

RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100
TAMPA, FLORIDA 33609
TEL (813) 254-2975 • FAX (813) 254-2986



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

Annual 2004 Visitor Profile

Prepared for:

Lee County Board of County Commissioners
and
Lee County Visitor and Convention Bureau

Prepared by:

Walter J. Klages, Ph.D.
President
Research Data Services, Inc.

Beaches of Fort Myers - Sanibel Visitor Profile 2004
Executive Summary



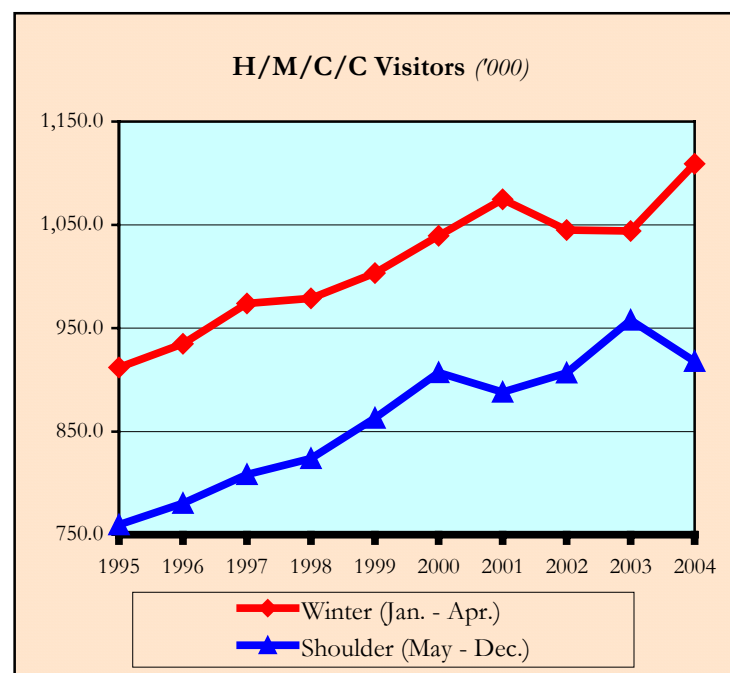
Executive Summary

This 2004 Year-End Review Report focuses on how Lee's tourism industry fared over the last 12 months and what the future is likely to hold for the industry.

1. The year 2004 was marked by a robust return to profitability and growth for the industry -- that is, until the late Summer and Fall's tropical storms cut this expansion short. [January through July -- Visitation: +5.8%; Expenditures: +8.3%]. In the wake of Hurricane Charlie, the number of tourist/visitors fell significantly and the inventory was negatively affected. Yet in spite of the disruption, by year-end, almost all statistical indicators for Lee tourism had turned positive. After the shock of the storms, the industry's key tasks were to sustain recovery efforts and restimulate growth.

2. The documented track record of recovery speaks for itself. During Calendar Year 2004 (including post storm occupancy), a record 2,026,921 visitors stayed at the Beaches of Fort Myers – Sanibel (H/M/C/C), directly creating \$1,164,594,233 dollars of expenditures in Lee's economy [2003: \$1,127,123,775]. Once direct, indirect, and induced effects are included, the total annual economic impact equates to \$1,956,168,933. Note must be taken that these effects account for all impacts that tourism's "imported funds" have on Lee's economy. The end result is the "respending" of wages, with more employees having more income to spend in Lee's economy.

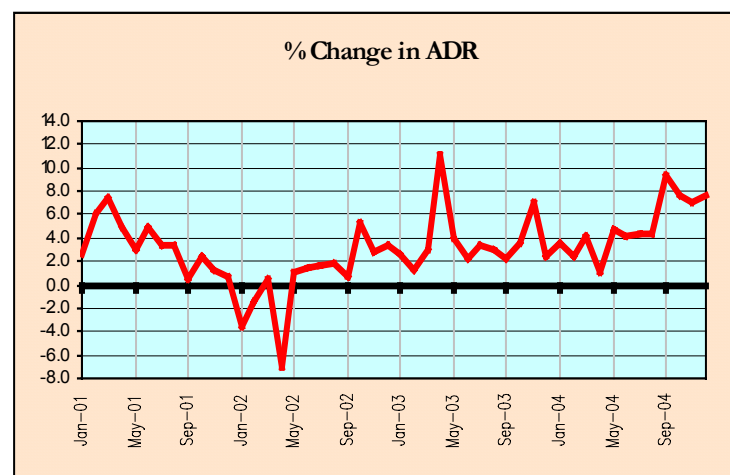
3. Visitors staying with friends and relatives (V F/R) also contribute significantly to the County's economy. Last year, 1,483,974 V F/R visitors traveled to the Beaches of Fort Myers - Sanibel, spending \$382,528,410 [2003 Visitors 1,454,390; 2003 Expenditures: \$362,790,171]. When V F/R visitors are added to those in commercial lodgings, the total economic impact of tourism in 2004 yields \$2,598,701,903.



The Beaches of Fort Myers - Sanibel Visitor Profile: 2004 Year-End Summary

4. In the post 9-11 period, contracting markets forced significantly lower ADR's. In contrast, in the aftermath of Charlie, Lee lodgings were able to hold and expand room rates. Although assisted by storm related occupancy, the good will effect of loyal and satisfied patrons stabilized the industry. Overall, Fall 2004 ADR's increased by 7.9%.

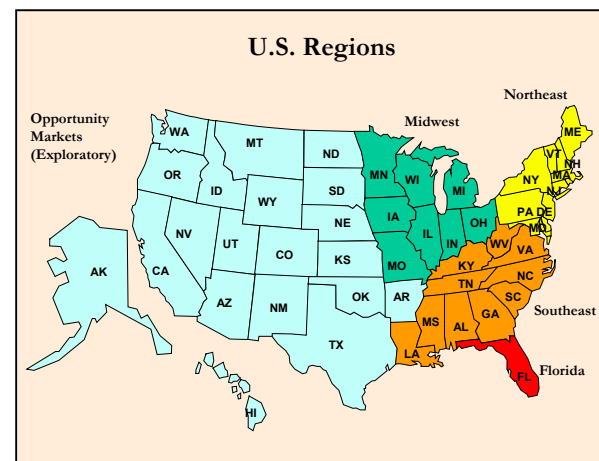
Lee's documented resort tax collections reflect this buoyancy. In spite of major inventory reductions, bed collections grew from \$11,228,434 to \$12,110,311 for the Calendar Year 2004.



5. Traditionally the Northeastern and Midwestern areas of the United States have been primary origin markets for the Beaches of Fort Myers - Sanibel. It is in these regions that the destination has its strongest brand identity. Despite the contractions that followed the Hurricane Season, these segments again were Lee tourism's mainstay in 2004. Additionally, European visitation gave an important assist in rebalancing the industry.

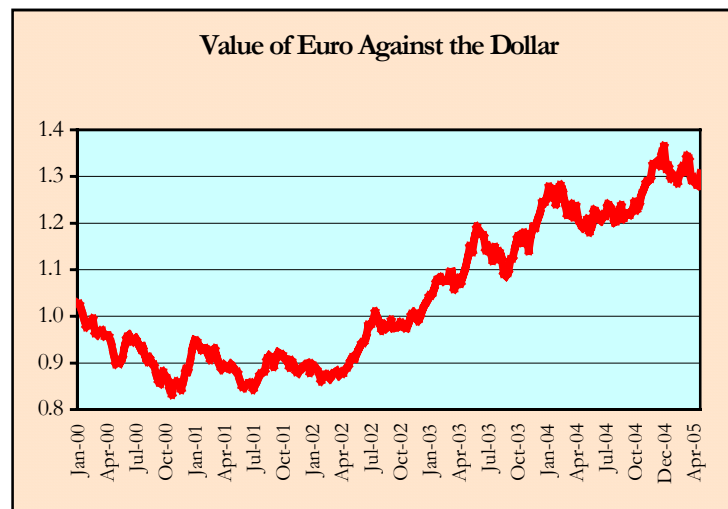
For 2004, the distribution of visitor origin markets is as follows:

<u>Visitor Origin</u>	Annual Visitor Origin Distribution	
	Rel. %	Rel. %
Florida	12.6%	11.4%
Southeast	7.0	6.8
Northeast	28.4	28.9
Midwest	37.9	38.5
Canada	2.3	2.3
Europe	8.4	8.9
Markets of Opportunity	3.4	3.2
Total	100.0	100.0



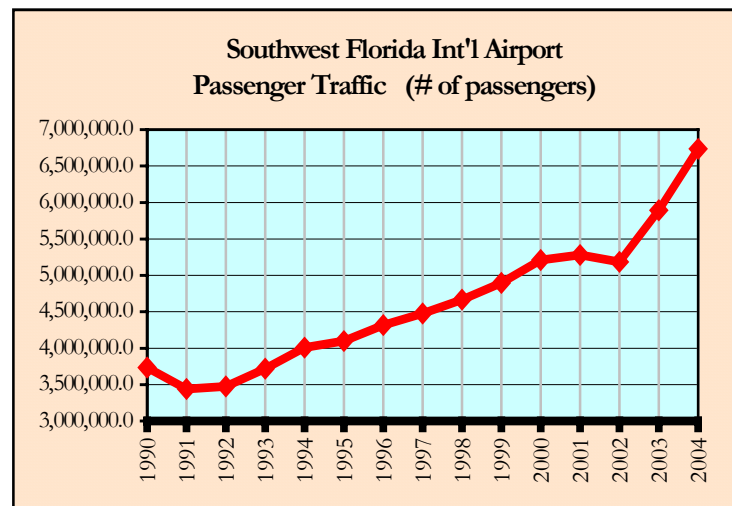
The Beaches of Fort Myers - Sanibel Visitor Profile: 2004 Year-End Summary

6. By mid 2002, in the vortex of International currency and commodity transactions, the Euro began a steady climb against the U.S. Dollar. Although, potentially, world market forces could push the Dollar-Euro ratio as high as \$1.50, the consensus seems to be stability at its current peg (approximately \$1.30) for the remainder of 2005.



The above trends are of major importance to Lee tourism because the Euro’s purchasing power vis à vis the Dollar has fueled much of the expansion of our foreign visitor segment. The perceived safety of the U.S. as a destination post 9/11, as well as International terrorism and natural disasters in other parts of the world have also enhanced International demand for Lee’s tourism product. The current International scenario thus offers Lee unprecedented marketing opportunities critical to expanding its market share in these regions.

7. Lee’s “fly” market continues to grow dynamically, led by passenger traffic into Southwest Florida International. For the twelve months of 2004, record levels of passengers used Southwest Florida International to reach Lee.



The completion of the new RSW terminal this year will further strengthen growth opportunities open to the industry.

The Beaches of Fort Myers - Sanibel Visitor Profile: 2004 Year-End Summary

- 8.** As detailed in the monthly visitor profiles, the Internet has been highly effective in leveraging the brand identity and access to information about the Beaches of Fort Myers-Sanibel. Today, the destination is highly visible relative to its competitors.

By the end of 2004, almost 90% of Lee's patrons had access to the Internet, and a majority (69.9%) routinely obtained on-line travel information. Over half (53.1%) of Lee visitors bought travel products on-line and almost three of every five visitors (58.1%) rated the Internet as a "very important source" for the planning of trips to the Beaches of Fort Myers – Sanibel.

National computer usage statistics further underscore the importance of the Internet to the marketing of the Beaches of Fort Myers – Sanibel:

	Age Group			
Activity	18 - 29	30 - 49	50 - 64	65+
Use a Computer	83%	81%	67%	31%
Go Online	81%	78%	63%	26%
E-mail	89%	91%	90%	93%
Get News Online	71%	77%	70%	71%
Buy Something Online	72%	66%	71%	50%
Get Travel Information	66%	78%	73%	63%

Source: Pew Internet and American Life Project (May-June 2004, November 2004, and January 2005)

Lee's Internet presence successfully communicated to all segments factual and up-to-date information about the tropical storms, the rate and progress of restoration, as well as the inventory and infrastructure open. Our face-to-face interviews with visitors, inquiry conversion panel surveys, and consumer hurricane impact studies document that Lee's Internet information was a very effective dialog with visitor constituencies after Charlie.

- 9.** Our projections for the year 2005 identify large pools of pent up demand and visitation interest, foreshadowing a buoyant Winter Season, as well as strong Summer month bookings. The post-storm rejuvenation of the industry will clearly give a competitive edge to Lee's tourism industry in the future.

Beaches of Fort Myers - Sanibel Visitor Profile 2004
Summary Statistics



Visitors/Expenditures

Winter Season 2004

(Jan., Feb., Mar. & Apr.)

Visitors **1,109,156**

Δ '03/'04 **+65,221**

Direct \$ Exp. **\$638,619,627**

Δ '03/'04 **+\$51,297,798**

Total \$ Impact **\$1,072,689,387**

Δ '03/'04 **+\$86,164,911**

Visitors/Expenditures

Spring/Summer Season 2004

(May, Jun., Jul. & Aug.)

Visitors	536,119
Δ '03/'04	-17,530

Direct \$ Exp.	\$297,534,658
Δ '03/'04	-\$6,295,491

Total \$ Impact	\$499,768,965
Δ '03/'04	-\$10,574,536

Visitors/Expenditures

Fall Season 2004

(Sep., Oct., Nov. & Dec.)

Visitors **381,646**

Δ '03/'04 **-22,598**

Direct \$ Exp. **\$228,439,948**

Δ '03/'04 **-\$7,531,849**

Total \$ Impact **\$383,710,581**

Δ '03/'04 **-\$12,651,247**

Visitors/Expenditures

Annual 2004

Visitors	2,026,921
Δ '03/'04	+25,093

Direct \$ Exp.	\$1,164,594,233
Δ '03/'04	+\$37,470,458

Total \$ Impact	\$1,956,168,933
Δ '03/'04	+\$62,939,128

Beaches of Fort Myers - Sanibel – 2004 Annual Visitor Profile



LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Number of Visitors	205,981	279,844	303,853	319,478	1,109,156	140,505	153,553	177,815	64,246 ♦	536,119 ♦
Room Nights	645,334	575,126	650,161	632,523	2,503,144	457,138	395,506	427,340	177,423	1,457,407
Expenditures (\$)	125,901,179	179,850,142	172,818,148	160,050,158	638,619,627	98,938,000	81,743,940	75,991,018	40,861,700 ♦	297,534,658 ♦
									♦ Reflect Storm Impacts	
Occupancy Rate	80.6	92.4	95.3	83.5	88.0	74.4	69.3	73.4	65.8 *	70.7
Room Rate	116.90	146.09	143.29	114.89	130.29	91.88	93.25	90.52	95.05 *	92.68
									* August 2004 Occupancy & ADR estimated through August 10, 2004	
Occupancy										
< 20 Units	81.8	95.9	96.4	85.3	89.9	75.9	77.1	74.0	n/a	75.7
21-50 Units	76.8	91.4	94.9	79.6	85.7	72.4	71.6	78.7	n/a	74.2
51-100 Units	82.4	91.6	95.3	86.6	89.0	76.0	71.4	76.5	n/a	74.6
101+ Units	81.1	92.1	95.1	82.3	87.7	73.2	65.3	71.2	n/a	69.9
Average Room Rate										
< 20 Units	105.33	116.87	114.89	94.52	107.90	84.13	71.99	76.12	n/a	77.41
21-50 Units	103.34	130.59	124.49	111.79	117.55	87.39	87.45	84.65	n/a	86.50
51-100 Units	145.50	173.30	180.85	152.57	163.06	110.75	110.16	111.39	n/a	110.77
101+ Units	124.34	168.11	152.93	147.17	148.14	107.16	105.22	110.32	n/a	107.57
Visitor Origin										
Florida	9,269	10,634	19,750	32,587	72,240	26,977	31,018	38,764	14,628	111,387
Southeast	16,067	13,712	19,447	18,849	68,075	6,463	15,509	16,181	4,755	42,908
Northeast	59,529	100,184	99,056	93,927	352,696	43,557	36,853	43,031	7,030	130,471
Midwest	90,426	131,247	129,745	127,472	478,890	45,383	48,523	54,411	13,129	161,446
Canada	7,003	7,556	9,116	8,945	32,620	1,686	1,228	1,245	258	4,417
Europe	17,508	11,194	19,143	25,558	73,403	12,364	15,355	17,782	10,183	55,684
Markets of Opportunity	6,179	5,317	7,596	12,140	31,232	4,075	5,067	6,401	1,706	17,249
TOTAL	205,981	279,844	303,853	319,478	1,109,156	140,505	153,553	177,815	51,689	523,562
Transportation Mode										
Plane	68.1	73.7	73.9	77.0	73.2	64.1	59.6	57.6	n/a	60.4
Rental Car	63.2	69.6	69.6	72.6	68.8	58.8	56.7	50.4	n/a	55.3
Personal Car	31.1	23.5	25.0	22.0	25.4	33.6	40.9	41.9	n/a	38.8
Airport Deplaned										
SW Florida Int'l	76.5	83.8	84.2	79.5	81.0	81.4	77.3	71.7	n/a	76.8
Orlando Int'l	5.1	3.3	4.4	8.4	5.3	4.9	7.8	9.1	n/a	7.3
Miami Int'l	7.4	3.1	4.3	4.2	4.8	7.6	4.8	8.6	n/a	7.0
Tampa Int'l	6.5	6.1	5.7	5.1	5.9	5.7	7.9	8.0	n/a	7.2
Car Rental Location										
Fort Myers	75.9	80.8	81.9	79.0	79.4	80.3	75.1	72.6	n/a	76.0
Orlando	5.2	3.4	5.1	8.3	5.5	5.0	7.9	9.7	n/a	7.5
Miami	7.2	3.3	4.5	3.4	4.6	6.5	6.0	6.9	n/a	6.5
Tampa	6.7	6.4	7.0	5.4	6.4	5.8	9.7	8.6	n/a	8.0

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Number of Visitors	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦	2,026,921 ♦
Room Nights	209,545	262,895	446,078	487,220	1,405,738	5,366,289
Expenditures (\$)	39,163,798 ♦	47,077,170 ♦	60,031,670 ♦	82,167,310 ♦	228,439,948 ♦	1,164,594,233 ♦
	♦ Reflect Storm Impacts					
Occupancy Rate	64.0	71.3	77.2	65.0	69.4	76.6
Room Rate	88.67	88.08	79.25	109.76	91.44	105.93
Occupancy						
< 20 Units	n/a	n/a	n/a	n/a	n/a	n/a
21-50 Units	n/a	n/a	n/a	n/a	n/a	n/a
51-100 Units	n/a	n/a	n/a	n/a	n/a	n/a
101+ Units	n/a	n/a	n/a	n/a	n/a	n/a
Average Room Rate						
< 20 Units	n/a	n/a	n/a	n/a	n/a	n/a
21-50 Units	n/a	n/a	n/a	n/a	n/a	n/a
51-100 Units	n/a	n/a	n/a	n/a	n/a	n/a
101+ Units	n/a	n/a	n/a	n/a	n/a	n/a
Visitor Origin						
Florida	18,603	10,114	11,230	4,808	44,755	228,382
Southeast	6,547	4,946	5,812	8,447	25,752	136,735
Northeast	11,732	16,832	29,061	36,515	94,140	577,307
Midwest	14,844	23,772	33,790	57,177	129,583	769,919
Canada	324	1,255	2,266	5,198	9,043	46,080
Europe	9,464	13,215	12,413	14,034	49,126	178,213
Markets of Opportunity	3,306	3,691	3,940	3,768	14,705	63,186
TOTAL	64,820	73,825	98,512	129,947	367,104	1,999,822
Transportation Mode						
Plane	48.1	71.6	70.6	67.0	64.3	66.5
Rental Car	44.7	69.5	68.0	60.9	60.8	62.2
Personal Car	49.0	27.4	28.1	31.5	34.0	32.2
Airport Deplaned						
SW Florida Int'l	72.1	65.0	79.3	72.7	72.3	76.7
Orlando Int'l	5.7	11.8	7.1	9.2	8.5	7.0
Miami Int'l	16.4	9.0	6.1	8.5	10.0	7.3
Tampa Int'l	3.6	10.2	4.7	8.1	6.7	6.5
Car Rental Location						
Fort Myers	71.2	63.7	77.2	69.2	70.3	75.2
Orlando	3.2	11.1	7.3	10.5	8.0	7.0
Miami	19.2	8.7	7.2	9.8	11.2	7.5
Tampa	4.0	11.3	4.5	8.7	7.1	7.1

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Purpose of Trip										
Vacation	97.8	98.5	97.1	98.1	97.9	98.8	98.2	97.1	n/a	98.0
Visit Friends & Relatives	11.8	12.0	13.3	13.3	12.6	n/a	11.9	12.2	n/a	n/a
Business/Conf/Meetings	16.4	13.7	14.9	18.7	15.9	20.7	19.5	21.6	n/a	20.6
First Visit										
Lee County	38.8	32.9	33.7	41.8	36.8	37.0	43.6	38.8	n/a	39.8
Florida	4.1	3.2	5.6	5.4	4.6	4.7	7.9	3.1	n/a	5.2
First Time Visitors										
Florida	30.8	22.2	n/a	32.7	28.6	29.9	33.6	39.2	n/a	34.2
Southeast	36.4	42.9	42.1	52.6	43.5	38.1	40.9	35.8	n/a	38.3
Northeast	34.9	31.5	31.7	38.9	34.3	41.7	48.9	42.6	n/a	44.4
Midwest	30.1	27.5	27.1	32.0	29.2	35.5	32.9	24.6	n/a	31.0
Europe	53.6	37.5	58.8	70.8	55.2	48.0	70.2	50.9	n/a	56.4
Markets of Opportunity	60.4	38.5	47.1	n/a	48.7	n/a	52.9	66.7	n/a	n/a
Avg Repeat Visits	3.1	3.2	3.2	3.0	3.1	3.6	3.2	3.1	n/a	3.3
Information Sources										
Internet	60.2	53.7	55.2	55.0	56.0	50.0	70.3	56.0	n/a	58.8
Previous Visit	61.3	64.8	65.7	56.1	62.0	61.7	54.0	59.0	n/a	58.2
Recommendations	42.5	34.5	32.3	46.4	38.9	41.1	49.5	48.5	n/a	46.4
Business Contacts	3.6	n/a	1.2	1.8	2.2	3.3	2.6	1.7	n/a	2.5
Print Media	14.1	13.9	11.1	16.0	13.8	11.6	13.4	15.6	n/a	13.5
Travel Agent	3.3	2.8	4.0	3.7	3.5	n/a	6.2	3.8	n/a	n/a
Travel Agent Assisted	16.0	13.7	17.5	14.8	15.5	17.2	18.5	16.1	n/a	17.3
Travel Agent Assisted with:										
Airline Reservations	71.1	62.0	66.7	75.0	68.7	66.7	64.4	70.5	n/a	67.2
Hotel/Motel Reservations	50.6	45.5	41.9	62.5	50.1	43.2	39.7	42.6	n/a	41.8
Fly/Drive Packages	10.3	15.3	23.0	17.1	16.4	27.0	25.9	35.5	n/a	29.5
Reservations										
Before	86.6	86.4	87.7	86.9	86.9	89.8	86.5	88.9	n/a	88.4
None	8.6	11.2	8.5	10.5	9.7	8.8	11.7	9.2	n/a	9.9
Percent with No	18.8	15.4	13.2	15.0	15.6	29.5	23.8	26.6	n/a	26.6

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Purpose of Trip						
Vacation	83.8	96.4	98.7	98.7	94.4	96.7
Visit Friends & Relatives	12.1	21.4	14.5	15.3	15.8	13.8
Business/Conf/Meetings	54.1	31.9	30.9	27.9	36.2	24.6
First Visit						
Lee County	42.1	36.8	34.3	32.5	36.4	37.5
Florida	6.0	10.6	5.1	4.2	6.5	5.4
First Time Visitors						
Florida	33.3	29.4	29.8	22.2	28.7	30.3
Southeast	44.9	36.1	40.0	37.1	39.5	40.6
Northeast	29.8	30.6	32.6	33.2	31.6	36.0
Midwest	45.5	25.0	24.0	20.7	28.8	29.5
Europe	56.0	58.8	48.3	37.5	50.2	53.7
Markets of Opportunity	59.6	n/a	n/a	62.5	n/a	55.4
Avg Repeat Visits	3.3	3.9	3.5	3.3	3.5	3.3
Information Sources						
Internet	68.2	53.4	49.2	67.6	59.6	58.1
Previous Visit	50.0	61.6	64.0	66.8	60.6	60.5
Recommendations	35.3	43.2	39.2	42.4	40.0	41.4
Business Contacts	18.2	4.6	5.1	n/a	9.3	4.7
Print Media	10.9	14.5	16.0	14.5	14.0	13.8
Travel Agent	n/a	n/a	3.9	n/a	n/a	4.0
Travel Agent Assisted	13.2	15.4	10.5	11.8	12.7	15.0
Travel Agent Assisted with:						
Airline Reservations	53.1	70.3	67.6	70.0	65.3	67.0
Hotel/Motel Reservations	48.6	41.7	41.7	40.5	43.1	45.3
Fly/Drive Packages	37.2	21.1	25.0	24.4	26.9	23.8
Reservations						
Before	80.7	86.2	87.3	87.0	85.3	86.7
None	16.1	11.7	10.5	11.4	12.4	10.7
Percent with No	n/a	23.9	16.5	21.6	20.7	20.4

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Length of Stay (OOS)										
Away from Home	11.8	11.9	10.6	10.0	11.1	9.1	10.1	10.7	n/a	10.0
In Florida	10.9	10.8	9.9	9.3	10.2	8.3	9.2	9.6	n/a	9.0
In Lee County	8.2	8.1	7.2	6.6	7.5	5.9	5.7	6.3	n/a	6.0
Length of Stay (FL)										
Away from Home	3.9	3.6	3.5	4.0	3.8	3.7	3.8	4.7	n/a	4.1
In Lee County	3.5	3.4	3.4	3.8	3.5	3.6	3.7	4.5	n/a	3.9
% Staying 4 days or less										
Out-of-State	17.2	21.9	16.9	26.8	20.7	27.2	33.3	22.5	n/a	27.7
Floridian	69.4	91.5	72.7	75.0	77.2	85.7	68.2	62.7	n/a	72.2
Party Size										
Out-of-State	2.6	2.4	2.7	2.8	2.6	2.5	2.7	3.2	n/a	2.8
Floridian	2.4	2.1	2.3	2.8	2.4	2.8	3.1	3.2	n/a	3.0
Type of Party										
Couple	70.6	73.9	66.3	52.9	65.9	72.6	63.9	53.8	n/a	63.4
Family	27.4	24.0	31.3	43.5	31.6	22.2	33.1	45.0	n/a	33.4
Single	1.9	1.9	2.2	3.6	2.4	2.6	1.6	1.0	n/a	1.7
Where Stayed Night Before										
At Home	69.8	69.9	73.0	73.7	71.6	74.3	62.1	65.5	n/a	67.3
In FL, Not in Lee	25.3	26.9	21.4	23.4	24.3	22.4	33.0	27.9	n/a	27.8
On the Road, Not in FL	4.9	3.2	5.6	2.0	3.9	3.3	4.9	6.6	n/a	4.9
Where Stayed in Florida										
Orlando/Disney	22.5	21.4	19.7	25.9	22.4	24.2	39.1	32.2	n/a	31.8
Tampa Bay	14.9	15.5	16.9	7.4	13.7	18.4	14.7	11.5	n/a	14.9
Ft. Lauderdale/Palm Bch.	10.1	11.9	7.3	6.5	9.0	6.9	8.6	8.8	n/a	8.1
Florida Keys	7.5	6.0	9.2	8.1	7.7	7.6	7.8	6.7	n/a	7.4
Sarasota	10.4	10.7	8.5	14.5	11.0	15.8	9.4	12.3	n/a	12.5
Miami	7.9	2.4	5.6	6.2	5.5	6.1	6.9	8.7	n/a	7.2
Naples/Marco Island	6.7	5.9	7.0	8.6	7.1	6.6	4.4	3.4	n/a	4.8
Attractions Visited										
Edison/Ford Home	8.3	7.1	6.8	7.4	7.4	9.6	9.0	10.5	n/a	9.7
Sea World	3.0	4.8	3.7	5.7	4.3	3.1	9.9	6.0	n/a	6.3
Disney	2.5	2.8	n/a	5.8	3.7	3.0	8.8	7.5	n/a	6.4
Universal Studios	n/a	n/a	3.9	n/a	n/a	4.4	7.7	10.3	n/a	7.5
EPCOT	3.1	3.6	3.1	5.0	3.7	3.7	5.8	5.1	n/a	4.9
Kennedy Space Center	5.4	5.7	6.2	6.9	6.1	3.8	8.0	9.5	n/a	7.1
Ding Darling	3.4	2.2	3.4	3.6	3.2	2.7	2.8	n/a	n/a	n/a

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
<i>Length of Stay (OOS)</i>						
Away from Home	10.7	10.6	10.2	10.8	10.6	10.6
In Florida	10.0	9.6	9.5	9.7	9.7	9.7
In Lee County	7.2	6.0	6.6	7.3	6.8	6.8
<i>Length of Stay (FL)</i>						
Away from Home	4.2	3.9	4.1	4.0	4.1	3.9
In Lee County	4.1	3.7	3.9	3.8	3.9	3.8
<i>% Staying 4 days or less</i>						
Out-of-State	44.6	32.9	32.8	25.6	34.0	27.4
Floridian	66.7	84.8	68.4	78.8	74.7	74.9
<i>Party Size</i>						
Out-of-State	2.1	2.5	2.5	2.9	2.5	2.6
Floridian	3.0	2.6	2.6	2.5	2.7	2.7
<i>Type of Party</i>						
Couple	71.8	76.6	78.7	66.3	73.4	67.9
Family	16.8	20.8	17.8	31.9	21.8	28.5
Single	11.4	2.1	3.2	1.7	4.6	3.0
<i>Where Stayed Night Before</i>						
At Home	63.3	61.9	70.4	67.5	65.8	68.3
In FL, Not in Lee	25.1	34.3	25.5	28.2	28.3	26.7
On the Road, Not in FL	11.6	3.8	4.1	4.3	6.0	4.9
<i>Where Stayed in Florida</i>						
Orlando/Disney	n/a	26.0	23.3	25.1	24.8	25.9
Tampa Bay	n/a	10.0	5.5	9.4	8.3	12.4
Ft. Lauderdale/Palm Bch.	n/a	11.5	10.7	8.2	10.1	9.1
Florida Keys	n/a	7.6	6.8	7.4	7.3	7.5
Sarasota	n/a	7.3	6.3	9.6	7.7	10.5
Miami	n/a	7.2	12.5	10.1	9.9	7.4
Naples/Marco Island	n/a	n/a	n/a	9.4	n/a	6.5
<i>Attractions Visited</i>						
Edison/Ford Home	14.6	9.5	5.6	10.0	9.9	8.9
Sea World	6.2	5.5	6.7	6.2	6.2	5.5
Disney	1.8	n/a	4.7	3.9	3.5	4.5
Universal Studios	2.9	5.1	6.3	7.3	5.4	6.0
EPCOT	3.1	5.3	4.5	5.9	4.7	4.4
Kennedy Space Center	4.5	6.1	6.2	4.5	5.3	6.1
Ding Darling	n/a	n/a	n/a	3.3	n/a	3.1

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Satisfaction with Lee	98.4	99.4	98.5	97.7	98.5	99.4	99.7	99.2	n/a	99.4
Lee Features Liked Most										
Beaches	82.3	74.4	75.2	73.5	76.4	76.9	79.3	82.2	n/a	79.5
Climate	74.6	83.4	88.4	82.5	82.2	65.4	44.3	41.2	n/a	50.3
Rest/Relaxation/Quiet	64.9	68.9	57.5	55.2	61.6	64.5	60.2	64.6	n/a	63.1
Tropical Atmosphere	45.3	44.5	42.1	39.7	42.9	42.2	45.5	49.6	n/a	45.8
Not Commercial	27.3	27.7	23.3	23.2	25.4	26.1	n/a	25.9	n/a	n/a
Clean Environment	14.6	18.4	13.1	13.9	15.0	20.0	17.5	15.6	n/a	17.7
Friendly Residents	12.6	11.7	9.6	9.7	10.9	n/a	n/a	15.5	n/a	n/a
Safety	n/a	n/a	3.0	0.9	n/a	n/a	2.3	2.6	n/a	n/a
Lee Features Liked Least										
No Specific Complaints	68.4	59.5	58.6	69.0	63.9	77.4	82.8	79.3	n/a	79.8
Congestion	18.3	32.0	35.3	18.9	26.1	6.6	1.9	3.0	n/a	3.8
Weather	1.7	1.8	n/a	n/a	n/a	n/a	3.0	4.0	n/a	n/a
Insects	n/a	n/a	0.8	1.2	n/a	7.5	6.1	8.0	n/a	7.2
Expense	2.9	3.4	n/a	1.8	2.7	0.9	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	2.5	3.7	3.6	2.6	3.1	2.7	3.0	1.6	n/a	2.4
Less Expensive	0.8	1.2	0.8	0.7	0.9	1.2	1.5	1.9	n/a	1.5
As Expected	94.3	91.0	93.3	95.1	93.4	89.6	92.1	91.0	n/a	90.9
Don't Know	2.4	4.1	2.3	1.6	2.6	6.5	3.4	5.5	n/a	5.1
Recommend Lee	93.1	90.7	90.2	92.8	91.7	91.8	90.9	91.4	n/a	91.4
Plan to Return (% yes)										
To Local Area	87.4	87.3	89.3	85.6	87.4	90.1	90.4	89.0	n/a	89.8
Next year	63.8	62.4	62.5	62.9	62.9	59.8	55.1	60.1	n/a	58.3
Median Age of Head of HH	51.5	54.5	50.6	50.0	51.7	49.4	48.3	47.9	n/a	48.5
Median Annual HH Income	84,955	81,224	81,941	82,297	82,604	86,040	78,512	83,516	n/a	82,689
Average Number of:										
Getaway	2.9	2.8	3.0	2.8	2.9	2.8	2.6	2.7	n/a	2.7
Vacations	1.9	1.9	1.9	2.0	1.9	1.9	1.9	1.8	n/a	1.9
Out-of-State Visitor Party Budget										
Total	1,729.77	2,016.99	1,816.40	1,527.21	1,772.59	1,179.42	1,212.24	1,367.56	n/a	1,253.07
Per person/trip	665.30	840.41	672.74	545.43	680.97	471.77	448.98	427.36	n/a	449.37
Per person/day	81.13	103.75	93.44	82.64	90.24	79.96	78.77	67.84	n/a	75.52

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
Satisfaction with Lee	98.7	99.6	100.0	99.7	99.5	99.1
<i>Lee Features Liked Most</i>						
Beaches	50.9	64.6	74.8	69.8	65.0	73.1
Climate	38.7	64.9	78.6	80.2	65.6	67.5
Rest/Relaxation/Quiet	48.1	53.9	63.3	68.2	58.4	60.8
Tropical Atmosphere	38.3	43.5	38.8	45.0	41.4	43.1
Not Commercial	20.7	20.1	21.3	20.8	20.7	23.6
Clean Environment	19.8	4.8	23.2	23.4	17.8	16.8
Friendly Residents	18.9	22.5	16.1	21.8	19.8	15.4
Safety	1.3	1.7	2.3	n/a	1.8	2.0
<i>Lee Features Liked Least</i>						
No Specific Complaints	72.2	81.6	83.8	85.7	80.8	74.4
Congestion	1.3	1.3	3.2	9.7	3.9	12.0
Weather	13.5	7.5	1.9	1.1	6.0	4.3
Insects	4.5	8.0	7.5	2.7	5.7	5.1
Expense	n/a	n/a	n/a	n/a	n/a	2.3
<i>Expense vs. Expectations</i>						
More Expensive	2.3	0.8	1.6	2.5	1.8	2.4
Less Expensive	n/a	0.4	0.3	0.6	0.4	0.9
As Expected	85.5	96.3	93.0	94.3	92.3	92.3
Don't Know	12.2	2.5	5.1	2.6	5.6	4.4
Recommend Lee	82.1	91.8	92.5	90.1	89.1	90.7
<i>Plan to Return (% yes)</i>						
To Local Area	80.6	85.5	88.2	89.2	85.9	87.5
Next year	57.7	55.1	57.5	64.1	58.6	60.1
Median Age of Head of HH	47.9	50.5	50.6	51.0	50.0	50.2
Median Annual HH Income	76,475	80,963	82,884	91,746	83,017	82,778
<i>Average Number of:</i>						
Getaway	2.8	2.7	2.7	2.7	2.7	2.8
Vacations	1.8	1.9	2.0	2.0	1.9	1.9
<i>Out-of-State Visitor</i>						
<i>Party Budget</i>						
Total	1,059.17	1,239.85	1,396.24	1,495.04	1,297.58	1,458.17
Per person/trip	504.68	495.94	558.50	515.53	518.66	558.79
Per person/day	70.09	82.66	84.62	70.62	77.00	81.41

LEE COUNTY 2004 ANNUAL AVERAGES

	1/04	2/04	3/04	4/04	Winter 2004	5/04	6/04	7/04	8/04	Spr/Sum 2004
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,006.54	1,108.44	1,126.32	902.35	1,035.91	808.19	635.14	719.84	n/a	721.06
Food/Entertainment	592.99	622.13	630.70	620.45	616.57	434.38	445.20	479.53	n/a	453.04
Rental Car	252.33	269.48	309.95	317.89	287.41	258.76	248.51	254.28	n/a	253.85
Retail Purchases	154.57	176.48	161.09	159.64	162.95	142.46	143.39	147.89	n/a	144.58
See/Read/Hear Message	35.9	34.8	32.6	37.2	35.1	36.8	42.9	47.2	n/a	42.3
Type of Message Seen										
Internet	71.5	70.6	58.0	63.1	65.8	71.7	78.9	65.3	n/a	72.0
TG's/VG's/Brochures	34.9	25.1	35.9	39.2	33.8	37.6	42.9	31.6	n/a	37.4
Newspaper	25.2	18.9	29.9	18.9	23.2	31.2	18.3	23.5	n/a	24.3
Magazine	14.8	14.5	12.7	9.0	12.8	10.9	10.0	20.6	n/a	13.8
Television	3.0	4.4	14.5	5.8	6.9	4.1	4.5	6.5	n/a	5.0
Influence by Lee Message	81.5	81.3	78.1	78.7	79.9	77.5	78.7	76.6	n/a	77.6
Occupation										
Professional/Tech	43.9	36.8	43.8	48.4	43.2	43.6	47.6	53.7	n/a	48.3
Executive/Managerial	15.4	14.6	11.1	12.8	13.5	18.8	17.6	15.4	n/a	17.3
Retired	18.8	28.6	17.7	17.8	20.7	16.3	12.9	11.7	n/a	13.6
Craft/Factory	6.0	4.7	7.2	4.7	5.7	7.1	6.5	6.1	n/a	6.6
Sales/Buyer	10.2	9.6	8.9	6.9	8.9	9.3	10.4	6.6	n/a	8.8
Have Internet Access	86.4	84.3	86.5	87.7	86.2	85.7	90.2	91.2	n/a	89.0
Obtain Travel Info.	83.0	81.1	79.0	80.0	80.8	80.2	75.6	76.9	n/a	77.6
Book Travel Services Online	59.1	59.9	54.6	62.3	59.0	59.2	54.8	58.7	n/a	57.6
Book Lodging Online	50.0	47.4	49.2	53.5	50.0	52.8	53.9	51.7	n/a	52.8

LEE COUNTY 2004 ANNUAL AVERAGES

	9/04	10/04	11/04	12/04	Fall 2004	Annual 2004
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	672.12	607.64	775.00	785.35	710.03	831.54
Food/Entertainment	387.20	439.06	471.02	500.55	449.46	511.20
Rental Car	174.14	215.81	259.80	278.69	232.11	258.15
Retail Purchases	143.22	131.31	154.01	164.79	148.33	152.62
See/Read/Hear Message	37.0	40.1	41.2	33.3	37.9	38.1
<i>Type of Message Seen</i>						
Internet	73.8	77.1	72.1	77.6	75.2	70.9
TG's/VG's/Brochures	n/a	41.2	37.5	41.0	39.9	36.7
Newspaper	38.5	25.8	30.0	28.3	30.7	26.2
Magazine	n/a	8.7	6.0	17.5	10.7	12.5
Television	46.2	25.0	12.7	13.4	24.3	12.7
Influence by Lee Message	65.2	77.4	78.4	75.3	74.1	77.2
<i>Occupation</i>						
Professional/Tech	36.6	46.6	41.0	44.2	42.1	44.2
Executive/Managerial	21.1	19.4	18.7	21.7	20.2	17.0
Retired	16.5	14.7	19.7	13.9	16.2	17.1
Craft/Factory	9.3	2.5	9.0	7.5	7.1	6.4
Sales/Buyer	16.2	12.1	9.5	9.1	11.7	9.9
Have Internet Access	83.8	89.4	88.5	89.6	87.8	87.6
Obtain Travel Info.	82.8	82.5	77.6	79.2	80.5	79.8
Book Travel Services Online	63.2	67.0	64.9	63.1	64.6	60.6
Book Lodging Online	56.8	47.9	40.9	39.1	46.2	49.4

Beaches of Fort Myers - Sanibel – 2003 Annual Visitor Profile



LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Number of Visitors	194,867	257,075	292,402	299,591	1,043,935	138,608	144,383	167,476	103,182	553,649
Room Nights	627,192	541,387	634,997	602,136	2,405,712	442,320	379,936	415,812	348,557	1,586,625
Expenditures (\$)	116,404,096	163,479,230	159,681,720	147,756,783	587,321,829	95,311,754	74,296,604	70,070,284	64,151,507	303,830,149
Occupancy Rate	78.3	89.3	93.8	79.7	85.3	73.3	66.5	71.0	63.3	68.5
Room Rate	112.81	142.56	137.57	113.74	126.67	87.75	89.57	86.75	91.07	88.79
Occupancy										
< 20 Units	78.9	93.0	96.0	83.2	87.8	75.0	73.5	73.7	63.3	71.4
21-50 Units	74.1	88.9	93.5	76.0	83.1	71.7	68.8	75.9	64.6	70.3
51-100 Units	80.3	88.6	94.1	82.5	86.4	74.6	67.9	74.0	63.1	69.9
101+ Units	79.2	88.7	93.1	78.0	84.8	72.0	63.1	68.5	62.9	66.6
Average Room Rate										
< 20 Units	102.09	116.01	109.04	91.02	104.54	83.04	70.28	73.57	78.96	76.46
21-50 Units	98.25	124.87	120.40	107.06	112.65	82.79	85.19	81.35	79.61	82.24
51-100 Units	140.16	168.40	173.25	150.00	157.95	105.39	104.97	107.80	103.31	105.37
101+ Units	121.21	165.37	147.59	148.33	145.63	101.54	100.59	105.38	106.88	103.60
Visitor Origin										
Florida	8,964	10,797	19,591	32,356	71,708	30,632	32,197	39,357	28,685	130,871
Southeast	16,174	13,111	18,421	18,275	65,981	6,515	13,861	16,748	7,739	44,863
Northeast	54,563	89,719	93,276	88,679	326,237	41,582	33,497	39,189	20,430	134,698
Midwest	84,572	119,797	123,394	117,739	445,502	43,662	45,192	49,070	29,407	167,331
Canada	7,015	7,198	10,234	7,789	32,236	1,386	1,011	1,005	619	4,021
Europe	15,784	10,540	18,129	23,069	67,522	11,089	13,716	15,910	13,207	53,922
Markets of Opportunity	7,795	5,913	9,357	11,684	34,749	3,742	4,909	6,197	3,095	17,943
TOTAL	194,867	257,075	292,402	299,591	1,043,935	138,608	144,383	167,476	103,182	553,649
Transportation Mode										
Plane	67.4	74.4	75.7	77.6	73.8	61.5	58.7	55.8	55.8	58.0
Rental Car	61.3	69.8	68.9	73.0	68.3	54.8	54.0	49.1	52.7	52.7
Personal Car	32.6	23.0	24.2	21.5	25.3	35.4	41.6	43.1	43.2	40.8
Airport Deplanned										
SW Florida Int'l	76.1	80.9	81.9	77.7	79.2	80.2	78.4	67.8	62.5	72.2
Orlando Int'l	5.7	6.6	3.7	7.3	5.8	7.3	6.3	6.8	14.6	8.8
Miami Int'l	9.6	5.9	6.0	6.7	7.1	6.3	2.6	9.3	12.0	7.6
Tampa Int'l	5.9	4.7	6.9	4.7	5.6	4.2	10.5	12.2	6.9	8.5
Car Rental Location										
Fort Myers	76.0	75.4	79.2	75.1	76.4	78.9	76.9	66.9	60.3	70.8
Orlando	5.5	6.8	4.2	7.3	6.0	8.2	6.2	7.6	16.3	9.6
Miami	8.2	6.6	6.8	7.3	7.2	6.4	4.4	8.4	12.0	7.8
Tampa	6.3	4.4	7.8	5.1	5.9	4.7	11.5	11.4	7.2	8.7

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Number of Visitors	85,295	80,510	104,079	134,360	404,244	2,001,828
Room Nights	260,760	293,669	464,150	516,620	1,535,199	5,527,536
Expenditures (\$)	44,680,182	49,552,337	60,186,665	81,552,613	235,971,797	1,127,123,775
Occupancy Rate	51.5	62.4	71.0	61.5	61.6	72.4
Room Rate	81.12	81.87	74.01	101.90	84.73	101.12
Occupancy						
< 20 Units	50.0	64.0	71.9	64.7	62.7	73.9
21-50 Units	53.0	62.4	71.2	63.0	62.4	71.9
51-100 Units	52.4	64.4	74.3	60.6	62.9	73.1
101+ Units	50.4	61.2	69.5	60.3	60.4	70.6
Average Room Rate						
< 20 Units	70.23	72.40	71.94	86.91	75.37	85.46
21-50 Units	75.62	73.95	74.44	100.61	81.16	92.01
51-100 Units	90.53	92.06	101.36	118.52	100.62	121.31
101+ Units	92.49	86.83	94.99	103.72	94.51	114.58
Visitor Origin						
Florida	20,641	11,593	12,594	4,434	49,262	251,841
Southeast	6,227	5,072	6,869	10,211	28,379	139,223
Northeast	21,068	18,920	29,663	38,024	107,675	568,610
Midwest	23,456	25,280	35,179	61,537	145,452	758,285
Canada	682	1,610	3,018	4,837	10,147	46,404
Europe	9,553	13,848	12,385	11,958	47,744	169,188
Markets of Opportunity	3,668	4,187	4,371	3,359	15,585	68,277
TOTAL	85,295	80,510	104,079	134,360	404,244	2,001,828
Transportation Mode						
Plane	56.1	74.2	69.8	71.9	68.0	66.6
Rental Car	55.6	70.3	66.2	69.1	65.3	62.1
Personal Car	41.1	24.9	28.9	27.1	30.5	32.2
Airport Deplaned						
SW Florida Int'l	66.9	68.2	76.2	74.0	71.3	74.2
Orlando Int'l	14.7	8.9	8.0	5.6	9.3	8.0
Miami Int'l	9.0	12.1	6.8	7.8	8.9	7.8
Tampa Int'l	8.5	10.5	6.1	12.4	9.4	7.8
Car Rental Location						
Fort Myers	63.2	66.0	74.6	73.1	69.2	72.1
Orlando	15.2	9.0	8.4	5.1	9.4	8.3
Miami	9.4	12.9	7.3	8.1	9.4	8.2
Tampa	8.2	11.9	6.4	12.4	9.7	8.1

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Purpose of Trip										
Vacation	97.4	98.1	96.6	97.6	97.4	98.1	98.4	96.6	95.8	97.2
Visit Friends & Relatives	13.0	13.0	15.4	12.4	13.5	n/a	11.1	11.2	15.0	12.4
Business/Conf/Meetings	15.3	10.5	15.3	18.3	14.9	22.7	22.0	22.4	22.1	22.3
First Visit										
Lee County	36.4	28.1	32.7	36.1	33.3	36.9	40.7	38.3	41.6	39.4
Florida	3.0	1.8	3.3	4.9	3.3	1.7	5.8	5.7	4.8	4.5
First Time Visitors										
Florida	27.3	23.1	n/a	28.6	26.3	29.6	32.0	37.5	29.7	32.2
Southeast	40.9	39.8	46.8	47.4	43.7	34.8	49.4	40.0	50.0	43.6
Northeast	34.0	30.5	31.0	34.1	32.4	41.5	44.5	38.3	38.6	40.7
Midwest	31.4	23.4	25.9	27.4	27.0	37.2	34.5	23.9	30.6	31.6
Europe	57.9	12.5	40.0	65.4	44.0	54.6	64.0	55.6	57.2	57.9
Markets of Opportunity	64.1	35.3	50.0	n/a	49.8	n/a	47.1	68.8	50.0	55.3
Avg Repeat Visits	3.2	3.3	3.4	3.3	3.3	3.8	3.3	3.2	3.2	3.4
Information Sources										
Internet	59.0	51.8	53.0	55.6	54.9	49.0	69.2	53.5	55.2	56.7
Previous Visit	63.4	69.8	66.7	61.6	65.4	61.2	56.4	59.7	57.4	58.7
Recommendations	39.7	30.5	30.9	40.4	35.4	38.6	46.9	47.2	47.8	45.1
Business Contacts	2.7	n/a	1.8	2.7	2.4	4.8	4.2	2.5	2.4	3.5
Print Media	14.9	12.3	14.6	18.9	15.2	16.9	16.0	16.3	18.6	17.0
Travel Agent	2.6	1.3	3.0	3.9	2.7	n/a	4.0	n/a	n/a	n/a
Travel Agent Assisted	18.3	15.4	18.1	18.3	17.5	16.7	16.6	13.0	14.8	15.3
Travel Agent Assisted with:										
Airline Reservations	75.0	78.3	79.3	83.8	79.1	72.1	69.2	78.4	69.8	72.4
Hotel/Motel Reservations	51.6	55.1	41.4	58.9	51.8	42.3	36.7	49.2	50.2	44.6
Fly/Drive Packages	4.8	3.3	11.1	8.6	7.0	15.6	21.6	28.2	24.4	22.5
Reservations										
Before	84.6	84.4	86.9	83.8	84.9	89.1	82.3	87.1	86.6	86.3
None	9.6	11.9	10.6	10.6	10.7	8.7	14.0	10.4	12.8	11.5
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	n/a	n/a	n/a	n/a	n/a	34.9	34.3	36.1	38.6	36.0

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Purpose of Trip						
Vacation	98.8	98.6	97.8	99.4	98.7	97.8
Visit Friends & Relatives	15.3	14.7	14.6	16.5	15.3	13.8
Business/Conf/Meetings	21.1	22.3	20.4	17.9	20.4	19.2
First Visit						
Lee County	45.0	40.3	38.8	36.5	40.2	37.6
Florida	6.3	6.8	3.1	4.3	5.1	4.3
First Time Visitors						
Florida	36.9	33.9	32.4	28.6	33.0	30.9
Southeast	40.0	35.7	43.1	42.5	40.3	42.5
Northeast	40.7	41.7	31.8	29.5	35.9	36.4
Midwest	36.6	29.6	24.4	28.6	29.8	29.5
Europe	61.9	53.8	58.4	46.7	55.2	52.3
Markets of Opportunity	69.2	n/a	n/a	53.4	61.3	54.7
Avg Repeat Visits	3.2	3.7	3.6	3.5	3.5	3.4
Information Sources						
Internet	54.6	51.9	48.9	64.2	54.9	55.5
Previous Visit	51.2	58.2	60.1	62.2	57.9	60.7
Recommendations	51.7	45.0	44.1	44.4	46.3	42.3
Business Contacts	1.3	5.2	3.9	n/a	3.5	3.2
Print Media	18.9	14.7	17.2	19.8	17.7	16.6
Travel Agent	3.9	n/a	3.3	n/a	3.6	3.1
Travel Agent Assisted	14.0	16.8	15.4	15.0	15.3	16.0
Travel Agent Assisted with:						
Airline Reservations	60.8	75.0	76.6	77.6	72.5	74.7
Hotel/Motel Reservations	50.0	44.4	49.3	35.8	44.9	47.1
Fly/Drive Packages	32.1	17.9	14.9	12.2	19.3	16.2
Reservations						
Before	82.3	81.1	84.6	86.4	83.6	84.9
None	15.7	17.0	13.4	10.4	14.1	12.1
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	39.3	37.7	20.8	18.4	29.1	32.5

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Length of Stay (OOS)										
Away from Home	11.9	11.9	10.4	9.9	11.0	9.0	9.9	10.8	10.7	10.1
In Florida	11.1	10.8	9.8	9.3	10.3	8.3	9.0	9.7	10.3	9.3
In Lee County	8.1	8.2	7.3	6.7	7.6	5.8	5.8	6.3	6.0	6.0
Length of Stay (FL)										
Away from Home	3.8	3.7	3.6	3.9	3.8	3.9	3.7	4.7	4.6	4.2
In Lee County	3.5	3.3	3.5	3.8	3.5	3.7	3.6	4.6	4.5	4.1
% Staying 4 days or less										
Out-of-State	17.3	19.7	19.6	21.5	19.5	33.4	27.4	25.2	28.5	28.6
Floridian	61.8	92.3	67.5	76.2	74.5	85.5	69.1	62.6	64.8	70.5
Party Size										
Out-of-State	2.5	2.3	2.7	2.8	2.6	2.5	2.8	3.1	3.1	2.9
Floridian	2.3	2.0	2.2	2.9	2.4	2.7	3.0	3.1	3.4	3.1
Type of Party										
Couple	72.1	76.7	63.7	53.5	66.5	70.0	61.7	52.4	53.3	59.4
Family	26.4	21.0	34.3	43.1	31.2	24.6	36.1	46.2	44.8	37.9
Single	1.1	1.5	1.9	3.3	2.0	3.2	2.2	1.2	1.6	2.1
Where Stayed Night Before Lee										
At Home	68.0	70.2	72.7	78.8	72.4	76.3	67.5	65.4	66.1	68.8
In FL, Not in Lee	29.1	28.4	23.6	19.0	25.0	19.2	27.9	29.3	28.5	26.2
On the Road, Not in FL	2.9	1.4	3.7	2.2	2.6	4.5	4.6	5.2	5.3	4.9
Where Stayed in Florida										
Orlando/Disney	20.6	24.2	22.3	25.4	23.1	23.3	38.0	28.4	34.4	31.0
Tampa Bay	12.7	10.1	13.1	7.0	10.7	15.3	12.4	8.4	8.9	11.3
Ft. Lauderdale/Palm Bch.	8.2	8.8	7.8	7.0	8.0	8.2	7.4	16.8	13.3	11.4
Florida Keys	10.8	8.9	7.9	8.5	9.0	6.8	8.2	9.5	7.8	8.1
Sarasota	14.7	10.6	8.3	11.3	11.2	13.7	7.5	10.5	10.0	10.4
Miami	8.6	3.9	4.2	8.5	6.3	5.5	n/a	5.3	11.1	7.3
Naples/Marco Island	4.9	4.6	9.7	7.0	6.6	9.6	6.5	9.5	3.3	7.2
Attractions Visited										
Edison/Ford Home	7.2	7.4	7.3	8.3	7.6	10.4	10.3	9.4	6.6	9.2
Sea World	4.5	4.1	4.0	5.4	4.5	3.5	7.0	8.6	8.1	6.8
Disney	5.0	3.7	n/a	3.6	4.1	2.2	7.6	8.1	5.9	6.0
Universal Studios	n/a	n/a	3.7	n/a	n/a	n/a	n/a	7.9	7.7	7.8
EPCOT	4.6	5.0	n/a	3.8	4.5	3.3	5.7	7.8	n/a	5.6
Kennedy Space Center	5.5	6.2	5.7	6.3	5.9	n/a	6.0	10.4	5.9	7.4
Ding Darling	2.4	2.8	4.4	3.4	3.3	1.7	2.4	n/a	n/a	2.1

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Length of Stay (OOS)						
Away from Home	10.2	10.6	10.0	11.0	10.5	10.5
In Florida	9.4	9.7	9.4	9.9	9.6	9.7
In Lee County	5.7	5.9	6.5	7.5	6.4	6.7
Length of Stay (FL)						
Away from Home	3.6	3.7	3.7	3.9	3.7	3.9
In Lee County	3.5	3.4	3.6	3.7	3.6	3.7
% Staying 4 days or less						
Out-of-State	39.4	29.8	29.3	18.0	29.1	25.8
Floridian	79.2	90.3	82.4	74.3	81.6	75.5
Party Size						
Out-of-State	2.5	2.4	2.5	2.9	2.6	2.7
Floridian	2.9	2.4	2.4	2.3	2.5	2.6
Type of Party						
Couple	76.9	78.5	75.0	62.2	73.2	66.3
Family	21.7	18.9	21.0	36.0	24.4	31.2
Single	1.5	2.6	1.6	1.5	1.8	1.9
Where Stayed Night Before Lee						
At Home	64.4	66.8	72.0	71.8	68.8	70.0
In FL, Not in Lee	31.5	29.7	22.8	24.1	27.0	26.1
On the Road, Not in FL	4.2	3.5	5.2	4.1	4.3	3.9
Where Stayed in Florida						
Orlando/Disney	40.4	30.1	33.3	21.0	31.2	28.5
Tampa Bay	13.7	10.6	9.7	12.4	11.6	11.2
Ft. Lauderdale/Palm Bch.	7.9	8.6	7.4	9.1	8.3	9.2
Florida Keys	6.8	7.5	11.0	10.5	9.0	8.7
Sarasota	7.7	8.4	8.1	8.6	8.2	10.0
Miami	6.9	11.8	6.3	7.8	8.2	7.3
Naples/Marco Island	5.5	n/a	n/a	7.4	6.5	6.8
Attractions Visited						
Edison/Ford Home	11.5	8.0	6.4	9.1	8.8	8.5
Sea World	11.2	7.1	5.4	4.4	7.0	6.1
Disney	5.8	n/a	4.6	2.2	4.2	4.9
Universal Studios	6.3	4.6	3.8	4.5	4.8	5.5
EPCOT	7.8	5.0	5.3	4.1	5.6	5.2
Kennedy Space Center	7.4	7.9	7.5	6.0	7.2	6.8
Ding Darling	n/a	n/a	n/a	3.4	n/a	2.9

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Satisfaction with Lee	98.3	98.8	98.4	98.0	98.4	99.3	99.8	99.1	99.3	99.4
Lee Features Liked Most										
Beaches	85.1	75.6	76.1	76.4	78.3	78.2	79.7	84.5	77.5	80.0
Climate	61.2	79.8	84.1	81.3	76.6	67.2	46.1	35.9	38.4	46.9
Rest/Relaxation/Quiet	62.8	69.5	57.0	57.4	61.7	65.0	57.7	68.7	63.1	63.6
Tropical Atmosphere	n/a	n/a	44.3	34.8	39.6	37.7	44.6	50.1	42.5	43.7
Not Commercial	n/a	n/a	24.4	18.3	21.4	22.5	n/a	30.3	27.5	26.8
Clean Environment	20.2	22.6	16.2	17.6	19.2	17.2	21.0	16.0	26.7	20.2
Friendly Residents	12.2	11.3	12.6	10.6	11.7	n/a	n/a	16.9	12.6	14.8
Safety	n/a	n/a	4.1	1.5	2.8	n/a	1.7	3.9	3.2	2.9
Lee Features Liked Least										
No Specific Complaints	65.4	65.2	53.8	61.9	61.6	78.6	78.3	77.8	70.7	76.4
Congestion	16.9	28.1	33.6	19.8	24.6	7.0	3.5	5.9	2.7	4.8
Weather	8.3	3.2	n/a	n/a	5.8	n/a	3.8	6.6	9.9	6.8
Insects	n/a	n/a	4.3	4.9	4.6	5.3	7.6	7.0	8.3	7.1
Expense	n/a	n/a	n/a	3.6	n/a	0.3	n/a	n/a	0.2	0.3
Expense vs. Expectations										
More Expensive	3.7	5.2	8.4	3.4	5.2	0.3	0.5	7.4	3.8	3.0
Less Expensive	0.9	n/a	1.9	1.0	1.3	2.3	3.5	1.8	2.5	2.5
As Expected	94.7	90.7	87.5	93.8	91.7	92.6	92.4	80.9	87.5	88.4
Recommend Lee	89.8	98.9	90.0	92.0	92.7	93.1	91.1	87.6	92.1	91.0
Plan to Return (% yes)										
To Local Area	84.4	88.5	89.6	85.1	86.9	91.0	92.6	87.3	87.8	89.7
Next year	60.5	60.0	63.1	63.6	61.8	60.9	56.9	58.0	54.0	57.5
Median Age of Head of HH	50.4	53.2	49.9	49.3	50.7	48.9	47.3	47.6	47.5	47.8
Median Annual HH Income	81,151	80,493	81,006	81,096	80,937	83,426	77,600	81,385	80,969	80,845
Average Number of:										
Getaway	2.8	2.7	2.9	2.8	2.8	2.6	2.7	2.6	2.7	2.7
Vacations	1.8	2.0	1.9	1.9	1.9	1.9	1.8	1.7	1.6	1.8
Out-of-State Visitor Party Budget										
Total	1,658.01	1,948.15	1,744.04	1,498.78	1,712.25	1,138.41	1,193.48	1,297.01	1,326.55	1,238.86
Per person/trip	663.20	847.02	645.94	535.28	672.86	455.36	426.24	418.39	427.92	431.98
Per person/day	82.90	103.30	88.47	79.89	88.64	78.51	73.49	66.41	71.32	72.43

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
Satisfaction with Lee	99.4	99.3	99.7	98.8	99.3	99.0
<i>Lee Features Liked Most</i>						
Beaches	76.6	80.9	88.7	77.7	81.0	79.8
Climate	37.8	61.8	80.4	75.4	63.9	62.5
Rest/Relaxation/Quiet	73.4	51.8	76.6	71.9	68.4	64.6
Tropical Atmosphere	41.6	43.1	34.5	48.6	42.0	42.2
Not Commercial	26.8	14.3	28.5	24.7	23.6	24.1
Clean Environment	22.3	7.9	24.2	27.6	20.5	20.0
Friendly Residents	18.1	15.7	10.4	20.4	16.2	14.1
Safety	3.4	6.5	2.8	n/a	4.2	3.4
<i>Lee Features Liked Least</i>						
No Specific Complaints	81.8	90.0	87.5	75.1	83.6	73.8
Congestion	2.5	1.2	2.6	10.9	4.3	11.2
Weather	4.8	0.9	n/a	3.3	3.0	5.1
Insects	3.5	3.7	5.4	1.1	3.4	5.1
Expense	n/a	n/a	n/a	n/a	n/a	1.4
<i>Expense vs. Expectations</i>						
More Expensive	2.1	1.0	0.7	1.8	1.4	3.2
Less Expensive	1.8	0.6	1.2	0.3	1.0	1.6
As Expected	91.6	95.5	95.7	94.8	94.4	91.5
Recommend Lee	99.3	92.1	92.7	91.3	93.9	92.5
<i>Plan to Return (% yes)</i>						
To Local Area	83.7	87.4	88.3	87.7	86.8	87.8
Next year	59.9	58.7	63.0	60.9	60.6	60.0
Median Age of Head of HH	49.1	49.3	51.1	50.9	50.1	49.5
Median Annual HH Income	80,053	79,913	79,959	87,356	81,820	81,201
<i>Average Number of:</i>						
Getaway	2.6	2.8	2.6	2.8	2.7	2.7
Vacations	1.7	1.8	1.7	1.8	1.8	1.8
<i>Out-of-State Visitor</i>						
<i>Party Budget</i>						
Total	1,087.76	1,197.37	1,325.47	1,422.57	1,258.29	1,403.13
Per person/trip	435.10	498.90	530.19	490.54	488.68	531.17
Per person/day	76.33	84.56	81.57	65.41	76.97	79.35

LEE COUNTY 2003 ANNUAL AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	5/03	6/03	7/03	8/03	Spr/Sum 2003
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	973.96	1,084.31	1,079.68	891.68	1,007.41	780.93	617.46	691.41	746.72	709.13
Food/Entertainment	571.76	603.56	620.23	618.64	603.55	422.16	430.92	457.35	487.51	449.49
Rental Car	245.49	258.60	277.04	294.19	268.83	240.91	226.30	243.42	237.10	236.93
Retail Purchases	147.91	180.44	159.37	157.05	161.19	140.60	137.55	143.18	148.52	142.46
See/Read/Hear Message	30.7	30.2	34.3	40.8	34.0	39.1	46.0	46.0	50.5	45.4
Type of Message Seen										
Internet	72.8	68.6	52.9	65.1	64.9	68.2	77.2	65.0	74.1	71.1
TG's/VG's/Brochures	37.4	31.8	38.2	36.5	36.0	38.7	40.6	37.8	34.6	37.9
Newspaper	26.1	18.5	27.6	14.3	21.6	27.9	24.3	27.4	28.6	27.1
Magazine	15.3	15.7	18.1	12.1	15.3	14.2	16.1	21.3	16.6	17.1
Television	4.1	4.7	10.8	4.4	6.0	8.0	10.8	14.3	4.9	9.5
Influence by Lee Message	84.7	77.8	75.5	79.7	79.4	75.5	77.3	79.4	83.6	79.0
Occupation										
Professional/Tech	39.8	35.1	43.3	44.6	40.7	45.7	50.2	55.5	49.1	50.1
Executive/Managerial	16.8	16.7	12.0	13.5	14.8	17.2	16.6	12.1	17.2	15.8
Retired	17.3	27.3	16.9	14.8	19.1	14.8	12.2	10.5	9.5	11.8
Craft/Factory	7.0	3.1	6.9	6.7	5.9	8.4	6.0	6.2	4.4	6.3
Sales/Buyer	11.6	11.4	8.8	10.6	10.6	11.4	10.3	7.0	10.5	9.8
Have Internet Access	89.3	86.3	89.6	88.0	88.3	86.6	90.6	91.6	92.3	90.3
Obtain Travel Info.	83.5	81.7	80.6	78.9	81.2	78.6	74.6	75.3	77.7	76.6
Book Travel Services Online	58.4	57.5	52.4	56.9	56.3	58.7	51.3	58.4	57.5	56.5
Book Lodging Online	52.5	51.6	50.5	55.9	52.6	55.6	54.6	51.8	50.7	53.2

LEE COUNTY 2003 ANNUAL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	Annual 2003
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	649.35	588.54	752.96	726.88	679.43	798.66
Food/Entertainment	412.65	432.53	466.29	484.95	449.11	500.71
Rental Car	168.47	208.45	216.48	262.03	213.86	239.87
Retail Purchases	189.19	140.17	149.25	169.27	161.97	155.21
See/Read/Hear Message	46.2	37.0	39.3	33.8	39.1	39.5
<i>Type of Message Seen</i>						
Internet	74.5	75.3	68.9	75.6	73.6	69.9
TG's/VG's/Brochures	42.8	41.7	37.8	45.7	42.0	38.6
Newspaper	19.3	18.7	17.8	22.7	19.6	22.8
Magazine	13.2	15.5	9.4	24.9	15.8	16.0
Television	6.6	5.0	2.8	4.1	4.6	6.7
Influence by Lee Message	85.9	80.4	77.1	79.0	80.6	79.7
<i>Occupation</i>						
Professional/Tech	38.6	46.9	41.8	46.9	43.6	44.8
Executive/Managerial	23.2	16.1	20.0	18.3	19.4	16.6
Retired	16.6	16.4	20.6	15.5	17.3	16.0
Craft/Factory	6.6	4.2	6.8	6.9	6.1	6.1
Sales/Buyer	11.8	9.6	7.2	8.6	9.3	9.9
Have Internet Access	89.3	88.5	87.2	90.2	88.8	89.1
Obtain Travel Info.	83.4	83.7	76.4	81.7	81.3	79.7
Book Travel Services Online	68.3	65.9	62.9	59.6	64.2	59.0
Book Lodging Online	50.4	45.5	41.6	41.5	44.8	50.2

Beaches of Fort Myers - Sanibel – 2004 Annual Visitor Profile
Seasonal Visitor Profiles
(Winter, Spring/Summer, Fall)



LEE COUNTY 2003 - 2004 WINTER AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	1/04	2/04	3/04	4/04	Winter 2004
Number of Visitors	194,867	257,075	292,402	299,591	1,043,935	205,981	279,844	303,853	319,478	1,109,156
Room Nights	627,192	541,387	634,997	602,136	2,405,712	645,334	575,126	650,161	632,523	2,503,144
Expenditures (\$)	116,404,096	163,479,230	159,681,720	147,756,783	587,321,829	125,901,179	179,850,142	172,818,148	160,050,158	638,619,627
Occupancy Rate	78.3	89.3	93.8	79.7	85.3	80.6	92.4	95.3	83.5	88.0
Room Rate	112.81	142.56	137.57	113.74	126.67	116.90	146.09	143.29	114.89	130.29
Occupancy										
< 20 Units	78.9	93.0	96.0	83.2	87.8	81.8	95.9	96.4	85.3	89.9
21-50 Units	74.1	88.9	93.5	76.0	83.1	76.8	91.4	94.9	79.6	85.7
51-100 Units	80.3	88.6	94.1	82.5	86.4	82.4	91.6	95.3	86.6	89.0
101+ Units	79.2	88.7	93.1	78.0	84.8	81.1	92.1	95.1	82.3	87.7
Average Room Rate										
< 20 Units	102.09	116.01	109.04	91.02	104.54	105.33	116.87	114.89	94.52	107.90
21-50 Units	98.25	124.87	120.40	107.06	112.65	103.34	130.59	124.49	111.79	117.55
51-100 Units	140.16	168.40	173.25	150.00	157.95	145.50	173.30	180.85	152.57	163.06
101+ Units	121.21	165.37	147.59	148.33	145.63	124.34	168.11	152.93	147.17	148.14
Visitor Origin										
Florida	8,964	10,797	19,591	32,356	71,708	9,269	10,634	19,750	32,587	72,240
Southeast	16,174	13,111	18,421	18,275	65,981	16,067	13,712	19,447	18,849	68,075
Northeast	54,563	89,719	93,276	88,679	326,237	59,529	100,184	99,056	93,927	352,696
Midwest	84,572	119,797	123,394	117,739	445,502	90,426	131,247	129,745	127,472	478,890
Canada	7,015	7,198	10,234	7,789	32,236	7,003	7,556	9,116	8,945	32,620
Europe	15,784	10,540	18,129	23,069	67,522	17,508	11,194	19,143	25,558	73,403
Markets of Opportunity	7,795	5,913	9,357	11,684	34,749	6,179	5,317	7,596	12,140	31,232
TOTAL	194,867	257,075	292,402	299,591	1,043,935	205,981	279,844	303,853	319,478	1,109,156
Transportation Mode										
Plane	67.4	74.4	75.7	77.6	73.8	68.1	73.7	73.9	77.0	73.2
Rental Car	61.3	69.8	68.9	73.0	68.3	63.2	69.6	69.6	72.6	68.8
Personal Car	32.6	23.0	24.2	21.5	25.3	31.1	23.5	25.0	22.0	25.4
Airport Deplanned										
SW Florida Int'l	76.1	80.9	81.9	77.7	79.2	76.5	83.8	84.2	79.5	81.0
Orlando Int'l	5.7	6.6	3.7	7.3	5.8	5.1	3.3	4.4	8.4	5.3
Miami Int'l	9.6	5.9	6.0	6.7	7.1	7.4	3.1	4.3	4.2	4.8
Tampa Int'l	5.9	4.7	6.9	4.7	5.6	6.5	6.1	5.7	5.1	5.9
Car Rental Location										
Fort Myers	76.0	75.4	79.2	75.1	76.4	75.9	80.8	81.9	79.0	79.4
Orlando	5.5	6.8	4.2	7.3	6.0	5.2	3.4	5.1	8.3	5.5
Miami	8.2	6.6	6.8	7.3	7.2	7.2	3.3	4.5	3.4	4.6
Tampa	6.3	4.4	7.8	5.1	5.9	6.7	6.4	7.0	5.4	6.4

LEE COUNTY 2003 - 2004 WINTER AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	1/04	2/04	3/04	4/04	Winter 2004
Purpose of Trip										
Vacation	97.4	98.1	96.6	97.6	97.4	97.8	98.5	97.1	98.1	97.9
Visit Friends & Relatives	13.0	13.0	15.4	12.4	13.5	11.8	12.0	13.3	13.3	12.6
Business/Conf/Meetings	15.3	10.5	15.3	18.3	14.9	16.4	13.7	14.9	18.7	15.9
First Visit										
Lee County	36.4	28.1	32.7	36.1	33.3	38.8	32.9	33.7	41.8	36.8
Florida	3.0	1.8	3.3	4.9	3.3	4.1	3.2	5.6	5.4	4.6
First Time Visitors										
Florida	27.3	23.1	n/a	28.6	26.3	30.8	22.2	n/a	32.7	28.6
Southeast	40.9	39.8	46.8	47.4	43.7	36.4	42.9	42.1	52.6	43.5
Northeast	34.0	30.5	31.0	34.1	32.4	34.9	31.5	31.7	38.9	34.3
Midwest	31.4	23.4	25.9	27.4	27.0	30.1	27.5	27.1	32.0	29.2
Europe	57.9	12.5	40.0	65.4	44.0	53.6	37.5	58.8	70.8	55.2
Markets of Opportunity	64.1	35.3	50.0	n/a	49.8	60.4	38.5	47.1	n/a	48.7
Avg Repeat Visits	3.2	3.3	3.4	3.3	3.3	3.1	3.2	3.2	3.0	3.1
Information Sources										
Internet	59.0	51.8	53.0	55.6	54.9	60.2	53.7	55.2	55.0	56.0
Previous Visit	63.4	69.8	66.7	61.6	65.4	61.3	64.8	65.7	56.1	62.0
Recommendations	39.7	30.5	30.9	40.4	35.4	42.5	34.5	32.3	46.4	38.9
Business Contacts	2.7	n/a	1.8	2.7	2.4	3.6	n/a	1.2	1.8	2.2
Print Media	14.9	12.3	14.6	18.9	15.2	14.1	13.9	11.1	16.0	13.8
Travel Agent	2.6	1.3	3.0	3.9	2.7	3.3	2.8	4.0	3.7	3.5
Travel Agent Assisted	18.3	15.4	18.1	18.3	17.5	16.0	13.7	17.5	14.8	15.5
Travel Agent Assisted with:										
Airline Reservations	75.0	78.3	79.3	83.8	79.1	71.1	62.0	66.7	75.0	68.7
Hotel/Motel Reservations	51.6	55.1	41.4	58.9	51.8	50.6	45.5	41.9	62.5	50.1
Fly/Drive Packages	4.8	3.3	11.1	8.6	7.0	10.3	15.3	23.0	17.1	16.4
Reservations										
Before	84.6	84.4	86.9	83.8	84.9	86.6	86.4	87.7	86.9	86.9
None	9.6	11.9	10.6	10.6	10.7	8.6	11.2	8.5	10.5	9.7
Percent with No	n/a	n/a	n/a	n/a	n/a	18.8	15.4	13.2	15.0	15.6
Length of Stay (OOS)										
Away from Home	11.9	11.9	10.4	9.9	11.0	11.8	11.9	10.6	10.0	11.1
In Florida	11.1	10.8	9.8	9.3	10.3	10.9	10.8	9.9	9.3	10.2
In Lee County	8.1	8.2	7.3	6.7	7.6	8.2	8.1	7.2	6.6	7.5

LEE COUNTY 2003 - 2004 WINTER AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	1/04	2/04	3/04	4/04	Winter 2004
Length of Stay (FL)										
Away from Home	3.8	3.7	3.6	3.9	3.8	3.9	3.6	3.5	4.0	3.8
In Lee County	3.5	3.3	3.5	3.8	3.5	3.5	3.4	3.4	3.8	3.5
% Staying 4 days or less										
Out-of-State	17.3	19.7	19.6	21.5	19.5	17.2	21.9	16.9	26.8	20.7
Floridian	61.8	92.3	67.5	76.2	74.5	69.4	91.5	72.7	75.0	77.2
Party Size										
Out-of-State	2.5	2.3	2.7	2.8	2.6	2.6	2.4	2.7	2.8	2.6
Floridian	2.3	2.0	2.2	2.9	2.4	2.4	2.1	2.3	2.8	2.4
Type of Party										
Couple	72.1	76.7	63.7	53.5	66.5	70.6	73.9	66.3	52.9	65.9
Family	26.4	21.0	34.3	43.1	31.2	27.4	24.0	31.3	43.5	31.6
Single	1.1	1.5	1.9	3.3	2.0	1.9	1.9	2.2	3.6	2.4
Where Stayed Night Before Lee										
At Home	68.0	70.2	72.7	78.8	72.4	69.8	69.9	73.0	73.7	71.6
In FL, Not in Lee	29.1	28.4	23.6	19.0	25.0	25.3	26.9	21.4	23.4	24.3
On the Road, Not in FL	2.9	1.4	3.7	2.2	2.6	4.9	3.2	5.6	2.0	3.9
Where Stayed in Florida										
Orlando/Disney	20.6	24.2	22.3	25.4	23.1	22.5	21.4	19.7	25.9	22.4
Tampa Bay	12.7	10.1	13.1	7.0	10.7	14.9	15.5	16.9	7.4	13.7
Ft. Lauderdale/Palm Bch.	8.2	8.8	7.8	7.0	8.0	10.1	11.9	7.3	6.5	9.0
Florida Keys	10.8	8.9	7.9	8.5	9.0	7.5	6.0	9.2	8.1	7.7
Sarasota	14.7	10.6	8.3	11.3	11.2	10.4	10.7	8.5	14.5	11.0
Miami	8.6	3.9	4.2	8.5	6.3	7.9	2.4	5.6	6.2	5.5
Naples/Marco Island	4.9	4.6	9.7	7.0	6.6	6.7	5.9	7.0	8.6	7.1
Attractions Visited										
Edison/Ford Home	7.2	7.4	7.3	8.3	7.6	8.3	7.1	6.8	7.4	7.4
Sea World	4.5	4.1	4.0	5.4	4.5	3.0	4.8	3.7	5.7	4.3
Disney	5.0	3.7	n/a	3.6	4.1	2.5	2.8	n/a	5.8	3.7
Universal Studios	n/a	n/a	3.7	n/a	n/a	n/a	n/a	3.9	n/a	n/a
EPCOT	4.6	5.0	3.0	3.8	4.1	3.1	3.6	3.1	5.0	3.7
Kennedy Space Center	5.5	6.2	5.7	6.3	5.9	5.4	5.7	6.2	6.9	6.1
Ding Darling	2.4	2.8	4.4	3.4	3.3	3.4	2.2	3.4	3.6	3.2
Satisfaction with Lee										
	98.3	98.8	98.4	98.0	98.4	98.4	99.4	98.5	97.7	98.5
Lee Features Liked Most										
Beaches	85.1	75.6	76.1	76.4	78.3	82.3	74.4	75.2	73.5	76.4

LEE COUNTY 2003 - 2004 WINTER AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	1/04	2/04	3/04	4/04	Winter 2004
Climate	61.2	79.8	84.1	81.3	76.6	74.6	83.4	88.4	82.5	82.2
Rest/Relaxation/Quiet	62.8	69.5	57.0	57.4	61.7	64.9	68.9	57.5	55.2	61.6
Tropical Atmosphere	44.2	41.5	44.3	34.8	41.2	45.3	44.5	42.1	39.7	42.9
Not Commercial	29.6	23.3	24.4	18.3	23.9	27.3	27.7	23.3	23.2	25.4
Clean Environment	20.2	22.6	16.2	17.6	19.2	14.6	18.4	13.1	13.9	15.0
Friendly Residents	12.2	11.3	12.6	10.6	11.7	12.6	11.7	9.6	9.7	10.9
Safety	n/a	n/a	4.1	1.5	2.8	n/a	n/a	3.0	0.9	2.0
Lee Features Liked Least										
No Specific Complaints	65.4	65.2	53.8	61.9	61.6	68.4	59.5	58.6	69.0	63.9
Congestion	16.9	28.1	33.6	19.8	24.6	18.3	32.0	35.3	18.9	26.1
Weather	8.3	3.2	n/a	n/a	5.8	1.7	1.8	n/a	n/a	1.8
Insects	n/a	n/a	4.3	4.9	4.6	n/a	n/a	0.8	1.2	1.0
Expense	1.3	2.0	n/a	3.6	2.3	2.9	3.4	n/a	1.8	2.7
Expense vs. Expectations										
More Expensive	3.7	5.2	8.4	3.4	5.2	2.5	3.7	3.6	2.6	3.1
Less Expensive	0.9	n/a	1.9	1.0	1.3	0.8	1.2	0.8	0.7	0.9
As Expected	94.7	90.7	87.5	93.8	91.7	94.3	91.0	93.3	95.1	93.4
Don't Know	0.7	4.1	2.2	1.8	2.2	2.4	4.1	2.3	1.6	2.6
Recommend Lee	89.8	98.9	90.0	92.0	92.7	93.1	90.7	90.2	92.8	91.7
Plan to Return (% yes)										
To Local Area	84.4	88.5	89.6	85.1	86.9	87.4	87.3	89.3	85.6	87.4
Next year	60.5	60.0	63.1	63.6	61.8	63.8	62.4	62.5	62.9	62.9
Median Age of Head of HH	50.4	53.2	49.9	49.3	50.7	51.5	54.5	50.6	50.0	51.7
Median Annual HH Income	81,151	80,493	81,006	81,096	80,937	84,955	81,224	81,941	82,297	82,604
Average Number of:										
Getaway	2.8	2.7	2.9	2.8	2.8	2.9	2.8	3.0	2.8	2.9
Vacations	1.8	2.0	1.9	1.9	1.9	1.9	1.9	1.9	2.0	1.9
Out-of-State Visitor										
Party Budget										
Total	1,658.01	1,948.15	1,744.04	1,498.78	1,712.25	1,729.77	2,016.99	1,816.40	1,527.21	1,772.59
Per person/trip	663.20	847.02	645.94	535.28	672.86	665.30	840.41	672.74	545.43	680.97
Per person/day	82.90	103.30	88.47	79.89	88.64	81.13	103.75	93.44	82.64	90.24

LEE COUNTY 2003 - 2004 WINTER AVERAGES

	1/03	2/03	3/03	4/03	Winter 2003	1/04	2/04	3/04	4/04	Winter 2004
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	973.96	1,084.31	1,079.68	891.68	1007.41	1,006.54	1,108.44	1,126.32	902.35	1,035.91
Food/Entertainment	571.76	603.56	620.23	618.64	603.55	592.99	622.13	630.70	620.45	616.57
Rental Car	245.49	258.60	277.04	294.19	268.83	252.33	269.48	309.95	317.89	287.41
Retail Purchases	147.91	180.44	159.37	157.05	161.19	154.57	176.48	161.09	159.64	162.95
See/Read/Hear Message	30.7	30.2	34.3	40.8	34.0	35.9	34.8	32.6	37.2	35.1
Type of Message Seen										
Internet	72.8	68.6	52.9	65.1	64.9	71.5	70.6	58.0	63.1	65.8
TG's/VG's/Brochures	37.4	31.8	38.2	36.5	36.0	34.9	25.1	35.9	39.2	33.8
Newspaper	26.1	18.5	27.6	14.3	21.6	25.2	18.9	29.9	18.9	23.2
Magazine	15.3	15.7	18.1	12.1	15.3	14.8	14.5	12.7	9.0	12.8
Television	4.1	4.7	10.8	4.4	6.0	3.0	4.4	14.5	5.8	6.9
Influence by Lee Message	84.7	77.8	75.5	79.7	79.4	81.5	81.3	78.1	78.7	79.9
Occupation										
Professional/Tech	39.8	35.1	43.3	44.6	40.7	43.9	36.8	43.8	48.4	43.2
Executive/Managerial	16.8	16.7	12.0	13.5	14.8	15.4	14.6	11.1	12.8	13.5
Retired	17.3	27.3	16.9	14.8	19.1	18.8	28.6	17.7	17.8	20.7
Craft/Factory	7.0	3.1	6.9	6.7	5.9	6.0	4.7	7.2	4.7	5.7
Sales/Buyer	11.6	11.4	8.8	10.6	10.6	10.2	9.6	8.9	6.9	8.9
Have Internet Access	89.3	86.3	89.6	88.0	88.3	86.4	84.3	86.5	87.7	86.2
Obtain Travel Info.	83.5	81.7	80.6	78.9	81.2	83.0	81.1	79.0	80.0	80.8
Book Travel Services Online	58.4	57.5	52.4	56.9	56.3	59.1	59.9	54.6	62.3	59.0
Book Lodging Online	52.5	51.6	50.5	55.9	52.6	50.0	47.4	49.2	53.5	50.0

LEE COUNTY 2003 - 2004 SPRING/SUMMER SEASON AVERAGES

	5/03	6/03	7/03	8/03	Spr/Sum 2003	5/04	6/04	7/04	8/04	Spr/Sum 2004
Number of Visitors	138,608	144,383	167,476	103,182	553,649	140,505	153,553	177,815	64,246 ♦	536,119 ♦
Room Nights	442,320	379,936	415,812	348,557	1,586,625	457,138	395,506	427,340	177,423	1,457,407
Expenditures (\$)	95,311,754	74,296,604	70,070,284	64,151,507	303,830,149	98,938,000	81,743,940	75,991,018	40,861,700 ♦	297,534,658 ♦
									♦ Reflect Storm Impacts	
Occupancy Rate	73.3	66.5	71.0	63.3	68.5	74.4	69.3	73.4	65.8 *	70.7
Room Rate	87.75	89.57	86.75	91.07	88.79	91.88	93.25	90.52	95.05 *	92.68
									* August 2004 Occupancy & ADR estimated through August 10, 2004	
Occupancy										
< 20 Units	75.0	73.5	73.7	63.3	71.4	75.9	77.1	74.0	n/a	75.7
21-50 Units	71.7	68.8	75.9	64.6	70.3	72.4	71.6	78.7	n/a	74.2
51-100 Units	74.6	67.9	74.0	63.1	69.9	76.0	71.4	76.5	n/a	74.6
101+ Units	72.0	63.1	68.5	62.9	66.6	73.2	65.3	71.2	n/a	69.9
Average Room Rate										
< 20 Units	83.04	70.28	73.57	78.96	76.46	84.13	71.99	76.12	n/a	77.41
21-50 Units	82.79	85.19	81.35	79.61	82.24	87.39	87.45	84.65	n/a	86.50
51-100 Units	105.39	104.97	107.80	103.31	105.37	110.75	110.16	111.39	n/a	110.77
101+ Units	101.54	100.59	105.38	106.88	103.60	107.16	105.22	110.32	n/a	107.57
Visitor Origin										
Florida	30,632	32,197	39,357	28,685	130,871	26,977	31,018	38,764	14,628	111,387
Southeast	6,515	13,861	16,748	7,739	44,863	6,463	15,509	16,181	4,755	42,908
Northeast	41,582	33,497	39,189	20,430	134,698	43,557	36,853	43,031	7,030	130,471
Midwest	43,662	45,192	49,070	29,407	167,331	45,383	48,523	54,411	13,129	161,446
Canada	1,386	1,011	1,005	619	4,021	1,686	1,228	1,245	258	4,417
Europe	11,089	13,716	15,910	13,207	53,922	12,364	15,355	17,782	10,183	55,684
Markets of Opportunity	3,742	4,909	6,197	3,095	17,943	4,075	5,067	6,401	1,706	17,249
TOTAL	138,608	144,383	167,476	103,182	553,649	140,505	153,553	177,815	51,689	523,562
Transportation Mode										
Plane	61.5	58.7	55.8	55.8	58.0	64.1	59.6	57.6		60.4
Rental Car	54.8	54.0	49.1	52.7	52.7	58.8	56.7	50.4		55.3
Personal Car	35.4	41.6	43.1	43.2	40.8	33.6	40.9	41.9		38.8
Airport Deplanned										
SW Florida Int'l	80.2	78.4	67.8	62.5	72.2	81.4	77.3	71.7		76.8
Orlando Int'l	7.3	6.3	6.8	14.6	8.8	4.9	7.8	9.1		7.3
Miami Int'l	6.3	2.6	9.3	12.0	7.6	7.6	4.8	8.6		7.0
Tampa Int'l	4.2	10.5	12.2	6.9	8.5	5.7	7.9	8.0		7.2
Car Rental Location										
Fort Myers	78.9	76.9	66.9	60.3	70.8	80.3	75.1	72.6		76.0
Orlando	8.2	6.2	7.6	16.3	9.6	5.0	7.9	9.7		7.5
Miami	6.4	4.4	8.4	12.0	7.8	6.5	6.0	6.9		6.5
Tampa	4.7	11.5	11.4	7.2	8.7	5.8	9.7	8.6		8.0
Purpose of Trip										

LEE COUNTY 2003 - 2004 SPRING/SUMMER SEASON AVERAGES

	5/03	6/03	7/03	8/03	Spr/Sum 2003	5/04	6/04	7/04	8/04	Spr/Sum 2004
Vacation	98.1	98.4	96.6	95.8	97.2	98.8	98.2	97.1		98.0
Visit Friends & Relatives	n/a	11.1	11.2	15.0	12.4	n/a	11.9	12.2		12.1
Business/Conf/Meetings	22.7	22.0	22.4	22.1	22.3	20.7	19.5	21.6		20.6
First Visit										
Lee County	36.9	40.7	38.3	41.6	39.4	37.0	43.6	38.8		39.8
Florida	1.7	5.8	5.7	4.8	4.5	4.7	7.9	3.1		5.2
First Time Visitors										
Florida	29.6	32.0	37.5	29.7	32.2	29.9	33.6	39.2		34.2
Southeast	34.8	49.4	40.0	50.0	43.6	38.1	40.9	35.8		38.3
Northeast	41.5	44.5	38.3	38.6	40.7	41.7	48.9	42.6		44.4
Midwest	37.2	34.5	23.9	30.6	31.6	35.5	32.9	24.6		31.0
Europe	54.6	64.0	55.6	57.2	57.9	48.0	70.2	50.9		56.4
Markets of Opportunity	n/a	47.1	68.8	50.0	55.3	n/a	52.9	66.7		59.8
Avg Repeat Visits	3.8	3.3	3.2	3.2	3.4	3.6	3.2	3.1		3.3
Information Sources										
Internet	49.0	69.2	53.5	55.2	56.7	50.0	70.3	56.0		58.8
Previous Visit	61.2	56.4	59.7	57.4	58.7	61.7	54.0	59.0		58.2
Recommendations	38.6	46.9	47.2	47.8	45.1	41.1	49.5	48.5		46.4
Business Contacts	4.8	4.2	2.5	2.4	3.5	3.3	2.6	1.7		2.5
Print Media	16.9	16.0	16.3	18.6	17.0	11.6	13.4	15.6		13.5
Travel Agent	n/a	4.0	4.1	n/a	4.1	n/a	6.2	3.8		5.0
Assisted by Travel Agent	16.7	16.6	13.0	14.8	15.3	17.2	18.5	16.1		17.3
Travel Agent Assisted with										
Airline Reservations	72.1	69.2	78.4	69.8	72.4	66.7	64.4	70.5		67.2
Hotel/Motel Reservations	42.3	36.7	49.2	50.2	44.6	43.2	39.7	42.6		41.8
Fly/Drive Packages	15.6	21.6	28.2	24.4	22.5	27.0	25.9	35.5		29.5
Reservations										
Before	89.1	82.3	87.1	86.6	86.3	89.8	86.5	88.9		88.4
None	8.7	14.0	10.4	12.8	11.5	8.8	11.7	9.2		9.9
Percent with No	34.9	34.3	36.1	38.6	36.0	29.5	23.8	26.6		26.6
Length of Stay										
Away from Home (OOS)	9.0	9.9	10.8	10.7	10.1	9.1	10.1	10.7		10.0
In Florida (OOS)	8.3	9.0	9.7	10.3	9.3	8.3	9.2	9.6		9.0
In Lee County (OOS)	5.8	5.8	6.3	6.0	6.0	5.9	5.7	6.3		6.0
Length of Stay										
Away from Home (FL)	3.9	3.7	4.7	4.6	4.2	3.7	3.8	4.7		4.1
In Lee County (FL)	3.7	3.6	4.6	4.5	4.1	3.6	3.7	4.5		3.9

LEE COUNTY 2003 - 2004 SPRING/SUMMER SEASON AVERAGES

	5/03	6/03	7/03	8/03	Spr/Sum 2003	5/04	6/04	7/04	8/04	Spr/Sum 2004
% Staying 4 days or less										
Out-of-State	33.4	27.4	25.2	28.5	28.6	27.2	33.3	22.5		27.7
Floridian	85.5	69.1	62.6	64.8	70.5	85.7	68.2	62.7		72.2
Party Size										
Out-of-State	2.5	2.8	3.1	3.1	2.9	2.5	2.7	3.2		2.8
Floridian	2.7	3.0	3.1	3.4	3.1	2.8	3.1	3.2		3.0
Type of Party										
Couple	70.0	61.7	52.4	53.3	59.4	72.6	63.9	53.8		63.4
Family	24.6	36.1	46.2	44.8	37.9	22.2	33.1	45.0		33.4
Single	3.2	2.2	1.2	1.6	2.1	2.6	1.6	1.0		1.7
Where Stayed Night Before Lee										
At Home	76.3	67.5	65.4	66.1	68.8	74.3	62.1	65.5		67.3
In FL, Not in Lee	19.2	27.9	29.3	28.5	26.2	22.4	33.0	27.9		27.8
On the Road, Not in FL	4.5	4.6	5.2	5.3	4.9	3.3	4.9	6.6		4.9
Where Stayed in Florida										
Orlando/Disney	23.3	38.0	28.4	34.4	31.0	24.2	39.1	32.2		31.8
Tampa Bay	15.3	12.4	8.4	8.9	11.3	18.4	14.7	11.5		14.9
Ft. Lauderdale/Palm Bch.	8.2	7.4	16.8	13.3	11.4	6.9	8.6	8.8		8.1
Florida Keys	6.8	8.2	9.5	7.8	8.1	7.6	7.8	6.7		7.4
Sarasota	13.7	7.5	10.5	10.0	10.4	15.8	9.4	12.3		12.5
Miami	5.5	1.0	5.3	11.1	5.7	6.1	6.9	8.7		7.2
Naples/Marco	9.6	6.5	9.5	3.3	7.2	6.6	4.4	3.4		4.8
Attractions Visited										
Edison/Ford Home	10.4	10.3	9.4	6.6	9.2	9.6	9.0	10.5		9.7
Sea World	3.5	7.0	8.6	8.1	6.8	3.1	9.9	6.0		6.3
Disney	2.2	7.6	8.1	5.9	6.0	3.0	8.8	7.5		6.4
Universal Studios	1.9	5.1	7.9	7.7	5.7	4.4	7.7	10.3		7.5
EPCOT	3.3	5.7	7.8	n/a	5.6	3.7	5.8	5.1		4.9
Kennedy Space Center	3.7	6.0	10.4	5.9	6.5	3.8	8.0	9.5		7.1
Ding Darling	1.7	2.4	n/a	n/a	2.1	2.7	2.8	n/a		2.8
Satisfaction with Lee	99.3	99.8	99.1	99.3	99.4	99.4	99.7	99.2		99.4
Lee Features Liked Most										
Beaches	78.2	79.7	84.5	77.5	80.0	76.9	79.3	82.2		79.5
Climate	67.2	46.1	35.9	38.4	46.9	65.4	44.3	41.2		50.3
Rest/Relaxation/Quiet	65.0	57.7	68.7	63.1	63.6	64.5	60.2	64.6		63.1
Tropical Atmosphere	37.7	44.6	50.1	42.5	43.7	42.2	45.5	49.6		45.8
Not Commercial	22.5	n/a	30.3	27.5	26.8	26.1	n/a	25.9		26.0
Clean Environment	17.2	21.0	16.0	26.7	20.2	20.0	17.5	15.6		17.7
Friendly Residents	n/a	n/a	16.9	12.6	14.8	n/a	n/a	15.5		n/a

LEE COUNTY 2003 - 2004 SPRING/SUMMER SEASON AVERAGES

	5/03	6/03	7/03	8/03	Spr/Sum 2003	5/04	6/04	7/04	8/04	Spr/Sum 2004
Safety	n/a	1.7	3.9	3.2	2.9	n/a	2.3	2.6		2.5
<i>Lee Features Liked Least</i>										
No Specific Complaints	78.6	78.3	77.8	70.7	76.4	77.4	82.8	79.3		79.8
Congestion	7.0	3.5	5.9	2.7	4.8	6.6	1.9	3.0		3.8
Weather	n/a	3.8	6.6	9.9	6.8	n/a	3.0	4.0		3.5
Insects	5.3	7.6	7.0	8.3	7.1	7.5	6.1	8.0		7.2
Expense	0.3	n/a	n/a	0.2	0.3	0.9	n/a	n/a		n/a
<i>Expense Relative to Expectations</i>										
More Expensive	0.3	0.5	7.4	3.8	3.0	2.7	3.0	1.6		2.4
Less Expensive	2.3	3.5	1.8	2.5	2.5	1.2	1.5	1.9		1.5
As Expected	92.6	92.4	80.9	87.5	88.4	89.6	92.1	91.0		90.9
Don't Know	4.8	3.6	9.9	6.2	6.1	6.5	3.4	5.5		5.1
Recommend Lee	93.1	91.1	87.6	92.1	91.0	91.8	90.9	91.4		91.4
<i>Plan to Return (% yes)</i>										
To Local Area	91.0	92.6	87.3	87.8	89.7	90.1	90.4	89.0		89.8
Next Year	60.9	56.9	58.0	54.0	57.5	59.8	55.1	60.1		58.3
Median Age of Head of HH	48.9	47.3	47.6	47.5	47.8	49.4	48.3	47.9		48.5
Median Annual HH Income	83,426	77,600	81,385	80,969	80,845	86,040	78,512	83,516		82,689
<i>Average Number of</i>										
Getaway	2.6	2.7	2.6	2.7	2.7	2.8	2.6	2.7		2.7
Vacations	1.9	1.8	1.7	1.6	1.8	1.9	1.9	1.8		1.9
<i>Out-of-State Visitor</i>										
<i>Party Budget</i>										
Total	1,138.41	1,193.48	1,297.01	1,326.55	1,238.86	1,179.42	1,212.24	1,367.56		1,253.07
Per person/trip	455.36	426.24	418.39	427.92	431.98	471.77	448.98	427.36		449.37
Per person/day	78.51	73.49	66.41	71.32	72.43	79.96	78.77	67.84		75.52

LEE COUNTY 2003 - 2004 SPRING/SUMMER SEASON AVERAGES

	5/03	6/03	7/03	8/03	Spr/Sum 2003	5/04	6/04	7/04	8/04	Spr/Sum 2004
<i>Out-of-State Visitor</i>										
<i>Party Budget Breakout</i>										
Accommodations	780.93	617.46	691.41	746.72	709.13	808.19	635.14	719.84		721.06
Food/Entertainment	422.16	430.92	457.35	487.51	449.49	434.38	445.20	479.53		453.04
Rental Car	240.91	226.30	243.42	237.10	236.93	258.76	248.51	254.28		253.85
Retail Purchases	140.60	137.55	143.18	148.52	142.46	142.46	143.39	147.89		144.58
See/Read/Hear Message	39.1	46.0	46.0	50.5	45.4	36.8	42.9	47.2		42.3
<i>Type of Message Seen</i>										
Internet	68.2	77.2	65.0	74.1	71.1	71.7	78.9	65.3		72.0
TG's/VG's/Brochures	38.7	40.6	37.8	34.6	37.9	37.6	42.9	31.6		37.4
Newspaper	27.9	24.3	27.4	28.6	27.1	31.2	18.3	23.5		24.3
Magazine	14.2	16.1	21.3	16.6	17.1	10.9	10.0	20.6		13.8
Television	8.0	10.8	14.3	4.9	9.5	4.1	4.5	6.5		5.0
Influence by Lee Message	75.5	77.3	79.4	83.6	79.0	77.5	78.7	76.6		77.6
<i>Occupation</i>										
Professional/Technical	45.7	50.2	55.5	49.1	50.1	43.6	47.6	53.7		48.3
Executive/Managerial	17.2	16.6	12.1	17.2	15.8	18.8	17.6	15.4		17.3
Retired	14.8	12.2	10.5	9.5	11.8	16.3	12.9	11.7		13.6
Craft/Factory	8.4	6.0	6.2	4.4	6.3	7.1	6.5	6.1		6.6
Sales/Buyer	11.4	10.3	7.0	10.5	9.8	9.3	10.4	6.6		8.8
Have Internet Access	86.6	90.6	91.6	92.3	90.3	85.7	90.2	91.2		89.0
Obtain Travel Info.	78.6	74.6	75.3	77.7	76.6	80.2	75.6	76.9		77.6
Book Travel Services Online	58.7	51.3	58.4	57.5	56.5	59.2	54.8	58.7		57.6
Book Lodging Online	55.6	54.6	51.8	50.7	53.2	52.8	53.9	51.7		52.8

LEE COUNTY 2003 - 2004 FALL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	9/04	10/04	11/04	12/04	Fall 2004
Number of Visitors	85,295	80,510	104,079	134,360	404,244	71,551 ♦	76,945 ♦	101,477 ♦	131,673 ♦	381,646 ♦
Room Nights	260,760	293,669	464,150	516,620	1,535,199	209,545	262,895	446,078	487,220	1,405,738
Expenditures (\$)	44,680,182	49,552,337	60,186,665	81,552,613	235,971,797	39,163,798 ♦	47,077,170 ♦	60,031,670 ♦	82,167,310 ♦	228,439,948 ♦
						♦ Reflect Storm Impacts				
Occupancy Rate	51.5	62.4	71.0	61.5	61.6	64.0	71.3	77.2	65.0	69.4
Room Rate	81.12	81.87	74.01	101.90	84.73	88.67	88.08	79.25	109.76	91.44
Occupancy										
< 20 Units	50.0	64.0	71.9	64.7	62.7	n/a	n/a	n/a	n/a	n/a
21-50 Units	53.0	62.4	71.2	63.0	62.4	n/a	n/a	n/a	n/a	n/a
51-100 Units	52.4	64.4	74.3	60.6	62.9	n/a	n/a	n/a	n/a	n/a
101+ Units	50.4	61.2	69.5	60.3	60.4	n/a	n/a	n/a	n/a	n/a
Average Room Rate										
< 20 Units	70.23	72.40	71.94	86.91	75.37	n/a	n/a	n/a	n/a	n/a
21-50 Units	75.62	73.95	74.44	100.61	81.16	n/a	n/a	n/a	n/a	n/a
51-100 Units	90.53	92.06	101.36	118.52	100.62	n/a	n/a	n/a	n/a	n/a
101+ Units	92.49	86.83	94.99	103.72	94.51	n/a	n/a	n/a	n/a	n/a
Visitor Origin										
Florida	20,641	11,593	12,594	4,434	49,262	18,603	10,114	11,230	4,808	44,755
Southeast	6,227	5,072	6,869	10,211	28,379	6,547	4,946	5,812	8,447	25,752
Northeast	21,068	18,920	29,663	38,024	107,675	11,732	16,832	29,061	36,515	94,140
Midwest	23,456	25,280	35,179	61,537	145,452	14,844	23,772	33,790	57,177	129,583
Canada	682	1,610	3,018	4,837	10,147	324	1,255	2,266	5,198	9,043
Europe	9,553	13,848	12,385	11,958	47,744	9,464	13,215	12,413	14,034	49,126
Markets of Opportunity	3,668	4,187	4,371	3,359	15,585	3,306	3,691	3,940	3,768	14,705
TOTAL	85,295	80,510	104,079	134,360	404,244	64,820	73,825	98,512	129,947	367,104
Transportation Mode										
Plane	56.1	74.2	69.8	71.9	68.0	48.1	71.6	70.6	67.0	64.3
Rental Car	55.6	70.3	66.2	69.1	65.3	44.7	69.5	68.0	60.9	60.8
Personal Car	41.1	24.9	28.9	27.1	30.5	49.0	27.4	28.1	31.5	34.0
Airport Deplaned										
SW Florida Int'l	66.9	68.2	76.2	74.0	71.3	72.1	65.0	79.3	72.7	72.3
Orlando Int'l	14.7	8.9	8.0	5.6	9.3	5.7	11.8	7.1	9.2	8.5
Miami Int'l	9.0	12.1	6.8	7.8	8.9	16.4	9.0	6.1	8.5	10.0
Tampa Int'l	8.5	10.5	6.1	12.4	9.4	3.6	10.2	4.7	8.1	6.7
Car Rental Location										
Fort Myers	63.2	66.0	74.6	73.1	69.2	71.2	63.7	77.2	69.2	70.3
Orlando	15.2	9.0	8.4	5.1	9.4	3.2	11.1	7.3	10.5	8.0
Miami	9.4	12.9	7.3	8.1	9.4	19.2	8.7	7.2	9.8	11.2
Tampa	8.2	11.9	6.4	12.4	9.7	4.0	11.3	4.5	8.7	7.1
Purpose of Trip										

LEE COUNTY 2003 - 2004 FALL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	9/04	10/04	11/04	12/04	Fall 2004
Vacation	98.8	98.6	97.8	99.4	98.7	83.8	96.4	98.7	98.7	94.4
Visit Friends & Relatives	15.3	14.7	14.6	16.5	15.3	12.1	21.4	14.5	15.3	15.8
Business/Conf/Meetings	21.1	22.3	20.4	17.9	20.4	54.1	31.9	30.9	27.9	36.2
First Visit										
Lee County	45.0	40.3	38.8	36.5	40.2	42.1	36.8	34.3	32.5	36.4
Florida	6.3	6.8	3.1	4.3	5.1	6.0	10.6	5.1	4.2	6.5
First Time Visitors										
Florida	36.9	33.9	32.4	28.6	33.0	33.3	29.4	29.8	22.2	28.7
Southeast	40.0	35.7	43.1	42.5	40.3	44.9	36.1	40.0	37.1	39.5
Northeast	40.7	41.7	31.8	29.5	35.9	29.8	30.6	32.6	33.2	31.6
Midwest	36.6	29.6	24.4	28.6	29.8	45.5	25.0	24.0	20.7	28.8
Europe	61.9	53.8	58.4	46.7	55.2	56.0	58.8	48.3	37.5	50.2
Markets of Opportunity	69.2	n/a	n/a	53.4	61.3	59.6	n/a	n/a	62.5	61.1
Avg Repeat Visits	3.2	3.7	3.6	3.5	3.5	3.3	3.9	3.5	3.3	3.5
Information Sources										
Internet	54.6	51.9	48.9	64.2	54.9	68.2	53.4	49.2	67.6	59.6
Previous Visit	51.2	58.2	60.1	62.2	57.9	50.0	61.6	64.0	66.8	60.6
Recommendations	51.7	45.0	44.1	44.4	46.3	35.3	43.2	39.2	42.4	40.0
Business Contacts	1.3	5.2	3.9	n/a	3.5	18.2	4.6	5.1	n/a	9.3
Print Media	18.9	14.7	17.2	19.8	17.7	10.9	14.5	16.0	14.5	14.0
Travel Agent	3.9	n/a	3.3	n/a	3.6	n/a	n/a	3.9	n/a	n/a
Travel Agent Assisted	14.0	16.8	15.4	15.0	15.3	13.2	15.4	10.5	11.8	12.7
Travel Agent Assisted with:										
Airline Reservations	60.8	75.0	76.6	77.6	72.5	53.1	70.3	67.6	70.0	65.3
Hotel/Motel Reservations	50.0	44.4	49.3	35.8	44.9	48.6	41.7	41.7	40.5	43.1
Fly/Drive Packages	32.1	17.9	14.9	12.2	19.3	37.2	21.1	25.0	24.4	26.9
Reservations										
Before	82.3	81.1	84.6	86.4	83.6	80.7	86.2	87.3	87.0	85.3
None	15.7	17.0	13.4	10.4	14.1	16.1	11.7	10.5	11.4	12.4
Percent with No Reservations or	39.3	37.7	20.8	18.4	29.1	n/a	23.9	16.5	21.6	20.7
Length of Stay (OOS)										
Away from Home	10.2	10.6	10.0	11.0	10.5	10.7	10.6	10.2	10.8	10.6
In Florida	9.4	9.7	9.4	9.9	9.6	10.0	9.6	9.5	9.7	9.7
In Lee County	5.7	5.9	6.5	7.5	6.4	7.2	6.0	6.6	7.3	6.8
Length of Stay (FL)										
Away from Home	3.6	3.7	3.7	3.9	3.7	4.2	3.9	4.1	4.0	4.1
In Lee County	3.5	3.4	3.6	3.7	3.6	4.1	3.7	3.9	3.8	3.9

LEE COUNTY 2003 - 2004 FALL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	9/04	10/04	11/04	12/04	Fall 2004
% Staying 4 days or less										
Out-of-State	39.4	29.8	29.3	18.0	29.1	44.6	32.9	32.8	25.6	34.0
Floridian	79.2	90.3	82.4	74.3	81.6	66.7	84.8	68.4	78.8	74.7
Party Size										
Out-of-State	2.5	2.4	2.5	2.9	2.6	2.1	2.5	2.5	2.9	2.5
Floridian	2.9	2.4	2.4	2.3	2.5	3.0	2.6	2.6	2.5	2.7
Type of Party										
Couple	76.9	78.5	75.0	62.2	73.2	71.8	76.6	78.7	66.3	73.4
Family	21.7	18.9	21.0	36.0	24.4	16.8	20.8	17.8	31.9	21.8
Single	1.5	2.6	1.6	1.5	1.8	11.4	2.1	3.2	1.7	4.6
Where Stayed Night Before Lee										
At Home	64.4	66.8	72.0	71.8	68.8	63.3	61.9	70.4	67.5	65.8
In FL, Not in Lee	31.5	29.7	22.8	24.1	27.0	25.1	34.3	25.5	28.2	28.3
On the Road, Not in FL	4.2	3.5	5.2	4.1	4.3	11.6	3.8	4.1	4.3	6.0
Where Stayed in Florida										
Orlando/Disney	40.4	30.1	33.3	21.0	31.2	n/a	26.0	23.3	25.1	24.8
Tampa Bay	13.7	10.6	9.7	12.4	11.6	n/a	10.0	5.5	9.4	8.3
Ft. Lauderdale/Palm Bch.	7.9	8.6	7.4	9.1	8.3	n/a	11.5	10.7	8.2	10.1
Florida Keys	6.8	7.5	11.0	10.5	9.0	n/a	7.6	6.8	7.4	7.3
Sarasota	7.7	8.4	8.1	8.6	8.2	n/a	7.3	6.3	9.6	7.7
Miami	6.9	11.8	6.3	7.8	8.2	n/a	7.2	12.5	10.1	9.9
Naples/Marco Island	5.5	n/a	n/a	7.4	6.5	n/a	n/a	n/a	9.4	n/a
Attractions Visited										
Edison/Ford Home	11.5	8.0	6.4	9.1	8.8	14.6	9.5	5.6	10.0	9.9
Sea World	11.2	7.1	5.4	4.4	7.0	6.2	5.5	6.7	6.2	6.2
Disney	5.8	n/a	4.6	2.2	4.2	1.8	n/a	4.7	3.9	3.5
Universal Studios	6.3	4.6	3.8	4.5	4.8	2.9	5.1	6.3	7.3	5.4
EPCOT	7.8	5.0	5.3	4.1	5.6	3.1	5.3	4.5	5.9	4.7
Kennedy Space Center	7.4	7.9	7.5	6.0	7.2	4.5	6.1	6.2	4.5	5.3
Ding Darling	n/a	n/a	n/a	3.4	n/a	n/a	n/a	n/a	3.3	n/a
Satisfaction with Lee	99.4	99.3	99.7	98.8	99.3	98.7	99.6	100.0	99.7	99.5
Lee Features Liked Most										
Beaches	76.6	80.9	88.7	77.7	81.0	50.9	64.6	74.8	69.8	65.0
Climate	37.8	61.8	80.4	75.4	63.9	38.7	64.9	78.6	80.2	65.6
Rest/Relaxation/Quiet	73.4	51.8	76.6	71.9	68.4	48.1	53.9	63.3	68.2	58.4
Tropical Atmosphere	41.6	43.1	34.5	48.6	42.0	38.3	43.5	38.8	45.0	41.4
Not Commercial	26.8	14.3	28.5	24.7	23.6	20.7	20.1	21.3	20.8	20.7
Clean Environment	22.3	7.9	24.2	27.6	20.5	19.8	4.8	23.2	23.4	17.8
Friendly Residents	18.1	15.7	10.4	20.4	16.2	18.9	22.5	16.1	21.8	19.8

LEE COUNTY 2003 - 2004 FALL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	9/04	10/04	11/04	12/04	Fall 2004
Safety	3.4	6.5	2.8	n/a	4.2	1.3	1.7	2.3	n/a	1.8
<i>Lee Features Liked Least</i>										
No Specific Complaints	81.8	90.0	87.5	75.1	83.6	72.2	81.6	83.8	85.7	80.8
Congestion	2.5	1.2	2.6	10.9	4.3	1.3	1.3	3.2	9.7	3.9
Weather	4.8	0.9	n/a	3.3	3.0	13.5	7.5	1.9	1.1	6.0
Insects	3.5	3.7	5.4	1.1	3.4	4.5	8.0	7.5	2.7	5.7
Expense	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Expense vs. Expectations</i>										
More Expensive	2.1	1.0	0.7	1.8	1.4	2.3	0.8	1.6	2.5	1.8
Less Expensive	1.8	0.6	1.2	0.3	1.0	n/a	0.4	0.3	0.6	0.4
As Expected	91.6	95.5	95.7	94.8	94.4	85.5	96.3	93.0	94.3	92.3
Don't Know	4.5	2.9	2.4	3.1	3.2	12.2	2.5	5.1	2.6	5.6
Recommend Lee	99.3	92.1	92.7	91.3	93.9	82.1	91.8	92.5	90.1	89.1
<i>Plan to Return (% yes)</i>										
To Local Area	83.7	87.4	88.3	87.7	86.8	80.6	85.5	88.2	89.2	85.9
Next year	59.9	58.7	63.0	60.9	60.6	57.7	55.1	57.5	64.1	58.6
Median Age Head of HH	49.1	49.3	51.1	50.9	50.1	47.9	50.5	50.6	51.0	50.0
Median Annual HH Income	80,053	79,913	79,959	87,356	81,820	76,475	80,963	82,884	91,746	83,017
<i>Average Number of:</i>										
Getaway	2.6	2.8	2.6	2.8	2.7	2.8	2.7	2.7	2.7	2.7
Vacations	1.7	1.8	1.7	1.8	1.8	1.8	1.9	2.0	2.0	1.9
<i>Out-of-State Visitor</i>										
<i>Party Budget</i>										
Total	1,087.76	1,197.37	1,325.47	1,422.57	1,258.29	1,059.17	1,239.85	1,396.24	1,495.04	1,297.58
Per person/trip	435.10	498.90	530.19	490.54	488.68	504.68	495.94	558.50	515.53	518.66
Per person/day	76.33	84.56	81.57	65.41	76.97	70.09	82.66	84.62	70.62	77.00

LEE COUNTY 2003 - 2004 FALL AVERAGES

	9/03	10/03	11/03	12/03	Fall 2003	9/04	10/04	11/04	12/04	Fall 2004
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	649.35	588.54	752.96	726.88	679.43	672.12	607.64	775.00	785.35	710.03
Food/Entertainment	412.65	432.53	466.29	484.95	449.11	387.20	439.06	471.02	500.55	449.46
Rental Car	168.47	208.45	216.48	262.03	213.86	174.14	215.81	259.80	278.69	232.11
Retail Purchases	189.19	140.17	149.25	169.27	161.97	143.22	131.31	154.01	164.79	148.33
See/Read/Hear Message	46.2	37.0	39.3	33.8	39.1	37.0	40.1	41.2	33.3	37.9
Type of Message Seen										
Internet	74.5	75.3	68.9	75.6	73.6	73.8	77.1	72.1	77.6	75.2
TG's/VG's/Brochures	42.8	41.7	37.8	45.7	42.0	n/a	41.2	37.5	41.0	39.9
Newspaper	19.3	18.7	17.8	22.7	19.6	38.5	25.8	30.0	28.3	30.7
Magazine	13.2	15.5	9.4	24.9	15.8	n/a	8.7	6.0	17.5	10.7
Television	6.6	5.0	2.8	4.1	4.6	46.2	25.0	12.7	13.4	24.3
Influence by Lee Message	85.9	80.4	77.1	79.0	80.6	65.2	77.4	78.4	75.3	74.1
Occupation										
Professional/Tech	38.6	46.9	41.8	46.9	43.6	36.6	46.6	41.0	44.2	42.1
Executive/Managerial	23.2	16.1	20.0	18.3	19.4	21.1	19.4	18.7	21.7	20.2
Retired	16.6	16.4	20.6	15.5	17.3	16.5	14.7	19.7	13.9	16.2
Craft/Factory	6.6	4.2	6.8	6.9	6.1	9.3	2.5	9.0	7.5	7.1
Sales/Buyer	11.8	9.6	7.2	8.6	9.3	16.2	12.1	9.5	9.1	11.7
Have Internet Access	89.3	88.5	87.2	90.2	88.8	83.8	89.4	88.5	89.6	87.8
Obtain Travel Info.	83.4	83.7	76.4	81.7	81.3	82.8	82.5	77.6	79.2	80.5
Book Travel Services Online	68.3	65.9	62.9	59.6	64.2	63.2	67.0	64.9	63.1	64.6
Book Lodging Online	50.4	45.5	41.6	41.5	44.8	56.8	47.9	40.9	39.1	46.2

Beaches of Fort Myers - Sanibel – 2004 Annual Visitor Profile
Visitor Origins 2001 – 2004 (Actual Number of Visitors)



Lee County Visitor Origins (Actual Number of Visitors) 2001 - 2004

	Florida								Southeast							
	2001		2002		2003		2004		2001		2002		2003		2004	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	9,485	9,485	11,498	11,498	8,964	8,964	9,269	9,269	12,449	12,449	13,989	13,989	16,174	16,174	16,067	16,067
Feb	14,095	23,580	12,862	24,360	10,797	19,761	10,634	19,903	13,824	26,273	13,125	27,114	13,111	29,285	13,712	29,779
Mar	18,283	41,863	18,684	43,044	19,591	39,352	19,750	39,653	17,983	44,256	17,497	44,611	18,421	47,706	19,447	49,226
Apr	34,612	76,475	35,294	78,338	32,356	71,708	32,587	72,240	16,540	60,796	16,765	61,376	18,275	65,981	18,849	68,075
Winter	76,475	76,475	78,338	78,338	71,708	71,708	72,240	72,240	60,796	60,796	61,376	61,376	65,981	65,981	68,075	68,075
May	30,254	106,729	31,107	109,445	30,632	102,340	26,977	99,217	8,568	69,364	7,513	68,889	6,515	72,496	6,463	74,538
June	29,635	136,364	31,129	140,574	32,197	134,537	31,018	130,235	15,705	85,069	14,015	82,904	13,861	86,357	15,509	90,047
July	34,872	171,236	37,639	178,213	39,357	173,894	38,764	168,999	15,412	100,481	16,264	99,168	16,748	103,105	16,181	106,228
Aug	26,801	198,037	27,504	205,717	28,685	202,579	14,628	183,627	7,547	108,028	7,928	107,096	7,739	110,844	4,755	110,983
Spr/Sum	121,562	198,037	127,379	205,717	130,871	202,579	111,387	183,627	47,232	108,028	45,720	107,096	44,863	110,844	42,908	110,983
Sep	19,411	217,448	20,566	226,283	20,641	223,220	18,603	202,230	5,714	113,742	5,782	112,878	6,227	117,071	6,547	117,530
Oct	12,183	229,631	12,761	239,044	11,593	234,813	10,114	212,344	5,034	118,776	5,136	118,014	5,072	122,143	4,946	122,476
Nov	14,784	244,415	12,105	251,149	12,594	247,407	11,230	223,574	5,932	124,708	6,860	124,874	6,869	129,012	5,812	128,288
Dec	5,024	249,439	4,033	255,182	4,434	251,841	4,808	228,382	8,015	132,723	9,829	134,703	10,211	139,223	8,447	136,735
Fall	51,402	249,439	49,465	255,182	49,262	251,841	44,755	228,382	24,695	132,723	27,607	134,703	28,379	139,223	25,752	136,735
TOTAL	249,439		255,182		251,841		228,382		132,723		134,703		139,223		136,735	

Lee County Visitor Origins (Actual Number of Visitors) 2001 - 2004

	Northeast								Midwest							
	2001		2002		2003		2004		2001		2002		2003		2004	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	59,481	59,481	55,765	55,765	54,563	54,563	59,529	59,529	85,961	85,961	84,510	84,510	84,572	84,572	90,426	90,426
Feb	95,682	155,163	93,185	148,950	89,719	144,282	100,184	159,713	117,637	203,598	119,171	203,681	119,797	204,369	131,247	221,673
Mar	92,613	247,776	91,343	240,293	93,276	237,558	99,056	258,769	126,781	330,379	128,710	332,391	123,394	327,763	129,745	351,418
April	87,910	335,686	88,236	328,529	88,679	326,237	93,927	352,696	115,171	445,550	116,177	448,568	117,739	445,502	127,472	478,890
Winter	335,686	335,686	328,529	328,529	326,237	326,237	352,696	352,696	445,550	445,550	448,568	448,568	445,502	445,502	478,890	478,890
May	36,680	372,366	38,093	366,622	41,582	367,819	43,557	396,253	39,759	485,309	40,465	489,033	43,662	489,164	45,383	524,273
June	27,996	400,362	28,434	395,056	33,497	401,316	36,853	433,106	42,335	527,644	43,661	532,694	45,192	534,356	48,523	572,796
July	35,184	435,546	35,470	430,526	39,189	440,505	43,031	476,137	43,279	570,923	44,919	577,613	49,070	583,426	54,411	627,207
Aug	17,609	453,155	18,597	449,123	20,430	460,935	7,030	483,167	26,511	597,434	27,308	604,921	29,407	612,833	13,129	640,336
Spr/Sum	117,469	453,155	120,594	449,123	134,698	460,935	130,471	483,167	151,884	597,434	156,353	604,921	167,331	612,833	161,446	640,336
Sept	19,254	472,409	19,905	469,028	21,068	482,003	11,732	494,899	19,802	617,236	21,805	626,726	23,456	636,289	14,844	655,180
Oct	15,684	488,093	17,819	486,847	18,920	500,923	16,832	511,731	21,593	638,829	23,655	650,381	25,280	661,569	23,772	678,952
Nov	25,990	514,083	29,859	516,706	29,663	530,586	29,061	540,792	31,546	670,375	33,087	683,468	35,179	696,748	33,790	712,742
Dec	36,725	550,808	36,419	553,125	38,024	568,610	36,515	577,307	52,277	722,652	57,085	740,553	61,537	758,285	57,177	769,919
Fall	97,653	550,808	104,002	553,125	107,675	568,610	94,140	577,307	125,218	722,652	135,632	740,553	145,452	758,285	129,583	769,919
TOTAL	550,808		553,125		568,610		577,307		722,652		740,553		758,285		769,919	

Lee County Visitor Origins (Actual Number of Visitors) 2001 - 2004

	Canada								Europe							
	2001		2002		2003		2004		2001		2002		2003		2004	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,731	5,731	5,941	5,941	7,015	7,015	7,003	7,003	17,390	17,390	12,839	12,839	15,784	15,784	17,508	17,508
Feb	9,758	15,489	7,612	13,553	7,198	14,213	7,556	14,559	14,366	31,756	10,237	23,076	10,540	26,324	11,194	28,702
Mar	9,291	24,780	9,194	22,747	10,234	24,447	9,116	23,675	26,975	58,731	22,539	45,615	18,129	44,453	19,143	47,845
April	8,577	33,357	7,059	29,806	7,789	32,236	8,945	32,620	31,549	90,280	21,177	66,792	23,069	67,522	25,558	73,403
Winter	33,357	33,357	29,806	29,806	32,236	32,236	32,620	32,620	90,280	90,280	66,792	66,792	67,522	67,522	73,403	73,403
May	2,945	36,302	1,977	31,783	1,386	33,622	1,686	34,306	12,316	102,596	9,754	76,546	11,089	78,611	12,364	85,767
June	956	37,258	809	32,592	1,011	34,633	1,228	35,534	15,842	118,438	11,993	88,539	13,716	92,327	15,355	101,122
July	934	38,192	1,084	33,676	1,005	35,638	1,245	36,779	19,927	138,365	14,405	102,944	15,910	108,237	17,782	118,904
Aug	968	39,160	783	34,459	619	36,257	258	37,037	14,707	153,072	12,431	115,375	13,207	121,444	10,183	129,087
Spr/Sum	5,803	39,160	4,653	34,459	4,021	36,257	4,417	37,037	62,792	153,072	48,583	115,375	53,922	121,444	55,684	129,087
Sept	783	39,943	743	35,202	682	36,939	324	37,361	9,784	162,856	9,994	125,369	9,553	130,997	9,464	138,551
Oct	1,386	41,329	1,401	36,603	1,610	38,549	1,255	38,616	12,912	175,768	12,839	138,208	13,848	144,845	13,215	151,766
Nov	2,825	44,154	3,127	39,730	3,018	41,567	2,266	40,882	9,605	185,373	11,096	149,304	12,385	157,230	12,413	164,179
Dec	4,067	48,221	4,285	44,015	4,837	46,404	5,198	46,080	9,211	194,584	10,585	159,889	11,958	169,188	14,034	178,213
Fall	9,061	48,221	9,556	44,015	10,147	46,404	9,043	46,080	41,512	194,584	44,514	159,889	47,744	169,188	49,126	178,213
TOTAL	48,221		44,015		46,404		46,080		194,584		159,889		169,188		178,213	

Lee County Visitor Origins (Actual Number of Visitors) 2001 - 2004

	Markets of Opportunity								TOTAL							
	2001		2002		2003		2004		2001		2002		2003		2004	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,114	7,114	7,090	7,090	7,795	7,795	6,179	6,179	197,611	197,611	191,632	191,632	194,867	194,867	205,981	205,981
Feb	5,692	12,806	6,300	13,390	5,913	13,708	5,317	11,496	271,054	468,665	262,492	454,124	257,075	451,942	279,844	485,825
Mar	7,793	20,599	8,600	21,990	9,357	23,065	7,596	19,092	299,719	768,384	296,567	750,691	292,402	744,344	303,853	789,678
April	11,946	32,545	9,412	31,402	11,684	34,749	12,140	31,232	306,305	1,074,689	294,120	1,044,811	299,591	1,043,935	319,478	1,109,156
Winter	32,545	32,545	31,402	31,402	34,749	34,749	31,232	31,232	1,074,689	1,074,689	1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156
May	3,347	35,892	2,900	34,302	3,742	38,491	4,075	35,307	133,869	1,208,558	131,809	1,176,620	138,608	1,182,543	140,505	1,249,661
June	4,097	39,989	4,716	39,018	4,909	43,400	5,067	40,374	136,566	1,345,124	134,757	1,311,377	144,383	1,326,926	153,553	1,403,214
July	6,072	46,061	5,111	44,129	6,197	49,597	6,401	46,775	155,680	1,500,804	154,892	1,466,269	167,476	1,494,402	177,815	1,581,029
Aug	2,612	48,673	3,328	47,457	3,095	52,692	1,706	48,481	96,755	1,597,559	97,879	1,564,148	103,182	1,597,584	51,689	1,632,718
Spr/Sum	16,128	48,673	16,055	47,457	17,943	52,692	17,249	48,481	522,870	1,597,559	519,337	1,564,148	553,649	1,597,584	523,562	1,632,718
Sept	3,522	52,195	3,799	51,256	3,668	56,360	3,306	51,787	78,270	1,675,829	82,594	1,646,742	85,295	1,682,879	64,820	1,697,538
Oct	4,158	56,353	4,202	55,458	4,187	60,547	3,691	55,478	72,950	1,748,779	77,813	1,724,555	80,510	1,763,389	73,825	1,771,363
Nov	3,484	59,837	4,741	60,199	4,371	64,918	3,940	59,418	94,166	1,842,945	100,875	1,825,430	104,079	1,867,468	98,512	1,869,875
Dec	4,307	64,144	3,780	63,979	3,359	68,277	3,768	63,186	119,626	1,962,571	126,016	1,951,446	134,360	2,001,828	129,947	1,999,822
Fall	15,471	64,144	16,522	63,979	15,585	68,277	14,705	63,186	365,012	1,962,571	387,298	1,951,446	404,244	2,001,828	367,104	1,999,822
TOTAL	64,144		63,979		68,277		63,186		1,962,571		1,951,446		2,001,828		1,999,822	