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August 2006 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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Lee County August 2006 Visitor Profile

Executive Summary: August 2006

1. The Spring/Summer Season of 2006 reflects an unusual business environment for Lee's travel and tourism industry. Chaotic energy markets and opportunistic transportation pricing, tropical turbulence, water quality issues, and early school starts, when combined with post 2004 inventory renovations, have transformed Lee's traditional seasonal cycle. As a result, what used to be a four month season (May, June, July, and August) compressed into an unusual 90 day window. This trend is highlighted by a significant shortening of the reservation window and unpredictable consumer behavior. Thus, August's industry occupancy declined by 2.8 points, with a concomitant contraction in visitation (-2.6%). To wit, some 86,430 visitors chose to travel to Lee County this August (**2005: 88,700**). In contrast, from the perspective of tourism's economic impact on Lee, the destination's average daily rate (ADR) increased by 10.8%. This contributed to a \$104,156,988 economic impact in August (**2005: \$99,498,143**).

2. Not unexpectedly, the Florida markets again generated high levels of visitation for Lee. In terms of market segments, this month's geographic visitor origins are as follows:

<u>Market Segments</u>	<u>Rel. %</u>	<u>2005 Visitor #</u>	<u>August</u>		<u>Difference</u>
			<u>Rel. %</u>	<u>2006 Visitor #</u>	
Florida	23.7%	21,022	26.4%	22,818	+1,796
Southeast	8.1	7,185	7.7	6,655	- 530
Northeast	16.2	14,369	16.8	14,520	+ 151
Midwest	26.8	23,772	25.7	22,213	-1,559
Canada	0.9	798	0.7	605	- 193
Europe	21.1	18,716	19.4	16,767	-1,949
Markets of Opportunity	3.2	2,838	3.3	2,852	+ 14
Total	100.0	88,700	100.0	86,430	-2,270

Lee County August 2006 Visitor Profile

3. Although Southwest Florida International remains the primary airport of deplanement for Lee visitors (**2006: 60.0%**), the use of air travel has visibly decreased since last August (**2005: 60.7%; 2006: 56.8%**).
4. Notable on the positive side in this unsettled market environment is the strong performance of the business and meetings market segment (**2005: 24.7%; 2006: 28.7%**).
5. The marketing challenges discussed above have also left their impact on the composition and ranking of the destination's primary feeder markets. Specifically:

<u>August 2005</u>		<u>August 2006</u>		<u>'05 Rank</u>		
1.	Miami/Fort Lauderdale	12.3%	1.	Tampa/St. Petersburg	11.8%	3
2.	New York	7.2	2.	Chicago	8.9	4
3.	Tampa/St. Petersburg	6.6	3.	Miami/Fort Lauderdale	8.7	1
4.	Chicago	5.2	4.	New York	6.7	2
5.	Cleveland	4.2	5.	West Palm Beach	4.8	--
6.	Greater Orlando	3.9	6.	Greater Orlando	4.6	6
7.	St. Louis	3.7	7.	Philadelphia	4.1	10
8.	Boston	3.3	8.	St. Louis	4.0	7
9.	Cincinnati	2.9	9.	Cleveland	3.5	5
10.	Philadelphia	2.7	10.	Boston	2.9	8

6. August's *MANAGEMENT BAROMETER* relates that two of every five visitors (39.9%) have no reservations or make their reservations within seven (7) days of arriving in Lee (**2005: 32.6%**).
7. This August, better than nine of every ten visitors (91.6%) report Internet access. A majority of these (79.5%) retrieve travel information on-line. Additionally, some 70.7% of Internet users buy travel services via the Web.

The Beaches of Fort Myers - Sanibel:
2006 August Visitor Profile



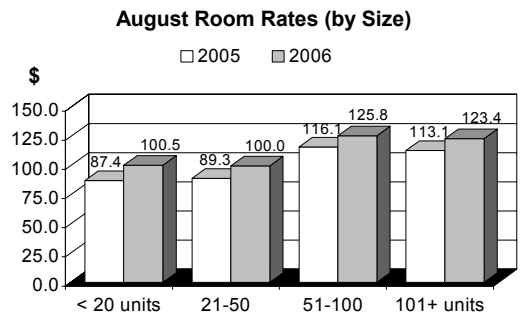
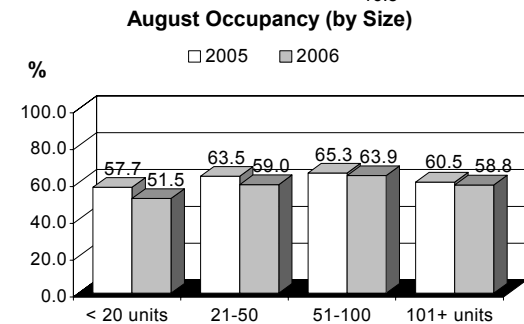
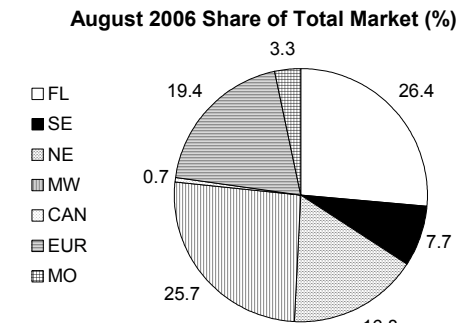
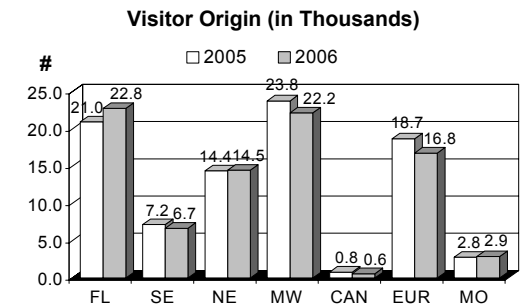
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Visitor Volume	Annual	YEAR TO DATE		% Δ	August		% Δ
	2005	2005	2006	05/06	2005	2006	05/06
Visitors (#)	2,047,540	1,648,790	1,669,990	+1.3	88,700	86,430	-2.6
Room Nights	5,448,463	3,967,313	3,993,510	+0.7	312,911	318,990	+1.9
Direct Exp. (\$)	\$1,235,214,646	\$984,620,536	\$1,075,299,750	+9.2	\$59,235,663	\$62,009,280	+4.7

Visitor Origin	Annual Market Share			August 2005		August 2006		
	2003	2004	2005	% Share	Visitor #	% Share	Visitor #	% Add Vis
Florida	12.6%	11.4%	11.4%	23.7%	21,022	26.4%	22,818	+8.5
Southeast	7.0	6.8	6.6	8.1	7,185	7.7	6,655	-7.4
Northeast	28.4	28.9	28.8	16.2	14,369	16.8	14,520	+1.1
Midwest	37.9	38.5	38.1	26.8	23,772	25.7	22,213	-6.6
Canada	2.3	2.3	2.5	0.9	798	0.7	605	-24.2
Europe	8.4	8.9	9.7	21.1	18,716	19.4	16,767	-10.4
Markets of Opp.	3.4	3.2	2.9	3.2	2,838	3.3	2,852	+0.5
Total	100.0%	100.0%	100.0%	100.0	88,700	100.0	86,430	-2.6

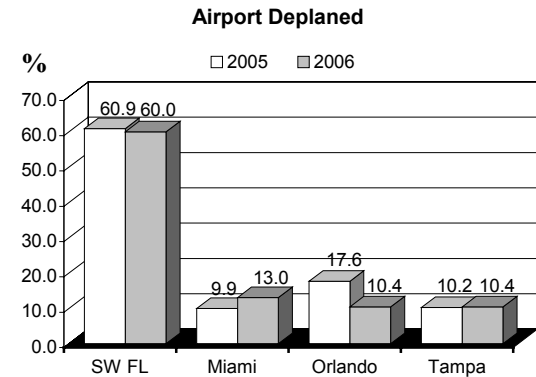
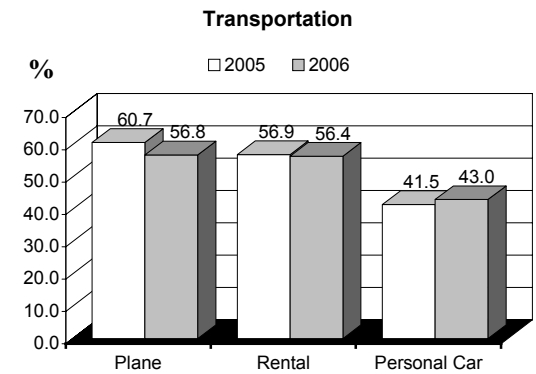
Occupancy	Jan.	Feb.	Mar.	Apr.	Winter	May	Jun.	Jul.	Aug.
Occupancy 2004	80.6%	92.4%	95.3%	83.5%	88.0%	74.4%	69.3%	73.4%	65.8%
Occupancy 2005	83.1	93.3	95.8	84.1	89.1	78.4	72.2	77.4	61.6
Occupancy 2006	80.2	89.8	92.5	82.5	86.3	78.0	71.2	73.7	58.8
Δ Points ('05-'06)	-2.9	-3.5	-3.3	-1.6	-2.8	-0.4	-1.0	-3.7	-2.8
ADR 2004	\$116.90	\$146.09	\$143.29	\$114.89	\$130.29	\$91.88	\$93.25	\$90.52	\$95.05
ADR 2005	126.03	158.53	156.14	116.62	139.33	97.81	98.17	97.49	101.47
ADR 2006	134.44	171.61	170.85	133.33	152.56	105.64	108.20	104.87	112.42
Δ % ('05-'06)	+6.7%	+8.3%	+9.4%	+14.3%	+9.5%	+8.0%	+10.2%	+7.6%	+10.8%

Size Category	August Occupancy			August Room Rate		
	2005	2006	Point Δ	2005	2006	% Δ
< 20 units	57.7%	51.5%	-6.2	\$87.36	\$100.46	+15.0
21-50 units	63.5	59.0	-4.5	89.34	100.01	+11.9
51-100 units	65.3	63.9	-1.4	116.06	125.78	+8.4
101+ units	60.5	58.8	-1.7	113.12	123.42	+9.1

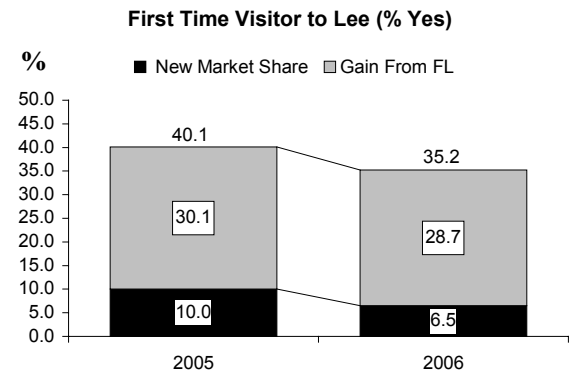


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	<u>August 2005</u>	<u>August 2006</u>
Transportation Mode (H/M/C/C + In-Home)		
Plane	60.7%	56.8%
Rental Car	56.9	56.4
Personal Car	41.5	43.0
Airport Deplanned		
Southwest Florida International	60.9%	60.0%
Miami International	9.9	13.0
Orlando International	17.6	10.4
Tampa International	10.2	10.4
Car Rental Location		
Fort Myers	59.1%	59.6%
Miami	9.5	13.2
Orlando	19.0	10.5
Tampa	10.5	10.5

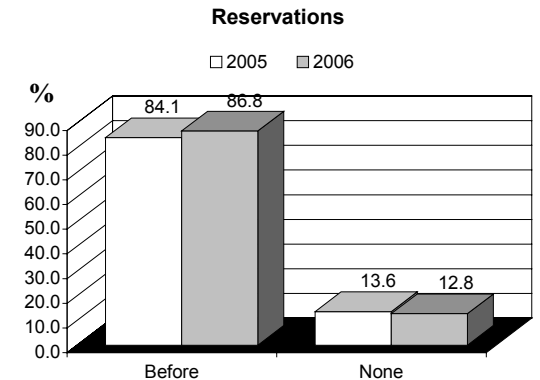
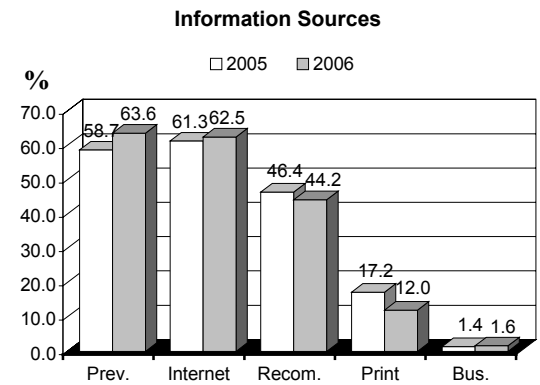


	<u>August 2005</u>	<u>August 2006</u>
Purpose of Trip		
A. Visitor Profile Data		
Vacation	97.1%	99.6%
Visit Friends and Relatives	13.2	14.8
B. Occupancy Survey Data		
Business Meetings/ Conferences	24.7%	28.7%
First Visit to (% yes)		
Lee County	40.1%	35.2%
Florida	10.0	6.5
First Time Visitors (by Region)		
Florida	28.4%	37.2%
Southeast	34.2	29.7
Northeast	39.6	21.4
Midwest	37.8	32.8
Europe	62.5	50.0
Markets of Opportunity	53.3	25.0

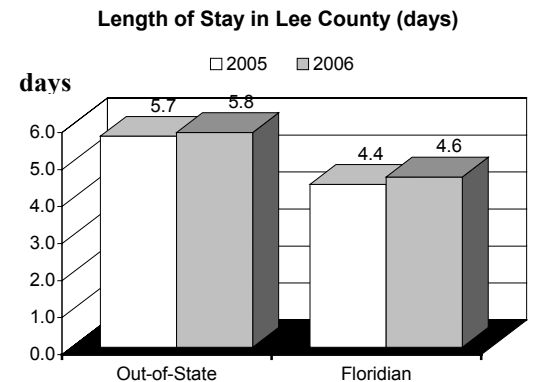


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	<u>August 2005</u>	<u>August 2006</u>
Average Repeat Visits to Lee	3.3	3.1
Information Sources (Multiple Response)		
Previous Visit	58.7%	63.6%
Internet	61.3	62.5
Recommendations	46.4	44.2
Print Media	17.2	12.0
Business Contacts	1.4	1.6
Assisted by Travel Agent	8.1%	11.2%
Travel Agent Assisted with:		
Hotel/Motel Reservations	50.0%	53.6%
Airline Reservations	58.3	46.4
Fly/Drive Packages	36.4	28.6
Reservations		
Before Leaving Home	84.1%	86.8%
None	13.6	12.8
Percent With No Reservations or Reservations Made Less than 7 Days In Advance of Arrival	32.6%	39.9%

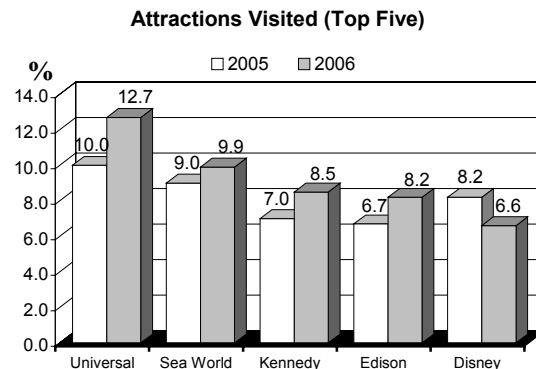
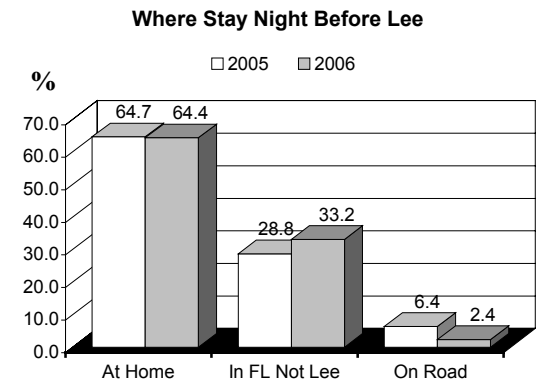
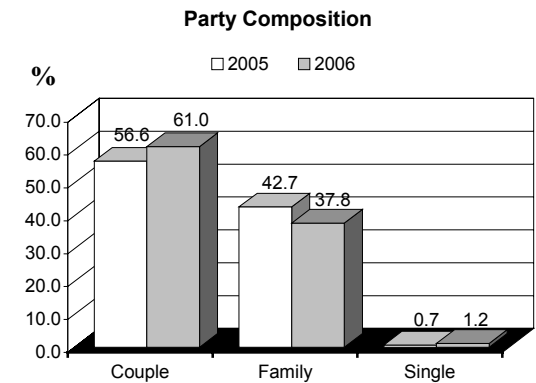


	<u>Aug. '05</u> <u>Out-of-</u> <u>State</u>	<u>Aug. '06</u> <u>Out-of-</u> <u>State</u>	<u>Aug. '05</u> <u>Floridian</u>	<u>Aug. '06</u> <u>Floridian</u>
Length of Stay (days)				
Away from Home	10.4	10.9	4.6	4.8
In Florida	10.0	10.3	N/A	N/A
In Lee County	5.7	5.8	4.4	4.6
% Staying 4 Days or Less in Lee	30.9%	27.9%	55.1%	56.4%
Party Size	3.0	2.9	3.1	3.1



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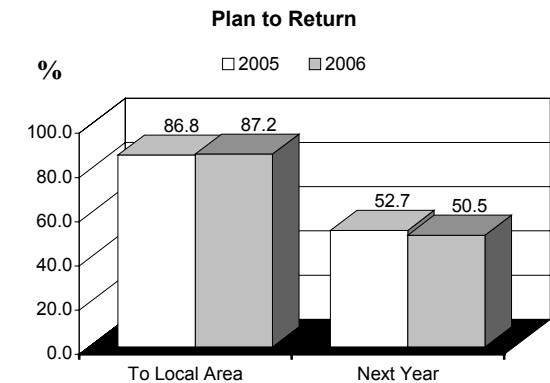
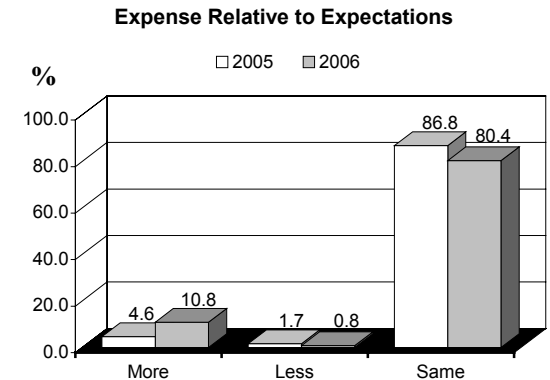
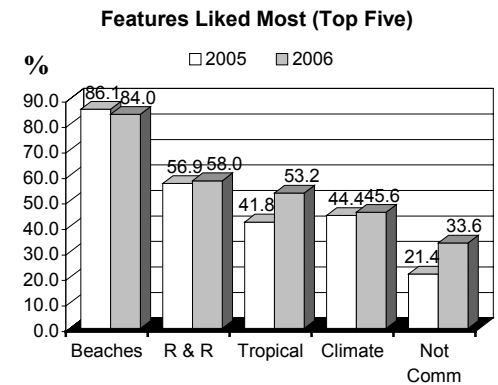
	<u>August 2005</u>	<u>August 2006</u>
Party Composition		
Couple	56.6%	61.0%
Family	42.7	37.8
Single	0.7	1.2
Where Stay Night Before Lee		
At Home	64.7%	64.4%
In Florida, Not in Lee	28.8	33.2
On the Road, Not in Florida	6.4	2.4
Where Stayed in Florida (Base: Respondents In Florida Night Prior to Lee)		
Orlando/Disney	32.0%	32.9%
Tampa Bay	10.7	14.5
Florida Keys	8.7	14.5
Sarasota	9.8	9.2
Fort Lauderdale/Palm Beach	8.5	9.2
Naples/Marco	6.5	6.6
Miami	12.8	5.3
Attractions Visited		
Universal Studios	10.0%	12.7%
Sea World	9.0	9.9
Kennedy Space Center	7.0	8.5
Edison Home/Ford Home	6.7	8.2
Disney	8.2	6.6
Satisfaction with Lee County		
Very Satisfied	71.3%	76.0%
Satisfied	<u>27.7</u>	<u>23.6</u>
Satisfaction Level (Very Satisfied + Satisfied)	99.0%	99.6%



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	<u>August 2005</u>	<u>August 2006</u>
Features Liked Most about Lee		
Beaches	86.1%	84.0%
Rest/Relaxation/Quiet	56.9	58.0
Tropical Atmosphere	41.8	53.2
Climate	44.4	45.6
Not Commercial	21.4	33.6
Accommodations	17.4	19.6
Restaurants	14.5	18.0
Convenient Area	12.5	16.4
Friendly Residents	12.5	14.0
Wildlife	7.8	13.6
Beauty of Area	15.9	12.8
Clean Environment	15.4	11.6
Safety	3.2	6.4
Features Liked Least about Lee		
No Specific Complaints	79.1%	77.9%
Insects	11.0	6.8
Weather	4.8	6.0
Water Quality/Red Tide	N/A	4.0

	<u>August 2005</u>	<u>August 2006</u>
Expense Relative to Expectations		
More Expensive	4.6%	10.8%
Less Expensive	1.7	0.8
As Expected	86.8	80.4
Recommend Lee to Friends/Relatives		
(% yes)	91.2%	88.0%
Plan to Return (% yes)		
To Local Area	86.8%	87.2%
Next Year (Base: Return to Local Area)	52.7	50.5
Median Age Head of Household (years)	50.3	49.8
Average Annual Household Income	\$94,500	\$99,930



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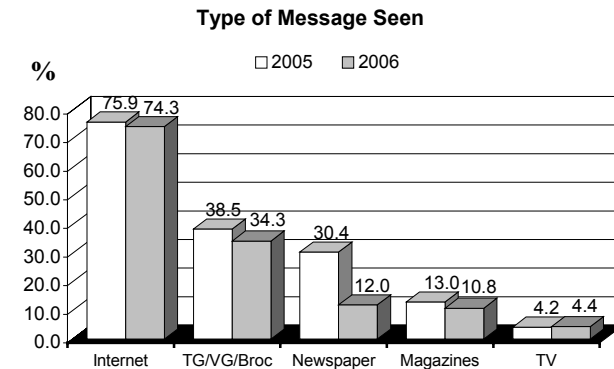
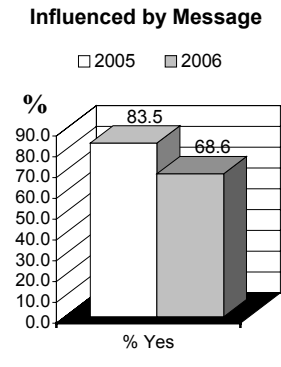
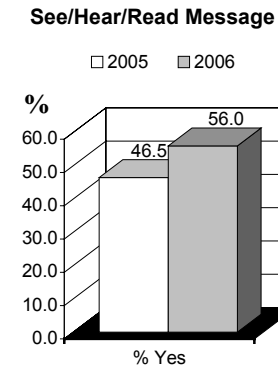
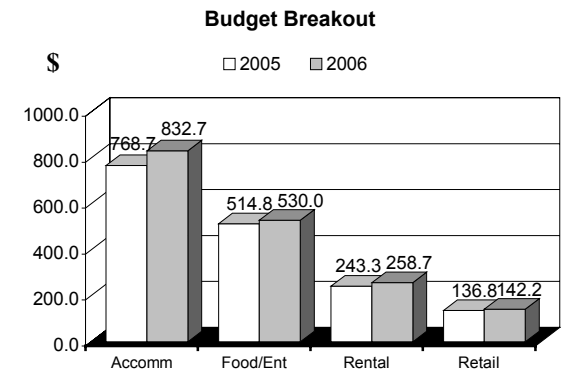
	<u>August 2005</u>	<u>August 2006</u>
Average Number of (per year)		
Getaway Trips	2.7	2.6
Vacations	1.8	1.7
Out-of-State Visitor Party Budget (Lee Stay: Food/Lodging/Entertainment)		
Total	\$1,384.47	\$1,487.36
Per Person/Trip	461.49	512.88
Per Person/Day	80.96	88.43

Out-of-State Visitor Party Budget Breakout (Lee Stay)	<u>August 2005</u>	<u>August 2006</u>
Accommodations	\$768.73	\$832.71
Food/Entertainment	514.82	529.98
Rental Car	243.32	258.69
Retail Purchases	136.82	142.23

See/Read/Hear Lee Message	46.5%	56.0%
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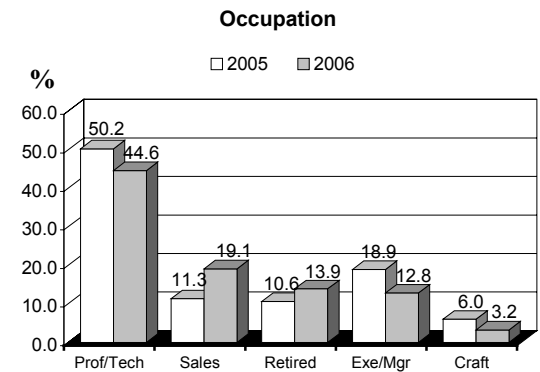
Type of Message Seen	<u>August 2005</u>	<u>August 2006</u>
Internet	75.9%	74.3%
Travel Guides/Visitor Guides/Brochures	38.5	34.3
Newspapers	30.4	12.0
Magazines	13.0	10.8
Television	4.2	4.4

Influenced by Lee Message (Base: Respondents Reporting See/Read/Hear Message)	83.5%	68.6%
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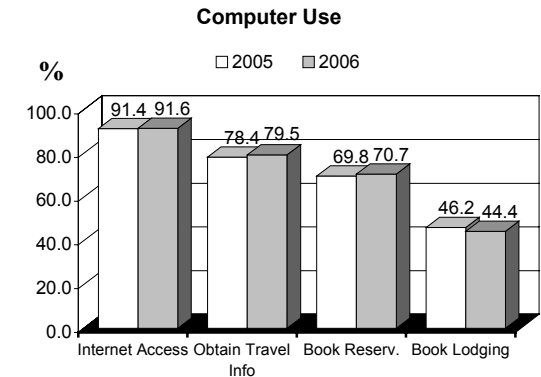


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Occupation	August 2005	August 2006
Professional/Technical	50.2%	44.6%
Salesman/Buyer	11.3	19.1
Retired	10.6	13.9
Executive/Managerial	18.9	12.8
Craft/Factory	6.0	3.2



	August 2005	August 2006
Have Internet Access	91.4%	91.6%
Use Internet to: <i>(Base: Respondents who have Internet access)</i>		
Obtain Travel Information	78.4%	79.5%
Book Travel Reservations On-line	69.8	70.7
Book Lodging Reservations: <i>(Base: Respondents who book travel reservations on-line)</i>	46.2%	44.4%

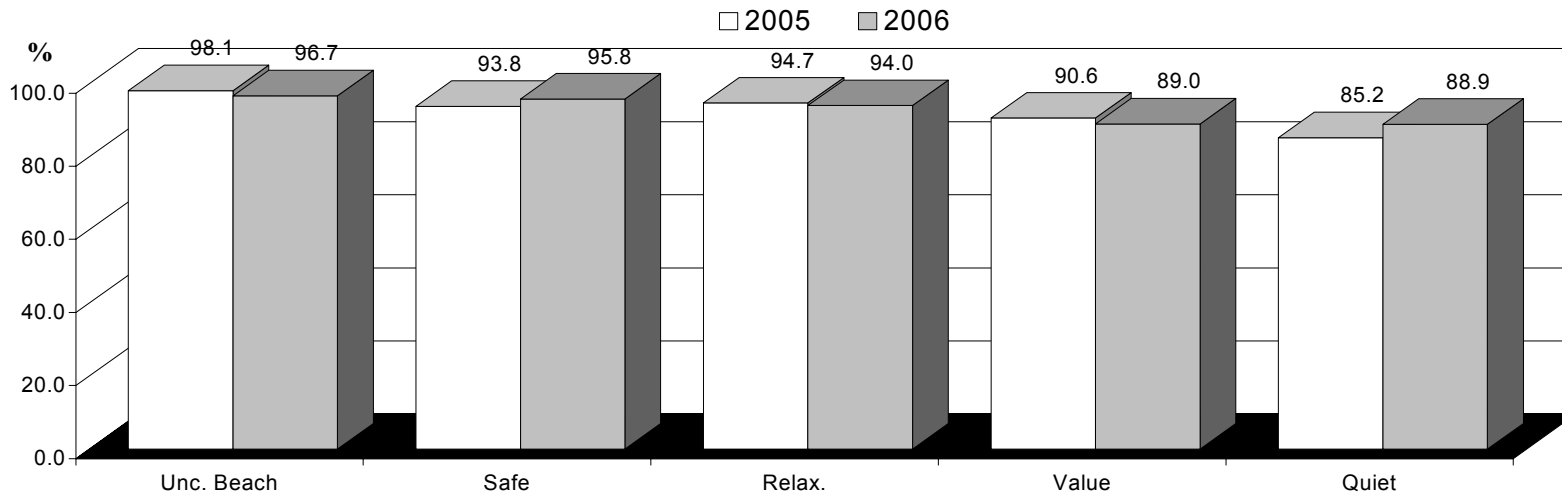


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Influential Factors in Choosing Lee

Influential Factors	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Aug. '05
Uncommercialized Beaches	93.8%	89.6%	90.3%	87.0%	88.6%	88.3%	89.5%	92.8%	90.4%	92.9%	96.3%	96.7%	98.1%
Safe Destination	88.2	85.6	96.0	93.3	91.1	93.3	97.9	94.3	95.3	93.6	97.9	95.8	93.8
Complete Relaxation	91.5	93.4	91.8	91.6	82.1	86.8	88.6	90.0	88.5	87.8	88.7	94.0	94.7
Good Value for the Money	86.8	89.7	87.0	86.8	88.8	83.4	85.2	86.4	89.5	87.1	89.3	89.0	90.6
Quiet Atmosphere	83.2	86.4	92.8	90.7	87.3	85.3	86.1	90.1	93.0	87.3	84.7	88.9	85.2
Reasonably Priced Lodging	83.3	83.0	76.3	72.5	73.5	74.0	73.1	73.7	83.9	84.5	83.2	84.4	89.5
Sunning on the Beach	71.8	77.8	79.7	83.0	81.7	84.7	89.9	89.5	84.7	79.6	86.0	82.8	83.2
Family Atmosphere	69.9	71.3	72.6	76.3	72.8	70.3	76.6	76.1	74.2	78.6	79.2	81.6	77.8
Clean, Unspoiled Environment	77.1	70.5	66.3	68.4	66.9	72.8	71.6	75.2	84.8	76.4	88.5	81.4	77.9
Upscale Accommodations	71.1	74.9	72.0	73.7	72.6	72.7	73.5	75.1	79.2	69.0	74.3	78.2	75.6
White Sand Beaches w/ Shelling	79.2	71.5	74.1	73.5	80.4	74.4	75.1	79.1	78.9	79.0	83.2	77.8	80.7
Tropical Plants/Animals	66.1	67.9	61.8	61.4	69.1	73.9	70.2	71.0	79.1	79.8	75.7	75.2	70.7
Affordable Dining	68.8	67.5	69.7	70.6	70.0	67.8	68.8	75.8	78.6	73.5	69.6	75.1	77.0
Warm Weather	79.8	93.9	99.1	99.7	98.6	99.6	99.7	99.7	96.0	81.5	75.8	70.6	73.4

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



TOP U.S. FEEDER MARKETS

<u>August 2005</u>			<u>August 2006</u>		<u>'05 Rank</u>
1.	Miami/Fort Lauderdale	12.3%	1.	Tampa/St. Petersburg	11.8% 3
2.	New York	7.2	2.	Chicago	8.9 4
3.	Tampa/St. Petersburg	6.6	3.	Miami/Fort Lauderdale	8.7 1
4.	Chicago	5.2	4.	New York	6.7 2
5.	Cleveland	4.2	5.	West Palm Beach	4.8 --
6.	Greater Orlando	3.9	6.	Greater Orlando	4.6 6
7.	St. Louis	3.7	7.	Philadelphia	4.1 10
8.	Boston	3.3	8.	St. Louis	4.0 7
9.	Cincinnati	2.9	9.	Cleveland	3.5 5
10.	Philadelphia	2.7	10.	Boston	2.9 8

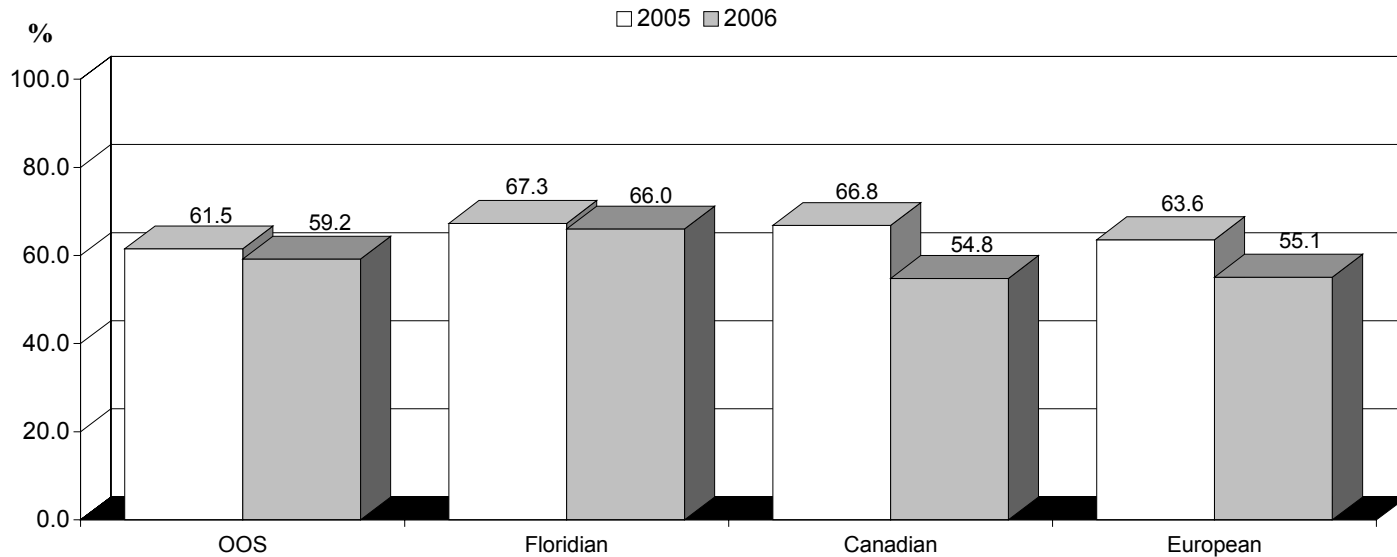
Please Note: In August 2006, the Miami/Ft. Lauderdale segment accounted for 26% of the Florida market. The distribution is as follows: Broward County: 35%; Dade County: 65%. Sample size does not permit statistical inference.

Lee County Occupancy Barometer: 2006

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

	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug. '06	Aug. '05
U.S. OOS Travelers	63.8%	67.9%	83.3%	76.2%	70.8%	73.7%	77.4%	73.1%	71.7%	60.9%	63.6%	59.2%	61.5%
Floridian Travelers	67.4	75.0	84.0	78.5	73.8	78.9	80.0	77.4	75.5	73.1	70.5	66.0	67.3
Canadian Travelers	68.2	68.9	75.6	71.4	75.0	76.2	76.0	71.4	71.1	59.4	54.5	54.8	66.8
European Travelers	58.2	68.2	75.5	78.3	73.7	80.0	74.5	73.0	70.2	58.3	52.6	55.1	63.6

Reservations: August 2006 -- Over the Next Three Months

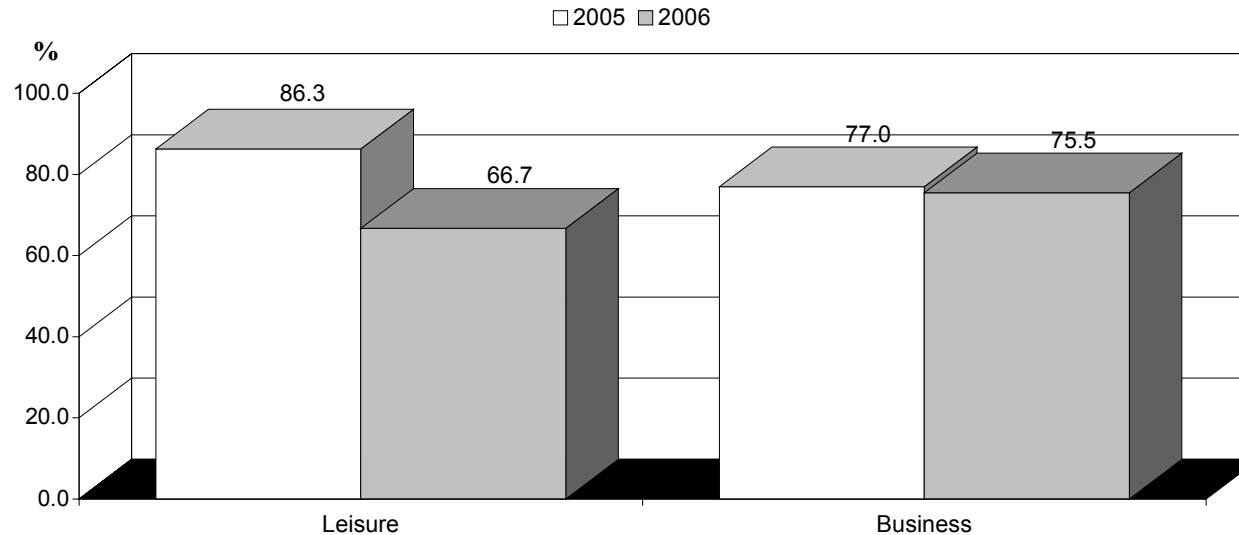


August 2006 Visitor Profile – The Beaches of Fort Myers - Sanibel

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

	Sept. '05	Oct. '05	Nov. '05	Dec. '05	Jan. '06	Feb. '06	Mar. '06	Apr. '06	May '06	Jun. '06	July '06	Aug '06	Aug. '05
Leisure Travelers	81.6%	77.8%	89.6%	82.0%	80.6%	75.8%	81.1%	75.0%	78.8%	74.1%	68.0%	66.7%	86.3%
Business Travelers	83.9	85.7	93.8	89.4	77.8	87.5	88.9	86.7	87.9	83.4	82.8	75.5	77.0
Conferences/ Business Meetings	86.2	84.6	88.9	83.8	79.3	78.6	80.8	80.0	78.3	75.8	75.0	68.6	80.8
Travel and Tour	82.5	83.3	84.6	73.5	80.8	80.0	89.7	77.5	81.0	71.0	71.4	65.1	77.5

Expectations: August 2006 -- Over the Next Three Months



Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Florida								Southeast							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	8,964	8,964	9,269	9,269	8,238	8,238	9,122	9,122	16,174	16,174	16,067	16,067	15,070	15,070	16,261	16,261
Feb	10,797	19,761	10,634	19,903	8,747	16,985	10,131	19,253	13,111	29,285	13,712	29,779	13,668	28,738	14,397	30,658
Mar	19,591	39,352	19,750	39,653	15,881	32,866	17,849	37,102	18,421	47,706	19,447	49,226	17,352	46,090	17,254	47,912
Apr	32,356	71,708	32,587	72,240	29,809	62,675	28,764	65,866	18,275	65,981	18,849	68,075	17,572	63,662	16,619	64,531
Winter	71,708	71,708	72,240	72,240	62,675	62,675	65,866	65,866	65,981	65,981	68,075	68,075	63,662	63,662	64,531	64,531
May	30,632	102,340	26,977	99,217	27,490	90,165	31,720	97,586	6,515	72,496	6,463	74,538	6,802	70,464	7,296	71,827
June	32,197	134,537	31,018	130,235	31,759	121,924	35,383	132,969	13,861	86,357	15,509	90,047	15,028	85,492	14,088	85,915
July	39,357	173,894	38,764	168,999	40,066	161,990	40,846	173,815	16,748	103,105	16,181	106,228	14,685	100,177	14,869	100,784
Aug	28,685	202,579	18,182	187,181	21,022	183,012	22,818	196,633	7,739	110,844	5,911	112,139	7,185	107,362	6,655	107,439
Spr/Sum	130,871	202,579	114,941	187,181	120,337	183,012	130,767	196,633	44,863	110,844	44,064	112,139	43,700	107,362	42,908	107,439
Sep	20,641	223,220	20,535	207,716	21,180	204,192			6,227	117,071	7,227	119,366	6,523	113,885		
Oct	11,593	234,813	10,542	218,258	10,594	214,786			5,072	122,143	5,155	124,521	4,540	118,425		
Nov	12,594	247,407	11,568	229,826	12,354	227,140			6,869	129,012	5,987	130,508	6,660	125,085		
Dec	4,434	251,841	4,872	234,698	5,557	232,697			10,211	139,223	8,559	139,067	9,724	134,809		
Fall	49,262	251,841	47,517	234,698	49,685	232,697			28,379	139,223	26,928	139,067	27,447	134,809		
TOTAL	251,841		234,698		232,697				139,223		139,067		134,809			

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Northeast								Midwest							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	54,563	54,563	59,529	59,529	58,472	58,472	59,688	59,688	84,572	84,572	90,426	90,426	83,990	83,990	82,691	82,691
Feb	89,719	144,282	100,184	159,713	94,582	153,054	92,514	152,202	119,797	204,369	131,247	221,673	129,572	213,562	125,040	207,731
Mar	93,276	237,558	99,056	258,769	97,052	250,106	96,982	249,184	123,394	327,763	129,745	351,418	127,638	341,200	129,706	337,437
April	88,679	326,237	93,927	352,696	94,135	344,241	97,478	346,662	117,739	445,502	127,472	478,890	125,827	467,027	131,356	468,793
Winter	326,237	326,237	352,696	352,696	344,241	344,241	346,662	346,662	445,502	445,502	478,890	478,890	467,027	467,027	468,793	468,793
May	41,582	367,819	43,557	396,253	44,636	388,877	47,739	394,401	43,662	489,164	45,383	524,273	44,352	511,379	51,386	520,179
June	33,497	401,316	36,853	433,106	37,027	425,904	38,495	432,896	45,192	534,356	48,523	572,796	50,350	561,729	52,419	572,598
July	39,189	440,505	43,031	476,137	43,692	469,596	42,817	475,713	49,070	583,426	54,411	627,207	56,201	617,930	52,491	625,089
Aug	20,430	460,935	8,737	484,874	14,369	483,965	14,520	490,233	29,407	612,833	16,318	643,525	23,772	641,702	22,213	647,302
Spr/Sum	134,698	460,935	132,178	484,874	139,724	483,965	143,571	490,233	167,331	612,833	164,635	643,525	174,675	641,702	178,509	647,302
Sept	21,068	482,003	12,951	497,825	15,732	499,697			23,456	636,289	16,385	659,910	18,187	659,889		
Oct	18,920	500,923	17,544	515,369	16,950	516,647			25,280	661,569	24,776	684,686	24,517	684,406		
Nov	29,663	530,586	29,936	545,305	32,442	549,089			35,179	696,748	34,807	719,493	36,417	720,823		
Dec	38,024	568,610	37,000	582,305	41,119	590,208			61,537	758,285	57,936	777,429	59,595	780,418		
Fall	107,675	568,610	97,431	582,305	106,243	590,208			145,452	758,285	133,904	777,429	138,716	780,418		
TOTAL	568,610		582,305		590,208				758,285		777,429		780,418			

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Canada								Europe							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,015	7,015	7,003	7,003	7,635	7,635	6,742	6,742	15,784	15,784	17,508	17,508	20,495	20,495	18,442	18,442
Feb	7,198	14,213	7,556	14,559	8,201	15,836	7,732	14,474	10,540	26,324	11,194	28,702	12,848	33,343	11,997	30,439
Mar	10,234	24,447	9,116	23,675	9,411	25,247	10,412	24,886	18,129	44,453	19,143	47,845	20,881	54,224	18,742	49,181
April	7,789	32,236	8,945	32,620	9,413	34,660	9,908	34,794	23,069	67,522	25,558	73,403	27,299	81,523	25,248	74,429
Winter	32,236	32,236	32,620	32,620	34,660	34,660	34,794	34,794	67,522	67,522	73,403	73,403	81,523	81,523	74,429	74,429
May	1,386	33,622	1,686	34,306	1,842	36,502	1,745	36,539	11,089	78,611	12,364	85,767	12,895	94,418	14,115	88,544
June	1,011	34,633	1,228	35,534	930	37,432	1,147	37,686	13,716	92,327	15,355	101,122	15,647	110,065	17,200	105,744
July	1,005	35,638	1,245	36,779	1,450	38,882	1,612	39,298	15,910	108,237	17,782	118,904	19,217	129,282	21,140	126,884
Aug	619	36,257	321	37,100	798	39,680	605	39,903	13,207	121,444	12,657	131,561	18,716	147,998	16,767	143,651
Spr/Sum	4,021	36,257	4,480	37,100	5,020	39,680	5,109	39,903	53,922	121,444	58,158	131,561	66,475	147,998	69,222	143,651
Sept	682	36,939	358	37,458	460	40,140			9,553	130,997	10,446	142,007	11,588	159,586		
Oct	1,610	38,549	1,308	38,766	1,513	41,653			13,848	144,845	13,773	155,780	14,075	173,661		
Nov	3,018	41,567	2,334	41,100	2,686	44,339			12,385	157,230	12,786	168,566	12,891	186,552		
Dec	4,837	46,404	5,267	46,367	5,973	50,312			11,958	169,188	14,221	182,787	12,780	199,332		
Fall	10,147	46,404	9,267	46,367	10,632	50,312			47,744	169,188	51,226	182,787	51,334	199,332		
TOTAL	46,404		46,367		50,312				169,188		182,787		199,332			

Lee County Visitor Origins (Actual Number of Visitors) 2003 - 2006

	Markets of Opportunity								TOTAL							
	2003		2004		2005		2006		2003		2004		2005		2006	
	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD	Monthly	YTD
Jan	7,795	7,795	6,179	6,179	7,033	7,033	5,354	5,354	194,867	194,867	205,981	205,981	200,933	200,933	198,300	198,300
Feb	5,913	13,708	5,317	11,496	5,741	12,774	4,799	10,153	257,075	451,942	279,844	485,825	273,359	474,292	266,610	464,910
Mar	9,357	23,065	7,596	19,092	5,882	18,656	6,545	16,698	292,402	744,344	303,853	789,678	294,097	768,389	297,490	762,400
April	11,684	34,749	12,140	31,232	9,727	28,383	10,227	26,925	299,591	1,043,935	319,478	1,109,156	313,782	1,082,171	319,600	1,082,000
Winter	34,749	34,749	31,232	31,232	28,383	28,383	26,925	26,925	1,043,935	1,043,935	1,109,156	1,109,156	1,082,171	1,082,171	1,082,000	1,082,000
May	3,742	38,491	4,075	35,307	3,684	32,067	4,599	31,524	138,608	1,182,543	140,505	1,249,661	141,701	1,223,872	158,600	1,240,600
June	4,909	43,400	5,067	40,374	4,183	36,250	5,078	36,602	144,383	1,326,926	153,553	1,403,214	154,924	1,378,796	163,810	1,404,410
July	6,197	49,597	6,401	46,775	5,983	42,233	5,375	41,977	167,476	1,494,402	177,815	1,581,029	181,294	1,560,090	179,150	1,583,560
Aug	3,095	52,692	2,120	48,895	2,838	45,071	2,852	44,829	103,182	1,597,584	64,246	1,645,275	88,700	1,648,790	86,430	1,669,990
Spr/Sum	17,943	52,692	17,663	48,895	16,688	45,071	17,904	44,829	553,649	1,597,584	536,119	1,645,275	566,619	1,648,790	587,990	1,669,990
Sept	3,668	56,360	3,649	52,544	3,070	48,141			85,295	1,682,879	71,551	1,716,826	76,740	1,725,530		
Oct	4,187	60,547	3,847	56,391	3,481	51,622			80,510	1,763,389	76,945	1,793,771	75,670	1,801,200		
Nov	4,371	64,918	4,059	60,450	3,975	55,597			104,079	1,867,468	101,477	1,895,248	107,425	1,908,625		
Dec	3,359	68,277	3,818	64,268	4,167	59,764			134,360	2,001,828	131,673	2,026,921	138,915	2,047,540		
Fall	15,585	68,277	15,373	64,268	14,693	59,764			404,244	2,001,828	381,646	2,026,921	398,750	2,047,540		
TOTAL	68,277		64,268		59,764				2,001,828		2,026,921		2,047,540			