THE BEACHES OF FORT MYERS AND SANIBEL

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

Fall 2016 Visitor Profile and Occupancy Analysis

February 2, 2017

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

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dpa
providing direction
in travel & tourism

Executive Summary
Fall 2016

Throughout this report, statistically significant differences between responses for 2015 and 2016 at the 95% confidence level are noted with an A,B lettering system.

For example:

2015 A	2016 B
60%	70%A

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

Executive Summary

Visitation Estimates

- During the fall of 2016, Lee County hosted approximately 745,400 visitors staying in paid accommodations – an increase from last fall (3.1%). An additional 362,600 visitors stayed with friends or relatives, for a total of 1.1 million visitors.
- While fall 2016 visitation among paid accommodations guests increased year-over-year, visitation among those staying with friends or relatives dropped 8.1%. As a result, total visitation held relatively stable versus fall 2015.

Estimated Visitation	Fall 2015	Fall 2016	% Change
Paid Accommodations	723,025	745,398	3.1%
Friends/Relatives	394,689	362,598	-8.1%
Total Visitation	**1,117,714**	**1,107,996**	**-0.9%**

Visitor Expenditures

- Fall 2016 visitors spent an estimated $655.5 million during their stay in Lee County, a slight decrease from last fall (-1.3%).
- Expenditures among fall 2016 paid accommodations guests amounted to $477.1 million (73% of the total), representing an increase of 1.6% year-over-year. Those staying with friends or relatives contributed the remaining $178 million – a decline from the previous year corresponding with the decrease in number of visitors.

Estimated Expenditures	Fall 2015	Fall 2016	% Change
Paid Accommodations	$469,499,805	$477,059,099	1.6%
Friends/Relatives	$194,738,939	$178,474,297	-8.4%
Total Expenditures	**$664,238,744**	**$655,533,396**	**-1.3%**

Note: Fall season refers to the period including October, November, and December when referenced throughout this report.

Visitor Origin

- Seven in ten fall 2016 visitors staying in paid accommodations reside within the United States (70% vs. 62% in 2015). The majority of international visitors staying in paid accommodations come from Germany (11%), followed by Canada (7%), the UK (4%) and Scandinavia (4%).

- Half of domestic paid accommodations visitors came from the Midwest (48%). One-fourth arrived from the South (24%), slightly fewer from the Northeast (21%), and a small minority from the West (7%).

- During fall 2016, the Lee County lodging industry drew the largest proportion of its domestic visitors from the Minneapolis, Indianapolis, New York, Cleveland, and Chicago DMAs.

Fall 2016 Top DMAs (Paid Accommodations)

DMA	%	Visitor Estimate
Minneapolis-Saint Paul	6%	31,483
Indianapolis	6%	29,631
New York	5%	27,779
Cleveland-Akron (Canton)	5%	27,779
Chicago	5%	25,927
Cincinnati	4%	22,224
Boston (Manchester, NH)	4%	20,372
Philadelphia	3%	14,816
Tampa-Saint Petersburg (Sarasota)	2%	12,964
Denver	2%	12,964
Detroit	2%	12,964

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Fall Season	2015	2016	2015	2016	
Country of Origin					
United States	62%	70%	451,360	520,401	+
Germany	15%	11%	108,949	82,652	-
Canada	8%	7%	59,427	55,101	-
UK	9%	4%	63,671	30,612	-
Scandinavia	2%	4%	16,979	29,081	+
France	<1%	1%	1,415	6,122	+
BeNeLux	1%	1%	9,904	4,592	-
Latin America	<1%	1%	1,415	4,592	+
Switzerland	<1%	1%	2,830	4,592	+
Austria	<1%	<1%	1,415	3,061	+
Ireland	<1%	0%	1,415	0	-
Other International	1%	1%	2,830	4,592	+

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Fall Season	2015	2016	2015	2016	
U.S. Region of Origin					
Florida	5%	5%	21,840	24,075	+
South (including Florida)	19%	24%	83,720	124,081	+
Midwest	52%	48%	236,600	251,867	+
Northeast	25%	21%	111,020	109,266	-
West	4%	7%	20,020	35,187	+

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2016 percentages.

Trip Planning

- Fall 2016 visitors planned their Lee County trip well ahead of their arrival. Two-thirds started talking about their Lee County trip *three months or more* in advance, and six in ten chose the destination within that timeframe. Among those staying in paid accommodations, well over half made their lodging reservations within that window as well.
  - 66% started talking about trip (vs. 71% in 2015)
  - 60% chose Lee County for trip (vs. 65% in 2015)
  - 58% made lodging reservation (vs. 56% in 2015)

- Almost nine out of ten fall visitors claim to have visited one or more websites when planning their trip to Lee County (86%). Visitors most often mention using *airline websites* (42%), followed by *search engines* (27%), *vacation rental websites* (24%), *TripAdvisor* (22%), or *hotel websites* (21%).

- More than half of fall 2016 visitors report that they typically access destination planning information online via a smartphone (57%) or laptop (55%). Somewhat fewer mention using a tablet (42%) or desktop computer (40%).

- The characteristics most likely to influence the decision to visit Lee County in fall 2016 included:
  - *Warm weather (89% vs. 90% in 2015);*
  - *Peaceful/relaxing (84% vs. 86% in 2015);*
  - *White sandy beaches (79% vs. 82% in 2015);*
  - *A safe destination (75% vs. 74% in 2015);*
  - *Clean, unspoiled environment (71% vs. 73% in 2015); and*
  - *Convenient location (67% vs. 70% in 2015).*

Visitor Profile

- As seen last fall, three-fourths of visitors flew to Lee County (74%), and most of those flyers arrived at Southwest Florida International Airport (80%).

- On average, fall 2016 visitors stayed in Lee County for about 9 days. The majority reported they came to Lee County for a vacation (84%). Seven in ten visitors were repeaters (71%) who averaged six trips to Lee County in the past five years.

Visitor Profile (cont'd)

- Half of fall 2016 paid accommodation guests said they were staying in condo/vacation home properties (48%) or hotel/motel/resort/B&B properties (47%), with fewer in RV parks/campgrounds (5%). Nearly all reported that the quality of their lodging either *met their expectations* (55%) or *far exceeded/exceeded their expectations* (39%).

- During their trip, fall visitors enjoyed various activities in Lee County, most commonly: *beaches* (94%), *dining out* (76%), *relaxing* (73%), *shopping* (58%) and *swimming* (55%). Half of fall visitors took a day trip outside of Lee County (51%) while visiting the area, with many venturing to Naples (33%).

- Visitors continued to be highly satisfied with their stay in Lee County. Almost all fall 2016 visitors indicated they were either *very satisfied* (57%) or *satisfied* (37%) with their visit.

- Nine in ten fall visitors indicated they will recommend Lee County to a friend over other areas in Florida (87%, vs. 91% in 2015). Just as many intend to return to Lee County themselves (91%), with almost two-thirds planning to come back next year (63%, vs. 66% in 2015).

- When asked what they liked least about the area, one-third of visitors cited *traffic* as a negative aspect of their trip (30%), followed by: *insects* (12%), *high prices* (10%), *beach seaweed* (8%), and *water quality* (8%).

- The demographic composition of Fall 2016 visitors can be summarized as follows:
  - 52 years of age on average
  - $101,200 household income on average
  - 73% married
  - 41% traveling as a couple
  - 29% traveling as a family
  - 80% traveling *without* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights saw an increase of 3.7% from fall 2015 to 2016, and *occupied* room nights rose 2.1%. Hotel/motel/resort and RV park/campground *available* room nights increased (+1.6% and +15.5%, respectively) while condo/vacation home available room nights decreased (-3.6%). RV parks/campgrounds experienced significant growth in *occupied* room nights, whereas hotel/motel/resort and condo/vacation homes saw a decline.

Fall Season	Occupied Room Nights			Available Room Nights		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	692,461	679,474	-1.9%	1,025,905	1,042,070	1.6%
Condo/Cottage/Vacation Home	241,370	227,546	-5.7%	398,826	384,569	-3.6%
RV Park/Campground	266,937	318,773	19.4%	427,864	493,994	15.5%
Total	**1,200,768**	**1,225,793**	**2.1%**	**1,852,595**	**1,920,633**	**3.7%**

- Consequently, the industry-wide average occupancy rate in Lee County for the fall season decreased 1.5% year-over-year. When compared with last fall, hotels/motels/resorts and condos/vacation homes experienced a decrease in average occupancy rate (-3.4% and -2.2%, respectively), while RV parks/campgrounds experienced an increase (3.4%).
- Lee County's average daily rate for the fall season saw no notable change year-over-year. RV parks/campgrounds experienced the largest increase (12.6%), and condos/vacation homes experienced modest gains in ADR when compared with last year. Hotels/motels/resorts reported relatively flat ADRs when compared to fall 2015 (-0.9%).
- The slight decrease in both average occupancy rate and ADR translated to a -2.4% decline in RevPAR from fall 2015 to 2016. However, RevPAR increases were favorable for the condo/vacation homes and RV parks/campgrounds categories.

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	67.5%	65.2%	-3.4%	$133.62	$132.35	-0.9%	$90.19	$86.30	-4.3%
Condo/Cottage/Vacation Home	60.5%	59.2%	-2.2%	$176.39	$186.28	5.6%	$106.75	$110.22	3.2%
RV Park/Campground	62.4%	64.5%	3.4%	$50.13	$56.43	12.6%	$31.28	$36.42	16.4%
OVERALL	**64.8%**	**63.8%**	**-1.5%**	**$123.66**	**$122.62**	**-0.8%**	**$80.15**	**$78.26**	**-2.4%**

Lodging Industry Assessments (cont'd)

- According to reports from Lee County property managers, reservations as of mid-January for the 2017 winter season (January, February, and March) suggest that business will not be as strong as last winter. While nearly half of managers responding in early January noted that their total level of reservations for the winter season are *up* (15%) over the same period last year or the *same* (33%) as last year, 48% claim that their reservations are *down*.

Fall 2016 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
Fall Season	**2015**	**2016**	**2015**	**2016**
Paid Accommodations	65%	67%	723,025	745,398
Friends/Relatives	35%	33%	394,689	362,598
Total Visitation			**1,117,714**	**1,107,996**

Total Visitor Expenditures			
Fall Season	**2015**	**2016**	**% Change**
Total Visitor Expenditures	$664,238,744	$655,533,396	-1.3%
Paid Accommodations	$469,499,805	$477,059,099	1.6%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
Fall Season	**2015**	**2016**	**2015**	**2016**
Florida	5%	5%	21,840	24,075
United States	62%	70%	451,360	520,401
Germany	15%	11%	108,949	82,652
Canada	8%	7%	59,427	55,101
UK	9%	4%	63,671	30,612
Other International	5%	8%	38,203	56,632

First-Time/Repeat Visitors to Lee County		
Fall Season	**2015**	**2016**
First-time	26%	27%
Repeat	73%	71%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	**2015**	**2016**	**% Change**	**2015**	**2016**	**% Change**	**2015**	**2016**	**% Change**
Hotel/Motel/Resort/B&B	67.5%	65.2%	-3.4%	$133.62	$132.35	-0.9%	$90.19	$86.30	-4.3%
Condo/Cottage/Vacation Home	60.5%	59.2%	-2.2%	$176.39	$186.28	5.6%	$106.75	$110.22	3.2%
RV Park/Campground	62.4%	64.5%	3.4%	$50.13	$56.43	12.6%	$31.28	$36.42	16.4%
OVERALL	**64.8%**	**63.8%**	**-1.5%**	**$123.66**	**$122.62**	**-0.8%**	**$80.15**	**$78.26**	**-2.4%**

Calendar YTD 2016 Lee County Snapshot

Total Calendar Year Visitation	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	61%	63%	3,023,021	3,009,619
Friends/Relatives	39%	37%	1,895,742	1,799,058
Total Visitation			**4,918,763**	**4,808,677**

Total Visitor Expenditures	2015	2016	% Change
Total Visitor Expenditures	$2,997,115,778	$3,035,179,670	1.3%
Paid Accommodations	$2,098,652,554	$2,158,616,806	2.9%

Visitor Origin - Visitors Staying in Paid Accommodations	%		Visitor Estimates	
	2015	2016	2015	2016
Florida	8%	8%	176,539	183,942
US	74%	73%	2,240,688	2,210,778
Germany	9%	11%	272,590	322,609
Canada	6%	6%	196,265	174,572
UK	6%	5%	177,183	157,813
Other International	5%	5%	136,295	143,847

First-Time/Repeat Visitors to Lee County	2015	2016
First-time	31%	30%
Repeat	67%	68%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	71.7%	70.4%	-1.9%	$154.15	$156.20	1.3%	$110.57	$109.89	-0.6%
Condo/Cottage/Vacation Home	67.1%	66.9%	-0.4%	$200.76	$209.08	4.1%	$134.71	$139.79	3.8%
RV Park/Campground	56.0%	55.7%	-0.6%	$54.48	$56.84	4.3%	$30.53	$31.65	3.7%
OVERALL	**67.1%**	**66.0%**	**-1.7%**	**$144.68**	**$146.47**	**1.2%**	**$97.10**	**$96.67**	**-0.4%**

Visitor Profile Analysis
Fall 2016

A total of 926 interviews were conducted with visitors in Lee County during the Fall months of October, November, and December 2016. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

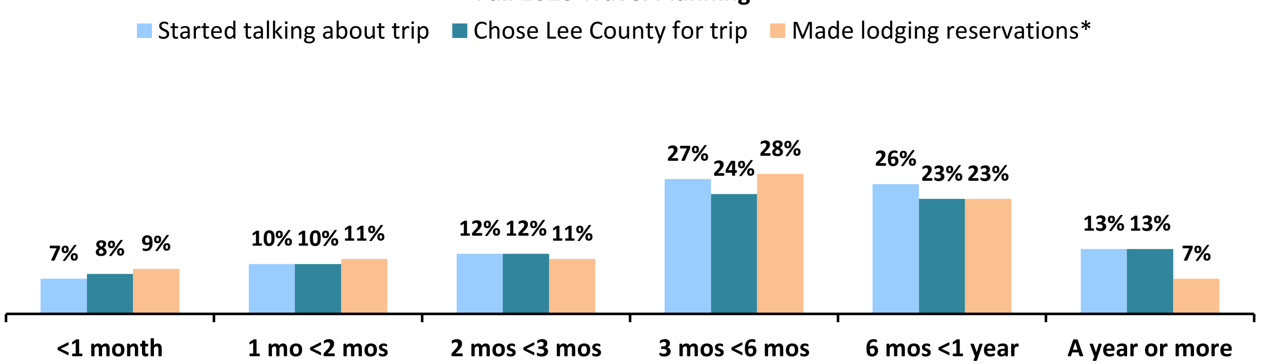
A total of 937 interviews were conducted with visitors in Lee County during the fall months of October, November, and December 2015. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations*	
Fall Season	**2015**	**2016**	**2015**	**2016**	**2015**	**2016**
	A	**B**	**A**	**B**	**A**	**B**
Total Respondents	**937**	**926**	**937**	**926**	**518***	**497***
Less than 3 months (NET)	25%	29%	28%	30%	32%	31%
<1 month	5%	7%	6%	8%	6%	9%
1 month - <2 months	8%	10%	10%	10%	13%	11%
2 months - <3 months	13%	12%	11%	12%	13%	11%
3 months or more (NET)	71%b	66%	65%b	60%	56%	58%
3 months - <6 months	28%	27%	27%	24%	29%	28%
6 months - <1 year	27%	26%	23%	23%	20%	23%
A year or more	16%	13%	15%	13%	7%	7%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	8%	6%
No Answer	4%	5%	7%	10%a	4%	4%

Q3a: When did you "start talking" about going on this trip?
Q3b: When did you choose Lee County for this trip?
Q3c: When did you make lodging reservations for this trip?

Fall 2016 Travel Planning



* Base: Among those staying in paid accommodations

THE BEACHES OF FORT MYERS AND SANIBEL

Travel Planning

Devices Used to Access Destination Planning Information		
	2015	2016
Fall Season	A	B
Total Respondents	**937**	**926**
Any (NET)	97%	96%
Smartphone	52%	57%a
Laptop computer	55%	55%
Tablet	45%	42%
Desktop computer	41%	40%
E-Reader	3%	3%
Other portable device	2%	1%
None of these	3%	3%
No Answer	<1%	1%

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

Travel Websites Visited		
	2015	2016
Fall Season	A	B
Respondents who used a device to plan	**907**	**893**
Visited websites (net)	86%	86%
Airline websites	45%	42%
Search engines	28%	27%
Vacation rental websites	21%	24%
Trip Advisor	22%	22%
Hotel websites	22%	21%
Booking websites	26%b	20%
Visit Florida	12%b	8%
Facebook	7%	8%
www.FortMyers-Sanibel.com	10%b	7%
AAA	5%	6%
Other	10%	9%
None/Didn't visit websites	13%	13%
No Answer	1%	2%

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

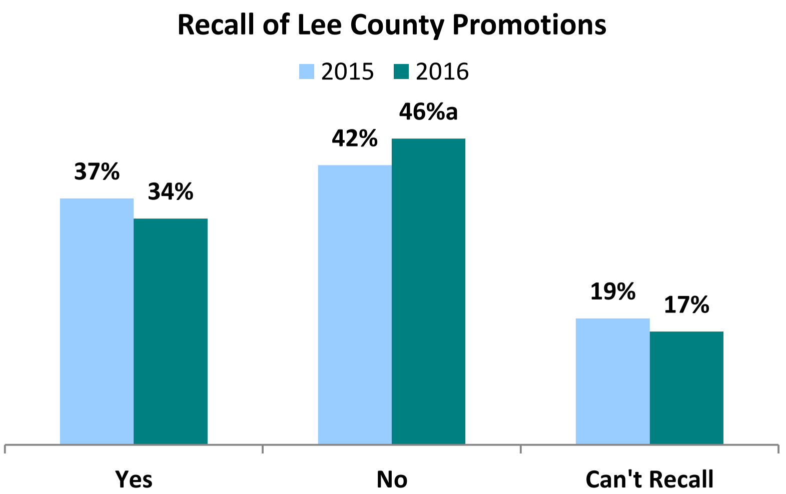
Travel Planning

Travel Information Requested		
	2015	2016
Fall Season	A	B
Total Respondents	**937**	**926**
Requested information (NET)	24%	24%
Hotel website	9%	11%
Call hotel	4%	8%a
VCB website	5%	4%
Visitor Guide	4%b	2%
E-Newsletter	1%	1%
Call local Chamber of Commerce	<1%	1%
Call VCB	<1%	1%
Magazine Reader Services Card	<1%	<1%
Other	9%	7%
None/Did not request information	71%	69%
No Answer	4%	7%a

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

Recall of Lee County Promotions		
	2015	2016
Fall Season	A	B
Total Respondents	**937**	**926**
Yes	37%	34%
No	42%	46%a
Can't Recall	19%	17%
No Answer	2%	2%

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

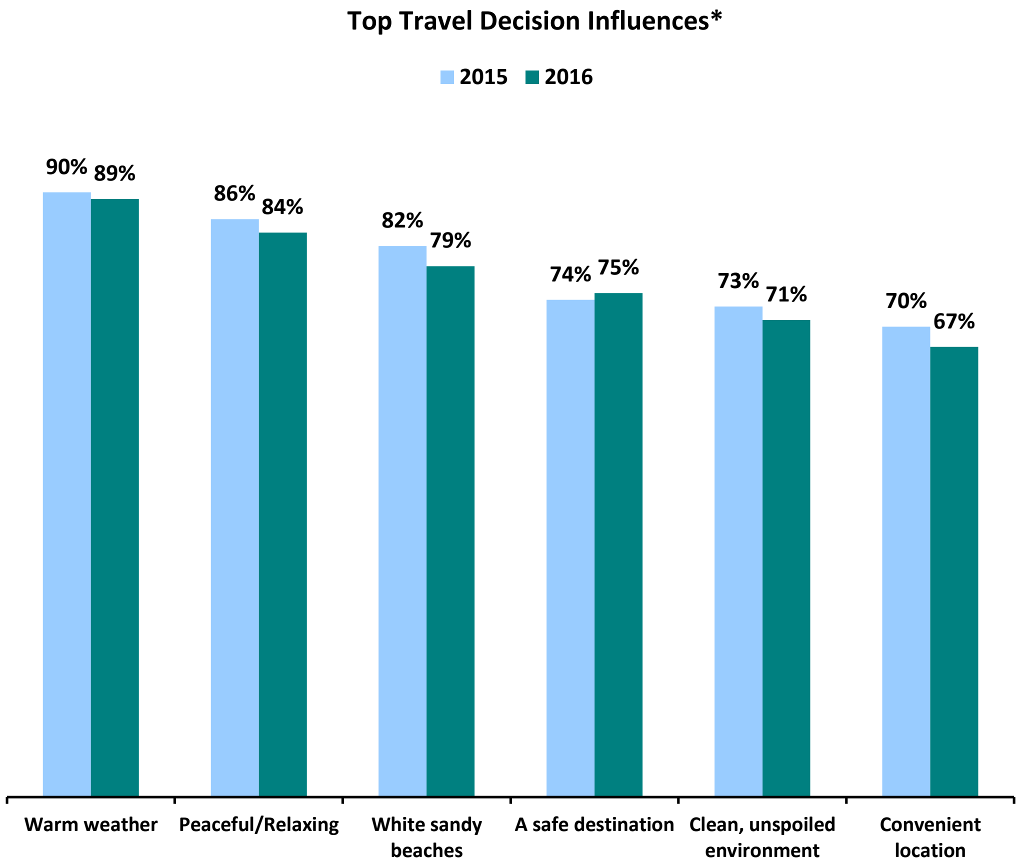


Travel Planning

Travel Decision Influences*		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Warm weather	90%	89%
Peaceful/Relaxing	86%	84%
White sandy beaches	82%	79%
A safe destination	74%	75%
Clean, unspoiled environment	73%	71%
Convenient location	70%	67%
Good value for the money	61%	62%
Plenty to see and do	62%	59%
Affordable dining	55%	55%
Reasonably priced lodging	53%	51%
A "family" atmosphere	50%	49%
Upscale accommodations	48%b	43%

Q9: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

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



Trip Profile

Mode of Transportation

Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Fly	76%	74%
Drive a personal vehicle	17%	19%
Drive a rental vehicle	5%	4%
Drive an RV	2%	2%
Travel by bus	<1%	<1%
Other/No Answer	<1%	<1%

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

Frequency of Using SWFL Int'l (Past Year)

Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
<u>One or more trips (NET)</u>	<u>65%b</u>	<u>60%</u>
1 trip	38%	36%
2 to 3 trips	22%	18%
4 to 5 trips	3%	3%
6 or more trips	2%	3%
None/No Answer	35%	40%a

Q40: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

Airport Used

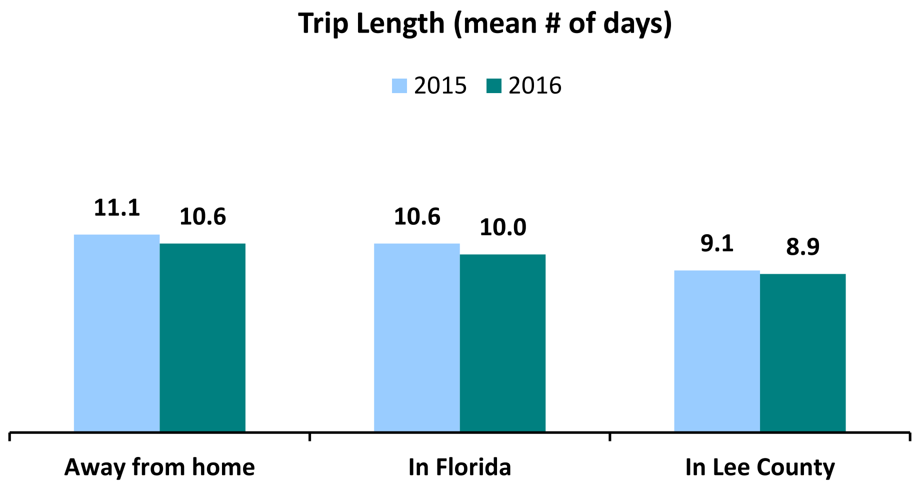
Fall Season	2015	2016
	A	B
Respondents Who Flew	**708**	**689**
SW Florida Int'l (Fort Myers)	81%	80%
Punta Gorda	5%	8%a
Miami Int'l	5%	4%
Ft. Lauderdale Int'l	2%	3%
Tampa Int'l	2%	3%
Orlando Int'l	2%	2%
Other/No Answer	2%	1%

Q2: At which Florida airport did you land?

Trip Profile

Trip Length Mean # of Days		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Away from home	11.1	10.6
In Florida	10.6	10.0
In Lee County	9.1	8.9

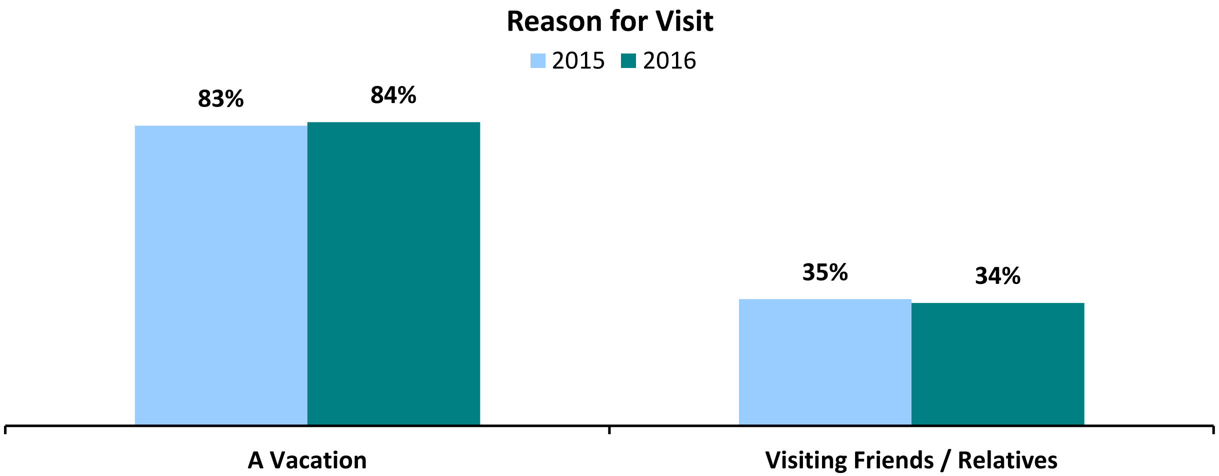
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
A Vacation	83%	84%
Visiting Friends/Relatives	35%	34%
Personal Business	2%	3%
Sporting Event(s)	2%	2%
A Conference/Meeting	1%	1%
A Convention/Tradeshow	<1%	<1%
Other Business Trip	1%	1%
Other/No Answer	2%	2%

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



Trip Profile

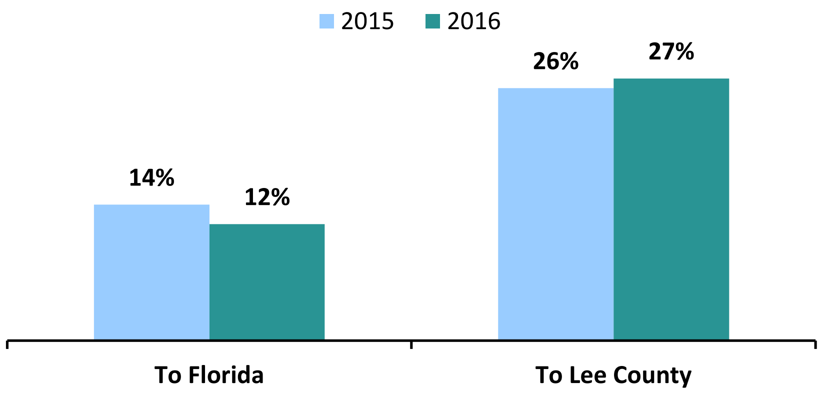
First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
Fall Season	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**937**	**926**	**22****	**23****	**481**	**524**	**285**	**235**
First-time visitor	26%	27%	N/A	N/A	18%	22%	44%	41%
Repeat visitor	73%	71%	N/A	N/A	81%	77%	55%	55%
No Answer	1%	3%	N/A	N/A	1%	1%	1%	4%

Q15: Is this your first visit to Lee County?
**Note: Small sample size (N<70). Please interpret results with caution.*
***N/A: Insufficient number of responses for statistical analysis (N<30).*

First Time Visitors to Florida		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Yes, first-time visitor	14%	12%
No	82%	83%
No answer	2%	2%
*FL Residents**	2%	3%

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

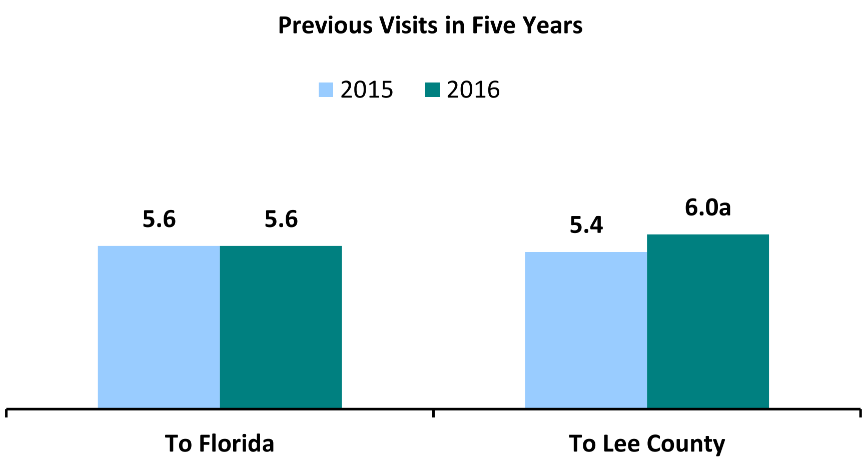
First Time Visitors



Trip Profile

Previous Visits in Five Years				
Fall Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2015	2016	2015	2016
	A	B	A	B
Base: Repeat Visitors	**770** (FL res. excl)	**773** (FL res. excl)	**680**	**656**
Number of visits	5.6	5.6	5.4	6.0a

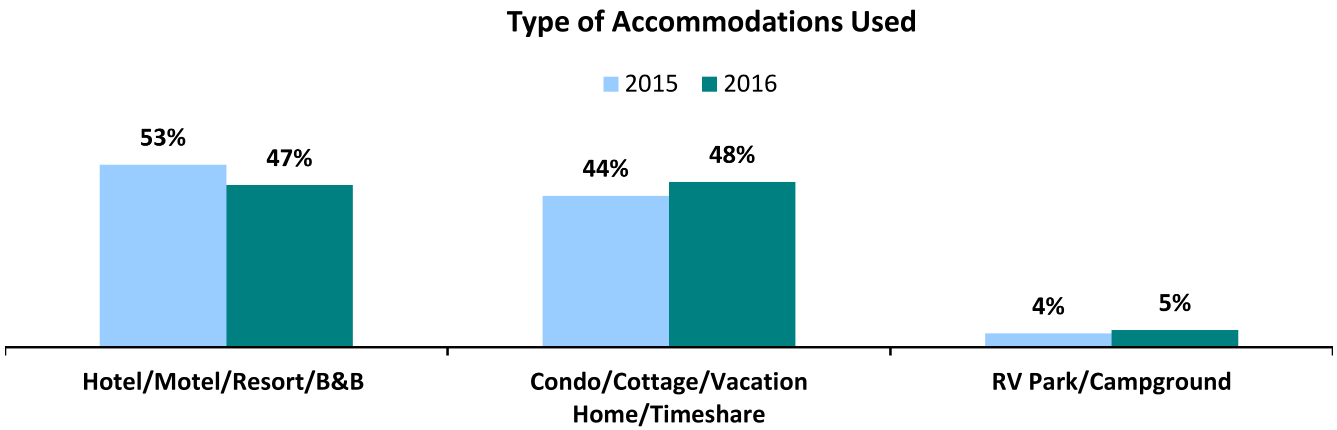
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used		
Fall Season	2015	2016
	A	B
Base: Total respondents staying in paid accommodations	**518**	**497**
Hotel/Motel/Resort/B&B (NET)	**53%**	**47%**
At a hotel/motel/historic inn	30%	27%
At a resort	23%	19%
At a Bed and Breakfast	<1%	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**44%**	**48%**
RV Park/Campground (NET)	**4%**	**5%**

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



Trip Profile

Quality of Accommodations		
Fall Season	2015	2016
	A	B
Base: Total respondents staying in paid accommodations	**518**	**497**
Far exceeded/Exceeded expectations	35%	39%
Met your expectations	61%	55%
Did not meet/Far below expectations	2%	4%
No Answer	2%	3%

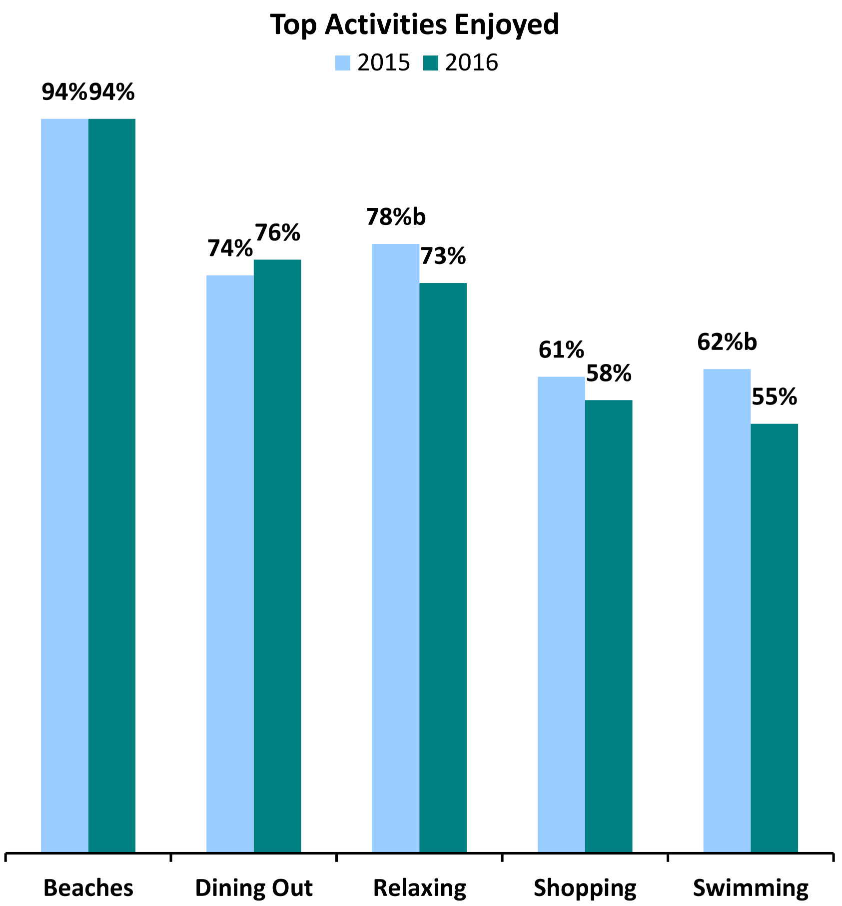
Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Base: Total respondents staying in paid accommodations	**175**	**161**	**334**	**326**	**319**	**340**	**192**	**147**
Far exceeded/Exceeded expectations	26%	38%a	40%	40%	39%	43%	29%	30%
Met your expectations	69%b	53%	57%	54%	57%	51%	66%	61%
Did not meet/Far below expectations	3%	3%	2%	4%	3%	4%	2%	4%
No Answer	3%	6%	2%	2%	1%	1%	4%	5%

Trip Activities

Activities Enjoyed		
Fall Season	**2015**	**2016**
	A	**B**
Total Respondents	**937**	**926**
Beaches	94%	94%
Dining Out	74%	76%
Relaxing	78%b	73%
Shopping	61%	58%
Swimming	62%b	55%
Visiting Friends/Relatives	37%	38%
Sightseeing	39%b	34%
Shelling	35%	34%
Watching Wildlife	24%	24%
Bicycle Riding	20%	22%
Exercise/Working Out	20%	22%
Photography	21%	19%
Bars/Nightlife	16%	17%
Attractions	21%b	16%
Golfing	16%	15%
Birdwatching	19%b	14%
Boating	12%	12%
Fishing	12%	10%
Miniature Golf	10%	9%
Kayaking/Canoeing	8%	6%
Guided Tour	5%	4%
Cultural Events	4%	4%
Tennis	3%	4%
Parasailing/Jet Skiing	3%	3%
Sporting Event	4%	3%
Scuba Diving/Snorkeling	2%	1%
Other	3%	3%
No Answer	1%	1%

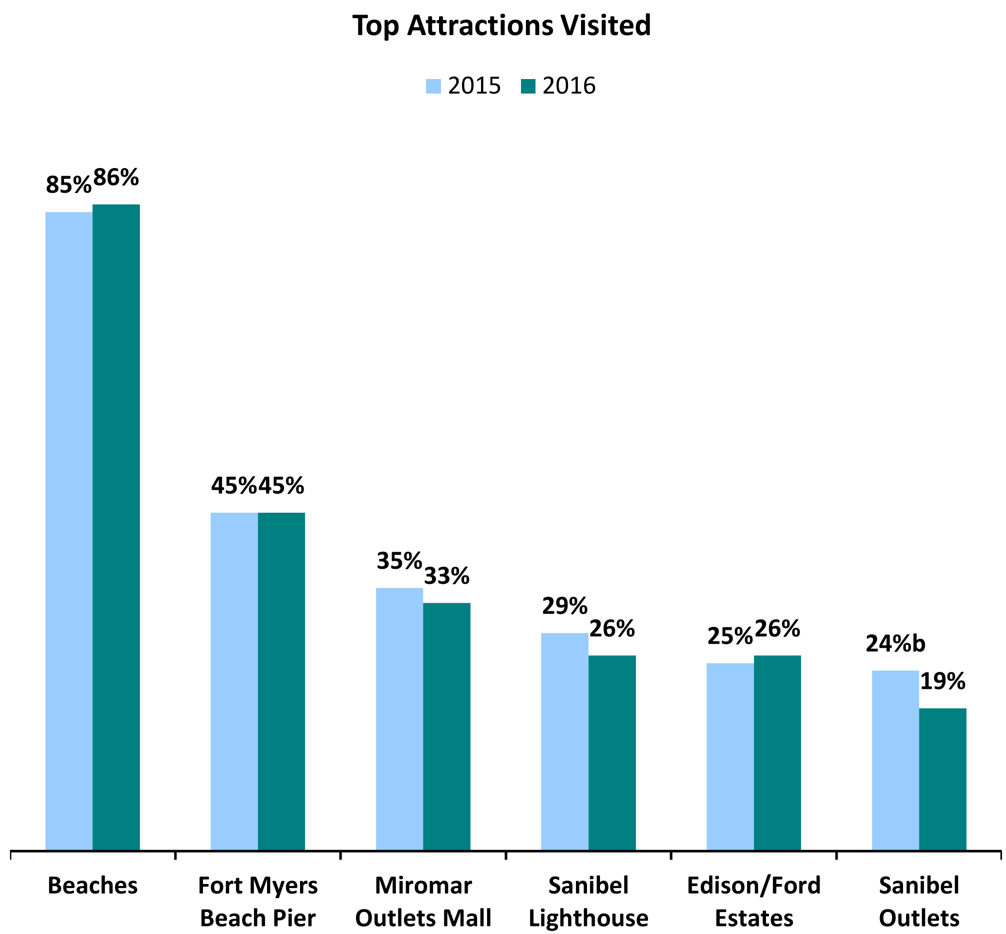
Q23: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

Attractions Visited		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Beaches	85%	86%
Fort Myers Beach Pier	45%	45%
Miromar Outlets Mall	35%	33%
Sanibel Lighthouse	29%	26%
Edison/Ford Estates	25%	26%
Sanibel Outlets	24%b	19%
Bell Tower Shops	13%	12%
Periwinkle Place	11%	12%
Ding Darling National Wildlife Refuge	14%b	11%
Coconut Point Mall	13%	11%
Shell Factory and Nature Park	11%	10%
Gulf Coast Town Center	13%b	10%
Edison Mall	10%b	7%
Manatee Park	4%	5%
Bailey-Matthews Shell Museum	3%	2%
Broadway Palm Dinner Theater	2%	2%
Barbara B. Mann Performing Arts Hall	1%	2%a
Babcock Wilderness Adventures	1%	1%
Other	6%	4%
None/No Answer	5%	7%

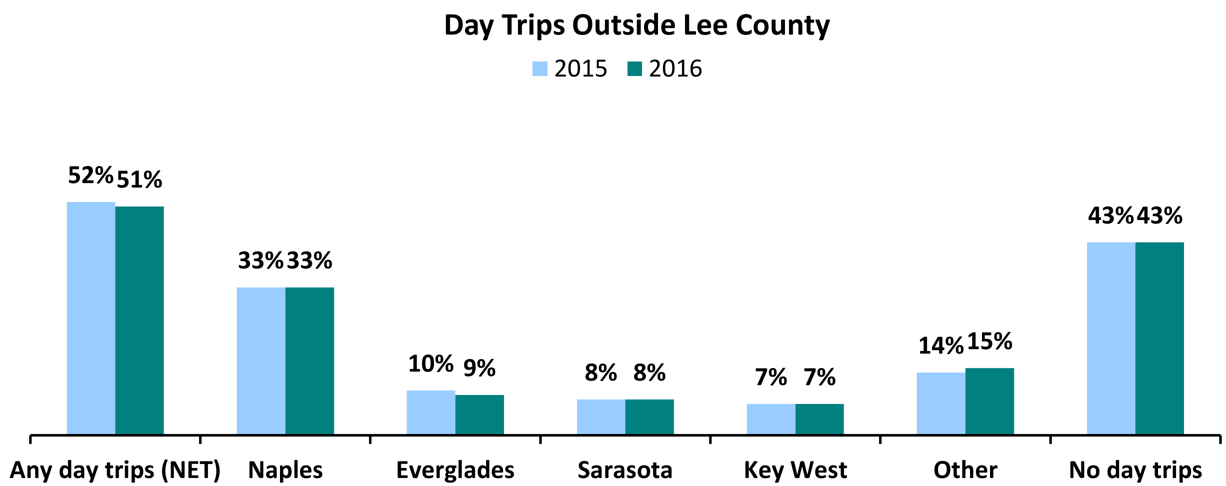
Q24: On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

Day Trips Outside Lee County		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Any day trips (NET)	52%	51%
Naples	33%	33%
Everglades	10%	9%
Sarasota	8%	8%
Key West	7%	7%
Other	14%	15%
No day trips	43%	43%
No Answer	14%	15%

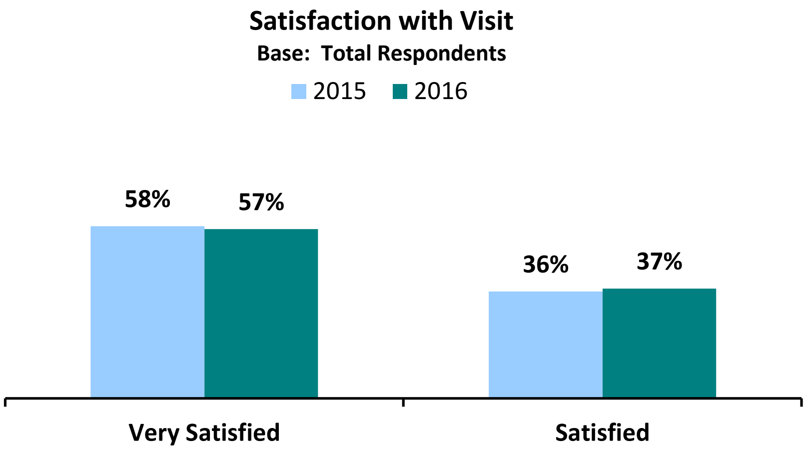
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Very Satisfied/Satisfied	94%	94%
Very Satisfied	58%	57%
Satisfied	36%	37%
Neither	2%	1%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/No Answer	4%	5%

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



Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**243**	**246**	**680**	**656**	**640**	**671**	**285**	**235**
Very Satisfied/Satisfied	92%	90%	95%	95%	94%	94%	95%	92%
Very Satisfied	36%	36%	67%	65%	64%	63%	49%	42%
Satisfied	57%	54%	28%	30%	31%	32%	47%	51%

Future Plans

Likelihood to Recommend/Return to Lee County		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Likely to Recommend Lee County	91%b	87%
Likely to Return to Lee County	90%	91%
Base: Total Respondents Planning to Return	**844**	**845**
Likely to Return Next Year	66%	63%

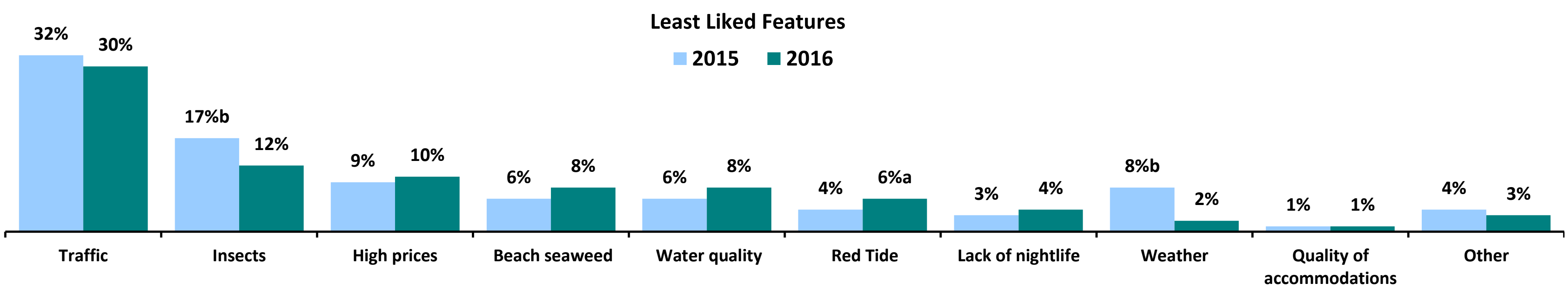
Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?

Ratings by Subgroup	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**243**	**246**	**680**	**656**	**640**	**671**	**285**	**235**
Likely to Recommend Lee County	87%	82%	92%	90%	90%	88%	92%	88%
Likely to Return to Lee County	80%	80%	94%	95%	91%	92%	88%	91%
Base: Total Respondents Planning to Return	**195**	**197**	**636**	**625**	**583**	**614**	**252**	**214**
Likely to Return Next Year	45%b	35%	72%	72%	69%	67%	61%	52%

Lee County Experience

Least Liked Features		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Traffic	32%	30%
Insects	17%b	12%
High prices	9%	10%
Beach seaweed	6%	8%
Water quality	6%	8%
Red Tide	4%	6%a
Lack of nightlife	3%	4%
Weather	8%b	2%
Quality of accommodations	1%	1%
Other	4%	3%
Nothing/No Answer (NET)	37%	44%a

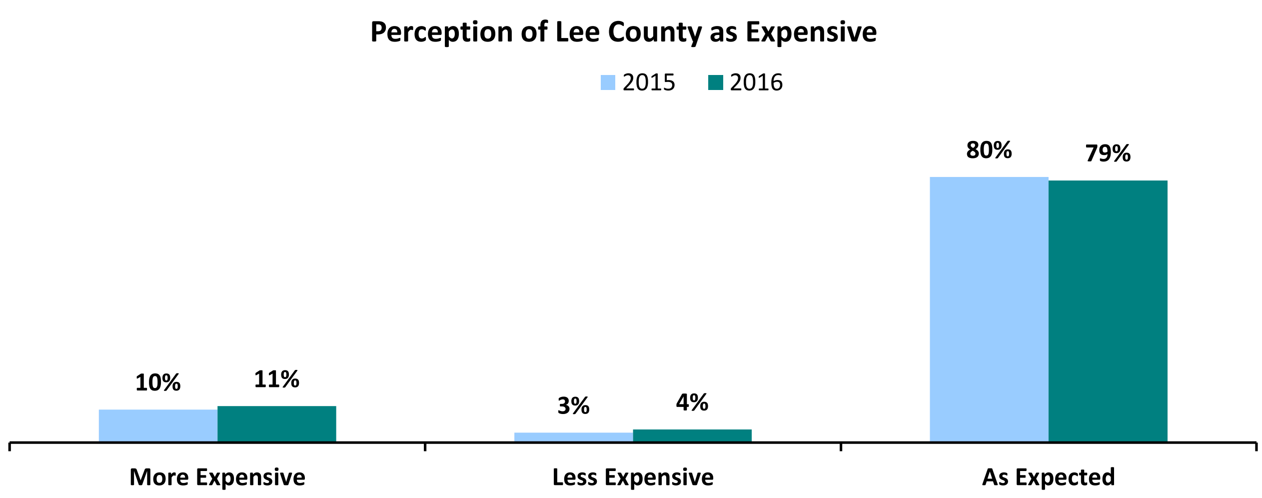
Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Lee County Experience

Perception of Lee County as Expensive		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
More Expensive	10%	11%
Less Expensive	3%	4%
As Expected	80%	79%
Don't know/No Answer (NET)	6%	7%

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



Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Age of respondent (mean)	51.6	52.4
Annual household income (mean)	$102,500	$101,200
Martial Status		
Married	73%	73%
Single	12%	13%
Other	12%	11%
Vacations per year (mean)	3.1	3.1
Short getaways per year (mean)	3.8	3.7

Q37: What is your age, please?
Q39: What is your total annual household income before taxes?
Q36: Are you: Married/Single/Other
Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q34: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Travel Party		
Fall Season	2015	2016
	A	B
Total Respondents	**937**	**926**
Couple	44%	41%
Family	29%	29%
Group of couples/friends	14%	14%
Single	10%	10%
Mean travel party size	2.9	3.1
Mean adults in travel party	2.6	2.7

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

Travel Parties with Children		
Fall Season	2016	2015
	A	B
Total Respondents	**937**	**926**
Traveling with any Children (NET)	19%	20%
Any younger than 6	9%	8%
Any ages 6-11	7%	9%
Any 12-17 years old	8%	11%a
No Children	81%	80%

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

Visitor Origin and Visitation Estimates

Total Visitation

	%		Visitor Estimates		
Fall Season	2015	2016	2015	2016	% Change
Paid Accommodations	65%	67%	723,025	745,398	3.1%
Friends/Relatives	35%	33%	394,689	362,598	-8.1%
Total Visitation			**1,117,714**	**1,107,996**	**-0.9%**

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Fall Season	2015	2016	2015	2016	
Country of Origin					
United States	62%	70%	451,360	520,401	+
Germany	15%	11%	108,949	82,652	-
Canada	8%	7%	59,427	55,101	-
UK	9%	4%	63,671	30,612	-
Scandinavia	2%	4%	16,979	29,081	+
France	<1%	1%	1,415	6,122	+
BeNeLux	1%	1%	9,904	4,592	-
Latin America	<1%	1%	1,415	4,592	+
Switzerland	<1%	1%	2,830	4,592	+
Austria	<1%	<1%	1,415	3,061	+
Ireland	<1%	0%	1,415	0	-
Other international	1%	1%	2,830	4,592	+

U.S. Region of Origin	2015	2016	2015	2016	Direction of Change
Florida	5%	5%	21,840	24,075	+
South (including Florida)	19%	24%	83,720	124,081	+
Midwest	52%	48%	236,600	251,867	+
Northeast	25%	21%	111,020	109,266	-
West	4%	7%	20,020	35,187	+

Fall 2016 Top DMAs (Paid Accommodations)

Minneapolis-Saint Paul	6%	31,483
Indianapolis	6%	29,631
New York	5%	27,779
Cleveland-Akron (Canton)	5%	27,779
Chicago	5%	25,927
Cincinnati	4%	22,224
Boston (Manchester, NH)	4%	20,372
Philadelphia	3%	14,816
Tampa-Saint Petersburg (Sarasota)	2%	12,964
Denver	2%	12,964
Detroit	2%	12,964

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2016 percentages.

Occupancy Data Analysis
Fall 2016

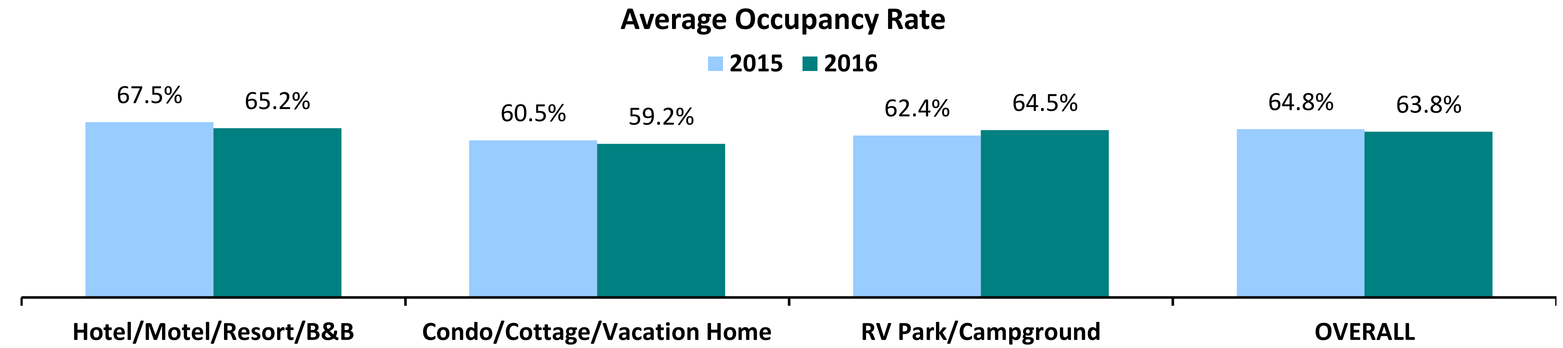
For the 2016 fall season, property managers were interviewed in January 2017 to provide data for each specific month of the season (October, November, December 2016).

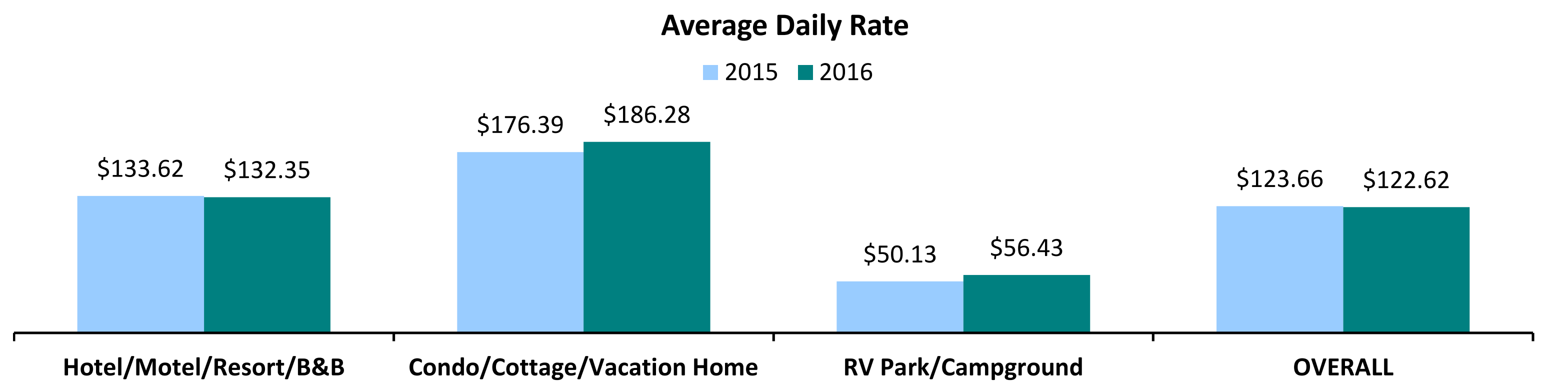
For the 2015 fall season, property managers were interviewed in January 2016 to provide data for each specific month of the season (October, November, December 2015).

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	67.5%	65.2%	-3.4%	$133.62	$132.35	-0.9%	$90.19	$86.30	-4.3%
Condo/Cottage/Vacation Home	60.5%	59.2%	-2.2%	$176.39	$186.28	5.6%	$106.75	$110.22	3.2%
RV Park/Campground	62.4%	64.5%	3.4%	$50.13	$56.43	12.6%	$31.28	$36.42	16.4%
OVERALL	**64.8%**	**63.8%**	**-1.5%**	**$123.66**	**$122.62**	**-0.8%**	**$80.15**	**$78.26**	**-2.4%**

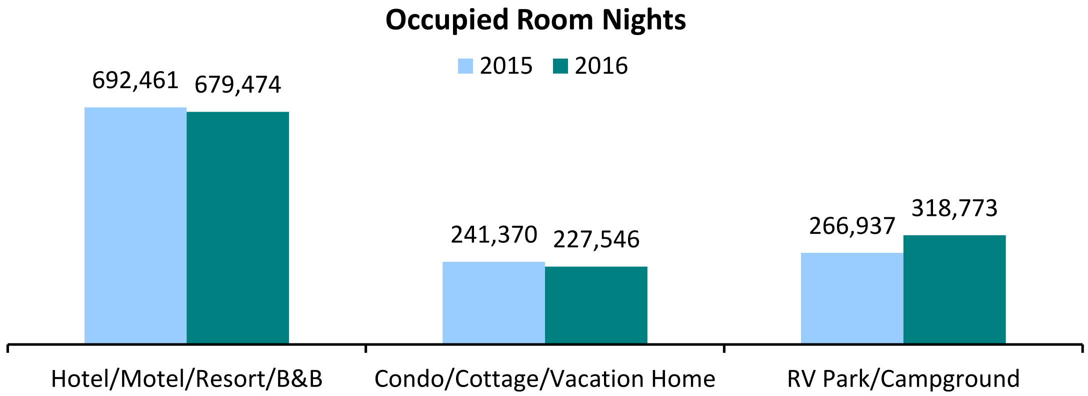
Q16: What was your overall average occupancy rate for the month of [October/November/December]?
Q17: What was your average daily rate (ADR) in [October/November/December]?

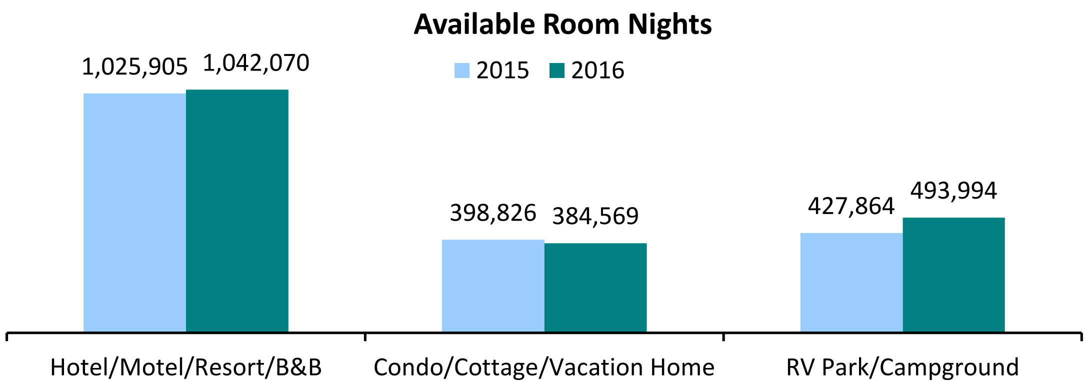




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
Fall Season	**2015**	**2016**	**% Change**	**2015**	**2016**	**% Change**
Hotel/Motel/Resort/B&B	692,461	679,474	-1.9%	1,025,905	1,042,070	1.6%
Condo/Cottage/Vacation Home	241,370	227,546	-5.7%	398,826	384,569	-3.6%
RV Park/Campground	266,937	318,773	19.4%	427,864	493,994	15.5%
Total	**1,200,768**	**1,225,793**	**2.1%**	**1,852,595**	**1,920,633**	**3.7%**



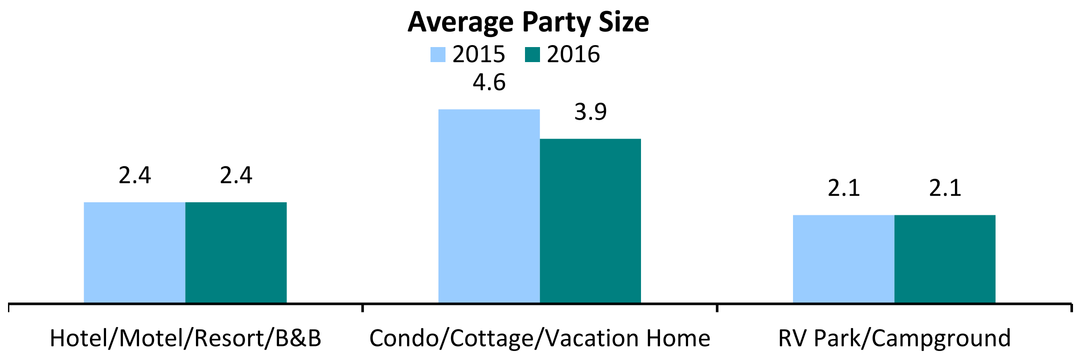


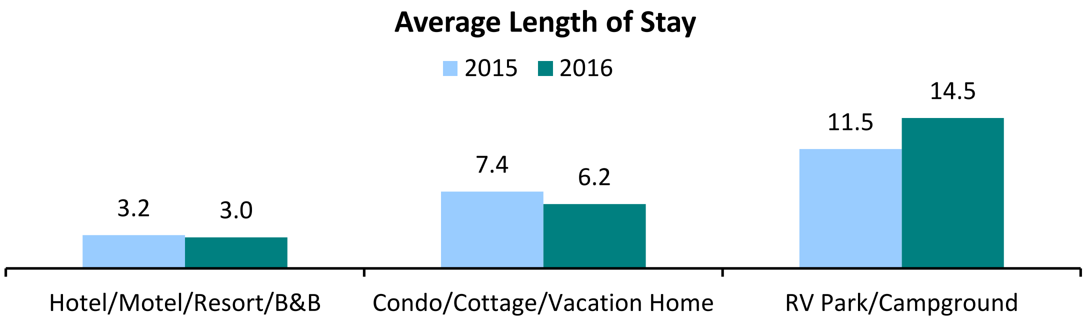
Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Fall Season	**2015**	**2016**	**% Change**	**2015**	**2016**	**% Change**
Hotel/Motel/Resort/B&B	2.4	2.4	-0.5%	3.2	3.0	-7.6%
Condo/Cottage/Vacation Home	4.6	3.9	-14.0%	7.4	6.2	-16.3%
RV Park/Campground	2.1	2.1	-0.1%	11.5	14.5	26.7%
Average	**2.8**	**2.6**	**-6.1%**	**4.6**	**4.3**	**-7.0%**

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

Note: Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.

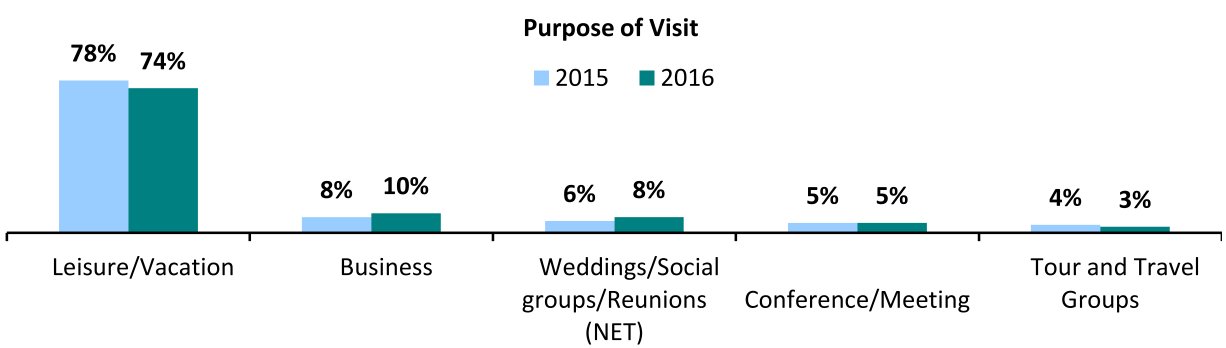




Lodging Management Estimates

Guest Profile		
Fall Season	**2015**	**2016**
	A	**B**
Total Number of Responses	**94**	**89**
Purpose of Visit		
Leisure/Vacation	78%	74%
Business	8%	10%
Weddings/Social groups/Reunions (NET)	6%	8%
Conference/Meeting	5%	5%
Tour and Travel Groups	4%	3%

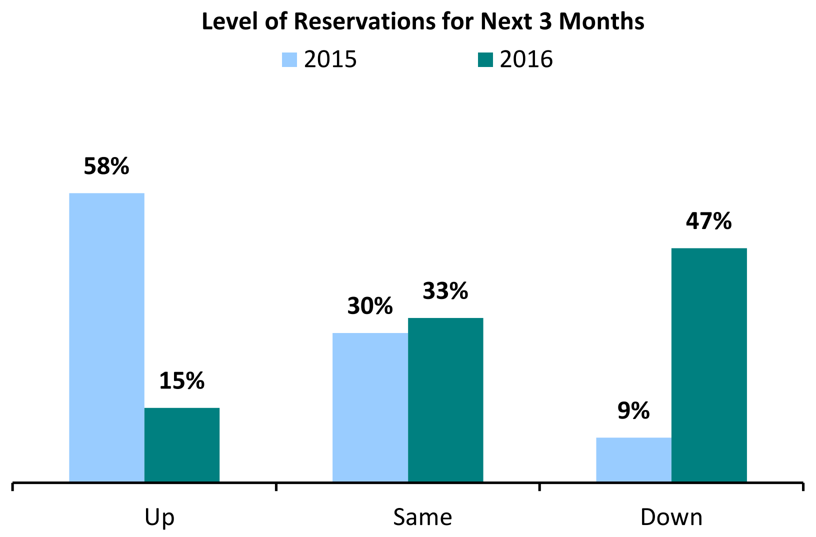
Q22: What percent of your [October/November/December] room/site/unit occupancy do you estimate was generated by:



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Fall Season	**2015**	**2016**
	A	**B**
Total Respondents	**100**	**102**
Up/Same (NET)	88%b	48%
Up	58%b	15%
Same	30%	33%
Down	9%	47%a

Q24: Compared to January, February, and March of 2016, is your property's total level of reservations up, the same or down for January, February, and March of 2017?



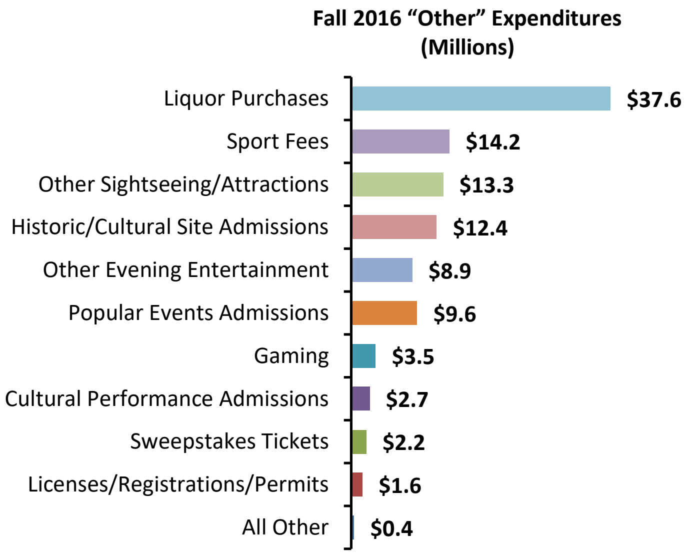
Economic Impact Analysis

Fall 2016

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Fall Season	2015	2016	% Change
TOTAL	$664,238,744	$655,533,396	-1.3%
Food and Beverages	$167,220,330	$164,657,850	-1.5%
Shopping	$181,007,847	$174,726,078	-3.5%
Lodging Accommodations	$148,483,747	$150,306,872	1.2%
Ground Transportation	$61,101,465	$59,419,523	-2.8%
Other	$106,425,355	$106,423,073	0.0%

(Note: Other includes the categories detailed below.)



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

Total Visitor Expenditures by Lodging Type

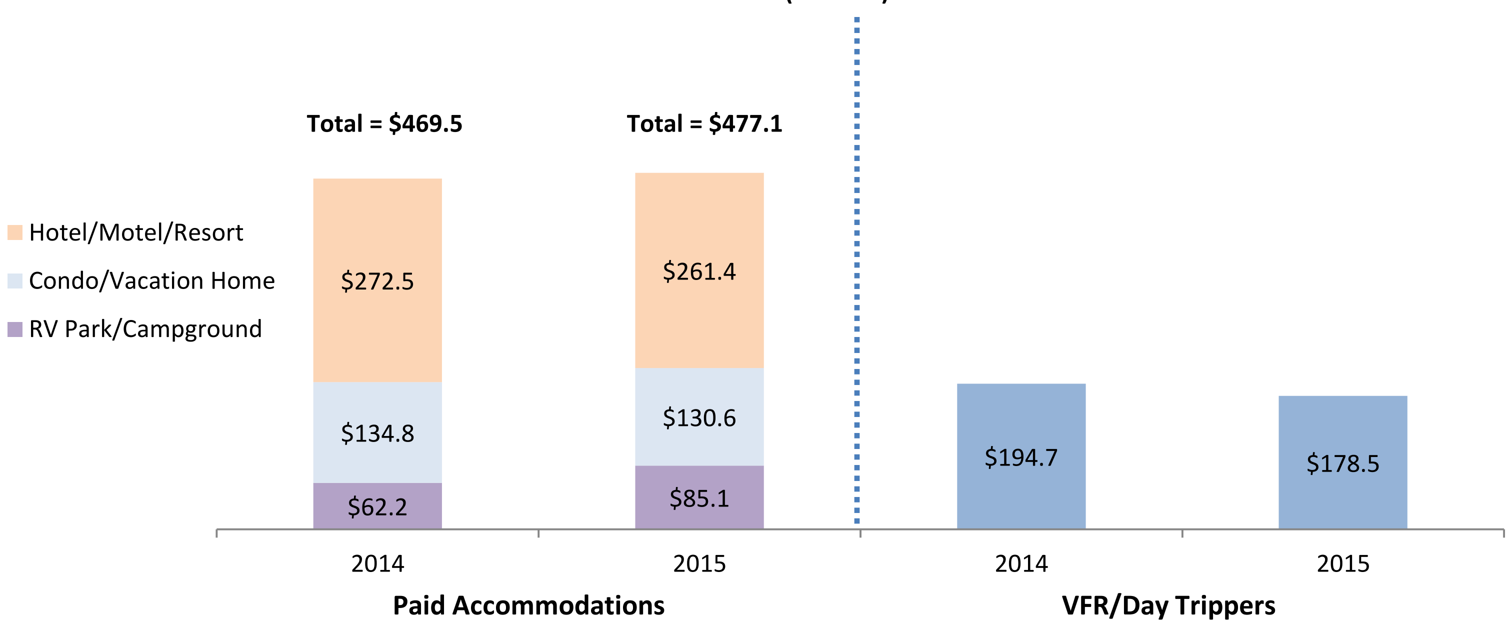
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Fall Season	2015	2016	% Change	2015	2016	% Change
TOTAL	$469,499,805	$477,059,099	1.6%	$194,738,939	$178,474,297	-8.4%
Lodging Accommodations	$148,483,747	$150,306,872	1.2%	$0	$0	-
Food and Beverages	$103,925,956	$105,335,935	1.4%	$63,294,374	$59,321,915	-6.3%
Shopping	$113,752,817	$113,848,939	0.1%	$67,255,030	$60,877,139	-9.5%
Ground Transportation	$40,143,413	$40,036,601	-0.3%	$20,958,052	$19,382,922	-7.5%
Other	$63,193,872	$67,530,752	6.9%	$43,231,483	$38,892,321	-10.0%

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

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Fall Season	2015	2016	% Change	2015	2016
TOTAL	$664,238,744	$655,533,396	-1.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	$194,738,939	$178,474,297	-8.4%	29%	27%
Paid Accommodations	$469,499,805	$477,059,099	1.6%	71%	73%
Hotel/Motel/Resort/B&B	$272,457,813	$261,350,149	-4.1%	41%	40%
Condo/Cottage/Vacation Home	$134,801,731	$130,614,751	-3.1%	20%	20%
RV Park/Campground	$62,240,261	$85,094,199	36.7%	9%	13%

Expenditures by Lodging Type (Millions)



Direct and Indirect Impact of Visitor Expenditures

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

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both 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.

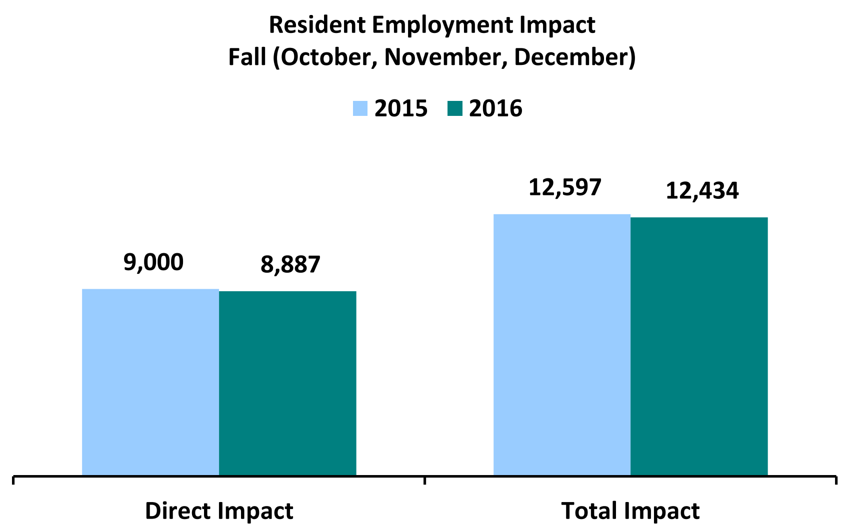
Impact on Jobs for Lee County Residents

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.).



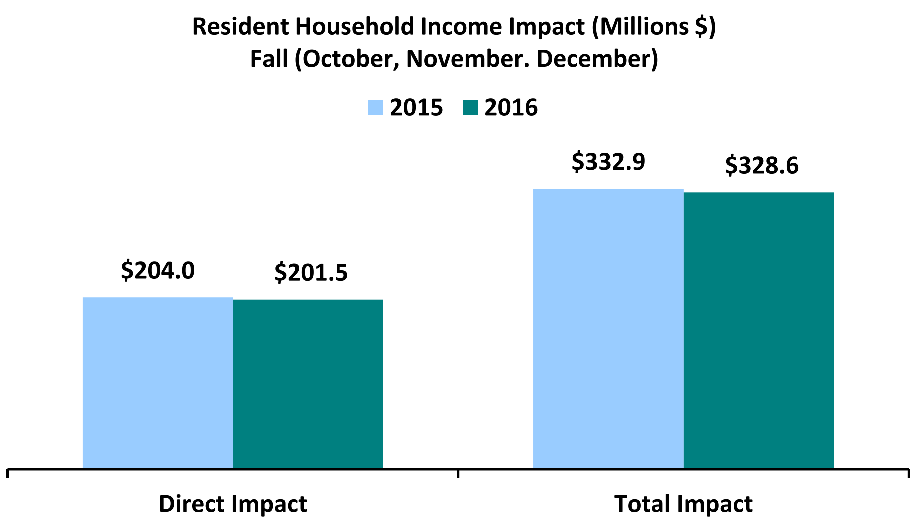
Impact on Household Income for Lee County Residents

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.

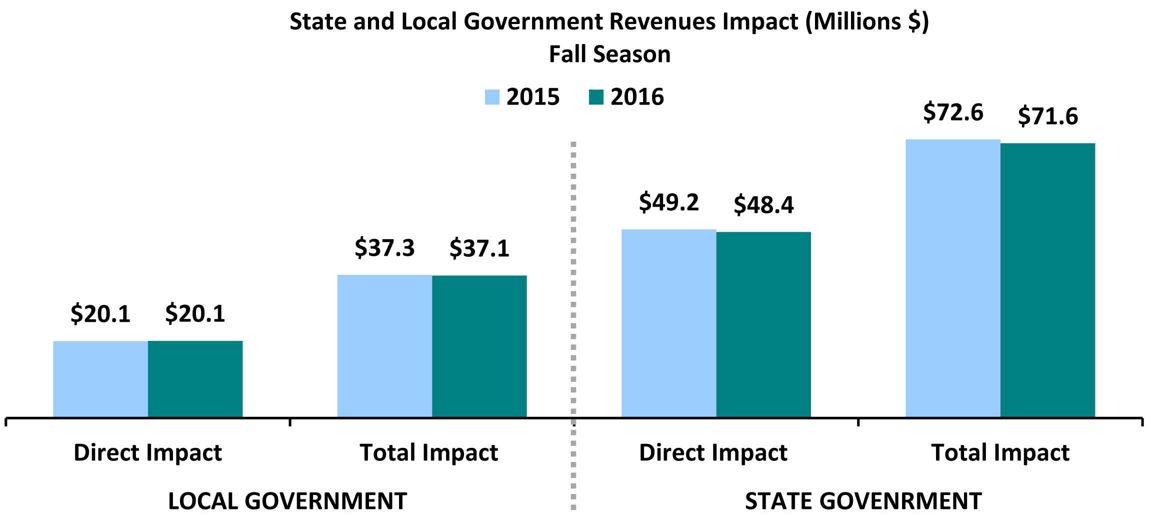
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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
Fall 2016

October 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	10/1/2016	33
Fort Myers Beach	Diamond Head Resort	10/10/2016	11
Fort Myers Beach	Times Square	10/10/2016	23
Sanibel	Lighthouse Beach	10/12/2016	21
Sanibel	Holiday Inn	10/12/2016	10
Fort Myers	Edison Estates	10/15/2016	22
Fort Myers	Centennial Park	10/16/2016	8
Fort Myers Beach	Best Western	10/19/2016	11
Fort Myers Beach	Cane Palm	10/19/2016	6
Fort Myers Beach	Bel-Air	10/19/2016	6
Fort Myers Beach	The Pier	10/19/2016	12
Fort Myers	Edison Estates	10/21/2016	17
Sanibel	Sanibel Inn	10/25/2016	9
Sanibel	Sanibel Surfside	10/25/2016	7
Sanibel	Pelican Roost	10/25/2016	8
Sanibel	Coquina Beach	10/25/2016	8
Fort Myers	Edison Estates	10/26/2016	18
Bonita Springs	Bonita Beach	10/27/2016	28
Estero	Miromar Outlet	10/28/2016	16
Fort Myers	RSW Airport	10/29/2016	33
Total			**307**

November 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Estero	Miromar Outlet	11/4/2016	18
Fort Myers	RSW Airport	11/5/2016	34
Fort Myers Beach	Best Western	11/11/2016	10
Fort Myers Beach	Cane Palm	11/11/2016	7
Fort Myers Beach	Bel-Air	11/11/2016	5
Fort Myers Beach	Sunset Celebration	11/11/2016	16
Sanibel	Loggerhead Cay	11/11/2016	6
Sanibel	Sanibel Inn	11/15/2016	12
Sanibel	Sanibel Moorings	11/15/2016	6
Sanibel	Lighthouse Beach	11/15/2016	14
Fort Myers	Edison Estates	11/18/2016	19
Bonita Springs	Bonita Beach	11/24/2016	28
Fort Myers	Edison Estates	11/25/2016	18
Fort Myers	RSW Airport	11/26/2016	33
Fort Myers	Centennial Park	11/27/2016	8
Fort Myers Beach	Estero Island Beach Club	11/28/2016	8
Fort Myers Beach	Diamond Head Resort	11/28/2016	10
Fort Myers Beach	Neptune Inn	11/28/2016	10
Sanibel	Holiday Inn	11/29/2016	8
Sanibel	Sanibel Surfside	11/29/2016	4
Sanibel	Pointe Santo	11/29/2016	6
Sanibel	Tarpon Beach Resort	11/29/2016	8
Fort Myers	Edison Estates	11/30/2016	19
Total			**307**

December 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	12/3/2016	29
Fort Myers Beach	Best Western	12/6/2016	6
Fort Myers Beach	Winward Passage	12/6/2016	6
Fort Myers Beach	Bel-Air	12/6/2016	4
Fort Myers Beach	The Pier	12/6/2016	8
Sanibel	Sanibel Inn	12/9/2016	8
Sanibel	Sanibel Moorings	12/9/2016	5
Sanibel	Song of the Sea	12/9/2016	5
Sanibel	Lighthouse Beach	12/9/2016	12
Fort Myers	Edison Estates	12/14/2016	19
Fort Myers	RSW Airport	12/17/2016	35
Fort Myers	Centennial Park	12/18/2016	7
Fort Myers	Edison Estates	12/21/2016	18
Bonita Springs	Bonita Beach	12/26/2016	26
Sanibel	Holiday Inn	12/27/2016	12
Sanibel	Sanibel Surfside	12/27/2016	6
Sanibel	Pelican Roost	12/27/2016	5
Sanibel	Pointe Santo	12/27/2016	8
Sanibel	Tarpon Beach Resort	12/27/2016	6
Fort Myers	Edison Estates	12/28/2016	21
Fort Myers Beach	Diamond Head Resort	12/30/2016	10
Fort Myers Beach	Estero Island Beach Club	12/30/2016	8
Fort Myers Beach	Sunset Celebration	12/30/2016	26
Estero	Miromar Outlet	12/30/2016	22
Total			**312**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of January 2017 to gather information about lodging activity during October, November, and December 2016. Information was provided by 106 Lee County lodging properties.

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Lodging Type	Fall 2016 Number of Interviews
Hotel/Motel/Resort/B&Bs	67
Condo/Cottage/Vacation Home/Timeshare	23
RV Park/Campground	16
Total	**106**

Note: Responses to survey questions are not forced, therefore, the number of respondents answering each individual question varies.