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

October 2010 Visitor Profile and Occupancy Analysis
December 10, 2010

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Executive Summary
October 2010

Throughout this report, statistically significant differences between percentages for 2009 and 2010 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted nearly 175,000 visitors staying in paid accommodations during the month of October 2010, and just over 122,000 staying with friends or relatives while visiting the County, for a total of 296,707 visitors.

- Total visitation in October 2010 was up significantly from October 2009 (+23.7%), bringing numbers back closer to those reported in October 2008. The increase in visitation was driven primarily by an increase in those staying with friends and relatives (+57.6%), but visitation among those staying in paid accommodations increased as well (+7.5%). For calendar year-to-date 2010, estimated paid accommodations visitation was 4.4% higher than the same period the prior year while total visitation increased 2.6%.

- Nearly three-fourths of October 2010 visitors staying in paid accommodations were U.S. residents (72%), representing a 17% increase in visitors over October 2009. Germany and the UK contributed the largest share of international visitors staying in paid accommodations (16% and 6% respectively). Lee County saw fewer visitors from the UK, Canada and Ireland during October 2010 versus the prior year.

- Similar to the past couple months, U.S. visitors staying in paid accommodations during October 2010 were most likely to have come from the South (38%). About one-third were from the Midwest (31%), followed by the Northeast (23%), and finally, the West (4%). Lee County drew the largest share of its domestic paid accommodations visitors from the New York and Tampa DMAs.

Visitor Expenditures

- The average per person per day expenditure was $110.27 in October 2010 – a 6.9% rise from October 2009 ($103.13). The October 2010 average expenditure was about the same as that in September 2010 ($108.02).

- Total visitor expenditures for October 2010 are estimated at $120 million, a 3.1% increase from $117 million in October 2009. Expenditures among those staying in paid accommodations were flat from October 2009 to October 2010 (-0.3%). However, expenditures among those staying with friends and relatives increased 10.5% from October 2009 to October 2010. For calendar year-to-date 2010, total expenditures were down 6.6% due to a decline in spending among both paid (-3.3%) and unpaid (-11.1%) accommodations visitors.

Total October Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	68%	59%	162,250	174,490	7.5%
Friends/Relatives	32%	41%	77,561	122,217	57.6%
Total Visitation			*239,811*	*296,707*	*23.7%*
October Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	66%	72%	107,604	126,355	17.4%
Germany	13%	16%	20,627	27,678	34.2%
UK	11%	6%	17,118	9,627	-43.8%
Canada	4%	1%	6,795	2,407	-64.6%
Switzerland	1%	1%	2,136	2,407	12.7%
France	1%	1%	1,014	1,203	18.6%
BeNeLux	--	1%	--	1,203	--
Ireland	1%	1%	2,246	1,203	-46.4%
Scandinavia	2%	--	3,478	--	--
Other	1%	1%	1,232	2,407	95.4%
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	13%	17%	14,436	21,661	50.0%
South (including Florida)	36%	38%	39,146	48,135	23.0%
Midwest	42%	31%	44,843	39,712	-11.4%
Northeast	18%	23%	19,452	28,881	48.5%
West	1%	4%	1,014	4,814	374.9%
No Answer	3%	4%	3,150	4,814	52.8%

2010 Top DMAs (Paid Accommodations)		
New York	8%	9,424
Tampa-Saint Petersburg	8%	9,422
Boston (Manchester, NH)	6%	7,045
Chicago	5%	5,781
Cleveland-Akron (Canton)	4%	4,684
Washington, DC (Hagerstown)	3%	3,803
Dallas-Fort Worth	3%	3,784
West Palm Beach-Fort Pierce	3%	3,663
Columbus, OH	3%	3,662
Indianapolis	3%	3,502

Trip Planning

- The trip planning window was similar for October 2010 and October 2009 visitors. Six in ten October 2010 visitors (62%) chose Lee County three or more months prior to their trip (vs. 65% October 2009). Nearly half of October 2010 visitors booked their lodging three or more months in advance of their trip (47% for both October 2009 and 2010).

- The majority of October 2010 visitors said they had visited web sites while planning their trip (81%). October 2010 visitors most often mentioned they went to airline (36%) and search engine (35%) web sites.

- When deciding to visit Lee County, October 2010 visitors were most likely to say *peaceful/relaxing* (86%), *warm weather* (85%) and *white sandy beaches* (81%) influenced their selection.

Visitor Profile

- Lee County continues to attract a much higher proportion of repeat visitors (67%) than first-time visitors (32%). Repeat visitors claim to have visited an average of about five times in the past five years, suggesting Lee County is an annual vacation destination for many.

- Four in ten October 2010 visitors said they either were staying in a hotel/motel (41%) or in a condo/vacation home (41%), and one in ten at the home of a friend or family member (13%). Half felt that the quality of accommodations *far exceeded* or *exceeded their expectations* (55%) in October 2010 – akin to perceptions last October (50%).

- The top activities enjoyed while in Lee County during October 2010 were *beaches*, *relaxing*, *dining out, swimming,* and *shopping,* with at least half of visitors claiming to have participated in one of these activities during their stay.

- Visitor satisfaction remains extremely high. Almost all (97%) October 2010 visitors reported being *very satisfied* (71%) or *satisfied* (26%) with their visit. The vast majority indicated they are likely to return to Lee County (89%), and more than half of them are likely to return next year (60%).

- When asked what they liked least about the Lee County area, *insects* was cited most frequently but only by one-quarter of October 2010 visitors (25%). Visitors' concerns about *beach seaweed* (7%) were less prevalent during October 2010 than during the prior year (14%).

- The demographic profile of October 2010 visitors resembled that of October 2009 visitors. October 2010 visitors averaged 52 years of age with an average household income of approximately $93,000. The majority of visitors are married (78%) but only two in ten were traveling *with* children (20%).

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, both *available* and *occupied* room nights increased from October 2009 to October 2010, but fortunately, the growth in *occupied* room nights (+5.8%) outpaced the growth in *available* room nights (+2.9%). Hotels/motels followed this same pattern – *occupied* room nights were up 6.7% from a year ago, despite a 2.6% increase in *available* room nights. Properties in the condo/vacation home category saw a decline in *available* room nights (-3.3%) but *occupied* room nights were flat (-0.8%). For RV parks/campgrounds, *available* room nights and *occupied* room nights both increased but at the same rate (11.0% and 10.4% respectively).

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	147,408	157,353	6.7%	350,912	359,957	2.6%
Condo/Cottage/Vacation Home	53,918	53,508	-0.8%	157,114	151,921	-3.3%
RV Park/Campground	47,112	52,024	10.4%	136,555	151,590	11.0%
Total	**248,438**	**262,885**	**5.8%**	**644,581**	**663,468**	**2.9%**

- As a result, average occupancy rates increased 2.8% from 38.5% in October 2009 to an average of 39.6% in October 2010. Occupancy rates for hotels/motels/resorts and condos/cottages experienced an increase (+4.0% and +2.6% respectively). RV parks/campgrounds occupancy rates were on par year-over-year (-0.5%).

- Overall average daily rates dropped from $93.43 to $89.82 year-over-year (-3.9%). ADR decreases were reported for hotels/motels/resorts (-1.9%) and condos/vacation homes (-8.5%), while RV parks/campgrounds had an increase in ADR (+13.3%) over last year.

- Although average occupancy rates rose modestly year-over-year, RevPAR was down 1.2% from October 2009 due to the decrease in ADR. Hotels/motels/resorts and RV parks/campgrounds fared well, posting RevPAR gains over the same period the prior year. However, RevPAR for condo/vacation home properties decreased 6.1%.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	136	135		140	137		136/140	135/137	
Hotel/Motel/Resort/B&B	42.0%	43.7%	4.0%	$96.87	$94.99	-1.9%	$40.69	$41.53	2.1%
Condo/Cottage/Vacation Home	34.3%	35.2%	2.6%	$135.63	$124.12	-8.5%	$46.55	$43.71	-6.1%
RV Park/Campground	34.5%	34.3%	-0.5%	$34.34	$38.91	13.3%	$11.85	$13.35	12.7%
AVERAGE	38.5%	39.6%	2.8%	$93.43	$89.82	-3.9%	$36.01	$35.59	-1.2%

- Property managers in October 2010 were no more positive or negative than in October 2009 when comparing their current month's *occupancy* and *revenue* year-over-year. Slightly more than half (53%) reported their October 2010 *occupancy* was the same or better than the prior year, equivalent to last year's reports (52% October 2009). Current month *revenue* comparisons followed suit, with half of property managers reporting that October 2010 *revenue* was the same or better than the prior year (50% vs. 43% October 2009).

- Projections for the next three months (November 2010 – January 2011) were about evenly split as well. Fully half (50%) of property managers reported that their total level of reservations for the next three months are the same or better than the same period the prior year – slightly higher than projections made in October 2009 (38%) – while half (50%) reported that their reservations are down.

Property managers were also queried about the impact of the oil spill on their business in terms of cancellations and inquiries.

- Nearly half of managers don't know how many October room nights were cancelled as a result of the oil spill, and about the same number said that no room nights were cancelled as a result of the oil spill. Only 1% said one or more room nights were cancelled.

- A sizeable minority (45%) of property managers said they had some/many fewer inquiries during October 2010 than they had at the same time last year, and two-thirds of them (66%) attribute the decline in inquiries to the economic downturn with another 20% citing the BP oil spill as a factor.

October 2010 Lee County Snapshot

Total October Visitation	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	68%	59%	162,250	174,490
Friends/Relatives	32%	41%	77,561	122,217
Total Visitation			*239,811*	*296,707*

October Visitor Origin - Visitors Staying in Paid Accommodations	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	13%	17%	14,436	21,661
United States	66%	72%	107,604	126,355
Germany	13%	16%	20,627	27,678
UK	11%	6%	17,118	9,627
Canada	4%	1%	6,795	2,407
Switzerland	1%	1%	2,136	2,407
France	1%	1%	1,014	1,203
BeNeLux	--	1%	--	1,203
Ireland	1%	1%	2,246	1,203
Scandinavia	2%	--	3,478	--
Other	1%	1%	1,232	2,407

Total Visitor Expenditures	2009	2010	% Change
Total Visitor Expenditures	$116,717,096	$120,331,695	3.1%
Paid Accommodations	$79,817,387	$79,572,325	-0.3%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$103.13	$110.27	6.9%

First-Time/Repeat Visitors to Lee County	2009	2010
First-time	24%	32%
Repeat	74%	67%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	136	135		140	137		136/140	135/137	
Hotel/Motel/Resort/B&B	42.0%	43.7%	4.0%	$96.87	$94.99	-1.9%	$40.69	$41.53	2.1%
Condo/Cottage/Vacation Home	34.3%	35.2%	2.6%	$135.63	$124.12	-8.5%	$46.55	$43.71	-6.1%
RV Park/Campground	34.5%	34.3%	-0.5%	$34.34	$38.91	13.3%	$11.85	$13.35	12.7%
AVERAGE	38.5%	39.6%	2.8%	$93.43	$89.82	-3.9%	$36.01	$35.59	-1.2%

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Calendar YTD 2010 Lee County Snapshot

Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
Paid Accommodations	48%	49%	1,890,090	1,972,979
Friends/Relatives	52%	51%	2,056,804	2,075,738
Total Visitation			*3,946,894*	*4,048,717*
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2009	2010	2009	2010
Florida	28%	30%	194,966	236,375
United States	78%	80%	1,482,556	1,574,011
Germany	7%	6%	125,916	122,970
UK	4%	5%	78,528	92,910
Canada	5%	4%	89,360	84,712
BeNeLux	2%	2%	32,494	31,426
Scandinavia	1%	1%	23,017	16,396
Switzerland	1%	1%	17,601	12,297
France	1%	1%	20,309	10,931
Austria	<1%	<1%	4,062	8,198
Ireland	1%	<1%	10,831	8,198
Latin America	--	<1%	--	2,733
Other	<1%	<1%	5,416	8,198

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$2,221,100,480	$2,074,186,967	-6.6%
Paid Accommodations	$1,281,255,996	$1,239,068,539	-3.3%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$120.52	$118.44	-1.7%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	20%	18%
Repeat	71%	73%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding									
Hotel/Motel/Resort/B&B	53.6%	52.9%	-1.3%	$128.47	$129.64	0.9%	$68.89	$68.59	-0.4%
Condo/Cottage/Vacation Home	54.3%	53.3%	-1.9%	$169.08	$172.73	2.2%	$91.79	$92.03	0.3%
RV Park/Campground	50.1%	49.3%	-1.5%	$44.73	$45.60	1.9%	$22.40	$22.49	0.4%
AVERAGE	53.0%	52.2%	-1.4%	$120.55	$123.08	2.1%	$63.86	$64.29	0.7%

Visitor Profile Analysis
October 2010

A total of 202 *interviews were conducted with visitors in Lee County during the month of October 2010. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

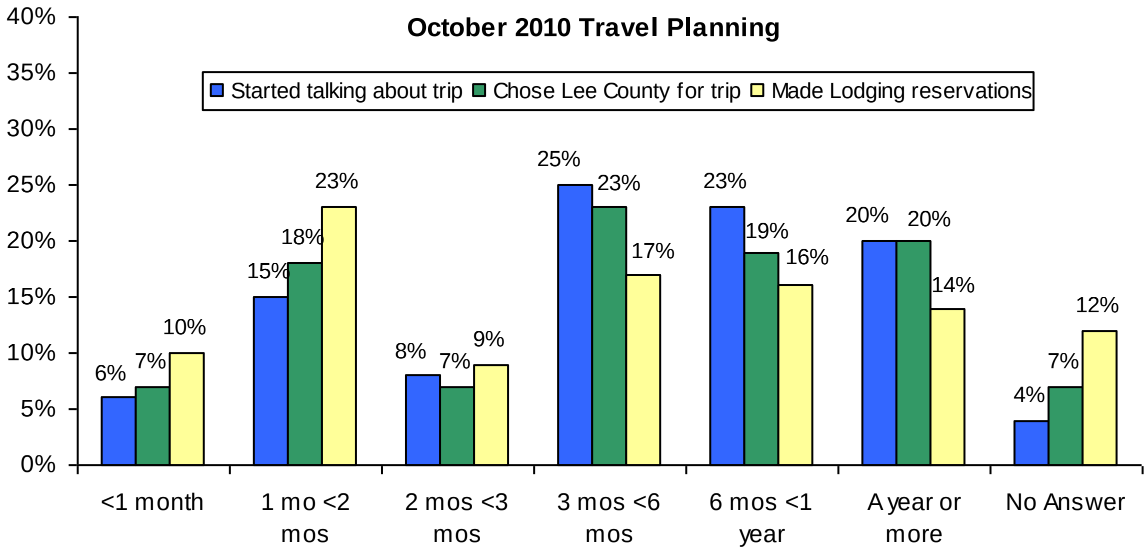
A total of 206 *interviews were conducted with visitors in Lee County during the month of October 2009. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.*

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

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2009	2010	2009	2010	2009	2010
Total Respondents	206	202	206	202	206	202
<1 month	5%	6%	8%	7%	10%	10%
1 mo - < 2 mos	10%	15%	13%	18%	17%	23%
2 mos - < 3 mos	11%	8%	10%	7%	14%	9%
3 mos - < 6 mos	25%	25%	26%	23%	<25%>	17%
6 mos - <1 year	32%	23%	24%	19%	15%	16%
A year or more	14%	20%	15%	20%	7%	<14%>
No answer	3%	4%	2%	<7%>	11%	12%

Q3: When did you "start talking" about going on this trip?
Q4: When did you choose Lee County for this trip?
Q5: When did you make lodging reservations for this trip?



Travel Planning

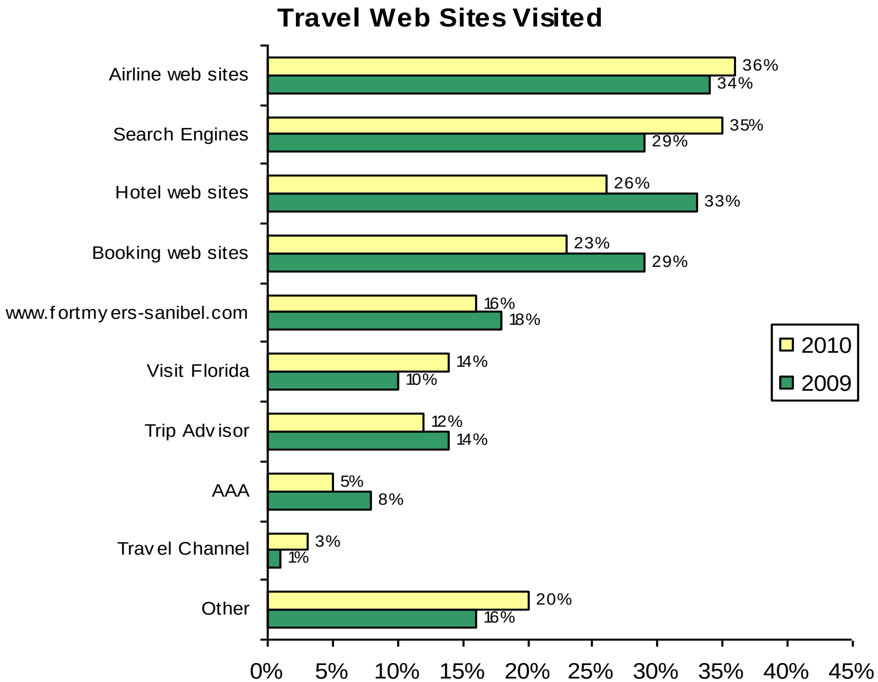
Reserved Accommodations		
	October	
	2009	2010
Total Respondents Staying in Paid Accommodations	147	145
Before leaving home	88%	87%
After arriving in Florida	8%	8%
No Answer	4%	6%

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

Travel Planning

Travel Web Sites Visited by October Travelers		
	2009	**2010**
Total Respondents with computer access	**187**	**188**
Visited web sites (net)	83%	81%
Airline web sites	34%	36%
Search Engines	29%	35%
Hotel web sites	33%	26%
Booking web sites	29%	23%
www.fortmyers-sanibel.com	18%	16%
Visit Florida	10%	14%
Trip Advisor	14%	12%
AAA	8%	5%
Travel Channel	1%	3%
Other	16%	20%
Did not visit web sites	15%	17%
No Answer	2%	3%

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



Base: Respondents with Computer Access

Travel Planning

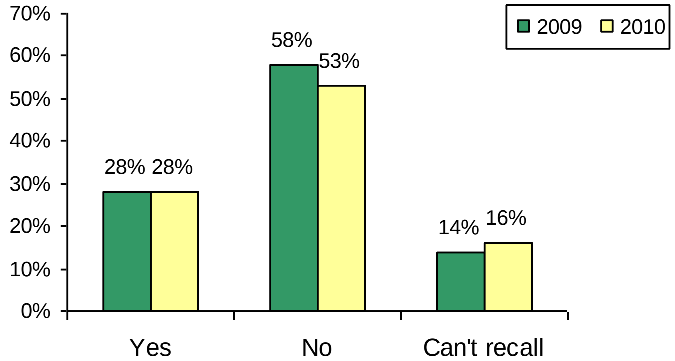
October Travelers Requesting Information		
	2009	**2010**
Total Respondents	206	202
Requested information (net)	44%	36%
Hotel Web Site	21%	18%
VCB Web Site	11%	7%
Call hotel	9%	6%
Visitor Guide	7%	4%
Clipping/mailing coupon	1%	1%
Call VCB	1%	-
Call local Chamber of Commerce	5%	-
Other	12%	13%
Did not request information	48%	52%
No Answer	9%	12%

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

Travel Agent Assistance		
	2009	**2010**
Total Respondents	206	202
Yes	6%	10%
No	93%	88%

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

Recall of Promotions



Recall of Lee County Promotions		
	2009	**2010**
Total Respondents	206	202
Yes	28%	28%
No	58%	53%
Can't recall	14%	16%

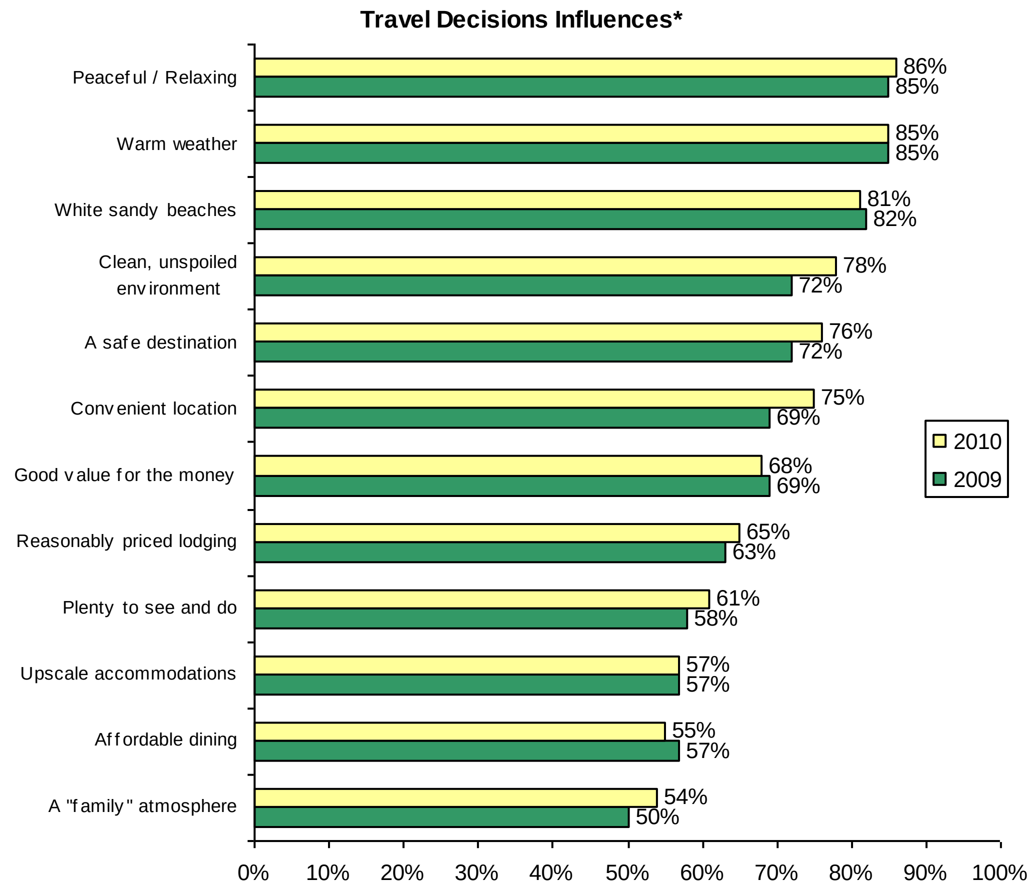
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

October Travel Decision Influences*		
	2009	**2010**
Total Respondents	206	202
Peaceful / Relaxing	85%	86%
Warm weather	85%	85%
White sandy beaches	82%	81%
Clean, unspoiled environment	72%	78%
A safe destination	72%	76%
Convenient location	69%	75%
Good value for the money	69%	68%
Reasonably priced lodging	63%	65%
Plenty to see and do	58%	61%
Upscale accommodations	57%	57%
Affordable dining	57%	55%
A "family" atmosphere	50%	54%

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

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



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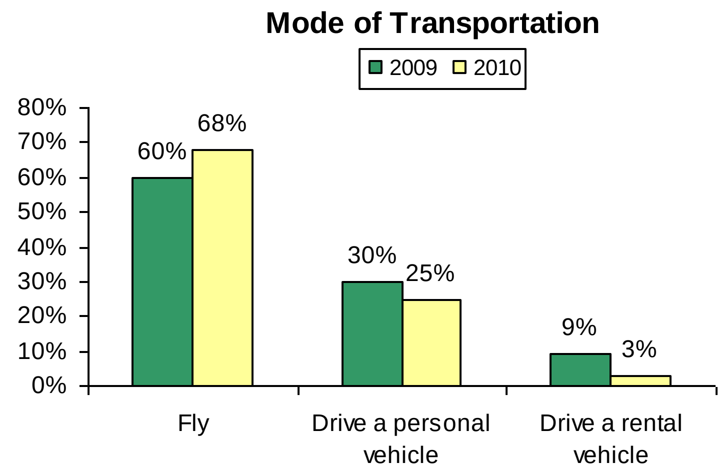
Trip Profile

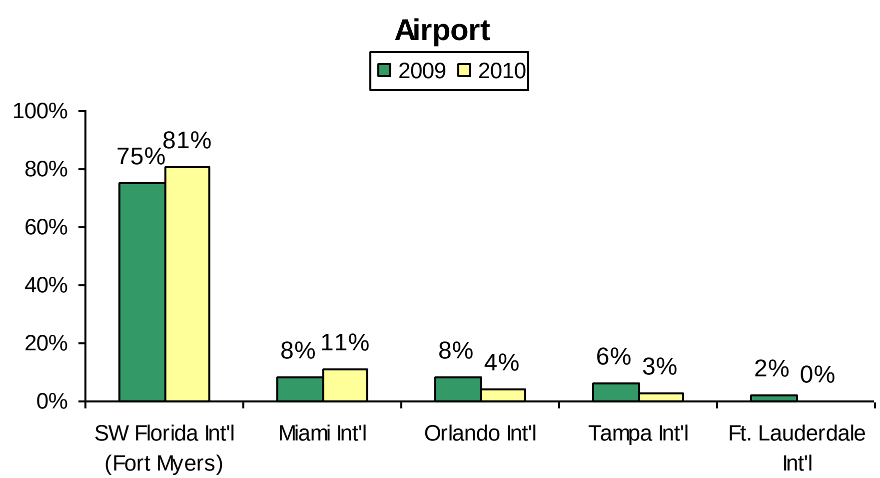
Mode of Transportation		
	2009	2010
Total Respondents	206	202
Fly	60%	68%
Drive a personal vehicle	30%	25%
Drive a rental vehicle	<9%>	3%
Drive an RV	1%	2%
Travel by bus	-	1%
Other/No Answer (net)	1%	1%

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



Airport		
	2009	2010
Total Respondents who arrived by air	124	138
SW Florida Int'l (Fort Myers)	75%	81%
Miami Int'l	8%	11%
Orlando Int'l	8%	4%
Tampa Int'l	6%	3%
Ft. Lauderdale Int'l	2%	-
West Palm Beach Int'l	-	-
Sarasota / Bradenton	-	-
Other/No Answer (net)	1%	1%

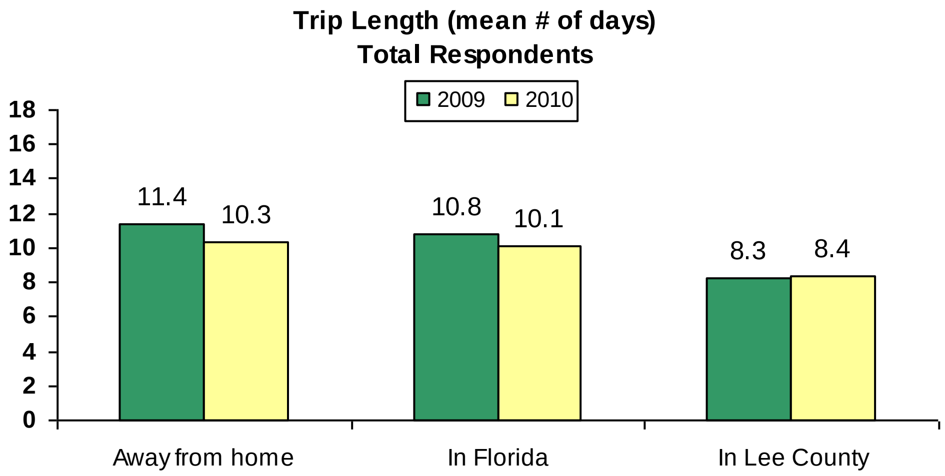
Q2: At which Florida airport did you land?



Trip Profile

October Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	206	202	
Away from home	11.4	10.3	-9.6%
In Florida	10.8	10.1	-6.5%
In Lee County	8.3	8.4	1.2%

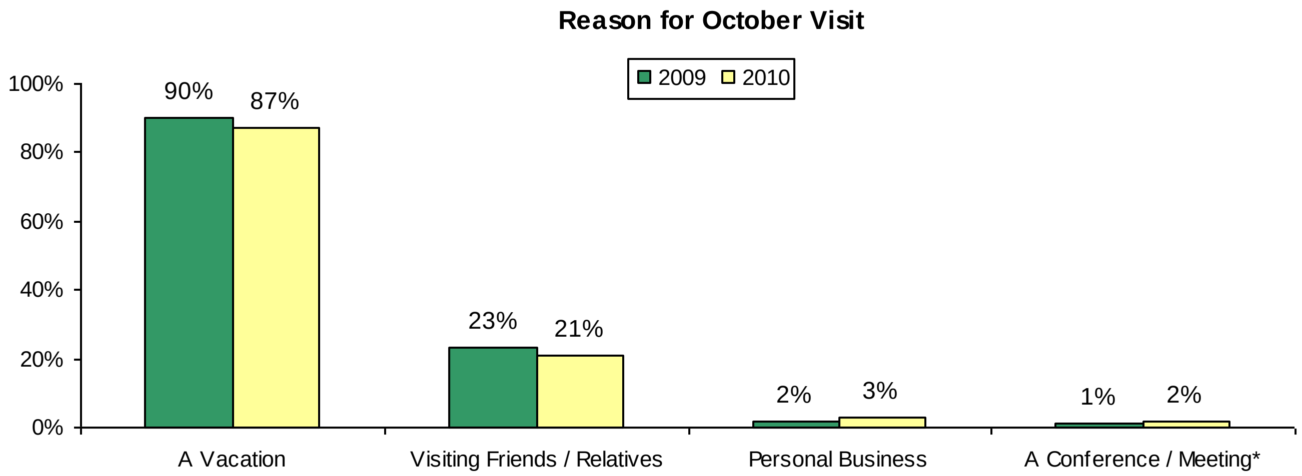
Q7: On this trip, how many days will you be:



Trip Profile

Reason for October Visit		
	2009	**2010**
Total Respondents	206	202
A Vacation	90%	87%
Visiting Friends / Relatives	23%	21%
Personal Business	2%	3%
A Conference / Meeting	1%	2%
Sporting Event(s)	2%	2%
A Convention / Trade Show	-	1%
Other Business Trip	1%	1%
Other/No Answer (net)	2%	3%

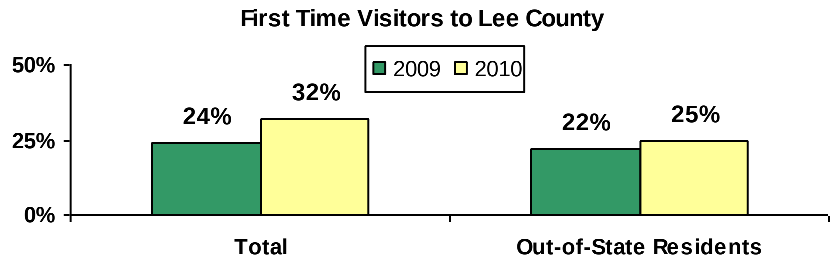
Q15: Did you come to our area for…(Please mark all that apply.)

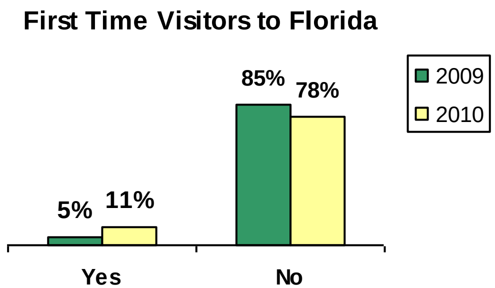


Trip Profile

First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	2010	2009	2010	2009	2010	2009	2010
Total Respondents	206	202	18**	21**	125	130	58*	44*
Yes	24%	32%	N/A	N/A	22%	25%	32%	46%
No	74%	67%	N/A	N/A	74%	73%	68%	54%
No Answer	2%	1%	N/A	N/A	3%	1%	-	-

Q20: 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		
	2009	2010
Total Respondents	206	202
Yes	5%	11%
No	85%	78%
No answer	1%	1%
*FL Residents**	*9%*	*10%*

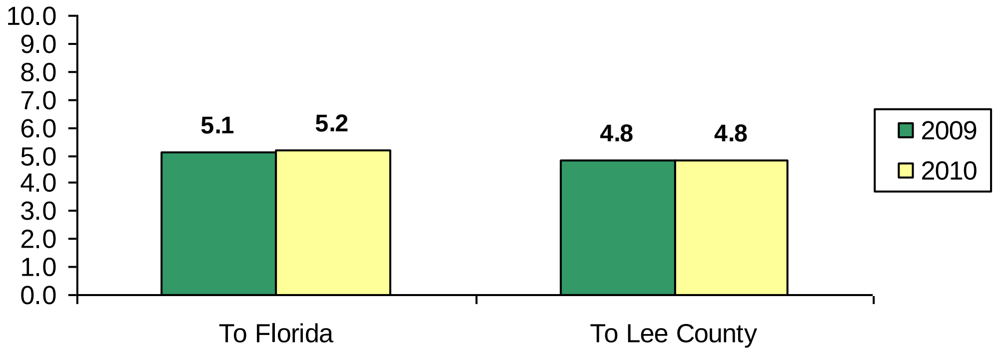
Q18: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*

Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		**Mean # of Visits to Lee County**	
	2009	**2010**	**2009**	**2010**
Base: Repeat Visitors	175 (FL res. Excl.)	158 (FL res. Excl.)	152	136
Number of visits	5.1	5.2	4.8	4.8

Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years

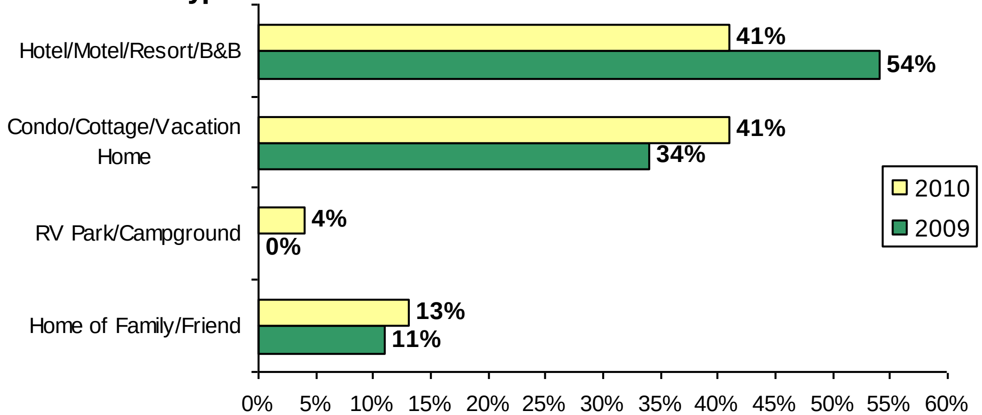


Trip Profile

Type of Accommodations - October Visitors		
	2009	**2010**
Total Respondents	206	202
Hotel/Motel/Resort/B&B	**<54%>**	**41%**
Hotel/motel/inn	31%	23%
Resort	23%	18%
B&B	<1%	-
Condo/Cottage/Vacation Home	**34%**	**41%**
Rented home/condo	17%	27%
Borrowed home/condo	5%	2%
Owned home/condo	11%	12%
RV Park/Campground	**<1%**	**<4%>**
Home of family/friend	**11%**	**13%**
Day trip (no accommodations)	**1%**	**1%**

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

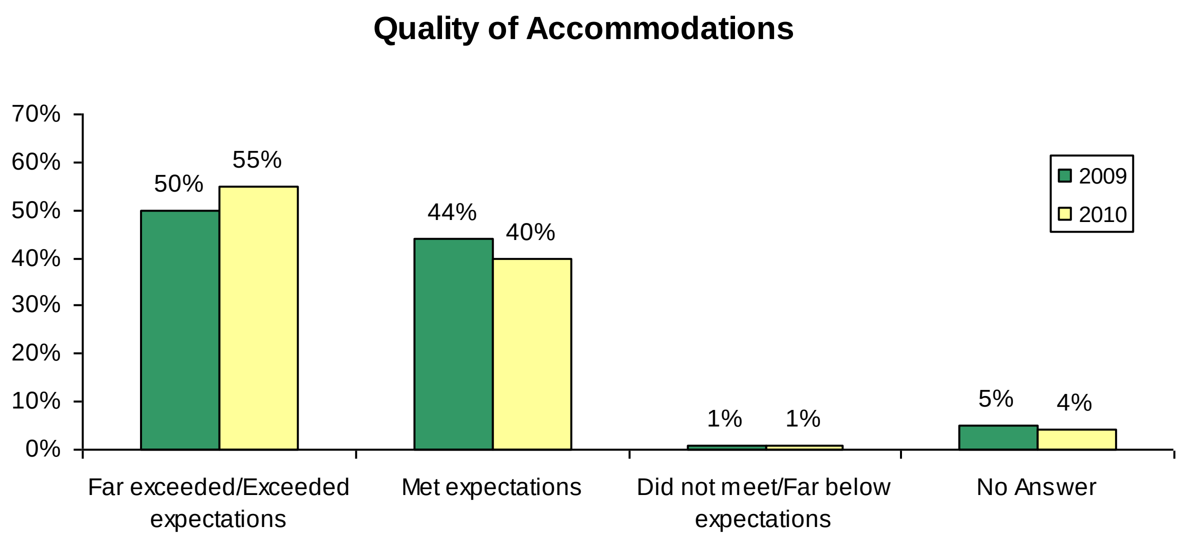
Type of Accommodations -- October Visitors



Trip Profile

Quality of Accommodations		
	2009	2010
Total Respondents	206	202
Far exceeded/Exceeded expectations	50%	55%
Met your expectations	44%	40%
Did not meet/Far below expectations	1%	1%
No Answer	5%	4%

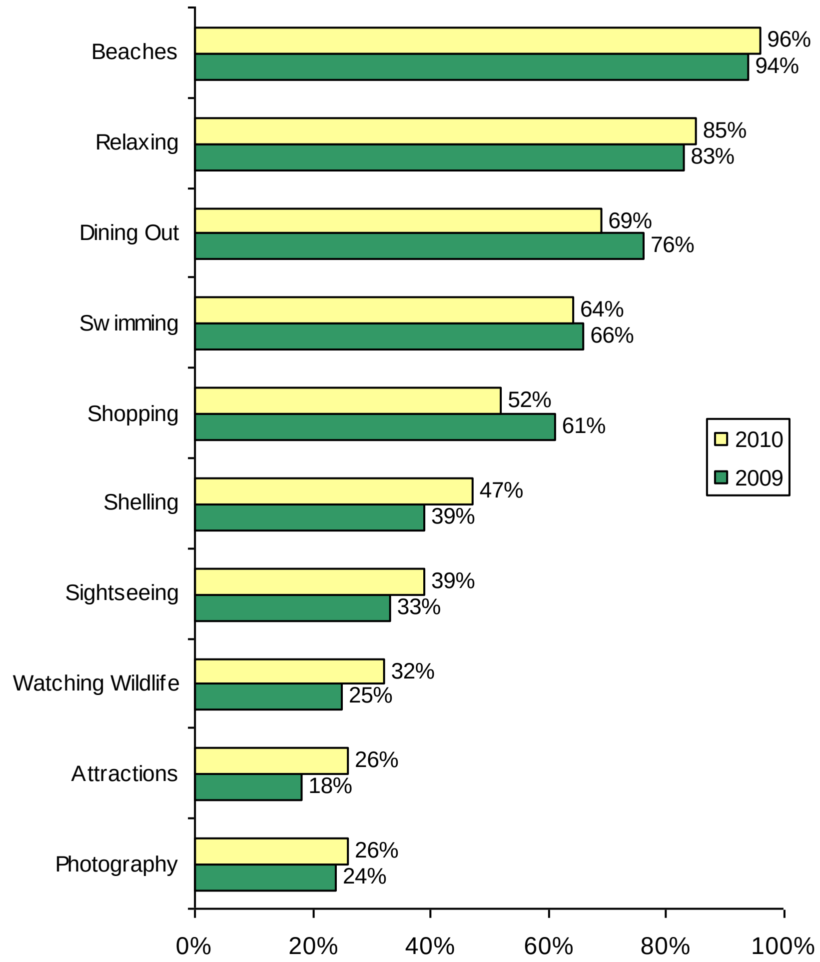
Q26: How would you describe the quality of your accommodations? Do you feel they:



Trip Activities

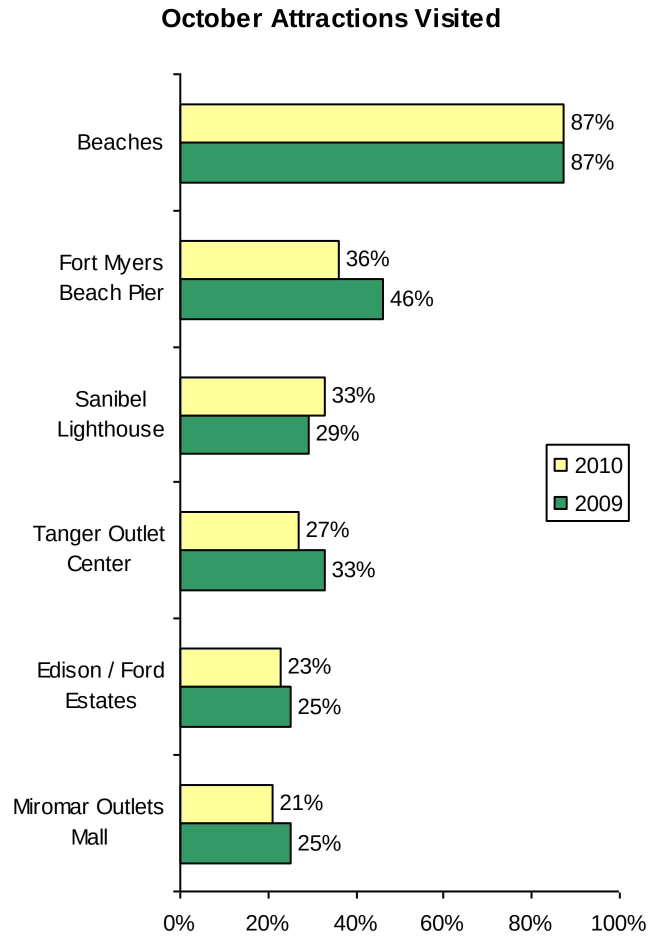
October Activities Enjoyed		
	2009	2010
Total Respondents	206	202
Beaches	94%	96%
Relaxing	83%	85%
Dining Out	76%	69%
Swimming	66%	64%
Shopping	61%	52%
Shelling	39%	47%
Sightseeing	33%	39%
Watching Wildlife	25%	32%
Attractions	18%	<26%>
Photography	24%	26%
Visiting Friends/Relatives	27%	26%
Birdwatching	16%	21%
Bicycle Riding	12%	17%
Exercise / Working Out	10%	15%
Bars / Nightlife	15%	13%
Guided Tour	2%	<10%>
Boating	7%	10%
Fishing	9%	9%
Golfing	8%	7%
Kayaking / Canoeing	5%	7%
Miniature Golf	8%	6%
Parasailing / Jet Skiing	6%	5%
Sporting Event	1%	<4%>
Tennis	2%	3%
Cultural Events	4%	3%
Scuba Diving / Snorkeling	1%	2%
Other	4%	5%
No Answer	-	<1%

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



Trip Activities

October Attractions Visited		
	2009	**2010**
Total Respondents	206	202
Beaches	87%	87%
Fort Myers Beach Pier	46%	36%
Sanibel Lighthouse	29%	33%
Tanger Outlet Center	33%	27%
Edison / Ford Estates	25%	23%
Miromar Outlets Mall	25%	21%
Periwinkle Place	15%	19%
Ding Darling National Wildlife Refuge	22%	18%
Bell Tower Shops	14%	10%
Shell Factory and Nature Park	11%	9%
Edison Mall	14%	9%
Coconut Point Mall	9%	8%
Gulf Coast Town Center	5%	6%
Bailey-Matthews Shell Museum	6%	5%
Manatee Park	4%	3%
Babcock Wilderness Adventures	-	1%
Broadway Palm Dinner Theater	3%	1%
Barbara B. Mann Perfoming Arts Hall	1%	<1%
Other	3%	7%
None/No Answer	2%	3%



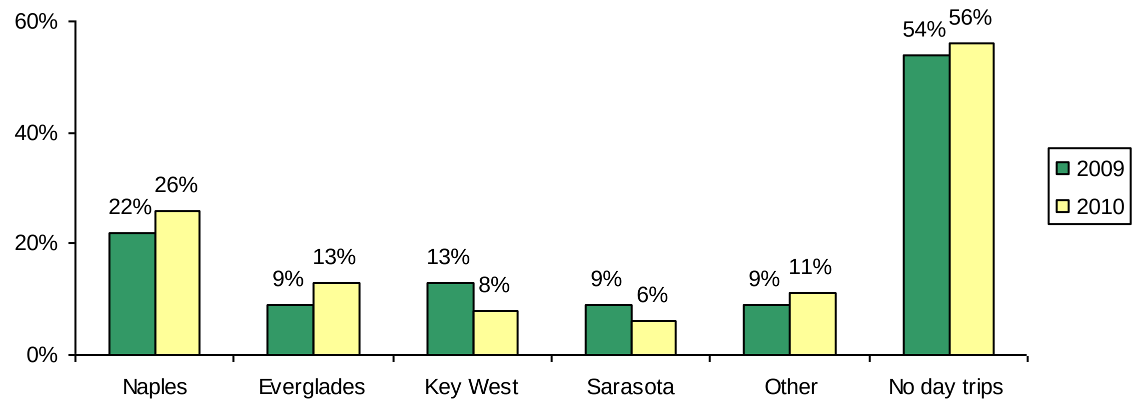
Q29. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

Trip Activities

October Day Trips Outside Lee County		
	2009	**2010**
Total Respondents	**206**	**202**
Any day trips (net)	41%	39%
Naples	*22%*	*26%*
Everglades	*9%*	*13%*
Key West	*13%*	*8%*
Sarasota	*9%*	*6%*
Other	*9%*	*11%*
No day trips	54%	56%
No Answer	5%	5%

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

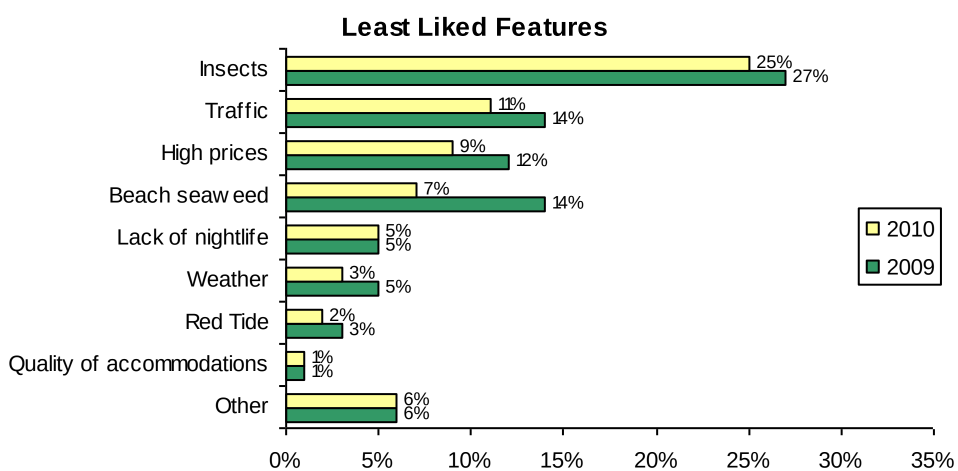
October Day Trips Outside Lee County



Trip Activities

Least Liked Features		
	2009	**2010**
Total Respondents	206	202
Insects	27%	25%
Traffic	14%	11%
High prices	12%	9%
Beach seaweed	<14%>	7%
Lack of nightlife	5%	5%
Weather	5%	3%
Red Tide	3%	2%
Quality of accommodations	1%	1%
Other	6%	6%
Nothing/No Answer	42%	48%

Q34: During this specific visit, which features have you liked **LEAST** about our area?
(Please mark ALL that apply.)



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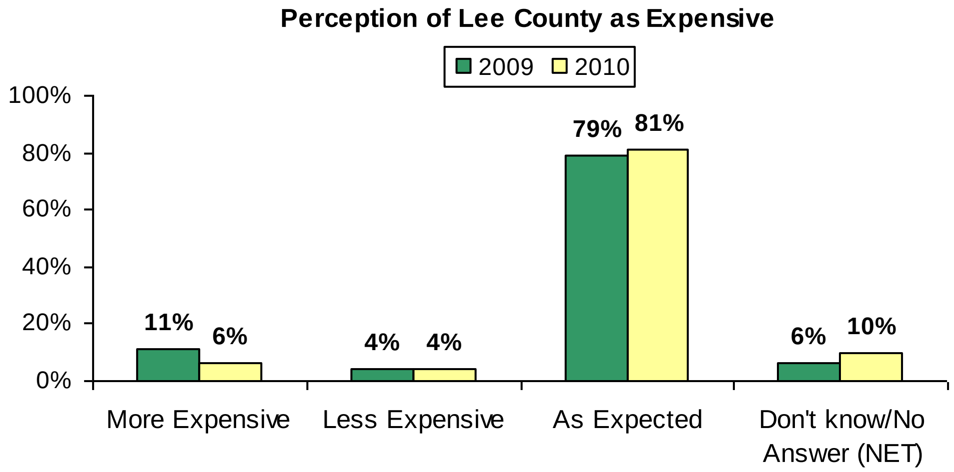
Trip Activities

Perception of Lee County as Expensive		
	2009	**2010**
Total Respondents	206	202
More Expensive	11%	6%
Less Expensive	4%	4%
As Expected	79%	81%
Don't know/No Answer (net)	6%	10%

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



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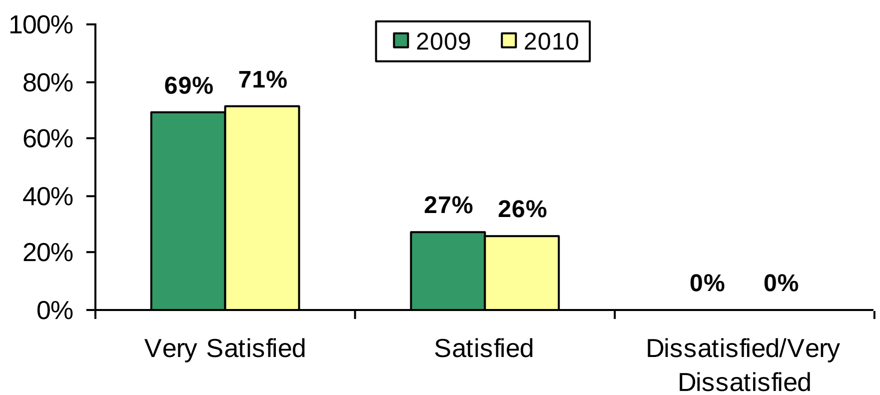
Lee County Experience

Satisfaction with Visit		
	2009	**2010**
Total Respondents	**206**	**202**
Satisfied	95%	97%
Very Satisfied	*69%*	*71%*
Satisfied	*27%*	*26%*
Neither	2%	1%
Dissatisfied/Very Dissatisfied	-	-
Don’t know/no answer	3%	3%

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

Satisfaction with Visit



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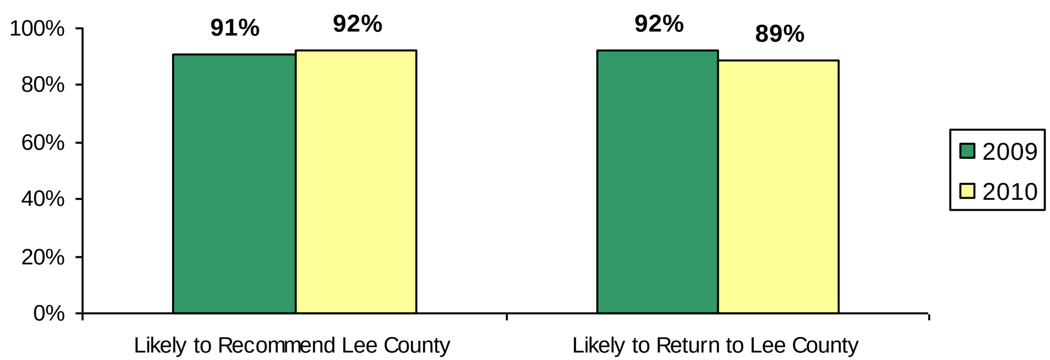
Future Plans

Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	206	202
Likely to Recommend Lee County	91%	92%
Likely to Return to Lee County	92%	89%
Base: Total Respondents Planning to Return	189	179
Likely to Return Next Year	56%	60%

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

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



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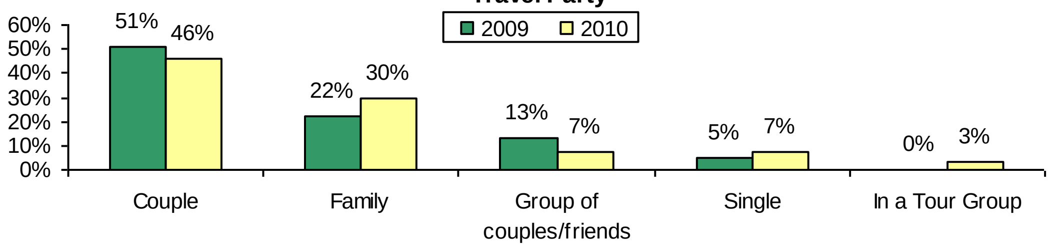
Visitor and Travel Party Demographic Profile

October Travel Party		
	2009	**2010**
Total Respondents	206	202
Couple	51%	46%
Family	22%	30%
Group of couples/friends	<13%>	7%
Single	5%	7%
In a Tour Group	-	3%
Other	6%	5%
Mean travel party size	2.7	3.0
Mean adults in travel party	2.4	2.6

Travel Party

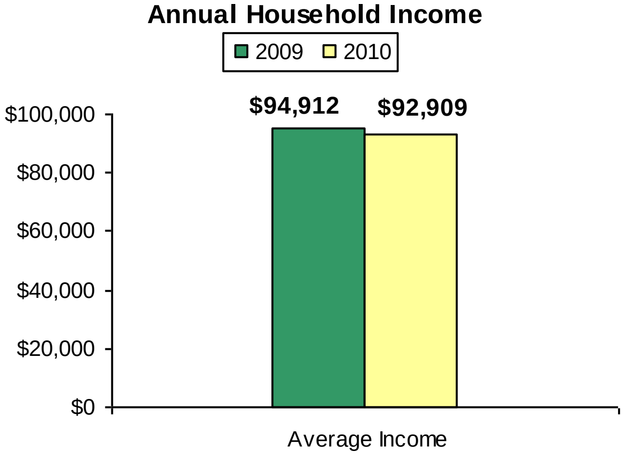


Travel Parties with Children		
	2009	**2010**
Total Respondents	206	202
Traveling with any Children (net)	<u>17%</u>	<u>20%</u>
Any younger than 6	7%	9%
Any 6 - 11 years old	5%	10%
Any 12 - 17 years old	9%	9%

Q22: On this trip, are you traveling:
Q23: Including yourself, how many people are in your immediate travel party?
Q24: How many of those people are:
Younger than 6 years old/6-11 years old/12-17 years old/Adults

Visitor and Travel Party Demographic Profile

October Visitor Demographic Profile		
	2009	**2010**
Total Respondents	206	202
Vacations per year (mean)	3.4	2.8
Short getaways per year (mean)	4.2	3.6
Age of respondent (mean)	52.6	51.7
Annual household income (mean)	$94,912	$92,909
Martial Status		
Married	78%	78%
Single	9%	12%
Other	10%	9%



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q38: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40. Are you: Married/Single/Other

Visitor Origin and Visitation Estimates

Total October Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	68%	59%	162,250	174,490	7.5%
Friends/Relatives	32%	41%	77,561	122,217	57.6%
Total Visitation			*239,811*	*296,707*	*23.7%*
October Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	2010	2009	2010	
United States	66%	72%	107,604	126,355	17.4%
Germany	13%	16%	20,627	27,678	34.2%
UK	11%	6%	17,118	9,627	-43.8%
Canada	4%	1%	6,795	2,407	-64.6%
Switzerland	1%	1%	2,136	2,407	12.7%
France	1%	1%	1,014	1,203	18.6%
BeNeLux	--	1%	--	1,203	--
Ireland	1%	1%	2,246	1,203	-46.4%
Scandinavia	2%	--	3,478	--	--
Other	1%	1%	1,232	2,407	95.4%
U.S. Region (Paid Accommodations)					
	2009	2010	2009	2010	
Florida	13%	17%	14,436	21,661	50.0%
South (including Florida)	36%	38%	39,146	48,135	23.0%
Midwest	42%	31%	44,843	39,712	-11.4%
Northeast	18%	23%	19,452	28,881	48.5%
West	1%	4%	1,014	4,814	374.9%
No Answer	3%	4%	3,150	4,814	52.8%

2010 Top DMAs (Paid Accommodations)		
New York	8%	9,424
Tampa-Saint Petersburg	8%	9,422
Boston (Manchester, NH)	6%	7,045
Chicago	5%	5,781
Cleveland-Akron (Canton)	4%	4,684
Washington, DC (Hagerstown)	3%	3,803
Dallas-Fort Worth	3%	3,784
West Palm Beach-Fort Pierce	3%	3,663
Columbus, OH	3%	3,662
Indianapolis	3%	3,502

Occupancy Data Analysis
October 2010

Property managers representing 144 properties in Lee County were interviewed for the October 2010 Occupancy Survey between October 1 and October 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

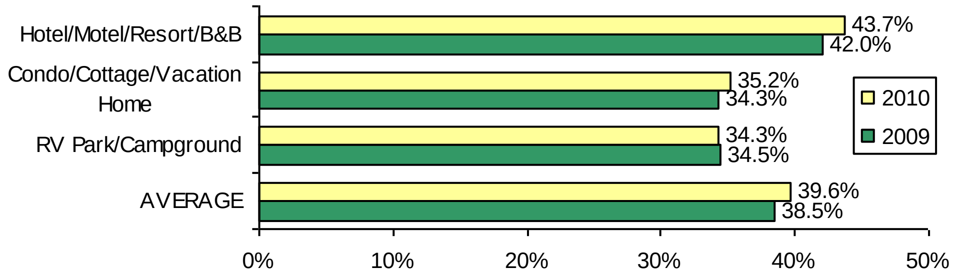
Property managers representing 143 properties in Lee County were interviewed for the October 2009 Occupancy Survey between October 1 and October 15, 2009, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

October Occupancy/Daily Rates

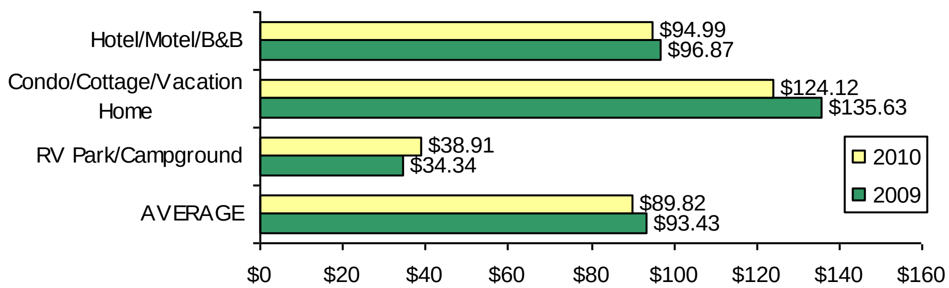
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	136	135		140	137		136/140	135/137	
Hotel/Motel/Resort/B&B	42.0%	43.7%	4.0%	$96.87	$94.99	-1.9%	$40.69	$41.53	2.1%
Condo/Cottage/Vacation Home	34.3%	35.2%	2.6%	$135.63	$124.12	-8.5%	$46.55	$43.71	-6.1%
RV Park/Campground	34.5%	34.3%	-0.5%	$34.34	$38.91	13.3%	$11.85	$13.35	12.7%
AVERAGE	38.5%	39.6%	2.8%	$93.43	$89.82	-3.9%	$36.01	$35.59	-1.2%

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

Average Occupancy Rate



Average Daily Rate



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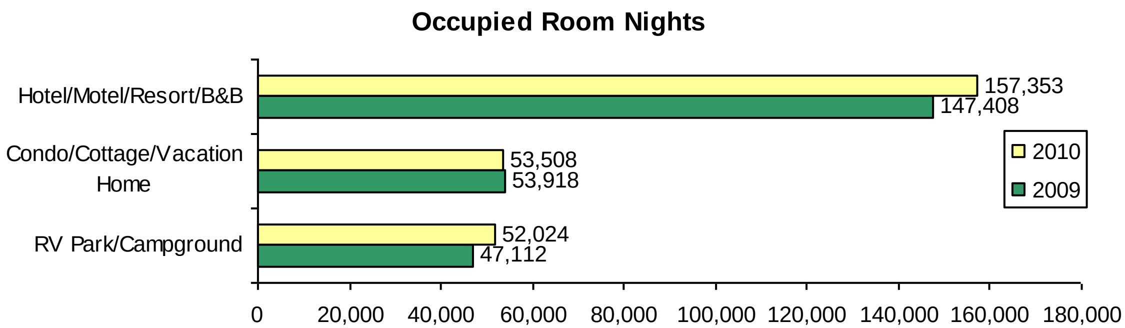
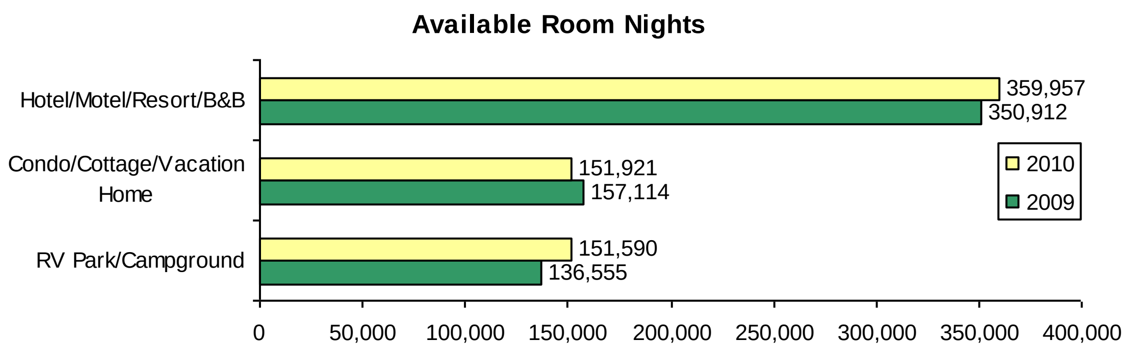
October Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**
Hotel/Motel/Resort/B&B	147,408	157,353	6.7%	350,912	359,957	2.6%
Condo/Cottage/Vacation Home	53,918	53,508	-0.8%	157,114	151,921	-3.3%
RV Park/Campground	47,112	52,024	10.4%	136,555	151,590	11.0%
Total	**248,438**	**262,885**	**5.8%**	**644,581**	**663,468**	**2.9%**

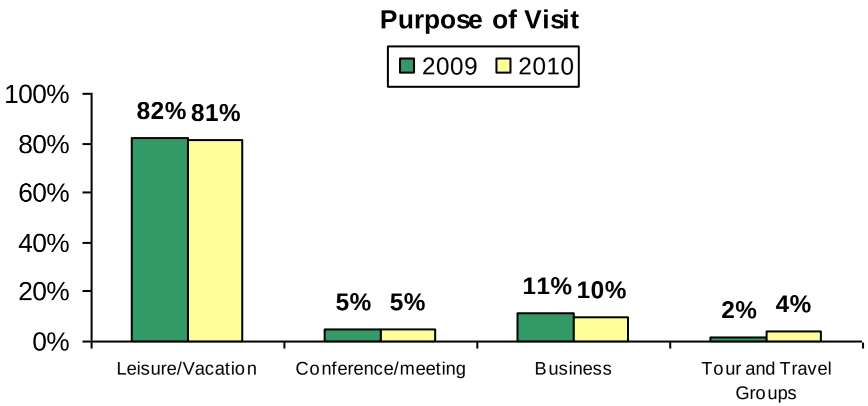




Lodging Management Estimates

December Guest Profile		
	2009	**2010**
Property Managers Responding	113	117
Purpose of Visit		
Leisure/Vacation	82%	81%
Conference/meeting	5%	5%
Business	11%	10%
Tour and Travel Groups	2%	4%
Property Managers Responding	128	129
Average guests per room	2.5	2.4
Property Managers Responding	125	126
Average length of stay in nights	5.0	5.0

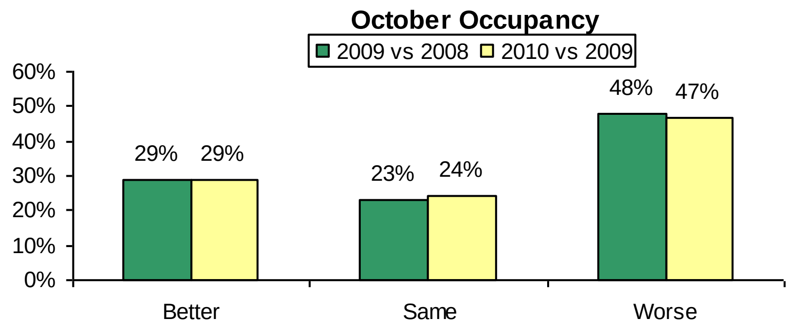
Q23: What percent of your October room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in October?
Q19: What was the average length of stay (in nights) of your guests in October ?

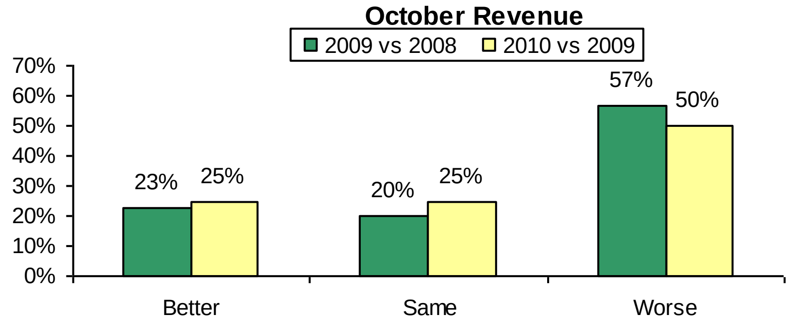


Occupancy Barometer

	October Occupancy		October Revenue	
	2009	2010	2009	2010
Property Managers Responding	133	136	128	131
Better than prior year	29%	29%	23%	25%
Same as prior year	23%	24%	20%	25%
Worse than prior year	48%	47%	57%	50%

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





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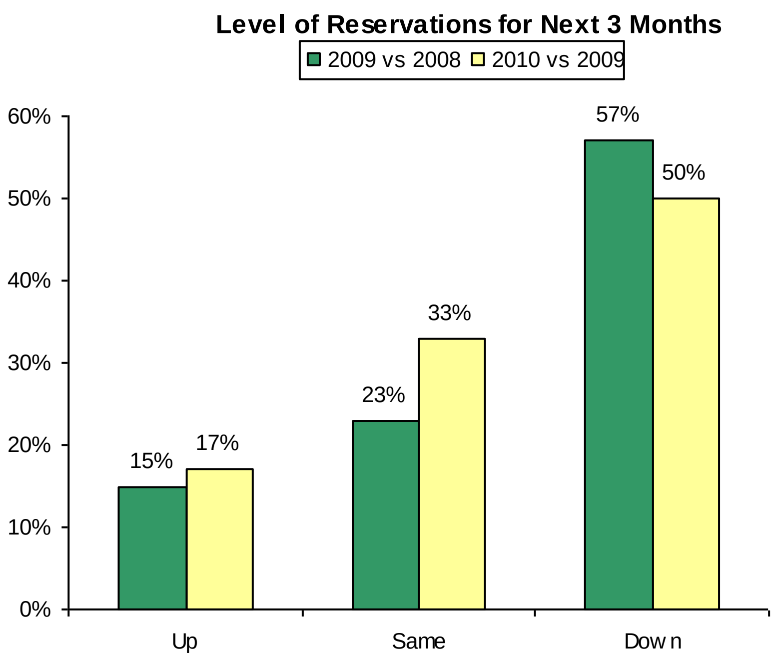
Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	**2010**
Total Answering Respondents	133	132
Up	15%	17%
Same	23%	33%
Down	57%	50%
N/A	5%	-

Q26: Compared to (the next three months) of last year, is your property's total level of reservations up, the same or down for (the next three months) of this year?



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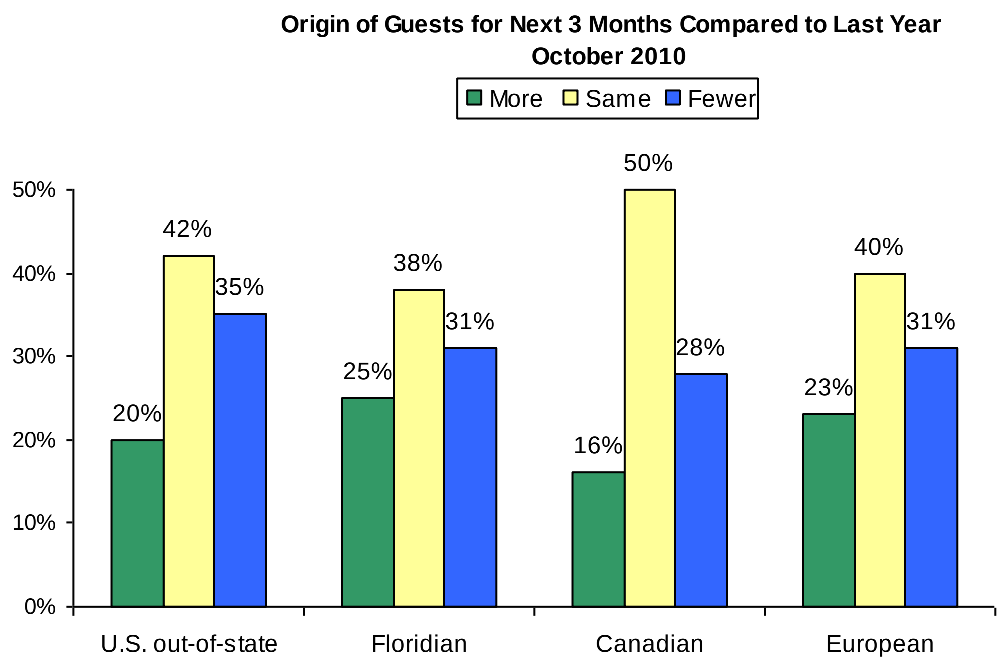
Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (117/114 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	17%	20%	39%	42%	38%	35%	6%	3%
Floridian	18%	25%	40%	38%	36%	31%	7%	7%
Canadian	11%	16%	50%	50%	31%	28%	8%	6%
European	15%	23%	46%	40%	30%	31%	9%	6%

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

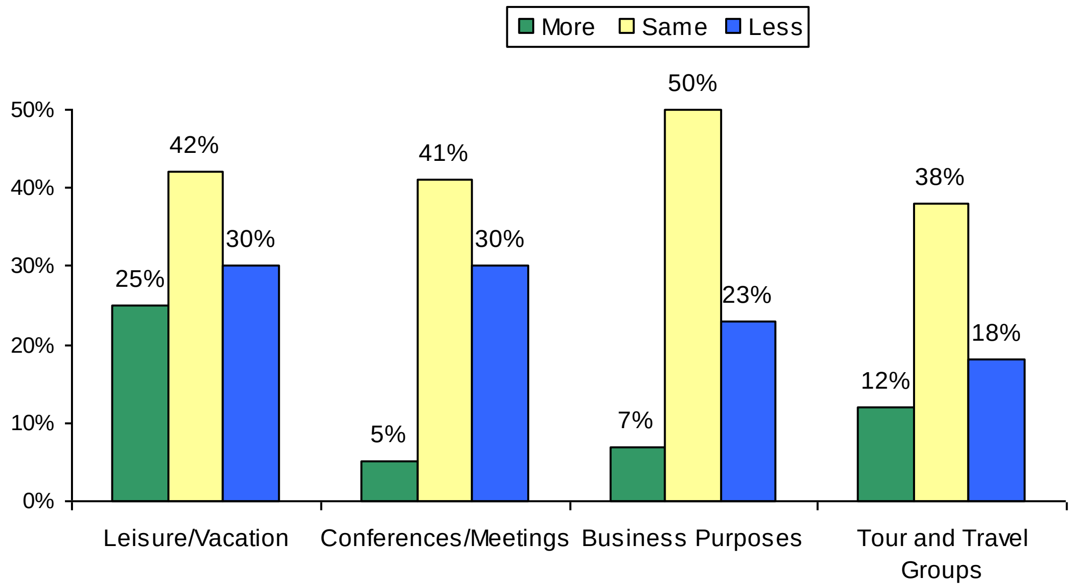


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (106/105 Minimum)	**More**		**Same**		**Less**		**Not Applicable**	
	2009	**2010**	**2009**	**2010**	**2009**	**2010**	**2009**	**2010**
Leisure/Vacation	17%	25%	45%	42%	31%	30%	8%	3%
Conferences/Meetings	4%	5%	21%	<41%>	31%	30%	<44%>	25%
Business Purposes	6%	7%	29%	<50%>	28%	23%	<37%>	21%
Tour and Travel Groups	5%	<12%>	15%	<38%>	25%	18%	<56%>	31%

Q28: Compared to (the next three months) of last year will the following types of travelers generate more, the same or less business for your property for the upcoming (next three months) of this year?

Type of Travelers for Next 3 Months Compared to Last Year
October 2010



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Oil Spill Impact

Beginning in May 2010, property managers were asked questions regarding the impact of the Oil Spill in the Gulf of Mexico had to their occupancy and inquiries.

Room Night Cancellations		
	October 2010	Next 3 Months
Total Property Managers Responding	141	141
0 roomnights	50%	48%
1-7 roomnights	1%	1%
8-14 roomnights	-	-
15 or more roomnights	-	1%
Don't know	50%	50%
Average room nights cancelled	0.1	2.9

Q31. During the month of October, about how many room nights at your property have been cancelled as a result of the BP oil spill in the Gulf of Mexico and the publicity surrounding it?
Q32. About how many room nights have been canceled for the fall – November, December and January – due to the oil spill and the publicity surrounding it?

Inquiries	
	October 2010
Total Property Managers Responding	138
More inquiries (net)	13%
Many more	3%
Some more	11%
About the same number	41%
Fewer inquiries (net)	45%
Some fewer	26%
Many fewer	19%

Q33. Please think about the number of inquiries you have had via phone, email, or the Internet during the month of October. How do the number of inquiries compare with what you were experiencing last year at this time, i.e., October 2009?

Factors Impacting Declines in Inquiries	
	October 2010
Total Property Managers Responding "Fewer Inquiries"	64
Economic downturn	66%
BP oil spill	20%
Weather	2%
Other	11%

Q34. In your estimation, what percentage of the decline in inquiries is attributable to each of the following factors?

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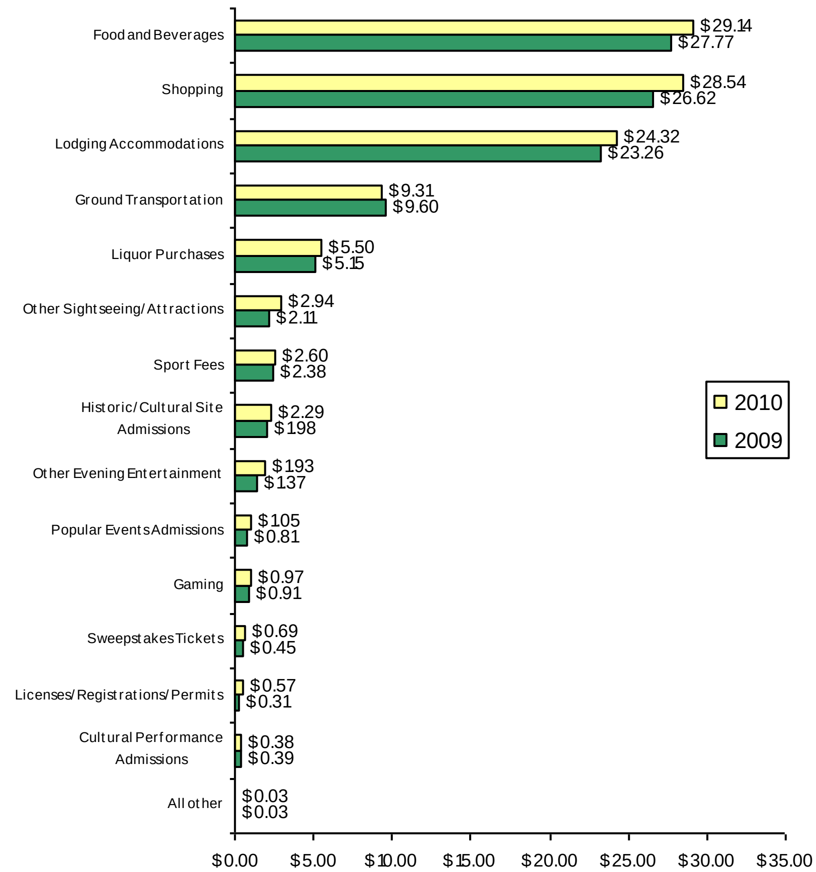
Economic Impact Analysis
October 2010

Average Expenditures

October Average Expenditures per Person per Day			
	2009	**2010**	**% Change**
TOTAL	$103.13	$110.27	6.9%
Food and Beverages	$27.77	$29.14	4.9%
Shopping	$26.62	$28.54	7.2%
Lodging Accommodations	$23.26	$24.32	4.6%
Ground Transportation	$9.60	$9.31	-3.0%
Liquor Purchases	$5.15	$5.50	6.8%
Other Sightseeing/Attractions	$2.11	$2.94	39.3%
Sport Fees	$2.38	$2.60	9.2%
Historic/Cultural Site Admissions	$1.98	$2.29	15.7%
Other Evening Entertainment	$1.37	$1.93	40.9%
Popular Events Admissions	$0.81	$1.05	29.6%
Gaming	$0.91	$0.97	6.6%
Sweepstakes Tickets	$0.45	$0.69	53.3%
Licenses/Registrations/Permits	$0.31	$0.57	83.9%
Cultural Performance Admissions	$0.39	$0.38	-2.6%
All other	$0.03	$0.03	0.0%

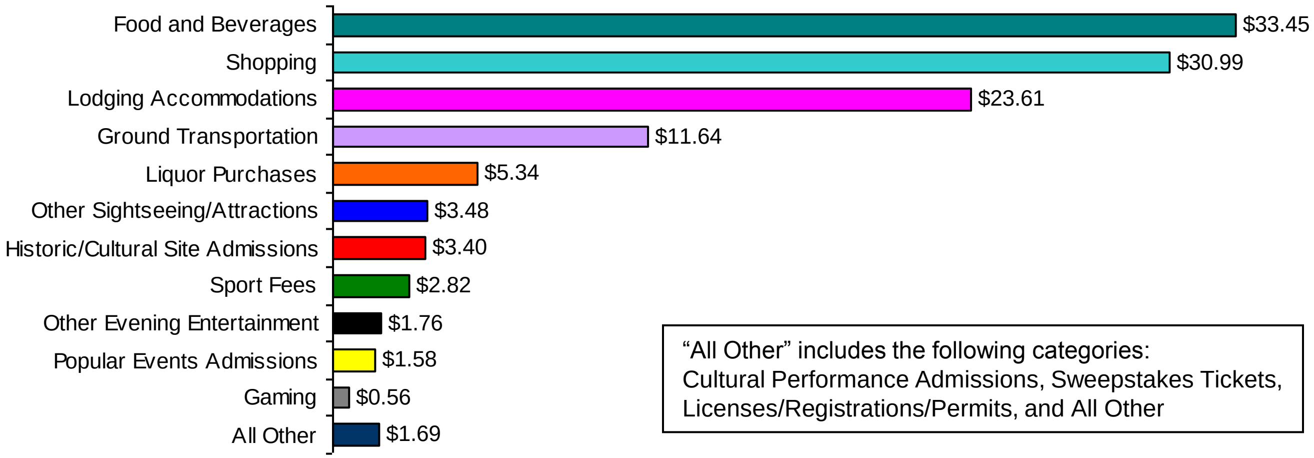
Average Expenditures per Person per Day



Total Visitor Expenditures by Spending Category

October TOTAL EXPENDITURES			
	2009	2010	% Change
TOTAL	$116,717,096	$120,331,695	3.1%
Food and Beverages	$31,021,309	$33,447,233	7.8%
Shopping	$31,152,615	$30,992,155	-0.5%
Lodging Accommodations	$23,210,656	$23,612,871	1.7%
Ground Transportation	$11,632,543	$11,642,639	0.1%
Liquor Purchases	$5,793,549	$5,341,425	-7.8%
Other Sightseeing/Attractions	$2,672,521	$3,480,983	30.3%
Historic/Cultural Site Admissions	$2,645,621	$3,399,830	28.5%
Sport Fees	$3,314,527	$2,820,837	-14.9%
Other Evening Entertainment	$1,691,965	$1,762,009	4.1%
Popular Events Admissions	$1,479,086	$1,580,097	6.8%
Gaming	$643,893	$561,073	-12.9%
All other	$1,458,811	$1,690,543	15.9%

October 2010 Total Expenditures
(Millions)



"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, and All Other

the beaches of FORT MYERS SANIBEL

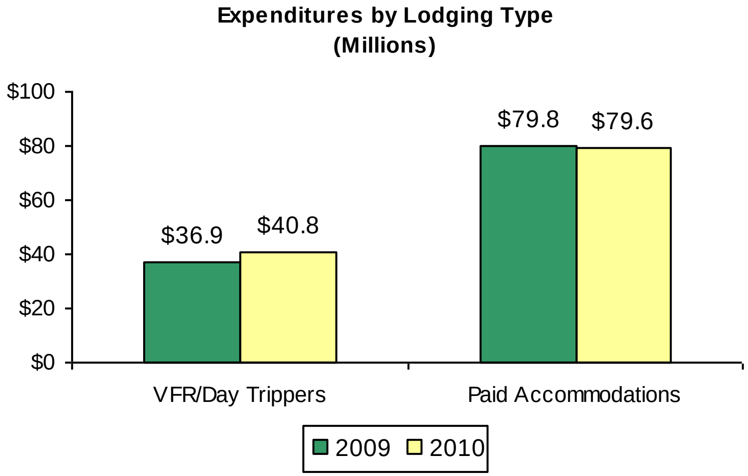
Total Visitor Expenditures by Spending Category

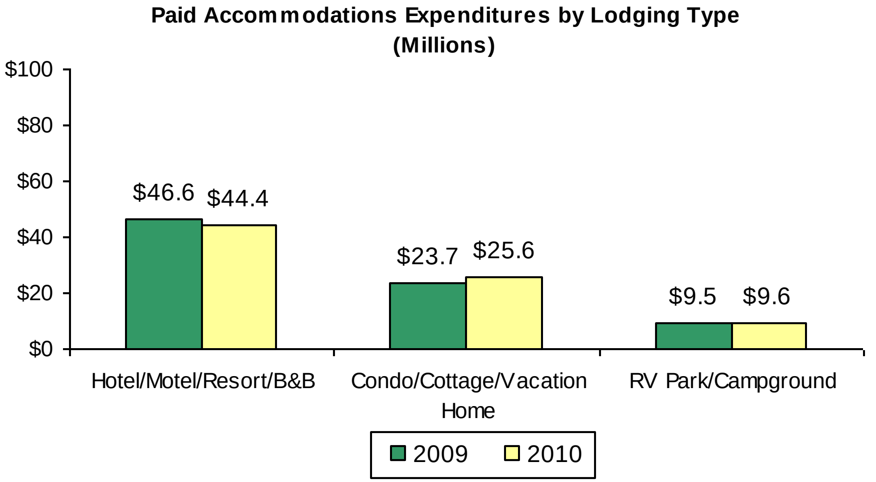
ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	$79,817,387	$79,572,325	-0.3%	$36,899,709	$40,759,370	10.5%
Lodging Accommodations	$23,210,656	$23,612,871	1.7%	$0	$0	--
Food and Beverages	$19,124,386	$19,486,882	1.9%	$11,896,923	$13,960,351	17.3%
Shopping	$19,302,012	$18,186,507	-5.8%	$11,850,603	$12,805,648	8.1%
Ground Transportation	$7,171,467	$5,932,448	-17.3%	$4,461,076	$5,710,191	28.0%
Liquor Purchases	$3,283,024	$3,346,205	1.9%	$2,510,525	$1,995,220	-20.5%
Other Sightseeing/Attractions	$1,569,095	$2,085,571	32.9%	$1,103,426	$1,395,412	26.5%
Sport Fees	$1,823,833	$1,968,787	7.9%	$1,490,694	$852,050	-42.8%
Historic/Cultural Site Admissions	$1,453,926	$1,596,949	9.8%	$1,191,695	$1,802,881	51.3%
Popular Events Admissions	$585,608	$1,068,042	82.4%	$893,478	$512,055	-42.7%
Other Evening Entertainment	$945,137	$1,007,541	6.6%	$746,828	$754,468	1.0%
Gaming	$622,453	$371,204	-40.4%	$21,440	$189,869	785.6%
All Other	$725,790	$909,318	25.3%	$733,021	$781,225	6.6%

"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets, Licenses/Registrations/Permits, and All Other

Total Visitor Expenditures by Lodging Type

October Total Expenditures by Lodging Type					
	2009	**2010**	**% Change**	**2009**	**2010**
<u>TOTAL</u>	<u>$116,717,096</u>	<u>$120,331,695</u>	3.1%	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	$36,899,709	$40,759,370	10.5%	32%	34%
<u>Paid Accommodations</u>	<u>$79,817,387</u>	<u>$79,572,325</u>	-0.3%	<u>68%</u>	<u>66%</u>
Hotel/Motel/Resort/B&B	$46,635,899	$44,353,847	-4.9%	40%	37%
Condo/Cottage/Vacation Home	$23,681,670	$25,619,419	8.2%	20%	21%
RV Park/Campground	$9,499,818	$9,599,059	1.0%	8%	8%





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.

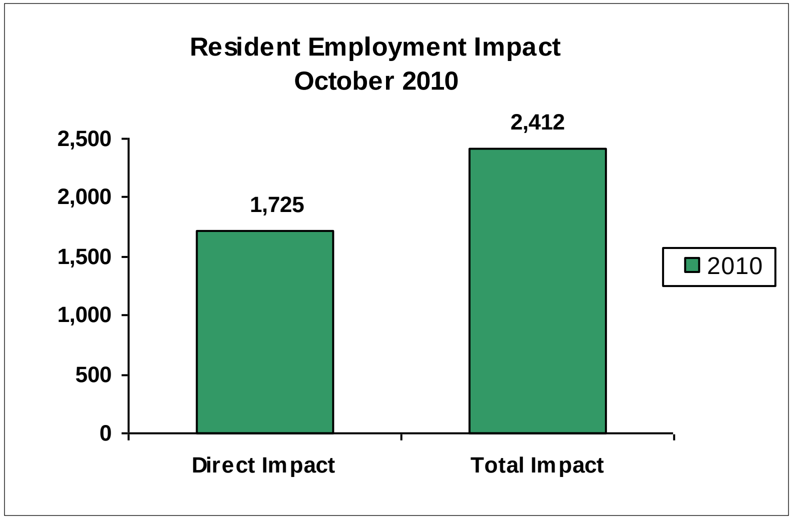
Impact on Jobs for Lee County Residents

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.).



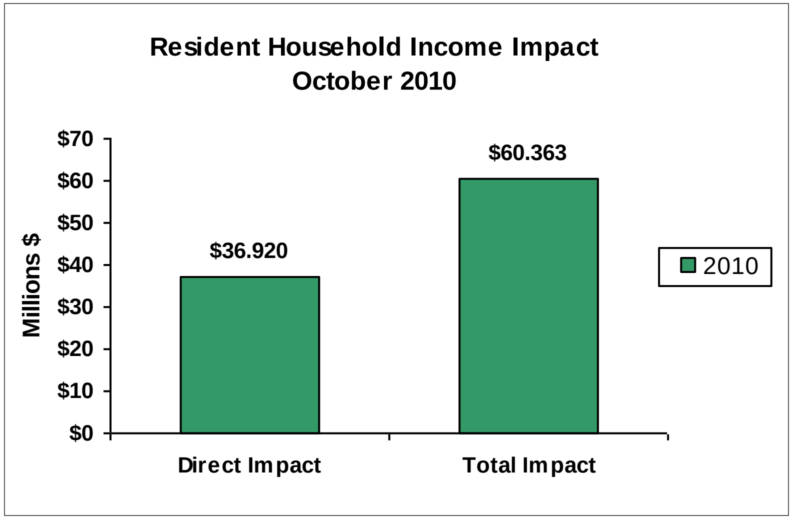
Impact on Household Income for Lee County Residents

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.

<u>Direct household income impact</u> includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

<u>Total household income</u> includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures <u>PLUS</u> 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.

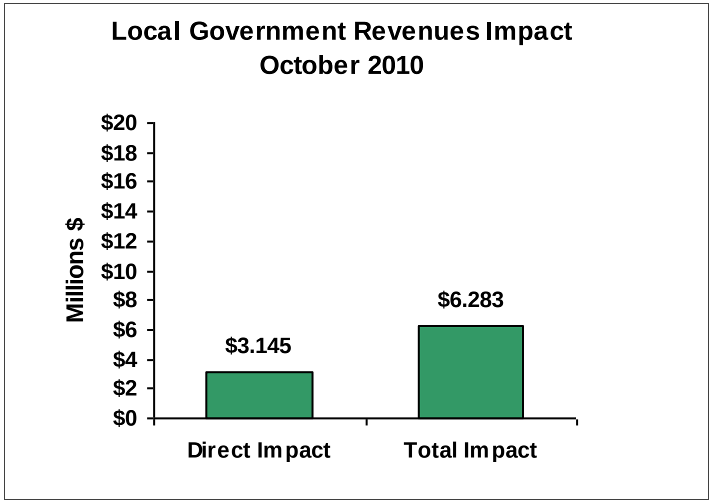
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

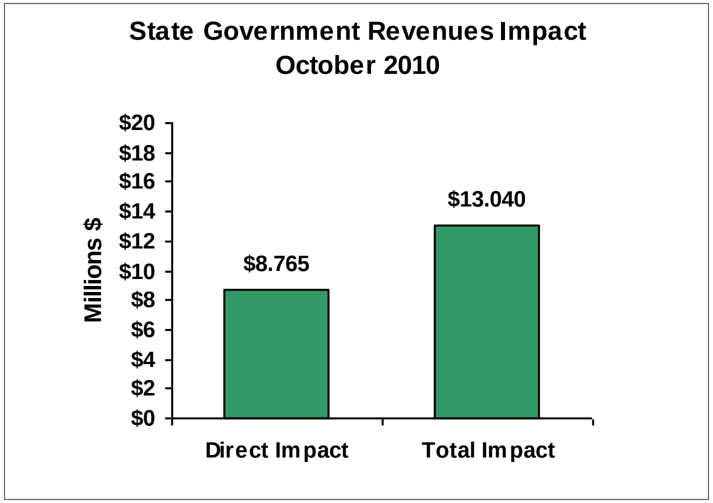
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

October 2010

October 2010 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews*
Bonita Springs	Bonita Beach	2-Oct	25
Sanibel	Holiday Inn	7-Oct	5
Sanibel	Sanibel Arms	7-Oct	8
Sanibel	Song of the Sea	7-Oct	8
Sanibel	Sundial Resort	7-Oct	5
Cape Coral	Cape Coral Yacht Club	9-Oct	10
Ft. Myers	Best Western	9-Oct	9
Ft. Myers	Centennial Park	9-Oct	7
Fort Myers Beach	Diamond Head Resort	11-Oct	8
Fort Myers Beach	Estero Island Beach Club	11-Oct	8
Fort Myers Beach	Neptune Inn	11-Oct	7
Fort Myers Beach	Red Coconut RV	11-Oct	6
Sanibel	Coquina Beach Club	18-Oct	6
Sanibel	Lighthouse Beach	18-Oct	19
Sanibel	Sanibel Inn	18-Oct	7
Ft. Myers	Edison Estates	21-Oct	25
North Ft. Myers	Shell Factory	21-Oct	4
Ft. Myers	Clarion	23-Oct	6
Fort Myers Beach	Bowditch Beach	27-Oct	10
Fort Myers Beach	Palm Cane	27-Oct	4
Fort Myers Beach	PinkShell Resort	27-Oct	8
Fort Myers Beach	Winward Passage	27-Oct	7
TOTAL			**202**

Occupancy Interviewing Statistics

Interviews were conducted from October 1 – October 15, 2010. Information was provided by 144 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	88
Condo/Cottage/Vacation Home/Timeshare	36
RV Park/Campground	20
Total	144