The Beaches of Fort Myers - Sanibel

the beaches of FORT MYERS SANIBEL

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

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

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a division of Digital Research, Inc.

providing direction in travel & tourism

March 2008 Visitor Profile and Occupancy Analysis
May 2, 2008

Executive Summary
March 2008

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Executive Summary

During the month of March 2008, Lee County hosted nearly half a million visitors (497,385). More than half of these visitors stayed with friends or relatives while visiting the area. Among those staying in paid accommodations, nine in ten were US residents. Among US visitors, almost half were from the Midwest.

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	42%	209,280*
Friends/Relatives	58%	288,105**
Total Visitation		497,385
Visitor Origin		
Visitors Staying in Paid Accommodations***		
United States	88%	184,744
Canada	7%	14,433
United Kingdom	1%	2,887
Other/No Answer	3%	7,217
U.S. Region (Paid Accommodations)***		
Florida	2%	2,887
South (including Florida)	9%	17,320
Midwest	43%	79,382
Northeast	30%	56,289
West	2%	2,887
No Answer	16%	28,866
Top DMAs (Paid Accommodations)***		
Boston	7%	12,990
Minneapolis/St. Paul	6%	11,547
Indianapolis	5%	8,660
Chicago	5%	8,660
New York	4%	7,217
Albany-Schenectady-Troy	4%	7,217
Philadelphia	4%	7,217
St. Louis	4%	7,217
Detroit	3%	5,773

*   Estimated from property managers' responses

**   Estimated from survey among residents

***   Estimated using Visitor Profile statistics and property managers' responses

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Executive Summary

Visitors spent $417 million in Lee County during the month of March. Most dollars were spent by those visitors staying in paid accommodations ($283 million). A total of $251 million was spent by visitors staying in bed tax collecting accommodations. The highest proportions continue to be spent on food and beverages, shopping, and lodging accommodations.

Two thirds of the March visitors flew to the area (64%), while an additional 35% drove to Lee County. Most Lee County visitors were repeat visitors (70%), averaging three to four trips in the past five years (3.5).

Nine in ten visitors spent some time at the beach while visiting Lee County (92%). The majority spent time relaxing, dining out, or shopping.

Most Lee County visitors were satisfied with their visit (91%), a proportion that remains extremely high from month to month. Further, 84% of visitors said they will recommend Lee County to a friend or family member and 87% indicated that they plan to return themselves.

Lee County March visitors are mostly in their late 40s (average age of 47) and are more affluent than the general population (average household income of $92,602). Two-thirds of March visitors are married (67%), with only 27% traveling with children.

Average occupancy rates and average daily rates for the month of March were much higher than prior months. Similar to January and February, RV parks and campgrounds had the highest occupancy at 90.7%, and average daily rates were highest among condos/cottages/vacation rentals at $261.73.

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	137	134	134/137
Hotel/Motel/Resort/B&B	75.0%	$232.44	$174.26
Condo/Cottage/Vacation Home*	86.1%	$261.73	$225.44
RV Park/Campground	90.7%	$46.33	$42.04
AVERAGE	81.3%	$199.14	$161.83

Includes timeshare rental properties.

Sixty-one percent of the lodging properties surveyed reported their March 2008 occupancy to be better (36%) or the same (25%) as March 2007, while 39% said it was worse than one year ago. Lodging revenue showed a similar pattern, with 65% reporting it to be better (48%) or the same (17%) in March 2008 as compared to March 2007, and 35% saying it was worse.

Visitor Profile Analysis
March 2008

A total of 222 interviews were conducted with visitors in Lee County during the month of March. A total sample of this size is considered accurate to plus or minus 6.6 percentage points at the 95% confidence level. Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

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Visitor Profile Analysis

Travel Planning

| Total Respondents 222	Started Talking About Trip	Chose Lee County for Trip	Made Lodging Reservations
< 1 month	3%	7%	6%
1 mo - < 2 mos	11%	12%	14%
2 mos - < 3 mos	17%	17%	17%
3 mos - < 6 mos	31%	24%	24%
6 mos - < 1 year	19%	16%	13%
A year or more	16%	19%	11%
No answer	3%	5%	15%
	Question 3: When did you "start talking" about going on this trip?	Question 4: When did you choose Lee County for this trip?	Question 5: When did you make lodging reservations for this trip?

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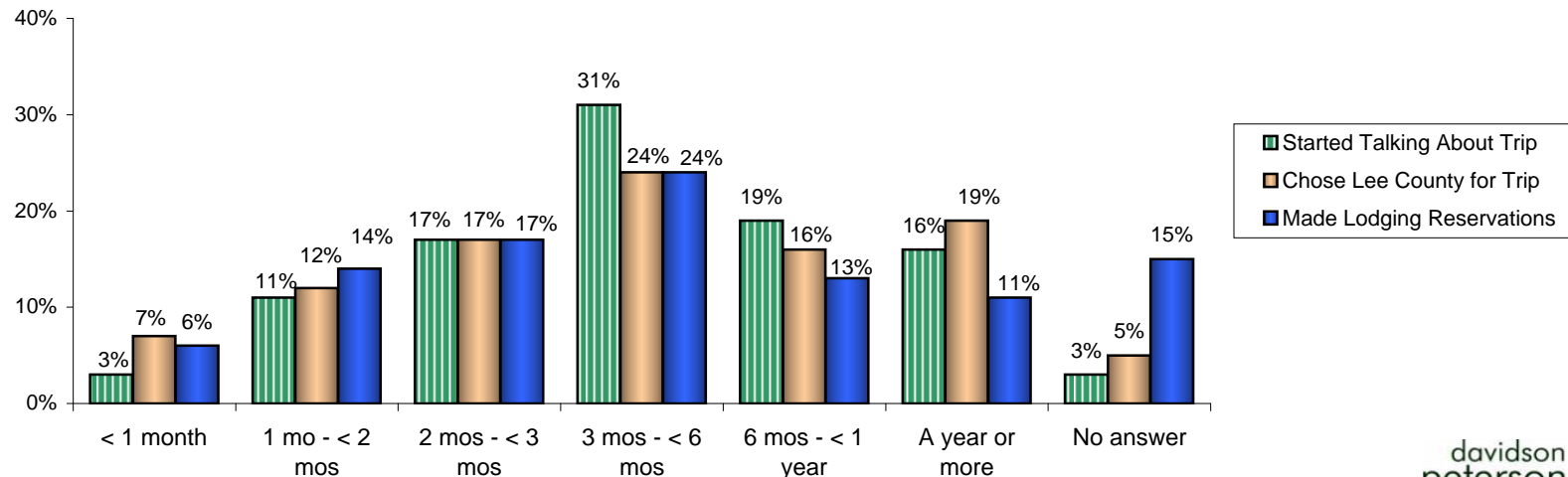
Visitor Profile Analysis

Travel Planning

Reserved Accommodations	
Total Respondents	222
Before Leaving Home	86%
After arriving in FL	2%
On the road, but not in FL	1%
No Answer	11%

Question 6: Did you make accommodations reservations for your stay in Lee County:

Computer Access	
Total Respondents	222
<u>Yes</u>	<u>92%</u>
Home	24%
Work	4%
Both Home and Work	64%
<u>No</u>	<u>7%</u>

Question 8: Do you have access to a computer?

Travel Web Sites Visited
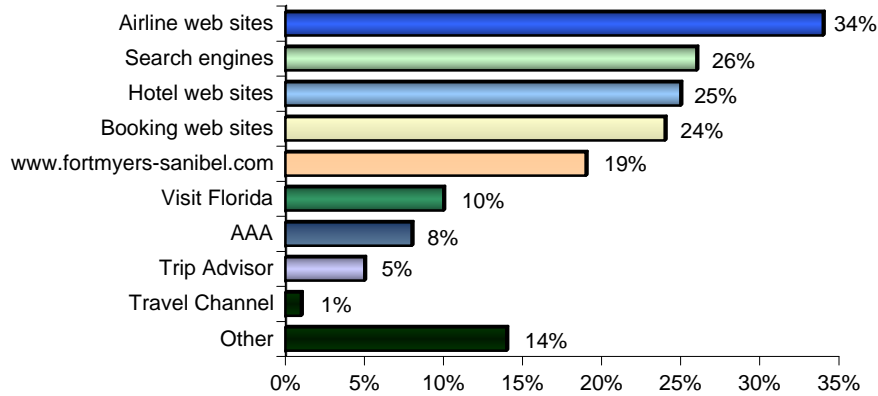
Base: Respondents with Computer Access

Travel Web Sites Visited	
Total Respondents with computer access	205
<u>Visited web sites (net)</u>	<u>78%</u>
Airline web sites	34%
Search engines	26%
Hotel web sites	25%
Booking web sites	24%
www.fortmyers-sanibel.com	19%
Visit Florida	10%
AAA	8%
Trip Advisor	5%
Travel Channel	1%
Other	14%
<u>Did not visit web sites</u>	<u>20%</u>
No Answer	2%

Question 9: While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply)

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Visitor Profile Analysis

Travel Planning

Requesting Information	
Total Respondents	222
Requested Information (net)	28%
Hotel Web Site	10%
VCB Web Site	8%
Call hotel	8%
Visitor Guide	6%
Call local Chamber of Commerce	2%
Clipping and mailing coupon	1%
Other	13%
Did not request information	58%
No Answer	14%

Question 10: For this trip, did you request any information about our area by… (Please mark ALL that apply.)

Travel Agent Assistance	
Total Respondents	222
Yes	4%
No	95%

Question 11: Did a travel agent assist you with this trip?

Travel Agent Influence	
Total respondents who used travel agent	9*
Yes	N/A
No	N/A

Question 12: And did your travel agent suggest/influence this destination decision?

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

Recall of Lee County Promotions	
Total Respondents	222
Yes	28%
No	50%
Can't Recall	21%

Question 13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Recall of Promotions

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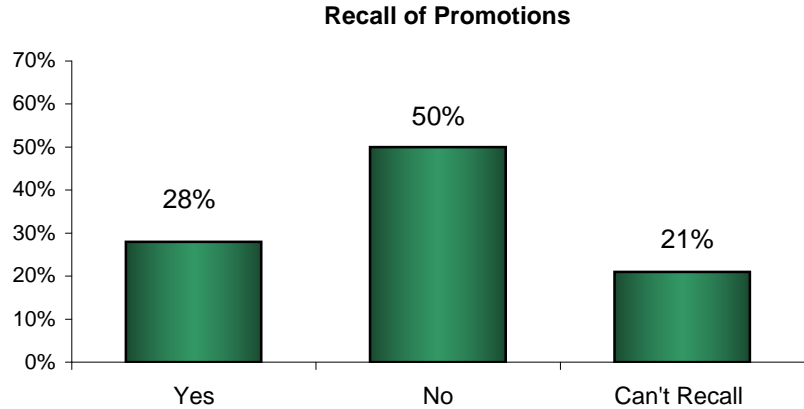
Visitor Profile Analysis

Travel Planning

Travel Decision Influences

	Top 2 Box Scores		Top 2 Box Scores
Total Respondents 222			
Warm weather	92%	Plenty to see and do	57%
White sandy beaches	80%	Family atmosphere	57%
Peaceful/Relaxing	80%	Good value for the money	53%
Safe destination	69%	Reasonably priced lodging	51%
Convenient location	66%	Affordable dining	46%
Clean environment	62%	Upscale accommodations	42%

Question 14: 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?
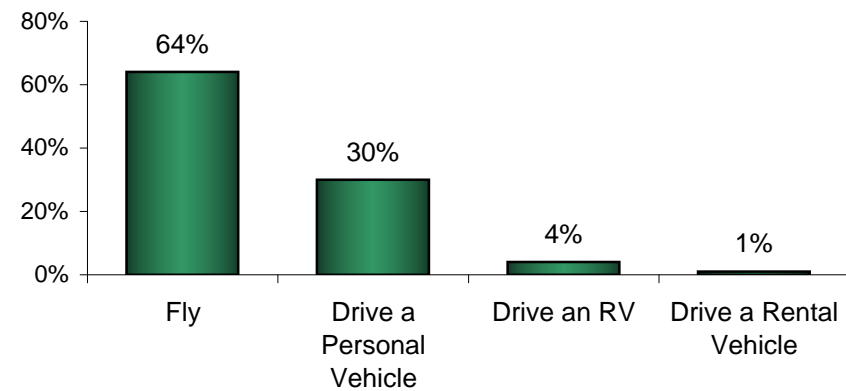
Travel Decision Influences

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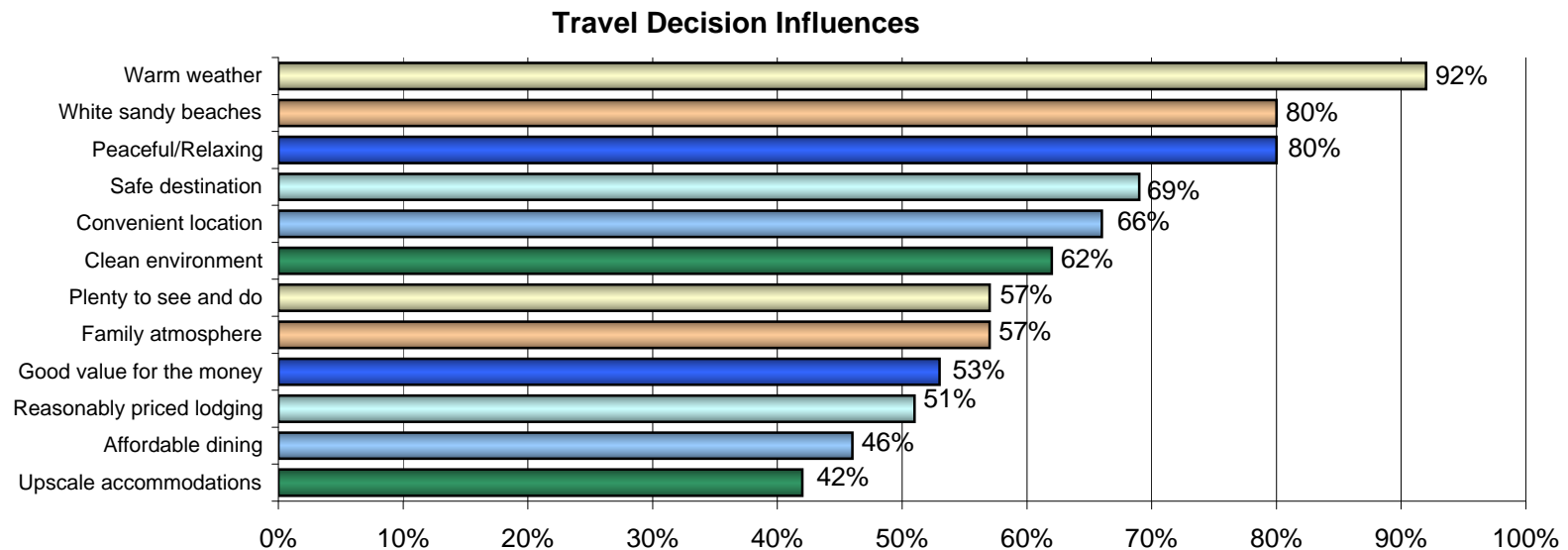
Visitor Profile Analysis

Trip Profile

Mode of Transportation	
Total Respondents	222
Fly	64%
Drive a Personal Vehicle	30%
Drive an RV	4%
Drive a Rental Vehicle	1%
Other/No answer	1%

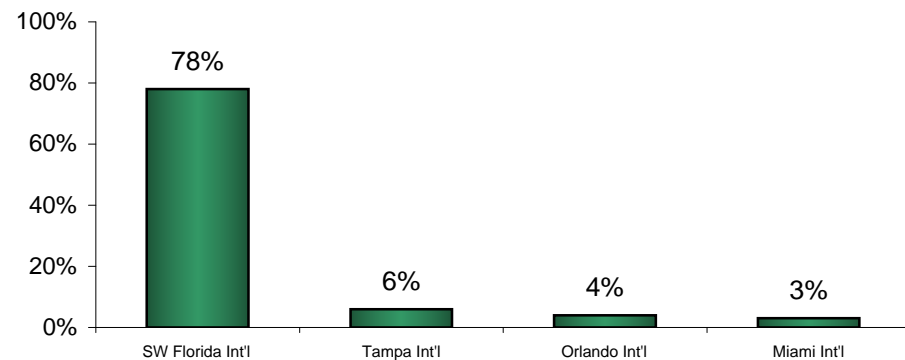Question 1: How did you travel to our area? Did you...

Mode of Transportation

Airport	
Total Respondents who Flew	142
SW Florida Int'l	78%
Tampa Int'l	6%
Orlando Int'l	4%
Miami Int'l	3%
Ft. Lauderdale Int'l	1%
Sarasota/Bradenton	1%
West Palm Beach Int'l	1%
Other	6%

Question 2: At which Florida airport did you land?

Airport

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Visitor Profile Analysis

Trip Profile

	Trip Length			
	Total Respondents	**Florida Residents**	**Out-of-State Residents**	**International Visitors**
Total Respondents	222	4*	168	20*
	Mean # of days	Mean # of days	Mean # of days	Mean # of days
Away from Home	9.6	N/A	9.0	N/A
In Florida	9.2	N/A	8.8	N/A
In Lee County	8.0	N/A	7.7	N/A

Question 7: On this trip, how many days will you be:

Note: NA = Insufficient number of responses for statistical analysis.
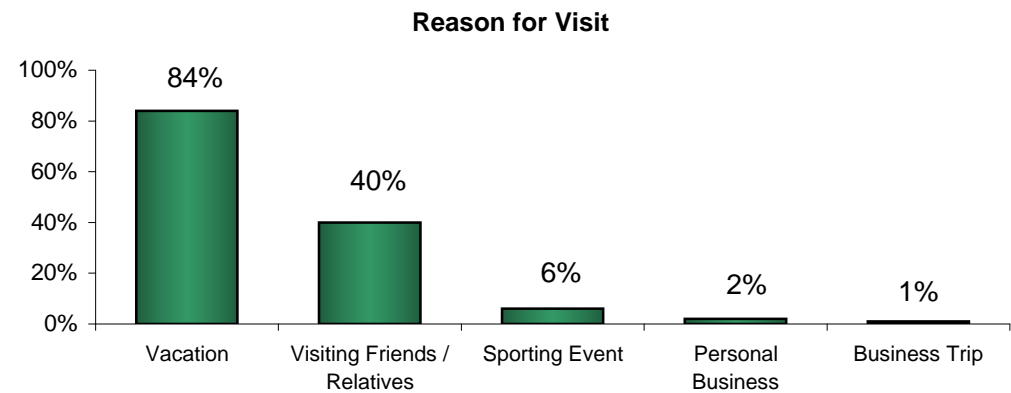
Trip Length (mean # of days)

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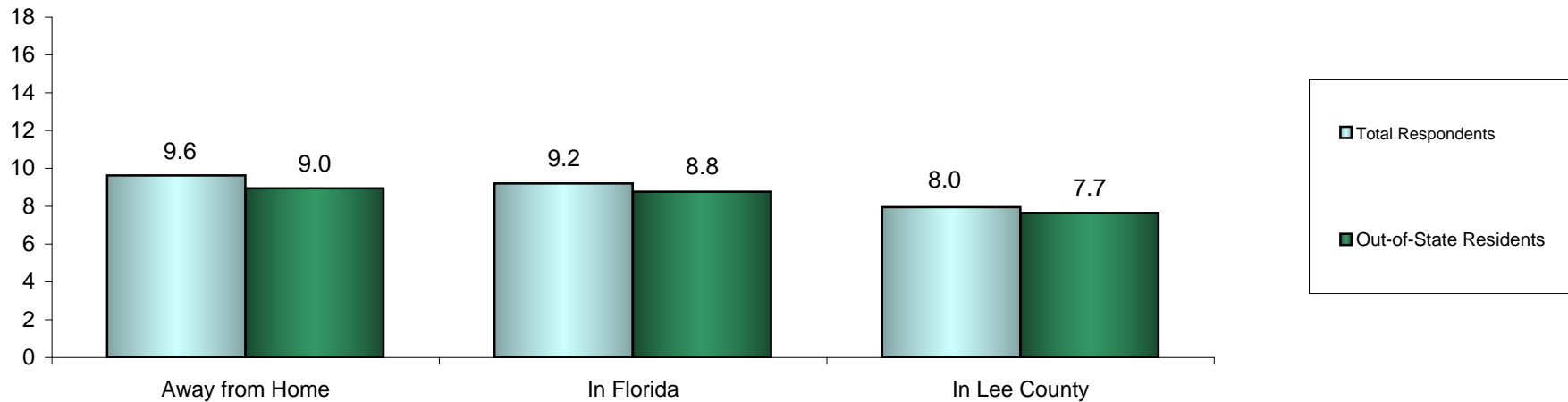
Visitor Profile Analysis

Trip Profile

Reason for Visit	
Total Respondents	222
Vacation	84%
Visiting Friends / Relatives	40%
Sporting Event	6%
Personal Business	2%
Business Trip	1%
Other	5%

Question 15: Did you come to our area for… (Please mark all that apply.)

Reason for Visit

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Visitor Profile Analysis

Trip Profile

First Time Visitors to Florida

First Time Visitors to Florida	
Base: Total Respondents	222
Yes	7%
No	89%
No answer	2%
*FL Residents**	*2%*

Question 18: Is this your first visit to Florida?

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

First Time Visitors to Florida
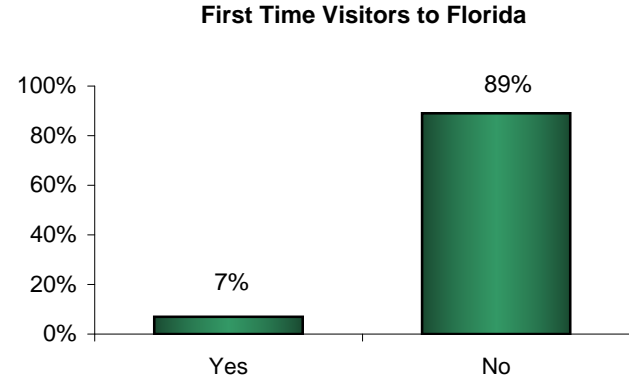
First Time Visitors to Lee County				
	TOTAL	**Florida Residents**	**Out-of-State Residents**	**International Visitors**
Base: Total Respondents	222	4*	168	20*
Yes	27%	N/A	24%	N/A
No	70%	N/A	75%	N/A
No answer	3%	N/A	1%	N/A

Question 20: Is this your first visit to Lee County?

*Note: NA = Insufficient number of responses for statistical analysis.

First Time Visitors to Lee County

Legend: TOTAL, Out-of-State Residents

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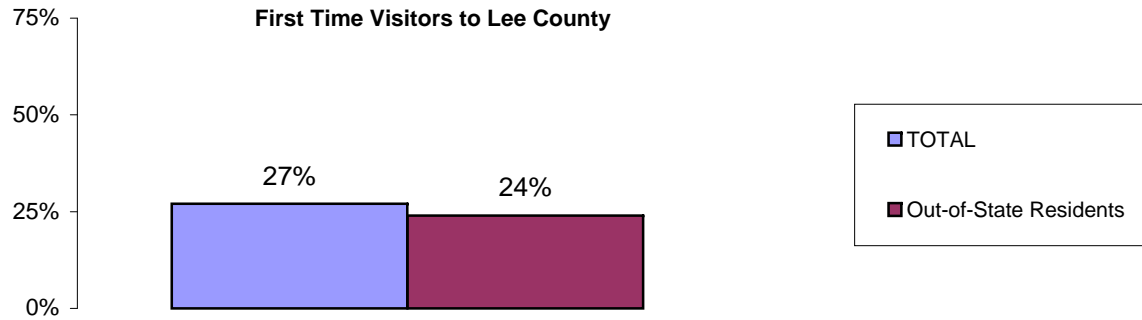
Visitor Profile Analysis

Trip Profile

Previous Visits in Five Years		
	To Florida	**To Lee County**
Base: Repeat Visitors	197 (FL res. excl.)	155
	Mean # of visits	Mean # of visits
Number of visits	4.2	3.5

Question 19: Over the past five (5) years, how many times have you visited Florida?

Question 21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits to Lee County in Five Years			
	Florida Residents	**Out-of-State Residents**	**International Visitors**
Base: Repeat Visitors	3*	126	8*
	Mean # of visits	Mean # of visits	Mean # of visits
Number of visits	N/A	3.6	N/A

Question 21: Over the past five (5) years, how many times have you visited Lee County?

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

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Visitor Profile Analysis

Trip Profile

Type of Accommodations			
Total Respondents	222		
Hotel/motel/inn	28%	Borrowed home/condo	6%
Resort	11%	Owned home/condo	1%
B&B	<1%	RV Park/Campground	5%
Home of family/friend	27%	Day trip (no accommodations)	<1%
Rented home/condo	21%	No Answer	--

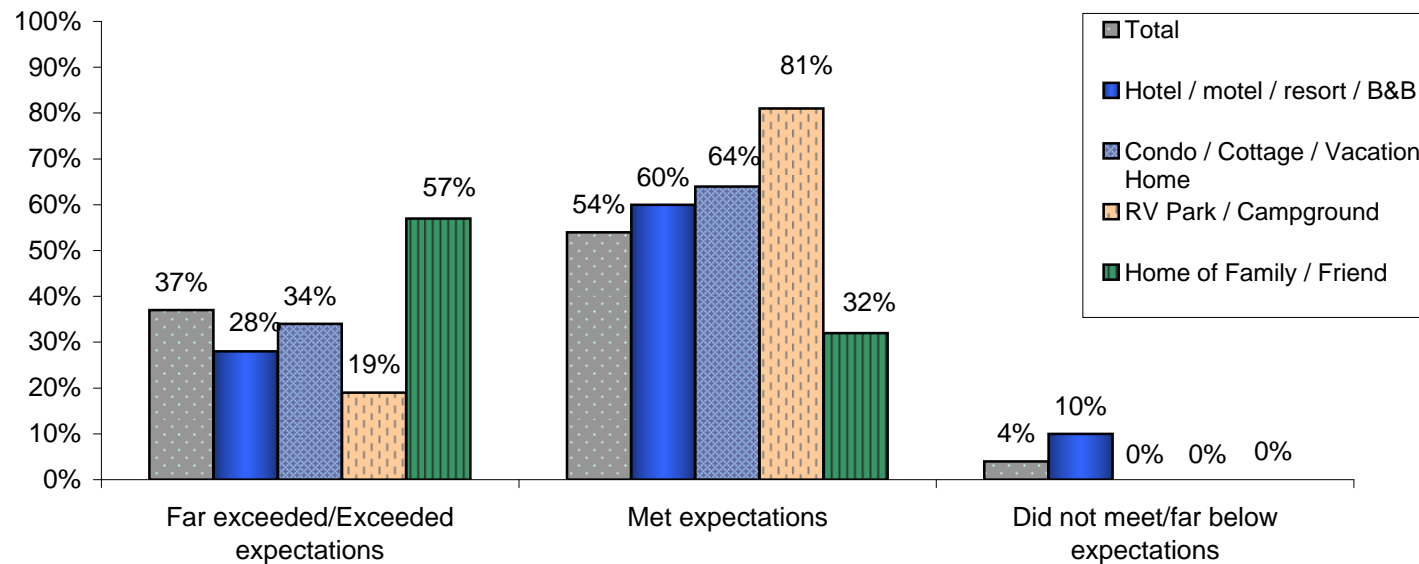Question 25: Are you staying overnight (either last night or tonight)....

Type of Accommodations
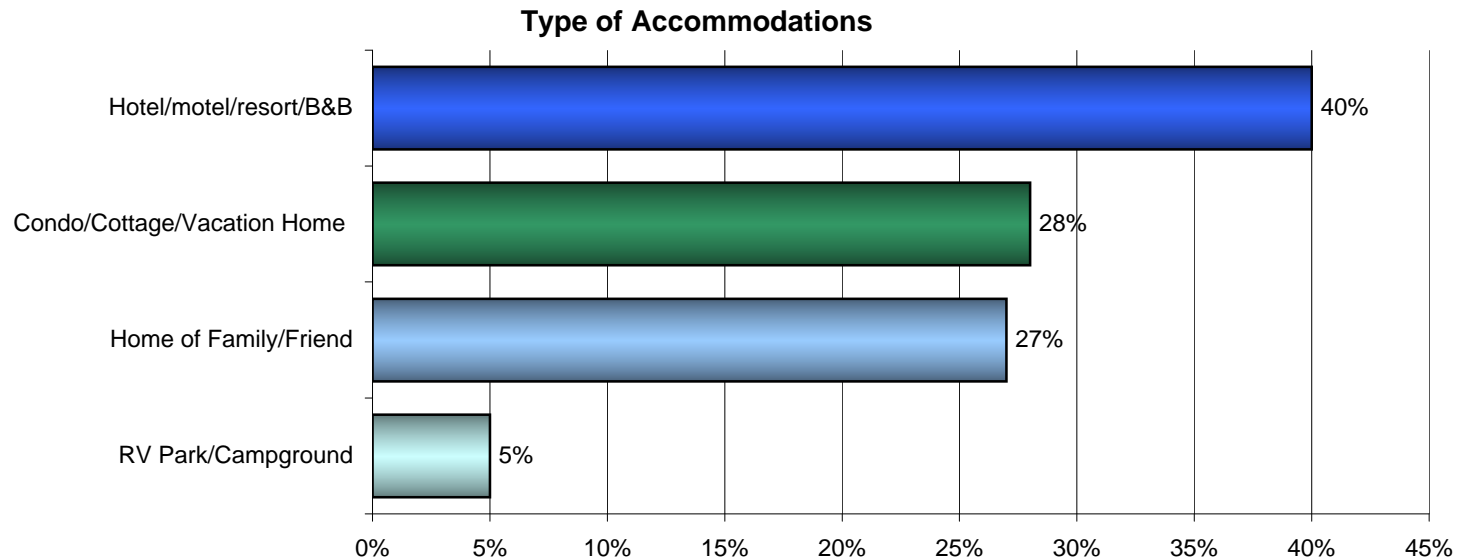
Visitor Profile Analysis

Trip Profile

Quality of Accommodations	
Total Respondents	222
Far exceeded/Exceeded expectations	37%
Met expectations	54%
Did not meet/Far below expectations	4%
No Answer	5%

Question 26: How would you describe the quality of your accommodations? Do you feel that they:

Legend:
- Total
- Hotel / motel / resort / B&B
- Condo / Cottage / Vacation Home
- RV Park / Campground
- Home of Family / Friend

Far exceeded/Exceeded expectations: 37%, 28%, 34%, 19%, 57%
Met expectations: 54%, 60%, 64%, 81%, 32%
Did not meet/far below expectations: 4%, 10%, 0%, 0%, 0%

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Visitor Profile Analysis

Trip Activities

Activities Enjoyed

Total Respondents	222
Beaches	92%
Relaxing	78%
Dining out	73%
Shopping	60%
Swimming	50%
Visiting Friends/Relatives	43%
Shelling	41%
Sightseeing	34%
Attractions	29%
Bars/Nightlife	19%
Watching Wildlife	19%
Bicycle Riding	19%
Miniature Golf	18%
Sporting Event	18%
Photography	18%
Exercise/Working Out	17%
Birdwatching	16%
Fishing	11%
Boating	11%
Golfing	10%
Guided Tour	6%
Parasailing/Jet Skiing	5%
Cultural Events	4%
Kayaking/Canoeing	3%
Tennis	3%
Scuba Diving/Snorkeling	2%
Other	4%

Most Frequently Enjoyed Activities
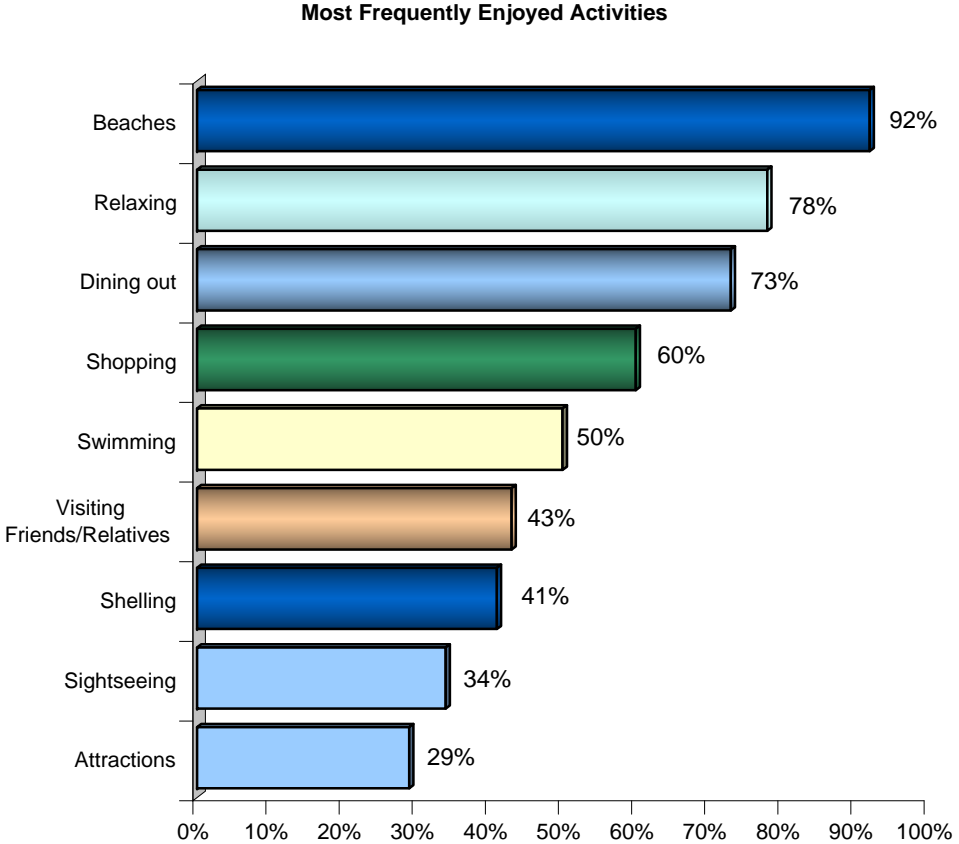
Question 28: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*

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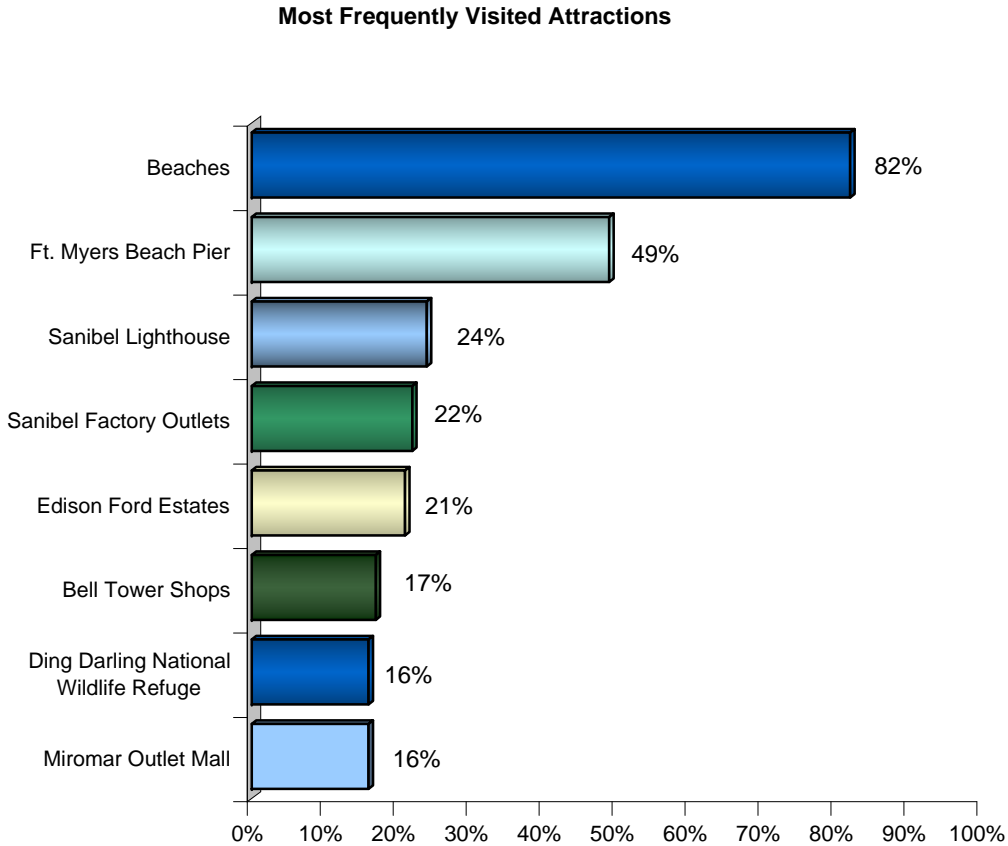
Visitor Profile Analysis

Trip Activities

Attractions Visited

Attractions Visited	
Total Respondents	222
Beaches	82%
Ft. Myers Beach Pier	49%
Sanibel Lighthouse	24%
Sanibel Factory Outlets	22%
Edison Ford Estates	21%
Bell Tower Shops	17%
Ding Darling National Wildlife Refuge	16%
Miromar Outlet Mall	16%
Periwinkle Place	15%
Shell Factory and Nature Park	14%
Edison Mall	13%
Coconut Point Mall	13%
Manatee Park	8%
Gulf Coast Town Center	7%
Bailey-Matthews Shell Museum	5%
Babcock Wilderness Adventures	1%
Broadway Palm Dinner Theater	1%
Other	7%
None/No Answer	3%

Most Frequently Visited Attractions

Question 29: On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

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Visitor Profile Analysis

Trip Activities

Day Trips Outside Lee County	
Total Respondents	222
Any Day Trips (net)	48%
Naples	21%
Everglades	10%
Key West	8%
Sarasota	7%
Other	20%
No day trips	47%
No answer	5%

Question 30: Where did you go on day trips outside Lee County?

Day Trips Outside Lee County

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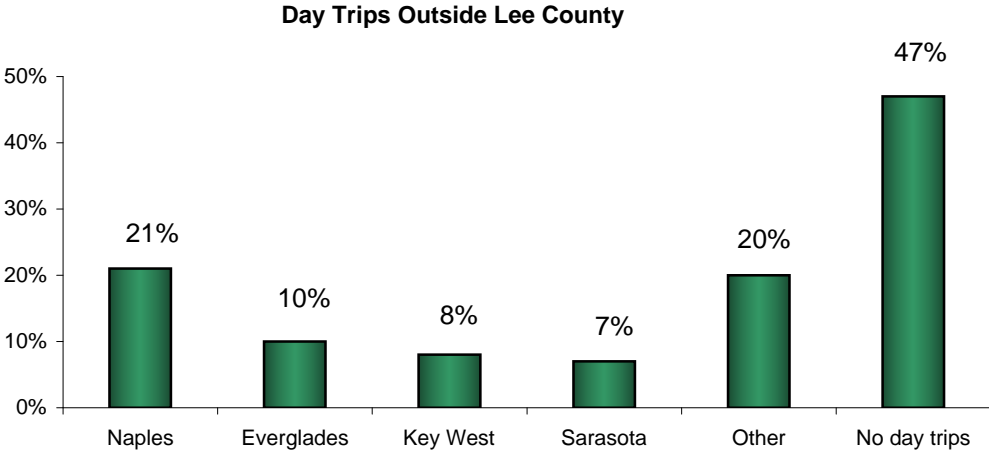
Visitor Profile Analysis

Lee County Experience and Future Plans

Least Liked Features	
Total Respondents	222
Traffic	52%
High prices	18%
Beach seaweed	17%
Red Tide	12%
Insects	9%
Weather	9%
Lack of nightlife	6%
Quality of accommodations	4%
Other	3%
Nothing/no answer	22%

Question 34: Which features do you like least about this area? *(Please mark ALL that apply.)*
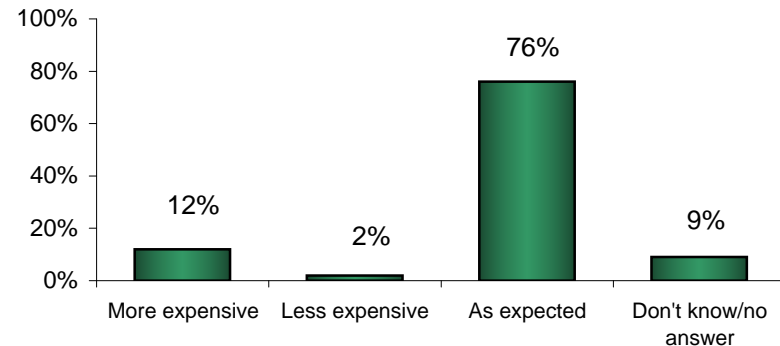
Least Liked Features
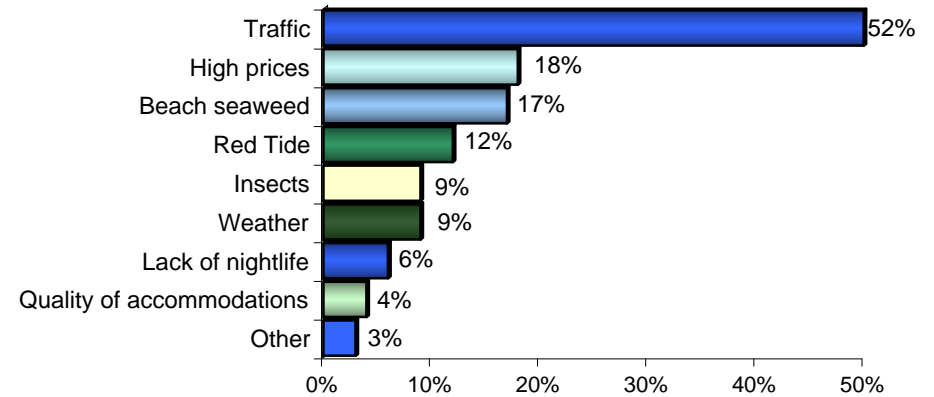
Perception of Lee County as Expensive	
Total Respondents	222
More expensive	12%
Less expensive	2%
As expected	76%
Don't know/no answer	9%

Question 31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

Perception as Expensive

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Visitor Profile Analysis

Lee County Experience and Future Plans

Satisfaction with Visit	
Total Respondents	222
Satisfied	91%
Very Satisfied	54%
Satisfied	36%
Neither	4%
Dissatisfied/Very Dissatisfied	2%
Don't know/no answer	5%

Question 33: How satisfied are you with your stay in Lee County?

Satisfaction with Visit

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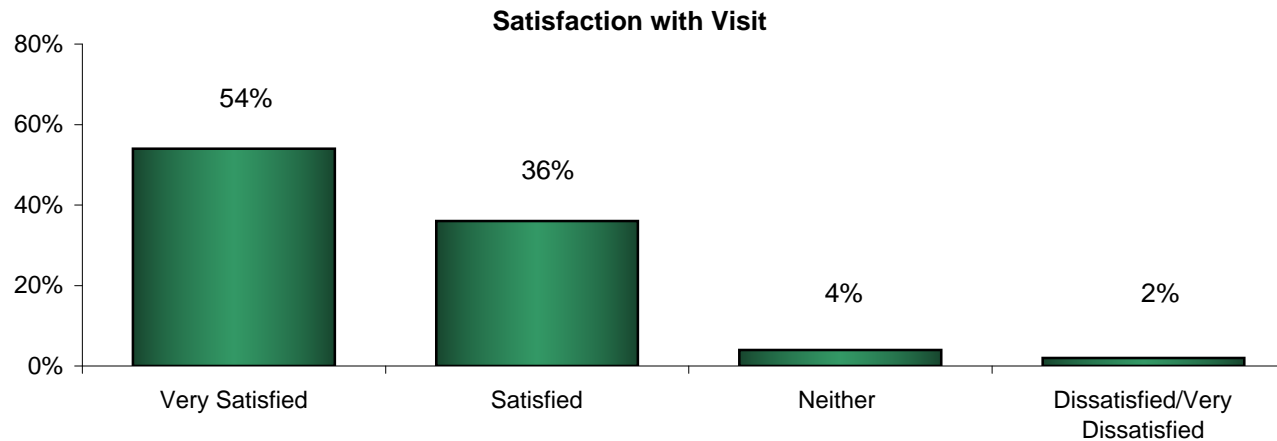
Visitor Profile Analysis

Lee County Experience and Future Plans

Likelihood to Recommend/Return to Lee County	
Total Respondents	222
Likely to Recommend Lee County	84%
Likely to Return to Lee County	87%
Base: Total Respondents Planning to Return	193
Likely to Return Next Year	60%

Question 32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Question 35: Will you come back to Lee County?

Question 36: Will you come back next year?

Likelihood to Recommend/Return to Lee County

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Visitor and Travel Party Demographic Profile

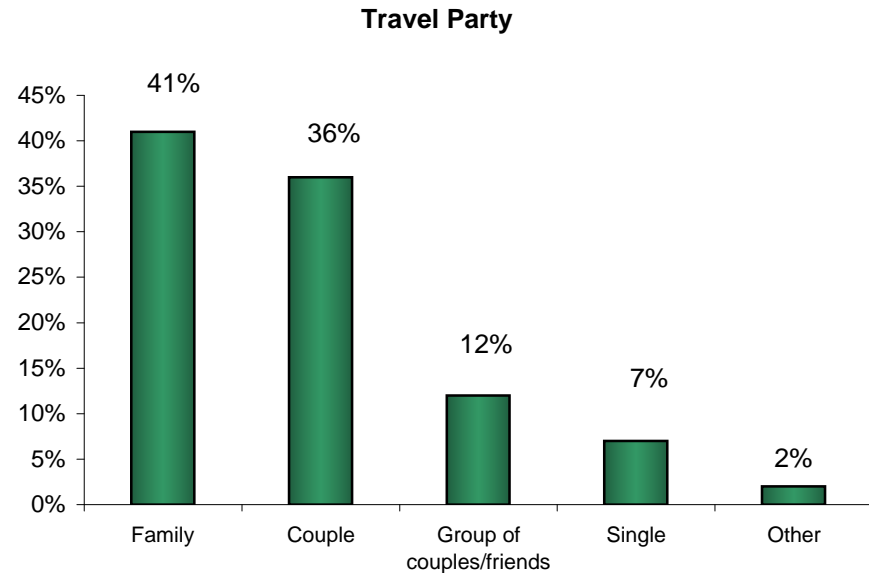| Travel Party	
Total Respondents	222
Family	41%
Couple	36%
Group of couples/friends	12%
Single	7%
Other	2%
Mean travel party size	3.0
Mean adults in travel party	2.5

Question 22: On this trip, are you traveling:

Question 23: Including yourself, how many people are in your immediate travel party?

Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults

Travel Party

Travel Parties with Children	
Total Respondents	222
Traveling with any Children (net)	27%
Any younger than 6	7%
Any 6 - 11 years old	13%
Any 12 - 17 years old	14%

Question 24: How many of those people are: Younger than 6 years old / 6 - 11 years old / 12 - 17 years old / Adults

Visitor Profile Analysis

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	
Total Respondents	222
Vacations per year (mean)	2.8
Short getaways per year (mean)	4.2
Age of respondent (mean)	46.9
Annual household income (mean)	$92,602
Marital Status	
Married	67%
Single	24%
Other	7%
Gender of Respondent	
Male	27%
Female	70%

Marital Status

Gender
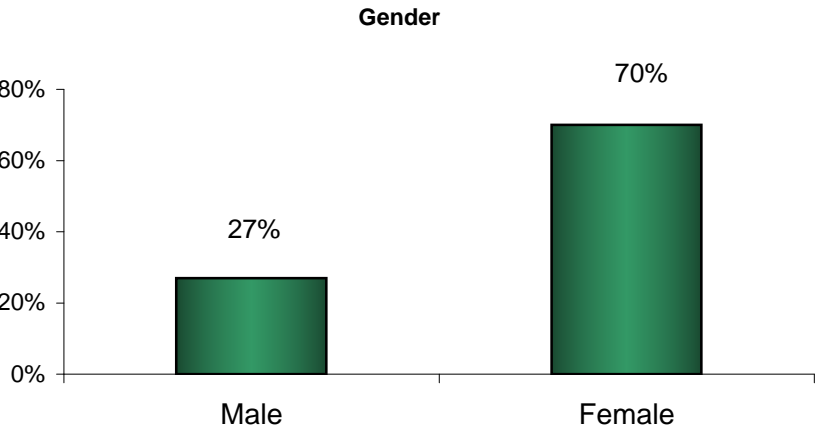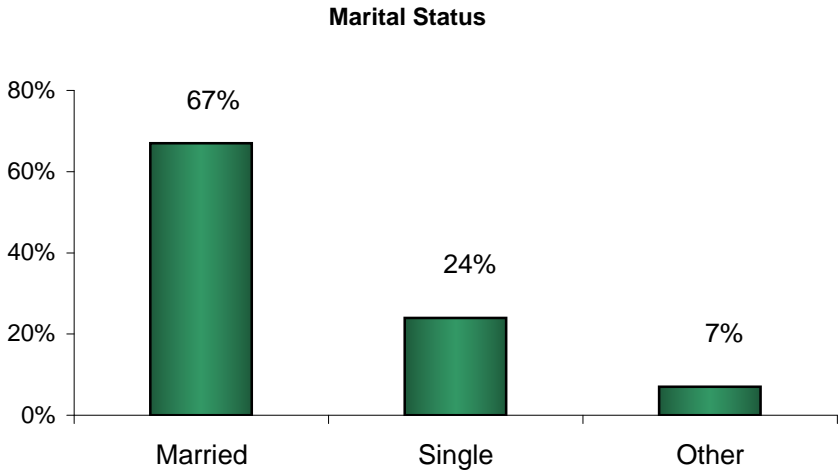
Question 37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Question 38: 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?

Question 41: What is your age, please?

Question 43: What is your total annual household income before taxes?

Question 40: Are you: Married/Single/Other

Question 42: Are you: Male/Female

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Visitor Profile Analysis

Visitor Origin and Visitation Estimates

Total Visitation		
	%	Visitor Estimates
Paid Accommodations	42%	209,280
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Indianapolis	5%	8,660
Chicago	5%	8,660
New York	4%	7,217
Albany-Schenectady-Troy	4%	7,217
Philadelphia	4%	7,217
St. Louis	4%	7,217
Detroit	3%	5,773
In State Visitors (Paid Accommodations)		
Florida residents	2%	2,887

U.S. Region

Top Feeder Markets
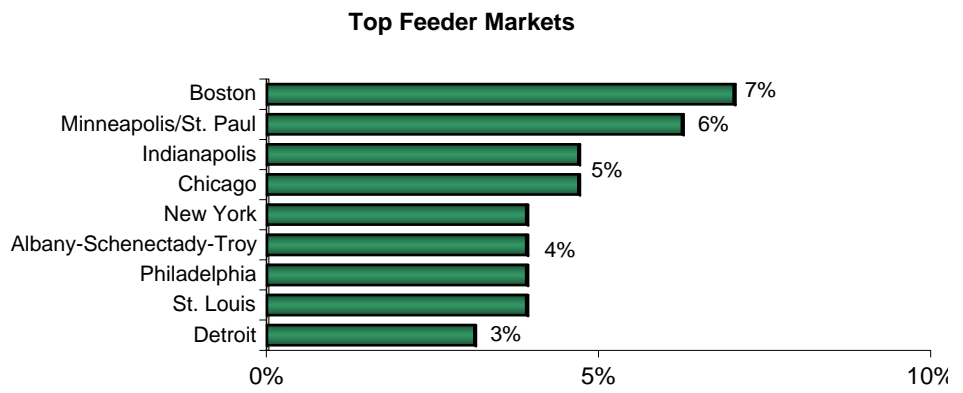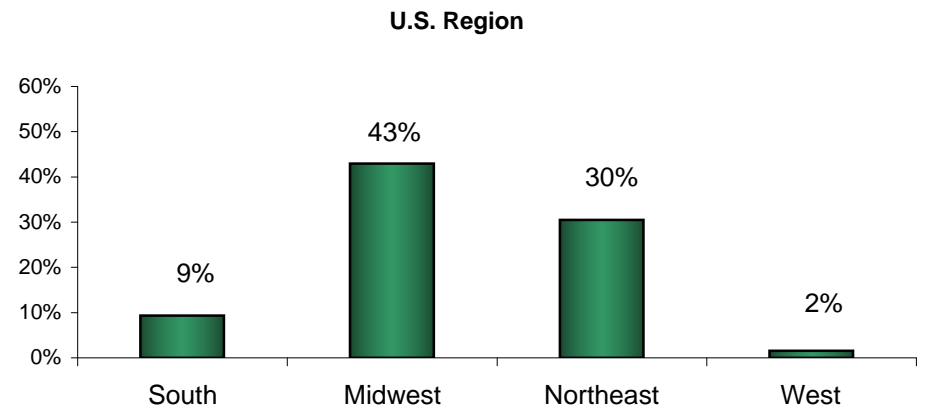
Occupancy Data Analysis
March 2008

Property managers representing 142 properties in Lee County were interviewed for the March Occupancy Survey between April 1 and April 15, 2008, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

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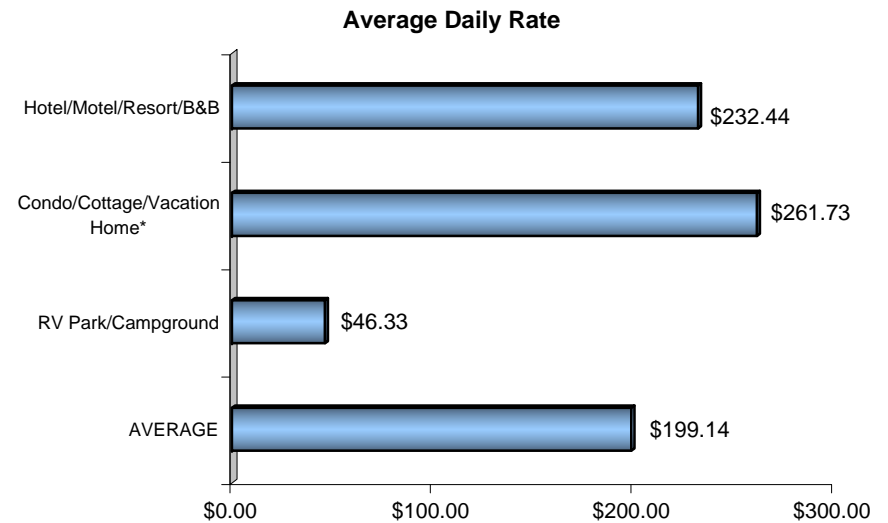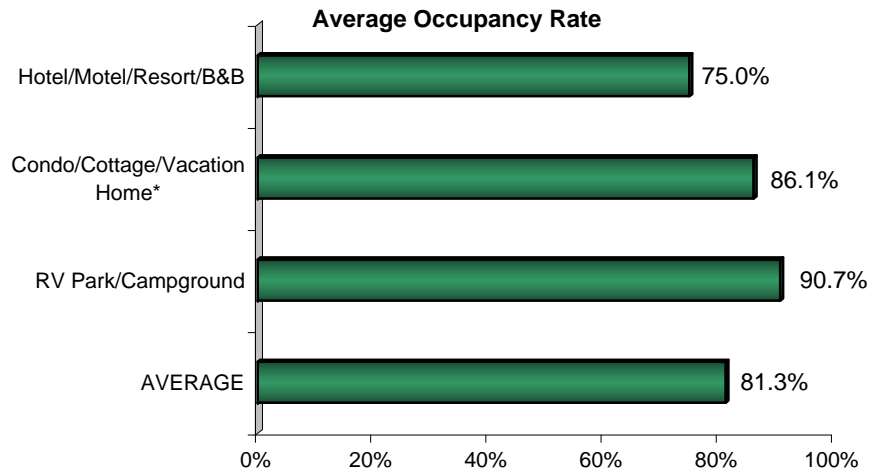a division of Digital Research, Inc.

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Occupancy Data Analysis

Occupancy/Daily Rates

	Average Occupancy Rate	Average Daily Rate	RevPAR
Property Managers Responding	137 Average Occupancy - %	134 Average Daily Rate - $	134/137 RevPAR - $
Hotel/Motel/Resort/B&B	75.0%	$232.44	$174.26
Condo/Cottage/Vacation Home*	86.1%	$261.73	$225.44
RV Park/Campground	90.7%	$46.33	$42.04
AVERAGE	81.3%	$199.14	$161.83

Question 18: What was your overall average occupancy rate for the month of March?

Question 19: What was your average daily rate (ADR) in March?

Average Occupancy Rate

- Hotel/Motel/Resort/B&B — 75.0%
- Condo/Cottage/Vacation Home* — 86.1%
- RV Park/Campground — 90.7%
- AVERAGE — 81.3%

Average Daily Rate

- Hotel/Motel/Resort/B&B — $232.44
- Condo/Cottage/Vacation Home* — $261.73
- RV Park/Campground — $46.33
- AVERAGE — $199.14

Includes timeshare rental properties.

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Occupancy Data Analysis

Room/Unit/Site Nights

	Occupied Room Nights	Available Room Nights
Hotel/Motel/Resort/B&B	237,568	316,882
Condo/Cottage/Vacation Home*	146,590	170,190
RV Park/Campground	111,804	123,225
Total	**495,962**	**610,297**

Occupied /Available Room Nights
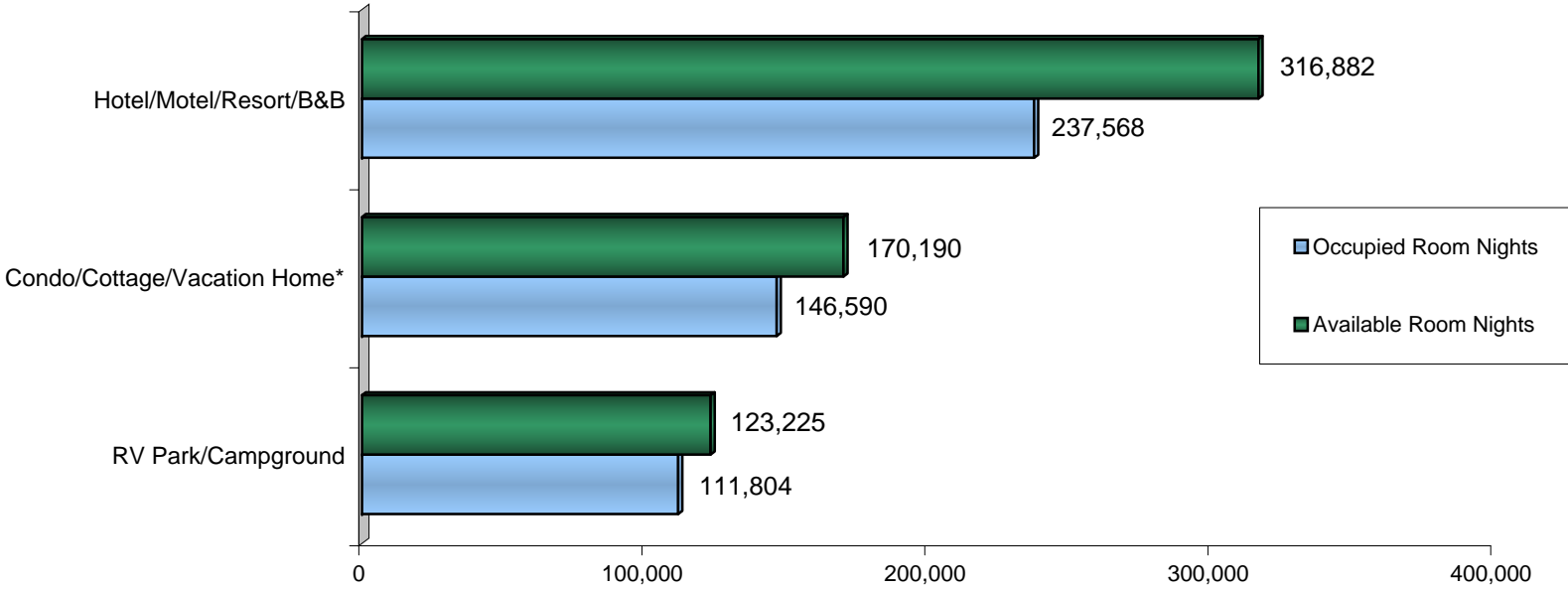
*Includes timeshare rental properties

Occupancy Data Analysis

Lodging Management Estimates

Guest Profile	
Property Managers Responding	125
Purpose of Visit	
Leisure/Vacation	90%
Conference/meeting	3%
Business	7%
Property Managers Responding	128
Average guests per room	2.8
Property Managers Responding	127
Average length of stay in nights	9.7

Question 25: What percent of your March room/site/unit occupancy was generated by:

Question 20: What was your average number of guests per room/site/unit in March?

Question 21: What was the average length of stay (in nights) of your guests in March?

Purpose of Visit

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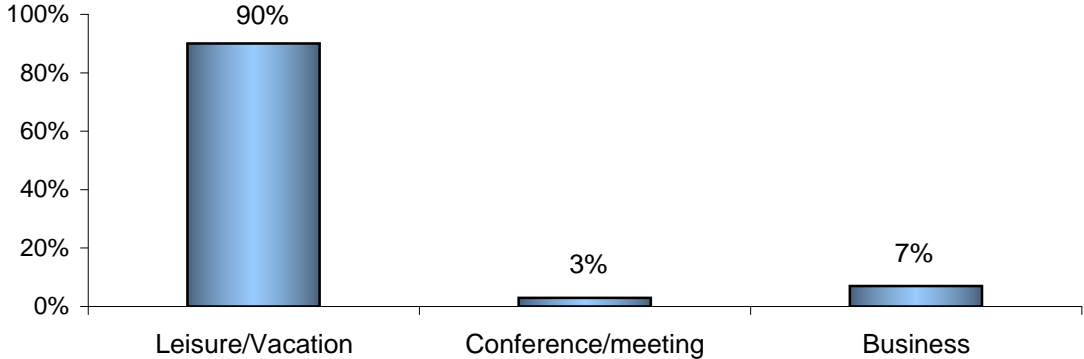
Occupancy Data Analysis

Occupancy Barometer
March 2008 vs. March 2007

	Occupancy	Revenue
Property Managers Responding	132	130
Better	36%	48%
Same	25%	17%
Worse	39%	35%

Question 22: Was your March occupancy better, the same, or worse than it was in March 2007? How about your property's March revenue - better, the same, or worse than March 2007?

Occupancy/Revenue
March 2008 vs. March 2007
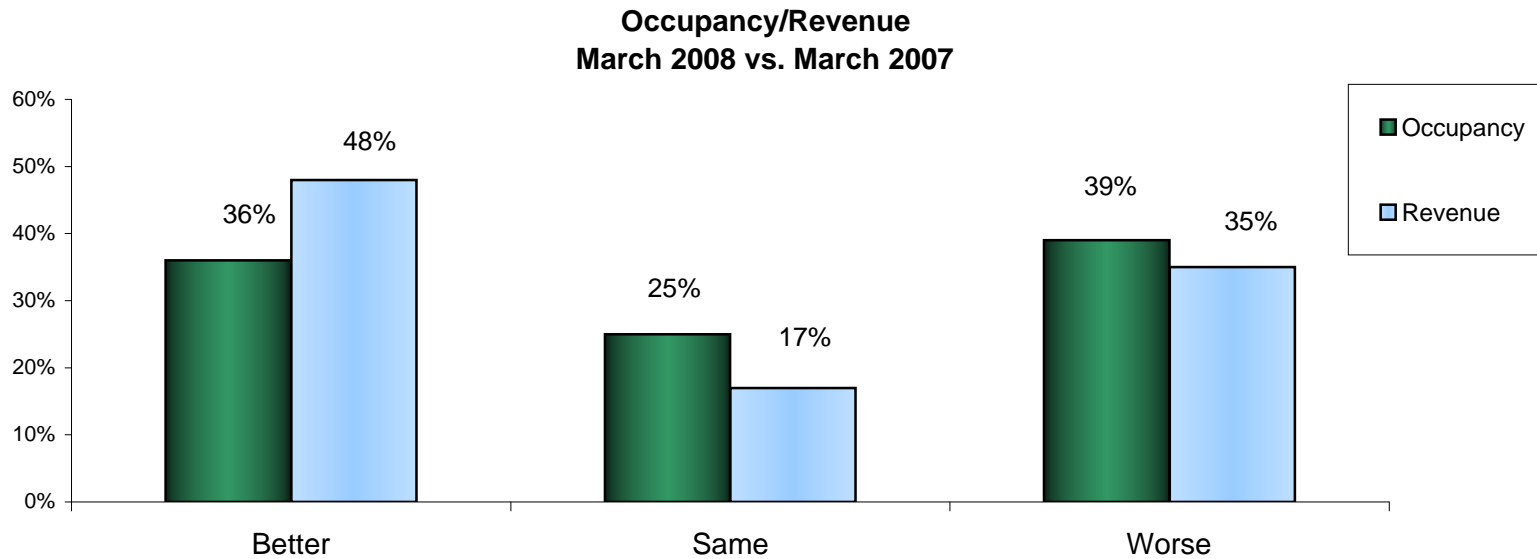
Occupancy Data Analysis

Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year	
Property Managers Responding	127
Up	31%
Same	28%
Down	36%

Question 27: Compared to April, May, and June 2007, is your property's total level of reservations up, the same, or down for April, May, and June 2008?

Level of Reservations for Next 3 Months Compared to Last Year

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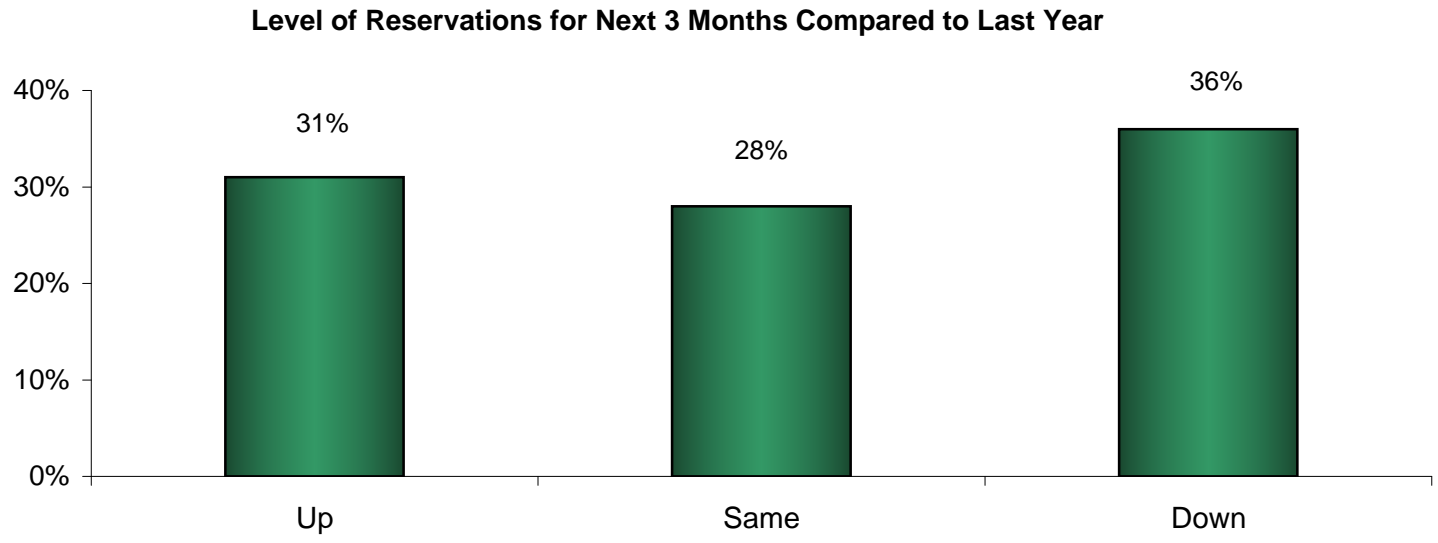
Occupancy Data Analysis

Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year				
Property Managers Responding (107 Minimum)	More	Same	Fewer	Not Applicable
U.S. out-of-state	21%	44%	27%	8%
Floridian	23%	47%	22%	8%
Canadian	28%	33%	22%	17%
European	25%	41%	18%	17%

Question 28: Now thinking about the specific origins of your guests, for April, May, and June 2008, do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?

Origin of Guests for Next 3 Months Compared to Last Year

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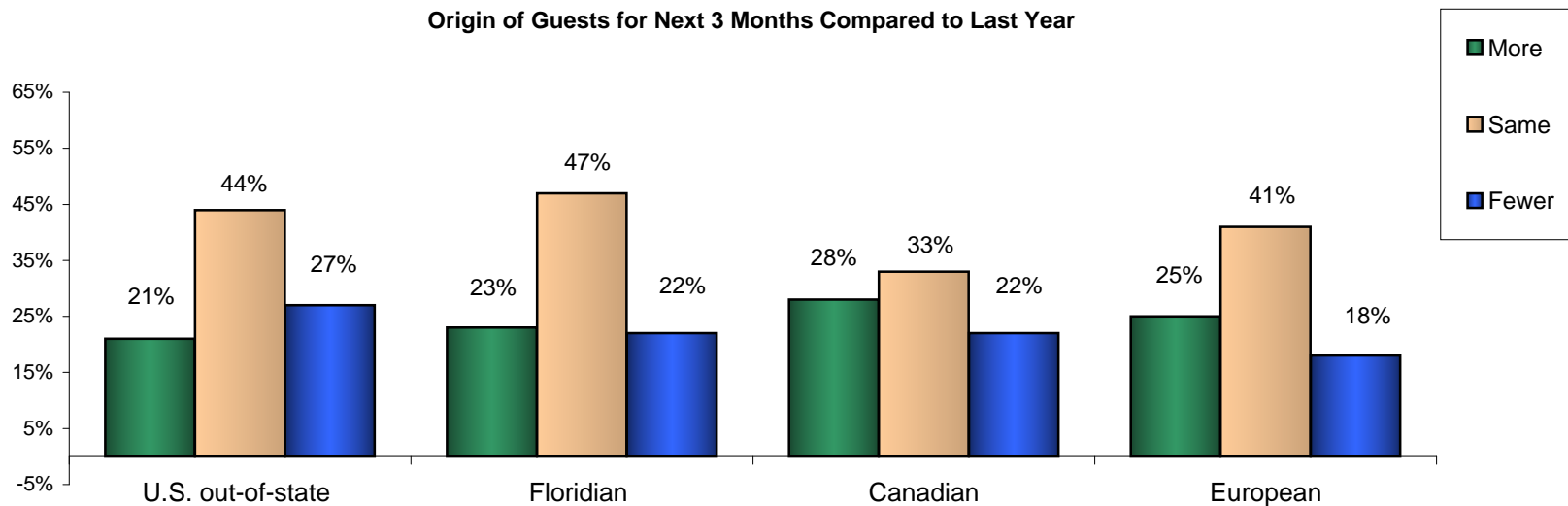
Occupancy Data Analysis

Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year				
Property Managers Responding (97 Minimum)	More	Same	Less	Not Applicable
Leisure/vacation	28%	45%	23%	5%
Conferences / Meetings	4%	31%	26%	38%
Business Purposes	2%	40%	25%	33%
Tour and travel groups	8%	29%	21%	42%

Question 29: Compared to April, May, and June 2007, will the following types of travelers generate more, the same, or less business for your property in April, May, and June 2008?

Type of Travelers for Next 3 Months Compared to Last Year

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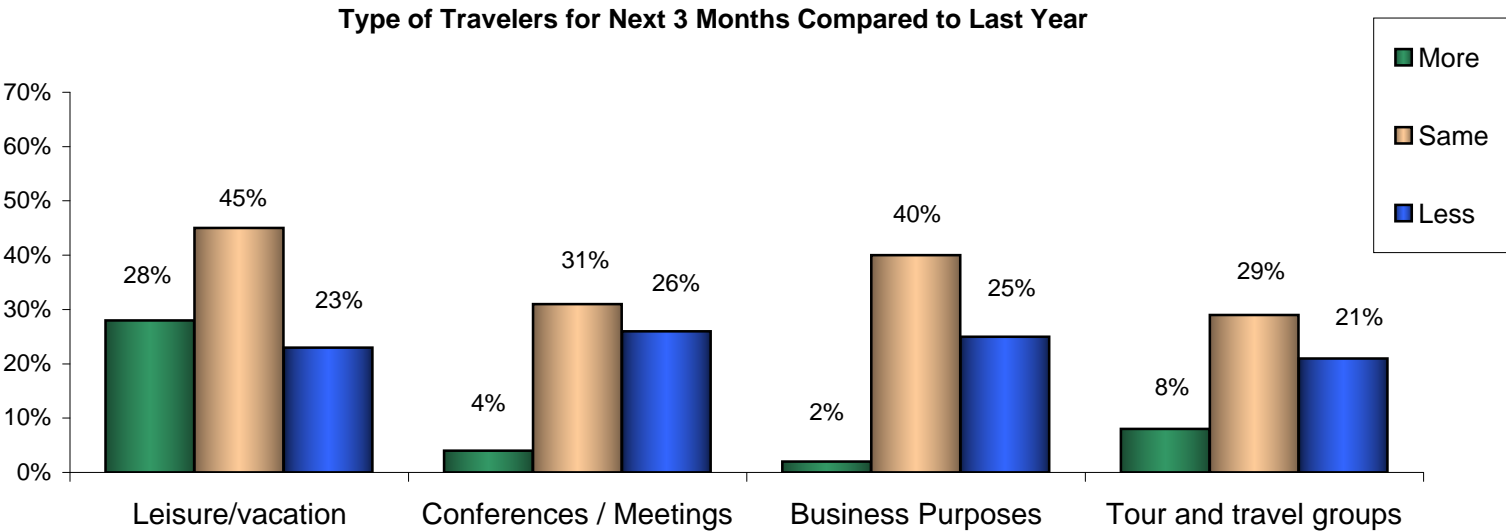
Economic Impact Analysis
March 2008

Economic Impact Analysis

Average Expenditures

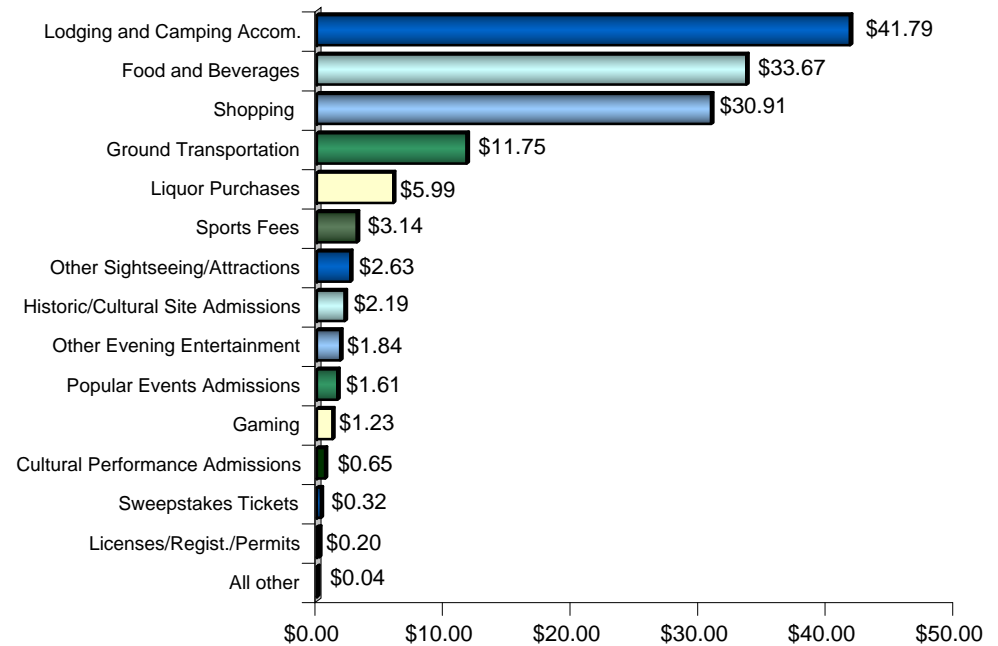| Average Expenditures per Person per Day	
TOTAL	$137.98
Lodging and Camping Accom.	$41.79
Food and Beverages	$33.67
Shopping	$30.91
Ground Transportation	$11.75
Liquor Purchases	$5.99
Sports Fees	$3.14
Other Sightseeing/Attractions	$2.63
Historic/Cultural Site Admissions	$2.19
Other Evening Entertainment	$1.84
Popular Events Admissions	$1.61
Gaming	$1.23
Cultural Performance Admissions	$0.65
Sweepstakes Tickets	$0.32
Licenses/Regist./Permits	$0.20
All other	$0.04

Expenditures per Person per Day

Category	Value
Lodging and Camping Accom.	$41.79
Food and Beverages	$33.67
Shopping	$30.91
Ground Transportation	$11.75
Liquor Purchases	$5.99
Sports Fees	$3.14
Other Sightseeing/Attractions	$2.63
Historic/Cultural Site Admissions	$2.19
Other Evening Entertainment	$1.84
Popular Events Admissions	$1.61
Gaming	$1.23
Cultural Performance Admissions	$0.65
Sweepstakes Tickets	$0.32
Licenses/Regist./Permits	$0.20
All other	$0.04

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Economic Impact Analysis

Total Visitor Expenditures by Spending Category

	TOTAL EXPENDITURES	TOTAL PROPERTIES				BED-TAX-COLLECTING PROPERTIES
		Staying in Paid Accommodations		Visiting Friends and Relatives / Day Trippers		Staying in Paid Accommodations
TOTAL	$417,230,152	$283,082,782	100%	$134,147,370	100%	$251,552,965
Food and Beverages	$108,667,638	$62,740,734	22%	$45,926,904	34%	$54,992,332
Shopping	$104,666,247	$58,553,483	21%	$46,112,764	34%	$51,425,521
Lodging Accommodations	$98,767,125	$98,767,125	35%	$0	0%	$90,105,483
Ground Transportation	$36,659,527	$24,535,335	9%	$12,124,192	9%	$21,259,843
Liquor Purchases	$20,308,066	$11,330,254	4%	$8,977,812	7%	$10,018,620
Historic/Cultural Site Admissions	$8,943,487	$4,178,863	1%	$4,764,624	4%	$3,370,348
Other Sightseeing/Attractions	$8,817,297	$5,243,453	2%	$3,573,844	3%	$4,634,582
Sport Fees	$8,737,770	$6,125,271	2%	$2,612,499	2%	$5,461,499
Popular Events Admissions	$7,204,967	$3,142,087	1%	$4,062,880	3%	$2,859,642
Other Evening Entertainment	$7,062,917	$3,189,660	1%	$3,873,257	3%	$2,669,918
All Other	$7,395,111	$5,276,517	2%	$2,118,594	2%	$4,755,177

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Economic Impact Analysis

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type		
TOTAL	$417,230,152	100%
Visiting Friends & Relatives / Day Trippers	$134,147,370	32%
Paid Accommodations	$283,082,782	68%
Hotel/Motel/Resort/B&B	$151,787,392	36%
Condo/Cottage/Vacation Home	$101,439,710	24%
RV Park/Campground	$29,855,680	7%

Expenditures by Lodging Type

Visiting Friends & Relatives / Day Trippers — $134,147,370

Paid Accommodations — $283,082,782

$0 $100,000,000 $200,000,000 $300,000,000

Paid Accommodations Expenditures by Lodging Type

Hotel/Motel/Resort/B&B — $151,787,392

Condo/Cottage/Vacation Home — $101,439,710

RV Park/Campground — $29,855,680

$0 $50,000,000 $100,000,000 $150,000,000 $200,000,000

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Appendix
March 2008

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Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers Beach	Diamond Head Beach Resort	4-Mar	22
Bonita	Bonita Beach	6-Mar	27
Sanibel	Holiday Inn	13-Mar	13
Sanibel	Loggerhead Cay	13-Mar	7
Sanibel	Song of the Sea	13-Mar	11
Ft. Myers Beach	Lani Kai	14-Mar	18
Cape Coral	Yacht Club Beach Park	14-Mar	12
Sanibel	Pelican Roost	18-Mar	7
Sanibel	Pointe Santo	18-Mar	11
Sanibel	Sanibel Inn	18-Mar	12
Ft. Myers Beach	The Pier	21-Mar	22
Ft. Myers	Spring Training Hammond Field	24-Mar	18
Ft. Myers	Six Mile Cypress Wetland	24-Mar	7
Ft. Myers	Hilton Garden Inn	27-Mar	7
Ft. Myers	Summerlin Square Trolley	27-Mar	5
Ft. Myers	Edison Ford Estates	27-Mar	23
TOTAL			**222**

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

Interviewing Statistics

Occupancy Interviewing Statistics

Interviews were conducted from April 1 - April 15, 2008. Information was provided by 142 Lee County lodging properties during this time period.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	81
Condo/Cottage/Vacation Home/Timeshare	45
RV Park/Campground	<u>16</u>
Total	**142**

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