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December 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

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Beaches of Fort Myers - Sanibel: December 2005 Visitor Profile

Executive Summary: December 2005

1. This December, tourism injected better than \$159 million into the economy of Lee County (+15.4%). The industry's occupancy stood at 62.4%, while room rates reached an average of \$101.2 (+10.6%). The destination attracted a record number of visitors this December (138,915), up 5.5% when compared to December 2004 and an increase of 3.4% over the visitation levels of December 2003.
2. Specifically, this month's visitor origins are as follows:

<u>Visitor Origin</u>	2003 <u>Visitor #</u>	December 2004 <u>Visitor #</u>	2005 <u>Visitor #</u>	Difference '04/'05
Florida	4,434	4,872	5,557	+ 685
Southeast	10,211	8,559	9,724	+ 1,165
Northeast	38,024	37,000	41,119	+ 4,119
Midwest	61,537	57,936	59,595	+ 1,659
Canada	4,837	5,267	5,973	+ 706
Europe	11,958	14,221	12,780	-1,441
Markets of Opportunity	3,359	3,818	4,167	+ 349
Total	134,360	131,673	138,915	+ 7,242

3. Fully 66.2% of Lee's visitors came by plane (**2004: 67.0%**), with better than three-fourths of these (76.7%) deplaning at Southwest Florida International Airport (RSW) (**2004: 72.7%**).
4. Better than two-thirds of December visitors (**69.3%**) are repeat visitors to the Beaches of Fort Myers - Sanibel (**2004: 67.5%**).

Beaches of Fort Myers - Sanibel: December 2005 Visitor Profile

5. The following is the rank order of Lee's primary DMA's:

<u>December 2004</u>		<u>December 2005</u>		<u>'04 Rank</u>		
1.	New York	11.3%	1.	New York	12.2%	1
2.	Chicago	11.2	2.	Chicago	8.1	2
3.	Philadelphia	5.7	3.	Detroit	7.3	4
4.	Detroit	4.9	4.	Boston	5.5	5
5.	Boston	4.6	5.	Indianapolis	4.7	6
6.	Indianapolis	4.2	6.	Cleveland	4.0	7
7.	Cleveland	3.9	7.	Philadelphia	3.7	3
8.	Minneapolis/St. Paul	3.7	8.	Minneapolis/St. Paul	3.4	8
9.	Washington, D.C	3.7	9.	Cincinnati	3.3	10
10.	Cincinnati, OH	2.9	10.	Washington, D.C.	3.2	9
11.	Dayton	2.9	11.	Milwaukee	3.2	--

6. Visitors' level of satisfaction with their stay is extremely high (**99.0%**), with 56.0% planning a return trip to Lee next year (**2004: 57.2%**).
7. Nine of every ten Lee visitors (92.4%) have access to the Internet, with some 85.1% of these indicating they obtain travel information on-line. The proportion of people using the Internet to get travel information for their trip to the Beaches of Fort Myers - Sanibel has increased significantly since last December (**2004: 67.6%; 2005: 74.3%**). Fully, 50.6% have bought travel services for this trip on-line (**2004: 36.2%**). This represents the highest level of on-line travel service purchases reported to date for a current trip.
8. Some 38.9% of Lee visitors report having seen, read, or heard a message about the destination, with 71.4% of these saying these messages influenced them in choosing the Beaches of Fort Myers - Sanibel for this trip. Importantly, 48.4% of first time visitors were exposed to Lee messages, with 81.8% of these saying the information played a role in their coming to the destination.

The Beaches of Fort Myers - Sanibel:
2005 December Visitor Profile



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

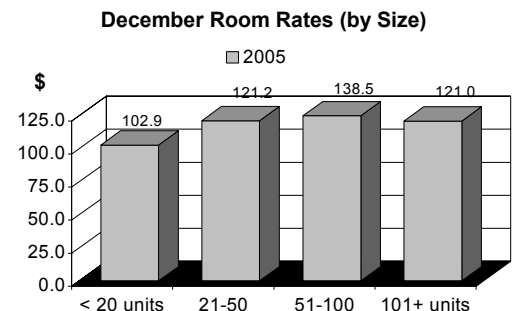
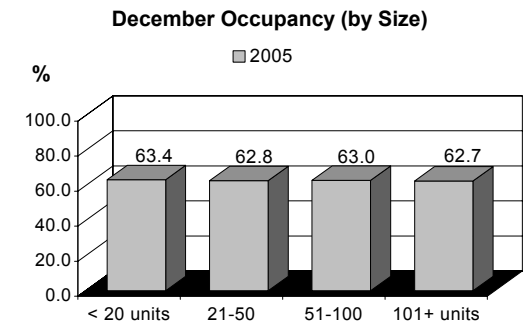
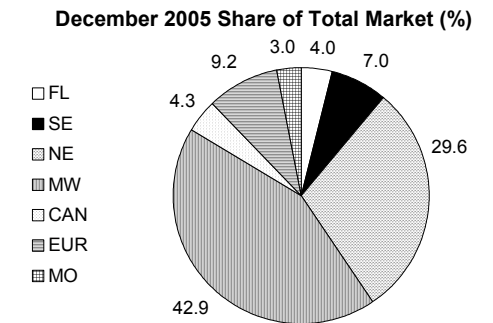
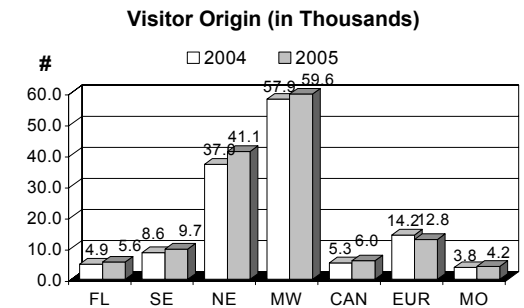
Visitor Volume	Annual 2004	ANNUAL		% Δ	December		% Δ
	2004	2004	2005	04/05	2004	2005	04/05
Visitors (#)	2,026,921	2,026,921	2,047,540	+1.0	131,673	138,915	+5.5
Room Nights	5,439,401 *	5,439,401 *	5,448,463	+0.2	495,500 *	512,000	+3.3
Direct Exp. (\$)	\$1,164,594,233	\$1,164,594,233	\$1,235,214,646	+6.1	\$82,167,310	\$94,796,340	+15.4

Visitor Origin	Annual Market Share		December 2004		December 2005		
	2003	2004	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	3.7%	4,872	4.0%	5,557	+14.1
Southeast	7.0	6.8	6.5	8,559	7.0	9,724	+13.6
Northeast	28.4	28.9	28.1	37,000	29.6	41,119	+11.1
Midwest	37.9	38.5	44.0	57,936	42.9	59,595	+2.9
Canada	2.3	2.3	4.0	5,267	4.3	5,973	+13.4
Europe	8.4	8.9	10.8	14,221	9.2	12,780	-10.1
Markets of Opp.	3.4	3.2	2.9	3,818	3.0	4,167	9.1
Total	100.0%	100.0%	100.0	131,673	100.0	138,915	+5.5

Industry (Weighted)	Winter	Spr/Sum	Sept.	Oct.	Nov.	Dec.	Fall
Occupancy 2003	85.3%	68.5%	51.5%	62.4%	71.0%	61.5%	61.6%
Occupancy 2004	88.0	70.7	64.0	71.3	77.2	65.0	69.4
Occupancy 2005	89.1	72.4	51.0	61.2	74.6	62.9	62.4
Δ Points ('04-'05)	+1.1	+1.7	-13.0	-10.1	-2.6	-2.1	-7.0
ADR 2003	\$126.67	\$88.79	\$81.12	\$81.87	\$74.01	\$101.90	\$84.73
ADR 2004	130.29	92.68	88.67	88.08	79.25	109.76	91.44
ADR 2005	139.33	98.74	95.22	96.25	92.25	120.89	101.15
Δ % ('04-'05)	+6.9%	+6.5%	+7.4%	+9.3%	+16.4%	+10.1%	+10.6%

Size Category	December Occupancy			December Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	n/a	63.4%	n/a	n/a	\$102.85	n/a
21-50 units	n/a	62.8	n/a	n/a	121.23	n/a
51-100 units	n/a	63.0	n/a	n/a	138.51	n/a
101+ units	n/a	62.7	n/a	n/a	120.95	n/a

* Revised to include storm recovery occupancy.



December 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Transportation Mode (H/M/C/C + In-Home)			
Plane	71.9%	67.0%	66.2%
Rental Car	69.1	60.9	62.5
Personal Car	27.1	31.5	32.0
Airport Deplaned			
Southwest Florida International	74.0%	72.7%	76.7%
Tampa International	12.4	8.1	8.3
Orlando International	5.6	9.2	6.0
Miami International	7.8	8.5	4.5
Car Rental Location			
Fort Myers	73.1%	69.2%	75.6%
Tampa	12.4	8.7	8.9
Orlando	5.1	10.5	6.5
Miami	8.1	9.8	4.9
<hr/>			
	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Purpose of Trip (Multiple Response)			
A. Visitor Profile Data			
Vacation	99.4%	98.7%	97.8%
Visit Friends and Relatives	16.5	15.3	15.9
B. Occupancy Survey Data			
Business Travelers/Conferences/ Business Meetings	17.9%	27.9%	22.3%
First Visit to (% yes)			
Lee County	36.5%	32.5%	30.7%
Florida	4.3	4.2	3.9
First Time Visitors (by Region)			
Florida	28.6%	22.2%	25.0%
Southeast	42.5	37.1	33.3
Northeast	29.5	33.2	29.9
Midwest	28.6	20.7	28.3
Europe	46.7	37.5	48.1
Markets of Opportunity	53.4	62.5	46.0

December 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Average Repeat Visits to Lee	3.5	3.3	3.4
Information Sources <i>(Multiple Response)</i>			
Internet	64.2%	67.6%	74.3%
Previous Visit	62.2	66.8	67.8
Recommendations	44.4	42.4	44.7
Print Media	19.8	14.5	10.4
Assisted by Travel Agent	15.0%	11.8%	10.8%
Travel Agent Assisted with			
Airline Reservations	77.6%	70.0%	73.6%
Hotel/Motel Reservations	35.8	40.5	45.7
Vacation Packages	12.2	24.4	21.9
Reservations			
Before Leaving Home	86.4%	87.0%	88.1%
None	10.4	11.4	9.9
After Arrival	1.8	1.0	1.1
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	18.4%	21.6%	23.2%

	<u>Out-of-State</u>			<u>Floridian</u>		
	<u>Dec. '03</u>	<u>Dec. '04</u>	<u>Dec. '05</u>	<u>Dec. '03</u>	<u>Dec. '04</u>	<u>Dec. '05</u>
Length of Stay <i>(days)</i>						
Away from Home	11.0	10.8	10.6	3.9	4.0	4.2
In Florida	9.9	9.7	9.7	N/A	N/A	N/A
In Lee County	7.5	7.3	7.2	3.7	3.8	3.9
% Staying 4 Days or Less in Lee	18.0%	25.6%	19.2%	74.3%	78.8%	68.8%
Party Size	2.9	2.9	2.9	2.3	2.5	2.5

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	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Party Composition			
Couple	62.2%	66.3%	64.5%
Family	36.0	31.9	32.8
Single	1.5	1.7	2.0
Where Stay Night Before Lee (Out-of-State)			
At Home	71.8%	67.5%	68.5%
In Florida, Not in Lee	24.1	28.2	27.6
On the Road, Not in Florida	4.1	4.3	3.9
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)			
Orlando/Disney	21.0%	25.1%	27.6%
Tampa Bay	12.4	9.4	12.0
Naples/Marco	7.4	9.4	11.1
Sarasota	8.6	9.6	10.6
Miami	7.8	10.1	8.6
Fort Lauderdale/Palm Beach	9.1	8.2	7.4
Florida Keys	10.5	7.4	6.4
Attractions Visited (Multiple Response)			
Edison Home/Ford Home	9.1%	10.0%	10.8%
Universal Studios	4.5	7.3	8.4
Sea World	4.4	6.2	7.9
EPCOT	4.1	5.9	6.5
Disney	2.2	3.9	5.4
Kennedy Space Center	6.0	4.5	5.3
Ding Darling	3.4	3.3	3.1
Satisfaction with Lee County	98.8%	99.7%	99.0%

December 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Features Liked Most about Lee <i>(Multiple Response)</i>			
Beaches	77.7%	69.8%	81.1%
Climate	75.4	80.2	77.9
Rest/Relaxation/Quiet	71.9	68.2	65.0
Tropical Atmosphere	48.6	45.0	43.8
Friendly Residents	20.4	21.8	23.6
Clean/Beauty	27.6	23.4	22.8
Not Commercial	24.7	20.8	19.8
Accommodations	14.0	12.2	16.6
Features Liked Least about Lee <i>(Multiple Response)</i>			
No Specific Complaints	75.1%	85.7%	78.7%
Congestion	10.9	9.7	13.8
Expense	0.7	0.5	2.6
Weather	3.3	1.1	2.2
Insects	1.1	2.7	1.6

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Expense Relative to Expectations			
More Expensive	1.8%	2.5%	8.5%
Less Expensive	0.3	0.6	0.4
Same	94.8	94.3	87.7
Don't Know	3.1	2.6	3.4
Recommend Lee to Friends/Relatives <i>(% yes)</i>			
	91.3%	90.1%	85.5%
Plan to Return <i>(% yes)</i>			
To Local Area	87.7%	89.2%	87.2%
Next Year <i>(Base: Return to Local Area)</i>	60.9	64.1	64.2
Median Age Head of Household <i>(years)</i>			
	50.9	51.0	52.7
Median Annual Household Income			
	\$87,356	\$91,746	\$93,000

December 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Average Number of (per year)			
Getaway Trips	2.8	2.7	2.8
Vacations	1.8	2.0	1.9
Out-of-State Visitor Party Budget <i>(Lee Stay: Food/Lodging/Entertainment)</i>			
Total	\$1,422.57	\$1,495.04	\$1,634.95
Per Person/Trip	490.54	515.53	563.78
Per Person/Day	65.41	70.62	78.30
Out-of-State Visitor Party Budget Breakout (Lee Stay)			
Accommodations	\$726.88	\$785.35	\$851.28
Food/Entertainment	484.95	500.55	552.25
Rental Car	262.03	278.69	305.60
Retail Purchases	169.27	164.79	180.69
Travel Stories, Advertising, and/or Promotions Seen/Read/Heard For Destination (% yes)			
	33.8%	33.3%	38.9%
Type of Message Seen			
Internet	75.6%	77.6%	80.0%
Travel Guides/Visitor Guides/Brochures	45.7	41.0	32.5
Newspapers	22.7	28.3	20.4
Magazines	24.9	17.5	13.9
Television	4.1	13.4	6.2
Influenced by Lee Message <i>(Base: Respondents Reporting See/Read/Hear Ad)</i>			
	79.0%	75.3%	71.4%

December 2005 Visitor Profile -- The Beaches of Fort Myers - Sanibel

	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Occupation			
Professional/Technical	46.9%	44.2%	42.0%
Executive/Managerial	18.3	21.7	21.6
Retired	15.5	13.9	16.3
Craft/Factory	6.9	7.5	8.6
Salesman/Buyer	8.6	9.1	8.1

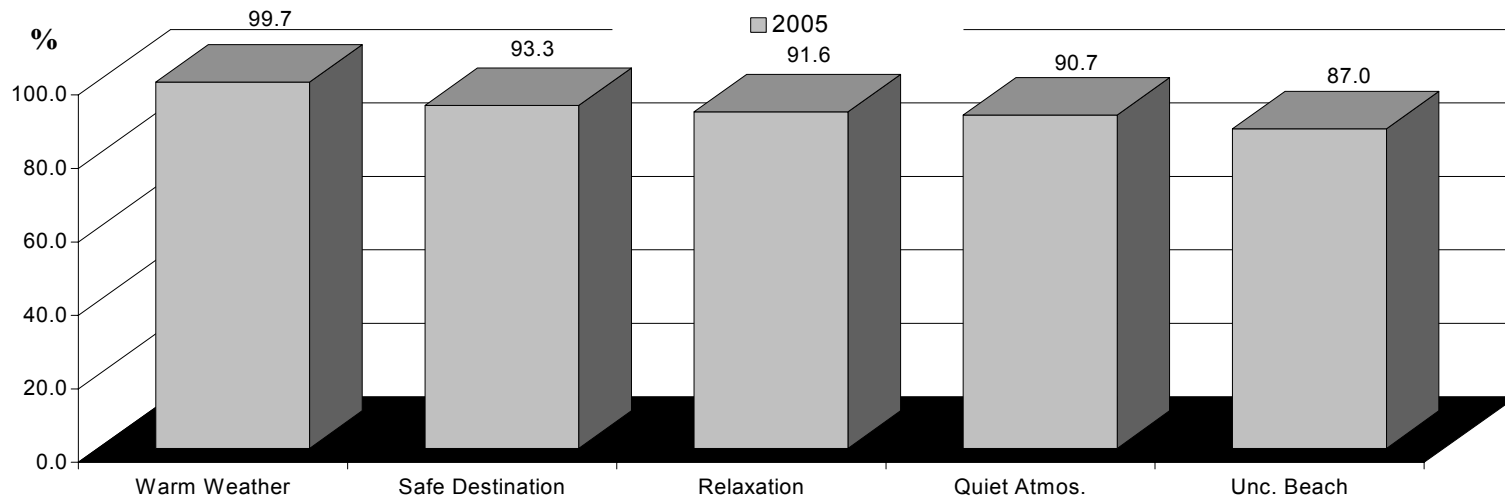
	<u>December 2003</u>	<u>December 2004</u>	<u>December 2005</u>
Have Internet Access	90.2%	89.6%	92.4%
Use Internet to: <i>(Base: Respondents who have used on line services)</i>			
Obtain Travel Information	81.7%	79.2%	85.1%
Book Travel Services On-line	59.6	63.1	71.9
Book Lodging Reservations: <i>(Base: Respondents who book travel services on-line)</i>	41.5%	39.1%	41.3%

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

Influential Factors in Choosing Lee

Influential Factors	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05
Warm Weather	99.2%	99.3%	99.4%	99.8%	98.0%	82.7%	79.0%	73.4%	79.8%	93.9%	99.1%	99.7%
Safe Destination	97.7	98.9	98.4	99.7	95.4	95.3	94.7	93.8	88.2	85.6	96.0	93.3
Complete Relaxation	87.1	85.8	85.0	87.4	90.4	90.9	92.7	94.7	91.5	93.4	91.8	91.6
Quiet Atmosphere	94.4	94.6	95.4	90.7	87.5	88.6	88.1	85.2	83.2	86.4	92.8	90.7
Uncommercialized Beaches	92.6	92.7	93.4	92.3	91.5	96.0	96.7	98.1	93.8	89.6	90.3	87.0
Good Value for the Money	91.1	87.2	89.2	94.7	90.0	90.6	88.9	90.6	86.8	89.7	87.0	86.8
Sunning on the Beach	80.2	80.1	85.5	80.1	83.7	84.8	85.0	83.2	71.8	77.8	79.7	83.0
Family Atmosphere	76.1	78.6	73.3	76.4	76.2	82.8	83.7	77.8	69.9	71.3	72.6	76.3
Upscale Accommodations	73.8	69.5	72.8	71.8	74.9	72.9	72.4	75.6	71.1	74.9	72.0	73.7
White Sand Beaches w/ Shelling	83.0	86.2	81.2	80.7	80.9	81.4	86.1	80.7	79.2	71.5	74.1	73.5
Reasonably Priced Lodging	78.3	79.9	80.9	83.1	82.6	85.5	89.1	89.5	83.3	83.0	76.3	72.5
Affordable Dining	70.6	72.5	69.8	69.0	67.1	73.4	75.9	77.0	68.8	67.5	69.7	70.6
Clean, Unspoiled Environment	71.6	77.7	77.6	76.2	78.2	79.5	82.3	77.9	77.1	70.5	66.3	68.4
Tropical Plants/Animals	73.1	77.3	76.8	75.8	75.2	78.9	74.2	70.7	66.1	67.9	61.8	61.4

Influential Factors in Choosing Lee (Top Five) -- December



TOP U.S. FEEDER MARKETS

<u>December 2004</u>		<u>December 2005</u>		<u>'04 Rank</u>		
1.	New York	11.3%	1.	New York	12.2%	1
2.	Chicago	11.2	2.	Chicago	8.1	2
3.	Philadelphia	5.7	3.	Detroit	7.3	4
4.	Detroit	4.9	4.	Boston	5.5	5
5.	Boston	4.6	5.	Indianapolis	4.7	6
6.	Indianapolis	4.2	6.	Cleveland	4.0	7
7.	Cleveland	3.9	7.	Philadelphia	3.7	3
8.	Minneapolis/St. Paul	3.7	8.	Minneapolis/St. Paul	3.4	8
9.	Washington, D.C	3.7	9.	Cincinnati	3.3	10
10.	Cincinnati, OH	2.9	10.	Washington, D.C.	3.2	9
11.	Dayton	2.9	11.	Milwaukee	3.2	--

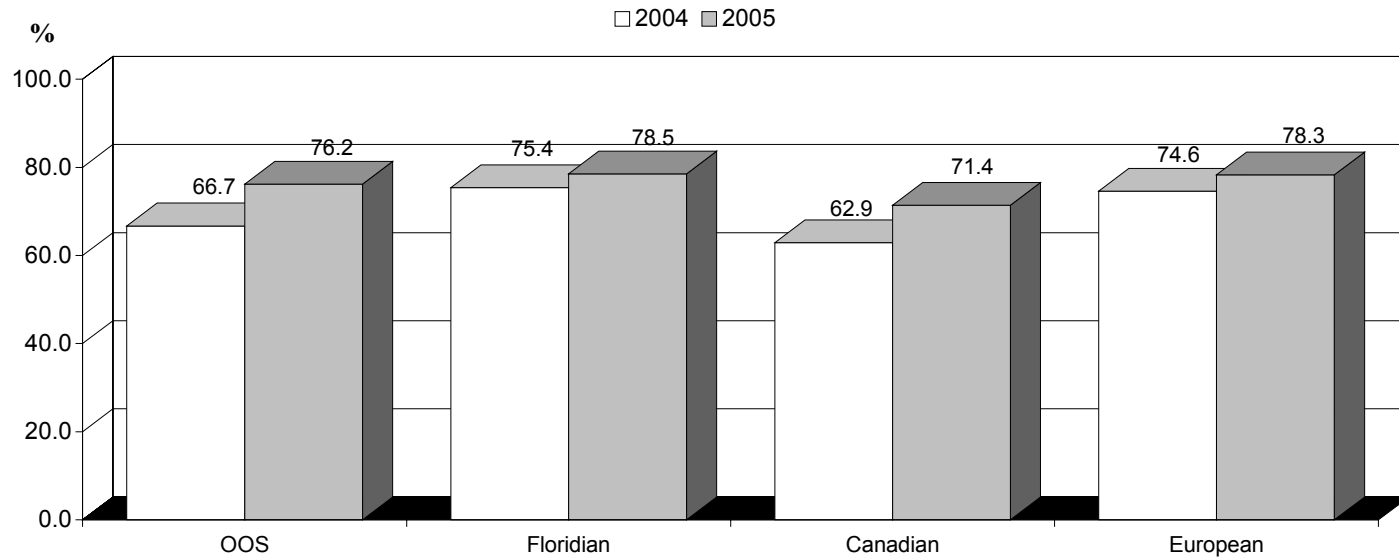
Please Note: *In December 2005, the Miami/Ft. Lauderdale segment accounted for 33% of the Florida market. The distribution is as follows: Broward County: 54%; Dade County: 46%. Sample size does not permit statistical inference.*

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:

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Dec. '04
U.S. OOS Travelers	83.6%	86.5%	84.2%	84.9%	85.8%	89.8%	64.4%	61.5%	63.8%	67.9%	83.3%	76.2%	66.7%
Floridian Travelers	85.3	85.1	85.7	82.7	88.9	94.0	73.8	67.3	67.4	75.0	84.0	78.5	75.4
Canadian Travelers	78.9	78.5	78.9	75.5	75.0	71.2	72.2	66.8	68.2	68.9	75.6	71.4	62.9
European Travelers	87.5	83.5	85.2	84.0	78.3	76.6	58.9	63.6	58.2	68.2	75.5	78.3	74.6

Reservations: December 2005 -- Over the Next Three Months

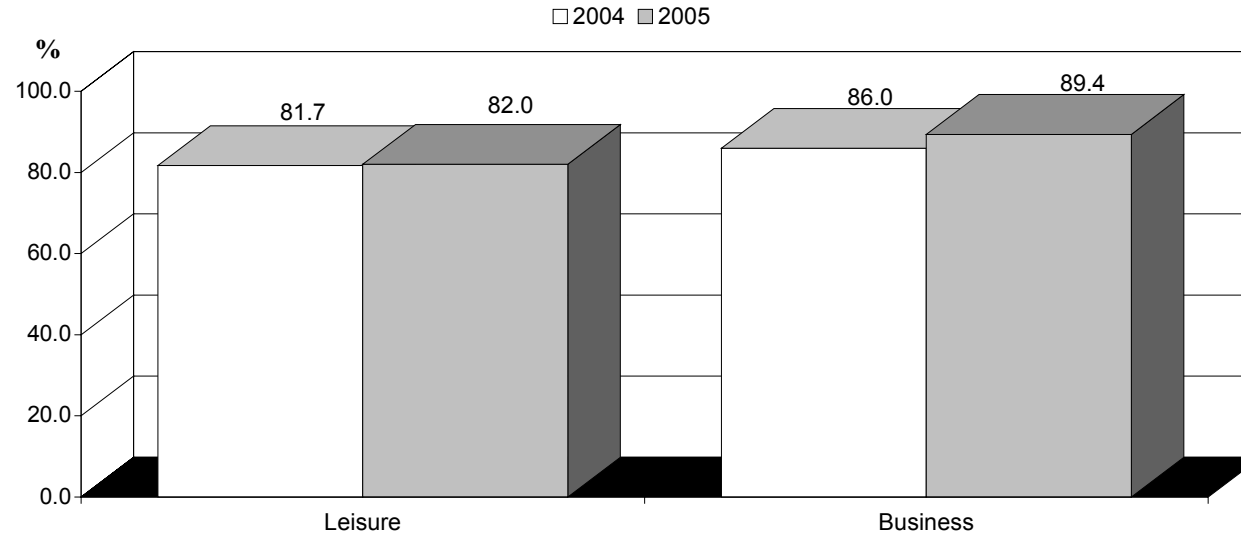


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2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year) industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Dec. '04
Leisure Travelers	89.7%	89.5%	90.0%	85.0%	90.9%	90.9%	92.4%	86.3%	81.6%	77.8%	89.6%	82.0%	81.7%
Business Travelers	94.8	94.6	93.6	91.9	92.7	91.7	82.9	77.0	83.9	85.7	93.8	89.4	86.0
Conferences/ Business Meetings	85.7	87.9	89.9	88.5	91.0	92.6	89.2	80.8	86.2	84.6	88.9	83.8	81.3
Travel and Tour	84.4	88.9	90.0	87.3	88.0	90.0	82.6	77.5	82.5	83.3	84.6	73.5	75.0

Expectations: December 2005 -- Over the Next Three Months



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
Winter	78,338	78,338	71,708	71,708	72,240	72,240	62,675	62,675	61,376	61,376	65,981	65,981	68,075	68,075	63,662	63,662
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	40,066	161,990	16,264	99,168	16,748	103,105	16,181	106,228	14,685	100,177
Aug	27,504	205,717	28,685	202,579	18,182	187,181	21,022	183,012	7,928	107,096	7,739	110,844	5,911	112,139	7,185	107,362
Spr/Sum	127,379	205,717	130,871	202,579	114,941	187,181	120,337	183,012	45,720	107,096	44,863	110,844	44,064	112,139	43,700	107,362
Sep	20,566	226,283	20,641	223,220	20,535	207,716	21,180	204,192	5,782	112,878	6,227	117,071	7,227	119,366	6,523	113,885
Oct	12,761	239,044	11,593	234,813	10,542	218,258	10,594	214,786	5,136	118,014	5,072	122,143	5,155	124,521	4,540	118,425
Nov	12,105	251,149	12,594	247,407	11,568	229,826	12,354	227,140	6,860	124,874	6,869	129,012	5,987	130,508	6,660	125,085
Dec	4,033	255,182	4,434	251,841	4,872	234,698	5,557	232,697	9,829	134,703	10,211	139,223	8,559	139,067	9,724	134,809
Fall	49,465	255,182	49,262	251,841	47,517	234,698	49,685	232,697	27,607	134,703	28,379	139,223	26,928	139,067	27,447	134,809
TOTAL	255,182		251,841		234,698		232,697		134,703		139,223		139,067		134,809	

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
Winter	328,529	328,529	326,237	326,237	352,696	352,696	344,241	344,241	448,568	448,568	445,502	445,502	478,890	478,890	467,027	467,027
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	43,692	469,596	44,919	577,613	49,070	583,426	54,411	627,207	56,201	617,930
Aug	18,597	449,123	20,430	460,935	8,737	484,874	14,369	483,965	27,308	604,921	29,407	612,833	16,318	643,525	23,772	641,702
Spr/Sum	120,594	449,123	134,698	460,935	132,178	484,874	139,724	483,965	156,353	604,921	167,331	612,833	164,635	643,525	174,675	641,702
Sept	19,905	469,028	21,068	482,003	12,951	497,825	15,732	499,697	21,805	626,726	23,456	636,289	16,385	659,910	18,187	659,889
Oct	17,819	486,847	18,920	500,923	17,544	515,369	16,950	516,647	23,655	650,381	25,280	661,569	24,776	684,686	24,517	684,406
Nov	29,859	516,706	29,663	530,586	29,936	545,305	32,442	549,089	33,087	683,468	35,179	696,748	34,807	719,493	36,417	720,823
Dec	36,419	553,125	38,024	568,610	37,000	582,305	41,119	590,208	57,085	740,553	61,537	758,285	57,936	777,429	59,595	780,418
Fall	104,002	553,125	107,675	568,610	97,431	582,305	106,243	590,208	135,632	740,553	145,452	758,285	133,904	777,429	138,716	780,418
TOTAL	553,125		568,610		582,305		590,208		740,553		758,285		777,429		780,418	

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
Winter	29,806	29,806	32,236	32,236	32,620	32,620	34,660	34,660	66,792	66,792	67,522	67,522	73,403	73,403	81,523	81,523
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	1,450	38,882	14,405	102,944	15,910	108,237	17,782	118,904	19,217	129,282
Aug	783	34,459	619	36,257	321	37,100	798	39,680	12,431	115,375	13,207	121,444	12,657	131,561	18,716	147,998
Spr/Sum	4,653	34,459	4,021	36,257	4,480	37,100	5,020	39,680	48,583	115,375	53,922	121,444	58,158	131,561	66,475	147,998
Sept	743	35,202	682	36,939	358	37,458	460	40,140	9,994	125,369	9,553	130,997	10,446	142,007	11,588	159,586
Oct	1,401	36,603	1,610	38,549	1,308	38,766	1,513	41,653	12,839	138,208	13,848	144,845	13,773	155,780	14,075	173,661
Nov	3,127	39,730	3,018	41,567	2,334	41,100	2,686	44,339	11,096	149,304	12,385	157,230	12,786	168,566	12,891	186,552
Dec	4,285	44,015	4,837	46,404	5,267	46,367	5,973	50,312	10,585	159,889	11,958	169,188	14,221	182,787	12,780	199,332
Fall	9,556	44,015	10,147	46,404	9,267	46,367	10,632	50,312	44,514	159,889	47,744	169,188	51,226	182,787	51,334	199,332
TOTAL	44,015		46,404		46,367		50,312		159,889		169,188		182,787		199,332	

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
Winter	31,402	31,402	34,749	34,749	31,232	31,232	28,383	28,383	1,044,811	1,044,811	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171
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	5,983	42,233	154,892	1,466,269	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090
Aug	3,328	47,457	3,095	52,692	2,120	48,895	2,838	45,071	97,879	1,564,148	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790
Spr/Sum	16,055	47,457	17,943	52,692	17,663	48,895	16,688	45,071	519,337	1,564,148	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790
Sept	3,799	51,256	3,668	56,360	3,649	52,544	3,070	48,141	82,594	1,646,742	85,295	1,682,879	71,551	1,716,826	76,740	1,725,530
Oct	4,202	55,458	4,187	60,547	3,847	56,391	3,481	51,622	77,813	1,724,555	80,510	1,763,389	76,945	1,793,771	75,670	1,801,200
Nov	4,741	60,199	4,371	64,918	4,059	60,450	3,975	55,597	100,875	1,825,430	104,079	1,867,468	101,477	1,895,248	107,425	1,908,625
Dec	3,780	63,979	3,359	68,277	3,818	64,268	4,167	59,764	126,016	1,951,446	134,360	2,001,828	131,673	2,026,921	138,915	2,047,540
Fall	16,522	63,979	15,585	68,277	15,373	64,268	14,693	59,764	387,298	1,951,446	404,244	2,001,828	381,646	2,026,921	398,750	2,047,540
TOTAL	63,979		68,277		64,268		59,764		1,951,446		2,001,828		2,026,921		2,047,540	