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

2016 Annual Visitor Profile and Occupancy Analysis
(January-December)

March 3, 2017

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

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Executive Summary
2016

Throughout this report, statistically significant differences between responses for 2015 and 2016 at the 95% confidence level are noted with an A,B lettering system.

For example:

2015 A	2016 B
60%	70%A

In the table above 70% in Column B is statistically greater than 60% in Column A.

Executive Summary

Introduction

The following report summarizes the results from the Lee County Visitor Profile and Occupancy research study for Calendar Year 2016, with comparisons to Calendar Year 2015. The research is conducted throughout the year and includes surveys of:

- Visitors in Lee County (monthly in-person interviews);
- Lodging Property managers (quarterly online and telephone interviews); and
- Residents of Lee County (quarterly telephone interviews).

Where referenced the seasons are defined as follows:

- Winter (January-March)
- Spring (April-June)
- Summer (July-September)
- Fall (October-December)

Executive Summary

Visitation Estimates

- During calendar year 2016, Lee County hosted an estimated 4.8 million visitors. Almost two thirds of these visitors stayed in paid accommodations on their trip, while the remainder stayed with friends or relatives.
- While 2016 visitation among paid accommodations was similar to 2015, Lee County saw a modest decline in visitors staying with friends or relatives (-5.1%).
- As a result, total visitation in 2016 was slightly lower than the prior year (-2.2%).

Estimated Visitation	2015	2016	% Change
Paid Accommodations	3,023,021	3,009,619	-0.4%
Friends/Relatives	1,895,742	1,799,058	-5.1%
Total Visitation	**4,918,763**	**4,808,677**	**-2.2%**

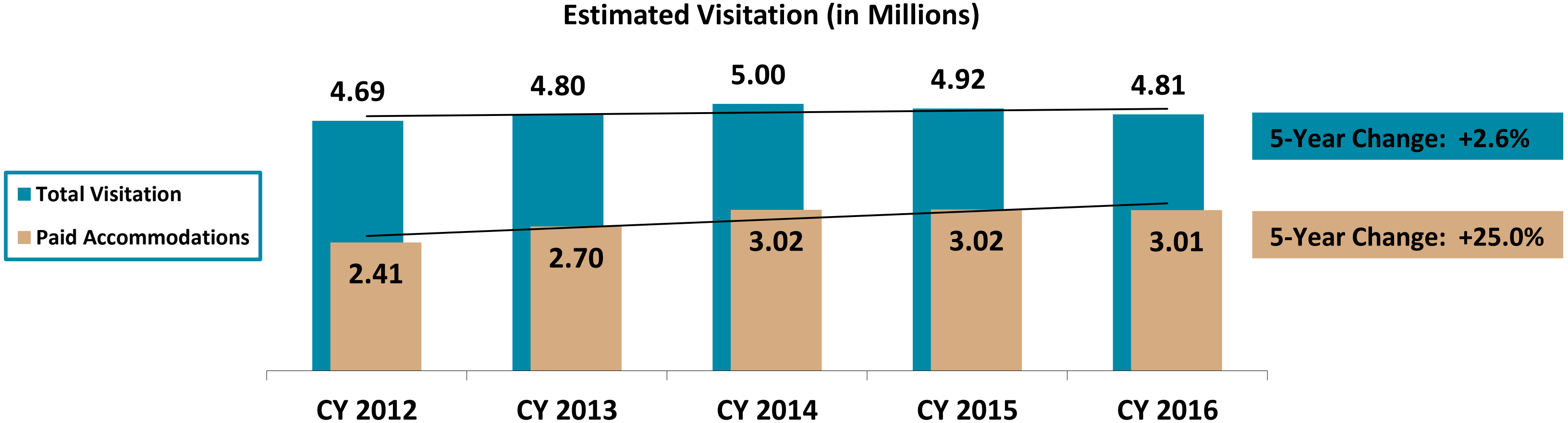
Visitor Expenditures

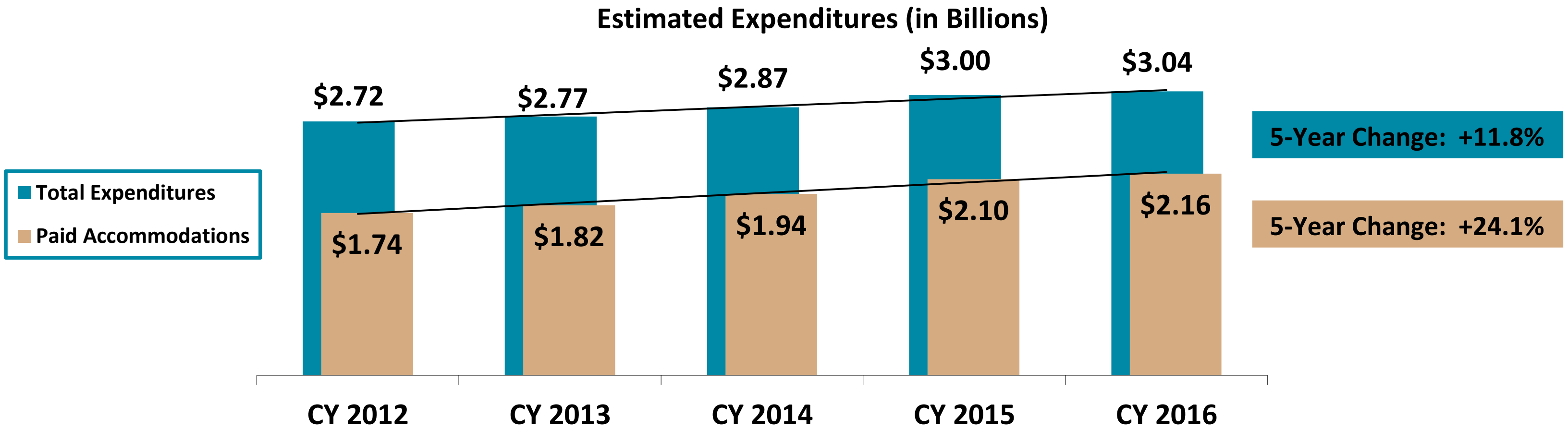
- Visitors spent an estimated $3.0 billion in Lee County during 2016, a 1.3% increase over 2015.
- Visitors staying in paid accommodations contributed 2.2 billion (71% of the total), representing a 2.9% increase over 2015. However, the VFR traveler segment showed a modest decline (-2.4%).

Estimated Expenditures	2015	2016	% Change
Paid Accommodations	$2,098,652,554	$2,158,616,806	2.9%
Friends/Relatives	$898,463,224	$876,562,864	-2.4%
Total Expenditures	**$2,997,115,778**	**$3,035,179,670**	**1.3%**

5-Year Trends in Visitation and Expenditures

- Estimated visitation and visitor expenditures were higher in 2016 than they were five years ago, particularly among the paid accommodations guest visitor segment.

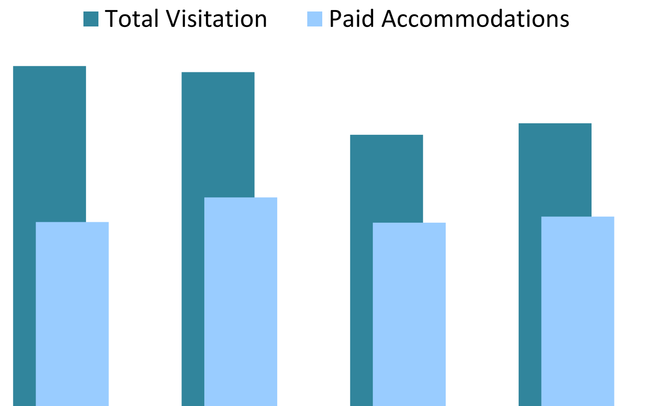




Visitation and Expenditure Estimates by Season

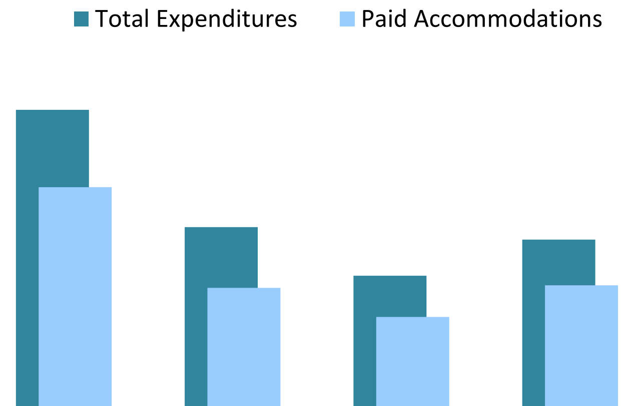
- As is typical, the winter season drove the highest levels of visitation and visitor spending during 2016. The winter season contributed 28% of the visitors for the year, while winter visitor spending amounted to 38% of the total. Therefore, the decline in visitation from winter to spring is not nearly as dramatic as the decline in spending.

Estimated Visitation



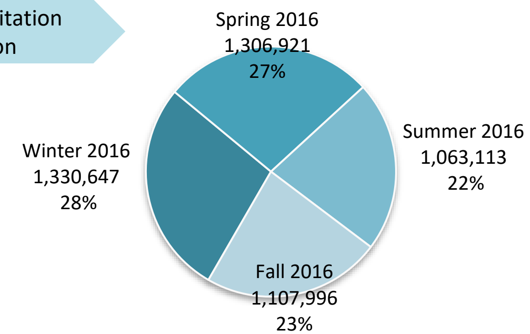
	Winter 2016	Spring 2016	Summer 2016	Fall 2016
Total Visitation	1,330,647	1,306,921	1,063,113	1,107,996
Paid Accommodations	724,071	819,406	720,744	745,398

Estimated Expenditures

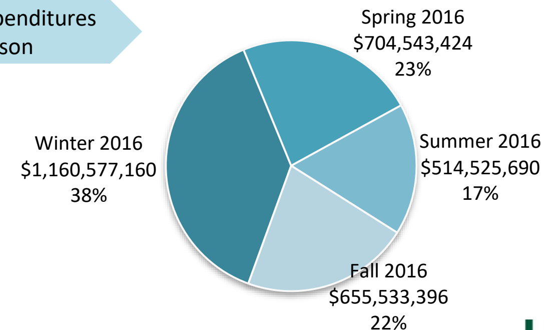


	Winter 2016	Spring 2016	Summer 2016	Fall 2016
Total Expenditures	$1,160,577,160	$704,543,424	$514,525,690	$655,533,396
Paid Accommodations	$859,414,065	$467,435,888	$354,707,754	$477,059,099

% of Total Visitation by Season



% of Total Expenditures by Season



Visitor Origins

- The majority of 2016 visitors staying in paid accommodations were United States residents (73%), representing 2.2 million visitors. International markets delivered 798,841 visitors to Lee County's lodging establishments – with Germany, Canada, and the UK being the top contributors.
- Nearly half of domestic paid accommodations guests came from the Midwest (46%). The South (25%) and Northeast (23%) contributed about one-quarter each, with very few coming from the West (5%).
- New York was the leading domestic feeder market for the Lee County lodging industry during 2016, followed by Indianapolis, Boston, Chicago, and Minneapolis. The key Florida market was Miami.

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of
Country of Origin	**2015**	**2016**	**2015**	**2016**	**Change**
United States	74%	73%	2,240,688	2,210,778	-
Germany	9%	11%	272,590	322,609	+
Canada	6%	6%	196,265	174,572	-
UK	6%	5%	177,183	157,813	-
Other International	5%	5%	136,295	143,847	+

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of
U.S. Region of Origin	**2015**	**2016**	**2015**	**2016**	**Change**
Florida	8%	8%	176,539	183,942	+
South (including Florida)	23%	25%	510,945	560,503	+
Midwest	50%	46%	1,110,159	1,022,094	-
Northeast	24%	23%	533,012	517,121	-
West	4%	5%	86,572	111,059	+

2016 Top DMAs (Paid Accommodations)

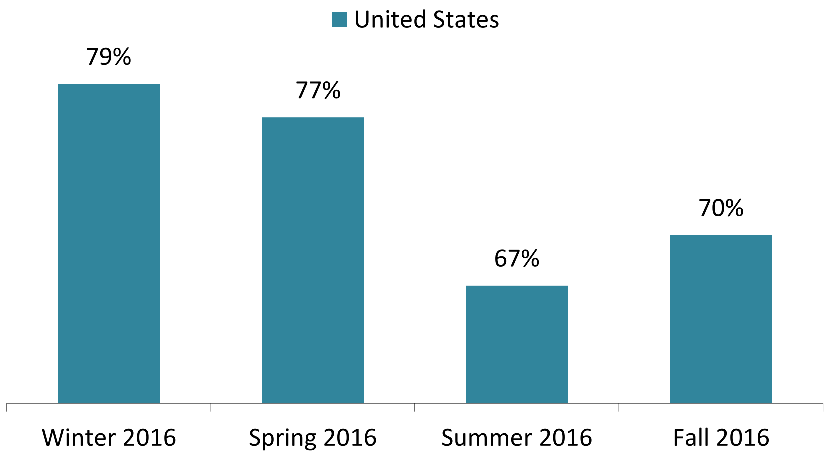
New York	6.2%	137,089	1
Indianapolis	5.4%	119,736	2
Boston (Manchester, NH)	5.0%	111,059	3
Chicago	4.5%	98,912	4
Minneapolis-Saint Paul	4.5%	98,912	4
Cleveland-Akron (Canton)	3.5%	78,089	5
Miami-Fort Lauderdale	3.2%	71,147	6
Cincinnati	3.0%	65,942	7
Detroit	2.9%	64,206	8
Philadelphia	2.7%	60,736	9
Atlanta	2.5%	55,530	10

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

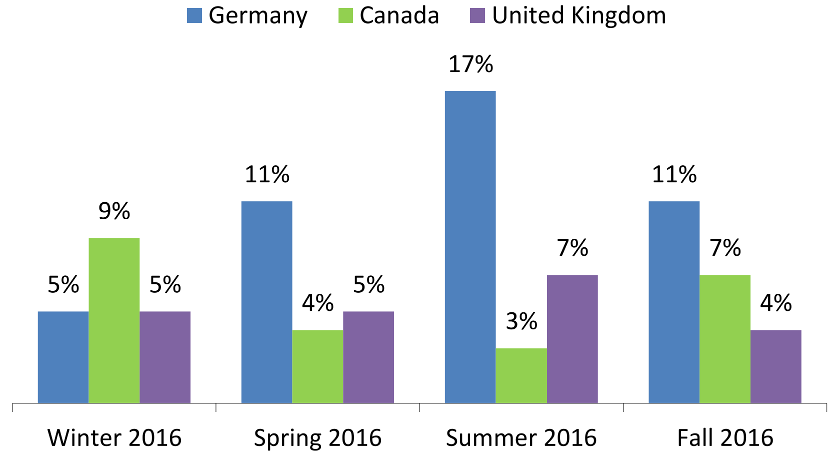
Visitor Origins by Season

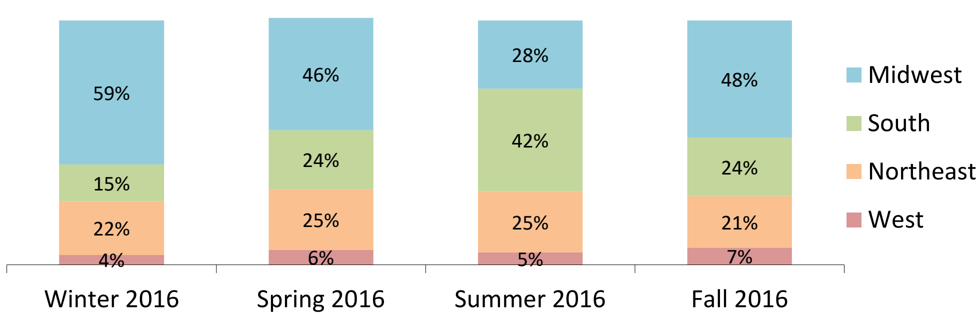
- The distribution of where Lee County's visitors came from varied depending on the time of year. While the U.S. markets dominated as the majority each season, the proportion of U.S. residents staying in Lee County paid accommodations was higher in the winter and spring seasons than in summer and fall.
- U.S. visitors from the Midwest were more likely to visit during the winter, spring, and fall seasons, while visitors from the South were more likely to visit Lee County during the summer.
- On the international front, Germans contributed a larger share in the spring, summer and fall seasons than in the winter.

% of Paid Accommodations Visitors



% of Paid Accommodations Visitors





Trip Planning

- Most visitors started planning their Lee County trip well in advance of arrival. Seven in ten started talking about their Lee County trip three or more months in advance, and nearly two-thirds selected the destination within that timeframe. Fewer made their lodging reservations within that timeframe.

  - 70% started talking about trip 3+ months in advance (vs. 71% in 2015)
  - 64% chose Lee County for trip 3+ months in advance (vs. 65% in 2015)
  - 60% made lodging reservation 3+ months in advance (vs. 57% in 2015)

- As seen in previous years, the internet continues to be an instrumental planning tool for visitors in 2016 (87%). Four in ten mentioned using airline websites – the highest level of mentions (42%). Somewhat fewer 2016 visitors used search engines (29%), vacation rental websites (27% - an increase over last year's 22%), Trip Advisor (24%) and booking websites (23%) to aid in planning their trip.

- Many 2016 visitors said they access online destination planning information using multiple devices – with smartphones and laptop computers being most prevalent (57% and 56% respectively).

- The attributes 2016 visitors rated highest for having positively influenced their selection of Lee County as a destination were:

  - *Warm weather (87%),*
  - *Peaceful/relaxing (84%),*
  - *White sandy beaches (77%),*
  - *A safe destination (74%),*
  - *Clean, unspoiled environment (71%),* and
  - *Convenient location (68%).*

Trip Profile

- Flying continues to be the primary means of transportation to Lee County among 2016 visitors, with almost three-fourths flying to the area (71%). Four in five air travelers deplaned at Southwest Florida International Airport (81%).

- Two-thirds of visitors in 2016 had been to Lee County before (68%). Similar to last year, eight in ten visitors said the purpose of their trip was to vacation (85%), while a third indicated they were visiting friends or relatives (33%). Visitors reported their Lee County trip would last about nine days on average.

- Six in ten visitors surveyed said they were staying overnight in paid accommodations during their 2016 Lee County trip. Half of paid accommodations guests indicated they were staying in a condo/vacation home property (50% - an increase from last year's 42%), somewhat fewer in a hotel/motel/resort (47% - a slight decrease from last years 55%), and only a small minority at an RV park/campground (3%). The majority felt the quality of their lodging *met expectations* (54% vs. 57% in 2015), and two in five said the quality *far exceeded* or *exceeded expectations* (38%).

- Almost all visitors claimed to be enjoying Lee County's *beaches* (92%) during their trip. Further, when asked which attractions they were visiting, beaches received the highest level of mentions at 83%. Many visitors also enjoyed r*elaxing* (74%), *dining out* (74%), *shopping* (57%) and *swimming* (56%) while in Lee County. Half of 2016 visitors took a day trip outside the County (51%), and those that did were most likely to visit Naples (33%).

- Visitor satisfaction remains exceptionally high in Lee County – almost all 2016 visitors said they were either *very satisfied* or *satisfied* with their visit (52% and 40% respectively), and nearly as many indicated they would recommend Lee County to a friend over other areas in Florida (85%). Additionally, most visitors said they are likely to return to Lee County themselves (88%), and six in ten of those that did claimed they will return next year (59%).

- Negative reactions to specific aspects visitors may have disliked about the area during their visit emerged at low levels. The most pervasive complaint mentioned by 2016 visitors was *traffic (29%)* – a slight decrease from last year (34%). Far fewer mentioned *insects* (14%), *water quality* (12% vs. 5% in 2015), *high prices* (10%), and *beach seaweed* (9%) as unfavorable features.

Visitor and Travel Party Characteristics

- The composition of 2016 visitors and their travel parties can be summarized as follows:

  - 52 years of age on average (age of respondent)
  - $101,060 household income on average
  - 74% married
  - 41% traveling as a couple
  - 33% traveling as a family
  - 22% traveling *with* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, there was an increase of 99,880 in *occupied* room nights (+2.0%), from 2015 to 2016, as well as an increase of 273,877 *available* room nights (+3.8%).

	Occupied Room Nights			Available Room Nights		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	2,911,197	2,906,967	-0.1%	4,058,707	4,131,931	1.8%
Condo/Cottage/Vacation Home	1,034,440	1,042,979	0.8%	1,541,636	1,560,019	1.2%
RV Park/Campground	948,450	1,044,021	10.1%	1,692,457	1,874,727	10.8%
Total	**4,894,087**	**4,993,967**	**2.0%**	**7,292,800**	**7,566,677**	**3.8%**

- The industry-wide average occupancy rate in Lee County decreased slightly from 67.1% in 2015 to 66.0% in 2016 (-1.7%).
- Lee County's average daily rate increased slightly year-over-year from $144.68 to $146.47. All property categories saw growth in ADR versus the prior year.
- Due to the shifts in average occupancy rate and ADR, overall revenue per available room saw no significant change from 2015 to 2016. Condo/vacation homes and RV park/campgrounds, however, experienced growth in RevPAR year-over-year (+3.8 and +3.7% respectfully).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	71.7%	70.4%	-1.9%	$154.15	$156.20	1.3%	$110.57	$109.89	-0.6%
Condo/Cottage/Vacation Home	67.1%	66.9%	-0.4%	$200.76	$209.08	4.1%	$134.71	$139.79	3.8%
RV Park/Campground	56.0%	55.7%	-0.6%	$54.48	$56.84	4.3%	$30.53	$31.65	3.7%
AVERAGE	**67.1%**	**66.0%**	**-1.7%**	**$144.68**	**$146.47**	**1.2%**	**$97.10**	**$96.67**	**-0.4%**

2016 Lee County Snapshot

Total Visitation	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	61%	63%	3,023,021	3,009,619
Friends/Relatives	39%	37%	1,895,742	1,799,058
Total Visitation			**4,918,763**	**4,808,677**

Total Visitor Expenditures	2015	2016	% Change
Total Visitor Expenditures	$2,997,115,778	$3,035,179,670	1.3%
Paid Accommodations	$2,098,652,554	$2,158,616,806	2.9%

Visitor Origin - Visitors Staying in Paid Accommodations	%		Visitor Estimates	
	2015	2016	2015	2016
Florida	8%	8%	176,539	183,942
US	74%	73%	2,240,688	2,210,778
Germany	9%	11%	272,590	322,609
Canada	6%	6%	196,265	174,572
UK	6%	5%	177,183	157,813
Other International	5%	5%	136,295	143,847

First-Time/Repeat Visitors to Lee County	2015	2016
First-time	31%	30%
Repeat	67%	68%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	71.7%	70.4%	-1.9%	$154.15	$156.20	1.3%	$110.57	$109.89	-0.6%
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AVERAGE	**67.1%**	**66.0%**	**-1.7%**	**$144.68**	**$146.47**	**1.2%**	**$97.10**	**$96.67**	**-0.4%**

Visitor Profile Analysis

2016

A total of 3,747 interviews were conducted with visitors in Lee County during the months of January – December 2016. A total sample of this size is considered accurate to plus or minus 1.6 percentage points at the 95% confidence level.

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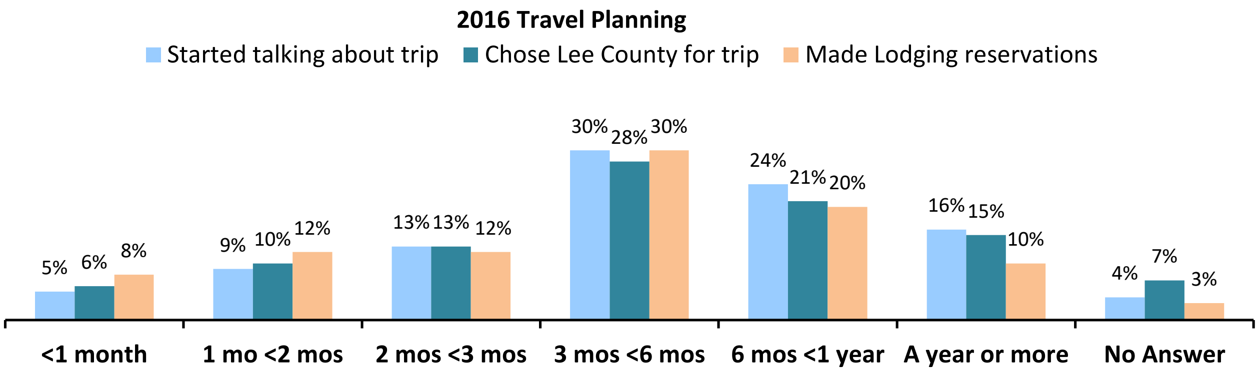
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations*	
	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B
Total Respondents	**3743**	**3747**	**3743**	**3747**	**2247***	**2184***
Less than 3 months (NET)	25%	26%	28%	29%	34%	32%
<1 month	4%	5%	6%a	6%	7%	8%
1 month - <2 months	10%	9%	11%	10%	13%	12%
2 months - <3 months	11%	13%	11%	13%a	13%	12%
3 months or more (NET)	71%	70%	65%	64%	57%	60%
3 months - <6 months	30%	30%	29%	28%	30%	30%
6 months - <1 year	24%	24%	19%	21%	17%	20%a
A year or more	17%	16%	16%	15%	10%	10%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	6%	5%
No Answer	4%	4%	7%	7%	3%	3%

Q3a: When did you “start talking” about going on this trip?
Q3b: When did you choose Lee County for this trip?
Q3c: When did you make lodging reservations for this trip?



* Base: Among those staying in paid accommodations

Travel Planning

Devices Used to Access Destination Planning Information

	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Any (NET)	96%	96%
Smartphone (iPhone, Blackberry, etc.)	51%	57%a
Laptop computer	57%	56%
Tablet (iPad, etc.)	45%	45%
Desktop computer	42%	42%
E-Reader (Nook, Kindle, etc.)	3%	3%
Other portable device	1%	1%
None of these	4%	3%
No Answer	<1%	1%

Q5: Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Travel Websites Visited

	2015	2016
	A	B
Total Respondents who use devices for destination planning	**3598**	**3616**
Visited web sites (net)	87%	87%
Airline websites	40%	42%
Search Engines	29%	29%
Vacation rental websites	22%	27%a
Trip Advisor	25%	24%
Booking websites	24%	23%
Hotel websites	23%	22%
Visit Florida	13%b	9%
www.FortMyers-Sanibel.com	11%	9%
Facebook	7%	7%
AAA	7%	6%
Other	9%	9%
None/Didn't visit websites	12%	11%
No Answer	1%	2%

Q6: While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

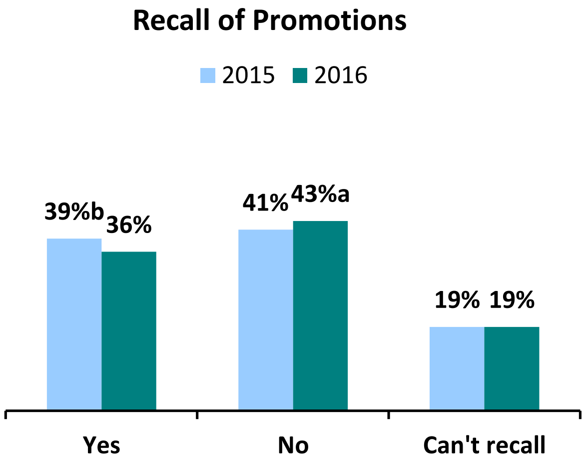
Travel Planning

Travel Information Requested	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Requested information (NET)	25%	27%
Hotel Web Site	9%	10%
Call hotel	4%	6%a
VCB website	6%	5%
Visitor Guide	4%b	3%
E-Newsletter	1%	1%
Call local Chamber of Commerce	<1%	1%a
Other	9%	9%
None/Did not request information	69%b	67%
No Answer	5%	6%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Yes	39%b	36%
No	41%	43%a
Can't Recall	19%	19%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for The Beaches of Fort Myers & Sanibel area?

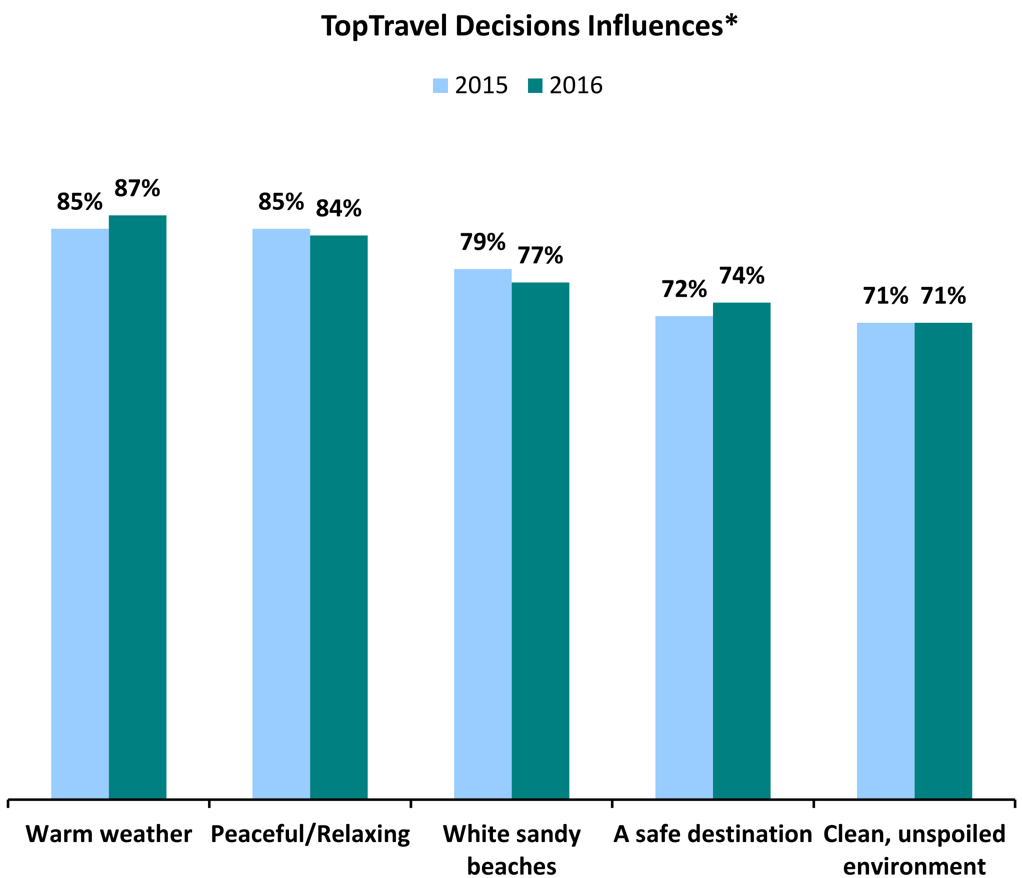


Travel Planning

Travel Decision Influences*		
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Warm weather	85%	87%
Peaceful/Relaxing	85%	84%
White sandy beaches	79%	77%
A safe destination	72%	74%
Clean, unspoiled environment	71%	71%
Convenient location	68%	68%
Good value for the money	63%	62%
Plenty to see and do	63%	62%
Affordable dining	55%	55%
Reasonably priced lodging	55%	53%
A "family" atmosphere	51%	52%
Upscale accommodations	48%b	46%

Q9: When you were talking about coming to Lee County, if one (1) is “Not at All Influential” and five (5) is “Definitely Influential,” how strongly did the following influence your selection?

** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

Mode of Transportation

	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Fly	71%	71%
Drive a personal vehicle	23%	23%
Drive a rental vehicle	4%	4%
Drive an RV	2%	1%
Other/No Answer (NET)	<1%	<1%

Q1: How did you travel to our area? Did you…

Frequency of Using SWFL Int'l (Past Year)

	2015	2016
	A	B
Total Respondents	**3743**	**3747**
One or more trips	59%	59%
1 trip	39%	38%
2 to 3 trips	15%	16%
4 to 5 trips	3%	3%
6 or more trips	2%	2%
None/No Answer	41%	41%

Q40: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

Airport Used

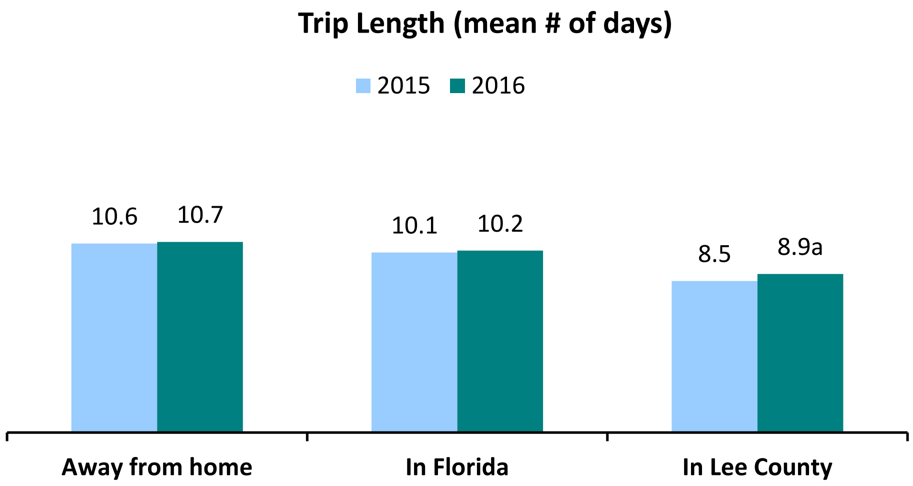
	2015	2016
	A	B
Total Respondents Who Arrived by Air	**2658**	**2675**
SW Florida Int'l (Fort Myers)	82%	81%
Punta Gorda	5%	7%a
Miami Int'l	4%	3%
Tampa Int'l	4%b	3%
Ft. Lauderdale Int'l	2%	3%a
Orlando Int'l	3%	2%
Other/No Answer (NET)	2%	1%

Q2: At which Florida airport did you land?

Trip Profile

Trip Length Mean # of Days (excluding outliers)		
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Away from home	10.6	10.7
In Florida	10.1	10.2
In Lee County	8.5	8.9a

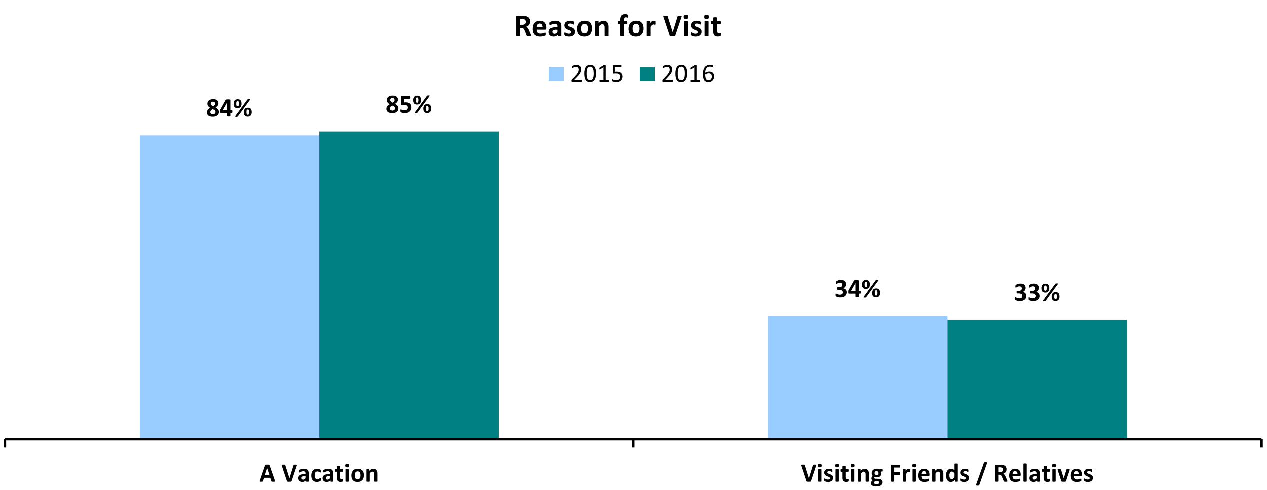
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
A Vacation	84%	85%
Visiting Friends/Relatives	34%	33%
Sporting Event(s)	2%	3%
Personal Business	2%	3%
Other Business Trip	1%	1%
A Conference/Meeting	1%	1%
A Convention/Trade Show	<1%	<1%
Other/No Answer (NET)	2%	2%

Q10: Did you come to our area for…(Please mark all that apply.)



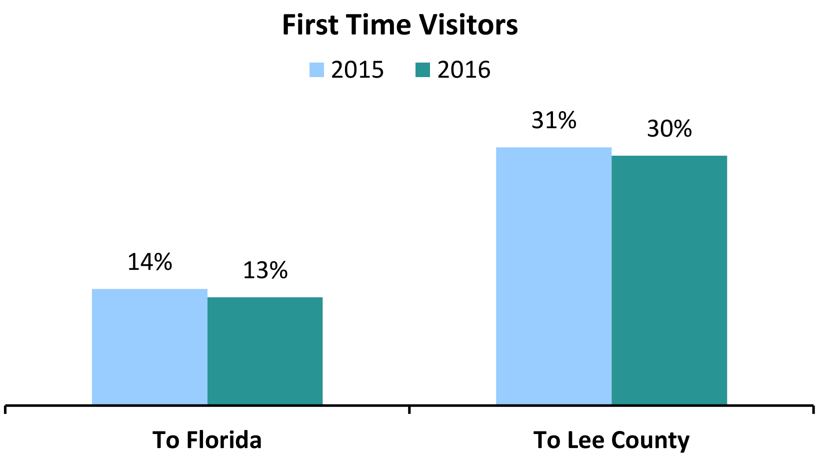
Trip Profile

First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**3743**	**3747**	**150**	**146**	**2056**	**2117**	**907**	**870**
First-time visitor	31%	30%	14%	16%	24%	25%	52%	49%
Repeat visitor	67%	68%	84%	83%	74%	74%	47%	49%
No Answer	2%	2%	1%	1%	2%	1%	2%	3%

Q15: Is this your first visit to Lee County?

First Time Visitors to Florida	2015	2016
Total Respondents	**3743**	**3747**
	A	B
Yes, first-time visitor	14%	13%
No	80%	81%
No answer	2%	2%
*FL Residents**	4%	4%

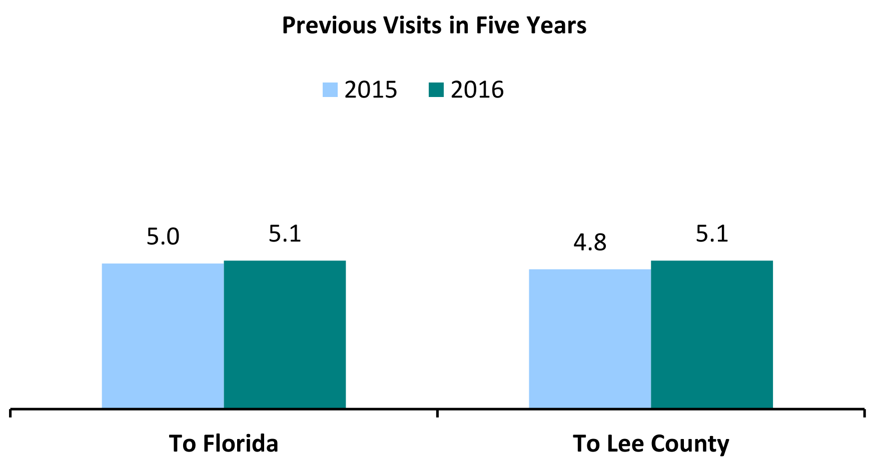
Q13: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2015	2016	2015	2016
	A	B	A	B
Base: Repeat Visitors	**2992 (FL res. Excl)**	**3047 (FL res. Excl)**	**2503**	**2548**
Number of visits	5.0	5.1	4.8	5.1

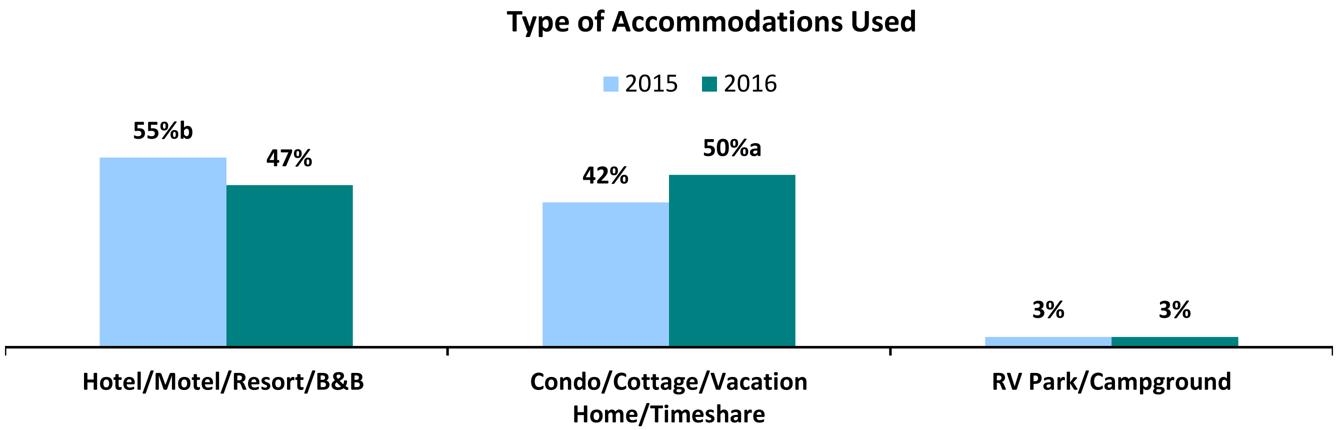
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used	2015	2016
	A	B
Total respondents staying in paid accommodations	**2247**	**2184**
Hotel/Motel/Resort/B&B (NET)	**55%b**	**47%**
At a hotel/motel/historic inn	35%b	29%
At a resort	20%b	17%
At a Bed and Breakfast	1%	1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**42%**	**50%a**
RV Park/Campground (NET)	**3%**	**3%**

Q20: Are you staying overnight (either last night or tonight):



Trip Profile

Quality of Accommodations		
	2015	2016
	A	B
Total respondents staying in paid accommodations	**2247**	**2184**
Far exceeded/Exceeded expectations	37%	38%
Met your expectations	57%b	54%
Did not meet/Far below expectations	3%	4%
No Answer	2%	4%a

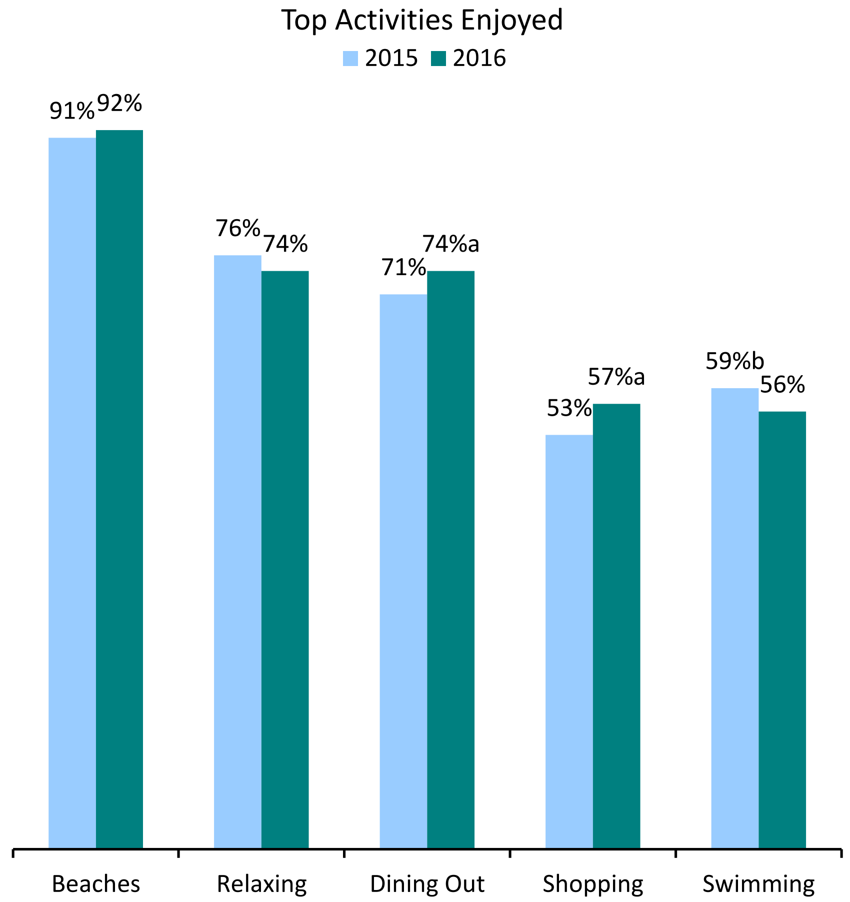
Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
	2015	2016	2015	2016	2015	2015	2015	2016
	A	B	A	B	A	B	A	B
Total respondents staying in paid accommodations	**783**	**745**	**1425**	**1402**	**1644**	**1583**	**575**	**573**
Far exceeded/Exceeded expectations	32%	35%	40%	40%	39%	42%	32%	29%
Met your expectations	60%b	54%	56%	54%	55%	52%	62%	60%
Did not meet/Far below expectations	4%	4%	3%	4%	4%	4%	2%	4%a
No Answer	4%	7%a	1%	2%	2%	2%	4%	7%a

Trip Activities

Activities Enjoyed	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Beaches	91%	92%
Relaxing	76%	74%
Dining Out	71%	74%a
Shopping	53%	57%a
Swimming	59%b	56%
Sightseeing	41%b	38%
Visiting Friends/Relatives	33%	35%a
Shelling	36%	35%
Watching Wildlife	25%	26%
Bicycle Riding	18%	23%a
Exercise/Working Out	18%	22%a
Photography	20%	20%
Attractions	23%b	20%
Birdwatching	16%	16%
Golfing	13%	15%a
Bars/Nightlife	14%	14%
Boating	12%	12%
Fishing	12%	11%
Miniature Golf	10%	10%
Kayaking/Canoeing	8%	8%
Guided Tour	7%	6%
Cultural Events	5%	5%
Sporting Event	5%	5%
Parasailing/Jet Skiing	5%	5%
Tennis	4%	4%
Scuba Diving/Snorkeling	2%	2%
Other	2%	3%a
No Answer	1%	1%

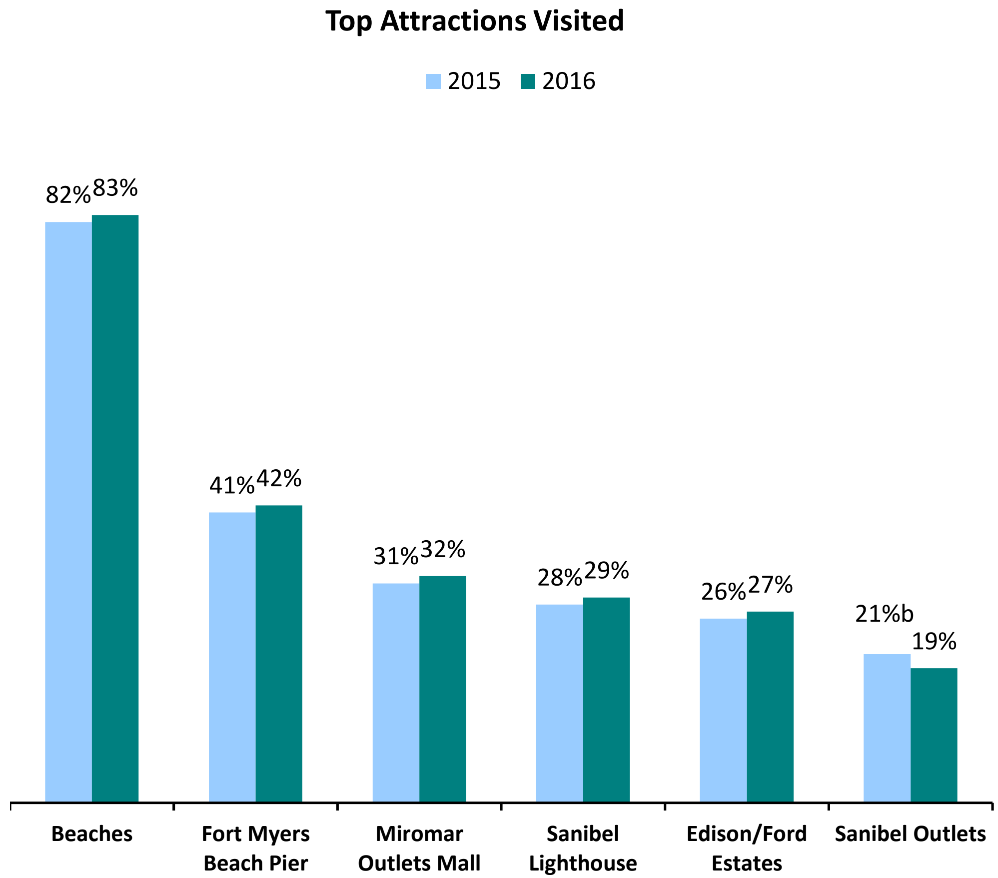
Q23: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*



Trip Activities

Attractions Visited	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Beaches	82%	83%
Fort Myers Beach Pier	41%	42%
Miromar Outlets Mall	31%	32%
Sanibel Lighthouse	28%	29%
Edison/Ford Estates	26%	27%
Sanibel Outlets	21%b	19%
Ding Darling National Wildlife Refuge	15%	14%
Periwinkle Place	11%	12%a
Bell Tower Shops	10%	12%a
Coconut Point Mall	11%	11%
Shell Factory and Nature Park	10%	11%
Gulf Coast Town Center	10%	10%
Edison Mall	8%	8%
Manatee Park	5%	6%a
Bailey-Matthews Shell Museum	3%	3%
Broadway Palm Dinner Theater	2%	2%
Barbara B. Mann Performing Arts Hall	1%	2%a
Babcock Wilderness Adventures	1%	1%
Other	5%	6%a
None/No Answer (NET)	5%	6%

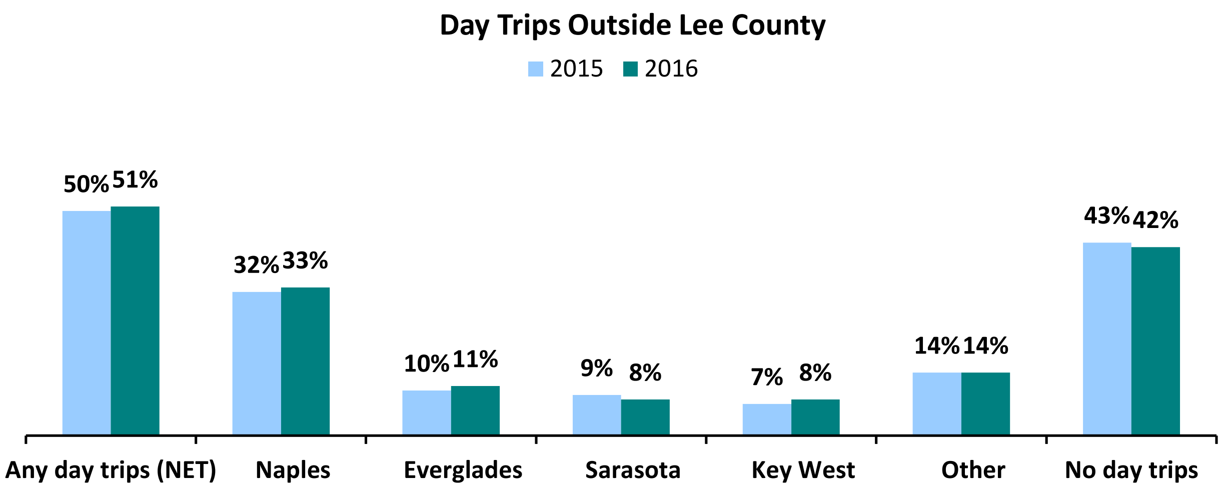
Q24: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

Day Trips Outside Lee County		
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Any day trips (NET)	50%	51%
Naples	32%	33%
Everglades	10%	11%
Sarasota	9%	8%
Key West	7%	8%
Other	14%	14%
No day trips	43%	42%
No Answer	14%	15%

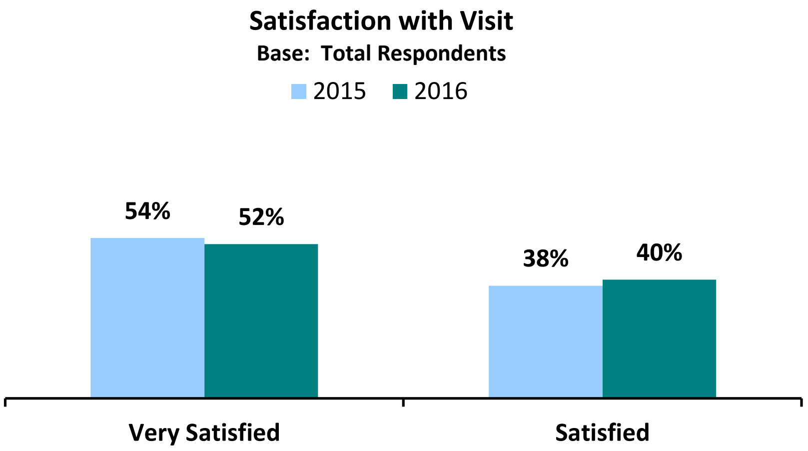
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
	Total Respondents	
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Very Satisfied/Satisfied	92%	93%
Very Satisfied	54%	52%
Satisfied	38%	40%
Neither	2%	2%
Dissatisfied/Very Dissatisfied	1%	1%
Don't know/No answer	6%	5%

Q28: How satisfied are you with your stay in Lee County?



Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**1174**	**1123**	**2503**	**2548**	**2784**	**2814**	**907**	**870**
Very Satisfied/Satisfied	88%	90%	94%	94%	93%	93%	91%	93%
Very Satisfied	35%	33%	63%	62%	59%	57%	40%	40%
Satisfied	53%a	57%	31%	32%	34%	36%	52%	53%

Future Plans

Likelihood to Recommend/Return to Lee County	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Likely to Recommend Lee County	85%	85%
Likely to Return to Lee County	88%	88%
Base: Total Respondents Planning to Return	**3276**	**3298**
Likely to Return Next Year	59%	59%

Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?

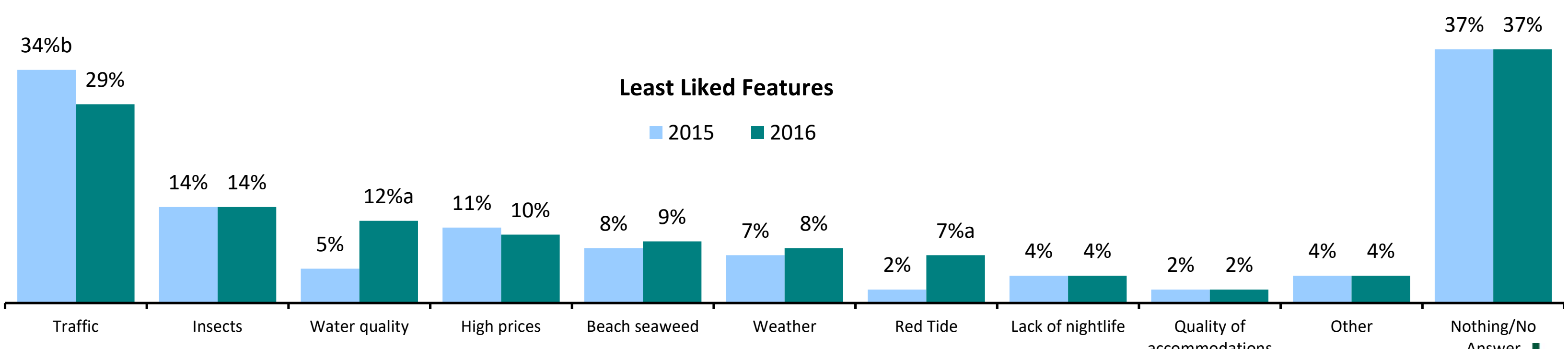
Ratings by Subgroup

	First-Timers		Repeaters		U.S. Residents		International Residents	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
Total Respondents	**1174**	**1123**	**2503**	**2548**	**2784**	**2814**	**907**	**870**
Likely to Recommend Lee County	78%	80%	89%	88%	86%	86%	84%	86%
Likely to Return to Lee County	78%	76%	92%	93%	89%	89%	85%	86%
Base: Total Respondents Planning to Return	**912**	**855**	**2310**	**2378**	**2469**	**2504**	**771**	**747**
Likely to Return Next Year	35%	35%	68%	68%	61%	61%	50%	53%

Lee County Experience

Least Liked Features	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Traffic	34%b	29%
Insects	14%	14%
Water quality	5%	12%a
High prices	11%	10%
Beach seaweed	8%	9%
Weather	7%	8%
Red Tide	2%	7%a
Lack of nightlife	4%	4%
Quality of accommodations	2%	2%
Other	4%	4%
Nothing/No Answer	37%	37%

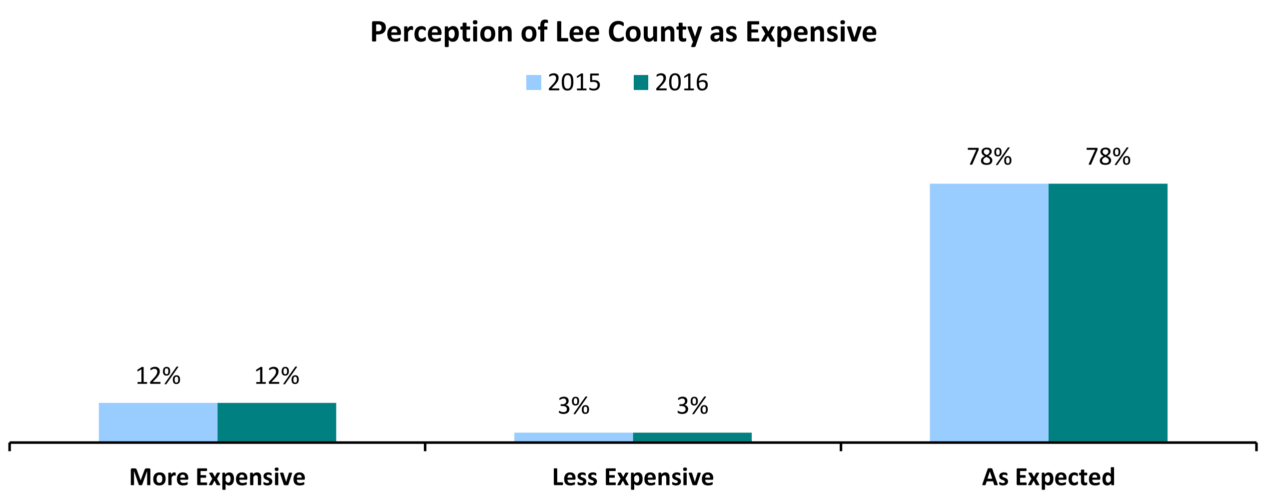
Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Lee County Experience

Perception of Lee County as Expensive		
	2015	2016
	A	B
Total Respondents	**3743**	**3747**
More Expensive	12%	12%
Less Expensive	3%	3%
As Expected	78%	78%
Don't know/No Answer (NET)	7%	7%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Visitor and Travel Party Demographic Profile

Visitor Demographic Profile	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Age of respondent (mean)	51.8	52.2
Annual household income (mean)	$99,900	$101,100
Martial Status		
Married	74%	74%
Single	12%	14%
Vacations per year (mean)	3.0	3.1
Short getaways per year (mean)	3.7	3.8

Q37: What is your age, please?
Q39: What is your total annual household income before taxes?
Q36: Are you: Married/Single/Other
Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q34: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Travel Party	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Couple	44%b	41%
Family	31%	33%
Single	8%	8%
Group of couples/friends	14%	14%
Mean travel party size	3.0	3.1a
Mean adults in travel party	2.6	2.7

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children	2015	2016
	A	B
Total Respondents	**3743**	**3747**
Traveling with any Children (net)	21%	22%
Any younger than 6	8%	9%
Any ages 6-11	9%	10%
Any 12-17 years old	11%	12%
No Children	79%	78%

Q19: How many of those people are:
Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

THE BEACHES OF FORT MYERS AND SANIBEL

Visitor Origin and Visitation Estimates

Total Visitation

	%		Visitor Estimates		
	2015	2016	2015	2016	% Change
Paid Accommodations	61%	63%	3,023,021	3,009,619	-0.4%
Friends/Relatives	39%	37%	1,895,742	1,799,058	-5.1%
Total Visitation			**4,918,763**	**4,808,677**	**-2.2%**

Paid Accommodations Visitors

	%		Visitor Estimates		Direction of Change
Country of Origin	**2015**	**2016**	**2015**	**2016**	
United States	74%	73%	2,240,688	2,210,778	-
Germany	9%	11%	272,590	322,609	+
Canada	6%	6%	196,265	174,572	-
UK	6%	5%	177,183	157,813	-
Scandinavia	2%	2%	46,340	62,846	+
France	<1%	1%	12,267	20,949	+
Switzerland	1%	1%	21,807	19,552	-
BeNeLux	1%	1%	24,533	18,155	-
Latin America	<1%	<1%	12,267	8,379	-
Austria	<1%	<1%	5,452	2,793	-
Ireland	<1%	<1%	1,363	2,793	+
Other International	<1%	<1%	*12,267*	*8,379*	-

U.S. Region of Origin	2015	2016	2015	2016	Direction of Change
Florida	8%	8%	176,539	183,942	+
South (including Florida)	23%	25%	510,945	560,503	+
Midwest	50%	46%	1,110,159	1,022,094	-
Northeast	24%	23%	533,012	517,121	-
West	4%	5%	86,572	111,059	+

2016 Top DMAs (Paid Accommodations)

New York	6.2%	137,089	1
Indianapolis	5.4%	119,736	2
Boston (Manchester, NH)	5.0%	111,059	3
Chicago	4.5%	98,912	4
Minneapolis-Saint Paul	4.5%	98,912	4
Cleveland-Akron (Canton)	3.5%	78,089	5
Miami-Fort Lauderdale	3.2%	71,147	6
Cincinnati	3.0%	65,942	7
Detroit	2.9%	64,206	8
Philadelphia	2.7%	60,736	9
Atlanta	2.5%	55,530	10

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

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Occupancy Data Analysis
2016

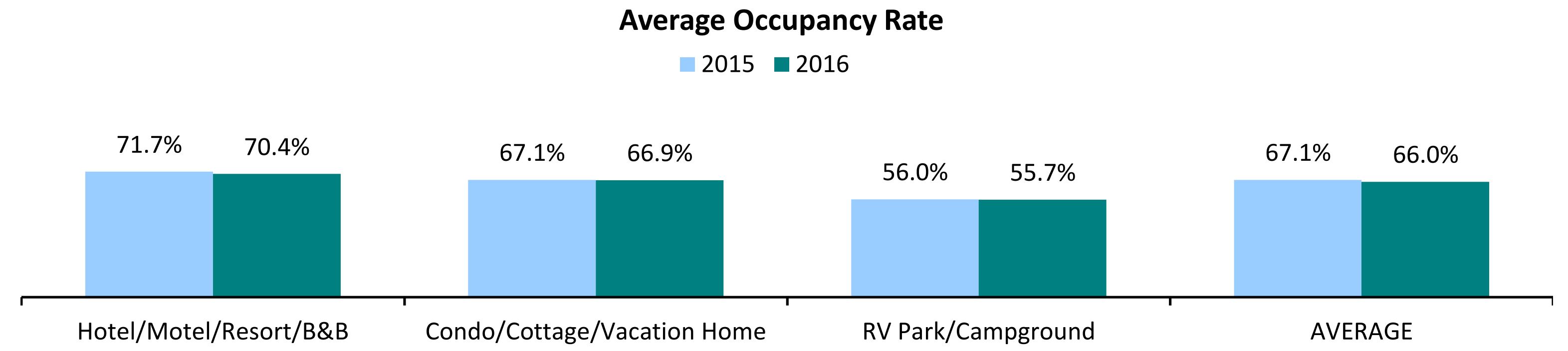
For each calendar year, property managers were contacted quarterly to provide data for the preceding three months according to the following schedule:

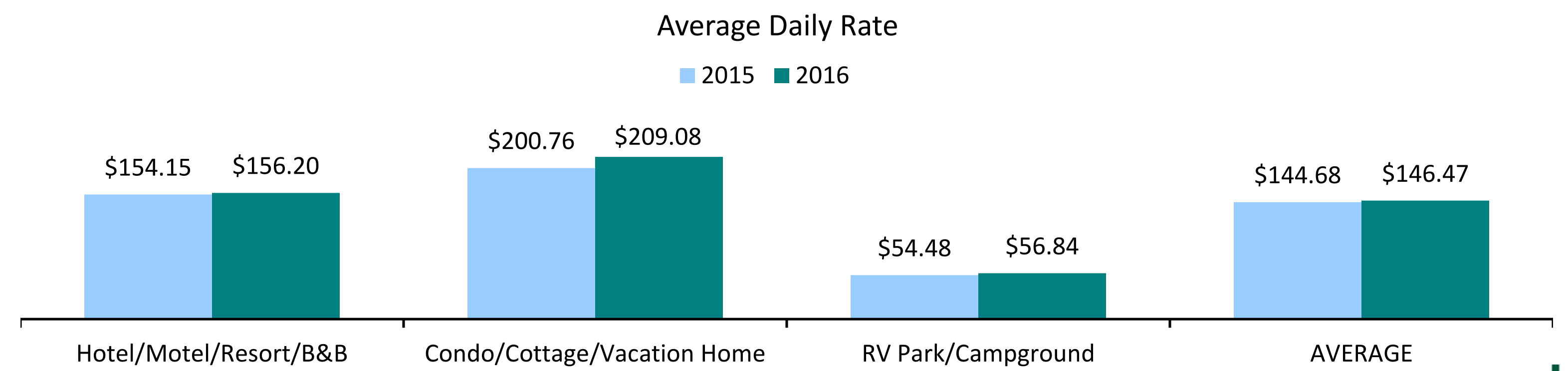
Quarter	Month 1	Month 2	Month 3	Data Collected in:	
1	January	February	March	April 2015	April 2016
2	April	May	June	July 2015	July 2016
3	July	August	September	October 2015	October 2016
4	October	November	December	January 2016	January 2017

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	71.7%	70.4%	-1.9%	$154.15	$156.20	1.3%	$110.57	$109.89	-0.6%
Condo/Cottage/Vacation Home	67.1%	66.9%	-0.4%	$200.76	$209.08	4.1%	$134.71	$139.79	3.8%
RV Park/Campground	56.0%	55.7%	-0.6%	$54.48	$56.84	4.3%	$30.53	$31.65	3.7%
AVERAGE	**67.1%**	**66.0%**	**-1.7%**	**$144.68**	**$146.47**	**1.2%**	**$97.10**	**$96.67**	**-0.4%**

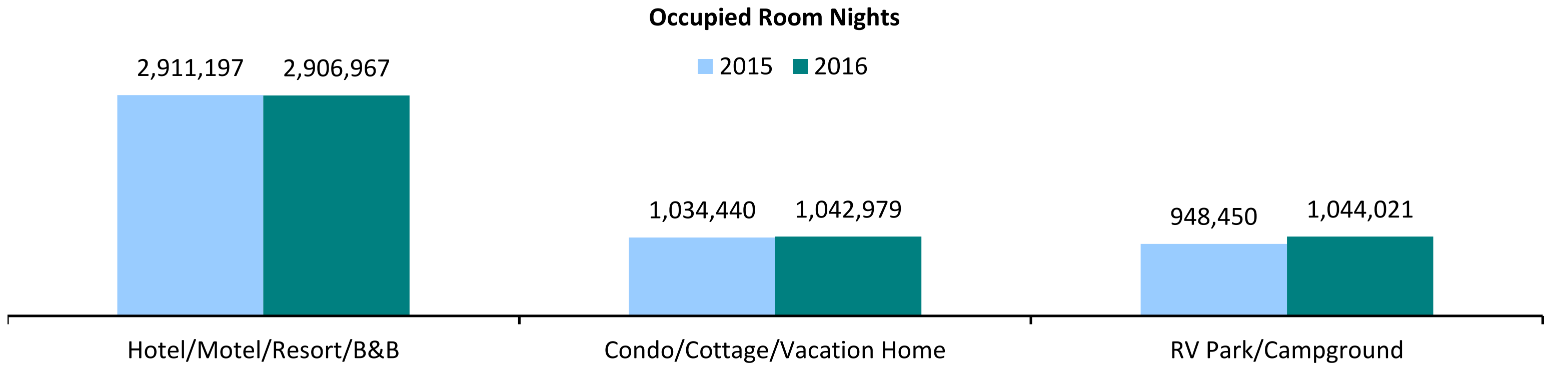
Q16: What was your average occupancy rate for each of these months [MONTH 1/MONTH 2/MONTH 3]?
Q17: What was your average daily rate (ADR) for each of these months [MONTH 1/MONTH 2/MONTH 3]?

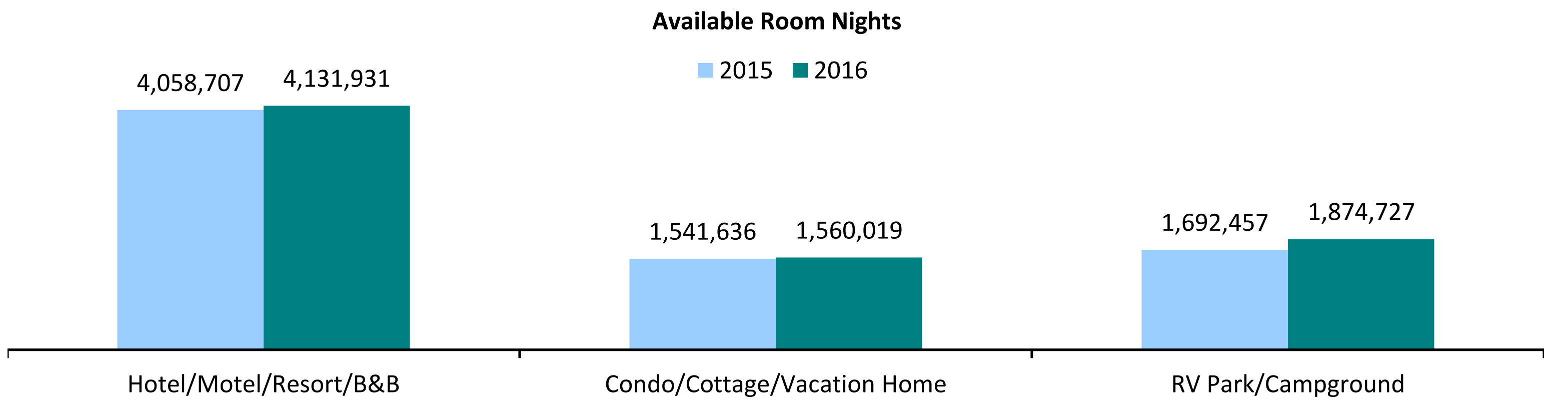




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2015	**2016**	**% Change**	**2015**	**2016**	**% Change**
Hotel/Motel/Resort/B&B	2,911,197	2,906,967	-0.1%	4,058,707	4,131,931	1.8%
Condo/Cottage/Vacation Home	1,034,440	1,042,979	0.8%	1,541,636	1,560,019	1.2%
RV Park/Campground	948,450	1,044,021	10.1%	1,692,457	1,874,727	10.8%
Total	**4,894,087**	**4,993,967**	**2.0%**	**7,292,800**	**7,566,677**	**3.8%**



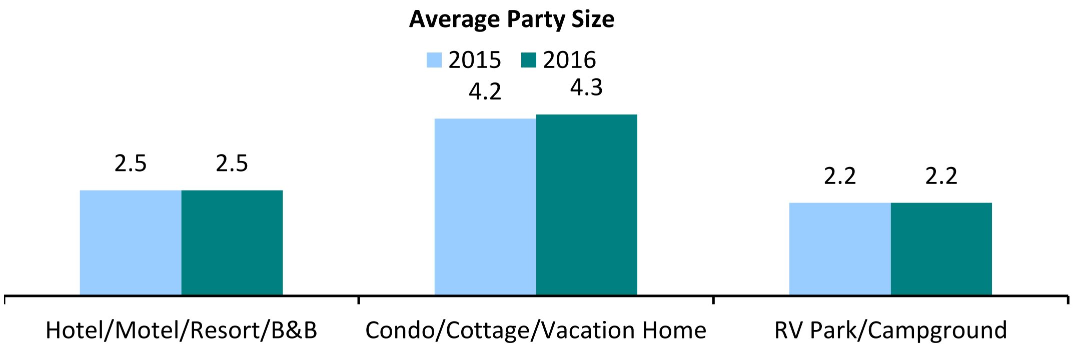


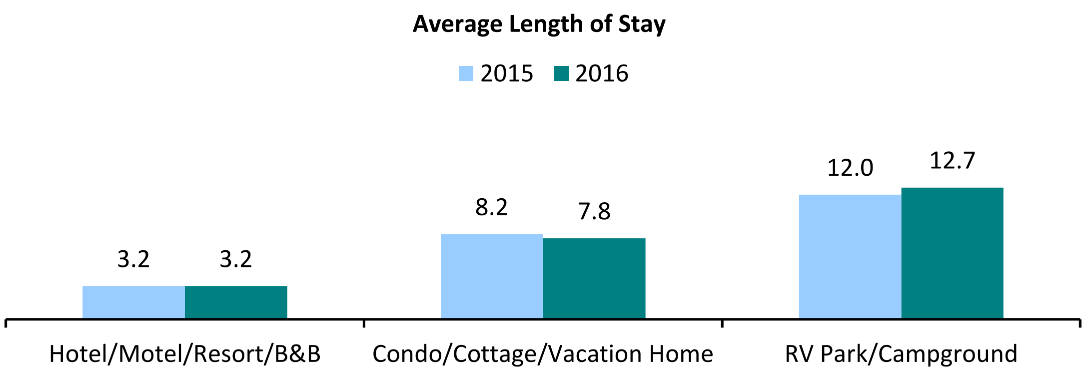
Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	2.5	2.5	-1.7%	3.2	3.2	1.0%
Condo/Cottage/Vacation Home	4.2	4.3	1.9%	8.2	7.8	-5.0%
RV Park/Campground	2.2	2.2	0.7%	12.0	12.7	5.4%
Average	**2.8**	**2.8**	**-0.5%**	**4.6**	**4.7**	**2.0%**

Q18: What was your average number of guests per room/site/unit in each of these months [MONTH 1/MONTH 2/MONTH 3]?
Q19: What was the average length of stay (in nights) of your guests in each of these months [MONTH 1/MONTH 2/MONTH 3]?

Note: Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.

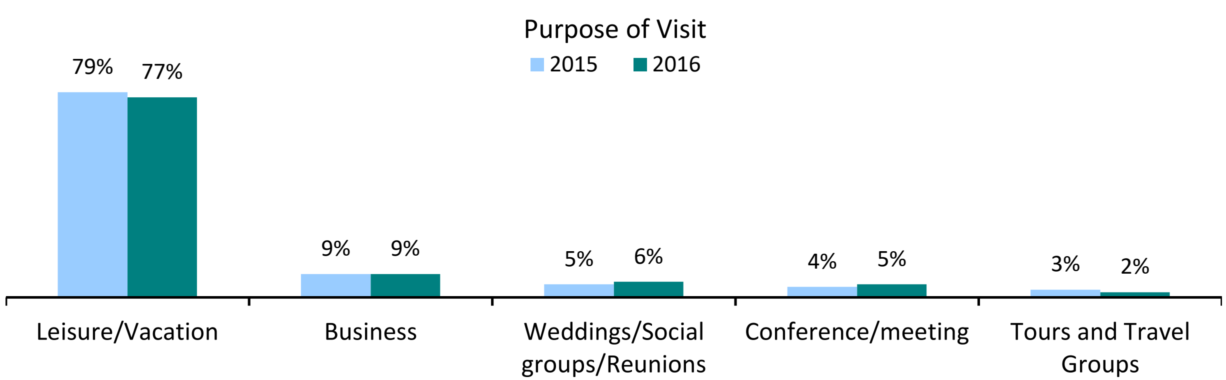




Lodging Management Estimates

Guest Profile		
	2015	2016
	A	B
Property Managers Responding	**394**	**440**
Purpose of Visit		
Leisure/Vacation	79%	77%
Business	9%	9%
Weddings/Social Groups/Reunions (net)	5%	6%
Conference/Meeting	4%	5%
Tour and Travel Groups	3%	2%

Q22: What percent of your room/site/unit occupancy during the past three months ([MONTH 1 through MONTH 3]) do you estimate was generated by:



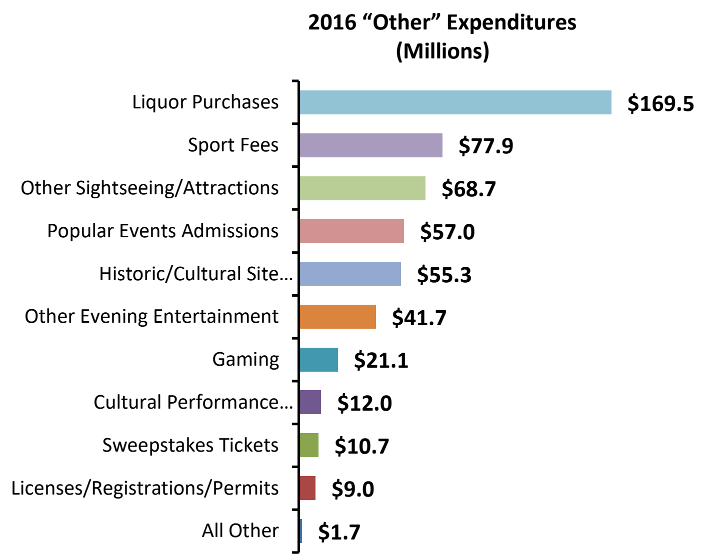
Economic Impact Analysis

2016

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2015	2016	% Change
TOTAL	$2,997,115,778	$3,035,179,670	1.3%
Food and Beverages	$759,778,132	$768,298,615	1.1%
Shopping	$747,065,269	$740,889,792	-0.8%
Lodging Accommodations	$708,097,216	$731,463,837	3.3%
Ground Transportation	$273,079,182	$269,851,177	-1.2%
Other	$509,095,979	$524,676,249	3.1%

(Note: Other includes the categories detailed below.)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

Total Visitor Expenditures by Lodging Type

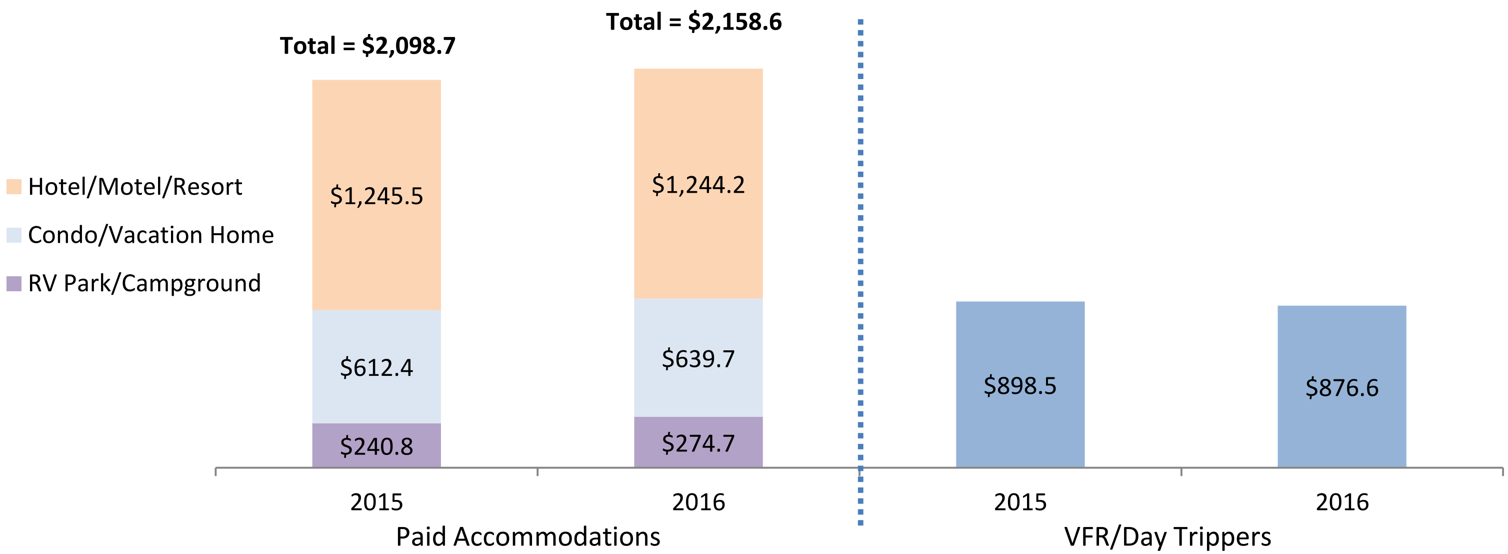
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2015	2016	% Change	2015	2016	% Change
TOTAL	$2,098,652,554	$2,158,616,806	2.9%	$898,463,224	$876,562,864	-2.4%
Lodging Accommodations	$708,097,216	$731,463,837	3.3%	$0	$0	-
Food and Beverages	$462,296,237	$472,679,061	2.2%	$297,481,895	$295,619,554	-0.6%
Shopping	$449,801,646	$455,986,013	1.4%	$297,263,623	$284,903,779	-4.2%
Ground Transportation	$176,259,311	$178,508,040	1.3%	$96,819,871	$91,343,137	-5.7%
Other	$302,198,144	$319,979,855	5.9%	$206,897,835	$204,696,394	-1.1%

“Other ” includes the following categories:
- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2015	2016	% Change	2015	2016
TOTAL	$2,997,115,778	$3,035,179,670	1.3%	100%	100%
Visiting Friends & Relatives/Day Trippers	$898,463,224	$876,562,864	-2.4%	30%	29%
Paid Accommodations	$2,098,652,554	$2,158,616,806	2.9%	70%	71%
Hotel/Motel/Resort/B&B	$1,245,483,345	$1,244,192,681	-0.1%	42%	41%
Condo/Cottage/Vacation Home	$612,356,656	$639,748,323	4.5%	20%	21%
RV Park/Campground	$240,812,553	$274,675,802	14.1%	8%	9%

Expenditures by Lodging Type
(Millions)



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Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

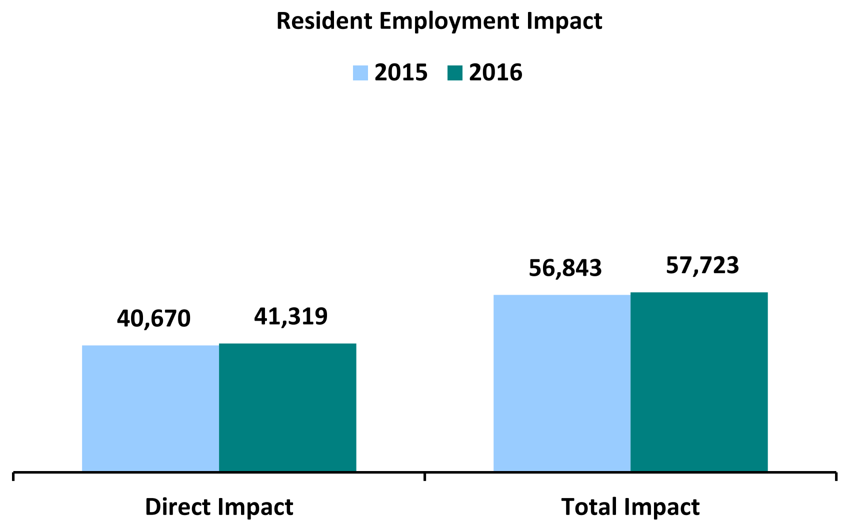
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



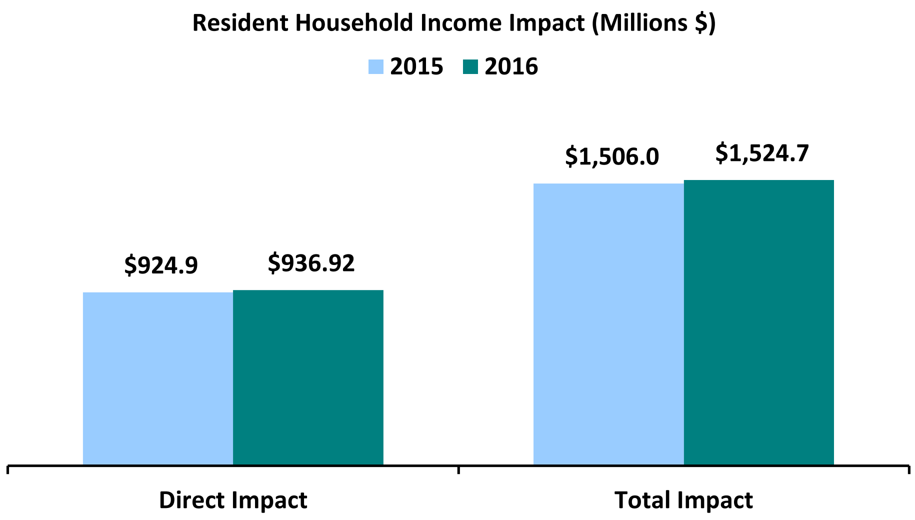
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).



Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

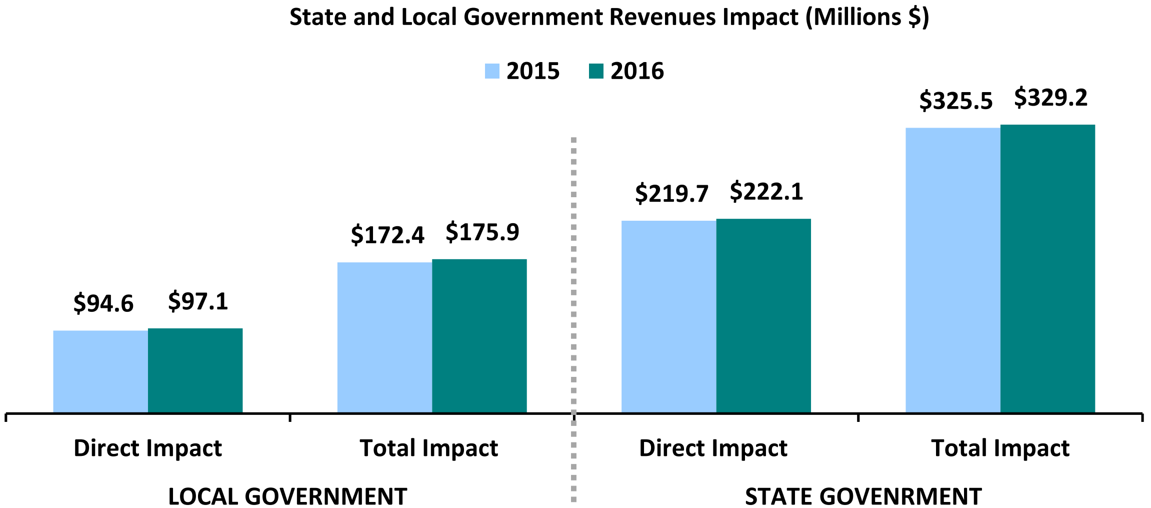
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



Appendix

2016

2016 Interviewing Locations

City	Event/Location
Bonita Springs	Bonita Beach
Estero	Miromar Outlets
Fort Myers	Centennial Park
Fort Myers	Edison-Ford Estates
Fort Myers	Hammond Stadium (Spring Training)
Fort Myers	Jet Blue Park (Spring Training)
Fort Myers	RSW Airport
Fort Myers Beach	Bel Air Beach Club
Fort Myers Beach	Best Western Beach Resort
Fort Myers Beach	Cane Palm Condos
Fort Myers Beach	DiamondHead Beach Resort
Fort Myers Beach	Estero Beach Club
Fort Myers Beach	Fort Myers Beach & Pier
Fort Myers Beach	Neptune Inn
Fort Myers Beach	Sunset Celebration - Fort Myers Beach
Fort Myers Beach	Times Square Area
Fort Myers Beach	Winward Passage
North Fort Myers	Shell Factory

City	Event/Location
Sanibel	Casa Ybel
Sanibel	Compass Point
Sanibel	Coquina Beach
Sanibel	Holiday Inn – Sanibel
Sanibel	Lighthouse Beach
Sanibel	Loggerhead Cay
Sanibel	Pelican Roost
Sanibel	Pointe Santos
Sanibel	Sanibel Arms
Sanibel	Sanibel Beach Club
Sanibel	Sanibel Inn
Sanibel	Sanibel Mooring
Sanibel	Sanibel Surfside
Sanibel	Song of the Sea
Sanibel	Sundial
Sanibel	Tarpon Beach Resort Club
Sanibel	Tortuga Beach Club

Seasonal Comparisons:

Key Statistics

2016

THE BEACHES OF FORT MYERS AND SANIBEL

	Winter 2016		YOY % Change	Spring 2016		YOY % Change	Summer 2016		YOY % Change	Fall 2016		YOY % Change
Visitation												
Total Visitation		1,330,647	-4.8%		1,306,921	0.5%		1,063,113	-3.6%		1,107,996	-0.9%
Paid Accommodations		724,071	-6.7%		819,406	3.0%		720,744	-1.0%		745,398	3.1%
Visiting Friends/Relatives		606,576	-2.4%		487,515	-3.3%		342,369	-8.7%		362,598	-8.1%
Visitor Origin by Country												
United States	79%	570,782	-9.5%	77%	628,645	-4.9%	67%	485,116	-1.6%	70%	520,401	15.3%
Canada	9%	68,544	6.7	4%	30,348	-37.5%	3%	18,019	-29.4%	7%	55,101	-7.3%
Germany	5%	34,895	10.9%	11%	88,155	119.3%	17%	121,972	27.9%	11%	82,652	-24.1%
United Kingdom	5%	34,895	33.1%	5%	30,348	-37.5%	7%	49,898	-15.6%	4%	30,612	-51.9%
Other International	2%	14,955	-36.6%	4%	30,348	82.4%	6%	45,740	-17.0%	8%	56,632	48.2%
Visitor Origin by US Region												
Midwest	59%	337,424	-10.2%	46%	286,911	-5.5%	28%	137,875	-25.4%	48%	251,867	6.5%
Northeast	22%	126,140	-15.6%	25%	158,989	-9.0%	25%	122,556	24.3%	21%	109,266	-1.6%
South (incl. Florida)	15%	86,721	-1.5%	24%	148,024	-3.0%	42%	202,557	5.5%	24%	124,081	48.2%
West	4%	20,498	18.5%	6%	34,722	13.8%	5%	22,128	25.7%	7%	35,187	75.8%
In-State Visitors	**2%**	**9,460**	**-45.3%**	**8%**	**51,169**	**-13.8%**	**21%**	**100,428**	**26.8%**	**5%**	**24,075**	**10.2%**
Total Visitor Expenditures		**$1,160,577,160**	**2.8%**		**$704,543,424**	**-0.1%**		**$514,525,690**	**3.3%**		**$655,533,396**	**-1.3%**
Paid Accommodations		$859,414,065	4.4%		$467,435,888	-1.1%		$354,707,754	6.3%		$477,059,099	1.6%
Visiting Friends/Relatives		$301,163,095	-1.8%		$237,107,536	1.8%		$159,817,936	-2.7%		$178,474,297	-8.4%

dpa providing direction in travel & tourism

Visitor Profile Survey	Winter 2016	Spring 2016	Summer 2016	Fall 2016
# of Interviews Completed	966	935	920	926
Percentage Flying to Lee County	67%	71%	73%	74%
First-time Visitors	28%	31%	34%	27%
Repeat Visitors	70%	67%	64%	71%
Average Length of Stay	6.4	8.4	8.5	8.9
Satisfaction with Visit				
Very Satisfied/Satisfied	92%	92%	93%	94%
Very Satisfied	47%	53%	52%	57%
Satisfied	44%	39%	41%	37%
Likely to Recommend	85%	84%	86%	87%
Likely to Return	85%	86%	89%	91%
Average Age	55.4	51.5	49.2	52.4
Average Household Income	$101,171	$102,218	$99,659	$101,200
Married	75%	74%	72%	73%
Traveling as a couple	50%	39%	35%	41%
Traveling as a family	23%	37%	43%	29%
Traveling with children	14%	25%	30%	20%
Average Travel Party Size	2.8	3.3	3.2	3.1

Occupancy Survey	Winter 2016	YOY % Change	Spring 2016	YOY % Change	Summer 2016	YOY % Change	Fall 2016	YOY % Change
Available Roomnights								
Hotel/Motel/Resort/B&B	1,036,478	3.2%	1,028,383	1.0%	1,025,000	1.5%	1,042,070	1.6%
Condo/Cottage/Vacation Home	385,707	3.5%	395,995	3.1%	393,748	2.0%	384,569	-3.6%
RV Park/Campground	438,650	3.6%	449,055	11.0%	493,028	12.9%	493,994	15.5%
Total	**1,860,835**	**3.3%**	**1,873,433**	**3.7%**	**1,911,776**	**4.3%**	**1,920,633**	**3.7%**
Occupied Roomnights								
Hotel/Motel/Resort/B&B	872,552	-1.2%	715,184	-0.2%	639,757	3.4%	679,474	-1.9%
Condo/Cottage/Vacation Home	345,851	4.9%	274,934	-2.3%	194,648	7.0%	227,546	-5.7%
RV Park/Campground	417,767	3.2%	160,390	1.2%	147,091	24.2%	318,773	19.4%
Total	**1,636,170**	**1.1%**	**1,150,508**	**-0.5%**	**981,496**	**6.8%**	**1,225,793**	**2.1%**
Occupancy Rates								
Hotel/Motel/Resort/B&B	84.2%	-4.3%	69.5%	-1.3%	62.4%	2.0%	65.2%	-3.4%
Condo/Cottage/Vacation Home	89.7%	1.4%	69.4%	-5.3%	49.4%	4.9%	59.2%	-2.2%
RV Park/Campground	95.2%	-0.3%	35.7%	-8.9%	29.8%	10.0%	64.5%	3.4%
Average	**87.9%**	**-2.1%**	**61.4%**	**-4.1%**	**51.3%**	**2.4%**	**63.8%**	**-1.5%**
Average Daily Rates								
Hotel/Motel/Resort/B&B	$207.21	5.5%	$147.61	-1.2%	$121.54	-0.5%	$132.35	-0.9%
Condo/Cottage/Vacation Home	$268.35	3.7%	$186.08	3.0%	$162.92	2.4%	$186.28	5.6%
RV Park/Campground	$67.01	4.4%	$44.60	-0.1%	$42.16	-4.8%	$56.43	12.6%
Average	**$184.34**	**4.7%**	**$142.44**	**-0.2%**	**$117.85**	**-1.3%**	**$122.62**	**-0.8%**
RevPAR								
Hotel/Motel/Resort/B7B	$174.44	0.9%	$102.65	-2.4%	$75.86	1.4%	$86.30	-4.3%
Condo/Cottage/Vacation Home	$240.62	5.2%	$129.19	-2.5%	$80.54	7.4%	$110.22	3.2%
RV Park/Campground	$63.82	4.0%	$15.93	-8.9%	$12.58	4.7%	$36.42	16.4%
Average	**$162.08**	**2.5%**	**$87.48**	**-4.2%**	**$60.50**	**1.0%**	**$78.26**	**-2.4%**

Occupancy Barometer	Winter 2016	Spring 2016	Summer 2016	Fall 2016
Purpose of Visit				
Leisure/Vacation	85%	73%	78%	74%
Conference/Meeting	5%	5%	5%	5%
Business	4%	12%	10%	10%
Weddings/Social Groups/Reunions	4%	7%	5%	8%
Tour and Travel Groups	2%	3%	2%	3%
Level of Reservations for Next Three Months vs. Last Year				
Up/Same (Net)	61%	65%	66%	48%
Up	23%	30%	32%	15%
Same	38%	35%	34%	33%
Down	33%	28%	30%	47%