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Annual 2003 Visitor Profile -- Lee County



*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

Prepared by:

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April 6, 2004

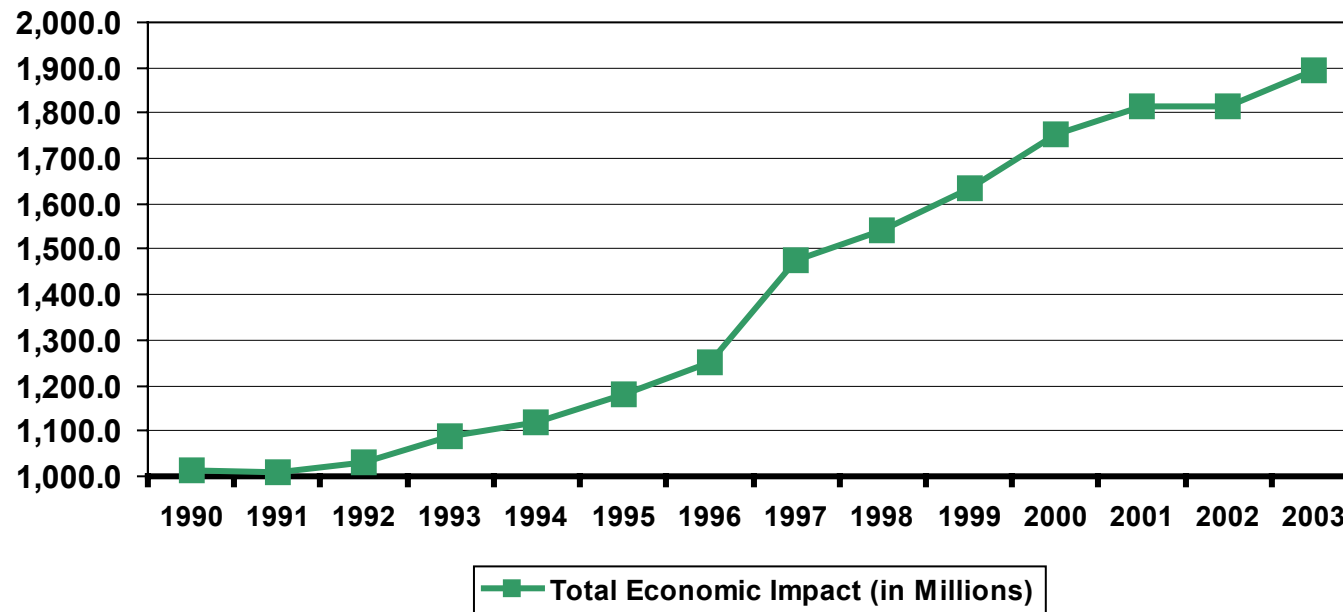
Beaches of Fort Myers - Sanibel Visitor Profile 2003
Year-End Summary



Executive Summary

1. Throughout 2003, the national economy was righting itself, albeit beset by the syndrome of a “jobless recovery”. This dilemma is not shared by Lee County, however. In fact, the year 2003 was an extraordinary year of buoyancy for our tourism industry. A record level of 2,001,828 visitors stayed at the Beaches of Fort Myers – Sanibel (H/M/C/C), injecting \$47,320,937 new dollars into Lee County’s economy (2002 direct expenditures: \$1,079,802,838; 2003: \$1,127,123,775). When all expansionary effects are accounted for the total annual impact equates to \$1,893,229,805.

Lee County H/M/C/C Visitors Total Economic Impact (\$ in millions)



Visitor Profile of the Beaches of Fort Myers - Sanibel: 2003 Year-End Summary

2. The County's tourism development strategy has been focused specifically on expanding economic activity during the Summer and Fall Shoulder Seasons -- a tactic that has been spectacularly successful. Over the past nearly two decades, in terms of dollar expenditures, Lee's Summer business grew by 183.9% (May – August), while the Fall Shoulder Season has compounded by 147.8% (September – December). In contrast, the traditional highpoint of the industry's cycle, the Winter Season, expenditures expanded by 111.0%.

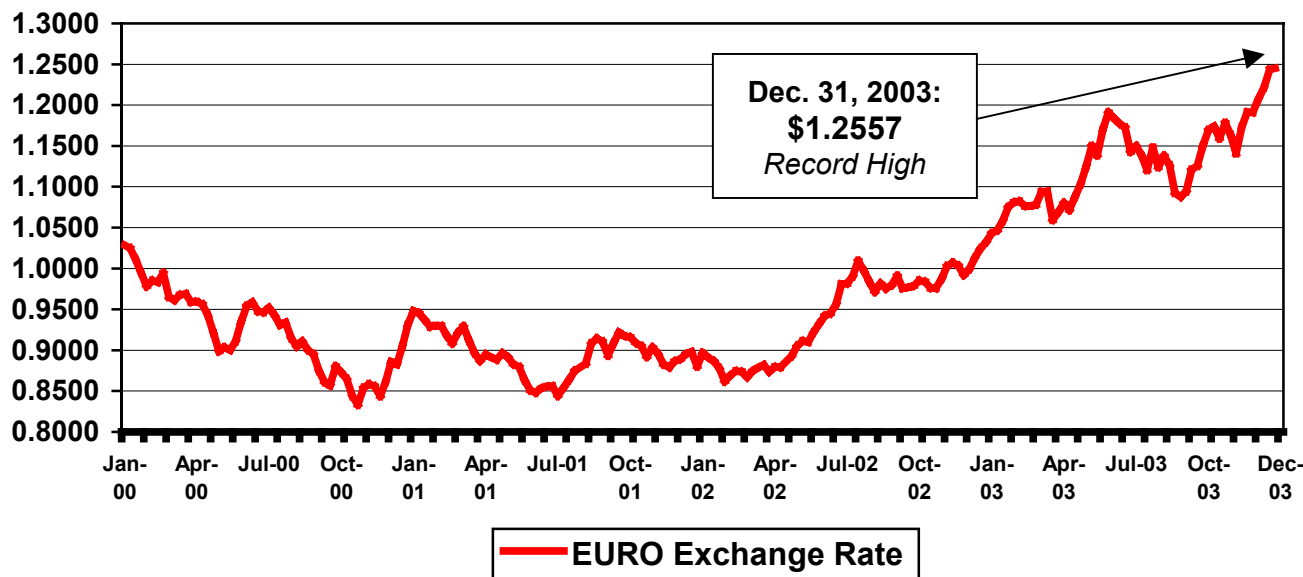
3. The strength of Lee's tourism growth was generated in our traditional Northeastern and Midwestern markets, but significantly assisted by a re-acceleration of European visitation. Lee's geographic visitor origin markets are as follows:

<u>Visitor Origin</u>	<u>Rel.</u> <u>%</u>	<u>Annual</u>		<u>Rel.</u> <u>%</u>	<u>2003</u> <u>Visitor #</u>	<u>% Δ</u>
		<u>2002</u> <u>Visitor #</u>				
Florida	13.1%	255,182		12.6%	251,841	-1.3
Southeast	6.9	134,703		7.0	139,223	+3.4
Northeast	28.3	553,125		28.4	568,610	+2.8
Midwest	37.9	740,553		37.9	758,285	+2.4
Canada	2.3	44,015		2.3	46,404	+5.4
Europe	8.2	159,889		8.4	169,188	+5.8
Markets of Opportunity	3.3	63,979		3.4	68,277	+6.7
Total	100.0	1,951,446		100.0	2,001,828	+2.6

Visitor Profile of the Beaches of Fort Myers - Sanibel: 2003 Year-End Summary

4. Lee's European origin markets are highly profitable business for the industry. These segments began contracting in the Spring of 2000, driven initially by exchange disparities (strong U.S. dollar) and later by the effects of worldwide terrorism, corporate scandals, and military conflict. Today, European consumer concerns about long haul travel to the U.S. have moderated, and Lee is in the process of recovering its European visitation levels. The strengthening Euro and the perception of the Beaches of Fort Myers – Sanibel as a safe destination are likely to accelerate the continued return and expansion of this market in 2004.

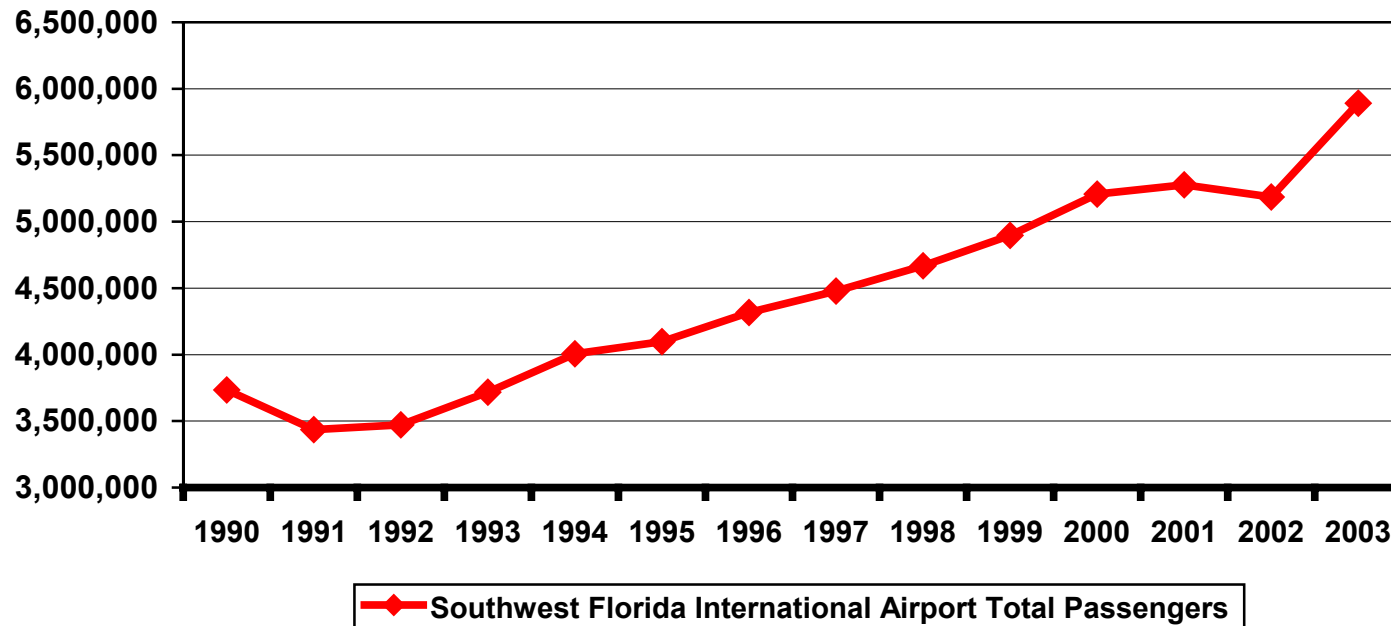
Value of Euro against the Dollar



Visitor Profile of the Beaches of Fort Myers - Sanibel: 2003 Year-End Summary

5. As documented by the passenger traffic at Southwest Florida International and other key feeder airports, Lee's fly market is growing strongly again. All twelve months of 2003 documented record levels of passenger traffic into Southwest Florida International Airport.

Southwest Florida International Airport Passenger Traffic (# of passengers)



Visitor Profile of the Beaches of Fort Myers - Sanibel: 2003 Year-End Summary

6. In tandem with political and economic changes, the modes and channels of marketing tourism have also radically changed. In 2003, the Internet continued its in-roads into travel marketing. Today, almost 90% of Lee's patrons have access to the Internet, and growing majorities [2002: 68.3%; 2003: 71.0%] routinely obtain on-line travel information. Note that just a year ago, 43.7% of Lee visitors bought travel products on-line, while today, fully 52.6% make such purchases.

National computer usage statistics dramatically document how significant the Internet has become to the marketing of the Beaches of Fort Myers – Sanibel to its core and “recharge” visitor groups:

	Age Group		
Activity	18 - 37	38 - 56	57+
Use a Computer	86%	82%	43%
Go Online	78%	68%	34%
E-mail	90%	93%	89%
Get News Online	69%	73%	67%
Buy Something Online	69%	66%	56%

Source: Pew Internet and American Life Project

Beaches of Fort Myers - Sanibel Visitor Profile 2003
Year-End Summary



Visitors/Expenditures

Annual 2002/2003

# of Visitors	2,001,828
Δ '02/'03	+50,382
Direct \$ Exp.	\$1,127,123,775
Δ '02/'03	+\$47,320,937
Total \$ Impact	\$1,893,229,805
Δ '02/'03	+\$79,484,978

Lee: Annual 2003

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H/M/C Visitor Origins (# of visitors)

Annual 2002/2003

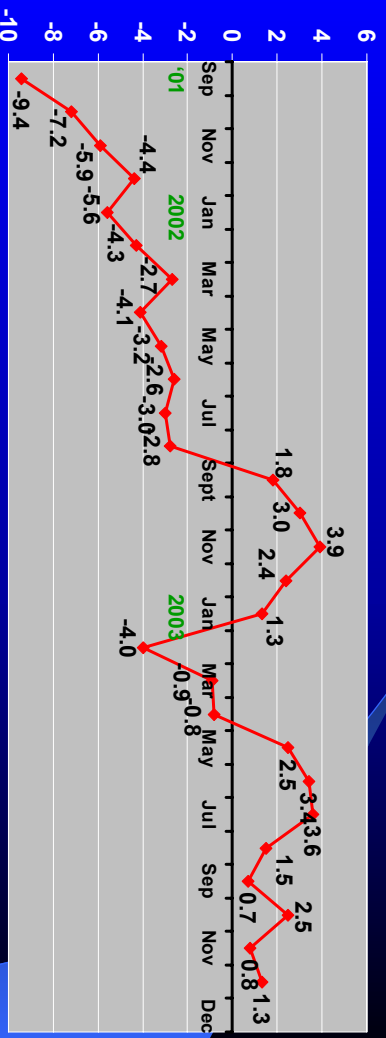
	'02	'03	% Δ
Florida	255,182	251,841	-1.3
Southeast	134,703	139,223	+3.4
Northeast	553,125	568,610	+2.8
Midwest	740,553	758,285	+2.4
Canada	44,015	46,404	+5.4
Europe	159,889	169,188	+5.8
Opp. Mkt.	63,979	68,277	+6.7
TOTAL	1,951,446	2,001,828	+2.6

Lee: Annual 2003

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Lee County Occupancy Trend

September 2001 – December 2003 (Point Δ)



Lee: YTD 2003

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Lee County -- 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
Party Composition										
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
Party Composition						
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

Lee County -- 2002 Annual Visitor Profile



LEE COUNTY 2002 ANNUAL AVERAGES

	1/02	2/02	3/02	4/02	Winter '02	5/02	6/02	7/02	8/02	S/S 2002
Number of Visitors	191,632	262,492	296,567	294,120	1,044,811	131,809	134,757	154,892	97,879	519,337
Room Nights	624,896	557,796	639,473	613,034	2,435,199	421,789	357,333	396,524	343,552	1,519,198
Expenditures	113,155,843	165,980,647	159,091,714	142,284,407	580,512,611	88,353,491	67,626,924	63,103,001	59,977,907	279,061,323
Occupancy Rate	77.0	93.3	94.7	80.5	86.4	70.8	63.1	67.4	61.8	65.8
Room Rate	109.87	140.90	133.50	102.38	121.66	84.38	87.59	83.94	88.40	86.08
Occupancy										
<20 Units	80.8	95.9	96.8	82.4	89.0	76.0	70.0	71.0	63.8	70.2
21-50 Units	75.7	93.0	94.9	76.4	85.0	68.4	65.5	72.1	59.9	66.5
51-100 Units	78.6	91.8	94.4	83.9	87.2	73.6	63.8	70.1	61.8	67.3
101+ Units	75.9	93.3	94.1	79.1	85.6	68.3	59.9	64.9	62.0	63.8
Average Room Rate										
<20 Units	100.50	113.12	104.90	85.95	101.12	78.16	69.16	70.88	76.79	73.75
21-50 Units	98.47	127.34	117.35	98.17	110.33	77.49	82.17	78.32	76.04	78.51
51-100 Units	136.50	165.47	168.57	130.78	150.33	101.12	103.23	104.45	100.55	102.34
101+ Units	116.60	162.02	143.17	131.97	138.44	101.66	99.43	102.56	104.56	102.05
Visitor Origin										
Florida	11,498	12,862	18,684	35,294	78,338	31,107	31,129	37,639	27,504	127,379
Southeast	13,989	13,125	17,497	16,765	61,376	7,513	14,015	16,264	7,928	45,720
Northeast	55,765	93,185	91,343	88,236	328,529	38,093	28,434	35,470	18,597	120,594
Midwest	84,510	119,171	128,710	116,177	448,568	40,465	43,661	44,919	27,308	156,353
Canada	5,941	7,612	9,194	7,059	29,806	1,977	809	1,084	783	4,653
Europe	12,839	10,237	22,539	21,177	66,792	9,754	11,993	14,405	12,431	48,583
Markets of Opportunity	7,090	6,300	8,600	9,412	31,402	2,900	4,716	5,111	3,328	16,055
TOTAL	191,632	262,492	296,567	294,120	1,044,811	131,809	134,757	154,892	97,879	519,337
Transportation Mode										
Plane	65.2	73.0	74.5	70.5	70.8	60.8	61.1	53.3	54.2	57.4
Rental Car	57.9	67.7	68.0	62.7	64.1	55.6	56.0	48.5	50.5	52.7
Personal Car	34.6	25.4	24.5	28.9	28.4	36.2	38.4	46.5	44.2	41.3
Airport Deplaned										
SW Florida Int'l	75.4	77.3	79.9	74.5	76.8	76.1	76.4	63.7	59.4	68.9
Orlando Int'l	6.4	7.7	3.6	6.5	6.1	8.8	9.1	11.1	19.6	12.2
Miami Int'l	7.6	3.8	5.4	7.6	6.1	6.9	6.3	8.9	9.8	8.0
Tampa Int'l	6.1	10.5	7.4	9.2	8.3	7.1	5.5	15.6	9.0	9.3
Car Rental Location										
Fort Myers	75.0	73.1	77.0	72.9	74.5	72.5	76.6	61.1	56.6	66.7
Orlando	7.1	7.8	3.7	6.5	6.3	7.6	10.7	11.9	21.2	12.9
Miami	6.4	2.2	6.3	7.6	5.6	7.3	6.0	9.5	9.9	8.2
Tampa	6.6	10.3	8.1	10.6	8.9	7.5	4.6	16.7	9.5	9.6

LEE COUNTY 2002 ANNUAL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	Annual 2002
Number of Visitors	82,594	77,813	100,875	126,016	387,298	1,951,446
Room Nights	254,148	284,732	454,350	509,012	1,502,242	5,456,639
Expenditures	42,383,302	46,175,484	56,188,384	75,481,734	220,228,904	1,079,802,838
Occupancy Rate	50.8	59.9	70.2	60.2	60.3	71.5
Room Rate	79.31	79.07	69.09	99.38	81.71	97.61
Occupancy						
<20 Units	48.4	60.1	73.2	62.1	61.0	73.4
21-50 Units	50.9	57.6	70.4	62.0	60.2	70.6
51-100 Units	50.0	61.8	72.3	57.9	60.5	71.7
101+ Units	51.2	60.0	68.5	59.8	59.9	69.8
Average Room Rate						
<20 Units	64.43	69.13	66.85	83.18	70.90	81.92
21-50 Units	73.47	71.10	69.25	98.52	78.09	88.97
51-100 Units	90.08	89.33	93.25	115.53	97.05	116.57
101+ Units	91.22	84.56	90.58	101.79	92.04	110.84
Visitor Origin						
Florida	20,566	12,761	12,105	4,033	49,465	255,182
Southeast	5,782	5,136	6,860	9,829	27,607	134,703
Northeast	19,905	17,819	29,859	36,419	104,002	553,125
Midwest	21,805	23,655	33,087	57,085	135,632	740,553
Canada	743	1,401	3,127	4,285	9,556	44,015
Europe	9,994	12,839	11,096	10,585	44,514	159,889
Markets of Opportunity	3,799	4,202	4,741	3,780	16,522	63,979
TOTAL	82,594	77,813	100,875	126,016	387,298	1,951,446
Transportation Mode						
Plane	58.9	71.6	69.0	70.4	67.5	65.2
Rental Car	57.2	69.4	67.4	67.3	65.3	60.7
Personal Car	39.7	27.9	28.4	28.3	31.1	33.6
Airport Deplaned						
SW Florida Int'l	65.3	67.1	72.8	75.8	70.3	72.0
Orlando Int'l	12.5	7.5	5.2	4.0	7.3	8.5
Miami Int'l	11.7	14.8	8.2	7.5	10.6	8.2
Tampa Int'l	9.1	7.4	11.3	11.1	9.7	9.1
Car Rental Location						
Fort Myers	62.6	66.2	71.0	74.8	68.7	70.0
Orlando	12.9	8.4	5.6	4.2	7.8	9.0
Miami	12.1	14.7	8.1	7.9	10.7	8.2
Tampa	10.5	8.2	12.3	11.6	10.7	9.7

LEE COUNTY 2002 ANNUAL AVERAGES

	1/02	2/02	3/02	4/02	Winter '02	5/02	6/02	7/02	8/02	S/S 2002
Purpose of Trip										
Vacation	98.0	98.7	99.0	97.5	98.3	98.9	97.7	97.9	97.8	98.1
Conf/Conv/BusMtg	14.0	12.6	16.8	19.4	15.7	21.7	22.5	21.4	20.0	21.4
Visit Friends & Relatives	11.3	15.0	13.6	12.9	13.2	n/a	10.1	11.7	12.9	11.6
First Visit										
Lee County	32.4	31.9	36.4	35.8	34.1	37.3	34.9	32.7	35.0	35.0
Florida	2.9	3.0	3.9	4.4	3.6	4.8	4.7	1.3	5.1	4.0
First Time Visitors										
Florida	30.2	30.0	n/a	24.2	28.1	24.2	29.1	35.6	25.9	28.7
Southeast	44.4	36.1	43.9	38.5	40.7	36.4	43.9	34.4	45.8	40.1
Northeast	35.5	26.8	37.0	38.9	34.6	47.2	39.0	27.9	34.4	37.1
Midwest	22.7	25.2	24.7	30.0	25.7	40.3	26.3	32.2	30.1	32.2
Europe	58.4	50.0	56.3	44.4	52.3	36.8	56.1	28.6	42.1	40.9
Markets of Opportunity	62.5	41.7	47.8	n/a	50.7	n/a	47.6	50.0	41.7	46.4
Avg Repeat Visits	3.4	3.2	3.4	3.2	3.3	4.0	3.2	3.4	3.3	3.5
Information Sources										
Internet	n/a	n/a	n/a	n/a	n/a	46.1	64.1	46.3	50.8	51.8
Previous Visit	66.9	67.5	62.0	64.8	65.3	62.5	62.6	64.3	63.3	63.2
Recommendations	37.8	35.9	34.3	42.7	37.7	39.6	38.7	41.0	41.1	40.1
Business Contacts	4.5	n/a	0.7	1.7	2.3	2.9	3.0	1.9	0.8	2.2
Print Media	11.7	11.7	13.9	16.1	13.4	14.6	12.0	14.3	14.6	13.9
Travel Agent	4.0	2.8	5.5	3.6	4.0	n/a	n/a	n/a	n/a	n/a
Travel Agent Assisted	22.4	22.0	23.4	24.0	23.0	18.8	12.7	13.7	17.0	15.6
Travel Agent Assisted with:										
Airline Reservations	80.3	84.6	85.3	85.3	83.9	82.8	74.0	85.7	88.2	82.7
Hotel/Motel Reservations	44.0	51.5	49.7	53.0	49.6	43.7	45.2	54.7	53.2	49.2
Vacation Packages	6.9	5.3	5.6	9.4	6.8	4.8	13.6	15.8	5.9	10.0
Reservations										
Before	88.0	85.7	87.4	87.4	87.1	92.2	83.0	88.4	88.9	88.1
None	9.0	10.9	9.6	10.2	9.9	7.5	14.5	9.2	9.7	10.2
Length of Stay (OOS)										
Away from Home	12.0	12.0	10.6	9.9	11.1	9.1	10.0	10.8	10.6	10.1
In Florida	11.3	11.0	9.9	9.3	10.4	8.4	9.1	9.8	10.2	9.4
In Lee County	8.2	8.2	7.4	6.7	7.6	5.8	5.9	6.4	5.9	6.0

LEE COUNTY 2002 ANNUAL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	Annual 2002
Purpose of Trip						
Vacation	98.6	97.1	98.2	98.5	98.1	98.2
Conf/Conv/BusMtg	19.5	21.4	17.0	17.7	18.9	18.7
Visit Friends & Relatives	13.9	16.0	17.6	16.6	16.0	13.8
First Visit						
Lee County	38.4	35.6	32.8	29.6	34.1	34.4
Florida	4.5	5.2	3.8	3.2	4.2	3.9
First Time Visitors						
Florida	32.0	29.6	34.2	36.4	33.1	30.1
Southeast	41.0	40.7	32.3	36.0	37.5	39.5
Northeast	34.3	34.2	30.6	25.8	31.2	34.3
Midwest	39.2	24.1	18.4	25.5	26.8	28.2
Europe	46.7	40.7	41.2	22.2	37.7	43.6
Markets of Opportunity	63.6	n/a	n/a	40.0	n/a	49.4
Avg Repeat Visits	3.3	3.9	3.7	3.9	3.7	3.5
Information Sources						
Internet	52.8	48.8	47.9	64.4	53.5	52.7
Previous Visit	59.7	63.3	62.6	68.6	63.6	64.0
Recommendations	47.5	39.5	39.8	35.1	40.5	39.4
Business Contacts	3.3	1.2	2.5	n/a	2.3	2.3
Print Media	15.9	17.9	20.2	17.8	18.0	15.1
Travel Agent	3.1	n/a	2.3	n/a	n/a	n/a
Travel Agent Assisted	15.1	13.2	15.0	16.9	15.1	17.9
Travel Agent Assisted with:						
Airline Reservations	73.0	78.9	82.6	83.3	79.5	82.0
Hotel/Motel Reservations	59.5	48.8	55.3	38.9	50.6	49.8
Vacation Packages	19.4	4.0	4.4	5.6	8.4	8.4
Reservations						
Before	85.0	87.4	89.1	87.9	87.4	87.5
None	14.5	11.7	7.0	10.0	10.8	10.3
Length of Stay (OOS)						
Away from Home	10.3	10.7	10.2	11.1	10.6	10.6
In Florida	9.5	9.7	9.7	10.1	9.8	9.8
In Lee County	5.8	6.0	6.6	7.6	6.5	6.7

LEE COUNTY 2002 ANNUAL AVERAGES

	1/02	2/02	3/02	4/02	Winter '02	5/02	6/02	7/02	8/02	S/S 2002
Length of Stay (FL)										
Away from Home	3.5	3.5	3.6	3.8	3.6	3.8	3.6	4.6	4.5	4.1
In Lee County	3.3	3.1	3.4	3.6	3.4	3.6	3.5	4.6	4.4	4.0
% Staying 4 days or less										
Out-of-State	21.5	24.1	20.3	20.1	21.5	27.2	23.0	26.6	30.3	26.8
Floridian	80.0	82.1	73.7	84.8	80.2	89.0	69.5	61.4	65.5	71.4
Party Size										
Out-of-State	2.5	2.3	2.8	2.7	2.6	2.5	2.8	3.1	3.1	2.9
Floridian	2.1	2.0	2.1	2.9	2.3	2.7	3.0	3.1	3.3	3.0
Party Composition										
Couple	73.3	73.3	59.0	58.2	66.0	73.7	57.6	54.0	50.3	58.9
Family	24.8	23.4	39.6	40.0	32.0	23.7	40.6	43.7	48.5	39.1
Single	1.7	2.8	1.3	1.8	1.9	1.9	1.7	1.7	1.3	1.7
Where Stayed Night Before Lee										
At Home	67.8	67.4	72.9	76.8	71.2	73.0	69.3	65.1	64.3	67.9
In FL, Not in Lee	28.7	31.6	23.8	22.5	26.7	24.0	26.3	33.0	32.9	29.1
On the Road, Not in FL	3.5	1.0	3.3	0.7	2.1	3.0	4.4	1.9	2.8	3.0
Where Stayed in Florida										
Orlando/Disney	22.2	22.1	20.8	21.9	21.8	22.2	39.0	31.1	35.3	31.9
Tampa Bay	12.4	13.2	12.5	10.9	12.3	11.0	8.7	13.5	8.8	10.5
Ft. Laud./Palm Bch.	6.3	4.7	8.3	7.7	6.8	6.7	5.6	5.4	7.4	6.3
Florida Keys	9.7	8.1	9.7	11.4	9.7	8.9	10.2	12.1	8.5	9.9
Sarasota	13.1	8.0	7.8	9.2	9.5	13.5	4.4	9.5	13.3	10.2
Miami	4.0	2.9	5.1	7.8	5.0	4.4	6.5	6.7	4.4	5.5
Naples/Marco Island	5.6	4.2	9.1	9.4	7.1	6.3	2.2	6.8	6.7	5.5
Attractions Visited										
Disney	5.0	4.3	4.3	5.7	4.8	5.4	n/a	9.2	7.6	7.4
Edison/Ford Home	7.0	8.0	9.5	7.1	7.9	13.2	10.8	11.7	7.3	10.8
EPCOT	6.2	6.6	3.6	4.9	5.3	6.9	7.2	9.1	n/a	7.7
Sea World	6.4	5.0	4.4	5.7	5.4	6.1	7.8	8.3	7.4	7.4
Universal Studios	5.4	6.3	4.7	4.2	5.2	n/a	7.5	8.4	9.3	8.4
Kennedy Space Center	5.8	7.7	5.6	6.0	6.3	n/a	n/a	n/a	6.7	n/a
Ding Darling	1.8	5.4	4.6	2.5	3.6	2.5	1.4	n/a	n/a	2.0
Satisfaction with Lee	99.3	99.7	98.0	99.3	99.1	99.6	99.7	99.7	99.0	99.5

LEE COUNTY 2002 ANNUAL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	Annual 2002
Length of Stay (FL)						
Away from Home	3.6	3.7	3.6	4.0	3.7	3.8
In Lee County	3.5	3.5	3.6	3.8	3.6	3.7
% Staying 4 days or less						
Out-of-State	37.2	26.7	30.1	17.8	28.0	25.4
Floridian	73.4	85.7	89.1	65.0	78.3	76.6
Party Size						
Out-of-State	2.5	2.5	2.5	2.8	2.6	2.7
Floridian	2.8	2.4	2.5	2.4	2.5	2.6
Party Composition						
Couple	75.7	76.6	73.8	64.8	72.7	65.9
Family	22.7	20.7	24.6	33.8	25.5	32.2
Single	1.7	1.9	1.3	1.4	1.6	1.7
Where Stayed Night Before Lee						
At Home	63.2	70.2	73.1	73.9	70.1	69.8
In FL, Not in Lee	34.2	25.0	22.9	23.5	26.4	27.4
On the Road, Not in FL	2.6	4.8	4.0	2.6	3.5	2.9
Where Stayed in Florida						
Orlando/Disney	35.2	30.5	30.0	20.8	29.1	27.6
Tampa Bay	13.5	11.6	16.7	11.1	13.2	12.0
Ft. Laud./Palm Bch.	4.0	8.1	6.7	11.8	7.7	6.9
Florida Keys	9.2	8.9	8.3	9.7	9.0	9.6
Sarasota	7.5	8.2	11.7	n/a	9.1	9.7
Miami	5.7	10.7	5.0	5.6	6.8	5.7
Naples/Marco Island	6.9	n/a	n/a	6.9	n/a	6.4
Attractions Visited						
Disney	7.7	n/a	2.5	1.9	4.0	5.4
Edison/Ford Home	12.0	8.3	6.7	10.5	9.4	9.3
EPCOT	8.7	6.4	2.8	3.8	5.4	6.0
Sea World	9.3	6.2	3.2	4.7	5.9	6.2
Universal Studios	7.0	6.9	4.1	5.7	5.9	6.3
Kennedy Space Center	7.2	5.7	4.4	5.1	5.6	6.0
Ding Darling	n/a	2.6	2.4	2.4	2.5	2.8
Satisfaction with Lee	99.0	99.9	99.2	99.1	99.3	99.3

LEE COUNTY 2002 ANNUAL AVERAGES

	1/02	2/02	3/02	4/02	Winter '02	5/02	6/02	7/02	8/02	S/S 2002
Lee Features Liked Most										
Beaches	80.9	77.0	82.5	79.2	79.9	80.2	80.6	89.0	82.2	83.0
Climate	74.9	80.3	86.8	80.0	80.5	59.4	40.1	37.9	32.0	42.4
Rest/Relaxation/Quiet	63.0	68.3	59.4	56.8	61.9	62.3	57.9	66.6	69.8	64.2
Clean Environment	24.1	26.9	16.5	20.6	22.0	19.3	20.1	13.3	28.7	20.4
Friendly Residents	11.9	13.4	11.9	10.9	12.0	n/a	n/a	15.8	14.8	15.3
Safety	n/a	n/a	0.7	1.4	1.1	n/a	1.7	3.4	6.0	3.7
Tropical Atmosphere	n/a	n/a	46.2	39.8	43.0	n/a	n/a	47.7	38.7	43.2
Lee Features Liked Least										
No Specific Complaints	72.3	68.9	60.6	66.9	67.2	82.5	75.6	76.1	78.6	78.2
Congestion	14.0	24.6	28.1	20.1	21.7	3.2	4.3	2.2	0.2	2.5
Weather	3.2	0.6	n/a	n/a	1.9	n/a	3.3	6.8	2.5	4.2
Insects	n/a	n/a	1.3	1.1	1.2	4.5	5.0	9.8	5.4	6.2
Expense	n/a	n/a	4.1	2.5	3.3	2.3	n/a	3.2	1.8	2.4
Expense vs. Expectations										
More Expensive	2.7	3.5	6.0	2.5	3.7	2.9	0.3	2.7	3.7	2.4
Less Expensive	1.4	0.2	0.7	1.8	1.0	2.0	0.9	1.3	1.4	1.4
As Expected	95.4	92.3	92.0	93.7	93.4	91.2	94.6	89.9	88.3	91.0
Recommend Lee										
	92.5	98.3	92.9	93.3	94.3	92.4	93.3	91.0	94.0	92.7
Plan to Return (%yes)										
To Local Area	86.1	89.4	91.5	87.7	88.7	90.5	91.6	86.2	86.5	88.7
Next year	64.8	64.4	66.0	64.7	65.0	61.6	58.7	57.2	52.7	57.6
Median Age of Head of HH										
	50.7	52.2	49.4	49.2	50.4	48.0	46.0	46.5	47.2	46.9
Median Annual HH Income										
	80,650	79,472	80,727	80,053	80,226	79,430	76,331	76,322	76,552	77,159
Average Number of:										
Getaway	2.7	2.9	3.1	2.8	2.9	2.7	2.8	2.8	2.6	2.7
Vacations	1.8	2.0	2.0	1.8	1.9	1.6	1.7	1.4	1.6	1.6
Out-of-State Visitor										
Party Budget										
Total	1,638.95	1,938.63	1,776.64	1,443.85	1,699.52	1,109.72	1,135.82	1,262.95	1,288.89	1,199.35
Per person/trip	655.58	842.88	634.51	534.76	666.93	443.89	405.65	407.40	415.77	418.18
Per person/day	79.95	102.79	85.75	79.81	87.08	76.53	68.75	63.66	70.47	69.85

LEE COUNTY 2002 ANNUAL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	Annual 2002
Lee Features Liked Most						
Beaches	77.6	81.6	87.7	77.0	81.0	81.3
Climate	31.7	51.3	69.3	67.9	55.1	59.3
Rest/Relaxation/Quiet	78.7	47.6	75.4	76.6	69.6	65.2
Clean Environment	23.7	8.7	28.1	26.9	21.9	21.4
Friendly Residents	22.7	14.5	11.9	17.3	16.6	14.5
Safety	3.0	5.2	2.0	n/a	3.4	2.9
Tropical Atmosphere	34.0	41.7	34.3	51.1	40.3	41.7
Lee Features Liked Least						
No Specific Complaints	79.6	81.4	80.9	70.9	78.2	74.5
Congestion	1.5	n/a	5.7	13.5	6.9	10.7
Weather	3.5	1.1	1.0	6.5	3.0	3.2
Insects	5.6	8.4	7.0	4.6	6.4	5.3
Expense	n/a	1.4	n/a	n/a	1.4	2.6
Expense vs. Expectations						
More Expensive	0.7	1.2	1.0	0.9	1.0	2.3
Less Expensive	2.4	2.1	1.6	1.6	1.9	1.5
As Expected	93.3	93.9	93.9	91.5	93.2	92.5
Recommend Lee	99.2	94.0	93.2	94.6	95.3	94.1
Plan to Return (%yes)						
To Local Area	86.8	89.5	92.7	84.5	88.4	88.6
Next year	60.4	57.8	63.8	63.6	61.4	61.3
Median Age of Head of HH	48.0	49.2	51.0	50.5	49.7	49.0
Median Annual HH Income	76,352	75,805	78,068	84,660	78,721	78,702
Average Number of:						
Getaway	2.6	2.8	2.8	2.7	2.7	2.8
Vacations	1.6	1.7	1.8	1.8	1.7	1.7
Out-of-State Visitor						
Party Budget						
Total	1,065.58	1,173.23	1,276.73	1,355.46	1,217.75	1,372.20
Per person/trip	426.23	469.29	510.69	484.09	472.58	519.23
Per person/day	73.49	78.22	77.38	63.70	73.20	76.71

LEE COUNTY 2002 ANNUAL AVERAGES

	1/02	2/02	3/02	4/02	Winter '02	5/02	6/02	7/02	8/02	S/S 2002
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	948.78	1,065.20	1,074.55	854.75	985.82	769.02	604.58	669.91	714.71	689.56
Food/Entertainment	559.31	593.89	622.08	605.12	595.10	406.57	408.66	444.31	477.32	434.22
Rental Car	240.62	253.52	269.02	285.64	262.20	238.65	208.47	230.23	227.73	226.27
Retail Purchase	152.60	184.79	160.18	156.06	163.41	136.92	128.79	142.27	153.36	140.34
See/Read/Hear Message	30.4	32.2	32.9	33.0	32.1	42.7	39.1	45.7	41.9	42.4
Type of Message Seen										
Internet	n/a	n/a	n/a	n/a	n/a	67.2	76.9	65.9	76.3	71.6
Travel/Visitor Guides	42.7	45.6	44.1	45.5	44.5	40.6	43.9	45.3	47.1	44.2
Newspaper	18.2	17.8	27.2	19.4	20.7	27.1	29.2	23.7	17.9	24.5
Magazine	11.7	17.6	20.6	12.9	15.7	15.6	16.4	17.7	20.1	17.5
Television	6.9	4.4	8.7	7.5	6.9	13.7	11.3	11.7	6.9	10.9
Influence by Lee Message	76.5	75.0	73.9	75.3	75.2	73.4	75.4	77.8	80.4	76.8
Occupation										
Professional/Tech	40.8	36.5	42.7	43.0	40.8	43.5	47.2	50.7	46.2	46.9
Executive/Managerial	16.0	15.7	12.5	15.8	15.0	20.9	18.8	13.7	18.5	18.0
Retired	20.9	25.8	17.5	15.1	19.8	13.0	13.9	8.8	11.4	11.8
Craft/Factory	3.7	3.6	5.1	5.6	4.5	7.7	7.0	5.3	5.7	6.4
Sales/Buyer	12.1	9.6	9.9	11.4	10.8	9.7	9.3	12.7	10.7	10.6
Use a Computer	91.0	92.1	89.3	88.7	90.3	91.2	93.0	94.0	94.6	93.2
Have Internet Access	94.7	96.5	95.8	94.4	95.4	96.4	96.8	96.6	96.1	96.5
Obtain Travel Info.	78.4	79.8	74.4	78.5	77.8	72.0	71.4	74.0	75.9	73.3
Book Travel Res. Online	43.1	46.2	49.6	42.5	45.4	42.8	46.8	46.8	49.3	46.4
Book Lodging	n/a	n/a	47.2	55.6	51.4	60.9	58.2	42.9	52.6	53.7

LEE COUNTY 2002 ANNUAL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	Annual 2002
Out-of-State Visitor						
Party Budget Breakout						
Accommodations	644.47	573.72	727.27	698.80	661.07	778.81
Food/Entertainment	408.71	422.91	449.03	472.01	438.17	489.16
Rental Car	160.78	202.09	194.70	253.48	202.76	230.41
Retail Purchase	182.61	143.65	145.78	164.89	159.23	154.33
See/Read/Hear Message	42.8	36.4	36.8	36.9	38.2	37.6
Type of Message Seen						
Internet	77.4	71.6	62.9	75.3	71.8	71.7
Travel/Visitor Guides	44.9	46.3	40.4	51.6	45.8	44.8
Newspaper	23.5	23.4	16.8	26.9	22.7	22.6
Magazine	12.2	18.5	17.0	24.8	18.1	17.1
Television	5.8	7.3	10.0	5.1	7.1	8.3
Influence by Lee Message	80.1	76.6	76.2	79.5	78.1	76.7
Occupation						
Professional/Tech	34.0	42.8	38.1	45.1	40.0	42.6
Executive/Managerial	22.7	14.5	18.7	18.2	18.5	17.2
Retired	15.7	17.8	19.3	14.6	16.9	16.2
Craft/Factory	9.8	4.3	8.9	5.0	7.0	6.0
Sales/Buyer	10.0	12.0	10.2	10.7	10.7	10.7
Use a Computer	92.3	90.4	92.1	92.2	91.8	91.7
Have Internet Access	97.5	97.5	96.0	98.7	97.4	96.4
Obtain Travel Info.	82.2	80.1	77.4	82.9	80.7	77.3
Book Travel Res. Online	62.1	53.6	52.5	57.9	56.5	49.4
Book Lodging	53.9	47.4	46.7	46.2	48.6	51.2

Lee County -- 2003 Annual Visitor Profile
Seasonal Visitor Profiles
(Winter, Spring/Summer, Fall)

the beaches of
FORT MYERS  SANIBEL

LEE COUNTY 2002 - 2003 WINTER AVERAGES

	1/02	2/02	3/02	4/02	Winter 2002	1/03	2/03	3/03	4/03	Winter 2003
Number of Visitors	191,632	262,492	296,567	294,120	1,044,811	194,867	257,075	292,402	299,591	1,043,935
Room Nights	624,896	557,796	639,473	613,034	2,435,199	627,192	541,387	634,997	602,136	2,405,712
Expenditures (\$)	113,155,843	165,980,647	159,091,714	142,284,407	580,512,611	116,404,096	163,479,230	159,681,720	147,756,783	587,321,829
Occupancy Rate	77.0	93.3	94.7	80.5	86.4	78.3	89.3	93.8	79.7	85.3
Room Rate	109.87	140.90	133.50	102.38	121.66	112.81	142.56	137.57	113.74	126.67
Occupancy										
< 20 Units	80.8	95.9	96.8	82.4	89.0	78.9	93.0	96.0	83.2	87.8
21-50 Units	75.7	93.0	94.9	76.4	85.0	74.1	88.9	93.5	76.0	83.1
51-100 Units	78.6	91.8	94.4	83.9	87.2	80.3	88.6	94.1	82.5	86.4
101+ Units	75.9	93.3	94.1	79.1	85.6	79.2	88.7	93.1	78.0	84.8
Average Room Rate										
< 20 Units	100.50	113.12	104.90	85.95	101.12	102.09	116.01	109.04	91.02	104.54
21-50 Units	98.47	127.34	117.35	98.17	110.33	98.25	124.87	120.40	107.06	112.65
51-100 Units	136.50	165.47	168.57	130.78	150.33	140.16	168.40	173.25	150.00	157.95
101+ Units	116.60	162.02	143.17	131.97	138.44	121.21	165.37	147.59	148.33	145.63
Visitor Origin										
Florida	11,498	12,862	18,684	35,294	78,338	8,964	10,797	19,591	32,356	71,708
Southeast	13,989	13,125	17,497	16,765	61,376	16,174	13,111	18,421	18,275	65,981
Northeast	55,765	93,185	91,343	88,236	328,529	54,563	89,719	93,276	88,679	326,237
Midwest	84,510	119,171	128,710	116,177	448,568	84,572	119,797	123,394	117,739	445,502
Canada	5,941	7,612	9,194	7,059	29,806	7,015	7,198	10,234	7,789	32,236
Europe	12,839	10,237	22,539	21,177	66,792	15,784	10,540	18,129	23,069	67,522
Markets of Opportunity	7,090	6,300	8,600	9,412	31,402	7,795	5,913	9,357	11,684	34,749
TOTAL	191,632	262,492	296,567	294,120	1,044,811	194,867	257,075	292,402	299,591	1,043,935
Transportation Mode										
Plane	65.2	73.0	74.5	70.5	70.8	67.4	74.4	75.7	77.6	73.8
Rental Car	57.9	67.7	68.0	62.7	64.1	61.3	69.8	68.9	73.0	68.3
Personal Car	34.6	25.4	24.5	28.9	28.4	32.6	23.0	24.2	21.5	25.3
Airport Deplanned										
SW Florida Int'l	75.4	77.3	79.9	74.5	76.8	76.1	80.9	81.9	77.7	79.2
Orlando Int'l	6.4	7.7	3.6	6.5	6.1	5.7	6.6	3.7	7.3	5.8
Miami Int'l	7.6	3.8	5.4	7.6	6.1	9.6	5.9	6.0	6.7	7.1
Tampa Int'l	6.1	10.5	7.4	9.2	8.3	5.9	4.7	6.9	4.7	5.6
Car Rental Location										
Fort Myers	75.0	73.1	77.0	72.9	74.5	76.0	75.4	79.2	75.1	76.4
Orlando	7.1	7.8	3.7	6.5	6.3	5.5	6.8	4.2	7.3	6.0
Miami	6.4	2.2	6.3	7.6	5.6	8.2	6.6	6.8	7.3	7.2
Tampa	6.6	10.3	8.1	10.6	8.9	6.3	4.4	7.8	5.1	5.9

LEE COUNTY 2002 - 2003 WINTER AVERAGES

	1/02	2/02	3/02	4/02	Winter 2002	1/03	2/03	3/03	4/03	Winter 2003
Purpose of Trip										
Vacation	98.0	98.7	99.0	97.5	98.3	97.4	98.1	96.6	97.6	97.4
Visit Friends & Relatives	11.3	15.0	13.6	12.9	13.2	13.0	13.0	15.4	12.4	13.5
Business/Conf/Meetings	14.0	12.6	16.8	19.4	15.7	15.3	10.5	15.3	18.3	14.9
First Visit										
Lee County	32.4	31.9	36.4	35.8	34.1	36.4	28.1	32.7	36.1	33.3
Florida	2.9	3.0	3.9	4.4	3.6	3.0	1.8	3.3	4.9	3.3
First Time Visitors										
Florida	30.2	30.0	n/a	24.2	28.1	27.3	23.1	n/a	28.6	26.3
Southeast	44.4	36.1	43.9	38.5	40.7	40.9	39.8	46.8	47.4	43.7
Northeast	35.5	26.8	37.0	38.9	34.6	34.0	30.5	31.0	34.1	32.4
Midwest	22.7	25.2	24.7	30.0	25.7	31.4	23.4	25.9	27.4	27.0
Europe	58.4	50.0	56.3	44.4	52.3	57.9	12.5	40.0	65.4	44.0
Markets of Opportunity	62.5	41.7	47.8	n/a	50.7	64.1	35.3	50.0	n/a	49.8
Avg Repeat Visits										
	3.4	3.2	3.4	3.2	3.3	3.2	3.3	3.4	3.3	3.3
Information Sources										
Internet	n/a	n/a	n/a	n/a	n/a	59.0	51.8	53.0	55.6	54.9
Previous Visit	66.9	67.5	62.0	64.8	65.3	63.4	69.8	66.7	61.6	65.4
Recommendations	37.8	35.9	34.3	42.7	37.7	39.7	30.5	30.9	40.4	35.4
Business Contacts	4.5	n/a	0.7	1.7	2.3	2.7	n/a	1.8	2.7	2.4
Print Media	11.7	11.7	13.9	16.1	13.4	14.9	12.3	14.6	18.9	15.2
Travel Agent	4.0	2.8	5.5	3.6	4.0	2.6	1.3	3.0	3.9	2.7
Travel Agent Assisted										
	22.4	22.0	23.4	24.0	23.0	18.3	15.4	18.1	18.3	17.5
Travel Agent Assisted with:										
Airline Reservations	80.3	84.6	85.3	85.3	83.9	75.0	78.3	79.3	83.8	79.1
Hotel/Motel Reservations	44.0	51.5	49.7	53.0	49.6	51.6	55.1	41.4	58.9	51.8
Fly/Drive Packages	6.9	5.3	5.6	9.4	6.8	4.8	3.3	11.1	8.6	7.0
Reservations										
Before	88.0	85.7	87.4	87.4	87.1	84.6	84.4	86.9	83.8	84.9
None	9.0	10.9	9.6	10.2	9.9	9.6	11.9	10.6	10.6	10.7
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	n/a	n/a	n/a	n/a	n/a

LEE COUNTY 2002 - 2003 WINTER AVERAGES

	1/02	2/02	3/02	4/02	Winter 2002	1/03	2/03	3/03	4/03	Winter 2003
Length of Stay (OOS)										
Away from Home	12.0	12.0	10.6	9.9	11.1	11.9	11.9	10.4	9.9	11.0
In Florida	11.3	11.0	9.9	9.3	10.4	11.1	10.8	9.8	9.3	10.3
In Lee County	8.2	8.2	7.4	6.7	7.6	8.1	8.2	7.3	6.7	7.6
Length of Stay (FL)										
Away from Home	3.5	3.5	3.6	3.8	3.6	3.8	3.7	3.6	3.9	3.8
In Lee County	3.3	3.1	3.4	3.6	3.4	3.5	3.3	3.5	3.8	3.5
% Staying 4 days or less										
Out-of-State	21.5	24.1	20.3	20.1	21.5	17.3	19.7	19.6	21.5	19.5
Floridian	80.0	82.1	73.7	84.8	80.2	61.8	92.3	67.5	76.2	74.5
Party Size										
Out-of-State	2.5	2.3	2.8	2.7	2.6	2.5	2.3	2.7	2.8	2.6
Floridian	2.1	2.0	2.1	2.9	2.3	2.3	2.0	2.2	2.9	2.4
Party Composition										
Couple	73.3	73.3	59.0	58.2	66.0	72.1	76.7	63.7	53.5	66.5
Family	24.8	23.4	39.6	40.0	32.0	26.4	21.0	34.3	43.1	31.2
Single	1.7	2.8	1.3	1.8	1.9	1.1	1.5	1.9	3.3	2.0
Where Stayed Night Before Lee										
At Home	67.8	67.4	72.9	76.8	71.2	68.0	70.2	72.7	78.8	72.4
In FL, Not in Lee	28.7	31.6	23.8	22.5	26.7	29.1	28.4	23.6	19.0	25.0
On the Road, Not in FL	3.5	1.0	3.3	0.7	2.1	2.9	1.4	3.7	2.2	2.6
Where Stayed in Florida										
Orlando/Disney	22.2	22.1	20.8	21.9	21.8	20.6	24.2	22.3	25.4	23.1
Tampa Bay	12.4	13.2	12.5	10.9	12.3	12.7	10.1	13.1	7.0	10.7
Ft. Lauderdale/Palm Bch.	6.3	4.7	8.3	7.7	6.8	8.2	8.8	7.8	7.0	8.0
Florida Keys	9.7	8.1	9.7	11.4	9.7	10.8	8.9	7.9	8.5	9.0
Sarasota	13.1	8.0	7.8	9.2	9.5	14.7	10.6	8.3	11.3	11.2
Miami	4.0	2.9	5.1	7.8	5.0	8.6	3.9	4.2	8.5	6.3
Naples/Marco Island	5.6	4.2	9.1	9.4	7.1	4.9	4.6	9.7	7.0	6.6
Attractions Visited										
Edison/Ford Home	7.0	8.0	9.5	7.1	7.9	7.2	7.4	7.3	8.3	7.6
Sea World	6.4	5.0	4.4	5.7	5.4	4.5	4.1	4.0	5.4	4.5
Disney	5.0	4.3	4.3	5.7	4.8	5.0	3.7	n/a	3.6	4.1
Universal Studios	5.4	6.3	4.7	4.2	5.2	n/a	n/a	3.7	n/a	n/a
EPCOT	6.2	6.6	3.6	4.9	5.3	4.6	5.0	n/a	3.8	4.5
Kennedy Space Center	5.8	7.7	5.6	6.0	6.3	5.5	6.2	5.7	6.3	5.9
Ding Darling	1.8	5.4	4.6	2.5	3.6	2.4	2.8	4.4	3.4	3.3

LEE COUNTY 2002 - 2003 WINTER AVERAGES

	1/02	2/02	3/02	4/02	Winter 2002	1/03	2/03	3/03	4/03	Winter 2003
Satisfaction with Lee	99.3	99.7	98.0	99.3	99.1	98.3	98.8	98.4	98.0	98.4
Lee Features Liked Most										
Beaches	80.9	77.0	82.5	79.2	79.9	85.1	75.6	76.1	76.4	78.3
Climate	74.9	80.3	86.8	80.0	80.5	61.2	79.8	84.1	81.3	76.6
Rest/Relaxation/Quiet	63.0	68.3	59.4	56.8	61.9	62.8	69.5	57.0	57.4	61.7
Tropical Atmosphere	n/a	n/a	46.2	39.8	43.0	n/a	n/a	44.3	34.8	39.6
Not Commercial	n/a	n/a	29.2	17.3	23.3	n/a	n/a	24.4	18.3	21.4
Clean Environment	24.1	26.9	16.5	20.6	22.0	20.2	22.6	16.2	17.6	19.2
Friendly Residents	11.9	13.4	11.9	10.9	12.0	12.2	11.3	12.6	10.6	11.7
Safety	n/a	n/a	0.7	1.4	1.1	n/a	n/a	4.1	1.5	2.8
Lee Features Liked Least										
No Specific Complaints	72.3	68.9	60.6	66.9	67.2	65.4	65.2	53.8	61.9	61.6
Congestion	14.0	24.6	28.1	20.1	21.7	16.9	28.1	33.6	19.8	24.6
Weather	3.2	0.6	n/a	n/a	1.9	8.3	3.2	n/a	n/a	5.8
Insects	n/a	n/a	1.3	1.1	1.2	n/a	n/a	4.3	4.9	4.6
Expense	n/a	n/a	4.1	2.5	3.3	n/a	n/a	n/a	3.6	n/a
Expense vs. Expectations										
More Expensive	2.7	3.5	6.0	2.5	3.7	3.7	5.2	8.4	3.4	5.2
Less Expensive	1.4	0.2	0.7	1.8	1.0	0.9	n/a	1.9	1.0	1.3
As Expected	95.4	92.3	92.0	93.7	93.4	94.7	90.7	87.5	93.8	91.7
Recommend Lee	92.5	98.3	92.9	93.3	94.3	89.8	98.9	90.0	92.0	92.7
Plan to Return (% yes)										
To Local Area	86.1	89.4	91.5	87.7	88.7	84.4	88.5	89.6	85.1	86.9
Next year	64.8	64.4	66.0	64.7	65.0	60.5	60.0	63.1	63.6	61.8
Median Age of Head of HH	50.7	52.2	49.4	49.2	50.4	50.4	53.2	49.9	49.3	50.7
Median Annual HH Income	80,650	79,472	80,727	80,053	80,226	81,151	80,493	81,006	81,096	80,937
Average Number of:										
Getaway	2.7	2.9	3.1	2.8	2.9	2.8	2.7	2.9	2.8	2.8
Vacations	1.8	2.0	2.0	1.8	1.9	1.8	2.0	1.9	1.9	1.9
Out-of-State Visitor Party Budget										
Total	1,638.95	1,938.63	1,776.64	1,443.85	1,699.52	1,658.01	1,948.15	1,744.04	1,498.78	1,712.25
Per person/trip	655.58	842.88	634.51	534.76	666.93	663.20	847.02	645.94	535.28	672.86
Per person/day	79.95	102.79	85.75	79.81	87.08	82.90	103.30	88.47	79.89	88.64

LEE COUNTY 2002 - 2003 WINTER AVERAGES

	1/02	2/02	3/02	4/02	Winter 2002	1/03	2/03	3/03	4/03	Winter 2003
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	948.78	1,065.20	1,074.55	854.75	985.82	973.96	1,084.31	1,079.68	891.68	1,007.41
Food/Entertainment	559.31	593.89	622.08	605.12	595.10	571.76	603.56	620.23	618.64	603.55
Rental Car	240.62	253.52	269.02	285.64	262.20	245.49	258.60	277.04	294.19	268.83
Retail Purchases	152.60	184.79	160.18	156.06	163.41	147.91	180.44	159.37	157.05	161.19
See/Read/Hear Message	30.4	32.2	32.9	33.0	32.1	30.7	30.2	34.3	40.8	34.0
Type of Message Seen										
Internet	n/a	n/a	n/a	n/a	n/a	72.8	68.6	52.9	65.1	64.9
TG's/VG's/Brochures	42.7	45.6	44.1	45.5	44.5	37.4	31.8	38.2	36.5	36.0
Newspaper	18.2	17.8	27.2	19.4	20.7	26.1	18.5	27.6	14.3	21.6
Magazine	11.7	17.6	20.6	12.9	15.7	15.3	15.7	18.1	12.1	15.3
Television	6.9	4.4	8.7	7.5	6.9	4.1	4.7	10.8	4.4	6.0
Influence by Lee Message	76.5	75.0	73.9	75.3	75.2	84.7	77.8	75.5	79.7	79.4
Occupation										
Professional/Tech	40.8	36.5	42.7	43.0	40.8	39.8	35.1	43.3	44.6	40.7
Executive/Managerial	16.0	15.7	12.5	15.8	15.0	16.8	16.7	12.0	13.5	14.8
Retired	20.9	25.8	17.5	15.1	19.8	17.3	27.3	16.9	14.8	19.1
Craft/Factory	3.7	3.6	5.1	5.6	4.5	7.0	3.1	6.9	6.7	5.9
Sales/Buyer	12.1	9.6	9.9	11.4	10.8	11.6	11.4	8.8	10.6	10.6
Have Internet Access	86.2	88.9	85.5	83.7	86.1	89.3	86.3	89.6	88.0	88.3
Obtain Travel Info.	78.4	79.8	74.4	78.5	77.8	83.5	81.7	80.6	78.9	81.2
Book Travel Services Online	43.1	46.2	49.6	42.5	45.4	58.4	57.5	52.4	56.9	56.3
Book Lodging Online	53.3	48.1	47.2	55.6	51.1	52.5	51.6	50.5	55.9	52.6

LEE COUNTY 2002 - 2003 SPRING/SUMMER SEASON AVERAGES

	5/02	6/02	7/02	8/02	Spr/Sum 2002	5/03	6/03	7/03	8/03	Spr/Sum 2003
Number of Visitors	131,809	134,757	154,892	97,879	519,337	138,608	144,383	167,476	103,182	553,649
Room Nights	421,789	357,333	396,524	343,552	1,519,198	442,320	379,936	415,812	348,557	1,586,625
Expenditures (\$)	88,353,491	67,626,924	63,103,001	59,977,907	279,061,323	95,311,754	74,296,604	70,070,284	64,151,507	303,830,149
Occupancy Rate	70.8	63.1	67.4	61.8	65.8	73.3	66.5	71.0	63.3	68.5
Room Rate	84.38	87.59	83.94	88.40	86.08	87.75	89.57	86.75	91.07	88.79
Occupancy										
< 20 Units	76.0	70.0	71.0	63.8	70.2	75.0	73.5	73.7	63.3	71.4
21-50 Units	68.4	65.5	72.1	59.9	66.5	71.7	68.8	75.9	64.6	70.3
51-100 Units	73.6	63.8	70.1	61.8	67.3	74.6	67.9	74.0	63.1	69.9
101+ Units	68.3	59.9	64.9	62.0	63.8	72.0	63.1	68.5	62.9	66.6
Average Room Rate										
< 20 Units	78.16	69.16	70.88	76.79	73.75	83.04	70.28	73.57	78.96	76.46
21-50 Units	77.49	82.17	78.32	76.04	78.51	82.79	85.19	81.35	79.61	82.24
51-100 Units	101.12	103.23	104.45	100.55	102.34	105.39	104.97	107.80	103.31	105.37
101+ Units	101.66	99.43	102.56	104.56	102.05	101.54	100.59	105.38	106.88	103.60
Visitor Origin										
Florida	31,107	31,129	37,639	27,504	127,379	30,632	32,197	39,357	28,685	130,871
Southeast	7,513	14,015	16,264	7,928	45,720	6,515	13,861	16,748	7,739	44,863
Northeast	38,093	28,434	35,470	18,597	120,594	41,582	33,497	39,189	20,430	134,698
Midwest	40,465	43,661	44,919	27,308	156,353	43,662	45,192	49,070	29,407	167,331
Canada	1,977	809	1,084	783	4,653	1,386	1,011	1,005	619	4,021
Europe	9,754	11,993	14,405	12,431	48,583	11,089	13,716	15,910	13,207	53,922
Markets of Opportunity	2,900	4,716	5,111	3,328	16,055	3,742	4,909	6,197	3,095	17,943
TOTAL	131,809	134,757	154,892	97,879	519,337	138,608	144,383	167,476	103,182	553,649
Transportation Mode										
Plane	60.8	61.1	53.3	54.2	57.4	61.5	58.7	55.8	55.8	58.0
Rental Car	55.6	56.0	48.5	50.5	52.7	54.8	54.0	49.1	52.7	52.7
Personal Car	36.2	38.4	46.5	44.2	41.3	35.4	41.6	43.1	43.2	40.8
Airport Deplanned										
SW Florida Int'l	76.1	76.4	63.7	59.4	68.9	80.2	78.4	67.8	62.5	72.2
Orlando Int'l	8.8	9.1	11.1	19.6	12.2	7.3	6.3	6.8	14.6	8.8
Miami Int'l	6.9	6.3	8.9	9.8	8.0	6.3	2.6	9.3	12.0	7.6
Tampa Int'l	7.1	5.5	15.6	9.0	9.3	4.2	10.5	12.2	6.9	8.5
Car Rental Location										
Fort Myers	72.5	76.6	61.1	56.6	66.7	78.9	76.9	66.9	60.3	70.8
Orlando	7.6	10.7	11.9	21.2	12.9	8.2	6.2	7.6	16.3	9.6
Miami	7.3	6.0	9.5	9.9	8.2	6.4	4.4	8.4	12.0	7.8
Tampa	7.5	4.6	16.7	9.5	9.6	4.7	11.5	11.4	7.2	8.7

LEE COUNTY 2002 - 2003 SPRING/SUMMER SEASON AVERAGES

	5/02	6/02	7/02	8/02	Spr/Sum 2002	5/03	6/03	7/03	8/03	Spr/Sum 2003
Purpose of Trip										
Vacation	98.9	97.7	97.9	97.8	98.1	98.1	98.4	96.6	95.8	97.2
Visit Friends & Relatives	n/a	10.1	11.7	12.9	11.6	n/a	11.1	11.2	15.0	12.4
Business/Conf/Meetings	21.7	22.5	21.4	20.0	21.4	22.7	22.0	22.4	22.1	22.3
First Visit										
Lee County	37.3	34.9	32.7	35.0	35.0	36.9	40.7	38.3	41.6	39.4
Florida	4.8	4.7	1.3	5.1	4.0	1.7	5.8	5.7	4.8	4.5
First Time Visitors										
Florida	24.2	29.1	35.6	25.9	28.7	29.6	32.0	37.5	29.7	32.2
Southeast	36.4	43.9	34.4	45.8	40.1	34.8	49.4	40.0	50.0	43.6
Northeast	47.2	39.0	27.9	34.4	37.1	41.5	44.5	38.3	38.6	40.7
Midwest	40.3	26.3	32.2	30.1	32.2	37.2	34.5	23.9	30.6	31.6
Europe	36.8	56.1	28.6	42.1	40.9	54.6	64.0	55.6	57.2	57.9
Markets of Opportunity	n/a	47.6	50.0	41.7	46.4	n/a	47.1	68.8	50.0	55.3
Avg Repeat Visits	4.0	3.2	3.4	3.3	3.5	3.8	3.3	3.2	3.2	3.4
Information Sources										
Internet	46.1	64.1	46.3	50.8	51.8	49.0	69.2	53.5	55.2	56.7
Previous Visit	62.5	62.6	64.3	63.3	63.2	61.2	56.4	59.7	57.4	58.7
Recommendations	39.6	38.7	41.0	41.1	40.1	38.6	46.9	47.2	47.8	45.1
Business Contacts	2.9	3.0	1.9	0.8	2.2	4.8	4.2	2.5	2.4	3.5
Print Media	14.6	12.0	14.3	14.6	13.9	16.9	16.0	16.3	18.6	17.0
Travel Agent	n/a	3.1	n/a	n/a	n/a	n/a	4.0	n/a	n/a	n/a
Assisted by Travel Agent	18.8	12.7	13.7	17.0	15.6	16.7	16.6	13.0	14.8	15.3
Travel Agent Assisted with										
Airline Reservations	82.8	74.0	85.7	88.2	82.7	72.1	69.2	78.4	69.8	72.4
Hotel/Motel Reservations	43.7	45.2	54.7	53.2	49.2	42.3	36.7	49.2	50.2	44.6
Fly/Drive Packages	4.8	13.6	15.8	5.9	10.0	15.6	21.6	28.2	24.4	22.5
Reservations										
Before	92.2	83.0	88.4	88.9	88.1	89.1	82.3	87.1	86.6	86.3
None	7.5	14.5	9.2	9.7	10.2	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 2002 - 2003 SPRING/SUMMER SEASON AVERAGES

	5/02	6/02	7/02	8/02	Spr/Sum 2002	5/03	6/03	7/03	8/03	Spr/Sum 2003
Length of Stay										
Away from Home (OOS)	9.1	10.0	10.8	10.6	10.1	9.0	9.9	10.8	10.7	10.1
In Florida (OOS)	8.4	9.1	9.8	10.2	9.4	8.3	9.0	9.7	10.3	9.3
In Lee County (OOS)	5.8	5.9	6.4	5.9	6.0	5.8	5.8	6.3	6.0	6.0
Length of Stay										
Away from Home (FL)	3.8	3.6	4.6	4.5	4.1	3.9	3.7	4.7	4.6	4.2
In Lee County (FL)	3.6	3.5	4.6	4.4	4.0	3.7	3.6	4.6	4.5	4.1
% Staying 4 days or less										
Out-of-State	27.2	23.0	26.6	30.3	26.8	33.4	27.4	25.2	28.5	28.6
Floridian	89.0	69.5	61.4	65.5	71.4	85.5	69.1	62.6	64.8	70.5
Party Size										
Out-of-State	2.5	2.8	3.1	3.1	2.9	2.5	2.8	3.1	3.1	2.9
Floridian	2.7	3.0	3.1	3.3	3.0	2.7	3.0	3.1	3.4	3.1
Party Composition										
Couple	73.7	57.6	54.0	50.3	58.9	70.0	61.7	52.4	53.3	59.4
Family	23.7	40.6	43.7	48.5	39.1	24.6	36.1	46.2	44.8	37.9
Single	1.9	1.7	1.7	1.3	1.7	3.2	2.2	1.2	1.6	2.1
Where Stayed Night Before Lee										
At Home	73.0	69.3	65.1	64.3	67.9	76.3	67.5	65.4	66.1	68.8
In FL, Not in Lee	24.0	26.3	33.0	32.9	29.1	19.2	27.9	29.3	28.5	26.2
On the Road, Not in FL	3.0	4.4	1.9	2.8	3.0	4.5	4.6	5.2	5.3	4.9
Where Stayed in Florida										
Orlando/Disney	22.2	39.0	31.1	35.3	31.9	23.3	38.0	28.4	34.4	31.0
Tampa Bay	11.0	8.7	13.5	8.8	10.5	15.3	12.4	8.4	8.9	11.3
Ft. Lauderdale/Palm Bch.	6.7	5.6	5.4	7.4	6.3	8.2	7.4	16.8	13.3	11.4
Florida Keys	8.9	10.2	12.1	8.5	9.9	6.8	8.2	9.5	7.8	8.1
Sarasota	13.5	4.4	9.5	13.3	10.2	13.7	7.5	10.5	10.0	10.4
Miami	4.4	6.5	6.7	4.4	5.5	5.5	n/a	5.3	11.1	7.3
Naples/Marco	6.3	2.2	6.8	6.7	5.5	9.6	6.5	9.5	3.3	7.2
Attractions Visited										
Edison/Ford Home	13.2	10.8	11.7	7.3	10.8	10.4	10.3	9.4	6.6	9.2
Sea World	6.1	7.8	8.3	7.4	7.4	3.5	7.0	8.6	8.1	6.8
Disney	5.4	6.4	9.2	7.6	7.2	2.2	7.6	8.1	5.9	6.0
Universal Studios	n/a	7.5	8.4	9.3	8.4	n/a	n/a	7.9	7.7	7.8
EPCOT	6.9	7.2	9.1	n/a	7.7	3.3	5.7	7.8	n/a	5.6
Kennedy Space Center	n/a	6.3	9.9	6.7	7.6	n/a	6.0	10.4	5.9	7.4
Ding Darling	2.5	1.4	n/a	n/a	2.0	1.7	2.4	n/a	n/a	2.1

LEE COUNTY 2002 - 2003 SPRING/SUMMER SEASON AVERAGES

	5/02	6/02	7/02	8/02	Spr/Sum 2002	5/03	6/03	7/03	8/03	Spr/Sum 2003
Satisfaction with Lee	99.6	99.7	99.7	99.0	99.5	99.3	99.8	99.1	99.3	99.4
Lee Features Liked Most										
Beaches	80.2	80.6	89.0	82.2	83.0	78.2	79.7	84.5	77.5	80.0
Climate	59.4	40.1	37.9	32.0	42.4	67.2	46.1	35.9	38.4	46.9
Rest/Relaxation/Quiet	62.3	57.9	66.6	69.8	64.2	65.0	57.7	68.7	63.1	63.6
Tropical Atmosphere	34.8	35.1	47.7	38.7	39.1	37.7	44.6	50.1	42.5	43.7
Not Commercial	22.1	n/a	24.6	23.3	23.3	22.5	n/a	30.3	27.5	26.8
Clean Environment	19.3	20.1	13.3	28.7	20.4	17.2	21.0	16.0	26.7	20.2
Friendly Residents	n/a	n/a	15.8	14.8	15.3	n/a	n/a	16.9	12.6	14.8
Safety	n/a	1.7	3.4	6.0	3.7	n/a	1.7	3.9	3.2	2.9
Lee Features Liked Least										
No Specific Complaints	82.5	75.6	76.1	78.6	78.2	78.6	78.3	77.8	70.7	76.4
Congestion	3.2	4.3	2.2	0.2	2.5	7.0	3.5	5.9	2.7	4.8
Weather	n/a	3.3	6.8	2.5	4.2	n/a	3.8	6.6	9.9	6.8
Insects	4.5	5.0	9.8	5.4	6.2	5.3	7.6	7.0	8.3	7.1
Expense	2.3	n/a	3.2	1.8	2.4	0.3	n/a	n/a	0.2	0.3
Expense Relative to Expectations										
More Expensive	2.9	0.3	2.7	3.7	2.4	0.3	0.5	7.4	3.8	3.0
Less Expensive	2.0	0.9	1.3	1.4	1.4	2.3	3.5	1.8	2.5	2.5
As Expected	91.2	94.6	89.9	88.3	91.0	92.6	92.4	80.9	87.5	88.4
Recommend Lee	92.4	93.3	91.0	94.0	92.7	93.1	91.1	87.6	92.1	91.0
Plan to Return (% yes)										
To Local Area	90.5	91.6	86.2	86.5	88.7	91.0	92.6	87.3	87.8	89.7
Next Year	61.6	58.7	57.2	52.7	57.6	60.9	56.9	58.0	54.0	57.5
Median Age of Head of HH	48.0	46.0	46.5	47.2	46.9	48.9	47.3	47.6	47.5	47.8
Median Annual HH Income	79,430	76,331	76,322	76,552	77,159	83,426	77,600	81,385	80,969	80,845
Average Number of										
Getaway	2.7	2.8	2.8	2.6	2.7	2.6	2.7	2.6	2.7	2.7
Vacations	1.6	1.7	1.4	1.6	1.6	1.9	1.8	1.7	1.6	1.8
Out-of-State Visitor										
Party Budget										
Total	1,109.72	1,135.82	1,262.95	1,288.89	1,199.35	1,138.41	1,193.48	1,297.01	1,326.55	1,238.86
Per person/trip	443.89	405.65	407.40	415.77	418.18	455.36	426.24	418.39	427.92	431.98
Per person/day	76.53	68.75	63.66	70.47	69.85	78.51	73.49	66.41	71.32	72.43

LEE COUNTY 2002 - 2003 SPRING/SUMMER SEASON AVERAGES

	5/02	6/02	7/02	8/02	Spr/Sum 2002	5/03	6/03	7/03	8/03	Spr/Sum 2003
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	769.02	604.58	669.91	714.71	689.56	780.93	617.46	691.41	746.72	709.13
Food/Entertainment	406.57	408.66	444.31	477.32	434.22	422.16	430.92	457.35	487.51	449.49
Rental Car	238.65	208.47	230.23	227.73	226.27	240.91	226.30	243.42	237.10	236.93
Retail Purchases	136.92	128.79	142.27	153.36	140.34	140.60	137.55	143.18	148.52	142.46
See/Read/Hear Message	42.7	39.1	45.7	41.9	42.4	39.1	46.0	46.0	50.5	45.4
Type of Message Seen										
Internet	67.2	76.9	65.9	76.3	71.6	68.2	77.2	65.0	74.1	71.1
TG's/VG's/Brochures	40.6	43.9	45.3	47.1	44.2	38.7	40.6	37.8	34.6	37.9
Newspaper	27.1	29.2	23.7	17.9	24.5	27.9	24.3	27.4	28.6	27.1
Magazine	15.6	16.4	17.7	20.1	17.5	14.2	16.1	21.3	16.6	17.1
Television	13.7	11.3	11.7	6.9	10.9	8.0	10.8	14.3	4.9	9.5
Influence by Lee Message	73.4	75.4	77.8	80.4	76.8	75.5	77.3	79.4	83.6	79.0
Occupation										
Professional/Technical	43.5	47.2	50.7	46.2	46.9	45.7	50.2	55.5	49.1	50.1
Executive/Managerial	20.9	18.8	13.7	18.5	18.0	17.2	16.6	12.1	17.2	15.8
Retired	13.0	13.9	8.8	11.4	11.8	14.8	12.2	10.5	9.5	11.8
Craft/Factory	7.7	7.0	5.3	5.7	6.4	8.4	6.0	6.2	4.4	6.3
Sales/Buyer	9.7	9.3	12.7	10.7	10.6	11.4	10.3	7.0	10.5	9.8
Have Internet Access	87.9	90.0	90.8	90.9	89.9	86.6	90.6	91.6	92.3	90.3
Obtain Travel Info.	72.0	71.4	74.0	75.9	73.3	78.6	74.6	75.3	77.7	76.6
Book Travel Services Online	42.8	46.8	46.8	49.3	46.4	58.7	51.3	58.4	57.5	56.5
Book Lodging Online	60.9	58.2	42.9	52.6	53.7	55.6	54.6	51.8	50.7	53.2

LEE COUNTY 2002 - 2003 FALL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	9/03	10/03	11/03	12/03	Fall 2003
Number of Visitors	82,594	77,813	100,875	126,016	387,298	85,295	80,510	104,079	134,360	404,244
Room Nights	254,148	284,732	454,350	509,012	1,502,242	260,760	293,669	464,150	516,620	1,535,199
Expenditures (\$)	42,383,302	46,175,484	56,188,384	75,481,734	220,228,904	44,680,182	49,552,337	60,186,665	81,552,613	235,971,797
Occupancy Rate	50.8	59.9	70.2	60.2	60.3	51.5	62.4	71.0	61.5	61.6
Room Rate	79.31	79.07	69.09	99.38	81.71	81.12	81.87	74.01	101.90	84.73
Occupancy										
< 20 Units	48.4	60.1	73.2	62.1	61.0	50.0	64.0	71.9	64.7	62.7
21-50 Units	50.9	57.6	70.4	62.0	60.2	53.0	62.4	71.2	63.0	62.4
51-100 Units	50.0	61.8	72.3	57.9	60.5	52.4	64.4	74.3	60.6	62.9
101+ Units	51.2	60.0	68.5	59.8	59.9	50.4	61.2	69.5	60.3	60.4
Average Room Rate										
< 20 Units	64.43	69.13	66.85	83.18	70.90	70.23	72.40	71.94	86.91	75.37
21-50 Units	73.47	71.10	69.25	98.52	78.09	75.62	73.95	74.44	100.61	81.16
51-100 Units	90.08	89.33	93.25	115.53	97.05	90.53	92.06	101.36	118.52	100.62
101+ Units	91.22	84.56	90.58	101.79	92.04	92.49	86.83	94.99	103.72	94.51
Visitor Origin										
Florida	20,566	12,761	12,105	4,033	49,465	20,641	11,593	12,594	4,434	49,262
Southeast	5,782	5,136	6,860	9,829	27,607	6,227	5,072	6,869	10,211	28,379
Northeast	19,905	17,819	29,859	36,419	104,002	21,068	18,920	29,663	38,024	107,675
Midwest	21,805	23,655	33,087	57,085	135,632	23,456	25,280	35,179	61,537	145,452
Canada	743	1,401	3,127	4,285	9,556	682	1,610	3,018	4,837	10,147
Europe	9,994	12,839	11,096	10,585	44,514	9,553	13,848	12,385	11,958	47,744
Markets of Opportunity	3,799	4,202	4,741	3,780	16,522	3,668	4,187	4,371	3,359	15,585
TOTAL	82,594	77,813	100,875	126,016	387,298	85,295	80,510	104,079	134,360	404,244
Transportation Mode										
Plane	58.9	71.6	69.0	70.4	67.5	56.1	74.2	69.8	71.9	68.0
Rental Car	57.2	69.4	67.4	67.3	65.3	55.6	70.3	66.2	69.1	65.3
Personal Car	39.7	27.9	28.4	28.3	31.1	41.1	24.9	28.9	27.1	30.5
Airport Deplanned										
SW Florida Int'l	65.3	67.1	72.8	75.8	70.3	66.9	68.2	76.2	74.0	71.3
Orlando Int'l	12.5	7.5	5.2	4.0	7.3	14.7	8.9	8.0	5.6	9.3
Miami Int'l	11.7	14.8	8.2	7.5	10.6	9.0	12.1	6.8	7.8	8.9
Tampa Int'l	9.1	7.4	11.3	11.1	9.7	8.5	10.5	6.1	12.4	9.4
Car Rental Location										
Fort Myers	62.6	66.2	71.0	74.8	68.7	63.2	66.0	74.6	73.1	69.2
Orlando	12.9	8.4	5.6	4.2	7.8	15.2	9.0	8.4	5.1	9.4
Miami	12.1	14.7	8.1	7.9	10.7	9.4	12.9	7.3	8.1	9.4
Tampa	10.5	8.2	12.3	11.6	10.7	8.2	11.9	6.4	12.4	9.7

LEE COUNTY 2002 - 2003 FALL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	9/03	10/03	11/03	12/03	Fall 2003
Purpose of Trip										
Vacation	98.6	97.1	98.2	98.5	98.1	98.8	98.6	97.8	99.4	98.7
Visit Friends & Relatives	13.9	16.0	17.6	16.6	16.0	15.3	14.7	14.6	16.5	15.3
Business/Conf/Meetings	19.5	21.4	17.0	17.7	18.9	21.1	22.3	20.4	17.9	20.4
First Visit										
Lee County	38.4	35.6	32.8	29.6	34.1	45.0	40.3	38.8	36.5	40.2
Florida	4.5	5.2	3.8	3.2	4.2	6.3	6.8	3.1	4.3	5.1
First Time Visitors										
Florida	32.0	29.6	34.2	36.4	33.1	36.9	33.9	32.4	28.6	33.0
Southeast	41.0	40.7	32.3	36.0	37.5	40.0	35.7	43.1	42.5	40.3
Northeast	34.3	34.2	30.6	25.8	31.2	40.7	41.7	31.8	29.5	35.9
Midwest	39.2	24.1	18.4	25.5	26.8	36.6	29.6	24.4	28.6	29.8
Europe	46.7	40.7	41.2	22.2	37.7	61.9	53.8	58.4	46.7	55.2
Markets of Opportunity	63.6	n/a	n/a	40.0	51.8	69.2	n/a	n/a	53.4	61.3
Avg Repeat Visits	3.3	3.9	3.7	3.9	3.7	3.2	3.7	3.6	3.5	3.5
Information Sources										
Internet	52.8	48.8	47.9	64.4	53.5	54.6	51.9	48.9	64.2	54.9
Previous Visit	59.7	63.3	62.6	68.6	63.6	51.2	58.2	60.1	62.2	57.9
Recommendations	47.5	39.5	39.8	35.1	40.5	51.7	45.0	44.1	44.4	46.3
Business Contacts	3.3	1.2	2.5	n/a	2.3	1.3	5.2	3.9	n/a	3.5
Print Media	15.9	17.9	20.2	17.8	18.0	18.9	14.7	17.2	19.8	17.7
Travel Agent	3.1	n/a	2.3	n/a	2.7	3.9	n/a	3.3	n/a	3.6
Travel Agent Assisted	15.1	13.2	15.0	16.9	15.1	14.0	16.8	15.4	15.0	15.3
Travel Agent Assisted with:										
Airline Reservations	73.0	78.9	82.6	83.3	79.5	60.8	75.0	76.6	77.6	72.5
Hotel/Motel Reservations	59.5	48.8	55.3	38.9	50.6	50.0	44.4	49.3	35.8	44.9
Fly/Drive Packages	19.4	4.0	4.4	5.6	8.4	32.1	17.9	14.9	12.2	19.3
Reservations										
Before	85.0	87.4	89.1	87.9	87.4	82.3	81.1	84.6	86.4	83.6
None	14.5	11.7	7.0	10.0	10.8	15.7	17.0	13.4	10.4	14.1
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	39.3	37.7	20.8	18.4	29.1

LEE COUNTY 2002 - 2003 FALL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	9/03	10/03	11/03	12/03	Fall 2003
Length of Stay (OOS)										
Away from Home	10.3	10.7	10.2	11.1	10.6	10.2	10.6	10.0	11.0	10.5
In Florida	9.5	9.7	9.7	10.1	9.8	9.4	9.7	9.4	9.9	9.6
In Lee County	5.8	6.0	6.6	7.6	6.5	5.7	5.9	6.5	7.5	6.4
Length of Stay (FL)										
Away from Home	3.6	3.7	3.6	4.0	3.7	3.6	3.7	3.7	3.9	3.7
In Lee County	3.5	3.5	3.6	3.8	3.6	3.5	3.4	3.6	3.7	3.6
% Staying 4 days or less										
Out-of-State	37.2	26.7	30.1	17.8	28.0	39.4	29.8	29.3	18.0	29.1
Floridian	73.4	85.7	89.1	65.0	78.3	79.2	90.3	82.4	74.3	81.6
Party Size										
Out-of-State	2.5	2.5	2.5	2.8	2.6	2.5	2.4	2.5	2.9	2.6
Floridian	2.8	2.4	2.5	2.4	2.5	2.9	2.4	2.4	2.3	2.5
Party Composition										
Couple	75.7	76.6	73.8	64.8	72.7	76.9	78.5	75.0	62.2	73.2
Family	22.7	20.7	24.6	33.8	25.5	21.7	18.9	21.0	36.0	24.4
Single	1.7	1.9	1.3	1.4	1.6	1.5	2.6	1.6	1.5	1.8
Where Stayed Night Before Lee										
At Home	63.2	70.2	73.1	73.9	70.1	64.4	66.8	72.0	71.8	68.8
In FL, Not in Lee	34.2	25.0	22.9	23.5	26.4	31.5	29.7	22.8	24.1	27.0
On the Road, Not in FL	2.6	4.8	4.0	2.6	3.5	4.2	3.5	5.2	4.1	4.3
Where Stayed in Florida										
Orlando/Disney	35.2	30.5	30.0	20.8	29.1	40.4	30.1	33.3	21.0	31.2
Tampa Bay	13.5	11.6	16.7	11.1	13.2	13.7	10.6	9.7	12.4	11.6
Ft. Lauderdale/Palm Bch.	4.0	8.1	6.7	11.8	7.7	7.9	8.6	7.4	9.1	8.3
Florida Keys	9.2	8.9	8.3	9.7	9.0	6.8	7.5	11.0	10.5	9.0
Sarasota	7.5	8.2	11.7	7.0	8.6	7.7	8.4	8.1	8.6	8.2
Miami	5.7	10.7	5.0	5.6	6.8	6.9	11.8	6.3	7.8	8.2
Naples/Marco Island	6.9	n/a	n/a	6.9	6.9	5.5	n/a	n/a	7.4	6.5
Attractions Visited										
Edison/Ford Home	12.0	8.3	6.7	10.5	9.4	11.5	8.0	6.4	9.1	8.8
Sea World	9.3	6.2	3.2	4.7	5.9	11.2	7.1	5.4	4.4	7.0
Disney	7.7	n/a	2.5	1.9	4.0	5.8	n/a	4.6	2.2	4.2
Universal Studios	7.0	6.9	4.1	5.7	5.9	6.3	4.6	3.8	4.5	4.8
EPCOT	8.7	6.4	2.8	3.8	5.4	7.8	5.0	5.3	4.1	5.6
Kennedy Space Center	7.2	5.7	4.4	5.1	5.6	7.4	7.9	7.5	6.0	7.2
Ding Darling	n/a	2.6	2.4	2.4	2.5	n/a	n/a	n/a	3.4	n/a

LEE COUNTY 2002 - 2003 FALL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	9/03	10/03	11/03	12/03	Fall 2003
Satisfaction with Lee	99.0	99.9	99.2	99.1	99.3	99.4	99.3	99.7	98.8	99.3
Lee Features Liked Most										
Beaches	77.6	81.6	87.7	77.0	81.0	76.6	80.9	88.7	77.7	81.0
Climate	31.7	51.3	69.3	67.9	55.1	37.8	61.8	80.4	75.4	63.9
Rest/Relaxation/Quiet	78.7	47.6	75.4	76.6	69.6	73.4	51.8	76.6	71.9	68.4
Tropical Atmosphere	34.0	41.7	34.3	51.1	40.3	41.6	43.1	34.5	48.6	42.0
Not Commercial	24.8	19.7	30.2	29.7	26.1	26.8	14.3	28.5	24.7	23.6
Clean Environment	23.7	8.7	28.1	26.9	21.9	22.3	7.9	24.2	27.6	20.5
Friendly Residents	22.7	14.5	11.9	17.3	16.6	18.1	15.7	10.4	20.4	16.2
Safety	3.0	5.2	2.0	n/a	3.4	3.4	6.5	2.8	n/a	4.2
Lee Features Liked Least										
No Specific Complaints	79.6	81.4	80.9	70.9	78.2	81.8	90.0	87.5	75.1	83.6
Congestion	1.5	0.8	5.7	13.5	5.4	2.5	1.2	2.6	10.9	4.3
Weather	3.5	1.1	1.0	6.5	3.0	4.8	0.9	n/a	3.3	3.0
Insects	5.6	8.4	7.0	4.6	6.4	3.5	3.7	5.4	1.1	3.4
Expense	n/a	1.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	0.7	1.2	1.0	0.9	1.0	2.1	1.0	0.7	1.8	1.4
Less Expensive	2.4	2.1	1.6	1.6	1.9	1.8	0.6	1.2	0.3	1.0
As Expected	93.3	93.9	93.9	91.5	93.2	91.6	95.5	95.7	94.8	94.4
Recommend Lee	99.2	94.0	93.2	94.6	95.3	99.3	92.1	92.7	91.3	93.9
Plan to Return (% yes)										
To Local Area	86.8	89.5	92.7	84.5	88.4	83.7	87.4	88.3	87.7	86.8
Next year	60.4	57.8	63.8	63.6	61.4	59.9	58.7	63.0	60.9	60.6
Median Age Head of HH	48.0	49.2	51.0	50.5	49.7	49.1	49.3	51.1	50.9	50.1
Median Annual HH Income	76,352	75,805	78,068	84,660	78,721	80,053	79,913	79,959	87,356	81,820
Average Number of:										
Getaway	2.6	2.8	2.8	2.7	2.7	2.6	2.8	2.6	2.8	2.7
Vacations	1.6	1.7	1.8	1.8	1.7	1.7	1.8	1.7	1.8	1.8
Out-of-State Visitor										
Party Budget										
Total	1,065.58	1,173.23	1,276.73	1,355.46	1,217.75	1,087.76	1,197.37	1,325.47	1,422.57	1,258.29
Per person/trip	426.23	469.29	510.69	484.09	472.58	435.10	498.90	530.19	490.54	488.68
Per person/day	73.49	78.22	77.38	63.70	73.20	76.33	84.56	81.57	65.41	76.97

LEE COUNTY 2002 - 2003 FALL AVERAGES

	9/02	10/02	11/02	12/02	Fall 2002	9/03	10/03	11/03	12/03	Fall 2003
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	644.47	573.72	727.27	698.80	661.07	649.35	588.54	752.96	726.88	679.43
Food/Entertainment	408.71	422.91	449.03	472.01	438.17	412.65	432.53	466.29	484.95	449.11
Rental Car	160.78	202.09	194.70	253.48	202.76	168.47	208.45	216.48	262.03	213.86
Retail Purchases	182.61	143.65	145.78	164.89	159.23	189.19	140.17	149.25	169.27	161.97
See/Read/Hear Message	42.8	36.4	36.8	36.9	38.2	46.2	37.0	39.3	33.8	39.1
Type of Message Seen										
Internet	77.4	71.6	62.9	75.3	71.8	74.5	75.3	68.9	75.6	73.6
TG's/VG's/Brochures	44.9	46.3	40.4	51.6	45.8	42.8	41.7	37.8	45.7	42.0
Newspaper	23.5	23.4	16.8	26.9	22.7	19.3	18.7	17.8	22.7	19.6
Magazine	12.2	18.5	17.0	24.8	18.1	13.2	15.5	9.4	24.9	15.8
Television	5.8	7.3	10.0	5.1	7.1	6.6	5.0	2.8	4.1	4.6
Influence by Lee Message	80.1	76.6	76.2	79.5	78.1	85.9	80.4	77.1	79.0	80.6
Occupation										
Professional/Tech	34.0	42.8	38.1	45.1	40.0	38.6	46.9	41.8	46.9	43.6
Executive/Managerial	22.7	14.5	18.7	18.2	18.5	23.2	16.1	20.0	18.3	19.4
Retired	15.7	17.8	19.3	14.6	16.9	16.6	16.4	20.6	15.5	17.3
Craft/Factory	9.8	4.3	8.9	5.0	7.0	6.6	4.2	6.8	6.9	6.1
Sales/Buyer	10.0	12.0	10.2	10.7	10.7	11.8	9.6	7.2	8.6	9.3
Have Internet Access	90.0	88.1	88.4	91.0	89.4	89.3	88.5	87.2	90.2	88.8
Obtain Travel Info.	82.2	80.1	77.4	82.9	80.7	83.4	83.7	76.4	81.7	81.3
Book Travel Services Online	62.1	53.6	52.5	57.9	56.5	68.3	65.9	62.9	59.6	64.2
Book Lodging Online	53.9	47.4	46.7	46.2	48.6	50.4	45.5	41.6	41.5	44.8

Lee County -- 2003 Annual Visitor Profile
Visitor Origins 2000 – 2003 (Actual Number of Visitors)



Lee County Visitor Origins (Actual Number of Visitors) 2000 - 2003

	Florida								Southeast							
	2000		2001		2002		2003		2000		2001		2002		2003	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	9,350	9,350	9,485	9,485	11,498	11,498	8,964	8,964	12,976	12,976	12,449	12,449	13,989	13,989	16,174	16,174
Feb	13,109	22,459	14,095	23,580	12,862	24,360	10,797	19,761	13,376	26,352	13,824	26,273	13,125	27,114	13,111	29,285
Mar	19,158	41,617	18,283	41,863	18,684	43,044	19,591	39,352	18,300	44,652	17,983	44,256	17,497	44,611	18,421	47,706
Apr	32,758	74,375	34,612	76,475	35,294	78,338	32,356	71,708	17,117	61,769	16,540	60,796	16,765	61,376	18,275	65,981
Winter	74,375	74,375	76,475	76,475	78,338	78,338	71,708	71,708	61,769	61,769	60,796	60,796	61,376	61,376	65,981	65,981
May	29,616	103,991	30,254	106,729	31,107	109,445	30,632	102,340	8,938	70,707	8,568	69,364	7,513	68,889	6,515	72,496
June	29,175	133,166	29,635	136,364	31,129	140,574	32,197	134,537	16,208	86,915	15,705	85,069	14,015	82,904	13,861	86,357
July	37,195	170,361	34,872	171,236	37,639	178,213	39,357	173,894	16,008	102,923	15,412	100,481	16,264	99,168	16,748	103,105
Aug	25,550	195,911	26,801	198,037	27,504	205,717	28,685	202,579	7,854	110,777	7,547	108,028	7,928	107,096	7,739	110,844
Spr/Sum	121,536	195,911	121,562	198,037	127,379	205,717	130,871	202,579	49,008	110,777	47,232	108,028	45,720	107,096	44,863	110,844
Sep	20,993	216,904	19,411	217,448	20,566	226,283	20,641	223,220	5,028	115,805	5,714	113,742	5,782	112,878	6,227	117,071
Oct	11,659	228,563	12,183	229,631	12,761	239,044	11,593	234,813	5,121	120,926	5,034	118,776	5,136	118,014	5,072	122,143
Nov	12,208	240,771	14,784	244,415	12,105	251,149	12,594	247,407	5,513	126,439	5,932	124,708	6,860	124,874	6,869	129,012
Dec	4,851	245,622	5,024	249,439	4,033	255,182	4,434	251,841	7,883	134,322	8,015	132,723	9,829	134,703	10,211	139,223
Fall	49,711	245,622	51,402	249,439	49,465	255,182	49,262	251,841	23,545	134,322	24,695	132,723	27,607	134,703	28,379	139,223
TOTAL	245,622		249,439		255,182		251,841		134,322		132,723		134,703		139,223	

Lee County Visitor Origins (Actual Number of Visitors) 2000 - 2003

	Northeast								Midwest							
	2000		2001		2002		2003		2000		2001		2002		2003	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,956	54,956	59,481	59,481	55,765	55,765	54,563	54,563	81,671	81,671	85,961	85,961	84,510	84,510	84,572	84,572
Feb	93,902	148,858	95,682	155,163	93,185	148,950	89,719	144,282	115,037	196,708	117,637	203,598	119,171	203,681	119,797	204,369
Mar	83,494	232,352	92,613	247,776	91,343	240,293	93,276	237,558	119,522	316,230	126,781	330,379	128,710	332,391	123,394	327,763
April	82,928	315,280	87,910	335,686	88,236	328,529	88,679	326,237	109,784	426,014	115,171	445,550	116,177	448,568	117,739	445,502
Winter	315,280	315,280	335,686	335,686	328,529	328,529	326,237	326,237	426,014	426,014	445,550	445,550	448,568	448,568	445,502	445,502
May	34,952	350,232	36,680	372,366	38,093	366,622	41,582	367,819	38,154	464,168	39,759	485,309	40,465	489,033	43,662	489,164
June	26,743	376,975	27,996	400,362	28,434	395,056	33,497	401,316	40,926	505,094	42,335	527,644	43,661	532,694	45,192	534,356
July	34,998	411,973	35,184	435,546	35,470	430,526	39,189	440,505	41,275	546,369	43,279	570,923	44,919	577,613	49,070	583,426
Aug	16,749	428,722	17,609	453,155	18,597	449,123	20,430	460,935	24,982	571,351	26,511	597,434	27,308	604,921	29,407	612,833
Spr/Sum	113,442	428,722	117,469	453,155	120,594	449,123	134,698	460,935	145,337	571,351	151,884	597,434	156,353	604,921	167,331	612,833
Sept	22,580	451,302	19,254	472,409	19,905	469,028	21,068	482,003	22,139	593,490	19,802	617,236	21,805	626,726	23,456	636,289
Oct	17,174	468,476	15,684	488,093	17,819	486,847	18,920	500,923	23,082	616,572	21,593	638,829	23,655	650,381	25,280	661,569
Nov	28,551	497,027	25,990	514,083	29,859	516,706	29,663	530,586	32,391	648,963	31,546	670,375	33,087	683,468	35,179	696,748
Dec	36,261	533,288	36,725	550,808	36,419	553,125	38,024	568,610	51,056	700,019	52,277	722,652	57,085	740,553	61,537	758,285
Fall	104,566	533,288	97,653	550,808	104,002	553,125	107,675	568,610	128,668	700,019	125,218	722,652	135,632	740,553	145,452	758,285
TOTAL	533,288		550,808		553,125		568,610		700,019		722,652		740,553		758,285	

Lee County Visitor Origins (Actual Number of Visitors) 2000 - 2003

	Canada								Europe							
	2000		2001		2002		2003		2000		2001		2002		2003	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	4,961	4,961	5,731	5,731	5,941	5,941	7,015	7,015	19,082	19,082	17,390	17,390	12,839	12,839	15,784	15,784
Feb	9,096	14,057	9,758	15,489	7,612	13,553	7,198	14,213	16,854	35,936	14,366	31,756	10,237	23,076	10,540	26,324
Mar	9,436	23,493	9,291	24,780	9,194	22,747	10,234	24,447	27,736	63,672	26,975	58,731	22,539	45,615	18,129	44,453
April	7,673	31,166	8,577	33,357	7,059	29,806	7,789	32,236	32,463	96,135	31,549	90,280	21,177	66,792	23,069	67,522
Winter	31,166	31,166	33,357	33,357	29,806	29,806	32,236	32,236	96,135	96,135	90,280	90,280	66,792	66,792	67,522	67,522
May	2,802	33,968	2,945	36,302	1,977	31,783	1,386	33,622	14,274	110,409	12,316	102,596	9,754	76,546	11,089	78,611
June	540	34,508	956	37,258	809	32,592	1,011	34,633	16,478	126,887	15,842	118,438	11,993	88,539	13,716	92,327
July	628	35,136	934	38,192	1,084	33,676	1,005	35,638	21,815	148,702	19,927	138,365	14,405	102,944	15,910	108,237
Aug	852	35,988	968	39,160	783	34,459	619	36,257	15,519	164,221	14,707	153,072	12,431	115,375	13,207	121,444
Spr/Sum	4,822	35,988	5,803	39,160	4,653	34,459	4,021	36,257	68,086	164,221	62,792	153,072	48,583	115,375	53,922	121,444
Sept	794	36,782	783	39,943	743	35,202	682	36,939	12,172	176,393	9,784	162,856	9,994	125,369	9,553	130,997
Oct	1,733	38,515	1,386	41,329	1,401	36,603	1,610	38,549	15,125	191,518	12,912	175,768	12,839	138,208	13,848	144,845
Nov	3,249	41,764	2,825	44,154	3,127	39,730	3,018	41,567	12,405	203,923	9,605	185,373	11,096	149,304	12,385	157,230
Dec	4,487	46,251	4,067	48,221	4,285	44,015	4,837	46,404	12,491	216,414	9,211	194,584	10,585	159,889	11,958	169,188
Fall	10,263	46,251	9,061	48,221	9,556	44,015	10,147	46,404	52,193	216,414	41,512	194,584	44,514	159,889	47,744	169,188
TOTAL	46,251		48,221		44,015		46,404		216,414		194,584		159,889		169,188	

Lee County Visitor Origins (Actual Number of Visitors) 2000 - 2003

	Markets of Opportunity								TOTAL							
	2000		2001		2002		2003		2000		2001		2002		2003	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,824	7,824	7,114	7,114	7,090	7,090	7,795	7,795	190,820	190,820	197,611	197,611	191,632	191,632	194,867	194,867
Feb	6,153	13,977	5,692	12,806	6,300	13,390	5,913	13,708	267,527	458,347	271,054	468,665	262,492	454,124	257,075	451,942
Mar	8,292	22,269	7,793	20,599	8,600	21,990	9,357	23,065	285,938	744,285	299,719	768,384	296,567	750,691	292,402	744,344
April	12,395	34,664	11,946	32,545	9,412	31,402	11,684	34,749	295,118	1,039,403	306,305	1,074,689	294,120	1,044,811	299,591	1,043,935
Winter	34,664	34,664	32,545	32,545	31,402	31,402	34,749	34,749	1,039,403	1,039,403	1,074,689	1,074,689	1,044,811	1,044,811	1,043,935	1,043,935
May	4,669	39,333	3,347	35,892	2,900	34,302	3,742	38,491	133,405	1,172,808	133,869	1,208,558	131,809	1,176,620	138,608	1,182,543
June	4,998	44,331	4,097	39,989	4,716	39,018	4,909	43,400	135,068	1,307,876	136,566	1,345,124	134,757	1,311,377	144,383	1,326,926
July	5,022	49,353	6,072	46,061	5,111	44,129	6,197	49,597	156,941	1,464,817	155,680	1,500,804	154,892	1,466,269	167,476	1,494,402
Aug	3,123	52,476	2,612	48,673	3,328	47,457	3,095	52,692	94,629	1,559,446	96,755	1,597,559	97,879	1,564,148	103,182	1,597,584
Spr/Sum	17,812	52,476	16,128	48,673	16,055	47,457	17,943	52,692	520,043	1,559,446	522,870	1,597,559	519,337	1,564,148	553,649	1,597,584
Sept	4,498	56,974	3,522	52,195	3,799	51,256	3,668	56,360	88,204	1,647,650	78,270	1,675,829	82,594	1,646,742	85,295	1,682,879
Oct	4,884	61,858	4,158	56,353	4,202	55,458	4,187	60,547	78,778	1,726,428	72,950	1,748,779	77,813	1,724,555	80,510	1,763,389
Nov	4,135	65,993	3,484	59,837	4,741	60,199	4,371	64,918	98,452	1,824,880	94,166	1,842,945	100,875	1,825,430	104,079	1,867,468
Dec	4,245	70,238	4,307	64,144	3,780	63,979	3,359	68,277	121,274	1,946,154	119,626	1,962,571	126,016	1,951,446	134,360	2,001,828
Fall	17,762	70,238	15,471	64,144	16,522	63,979	15,585	68,277	386,708	1,946,154	365,012	1,962,571	387,298	1,951,446	404,244	2,001,828
TOTAL	70,238		64,144		63,979		68,277		1,946,154		1,962,571		1,951,446		2,001,828	