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May 2007 Visitor Profile – 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
and
Lee County Visitor and Convention Bureau

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Lee County May 2007 Visitor Profile

Executive Summary: May 2007

1. Despite the slight deceleration of Lee County tourism's activity level (**Occupancy: -6.4 points; Visitors: -3.9%; Expenditures: -2.0%; Room Nights: -5.6%**), the destination's Average Daily Rates (ADR) increased this May by +9.4%. Clearly, environmental and economic factors have left their mark on Lee's tourism industry.
2. Overall, May's visitor origins are as follows:

<u>Visitor Segments</u>	<u>May</u>		<u>% Δ</u>
	<u>2006</u> <u>Visitor #</u>	<u>2007</u> <u>Visitor #</u>	
Florida	31,720	31,252	- 1.5
Southeast	7,296	6,860	- 6.0
Northeast	47,739	46,345	- 2.9
Midwest	51,386	50,309	- 2.1
Canada	1,745	1,829	+ 4.8
Europe	14,115	11,891	-15.8
Markets of Opportunity	4,599	3,964	-13.8
Total	158,600	152,450	- 3.9

3. Air transport remains the most significant mode of traveling to Lee. This May, better than two-thirds of our visitors (65.1%) flew, with a majority of these (83.4%) deplaning at Southwest Florida International Airport (RSW). However, reflecting the relative strength of Lee's Florida market, the segment of visitors traveling to the destination in their own cars increased slightly (**2006: 32.1%; 2007: 33.7%**).
4. This May, Lee attracted a somewhat younger (**Median Age of Head of Household 2006: 50.6; 2007: 50.4**) and wealthier (**Average Annual Household Income 2006: \$107,360; 2007: \$112,157**) customer group. Overall, this month's visitors display a higher focus on area restaurants, accommodations, and wildlife/environment.

Lee County May 2007 Visitor Profile

5. This May, the Beaches of Fort Myers - Sanibel drew a majority of its domestic clientele from the following DMA clusters:

<u>May 2006</u>		<u>May 2007</u>		<u>'06</u>	<u>Rank</u>
1.	New York	10.7%	1.	New York	11.6% 1
2.	Boston	7.0	2.	Miami/Ft. Lauderdale	7.6 5
3.	Tampa/St. Petersburg	6.3	3.	Chicago	7.3 4
4.	Chicago	5.7	4.	Boston	6.7 2
5.	Miami/Ft. Lauderdale	5.6	5.	Tampa/St. Petersburg	4.8 3
6.	Philadelphia	4.6	6.	Detroit	4.6 11
7.	Greater Orlando Area	4.5	7.	Greater Orlando Area	4.1 7
8.	Minneapolis/St. Paul	4.0	8.	Cleveland	3.9 9
9.	Cleveland	3.8	9.	West Palm Beach/Ft. Pierce	3.7 10
10.	West Palm Beach/Ft. Pierce	3.5	10.	Philadelphia	3.4 6
11.	Detroit	3.5	11.	Minneapolis/St. Paul	3.4 8

6. The promotional effect of travelers who feel satisfied with their experience at the Beaches of Fort Myers - Sanibel is of singular importance to the continued health of the destination's industry. Importantly, visitor satisfaction levels remain high (**Very Satisfied: 84.4%**), with 87.3% intending to return for a repeat visit to the destination.
7. The use of the Internet for destination-related, on-line travel detail remains the primary information source for Lee visitors. Fully 92.3% of Lee's May visitors have access to the Internet, with some 78.7% of these indicating they obtain travel information on-line. While the percentage of visitors booking lodging on-line has increased significantly over the last decade, this pattern has clearly begun to stabilize. This May, some 73.1% of the Internet users routinely buy travel services on the Web (**2006: 75.4%**). Better than half (58.4%) of these relate booking lodging via the Internet (**2006: 59.6%**).

The Beaches of Fort Myers - Sanibel:
2007 May Visitor Profile

the beaches of
FORT MYERS  SANIBEL

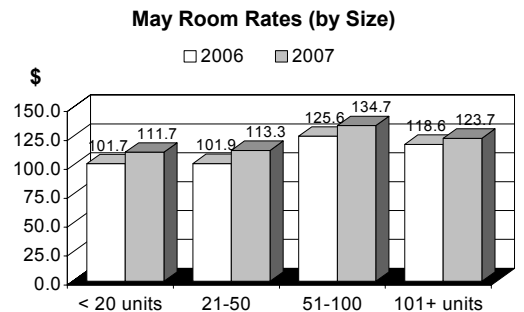
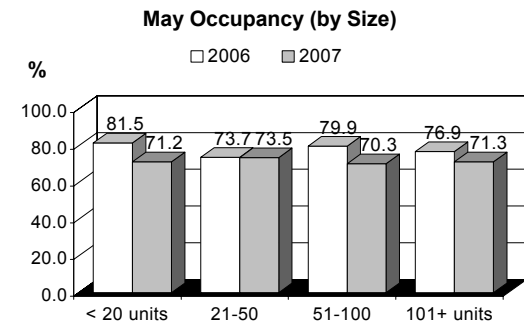
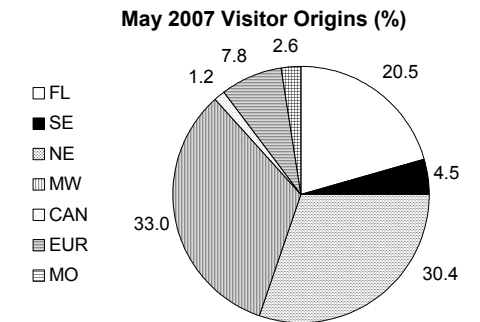
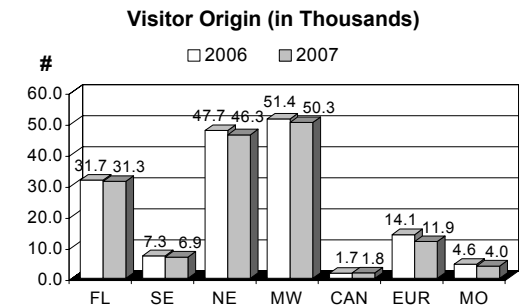
May 2007 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual	YEAR TO DATE		% Δ	May		% Δ
	2006	2006	2007	'06/'07	2006	2007	'06/'07
Visitors (#)	2,074,400	1,240,600	1,303,010	+5.0	158,600	152,450	-3.9
Room Nights	5,528,747	2,889,457	3,031,394	+4.9	505,370	477,214	-5.6
Direct Exp. (\$)	\$1,342,647,625	\$828,372,895	\$914,970,960	+10.5	\$119,234,700	\$116,819,600	-2.0

Visitor Origin	YEAR TO DATE # of Visitors			% Δ	May # of Visitors			% Δ
	2006	2007	'06/'07		2006	2007	'06/'07	
Florida	97,586	98,697	+1.1		31,720	31,252	-1.5	
Southeast	71,827	72,349	+0.7		7,296	6,860	-6.0	
Northeast	394,401	412,285	+4.5		47,739	46,345	-2.9	
Midwest	520,179	556,915	+7.1		51,386	50,309	-2.1	
Canada	36,539	37,712	+3.2		1,745	1,829	+4.8	
Europe	88,544	92,075	+4.0		14,115	11,891	-15.8	
Markets of Opp.	31,524	32,977	+4.6		4,599	3,964	-13.8	
Total	1,240,600	1,303,010	+5.0		158,600	152,450	-3.9	

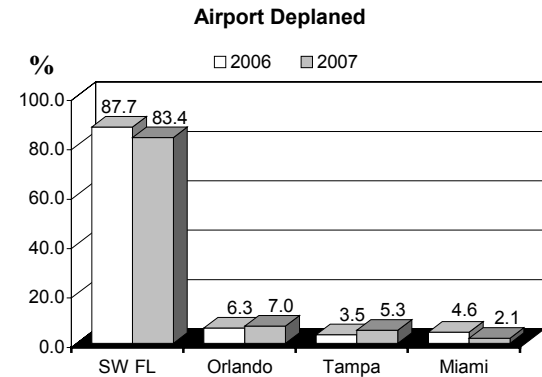
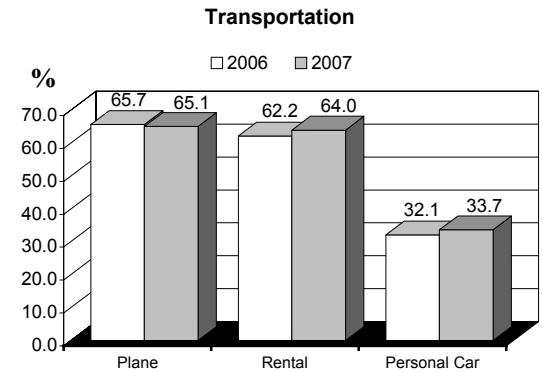
Occupancy	Jan.	Feb.	Mar.	Apr.	Winter	May
Occupancy 2005	83.1%	93.3%	95.8%	84.1%	89.1%	78.4%
Occupancy 2006	80.2	89.8	92.5	82.5	86.3	78.0
Occupancy 2007	78.1	88.6	93.8	80.0	85.1	71.6
Δ Points ('06/'07)	-2.1	-1.2	+1.3	-2.5	-1.2	-6.4
ADR 2005	\$126.03	\$158.53	\$156.14	\$116.62	\$139.33	\$97.81
ADR 2006	134.44	171.61	170.85	133.33	152.56	105.64
ADR 2007	143.98	184.96	189.00	140.43	164.59	115.58
Δ % ('06/'07)	+7.1%	+7.8%	+10.6%	+5.3%	+7.9%	+9.4%

Size Category	May Occupancy			May Room Rate		
	2006	2007	Point Δ	2006	2007	% Δ
< 20 units	81.5%	71.2%	-10.3	\$101.71	\$111.74	+9.9
21-50 units	73.7	73.5	-0.2	101.89	113.30	+11.2
51-100 units	79.9	70.3	-9.6	125.57	134.74	+7.3
101 + units	76.9	71.3	-5.6	118.59	123.68	+4.3

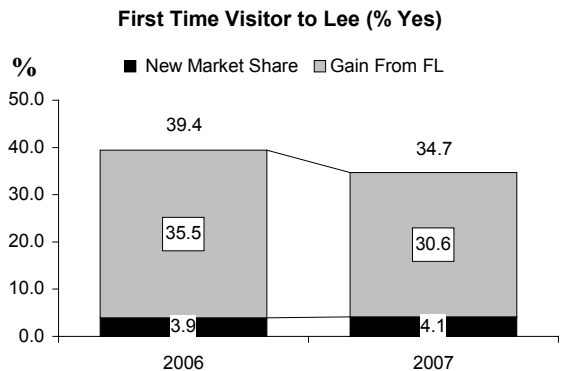


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	<u>May 2006</u>	<u>May 2007</u>
Transportation Mode (H/M/C/C + In-Home) (Multiple Response)		
Plane	65.7%	65.1%
Rental Car	62.2	64.0
Personal Car	32.1	33.7
Airport Deplaned (Base: Flew)		
Southwest Florida International	87.7%	83.4%
Orlando International	6.3	7.0
Tampa International	3.5	5.3
Miami International	4.6	2.1
Car Rental Location (Base: Rented a Car)		
Fort Myers	85.8%	83.1%
Orlando	4.3	6.6
Tampa	4.9	4.9
Miami	5.8	2.7



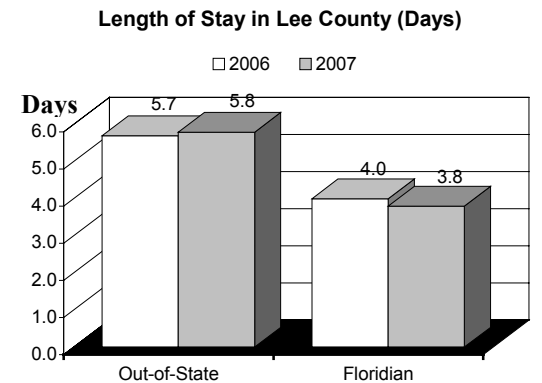
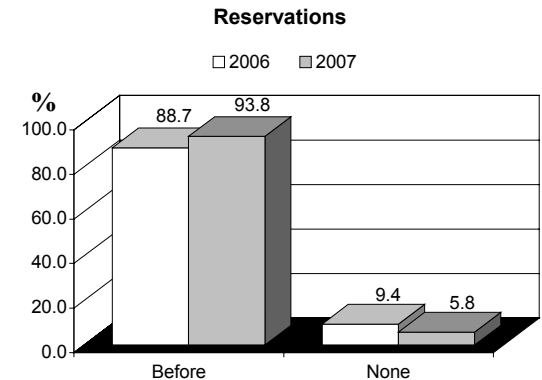
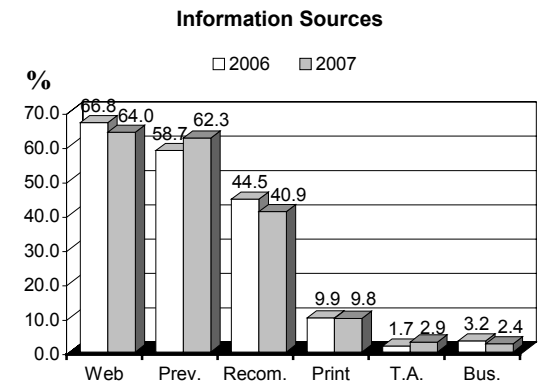
	<u>May 2006</u>	<u>May 2007</u>
Purpose of Trip		
A. Visitor Profile Data (Multiple Response)		
Vacation	96.5%	98.0%
Visit with Friends and Relatives	16.5	11.5
B. Occupancy Survey Data		
Business Travelers/ Conferences/Business Meetings	25.2%	23.6%
First Visit to (% Yes)		
Lee County	39.4%	34.7%
Florida	3.9	4.1
First Time Visitors (By Region)		
Florida	30.7%	25.7%
Southeast	35.8	36.1
Northeast	39.9	42.4
Midwest	30.4	25.3
Europe	60.4	70.0



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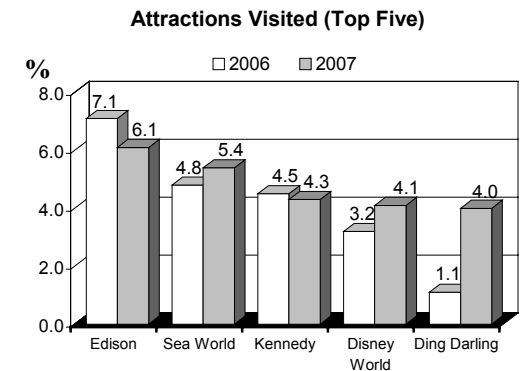
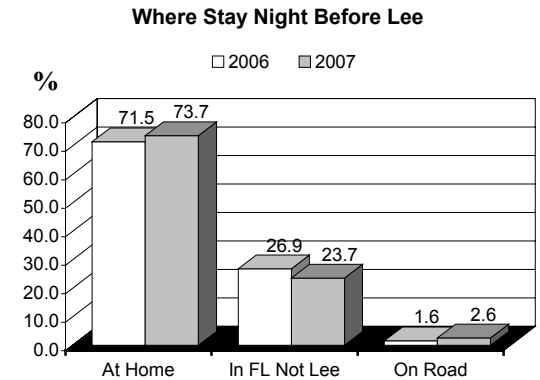
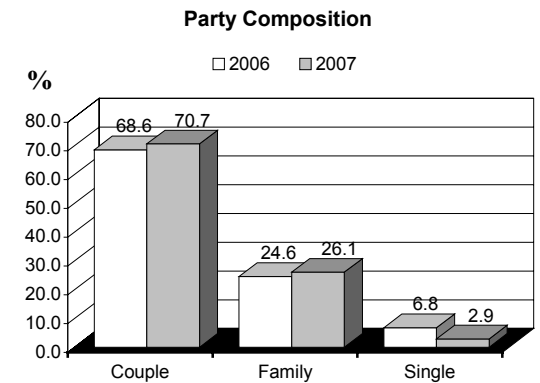
	<u>May 2006</u>	<u>May 2007</u>
Average Number of Repeat Visits to Lee (Base: Repeat Visitors)	3.1	2.8
Info. Most Helpful to Visit (Multiple Response)		
Internet	66.8%	64.0%
Previous Visit	58.7	62.3
Recommendations	44.5	40.9
Print Media	9.9	9.8
Travel Agent	1.7	2.9
Business Contacts	3.2	2.4
Assisted by Travel Agent (% Yes)	11.6%	11.1%
Travel Agent Assisted with (Base: Assisted by Travel Agent)		
Airline Reservations	61.1%	51.6%
Hotel/Motel Reservations	55.3	48.4
Fly/Drive Packages	21.6	38.7
Reservations		
Before Leaving Home	88.7%	93.8%
None	9.4	5.8
After Arrival	1.9	0.4
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	28.6%	29.3%

	<u>May '06</u> <u>Out-of-</u> <u>State</u>	<u>May '07</u> <u>Out-of-</u> <u>State</u>	<u>May '06</u> <u>Floridian</u>	<u>May '07</u> <u>Floridian</u>
Length of Stay (Days)				
Away from Home	9.0	8.9	4.1	4.0
In Florida	8.4	8.3	N/A	N/A
In Lee County	5.7	5.8	4.0	3.8
% Staying 4 Days or Less in Lee	26.1%	24.2%	71.7%	82.9%
Party Size (# of People)	2.5	2.6	2.7	2.8



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	<u>May 2006</u>	<u>May 2007</u>
Party Composition		
Couple (<i>Traveling without Children</i>)	68.6%	70.7%
Family	24.6	26.1
Single	6.8	2.9
Where Stay Night Before Lee		
At Home	71.5%	73.7%
In Florida, Not in Lee	26.9	23.7
On the Road, Not in Florida	1.6	2.6
Where Stayed in Florida (<i>Base: Respondents In Florida Night Prior to Lee</i>)		
Orlando/Disney	32.5%	34.8%
Tampa Bay	15.4	16.7
Naples/Marco	7.7	10.6
Fort Lauderdale/Palm Beach	10.8	9.1
Sarasota	7.7	7.6
Florida Keys	4.6	6.1
Attractions Visited (<i>Multiple Response</i>)		
Edison Home/Ford Home	7.1%	6.1%
Sea World	4.8	5.4
Kennedy Space Center	4.5	4.3
Disney World	3.2	4.1
Ding Darling	1.1	4.0
EPCOT	4.6	3.5
Busch Gardens	2.9	3.3
Universal Studios	2.1	3.1
Satisfaction with Lee County		
Very Satisfied	91.3%	84.4%
Satisfied	<u>7.8</u>	<u>15.3</u>
Satisfaction Level (<i>Very Satisfied + Satisfied</i>)	99.1%	99.7%



May 2007 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>May 2006</u>	<u>May 2007</u>
Features Liked Most about Lee (Multiple Response)		
Beaches	81.3%	79.5%
Climate	71.9	69.4
Rest/Relaxation/Quiet	66.3	63.0
Tropical Atmosphere	32.3	34.4
Not Commercial	17.5	16.4
Accommodations/Lodging	12.7	16.3
Convenient Location	10.7	13.4
Friendly Residents	12.8	12.1
Restaurants	7.9	11.6
Wildlife/Environment	4.5	11.2
Safety	5.7	7.7
Clean Environment	10.9	7.4

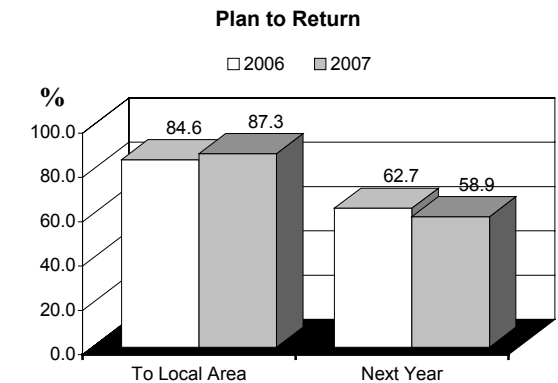
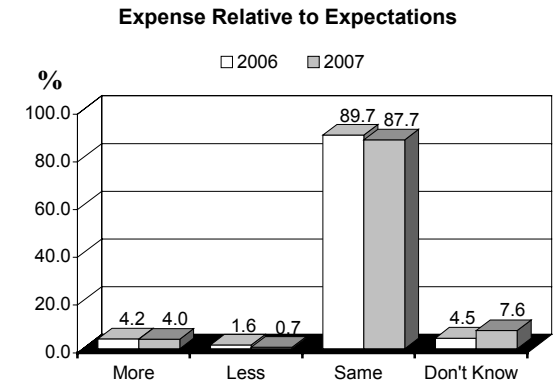
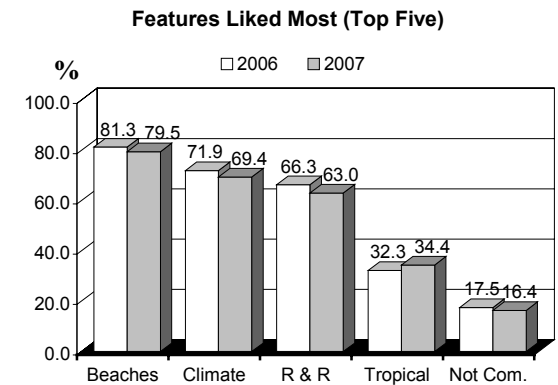
Features Liked Least about Lee (Multiple Response)		
No Specific Complaints	78.4%	64.8%
Water Quality/Red Tide	N/A	14.4
Insects	2.2	10.1
Congestion/Over Population	7.0	4.0
Expense	1.2	2.3

	<u>May 2006</u>	<u>May 2007</u>
Expense Relative to Expectations		
More Expensive	4.2%	4.0%
Less Expensive	1.6	0.7
As Expected	89.7	87.7
Don't Know	4.5	7.6

Recommend Lee to Friends/Relatives		
Yes	87.2%	84.0%

Plan to Return (% Yes)		
To Local Area	84.6%	87.3%
Next Year (Base: Return to Local Area)	62.7	58.9

Median Age Head of Household (Years)	50.6	50.4
Average Annual Household Income	\$107,360	\$112,157



May 2007 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	May 2006	May 2007
Average Number of (Per Year)		
Getaway Trips	2.9	3.0
Vacations	2.1	2.0

Out-of-State Visitor Party Budget

(Lee Stay)	May 2006	May 2007
Total	\$1,311.68	\$1,390.43
Per Person/Trip	524.67	534.78
Per Person/Day	92.05	92.20

Out-of-State Visitor Party

Budget Breakout (Lee Stay by Category)

	May 2006	May 2007
Accommodations	\$904.42	\$985.90
Food/Entertainment	486.06	503.52
Rental Car	288.32	295.29
Retail Purchases	146.68	150.99

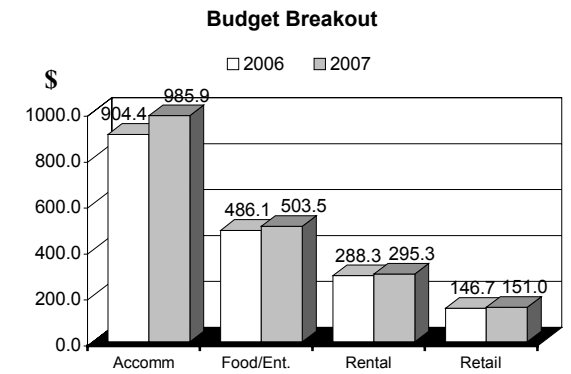
See/Read/Hear Lee Message (% Yes)	43.4%	41.5%
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Type of Message Seen (Multiple Response)

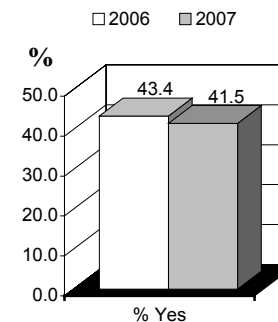
	May 2006	May 2007
Internet	82.8%	73.7%
Travel Guides/Visitor Guides/Brochures	31.8	25.2
Newspapers	11.1	14.5
Magazines	6.8	7.1
Television	1.6	1.1

Influenced by Lee Message

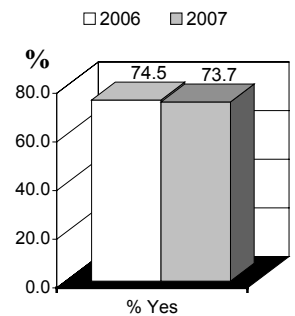
(Base: Respondents Reporting See/Read/Hear Message)	May 2006	May 2007
	74.5%	73.7%



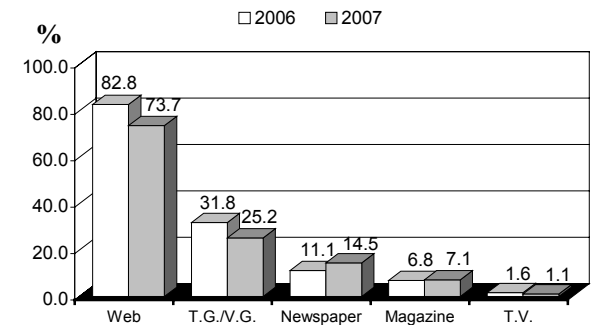
See/Hear/Read Message



Influenced by Message

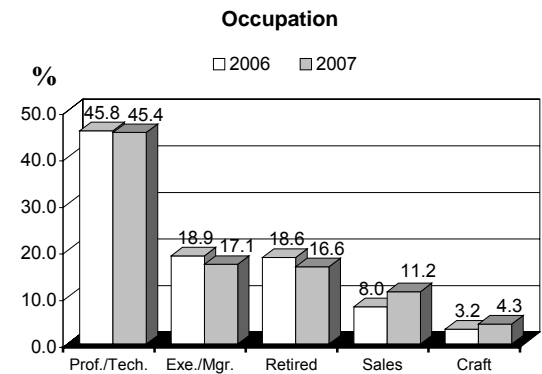


Type of Message Seen

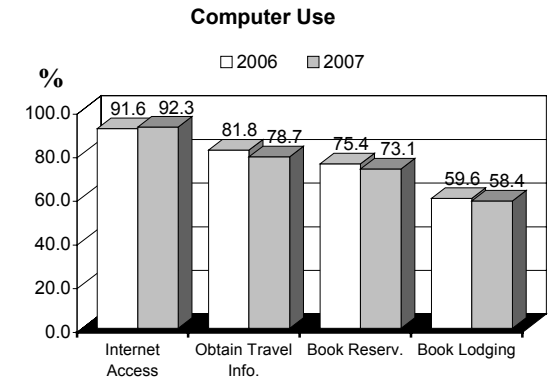


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Occupation	May 2006	May 2007
Professional/Technical	45.8%	45.4%
Executive/Managerial	18.9	17.1
Retired	18.6	16.6
Salesman/Buyer	8.0	11.2
Craft/Factory	3.2	4.3



	May 2006	May 2007
Have Internet Access	91.6%	92.3%
Use Internet to: <i>(Base: Respondents who have Internet Access)</i>		
Obtain Travel Information	81.8%	78.7%
Book Reservations On-line	75.4	73.1
Book Lodging Reservations: <i>(Base: Respondents who Book Travel Reservations On-line)</i>	59.6%	58.4%

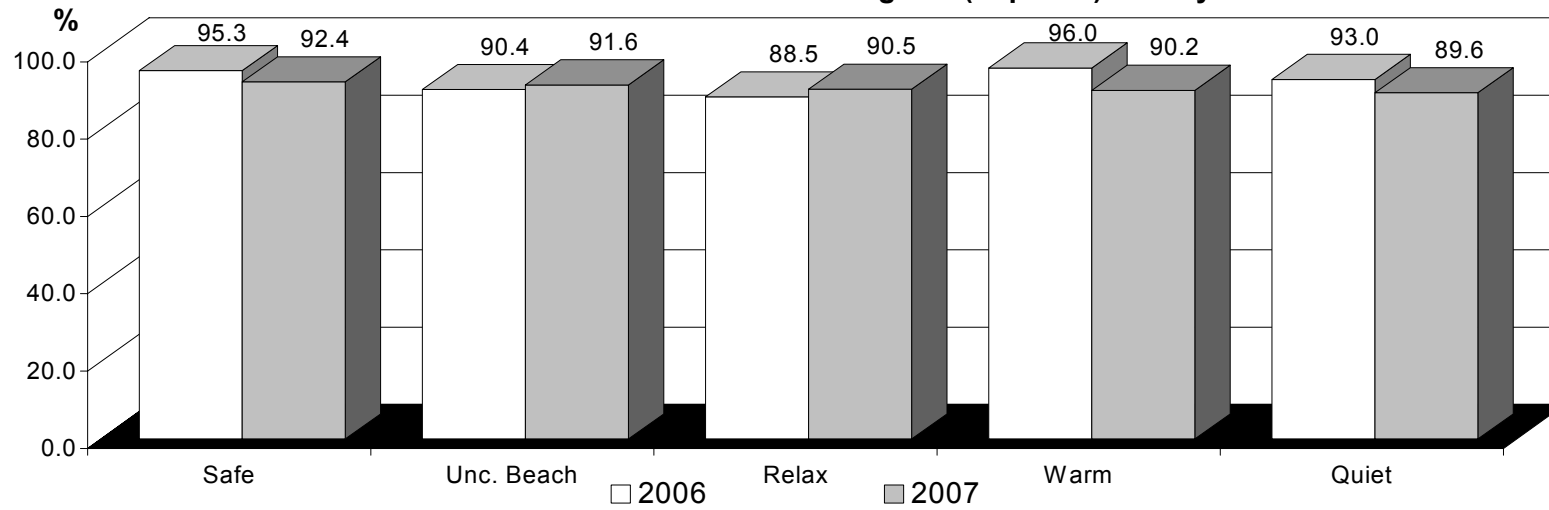


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Influential Factors in Choosing Lee

Influential Factors	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Jan. '07	Feb. '07	Mar. '07	Apr. '07	May. '07	May. '06
Safe Destination	93.6%	97.9%	95.8%	90.8%	95.1%	96.9%	95.5%	95.7%	98.4%	97.2%	95.8%	92.4%	95.3%
Uncommercialized Beaches	92.9	96.3	96.7	95.1	94.6	87.2	91.1	90.3	92.5	87.9	91.0	91.6	90.4
Complete Relaxation	87.8	88.7	94.0	89.2	93.3	87.5	86.5	88.7	88.9	89.7	89.6	90.5	88.5
Warm Weather	81.5	75.8	70.6	83.4	92.9	99.0	99.6	98.8	99.0	99.7	99.4	90.2	96.0
Quiet Atmosphere	87.3	84.7	88.9	86.2	83.4	92.3	92.0	85.6	85.7	88.2	88.0	89.6	93.0
Sunning on the Beach	79.6	86.0	82.8	81.3	84.0	84.0	80.6	87.6	79.8	83.5	85.8	88.8	84.7
Good Value for the Money	87.1	89.3	89.0	87.2	85.6	88.1	88.1	91.3	89.6	86.1	80.0	84.6	89.5
Clean, Unspoiled Environment	76.4	88.5	81.4	77.4	74.5	72.8	74.4	72.6	74.1	79.1	79.5	80.3	84.8
White Sand Beaches w/ Shelling	79.0	83.2	77.8	76.7	76.8	71.9	77.7	74.5	71.4	74.7	79.3	78.4	78.9
Reasonably Priced Lodging	84.5	83.2	84.4	78.0	76.4	79.7	76.4	76.2	76.0	70.2	75.9	77.1	83.9
Family Atmosphere	78.6	79.2	81.6	72.3	68.8	73.2	81.8	74.0	77.8	79.4	81.2	76.8	74.2
Tropical Plants/Animals	79.8	75.7	75.2	66.1	65.6	72.1	63.2	70.0	72.1	76.1	74.6	75.5	79.1
Upscale Accommodations	69.0	74.3	78.2	75.8	73.7	71.9	72.6	76.0	70.4	72.5	71.2	73.7	79.2
Affordable Dining	73.5	69.6	75.1	70.7	64.9	66.2	66.8	70.7	74.7	72.7	70.4	69.3	78.6

Influential Factors in Choosing Lee (Top Five) -- May



TOP U.S. FEEDER MARKETS

<u>May 2006</u>			<u>May 2007</u>			<u>'06 Rank</u>
1.	New York	10.7%	1.	New York	11.6%	1
2.	Boston	7.0	2.	Miami/Ft. Lauderdale	7.6	5
3.	Tampa/St. Petersburg	6.3	3.	Chicago	7.3	4
4.	Chicago	5.7	4.	Boston	6.7	2
5.	Miami/Ft. Lauderdale	5.6	5.	Tampa/St. Petersburg	4.8	3
6.	Philadelphia	4.6	6.	Detroit	4.6	11
7.	Greater Orlando Area	4.5	7.	Greater Orlando Area	4.1	7
8.	Minneapolis/St. Paul	4.0	8.	Cleveland	3.9	9
9.	Cleveland	3.8	9.	West Palm Beach/Ft. Pierce	3.7	10
10.	West Palm Beach/Ft. Pierce	3.5	10.	Philadelphia	3.4	6
11.	Detroit	3.5	11.	Minneapolis/St. Paul	3.4	8

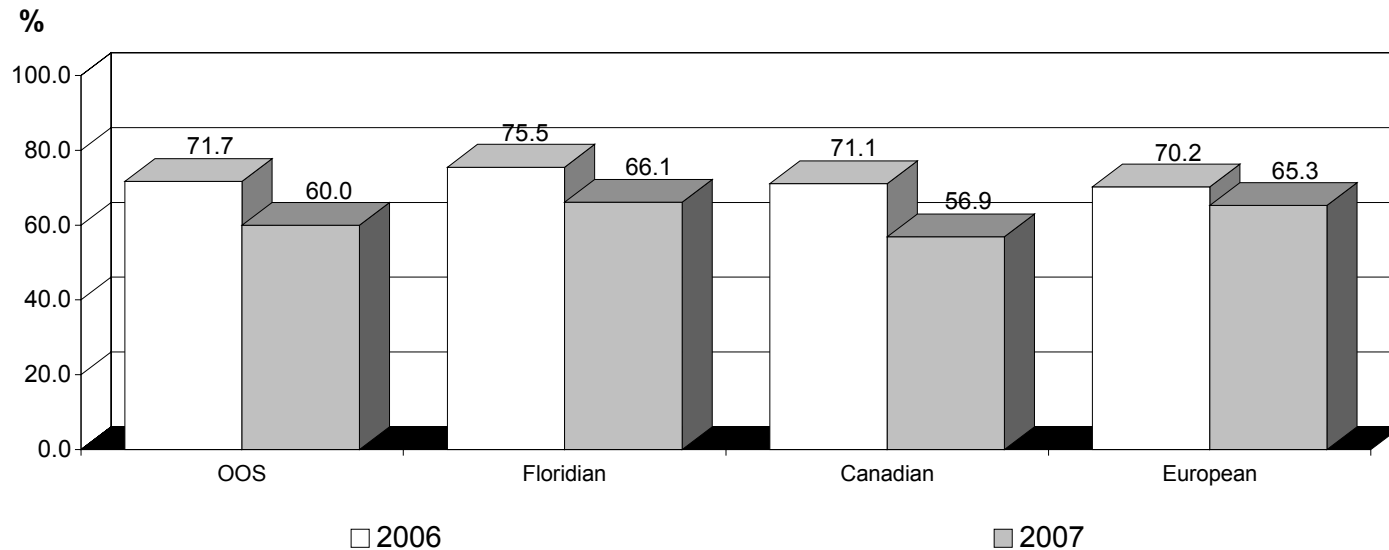
Please Note: In May 2007, the Miami/Ft. Lauderdale segment accounted for 34% of the Florida market. The distribution is as follows: Broward County: 79%; Dade County: 21%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2007

1. Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Jun. '06	July '06	Aug. '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Jan. '07	Feb. '07	Mar. '07	Apr. '07	May. '07	May. '06
U.S. OOS Travelers	60.9%	63.6%	59.2%	62.3%	72.7%	66.0%	85.7%	75.4%	76.8%	78.3%	71.7%	60.0%	71.7%
Floridian Travelers	73.1	70.5	66.0	66.0	78.0	75.0	78.6	74.5	72.5	72.4	66.7	66.1	75.5
Canadian Travelers	59.4	54.5	54.8	61.4	82.0	70.7	66.7	83.0	70.6	69.1	68.6	56.9	71.1
European Travelers	58.3	52.6	55.1	57.8	73.9	67.5	72.7	71.2	71.4	64.8	64.6	65.3	70.2

Reservations: May 2007 -- Over the Next Three Months

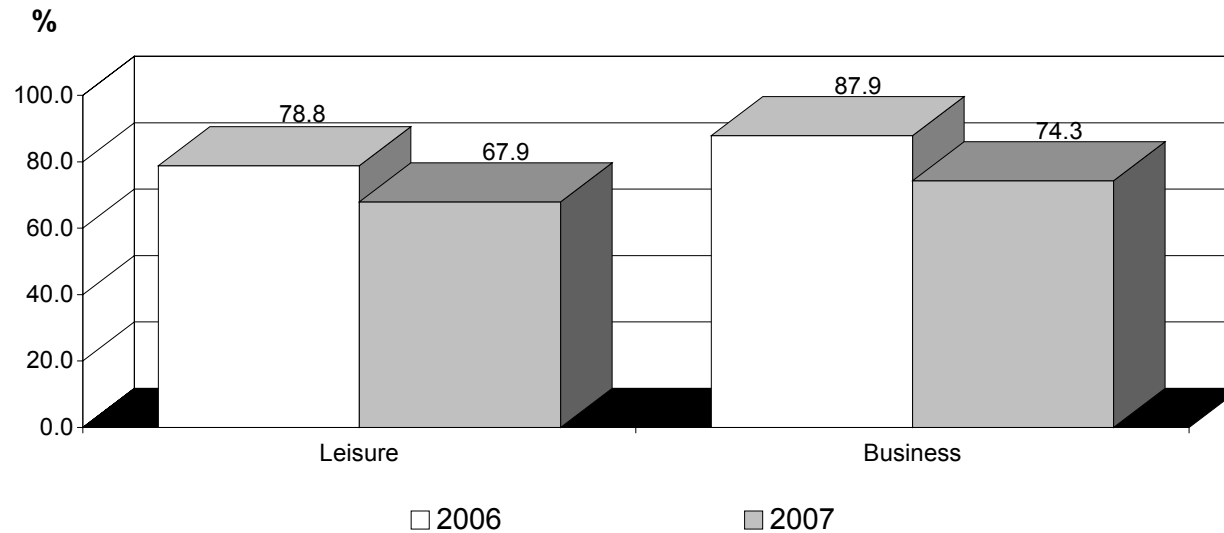


May 2007 Visitor Profile – The Beaches of Fort Myers - Sanibel

2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Jun. '06	July '06	Aug '06	Sept. '06	Oct. '06	Nov. '06	Dec. '06	Jan. '07	Feb. '07	Mar. '07	Apr. '07	May. '07	May. '06
Leisure Travelers	74.1%	68.0%	66.7%	73.1%	88.9%	89.6%	81.3%	81.0%	80.4%	86.0%	87.0%	67.9%	78.8%
Business Travelers	83.4	82.8	75.5	73.5	89.5	78.1	78.1	84.6	82.5	81.1	84.2	74.3	87.9
Conferences/ Business Meetings	75.8	75.0	68.6	65.2	89.3	81.8	80.0	76.2	83.3	70.0	74.2	64.3	78.3
Travel and Tour	71.0	71.4	65.1	52.2	85.2	61.9	76.9	77.4	71.4	75.0	72.9	73.3	81.0

Expectations: May 2007 -- Over the Next Three Months



Lee County Visitor Origins (Actual Number of Visitors) 2004 - 2007

	Florida								Southeast							
	2004		2005		2006		2007		2004		2005		2006		2007	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	9,269	9,269	8,238	8,238	9,122	9,122	11,356	11,356	16,067	16,067	15,070	15,070	16,261	16,261	16,922	16,922
Feb	10,634	19,903	8,747	16,985	10,131	19,253	11,572	22,928	13,712	29,779	13,668	28,738	14,397	30,658	14,754	31,676
Mar	19,750	39,653	15,881	32,866	17,849	37,102	17,892	40,820	19,447	49,226	17,352	46,090	17,254	47,912	17,578	49,254
Apr	32,587	72,240	29,809	62,675	28,764	65,866	26,625	67,445	18,849	68,075	17,572	63,662	16,619	64,531	16,235	65,489
Winter	72,240	72,240	62,675	62,675	65,866	65,866	67,445	67,445	68,075	68,075	63,662	63,662	64,531	64,531	65,489	65,489
May	26,977	99,217	27,490	90,165	31,720	97,586	31,252	98,697	6,463	74,538	6,802	70,464	7,296	71,827	6,860	72,349
June	31,018	130,235	31,759	121,924	35,383	132,969			15,509	90,047	15,028	85,492	14,088	85,915		
July	38,764	168,999	40,066	161,990	40,846	173,815			16,181	106,228	14,685	100,177	14,869	100,784		
Aug	18,182	187,181	21,022	183,012	22,818	196,633			5,911	112,139	7,185	107,362	6,655	107,439		
Spr/Sum	114,941	187,181	120,337	183,012	130,767	196,633			44,064	112,139	43,700	107,362	42,908	107,439		
Sep	20,535	207,716	21,180	204,192	22,317	218,950			7,227	119,366	6,523	113,885	5,957	113,396		
Oct	10,542	218,258	10,594	214,786	13,444	232,394			5,155	124,521	4,540	118,425	4,507	117,903		
Nov	11,568	229,826	12,354	227,140	12,495	244,889			5,987	130,508	6,660	125,085	6,720	124,623		
Dec	4,872	234,698	5,557	232,697	6,972	251,861			8,559	139,067	9,724	134,809	10,671	135,294		
Fall	47,517	234,698	49,685	232,697	55,228	251,861			26,928	139,067	27,447	134,809	27,855	135,294		
TOTAL	234,698		232,697		251,861				139,067		134,809		135,294			

Lee County Visitor Origins (Actual Number of Visitors) 2004 - 2007

	Northeast								Midwest							
	2004		2005		2006		2007		2004		2005		2006		2007	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	59,529	59,529	58,472	58,472	59,688	59,688	65,017	65,017	90,426	90,426	83,990	83,990	82,691	82,691	95,298	95,298
Feb	100,184	159,713	94,582	153,054	92,514	152,202	98,941	163,958	131,247	221,673	129,572	213,562	125,040	207,731	136,839	232,137
Mar	99,056	258,769	97,052	250,106	96,982	249,184	103,273	267,231	129,745	351,418	127,638	341,200	129,706	337,437	138,744	370,881
April	93,927	352,696	94,135	344,241	97,478	346,662	98,709	365,940	127,472	478,890	125,827	467,027	131,356	468,793	135,725	506,606
Winter	352,696	352,696	344,241	344,241	346,662	346,662	365,940	365,940	478,890	478,890	467,027	467,027	468,793	468,793	506,606	506,606
May	43,557	396,253	44,636	388,877	47,739	394,401	46,345	412,285	45,383	524,273	44,352	511,379	51,386	520,179	50,309	556,915
June	36,853	433,106	37,027	425,904	38,495	432,896			48,523	572,796	50,350	561,729	52,419	572,598		
July	43,031	476,137	43,692	469,596	42,817	475,713			54,411	627,207	56,201	617,930	52,491	625,089		
Aug	8,737	484,874	14,369	483,965	14,520	490,233			16,318	643,525	23,772	641,702	22,213	647,302		
Spr/Sum	132,178	484,874	139,724	483,965	143,571	490,233			164,635	643,525	174,675	641,702	178,509	647,302		
Sept	12,951	497,825	15,732	499,697	14,931	505,164			16,385	659,910	18,187	659,889	20,411	667,713		
Oct	17,544	515,369	16,950	516,647	17,718	522,882			24,776	684,686	24,517	684,406	22,691	690,404		
Nov	29,936	545,305	32,442	549,089	32,445	555,327			34,807	719,493	36,417	720,823	33,600	724,004		
Dec	37,000	582,305	41,119	590,208	40,834	596,161			57,936	777,429	59,595	780,418	58,477	782,481		
Fall	97,431	582,305	106,243	590,208	105,928	596,161			133,904	777,429	138,716	780,418	135,179	782,481		
TOTAL	582,305		590,208		596,161				777,429		780,418		782,481			

Lee County Visitor Origins (Actual Number of Visitors) 2004 - 2007

	Canada								Europe							
	2004		2005		2006		2007		2004		2005		2006		2007	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,003	7,003	7,635	7,635	6,742	6,742	7,348	7,348	17,508	17,508	20,495	20,495	18,442	18,442	20,485	20,485
Feb	7,556	14,559	8,201	15,836	7,732	14,474	8,100	15,448	11,194	28,702	12,848	33,343	11,997	30,439	13,308	33,793
Mar	9,116	23,675	9,411	25,247	10,412	24,886	10,045	25,493	19,143	47,845	20,881	54,224	18,742	49,181	20,090	53,883
April	8,945	32,620	9,413	34,660	9,908	34,794	10,390	35,883	25,558	73,403	27,299	81,523	25,248	74,429	26,301	80,184
Winter	32,620	32,620	34,660	34,660	34,794	34,794	35,883	35,883	73,403	73,403	81,523	81,523	74,429	74,429	80,184	80,184
May	1,686	34,306	1,842	36,502	1,745	36,539	1,829	37,712	12,364	85,767	12,895	94,418	14,115	88,544	11,891	92,075
June	1,228	35,534	930	37,432	1,147	37,686			15,355	101,122	15,647	110,065	17,200	105,744		
July	1,245	36,779	1,450	38,882	1,612	39,298			17,782	118,904	19,217	129,282	21,140	126,884		
Aug	321	37,100	798	39,680	605	39,903			12,657	131,561	18,716	147,998	16,767	143,651		
Spr/Sum	4,480	37,100	5,020	39,680	5,109	39,903			58,158	131,561	66,475	147,998	69,222	143,651		
Sept	358	37,458	460	40,140	556	40,459			10,446	142,007	11,588	159,586	11,992	155,643		
Oct	1,308	38,766	1,513	41,653	1,166	41,625			13,773	155,780	14,075	173,661	14,998	170,641		
Nov	2,334	41,100	2,686	44,339	2,940	44,565			12,786	168,566	12,891	186,552	12,390	183,031		
Dec	5,267	46,367	5,973	50,312	5,976	50,541			14,221	182,787	12,780	199,332	14,939	197,970		
Fall	9,267	46,367	10,632	50,312	10,638	50,541			51,226	182,787	51,334	199,332	54,319	197,970		
TOTAL	46,367		50,312		50,541				182,787		199,332		197,970			

Lee County Visitor Origins (Actual Number of Visitors) 2004 - 2007

	Markets of Opportunity								TOTAL							
	2004		2005		2006		2007		2004		2005		2006		2007	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	6,179	6,179	7,033	7,033	5,354	5,354	6,234	6,234	205,981	205,981	200,933	200,933	198,300	198,300	222,660	222,660
Feb	5,317	11,496	5,741	12,774	4,799	10,153	5,786	12,020	279,844	485,825	273,359	474,292	266,610	464,910	289,300	511,960
Mar	7,596	19,092	5,882	18,656	6,545	16,698	6,278	18,298	303,853	789,678	294,097	768,389	297,490	762,400	313,900	825,860
April	12,140	31,232	9,727	28,383	10,227	26,925	10,715	29,013	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000	324,700	1,150,560
Winter	31,232	31,232	28,383	28,383	26,925	26,925	29,013	29,013	1,109,156	1,109,156	1,082,171	1,082,171	1,082,000	1,082,000	1,150,560	1,150,560
May	4,075	35,307	3,684	32,067	4,599	31,524	3,964	32,977	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600	152,450	1,303,010
June	5,067	40,374	4,183	36,250	5,078	36,602			153,553	1,403,214	154,924	1,378,796	163,810	1,404,410		
July	6,401	46,775	5,983	42,233	5,375	41,977			177,815	1,581,029	181,294	1,560,090	179,150	1,583,560		
Aug	2,120	48,895	2,838	45,071	2,852	44,829			64,246	1,645,275	88,700	1,648,790	86,430	1,669,990		
Spr/Sum	17,663	48,895	16,688	45,071	17,904	44,829			536,119	1,645,275	566,619	1,648,790	587,990	1,669,990		
Sept	3,649	52,544	3,070	48,141	3,256	48,085			71,551	1,716,826	76,740	1,725,530	79,420	1,749,410		
Oct	3,847	56,391	3,481	51,622	3,186	51,271			76,945	1,793,771	75,670	1,801,200	77,710	1,827,120		
Nov	4,059	60,450	3,975	55,597	4,410	55,681			101,477	1,895,248	107,425	1,908,625	105,000	1,932,120		
Dec	3,818	64,268	4,167	59,764	4,411	60,092			131,673	2,026,921	138,915	2,047,540	142,280	2,074,400		
Fall	15,373	64,268	14,693	59,764	15,263	60,092			381,646	2,026,921	398,750	2,047,540	404,410	2,074,400		
TOTAL	64,268		59,764		60,092				2,026,921		2,047,540		2,074,400			