



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

**December 2008 Visitor Profile and Occupancy Analysis
February 13, 2009**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:



providing direction in travel & tourism



Executive Summary December 2008

Throughout this report, statistically significant differences between percentages for 2007 and 2008 are noted by < >.



Executive Summary

- Lee County hosted more than 160,000 visitors staying in paid accommodations during the month of December 2008. More than 275,000 stayed with friends or relatives while visiting the County.
- Overall visitation in December 2008 was down 11.7% from December 2007, with decreases seen in both paid accommodations (-10.7%) and those staying with friends and relatives (-12.3%).
- Two-thirds of visitors staying in paid accommodations were U.S. residents. European visitation continues to increase significantly over last year: a 47.4% increase in German visitation and a 55.9% increase in UK visitation. Visitation decreased from December 2007 among both U.S. (-20.6%) and Canadian (-30.2%) visitors.
- Forty percent of US visitors staying in paid accommodations were from the Midwest, and one-fifth were from the South (17%). Slightly fewer were from the Northeast (14%). Both the Northeast (-30.7%) and the Midwest (-33.7%) brought significantly fewer visitors to Lee County in December 2008, while the South brought more visitors (+5.3%). In-state visitation increased 13.4% over December 2007.



Total December Visitation					
	%		Visitor Estimates		% Change
	2007	2008	2007	2008	2007-2008
Paid Accommodations	37%	37%	181,855	162,465	-10.7%
Friends/Relatives	63%	63%	314,993	276,107	-12.3%
<i>Total Visitation</i>			496,848	438,572	-11.7%
December Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	73%	65%	132,477	105,124	-20.6%
Canada	9%	7%	15,656	10,922	-30.2%
Germany	7%	11%	12,043	17,748	47.4%
United Kingdom	5%	9%	9,635	15,018	55.9%
Other/No Answer	7%	8%	13,248	13,653	3.1%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	4%	5%	4,817	5,461	13.4%
South (including Florida)	13%	17%	16,860	17,748	5.3%
Midwest	48%	40%	63,830	42,323	-33.7%
Northeast	16%	14%	21,678	15,018	-30.7%
West	4%	1%	4,817	1,365	-71.7%
No Answer	18%	26%	24,087	27,305	13.4%

2008 Top DMAs (Paid Accommodations)		
Chicago	6%	6,826
Cleveland-Akron	5%	5,461
Atlanta	5%	5,461
Boston (Manchester, NH)	4%	4,096
Indianapolis	4%	4,096
Detroit	4%	4,096



Executive Summary

- Average per person per day expenditures were still down in December over last year, with December's average at \$119.83, a 12.2% decrease from December 2007 (\$136.46).
- Due to an increase in the average length of stay, however, total December 2008 visitor expenditures are up over December 2007. Total visitor expenditures for December 2008 are estimated at \$319 million, a 15% increase over December 2007 (\$277 million).
- When asked about their least liked features of Lee County, fewer December 2008 visitors mentioned *traffic* (26% versus 40%) and *weather* (9% versus 16%) than did so in December 2007.
- December 2008 saw a higher proportion of repeat visitors than December 2007 (82% versus 73%).
- Similar to the last several months, more December 2008 visitors stayed in condos or vacation homes (33% vs. 21% in December 2007) and fewer stayed in hotels/motels (30% vs. 54% in December 2007).
- Visitor satisfaction remains extremely high, with 93% of December 2008 visitors reporting being *very satisfied* (59%) or *satisfied* (34%) with their visit. In addition, 90% are likely to return to Lee County, and 62% of those are likely to return next year.
- December 2008 visitors are about 49 years old, and average annual household income remains high at \$93,000.



Executive Summary

- December 2008 saw a very modest drop in ADR and no relative change in occupancy and RevPAR among Lee County properties. Average occupancy rates increased from December 2007 (+1.7%) to an average of 52.7%. Increases in condos/vacation homes (+7.7%) and RV parks/campgrounds (+19.9%) were offset by a decrease in occupancy for hotels/motels/resorts (-10.7%).
- Overall average daily rates dropped slightly in December 2008 – from \$123.47 in December 2007 to \$119.27 in December 2008 (-3.4%), even though average daily rates increased for each of the individual property types. This is due to the relative rates and occupied room-nights for the different property types. RV parks/campgrounds showed the largest percentage increase (+12.8%), while hotels/motels/resorts (+1.7%) and condos/vacation homes (+4.3%) showed smaller increases.
- The drop in rates and no relative change in occupancy led to flat RevPAR (-1.8%). RV parks/campgrounds, however, continued to show a large increase in RevPAR due to their increased occupancy and average daily rates (+35.2%).
- In December, available roomnights increased (+6.9%) over December 2007, primarily in RV sites. At the same time, occupied roomnights showed an increase of +8.7%. The increase in overall occupied roomnights is the result of a large increase in occupied roomnights for RV parks/campgrounds (+64.4%) and a decrease for hotels/motels/resorts (-11.8%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	136	149		138	149		136/138	149/149	
Hotel/Motel/Resort/B&B	53.4%	47.7%	-10.7%	\$130.35	\$132.61	1.7%	\$69.54	\$63.21	-9.1%
Condo/Cottage/Vacation Home	46.9%	50.5%	7.7%	\$171.63	\$179.02	4.3%	\$80.57	\$90.35	12.1%
RV Park/Campground	54.7%	65.6%	19.9%	\$42.22	\$47.61	12.8%	\$23.09	\$31.21	35.2%
AVERAGE	51.8%	52.7%	1.7%	\$123.47	\$119.27	-3.4%	\$63.97	\$62.84	-1.8%

- For the first time in several months, property managers in December 2008 were no more negative than they had been in December 2007 when comparing the current month's occupancy and revenue to the same month in the prior year. In 2008, the same proportion said that December occupancy was *worse* than 2007 (49% versus 50% in 2007). In addition, roughly the same proportion reported worse *revenue* in December 2008 as compared to December 2007 (50% versus 46%).
- Projections for the next three months (January-March), however, remain down – with 58% reporting that reservations for the next three months are down (compared with 45% who responded similarly in December 2007). Thirty-three percent report business as the same or better for the next three months, as compared to 47% who responded similarly last year.



December 2008 Lee County Snapshot

Total December Visitation				
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Friends/Relatives	63%	63%	314,993	276,107
<i>Total Visitation</i>			496,848	438,572

Total Visitor Expenditures			
	2007	2008	% Change
	Total Visitor Expenditures	\$277,539,156	\$319,027,567
Paid Accommodations	\$137,887,185	\$165,379,570	19.9%

December Visitor Origin – Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2007	2008	2007	2008
Florida	4%	5%	4,817	5,461
United States	73%	65%	132,477	105,124
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Average Per Person Per Day Expenditures		
2007	2008	% Change
\$136.46	\$119.83	-12.2%

First-Time/Repeat Visitors to Lee County		
	2007	2008
First-time	<26%>	16%
Repeat	73%	<82%>

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
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AVERAGE	51.8%	52.7%	1.7%	\$123.47	\$119.27	-3.4%	\$63.97	\$62.84	-1.8%



Visitor Profile Analysis December 2008

A total of 209 interviews were conducted with visitors in Lee County during the month of December 2008. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.

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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.



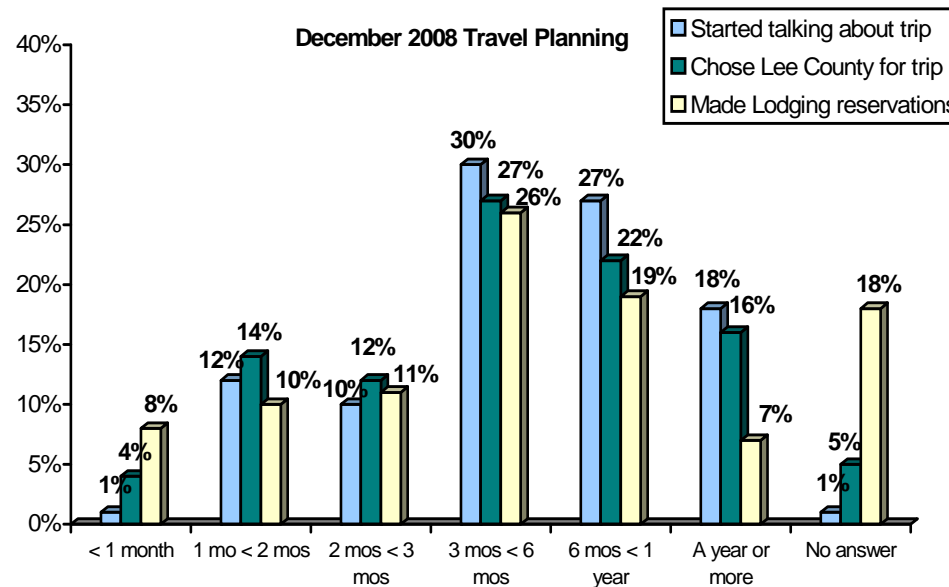
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2007	2008	2007	2008	2007	2008
Total Respondents	206	209	206	209	206	209
< 1 month	<6%>	1%	8%	4%	10%	8%
1 mo - < 2 mos	9%	12%	11%	14%	16%	10%
2 mos - < 3 mos	13%	10%	14%	12%	17%	11%
3 mos - < 6 mos	27%	30%	23%	27%	17%	<26%>
6 mos - < 1 year	25%	27%	17%	22%	17%	19%
A year or more	17%	18%	18%	16%	10%	7%
No answer	<4%>	1%	9%	5%	13%	18%

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		
	December	
	2007	2008
Total Respondents	206	209
Before leaving home	<81%>	68%
After arriving in FL	11%	7%
On the road, but not in FL	1%	--
No answer	7%	<24%>

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

Computer Access		
	December	
	2007	2008
Total Respondents	206	209
<u>Yes</u>	<u>91%</u>	<u>85%</u>
<i>Home</i>	28%	29%
<i>Work</i>	2%	2%
<i>Both Home and Work</i>	61%	54%
<u>No</u>	<u>9%</u>	<u>11%</u>

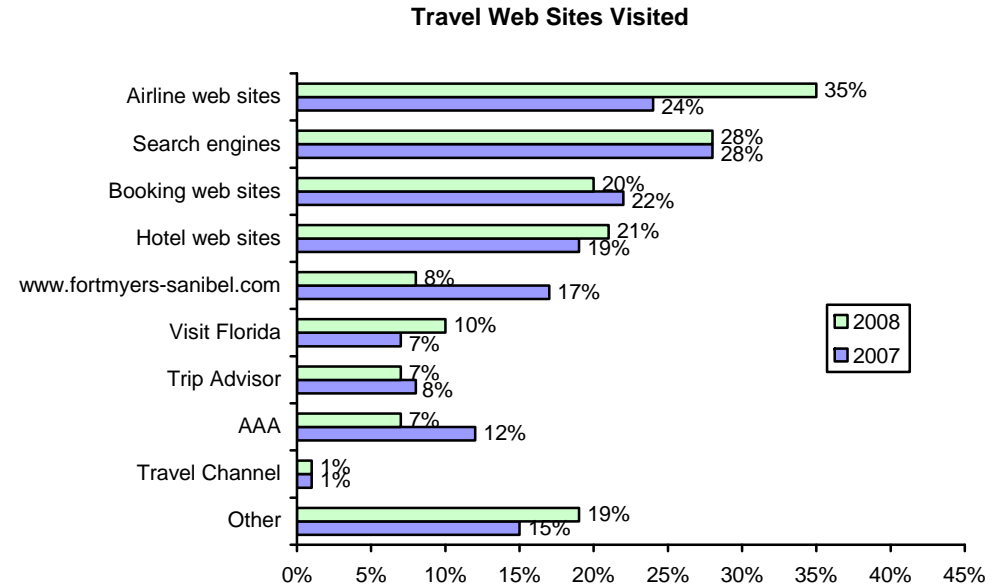
Q8: Do you have access to a computer?



Travel Planning

Travel Web Sites Visited by December Travelers		
	2007	2008
Total Respondents with computer access	188	179
Visited web sites (net)	76%	76%
Airline web sites	24%	<35%>
Search engines	28%	28%
Booking web sites	22%	20%
Hotel web sites	19%	21%
www.fortmyers-sanibel.com	<17%>	8%
Visit Florida	7%	10%
Trip Advisor	8%	7%
AAA	12%	7%
Travel Channel	1%	1%
Other	15%	19%
Did not visit web sites	17%	20%
No Answer	7%	4%

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



Base: Respondents with Computer Access



Travel Planning

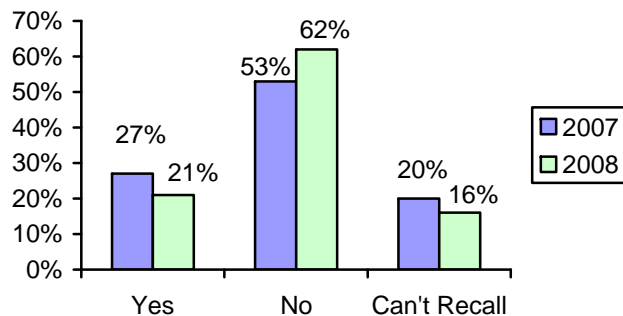
December Travelers Requesting Information		
	2007	2008
Total Respondents	206	209
Requested Information (net)	<37%>	27%
Hotel Web Site	14%	14%
VCB Web Site	<9%>	2%
Call hotel	7%	6%
Visitor Guide	5%	3%
Call local Chamber of Commerce	2%	1%
Clipping/mailling coupon	1%	1%
Calling VCB toll free number	--	--
Other	14%	9%
Did not request information	51%	60%
No Answer	12%	13%

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

Travel Agent Assistance		
	2007	2008
Total Respondents	206	209
Yes	6%	7%
No	92%	91%

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

Recall of Promotions



Recall of Lee County Promotions		
	2007	2008
Total Respondents	206	209
Yes	27%	21%
No	53%	62%
Can't Recall	20%	16%

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

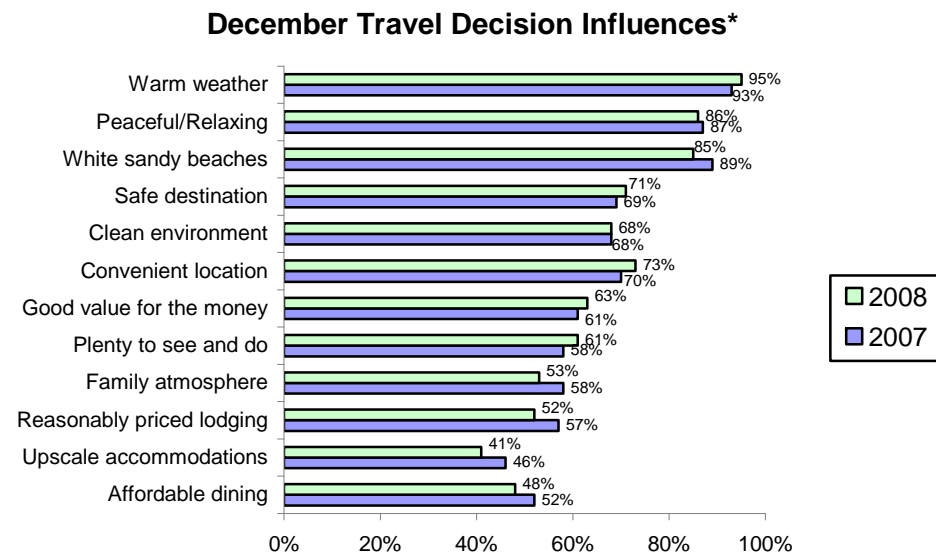


Travel Planning

December Travel Decision Influences*		
	2007	2008
Total Respondents	206	209
Warm weather	93%	95%
Peaceful/Relaxing	87%	86%
White sandy beaches	89%	85%
Convenient location	70%	73%
Safe destination	69%	71%
Clean environment	68%	68%
Good value for the money	61%	63%
Plenty to see and do	58%	61%
Family atmosphere	58%	53%
Reasonably priced lodging	57%	52%
Affordable dining	52%	48%
Upscale accommodations	46%	41%

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)

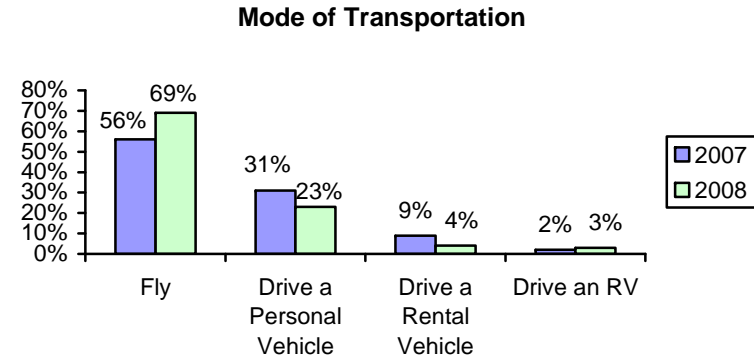




Trip Profile

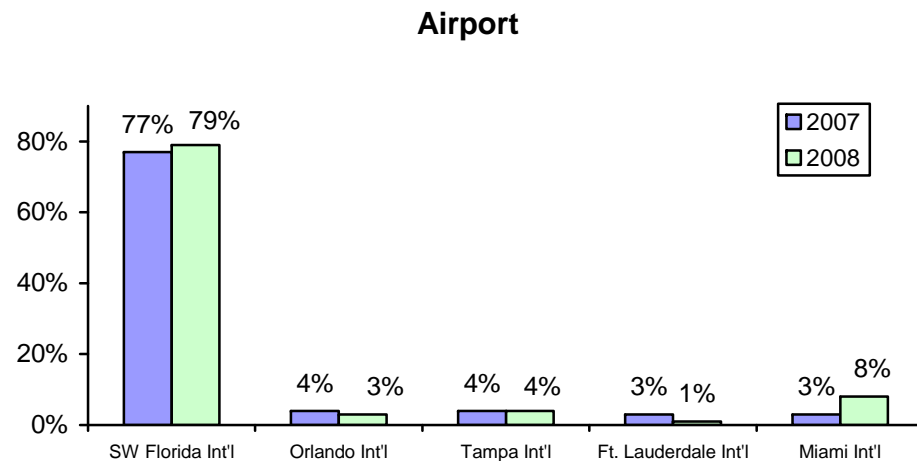
Mode of Transportation		
	2007	2008
Total Respondents	206	209
Fly	56%	<69%>
Drive a Personal Vehicle	31%	23%
Drive a Rental Vehicle	<9%>	4%
Drive an RV	2%	3%
Other/No answer	<1%>	<1%>

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



Airport		
	2007	2008
Total Respondents who Arrived by Air	116	145
SW Florida Int'l	77%	79%
Miami Int'l	3%	8%
Tampa Int'l	4%	4%
Orlando Int'l	4%	3%
Ft. Lauderdale Int'l	3%	1%
Sarasota/Bradenton	2%	1%
Other	7%	2%

Q2: At which Florida airport did you land?

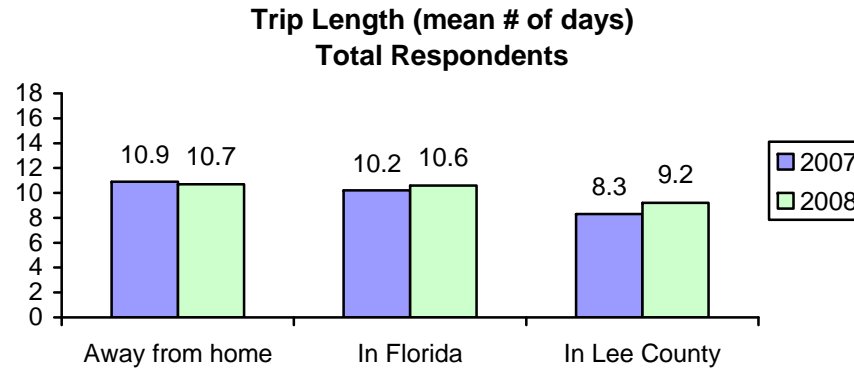




Trip Profile

December Trip Length Mean # of Days			
	Total Respondents		
	2007	2008	% Change
Total Respondents	206	209	
Away from home	10.9	10.7	-1.8%
In Florida	10.2	10.6	3.9%
In Lee County	8.3	9.2	10.8%

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

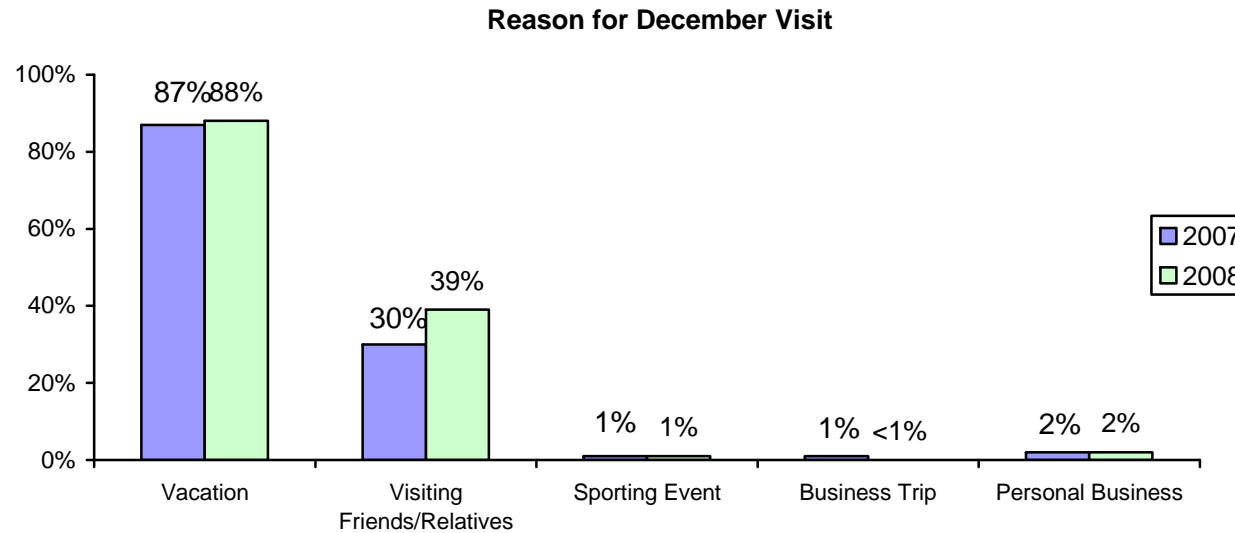




Trip Profile

Reason for December Visit		
	2007	2008
Total Respondents	206	209
Vacation	87%	88%
Visiting Friends/Relatives	30%	39%
Personal Business	2%	2%
Sporting Event	1%	1%
Business Trip	1%	<1%
Other	<7%>	1%

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





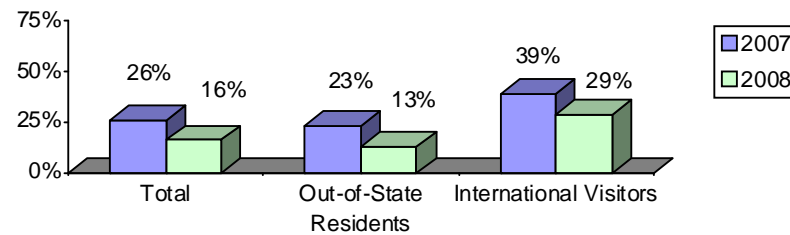
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2007	2008	2007	2008	2007	2008	2007	2008
Total Respondents	206	209	5*	5*	116	114	51	55
Yes	<26%>	16%	N/A	N/A	<23%>	13%	39%	29%
No	73%	<82%>	N/A	N/A	77%	86%	59%	69%
No answer	1%	2%	N/A	N/A	--	1%	2%	2%

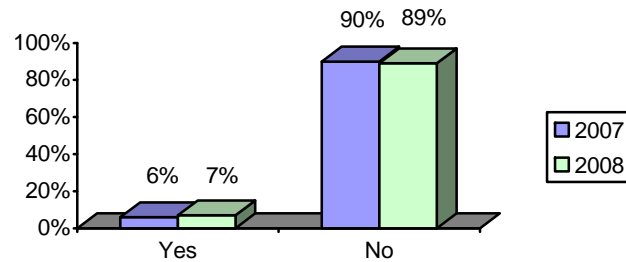
Q20: Is this your first visit to Lee County?

*Note: N/A = Insufficient number of responses for statistical analysis.

First Time Visitors to Lee County



First Time Visitors to Florida



First Time Visitors to Florida		
	2007	2008
Total Respondents	206	209
Yes	6%	7%
No	90%	89%
No Answer	1%	2%
<i>FL Residents*</i>	3%	3%

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.



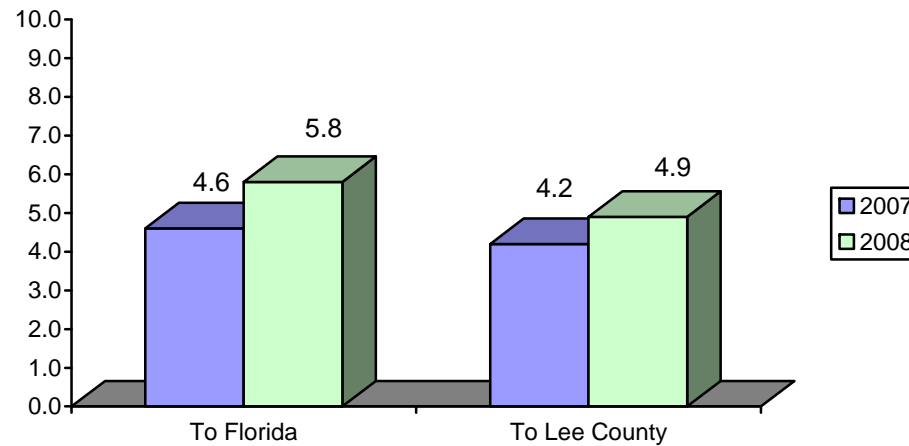
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2007	2008	2007	2008
Base: Repeat Visitors	186(FL res. Excl.)	186(FL res. Excl.)	150	171
Number of visits	4.6	<5.8>	4.2	4.9

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?

Previous Visits in Five Years



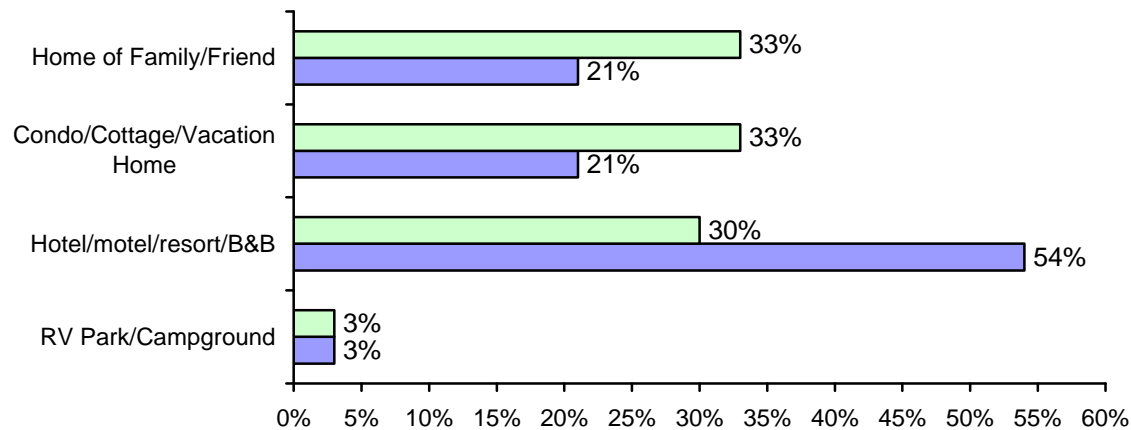


Trip Profile

Type of Accommodations – December Visitors		
	2007	2008
Total Respondents	206	209
Hotel/Motel/Resort/B&B	<54%>	30%
Hotel/motel/inn	<39%>	22%
Resort	<15%>	7%
B&B	--	1%
Home of family/friend	21%	<33%>
Condo/Cottage/Vacation Home	21%	<33%>
Rented home/condo	17%	24%
Borrowed home/condo	3%	7%
Owned home/condo	1%	2%
RV Park/Campground	3%	3%
Day trip (no accommodations)	<0.5%>	1%
No Answer	<0.5%>	--

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

Type of Accommodations - December Visitors



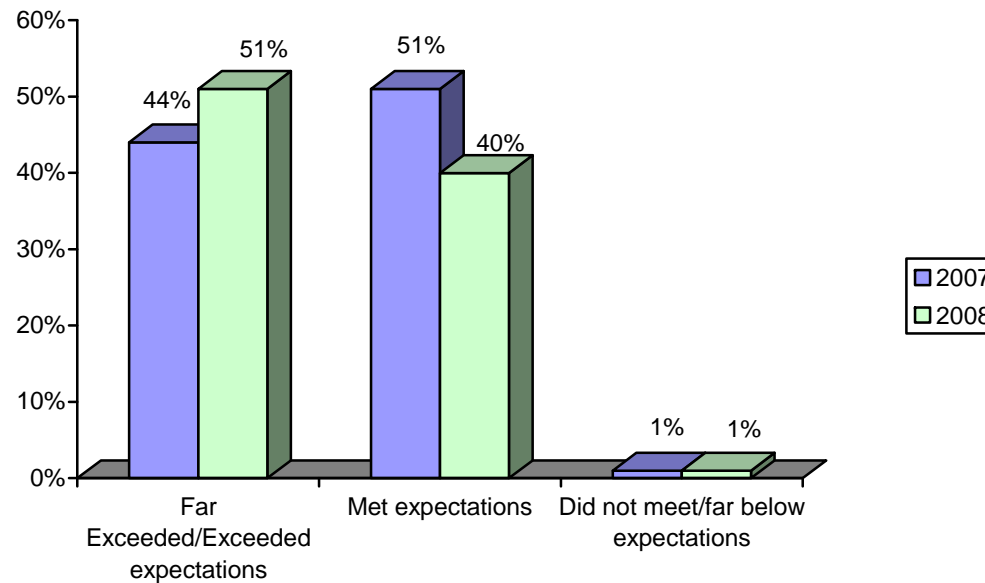


Trip Profile

Quality of Accommodations		
	2007	2008
Total Respondents	206	209
Far exceeded/Exceeded expectations	44%	51%
Met expectations	<51%>	40%
Did not meet/Far below expectations	1%	1%
No Answer	4%	7%

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

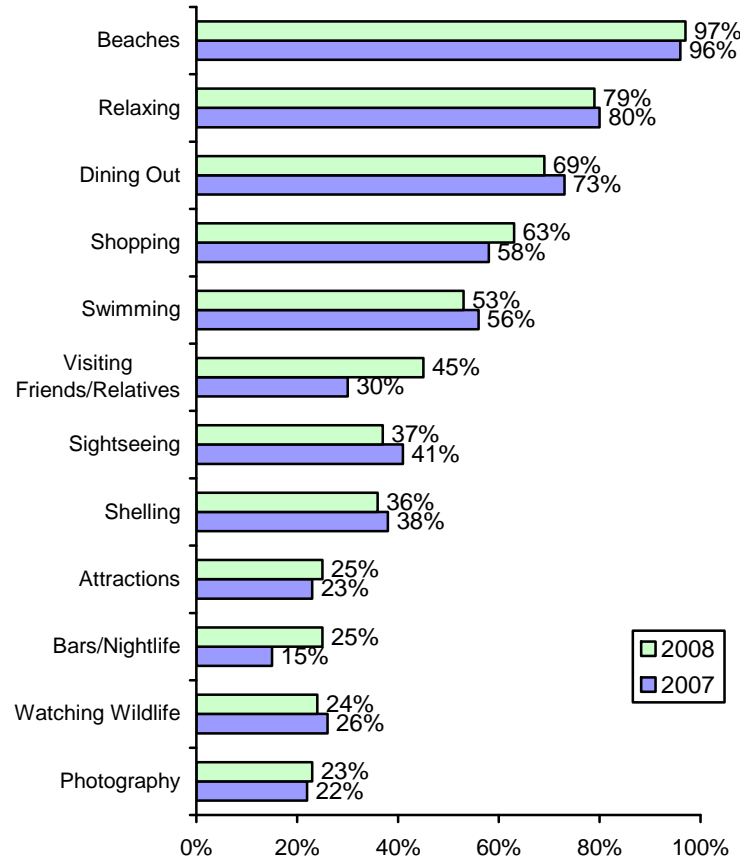
Quality of Accommodations





Trip Activities

December Activities Enjoyed		
	2007	2008
Total Respondents	206	209
Beaches	96%	97%
Relaxing	80%	79%
Dining out	73%	69%
Shopping	58%	63%
Swimming	56%	53%
Visiting Friends/Relatives	30%	<45%>
Sightseeing	41%	37%
Shelling	38%	36%
Attractions	23%	25%
Bars/Nightlife	15%	<25%>
Watching Wildlife	26%	24%
Photography	22%	23%
Exercise/Working Out	16%	18%
Birdwatching	22%	16%
Bicycle Riding	19%	15%
Golfing	8%	13%
Fishing	11%	12%
Boating	10%	9%
Miniature Golf	8%	9%
Kayaking/Canoeing	6%	8%
Tennis	2%	<6%>
Cultural Events	3%	5%
Parasailing/Jet Skiing	<9%>	4%
Guided Tour	4%	3%
Sporting Event	5%	3%
Scuba Diving/Snorkeling	<4%>	1%
Other	3%	4%

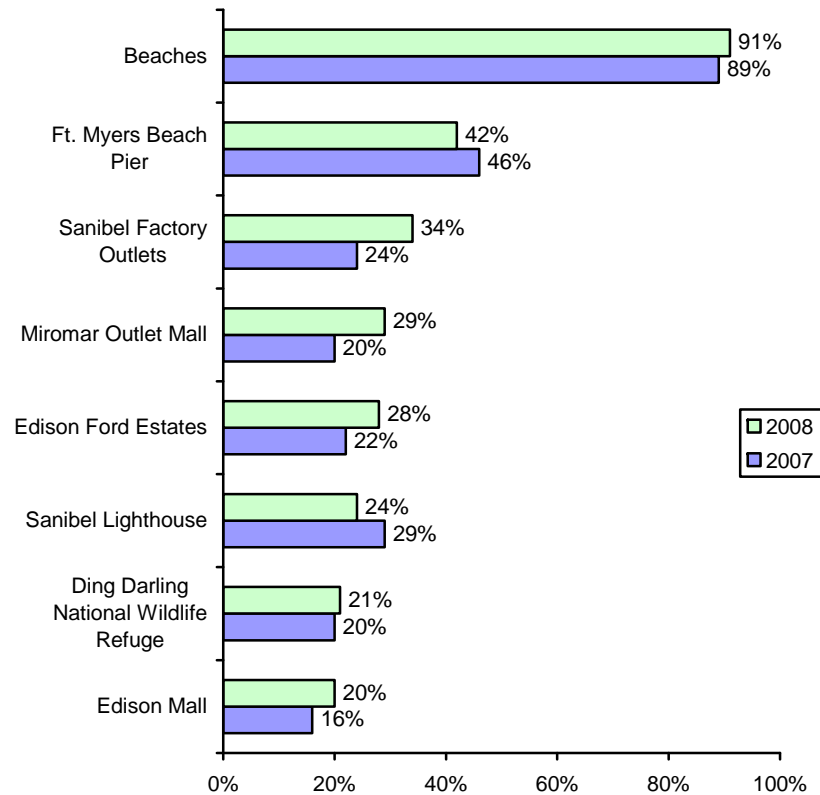


Q28: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



Trip Activities

December Attractions Visited		
	2007	2008
Total Respondents	206	209
Beaches	89%	91%
Ft. Myers Beach Pier	46%	42%
Sanibel Factory Outlets	24%	<34%>
Miromar Outlet Mall	20%	<29%>
Edison Ford Estates	22%	28%
Sanibel Lighthouse	29%	24%
Ding Darling National Wildlife Refuge	20%	21%
Edison Mall	16%	20%
Bell Tower Shops	15%	15%
Coconut Point Mall	9%	15%
Periwinkle Place	14%	14%
Shell Factory and Nature Park	11%	12%
Gulf Coast Town Center	2%	<9%>
Manatee Park	6%	5%
Bailey-Matthews Shell Museum	<6%>	1%
Broadway Palm Dinner Theater	1%	1%
Other	3%	<8%>
None/No Answer	<4%>	1%



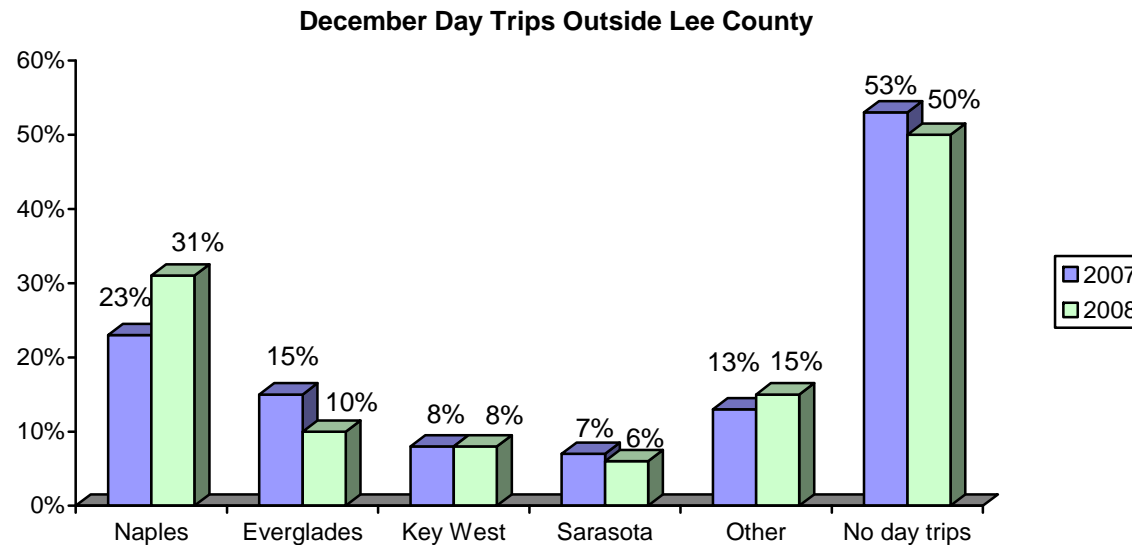
Q29: On this trip, which attractions are you visiting?
(Please mark ALL that apply.)



Trip Activities

December Day Trips Outside Lee County		
	2007	2008
Total Respondents	206	209
Any Day Trips (net)	41%	46%
<i>Naples</i>	23%	31%
<i>Everglades</i>	15%	10%
<i>Key West</i>	8%	8%
<i>Sarasota</i>	7%	6%
<i>Other</i>	13%	15%
No day trips	53%	50%
No answer	6%	4%

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

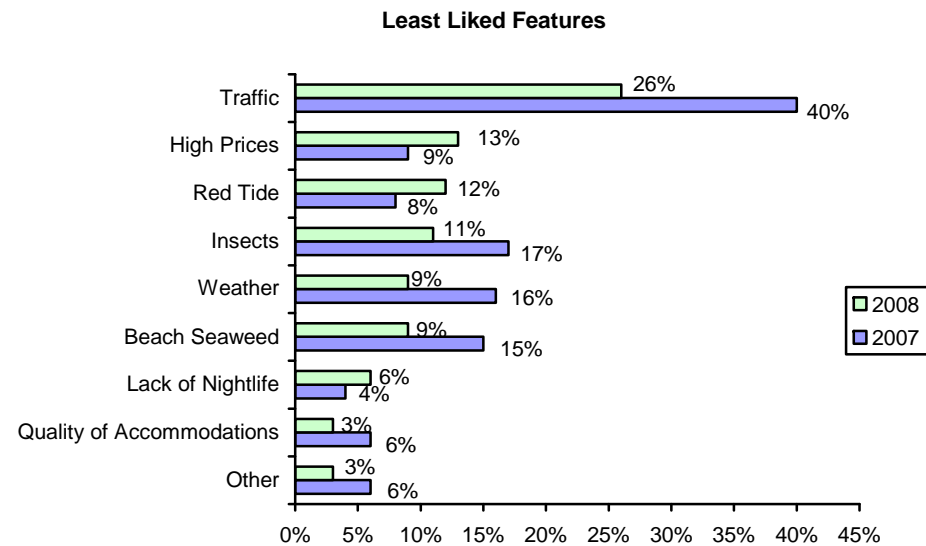




Lee County Experience

Least Liked Features		
	2007	2008
Total Respondents	206	209
Traffic	<40%>	26%
High prices	9%	13%
Red Tide	8%	12%
Insects	17%	11%
Weather	<16%>	9%
Beach seaweed	15%	9%
Lack of nightlife	4%	6%
Quality of accommodations	6%	3%
Other	6%	3%
Nothing/no answer	30%	39%

Q34: Which features do you like least about this area? (Please mark ALL that apply.)

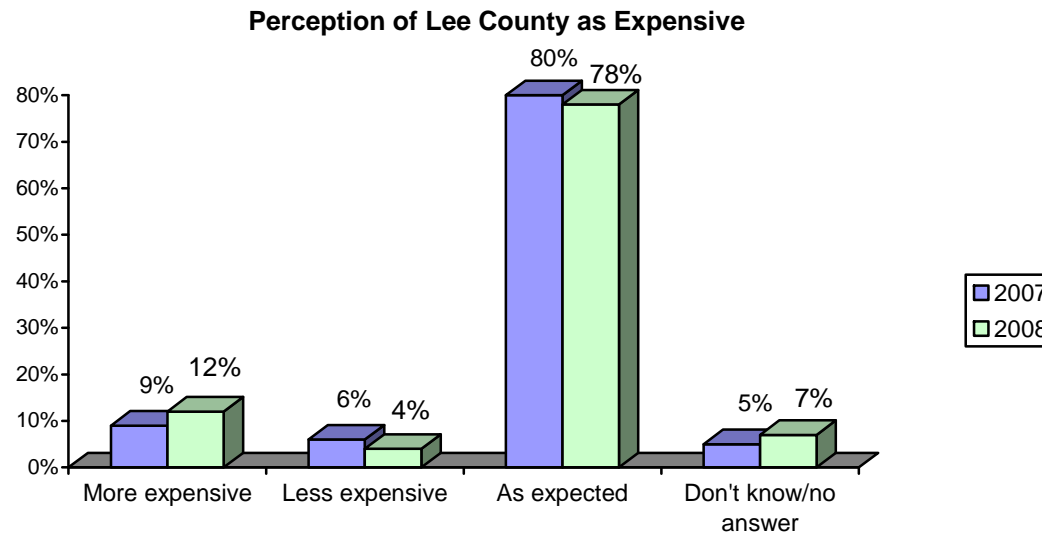




Lee County Experience

Perception of Lee County as Expensive		
	2007	2008
Total Respondents	206	209
More expensive	9%	12%
Less expensive	6%	4%
As expected	80%	78%
Don't know/no answer	5%	7%

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

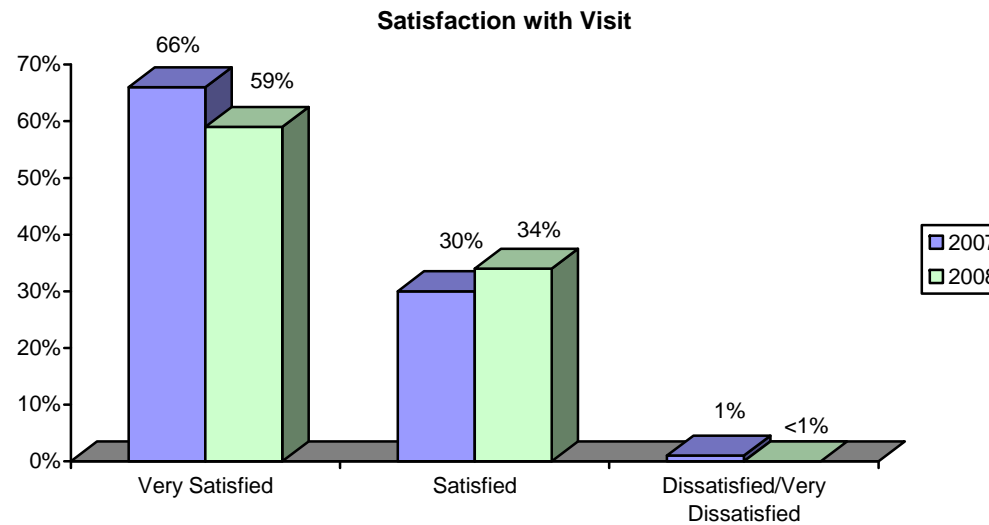




Lee County Experience

Satisfaction with Visit		
	2007	2008
Total Respondents	206	209
<u>Satisfied</u>	<u>96%</u>	<u>93%</u>
<i>Very Satisfied</i>	66%	59%
<i>Satisfied</i>	30%	34%
Neither	1%	<1%
Dissatisfied/Very Dissatisfied	1%	--
Don't know/no answer	2%	7%

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

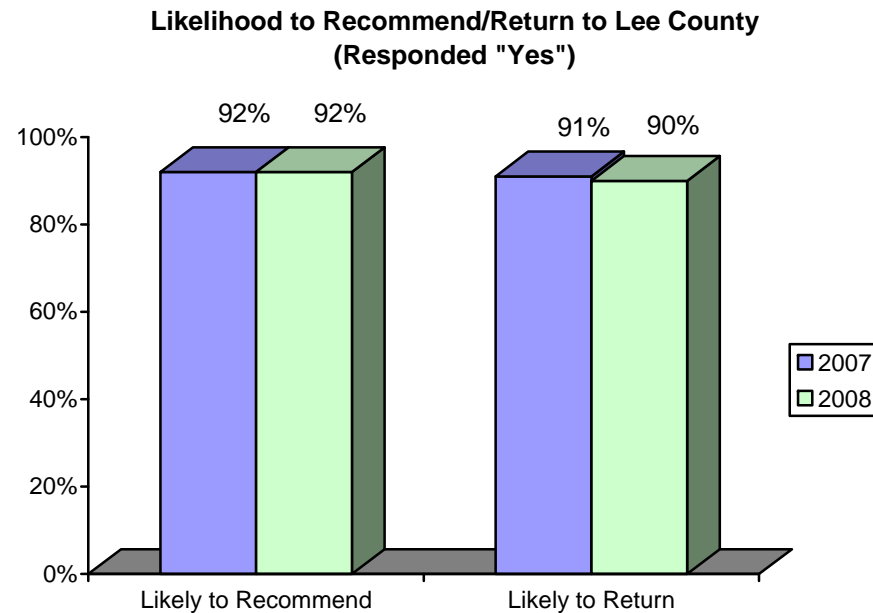




Future Plans

Likelihood to Recommend/Return to Lee County		
	2007	2008
Total Respondents	206	209
Likely to Recommend Lee County	92%	92%
Likely to Return to Lee County	91%	90%
Base: Total Respondents Planning to Return	187	189
Likely to Return Next Year	60%	62%

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?

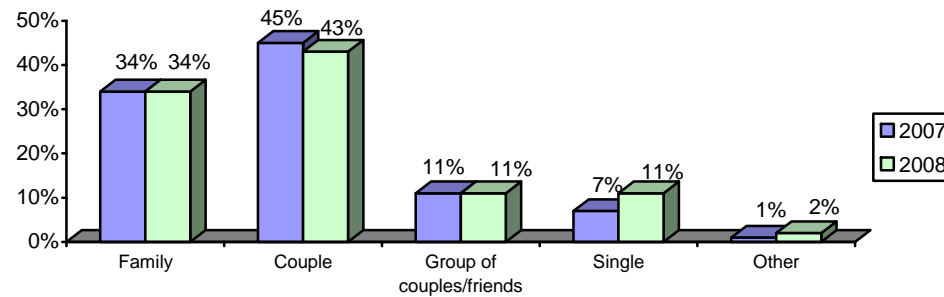




Visitor and Travel Party Demographic Profile

December Travel Party		
	2007	2008
Total Respondents	206	209
Family	34%	34%
Couple	45%	43%
Group of couples/friends	11%	11%
Single	7%	11%
Other	1%	2%
Mean travel party size	3.0	3.3
Mean adults in travel party	2.4	2.6

Travel Party



Travel Parties with Children		
	2007	2008
Total Respondents	206	209
Traveling with any Children (net)	28%	29%
Any younger than 6	15%	18%
Any 6 – 11 years old	12%	15%
Any 12 – 17 years old	13%	9%

Q22: On this trip, are you traveling:

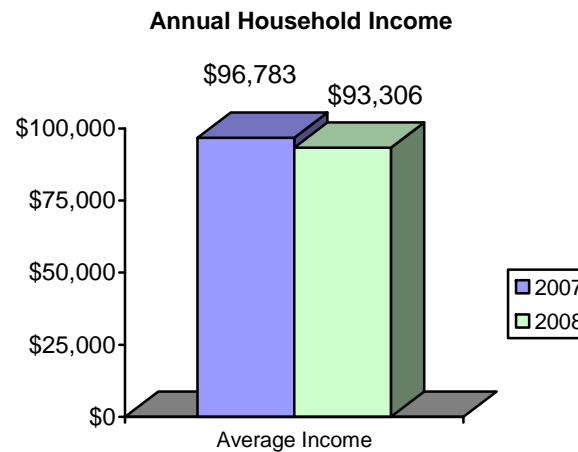
Q23: Including yourself, how many people are in your immediate travel party?

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

December Visitor Demographic Profile		
	2007	2008
Total Respondents	206	209
Vacations per year (mean)	<3.5>	2.7
Short getaways per year (mean)	4.4	4.2
Age of respondent (mean)	48.1	48.6
Annual household income (mean)	\$96,783	\$93,306
Marital Status		
Married	71%	71%
Single	14%	15%
Other	14%	13%



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 December Visitation					
	%		Visitor Estimates		% Change 2007-2008
	2007	2008	2007	2008	
Paid Accommodations	37%	37%	181,855	162,465	-10.7%
Friends/Relatives	63%	63%	314,993	276,107	-12.3%
<i>Total Visitation</i>			496,848	438,572	-11.7%
December Visitor Origin – Visitors Staying in Paid Accommodations					
	2007	2008	2007	2008	
United States	73%	65%	132,477	105,124	-20.6%
Canada	9%	7%	15,656	10,922	-30.2%
Germany	7%	11%	12,043	17,748	47.4%
United Kingdom	5%	9%	9,635	15,018	55.9%
Other/No Answer	7%	8%	13,248	13,653	3.1%
U.S. Region (Paid Accommodations)					
	2007	2008	2007	2008	
Florida	4%	5%	4,817	5,461	13.4%
South (including Florida)	13%	17%	16,860	17,748	5.3%
Midwest	48%	40%	63,830	42,323	-33.7%
Northeast	16%	14%	21,678	15,018	-30.7%
West	4%	1%	4,817	1,365	-71.7%
No Answer	18%	26%	24,087	27,305	13.4%

2008 Top DMAs (Paid Accommodations)		
Chicago	6%	6,826
Cleveland-Akron	5%	5,461
Atlanta	5%	5,461
Boston (Manchester, NH)	4%	4,096
Indianapolis	4%	4,096
Detroit	4%	4,096



Occupancy Data Analysis December 2008

Property managers representing 149 properties in Lee County were interviewed for the December 2008 Occupancy Survey between January 1 and January 15, 2009, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.

Property managers representing 148 properties in Lee County were interviewed for the December 2007 Occupancy Survey between January 1 and January 15, 2008, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.



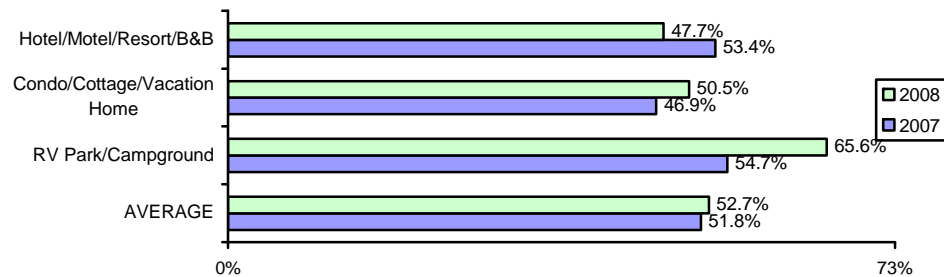
December Occupancy/Daily Rates

	Average Occupancy Rate - %			Average Daily Rate - \$			RevPAR - \$		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Property Managers Responding	136	149		138	149		138/138	149/149	
Hotel/Motel/Resort/B&B	53.4%	47.7%	-10.7%	\$130.35	\$132.61	1.7%	\$69.54	\$63.21	-9.1%
Condo/Cottage/Vacation Home	46.9%	50.5%	7.7%	\$171.63	\$179.02	4.3%	\$80.57	\$90.35	12.1%
RV Park/Campground	54.7%	65.6%	19.9%	\$42.22	\$47.61	12.8%	\$23.09	\$31.21	35.2%
AVERAGE	51.8%	52.7%	1.7%	\$123.47	\$119.27	-3.4%	\$63.97	\$62.84	-1.8%

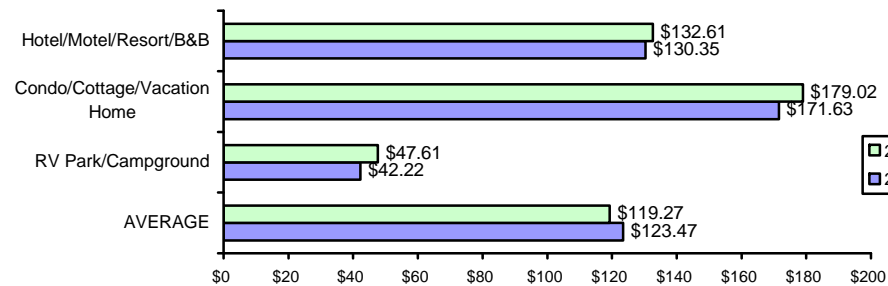
Q16: What was your overall average occupancy rate for the month of December?

Q17: What was your average daily rate (ADR) in December?

Average Occupancy Rate



Average Daily Rate

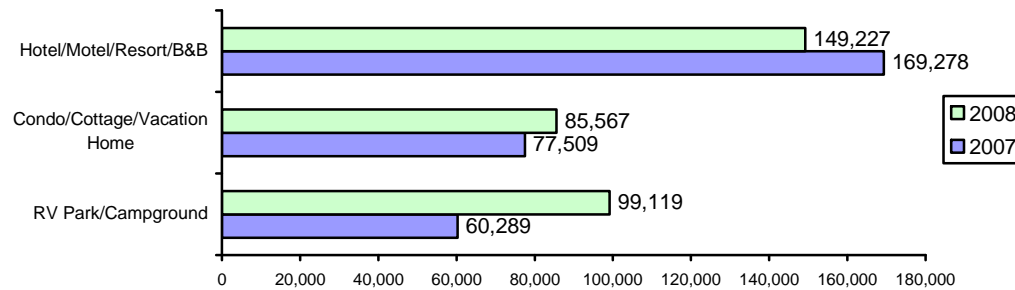




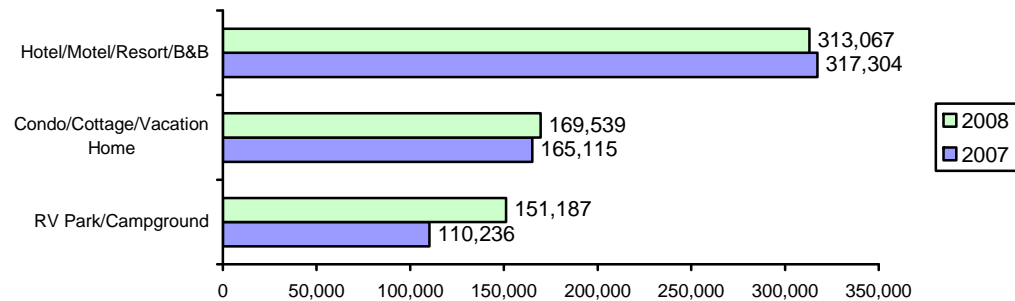
December Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2007	2008	% Change	2007	2008	% Change
Hotel/Motel/Resort/B&B	169,278	149,227	-11.8%	317,304	313,067	-1.3%
Condo/Cottage/Vacation Home	77,509	85,567	10.4%	165,115	169,539	2.7%
RV Park/Campground	60,289	99,119	64.4%	110,236	151,187	37.1%
Total	307,076	333,913	8.7%	592,655	633,793	6.9%

Occupied Room Nights



Available Room Nights



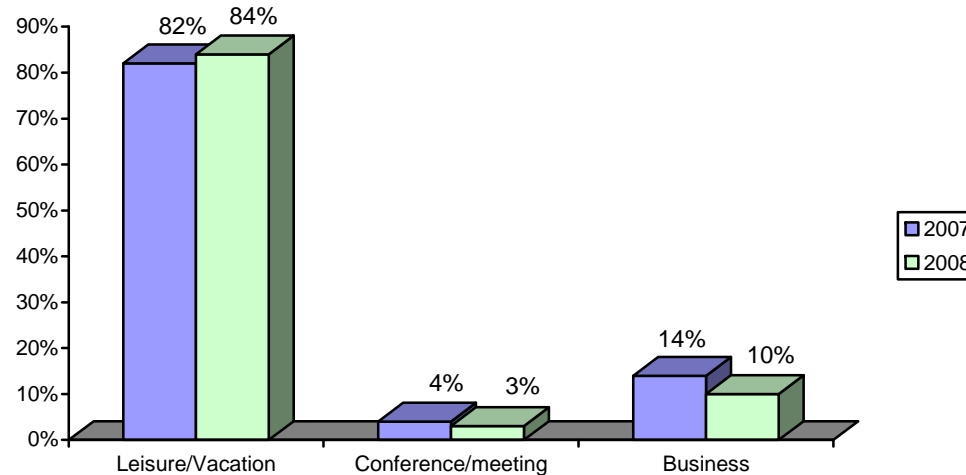


Lodging Management Estimates

December Guest Profile		
	2007	2008
Property Managers Responding	127	127
Purpose of Visit		
Leisure/Vacation	82%	84%
Conference/meeting	4%	3%
Business	14%	10%
Property Managers Responding	135	142
Average guests per room	2.7	2.5
Property Managers Responding	130	140
Average length of stay in nights	6.2	7.1

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

Purpose of Visit



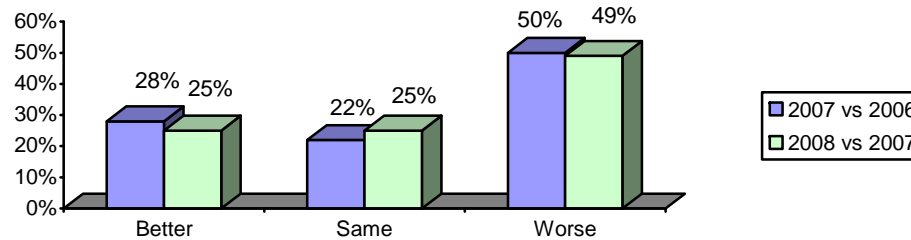


Occupancy Barometer

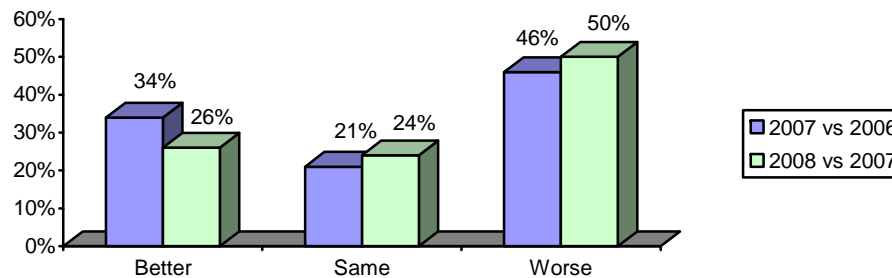
	December Occupancy		December Revenue	
	2007	2008	2007	2008
Property Managers Responding	134	146	131	141
Better than prior year	28%	25%	34%	26%
Same as prior year	22%	25%	21%	24%
Worse than prior year	50%	49%	46%	50%

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

December Occupancy



December Revenue

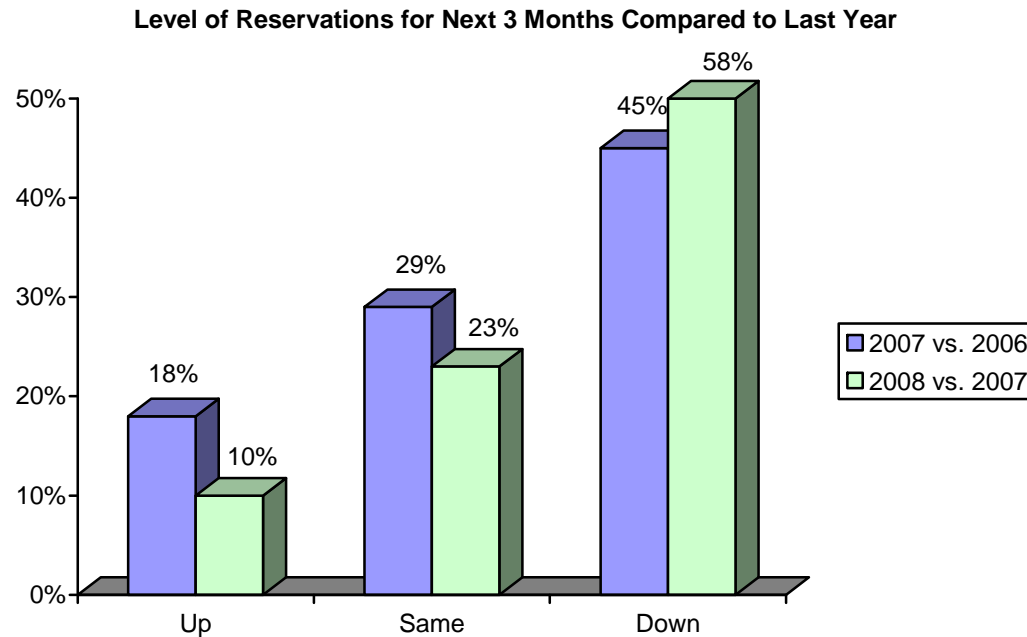




Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2007	2008
Property Managers Responding	130	142
Up	18%	10%
Same	29%	23%
Down	45%	<58%>

Q26: Compared to January, February, and March of last year, is your property's total level of reservations up, the same, or down for January, February, and March of this year?



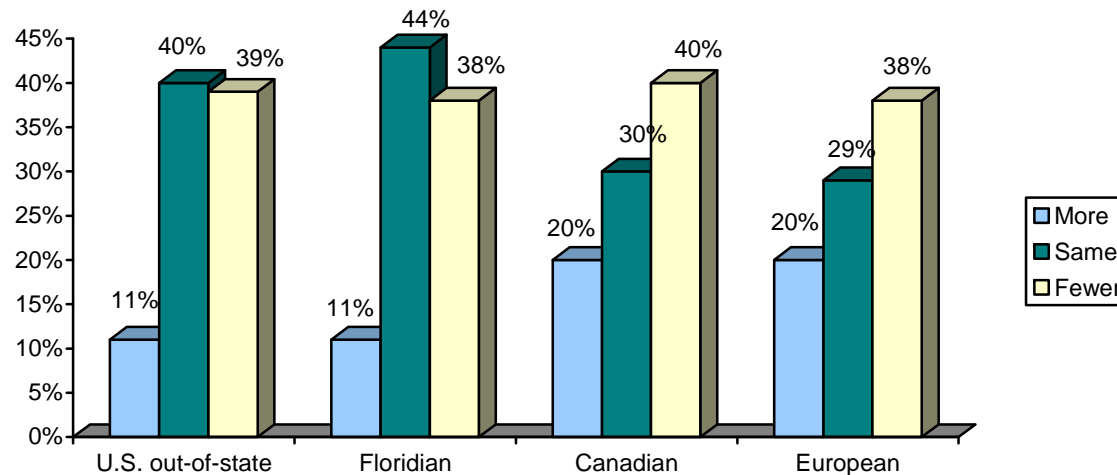


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (114/118 Minimum)	More		Same		Fewer		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
U.S. out-of-state	<22%>	11%	49%	40%	24%	<39%>	6%	11%
Floridian	12%	11%	<57%>	44%	26%	38%	5%	8%
Canadian	<36%>	20%	33%	30%	21%	<40%>	10%	10%
European	28%	20%	37%	29%	24%	<38%>	11%	13%

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

Origin of Guests for Next 3 Months Compared to Last Year
December 2008

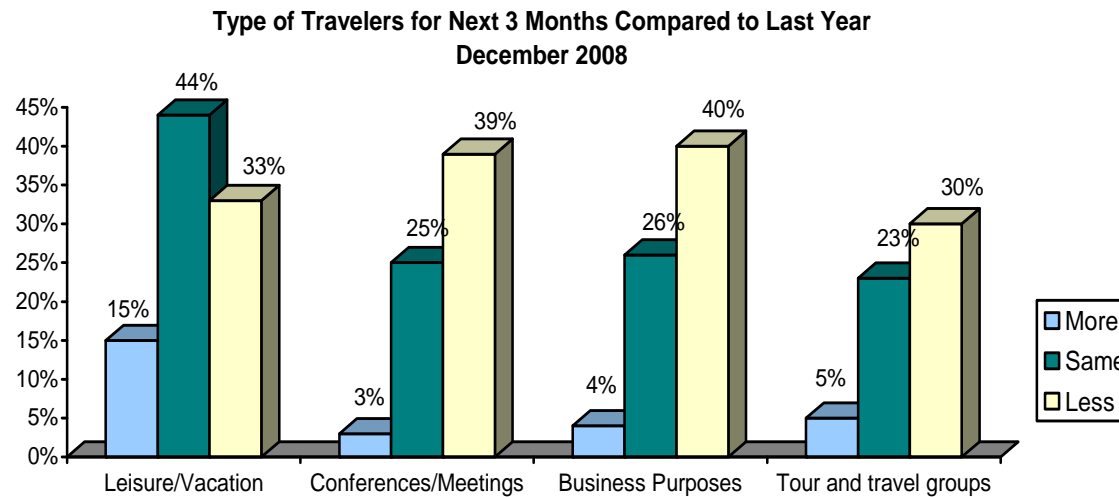




Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (111/108 Minimum)	More		Same		Less		Not Applicable	
	2007	2008	2007	2008	2007	2008	2007	2008
Leisure/vacation	<29%>	15%	41%	44%	24%	33%	7%	8%
Conferences/Meetings	7%	3%	37%	25%	21%	<39%>	36%	33%
Business Purposes	7%	4%	34%	26%	26%	<40%>	32%	30%
Tour and travel groups	5%	5%	31%	23%	22%	30%	43%	42%

Q28: Compared to January, February, and March of last year will the following types of travelers generate more, the same, or less business for your property for the upcoming January, February, and March?





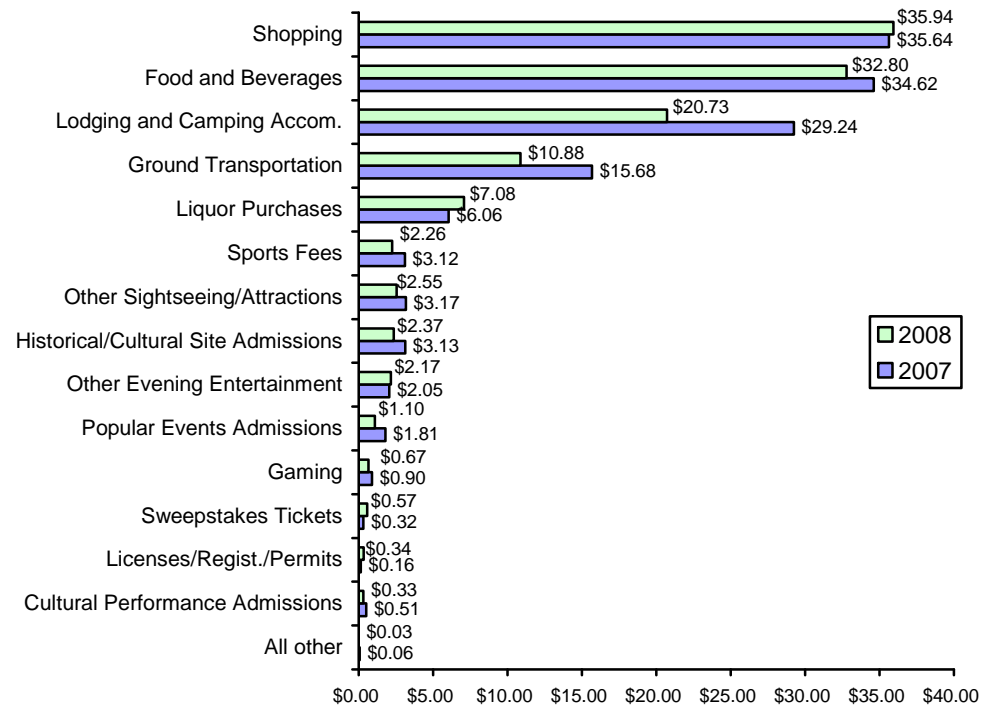
Economic Impact Analysis December 2008



Average Expenditures

December Average Expenditures per Person per Day			
	2007	2008	% Change
TOTAL	\$136.46	\$119.83	-12.2%
Shopping	\$35.64	\$35.94	0.8%
Food and Beverages	\$34.62	\$32.80	-5.3%
Lodging and Camping	\$29.24	\$20.73	-29.1%
Ground Transportation	\$15.68	\$10.88	-30.6%
Liquor Purchases	\$6.06	\$7.08	16.8%
Other Sightseeing/Attractions	\$3.17	\$2.55	-19.6%
Historic/Cultural Site Admissions	\$3.13	\$2.37	-24.3%
Sport Fees	\$3.12	\$2.26	-27.6%
Other Evening Entertainment	\$2.05	\$2.17	5.9%
Popular Events Admissions	\$1.81	\$1.10	-39.2%
Gaming	\$0.90	\$0.67	-25.6%
Cultural Performance Admissions	\$0.51	\$0.33	-35.3%
Sweepstakes Tickets	\$0.32	\$0.57	78.1%
Licenses/Registrations/Permits	\$0.16	\$0.34	112.5%
All other	\$0.06	\$0.03	-50.0%

Average Expenditures per Person per Day

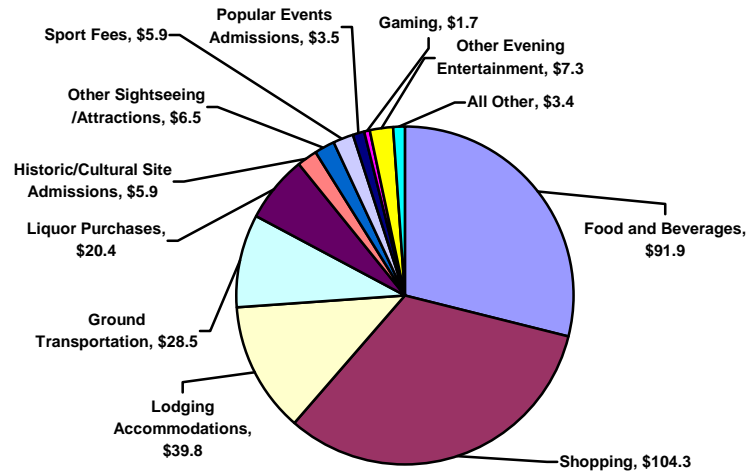




Total Visitor Expenditures by Spending Category

	DECEMBER TOTAL EXPENDITURES		
	2007	2008	% Change
TOTAL	\$277,539,156	\$319,027,567	14.9%
Shopping	\$82,084,283	\$104,320,480	27.1%
Food and Beverages	\$76,430,308	\$91,900,364	20.2%
Lodging Accommodations	\$37,914,564	\$39,825,933	5.0%
Ground Transportation	\$30,512,755	\$28,476,234	-6.7%
Liquor Purchases	\$15,255,127	\$20,385,602	33.6%
Historic/Cultural Site Admissions	\$7,472,787	\$5,856,618	-21.6%
Other Evening Entertainment	\$5,484,575	\$7,281,903	32.8%
Other Sightseeing/Attractions	\$6,215,407	\$6,457,423	3.9%
Sport Fees	\$6,406,886	\$5,865,393	-8.5%
Popular Events Admissions	\$4,323,023	\$3,521,456	-18.5%
Gaming	\$2,125,299	\$1,747,135	-17.8%
All Other	\$3,314,142	\$3,389,026	2.3%

2008 Total Expenditures
(Millions)





Total Visitor Expenditures by Spending Category

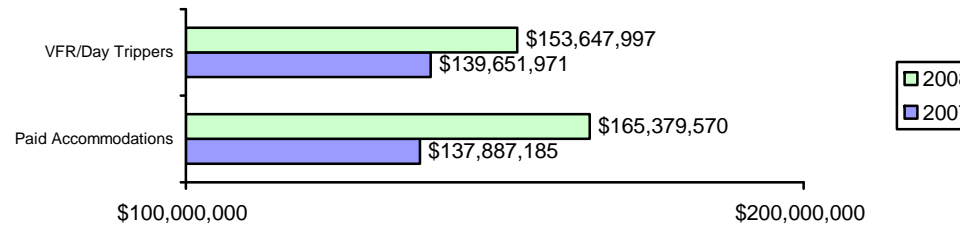
	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2007	2008	% Change	2007	2008	% Change
TOTAL	\$137,887,185	\$165,379,570	19.9%	\$139,651,971	\$153,647,997	10.0%
Shopping	\$33,066,074	\$46,700,691	41.2%	\$49,018,209	\$57,619,789	17.5%
Food and Beverages	\$32,165,920	\$39,719,455	23.5%	\$44,264,388	\$52,180,909	17.9%
Lodging Accommodations	\$37,914,564	\$39,825,933	5.0%	\$0	\$0	
Ground Transportation	\$15,469,779	\$14,736,800	-4.7%	\$15,042,976	\$13,739,434	-8.7%
Liquor Purchases	\$5,048,473	\$8,442,182	67.2%	\$10,206,654	\$11,943,420	17.0%
Historic/Cultural Site Admissions	\$2,922,339	\$3,815,220	30.6%	\$4,550,448	\$2,041,398	-55.1%
Other Evening Entertainment	\$1,898,409	\$2,346,890	23.6%	\$3,586,166	\$4,935,013	37.6%
Other Sightseeing/Attractions	\$3,265,381	\$3,306,147	1.2%	\$2,950,026	\$3,151,276	6.8%
Sport Fees	\$3,094,473	\$2,846,606	-8.0%	\$3,312,413	\$3,018,787	-8.9%
Popular Events Admissions	\$1,325,375	\$1,409,871	6.4%	\$2,997,648	\$2,111,585	-29.6%
Gaming	\$893,410	\$558,519	-37.5%	\$1,231,889	\$1,188,616	-3.5%
All Other	\$822,988	\$1,671,256	103.1%	\$2,491,154	\$1,717,770	-31.0%



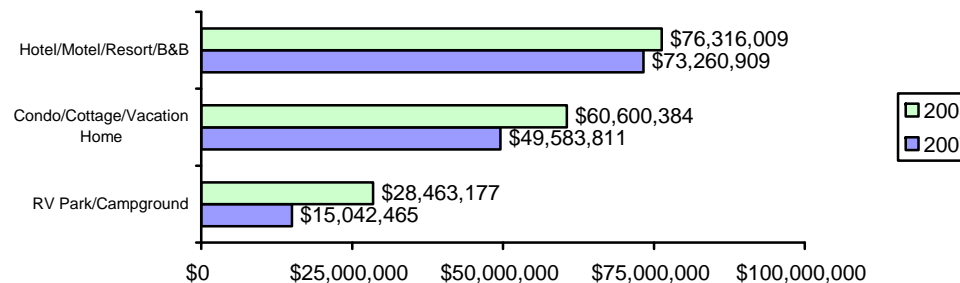
Total Visitor Expenditures by Lodging Type

December Total Expenditures by Lodging Type					
	2007	2008	% Change	2007	2008
TOTAL	\$277,539,156	\$319,027,567	14.9%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$139,651,971	\$153,647,997	10.0%	50%	48%
Paid Accommodations	\$137,887,185	\$165,379,570	19.9%	50%	52%
<i>Hotel/Motel/Resort/B&B</i>	<i>\$73,260,909</i>	<i>\$76,316,009</i>	<i>4.2%</i>	<i>26%</i>	<i>24%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$49,583,811</i>	<i>\$60,600,384</i>	<i>22.2%</i>	<i>18%</i>	<i>19%</i>
<i>RV Park/Campground</i>	<i>\$15,042,465</i>	<i>\$28,463,177</i>	<i>89.2%</i>	<i>5%</i>	<i>9%</i>

Expenditures by Lodging Type



Paid Accommodations Expenditures by Lodging Type





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.



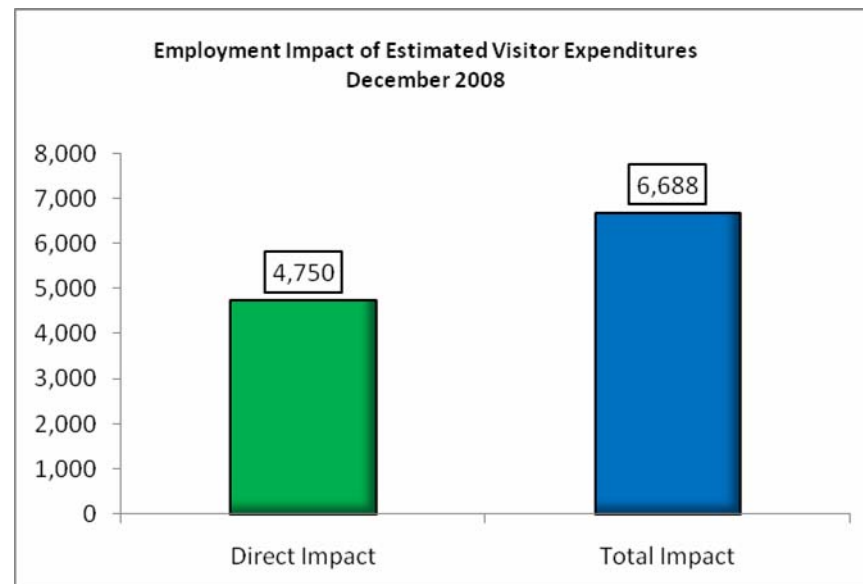
Impact on Jobs for Lee County Residents

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.)





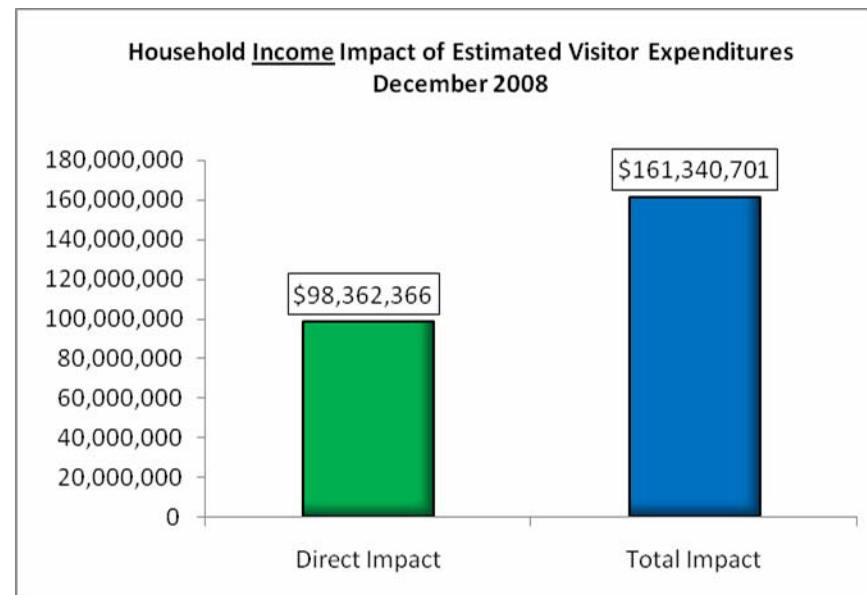
Impact on Household Income for Lee County Residents

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.

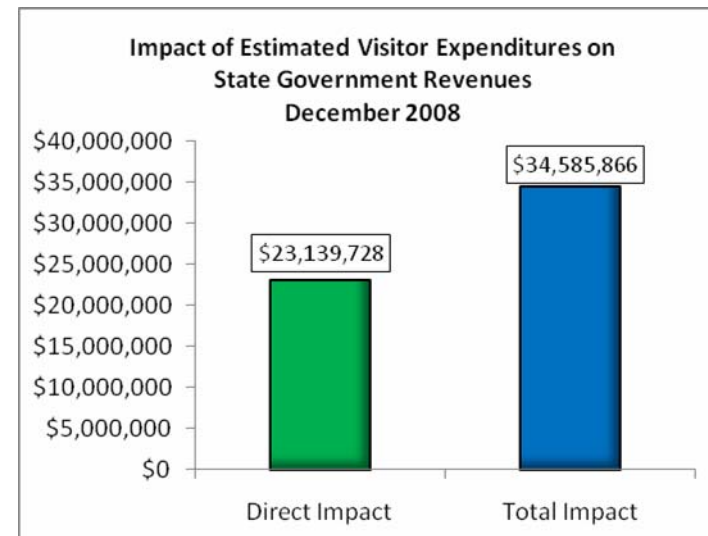
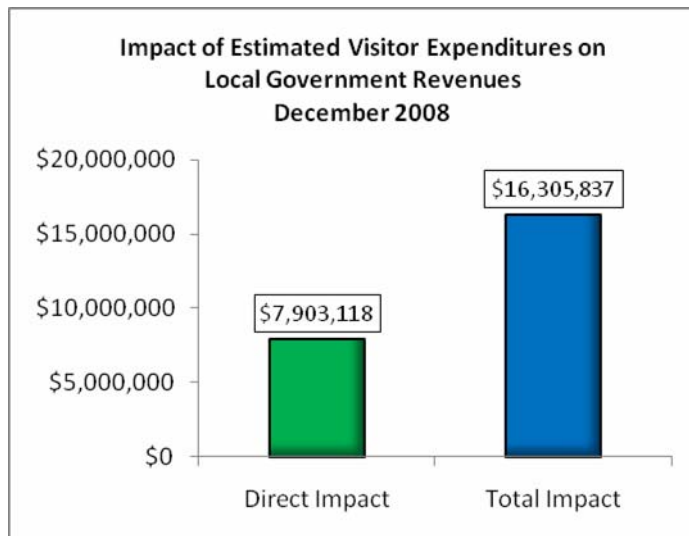
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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 December 2008



December 2008 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers Beach	The Pier	12/1/2008	23
Ft. Myers	Hilton Garden Hotel	12/3/2008	6
Ft. Myers	Edison Home	12/3/2008	32
Ft. Myers Beach	Pink Shell	12/6/2008	15
Sanibel	Loggerhead Cay	12/9/2008	10
Sanibel	Casa Ybel	12/9/2008	8
Sanibel	Pointe Santos	12/9/2008	10
Ft. Myers	Summerlin Square Trolley	12/12/2008	19
Sanibel	Song of the Sea	12/18/2008	5
Sanibel	Sanibel Arms	12/18/2008	6
Sanibel	Holiday Inn	12/18/2008	9
Sanibel	Sanibel Inn	12/18/2008	10
Cape Coral	Cape Coral Yacht Club	12/20/2008	18
Bonita Spring	Bonita Beach	12/22/2008	18
Ft. Myers Beach	Times Square	12/27/2008	13
Ft. Myers Beach	Lani Kai	12/27/2008	7
TOTAL			209

* The sample of surveys was balanced to provide an appropriate representation of interviews across Lee County for each month.



Occupancy Interviewing Statistics

Interviews were conducted from January 1 – January 15, 2009. Information was provided by 149 Lee County lodging properties.

December 2008

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	92
Condo/Cottage/Vacation Home/Timeshare	35
RV Park/Campground	20
Other (Trailer Park, Timeshare, Marina)	<u>2</u>
Total	149