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## July 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel



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

### Prepared for:

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

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## Lee County July 2006 Visitor Profile

### *Executive Summary: July 2006*

1. This July, the industry's occupancy rate recorded a 3.7 point decline. The concomitant contraction in visitation (-1.2%) reflects the prevailing uncertainty about weather and environmental factors among potential visitors. Strategically, as a countervailing force, the destination's average daily rate (ADR) increased by 7.6%, contributing to a \$12.2 million expansion of tourism's economic impact on the destination **(2005: \$136,400,374; 2006: \$148,644,590)**.
  
2. Although there were contractions in the Northeastern, Midwestern, and Opportunity Markets, note must be taken that Florida, as well as the Southeastern, European, and Canadian segments all generated more visitation this July. Specifically:

<u>Market Segments</u>	<u>Rel. %</u>	<u>2005 Visitor #</u>	<u>July Rel. %</u>	<u>2006 Visitor #</u>	<u>Difference</u>
Florida	22.1%	40,066	22.8%	40,846	+ 780
Southeast	8.1	14,685	8.3	14,869	+ 184
Northeast	24.1	43,692	23.9	42,817	- 875
Midwest	31.0	56,201	29.3	52,491	-3,710
Canada	0.8	1,450	0.9	1,612	+ 162
Europe	10.6	19,217	11.8	21,140	+1,923
Markets of Opportunity	3.3	5,983	3.0	5,375	- 608
<b>Total</b>	<b>100.0</b>	<b>181,294</b>	<b>100.0</b>	<b>179,150</b>	<b>-2,144</b>

3. Fully 37.8% of this July's visitors are in Lee for the first time **(2005: 36.7%)**. Importantly, almost one of every five first time visitors to Lee (19.3%) has not previously come to the State. This statistic is a dramatic increase over last year's 10.9%.

## Lee County July 2006 Visitor Profile

4. This July, better than half of Lee's visitors (55.1%) use air transport to reach the **Beaches of Fort Myers - Sanibel (2005: 56.0%)**. Southwest Florida International, moreover, is the primary airport of deplanement for visitors to Lee County **(2006: 70.9%)**.

5. The following DMA's are this month's dominant feeder markets for the destination (in rank order):

<u>July 2005</u>			<u>July 2006</u>			<u>'05 Rank</u>
1.	Miami/Fort Lauderdale	10.9%	1.	Miami/Fort Lauderdale	10.5%	1
2.	New York	8.7	2.	New York	8.2	2
3.	Chicago	8.0	3.	Chicago	7.2	3
4.	Philadelphia	5.6	4.	Tampa/St. Petersburg	5.5	5
5.	Tampa/St. Petersburg	4.9	5.	West Palm/Ft. Pierce	4.8	7
6.	Cincinnati	4.0	6.	Philadelphia	4.7	4
7.	West Palm/Ft. Pierce	3.8	7.	Washington D.C.	3.4	--
8.	Greater Orlando	3.5	8.	Greater Orlando	3.2	8
9.	Indianapolis	3.4	9.	Indianapolis	2.9	9
10.	St. Louis	3.0	10.	Cincinnati	2.7	6

6. July's *MANAGEMENT BAROMETER* relates that two of every five visitors (39.9%) have no reservations or make their reservations within seven (7) days of arriving in Lee **(2005: 28.5%)**.

7. This July, better than nine of every ten visitors (93.0%) report Internet access. A majority of these (79.1%) retrieve travel information on-line. Additionally, some 72.6% of Internet users buy travel services via the Web, with 63.4% of these saying that they bought travel services for this trip on-line **(2005: 61.1%)**.

**The Beaches of Fort Myers - Sanibel:**  
*2006 July Visitor Profile*

*the beaches of*  
FORT MYERS  SANIBEL

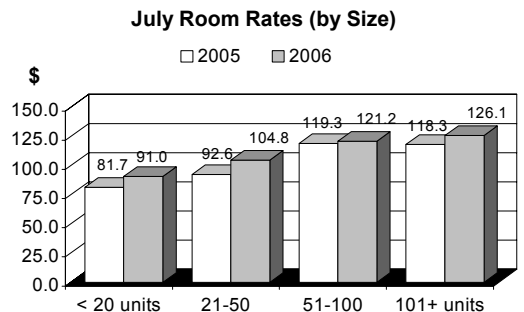
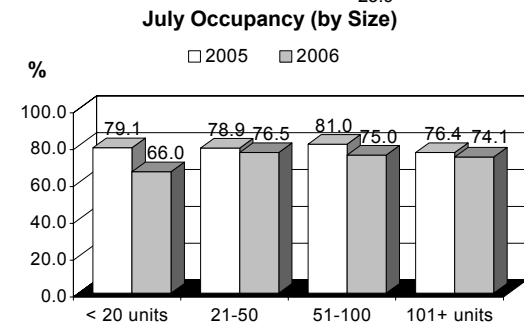
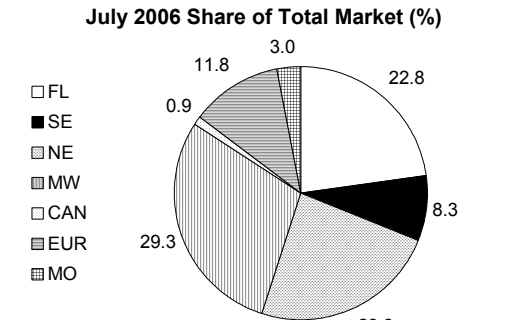
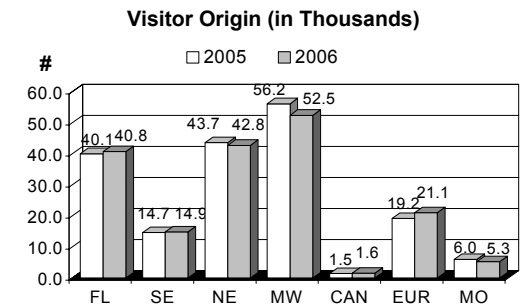
## July 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual	YEAR TO DATE		% Δ	July		% Δ
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	1,560,090	1,583,560	+1.5	181,294	179,150	-1.2
Room Nights	5,448,463	3,654,402	3,674,520	+0.6	420,557	422,000	+0.3
Direct Exp. (\$)	\$1,235,214,646	\$925,384,873	\$1,013,290,470	+9.5	\$81,205,200	\$88,494,725	+9.0

Visitor Origin	Annual Market Share			July 2005		July 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	22.1%	40,066	22.8%	40,846	+1.9
Southeast	7.0	6.8	6.6	8.1	14,685	8.3	14,869	+1.3
Northeast	28.4	28.9	28.8	24.1	43,692	23.9	42,817	-2.0
Midwest	37.9	38.5	38.1	31.0	56,201	29.3	52,491	-6.6
Canada	2.3	2.3	2.5	0.8	1,450	0.9	1,612	+11.2
Europe	8.4	8.9	9.7	10.6	19,217	11.8	21,140	+10.0
Markets of Opp.	3.4	3.2	2.9	3.3	5,983	3.0	5,375	-10.2
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0</b>	<b>181,294</b>	<b>100.0</b>	<b>179,150</b>	<b>-1.2</b>

Occupancy	Jan.	Feb.	Mar.	Apr.	Winter	May	June	July
Occupancy 2004	80.6%	92.4%	95.3%	83.5%	88.0%	74.4%	69.3%	73.4%
Occupancy 2005	83.1	93.3	95.8	84.1	89.1	78.4	72.2	77.4
Occupancy 2006	80.2	89.8	92.5	82.5	86.3	78.0	71.2	73.7
<b>Δ Points ('05-'06)</b>	<b>-2.9</b>	<b>-3.5</b>	<b>-3.3</b>	<b>-1.6</b>	<b>-2.8</b>	<b>-0.4</b>	<b>-1.0</b>	<b>-3.7</b>
ADR 2004	\$116.90	\$146.09	\$143.29	\$114.89	\$130.29	\$91.88	\$93.25	\$90.52
ADR 2005	126.03	158.53	156.14	116.62	139.33	97.81	98.17	97.49
ADR 2006	134.44	171.61	170.85	133.33	152.56	105.64	108.20	104.87
<b>Δ % ('05-'06)</b>	<b>+6.7%</b>	<b>+8.3%</b>	<b>+9.4%</b>	<b>+14.3%</b>	<b>+9.5%</b>	<b>+8.0%</b>	<b>+10.2%</b>	<b>+7.6%</b>

Size Category	July Occupancy			July Room Rate		
	2005	2006	Point Δ	2005	2006	% Δ
< 20 units	79.1%	66.0%	-13.1	\$81.71	\$90.98	+11.3
21-50 units	78.9	76.5	-2.4	92.58	104.80	+13.2
51-100 units	81.0	75.0	-6.0	119.30	121.24	+1.6
101 + units	76.4	74.1	-2.3	118.33	126.09	+6.6



## July 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Transportation Mode (H/M/C/C + In-Home)</b>				
Plane	55.8%	57.6%	56.0%	55.1%
Rental Car	49.1	50.4	49.8	54.1
Personal Car	43.1	41.9	42.4	43.0
<b>Airport Deplanned</b>				
Southwest Florida International	67.8%	71.7%	74.7%	70.9%
Orlando International	6.8	9.1	9.8	13.4
Miami International	9.3	8.6	4.7	8.5
Tampa International	12.2	8.0	5.3	5.2
<b>Car Rental Location</b>				
Fort Myers	66.9%	72.6%	76.8%	69.7%
Orlando	7.6	9.7	12.7	13.7
Miami	8.4	6.9	4.4	8.7
Tampa	11.4	8.6	3.7	5.3

	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Purpose of Trip</b>				
<b>A. Visitor Profile Data</b>				
Vacation	96.6%	97.1%	96.9%	96.1%
Visit Friends and Relatives	11.2	12.2	14.5	15.8
<b>B. Occupancy Survey Data</b>				
Business Meetings/ Conferences	22.4%	21.6%	25.5%	26.1%
<b>First Visit to (% yes)</b>				
Lee County	38.3%	38.8%	36.7%	37.8%
Florida	5.7	3.1	4.0	7.3
<b>First Time Visitors (by Region)</b>				
Florida	37.5%	39.2%	31.0%	30.0%
Southeast	40.0	35.8	32.0	50.0
Northeast	38.3	42.6	40.7	33.3
Midwest	23.9	24.6	28.6	29.5
Europe	55.6	50.9	58.6	63.2
Markets of Opportunity	68.8	66.7	61.1	77.8

## July 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Average Repeat Visits to Lee</b>	3.2	3.1	3.3	3.0
<b>Information Sources (Multiple Response)</b>				
Internet	53.5%	56.0%	57.5%	60.9%
Previous Visit	59.7	59.0	62.6	60.5
Recommendations	47.2	48.5	42.9	45.6
Print Media	16.3	15.6	13.0	14.8
Travel Agent	4.1	3.8	1.6	3.2
Business Contacts	2.5	1.7	1.1	0.8
<b>Assisted by Travel Agent</b>	13.0%	16.1%	9.0%	10.6%
<b>Travel Agent Assisted with</b>				
Airline Reservations	78.4%	70.5%	66.9%	60.3%
Hotel/Motel Reservations	49.2	42.6	43.5	47.4
Vacation Packages (Including fly/drive)	28.2	35.5	27.3	30.2
<b>Reservations</b>				
Before Leaving Home	87.1%	88.9%	90.3%	87.0%
None	10.4	9.2	7.5	12.6
<b>Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b>	36.1%	26.6%	28.5%	39.9%

	<u>Jul. '03</u> <u>Out-of-</u> <u>State</u>	<u>Jul. '04</u> <u>Out-of-</u> <u>State</u>	<u>Jul. '05</u> <u>Out-of-</u> <u>State</u>	<u>Jul. '06</u> <u>Out-of-</u> <u>State</u>	<u>Jul. '03</u> <u>Floridian</u>	<u>Jul. '04</u> <u>Floridian</u>	<u>Jul. '05</u> <u>Floridian</u>	<u>Jul. '06</u> <u>Floridian</u>
<b>Length of Stay (days)</b>								
Away from Home	10.8	10.7	10.6	10.5	4.7	4.7	4.8	4.7
In Florida	9.7	9.6	9.6	9.5	N/A	N/A	N/A	N/A
In Lee County	6.3	6.3	6.2	6.1	4.6	4.5	4.6	4.5

<b>% Staying 4 Days or Less in Lee</b>	25.2%	22.5%	29.5%	36.2%	62.6%	62.7%	53.2%	64.2%
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<b>Party Size</b>	3.1	3.2	3.2	3.1	3.1	3.2	3.3	3.3
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## July 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Party Composition</b>				
Couple	52.4%	53.8%	54.2%	56.3%
Family	46.2	45.0	45.5	43.2
Single	1.2	1.0	0.3	0.5
<b>Where Stay Night Before Lee (Out-of-State)</b>				
At Home	65.4%	65.5%	67.1%	67.4%
In Florida, Not in Lee	29.3	27.9	27.3	29.4
On the Road, Not in Florida	5.2	6.6	5.6	3.3
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>				
Orlando/Disney	28.4%	32.2%	27.3%	35.2%
Sarasota	10.5	12.3	14.4	17.4
Miami	5.3	8.7	4.6	10.1
Tampa Bay	8.4	11.5	8.1	9.2
Naples/Marco	9.5	3.4	4.7	6.6
Florida Keys	9.5	6.7	7.5	5.3
Fort Lauderdale/Palm Beach	16.8	8.8	12.5	4.0
<b>Attractions Visited</b>				
Universal Studios	7.9%	10.3%	8.8%	10.8%
Kennedy Space Center	10.4	9.5	7.3	9.4
Disney	8.1	7.5	8.1	9.2
Edison Home/Ford Home	9.4	10.5	10.1	9.0
Sea World	8.6	6.0	7.7	8.6
EPCOT	7.8	5.1	5.3	7.8
<b>Satisfaction with Lee County</b>				
Very Satisfied	76.5%	82.2%	78.9%	79.5%
Satisfied	<u>22.6</u>	<u>17.0</u>	<u>20.4</u>	<u>20.1</u>
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>99.1%</b>	<b>99.2%</b>	<b>99.3%</b>	<b>99.6%</b>



## July 2006 Visitor Profile -- The Beaches of Fort Myers - Sanibel

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	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Features Liked Most about Lee</b>				
Beaches	84.5%	82.2%	82.1%	81.9%
Rest/Relaxation/Quiet	68.7	64.6	62.5	59.4
Climate	35.9	41.2	49.0	47.0
Tropical Atmosphere	50.1	49.6	40.5	39.8
Accommodations	N/A	12.0	29.2	23.7
Not Commercial	30.3	25.9	24.9	22.4
Friendly Residents	16.9	15.5	14.5	17.9
Restaurants	N/A	5.2	12.9	13.6
Clean Environment	16.0	15.6	17.9	13.0
Safety	3.9	2.6	1.4	4.8
<b>Features Liked Least about Lee</b>				
No Specific Complaints	77.8%	79.3%	74.9%	77.1%
Water Quality/Red Tide	N/A	N/A	N/A	8.5
Insects	7.0	8.0	9.2	5.0
Weather	6.6	4.0	5.7	5.1

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	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Expense Relative to Expectations</b>				
More Expensive	7.4%	1.6%	4.9%	7.1%
Less Expensive	1.8	1.9	1.3	0.4
As Expected	80.9	91.0	84.8	81.9
<b>Recommend Lee to Friends/Relatives</b> (% yes)	87.6%	91.4%	93.7%	92.7%
<b>Plan to Return (% yes)</b>				
To Local Area	87.3%	89.0%	88.6%	86.1%
Next Year (Base: Return to Local Area)	58.0	60.1	57.4	55.0
<b>Median Age Head of Household (years)</b>	47.6	47.9	48.4	48.0
<b>Median Annual Household Income</b>	\$81,385	\$83,516	\$83,948	\$87,941

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	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Average Number of (per year)</b>				
Getaway Trips	2.6	2.7	2.8	2.6
Vacations	1.7	1.8	1.8	1.8
<b>Out-of-State Visitor Party Budget</b> (Lee Stay: Food/Lodging/Entertainment)				
Total	\$1,297.01	\$1,367.56	\$1,433.35	\$1,531.32
Per Person/Trip	418.39	427.36	447.92	493.97
Per Person/Day	66.41	67.84	72.25	80.98
<b>Out-of-State Visitor Party Budget Breakout (Lee Stay)</b>				
Accommodations	\$691.41	\$719.84	\$759.79	\$821.54
Food/Entertainment	457.35	479.53	493.72	520.01
Rental Car	243.42	254.28	249.03	258.93
Retail Purchases	143.18	147.89	144.95	149.42
<b>See/Read/Hear Lee Message</b>	46.0%	47.2%	47.4%	46.3%
<b>Type of Message Seen</b>				
Internet	65.0%	65.3%	65.1%	66.7%
Travel Guides/Visitor Guides/Brochures	37.8	31.6	31.1	35.1
Newspapers	27.4	23.5	24.9	20.9
Magazines	21.3	20.6	16.4	15.6
Television	14.3	6.5	8.2	5.3
<b>Influenced by Lee Message</b> (Base: Respondents Reporting See/Read/Hear Message)	79.4%	76.6%	76.3%	76.6%

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	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Occupation</b>				
Professional/Technical	55.5%	53.7%	54.2%	53.2%
Executive/Managerial	12.1	15.4	14.2	16.5
Retired	10.5	11.7	14.1	10.9
Salesman/Buyer	7.0	6.6	7.7	9.2
Craft/Factory	6.2	6.1	6.5	4.4

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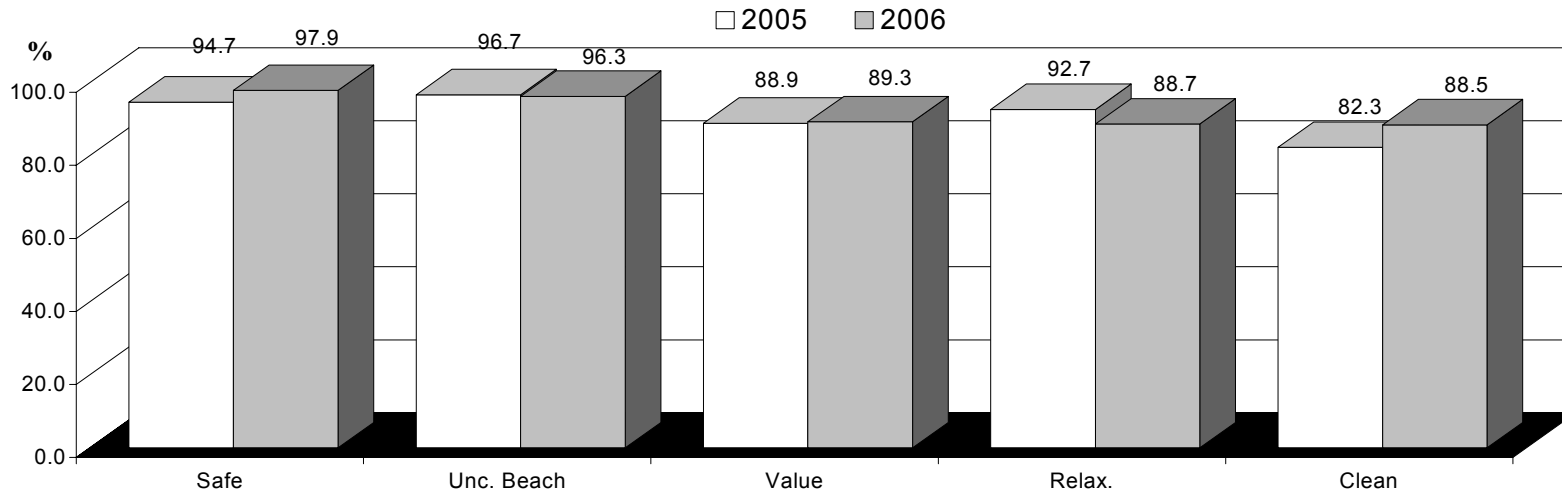
	<u>July 2003</u>	<u>July 2004</u>	<u>July 2005</u>	<u>July 2006</u>
<b>Have Internet Access</b>	91.6%	91.2%	91.6%	93.0%
<b>Use Internet to:</b> <i>(Base: Respondents who have Internet access)</i>				
Obtain Travel Information	75.3%	76.9%	78.5%	79.1%
Book Travel Reservations On-line	58.4	58.7	66.1	72.6
<b>Book Lodging Reservations:</b> <i>(Base: Respondents who book travel reservations on-line)</i>	51.8%	51.7%	53.6%	56.1%

**July 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel**

**Influential Factors in Choosing Lee**

Influential Factors	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	July '05
Safe Destination	93.8%	88.2%	85.6%	96.0%	93.3%	91.1%	93.3%	97.9%	94.3%	95.3%	93.6%	<b>97.9%</b>	94.7%
Uncommercialized Beaches	98.1	93.8	89.6	90.3	87.0	88.6	88.3	89.5	92.8	90.4	92.9	<b>96.3</b>	96.7
Good Value for the Money	90.6	86.8	89.7	87.0	86.8	88.8	83.4	85.2	86.4	89.5	87.1	<b>89.3</b>	88.9
Complete Relaxation	94.7	91.5	93.4	91.8	91.6	82.1	86.8	88.6	90.0	88.5	87.8	<b>88.7</b>	92.7
Clean, Unspoiled Environment	77.9	77.1	70.5	66.3	68.4	66.9	72.8	71.6	75.2	84.8	76.4	<b>88.5</b>	82.3
Sunning on the Beach	83.2	71.8	77.8	79.7	83.0	81.7	84.7	89.9	89.5	84.7	79.6	<b>86.0</b>	85.0
Quiet Atmosphere	85.2	83.2	86.4	92.8	90.7	87.3	85.3	86.1	90.1	93.0	87.3	<b>84.7</b>	88.1
Reasonably Priced Lodging	89.5	83.3	83.0	76.3	72.5	73.5	74.0	73.1	73.7	83.9	84.5	<b>83.2</b>	89.1
White Sand Beaches w/ Shelling	80.7	79.2	71.5	74.1	73.5	80.4	74.4	75.1	79.1	78.9	79.0	<b>83.2</b>	86.1
Family Atmosphere	77.8	69.9	71.3	72.6	76.3	72.8	70.3	76.6	76.1	74.2	78.6	<b>79.2</b>	83.7
Warm Weather	73.4	79.8	93.9	99.1	99.7	98.6	99.6	99.7	99.7	96.0	81.5	<b>75.8</b>	79.0
Tropical Plants/Animals	70.7	66.1	67.9	61.8	61.4	69.1	73.9	70.2	71.0	79.1	79.8	<b>75.7</b>	74.2
Upscale Accommodations	75.6	71.1	74.9	72.0	73.7	72.6	72.7	73.5	75.1	79.2	69.0	<b>74.3</b>	72.4
Affordable Dining	77.0	68.8	67.5	69.7	70.6	70.0	67.8	68.8	75.8	78.6	73.5	<b>69.6</b>	75.9

**Influential Factors in Choosing Lee (Top Five) -- July**



TOP U.S. FEEDER MARKETS

<u>July 2005</u>			<u>July 2006</u>		<u>'05 Rank</u>	
1.	Miami/Fort Lauderdale	10.9%	1.	Miami/Fort Lauderdale	10.5%	1
2.	New York	8.7	2.	New York	8.2	2
3.	Chicago	8.0	3.	Chicago	7.2	3
4.	Philadelphia	5.6	4.	Tampa/St. Petersburg	5.5	5
5.	Tampa/St. Petersburg	4.9	5.	West Palm Beach/Ft. Pierce	4.8	7
6.	Cincinnati	4.0	6.	Philadelphia	4.7	4
7.	West Palm Beach/Ft. Pierce	3.8	7.	Washington D.C.	3.4	--
8.	Greater Orlando	3.5	8.	Greater Orlando	3.2	8
9.	Indianapolis	3.4	9.	Indianapolis	2.9	9
10.	St. Louis	3.0	10.	Cincinnati	2.7	6

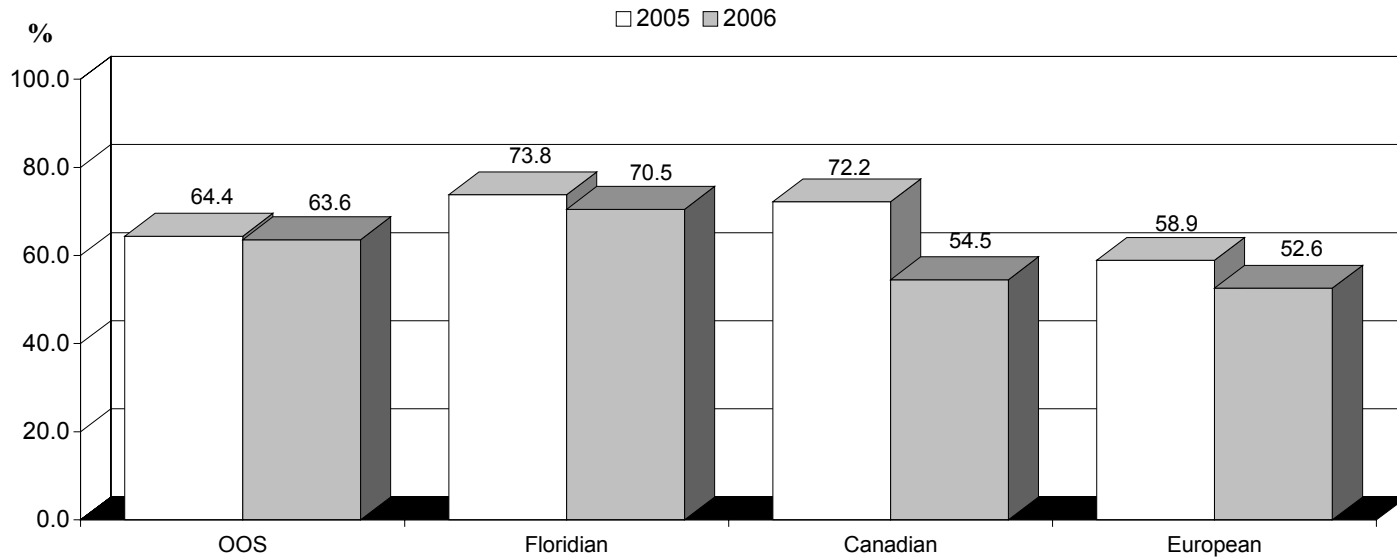
**Please Note:** In July 2006, the Miami/Ft. Lauderdale segment accounted for 40.2% of the Florida market. The distribution is as follows: Broward County: 47%; Dade County: 53%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2006

1. Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	July '05
U.S. OOS Travelers	61.5%	63.8%	67.9%	83.3%	76.2%	70.8%	73.7%	77.4%	73.1%	71.7%	60.9%	<b>63.6%</b>	64.4%
Floridian Travelers	67.3	67.4	75.0	84.0	78.5	73.8	78.9	80.0	77.4	75.5	73.1	<b>70.5</b>	73.8
Canadian Travelers	66.8	68.2	68.9	75.6	71.4	75.0	76.2	76.0	71.4	71.1	59.4	<b>54.5</b>	72.2
European Travelers	63.6	58.2	68.2	75.5	78.3	73.7	80.0	74.5	73.0	70.2	58.3	<b>52.6</b>	58.9

Reservations: July 2006 -- Over the Next Three Months

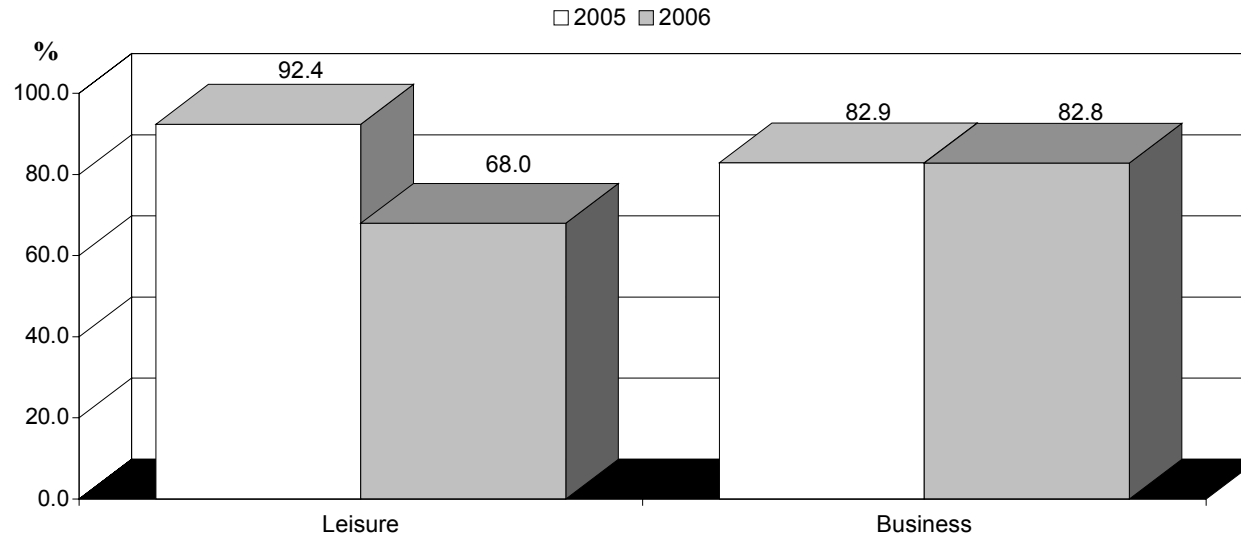


**July 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel**

2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	July '05
Leisure Travelers	86.3%	81.6%	77.8%	89.6%	82.0%	80.6%	75.8%	81.1%	75.0%	78.8%	74.1%	<b>68.0%</b>	92.4%
Business Travelers	77.0	83.9	85.7	93.8	89.4	77.8	87.5	88.9	86.7	87.9	83.4	<b>82.8</b>	82.9
Conferences/ Business Meetings	80.8	86.2	84.6	88.9	83.8	79.3	78.6	80.8	80.0	78.3	75.8	<b>75.0</b>	89.2
Travel and Tour	77.5	82.5	83.3	84.6	73.5	80.8	80.0	89.7	77.5	81.0	71.0	<b>71.4</b>	82.6

**Expectations: July 2006 -- Over the Next Three Months**



## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Florida								Southeast							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
<b>Winter</b>	<b>71,708</b>	<b>71,708</b>	<b>72,240</b>	<b>72,240</b>	<b>62,675</b>	<b>62,675</b>	<b>65,866</b>	<b>65,866</b>	<b>65,981</b>	<b>65,981</b>	<b>68,075</b>	<b>68,075</b>	<b>63,662</b>	<b>63,662</b>	<b>64,531</b>	<b>64,531</b>
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924	35,383	132,969	13,861	86,357	15,509	90,047	15,028	85,492	14,088	85,915
July	39,357	173,894	38,764	168,999	40,066	161,990	40,846	173,815	16,748	103,105	16,181	106,228	14,685	100,177	14,869	100,784
Aug	28,685	202,579	18,182	187,181	21,022	183,012			7,739	110,844	5,911	112,139	7,185	107,362		
<b>Spr/Sum</b>	<b>130,871</b>	<b>202,579</b>	<b>114,941</b>	<b>187,181</b>	<b>120,337</b>	<b>183,012</b>			<b>44,863</b>	<b>110,844</b>	<b>44,064</b>	<b>112,139</b>	<b>43,700</b>	<b>107,362</b>		
Sep	20,641	223,220	20,535	207,716	21,180	204,192			6,227	117,071	7,227	119,366	6,523	113,885		
Oct	11,593	234,813	10,542	218,258	10,594	214,786			5,072	122,143	5,155	124,521	4,540	118,425		
Nov	12,594	247,407	11,568	229,826	12,354	227,140			6,869	129,012	5,987	130,508	6,660	125,085		
Dec	4,434	251,841	4,872	234,698	5,557	232,697			10,211	139,223	8,559	139,067	9,724	134,809		
<b>Fall</b>	<b>49,262</b>	<b>251,841</b>	<b>47,517</b>	<b>234,698</b>	<b>49,685</b>	<b>232,697</b>			<b>28,379</b>	<b>139,223</b>	<b>26,928</b>	<b>139,067</b>	<b>27,447</b>	<b>134,809</b>		
<b>TOTAL</b>	<b>251,841</b>		<b>234,698</b>		<b>232,697</b>				<b>139,223</b>		<b>139,067</b>		<b>134,809</b>			



## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Northeast								Midwest							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
<b>Winter</b>	<b>326,237</b>	<b>326,237</b>	<b>352,696</b>	<b>352,696</b>	<b>344,241</b>	<b>344,241</b>	<b>346,662</b>	<b>346,662</b>	<b>445,502</b>	<b>445,502</b>	<b>478,890</b>	<b>478,890</b>	<b>467,027</b>	<b>467,027</b>	<b>468,793</b>	<b>468,793</b>
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904	38,495	432,896	45,192	534,356	48,523	572,796	50,350	561,729	52,419	572,598
July	39,189	440,505	43,031	476,137	43,692	469,596	42,817	475,713	49,070	583,426	54,411	627,207	56,201	617,930	52,491	625,089
Aug	20,430	460,935	8,737	484,874	14,369	483,965			29,407	612,833	16,318	643,525	23,772	641,702		
<b>Spr/Sum</b>	<b>134,698</b>	<b>460,935</b>	<b>132,178</b>	<b>484,874</b>	<b>139,724</b>	<b>483,965</b>			<b>167,331</b>	<b>612,833</b>	<b>164,635</b>	<b>643,525</b>	<b>174,675</b>	<b>641,702</b>		
Sept	21,068	482,003	12,951	497,825	15,732	499,697			23,456	636,289	16,385	659,910	18,187	659,889		
Oct	18,920	500,923	17,544	515,369	16,950	516,647			25,280	661,569	24,776	684,686	24,517	684,406		
Nov	29,663	530,586	29,936	545,305	32,442	549,089			35,179	696,748	34,807	719,493	36,417	720,823		
Dec	38,024	568,610	37,000	582,305	41,119	590,208			61,537	758,285	57,936	777,429	59,595	780,418		
<b>Fall</b>	<b>107,675</b>	<b>568,610</b>	<b>97,431</b>	<b>582,305</b>	<b>106,243</b>	<b>590,208</b>			<b>145,452</b>	<b>758,285</b>	<b>133,904</b>	<b>777,429</b>	<b>138,716</b>	<b>780,418</b>		
<b>TOTAL</b>	<b>568,610</b>		<b>582,305</b>		<b>590,208</b>				<b>758,285</b>		<b>777,429</b>		<b>780,418</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
<b>Winter</b>	<b>32,236</b>	<b>32,236</b>	<b>32,620</b>	<b>32,620</b>	<b>34,660</b>	<b>34,660</b>	<b>34,794</b>	<b>34,794</b>	<b>67,522</b>	<b>67,522</b>	<b>73,403</b>	<b>73,403</b>	<b>81,523</b>	<b>81,523</b>	<b>74,429</b>	<b>74,429</b>
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432	1,147	37,686	13,716	92,327	15,355	101,122	15,647	110,065	17,200	105,744
July	1,005	35,638	1,245	36,779	1,450	38,882	1,612	39,298	15,910	108,237	17,782	118,904	19,217	129,282	21,140	126,884
Aug	619	36,257	321	37,100	798	39,680			13,207	121,444	12,657	131,561	18,716	147,998		
<b>Spr/Sum</b>	<b>4,021</b>	<b>36,257</b>	<b>4,480</b>	<b>37,100</b>	<b>5,020</b>	<b>39,680</b>			<b>53,922</b>	<b>121,444</b>	<b>58,158</b>	<b>131,561</b>	<b>66,475</b>	<b>147,998</b>		
Sept	682	36,939	358	37,458	460	40,140			9,553	130,997	10,446	142,007	11,588	159,586		
Oct	1,610	38,549	1,308	38,766	1,513	41,653			13,848	144,845	13,773	155,780	14,075	173,661		
Nov	3,018	41,567	2,334	41,100	2,686	44,339			12,385	157,230	12,786	168,566	12,891	186,552		
Dec	4,837	46,404	5,267	46,367	5,973	50,312			11,958	169,188	14,221	182,787	12,780	199,332		
<b>Fall</b>	<b>10,147</b>	<b>46,404</b>	<b>9,267</b>	<b>46,367</b>	<b>10,632</b>	<b>50,312</b>			<b>47,744</b>	<b>169,188</b>	<b>51,226</b>	<b>182,787</b>	<b>51,334</b>	<b>199,332</b>		
<b>TOTAL</b>	<b>46,404</b>		<b>46,367</b>		<b>50,312</b>				<b>169,188</b>		<b>182,787</b>		<b>199,332</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
<b>Winter</b>	<b>34,749</b>	<b>34,749</b>	<b>31,232</b>	<b>31,232</b>	<b>28,383</b>	<b>28,383</b>	<b>26,925</b>	<b>26,925</b>	<b>1,043,935</b>	<b>1,043,935</b>	<b>1,109,156</b>	<b>1,109,156</b>	<b>1,082,171</b>	<b>1,082,171</b>	<b>1,082,000</b>	<b>1,082,000</b>
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250	5,078	36,602	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796	163,810	1,404,410
July	6,197	49,597	6,401	46,775	5,983	42,233	5,375	41,977	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090	179,150	1,583,560
Aug	3,095	52,692	2,120	48,895	2,838	45,071			103,182	1,597,584	64,246	1,645,275	88,700	1,648,790		
<b>Spr/Sum</b>	<b>17,943</b>	<b>52,692</b>	<b>17,663</b>	<b>48,895</b>	<b>16,688</b>	<b>45,071</b>			<b>553,649</b>	<b>1,597,584</b>	<b>536,119</b>	<b>1,645,275</b>	<b>566,619</b>	<b>1,648,790</b>		
Sept	3,668	56,360	3,649	52,544	3,070	48,141			85,295	1,682,879	71,551	1,716,826	76,740	1,725,530		
Oct	4,187	60,547	3,847	56,391	3,481	51,622			80,510	1,763,389	76,945	1,793,771	75,670	1,801,200		
Nov	4,371	64,918	4,059	60,450	3,975	55,597			104,079	1,867,468	101,477	1,895,248	107,425	1,908,625		
Dec	3,359	68,277	3,818	64,268	4,167	59,764			134,360	2,001,828	131,673	2,026,921	138,915	2,047,540		
<b>Fall</b>	<b>15,585</b>	<b>68,277</b>	<b>15,373</b>	<b>64,268</b>	<b>14,693</b>	<b>59,764</b>			<b>404,244</b>	<b>2,001,828</b>	<b>381,646</b>	<b>2,026,921</b>	<b>398,750</b>	<b>2,047,540</b>		
<b>TOTAL</b>	<b>68,277</b>		<b>64,268</b>		<b>59,764</b>				<b>2,001,828</b>		<b>2,026,921</b>		<b>2,047,540</b>			