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 2015 Visitor Profile and Occupancy Analysis

February 11, 2015

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

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Executive Summary
Fall 2015

Throughout this report, statistically significant differences between responses for 2014 and 2015 at the 95% confidence level are noted with an A,B lettering system.

For example:

2014 A	2015 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 fall 2015, Lee County hosted approximately 723,000 visitors staying in paid accommodations. An additional 395,000 stayed with friends or relatives, for a total of 1.1 million visitors.
- Fall 2015 visitation among paid accommodations guests was up 2% from 2014, however, visitation among those staying with friends or relatives dropped 4.2%. As a result, Lee County saw no change in total visitation versus fall 2014.

Estimated Visitation	Fall 2014	Fall 2015	% Change
Paid Accommodations	708,474	723,025	2.1%
Friends/Relatives	411,978	394,689	-4.2%
Total Visitation	**1,120,452**	**1,117,714**	**-0.2%**

Visitor Expenditures

- Fall 2015 visitors spent an estimated $664.2 million during their stay in Lee County, about a 6% increase from last fall ($627.1 million) and the highest observed for the fall season since 2008.
- Expenditures among fall 2015 paid accommodations guests amounted to $469.5 million (71% of the total), providing an increase of 10.2% year-over-year. Those staying with friends or relatives contributed the remaining $194.7 million – a modest decline from the previous year corresponding with the decrease in number of visitors.

Estimated Expenditures	Fall 2014	Fall 2015	% Change
Paid Accommodations	$426,028,481	$469,499,805	10.2%
Friends/Relatives	$201,036,899	$194,738,939	-3.1%
Total Expenditures	**$627,065,380**	**$664,238,744**	**5.9%**

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

Visitor Origin

- Similar to last year, six in ten fall 2015 visitors staying in paid accommodations reside within the United States (63%). The majority of international visitors staying in paid accommodations came from Germany (15%), followed by the UK (9%) and Canada (8%).

- Half of domestic paid accommodations visitors came from the Midwest (52%). One quarter arrived from the Northeast (25%), slightly fewer from the South (19%), and a small minority from the West (4%).

- During fall 2015, the Lee County lodging industry drew the largest proportion of its domestic visitors from the Minneapolis, New York, and Boston DMAs.

Fall 2015 Top DMAs (Paid Accommodations)		
Minneapolis-Saint Paul	7%	32,760
New York	6%	27,300
Boston (Manchester, NH)	6%	27,300
Cleveland-Akron (Canton)	4%	20,020
Detroit	4%	20,020
Columbus, OH	4%	16,380
Cincinnati	4%	16,380
Chicago	3%	14,560
Indianapolis	3%	14,560
Milwaukee	3%	12,740
Washington, DC (Hagerstown)	2%	9,100
Providence-New Bedford	2%	9,100
Atlanta	2%	9,100
Philadelphia	2%	9,100

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Fall Season	**2014**	**2015**	**2014**	**2015**	
Country of Origin					
United States	65%	62%	462,815	451,360	-2.5%
Germany	13%	15%	88,220	108,949	23.5%
UK	9%	9%	62,433	63,671	2.0%
Canada	7%	8%	50,218	59,427	18.3%
Scandinavia	2%	2%	14,930	16,979	13.7%
BeNeLux	1%	1%	6,786	9,904	46.0%
Switzerland	1%	<1%	8,143	2,830	-65.2%
Latin America	1%	<1%	4,072	1,415	-65.2%
France	<1%	<1%	2,714	1,415	-47.9%
Ireland	<1%	<1%	1,357	1,415	4.3%
Other International	1%	1%	6,786	4,245	-37.4%

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Fall Season	**2014**	**2015**	**2014**	**2015**	
U.S. Region of Origin					
Florida	9%	5%	42,976	21,840	-49.2%
South (including Florida)	26%	19%	119,010	83,720	-29.7%
Midwest	45%	52%	208,267	236,600	13.6%
Northeast	23%	25%	107,439	111,020	3.3%
West	6%	4%	28,100	20,020	-28.8%

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 2015 percentages.

Trip Planning

- The majority of fall 2015 visitors planned their Lee County trip well ahead of their arrival – on par with last year. Seven in ten started talking about their Lee County trip *three or more months* 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.
    - 71% started talking about trip (vs. 72% in 2014)
    - 65% chose Lee County for trip (vs. 64% in 2014)
    - 56% made lodging reservation (vs. 56% in 2014)

- Nine in ten fall visitors claimed to have visited one or more websites when planning their trip to Lee County (86%). Visitors most often mentioned using *airline websites* (45%), followed by *search engines* (28%), *booking websites* (26%), *trip advisor* (22%), or *hotel websites* (22%).

- Half of fall 2015 visitors report that they typically access destination planning information online via a laptop (55%) or smartphone (52%). Somewhat fewer mentioned using a tablet (45%) or desktop computer (41%).

- The characteristics rated most favorably as influencing the decision to visit Lee County in fall 2015 included:
    - *Warm weather (90% vs. 86% in 2014);*
    - *Peaceful/relaxing (86% vs. 82% in 2014);*
    - *White sandy beaches (82% vs. 76% in 2014);*
    - *A safe destination (74% vs. 69% in 2014);*
    - *Clean, unspoiled environment (73% vs. 68% in 2014); and*
    - *Convenient location (70% vs. 64% in 2014).*

Visitor Profile

- As seen last fall, three-quarters of visitors flew to the destination (76%), and most of them arrived at Southwest Florida International Airport (81%).

- On average, fall 2015 visitors stayed in Lee County for about 9 days – a slight increase from last year (8.2). The majority reported they came to Lee County for a vacation (83% vs. 78% in 2014). Seven in ten visitors were repeaters (73%) who averaged five trips to Lee County in the past five years. Fall 2015 saw a modest decrease in the proportion of first-timers (26% vs. 30% in 2014).

Visitor Profile (cont'd)

- Half of fall 2015 paid accommodation guests said they were staying in hotel/motel/resort /B&B properties (53%), fewer in condo/vacation home properties (44%), and only a small number in RV parks/campgrounds (4%). Nearly all reported that the quality of their lodging either *met expectations* (61%) or *far exceeded/exceeded expectations* (35%).

- During their trip, fall visitors enjoyed various activities in Lee County, most commonly: *beaches* (94%), *relaxing* (78%), *dining out* (74%), *swimming* (62%), and *shopping* (61%) – all of which saw notable increases from last fall. Half of fall visitors took a day trip outside of Lee County (52%), with many exploring Naples (33%).

- Visitors continued to be highly satisfied with their stay in Lee County. Almost all fall 2015 visitors indicated they were either *very satisfied* (58%) or *satisfied* (36%) with their visit. Additionally, *very satisfied* ratings showed signs of improvement versus last fall (54%).

- Nine in ten fall visitors indicated they will recommend Lee County to a friend over other areas in Florida (91% vs. 84% in 2014). Just as many intend to return to Lee County themselves (90%), with more than half suggesting they will do so next year (66% vs. 59% in 2014).

- When asked what they liked least about the area, a third of visitors cited *traffic* as a negative aspect encountered during their trip (32%). Following at much lower levels of negative mentions were: *insects* (17%), *high prices* (9%), and *weather* (8%).

- The demographic composition of Fall 2015 visitors can be summarized as follows:

  - 52 years of age on average
  - $102,500 household income on average
  - 73% married
  - 44% traveling as a couple
  - 29% traveling as a family
  - 81% traveling *without* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights showed no real change from fall 2014 to 2015 while *occupied* room nights increased 9.3%. Hotel/motel/resort *available* room nights held steady (-0.1%), condo/vacation homes saw an increase (+5.3%) and RV parks/campgrounds had a slight decrease (-1.6%). However, all property categories experienced growth in *occupied* room nights.

Fall Season	Occupied Room Nights			Available Room Nights		
	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	622,622	692,461	11.2%	1,026,439	1,025,905	-0.1%
Condo/Cottage/Vacation Home	234,029	241,370	3.1%	378,671	398,826	5.3%
RV Park/Campground	242,004	266,937	10.3%	434,947	427,864	-1.6%
Total	**1,098,655**	**1,200,768**	**9.3%**	**1,840,057**	**1,852,595**	**0.7%**

- Consequently, the industry-wide average occupancy rate in Lee County for the fall season increased 8.6% year-over-year. When compared with last fall, hotels/motels/resorts and RV parks/campgrounds experienced substantial growth in average occupancy rate, but condos/vacation homes experienced a decrease (-2.1%).
- Lee County's average daily rate for the fall season rose 5.0% year-over-year. All three lodging categories experienced gains in ADR when compared with last year.
- The increases in both average occupancy rate and ADR translated to 14.0% growth in RevPAR from fall 2014 to 2015. RevPAR increases were most favorable for the hotel/motel/resort and RV parks/campgrounds categories.

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	60.7%	67.5%	11.3%	$129.49	$133.62	3.2%	$78.55	$90.19	14.8%
Condo/Cottage/Vacation Home	61.8%	60.5%	-2.1%	$160.18	$176.39	10.1%	$99.00	$106.75	7.8%
RV Park/Campground	55.6%	62.4%	12.1%	$46.58	$50.13	7.6%	$25.91	$31.28	20.7%
AVERAGE	**59.7%**	**64.8%**	**8.6%**	**$117.76**	**$123.66**	**5.0%**	**$70.31**	**$80.15**	**14.0%**

Lodging Industry Assessments (cont'd)

- According to reports from Lee County property managers, reservations for winter season 2016 (January, February, and March) suggest business will be strong. The majority of managers responding in early January noted that their total level of reservations for the winter season are *up* over the same period last year or the *same* (58% and 30% respectively), with few claiming that their reservation are *down* (9%).

Fall 2015 Lee County Snapshot

Total Visitation

Fall Season	% 2014	% 2015	Visitor Estimates 2014	Visitor Estimates 2015
Paid Accommodations	63%	65%	708,474	723,025
Friends/Relatives	37%	35%	411,978	394,689
Total Visitation			**1,120,452**	**1,117,714**

Total Visitor Expenditures

Fall Season	2014	2015	% Change
Total Visitor Expenditures	$627,065,380	$664,238,744	5.9%
Paid Accommodations	$426,028,481	$469,499,805	10.2%

Visitor Origin - Visitors Staying in Paid Accommodations

Fall Season	% 2014	% 2015	Visitor Estimates 2014	Visitor Estimates 2015
Florida	9%	5%	42,976	21,840
United States	65%	62%	462,815	451,360
Germany	12%	15%	88,220	108,949
UK	9%	9%	62,433	63,671
Canada	7%	8%	50,218	59,427
Other International	6%	5%	44,789	39,618

First-Time/Repeat Visitors to Lee County

Fall Season	2014	2015
First-time	30%	26%
Repeat	68%	73%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	60.7%	67.5%	11.3%	$129.49	$133.62	3.2%	$78.55	$90.19	14.8%
Condo/Cottage/Vacation Home	61.8%	60.5%	-2.1%	$160.18	$176.39	10.1%	$99.00	$106.75	7.8%
RV Park/Campground	55.6%	62.4%	12.1%	$46.58	$50.13	7.6%	$25.91	$31.28	20.7%
AVERAGE	**59.7%**	**64.8%**	**8.6%**	**$117.76**	**$123.66**	**5.0%**	**$70.31**	**$80.15**	**14.0%**

Calendar YTD 2015 Lee County Snapshot

Total Calendar Year Visitation	%		Visitor Estimates	
	2014	2015	2014	2015
Paid Accommodations	60%	61%	3,015,974	3,023,021
Friends/Relatives	40%	39%	1,987,596	1,895,742
Total Visitation			**5,003,570**	**4,918,763**

Total Visitor Expenditures	2014	2015	% Change
Total Visitor Expenditures	$2,865,097,777	$2,997,115,778	4.6%
Paid Accommodations	$1,938,003,424	$2,098,652,554	8.3%

Visitor Origin - Visitors Staying in Paid Accommodations	%		Visitor Estimates	
	2014	2015	2014	2015
Florida	7%	8%	160,947	176,539
US	76%	74%	2,279,842	2,240,688
Germany	8%	9%	250,055	272,590
Canada	6%	6%	176,059	196,265
UK	5%	6%	139,061	177,183
Other International	6%	5%	170,956	136,295

First-Time/Repeat Visitors to Lee County	2014	2015
First-time	28%	31%
Repeat	71%	67%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	67.0%	71.7%	7.0%	$148.75	$154.15	3.6%	$99.68	$110.57	10.9%
Condo/Cottage/Vacation Home	66.2%	67.1%	1.3%	$184.71	$200.76	8.7%	$122.31	$134.71	10.1%
RV Park/Campground	51.5%	56.0%	8.7%	$50.78	$54.48	7.3%	$26.17	$30.53	16.7%
AVERAGE	**63.0%**	**67.1%**	**6.5%**	**$136.98**	**$144.68**	**5.6%**	**$86.34**	**$97.10**	**12.5%**

Visitor Profile Analysis
Fall 2015

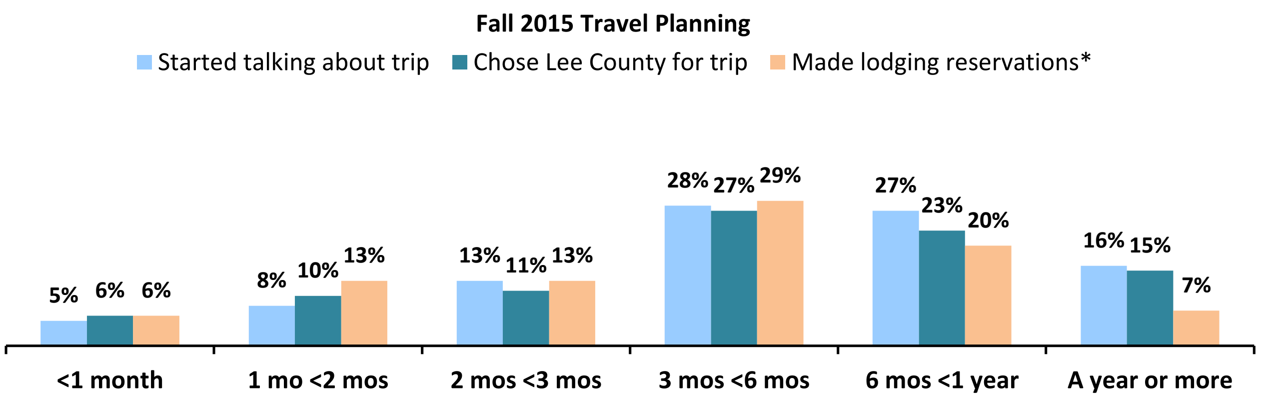
A total of 937 interviews were conducted with visitors in Lee County during the Fall months of July, August, and September 2015. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

A total of 921 interviews were conducted with visitors in Lee County during the fall months of October, November, and December 2014. 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	**2014**	**2015**	**2014**	**2015**	**2014**	**2015**
	A	**B**	**A**	**B**	**A**	**B**
Total Respondents	**921**	**937**	**921**	**937**	**521***	**518***
Less than 3 months (NET)	25%	25%	30%	28%	34%	32%
<1 month	3%	5%	7%	6%	8%	6%
1 month - <2 months	10%	8%	10%	10%	14%	13%
2 months - <3 months	12%	13%	12%	11%	13%	13%
3 months or more (NET)	72%	71%	64%	65%	56%	56%
3 months - <6 months	31%	28%	28%	27%	27%	29%
6 months - <1 year	27%	27%	22%	23%	23%	20%
A year or more	15%	16%	14%	15%	6%	7%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	6%	8%
No Answer	3%	4%	6%	7%	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?



* Base: Among those staying in paid accommodations

Travel Planning

Devices Used to Access Destination Planning Information

	2014	2015
Fall Season	A	B
Total Respondents	**921**	**937**
Any (NET)	96%	97%
Laptop computer	58%	55%
Smartphone	47%	52%a
Tablet	44%	45%
Desktop computer	42%	41%
E-Reader	4%	3%
Other portable device	1%	2%
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

	2014	2015
Fall Season	A	B
Respondents who used a device to plan	**882**	**907**
Visited web sites (net)	85%	86%
Airline websites	46%	45%
Search Engines	26%	28%
Booking websites	21%	26%a
Trip Advisor	25%	22%
Hotel websites	25%	22%
Vacation rental websites	20%	21%
Visit Florida	12%	12%
www.FortMyers-Sanibel.com	9%	10%
Facebook	5%	7%
AAA	7%	5%
Other	8%	10%
None/Didn't visit websites	13%	13%
No Answer	2%	1%

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

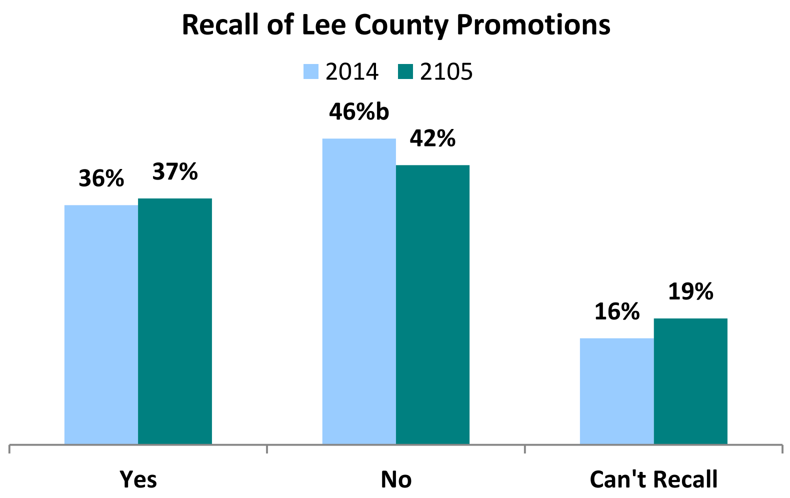
Travel Planning

Travel Information Requested		
	2014	2015
Fall Season	A	B
Total Respondents	**921**	**937**
Requested information (NET)	26%	24%
Hotel website	9%	9%
VCB website	5%	5%
Visitor Guide	4%	4%
Call hotel	4%	4%
E-Newsletter	1%	1%
Call local Chamber of Commerce	<1%	<1%
Magazine Reader Services Card	<1%	<1%
Call VCB	<1%	<1%
Other	10%	9%
None/Did not request information	70%	71%
No Answer	4%	4%

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

Recall of Lee County Promotions		
	2014	2015
Fall Season	A	B
Total Respondents	**921**	**937**
Yes	36%	37%
No	46%b	42%
Can't Recall	16%	19%
No Answer	1%	2%

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

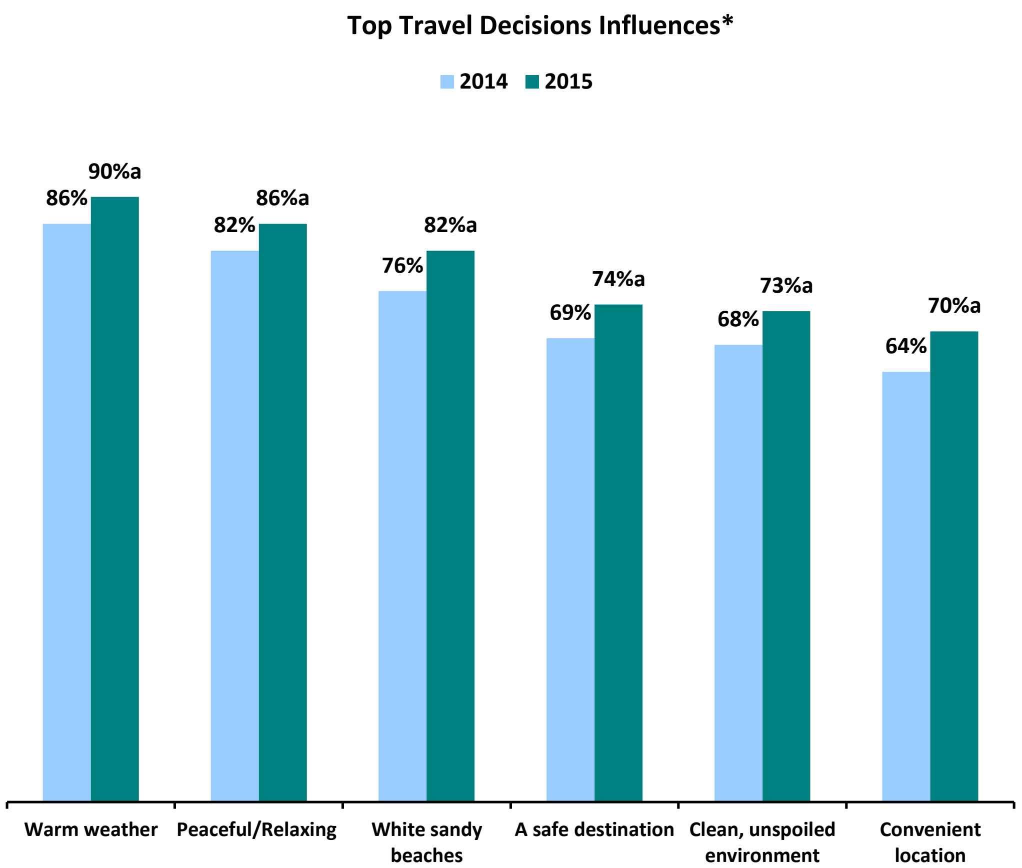


Travel Planning

Travel Decision Influences*		
Fall Season	2014	2015
	A	B
Total Respondents	921	937
Warm weather	86%	90%a
Peaceful/Relaxing	82%	86%a
White sandy beaches	76%	82%a
A safe destination	69%	74%a
Clean, unspoiled environment	68%	73%a
Convenient location	64%	70%a
Plenty to see and do	60%	62%
Good value for the money	61%	61%
Affordable dining	52%	55%
Reasonably priced lodging	52%	53%
A "family" atmosphere	48%	50%
Upscale accommodations	47%	48%

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	2014	2015
	A	B
Total Respondents	**921**	**937**
Fly	76%	76%
Drive A personal vehicle	17%	17%
Drive A rental vehicle	6%	5%
Drive an RV	1%	2%
Travel by bus	-	<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	2014	2015
	A	B
Total Respondents	**921**	**937**
<u>One or more trips</u>	<u>63%</u>	<u>65%</u>
1 trip	37%	38%
2 to 3 trips	22%	22%
4 to 5 trips	3%	3%
6 or more trips	2%	2%
None/No Answer	37%	35%

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

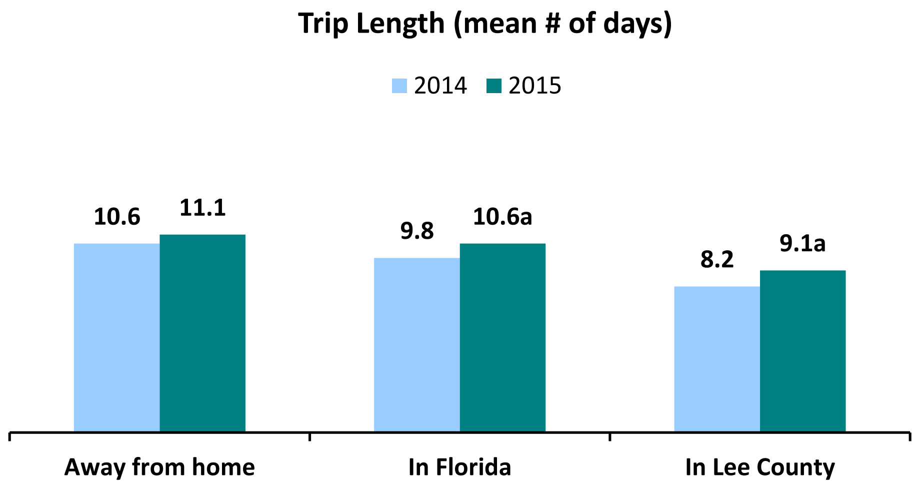
Fall Season	2014	2015
	A	B
Respondents who flew	**696**	**708**
SW Florida Int'l (Fort Myers)	84%	81%
Punta Gorda	3%	5%
Miami Int'l	3%	5%
Orlando Int'l	3%	2%
Ft. Lauderdale Int'l	3%	2%
Tampa Int'l	2%	2%
Other/No Answer	1%	2%

Q2: At which Florida airport did you land?

Trip Profile

Trip Length Mean # of Days		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Away from home	10.6	11.1
In Florida	9.8	10.6a
In Lee County	8.2	9.1a

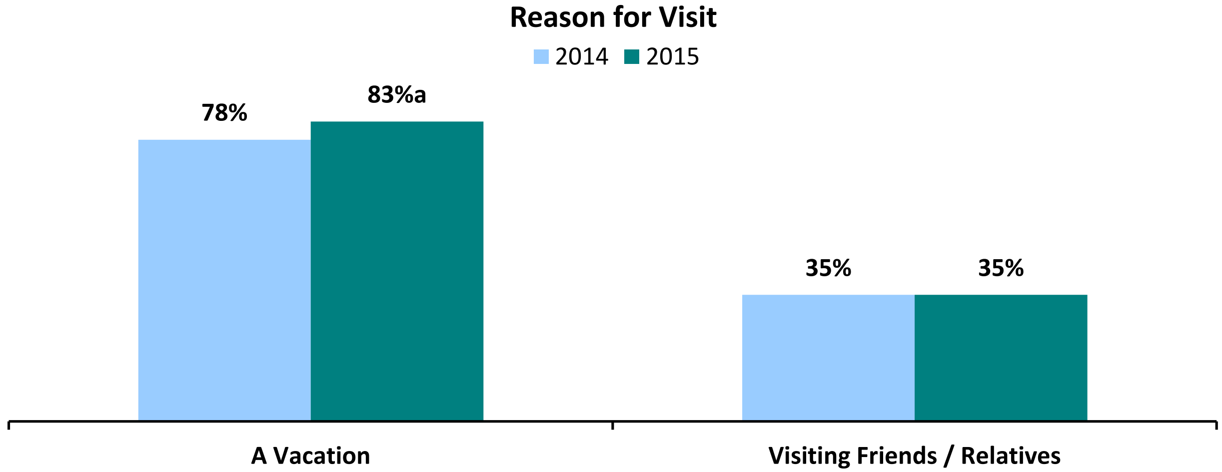
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
A Vacation	78%	83%a
Visiting Friends/Relatives	35%	35%
Personal Business	3%	2%
Sporting Event(s)	1%	2%
A Conference/Meeting	1%	1%
A Convention/Tradeshow	1%	<1%
Other Business Trip	1%	1%
Other/No Answer (NET)	2%	2%

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



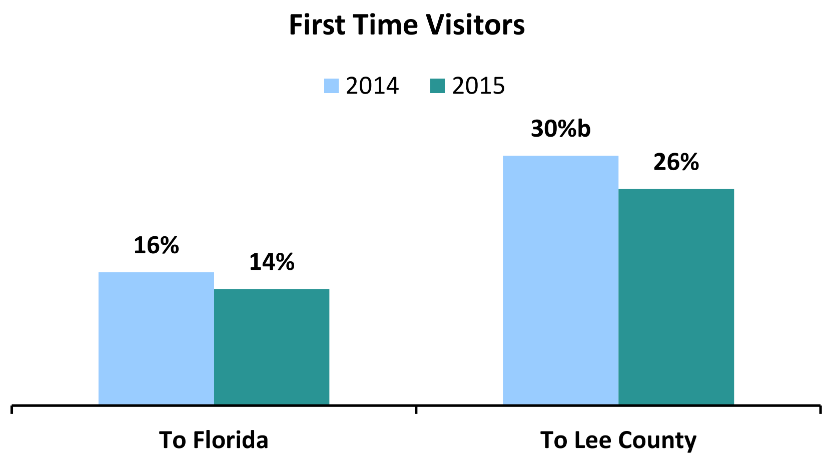
Trip Profile

First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
Fall Season	2014	2015	2014	2015	2014	2015	2014	2015
	A	B	A	B	A	B	A	B
Total Respondents	**921**	**937**	**39***	**22****	**468**	**481**	**285**	**285**
First-time visitor	30%b	26%	21%	9%	19%	18%	50%	44%
Repeat visitor	68%	73%a	77%	91%	80%	81%	47%	55%
No Answer	2%	1%	3%	-	1%	1%	2%	1%

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	**2014**	**2015**
Total Respondents	**921**	**937**
	A	**B**
Yes, first-time visitor	16%	14%
No	78%	82%a
No answer	2%	2%
*FL Residents**	4%b	2%

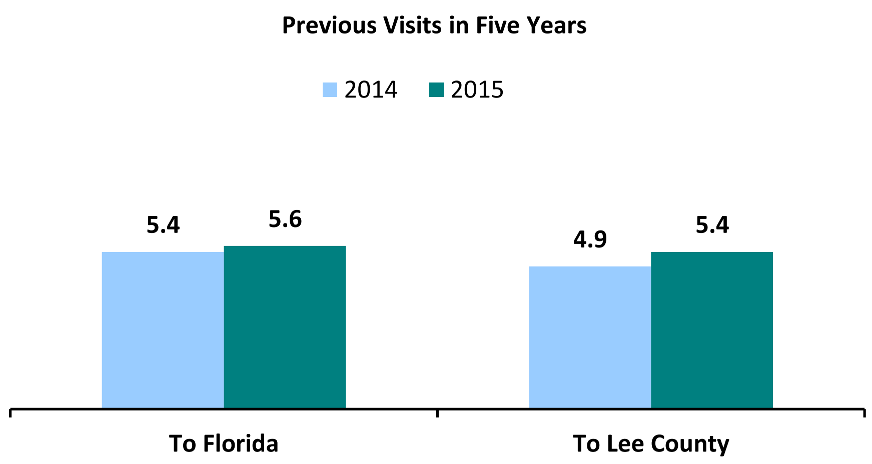
Q13: Is this your first visit to Florida?
**Florida residents are shown as A proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
Fall Season	**Mean # of Visits to Florida**		**Mean # of Visits to Lee County**	
	2014	**2015**	**2014**	**2015**
	A	**B**	**A**	**B**
Base: Repeat Visitors	**721**(FL res. Excl)	**770**(FL res. Excl)	**627**	**680**
Number of visits	5.4	5.6	4.9	5.4

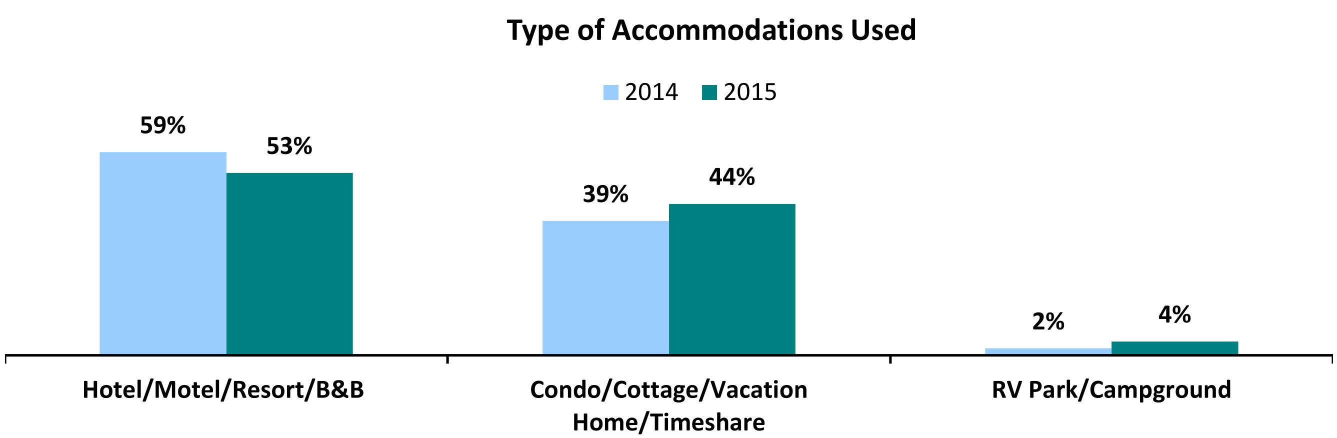
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used		
Fall Season	2014	2015
	A	B
Total respondents staying in paid accommodations	**521**	**518**
Hotel/Motel/Resort/B&B (NET)	**59%**	**53%**
At a hotel/motel/historic inn	38%b	30%
At a resort	20%	23%
At a Bed and Breakfast	<1%	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**39%**	**44%**
RV Park/Campground (NET)	**2%**	**4%**

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



Trip Profile

Quality of Accommodations		
Fall Season	2014	2015
	A	B
Total respondents staying in paid accommodations	**521**	**518**
Far exceeded/Exceeded expectations	41%	35%
Met your expectations	54%	61%a
Did not meet/Far below expectations	3%	2%
No Answer	2%	2%

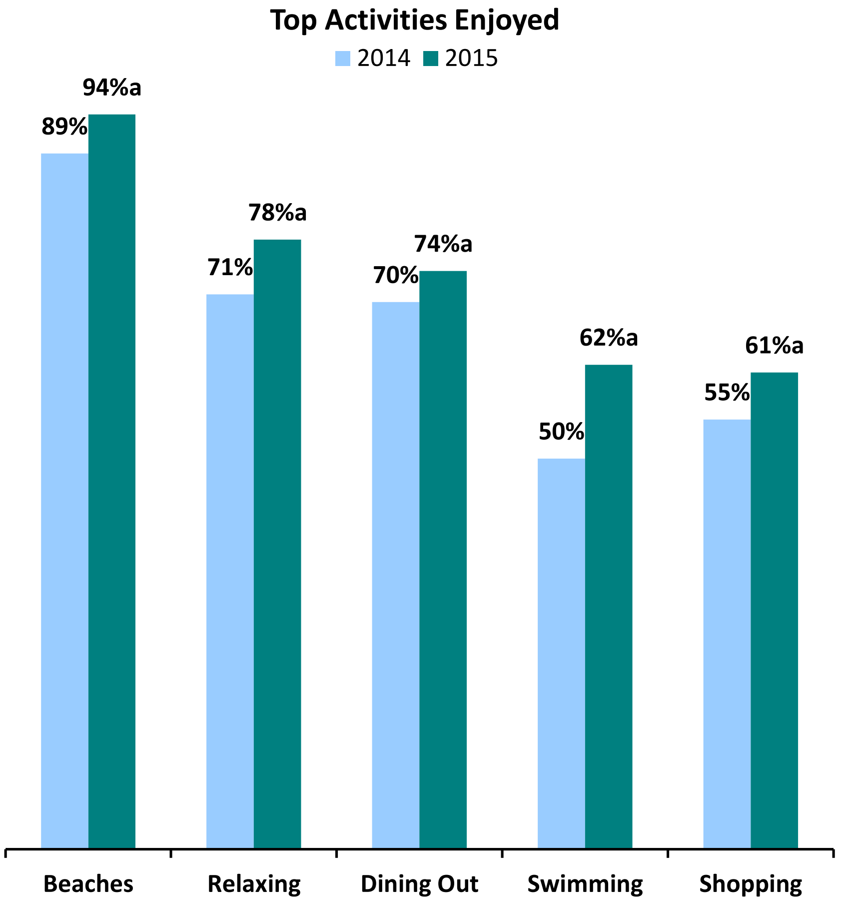
Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2014	2015	2014	2015	2014	2015	2014	2015
	A	B	A	B	A	B	A	B
Total respondents staying in paid accommodations	**280**	**243**	**627**	**680**	**633**	**640**	**285**	**285**
Far exceeded/Exceeded expectations	35%	32%	50%	49%	50%	49%	36%	36%
Met your expectations	45%	55%a	40%	43%	38%	42%	50%	53%
Did not meet/Far below expectations	3%	2%	3%	1%	3%	2%	2%	1%
No Answer	17%	11%	7%	7%	9%	7%	12%	10%

Trip Activities

Activities Enjoyed		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Beaches	89%	94%a
Relaxing	71%	78%a
Dining Out	70%	74%a
Swimming	50%	62%a
Shopping	55%	61%a
Sightseeing	41%	39%
Visiting Friends/Relatives	33%	37%
Shelling	34%	35%
Watching Wildlife	27%	24%
Attractions	25%b	21%
Photography	17%	21%a
Bicycle Riding	18%	20%
Exercise/Working Out	15%	20%a
Birdwatching	15%	19%
Bars/Nightlife	15%	16%
Golfing	14%	16%
Boating	12%	12%
Fishing	9%	12%
Miniature Golf	8%	10%
Kayaking/Canoeing	9%	8%
Guided Tour	6%	5%
Cultural Events	6%	4%
Sporting Event	3%	4%
Parasailing/Jet Skiing	5%	3%
Tennis	4%	3%
Scuba Diving/Snorkeling	1%	2%
Other	3%	3%
No Answer	2%	1%

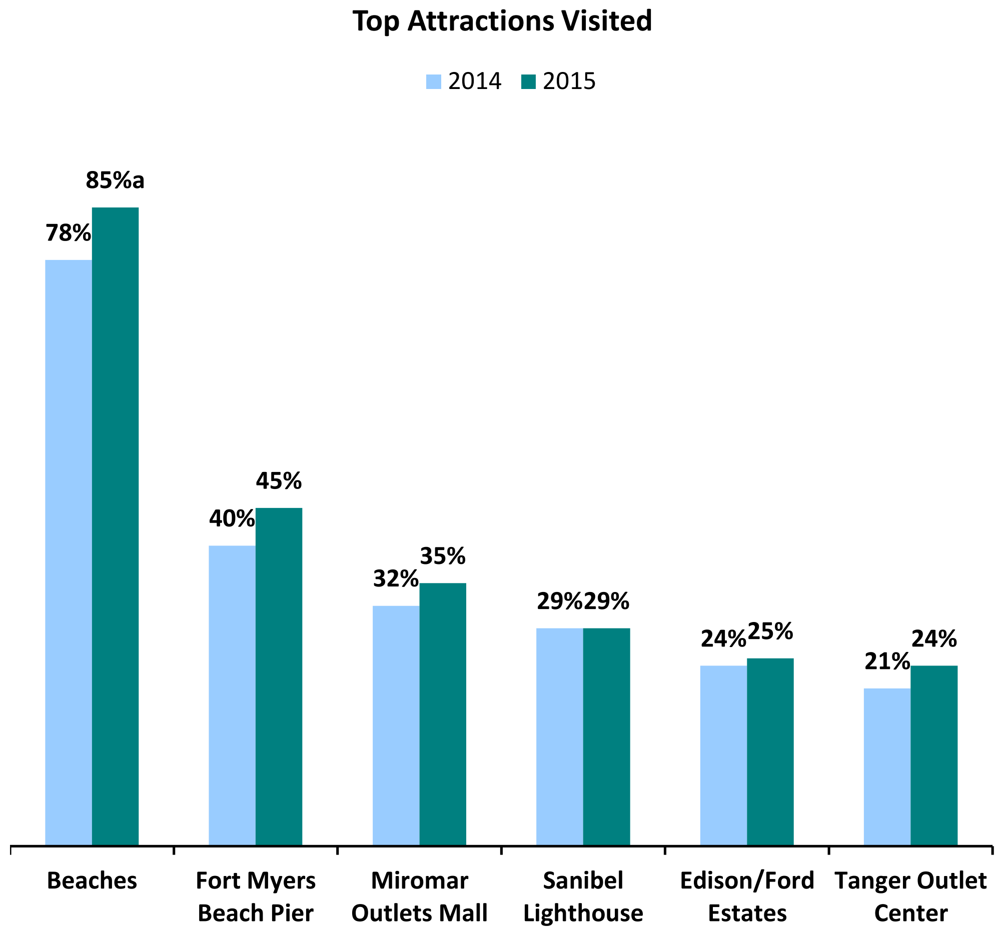
Q23: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*



Trip Activities

Attractions Visited		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Beaches	78%	85%a
Fort Myers Beach Pier	40%	45%
Miromar Outlets Mall	32%	35%
Sanibel Lighthouse	29%	29%
Edison / Ford Estates	24%	25%
Tanger Outlet Center	21%	24%
Ding Darling National Wildlife Refuge	11%	14%
Coconut Point Mall	13%	13%
Gulf Coast Town Center	11%	13%
Bell Tower Shops	11%	13%
Periwinkle Place	12%	11%
Shell Factory and Nature Park	6%	11%a
Edison Mall	9%	10%
Manatee Park	5%	4%
Bailey-Matthews Shell Museum	2%	3%
Broadway Palm Dinner Theater	1%	2%
Babcock Wilderness Adventures	1%	1%
Barbara B. Mann Performing Arts Hall	1%	1%
Other	5%	6%
None/No Answer	7%	5%

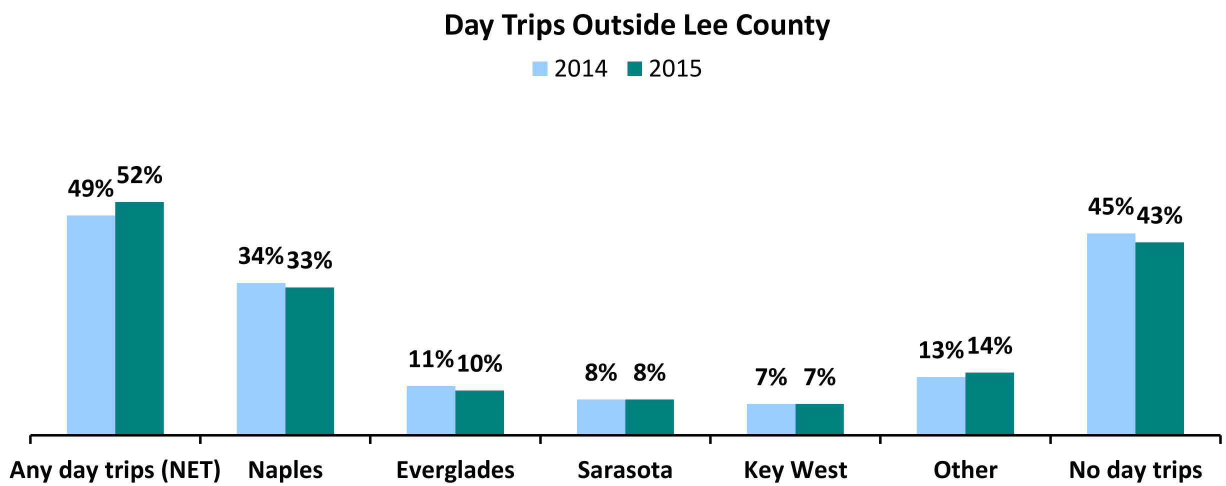
Q24: On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

Day Trips Outside Lee County		
Fall Season	**2014**	**2015**
	A	**B**
Total Respondents	**921**	**937**
Any day trips (NET)	49%	52%
Naples	34%	33%
Everglades	11%	10%
Sarasota	8%	8%
Key West	7%	7%
Other	13%	14%
No day trips	45%	43%
No Answer	12%	14%

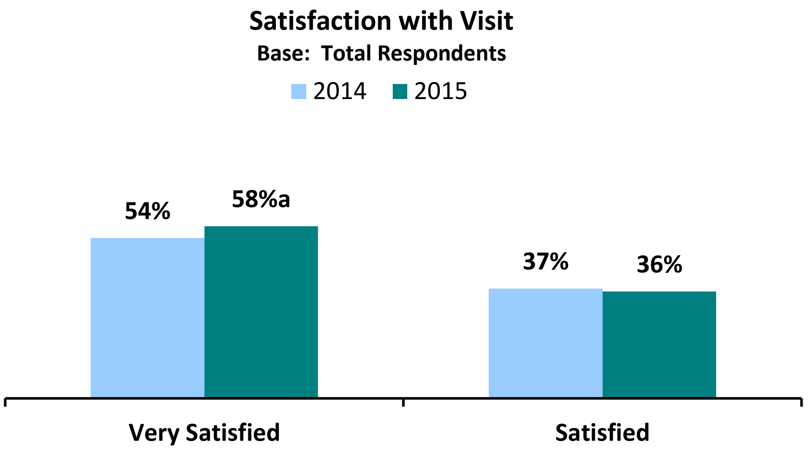
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit	Total Respondents	
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Very Satisfied/Satisfied	91%	94%a
Very Satisfied	54%	58%a
Satisfied	37%	36%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	1%	<1%
Don't know/no answer	7%b	4%

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



Ratings by Subgroup	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2014	2015	2014	2015	2014	2015	2014	2015
	A	B	A	B	A	B	A	B
Total Respondents	**280**	**243**	**627**	**680**	**633**	**640**	**285**	**285**
Very Satisfied/Satisfied	90%	92%	91%	95%a	91%	94%a	91%	95%a
Very Satisfied	31%	36%	64%	67%	58%	64%a	44%	49%
Satisfied	59%	57%	28%	28%	33%	31%	46%	47%

Future Plans

Likelihood to Recommend/Return to Lee County		
Fall Season	**2014**	**2015**
	A	**B**
Total Respondents	**921**	**937**
Likely to Recommend Lee County	84%	91%a
Likely to Return to Lee County	87%	90%
Base: Total Respondents Planning to Return	**805**	**844**
Likely to Return Next Year	59%	66%a

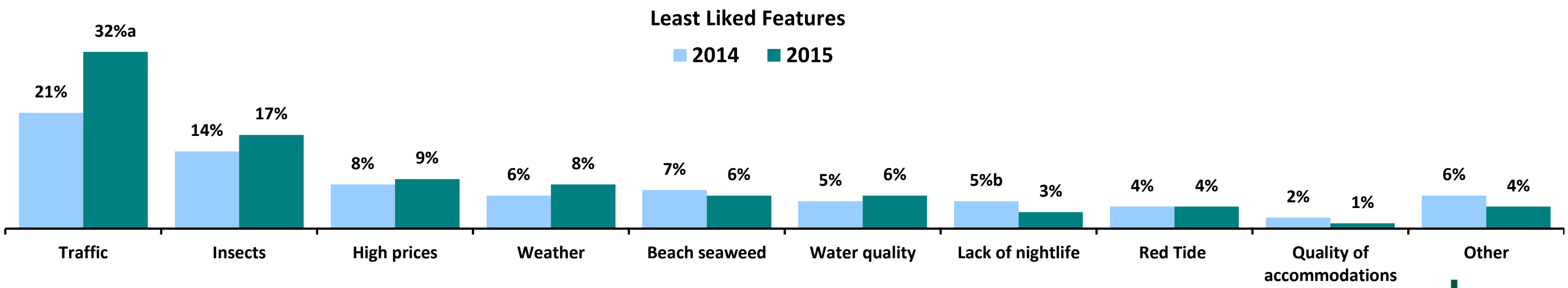
Q27: Would you recommend Lee County to A friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?

Ratings by Subgroup								
	First-Timers		**Repeaters**		**U.S. Residents**		**International Residents**	
Fall Season	**2014**	**2015**	**2014**	**2015**	**2014**	**2015**	**2014**	**2015**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total Respondents	**280**	**243**	**627**	**680**	**633**	**640**	**285**	**285**
Likely to Recommend Lee County	76%	87%a	89%	92%a	86%	90%a	82%	92%a
Likely to Return to Lee County	77%	80%	93%	94%	90%	91%	83%	88%
Base: Total Respondents Planning to Return	**216**	**195**	**583**	**636**	**567**	**583**	**237**	**252**
Likely to Return Next Year	25%	45%a	72%	72%	63%	69%a	49%	61%a

Trip Activities

Least Liked Features		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Traffic	21%	32%a
Insects	14%	17%
High prices	8%	9%
Weather	6%	8%
Beach seaweed	7%	6%
Water quality	5%	6%
Lack of nightlife	5%b	3%
Red Tide	4%	4%
Quality of accommodations	2%	1%
Other	6%	4%
Nothing/No Answer (NET)	46%b	37%

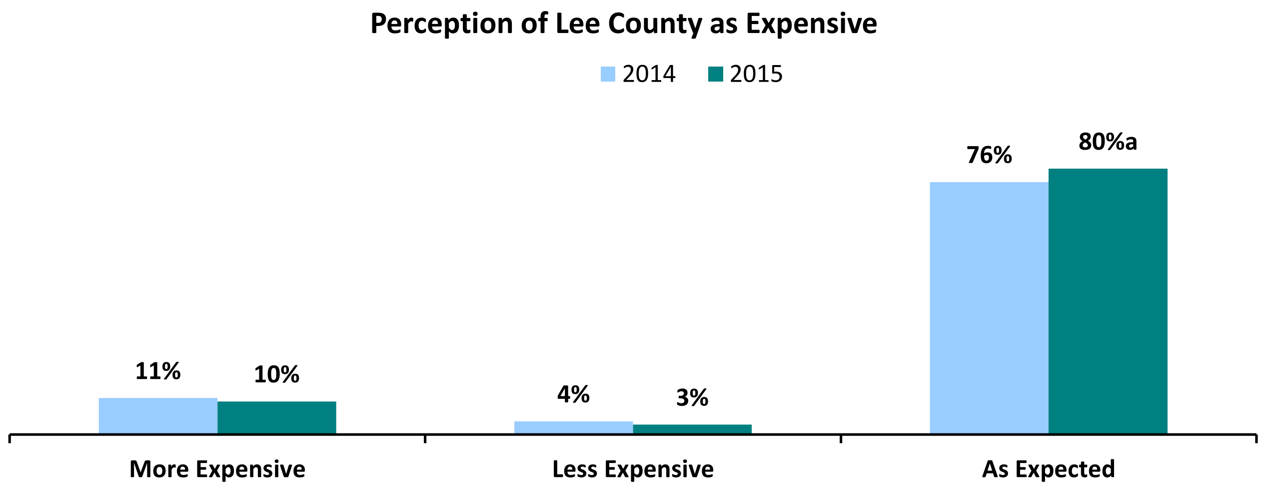
Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
More Expensive	11%	10%
Less Expensive	4%	3%
As Expected	76%	80%a
Don't know/No Answer (NET)	9%b	6%

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	2014	2015
	A	B
Total Respondents	**921**	**937**
Age of respondent (mean)	51.3	51.6
Annual household income (mean)	$103,875	$102,517
Martial Status		
Married	72%	73%
Single	15%	12%
Other	11%	12%
Vacations per year (mean)	3.4	3.1
Short getaways per year (mean)	3.9	3.8

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	2014	2015
	A	B
Total Respondents	**921**	**937**
Couple	42%	44%
Family	30%	29%
Group of couples/friends	15%	14%
Single	10%	10%
Mean travel party size	3.0	2.9
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		
Fall Season	2014	2015
	A	B
Total Respondents	**921**	**937**
Traveling with any Children (net)	17%	19%
Any younger than 6	6%	9%a
Any ages 6-11	7%	7%
Any 12-17 years old	8%	8%
No Children	83%	81%

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	2014	2015	2014	2015	% Change
Paid Accommodations	63%	65%	708,474	723,025	2.1%
Friends/Relatives	37%	35%	411,978	394,689	-4.2%
Total Visitation			**1,120,452**	**1,117,714**	**-0.2%**

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Fall Season	2014	2015	2014	2015	
Country of Origin					
United States	65%	62%	462,815	451,360	-2.5%
Germany	13%	15%	88,220	108,949	23.5%
UK	9%	9%	62,433	63,671	2.0%
Canada	7%	8%	50,218	59,427	18.3%
Scandinavia	2%	2%	14,930	16,979	13.7%
BeNeLux	1%	1%	6,786	9,904	46.0%
Switzerland	1%	<1%	8,143	2,830	-65.2%
Latin America	1%	<1%	4,072	1,415	-65.2%
France	<1%	<1%	2,714	1,415	-47.9%
Ireland	<1%	<1%	1,357	1,415	4.3%
Other International	1%	1%	6,786	4,245	-37.4%

U.S. Region of Origin	2014	2015	2014	2015	% Change
Florida	9%	5%	42,976	21,840	-49.2%
South (including Florida)	26%	19%	119,010	83,720	-29.7%
Midwest	45%	52%	208,267	236,600	13.6%
Northeast	23%	25%	107,439	111,020	3.3%
West	6%	4%	28,100	20,020	-28.8%

Fall 2015 Top DMAs (Paid Accommodations)

Minneapolis-Saint Paul	7%	32,760
New York	6%	27,300
Boston (Manchester, NH)	6%	27,300
Cleveland-Akron (Canton)	4%	20,020
Detroit	4%	20,020
Columbus, OH	4%	16,380
Cincinnati	4%	16,380
Chicago	3%	14,560
Indianapolis	3%	14,560
Milwaukee	3%	12,740
Washington, DC (Hagerstown)	2%	9,100
Providence-New Bedford	2%	9,100
Atlanta	2%	9,100
Philadelphia	2%	9,100

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 2015 percentages.

Occupancy Data Analysis
Fall 2015

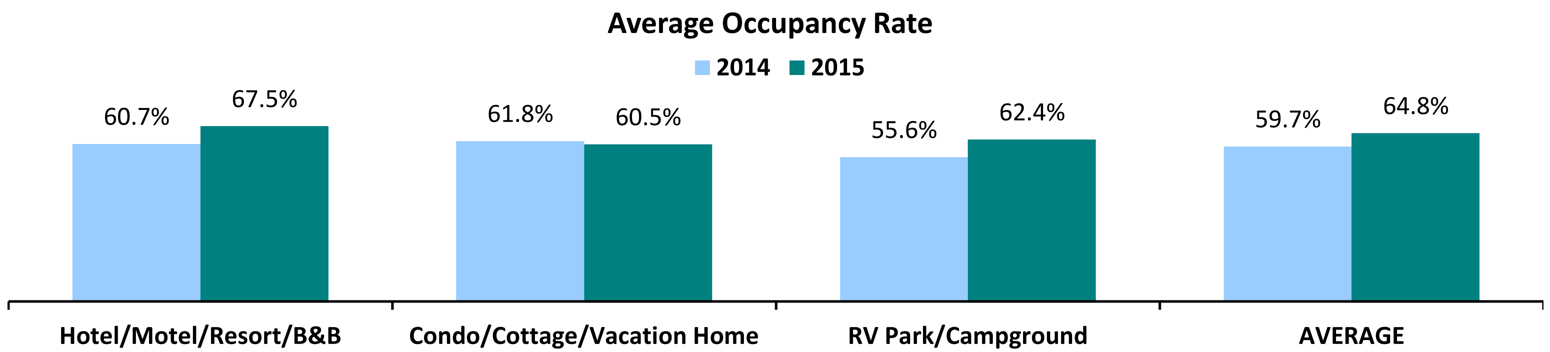
For the 2015 Fall season, property managers were interviewed in January 2015 to provide data for each specific month of the season (October, November, December 2015).

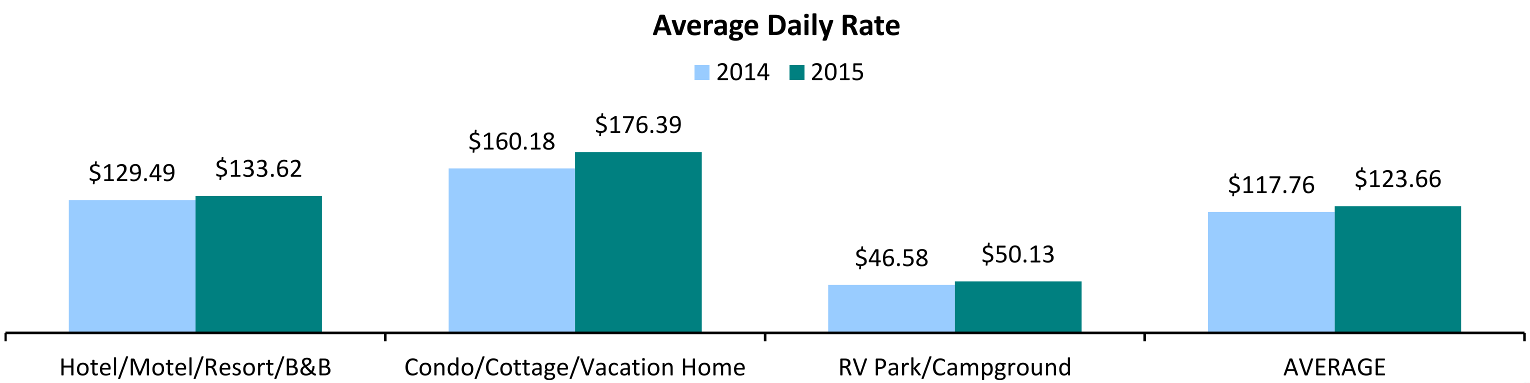
For the 2014 Fall season, property managers were interviewed in January 2014 to provide data for each specific month of the season (October, November, December 2014).

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Fall Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
Hotel/Motel/Resort/B&B	60.7%	67.5%	11.3%	$129.49	$133.62	3.2%	$78.55	$90.19	14.8%
Condo/Cottage/Vacation Home	61.8%	60.5%	-2.1%	$160.18	$176.39	10.1%	$99.00	$106.75	7.8%
RV Park/Campground	55.6%	62.4%	12.1%	$46.58	$50.13	7.6%	$25.91	$31.28	20.7%
AVERAGE	**59.7%**	**64.8%**	**8.6%**	**$117.76**	**$123.66**	**5.0%**	**$70.31**	**$80.15**	**14.0%**

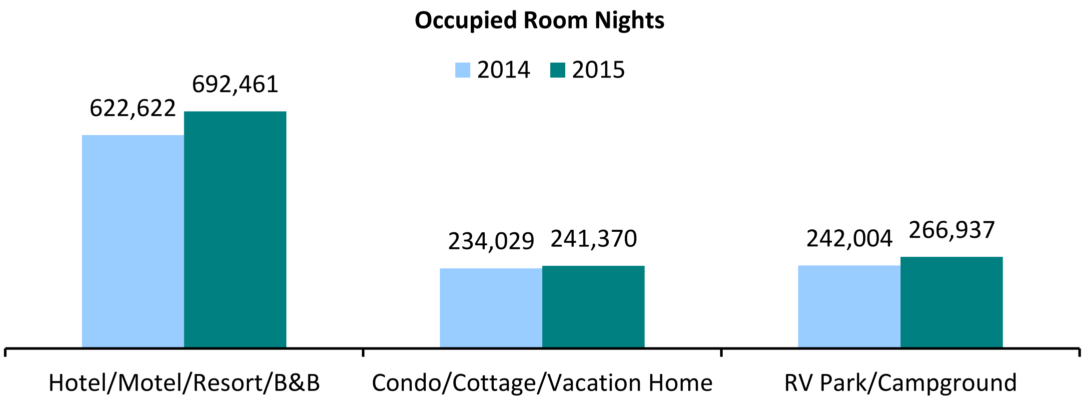
Q16: What was your overall average occupancy rate for the month of [October/November/December]?
Q17: What was your average daily rate (ADR) in [October/November/December]?

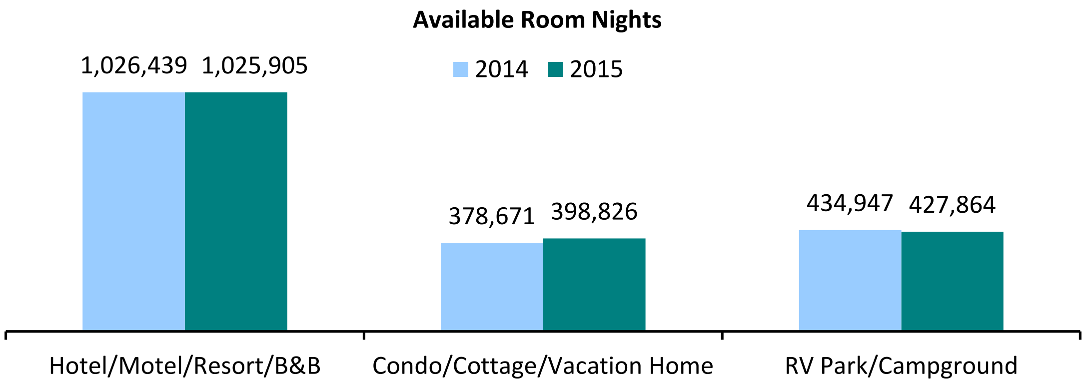




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
Fall Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
Hotel/Motel/Resort/B&B	622,622	692,461	11.2%	1,026,439	1,025,905	-0.1%
Condo/Cottage/Vacation Home	234,029	241,370	3.1%	378,671	398,826	5.3%
RV Park/Campground	242,004	266,937	10.3%	434,947	427,864	-1.6%
Total	**1,098,655**	**1,200,768**	**9.3%**	**1,840,057**	**1,852,595**	**0.7%**



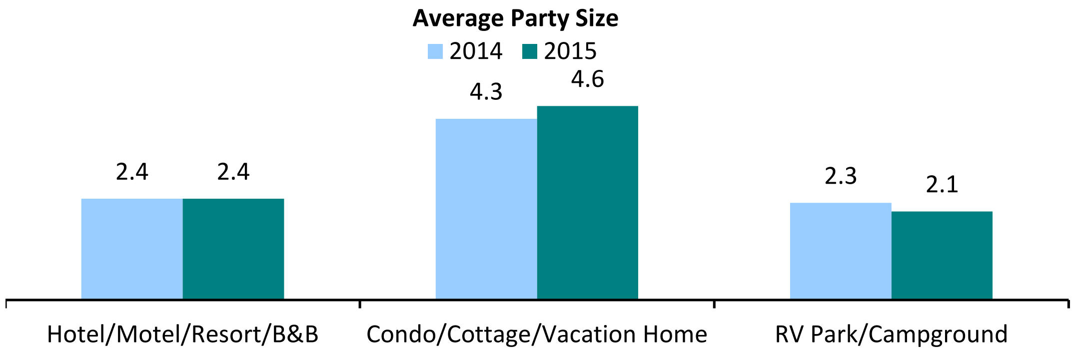


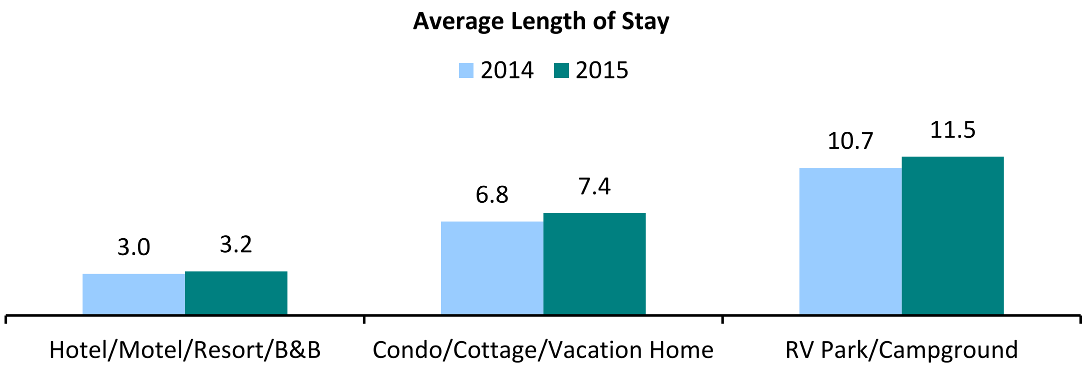
Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Fall Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
Hotel/Motel/Resort/B&B	2.4	2.4	-0.4%	3.0	3.2	7.3%
Condo/Cottage/Vacation Home	4.3	4.6	5.8%	6.8	7.4	9.6%
RV Park/Campground	2.3	2.1	-4.6%	10.7	11.5	7.3%
Average	**2.8**	**2.8**	**-0.1%**	**4.3**	**4.6**	**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.

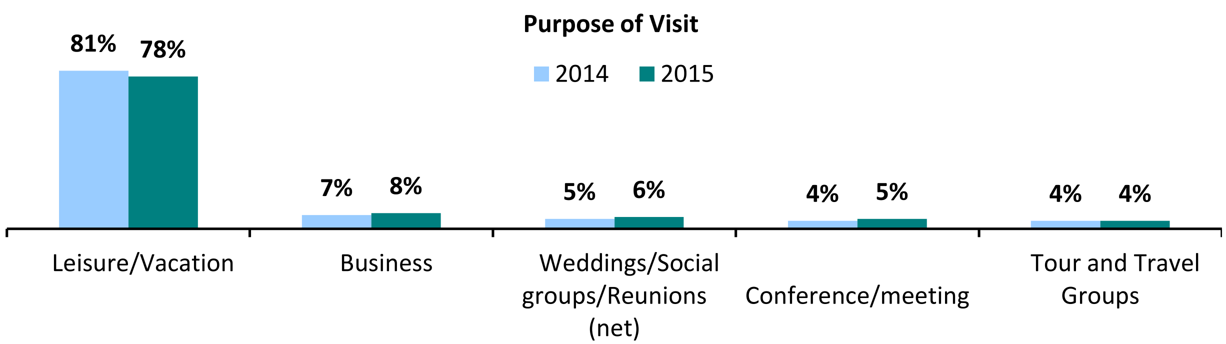




Lodging Management Estimates

Guest Profile		
Fall Season	2014	2015
	A	B
Total Number of Responses	**90**	**94**
Purpose of Visit		
Leisure/Vacation	81%	78%
Business	7%	8%
Weddings/Social groups/Reunions (net)	5%	6%
Conference/meeting	4%	5%
Tour and Travel Groups	4%	4%

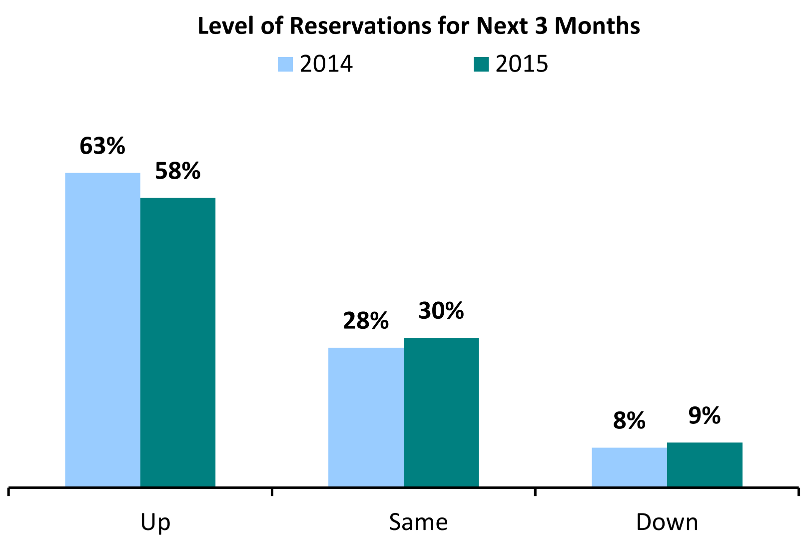
Q22: What percent of your [October/November/December room/site/unit occupancy do you estimate was generated by:



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Fall Season	**2014**	**2015**
	A	**B**
Total Respondents	**98**	**100**
Up/Same (net)	91%	88%
Up	63%	58%
Same	28%	30%
Down	8%	9%

Q24: Compared to January, February, and March of 2015, is your property's total level of reservations up, the same or down for January, February, and March of 2016?



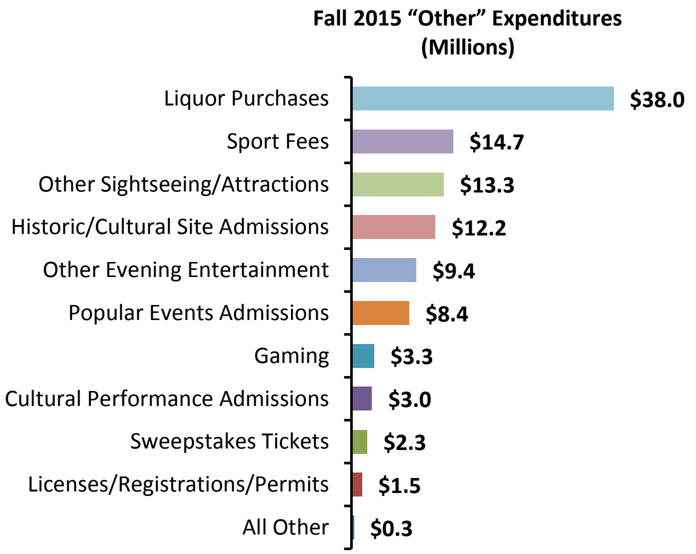
Economic Impact Analysis

Fall 2015

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Fall Season	**2014**	**2015**	**% Change**
TOTAL	$627,065,380	$664,238,744	5.9%
Food and Beverages	$161,388,643	$167,220,330	3.6%
Shopping	$176,358,537	$181,007,847	2.6%
Lodging Accommodations	$129,382,657	$148,483,747	14.8%
Ground Transportation	$58,539,386	$61,101,465	4.4%
Other	$101,396,157	$106,425,355	5.0%

(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

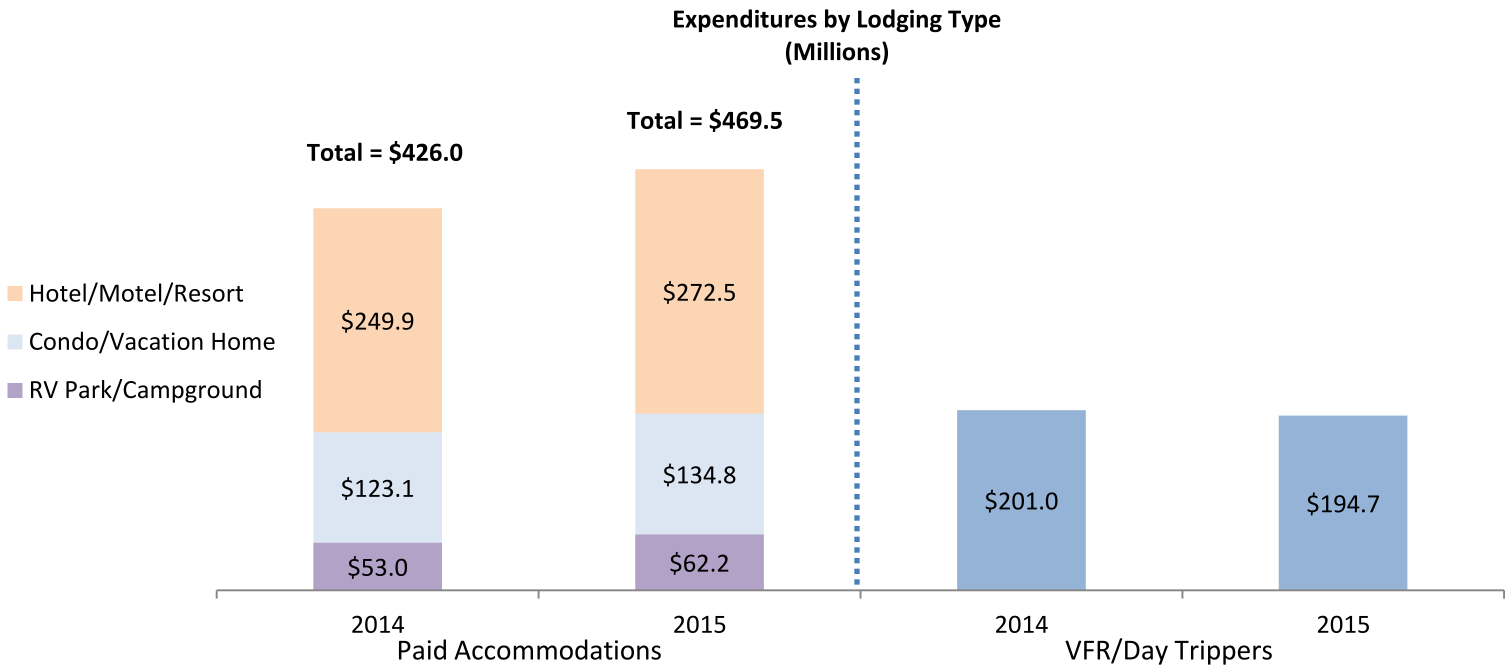
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Fall Season	2014	2015	% Change	2014	2015	% Change
TOTAL	$426,028,481	$469,499,805	10.2%	$201,036,899	$194,738,939	-3.1%
Lodging Accommodations	$129,382,657	$148,483,747	14.8%	$0	$0	-
Food and Beverages	$95,968,715	$103,925,956	8.3%	$65,419,928	$63,294,374	-3.2%
Shopping	$104,575,400	$113,752,817	8.8%	$71,783,137	$67,255,030	-6.3%
Ground Transportation	$37,222,439	$40,143,413	7.8%	$21,316,947	$20,958,052	-1.7%
Other	$58,879,270	$63,193,872	7.3%	$42,516,887	$43,231,483	1.7%

"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					
Fall Season	**2014**	**2015**	**% Change**	**2014**	**2015**
TOTAL	$627,065,380	$664,238,744	5.9%	100%	100%
Visiting Friends & Relatives/Day Trippers	$201,036,899	$194,738,939	-3.1%	36%	29%
Paid Accommodations	$426,028,481	$469,499,805	10.2%	64%	71%
Hotel/Motel/Resort/B&B	$249,921,008	$272,457,813	9.0%	41%	41%
Condo/Cottage/Vacation Home	$123,090,429	$134,801,731	9.5%	18%	20%
RV Park/Campground	$53,017,044	$62,240,261	17.4%	5%	9%



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.

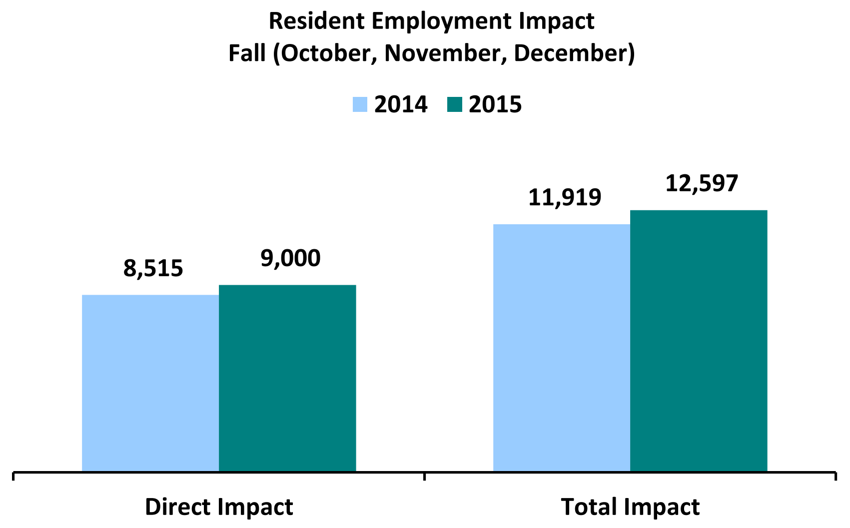
Impact on Jobs for Lee County Residents

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.).



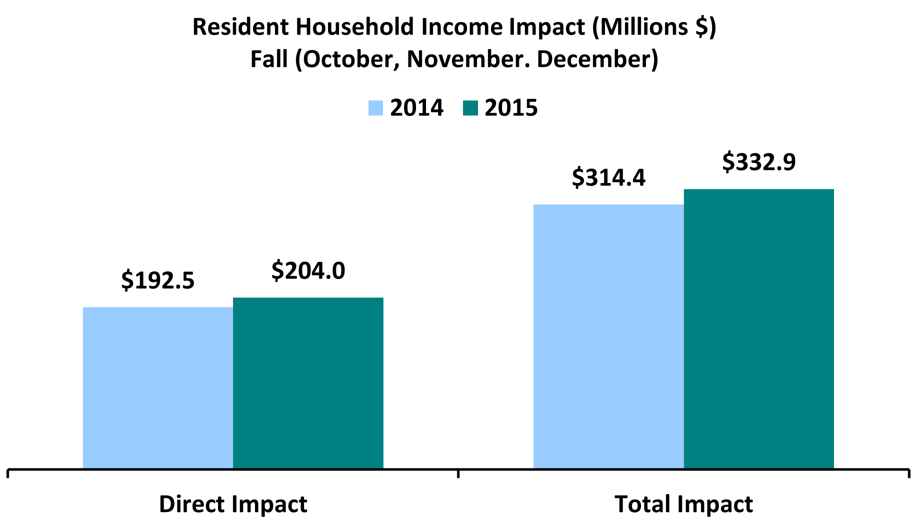
Impact on Household Income for Lee County Residents

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.

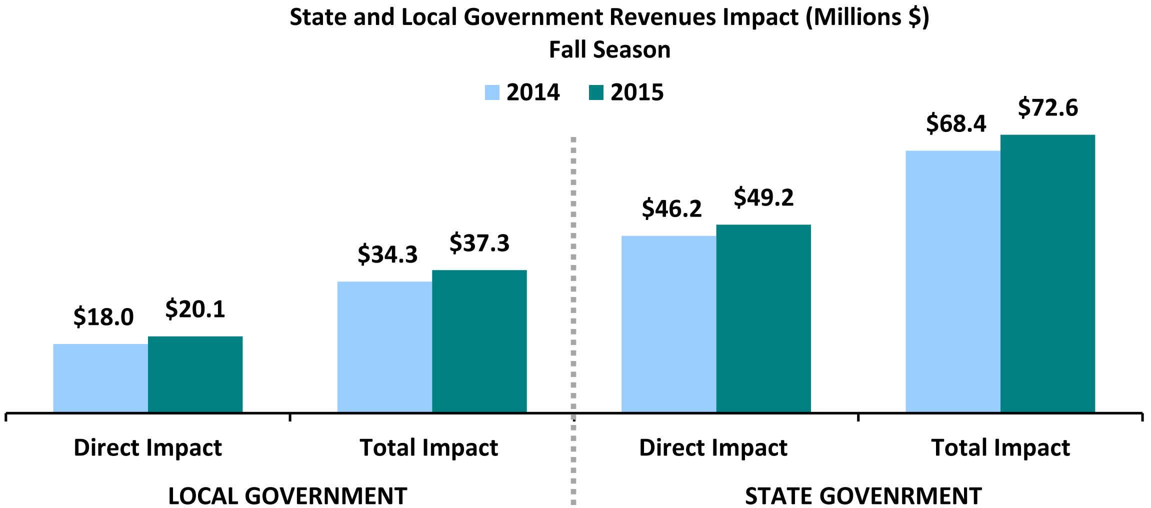
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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 2015

October 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	10/3/2015	35
Fort Myers Beach	Best Western	10/6/2015	10
Fort Myers Beach	Estero Beach Club	10/6/2015	12
Fort Myers Beach	Diamond Head Resort	10/6/2015	12
Sanibel	Holiday Inn	10/8/2015	10
Sanibel	Sanibel Surfside	10/8/2015	8
Sanibel	Loggerhead Cay	10/8/2015	8
Sanibel	Coquina Beach	10/8/2015	8
Fort Myers	Centennial Park	10/11/2015	8
Cape Coral	Cape Coral Yacht Club	10/12/2015	9
Fort Myers	Edison Estates	10/15/2015	28
Bonita Springs	Bonita Beach	10/16/2015	26
Sanibel	Tarpon Beach Club	10/20/2015	5
Fort Myers Beach	Neptune Inn	10/22/2015	11
Fort Myers Beach	Times Square	10/22/2015	24
Estero	Miromar Outlet	10/23/2015	16
Fort Myers	RSW Airport	10/24/2015	34
Sanibel	Pointe Santo	10/26/2015	5
Sanibel	Sanibel Inn	10/26/2015	7
Sanibel	Light House Beach	10/26/2015	16
Fort Myers	Edison Estates	10/29/2015	27
Total			**319**

November 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Neptune Inn	11/4/2015	12
Fort Myers Beach	Estero Beach Club	11/4/2015	10
Fort Myers Beach	Best Western	11/4/2015	12
Sanibel	Sundial Resort	11/6/2015	6
Sanibel	Pointe Santo	11/6/2015	7
Sanibel	Light House Beach	11/6/2015	18
Sanibel	Casa Ybel	11/6/2015	7
Fort Myers	RSW Airport	11/14/2015	34
Fort Myers	Edison Estates	11/20/2016	28
Fort Myers	RSW Airport	11/21/2016	32
Bonita Springs	Bonita Beach	11/24/2016	31
Fort Myers Beach	Times Square	11/27/2016	18
Fort Myers Beach	The Pier	11/27/2016	17
Sanibel	Sanibel Surfside	11/28/2016	8
Sanibel	Loggerhead Cay	11/28/2016	8
Sanibel	Holiday Inn	11/28/2016	11
Fort Myers	Edison Estates	11/28/2016	28
Fort Myers	Centennial Park	11/29/2016	9
Estero	Miromar Outlet	11/30/2016	16
Total			**312**

December 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	12/5/2016	34
Bonita Springs	Bonita Beach	12/8/2016	23
Sanibel	Tarpon Beach Club	12/15/2016	6
Sanibel	Pointe Santo	12/15/2016	8
Sanibel	Lighthouse Beach	12/15/2016	17
Fort Myers Beach	Times Square	12/18/2016	24
Fort Myers Beach	Neptune Inn	12/18/2016	6
Fort Myers	Edison Estates	12/19/2016	25
Fort Myers	RSW Airport	12/20/2016	32
Estero	Miromar Outlet	12/22/2016	22
Fort Myers	Centenial Park	12/27/2016	9
Fort Myers	Edison Estates	12/28/2016	28
Fort Myers Beach	The Pier	12/29/2016	23
Fort Myers Beach	Best Western	12/29/2016	8
Fort Myers Beach	Estero Beach Club	12/29/2016	6
Sanibel	Sundial Resort	12/30/2016	10
Sanibel	Loggerhead Cay	12/30/2016	9
Sanibel	Conquina Beach	12/30/2016	6
Sanibel	Holiday Inn	12/30/2016	10
Total			**306**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of January 2016 to gather information about lodging activity during October, November, and December 2015. Information was provided by 106 Lee County lodging properties.

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Lodging Type	Fall 2015 Number of Interviews
Hotel/Motel/Resort/B&Bs	60
Condo/Cottage/Vacation Home/Timeshare	30
RV Park/Campground	16
Total	**106**

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