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

Annual 2006 Visitor Profile

Prepared for:

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

Prepared by:

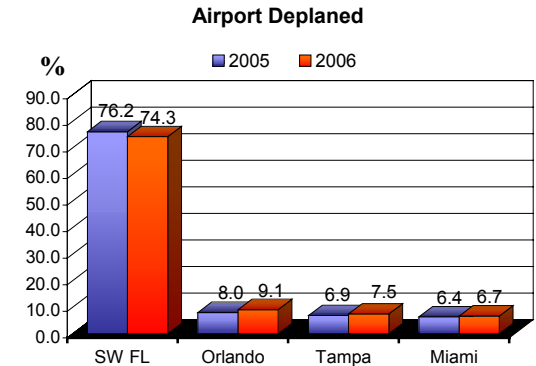
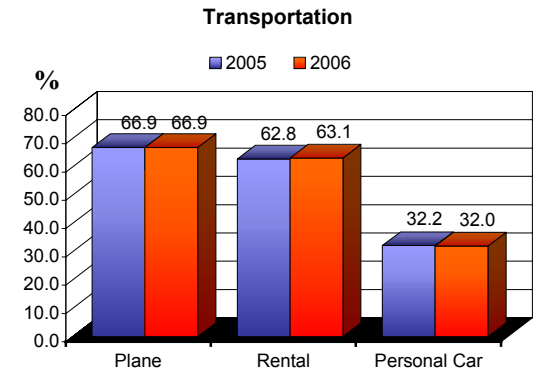
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2006 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

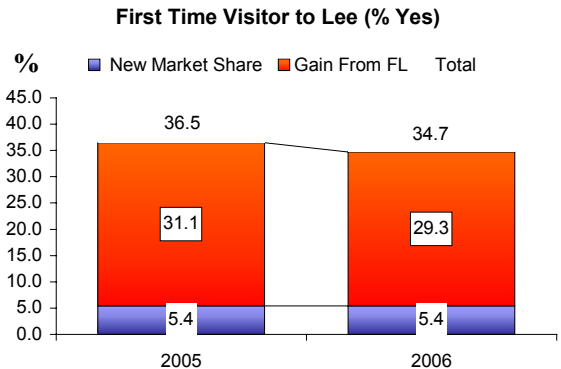
	<u>Annual 2005</u>	<u>Annual 2006</u>
Transportation Mode (H/M/C/C + In-Home) (Multiple Response)		
Plane	66.9%	66.9%
Rental Car	62.8	63.1
Personal Car	32.2	32.0
Airport Deplaned (Base: Flew)		
Southwest Florida International	76.2%	74.3%
Orlando International	8.0	9.1
Tampa International	6.9	7.5
Miami International	6.4	6.7
Car Rental Location (Base: Rented a Car)		
Fort Myers	74.9%	73.1%
Orlando	8.7	9.3
Tampa	7.2	7.8
Miami	6.7	7.3



	<u>Annual 2005</u>	<u>Annual 2006</u>
Purpose of Trip		
A. Visitor Profile Data (Multiple Response)		
Vacation	97.2%	97.6%
Visit Friends and Relatives	14.1	15.7
B. Occupancy Survey Data		
Business Travelers/Conference/Bus. Mtgs	22.4%	23.9%

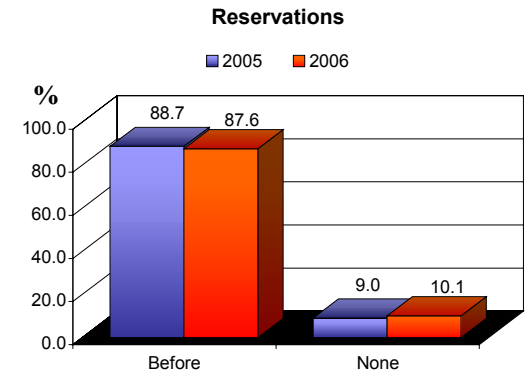
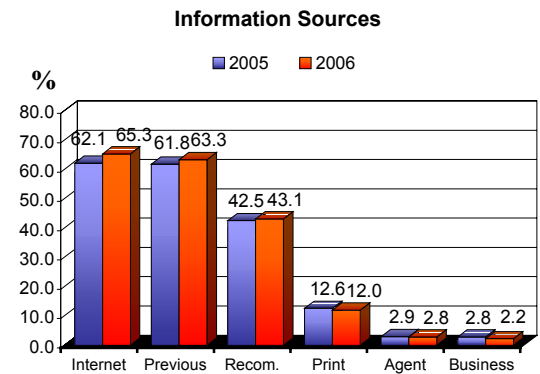
	<u>Annual 2005</u>	<u>Annual 2006</u>
First Visit to (% Yes)		
Lee County	36.5%	34.7%
Florida	5.4	5.4

	<u>Annual 2005</u>	<u>Annual 2006</u>
First Time Visitors (By Region)		
Florida	29.8%	30.5%
Southeast	37.8	36.4
Northeast	37.6	33.2
Midwest	29.2	29.1
Europe	57.1	54.6
Markets of Opportunity	50.7	44.9

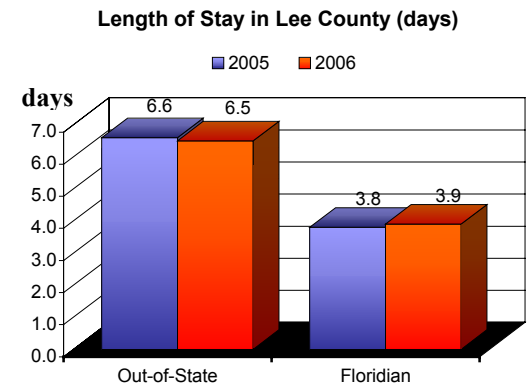


2006 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2005</u>	<u>Annual 2006</u>
Average Number of Repeat Visits to Lee (Base: Repeat Visitors)	3.3	3.2
Info. Most Helpful to Visit (Multiple Response)		
Internet	62.1%	65.3%
Previous Visit	61.8	63.3
Recommendations	42.5	43.1
Print Media	12.6	12.0
Travel Agent	2.9	2.8
Business Contacts	2.8	2.2
Assisted by Travel Agent (% Yes)	11.1%	12.5%
Travel Agent Assisted with (Base: Assisted by Travel Agent)		
Airline Reservations	59.7%	50.5%
Hotel/Motel Reservations	43.2	45.4
Fly/Drive Packages	28.9	33.7
Reservations		
Before Leaving Home	88.7%	87.6%
None	9.0	10.1
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	21.8%	33.4%

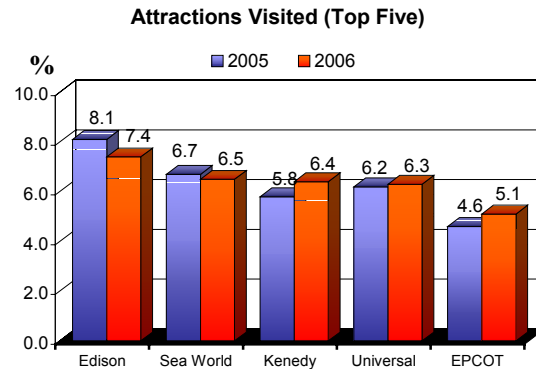
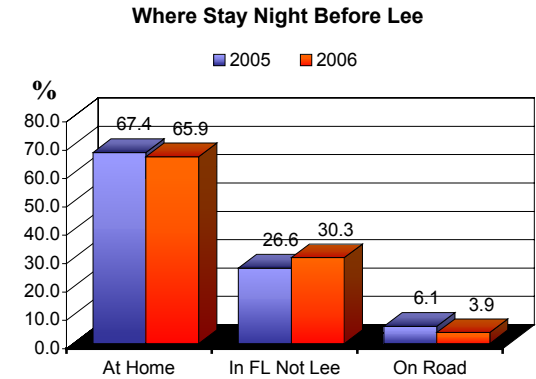
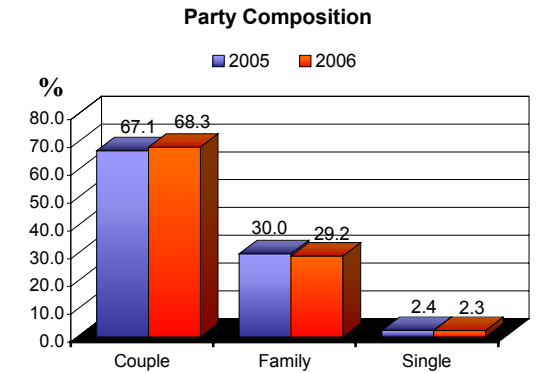


	<u>2005</u> <u>Out-of-</u> <u>State</u>	<u>2006</u> <u>Out-of-</u> <u>State</u>	<u>2005</u> <u>Floridian</u>	<u>2006</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.5	10.4	4.0	4.1
In Florida	9.6	9.6	N/A	N/A
In Lee County	6.6	6.5	3.8	3.9
% Staying 4 Days or Less in Lee	27.5%	28.1%	70.3%	73.0%
Party Size (# of People)	2.7	2.7	2.8	2.8



2006 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	Annual 2005	Annual 2006
Party Composition		
Couple (<i>Traveling without Children</i>)	67.1%	68.3%
Family	30.0	29.2
Single	2.4	2.3
Where Stay Night Before Lee		
At Home	67.4%	65.9%
In Florida, Not in Lee	26.6	30.3
On the Road, Not in Florida	6.1	3.9
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	27.0%	27.7%
Tampa Bay	12.1	13.9
Sarasota	12.0	11.1
Fort Lauderdale/Palm Beach	9.1	9.6
Naples/Marco Island	6.6	8.2
Florida Keys	6.6	6.2
Miami	7.8	5.7
Attractions Visited (Multiple Response)		
Edison Home/Ford Home	8.1%	7.4%
Sea World	6.7	6.5
Kennedy Space Center	5.8	6.4
Universal Studios	6.2	6.3
EPCOT	4.6	5.1
Disney World	5.2	4.8
Ding Darling	3.3	3.4
Satisfaction with Lee County	98.7%	99.0%

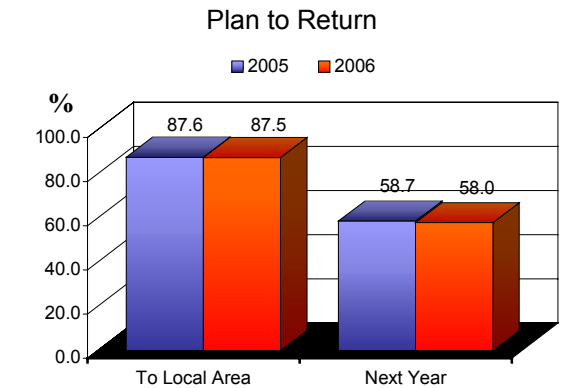
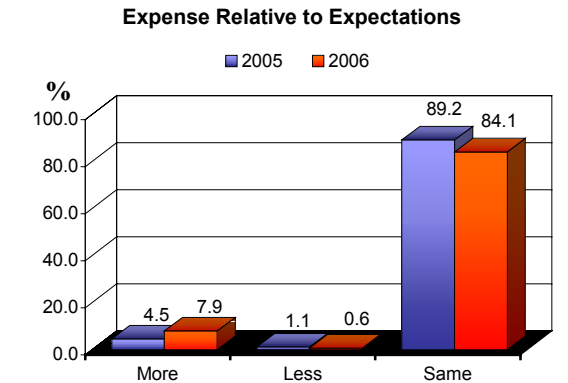
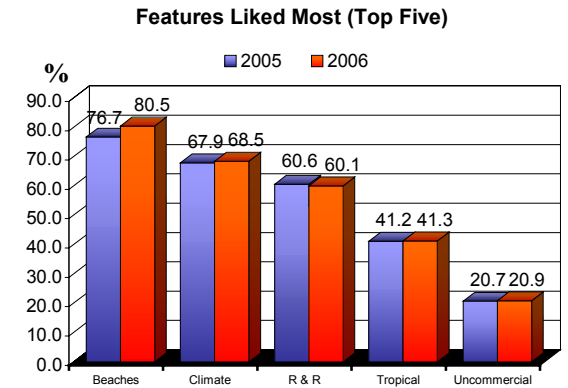


2006 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2005</u>	<u>Annual 2006</u>
Features Liked Most about Lee		
Beaches	76.7%	80.5%
Climate	67.9	68.5
Rest/Relaxation/Quiet	60.6	60.1
Tropical Atmosphere	41.2	41.3
Not Commercial	20.7	20.9
Friendly Residents	15.5	16.3
Clean Environment	14.6	13.9
Safety of the Area	3.0	3.7

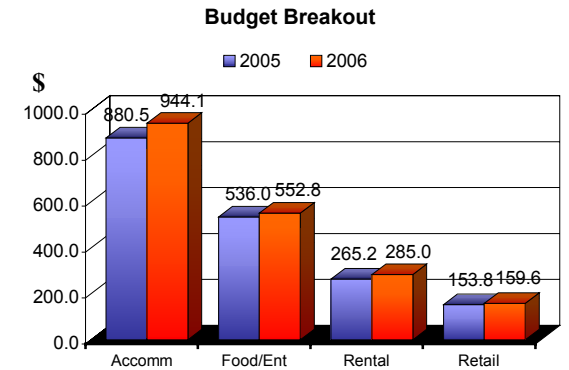
Features Liked Least about Lee		
No Specific Complaints	72.7%	70.4%
Congestion/Over-Population	12.3	16.4
Insects	4.9	3.8
Expense	2.0	3.8
Weather	3.5	2.4

	<u>Annual 2005</u>	<u>Annual 2006</u>
Expense Relative to Expectations		
More Expensive	4.5%	7.9%
Less Expensive	1.1	0.6
Same	89.2	84.1
Recommend Lee to Friends/Relatives		
Yes	89.2%	87.1%
Plan to Return (% Yes)		
To Local Area	87.6%	87.5%
Next Year (Base: Return to Local Area)	58.7	58.0
Median Age Head of Household (Years)	50.8	50.8
Average Annual Household Income	\$92,650	\$97,402

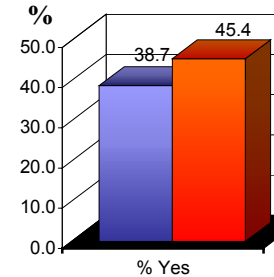


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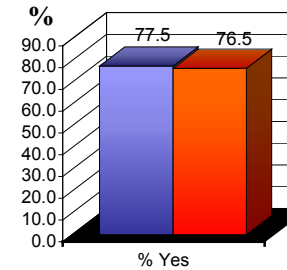
	<u>Annual 2005</u>	<u>Annual 2006</u>
Average Number of (Per Year)		
Getaway Trips	2.8	2.8
Vacations	1.9	1.9
Out-of-State Visitor Party Budget (Lee Stay)		
Total	\$1,541.01	\$1,636.57
Per Person/Trip	571.74	619.72
Per Person/Day	86.83	95.11
Out-of-State Visitor Party Budget Breakout (Lee Stay by Category)		
Accommodations	\$880.46	\$944.13
Food/Entertainment	536.00	552.83
Rental Car	265.19	284.97
Retail Purchases	153.79	159.60



See/Hear/Read Message

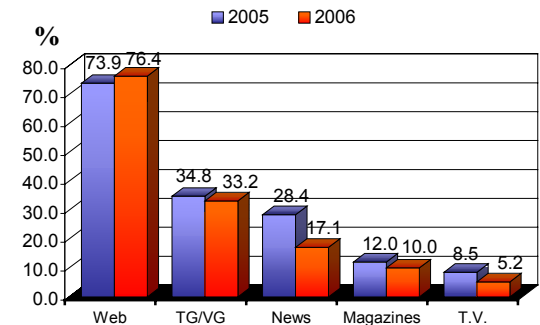


Influenced by Message



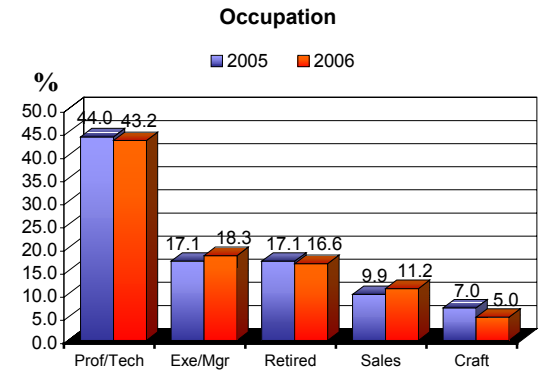
	<u>Annual 2005</u>	<u>Annual 2006</u>
See/Read/Hear Lee Message (% Yes)	38.7%	45.4%
Type of Message Seen (Multiple Response)		
Internet	73.9%	76.4%
Travel Guides/Visitor Guides/Brochures	34.8	33.2
Newspapers	28.4	17.1
Magazines	12.0	10.0
Television	8.5	5.2
Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)		
	77.5%	76.5%

Type of Message Seen

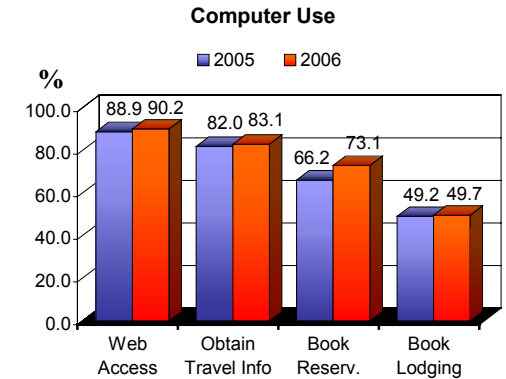


2006 Annual Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>Annual 2005</u>	<u>Annual 2006</u>
Occupation		
Professional/Technical	44.0%	43.2%
Retired	17.1	18.3
Executive/Managerial	17.1	16.6
Salesman/Buyer	9.9	11.2
Craft/Factory	7.0	5.0



	<u>Annual 2005</u>	<u>Annual 2006</u>
Have Internet Access	88.9%	90.2%
Use Internet to: <i>(Base: Respondents who have Internet Access)</i>		
Obtain Travel Information	82.0%	83.1%
Book Reservations on-line	66.2	73.1
Book Lodging Reservations: <i>(Base: Respondents who Book Travel Reservations On-line)</i>		
	49.2%	49.7%



Beaches of Fort Myers - Sanibel Visitor Profile 2006
Summary Statistics



Visitors/Expenditures

Winter Season 2006

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

Visitors **1,082,000**

Δ '05/'06 **-171**

Direct \$ Exp. **\$709,138,195**

Δ '05/'06 **+\$55,646,382**

Total \$ Impact **\$1,191,139,426**

Δ '05/'06 **+\$93,469,228**

Top U.S. Feeder Market Averages

	<u>Win. '06</u>
1. New York	10.9%
2. Chicago	8.9
3. Boston	6.4
4. Minneapolis/St. Paul	5.1
5. Detroit	4.6
6. Indianapolis	3.8
7. Philadelphia	3.7
8. Cleveland	3.5
9. Hartford/New Haven	2.8
10. Washington D.C.	2.2

Visitors/Expenditures

Spring/Summer Season 2006

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

Visitors **587,990**

Δ '05/'06 **+21,371**

Direct \$ Exp. **\$366,161,555**

Δ '05/'06 **+\$35,032,832**

Total \$ Impact **\$615,041,564**

Δ '05/'06 **+\$58,844,648**

Top U.S. Feeder Market Averages

Spring/Sum. '06

1.	Miami/Ft. Lauderdale	8.7%
2.	New York	8.6
3.	Chicago	7.4
4.	Tampa/St. Petersburg	7.4
5.	Philadelphia	4.6
6.	West Palm Beach/Ft. Pierce	4.3
7.	Greater Orlando Area	4.0
8.	Boston	3.8
9.	Minneapolis/St. Paul	2.6
10.	St. Louis	2.6

Visitors/Expenditures

Fall Season 2006

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

Visitors	404,410
Δ '05/'06	+5,660
<hr/>	
Direct \$ Exp.	\$267,347,875
Δ '05/'06	+\$16,753,765
<hr/>	
Total \$ Impact	\$449,064,226
Δ '05/'06	+\$28,141,299

Top U.S. Feeder Market Averages

	<u>Fall. '06</u>
1. New York	9.2%
2. Chicago	7.8
3. Miami/Ft. Lauderdale	5.6
4. Tampa/St. Petersburg	5.0
5. Philadelphia	4.6
6. Boston	4.2
7. Cleveland	3.5
8. Minneapolis/St. Paul	3.3
9. Detroit	3.2
10. Indianapolis	3.1

Visitors/Expenditures

Annual 2006

Visitors **2,074,400**

Δ '05/'06 **+26,860**

Direct \$ Exp. **\$1,342,647,625**

Δ '05/'06 **+\$107,432,979**

Total \$ Impact **\$2,255,245,216**

Δ '05/'06 **+\$180,455,175**

Top U.S. Feeder Market Averages

	<u>Ann. '06</u>
1. New York	10.0%
2. Chicago	8.3
3. Boston	5.3
4. Miami/Ft. Lauderdale	4.4
5. Minneapolis/St. Paul	4.1
6. Philadelphia	4.1
7. Detroit	3.7
8. Tampa/St. Petersburg	3.6
9. Indianapolis	3.3
10. Cleveland	3.2

Beaches of Fort Myers - Sanibel – 2006 Annual Visitor Profile



TOP U.S. FEEDER MARKET AVERAGES

2006 Annual

1. New York	10.0%
2. Chicago	8.3
3. Boston	5.3
4. Miami/Ft. Lauderdale	4.4
5. Minneapolis/St. Paul	4.1
6. Philadelphia	4.1
7. Detroit	3.7
8. Tampa/St. Petersburg	3.6
9. Indianapolis	3.3
10. Cleveland	3.2

LEE COUNTY 2006 ANNUAL AVERAGES

	1/06	2/06	3/06	4/06	Winter 2006	5/06	6/06	7/06	8/06	Spr/Sum 2006
Number of Visitors	198,300	266,610	297,490	319,600	1,082,000	158,600	163,810	179,150	86,430	587,990
Room Nights	610,200	500,480	622,370	651,037	2,384,087	505,370	408,000	422,000	318,990	1,654,360
Expenditures (\$)	139,888,250	196,725,695	193,464,250	179,060,000	709,138,195	119,234,700	96,422,850	88,494,725	62,009,280	366,161,555
Occupancy Rate	80.2	89.8	92.5	82.5	86.3	78.0	71.2	73.7	58.8	70.4
Room Rate	134.44	171.61	170.85	133.33	152.56	105.64	108.20	104.87	112.42	107.78
Occupancy										
< 20 Units	80.2	92.2	94.9	84.4	87.9	81.5	78.0	66.0	51.5	69.3
21-50 Units	76.5	87.7	92.5	79.7	84.1	73.7	73.1	76.5	59.0	70.6
51-100 Units	86.2	89.4	92.3	83.0	87.7	79.9	72.8	75.0	63.9	72.9
101+ Units	79.4	90.1	92.0	82.8	86.1	76.9	67.8	74.1	58.8	69.4
Average Room Rate										
< 20 Units	123.53	152.67	139.95	116.07	133.06	101.71	87.70	90.98	100.46	95.21
21-50 Units	124.28	155.23	151.23	135.51	141.56	101.89	104.99	104.80	100.01	102.92
51-100 Units	160.31	194.63	214.00	171.65	185.15	125.57	124.32	121.24	125.78	124.23
101+ Units	142.19	189.21	178.23	164.06	168.42	118.59	115.68	126.09	123.42	120.95
Visitor Origin										
Florida	9,122	10,131	17,849	28,764	65,866	31,720	35,383	40,846	22,818	130,767
Southeast	16,261	14,397	17,254	16,619	64,531	7,296	14,088	14,869	6,655	42,908
Northeast	59,688	92,514	96,982	97,478	346,662	47,739	38,495	42,817	14,520	143,571
Midwest	82,691	125,040	129,706	131,356	468,793	51,386	52,419	52,491	22,213	178,509
Canada	6,742	7,732	10,412	9,908	34,794	1,745	1,147	1,612	605	5,109
Europe	18,442	11,997	18,742	25,248	74,429	14,115	17,200	21,140	16,767	69,222
Markets of Opportunity	5,354	4,799	6,545	10,227	26,925	4,599	5,078	5,375	2,852	17,904
TOTAL	198,300	266,610	297,490	319,600	1,082,000	158,600	163,810	179,150	86,430	587,990
Transportation Mode										
Plane	66.1	75.6	74.3	74.0	72.5	65.7	66.2	55.1	56.8	61.0
Rental Car	64.6	69.6	67.8	67.7	67.4	62.2	61.5	54.1	56.4	58.6
Personal Car	31.5	24.1	25.0	24.8	26.4	32.1	33.7	43.0	43.0	38.0
Airport Deplaned										
SW Florida Int'l	77.7	80.4	81.5	82.2	80.5	87.7	71.0	70.9	60.0	72.4
Orlando Int'l	6.9	7.2	4.7	6.4	6.3	6.3	12.4	13.4	10.4	10.6
Miami Int'l	5.7	4.6	4.4	4.6	4.8	4.6	7.7	8.5	13.0	8.5
Tampa Int'l	8.5	5.7	6.7	6.6	6.9	3.5	5.2	5.2	10.4	6.1
Car Rental Location										
Fort Myers	76.7	79.2	80.8	82.7	79.9	85.8	68.7	69.7	59.6	71.0
Orlando	6.4	7.4	4.9	6.5	6.3	4.3	13.4	13.7	10.5	10.5
Miami	6.2	5.4	4.3	5.0	5.2	5.8	8.4	8.7	13.2	9.0
Tampa	9.3	5.7	6.7	5.8	6.9	4.9	5.7	5.3	10.5	6.6

LEE COUNTY 2006 ANNUAL AVERAGES

	9/06	10/06	11/06	12/06	Fall 2006	Annual 2006
Number of Visitors	79,420	77,710	105,000	142,280	404,410	2,074,400
Room Nights	228,500	272,500	462,000	527,300	1,490,300	5,528,747
Expenditures (\$)	44,844,000	52,145,000	67,150,000	103,208,875	267,347,875	1,342,647,625
Occupancy Rate	49.8	62.8	70.0	63.0	61.4	72.7
Room Rate	100.14	104.84	100.94	132.28	109.55	123.30
Occupancy						
< 20 Units	44.1	61.8	70.6	64.7	60.3	72.5
21-50 Units	46.1	58.0	71.0	60.1	58.8	71.2
51-100 Units	50.7	65.8	71.2	61.0	62.2	74.3
101+ Units	52.5	64.0	68.9	64.5	62.5	72.7
Average Room Rate						
< 20 Units	88.28	97.65	98.55	122.70	101.80	110.02
21-50 Units	95.18	97.48	100.04	127.74	105.11	116.53
51-100 Units	111.53	117.26	121.89	146.50	124.30	144.56
101+ Units	105.57	105.79	119.26	131.42	115.51	134.96
Visitor Origin						
Florida	22,317	13,444	12,495	6,972	55,228	251,861
Southeast	5,957	4,507	6,720	10,671	27,855	135,294
Northeast	14,931	17,718	32,445	40,834	105,928	596,161
Midwest	20,411	22,691	33,600	58,477	135,179	782,481
Canada	556	1,166	2,940	5,976	10,638	50,541
Europe	11,992	14,998	12,390	14,939	54,319	197,970
Markets of Opportunity	3,256	3,186	4,410	4,411	15,263	60,092
TOTAL	79,420	77,710	105,000	142,280	404,410	2,074,400
Transportation Mode						
Plane	56.7	69.8	71.4	70.6	67.1	66.9
Rental Car	53.1	67.1	66.5	66.3	63.3	63.1
Personal Car	42.3	28.6	27.8	28.1	31.7	32.0
Airport Deplaned						
SW Florida Int'l	61.3	66.5	73.3	78.6	69.9	74.3
Orlando Int'l	15.3	12.5	7.4	6.1	10.3	9.1
Miami Int'l	7.2	6.8	9.7	3.9	6.9	6.7
Tampa Int'l	10.8	13.6	6.3	7.8	9.6	7.5
Car Rental Location						
Fort Myers	59.2	64.5	72.6	77.4	68.4	73.1
Orlando	16.5	13.0	7.9	6.5	11.0	9.3
Miami	7.8	7.7	11.0	4.2	7.7	7.3
Tampa	10.7	14.2	6.1	8.3	9.8	7.8

LEE COUNTY 2006 ANNUAL AVERAGES

	1/06	2/06	3/06	4/06	Winter 2006	5/06	6/06	7/06	8/06	Spr/Sum 2006
Purpose of Trip										
Vacation	97.3	97.7	97.4	98.6	97.8	96.5	97.4	96.1	99.6	97.4
Visit Friends & Relatives	12.5	20.0	11.8	14.8	14.8	16.5	13.7	15.8	14.8	15.2
Business/Conf/Meetings	19.9	17.2	16.7	22.6	19.1	25.2	23.2	26.1	28.7	25.8
First Visit										
Lee County	34.3	27.0	31.9	39.4	33.2	39.4	42.4	37.8	35.2	38.7
Florida	3.7	1.7	2.9	4.1	3.1	3.9	7.3	7.3	6.5	6.3
First Time Visitors										
Florida	32.5	22.2	n/a	37.5	30.7	30.7	29.5	30.0	37.2	31.9
Southeast	33.1	35.5	25.8	50.0	36.1	35.8	44.8	50.0	29.7	40.1
Northeast	35.4	23.1	35.5	34.2	32.1	39.9	46.0	33.3	21.4	35.2
Midwest	29.4	27.7	31.5	32.0	30.2	30.4	37.3	29.5	32.8	32.5
Europe	51.9	50.0	52.2	56.3	52.6	60.4	66.7	63.2	50.0	60.1
Markets of Opportunity	49.1	36.4	38.5	n/a	41.3	n/a	60.0	77.8	25.0	54.3
Avg # of Repeat Visits										
	3.4	3.2	3.0	3.1	3.2	3.1	3.1	3.0	3.1	3.1
Information Sources										
Internet	64.7	64.9	64.2	61.2	63.8	66.8	73.5	60.9	62.5	65.9
Previous Visit	64.6	68.8	66.2	60.2	65.0	58.7	55.7	60.5	63.6	59.6
Recommendations	39.5	36.7	32.2	43.5	38.0	44.5	45.7	45.6	44.2	45.0
Business Contacts	3.0	n/a	1.9	n/a	n/a	3.2	1.5	0.8	1.6	1.8
Print Media	9.3	12.0	11.4	11.4	11.0	9.9	15.3	14.8	12.0	13.0
Travel Agent	3.2	0.3	2.3	3.3	2.3	n/a	5.2	3.2	n/a	n/a
Travel Agent Assisted										
	15.7	16.3	14.1	13.9	15.0	11.6	13.6	10.6	11.2	11.8
Travel Agent Assisted with:										
Airline Reservations	47.8	53.3	40.5	50.0	47.9	61.1	55.0	60.3	46.4	55.7
Hotel/Motel Reservations	42.2	42.4	34.4	45.5	41.1	55.3	39.1	47.4	53.6	48.9
Fly/Drive Packages	28.8	30.8	44.2	36.4	35.1	21.6	35.4	30.2	28.6	29.0
Reservations										
Before	88.0	91.4	88.6	84.0	88.0	88.7	87.4	87.0	86.8	87.5
None	7.7	5.3	7.6	14.1	8.7	9.4	12.1	12.6	12.8	11.7
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival										
	21.1	26.5	23.1	24.5	23.8	28.6	41.6	39.9	39.9	37.5

LEE COUNTY 2006 ANNUAL AVERAGES

	9/06	10/06	11/06	12/06	Fall 2006	Annual 2006
Purpose of Trip						
Vacation	98.8	98.2	97.7	96.4	97.8	97.6
Visit Friends & Relatives	18.2	14.9	16.7	18.3	17.0	15.7
Business/Conf/Meetings	25.1	29.0	27.0	25.6	26.7	23.9
First Visit						
Lee County	37.3	31.7	31.1	29.3	32.4	34.7
Florida	13.5	7.2	3.1	3.2	6.8	5.4
First Time Visitors						
Florida	29.9	34.2	34.3	17.9	29.1	30.5
Southeast	35.0	32.3	30.0	34.4	32.9	36.4
Northeast	33.3	36.4	35.2	24.6	32.4	33.2
Midwest	32.8	17.3	20.5	27.4	24.5	29.1
Europe	58.3	44.4	54.5	46.7	51.0	54.6
Markets of Opportunity	50.0	n/a	n/a	22.2	n/a	44.9
Avg # of Repeat Visits	3.7	3.5	3.3	3.3	3.5	3.2
Information Sources						
Internet	68.1	65.1	58.9	73.2	66.3	65.3
Previous Visit	59.5	66.8	66.9	68.0	65.3	63.3
Recommendations	48.1	46.3	44.8	45.6	46.2	43.1
Business Contacts	2.2	2.4	2.8	n/a	2.5	2.2
Print Media	11.6	10.3	13.6	12.9	12.1	12.0
Travel Agent	n/a	n/a	2.2	n/a	n/a	2.8
Travel Agent Assisted	12.6	9.9	8.9	11.4	10.7	12.5
Travel Agent Assisted with:						
Airline Reservations	33.2	60.0	56.5	41.4	47.8	50.5
Hotel/Motel Reservations	43.0	44.0	50.0	48.3	46.3	45.4
Fly/Drive Packages	62.8	24.0	27.3	34.5	37.2	33.7
Reservations						
Before	85.1	88.9	88.0	87.7	87.4	87.6
None	13.3	9.9	8.5	8.1	10.0	10.1
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	42.9	41.4	38.5	32.8	38.9	33.4

LEE COUNTY 2006 ANNUAL AVERAGES

	1/06	2/06	3/06	4/06	Winter 2006	5/06	6/06	7/06	8/06	Spr/Sum 2006
Length of Stay (OOS)										
Away from Home	11.4	11.6	10.9	9.9	11.0	9.0	9.6	10.5	10.9	10.0
In Florida	10.4	10.6	10.1	9.2	10.1	8.4	8.9	9.5	10.3	9.3
In Lee County	8.0	7.8	7.3	6.5	7.4	5.7	5.7	6.1	5.8	5.8
Length of Stay (FL)										
Away from Home	3.8	3.8	3.8	4.1	3.9	4.1	4.1	4.7	4.8	4.4
In Lee County	3.5	3.6	3.5	3.9	3.6	4.0	4.0	4.5	4.6	4.3
% Staying 4 days or less										
Out-of-State	21.0	26.7	22.9	24.7	23.8	26.1	31.3	36.2	27.9	30.4
Floridian	63.0	89.5	71.8	68.8	73.3	71.7	73.7	64.2	56.4	66.5
Party Size										
Out-of-State	2.6	2.4	2.8	2.7	2.6	2.5	2.8	3.1	2.9	2.8
Floridian	2.7	2.3	2.3	2.9	2.6	2.7	3.1	3.3	3.1	3.1
Type of Party										
Couple	73.6	80.3	71.5	53.8	69.8	68.6	64.2	56.3	61.0	62.5
Family	24.3	17.0	27.5	42.4	27.8	24.6	34.3	43.2	37.8	35.0
Single	1.7	2.3	1.0	3.8	2.2	6.8	1.4	0.5	1.2	2.5
Where Stayed Night Before Lee										
At Home	61.7	64.8	68.7	64.4	64.9	71.5	66.0	67.4	64.4	67.3
In FL, Not in Lee	34.1	31.7	25.9	28.4	30.0	26.9	32.2	29.4	33.2	30.4
On the Road, Not in FL	4.2	3.5	5.4	7.3	5.1	1.6	1.8	3.3	2.4	2.3
Where Stayed in Florida										
Orlando/Disney	24.1	16.3	15.6	27.4	20.9	32.5	35.3	35.2	32.9	34.0
Tampa Bay	14.3	17.4	13.0	9.2	13.5	15.4	15.0	9.2	14.5	13.5
Ft. Lauderdale/Palm Bch.	8.5	11.6	9.3	9.5	9.7	10.8	9.8	4.0	9.2	8.5
Florida Keys	6.4	4.7	4.6	6.7	5.6	4.6	6.3	5.3	14.5	7.7
Sarasota	15.9	9.3	15.9	10.7	13.0	7.7	7.3	17.4	9.2	10.4
Miami	5.3	2.3	6.4	4.0	4.5	3.1	3.8	10.1	5.3	5.6
Naples/Marco Island	7.2	10.5	12.0	8.3	9.5	7.7	5.6	6.6	6.6	6.6
Attractions Visited										
Edison/Ford Home	6.7	7.5	5.5	7.4	6.8	7.1	8.8	9.0	8.2	8.3
Sea World	5.8	6.5	4.8	8.2	6.3	4.8	7.3	8.6	9.9	7.7
Disney	2.8	3.3	n/a	6.1	4.1	3.2	6.4	9.2	6.6	6.4
Universal Studios	5.6	4.2	4.3	6.2	5.1	2.1	9.1	10.8	12.7	8.7
EPCOT	5.7	4.6	3.6	6.9	5.2	4.6	6.3	7.8	n/a	6.2
Kennedy Space Center	5.5	4.9	4.3	5.8	5.1	4.5	10.7	9.4	8.5	8.3
Ding Darling	5.2	4.3	3.8	3.6	4.2	1.1	1.5	n/a	n/a	n/a

LEE COUNTY 2006 ANNUAL AVERAGES

	9/06	10/06	11/06	12/06	Fall 2006	Annual 2006
Length of Stay (OOS)						
Away from Home	10.5	10.3	10.1	10.4	10.3	10.4
In Florida	9.6	9.4	9.4	9.5	9.5	9.6
In Lee County	5.5	5.7	6.5	7.1	6.2	6.5
Length of Stay (FL)						
Away from Home	3.8	4.0	3.9	4.3	4.0	4.1
In Lee County	3.7	3.4	3.8	4.0	3.7	3.9
% Staying 4 days or less						
Out-of-State	42.4	31.7	29.7	17.1	30.2	28.1
Floridian	84.5	82.3	74.7	75.0	79.1	73.0
Party Size						
Out-of-State	2.5	2.3	2.5	2.8	2.5	2.7
Floridian	3.3	2.3	2.8	2.4	2.7	2.8
Type of Party						
Couple	70.5	80.6	72.6	66.6	72.6	68.3
Family	27.3	17.9	23.9	30.7	25.0	29.2
Single	1.7	1.6	3.6	2.2	2.3	2.3
Where Stayed Night Before Lee						
At Home	61.5	62.0	70.4	67.5	65.4	65.9
In FL, Not in Lee	36.0	32.2	24.6	29.1	30.5	30.3
On the Road, Not in FL	2.5	5.8	5.0	3.4	4.2	3.9
Where Stayed in Florida						
Orlando/Disney	n/a	32.3	25.2	28.2	28.6	27.7
Tampa Bay	n/a	13.8	14.7	16.3	14.9	13.9
Ft. Lauderdale/Palm Bch.	n/a	15.4	9.5	8.2	11.0	9.6
Florida Keys	n/a	4.6	6.5	3.8	5.0	6.2
Sarasota	n/a	9.2	8.5	11.4	9.7	11.1
Miami	n/a	7.7	9.7	5.3	7.6	5.7
Naples/Marco Island	n/a	n/a	6.9	10.4	n/a	8.2
Attractions Visited						
Edison/Ford Home	6.0	6.5	6.1	9.8	7.1	7.4
Sea World	6.8	4.6	4.1	6.2	5.4	6.5
Disney	5.6	2.5	2.4	4.4	3.7	4.8
Universal Studios	5.6	3.5	3.8	7.6	5.1	6.3
EPCOT	5.6	3.7	4.0	3.2	4.1	5.1
Kennedy Space Center	5.1	6.4	6.3	5.4	5.8	6.4
Ding Darling	n/a	3.3	4.2	3.9	3.8	3.4

LEE COUNTY 2006 ANNUAL AVERAGES

	1/06	2/06	3/06	4/06	Winter 2006	5/06	6/06	7/06	8/06	Spr/Sum 2006
Satisfaction with Lee	99.7	99.4	98.3	99.0	99.1	99.1	97.2	99.6	99.6	98.9
Lee Features Liked Most										
Beaches	75.6	69.6	82.8	79.6	76.9	81.3	80.1	81.9	84.0	81.8
Climate	78.8	83.0	88.8	80.7	82.8	71.9	50.3	47.0	45.6	53.7
Rest/Relaxation/Quiet	56.5	59.2	59.0	51.9	56.7	66.3	61.5	59.4	58.0	61.3
Tropical Atmosphere	44.1	45.0	45.0	33.5	41.9	32.3	37.6	39.8	53.2	40.7
Not Commercial	17.5	21.0	25.2	15.1	19.7	17.5	21.5	22.4	33.6	23.8
Clean Environment	15.3	12.1	15.0	13.9	14.1	10.9	11.6	13.0	11.6	11.8
Friendly Residents	11.3	14.4	9.6	11.1	11.6	n/a	n/a	17.9	14.0	n/a
Safety	n/a	n/a	1.4	1.0	n/a	n/a	3.0	4.8	6.4	4.7
Lee Features Liked Least										
No Specific Complaints	69.2	54.6	55.8	56.1	58.9	78.4	80.5	77.1	77.9	78.5
Congestion	25.4	34.4	42.3	28.7	32.7	7.0	1.6	n/a	n/a	n/a
Weather	1.1	0.6	n/a	n/a	n/a	n/a	3.0	5.1	6.0	4.7
Insects	2.2	n/a	2.7	1.4	2.1	2.2	3.3	5.0	6.8	4.3
Expense	2.3	6.2	6.6	4.9	5.0	n/a	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	12.7	14.3	18.4	10.8	14.1	4.2	6.5	7.1	10.8	7.2
Less Expensive	0.7	1.7	n/a	1.3	0.9	1.6	n/a	0.4	0.8	0.7
As Expected	82.3	75.8	72.6	78.1	77.2	89.7	88.9	81.9	80.4	85.2
Don't Know	4.3	8.2	9.0	9.8	7.8	4.5	4.6	10.6	8.0	6.9
Recommend Lee	91.3	86.7	86.3	87.1	87.9	87.2	86.0	92.7	88.0	88.5
Plan to Return (% yes)										
To Local Area	88.6	91.1	87.2	84.8	87.9	84.6	89.3	86.1	87.2	86.8
Next year	58.1	58.9	58.9	62.1	59.5	62.7	57.6	55.0	50.5	56.5
Median Age of Head of HH	52.7	53.7	51.2	50.5	52.0	50.6	49.3	48.0	49.8	49.4
Average Annual HH Income	100,308	91,838	101,332	99,058	98,134	107,360	95,559	99,993	99,930	100,711
Average Number of:										
Getaway	2.8	3.0	2.9	2.8	2.9	2.9	2.7	2.6	2.6	2.7
Vacations	1.8	1.9	1.9	1.9	1.9	2.1	1.8	1.8	1.7	1.9
Out-of-State Visitor Party Budget										
Total	1,958.71	2,239.78	2,087.87	1,707.95	1,998.58	1,311.68	1,390.11	1,531.32	1,487.36	1,430.12
Per person/trip	753.35	933.24	745.67	632.57	766.21	524.67	496.47	493.97	512.88	507.00
Per person/day	94.17	119.65	102.15	97.32	103.32	92.05	87.10	80.98	88.43	87.14

LEE COUNTY 2006 ANNUAL AVERAGES

	9/06	10/06	11/06	12/06	Fall 2006	Annual 2006
Satisfaction with Lee	97.2	98.8	99.8	99.8	98.9	99.0
Lee Features Liked Most						
Beaches	81.5	81.6	84.7	82.8	82.7	80.5
Climate	52.1	66.6	75.5	81.7	69.0	68.5
Rest/Relaxation/Quiet	59.1	64.3	59.7	66.7	62.5	60.1
Tropical Atmosphere	39.0	41.3	37.7	46.9	41.2	41.3
Not Commercial	23.9	15.6	19.4	18.3	19.3	20.9
Clean Environment	15.0	6.8	13.5	28.2	15.9	13.9
Friendly Residents	18.4	20.5	20.7	25.4	21.3	16.3
Safety	4.8	4.5	3.3	n/a	4.2	3.7
Lee Features Liked Least						
No Specific Complaints	80.8	77.9	73.0	64.0	73.9	70.4
Congestion	2.2	1.2	4.4	17.2	6.3	16.4
Weather	3.0	0.5	1.7	0.2	1.4	2.4
Insects	1.0	7.4	5.5	4.2	4.5	3.8
Expense	0.3	1.6	n/a	4.6	2.2	3.8
Expense vs. Expectations						
More Expensive	0.7	1.2	3.5	4.3	2.4	7.9
Less Expensive	n/a	n/a	0.4	0.4	0.2	0.6
As Expected	92.0	91.2	88.3	88.1	89.9	84.1
Don't Know	7.3	7.6	7.8	7.2	7.5	7.4
Recommend Lee	84.5	84.9	86.0	84.6	85.0	87.1
Plan to Return (% yes)						
To Local Area	87.1	88.4	84.4	90.6	87.6	87.5
Next year	55.5	57.7	58.3	61.0	58.1	58.0
Median Age of Head of HH	50.1	51.2	51.2	51.4	51.0	50.8
Average Annual HH Income	87,017	84,986	90,260	111,179	93,361	97,402
Average Number of:						
Getaway	2.8	2.9	2.8	2.9	2.9	2.8
Vacations	1.9	2.1	2.0	2.0	2.0	1.9
Out-of-State Visitor Party Budget						
Total	1,233.68	1,399.66	1,552.83	1,737.93	1,481.03	1,636.57
Per person/trip	493.47	608.55	621.13	620.69	585.96	619.72
Per person/day	89.72	106.76	95.56	87.42	94.87	95.11

LEE COUNTY 2006 ANNUAL AVERAGES

	1/06	2/06	3/06	4/06	Winter 2006	5/06	6/06	7/06	8/06	Spr/Sum 2006
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,142.80	1,281.58	1,373.96	1,039.22	1,209.39	904.42	737.91	821.54	832.71	824.15
Food/Entertainment	630.66	652.25	708.75	638.68	657.59	486.06	482.37	520.01	529.98	504.61
Rental Car	303.76	308.24	343.17	329.79	321.24	288.32	272.65	258.93	258.69	269.65
Retail Purchases	171.03	184.13	178.72	155.18	172.27	146.68	148.13	149.42	142.23	146.62
See/Read/Hear Message	39.3	42.2	50.3	44.5	44.1	43.4	42.3	46.3	56.0	47.0
Type of Message Seen										
Internet	78.2	73.2	71.1	68.0	72.6	82.8	80.6	66.7	74.3	76.1
TG's/VG's/Brochures	24.6	17.5	22.1	37.9	25.5	31.8	39.4	35.1	34.3	35.2
Newspaper	10.3	14.8	28.3	17.3	17.7	11.1	16.0	20.9	12.0	15.0
Magazine	9.0	8.3	7.4	10.9	8.9	6.8	11.6	15.6	10.8	11.2
Television	6.9	6.2	17.9	2.3	8.3	1.6	2.7	5.3	4.4	3.5
Influence by Lee Message	78.6	73.5	78.4	76.9	76.9	74.5	84.7	76.6	68.6	76.1
Occupation										
Professional/Tech	38.1	34.8	41.6	41.9	39.1	45.8	47.5	53.2	44.6	47.8
Executive/Managerial	14.9	15.7	13.9	15.1	14.9	18.9	18.0	16.5	12.8	16.6
Retired	22.3	27.1	18.8	18.3	21.6	18.6	13.6	10.9	13.9	14.3
Craft/Factory	9.9	5.1	5.9	4.1	6.3	3.2	4.7	4.4	3.2	3.9
Sales/Buyer	10.9	12.0	8.5	12.6	11.0	8.0	12.7	9.2	19.1	12.3
Have Internet Access	86.9	82.6	90.7	91.5	87.9	91.6	94.3	93.0	91.6	92.6
Obtain Travel Info.	82.9	82.5	87.7	85.4	84.6	81.8	79.4	79.1	79.5	80.0
Book Travel Services Online	70.3	74.9	74.6	67.2	71.8	75.4	71.0	72.6	70.7	72.4
Book Lodging Online	43.3	46.3	45.9	47.3	45.7	59.6	55.5	56.1	44.4	53.9

LEE COUNTY 2006 ANNUAL AVERAGES

	9/06	10/06	11/06	12/06	Fall 2006	Annual 2006
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	695.74	707.16	867.61	924.90	798.85	944.13
Food/Entertainment	421.65	467.79	519.73	576.08	496.31	552.83
Rental Car	202.57	248.31	281.90	323.33	264.03	284.97
Retail Purchases	151.98	143.03	158.37	186.24	159.91	159.60
See/Read/Hear Message	49.0	44.4	39.9	46.9	45.1	45.4
<i>Type of Message Seen</i>						
Internet	78.2	78.6	76.3	88.2	80.3	76.4
TG's/VG's/Brochures	47.6	35.7	34.7	37.5	38.9	33.2
Newspaper	17.9	23.1	18.9	14.9	18.7	17.1
Magazine	6.5	13.8	9.1	10.0	9.9	10.0
Television	3.7	4.6	3.2	3.1	3.7	5.2
Influence by Lee Message	76.7	87.4	70.2	72.3	76.7	76.5
<i>Occupation</i>						
Professional/Tech	38.9	47.4	40.3	44.1	42.7	43.2
Executive/Managerial	20.1	16.2	17.8	18.7	18.2	16.6
Retired	21.2	17.4	21.8	15.2	18.9	18.3
Craft/Factory	2.8	4.3	6.6	6.2	5.0	5.0
Sales/Buyer	8.4	10.7	11.0	10.9	10.3	11.2
Have Internet Access	91.0	88.1	89.9	91.4	90.1	90.2
Obtain Travel Info.	85.8	84.2	81.9	86.7	84.7	83.1
Book Travel Services Online	76.2	76.1	72.8	75.5	75.2	73.1
Book Lodging Online	53.8	52.1	48.2	44.0	49.5	49.7

Beaches of Fort Myers - Sanibel – 2005 Annual Visitor Profile



TOP U.S. FEEDER MARKET AVERAGES

Annual 2005

1.	New York	9.9%
2.	Chicago	8.5
3.	Miami/Ft. Lauderdale	5.8
4.	Boston	5.4
5.	Detroit	4.2
6.	Philadelphia	4.0
7.	Indianapolis	3.8
8.	Minneapolis/St. Paul	3.5
9.	Cleveland	3.3
10.	Tampa/St. Petersburg	3.2

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Number of Visitors	200,933	273,359	294,097	313,782	1,082,171	141,701	154,924	181,294	88,700	566,619
Room Nights	614,173	532,668	623,700	611,834	2,382,375	459,430	392,040	420,557	312,911	1,584,938
Expenditures (\$)	127,937,055	183,514,100	179,575,628	162,465,030	653,491,813	104,071,270	86,616,590	81,205,200	59,235,663	331,128,723
Occupancy Rate	83.1	93.3	95.8	84.1	89.1	78.4	72.2	77.4	61.6	72.4
Room Rate	126.03	158.53	156.14	116.62	139.33	97.81	98.17	97.49	101.47	98.74
Occupancy										
< 20 Units	83.2	95.5	95.8	86.2	90.2	79.6	78.5	79.1	57.7	73.7
21-50 Units	78.5	93.5	95.3	82.4	87.4	75.4	75.2	78.9	63.5	73.3
51-100 Units	85.2	92.3	95.6	83.6	89.2	79.2	73.4	81.0	65.3	74.7
101+ Units	84.3	92.9	96.0	84.0	89.3	77.9	68.7	76.4	60.5	70.9
Average Room Rate										
< 20 Units	116.53	132.61	126.25	101.88	119.32	90.81	76.37	81.71	87.36	84.06
21-50 Units	114.86	143.56	133.71	116.59	127.18	93.37	92.63	92.58	89.34	91.98
51-100 Units	155.66	185.32	199.99	149.89	172.72	121.37	117.47	119.30	116.06	118.55
101+ Units	128.83	177.55	164.62	145.32	154.08	108.99	108.13	118.33	113.12	112.14
Visitor Origin										
Florida	8,238	8,747	15,881	29,809	62,675	27,490	31,759	40,066	21,022	120,337
Southeast	15,070	13,668	17,352	17,572	63,662	6,802	15,028	14,685	7,185	43,700
Northeast	58,472	94,582	97,052	94,135	344,241	44,636	37,027	43,692	14,369	139,724
Midwest	83,990	129,572	127,638	125,827	467,027	44,352	50,350	56,201	23,772	174,675
Canada	7,635	8,201	9,411	9,413	34,660	1,842	930	1,450	798	5,020
Europe	20,495	12,848	20,881	27,299	81,523	12,895	15,647	19,217	18,716	66,475
Markets of Opportunity	7,033	5,741	5,882	9,727	28,383	3,684	4,183	5,983	2,838	16,688
TOTAL	200,933	273,359	294,097	313,782	1,082,171	141,701	154,924	181,294	88,700	566,619
Transportation Mode										
Plane	64.7	75.7	73.6	73.1	71.8	67.4	62.0	56.0	60.7	61.5
Rental Car	62.0	71.4	68.4	69.0	67.7	62.6	57.7	49.8	56.9	56.8
Personal Car	33.6	22.9	25.7	25.1	26.8	30.4	37.1	42.4	41.5	37.9
Airport Deplaned										
SW Florida Int'l	78.0	86.1	85.6	80.2	82.5	81.0	79.5	74.7	60.9	74.0
Orlando Int'l	5.8	4.2	3.1	6.8	5.0	5.7	9.2	9.8	17.6	10.6
Miami Int'l	8.5	2.5	3.0	4.7	4.7	5.3	2.8	4.7	9.9	5.7
Tampa Int'l	7.5	5.9	7.0	5.3	6.4	4.4	6.9	5.3	10.2	6.7
Car Rental Location										
Fort Myers	77.8	83.0	83.2	78.8	80.7	80.0	76.9	76.8	59.1	73.2
Orlando	5.6	4.4	4.1	7.0	5.3	7.0	9.5	12.7	19.0	12.1
Miami	8.8	2.8	3.8	4.8	5.1	5.8	2.9	4.4	9.5	5.7
Tampa	7.5	6.3	7.8	5.7	6.8	4.8	7.4	3.7	10.5	6.6

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Number of Visitors	76,740	75,670	107,425	138,915	398,750	2,047,540
Room Nights	233,850	260,500	474,800	512,000	1,481,150	5,448,463
Expenditures (\$)	42,594,000	47,346,870	65,856,900	94,796,340	250,594,110	1,235,214,646
Occupancy Rate	51.0	61.2	74.6	62.9	62.4	74.6
Room Rate	95.22	96.25	92.25	120.89	101.15	113.07
Occupancy						
< 20 Units	48.6	62.6	75.0	63.4	62.4	75.4
21-50 Units	51.2	55.5	73.6	62.8	60.8	73.8
51-100 Units	51.8	63.4	76.3	63.0	63.6	75.8
101+ Units	51.7	62.4	74.3	62.7	62.8	74.3
Average Room Rate						
< 20 Units	78.82	86.34	86.20	102.85	88.55	97.31
21-50 Units	85.88	82.56	90.60	121.23	95.07	104.74
51-100 Units	107.51	106.41	126.30	138.51	119.68	136.98
101+ Units	108.69	103.89	115.75	120.95	112.32	126.18
Visitor Origin						
Florida	21,180	10,594	12,354	5,557	49,685	232,697
Southeast	6,523	4,540	6,660	9,724	27,447	134,809
Northeast	15,732	16,950	32,442	41,119	106,243	590,208
Midwest	18,187	24,517	36,417	59,595	138,716	780,418
Canada	460	1,513	2,686	5,973	10,632	50,312
Europe	11,588	14,075	12,891	12,780	51,334	199,332
Markets of Opportunity	3,070	3,481	3,975	4,167	14,693	59,764
TOTAL	76,740	75,670	107,425	138,915	398,750	2,047,540
Transportation Mode						
Plane	56.0	72.3	74.9	66.2	67.4	66.9
Rental Car	55.0	69.6	68.7	62.5	64.0	62.8
Personal Car	43.5	26.8	25.5	32.0	32.0	32.2
Airport Deplaned						
SW Florida Int'l	66.7	69.5	75.5	76.7	72.1	76.2
Orlando Int'l	9.0	9.2	9.0	6.0	8.3	8.0
Miami Int'l	12.4	10.5	8.2	4.5	8.9	6.4
Tampa Int'l	8.0	9.1	5.4	8.3	7.7	6.9
Car Rental Location						
Fort Myers	65.1	68.2	73.7	75.6	70.7	74.9
Orlando	9.3	9.9	9.4	6.5	8.8	8.7
Miami	12.6	10.8	8.9	4.9	9.3	6.7
Tampa	8.3	9.8	5.2	8.9	8.1	7.2

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Purpose of Trip										
Vacation	96.5	96.6	98.0	97.4	97.1	97.4	98.7	96.9	97.1	97.5
Visit Friends & Relatives	11.4	16.2	13.9	15.0	14.1	16.3	11.2	14.5	13.2	13.8
Business/Conf/Meetings	18.4	15.6	16.1	20.4	17.6	24.7	22.6	25.5	24.7	24.4
First Visit										
Lee County	35.1	30.2	29.4	40.3	33.8	39.6	39.5	36.7	40.1	39.0
Florida	4.9	1.8	2.2	5.5	3.6	6.6	6.2	4.0	10.0	6.7
First Time Visitors										
Florida	33.3	29.9	n/a	30.8	31.3	25.9	32.3	31.0	28.4	29.4
Southeast	40.9	34.5	36.3	53.6	41.3	46.4	40.0	32.0	34.2	38.2
Northeast	37.2	28.3	29.7	40.1	33.8	45.6	41.6	40.7	39.6	41.9
Midwest	24.0	25.2	23.5	27.5	25.1	33.0	31.4	28.6	37.8	32.7
Europe	47.4	40.6	72.7	60.0	55.2	59.5	52.6	58.6	62.5	58.3
Markets of Opportunity	53.6	46.2	42.5	n/a	47.4	n/a	56.3	61.1	53.3	56.9
Avg Repeat Visits	3.2	3.4	3.1	3.1	3.2	3.4	3.3	3.3	3.3	3.3
Information Sources										
Internet	64.4	56.0	59.3	58.0	59.4	53.9	71.4	57.5	61.3	61.0
Previous Visit	64.0	65.4	69.0	58.9	64.3	60.4	58.0	62.6	58.7	59.9
Recommendations	38.5	33.9	33.6	42.4	37.1	46.9	42.6	42.9	46.4	44.7
Business Contacts	3.7	n/a	1.5	2.8	2.7	4.2	1.6	1.1	1.4	2.1
Print Media	11.5	12.6	13.1	15.0	13.1	11.5	10.3	13.0	17.2	13.0
Travel Agent	3.6	1.8	3.1	3.6	3.0	n/a	4.4	1.6	n/a	n/a
Travel Agent Assisted	15.2	12.6	13.2	12.5	13.4	15.2	12.2	9.0	8.1	11.1
Travel Agent Assisted with:										
Airline Reservations	61.6	58.5	54.2	54.1	57.1	59.4	51.9	66.9	58.3	59.1
Hotel/Motel Reservations	43.5	43.2	33.2	52.2	43.0	44.8	30.3	43.5	50.0	42.2
Fly/Drive Packages	18.2	21.7	30.7	28.5	24.8	34.7	36.3	27.3	36.4	33.7
Reservations										
Before	88.2	93.2	89.2	84.1	88.7	91.9	90.4	90.3	84.1	89.2
None	8.9	4.4	5.2	13.7	8.1	7.0	7.6	7.5	13.6	8.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	16.8	16.6	12.8	19.1	16.3	19.7	20.9	28.5	32.6	25.4

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Purpose of Trip						
Vacation	95.9	97.3	97.1	97.8	97.0	97.2
Visit Friends & Relatives	14.3	12.6	14.8	15.9	14.4	14.1
Business/Conf/Meetings	23.8	28.1	27.1	22.3	25.3	22.4
First Visit						
Lee County	44.0	36.1	36.8	30.7	36.9	36.5
Florida	10.5	4.7	4.7	3.9	6.0	5.4
First Time Visitors						
Florida	34.0	34.8	22.2	25.0	29.0	29.8
Southeast	34.1	33.3	34.8	33.3	33.9	37.8
Northeast	41.1	39.8	37.8	29.9	37.2	37.6
Midwest	36.5	27.6	27.0	28.3	29.9	29.2
Europe	83.3	47.9	51.7	48.1	57.8	57.1
Markets of Opportunity	46.7	n/a	n/a	46.0	n/a	50.7
Avg Repeat Visits	3.5	3.8	3.3	3.4	3.5	3.3
Information Sources						
Internet	73.8	61.2	54.3	74.3	65.9	62.1
Previous Visit	52.7	62.8	61.6	67.8	61.2	61.8
Recommendations	52.0	44.0	41.9	44.7	45.7	42.5
Business Contacts	4.1	3.1	4.0	n/a	3.7	2.8
Print Media	10.3	10.8	15.1	10.4	11.7	12.6
Travel Agent	n/a	n/a	2.5	n/a	n/a	2.9
Travel Agent Assisted	8.0	7.6	9.0	10.8	8.9	11.1
Travel Agent Assisted with:						
Airline Reservations	46.6	68.0	63.5	73.6	62.9	59.7
Hotel/Motel Reservations	43.6	42.6	45.8	45.7	44.4	43.2
Fly/Drive Packages	44.0	18.5	28.1	21.9	28.1	28.9
Reservations						
Before	87.7	86.9	90.2	88.1	88.2	88.7
None	10.3	12.0	7.5	9.9	9.9	9.0
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	36.7	21.5	13.2	23.2	23.7	21.8

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Length of Stay (OOS)										
Away from Home	11.6	11.8	10.9	10.1	11.1	8.9	10.0	10.6	10.4	10.0
In Florida	10.6	10.8	10.2	9.3	10.2	8.2	9.0	9.6	10.0	9.2
In Lee County	8.1	8.0	7.4	6.5	7.5	5.8	5.6	6.2	5.7	5.8
Length of Stay (FL)										
Away from Home	3.9	3.8	3.4	4.2	3.8	3.7	3.9	4.8	4.6	4.3
In Lee County	3.6	3.5	3.3	4.0	3.6	3.6	3.8	4.6	4.4	4.1
% Staying 4 days or less										
Out-of-State	19.5	21.3	18.7	24.2	20.9	33.6	29.2	29.5	30.9	30.8
Floridian	60.0	88.5	80.1	63.6	73.1	86.6	66.7	53.2	55.1	65.4
Party Size										
Out-of-State	2.7	2.5	2.8	2.8	2.7	2.5	2.7	3.2	3.0	2.9
Floridian	2.6	2.2	2.3	2.7	2.5	2.9	3.1	3.3	3.1	3.1
Type of Party										
Couple	71.4	76.2	68.7	54.9	67.8	72.0	62.6	54.2	56.6	61.4
Family	26.0	22.2	29.9	40.9	29.8	22.9	33.7	45.5	42.7	36.2
Single	2.6	1.6	1.6	2.8	2.2	4.5	3.3	0.3	0.7	2.2
Where Stayed Night Before Lee										
At Home	61.3	67.8	73.2	67.2	67.4	71.4	62.5	67.1	64.7	66.4
In FL, Not in Lee	31.1	28.4	20.9	26.5	26.7	24.7	30.2	27.3	28.8	27.8
On the Road, Not in FL	7.6	3.8	5.9	6.3	5.9	3.9	7.3	5.6	6.4	5.8
Where Stayed in Florida										
Orlando/Disney	25.6	18.8	18.4	28.1	22.7	27.3	36.6	27.3	32.0	30.8
Tampa Bay	13.3	17.7	15.0	4.2	12.6	16.7	13.4	8.1	10.7	12.2
Ft. Lauderdale/Palm Bch.	9.5	10.5	6.6	8.3	8.7	8.0	7.3	12.5	8.5	9.1
Florida Keys	3.8	4.3	8.3	9.0	6.4	6.1	7.5	7.5	8.7	7.5
Sarasota	18.9	12.1	12.5	15.4	14.7	12.1	9.8	14.4	9.8	11.5
Miami	8.9	5.7	9.5	6.7	7.7	4.5	5.3	4.6	12.8	6.8
Naples/Marco Island	5.6	8.0	9.2	4.5	6.8	5.0	4.9	4.7	6.5	5.3
Attractions Visited										
Edison/Ford Home	7.3	7.8	5.6	8.0	7.2	8.9	8.2	10.1	6.7	8.5
Sea World	4.7	6.6	6.1	7.4	6.2	3.9	10.1	7.7	9.0	7.7
Disney	3.5	3.4	n/a	6.8	4.6	2.4	6.5	8.1	8.2	6.3
Universal Studios	4.9	3.8	5.0	7.3	5.3	2.7	6.1	8.8	10.0	6.9
EPCOT	4.6	5.0	2.8	6.6	4.8	2.9	3.7	5.3	n/a	4.0
Kennedy Space Center	5.0	4.8	4.4	7.6	5.5	3.7	7.9	7.3	7.0	6.5
Ding Darling	3.5	2.3	4.9	2.7	3.4	2.8	1.6	n/a	n/a	n/a

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Length of Stay (OOS)						
Away from Home	10.1	10.3	10.3	10.6	10.3	10.5
In Florida	9.3	9.2	9.7	9.7	9.5	9.6
In Lee County	5.6	5.8	6.7	7.2	6.3	6.6
Length of Stay (FL)						
Away from Home	3.7	3.8	4.3	4.2	4.0	4.0
In Lee County	3.6	3.6	4.2	3.9	3.8	3.8
% Staying 4 days or less						
Out-of-State	40.2	35.8	27.5	19.2	30.7	27.5
Floridian	81.4	80.4	59.2	68.8	72.5	70.3
Party Size						
Out-of-State	2.4	2.5	2.6	2.9	2.6	2.7
Floridian	3.1	2.6	2.7	2.5	2.7	2.8
Type of Party						
Couple	77.1	75.7	70.9	64.5	72.1	67.1
Family	18.9	19.6	25.2	32.8	24.1	30.0
Single	2.0	2.7	4.2	2.0	2.7	2.4
Where Stayed Night Before Lee						
At Home	69.3	64.2	71.1	68.5	68.3	67.4
In FL, Not in Lee	20.0	30.3	23.0	27.6	25.2	26.6
On the Road, Not in FL	10.7	5.5	5.9	3.9	6.5	6.1
Where Stayed in Florida						
Orlando/Disney	n/a	33.8	21.5	27.6	27.6	27.0
Tampa Bay	n/a	12.2	10.0	12.0	11.4	12.1
Ft. Lauderdale/Palm Bch.	n/a	13.5	7.6	7.4	9.5	9.1
Florida Keys	n/a	5.9	5.1	6.4	5.8	6.6
Sarasota	n/a	7.8	8.7	10.6	9.0	12.0
Miami	n/a	5.6	13.6	8.6	9.3	7.8
Naples/Marco Island	n/a	n/a	n/a	11.1	n/a	6.6
Attractions Visited						
Edison/Ford Home	9.6	8.6	5.7	10.8	8.7	8.1
Sea World	4.3	6.2	6.2	7.9	6.2	6.7
Disney	4.9	4.5	3.7	5.4	4.6	5.2
Universal Studios	6.7	5.5	5.6	8.4	6.6	6.2
EPCOT	4.1	4.1	4.8	6.5	4.9	4.6
Kennedy Space Center	4.9	6.0	6.0	5.3	5.6	5.8
Ding Darling	n/a	n/a	5.4	3.1	n/a	3.3

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Satisfaction with Lee	98.7	99.3	99.3	98.5	99.0	98.6	97.4	99.3	99.0	98.6
Lee Features Liked Most										
Beaches	75.1	72.3	73.9	68.3	72.4	78.0	82.7	82.1	86.1	82.2
Climate	80.7	87.6	84.9	80.0	83.3	72.3	49.6	49.0	44.4	53.8
Rest/Relaxation/Quiet	57.3	64.8	54.0	53.3	57.4	67.2	62.9	62.5	56.9	62.4
Tropical Atmosphere	41.5	46.3	49.7	34.1	42.9	37.3	39.5	40.5	41.8	39.8
Not Commercial	21.6	27.5	23.2	17.3	22.4	22.0	21.3	24.9	21.4	22.4
Clean Environment	10.8	15.3	12.0	10.2	12.1	17.6	16.2	17.9	15.4	16.8
Friendly Residents	12.0	15.8	11.2	12.4	12.9	n/a	n/a	14.5	12.5	n/a
Safety	n/a	n/a	1.8	1.2	n/a	n/a	2.0	1.4	3.2	2.2
Lee Features Liked Least										
No Specific Complaints	75.4	52.3	57.2	80.2	66.3	84.8	73.4	74.9	79.1	78.1
Congestion	20.5	35.1	37.7	17.0	27.6	6.3	1.7	3.0	1.4	3.1
Weather	2.3	3.1	n/a	n/a	n/a	n/a	10.1	5.7	4.8	6.9
Insects	n/a	n/a	0.7	0.3	0.5	2.9	7.6	9.2	11.0	7.7
Expense	1.5	2.4	3.0	0.7	1.9	0.7	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	2.9	4.5	6.0	1.1	3.6	5.4	4.4	4.9	4.6	4.8
Less Expensive	0.6	n/a	0.3	1.5	0.6	3.4	2.0	1.3	1.7	2.1
As Expected	92.7	87.6	89.7	93.8	91.0	89.0	90.4	84.8	86.8	87.8
Don't Know	3.8	7.9	4.0	3.6	4.8	2.3	3.2	9.0	6.9	5.4
Recommend Lee	94.0	88.0	88.8	91.1	90.5	91.5	88.6	93.7	91.2	91.3
Plan to Return (% yes)										
To Local Area	90.2	91.4	89.1	84.6	88.8	89.4	91.8	88.6	86.8	89.2
Next year	60.0	60.4	62.2	62.8	61.4	63.2	59.7	57.4	52.7	58.3
Median Age of Head of HH	51.6	54.2	50.1	50.4	51.6	49.3	49.5	48.4	50.3	49.4
Median Annual HH Income	87,478	82,264	86,688	84,856	85,322	90,060	80,761	83,948	85,545	85,079
Average Number of:										
Getaway	2.8	2.8	3.0	2.7	2.8	2.7	2.8	2.8	2.7	2.8
Vacations	2.0	1.8	2.0	1.9	1.9	2.0	1.9	1.8	1.8	1.9
Out-of-State Visitor Party Budget										
Total	1,835.89	2,149.89	1,985.48	1,578.40	1,887.42	1,230.15	1,273.13	1,433.35	1,384.47	1,330.28
Per person/trip	679.96	859.96	709.10	563.71	703.18	512.56	471.53	447.92	461.49	473.38
Per person/day	83.95	107.49	95.82	86.73	93.50	88.37	84.20	72.25	80.96	81.45

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
Satisfaction with Lee	95.9	99.4	99.4	99.0	98.4	98.7
Lee Features Liked Most						
Beaches	73.0	76.7	70.6	81.1	75.4	76.7
Climate	40.8	67.1	81.0	77.9	66.7	67.9
Rest/Relaxation/Quiet	65.3	58.4	59.8	65.0	62.1	60.6
Tropical Atmosphere	40.6	45.4	34.0	43.8	41.0	41.2
Not Commercial	19.5	15.3	14.6	19.8	17.3	20.7
Clean Environment	16.6	5.2	15.2	22.8	15.0	14.6
Friendly Residents	16.5	19.5	17.2	23.6	19.2	15.5
Safety	7.3	2.6	4.5	n/a	4.8	3.0
Lee Features Liked Least						
No Specific Complaints	69.0	75.7	71.9	78.7	73.8	72.7
Congestion	0.3	3.8	6.4	13.8	6.1	12.3
Weather	2.6	0.4	0.6	2.2	1.5	3.5
Insects	5.8	3.6	6.7	1.6	4.4	4.9
Expense	3.4	n/a	n/a	2.6	n/a	2.0
Expense vs. Expectations						
More Expensive	3.7	4.2	4.0	8.5	5.1	4.5
Less Expensive	1.3	0.7	0.4	0.4	0.7	1.1
As Expected	85.9	91.4	90.8	87.7	89.0	89.2
Don't Know	9.1	3.7	4.8	3.4	5.2	5.1
Recommend Lee	79.5	88.3	90.3	85.5	85.9	89.2
Plan to Return (% yes)						
To Local Area	77.9	87.5	87.2	87.2	85.0	87.6
Next year	50.3	54.8	57.0	64.2	56.6	58.7
Median Age of Head of HH	50.2	51.5	51.9	52.7	51.6	50.8
Median Annual HH Income	77,395	81,896	90,196	93,000	85,622	85,341
Average Number of:						
Getaway	2.7	2.8	2.7	2.8	2.8	2.8
Vacations	1.9	2.0	1.9	1.9	1.9	1.9
Out-of-State Visitor Party Budget						
Total	1,164.19	1,317.40	1,504.80	1,634.95	1,405.34	1,541.01
Per person/trip	485.08	526.96	578.77	563.78	538.65	571.74
Per person/day	86.62	90.86	86.38	78.30	85.54	86.83

LEE COUNTY 2005 ANNUAL AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	5/05	6/05	7/05	8/05	Spr/Sum 2005
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	1,079.10	1,212.44	1,250.86	941.94	1,121.09	841.18	666.46	759.79	768.73	759.04
Food/Entertainment	600.41	637.98	681.56	642.92	640.72	456.68	473.01	493.72	514.82	484.56
Rental Car	266.49	288.50	333.12	310.50	299.65	248.31	257.62	249.03	243.32	249.57
Retail Purchases	160.08	177.82	170.87	158.68	166.86	139.06	144.79	144.95	136.82	141.41
See/Read/Hear Message	32.2	30.9	31.6	37.4	33.0	34.1	41.3	47.4	46.5	42.3
Type of Message Seen										
Internet	74.0	71.3	68.8	63.7	69.5	71.6	78.3	65.1	75.9	72.7
TG's/VG's/Brochures	32.7	22.5	27.4	44.6	31.8	37.1	42.0	31.1	38.5	37.2
Newspaper	39.7	35.5	43.2	23.9	35.6	28.3	20.1	24.9	30.4	25.9
Magazine	11.9	8.2	12.1	12.6	11.2	16.7	11.0	16.4	13.0	14.3
Television	7.8	15.1	17.2	4.4	11.1	5.5	6.1	8.2	4.2	6.0
Influence by Lee Message	81.2	71.6	75.6	81.4	77.5	75.8	82.5	76.3	83.5	79.5
Occupation										
Professional/Tech	41.6	36.2	43.2	45.3	41.6	43.2	48.2	54.2	50.2	49.0
Executive/Managerial	17.4	16.8	13.1	13.0	15.1	18.5	17.0	14.2	18.9	17.2
Retired	20.8	26.7	16.0	18.1	20.4	14.9	14.4	14.1	10.6	13.5
Craft/Factory	8.0	4.8	7.5	6.8	6.8	7.2	6.3	6.5	6.0	6.5
Sales/Buyer	10.3	10.1	10.8	9.2	10.1	10.6	11.9	7.7	11.3	10.4
Have Internet Access	85.6	83.8	87.9	88.2	86.4	86.8	91.3	91.6	91.4	90.3
Obtain Travel Info.	83.8	83.2	81.5	82.7	82.8	82.6	76.9	78.5	78.4	79.1
Book Travel Services Online	61.3	62.2	60.6	63.6	61.9	66.2	64.5	66.1	69.8	66.7
Book Lodging Online	48.1	45.2	46.3	50.4	47.5	53.4	53.4	53.6	46.2	51.7

LEE COUNTY 2005 ANNUAL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	Annual 2005
<i>Out-of-State Visitor</i>						
<i>Party Budget Breakout</i>						
Accommodations	680.93	660.80	852.00	851.28	761.25	880.46
Food/Entertainment	422.84	452.50	503.30	552.25	482.72	536.00
Rental Car	185.78	226.40	267.62	305.60	246.35	265.19
Retail Purchases	140.59	135.00	156.10	180.69	153.10	153.79
See/Read/Hear Message	45.9	36.3	41.7	38.9	40.7	38.7
<i>Type of Message Seen</i>						
Internet	77.6	82.0	78.2	80.0	79.5	73.9
TG's/VG's/Brochures	39.2	37.8	32.0	32.5	35.4	34.8
Newspaper	23.1	24.8	25.9	20.4	23.6	28.4
Magazine	10.2	12.6	5.9	13.9	10.7	12.0
Television	7.1	9.6	10.5	6.2	8.4	8.5
Influence by Lee Message	75.4	79.7	75.7	71.4	75.6	77.5
<i>Occupation</i>						
Professional/Tech	38.4	45.4	39.9	42.0	41.4	44.0
Executive/Managerial	18.6	16.3	19.3	21.6	19.0	17.1
Retired	17.4	16.1	20.3	16.3	17.5	17.1
Craft/Factory	8.7	4.7	8.8	8.6	7.7	7.0
Sales/Buyer	11.1	8.1	9.4	8.1	9.2	9.9
Have Internet Access	87.6	89.8	90.7	92.4	90.1	88.9
Obtain Travel Info.	84.5	85.0	82.2	85.1	84.2	82.0
Book Travel Services Online	67.3	70.7	70.1	71.9	70.0	66.2
Book Lodging Online	56.4	49.4	46.5	41.3	48.4	49.2

Beaches of Fort Myers - Sanibel – 2006 Annual Visitor Profile
Seasonal Visitor Profiles
(Winter, Spring/Summer, Fall)



TOP U.S. FEEDER MARKET AVERAGES

<u>Winter 2006</u>		<u>Spring/Summer 2006</u>		<u>Fall 2006</u>	
1. New York	10.9%	1. Miami/Ft. Lauderdale	8.7%	1. New York	9.2%
2. Chicago	8.9	2. New York	8.6	2. Chicago	7.8
3. Boston	6.4	3. Chicago	7.4	3. Miami/Ft. Lauderdale	5.6
4. Minneapolis/St. Paul	5.1	4. Tampa/St. Petersburg	7.4	4. Tampa/St. Petersburg	5.0
5. Detroit	4.6	5. Philadelphia	4.6	5. Philadelphia	4.6
6. Indianapolis	3.8	6. West Palm Beach/Ft. Pierce	4.3	6. Boston	4.2
7. Philadelphia	3.7	7. Greater Orlando Area	4.0	7. Cleveland	3.5
8. Cleveland	3.5	8. Boston	3.8	8. Minneapolis/St. Paul	3.3
9. Hartford/New Haven	2.8	9. Minneapolis/St. Paul	2.6	9. Detroit	3.2
10. Washington D.C.	2.2	10. St. Louis	2.6	10. Indianapolis	3.1

TOP U.S. FEEDER MARKET AVERAGES

<u>Winter 2005</u>		<u>Spring/Summer 2005</u>		<u>Fall 2005</u>	
1. New York	10.5%	1. Miami/Ft. Lauderdale	10.4%	1. New York	10.3%
2. Chicago	10.2	2. New York	8.9	2. Chicago	8.4
3. Boston	7.1	3. Chicago	6.9	3. Miami/Ft. Lauderdale	5.1
4. Minneapolis/St. Paul	5.9	4. Tampa/St. Petersburg	5.3	4. Boston	5.1
5. Detroit	5.2	5. Philadelphia	4.4	5. Detroit	4.7
6. Indianapolis	4.3	6. Boston	4.0	6. Indianapolis	4.1
7. Philadelphia	3.6	7. Cleveland	3.6	7. Philadelphia	3.9
8. Cleveland	2.8	8. Greater Orlando Area	3.5	8. Cleveland	3.4
9. Milwaukee	2.7	9. Cincinnati	3.4	9. Tampa/St. Petersburg	3.4
10. Providence/New Bedford	2.6	10. West Palm Beach/Ft. Pierce	3.0	10. Minneapolis/St. Paul	3.3

LEE COUNTY 2005 - 2006 WINTER AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	1/06	2/06	3/06	4/06	Winter 2006
Number of Visitors	200,933	273,359	294,097	313,782	1,082,171	198,300	266,610	297,490	319,600	1,082,000
Room Nights	614,173	532,668	623,700	611,834	2,382,375	610,200	500,480	622,370	651,037	2,384,087
Expenditures (\$)	127,937,055	183,514,100	179,575,628	162,465,030	653,491,813	139,888,250	196,725,695	193,464,250	179,060,000	709,138,195
Occupancy Rate	83.1	93.3	95.8	84.1	89.1	80.2	89.8	92.5	82.5	86.3
Room Rate	126.03	158.53	156.14	116.62	139.33	134.44	171.61	170.85	133.33	152.56
Occupancy										
< 20 Units	83.2	95.5	95.8	86.2	90.2	80.2	92.2	94.9	84.4	87.9
21-50 Units	78.5	93.5	95.3	82.4	87.4	76.5	87.7	92.5	79.7	84.1
51-100 Units	85.2	92.3	95.6	83.6	89.2	86.2	89.4	92.3	83.0	87.7
101+ Units	84.3	92.9	96.0	84.0	89.3	79.4	90.1	92.0	82.8	86.1
Average Room Rate										
< 20 Units	116.53	132.61	126.25	101.88	119.32	123.53	152.67	139.95	116.07	133.06
21-50 Units	114.86	143.56	133.71	116.59	127.18	124.28	155.23	151.23	135.51	141.56
51-100 Units	155.66	185.32	199.99	149.89	172.72	160.31	194.63	214.00	171.65	185.15
101+ Units	128.83	177.55	164.62	145.32	154.08	142.19	189.21	178.23	164.06	168.42
Visitor Origin										
Florida	8,238	8,747	15,881	29,809	62,675	9,122	10,131	17,849	28,764	65,866
Southeast	15,070	13,668	17,352	17,572	63,662	16,261	14,397	17,254	16,619	64,531
Northeast	58,472	94,582	97,052	94,135	344,241	59,688	92,514	96,982	97,478	346,662
Midwest	83,990	129,572	127,638	125,827	467,027	82,691	125,040	129,706	131,356	468,793
Canada	7,635	8,201	9,411	9,413	34,660	6,742	7,732	10,412	9,908	34,794
Europe	20,495	12,848	20,881	27,299	81,523	18,442	11,997	18,742	25,248	74,429
Markets of Opportunity	7,033	5,741	5,882	9,727	28,383	5,354	4,799	6,545	10,227	26,925
TOTAL	200,933	273,359	294,097	313,782	1,082,171	198,300	266,610	297,490	319,600	1,082,000
Transportation Mode										
Plane	64.7	75.7	73.6	73.1	71.8	66.1	75.6	74.3	74.0	72.5
Rental Car	62.0	71.4	68.4	69.0	67.7	64.6	69.6	67.8	67.7	67.4
Personal Car	33.6	22.9	25.7	25.1	26.8	31.5	24.1	25.0	24.8	26.4
Airport Deplanned										
SW Florida Int'l	78.0	86.1	85.6	80.2	82.5	77.7	80.4	81.5	82.2	80.5
Orlando Int'l	5.8	4.2	3.1	6.8	5.0	6.9	7.2	4.7	6.4	6.3
Miami Int'l	8.5	2.5	3.0	4.7	4.7	5.7	4.6	4.4	4.6	4.8
Tampa Int'l	7.5	5.9	7.0	5.3	6.4	8.5	5.7	6.7	6.6	6.9
Car Rental Location										
Fort Myers	77.8	83.0	83.2	78.8	80.7	76.7	79.2	80.8	82.7	79.9
Orlando	5.6	4.4	4.1	7.0	5.3	6.4	7.4	4.9	6.5	6.3
Miami	8.8	2.8	3.8	4.8	5.1	6.2	5.4	4.3	5.0	5.2
Tampa	7.5	6.3	7.8	5.7	6.8	9.3	5.7	6.7	5.8	6.9

LEE COUNTY 2005 - 2006 WINTER AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	1/06	2/06	3/06	4/06	Winter 2006
Purpose of Trip										
Vacation	96.5	96.6	98.0	97.4	97.1	97.3	97.7	97.4	98.6	97.8
Visit Friends & Relatives	11.4	16.2	13.9	15.0	14.1	12.5	20.0	11.8	14.8	14.8
Business/Conf/Meetings	18.4	15.6	16.1	20.4	17.6	19.9	17.2	16.7	22.6	19.1
First Visit										
Lee County	35.1	30.2	29.4	40.3	33.8	34.3	27.0	31.9	39.4	33.2
Florida	4.9	1.8	2.2	5.5	3.6	3.7	1.7	2.9	4.1	3.1
First Time Visitors										
Florida	33.3	29.9	n/a	30.8	31.3	32.5	22.2	n/a	37.5	30.7
Southeast	40.9	34.5	36.3	53.6	41.3	33.1	35.5	25.8	50.0	36.1
Northeast	37.2	28.3	29.7	40.1	33.8	35.4	23.1	35.5	34.2	32.1
Midwest	24.0	25.2	23.5	27.5	25.1	29.4	27.7	31.5	32.0	30.2
Europe	47.4	40.6	72.7	60.0	55.2	51.9	50.0	52.2	56.3	52.6
Markets of Opportunity	53.6	46.2	42.5	n/a	47.4	49.1	36.4	38.5	n/a	41.3
Avg # of Repeat Visits	3.2	3.4	3.1	3.1	3.2	3.4	3.2	3.0	3.1	3.2
Information Sources										
Internet	64.4	56.0	59.3	58.0	59.4	64.7	64.9	64.2	61.2	63.8
Previous Visit	64.0	65.4	69.0	58.9	64.3	64.6	68.8	66.2	60.2	65.0
Recommendations	38.5	33.9	33.6	42.4	37.1	39.5	36.7	32.2	43.5	38.0
Business Contacts	3.7	n/a	1.5	2.8	2.7	3.0	n/a	1.9	n/a	n/a
Print Media	11.5	12.6	13.1	15.0	13.1	9.3	12.0	11.4	11.4	11.0
Travel Agent	3.6	1.8	3.1	3.6	3.0	3.2	0.3	2.3	3.3	2.3
Travel Agent Assisted	15.2	12.6	13.2	12.5	13.4	15.7	16.3	14.1	13.9	15.0
Travel Agent Assisted with:										
Airline Reservations	61.6	58.5	54.2	54.1	57.1	47.8	53.3	40.5	50.0	47.9
Hotel/Motel Reservations	43.5	43.2	33.2	52.2	43.0	42.2	42.4	34.4	45.5	41.1
Fly/Drive Packages	18.2	21.7	30.7	28.5	24.8	28.8	30.8	44.2	36.4	35.1
Reservations										
Before	88.2	93.2	89.2	84.1	88.7	88.0	91.4	88.6	84.0	88.0
None	8.9	4.4	5.2	13.7	8.1	7.7	5.3	7.6	14.1	8.7
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	16.8	16.6	12.8	19.1	16.3	21.1	26.5	23.1	24.5	23.8

LEE COUNTY 2005 - 2006 WINTER AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	1/06	2/06	3/06	4/06	Winter 2006
Length of Stay (OOS)										
Away from Home	11.6	11.8	10.9	10.1	11.1	11.4	11.6	10.9	9.9	11.0
In Florida	10.6	10.8	10.2	9.3	10.2	10.4	10.6	10.1	9.2	10.1
In Lee County	8.1	8.0	7.4	6.5	7.5	8.0	7.8	7.3	6.5	7.4
Length of Stay (FL)										
Away from Home	3.9	3.8	3.4	4.2	3.8	3.8	3.8	3.8	4.1	3.9
In Lee County	3.6	3.5	3.3	4.0	3.6	3.5	3.6	3.5	3.9	3.6
% Staying 4 days or less										
Out-of-State	19.5	21.3	18.7	24.2	20.9	21.0	26.7	22.9	24.7	23.8
Floridian	60.0	88.5	80.1	63.6	73.1	63.0	89.5	71.8	68.8	73.3
Party Size										
Out-of-State	2.7	2.5	2.8	2.8	2.7	2.6	2.4	2.8	2.7	2.6
Floridian	2.6	2.2	2.3	2.7	2.5	2.7	2.3	2.3	2.9	2.6
Type of Party										
Couple	71.4	76.2	68.7	54.9	67.8	73.6	80.3	71.5	53.8	69.8
Family	26.0	22.2	29.9	40.9	29.8	24.3	17.0	27.5	42.4	27.8
Single	2.6	1.6	1.6	2.8	2.2	1.7	2.3	1.0	3.8	2.2
Where Stayed Night Before Lee										
At Home	61.3	67.8	73.2	67.2	67.4	61.7	64.8	68.7	64.4	64.9
In FL, Not in Lee	31.1	28.4	20.9	26.5	26.7	34.1	31.7	25.9	28.4	30.0
On the Road, Not in FL	7.6	3.8	5.9	6.3	5.9	4.2	3.5	5.4	7.3	5.1
Where Stayed in Florida										
Orlando/Disney	25.6	18.8	18.4	28.1	22.7	24.1	16.3	15.6	27.4	20.9
Tampa Bay	13.3	17.7	15.0	4.2	12.6	14.3	17.4	13.0	9.2	13.5
Ft. Lauderdale/Palm Bch.	9.5	10.5	6.6	8.3	8.7	8.5	11.6	9.3	9.5	9.7
Florida Keys	3.8	4.3	8.3	9.0	6.4	6.4	4.7	4.6	6.7	5.6
Sarasota	18.9	12.1	12.5	15.4	14.7	15.9	9.3	15.9	10.7	13.0
Miami	8.9	5.7	9.5	6.7	7.7	5.3	2.3	6.4	4.0	4.5
Naples/Marco Island	5.6	8.0	9.2	4.5	6.8	7.2	10.5	12.0	8.3	9.5
Attractions Visited										
Edison/Ford Home	7.3	7.8	5.6	8.0	7.2	6.7	7.5	5.5	7.4	6.8
Sea World	4.7	6.6	6.1	7.4	6.2	5.8	6.5	4.8	8.2	6.3
Disney	3.5	3.4	n/a	6.8	4.6	2.8	3.3	n/a	6.1	4.1
Universal Studios	4.9	3.8	5.0	7.3	5.3	5.6	4.2	4.3	6.2	5.1
EPCOT	4.6	5.0	2.8	6.6	4.8	5.7	4.6	3.6	6.9	5.2
Kennedy Space Center	5.0	4.8	4.4	7.6	5.5	5.5	4.9	4.3	5.8	5.1
Ding Darling	3.5	2.3	4.9	2.7	3.4	5.2	4.3	3.8	3.6	4.2

LEE COUNTY 2005 - 2006 WINTER AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	1/06	2/06	3/06	4/06	Winter 2006
Satisfaction with Lee	98.7	99.3	99.3	98.5	99.0	99.7	99.4	98.3	99.0	99.1
Lee Features Liked Most										
Beaches	75.1	72.3	73.9	68.3	72.4	75.6	69.6	82.8	79.6	76.9
Climate	80.7	87.6	84.9	80.0	83.3	78.8	83.0	88.8	80.7	82.8
Rest/Relaxation/Quiet	57.3	64.8	54.0	53.3	57.4	56.5	59.2	59.0	51.9	56.7
Tropical Atmosphere	41.5	46.3	49.7	34.1	42.9	44.1	45.0	45.0	33.5	41.9
Not Commercial	21.6	27.5	23.2	17.3	22.4	17.5	21.0	25.2	15.1	19.7
Clean Environment	10.8	15.3	12.0	10.2	12.1	15.3	12.1	15.0	13.9	14.1
Friendly Residents	12.0	15.8	11.2	12.4	12.9	11.3	14.4	9.6	11.1	11.6
Safety	n/a	n/a	1.8	1.2	n/a	n/a	n/a	1.4	1.0	n/a
Lee Features Liked Least										
No Specific Complaints	75.4	52.3	57.2	80.2	66.3	69.2	54.6	55.8	56.1	58.9
Congestion	20.5	35.1	37.7	17.0	27.6	25.4	34.4	42.3	28.7	32.7
Weather	2.3	3.1	n/a	n/a	n/a	1.1	0.6	n/a	n/a	n/a
Insects	0.7	n/a	0.7	0.3	0.6	2.2	n/a	2.7	1.4	2.1
Expense	1.5	2.4	3.0	0.7	1.9	2.3	6.2	6.6	4.9	5.0
Expense vs. Expectations										
More Expensive	2.9	4.5	6.0	1.1	3.6	12.7	14.3	18.4	10.8	14.1
Less Expensive	0.6	n/a	0.3	1.5	0.6	0.7	1.7	n/a	1.3	0.9
As Expected	92.7	87.6	89.7	93.8	91.0	82.3	75.8	72.6	78.1	77.2
Don't Know	3.8	7.9	4.0	3.6	4.8	4.3	8.2	9.0	9.8	7.8
Recommend Lee	94.0	88.0	88.8	91.1	90.5	91.3	86.7	86.3	87.1	87.9
Plan to Return (% yes)										
To Local Area	90.2	91.4	89.1	84.6	88.8	88.6	91.1	87.2	84.8	87.9
Next year	60.0	60.4	62.2	62.8	61.4	58.1	58.9	58.9	62.1	59.5
Median Age of Head of HH	51.6	54.2	50.1	50.4	51.6	52.7	53.7	51.2	50.5	52.0
Average Annual HH Income	97,047	91,004	95,828	93,529	94,352	100,308	91,838	101,332	99,058	98,134
Average Number of:										
Getaway	2.8	2.8	3.0	2.7	2.8	2.8	3.0	2.9	2.8	2.9
Vacations	2.0	1.8	2.0	1.9	1.9	1.8	1.9	1.9	1.9	1.9
Out-of-State Visitor										
Party Budget										
Total	1,835.89	2,149.89	1,985.48	1,578.40	1,887.42	1,958.71	2,239.78	2,087.87	1,707.95	1,998.58
Per person/trip	679.96	859.96	709.10	563.71	703.18	753.35	933.24	745.67	632.57	766.21
Per person/day	83.95	107.49	95.82	86.73	93.50	94.17	119.65	102.15	97.32	103.32

LEE COUNTY 2005 - 2006 WINTER AVERAGES

	1/05	2/05	3/05	4/05	Winter 2005	1/06	2/06	3/06	4/06	Winter 2006
<i>Out-of-State Visitor</i>										
<i>Party Budget Breakout</i>										
Accommodations	1,079.10	1,212.44	1,250.86	941.94	1,121.09	1,142.80	1,281.58	1,373.96	1,039.22	1,209.39
Food/Entertainment	600.41	637.98	681.56	642.92	640.72	630.66	652.25	708.75	638.68	657.59
Rental Car	266.49	288.50	333.12	310.50	299.65	303.76	308.24	343.17	329.79	321.24
Retail Purchases	160.08	177.82	170.87	158.68	166.86	171.03	184.13	178.72	155.18	172.27
See/Read/Hear Message	32.2	30.9	31.6	37.4	33.0	39.3	42.2	50.3	44.5	44.1
<i>Type of Message Seen</i>										
Internet	74.0	71.3	68.8	63.7	69.5	78.2	73.2	71.1	68.0	72.6
TG's/VG's/Brochures	32.7	22.5	27.4	44.6	31.8	24.6	17.5	22.1	37.9	25.5
Newspaper	39.7	35.5	43.2	23.9	35.6	10.3	14.8	28.3	17.3	17.7
Magazine	11.9	8.2	12.1	12.6	11.2	9.0	8.3	7.4	10.9	8.9
Television	7.8	15.1	17.2	4.4	11.1	6.9	6.2	17.9	2.3	8.3
Influence by Lee Message	81.2	71.6	75.6	81.4	77.5	78.6	73.5	78.4	76.9	76.9
<i>Occupation</i>										
Professional/Tech	41.6	36.2	43.2	45.3	41.6	38.1	34.8	41.6	41.9	39.1
Executive/Managerial	17.4	16.8	13.1	13.0	15.1	14.9	15.7	13.9	15.1	14.9
Retired	20.8	26.7	16.0	18.1	20.4	22.3	27.1	18.8	18.3	21.6
Craft/Factory	8.0	4.8	7.5	6.8	6.8	9.9	5.1	5.9	4.1	6.3
Sales/Buyer	10.3	10.1	10.8	9.2	10.1	10.9	12.0	8.5	12.6	11.0
Have Internet Access	85.6	83.8	87.9	88.2	86.4	86.9	82.6	90.7	91.5	87.9
Obtain Travel Info.	83.8	83.2	81.5	82.7	82.8	82.9	82.5	87.7	85.4	84.6
Book Travel Services Online	61.3	62.2	60.6	63.6	61.9	70.3	74.9	74.6	67.2	71.8
Book Lodging Online	48.1	45.2	46.3	50.4	47.5	43.3	46.3	45.9	47.3	45.7

LEE COUNTY 2005 - 2006 SPRING/SUMMER SEASON AVERAGES

	5/05	6/05	7/05	8/05	Spr/Sum 2005	5/06	6/06	7/06	8/06	Spr/Sum 2006
Number of Visitors	141,701	154,924	181,294	88,700	566,619	158,600	163,810	179,150	86,430	587,990
Room Nights	459,430	392,040	420,557	312,911	1,584,938	505,370	408,000	422,000	318,990	1,654,360
Expenditures (\$)	104,071,270	86,616,590	81,205,200	59,235,663	331,128,723	119,234,700	96,422,850	88,494,725	62,009,280	366,161,555
Occupancy Rate	78.4	72.2	77.4	61.6	72.4	78.0	71.2	73.7	58.8	70.4
Room Rate	97.81	98.17	97.49	101.47	98.74	105.64	108.20	104.87	112.42	107.78
Occupancy										
< 20 Units	79.6	78.5	79.1	57.7	73.7	81.5	78.0	66.0	51.5	69.3
21-50 Units	75.4	75.2	78.9	63.5	73.3	73.7	73.1	76.5	59.0	70.6
51-100 Units	79.2	73.4	81.0	65.3	74.7	79.9	72.8	75.0	63.9	72.9
101+ Units	77.9	68.7	76.4	60.5	70.9	76.9	67.8	74.1	58.8	69.4
Average Room Rate										
< 20 Units	90.81	76.37	81.71	87.36	84.06	101.71	87.70	90.98	100.46	95.21
21-50 Units	93.37	92.63	92.58	89.34	91.98	101.89	104.99	104.80	100.01	102.92
51-100 Units	121.37	117.47	119.30	116.06	118.55	125.57	124.32	121.24	125.78	124.23
101+ Units	108.99	108.13	118.33	113.12	112.14	118.59	115.68	126.09	123.42	120.95
Visitor Origin										
Florida	27,490	31,759	40,066	21,022	120,337	31,720	35,383	40,846	22,818	130,767
Southeast	6,802	15,028	14,685	7,185	43,700	7,296	14,088	14,869	6,655	42,908
Northeast	44,636	37,027	43,692	14,369	139,724	47,739	38,495	42,817	14,520	143,571
Midwest	44,352	50,350	56,201	23,772	174,675	51,386	52,419	52,491	22,213	178,509
Canada	1,842	930	1,450	798	5,020	1,745	1,147	1,612	605	5,109
Europe	12,895	15,647	19,217	18,716	66,475	14,115	17,200	21,140	16,767	69,222
Markets of Opportunity	3,684	4,183	5,983	2,838	16,688	4,599	5,078	5,375	2,852	17,904
TOTAL	141,701	154,924	181,294	88,700	566,619	158,600	163,810	179,150	86,430	587,990
Transportation Mode										
Plane	67.4	62.0	56.0	60.7	61.5	65.7	66.2	55.1	56.8	61.0
Rental Car	62.6	57.7	49.8	56.9	56.8	62.2	61.5	54.1	56.4	58.6
Personal Car	30.4	37.1	42.4	41.5	37.9	32.1	33.7	43.0	43.0	38.0
Airport Deplanned										
SW Florida Int'l	81.0	79.5	74.7	60.9	74.0	87.7	71.0	70.9	60.0	72.4
Orlando Int'l	5.7	9.2	9.8	17.6	10.6	6.3	12.4	13.4	10.4	10.6
Miami Int'l	5.3	2.8	4.7	9.9	5.7	4.6	7.7	8.5	13.0	8.5
Tampa Int'l	4.4	6.9	5.3	10.2	6.7	3.5	5.2	5.2	10.4	6.1
Car Rental Location										
Fort Myers	80.0	76.9	76.8	59.1	73.2	85.8	68.7	69.7	59.6	71.0
Orlando	7.0	9.5	12.7	19.0	12.1	4.3	13.4	13.7	10.5	10.5
Miami	5.8	2.9	4.4	9.5	5.7	5.8	8.4	8.7	13.2	9.0
Tampa	4.8	7.4	3.7	10.5	6.6	4.9	5.7	5.3	10.5	6.6

LEE COUNTY 2005 - 2006 SPRING/SUMMER SEASON AVERAGES

	5/05	6/05	7/05	8/05	Spr/Sum 2005	5/06	6/06	7/06	8/06	Spr/Sum 2006
Purpose of Trip										
Vacation	97.4	98.7	96.9	97.1	97.5	96.5	97.4	96.1	99.6	97.4
Visit Friends & Relatives	16.3	11.2	14.5	13.2	13.8	16.5	13.7	15.8	14.8	15.2
Business/Conf/Meetings	24.7	22.6	25.5	24.7	24.4	25.2	23.2	26.1	28.7	25.8
First Visit										
Lee County	39.6	39.5	36.7	40.1	39.0	39.4	42.4	37.8	35.2	38.7
Florida	6.6	6.2	4.0	10.0	6.7	3.9	7.3	7.3	6.5	6.3
First Time Visitors										
Florida	25.9	32.3	31.0	28.4	29.4	30.7	29.5	30.0	37.2	31.9
Southeast	46.4	40.0	32.0	34.2	38.2	35.8	44.8	50.0	29.7	40.1
Northeast	45.6	41.6	40.7	39.6	41.9	39.9	46.0	33.3	21.4	35.2
Midwest	33.0	31.4	28.6	37.8	32.7	30.4	37.3	29.5	32.8	32.5
Europe	59.5	52.6	58.6	62.5	58.3	60.4	66.7	63.2	50.0	60.1
Markets of Opportunity	n/a	56.3	61.1	53.3	56.9	n/a	60.0	77.8	25.0	54.3
Avg # of Repeat Visits	3.4	3.3	3.3	3.3	3.3	3.1	3.1	3.0	3.1	3.1
Information Sources										
Internet	53.9	71.4	57.5	61.3	61.0	66.8	73.5	60.9	62.5	65.9
Previous Visit	60.4	58.0	62.6	58.7	59.9	58.7	55.7	60.5	63.6	59.6
Recommendations	46.9	42.6	42.9	46.4	44.7	44.5	45.7	45.6	44.2	45.0
Business Contacts	4.2	1.6	1.1	1.4	2.1	3.2	1.5	0.8	1.6	1.8
Print Media	11.5	10.3	13.0	17.2	13.0	9.9	15.3	14.8	12.0	13.0
Travel Agent	n/a	4.4	1.6	n/a	n/a	n/a	5.2	3.2	n/a	n/a
Assisted by Travel Agent	15.2	12.2	9.0	8.1	11.1	11.6	13.6	10.6	11.2	11.8
Travel Agent Assisted with										
Airline Reservations	59.4	51.9	66.9	58.3	59.1	61.1	55.0	60.3	46.4	55.7
Hotel/Motel Reservations	44.8	30.3	43.5	50.0	42.2	55.3	39.1	47.4	53.6	48.9
Fly/Drive Packages	34.7	36.3	27.3	36.4	33.7	21.6	35.4	30.2	28.6	29.0
Reservations										
Before	91.9	90.4	90.3	84.1	89.2	88.7	87.4	87.0	86.8	87.5
None	7.0	7.6	7.5	13.6	8.9	9.4	12.1	12.6	12.8	11.7
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	19.7	20.9	28.5	32.6	25.4	28.6	41.6	39.9	39.9	37.5

LEE COUNTY 2005 - 2006 SPRING/SUMMER SEASON AVERAGES

	5/05	6/05	7/05	8/05	Spr/Sum 2005	5/06	6/06	7/06	8/06	Spr/Sum 2006
Length of Stay (OOS)										
Away from Home	8.9	10.0	10.6	10.4	10.0	9.0	9.6	10.5	10.9	10.0
In Florida	8.2	9.0	9.6	10.0	9.2	8.4	8.9	9.5	10.3	9.3
In Lee County	5.8	5.6	6.2	5.7	5.8	5.7	5.7	6.1	5.8	5.8
Length of Stay (FL)										
Away from Home	3.7	3.9	4.8	4.6	4.3	4.1	4.1	4.7	4.8	4.4
In Lee County	3.6	3.8	4.6	4.4	4.1	4.0	4.0	4.5	4.6	4.3
% Staying 4 days or less										
Out-of-State	33.6	29.2	29.5	30.9	30.8	26.1	31.3	36.2	27.9	30.4
Floridian	86.6	66.7	53.2	55.1	65.4	71.7	73.7	64.2	56.4	66.5
Party Size										
Out-of-State	2.5	2.7	3.2	3.0	2.9	2.5	2.8	3.1	2.9	2.8
Floridian	2.9	3.1	3.3	3.1	3.1	2.7	3.1	3.3	3.1	3.1
Type of Party										
Couple	72.0	62.6	54.2	56.6	61.4	68.6	64.2	56.3	61.0	62.5
Family	22.9	33.7	45.5	42.7	36.2	24.6	34.3	43.2	37.8	35.0
Single	4.5	3.3	0.3	0.7	2.2	6.8	1.4	0.5	1.2	2.5
Where Stayed Night Before Lee										
At Home	71.4	62.5	67.1	64.7	66.4	71.5	66.0	67.4	64.4	67.3
In FL, Not in Lee	24.7	30.2	27.3	28.8	27.8	26.9	32.2	29.4	33.2	30.4
On the Road, Not in FL	3.9	7.3	5.6	6.4	5.8	1.6	1.8	3.3	2.4	2.3
Where Stayed in Florida										
Orlando/Disney	27.3	36.6	27.3	32.0	30.8	32.5	35.3	35.2	32.9	34.0
Tampa Bay	16.7	13.4	8.1	10.7	12.2	15.4	15.0	9.2	14.5	13.5
Ft. Lauderdale/Palm Bch.	8.0	7.3	12.5	8.5	9.1	10.8	9.8	4.0	9.2	8.5
Florida Keys	6.1	7.5	7.5	8.7	7.5	4.6	6.3	5.3	14.5	7.7
Sarasota	12.1	9.8	14.4	9.8	11.5	7.7	7.3	17.4	9.2	10.4
Miami	4.5	5.3	4.6	12.8	6.8	3.1	3.8	10.1	5.3	5.6
Naples/Marco	5.0	4.9	4.7	6.5	5.3	7.7	5.6	6.6	6.6	6.6
Attractions Visited										
Edison/Ford Home	8.9	8.2	10.1	6.7	8.5	7.1	8.8	9.0	8.2	8.3
Sea World	3.9	10.1	7.7	9.0	7.7	4.8	7.3	8.6	9.9	7.7
Disney	2.4	6.5	8.1	8.2	6.3	3.2	6.4	9.2	6.6	6.4
Universal Studios	2.7	6.1	8.8	10.0	6.9	2.1	9.1	10.8	12.7	8.7
EPCOT	2.9	3.7	5.3	n/a	4.0	4.6	6.3	7.8	n/a	6.2
Kennedy Space Center	3.7	7.9	7.3	7.0	6.5	4.5	10.7	9.4	8.5	8.3
Ding Darling	2.8	1.6	n/a	n/a	n/a	1.1	1.5	n/a	n/a	n/a

LEE COUNTY 2005 - 2006 SPRING/SUMMER SEASON AVERAGES

	5/05	6/05	7/05	8/05	Spr/Sum 2005	5/06	6/06	7/06	8/06	Spr/Sum 2006
Satisfaction with Lee	98.6	97.4	99.3	99.0	98.6	99.1	97.2	99.6	99.6	98.9
Lee Features Liked Most										
Beaches	78.0	82.7	82.1	86.1	82.2	81.3	80.1	81.9	84.0	81.8
Climate	72.3	49.6	49.0	44.4	53.8	71.9	50.3	47.0	45.6	53.7
Rest/Relaxation/Quiet	67.2	62.9	62.5	56.9	62.4	66.3	61.5	59.4	58.0	61.3
Tropical Atmosphere	37.3	39.5	40.5	41.8	39.8	32.3	37.6	39.8	53.2	40.7
Not Commercial	22.0	21.3	24.9	21.4	22.4	17.5	21.5	22.4	33.6	23.8
Clean Environment	17.6	16.2	17.9	15.4	16.8	10.9	11.6	13.0	11.6	11.8
Friendly Residents	n/a	n/a	14.5	12.5	n/a	n/a	n/a	17.9	14.0	n/a
Safety	n/a	2.0	1.4	3.2	2.2	n/a	3.0	4.8	6.4	4.7
Lee Features Liked Least										
No Specific Complaints	84.8	73.4	74.9	79.1	78.1	78.4	80.5	77.1	77.9	78.5
Congestion	6.3	1.7	3.0	1.4	3.1	7.0	1.6	n/a	n/a	n/a
Weather	n/a	10.1	5.7	4.8	6.9	n/a	3.0	5.1	6.0	4.7
Insects	2.9	7.6	9.2	11.0	7.7	2.2	3.3	5.0	6.8	4.3
Expense	0.7	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Expense vs. Expectations										
More Expensive	5.4	4.4	4.9	4.6	4.8	4.2	6.5	7.1	10.8	7.2
Less Expensive	3.4	2.0	1.3	1.7	2.1	1.6	n/a	0.4	0.8	0.7
As Expected	89.0	90.4	84.8	86.8	87.8	89.7	88.9	81.9	80.4	85.2
Don't Know	2.3	3.2	9.0	6.9	5.4	4.5	4.6	10.6	8.0	6.9
Recommend Lee	91.5	88.6	93.7	91.2	91.3	87.2	86.0	92.7	88.0	88.5
Plan to Return (% yes)										
To Local Area	89.4	91.8	88.6	86.8	89.2	84.6	89.3	86.1	87.2	86.8
Next Year	63.2	59.7	57.4	52.7	58.3	62.7	57.6	55.0	50.5	56.5
Median Age of Head of HH	49.3	49.5	48.4	50.3	49.4	50.6	49.3	48.0	49.8	49.4
Average Annual HH Income	99,110	87,153	91,879	94,500	93,161	107,360	95,559	99,993	99,930	100,711
Average Number of										
Getaway	2.7	2.8	2.8	2.7	2.8	2.9	2.7	2.6	2.6	2.7
Vacations	2.0	1.9	1.8	1.8	1.9	2.1	1.8	1.8	1.7	1.9
Out-of-State Visitor										
Party Budget										
Total	1,230.15	1,273.13	1,433.35	1,384.47	1,330.28	1,311.68	1,390.11	1,531.32	1,487.36	1,430.12
Per person/trip	512.56	471.53	447.92	461.49	473.38	524.67	496.47	493.97	512.88	507.00
Per person/day	88.37	84.20	72.25	80.96	81.45	92.05	87.10	80.98	88.43	87.14

LEE COUNTY 2005 - 2006 SPRING/SUMMER SEASON AVERAGES

	5/05	6/05	7/05	8/05	Spr/Sum 2005	5/06	6/06	7/06	8/06	Spr/Sum 2006
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	841.18	666.46	759.79	768.73	759.04	904.42	737.91	821.54	832.71	824.15
Food/Entertainment	456.68	473.01	493.72	514.82	484.56	486.06	482.37	520.01	529.98	504.61
Rental Car	248.31	257.62	249.03	243.32	249.57	288.32	272.65	258.93	258.69	269.65
Retail Purchases	139.06	144.79	144.95	136.82	141.41	146.68	148.13	149.42	142.23	146.62
See/Read/Hear Message	34.1	41.3	47.4	46.5	42.3	43.4	42.3	46.3	56.0	47.0
Type of Message Seen										
Internet	71.6	78.3	65.1	75.9	72.7	82.8	80.6	66.7	74.3	76.1
TG's/VG's/Brochures	37.1	42.0	31.1	38.5	37.2	31.8	39.4	35.1	34.3	35.2
Newspaper	28.3	20.1	24.9	30.4	25.9	11.1	16.0	20.9	12.0	15.0
Magazine	16.7	11.0	16.4	13.0	14.3	6.8	11.6	15.6	10.8	11.2
Television	5.5	6.1	8.2	4.2	6.0	1.6	2.7	5.3	4.4	3.5
Influence by Lee Message	75.8	82.5	76.3	83.5	79.5	74.5	84.7	76.6	68.6	76.1
Occupation										
Professional/Technical	43.2	48.2	54.2	50.2	49.0	45.8	47.5	53.2	44.6	47.8
Executive/Managerial	18.5	17.0	14.2	18.9	17.2	18.9	18.0	16.5	12.8	16.6
Retired	14.9	14.4	14.1	10.6	13.5	18.6	13.6	10.9	13.9	14.3
Craft/Factory	7.2	6.3	6.5	6.0	6.5	3.2	4.7	4.4	3.2	3.9
Sales/Buyer	10.6	11.9	7.7	11.3	10.4	8.0	12.7	9.2	19.1	12.3
Have Internet Access	86.8	91.3	91.6	91.4	90.3	91.6	94.3	93.0	91.6	92.6
Obtain Travel Info.	82.6	76.9	78.5	78.4	79.1	81.8	79.4	79.1	79.5	80.0
Book Travel Services Online	66.2	64.5	66.1	69.8	66.7	75.4	71.0	72.6	70.7	72.4
Book Lodging Online	53.4	53.4	53.6	46.2	51.7	59.6	55.5	56.1	44.4	53.9

LEE COUNTY 2005 - 2006 FALL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	9/06	10/06	11/06	12/06	Fall 2006
Number of Visitors	76,740	75,670	107,425	138,915	398,750	79,420	77,710	105,000	142,280	404,410
Room Nights	233,850	260,500	474,800	512,000	1,481,150	228,500	272,500	462,000	527,300	1,490,300
Expenditures (\$)	42,594,000	47,346,870	65,856,900	94,796,340	250,594,110	44,844,000	52,145,000	67,150,000	103,208,875	267,347,875
Occupancy Rate	51.0	61.2	74.6	62.9	62.4	49.8	62.8	70.0	63.0	61.4
Room Rate	95.22	96.25	92.25	120.89	101.15	100.14	104.84	100.94	132.28	109.55
Occupancy										
< 20 Units	48.6	62.6	75.0	63.4	62.4	44.1	61.8	70.6	64.7	60.3
21-50 Units	51.2	55.5	73.6	62.8	60.8	46.1	58.0	71.0	60.1	58.8
51-100 Units	51.8	63.4	76.3	63.0	63.6	50.7	65.8	71.2	61.0	62.2
101+ Units	51.7	62.4	74.3	62.7	62.8	52.5	64.0	68.9	64.5	62.5
Average Room Rate										
< 20 Units	78.82	86.34	86.20	102.85	88.55	88.28	97.65	98.55	122.70	101.80
21-50 Units	85.88	82.56	90.60	121.23	95.07	95.18	97.48	100.04	127.74	105.11
51-100 Units	107.51	106.41	126.30	138.51	119.68	111.53	117.26	121.89	146.50	124.30
101+ Units	108.69	103.89	115.75	120.95	112.32	105.57	105.79	119.26	131.42	115.51
Visitor Origin										
Florida	21,180	10,594	12,354	5,557	49,685	22,317	13,444	12,495	6,972	55,228
Southeast	6,523	4,540	6,660	9,724	27,447	5,957	4,507	6,720	10,671	27,855
Northeast	15,732	16,950	32,442	41,119	106,243	14,931	17,718	32,445	40,834	105,928
Midwest	18,187	24,517	36,417	59,595	138,716	20,411	22,691	33,600	58,477	135,179
Canada	460	1,513	2,686	5,973	10,632	556	1,166	2,940	5,976	10,638
Europe	11,588	14,075	12,891	12,780	51,334	11,992	14,998	12,390	14,939	54,319
Markets of Opportunity	3,070	3,481	3,975	4,167	14,693	3,256	3,186	4,410	4,411	15,263
TOTAL	76,740	75,670	107,425	138,915	398,750	79,420	77,710	105,000	142,280	404,410
Transportation Mode										
Plane	56.0	72.3	74.9	66.2	67.4	56.7	69.8	71.4	70.6	67.1
Rental Car	55.0	69.6	68.7	62.5	64.0	53.1	67.1	66.5	66.3	63.3
Personal Car	43.5	26.8	25.5	32.0	32.0	42.3	28.6	27.8	28.1	31.7
Airport Deplanned										
SW Florida Int'l	66.7	69.5	75.5	76.7	72.1	61.3	66.5	73.3	78.6	69.9
Orlando Int'l	9.0	9.2	9.0	6.0	8.3	15.3	12.5	7.4	6.1	10.3
Miami Int'l	12.4	10.5	8.2	4.5	8.9	7.2	6.8	9.7	3.9	6.9
Tampa Int'l	8.0	9.1	5.4	8.3	7.7	10.8	13.6	6.3	7.8	9.6
Car Rental Location										
Fort Myers	65.1	68.2	73.7	75.6	70.7	59.2	64.5	72.6	77.4	68.4
Orlando	9.3	9.9	9.4	6.5	8.8	16.5	13.0	7.9	6.5	11.0
Miami	12.6	10.8	8.9	4.9	9.3	7.8	7.7	11.0	4.2	7.7
Tampa	8.3	9.8	5.2	8.9	8.1	10.7	14.2	6.1	8.3	9.8

LEE COUNTY 2005 - 2006 FALL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	9/06	10/06	11/06	12/06	Fall 2006
Purpose of Trip										
Vacation	95.9	97.3	97.1	97.8	97.0	98.8	98.2	97.7	96.4	97.8
Visit Friends & Relatives	14.3	12.6	14.8	15.9	14.4	18.2	14.9	16.7	18.3	17.0
Business/Conf/Meetings	23.8	28.1	27.1	22.3	25.3	25.1	29.0	27.0	25.6	26.7
First Visit										
Lee County	44.0	36.1	36.8	30.7	36.9	37.3	31.7	31.1	29.3	32.4
Florida	10.5	4.7	4.7	3.9	6.0	13.5	7.2	3.1	3.2	6.8
First Time Visitors										
Florida	34.0	34.8	22.2	25.0	29.0	29.9	34.2	34.3	17.9	29.1
Southeast	34.1	33.3	34.8	33.3	33.9	35.0	32.3	30.0	34.4	32.9
Northeast	41.1	39.8	37.8	29.9	37.2	33.3	36.4	35.2	24.6	32.4
Midwest	36.5	27.6	27.0	28.3	29.9	32.8	17.3	20.5	27.4	24.5
Europe	83.3	47.9	51.7	48.1	57.8	58.3	44.4	54.5	46.7	51.0
Markets of Opportunity	46.7	n/a	n/a	46.0	n/a	50.0	n/a	n/a	22.2	n/a
Avg # of Repeat Visits	3.5	3.8	3.3	3.4	3.5	3.7	3.5	3.3	3.3	3.5
Information Sources										
Internet	73.8	61.2	54.3	74.3	65.9	68.1	65.1	58.9	73.2	66.3
Previous Visit	52.7	62.8	61.6	67.8	61.2	59.5	66.8	66.9	68.0	65.3
Recommendations	52.0	44.0	41.9	44.7	45.7	48.1	46.3	44.8	45.6	46.2
Business Contacts	4.1	3.1	4.0	n/a	3.7	2.2	2.4	2.8	n/a	2.5
Print Media	10.3	10.8	15.1	10.4	11.7	11.6	10.3	13.6	12.9	12.1
Travel Agent	n/a	n/a	2.5	n/a	n/a	n/a	n/a	2.2	n/a	n/a
Travel Agent Assisted	8.0	7.6	9.0	10.8	8.9	12.6	9.9	8.9	11.4	10.7
Travel Agent Assisted with:										
Airline Reservations	46.6	68.0	63.5	73.6	62.9	33.2	60.0	56.5	41.4	47.8
Hotel/Motel Reservations	43.6	42.6	45.8	45.7	44.4	43.0	44.0	50.0	48.3	46.3
Fly/Drive Packages	44.0	18.5	28.1	21.9	28.1	62.8	24.0	27.3	34.5	37.2
Reservations										
Before	87.7	86.9	90.2	88.1	88.2	85.1	88.9	88.0	87.7	87.4
None	10.3	12.0	7.5	9.9	9.9	13.3	9.9	8.5	8.1	10.0
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	36.7	21.5	13.2	23.2	23.7	42.9	41.4	38.5	32.8	38.9

LEE COUNTY 2005 - 2006 FALL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	9/06	10/06	11/06	12/06	Fall 2006
Length of Stay (OOS)										
Away from Home	10.1	10.3	10.3	10.6	10.3	10.5	10.3	10.1	10.4	10.3
In Florida	9.3	9.2	9.7	9.7	9.5	9.6	9.4	9.4	9.5	9.5
In Lee County	5.6	5.8	6.7	7.2	6.3	5.5	5.7	6.5	7.1	6.2
Length of Stay (FL)										
Away from Home	3.7	3.8	4.3	4.2	4.0	3.8	4.0	3.9	4.3	4.0
In Lee County	3.6	3.6	4.2	3.9	3.8	3.7	3.4	3.8	4.0	3.7
% Staying 4 days or less										
Out-of-State	40.2	35.8	27.5	19.2	30.7	42.4	31.7	29.7	17.1	30.2
Floridian	81.4	80.4	59.2	68.8	72.5	84.5	82.3	74.7	75.0	79.1
Party Size										
Out-of-State	2.4	2.5	2.6	2.9	2.6	2.5	2.3	2.5	2.8	2.5
Floridian	3.1	2.6	2.7	2.5	2.7	3.3	2.3	2.8	2.4	2.7
Type of Party										
Couple	77.1	75.7	70.9	64.5	72.1	70.5	80.6	72.6	66.6	72.6
Family	18.9	19.6	25.2	32.8	24.1	27.3	17.9	23.9	30.7	25.0
Single	2.0	2.7	4.2	2.0	2.7	1.7	1.6	3.6	2.2	2.3
Where Stayed Night Before Lee										
At Home	69.3	64.2	71.1	68.5	68.3	61.5	62.0	70.4	67.5	65.4
In FL, Not in Lee	20.0	30.3	23.0	27.6	25.2	36.0	32.2	24.6	29.1	30.5
On the Road, Not in FL	10.7	5.5	5.9	3.9	6.5	2.5	5.8	5.0	3.4	4.2
Where Stayed in Florida										
Orlando/Disney	n/a	33.8	21.5	27.6	27.6	n/a	32.3	25.2	28.2	28.6
Tampa Bay	n/a	12.2	10.0	12.0	11.4	n/a	13.8	14.7	16.3	14.9
Ft. Lauderdale/Palm Bch.	n/a	13.5	7.6	7.4	9.5	n/a	15.4	9.5	8.2	11.0
Florida Keys	n/a	5.9	5.1	6.4	5.8	n/a	4.6	6.5	3.8	5.0
Sarasota	n/a	7.8	8.7	10.6	9.0	n/a	9.2	8.5	11.4	9.7
Miami	n/a	5.6	13.6	8.6	9.3	n/a	7.7	9.7	5.3	7.6
Naples/Marco Island	n/a	n/a	4.9	11.1	n/a	n/a	n/a	6.9	10.4	n/a
Attractions Visited										
Edison/Ford Home	9.6	8.6	5.7	10.8	8.7	6.0	6.5	6.1	9.8	7.1
Sea World	4.3	6.2	6.2	7.9	6.2	6.8	4.6	4.1	6.2	5.4
Disney	4.9	4.5	3.7	5.4	4.6	5.6	2.5	2.4	4.4	3.7
Universal Studios	6.7	5.5	5.6	8.4	6.6	5.6	3.5	3.8	7.6	5.1
EPCOT	4.1	4.1	4.8	6.5	4.9	5.6	3.7	4.0	3.2	4.1
Kennedy Space Center	4.9	6.0	6.0	5.3	5.6	5.1	6.4	6.3	5.4	5.8
Ding Darling	n/a	1.0	5.4	3.1	3.2	n/a	3.3	4.2	3.9	3.8

LEE COUNTY 2005 - 2006 FALL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	9/06	10/06	11/06	12/06	Fall 2006
Satisfaction with Lee	95.9	99.4	99.4	99.0	98.4	97.2	98.8	99.8	99.8	98.9
<i>Lee Features Liked Most</i>										
Beaches	73.0	76.7	70.6	81.1	75.4	81.5	81.6	84.7	82.8	82.7
Climate	40.8	67.1	81.0	77.9	66.7	52.1	66.6	75.5	81.7	69.0
Rest/Relaxation/Quiet	65.3	58.4	59.8	65.0	62.1	59.1	64.3	59.7	66.7	62.5
Tropical Atmosphere	40.6	45.4	34.0	43.8	41.0	39.0	41.3	37.7	46.9	41.2
Not Commercial	19.5	15.3	14.6	19.8	17.3	23.9	15.6	19.4	18.3	19.3
Clean Environment	16.6	5.2	15.2	22.8	15.0	15.0	6.8	13.5	28.2	15.9
Friendly Residents	16.5	19.5	17.2	23.6	19.2	18.4	20.5	20.7	25.4	21.3
Safety	7.3	2.6	4.5	n/a	4.8	4.8	4.5	3.3	n/a	4.2
<i>Lee Features Liked Least</i>										
No Specific Complaints	69.0	75.7	71.9	78.7	73.8	80.8	77.9	73.0	64.0	73.9
Congestion	0.3	3.8	6.4	13.8	6.1	2.2	1.2	4.4	17.2	6.3
Weather	2.6	0.4	0.6	2.2	1.5	3.0	0.5	1.7	0.2	1.4
Insects	5.8	3.6	6.7	1.6	4.4	1.0	7.4	5.5	4.2	4.5
Expense	3.4	1.4	n/a	2.6	2.5	0.3	1.6	n/a	4.6	2.2
<i>Expense vs. Expectations</i>										
More Expensive	3.7	4.2	4.0	8.5	5.1	0.7	1.2	3.5	4.3	2.4
Less Expensive	1.3	0.7	0.4	0.4	0.7	n/a	n/a	0.4	0.4	0.2
As Expected	85.9	91.4	90.8	87.7	89.0	92.0	91.2	88.3	88.1	89.9
Don't Know	9.1	3.7	4.8	3.4	5.2	7.3	7.6	7.8	7.2	7.5
Recommend Lee	79.5	88.3	90.3	85.5	85.9	84.5	84.9	86.0	84.6	85.0
<i>Plan to Return (% yes)</i>										
To Local Area	77.9	87.5	87.2	87.2	85.0	87.1	88.4	84.4	90.6	87.6
Next year	50.3	54.8	57.0	64.2	56.6	55.5	57.7	58.3	61.0	58.1
Median Age Head of HH	50.2	51.5	51.9	52.7	51.6	50.1	51.2	51.2	51.4	51.0
Average Annual HH Income	81,107	82,617	88,950	109,076	90,438	87,017	84,986	90,260	111,179	93,361
<i>Average Number of:</i>										
Getaway	2.7	2.8	2.7	2.8	2.8	2.8	2.9	2.8	2.9	2.9
Vacations	1.9	2.0	1.9	1.9	1.9	1.9	2.1	2.0	2.0	2.0
<i>Out-of-State Visitor</i>										
<i>Party Budget</i>										
Total	1,164.19	1,317.40	1,504.80	1,634.95	1,405.34	1,233.68	1,399.66	1,552.83	1,737.93	1,481.03
Per person/trip	485.08	526.96	578.77	563.78	538.65	493.47	608.55	621.13	620.69	585.96
Per person/day	86.62	90.86	86.38	78.30	85.54	89.72	106.76	95.56	87.42	94.87

LEE COUNTY 2005 - 2006 FALL AVERAGES

	9/05	10/05	11/05	12/05	Fall 2005	9/06	10/06	11/06	12/06	Fall 2006
Out-of-State Visitor										
Party Budget Breakout										
Accommodations	680.93	660.80	852.00	851.28	761.25	695.74	707.16	867.61	924.90	798.85
Food/Entertainment	422.84	452.50	503.30	552.25	482.72	421.65	467.79	519.73	576.08	496.31
Rental Car	185.78	226.40	267.62	305.60	246.35	202.57	248.31	281.90	323.33	264.03
Retail Purchases	140.59	135.00	156.10	180.69	153.10	151.98	143.03	158.37	186.24	159.91
See/Read/Hear Message	45.9	36.3	41.7	38.9	40.7	49.0	44.4	39.9	46.9	45.1
Type of Message Seen										
Internet	77.6	82.0	78.2	80.0	79.5	78.2	78.6	76.3	88.2	80.3
TG's/VG's/Brochures	39.2	37.8	32.0	32.5	35.4	47.6	35.7	34.7	37.5	38.9
Newspaper	23.1	24.8	25.9	20.4	23.6	17.9	23.1	18.9	14.9	18.7
Magazine	10.2	12.6	5.9	13.9	10.7	6.5	13.8	9.1	10.0	9.9
Television	7.1	9.6	10.5	6.2	8.4	3.7	4.6	3.2	3.1	3.7
Influence by Lee Message	75.4	79.7	75.7	71.4	75.6	76.7	87.4	70.2	72.3	76.7
Occupation										
Professional/Tech	38.4	45.4	39.9	42.0	41.4	38.9	47.4	40.3	44.1	42.7
Executive/Managerial	18.6	16.3	19.3	21.6	19.0	20.1	16.2	17.8	18.7	18.2
Retired	17.4	16.1	20.3	16.3	17.5	21.2	17.4	21.8	15.2	18.9
Craft/Factory	8.7	4.7	8.8	8.6	7.7	2.8	4.3	6.6	6.2	5.0
Sales/Buyer	11.1	8.1	9.4	8.1	9.2	8.4	10.7	11.0	10.9	10.3
Have Internet Access	87.6	89.8	90.7	92.4	90.1	91.0	88.1	89.9	91.4	90.1
Obtain Travel Info.	84.5	85.0	82.2	85.1	84.2	85.8	84.2	81.9	86.7	84.7
Book Travel Services Online	67.3	70.7	70.1	71.9	70.0	76.2	76.1	72.8	75.5	75.2
Book Lodging Online	56.4	49.4	46.5	41.3	48.4	53.8	52.1	48.2	44.0	49.5

Beaches of Fort Myers - Sanibel – 2006 Annual Visitor Profile

Quarterly Visitor Profiles

Q1 (*January - March*)

Q2 (*April - June*)

Q3 (*July - September*)

Q4 (*October - December*)



LEE COUNTY 2005 - 2006 FIRST QUARTER AVERAGES

	1/05	2/05	3/05	Q1 2005	1/06	2/06	3/06	Q1 2006
Number of Visitors	200,933	273,359	294,097	768,389	198,300	266,610	297,490	762,400
Room Nights	614,173	532,668	623,700	1,770,541	610,200	500,480	622,370	1,733,050
Expenditures (\$)	127,937,055	183,514,100	179,575,628	491,026,783	139,888,250	196,725,695	193,464,250	530,078,195
Occupancy Rate	83.1	93.3	95.8	90.7	80.2	89.8	92.5	87.5
Room Rate	126.03	158.53	156.14	146.90	134.44	171.61	170.85	158.97
Occupancy								
< 20 Units	83.2	95.5	95.8	91.5	80.2	92.2	94.9	89.1
21-50 Units	78.5	93.5	95.3	89.1	76.5	87.7	92.5	85.6
51-100 Units	85.2	92.3	95.6	91.0	86.2	89.4	92.3	89.3
101+ Units	84.3	92.9	96.0	91.1	79.4	90.1	92.0	87.2
Average Room Rate								
< 20 Units	116.53	132.61	126.25	125.13	123.53	152.67	139.95	138.72
21-50 Units	114.86	143.56	133.71	130.71	124.28	155.23	151.23	143.58
51-100 Units	155.66	185.32	199.99	180.32	160.31	194.63	214.00	189.65
101+ Units	128.83	177.55	164.62	157.00	142.19	189.21	178.23	169.88
Visitor Origin								
Florida	8,238	8,747	15,881	32,866	9,122	10,131	17,849	37,102
Southeast	15,070	13,668	17,352	46,090	16,261	14,397	17,254	47,912
Northeast	58,472	94,582	97,052	250,106	59,688	92,514	96,982	249,184
Midwest	83,990	129,572	127,638	341,200	82,691	125,040	129,706	337,437
Canada	7,635	8,201	9,411	25,247	6,742	7,732	10,412	24,886
Europe	20,495	12,848	20,881	54,224	18,442	11,997	18,742	49,181
Markets of Opportunity	7,033	5,741	5,882	18,656	5,354	4,799	6,545	16,698
TOTAL	200,933	273,359	294,097	768,389	198,300	266,610	297,490	762,400
Transportation Mode								
Plane	64.7	75.7	73.6	71.3	66.1	75.6	74.3	72.0
Rental Car	62.0	71.4	68.4	67.3	64.6	69.6	67.8	67.3
Personal Car	33.6	22.9	25.7	27.4	31.5	24.1	25.0	26.9
Airport Deplaned								
SW Florida Int'l	78.0	86.1	85.6	83.2	77.7	80.4	81.5	79.9
Orlando Int'l	5.8	4.2	3.1	4.4	6.9	7.2	4.7	6.3
Miami Int'l	8.5	2.5	3.0	4.7	5.7	4.6	4.4	4.9
Tampa Int'l	7.5	5.9	7.0	6.8	8.5	5.7	6.7	7.0
Car Rental Location								
Fort Myers	77.8	83.0	83.2	81.3	76.7	79.2	80.8	78.9
Orlando	5.6	4.4	4.1	4.7	6.4	7.4	4.9	6.2
Miami	8.8	2.8	3.8	5.1	6.2	5.4	4.3	5.3
Tampa	7.5	6.3	7.8	7.2	9.3	5.7	6.7	7.2

LEE COUNTY 2005 - 2006 FIRST QUARTER AVERAGES

	1/05	2/05	3/05	Q1 2005	1/06	2/06	3/06	Q1 2006
Purpose of Trip								
Vacation	96.5	96.6	98.0	97.0	97.3	97.7	97.4	97.5
Visit Friends & Relatives	11.4	16.2	13.9	13.8	12.5	20.0	11.8	14.8
Business/Conf/Meetings	18.4	15.6	16.1	16.7	19.9	17.2	16.7	17.9
First Visit								
Lee County	35.1	30.2	29.4	31.6	34.3	27.0	31.9	31.1
Florida	4.9	1.8	2.2	3.0	3.7	1.7	2.9	2.8
First Time Visitors								
Florida	33.3	29.9	n/a	31.6	32.5	22.2	n/a	27.4
Southeast	40.9	34.5	36.3	37.2	33.1	35.5	25.8	31.5
Northeast	37.2	28.3	29.7	31.7	35.4	23.1	35.5	31.3
Midwest	24.0	25.2	23.5	24.2	29.4	27.7	31.5	29.5
Europe	47.4	40.6	72.7	53.6	51.9	50.0	52.2	51.4
Markets of Opportunity	53.6	46.2	42.5	47.4	49.1	36.4	38.5	41.3
Avg Repeat Visits	3.2	3.4	3.1	3.2	3.4	3.2	3.0	3.2
Information Sources								
Internet	64.4	56.0	59.3	59.9	64.7	64.9	64.2	64.6
Previous Visit	64.0	65.4	69.0	66.1	64.6	68.8	66.2	66.5
Recommendations	38.5	33.9	33.6	35.3	39.5	36.7	32.2	36.1
Business Contacts	3.7	n/a	1.5	2.6	3.0	n/a	1.9	2.5
Print Media	11.5	12.6	13.1	12.4	9.3	12.0	11.4	10.9
Travel Agent	3.6	1.8	3.1	2.8	3.2	0.3	2.3	1.9
Travel Agent Assisted	15.2	12.6	13.2	13.7	15.7	16.3	14.1	15.4
Travel Agent Assisted with:								
Airline Reservations	61.6	58.5	54.2	58.1	47.8	53.3	40.5	47.2
Hotel/Motel Reservations	43.5	43.2	33.2	40.0	42.2	42.4	34.4	39.7
Fly/Drive Packages	18.2	21.7	30.7	23.5	28.8	30.8	44.2	34.6
Reservations								
Before	88.2	93.2	89.2	90.2	88.0	91.4	88.6	89.3
None	8.9	4.4	5.2	6.2	7.7	5.3	7.6	6.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	16.8	16.6	12.8	15.4	21.1	26.5	23.1	23.6

LEE COUNTY 2005 - 2006 FIRST QUARTER AVERAGES

	1/05	2/05	3/05	Q1 2005	1/06	2/06	3/06	Q1 2006
Length of Stay (OOS)								
Away from Home	11.6	11.8	10.9	11.4	11.4	11.6	10.9	11.3
In Florida	10.6	10.8	10.2	10.5	10.4	10.6	10.1	10.4
In Lee County	8.1	8.0	7.4	7.8	8.0	7.8	7.3	7.7
Length of Stay (FL)								
Away from Home	3.9	3.8	3.4	3.7	3.8	3.8	3.8	3.8
In Lee County	3.6	3.5	3.3	3.5	3.5	3.6	3.5	3.5
% Staying 4 days or less								
Out-of-State	19.5	21.3	18.7	19.8	21.0	26.7	22.9	23.5
Floridian	60.0	88.5	80.1	76.2	63.0	89.5	71.8	74.8
Party Size								
Out-of-State	2.7	2.5	2.8	2.7	2.6	2.4	2.8	2.6
Floridian	2.6	2.2	2.3	2.4	2.7	2.3	2.3	2.4
Type of Party								
Couple	71.4	76.2	68.7	72.1	73.6	80.3	71.5	75.1
Family	26.0	22.2	29.9	26.0	24.3	17.0	27.5	22.9
Single	2.6	1.6	1.6	1.9	1.7	2.3	1.0	1.7
Where Stayed Night Before Lee								
At Home	61.3	67.8	73.2	67.4	61.7	64.8	68.7	65.1
In FL, Not in Lee	31.1	28.4	20.9	26.8	34.1	31.7	25.9	30.6
On the Road, Not in FL	7.6	3.8	5.9	5.8	4.2	3.5	5.4	4.4
Where Stayed in Florida								
Orlando/Disney	25.6	18.8	18.4	20.9	24.1	16.3	15.6	18.7
Tampa Bay	13.3	17.7	15.0	15.3	14.3	17.4	13.0	14.9
Ft. Lauderdale/Palm Bch.	9.5	10.5	6.6	8.9	8.5	11.6	9.3	9.8
Florida Keys	3.8	4.3	8.3	5.5	6.4	4.7	4.6	5.2
Sarasota	18.9	12.1	12.5	14.5	15.9	9.3	15.9	13.7
Miami	8.9	5.7	9.5	8.0	5.3	2.3	6.4	4.7
Naples/Marco Island	5.6	8.0	9.2	7.6	7.2	10.5	12.0	9.9
Attractions Visited								
Edison/Ford Home	7.3	7.8	5.6	6.9	6.7	7.5	5.5	6.6
Sea World	4.7	6.6	6.1	5.8	5.8	6.5	4.8	5.7
Disney	3.5	3.4	n/a	3.5	2.8	3.3	n/a	3.1
Universal Studios	4.9	3.8	5.0	4.6	5.6	4.2	4.3	4.7
EPCOT	4.6	5.0	2.8	4.1	5.7	4.6	3.6	4.6
Kennedy Space Center	5.0	4.8	4.4	4.7	5.5	4.9	4.3	4.9
Ding Darling	3.5	2.3	4.9	3.6	5.2	4.3	3.8	4.4

LEE COUNTY 2005 - 2006 FIRST QUARTER AVERAGES

	1/05	2/05	3/05	Q1 2005	1/06	2/06	3/06	Q1 2006
Satisfaction with Lee	98.7	99.3	99.3	99.1	99.7	99.4	98.3	99.1
Lee Features Liked Most								
Beaches	75.1	72.3	73.9	73.8	75.6	69.6	82.8	76.0
Climate	80.7	87.6	84.9	84.4	78.8	83.0	88.8	83.5
Rest/Relaxation/Quiet	57.3	64.8	54.0	58.7	56.5	59.2	59.0	58.2
Tropical Atmosphere	41.5	46.3	49.7	45.8	44.1	45.0	45.0	44.7
Not Commercial	21.6	27.5	23.2	24.1	17.5	21.0	25.2	21.2
Clean Environment	10.8	15.3	12.0	12.7	15.3	12.1	15.0	14.1
Friendly Residents	12.0	15.8	11.2	13.0	11.3	14.4	9.6	11.8
Safety	n/a	n/a	1.8	n/a	n/a	n/a	1.4	n/a
Lee Features Liked Least								
No Specific Complaints	75.4	52.3	57.2	61.6	69.2	54.6	55.8	59.9
Congestion	20.5	35.1	37.7	31.1	25.4	34.4	42.3	34.0
Weather	2.3	3.1	n/a	2.7	1.1	0.6	n/a	0.9
Insects	0.7	n/a	0.7	n/a	2.2	n/a	2.7	2.5
Expense	1.5	2.4	3.0	2.3	2.3	6.2	6.6	5.0
Expense vs. Expectations								
More Expensive	2.9	4.5	6.0	4.5	12.7	14.3	18.4	15.1
Less Expensive	0.6	n/a	0.3	0.3	0.7	1.7	n/a	0.8
As Expected	92.7	87.6	89.7	90.0	82.3	75.8	72.6	76.9
Don't Know	3.8	7.9	4.0	5.2	4.3	8.2	9.0	7.2
Recommend Lee	94.0	88.0	88.8	90.3	91.3	86.7	86.3	88.1
Plan to Return (% yes)								
To Local Area	90.2	91.4	89.1	90.2	88.6	91.1	87.2	89.0
Next year	60.0	60.4	62.2	60.9	58.1	58.9	58.9	58.6
Median Age of Head of HH	51.6	54.2	50.1	52.0	52.7	53.7	51.2	52.5
Average Annual HH Income	97,047	91,004	95,828	94,626	100,308	91,838	101,332	97,826
Average Number of:								
Getaway	2.8	2.8	3.0	2.9	2.8	3.0	2.9	2.9
Vacations	2.0	1.8	2.0	1.9	1.8	1.9	1.9	1.9
Out-of-State Visitor								
Party Budget								
Total	1,835.89	2,149.89	1,985.48	1,990.42	1,958.71	2,239.78	2,087.87	2,095.45
Per person/trip	679.96	859.96	709.10	749.67	753.35	933.24	745.67	810.75
Per person/day	83.95	107.49	95.82	95.75	94.17	119.65	102.15	105.32

LEE COUNTY 2005 - 2006 FIRST QUARTER AVERAGES

	1/05	2/05	3/05	Q1 2005	1/06	2/06	3/06	Q1 2006
Out-of-State Visitor								
Party Budget Breakout								
Accommodations	1,079.10	1,212.44	1,250.86	1,180.80	1,142.80	1,281.58	1,373.96	1,266.11
Food/Entertainment	600.41	637.98	681.56	639.98	630.66	652.25	708.75	663.89
Rental Car	266.49	288.50	333.12	296.04	303.76	308.24	343.17	318.39
Retail Purchases	160.08	177.82	170.87	169.59	171.03	184.13	178.72	177.96
See/Read/Hear Message	32.2	30.9	31.6	31.6	39.3	42.2	50.3	43.9
Type of Message Seen								
Internet	74.0	71.3	68.8	71.4	78.2	73.2	71.1	74.2
TG's/VG's/Brochures	32.7	22.5	27.4	27.5	24.6	17.5	22.1	21.4
Newspaper	39.7	35.5	43.2	39.5	10.3	14.8	28.3	17.8
Magazine	11.9	8.2	12.1	10.7	9.0	8.3	7.4	8.2
Television	7.8	15.1	17.2	13.4	6.9	6.2	17.9	10.3
Influence by Lee Message	81.2	71.6	75.6	76.1	78.6	73.5	78.4	76.8
Occupation								
Professional/Tech	41.6	36.2	43.2	40.3	38.1	34.8	41.6	38.2
Executive/Managerial	17.4	16.8	13.1	15.8	14.9	15.7	13.9	14.8
Retired	20.8	26.7	16.0	21.2	22.3	27.1	18.8	22.7
Craft/Factory	8.0	4.8	7.5	6.8	9.9	5.1	5.9	7.0
Sales/Buyer	10.3	10.1	10.8	10.4	10.9	12.0	8.5	10.5
Have Internet Access	85.6	83.8	87.9	85.8	86.9	82.6	90.7	86.7
Obtain Travel Info.	83.8	83.2	81.5	82.8	82.9	82.5	87.7	84.4
Book Travel Services Online	61.3	62.2	60.6	61.4	70.3	74.9	74.6	73.3
Book Lodging Online	48.1	45.2	46.3	46.5	43.3	46.3	45.9	45.2

LEE COUNTY 2005 - 2006 SECOND QUARTER AVERAGES

	4/05	5/05	6/05	Q2 2005	4/06	5/06	6/06	Q2 2006
Number of Visitors	313,782	141,701	154,924	610,407	319,600	158,600	163,810	642,010
Room Nights	611,834	459,430	392,040	1,463,304	651,037	505,370	408,000	1,564,407
Expenditures (\$)	162,465,030	104,071,270	86,616,590	353,152,890	179,060,000	119,234,700	96,422,850	394,717,550
Occupancy Rate	84.1	78.4	72.2	78.2	82.5	78.0	71.2	77.2
Room Rate	116.62	97.81	98.17	104.20	133.33	105.64	108.20	115.72
Occupancy								
< 20 Units	86.2	79.6	78.5	81.4	84.4	81.5	78.0	81.3
21-50 Units	82.4	75.4	75.2	77.7	79.7	73.7	73.1	75.5
51-100 Units	83.6	79.2	73.4	78.7	83.0	79.9	72.8	78.6
101+ Units	84.0	77.9	68.7	76.9	82.8	76.9	67.8	75.8
Average Room Rate								
< 20 Units	101.88	90.81	76.37	89.69	116.07	101.71	87.70	101.83
21-50 Units	116.59	93.37	92.63	100.86	135.51	101.89	104.99	114.13
51-100 Units	149.89	121.37	117.47	129.58	171.65	125.57	124.32	140.51
101+ Units	145.32	108.99	108.13	120.81	164.06	118.59	115.68	132.78
Visitor Origin								
Florida	29,809	27,490	31,759	89,058	28,764	31,720	35,383	95,867
Southeast	17,572	6,802	15,028	39,402	16,619	7,296	14,088	38,003
Northeast	94,135	44,636	37,027	175,798	97,478	47,739	38,495	183,712
Midwest	125,827	44,352	50,350	220,529	131,356	51,386	52,419	235,161
Canada	9,413	1,842	930	12,185	9,908	1,745	1,147	12,800
Europe	27,299	12,895	15,647	55,841	25,248	14,115	17,200	56,563
Markets of Opportunity	9,727	3,684	4,183	17,594	10,227	4,599	5,078	19,904
TOTAL	313,782	141,701	154,924	610,407	319,600	158,600	163,810	642,010
Transportation Mode								
Plane	73.1	67.4	62.0	67.5	74.0	65.7	66.2	68.6
Rental Car	69.0	62.6	57.7	63.1	67.7	62.2	61.5	63.8
Personal Car	25.1	30.4	37.1	30.9	24.8	32.1	33.7	30.2
Airport Deplaned								
SW Florida Int'l	80.2	81.0	79.5	80.2	82.2	87.7	71.0	80.3
Orlando Int'l	6.8	5.7	9.2	7.2	6.4	6.3	12.4	8.4
Miami Int'l	4.7	5.3	2.8	4.3	4.6	4.6	7.7	5.6
Tampa Int'l	5.3	4.4	6.9	5.5	6.6	3.5	5.2	5.1
Car Rental Location								
Fort Myers	78.8	80.0	76.9	78.6	82.7	85.8	68.7	79.1
Orlando	7.0	7.0	9.5	7.8	6.5	4.3	13.4	8.1
Miami	4.8	5.8	2.9	4.5	5.0	5.8	8.4	6.4
Tampa	5.7	4.8	7.4	6.0	5.8	4.9	5.7	5.5

LEE COUNTY 2005 - 2006 SECOND QUARTER AVERAGES

	4/05	5/05	6/05	Q2 2005	4/06	5/06	6/06	Q2 2006
Purpose of Trip								
Vacation	97.4	97.4	98.7	97.8	98.6	96.5	97.4	97.5
Visit Friends & Relatives	15.0	16.3	11.2	14.2	14.8	16.5	13.7	15.0
Business/Conf/Meetings	20.4	24.7	22.6	22.6	22.6	25.2	23.2	23.7
First Visit								
Lee County	40.3	39.6	39.5	39.8	39.4	39.4	42.4	40.4
Florida	5.5	6.6	6.2	6.1	4.1	3.9	7.3	5.1
First Time Visitors								
Florida	30.8	25.9	32.3	29.7	37.5	30.7	29.5	32.6
Southeast	53.6	46.4	40.0	46.7	50.0	35.8	44.8	43.5
Northeast	40.1	45.6	41.6	42.4	34.2	39.9	46.0	40.0
Midwest	27.5	33.0	31.4	30.6	32.0	30.4	37.3	33.2
Europe	60.0	59.5	52.6	57.4	56.3	60.4	66.7	61.1
Markets of Opportunity	n/a	n/a	56.3	n/a	n/a	n/a	60.0	n/a
Avg # of Repeat Visits								
	3.1	3.4	3.3	3.3	3.1	3.1	3.1	3.1
Information Sources								
Internet	58.0	53.9	71.4	61.1	61.2	66.8	73.5	67.2
Previous Visit	58.9	60.4	58.0	59.1	60.2	58.7	55.7	58.2
Recommendations	42.4	46.9	42.6	44.0	43.5	44.5	45.7	44.6
Business Contacts	2.8	4.2	1.6	2.9	n/a	3.2	1.5	2.4
Print Media	15.0	11.5	10.3	12.3	11.4	9.9	15.3	12.2
Travel Agent	3.6	n/a	4.4	4.0	3.3	n/a	5.2	4.3
Assisted by Travel Agent								
	12.5	15.2	12.2	13.3	13.9	11.6	13.6	13.0
Travel Agent Assisted with								
Airline Reservations	54.1	59.4	51.9	55.1	50.0	61.1	55.0	55.4
Hotel/Motel Reservations	52.2	44.8	30.3	42.4	45.5	55.3	39.1	46.6
Fly/Drive Packages	28.5	34.7	36.3	33.2	36.4	21.6	35.4	31.1
Reservations								
Before	84.1	91.9	90.4	88.8	84.0	88.7	87.4	86.7
None	13.7	7.0	7.6	9.4	14.1	9.4	12.1	11.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival								
	19.1	19.7	20.9	19.9	24.5	28.6	41.6	31.6

LEE COUNTY 2005 - 2006 SECOND QUARTER AVERAGES

	4/05	5/05	6/05	Q2 2005	4/06	5/06	6/06	Q2 2006
Length of Stay								
Away from Home (OOS)	10.1	8.9	10.0	9.7	9.9	9.0	9.6	9.5
In Florida (OOS)	9.3	8.2	9.0	8.8	9.2	8.4	8.9	8.8
In Lee County (OOS)	6.5	5.8	5.6	6.0	6.5	5.7	5.7	6.0
Length of Stay								
Away from Home (FL)	4.2	3.7	3.9	3.9	4.1	4.1	4.1	4.1
In Lee County (FL)	4.0	3.6	3.8	3.8	3.9	4.0	4.0	4.0
% Staying 4 days or less								
Out-of-State	24.2	33.6	29.2	29.0	24.7	26.1	31.3	27.4
Floridian	63.6	86.6	66.7	72.3	68.8	71.7	73.7	71.4
Party Size								
Out-of-State	2.8	2.5	2.7	2.7	2.7	2.5	2.8	2.7
Floridian	2.7	2.9	3.1	2.9	2.9	2.7	3.1	2.9
Type of Party								
Couple	54.9	72.0	62.6	63.2	53.8	68.6	64.2	62.2
Family	40.9	22.9	33.7	32.5	42.4	24.6	34.3	33.8
Single	2.8	4.5	3.3	3.5	3.8	6.8	1.4	4.0
Where Stayed Night Before Lee								
At Home	67.2	71.4	62.5	67.0	64.4	71.5	66.0	67.3
In FL, Not in Lee	26.5	24.7	30.2	27.1	28.4	26.9	32.2	29.2
On the Road, Not in FL	6.3	3.9	7.3	5.8	7.3	1.6	1.8	3.6
Where Stayed in Florida								
Orlando/Disney	28.1	27.3	36.6	30.7	27.4	32.5	35.3	31.7
Tampa Bay	4.2	16.7	13.4	11.4	9.2	15.4	15.0	13.2
Ft. Lauderdale/Palm Bch.	8.3	8.0	7.3	7.9	9.5	10.8	9.8	10.0
Florida Keys	9.0	6.1	7.5	7.5	6.7	4.6	6.3	5.9
Sarasota	15.4	12.1	9.8	12.4	10.7	7.7	7.3	8.6
Miami	6.7	4.5	5.3	5.5	4.0	3.1	3.8	3.6
Naples/Marco	4.5	5.0	4.9	4.8	8.3	7.7	5.6	7.2
Attractions Visited								
Edison/Ford Home	8.0	8.9	8.2	8.4	7.4	7.1	8.8	7.8
Sea World	7.4	3.9	10.1	7.1	8.2	4.8	7.3	6.8
Disney	6.8	2.4	6.5	5.2	6.1	3.2	6.4	5.2
Universal Studios	7.3	2.7	6.1	5.4	6.2	2.1	9.1	5.8
EPCOT	6.6	2.9	3.7	4.4	6.9	4.6	6.3	5.9
Kennedy Space Center	7.6	3.7	7.9	6.4	5.8	4.5	10.7	7.0
Ding Darling	2.7	2.8	1.6	2.4	3.6	1.1	1.5	2.1

LEE COUNTY 2005 - 2006 SECOND QUARTER AVERAGES

	4/05	5/05	6/05	Q2 2005	4/06	5/06	6/06	Q2 2006
Satisfaction with Lee	98.5	98.6	97.4	98.2	99.0	99.1	97.2	98.4
Lee Features Liked Most								
Beaches	68.3	78.0	82.7	76.3	79.6	81.3	80.1	80.3
Climate	80.0	72.3	49.6	67.3	80.7	71.9	50.3	67.6
Rest/Relaxation/Quiet	53.3	67.2	62.9	61.1	51.9	66.3	61.5	59.9
Tropical Atmosphere	34.1	37.3	39.5	37.0	33.5	32.3	37.6	34.5
Not Commercial	17.3	22.0	21.3	20.2	15.1	17.5	21.5	18.0
Clean Environment	10.2	17.6	16.2	14.7	13.9	10.9	11.6	12.1
Friendly Residents	12.4	n/a	n/a	n/a	11.1	n/a	n/a	n/a
Safety	1.2	n/a	2.0	1.6	1.0	n/a	3.0	2.0
Lee Features Liked Least								
No Specific Complaints	80.2	84.8	73.4	79.5	56.1	78.4	80.5	71.7
Congestion	17.0	6.3	1.7	8.3	28.7	7.0	1.6	12.4
Weather	n/a	n/a	10.1	n/a	n/a	n/a	3.0	n/a
Insects	0.3	2.9	7.6	3.6	1.4	2.2	3.3	2.3
Expense	0.7	0.7	n/a	0.7	4.9	n/a	n/a	n/a
Expense Relative to Expectations								
More Expensive	1.1	5.4	4.4	3.6	10.8	4.2	6.5	7.2
Less Expensive	1.5	3.4	2.0	2.3	1.3	1.6	n/a	1.0
As Expected	93.8	89.0	90.4	91.1	78.1	89.7	88.9	85.6
Don't Know	3.6	2.3	3.2	3.0	9.8	4.5	4.6	6.3
Recommend Lee	91.1	91.5	88.6	90.4	87.1	87.2	86.0	86.8
Plan to Return (% yes)								
To Local Area	84.6	89.4	91.8	88.6	84.8	84.6	89.3	86.2
Next Year	62.8	63.2	59.7	61.9	62.1	62.7	57.6	60.8
Median Age of Head of HH	50.4	49.3	49.5	49.7	50.5	50.6	49.3	50.1
Average Annual HH Income	93,529	99,110	87,153	93,264	99,058	107,360	95,559	100,659
Average Number of								
Getaway	2.7	2.7	2.8	2.7	2.8	2.9	2.7	2.8
Vacations	1.9	2.0	1.9	1.9	1.9	2.1	1.8	1.9
Out-of-State Visitor								
Party Budget								
Total	1,578.40	1,230.15	1,273.13	1,360.56	1,707.95	1,311.68	1,390.11	1,469.91
Per person/trip	563.71	512.56	471.53	515.93	632.57	524.67	496.47	551.24
Per person/day	86.73	88.37	84.20	86.43	97.32	92.05	87.10	92.16

LEE COUNTY 2005 - 2006 SECOND QUARTER AVERAGES

	4/05	5/05	6/05	Q2 2005	4/06	5/06	6/06	Q2 2006
<i>Out-of-State Visitor</i>								
<i>Party Budget Breakout</i>								
Accommodations	941.94	841.18	666.46	816.53	1,039.22	904.42	737.91	893.85
Food/Entertainment	642.92	456.68	473.01	524.20	638.68	486.06	482.37	535.70
Rental Car	310.50	248.31	257.62	272.14	329.79	288.32	272.65	296.92
Retail Purchases	158.68	139.06	144.79	147.51	155.18	146.68	148.13	150.00
See/Read/Hear Message	37.4	34.1	41.3	37.6	44.5	43.4	42.3	43.4
<i>Type of Message Seen</i>								
Internet	63.7	71.6	78.3	71.2	68.0	82.8	80.6	77.1
TG's/VG's/Brochures	44.6	37.1	42.0	41.2	37.9	31.8	39.4	36.4
Newspaper	23.9	28.3	20.1	24.1	17.3	11.1	16.0	14.8
Magazine	12.6	16.7	11.0	13.4	10.9	6.8	11.6	9.8
Television	4.4	5.5	6.1	5.3	2.3	1.6	2.7	2.2
Influence by Lee Message	81.4	75.8	82.5	79.9	76.9	74.5	84.7	78.7
<i>Occupation</i>								
Professional/Technical	45.3	43.2	48.2	45.6	41.9	45.8	47.5	45.1
Executive/Managerial	13.0	18.5	17.0	16.2	15.1	18.9	18.0	17.3
Retired	18.1	14.9	14.4	15.8	18.3	18.6	13.6	16.8
Craft/Factory	6.8	7.2	6.3	6.8	4.1	3.2	4.7	4.0
Sales/Buyer	9.2	10.6	11.9	10.6	12.6	8.0	12.7	11.1
Have Internet Access	88.2	86.8	91.3	88.8	91.5	91.6	94.3	92.5
Obtain Travel Info.	82.7	82.6	76.9	80.7	85.4	81.8	79.4	82.2
Book Travel Services Online	63.6	66.2	64.5	64.8	67.2	75.4	71.0	71.2
Book Lodging Online	50.4	53.4	53.4	52.4	47.3	59.6	55.5	54.1

LEE COUNTY 2005 - 2006 THIRD QUARTER AVERAGES

	7/05	8/05	9/05	Q3 2005	7/06	8/06	9/06	Q3 2006
Number of Visitors	181,294	88,700	76,740	346,734	179,150	86,430	79,420	345,000
Room Nights	420,557	312,911	233,850	967,318	422,000	318,990	228,500	969,490
Expenditures (\$)	81,205,200	59,235,663	42,594,000	183,034,863	88,494,725	62,009,280	44,844,000	195,348,005
Occupancy Rate	77.4	61.6	51.0	63.3	73.7	58.8	49.8	60.8
Room Rate	97.49	101.47	95.22	98.06	104.87	112.42	100.14	105.81
Occupancy								
< 20 Units	79.1	57.7	48.6	61.8	66.0	51.5	44.1	53.9
21-50 Units	78.9	63.5	51.2	64.5	76.5	59.0	46.1	60.5
51-100 Units	81.0	65.3	51.8	66.0	75.0	63.9	50.7	63.2
101+ Units	76.4	60.5	51.7	62.9	74.1	58.8	52.5	61.8
Average Room Rate								
< 20 Units	81.71	87.36	78.82	82.63	90.98	100.46	88.28	93.24
21-50 Units	92.58	89.34	85.88	89.27	104.80	100.01	95.18	100.00
51-100 Units	119.30	116.06	107.51	114.29	121.24	125.78	111.53	119.52
101+ Units	118.33	113.12	108.69	113.38	126.09	123.42	105.57	118.36
Visitor Origin								
Florida	40,066	21,022	21,180	82,268	40,846	22,818	22,317	85,981
Southeast	14,685	7,185	6,523	28,393	14,869	6,655	5,957	27,481
Northeast	43,692	14,369	15,732	73,793	42,817	14,520	14,931	72,268
Midwest	56,201	23,772	18,187	98,160	52,491	22,213	20,411	95,115
Canada	1,450	798	460	2,708	1,612	605	556	2,773
Europe	19,217	18,716	11,588	49,521	21,140	16,767	11,992	49,899
Markets of Opportunity	5,983	2,838	3,070	11,891	5,375	2,852	3,256	11,483
TOTAL	181,294	88,700	76,740	346,734	179,150	86,430	79,420	345,000
Transportation Mode								
Plane	56.0	60.7	56.0	57.6	55.1	56.8	56.7	56.2
Rental Car	49.8	56.9	55.0	53.9	54.1	56.4	53.1	54.5
Personal Car	42.4	41.5	43.5	42.5	43.0	43.0	42.3	42.8
Airport Deplaned								
SW Florida Int'l	74.7	60.9	66.7	67.4	70.9	60.0	61.3	64.1
Orlando Int'l	9.8	17.6	9.0	12.1	13.4	10.4	15.3	13.0
Miami Int'l	4.7	9.9	12.4	9.0	8.5	13.0	7.2	9.6
Tampa Int'l	5.3	10.2	8.0	7.8	5.2	10.4	10.8	8.8
Car Rental Location								
Fort Myers	76.8	59.1	65.1	67.0	69.7	59.6	59.2	62.8
Orlando	12.7	19.0	9.3	13.7	13.7	10.5	16.5	13.6
Miami	4.4	9.5	12.6	8.8	8.7	13.2	7.8	9.9
Tampa	3.7	10.5	8.3	7.5	5.3	10.5	10.7	8.8

LEE COUNTY 2005 - 2006 THIRD QUARTER AVERAGES

	7/05	8/05	9/05	Q3 2005	7/06	8/06	9/06	Q3 2006
Purpose of Trip								
Vacation	96.9	97.1	95.9	96.6	96.1	99.6	98.8	98.2
Visit Friends & Relatives	14.5	13.2	14.3	14.0	15.8	14.8	18.2	16.3
Business/Conf/Meetings	25.5	24.7	23.8	24.7	26.1	28.7	25.1	26.6
First Visit								
Lee County	36.7	40.1	44.0	40.3	37.8	35.2	37.3	36.8
Florida	4.0	10.0	10.5	8.2	7.3	6.5	13.5	9.1
First Time Visitors								
Florida	31.0	28.4	34.0	31.1	30.0	37.2	29.9	32.4
Southeast	32.0	34.2	34.1	33.4	50.0	29.7	35.0	38.2
Northeast	40.7	39.6	41.1	40.5	33.3	21.4	33.3	29.3
Midwest	28.6	37.8	36.5	34.3	29.5	32.8	32.8	31.7
Europe	58.6	62.5	83.3	68.1	63.2	50.0	58.3	57.2
Markets of Opportunity	61.1	53.3	46.7	53.7	77.8	25.0	50.0	50.9
Avg # of Repeat Visits	3.3	3.3	3.5	3.4	3.0	3.1	3.7	3.3
Information Sources								
Internet	57.5	61.3	73.8	64.2	60.9	62.5	68.1	63.8
Previous Visit	62.6	58.7	52.7	58.0	60.5	63.6	59.5	61.2
Recommendations	42.9	46.4	52.0	47.1	45.6	44.2	48.1	46.0
Business Contacts	1.1	1.4	4.1	2.2	0.8	1.6	2.2	1.5
Print Media	13.0	17.2	10.3	13.5	14.8	12.0	11.6	12.8
Travel Agent	1.6	n/a	n/a	n/a	3.2	n/a	n/a	n/a
Assisted by Travel Agent	9.0	8.1	8.0	8.4	10.6	11.2	12.6	11.5
Travel Agent Assisted with								
Airline Reservations	66.9	58.3	46.6	57.3	60.3	46.4	33.2	46.6
Hotel/Motel Reservations	43.5	50.0	43.6	45.7	47.4	53.6	43.0	48.0
Fly/Drive Packages	27.3	36.4	44.0	35.9	30.2	28.6	62.8	40.5
Reservations								
Before	90.3	84.1	87.7	87.4	87.0	86.8	85.1	86.3
None	7.5	13.6	10.3	10.5	12.6	12.8	13.3	12.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival								
	28.5	32.6	36.7	32.6	39.9	39.9	42.9	40.9

LEE COUNTY 2005 - 2006 THIRD QUARTER AVERAGES

	7/05	8/05	9/05	Q3 2005	7/06	8/06	9/06	Q3 2006
Length of Stay (OOS)								
Away from Home	10.6	10.4	10.1	10.4	10.5	10.9	10.5	10.6
In Florida	9.6	10.0	9.3	9.6	9.5	10.3	9.6	9.8
In Lee County	6.2	5.7	5.6	5.8	6.1	5.8	5.5	5.8
Length of Stay (FL)								
Away from Home	4.8	4.6	3.7	4.4	4.7	4.8	3.8	4.4
In Lee County	4.6	4.4	3.6	4.2	4.5	4.6	3.7	4.3
% Staying 4 days or less								
Out-of-State	29.5	30.9	40.2	33.5	36.2	27.9	42.4	35.5
Floridian	53.2	55.1	81.4	63.2	64.2	56.4	84.5	68.4
Party Size								
Out-of-State	3.2	3.0	2.4	2.9	3.1	2.9	2.5	2.8
Floridian	3.3	3.1	3.1	3.2	3.3	3.1	3.3	3.2
Type of Party								
Couple	54.2	56.6	77.1	62.6	56.3	61.0	70.5	62.6
Family	45.5	42.7	18.9	35.7	43.2	37.8	27.3	36.1
Single	0.3	0.7	2.0	1.0	0.5	1.2	1.7	1.1
Where Stayed Night Before Lee								
At Home	67.1	64.7	69.3	67.0	67.4	64.4	61.5	64.4
In FL, Not in Lee	27.3	28.8	20.0	25.4	29.4	33.2	36.0	32.9
On the Road, Not in FL	5.6	6.4	10.7	7.6	3.3	2.4	2.5	2.7
Where Stayed in Florida								
Orlando/Disney	27.3	32.0	n/a	29.7	35.2	32.9	n/a	34.1
Tampa Bay	8.1	10.7	n/a	9.4	9.2	14.5	n/a	11.9
Ft. Lauderdale/Palm Bch.	12.5	8.5	n/a	10.5	4.0	9.2	n/a	6.6
Florida Keys	7.5	8.7	n/a	8.1	5.3	14.5	n/a	9.9
Sarasota	14.4	9.8	n/a	12.1	17.4	9.2	n/a	13.3
Miami	4.6	12.8	n/a	8.7	10.1	5.3	n/a	7.7
Naples/Marco	4.7	6.5	n/a	5.6	6.6	6.6	n/a	6.6
Attractions Visited								
Edison/Ford Home	10.1	6.7	9.6	8.8	9.0	8.2	6.0	7.7
Sea World	7.7	9.0	4.3	7.0	8.6	9.9	6.8	8.4
Disney	8.1	8.2	4.9	7.1	9.2	6.6	5.6	7.1
Universal Studios	8.8	10.0	6.7	8.5	10.8	12.7	5.6	9.7
EPCOT	5.3	n/a	4.1	4.7	7.8	n/a	5.6	6.7
Kennedy Space Center	7.3	7.0	4.9	6.4	9.4	8.5	5.1	7.7
Ding Darling	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

LEE COUNTY 2005 - 2006 THIRD QUARTER AVERAGES

	7/05	8/05	9/05	Q3 2005	7/06	8/06	9/06	Q3 2006
Satisfaction with Lee	99.3	99.0	95.9	98.1	99.6	99.6	97.2	98.8
Lee Features Liked Most								
Beaches	82.1	86.1	73.0	80.4	81.9	84.0	81.5	82.5
Climate	49.0	44.4	40.8	44.7	47.0	45.6	52.1	48.2
Rest/Relaxation/Quiet	62.5	56.9	65.3	61.6	59.4	58.0	59.1	58.8
Tropical Atmosphere	40.5	41.8	40.6	41.0	39.8	53.2	39.0	44.0
Not Commercial	24.9	21.4	19.5	21.9	22.4	33.6	23.9	26.6
Clean Environment	17.9	15.4	16.6	16.6	13.0	11.6	15.0	13.2
Friendly Residents	14.5	12.5	16.5	14.5	17.9	14.0	18.4	16.8
Safety	1.4	3.2	7.3	4.0	4.8	6.4	4.8	5.3
Lee Features Liked Least								
No Specific Complaints	74.9	79.1	69.0	74.3	77.1	77.9	80.8	78.6
Congestion	3.0	1.4	0.3	1.6	n/a	n/a	2.2	n/a
Weather	5.7	4.8	2.6	4.4	5.1	6.0	3.0	4.7
Insects	9.2	11.0	5.8	8.7	5.0	6.8	1.0	4.3
Expense	n/a	n/a	3.4	n/a	n/a	n/a	0.3	n/a
Expense vs. Expectations								
More Expensive	4.9	4.6	3.7	4.4	7.1	10.8	0.7	6.2
Less Expensive	1.3	1.7	1.3	1.4	0.4	0.8	n/a	0.4
As Expected	84.8	86.8	85.9	85.8	81.9	80.4	92.0	84.8
Don't Know	9.0	6.9	9.1	8.3	10.6	8.0	7.3	8.6
Recommend Lee	93.7	91.2	79.5	88.1	92.7	88.0	84.5	88.4
Plan to Return (% yes)								
To Local Area	88.6	86.8	77.9	84.4	86.1	87.2	87.1	86.8
Next Year	57.4	52.7	50.3	53.5	55.0	50.5	55.5	53.7
Median Age of Head of HH	48.4	50.3	50.2	49.6	48.0	49.8	50.1	49.3
Average Annual HH Income	91,879	94,500	81,107	89,162	99,993	99,930	87,017	95,647
Average Number of								
Getaway	2.8	2.7	2.7	2.7	2.6	2.6	2.8	2.7
Vacations	1.8	1.8	1.9	1.8	1.8	1.7	1.9	1.8
Out-of-State Visitor								
Party Budget								
Total	1,433.35	1,384.47	1,164.19	1,327.34	1,531.32	1,487.36	1,233.68	1,417.45
Per person/trip	447.92	461.49	485.08	464.83	493.97	512.88	493.47	500.11
Per person/day	72.25	80.96	86.62	79.94	80.98	88.43	89.72	86.38

LEE COUNTY 2005 - 2006 THIRD QUARTER AVERAGES

	7/05	8/05	9/05	Q3 2005	7/06	8/06	9/06	Q3 2006
Out-of-State Visitor								
Party Budget Breakout								
Accommodations	759.79	768.73	680.93	736.48	821.54	832.71	695.74	783.33
Food/Entertainment	493.72	514.82	422.84	477.13	520.01	529.98	421.65	490.55
Rental Car	249.03	243.32	185.78	226.04	258.93	258.69	202.57	240.06
Retail Purchases	144.95	136.82	140.59	140.79	149.42	142.23	151.98	147.88
See/Read/Hear Message	47.4	46.5	45.9	46.6	46.3	56.0	49.0	50.4
Type of Message Seen								
Internet	65.1	75.9	77.6	72.9	66.7	74.3	78.2	73.1
TG's/VG's/Brochures	31.1	38.5	39.2	36.3	35.1	34.3	47.6	39.0
Newspaper	24.9	30.4	23.1	26.1	20.9	12.0	17.9	16.9
Magazine	16.4	13.0	10.2	13.2	15.6	10.8	6.5	11.0
Television	8.2	4.2	7.1	6.5	5.3	4.4	3.7	4.5
Influence by Lee Message	76.3	83.5	75.4	78.4	76.6	68.6	76.7	74.0
Occupation								
Professional/Technical	54.2	50.2	38.4	47.6	53.2	44.6	38.9	45.6
Executive/Managerial	14.2	18.9	18.6	17.2	16.5	12.8	20.1	16.5
Retired	14.1	10.6	17.4	14.0	10.9	13.9	21.2	15.3
Craft/Factory	6.5	6.0	8.7	7.1	4.4	3.2	2.8	3.5
Sales/Buyer	7.7	11.3	11.1	10.0	9.2	19.1	8.4	12.2
Have Internet Access	91.6	91.4	87.6	90.2	93.0	91.6	91.0	91.9
Obtain Travel Info.	78.5	78.4	84.5	80.5	79.1	79.5	85.8	81.5
Book Travel Services Online	66.1	69.8	67.3	67.7	72.6	70.7	76.2	73.2
Book Lodging Online	53.6	46.2	56.4	52.1	56.1	44.4	53.8	51.4

LEE COUNTY 2005 - 2006 FOURTH QUARTER AVERAGES

	10/05	11/05	12/05	Q4 2005	10/06	11/06	12/06	Q4 2006
Number of Visitors	75,670	107,425	138,915	322,010	77,710	105,000	142,280	324,990
Room Nights	260,500	474,800	512,000	1,247,300	272,500	462,000	527,300	1,261,800
Expenditures (\$)	47,346,870	65,856,900	94,796,340	208,000,110	52,145,000	67,150,000	103,208,875	222,503,875
Occupancy Rate	61.2	74.6	62.9	66.2	62.8	70.0	63.0	65.3
Room Rate	96.25	92.25	120.89	103.13	104.84	100.94	132.28	112.69
Occupancy								
< 20 Units	62.6	75.0	63.4	67.0	61.8	70.6	64.7	65.7
21-50 Units	55.5	73.6	62.8	64.0	58.0	71.0	60.1	63.0
51-100 Units	63.4	76.3	63.0	67.6	65.8	71.2	61.0	66.0
101+ Units	62.4	74.3	62.7	66.5	64.0	68.9	64.5	65.8
Average Room Rate								
< 20 Units	86.34	86.20	102.85	91.80	97.65	98.55	122.70	106.30
21-50 Units	82.56	90.60	121.23	98.13	97.48	100.04	127.74	108.42
51-100 Units	106.41	126.30	138.51	123.74	117.26	121.89	146.50	128.55
101+ Units	103.89	115.75	120.95	113.53	105.79	119.26	131.42	118.82
Visitor Origin								
Florida	10,594	12,354	5,557	28,505	13,444	12,495	6,972	32,911
Southeast	4,540	6,660	9,724	20,924	4,507	6,720	10,671	21,898
Northeast	16,950	32,442	41,119	90,511	17,718	32,445	40,834	90,997
Midwest	24,517	36,417	59,595	120,529	22,691	33,600	58,477	114,768
Canada	1,513	2,686	5,973	10,172	1,166	2,940	5,976	10,082
Europe	14,075	12,891	12,780	39,746	14,998	12,390	14,939	42,327
Markets of Opportunity	3,481	3,975	4,167	11,623	3,186	4,410	4,411	12,007
TOTAL	75,670	107,425	138,915	322,010	77,710	105,000	142,280	324,990
Transportation Mode								
Plane	72.3	74.9	66.2	71.1	69.8	71.4	70.6	70.6
Rental Car	69.6	68.7	62.5	66.9	67.1	66.5	66.3	66.6
Personal Car	26.8	25.5	32.0	28.1	28.6	27.8	28.1	28.2
Airport Deplaned								
SW Florida Int'l	69.5	75.5	76.7	73.9	66.5	73.3	78.6	72.8
Orlando Int'l	9.2	9.0	6.0	8.1	12.5	7.4	6.1	8.7
Miami Int'l	10.5	8.2	4.5	7.7	6.8	9.7	3.9	6.8
Tampa Int'l	9.1	5.4	8.3	7.6	13.6	6.3	7.8	9.2
Car Rental Location								
Fort Myers	68.2	73.7	75.6	72.5	64.5	72.6	77.4	71.5
Orlando	9.9	9.4	6.5	8.6	13.0	7.9	6.5	9.1
Miami	10.8	8.9	4.9	8.2	7.7	11.0	4.2	7.6
Tampa	9.8	5.2	8.9	8.0	14.2	6.1	8.3	9.5

LEE COUNTY 2005 - 2006 FOURTH QUARTER AVERAGES

	10/05	11/05	12/05	Q4 2005	10/06	11/06	12/06	Q4 2006
Purpose of Trip								
Vacation	97.3	97.1	97.8	97.4	98.2	97.7	96.4	97.4
Visit Friends & Relatives	12.6	14.8	15.9	14.4	14.9	16.7	18.3	16.6
Business/Conf/Meetings	28.1	27.1	22.3	25.8	29.0	27.0	25.6	27.2
First Visit								
Lee County	36.1	36.8	30.7	34.5	31.7	31.1	29.3	30.7
Florida	4.7	4.7	3.9	4.4	7.2	3.1	3.2	4.5
First Time Visitors								
Florida	34.8	22.2	25.0	27.3	34.2	34.3	17.9	28.8
Southeast	33.3	34.8	33.3	33.8	32.3	30.0	34.4	32.2
Northeast	39.8	37.8	29.9	35.8	36.4	35.2	24.6	32.1
Midwest	27.6	27.0	28.3	27.6	17.3	20.5	27.4	21.7
Europe	47.9	51.7	48.1	49.2	44.4	54.5	46.7	48.5
Markets of Opportunity	n/a	n/a	46.0	n/a	n/a	n/a	22.2	n/a
Avg # of Repeat Visits	3.8	3.3	3.4	3.5	3.5	3.3	3.3	3.4
Information Sources								
Internet	61.2	54.3	74.3	63.3	65.1	58.9	73.2	65.7
Previous Visit	62.8	61.6	67.8	64.1	66.8	66.9	68.0	67.2
Recommendations	44.0	41.9	44.7	43.5	46.3	44.8	45.6	45.6
Business Contacts	3.1	4.0	n/a	3.6	2.4	2.8	n/a	2.6
Print Media	10.8	15.1	10.4	12.1	10.3	13.6	12.9	12.3
Travel Agent	n/a	2.5	n/a	n/a	n/a	2.2	n/a	n/a
Assisted by Travel Agent	7.6	9.0	10.8	9.1	9.9	8.9	11.4	10.1
Travel Agent Assisted with								
Airline Reservations	68.0	63.5	73.6	68.4	60.0	56.5	41.4	52.6
Hotel/Motel Reservations	42.6	45.8	45.7	44.7	44.0	50.0	48.3	47.4
Fly/Drive Packages	18.5	28.1	21.9	22.8	24.0	27.3	34.5	28.6
Reservations								
Before	86.9	90.2	88.1	88.4	88.9	88.0	87.7	88.2
None	12.0	7.5	9.9	9.8	9.9	8.5	8.1	8.8
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	21.5	13.2	23.2	19.3	41.4	38.5	32.8	37.6

LEE COUNTY 2005 - 2006 FOURTH QUARTER AVERAGES

	10/05	11/05	12/05	Q4 2005	10/06	11/06	12/06	Q4 2006
Length of Stay (OOS)								
Away from Home	10.3	10.3	10.6	10.4	10.3	10.1	10.4	10.3
In Florida	9.2	9.7	9.7	9.5	9.4	9.4	9.5	9.4
In Lee County	5.8	6.7	7.2	6.6	5.7	6.5	7.1	6.4
Length of Stay (FL)								
Away from Home	3.8	4.3	4.2	4.1	4.0	3.9	4.3	4.1
In Lee County	3.6	4.2	3.9	3.9	3.4	3.8	4.0	3.7
% Staying 4 days or less								
Out-of-State	35.8	27.5	19.2	27.5	31.7	29.7	17.1	26.2
Floridian	80.4	59.2	68.8	69.5	82.3	74.7	75.0	77.3
Party Size								
Out-of-State	2.5	2.6	2.9	2.7	2.3	2.5	2.8	2.5
Floridian	2.6	2.7	2.5	2.6	2.3	2.8	2.4	2.5
Type of Party								
Couple	75.7	70.9	64.5	70.4	80.6	72.6	66.6	73.3
Family	19.6	25.2	32.8	25.9	17.9	23.9	30.7	24.2
Single	2.7	4.2	2.0	3.0	1.6	3.6	2.2	2.5
Where Stayed Night Before Lee								
At Home	64.2	71.1	68.5	67.9	62.0	70.4	67.5	66.6
In FL, Not in Lee	30.3	23.0	27.6	27.0	32.2	24.6	29.1	28.6
On the Road, Not in FL	5.5	5.9	3.9	5.1	5.8	5.0	3.4	4.7
Where Stayed in Florida								
Orlando/Disney	33.8	21.5	27.6	27.6	32.3	25.2	28.2	28.6
Tampa Bay	12.2	10.0	12.0	11.4	13.8	14.7	16.3	14.9
Ft. Lauderdale/Palm Bch.	13.5	7.6	7.4	9.5	15.4	9.5	8.2	11.0
Florida Keys	5.9	5.1	6.4	5.8	4.6	6.5	3.8	5.0
Sarasota	7.8	8.7	10.6	9.0	9.2	8.5	11.4	9.7
Miami	5.6	13.6	8.6	9.3	7.7	9.7	5.3	7.6
Naples/Marco	n/a	4.9	11.1	8.0	n/a	6.9	10.4	8.7
Attractions Visited								
Edison/Ford Home	8.6	5.7	10.8	8.4	6.5	6.1	9.8	7.5
Sea World	6.2	6.2	7.9	6.8	4.6	4.1	6.2	5.0
Disney	4.5	3.7	5.4	4.5	2.5	2.4	4.4	3.1
Universal Studios	5.5	5.6	8.4	6.5	3.5	3.8	7.6	5.0
EPCOT	4.1	4.8	6.5	5.1	3.7	4.0	3.2	3.6
Kennedy Space Center	6.0	6.0	5.3	5.8	6.4	6.3	5.4	6.0
Ding Darling	1.0	5.4	3.1	3.2	3.3	4.2	3.9	3.8

LEE COUNTY 2005 - 2006 FOURTH QUARTER AVERAGES

	10/05	11/05	12/05	Q4 2005	10/06	11/06	12/06	Q4 2006
Satisfaction with Lee	99.4	99.4	99.0	99.3	98.8	99.8	99.8	99.5
Lee Features Liked Most								
Beaches	76.7	70.6	81.1	76.1	81.6	84.7	82.8	83.0
Climate	67.1	81.0	77.9	75.3	66.6	75.5	81.7	74.6
Rest/Relaxation/Quiet	58.4	59.8	65.0	61.1	64.3	59.7	66.7	63.6
Tropical Atmosphere	45.4	34.0	43.8	41.1	41.3	37.7	46.9	42.0
Not Commercial	15.3	14.6	19.8	16.6	15.6	19.4	18.3	17.8
Clean Environment	5.2	15.2	22.8	14.4	6.8	13.5	28.2	16.2
Friendly Residents	19.5	17.2	23.6	20.1	20.5	20.7	25.4	22.2
Safety	2.6	4.5	n/a	3.6	4.5	3.3	n/a	3.9
Lee Features Liked Least								
No Specific Complaints	75.7	71.9	78.7	75.4	77.9	73.0	64.0	71.6
Congestion	3.8	6.4	13.8	8.0	1.2	4.4	17.2	7.6
Weather	0.4	0.6	2.2	1.1	0.5	1.7	0.2	0.8
Insects	3.6	6.7	1.6	4.0	7.4	5.5	4.2	5.7
Expense	1.4	n/a	2.6	2.0	1.6	n/a	4.6	3.1
Expense vs. Expectations								
More Expensive	4.2	4.0	8.5	5.6	1.2	3.5	4.3	3.0
Less Expensive	0.7	0.4	0.4	0.5	n/a	0.4	0.4	0.3
As Expected	91.4	90.8	87.7	90.0	91.2	88.3	88.1	89.2
Don't Know	3.7	4.8	3.4	4.0	7.6	7.8	7.2	7.5
Recommend Lee	88.3	90.3	85.5	88.0	84.9	86.0	84.6	85.2
Plan to Return (% yes)								
To Local Area	87.5	87.2	87.2	87.3	88.4	84.4	90.6	87.8
Next Year	54.8	57.0	64.2	58.7	57.7	58.3	61.0	59.0
Median Age of Head of HH	51.5	51.9	52.7	52.0	51.2	51.2	51.4	51.3
Average Annual HH Income	82,617	88,950	109,076	93547.7	84,986	90,260	111,179	95475.0
Average Number of								
Getaway	2.8	2.7	2.8	2.8	2.9	2.8	2.9	2.9
Vacations	2.0	1.9	1.9	1.9	2.1	2.0	2.0	2.0
Out-of-State Visitor								
Party Budget								
Total	1,317.40	1,504.80	1,634.95	1485.7	1,399.66	1,552.83	1,737.93	1563.5
Per person/trip	526.96	578.77	563.78	556.5	608.55	621.13	620.69	616.8
Per person/day	90.86	86.38	78.30	85.2	106.76	95.56	87.42	96.6

LEE COUNTY 2005 - 2006 FOURTH QUARTER AVERAGES

	10/05	11/05	12/05	Q4 2005	10/06	11/06	12/06	Q4 2006
<i>Out-of-State Visitor</i>								
<i>Party Budget Breakout</i>								
Accommodations	660.80	852.00	851.28	788.0	707.16	867.61	924.90	833.2
Food/Entertainment	452.50	503.30	552.25	502.7	467.79	519.73	576.08	521.2
Rental Car	226.40	267.62	305.60	266.5	248.31	281.90	323.33	284.5
Retail Purchases	135.00	156.10	180.69	157.3	143.03	158.37	186.24	162.5
See/Read/Hear Message	36.3	41.7	38.9	39.0	44.4	39.9	46.9	43.7
<i>Type of Message Seen</i>								
Internet	82.0	78.2	80.0	80.1	78.6	76.3	88.2	81.0
TG's/VG's/Brochures	37.8	32.0	32.5	34.1	35.7	34.7	37.5	36.0
Newspaper	24.8	25.9	20.4	23.7	23.1	18.9	14.9	19.0
Magazine	12.6	5.9	13.9	10.8	13.8	9.1	10.0	11.0
Television	9.6	10.5	6.2	8.8	4.6	3.2	3.1	3.6
Influence by Lee Message	79.7	75.7	71.4	75.6	87.4	70.2	72.3	76.6
<i>Occupation</i>								
Professional/Technical	45.4	39.9	42.0	42.4	47.4	40.3	44.1	43.9
Executive/Managerial	16.3	19.3	21.6	19.1	16.2	17.8	18.7	17.6
Retired	16.1	20.3	16.3	17.6	17.4	21.8	15.2	18.1
Craft/Factory	4.7	8.8	8.6	7.4	4.3	6.6	6.2	5.7
Sales/Buyer	8.1	9.4	8.1	8.5	10.7	11.0	10.9	10.9
Have Internet Access	89.8	90.7	92.4	91.0	88.1	89.9	91.4	89.8
Obtain Travel Info.	85.0	82.2	85.1	84.1	84.2	81.9	86.7	84.3
Book Travel Services Online	70.7	70.1	71.9	70.9	76.1	72.8	75.5	74.8
Book Lodging Online	49.4	46.5	41.3	45.7	52.1	48.2	44.0	48.1

Beaches of Fort Myers - Sanibel – 2006 Annual Visitor Profile
Visitor Origins 2003 – 2006
(Actual Number of Visitors)



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

	Florida								Southeast							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
Winter	71,708	71,708	72,240	72,240	62,675	62,675	65,866	65,866	65,981	65,981	68,075	68,075	63,662	63,662	64,531	64,531
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924	35,383	132,969	13,861	86,357	15,509	90,047	15,028	85,492	14,088	85,915
July	39,357	173,894	38,764	168,999	40,066	161,990	40,846	173,815	16,748	103,105	16,181	106,228	14,685	100,177	14,869	100,784
Aug	28,685	202,579	18,182	187,181	21,022	183,012	22,818	196,633	7,739	110,844	5,911	112,139	7,185	107,362	6,655	107,439
Spr/Sum	130,871	202,579	114,941	187,181	120,337	183,012	130,767	196,633	44,863	110,844	44,064	112,139	43,700	107,362	42,908	107,439
Sep	20,641	223,220	20,535	207,716	21,180	204,192	22,317	218,950	6,227	117,071	7,227	119,366	6,523	113,885	5,957	113,396
Oct	11,593	234,813	10,542	218,258	10,594	214,786	13,444	232,394	5,072	122,143	5,155	124,521	4,540	118,425	4,507	117,903
Nov	12,594	247,407	11,568	229,826	12,354	227,140	12,495	244,889	6,869	129,012	5,987	130,508	6,660	125,085	6,720	124,623
Dec	4,434	251,841	4,872	234,698	5,557	232,697	6,972	251,861	10,211	139,223	8,559	139,067	9,724	134,809	10,671	135,294
Fall	49,262	251,841	47,517	234,698	49,685	232,697	55,228	251,861	28,379	139,223	26,928	139,067	27,447	134,809	27,855	135,294
TOTAL	251,841		234,698		232,697		251,861		139,223		139,067		134,809		135,294	

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

	Northeast								Midwest							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
Winter	326,237	326,237	352,696	352,696	344,241	344,241	346,662	346,662	445,502	445,502	478,890	478,890	467,027	467,027	468,793	468,793
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904	38,495	432,896	45,192	534,356	48,523	572,796	50,350	561,729	52,419	572,598
July	39,189	440,505	43,031	476,137	43,692	469,596	42,817	475,713	49,070	583,426	54,411	627,207	56,201	617,930	52,491	625,089
Aug	20,430	460,935	8,737	484,874	14,369	483,965	14,520	490,233	29,407	612,833	16,318	643,525	23,772	641,702	22,213	647,302
Spr/Sum	134,698	460,935	132,178	484,874	139,724	483,965	143,571	490,233	167,331	612,833	164,635	643,525	174,675	641,702	178,509	647,302
Sept	21,068	482,003	12,951	497,825	15,732	499,697	14,931	505,164	23,456	636,289	16,385	659,910	18,187	659,889	20,411	667,713
Oct	18,920	500,923	17,544	515,369	16,950	516,647	17,718	522,882	25,280	661,569	24,776	684,686	24,517	684,406	22,691	690,404
Nov	29,663	530,586	29,936	545,305	32,442	549,089	32,445	555,327	35,179	696,748	34,807	719,493	36,417	720,823	33,600	724,004
Dec	38,024	568,610	37,000	582,305	41,119	590,208	40,834	596,161	61,537	758,285	57,936	777,429	59,595	780,418	58,477	782,481
Fall	107,675	568,610	97,431	582,305	106,243	590,208	105,928	596,161	145,452	758,285	133,904	777,429	138,716	780,418	135,179	782,481
TOTAL	568,610		582,305		590,208		596,161		758,285		777,429		780,418		782,481	

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

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
Winter	32,236	32,236	32,620	32,620	34,660	34,660	34,794	34,794	67,522	67,522	73,403	73,403	81,523	81,523	74,429	74,429
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432	1,147	37,686	13,716	92,327	15,355	101,122	15,647	110,065	17,200	105,744
July	1,005	35,638	1,245	36,779	1,450	38,882	1,612	39,298	15,910	108,237	17,782	118,904	19,217	129,282	21,140	126,884
Aug	619	36,257	321	37,100	798	39,680	605	39,903	13,207	121,444	12,657	131,561	18,716	147,998	16,767	143,651
Spr/Sum	4,021	36,257	4,480	37,100	5,020	39,680	5,109	39,903	53,922	121,444	58,158	131,561	66,475	147,998	69,222	143,651
Sept	682	36,939	358	37,458	460	40,140	556	40,459	9,553	130,997	10,446	142,007	11,588	159,586	11,992	155,643
Oct	1,610	38,549	1,308	38,766	1,513	41,653	1,166	41,625	13,848	144,845	13,773	155,780	14,075	173,661	14,998	170,641
Nov	3,018	41,567	2,334	41,100	2,686	44,339	2,940	44,565	12,385	157,230	12,786	168,566	12,891	186,552	12,390	183,031
Dec	4,837	46,404	5,267	46,367	5,973	50,312	5,976	50,541	11,958	169,188	14,221	182,787	12,780	199,332	14,939	197,970
Fall	10,147	46,404	9,267	46,367	10,632	50,312	10,638	50,541	47,744	169,188	51,226	182,787	51,334	199,332	54,319	197,970
TOTAL	46,404		46,367		50,312		50,541		169,188		182,787		199,332		197,970	

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

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
Winter	34,749	34,749	31,232	31,232	28,383	28,383	26,925	26,925	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171	1,082,000	1,082,000
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250	5,078	36,602	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796	163,810	1,404,410
July	6,197	49,597	6,401	46,775	5,983	42,233	5,375	41,977	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090	179,150	1,583,560
Aug	3,095	52,692	2,120	48,895	2,838	45,071	2,852	44,829	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790	86,430	1,669,990
Spr/Sum	17,943	52,692	17,663	48,895	16,688	45,071	17,904	44,829	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790	587,990	1,669,990
Sept	3,668	56,360	3,649	52,544	3,070	48,141	3,256	48,085	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530	79,420	1,749,410
Oct	4,187	60,547	3,847	56,391	3,481	51,622	3,186	51,271	80,510	1,763,389	76,945	1,793,771	75,670	1,801,200	77,710	1,827,120
Nov	4,371	64,918	4,059	60,450	3,975	55,597	4,410	55,681	104,079	1,867,468	101,477	1,895,248	107,425	1,908,625	105,000	1,932,120
Dec	3,359	68,277	3,818	64,268	4,167	59,764	4,411	60,092	134,360	2,001,828	131,673	2,026,921	138,915	2,047,540	142,280	2,074,400
Fall	15,585	68,277	15,373	64,268	14,693	59,764	15,263	60,092	404,244	2,001,828	381,646	2,026,921	398,750	2,047,540	404,410	2,074,400
TOTAL	68,277		64,268		59,764		60,092		2,001,828		2,026,921		2,047,540		2,074,400	