

# RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100  
TAMPA, FLORIDA 33609  
TEL (813) 254-2975 • FAX (813) 254-2986

## June 2005 Visitor Profile – The Beaches of Fort Myers - 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.*

### Prepared for:

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

### Prepared by:

Walter J. Klages, Ph.D.  
President  
Research Data Services, Inc.  
[www.KlagesGroup.com](http://www.KlagesGroup.com)

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## Lee County June 2005 Visitor Profile

### *Executive Summary: June 2005*

1. In June 2005, the expenditures of visitors staying at the Beaches of Fort Myers - Sanibel increased by 6.0%, (*Tourism's total economic impact -- 2004: \$137,305,296; 2005: \$145,489,886*). In the same vein, occupancy expanded by 2.9 points and average daily rates (ADR's) grew by 5.3%.
  
2. Lee's core markets in the Northeast, Midwest, and Europe provided visitation stability this June. Specifically, June's primary feeder markets are:

<u>Visitor Origin</u>	<u>Rel.</u> <u>%</u>	<u>2004</u> <u>Visitor #</u>	<u>June</u> <u>Rel.</u> <u>%</u>	<u>2005</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	20.2%	31,018	20.5%	31,759	+2.4
Southeast	10.1	15,509	9.7	15,028	-3.1
Northeast	24.0	36,853	23.9	37,027	+0.5
Midwest	31.6	48,523	32.5	50,350	+3.8
Canada	0.8	1,228	0.6	930	-24.3
Europe	10.0	15,355	10.1	15,647	+1.9
Markets of Opportunity	3.3	5,067	2.7	4,183	-17.4
<b>Total</b>	<b>100.0</b>	<b>153,553</b>	<b>100.0</b>	<b>154,924</b>	<b>+0.9</b>

## Lee County June 2005 Visitor Profile

3. This June, the rank order of primary DMA's is as follows:

<u>June 2004</u>		<u>June 2005</u>		<u>'04 Rank</u>		
1.	New York	9.1%	1.	New York	9.3%	1
2.	Miami/Ft. Lauderdale	8.7	2.	Miami/Ft. Lauderdale	9.0	2
3.	Chicago	7.3	3.	Chicago	7.1	3
4.	Tampa/St. Petersburg	5.1	4.	Tampa/St. Petersburg	5.5	4
5.	Orlando/Daytona Beach	4.4	5.	Philadelphia	4.7	8
6.	Detroit	4.3	6.	Orlando/Daytona Beach	4.5	5
7.	Boston	3.9	7.	Detroit	4.2	6
8.	Philadelphia	3.8	8.	Cleveland	3.8	--
9.	Cincinnati	3.4	9.	Boston	3.6	7
10.	West Palm Beach/Ft. Pierce	3.3	10.	Cincinnati	3.5	9
11.	Atlanta	3.3	11.	Indianapolis	3.5	--

4. This June, the impact of Southwest Florida International Airport (RSW) on Lee visitation increased significantly. Fully 49.3% of all visitors deplane at RSW (**2004: 46.1% of all visitors**).

5. During the month of June, the repeat visitors to the Beaches of Fort Myers - Sanibel grew significantly (**Repeat Visitation 2004: 56.4%; 2005: 60.5%**). Importantly, over half (54.8%) of all visitors plan to return to Lee next year (**2004: 49.8%**).

6. Nine of every ten visitors (90.4%) select the Beaches of Fort Myers – Sanibel as a destination prior to leaving home (**2004: 86.5%**).

7. The importance of the Internet as an avenue of information distribution for Lee's tourism industry continues to grow. Fully 91.3% of Lee visitors use the Internet and fully 70.2% of **ALL** visitors obtain travel information on-line. Additionally, over half (58.9%) say they buy travel services on-line.

**The Beaches of Fort Myers - Sanibel:**  
*2005 June Visitor Profile*

*the beaches of*  
FORT MYERS  SANIBEL

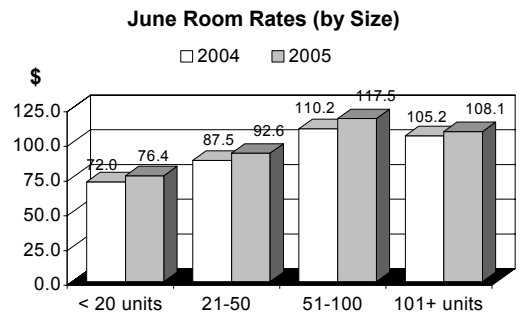
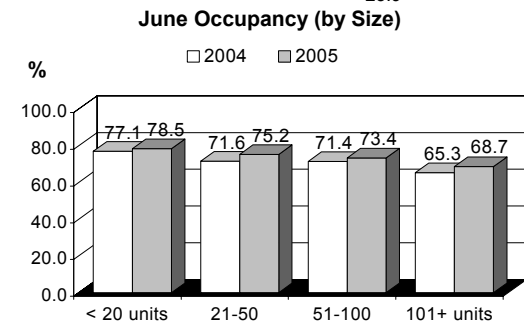
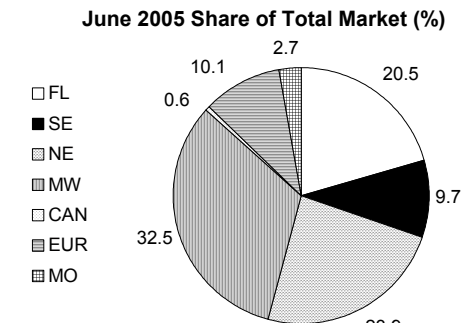
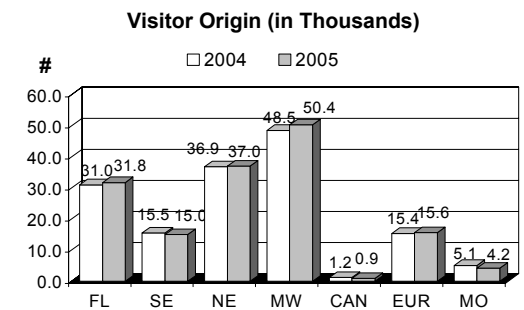
## June 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

Visitor Volume	Annual	YEAR TO DATE			June		% Δ
	2004	2004	2005	04/05	2004	2005	04/05
Visitors (#)	2,026,921	1,403,214	1,378,796	-1.7	153,553	154,924	+0.9
Room Nights	n/a	3,355,788	3,233,845	-3.6	395,506	392,040	-0.9
Direct Exp. (\$)	\$1,164,594,233	\$819,301,567	\$844,179,673	+3.0	\$81,743,940	\$86,616,590	+6.0

Visitor Origin	Annual Market Share		June 2004		June 2005		
	2003	2004	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	20.2%	31,018	20.5%	31,759	+2.4
Southeast	7.0	6.8	10.1	15,509	9.7	15,028	-3.1
Northeast	28.4	28.9	24.0	36,853	23.9	37,027	+0.5
Midwest	37.9	38.5	31.6	48,523	32.5	50,350	+3.8
Canada	2.3	2.3	0.8	1,228	0.6	930	-24.3
Europe	8.4	8.9	10.0	15,355	10.1	15,647	+1.9
Markets of Opp.	3.4	3.2	3.3	5,067	2.7	4,183	-17.4
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0</b>	<b>153,553</b>	<b>100.0</b>	<b>154,924</b>	<b>+0.9</b>

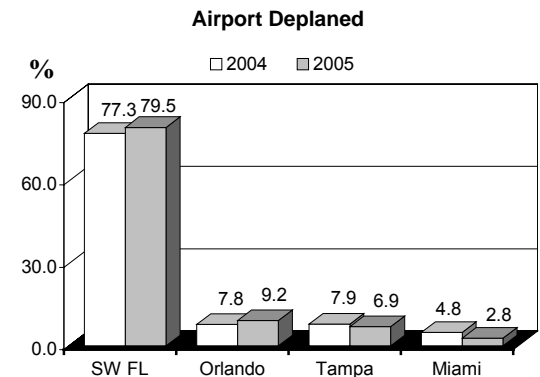
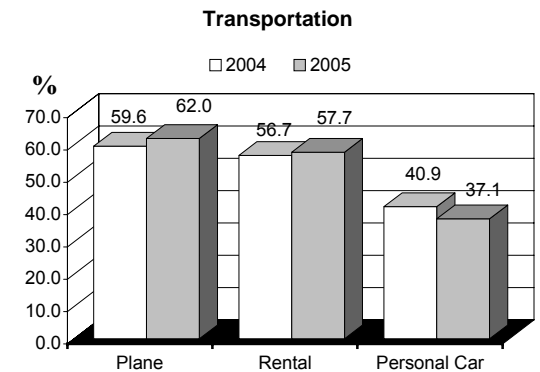
Industry (Weighted)	Monthly				Winter	Monthly	
	Jan.	Feb.	Mar.	Apr.	Season	May	Jun.
Occupancy 2005	83.1%	93.3%	95.8%	84.1%	89.1%	78.4%	72.2%
Occupancy 2004	80.6	92.4	95.3	83.5	88.0	74.4	69.3
<b>Δ Points</b>	<b>+2.5</b>	<b>+0.9</b>	<b>+0.5</b>	<b>+0.6</b>	<b>+1.1</b>	<b>+4.0</b>	<b>+2.9</b>
ADR 2005	\$126.03	\$158.53	\$156.14	\$116.62	\$139.33	\$97.81	\$98.17
ADR 2004	116.90	146.09	143.29	114.89	130.29	91.88	93.25
<b>Δ Percent</b>	<b>+7.8%</b>	<b>+8.5%</b>	<b>+9.0%</b>	<b>+1.5%</b>	<b>+6.9%</b>	<b>+6.5%</b>	<b>+5.3%</b>

Size Category	June Occupancy			June Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	77.1%	78.5%	+1.4	\$71.99	\$76.37	+6.1
21-50 units	71.6	75.2	+3.6	87.45	92.63	+5.9
51-100 units	71.4	73.4	+2.0	110.16	117.47	+6.6
101 + units	65.3	68.7	+3.4	105.22	108.13	+2.8

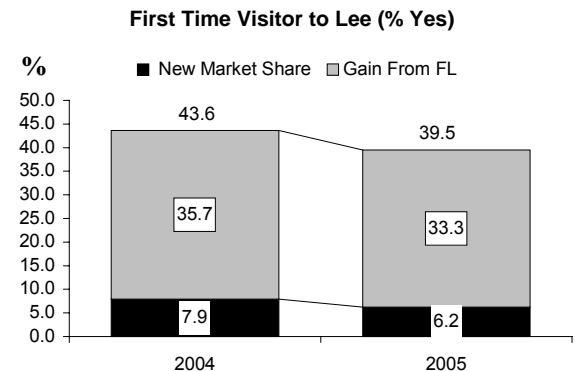


## June 2005 Visitor Profile -- Lee County

	<u>June 2004</u>	<u>June 2005</u>
<b>Transportation Mode (H/M/C/C + In-Home)</b>		
Plane	59.6%	62.0%
Rental Car	56.7	57.7
Personal Car	40.9	37.1
<b>Airport Deplanned</b>		
Southwest Florida International	77.3%	79.5%
Orlando International	7.8	9.2
Tampa International	7.9	6.9
Miami International	4.8	2.8
<b>Car Rental Location</b>		
Fort Myers	75.1%	76.9%
Orlando	7.9	9.5
Tampa	9.7	7.4
Miami	6.0	2.9

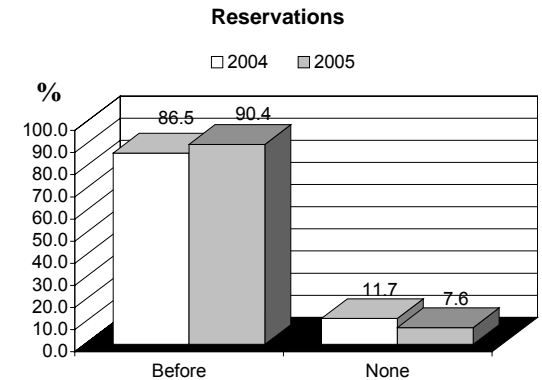
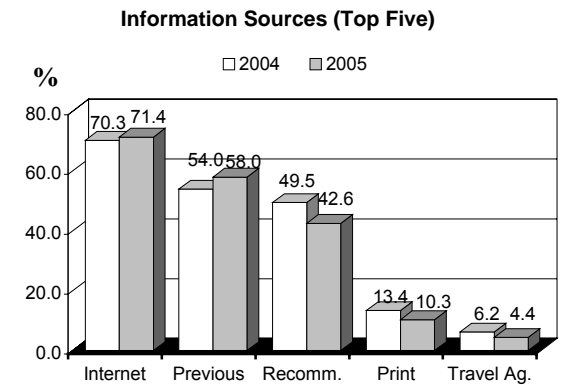


	<u>June 2004</u>	<u>June 2005</u>
<b>Purpose of Trip</b>		
<b>A. Visitor Profile Data</b>		
Vacation	98.2%	98.7%
Visit Friends and Relatives	11.9	11.2
<b>B. Occupancy Survey Data</b>		
Business Meetings/ Conferences	19.5%	22.6%
<b>First Visit to (% yes)</b>		
Lee County	43.6%	39.5%
Florida	7.9	6.2
<b>First Time Visitors (by Region)</b>		
Florida	33.6%	32.3%
Southeast	40.9	40.0
Northeast	48.9	41.6
Midwest	32.9	31.4
Europe	70.2	52.6
Markets of Opportunity	52.9	56.3

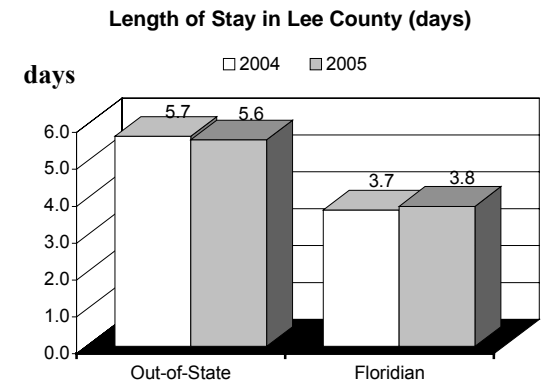


# June 2005 Visitor Profile -- Lee County

	<u>June 2004</u>	<u>June 2005</u>
<b>Average Repeat Visits to Lee</b>	3.2	3.3
<b>Information Sources (Multiple Response)</b>		
Internet	70.3%	71.4%
Previous Visit	54.0	58.0
Recommendations	49.5	42.6
Print Media	13.4	10.3
Travel Agent	6.2	4.4
Business Contacts	2.6	1.6
<b>Assisted by Travel Agent</b>	18.5%	12.2%
<b>Travel Agent Assisted with</b>		
Airline Reservations	64.4%	51.9%
Vacation Packages (Including fly/drive)	25.9	36.3
Hotel/Motel Reservations	39.7	30.3
<b>Reservations</b>		
Before Leaving Home	86.5%	90.4%
None	11.7	7.6
<b>Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival</b>	23.8%	20.9%



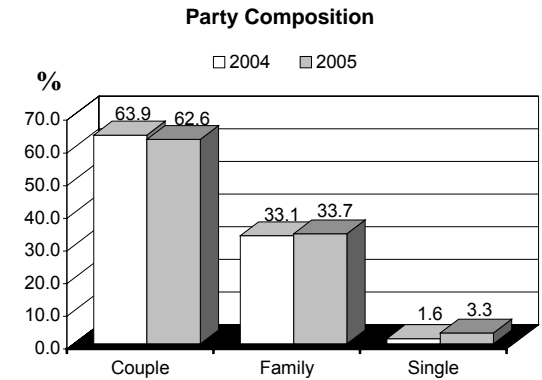
	<u>June '04</u>	<u>June '05</u>	<u>June '04</u>	<u>June '05</u>
	<u>Out-of-State</u>	<u>Out-of-State</u>	<u>Floridian</u>	<u>Floridian</u>
<b>Length of Stay (days)</b>				
Away from Home	10.1	10.0	3.8	3.9
In Florida	9.2	9.0	N/A	N/A
In Lee County	5.7	5.6	3.7	3.8
<b>% Staying 4 Days or Less in Lee</b>	33.3%	29.2%	68.2%	66.7%



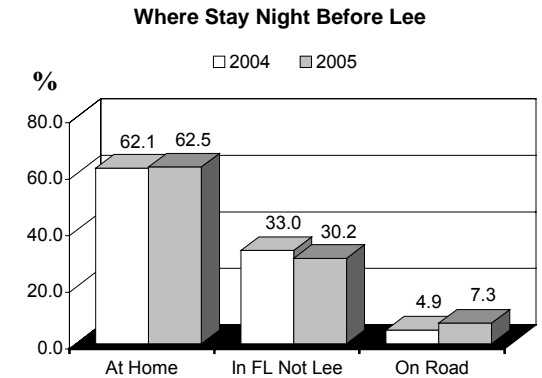
<b>Party Size</b>	2.7	2.7	3.1	3.1
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## June 2005 Visitor Profile -- Lee County

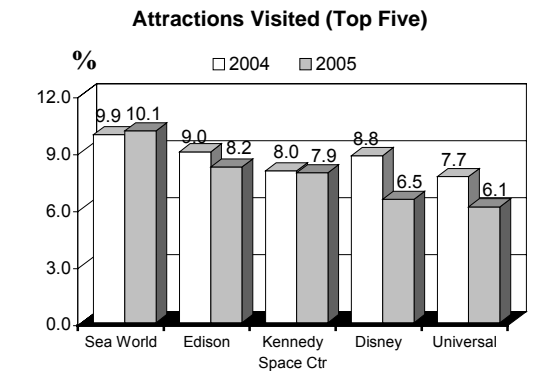
	<u>June 2004</u>	<u>June 2005</u>
<b>Party Composition</b>		
Couple	63.9%	62.6%
Family	33.1	33.7
Single	1.6	3.3



	<u>June 2004</u>	<u>June 2005</u>
<b>Where Stay Night Before Lee (Out-of-State)</b>		
At Home	62.1%	62.5%
In Florida, Not in Lee	33.0	30.2
On the Road, Not in Florida	4.9	7.3



	<u>June 2004</u>	<u>June 2005</u>
<b>Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)</b>		
Orlando/Disney	39.1%	36.6%
Tampa Bay	14.7	13.4
Sarasota	9.4	9.8
Florida Keys	7.8	7.5
Fort Lauderdale/Palm Beach	8.6	7.3
Miami	6.9	5.3
Naples/Marco	4.4	4.9



	<u>June 2004</u>	<u>June 2005</u>
<b>Attractions Visited</b>		
Sea World	9.9%	10.1%
Edison Home/Ford Home	9.0	8.2
Kennedy Space Center	8.0	7.9
Disney	8.8	6.5
Universal Studios	7.7	6.1
EPCOT	5.8	3.7
Ding Darling	2.8	1.6

	<u>June 2004</u>	<u>June 2005</u>
<b>Satisfaction with Lee County</b>	99.7%	97.4%

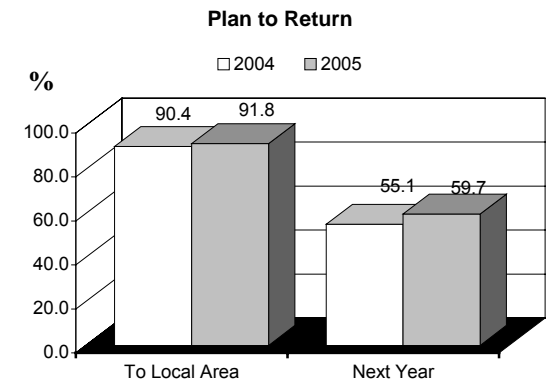
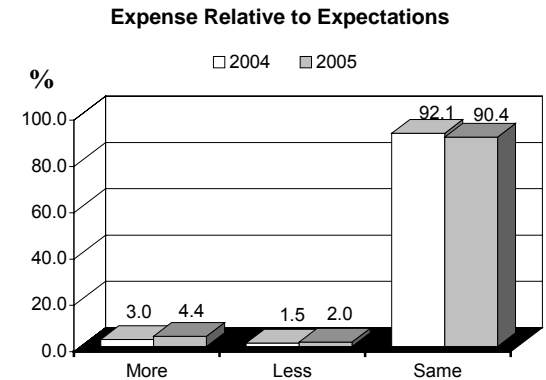
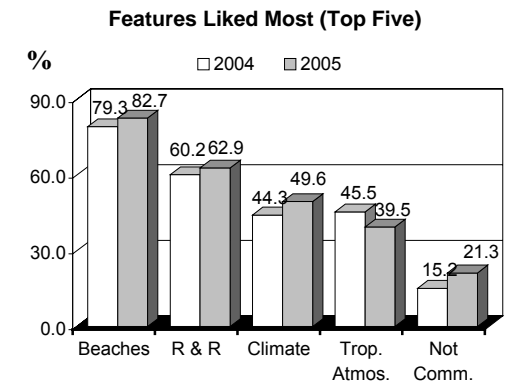


## June 2005 Visitor Profile -- Lee County

	<u>June 2004</u>	<u>June 2005</u>
<b>Features Liked Most about Lee</b>		
Beaches	79.3%	82.7%
Rest/Relaxation/Quiet	60.2	62.9
Climate	44.3	49.6
Tropical Atmosphere	45.5	39.5
Not Commercial	15.2	21.3
Restaurants	5.2	16.7
Clean Environment	17.5	16.2
Safety	2.3	2.0

<b>Features Liked Least about Lee</b>		
No Specific Complaints	82.8%	73.4%
Weather	3.0	10.1
Insects	6.1	7.6
Congestion/Over-Population	1.9	1.7

	<u>June 2004</u>	<u>June 2005</u>
<b>Expense Relative to Expectations</b>		
More Expensive	3.0%	4.4%
Less Expensive	1.5	2.0
As Expected	92.1	90.4
<b>Recommend Lee to Friends/Relatives</b> (% yes)	90.9%	88.6%
<b>Plan to Return (% yes)</b>		
To Local Area	90.4%	91.8%
Next Year (Base: Return to Local Area)	55.1	59.7
<b>Median Age Head of Household (years)</b>	48.3	49.5
<b>Median Annual Household Income</b>	\$78,512	\$80,761



# June 2005 Visitor Profile -- Lee County

	<u>June 2004</u>	<u>June 2005</u>
<b>Average Number of (per year)</b>		
Getaway Trips	2.6	2.8
Vacations	1.9	1.9

## Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)

Total	\$1,212.24	\$1,273.13
Per Person/Trip	448.98	471.53
Per Person/Day	78.77	84.20

## Out-of-State Visitor Party Budget Breakout (Lee Stay)

Accommodations	\$635.14	\$666.46
Food/Entertainment	445.20	473.01
Rental Car	248.51	257.62
Retail Purchases	143.39	144.79

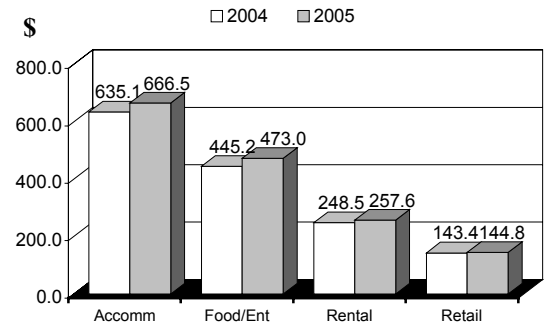
**See/Read/Hear Lee Message** 42.9% 41.3%

## Type of Message Seen

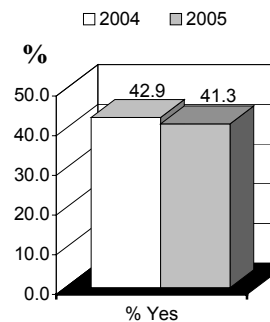
Internet	78.9%	78.3%
Travel Guides/Visitor Guides/Brochures	42.9	42.0
Newspapers	18.3	20.1
Magazines	10.0	11.0
Television	4.5	6.1

**Influenced by Lee Message**  
(Base: Respondents Reporting See/Read/Hear Message) 78.7% 82.5%

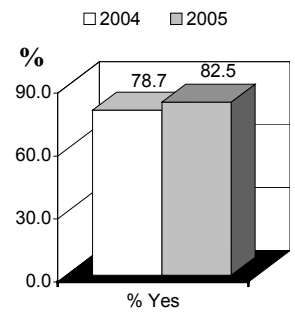
## Budget Breakout



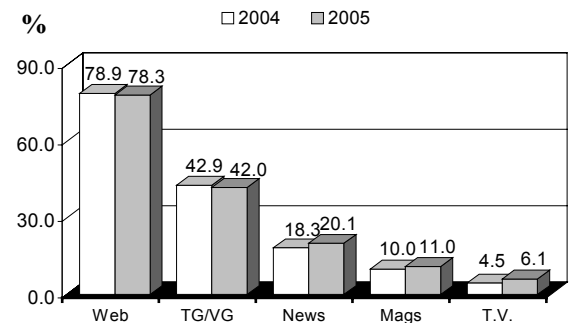
## See/Hear/Read Message



## Influenced by Message

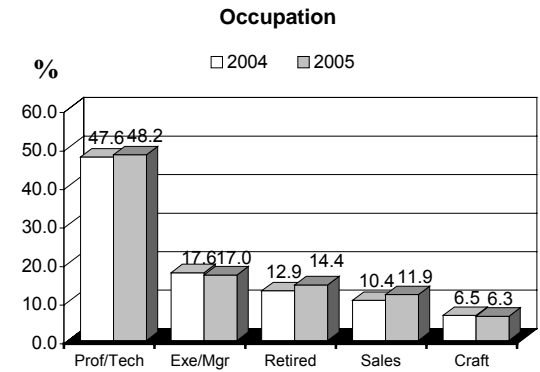


## Type of Message Seen

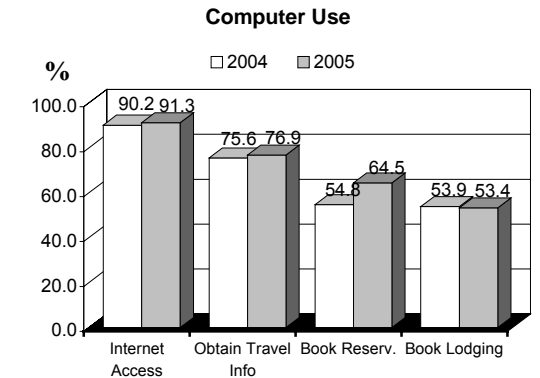


## June 2005 Visitor Profile -- Lee County

Occupation	June 2004	June 2005
Professional/Technical	47.6%	48.2%
Executive/Managerial	17.6	17.0
Retired	12.9	14.4
Salesman/Buyer	10.4	11.9
Craft/Factory	6.5	6.3



	June 2004	June 2005
<b>Have Internet Access</b>	90.2%	91.3%
<b>Use Internet to:</b> <i>(Base: Respondents who have Internet access)</i>		
Obtain Travel Information	75.6%	76.9%
Book Travel Reservations On-line	54.8	64.5
<b>Book Lodging Reservations:</b> <i>(Base: Respondents who book travel reservations on-line)</i>	53.9%	53.4%



June 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

Lee County Origin Markets

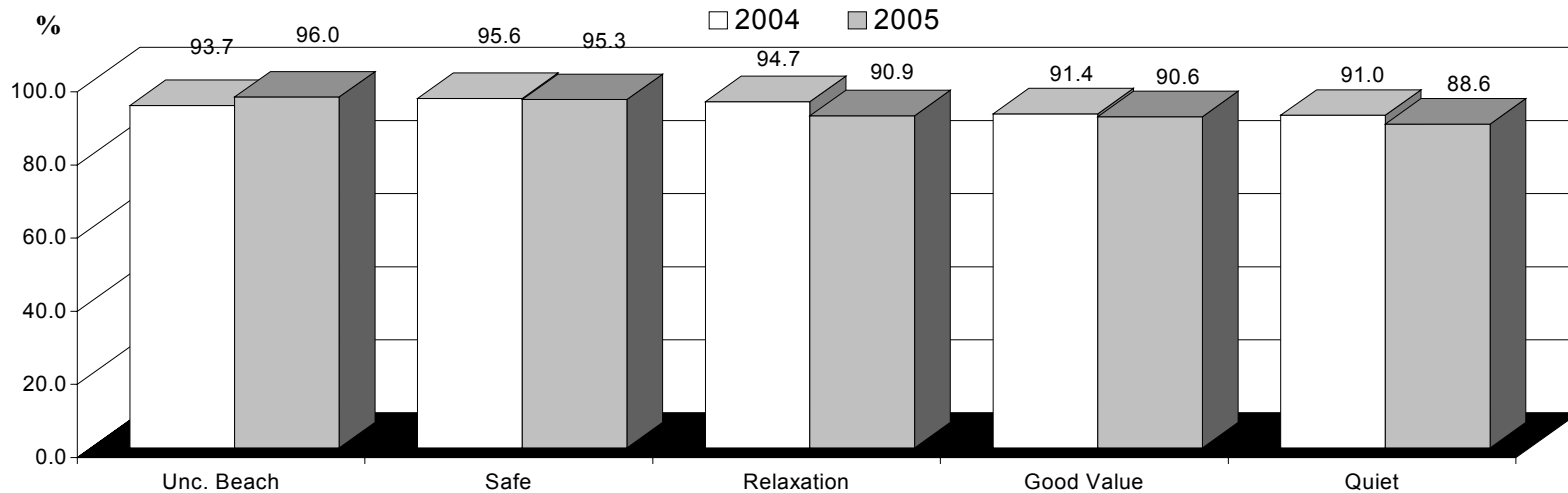
2002 – 2003 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-22.0	-16.1	+4.9	-8.3	-1.5	+3.4	+4.6	+4.3	+0.4	-9.2	+4.0	+9.9
Southeast	+15.6	-0.1	+5.3	+9.0	-13.3	-1.1	+3.0	-2.4	+7.7	-1.2	+0.1	+3.9
Northeast	-2.2	-3.7	+2.1	+0.5	+9.2	+17.8	+10.5	+9.9	+5.8	+6.2	-0.7	+4.4
Midwest	+0.1	+0.5	-4.1	+1.3	+7.9	+3.5	+9.2	+7.7	+7.6	+6.9	+6.3	+7.8
Canada	+18.1	-5.4	+11.3	+10.3	-29.9	+25.0	-7.3	-20.9	-8.2	+14.9	-3.5	+12.9
Europe	+22.9	+3.0	-19.6	+8.9	+13.7	+14.4	+10.4	+6.2	-4.4	+7.9	+11.6	+13.0
Mkts of Opp.	+9.9	-6.1	+8.8	+24.1	+29.0	+4.1	+21.2	-7.0	-3.4	-0.4	-7.8	-11.1
<b>TOTAL</b>	<b>+1.7</b>	<b>-2.1</b>	<b>-1.4</b>	<b>+1.9</b>	<b>+5.2</b>	<b>+7.1</b>	<b>+8.1</b>	<b>+5.4</b>	<b>+3.3</b>	<b>+3.5</b>	<b>+3.2</b>	<b>+6.6</b>
2003 – 2004 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+3.4	-1.5	+0.8	+0.7	-11.9	-3.7	-1.5	-49.0	-9.9	-12.8	-10.8	+8.4
Southeast	-0.7	+4.6	+5.6	+3.1	-0.8	+11.9	-3.4	-38.6	+5.1	-2.5	-15.4	-17.3
Northeast	+9.1	+11.7	+6.2	+5.9	+4.7	+10.0	+9.8	-65.6	-44.3	-11.0	-2.0	-4.0
Midwest	+6.9	+9.6	+5.1	+8.3	+3.9	+7.4	+10.9	-55.4	-36.7	-6.0	-3.9	-7.1
Canada	-0.2	+5.0	-10.9	+14.8	+21.6	+21.5	+23.9	-58.3	-52.5	-22.0	-24.9	+7.5
Europe	+10.9	+6.2	+5.6	+10.8	+11.5	+11.9	+11.8	-22.9	-0.9	-4.6	+0.2	+17.4
Mkts of Opp.	-20.7	-10.1	-18.8	+3.9	+8.9	+3.2	+3.3	-44.9	-9.9	-11.8	-9.9	+12.2
<b>TOTAL</b>	<b>+5.7</b>	<b>+8.9</b>	<b>+3.9</b>	<b>+6.6</b>	<b>+1.4</b>	<b>+6.4</b>	<b>+6.2</b>	<b>-49.9</b>	<b>-24.0</b>	<b>-8.3</b>	<b>-5.3</b>	<b>-3.3</b>
2004 – 2005 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-11.1	-17.7	-19.6	-8.5	+1.9	+2.4						
Southeast	-6.2	-0.3	-10.8	-6.8	+5.2	-3.1						
Northeast	-1.8	-5.6	-2.0	+0.2	+2.5	+0.5						
Midwest	-7.1	-1.3	-1.6	-1.3	-2.3	+3.8						
Canada	+9.0	+8.5	+3.2	+5.2	+9.3	-24.3						
Europe	+17.1	+14.8	+9.1	+6.8	+4.3	+1.9						
Mkts of Opp.	+13.8	+8.0	-22.6	-19.9	-9.6	-17.4						
<b>TOTAL</b>	<b>-2.5</b>	<b>-2.3</b>	<b>-3.2</b>	<b>-1.8</b>	<b>+0.9</b>	<b>+0.9</b>						

## June 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel

### Influential Factors in Choosing Lee

Influential Factors	Jul. '04	Aug '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	Jun. '04
Uncommercialized Beaches	94.8%	N/A	89.2%	89.0%	94.9%	90.7%	92.6%	92.7%	93.4%	92.3%	91.5%	96.0%	93.7%
Safe Destination	96.7	N/A	91.1	97.4	97.6	98.6	97.7	98.9	98.4	99.7	95.4	95.3	95.6
Complete Relaxation	90.6	N/A	84.4	88.7	87.2	86.1	87.1	85.8	85.0	87.4	90.4	90.9	94.7
Good Value for the Money	90.5	N/A	81.9	90.9	89.0	92.2	91.1	87.2	89.2	94.7	90.0	90.6	91.4
Quiet Atmosphere	86.2	N/A	91.2	91.7	93.3	92.3	94.4	94.6	95.4	90.7	87.5	88.6	91.0
Reasonably Priced Lodging	83.7	N/A	86.4	81.9	79.8	81.6	78.3	79.9	80.9	83.1	82.6	85.5	90.6
Sunning on the Beach	83.1	N/A	67.9	72.4	80.6	80.9	80.2	80.1	85.5	80.1	83.7	84.8	80.7
Family Atmosphere	84.6	N/A	70.5	74.7	70.9	79.4	76.1	78.6	73.3	76.4	76.2	82.8	81.3
Warm Weather	77.0	N/A	82.3	93.9	93.0	98.0	99.2	99.3	99.4	99.8	98.0	82.7	80.2
White Sand Beaches with Shelling	86.4	N/A	73.3	73.5	79.0	82.3	83.0	86.2	81.2	80.7	80.9	81.4	82.0
Clean, Unspoiled Environment	82.2	N/A	72.4	67.2	67.4	76.5	71.6	77.7	77.6	76.2	78.2	79.5	88.9
Tropical Plants/Animals	76.0	N/A	68.2	68.6	68.7	73.2	73.1	77.3	76.8	75.8	75.2	78.9	85.7
Affordable Dining	71.4	N/A	67.5	69.1	70.8	66.2	70.6	72.5	69.8	69.0	67.1	73.4	76.1
Upscale Accommodations	75.3	N/A	64.3	71.8	71.2	74.0	73.8	69.5	72.8	71.8	74.9	72.9	70.3

### Influential Factors in Choosing Lee (Top Five) -- June



**TOP U.S. FEEDER MARKETS**

<u>June 2004</u>			<u>June 2005</u>			<u>'04 Rank</u>
1.	New York	9.1%	1.	New York	9.3%	1
2.	Miami/Ft. Lauderdale	8.7	2.	Miami/Ft. Lauderdale	9.0	2
3.	Chicago	7.3	3.	Chicago	7.1	3
4.	Tampa/St. Petersburg	5.1	4.	Tampa/St. Petersburg	5.5	4
5.	Orlando/Daytona Beach	4.4	5.	Philadelphia	4.7	8
6.	Detroit	4.3	6.	Orlando/Daytona Beach	4.5	5
7.	Boston	3.9	7.	Detroit	4.2	6
8.	Philadelphia	3.8	8.	Cleveland	3.8	--
9.	Cincinnati	3.4	9.	Boston	3.6	7
10.	West Palm Beach/Ft. Pierce	3.3	10.	Cincinnati	3.5	9
11.	Atlanta	3.3	11.	Indianapolis	3.5	--

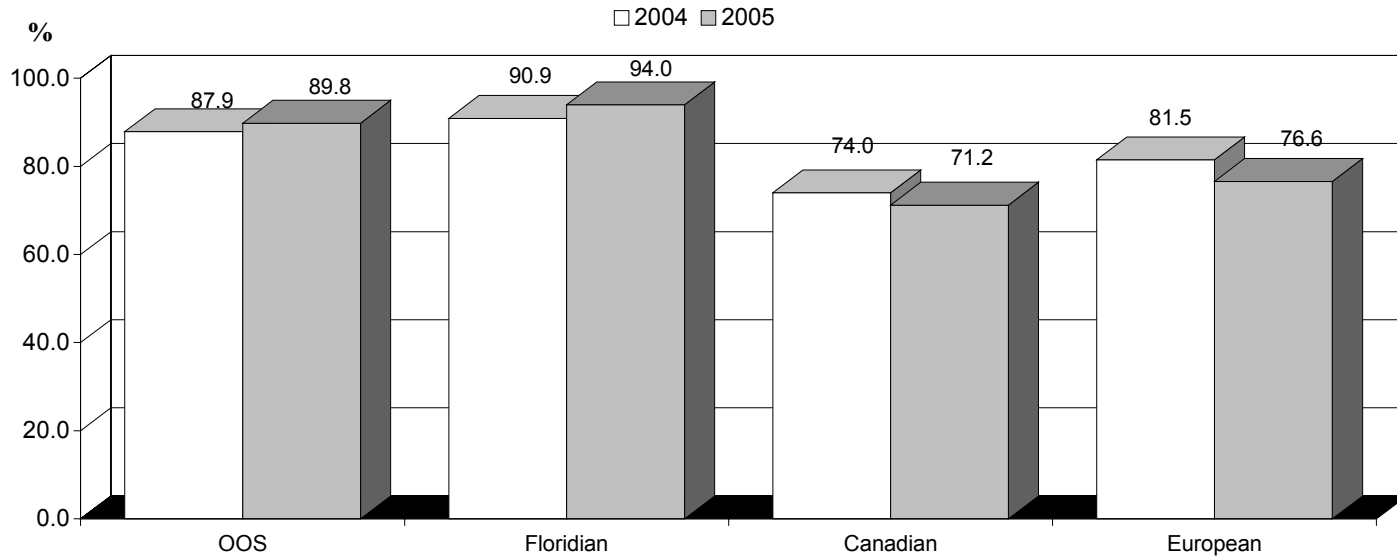
**Please Note:** *In June 2005, the Miami/Ft. Lauderdale segment accounted for 39% of the Florida market. The distribution is as follows: Broward County: 50%; Dade County: 50%. Sample size does not permit statistical inference.*

Lee County Occupancy Barometer: 2005

1. Compared to last year, **OVER THE NEXT THREE MONTHS**, Hotel/Motel/Condominium managers report **RESERVATIONS UP OR THE SAME** for:

	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	Jun. '04
U.S. OOS Travelers	90.1%	N/A	75.8%	79.6%	79.3%	66.7%	83.6%	86.5%	84.2%	84.9%	85.8%	89.8%	87.9%
Floridian Travelers	91.5	N/A	79.4	79.1	77.8	75.4	85.3	85.1	85.7	82.7	88.9	94.0	90.9
Canadian Travelers	70.0	N/A	75.0	74.3	68.2	62.9	78.9	78.5	78.9	75.5	75.0	71.2	74.0
European Travelers	84.2	N/A	78.6	75.7	80.1	74.6	87.5	83.5	85.2	84.0	78.3	76.6	81.5

Reservations: June 2004 - 2005

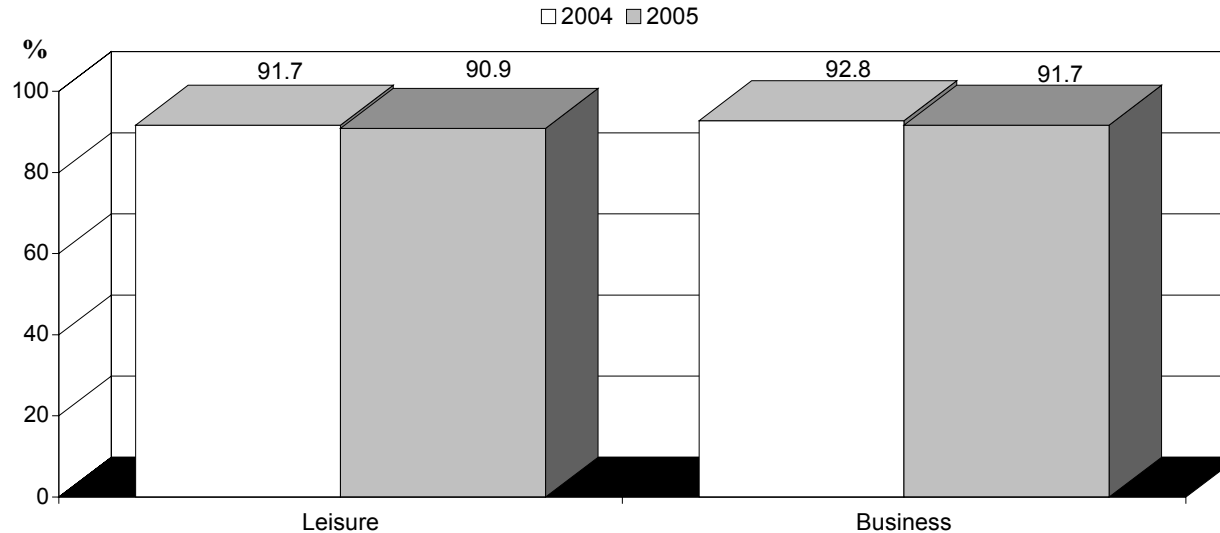


**June 2005 Visitor Profile – The Beaches of Fort Myers - Sanibel**

2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	June '04
Leisure Travelers	93.9%	N/A	78.1%	88.9%	87.5%	81.7%	89.7%	89.5%	90.0%	85.0%	90.9%	90.9%	91.7%
Business Travelers	91.4	N/A	87.1	90.6	86.8	86.0	94.8	94.6	93.6	91.9	92.7	91.7	92.8
Conferences/ Business Meetings	87.2	N/A	87.0	83.3	83.5	81.3	85.7	87.9	89.9	88.5	91.0	92.6	91.2
Travel and Tour	88.5	N/A	82.6	80.8	82.8	75.0	84.4	88.9	90.0	87.3	88.0	90.0	90.6

**Expectations: June 2004 - 2005**





## Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Florida								Southeast							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	11,498	11,498	8,964	8,964	9,269	9,269	8,238	8,238	13,989	13,989	16,174	16,174	16,067	16,067	15,070	15,070
Feb	12,862	24,360	10,797	19,761	10,634	19,903	8,747	16,985	13,125	27,114	13,111	29,285	13,712	29,779	13,668	28,738
Mar	18,684	43,044	19,591	39,352	19,750	39,653	15,881	32,866	17,497	44,611	18,421	47,706	19,447	49,226	17,352	46,090
Apr	35,294	78,338	32,356	71,708	32,587	72,240	29,809	62,675	16,765	61,376	18,275	65,981	18,849	68,075	17,572	63,662
<b>Winter</b>	<b>78,338</b>	<b>78,338</b>	<b>71,708</b>	<b>71,708</b>	<b>72,240</b>	<b>72,240</b>	<b>62,675</b>	<b>62,675</b>	<b>61,376</b>	<b>61,376</b>	<b>65,981</b>	<b>65,981</b>	<b>68,075</b>	<b>68,075</b>	<b>63,662</b>	<b>63,662</b>
May	31,107	109,445	30,632	102,340	26,977	99,217	27,490	90,165	7,513	68,889	6,515	72,496	6,463	74,538	6,802	70,464
June	31,129	140,574	32,197	134,537	31,018	130,235	31,759	121,924	14,015	82,904	13,861	86,357	15,509	90,047	15,028	85,492
July	37,639	178,213	39,357	173,894	38,764	168,999			16,264	99,168	16,748	103,105	16,181	106,228		
Aug	27,504	205,717	28,685	202,579	14,628	183,627			7,928	107,096	7,739	110,844	4,755	110,983		
<b>Spr/Sum</b>	<b>127,379</b>	<b>205,717</b>	<b>130,871</b>	<b>202,579</b>	<b>111,387</b>	<b>183,627</b>			<b>45,720</b>	<b>107,096</b>	<b>44,863</b>	<b>110,844</b>	<b>42,908</b>	<b>110,983</b>		
Sep	20,566	226,283	20,641	223,220	18,603	202,230			5,782	112,878	6,227	117,071	6,547	117,530		
Oct	12,761	239,044	11,593	234,813	10,114	212,344			5,136	118,014	5,072	122,143	4,946	122,476		
Nov	12,105	251,149	12,594	247,407	11,230	223,574			6,860	124,874	6,869	129,012	5,812	128,288		
Dec	4,033	255,182	4,434	251,841	4,808	228,382			9,829	134,703	10,211	139,223	8,447	136,735		
<b>Fall</b>	<b>49,465</b>	<b>255,182</b>	<b>49,262</b>	<b>251,841</b>	<b>44,755</b>	<b>228,382</b>			<b>27,607</b>	<b>134,703</b>	<b>28,379</b>	<b>139,223</b>	<b>25,752</b>	<b>136,735</b>		
<b>TOTAL</b>	<b>255,182</b>		<b>251,841</b>		<b>228,382</b>				<b>134,703</b>		<b>139,223</b>		<b>136,735</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Northeast								Midwest							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	55,765	55,765	54,563	54,563	59,529	59,529	58,472	58,472	84,510	84,510	84,572	84,572	90,426	90,426	83,990	83,990
Feb	93,185	148,950	89,719	144,282	100,184	159,713	94,582	153,054	119,171	203,681	119,797	204,369	131,247	221,673	129,572	213,562
Mar	91,343	240,293	93,276	237,558	99,056	258,769	97,052	250,106	128,710	332,391	123,394	327,763	129,745	351,418	127,638	341,200
April	88,236	328,529	88,679	326,237	93,927	352,696	94,135	344,241	116,177	448,568	117,739	445,502	127,472	478,890	125,827	467,027
<b>Winter</b>	<b>328,529</b>	<b>328,529</b>	<b>326,237</b>	<b>326,237</b>	<b>352,696</b>	<b>352,696</b>	<b>344,241</b>	<b>344,241</b>	<b>448,568</b>	<b>448,568</b>	<b>445,502</b>	<b>445,502</b>	<b>478,890</b>	<b>478,890</b>	<b>467,027</b>	<b>467,027</b>
May	38,093	366,622	41,582	367,819	43,557	396,253	44,636	388,877	40,465	489,033	43,662	489,164	45,383	524,273	44,352	511,379
June	28,434	395,056	33,497	401,316	36,853	433,106	37,027	425,904	43,661	532,694	45,192	534,356	48,523	572,796	50,350	561,729
July	35,470	430,526	39,189	440,505	43,031	476,137			44,919	577,613	49,070	583,426	54,411	627,207		
Aug	18,597	449,123	20,430	460,935	7,030	483,167			27,308	604,921	29,407	612,833	13,129	640,336		
<b>Spr/Sum</b>	<b>120,594</b>	<b>449,123</b>	<b>134,698</b>	<b>460,935</b>	<b>130,471</b>	<b>483,167</b>			<b>156,353</b>	<b>604,921</b>	<b>167,331</b>	<b>612,833</b>	<b>161,446</b>	<b>640,336</b>		
Sept	19,905	469,028	21,068	482,003	11,732	494,899			21,805	626,726	23,456	636,289	14,844	655,180		
Oct	17,819	486,847	18,920	500,923	16,832	511,731			23,655	650,381	25,280	661,569	23,772	678,952		
Nov	29,859	516,706	29,663	530,586	29,061	540,792			33,087	683,468	35,179	696,748	33,790	712,742		
Dec	36,419	553,125	38,024	568,610	36,515	577,307			57,085	740,553	61,537	758,285	57,177	769,919		
<b>Fall</b>	<b>104,002</b>	<b>553,125</b>	<b>107,675</b>	<b>568,610</b>	<b>94,140</b>	<b>577,307</b>			<b>135,632</b>	<b>740,553</b>	<b>145,452</b>	<b>758,285</b>	<b>129,583</b>	<b>769,919</b>		
<b>TOTAL</b>	<b>553,125</b>		<b>568,610</b>		<b>577,307</b>				<b>740,553</b>		<b>758,285</b>		<b>769,919</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Canada								Europe							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	5,941	5,941	7,015	7,015	7,003	7,003	7,635	7,635	12,839	12,839	15,784	15,784	17,508	17,508	20,495	20,495
Feb	7,612	13,553	7,198	14,213	7,556	14,559	8,201	15,836	10,237	23,076	10,540	26,324	11,194	28,702	12,848	33,343
Mar	9,194	22,747	10,234	24,447	9,116	23,675	9,411	25,247	22,539	45,615	18,129	44,453	19,143	47,845	20,881	54,224
April	7,059	29,806	7,789	32,236	8,945	32,620	9,413	34,660	21,177	66,792	23,069	67,522	25,558	73,403	27,299	81,523
<b>Winter</b>	<b>29,806</b>	<b>29,806</b>	<b>32,236</b>	<b>32,236</b>	<b>32,620</b>	<b>32,620</b>	<b>34,660</b>	<b>34,660</b>	<b>66,792</b>	<b>66,792</b>	<b>67,522</b>	<b>67,522</b>	<b>73,403</b>	<b>73,403</b>	<b>81,523</b>	<b>81,523</b>
May	1,977	31,783	1,386	33,622	1,686	34,306	1,842	36,502	9,754	76,546	11,089	78,611	12,364	85,767	12,895	94,418
June	809	32,592	1,011	34,633	1,228	35,534	930	37,432	11,993	88,539	13,716	92,327	15,355	101,122	15,647	110,065
July	1,084	33,676	1,005	35,638	1,245	36,779			14,405	102,944	15,910	108,237	17,782	118,904		
Aug	783	34,459	619	36,257	258	37,037			12,431	115,375	13,207	121,444	10,183	129,087		
<b>Spr/Sum</b>	<b>4,653</b>	<b>34,459</b>	<b>4,021</b>	<b>36,257</b>	<b>4,417</b>	<b>37,037</b>			<b>48,583</b>	<b>115,375</b>	<b>53,922</b>	<b>121,444</b>	<b>55,684</b>	<b>129,087</b>		
Sept	743	35,202	682	36,939	324	37,361			9,994	125,369	9,553	130,997	9,464	138,551		
Oct	1,401	36,603	1,610	38,549	1,255	38,616			12,839	138,208	13,848	144,845	13,215	151,766		
Nov	3,127	39,730	3,018	41,567	2,266	40,882			11,096	149,304	12,385	157,230	12,413	164,179		
Dec	4,285	44,015	4,837	46,404	5,198	46,080			10,585	159,889	11,958	169,188	14,034	178,213		
<b>Fall</b>	<b>9,556</b>	<b>44,015</b>	<b>10,147</b>	<b>46,404</b>	<b>9,043</b>	<b>46,080</b>			<b>44,514</b>	<b>159,889</b>	<b>47,744</b>	<b>169,188</b>	<b>49,126</b>	<b>178,213</b>		
<b>TOTAL</b>	<b>44,015</b>		<b>46,404</b>		<b>46,080</b>				<b>159,889</b>		<b>169,188</b>		<b>178,213</b>			

## Lee County Visitor Origins (Actual Number of Visitors) 2002 - 2005

	Markets of Opportunity								TOTAL							
	2002		2003		2004		2005		2002		2003		2004		2005	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,090	7,090	7,795	7,795	6,179	6,179	7,033	7,033	191,632	191,632	194,867	194,867	205,981	205,981	200,933	200,933
Feb	6,300	13,390	5,913	13,708	5,317	11,496	5,741	12,774	262,492	454,124	257,075	451,942	279,844	485,825	273,359	474,292
Mar	8,600	21,990	9,357	23,065	7,596	19,092	5,882	18,656	296,567	750,691	292,402	744,344	303,853	789,678	294,097	768,389
April	9,412	31,402	11,684	34,749	12,140	31,232	9,727	28,383	294,120	1,044,811	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171
<b>Winter</b>	<b>31,402</b>	<b>31,402</b>	<b>34,749</b>	<b>34,749</b>	<b>31,232</b>	<b>31,232</b>	<b>28,383</b>	<b>28,383</b>	<b>1,044,811</b>	<b>1,044,811</b>	<b>1,043,935</b>	<b>1,043,935</b>	<b>1,109,156</b>	<b>1,109,156</b>	<b>1,082,171</b>	<b>1,082,171</b>
May	2,900	34,302	3,742	38,491	4,075	35,307	3,684	32,067	131,809	1,176,620	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872
June	4,716	39,018	4,909	43,400	5,067	40,374	4,183	36,250	134,757	1,311,377	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796
July	5,111	44,129	6,197	49,597	6,401	46,775			154,892	1,466,269	167,476	1,494,402	177,815	1,581,029		
Aug	3,328	47,457	3,095	52,692	1,706	48,481			97,879	1,564,148	103,182	1,597,584	51,689	1,632,718		
<b>Spr/Sum</b>	<b>16,055</b>	<b>47,457</b>	<b>17,943</b>	<b>52,692</b>	<b>17,249</b>	<b>48,481</b>			<b>519,337</b>	<b>1,564,148</b>	<b>553,649</b>	<b>1,597,584</b>	<b>523,562</b>	<b>1,632,718</b>		
Sept	3,799	51,256	3,668	56,360	3,306	51,787			82,594	1,646,742	85,295	1,682,879	64,820	1,697,538		
Oct	4,202	55,458	4,187	60,547	3,691	55,478			77,813	1,724,555	80,510	1,763,389	73,825	1,771,363		
Nov	4,741	60,199	4,371	64,918	3,940	59,418			100,875	1,825,430	104,079	1,867,468	98,512	1,869,875		
Dec	3,780	63,979	3,359	68,277	3,768	63,186			126,016	1,951,446	134,360	2,001,828	129,947	1,999,822		
<b>Fall</b>	<b>16,522</b>	<b>63,979</b>	<b>15,585</b>	<b>68,277</b>	<b>14,705</b>	<b>63,186</b>			<b>387,298</b>	<b>1,951,446</b>	<b>404,244</b>	<b>2,001,828</b>	<b>367,104</b>	<b>1,999,822</b>		
<b>TOTAL</b>	<b>63,979</b>		<b>68,277</b>		<b>63,186</b>				<b>1,951,446</b>		<b>2,001,828</b>		<b>1,999,822</b>			