



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

## **Summer 2016 Visitor Profile and Occupancy Analysis**

**November 10, 2016**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**

**Davidson-Peterson Associates**



## Executive Summary

### Summer 2016

*Throughout this report, statistically significant differences between responses for 2015 and 2016 at the 95% confidence level are noted with an A,B lettering system.*

*For example:*

2015 A	2016 B
60%	70%A

*In the table above 70% in Column B is statistically greater than 60% in Column A.*

## Executive Summary

### Visitation Estimates

- During summer 2016, Lee County hosted approximately 721,000 visitors staying in paid accommodations. An additional 342,000 stayed with friends or relatives, for a total of 1.1 million visitors.
- Lee County saw a 3.6% decrease in total visitation versus summer 2015. Visitation among paid accommodations guests was down slightly (-1.0%) from 2015, but visitation among those staying with friends or relatives was down even more (-8.7%).

Estimated Visitation	Summer 2015	Summer 2016	% Change
Paid Accommodations	728,080	720,744	-1.0%
Friends/Relatives	375,150	342,369	-8.7%
<b>Total Visitation</b>	<b>1,103,230</b>	<b>1,063,113</b>	<b>-3.6%</b>

### Visitor Expenditures

- Summer 2016 visitors spent an estimated \$514.5 million during their stay in Lee County, a 3.3% increase from last summer (\$497.9 million) despite the decrease in visitation.
- Expenditures among summer 2016 paid accommodations guests amounted to \$354.7 million (69% of the total), representing a 6.3% increase from last summer. The VFR traveler segment contributed the remaining \$159.8 million, falling short of last year's estimate (-2.7%).

Estimated Expenditures	Summer 2015	Summer 2016	% Change
Paid Accommodations	\$333,721,725	\$354,707,754	6.3%
Friends/Relatives	\$164,224,126	\$159,817,936	-2.7%
<b>Total Expenditures</b>	<b>\$497,945,851</b>	<b>\$514,525,690</b>	<b>3.3%</b>

*Note: Summer season refers to the period including July, August, and September when referenced throughout this report.*

Visitor Origin

- Comparable to last year, two-thirds of summer 2016 visitors staying in paid accommodations came from within the United States (67%). Germany continued to be the top international feeder market (17%). Visitors from the UK (7%) and Canada (3%) were far less prevalent.
- Four in ten domestic visitors staying in paid accommodations were from the South (42%), and two in ten came from Florida. The Midwest and the Northeast contributed one-quarter each (28% and 25% respectively), and only 5% came from the West.
- Miami was the top domestic feeder market for the Lee County lodging industry during summer 2016, followed closely by New York.

**Summer 2016 Top DMAs (Paid Accommodations)**

City/Region	Percentage	Visitors
Miami-Fort Lauderdale	12%	56,171
New York	10%	47,661
Atlanta	4%	20,426
Cleveland-Akron (Canton)	4%	17,022
Indianapolis	4%	17,022
Philadelphia	4%	17,022
Boston (Manchester, NH)	3%	15,319
Pittsburgh	3%	15,319
Chicago	3%	13,617
Cincinnati	3%	13,617
Jacksonville	3%	13,617
Tampa-Saint Petersburg (Sarasota)	3%	13,617

**Visitors Staying in Paid Accommodations**

Summer Season	%		Visitor Estimates		% Change
	2015	2016	2015	2016	
<b>Country of Origin</b>					
United States	68%	67%	492,999	485,116	-1.6%
Germany	13%	17%	95,376	121,972	27.9%
UK	8%	7%	59,106	49,898	-15.6%
Canada	4%	3%	25,523	18,019	-29.4%
Scandinavia	2%	2%	14,777	12,474	-15.6%
France	1%	2%	6,717	12,474	85.7%
Switzerland	2%	2%	12,090	11,088	-8.3%
BeNeLux	1%	1%	6,717	4,158	-38.1%
Latin America	1%	<1%	6,717	2,772	-58.7%
Ireland	-	<1%	-	2,772	-
Austria	<1%	-	2,687	-	-
Other International	1%	-	5,373	-	-

**Visitors Staying in Paid Accommodations**

Summer Season	%		Visitor Estimates		% Change
	2015	2016	2015	2016	
<b>U.S. Region of Origin</b>					
Florida	16%	21%	79,232	100,428	26.8%
South (including Florida)	39%	42%	191,917	202,557	5.5%
Midwest	38%	28%	184,875	137,875	-25.4%
Northeast	20%	25%	98,600	122,556	24.3%
West	4%	5%	17,607	22,128	25.7%

**Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2016 percentages.**

### Trip Planning

- Similar to last year, the majority of summer 2016 visitors continue to plan their Lee County trip well ahead of their arrival. More than two-thirds started talking about their Lee County trip *three or more months* in advance, and nearly as many chose the destination within that timeframe. More than half of those staying in paid accommodations made their lodging reservations within that window as well.
  - 70% started talking about trip (vs. 71% in 2015)
  - 66% chose Lee County for trip (vs. 64% in 2015)
  - 60% made lodging reservation (vs. 57% in 2015)
- Nine in ten summer visitors claimed to have visited one or more websites when planning their trip to Lee County (89%). Visitors most often mentioned using *airline websites* (43%), followed by *search engines* (33%), *trip advisor* (28%), *booking websites* (26%), or *vacation rental websites* (26%).
- Six in ten summer visitors reported that typically use a smartphone or laptop to access online destination planning information (60% and 55%, respectively). Not quite as many mentioned using a tablet (49%) or desktop computer (42%).
- The characteristics rated most favorably as influencing the decision to visit Lee County in summer 2016 included:
  - *Peaceful/relaxing* (88%);
  - *White sandy beaches* (82%);
  - *Warm weather* (82%);
  - *A safe destination* (78%);
  - *Clean, unspoiled environment* (76%); and
  - *Convenient location* (73%).

### Visitor Profile

- As seen in previous years, almost three-quarters of summer visitors said they flew to the destination (73%) – most of them arriving at Southwest Florida International Airport (74% vs. 80% in 2015).
- Summer 2016 visitors said they were staying in Lee County for about 8 or 9 days on average, and the majority reported they came to Lee County for a vacation (87%). Six in ten visitors were repeaters (64%) who averaged five trips to Lee County in the past five years.

### Visitor Profile (cont'd)

- Among survey participants who said they were staying in paid lodging, half chose to stay in a hotel/motel/resort for their accommodations (51%), and about the same proportion chose to stay in a condo/vacation home property (48%). Nearly all reported that the quality of their lodging either *met expectations* (49%) or *far exceeded/exceeded expectations* (42%).
- While staying in Lee County, almost all summer visitors enjoyed the *beaches* (95%). Other frequently mentioned pursuits included: *relaxing* (76%), *dining out* (73%), *swimming* (71%), and *shopping* (60%). Half of summer visitors took a day trip outside of Lee County (48%), and Naples was the destination for most of those who did (31%).
- Visitors continue to be highly satisfied with their stay in Lee County. The majority of summer 2016 visitors indicate they were either *very satisfied* or *satisfied* with their visit (52% and 41% respectively). Visitors from international markets gave higher *very satisfied* ratings this summer than last (48% vs. 37%).
- Importantly, a significant number of summer visitors intend to return to Lee County (89%) – many of them suggesting they are likely to come back next year (58%). Additionally, a sizeable majority indicated they will recommend Lee County to a friend over other areas in Florida (86%).
- When asked what they liked least about the area during their trip, *insects* (21%) and *water quality* (17%) were the top mentions but at fairly low levels. However, visitors were more likely to indicate *water quality* as a dislike this summer than last (17% vs. 8% in 2015).
- The demographic composition of summer 2015 visitors can be summarized as follows:
  - 49 years of age on average
  - \$99,700 household income on average
  - 72% married
  - 43% traveling as a family
  - 35% traveling as a couple
  - 70% traveling *without* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, both *available* room nights and *occupied* room nights experienced increases (+4.3% and +6.8%, respectively). All three property categories showed an improvement in *occupied* room nights, with RV parks/campgrounds having the most significant growth (+24.2%).

Summer Season	Occupied Room Nights			Available Room Nights		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	618,669	639,757	3.4%	1,010,165	1,025,000	1.5%
Condo/Cottage/Vacation Home	181,863	194,648	7.0%	385,902	393,748	2.0%
RV Park/Campground	118,407	147,091	24.2%	436,726	493,028	12.9%
<b>Total</b>	<b>918,939</b>	<b>981,496</b>	<b>6.8%</b>	<b>1,832,793</b>	<b>1,911,776</b>	<b>4.3%</b>

- The result was a modest year-over-year increase in the industry-wide average occupancy rate in Lee County for the summer season (+2.4%). All three categories experienced gains in average occupancy rate.
- However, Lee County's average daily rate for the summer season dropped slightly year-over-year (-1.3%). Shifts in ADR varied by category, where condo/vacation homes saw a slight increase, hotel/motel/resort saw no change, and RV park/campground saw a decline.
- The drop in ADR dampened the positive impact of growth in average occupancy, and as a result, summer season RevPAR increased only 1.0% from 2015 to 2016. Still, all property categories experienced an uptick in RevPAR performance to some degree.

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	61.2%	62.4%	2.0%	\$122.13	\$121.54	-0.5%	\$74.80	\$75.86	1.4%
Condo/Cottage/Vacation Home	47.1%	49.4%	4.9%	\$159.12	\$162.92	2.4%	\$74.99	\$80.54	7.4%
RV Park/Campground	27.1%	29.8%	10.0%	\$44.30	\$42.16	-4.8%	\$12.01	\$12.58	4.7%
<b>AVERAGE</b>	<b>50.1%</b>	<b>51.3%</b>	<b>2.4%</b>	<b>\$119.42</b>	<b>\$117.85</b>	<b>-1.3%</b>	<b>\$59.88</b>	<b>\$60.50</b>	<b>1.0%</b>

Lodging Industry Assessments (cont'd)

- Reports from Lee County property managers about their reservations for the upcoming fall season were less positive than they were at the same time last year. One third of managers responding in early October reported that their total level of reservations for October, November, and December 2016 are *up* over the same period last year (32% vs. 53% in 2015), and another third said reservations are the *same* (34% vs. 35% in 2015). The remaining third indicated their reservations are *down* (30% vs. 7% in 2015).



## Summer 2016 Lee County Snapshot

Total Visitation				
Summer Season	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	66%	68%	728,080	720,744
Friends/Relatives	34%	32%	375,150	342,369
<b>Total Visitation</b>			<b>1,103,230</b>	<b>1,063,113</b>

Total Visitor Expenditures			
Summer Season	2015	2016	% Change
Total Visitor Expenditures	\$497,945,851	\$514,525,690	3.3%
Paid Accommodations	\$333,721,725	\$354,707,754	6.3%

Visitor Origin - Visitors Staying in Paid Accommodations				
Summer Season	%		Visitor Estimates	
	2015	2016	2015	2016
Florida	16%	21%	79,232	100,428
United States	68%	67%	492,999	485,116
Germany	13%	17%	95,376	121,972
UK	8%	7%	59,106	49,898
Canada	4%	3%	25,523	18,019
Other International	8%	6%	55,076	45,740

First-Time/Repeat Visitors to Lee County		
Summer Season	2015	2016
First-time	37%	34%
Repeat	62%	64%

Summer Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	61.2%	62.4%	2.0%	\$122.13	\$121.54	-0.5%	\$74.80	\$75.86	1.4%
Condo/Cottage/Vacation Home	47.1%	49.4%	4.9%	\$159.12	\$162.92	2.4%	\$74.99	\$80.54	7.4%
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<b>AVERAGE</b>	<b>50.1%</b>	<b>51.3%</b>	<b>2.4%</b>	<b>\$119.42</b>	<b>\$117.85</b>	<b>-1.3%</b>	<b>\$59.88</b>	<b>\$60.50</b>	<b>1.0%</b>

## Calendar YTD 2016 Lee County Snapshot

Total Calendar Year Visitation				
	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	61%	61%	2,299,996	2,264,221
Friends/Relatives	39%	39%	<u>1,501,053</u>	<u>1,436,460</u>
<b>Total Visitation</b>			3,801,049	3,700,681

Total Visitor Expenditures			
	2015	2016	% Change
	Total Visitor Expenditures	\$2,332,877,034	\$2,379,646,274
Paid Accommodations	\$1,629,152,749	\$1,681,557,707	3.2%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2015	2016	2015	2016
Florida	9%	9%	153,126	158,026
US	78%	75%	1,784,247	1,687,306
Germany	7%	11%	165,632	240,268
UK	5%	6%	114,461	126,243
Canada	6%	5%	138,700	120,813
Other International	4%	4%	96,955	89,591

First-Time/Repeat Visitors to Lee County		
	2015	2016
First-time	33%	31%
Repeat	65%	67%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	73.2%	72.1%	-1.5%	\$160.55	\$163.47	1.8%	\$117.46	\$117.85	0.3%
Condo/Cottage/Vacation Home	69.4%	69.4%	0.0%	\$208.17	\$215.45	3.5%	\$144.46	\$149.46	3.5%
RV Park/Campground	53.9%	52.5%	-2.5%	\$56.19	\$57.01	1.5%	\$30.28	\$29.95	-1.1%
<b>AVERAGE</b>	<b>67.9%</b>	<b>66.7%</b>	<b>-1.7%</b>	<b>\$151.52</b>	<b>\$154.23</b>	<b>1.8%</b>	<b>\$102.87</b>	<b>\$102.93</b>	<b>0.1%</b>

## Visitor Profile Analysis Summer 2016

*A total of 920 interviews were conducted with visitors in Lee County during the summer months of July, August, and September 2016. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.*

*A total of 924 interviews were conducted with visitors in Lee County during the summer months of July, August, and September 2015. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.*

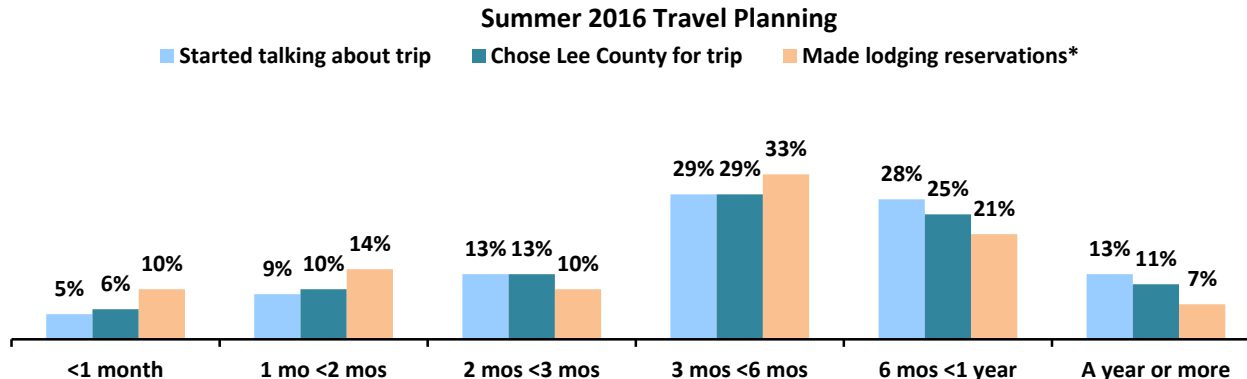
## Travel Planning

Summer Season	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations*	
	2015 A	2016 B	2015 A	2016 B	2015 A	2016 B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>	<b>924</b>	<b>920</b>	<b>548*</b>	<b>529*</b>
<u>Less than 3 months (NET)</u>	<u>26%</u>	<u>27%</u>	<u>29%</u>	<u>29%</u>	<u>36%</u>	<u>34%</u>
<1 month	4%	5%	7%	6%	10%	10%
1 month - <2 months	10%	9%	10%	10%	13%	14%
2 months - <3 months	11%	13%	11%	13%	14%	10%
<u>3 months or more (NET)</u>	<u>71%</u>	<u>70%</u>	<u>64%</u>	<u>66%</u>	<u>57%</u>	<u>60%</u>
3 months - <6 months	27%	29%	28%	29%	33%	33%
6 months - <1 year	30%	28%	24%	25%	17%	21%
A year or more	14%	13%	13%	11%	7%	7%
No Lodging Reservations Made	-	-	-	-	5%	4%
No Answer	3%	3%	7%	5%	2%	2%

Q3a: When did you "start talking" about going on this trip?

Q3b: When did you choose Lee County for this trip?

Q3c: When did you make lodging reservations for this trip?



\* Base: Among those staying in paid accommodations

## Travel Planning

Devices Used to Access Destination Planning Information		
	2015	2016
Summer Season	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>Any (NET)</u>	<u>97%</u>	<u>97%</u>
Smartphone	54%	60%a
Laptop computer	56%	55%
Tablet	48%	49%
Desktop computer	42%	42%
E-Reader	3%	3%
Other portable device	1%	1%
None of these	3%	2%
No Answer	1%	1%

Q5. Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Travel Websites Visited		
	2015	2016
Summer Season	A	A
<b>Respondents who use device(s) to plan</b>	<b>892</b>	<b>895</b>
<u>Visited web sites (net)</u>	<u>88%</u>	<u>89%</u>
Airline websites	40%	43%
Search Engines	30%	33%
Trip Advisor	28%	28%
Booking websites	25%	26%
Vacation rental websites	21%	26%a
Hotel websites	25%	24%
Visit Florida	16%b	11%
www.FortMyers-Sanibel.com	11%	11%
Facebook	9%b	6%
AAA	6%	5%
Other	8%	11%a
None/Didn't visit websites	11%	9%
No Answer	1%	2%

Q6. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

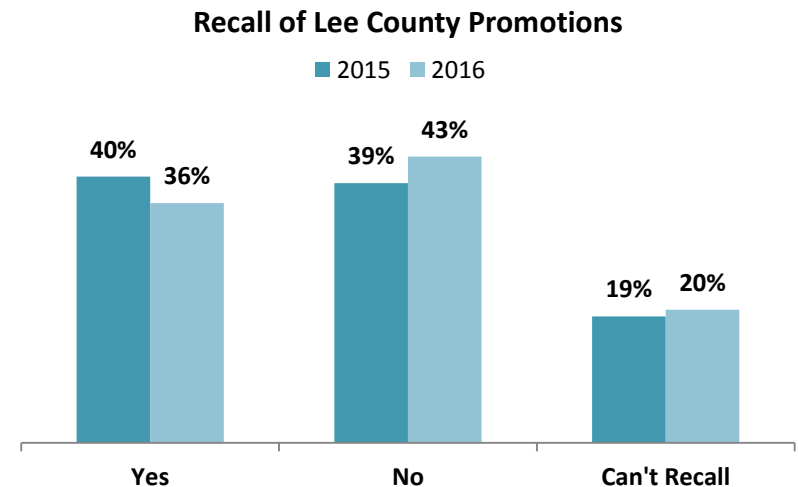
## Travel Planning

Travel Information Requested		
	2015	2016
Summer Season	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>Requested information (NET)</u>	<u>26%</u>	<u>32%<sup>a</sup></u>
<i>Hotel website</i>	10%	12%
<i>Call hotel</i>	4%	9% <sup>a</sup>
<i>VCB website</i>	6%	6%
<i>Visitor Guide</i>	4%	4%
<i>E-Newsletter</i>	1%	2%
<i>Call local Chamber of Commerce</i>	1%	1%
<i>Magazine Reader Services Card</i>	<1%	<1%
<i>Call VCB</i>	-	<1%
<i>Other</i>	10%	10%
<u>None/Did not request information</u>	<u>68%<sup>b</sup></u>	<u>64%</u>
No Answer	5%	4%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions		
	2015	2016
Summer Season	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Yes	40%	36%
No	39%	43%
Can't Recall	19%	20%
No Answer	2%	1%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?



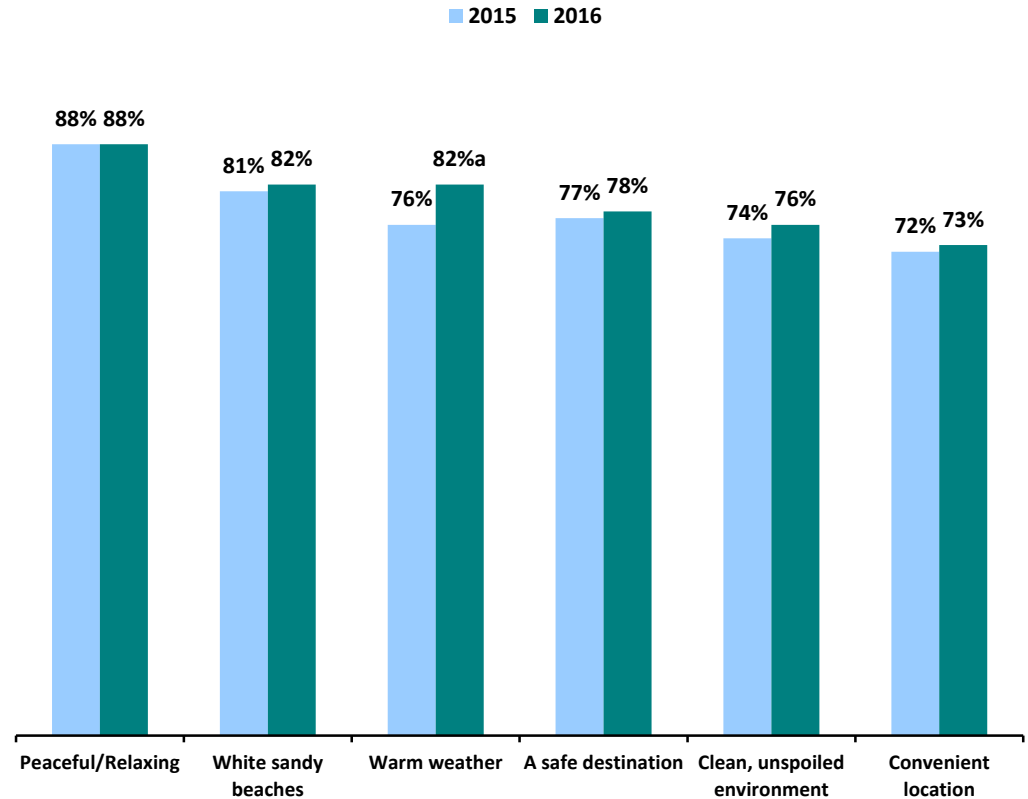
## Travel Planning

Travel Decision Influences*		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Peaceful/Relaxing	88%	88%
White sandy beaches	81%	82%
Warm weather	76%	82%a
A safe destination	77%	78%
Clean, unspoiled environment	74%	76%
Convenient location	72%	73%
Good value for the money	68%	66%
Plenty to see and do	65%	66%
A "family" atmosphere	55%	61%a
Affordable dining	59%	60%
Reasonably priced lodging	61%	59%
Upscale accommodations	51%	52%

Q9: 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)

### Top Travel Decisions Influences\*



## Trip Profile

Mode of Transportation		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Fly	72%	73%
Drive A personal vehicle	23%	21%
Drive A rental vehicle	5%	5%
Drive an RV	1%	<1%
Travel by bus	-	-
Other/No Answer	<1%	1%

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

Airport Used		
Summer Season	2015	2016
	A	B
<b>Respondents who flew</b>	<b>663</b>	<b>670</b>
SW Florida Int'l (Fort Myers)	80% <sup>b</sup>	74%
Punta Gorda	5%	10% <sup>a</sup>
Miami Int'l	4%	6%
Orlando Int'l	4%	3%
Ft. Lauderdale Int'l	2%	3%
Tampa Int'l	4%	2%
Other	<1%	1%
No Answer	1%	1%

Q2: At which Florida airport did you land?

Frequency of Using SWFL Int'l (Past Year)		
Summer Season	2015	2016
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>One or more trips</u>	<u>58%</u>	<u>56%</u>
1 trip	37%	37%
2 to 3 trips	14%	14%
4 to 5 trips	3%	2%
6 or more trips	3%	3%
None/No Answer	42%	44%

Q40: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

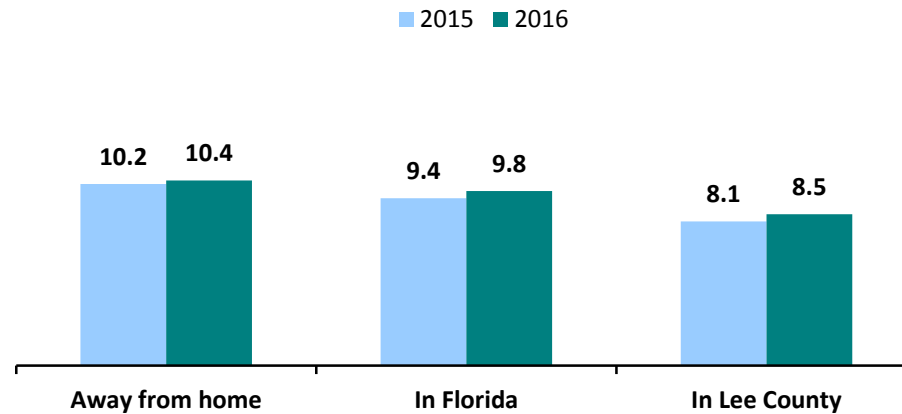


### Trip Profile

Trip Length Mean # of Days		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Away from home	10.2	10.4
In Florida	9.4	9.8
In Lee County	8.1	8.5

Q4a/b/c: On this trip, how many days will you be:

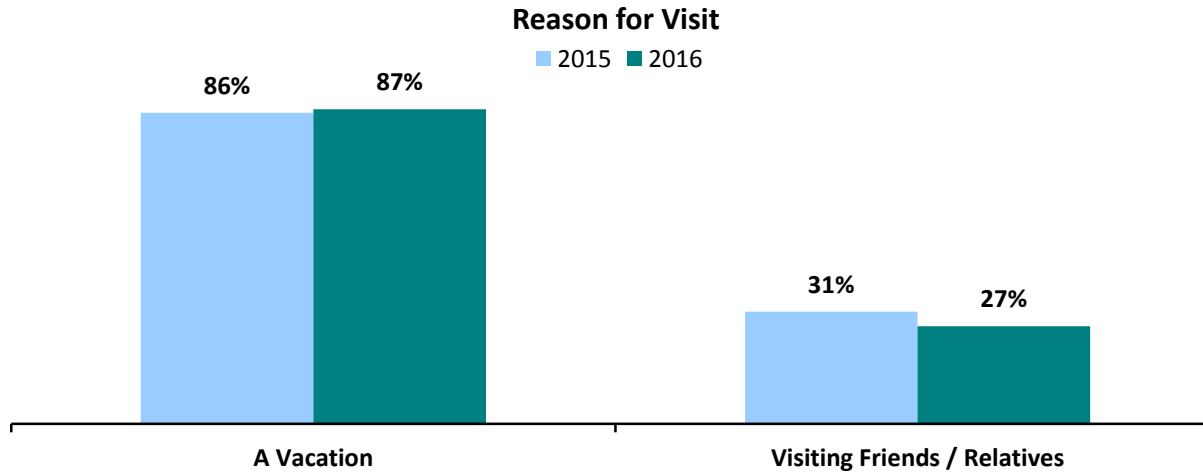
### Trip Length (mean # of days)



### Trip Profile

Reason(s) for Visit		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
A Vacation	86%	87%
Visiting Friends/Relatives	31%	27%
Personal Business	3%	3%
Sporting Event(s)	1%	1%
Other Business Trip	1%	1%
A Conference/Meeting	<1%	1%
Other/No Answer (NET)	1%	1%

Q10: Did you come to our area for...(Please mark all that apply.)



## Trip Profile

First Time Visitors to Lee County								
Summer Season	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>	<b>61*</b>	<b>69*</b>	<b>429</b>	<b>464</b>	<b>268</b>	<b>245</b>
First-time visitor	37%	34%	13%	18%	28%	29%	56%	48%
Repeat visitor	62%	64%	87%	82%	71%	69%	41%	50%a
No Answer	1%	2%	-	-	1%	2%	2%	2%

Q15: Is this your first visit to Lee County?

\*Note: Small sample size. (N<70) Please interpret results with caution.

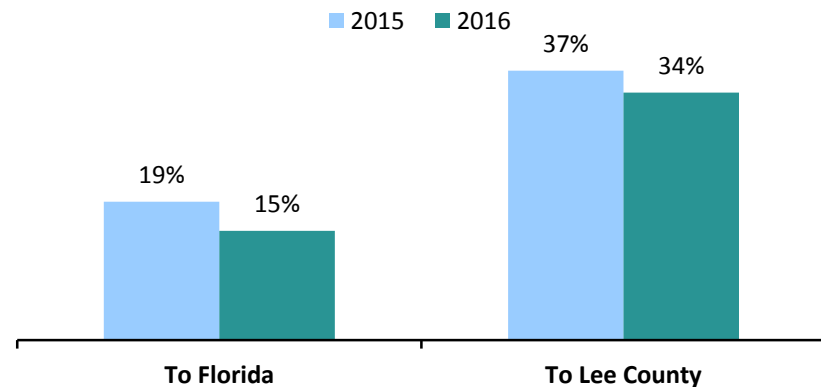
\*\*N/A: Insufficient number of responses for statistical analysis (N<30).

First Time Visitors to Florida		
Summer Season	2015	2016
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
	<b>A</b>	<b>B</b>
Yes, first-time visitor	19%	15%
No	73%	75%
No answer	2%	2%
<i>FL Residents*</i>	7%	8%

Q13: Is this your first visit to Florida?

\*Florida residents are shown as A proportion of total visitor interviews conducted, though FL residents are not asked this question.

### First Time Visitors



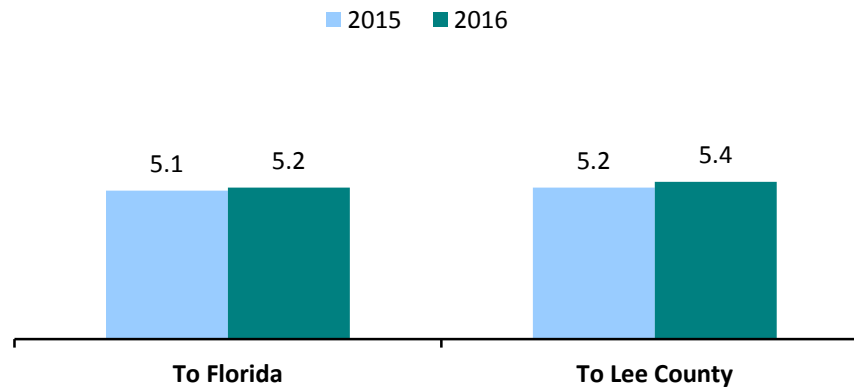
## Trip Profile

Previous Visits in Five Years				
Summer Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2015	2015	2015	2016
	A	B	A	B
Base: Repeat Visitors	676 (FL res. Excl)	688 (FL res. Excl)	569	587
Number of visits	5.1	5.2	5.2	5.4

Q14: Over the past five (5) years, how many times have you visited Florida?

Q16: Over the past five (5) years, how many times have you visited Lee County?

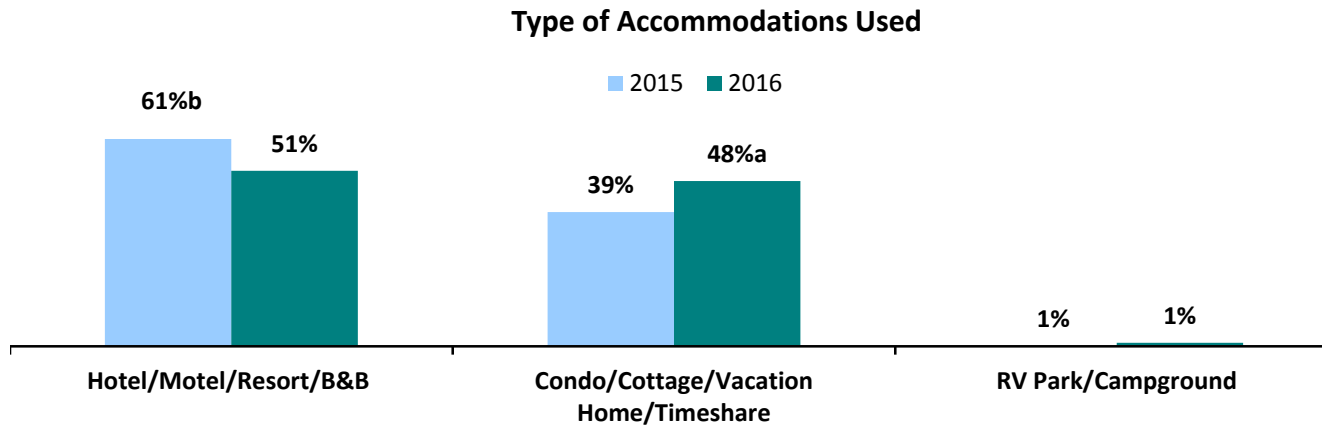
Previous Visits in Five Years



## Trip Profile

Type of Accommodations Used		
Summer Season	2015	2016
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>548</b>	<b>529</b>
<b><u>Hotel/Motel/Resort/B&amp;B (NET)</u></b>	<b><u>61%<sup>b</sup></u></b>	<b><u>51%</u></b>
At a hotel/motel/historic inn	36%	33%
At a resort	23% <sup>b</sup>	18%
At a Bed and Breakfast	1%	1%
<b><u>Condo/Cottage/Vacation Home/Timeshare (NET)</u></b>	<b><u>39%</u></b>	<b><u>48%<sup>a</sup></u></b>
<b><u>RV Park/Campground (NET)</u></b>	<b><u>1%</u></b>	<b><u>1%</u></b>

Q20: Are you staying overnight (either last night or tonight):



## Trip Profile

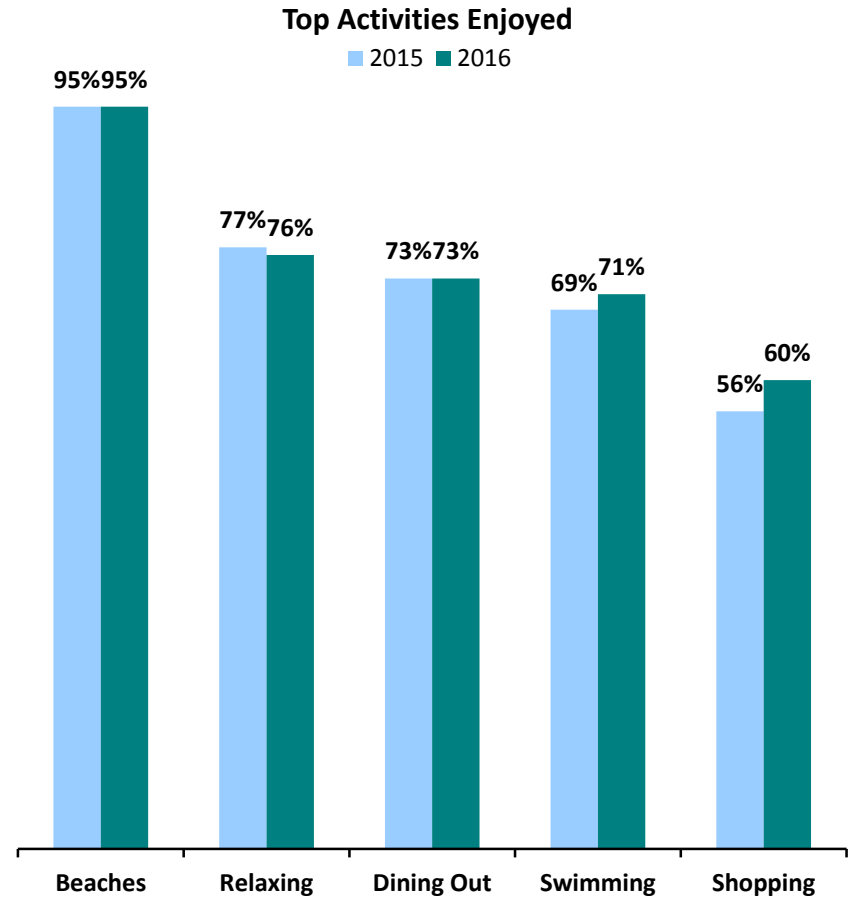
Quality of Accommodations		
Summer Season	2015	2016
	A	B
<b>Total respondents staying in paid accommodations</b>	<b>548</b>	<b>529</b>
Far exceeded/Exceeded expectations	39%	42%
Met your expectations	57% <sup>b</sup>	49%
Did not meet/Far below expectations	2%	4%
No Answer	2%	6% <sup>a</sup>

Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup								
Summer Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
<b>Total respondents staying in paid accommodations</b>	<b>232</b>	<b>206</b>	<b>312</b>	<b>317</b>	<b>367</b>	<b>350</b>	<b>175</b>	<b>171</b>
Far exceeded/Exceeded expectations	35%	37%	42%	45%	39%	45%	39%	36%
Met your expectations	60% <sup>b</sup>	50%	55%	48%	57% <sup>b</sup>	48%	56%	50%
Did not meet/Far below expectations	2%	3%	2%	4%	2%	4%	2%	4%
No Answer	4%	11% <sup>a</sup>	1%	3% <sup>a</sup>	2%	3%	3%	10% <sup>a</sup>

## Trip Activities

Activities Enjoyed		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Beaches	95%	95%
Relaxing	77%	76%
Dining Out	73%	73%
Swimming	69%	71%
Shopping	56%	60%
Sightseeing	39%	38%
Shelling	34%	38%
Visiting Friends/Relatives	29%	28%
Watching Wildlife	25%	23%
Photography	23%	21%
Exercise / Working Out	17%	21%
Bicycle Riding	20%	19%
Attractions	17%	18%
Birdwatching	16%	14%
Boating	13%	14%
Miniature Golf	17% <sup>b</sup>	13%
Golfing	12%	13%
Bars / Nightlife	12%	13%
Fishing	13%	11%
Kayaking / Canoeing	9%	9%
Parasailing / Jet Skiing	7%	6%
Guided Tour	6%	6%
Tennis	4%	5%
Cultural Events	3%	4%
Sporting Event	3%	3%
Scuba Diving / Snorkeling	3%	2%
Other	3%	3%
No Answer	1%	1%



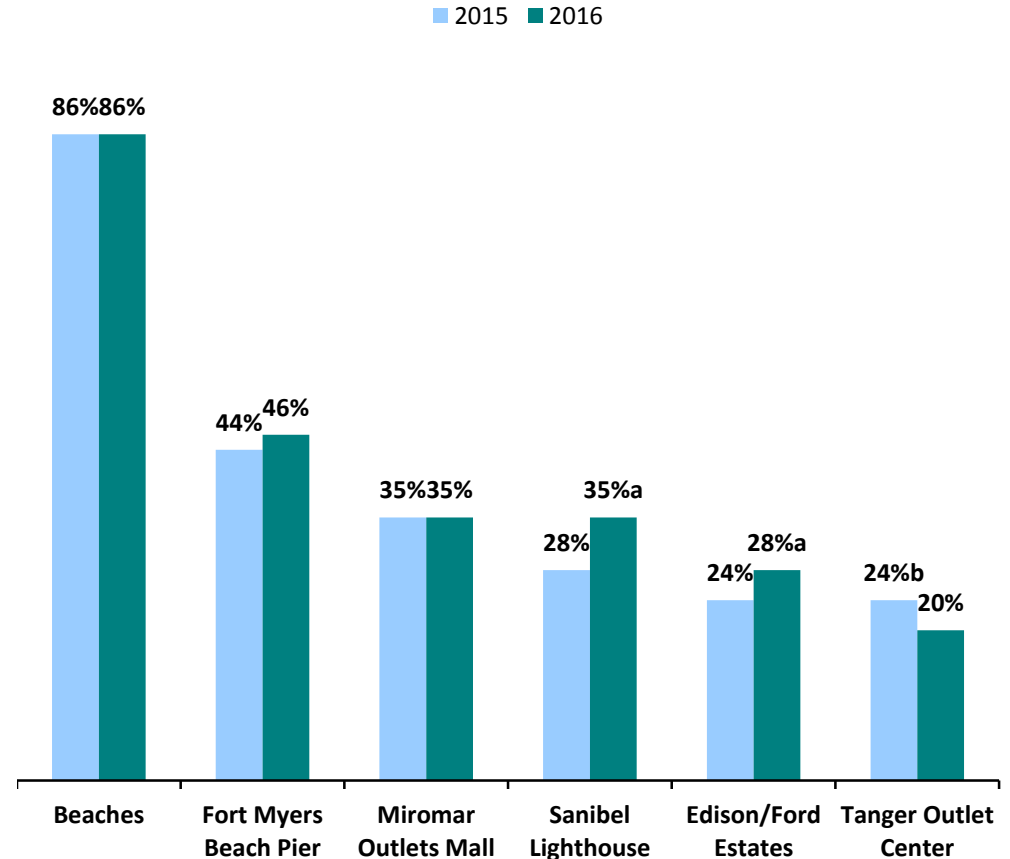
Q23: What activities or interests are you enjoying while in Lee County?  
(Please mark ALL that apply.)

## Trip Activities

Attractions Visited		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Beaches	86%	86%
Fort Myers Beach Pier	44%	46%
Miromar Outlets Mall	35%	35%
Sanibel Lighthouse	28%	35%a
Edison/Ford Estates	24%	28%a
Tanger Outlet Center	24%b	20%
Shell Factory and Nature Park	13%	13%
Ding Darling National Wildlife Refuge	11%	13%
Bell Tower Shops	11%	12%
Coconut Point Mall	10%	12%
Periwinkle Place	9%	12%a
Gulf Coast Town Center	13%	11%
Edison Mall	9%	11%
Manatee Park	3%	4%
Bailey-Matthews Shell Museum	3%	3%
Broadway Palm Dinner Theater	1%	1%
Babcock Wilderness Adventures	<1%	1%
Barbara B. Mann Performing Arts Hall	<1%	1%
Other	4%	6%a
None/No Answer (NET)	7%	6%

Q24. On this trip, which attractions are you visiting? (Please mark ALL that apply.)

### Top Attractions Visited





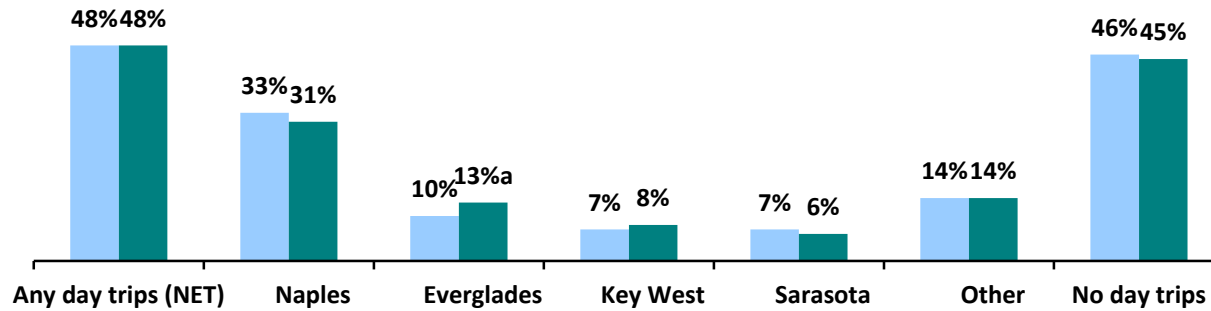
### Trip Activities

Day Trips Outside Lee County		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>Any day trips (NET)</u>	<u>48%</u>	<u>48%</u>
Naples	33%	31%
Everglades	10%	13% <sup>a</sup>
Key West	7%	8%
Sarasota	7%	6%
Other	14%	14%
<u>No day trips</u>	<u>46%</u>	<u>45%</u>
No Answer	12%	14%

Q25: Where did you go on day trips outside Lee County?

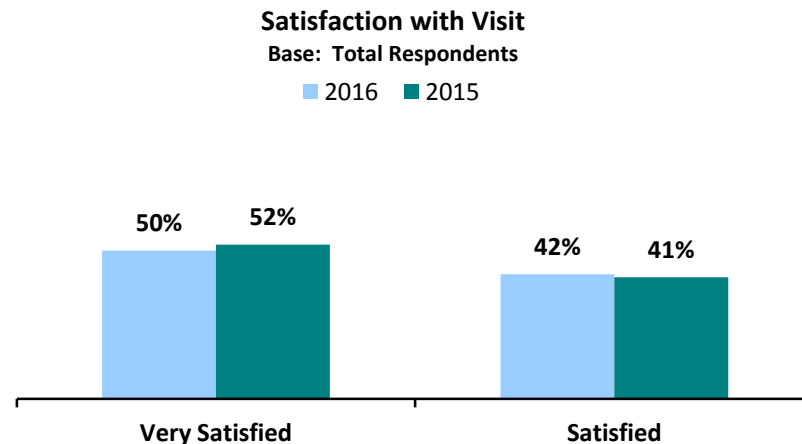
### Day Trips Outside Lee County

■ 2015 ■ 2016



## Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>Very Satisfied/Satisfied</u>	<u>92%</u>	<u>93%</u>
<i>Very Satisfied</i>	50%	52%
<i>Satisfied</i>	42%	41%
Neither	1%	2%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	6%	5%



Q28: How satisfied are you with your stay in Lee County?

Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Summer Season	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>344</b>	<b>313</b>	<b>569</b>	<b>587</b>	<b>642</b>	<b>651</b>	<b>268</b>	<b>245</b>
<u>Very Satisfied/Satisfied</u>	<u>88%</u>	<u>92%</u>	<u>94%</u>	<u>94%</u>	<u>93%</u>	<u>93%</u>	<u>91%</u>	<u>94%</u>
<i>Very Satisfied</i>	32%	33%	60%	64%	55%	55%	37%	48%a
<i>Satisfied</i>	56%	59%	34%	30%	38%	38%	54%	47%

## Future Plans

Likelihood to Recommend/Return to Lee County		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Likely to Recommend Lee County	87%	86%
Likely to Return to Lee County	88%	89%
<b>Base: Total Respondents Planning to Return</b>	<b>811</b>	<b>821</b>
Likely to Return Next Year	56%	58%

Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?

Q31: Will you come back to Lee County?

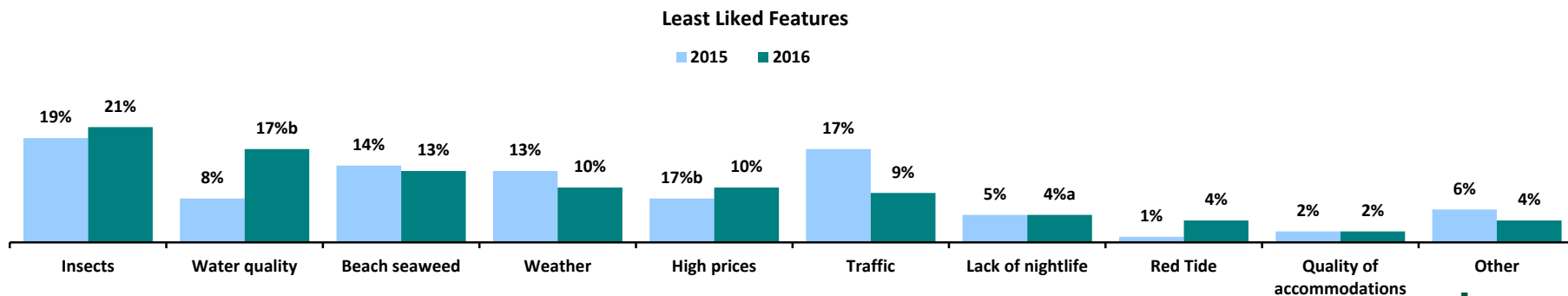
Q32: Will you come back next year?

Ratings by Subgroup								
Summer Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2015	2016	2015	2016	2015	2016	2015	2016
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>344</b>	<b>313</b>	<b>569</b>	<b>587</b>	<b>642</b>	<b>651</b>	<b>268</b>	<b>245</b>
Likely to Recommend Lee County	82%	82%	89%	88%	88%	87%	85%	86%
Likely to Return to Lee County	81%	77%	92%	96%	89%	90%	84%	89%
<b>Base: Total Respondents Planning to Return</b>	<b>277</b>	<b>242</b>	<b>525</b>	<b>561</b>	<b>574</b>	<b>587</b>	<b>225</b>	<b>218</b>
Likely to Return Next Year	35%	35%	67%	68%	60%	61%	47%	50%

## Trip Activities

Least Liked Features		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Insects	19%	21%
Water quality	8%	17%a
Beach seaweed	14%	13%
Weather	13%	10%
High prices	8%	10%
Traffic	17%b	9%
Lack of nightlife	5%	5%
Red Tide	1%	4%a
Quality of accommodations	2%	2%
Other	6%	4%
Nothing/No Answer (NET)	40%	40%

Q29: During this specific visit, which features have you liked **LEAST** about our area?  
(Please mark ALL that apply.)

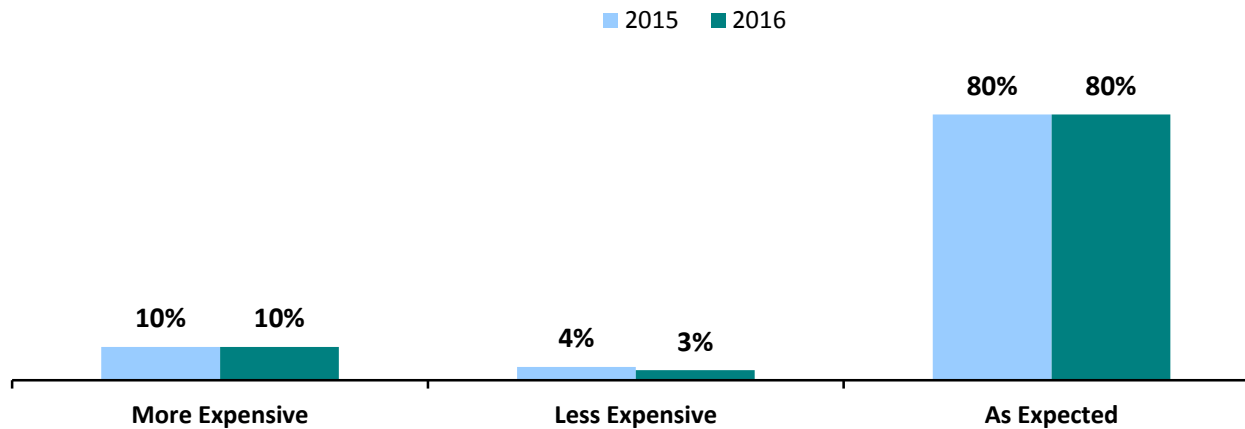


## Trip Activities

Perception of Lee County as Expensive		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
More Expensive	10%	10%
Less Expensive	4%	3%
As Expected	80%	80%
Don't know/No Answer (NET)	6%	6%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?

### Perception of Lee County as Expensive



## Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Age of respondent (mean)	47.5	49.2a
Annual household income (mean)	\$95,838	\$99,659
<u>Martial Status</u>		
Married	73%	72%
Single	15%	15%
Other	9%	9%
Vacations per year (mean)	3.0	3.1
Short getaways per year (mean)	3.3	3.6

Q37: What is your age, please?

Q39: What is your total annual household income before taxes?

Q36. Are you: Married/Single/Other

Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q34: 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?

Travel Party		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
Family	41%	43%
Couple	38%	35%
Group of couples/friends	11%	12%
Single	8%	8%
Mean travel party size	3.3	3.2
Mean adults in travel party	2.7	2.7

Q17: On this trip, are you traveling:

Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>924</b>	<b>920</b>
<u>Traveling with any Children (net)</u>	<u>32%</u>	<u>30%</u>
Any younger than 6	11%	9%
Any ages 6-11	14%	14%
Any 12-17 years old	18%	17%
No Children	68%	70%

Q19: How many of those people are:

Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

## Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		
Summer Season	2015	2016	2015	2016	% Change
Paid Accommodations	66%	68%	728,080	720,744	-1.0%
Friends/Relatives	34%	32%	375,150	342,369	-8.7%
<b>Total Visitation</b>			<b>1,103,230</b>	<b>1,063,113</b>	<b>-3.6%</b>

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		% Change
Summer Season	2015	2016	2015	2016	
<b>Country of Origin</b>					
United States	68%	67%	492,999	485,116	-1.6%
Germany	13%	17%	95,376	121,972	27.9%
UK	8%	7%	59,106	49,898	-15.6%
Canada	4%	3%	25,523	18,019	-29.4%
Scandinavia	2%	2%	14,777	12,474	-15.6%
France	1%	2%	6,717	12,474	85.7%
Switzerland	2%	2%	12,090	11,088	-8.3%
BeNeLux	1%	1%	6,717	4,158	-38.1%
Latin America	1%	<1%	6,717	2,772	-58.7%
Ireland	-	<1%	-	2,772	100%
Austria	<1%	-	2,687	-	-100%
Other International	1%	-	5,373	-	-100%

U.S. Region of Origin	2015	2016	2015	2016	% Change
Florida	16%	21%	79,232	100,428	26.8%
South (including Florida)	39%	42%	191,917	202,557	5.5%
Midwest	38%	28%	184,875	137,875	-25.4%
Northeast	20%	25%	98,600	122,556	24.3%
West	4%	5%	17,607	22,128	25.7%

### Summer 2016 Top DMAs (Paid Accommodations)

Miami-Fort Lauderdale	12%	56,171
New York	10%	47,661
Atlanta	4%	20,426
Cleveland-Akron (Canton)	4%	17,022
Indianapolis	4%	17,022
Philadelphia	4%	17,022
Boston (Manchester, NH)	3%	15,319
Pittsburgh	3%	15,319
Chicago	3%	13,617
Cincinnati	3%	13,617
Jacksonville	3%	13,617
Tampa-Saint Petersburg (Sarasota)	3%	13,617

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2016 percentages.

## **Occupancy Data Analysis Summer 2016**

*For the 2016 summer season, property managers were interviewed in October 2016 to provide data for each specific month of the season (July, August, and September 2016).*

*For the 2015 summer season, property managers were interviewed in October 2015 to provide data for each specific month of the season (July, August, and September 2015).*



## Occupancy/Daily Rates

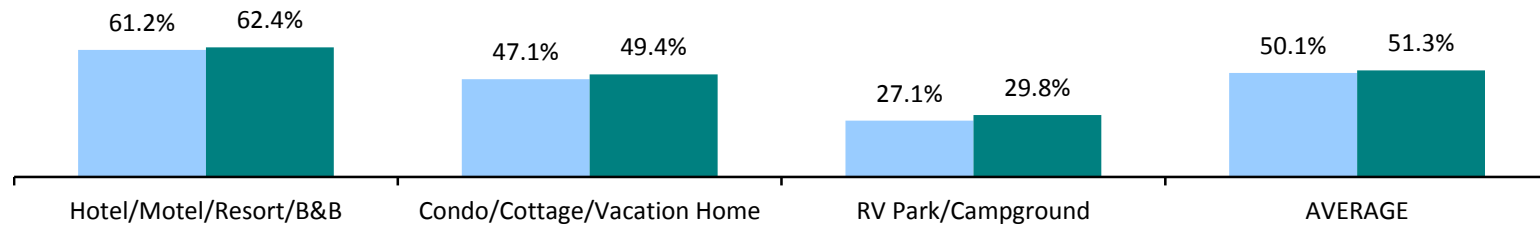
	Average Occupancy Rate			Average Daily Rate			RevPAR		
Summer Season	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	61.2%	62.4%	2.0%	\$122.13	\$121.54	-0.5%	\$74.80	\$75.86	1.4%
Condo/Cottage/Vacation Home	47.1%	49.4%	4.9%	\$159.12	\$162.92	2.4%	\$74.99	\$80.54	7.4%
RV Park/Campground	27.1%	29.8%	10.0%	\$44.30	\$42.16	-4.8%	\$12.01	\$12.58	4.7%
<b>AVERAGE</b>	<b>50.1%</b>	<b>51.3%</b>	<b>2.4%</b>	<b>\$119.42</b>	<b>\$117.85</b>	<b>-1.3%</b>	<b>\$59.88</b>	<b>\$60.50</b>	<b>1.0%</b>

Q16: What was your overall average occupancy rate for the month of [July/August/September]?

Q17: What was your average daily rate (ADR) in [July/August/September]?

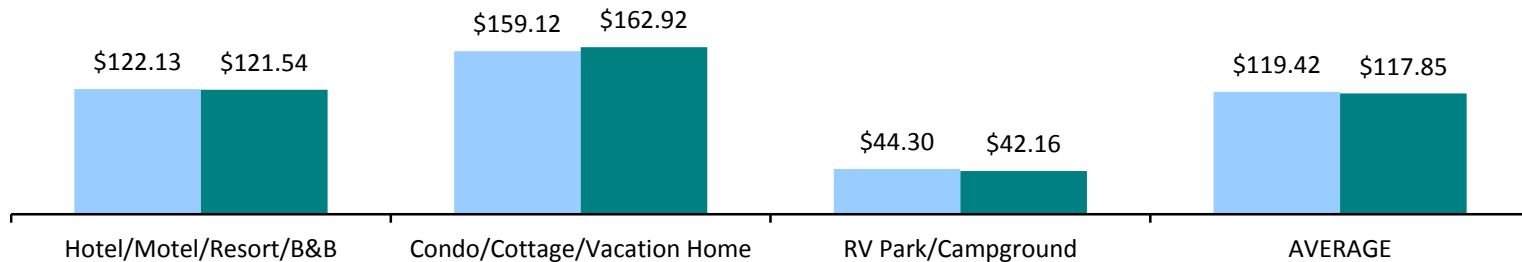
### Average Occupancy Rate

■ 2015 ■ 2016



### Average Daily Rate

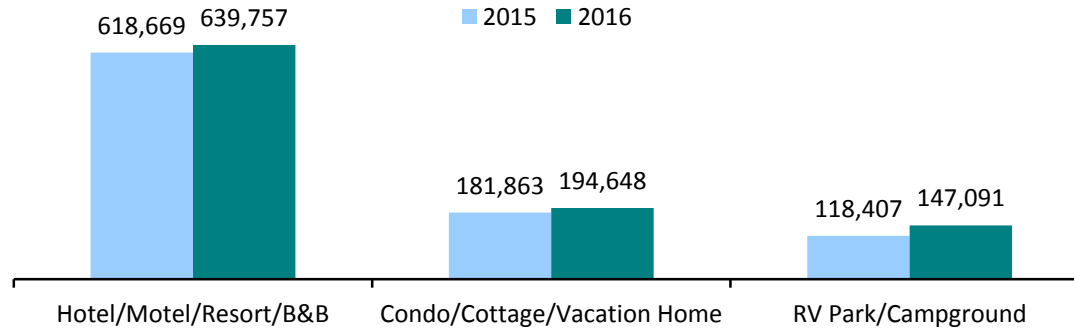
■ 2015 ■ 2016



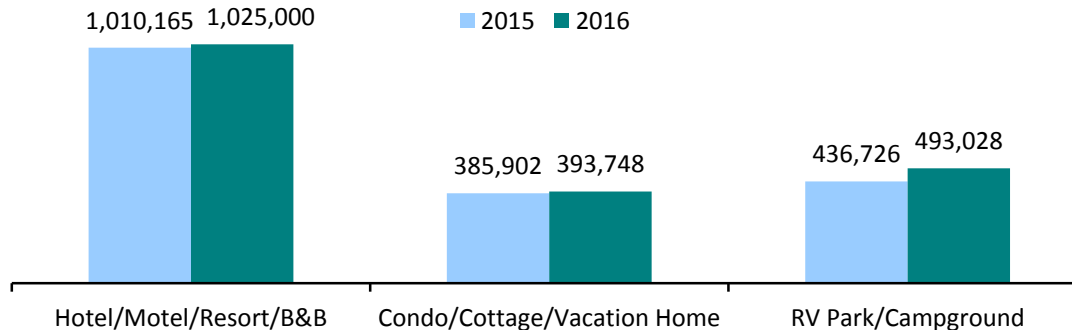
### Room/Unit/Site Nights

Summer Season	Occupied Room Nights			Available Room Nights		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	618,669	639,757	3.4%	1,010,165	1,025,000	1.5%
Condo/Cottage/Vacation Home	181,863	194,648	7.0%	385,902	393,748	2.0%
RV Park/Campground	118,407	147,091	24.2%	436,726	493,028	12.9%
<b>Total</b>	<b>918,939</b>	<b>981,496</b>	<b>6.8%</b>	<b>1,832,793</b>	<b>1,911,776</b>	<b>4.3%</b>

Occupied Room Nights



Available Room Nights



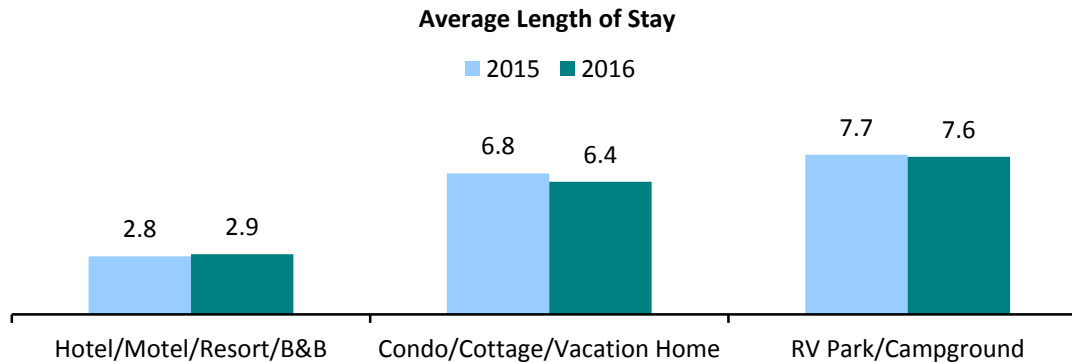
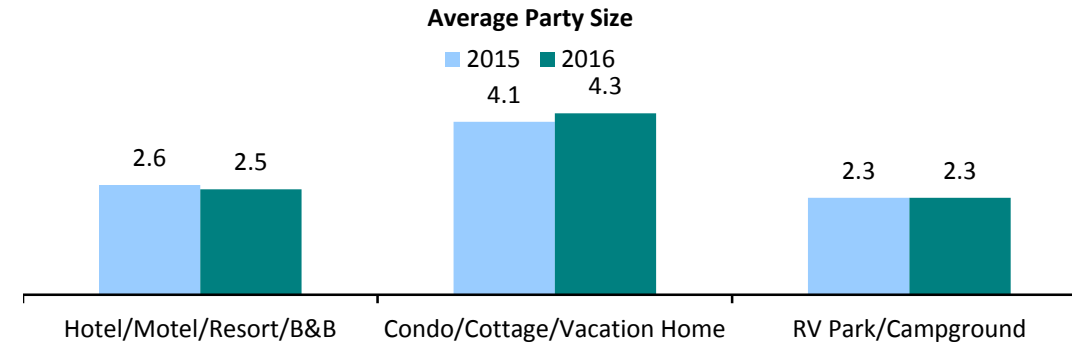
### Average Party Size and Length of Stay

Summer Season	Average Party Size			Average Length of Stay		
	2015	2016	% Change	2015	2016	% Change
Hotel/Motel/Resort/B&B	2.6	2.5	-6.3%	2.8	2.9	3.2%
Condo/Cottage/Vacation Home	4.1	4.3	3.4%	6.8	6.4	-6.0%
RV Park/Campground	2.3	2.3	-2.2%	7.7	7.6	-1.5%
<b>Average</b>	<b>2.9</b>	<b>2.8</b>	<b>-3.2%</b>	<b>3.6</b>	<b>3.8</b>	<b>4.5%</b>

Q18: What was your average number of guests per room/site/unit in [July/August/September]?

Q19: What was the average length of stay (in nights) of your guests in [July/August/September]?

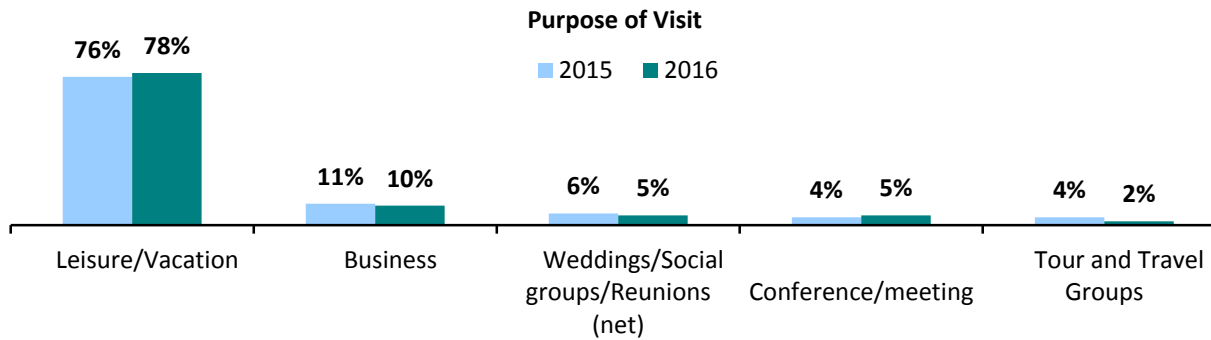
Note: Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.



## Lodging Management Estimates

Guest Profile		
Summer Season	2015	2016
	A	B
<b>Total Number of Responses</b>	<b>98</b>	<b>122</b>
<u>Purpose of Visit</u>		
Leisure/Vacation	76%	78%
Business	11%	10%
Weddings/Social groups/Reunions (net)	6%	5%
Conference/meeting	4%	5%
Tour and Travel Groups	4%	2%

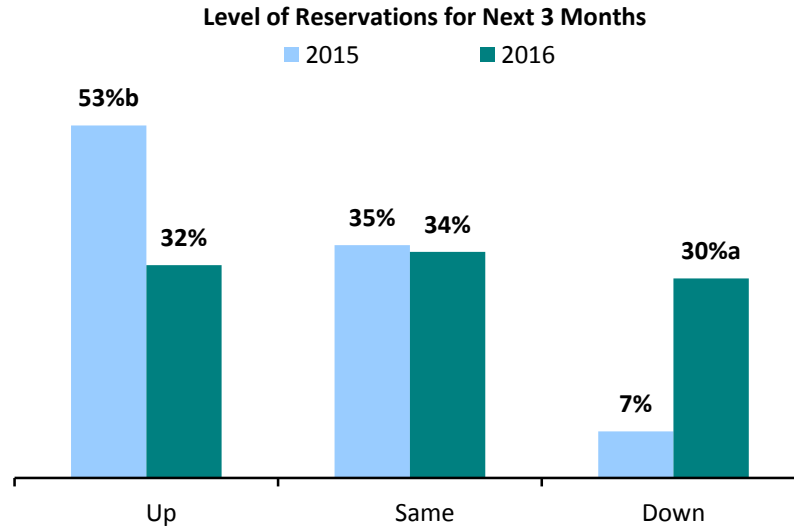
Q22: What percent of your [July/August/September] room/site/unit occupancy do you estimate was generated by:



## Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Summer Season	2015	2016
	A	B
<b>Total Respondents</b>	<b>107</b>	<b>128</b>
<u>Up/Same (net)</u>	<u>88%<sup>b</sup></u>	<u>66%</u>
Up	53% <sup>b</sup>	32%
Same	35%	34%
Down	7%	30% <sup>a</sup>
No Answer	6%	4%

Q24: Compared to October, November, and December of [prior year], is your property's total level of reservations up, the same or down for October, November, and December of [current year]?

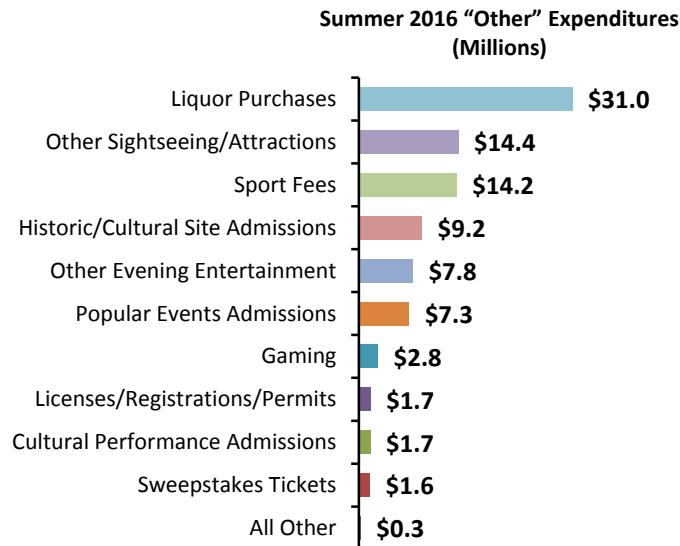


**Economic Impact Analysis**  
**Summer 2016**

## Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Summer Season	2015	2016	% Change
<u>TOTAL</u>	<u>\$497,945,851</u>	<u>\$514,525,690</u>	<u>3.3%</u>
Food and Beverages	\$132,313,440	\$135,198,583	2.2%
Shopping	\$124,776,648	\$128,012,140	2.6%
Lodging Accommodations	\$109,739,824	\$115,667,223	5.4%
Ground Transportation	\$42,874,494	\$43,707,156	1.9%
Other	\$88,241,445	\$91,940,588	4.2%

(Note: Other includes the categories detailed below.)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

## Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Summer Season	2015	2016	% Change	2015	2016	% Change
<b>TOTAL</b>	<u>\$333,721,725</u>	<u>\$354,707,754</u>	<u>6.3%</u>	<u>\$164,224,126</u>	<u>\$159,817,936</u>	<u>-2.7%</u>
Lodging Accommodations	\$109,739,824	\$115,667,223	5.4%	\$0	\$0	-
Food and Beverages	\$76,555,570	\$81,514,110	6.5%	\$55,757,870	\$53,684,473	-3.7%
Shopping	\$72,543,074	\$77,193,614	6.4%	\$52,233,574	\$50,818,526	-2.7%
Ground Transportation	\$26,565,426	\$28,096,083	5.8%	\$16,309,068	\$15,611,073	-4.3%
Other	\$48,317,831	\$52,236,724	8.1%	\$39,923,614	\$39,703,864	-0.6%

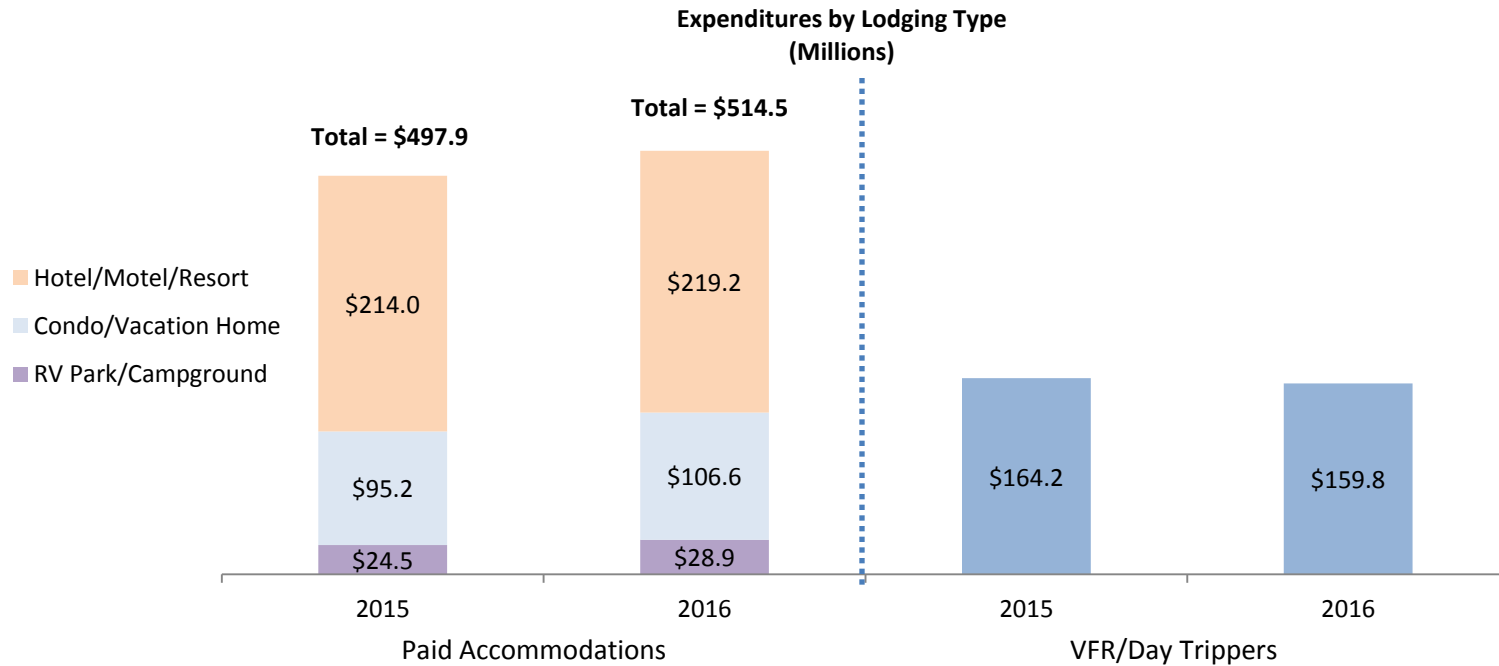
“Other ” includes the following categories:

- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other



## Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Summer Season	2015	2016	% Change	2015	2016
<u>TOTAL</u>	<u>\$497,945,851</u>	<u>\$514,525,690</u>	<u>3.3%</u>	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	\$164,224,126	\$159,817,936	-2.7%	33%	31%
<u>Paid Accommodations</u>	<u>\$333,721,725</u>	<u>\$354,707,754</u>	<u>6.3%</u>	<u>67%</u>	<u>69%</u>
<i>Hotel/Motel/Resort/B&amp;B</i>	\$214,043,706	\$219,210,721	2.4%	43%	43%
<i>Condo/Cottage/Vacation Home</i>	\$95,214,084	\$106,602,900	12.0%	19%	21%
<i>RV Park/Campground</i>	\$24,463,935	\$28,894,133	18.1%	5%	6%



## 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.

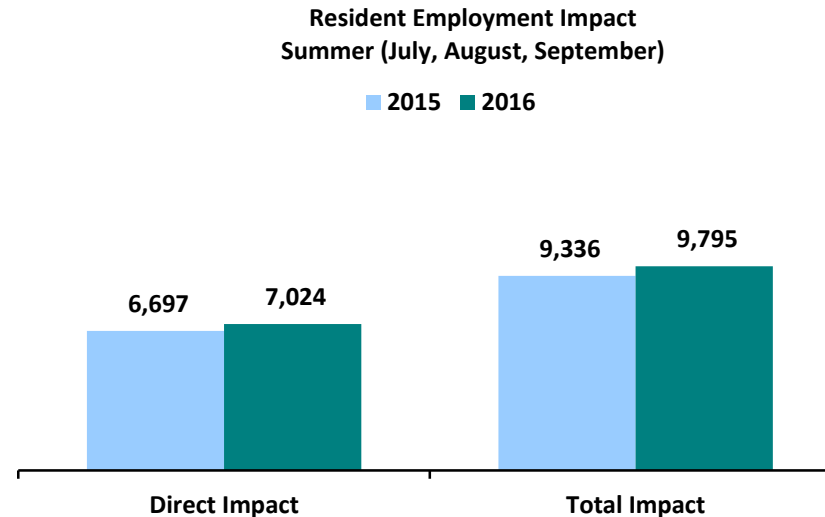
## Impact on Jobs for Lee County Residents

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.).



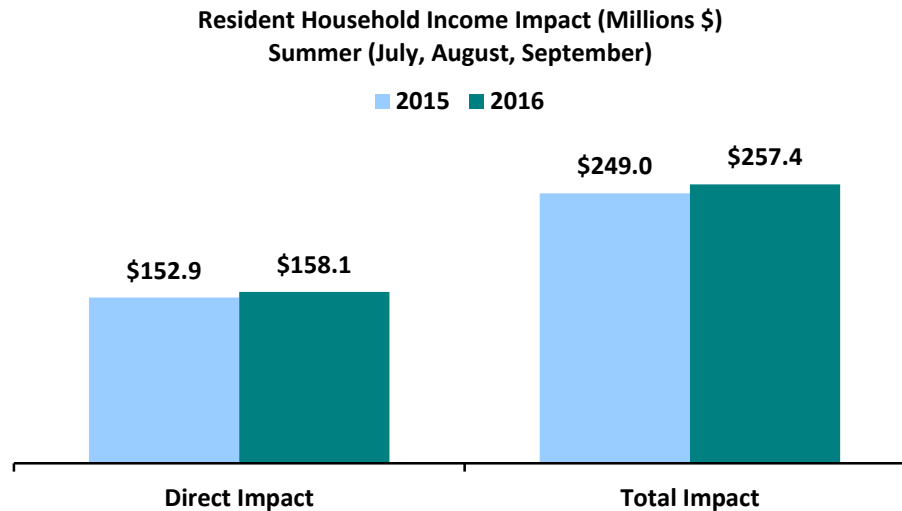
## Impact on Household Income for Lee County Residents

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.

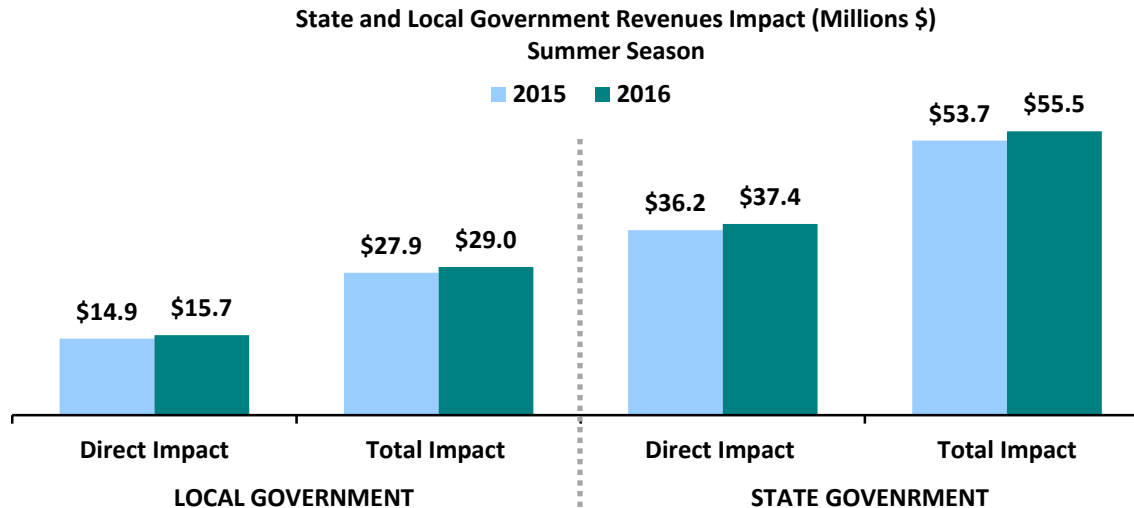
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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**  
**Summer 2016**

## July 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Edison & Ford Estates	7/1/16	27
Fort Myers	Centennial Park	7/3/16	7
Fort Myers	RSW Airport	7/9/16	34
Fort Myers Beach	The Pier	7/12/16	15
Fort Myers Beach	Cane Palm Beach Condos	7/12/16	7
Sanibel	Holiday Inn Sanibel	7/14/16	10
Sanibel	Song of the Sea Inn	7/14/16	6
Sanibel	Loggerhead Cay Condos	7/14/16	7
Sanibel	Tortuga Beach Club	7/14/16	6
Bonita Springs	Bonita Beach Park	7/19/16	29
Fort Myers Beach	Best Western Plus Beach Resort	7/21/16	10
Fort Myers	Edison & Ford Estates	7/22/16	25
Fort Myers	RSW Airport	7/23/16	37
Fort Myers Beach	DiamondHead Resort	7/27/16	11
Fort Myers Beach	Times Square	7/27/16	15
Fort Myers Beach	Bel-Air Beach Club	7/27/16	9
Sanibel	Sanibel Inn	7/28/16	11
Sanibel	Lighthouse Beach	7/28/16	19
Sanibel	Pelicans Roost Condos	7/28/16	6
Estero	Miromar Outlet	7/29/16	15
<b>Total</b>			<b>307</b>

## August 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Sunset Celebration at Times Square	8/5/16	20
Fort Myers Beach	DiamondHead Resort	8/5/16	9
Fort Myers Beach	Estero Island Beach Club	8/5/16	8
Fort Myers	RSW Airport	8/6/16	35
Fort Myers	Centennial Park	8/7/16	7
Fort Myers	Edison & Ford Estates	8/12/16	22
Sanibel	Lighthouse Beach	8/16/16	19
Sanibel	Sanibel Moorings Resort	8/16/16	6
Sanibel	Loggerhead Cay Condos	8/16/16	10
Bonita Springs	Bonita Beach	8/19/16	33
Fort Myers	Edison & Ford Estates	8/20/16	18
Fort Myers Beach	Bel-Air Beach Club	8/24/16	6
Fort Myers Beach	The Pier	8/24/16	14
Fort Myers Beach	Best Western Plus Beach Resort	8/24/16	11
Sanibel	Holiday Inn Sanibel	8/25/16	14
Sanibel	Sanibel Surfside Condos	8/25/16	8
Sanibel	Pointe Santo Condos	8/25/16	9
Fort Myers	Edison & Ford Estates	8/26/16	19
Estero	Miromar Outlet	8/26/16	15
Fort Myers	RSW Airport	8/27/16	29
<b>Total</b>			<b>312</b>



## September 2016 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	The Pier	9/3/16	15
Fort Myers	Edison & Ford Estates	9/2/16	21
Fort Myers Beach	DiamondHead Resort	9/3/16	12
Fort Myers Beach	Estero Island Beach Club	9/3/16	7
Bonita Springs	Bonita Beach	9/4/16	28
Sanibel	Loggerhead Cay Condos	9/5/16	8
Sanibel	Holiday Inn Sanibel	9/5/16	12
Sanibel	Song of the Sea Inn	9/5/16	10
Fort Myers	RSW Airport	9/10/16	33
Fort Myers	Centennial Park	9/11/16	7
Fort Myers	Edison & Ford Estates	9/15/16	19
Sanibel	Sanibel Moorings Resort	9/22/16	5
Sanibel	Lighthouse Beach	9/22/16	21
Sanibel	Sanibel Inn	9/22/16	8
Fort Myers	RSW Airport	9/24/16	35
Fort Myers Beach	Best Western Plus Beach Resort	9/27/16	6
Fort Myers Beach	Cane Palm Beach Condos	9/27/16	6
Fort Myers	Edison & Ford Estates	9/28/16	18
Fort Myers Beach	Sunset Celebration at Times Square	9/30/16	15
Estero	Miromar Outlet	9/30/16	16
<b>Total</b>			<b>302</b>

## Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of October 2016 to gather information about lodging activity during July, August, and September 2016. Information was provided by 138 Lee County lodging properties.

Lodging Type	Summer 2016 Number of Interviews
Hotel/Motel/Resort/B&Bs	83
Condo/Cottage/Vacation Home/Timeshare	37
RV Park/Campground	18
<b>Total</b>	<b>138</b>