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

June 2010 Visitor Profile and Occupancy Analysis
August 13, 2010

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

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Executive Summary
June 2010

Throughout this report, statistically significant differences between percentages for 2009 and 2010 using a confidence level of 95% are noted by <>.

Executive Summary

Visitor Estimates

- Lee County hosted nearly 190,000 visitors staying in paid accommodations during the month of June 2010, and about 219,000 staying with friends or relatives while visiting, for a total of 408,298 visitors.

- Visitation among those staying in paid accommodations decreased -6.7% from June 2009 to June 2010. Visitation decreased among those staying with friends and relatives more significantly (-14.7%). As a result, total visitation was down (-11.2%) year-over-year for June. However, total visitation for the first half of 2010 was on par with the prior year (-0.3%).

- Three-quarters of June 2010 guests staying in paid accommodations were domestic visitors – about the same proportion as in June 2009 but representing fewer visitors overall. Germany, UK and Canada contributed the largest share of international visitors staying in paid accommodations (10%, 7%, and 2% respectively) during June 2010. All three international origin markets showed increases versus June 2009 visitors traveling from the same locations.

- About half of domestic visitors staying in paid accommodations during June 2010 were from the Midwest (46%) and nearly as many from the South (38%). The balance was from the Northeast (13%) and West (3%). The Tampa-St. Petersburg DMA drew the largest share of domestic visitors (10%) with Indianapolis (7%) New York (6%) and Miami (6%) coming in close behind.

Visitor Expenditures

- The average per person per day expenditure was $110.55 in June 2010 – a 8.3% decline from June 2009 ($120.55).

- Total visitor expenditures for June 2010 are estimated at $163 million, a 21.1% drop from $206 million in June. From June 2009 to June 2010, expenditures decreased 12.8% among those staying in paid accommodations and 28.3% among those staying with friends and relatives. For the first half of 2010, estimated total expenditures are down 10.0%.

Total June Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	44%	46%	203,443	189,717	-6.7%
Friends/Relatives	56%	54%	256,186	218,581	-14.7%
Total Visitation			*459,629*	*408,298*	*-11.2%*
June Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	81%	78%	163,747	148,102	-9.6%
Germany	8%	10%	16,540	19,584	18.4%
UK	4%	7%	8,270	12,240	48.0%
Canada	1%	2%	1,654	3,672	122.0%
BeNeLux	2%	1%	3,308	1,224	-63.0%
Ireland	1%	1%	1,654	1,224	-26.0%
Switzerland	--	1%	--	1,224	--
Scandinavia	2%	--	3,308	--	--
France	2%	--	4,962	--	--
Other	0%	1%	--	2,448	--
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	17%	19%	28,118	28,152	0.1%
South (including Florida)	38%	38%	62,852	56,303	-10.4%
Midwest	39%	46%	64,506	67,319	4.4%
Northeast	14%	13%	23,156	19,584	-15.4%
West	2%	3%	3,308	3,672	11.0%
No Answer	6%	1%	9,924	1,224	-87.7%

2010 Top DMAs (Paid Accommodations)		
Tampa-Saint Petersburg (Sarasota)	10%	14,503
Indianapolis	7%	10,797
New York	6%	8,752
Miami-Fort Lauderdale	6%	8,435
Chicago	5%	7,417
Cinncinnati	4%	6,236
Atlanta	4%	6,074
Minneapolis-Saint Paul	4%	6,066
Saint Louis	4%	5,921
Dayton	3%	5,047

Trip Planning

- June 2010 visitors were somewhat more likely than June 2009 visitors to have a longer planning horizon for their trip (6 months or more), particularly in terms of when they started talking about the trip (36% vs. 27% June 2009). Additionally, well over half of June 2010 visitors made their lodging reservations three months or more in advance (60%) whereas a significantly lower proportion of June 2009 visitors claimed the same (40%).

- While planning their Lee County trip, June 2010 visitors were more likely to have visited *Trip Advisor* (15% vs. 8% June 2009) and to have requested information from the *VCB website* (14% vs. 4% June 2009).

- When deciding to visit Lee County, the greatest number of June 2010 visitors said the following attributes were very influential in their destination selection:

    - *Peaceful/relaxing (88%)*
    - *White sandy beaches (86%)*
    - *Warm weather (82%)*
    - *Clean, unspoiled environment (78%)*
    - *A safe destination (78%)*

Visitor Profile

- Same as last June, the majority of Lee County visitors are repeat visitors (68%). Among repeat visitors, the average number of visits to Lee County in the past five years was 4.5 (about one trip per year).

- The average length of time away from home and in Florida was longer among June 2010 visitors versus prior year visitors, however, average length of stay in Lee County was about the same.

- Half of June 2010 visitors indicated they were staying in a hotel/motel/resort for their lodging (52%). A sizable minority said they stayed in a condo/vacation home (37%). Fewer than ten percent stayed at the home of a friend or family member – a significant decrease year-over-year (6% vs. 20% June 2009). More than half of June 2010 visitors felt that the quality of accommodations *far exceeded* or *exceeded expectations* (57%).

- The profile of activities visitors participated in during their Lee County stay was generally similar year-over-year across the 26 activity/interest categories queried. The top activities or interests enjoyed while in Lee County during June 2010 were *going to the beach* (96%), *relaxing* (86%), *swimming* (76%), *dining out* (74%), and *shopping* (59%).

- Overall, visitor satisfaction remains extremely high, with 96% of June 2010 visitors reporting being *very satisfied* or *satisfied* with their visit. The vast majority indicated they were likely to return to Lee County (89%), and more than half of them are likely to return next year (56%).

- June 2010 visitors most often cited *insects* (19%) and *beach seaweed (*15%) as the features they liked least during their Lee County visit, but notably these were at relatively low levels. Visitors were less likely to identify dissatisfaction with *beach seaweed* than were June 2009 visitors (26%).

- The demographic composition of June 2010 visitors was generally similar to that of June 2009 visitors. June 2010 visitors are about 46 years of age with an average household income of approximately $89,000. Well over half of visitors are married (63%), and four in ten were traveling with children (37%). The average travel party size was 3.7 people.

Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of *available* room nights and *occupied* room nights in June 2010 were on par with June 2009 (-3.1% and +1.6% respectively). Hotel/motel/resort *available* room nights were up 3.3% from a year ago and *occupied* room nights were flat (+0.4%). Condo/vacation home properties saw a slight decline in *available* and *occupied* room nights. RV park/campground properties offered about the same number of *available* room nights as last June but saw a decline in occupied room nights.

	Occupied Room Nights			Available Room Nights		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**
Hotel/Motel/Resort/B&B	172,467	173,147	0.4%	337,110	348,180	3.3%
Condo/Cottage/Vacation Home	72,737	69,582	-4.3%	150,330	148,410	-1.3%
RV Park/Campground	38,097	31,880	-16.3%	131,100	131,720	0.5%
Total	**283,301**	**274,609**	**-3.1%**	**618,540**	**628,310**	**1.6%**

- Average occupancy rates decreased from 45.8% in June 2009 to an average of 43.7% in June 2010 (-4.6%). Occupancy rates for all three property categories declined with RV parks/campgrounds (-16.7%) affected the most.

- Overall average daily rates dropped from $117.59 to $112.47 year-over-year (-4.4%). ADR decreased for hotels/motels/resorts and condos/cottages but increased for RV parks/campgrounds.

- RevPAR was down 8.7% from June 2009 driven by decreases across all categories but least pronounced for hotel/motel/resorts.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	**2010**	**% Change**	**2009**	**2010**	**% Change**	**2009**	**2010**	**% Change**
Property Managers Responding	149	135		151	135		149/151	135/135	
Hotel/Motel/Resort/B&B	51.2%	49.7%	-2.8%	$119.49	$116.32	-2.7%	$61.13	$57.84	-5.4%
Condo/Cottage/Vacation Home	48.4%	46.9%	-3.1%	$155.21	$136.47	-12.1%	$75.10	$63.98	-14.8%
RV Park/Campground	29.1%	24.2%	-16.7%	$37.18	$39.15	5.3%	$10.80	$9.48	-12.2%
AVERAGE	45.8%	43.7%	-4.6%	$117.59	$112.47	-4.4%	$53.86	$49.15	-8.7%

- Property managers in June 2010 were no more negative than they had been in June 2009 when comparing their current month's *occupancy* and *revenue* year-over-year but somewhat less positive than the prior two months' reports. Fully half reported their June 2010 occupancy was the same or better than the prior year (52% vs. 43% June 2009). Similarly, half reported their revenue was the same or better than the prior year (47% vs. 36% June 2009).

- Projections for the next three months (July - September) are somewhat less encouraging. Only one property managers in three reported that their total level of reservations for the next three months are the same or better than the same period the prior year (29%), while more than half (63%) reported that their reservations are down.

- Property managers were also queried about the impact of the oil spill on their business in terms of cancellations and inquiries.

    - Fewer than half of managers don't know how many June 2010 room nights were cancelled as a result of the oil spill (41%) – likely they aren't tracking it. Four in ten said that *no* room nights were cancelled as a result of the oil spill (39%) and 20% said *one or more* room nights were cancelled – resulting in an average of 10.5 room nights cancelled for June 2010.

    - Looking ahead, there was greater uncertainly in terms of the impact of the oil spill on the number of room nights that have been cancelled for the summer months (July, August and September). Nearly half did not provide an estimate (45% responded "don't know"). Among those who did, the number of room nights that have been cancelled due to the oil spill for this three-month time period is an average of 11.7 in total.

    - Nearly half (47%) of property managers said they had some/many fewer inquiries during June 2010 than they had at the same time last year, and more than half of them attribute the decline in inquiries to the BP oil spill with another 42% citing the economic downturn as a factor.

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June 2010 Lee County Snapshot

Total June Visitation				
	%		Visitor Estimates	
	2009	2010	2009	2010
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Friends/Relatives	56%	54%	256,186	218,581
Total Visitation			*459,629*	*408,298*
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Florida	17%	19%	28,118	28,152
United States	81%	78%	163,747	148,102
Germany	8%	10%	16,540	19,584
UK	4%	7%	8,270	12,240
Canada	1%	2%	1,654	3,672
BeNeLux	2%	1%	3,308	1,224
Ireland	1%	1%	1,654	1,224
Switzerland	--	1%	--	1,224
Scandinavia	2%	--	3,308	--
France	2%	--	4,962	--
Other	0%	1%	--	2,448

Total Visitor Expenditures			
	2009	2010	% Change
Total Visitor Expenditures	$206,395,853	$162,883,604	-21.1%
Paid Accommodations	$95,904,214	$83,675,779	-12.8%

Average Per Person Per Day Expenditures		
2009	2010	% Change
$120.55	$110.55	-8.3%

First-Time/Repeat Visitors to Lee County		
	2009	2010
First-time	29%	31%
Repeat	70%	68%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	149	135		151	135		149/151	135/135	
Hotel/Motel/Resort/B&B	51.2%	49.7%	-2.8%	$119.49	$116.32	-2.7%	$61.13	$57.84	-5.4%
Condo/Cottage/Vacation Home	48.4%	46.9%	-3.1%	$155.21	$136.47	-12.1%	$75.10	$63.98	-14.8%
RV Park/Campground	29.1%	24.2%	-16.7%	$37.18	$39.15	5.3%	$10.80	$9.48	-12.2%
AVERAGE	45.8%	43.7%	-4.6%	$117.59	$112.47	-4.4%	$53.86	$49.15	-8.7%

Visitor Profile Analysis
June 2010

A total of 204 *interviews were conducted with visitors in Lee County during the month of June 2010. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

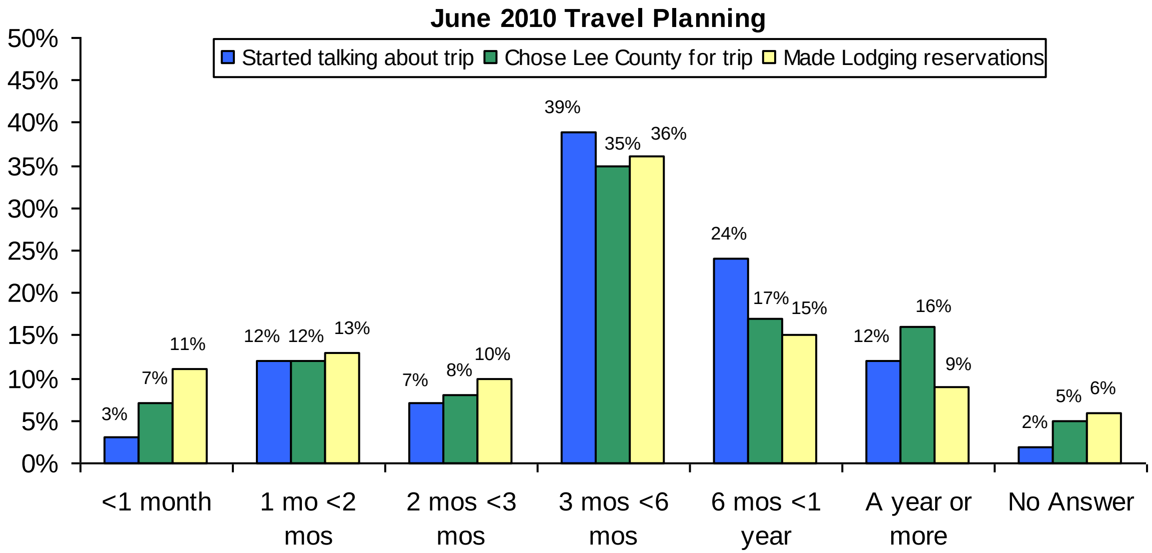
A total of 199 *interviews were conducted with visitors in Lee County during the month of June 2009. A total sample of this size is considered accurate to plus or minus 7.0 percentage points at the 95% confidence level.*

Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.

Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2009	2010	2009	2010	2009	2010
Total Respondents	199	204	199	204	199	204
<1 month	6%	3%	10%	7%	12%	11%
1 mo - < 2 mos	11%	12%	13%	12%	18%	13%
2 mos - < 3 mos	<14%>	7%	12%	8%	<17%>	10%
3 mos - < 6 mos	39%	39%	35%	35%	26%	<36%>
6 mos - <1 year	13%	<24%>	10%	<17%>	6%	<15%>
A year or more	14%	12%	17%	16%	8%	9%
No answer	2%	2%	4%	5%	<14%>	6%

Q3: When did you "start talking" about going on this trip?
Q4: When did you choose Lee County for this trip?
Q5: When did you make lodging reservations for this trip?



Travel Planning

Reserved Accommodations		
	June	
	2009	2010
Total Respondents Staying in Paid Accommodations	123	155
Before leaving home	91%	90%
After arriving in Florida	6%	4%
On the road, but not in Florida	--	1%
No Answer	3%	5%

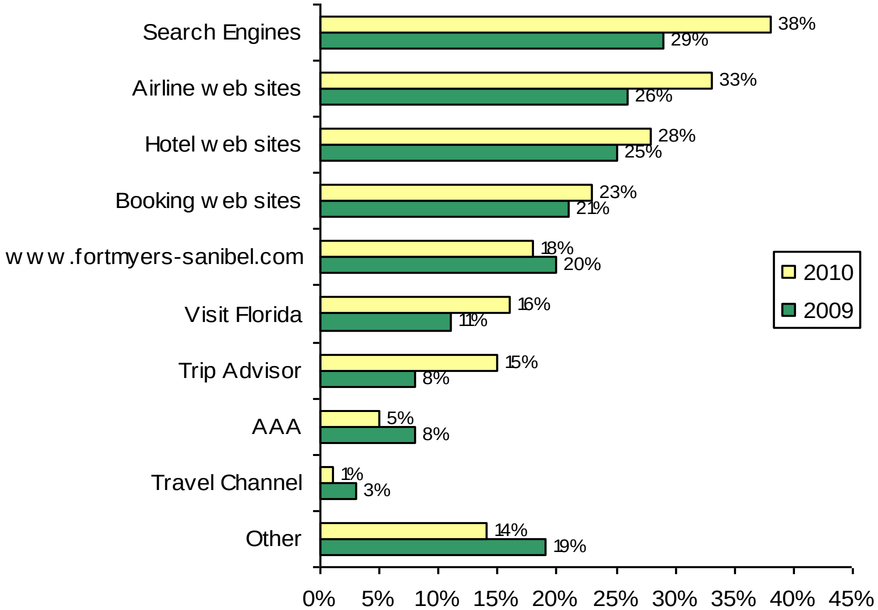
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning

Travel Web Sites Visited by June Travelers		
	2009	**2010**
Total Respondents with computer access	**188**	**190**
Visited web sites (net)	79%	83%
Search Engines	29%	38%
Airline web sites	26%	33%
Hotel web sites	25%	28%
Booking web sites	21%	23%
www.fortmyers-sanibel.com	20%	18%
Visit Florida	11%	16%
Trip Advisor	8%	<15%>
AAA	8%	5%
Travel Channel	3%	1%
Other	19%	14%
Did not visit web sites	16%	14%
No Answer	5%	3%

Q9. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

Travel Web Sites Visited



Base: Respondents with Computer Access

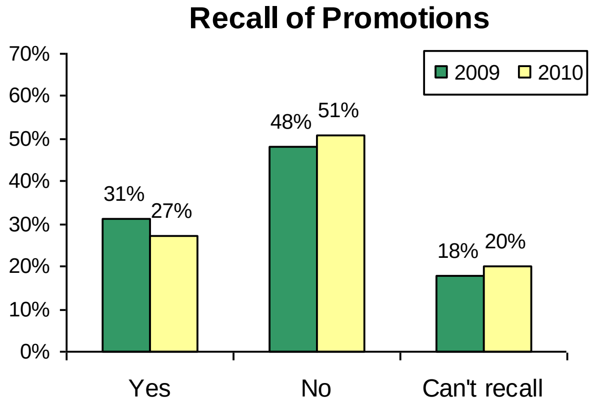
Travel Planning

June Travelers Requesting Information		
	2009	2010
Total Respondents	199	204
Requested information (net)	40%	43%
Hotel Web Site	12%	17%
VCB Web Site	4%	<14%>
Call hotel	8%	9%
Visitor Guide	9%	6%
Call VCB	1%	1%
Call local Chamber of Commerce	1%	1%
E-Newsletter	1%	--
Magazine Reader Service Card	1%	--
Other	16%	15%
Did not request information	49%	48%
No Answer	11%	8%

Q10: For this trip, did you request any information about our area by… (Please mark ALL that apply.)

Travel Agent Assistance		
	2009	2010
Total Respondents	199	204
Yes	7%	4%
No	90%	95%

Q11: Did a travel agent assist you with this trip?



Recall of Lee County Promotions		
	2009	2010
Total Respondents	199	204
Yes	31%	27%
No	48%	51%
Can't recall	18%	20%

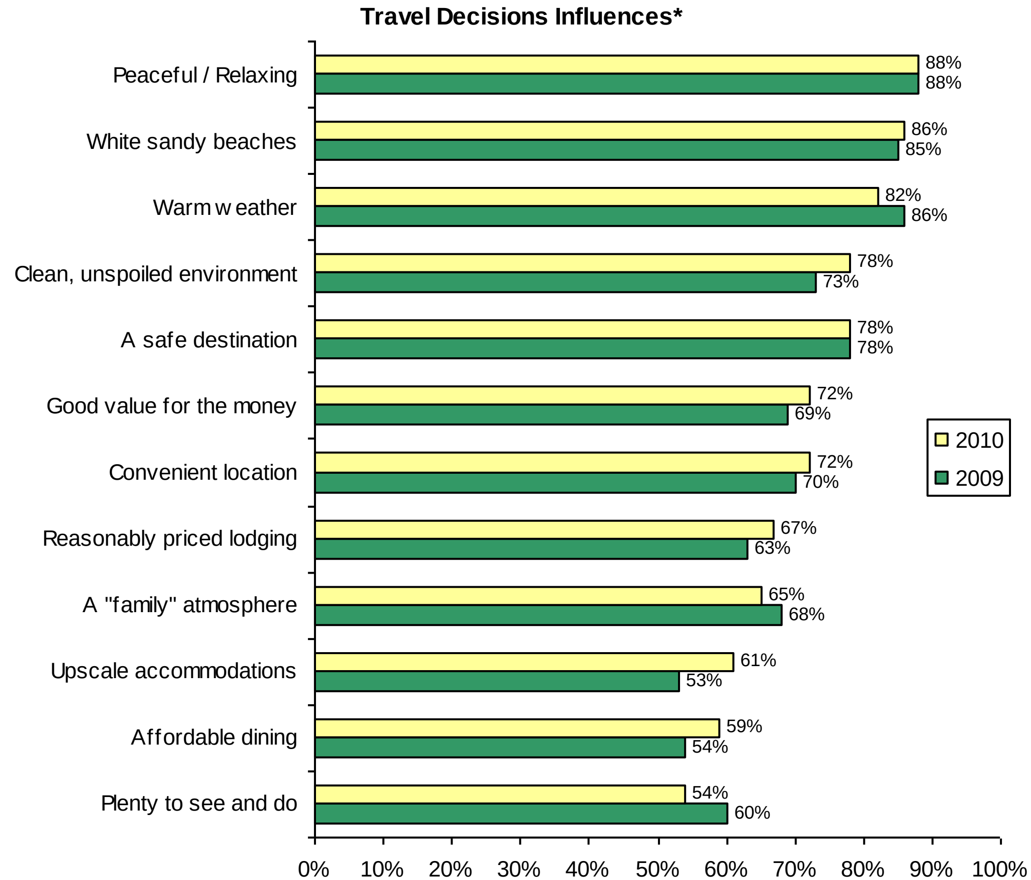
Q13: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Travel Planning

June Travel Decision Influences*		
	2009	**2010**
Total Respondents	199	204
Peaceful / Relaxing	88%	88%
White sandy beaches	85%	86%
Warm weather	86%	82%
Clean, unspoiled environment	73%	78%
A safe destination	78%	78%
Good value for the money	69%	72%
Convenient location	70%	72%
Reasonably priced lodging	63%	67%
A "family" atmosphere	68%	65%
Upscale accommodations	53%	61%
Affordable dining	54%	59%
Plenty to see and do	60%	54%

Q14: 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)*



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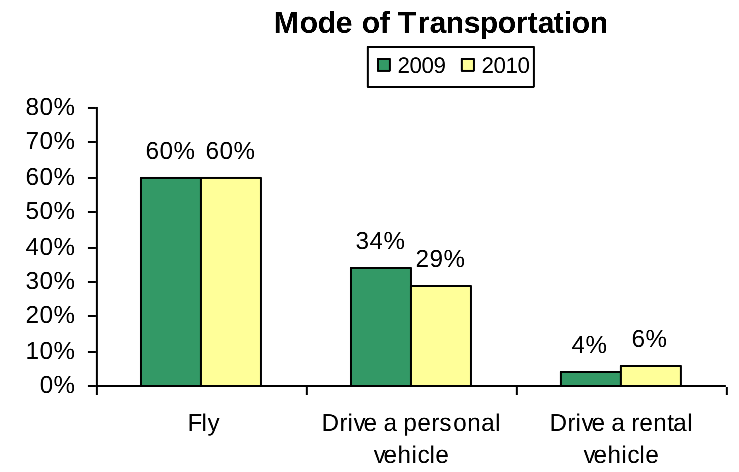
Trip Profile

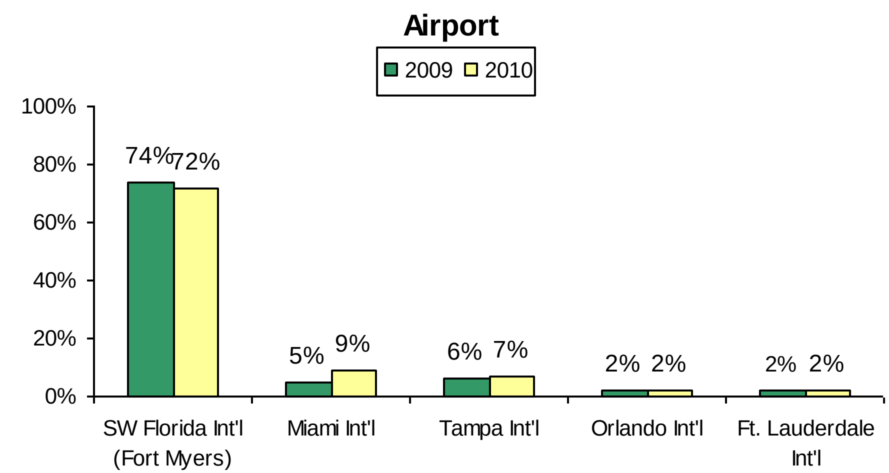
Mode of Transportation		
	2009	**2010**
Total Respondents	199	204
Fly	60%	60%
Drive a personal vehicle	34%	29%
Drive a rental vehicle	4%	6%
Drive an RV	--	4%
Travel by bus	1%	1%
Other/No Answer (net)	1%	1%

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



Airport		
	2009	**2010**
Total Respondents who arrived by air	120	122
SW Florida Int'l (Fort Myers)	74%	72%
Miami Int'l	5%	9%
Tampa Int'l	6%	7%
Orlando Int'l	8%	5%
Ft. Lauderdale Int'l	2%	2%
Sarasota / Bradenton	2%	--
West Palm Beach Int'l	--	--
Other/No Answer (net)	3%	4%

Q2: At which Florida airport did you land?



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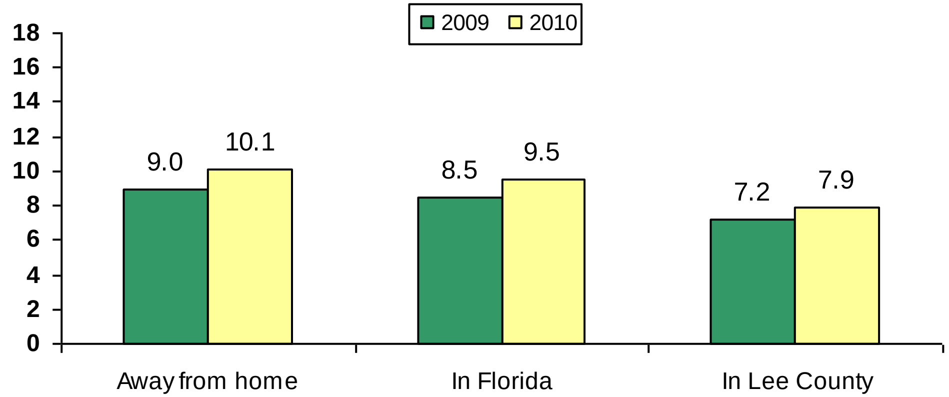
Trip Profile

June Trip Length Mean # of Days			
	Total Respondents		
	2009	2010	% Change
Total Respondents	199	204	
Away from home	9.0	<10.1>	12.2%
In Florida	8.5	<9.5>	11.8%
In Lee County	7.2	7.9	9.7%

Q7: On this trip, how many days will you be:

Trip Length (mean # of days)
Total Respondents



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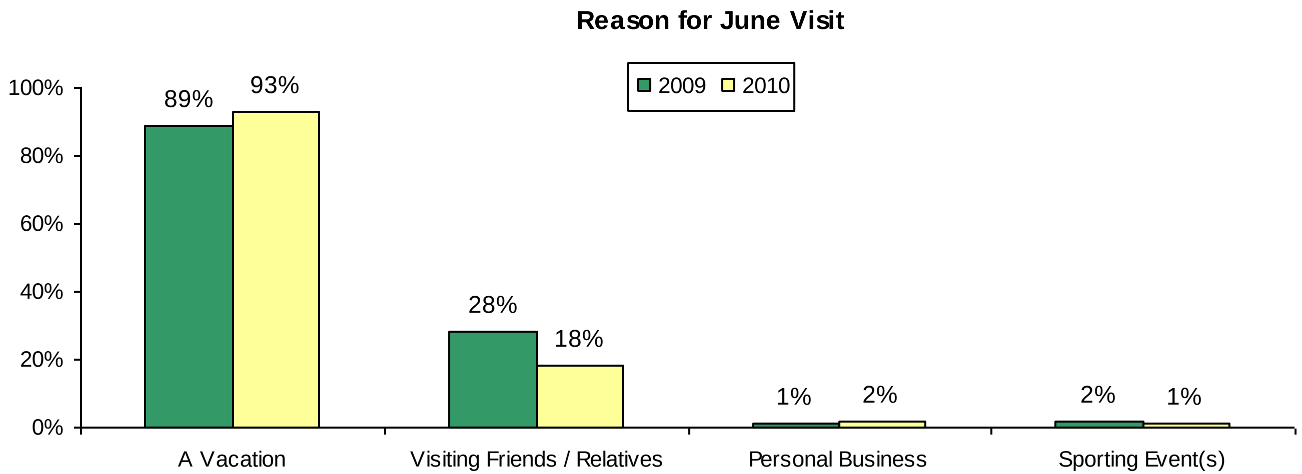
Trip Profile

Reason for June Visit		
	2009	**2010**
Total Respondents	199	204
A Vacation	89%	93%
Visiting Friends / Relatives	<28%>	18%
Personal Business	1%	2%
Sporting Event(s)	2%	1%
A Conference / Meeting*	--	<1%
A Convention / Trade Show*	1%	--
Other Business Trip*	--	--
Other/No Answer	2%	1%

Q15: Did you come to our area for…(Please mark all that apply.)

*Note: These answer categories were revised in July 2009. Therefore, year-over-year results are not directly comparable.

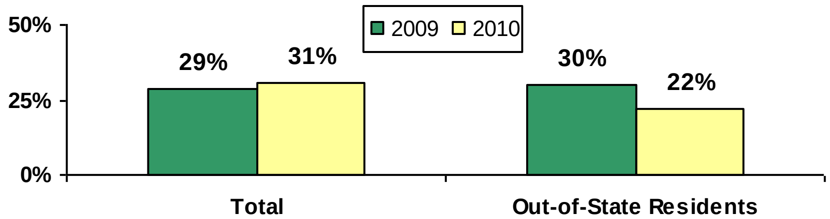


Trip Profile

First Time Visitors to Lee County	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2009	2010	2009	2010	2009	2010	2009	2010
Total Respondents	199	204	21**	32*	136	129	32*	42*
Yes	29%	31%	N/A	16%	30%	22%	44%	71%
No	70%	68%	N/A	81%	69%	78%	<56%>	29%
No Answer	<1%	1%	N/A	3%	1%	--	--	--

Q20: Is this your first visit to Lee County?
**Note: Small sample size. (N<70) Please interpret results with caution.*
***N/A: Insufficient number of responses for statistical analysis (N<30).*

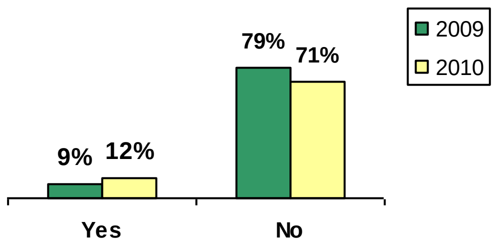
First Time Visitors to Lee County



First Time Visitors to Florida	2009	2010
Total Respondents	199	204
Yes	9%	12%
No	79%	71%
No answer	1%	1%
*FL Residents**	*11%*	*15%*

Q18: 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 .*

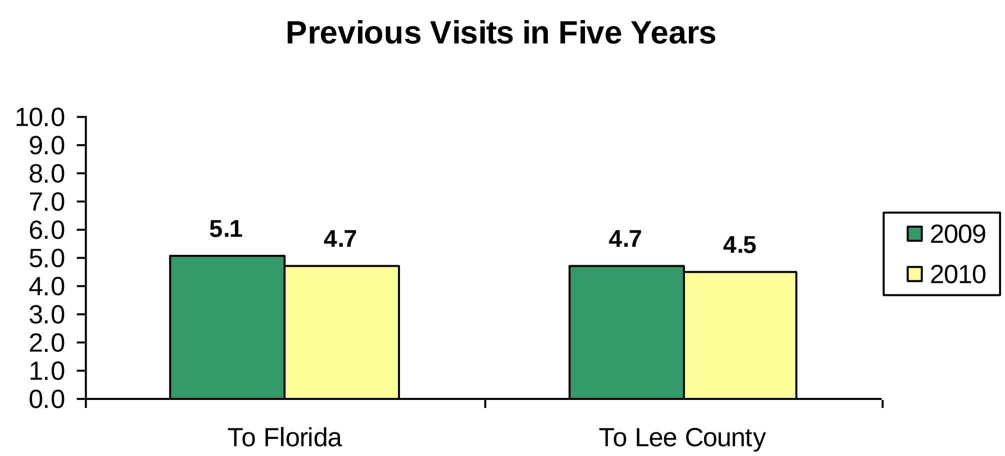
First Time Visitors to Florida



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2009	2010	2009	2010
Base: Repeat Visitors	158 (FL res. Excl.)	145 (FL res. Excl.)	140	139
Number of visits	5.1	4.7	4.7	4.5

Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



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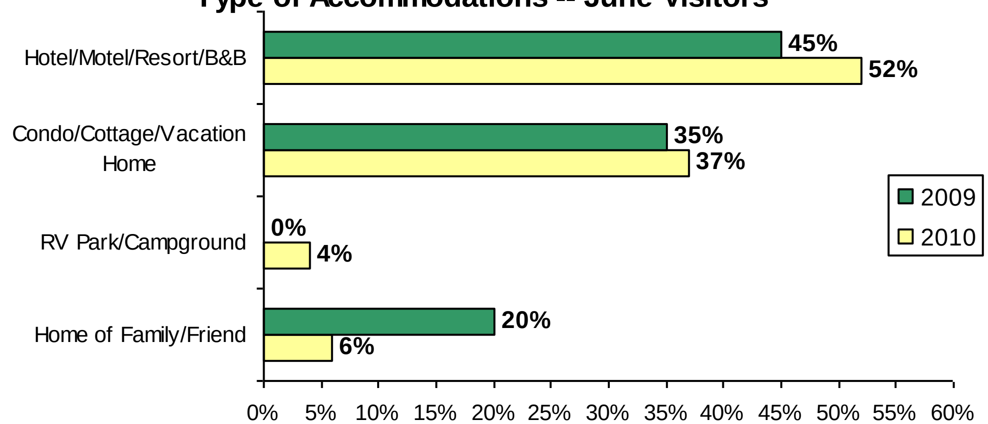
Trip Profile

Type of Accommodations - June Visitors	2009	2010
Total Respondents	199	204
Hotel/Motel/Resort/B&B	**45%**	**52%**
Hotel/motel/inn	29%	26%
Resort	16%	<26%>
B&B	--	<1%
Condo/Cottage/Vacation Home	**35%**	**37%**
Rented home/condo	17%	20%
Borrowed home/condo	7%	7%
Owned home/condo	11%	11%
RV Park/Campground	**--**	**4%**
Home of family/friend	**<20%>**	**6%**
Day trip (no accommodations)	**1%**	**1%**

Q25: Are you staying overnight (either last night or tonight)…

Type of Accommodations -- June Visitors



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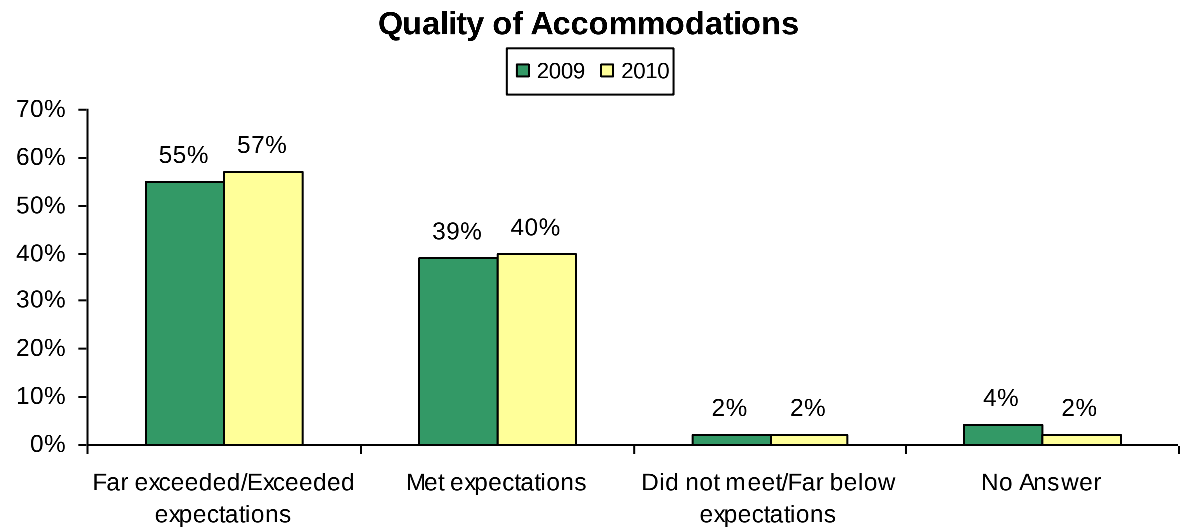
Trip Profile

Quality of Accommodations		
	2009	2010
Total Respondents	199	204
Far exceeded/Exceeded expectations	55%	57%
Met your expectations	39%	40%
Did not meet/Far below expectations	2%	2%
No Answer	4%	2%

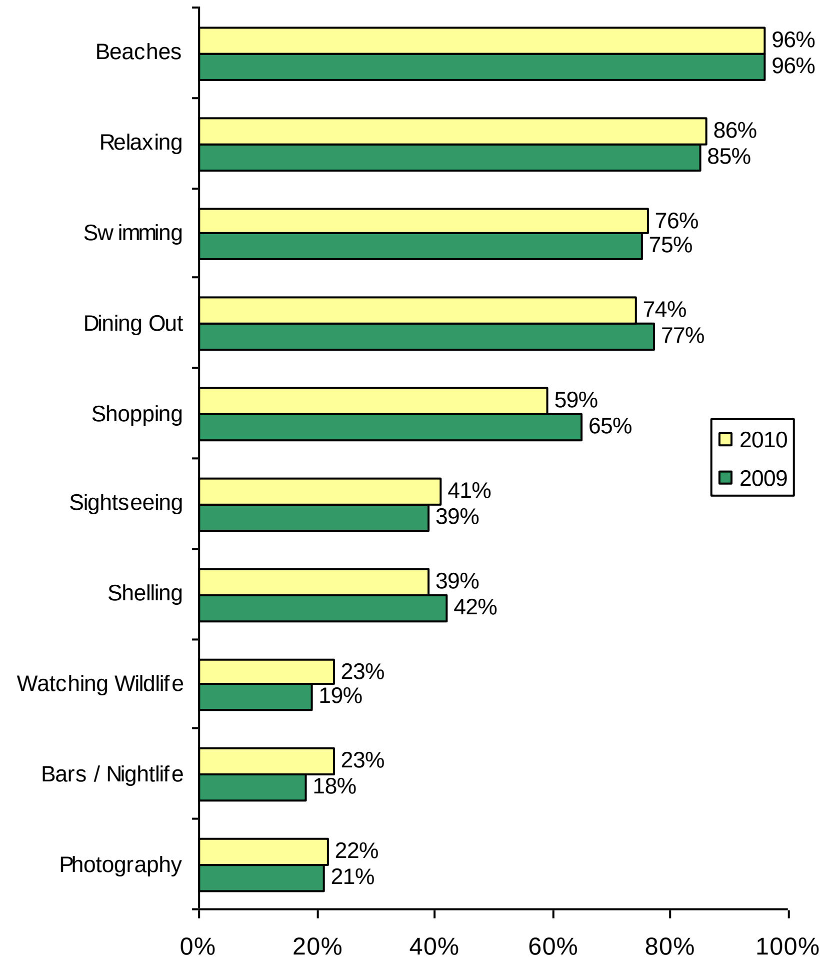
Q26: How would you describe the quality of your accommodations? Do you feel that they:



Trip Activities

June Activities Enjoyed		
	2009	2010
Total Respondents	199	204
Beaches	96%	96%
Relaxing	85%	86%
Swimming	75%	76%
Dining Out	77%	74%
Shopping	65%	59%
Sightseeing	39%	41%
Shelling	42%	39%
Watching Wildlife	19%	23%
Bars / Nightlife	18%	23%
Photography	21%	22%
Visiting Friends/Relatives	30%	21%
Attractions	26%	21%
Birdwatching	13%	18%
Fishing	16%	18%
Parasailing / Jet Skiing	11%	16%
Exercise / Working Out	13%	13%
Boating	12%	12%
Bicycle Riding	13%	11%
Kayaking / Canoeing	4%	8%
Miniature Golf	13%	8%
Guided Tour	5%	7%
Tennis	5%	4%
Sporting Event	3%	4%
Scuba Diving / Snorkeling	5%	4%
Golfing	<9%>	3%
Cultural Events	<6%>	2%
Other	1%	3%
No Answer	1%	0%

Q28: What activities or interests are you enjoying while in Lee County? *(Please mark ALL that apply.)*



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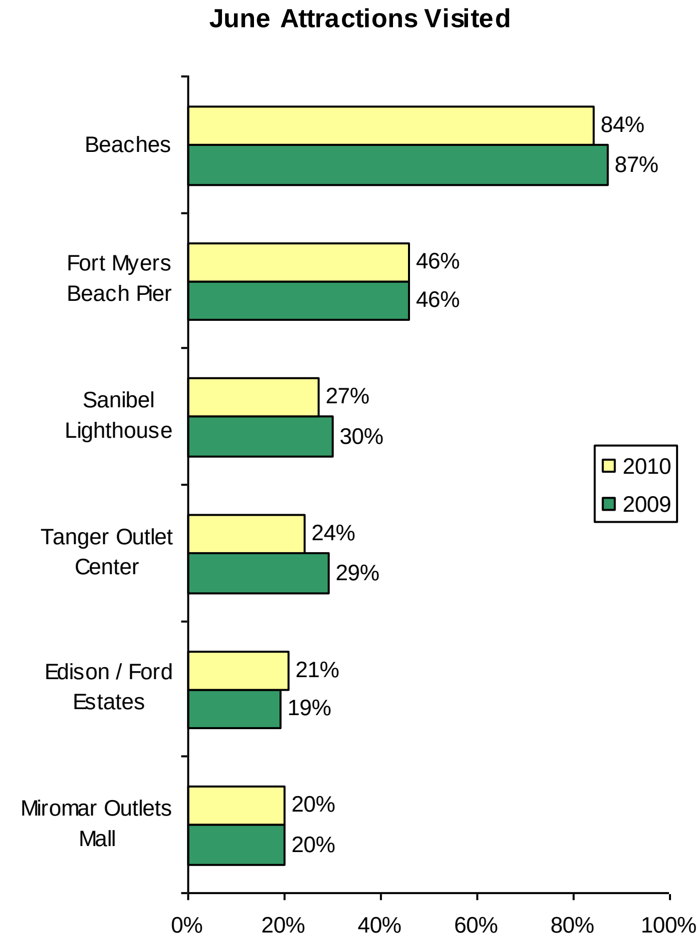
Trip Activities

June Attractions Visited		
	2009	**2010**
Total Respondents	199	204
Beaches	87%	84%
Fort Myers Beach Pier	46%	46%
Sanibel Lighthouse	30%	27%
Tanger Outlet Center	29%	24%
Edison / Ford Estates	19%	21%
Miromar Outlets Mall	20%	20%
Ding Darling National Wildlife Refuge	11%	17%
Periwinkle Place	15%	11%
Shell Factory and Nature Park	11%	10%
Edison Mall	12%	9%
Coconut Point Mall	10%	6%
Gulf Coast Town Center	3%	6%
Bell Tower Shops	<14%>	6%
Bailey-Matthews Shell Museum	5%	3%
Manatee Park	3%	2%
Broadway Palm Dinner Theater	1%	1%
Babcock Wilderness Adventures	1%	--
Barbara B. Mann Perfoming Arts Hall	2%	--
Other	5%	3%
None/No Answer	3%	5%



Q29. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

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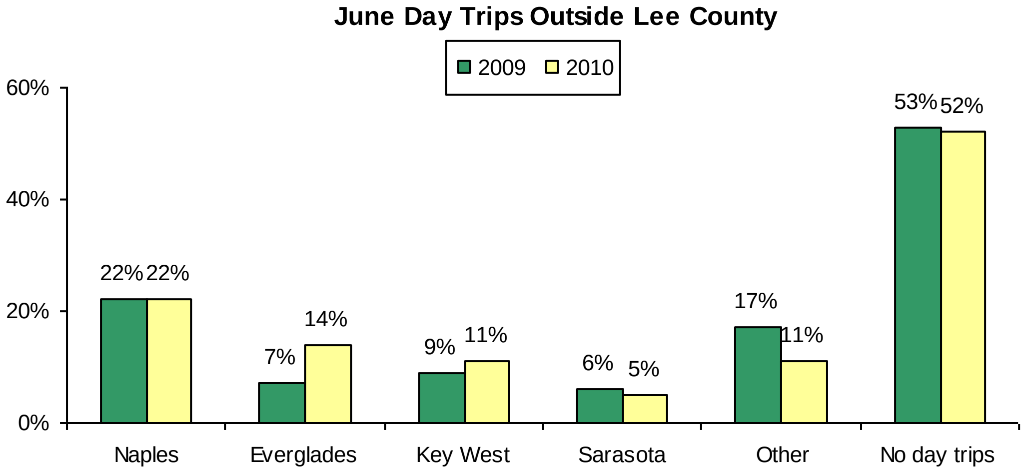
Trip Activities

June Day Trips Outside Lee County		
	2009	**2010**
Total Respondents	**199**	**204**
Any day trips (net)	39%	42%
Naples	*22%*	*22%*
Everglades	*7%*	*<14%>*
Key West	*9%*	*11%*
Sarasota	*6%*	*5%*
Other	*17%*	*11%*
No day trips	53%	52%
No Answer	8%	7%

Q30: Where did you go on day trips outside Lee County?



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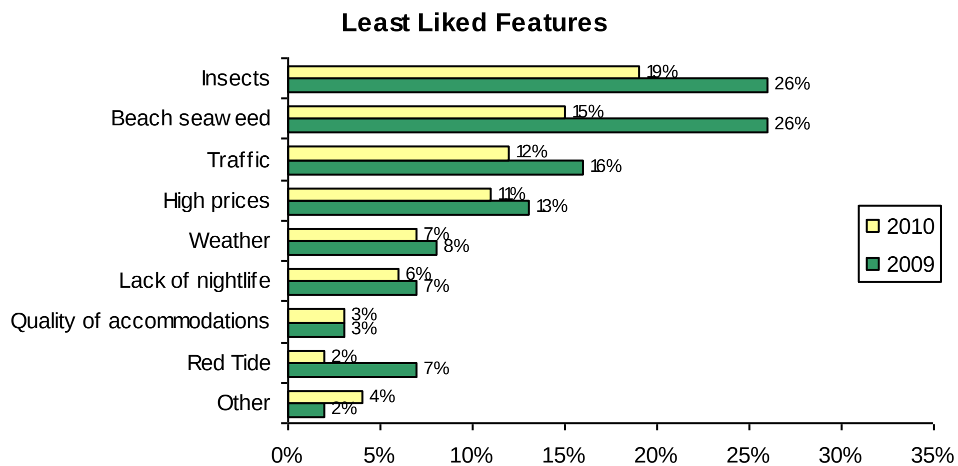
Trip Activities

Least Liked Features		
	2009	**2010**
Total Respondents	199	204
Insects	26%	19%
Beach seaweed	<26%>	15%
Traffic	16%	12%
High prices	13%	11%
Weather	8%	7%
Lack of nightlife	7%	6%
Quality of accommodations	3%	3%
Red Tide	<7%>	2%
Other	2%	4%
Nothing/No Answer	34%	42%

Q34: During this specific visit, which features have you liked LEAST about our area? (*Please mark ALL that apply.)*

Note: Revised question wording introduced in July 2009. Therefore, year-over-year results are not directly comparable.



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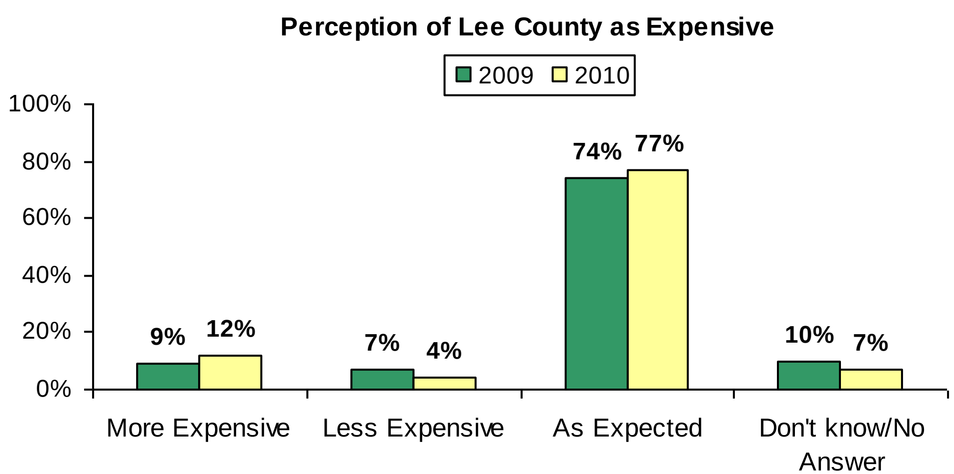
Trip Activities

Perception of Lee County as Expensive		
	2009	**2010**
Total Respondents	199	204
More Expensive	9%	12%
Less Expensive	7%	4%
As Expected	74%	77%
Don't know/No Answer	10%	7%

Q31: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

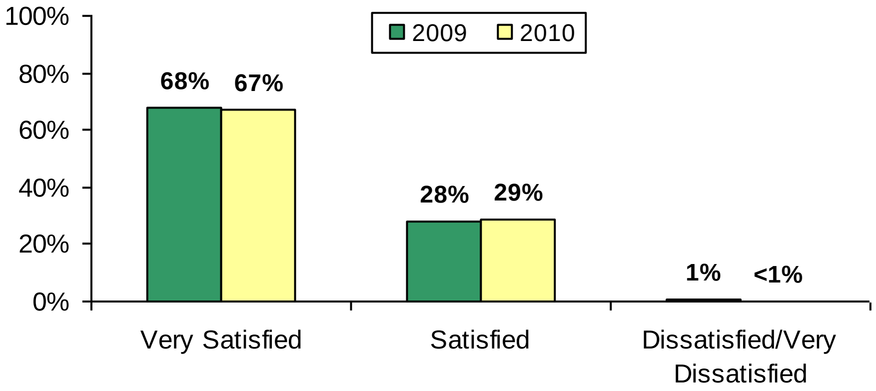


Lee County Experience

Satisfaction with Visit		
	2009	**2010**
Total Respondents	**199**	**204**
<u>Satisfied</u>	<u>96%</u>	<u>96%</u>
Very Satisfied	*68%*	*67%*
Satisfied	*28%*	*29%*
Neither	2%	1%
Dissatisfied/Very Dissatisfied	1%	<1%
Don’t know/no answer	1%	3%

Q33: How satisfied are you with your stay in Lee County?

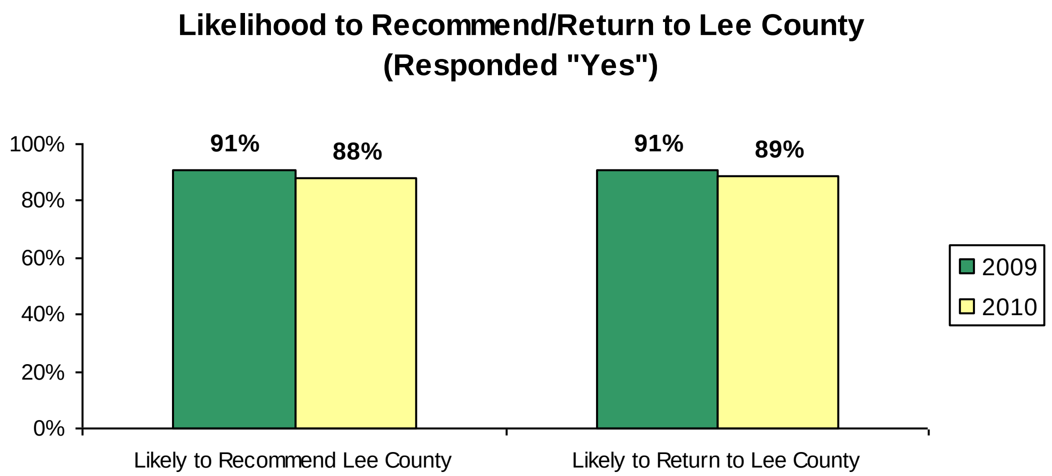
Satisfaction with Visit



Future Plans

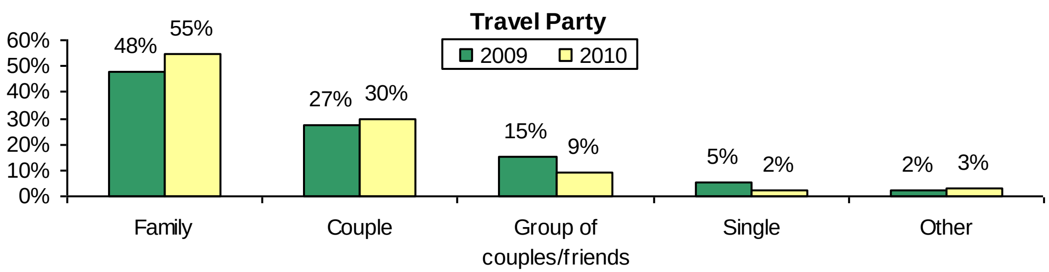
Likelihood to Recommend/Return to Lee County		
	2009	2010
Total Respondents	199	204
Likely to Recommend Lee County	91%	88%
Likely to Return to Lee County	91%	89%
Base: Total Respondents Planning to Return	182	181
Likely to Return Next Year	60%	56%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q35: Will you come back to Lee County?
Q36: Will you come back next year?



Visitor and Travel Party Demographic Profile

June Travel Party		
	2009	**2010**
Total Respondents	199	204
Family	48%	55%
Couple	27%	30%
Group of couples/friends	15%	9%
Single	5%	2%
In a Tour Group	1%	1%
Other	2%	3%
Mean travel party size	4.0	3.7
Mean adults in travel party	3.2	3.0

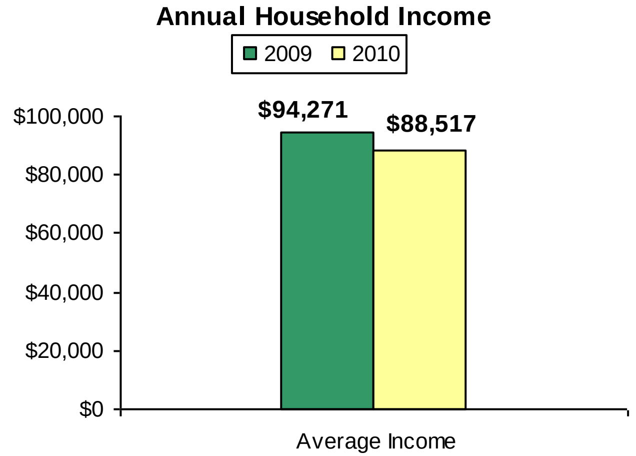


Travel Parties with Children		
	2009	**2010**
Total Respondents	199	204
Traveling with any Children (net)	41%	37%
Any younger than 6	15%	18%
Any 6 - 11 years old	16%	15%
Any 12 - 17 years old	<24%>	14%

Q22: On this trip, are you traveling:
Q23: Including yourself, how many people are in your immediate travel party?
Q24: How many of those people are:
Younger than 6 years old/6-11 years old/12-17 years old/Adults

Visitor and Travel Party Demographic Profile

June Visitor Demographic Profile		
	2009	**2010**
Total Respondents	199	204
Vacations per year (mean)	2.8	2.6
Short getaways per year (mean)	4.0	4.1
Age of respondent (mean)	44.9	45.6
Annual household income (mean)	$94,271	$88,517
Martial Status		
Married	66%	63%
Single	17%	21%
Other	14%	12%



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q38: 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?
Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40. Are you: Married/Single/Other

Visitor Origin and Visitation Estimates

Total June Visitation					
	%		Visitor Estimates		% Change
	2009	2010	2009	2010	2009-2010
Paid Accommodations	44%	46%	203,443	189,717	-6.7%
Friends/Relatives	56%	54%	256,186	218,581	-14.7%
Total Visitation			*459,629*	*408,298*	*-11.2%*
June Visitor Origin - Visitors Staying in Paid Accommodations					
	2009	**2010**	**2009**	**2010**	
United States	81%	78%	163,747	148,102	-9.6%
Germany	8%	10%	16,540	19,584	18.4%
UK	4%	7%	8,270	12,240	48.0%
Canada	1%	2%	1,654	3,672	122.0%
BeNeLux	2%	1%	3,308	1,224	-63.0%
Ireland	1%	1%	1,654	1,224	-26.0%
Switzerland	--	1%	--	1,224	--
Scandinavia	2%	--	3,308	--	--
France	2%	--	4,962	--	--
Other	0%	1%	--	2,448	--
U.S. Region (Paid Accommodations)					
	2009	**2010**	**2009**	**2010**	
Florida	17%	19%	28,118	28,152	0.1%
South (including Florida)	38%	38%	62,852	56,303	-10.4%
Midwest	39%	46%	64,506	67,319	4.4%
Northeast	14%	13%	23,156	19,584	-15.4%
West	2%	3%	3,308	3,672	11.0%
No Answer	6%	1%	9,924	1,224	-87.7%

2010 Top DMAs (Paid Accommodations)		
Tampa-Saint Petersburg (Sarasota)	10%	14,503
Indianapolis	7%	10,797
New York	6%	8,752
Miami-Fort Lauderdale	6%	8,435
Chicago	5%	7,417
Cinncinnati	4%	6,236
Atlanta	4%	6,074
Minneapolis-Saint Paul	4%	6,066
Saint Louis	4%	5,921
Dayton	3%	5,047

Occupancy Data Analysis
June 2010

Property managers representing 143 properties in Lee County were interviewed for the June 2010 Occupancy Survey between June 1 and June 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

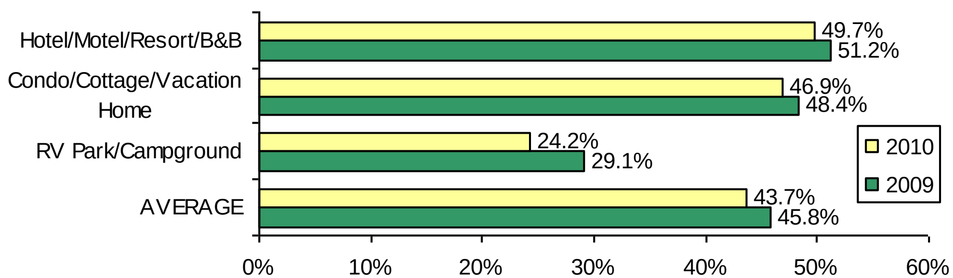
Property managers representing 162 properties in Lee County were interviewed for the June 2009 Occupancy Survey between June 1 and June 15, 2009, a sample considered accurate to plus or minus 7.7 percentage points at the 95% confidence level.

June Occupancy/Daily Rates

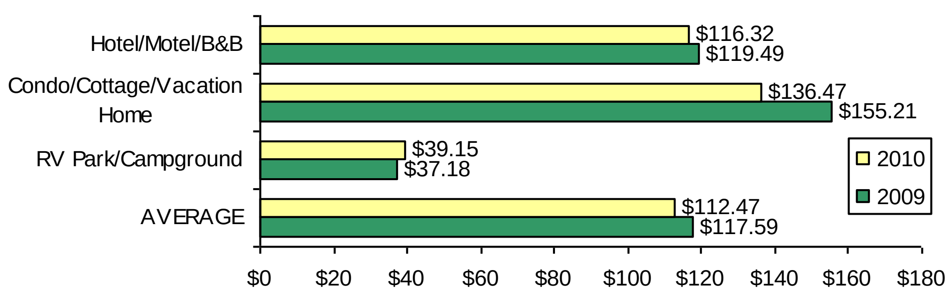
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Property Managers Responding	149	135		151	135		149/151	135/135	
Hotel/Motel/Resort/B&B	51.2%	49.7%	-2.8%	$119.49	$116.32	-2.7%	$61.13	$57.84	-5.4%
Condo/Cottage/Vacation Home	48.4%	46.9%	-3.1%	$155.21	$136.47	-12.1%	$75.10	$63.98	-14.8%
RV Park/Campground	29.1%	24.2%	-16.7%	$37.18	$39.15	5.3%	$10.80	$9.48	-12.2%
AVERAGE	45.8%	43.7%	-4.6%	$117.59	$112.47	-4.4%	$53.86	$49.15	-8.7%

Q16: What was your overall average occupancy rate for the month of June?
Q17: What was your average daily rate (ADR) in June?

Average Occupancy Rate



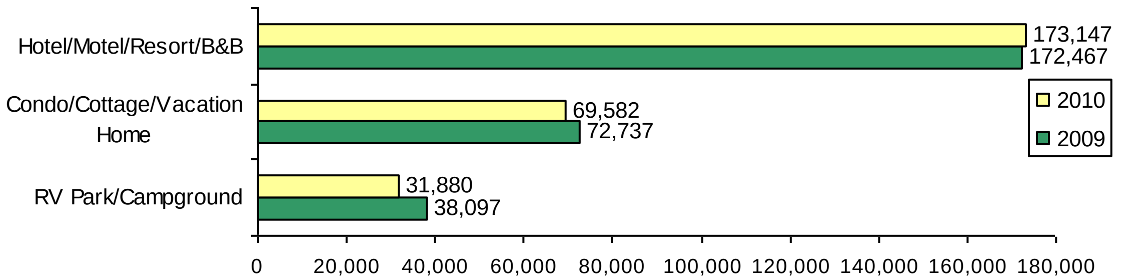
Average Daily Rate



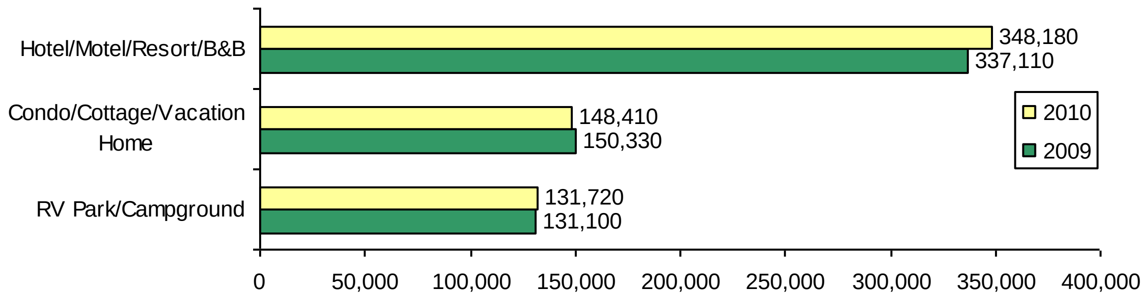
June Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2009	2010	% Change	2009	2010	% Change
Hotel/Motel/Resort/B&B	172,467	173,147	0.4%	337,110	348,180	3.3%
Condo/Cottage/Vacation Home	72,737	69,582	-4.3%	150,330	148,410	-1.3%
RV Park/Campground	38,097	31,880	-16.3%	131,100	131,720	0.5%
Total	**283,301**	**274,609**	**-3.1%**	**618,540**	**628,310**	**1.6%**

Occupied Room Nights



Available Room Nights



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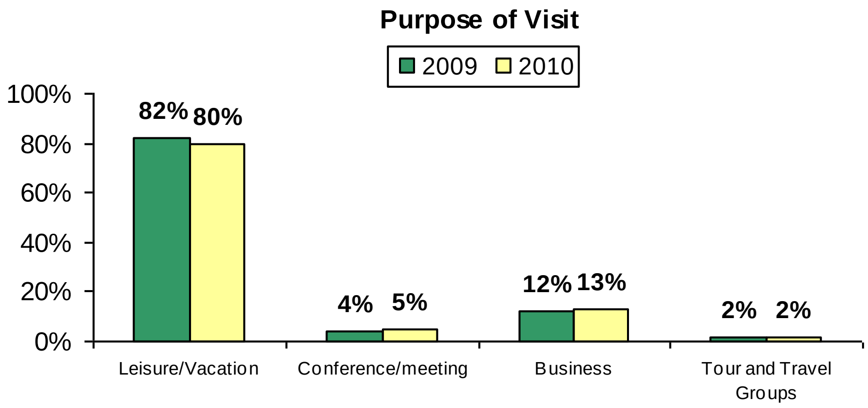
Lodging Management Estimates

June Guest Profile		
	2009	2010
Property Managers Responding	139	111
Purpose of Visit		
Leisure/Vacation	82%	80%
Conference/meeting	4%	5%
Business	12%	13%
Tour and Travel Groups	2%	2%
Property Managers Responding	145	125
Average guests per room	2.7	2.6
Property Managers Responding	143	123
Average length of stay in nights	5.4	4.9

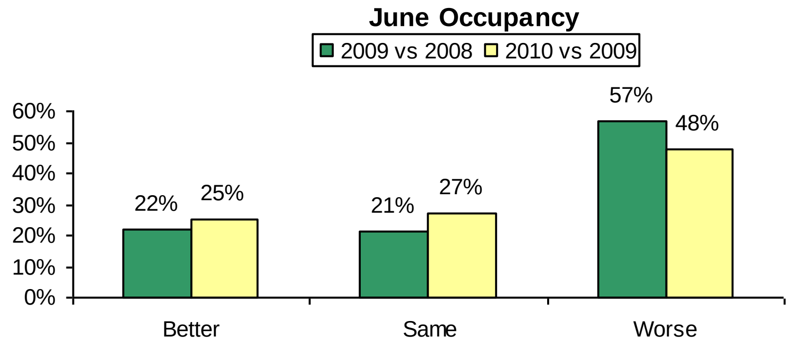
Q23: What percent of your June room/site/unit occupancy was generated by:
Q18: What was your average number of guests per room/site/unit in June?
Q19: What was the average length of stay (in nights) of your guests in June ?

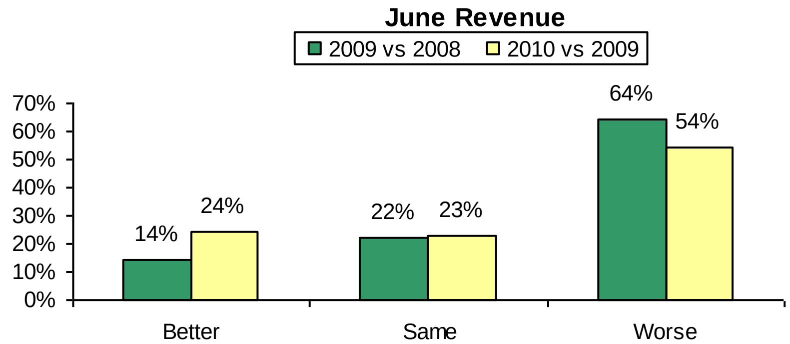


Occupancy Barometer

	June Occupancy		June Revenue	
	2009	**2010**	**2009**	**2010**
Property Managers Responding	142	122	138	119
Better than prior year	22%	25%	14%	<24%>
Same as prior year	21%	27%	22%	23%
Worse than prior year	57%	48%	64%	54%

Q25: Was your June occupancy better, the same, or worse than it was in June of last year?
How about your property's June revenue – better, the same, or worse than June of last year?

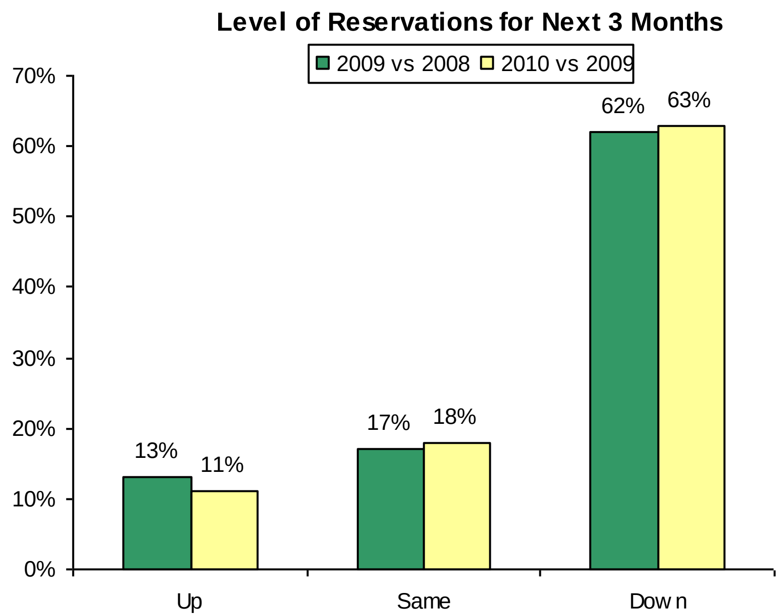




Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2009	2010
Total Answering Respondents	144	125
Up	13%	11%
Same	17%	18%
Down	62%	63%
N/A	9%	8%

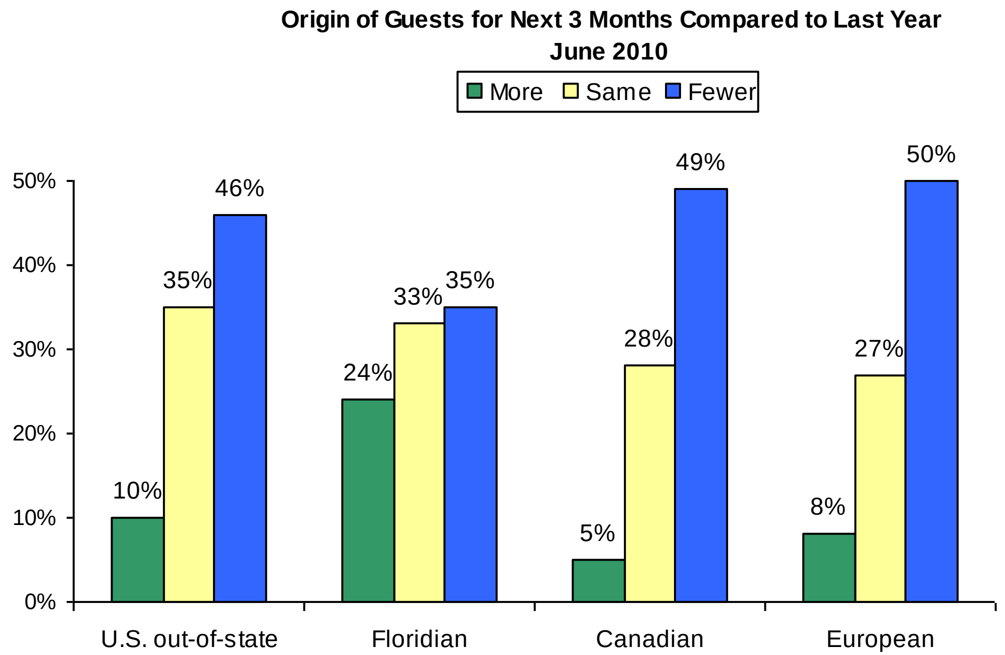
Q26: Compared to (the next three months)of last year, is your property's total level of reservations up, the same or down for (the next three months) of this year?



Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (126/106 Minimum)	More		Same		Fewer		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
U.S out-of-state	7%	10%	37%	35%	44%	46%	11%	10%
Floridian	25%	24%	29%	33%	35%	35%	11%	8%
Canadian	2%	5%	30%	28%	51%	49%	17%	18%
European	8%	8%	31%	27%	44%	50%	17%	15%

Q27: Now thinking about the specific origins of your guests for the upcoming next three months do you expect more, the same, or fewer guests from each of the following areas than you had at the same time last year?



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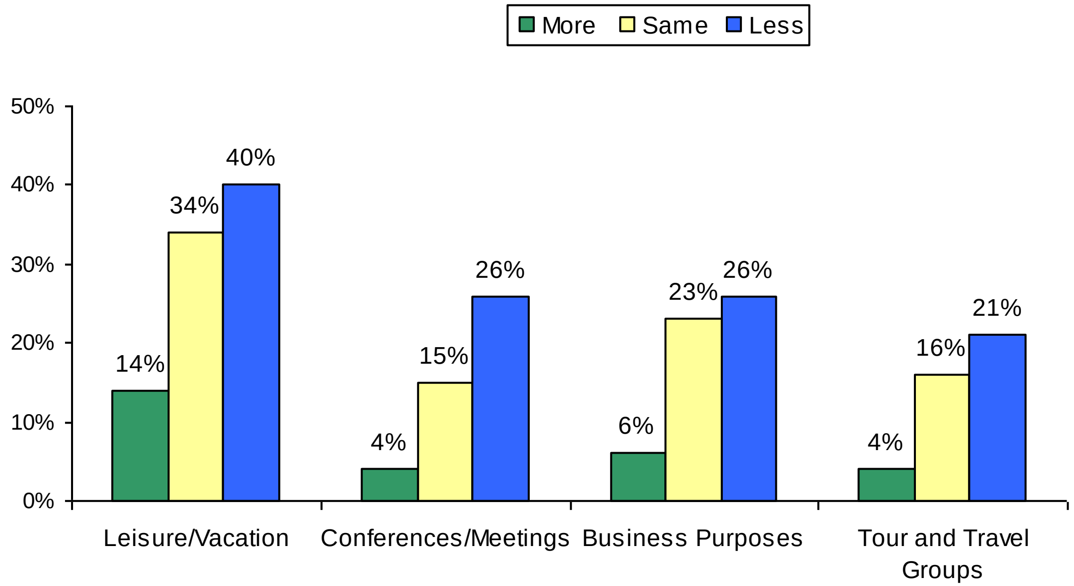
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (122/102 Minimum)	More		Same		Less		Not Applicable	
	2009	2010	2009	2010	2009	2010	2009	2010
Leisure/Vacation	14%	14%	41%	34%	34%	40%	11%	12%
Conferences/Meetings	1%	4%	22%	15%	30%	26%	48%	55%
Business Purposes	4%	6%	22%	23%	30%	26%	44%	45%
Tour and Travel Groups	3%	4%	20%	16%	25%	21%	52%	60%

Q28: Compared to (the next three months) of last year will the following types of travelers generate more, the same or less business for your property for the upcoming (next three months)?

Type of Travelers for Next 3 Months Compared to Last Year
June 2010



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Oil Spill Impact

Beginning in May 2010, property managers were asked questions regarding the impact the Oil Spill in the Gulf of Mexico had to their occupancy and inquiries.

Room Night Cancellations		
	June 2010	Next 3 Months
Total Property Managers Responding	135	135
0 roomnights	39%	36%
1-7 roomnights	7%	5%
8-14 roomnights	5%	1%
15 or more roomnights	8%	12%
Don't know	41%	45%
Average room nights cancelled	10.5	11.7

Q31. During the month of June, about how many room nights at your property have been cancelled as a result of the BP oil spill in the Gulf of Mexico and the publicity surrounding it?
Q32. About how many room nights have been canceled for the summer – July, August and September – due to the oil spill and the publicity surrounding it?

Inquiries	
	June 2010
Total Property Managers Responding	135
More inquiries (net)	19%
Many more	10%
Some more	9%
About the same number	35%
Fewer inquiries (net)	47%
Some fewer	22%
Many fewer	24%

Q33. Please think about the number of inquiries you have had via phone, email, or the Internet during the month of June. How do the number of inquiries compare with what you were experiencing last year at this time, i.e., June 2009?

Factors Impacting Declines in Inquiries	
	June 2010
Total Property Managers Responding "Fewer Inquiries"	63
BP oil spill	54%
Economic downturn	42%
Weather	3%
Other	1%

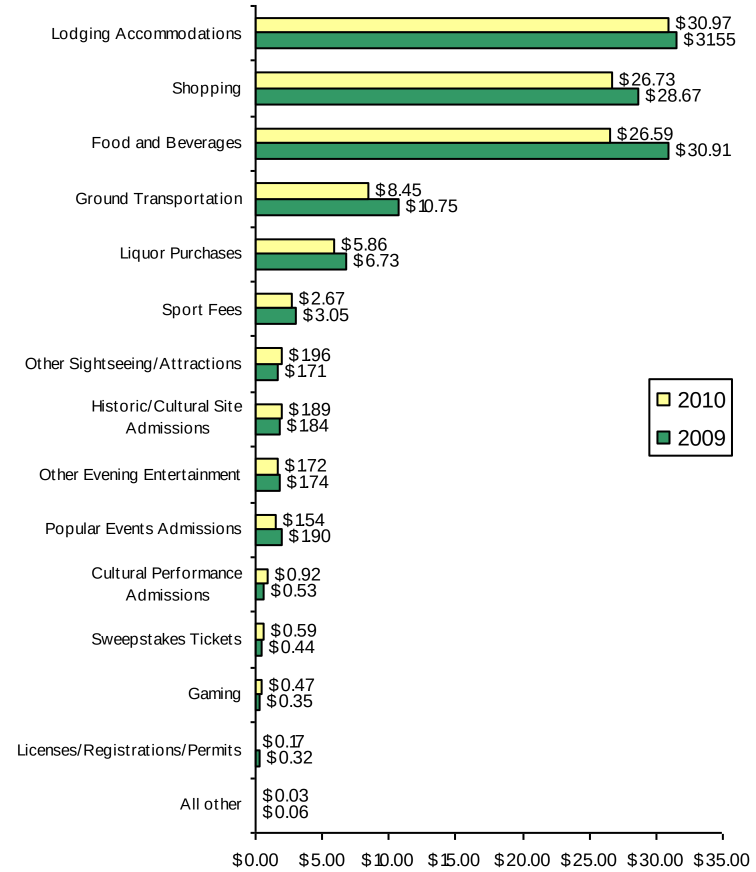
Q34. In your estimation, what percentage of the decline in inquiries is attributable to each of the following factors?

Economic Impact Analysis
June 2010

Average Expenditures

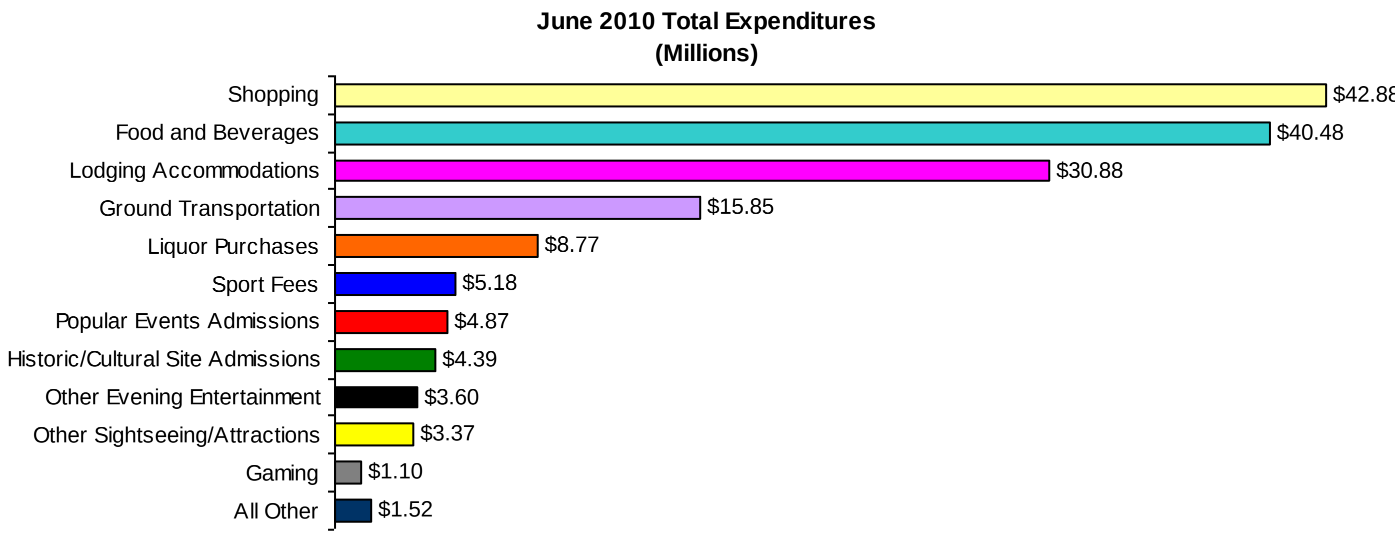
June Average Expenditures per Person per Day			
	2009	2010	% Change
TOTAL	$120.55	$110.55	-8.3%
Lodging Accommodations	$31.55	$30.97	-1.8%
Shopping	$28.67	$26.73	-6.8%
Food and Beverages	$30.91	$26.59	-14.0%
Ground Transportation	$10.75	$8.45	-21.4%
Liquor Purchases	$6.73	$5.86	-12.9%
Sport Fees	$3.05	$2.67	-12.5%
Other Sightseeing/Attractions	$1.71	$1.96	14.6%
Historic/Cultural Site Admissions	$1.84	$1.89	2.7%
Other Evening Entertainment	$1.74	$1.72	-1.1%
Popular Events Admissions	$1.90	$1.54	-18.9%
Cultural Performance Admissions	$0.53	$0.92	73.6%
Sweepstakes Tickets	$0.44	$0.59	34.1%
Gaming	$0.35	$0.47	34.3%
Licenses/Registrations/Permits	$0.32	$0.17	-46.9%
All other	$0.06	$0.03	-50.0%

Average Expenditures per Person per Day



Total Visitor Expenditures by Spending Category

June TOTAL EXPENDITURES			
	2009	2010	% Change
TOTAL	$206,395,853	$162,883,604	-21.1%
Shopping	$56,081,201	$42,875,627	-23.5%
Food and Beverages	$60,762,083	$40,478,812	-33.4%
Lodging Accommodations	$33,314,200	$30,883,928	-7.3%
Ground Transportation	$16,290,744	$15,848,103	-2.7%
Liquor Purchases	$14,679,537	$8,768,830	-40.3%
Sport Fees	$4,899,324	$5,175,479	5.6%
Popular Events Admissions	$3,974,225	$4,874,376	22.6%
Historic/Cultural Site Admissions	$5,025,595	$4,385,287	-12.7%
Other Evening Entertainment	$4,235,212	$3,596,965	-15.1%
Other Sightseeing/Attractions	$3,371,374	$3,372,312	0.0%
Gaming	$1,207,450	$1,100,637	-8.8%
All Other	$2,554,908	$1,523,248	-40.4%

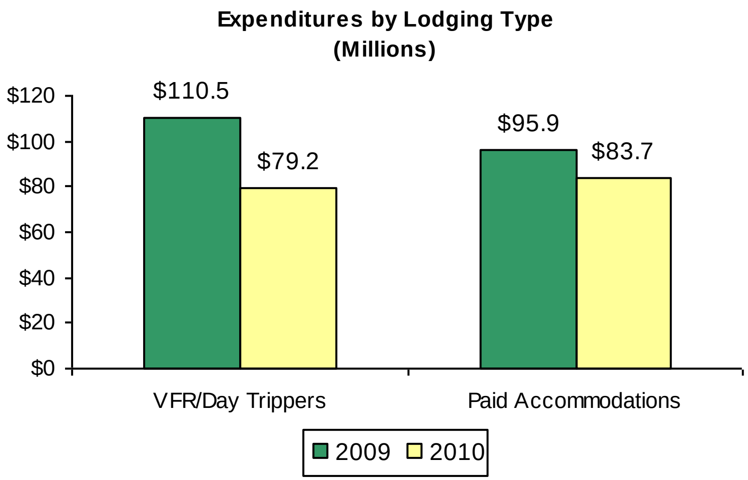


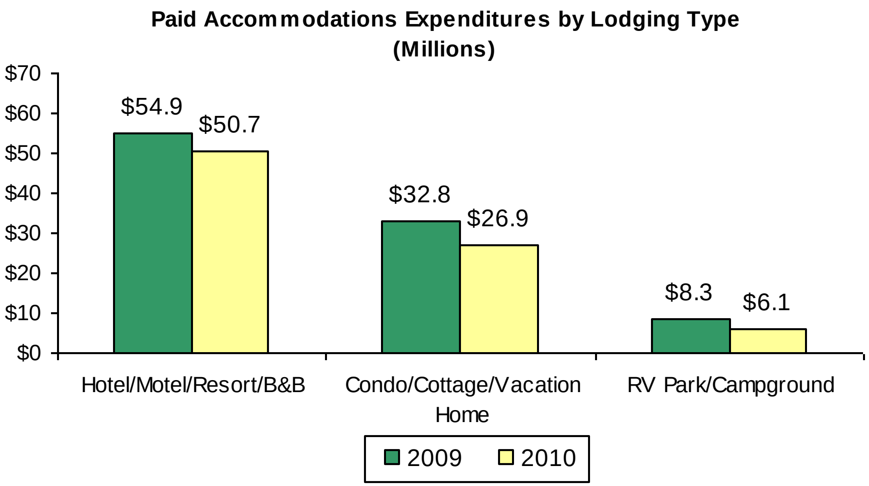
Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2009	2010	% Change	2009	2010	% Change
TOTAL	$95,904,214	$83,675,779	-12.8%	$110,491,639	$79,207,825	-28.3%
Lodging Accommodations	$33,314,200	$30,883,928	-7.3%	$0	$0	--
Food and Beverages	$21,668,035	$17,924,659	-17.3%	$39,094,048	$22,554,153	-42.3%
Shopping	$21,259,340	$17,400,375	-18.2%	$34,821,861	$25,475,252	-26.8%
Liquor Purchases	$4,546,407	$3,923,666	-13.7%	$10,133,130	$4,845,164	-52.2%
Sport Fees	$2,168,419	$2,034,386	-6.2%	$2,730,905	$3,141,093	15.0%
Popular Events Admissions	$1,214,220	$1,244,564	2.5%	$2,760,005	$3,629,812	31.5%
Other Evening Entertainment	$963,297	$1,189,349	23.5%	$3,271,915	$2,407,616	-26.4%
Historic/Cultural Site Admissions	$1,040,070	$1,125,256	8.2%	$3,985,525	$3,260,031	-18.2%
Other Sightseeing/Attractions	$1,241,678	$1,369,513	10.3%	$2,129,696	$2,002,799	-6.0%
Ground Transportation	$7,427,278	$5,420,668	-27.0%	$8,863,466	$10,427,435	17.6%
Gaming	$155,701	$278,300	78.7%	$1,051,749	$822,337	-21.8%
All Other	$905,569	$881,115	-2.7%	$1,649,339	$642,133	-61.1%

Total Visitor Expenditures by Lodging Type

June Total Expenditures by Lodging Type					
	2009	2010	% Change	2009	2010
TOTAL	$206,395,853	$162,883,604	-21.1%	100%	100%
Visiting Friends & Relatives/Day Trippers	$110,491,639	$79,207,825	-28.3%	54%	49%
Paid Accommodations	$95,904,214	$83,675,779	-12.8%	46%	51%
Hotel/Motel/Resort/B&B	$54,852,601	$50,730,207	-7.5%	27%	31%
Condo/Cottage/Vacation Home	$32,754,689	$26,891,991	-17.9%	16%	17%
RV Park/Campground	$8,296,924	$6,053,581	-27.0%	4%	4%





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.

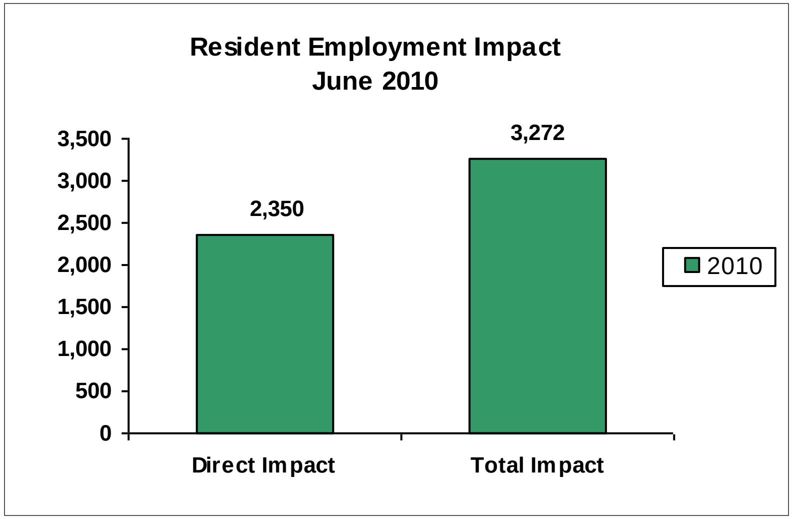
Impact on Jobs for Lee County Residents

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.).



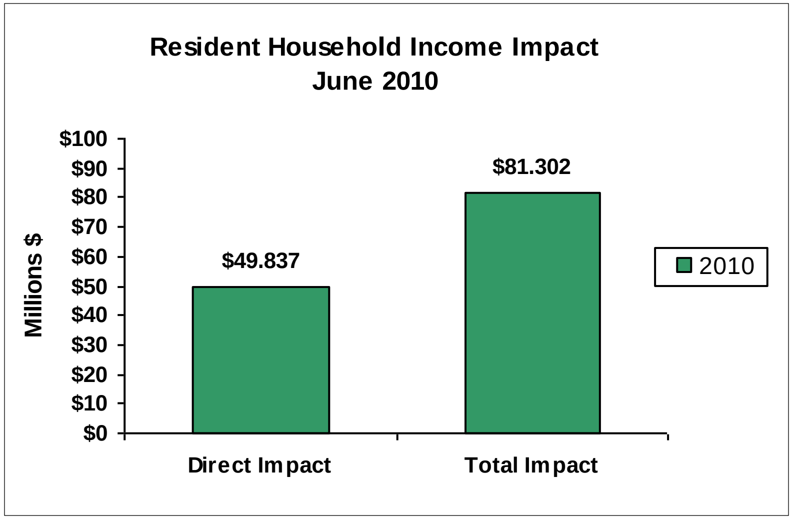
Impact on Household Income for Lee County Residents

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.

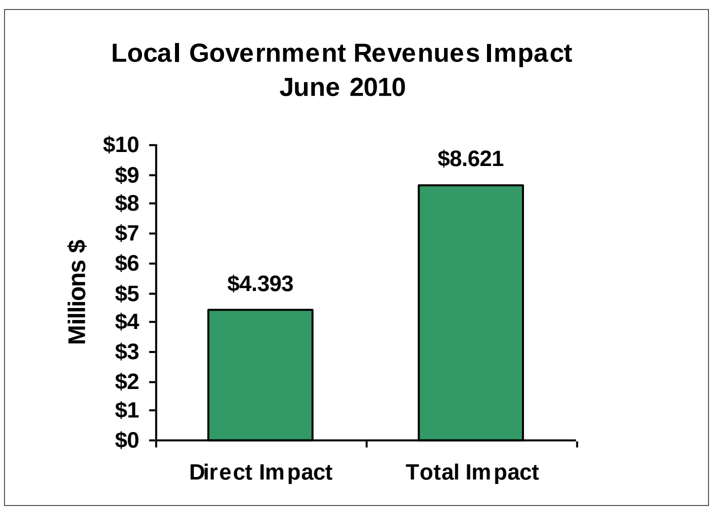
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

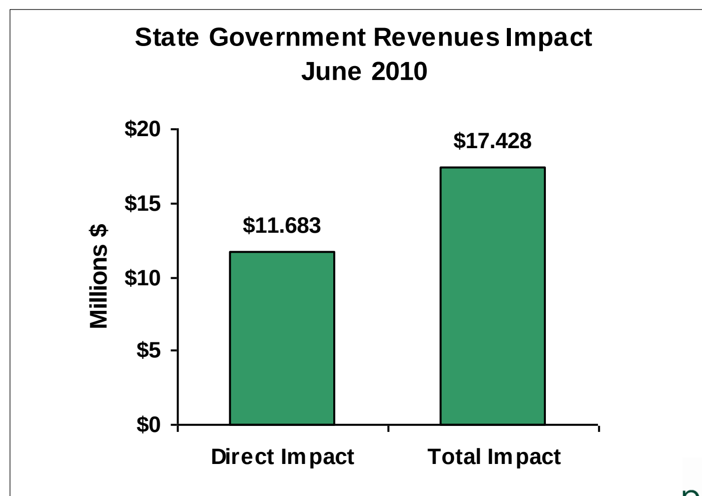
Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

June 2010

June 2010 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews*
Sanibel	Casa Ybel Resort	3-Jun	8
Sanibel	Ocean Reach	3-Jun	9
Sanibel	Sanibel Inn	3-Jun	9
Sanibel	Tarpon Beach	3-Jun	5
Fort Myers Beach	Diamond Head Resort	5-Jun	9
Fort Myers Beach	Estero Beach Club	5-Jun	6
Fort Myers Beach	Neptune Resort	5-Jun	9
Fort Myers Beach	Red Coconut RV	5-Jun	6
Ft. Myers	Edison Estates	10-Jun	25
North Ft. Myers	Shell Factory	10-Jun	8
Bonita Springs	Bonita Beach	14-Jun	18
Fort Myers Beach	Pink Shell Resort	18-Jun	8
Fort Myers Beach	The Pier	18-Jun	19
Ft. Myers	Clarion Hotel	18-Jun	5
Cape Coral	Cape Coral Yacht Club	26-Jun	7
Sanibel	Lighthouse Beach	26-Jun	19
Sanibel	Pointe Santo	26-Jun	8
Bonita Springs	Dog Beach	27-Jun	11
Ft. Myers	Best Western	27-Jun	9
Ft. Myers	Centennial Park	27-Jun	6
TOTAL			**204**

the beaches of FORT MYERS SANIBEL

Occupancy Interviewing Statistics

Interviews were conducted from June 1 – June 15, 2010. Information was provided by 143 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	90
Condo/Cottage/Vacation Home/Timeshare	36
RV Park/Campground	17
Total	143

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