
14. **COUNCIL MEMBERS' REPORT**

- b. Report of the Friday, April 8th and Wednesday, April 20th Tourist Development Council meetings (TDC) (Mayor Ruane)

AGENDA

April 8, 2011

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of March 3, 2011 TDC Meeting Minutes**
- IV. **Public to be Heard**
- V. **Municipalities to be Heard**
- VI. **Report of the Executive Director, Tamara Pigott**
 - a. **Tourist Tax Report**
 - b. **Smith Travel Report (STR Report)**
 - c. **RSW Passenger Activity Report**
 - d. **Administration Activity Report**
 - e. **Sales Report, Pamela Johnson**
 - f. **Communications Report, Nancy Hamilton**
 - g. **Visitor Services Report, Judi Durant**
 - h. **New Product Development Report, Nancy MacPhee**
 - i. **Advertising Report, Annie Ecken, BVK**
 - j. **Research Report, Marcia Wood, DPA**
- VII. **Report of the Sports Authority Executive Director, Jeff Mielke**
- VIII. **Old Business**
- IX. **New Business**
 - a. **Seafarer's Village Mall Demolition**
- X. **For Council's Information**
- XI. **TDC Member Items**
- XII. **Adjourn**

**The next TDC Meeting will be held 9:00 a.m. on Friday, May 13, 2011
at the Visitor & Convention Bureau, 12800 University Drive, Suite 325.**

⇨ Denotes Action Item

*Alynda
Pocket*

MEMORANDUM

TO: Tourist Development Council Members

FROM: Tamara Pigott, Executive Director

DATE: April 8, 2011

RE: REPORT FROM THE EXECUTIVE DIRECTOR

- a) Preliminary Tourist Tax Report: Resort Tax Collection for February 2011 was \$2,780,924. This reflects a 0.6% increase over the final collections (2,763,469) for February 2010, and a 3.7% increase over preliminary February 2010 collections (\$2,682,256).
- b) STR Report
- c) RSW Passenger Report
- d) Administration Report

RSW PASSENGER COMPARISON REPORT- ENPLANED & DEPLANED

MONTH	2010	2011	%CHANGE
January	731,739	726,322	-0.7%

Note: For further information regarding airport statistics: vbmoreland@flylcpa.com

LEE COUNTY TOURIST TAX COLLECTIONS BY FISCAL YEAR

CURRENT PAYMENTS PERIOD	FINAL		FINAL		FINAL		FINAL		PRELIMINARY	
	FY06/07	YTD	FY07/08	YTD	FY08/09	YTD	FY09/10	YTD	FY10/11	YTD
Prior Years										
OCTOBER	914,037	914,037	984,607	984,607	579,768	579,768	721,181	721,181	308	308
NOVEMBER	1,233,354	2,147,391	1,224,479	2,209,086	962,052	1,541,820	617,018	1,338,199	769,527	1,870,876
DECEMBER	1,480,483	3,627,874	1,586,167	3,795,253	1,038,517	2,580,337	1,389,073	2,727,272	1,475,811	3,346,687
JANUARY	2,245,034	5,872,908	2,293,638	6,088,891	1,665,144	4,245,481	1,356,344	4,083,616	2,035,262	5,381,949
FEBRUARY	3,940,762	8,813,670	3,095,932	9,184,823	1,764,392	6,009,873	2,179,931	6,263,547	2,770,203	8,152,152
MARCH	4,730,560	13,544,230	4,944,241	14,129,064	2,985,171	8,995,044	4,005,514	10,269,061	736,508	8,888,660
APRIL	2,281,426	15,825,656	2,164,414	16,293,478	2,055,451	11,050,495	1,441,418	11,710,479	474	8,889,134
MAY	1,365,742	17,191,398	1,492,226	17,785,704	1,224,342	12,274,837	901,899	12,612,378		8,889,134
JUNE	1,522,985	18,714,383	1,521,858	19,307,562	803,167	13,078,004	1,288,003	13,900,381		8,889,134
JULY	1,474,314	20,188,697	1,445,387	20,752,949	1,133,837	14,211,841	1,183,706	15,084,081		8,889,134
AUGUST	1,045,591	21,234,288	1,068,403	21,821,352	680,758	14,892,599	771,892	15,855,973		8,889,134
SEPTEMBER	835,376	22,069,664	749,443	22,570,795	770,433	15,663,032	768,806	16,624,779	1,011	8,890,145
(-) REFUNDS	5,425	22,075,089	11,665	22,582,460		15,663,032		16,624,779		8,890,145
FUTURE YEARS	(15,137)	22,059,952	(21,310)	22,558,950	(2,496)	15,660,536	7,385	16,616,894	237	8,890,382
SUB TOTAL	\$ 22,059,752		\$ 22,558,950		\$ 15,660,536		\$ 16,635,645		\$ 8,890,690	

LATE PAYMENTS										
PERIOD	FY 06/07	YTD	FY07/08	YTD	FY08/09	YTD	FY09/10	YTD	FY10/11	YTD
Prior Years	309,797	309,797	439,360	439,360	499,599	499,599	774,433	774,433	462,950	462,950
OCTOBER	21,416	331,213	21,137	460,497	340,306	839,905	177,859	952,292	143,990	606,940
NOVEMBER	33,603	364,816	24,849	485,346	220,310	1,060,215	525,695	1,477,987	28,982	635,922
DECEMBER	63,854	428,670	37,412	522,758	598,648	1,658,863	324,434	1,802,421	110,216	746,138
JANUARY	87,173	515,843	54,592	577,350	599,602	2,258,465	809,806	2,612,227	40,857	786,995
FEBRUARY	131,298	647,141	62,036	639,386	1,012,237	3,270,702	583,538	3,195,765	10,721	797,716
MARCH	216,680	863,821	305,956	945,342	1,660,672	4,931,374	1,238,974	4,434,739		
APRIL	72,280	936,101	30,471	975,813	73,265	5,004,639	750,255	5,184,994		
MAY	37,720	973,821	17,928	993,741	33,300	5,037,939	407,083	5,592,077		
JUNE	12,198	1,016,019	10,629	1,004,370	660,284	5,638,223	110,245	5,702,322		
JULY	19,795	1,035,814	25,730	1,030,100	266,295	5,904,518	236,520	5,938,842		
AUGUST	39,174	1,074,988	14,210	1,044,310	260,030	6,164,548	131,463	6,070,305		
SEPTEMBER	0	1,074,988		1,044,310	39,113	6,203,661	58,320	6,128,625		
SUB TOTAL	\$ 1,074,988		\$ 1,044,310		\$ 6,203,661		\$ 6,128,625		\$ 797,716	

GRAND TOTAL	\$ 23,134,740		\$ 23,603,260		\$ 21,864,197		\$ 22,764,270		\$ 9,688,406	
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CURRENT PAYMENTS: Payments received from the 14-day through the closing date & posted to either the current period or to future periods. Current payments received after the 20th of the month may include penalty and
LATE PAYMENTS: Cumulative payments for prior months & years. Late payments include tax and may include penalty & interest charges.

TAXES INCREASE FROM 3% TO 5% AS OF JANUARY 2006

***For further information, please contact:**

Tamara Pigott, Executive Director at tpigott@leegov.com or Fran Belasco, Office Manager at fbelasco@leegov.com
 Telephone (239) 338-1500

**SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
TRAFFIC REPORT**

	2007	YTD	2008	YTD	2009	YTD	2010	YTD	2011	YTD
JAN	783,207	783,207	762,316	762,316	732,851	732,851	731,739	731,739	726,322	726,322
FEB	841,727	1,624,934	845,741	1,608,057	809,990	1,542,841	755,095	1,486,834	790,124	1,516,446
MARCH	1,081,425	2,706,359	1,030,151	2,638,208	985,267	2,528,108	996,685	2,483,519		
APRIL	924,919	3,631,278	834,689	3,472,897	849,815	3,377,923	813,329	3,296,848		
MAY	603,870	4,235,148	576,143	4,049,040	524,520	3,902,443	552,105	3,848,953		
JUNE	525,258	4,760,406	488,266	4,537,306	461,295	4,363,738	476,625	4,325,578		
JULY	535,264	5,295,670	502,932	5,040,238	492,063	4,855,801	490,227	4,815,805		
AUGUST	488,539	5,784,209	448,667	5,488,905	454,927	5,310,728	444,714	5,260,519		
SEPT	387,452	6,171,661	328,278	5,817,183	359,743	5,670,471	374,590	5,635,109		
OCT	537,606	6,709,267	492,258	6,309,441	470,931	6,141,402	532,025	6,167,134		
NOV	651,495	7,360,762	603,366	6,912,807	598,478	6,739,880	652,783	6,819,917		
DEC	689,000	8,049,762	691,038	7,603,845	676,078	7,415,958	694,399	7,514,316		
TOTALS	8,049,762		7,603,845		7,415,958			52,386,271		1,516,446

Note: For further information regarding airport statistics: vbmoreland@flylcpa.com

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Lee County Visitor & Convention Bureau

LEE COUNTY VISITOR & CONVENTION BUREAU
Administrative Activity Report
MARCH 2011

MARCH 1, 2011

- Meeting with Karen Gonzales, Destination Marketing Association International, Kate Gooderham and Harry Simmons, American Shore & Beach Preservation Association, Washington D.C.
- Meeting with Greg Burns, Van Scoyoc Associates
- Conference call with Marcia Wood & Kevin Knight, DPA
- Conference call with Mary DeLong & Jennifer Simmons, BVK, and Marcia Wood, DPA

MARCH 2, 2011

- Meeting with Jeff Mielke
- County Manager staff meeting
- Interview with Laura Ruane, News-Press
- Conference call with Mary DeLong, Victoria Simmons & Annie Ecken, BVK, Woody Peek and Fort Myers Beach Improvement Committee meeting

MARCH 3, 2011

- TDC Meeting
- Meeting with Commissioner Frank Mann, Woody Peek, Pamela Johnson and Nancy Hamilton

MARCH 4, 2011

- Conference call with Mary DeLong & Jackie Mackay, BVK
- Red Sox Stadium Ground Breaking Ceremony
- Bonita River Park Ribbon Cutting Ceremony
- Speaking Engagement: Leadership Bonita Reunion
- Meeting with Erick Raddatz, Fort Myers Film Festival, Woody Peek, Katie Meckley and Nancy MacPhee
- Meeting with Mika Lepisto, JML, & Woody Peek

MARCH 7-12, 2011

- ITB Berlin

MARCH 14, 2011

- Meeting with Karen Hawes
- Lee County Day-Twins Game

MARCH 15, 2011

- Meeting with Jeanne Bigos, The Outrigger Beach Resort
- Meeting with Daniel Linehan, Fort Myers Film Festival
- Conference call with Mary DeLong & Jackie Mackay, BVK

MARCH 16, 2011

- Meeting with Jeff Mielke
- County Manager staff meeting
- Meeting with John Albion, & John Mc Ilhargy. National Swimming Center Corp

MARCH 17, 2011

- VCB staff meeting
- Conference call with Mary DeLong & Victoria Simmons, BVK
- Meeting with Christine Davlin & Fran Belasco

MARCH 21, 2011

- Coastal Advisory Council Meeting

MARCH 22, 2011

- Florida Tourism Day Conference, Tallahassee

MARCH 23, 2011

- Meeting with Greg Burns, Van Scoyoc Associates

MARCH 24, 2011

- VCB staff meeting
- Meeting with Kate Dubose, Conde' Nast Traveler
- Meeting with Commissioner Ray Judah, Karen Hawes, Andrea Fraser, John Wilson, Mary Dickerson, Angela Edens, Holly Schwartz & Elliott Bellen
- Meeting with Woody Peek and Laura Chmielewski

MARCH 25, 2011

- Conference call with Mary DeLong & Jackie Mackay, BVK
- Meeting with Lorenzo Tindal, SWFL Puerto Rico Chamber of Commerce, and Diana McGee, Senator Nelson's Office
- Horizon Council Day at Hammond Stadium
- Meeting with Christine Davlin & Woody Peek

MARCH 29, 2011

- Meeting with Jim Larkin, Crowne Plaza, Jeff Webb, Hampton Inn, Micheline Lobdell, Best Western, and Woody Peek
- Meeting with Nancy Hamilton & Pamela Johnson
- Florida Association of Convention and Visitor Bureaus Webinar
- Red Sox /Jet Blue Announcement

MARCH 30, 2011

- Meeting with Commissioner Tammy Hall & Woody Peek
- County Manager staff meeting
- Meeting with Theresa Blank, Facilities Management & Fran Belasco
- Meeting with Victoria Simmons, Annie Ecken & Connie Casdia, BVK, and Woody Peek

MARCH 31, 2011

- VCB staff meeting
- Meeting with Rosame Piret & Nancy Hamilton
- Meeting with Mimi Gregory, Alliance Francaise, and Rosame Piret
- Meeting with Mary DeLong, Gary Mueller, Ross Lowinske, Scott Krahn, Victoria Simmons, Annie Ecken & Connie Casdia, BVK, and Woody Peek

For additional information: Fran Belasco at 239-338-3500 or fbelasco@leegov.com

S A L E S R E P O R T

Sales Calls / Tvl Agents	Consumer	International
Meeting Planners	X	RV / Motor Coach
FAMs / Site Inspection	SMERF	Education/Seminars

Name of Event: **Scandinavia Trip/Ferie for Alles**
 Dates of Event: **Feb 22 - March 4, 2011**
 Event Location (City & State): **Herning, Denmark, Copenhagen, Denmark, Gothenburg, Sweden; London, England**
 VCB Representative at Event: **Erick Garnica & Peter Hannaford**

Show Attendance Estimate: see details below Would You Recommend Next Year: Yes
 Additional Lee County Properties Attending: Pink Shell Beach Resort & Spa.

Objective

- To create awareness of The Beaches of Fort Myers & Sanibel destination to consumers and to meet and network with new clients who have potential business for our destination.
- To continue to solidify relationships with operators who we already work with.
- To create awareness of our new nonstop flight with Comefly from Denmark into RSW starting in June with the Scandinavian consumers and trade.

Leads / Prospects

- We had different discussions with tour operators for future product inclusions in their programs and also the possibility of hosting familiarization trips to our destination for the Scandinavian trade.

Comments

- We had great success at the consumer show in Herning, Denmark Feb 25-27, 2011 with over 66,000 attendees total for the show during the course of those three days. We shared a very large booth area with Visit Florida and the Florida Keys.
- We organized to have a popcorn machine and also balloons to give out during the show which was a great because we had a lot of families during the weekend and this drew more people to our area. There was great response from the Danish consumers about the flight and also we heard that people have already been to our area, so there is a lot of knowledge about Florida as a destination for travel.
- Consumers were excited about the idea of having a nonstop flight from Aalborg-Copenhagen into RSW; this eliminates connections either in Amsterdam, Atlanta or Newark with other airline carriers. During the show we also had the opportunity to have the consumer sign up to win a vacation to our destination; prior to my trip I organized to have two hotel partners to sponsor stays in our area for three-day, two-night. Sunstream Hotels & Resorts and Pink Shell Beach Resort & Spa, who was in attendance with us at the show in Herning and also during the other trade events provided stays; it was very good to have a partner with us to show what we have to offer in terms of product.
- We attended trade events in Copenhagen organized by the Discover America Committee in Denmark, they invited the top 30 travel agents and tour operators, there was very good interaction and discussions about our area. We continued on to Gothenburg, Sweden having also another event organized by their Discover America Committee; the top 50 agents were in attendance. We gave out our Lonely Planet guides at both events; however, the trade already had very good knowledge about our area.

Trends

- According to various comments from the consumers and trade, Danish travelers historically have favor to travel to Asia; a lot of aggressive promotion has been done over the last years particularly from the Tourism Boards in Southeast Asia.
- The US is on the rise as a destination to visit according to reports from the trade in Denmark and Sweden and also various receptive operators located in Miami-Orlando, FL.

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SALES REPORT

_____ Sales Calls / Tvl Agents	_____ Consumer	_____ International
<u> x </u> Meeting Planners	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ SMERF	_____ Education/Seminars

Name of Event: **GaMPI's Meetings Exploration Conf. (MEC)**
Dates of Event: **Feb. 23-25, 2011**
Event Location (City & State): **Atlanta, GA**
VCB Representative at Event: **Kimball Mathews**

Show Attendance Estimate: 650 Lonely Planet Travel Guides Distributed: 25
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: South Seas Island Resort/Sundial Beach & Golf Resort

Objective

- Increase and raise awareness of our destination while networking.
- Generate leads that can result in booked business for Lee County.

Leads / Prospects

- **Council on Occupational Education**, Tami Maynard, Aug 2011, Executive Committee Board
- **Professional Photographers of America**, Sharon Palmer, Women's Photographers Conf 2012
- **EventiveMinds**, Michael Gordon, incentive meetings, South Seas great incentive destination
- **Centers for Disease Control**, Deb Altman, meetings coming further south ~ good for our destination

Comments

- MEC is the largest southeast regional educational conference designed specifically for meeting planners and is hosted by Georgia Meeting Planners International.
- Islands Incentive continues to garner interest with the planners
- Networking during the tradeshow was good, and I voiced my concerns about the use of the Americas Mart with GaMPI (large columns in exhibit area) and will address this.
- Southeastern Tourism Society would like for us to become a member. (rec'd her rfp for 2011 in 2010~did not get meeting). Better chances for (I believe) getting this meeting is to become active.
- Great networking during 'The Gathering' and will give planner names for Visit FL for Atlanta VIP

Trends

- With multi-tasking & high-tech innovations, engage hearts & minds by designing events which are interactive & stimulating.
- Economic, political, social, and environmental issues are changing the way we hold meetings.

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SALES REPORT

_____ Sales Calls / Tvl Agents	_____ Consumer	_____ International
<u> X </u> Meeting Planners	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ SMERF	_____ Education/Seminars

Name of Event: **Destinations Showcase**
Dates of Event: **February 24, 2011**
Event Location (City & State): **Washington, DC**
VCB Representative at Event: **Liz Dane**

Show Attendance Estimate: 2200 Amount of Visitor Guides Distributed: 220
Would You Recommend Next Year: Yes Additional Lee County Properties Attending: N/A

Objective

- Attendance and participation at Destination Showcase enables our destination to increase our exposure to the Washington, DC association market. This show highlights Destination Management Organizations only not National hotel chains.

Leads / Prospects

- Sharon Campbell, National Hospice, and Palliative Care- received RFP and sent out via Simpleview CRM system. Board Meeting 65 rooms peak
- NASW ASSURANCE SERVICES - Joelle Ward, ConferenceDirect has lead to send to me 25 rooms Dec 2011
- Aletha Fauntelroy - Assoc. of Academic Health Centers – lead sent via simpleview- 13 Rooms /Board meeting 2011
- Hunter Clemmons- Assn Mgmt Group- looking for meeting that requires two, 18-hole golf courses near one another.
- Environmental Bankers Assn- Wants to rebook for 2015 at Sanibel Harbour Marriott Resort & Spa

Comments

- The show seemed to stay steady on attendance from last year. This show currently surpasses GWSAE's "Springtime in the Park" for new planner attendees.
- Planners like this show because the destinations are easy to find and does not take all afternoon to get through the entire show.
- Breakouts were well attended this year.
- The Florida aisle was located where the clients entered the hall from the luncheon. We had great traffic for most of the two hours. I was busy most of the two hours as I was alone in the booth.

Trends

- Attended a few breakouts with DMAI trying to sell the benefits of empower mint to planners.
- There was an increase in 3rd party planners that came to the booth then in past years.
- A few planners carried iPads and emailed the RFP's while standing in the booth.
- Attendees seemed to really like the smaller Lonely Planet guides.

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S A L E S R E P O R T

_____ Sales Calls / Tvl Agents X Consumer _____ International
_____ Meeting Planners _____ Tour Operator _____ RV / Motor Coach
_____ FAMs / Site Inspection _____ SMERF _____ Education/Seminars

Name of Event: **Minneapolis Home & Garden Show**
Dates of Event: **March 2-6, 2010**
Event Location (City & State): **Minneapolis, MN**
VCB Representative at Event: **Linda White, FL Travel Marketing Inc.**

Show Attendance Estimate: 73,000 Amount of Visitor Guides Distributed: 1064
Would You Recommend Next Year: YES
Additional Lee County Properties Attending: N/A

Objective

- To inform the show attendees who are not familiar with the Fort Myers Sanibel area of what all there is to see and do there along with how to find accommodations; also to answer specific questions about the area from those who are familiar with it.

Consumer Prospects

- One family that had never been to this area was interested in a vacation spot for the summer and things of interest for teenagers. Showed them the accommodations section of the VG and referred them to the website.
- A couple celebrating their 25th anniversary needed accommodations for June.
- One couple that has been going to Mexico for the past 8 years wants to return to Florida. They used to go to Fort Myers area and plan to go back in August and needed information on the area.
- Two couples planning a paddling trip and need accommodations. Gave them the Calusa Blueway maps, VG and referred them to the website.
- Three sisters and their families want a house on the beach for a week in June.
- Several people were looking for rental property for a month to three months January thru March of 2012. Showed them how to determine homes/condos for rent and suggested they check out the website also.
- One family was looking for a house for five families in May 2012 for 40th Anniversary celebration. Showed them how to find "houses" in the accommodations and referred to the website.
- Two families wanted vacation accommodations for 3 weeks on the beach.
- Another group of 5 families wants a house in April on the beach.
- One family is planning to go to Walt Disney World in June for 3 days and wants to go to the beach for 4 more days. Has heard how nice the beaches are here and about the shelling.
- A couple was looking for a very romantic place for their "pre-marital honeymoon" – cost not a major issue. Showed them the accommodations section in the VG and referred them to the website. Also told them Jovina was the wedding "guru" and she could help them.
- A family going down in April – 5 people including 2 teens – wanted accommodations and suggestions for the teens.
- One couple was planning to go for a week near end of March for Spring Training. I suggested they start checking the website and calling properties ASAP and for next year to plan months ahead. They had not been down for Spring Training and could not believe how busy it would be.
- One family that had never been to Florida was planning their vacation there this year. Had heard about Fort Myers/Sanibel area and wanted to know more about it. We spent about 20 minutes going through the VG, talking about what they would find on the website and answering questions for them. They plan to book Fort Myers Beach for June.

I gave all of the above the Visitor Guide and told them how to find more information on the website. Also suggested they keep checking the "special packages" section for offers.

Comments

- I was amazed at the number of people that told me "thank you for coming up here with information on Fort Myers/Sanibel area."
- Lots and lots of people have been down or are going down for Spring Training. Also a number of people mentioned they had spent January or February in our area.
- Two couples mentioned they were going down for Spring Training (one staying at Sundial, one at the Residence Inn Sanibel) and wanted to know what else there was to do there. Showed them the different things in the VG and suggested they check out the website.
- One couple was married on Cayo Costa and held their reception at Useppa. They had very special memories of it and had told many people how nice the area was and how nice the people were to them.
- A family had just that morning booked a trip to Fort Myers to stay at the Pink Shell. She wanted to know "if it was a good place to stay". I reassured her she had done a good job with her booking.
- Some of the properties people mentioned staying at: Sundial, Pink Shell, Harbor House, Holiday Inn Fort Myers Beach, Holiday Inn Sanibel, Neptune Inn, Best Western Waterfront, Sanibel Inn, Lover's Key Resort, Hyatt Coconut Point, Sea Shells of Sanibel

Trends

- The Minnesota Twins' fans are diehard fans and the economy does not seem to be an issue to keep them from their games. The direct air service from Minneapolis to Fort Myers is definitely a plus for them and others.

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S A L E S R E P O R T

_____ Sales Calls / Tvl Agents	_____ x _____ Consumer	_____ International
_____ Meeting Planners	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ SMERF	_____ Education/Seminars

Name of Event: **Toronto Golf & Travel Show**
Dates of Event: **March 4-6, 2011**
Event Location (City & State): **Toronto, Canada**
VCB Representative at Event: **Shelley Crant, Florida Travel Marketing, Inc**

Show Attendance Estimate: 22,000 Amount of Visitor Guides Distributed: 608
Would You Recommend Next Year: yes
Additional Lee County Properties Attending: _____

Objective

- The Toronto Star Golf & Travel Show provided the opportunity to promote our area (especially golf experiences) in this key Canadian market by distributing our collateral materials and answering questions about the area.

Leads / Prospects

- N/A

Comments

- Great show again this year. Friday and Saturday especially busy (weather cooperated – rain and snow). They gave out 5,000 rounds of free golf during the show and attendees were lined up each morning to get in early. Quality of attendees was excellent (there is a \$15 entry fee). Golfers take a regional approach to their experience and use courses in Lee, Collier and Charlotte.
- The new LP guide was very well received in the predominately male crowd. They really like the “pocket” size. We had increased our shipment of Visitor Guides by 20% over 2010 and will need to increase again by 20% as we ran out on Saturday afternoon.
- A lot of interest in condos as golfers tend to come for a longer stay – to play multiple courses and escape winter (snowbirds). Exchange rate impacting visitation – and lots of comments about looking to or having just bought property.
- Rising airfares were a bit of a topic but a number of people indicated they had found good value on Direct Air out of Buffalo/Niagara falls. Nonstop service from Toronto to RSW with Air Canada and Westjet was still very appealing for attendees.
- A huge number of folks mentioned just returning (and very happy the weather was so much better this year). And more are coming between now and the end of April – most using condos.
- Had one gentleman stop by the booth to tell me he had chatted with me last year (mentioned I was blonder then) and as a result of our conversation he ended up staying at the Fairfield Inn for three nights (one of the properties that provided packages for the show last year) with his family. They really enjoyed their visit and are planning a return trip.
- One couple had just come back from a week staying at DiamondHead and just loved it.
- Another gentleman said that he and his family have been visiting Sanibel every year for the past 23 years (have stayed at a variety of places including Ocean’s Reach and Sandalfoot Condos).
- Another lady who recently stayed on Sanibel said they had stumbled across the Sunset Grill (on their way to someplace else) and enjoyed it so much they came back for the next two nights as well.

- Attendees mentioned the following properties - either had just stayed or are booked to go: Crowne Plaza, South Seas, Lover's Key, Homewood Suites Bell Tower, Country Inn & Suites Sanibel, Hyatt Regency and Sanibel Harbour.

Trends

- The favorable exchange rate and deals to be had in real estate are definitely favorably impacting visitation to our area from this market.

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S A L E S R E P O R T

_____ Sales Calls / Tvl Agents	_____ X _____	_____ Consumer	_____ International
_____ Meeting Planners	_____	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____	_____ SMERF	_____ Education/Seminars

Name of Event: **AAA Marketplace**
Dates of Event: **March 4 – 6, 2011**
Event Location (City & State): **Foxborough, MA**
VCB Representative at Event: **Chris White, Florida Travel Marketing, nc**

Show Attendance Estimate: 18,000 Amount of Visitor Guides Distributed: 1216
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: _____

Objective

- AAA Marketplace gives us the opportunity to promote our area in the key New England market by distributing our collateral materials, answering questions and assisting attendees with their vacation planning.

Leads / Prospects

- Several AAA personnel from various offices took reorder cards to get our materials for their offices. Had no materials left at the end of the show.

Comments

- Again this year the show was extremely busy all three days with attendance up about 18% in the first two days alone. Attendees come from all over New England including Boston, Rhode Island, Cape Cod, Connecticut and New Hampshire.
- Many of the attendees were very familiar with our area. Some have been visiting for many years. Others had heard good things about the area and wanted more information.
- A number of people had visited over the past few months and many others have plans to visit over the next several weeks and beyond. Many for spring break, others for spring training and many to get a break from winter.
- Some families were also planning for spring break but had not made reservations and were finding it hard now to find airline seats
- Properties mentioned included: Pointe Estero, Outrigger, Pink Shell, Holiday Inn FMB, Sundial, South Seas Resort, Diamondhead, Sanibel Inn and Sanibel Harbour.
- Some of the attendees looking for reservations were referred to the reservation stations of both AAA and Travel Impressions who were booking people right at the show and who had long lines on all three days. All of the reservation stations including Cruise lines, Disney and Universal Vacations along with the wholesalers were all offering show specials if you booked on the spot. Sales were reported to be up over 10%.
- Had a number of couples interested in destination weddings and many others interested in Red Sox Packages, many already making plans for 2012.
- Had a number of questions about the effects from the oil spill, and many comments about the cold weather in Florida the past two winters.
- Had many of the attendees looking at us for show specials and special rates. This is something for us to look at for next year. Or have some discounts worked out with AAA or Travel Impressions to make an even bigger impact.
- As in every year we ran out of material early even though we increase the shipment every year

Trends

- Judging from the increased attendance and the long lines at all the reservation stations (some people waited more than two hours to take advantage of the show specials) business for 2011 and beyond is looking much better. Talking to other exhibitors, all market segments were being booked in greater numbers including Cruises, Europe, Asia, The Caribbean, Mexico and within the US.
- AAA also reported that despite reports that more people were booking their own travel, their bookings and sales were up.

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SALES REPORT

_____ Sales Calls / Tvl Agents	_____ x _____	_____ Consumer	_____ International
_____ Meeting Planners	_____	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____	_____ SMERF	_____ Education/Seminars

Name of Event: **Milwaukee Journal Sentinel Sport Show**
 Dates of Event: **March 9-13, 2011**
 Event Location (City & State): **Milwaukee, WI**
 VCB Representative at Event: **Shelley Crant, Florida Travel Marketing, Inc**

Show Attendance Estimate: 100,000+ Amount of Visitor Guides Distributed: 1,520
 Would You Recommend Next Year: Yes
 Additional Lee County Properties Attending: Brochure Co-op participants listed below.

Objective

- The Milwaukee Journal Sentinel Sports Show offers us the opportunity to promote our area in this key Midwest target market by distributing our collateral materials, answering questions about the area and helping attendees with their vacation planning.

Leads / Prospects

- Veterinary owners group – spoke with representative last year at the show and she came by again and said they had decided to have their annual meeting for January/February 2012 in our area. Will contact us for RFP in May or June. Small group (22) – 12 rooms – 4 nights.
- Another exhibitor came by wanting to arrange the “honeymoon we never had” to surprise his wife. Looking for high-end and two weeks. Provided materials and referred to website for romance packages. After he and his wife have their honeymoon trip, he wants to bring the family back for another vacation. Looking at May/April – possibly this year..

Comments

- Great show – as usual. Attendance was very strong.
- There was a lot of interest in our area. A lot of comments – “our favorite place” “we had our honeymoon there” “we visit every year” “been coming down since 1972” etc.
- Lonely Planet guide very well received. Had a number of comments generated by our display “hey – there’s an app for that”! Shipped the same amount of guides that we used in previous years (when we did not have the RV) and ran out by noon on Saturday.
- Lots of folks coming in the next few weeks and through April. Most had accommodations arranged already (quite a few staying with family and friends) – but a few were still looking. Referred them to the website and booking engine. Also had several inquiries for honeymoon (and anniversary) information.
- Along with our own materials, information was also distributed for the following brochure co-op participants: Casa Ybel, Sanibel Arms West, Sanibel Moorings, Outrigger, Pink Shell, Tween Waters, Sunstream, Cooper Hotels and Miromar Outlets.
- Again, a lot of questions about fishing – best months, fishing guides and charters, type of fish etc.
- Had one couple stop by with their family (3 kids) and say that after they talked with me at last year’s show – they have decided to visit this summer and are booked for a week at the Pink Shell in August.
- Another couple said that after our chat last year, they came down for a visit this past June (stayed at a property off of 41 but couldn’t remember the name) and had so much fun that they considered it “their best trip ever” and they are planning a return trip for this summer.
- A few questions about impact of oil in the area. A lot of questions about real estate.

- Various attendees mentioned either having stayed at or were booked to stay at Ocean's Reach (every year for the past 35 years), Sandalfoot Condos, Red Coconut, Beachview Cottages, Castaways (every November), Holiday Inn Sanibel, Outrigger, Casa Ybel, Neptune Inn, South Seas, Lighthouse Beach Resort, Pink Shell, Sanibel Harbour, Lani Kai, Upriver Campground, Jensen's on the Gulf (for last 20 years), Smuggler's Cove (last 8 years), Edison House, Outrigger, DiamondHead, Lover's Key, Sea Shells Condo and La Quinta Sanibel Gateway.

Trends

- Crowd was very upbeat and optimistic. A few comments on the increasing oil prices but nothing that indicated a curtailment in travel.

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SALES REPORT

_____ Sales Calls / Tvl Agents _____ x Consumer _____ International
_____ Meeting Planners _____ Tour Operator _____ RV / Motor Coach
_____ FAMs / Site Inspection _____ SMERF _____ Education/Seminars

Name of Event: **Canoecopia**
Dates of Event: **March 11-13, 2011**
Event Location (City & State): **Madison, WI**
VCB Representative at Event: **Linda White, FL Travel Marketing Inc.**

Show Attendance Estimate: 22,000 Amount of Visitor Guides Distributed: 425 + 220 green
Would You Recommend Next Year: yes
Additional Lee County Properties Attending: n/a

Objective

- Many of the people visiting Canoecopia are familiar with the Fort Myers/Sanibel area and Calusa Blueway. This show gives us the opportunity to answer specific questions for them about paddling, accommodations and other things to see and do.
- For the ones who are not as familiar or who ask "where are you located?" this show gives us the chance to talk one-on-one with them, to answer their questions and also direct them to the website.

Consumer Prospects

- Talked with a group of 8 paddlers coming down in May and needed accommodations. They had never been to the Fort Myers area before but had been told about Calusa Blueway.
- Two couples were looking for month long accommodations for next January or February. I pointed out in the VG how to determine a house/condo and also suggested they visit the website for more details.
- A family going down in May with small children had heard how nice the beaches and water was (especially for small children) and were looking for accommodations. They thought a cottage would fit their needs and hoped to find one on the beach. I showed them how to find this information and also referred them to the website.
- Another family was going down in October for 3 days to Disney but had 4 more days and wanted to go to the beach. They had thought about Clearwater Beach, but after our lengthy conversation they will look into Fort Myers area.
- One couple who has never been to Florida and are planning a trip for November had been told about the Fort Myers area. They were interested in accommodations on the beach and things to do and see while there. I helped them with the VG and referred them to the website.

Comments

- One man said he had paddled a lot of the Florida waterways and liked the Fort Myers/Sanibel area best. He said the Calusa Blueway materials were by far the most detailed and helpful he had seen.
- Spoke with a lot of people who were planning a trip to the Fort Myers/Sanibel area over the next couple of months. Many had their accommodations but wanted to know what there was to do outside of paddling and the beaches. I showed them the different sections in the Visitor Guide about other activities to see and do and the nature related areas also referred them to the website for more information.
- A couple had picked up the Visitor Guide at the show last year and thought it was the best guidebook available. They spent 2 weeks last year after reviewing all the things in the VG.

- One person said he had been on a waiting list since October to get into Periwinkle Park. He had stayed there before and the people were so nice he wanted to return. Finally got a call last week they had a cancellation and he was getting a site.
- I talked with another person who was trying to trade an RCI time share to get on Sanibel or Fort Myers Beach. He had been trying for 2 years and was quite irate that he could not get there. Wanted to know what was so special about the area for it to be so hard to get his time share. I told him all about the area but nothing I said to him made him happy.
- I had 8 people download the app from the flyer on the table.
- There were a lot of questions about "gators and how safe it is to paddle in the waters they are in", "will we see manatees or dolphins", "will we get lost in such a large area", "where can we camp". I showed them how detailed the maps were for trails and points of interest (Manatee Park and camping) and told them gators will dive when they see paddlers (and that most of the trail is in salt water where they are unlikely to encounter gators). Other people standing around as some of these questions were asked jumped in and helped from their experiences.
- Several people were surprised and impressed to see the Visitor Guide published by Lonely Planet.
- Places people mentioned staying were Estero Beach Club, Pink Shell Resort, Periwinkle Cottages, Lover's Key Resort.

Trends

- The people in this area are sick and tired of the cold and snow and want to go somewhere warm. With this being an outdoor show and Fort Myers catering to this type of visitor, they were very receptive to our materials and any assistance available in planning a getaway.

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SALES REPORT

Sales Calls / Tvl Agents	x	Consumer	International
Meeting Planners		Tour Operator	RV / Motor Coach
FAMs / Site Inspection		SMERF	Education/Seminars

Name of Event: **Cleveland Outdoor Adventure Show**
 Dates of Event: **March 17-20, 2011**
 Event Location (City & State): **Cleveland, OH**
 VCB Representative at Event: **Shelley Crant, Florida Travel Marketing, Inc**

Show Attendance Estimate: 20,000 Amount of Visitor Guides Distributed: 760
 Would You Recommend Next Year: Yes
 Additional Lee County Properties Attending:

Objective

- The Cleveland Outdoor Adventure Show offers us the opportunity to promote our area in this key Midwest target market by distributing our collateral materials, answering questions about the area and helping attendees with their vacation planning.

Leads / Prospects

- Bill Hilts, Jr – freelancer – Outdoor Writers of America Association board member – Bill was at the show working with a CVB from his area in upstate NY, but I have been pitching ideas for articles about our area with him for the past couple of years at the annual OWAA conference. He will be contacting for assistance – has decided to try a schedule a trip for fall 2011.
- Destination wedding lead – another exhibitor who is also a wedding planner – is planning her own event and wants a small beach wedding. Discussed possibilities and forwarded various links for her to review.
- One couple was looking for a Florida destination for July. Were not familiar with our area. Liked the nonstop air service available to the area and we talked a bit and they are planning a trip down now.
- Another family was looking for a place for two weeks from now and had not made up their minds. Very interested in materials. Referred to website and booking engine.

Comments

- Ended up being an excellent show. Thursday was totally dead (61 degrees outside and St. Patty's Day in a town that really celebrates the holiday) and Friday did not pick up until evening, but Saturday and Sunday were very busy. Lots of interests.
- Lots of folks had either just returned or were had a visit scheduled – next few weeks, summer and fall as well.
- One lady was very excited about her upcoming trip (April 17) to the Outrigger. Has never visited before and it is her spring break trip arranged by her sister.
- Attendees mentioned having stayed at or planning to visit the following properties: Holiday Inn Sanibel (visiting over July 4th), Signal Inn, Beachview (visited last summer and returning this year as well), Sanibel Inn, South Seas, Casa Playa (had just returned – first visit to the area – loved everything), Pink Shell (every year for the past 40 years), Boca Grande Beach Club (every summer with all the family – lots of fishing), Mitchell's Sandcastles (every year - and they always have their final dinner at the Bubble Room), Surf Rider Beach Club, Ebb Tide RV Park (every year – stay a month – just back and booked again for next year), Casa Ybel (32 years now – trailers boat down and fishes over Christmas), Lani Kai, Lovers Key Resort (every Christmas week), Sanibel Harbour and West Wind Inn.

Trends

- Crowd was very upbeat and optimistic. A few comments on the increasing oil prices but nothing that indicated a curtailment in travel.

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SALES REPORT

_____ Sales Calls / Tvl Agents	_____ X _____	Consumer	_____ International
_____ Meeting Planners	_____ _____	Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ _____	SMERF	_____ Education/Seminars

Name of Event: **Outdoor Sports, Lake & Cabin Show**
Dates of Event: **March 18 – 20, 2011**
Event Location (City & State): **Fort Wayne, IN**
VCB Representative at Event: **Chris White, Florida Travel Marketing, Inc**

Show Attendance Estimate: 8000 Amount of Visitor Guides Distributed: 800
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: _____

Objective

- The Outdoor Sports, Lake & Cabin Show gave us the opportunity to promote our area in the important Northern Indiana market by distributing our collateral materials and answering questions about our area.

Leads / Prospects

- N/A

Comments

- This was the second year for this show which combines travel along with outdoor sports, cabins and log homes. Many of the sport exhibitors were kayak and canoe vendors which brought us many attendees interested in the Calusa Blueway.
- Attendees came from Northern Indiana and also from Southern Illinois and Western Ohio.
- Many of the attendees were very familiar with our area, some had recently returned while others have plans to visit in the next several months. Had several people still looking to travel for spring break and had no reservations, advised them to check our web site.
- Other attendees had never visited our area but had heard good things and wanted more information.
- Properties mentioned included: Smugglers Cove, Sundial, Lovers Key Resort, Outrigger, Holiday Inn – Sanibel, Tween Waters, Casa Ybel and West Wind Inn.
- Had a lot of interest in both the Calusa Blueway and the Key West Express.
- Spoke to several couples concerning destination weddings some planning for this year and others for 2012.
- Still getting a lot of questions about any effects from the oil spill.
- Unfortunately the weather hurt attendance this year as Fort Wayne had their first good weekend in months with sunshine and temperatures in the 60's. Estimated attendance was down 50%.
- Still recommend that we do this show next year and we remain one of the top Florida destinations in this market.

Trends

- There seems to be both a lot more optimism and also demand for travel in general with people seeming to be looking further ahead. Had several people looking for vacation plans for 2012 at this show.

SALES REPORT

_____ Sales Calls / Tvl Agents	_____ Consumer	_____ International
<u> x </u> Meeting Planners	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ SMERF	_____ Education/Seminars

Name of Event: **No. Central Florida Meeting Planner Expo**
Dates of Event: **March 1, 2011**
Event Location (City & State): **Gainesville, FL**
VCB Representative at Event: **Kimball Mathews**

Show Attendance Estimate: 200 Lonely Planet Travel Guides Distributed: 20
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: _____

Objective

- Increase & raise awareness for our destination
- Generate leads resulting in booked business for our area

Leads / Prospects

- **UF/IFAS Office of Conferences & Institutes**, Jhanna Gilbert, 350+, peak at 275 all times during the year
- **UF – Natural Resources Research Leadership**, Candace Kaswinkel, Nov/Dec 2011
- **UF – Colleger of Health & Human Performance**, Shari Mack, Dean of College's Advisory Council Meeting in other colleges around Florida, 100+ in attendance
- **UF/IFAS Office of Conference & Institutes**, Beth Miller-Tipton, EPI retreats

Comments

- Instead of having a tradeshow where the planners are like cattle going through the exhibit hall, this was a totally different program with one-on-one appointments with planners in booths and we would meet with them for 6 minutes. Even though this was different and there was a lot of complaining because of the no-show factor, I explained that the planner had nothing invested (free for them) and so they possibly left to get lunch (finger sandwiches, and a cup of marinara sauce, I guess – was served-really). I explained that the way Florida Encounter started was like this and it was learned that the planners who had a little money invested would actually show up.
- Good show, because I found out (from the planners I met) who is actually interested in our destination, and was finally able to meet with planners whom I had only heard of before, which was great!

Trends

- Meetings will be on a smaller scale and less extravagant in 2011/12
- Companies are doing more cost analysis and better sourcing to find the most cost-effective locations and venues available to still make every gathering possible and effective.

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 SALES REPORT

<input type="checkbox"/> Sales Calls / Tvl Agents	<input type="checkbox"/> Consumer	<input type="checkbox"/> International
<input checked="" type="checkbox"/> Meeting Planners	<input type="checkbox"/> Tour Operator	<input type="checkbox"/> RV / Motor Coach
<input type="checkbox"/> FAMs / Site Inspection	<input type="checkbox"/> SMERF	<input type="checkbox"/> Education/Seminars

Name of Event: **New York Society of Association Executives (NYSAE) Theater Event**
 Dates of Event: **March 2-3, 2011**
 Event Location (City & State): **New York, NY**
 VCB Representative at Event: **Liz Dane**

Show Attendance Estimate: 229 Amount of Visitor Guides Distributed: 10
 Would You Recommend Next Year: yes Additional Lee County Properties Attending: Sanibel Harbour Marriott (attended w/ Marriott national sales office)

Objective

- We have participated in this event since its inception. Our goal is to increase our visibility in the New York Market by participating in networking events with NY clients.

Leads / Prospects

- Engineering Conferences Intl- Barbara Hickernell, CAE- 2011 at Naples Beach /Golf Club- Aviation Week- Jennifer Roberts (Mcgraw Hill) - Some meetings are 75-300. They also have a 3000pp meeting that has used Miami.
- The Association of Junior Leagues International- Dee Brinkley 150 meeting
- Renal Research Institute- Ingrid Adelsberger, CMP- Jan 2012 in St. Pete
- Meeting Alliance- John Huffman
- IEEE -Gayle Weissman- Suggested that I research IEEE chapter chairs
- HSME
- NAPSAC-Jerry Thiers- has booked South Seas in the past and looking at Phoenix in 12 and New Orleans for 14.
- United States Tennis Association-Nellie Nevarez- Interested in Florida and familiar with Sanibel Harbour.

Comments

- This is the second year that NYSAE has hosted this event. It was started by the supplier members of NYSAE who wanted a networking event that allows planners to interact with suppliers. The evening culminated in the guests walking over to the theater.
- The event starts with an educational component in the early afternoon. This year they could not find a hotel that would host it so they held the educational sessions in the basement of the Hard Rock! Not an ideal meeting location.
- The reception was held in the main part of the Hard Rock with cocktail table highboys through out the space. This served as a mini trade show for the clients. We were located on the second level next to Visit St. Petersburg/Clearwater CVB.

Trends

- I attended the breakout sessions that were focused on utilizing social networking to enhance your business.
- The discussion was about that web sites need to be optimized for PDA's. Is our website optimized for mobile phones?

- 40% of people obtain information via their phones verses their computers
- Technology has become a form of purchased obsolescence due to the rapidly changing technology that is impossible to keep up with.
- The second breakout was moderated by an industry lawyer who cautioned about social media from the perspective of the law.

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SALES REPORT

_____ Sales Calls / Tvl Agents	_____ Consumer	_____ International
<u> x </u> Meeting Planners	_____ Tour Operator	_____ RV / Motor Coach
_____ FAMs / Site Inspection	_____ SMERF	_____ Education/Seminars

Name of Event: **TSAE Power Luncheon 2011**
 Dates of Event: **March 16, 2011**
 Event Location (City & State): **Tallahassee, FL**
 VCB Representative at Event: **Kimball Mathews**

Show Attendance Estimate: 105 Lonely Planet Guides Distributed: 65
 Would You Recommend Next Year: Yes
 Additional Lee County Properties Attending: Hyatt Coconut Point Resort & Spa, DiamondHead Beach Resort & Spa, Crowne Plaza, Sanibel Harbour Marriot Resort & Spa

Objective

- Increase awareness for our destination during the tradeshow portion & luncheon
- Generate new leads that will result in booked business for our area

Leads / Prospects

- **Florida Institute of Certified Public Accountants**, Stephanie Thomas, CMP, fall 2011, 20 ppl, board meeting
- **Florida Retail Federation**, Sherry Whitney, Annual Meeting Oct. 2012
- **Conference Direct**, Christine Poole, CMP

Comments

- Our regional tradeshow and luncheon continues to be a strong draw for the association executives and meeting planners in and around the Tallahassee area.
- "Creating & Implementing Bold Ideas", Rebecca Cantley, managing editor, Tallahassee Democrat. Rebecca gave a talk about how the Democrat was the first of the Gannet Newspapers to begin charging for online access for the Democrat and the repercussions as a result. Very informative talk and kept us all listening! She took questions from the audience and I especially liked the one about proofing and grammar. Karen Thurston-Chavez, TSAE President, when thanking her ~ mentioned that she was very brave!!
- The comradarie with our group is very well received and some of the comments made to me were 'thank you for not giving a speech about the square footage of the properties' and 'ya'll always make everything so much fun and there's a lot of laughter.'
- CMC & Associates, Fred Crawford, with whom I met with in January to remind him about our 5% Islands Incentive, confirmed the meeting that has an estimated economic impact of \$270,000.00
- Met with Sherry Whitney to push more for her October 2012 Annual meeting. As a result, Scott Dick, FI Retail Fed and a lobbyist, will be doing a site @ Hyatt Coconut Point on April 15-17, 2011
- The sponsors who continue to support Lee County in our tri-county area are: Charlotte Harbor Event & Conf. Center; Charlotte Harbor Visitors Bureau; Naples, Marco Island & Everglades CVB; Greenlinks Golf Resort & Conference Center in Naples

Trends

- Companies are reinvesting in meetings
- 20% to 30% reduction in lead time

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SALES REPORT

<u> </u> Sales Calls / Tvl Agents	<u> </u> Consumer	<u> </u> International
<u> X </u> Meeting Planners	<u> </u> Tour Operator	<u> </u> RV / Motor Coach
<u> </u> FAMs / Site Inspection	<u> </u> SMERF	<u> </u> Education/Seminars

Name of Event: **ConferenceDirect Annual Partner Meeting**
 Dates of Event: **March 28 - 30, 2011**
 Event Location (City & State): **Washington, DC**
 VCB Representative at Event: **Jerry Terp**

Show Attendance Estimate: 800 Amount of Visitor Guides Distributed: N/A
 Would You Recommend Next Year: Yes Additional Lee County Properties Attending: N/A

Objective

- To meet with ConferenceDirect Associates one on one and increase awareness of Lee County as a viable meeting destination and produce future group business leads and definite group bookings.
- To promote the services and benefits of working with the VCB when sourcing our destination for their clients.
- To inform the associates that our VCB is well trained on Cvent to respond to and forward leads.

Leads / Prospects

- CD Associate: LaDonna Pettit (Houston, TX) She works with a few associations that would consider our destination. She will speak to her clients about our destination and will work with VCB.
- CD Associate: Ron Puglishi (Austin, TX) One of his accounts plans several meetings. Client name = Covidien. He has sourced our destination in the past but has not worked with the VCB. He will be adding our destination to his CVENT list.
- CD Associate: Andy Croak, (St. Louis) His business has grown this year and has groups that will consider our destination. He will work with VCB via CVENT.
- CD Associate: Henry Richards (Desoto, TX); has a possible Incentive group. NOY=summer 2012. I am to call in September 2011 for updates and RFP. Group is 125 Peak night. Needs lower rate.
- CD Associate: Karen Pena, (League City, TX); she uses FL for several clients, she works with gas/oil companies, Pharma, and Incentive Retreats. She loves working with CVB and will present our destination as option in the future. She wants me to stay in touch. Suggests that we do quarterly updates to the CD Associates.
- CD Associate: Carolyn Van Way, (Lafayette, CO) Works with two clients that like high end properties. She is waiting for 2012 dates from her clients. She will present our destination to client as an option.
- CD Associate: Carla Aho (Birmingham, MI) Incentive group for May 2013. Will source this in July 2011. I will follow up with her then. Group name is UTS
- CD Associate: Michelle Mayfield Gentzen (Tulsa, OK) Possible Government Group for January 2013 that needs the government rates. Peak 100 rooms, 3 day meeting. They only consider Gulf Coast States/destinations. She will be sourcing this group in fall 2011.
- CD Associate: Kelly Newlon (Bedford, TX); has contacted Candice Cocco for a Jewish Group. Looking at Crowne Plaza
- CD Associate: Bethanne Doud (Southgate, KY) Has a Corp Incentive group that is considering March 2012 – 15 rooms per night for 4 nights. Will source this in fall 2011. She will use VCB

Comments

- This conference was done well, but yet different from the HelmsBriscoe Partner Meeting. The reverse trade show is very good and effective. I met with 30+ CD Associates on a one to one basis over one day during the Partner Fair times. I gave our 2010 fact sheet to each person met.
- The Partner Fair portion of the meeting was well organized. The CD Associates were put in regions: Central (IL, MI, MN, WI & MO), Eastern (DC, MD, NY, NJ, & PA), Western (NM, CO, CA, ID, OK, UT, & WA), Southern (GA, SC, FL, NC, TN, TX, & LA), & International (Canada, Mexico, & UK). They had approximately 160+ CD Associates that participated in the reverse Trade Show. There were also new associates that were not allowed for their first year, they had training sessions during the tradeshow. I HIGHLY recommend doing this again next year. The associates love that our VCB is Cvent trained.
- This Meeting was themed "Meetings Matter" The importance of our industry and the economic impact on the economy.
- CD Booking information:
 - Over 325 associates
 - Over 2.5 million room nights per year
 - \$416 Million in room revenue per year
 - Over 1,100 customers
 - CD Business is 48% Association and 52% Corporate/SMERF
- There were a total of approximately 800 people in attendance, including approximately 125 CD associates, and the remainder CVBs & Hotels. Very supplier heavy event. Marriott, Hilton & Hyatt were the largest sponsors of this conference.
- I will be doing follow up letters etc. and add potential clients to SV
- I think we should consider some event sponsorship opportunities with ConferenceDirect for future business and to continue to build a better relationship.
- NOTE: Next Annual Meeting will be in April 29 – May 3, 2012 in Orlando at the Peabody hotel.

Trends

- The trend at this meeting was focused on Relationships and economy
- CD Associates continue do most of their leads via CVENT.

WASHINGTON OFFICE REPORT

March 2011

Leads/Prospects

- Federal Mediation & Conciliation Services- Partnership meeting- 4/19-4/21/11 15 rooms on peak – 30 room nights- Inland hotels
- Master Pools Guild/Rick Eisenmen & Assoc- client requested South Seas only- 3/5-3/10/12- 160 rooms on peak /360 room nights
- Site Services & Select/Northridge Corp-108 room nights – July/August 2011
- American Telecommunications Industry Solutions 2011 PTSC/PRQC meeting 10/31-11/3/11- 132 Room nights-Inland hotels that can meet rate/requirements
- Single Ply Roofing Assn-
- Consero 2012 Multi Forums – multi meetings ranging from 50-200 on peak- sent to 3 largest hotels requested by client.
- Seventh Day Adventist/IMN Solutions- Presidents Retreat- 110 room nights 2/6-9/12. Lead sent to inland hotels.
- American Sugarbeet Growers- 1/29-2/4/2014 220 rooms on peak/1128 room nights- client requested 3 largest hotels due to meeting space requests.
- North American Division-Seventh Day Adventists/IMN Solutions 2/6-2/9/12 40 rooms on peak/120 room nights- lead sent to inland hotels- rate restrictive
- North Ridge Securities Company/Site Search & Select-7/7-7/10/11-36 rooms on peak/108 room nights- lead went to beach properties

Destination Showcase Leads/Prospects

- Sharon Campbell, National Hospice & Palliative Care- recvd RFP and sent out via simpleview Board Mtg 65 rooms peak
- NASW ASSURANCE SERVICES- Joelle Ward, ConferenceDirect has lead to send to me 25 rooms Dec 2011
- Aletha Fauntelroy-Assoc. of Academic Health Centers – lead sent via simpleview- 13 Rooms /Board meeting 2011
- Hunter Clemmons- Assn Mgmt Group- looking for meeting that requires 2 18 hole courses near
- Environmental Bankers Assoc- Wants to rebook for 2015 at Sanibel Harbour

Definite Business

- American Public Transit Association- BMBG Mtg 1/21-1/25/13- **267** Room Nights- Hyatt Regency Coconut Point
- Gomez- Seeley Wedding Room Block- 6/21-27/11- **35** room nights- Holiday Inn Towne Center

Lost Business

- Master Pools Guild/Rick Eisenmen & Assoc- client requested South Seas only- 3/5-3/10/12- 160 rooms on peak /360 room nights - dates not available
- American Telecommunications Industry Solutions 2011 PTSC/PRQC meeting 10/31-11/3/11-132 Room nights- lost to San Diego

Sales Calls - Washington, DC

Co-hosted Luncheon with San Antonio CVB/Atlantic City CVB & Lee County VCB at Smith & Wollensky

Guests at Luncheon - Tamara Gayden- National Medical Assn, Allene David- Direct Selling Assn, Donna Johnson-Courtesy Associates, Melinda Colon- American Assn of Colleges of Pharmacies

- Aviation Supplies Association-Stephanie 3/21- Sales call
- DMAI- Lunch w/ Paul Griffin- Director of Meetings 3/21
- Coffee w/ Bret Sterenson- Hotel Lobbyists 3/21
- Breakfast w/ Crystal Atkisson & Charles Sublett- National Foundation for Women Legislators 3/22
- Fund For American Studies- Jane Mack- 3/22- Sales Call
- Valve Manufacturers Assn- Angela Hingston Oliver -3/23- Sales Call
- Alliance for Telecommunications Industry Solutions -Madelyn Foxworthy 3/28/11- Sales Call
- Natl Assn of Independent Colleges & Universities- Deborah Riley- 3/28- Sales Call
- American Sugarbeet Assn-Brianne Blevins-3/28- Lunch
- National Education Assn- Toshi Okochi- 3/28- Dinner
- Council of Chief State School Officers- Krista Freer 3/30- Sales Call
- International Foodservice Distributors Ass- Kathy Devey- Lunch
- Airports Consultants Council – Sharon Brown- Sales Call 3/30

New York Calls & NYSAE Client Theater Event

- Gramercy Partners/NY Sailing Assn -Lauretta J. Bruno 3/3/11
- Meet NY Client/Theater Guests: Beth Searls- Furnished Quarters, Brittany Thomez- Brown Printing, Shari Horowitz & Guest- AARP Media Sales

Washington, DC – National Council on Higher Education Meeting Planners- Sponsored Luncheon in

Attendees

Brinda Albert – American Council on Education	Chanel Eatmon - Association of American Medical Colleges
Debra Louallen-Cole	Susan Smee- American Association of University Professors
Hadja Bangura- Center for Institutional and International Initiative	Ronna Eddington- Higher Education for Development
Stephanie Marshall- American Council on Education	Trenny Stephens- American Council on Education
Allison Blackburn - Council of Independent Colleges	Delinda Frazier - American Association of Community Colleges
Shaina Posternock- Association of American Medical Colleges	Jodi Van Woerkon
Marlie Brill - American Council on Education	Sherita Jackson
Alexa Choe- Association of American Medical Colleges	Le'Onarda Wilson- American Council on Education
Leslie Rogers- Council of Independent Colleges	

Travel

- 3/2-3/3/11- NYSAE Meet New York Client Event

Monthly Meetings & Events

- 3/8/11- AMPS Monthly Meeting
- 3/15/11- PMPI /Member Recognition Committee Conference Call
- 3/23- Philadelphia PCMA Sponsorship Committee Conference Call
- 3/23/11- Joint committee Meeting w/ PCMA Professional Development Committee @ National Association of Counties offices
- 3/29/11- PMPI Member Recognition Committee Conference Call

Upcoming Events

- Visit Florida Cooking Event/Luncheon 4/5/11
- Visit Florida Luncheon in NYC 4/6/11
- 4/18/11- CVB Reps Mtg
- 4/20/11- PCMA Board Meeting
- 4/28/11 Springtime in the Park – Hyatt Hotels networking party following Trade Show

Administrative

- Arranged northeast sales appointments for representatives from South Seas Resort and Sanibel Harbour Marriott
- Arranged luncheon for NCHE 3/17

MEETINGS & GROUPS REPORT

Midwest Office March 2011

Leads

- Wolters Kluwer Health – 2011 P&E Sales Meeting (140 peak/564 total room nights)
- Zimmer Spine – 2012 National Sales Meeting (350 pk/1461 ttl rm nts)
- College of American Pathologists - 2012 Leadership and Council on Scientific Affairs (48 pk/116 ttl rm nts)
- American Office Products – 2012 Annual Distributors Meeting (135 peak/528 total room nights)
- Creative Memories – 2012 Leadership Conference (305 peak/1045 ttl room nights)
- Creative Memories – 2012 Incentive Trip (125 peak/375 total room nights)
- Chain Drug Marketing Assn – 2012 CDMA Expo (160 peak/537 total room nights)
- NACM Heartland – 2012 Ag and Turf & Ornamental as well as Grain Feed & Livestock Mtg (45 pk/115 ttl rm nts)
- GE Capital Americas – 2012 Leadership Meeting (250 or 450 on peak/ 650 or 1,100 ttl rm nts) group may do small or large meeting and depends on what hotels propose.
- National Funeral Directors Assn – 2012 NFDA Professional Women's Conference (58 peak/160 total room nights)
- Remarkable Travel Group – Cheney Carpet Incentive (80 peak/560 total room nights)

Prospects

- Working on several prospects from all of the March travel events

Definite Business

- National Funeral Directors Assn – 2012 NFDA Professional Women's Conference (58 pk/160 ttl rm nts)

Lost Business

- College of American Pathologists – 2012 IRC Meeting (35 rm nts) They are going with Naples Beach Hotel & Golf Club
- AON – 2011 TA Conference (80 rm nts) decided on Harbor Beach Resort in Ft. Lauderdale
- Academy of General Dentistry – 2011 AGD Practice Mgmt Symposium (175 peak/425 total room nights) Group has decided to pursue Las Vegas as the attendees are young and want more entertainment options.

Sales Calls

- 3/9/11: Dinner/presentation to Mara Davis, Sr. Meetings Specialist – Alzheimer's Assn
- 3/10/11: Liz & Christy with Assn Forum of Chicagoland – Discussed how to further our membership
- 3/10/11: Sales call with Robert Deluca – ConferenceDirect
- 3/10/11: Meeting with Greg Fine – Association for Corporate Growth
- 3/11/11: SmithBucklin Presentation at Sheraton Chicago

- 3/22/11: Chris Kirbabas, Mtg Planner – American Massage Therapy Assn

Monthly Meetings

- 3/16: MPI MN – St. Paul Crowne Plaza

Monthly Activities

- 2/28-3/4: CESSE – Ft Myers (Also Client Dinner during conference) 3/1/11: Client Dinner for CESSE CEO's at Jacaranda Restaurant on Sanibel. (24 clients/guests)
- 3/9-11: Chicago Sales calls & SmithBucklin Breakfast
- 3/21-25 – Chicago Visit FL Client event and "East Meets West" client events
- 3/28-30 – Washington, DC attend ConferenceDirect Annual Partner's Meeting

Administrative

- Setting up Sales Calls in Minneapolis/Chicago
- Ongoing: contacting previous clients to let them know of my new position
- Ongoing: Working on Simpleview daily traces
- Ongoing - Updating and adding accounts/clients to Simpleview
- Follow up to CME Prospects
- Follow up on HelmsBriscoe Annual Business Meeting Prospects
- Preparing for ConferenceDirect Annual Mtg in Washington, DC (March 28-31, 2011)
- Preparing for Two Chicago Trips in March
- Setting up Client events for Chicago March 7-9 & 22-24
- Following up on Greenfield Prospects
- Following up on FL Encounter Prospects
- Note: Several emails that are not sent via Simple View done monthly
- Sent out 150+ emails for East Meets West Client events email invitations.
- Shipping collateral etc for the trips in March & April
- Preparing for Affordable Meetings 4/12-14 in Chicago
- Follow up on two Chicago trips for month of March
- Follow up on leads that are tentative

Upcoming Events

- HSMIA Affordable Meetings Midwest – Chicago (April 12-14)
- Destinations Showcase – Chicago (June 1-3)
- Assn Week – Chicago (June 13-15)

Summary of Traces in Simpleview

- Traces completed: 55+
- Emails completed: 23+150 follow up emails/invites from my outlook email.
- Notes added in SV: 7
- Site Inspections: 0

the beaches of
FORT MYERS  SANIBEL

**Monthly Report for
Germany, Austria & Switzerland
March 2011**

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Marketing

American Airlines event Eltville March 5, 2011

- Participated in an American Airlines VIP event in the Rhein area Rheingau.
- This event was co sponsored by the vineyards from this area and hosted several American Airlines VIP guests e.g. travel partners, corporations, meeting & incentive planers.
- Oliver Simon, American Airlines Manager Germany would like to do a co-op event with us in the late summer. We had spoken about this already in the fall of 2010. For this event we would invite our top tour operators and travel partners. Vera has successfully convinced the Hyatt International sales office to partner.

Public Relations

- VISIT USA Newsletter March 2011
- In the recent Visit USA Germany newsletter was a feature on our Lonely Planet deal. The article references the partnership of Lee County with Lonely Planet. According to the press release from Nancy we had translated.

Sales Summary of ITB Berlin Appointments

Hyatt Hotels

- Vera spoke to her about an upcoming DERTOUR fam trip in the fall to Hyatt hotels in Florida which will include the Hyatt Regency Coconut Point. Details to follow as soon as flights are booked by DERTOUR.

FTI Touristik

- Johannes would like to create a package with top travel agencies in the Dusseldorf area to support the Air Berlin flights. The deadline for the next winter brochure winter 2011/2012 is in April 2011.
- Silvia Moser from the FTI marketing department left a "menu" for possible co-op's with them in our new fiscal year. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Tom Dedek, Tom on Tour Magazine

- Tom Dedek will send a co-op marketing proposal for the new fiscal year. He suggested an online banner. Tom on tour will be featured in English soon. Any hotels in our area can be featured there, but must pay for this. Numbers and more detailed facts will be in our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Inga Kristin, Willy Scharnow Foundation

- After the very successful joint fam trip with Fort Myers/Sanibel and Visit St. Pete she was hoping we can repeat this fam October 2011. Vera explained that we would prefer to have a maximum of 10 agents rather than 16. Mrs. Kristin suggested doing a

raffle with us as featured destination on their webpage from December 1-24, 2011. This would include a questionnaire to 2,200 travel agencies. Inga suggested being part of the newsletter issued twice a month to 2200 travel agencies. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on.

Kathrin Mockenhaupt, Explorer Fernreisen

- Kathrin Mockenhaupt works mainly with the receptive Travalco. We have suggested including Harbor House Fort Myers Beach and the Tween Waters Inn into the new catalogue for 2012, which will come out in October/November 2011. She will send a co-op marketing offer before POW WOW.

Timo Kohlenberg, America Unlimited

- Timo suggested co-op marketing (package of 7 nights stay in our area) jointly with TRAVELZOO. This would involve costs of €7.000 He has also sent this proposal to Woody Peek. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Yvonne Schmidt, Neckermann

- Neckermann is the first German tour operator who has successfully picked up Tween Waters Inn into their program. Yvonne has also kindly added some additional information on our area besides the hotels to the new catalogue.
- Neckermann offers bookings for Key West Express out of Fort Myers Beach. Also they give detailed information for shopping at Miromar, Tanger and Coconut Point Mall.
- She asked for a possible added value for her prepackaged tours (one week or more). This could be e.g. a shopping voucher from Miromar. We have not contacted Jeff Staner about this yet, as we are not sure if we can do this with one mall partner only or should offer this to all and see who will want to be involved.

Hotelplan & Skytours

- They have added the West Wind Inn and Casa Ybel to their program. The new catalogues will be issued in December 2011. Any new hotel suggestions need to have rates to them by end of August 2011.
- They will issue a winter special which will be in the market by end of August. It will be a Florida only 16-page brochure. Isabel will send an offer to us. Please note this will be part of our ongoing fiscal year!

Delta Air Lines

- This meeting was about the upcoming fam trip to our area May 16-20, 2011. Mr. Menten from AEK is cosponsoring the 10 tickets for the travel agents. Total participants will be 13 including Peter Menten and Anette Rizzo from DELTA. Erick Garnica is working on the final itinerary.

Peter Spring, Edelweiss Air

- Peter is the Chief Commercial Officer and gave interesting insight on the company and possible flights to Florida and Fort Myers. Participants in this meeting were Bob Ball, Carol Obermeier, Brian Solis, Tamara Pigott, Woody Peek, and Vera Sommer.

Karin Buhse, CANUSA

- Vera gave a Harbor House brochure to Karin as CANUSA has always been a good partner with new hotels featured in the German market.
- For the marketing co-op 2011/2012 Karin suggested a co-op with the Florida Keys, Space Coast and us. We are waiting for Karin to send us a marketing proposal. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Heike Pleuter, Meiers Weltreisen

- Heike gave us a USB stick proposal for the new fiscal year co-op's. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Carmen Knieps & Nadine Rokahr, TUI Deutschland

- Nadine Rokahr from the marketing department explained several marketing co-op possibilities:
TUI fly in-flight entertainment and the tui.com Newsletter integration.
A link from TUI Facebook site to Lee County Facebook site, including integration with Lee County Facebook site in TUI Facebook friends news for one time.
She has sent us a detailed marketing proposal. This will be part of our co-op marketing suggestions for 2011/2012 which we are working on at the moment.

Setareh Zahir-fard, DERTOUR

- Setareh explained in detail about the DERTOUR academy to Woody Peek and Vera. In the mean time she has sent the proposal for the next available date in 2012. As per Woody this might be an opportunity for a Visit Florida event.
- For this year's academy in Sweden we can participate in round table presentations. 144 travel agents will visit the round tables on days 3 and 4 (November 26 and 27.12.2011 and November 30 and December 1, 2011). As this is in the new fiscal year, and we strongly recommend this it will be part of our co-op marketing proposal.
- DERTOUR is planning a big Florida event on July 7, 2011 in Cologne. Top travel agents will be invited to learn more about Florida - The Sunshine State in the evening. All attending partners get a booth and the location will be decorated in a relaxed beach/Florida atmosphere. We expect 100-130 travel agents on this evening.

Colette Ernst, KUONI Switzerland

- Colette had proposed a European wide marketing co-op with KUONI including Italy, Netherlands, France, Switzerland, etc.
- The funds she requested were in the range of CHF 6.000 – 10.000. In our meeting at ITB this year she suggested the same marketing approach.
- This will be part of our co-op marketing suggestions for 2011/2012.

Andreas Schulz VISTA POINT & Karl Teuschl GEO SAISON

- This meeting discussed the Florida travel guide book which VISTA POINT will publish for the Food chain ALDI. Aldi has signed up for production by December 2011. This means the travel guides will go into sales for Christmas time.
- We had originally signed up for this last year, but the production was postponed due to the oil spill.
- If we can deliver a high res picture from our area Andreas has offered to use this for the front page.

Ongoing

- Preparation and set up for following events:
- DELTA AIR LINES fam trip May 16-20, 2011
- POW WOW San Francisco May 2011

Fulfillment

February 2011

We fulfilled 85 information package requests by mail. The information packages included the German brochure, the area map, several hotel brochures and a small note with a polite reference to the request.

Requests for brochures came in via:

- Website: 70
- Florida Sun: /
- Email: 5
- Telephone: 3

the beaches of
FORT MYERS  SANIBEL

**March 2011
Marketing Report for
UK, Ireland & Scandinavia**

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- FLORIDAS BEACHES
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PUBLIC RELATIONS & PROMOTIONS

- BA MEDIA
- TUNE TRIBE – VALENTINES PROMOTION

OTHER ACTIVITIES

- Pow Wow
- Trade and Consumer Visits

Osprey Travel

- Met with Ann Morgan and Maureen. Osprey Travel specialise in high end holiday villas with private boats in the Cape Coral area.
- After a very busy start to the year, bookings have started to slow down. Discussed possible press & promotional opportunities which Ann and Maureen are very keen to work with us on.
- Requested room night figures; they will be getting back with numbers.

BA Holidays PR

- Met with Tracy Long, head of PR and discussed opportunities. Tracy is going to assist with individual press trips.

BA Holidays Product & Marketing

- Jo, Woody and Pamela visited the BA Holidays head quarters near Gatwick and met with Kathryn Brownrigg and Gemma Pascal (FLA Product) and Promotions manager, Anna Prim.
- Bookings to the US are up 25%. Average stay in FM-6 nights San/Cap-5.
- New daily Tampa service starts April.
- Hyatt, Pink Shell, South Seas all doing particularly well.
- Experiencing some issues with Sundial as it is now quite dated and in need of a refurbishment.
- Presented a marketing proposal for a Florida media campaign which starts in May which we have agreed to participate in :
- Activities include: Three weeks above the line press, direct mail, digital including Yahoo, Facebook and Twitter etc
- Database over 1 million.
- Targeting pre & post families.
- Jo as sent images and videos.

Bon Voyage

- Manned the stand at the consumer event at the Rose Bowl in Southampton (a major sports and music venue). The event was highly successful with over 500 quality consumers, many of whom had an active interest in FMS.
- Great feedback from Bon Voyage and the consumers about the new LP guides and lots of interest in the area.
- Jo, Woody & Pamela met with Karen Niven, Theresa Young and Alan Wilson.
- Sales to Fla up 5% 2010. 2011 is down 2% which is quite normal at the moment. They expect an upturn at the end of the year.
- Discussed promotional opportunities for the rest of the current fiscal year.
- Agreed to do a promotional consumer day at a large local Marks & Spencer in June.
- The Lonely Planet (LP) Guides will go immediately on their Spotlight section for 4 months (35,000 visits per month) and a dedicated E- News to their 91,000 subscribers will go out in April.

Premier Holidays

- Meeting with Heidi Blades – General Manager USA & Canada. Business to the US is doing really well (up 30% on last year). Florida was a late bookers market last year.
- Average spend on Fla holiday with Premier is £4.5k (\$7.5).
- Captiva properties selling well. Book through Hotel Beds on xml. Dynamic packaging.
- Most pax book with Delta into RSW.
- Will look at doing some co-op marketing from October 11.

Vacations Group

- Richard decided to cancel the consumer events planned for London, Leeds & Manchester due to lack of response.
- Met Richard in London to discuss what activity he is thinking of doing with our funding instead of the consumer events. Richard will come up with some marketing ideas and revert.

Virgin Holidays (VHOLS)

- We have confirmed participation in a joint co-op marketing campaign with Virgin Holidays (VHOLS) and Visit Florida scheduled to commence in April which would tie in nicely with the launch of their first edition Florida brochure.
- The brochure launch is on the 21st April however VHols have been advised to start the radio / press promotions in the first or second week of May due to the Royal Wedding / bank holidays.
- Andy Reekie has come up with some affordable options. Essentially any extra budget generated would go into bolstering the press element of the campaign and the packages campaigns as well as offering some dedicated press advertising. Also agreed to sponsor the Virgin Holidays golf day on July 8th
- Jo, Woody & Pamela visited the VHols head office and were given a tour of the call centre.
- We then hosted Alison Lesley, Andrea Noble, Gary Orr and Sonia Powell (Product, Purchasing & Marketing) to lunch and were joined by Peter and Anne Young.
- The whole team were very complimentary about the new LP guide. Gary Orr said it was the best destination guide he had ever seen!
- Discussions included new product, attractions, fam opportunities and marketing opportunities.

America as you like it

- Jo, Woody & Pamela took Cath and Maggi to lunch in London. Discussed their new website, marketing activities and PR opportunities.

Visit USA Board & General Meeting

- Met with the rest of the board members at the Visit USA Embassy.
- Jo Piani was elected as co-chair of events with Sarah Lax, Head of purchasing TUI.
- Secured free business class seats with BA, AA & DL for prizes at the forthcoming Independence Day ball.
- General meeting included update on UK-US visitor numbers to the US, Powwow update and featured speakers from C&I & Doc Leaf. Mike Fletcher on Conference & Incentive, Dr David Berg on Crisis Management & Rob Stross on Price Comparison Websites.

Delta Launch Party

- Meridian Marketing attended an exclusive cocktail party in London to celebrate the launch of the new Delta daily services from Heathrow to Miami and Boston.
- The event was a big success and well attended by top clients from the travel industry.
- The new VP of sales, Frank Jahangir hosted the event and gave away top prizes to guests including iPads and the grand prize being a trip to Fort Myers and 7 nights at Lovers Key Resort. Peter Hensley who heads up Centurion travel for Amex was thrilled to win (see photo with head of leisure sales, Nadia Clinton)



TUI (Jetsave, Hayes & Jarvis, Thomson's)

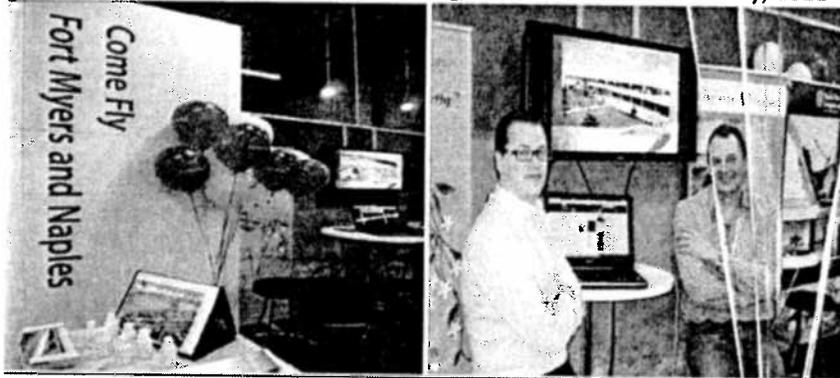
- Jo escorted Woody & Pamela to meet Sarah Lax at their head office in Gatwick.
- Forward bookings have slowed for 2011 and Florida is suffering. California has stolen a lot of Florida's market share.
- Sarah has a new marketing team who have some consumer and trade opportunities for fms to give bookings a much needed boost.
- Jo organised a site trip for Sarah at Sanibel Moorings, Pink shell and Key West Express which Sarah will be contracting as a result.

Miki Travel

- Organised site visits for Niki Beszant with assistance of Eric to the following properties:
 - Hotel Indigo
 - Holiday Inn Downtown Historic District
 - Diamondhead Beach Resort & Spa
 - Outrigger Beach Resort
 - Holiday Inn Fort Myers Beach
 - Pink Shell
 - Universal

Scandinavia

- Ferie For Alle – Consumer Show – Herring, Denmark - 25-27 February, 2011



- In co-operation with Naples CVB and Comefly, the Scandinavian tour operator, the VCB participated in conjunction with Visit Florida at the Ferie for Alle trade and consumer show in Herring, Denmark. Despite its remote location in Jutland the show attracted a very good attendance (getting on for twice the numbers at the Ferie i Bella in the capital, Copenhagen in early February). Attendance numbers were as follows:
 - Friday: 21,495 (morning trade only)
 - Saturday: 22,945
 - Sunday: 21,672
 - Total: 66,112
- This was around a 3,000 increase (5%) on the 2010 show.
- The show was opened by the US Ambassador to Denmark on the first day and the USA was the signature destination for the show this year.
- Attending the show were VCB and staff from the Pink Shell.
- There was a lot of interest in Florida in general but Fort Myers and Naples in conjunction with Comefly were of particular interest. We supplied logoed balloons and a popcorn machine which very much helped to draw visitors to the stand, particularly children.
- We also held a competition entry draw for a prize of two holidays to the Fort Myers and Sanibel area. Well in excess of 3,000 entries were received via both 'postcard entry' and online via the Comefly website.
- The trade day was well attended on the Friday with operators and agents making it from all over Denmark with many making the four hour drive from Copenhagen.

Discover America Networking Event – Copenhagen – 28th March 2011

- Discover America hosted a networking event at the Marriot Copenhagen on the Monday following the Hering event.
- Around 10 suppliers (most of whom had also attended Hering) provided pop-up stand and materials (VCB also). Around 30 press and trade were in attendance. Whilst the numbers were not that we had hoped the quality was good with several owners and GM's from the operators and agents in attendance. We have agreed to meet several at POW WOW in San Francisco.

Discover America Trade event – Gothenburg – 1st March 2011

- VCB participated in the Discover America trade event at the Elite Park Avenue hotel in Gothenburg on March 1st 2011. There were 21 suppliers and just short of 90 agents.
- The event was very well run with a reception, followed by a presentation by a representative from Swanson's Travel.
- The theme was 'driving in the USA' – it was given in Swedish and covered the basics right through legal and drivers license requirements.
- Afterwards, there was a table top networking session where agents and operators visited each supplier to gather information and discuss product specifics.
- Feedback from other suppliers was this was the best run, attended and quality Discover event that had been held in Sweden this year.

Swanson's Travel Consumer Day – Osby, Sweden – 5th March 2011



- The VCB attended this annual event as part of Florida's Beaches coalition.
- Swanson's Travel is a family run tour operator, specialising in the US that sells to both the trade and consumer direct. They offer middle and high end product but provide an extremely high level of customer service providing quality information packs and itineraries to all customers. The Swanson's HQ is known as 'Fort Swanson'.
- Swanson's hold 75% market share of 'packaged' holidays to the US and are therefore a very important player in the Swedish (and marginally the Danish and Norwegian) market.
- This year a total of 1,175 visitors attended the event which comprised a 'walk-through' of the offices, visiting supplier stands along the way. There were also two 'theatres' set up that held a total of 17 destination and product presentations throughout the day holding 1,628 viewers. Around 40 suppliers were in attendance.
- One hundred forty two (142) packages were booked on the day (plus 20 cruises) with sales revenue of around \$500,000.
- All of the Florida's Beaches destinations are features in the Swanson's Brochure with Key West the only other 'beach' destination. Next show will be held March 3, 2011.

Public Relations & Promotions

BA Media

- Jo, Woody & Pamela met with Daisy Davidson & Sara Dolan at the BA Media (Cedar) offices in London.
- Daisy presented several media opportunities with BA including Boarding Pass, In-flight TV and Highlife activities.
- Woody is going to check with BVK if the budget has any flexibility for such activities.

Other Activities

- Sent Erick Garnica Pow Wow appointments wish list
- Going through the invitation list and liaising with St. Pete/Clearwater's UK rep our joint networking event at Pow Wow.
- Organising a post conference trip for several directors from Delta in May.
- Organised several paid holidays for industry colleagues and friends to FMS including a 3 week stay for my neighbours!

COMMUNICATIONS REPORT

From March 1 - 31, 2011, the Communications Department assisted 129 journalists who are developing editorial coverage by providing press kits, information, photography, and/or videotapes. These journalists are talking and writing about the Lee County product, which will benefit the many businesses involved in the tourism industry.

Communications staff participated in ITB in Berlin, Germany, attended a Visit Florida Boston media reception, a Visit Florida Chicago media reception and conducted individual media calls. Staff also attended the annual conference for Travel Media Association of Canada and conducted media calls in Florida.

Staff provided 124 submissions and hosted three journalists to Lee County. In addition, the staff provided information for two film/photo shoot inquiries.

WRITTEN WORK

Release: Visitors celebrate annual festivals and events on The Beaches of Fort Myers & Sanibel in 2011 & 2012

Release: What's new from The Beaches of Fort Myers & Sanibel (Special to ITB)

Release: Beaches of Fort Myers & Sanibel wants to take you out to the ballgame! *Twins fans can win a trip to 2012 spring training via Facebook contest*

Release: Show your Red Sox pride and be entered to win a trip to 2012 spring training: *The Beaches of Fort Myers & Sanibel to sponsor spring training Facebook contest*

Release: The Beaches of Fort Myers & Sanibel introduces new French brochure (France)

TDC Report to Industry

VCB E-Mail News Network

Tourism Update (industry newsletter)

Hotlist

SUBMISSIONS

Information to Tom Maloney, sports editor, THE GLOBE AND MAIL (Canada)

Images to Elsebeth Mouritzen, reporter, REJSELIV (Denmark)

Images to Kimberley Thomas, ADVANTAGE TRAVEL MAGAZINE

Information to Laura Layden, reporter, NAPLES DAILY NEWS

Information and images to Robert Cortez, VACATIONS MAGAZINE

Information to Johnene Granger, travel editor, WOMAN'S WORLD MAGAZINE

Images to Ursula Martini, WOMAN'S WORLD MAGAZINE

Images to Tessa Tilden-Smith, reporter, GULFSHORE LIFE MAGAZINE

Images to Jada Graves, U.S. NEWS TRAVEL

Information to Steve Huddle, reporter, ST. PETERSBURG TIMES

Images to Rick Martinez, GROUP TOUR MEDIA

Information to Lisa Simundson, editor, MEETINGS FOCUS

Information to Jean Pierre Chaniel, writer LE FIGARO (France)

Information to Marc Rougemond, editor, PRESTIGE INTERNATIONAL MAGAZINE (France)

Information to Emmanuelle Dantin, USA correspondent, MAISONS COTE OUEST (France)

Information to Laurent Caillaud, editor-in-chief, DEMEURES & CHATEAUX (France)

Information to Delphine Planchon, writer, OUI MAGAZINE (France)

Information to Nicole Cornuz Langlois, UNIVERS DES VOYAGES (France)

Information to Eileen Ogintz, travel writer

SUBMISSIONS (Continued)

Images to Nancy McGoff, marketing promotion coordinator, NEW YORK TIMES
Information to Bernd Wagner, guidebook writer (Germany)
Information to Wanda Mann, travel writer
Information to Stefan Appenowitz, SIDEOUT MEDIA (Germany)
Information to Stephanie Granada, editor, SOUTHERN LIVING
Information to Andy Bill, editor, NEW YORK TIMES
Information to Dennis Petroskey, senior vice president of Communications, U.S. Travel Association
Information to Kathy Arnold and Paul Wade, travel journalists writing for THE TELEGRAPH (United Kingdom)
Information to Jayne Clark, travel writer, USA TODAY
Images to Iris Kopke, editor-in-chief, fvw (Germany)
Information to John Davis, broadcaster, WGPU RADIO
Information to Valerie Alker, broadcaster, WGPU RADIO
Information to Dave Breitenstein, staff writer, NEWS-PRESS
Information to Travell Eiland, reporter, NBC-2
Information to Laurie Jacoby, writer, SUN-SENTINEL
Information to Jim Bell, producer, THE TODAY SHOW
Information to Katie Johnson, reporter, NBC-2
Information to Jay Clarke, travel writer for THE MIAMI HERALD
Information to Wendy and Rob Lindsay, travel writers (Canada)
Information to Ed Stone, travel writer
Information to Kathy Straach, travel writer
Information to Erin O'Brien, account manager, SOUTHWEST AIRLINES SPIRIT magazine
Information to Kelly Creswell, reporter, NBC-2
Information to Tamara Lush, editor, ASSOCIATED PRESS
Information to Tauren Dyson, multimedia writer, NAPLES DAILY NEWS
Information to Gordon Henriksen, editor, FISK & FRI (Denmark)
Information to Steve Wanamaker, publisher, VENUE LIFESTYLES & EVENTS MAGAZINE
Information to Barry Wortel, producer, RADIO MANKATO KTOE
Information to Marjie Lambert, travel editor, THE MIAMI HERALD
Information to Janet Keeler, travel editor, ST. PETERSBURG TIMES
Information to Sharon Lauder, travel writer, HOUSTON TRIBUNE
Information to Holly Gallucci, account executive, COLUMBUS MONTHLY
Images to Maz Plechinger, reporter, JYLLANDS-POSTEN (Denmark)
Information to CeliaSue Hecht, travel blogger

SOCIAL MEDIA

19,113 fans/ 70 posts to Facebook (www.Facebook.com/SocialLeeVCB)
490 followers/ 84 posts to Twitter (@FtMyersSanibel)

VISIT FLORIDA LEADS

Spring training promotion with Boston TV

FILM/PHOTO SHOOT REQUESTS

DWD Productions (Canada)
Chris Moore, Fischer Production

LOCAL PUBLIC RELATIONS/MEETINGS

Visit Florida conference call

JOURNALISTS HOSTED

David Kelly, travel writer, WWW.ABOUT.COM
Betsa Marsh, TRAVEL ARTS SYNDICATE, CINCINNATI INQUIRER
David Goodman, travel writer, YANKEE MAGAZINE

In March the communications staff attended ITB in Berlin, Germany and met with the following journalists: Tobias Bauer, Dentjournal; Ivonne Ullmann, USA Reise.de; Thomas Ullmann, USA Reise.de; Janin Nachtweh, senior editor, Profi Reisen, Austria; Ulrich Pfaffenberger, aviation writer; Wolfram Marx, Travel One; Ruediger Edelmann, hr4 Radio; Karl Teuschl, Geo Saison; Florian Sanktjohanner, writer, dpa; Axel Pinck, Kanal 4 Media; Iris Koepke, Travel Talk; Holgar Jacobs, editor-in-chief, fww; Wieland Scharf, Blue Planet TV; Angela Niewald, Freizeit Woche; Tom Dedek, Tomontour.de; Jean-Claude Raemy, editor-in-chief, Travel Inside, Switzerland; Heike Wagner, travel guidebook writer; Robert Reid, travel editor, Lonely Planet, USA; Monika Fuch, editor-in-chief, Travel World Online; Angela Schulz, writer, World Travel Promotion; Brigitte Scherer, writer, Frankfurter Allgemeine; Steve Hartridge, senior editor, BMI Publishing, United Kingdom; Romy Koenig, writer; Dr. Robert Kluge, travel writer; Elsa-Maria Honecker, editor-in-chief, Albrecht Golf; Carina Sieler, travel writer, Vista Point; Sylvia Pluschke, travel writer, Luebecker Bucht Magazin; Maria Puetz-Willems, editor-in-chief, Hospitality Inside; Louise Barnett, travel writer, United Kingdom.

In March, communications staff attended the annual conference for Travel Media Association of Canada in Quebec, and met with the following journalists: Jessica Leigh Johnston, travel editor, National Post; John Geary, freelance travel writer; Doug Wallace, Wallace Media; Deb Cummings, editor, UP! Magazine (WestJet in-flight publication); Vic Phillips, freelance travel writer; Liz Campbell, freelance travel writer; Kate Pocock, freelance travel writer; Mark Stevens, freelance travel writer; Dale Dunlop, freelance travel writer; Darcy Rhyno, freelance travel writer; Kathy Renwald, freelance travel writer; Katharine Fletcher, freelance travel writer; Jennifer Merrick, freelance travel writer; Liz Fleming, editor, NiagaraLife Magazine; Diana Ballon, freelance travel writer; Sherel Purcell, editor, www.About.com; Stan Posner, author/publisher, Travelsmart; Doug English, freelance travel writer; Barb Sgl, editor, www.JustForCanadianDoctors.com; Sharon Matthews-Stevens, photographer; Lucy Izon, freelance travel writer.

In March, communications staff conducted media calls along the west coast and through central Florida and met with the following journalists: Kim Cool, features editor, VENICE GONDOLIER; Kelly McPherson-Hudson, editor, FLORIDA TRAVEL & LIFESTYLES; Diane Tennant, features/magazine editor, SARASOTA HERALD TRIBUNE; Jim Abbott, travel reporter, ORLANDO SENTINEL; Chris Tauber, content manager, ISLANDS; Tara Bradley, senior editor, SPA MAGAZINE; Terri Purdum, publisher, FLORIDA GOLF CENTRAL; Lyndsay Fogarty, production coordinator, CENTRAL FLORIDA LIFESTYLE.

In March, communications staff attended a Visit Florida media reception in Boston and met with the following journalists: Diane Bair, Freelancer; Fran Golden, columnist and freelancer, AOL TRAVEL NEWS; Kim Foley MacKinnon, columnist and freelancer, AOL TRAVEL NEWS; Francis McGovern, LITERARY TRAVELER; Christina Skillman, senior producer, LITERARY TRAVELER;

BOSTON MEDIA RECEPTION (Continued)

David Lyon, Freelancer; Kilian Melloy, EDGE BOSTON; Carmen Fields, HIGHER GROUND—
WHDH-TV; Steven Lyons, ONENEWENGLAND.COM; Peter Demers, ONENEWENGLAND.COM.

OTHER

Research and proofing for Inside Travel & Tourism TV news segment
Images to Sparkloft Media/GoSeeTell
Attended Fort Myers Film Festival
Attended Red Sox/jetBlue Airways press conference
Attended Red Sox Home Plate ceremony
Attended webinar: The Basics: How to Produce a Social Media News Release
Assisted with VCB annual report
Assisted with Art of the Olympians grand opening
Assisted with spring training photo shoots
Attended EDO Social Media Task Force meetings
Meltwelter News conference call
GoSeeTell conference call
FACVB conference call
Arranged interviews for Radio/TV spots during Minnesota Twins games
Images to Isabel Weingart, HOTELPLAN (Switzerland)

For further information: Please contact Nancy Hamilton, director of communications,
Telephone: (239)338-3500 E-mail: Nhamilton@leegov.com

the beaches of
FORT MYERS  **SANIBEL**

ANNUAL VISITOR SERVICE REPORT

Visitor Services: February 23- March 31, 2011

Visitors assisted: 55,069

	Mar 10	YTD	Mar 11	YTD
AIRPORT				
Visitors Assisted	45,704	111,357	55,069	108,974
Traveler's Guide-Booths	3,800	9,560	10,336	23,680
Traveler's Map-Booths	3,750	10,750	-	6,250
FLORIDA WELCOME CENTERS				
Consumer Rack Brochure	5,200	10,800	2700	7,200
Traveler's Map	5,000	10,000	-	3,000
VOLUNTEER IN-KIND SUPPORT				
Volunteer Hours donated	2,463	6,809	2,545	6,303
Value of volunteer hours donated * \$	\$48,053	\$132,843	\$53,063	\$131,417
CONFERENCE SERVICES				
# Conferences/Events	-	3	2	5
# Volunteers	-	20	26	42
Volunteer Hours donated	-	192	165	382

*based on \$20.85 per hour value, courtesy of www.independentsector.org

Top Information Requests

CATEGORY	March
ATTRACTIONS	Beaches
HOTELS	Crowne Plaza
ACTIVITIES	Baseball

Top Visitor Origin: Domestic

1. Illinois
2. New York
3. Massachusetts
4. Minnesota
5. Ohio

Top Visitor Origin: International

1. Canada
2. Germany
3. U.K
4. Netherlands
5. Ireland

Visitor Services Overview

Community & Partner Outreach:

- 120 volunteers and staff participated in 3 product education trips:
1. Feb 28: Red Sox baseball game at the City of Palms Park
 2. March 7: Barbara B Mann Performance Hall- Behind the scene tour
 3. March 16: Minnesota Twins baseball game at Hammond Stadium
- 3/5: Staff and 18 volunteers assisted Art of the Olympians (AOTO) and Harborside Event Center at the "Painting with the Prince" event in downtown Fort Myers
- 3/8 & 3/10: LeeGrows presentations to 45 local residents about the value of tourism.
- 3/12: Attended the Fort Myers Beach Shrimp Festival Parade.
- 3/23: Meeting with Pia Manderschied, Hyatt Place Coconut Point
- 3/25: Miromar Outlets provided lunch for volunteers and staff working that day, courtesy of Waterside Restaurant.
- 3/27: 6 volunteers and staff participated in the 5K run, "Get your Rear in Gear", benefiting the colon cancer society, at the Hammond Stadium.
- 3/28: Meeting with Ken Sneed & Associates.
- 3/29: Visitor Services orientation with new VCB intern.
- 3/29: JetBlue/Red Sox press conference to announce naming of new Red Sox stadium to JetBlue Park.

Training & Tourism Education:

- 3/1: Presentation on the importance of the VCB & Tourism, as well as portions of Guests First training to FGCU's Resort & Hospitality class.
- 3/9: Staff visited 33 industry partners on Fort Myers Beach and Bonita Springs to remind them of the importance & timing of the E Awards program
- 3/11: All Chrysalis nomination and acceptance forms due.
- 3/16: Local chapter meeting of ASTD (American Society for Training & Development)
- 3/22: Judging for the 2011 Chrysalis Awards, featuring 77 nominations.
- 3/28: Presentation at the Airport Ground Transportation Association (AGTA) conference at the Sanibel Harbour Marriott Resort & Spa.
- 3/29: Staff visited 37 industry partners in Fort Myers, North Fort Myers and Estero to remind them of the importance & timing of the E Awards program.

For further information, please contact Judi Durant at 239.590.4855 or jdurant@leegov.com.

NEW PRODUCT DEVELOPMENT REPORT

Date(s)

Meeting/Event

MARCH:

- 1 Board meeting of FL Society for Ethical Ecotourism
- 2 Presentation at Ding Darling Wildlife Education Center
- 3 Meeting of Tourist Development Council
- Meeting of Lee County Sustainability "Green Team"
- 4 Meeting with FI Paddling Trail Association
- Ribbon Cutting of Bonita Springs River Park*

- 8 Meeting w/Adventures in Paradise re: Blueway Festival
- 9 Conference call w/Superior Small Lodging Association
- 10 Naples Seafood Seminar & Tour
- 11 Annual meeting/dinner @ Randall Research Center
- 12 Event: Calusa Heritage Day

- 13 Workday @ Big Hickory Island w/ University of GA alternative Spring Break
- 14 Board meeting of START
- 16 Webinar on Sustainable Seafood
- 17 Workshop to open Events Marketing funding cycle
- 18 Presentation on Manatee Park
- 19 Event: ECHO Farm Day

- 21 Coastal Advisory Council-review of Beach & Shoreline requests
- 22 Conference Call-Florida Paddling Trail Association
- 22 Webinar on Sustainable Tourism
- 23 Twins Radio promo on events
- 24 Staff Meeting & FPTA Conference call

Attachments:

- A- *Site Visit: Bonita Springs River Park

For additional information contact Nancy MacPhee at 239.338.3500 or nmacphee@leegov.com

TDC Beach & Shoreline Program
SITE VISIT

	Date	March 4, 2011
Project Name	Bonita Springs River Park	
Project #	402061 \$1,234,702 TDC funds allocated (FY06, 07, 08, 09)	
Contact	Daryl Walk	

Observations	Boardwalk, paddlecraft launch and boat dock in place
Timeline Update	Phase I of project is complete
Additional Comments	Both structures on the Imperial river are used by visitors fishing when I've visited the park. (3 out of 5 are tourists/winter residents).

Photographs taken during site visit are attached.



Marketing Impact Report

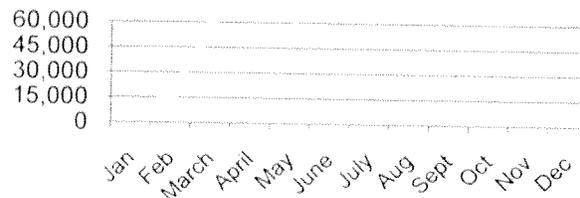
MARCH 2011



INQUIRY ACTIVITY

	<u>MAR 2011</u>	<u>YTD*</u>
Phone/ Mail	8,614	17,553
Internet	48,350	62,051
VCB Office	56	178
Total	57,020	79,782

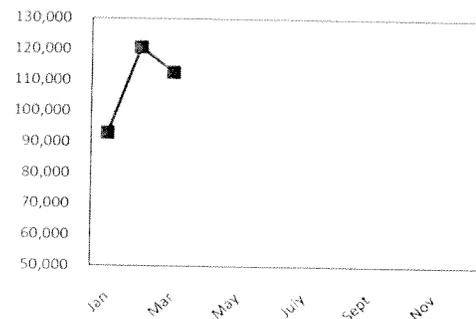
2011 Inquiry Activity



INTERNET ACTIVITY

<u>HBX Numbers (user-based)</u>	<u>MAR 2011</u>	<u>YTD*</u>
Visitors	112,731	326,513
Pageviews	242,903	733,605
Avg. Time Spent on Site	9:42	n/a
Avg. Pages Viewed Per Visit	2.15	n/a
Opt-ins	359	977
Accommodation Searches	72,623	222,257
E-Book New Visitors	1,329	5,322

2011 Visitors



TOP WEBSITE VISITOR DMA's

1. Fort Myers/ Naples
2. New York
3. Chicago
4. Miami/ Fort Lauderdale
5. Orlando/ Daytona Beach/ Melbourne
6. Tampa/ St. Pete
7. Minneapolis/ St. Paul
8. Boston
9. Atlanta
10. Philadelphia

TOP SEARCH ENGINES

1. Google
2. Bing
3. Yahoo
4. Google Canada
5. AOL.com Search

TOP VIEWED PAGES

1. Home Page
2. Guidebook Order
3. Accommodations
4. Activities
5. Attractions

TOP KEYWORDS

- | | |
|-----------------------|-----------------------------|
| 1. fort myers | 6. ft myers |
| 2. fort myers florida | 7. fort myers fl |
| 3. sanibel island | 8. fort myers beach florida |
| 4. fort myers beach | 9. ft. myers fl |
| 5. ft myers fl | 10. ft myers florida |

*YTD data is based on Jan-Dec calendar year.



Media Watch April 2011

PRINT

Media	Issue	Edition/ Position	Circulation	Ad Size
Destination In-State Newspaper Insert	4/13/11	Orlando Sentinel, Miami Herald, Fort Lauderdale Sun Sentinel, West Palm Beach Post	250,000	4-page, tabloid insert
Oprah Magazine	April 2011	Midwest Region	310,000	1/6 Page
Coastal Living	April 2011	Visit Florida Section	475,000	1/6 Page
Southern Living Magazine	April 2011	Mid-Atlantic Region, Midwest and State of Florida Regions	900,000	2-Page Insert
Arthur Frommer's Budget Travel Magazine	April 2011	National	697,938	Full Page
Florida Monthly	April 2011	Visit Florida Section	225,267	2-Page Spread
SaltWater Sportsman	April 2011	National	235,000	1/2 Page
Sport Fishing	April 2011	National	235,000	1/2 Page
Florida Sportsman	April 2011	National	235,000	1/2 Page
Mother Earth News	April/ May 2011		480,088	Full Page
Lonely Planet Magazine	April 2011	UK		Full Page
Visit Florida Official Florida Transportation Map	2011 Annual	Distributed at Florida Welcome Centers and Trade Shows	1,250,000 (Annual)	Full-Page/ Back Cover
Visit Florida Magazine	2011 Annual	SW Florida Section	300,000 (Annual)	Full Page
Minnesota Twins & Boston Red Sox Yearbooks	2011 Baseball Season		1,000,000 (Annual)	Full Page
Florida Camping Directory and Woodall's Camping Directory	2011 Annual	South Edition	1,000,000 (Annual)	1/4 Page
Official Florida Travel Industry Guide	2011 Annual	National Distribution	100,000 (Annual)	Full Page

Media Watch

March 2011

BROADCAST/ OUT-OF-HOME

Media	Issue	Edition/ Position	Circulation	Ad Size
Radio – Indianapolis	3/7-5/2/11 (5 weeks)	Brand Radio – “Ode,” “Memories” & “Attractions”		:60 Spot Schedule
Television – Indianapolis, Columbus, Cincinnati	1/10 – 4/25/11 (9 weeks)	Brand TV – “Sunrise” & “Traditions”		60 & :30 Spot Schedule

ONLINE/ INTERACTIVE

Media	Issue	Edition/ Position	Circulation	Ad Size
Search Engine Marketing	2011 Annual Program	Paid Search (Google)	Annual	N/A
Manatee Message Campaign	Annual	Viral/ Social Sharing Campaign		ManateeMessage.com
Mobile App	Annual	Lonely Planet / Beaches of Fort Myers & Sanibel iTunes/ iPhone app		Mobile App
LonelyPlanet.com	March 2011- March 2012	Destination Micro-site (US, UK and German)		Custom Micro-site
LonelyPlanet.com	March – June 2011	US Online Campaign Custom Traffic Driving Units/ Destination Sponsorships		Custom Web Banners and Online Ad Units
Destination Consumer Opt-in Database Email	4/5/11	“History & Culture” Email	130,000	Email Campaign
New York Times Great Getaways Travel Email	Week of 4/18/11	NY Times Travel Opt-in Database	426,858	Email Campaign
Sherman’s Travel Email	4/11/11	Sherman’s Travel Opt-in Database	750,000	Email Campaign
Travel Ad Network / Visit Florida Co-Op	March – June 2011	Geo-Targeted to NY, Chicago, Philadelphia, Boston, DC, Atlanta & Toronto	6,250,000 imp + 800,000 enews	Banner Ad & E-newsletter Program/ VF Co-Op Formatted Ad Space
Orbitz Campaign	4/15 – 6/15/11	Geo-targeted Air, Hotel, Package & Destination Guides campaign placement	1,425,486	Web Banner Campaign
Madden Rich Media Web Banner Campaign	4/25 – 8/28/11	Demo & Geo-Targeted Campaign (Orlando, Miami/ Fort Lauderdale, Tampa/ St Pete, Indianapolis, Cincinnati, West Palm, Pittsburgh, St. Louis, Columbus, Milwaukee, Boston and Chicago)	12,044,098	Rich Media Web Banner Campaign

Thank you. Pete.

Pete Winton
Assistant County Manager
Lee County Administration
wintonpx@leegov.com
Phone: (239) 533-2777
FAX: (239) 485-2262

Please note: Florida has a very broad public records law. Most written communications to or from County Employees and officials regarding County business are public records available to the public and media upon request. Your email communication may be subject to public disclosure.

Under Florida law, email addresses are public records. If you do not want your email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

Winton, Peter

From: Winton, Peter
Sent: Friday, March 18, 2011 11:27 AM
To: Larry@FortMyersBeachFL.gov
Cc: Terry Stewart; Hawes, Karen
Subject: Demolition of Seafarer's Building

Mayor Kiker,

Commissioner Mann asked that I contact you. I left a fairly detailed message on your phone yesterday but also wanted to follow up with an email.

At the April 8 TDC meeting the county will be requesting that the Seafarer's building be demolished (for liability and aesthetic reasons). Because TDC funds were used to purchase the property, commissioners have indicated that we should run this by the TDC before we take a bluesheet to the Board at its April 12 commission meeting.

At the April 12 commission meeting we will ask for authorization to demolish the building and also seek board direction on how we should proceed with the property (including the things our staffs already have discussed).

Commissioner Mann also requested that I ask you if you have any plans to make a presentation to the TDC on the subject of the county's other regional park properties on the Beach. This was tabled at the last TDC meeting per your request and Commissioner Mann wanted to know if you plan to bring it back in April or would prefer to wait at this point.

Thank you. Pete.

Pete Winton
Assistant County Manager
Lee County Administration
wintonpx@leegov.com
Phone: (239) 533-2777
FAX: (239) 485-2262



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

**February 2011 Visitor Profile and Occupancy Analysis
April 8, 2011**

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:





Executive Summary February 2011

Throughout this report, statistically significant differences between percentages for 2010 and 2011 using a confidence level of 95% are noted by <>.



Executive Summary

Visitor Estimates

- Lee County hosted more than 200,000 visitors staying in paid accommodations during the month of February 2011, and about 220,000 staying with friends or relatives while visiting, for an estimated total of 423,662 visitors.
- Visitation among those staying in paid accommodations increased 7% from February 2010 to February 2011. However, visitation decreased among those staying with friends and relatives (-11.8%). As a result, total visitation was down somewhat (-3.7%) year-over-year. For calendar year 2011 to date, total visitation was down from the prior year (-3.2%).
- Four in five February 2011 visitors staying in paid accommodations were U.S. residents (84%). Canada contributed the largest share of international visitors staying in paid accommodations (9%) during February 2011, with the UK following as a distant second (2%).
- Half of domestic visitors staying in paid accommodations during February 2011 were from the Midwest (50%) with the remainder from the Northeast (21%), South (17%), and West (2%). In February 2011, Lee County drew the largest share of domestic visitors from the Cleveland, Indianapolis, and Minneapolis DMA's (5% each).

Visitor Expenditures

- The average per person per day expenditure was \$112.62 in February 2011 – a 5.1% decline from February 2010 (\$118.72) but slightly higher than January 2011 (\$109.87).
- Total visitor expenditures for February 2011 are estimated at \$350.9 million, an 11.6% increase from \$314.5 million in February 2010. Expenditures increased 16.6% among those staying in paid accommodations and 3.2% among those staying with friends and relatives. For the calendar year to date, estimated total expenditures are up 7.2% year-over-year.



Total February Visitation					
	%		Visitor Estimates		% Change
	2010	2011	2010	2011	2010-2011
Paid Accommodations	43%	48%	188,450	201,709	7.0%
Friends/Relatives	57%	52%	251,651	221,953	-11.8%
<i>Total Visitation</i>			440,101	423,662	-3.7%
February Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	85%	84%	159,897	169,318	5.9%
Canada	8%	9%	15,704	17,668	12.5%
UK	3%	2%	5,711	4,417	-22.7%
BeNeLux	-	1%	-	1,472	-
Scandinavia	-	1%	-	1,472	-
France	-	1%	-	1,472	-
Austria	2%	-	2,855	-	-
Ireland	1%	-	1,428	-	-
Germany	2%	-	2,855	-	-
No Answer	-	3%	-	5,889	-
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	-	1%	-	1,472	-
South (including Florida)	18%	17%	28,553	27,974	-2.0%
Midwest	52%	50%	82,804	83,923	1.4%
Northeast	23%	21%	37,119	35,336	-4.8%
West	5%	2%	7,138	2,945	-58.7%
No Answer	3%	11%	4,283	19,140	346.9%

2011 Top DMAs (Paid Accommodations)		
Cleveland-Akron (Canton)	5%	8,834
Indianapolis	5%	8,834
Minneapolis-Saint Paul	5%	8,834
Chicago	4%	7,362
Grand Rapids-Kalamazoo-Battle Creek	4%	7,362
Lexington	4%	7,362
Cincinnati	4%	5,889
New York	4%	5,889
Philadelphia	4%	5,889



Trip Planning

- Travel planning behavior for February visitors was similar year-over-year. Nearly nine in ten (85%) said they had reserved accommodations before leaving home (vs. 86% February 2010). However, February 2011 visitors appear to have made lodging reservations in a shorter timeframe than their February 2010 counterparts. Nearly half (45%) of February 2011 visitors made lodging reservations three months or more in advance while three February 2010 visitors in five (58%) did the same.
- When deciding to visit Lee County, February 2011 visitors mentioned the following attributes most often as influencing their selection:
 - Warm weather (91%)
 - Peaceful/Relaxing (76%)
 - White sandy beaches (69%)

However, there was a significantly lower proportion of visitors who cited "white sandy beaches" in February 2011 than in February 2010 (80%).

Visitor Profile

- Same as last February, the majority of Lee County visitors are repeat visitors (78%). Among repeat visitors, the average number of visits to Lee County in the past five years was 4.2 (slightly less than one trip per year).
- Similar to last month, the preference in the mode of transportation visitors used to travel to the area shifted year-over-year. Half of February 2011 visitors reported using their personal vehicle as a means to arrive in Lee County (49% vs. 36% February 2010), and only four in ten flew to the area (42% vs. 57% February 2010).
- A sizable minority of February 2011 visitors said they were staying in a condo/vacation home (43%) during their visit. More than one quarter indicated they were staying in a hotel/motel/resort/B&B for their lodging (28%) and nearly one in four at the home of a friend or family member (23%). In general the profile of accommodation type used mirrored that of February 2010 visitors. Only one in three February 2011 visitors felt that the quality of accommodations far exceeded or exceeded their expectations (33% vs. 40% February 2010).



- The top activities enjoyed while in Lee County during February 2011 were *beaches*, *relaxing*, and *dining out*. The incidence of activities enjoyed while in Lee County in February 2011 closely resembled responses from February 2010 visitors.
- Taking day trips to other areas among February 2011 visitors was similar to visitors in February 2010, however, trips to *The Everglades* were more prevalent this year than last (17% vs. 10% February 2010).
- Overall, visitor satisfaction remains high, with 91% of February 2011 visitors reporting being very satisfied or satisfied with their visit. Nearly the same proportion indicated they were likely to return to Lee County (87%), and two-thirds of them are likely to return next year (71%).
- More than half of February 2011 visitors mentioned *traffic* (54%) as the least liked feature about the Lee County area, which was a notable increase from February 2010 (40%). *High prices* (14%) and *beach seaweed* (7%) were also mentioned as features disliked in February 2011 but at much lower levels. Visitors' concerns about *weather* were drastically less prominent during February 2011 than during the prior February, which posted unseasonably cold temperatures (4% vs. 44% February 2010). The proportion who did not cite anything as a least liked feature showed a noteworthy increase year-over-year (31% vs. 19% February 2010).
- Overall, the demographic composition of February 2011 visitors was generally similar to that of February 2010 visitors. February 2011 visitors averaged 58 years of age. The majority of visitors are married (75%) and only a minority were traveling with children (9%). The average travel party size was two people. February 2011 visitors did, however, have a lower average household income than those traveling in February 2010 (\$92,400 vs. \$105,700).



Lodging Property Manager Assessments

- For the Lee County lodging industry in total, the number of February *available* room nights was on par year-over-year but *occupied* room nights were higher (-0.1% and +2.9% respectively). Hotel/motel/resort *available* room nights were down 1.5% from a year ago while *occupied* room nights were up (+9.0%). Condo/vacation home properties saw a decline in both *available* and *occupied* room nights while RV park/campground properties saw an increase in both.

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	217,307	236,834	9.0%	327,012	322,056	-1.5%
Condo/Cottage/Vacation Home	117,000	107,497	-8.1%	142,408	134,176	-5.8%
RV Park/Campground	116,620	119,814	2.7%	120,428	133,140	10.6%
Total	450,927	464,145	2.9%	589,848	589,372	-0.1%

- Average occupancy rates increased from 76.5% in February 2010 to an average of 78.8% in February 2011 (+3.0%). The increase in demand for hotels/motels/resorts and somewhat diminished supply fueled a marked increase in average occupancy rate (+10.7%). Occupancy rates on average decreased for condo/vacation home properties and RV parks/campgrounds (-2.5% and -7.1% respectively).
- Overall average daily rates dropped from \$141.84 to \$135.87 year-over-year (-4.2%). ADR was flat for hotel/motel/resorts, decreased for condo/vacation home properties, and increased for RV park/campground properties.
- Although RevPAR for hotels/motels/resorts was up 10.7%, average RevPAR for all categories combined was down 1.3% from February 2010. This overall change was driven by decreases for condo/vacation homes (-12.1%) and RV parks/campgrounds (-3.6%). The February 2011 RevPAR performance by category was much more similar to that observed in February 2009 (two years ago).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	138	139		141	142		138/141	139/142	
Hotel/Motel/Resort/B&B	66.5%	73.5%	10.7%	\$152.03	\$152.13	0.1%	\$101.03	\$111.87	10.7%
Condo/Cottage/Vacation Home	82.2%	80.1%	-2.5%	\$213.01	\$191.97	-9.9%	\$175.00	\$153.80	-12.1%
RV Park/Campground	96.8%	90.0%	-7.1%	\$51.44	\$53.38	3.8%	\$49.81	\$48.03	-3.6%
AVERAGE	76.5%	78.8%	3.0%	\$141.84	\$135.87	-4.2%	\$108.43	\$107.00	-1.3%



- When comparing their current month's occupancy and revenue year-over-year, property managers' assessments about performance appear radically better in February 2011 than reports in February 2010. Four in five property managers reported their February 2011 *occupancy* was the same or better than the prior year (81% vs. 58% February 2010). Likewise, three-fourths reported their *revenue* was the same or better than the prior year (76% vs. 50% February 2010).
- With one month left to the winter season, property managers' projections for the next three months moving into spring (March-May 2011) appear extremely optimistic. Two-thirds of property managers reported that their total level of reservations for the next three months are the same or better than the same period the prior year (66%), and 31% reported that their reservations are down, a notable decline year-over-year (47% February 2010).



February 2011 Lee County Snapshot

Total February Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	43%	48%	188,450	201,709
Friends/Relatives	57%	52%	251,651	221,953
<i>Total Visitation</i>			440,101	423,662
February Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	-	1%	-	1,472
United States	85%	84%	159,897	169,318
Canada	8%	9%	15,704	17,668
UK	3%	2%	5,711	4,417
BeNeLux	-	1%	-	1,472
Scandinavia	-	1%	-	1,472
France	-	1%	-	1,472
Austria	2%	-	2,855	-
Ireland	1%	-	1,428	-
Germany	2%	-	2,855	-
No Answer	-	3%	-	5,889

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	\$314,461,861	\$350,851,845	11.6%
Paid Accommodations	\$196,599,440	\$229,202,867	16.6%

Average Per Person Per Day Expenditures		
2010	2011	% Change
\$118.72	\$112.62	-5.1%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	20%	21%
Repeat	78%	78%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	138	139		141	142		138/141	139/142	
Hotel/Motel/Resort/B&B	66.5%	73.5%	10.7%	\$152.03	\$152.13	0.1%	\$101.03	\$111.87	10.7%
Condo/Cottage/Vacation Home	82.2%	80.1%	-2.5%	\$213.01	\$191.97	-9.9%	\$175.00	\$153.80	-12.1%
RV Park/Campground	96.8%	90.0%	-7.1%	\$51.44	\$53.38	3.8%	\$49.81	\$48.03	-3.6%
AVERAGE	76.5%	78.8%	3.0%	\$141.84	\$135.87	-4.2%	\$108.43	\$107.00	-1.3%

Calendar YTD 2011 Lee County Snapshot



Total Calendar YTD Visitation				
	%		Visitor Estimates	
	2010	2011	2010	2011
Paid Accommodations	43%	46%	362,311	379,453
Friends/Relatives	57%	54%	481,936	438,183
<i>Total Visitation</i>			844,247	817,636
Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2010	2011	2010	2011
Florida	1%	1%	3,882	2,875
United States	84%	84%	302,788	317,648
Canada	9%	10%	32,349	38,808
UK	3%	2%	10,352	5,749
Scandinavia	<1%	1%	1,294	2,875
BeNeLux	<1%	<1%	1,294	1,437
Ireland	<1%	<1%	1,294	1,437
France	-	<1%	-	1,437
Latin America	-	<1%	-	1,437
Austria	1%	-	5,176	-
Germany	2%	-	7,764	-
Other/No Answer	-	2%	-	8,624

Total Visitor Expenditures			
	2010	2011	% Change
Total Visitor Expenditures	\$596,332,390	\$639,351,903	7.2%
Paid Accommodations	\$363,871,779	\$421,417,173	15.8%

Average Per Person Per Day Expenditures		
2010	2011	% Change
\$121.02	\$114.22	-5.6%

First-Time/Repeat Visitors to Lee County		
	2010	2011
First-time	20%	21%
Repeat	79%	78%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding									
Hotel/Motel/Resort/B&B	60.4%	64.9%	7.4%	\$142.95	\$140.73	-1.6%	\$86.36	\$91.31	5.7%
Condo/Cottage/Vacation Home	73.0%	75.8%	3.9%	\$194.84	\$183.74	-5.7%	\$142.13	\$139.22	-2.0%
RV Park/Campground	92.4%	90.6%	-2.0%	\$49.86	\$55.49	11.3%	\$46.09	\$50.26	9.0%
AVERAGE	70.2%	73.2%	4.2%	\$129.30	\$126.72	-2.0%	\$90.79	\$92.73	2.1%



Visitor Profile Analysis February 2011

A total of 204 interviews were conducted with visitors in Lee County during the month of February 2011. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

A total of 204 interviews were conducted with visitors in Lee County during the month of February 2010. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.

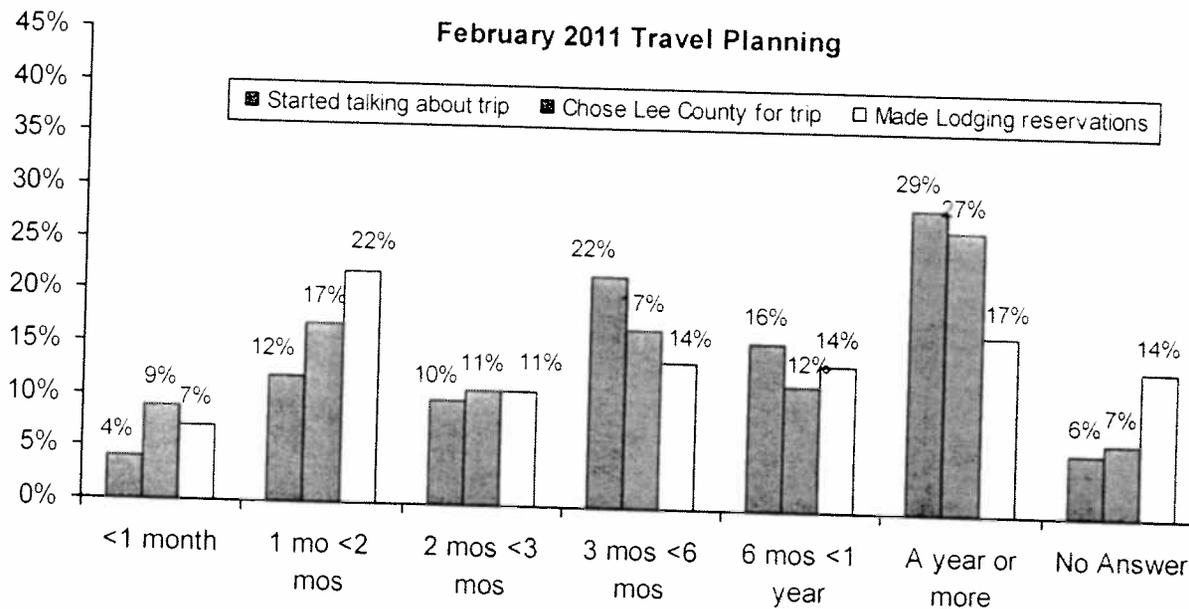
Due to the short time period and the sample size involved, monthly results will fluctuate and should be viewed with caution for decision-making purposes.



Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2010	2011	2010	2011	2010	2011
Total Respondents	204	204	204	204	204	204
<u>Less than 3 months (net)</u>	<u>26%</u>	<u>27%</u>	<u>28%</u>	<u>37%</u>	<u>32%</u>	<u>40%</u>
<1 month	5%	4%	8%	9%	7%	7%
1 month - <2 months	12%	12%	11%	17%	17%	22%
2 months - <3 months	9%	10%	9%	11%	9%	11%
<u>3 months or more (net)</u>	<u>71%</u>	<u>67%</u>	<u>65%</u>	<u>56%</u>	<u><58%></u>	<u>45%</u>
3 months - <6 months	29%	22%	22%	17%	18%	14%
6 months - <1 year	18%	16%	16%	12%	18%	14%
A year or more	25%	29%	27%	27%	22%	17%
No Answer	3%	6%	7%	7%	11%	14%

- Q3: When did you "start talking" about going on this trip?
 Q4: When did you choose Lee County for this trip?
 Q5: When did you make lodging reservations for this trip?



Travel Planning



	February	
	2010	2011
Total Respondents Staying in Paid Accommodations	132	137
Before leaving home	86%	85%
After arriving in Florida	8%	8%
On the road, but not in Florida	-	1%
No Answer	5%	6%

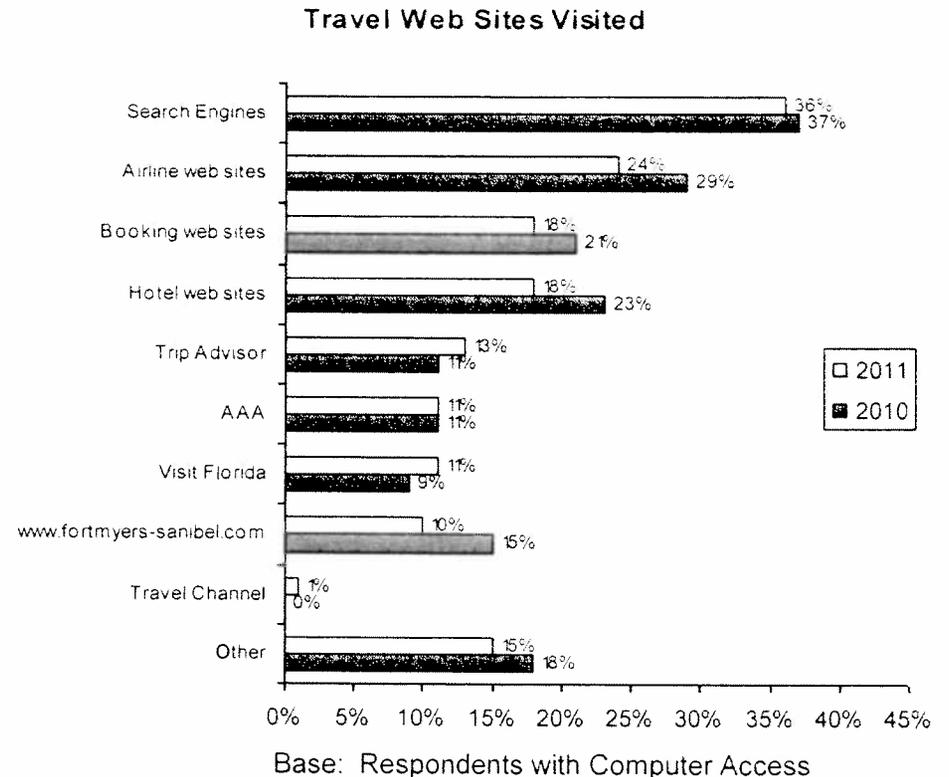
Q6: Did you make accommodation reservations for your stay in Lee County?

Travel Planning



Travel Web Sites Visited by February Travelers		
	2010	2011
Total Respondents with computer access	185	184
<u>Visited web sites (net)</u>	<u>78%</u>	<u>76%</u>
Search Engines	37%	36%
Airline web sites	29%	24%
Booking web sites	21%	18%
Hotel web sites	23%	18%
Trip Advisor	11%	13%
AAA	11%	11%
Visit Florida	9%	11%
www.fortmyers-sanibel.com	15%	10%
Travel Channel	-	1%
Other	18%	15%
<u>Did not visit web sites (net)</u>	<u>19%</u>	<u>19%</u>
No Answer	3%	4%

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



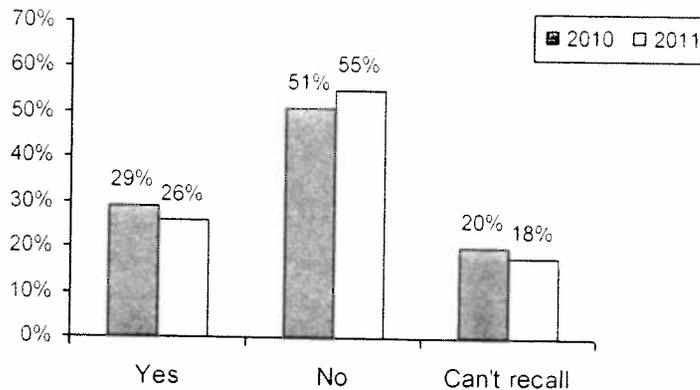
Travel Planning



February Travelers Requesting Information		
	2010	2011
Total Respondents	204	204
Requested information (net)	37%	33%
Hotel Web Site	12%	8%
VCB Web Site	9%	6%
Call hotel	4%	4%
Visitor Guide	5%	4%
Call local Chamber of Commerce	4%	3%
E-Newsletter	1%	-
Clipping/mailling coupon	2%	-
Other	12%	16%
Did not request information (net)	48%	49%
No Answer	14%	18%

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

Recall of Promotions



Travel Agent Assistance		
	2010	2011
Total Respondents	204	204
Yes	6%	3%
No	93%	96%

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

Recall of Lee County Promotions		
	2010	2011
Total Respondents	204	204
Yes	29%	26%
No	51%	55%
Can't recall	20%	18%

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

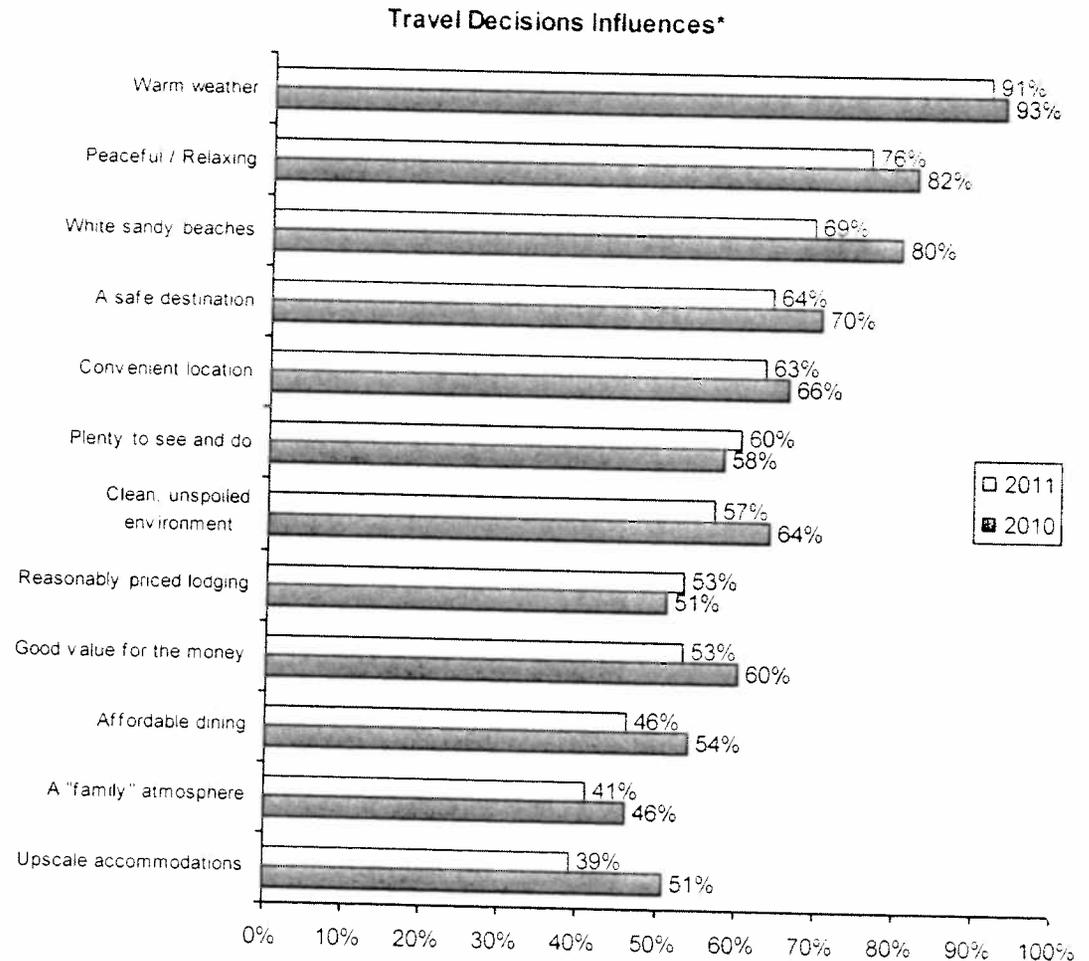
Travel Planning



February Travel Decision Influences*		
	2010	2011
Total Respondents	204	204
Warm weather	93%	91%
Peaceful / Relaxing	82%	76%
White sandy beaches	<80%>	69%
A safe destination	70%	64%
Convenient location	66%	63%
Plenty to see and do	58%	60%
Clean, unspoiled environment	64%	57%
Reasonably priced lodging	51%	53%
Good value for the money	60%	53%
Affordable dining	54%	46%
A "family" atmosphere	46%	41%
Upscale accommodations	<51%>	39%

Q14: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

* Percentages shown reflect top 2 box scores (rating of 4 or 5)

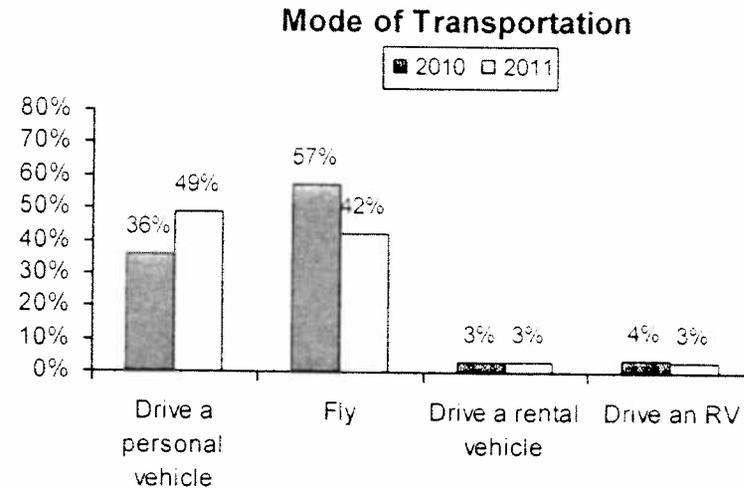




Trip Profile

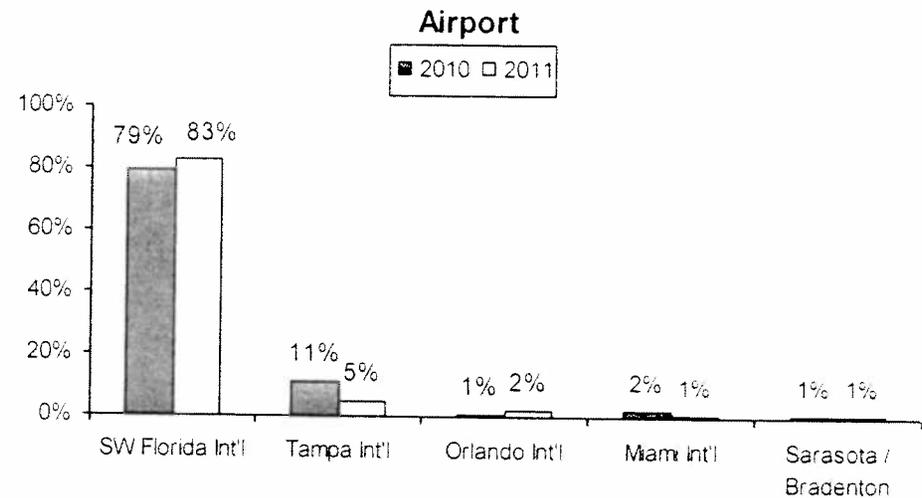
Mode of Transportation		
	2010	2011
Total Respondents	204	204
Drive a personal vehicle	36%	<49%>
Fly	<57%>	42%
Drive a rental vehicle	3%	3%
Drive an RV	4%	3%
Other/No Answer (net)	1%	2%

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



Airport		
	2010	2011
Respondents who flew into the area	116	86
SW Florida Int'l (Fort Myers)	79%	83%
Tampa Int'l	11%	5%
Orlando Int'l	1%	2%
Miami Int'l	2%	1%
Sarasota / Bradenton	1%	1%
Ft. Lauderdale Int'l	1%	1%
Other/No Answer (net)	5%	7%

Q2: At which Florida airport did you land?

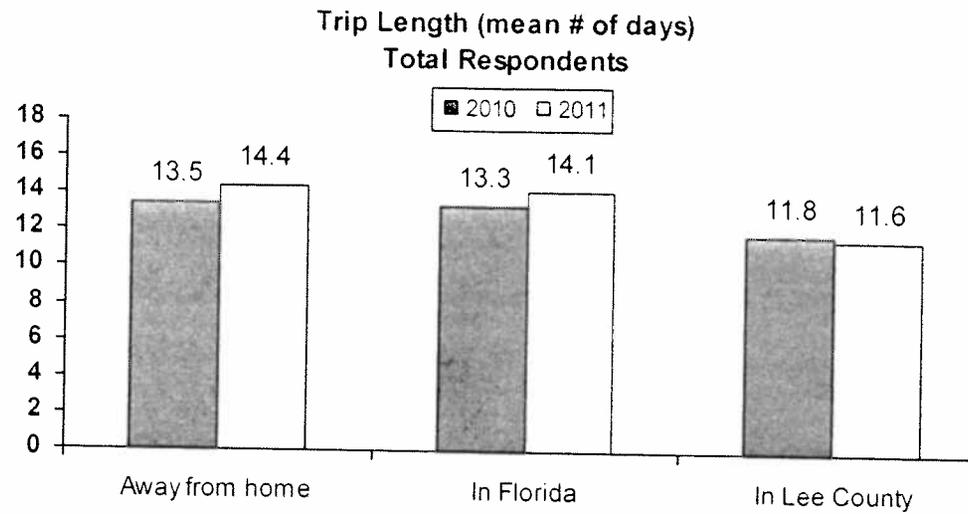




Trip Profile

February Trip Length Mean # of Days			
	Total Respondents		
	2010	2011	% Change
Total Respondents	204	204	
Away from home	13.5	14.4	6.7%
In Florida	13.3	14.1	6.0%
In Lee County	11.8	11.6	-1.7%

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

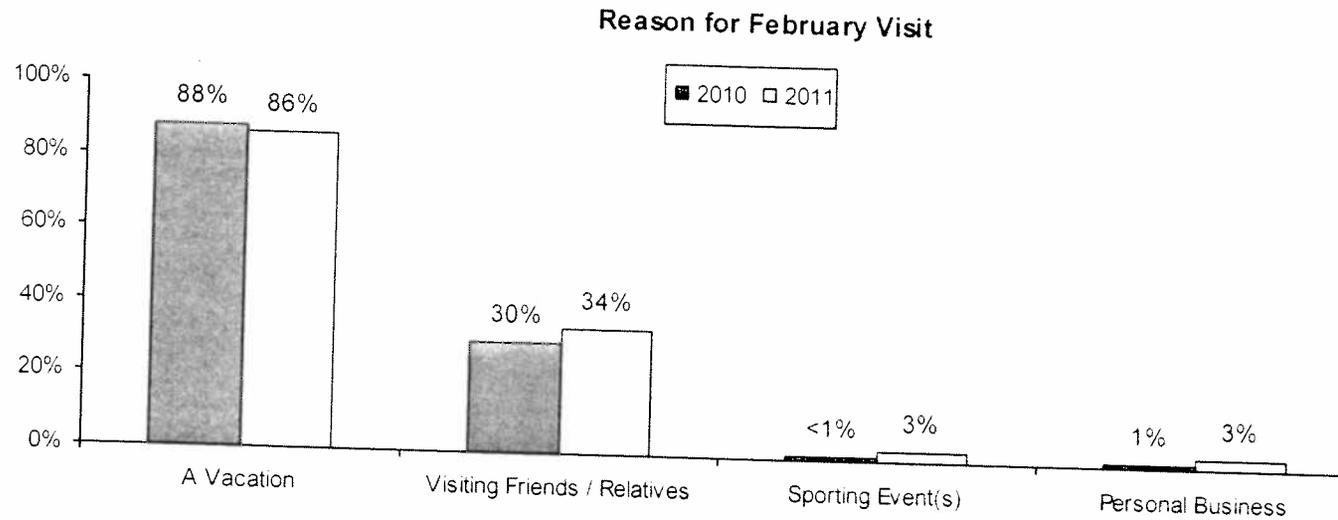




Trip Profile

Reason for February Visit		
	2010	2011
Total Respondents	204	204
A Vacation	88%	86%
Visiting Friends / Relatives	30%	34%
Sporting Event(s)	<1%	3%
Personal Business	1%	3%
Other Business Trip	<1%	2%
A Convention / Trade Show	-	-
A Conference / Meeting	1%	<1%
Other/No Answer (net)	5%	5%

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



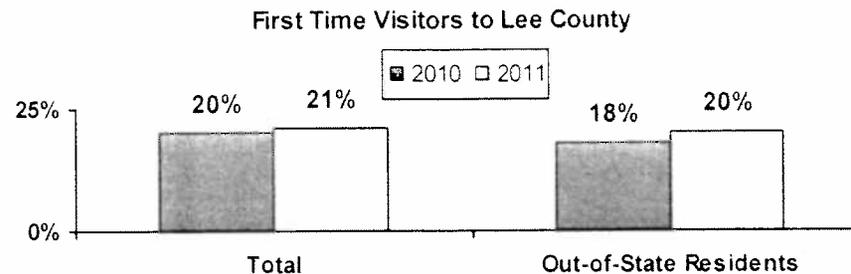


Trip Profile

First Time Visitors to Lee County								
	TOTAL		Florida Residents		Out-of-State Residents		International Visitors	
	2010	2011	2010	2011	2010	2011	2010	2011
Total Respondents	204	204	4*	1*	160	153	29*	23*
Yes	20%	21%	N/A	N/A	18%	20%	N/A	N/A
No	78%	78%	N/A	N/A	80%	79%	N/A	N/A
No Answer	1%	1%	N/A	N/A	1%	1%	N/A	N/A

Q20: Is this your first visit to Lee County?

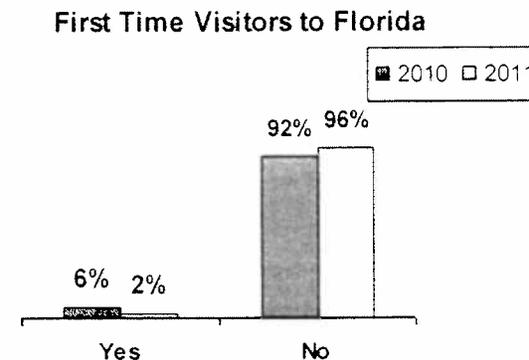
*N/A: Insufficient number of responses for statistical analysis (N<30).



First Time Visitors to Florida		
	2010	2011
Total Respondents	204	204
Yes	<6%>	2%
No	92%	<96%>
No answer	-	1%
FL Residents*	2%	<1%>

Q18: Is this your first visit to Florida?

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



Trip Profile

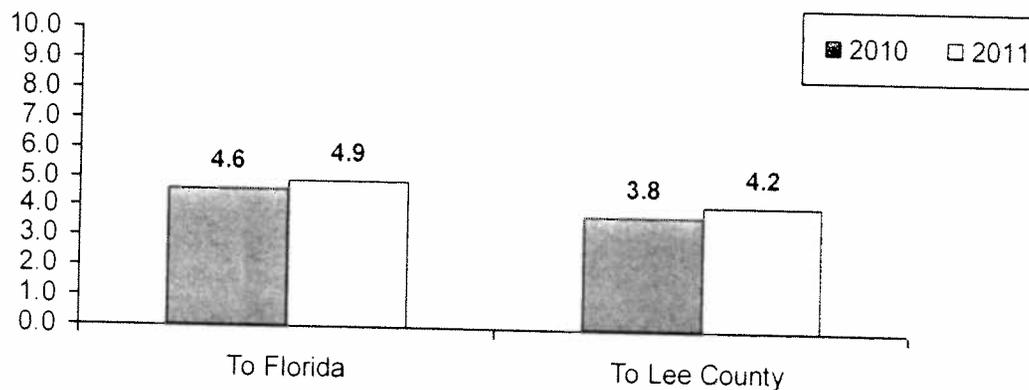


Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2010	2011	2010	2011
Base: Repeat Visitors	188 (FL res. Excl.)	197 (FL res. Excl.)	160	159
Number of visits	4.6	4.9	3.8	4.2

Q19: Over the past five (5) years, how many times have you visited Florida?

Q21: Over the past five (5) years, how many times have you visited Lee County?

Previous Visits in Five Years

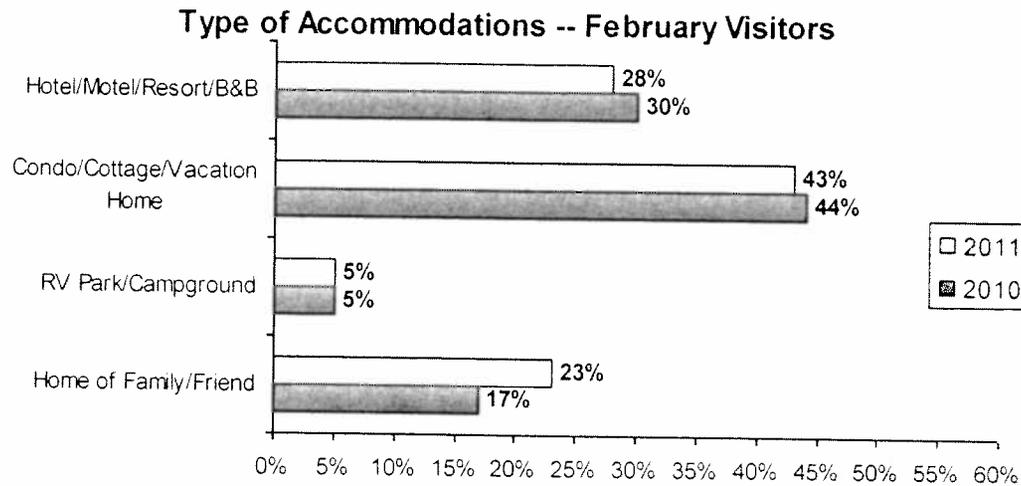




Trip Profile

Type of Accommodations - February Visitors		
	2010	2011
Total Respondents	204	204
Hotel/Motel/Resort/B&B	30%	28%
Hotel/motel/inn	14%	17%
Resort	16%	11%
B&B	-	-
Condo/Cottage/Vacation Home	44%	43%
Rented home/condo	30%	34%
Borrowed home/condo	5%	4%
Owned home/condo	8%	5%
RV Park/Campground	5%	5%
Home of family/friend	17%	23%
Day trip (no accommodations)	3%	2%

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



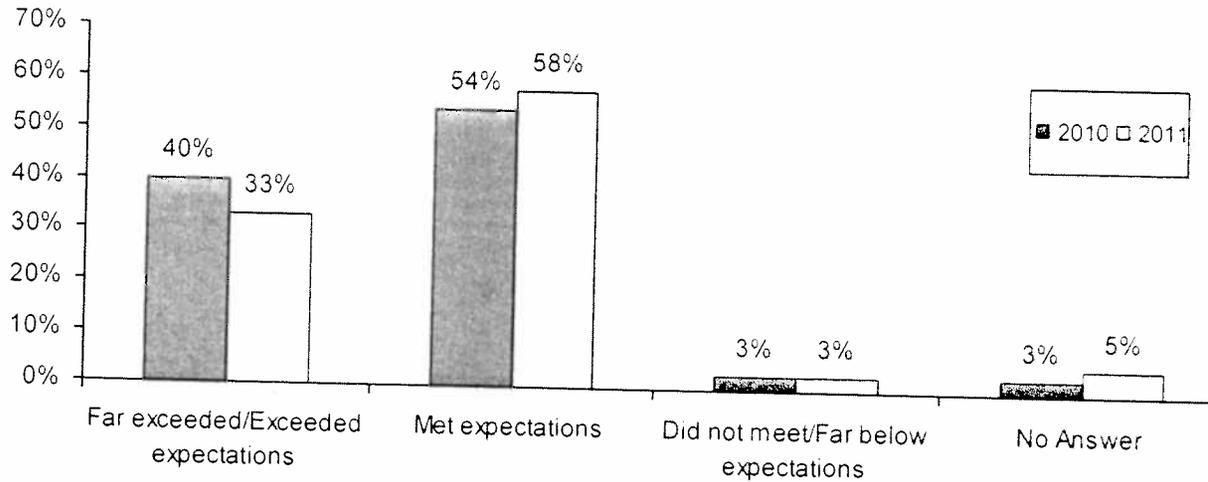
Trip Profile



Quality of Accommodations		
	2010	2011
Total Respondents	204	204
Far exceeded/Exceeded expectations	40%	33%
Met your expectations	54%	58%
Did not meet/Far below expectations	3%	3%
No Answer	3%	5%

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

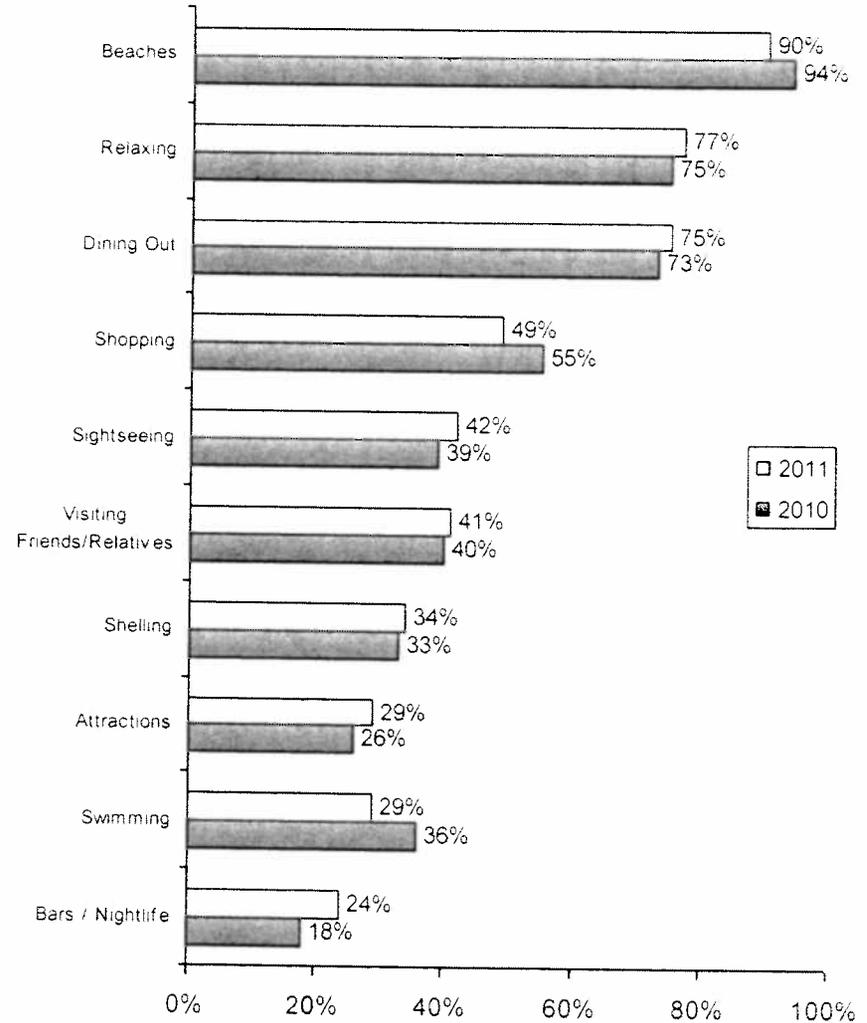
Quality of Accommodations



Trip Activities



February Activities Enjoyed		
	2010	2011
Total Respondents	204	204
Beaches	94%	90%
Relaxing	75%	77%
Dining Out	73%	75%
Shopping	55%	49%
Sightseeing	39%	42%
Visiting Friends/Relatives	40%	41%
Shelling	33%	34%
Attractions	26%	29%
Swimming	36%	29%
Bars / Nightlife	18%	24%
Exercise / Working Out	22%	24%
Watching Wildlife	22%	22%
Golfing	14%	21%
Bicycle Riding	20%	20%
Photography	15%	16%
Birdwatching	15%	16%
Fishing	9%	13%
Boating	8%	10%
Guided Tour	5%	9%
Cultural Events	7%	9%
Sporting Event	3%	7%
Kayaking / Canoeing	4%	7%
Miniature Golf	6%	7%
Tennis	3%	3%
Parasailing / Jet Skiing	2%	1%
Scuba Diving / Snorkeling	1%	-
Other	2%	2%



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

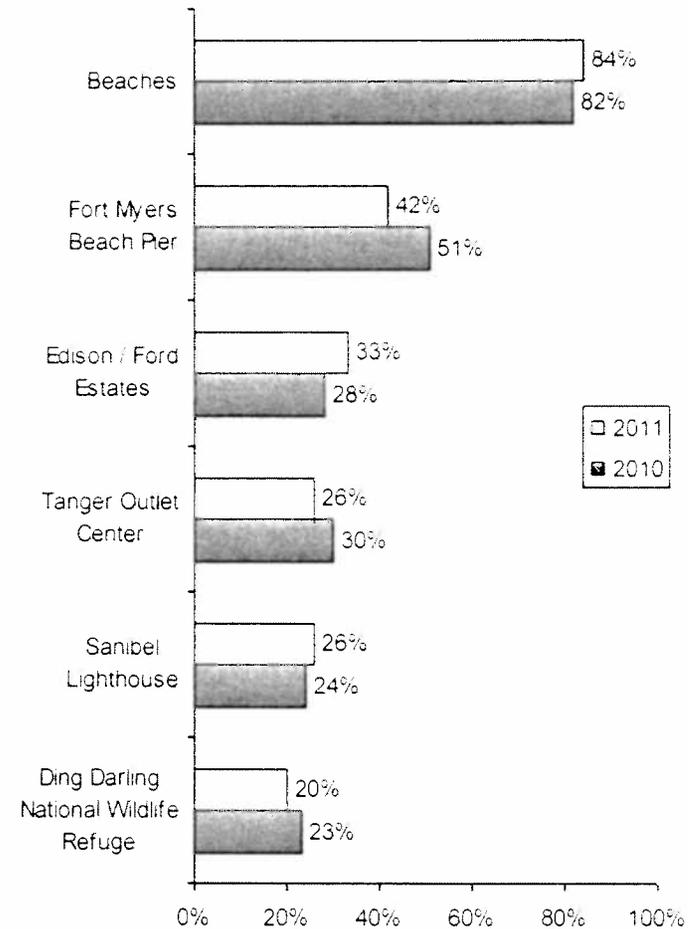
February 2011

Trip Activities



February Attractions Visited		
	2010	2011
Total Respondents	204	204
Beaches	82%	84%
Fort Myers Beach Pier	51%	42%
Edison / Ford Estates	28%	33%
Tanger Outlet Center	30%	26%
Sanibel Lighthouse	24%	26%
Ding Darling National Wildlife Refuge	23%	20%
Bell Tower Shops	19%	19%
Miromar Outlets Mall	25%	18%
Coconut Point Mall	15%	15%
Shell Factory and Nature Park	10%	14%
Periwinkle Place	17%	14%
Edison Mall	13%	12%
Manatee Park	9%	10%
Gulf Coast Town Center	7%	8%
Bailey-Matthews Shell Museum	4%	6%
Barbara B. Mann Performing Arts Hall	8%	4%
Babcock Wilderness Adventures	2%	2%
Broadway Palm Dinner Theater	4%	2%
Other	8%	7%
None/No Answer (net)	3%	3%

February Attractions Visited



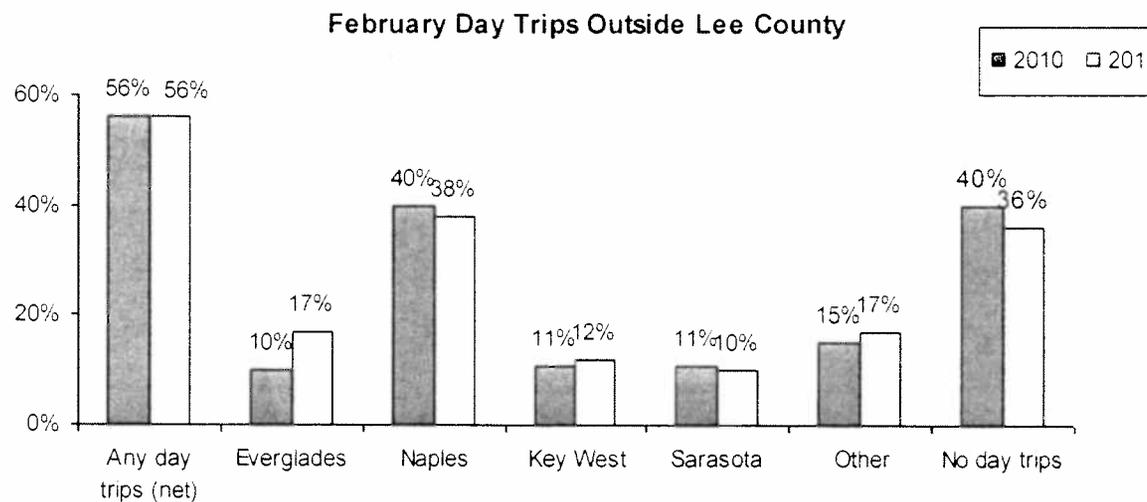
Q29. On this trip, which attractions are you visiting? (Please mark ALL that apply.)



Trip Activities

February Day Trips Outside Lee County		
	2010	2011
Total Respondents	204	204
<u>Any day trips (net)</u>	<u>56%</u>	<u>56%</u>
<i>Everglades</i>	10%	<17%>
<i>Naples</i>	40%	38%
<i>Key West</i>	11%	12%
<i>Sarasota</i>	11%	10%
<i>Other</i>	15%	17%
<u>No day trips</u>	<u>40%</u>	<u>36%</u>
No Answer	3%	8%

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

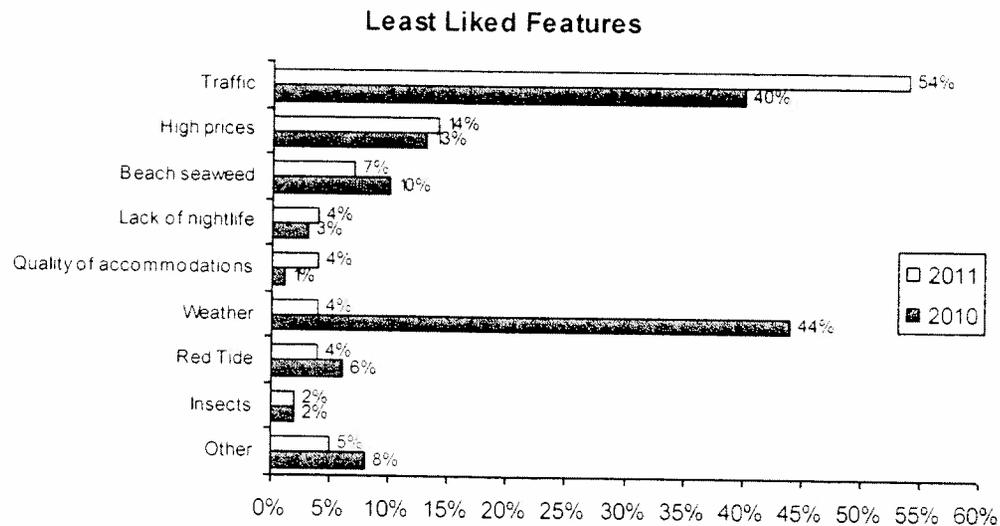




Trip Activities

Least Liked Features		
	2010	2011
Total Respondents	204	204
Traffic	40%	<54%>
High prices	13%	14%
Beach seaweed	10%	7%
Lack of nightlife	3%	4%
Quality of accommodations	1%	4%
Weather	<44%>	4%
Red Tide	6%	4%
Insects	2%	2%
Other	8%	5%
Nothing/No Answer (net)	19%	<31%>

Q34: During the specific visit, which features have you liked least about our area? (Please mark ALL that apply.)

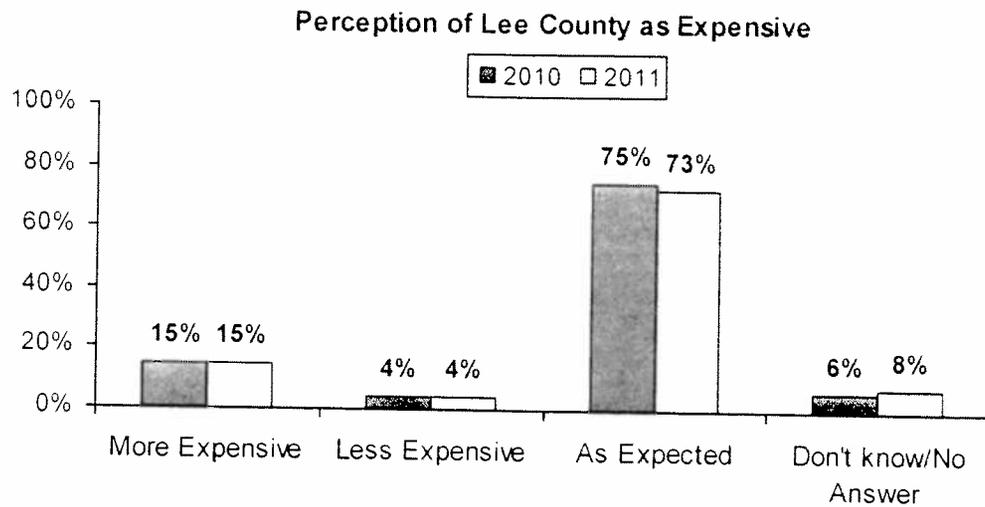




Trip Activities

Perception of Lee County as Expensive		
	2010	2011
Total Respondents	204	204
More Expensive	15%	15%
Less Expensive	4%	4%
As Expected	75%	73%
Don't know/No Answer (net)	6%	8%

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

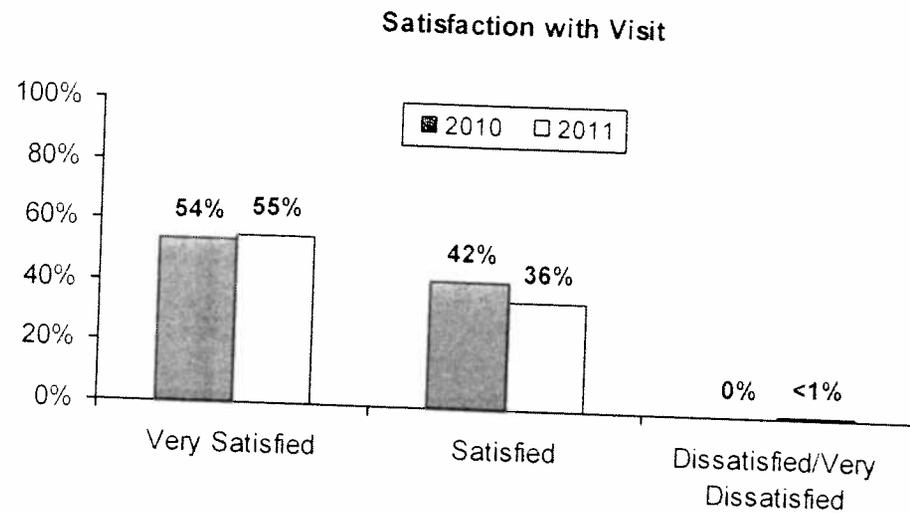




Lee County Experience

Satisfaction with Visit		
	2010	2011
Total Respondents	204	204
Satisfied	<u>95%</u>	<u>91%</u>
<i>Very Satisfied</i>	54%	55%
<i>Satisfied</i>	42%	36%
Neither	2%	3%
Dissatisfied/Very Dissatisfied	-	<1%
Don't know/no answer	2%	6%

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





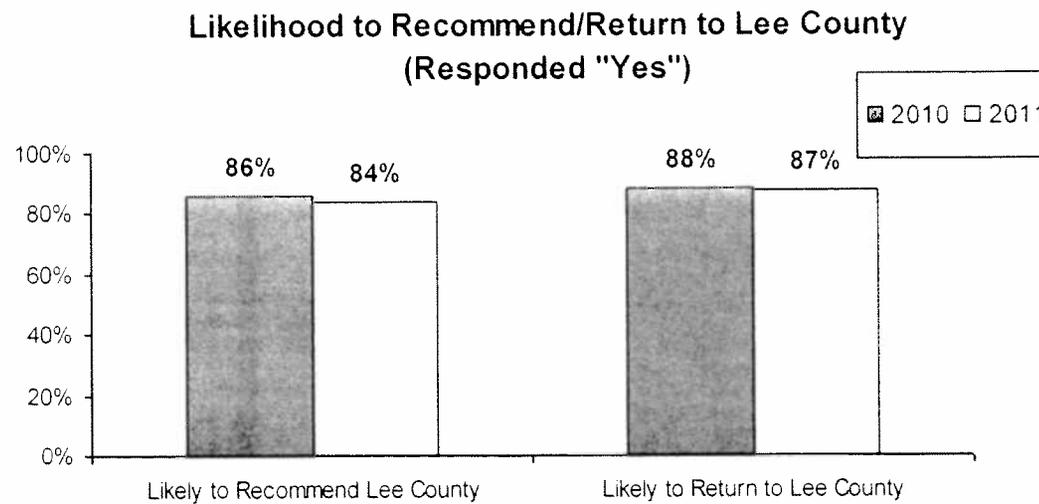
Future Plans

Likelihood to Recommend/Return to Lee County		
	2010	2011
Total Respondents	204	204
Likely to Recommend Lee County	86%	84%
Likely to Return to Lee County	88%	87%
Base: Total Respondents Planning to Return	180	177
Likely to Return Next Year	64%	71%

Q32: Would you recommend Lee County to a friend over other vacation areas in Florida?

Q35: Will you come back to Lee County?

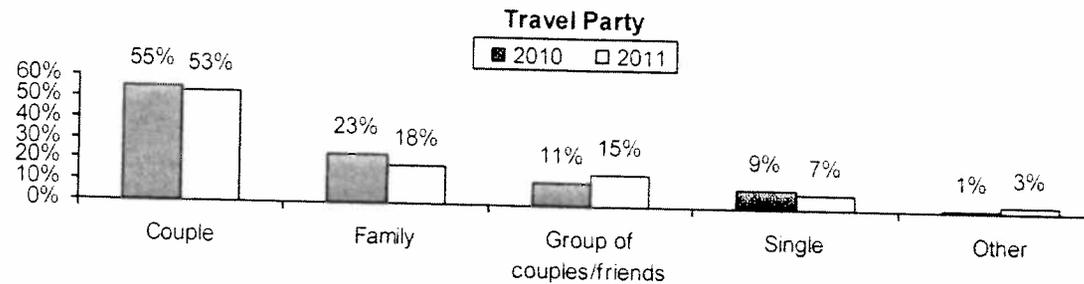
Q36: Will you come back next year?





Visitor and Travel Party Demographic Profile

February Travel Party		
	2010	2011
Total Respondents	204	204
Couple	55%	53%
Family	23%	18%
Group of couples/friends	11%	15%
Single	9%	7%
Other	1%	3%
Mean travel party size	2.9	2.7
Mean adults in travel party	2.6	2.5



Travel Parties with Children		
	2010	2011
Total Respondents	204	204
Traveling with any Children (net)	13%	9%
Any younger than 6	<8%>	3%
Any 6 - 11 years old	4%	4%
Any 12 - 17 years old	5%	5%

Q22: On this trip, are you traveling:

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

Q24: How many of those people are:

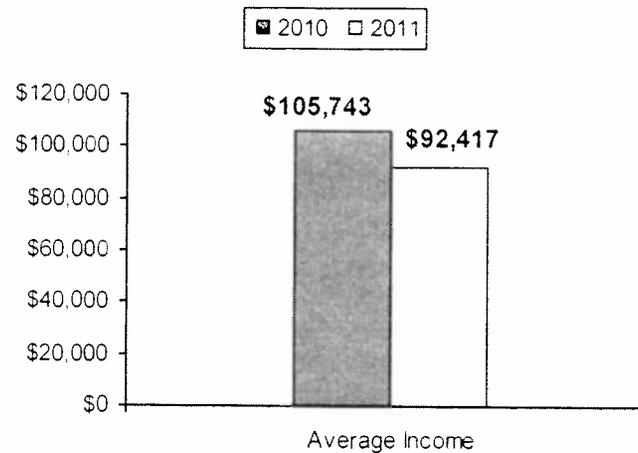
Younger than 6 years old/6-11 years old/12-17 years old/Adults



Visitor and Travel Party Demographic Profile

February Visitor Demographic Profile		
	2010	2011
Total Respondents	204	204
Vacations per year (mean)	2.9	3.0
Short getaways per year (mean)	4.2	4.7
Age of respondent (mean)	55.8	58.2
Annual household income (mean)	<\$105,743>	\$92,417
Marital Status		
Married	79%	75%
Single	8%	10%
Other	11%	12%

Annual Household Income



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?

Q38: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Q41: What is your age, please?

Q43: What is your total annual household income before taxes?

Q40: Are you: Married/Single/Other



Total February Visitation					
	%		Visitor Estimates		% Change 2010-2011
	2010	2011	2010	2011	
Paid Accommodations	43%	48%	188,450	201,709	7.0%
Friends/Relatives	57%	52%	251,651	221,953	-11.8%
Total Visitation			440,101	423,662	-3.7%
February Visitor Origin - Visitors Staying in Paid Accommodations					
	2010	2011	2010	2011	
United States	85%	84%	159,897	169,318	5.9%
Canada	8%	9%	15,704	17,668	12.5%
UK	3%	2%	5,711	4,417	-22.7%
BeNeLux	-	1%	-	1,472	-
Scandinavia	-	1%	-	1,472	-
France	-	1%	-	1,472	-
Austria	2%	-	2,855	-	-
Ireland	1%	-	1,428	-	-
Germany	2%	-	2,855	-	-
No Answer	-	3%	-	5,889	-
U.S. Region (Paid Accommodations)					
	2010	2011	2010	2011	
Florida	-	1%	-	1,472	-
South (including Florida)	18%	17%	28,553	27,974	-2.0%
Midwest	52%	50%	82,804	83,923	1.4%
Northeast	23%	21%	37,119	35,336	-4.8%
West	5%	2%	7,138	2,945	-58.7%
No Answer	3%	11%	4,283	19,140	346.9%

2011 Top DMAs (Paid Accommodations)		
Cleveland-Akron (Canton)	5%	8,834
Indianapolis	5%	8,834
Minneapolis-Saint Paul	5%	8,834
Chicago	4%	7,362
Grand Rapids-Kalamazoo-Battle Creek	4%	7,362
Lexington	4%	7,362
Cincinnati	4%	5,889
New York	4%	5,889
Philadelphia	4%	5,889



Occupancy Data Analysis February 2011

Property managers representing 147 properties in Lee County were interviewed for the February 2011 Occupancy Survey between March 1 and March 15, 2011, a sample considered accurate to plus or minus 8.1 percentage points at the 95% confidence level.

Property managers representing 144 properties in Lee County were interviewed for the February 2010 Occupancy Survey between March 1 and March 15, 2010, a sample considered accurate to plus or minus 8.2 percentage points at the 95% confidence level.

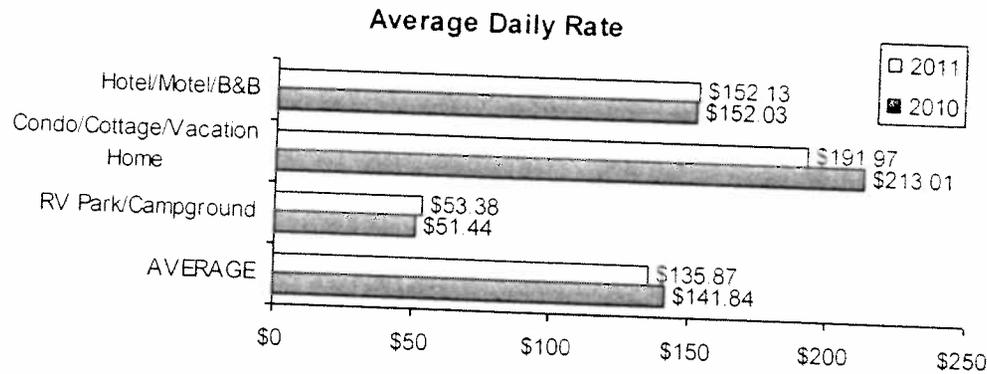
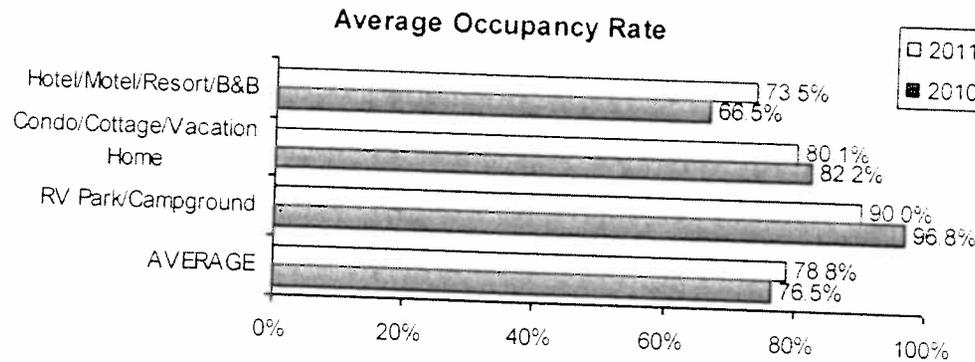


February Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
Property Managers Responding	138	139		141	142		138/141	139/142	
Hotel/Motel/Resort/B&B	66.5%	73.5%	10.7%	\$152.03	\$152.13	0.1%	\$101.03	\$111.87	10.7%
Condo/Cottage/Vacation Home	82.2%	80.1%	-2.5%	\$213.01	\$191.97	-9.9%	\$175.00	\$153.80	-12.1%
RV Park/Campground	96.8%	90.0%	-7.1%	\$51.44	\$53.38	3.8%	\$49.81	\$48.03	-3.6%
AVERAGE	76.5%	78.8%	3.0%	\$141.84	\$135.87	-4.2%	\$108.43	\$107.00	-1.3%

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

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

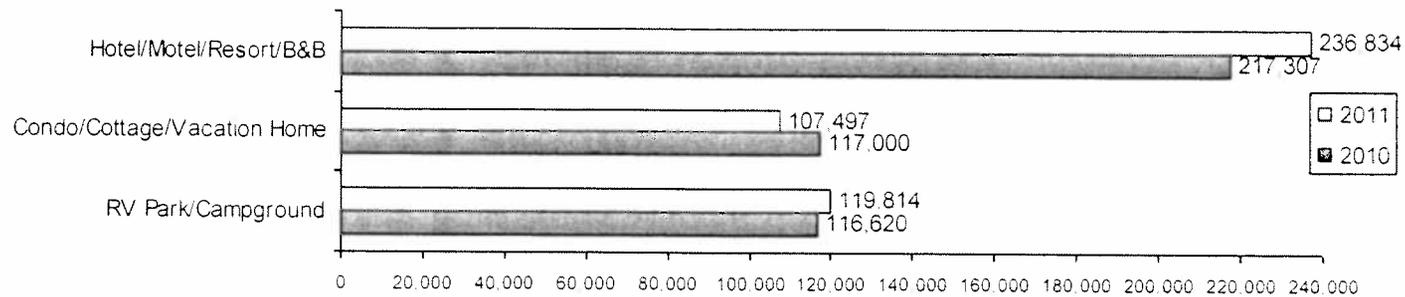




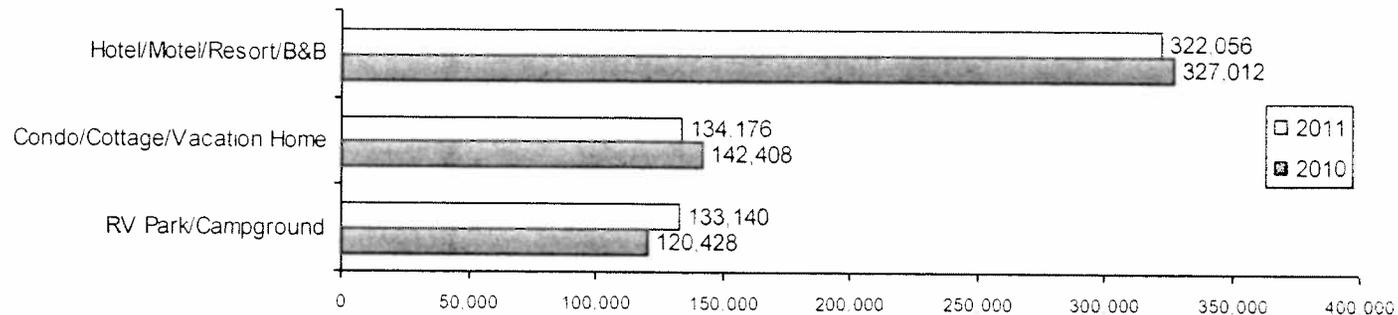
February Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2010	2011	% Change	2010	2011	% Change
Hotel/Motel/Resort/B&B	217,307	236,834	9.0%	327,012	322,056	-1.5%
Condo/Cottage/Vacation Home	117,000	107,497	-8.1%	142,408	134,176	-5.8%
RV Park/Campground	116,620	119,814	2.7%	120,428	133,140	10.6%
Total	450,927	464,145	2.9%	589,848	589,372	-0.1%

Occupied Room Nights



Available Room Nights

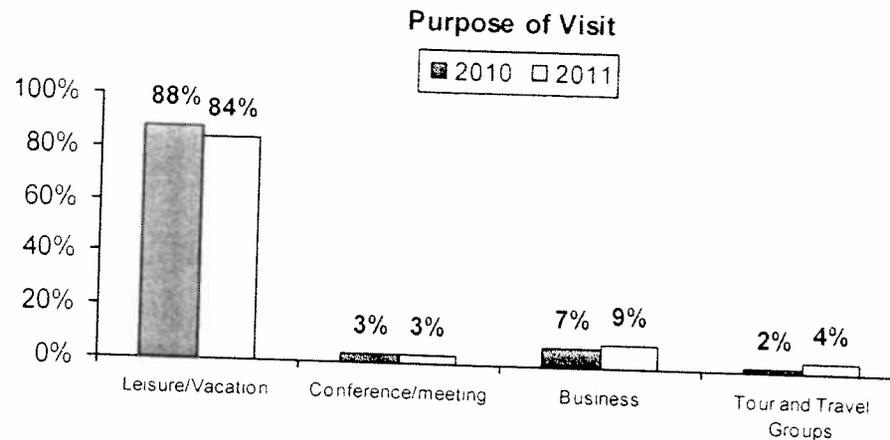




Lodging Management Estimates

February Guest Profile		
	2010	2011
Property Managers Responding	127	125
Purpose of Visit		
Leisure/Vacation	88%	84%
Conference/meeting	3%	3%
Business	7%	9%
Tour and Travel Groups	2%	4%
Property Managers Responding	134	135
Average guests per room	2.4	2.5
Property Managers Responding	132	135
Average length of stay in nights	9.5	8.5

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

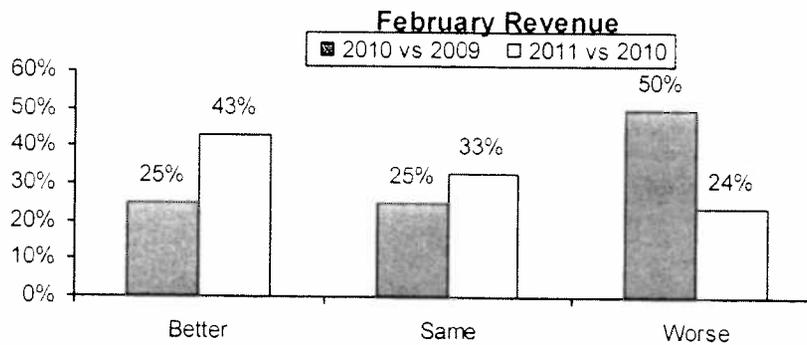
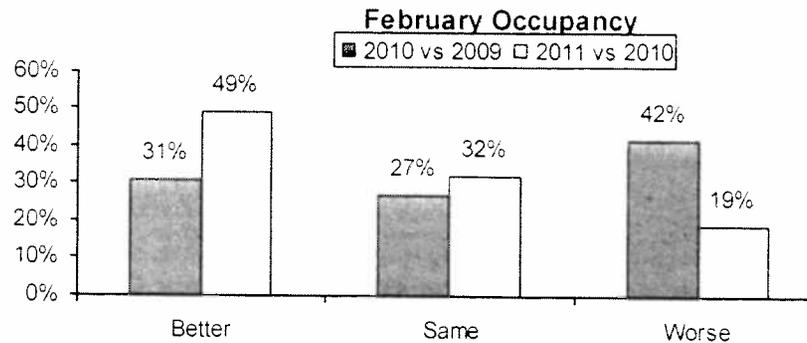




Occupancy Barometer

	February Occupancy		February Revenue	
	2010	2011	2010	2011
Property Managers Responding	132	140	130	137
<u>Better/Same (net)</u>	<u>58%</u>	<u><81%></u>	<u>50%</u>	<u><76%></u>
Better	31%	<49%>	25%	<43%>
Same	27%	32%	25%	33%
Worse	<42%>	19%	<50%>	24%

Q25: Was your February occupancy better, the same, or worse than it was in February 2010?
How about your property's February revenue – better, the same, or worse than February 2010?

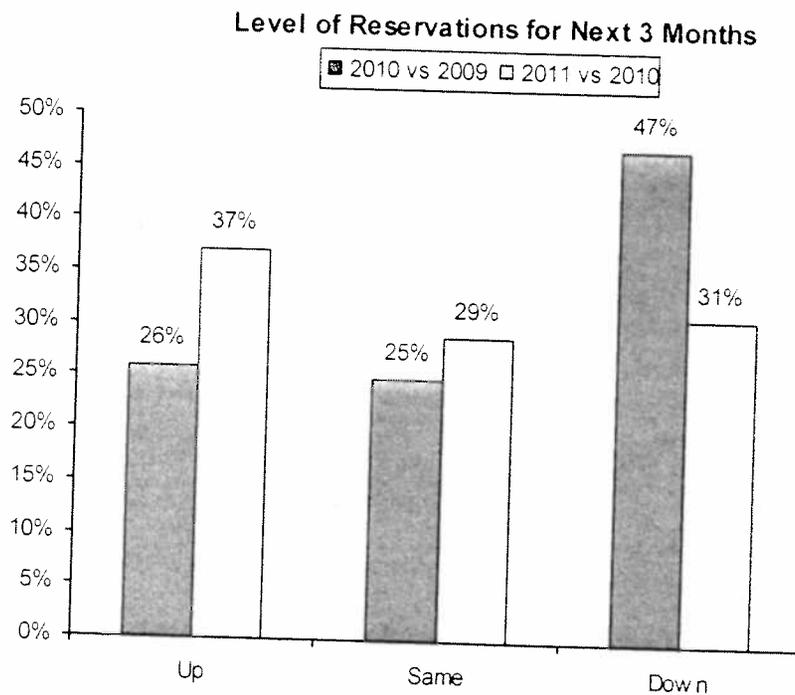




Occupancy Barometer

Level of Reservations for next 3 months Compared to Last Year		
	2010	2011
Total Answering Respondents	134	140
<u>Up/Same (net)</u>	51%	<66%>
Up	26%	<37%>
Same	25%	29%
Down	<47%>	31%

Q26: Compared to March, April, and May of one year ago, is your property's total level of reservations up, the same or down for the upcoming March, April, and May?



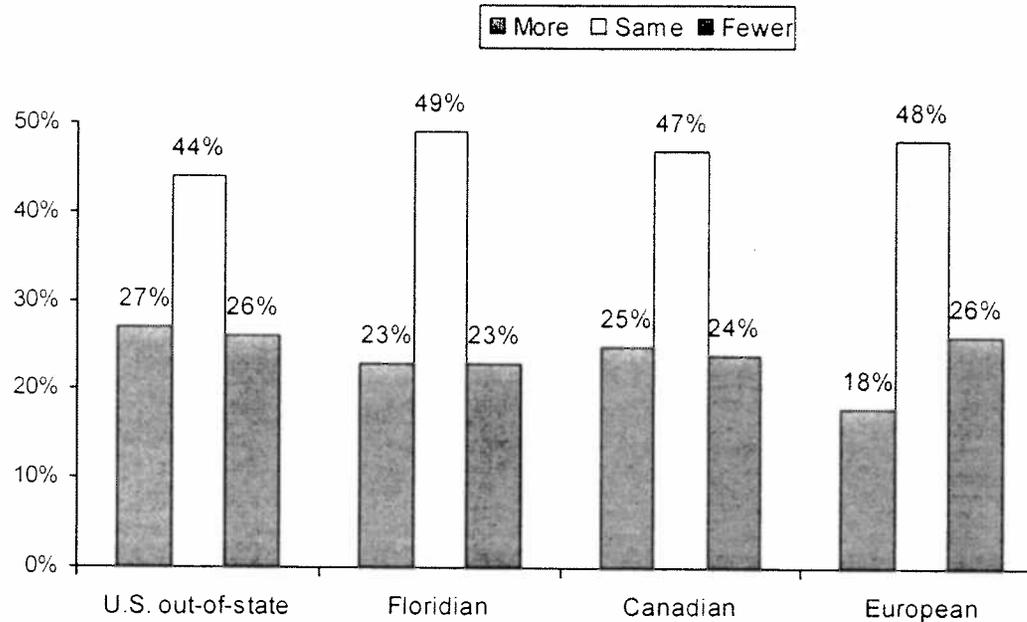


Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (114/123 Minimum)	More		Same		Fewer		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
U.S. out-of-state	21%	27%	44%	44%	29%	26%	6%	4%
Floridian	14%	23%	43%	49%	<37%>	23%	7%	6%
Canadian	19%	25%	46%	47%	28%	24%	8%	4%
European	16%	18%	44%	48%	32%	26%	9%	8%

Q27: Now thinking about the specific origins of your guests, for the upcoming March, April, and May do you expect more, the same, or fewer guests from each of the following areas than you had in March, April, and May of one year ago?

Origin of Guests for Next 3 Months Compared to Last Year
February 2011



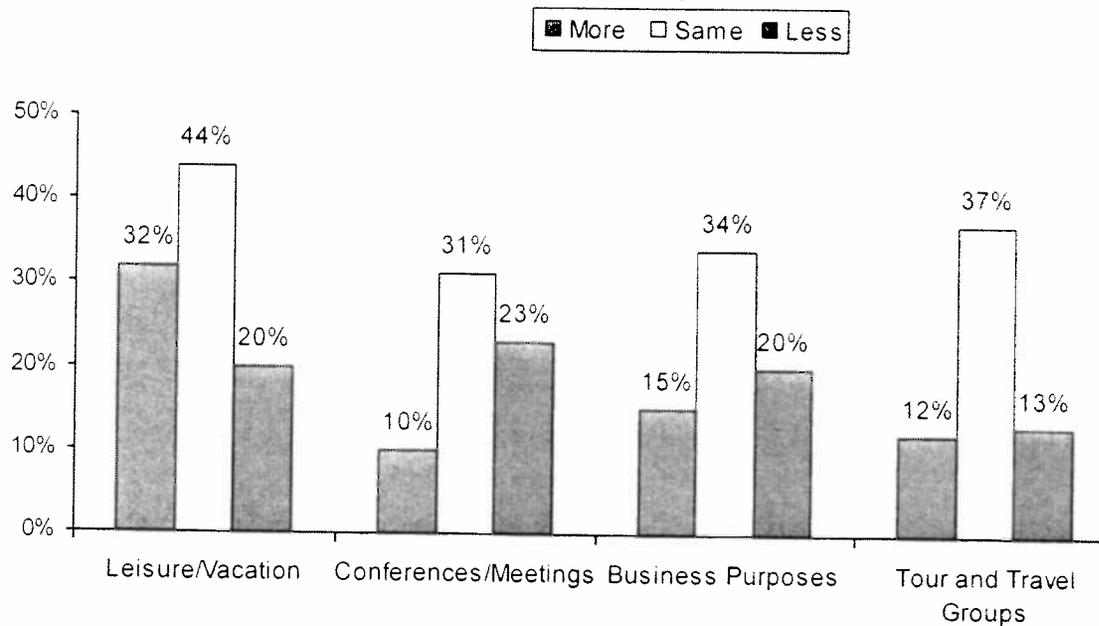


Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (111/112 Minimum)	More		Same		Less		Not Applicable	
	2010	2011	2010	2011	2010	2011	2010	2011
	Leisure/Vacation	18%	<32%>	46%	44%	30%	20%	6%
Conferences/Meetings	2%	<10%>	23%	31%	27%	23%	48%	37%
Business Purposes	5%	<15%>	29%	34%	29%	20%	36%	31%
Tour and Travel Groups	2%	<12%>	23%	<37%>	23%	13%	<52%>	38%

Q28: Compared to March, April, and May of one year ago will the following types of travelers generate more, the same, or less business for your property in the upcoming March, April, and May?

Type of Travelers for Next 3 Months Compared to Last Year
 February 2011





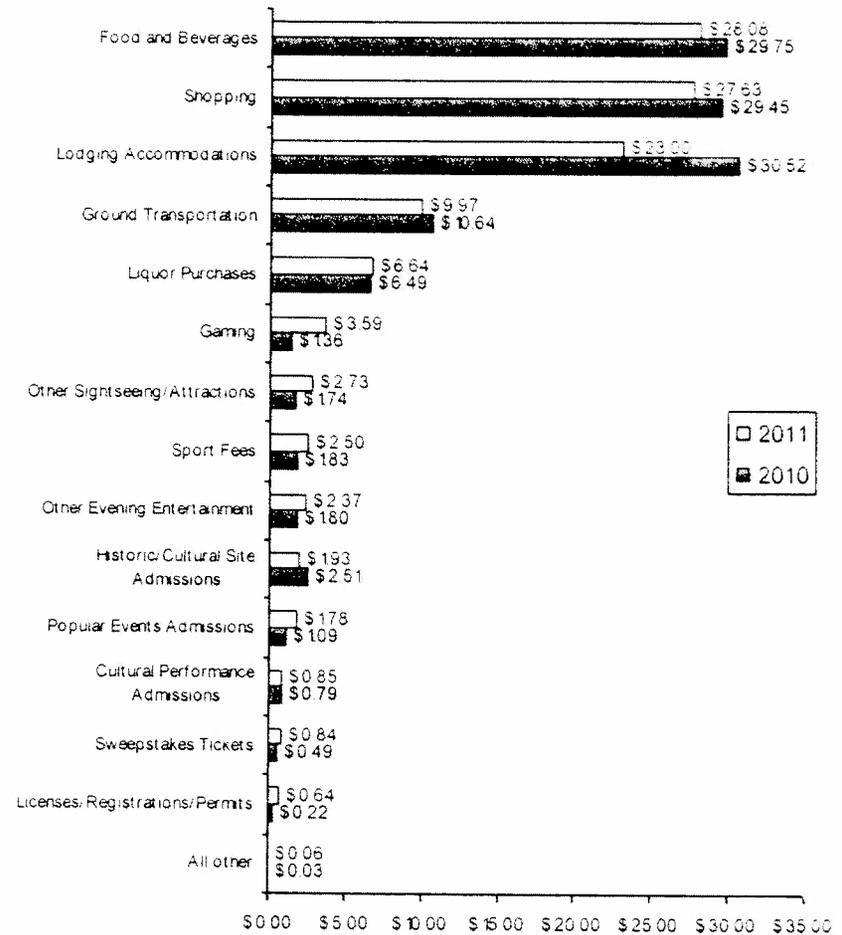
**Economic Impact Analysis
February 2011**



Average Expenditures

Average Expenditures per Person per Day

February Average Expenditures per Person per Day			
	2010	2011	% Change
TOTAL	\$118.72	\$112.62	-5.1%
Food and Beverages	\$29.75	\$28.08	-5.6%
Shopping	\$29.45	\$27.63	-6.2%
Lodging Accommodations	\$30.52	\$23.00	-24.6%
Ground Transportation	\$10.64	\$9.97	-6.3%
Liquor Purchases	\$6.49	\$6.64	2.3%
Gaming	\$1.36	\$3.59	164.0%
Other Sightseeing/Attractions	\$1.74	\$2.73	56.9%
Sport Fees	\$1.83	\$2.50	36.6%
Other Evening Entertainment	\$1.80	\$2.37	31.7%
Historic/Cultural Site Admissions	\$2.51	\$1.93	-23.1%
Popular Events Admissions	\$1.09	\$1.78	63.3%
Cultural Performance Admissions	\$0.79	\$0.85	7.6%
Sweepstakes Tickets	\$0.49	\$0.84	71.4%
Licenses/Registrations/Permits	\$0.22	\$0.64	190.9%
All other	\$0.03	\$0.06	100.0%

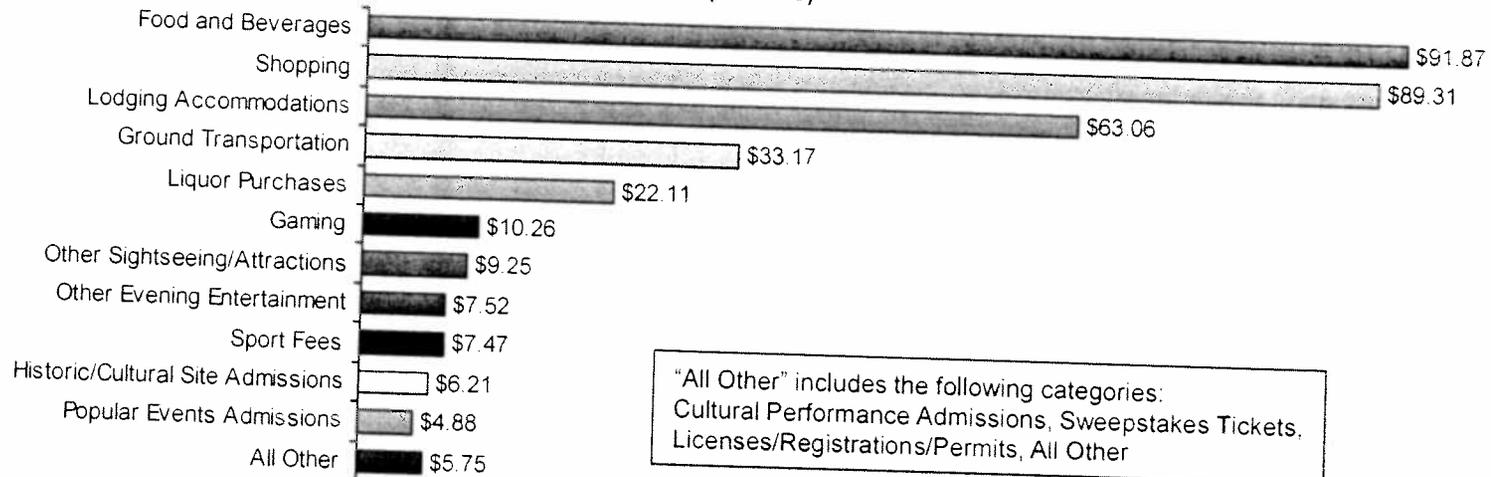




Total Visitor Expenditures by Spending Category

February TOTAL EXPENDITURES			
	2010	2011	% Change
TOTAL	\$314,461,861	\$350,851,845	11.6%
Food and Beverages	\$81,768,266	\$91,866,932	12.4%
Shopping	\$86,891,381	\$89,313,411	2.8%
Lodging Accommodations	\$63,957,791	\$63,061,441	-1.4%
Ground Transportation	\$29,276,881	\$33,172,712	13.3%
Liquor Purchases	\$16,608,888	\$22,110,653	33.1%
Gaming	\$3,961,138	\$10,262,527	159.1%
Other Sightseeing/Attractions	\$4,757,784	\$9,248,497	94.4%
Other Evening Entertainment	\$5,943,120	\$7,515,531	26.5%
Sport Fees	\$5,689,089	\$7,465,202	31.2%
Historic/Cultural Site Admissions	\$9,103,153	\$6,209,034	-31.8%
Popular Events Admissions	\$3,394,543	\$4,877,355	43.7%
All Other	\$3,109,827	\$5,748,550	84.9%

February 2011 Total Expenditures
(Millions)



"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets,
Licenses/Registrations/Permits, All Other



Total Visitor Expenditures by Spending Category

ALL PROPERTIES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2010	2011	% Change	2010	2011	% Change
TOTAL	<u>\$196,599,440</u>	<u>\$229,202,867</u>	<u>16.6%</u>	<u>\$117,862,421</u>	<u>\$121,648,978</u>	<u>3.2%</u>
Lodging Accommodations	\$63,957,791	\$63,061,441	-1.4%	\$0	\$0	-
Food and Beverages	\$44,033,322	\$52,287,078	18.7%	\$37,734,944	\$39,579,854	4.9%
Shopping Total:	\$44,939,568	\$50,490,067	12.4%	\$41,951,813	\$38,823,344	-7.5%
Ground Transportation	\$16,838,120	\$20,596,767	22.3%	\$12,438,761	\$12,575,945	1.1%
Liquor Purchases	\$9,154,583	\$12,134,456	32.6%	\$7,454,305	\$9,976,197	33.8%
Gaming	\$2,022,407	\$6,862,388	239.3%	\$1,938,731	\$3,400,139	75.4%
Sport Fees	\$2,628,464	\$6,054,655	130.3%	\$3,060,625	\$1,410,547	-53.9%
Other Sightseeing/Attractions	\$3,069,056	\$4,428,723	44.3%	\$1,688,728	\$4,819,774	185.4%
Other Evening Entertainment	\$2,272,138	\$3,487,177	53.5%	\$3,670,982	\$4,028,354	9.7%
Popular Events Admissions	\$1,604,521	\$3,291,024	105.1%	\$1,790,022	\$1,586,331	-11.4%
Historic/Cultural Site Admissions	\$4,163,675	\$2,911,041	-30.1%	\$4,939,478	\$3,297,993	-33.2%
All Other Total	\$1,915,795	\$3,598,050	87.8%	\$1,194,032	\$2,150,500	80.1%

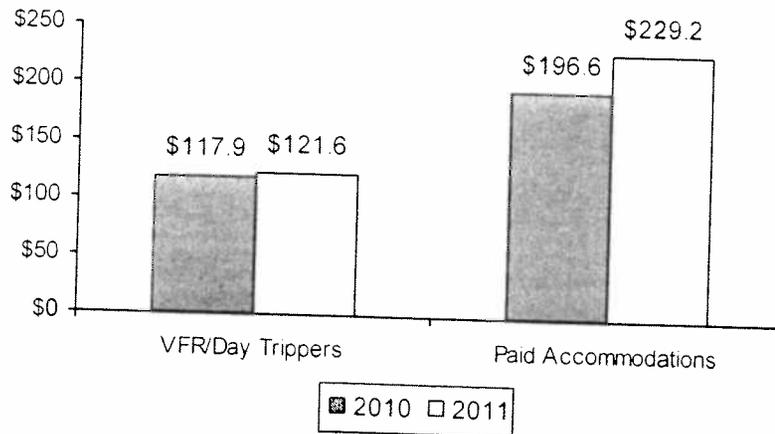
"All Other" includes the following categories:
Cultural Performance Admissions, Sweepstakes Tickets,
Licenses/Registrations/Permits, All Other



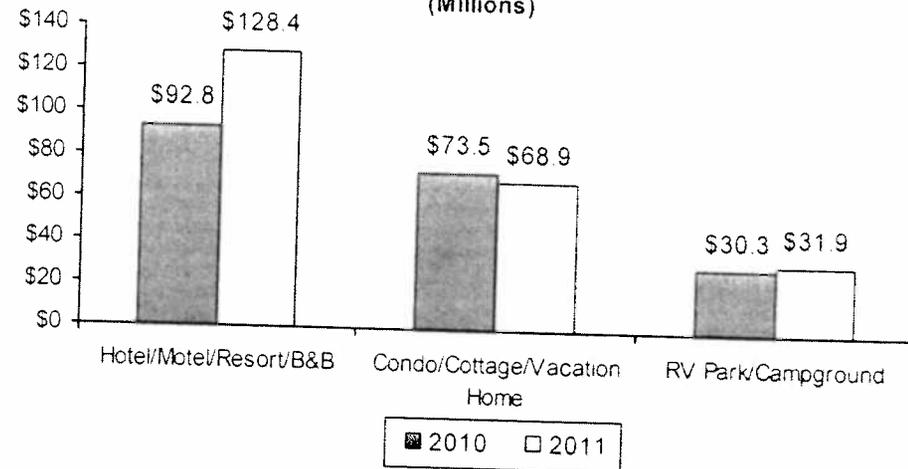
Total Visitor Expenditures by Lodging Type

February Total Expenditures by Lodging Type					
	2010	2011	% Change	2010	2011
TOTAL	\$314,461,861	\$350,851,845	11.6%	100%	100%
Visiting Friends & Relatives/Day Trippers	\$117,862,421	\$121,648,978	3.2%	37%	35%
Paid Accommodations	\$196,599,440	\$229,202,867	16.6%	63%	65%
Hotel/Motel/Resort/B&B	\$92,775,551	\$128,447,896	38.5%	30%	37%
Condo/Cottage/Vacation Home	\$73,497,547	\$68,874,050	-6.3%	23%	20%
RV Park/Campground	\$30,326,342	\$31,880,921	5.1%	10%	9%

Expenditures by Lodging Type
(Millions)



Paid Accommodations 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.



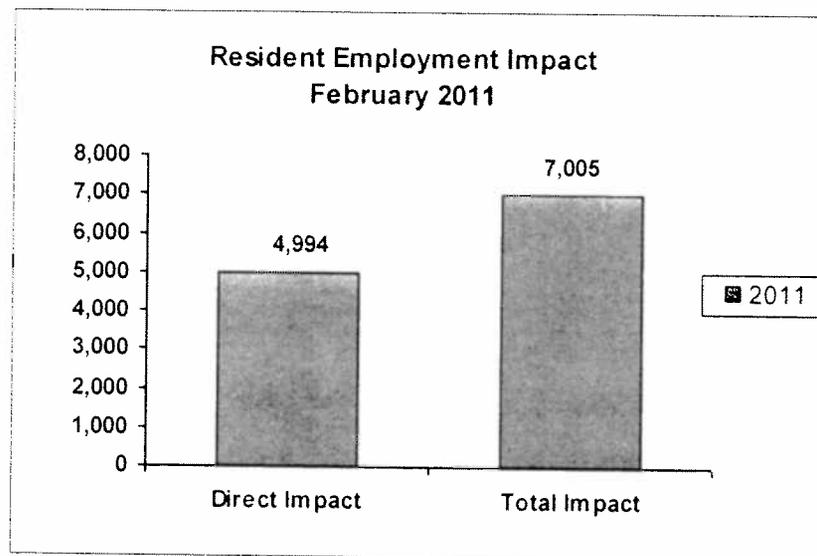
Impact on Jobs for Lee County Residents

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.

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.).





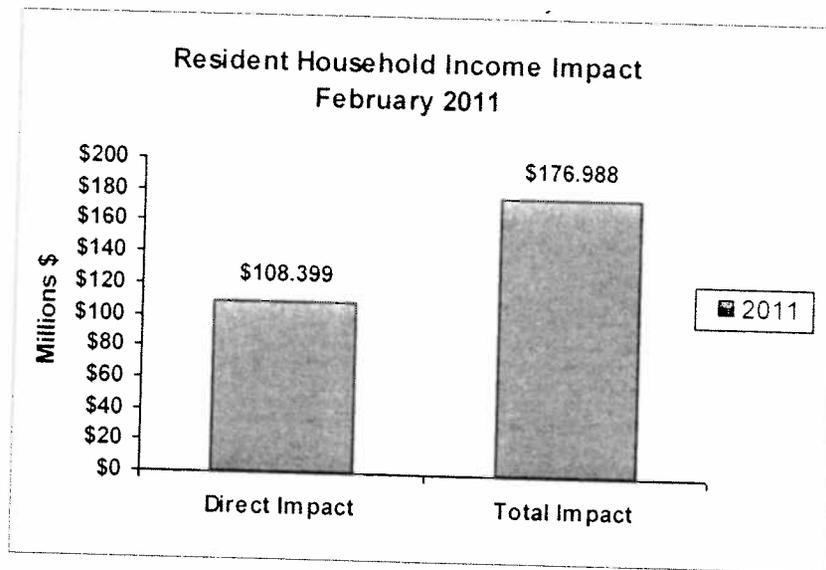
Impact on Household Income for Lee County Residents

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.

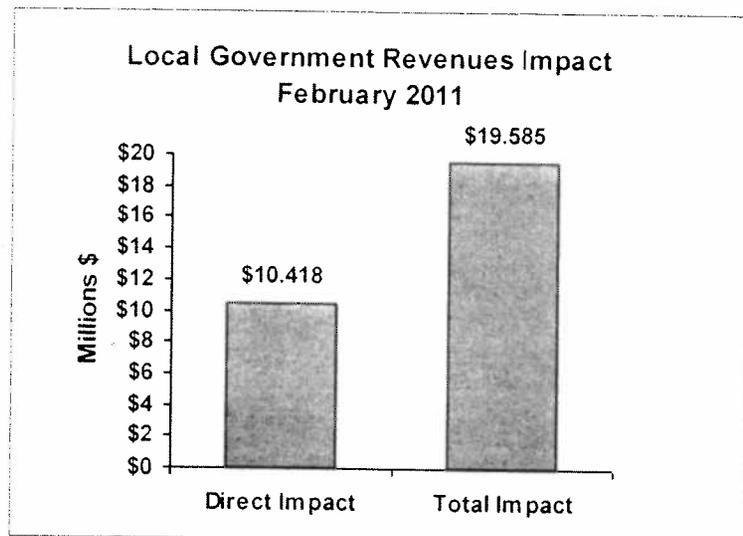
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

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.

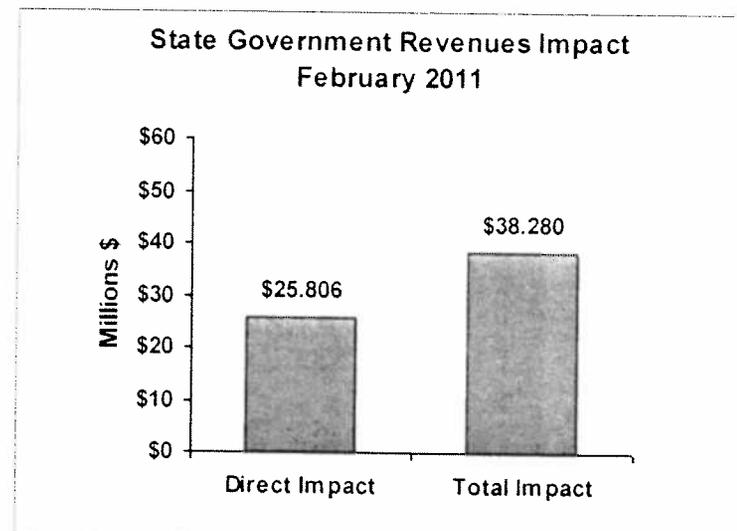
State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

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).



February 2011



50



**Appendix
February 2011**



February 2011 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Ft. Myers	Edison Estates	3-Feb	30
Bonita Springs	Bonita Beach	7-Feb	27
Cape Coral	Cape Coral Yacht Club	12-Feb	9
Ft. Myers	Best Western	12-Feb	5
Ft. Myers	Centennial Park	12-Feb	10
Fort Myers Beach	Cane Palm	15-Feb	8
Fort Myers Beach	Diamondhead Resort	15-Feb	9
Fort Myers Beach	Estero Island Beach Club	15-Feb	10
Fort Myers Beach	The Pier	19-Feb	29
Ft. Myers	Summerline Square Trolley	19-Feb	6
Ft. Myers	Clarion Hotel	21-Feb	4
Sanibel	Holiday Inn	21-Feb	8
Sanibel	Loggerhead Cay	21-Feb	7
Sanibel	Sanibel Surfside	21-Feb	5
Sanibel	Tortuga Beach Club	21-Feb	8
Sanibel	Lighthouse Beach	25-Feb	14
Sanibel	Sanibel Inn	25-Feb	7
Sanibel	Sanibel Mooring	25-Feb	8
TOTAL			204



Occupancy Interviewing Statistics

Interviews were conducted from March 1 – March 15, 2011. Information was provided by 147 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	91
Condo/Cottage/Vacation Home/Timeshare	38
RV Park/Campground	18
Total	147