



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

**May 2009 Visitor Profile and Occupancy Analysis
July 10, 2009**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary May 2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by < >.



Executive Summary

- Lee County hosted approximately 185,000 visitors staying in paid accommodations during the month of May 2009, and just over 200,000 staying with friends or relatives while visiting the County, for a total of nearly 400,000.
- Total visitation in May 2009 was down 5.4% from May 2008, with equal decreases in those staying in paid accommodations (-5.5%) and those staying with friends and relatives (-5.4%).
- More than three-quarters of May 2009 visitors staying in paid accommodations were U.S. residents (79%), similar to last year. Roughly 10% of visitors were from Germany. There was a marked increase in Canadian visitation from May 2008 to May 2009 but there was a notable decline in European visitation.
- Almost half of U.S. visitors staying in paid accommodations were from the Midwest (42%) and one in three from the Northeast (33%). There was a significant increase in the number of visitors from Florida when compared with May 2008.
- Average per person per day expenditures were \$128.87 in May 2009 – the same as in May 2008 (\$128.35). May's average was slightly lower than April's but about the same as in March and February.
- Total visitor expenditures for May 2009 are estimated at \$173 million, down 13.0% from \$199 million in May 2008. Expenditures among those staying in paid accommodations decreased substantially from May 2008 to May 2009 (-16.8%), due to declines in occupancy rates and average daily rates. Expenditures among those staying with friends and relatives decreased as well (-8.1%).



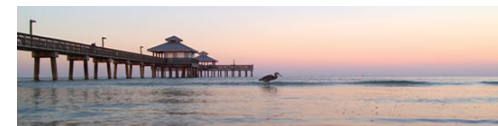
Total May Visitation					
	%		Visitor Estimates		% Change 2008-2009
	2008	2009	2008	2009	
Paid Accommodations	48%	48%	195,737	185,021	-5.5%
Friends/Relatives	52%	52%	216,040	204,479	-5.4%
<i>Total Visitation</i>			411,777	389,500	-5.4%
May Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	76%	79%	149,340	146,527	-1.9%
Germany	13%	9%	24,648	16,143	-34.5%
Canada	1%	3%	2,900	6,209	114.1%
BeNeLux	--	3%	--	6,209	
United Kingdom	5%	2%	10,149	3,725	-63.3%
Switzerland	1%	2%	2,900	3,725	28.4%
France	1%	1%	2,900	1,242	-57.2%
Other Europe	1%	1%	1,450	1,242	-14.3%
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	1%	3%	1,450	4,967	242.6%
South (including Florida)	14%	15%	20,299	22,352	10.1%
Midwest	44%	42%	65,246	60,846	-6.7%
Northeast	24%	33%	36,248	48,428	33.6%
West	3%	6%	4,350	8,692	99.8%
No Answer	15%	4%	21,749	6,209	-71.5%

2009 Top DMAs (Paid Accommodations)		
Boston (Manchester, NH)	8%	12,418
New York	8%	12,418
Indianapolis	6%	8,692
Chicago	5%	7,451
Philadelphia	4%	6,209
Atlanta	3%	4,967
Milwaukee	3%	4,967



Executive Summary

- More than one-third of May 2009 visitors said they had visited hotel web sites while planning their trip (38%), a significantly higher incidence of doing so than among May 2008 visitors (17%). Similarly, May 2009 visitors were more likely than May 2008 visitors to *request information* from a hotel web site (23% vs. 11%) or from the VCB website (13% vs. 5%).
- While the majority of visitors continue to fly to the area, May 2009 visitors were less likely to fly and more likely to drive than were visitors last year: 72% flew to the area in 2009 versus 83% in 2008 while 24% drove a personal vehicle in 2009 versus 12% in 2008.
- Half of May visitors said they are staying in a hotel/motel/resort/B&B on their trip (51%) – an increase over May 2008 (38%). One-third indicated they were staying in a condo/vacation home (30%) in May 2009.
- Visitor satisfaction remains extremely high, with 98% of May 2009 visitors reporting being *very satisfied* (71%) or *satisfied* (26%) with their visit. The majority (93%) indicated they were likely to return to Lee County, and three-fifths of those are likely to return next year (58%). Well over half felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (57%).
- May 2009 visitors were more likely than May 2008 visitors to express dissatisfaction with *traffic* (29% vs. 20%). Not surprisingly, visitors cited traffic as an area of concern in February, March, and April 2009 as well but to a much greater degree than in May 2009.
- The demographic characteristics of visitors and their travel party did not differ substantially between May 2008 and May 2009 visitors. May 2009 visitors are about 46 years old, with an average annual household income of more than \$99,000. The majority were traveling as a family or couple (38% and 40% respectively).



Executive Summary

- Similar to March and April 2009, May 2009 saw decreases in occupancy, ADR and RevPAR among Lee County properties year-over-year. Average occupancy rates decreased from May 2008 (-10.1%) to an average of 44.7%. Condos/vacation homes actually experienced increases in occupancy rates but hotels/motels/resorts and, to a greater extent, RV parks/campgrounds both experienced decreases in occupancy.
- Overall average daily rates dropped somewhat in May 2009 – from \$118.96 in May 2008 to \$112.06 in May 2009 (-5.8%). ADR decreases were present in all lodging accommodation categories but most dramatic for hotel/motel and condo/vacation home properties.
- RevPAR was down 15.3% from May 2008 due to a decrease for hotels/motels/resorts (-19.1%) and RV parks/campgrounds (-37.2%), with a slight increase for condos/vacation homes (+2.6%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	144	144		143	145		143/144	144/145	
Hotel/Motel/Resort/B&B	54.5%	49.1%	-9.9%	\$131.08	\$117.74	-10.2%	\$71.45	\$57.79	-19.1%
Condo/Cottage/Vacation Home	46.0%	51.3%	+11.5%	\$153.04	\$140.74	-8.0%	\$70.40	\$72.23	+2.6%
RV Park/Campground	43.2%	27.7%	-35.9%	\$35.42	\$34.74	-1.9%	\$15.31	\$9.62	-37.2%
AVERAGE	49.7%	44.7%	-10.1%	\$118.96	\$112.06	-5.8%	\$59.13	\$50.08	-15.3%

- In May 2009, available room nights increased overall (+4.2%), and occupied room nights decreased (-6.3%). Hotel/motel/resort available room nights were up 10.8% from a year ago and occupied room nights held fairly steady (-0.2%). While RV parks/ campgrounds also experienced an increase in available room nights (+11.9%), the demand was not met and they lost substantial ground in terms of occupied room nights (-28.3%). Condos/vacation homes saw a drop in both available and occupied room nights (-13.5% in available and 3.5% in occupied room nights).
- Property managers in May 2009 were more negative than they had been in May 2008 when comparing the current month's *occupancy* and *revenue*. More than half reported their *occupancy* was worse than the prior year (58% May 2009 and 45% May 2008). Similarly, two-thirds reported their *revenue* was worse than the prior year (66% May 2009 and 43% May 2008) as a result of reduced rates coupled with decreased demand.
- Projections for the next three months (Jun-Aug) remain low – with 63% reporting that reservations for the next three months are down (compared with 43% who responded similarly in May 2008). One-third report business as the same or better for the next three months (32%), as compared to just under half (46%) who responded similarly last year.



May 2009 Lee County Snapshot

Total May Visitation				
	%		Visitor Estimates	
	2008	2009	2008	2009
Paid Accommodations	48%	48%	195,737	185,021
Friends/Relatives	52%	52%	216,040	204,479
<i>Total Visitation</i>			411,777	389,500

Total Visitor Expenditures			
	2008	2009	% Change
Total Visitor Expenditures	\$198,670,112	\$172,850,527	-13.0%
Paid Accommodations	\$112,392,219	\$93,528,130	-16.8%

May Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2008	2009	2008	2009
Florida	1%	3%	1,450	4,967
United States	76%	79%	149,340	146,527
Germany	13%	9%	24,648	16,143
Canada	1%	3%	2,900	6,209
BeNeLux	--	3%	--	6,209
United Kingdom	5%	2%	10,149	3,725
Switzerland	1%	2%	2,900	3,725
France	1%	1%	2,900	1,242
Other Europe	1%	1%	1,450	1,242

Average Per Person Per Day Expenditures		
2008	2009	% Change
\$128.35	\$128.87	+0.4%

First-Time/Repeat Visitors to Lee County		
	2008	2009
First-time	32%	26%
Repeat	67%	72%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	144	144		143	145		143/144	144/145	
Hotel/Motel/Resort/B&B	54.5%	49.1%	-9.9%	\$131.08	\$117.74	-10.2%	\$71.45	\$57.79	-19.1%
Condo/Cottage/Vacation Home	46.0%	51.3%	+11.5%	\$153.04	\$140.74	-8.0%	\$70.40	\$72.23	+2.6%
RV Park/Campground	43.2%	27.7%	-35.9%	\$35.42	\$34.74	-1.9%	\$15.31	\$9.62	-37.2%
AVERAGE	49.7%	44.7%	-10.1%	\$118.96	\$112.06	-5.8%	\$59.13	\$50.08	-15.3%



Visitor Profile Analysis May 2009

A total of 200 interviews were conducted with visitors in Lee County during the month of May 2009. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

A total of 199 interviews were conducted with visitors in Lee County during the month of May 2008. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.

Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



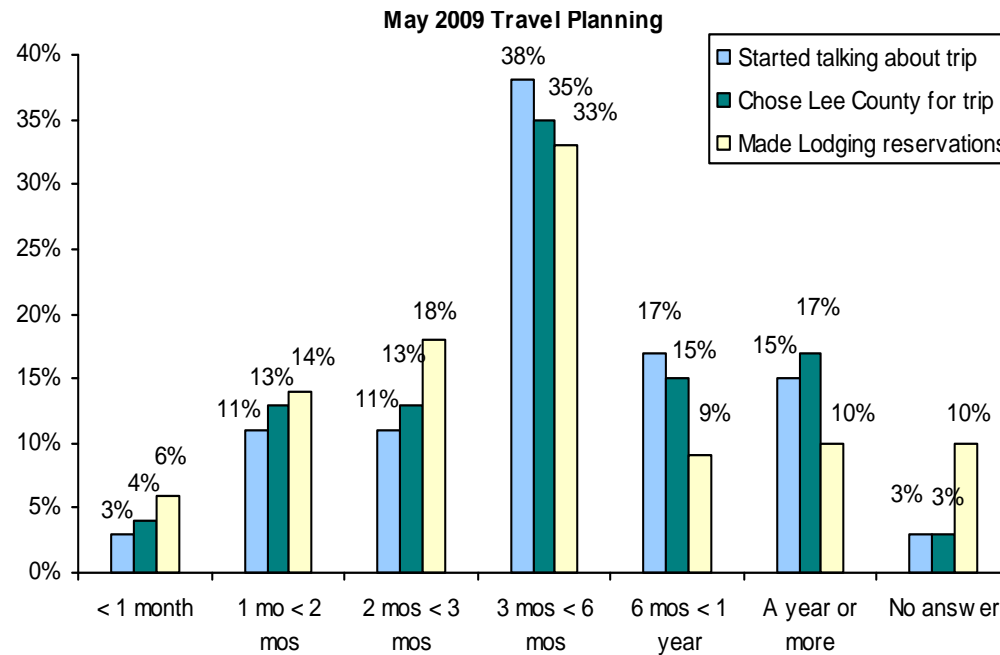
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	199	200	199	200	199	200
< 1 month	6%	3%	9%	4%	10%	6%
1 mo - < 2 mos	7%	11%	7%	<13%>	12%	14%
2 mos - < 3 mos	17%	11%	18%	13%	16%	18%
3 mos - < 6 mos	38%	38%	35%	35%	28%	33%
6 mos - < 1 year	20%	17%	17%	15%	15%	9%
A year or more	11%	15%	10%	<17%>	5%	10%
No answer	1%	3%	4%	3%	13%	10%

Q3: When did you "start talking" about going on this trip?

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?





Travel Planning

Reserved Accommodations		
	May	
	2008	2009
Total Respondents	199	200
Before leaving home	81%	88%
After arriving in FL	7%	5%
On the road, but not in FL	--	--
No answer	11%	7%

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

Computer Access		
	May	
	2008	2009
Total Respondents	199	200
<u>Yes</u>	<u>95%</u>	<u>91%</u>
<i>Home</i>	18%	22%
<i>Work</i>	3%	2%
<i>Both Home and Work</i>	74%	67%
<u>No</u>	<u>4%</u>	<u>7%</u>

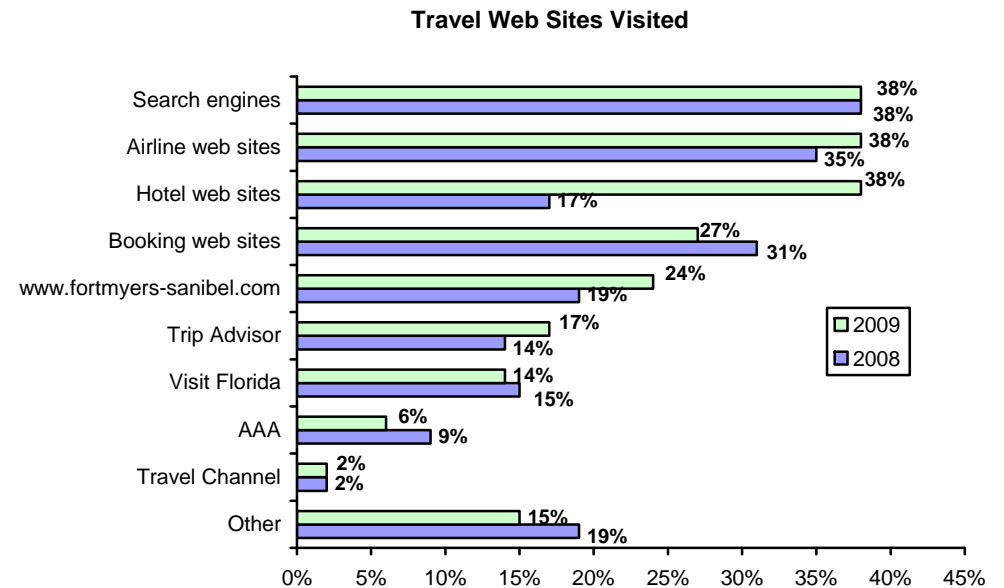
Q8: Do you have access to a computer?



Travel Planning

Travel Web Sites Visited by May Travelers		
	2008	2009
Total Respondents with computer access	188	181
Visited web sites (net)	84%	84%
Search engines	38%	38%
Airline web sites	35%	38%
Booking web sites	31%	27%
Hotel web sites	17%	<38%>
www.fortmyers-sanibel.com	19%	24%
Visit Florida	15%	14%
Trip Advisor	14%	17%
AAA	9%	6%
Travel Channel	2%	2%
Other	19%	15%
Did not visit web sites	12%	13%
No Answer	4%	3%

Q9: While planning this trip, which of the following web sites did you visit?
(Please mark ALL that apply)



Base: Respondents with Computer Access



Travel Planning

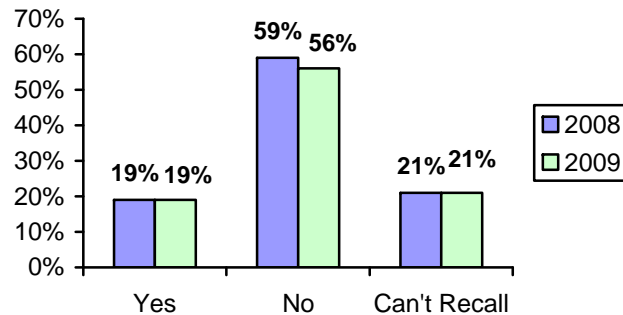
May Travelers Requesting Information		
	2008	2009
Total Respondents	199	200
Requested Information (net)	33%	40%
Hotel Web Site	11%	<23%>
VCB Web Site	5%	<13%>
Call hotel	7%	8%
Visitor Guide	8%	7%
Calling VCB toll-free number	1%	3%
Call local Chamber of Commerce	1%	2%
Other	14%	10%
Did not request information	<54%>	44%
No Answer	13%	16%

Q10: For this trip, did you request any information about our area by...
(Please mark ALL that apply.)

Travel Agent Assistance		
	2008	2009
Total Respondents	199	200
Yes	3%	7%
No	95%	91%

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

Recall of Promotions



Recall of Lee County Promotions		
	2008	2009
Total Respondents	199	200
Yes	19%	19%
No	59%	56%
Can't Recall	21%	21%

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

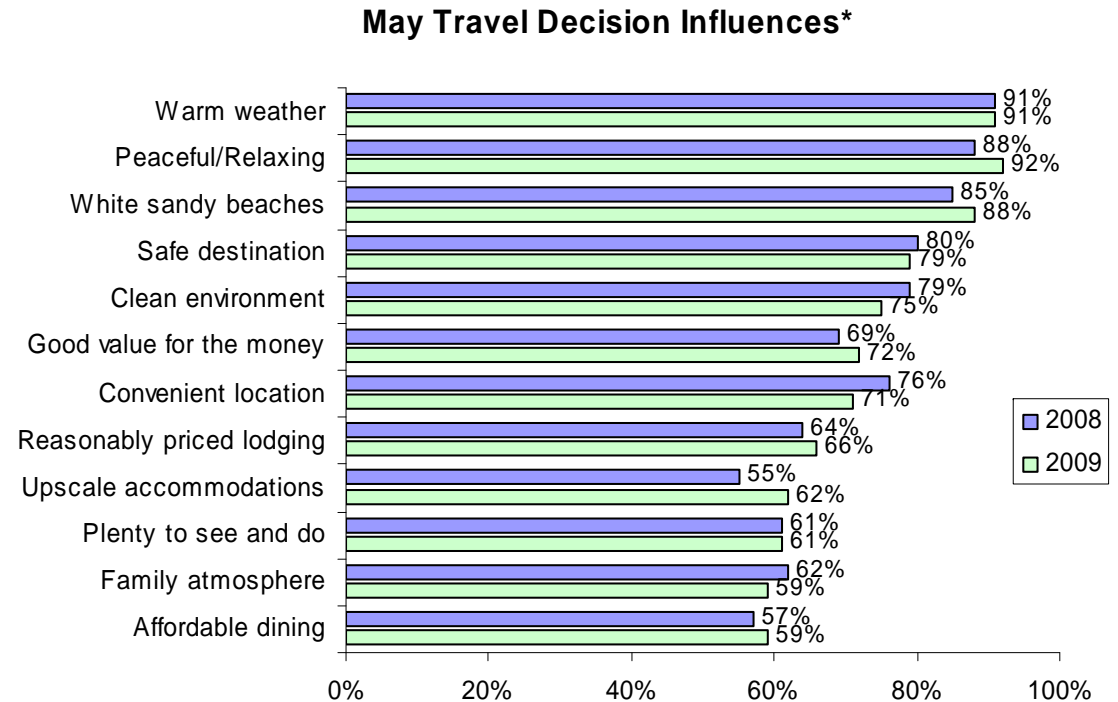


Travel Planning

May Travel Decision Influences*		
	2008	2009
Total Respondents	199	200
Warm weather	91%	91%
Peaceful/Relaxing	88%	92%
White sandy beaches	85%	88%
Safe destination	80%	79%
Clean environment	79%	75%
Good value for the money	69%	72%
Convenient location	76%	71%
Reasonably priced lodging	64%	66%
Upscale accommodations	55%	62%
Plenty to see and do	61%	61%
Family atmosphere	62%	59%
Affordable dining	57%	59%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

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

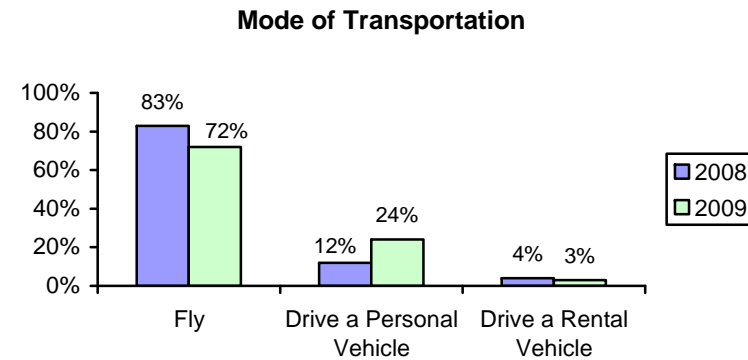




Trip Profile

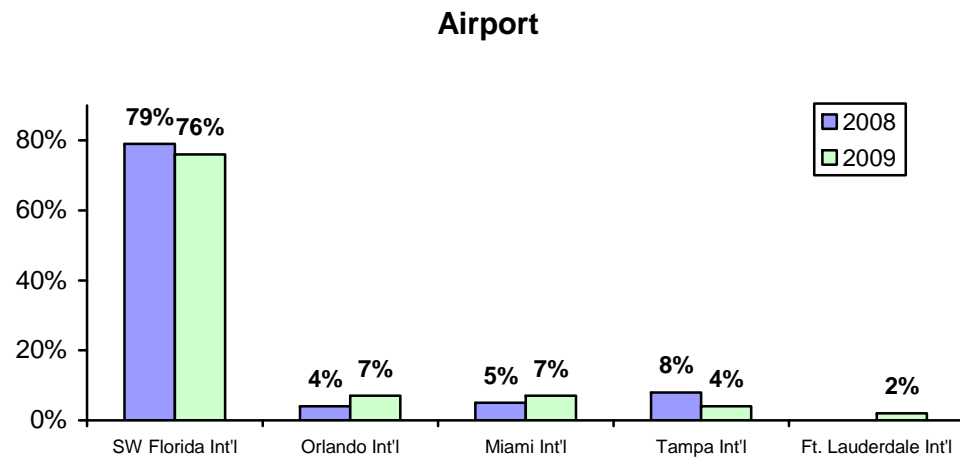
Mode of Transportation		
	2008	2009
Total Respondents	199	200
Fly	<83%>	72%
Drive a Personal Vehicle	12%	<24%>
Drive a Rental Vehicle	4%	3%
Drive an RV	<1%>	--
Other/No answer	1%	1%

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



Airport		
	2008	2009
Total Respondents who Arrived by Air	165	143
SW Florida Int'l	79%	76%
Tampa Int'l	8%	4%
Orlando Int'l	4%	7%
Ft. Lauderdale Int'l	--	2%
Miami Int'l	5%	7%
Sarasota/Bradenton	1%	--
Other/No Answer	1%	3%

Q2: At which Florida airport did you land?

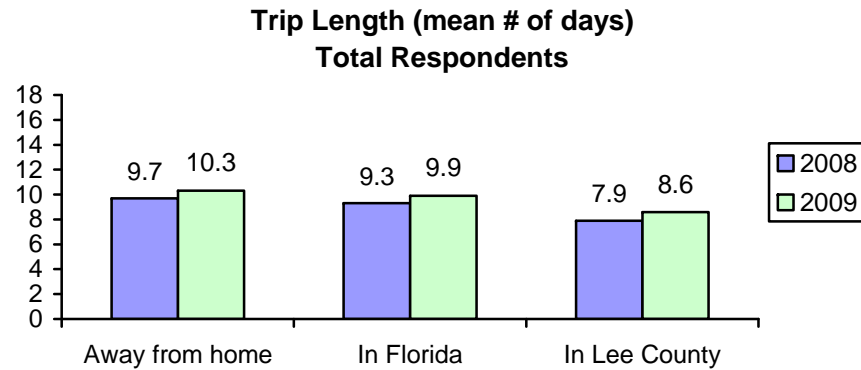




Trip Profile

May Trip Length Mean # of Days			
	Total Respondents		
	2008	2009	% Change
Total Respondents	199	200	
Away from home	9.7	10.3	6.2%
In Florida	9.3	9.9	6.5%
In Lee County	7.9	8.6	8.9%

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



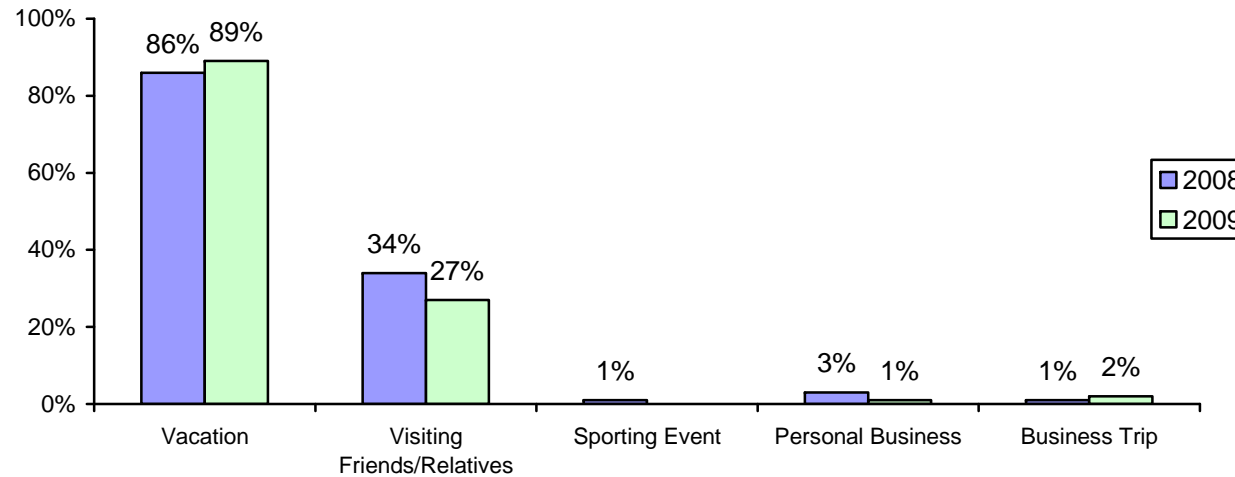


Trip Profile

Reason for May Visit		
	2008	2009
Total Respondents	199	200
Vacation	86%	89%
Visiting Friends/Relatives	34%	27%
Sporting Event	1%	--
Personal Business	3%	1%
Business Trip	1%	2%
Other	4%	4%

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

Reason for May Visit





Trip Profile

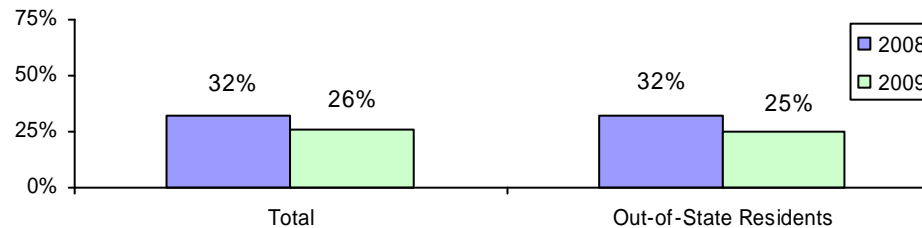
First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	199	200	1*	6*	139	148	37**	37**
Yes	32%	26%	N/A	N/A	32%	25%	38%	34%
No	67%	72%	N/A	N/A	67%	72%	61%	66%
No answer	2%	2%	N/A	N/A	2%	2%	--	--

Q20: Is this your first visit to Lee County?

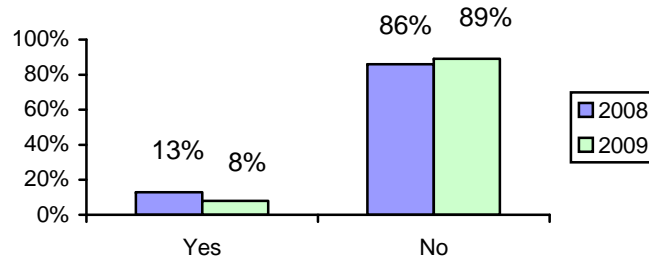
*Note: N/A = Insufficient number of responses for statistical analysis.

**Note: Small sample size. Please interpret results with caution.

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2008	2009
Total Respondents	199	200
Yes	13%	8%
No	86%	89%
No Answer	2%	<1%
FL Residents*	<1%	<3%>

Q18: Is this your first visit to Florida?

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



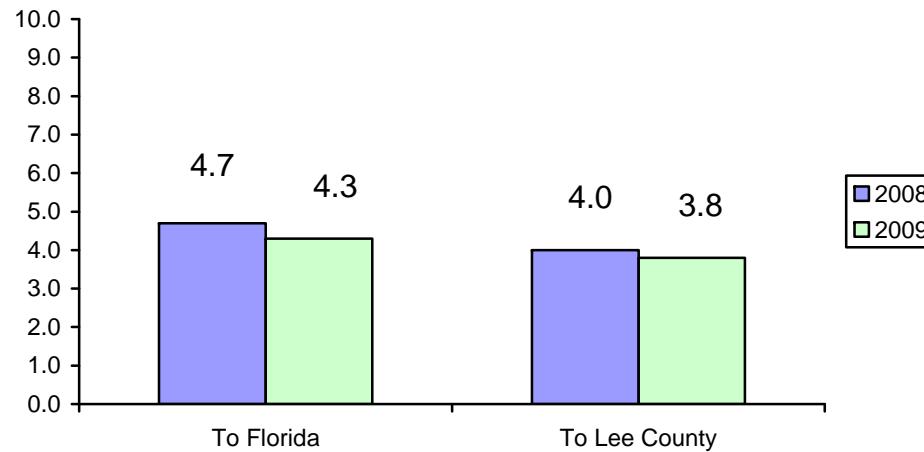
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2008	2009	2008	2009
Base: Repeat Visitors	170 (FL res. Excl.)	177 (FL res. Excl.)	133	144
Number of visits	4.7	4.3	4.0	3.8

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years



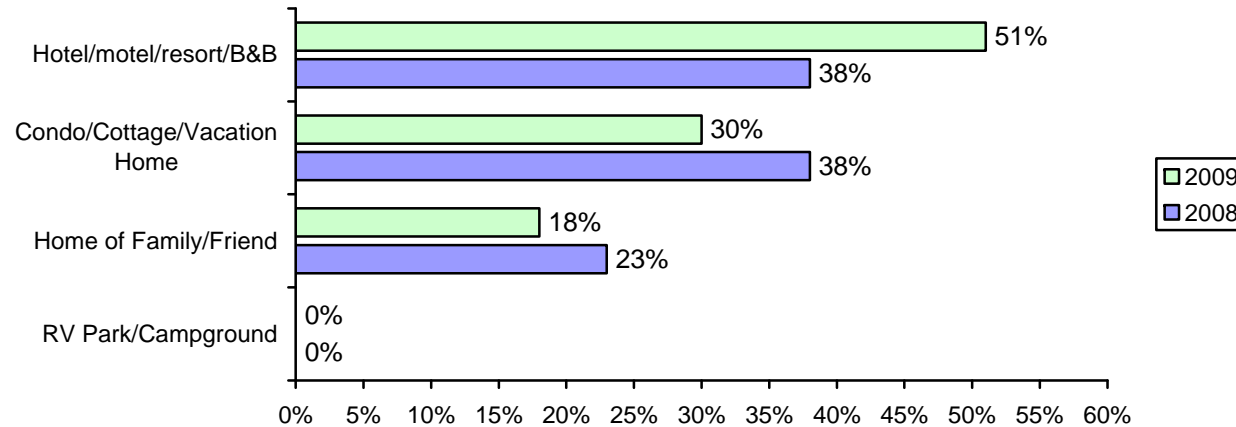


Trip Profile

Type of Accommodations – May Visitors		
	2008	2009
Total Respondents	199	200
Hotel/Motel/Resort/B&B	38%	<51%>
Hotel/motel/inn	28%	31%
Resort	10%	<20%>
B&B	0%	0%
Condo/Cottage/Vacation Home	38%	30%
Rented home/condo	28%	23%
Borrowed home/condo	<8%>	3%
Owned home/condo	2%	4%
Home of family/friend	23%	18%
RV Park/Campground	0%	0%
Day trip (no accommodations)	0%	0%

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

Type of Accommodations - May Visitors

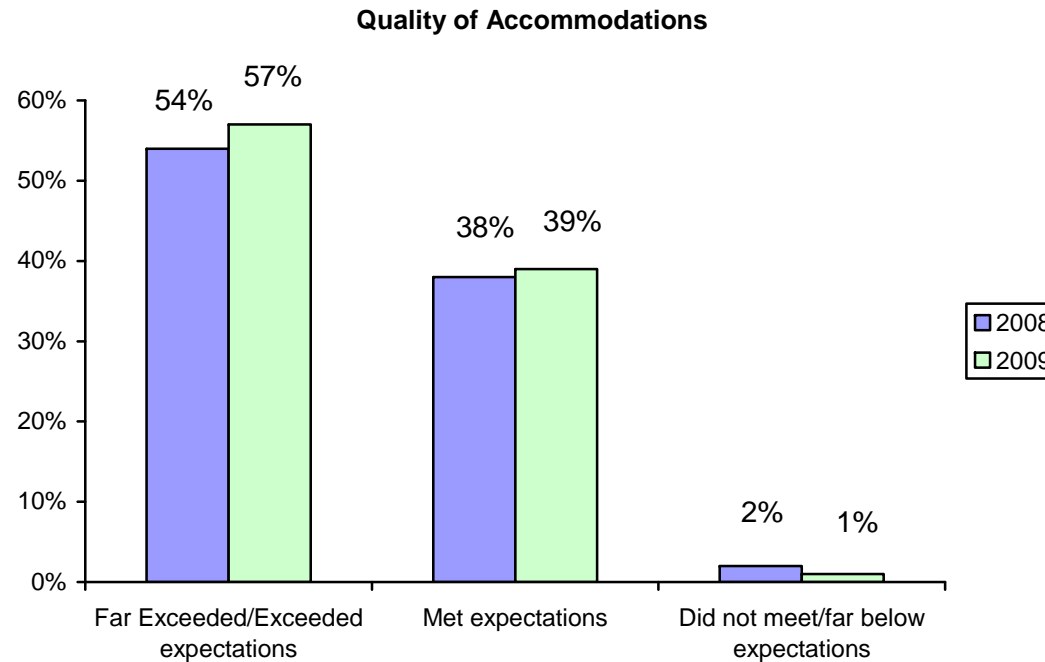




Trip Profile

Quality of Accommodations		
	2008	2009
Total Respondents	199	200
Far exceeded/Exceeded expectations	54%	57%
Met expectations	38%	39%
Did not meet/Far below expectations	2%	1%
No Answer	5%	3%

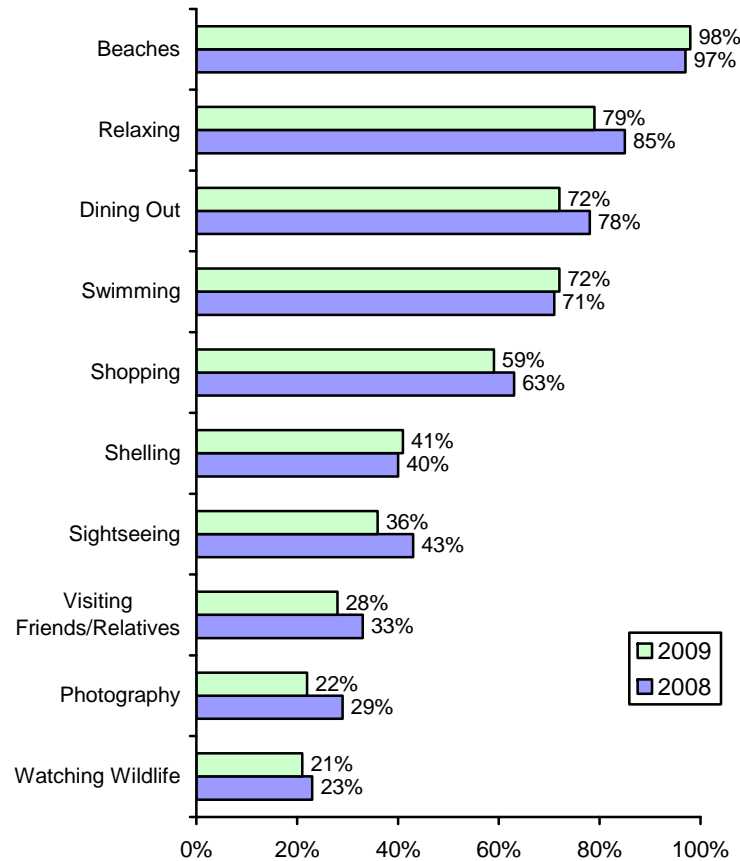
Q26: How would you describe the quality of your accommodations? Do you feel that they:





Trip Activities

May Activities Enjoyed		
	2008	2009
Total Respondents	199	200
Beaches	97%	98%
Relaxing	85%	79%
Dining out	78%	72%
Swimming	71%	72%
Shopping	63%	59%
Shelling	40%	41%
Sightseeing	43%	36%
Visiting Friends/Relatives	33%	28%
Photography	29%	22%
Watching Wildlife	23%	21%
Attractions	<30%>	19%
Bars/Nightlife	18%	19%
Bicycle Riding	15%	16%
Exercise/Working Out	17%	16%
Birdwatching	18%	14%
Fishing	13%	11%
Miniature Golf	12%	10%
Boating	13%	10%
Golfing	7%	8%
Kayaking/Canoeing	6%	6%
Guided Tour	8%	4%
Tennis	3%	4%
Parasailing/Jet Skiing	<13%>	4%
Scuba Diving/Snorkeling	8%	4%
Cultural Events	5%	3%
Sporting Event	3%	2%
Other	2%	2%

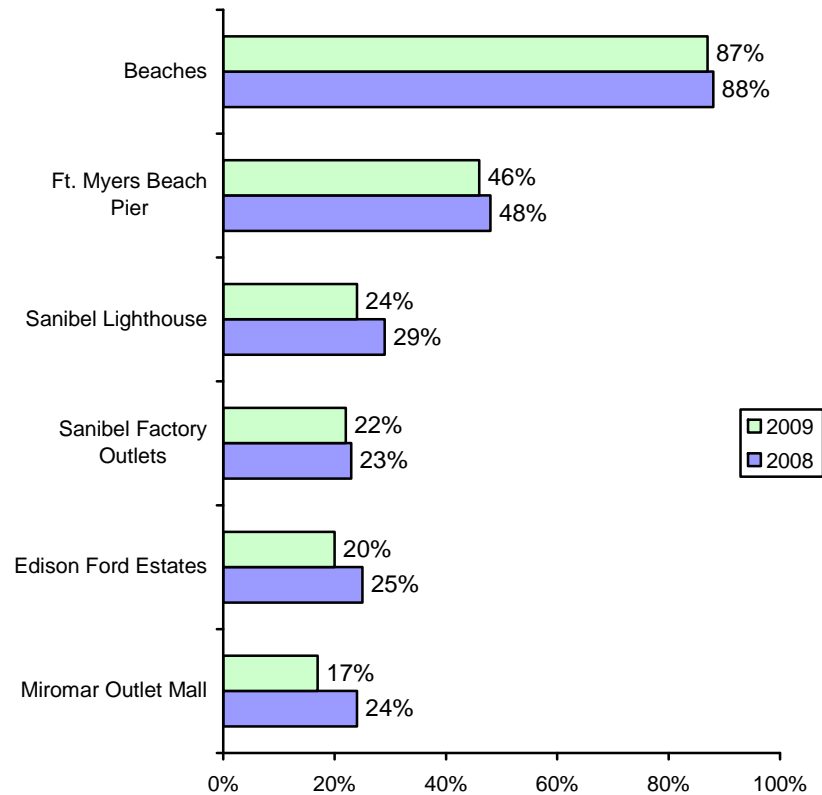


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

May Attractions Visited		
	2008	2009
Total Respondents	199	200
Beaches	88%	87%
Ft. Myers Beach Pier	48%	46%
Sanibel Lighthouse	29%	24%
Sanibel Factory Outlets	23%	22%
Edison Ford Estates	25%	20%
Miromar Outlet Mall	24%	17%
Bell Tower Shops	18%	16%
Ding Darling National Wildlife Refuge	16%	15%
Periwinkle Place	14%	13%
Shell Factory and Nature Park	6%	10%
Coconut Point Mall	15%	9%
Edison Mall	<17%>	9%
Gulf Coast Town Center	7%	6%
Bailey-Matthews Shell Museum	5%	4%
Broadway Palm Dinner Theater	2%	3%
Manatee Park	4%	2%
Barbara B. Mann Performing Arts Hall	1%	1%
Babcock Wilderness Adventures	1%	1%
Other	7%	6%
None/No Answer	4%	4%



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

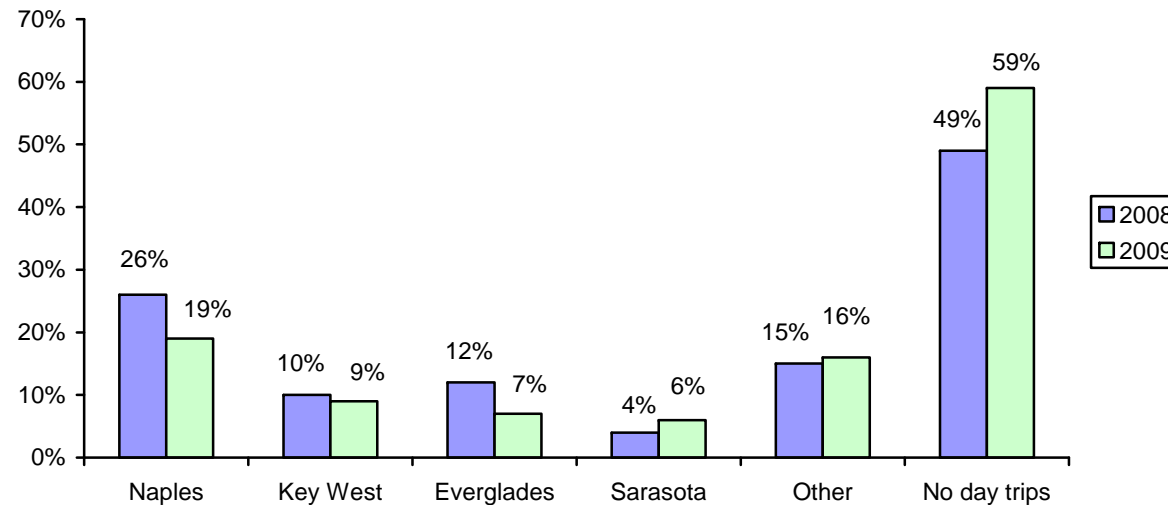


Trip Activities

May Day Trips Outside Lee County		
	2008	2009
Total Respondents	199	200
Any Day Trips (net)	46%	38%
Naples	26%	19%
Key West	10%	9%
Everglades	12%	7%
Sarasota	4%	6%
Other	15%	16%
No day trips	49%	<59%>
No answer	5%	3%

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

May Day Trips Outside Lee County



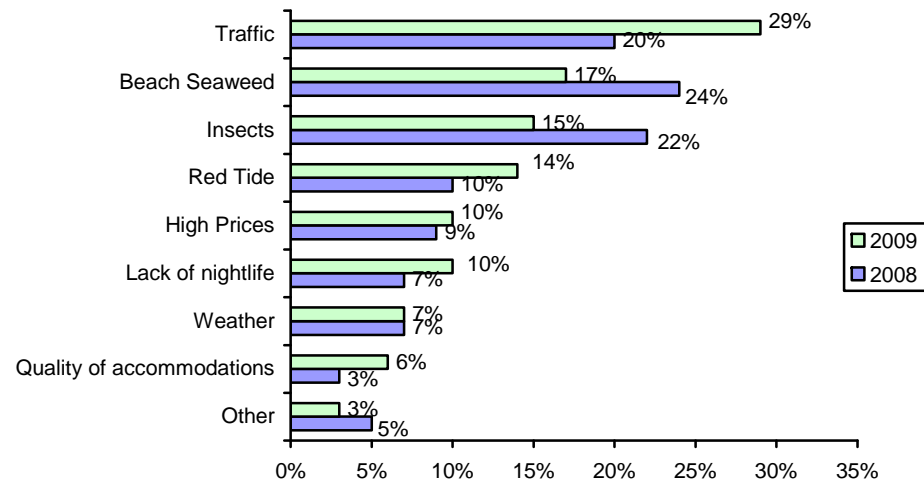


Lee County Experience

Least Liked Features		
	2008	2009
Total Respondents	199	200
Traffic	20%	<29%>
Beach seaweed	24%	17%
Insects	22%	15%
Red Tide	10%	14%
High prices	9%	10%
Lack of nightlife	7%	10%
Weather	7%	7%
Quality of accommodations	3%	6%
Other	5%	3%
Nothing/no answer	32%	33%

Q34: Which features do you like least about our area? (Please mark ALL that apply.)

Least Liked Features



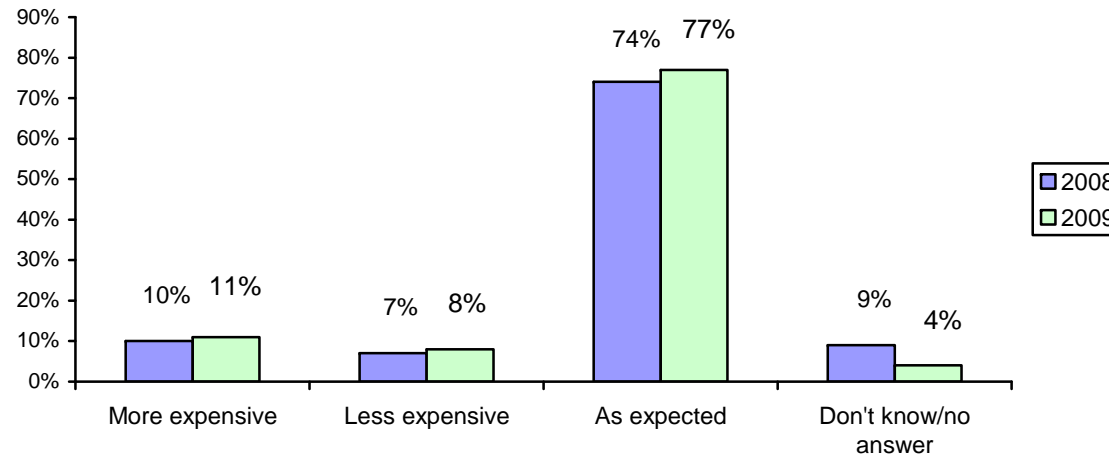


Lee County Experience

Perception of Lee County as Expensive		
	2008	2009
Total Respondents	199	200
More expensive	10%	11%
Less expensive	7%	8%
As expected	74%	77%
Don't know/no answer	9%	4%

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

Perception of Lee County as Expensive

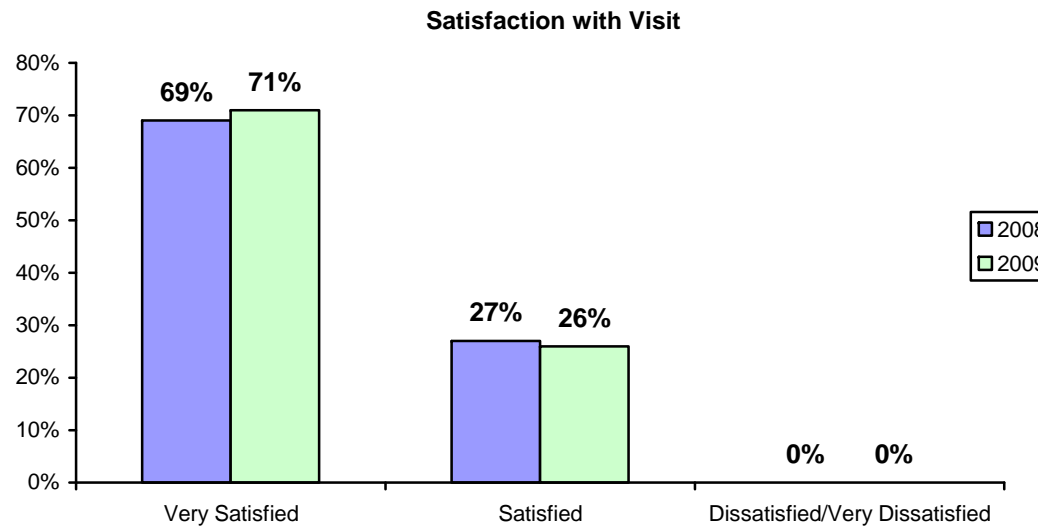




Lee County Experience

Satisfaction with Visit		
	2008	2009
Total Respondents	199	200
Satisfied	96%	98%
<i>Very Satisfied</i>	69%	71%
<i>Satisfied</i>	27%	26%
Neither	1%	1%
Dissatisfied/Very Dissatisfied	0%	0%
Don't know/no answer	2%	2%

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



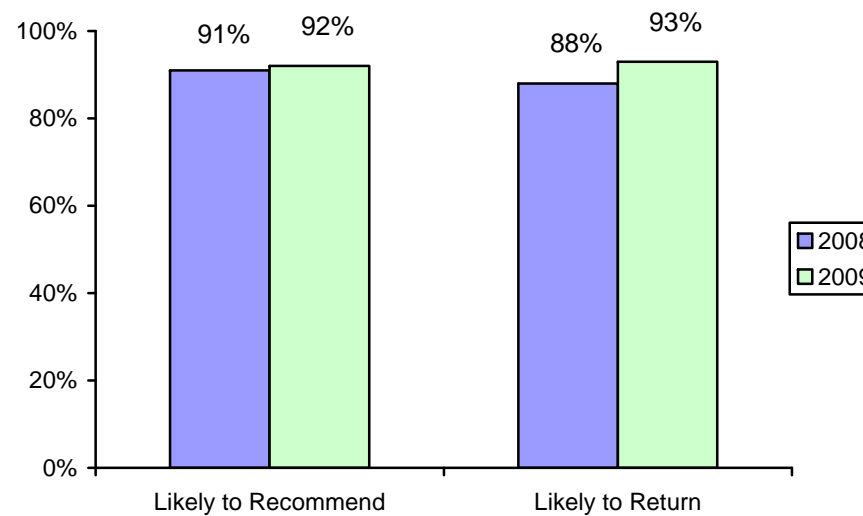


Future Plans

Likelihood to Recommend/Return to Lee County		
	2008	2009
Total Respondents	199	200
Likely to Recommend Lee County	91%	92%
Likely to Return to Lee County	88%	<93%>
Base: Total Respondents Planning to Return	175	187
Likely to Return Next Year	52%	58%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
 Q35: Will you come back to Lee County?
 Q36: Will you come back next year?

Likelihood to Recommend/Return to Lee County
 (Responded "Yes")

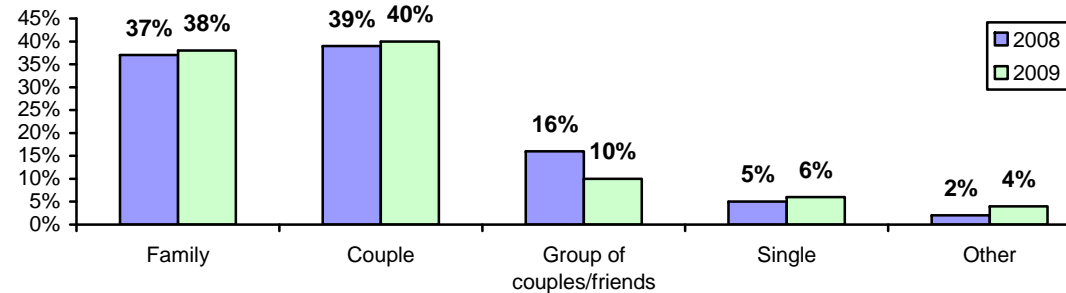




Visitor and Travel Party Demographic Profile

May Travel Party		
	2008	2009
Total Respondents	199	200
Family	37%	38%
Couple	39%	40%
Group of couples/friends	16%	10%
Single	5%	6%
Other	2%	4%
Mean travel party size	3.3	3.4
Mean adults in travel party	2.8	2.8

Travel Party



Travel Parties with Children		
	2008	2009
Total Respondents	199	200
Traveling with any Children (net)	29%	29%
Any younger than 6	16%	18%
Any 6 – 11 years old	11%	10%
Any 12 – 17 years old	13%	10%

Q22: On this trip, are you traveling:

Q23: Including yourself, how many people are in your immediate travel party?

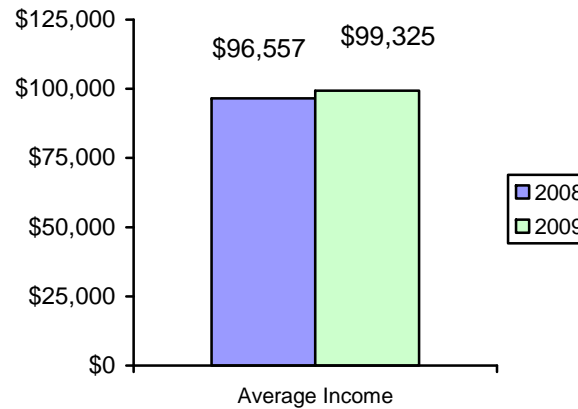
Q24: How many of those people are: Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

May Visitor Demographic Profile		
	2008	2009
Total Respondents	199	200
Vacations per year (mean)	2.2	<3.0>
Short getaways per year (mean)	3.8	3.7
Age of respondent (mean)	45.6	46.4
Annual household income (mean)	\$96,557	\$99,325
Marital Status		
Married	74%	67%
Single	16%	16%
Other	7%	10%

Annual Household Income



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Q41: What is your age, please?

Q43: What is your total annual household income before taxes?

Q40: Are you: Married/Single/Other



Visitor Origin and Visitation Estimates

Total May Visitation					
	%		Visitor Estimates		% Change 2008-2009
	2008	2009	2008	2009	
Paid Accommodations	48%	48%	195,737	185,021	-5.5%
Friends/Relatives	52%	52%	216,040	204,479	-5.4%
<i>Total Visitation</i>			411,777	389,500	-5.4%
May Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	76%	79%	149,340	146,527	-1.9%
Germany	13%	9%	24,648	16,143	-34.5%
Canada	1%	3%	2,900	6,209	114.1%
BeNeLux	--	3%	--	6,209	
United Kingdom	5%	2%	10,149	3,725	-63.3%
Switzerland	1%	2%	2,900	3,725	28.4%
France	1%	1%	2,900	1,242	-57.2%
Other Europe	1%	1%	1,450	1,242	-14.3%
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	1%	3%	1,450	4,967	242.6%
South (including Florida)	14%	15%	20,299	22,352	10.1%
Midwest	44%	42%	65,246	60,846	-6.7%
Northeast	24%	33%	36,248	48,428	33.6%
West	3%	6%	4,350	8,692	99.8%
No Answer	15%	4%	21,749	6,209	-71.5%

2009 Top DMAs (Paid Accommodations)		
Boston (Manchester, NH)	8%	12,418
New York	8%	12,418
Indianapolis	6%	8,692
Chicago	5%	7,451
Philadelphia	4%	6,209
Atlanta	3%	4,967
Milwaukee	3%	4,967



Occupancy Data Analysis May 2009

Property managers representing 152 properties in Lee County were interviewed for the May 2009 Occupancy Survey between May 1 and May 15, 2009, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.

Property managers representing 151 properties in Lee County were interviewed for the May 2008 Occupancy Survey between May 1 and May 15, 2008, a sample considered accurate to plus or minus 8.0 percentage points at the 95% confidence level.



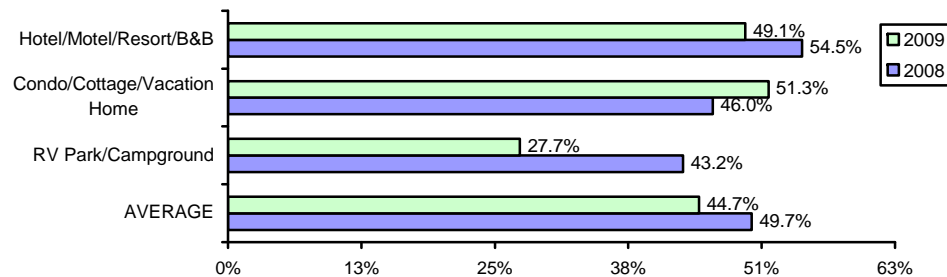
May Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	144	144		143	145		143/144	144/145	
Hotel/Motel/Resort/B&B	54.5%	49.1%	-9.9%	\$131.08	\$117.74	-10.2%	\$71.45	\$57.79	-19.1%
Condo/Cottage/Vacation Home	46.0%	51.3%	11.5%	\$153.04	\$140.74	-8.0%	\$70.40	\$72.23	2.6%
RV Park/Campground	43.2%	27.7%	-35.9%	\$35.42	\$34.74	-1.9%	\$15.31	\$9.62	-37.2%
AVERAGE	49.7%	44.7%	-10.1%	\$118.96	\$112.06	-5.8%	\$59.13	\$50.08	-15.3%

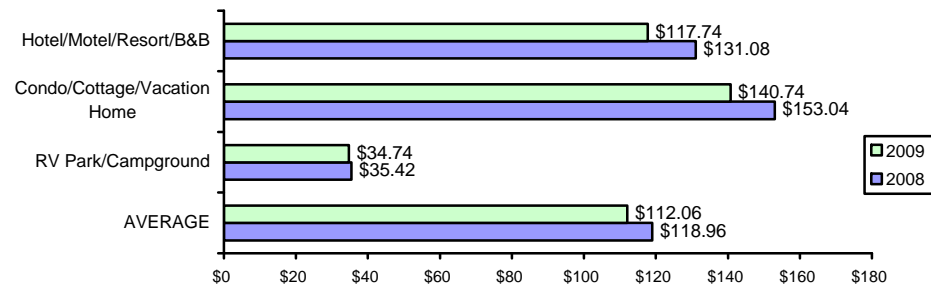
Q16: What was your overall average occupancy rate for the month of May?

Q17: What was your average daily rate (ADR) in May?

Average Occupancy Rate



Average Daily Rate

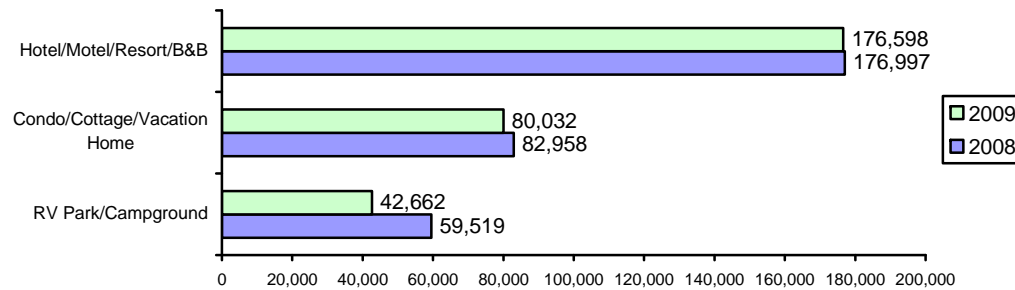




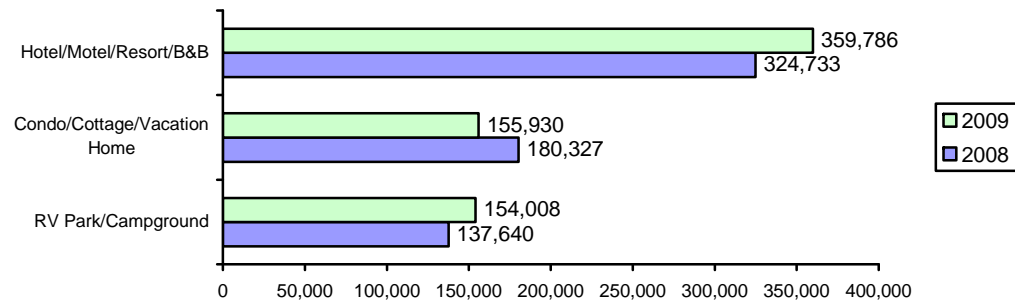
May Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	176,997	176,598	-0.2%	324,733	359,786	10.8%
Condo/Cottage/Vacation Home	82,958	80,032	-3.5%	180,327	155,930	-13.5%
RV Park/Campground	59,519	42,662	-28.3%	137,640	154,008	11.9%
Total	319,474	299,292	-6.3%	642,700	669,724	4.2%

Occupied Room Nights



Available Room Nights





Lodging Management Estimates

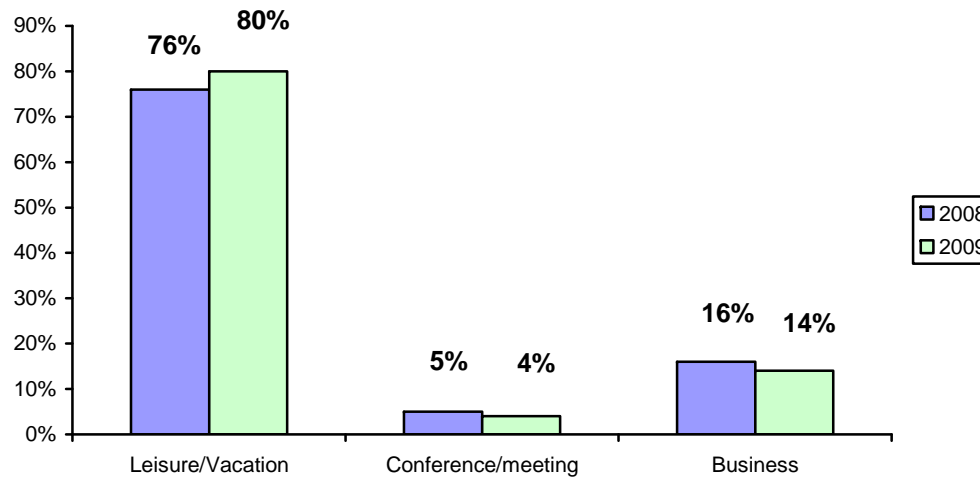
May Guest Profile		
	2008	2009
Property Managers Responding	125	124
Purpose of Visit		
Leisure/Vacation	76%	80%
Conference/meeting	5%	4%
Business	16%	14%
Property Managers Responding	134	138
Average guests per room	2.6	2.4
Property Managers Responding	133	136
Average length of stay in nights	6.5	5.4

Q23: What percent of your May room/site/unit occupancy was generated by:

Q18: What was your average number of guests per room/site/unit in May?

Q19: What was the average length of stay (in nights) of your guests in May?

Purpose of Visit

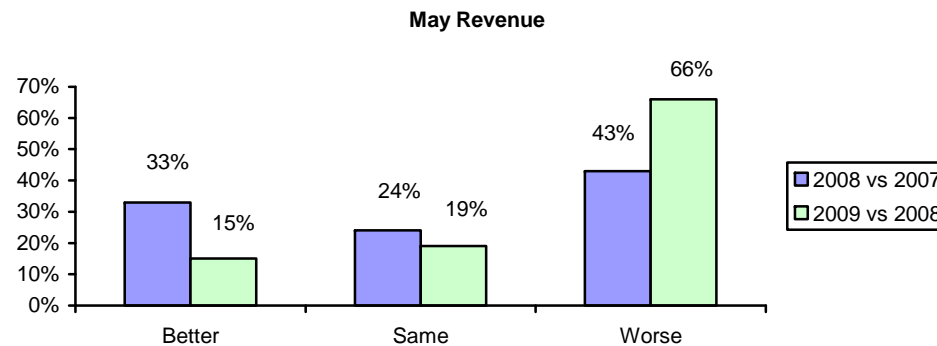
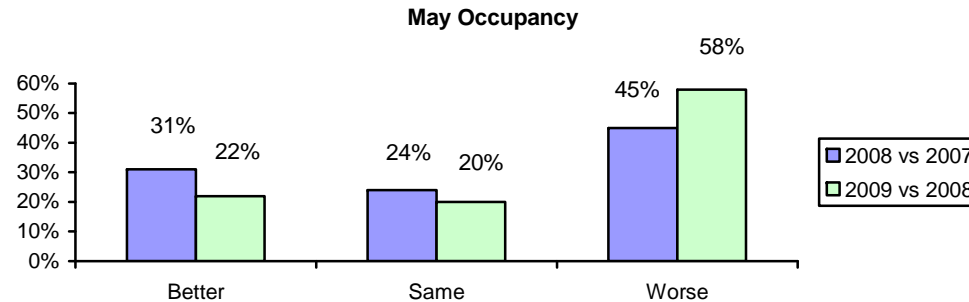




Occupancy Barometer

	May Occupancy		May Revenue	
	2008	2009	2008	2009
Property Managers Responding	138	138	136	134
Better than prior year	31%	22%	<33%>	15%
Same as prior year	24%	20%	24%	19%
Worse than prior year	45%	<58%>	43%	<66%>

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



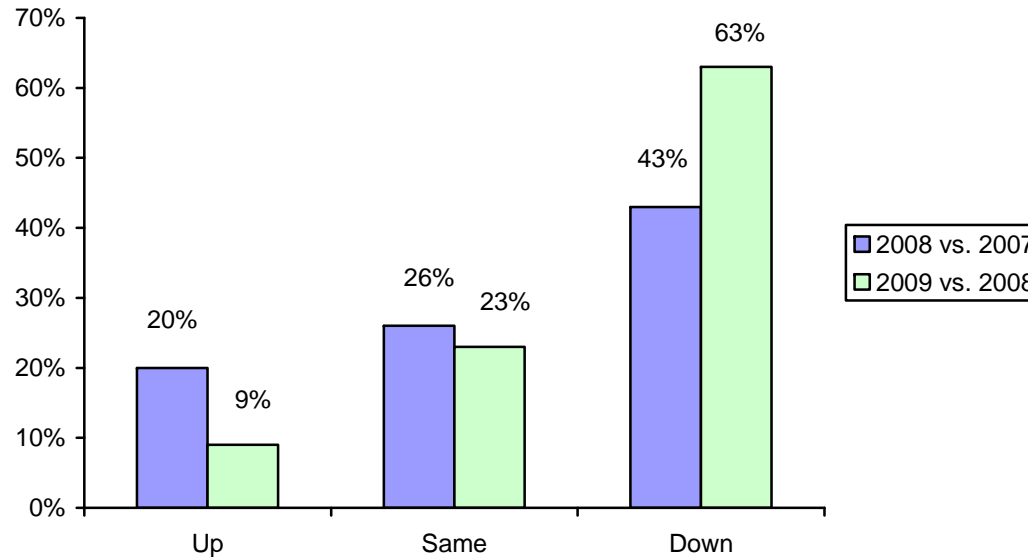


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2008	2009
Property Managers Responding	138	135
Up	<20%>	9%
Same	26%	23%
Down	43%	<63%>

Q26: Compared to June, July, and August of last year, is your property's total level of reservations up, the same, or down for June, July, and August of this year?

Level of Reservations for Next 3 Months Compared to Last Year



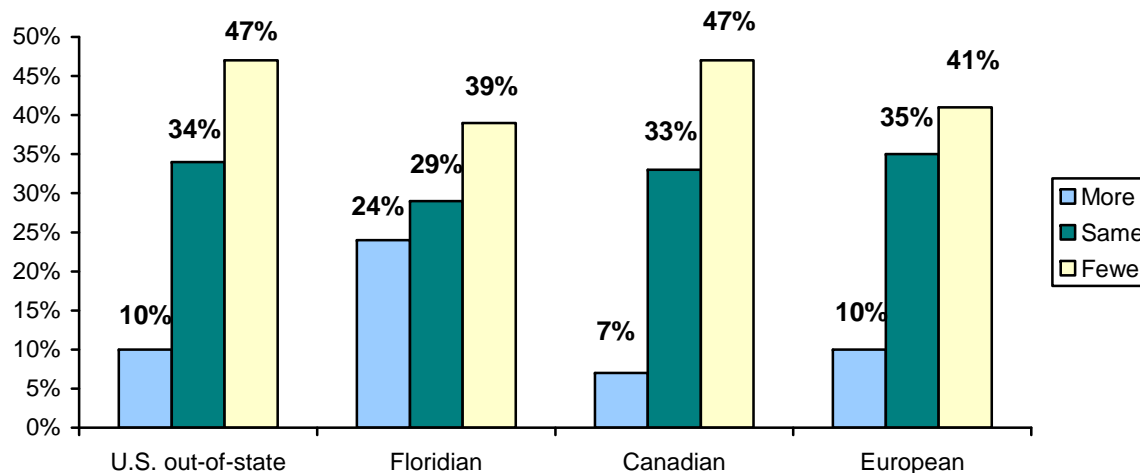


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (113/117 Minimum)	More		Same		Fewer		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
U.S. out-of-state	9%	10%	43%	34%	40%	47%	9%	9%
Floridian	27%	24%	39%	29%	25%	<39%>	9%	8%
Canadian	11%	7%	42%	33%	29%	<47%>	19%	13%
European	<28%>	10%	33%	35%	23%	<41%>	17%	14%

Q27: Now thinking about the specific origins of your guests for the upcoming June, July, and August do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year
May 2009



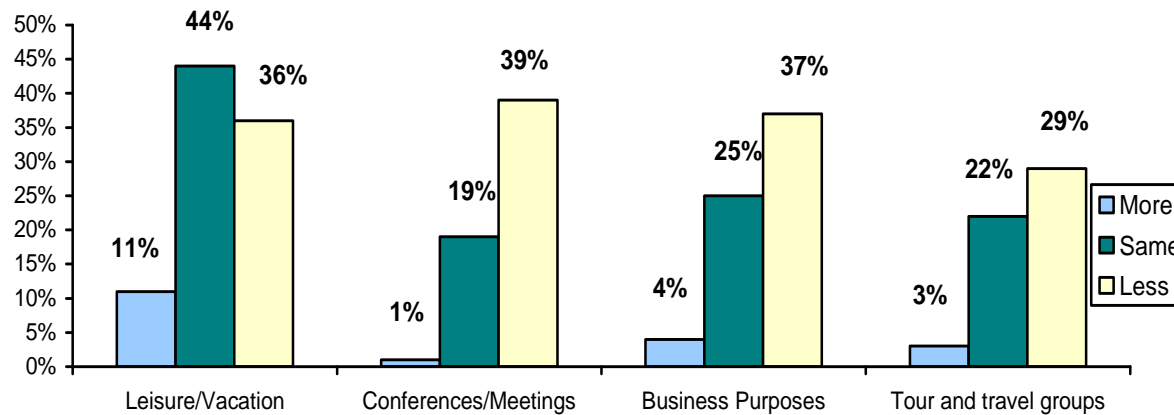


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (100/109 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
Leisure/vacation	<22%>	11%	43%	44%	27%	36%	7%	9%
Conferences/Meetings	<7%>	1%	<32%>	19%	27%	39%	34%	40%
Business Purposes	7%	4%	35%	25%	30%	37%	28%	34%
Tour and travel groups	8%	3%	32%	22%	25%	29%	36%	47%

Q28: Compared to June, July, and August of last year will the following types of travelers generate more, the same, or less business for your property for the upcoming June, July, and August?

Type of Travelers for Next 3 Months Compared to Last Year
May 2009





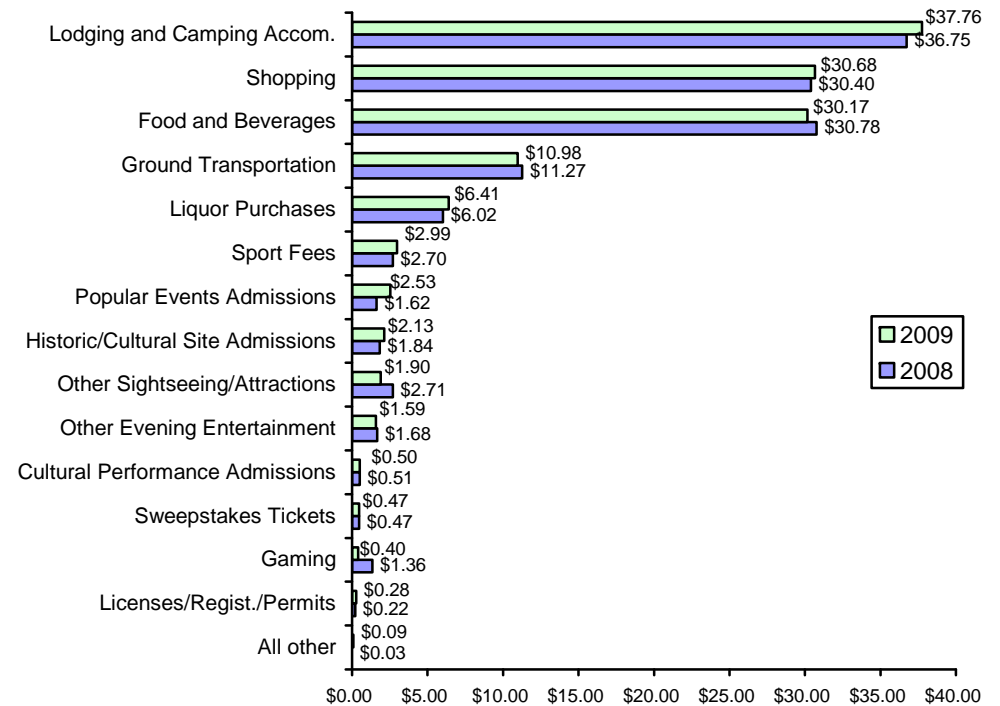
Economic Impact Analysis May 2009



Average Expenditures

May Average Expenditures per Person per Day			
	2008	2009	% Change
TOTAL	\$128.35	\$128.87	0.4%
Lodging and Camping	\$36.75	\$37.76	2.7%
Shopping	\$30.40	\$30.68	0.9%
Food and Beverages	\$30.78	\$30.17	-2.0%
Ground Transportation	\$11.27	\$10.98	-2.6%
Liquor Purchases	\$6.02	\$6.41	6.5%
Sport Fees	\$2.70	\$2.99	10.7%
Popular Events Admissions	\$1.62	\$2.53	56.2%
Historic/Cultural Site Admissions	\$1.84	\$2.13	15.8%
Other Sightseeing/Attractions	\$2.71	\$1.90	-29.9%
Other Evening Entertainment	\$1.68	\$1.59	-5.4%
Cultural Performance Admissions	\$0.51	\$0.50	-2.0%
Sweepstakes Tickets	\$0.47	\$0.47	0.0%
Gaming	\$1.36	\$0.40	-70.6%
Licenses/Registrations/Permits	\$0.22	\$0.28	27.3%
All other	\$0.03	\$0.09	200.0%

Average Expenditures per Person per Day

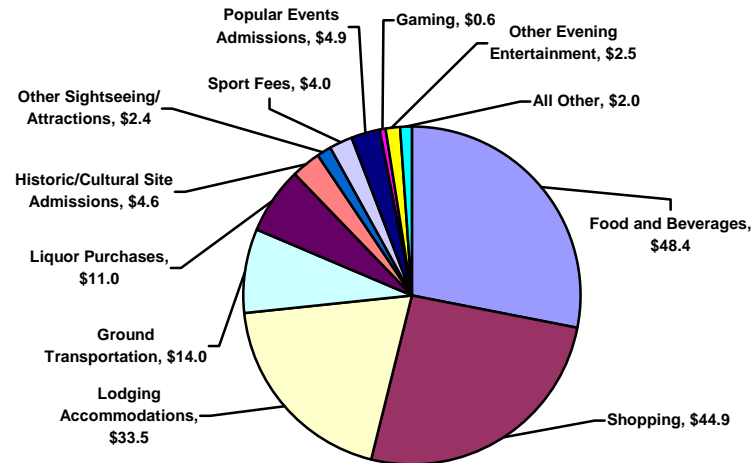




Total Visitor Expenditures by Spending Category

	MAY TOTAL EXPENDITURES		
	2008	2009	% Change
TOTAL	\$198,670,112	\$172,850,527	-13.0%
Food and Beverages	\$55,345,851	\$48,363,519	-12.6%
Shopping	\$52,964,581	\$44,915,778	-15.2%
Lodging Accommodations	\$38,004,133	\$33,538,940	-11.7%
Ground Transportation	\$18,772,750	\$13,984,393	-25.5%
Liquor Purchases	\$10,479,433	\$11,030,769	5.3%
Popular Events Admissions	\$4,577,571	\$4,943,660	8.0%
Historic/Cultural Site Admissions	\$4,029,306	\$4,608,377	14.4%
Sport Fees	\$3,338,376	\$3,978,839	19.2%
Other Evening Entertainment	\$3,242,752	\$2,487,355	-23.3%
Other Sightseeing/Attractions	\$4,041,699	\$2,374,117	-41.3%
Gaming	\$2,058,872	\$601,043	-70.8%
All Other	\$1,814,788	\$2,023,737	11.5%

2009 Total Expenditures
(Millions)





Total Visitor Expenditures by Spending Category

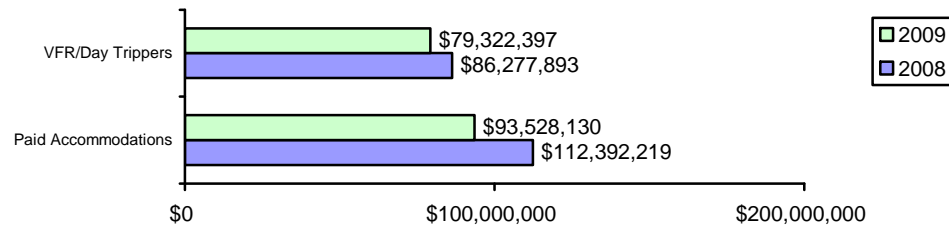
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	\$112,392,219	\$93,528,130	-16.8%	\$86,277,893	\$79,322,397	-8.1%
Shopping	\$23,313,739	\$21,274,187	-8.7%	\$29,650,842	\$23,641,591	-20.3%
Food and Beverages	\$24,384,719	\$19,607,395	-19.6%	\$30,961,132	\$28,756,124	-7.1%
Lodging Accommodations	\$38,004,133	\$33,538,940	-11.7%	\$0	\$0	--
Ground Transportation	\$10,211,968	\$7,265,019	-28.9%	\$8,560,782	\$6,719,374	-21.5%
Liquor Purchases	\$4,949,619	\$4,011,268	-19.0%	\$5,529,814	\$7,019,501	+26.9%
Historic/Cultural Site Admissions	\$1,391,268	\$1,172,883	-15.7%	\$2,638,038	\$3,435,494	+30.2%
Other Evening Entertainment	\$1,683,365	\$902,482	-46.4%	\$1,559,387	\$1,584,873	+1.6%
Other Sightseeing/Attractions	\$2,168,134	\$1,162,002	-46.4%	\$1,873,565	\$1,212,115	-35.3%
Sport Fees	\$2,173,169	\$1,825,264	-16.0%	\$1,165,207	\$2,153,575	+84.8%
Popular Events Admissions	\$1,285,444	\$1,588,194	23.6%	\$3,292,127	\$3,355,466	+1.9%
Gaming	\$1,713,278	\$337,224	-80.3%	\$345,594	\$263,819	-23.7%
All Other	\$1,113,383	\$843,272	-24.3%	\$701,405	\$1,180,465	+68.3%



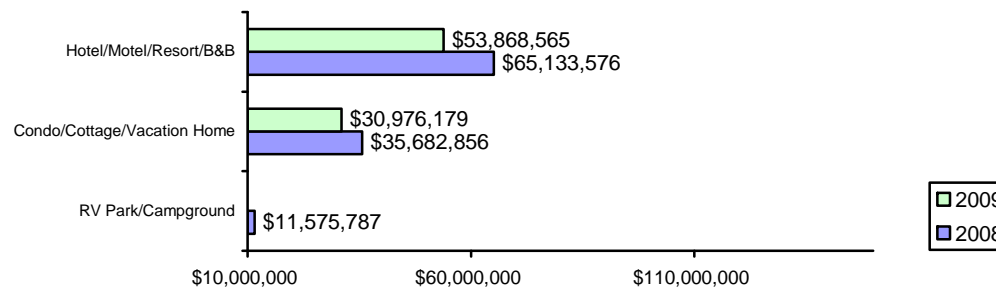
Total Visitor Expenditures by Lodging Type

May Total Expenditures by Lodging Type					
	2008	2009	% Change	2008	2009
TOTAL	\$198,670,112	\$172,850,527	-13.0%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$86,277,893	\$79,322,397	-8.1%	43%	46%
Paid Accommodations	\$112,392,219	\$93,528,130	-16.8%	57%	54%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$65,133,576</i>	<i>\$53,868,565</i>	<i>-17.3%</i>	<i>33%</i>	<i>31%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$35,682,856</i>	<i>\$30,976,179</i>	<i>-13.2%</i>	<i>18%</i>	<i>18%</i>
<i>RV Park/Campground</i>	<i>\$11,575,787</i>	<i>\$8,683,386</i>	<i>-25.0%</i>	<i>6%</i>	<i>5%</i>

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type





Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

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

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

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

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



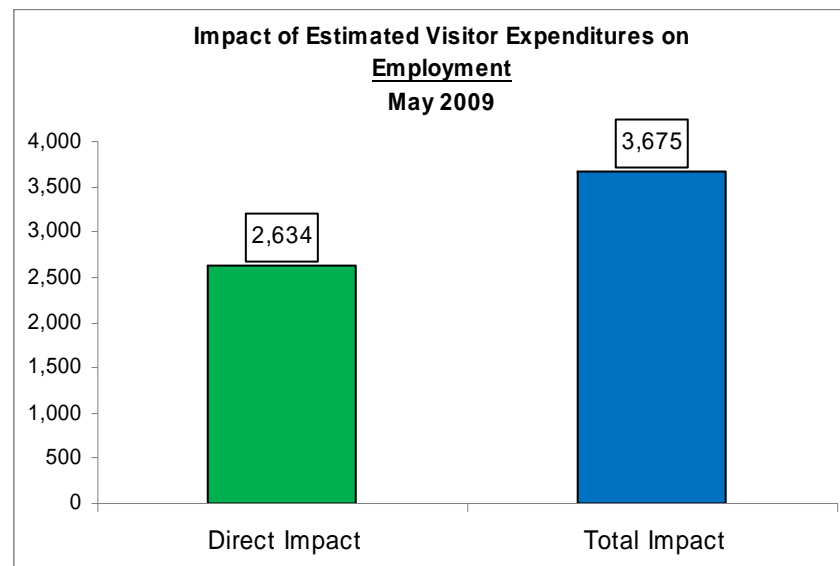
Impact on Jobs for Lee County Residents

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

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

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.).





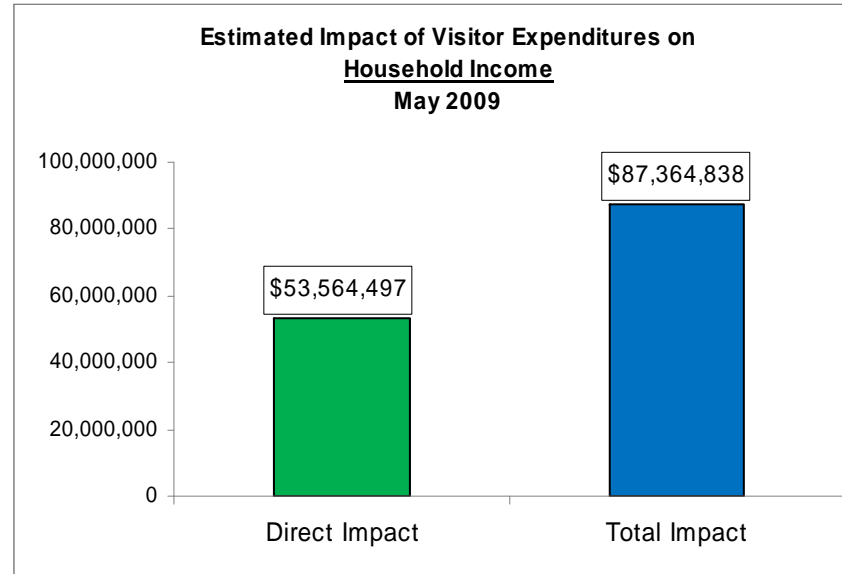
Impact on Household Income for Lee County Residents

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.

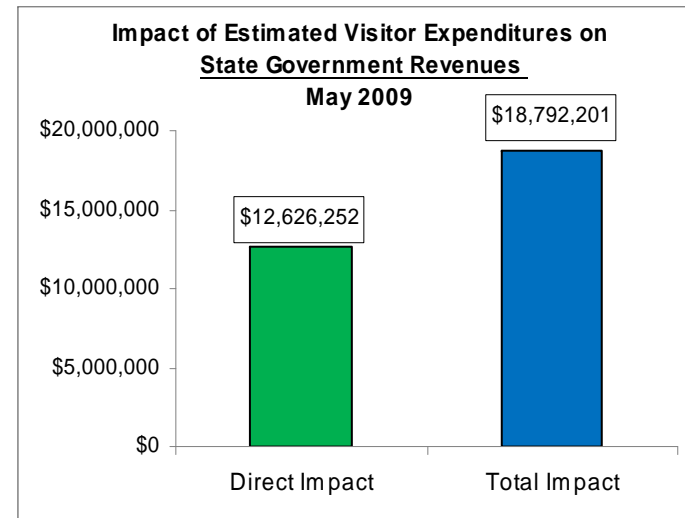
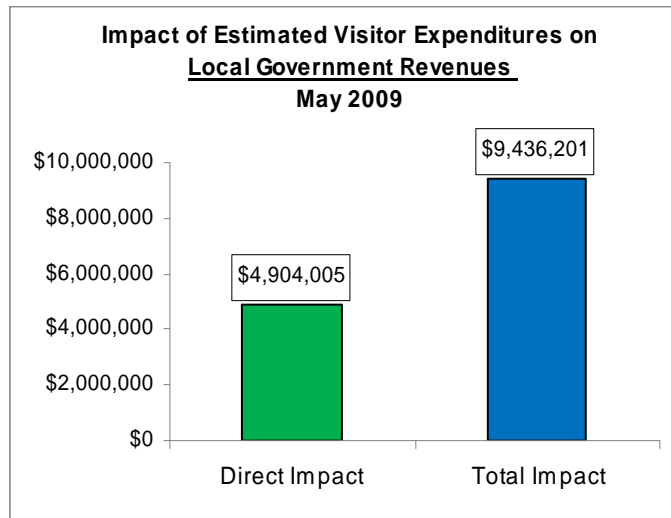
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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 May 2009



May 2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	Best Western	2-May	14
Sanibel	Holiday Inn	7-May	9
Sanibel	Sanibel Inn	7-May	9
Sanibel	Sanibel Moorings	7-May	7
Bonita Springs	Bonita Beach	9-May	18
Ft. Myers	Summerlin Square Trolley	11-May	7
Ft. Myers Beach	Bowditch Beach	11-May	16
Ft. Myers Beach	Pink Shell Resort	11-May	14
Bonita Springs	Dog Beach	23-May	7
Cape Coral	Cape Coral Yacht Club Beach	23-May	8
Sanibel	Gulf Breeze Cottages	23-May	7
Sanibel	Logger Head Cay	23-May	4
Sanibel	Pelican Roost	23-May	6
Sanibel	Song of the Sea	23-May	8
Sanibel	Tortuga Beach Club	23-May	5
Ft. Myers	Clarion	28-May	3
Ft. Myers	Edison Estates	28-May	27
Ft. Myers	Hilton Garden Inn	28-May	5
Ft. Myers Beach	Times Square Area	30-May	26
TOTAL			200

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



Occupancy Interviewing Statistics

Interviews were conducted from May 1 – May 15, 2009. Information was provided by 152 Lee County lodging properties.

May 2009

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	93
Condo/Cottage/Vacation Home/Timeshare	42
RV Park/Campground	17
Total	152