Cultural Performance Admissions	\$0.56
Sweepstakes Tickets	\$0.31
Gaming	\$0.24
Licenses/Regist./Permits	\$0.22
All other	\$0.37

\* Per expenditure model





**Economic Impact Analysis**

**Total Visitor Expenditures by Spending Category**

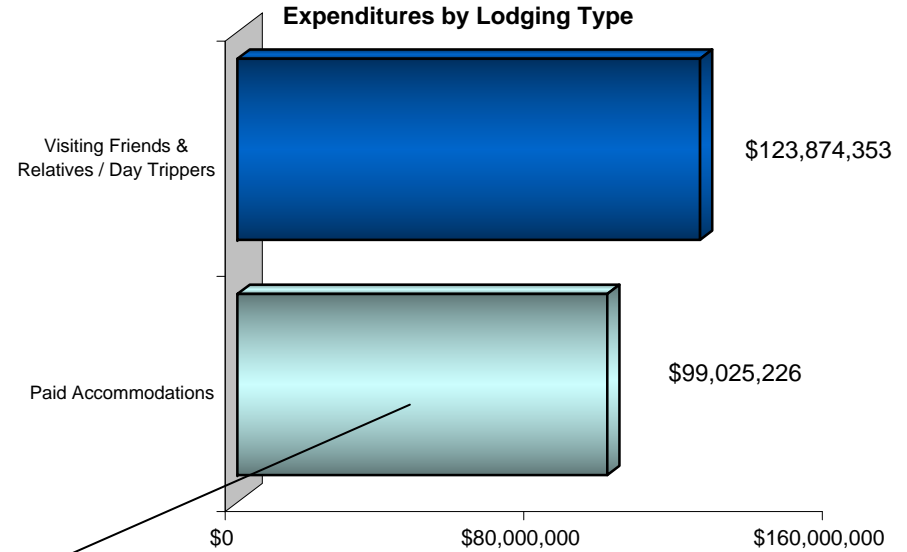
	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
<u>TOTAL</u>	<u>\$222,899,579</u>	<u>\$99,025,226</u>	<u>100%</u>	<u>\$123,874,353</u>	<u>100%</u>	<u>\$87,411,466</u>
Shopping	\$72,194,949	\$23,811,468	24%	\$48,383,481	39%	\$21,006,328
Food and Beverages	\$58,664,577	\$23,960,213	24%	\$34,704,364	28%	\$21,048,831
Lodging Accommodations	\$26,330,766	\$26,330,766	27%	\$0	0%	\$23,458,041
Ground Transportation	\$24,214,846	\$8,412,863	8%	\$15,801,983	13%	\$7,230,143
Sport Fees	\$8,352,835	\$4,983,259	5%	\$3,369,576	3%	\$4,447,071
Liquor Purchases	\$7,182,461	\$2,705,912	3%	\$4,476,549	4%	\$2,332,052
Other Sightseeing/Attractions	\$6,096,661	\$2,276,435	2%	\$3,820,226	3%	\$2,089,636
Other Evening Entertainment	\$6,088,723	\$2,050,097	2%	\$4,038,626	3%	\$1,835,034
Popular Events Admissions	\$5,416,990	\$1,660,674	2%	\$3,756,316	3%	\$1,493,383
Historic/Cultural Site Admissions	\$5,310,389	\$1,563,179	2%	\$3,747,210	3%	\$1,345,626
All Other	\$3,046,382	\$1,270,360	1%	\$1,776,022	1%	\$1,125,321



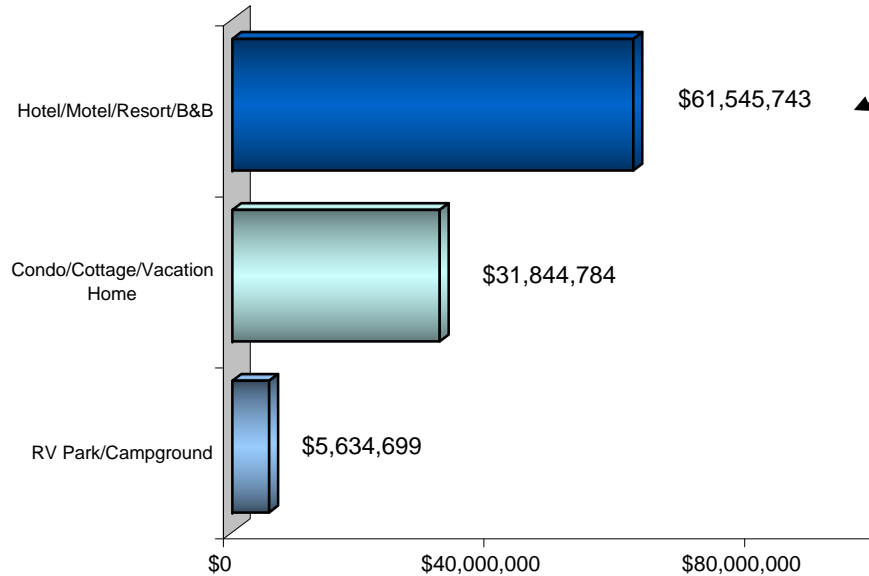
## Economic Impact Analysis

### Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
<b>TOTAL</b>	<b>\$222,899,579</b>	<b>100%</b>
Visiting Friends & Relatives / Day Trippers	\$123,874,353	56%
Paid Accommodations	\$99,025,226	44%
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$61,545,743</i>	<i>28%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$31,844,784</i>	<i>14%</i>
<i>RV Park/Campground</i>	<i>\$5,634,699</i>	<i>3%</i>



**Paid Accommodations Expenditures by Lodging Type**





**Appendix  
August 2007  
(Revised)**



## Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Best Western	8/30/2007	2
Ft. Myers	Edison Ford Estates	8/14/2007	28
Ft. Myers	Edison Ford Estates	8/22/2007	22
Ft. Myers	Hilton Garden Inn	8/28/2007	7
Ft. Myers	Imaginarium	8/3/2007	5
Ft. Myers Beach	Best Western Beach Resort	8/27/2007	13
Ft. Myers Beach	Pier at Ft. Myers Beach	8/4/2007	8
Ft. Myers Beach	Pier at Ft. Myers Beach	8/8/2007	16
Ft. Myers Beach	Pier at Ft. Myers Beach	8/18/2007	17
Ft. Myers Beach	Pier at Ft. Myers Beach	8/30/2007	15
N. Ft. Myers	Shell Factory	8/30/2007	6
Sanibel	Tarpon Bay Marina	8/5/2007	15
Sanibel	Tarpon Bay Recreation	8/22/2007	<u>20</u>
			<b>174</b>

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



## Interviewing Statistics

### Occupancy Interviewing Statistics

Interviews were conducted from September 1 -September 16, 2007. Information was provided by 139 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	80
Condo/Cottage/Vacation Home	43
RV Park/Campground	12
Other (Trailer Park, Timeshare, Marina)	<u>4</u>
<b>Total</b>	<b>139</b>