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

Spring 2013 Visitor Profile and Occupancy Analysis

August 9, 2013

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

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Executive Summary
Spring 2013
(April, May, and June)

Throughout this report, statistically significant differences between responses for 2012 and 2013 at the 95% confidence level are noted with an A,B lettering system.

For example:

2012 A	2013 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 spring season 2013, Lee County hosted approximately 735,000 visitors staying in paid accommodations and 576,000 staying with friends or relatives while visiting, for an estimated total of 1.3 million visitors.
- Spring 2013 visitation among paid accommodations guests was up significantly from 2012, but visitation among those staying with friends or relatives was down by almost the same amount. As a result, Lee County saw very little change in total visitation versus spring 2012.

Estimated Visitation	Spring 2012	Spring 2013	% Change
Paid Accommodations	646,129	734,693	13.7%
Friends/Relatives	655,054	575,541	-12.1%
Total Visitation	**1,301,183**	**1,310,234**	**0.7%**

Visitor Expenditures

- Spring 2013 visitors spent an estimated $666.5 million during their stay in Lee County, representing modest growth over the same period the prior year ($658.6 million).
- Expenditures among spring 2013 paid accommodations guests amounted to $404.7 million (61% of the total), marking a healthy increase of 6.8% year-over-year. Visitors staying with friends or relatives contributed the remaining $261.9 million – a decline versus a year ago due to the decrease in number of visitors.

Estimated Expenditures	Spring 2012	Spring 2013	% Change
Paid Accommodations	$378,737,635	$404,671,903	6.8%
Friends/Relatives	$279,887,173	$261,850,892	-6.4%
Total Expenditures	**$658,624,808**	**$666,522,795**	**1.2%**

Note: Spring season refers to the period including April, May, and June when referenced throughout this report.

Visitor Origin

- Eight in ten spring 2013 visitors staying in paid accommodations arrived from domestic points of origin (82%). The majority of international visitors staying in paid accommodations came from Germany (7%), followed by Canada and UK (3% each). The incidence of German and Canadian visitors was significantly higher than last year.

- Half of domestic paid accommodations guests came from the Midwest (50%). Almost one-quarter came from the South (23%) and nearly as many from the Northeast (20%). A small minority of guests came from the West (2%).

- The Lee County lodging industry drew the largest proportion of domestic visitors from the New York, Chicago, and Indianapolis DMAs during spring 2013.

Spring 2013 Top DMAs (Paid Accommodations)		
New York	6%	38,208
Chicago	6%	38,208
Indianapolis	6%	33,842
Detroit	5%	27,292
Boston	5%	27,292
Minneapolis-Saint Paul	4%	25,108
Cleveland-Akron	3%	19,650
Miami-Fort Lauderdale	3%	18,558
Columbus, OH	3%	17,467
South Bend-Elkhart	3%	15,283
Milwaukee	3%	15,283

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Spring Season	**2012**	**2013**	**2012**	**2013**	
Country of Origin					
United States	85%	82%	549,669	599,326	9.0%
Germany	4%	7%	22,967	48,033	109.1%
Canada	1%	3%	9,187	25,108	173.3%
UK	3%	3%	18,373	19,650	6.9%
Scandinavia	2%	2%	10,718	13,100	22.2%
France	2%	1%	13,780	6,550	-52.5%
Switzerland	<1%	1%	3,062	6,550	113.9%
Austria	<1%	<1%	1,531	3,275	113.9%
BeNeLux	1%	<1%	9,187	3,275	-64.4%
Ireland	1%	<1%	4,593	1,092	-76.2%
Other International	<1%	1%	3,062	7,642	149.5%
No Answer	-	<1%	-	1,092	-

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Spring Season	**2012**	**2013**	**2012**	**2013**	
U.S. Region of Origin					
Florida	11%	9%	59,713	52,400	-12.2%
South (including Florida)	22%	23%	122,489	139,734	14.1%
Midwest	44%	50%	243,447	301,301	23.8%
Northeast	26%	20%	145,456	121,175	-16.7%
West	3%	2%	13,780	10,917	-20.8%
No Answer	4%	4%	24,498	26,200	6.9%

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

Trip Planning

- For the majority of spring 2013 visitors, their Lee County trip was planned out well in advance – much like spring 2012 visitors. Eight in ten started talking about their Lee County trip *three or more months* in advance and seven in ten chose the destination within that timeframe. However, fewer made their lodging reservations within that window.
    - 79% started talking about trip 3+ months in advance (vs. 79% in 2012)
    - 72% chose Lee County for trip (vs. 71% in 2012)
    - 59% made lodging reservation (vs. 57% in 2012)

- Use of the internet as a trip planning tool continues to be prevalent among Lee County visitors, with 88% claiming to have visited one or more websites during their planning. Visitors most often mention using airline websites (39%) and search engine websites (35%), followed by hotel and booking websites (29% and 26% respectively).

- Most spring 2013 visitors indicated they typically use their laptop or desktop computer to access destination planning information online (64% and 46% respectively). Still, a sizeable minority indicated they use a smartphone (44%) and/or tablet (35%) to access this online content, and the incidence of tablet usage was higher than reported by spring 2012 visitors (22%).

- The most frequently cited attributes that positively influenced spring 2013 visitors' selection of Lee County as their vacation destination were: primarily, *warm weather* (91%), *peaceful/relaxing* (89%), and *white sandy beaches* (85%), and secondarily, *a safe destination* (79%) and *clean, unspoiled environment* (74%).

Visitor Profile

- Seven in ten spring 2013 visitors flew to the destination (70%), and most flew into Southwest Florida International Airport (82%) – the same as last year.

- On average spring visitors stayed in Lee County for about 8 days, the vast majority reporting they came to Lee County for a vacation trip. Three-quarters were repeat visitors (74%) who have taken an average of four or five trips to Lee County in the past five years.

- Among the spring 2013 visitors interviewed, 43% indicated they were staying in hotel/motel/resort properties. About the same proportion were staying in a condo/vacation home properties (41%) – mostly paid rentals. Half of paid accommodation guests reported that the quality of their lodgings *met expectations* (51%) and another 42% said their accommodations *far exceeded* or *exceeded expectations.*

<u>Visitor Profile (cont'd)</u>

- The top activities visitors enjoyed in Lee County during spring 2013 were: *beaches* (96%), *relaxing* (84%), *dining out* (76%), and to a lesser extent, *swimming* (69%) and *shopping* (58%). Fewer than half of visitors took a day trip outside of Lee County (40%), but if they did, most traveled to Naples.

- Visitors continue to be highly satisfied with their stay in Lee County. Nearly all spring 2013 visitors said they were either *very satisfied* or *satisfied* with their visit (65% and 29% respectively). Not surprisingly, intent to return is quite strong as well – nine in ten said they are likely to visit Lee County again (91%), and six in ten said they will return next year (58%). Their loyalty to Lee County translates to a high propensity to recommend this destination over other vacation areas in Florida, with 90% suggesting they will do so.

- When asked what they liked *least* about the area, the most frequently cited concern by about one-quarter of spring 2013 visitors was *traffic* (29%) – similar to last year (26%). *Beach seaweed* ranked as a distant second for features disliked (16%) but was a notably higher proportion than last year (8%).

- The demographic composition of spring 2013 visitors can be summarized as follows:

    - 50 years of age on average
    - $111,500 household income on average
    - 77% married
    - 46% traveling as a family
    - 34% traveling as a couple
    - 38% traveling *with* children
    - 3 to 4 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights declined 1.4% from spring 2012 to 2013 while *occupied* room nights rose 8.5%. All three lodging categories saw increases in *occupied* room nights, while *available* room nights were flat or declined.

Spring Season	Occupied Room Nights			Available Room Nights		
	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	599,131	648,356	8.2%	1,028,553	1,022,497	-0.6%
Condo/Cottage/Vacation Home	249,211	275,190	10.4%	445,348	431,612	-3.1%
RV Park/Campground	158,415	168,477	6.4%	468,767	460,960	-1.7%
Total	**1,006,757**	**1,092,023**	**8.5%**	**1,942,668**	**1,915,069**	**-1.4%**

- As a result, the industry-wide average occupancy rate in Lee County showed a significant increase from 51.8% in spring 2012 to 57.0% in spring 2013 (+10.0%). Again, all three lodging categories experienced substantial growth in average occupancy rate for the spring season.
- The gain in average occupancy rate may have been due in part to favorable room rates. The spring season average daily rate was 3.1% lower than it was for the same period last year ($129.29 to $125.30). Both the hotel/motel/resort and condo/vacation home categories experienced declines versus the prior year, while RV parks/campgrounds saw an increase in ADR.
- Despite the decrease in ADR, the spring season revenue per available room outperformed last year by a margin of 6.6% due to the increase in number of room nights sold. All three lodging categories posted an uptick in RevPAR from spring 2012.

Spring Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	58.3%	63.4%	8.7%	$137.13	$131.53	-4.1%	$79.88	$83.40	4.4%
Condo/Cottage/Vacation Home	56.0%	63.8%	13.9%	$166.38	$161.18	-3.1%	$93.11	$102.77	10.4%
RV Park/Campground	33.8%	36.5%	8.0%	$41.33	$42.74	3.4%	$13.97	$15.62	11.8%
AVERAGE	**51.8%**	**57.0%**	**10.0%**	**$129.29**	**$125.30**	**-3.1%**	**$67.00**	**$71.45**	**6.6%**

Lodging Industry Assessments (cont'd)

- Lee County property managers conveyed a favorable outlook for the coming months in terms of summer season reservations. Three-quarters of property managers responding in early July 2013 noted that their total level of reservations for July, August, and September was higher than or the same as the same period last year (37% and 39% respectively) . Few claimed that their reservations are down for the next three months (21%). Property managers responding in July 2012 reported similarly, with two-thirds saying their reservations for July through September 2012 were the same or higher than the prior year.

Spring 2013 Lee County Snapshot

Total Visitation

Spring Season	% 2012	% 2013	Visitor Estimates 2012	Visitor Estimates 2013
Paid Accommodations	50%	56%	646,129	734,693
Friends/Relatives	50%	44%	655,054	575,541
Total Visitation			**1,301,183**	**1,310,234**

Total Visitor Expenditures

Spring Season	2012	2013	% Change
Total Visitor Expenditures	$658,624,808	$666,522,795	1.2%
Paid Accommodations	$378,737,635	$404,671,903	6.8%

Visitor Origin - Visitors Staying in Paid Accommodations

Spring Season	% 2012	% 2013	Visitor Estimates 2012	Visitor Estimates 2013
Florida	11%	9%	59,713	52,400
United States	85%	82%	549,669	599,326
Germany	4%	7%	22,967	48,033
Canada	1%	3%	9,187	25,108
UK	3%	3%	18,373	19,650
Other International	7%	6%	45,933	41,483
No Answer	-	<1%	-	1,092

Average Per Person Per Day Expenditures

2012	2013	% Change
$122.26	$123.08	0.7%

First-Time/Repeat Visitors to Lee County

Spring Season	2012	2013
First-time	22%	25%
Repeat	77%	74%

Spring Season	Average Occupancy Rate 2012	Average Occupancy Rate 2013	Average Occupancy Rate % Change	Average Daily Rate 2012	Average Daily Rate 2013	Average Daily Rate % Change	RevPAR 2012	RevPAR 2013	RevPAR % Change
Hotel/Motel/Resort/B&B	58.3%	63.4%	8.7%	$137.13	$131.53	-4.1%	$79.88	$83.40	4.4%
Condo/Cottage/Vacation Home	56.0%	63.8%	13.9%	$166.38	$161.18	-3.1%	$93.11	$102.77	10.4%
RV Park/Campground	33.8%	36.5%	8.0%	$41.33	$42.74	3.4%	$13.97	$15.62	11.8%
AVERAGE	**51.8%**	**57.0%**	**10.0%**	**$129.29**	**$125.30**	**-3.1%**	**$67.00**	**$71.45**	**6.6%**

Calendar YTD 2013 Lee County Snapshot

Total Calendar Year Visitation

	%		Visitor Estimates	
	2012	2013	2012	2013
Paid Accommodations	49%	54%	1,315,684	1,466,960
Friends/Relatives	51%	46%	1,390,842	1,241,592
Total Visitation			**2,706,526**	**2,708,552**

Total Visitor Expenditures

	2012	2013	% Change
Total Visitor Expenditures	$1,708,618,051	$1,716,571,008	0.5%
Paid Accommodations	$1,112,030,640	$1,141,644,386	2.7%

Visitor Origin - Visitors Staying in Paid Accommodations

	%		Visitor Estimates	
	2012	2013	2012	2013
Florida	6%	5%	67,550	61,535
US	83%	81%	1,093,077	1,182,359
Canada	4%	6%	50,662	87,908
Germany	5%	6%	62,944	85,710
UK	2%	3%	29,169	36,262
Other International	6%	5%	79,831	69,227
No Answer	-	<1%	-	5,494

Average Per Person Per Day Expenditures

2012	2013	% Change
$121.18	$125.78	3.8%

First-Time/Repeat Visitors to Lee County

	2012	2013
First-time	23%	23%
Repeat	76%	76%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	67.1%	72.6%	8.2%	$152.76	$155.17	1.6%	$102.43	$112.58	9.9%
Condo/Cottage/Vacation Home	68.5%	74.2%	8.3%	$194.93	$187.86	-3.6%	$133.53	$139.40	4.4%
RV Park/Campground	61.5%	62.8%	2.1%	$52.20	$51.95	-0.5%	$32.12	$32.63	1.6%
AVERAGE	**66.1%**	70.6%	6.8%	**$140.37**	$141.01	0.4%	**$92.73**	$99.53	7.3%

Visitor Profile Analysis

Spring 2013

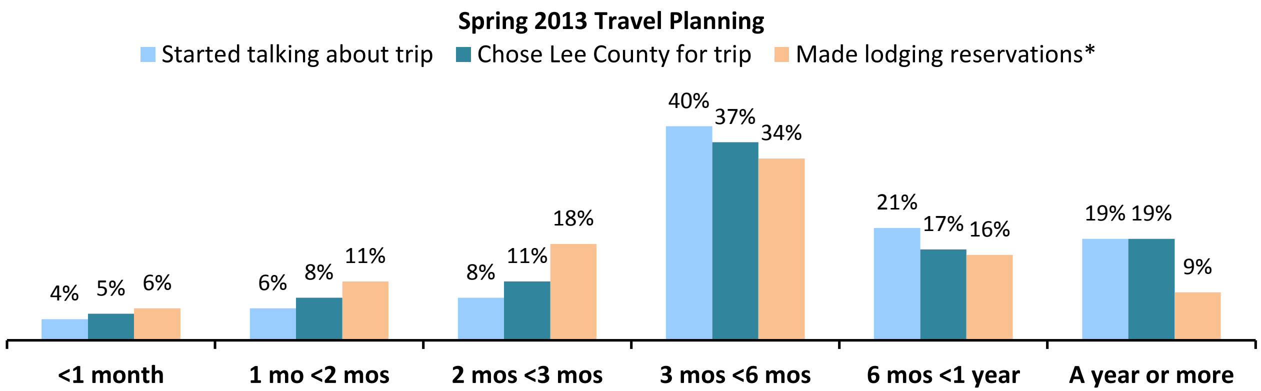
A total of 915 interviews were conducted with visitors in Lee County during the spring months of April, May, and June 2013. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

A total of 602 interviews were conducted with visitors in Lee County during the Spring months of April, May, and June 2012. A total sample of this size is considered accurate to plus or minus 4.0 percentage points at the 95% confidence level.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
Spring Season	2012	2013	2012	2013	2012	2013
	A	B	A	B	A	B
Total Respondents	**602**	**915**	**602**	**915**	**422***	**673***
Less than 3 months (NET)	18%	18%	23%	23%	37%	36%
<1 month	3%	4%	4%	5%	6%	6%
1 month - <2 months	8%	6%	9%	8%	14%	11%
2 months - <3 months	7%	8%	10%	11%	17%	18%
3 months or more (NET)	79%	79%	71%	72%	57%	59%
3 months - <6 months	38%	40%	32%	37%	34%	34%
6 months - <1 year	21%	21%	17%	17%	13%	16%
A year or more	21%	19%	22%	19%	10%	9%
No Lodging Reservations Made	-	-	-	-	4%	4%
No Answer	3%	3%	6%	4%	3%	2%

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



* Base: Among those staying in paid accommodations

THE BEACHES OF FORT MYERS AND SANIBEL

Travel Planning

Devices Used to Access Destination Planning Information

	2012	2013
Spring Season	A	B
Total Respondents	**602**	**915**
Any (NET)	96%	96%
Laptop computer	68%	64%
Desktop computer	54%b	46%
Smartphone (iPhone, Blackberry, etc.)	42%	44%
Tablet (iPad, etc.)	22%	35%a
E-Reader (Nook, Kindle, etc.)	4%	5%
Other portable device	2%	1%
None of these	4%	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

	2012	2013
Spring Season	A	B
Respondents who used a device to plan	**602**	**915**
Visited web sites (net)	87%	88%
Airline websites	41%	39%
Search Engines	30%	35%a
Hotel websites	32%	29%
Booking websites	27%	26%
Trip Advisor	16%	22%a
www.FortMyers-Sanibel.com	17%	18%
Visit Florida	6%	9%
AAA	6%	8%
Facebook	3%	5%
Other	17%	15%
None/Didn't visit websites	12%	11%
No Answer	1%	1%

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

dpa Davidson Peterson Associates

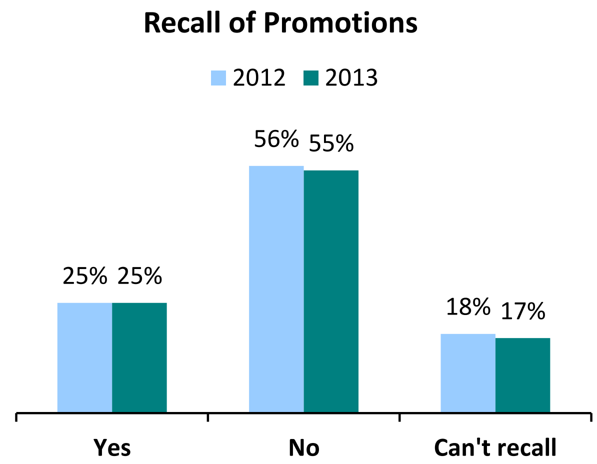
Travel Planning

Travel Information Requested		
	2012	**2013**
Spring Season	**A**	**B**
Total Respondents	**602**	**915**
Requested information (NET)	30%	33%
Hotel website	16%	17%
Call hotel	8%	9%
VCB website	5%	8%
Visitor Guide	3%	4%
E-Newsletter	1%	1%
Call local Chamber of Commerce	1%	1%
Other	6%	7%
None/Did not request information	65%	64%
No Answer	5%	3%

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

Recall of Lee County Promotions		
	2012	**2013**
Spring Season	**A**	**B**
Total Respondents	**602**	**915**
Yes	25%	25%
No	56%	55%
Can't Recall	18%	17%

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

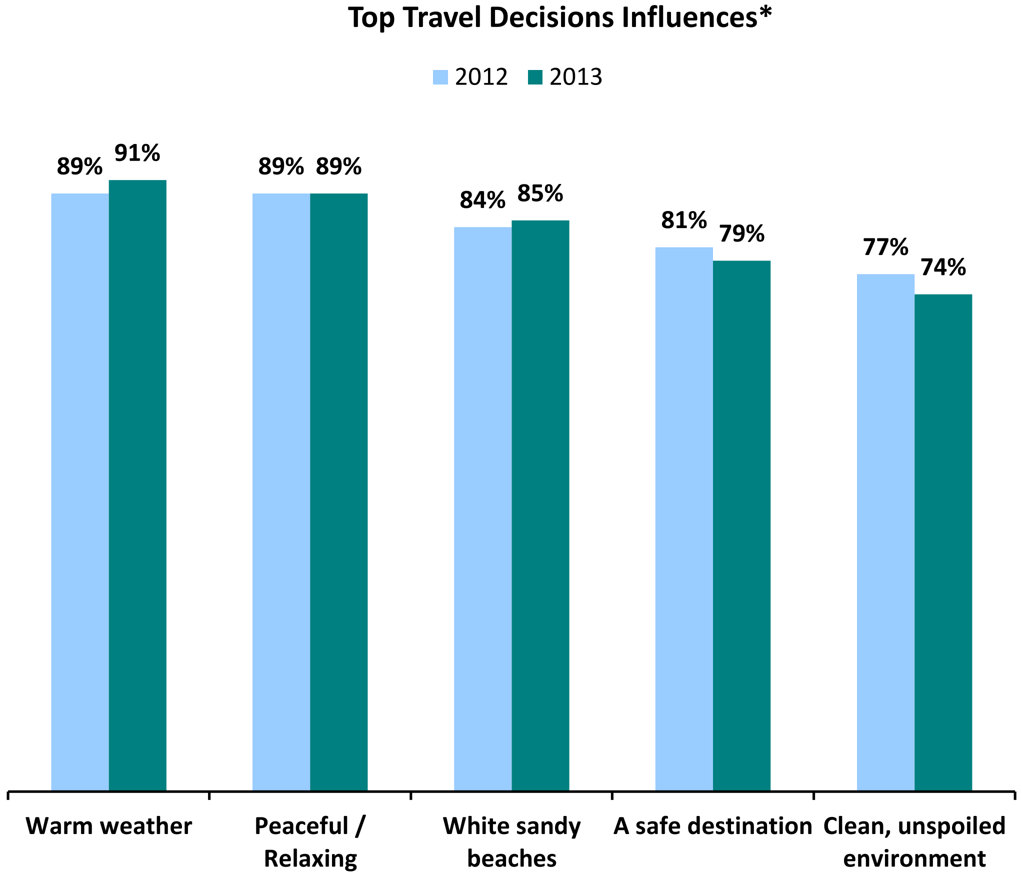


Travel Planning

Travel Decision Influences*		
Spring Season	2012	2013
	A	B
Total Respondents	602	915
Warm weather	89%	91%
Peaceful / Relaxing	89%	89%
White sandy beaches	84%	85%
A safe destination	81%	79%
Clean, unspoiled environment	77%	74%
Good value for the money	68%	69%
Convenient location	69%	67%
Reasonably priced lodging	65%	63%
A "family" atmosphere	68%b	63%
Plenty to see and do	61%	62%
Upscale accommodations	66%b	57%
Affordable dining	58%	56%

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		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Fly	70%	70%
Drive a personal vehicle	26%	24%
Drive a rental vehicle	3%	4%
Drive an RV	<1%	1%
Other/No Answer	<1%	1%

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

Airport Used		
Spring Season	2012	2013
	A	B
Respondents who flew	**423**	**639**
SW Florida Int'l (Fort Myers)	83%	82%
Orlando Int'l	6%	5%
Tampa Int'l	3%	3%
Miami Int'l	2%	3%
Ft. Lauderdale Int'l	2%	3%
West Palm Beach Int'l	-	<1%
Sarasota / Bradenton	<1%	-
Other/No Answer	3%	4%

Q2: At which Florida airport did you land?

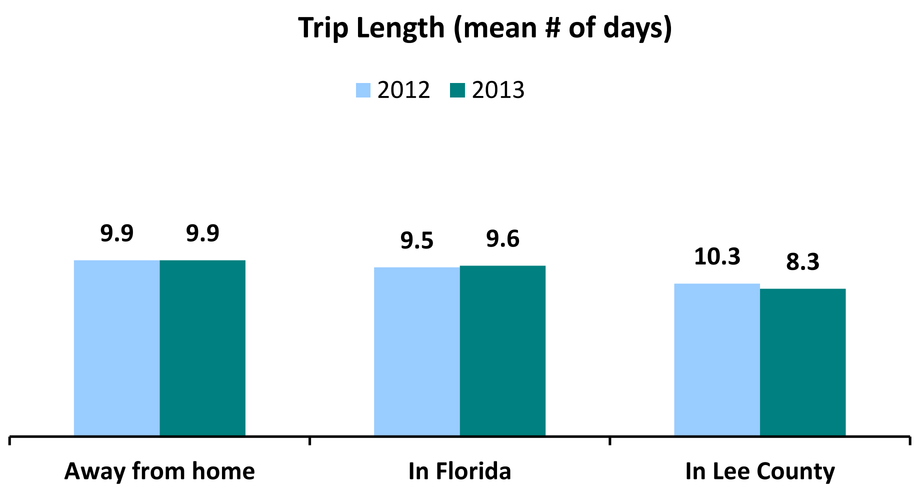
Frequency of Using SWFL Int'l (Past Year)		
Spring Season	2012	2013
Total Respondents	**602**	**915**
One or more trips	60%b	54%
1 trip	41%b	35%
2 to 3 trips	16%	14%
4 to 5 trips	1%	3%a
6 or more trips	2%	2%
None/No Answer	40%	46%a

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

Trip Profile

Trip Length Mean # of Days		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Away from home	9.9	9.9
In Florida	9.5	9.6
In Lee County	8.6	8.3

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

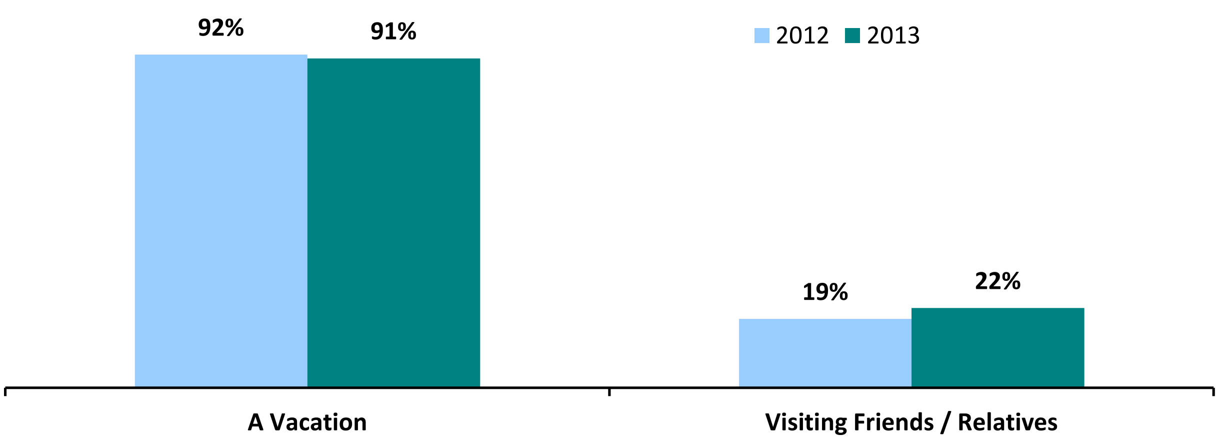


Trip Profile

Reason(s) for Visit		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
A Vacation	92%	91%
Visiting Friends / Relatives	19%	22%
Sporting Event(s)	1%	1%
Personal Business	1%	1%
Other Business Trip	2%	1%
A Conference / Meeting	-	1%
A Convention / Trade Show	<1%	<1%
Other/No Answer (NET)	2%b	<1%

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

Reason for Visit



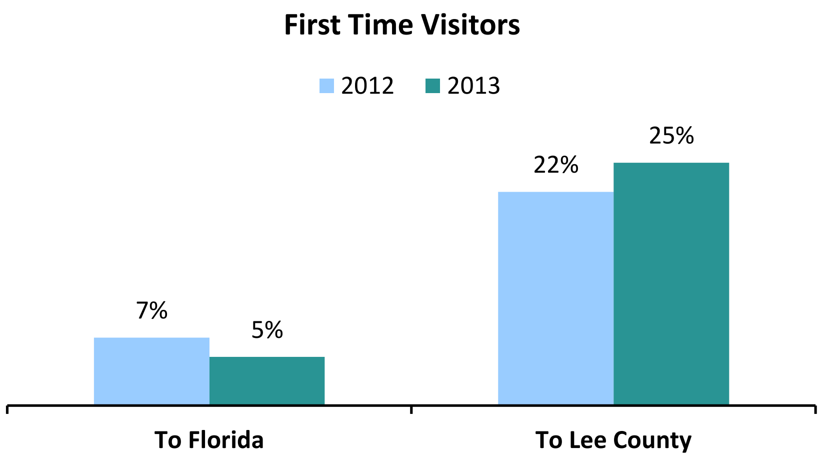
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
Spring Season	**2012**	**2013**	**2012**	**2013**	**2012**	**2013**	**2012**	**2013**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total Respondents	**602**	**915**	**54***	**61***	**434**	**651**	**90**	**165**
First-time visitor	22%	25%	14%	7%	19%	25%a	44%	35%
Repeat visitor	77%	74%	84%	93%	80%b	75%	55%	62%
No Answer	1%	1%	2%	-	<1%	<1%	1%	3%

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		
Spring Season	**2012**	**2013**
Total Respondents	**602**	**915**
	A	**B**
Yes, first-time visitor	7%	5%
No	83%	87%a
No answer	1%	<1%
*FL Residents**	9%	7%

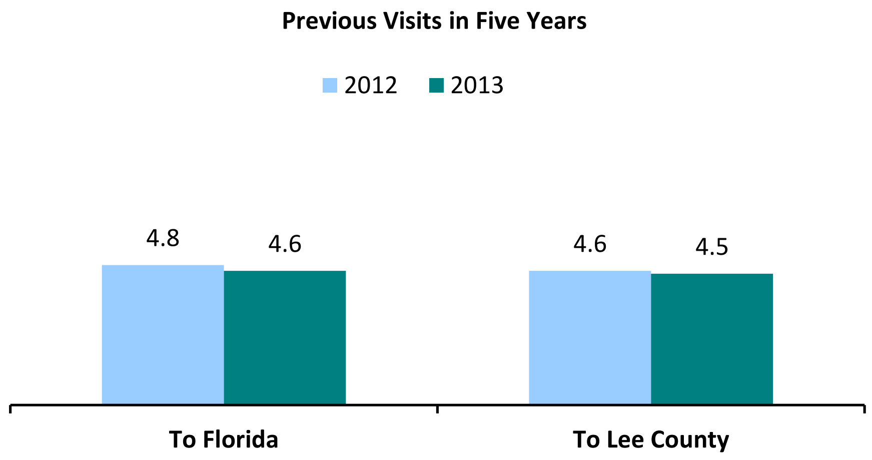
Q13: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
Spring Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2012	2013	2012	2013
	A	B	A	B
Base: Repeat Visitors	**501** (FL res. Excl)	**800**(FL res. Excl)	**464**	**678**
Number of visits	4.8	4.6	4.6	4.5

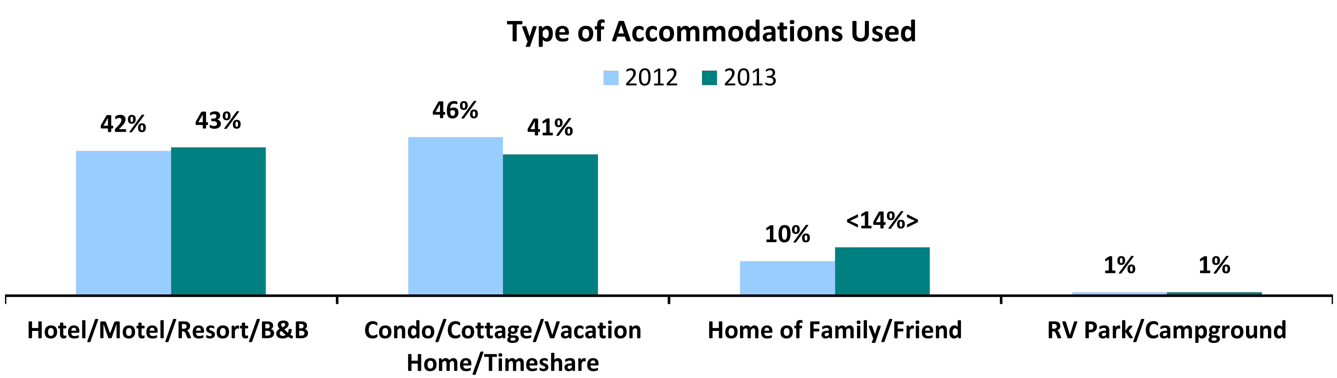
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Hotel/Motel/Resort/B&B (NET)	**42%**	**43%**
At a resort	22%	22%
At a hotel/motel/historic inn	20%	21%
At a Bed and Breakfast	-	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**46%**	**41%**
Rented home/condo	28%	29%
Owned home/condo	13%b	8%
Borrowed home/condo	6%	4%
At the home of family or a friend	**10%**	**14%a**
RV Park/Campground (NET)	**1%**	**1%**
Daytripper (No Accommodations)	**1%**	**1%**

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

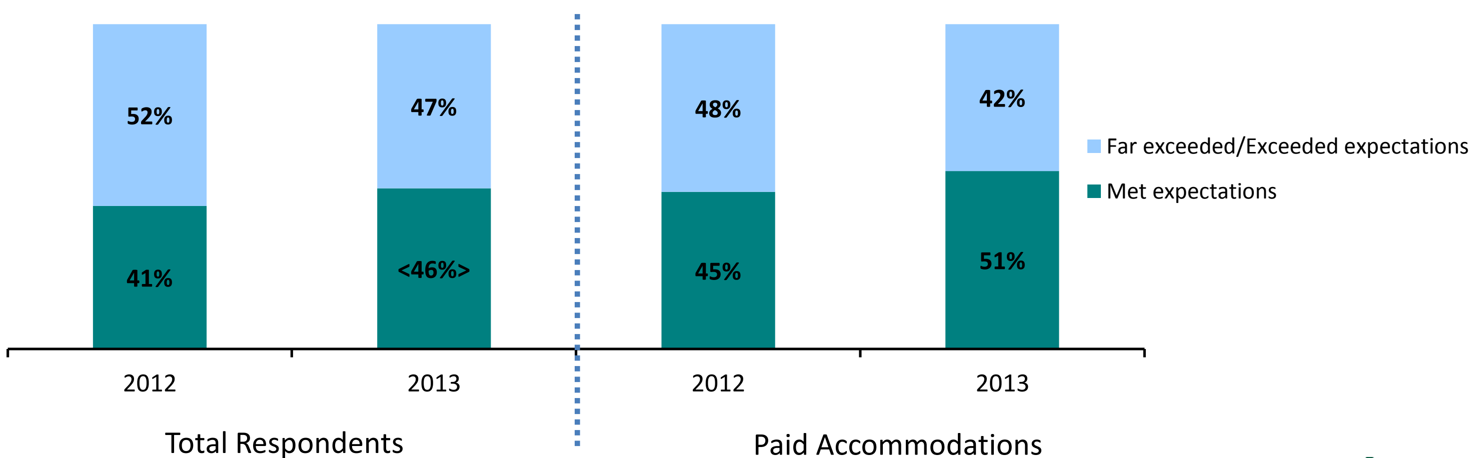


Trip Profile

Quality of Accommodations				
	Total Respondents		**Paid Accommodations**	
Spring Season	**2012**	**2013**	**2012**	**2013**
	A	**B**	**A**	**B**
Respondents	**602**	**915**	**422**	**673**
Far exceeded/Exceeded expectations	52%b	47%	48%	42%
Met your expectations	41%	46%a	45%	51%
Did not meet/Far below expectations	2%	2%	3%	3%
No Answer	4%	4%	3%	3%

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

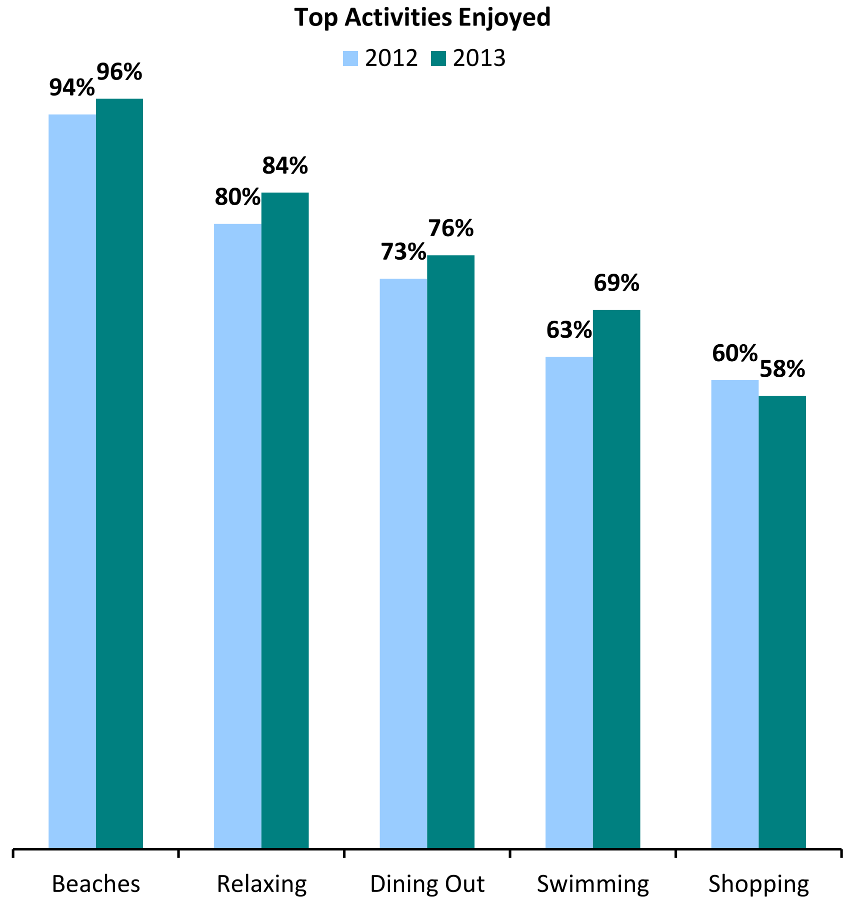
Quality of Accommodations



Trip Activities

Activities Enjoyed		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Beaches	94%	96%
Relaxing	80%	84%a
Dining Out	73%	76%
Swimming	63%	69%a
Shopping	60%	58%
Shelling	41%	47%a
Sightseeing	33%	34%
Visiting Friends/Relatives	23%	27%
Watching Wildlife	20%	25%a
Attractions	26%	24%
Bicycle Riding	14%	19%a
Photography	19%	18%
Exercise / Working Out	17%	17%
Birdwatching	13%	15%
Bars / Nightlife	14%	15%
Fishing	12%	11%
Boating	11%	11%
Golfing	10%	8%
Kayaking / Canoeing	5%	8%a
Parasailing / Jet Skiing	7%	8%
Miniature Golf	8%	7%
Tennis	3%	6%a
Guided Tour	4%	5%
Sporting Event	4%	3%
Cultural Events	4%	3%
Scuba Diving / Snorkeling	2%	2%
Other	3%	3%
No Answer	1%	<1%

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

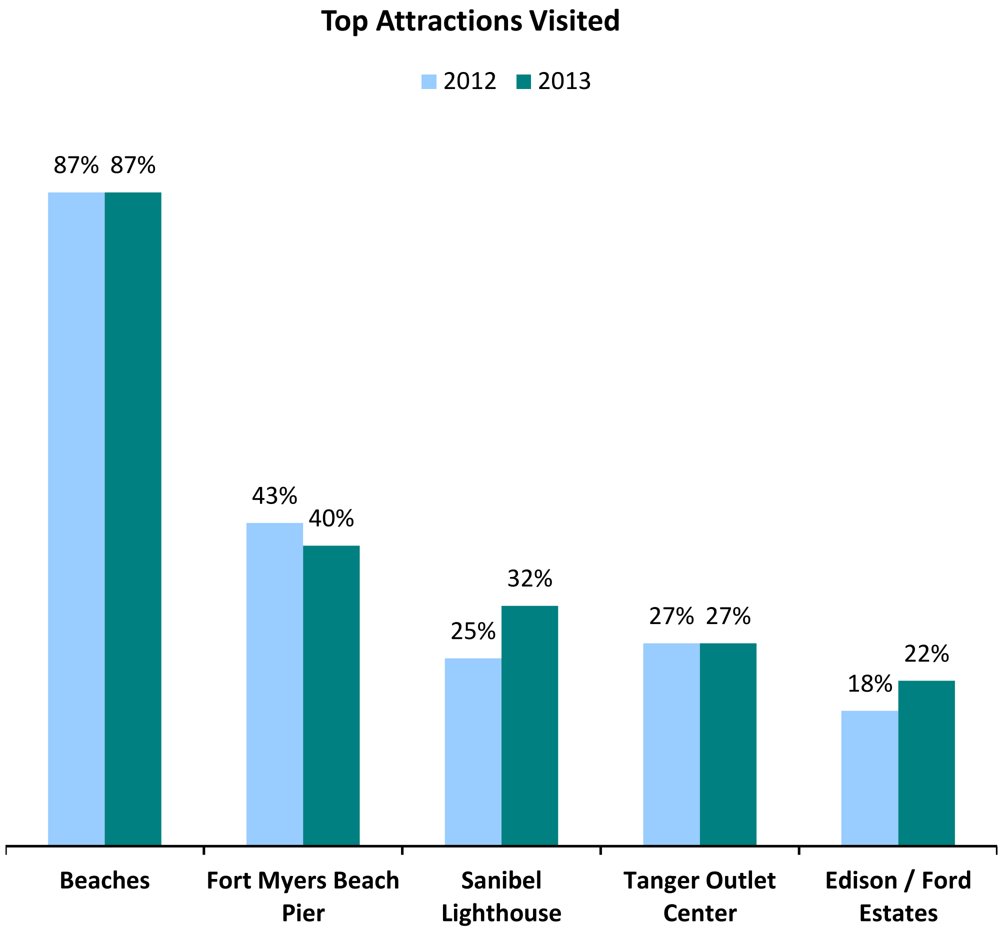


THE BEACHES OF FORT MYERS AND SANIBEL

Trip Activities

Attractions Visited		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Beaches	87%	87%
Fort Myers Beach Pier	43%	40%
Sanibel Lighthouse	25%	32%a
Tanger Outlet Center	27%	27%
Edison / Ford Estates	18%	22%
Miromar Outlets Mall	16%	21%a
Periwinkle Place	17%	20%
Ding Darling National Wildlife Refuge	17%	17%
Coconut Point Mall	12%	12%
Bell Tower Shops	11%	11%
Edison Mall	8%	9%
Shell Factory and Nature Park	9%	8%
Gulf Coast Town Center	7%	7%
Bailey-Matthews Shell Museum	4%	4%
Manatee Park	2%	3%
Broadway Palm Dinner Theater	2%	1%
Barbara B. Mann Perfoming Arts Hall	<1%	1%
Babcock Wilderness Adventures	1%	<1%
Other	3%	6%a
None/No Answer (NET)	5%	3%

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



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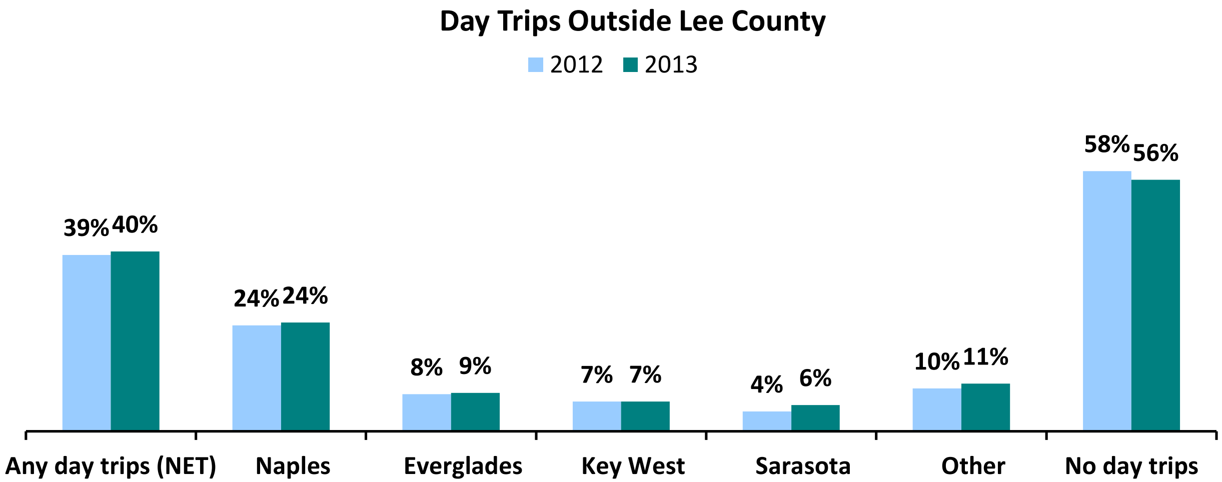
Trip Activities

Day Trips Outside Lee County		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Any day trips (NET)	39%	40%
Naples	24%	24%
Everglades	8%	9%
Key West	7%	7%
Sarasota	4%	6%
Other	10%	11%
No day trips	58%	56%
No Answer	10%	10%

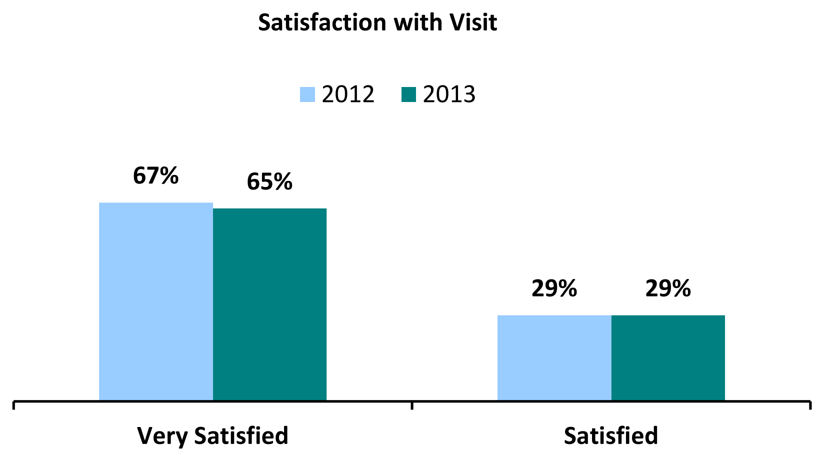
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
Spring Season	**2012**	**2013**
	A	**B**
Total Respondents	**602**	**915**
Very Satisfied/Satisfied	96%	94%
Very Satisfied	67%	65%
Satisfied	29%	29%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	2%	4%

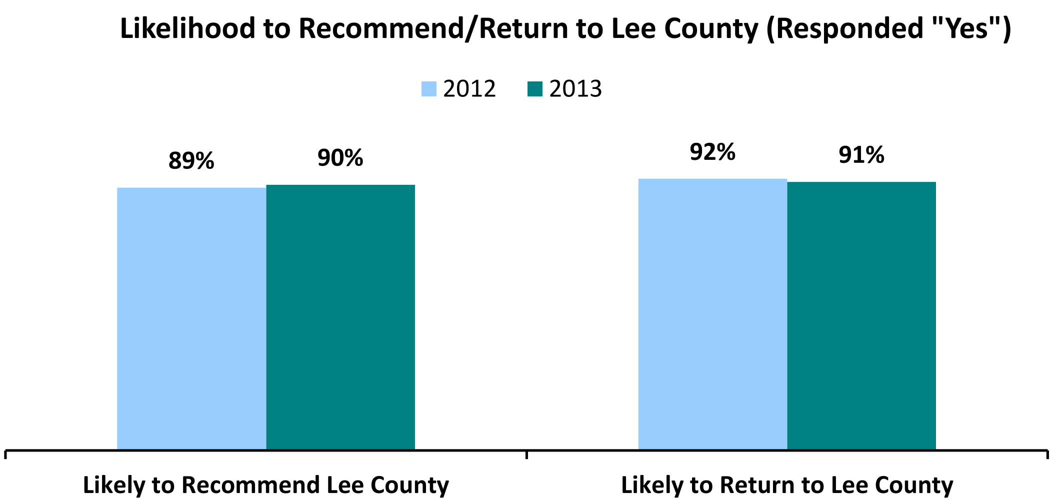
Q28: How satisfied are you with your stay in Lee County?



Future Plans

Likelihood to Recommend/Return to Lee County		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Likely to Recommend Lee County	89%	90%
Likely to Return to Lee County	92%	91%
Base: Total Respondents Planning to Return	**n=577**	**n=830**
Likely to Return Next Year	63%b	58%

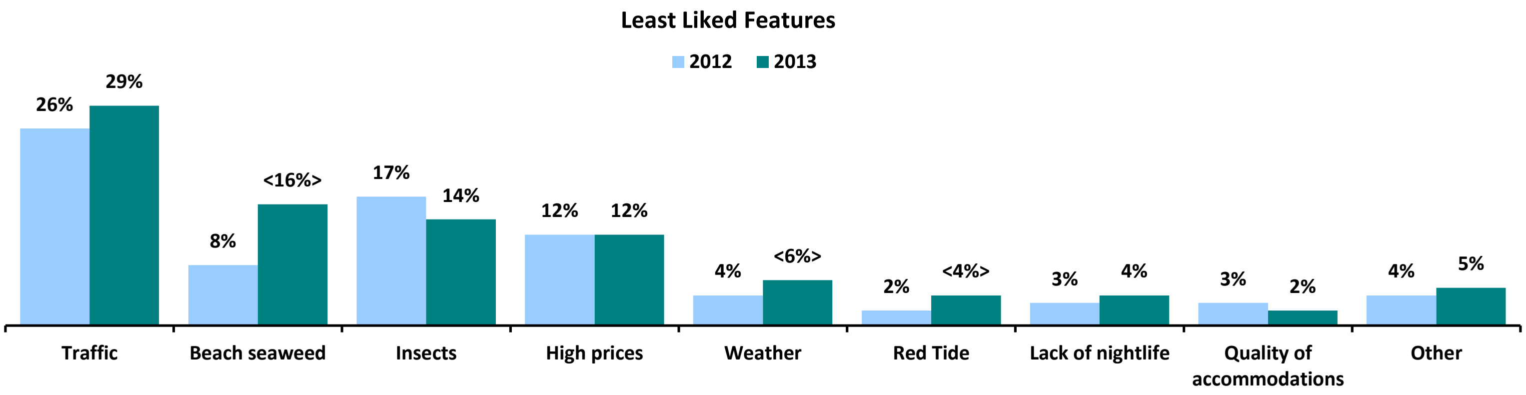
Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?



Trip Activities

Least Liked Features		
Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Traffic	26%	29%
Beach seaweed	8%	16%a
Insects	17%	14%
High prices	12%	12%
Weather	4%	6%a
Red Tide	2%	4%a
Lack of nightlife	3%	4%
Quality of accommodations	3%	2%
Other	4%	5%
Nothing/No Answer (NET)	42%b	33%

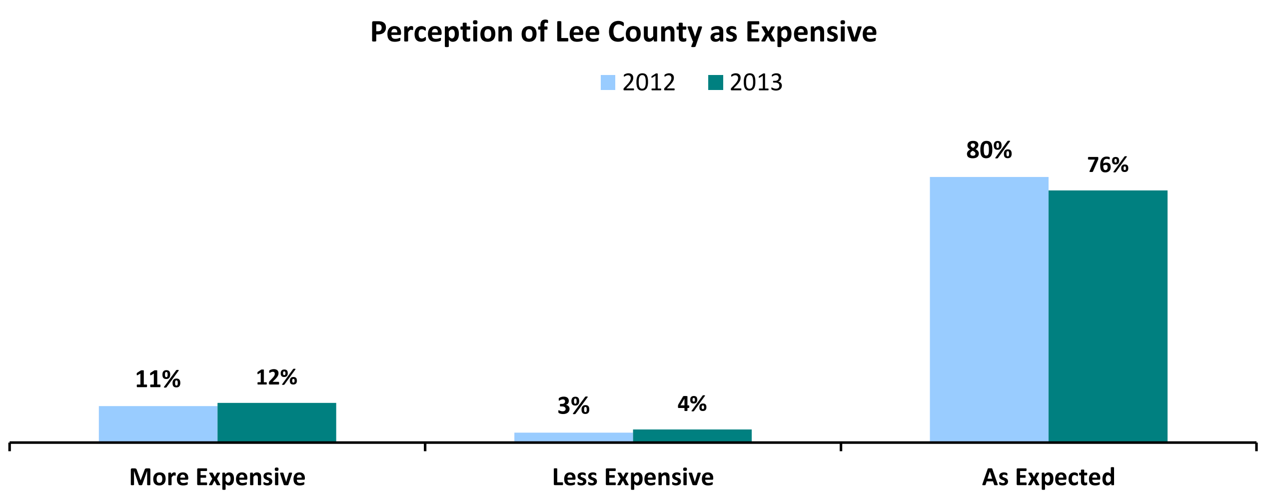
Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
Spring Season	**2012**	**2013**
	A	**B**
Total Respondents	**602**	**915**
More Expensive	11%	12%
Less Expensive	3%	4%
As Expected	80%	76%
Don't know/No Answer (NET)	6%	8%

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



THE BEACHES OF FORT MYERS AND SANIBEL

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Age of respondent (mean)	50.9	50.1
Annual household income (mean)	$105,738	$111,462a
Martial Status		
Married	76%	77%
Single	11%	10%
Vacations per year (mean)	2.5	2.8a
Short getaways per year (mean)	3.6	3.6

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

Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Family	48%	46%
Couple	31%	34%
Group of couples/friends	13%	12%
Single	5%	6%
Mean travel party size	3.4	3.4
Mean adults in travel party	2.7	2.6

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

Travel Parties with Children

Spring Season	2012	2013
	A	B
Total Respondents	**602**	**915**
Traveling with any Children (net)	34%	38%
Any younger than 6	13%	12%
Any ages 6-11	14%	18%
Any 12-17 years old	18%	23%a
No Children	66%	62%

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

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Visitor Origin and Visitation Estimates

Total Visitation

	%		Visitor Estimates		
Spring Season	**2012**	**2013**	**2012**	**2013**	**% Change**
Paid Accommodations	50%	56%	646,129	734,693	13.7%
Friends/Relatives	50%	44%	655,054	575,541	-12.1%
Total Visitation			**1,301,183**	**1,310,234**	**0.7%**

Visitor Origin (Paid Accommodation Guests)

Spring Season	%		Visitor Estimates		
Country of Origin	**2012**	**2013**	**2012**	**2013**	**% Change**
United States	85%	82%	549,669	599,326	9.0%
Germany	4%	7%	22,967	48,033	109.1%
Canada	1%	3%	9,187	25,108	173.3%
UK	3%	3%	18,373	19,650	6.9%
Scandinavia	2%	2%	10,718	13,100	22.2%
France	2%	1%	13,780	6,550	-52.5%
Switzerland	<1%	1%	3,062	6,550	113.9%
BeNeLux	1%	<1%	9,187	3,275	-64.4%
Austria	<1%	<1%	1,531	3,275	113.9%
Ireland	1%	<1%	4,593	1,092	-76.2%
Other International	<1%	1%	3,062	7,642	149.5%
No Answer	-	<1%	-	1,092	-

U.S. Region of Origin	2012	2013	2012	2013	% Change
Florida	11%	9%	59,713	52,400	-12.2%
South (including Florida)	22%	23%	122,489	139,734	14.1%
Midwest	44%	50%	243,447	301,301	23.8%
Northeast	26%	20%	145,456	121,175	-16.7%
West	3%	2%	13,780	10,917	-20.8%
No Answer	4%	4%	24,498	26,200	6.9%

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

Spring 2013 Top DMAs (Paid Accommodations)

New York	6%	38,208
Chicago	6%	38,208
Indianapolis	6%	33,842
Detroit	5%	27,292
Boston	5%	27,292
Minneapolis-Saint Paul	4%	25,108
Cleveland-Akron	3%	19,650
Miami-Fort Lauderdale	3%	18,558
Columbus, OH	3%	17,467
South Bend-Elkhart	3%	15,283
Milwaukee	3%	15,283

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

Occupancy Data Analysis

Spring 2013

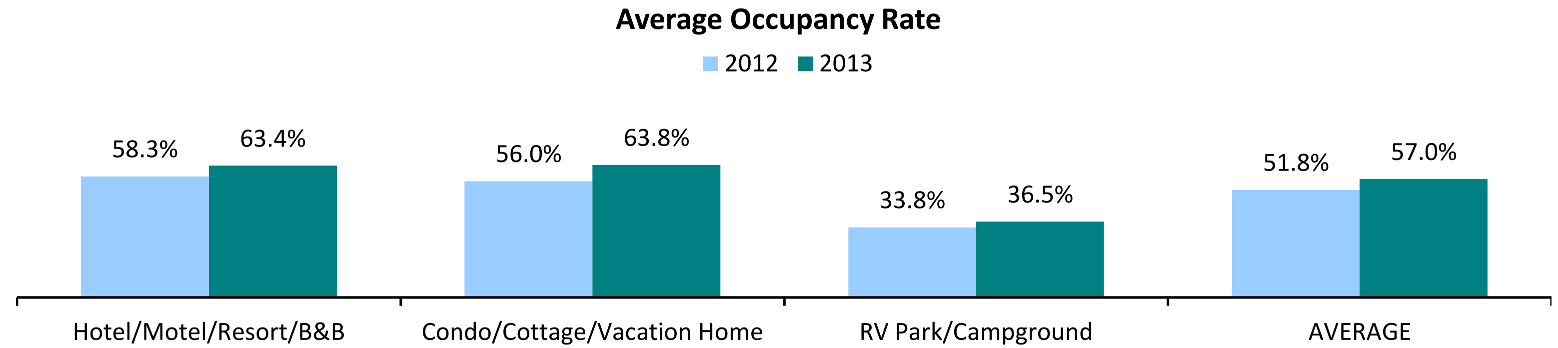
For the 2013 spring season, property managers were interviewed in July 2013 to provide data for each specific month of the season (April, May, and June 2013).

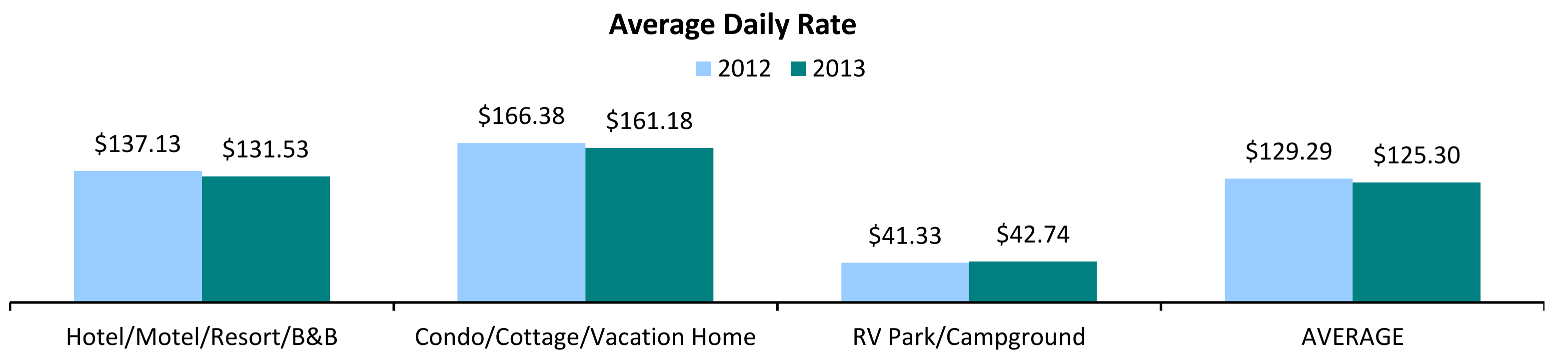
For the 2012 spring season, property managers were interviewed in May 2012, June 2012, and July 2012 to provide data for the preceding month.

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Spring Season	**2012**	**2013**	**% Change**	**2012**	**2013**	**% Change**	**2012**	**2013**	**% Change**
Hotel/Motel/Resort/B&B	58.3%	63.4%	8.7%	$137.13	$131.53	-4.1%	$79.88	$83.40	4.4%
Condo/Cottage/Vacation Home	56.0%	63.8%	13.9%	$166.38	$161.18	-3.1%	$93.11	$102.77	10.4%
RV Park/Campground	33.8%	36.5%	8.0%	$41.33	$42.74	3.4%	$13.97	$15.62	11.8%
AVERAGE	**51.8%**	**57.0%**	**10.0%**	**$129.29**	**$125.30**	**-3.1%**	**$67.00**	**$71.45**	**6.6%**

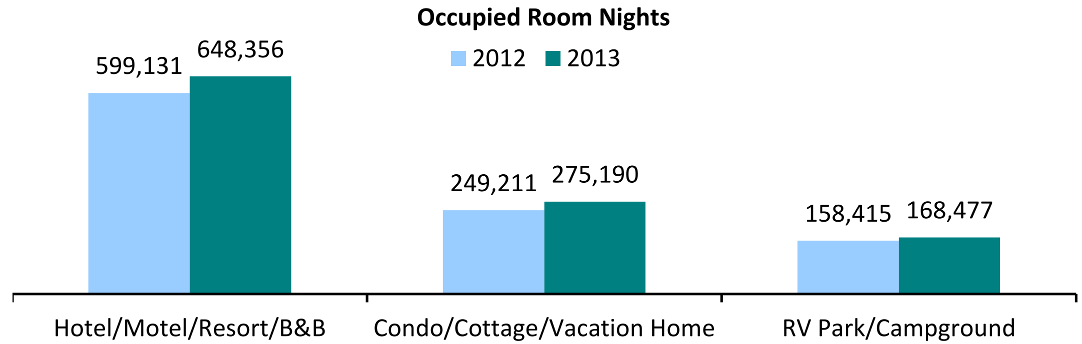
Q16: What was your overall average occupancy rate for the month of [April/May/June]?
Q17: What was your average daily rate (ADR) in [April/May/June]?

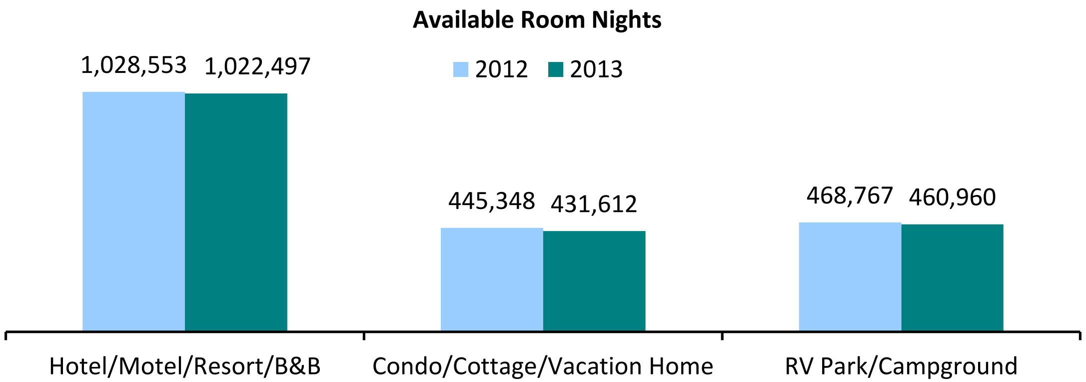




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
Spring Season	**2012**	**2013**	**% Change**	**2012**	**2013**	**% Change**
Hotel/Motel/Resort/B&B	599,131	648,356	8.2%	1,028,553	1,022,497	-0.6%
Condo/Cottage/Vacation Home	249,211	275,190	10.4%	445,348	431,612	-3.1%
RV Park/Campground	158,415	168,477	6.4%	468,767	460,960	-1.7%
Total	**1,006,757**	**1,092,023**	**8.5%**	**1,942,668**	**1,915,069**	**-1.4%**

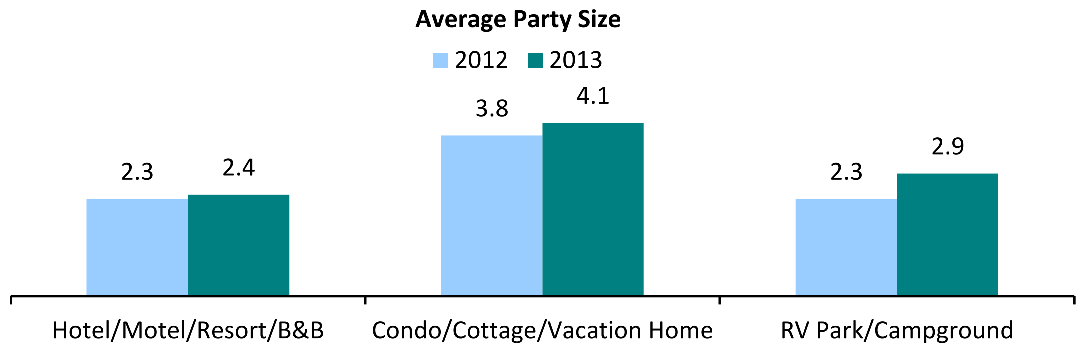


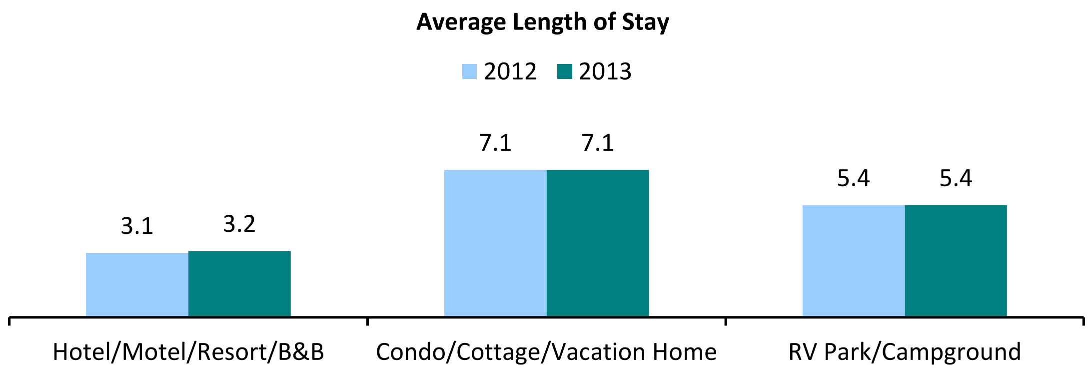


Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Spring Season	**2012**	**2013**	**% Change**	**2012**	**2013**	**% Change**
Hotel/Motel/Resort/B&B	2.3	2.4	4.3%	3.1	3.2	3.2%
Condo/Cottage/Vacation Home	3.8	4.1	7.9%	7.1	7.1	0.0%
RV Park/Campground	2.3	2.9	26.1%	5.4	5.4	0.0%
Average	**2.7**	**2.9**	7.4%	**4.2**	**4.3**	2.4%

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

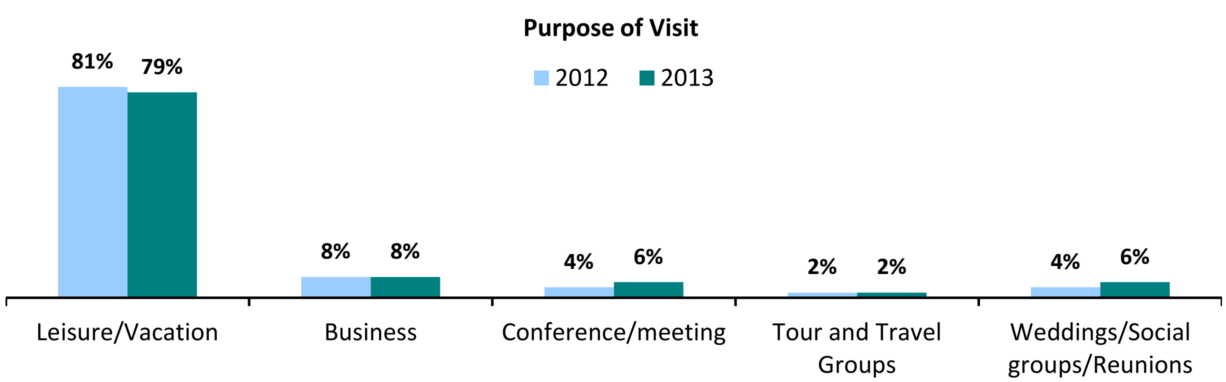




Lodging Management Estimates

Guest Profile		
Spring Season	2012	2013
	A	B
Total Number of Responses	**280**	**96**
Purpose of Visit		
Leisure/Vacation	81%	79%
Business	8%	8%
Conference/meeting	4%	5%
Tour and Travel Groups	2%	2%
Weddings/Social groups/Reunions (net)	4%	6%

Q22: What percent of your [April/May/June] room/site/unit occupancy do you estimate was generated by:

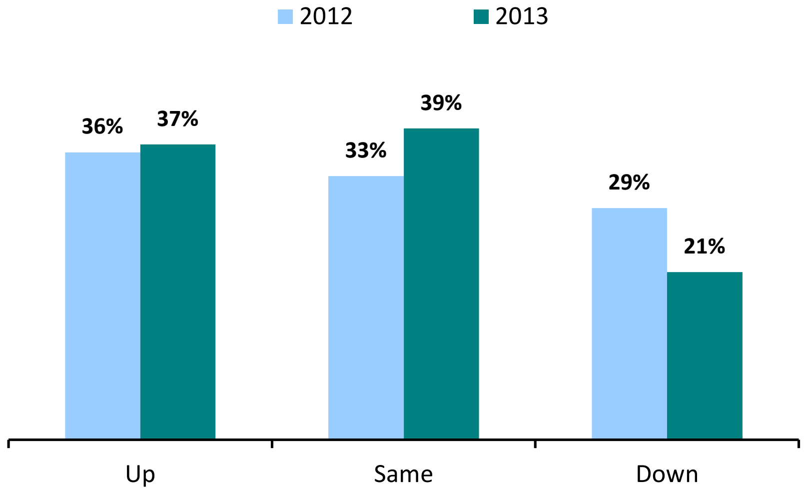


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Spring Season	2012	2013
	A	B
Total Respondents	**108***	**102**
Up/Same (net)	69%	76%
Up	36%	37%
Same	33%	39%
Down	29%	21%

Q24: Compared to July, August, and September of [prior year], is your property's total level of reservations up, the same or down for July, August, and September of [current year]?

Level of Reservations for Next 3 Months



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

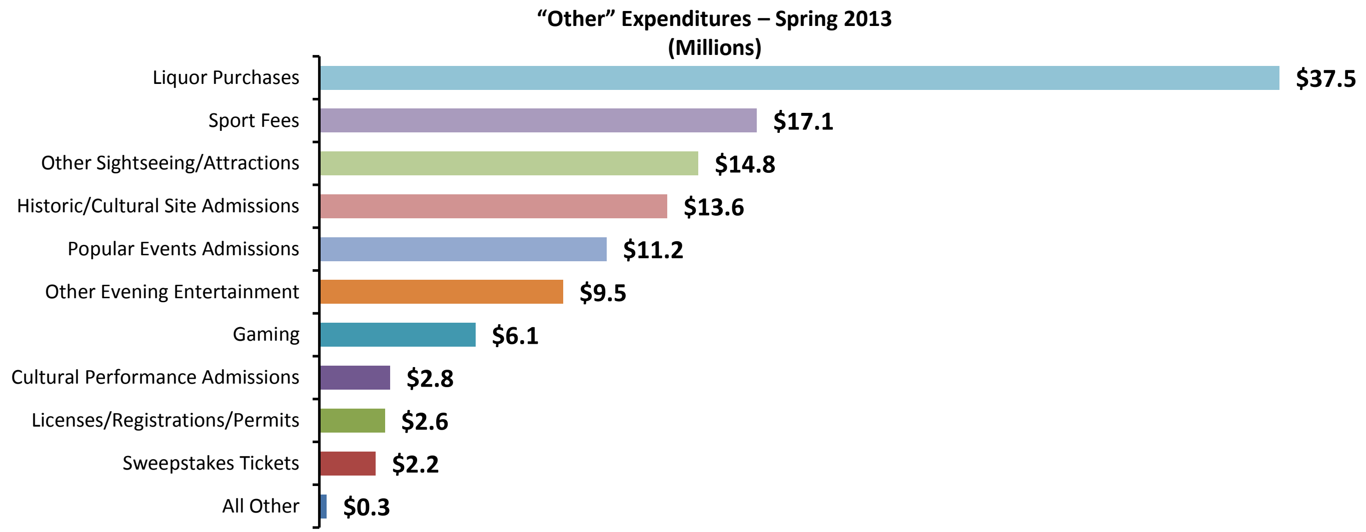
Economic Impact Analysis

Spring 2013

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Spring Season	**2012**	**2013**	**% Change**
TOTAL	$658,624,808	$666,522,795	1.2%
Food and Beverages	$175,757,817	$175,179,494	-0.3%
Shopping	$167,620,501	$173,605,999	3.6%
Lodging Accommodations	$130,168,004	$136,832,011	5.1%
Ground Transportation	$58,789,146	$63,411,577	7.9%
Other	$126,289,340	$117,493,714	-7.0%

(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

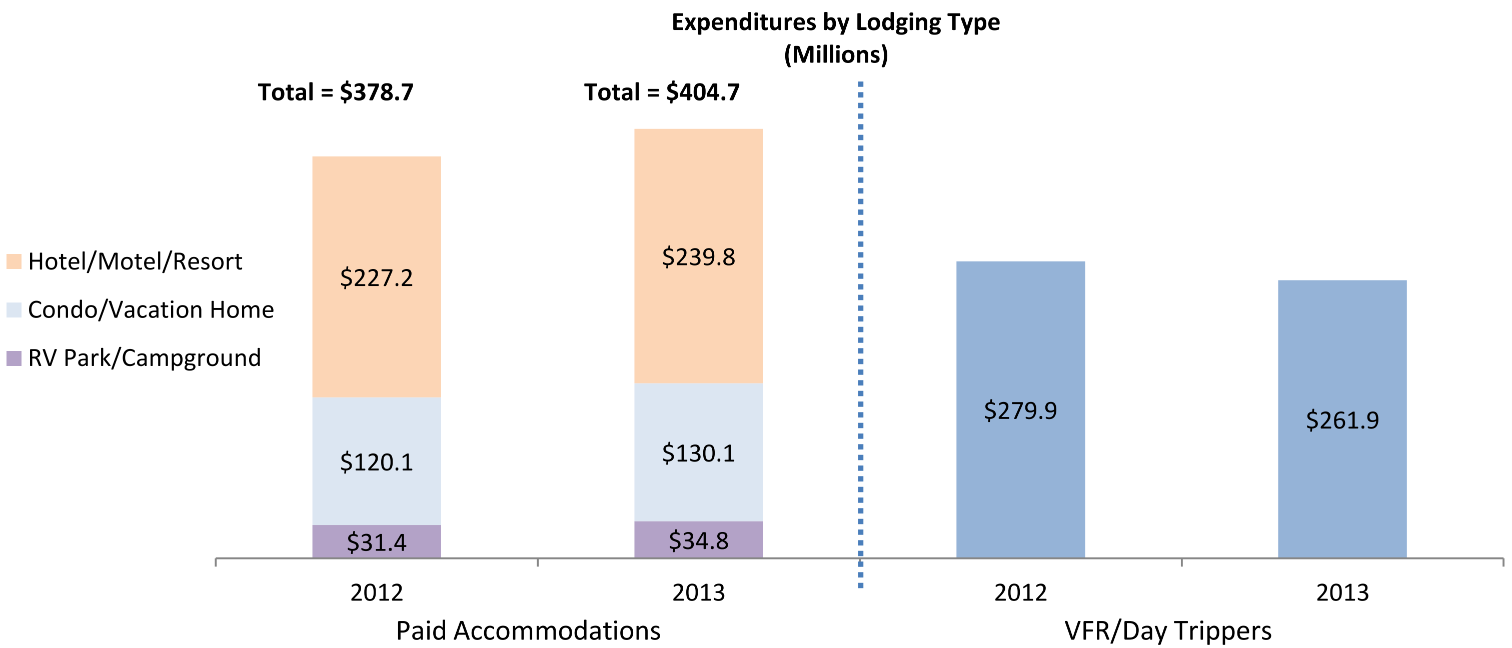
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Spring Season	2012	2013	% Change	2012	2013	% Change
TOTAL	$378,737,635	$404,671,903	6.8%	$279,887,173	$261,850,892	-6.4%
Lodging Accommodations	$130,168,004	$136,832,011	5.1%	$0	$0	
Food and Beverages	$84,127,868	$91,100,211	8.3%	$91,629,949	$84,079,283	-8.2%
Shopping	$74,786,313	$84,144,302	12.5%	$92,834,188	$89,461,697	-3.6%
Ground Transportation	$31,531,466	$33,237,405	5.4%	$27,257,680	$30,174,172	10.7%
Other	$58,123,984	$59,357,974	2.1%	$68,165,356	$58,135,740	-14.7%

"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					
Spring Season	**2012**	**2013**	**% Change**	**2012**	**2013**
TOTAL	$658,624,808	$666,522,795	1.2%	100%	100%
Visiting Friends & Relatives/Day Trippers	$279,887,173	$261,850,892	-6.4%	42%	39%
Paid Accommodations	$378,737,635	$404,671,903	6.8%	58%	61%
Hotel/Motel/Resort/B&B	$227,241,390	*$239,807,998*	5.5%	35%	36%
Condo/Cottage/Vacation Home	$120,095,916	*$130,078,456*	8.3%	18%	20%
RV Park/Campground	$31,400,329	*$34,785,449*	10.8%	5%	5%



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.

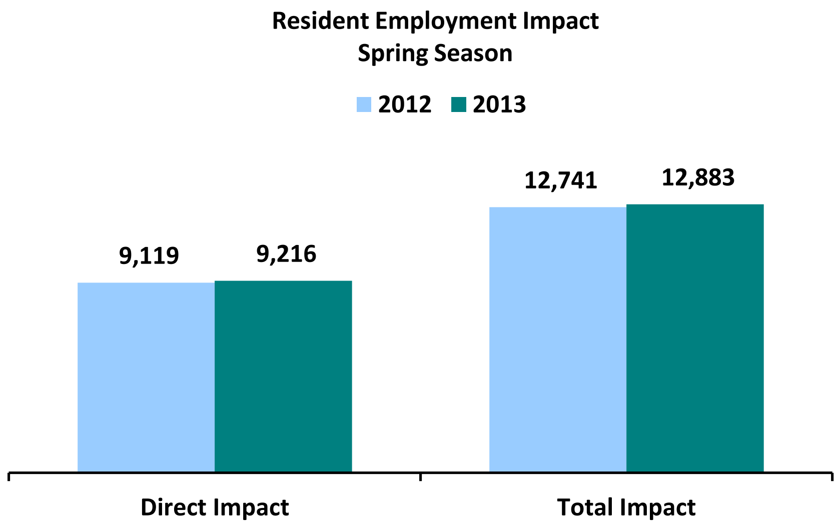
Impact on Jobs for Lee County Residents

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.).



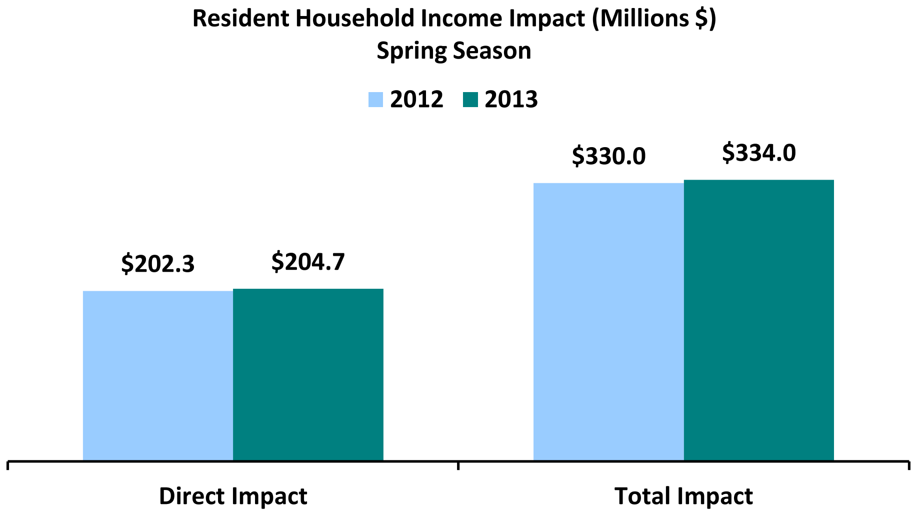
Impact on Household Income for Lee County Residents

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.

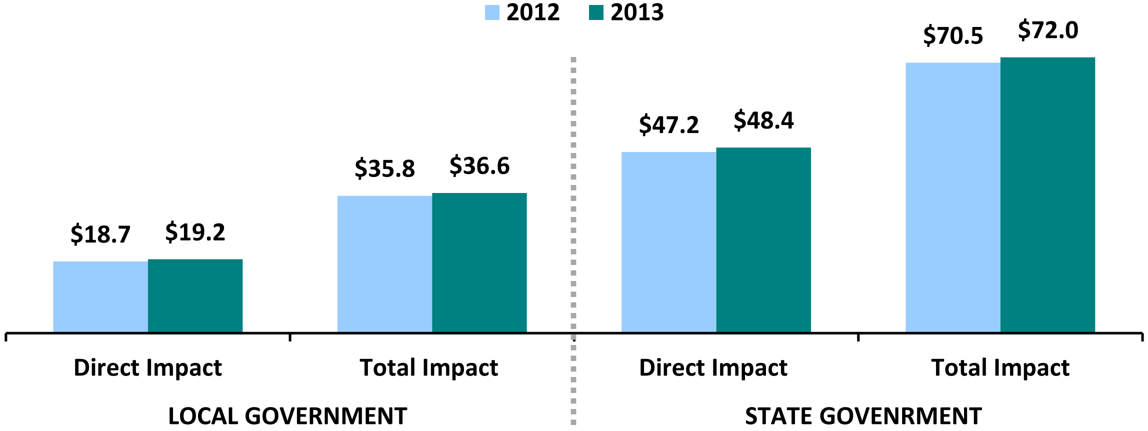
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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).

State and Local Government Revenues Impact (Millions $)
Spring Season



Appendix

Spring 2013

April 2013 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Bonita Springs	Bonita Beach	4/2/13	32
Fort Myers	Edison-Ford Estates	4/4/13	26
Fort Myers	RSW Airport	4/6/13	30
Sanibel	Villa Sanibel	4/10/13	5
Sanibel	Casa Ybel	4/10/13	10
Sanibel	Sanibel Cottages	4/10/13	5
Sanibel	Pointe Santo	4/10/13	10
Sanibel	Lighthouse Beach	4/10/13	10
Fort Myers Beach	Neptune Inn	4/12/13	10
Fort Myers Beach	Diamond Head Resort	4/12/13	10
Fort Myers Beach	Estero Island Beach Club	4/12/13	10
Fort Myers	Centennial Park	4/13/13	7
Cape Coral	Cape Coral Yacht Club Beach	4/13/13	11
Fort Myers Beach	Times Square	4/18/13	22
Fort Myers Beach	Bowditch Beach	4/18/13	15
Fort Myers	RSW Airport	4/20/13	30
Sanibel	Compass Point	4/23/13	6
Sanibel	Holiday Inn	4/23/13	10
Sanibel	Sundial Resort	4/23/13	10
Fort Myers	Crowne Plaza	4/25/13	3
North Fort Myers	Shell Factory	4/25/13	14
Fort Myers	Edison-Ford Estates	4/26/13	19
Total			**305**

May 2013 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Pink Shell	5/2/13	9
Fort Myers Beach	Winward Passage	5/2/13	6
Fort Myers Beach	Casa Playa	5/2/13	5
Fort Myers Beach	Best Western	5/2/13	10
Fort Myers	RSW Airport	5/4/13	30
Sanibel	Sanibel Surfside	5/8/13	5
Sanibel	Pelican Roost	5/8/13	5
Sanibel	Sundial Resort	5/8/13	10
Sanibel	Holiday Inn	5/8/13	10
Bonita Springs	Bonita Beach	5/11/13	33
Fort Myers	Edison-Ford Estates	5/15/13	24
Cape Coral	Cape Coral Yacht Club Beach	5/17/13	12
Fort Myers	RSW Airport	5/18/13	30
Sanibel	Tortuga Beach Club	5/21/13	5
Sanibel	Loggerhead Cay	5/21/13	9
Sanibel	Sanibel Beach Club	5/21/13	4
Sanibel	Coquina Beach	5/21/13	5
Sanibel	Lighthouse Beach	5/21/13	12
Fort Myers Beach	The Pier	5/24/13	15
Fort Myers Beach	Neptune Inn	5/24/13	7
Fort Myers Beach	Estero Island Beach Club	5/24/13	10
Fort Myers Beach	Diamond Head Resort	5/24/13	9
Fort Myers	Crowne Plaza	5/25/13	2
Fort Myers	Centennial Park	5/25/13	8
North Fort Myers	Shell Factory	5/25/13	10
Fort Myers	Edison-Ford Estates	5/30/13	23
Total			**308**

June 2013 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Bonita Springs	Bonita Beach	6/1/13	15
Fort Myers Beach	Estero Island Beach Club	6/3/13	10
Fort Myers Beach	Neptune Inn	6/3/13	10
Fort Myers Beach	Diamond Head Resort	6/3/13	10
Sanibel	Pointe Santo	6/11/13	10
Sanibel	Tarpon Beach	6/11/13	5
Sanibel	Sanibel Cottages	6/11/13	5
Sanibel	Villa Sanibel	6/11/13	6
Sanibel	Casa Ybel	6/11/13	10
Fort Myers	Edison-Ford Estates	6/13/13	19
Fort Myers	Crowne Plaza	6/15/13	3
Fort Myers	Centennial Park	6/15/13	7
Cape Coral	Cape Coral Yacht Club Beach	6/15/13	11
Fort Myers	RSW Airport	6/16/13	30
Fort Myers Beach	Best Western	6/18/13	10
Fort Myers Beach	Casa Playa	6/18/13	5
Fort Myers Beach	Windward Passage	6/18/13	5
Fort Myers Beach	Pink Shell	6/18/13	8
Fort Myers Beach	Times Square	6/18/13	9
North Fort Myers	Shell Factory	6/21/13	14
Sanibel	Coquina Beach	6/27/13	5
Sanibel	Loggerhead Cay	6/27/13	5
Sanibel	Holiday Inn	6/27/13	10
Sanibel	Sundial Resort	6/27/13	10
Fort Myers	Edison-Ford Estates	6/28/13	20
Fort Myers	RSW Airport	6/29/13	30
Bonita Springs	Bonita Beach	6/30/13	20
Total			**302**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of July 2013 to gather data for April, May, and June 2013 lodging activity. Information was provided by 108 Lee County lodging properties.

Lodging Type	Spring 2013 Number of Interviews
Hotel/Motel/Resort/B&Bs	69
Condo/Cottage/Vacation Home/Timeshare	25
RV Park/Campground	14
Total	**108**