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March 2005 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 March 2005 Visitor Profile

Executive Summary: March 2005

1. With market-ready product operating near capacity in March, the destination had less ability to transfer demand from those units not yet back in inventory. Although, March 2005's occupancy grew to 95.8% (2004: 95.3%) and ADR expanded by 9.0% to \$156.14, the number of visitors experienced a slight contraction (-3.2%). Importantly, however, tourism's total economic impact rose by 3.9%, reaching the \$301,633,182 mark.

2. Of the County's primary feeder markets, the European segments provided the strongest growth. Specifically:

<u>Visitor Origin</u>	<u>Rel. %</u>	<u>2004 Visitor #</u>	<u>March Rel. %</u>	<u>2005 Visitor #</u>	<u>% Δ</u>
Florida	6.5%	19,750	5.4%	15,881	-19.6
Southeast	6.4	19,447	5.9	17,352	-10.8
Northeast	32.6	99,056	33.0	97,052	-2.0
Midwest	42.7	129,745	43.4	127,638	-1.6
Canada	3.0	9,116	3.2	9,411	+3.2
Europe	6.3	19,143	7.1	20,881	+9.1
Markets of Opportunity	2.5	7,596	2.0	5,882	-22.6
Total	100.0	303,853	100.0	294,097	-3.2

Lee County March 2005 Visitor Profile

3. This March's primary origin clusters brought visitors to the Beaches of Fort Myers - Sanibel from the following top DMA's (in rank order):

<u>March 2004</u>		<u>March 2005</u>		<u>'04 Rank</u>		
1.	New York	10.9%	1.	New York	11.5%	1
2.	Chicago	10.0	2.	Chicago	10.8	2
3.	Boston	9.0	3.	Boston	10.4	3
4.	Minneapolis / St. Paul	7.2	4.	Minneapolis / St. Paul	7.9	4
5.	Cleveland	3.9	5.	Detroit	4.4	6
6.	Detroit	3.8	6.	Indianapolis	4.2	8
7.	Philadelphia	3.6	7.	Philadelphia	3.3	7
8.	Indianapolis	3.5	8.	Providence / New Bedford	3.1	--
9.	Pittsburgh	3.4	9.	Cleveland	3.0	5
10.	Hartford / New Haven	2.6	10.	Cincinnati	2.9	--
			11.	St. Louis	2.9	--

4. Better than nine of every ten visitors (91.8%) select the Beaches of Fort Myers – Sanibel as a destination prior to leaving home (**2004: 89.4%**).
5. Repeat visitation continues to buoy up the destination's tourism industry. This March, 70.6% of visitors are returning to the Beaches of Fort Myers – Sanibel (**2004: 66.3% repeat visitors**). Visitor satisfaction and intent to return to the area remain very high (**Satisfaction: 99.3%; Plan to Return: 89.1%**).
6. Lee visitors rely increasingly on the Internet for accurate and up-to-date information about Lee's tourism industry. Almost nine of every ten visitors (87.9%) use the Internet and fully 71.6% of **ALL** visitors obtain travel information on-line. Additionally, over half (53.3%) say they buy travel services on-line.

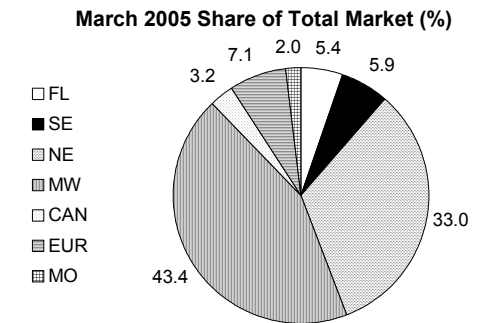
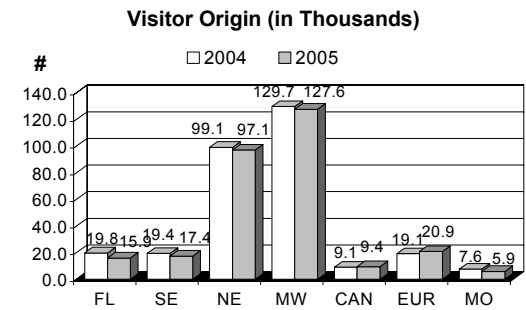
The Beaches of Fort Myers - Sanibel:
2005 March Visitor Profile



March 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

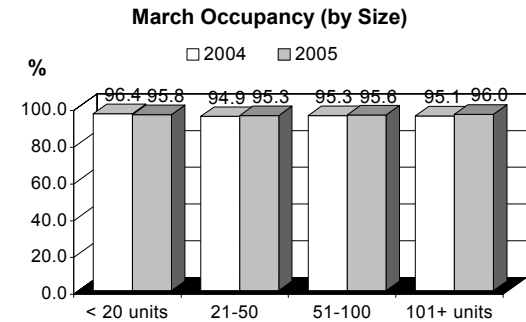
Visitor Volume	Annual 2004	YEAR TO DATE			March		% Δ
	2004	2004	2005	04/05	2004	2005	04/05
Visitors (#)	2,026,921	789,678	768,389	-2.7	303,853	294,097	-3.2
Room Nights	n/a	1,870,621	1,770,541	-5.4	650,161	623,700	-4.1
Direct Exp. (\$)	\$1,164,594,233	\$478,569,469	\$491,026,783	+2.6	\$172,818,148	\$179,575,628	+3.9

Visitor Origin	Annual Market Share		March 2004		March 2005		
	2003	2004	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	6.5%	19,750	5.4%	15,881	-19.6
Southeast	7.0	6.8	6.4	19,447	5.9	17,352	-10.8
Northeast	28.4	28.9	32.6	99,056	33.0	97,052	-2.0
Midwest	37.9	38.5	42.7	129,745	43.4	127,638	-1.6
Canada	2.3	2.3	3.0	9,116	3.2	9,411	+3.2
Europe	8.4	8.9	6.3	19,143	7.1	20,881	+9.1
Markets of Opp.	3.4	3.2	2.5	7,596	2.0	5,882	-22.6
Total	100.0%	100.0%	100.0	303,853	100.0	294,097	-3.2

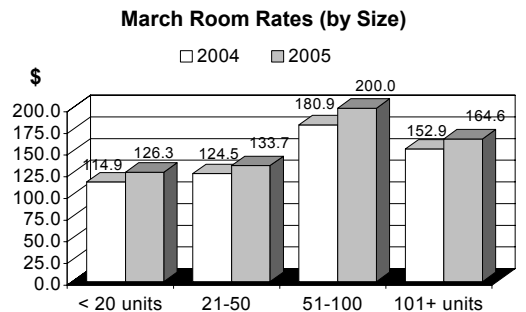


Occupancy:	Seasonal Averages			
	Winter	Spr/Sum	Fall	Annual
Industry (Weighted)				
Occupancy 2004	88.0%	70.7%	69.4%	76.6%
Occupancy 2003	85.3	68.5	61.6	72.4
Δ Points	+2.7	+2.2	+7.8	+4.2
ADR 2004	\$130.29	\$92.68	\$91.44	\$105.93
ADR 2003	126.67	88.79	84.73	101.12
Δ Percent	+2.9%	+4.4%	+7.9%	+4.8%

Occupancy:	Monthly		
	Jan.	Feb.	Mar.
Industry (Weighted)			
Occupancy 2005	83.1%	93.3%	95.8%
Occupancy 2004	80.6	92.4	95.3
Δ Points	+2.5	+0.9	+0.5
ADR 2005	\$126.03	\$158.53	\$156.14
ADR 2004	116.90	146.09	143.29
Δ Percent	+7.8%	+8.5%	+9.0%

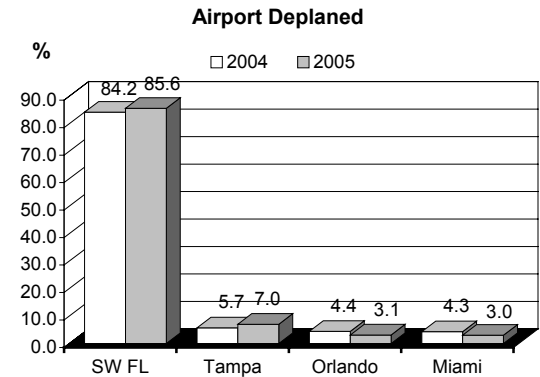
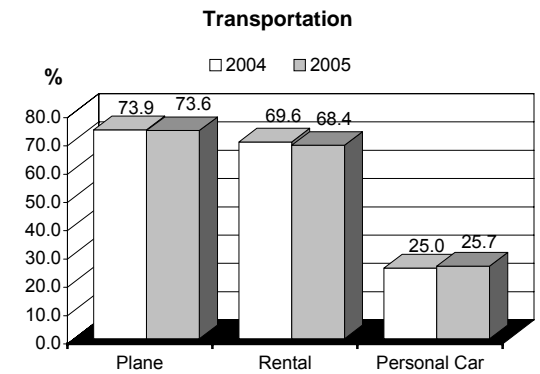


Size Category	March Occupancy			March Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	96.4%	95.8%	-0.6	\$114.89	\$126.25	+9.9
21-50 units	94.9	95.3	+0.4	124.49	133.71	+7.4
51-100 units	95.3	95.6	+0.3	180.85	199.99	+10.6
101+ units	95.1	96.0	+0.9	152.93	164.62	+7.6

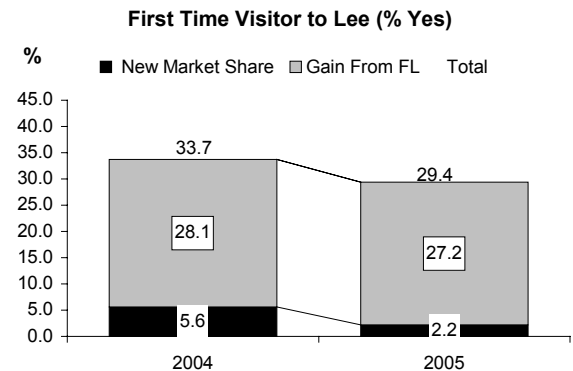


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	<u>March 2004</u>	<u>March 2005</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	73.9%	73.6%
Rental Car	69.6	68.4
Personal Car	25.0	25.7
Airport Deplanned		
Southwest Florida International	84.2%	85.6%
Tampa International	5.7	7.0
Orlando International	4.4	3.1
Miami International	4.3	3.0
Car Rental Location		
Fort Myers	81.9%	83.2%
Tampa	7.0	7.8
Orlando	5.1	4.1
Miami	4.5	3.8

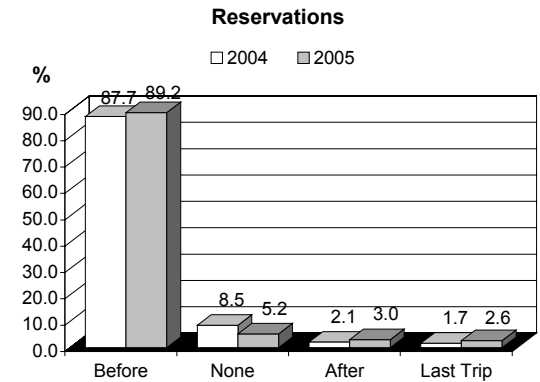
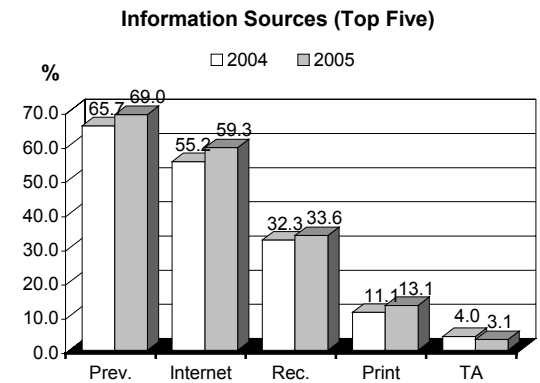


	<u>March 2004</u>	<u>March 2005</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	97.1%	98.0%
Visit Friends/Relatives	13.3	13.9
B. Occupancy Survey Data		
Business Meetings/Conferences	14.9%	16.1%
First Visit to (% yes)		
Lee County	33.7%	29.4%
Florida	5.6	2.2
First Time Visitors (by Region)		
Southeast	42.1%	36.3%
Northeast	31.7	29.7
Midwest	27.1	23.5
Europe	58.8	72.7
Markets of Opportunity	47.1	42.5

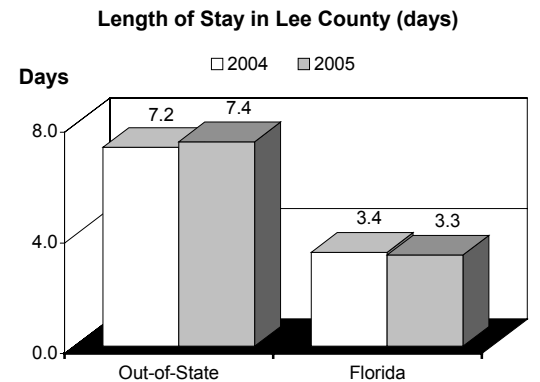


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	<u>March 2004</u>	<u>March 2005</u>
Average Repeat Visits to Lee	3.2	3.1
Information Sources (Multiple Response)		
Previous Visit	65.7%	69.0%
Internet	55.2	59.3
Recommendations	32.3	33.6
Print Media	11.1	13.1
Travel Agent	4.0	3.1
Business Contacts	1.2	1.5
Assisted by Travel Agent	17.5%	13.2%
Travel Agent Assisted with		
Airline Reservations	66.7%	54.2%
Hotel/Motel Reservations	41.9	33.2
Vacation Packages (Including fly/drive)	23.0	30.7
Reservations		
Before Leaving Home	87.7%	89.2%
None	8.5	5.2
After Arrival	2.1	3.0
Last Trip	1.7	2.6
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	13.2%	12.8%



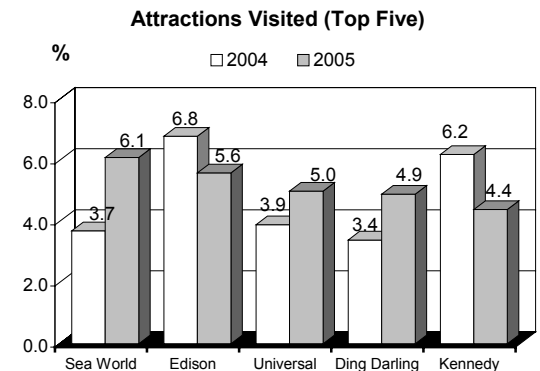
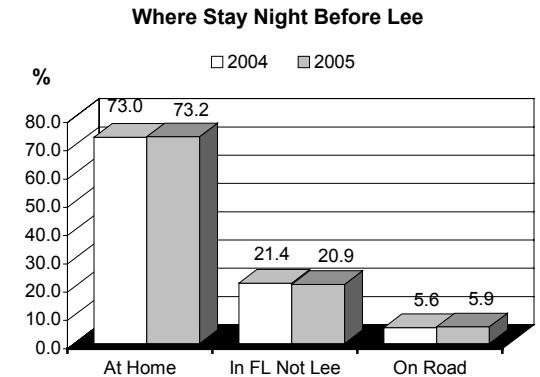
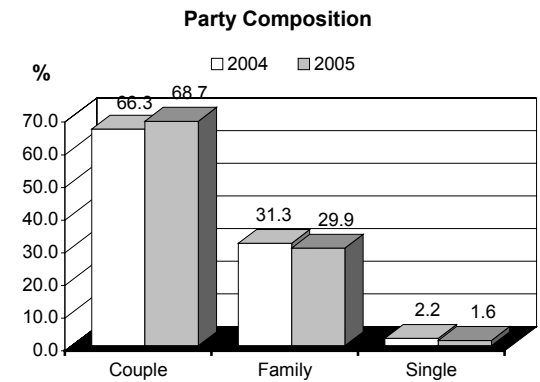
	<u>Mar. '04</u> <u>Out-of-</u> <u>State</u>	<u>Mar. '05</u> <u>Out-of-</u> <u>State</u>	<u>Mar. '04</u> <u>Floridian</u>	<u>Mar. '05</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.6	10.9	3.5	3.4
In Florida	9.9	10.2	N/A	N/A
In Lee County	7.2	7.4	3.4	3.3
% Staying 4 Days or Less in Lee	16.9%	18.7%	72.7%	80.1%



Party Size	2.7	2.8	2.3	2.3
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	<u>March 2004</u>	<u>March 2005</u>
Type of Party		
Couple	66.3%	68.7%
Family	31.3	29.9
Single	2.2	1.6
Where Stay Night Before Lee (Out-of-State)		
At Home	73.0%	73.2%
In Florida, Not in Lee	21.4	20.9
On the Road, Not in Florida	5.6	5.9
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	19.7%	18.4%
Tampa Bay	16.9	15.0
Sarasota	8.5	12.5
Miami	5.6	9.5
Naples/Marco	7.0	9.2
Florida Keys	9.2	8.3
Fort Lauderdale/Palm Beach	7.3	6.6
Attractions Visited		
Sea World	3.7%	6.1%
Edison Home/Ford Home	6.8	5.6
Universal Studios	3.9	5.0
Ding Darling	3.4	4.9
Kennedy Space Center	6.2	4.4
EPCOT	3.1	2.8
Satisfaction with Lee County		
	98.5%	99.3%

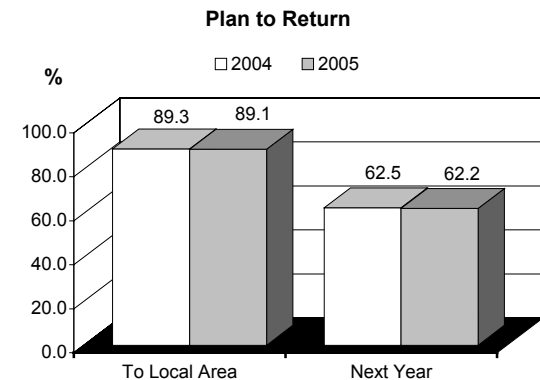
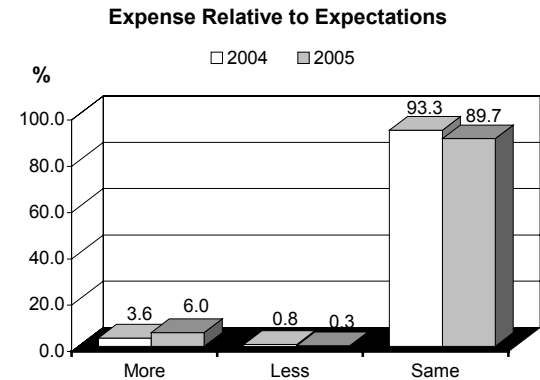
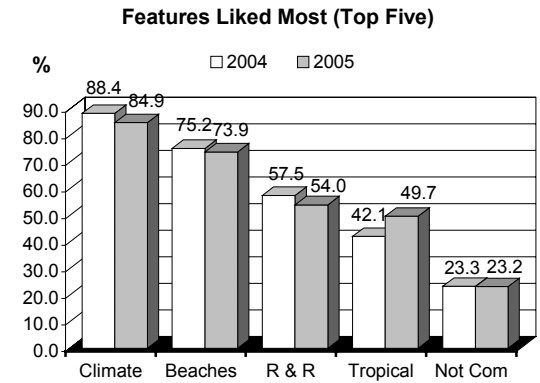


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	<u>March 2004</u>	<u>March 2005</u>
Features Liked Most about Lee		
Climate	88.4%	84.9%
Beaches	75.2	73.9
Rest/Relaxation	57.5	54.0
Tropical Atmosphere	42.1	49.7
Not Commercial	23.3	23.2
Clean Environment	13.1	12.0
Accommodations/Lodging	11.3	13.3
Friendly Residents	9.6	11.2
Safety	3.0	1.8

Features Liked Least about Lee		
No Specific Complaints	58.6%	57.2%
Congestion/Over-Population	35.3	37.7
Expense	1.2	3.0
Insects	0.8	0.7

	<u>March 2004</u>	<u>March 2005</u>
Expense Relative to Expectations		
More Expensive	3.6%	6.0%
Less Expensive	0.8	0.3
As Expected	93.3	89.7
Recommend Lee to Friends/Relatives (% yes)	90.2%	88.8%
Plan to Return (% yes)		
To Local Area	89.3%	89.1%
Next Year <i>(Base: Return to Local Area)</i>	62.5	62.2
Median Age Head of Household (years)	50.6	50.1
Median Annual Household Income	\$81,941	\$86,688



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	<u>March 2004</u>	<u>March 2005</u>
Average Number of (per year)		
Getaway Trips	3.0	3.0
Vacations	1.9	2.0

Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)

Total	\$1,816.40	\$1,985.48
Per Person/Trip	672.74	709.10
Per Person/Day	93.44	95.82

Out-of-State Visitor Party Budget Breakout (Lee Stay)

Accommodations	\$1,126.32	\$1,250.86
Food/Entertainment	630.70	681.56
Rental Car	309.95	333.12
Retail Purchases	161.09	170.87

Travel Stories, Advertising, and/or Promotions Seen/Read/Heard For Destination

(% yes)	32.6%	31.6%
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Type of Message Seen

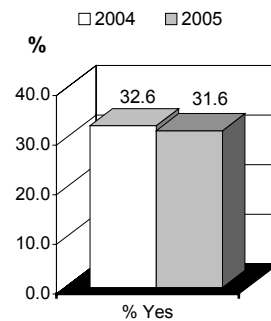
Internet	58.0%	68.8%
Newspapers	29.9	43.2
Travel Guides/Visitor Guides/Brochures	35.9	27.4
Television	14.5	17.2
Magazines	12.7	12.1

Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)

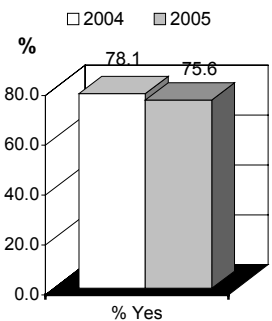
	78.1%	75.6%
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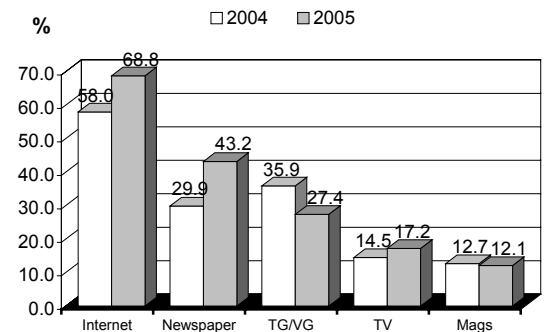
See/Hear/Read Message



Influenced by Message

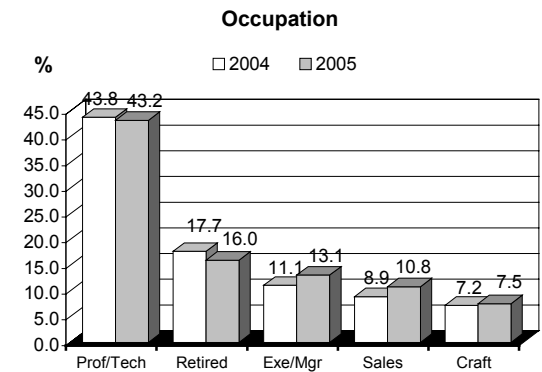


Type of Message Seen

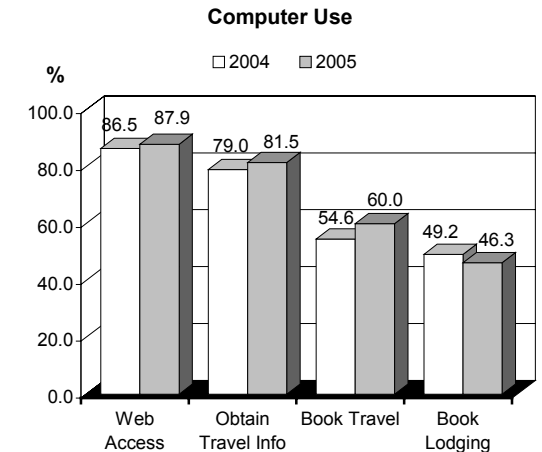


March 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

	<u>March 2004</u>	<u>March 2005</u>
Occupation		
Professional/Technical	43.8%	43.2%
Retired	17.7	16.0
Executive/Managerial	11.1	13.1
Salesman/Buyer	8.9	10.8
Craft/Factory	7.2	7.5



	<u>March 2004</u>	<u>March 2005</u>
Have Internet Access	86.5%	87.9%
Use Internet to: <i>(Base: Respondents who have Internet access)</i>		
Obtain Travel Information	79.0%	81.5%
Book Travel Services On-line	54.6	60.6
Book Lodging Reservations: <i>(Base: Respondents who book travel Services on-line)</i>	49.2%	46.3%



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Lee County Origin Markets

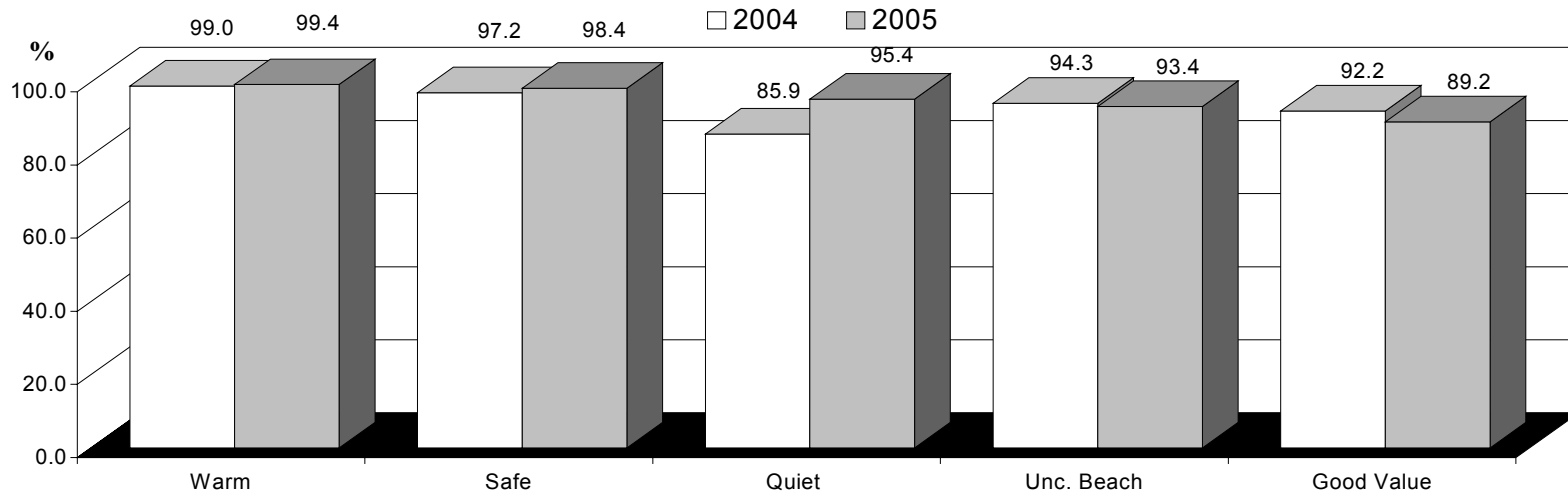
2002 – 2003 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-22.0	-16.1	+4.9	-8.3	-1.5	+3.4	+4.6	+4.3	+0.4	-9.2	+4.0	+9.9
Southeast	+15.6	-0.1	+5.3	+9.0	-13.3	-1.1	+3.0	-2.4	+7.7	-1.2	+0.1	+3.9
Northeast	-2.2	-3.7	+2.1	+0.5	+9.2	+17.8	+10.5	+9.9	+5.8	+6.2	-0.7	+4.4
Midwest	+0.1	+0.5	-4.1	+1.3	+7.9	+3.5	+9.2	+7.7	+7.6	+6.9	+6.3	+7.8
Canada	+18.1	-5.4	+11.3	+10.3	-29.9	+25.0	-7.3	-20.9	-8.2	+14.9	-3.5	+12.9
Europe	+22.9	+3.0	-19.6	+8.9	+13.7	+14.4	+10.4	+6.2	-4.4	+7.9	+11.6	+13.0
Mkts of Opp.	+9.9	-6.1	+8.8	+24.1	+29.0	+4.1	+21.2	-7.0	-3.4	-0.4	-7.8	-11.1
TOTAL	+1.7	-2.1	-1.4	+1.9	+5.2	+7.1	+8.1	+5.4	+3.3	+3.5	+3.2	+6.6
2003 – 2004 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+3.4	-1.5	+0.8	+0.7	-11.9	-3.7	-1.5	-49.0	-9.9	-12.8	-10.8	+8.4
Southeast	-0.7	+4.6	+5.6	+3.1	-0.8	+11.9	-3.4	-38.6	+5.1	-2.5	-15.4	-17.3
Northeast	+9.1	+11.7	+6.2	+5.9	+4.7	+10.0	+9.8	-65.6	-44.3	-11.0	-2.0	-4.0
Midwest	+6.9	+9.6	+5.1	+8.3	+3.9	+7.4	+10.9	-55.4	-36.7	-6.0	-3.9	-7.1
Canada	-0.2	+5.0	-10.9	+14.8	+21.6	+21.5	+23.9	-58.3	-52.5	-22.0	-24.9	+7.5
Europe	+10.9	+6.2	+5.6	+10.8	+11.5	+11.9	+11.8	-22.9	-0.9	-4.6	+0.2	+17.4
Mkts of Opp.	-20.7	-10.1	-18.8	+3.9	+8.9	+3.2	+3.3	-44.9	-9.9	-11.8	-9.9	+12.2
TOTAL	+5.7	+8.9	+3.9	+6.6	+1.4	+6.4	+6.2	-49.9	-24.0	-8.3	-5.3	-3.3
2004 – 2005 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-11.1	-17.7	-19.6									
Southeast	-6.2	-0.3	-10.8									
Northeast	-1.8	-5.6	-2.0									
Midwest	-7.1	-1.3	-1.6									
Canada	+9.0	+8.5	+3.2									
Europe	+17.1	+14.8	+9.1									
Mkts of Opp.	+13.8	+8.0	-22.6									
TOTAL	-2.5	-2.3	-3.2									

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Influential Factors in Choosing Lee

Influential Factors	Apr. '04	May '04	Jun. '04	Jul. '04	Aug '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Mar. '04
Warm Weather	99.6%	93.7%	80.2%	77.0%	N/A	82.3%	93.9%	93.0%	98.0%	99.2%	99.3%	99.4%	99.0%
Safe Destination	98.1	97.5	95.6	96.7	N/A	91.1	97.4	97.6	98.6	97.7	98.9	98.4	97.2
Quiet Atmosphere	82.0	89.2	91.0	86.2	N/A	91.2	91.7	93.3	92.3	94.4	94.6	95.4	85.9
Uncommercialized Beaches	94.4	92.7	93.7	94.8	N/A	89.2	89.0	94.9	90.7	92.6	92.7	93.4	94.3
Good Value for the Money	92.8	90.1	91.4	90.5	N/A	81.9	90.9	89.0	92.2	91.1	87.2	89.2	92.2
Sunning on the Beach	84.3	78.1	80.7	83.1	N/A	67.9	72.4	80.6	80.9	80.2	80.1	85.5	84.8
Complete Relaxation	92.3	93.5	94.7	90.6	N/A	84.4	88.7	87.2	86.1	87.1	85.8	85.0	87.4
White Sand Beaches with Shelling	85.5	79.0	82.0	86.4	N/A	73.3	73.5	79.0	82.3	83.0	86.2	81.2	82.2
Reasonably Priced Lodging	78.0	82.9	90.6	83.7	N/A	86.4	81.9	79.8	81.6	78.3	79.9	80.9	79.7
Clean, Unspoiled Environment	83.2	85.3	88.9	82.2	N/A	72.4	67.2	67.4	76.5	71.6	77.7	77.6	82.6
Tropical Plants/Animals	83.7	77.8	85.7	76.0	N/A	68.2	68.6	68.7	73.2	73.1	77.3	76.8	82.1
Family Atmosphere	78.1	74.9	81.3	84.6	N/A	70.5	74.7	70.9	79.4	76.1	78.6	73.3	73.9
Upscale Accommodations	69.7	76.3	70.3	75.3	N/A	64.3	71.8	71.2	74.0	73.8	69.5	72.8	70.5
Affordable Dining	73.0	71.1	76.1	71.4	N/A	67.5	69.1	70.8	66.2	70.6	72.5	69.8	75.0

Influential Factors in Choosing Lee (Top Five) -- March



TOP U.S. FEEDER MARKETS

<u>March 2004</u>			<u>March 2005</u>		<u>'04 Rank</u>	
1.	New York	10.9%	1.	New York	11.5%	1
2.	Chicago	10.0	2.	Chicago	10.8	2
3.	Boston	9.0	3.	Boston	10.4	3
4.	Minneapolis / St. Paul	7.2	4.	Minneapolis / St. Paul	7.9	4
5.	Cleveland	3.9	5.	Detroit	4.4	6
6.	Detroit	3.8	6.	Indianapolis	4.2	8
7.	Philadelphia	3.6	7.	Philadelphia	3.3	7
8.	Indianapolis	3.5	8.	Providence / New Bedford	3.1	--
9.	Pittsburgh	3.4	9.	Cleveland	3.0	5
10.	Hartford / New Haven	2.6	10.	Cincinnati	2.9	--
			11.	St. Louis	2.9	--

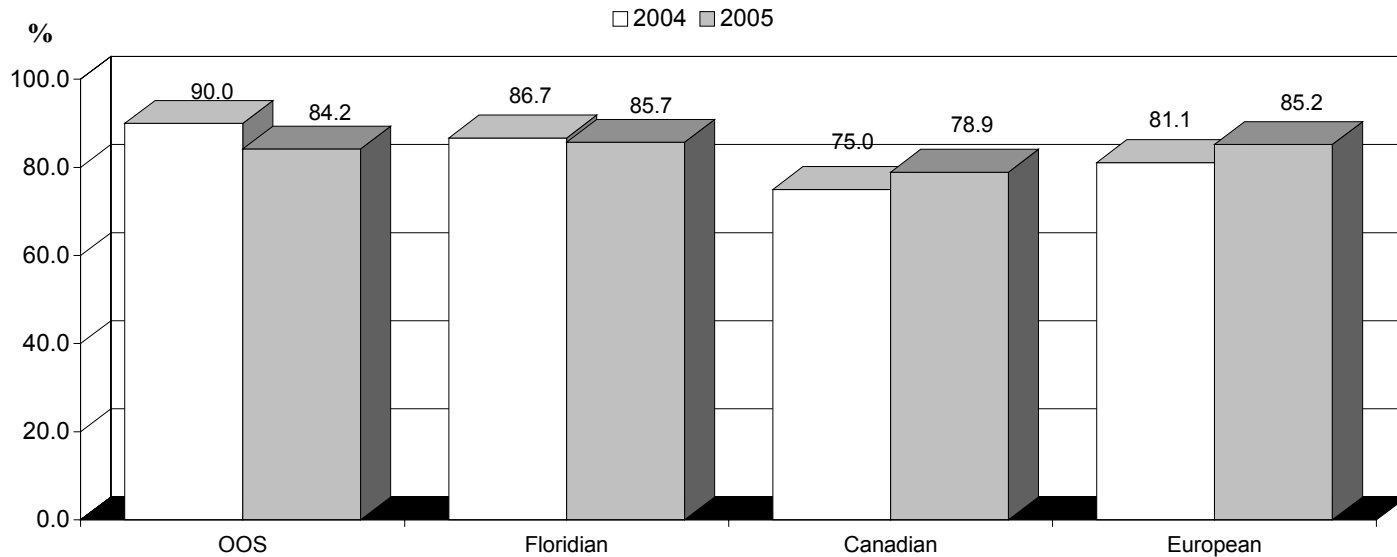
Please Note: In March 2005, the Miami/Ft. Lauderdale segment accounted for 29% of the Florida market. The distribution is as follows: Broward County: 56%; Dade County: 44%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2005

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

	Apr. '04	May '04	Jun. '04	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Mar. '04
U.S. OOS Travelers	90.7%	89.2%	87.9%	90.1%	N/A	75.8%	79.6%	79.3%	66.7%	83.6%	86.5%	84.2%	90.0%
Floridian Travelers	89.0	90.4	90.9	91.5	N/A	79.4	79.1	77.8	75.4	85.3	85.1	85.7	86.7
Canadian Travelers	76.5	72.7	74.0	70.0	N/A	75.0	74.3	68.2	62.9	78.9	78.5	78.9	75.0
European Travelers	77.9	81.2	81.5	84.2	N/A	78.6	75.7	80.1	74.6	87.5	83.5	85.2	81.1

Reservations: March 2004 - 2005

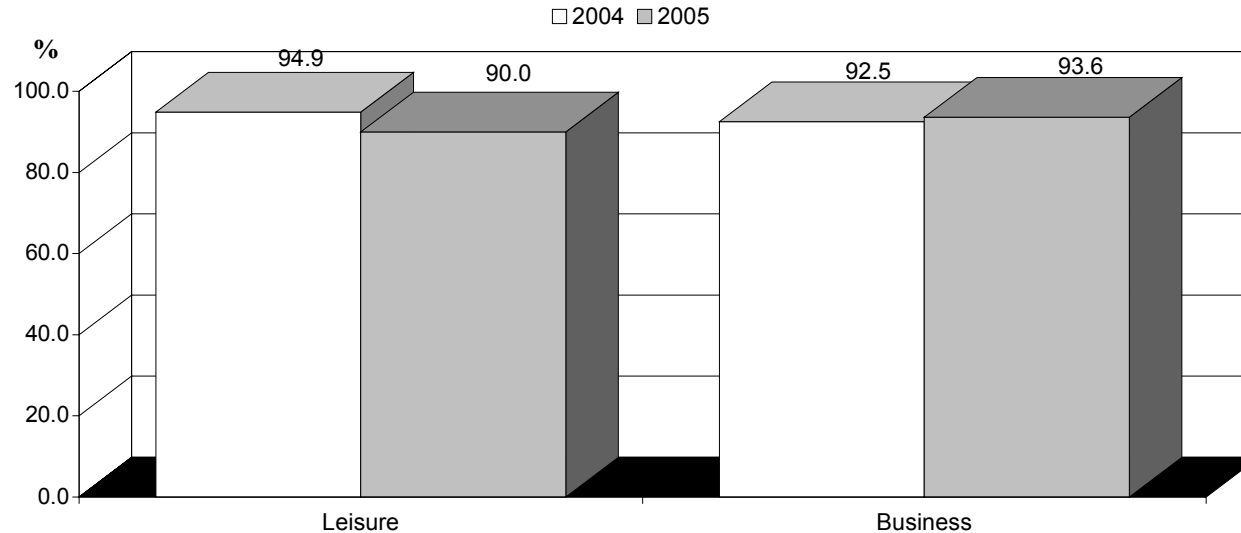


March 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

	Apr. '04	May '04	Jun. '04	Jul. '04	Aug.'04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Mar. '04
Leisure Travelers	93.0%	92.8%	91.7%	93.9%	N/A	78.1%	88.9%	87.5%	81.7%	89.7%	89.5%	90.0%	94.9%
Business Travelers	91.5	91.7	92.8	91.4	N/A	87.1	90.6	86.8	86.0	94.8	94.6	93.6	92.5
Conferences/ Business Meetings	85.5	88.4	91.2	87.2	N/A	87.0	83.3	83.5	81.3	85.7	87.9	89.9	82.9
Travel and Tour	86.0	93.0	90.6	88.5	N/A	82.6	80.8	82.8	75.0	84.4	88.9	90.0	86.1

Expectations: March 2004 - 2005



Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Florida								Southeast							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	11,498	11,498	8,964	8,964	9,269	9,269	8,238	8,238	13,989	13,989	16,174	16,174	16,067	16,067	15,070	15,070
Feb	12,862	24,360	10,797	19,761	10,634	19,903	8,747	16,985	13,125	27,114	13,111	29,285	13,712	29,779	13,668	28,738
Mar	18,684	43,044	19,591	39,352	19,750	39,653	15,881	32,866	17,497	44,611	18,421	47,706	19,447	49,226	17,352	46,090
Apr	35,294	78,338	32,356	71,708	32,587	72,240			16,765	61,376	18,275	65,981	18,849	68,075		
Winter	78,338	78,338	71,708	71,708	72,240	72,240			61,376	61,376	65,981	65,981	68,075	68,075		
May	31,107	109,445	30,632	102,340	26,977	99,217			7,513	68,889	6,515	72,496	6,463	74,538		
June	31,129	140,574	32,197	134,537	31,018	130,235			14,015	82,904	13,861	86,357	15,509	90,047		
July	37,639	178,213	39,357	173,894	38,764	168,999			16,264	99,168	16,748	103,105	16,181	106,228		
Aug	27,504	205,717	28,685	202,579	14,628	183,627			7,928	107,096	7,739	110,844	4,755	110,983		
Spr/Sum	127,379	205,717	130,871	202,579	111,387	183,627			45,720	107,096	44,863	110,844	42,908	110,983		
Sep	20,566	226,283	20,641	223,220	18,603	202,230			5,782	112,878	6,227	117,071	6,547	117,530		
Oct	12,761	239,044	11,593	234,813	10,114	212,344			5,136	118,014	5,072	122,143	4,946	122,476		
Nov	12,105	251,149	12,594	247,407	11,230	223,574			6,860	124,874	6,869	129,012	5,812	128,288		
Dec	4,033	255,182	4,434	251,841	4,808	228,382			9,829	134,703	10,211	139,223	8,447	136,735		
Fall	49,465	255,182	49,262	251,841	44,755	228,382			27,607	134,703	28,379	139,223	25,752	136,735		
TOTAL	255,182		251,841		228,382				134,703		139,223		136,735			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Northeast								Midwest							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	55,765	55,765	54,563	54,563	59,529	59,529	58,472	58,472	84,510	84,510	84,572	84,572	90,426	90,426	83,990	83,990
Feb	93,185	148,950	89,719	144,282	100,184	159,713	94,582	153,054	119,171	203,681	119,797	204,369	131,247	221,673	129,572	213,562
Mar	91,343	240,293	93,276	237,558	99,056	258,769	97,052	250,106	128,710	332,391	123,394	327,763	129,745	351,418	127,638	341,200
April	88,236	328,529	88,679	326,237	93,927	352,696			116,177	448,568	117,739	445,502	127,472	478,890		
Winter	328,529	328,529	326,237	326,237	352,696	352,696			448,568	448,568	445,502	445,502	478,890	478,890		
May	38,093	366,622	41,582	367,819	43,557	396,253			40,465	489,033	43,662	489,164	45,383	524,273		
June	28,434	395,056	33,497	401,316	36,853	433,106			43,661	532,694	45,192	534,356	48,523	572,796		
July	35,470	430,526	39,189	440,505	43,031	476,137			44,919	577,613	49,070	583,426	54,411	627,207		
Aug	18,597	449,123	20,430	460,935	7,030	483,167			27,308	604,921	29,407	612,833	13,129	640,336		
Spr/Sum	120,594	449,123	134,698	460,935	130,471	483,167			156,353	604,921	167,331	612,833	161,446	640,336		
Sept	19,905	469,028	21,068	482,003	11,732	494,899			21,805	626,726	23,456	636,289	14,844	655,180		
Oct	17,819	486,847	18,920	500,923	16,832	511,731			23,655	650,381	25,280	661,569	23,772	678,952		
Nov	29,859	516,706	29,663	530,586	29,061	540,792			33,087	683,468	35,179	696,748	33,790	712,742		
Dec	36,419	553,125	38,024	568,610	36,515	577,307			57,085	740,553	61,537	758,285	57,177	769,919		
Fall	104,002	553,125	107,675	568,610	94,140	577,307			135,632	740,553	145,452	758,285	129,583	769,919		
TOTAL	553,125		568,610		577,307				740,553		758,285		769,919			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Canada								Europe							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,941	5,941	7,015	7,015	7,003	7,003	7,635	7,635	12,839	12,839	15,784	15,784	17,508	17,508	20,495	20,495
Feb	7,612	13,553	7,198	14,213	7,556	14,559	8,201	15,836	10,237	23,076	10,540	26,324	11,194	28,702	12,848	33,343
Mar	9,194	22,747	10,234	24,447	9,116	23,675	9,411	25,247	22,539	45,615	18,129	44,453	19,143	47,845	20,881	54,224
April	7,059	29,806	7,789	32,236	8,945	32,620			21,177	66,792	23,069	67,522	25,558	73,403		
Winter	29,806	29,806	32,236	32,236	32,620	32,620			66,792	66,792	67,522	67,522	73,403	73,403		
May	1,977	31,783	1,386	33,622	1,686	34,306			9,754	76,546	11,089	78,611	12,364	85,767		
June	809	32,592	1,011	34,633	1,228	35,534			11,993	88,539	13,716	92,327	15,355	101,122		
July	1,084	33,676	1,005	35,638	1,245	36,779			14,405	102,944	15,910	108,237	17,782	118,904		
Aug	783	34,459	619	36,257	258	37,037			12,431	115,375	13,207	121,444	10,183	129,087		
Spr/Sum	4,653	34,459	4,021	36,257	4,417	37,037			48,583	115,375	53,922	121,444	55,684	129,087		
Sept	743	35,202	682	36,939	324	37,361			9,994	125,369	9,553	130,997	9,464	138,551		
Oct	1,401	36,603	1,610	38,549	1,255	38,616			12,839	138,208	13,848	144,845	13,215	151,766		
Nov	3,127	39,730	3,018	41,567	2,266	40,882			11,096	149,304	12,385	157,230	12,413	164,179		
Dec	4,285	44,015	4,837	46,404	5,198	46,080			10,585	159,889	11,958	169,188	14,034	178,213		
Fall	9,556	44,015	10,147	46,404	9,043	46,080			44,514	159,889	47,744	169,188	49,126	178,213		
TOTAL	44,015		46,404		46,080				159,889		169,188		178,213			

Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Markets of Opportunity								TOTAL							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,090	7,090	7,795	7,795	6,179	6,179	7,033	7,033	191,632	191,632	194,867	194,867	205,981	205,981	200,933	200,933
Feb	6,300	13,390	5,913	13,708	5,317	11,496	5,741	12,774	262,492	454,124	257,075	451,942	279,844	485,825	273,359	474,292
Mar	8,600	21,990	9,357	23,065	7,596	19,092	5,882	18,656	296,567	750,691	292,402	744,344	303,853	789,678	294,097	768,389
April	9,412	31,402	11,684	34,749	12,140	31,232			294,120	1,044,811	299,591	1,043,935	319,478	1,109,156		
Winter	31,402	31,402	34,749	34,749	31,232	31,232			1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156		
May	2,900	34,302	3,742	38,491	4,075	35,307			131,809	1,176,620	138,608	1,182,543	140,505	1,249,661		
June	4,716	39,018	4,909	43,400	5,067	40,374			134,757	1,311,377	144,383	1,326,926	153,553	1,403,214		
July	5,111	44,129	6,197	49,597	6,401	46,775			154,892	1,466,269	167,476	1,494,402	177,815	1,581,029		
Aug	3,328	47,457	3,095	52,692	1,706	48,481			97,879	1,564,148	103,182	1,597,584	51,689	1,632,718		
Spr/Sum	16,055	47,457	17,943	52,692	17,249	48,481			519,337	1,564,148	553,649	1,597,584	523,562	1,632,718		
Sept	3,799	51,256	3,668	56,360	3,306	51,787			82,594	1,646,742	85,295	1,682,879	64,820	1,697,538		
Oct	4,202	55,458	4,187	60,547	3,691	55,478			77,813	1,724,555	80,510	1,763,389	73,825	1,771,363		
Nov	4,741	60,199	4,371	64,918	3,940	59,418			100,875	1,825,430	104,079	1,867,468	98,512	1,869,875		
Dec	3,780	63,979	3,359	68,277	3,768	63,186			126,016	1,951,446	134,360	2,001,828	129,947	1,999,822		
Fall	16,522	63,979	15,585	68,277	14,705	63,186			387,298	1,951,446	404,244	2,001,828	367,104	1,999,822		
TOTAL	63,979		68,277		63,186				1,951,446		2,001,828		1,999,822			