THE BEACHES OF FORT MYERS AND SANIBEL

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

Summer 2018 Visitor Profile and Occupancy Analysis

November 15, 2018

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

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Executive Summary
Summer 2018

A Note About "Statistical Significance"

(Statistically significant difference = a difference that is large enough that it is not likely to occur by chance)

This report includes comparisons between data collected last year (2017) and data collected this year (2018). In most cases, slight differences will be seen between the two years' values due to random differences in the respondents taking the survey in each year. When these differences are not likely to be due to chance, then they are underlined statistically significant.

A difference is said to be statistically significant (at the 95% confidence level) if the probability of the difference occurring purely by chance is less than 5%. In other words, if the same question were asked 100 times, these differences would be seen by chance in fewer than five of those instances.

Throughout this report, differences that rise to the level of statistical significance are marked by letters showing which column the marked percentage is significantly greater than. For example, the "A" in Column B of the table below indicates that 70% is statistically greater than the 60% in Column A.

2017 A	2018 B
60%	70% a

Executive Summary

Visitation Estimates

- During summer 2018, Lee County hosted just under 640,000 visitors staying in paid accommodations. An additional 343,000 stayed with friends or relatives, for a total of 981,000 visitors.

- Lee County saw a 2.4% decrease in total visitation versus summer 2017. Visitation among paid accommodations guests was down 3.2% from 2017, while visitation among those staying with friends or relatives was relatively flat (-0.9%).

Estimated Visitation	Summer 2017	Summer 2018	% Change
Paid Accommodations	659,272	638,485	-3.2%
Friends/Relatives	346,506	343,275	-0.9%
Total Visitation	**1,005,778**	**981,760**	**-2.4%**

Visitor Expenditures

- Summer 2018 visitors spent an estimated $485.2 million during their stay in Lee County, a 3.4% decrease from last summer ($502.5 million).

- Expenditures among summer 2018 paid accommodations guests amounted to $324.4 million (67% of the total), representing a 5.6% decrease from last summer. The VFR traveler segment contributed the remaining $160.8 million, up very slightly from last year's estimate (1.1%).

Estimated Expenditures	Summer 2017	Summer 2018	% Change
Paid Accommodations	$343,461,668	$324,384,705	-5.6%
Friends/Relatives	$159,021,566	$160,792,911	1.1%
Total Expenditures	**$502,483,234**	**$485,177,616**	**-3.4%**

Note: Summer season refers to the period including July, August, and September when referenced throughout this report.

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Visitor Origin

- The majority of summer 2018 visitors staying in paid accommodations came from within the United States (85%). Germany continued to be the top international feeder market (6%). Visitors from the UK (3%), Canada (1%), and Scandinavia (1%) were less prevalent.

- Nearly half of domestic visitors staying in paid accommodations were from the South (46%), and one in four came from Florida (23%). Additional guests staying in paid accommodations came from the Midwest (32%) and Northeast (19%), while only 3% came from the West.

- Tampa-St. Petersburg and New York were the top domestic feeder markets for the Lee County lodging industry during summer 2018.

Summer 2018 Top DMAs (Paid Accommodations)

Tampa-Saint Petersburg (Sarasota)	9%	50,252
New York	7%	36,547
Miami-Fort Lauderdale	6%	31,979
Chicago	5%	28,933
Atlanta	5%	28,933
Boston	5%	25,887
Cincinnati	4%	19,796
West Palm Beach-Fort Pierce	3%	18,273
St. Louis	3%	18,273
Indianapolis	3%	16,751

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Summer Season	2017	2018	2017	2018	
Country of Origin					
United States	80%	85%	524,839	545,159	+
Germany	9%	6%	58,929	36,420	-
UK	2%	3%	14,732	18,210	+
Canada	2%	1%	14,732	6,829	-
Scandinavia	2%	1%	14,732	7,967	-
France	1%	--	5,525	--	-
Latin America	<1%	1%	1,842	3,414	+
Other International	<1%	3%	1,842	20,486	+

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Summer Season	2017	2018	2017	2018	
U.S. Region of Origin					
Florida	19%	23%	102,118	127,914	+
South (including Florida)	42%	46%	218,485	248,215	+
Midwest	37%	32%	194,737	175,121	-
Northeast	17%	19%	90,244	103,550	+
West	4%	3%	21,374	18,273	-

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Trip Planning

- Similar to last year, the majority of summer 2018 visitors continue to plan their Lee County trip well ahead of their arrival. Nearly two-thirds chose Lee County as their destination *three or more months* in advance. Six in ten of those staying in paid accommodations made their lodging reservations within that window as well.

  - 62% chose Lee County for trip (vs. 58% in 2017)
  - 59% made lodging reservation (vs. 54% in 2017)

- More than three in four summer visitors claimed to have visited one or more websites when planning their trip to Lee County (79%). Visitors most often mentioned using *airline websites* (37%), followed by *hotel websites* (25%), *search engines* (23%), *booking websites* (22%), or *Trip Advisor* (20%).

- The characteristics rated most favorably as influencing their decision to visit Lee County in summer 2018 included:

  - *Peaceful/relaxing* (80%, down from 87% in 2017);
  - *White sandy beaches* (77%, down from 81% in 2017);
  - *Warm weather* (75%);
  - *A safe destination* (74%, down from 79% in 2017); and
  - *Clean, unspoiled environment* (70%, down from 75% in 2017).

Visitor Profile

- Nearly three in four summer visitors said they flew to Lee County (72%) – most of them arriving at Southwest Florida International Airport (73%).

- Summer 2018 visitors said they were staying in Lee County for about 8 days on average, and the majority reported they came to Lee County for a vacation (78%). Eight in ten travelers were repeat visitors (79%), an increase over the 70% who were repeat visitors last summer.

Visitor Profile (cont'd)

- Among survey participants who said they were staying in paid lodging, six in ten chose to stay in a hotel/motel/resort for their accommodations (61%), and two in five chose to stay in a condo/vacation home property (38%). Nearly all reported that the quality of their lodging either *met their expectations* (54%) or *far exceeded/exceeded their expectations* (40%).

- While staying in Lee County, nearly nine in ten summer visitors enjoyed the *beaches* (87% - a drop from the 95% who enjoyed the beaches last summer). Other frequently mentioned pursuits included: *dining out* (68%), *relaxing* (62% vs. 72% in summer 2017), *swimming* (59% vs. 67% last summer), and *shopping* (55%). Two in five summer visitors took a day trip outside of Lee County (44%), and Naples was the destination for most of those who did (30%).

- Visitors continue to be highly satisfied with their stay in Lee County. The vast majority of summer 2018 visitors indicate they were either *very satisfied* or *satisfied* with their visit (46% and 43%, respectively).

- A significant number of summer visitors intend to return to Lee County (86%) – many of them suggesting they are likely to come back next year (52%). Additionally, a sizeable majority indicated they will recommend Lee County to a friend over other areas in Florida (82%).

- When asked what they liked least about the area during their trip, *Red Tide* (44%) and *water quality* (29%) were the top mentions, at significantly higher levels than last summer (3% and 10%, respectively). This is not surprising, considering that Lee County experienced significant negative impacts this summer related to Red Tide and poor water quality.

- The demographic composition of summer 2018 visitors can be summarized as follows:

  - 49 years of age on average
  - $105,000 household income on average
  - 72% married
  - 43% traveling as a family
  - 35% traveling as a couple
  - 65% traveling *without* children
  - 3-4 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights increased over last summer (+11.8%, largely due to closures that resulted from Hurricane Irma in September 2017). *Occupied* room nights experienced decreases overall (-2.8%), with hotel/motel/resort properties showing a decline in *occupied* room nights (-7.9%), while condo/vacation homes and RV parks/campgrounds reported increases (7.2% and 8.8%, respectively).

Summer Season	Occupied Room Nights			Available Room Nights		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	630,761	580,805	-7.9%	1,015,455	1,060,395	4.4%
Condo/Cottage/Vacation Home	167,294	179,399	7.2%	361,801	396,416	9.6%
RV Park/Campground	135,022	146,946	8.8%	440,521	575,368	30.6%
Total	**933,077**	**907,150**	**-2.8%**	**1,817,777**	**2,032,179**	**11.8%**

- With the increase in available roomnights and the overall decrease in occupied roomnights, the result was a year-over-year drop in the industry-wide average occupancy rate in Lee County for the summer season (-13.1%). The largest decreases were seen in the RV park/campground (-16.9%) and hotel/motel/resort (-11.8%) categories.

- Lee County's average daily rate for the summer season also decreased year-over-year (-3.9%). Shifts in ADR varied by category, where condo/vacation homes and hotel/motel/resort saw decreases (-5.8% and -3.3% respectively), and RV parks/campgrounds saw an increase of 5.7%.

- The overall drop in ADR coupled with the drop in occupancy rates resulted in a sizeable decrease in RevPAR from the summer 2017 season (-16.4%).

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	62.1%	54.8%	-11.8%	$123.55	$119.44	-3.3%	$76.74	$65.42	-14.8%
Condo/Cottage/Vacation Home	46.2%	45.3%	-1.9%	$176.92	$166.74	-5.8%	$81.80	$75.46	-7.8%
RV Park/Campground	30.7%	25.5%	-16.9%	$41.78	$44.18	5.7%	$12.81	$11.28	-11.9%
AVERAGE	**51.3%**	**44.6%**	**-13.1%**	**$121.28**	**$116.60**	**-3.9%**	**$62.26**	**$52.05**	**-16.4%**

Lodging Industry Assessments (cont'd)

- Reports from Lee County property managers regarding their reservation levels for the upcoming fall season were significantly less optimistic than the same time last year. While nearly one in five managers responding in early October reported that their total level of reservations for October, November, and December 2018 are *up* over the same period last year (17% vs. 22% in 2017), nearly two-thirds indicated that their reservations are *down* (62% vs. 32% in 2017).

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Summer 2018 Lee County Snapshot

Total Visitation

Summer Season	% 2017	% 2018	Visitor Estimates 2017	Visitor Estimates 2018
Paid Accommodations	66%	65%	659,272	638,485
Friends/Relatives	34%	35%	346,506	343,275
Total Visitation			**1,005,778**	**981,760**

Total Visitor Expenditures

Summer Season	2017	2018	% Change
Total Visitor Expenditures	$502,483,234	$485,177,616	-3.4%
Paid Accommodations	$343,461,668	$324,384,705	-5.6%

Visitor Origin - Visitors Staying in Paid Accommodations

Summer Season	% 2017	% 2018	Visitor Estimates 2017	Visitor Estimates 2018
Florida	19%	23%	102,118	127,914
United States	80%	85%	524,839	545,159
Germany	9%	6%	58,929	36,420
UK	2%	3%	14,732	18,210
Canada	2%	1%	14,732	6,829
Other International	7%	5%	46,039	31,867

First-Time/Repeat Visitors to Lee County

Summer Season	2017	2018
First-time	29%	19%
Repeat	70%	79%

Summer Season	Average Occupancy Rate 2017	Average Occupancy Rate 2018	Average Occupancy Rate % Change	Average Daily Rate 2017	Average Daily Rate 2018	Average Daily Rate % Change	RevPAR 2017	RevPAR 2018	RevPAR % Change
Hotel/Motel/Resort/B&B	62.1%	54.8%	-11.8%	$123.55	$119.44	-3.3%	$76.74	$65.42	-14.8%
Condo/Cottage/Vacation Home	46.2%	45.3%	-1.9%	$176.92	$166.74	-5.8%	$81.80	$75.46	-7.8%
RV Park/Campground	30.7%	25.5%	-16.9%	$41.78	$44.18	5.7%	$12.81	$11.28	-11.9%
AVERAGE	**51.3%**	**44.6%**	**-13.1%**	**$121.28**	**$116.60**	**-3.9%**	**$62.26**	**$52.05**	**-16.4%**

Total Calendar Year Visitation

	%		Visitor Estimates	
	2017	2018	2017	2018
Paid Accommodations	61%	62%	2,240,848	2,293,258
Friends/Relatives	39%	38%	1,417,620	1,400,784
Total Visitation			3,658,468	3,694,042

Total Visitor Expenditures

	2017	2018	% Change
Total Visitor Expenditures	$2,377,851,261	$2,432,610,055	2.3%
Paid Accommodations	$1,695,517,048	$1,739,181,141	2.6%

Visitor Origin - Visitors Staying in Paid Accommodations

	%		Visitor Estimates	
	2017	2018	2017	2018
Florida	10%	11%	180,302	223,478
US	81%	87%	1,804,961	1,993,846
Canada	8%	4%	176,751	84,587
Germany	6%	5%	131,815	104,727
UK	2%	2%	46,435	36,252
Other International	4%	3%	80,886	73,846

First-Time/Repeat Visitors to Lee County

	2017	2018
First-time	27%	18%
Repeat	71%	80%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	71.6%	71.0%	-0.8%	$164.60	$166.57	1.2%	$117.79	$118.30	0.4%
Condo/Cottage/Vacation Home	70.0%	67.1%	-4.1%	$225.02	$208.16	-7.5%	$157.44	$139.71	-11.3%
RV Park/Campground	55.6%	56.8%	2.2%	$57.66	$54.49	-5.5%	$32.04	$30.95	-3.4%
AVERAGE	**67.1%**	**66.3%**	**-1.2%**	**$154.42**	**$148.70**	**-3.7%**	**$103.64**	**$98.62**	**-4.8%**

Visitor Profile Analysis

Summer 2018

A total of 872 interviews were conducted with visitors in Lee County during the summer months of July, August, and September 2018. A total sample of this size is considered accurate to plus or minus 3.3 percentage points at the 95% confidence level.

*A total of 598 interviews were conducted with visitors in Lee County during the summer months of July and August 2017. **Due to Hurricane Irma, visitor interviewing was not conducted during the month of September 2017**. **This is the reason for the smaller number of interviews collected during the summer 2017 season.** A total sample of this size is considered accurate to plus or minus 4.0 percentage points at the 95% confidence level.*

Travel Planning

Summer Season	Chose Lee County for Trip		Made Lodging Reservations*	
	2017	2018	2017	2018
	A	B	A	B
Total Respondents	**598**	**872**	**367***	**575**
Less than 3 months (NET)	35%	32%	38% b	31%
<1 month	9%	9%	9%	8%
1 month - <2 months	14%	13%	14%	12%
2 months - <3 months	13%	11%	16%	12%
3 months or more (NET)	58%	62%	54%	59%
3 months - <6 months	26%	30%	34%	32%
6 months - <1 year	21%	23%	17%	21%
A year or more	11%	9%	3%	6%
No Lodging Reservations Made	--	--	5%	5%
No Answer	6%	6%	3%	5%

Q4: When did you choose Lee County for this trip?
Q5: When did you make lodging reservations for this trip?

Summer 2018 Travel Planning

■ Chose Lee County for trip ■ Made lodging reservations*
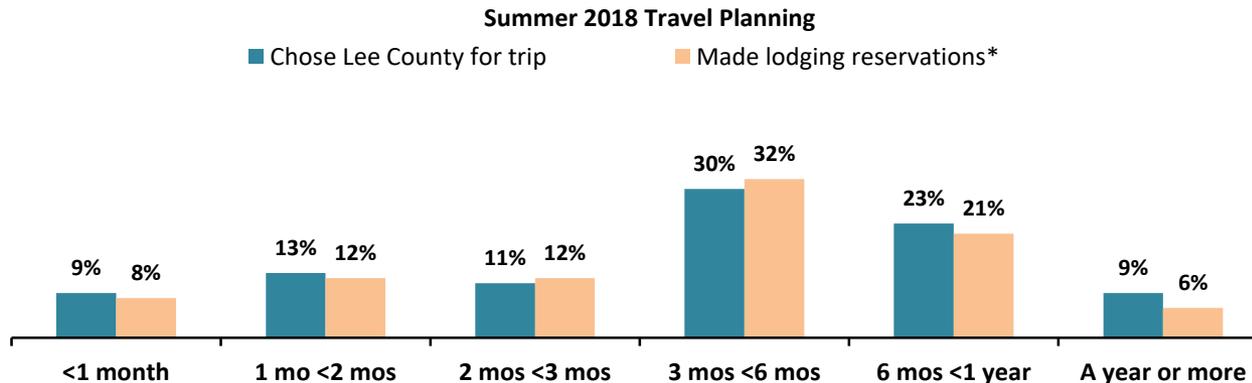
* Base: Among those staying in paid accommodations

Travel Planning

Considered Other Destinations*

Summer Season	2018
Total Respondents	**872**
Yes	17%
No	81%
No Answer	2%

Q6: When you were planning this trip, did you consider any destinations other than Lee County?

This question was added in January 2018, so prior year (2017) data is not available.

Travel Websites Visited

	2017	2018
Summer Season	**A**	**B**
Total Respondents	**581**	**872**
Visited web sites (net)	87% b	79%
Airline websites	42%	37%
Hotel websites	26%	25%
Search Engines	29% b	23%
Booking websites	25%	22%
Trip Advisor	24%	20%
Vacation rental websites	25% b	15%
Airbnb, HomeAway, or similar website	--	12%
www.FortMyers-Sanibel.com	10%	10%
Facebook	9%	8%
Visit Florida	7%	8%
Other	12%	10%
None/Didn't visit websites	12%	17%
No Answer	2%	4%

Q7: While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

Travel Planning

Travel Information Requested		
	2017	**2018**
Summer Season	**A**	**B**
Total Respondents	**598**	**872**
Requested information (NET)	18%	15%
Call hotel/motel/condo	4%	5%
Visitor Guide	3%	2%
E-Newsletter	1%	2%
Call local Chamber of Commerce	1%	<1%
Call VCB	1%	1%
Other	10% b	7%
None/Did not request information	63%	83%
No Answer	5%	2%

Q8: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions		
	2017	**2018**
Summer Season	**A**	**B**
Total Respondents	**598**	**872**
Yes	40%	41%
No	40%	40%
Can't Recall	19%	19%
No Answer	1%	1%

Q9: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Recall of Lee County Promotions

■2017 ■2018

	Yes	No	Can't Recall
2017	40%	40%	19%
2018	41%	40%	19%

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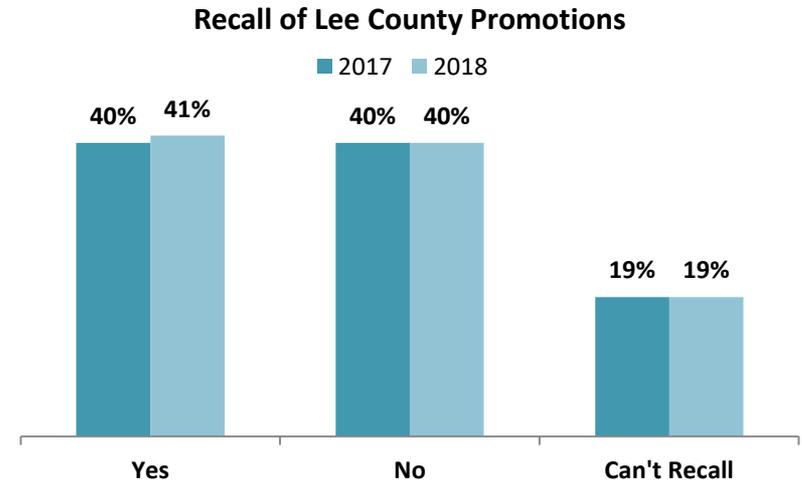
Travel Planning

Travel Decision Influences*		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Peaceful/Relaxing	87% b	80%
White sandy beaches	81% b	77%
Warm weather	74%	75%
A safe destination	79% b	74%
Clean, unspoiled environment	75% b	70%
Convenient location	73% b	67%
Overall value for the money	69% b	64%
A "family" atmosphere	63%	60%
Plenty to see and do	61%	60%
Reasonably priced lodging	58%	54%

Q10: 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)*

Top Travel Decisions Influences*

Summer 2018

15
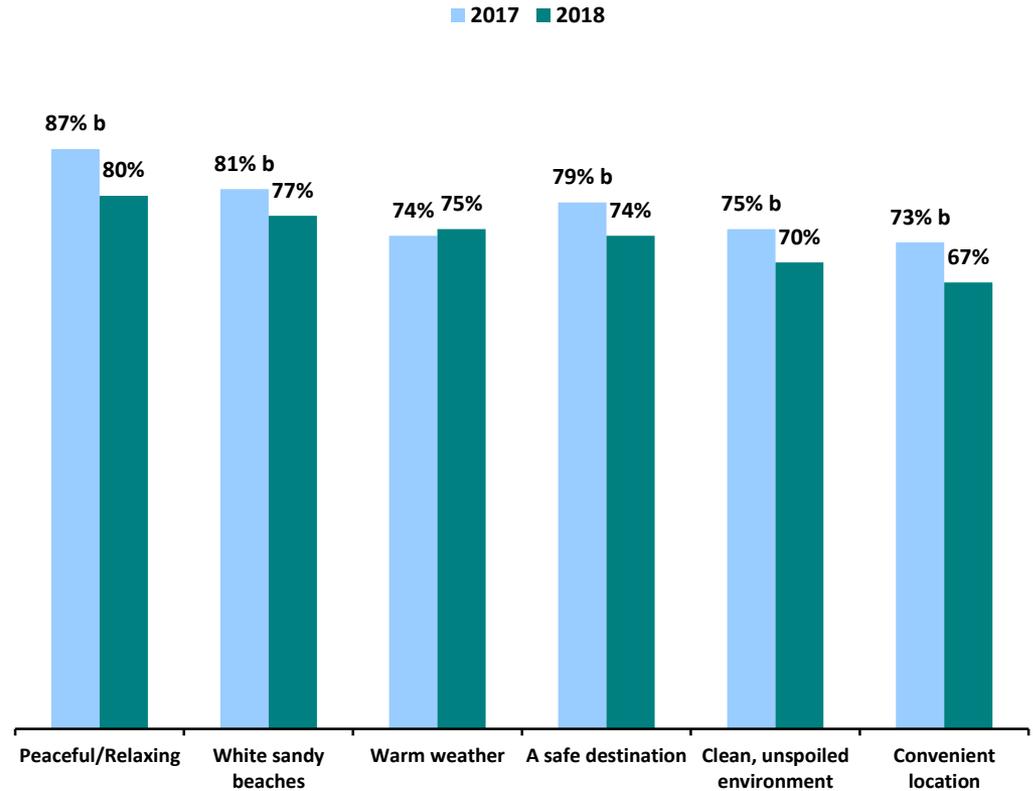
Trip Profile

Mode of Transportation

Summer Season	2017	2018
	A	B
Total Respondents	598	872
Fly	69%	72%
Drive a personal vehicle	25%	24%
Drive a rental vehicle	5% b	3%
Drive an RV	<1%	<1%
Other/No Answer	1%	1%

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

Frequency of Using SWFL Int'l (Past Year)

Summer Season	2017	2018
	A	B
Total Respondents	598	872
One or more trips	55% b	47%
1 trip	34% b	26%
2 to 3 trips	15%	14%
4 to 5 trips	3%	5% a
6 or more trips	4%	2%
None/No Answer	45%	53% a

Q3: 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

Summer Season	2017	2018
	A	B
Respondents who flew	411	629
SW Florida Int'l (Fort Myers)	78%	73%
Punta Gorda	7%	9%
Miami Int'l	4%	6%
Ft. Lauderdale Int'l	3%	4%
Orlando Int'l	5%	3%
Tampa Int'l	2%	3%
Other	<1%	1%
No Answer	1%	2%

Q2: At which Florida airport did you land?

Trip Profile

Trip Length Mean # of Nights		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	598	872
# of Nights Intend to Stay	8.4	8.3
# of Nights Already Spent	5.4	5.5

Q12: How many nights in total do you intend to stay in either this town or city or in the immediate surrounding area on this trip?
Q13: How many nights have you already spent in this area on this trip?

Trip Length (mean # of days)

■ 2017   ■ 2018

Intend to Spend	Already Spent
8.4 8.3	5.4 5.5
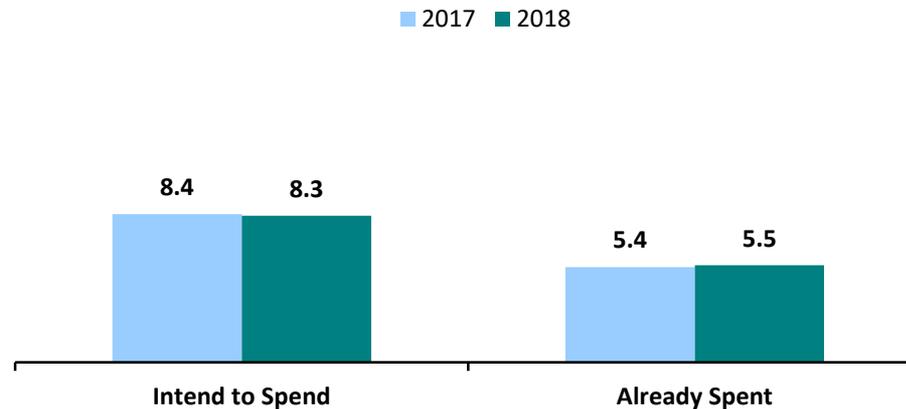
Trip Profile

Reason(s) for Visit		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
A Vacation	85% b	78%
Visiting Friends/Relatives	30%	29%
Sporting Event(s)	2%	10% a
Personal Business	1%	2%
Other Business Trip	1%	1%
Meeting/Conference/ Convention/Trade Show	<1%	1%
Other/No Answer (NET)	1%	4%

Q11: Did you come to our area for…(Please mark all that apply.)

Reason for Visit
■ 2017 ■ 2018

85% b — 78% — A Vacation
30% — 29% — Visiting Friends / Relatives
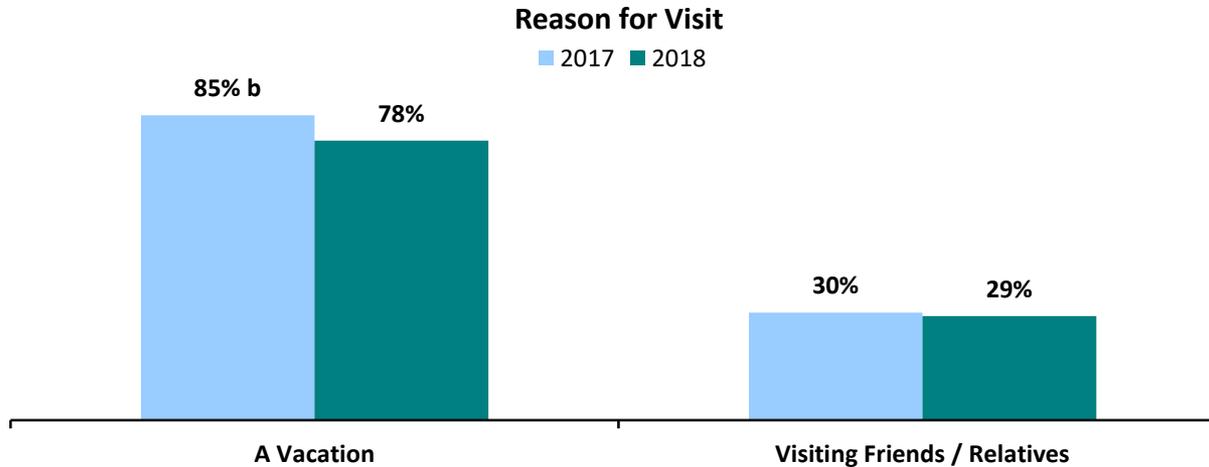
Trip Profile

First Time Visitors to Lee County

Summer Season	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	**598**	**872**	**56***	**102**	**326**	**631**	**99**	**120**
First-time visitor	29% b	19%	9%	14%	27%	18%	46%	24%
Repeat visitor	70%	79% a	87%	84%	73%	79%	52%	74%
No Answer	1%	2%	4%	2%	<1%	2%	2%	2%

Q15: Is this your first visit to Lee County?
*Note: Small sample size. (N<70) Please interpret results with caution.*

First Time Visitors to Florida

Summer Season	2017	2018
Total Respondents	**598**	**872**
	A	B
Yes, first-time visitor	10% b	4%
No	79%	81%
No answer	1%	3%
*FL Residents**	9%	12%

Q14: Is this your first visit to Florida?
Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are <u>not</u> asked this question .

First Time Visitors
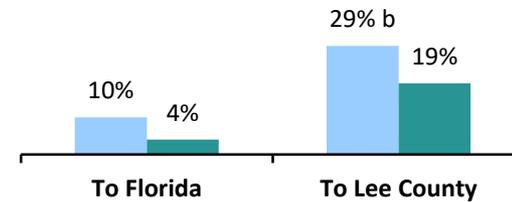
Previous Visits in Five Years

Summer Season	Mean # of Visits to Lee County	
	2017	2018
	A	B
Base: Repeat Visitors	**419**	**689**
Number of visits	5.5	6.3

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

Trip Profile

Type of Accommodations Used			
Summer Season		**2017**	**2018**
		A	**B**
Total respondents staying in paid accommodations		**367**	**351**
<u>**Hotel/Motel/Resort/B&B (NET)**</u>		<u>**58%**</u>	<u>**61%**</u>
At a hotel/motel/historic inn		33%	45% a
At a resort		24% b	14%
At a Bed and Breakfast		1%	2%
Condo/Cottage/Vacation Home/Timeshare (NET)		**41%**	**38%**
RV Park/Campground (NET)		**1%**	**1%**

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

Type of Accommodations Used

■ 2017 ■ 2018

Hotel/Motel/Resort/B&B: 58% / 61%
Condo/Cottage/Vacation Home/Timeshare: 41% / 38%
RV Park/Campground: 1% / 1%
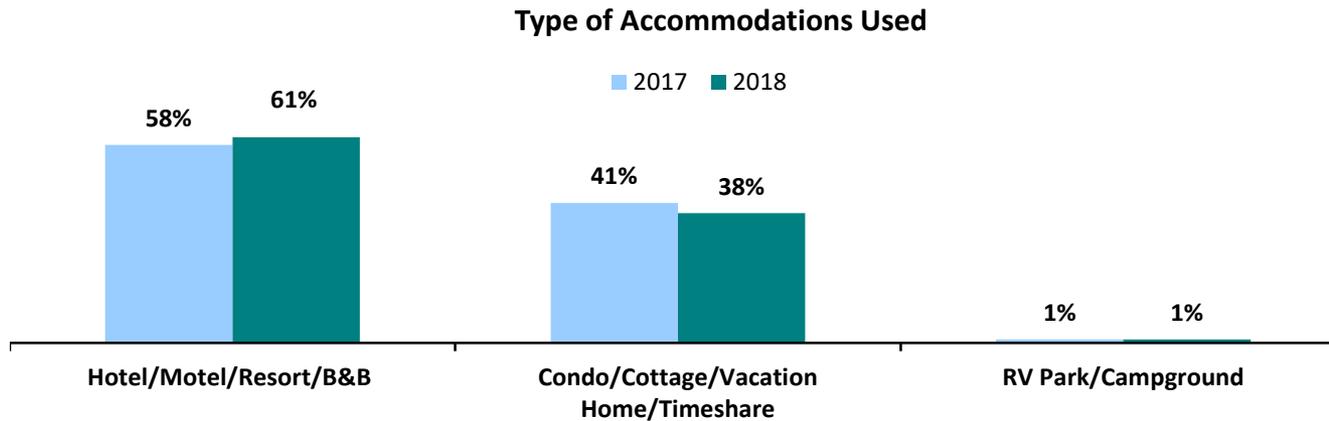
Trip Profile

Community Staying In		
Summer Season	2017	2018
	A	B
Total respondents	598	872
Sanibel Island	28% b	22%
Fort Myers	13%	19% a
Fort Myers Beach	22% b	17%
Cape Coral	12%	14%
Estero	4%	5%
Bonita Springs	5%	4%
Captiva Island	3%	3%
North Fort Myers	2%	2%
Lehigh Acres	1%	1%
Boca Grande / outer islands	<1%	<1%
Pine Island	--	<1%
None/not staying overnight	4%	4%
No Answer	9%	9%

Q31. In which community are you spending the most nights for your accommodations during this visit in the Fort Myers/Sanibel area?

Community Staying In				
Summer Season	2017		2018	
Accommodations:	Paid	Unpaid	Paid	Unpaid
	A	B	C	D
Total respondents	367	212	575	277
Sanibel Island	37% b	14%	27% d	10%
Fort Myers	7%	23% a	17%	23%
Fort Myers Beach	28% b	12%	19% d	13%
Cape Coral	8%	17% a	13%	16%
Estero	3%	4%	3%	8% c
Bonita Springs	3%	8% a	3%	5%
Captiva Island	4%	1%	3% d	1%
North Fort Myers	1%	2%	1%	3%
Lehigh Acres	<1%	3% a	<1%	1%
Boca Grande / outer islands	--	1%	<1%	1%
Pine Island	--	--	<1%	--
None/not staying overnight	1%	3%	3%	5%
No Answer	7%	10%	8%	13% c

Trip Profile

Quality of Accommodations		
Summer Season	**2017**	**2018**
	A	**B**
Total respondents staying in paid accommodations	**367**	**575**
Far exceeded/Exceeded expectations	41%	40%
Met your expectations	51%	54%
Did not meet/Far below expectations	4%	2%
No Answer	4%	4%

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**	
Summer Season	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total respondents staying in paid accommodations	**130**	**117**	**232**	**442**	**285**	**479**	**74**	**82**
Far exceeded/Exceeded expectations	41%	44%	42%	40%	41%	40%	44%	44%
Met your expectations	50%	53%	52%	54%	52%	54%	48%	51%
Did not meet/Far below expectations	5%	2%	3%	2%	4%	2%	3%	--
No Answer	5%	<1%	3%	4%	3%	3%	5%	6%

Trip Activities

Activities Enjoyed		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Beaches	95% b	87%
Dining Out	69%	68%
Relaxing	72% b	62%
Swimming	67% b	59%
Shopping	53%	55%
Shelling	39% b	32%
Sightseeing	28%	32%
Visiting Friends/Relatives	27%	27%
Attractions	16%	22% a
Watching Wildlife	25%	21%
Bicycle Riding	17%	19%
Boating	15%	15%
Photography	20% b	14%
Bars /Nightlife	11%	14%
Exercise / Working Out	15%	13%
Golfing	11%	12%
Fishing	14%	11%
Sporting Event	3%	10% a
Kayaking / Canoeing	12% b	8%
Birdwatching	13% b	7%
Miniature Golf	9% b	6%
Parasailing /Jet Skiing	7%	5%
Guided Tour	6%	5%
Cultural Events	3%	4%
Scuba Diving /Snorkeling	4%	3%
Tennis	3%	2%
Other	2%	2%
No Answer	1%	2%

Top Activities Enjoyed
■ 2017 ■ 2018

	Beaches	Dining Out	Relaxing	Swimming	Shopping
2017	95% b	69%	72% b	67% b	53%
2018	87%	68%	62%	59%	55%

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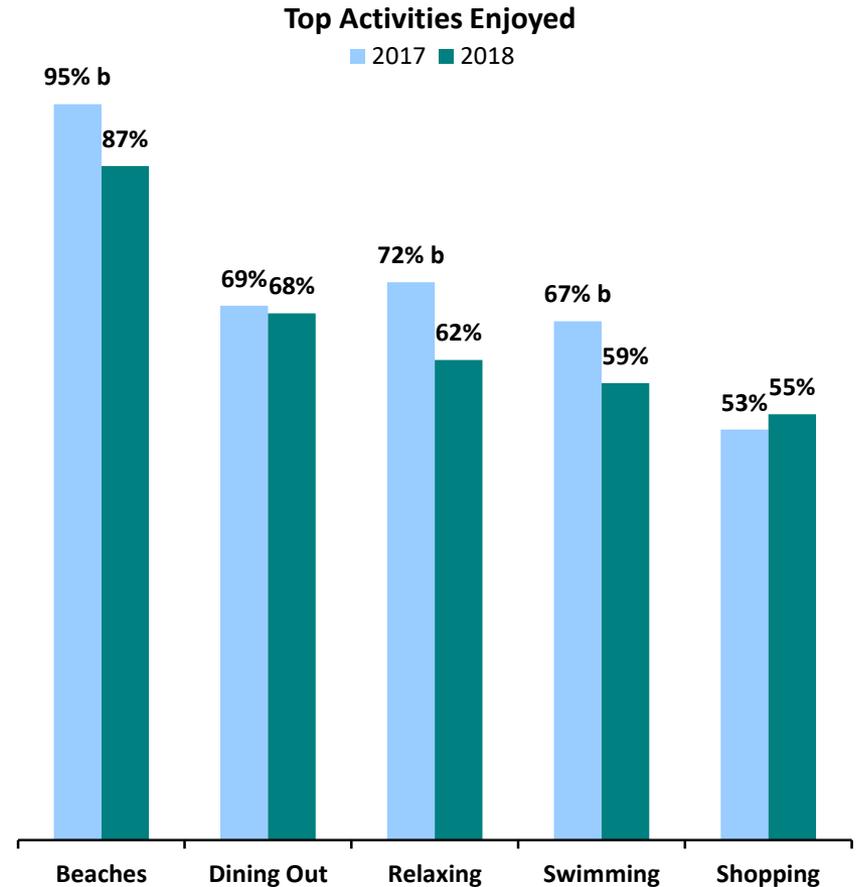
Trip Activities

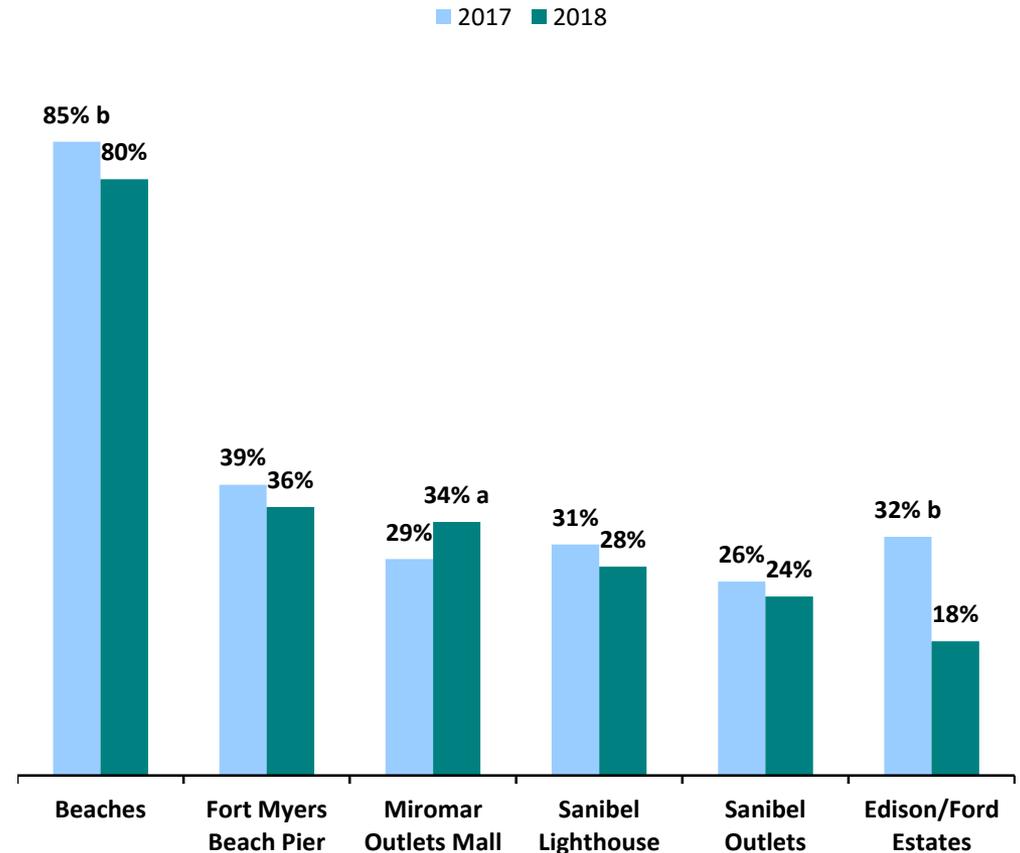| Attractions Visited		
Summer Season	2017	2018
	A	B
Total Respondents	**598**	**872**
Beaches	85% b	80%
Fort Myers Beach Pier	39%	36%
Miromar Outlets Mall	29%	34% a
Sanibel Lighthouse	31%	28%
Sanibel Outlets	26%	24%
Edison/Ford Estates	32% b	18%
Gulf Coast Town Center	8%	11%
Bell Tower Shops	8%	11%
Periwinkle Place	15% b	10%
Coconut Point Mall	11%	10%
Ding Darling National Wildlife Refuge	15% b	9%
Shell Factory and Nature Park	10% b	6%
Manatee Park	4%	3%
Bailey-Matthews Shell Museum	4% b	2%
Broadway Palm Dinner Theater	1%	1%
Barbara B. Mann Perfoming Arts Hall	<1%	1%
Edison Mall	7%	--
Babcock Wilderness Adventures	1%	--
Other	5%	4%
None/No Answer (NET)	5%	9%

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

Top Attractions Visited

■ 2017 ■ 2018

Beaches: 85% b (2017), 80% (2018)
Fort Myers Beach Pier: 39% (2017), 36% (2018)
Miromar Outlets Mall: 29% (2017), 34% a (2018)
Sanibel Lighthouse: 31% (2017), 28% (2018)
Sanibel Outlets: 26% (2017), 24% (2018)
Edison/Ford Estates: 32% b (2017), 18% (2018)

Trip Activities

Day Trips Outside Lee County		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Any day trips (NET)	45%	44%
Naples	25%	30%
Everglades	11%	10%
Key West	7%	8%
Sarasota	7%	7%
Other	14%	11%
No day trips	50%	47%
No Answer	5%	9% a

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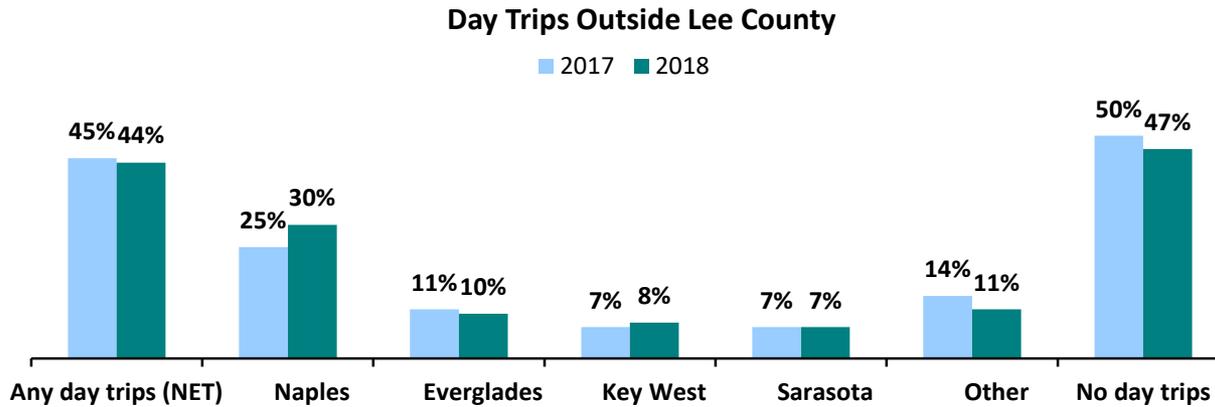
Day Trips Outside Lee County

■ 2017 ■ 2018

Lee County Experience

Satisfaction with Visit

Summer Season	Total Respondents	
	2017	2018
	A	B
Total Respondents	598	872
Very Satisfied/Satisfied	94% b	89%
Very Satisfied	53% b	46%
Satisfied	41%	43%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	<1%	2% a
Don't know/no answer	4%	7% a
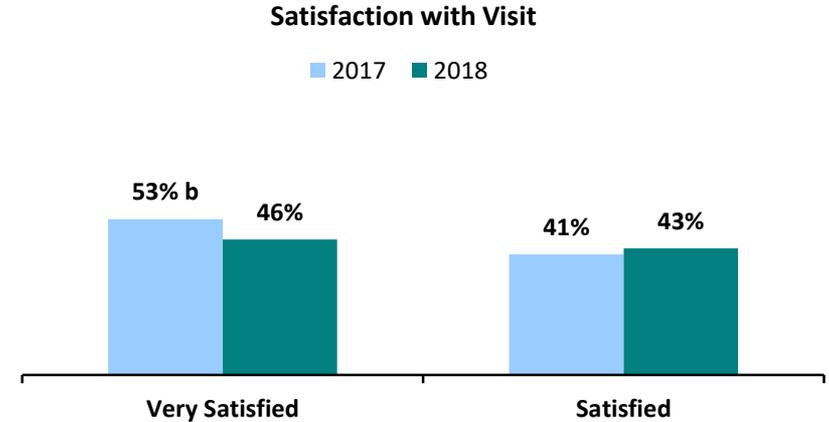
Q28: How satisfied are you with your stay in Lee County?

Satisfaction with Visit

■ 2017　■ 2018

	Very Satisfied	Satisfied
2017	53% b	41%
2018	46%	43%

Satisfaction Ratings by Subgroup

Summer Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	172	162	419	689	487	733	99	120
Very Satisfied/Satisfied	90%	89%	96% b	89%	95% b	89%	94%	92%
Very Satisfied	38%	47%	60% b	46%	55% b	44%	49%	59%
Satisfied	51%	43%	37%	42%	40%	45%	45%	33%

Lee County Experience

Satisfaction with Customer Service*

Summer Season	2018
Total Respondents	872
Very Satisfied/Satisfied	86%
Very Satisfied	38%
Satisfied	49%
Neither	3%
Dissatisfied/Very Dissatisfied	<1%
Don't know/no answer	10%
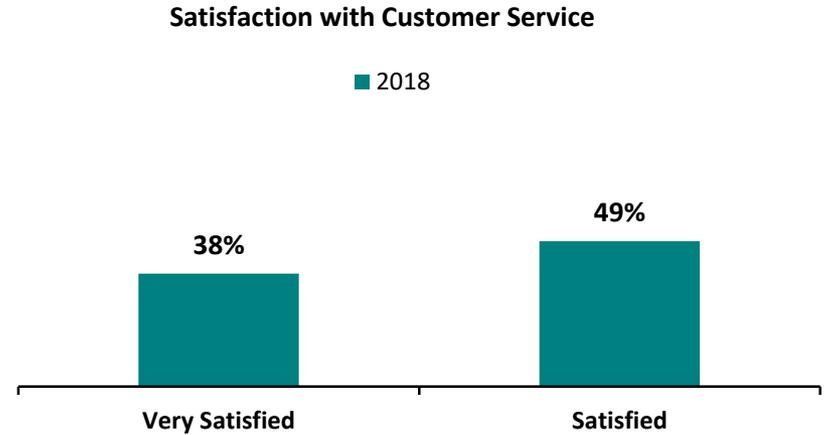
Q29: How satisfied are you with the customer service you received while visiting Lee County?
*This question was added in January 2018, so prior year (2017) data is not available.

Satisfaction with Customer Service

Ratings by Subgroup

	First-Timers	Repeaters	U.S. Residents	International Residents
Summer Season	2018	2018	2018	2018
Total Respondents	162	689	733	120
Very Satisfied/Satisfied	84%	87%	87%	86%
Very Satisfied	34%	39%	38%	39%
Satisfied	50%	48%	49%	47%

Future Plans

Likelihood to Recommend/Return to Lee County

Summer Season	2017	2018
	A	B
Total Respondents	**598**	**872**
Likely to Recommend Lee County	87% b	82%
Likely to Return to Lee County	89%	86%
Base: Total Respondents Planning to Return	**535**	**751**
Likely to Return Next Year	55%	52%

Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q32: Will you come back to Lee County?
Q32_1: Will you come back next year?

Likelihood to Recommend/Return to Lee County by Subgroup

	First-Timers		Repeaters		U.S. Residents		International Residents	
Summer Season	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	**172**	**162**	**419**	**689**	**487**	**733**	**99**	**120**
Likely to Recommend Lee County	80%	78%	91% b	83%	88% b	81%	90%	91%
Likely to Return to Lee County	71%	71%	97% b	90%	91% b	87%	83%	81%
Base: Total Respondents Planning to Return	**123**	**115**	**405**	**619**	**442**	**641**	**82**	**96**
Likely to Return Next Year	23%	39% a	66% b	55%	58%	53%	42%	53%

Trip Experience

Least Liked Features		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Red Tide	3%	44% a
Water quality	10%	29% a
Beach seaweed	19%	19%
Insects	22% b	13%
Weather	16% b	10%
Traffic	11%	9%
High prices	11% b	7%
Lack of nightlife	6%	5%
Quality of accommodations	3%	3%
Other	4%	4%
Nothing/No Answer (NET)	36% b	24%

Q30: During this specific visit, which features have you liked **LEAST** about our area?
(*Please mark ALL that apply.*)

Least Liked Features

■ 2017 ■ 2018

Red Tide 3% / 44% a · Water quality 10% / 29% a · Beach seaweed 19% / 19% · Insects 22% b / 13% · Weather 16% b / 10% · Traffic 11% / 9% · High prices 11% b / 7% · Lack of nightlife 6% / 5% · Quality of accommodations 3% / 3% · Other 4% / 4%
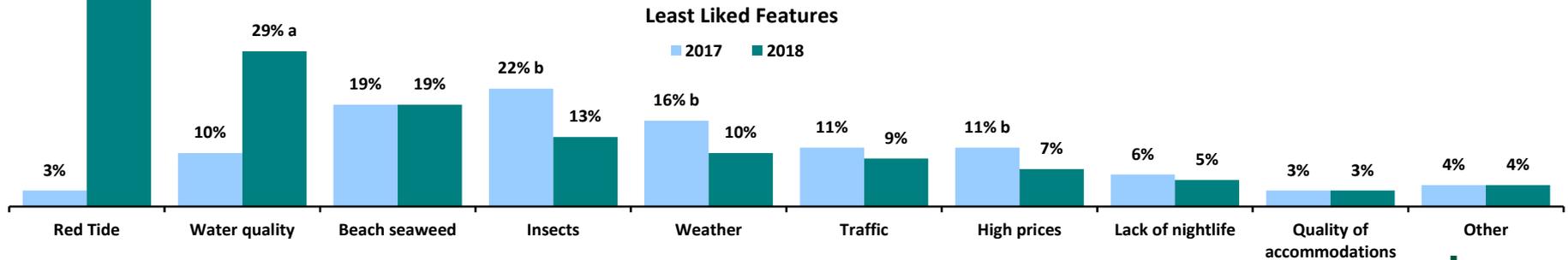
Trip Experience

Perception of Lee County as Expensive		
Summer Season	2017	2018
	A	B
Total Respondents	598	872
More Expensive	12%	9%
Less Expensive	4%	5%
As Expected	79%	77%
Don't know/No Answer (NET)	5%	10% a

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

Perception of Lee County as Expensive
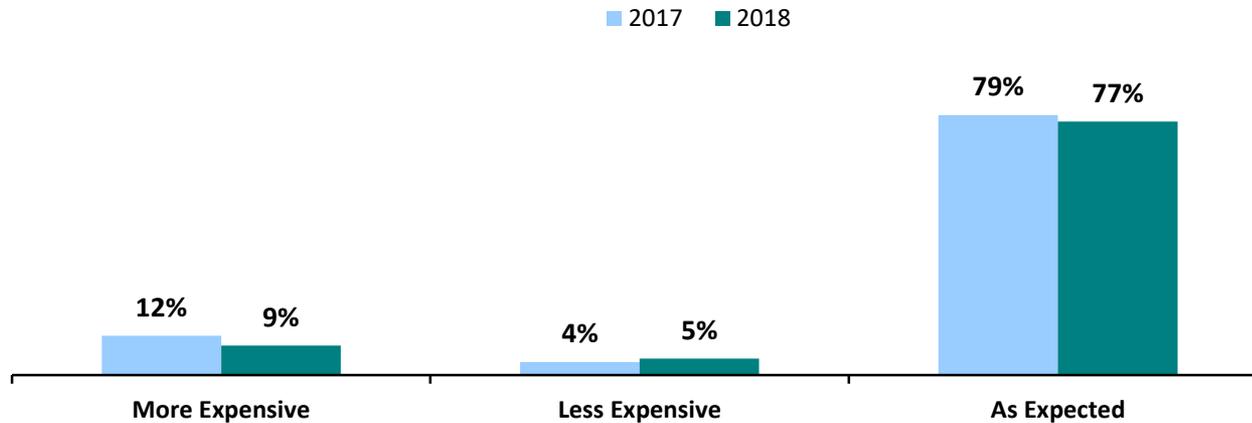
■ 2017 ■ 2018

Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Age of respondent (mean)	47.9	49.0
Annual household income (mean)	$102,210	$105,050
<u>Marital Status</u>		
Married	68%	72%
Single	17%	14%
Other	12%	9%

Q35: What is your age, please?
Q37: What is your total annual household income before taxes?
Q34. Are you: Married/Single/Other

Travel Party		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
Family	49% b	43%
Couple	29%	35% a
Group of couples/friends	10%	8%
Single	8%	8%
Mean travel party size	3.5	3.4
Mean adults in travel party	2.7	2.8

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

Travel Parties with Children		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**598**	**872**
<u>Traveling with any Children (net)</u>	<u>36%</u>	<u>35%</u>
Any younger than 6	10%	9%
Any ages 6-11	15% b	11%
Any 12-17 years old	23%	24%
No Children	64%	65%

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

Visitor Origin and Visitation Estimates

Total Visitation

Summer Season	%		Visitor Estimates		% Change
	2017	2018	2017	2018	
Paid Accommodations	66%	65%	659,272	638,485	-3.2%
Friends/Relatives	34%	35%	346,506	343,275	-0.9%
Total Visitation			**1,005,778**	**981,760**	**-2.4%**

Visitors Staying in Paid Accommodations

Summer Season	%		Visitor Estimates		Direction Of Change
	2017	2018	2017	2018	
Country of Origin					
United States	80%	85%	524,839	545,159	+
Germany	9%	6%	58,929	36,420	-
UK	2%	3%	14,732	18,210	+
Canada	2%	1%	14,732	6,829	-
Scandinavia	2%	1%	14,732	7,967	-
France	1%	--	5,525	--	-
Latin America	<1%	1%	1,842	3,414	+
Other International	<1%	3%	1,842	20,486	+

Summer 2018 Top DMAs (Paid Accommodations)

Tampa-Saint Petersburg (Sarasota)	9%	50,252
New York	7%	36,547
Miami-Fort Lauderdale	6%	31,979
Chicago	5%	28,933
Atlanta	5%	28,933
Boston	5%	25,887
Cincinnati	4%	19,796
West Palm Beach-Fort Pierce	3%	18,273
St. Louis	3%	18,273
Indianapolis	3%	16,751

U.S. Region of Origin	2017	2018	2017	2018	Direction of Change
Florida	19%	23%	102,118	127,914	+
South (including Florida)	42%	46%	218,485	248,215	+
Midwest	37%	32%	194,737	175,121	-
Northeast	17%	19%	90,244	103,550	+
West	4%	3%	21,374	18,273	-

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Occupancy Data Analysis
Summer 2018

For the 2018 summer season, property managers were interviewed in October 2018 to provide data for each specific month of the season (July, August, and September 2018).

For the 2017 summer season, property managers were interviewed in October 2017 to provide data for each specific month of the season (July, August, and September 2017).
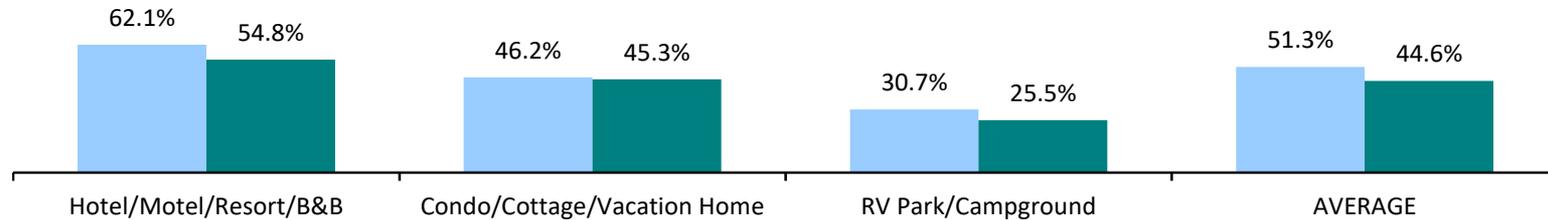
Occupancy/Daily Rates

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	62.1%	54.8%	-11.8%	$123.55	$119.44	-3.3%	$76.74	$65.42	-14.8%
Condo/Cottage/Vacation Home	46.2%	45.3%	-1.9%	$176.92	$166.74	-5.8%	$81.80	$75.46	-7.8%
RV Park/Campground	30.7%	25.5%	-16.9%	$41.78	$44.18	5.7%	$12.81	$11.28	-11.9%
AVERAGE	**51.3%**	**44.6%**	**-13.1%**	**$121.28**	**$116.60**	**-3.9%**	**$62.26**	**$52.05**	**-16.4%**

Q16: What was your overall average occupancy rate for the month of [July/August/September]?
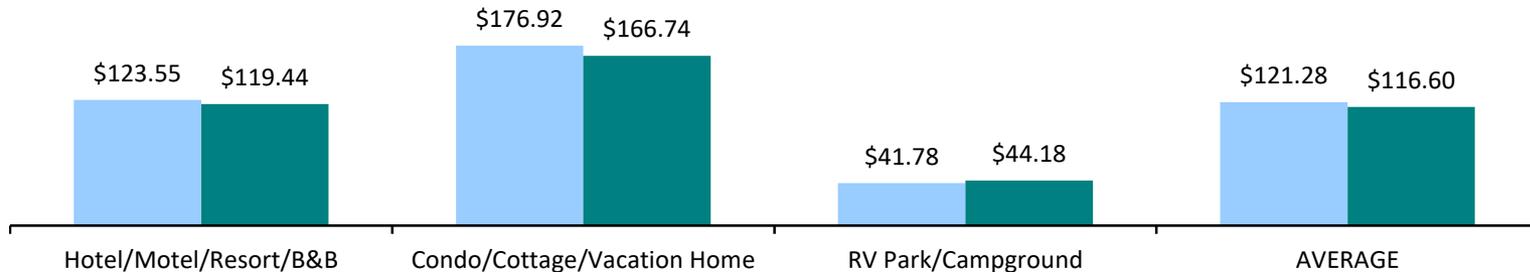Q17: What was your average daily rate (ADR) in [July/August/September]?


Average Occupancy Rate

Average Daily Rate

Room/Unit/Site Nights

Summer Season	Occupied Room Nights			Available Room Nights		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	630,761	580,805	-7.9%	1,015,455	1,060,395	4.4%
Condo/Cottage/Vacation Home	167,294	179,399	7.2%	361,801	396,416	9.6%
RV Park/Campground	135,022	146,946	8.8%	440,521	575,368	30.6%
Total	933,077	907,150	-2.8%	1,817,777	2,032,179	11.8%

Occupied Room Nights

■ 2017 ■ 2018

- Hotel/Motel/Resort/B&B: 630,761 / 580,805
- Condo/Cottage/Vacation Home: 167,294 / 179,399
- RV Park/Campground: 135,022 / 146,946

Available Room Nights

■ 2017 ■ 2018

- Hotel/Motel/Resort/B&B: 1,015,455 / 1,060,395
- Condo/Cottage/Vacation Home: 361,801 / 396,416
- RV Park/Campground: 440,521 / 575,368
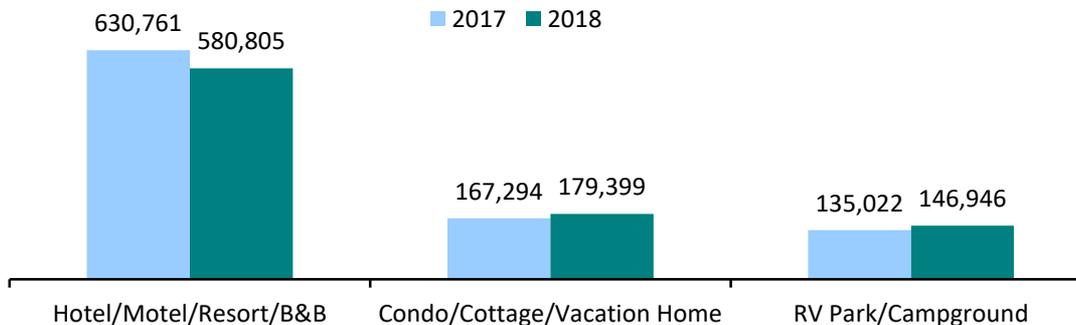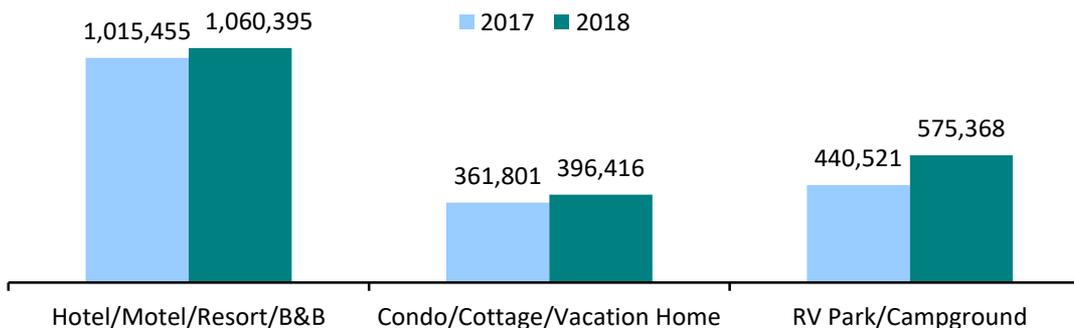
Average Party Size and Length of Stay

Summer Season	Average Party Size			Average Length of Stay		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	2.4	2.3	-3.8%	3.0	2.6	-10.8%
Condo/Cottage/Vacation Home	4.1	3.9	-7.0%	6.1	7.0	14.5%
RV Park/Campground	2.4	2.2	-6.0%	8.9	9.7	8.8%
Average	**2.7**	**2.6**	**-4.1%**	**3.8**	**3.7**	**-3.7%**

Q18: What was your average number of guests per room/site/unit in [July/August/September]?
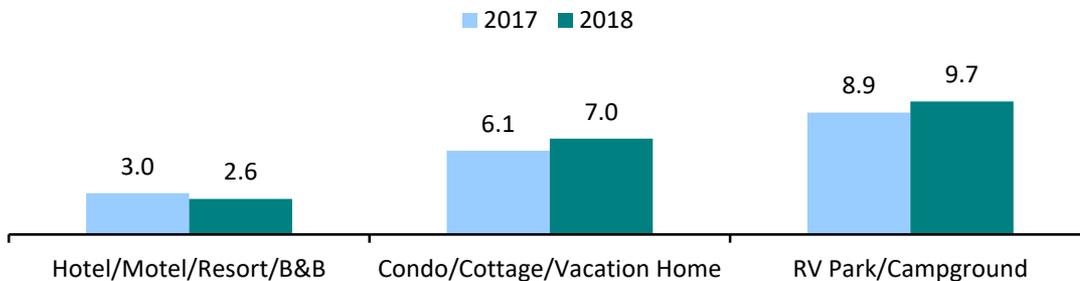Q19: What was the average length of stay (in nights) of your guests in [July/August/September]?

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

Average Party Size

■ 2017   ■ 2018

| Hotel/Motel/Resort/B&B | Condo/Cottage/Vacation Home | RV Park/Campground |
| 2.4 2.3 | 4.1 3.9 | 2.4 2.2 |

Average Length of Stay

■ 2017   ■ 2018

| Hotel/Motel/Resort/B&B | Condo/Cottage/Vacation Home | RV Park/Campground |
| 3.0 2.6 | 6.1 7.0 | 8.9 9.7 |
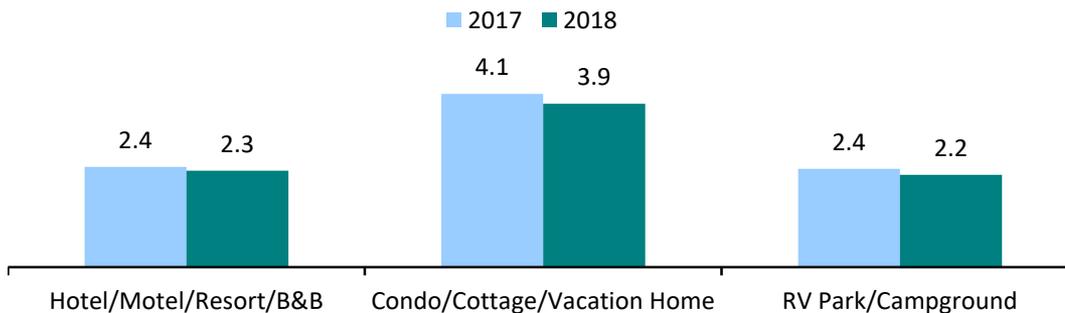
Lodging Management Estimates

| Guest Profile		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**95**	**123**
<u>Purpose of Visit</u>		
Leisure/Vacation	77%	72%
Business	8%	12%
Conference/meeting	4%	6%
Weddings/Social groups/Reunions (net)	4%	4%
Sport events	5%	3%
Tour and Travel Groups	2%	2%

Q22: What percent of your [July/August/September] room/site/unit occupancy do you estimate was generated by:

Purpose of Visit
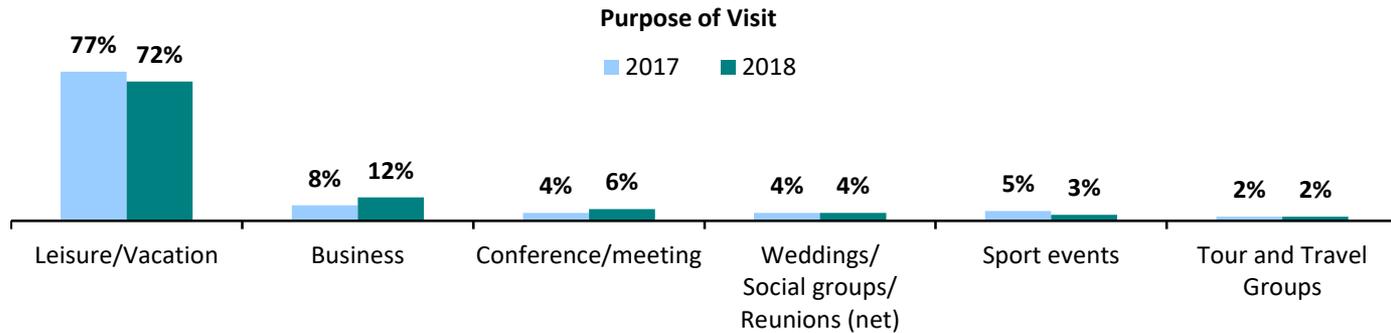
Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Summer Season	**2017**	**2018**
	A	**B**
Total Respondents	**103**	**136**
Up/Same (net)	63% b	34%
Up	22%	17%
Same	41% b	17%
Down	32%	62% a
No Answer	5%	4%

Q24: Compared to October, November, and December of [prior year], is your property's total level of reservations up, the same or down for October, November, and December of [current year]?
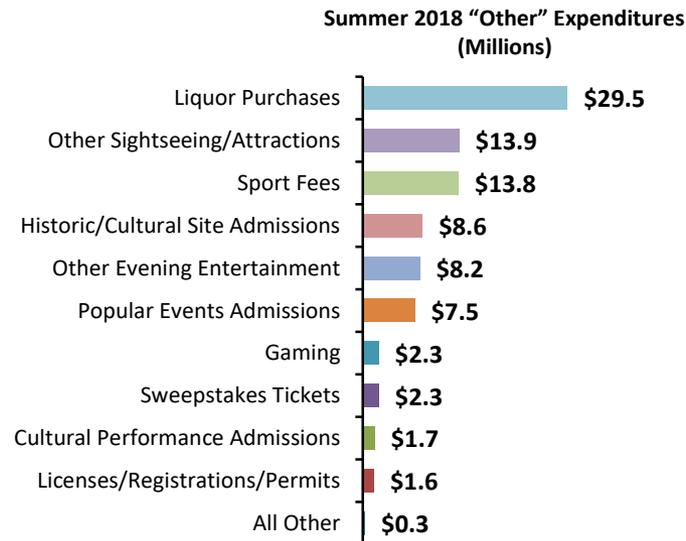
Level of Reservations for Next 3 Months
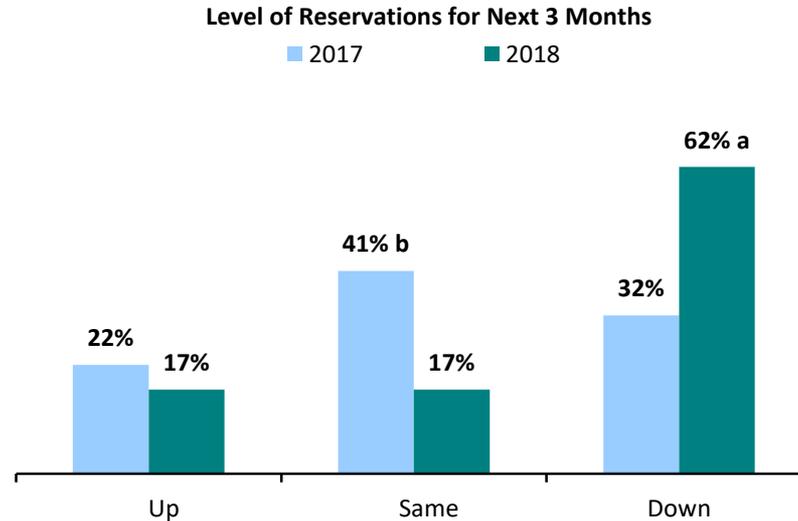
■ 2017 ■ 2018

Economic Impact Analysis

Summer 2018

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Summer Season	**2017**	**2018**	**% Change**
TOTAL	$502,483,234	$485,177,616	-3.4%
Food and Beverages	$131,697,129	$128,417,542	-2.5%
Shopping	$125,247,563	$120,304,844	-3.9%
Lodging Accommodations	$113,167,640	$105,777,361	-6.5%
Ground Transportation	$42,438,890	$41,004,530	-3.4%
Other	$89,932,012	$89,673,339	-0.3%

(Note: Other includes the categories detailed below.)

Summer 2018 "Other" Expenditures
(Millions)

Category	Value
Liquor Purchases	$29.5
Other Sightseeing/Attractions	$13.9
Sport Fees	$13.8
Historic/Cultural Site Admissions	$8.6
Other Evening Entertainment	$8.2
Popular Events Admissions	$7.5
Gaming	$2.3
Sweepstakes Tickets	$2.3
Cultural Performance Admissions	$1.7
Licenses/Registrations/Permits	$1.6
All Other	$0.3

(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)
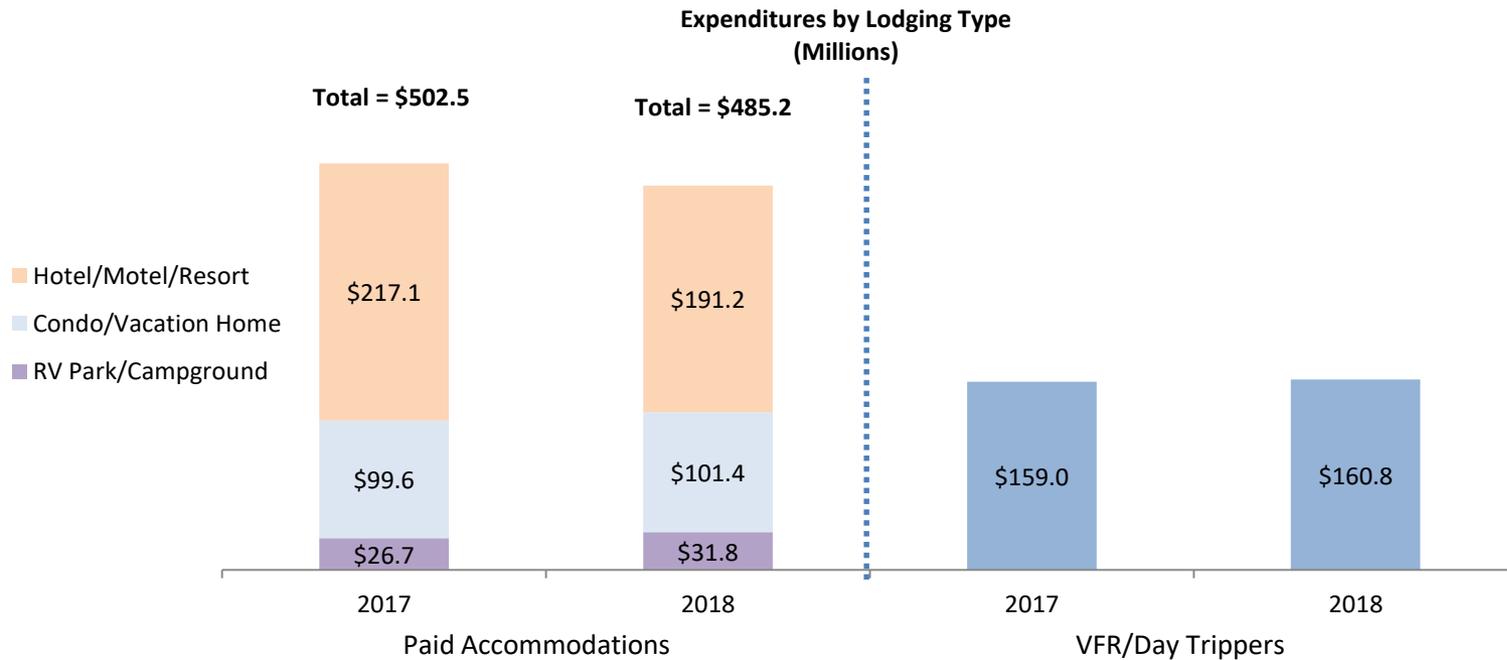
Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			**Visiting Friends and Relatives/Day Trippers**		
Summer Season	**2017**	**2018**	**% Change**	**2017**	**2018**	**% Change**
TOTAL	$343,461,668	$324,384,705	-5.6%	$159,021,566	$160,792,911	1.1%
Lodging Accommodations	$113,167,640	$105,777,361	-6.5%	$0	$0	-
Food and Beverages	$78,391,265	$74,469,871	-5.0%	$53,305,864	$53,947,671	1.2%
Shopping	$74,501,093	$69,306,193	-7.0%	$50,746,470	$50,998,651	0.5%
Ground Transportation	$26,663,270	$24,955,651	-6.4%	$15,775,620	$16,048,879	1.7%
Other	$50,738,400	$49,875,629	-1.7%	$39,193,612	$39,797,710	1.5%

"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					
Summer Season	2017	2018	% Change	2017	2018
TOTAL	$502,483,234	$485,177,616	-3.4%	100%	100%
Visiting Friends & Relatives/Day Trippers	$159,021,566	$160,792,911	1.1%	32%	33%
Paid Accommodations	$343,461,668	$324,384,705	-5.6%	68%	67%
Hotel/Motel/Resort/B&B	$217,134,500	$191,213,906	-11.9%	43%	39%
Condo/Cottage/Vacation Home	$99,642,239	$101,377,288	1.7%	20%	21%
RV Park/Campground	$26,684,929	$31,793,511	19.1%	5%	7%

Expenditures by Lodging Type
(Millions)

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 <u>direct</u> and <u>total</u> 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 <u>direct</u> and <u>indirect</u> impacts.

<u>Indirect</u> 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.
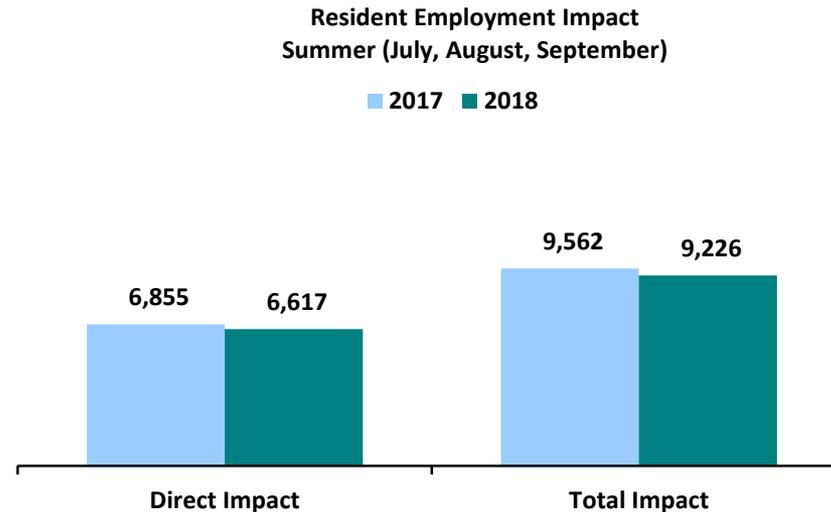
Impact on Jobs for Lee County Residents

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.).

Resident Employment Impact
Summer (July, August, September)

■ **2017** ■ **2018**

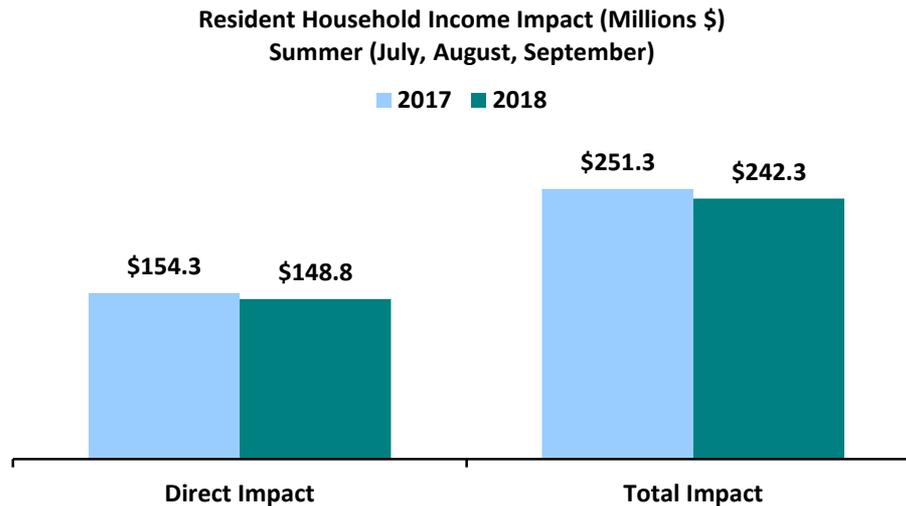|	2017	2018
Direct Impact	6,855	6,617
Total Impact	9,562	9,226

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.).

Resident Household Income Impact (Millions $)
Summer (July, August, September)

■ 2017 ■ 2018

	Direct Impact	Total Impact
2017	$154.3	$251.3
2018	$148.8	$242.3

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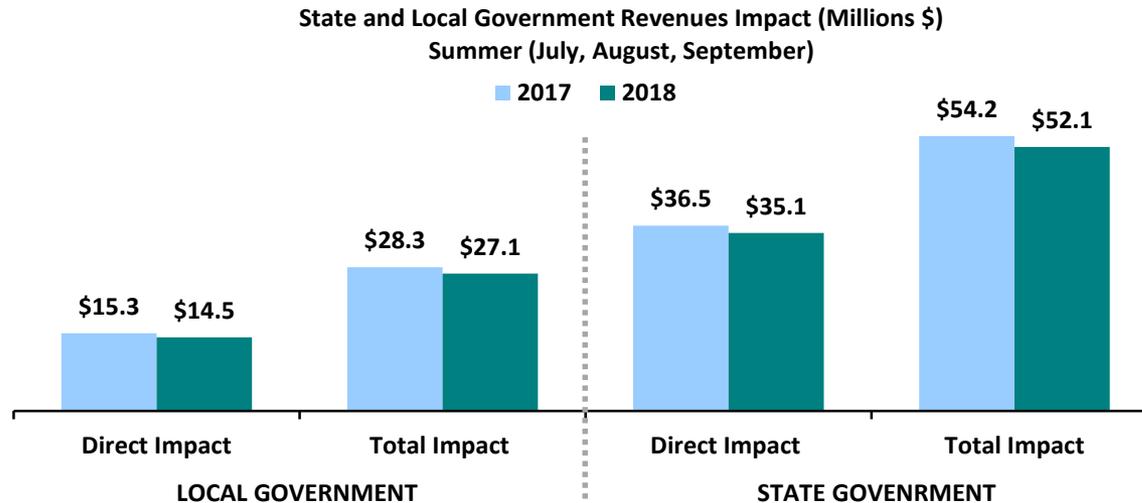
The gross government revenues accruing to governments as A result of producing the output purchased with visitor expenditures is the government revenue impact.

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).

State and Local Government Revenues Impact (Millions $)
Summer (July, August, September)

■ 2017 ■ 2018

	LOCAL GOVERNMENT		STATE GOVENRMENT	
	Direct Impact	Total Impact	Direct Impact	Total Impact
2017	$15.3	$28.3	$36.5	$54.2
2018	$14.5	$27.1	$35.1	$52.1

Appendix

Summer 2018

July 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Miromar Outlet	7/3/18	21
Sanibel	Sanibel Inn	7/6/18	11
Sanibel	Sanibel Moorings	7/6/18	8
Sanibel	Tortuga Beach Club	7/6/18	8
Sanibel	Song of the Sea	7/6/18	9
Fort Myers	RSW Airport	7/7/18	33
Bonita Springs	Bonita Beach	7/10/18	29
Fort Myers Beach	Estero Island Beach Club	7/13/18	8
Fort Myers Beach	Neptune Inn	7/13/18	8
Fort Myers Beach	Diamond Head Resort	7/13/18	9
Fort Myers	Edison Estates	7/17/18	22
Fort Myers	Jet Blue – baseball tournament	7/19/18	27
Fort Myers	RSW Airport	7/21/18	33
Sanibel	Lighthouse Beach	7/24/18	20
Sanibel	Pelican Roost	7/24/18	7
Sanibel	Holiday Inn Sanibel	7/24/18	10
Fort Myers Beach	Times Square	7/25/18	14
Fort Myers Beach	Bel-Air	7/25/18	6
Fort Myers Beach	Cane Palm Resort	7/25/18	7
Fort Myers Beach	Best Western	7/25/18	10
Fort Myers	Edison Estates	7/25/18	21
Total			**321**

August 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	8/4/18	26
Fort Myers Beach	The Pier	8/9/18	8
Fort Myers	Miromar Outlet	8/10/18	15
Fort Myers	RSW Airport	8/11/18	40
Fort Myers	Edison Estates	8/14/18	17
Sanibel	Lighthouse Beach	8/15/18	8
Sanibel	Sanibel Moorings	8/16/18	2
Sanibel	Sanibel Inn	8/16/18	3
Sanibel	Loggerhead Cay	8/16/18	4
Fort Myers	Miromar Outlet	8/17/18	16
Bonita Springs	Bonita Beach	8/17/18	10
Fort Myers Beach	Times Square	8/17/18	7
Fort Myers Beach	Best Western	8/23/18	2
Fort Myers Beach	Times Square	8/23/18	7
Sanibel	Lighthouse Beach	8/24/18	8
Sanibel	Sanibel Inn	8/24/18	4
Fort Myers	RSW Airport	8/25/18	30
Fort Myers	Edison Estates	8/28/18	12
Fort Myers Beach	The Pier	8/28/18	5
Fort Myers Beach	Estero Island Beach Club	8/28/18	4
Fort Myers Beach	Diamond Head Resort	8/28/18	5
Sanibel	Sanibel Surfside	8/29/18	2
Sanibel	Holiday Inn	8/29/18	2
Sanibel	Lighthouse Beach	8/29/18	7
Bonita Springs	Bonita Beach	8/30/18	10
Fort Myers	Perfect Game Baseball Tournament	8/31/18	10
Total			**264**

September 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Perfect Game Baseball Tournament	9/1/18	23
Fort Myers	Edison Estates	9/4/18	10
Fort Myers Beach	Best Western	9/5/18	7
Fort Myers Beach	Cane Palm	9/5/18	4
Fort Myers Beach	Bel Air	9/5/18	3
Sanibel	Sanibel Inn	9/7/18	4
Sanibel	Loggerhead Cay	9/7/18	4
Sanibel	Lighthouse Beach	9/7/18	6
Fort Myers	RSW Airport	9/8/18	26
Fort Myers Beach	Diamond Head Resort	9/11/18	5
Fort Myers Beach	Estero Island Beach Club	9/11/18	4
Fort Myers Beach	The Pier	9/11/18	8
Sanibel	Holiday Inn	9/13/18	4
Sanibel	Song of the Sea	9/13/18	3
Sanibel	Lighthouse Beach	9/13/18	4
Bonita Springs	Bonita Beach	9/14/18	12
Fort Myers Beach	Windward Passage	9/19/18	4
Fort Myers Beach	Times Square	9/19/18	5
Fort Myers Beach	Neptune Inn	9/19/18	3
Sanibel	Holiday Inn	9/21/18	1
Sanibel	Pelican Roost	9/21/18	3
Fort Myers	RSW Airport	9/22/18	30
Fort Myers	USA Softball tournament	9/22/18	25
Fort Myers Beach	Diamond Head Resort	9/25/18	7
Fort Myers Beach	Estero Island Beach Club	9/25/18	6
Fort Myers Beach	Bel Air	9/25/18	6
Fort Myers Beach	Best Western	9/25/18	6
Fort Myers	Edison Estates	9/26/18	9
Bonita Springs	Bonita Beach	9/27/18	15
Fort Myers	Miromar Outlet	9/28/18	16
Sanibel	Sanibel Inn	9/30/18	6
Sanibel	Sanibel Arms West	9/30/18	6
Sanibel	Sanibel Moorings	9/30/18	6
Sanibel	Lighthouse Beach	9/30/18	6
Total			**287**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of October 2018 to gather information about lodging activity during July, August, and September 2018. Information was provided by 147 Lee County lodging properties.
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Lodging Type	Summer 2018 Number of Interviews
Hotel/Motel/Resort/B&Bs	99
Condo/Cottage/Vacation Home/Timeshare	34
RV Park/Campground	14
Total	**147**