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

Winter 2015 Visitor Profile and Occupancy Analysis

May 14, 2015

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

Davidson-Peterson Associates

Executive Summary
Winter 2015

Throughout this report, statistically significant differences between responses for 2014 and 2015 at the 95% confidence level are noted with an A,B lettering system.

For example:

2014 A	2015 B
60%	70%A

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

Executive Summary

Visitation Estimates

- Throughout the winter season of 2015, Lee County hosted approximately 776,164 visitors staying in paid accommodations and another 621,792 staying with friends or relatives, for a total of 1.40 million visitors.
- Winter 2015 visitation among paid accommodations guests was on par with last year, but those that came tended to stay longer based on reports from lodging property managers. Visitation among those staying with friends or relatives dropped modestly. The result was a slight decrease in total visitation year-over-year.

Estimated Visitation	Winter 2014	Winter 2015	% Change
Paid Accommodations	777,539	776,164	-0.2%
Friends/Relatives	642,459	621,792	-3.2%
Total Visitation	**1,419,998**	**1,397,956**	**-1.6%**

Visitor Expenditures

- Winter 2015 visitors spent an estimated $1.13 billion during their stay in Lee County, a notable 5.1% increase from the prior winter expenditures ($1.07 billion)
- Expenditures among winter 2015 paid accommodation guests amounted to $823 million (73% of the total) – a sizeable increase from last year. Visitors staying with friends or relatives contributed the remaining $307 million, representing a slight reduction year-over-year.

Estimated Expenditures	Winter 2014	Winter 2015	% Change
Paid Accommodations	$763,319,329	$822,847,372	7.8%
Friends/Relatives	$311,390,478	$306,647,788	-1.5%
Total Expenditures	**$1,074,709,807**	**$1,129,495,160**	**5.1%**

Visitor Origin

- Similar to last year, eight in ten winter 2015 visitors staying in paid accommodations reside within the United States (81%). The top international feeder market was Canada (8%), followed by Germany (4%) and the UK (3%).

- More than half of domestic paid accommodations visitors came from the Midwest (60%). One quarter came from the Northeast (24%), with fewer arriving from the South (14%) and West (3%).

- During winter 2015, the Lee County lodging industry drew the largest proportion of its domestic visitors from the Minneapolis DMA. Boston, Chicago, Cleveland, and Indianapolis were also strong contributors.

Winter 2015 Top DMAs (Paid Accommodations)

Minneapolis-Saint Paul	11%	67,624
Boston	6%	40,889
Chicago	5%	34,598
Cleveland-Akron	5%	31,453
Indianapolis	5%	29,880
New York	4%	23,590
Philadelphia	3%	20,444
Detroit	3%	18,872
Columbus, OH	3%	17,299
Milwaukee	2%	15,727
Saint Louis	2%	15,727
Grand Rapids	2%	14,154

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Winter Season	2014	2015	2014	2015	
Country of Origin					
United States	84%	81%	654,709	630,633	-3.7%
Canada	7%	8%	52,145	64,243	23.2%
Germany	3%	4%	20,858	31,466	50.9%
UK	1%	3%	10,429	26,222	151.4%
Scandinavia	2%	1%	16,223	6,555	-59.6%
Switzerland	<1%	1%	2,318	5,244	126.3%
BeNeLux	1%	1%	6,953	3,933	-43.4%
Latin America	<1%	<1%	1,159	2,622	126.3%
Austria	-	<1%	-	1,311	-
France	<1%	<1%	2,318	1,311	-43.4%
Other International	1%	<1%	6,953	2,622	-62.3%
No country specified	<1%	-	3,476	-	-

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Winter Season	2014	2015	2014	2015	
U.S. Region of Origin					
Florida	2%	3%	12,747	17,299	35.7%
South (including Florida)	13%	14%	82,273	88,068	7.0%
Midwest	55%	60%	362,697	375,864	3.6%
Northeast	20%	24%	133,259	149,402	12.1%
West	3%	3%	17,382	17,299	-0.5%
No region specified	9%	-	59,098	-	-

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 2015 percentages.

Trip Planning

- For the majority of winter 2015 visitors, their Lee County' trip was planned well in advance. Seven in ten started talking about their Lee County trip *three or more months* in advance and six in ten chose the destination within that timeframe. Among those staying in paid accommodations, well over half made their lodging reservations within that window as well.
    - 68% started talking about trip 3+ months in advance (vs. 71% in 2014)
    - 61% chose Lee County for trip (vs. 65% in 2014)
    - 57% made lodging reservation (vs. 55% in 2014)

- The internet continues to be a popular planning tool with 86% of winter visitors claiming to have visited one or more websites during the planning process. Visitors most often mention using airline websites (37%), followed by search engine (26%), vacation rental (25%), hotel (22%), trip advisor (21%), or booking (19%) websites.

- Six in ten winter 2015 visitors indicated they use their laptop to access destination planning information online (57%). Slightly fewer than half use their smartphones (46%), tablet (42%) or desktop computer (41%) to aid in trip planning.

- Winter 2015 visitors most frequently cited *warm weather* positively influenced their decision to visit (91%). Other attributes rated favorably as being important in winter visitors' selection of this destination included: *peaceful/relaxing* (80%), *white sandy beaches* (74%), and *a safe destination* (68%)

Visitor Profile

- Comparable to last winter, two-thirds of winter 2015 visitors flew to the area (64% vs. 68% in 2014). Additionally, Southwest Florida International Airport remains the airport of choice among the majority of visitors (85%).

- The majority of 2015 winter visitors reported they were on vacation (82%) in Lee County, and one-third were visiting friends or relatives (36%). Seven in ten are repeat visitors (70%) and have averaged about four trips to Lee County in the past five years. Three in ten visitors are first-timers (28%). However, among visitors from international markets, half were first-timers (50%) – a marked increase from last year (33%).

- Among winter 2015 visitors who reported they were staying in paid accommodations, half were staying in hotel/motel/resort properties (50%), nearly as many in condo/vacation home properties (45%), and a small number in RV parks/campgrounds (5%). Nearly all reported that the quality of their lodging either *met expectations* (55%) or *far exceeded/exceeded expectations* (37%).

Visitor Profile (cont'd)

- The top activities visitors enjoyed in Lee County during winter 2015 included: *beaches* (85%), *relaxing* (73%), *dining out* (70%), and *shopping* (49%). Half of winter visitors took a day trip outside of Lee County (52%), with many traveling to Naples (33%).

- Overall, visitors continue to be highly satisfied with their stay in Lee County and intent to return is reasonably high. The majority of winter 2015 visitors indicate they were either *very satisfied* or *satisfied* with their visit (51% and 39% respectively). When compared with the prior year, there was a decline in *very satisfied* ratings (51% vs. 62% in 2014), which was driven by international visitors who reported lower satisfaction this year (37% vs. 55% in 2014).

- Nine in ten visitors reported they intend to return to Lee County (86%), with more than half suggesting they will do so next year (58%). Visitors are also likely to spread the word about their positive experiences, with 80% indicating they will recommend Lee County over other vacation areas in Florida. The incidence of international visitors reporting they will recommend Lee County was not as high this year (77% vs. 91% in 2014) – likely related to the decline in overall satisfaction among this segment.

- When asked what they liked least about the area, more than half cited *traffic* as negative aspect encountered during their trip (57%) – a typical complaint for the winter season but slightly more prevalent than in winter 2014 (50%). Following at much lower levels of negative mentions were: *high prices* (12%), *insects* (7%), *weather* (5%), and *beach seaweed* (5%).

- The demographic composition of winter 2015 visitors can be summarized as follows:

  - 56 years of age on average
  - $101,000 household income on average
  - 75% married
  - 49% traveling as a couple
  - 24% traveling as a family
  - 86% traveling *without* children
  - 2 to 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights declined minimally from winter 2014 to 2015 (-0.7%) while *occupied* room nights rose 3.3%. The hotel/motel/resort and RV park/campgrounds categories experienced increases in *occupied* room nights (+6.0% and +2.0% respectively), while the condo/vacation home category saw a slight decrease (-1.8%).

Winter Season	Occupied Room Nights			Available Room Nights		
	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	833,418	883,487	6.0%	990,748	1,004,411	1.4%
Condo/Cottage/Vacation Home	335,699	329,693	-1.8%	394,464	372,839	-5.5%
RV Park/Campground	396,768	404,654	2.0%	427,523	423,450	-1.0%
Total	**1,565,886**	**1,617,834**	**3.3%**	**1,812,735**	**1,800,700**	**-0.7%**

- As a result, Lee County's industry-wide average occupancy rate increased from winter 2014 to winter 2015 (+4.0%), with 89.8% of available room nights occupied during the season. All three categories posted growth in average occupancy rate.
- Likewise, Lee County's average daily rate increased 6.4% year-over-year. Again, all three lodging categories posted increases in ADR versus last winter.
- With the improvement in both average occupancy rate and ADR, the Lee County lodging industry experienced a positive shift in RevPAR from winter 2014 to winter 2015 (+10.7%). Year-over-year RevPAR performance was very favorable with double-digit gains for all categories.

Winter Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	84.1%	88.0%	4.6%	$186.29	$196.48	5.5%	$156.70	$172.83	10.3%
Condo/Cottage/Vacation Home	85.1%	88.4%	3.9%	$238.48	$258.66	8.5%	$202.95	$228.73	12.7%
RV Park/Campground	92.8%	95.6%	3.0%	$59.97	$64.19	7.0%	$55.66	$61.34	10.2%
AVERAGE	**86.4%**	**89.8%**	**4.0%**	**$165.47**	**$176.06**	**6.4%**	**$142.94**	**$158.18**	**10.7%**

<u>Lodging Industry Assessments (cont'd)</u>

- According to reports from Lee County property managers, the outlook for spring season lodging reservations – April, May, and June – was very optimistic. Six in ten managers responding mentioned their total level of reservations for the next three months are *up* over the same period last year (60%), and one in three said reservations are the *same* (29%). Very few claimed that their reservations are *down* for the next three months (6%).

Winter 2015 Lee County Snapshot

Total Visitation

Winter Season	% 2014	% 2015	Visitor Estimates 2014	Visitor Estimates 2015
Paid Accommodations	55%	55%	777,539	776,164
Friends/Relatives	45%	45%	642,459	621,792
Total Visitation			**1,419,998**	**1,397,956**

Total Visitor Expenditures

Winter Season	2014	2015	% Change
Total Visitor Expenditures	$1,074,709,807	$1,129,495,160	5.1%
Paid Accommodations	$763,319,329	$822,847,372	7.8%

Visitor Origin - Visitors Staying in Paid Accommodations

Winter Season	% 2014	% 2015	Visitor Estimates 2014	Visitor Estimates 2015
Florida	2%	3%	12,747	17,299
United States	84%	81%	654,709	630,633
Canada	7%	8%	52,145	64,243
Germany	3%	4%	20,858	31,466
UK	1%	3%	10,429	26,222
Other International	5%	3%	35,922	23,600
No country specified	<1%	-	3,476	-

First-Time/Repeat Visitors to Lee County

Winter Season	2014	2015
First-time	23%	28%
Repeat	76%	70%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Winter Season	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	84.1%	88.0%	4.6%	$186.29	$196.48	5.5%	$156.70	$172.83	10.3%
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AVERAGE	**86.4%**	**89.8%**	**4.0%**	**$165.47**	**$176.06**	**6.4%**	**$142.94**	**$158.18**	**10.7%**

Visitor Profile Analysis

Winter 2015

A total of 950 interviews were conducted with visitors in Lee County during the winter months of January, February, and March 2015. 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 929 interviews were conducted with visitors in Lee County during the winter months of January, February, and March 2014. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

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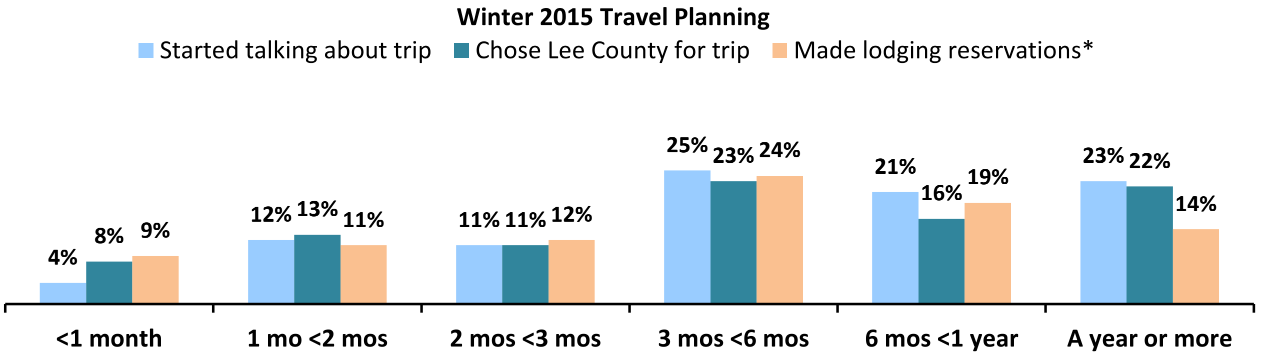
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
Winter Season	**2014**	**2015**	**2014**	**2015**	**2014**	**2015**
	A	**B**	**A**	**B**	**A**	**B**
Total Respondents	**929**	**950**	**929**	**950**	**671***	**598***
Less than 3 months (NET)	26%	28%	29%	32%	35%	32%
<1 month	3%	4%	5%	8%a	7%	9%
1 month - <2 months	11%	12%	12%	13%	16%b	11%
2 months - <3 months	12%	11%	13%	11%	12%	12%
3 months or more (NET)	71%	68%	65%	61%	55%	57%
3 months - <6 months	29%	25%	27%b	23%	27%	24%
6 months - <1 year	22%	21%	19%	16%	15%	19%a
A year or more	20%	23%	19%	22%	13%	14%
No Lodging Reservations Made	-	-	-	-	7%	7%
No Answer	3%	4%	6%	7%	3%	4%

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

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Travel Planning

Devices Used to Access Destination Planning Information

	2014	2015
Winter Season	A	B
Total Respondents	**929**	**950**
Any (NET)	95%	95%
Laptop computer	61%	57%
Smartphone (iPhone, Blackberry, etc.)	44%	46%
Tablet (iPad, etc.)	40%	42%
Desktop computer	45%b	41%
E-Reader (Nook, Kindle, etc.)	4%	4%
Other portable device	2%	2%
None of these	5%	5%
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

	2014	2015
Winter Season	A	B
Respondents who used a device to plan	**884**	**901**
Visited web sites (net)	87%	86%
Airline websites	41%	37%
Search Engines	31%b	26%
Vacation rental websites	26%	25%
Hotel websites	26%	22%
Trip Advisor	23%	21%
Booking websites	25%b	19%
Visit Florida	7%	13%a
AAA	6%	11%a
www.FortMyers-Sanibel.com	13%	10%
Facebook	5%	7%a
Other	8%	8%
None/Didn't visit websites	13%	13%
No Answer	<1%	1%

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

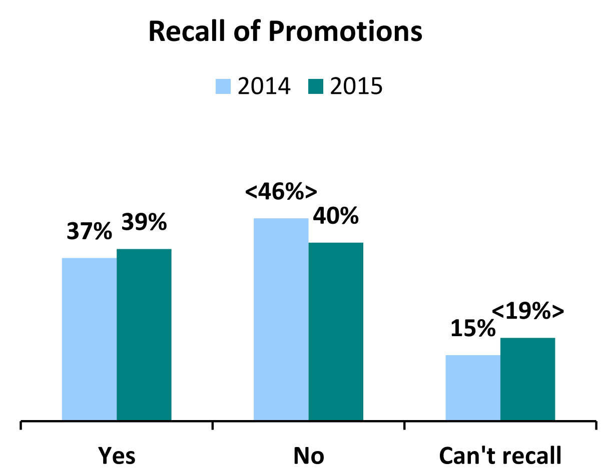
Travel Planning

Travel Information Requested		
	2014	2015
Winter Season	A	B
Total Respondents	**929**	**950**
Requested information (NET)	30%	27%
Hotel website	14%b	10%
VCB website	6%	7%
Call hotel	6%	6%
Visitor Guide	4%	5%
E-Newsletter	1%	1%
Call VCB	<1%	1%a
Call local Chamber of Commerce	1%	1%
Magazine Reader Services Card	1%	<1%
Other	7%	8%
None/Did not request information	65%	67%
No Answer	5%	7%

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

Recall of Lee County Promotions		
	2014	2015
Winter Season	A	B
Total Respondents	**929**	**950**
Yes	37%	39%
No	46%b	40%
Can't Recall	15%	19%a

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

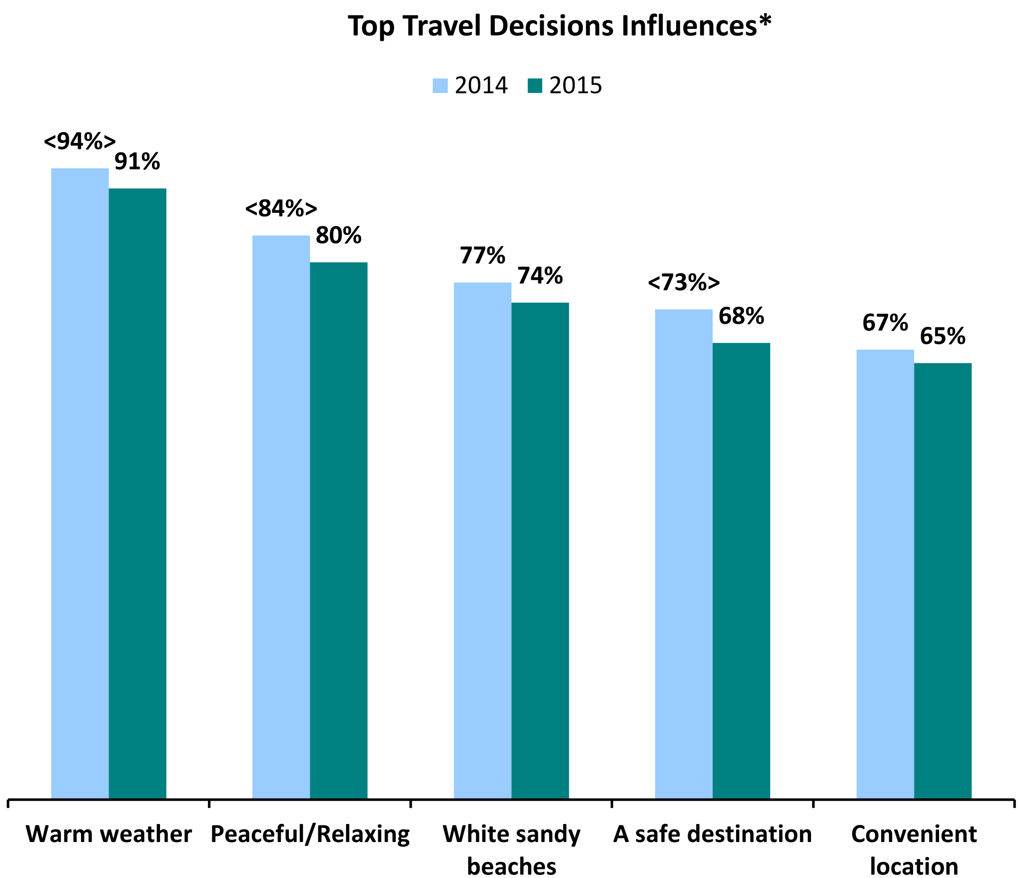


Travel Planning

Travel Decision Influences*		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Warm weather	94%b	91%
Peaceful/Relaxing	84%b	80%
White sandy beaches	77%	74%
A safe destination	73%b	68%
Convenient location	67%	65%
Clean, unspoiled environment	69%b	64%
Plenty to see and do	62%	61%
Good value for the money	59%	58%
Affordable dining	53%	50%
Reasonably priced lodging	54%b	49%
A “family” atmosphere	50%	46%
Upscale accommodations	53%b	45%

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)*



Trip Profile

Mode of Transportation		
Winter Season	**2014**	**2015**
	A	**B**
Total Respondents	**929**	**950**
Fly	68%	64%
Drive a personal vehicle	25%	28%
Drive a rental vehicle	4%	4%
Drive an RV	1%	3%
Travel by bus	1%	1%
Other/No Answer	1%	<1%

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

Airport Used		
Winter Season	**2014**	**2015**
	A	**B**
Respondents who flew	**630**	**609**
SW Florida Int'l (Fort Myers)	87%	85%
Punta Gorda	4%	4%
Orlando Int'l	2%	3%
Tampa Int'l	3%	3%
Miami Int'l	1%	2%
Ft. Lauderdale Int'l	1%	1%
Other/No Answer	2%	2%

Q2: At which Florida airport did you land?

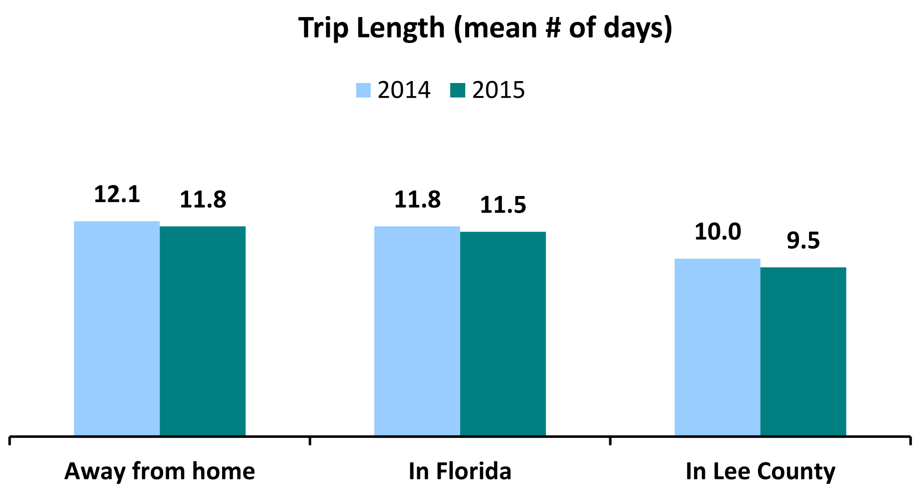
Frequency of Using SWFL Int'l (Past Year)		
Winter Season	**2014**	**2015**
Total Respondents	**929**	**950**
One or more trips	57%	56%
1 trip	40%	40%
2 to 3 trips	13%	13%
4 to 5 trips	2%	2%
6 or more trips	2%	2%
None/No Answer	43%	44%

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		
	2014	2015
	A	B
Total Respondents	**929**	**950**
Away from home	12.1	11.8
In Florida	11.8	11.5
In Lee County	10.0	9.5

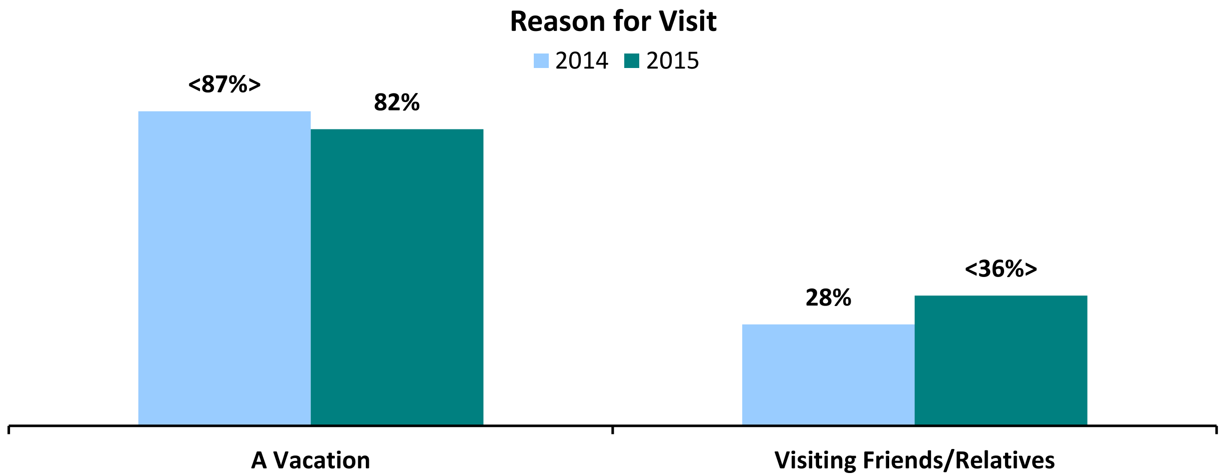
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
A Vacation	87%b	82%
Visiting Friends/Relatives	28%	36%a
Sporting Event(s)	4%	4%
Personal Business	2%	1%
A Conference/Meeting	1%	<1%
Other Business Trip	2%b	<1%
A Convention/Trade Show	1%	<1%
Other/No Answer (NET)	2%	3%a

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



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Trip Profile

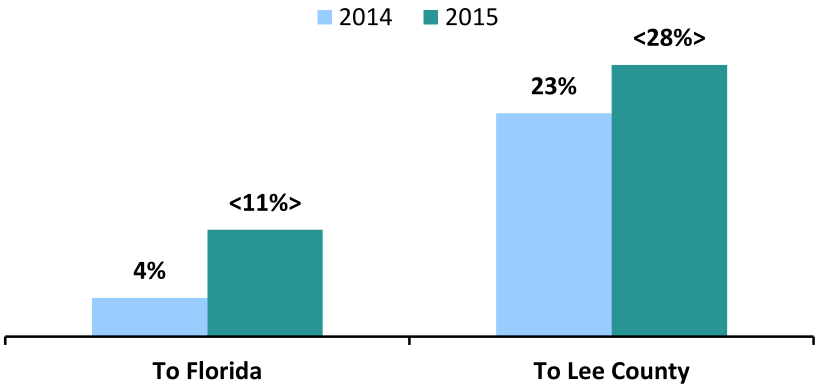
First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
Winter Season	2014	2015	2014	2015	2014	2015	2014	2015
	A	B	A	B	A	B	A	B
Total Respondents	**929**	**950**	**14****	**18****	**694**	**588**	**147**	**182**
First-time visitor	23%	28%a	N/A	N/A	22%	22%	33%	50%b
Repeat visitor	76%b	70%	N/A	N/A	77%	77%	67%b	48%
No Answer	1%	2%a	N/A	N/A	1%	1%	1%	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		
Winter Season	**2014**	**2015**
Total Respondents	**929**	**950**
	A	**B**
Yes, first-time visitor	4%	11%a
No	93%b	85%
No answer	1%	2%
*FL Residents**	1%	2%

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 .*

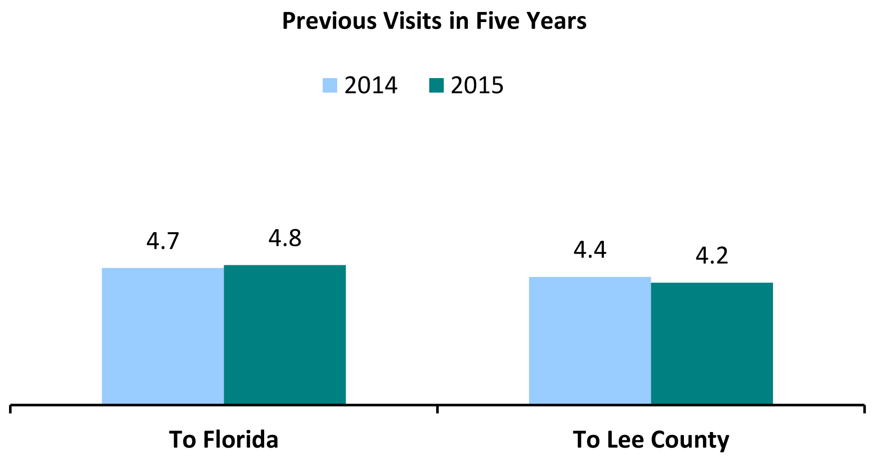
First Time Visitors



Trip Profile

Previous Visits in Five Years				
Winter Season	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2014	2015	2014	2014
	A	B	A	B
Base: Repeat Visitors	**868** (FL res. Excl)	**808** (FL res. Excl)	**705**	**662**
Number of visits	4.7	4.8	4.4	4.2

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?

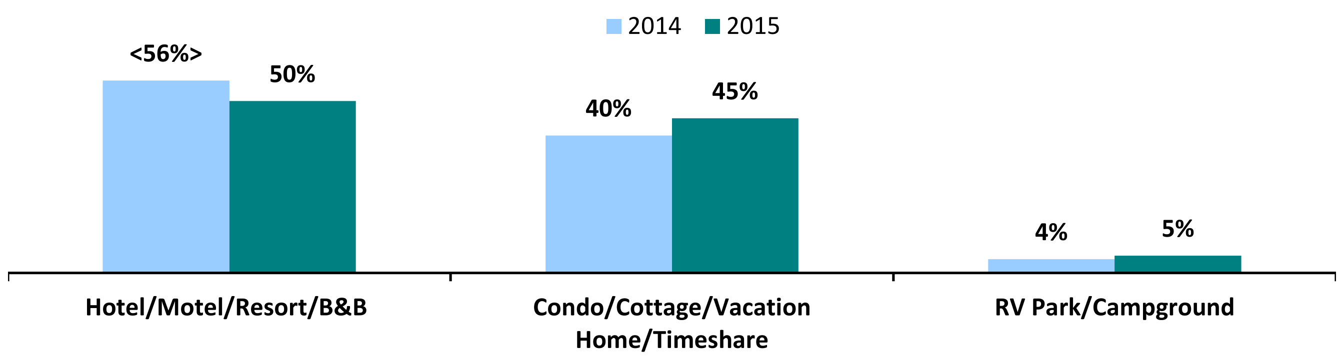


Trip Profile

Type of Accommodations Used		
Winter Season	2014	2015
	A	B
Total respondents staying in paid accommodations	**671**	**598**
Hotel/Motel/Resort/B&B (NET)	**56%b**	**50%**
At a hotel/motel/historic inn	30%	35%
At a resort	26%b	15%
At a Bed and Breakfast	<1%	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**40%**	**45%**
RV Park/Campground (NET)	**4%**	**5%**

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

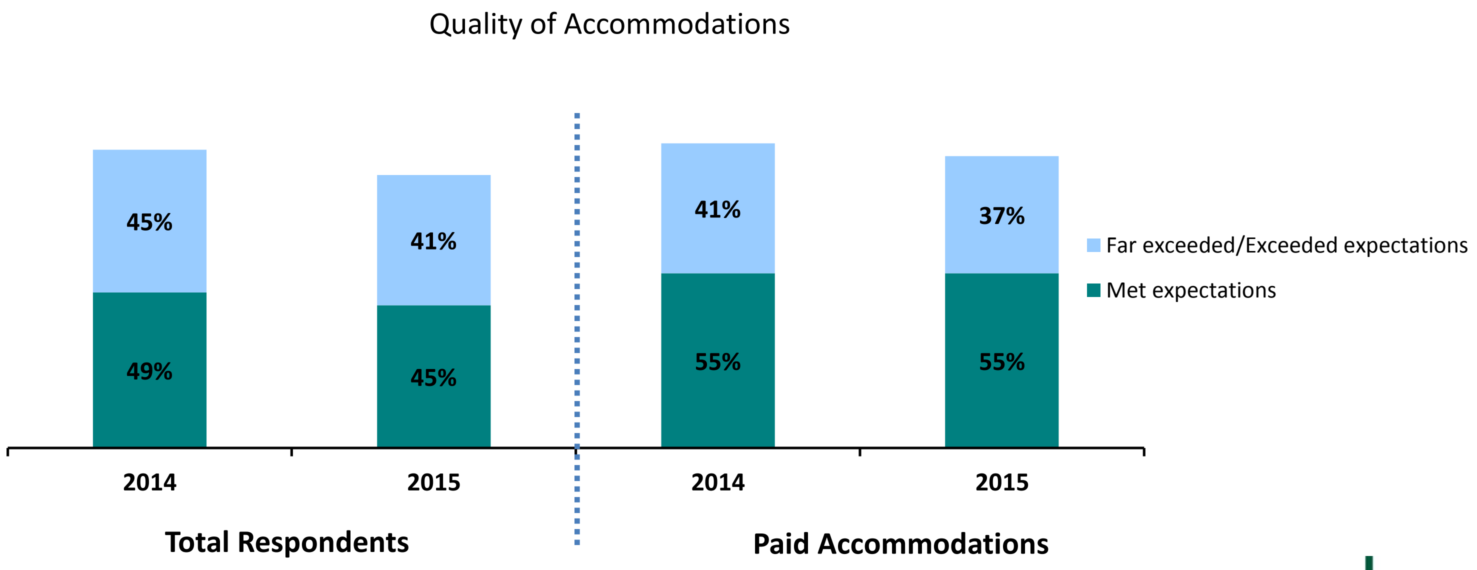
Type of Accommodations Used



Trip Profile

Quality of Accommodations				
	Total Respondents		Paid Accommodations	
Winter Season	2014	2015	2014	2015
	A	B	A	B
Respondents	**929**	**950**	**671**	**598**
Far exceeded/Exceeded expectations	45%	41%	41%	37%
Met your expectations	49%	45%	55%	55%
Did not meet/Far below expectations	2%	4%a	3%	5%a
No Answer	3%	10%a	2%	3%

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



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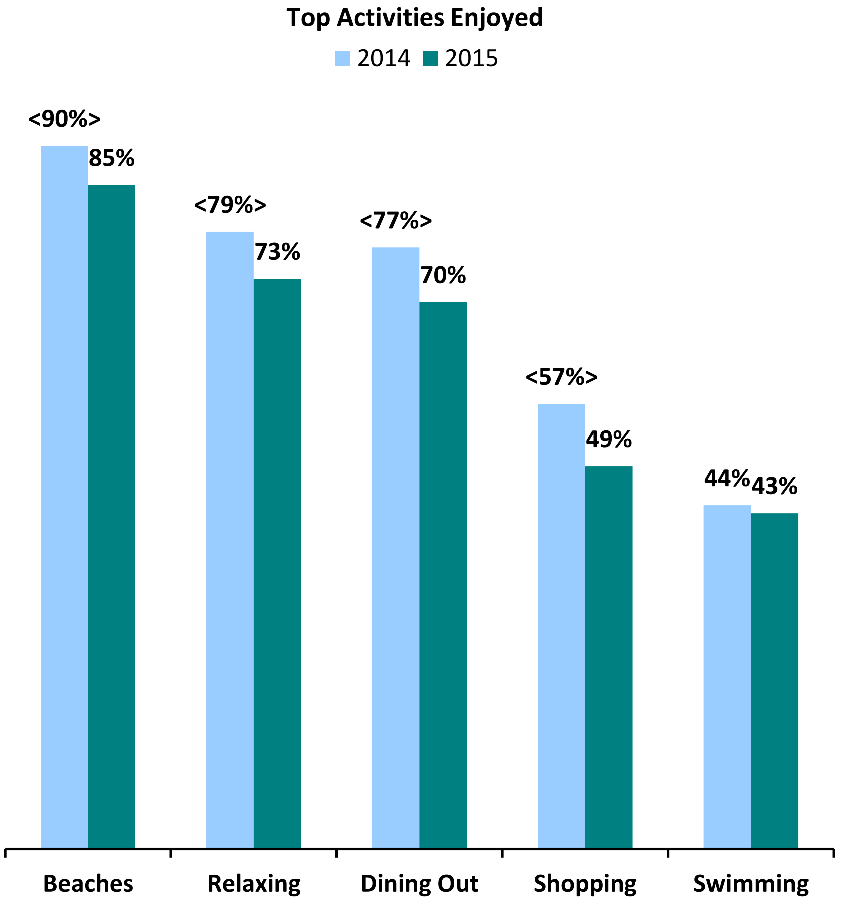
Trip Activities

Activities Enjoyed		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Beaches	90%b	85%
Relaxing	79%b	73%
Dining Out	77%b	70%
Shopping	57%b	49%
Swimming	44%	43%
Sightseeing	37%	43%a
Visiting Friends/Relatives	36%	37%
Shelling	34%	34%
Attractions	30%	28%
Watching Wildlife	22%	24%
Exercise / Working Out	18%	19%
Photography	16%	18%
Bicycle Riding	22%b	17%
Birdwatching	16%	16%
Golfing	14%	14%
Bars / Nightlife	13%	14%
Fishing	10%	12%
Boating	10%	10%
Sporting Event	9%	8%
Guided Tour	7%	8%
Kayaking / Canoeing	7%	8%
Miniature Golf	6%	7%
Cultural Events	8%	6%
Tennis	4%	4%
Parasailing / Jet Skiing	3%	3%
Scuba Diving / Snorkeling	1%	1%
Other	3%	2%
No Answer	1%	2%a

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



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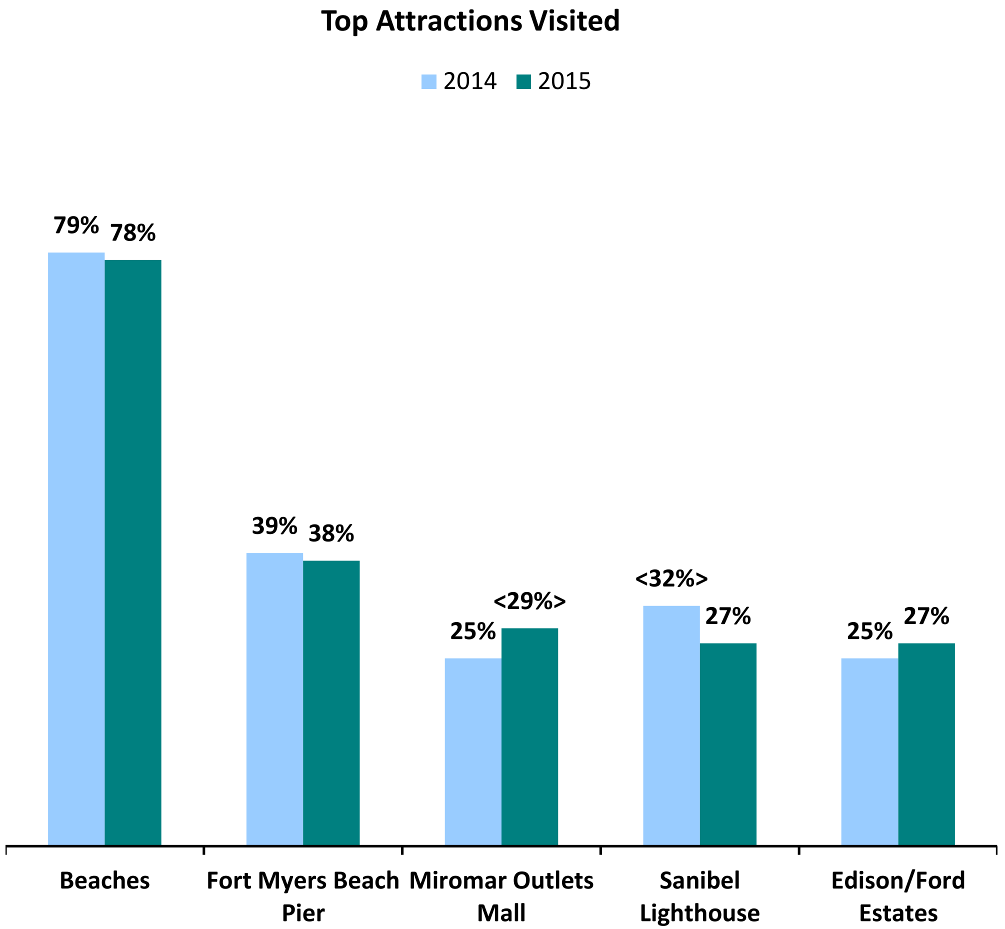
Trip Activities

Attractions Visited		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Beaches	79%	78%
Fort Myers Beach Pier	39%	38%
Miromar Outlets Mall	25%	29%a
Sanibel Lighthouse	32%b	27%
Edison/Ford Estates	25%	27%
Ding Darling National Wildlife Refuge	20%	19%
Tanger Outlet Center	21%	19%
Periwinkle Place	15%b	11%
Bell Tower Shops	11%	10%
Coconut Point Mall	14%b	10%
Gulf Coast Town Center	8%	9%
Shell Factory and Nature Park	11%	9%
Manatee Park	8%	7%
Edison Mall	8%b	6%
Bailey-Matthews Shell Museum	5%	3%
Barbara B. Mann Performing Arts Hall	2%	2%
Broadway Palm Dinner Theater	2%	2%
Babcock Wilderness Adventures	1%	1%
Other	6%	5%
None/No Answer (NET)	4%	5%

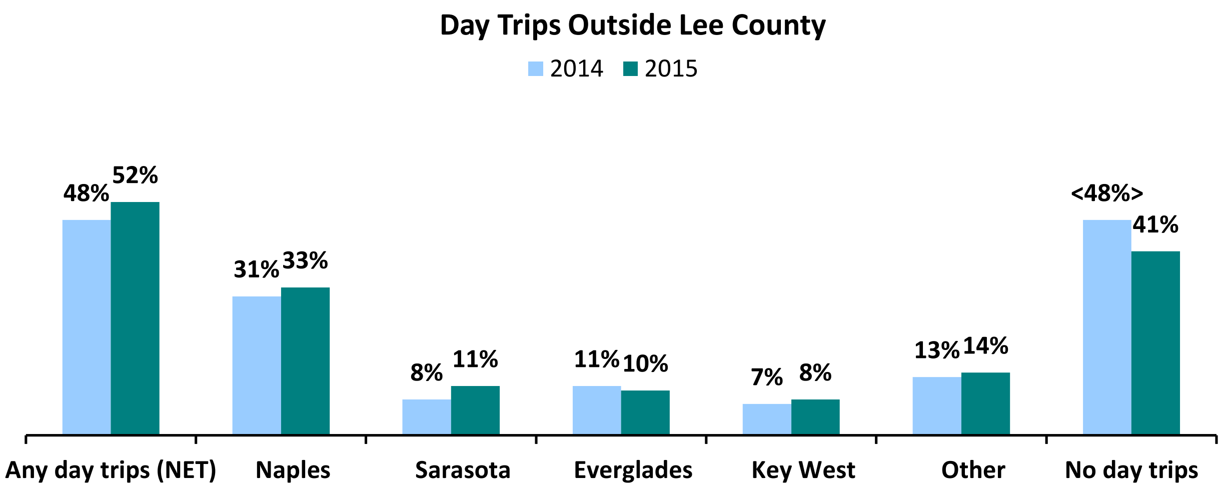
Q24. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

Day Trips Outside Lee County		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Any day trips (NET)	48%	52%
Naples	31%	33%
Sarasota	8%	11%
Everglades	11%	10%
Key West	7%	8%
Other	13%	14%
No day trips	48%b	41%
No Answer	12%	15%

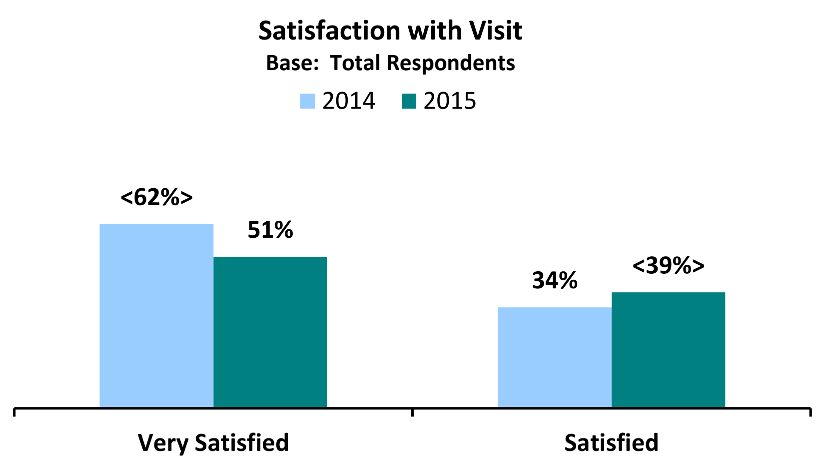
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit						
	Total Respondents		**U.S. Residents**		**International Visitors**	
Winter Season	**2014**	**2015**	**2014**	**2015**	**2014**	**2015**
	A	**B**	**A**	**B**	**A**	**B**
Total Respondents	**929**	**950**	**694**	**588**	**147**	**182**
Very Satisfied/Satisfied	95%b	90%	96%	95%	93%	88%
Very Satisfied	*62%b*	*51%*	*63%*	*57%*	*55%b*	*37%*
Satisfied	*34%*	*39%a*	*33%*	*37%*	*39%*	*51%a*
Neither	2%	2%	2%	1%	3%	2%
Dissatisfied/Very Dissatisfied	<1%	1%a	<1%	1%	-	2%
Don’t know/no answer	3%	7%a	2%	3%	4%	8%

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

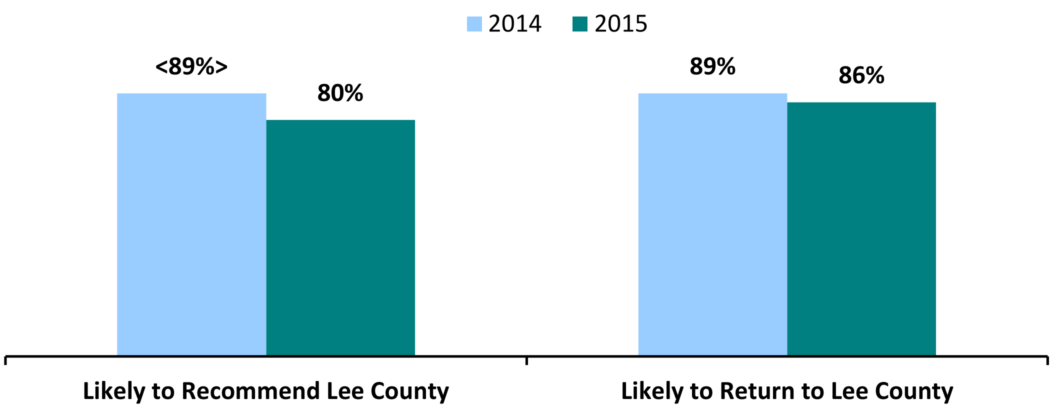


Future Plans

Likelihood to Recommend/Return to Lee County						
	Total Respondents		U.S. Residents		International Visitors	
Winter Season	2014	2015	2014	2015	2014	2015
	A	B	A	B	A	B
Total Respondents	**929**	**950**	**694**	**588**	**147**	**182**
Likely to Recommend Lee County	89%b	80%	89%	83%	91%b	77%
Likely to Return to Lee County	89%	86%	91%	87%	78%	83%
Base: Total Respondents Planning to Return	**827**	**820**	**632**	**514**	**115**	**152**
Likely to Return Next Year	60%	58%	60%	61%	63%	43%a

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?

Likelihood to Recommend/Return to Lee County (Responded "Yes")
Base: Total Respondents

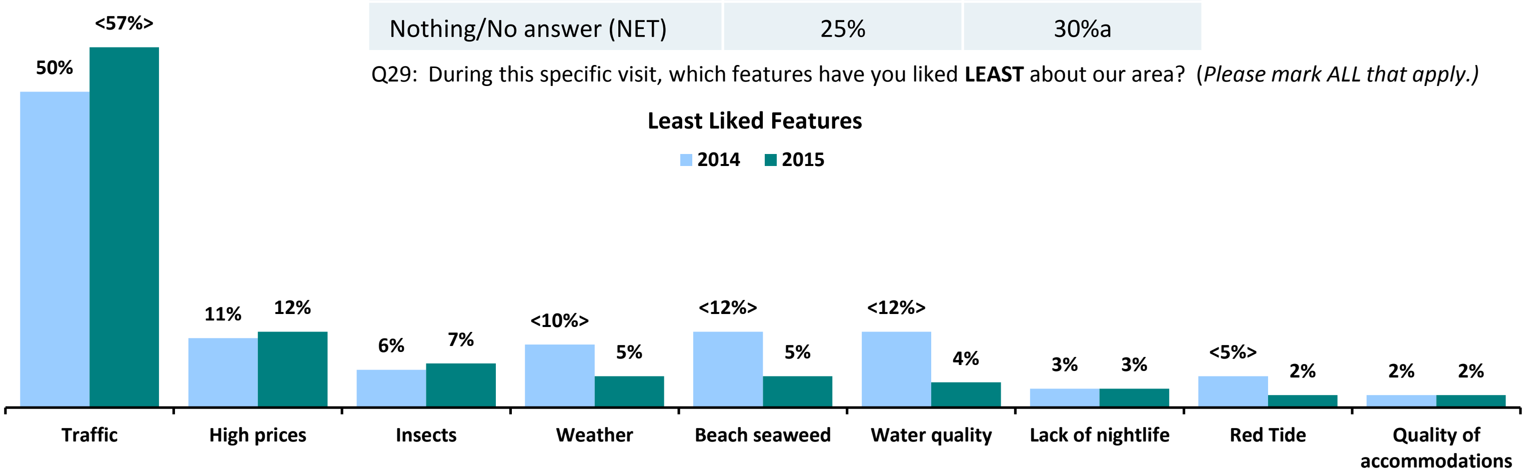


THE BEACHES OF FORT MYERS AND SANIBEL

Trip Activities

Least Liked Features		
Winter Season	**2014**	**2015**
	A	**B**
Total Respondents	**929**	**950**
Traffic	50%	57%a
High prices	11%	12%
Insects	6%	7%
Weather	10%b	5%
Beach seaweed	12%b	5%
Water quality	12%b	4%
Lack of nightlife	3%	3%
Red Tide	5%b	2%
Quality of accommodations	2%	2%
Other	5%	4%
Nothing/No answer (NET)	25%	30%a

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



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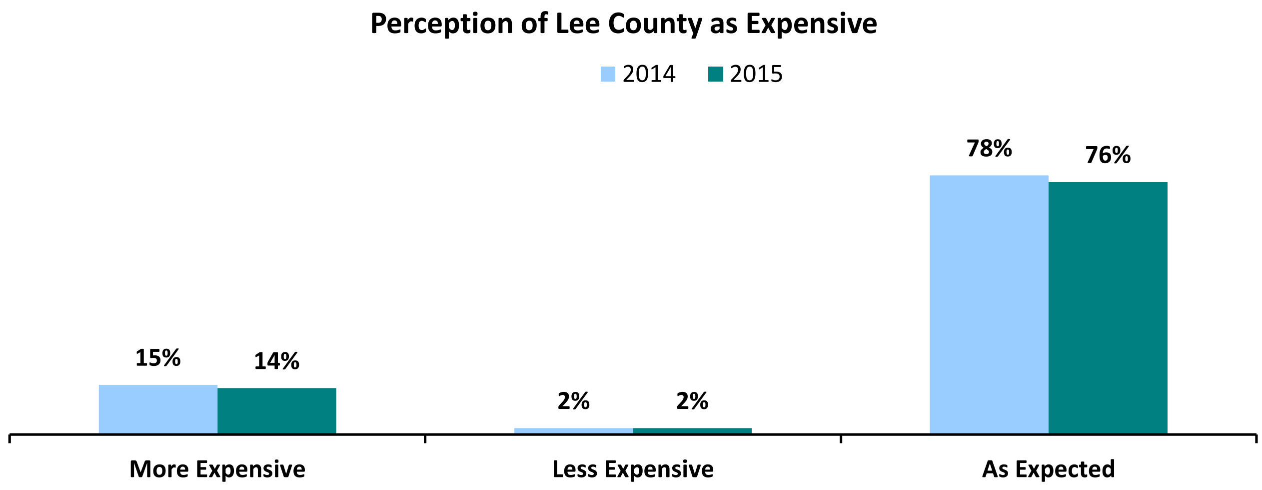
Trip Activities

Perception of Lee County as Expensive		
Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
More Expensive	15%	14%
Less Expensive	2%	2%
As Expected	78%	76%
Don't know/No Answer (NET)	5%	9%a

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



Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Age of respondent (mean)	57.0	55.6
Annual household income (mean)	$107,587b	$101,053
Martial Status		
Married	77%	75%
Single	9%	11%
Vacations per year (mean)	2.9	3.0
Short getaways per year (mean)	3.9	3.9

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

Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Couple	51%	49%
Family	22%	24%
Group of couples/friends	14%	17%
Single	8%	6%
Mean travel party size	2.8	2.8
Mean adults in travel party	2.6	2.6

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children

Winter Season	2014	2015
	A	B
Total Respondents	**929**	**950**
Traveling with any Children (net)	14%	14%
Any younger than 6	6%	6%
Any ages 6-11	6%	6%
Any 12-17 years old	6%	6%
No Children	86%	86%

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		
Winter Season	**2014**	**2015**	**2014**	**2015**	**% Change**
Paid Accommodations	55%	55%	777,539	776,164	-0.2%
Friends/Relatives	45%	45%	642,459	621,792	-3.2%
Total Visitation			**1,419,998**	**1,397,956**	**-1.6%**

Visitor Origin (Paid Accommodation Guests)

Winter Season	%		Visitor Estimates		
Country of Origin	**2014**	**2015**	**2014**	**2015**	**% Change**
United States	84%	81%	654,709	630,633	-3.7%
Canada	7%	8%	52,145	64,243	23.2%
Germany	3%	4%	20,858	31,466	50.9%
UK	1%	3%	10,429	26,222	151.4%
Scandinavia	2%	1%	16,223	6,555	-59.6%
Switzerland	<1%	1%	2,318	5,244	126.3%
BeNeLux	1%	1%	6,953	3,933	-43.4%
Latin America	<1%	<1%	1,159	2,622	126.3%
Austria	-	<1%	-	1,311	-
France	<1%	<1%	2,318	1,311	-43.4%
Other International	1%	<1%	6,953	2,622	-62.3%
No country specified	<1%	-	3,476	-	-

U.S. Region of Origin	2014	2015	2014	2015	% Change
Florida	2%	3%	12,747	17,299	35.7%
South (including Florida)	13%	14%	82,273	88,068	7.0%
Midwest	55%	60%	362,697	375,864	3.6%
Northeast	20%	24%	133,259	149,402	12.1%
West	3%	3%	17,382	17,299	-0.5%
No region specified	9%	-	59,098	-	-100.0%

Winter 2015 Top DMAs (Paid Accommodations)

Minneapolis-Saint Paul	11%	67,624
Boston	6%	40,889
Chicago	5%	34,598
Cleveland-Akron	5%	31,453
Indianapolis	5%	29,880
New York	4%	23,590
Philadelphia	3%	20,444
Detroit	3%	18,872
Columbus, OH	3%	17,299
Milwaukee	2%	15,727
Saint Louis	2%	15,727
Grand Rapids	2%	14,154

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 2015 percentages.

Occupancy Data Analysis
Winter 2015

For the 2015 winter season, property managers were interviewed in April 2015 to provide data for each specific month of the season (January, February, and March 2015).

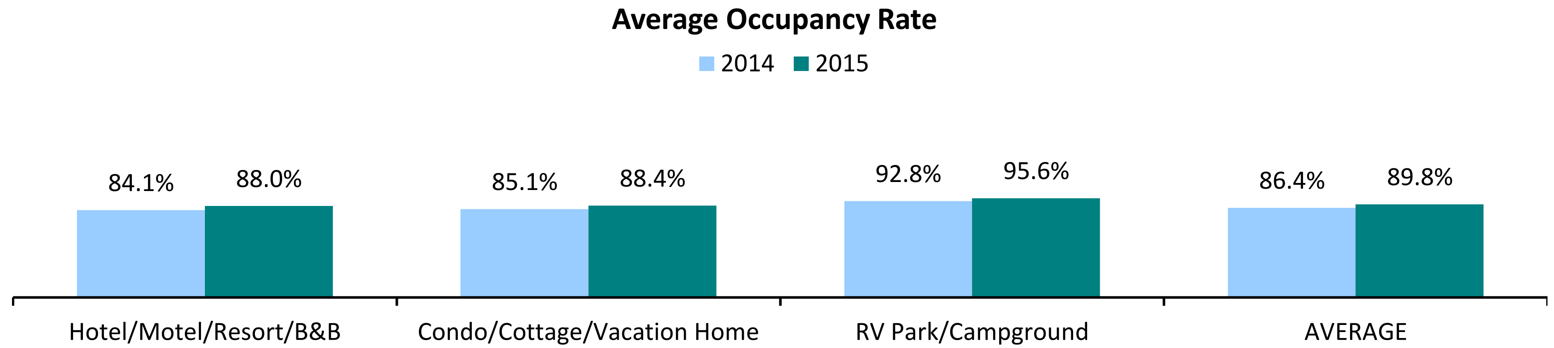
For the 2014 winter season, property managers were interviewed in April 2014 to provide data for each specific month of the season (January, February, and March 2014).

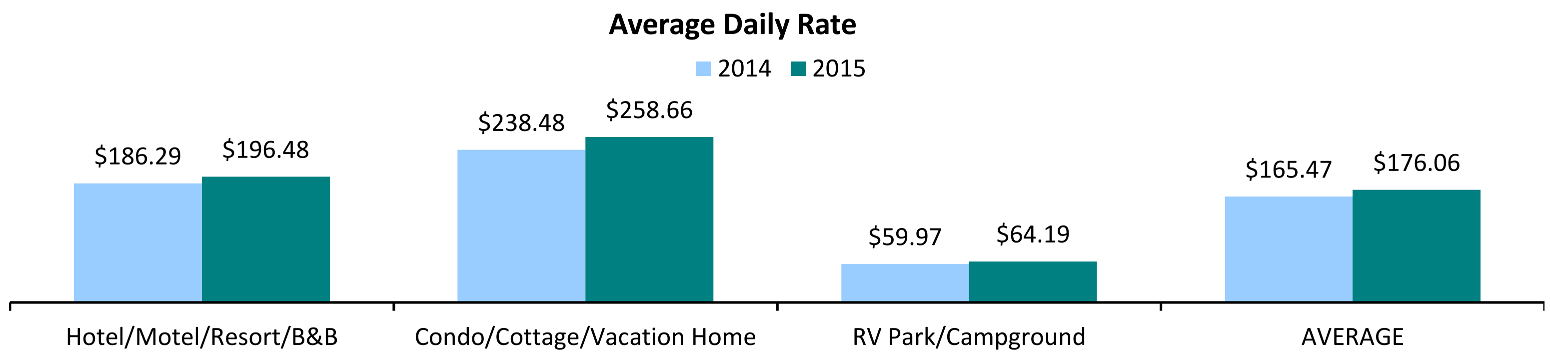
THE BEACHES OF FORT MYERS AND SANIBEL

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
Winter Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
Hotel/Motel/Resort/B&B	84.1%	88.0%	4.6%	$186.29	$196.48	5.5%	$156.70	$172.83	10.3%
Condo/Cottage/Vacation Home	85.1%	88.4%	3.9%	$238.48	$258.66	8.5%	$202.95	$228.73	12.7%
RV Park/Campground	92.8%	95.6%	3.0%	$59.97	$64.19	7.0%	$55.66	$61.34	10.2%
AVERAGE	**86.4%**	**89.8%**	**4.0%**	**$165.47**	**$176.06**	**6.4%**	**$142.94**	**$158.18**	**10.7%**

Q16: What was your overall average occupancy rate for the month of [January/February/March]?
Q17: What was your average daily rate (ADR) in [January/February/March]?





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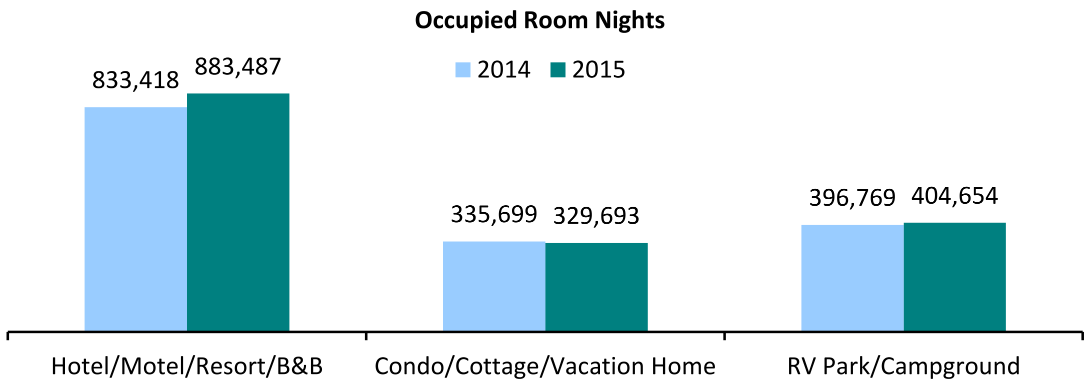
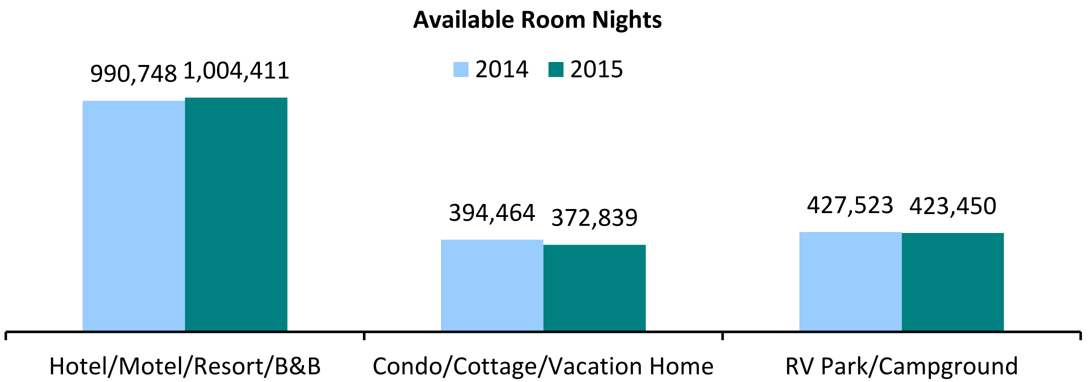
Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
Winter Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
Hotel/Motel/Resort/B&B	833,418	883,487	6.0%	990,748	1,004,411	1.4%
Condo/Cottage/Vacation Home	335,699	329,693	-1.8%	394,464	372,839	-5.5%
RV Park/Campground	396,769	404,654	2.0%	427,523	423,450	-1.0%
Total	**1,565,886**	**1,617,834**	**3.3%**	**1,812,735**	**1,800,700**	**-0.7%**



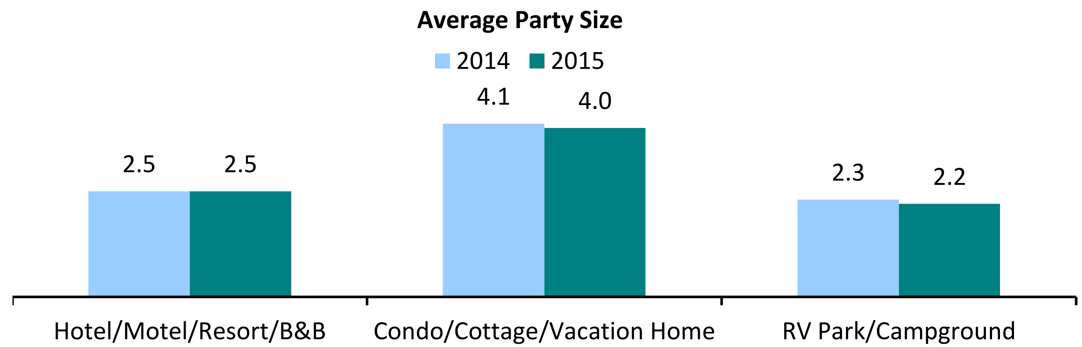


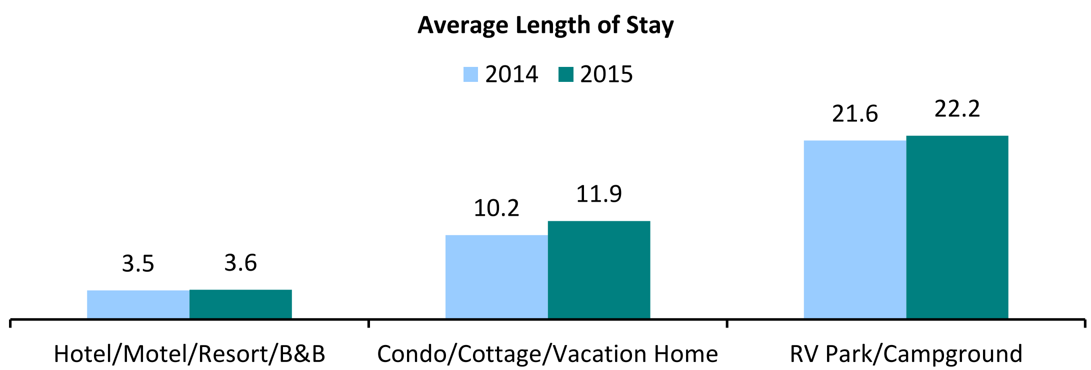
Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Winter Season	2014	2015	% Change	2014	2015	% Change
Hotel/Motel/Resort/B&B	2.5	2.5	1.3%	3.5	3.6	3.4%
Condo/Cottage/Vacation Home	4.1	4.0	-1.2%	10.2	11.9	16.1%
RV Park/Campground	2.3	2.2	-5.2%	21.6	22.2	2.7%
Average	**2.8**	**2.8**	**-1.4%**	**5.6**	**5.7**	**2.1%**

Q18: What was your average number of guests per room/site/unit in [January/February/March]?
Q19: What was the average length of stay (in nights) of your guests in [January/February/March]?

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

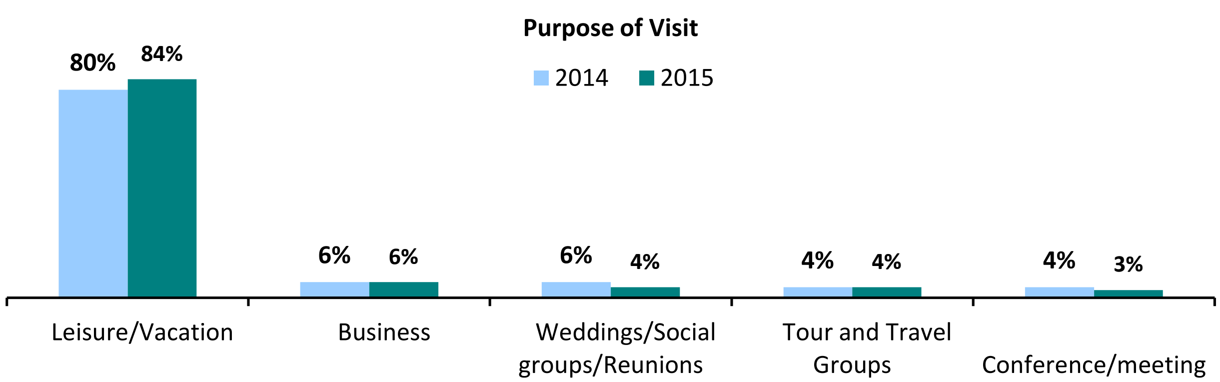




Lodging Management Estimates

Guest Profile		
Winter Season	2014	2015
	A	B
Total Number of Responses	**104**	**104**
Purpose of Visit		
Leisure/Vacation	80%	84%
Business	6%	6%
Weddings/Social groups/Reunions (net)	6%	4%
Tour and Travel Groups	4%	4%
Conference/meeting	4%	3%

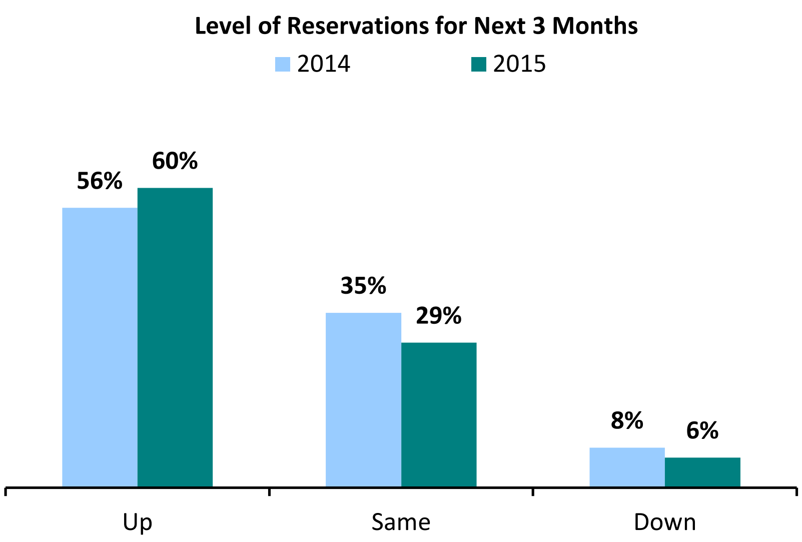
Q22: What percent of your [January/February/March] room/site/unit occupancy do you estimate was generated by:



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Winter Season	2014	2015
	A	B
Total Respondents	**111**	**112**
Up/Same (net)	91%	89%
Up	56%	60%
Same	35%	29%
Down	8%	6%

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



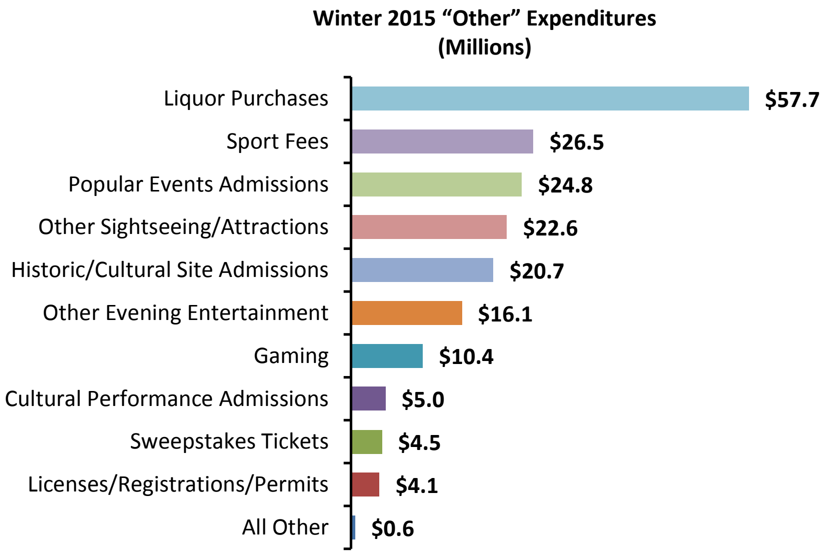
***Note: Only includes those property managers interviewed in April 2014 for direct comparability to those interviewed in April 2015.**

Economic Impact Analysis
Winter 2015

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Winter Season	2014	2015	% Change
TOTAL	$1,074,709,807	$1,129,495,160	5.1%
Lodging Accommodations	$259,104,943	$284,841,463	9.9%
Food and Beverages	$269,927,494	$279,165,017	3.4%
Shopping	$264,582,635	$267,074,621	0.9%
Ground Transportation	$101,896,278	$105,459,688	3.5%
Other	$179,198,457	$192,954,371	7.7%

(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		
Winter Season	**2014**	**2015**	**% Change**	**2014**	**2015**	**% Change**
TOTAL	$763,319,329	$822,847,372	7.8%	$311,390,478	$306,647,788	-1.5%
Lodging Accommodations	$259,104,943	$284,841,463	9.9%	$0	$0	
Food and Beverages	$166,074,195	$176,674,260	6.4%	$103,853,299	$102,490,757	-1.3%
Shopping	$159,255,385	$168,184,474	5.6%	$105,327,250	$98,890,147	-6.1%
Ground Transportation	$67,821,532	$71,644,849	5.6%	$34,074,746	$33,814,839	-0.8%
Other	$111,063,274	$121,502,326	9.4%	$68,135,183	$71,452,045	4.9%

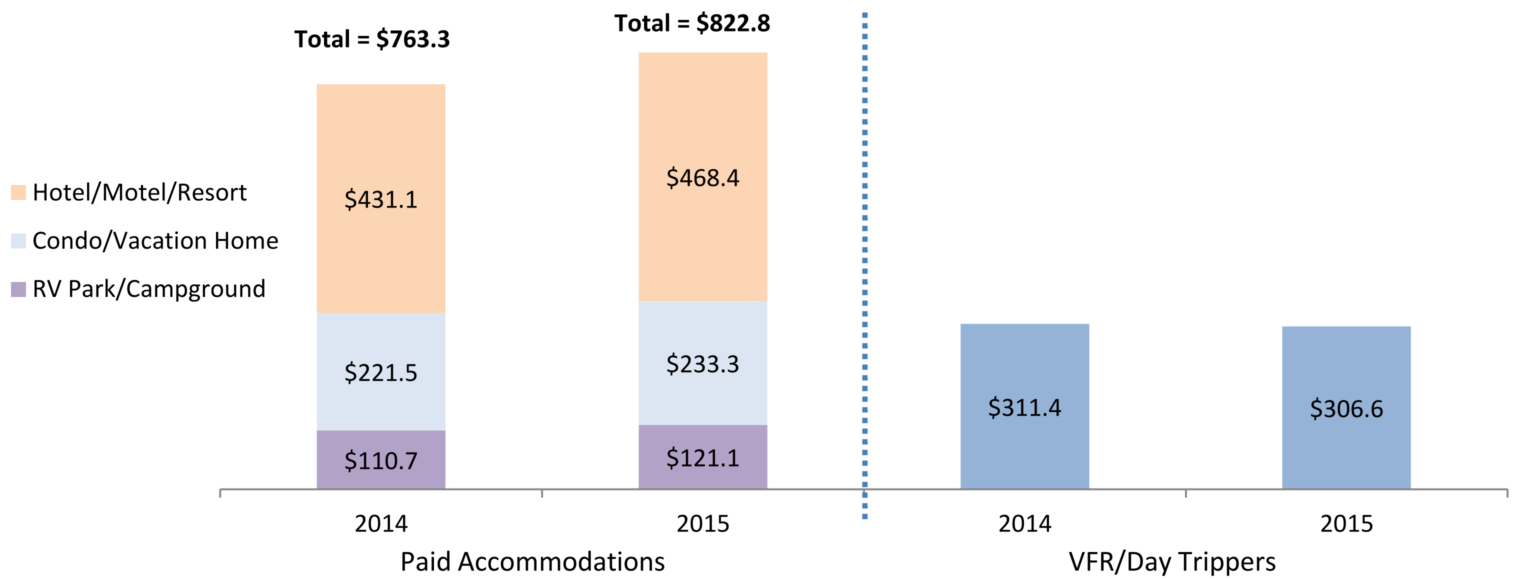
"Other " includes the following categories:

- 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					
Winter Season	2014	2015	% Change	2014	2015
TOTAL	$1,074,709,807	$1,129,495,160	5.1%	100%	100%
Visiting Friends & Relatives/Day Trippers	$311,390,478	$306,647,788	-1.5%	29%	27%
Paid Accommodations	$763,319,329	$822,847,372	7.8%	71%	73%
Hotel/Motel/Resort/B&B	$431,142,538	$468,399,483	8.6%	40%	41%
Condo/Cottage/Vacation Home	$221,506,571	$233,305,006	5.3%	21%	21%
RV Park/Campground	$110,670,220	$121,142,883	9.5%	10%	11%

Expenditures by Lodging Type (Millions)



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.

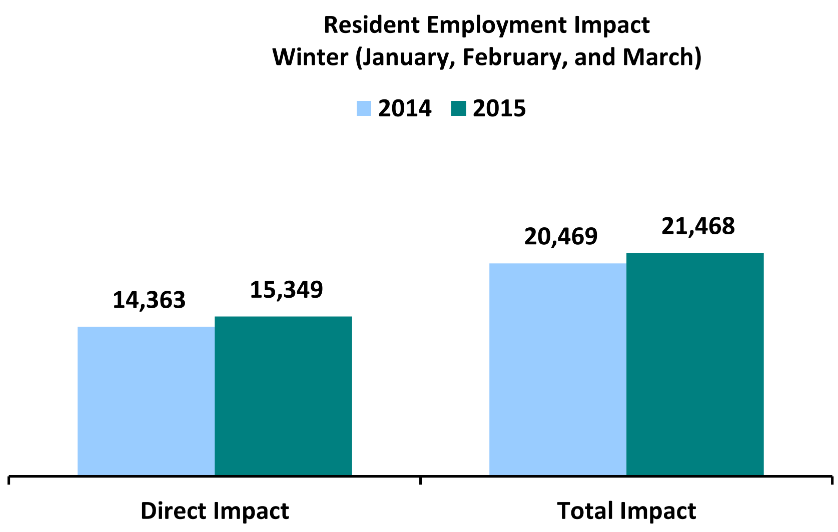
Impact on Jobs for Lee County Residents

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.

<u>Direct employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

<u>Total employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures <u>PLUS</u> 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.).



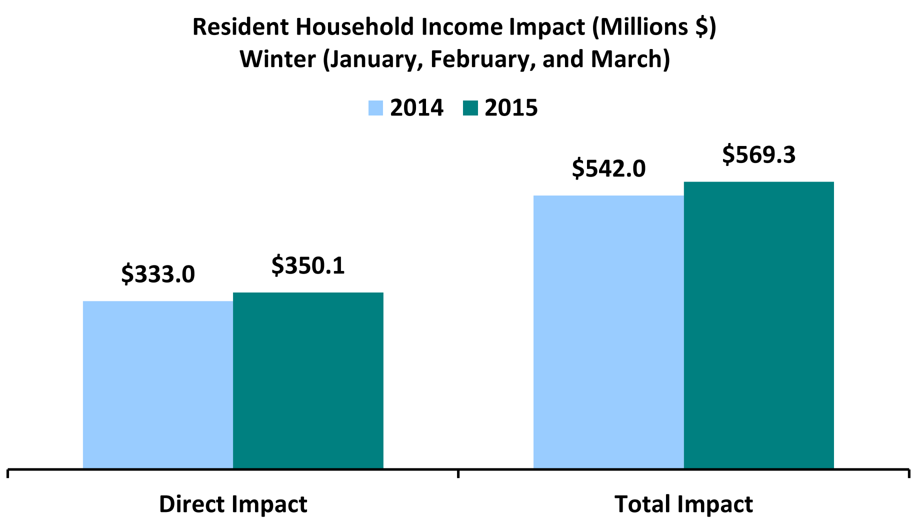
Impact on Household Income for Lee County Residents

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.

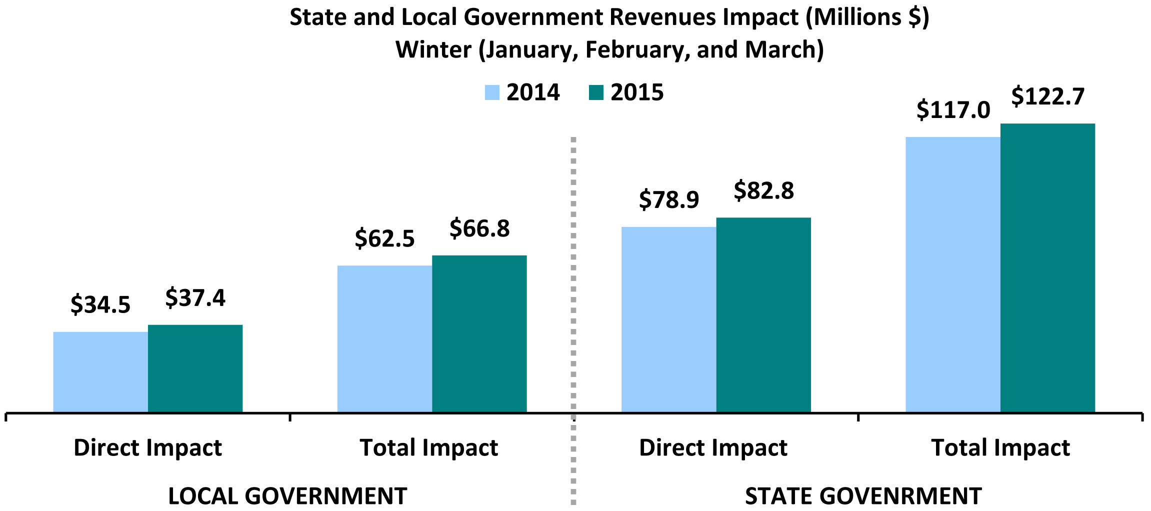
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the <u>government revenue impact</u>.

<u>Local government revenue impact</u> 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.

<u>State government revenue impact</u> 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

Winter 2015

January 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Times Square	1/2/15	28
Fort Myers Beach	Best Western	1/2/15	14
RSW	RSW Airport	1/3/15	33
Fort Myers	Centennial Park	1/4/15	12
Fort Myers	Edison & Ford Estate	1/6/15	28
Sanibel	Holiday Inn	1/7/15	14
Sanibel	Sanibel Surfside	1/7/15	14
Bonita Springs	Bonita Beach	1/19/15	25
Fort Myers Beach	DiamondHead Beach Resort	1/20/15	14
Fort Myers Beach	Estero Island Beach Club	1/20/15	14
Fort Myers	Edison & Ford Estate	1/22/15	27
Sanibel	Lighthouse Beach	1/25/15	20
Sanibel	Sundial Resort	1/27/15	10
Sanibel	Loggerhead Cay	1/27/15	10
Estero	Miromar Outlets	1/29/15	19
RSW	RSW Airport	1/31/15	34
Total			**316**

THE BEACHES OF FORT MYERS AND SANIBEL

February 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Estero Island Beach Club	2/3/15	10
Fort Myers Beach	Neptune Inn	2/3/15	10
Fort Myers Beach	DiamondHead Beach Resort	2/3/15	10
RSW	RSW Airport	2/7/15	34
Sanibel	Holiday Inn	2/11/15	10
Sanibel	Conquina Beach	2/11/15	8
Sanibel	Sanibel Surfside	2/11/15	10
Sanibel	Loggerhead Cay	2/11/15	8
Fort Myers	Edison & Ford Estates	2/12/15	28
Bonita Springs	Bonita Beach	2/16/15	25
Fort Myers Beach	Best Western	2/20/15	10
Fort Myers Beach	Bel Air Beach Club	2/20/15	9
Fort Myers Beach	Times Square	2/20/15	19
RSW	RSW Airport	2/21/15	30
Fort Myers	Edison & Ford Estates	2/24/15	30
Sanibel	Pointe Sanibel	2/26/15	12
Sanibel	Casa Ybel	2/26/15	12
Sanibel	Sundial Resort	2/26/15	11
Estero	Miromar Outlets	2/27/15	23
Fort Myers	Centennial Park	2/28/15	8
Total			**317**

dpa Davidson Peterson Associates

March 2015 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
RSW	RSW Airport	3/7/15	33
Fort Myers	Edison & Ford Estates	3/10/15	26
Fort Myers	Hammond Stadium	3/11/15	23
Fort Myers Beach	Best Western	3/13/15	9
Fort Myers Beach	Times Square	3/13/15	24
Sanibel	Conquina Beach	3/19/15	10
Sanibel	Loggerhead Cay	3/19/15	10
Sanibel	Holiday Inn	3/19/15	12
RSW	RSW Airport	3/21/15	27
Fort Myers	Jet Blue Park	3/23/15	23
Fort Myers Beach	Estero Island Beach Club	3/25/15	12
Fort Myers Beach	The Pier	3/25/15	10
Fort Myers Beach	DiamondHead Beach Resort	3/25/15	12
Estero	Miromar Outlets	3/27/15	22
Sanibel	Pointe Santo	3/30/15	7
Sanibel	Tarpon Pointe	3/30/15	7
Sanibel	Sanibel Surfside	3/30/15	10
Sanibel	Sundial Resort	3/30/15	11
Fort Myers	Edison & Ford Estates	3/31/15	29
Total			**317**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of April 2015 to gather data for January, February, and March 2015 lodging activity. Information was provided by 113 Lee County lodging properties.

Lodging Type	Winter 2015 Number of Interviews
Hotel/Motel/Resort/B&Bs	71
Condo/Cottage/Vacation Home/Timeshare	26
RV Park/Campground	16
Total	**113**