



## TOURIST DEVELOPMENT COUNCIL

AGENDA - **REVISED**  
October 18, 2012

- I. Call to Order
- II. Roll Call
- III. ⇨ Approval of September 14, 2012 TDC Meeting Minutes
- IV. Special Presentations:
  - a. Economic Development, Jim Moore
- V. Public to be Heard
- VI. Municipalities to be Heard
- VII. Report of the Executive Director, Tamara Pigott
  - a. Key Performance Indicators
  - b. Sales Report, Pamela Johnson
  - c. Communications Report, Nancy Hamilton
  - d. Visitor Services Report, Judi Durant
  - e. Marketing Report, Laura Chmielewski
- VIII. Report of the Sports Authority Executive Director, Jeff Mielke
- IX. Old Business
  - ⇨ a. Proposed Amendment to Florida Statute 125.0104
- X. New Business
  - ⇨ a. 2013 TDC Meeting Dates
  - ⇨ b. FY2012 – 2013 Events Marketing Subcommittee Nominations
- XI. For Council's Information
- XII. TDC Member Items
- XIII. Adjourn

The next TDC Meeting will be held 9:00 a.m. on Friday, **November 16, 2012** at the Visitor & Convention Bureau, 2201 Second Street, Suite 118.

⇨ Denotes Action Item



THE BEACHES OF  
**FORT MYERS**  
**AND SANIBEL**

**MEMORANDUM**

**TO:** Tourist Development Council Members

**FROM:** Tamara Pigott, Executive Director

**DATE:** October, 18, 2012

**RE: REPORT FROM THE EXECUTIVE DIRECTOR**

a) Preliminary Tourist Tax Report

August 2012	August 2011 -Preliminary	August 2011-Final
\$1,126,841	\$865,055	\$1,098,407
% Change	30.2%	2.5%

b) STR Report – See attached

c) RSW Passenger Report

August 2012	August 2011	% Change
421,211	420,105	0.3%

**LEE COUNTY TOURIST TAX COLLECTIONS BY FISCAL YEAR**

CURRENT PAYMENTS PERIOD	FINAL		FINAL		FINAL		FINAL		PRELIMINARY	
	FY07/08	YTD	FY08/09	YTD	FY09/10	YTD	FY10/11	YTD	FY11/12	YTD
Prior Years					2,981	2,981	308	308	550	550
OCTOBER	984,607	984,607	579,768	579,768	721,181	721,181	769,527	769,835	1,045,136	1,045,686
NOVEMBER	1,224,479	2,209,086	962,052	1,541,820	617,018	1,338,199	1,101,350	1,871,185	1,297,018	2,342,704
DECEMBER	1,586,167	3,795,253	1,038,517	2,580,337	1,389,073	2,727,272	1,475,989	3,347,174	1,812,611	4,155,315
JANUARY	2,293,638	6,088,891	1,665,144	4,245,481	1,356,344	4,083,616	2,035,513	5,382,687	2,316,840	6,472,155
FEBRUARY	3,095,932	9,184,823	1,764,392	6,009,873	2,179,931	6,263,547	2,770,744	8,153,431	3,224,741	9,696,896
MARCH	4,944,241	14,129,064	2,985,171	8,995,044	4,005,514	10,269,061	5,173,837	13,327,268	5,887,297	15,584,193
APRIL	2,164,414	16,293,478	2,055,451	11,050,495	1,441,418	11,710,479	2,399,360	15,726,628	2,361,781	17,945,974
MAY	1,492,226	17,785,704	1,224,342	12,274,837	901,899	12,612,378	1,444,581	17,171,209	1,487,129	19,433,103
JUNE	1,521,858	19,307,562	803,167	13,078,004	1,288,003	13,900,381	1,528,398	18,699,607	1,773,891	21,206,994
JULY	1,445,387	20,752,949	1,133,837	14,211,841	1,183,700	15,084,081	1,710,063	20,409,670	1,639,872	22,846,866
AUGUST	1,068,403	21,821,352	680,758	14,892,599	771,892	15,855,973	851,111	21,260,781	1,122,038	23,968,904
SEPTEMBER	749,443	22,570,795	770,433	15,663,032	768,806	16,624,779	970,684	22,231,465	60,610	24,029,514
(-) REFUNDS	11,665	22,582,460		15,663,032		16,624,779		22,231,465		24,029,514
FUTURE YEARS	(23,510)	22,558,950	(2,496)	15,660,536	7,885	16,616,894	10,574	22,242,039	4,918	24,034,432
<b>SUB TOTAL</b>	<b>\$ 22,558,950</b>		<b>\$ 15,660,536</b>		<b>\$ 16,635,645</b>		<b>\$ 22,242,039</b>		<b>\$ 24,034,432</b>	

LATE PAYMENTS										
PERIOD	FY07/08	YTD	FY08/09	YTD	FY09/10	YTD	FY10/11	YTD	FY11/12	YTD
Prior Years	439,360	439,360	499,599	499,599	774,433	774,433	713,971	713,971	512,348	512,348
OCTOBER	21,137	460,497	340,306	839,905	177,859	952,292	146,769	860,740	38,196	550,544
NOVEMBER	24,849	485,346	220,310	1,060,215	525,695	1,477,987	31,658	892,398	32,306	582,850
DECEMBER	37,412	522,758	598,648	1,658,863	324,434	1,802,421	130,873	1,023,271	58,008	640,858
JANUARY	54,592	577,350	599,602	2,258,465	809,806	2,612,227	67,537	1,090,808	61,193	702,051
FEBRUARY	62,036	639,386	1,012,237	3,270,702	583,538	3,195,765	44,924	1,135,732	63,364	765,415
MARCH	305,956	945,342	1,660,672	4,931,374	1,238,974	4,434,739	420,462	1,556,194	411,382	1,176,797
APRIL	30,471	975,813	73,265	5,004,639	750,255	5,184,994	34,182	1,590,376	40,655	1,217,452
MAY	17,928	993,741	33,300	5,037,939	407,083	5,592,077	28,119	1,618,495	27,188	1,244,640
JUNE	10,629	1,004,370	600,284	5,638,223	110,245	5,702,322	130,069	1,748,564	59,070	1,303,710
JULY	25,730	1,030,100	266,295	5,904,518	236,520	5,938,842	26,655	1,775,219	90,421	1,394,132
AUGUST	14,210	1,044,310	260,030	6,164,548	131,463	6,070,305	247,296		4,804	1,398,936
SEPTEMBER		1,044,310	39,113	6,203,661	58,320	6,128,625	8,288		0	1,398,936
<b>SUB TOTAL</b>	<b>\$ 1,044,310</b>		<b>\$ 6,203,661</b>		<b>\$ 6,128,625</b>		<b>\$ 2,030,803</b>		<b>\$ 1,398,936</b>	

<b>GRAND TOTAL</b>	<b>\$ 23,603,260</b>		<b>\$ 21,864,197</b>		<b>\$ 22,764,270</b>		<b>\$ 24,272,842</b>		<b>\$ 25,433,369</b>	
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**CURRENT PAYMENTS:** Payments received from the 1st 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 interest charges.

**LATE PAYMENTS:** Cumulative payments for prior months & years. Late payments include tax and may include penalty & interest charges.

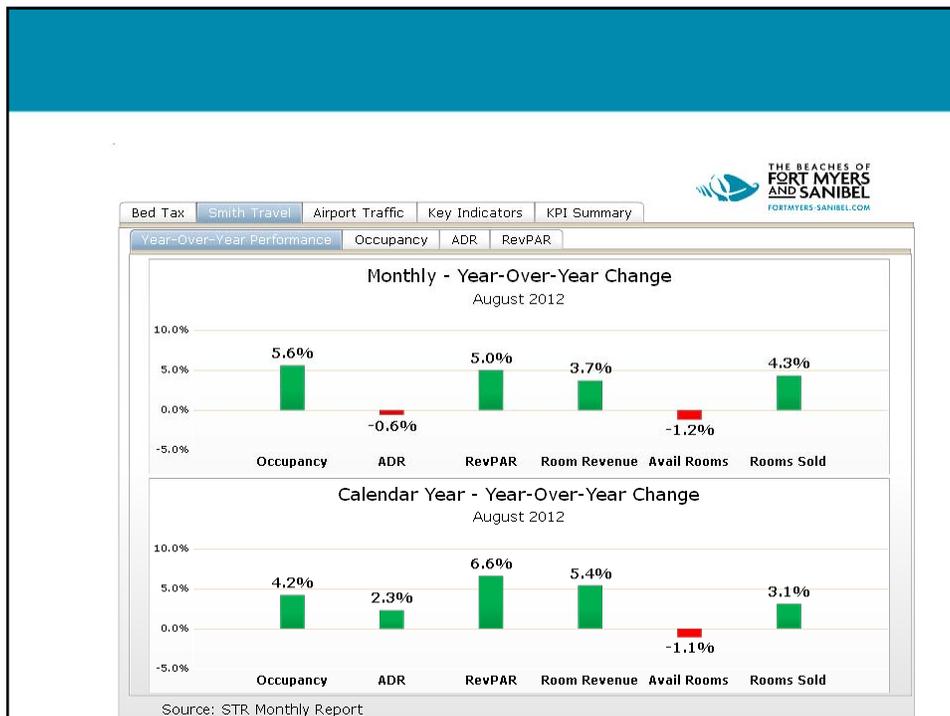
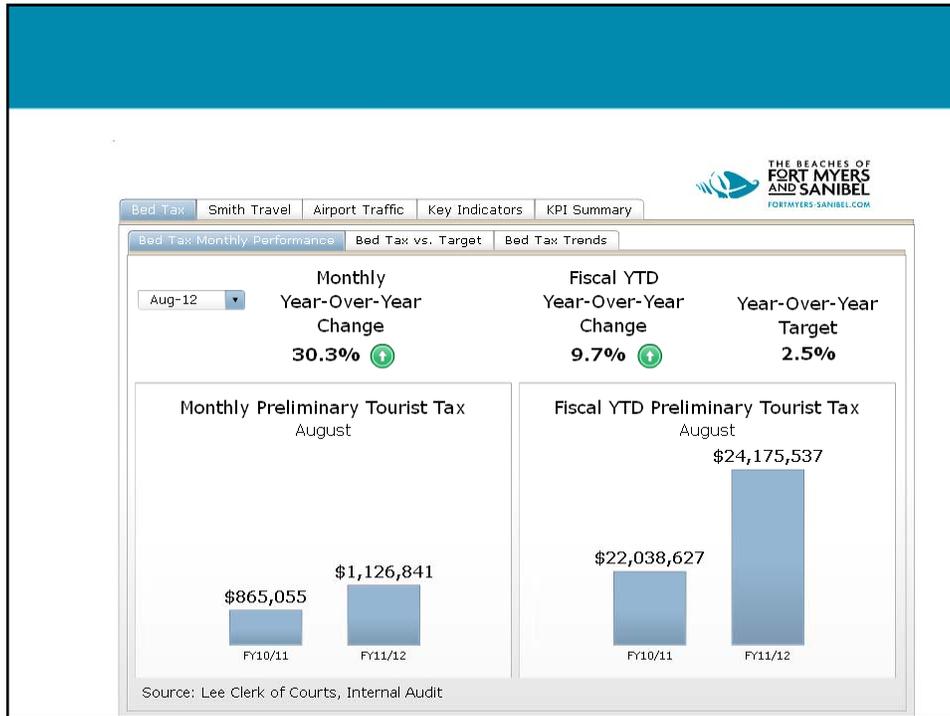
**\*For further information, please contact:** 239-338-3500

Lee County Visitor & Convention Bureau  
AUGUST 2012-TDC

Current Month - August 2012 vs August 2011													Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2011						Properties		Rooms	
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	67.8	66.0	107.00	102.61	72.55	67.68	2.8	4.3	7.2	7.8	0.6	3.4	52,370	29,891	4,886,197	3,478,189
Florida	60.7	57.0	98.81	93.68	59.93	53.39	6.4	5.5	12.3	12.5	0.3	6.7	3,543	1,952	409,490	291,808
Lee County, FL	44.2	41.9	105.33	105.92	46.59	44.37	5.6	-0.6	5.0	3.7	-1.2	4.3	133	74	11,795	9,004
Pinellas County, FL	62.8	56.4	118.90	96.28	74.71	54.31	11.4	23.5	37.6	38.4	0.6	12.0	229	92	18,462	11,684
Manatee County, FL	51.0	46.5	91.71	88.97	46.78	41.38	9.7	3.1	13.0	13.1	0.0	9.7	54	29	3,770	2,761
Collier County, FL	50.4	48.4	125.79	121.01	63.44	58.59	4.2	4.0	8.3	8.0	-0.3	3.9	62	38	7,397	6,198
Monroe County, FL	68.5	69.7	176.06	166.69	120.58	116.14	-1.7	5.6	3.8	4.1	0.3	-1.4	165	59	8,858	5,947
Miami-Dade County, FL	72.3	73.2	126.51	123.07	91.49	90.11	-1.2	2.8	1.5	2.6	1.1	-0.2	364	194	47,898	35,865
Broward County, FL	66.3	62.2	89.23	88.83	59.18	55.24	6.7	0.4	7.1	6.7	-0.4	6.3	268	144	29,607	24,277
Palm Beach County, FL	59.3	54.6	103.96	99.17	61.68	54.18	8.6	4.8	13.8	13.8	-0.0	8.6	136	83	15,508	13,259
US Virgin Islands	63.8	49.6	223.41	214.87	142.43	106.56	28.5	4.0	33.7	28.1	-4.2	23.2	76	9	4,897	1,409
Bahamas	69.2	59.3	226.94	241.83	157.12	143.44	16.7	-6.2	9.5	8.1	-1.3	15.2	123	14	13,942	6,537
Bermuda	78.8	80.6	367.49	362.55	289.67	292.35	-2.2	1.4	-0.9	-3.7	-2.8	-5.0	26	8	2,232	1,441

Year to Date - August 2012 vs August 2011												
	Occ %		ADR		RevPAR		Percent Change from YTD 2011					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	63.0	61.3	105.74	101.39	66.63	62.10	2.9	4.3	7.3	7.7	0.4	3.3
Florida	68.0	65.7	116.37	111.30	79.15	73.18	3.5	4.6	8.2	8.1	-0.1	3.4
Lee County, FL	61.1	58.6	133.10	130.08	81.35	76.28	4.2	2.3	6.6	5.4	-1.1	3.1
Pinellas County, FL	69.1	65.3	118.38	109.54	81.76	71.48	5.8	8.1	14.4	14.5	0.1	6.0
Manatee County, FL	63.9	57.7	108.09	104.42	69.11	60.27	10.8	3.5	14.7	13.3	-1.1	9.5
Collier County, FL	66.5	65.2	183.22	174.85	121.81	114.02	1.9	4.8	6.8	6.5	-0.3	1.6
Monroe County, FL	80.7	79.0	217.01	202.38	175.17	159.81	2.2	7.2	9.6	9.7	0.1	2.3
Miami-Dade County, FL	77.7	76.9	167.02	155.99	129.79	119.90	1.1	7.1	8.2	9.8	1.4	2.5
Broward County, FL	74.6	72.4	118.39	114.65	88.29	83.04	3.0	3.3	6.3	5.4	-0.8	2.1
Palm Beach County, FL	70.0	68.3	147.91	140.61	103.60	95.97	2.6	5.2	7.9	6.9	-1.0	1.6
US Virgin Islands	73.0	64.6	316.48	298.76	230.91	192.92	13.0	5.9	19.7	13.0	-5.6	6.7
Bahamas	69.1	60.9	262.58	277.75	181.55	169.11	13.6	-5.5	7.4	4.7	-2.5	10.7
Bermuda	59.5	61.8	331.59	331.86	197.35	204.93	-3.6	-0.1	-3.7	-6.5	-3.0	-6.5







**Key Indicators**  
September 2012 Year-Over-Year

September Year-Over-Year			Fiscal YTD Year-Over-Year		
<b>Web Metrics</b>			<b>Web Metrics</b>		
Site Visits:	99,538	78% ↑	Site Visits:	1,115,241	33% ↓
Pageviews:	234,506	64% ↑	Pageviews:	2,525,725	10% ↓
Accomm. Searches:	23,731	34% ↑	Accomm. Searches:	1,330,628	109% ↑
View Hotel Details:	5,044	0% ↓	View Hotel Details:	274,751	33% ↓
Total Enews Opt-Ins:	8,658	4631% ↑	Total Enews Opt-Ins:	142,252	5172% ↑
Total Guidebooks:	13,292	227% ↑	Total Guidebooks:	197,154	-14% ↓

Source: Site Visits, Pageviews - Google Analytics  
 Accommodation Searches, View Hotel Details - Omniture  
 Total Enews Opt-Ins - Marketing Database  
 Total Guidebook Requests - Phase V Fulfillment Inquiry Report



Bed Tax
Smith Travel
Airport Traffic
Key Indicators
KPI Summary

Summary
Total Visitation
In State
Out of State
International
ADR
Property Type Breakouts

### Fiscal YTD Estimates - Key Performance Indicators

#### August

		Fiscal YTD	Target
<b>Bed Tax:</b>	<b>\$24,175,537</b>	<b>9.7%</b>	<b>2.5%</b> <span style="color: green;">↑</span>
<b>Total Paid Visitation:</b>	<b>2,299,999</b>	<b>-1.7%</b>	<b>1.5%</b> <span style="color: red;">↓</span>
In-State Visitation:	154,778	-30.7%	2.5% <span style="color: red;">↓</span>
Out-of-State Visitation:	1,660,281	-1.7%	1.75% <span style="color: red;">↓</span>
International Visitation:	484,940	13.3%	0.0% <span style="color: green;">↑</span>
<b>ADR:</b>	<b>\$127</b>	<b>4.2%</b>	<b>1.0%</b> <span style="color: green;">↑</span>

Source: Bed Tax - Lee Clerk of Courts, Internal Audit  
Visitation & ADR - dpa Visitor Profile and Occupancy Analysis

**SOUTHWEST FLORIDA INTERNATIONAL AIRPORT  
TRAFFIC REPORT**

	2008	YTD	2009	YTD	2010	YTD	2011	YTD	2012	YTD
JAN	762,316	762,316	732,851	732,851	731,739	731,739	726,322	726,322	704,427	704,427
FEB	845,741	1,608,057	809,990	1,542,841	755,095	1,486,834	790,124	1,516,446	781,849	1,486,276
MARCH	1,030,151	2,638,208	985,267	2,528,108	996,685	2,483,519	1,073,556	2,590,002	1,024,221	2,510,497
APRIL	834,689	3,472,897	849,815	3,377,923	813,329	3,296,848	907,686	3,497,688	790,322	3,300,819
MAY	576,143	4,049,040	524,520	3,902,443	552,105	3,848,953	587,633	4,085,321	531,946	3,832,765
JUNE	488,266	4,537,306	461,295	4,363,738	476,625	4,325,578	473,332	4,558,653	454,044	4,286,809
JULY	502,932	5,040,238	492,063	4,855,801	490,227	4,815,805	457,194	5,015,847	464,896	4,751,705
AUGUST	448,667	5,488,905	454,927	5,310,728	444,714	5,260,519	420,105	5,435,952	421,211	5,172,916
SEPT	328,278	5,817,183	359,743	5,670,471	374,590	5,635,109	351,881	5,787,833		
OCT	492,258	6,309,441	470,931	6,141,402	532,025	6,167,134	469,145	6,256,978		
NOV	603,366	6,912,807	598,478	6,739,880	652,783	6,819,917	612,470	6,869,448		
DEC	691,038	7,603,845	676,078	7,415,958	694,399	7,514,316	667,789	7,537,237		
TOTALS		7,603,845		7,415,958		7,514,316		7,537,237		5,172,916

Note: For further information regarding airport statistics: [vmoreland@flylcpa.com](mailto:vmoreland@flylcpa.com)



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

**August 2012 Visitor Profile and Occupancy Analysis  
October 18, 2012**

**Prepared for:**

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

**Prepared by:**

**Davidson-Peterson Associates**



## Executive Summary

### August 2012

*Throughout this report, statistically significant differences between responses for 2011 and 2012 at the 95% confidence level are noted with an A,B lettering system.*

*For example:*

2010 A	2011 B
60%	70%A

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

## Executive Summary

### Visitation Estimates

- During August 2012, Lee County hosted 182,500 visitors staying in paid accommodations and 171,100 staying with friends or relatives while visiting, for a total of about 353,600 visitors.
- August 2012 visitation among paid accommodations guests was up 11.5% from 2011. Similarly, visitation among those staying with friends or relatives was up 21.8% year-over-year. As a result, the total number of visitors during August 2012 was 16.3% higher than the prior year.

Estimated Visitation	2011	2012	% Change
Paid Accommodations	163,673	182,484	11.5%
Friends/Relatives	140,501	171,139	21.8%
<b>Total Visitation</b>	<b>304,174</b>	<b>353,623</b>	<b>16.3%</b>

### Visitor Expenditures

- August 2012 visitors spent an estimated \$149.8 million during their stay, which was somewhat below spending levels estimated for August 2011 (-4.8%).
- Paid accommodations guests contributed \$91 million – a 61% share of the total. Those visiting friends and relatives added another \$59 million. Spending among both visitor segments was down when compared with the prior year.

Estimated Expenditures	2011	2012	% Change
Paid Accommodations	\$94,558,552	\$90,976,682	-3.8%
Friends/Relatives	\$62,803,790	\$58,789,186	-6.4%
<b>Total Expenditures</b>	<b>\$157,362,342</b>	<b>\$149,765,868</b>	<b>-4.8%</b>

Visitor Origin

- Nearly three-quarters of August 2012 visitors staying in paid accommodations were U.S. residents (73%) – about the same incidence as last year (76%). Germany and the UK delivered the largest numbers of international visitors staying in paid accommodations, followed by Canada and France.
- Four in ten domestic paid accommodations guests came from the South (39%) and nearly as many from the Midwest (36%). Guests from the Northeast and West represented the minority.
- Miami was the top domestic feeder market for the Lee County lodging industry in August 2012, with New York and Detroit ranking as a distant second and third. Tampa and West Palm Beach followed as other key in-state markets contributing lodging guests.

**2012 Top DMAs (Paid Accommodations)**

	%	Count
Miami-Fort Lauderdale	13%	16,589
New York	8%	10,209
Detroit	6%	7,657
Tampa-Saint Petersburg	5%	6,381
West Palm Beach	5%	6,381
Indianapolis	5%	6,381
Pittsburgh	5%	6,381
Saint Louis	5%	6,381

**Visitors Staying in Paid Accommodations**

Country of Origin	%		Visitor Estimates		% Change
	2011	2012	2011	2012	
United States	76%	73%	124,470	132,716	6.6%
Germany	7%	6%	11,761	11,485	-2.3%
UK	5%	5%	7,841	8,933	13.9%
Canada	4%	3%	6,861	6,381	-7.0%
France	3%	3%	4,900	6,381	30.2%
Scandinavia	1%	2%	980	3,828	290.6%
BeNeLux	1%	1%	1,960	2,552	30.2%
Ireland	1%	1%	1,960	1,276	-34.9%
Latin America	1%	1%	980	1,276	30.2%
Switzerland	0%	1%	-	1,276	-
Austria	1%	0%	980	-	-
Other International	0%	4%	-	6,381	-
No Answer	1%	0%	980	-	-

**Visitors Staying in Paid Accommodations**

U.S. Region of Origin	%		Visitor Estimates		% Change
	2011	2012	2011	2012	
Florida	28%	26%	35,283	34,455	-2.3%
South (including Florida)	43%	39%	52,924	52,321	-1.1%
Midwest	28%	36%	35,283	47,216	33.8%
Northeast	17%	21%	21,562	28,074	30.2%
West	2%	1%	2,940	1,276	-56.6%
No Answer	9%	4%	11,761	5,104	-67.4%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

**Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.**

## Trip Planning

- The trip planning window reported by August 2012 visitors was similar in length to that of August 2011 visitors. At least half said they started talking about and chose Lee County for their trip destination three or more months in advance but fewer made their lodging reservations that far out.
  - 62% started talking about trip in that timeframe (vs. 69% August 2011)
  - 55% chose Lee County for trip (vs. 61% August 2011)
  - 35% made lodging reservation (vs. 44% August 2011)
- Use of the internet while planning their Lee County trip continued to be prevalent among August 2012 visitors, with many claiming to have visited one or more websites (83%). Visitors most often mentioned using airline websites and search engine websites (34% and 32% respectively). While computers were still the most frequently mentioned way visitors said they typically access online destination planning information, nearly half of visitors indicated they use a smartphone (48%).
- When talking about coming to Lee County, the attributes that received the highest ratings among August 2012 visitors with regard to influencing their selection were:
  - *Peaceful/relaxing* (88%),
  - *White sandy beaches* (82%),
  - *Warm weather* (79%), and
  - *Clean, unspoiled environment* (77%).

## Visitor Profile

- Well over half of August 2012 visitors arrived by plane when traveling to the area (61%). Most of those who flew came through Southwest Florida International Airport (72%). These patterns were the same as those observed among August 2011 visitors.
- Four in ten visitors interviewed indicated they were staying in hotel/motel/resorts (42%) during their trip, and the same number said they were staying in a condo/vacation home property (43%). Not quite half of those staying in paid accommodations reported that the quality *far exceeded or exceeded expectations* (45%).
- The top activities visitors enjoyed in Lee County during August 2012 were beaches (97%), relaxing (85%), swimming (79%), dining out (72%), and shopping (57%).

### Visitor Profile (cont'd)

- Overall, visitor satisfaction remains extremely high – nine in ten August 2012 visitors reported being *very satisfied* (63%) or *satisfied* (31%) with their visit. About the same proportion indicated they are likely to return to Lee County (88%), half of whom claimed they will return next year (54%). The majority also said they will recommend Lee County to a friend over other areas in Florida (90%).
- When asked what they disliked about the Lee County area, about one third of August 2012 visitors reported *insects* (30%) as a concern – by far the highest mention but not unlike reports from August 2011 visitors (32%).
- The demographic composition of August 2012 visitors can be summarized as follows:
  - 47 years of age on average
  - \$104,900 household income on average
  - 74% married
  - 63% traveling as a family
  - 25% traveling as a couple
  - 51% traveling *with* children
  - 3 to 4 people in travel party on average

### Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights declined 2.1% from August 2011 to 2012 and *occupied* room nights fell 4.4%. For all property categories, the rate of decline in *occupied* room nights was greater than that of *available* room nights, but the disparity was less pronounced for the hotel/motel/resort category.

	Occupied Room Nights			Available Room Nights		
	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	170,107	166,111	-2.3%	346,518	340,637	-1.7%
Condo/Cottage/Vacation Home	63,435	58,393	-7.9%	148,490	147,010	-1.0%
RV Park/Campground	43,287	40,039	-7.5%	156,364	149,885	-4.1%
<b>Total</b>	<b>276,829</b>	<b>264,543</b>	<b>-4.4%</b>	<b>651,372</b>	<b>637,532</b>	<b>-2.1%</b>

- As a result, the industry-wide average occupancy rate in Lee County dropped from 42.5% in August 2011 to 41.5% in August 2012 (-2.4%). Average occupancy rate for the hotel/motel/resort category was relatively stable (-0.6%). However, condos/vacation homes and RV parks/campgrounds saw average occupancy rate decline more substantially (-7.0% and -3.6% respectively). The precautionary evacuations due to Tropical Storm Isaac likely had a negative impact on average occupancy rate for coastal properties.
- In contrast, Lee County's average daily rate held steady year-over-year (+0.8%). ADR was relatively unchanged versus last August for hotels/motels/resorts and condos/vacation homes, while RV parks/campgrounds saw growth in ADR (+3.8%).
- Flat ADR coupled with a decline in average occupancy rate generated a 1.6% decline in RevPAR for August year-over-year. Although hotels/motels/resorts and RV parks/campgrounds did not experience any falloff in RevPAR, condos/vacation homes did (-7.3%).

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>Property Managers Responding</b>	<b>98</b>	<b>107</b>		<b>98</b>	<b>108</b>		<b>98/98</b>	<b>107/108</b>	
Hotel/Motel/Resort/B&B	49.1%	48.8%	-0.6%	\$110.35	\$111.20	0.8%	\$54.17	\$54.23	0.1%
Condo/Cottage/Vacation Home	42.7%	39.7%	-7.0%	\$136.04	\$135.68	-0.3%	\$58.12	\$53.89	-7.3%
RV Park/Campground	27.7%	26.7%	-3.6%	\$39.55	\$41.07	3.8%	\$10.95	\$10.97	0.2%
<b>AVERAGE</b>	<b>42.5%</b>	<b>41.5%</b>	<b>-2.4%</b>	<b>\$105.17</b>	<b>\$105.99</b>	<b>0.8%</b>	<b>\$44.70</b>	<b>\$43.98</b>	<b>-1.6%</b>

Lodging Industry Assessments (cont'd)

- Lee County property managers' optimism about projected reservations in the coming months was about the same as was reported this time last year. About one-third of managers responding reported that their total level of reservations for the next three months (September, October, and November) are up over the same period the prior year (34%) – similar to reports in 2011 (40%). Another four in ten said reservations for the next three months of 2012 are at least the same as the same time last year (42% vs. 35% August 2011), and about one-quarter claimed that their reservations are down for the next three months (24% vs. 23% August 2011).

## August 2012 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
	2011	2012	2011	2012
Paid Accommodations	54%	52%	163,673	182,484
Friends/Relatives	46%	48%	140,501	171,139
<i>Total Visitation</i>			304,174	353,623

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2011	2012	2011	2012
Florida	28%	26%	35,283	34,455
United States	76%	73%	124,470	132,716
Germany	7%	6%	11,761	11,485
UK	5%	5%	7,841	8,933
Canada	4%	3%	6,861	6,381
Other International	7%	13%	11,761	22,970
No Answer	1%	-	980	-

Total Visitor Expenditures			
	2011	2012	% Change
Total Visitor Expenditures	\$157,362,342	\$149,765,868	-4.8%
Paid Accommodations	\$94,558,552	\$90,976,682	-3.8%

Average Per Person Per Day Expenditures		
2011	2012	% Change
\$105.15	\$108.70	+3.4%

First-Time/Repeat Visitors to Lee County		
	2011	2012
First-time	34%	26%
Repeat	64%	73%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>Property Managers Responding</b>	<b>98</b>	<b>107</b>		<b>98</b>	<b>108</b>		<b>98/98</b>	<b>107/108</b>	
Hotel/Motel/Resort/B&B	49.1%	48.8%	-0.6%	\$110.35	\$111.20	0.8%	\$54.17	\$54.23	0.1%
Condo/Cottage/Vacation Home	42.7%	39.7%	-7.0%	\$136.04	\$135.68	-0.3%	\$58.12	\$53.89	-7.3%
RV Park/Campground	27.7%	26.7%	-3.6%	\$39.55	\$41.07	3.8%	\$10.95	\$10.97	0.2%
<b>AVERAGE</b>	<b>42.5%</b>	<b>41.5%</b>	<b>-2.4%</b>	<b>\$105.17</b>	<b>\$105.99</b>	<b>0.8%</b>	<b>\$44.70</b>	<b>\$43.98</b>	<b>-1.6%</b>

## Calendar YTD 2012 Lee County Snapshot

Total Calendar Year Visitation				
	%		Visitor Estimates	
	2011	2012	2011	2012
Paid Accommodations	53%	50%	1,780,529	1,723,397
Friends/Relatives	47%	50%	<u>1,586,005</u>	<u>1,738,419</u>
<i>Total Visitation</i>			3,366,534	3,461,816

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2011	2012	2011	2012
Florida	13%	10%	187,017	140,776
United States	83%	81%	1,477,592	1,392,943
Germany	3%	5%	44,822	91,875
Canada	6%	4%	106,646	62,238
UK	3%	3%	47,914	51,865
Other International	5%	7%	85,008	121,512
No Answer	1%	<1%	18,547	2,964

Total Visitor Expenditures			
	2011	2012	% Change
Total Visitor Expenditures	\$2,107,293,376	\$2,061,725,026	-2.2%
Paid Accommodations	\$1,327,886,503	\$1,319,372,476	-0.6%

Average Per Person Per Day Expenditures		
2011	2012	% Change
\$114.18	\$118.79	+4.0%

First-Time/Repeat Visitors to Lee County		
	2011	2012
First-time	26%	25%
Repeat	72%	74%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	61.9%	64.2%	3.7%	\$140.21	\$144.32	2.9%	\$86.75	\$92.59	6.7%
Condo/Cottage/Vacation Home	61.6%	63.1%	2.6%	\$179.07	\$184.67	3.1%	\$110.24	\$116.59	5.8%
RV Park/Campground	55.2%	53.2%	-3.6%	\$47.30	\$50.62	7.0%	\$26.12	\$26.95	3.2%
<b>AVERAGE</b>	<b>60.2%</b>	<b>61.3%</b>	<b>1.8%</b>	<b>\$128.91</b>	<b>\$134.52</b>	<b>4.3%</b>	<b>\$77.63</b>	<b>\$82.48</b>	<b>6.2%</b>

## Visitor Profile Analysis August 2012

*A total of 205 interviews were conducted with visitors in Lee County during the month of August 2012. A total sample of this size is considered accurate to plus or minus 6.8 percentage points at the 95% confidence level.*

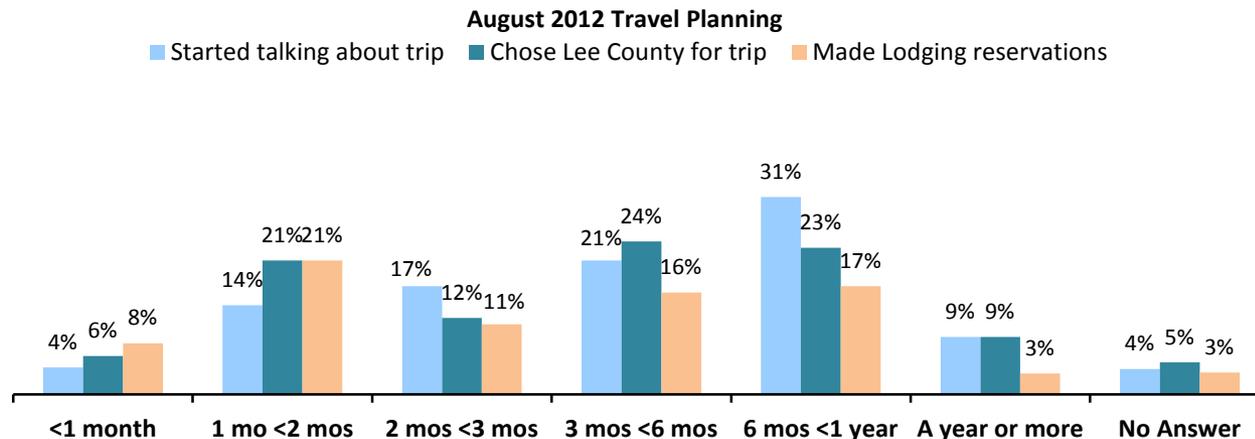
*A total of 203 interviews were conducted with visitors in Lee County during the month of August 2011. A total sample of this size is considered accurate to plus or minus 6.9 percentage points at the 95% confidence level.*

*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	
	2011	2012	2011	2012	2011	2012
	A	B	A	B	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>	<b>203</b>	<b>205</b>	<b>203</b>	<b>205</b>
<u>Less than 3 months (NET)</u>	<u>29%</u>	<u>35%</u>	<u>35%</u>	<u>39%</u>	<u>48%</u>	<u>40%</u>
<1 month	2%	4%	5%	6%	8%	8%
1 month - <2 months	12%	14%	16%	21%	23%	21%
2 months - <3 months	15%	17%	14%	12%	18%	11%
<u>3 months or more (NET)</u>	<u>69%</u>	<u>62%</u>	<u>61%</u>	<u>55%</u>	<u>44%</u>	<u>35%</u>
3 months - <6 months	31%B	21%	31%	24%	28%B	16%
6 months - <1 year	31%	31%	24%	23%	14%	17%
A year or more	8%	9%	6%	9%	1%	3%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	N/A	22%
No Answer	2%	4%	4%	5%	8%B	3%

Q3a: When did you "start talking" about going on this trip? Q3b: When did you choose Lee County for this trip?  
Q3c. When did you make lodging reservations for this trip?



## Travel Planning

Devices Used to Access Destination Planning Information	
	2012
<b>Total Respondents</b>	205
	100%
<u>Any (NET)</u>	<u>96%</u>
Laptop computer	70%
Desktop computer	50%
Smartphone (iPhone, Blackberry, etc.)	48%
Tablet (iPad, etc.)	27%
E-Reader (Nook, Kindle, etc.)	4%
Other portable device	2%
None of these	2%
No Answer	1%

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

*Note: New question added in 2012.*

Travel Websites Visited		
	2011	2012
	A	B
<b>Total Respondents who use devices for destination planning (2012) or who have access to a computer (2011)</b>	<b>186</b>	<b>197</b>
<u>Visited web sites (net)</u>	<u>82%</u>	<u>83%</u>
Airline websites	26%	34%
Search Engines	37%	32%
Hotel websites	33%	29%
Booking websites	31%	27%
Trip Advisor	21%	23%
www.FortMyers-Sanibel.com	15%	15%
Visit Florida	12%	9%
AAA	13%B	5%
Facebook	N/A	5%
Travel Channel	1%	N/A
Other	17%	13%
None/Didn't visit websites	15%	14%
No Answer	3%	3%

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

*Note: Question 6 revised in 2012. Results are not directly comparable to the same month last year.*

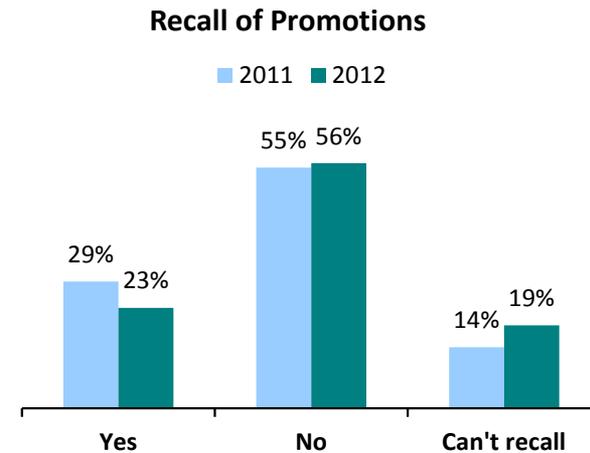
## Travel Planning

Travel Information Requested		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
<u>Requested information (NET)</u>	<u>41%</u>	<u>32%</u>
<i>Hotel Web Site</i>	22%	16%
<i>VCB website</i>	8%	6%
<i>Call hotel</i>	6%	5%
<i>Visitor Guide</i>	4%	3%
<i>Other</i>	16%B	10%
<u>None/Did not request information</u>	<u>50%</u>	<u>64%A</u>
No Answer	9%B	4%

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

Recall of Lee County Promotions		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Yes	29%	23%
No	55%	56%
Can't Recall	14%	19%

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



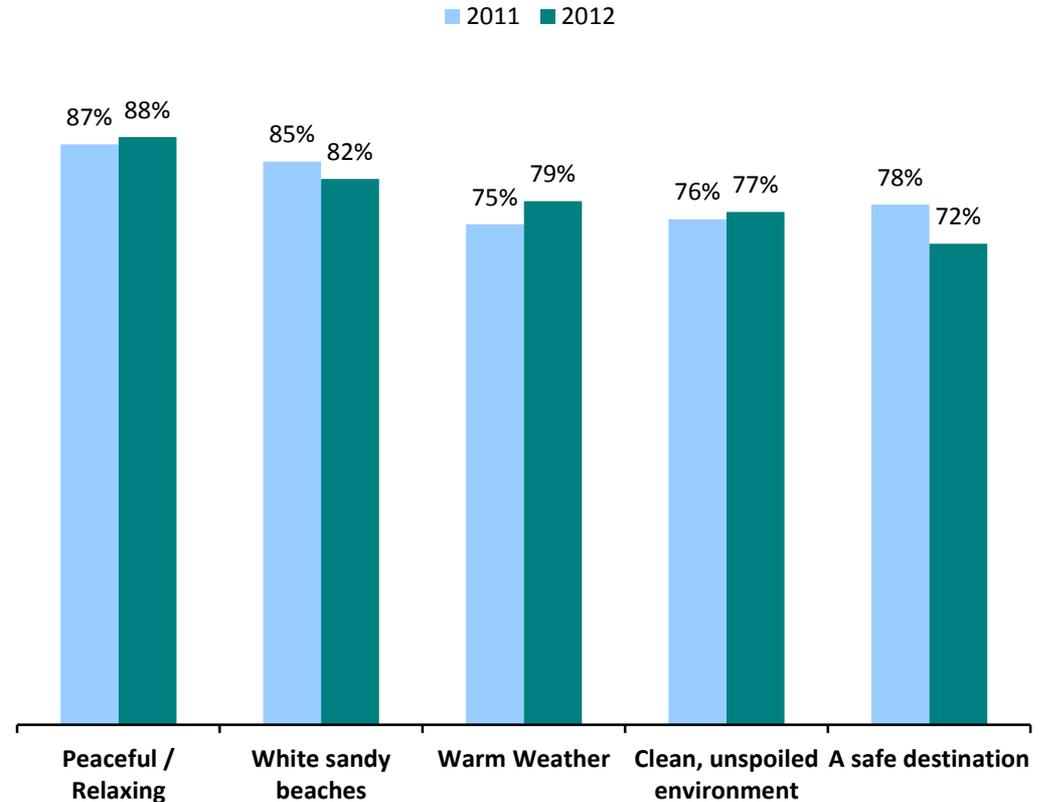
## Travel Planning

Travel Decision Influences*		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Peaceful / Relaxing	87%	88%
White sandy beaches	85%	82%
Warm weather	75%	79%
Clean, unspoiled environment	76%	77%
A safe destination	78%	72%
A "family" atmosphere	65%	72%
Convenient location	75%	70%
Good value for the money	74%	68%
Upscale accommodations	64%	64%
Reasonably priced lodging	70%	63%
Plenty to see and do	62%	63%
Affordable dining	62%	57%

Q9: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

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

### Top Travel Decisions Influences\*



### Trip Profile

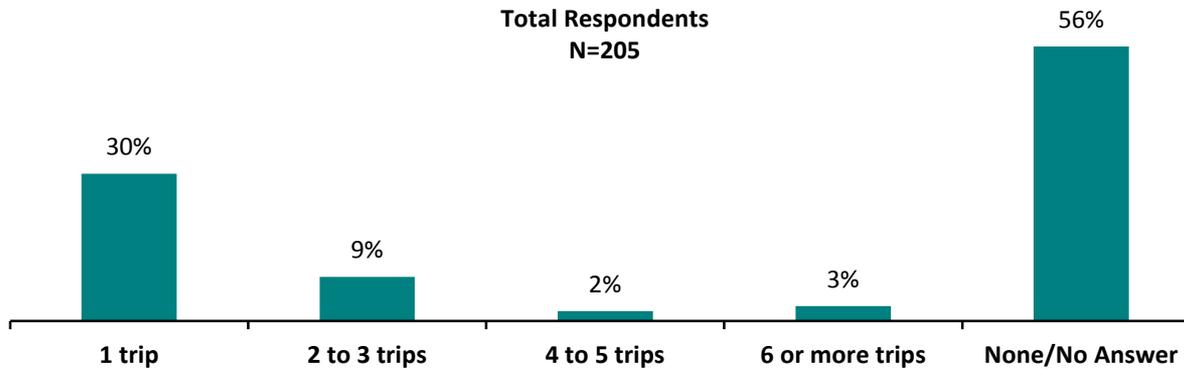
Mode of Transportation		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Fly	60%	61%
Drive a personal vehicle	34%	32%
Drive a rental vehicle	5%	7%
Drive an RV	1%	-
Other/No Answer (NET)	<1%	<1%

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

Airport Used		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>121</b>	<b>124</b>
SW Florida Int'l (Fort Myers)	74%	72%
Miami Int'l	7%	10%
Orlando Int'l	8%	7%
Tampa Int'l	8%	4%
Ft. Lauderdale Int'l	1%	1%
West Palm Beach Int'l	-	-
Other/No Answer (NET)	3%	6%

Q2: At which Florida airport did you land?

### Frequency of Using SW Florida Int'l (in Past Year)



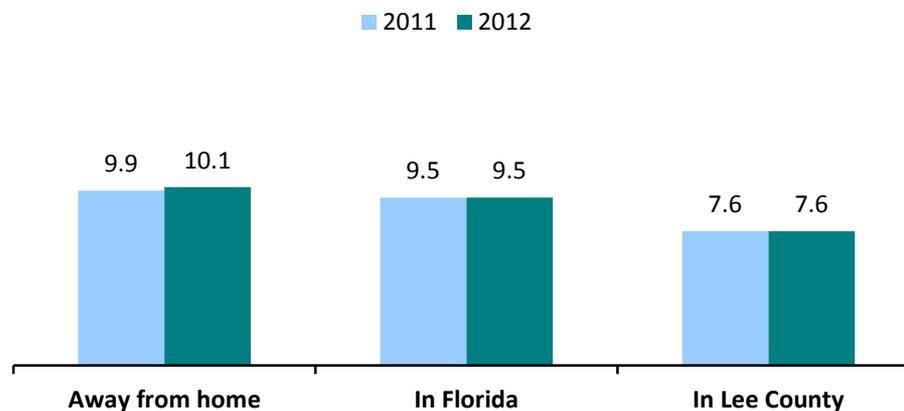
Q40. In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?  
Note: New question added in January 2012.

## Trip Profile

Trip Length Mean # of Days			
	2011	2012	% Change
	A	B	
<b>Total Respondents</b>	<b>203</b>	<b>205</b>	
Away from home	9.9	10.1	2.1%
In Florida	9.5	9.5	-
In Lee County	7.6	7.6	-

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

### Trip Length (mean # of days)

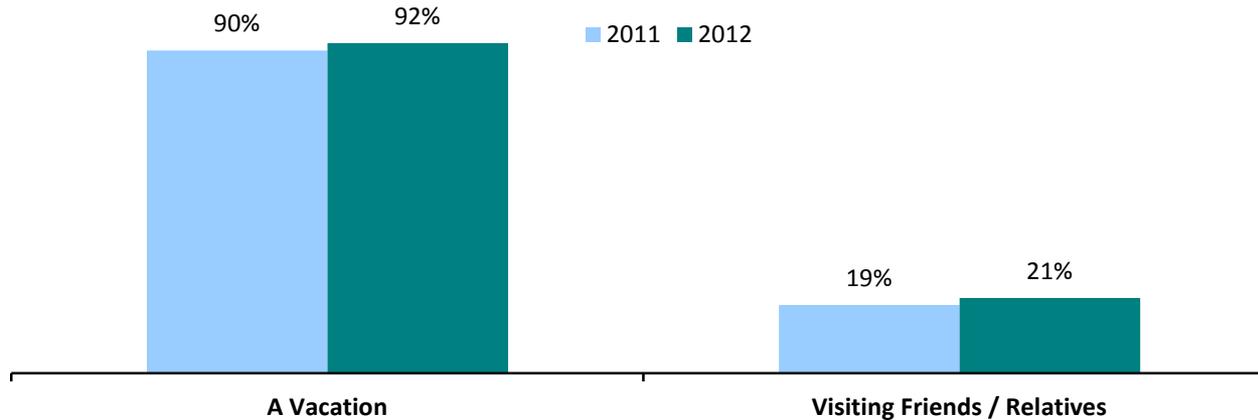


### Trip Profile

Reason(s) for Visit		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
A Vacation	90%	92%
Visiting Friends / Relatives	19%	21%
Personal Business	2%	4%
Other Business Trip	2%	1%
A Convention / Trade Show	<1%	<1%
A Conference / Meeting	1%	<1%
Sporting Event(s)	1%	-
Other/No Answer	4%B	<1%

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

### Reason for August Visit



## Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2011	2012	2011	2012	2011	2012	2011	2012
	A	B	A	B	A	B	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>	<b>38*</b>	<b>38*</b>	<b>98</b>	<b>114</b>	<b>45*</b>	<b>48*</b>
First-time visitor	34%	26%	10%	8%	34%B	20%	50%	54%
Repeat visitor	64%	73%	90%	89%	64%	80%A	46%	44%
No Answer	2%	1%	-	3%	2%	-	4%	2%

Q15: Is this your first visit to Lee County?

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

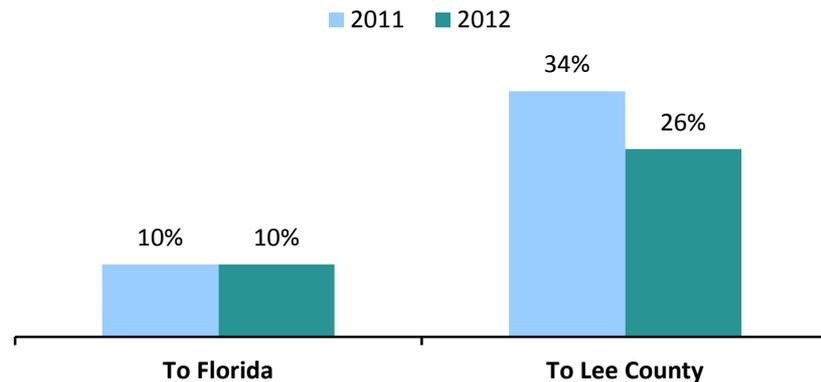
\*\*N/A: Insufficient number of responses for statistical analysis (N<30).

First Time Visitors to Florida		
	2011	2012
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
	<b>A</b>	<b>B</b>
Yes, first-time visitor	10%	10%
No	68%	71%
No answer	3%	<1%
<i>FL Residents*</i>	19%	18%

Q13: Is this your first visit to Florida?

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

### First Time Visitors



## Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2011	2012	2011	2012
	A	B	A	B
Base: Repeat Visitors	139(FL res. Excl)	146(FL res. Excl)	130	149
Number of visits	4.9	5.5	4.8	5.0

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

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

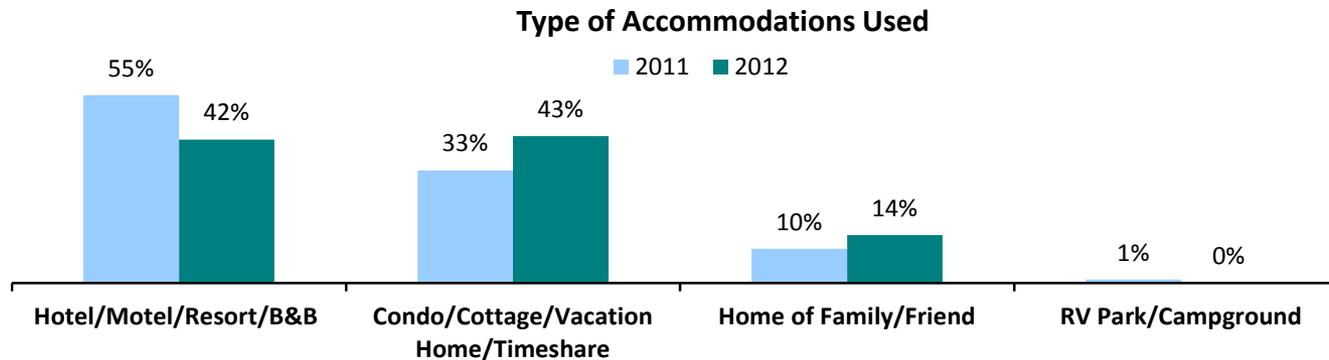
Previous Visits in Five Years



## Trip Profile

Type of Accommodations Used		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
<b><u>Hotel/Motel/Resort/B&amp;B (NET)</u></b>	<b><u>55%B</u></b>	<b><u>42%</u></b>
At a resort	26%	23%
At a hotel/motel/historic inn	29%B	18%
At a Bed and Breakfast	<1%	<1%
<b><u>Condo/Cottage/Vacation Home/Timeshare (NET)</u></b>	<b><u>33%</u></b>	<b><u>43%A</u></b>
Rented home/condo	27%	28%
Owned home/condo	2%	11%A
Borrowed home/condo	4%	4%
<b>At the home of family or a friend</b>	<b>10%</b>	<b>14%</b>
<b>RV Park/Campground (NET)</b>	<b>1%</b>	<b>-</b>
<b>Daytripper (No Accommodations)</b>	<b>2%</b>	<b>1%</b>

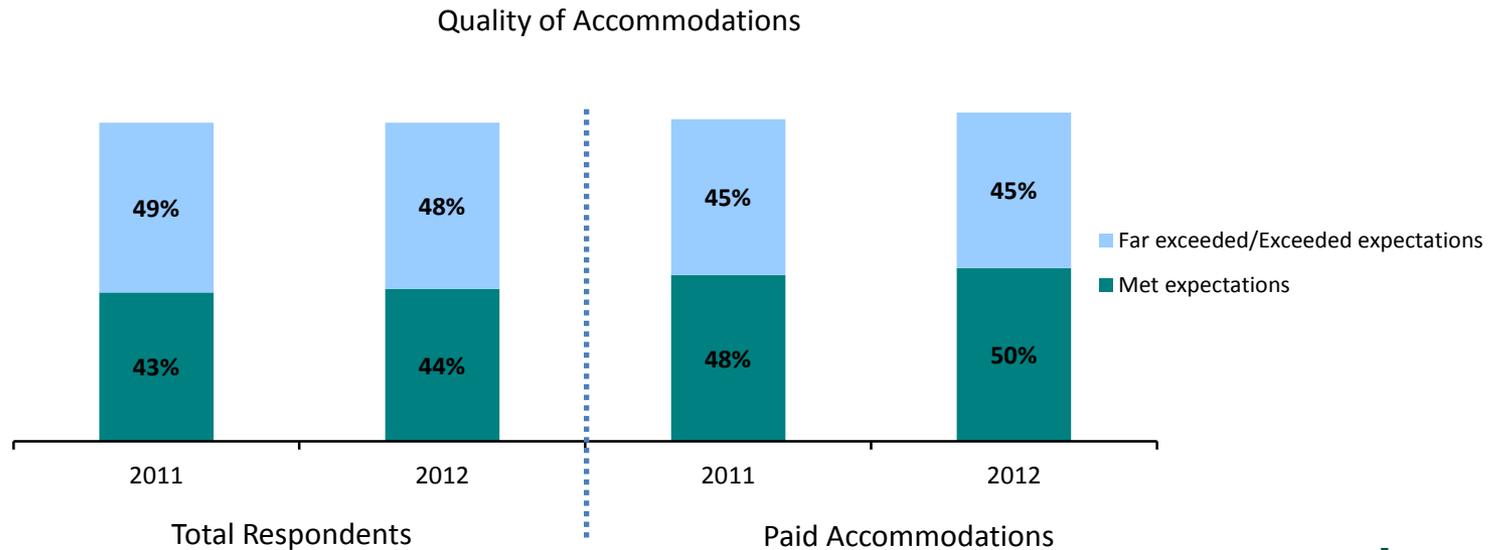
Q20: Are you staying overnight (either last night or tonight):



## Trip Profile

Quality of Accommodations				
	Total Respondents		Paid Accommodations	
	2011	2012	2011	2012
	A	B	A	B
<b>Respondents</b>	<b>203</b>	<b>205</b>	<b>167</b>	<b>143</b>
Far exceeded/Exceeded expectations	49%	48%	45%	45%
Met your expectations	43%	44%	48%	50%
Did not meet/Far below expectations	5%	3%	5%	4%
No Answer	3%	4%	2%	2%

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

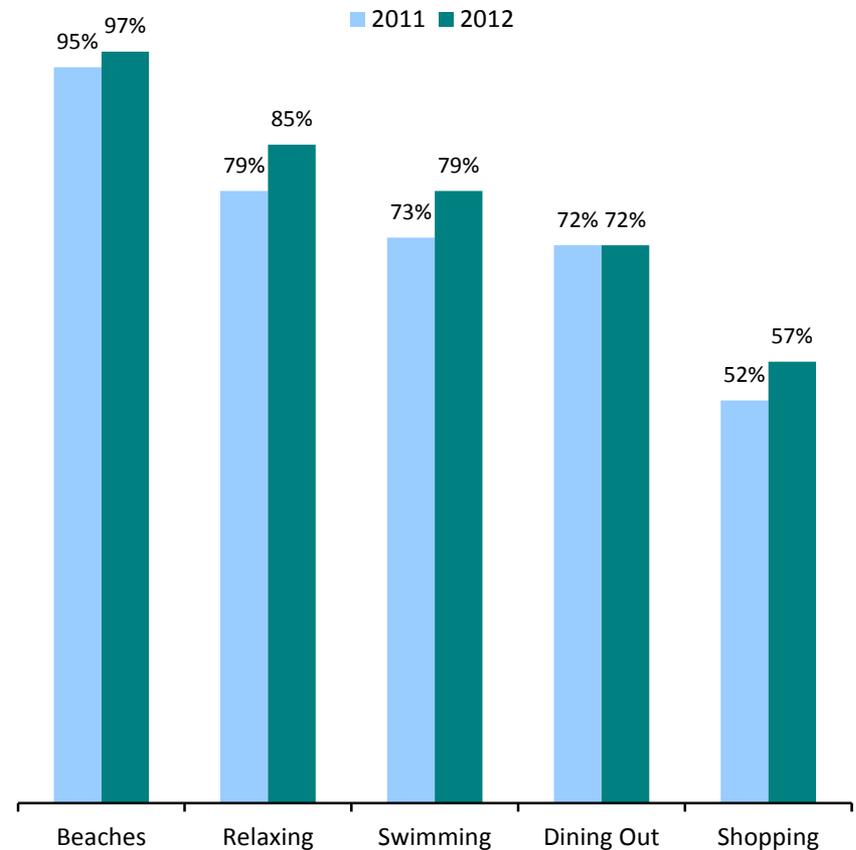


## Trip Activities

Activities Enjoyed		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Beaches	95%	97%
Relaxing	79%	85%
Swimming	73%	79%
Dining Out	72%	72%
Shopping	52%	57%
Shelling	42%	47%
Sightseeing	44%B	31%
Attractions	28%	27%
Visiting Friends/Relatives	23%	20%
Photography	23%	18%
Watching Wildlife	21%	18%
Exercise / Working Out	13%	18%
Bicycle Riding	12%	18%
Boating	11%	16%
Fishing	14%	16%
Miniature Golf	12%	13%
Parasailing / Jet Skiing	14%	12%
Birdwatching	12%	10%
Bars / Nightlife	14%	10%
Kayaking / Canoeing	7%	8%
Golfing	8%	7%
Guided Tour	8%	6%
Scuba Diving / Snorkeling	2%	4%
Cultural Events	4%	4%
Tennis	3%	2%
Sporting Event	2%	2%
Other	2%	1%
No Answer	1%	1%

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

### Top Activities Enjoyed

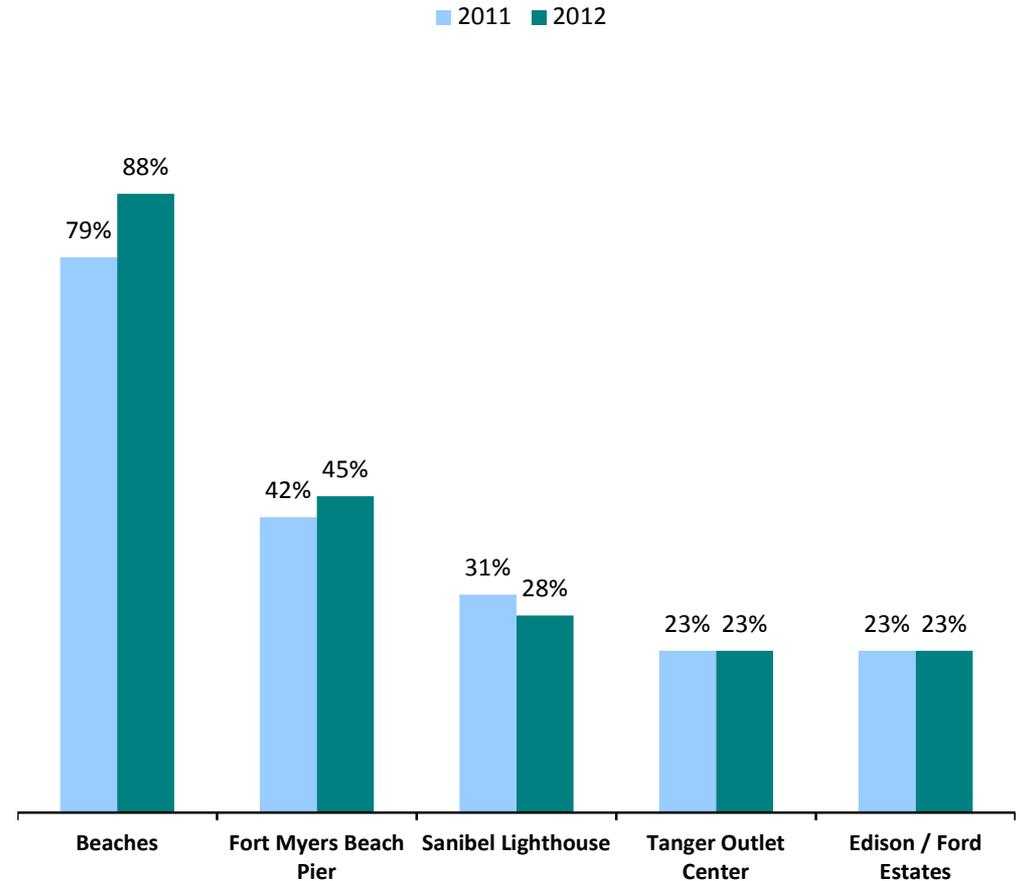


## Trip Activities

Attractions Visited		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Beaches	79%	88%A
Fort Myers Beach Pier	42%	45%
Sanibel Lighthouse	31%	28%
Tanger Outlet Center	23%	23%
Edison / Ford Estates	23%	23%
Miromar Outlets Mall	18%	17%
Periwinkle Place	16%	14%
Ding Darling National Wildlife Refuge	15%	13%
Coconut Point Mall	11%	12%
Gulf Coast Town Center	4%	10%A
Shell Factory and Nature Park	14%	9%
Bell Tower Shops	8%	9%
Edison Mall	8%	8%
Bailey-Matthews Shell Museum	5%	3%
Manatee Park	4%	3%
Babcock Wilderness Adventures	-	1%
Broadway Palm Dinner Theater	2%	1%
Other	4%	5%
None/No Answer	7%	5%

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

### Top Attractions Visited



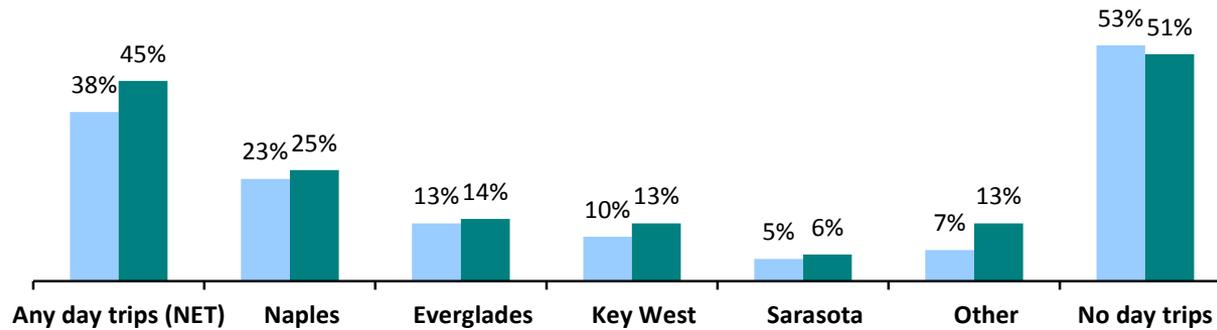
### Trip Activities

Day Trips Outside Lee County		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
<u>Any day trips (NET)</u>	<u>38%</u>	<u>45%</u>
<i>Naples</i>	23%	25%
<i>Everglades</i>	13%	14%
<i>Key West</i>	10%	13%
<i>Sarasota</i>	5%	6%
<i>Other</i>	7%	13%A
<u>No day trips</u>	<u>53%</u>	<u>51%</u>
No Answer	13%	13%

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

### Day Trips Outside Lee County

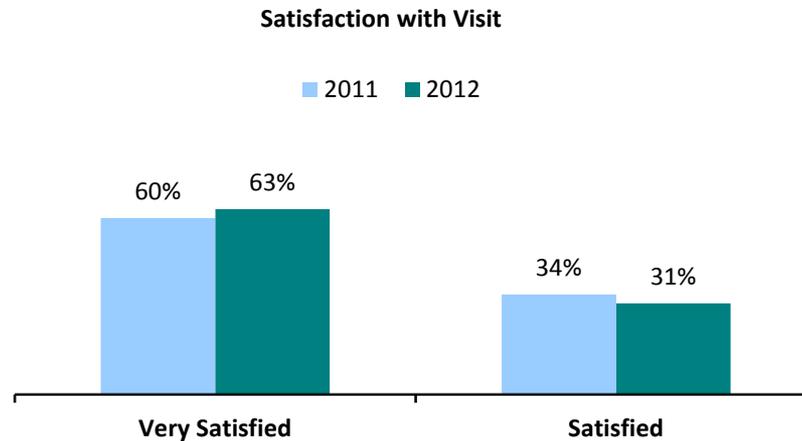
■ 2011 ■ 2012



## Lee County Experience

Satisfaction with Visit		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
<u>Satisfied</u>	<u>94%</u>	<u>94%</u>
<i>Very Satisfied</i>	60%	63%
<i>Satisfied</i>	34%	31%
Neither	1%	1%
Dissatisfied/Very Dissatisfied	1%	0%
Don't know/no answer	4%	4%

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



## Future Plans

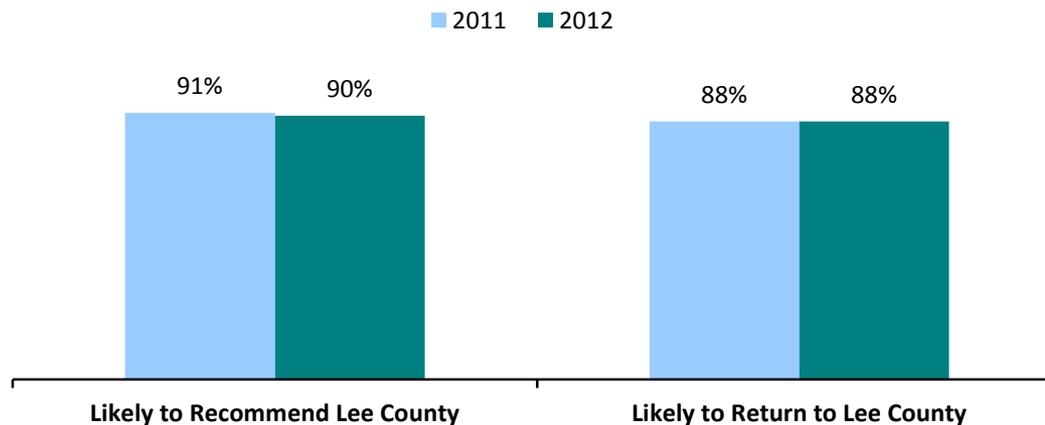
Likelihood to Recommend/Return to Lee County		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Likely to Recommend Lee County	91%	90%
Likely to Return to Lee County	88%	88%
<b>Base: Total Respondents Planning to Return</b>	<b>179</b>	<b>180</b>
Likely to Return Next Year	52%	54%

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

Q31: Will you come back to Lee County?

Q32: Will you come back next year?

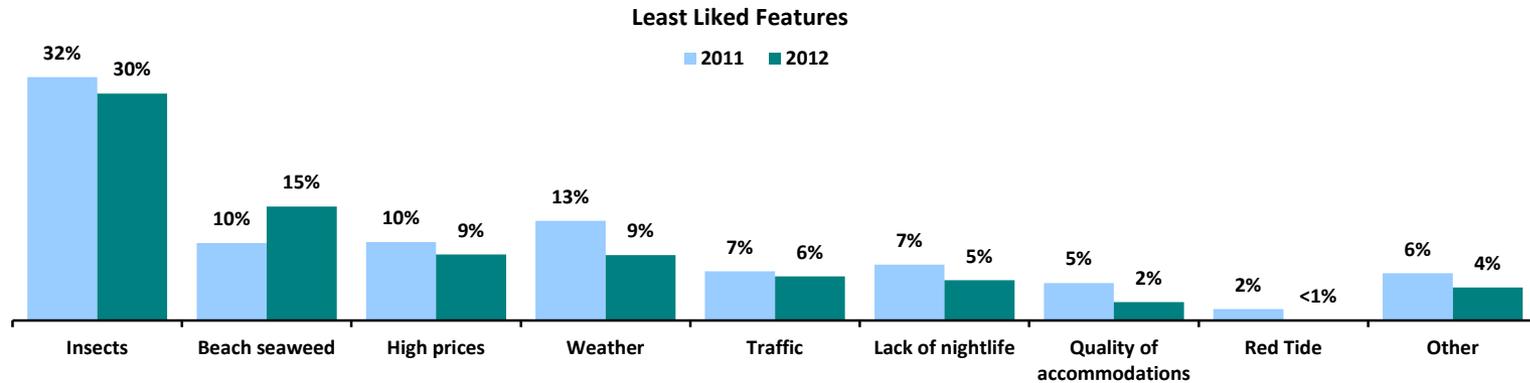
### Likelihood to Recommend/Return to Lee County (Responded "Yes")



## Trip Activities

Least Liked Features		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Insects	32%	30%
Beach seaweed	10%	15%
Weather	13%	9%
High prices	10%	9%
Traffic	7%	6%
Lack of nightlife	7%	5%
Quality of accommodations	5%	2%
Red Tide	2%	<1%
Other	6%	4%
Nothing/No Answer (NET)	35%	40%

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

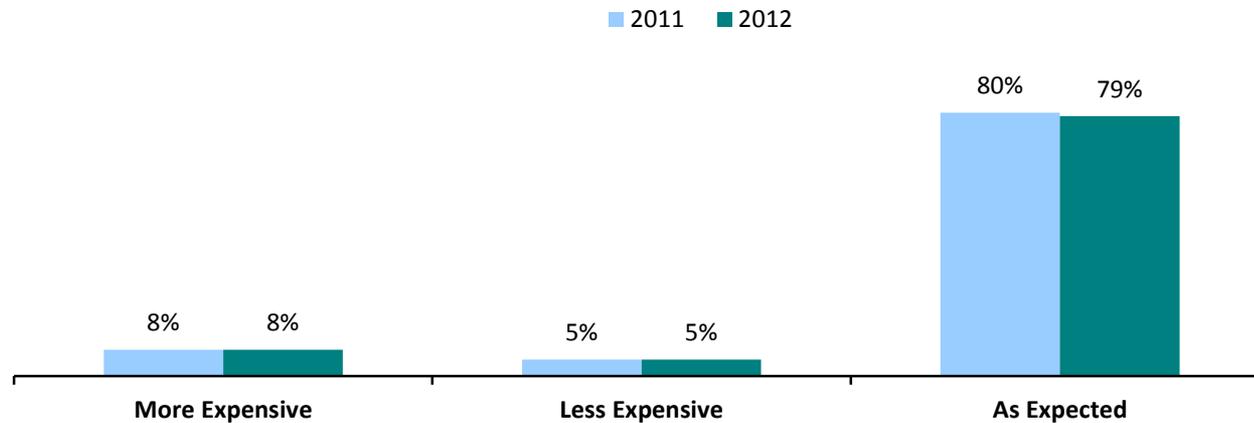


### Trip Activities

Perception of Lee County as Expensive		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
More Expensive	8%	8%
Less Expensive	5%	5%
As Expected	80%	79%
Don't know/No Answer (NET)	7%	7%

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

### Perception of Lee County as Expensive



## Visitor and Travel Party Demographic Profile

Visitor Demographic Profile		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Age of respondent (mean)	44.6	47.0
Annual household income (mean)	\$105,367	\$104,876
Martial Status		
Married	74%	74%
Single	15%	10%
Vacations per year (mean)	2.3	2.4
Short getaways per year (mean)	3.2	3.4

Q37: What is your age, please?

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

Q36: Are you: Married/Single/Other

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

Q34: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Travel Party		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
Family	56%	63%
Couple	24%	25%
Single	6%	6%
Group of couples/friends	8%	4%
Mean travel party size	3.6	3.5
Mean adults in travel party	2.7	2.6

Q17: On this trip, are you traveling:

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

Travel Parties with Children		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>203</b>	<b>205</b>
<u>Traveling with any Children (net)</u>	<u>48%</u>	<u>51%</u>
Any younger than 6	12%	15%
Any ages 6-11	26%	24%
Any 12-17 years old	26%	31%
No Children	52%	49%

Q19: How many of those people are:

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

## Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		
	2011	2012	2011	2012	% Change
Paid Accommodations	54%	52%	163,673	182,484	11.5%
Friends/Relatives	46%	48%	140,501	171,139	21.8%
<i>Total Visitation</i>			304,174	353,623	16.3%

Paid Accommodations Visitors					
	%		Visitor Estimates		
Country of Origin	2011	2012	2011	2012	% Change
United States	76%	73%	124,470	132,716	6.6%
Germany	7%	6%	11,761	11,485	-2.3%
UK	5%	5%	7,841	8,933	13.9%
France	3%	3%	4,900	6,381	30.2%
Canada	4%	3%	6,861	6,381	-7.0%
Scandinavia	1%	2%	980	3,828	290.6%
BeNeLux	1%	1%	1,960	2,552	30.2%
Ireland	1%	1%	1,960	1,276	-34.9%
Latin America	1%	1%	980	1,276	30.2%
Switzerland	0%	1%	0	1,276	-
Austria	1%	0%	980	0	-
Other International	0%	4%	0	6,381	-
No Answer	1%	0%	980	0	-

U.S. Region of Origin	2011	2012	2011	2012	% Change
Florida	28%	26%	35,283	34,455	-2.3%
South (including Florida)	43%	39%	52,924	52,321	-1.1%
Midwest	28%	36%	35,283	47,216	33.8%
Northeast	17%	21%	21,562	28,074	30.2%
West	2%	1%	2,940	1,276	-56.6%
No Answer	9%	3%	11,761	3,828	-67.4%

< > indicates a significant difference between 2011 and 2012 responses at the 95% confidence level.

2012 Top DMAs (Paid Accommodations)		
Miami-Fort Lauderdale	13%	16,589
New York	8%	10,209
Detroit	6%	7,657
Tampa-Saint Petersburg	5%	6,381
West Palm Beach	5%	6,381
Indianapolis	5%	6,381
Pittsburgh	5%	6,381
Saint Louis	5%	6,381

**Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.**

## Occupancy Data Analysis August 2012

*Property managers representing 113 properties in Lee County were interviewed for the August 2012 Occupancy Survey between September 1 and September 15, 2012, a sample considered accurate to plus or minus 9.2 percentage points at the 95% confidence level.*

*Property managers representing 103 properties in Lee County were interviewed for the August 2011 Occupancy Survey between September 1 and September 15, 2011, a sample considered accurate to plus or minus 9.7 percentage points at the 95% confidence level.*

## Occupancy/Daily Rates

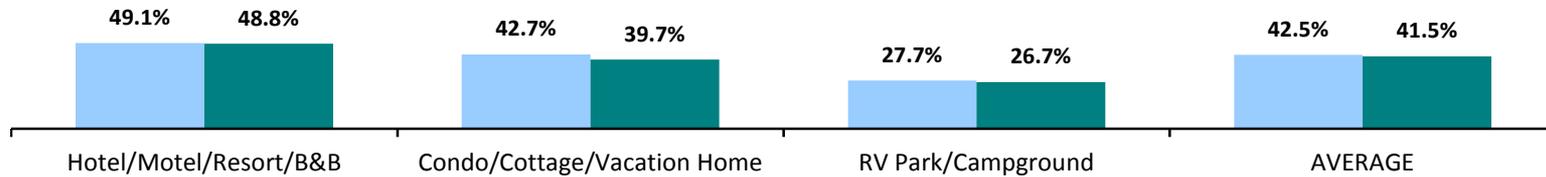
	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>Property Managers Responding</b>	<b>98</b>	<b>107</b>		<b>98</b>	<b>108</b>		<b>98/98</b>	<b>107/108</b>	
Hotel/Motel/Resort/B&B	49.1%	48.8%	-0.6%	\$110.35	\$111.20	0.8%	\$54.17	\$54.23	0.1%
Condo/Cottage/Vacation Home	42.7%	39.7%	-7.0%	\$136.04	\$135.68	-0.3%	\$58.12	\$53.89	-7.3%
RV Park/Campground	27.7%	26.7%	-3.6%	\$39.55	\$41.07	3.8%	\$10.95	\$10.97	0.2%
<b>AVERAGE</b>	<b>42.5%</b>	<b>41.5%</b>	<b>-2.4%</b>	<b>\$105.17</b>	<b>\$105.99</b>	<b>0.8%</b>	<b>\$44.70</b>	<b>\$43.98</b>	<b>-1.6%</b>

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

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

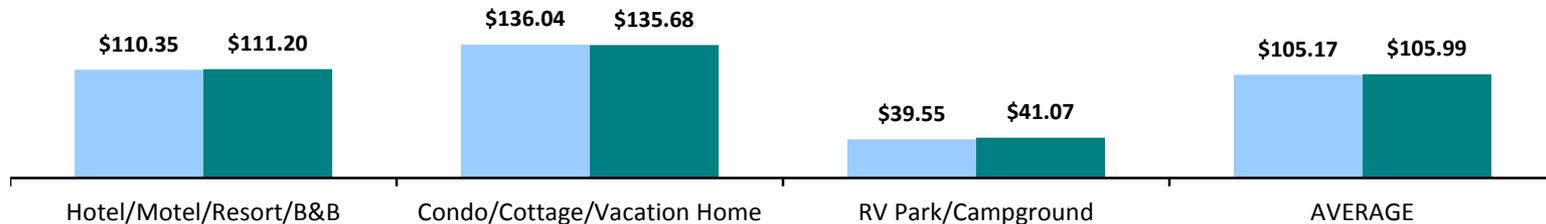
### Average Occupancy Rate

■ 2011 ■ 2012



### Average Daily Rate

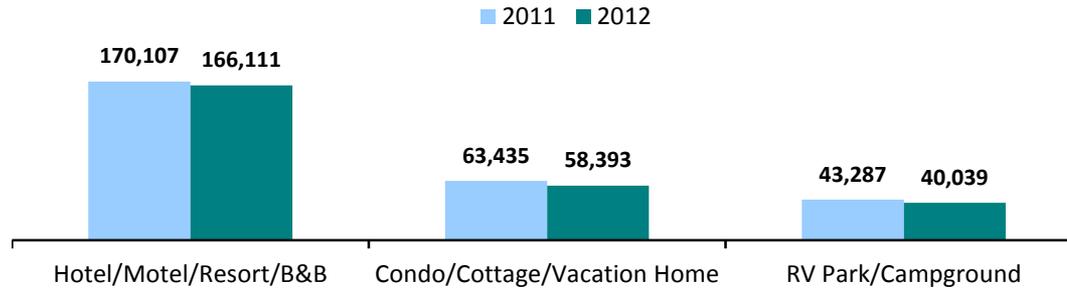
■ 2011 ■ 2012



### Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2011	2012	% Change	2011	2012	% Change
Hotel/Motel/Resort/B&B	170,107	166,111	-2.3%	346,518	340,637	-1.7%
Condo/Cottage/Vacation Home	63,435	58,393	-7.9%	148,490	147,010	-1.0%
RV Park/Campground	43,287	40,039	-7.5%	156,364	149,885	-4.1%
<b>Total</b>	<b>276,829</b>	<b>264,543</b>	<b>-4.4%</b>	<b>651,372</b>	<b>637,532</b>	<b>-2.1%</b>

Occupied Room Nights



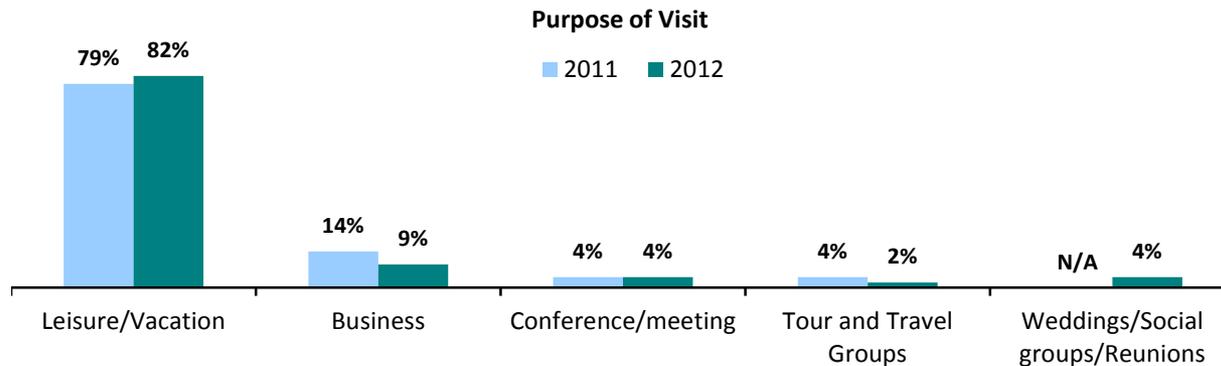
Available Room Nights



## Lodging Management Estimates

Guest Profile		
	2011	2012
	A	B
<b>Property Managers Responding</b>	<b>90</b>	<b>97</b>
<u>Purpose of Visit</u>		
Leisure/Vacation	79%	82%
Business	14%	9%
Conference/meeting	4%	4%
Tour and Travel Groups	4%	2%
Weddings/Social groups/Reunions (net)	N/A	4%
<b>Property Managers Responding</b>	<b>94</b>	<b>102</b>
Average guests per room	2.5	2.6
<b>Property Managers Responding</b>	<b>92</b>	<b>100</b>
Average length of stay in nights	4.8	4.9

Q22: What percent of your August room/site/unit occupancy do you estimate was generated by:  
Q18: What was your average number of guests per room/site/unit in August?  
Q19: What was the average length of stay (in nights) of your guests in August?



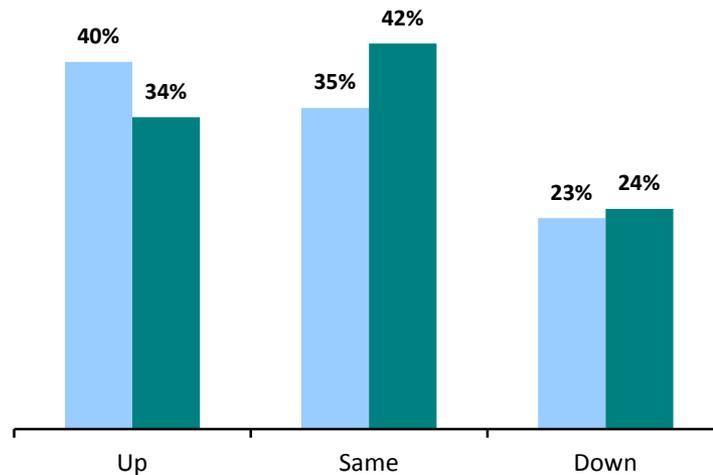
## Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2011	2012
	A	B
<b>Total Respondents</b>	<b>93</b>	<b>106</b>
<u>Up/Same (net)</u>	<u>75%</u>	<u>75%</u>
Up	40%	34%
Same	35%	42%
Down	23%	24%

Q24: Compared to September, October, and November of one year ago, is your property's total level of reservations up, the same or down for the upcoming September, October, and November?

**Level of Reservations for Next 3 Months**

■ 2011 vs 2010   ■ 2012 vs 2011

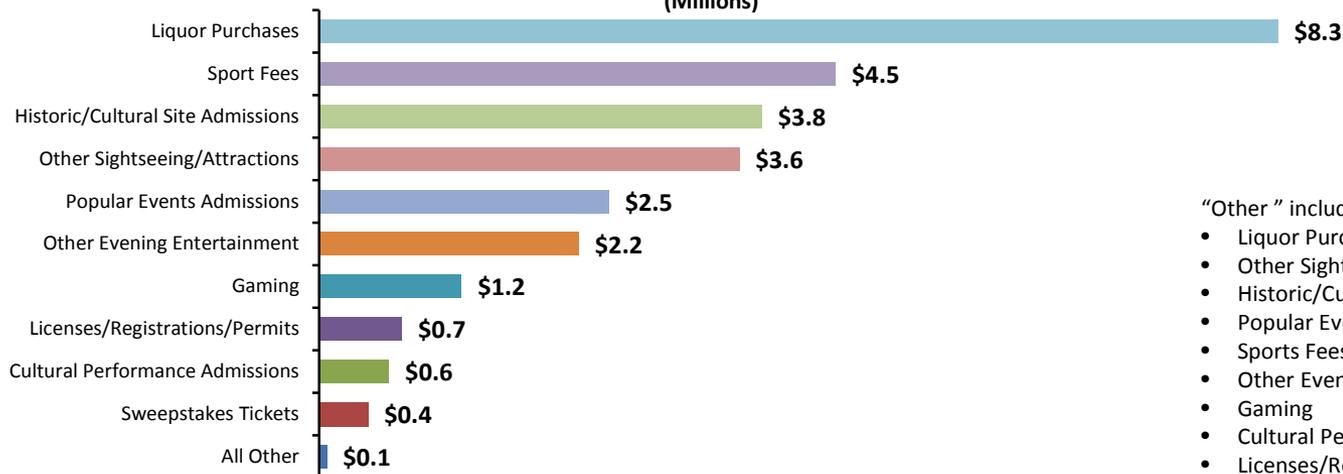


**Economic Impact Analysis**  
**August 2012**

## Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2011	2012	% Change
<u>TOTAL</u>	<u>\$157,362,342</u>	<u>\$149,765,868</u>	<u>-4.8%</u>
Food and Beverages	\$43,505,064	\$41,199,571	-5.3%
Shopping	\$41,440,397	\$39,947,188	-3.6%
Lodging Accommodations	\$29,113,635	\$28,038,515	-3.7%
Ground Transportation	\$14,592,680	\$12,523,531	-14.2%
Other	\$28,710,566	\$28,057,063	-2.3%

August 2012 "Other" Expenditures  
(Millions)



"Other" includes the following categories:

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

## Total Visitor Expenditures by Lodging Type

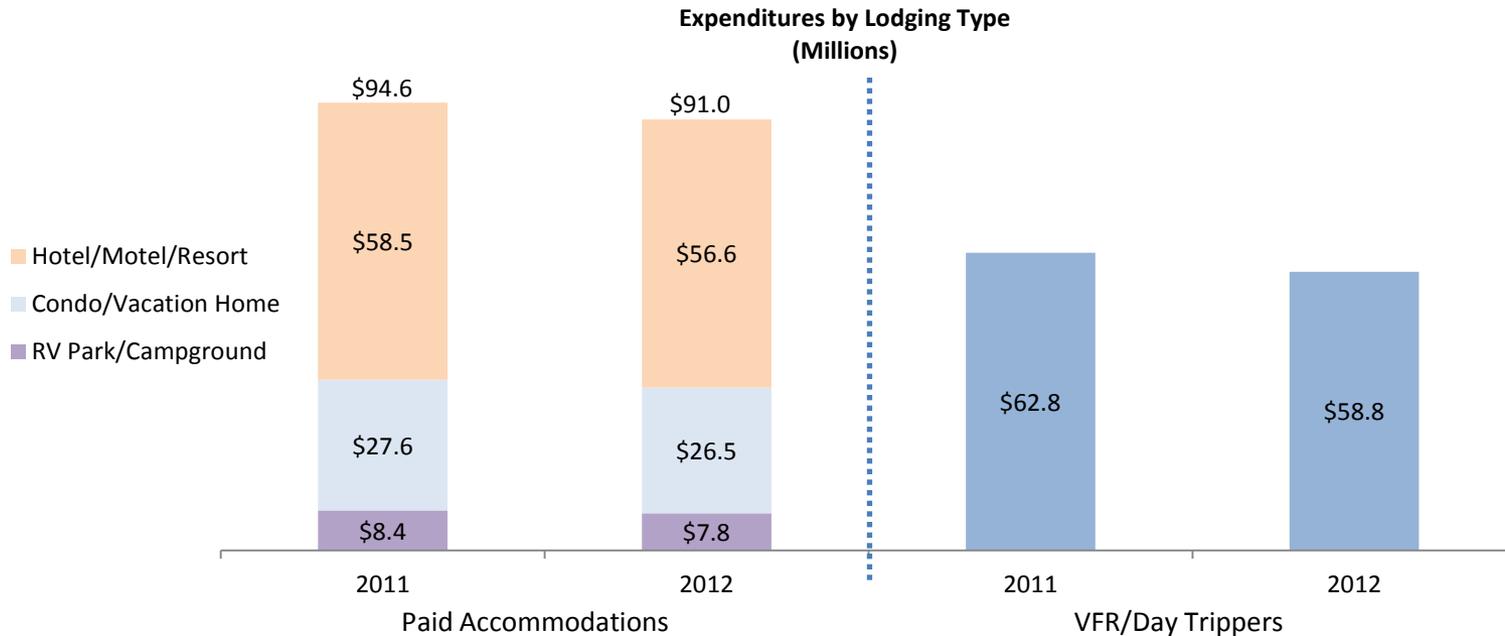
TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2011	2012	% Change	2011	2012	% Change
<b>TOTAL</b>	<u>\$94,558,552</u>	<u>\$90,976,682</u>	<u>-3.8%</u>	<u>\$62,803,790</u>	<u>\$58,789,186</u>	<u>-6.4%</u>
Lodging Accommodations	\$29,113,635	\$28,038,515	-3.7%	\$0	\$0	
Food and Beverages	\$22,056,576	\$21,526,448	-2.4%	\$21,448,488	\$19,673,123	-8.3%
Shopping	\$21,734,448	\$20,754,926	-4.5%	\$19,705,949	\$19,192,262	-2.6%
Ground Transportation	\$7,237,411	\$7,225,950	-0.2%	\$7,355,269	\$5,297,581	-28.0%
Other	\$14,416,482	\$13,430,843	-6.8%	\$14,294,084	\$14,626,220	2.3%

“Other ” includes the following categories:

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

## Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2011	2012	% Change	2011	2012
<b>TOTAL</b>	<u>\$157,362,342</u>	<u>\$149,765,868</u>	<u>-4.8%</u>	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	\$62,803,790	\$58,789,186	-6.4%	40%	39%
<u>Paid Accommodations</u>	<u>\$94,558,552</u>	<u>\$90,976,682</u>	<u>-3.8%</u>	<u>60%</u>	<u>61%</u>
<i>Hotel/Motel/Resort/B&amp;B</i>	<i>\$58,533,712</i>	<i>\$56,608,026</i>	<i>-3.3%</i>	<i>37%</i>	<i>38%</i>
<i>Condo/Cottage/Vacation Home</i>	<i>\$27,583,690</i>	<i>\$26,523,382</i>	<i>-3.8%</i>	<i>18%</i>	<i>18%</i>
<i>RV Park/Campground</i>	<i>\$8,441,150</i>	<i>\$7,845,274</i>	<i>-7.1%</i>	<i>5%</i>	<i>5%</i>



**Appendix**  
**August 2012**

## August 2012 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Diamond Head Resort	8/1/12	11
Fort Myers Beach	Estero Beach Club	8/1/12	10
Fort Myers Beach	Neptune Resort	8/1/12	5
Fort Myers	RSW Airport	8/4/12	25
Bonita Springs	Bonita Beach	8/10/12	25
Cape Coral	Cape Coral Yacht Club	8/10/12	6
Sanibel	Island Beach Club	8/13/12	5
Sanibel	Sanibel Cottages	8/13/12	5
Sanibel	Pointe Santo	8/13/12	11
Fort Myers	Edison Estates	8/16/12	14
Fort Myers	Shell Factory	8/18/12	5
Fort Myers	Centennial Park	8/18/12	9
Fort Myers	Hilton Garden Inn	8/18/12	5
Sanibel	Ocean's Reach	8/20/12	11
Sanibel	Lighthouse Beach	8/20/12	9
Sanibel	Casa Ybel	8/20/12	10
Fort Myers	Edison Estates	8/22/12	15
Fort Myers Beach	Times Square	8/24/12	9
Fort Myers Beach	Pink Shell Resort	8/24/12	8
Fort Myers Beach	Best Western	8/24/12	7
<b>Total</b>			<b>205</b>

## Occupancy Interviewing Statistics

Interviews were conducted from September 1 – September 15, 2012. Information was provided by 113 Lee County lodging properties.

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&Bs	71
Condo/Cottage/Vacation Home/Timeshare	25
RV Park/Campground	17
<b>Total</b>	<b>113</b>



**Sales Report  
July – September 2012**



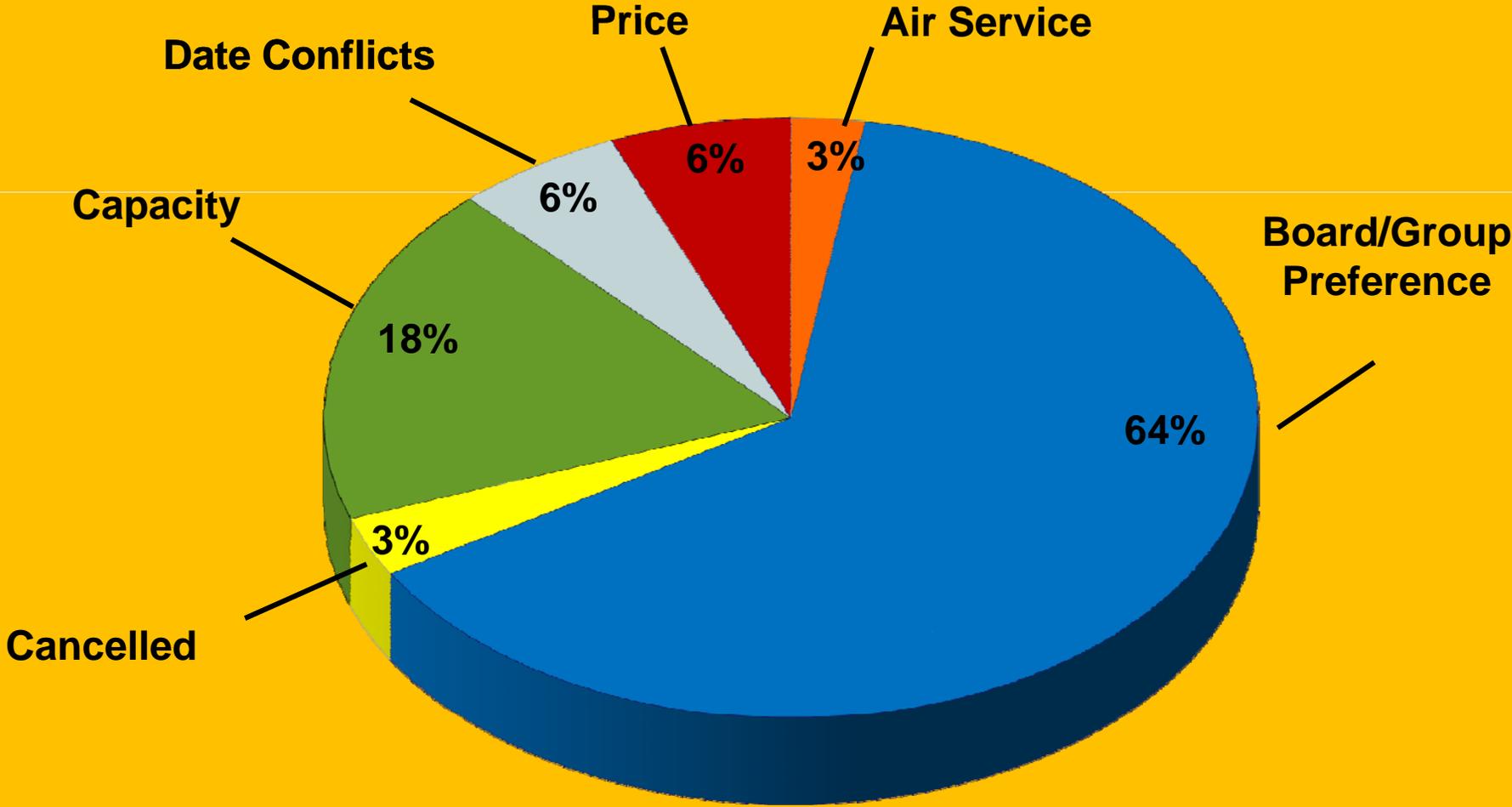
# MEETINGS & GROUPS

July –September 2012

Total Leads	Room Nights	Definite	Room Nights
45	13,000	17	3,990



# Lost Meeting Business July – September 2012



# Domestic Wholesale MLT University



 **UNITED  
VACATIONS**

**MLT** | VACATIONS

 **DELTA**  
VACATIONS

# International United Kingdom & Scandinavian Fams

Virgin, Jetset, & Spies Hosted



# International CANADA

## Chris Robinson Travel Show



### Grand Prize

- Complimentary round trip air for 2 to RSW courtesy of WestJet
- Three (3) nights @ Hyatt Regency Coconut Point
- One round of golf Raptor Bay



**GLOBAL COMMUNICATION EXPERTS GmbH**

**VCB Representation  
Germany, Austria &  
Switzerland**

# FUTURE MEETINGS/GROUPS

October – December

GROUP NAME	ROOM NIGHTS	HOTEL
Airport Consultants Council	370	Hyatt Regency Coconut Point
Assn of Responsible Recycling (NORA 2012)	690	Hyatt Regency Coconut Point
Ausdal Financial Partners	312	South Seas Island Resort
Cenex Energy Summit 2012	810	Hyatt Regency Coconut Point
Corporate Travel Dept. Association	271	Sanibel Harbour Marriott Resort
ITS Florida Transportation Association	445	Hyatt Regency Coconut Point
Lutheran Social Services of South Dakota Annual Meeting	150	Hyatt Regency Coconut Point
Northeastern Spoon Collectors Guild	169	Crowne Plaza
Society for Gynecologic Investigation	60	Hyatt Regency Coconut Point
VGM Platinum Executive Education Group	381	South Seas Island Resort

# Future Sales Activities

**Florida Sportsman's Expo – West Palm Beach, FL**

**The Villages Destination Day – The Villages**

**Rejuvenate Marketplace – Columbus, OH**

**Military Reunion Network Conference – Daytona, FL**

**Tallahassee Society of Association Executives – Tallahassee, FL**

**World Travel Market – London, England**

**Visit USA Events – Frankfurt, Germany**

**Receptive Tour Operator Appreciation Events, Miami & Orlando**

**Visit Florida Tour Operator Lunch – Dublin, Ireland**



*the beaches of*  
**FORT MYERS**  **SANIBEL**  
**SALES REPORT**

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

Name of Event: **Southern Women's Show**  
 Dates of Event: **September 20 – 23, 2012**  
 Event Location (City & State): **Charlotte, NC**  
 VCB Representative at Event: **Chris White, Florida Travel Marketing, Inc**

Show Attendance Estimate: 15,000  
 Amount of Travel Guides Distributed: 560  
 Would You Recommend Next Year: yes  
 Additional Lee County Properties Attending: N/a

**Objective**

- To promote the Beaches of Fort Myers & Sanibel by distributing visitor guides and related collateral and answering questions about the area to the predominately female attendees in the greater Charlotte market.

**Leads / Prospects**

- 

**Comments**

- Good show and a good market for us. Attendance was off from the last time we participated in this show. However our collateral was well received and they liked the Lonely Planet guide. Had a number of comments on the handy size.
- Had a lot of positive comments from past visitors "my favorite place", "love Sanibel". "best shelling anywhere" etc.
- One couple had recently visited for the first time and were already planning to return next year.
- Had a number of people who had seen our area on the travel channel and some publications and had put Fort Myers & Sanibel on their "bucket list".
- Many people were very interested in the Key West Express, some had plans to drive to the Keys, but were going to change their plans stay in Fort Myers and take the ferry.
- Several couples were very interested in destination weddings and referred them to our web site for more information.
- Also had a number of people interested in RV parks and campgrounds along with the Calusa Blueway.
- One couple said they have been going to Sanibel Moorings for many years and are now bringing the fourth generation to Sanibel.
- Properties mentioned included: Sanibel Moorings, Sundial, Sanibel Harbour, Holiday Inn – Sanibel, Diamondhead, Lighthouse Resort, West Wind Inn and Pink Shell

**Trends**

- Attendance was off especially the first two days and the vendors selling their product were not happy. The show also conflicted with large Arts & Craft festival downtown as show dates had changed due to the DNC convention.
- However many of the attendees picking up our collateral were already planning trips for 2013.

- Another gentleman said he had brought his wife down for luminaries on Sanibel last December and she liked it so much they are returning this year.
- People who had previously visited mentioned the following properties: DiamondHead, Pink Shell, South Seas, Tween Water, Tarpon Lodge, Sanibel Harbour and Waterside Inn.

### **Trends**

- Lots of interest from a quality (and very upbeat) crowd looking to visit our area.

the beaches of  
FORT MYERS  SANIBEL  
SALES REPORT

---

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

Name of Event: **Florida Sportsman Expo**  
Dates of Event: **Sept 22-23, 2012**  
Event Location (City & State): **Tampa, FL**  
VCB Representative at Event: **Shelley Crant, Florida Travel Marketing, Inc**

Show Attendance Estimate: 4,500 - 5,000  
Amount of Travel Guides Distributed: 300  
Would You Recommend Next Year: Yes  
Additional Lee County Properties Attending:

---

### **Objective**

- The Florida Sportsman Expo provided the opportunity to promote our area to anglers and outdoor enthusiasts in the greater Tampa market by distributing our collateral materials and answering questions about the area, activities and events.

### **Leads / Prospects**

- 

### **Comments**

- In support of our new fishing focus for 2012-2013, this was our first official "fishing" show and the results were good. Traffic was steady for the two days and the attendees were a quality mix of anglers, paddlers and – a pleasant surprise - lots of couples and families. (Florida Sportsman magazine is the sponsor and promotes heavily among their readers.)
- The new fishing brochure was very well received. Many anglers have already fished with us (and will be coming back) but many others said "I've always wanted to come to your area" "I've heard such good things about the fishing" and were very happy to receive good information about what to expect (best time to fish, rates, other events etc).
- The Blueway received a lot of attention as well (several of kayak outfitters were in attendance and there was a seminar that included kayak fishing) – both general information about the trail and especially the paddling festival. Several people had attended the festival in the past – but lots of others were unfamiliar and very interested.
- Also had Restaurant Week fans on display (150 of them) and distributed all of them during the show. Lots of interest in a "new event" and a number of folks said they were already looking to visit in October and would try to include some of the event dates in their visit.
- As part of my display I had Randy Wayne White's and Carlene Brennan's ***Ultimate Tarpon Book*** on the table and had numerous guys stop to look and comment on how much they enjoy Randy's books and ask about this latest endeavor. (And many said they visit regularly and always include a meal at Doc Ford's).
- Quality of the show and seminars was very good – very little non-angling/outdoor related exhibitors. And had folks from as far away as Ocala, Orlando – and Cape Coral – stop by the booth.
- The large number of couples and families attending was a very pleasant surprise – so we also had lots of women interested in our beaches, shopping and history.
- One couple is attending a wedding on the beach on Sanibel next month and did not have accommodations yet so they were very happy to get our materials (and very excited about their first visit to our area).

*the beaches of*  
**FORT MYERS**  **SANIBEL**  
**SALES REPORT**

<input checked="" type="checkbox"/> Sales Calls / TVI Agents	<input type="checkbox"/> Consumer	<input type="checkbox"/> International
<input type="checkbox"/> Meeting Planners	<input checked="" 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: **MLT University**  
 Dates of Event: **September 22-24, 2012**  
 Event Location (City & State): **Minneapolis, MN**  
 VCB Representative at Event: **Jovina Huber**

Show Attendance Estimate: 3,000  
 Amount of Travel Guides Distributed: 850  
 Would You Recommend Next Year: Yes  
 Additional Lee County Properties Attending: Outrigger Beach Resort, Pink Shell Beach Resort & Marina, SunStream Hotels & Resorts

**Objective**

- MLT Vacations is one of the largest providers of vacation packages in the United States, and manages multiple vacation brands, including Delta Vacations, United Vacations, and Worry-Free Vacations. Travel agents selling MLT Vacation packages to their clients are offered more generous commissions.
- Attending MLT University is an opportunity for the VCB to reach up to 3,000 agents, from all over the United States, attending this three day event. Agents also attend seminars during the event and are updated on packages and opportunities offered them by booking through MLT. Agents in attendance generate over a half billion dollars in revenue, annually, for MLT.

**Leads / Prospects**

- Agent asked for assistance in finding her clients a 2-bedroom condo for the month of March. Her clients are MN Twins fans.

**Comments**

- The Outrigger Beach Resort, Pink Shell Beach Resort & Marina, and SunStream properties received the distinguished Quality Assurance Award, (QA) at this event. Criteria for receiving this award are; a 99% customer service and product performance rating on a minimum of 100 bookings.
- There were members of major travel publications reporting the event and announcing the QA award winners.
- Business cards from 85 agents were collected with agents requesting to be added to our Travel Agent database.
- A reservationist for MLT vacations was interested in fishing information. I pointed out our boating and fishing pages in the Lonely Planet guide. Follow up with a supply of our new fishing brochures will also be provided.

**Trends**

- Agents were very upbeat and most agents reported improved business in the first half of 2012 with a good forecast for 2013. Indicating that the travel agency industry is rebounding.

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**S A L E S R E P O R T**

<u>      </u> x Sales Calls / TVI Agents	<u>      </u> Consumer	<u>      </u> International
<u>      </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: **Peninsula Travel Presentations, Inc.**  
 Dates of Event: **September 24, 2012**  
 Event Location (City & State): **Atlanta, GA**  
 VCB Representative at Event: **Linda White, Florida Travel Marketing, Inc**

Show Attendance Estimate: 75  
 Amount of Travel Guides Distributed: 90  
 Would You Recommend Next Year: yes  
 Additional Lee County Properties Attending: N/a

**Objective**

- To promote the Beaches of Fort Myers & Sanibel by distributing visitor guides and talking with and answering questions from the travel agents attending the show.

**Leads / Prospects**

- 

**Comments**

- This was a very good show. The agents attending all picked up the Visitor Guides and re-order cards as they were going around to the different exhibitors (12 exhibitors).
- The show format included a brief tradeshow segment for the agents to visit each exhibitor and then 5-minute round table presentations by each exhibitor to a table of up to 7 travel agents.
- At each table the agents took notes while I was talking and asked questions before I moved on to the next table. They were very attentive.
- They were asking about getting quantities of the visitor guide and the non-accommodation visitor guide. They liked the idea of having the non-accommodation piece to give the client once their accommodations were booked. I told them they could go on line, call or drop the card in the mail to order supplies.
- They also wanted to know about weddings and honeymoon locations and I referred them to the website and also to contact Jovina.
- Lot of interest in the Key West Express – one agent had taken it and highly recommended it. Some of the agents mentioned they worked with groups and wanted itinerary suggestions for group trips. I told them about the attractions in the area, suggested they check out the website and gave them Candice Cocco's contact info for group tour assistance.
- A number of the agents were making notes as I was talking about how much paddling there was in the area and the Calusa Blueway maps and upcoming Festival.
- Two agents asked about Fam opportunities. I referred them both to Jovina and am attaching a card for one agent who is the President of Georgia TIA.

**Trends**

- Almost all of the agents mentioned they are seeing an increase in business this year and have a lot of cruises and European travel booked for next year. Several have booked clients in the Fort Myers/Sanibel area and a few have visited themselves.

## SALES REPORT

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

Name of Event: **PYM – Plan Your Meetings Atlanta**  
 Dates of Event: **September 17, 2012**  
 Event Location (City & State): **Atlanta, GA**  
 VCB Representative at Event: **Kimball Mathews**

Show Attendance Estimate: 40  
 Amount of Travel Guides Distributed: 15  
 Would You Recommend Next Year: Yes  
 Additional Lee County Properties Attending: South Seas Island Resort

### Objective

- Generate new leads that will result in booked business for our area
- Increase awareness of our destination through education, tradeshow, and networking

### Leads / Prospects

- Council on Educational Occupation, Tami Maynard, narrowed down to two properties for 2014 meetings. Will receive RFPs in Jan or Feb 2013
- Georgia Tech Enterprise Innovation Institute, 400 rooms, summer 2013/14 with families
- Meeting Expectations, Katie Pereira, Conf. Mgr., Islands Incentive for 2013
- HelmsBriscoe, Andrea Giorno, CMP, Islands Incentive (actually from Charlotte). Since I now have a HB contact in Charlotte, I will be able to meet with her entire team and get our Island Incentive on their website & take some of our industry with me for sales calls

### Comments

- Torrential rains – the reason for the low turnout
- Have noticed that a lot of planners don't use Florida, or just stay in North Florida
- Economy is one reason groups have been staying in Ga.,
- Excellent interactive Team Building event with planners & suppliers sharing tables (ours won!) by answering questions supplied to PYM prior to the event about different destinations, resorts, dates hotels opened, and the QR codes held the answers. Planners could win the door prizes We played "Spin to Win" Our question was: What was the original name of South Seas Island Resort, located in the Beaches of Fort Myers & Sanibel, and why did it have this name? Answer: South Seas Plantation, because it was a Key Lime plantation. This was organized and run by Kenny Zail, The Teamwork Expert, who is known as a mixture of Alex Trebeck & Steven Covey, and is the founder and president of Making Teams Rock!, an organization devoted to increasing team performance. The entire event was excellent & the team building really worked! He would be a great team building addition to one of the VCB's events.
- Rodney Harris, H2 Publicity & Management, travel writer, had just been in Sarasota for their new branding celebration – gave card to Nancy for follow-up with PR
- Educational Session: Understanding Meetings Cost in the New Reality, presented by Michael Dominques, CHSE, and is the Senior VP of Global Hotel Sales for MGM Resorts International. Back in 2007, there was demand for rooms with no supply. Now, according the North American Hospitality Report, supply is in demand and upper end properties are selling 7 out of 10 rooms. People from the East are heading to the West Coast for deals – because they have the supply.
- F&B is ahead of everything and there is a 35% cost margin with F&B. If you ask for 10% off, you are basically getting nothing, because all hotels prepare to discount the 10% in their contract, and

they make it up elsewhere. Talk with the chefs about budgets and value menus. Lettuce is up 278%; so, a salad is more expensive than ever!

- Labor is the #1 cost in a hotel/resort. One reason: say, you need a technician for 1-2 hours; well, the least amount of time is maybe 5 hours; so, you will be billed for that amount of time/labor.

### Trends

- Being creative in food décor is a big trend, which allows you to cut down on expensive decorations.
- Serving family style (chef controls the portions) is getting more popular every day. It is better for the participants and the environment – not so much waste.

## SALES REPORT

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

Name of Event: **La Cumbre, The Americas Travel Industry Summit 2012**  
 Dates of Event: **September 5-8, 2012**  
 Event Location (City & State): **Orlando, FL**  
 VCB Representative at Event: **Erick Garnica**

Show Attendance Estimate: 1,500  
 Amount of Travel Guides Distributed: Approximately 150  
 Would You Recommend Next Year: Yes

### Objective

- Create awareness of The Beaches of Fort Myers & Sanibel as a travel destination for South American Tour Operators and trade.
- Establish relationships with South American Tour Operators who are selling other Florida destinations directly or through third party Receptive Operators that are based in Miami-Orlando.

### Leads / Prospects

- All travel summit participants will be entered into Simpleview. Any travel summit leads will be sent to accommodations fitting the criteria of the client's request.

### Comments

- La Cumbre is a 3-day annual event, for industry professionals only, from the leisure, corporate and MICE travel segments.
- It is a pre-schedule meetings show and we had the ability to schedule up to 36 10-minute appointments, which provide us a great opportunity to meet, one-on-one, with different tour operators, receptive tours, travel agents, journalists from all over the South Americas.
- South America is a growing market and it is important to have the exposure within the market, especially Brazil which is a country that continues to grow in number of visitors into Florida and where we have been conducting initiatives the last two years to create brand awareness of The Beaches of Fort Myers-Sanibel.

### Trends

- Despite concerns over the global economy, international tourism demand continues to show resilience. The number of international tourists worldwide grew by 5% between January and June 2012 compared to the same period of 2011 (22 million more). Although a slight slowdown in growth can be expected for the rest of the year, international arrivals are forecast to exceed one billion by the end of 2012.  
 Source: OTTI
- The Brazilian market is the second largest overseas market into Florida with 1,065,000 visitors in 2010, a 49% growth over the previous year.
- Brazil is the sixth largest source market for international travelers to the U.S.

- Above-average GDP growth has allowed real incomes to rise, creating a growing middle-class with more competitively priced outbound travel services to choose from.
- The average Brazilian U.S. traveler is a repeat visitor, stays at least two weeks, and spends about \$3,500 per trip (USD/ITA).
- The major draw for Brazilian travelers is shopping and also leisure activities.

# WASHINGTON OFFICE REPORT

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## September 2012

### Definite Business

- Laboratory Safety Institute-2/13-2/14/13- 10 rooms on peak/12 room nights- Hilton Garden Inn FGCU

### Lost Business

- Christian Legal Society –10/7-12/13 220 rooms on peak/520 room nights- Sheraton Sand Key, St Pete- client wanted to be on Beach.
- Mercedes –Benz Club of America- Star-Tech Conference 4/29-5/3/15 100 rooms on peak/260 room nights. Lost to either Naples or St. Pete. He had to select a location that has a strong local club and our county does not have one.
- Southeast Association of Fish and Wildlife-10/11-10/14/14 -275 on peak/865 room nights- Client would prefer to be more north in Florida (Destin) as they are getting better rates quoted for this group.

### Sales Calls

- September 12, 2012 Dinner with Pamela Kenworthy - NECA (National Exchange Carriers Association)

### Monthly Meetings & Events

- 9/11- AMPS Annual Meeting and Awards Reception- Liaison Hotel
- 9/13- PCMA Planner/Supplier Forum and Reception –Marriott Wardman Park
- 9/12/12- Participated in Time for 9 Golf Networking Event
- 9/28/12- Meet with Leah Jones –Aftermarket Assn- New co-chair for PCMA Sponsorship Committee

### Upcoming Events

- 9/13- PCMA Educational Event/Networking Reception

### Administrative

- Worked on closing of DC office/cleaning out and shipping back materials and equipment
- Created site itineraries for NAACP Leadership 500 Meeting; October 4-6, 2012 and Bradford Child Services; October 7-12, 2012

# MEETINGS & GROUPS REPORT

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## September 2012 Midwest Office

### Leads

- Meeting Expectations, Inc – Chamberlain & Lift Master Annual Sales Event (120 peak night/370 total room nights) Requesting 3+ star resorts
- BASF – 2013 Fall SEAL Meeting – (255 total room nights). Requesting high end properties.
- Confidential Group – 2015 Annual Mtg (330 peak/1264 total room nights)
- American Medical Technologists – 2013 Board/Council Meeting (112 total room nights) Lead generated due to April Midwest FAM. Requires upscale and coastal.
- Carrousel Travel – 2013 Pres Club Meeting (45 total room nights) Specific hotels were requested by client

### Definite Business

- Roetzel & Andress LLC – 2013 October Partner's Retreat (201 peak night/464 total room nights) Selected Hyatt Regency Coconut Point
- Bessenbacher Corp – 2013 National Animal Health Credit Exchange (44 total room nights) Selected Crowne Plaza Ft. Myers.
- Nat'l Assn of Credit Management Midwest – 2013 National Water Products Credit Group (54 total room nights) Embassy Suites selected

### Prospects

- CPPC – 2014 205 total room nights
- National Sporting Goods Assn – 2015 Annual – 800 total room nights

### Lost Business

- AACC Int'l. – 2013 Milling & Baking Division's Spring Mtg (76 total room nights) Selected Embassy Suites Biltmore in Phoenix. They prefer the desert for 2013.
- ALTOUR Performance – 2012 Ripley's Manager's Meeting (300 total room nights) Client booked the Atlantis Resort

### Site Inspections

- 9/24: American Academy of Health Behavior – 2014 Conference

### Monthly Meetings

- 9/5: Midwest Rep Meeting (Minneapolis)
- 9/19: MPI MN Monthly Meeting

### Monthly Activities

- 9/9-11: HelmsBriscoe Golf Event - :Lake Geneva, WI
- 9/13: Lunch Presentation - Jan Aument with BASF
- 9/18: Meeting with TJ Salo with Sun Country Airlines

### **Administrative**

- Ongoing: Setting up Sales Calls in Minneapolis and other cities
- Ongoing: Solicitation Calls
- Ongoing: Working on Simpleview daily traces and adding accounts/clients
- Prepared reports (4)
- Continue to do the ASAE Follow up
- Preparing for two site inspections one in Sept. and one in Oct
- Marketing plan revisions/updates for 2012/2013 Fiscal
- Working on client Holiday Event for Minneapolis on 11/29
- Follow up on HelmsBriscoe Tim Cup invitational earlier this month
- Working on two RFP's from Connect. Waiting for client answers before sending out
- Start working on FAM Details for December
- Work with Sun Country Airlines for discounted and or comp tickets for client air from MSP to RSW for site inspections and FAM trips.

### **Upcoming Events**

- 10/2-8: VCV Annual Meeting and destination education (Fort Myers, FL)
- 10/1: Midwest Rep Meeting

### **Summary of Traces in Simpleview**

- Traces completed: 29+
- Emails completed: 14 + several other email communications via outlook
- Notes added in SV: 1
- Site Inspections: 1

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**Monthly Report for  
Germany, Austria & Switzerland  
September 2012**

## **Market Trends**

### *Slower growth in August*

Germans booked more holidays and flights last month but the growth rates slipped back from the high levels seen in July. Holiday sales increased by 4.1% in August compared to 12 months earlier. September and October saw higher bookings than in the same month last year. Bookings for the forthcoming 2012-13 winter season are healthy, with nearly 42% of August revenues being for winter holidays.

### *Kuoni*

Swiss-based Kuoni is to pull out of smaller loss-making tour operating markets in Europe to improve its financial results and rebalance its portfolio. Businesses affected are Kuoni's tour operating activities in Italy, Spain, the Netherlands, Belgium and Russia, as well as the B2C online hotel platform Octopus Travel. Its large tour operating activities in the home Swiss market, in Scandinavia, the UK and France are not affected by the move.

The company announced that these smaller loss-making tour operating businesses "are no longer of strategic relevance to the group". Kuoni said it will explore exit options depending on circumstances for each of the various businesses, which may include complete or partial sale, management buy-out, or even termination of activities if no sustainable solutions can be found.

Explaining the strategic decision, Kuoni said these tour operating activities had been loss-making for several years. The businesses generate total annual turnover of approximately CHF 300 million (€250 million) and employ around 500 people.

## **Marketing**

*Visit USA Travel Agent Event* - September 5, 2012; Berlin; September 12, 2012, Stuttgart

At this event each participant had 15 minutes of presentation time in front of the whole audience (about his destination, hotel, and car rental agency). Every partner had a table and a small table-top-display at the travel mart. Each travel agents also received a seminar folder with information on all participating member. A barbecue was served in the evening, allowing VUSA members and travel agents to network.

This trade event was the first in Berlin since some years. We had much more quality time to present information about our area. In Berlin there were 79 travel agents.

We had an audience of 56 travel agents in Stuttgart. It's the most important economical area in Germany.

## **Delta Airlines / DERTOUR**

Annette Rizzo with DELTA Airlines distributed our German Brochures and Lonely Planet guide at a joint event with DERTOUR and DELTA Airlines to 40 travel agencies in Aalen Germany on September 6, 2012.

## **TTW in Geneva**

55 exhibitors seized the trade show TTW Romandie & France Voisine as a presentation platform for their products and services. With their trade show participation exhibitors occupied 875 sqm. Approx. 1000 visitors attended TTW Romandie & France Voisine to inform themselves on innovations and trends in their business.

The main exhibit sectors of the trade show TTW Romandie & France Voisine are:

Tourist offices, carriers (air, rail, road, sea), hotels, tour operators, travel agencies, insurances, trade press, shop fittings, data processing and data networks, public relations and advertising in tourism.

This show is the new TTW in the French speaking part of Switzerland, which is an important market niche for us. We used to participate at the TTW in Montreaux for more than 15 years. The split up of TTW is now Geneva and Zurich.

We had a 6m<sup>2</sup> booth, and distributed 100 prepacked information bags to travel agents including the French brochure, Lonely planet Guides and shopping info from Miromar.

Vera Sommer attended the "round table" session" in the Seminar portion and did a brief presentation on Lee County, The Beaches of Fort Myers & Sanibel. This will also be mentioned in the next *Travel Inside* French part of the magazine.

**Leads**

- Sandpiper Gulf Resort - Dertour, TUI, and Meier's Weltreisen (three German tour operators) added the Sandpiper Gulf Resort into their new winter catalogue.

**Hotelplan FAM Tour**

- Swiss tour operator travel agent fam trip September 6-8, 2012
- Joni Duerr accompanied the Swiss trade fam with Hotelplan
- Itinerary and name list of each participant entered in to Simpleview database

**Meetings**

Meeting with Michael Strussione (FVW) September 18, 2012

- Michael came to our office, to speak about joint marketing efforts.
- He suggested the continuation of the e-learning seminar which Lee County has been participating in since September 2011.
- Also there are various advertisement opportunities in this most important German trade magazine.

Brand USA – September 20, 2012, Frankfurt (Neu-Isenburg)

- Housewarming Party: new office opening and get together with all industry partners at the new Brandmasters USA office.

**Press**

America Journal

- Attached is a great article on Fort Myers in the September/October issue of the America Journal.
- The article is about the culture at the sea shell museum and the holiday houses of Edison and Ford.
- Circulation: every 2 months 35,240 readers
- Value of article: € 14,940 Euro – approx. \$ 19,207 US Dollars

**Fulfillment**

Mailed 83 information package requests from Germany, Austria and Switzerland. Information packages included German brochure, area map, hotel brochures, and a note with a polite reference to the request.

We also sent 20 French brochures to travel agency in Switzerland. Requests for brochures came in via:

- Website: 32
- Email: 6
- Telephone: 2
- Florida Sun: 9
- America Journal: 34

## Culture at the sea shell museum

Further south along the Gulf of Mexico you find side by side the holiday metropolises Fort Myers and Cape Coral-with the lovely museum for history and the train, which was beneficial for tourism in Florida at the end of the 19<sup>th</sup> century.

Today the Edison & Ford Winter Estates in Fort Myers are open for everyone. But first of all lets go to the islands Sanibel and Captiva, which are in front of Fort Myers and Cape Coral and reachable via a bridge.

Here are waiting natural history-cultural treasures in a shell museum and at the National Wildlife Refuge J.N. "Ding" Darling. Both are neighbours and complement very well. The sea shell museum takes to the world of seafood but not only the ones from south-west of Florida. Rather the museum, managed by Dr. José H. Leal has amassed a real treasure of sea shells, snails, octopuses, from Papua New Guinea, New Caledonia and the Philippines as well.

You can see sea-treasures from the 18th, 19th and 20th century, thereunder enormous snail shells like the 40 centimeters high ones, the *Busycon sinistrum*, which was found by diving in 1993. Alongside, the 60 centimeters the casing of the *Triplofusus giganteus* towers. The snail is classified as the biggest of their sort worldwide. Other exhibits and photos open up the shape diversity under water.

And how the sea shells influenced the architecture –since the romas until today, see the world-famous opera in Sydney. The museum explains nacre, the material obtained by sea shells, at antique furniture jewelries. For rounding-off the experts list for the sea shell-visitors, when which object is flushed the milelong beaches. This and more tips are gratis. The National Wildlife Refuge J.N. "Ding" Darling is a since 1945 governmental protected nature preserve for the native flora and fauna. "The reservation is also a paradise for birds with 174 listed species. It is perfect for Hobby-Birding. The most to see is from December until March", explained Mari Hanley from Tarpon Bay Explorers, the team of experts responsible for excursions. The bird life is easily explored by bike or kayak. For an introduction in the reservation perfect: a bus tour with a special kind of bus with windows without any glass, only window frames.

## Holiday houses of Edison and Ford

Back to Fort Myers: a all around cultivated parc surrounded the Edison & Ford Winter Estates. They served the two technology visionaries Thomas Edison, dem high-tech-pioneer for light bulbs, and Henry Ford, the high-tech-pioneer for the car production, as holiday home. Today the houses of both families including the parc with the tree- and plantrarity are a museum. The winter estates of both industrybosses are a time travel from 1890 until ca. 1940 and give information about the usual lifestyle and naturally amenities of today- all pushed at that time by the two pioneers. 1885 Edison came the first time to southflorida and built on the ground of his holiday home a labor, in which he researched into filament of bamboo, but also into underwater radar. Equipment, calculation, and photos are to admire.

Exposed are also electric devices and vehicles – all discovered or rather built from Edison, Ford. Henry Ford had gained his house 1916 directly next to the house of Edison, after he visited several times the electro-genius. The idyllic framehouses have inviting terraces and sightly furniture. It is all original preserve. As well as the swimming pool, built 1920, with the bath house and an elegant teahouse.

### Antecessor of the today's soundsystems

A lot of photos from then show the families doing their hobbies. At the end of 1940, Edison died; his widow bequeathed the state of Florida her part of the estate. The part of the Fords came later to it. While Guide Brian is telling all that, he tries to get the plenty of exposed gramophones started. Brian: "These are the antecessors of our today's soundsystems and also originate from Edison's inventive genius."

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**Monthly Report for  
UK, Ireland and Scandinavia  
September 2012**

### UK, Ireland and Scandinavia Market Overview

- The UK economy has been neutral for 2012 and is set to shrink by 0.4% by the end of the year.
- The slightly improving average age and the increase in wealth of the baby boomers disposable income to allocate to overseas travel.
- Despite the gloomy economic outlook, the holiday market has remained relatively resilient.
- The focus on value for money rather than the cheapest price, suggests people are thinking carefully about what they want and being more discerning about their holidays.
- According to the UK Office for National Statistics (ONS), in the 12 months to September 2011, approximately 36.3 million people took a holiday (a decrease of 1% year on year), of which it is estimated 15 million were booked as packages.
- Figures from the ABTA Consumer Trends survey showed that in the 12 months to September 2012, 63% of Brits took a foreign holiday with a third taking more than one trip abroad Travel agents and tour operators were responsible for more than 50% of bookings in 2011.
- Bookings for the UK school holidays in the summer were largely unaffected by the Olympics. Bookings for the school holidays at the end of October are strong.
- 'These results were also echoed by our travel agent trade partners as Florida bookings increased by 77% for summer 2012 and a staggering 104% for summer 2013.'

### UK, Ireland and Scandinavia Monthly Sales Activities

- BA Holidays – Gave property updates and recommendations to be included on the website. Meeting set for WTM to discuss sales and marketing opportunities.
- Gold Medal/ Thomas Cook – Chased Mark White for contracts and requested appoint WTM.
- Organised shipping of brochures and materials for VIP Dinners in Jersey and Guernsey in the Channel Islands. Both islands are affluent, off shore tax havens with an older, cash rich demographic. Travel to the US is up by 10%. Hosted 25 agents on each island with Premier Holidays. Gave a presentation on FMS with power point and videos. Had the opportunity to talk to each of them one on one in depth around the dinner table and over cocktails about the destination.  
All the agents were very appreciative of the effort to visit the islands and genuinely interested in learning about a new destination as most hadn't heard of the area before. Excellent feedback received from all the agents. I conducted sales calls during the day to agents that could not make the evening events.
- Prepared new shipping list for Florida's 2012/13 shows and sent a show update e-mail to all partners Provided the German Miami rep with all necessary details for attendance at the show as they have not manned the Tour America show before Organised shipping of brochures and materials for Florida's Beaches partners to the Red Cow hotel in Dublin for the upcoming Tour America show in early October Miami does not utilise BH&P so liaised with the local UK reps to have their material delivered directly Prepared new shipping list for Florida's 2012/13 shows and sent a show update e-mail to all partners
- **Letsgo2** – Casey Hurford, formerly US Product manager at Funway, has joined the company as the new US product manager.
- **NATS/Key to America** – They continue to have communication problems with a particular Sanibel property. They have to chase the contract which still hasn't been signed and sent back. Have chased hotel. None of the staff will be attending WTM this year.

### Advertising, Marketing, and Promotional Activities

- **Funway** – Working on an extensive brochure and marketing plan aimed at the retail travel agent community. The value of this campaign exceeds a quarter of a million dollars. Funway aims to grow valuable sales through the key 2013 quarter one booking period through education, promotion, providing a relevant call to action and incentivising agents to book. Visit Florida has also indicated further financial support to grow the campaign even further. They hope to launch our new Florida brochure at World Travel Market.
- **Square Digital** – Michael Irke presented a strategic digital campaign to increase traffic to website. Proposal was very expensive. Advised that all website development for the UK currently on hold as per directive from the VCB.
- **Selling Long Haul** - Two-month website advertising on the Visit USA website: [www.visitusa.org.uk](http://www.visitusa.org.uk)  
Two-month email marketing, Travel News USA/Visit USA Online – Jan and Apr  
News stories in two issues of Visit USA Now! – Jan and Apr. 1/4 page in **Visit the USA Travel Planner**

- **UK Travel Agent Fam Trip – Jetset –September 20-24, 2012**  
Worked with partners to organise itinerary for eight top selling, qualified independent travel agents. Organised transportation with local transportation company. Activities included Kayaking, shopping at Miromar and cruise to Cabbage Key. Feedback regarding the trip has been positive apart from one or two comments regarding the length of the flights with United. The trip has been promoted to travel trade in Travel Bulletin and on the Jetset Travel Agents intranet and social media sites. Follow up presentations have been given by Alision Armstrong and each of the agents. Follow-up with each agent to thank them for visiting The Beaches of Fort Myers & Sanibel.
- **SPIES Fam Trip** - Worked with partners to set up accommodation, activities and itinerary for the SPIES familiarisation trip which took place in late September. These included Pink Shell (Host hotel), Outrigger, Holiday Inn Sanibel, Tween Waters and Miromar Outlets.
- **Virgin Holidays Fam Trip** – Worked with partners to set up accommodation, activities and itinerary for 8 front line retail sales agents from Virgin shops all over the UK. Activities included kayaking at Lovers Key, shopping at Miromar and Coconut Point. Agents all gave excellent feedback. They liked the range of properties shown. They also liked the close proximity to Miami and ease of the journey from the airport. The agents will each conduct a presentation to their colleagues and managers upon their return. Followed up with each agent to thank them for visiting Fort Myers & Sanibel.
- Working with **SPIES** on a consumer show for late October which will focus entirely on Florida and have Orlando, Miami and Fort Myers & Sanibel as the only participants.
- World Travel Market – Communication with partners and the VCB regarding arrangements for the show.

#### Visit Florida, Visit USA, Brand USA News

- Attended a Brand USA Destination Forum on 17<sup>th</sup> September at the Trafalgar Hotel. The meeting was led by Jay Gray, VP Business Development at Brand USA
- Information provided on UK activity to date and upcoming programs:
- The first phase of the campaign lasted for three months, during which UK spend amounted to over £2.3 million and preliminary results show the percentage of those who intend to visit the United States of America has grown 14% in the months since the launch. Consumer sentiment is also trending positive. Since the 23rd April launch of DiscoverAmerica.com, there have been 2 million page views globally (with 814,293 UK hits from 23rd April – 29th July), and more than 14,000 downloads of the campaign song, “Land of Dreams”. In addition, there have been more than 620,000 views of our Discover America YouTube Channel content with 36,690 UK fans on Facebook.
- British Airways and Brand USA have signed a deal to position the carrier as the first Founding Airline Partner in the UK for the new tourism marketing body. As a Founding Partner, British Airways will work with Brand USA on a number of initiatives to promote the United States as a premier travel destination, including industry and travel agent activity, plus advertising campaigns in UK trade and consumer press. As part of the partnership, British Airways has committed to being the airline partner for the inaugural Brand USA Megafam trip for UK-based travel agents. The familiarization visit will incorporate multiple destinations across the United States of America, and will be designed to showcase the diverse travel destinations and experiences available, as well as British Airways product to the travel agents.
- Brand USA, UK & Ireland, is pleased to announce the launch of a brand new website for the travel industry. [industry.thebrandusa.co.uk](http://industry.thebrandusa.co.uk) has been built to house useful information and downloadable materials. Sections include news and recent releases, logos and guidelines, the Brand USA toolkit, full UK/Ireland office contacts, as well as a Frequently Asked Questions page. The site will be updated on an ongoing basis. [www.industry.thebrandusa.co.uk](http://www.industry.thebrandusa.co.uk)

#### Airlines Update

- Delta Airlines have announced that they are the new American sponsor for Premiership football team, Chelsea FC. Attended a corporate event at their new lounge with other key clients as guest of Head of UK Sales, Nadia Clinton.
- Guest of British Airways for day at Olympic Games. BA was one of the main sponsors. Met with other senior clients and key decision makers within British Airways and the industry.
- Steven Seddon has joined Monarch from Virgin Trains and will head up the Marketing department. Concentrating on developing the Cosmos Holidays Brand. Meeting requested for WTM.
- Secured free tickets from Virgin, United and Delta for the forthcoming Visit USA Roadshow.

*the beaches of*  
**FORT MYERS**  **SANIBEL**  
Lee County Visitor & Convention Bureau

**CANADA**  
**SEPTEMBER 2012**

**CANADIAN MARKET UPDATE**

- Universal Orlando's new vacation package gives clients a fourth day and fourth night free at a universal partner hotel
- Sunwing debuts USA collection with the Canadian dollar retaining its strength against the US dollar, more Canadians are flocking south of the border for their vacation. Highlights of the program include Florida and they have introduced a "USA City Escapes", hotel-only program. Sunwing currently flies into Ft. Lauderdale and Orlando. They offer car/land for the Beaches of Fort Myers & Sanibel area (flights into Ft. Lauderdale) with SunStream and Pink Shell.

**SALES ACTIVITIES**

- Finalized dates for Tamara Pigott and Pamela Johnson to visit Toronto (September 17 & 18) and prepared an itinerary that included an overview of the Canadian market as well as goals and objectives for 2013.
- Attended the SKAL meeting on September 11<sup>th</sup> to network with key industry leaders.
- Contacted Marilena Barile, Land Product Coordinator at Skylink. They have a program to Florida and sell a bit to the Beaches of Fort Myers & Sanibel. Provided some brochures and information on the destination.
- Met with CAA Quebec head office and as per their request for condos/rental houses forwarded them the contact information for Universal Vacations. They work with ATI for hotels to the US.
- VCB and VoX met with Cynthia Farrill, Manager, Sales Development and Michelle Young, Manager, Sales Development and Support with Air Canada. They're very interested in working with us on creative and new opportunities.
- VCB and VoX met with Ewa Borowa, Assistant Marketing Manager and Nancy Jeronimo, Manager Product Development with Air Canada Vacations. Waiting to receive a sales/marketing proposal to increase awareness and bookings.
- VCB and VoX met with Scott Baglolle, Manager Product Development with Merit Travel Group to discuss their new golf program
- VCB and VoX met with Brad Kozak, Account Sales Manager with ScoreGolf. Discussed creating a contest to increase awareness with the Canadian golfers.
- VCB and VoX met with Andrea Mulholland, Account Manager at Expedia.ca. We discussed creating a four week campaign to target specific areas of Canada that will help promote and build awareness for the direct service with Westjet and Air Canada.
- Provided contact information for beach house/condo rentals to Merit Travel
- Worked with MMGY and head office to create a full page ad being featured in the Ultimate Golf Vacations brochure launching in November. Still being finalized.

- Attended The U.S. Commercial Service, Toronto reception in honour of the new Principal Commercial Office Frank Carrico.
- Met the Director of Social Media with JWT, the Brand USA ad agency and invited him to come to the VoX office to discuss how we can work with them on digital and social media projects. They really need content to push out to consumers in their campaigns to support Brand USA.
- Provided head office with details on Flight Centre Canada and contacted the Julianne Bell, Head of Campaigns to see if we can meet and discuss working together to increase product and awareness.
- Registered and received details for the Visit Florida VIP Dinner event being held in Toronto on October 25, 2012.
- Scheduled site inspections while in Lee County attending the annual meeting October 2-4, 2012.
- VoX met with Gerald Parent, Director Membership Travel Services for AMEX. He handles Platinum Card, etc. member travel benefits. We discussed working together on future opportunities to increase product on our destination to their card holder members.

#### **ADVERTISING, MARKETING & PROMOTIONAL ACTIVITY**

- On September 15, VoX and the VCB participated on the Chris Robinson Travel Show in Toronto. The Beaches of Fort Myers & Sanibel was featured exclusively on the one hour travel show on the biggest talk show radio station in Canada, with over 1.5 million weekly impressions and the #1 program in its programming grid. A trip giveaway, provided by Ultimate Golf Vacations (Merit Travel) for 3 nights/4 days at the Hyatt Regency Coconut Point with two rounds of golf and airfare was given away to one lucky winner during the show.
- Received a proposal from Glow Magazine, Canada's largest Beauty, with a circulation of 360,000 to be the feature destination for their first "escape" travel issue launching March 2013. The promotion includes a destination photo shoot, full page contest ad, travel story, cover feature, editor's letter page mention, and coverage on Glow.ca as well as social media. VoX approached Air Canada to support the air tickets for the photo shoot crew and contest giveaway for two. They agreed to provide discounted air tickets as well as two complimentary tickets for the contest. VoX will provide the VCB with our recommendation to proceed.
- The Westjet campaign that ran from May 10, 2012 – August 10, 2012 resulted in 12.6 million impressions, 19,831 air transactions and an extremely high inquiry rate. Overall, a great success!
- Worked with head office and MMGY to finalize the cover, editorial and contest page for the Baxter Publishing/Travel Courier issue hitting stands on October 4, 2012.
- Canadian Traveller "Destination of the Month" feature runs from September – November 2012 and includes a box ad online at [www.canadiantraveller.net](http://www.canadiantraveller.net) as well as consumer issue of Canadian Traveller featuring a three page article and email blasts.
- Received a cooperative marketing plan from Total Vacations / Visit Florida. To date Total Vacations/Redtag.ca has booked 2,583 passengers and 5,657 room nights to the Beaches of Fort Myers & Sanibel region. After reviewing the proposal VoX and the VCB have agreed to participate and support the program in conjunction with Visit Florida.
- VoX reviewed and provide feedback to MMGY and head office on a Visit Florida sanctioned digital program with Sympatico.ca, one of Canada's largest Canadian owned portal which reaches 74% of Canadians online. The campaign will take place the month of November. The opportunity was approved by all parties and is moving forward.

**AIRLINES UPDATE**

- Air Canada reported a record system load factor of 84.9% in September compared to 82.8% in September 2011, an increase of 2.1 percentage points.

**COMMUNICATIONS/MEDIA ACTIVITIES**

- Met with Michelle Pinard at Travelwatch.ca. They have more than 60 agencies broadcasting to more than 45,000 customers including posting on social media plus the InTravel website and alumni exposure twice per month. VoX will look at ways to work with Travelwatch.ca and propose worthwhile opportunities to head office.
- Corresponded with Mike Baginski at Baxter Publication regarding the Beaches of Fort Myers & Sanibel edition of Travel Courier in October
- Assisted with copy/context for the Travel Courier contest
- Set up a “Five Questions with...” interview for Executive Director Tamara Pigott and Ian Stalker for Canadian Travel Press
- Set up media interview with Travelhotnews.com on September 17<sup>th</sup> to meet with Executive Director Tamara Pigott
- Set up media interview with Travelindustrytoday.com on September 18<sup>th</sup> to meet with Executive Director Tamara Pigott
- Attended Bloggers Visit Florida event on September 27<sup>th</sup> – representing the Beaches of Fort Myers & Sanibel to approximately 50 media
- Met with Nina Slawek with Open Jaw Network. They can create special promotions, video, articles and get them out to thousands of travel agents. Their latest blog had 6,000 reads and over 700 entries. Interested in creating something unique for the Beaches of Fort Myers & Sanibel.
- Received list of appointments for Discover America Day in Toronto on October 2. Reviewed and prepared for each media appointment.

**September PR Media Value Report**

<b>Date</b>	<b>Publication</b>	<b>Title</b>	<b>Resulted from</b>	<b>Circulation</b>	<b>Media Value</b>
27/09/2012	Travelindustrytoday.com	A change of pace – Spend some time in old Florida	Media Appointment	26,459	\$6,733
21/09/2012	Travelhotnews.com	Fort Myers & Sanibel reaches out to Canadians	Media Appointment	25,276	\$8,782
01/09/2012	Canadian Traveller	Offshore Bliss	Advertorial	13,283	\$ 24,816
<b>TOTAL</b>				<b>82,522</b>	<b>\$40,331</b>



# Q3 Communications July/August/September 2012



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**



# Sinking of the USS Mohawk

## July 2012

# Sinking of the USS Mohawk



THE BEACHES OF  
FORT MYERS  
AND SANIBEL



# Sinking of the USS Mohawk

- Audience Total reach: 11,044,412
- Ad Value Total: \$451,868

# UK Promotion

# AOTO London Venue



# July 31 Reception for Media and Travel Trade





# UK Promotion - US Coverage

THE WALL STREET JOURNAL.  
**WSJ**

VOL. CCLXV NO. 36 \*\*\*\*\* WEEKEND \*\*\*\*\* \$5.00  
SATURDAY/SUNDAY, AUGUST 11 - 12, 2012 WSJ.com

## Trading Olympic Rings for Art Circles, Former Athletes Show Creative Mettle

\* \* \*

### After the Games, a Flip to Painting and Sculpture; Fleming 'Determined' to Master Strokes

BY ARIAN CAMPO-FLORES  
AND JEANNE WHELEN

LONDON—Figure skater Peggy Fleming may best be remembered for her three World Championship titles and her gold medal in the 1968 Winter Olympics. These days, she says, she's hoping to become known for something else: her art.

Inspired by one of her son's art classes, she took up painting five years ago and got hooked. "It's scary to jump in for the first time," she says. But "I thought, 'Come on, just do it.'" She started off painting simple stuff—peanut butter and jelly sandwiches, spools of thread, Olympic rings—often mixing acrylic with burlap or sand to add texture.

Now, Ms. Fleming, 64 years old, lives in Los Gatos, Calif., and until recently ran a winery with her husband. She says she's working on a more ambitious landscape of a vineyard featuring workers picking grapes and a barn in the background. "I'm doing my vanishing-point thing," she says. "I'm not so good at it, but I'm determined I'm going to do this."

Putting it in perspective, Olympians are quite an artistic bunch. Larry Young, 69, an American race walker who won bronze medals in the 1968 and 1972 Olympics, is an accomplished sculptor. Kader Klouchi, 43, an Algerian long jumper who competed in the 1992 Games, now makes a living off his paintings, which he describes as "the boundary between abstract and figurative work."

"I don't like representing a nose or fingers or things," he says. "I'm going right to the focus, which is movement, only movement." His pieces depict athletes, dancers and bullfighters in motion, with energetic, sweeping strokes.

Works by these athletes—and 20 more—have been on display in London throughout the Games. The pieces form part of the collection of the Art of the Olympians museum in Fort Myers, Fla., a two-year-old institution celebrating the creative talents of Olympians past and present.

It also pays homage to an often-forgotten piece of Olympic history: Art was a competitive event in the early period of the Games, from 1912 to 1948. Medals were given in architecture, *Please turn to page A13*



Peggy Fleming



# UK Promotion

- Audience Total reach: 178,098,014
- Ad Value Total: \$439,357.03

# Ongoing Media Outreach

# Ongoing Media Outreach



OUTDOOR WRITERS  
ASSOCIATION  
*of America*





# Q3 Results\*

- Q3 Audience Total reach: 290,686,987
- Q3 Ad Value Total: \$4,462,841

\*Figures exclude local coverage

# Q4 Initiatives

# Q4 Initiatives – October/November/December

- Restaurant Week



- *Peter Greenberg Worldwide*



- Individual Media Visits



- World Travel Market



THE BEACHES OF  
FORT MYERS  
AND SANIBEL

# Restaurant Week Preliminary Figures

- Audience Total reach: 1,793,243

- Ad Value Total: \$96,450



**Lee County's Restaurant Week lets many eateries show off their flavor**

Restaurant Week dishes out culinary indulgence, educational fun about SWFL food



**'Culinary tourism' comes to Lee County**

Story Created: Sep 21, 2012 at 1:10 PM America/New\_York



**Lee County's Restaurant Week a show of strength**





Questions?



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**



## COMMUNICATIONS REPORT

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From September 1-30, 2012, the Communications Department assisted 157 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.

In September, the communications staff attended the Society of American Travel Writers (SATW) and conducted media calls in Indianapolis. Also, they were represented at Outdoor Writers Association of America (OWAA), Florida Outdoor Writers Association (FOWA) and Southeastern Outdoor Press Association (SEOPA).

In September, staff provided 150 submissions and hosted six journalists to Lee County. In addition, the staff provided information for one film/photo shoot inquiries.

### WRITTEN WORK

Release: The Beaches of Fort Myers & Sanibel earns Florida's top tourism marketing award for 24<sup>th</sup> time

Release: Hospitality industry awards honor exceptional customer service in Lee County

Release: Superior Small Lodging: Local accommodations qualify for prestigious designation

Release: The Beaches of Fort Myers & Sanibel serve up first Restaurant Week celebrating local, sustainable fare

Release: The Beaches of Fort Myers & Sanibel celebrates fall with exciting annual events and great deals

Release: Harvard names Lee County VCB's 'Guests First' program as one of 111 Bright Ides in Government

Release: Family Halloween holidays in Fort Myers, Florida this October half-term (United Kingdom)

Release: Sanibel's 'Ding' Darling Wildlife Refuge earns prestigious award from travel writers' Organization

Release: What's new from the Beaches of Fort Myers & Sanibel (SATW)

Release: What's new for outdoor enthusiasts (OWAA, FOWA, SEOPA)

Media alert: Restaurant Week

Media alert: Annual Meeting

TDC Report to Industry

VCB Email News Network

Tourism Update (industry newsletter)

Hotlist (RSW)

### SUBMISSIONS

Information to Scott Meyorwitz, ASSOCIATED PRESS

Information to Kat Higgins, FOOD NETWORK, DINERS, DRIVE-INS AND DIVES

Images to Laurie Werner, Travel Editor, FORBES LIFE

Information to Jordan Simon, freelance food & beverage reporter, RESTAURANT WEEK

Information to Jimmy Im, WWW.TRAVELCHANNEL.COM

Information to Sheila Mesula, features writer, NAPLES DAILY NEWS

Information to Walter Tiburski, WAVV-FM

Information to Kenny Lamb, operations manager, WAVV-FM

Information to Troy Stephenson, promotion director, WBTT-FM, CLEAR CHANNEL RADIO

Information to Alex Butler, entertainment reporter, WFTX-TV

Information to Kelly Monahan, news editor, WZVN-TV

Information to Jan Norris, food editor, FLORIDA WEEKLY

Information to Cindy Pierce, managing editor, FLORIDA WEEKLY

Information to Tammy Ayer, lifestyles editor, THE NEWS-PRESS

SUBMISSIONS (continued)

Information to Michael Hayes, program director, WINK-AM  
Information to Toby Ann Cook, program director, WVCU-TV PBS  
Information to Pamela Hayford, editor, SOUTHWEST FLORIDA PARENT & CHILD  
Information to Kathy Kuser, editor and publisher, SOUTHWEST FLORIDA HAPPENINGS A&E  
MAGAZINE  
Information to Jonathan Foerster, executive forester, GULFSHORE LIFE  
Information to Karen Stabile, managing partner, FIFTH AVE MAGAZINE  
Information to Albert Sabina, editor, COLLIER COUNTY PUBLISHING COMPANY  
Information to Russ Kilgore, news director, WINK-TV  
Information to Randy Savage, operations manager, WJGO-FM  
Information to Randy Sherwyn, program director, WJPT-FM  
Information to Robert Layfield, publisher, THE ISLAND SAND PAPER  
Images to Jane Stokes, editor-at-large, DREAMSCAPES TRAVEL & LIFESTYLE MAGAZINE  
(Canada)  
Information to Charles Taylor, senior staff writer, NACO COUNTY NEWS  
Information to Susan McKee, editor, ROAD TRIPS FOR FOODIES  
Information to Deserae del Campo, associate editor, RECOMMEND  
Information to LoAnn Halden, travel writer  
Information to Priya Vij, editorial intern, GO! (AirTran in-flight magazine)  
Images to Lisa Grimaldi, senior editor, MEETINGS & CONVENTIONS MAGAZINE  
Information to Mike Mason, reporter, FOX 4  
Image to VISIT USA FRANCE newsletter  
Images to Amanda Castleman, VISA BLACK CARD MAGAZINE  
Video to Paul Lodato, WRXY TV  
Information to Kim Brown, reporter, NBC-2  
Information to Leigh Dana, reporter, NBC-2  
Images to Deborah LaFogg Docherty, SUN-SENTINEL  
Images to Larry Schwingel, special sections writer, SOUTH FLORIDA SUN-SENTINEL  
Information to Rachel Burge, writing for MSN UK  
Information to Kellie Macdonald, TV producer  
Information to Laura Daily, travel writer  
Images to Scott Quorllo for Lee County DNR Boater's Guide  
Information to Monica LaSalle writing for HOLIDAYTRIPPER.COM  
Information to Rebecca Koch, writing for TRAVEL + LEISURE blog  
Information to Stirling Kelso Neff writing for TRAVEL + LEISURE.COM  
Information to Kevin Lollar, staff writer, NEWS-PRESS  
Images to Amanda Black, editor, GROUP TOUR MAGAZINE  
Information to Melissa Schneider, editor, FORT MYERS BEACH BULLETING  
Information to Lorin Arundel, publisher, ISLAND SUN  
Information to Valarie Haring, executive editor, BREEZE CORPORATION  
Information to Dru Doyle, marketing, TIMES OF THE ISLANDS  
Information to Karen Bartlett, columnist, GULFSHORE LIFE magazine  
Information to Bob Petcher, editor, FORT MYERS BEACH OBSERVER  
Information to Oswaldo Padilla, editor, FLORIDA WEEKLY  
Information to Jean Gruss, editor, GULF COAST BUSINESS REVIEW  
Information to Jamie Kuser, publisher, HAPPENINGS A&E MAGAZINE  
Information to Wendy Murray, publisher, SENIOR LIFE MONTHLY  
Information to Harriet Heithaus, features editor, NAPLES DAILY NEWS  
Information to Dorothea Hunter Sonne, editor, NAPLES ILLUSTRATED  
Information to Laura Layden, staff writer, NAPLES DAILY NEWS

### SUBMISSIONS (continued)

Information to Phil BorCorchmann, editor, GULFSHORE BUSINESS  
Information to Jeff Lysiak, executive editor, SANIBEL-CAPTIVA ISLANDER  
Information to Yvonne McClellan, staff writer, NEWS-PRESS  
Information to Rich Garcia, news director, WINK-TV  
Information to Amanda Hall, weekend anchor, WINK-TV  
Information to Peter Lewsey, Travel Leisure Magazine (United Kingdom)  
Information to Joanna Booth, Travel Weekly (United Kingdom)  
Information to Pippa Jacks, Travel Trade Gazette (United Kingdom)  
Information to Kate Simon, The Independent (United Kingdom)  
Information to Laura Goulden, The Sunday Times Travel Magazine (United Kingdom)  
Information to Rick Jordan, Conde Nast Traveller (United Kingdom)  
Information to Sonia Soltani, ABTA Magazine (United Kingdom)  
Information to Jill Sayles, Travel Bulletin (United Kingdom)  
Information to Peter Morrell, theculturalvoyager.com (United Kingdom)  
Information to Amanda Greenwood, Travel Daily (United Kingdom)  
Information to Paul Fenner, Diver Magazine(United Kingdom)  
Information to Jo Mattock, Dive (United Kingdom)  
Information to Catherine O'Dolan, Junior magazine (United Kingdom)  
Information to Paris Permenter, travel writer

### SOCIAL MEDIA

Facebook: 160,511 fans/40 posts  
Twitter: 3,432 followers/112 tweets

### FILM/PHOTO SHOOT REQUESTS

Ines Ruiz, DISCOVERY CHANNEL (Argentina)

### LOCAL PUBLIC RELATIONS/MEETINGS

Michael Heisman, CEO, MetJet Airlines; Brian Solis and Carol Obermeier, Lee County Port Authority  
VCB marketing meeting

### JOURNALISTS HOSTED

Irene Herman, special arts correspondent, FAMILY BEAUTIFUL  
Ann Schmidt, columnist, EDIBLE SOUTH FLORIDA  
Debbi & Bill Kickham, writing for BOSTON SUBURBAN NEWSPAPER NETWORK  
Holger Jacobs, editor, FVW (Germany)  
Amy Eckert, writing for AAA

**In September the communications staff attended the Society of American Travel Writers Convention in Indianapolis and conducted media calls and met with the following journalists:** Jeff Miller, travel writer; Melody and Leroy Schubert, USA TRAVEL MAGAZINE; Amy Eckert, travel writer; Susan Ward, travel writer; Marcia Levin, travel writer; Theresa Storm, travel writer; Marjie McGraw, travel writer; Jennifer Ingersoll, THE TRAVELERS WAY; Dale Leatherman, travel writer; Judy Wells, travel writer; Lee Foster, photographer; Ed Wetschler, executive editor, TRIPATINI; Deb Corbeil and Dave Bouskill, founders, THE PLANET D; Terry Gardner, travel writer; SATW President Betsa Marsh, travel writer; Kathy Neff, regional editor, AAA HOME & AWAY; Lillian Africano, travel writer; Bea Broda, travel broadcaster; Alan Macher, travel writer; Kathy Straach, travel writer; Arline Inge, travel writer; and Jackie Sheckler Finch.

**In September communications attended the Outdoor Writers Association of America conference in Anchorage and met with the following journalists:** Bill Hilts, Jr, writer; Jacob W. Vanhouten, writer; Lisa Densmore, writer; Risa Wyatt , writer; John Beath, Freelance; Marsha Petrie Sue, Women’s Outdoor Media Association; Tom Ulrich, photographer; Chris Hunt, Freelance; Tom Tatum, Outdoor Columnist, Daily Local News; Mark Freeman, freelance; Bud Cole, Freelance; Alan Liere, Writer/Photographer; Bruce Cochran, Cartoons/Humorous Illustration; Mark Herwig, Editor/Photographer, Quail Forever/Pheasants Forever; Dawn Faught, Freelance Writer/Photographer; Bill Graham, Freelance; Ty Stockton, Ty Stockton Outdoors; Patricia Stockdill, Freelance; Carrie Wilson, Freelance; Nancy Taylor Sorrells, Freelance; Dan Small, Dan Small Outdoors; Spencer Turner, Freelance.

**In September communications attended the Florida Outdoor Writers Association conference and met with the following journalists:** Jill Zima Borski, Writer/Editor; Warren Resen, Freelance; Jimmy Jacobs, Editor, Game & Fish Magazine; Polly Dean, Freelance; Don Causey, Freelance; Elizabeth “Betty” Staugler, University of Florida; Lucy Beebe Tobias, Freelance; Ms. Robin A. Draper, AuthenticFlorida.com; Paul MacInnis, Rocket Science Outdoor Communications; Capt. Ray Markham, Backwater Promotions; Patty/Allen Register, Fish Eating Creek Outpost Florida Professional Paddlesports Association; Mark Sosin, broadcaster; Capt. Tom Van Horn, Freelance; Capt. Van Hubbard; Reb Stewart, III, Freelance/Fly Fishing; Peggy Goldberg, Freelance Photographer; Josh Olive, Publisher, Water Line Weekly Magazine; Bobby Kenyon, Offshore Public Relations; Sam Root; Derek Alkire, National Wild Turkey Federation.

**OTHER**

Researched and reviewed for Inside Travel & Tourism TV news segment  
MMGY public relations conference calls  
Toured downtown Fort Myers public art sites  
Researched books featuring this area  
Researched awards won by the VCB  
Met with TravMedia  
Assisted with Annual Meeting/Ask the Experts  
Assisted with Restaurant Week  
Researched French Heritage Trial

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

# VISITOR SERVICES REPORT

Visitor Services: September 1- September 30, 2012

**Visitors assisted: 10,687**

	September 2011	YTD		September 2012	YTD
<b>AIRPORT VISITOR INFORMATION BOOTHS</b>					
Visitors Assisted	9,805	219,183		10,687	198,463
Travel Guides	2,480	42,864		4,200	43,330
<b>FLORIDA WELCOME CENTERS</b>					
Consumer Rack Brochure	-	17,000		-	8250
<b>VOLUNTEER IN-KIND SUPPORT</b>					
Volunteer Hours donated	1,193	14,724		1,393	14,433
Value of volunteer hours donated * \$	24,874	306,995		30,353	303,535
<b>CONFERENCE SERVICES</b>					
# Conferences/Events	1	9		1	13
# Volunteers	16	117		16	82
Volunteer Hours donated	64	656		64	436

\*based on \$21.79 per hour value, courtesy of [www.independentsector.org](http://www.independentsector.org)

### Top Information Requests

	September 2012
<b>Attraction:</b>	Beaches and Edison/Ford Estates
<b>Hotel:</b>	Holiday Inn Airport
<b>Activity:</b>	Shopping

### Top Visitor Origin: Domestic

1. Ohio
2. Pennsylvania
3. New Jersey, New York
4. Illinois
5. Indiana

### Top Visitor Origin: International

1. Germany
2. Canada
3. England
4. Austria
5. Denmark

## Visitor Services Overview

### September 2012

- 3 Seven volunteers and staff assisted in the North Fort Myers Chamber of Commerce Family Festival & Redneck Games at the German American Social Club.
- 4 Tour of airport and Visitor Services operation with TDC member and City of Cape Coral council member, Lenny Nesta.
- 4 Facilitated two Guests First sessions for 75 Broadway Palm Dinner Theatre employees.
- 5 Monthly SWFL ASTD board meeting.
- 5 & 19 Budget Hearings, BOCC.
- 6 LeeGrows presentation to 35 local residents about the Value of Tourism.
- 6 New volunteer orientation.
- 7 FRVTA (Florida RV Trade Association) attendance at Hyatt Regency Coconut Point Resort & Spa.
- 7 RSW MCI Planning Meeting attendance.
- 10 GFMCC Tourism Committee meeting regarding 2013 Celebration of Business & Tourism Chrysalis Awards Luncheon & Trade Show.
- 10 Planning meeting with Ken Bodenhamer, president of ASTD, for presentation to SWFL ASTD and HRMA (local HR association).
- 12 12<sup>th</sup> Annual Elaine McLaughlin Outstanding Hospitality Service Awards, Harborside Event Center.
- 17 Complimentary volunteer lunch, hosted by Miromar Outlet.
- 17 Human Resource panel and mock-interview participation with FGCU Hospitality Program Senior Class.
- 17 Meeting with Stephanie Figueroa, Marion Osborne and Fran Belasco about customer service training for Lee County employees.
- 19 SWFL Attractions Association monthly meeting.
- 19 Co-presentation on "organizational culture" for joint meeting of HRMA and SWFL ASTD.
- 20 VCB Marketing Meeting, Hilton Garden Inn Fort Myers.
- 21 Horizon Council Industry Appreciation Luncheon, Harborside Event Center.
- 24 Presentation about tourism and hospitality to Edison State College's "Introduction to Hospitality Management" class.
- 24 Improv Introduction training class.
- 24-25 International Union of Police Associations Conference assistance.
- 27 Rabbit Run Media Event in support of The Beaches of Fort Myers and Sanibel Restaurant Week.
- 28 Public Art Walking Tour with True Tours.

For further information, please contact Judi Durant, Director of Visitor Services, at 239.590.4855 or [jdurant@leegov.com](mailto:jdurant@leegov.com)



Marketing  
FY11/12 Q4 – FY12/13 Q1



THE BEACHES OF  
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**THE BEACHES OF  
FORT MYERS  
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**[FORTMYERS-SANIBEL.COM](http://FORTMYERS-SANIBEL.COM)**

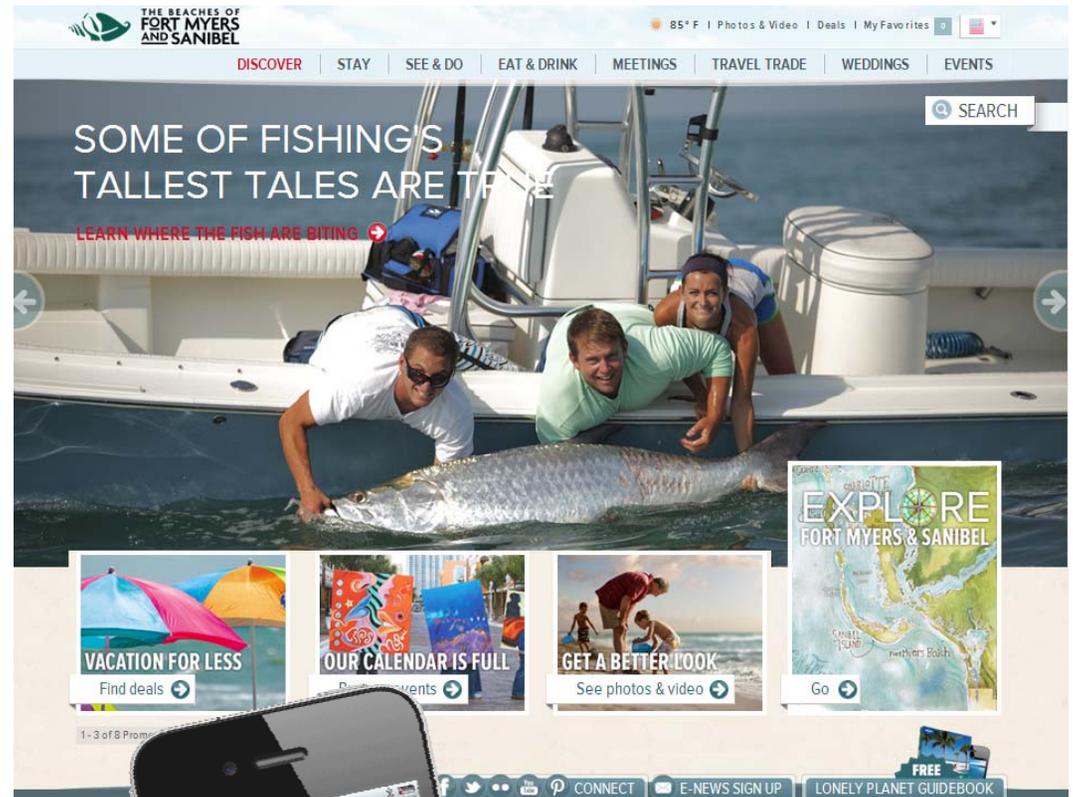
# What it means...



# FortMyersSanibel.com

Visits	43.50%
Pageviews	71.40%
Pages/Visit	19.44%
Avg Visit Duration	6.21%
Bounce Rate	-6.79%
Referrals to industry	37.57%
Travel Guide Order Page	74.94%
Weddings Pageviews	135.75%
Shopping Pageviews	76.42%
Events Pageviews	74.32%
Deals Pageviews	237.58%

Source: Google Analytics



# Interactive Map

**THE BEACHES OF FORT MYERS AND SANIBEL**

72° F | Photos & Video | Deals | My Favorites 0

DISCOVER | STAY | SEE & DO | EAT & DRINK | MEETINGS | TRAVEL TRADE | WEDDINGS | EVENTS

**FIND YOUR ISLAND**

Select one of the regions below to learn more:

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

**LEE COUNTY FLORIDA**

SEARCH

Regions and Activities on Map:

- BOCA GRANDE
- CHARLOTTE HARBOR
- CAYO COSTA
- CAPE CORAL
- LEHIGH ACRES
- FORT MYERS
- BONITA SPRINGS
- SANIBEL ISLAND
- Fort Myers Beach
- Gulf of Mexico
- Activities: Tarpon Fishing, Nature, Golfing, History, Spring Training, Dining, Shopping, Shelling, Beaches, Kayaking

CONNECT | E-NEWS SIGN UP | FREE LONELY PLANET GUIDEBOOK

# Enhanced Partner Listings


79° F | Photos & Video | Deals | My Favorites

DISCOVER
STAY
SEE & DO
EAT & DRINK
MEETINGS
TRAVEL TRADE
WEDDINGS
EVENTS

## Pink Shell Beach Resort and Marina





### Description

On the picturesque Southwest Florida Gulf Coast, between busy Naples and the quiet solitude of Sanibel & Captiva Islands, the Pink Shell Beach Resort and Marina sits nestled in a stunning natural environment at the tip of Fort Myers Beach.

### Details

Overview Amenities Groups + Events Deals

- Boat Tours, Fishing Charter, Marine Attractions, Sailing Charter, Sightseeing Tours, Sunset Cruise, Water Recreation
- **General Information:** Open Year-Round
- **Driving Time to Nearby Lodging:** on site
- **Number of Floors:** 9
- **Number of Slips:** 41
- **Number of Units:** 216
- **Size of Boat:** 35 ft.
- **Location:** Bayfront, Beach Access, Beachfront, Intracoastal, Island, Oceanfront, Waterfront
- **Suitable for Ages:** Adults (18+), All Ages, Kids (5-8), Seniors (55+), Teens (13-18), Toddlers (up to 5), Tweens (9-12)
- **Tour Information:** Customized Tours, Guided Tours
- **Availability:** Daily
- **Disabled Traveler Information:** ADA Compliant
- **Guest Information:** Children Allowed, Family Friendly
- **Room Type:** 1-Bedroom Units, 2-Bedroom Units, Efficiency, Suites

### Quick Info

Add to Favorites

Book Online

**Fort Myers Beach:**  
275 Estero Blvd. Fort Myers Beach, FL 33931

**Phone:**  
(877) 213-7322

**Fax:**  
(239) 463-8653

**Toll-Free:**  
(877) 213-7322

**Payment Accepted:**  
American Express, Cash, Discover, MasterCard, Personal Checks, Travelers Checks, Visa.

[Visit Website](#)  
[Email](#)









# Restaurant Week 2012

- **Number of participating restaurants:**  
32 with 8 on hotel properties
- **Dates:**  
October 5 – 14, 2012
- **Activities:**  
Culinary experiences included farm tours, market visits, cooking with chefs, book signings, and sustainable seafood presentations by experts like Chef Barton Seaver.
- **Tickets:**  
136 bookings through TasteDeliciousLee.com as of Friday, 10/12\*



\* Do not yet have final numbers



# Social Media Update

## Currently:

- Facebook (consumer)
  - 177,308 likes
- Twitter
  - 3,866 followers
- YouTube
  - 16,559 views
  - 44 subscribers
- Flickr
  - 73 group members
  - 760+ photos
- Pinterest
  - 1,315 followers
  - 692 pins
  - 25 boards
  - 99 likes
  - 6,261 repins (shares)



# Pinterest Contest

- Duration: June 12 - July 10
- Participants “LIKED” The Beaches of Fort Myers & Sanibel Facebook Page in order to enter the contest
- Participants create a Pinterest board titled “My Fort Myers & Sanibel Bucket List”, pinning 12+ images that illustrate their ideal beach vacation.
- 254 contest entries
- Contest acquired 10,000+ new likes to our Facebook page
- **Garnered over 4,000,000 impressions!**

**Pin your way to The Beaches of Fort Myers & Sanibel**  
Create your Fort Myers & Sanibel Bucket List on Pinterest for a chance to win a trip!  
*Prize value: \$800*

**How to Enter:**

1. Follow Fort Myers & Sanibel on Pinterest.
2. Create a Pinterest Board titled “My Fort Myers & Sanibel Bucket List.”
3. Start creating your dream Fort Myers & Sanibel vacation! Pin or repin at least 12 images to your board.
4. Enter your board’s URL in the form below and hit submit!

*Don't have a Pinterest account? Email us for an invite.*

Name:   
Email:   
Pinterest Board URL:   
(example URL: <http://pinterest.com/fmyerssanibelmy-fort-myers-sanibel-bucket-list>)



**Pinterest**

Yes, I would like to receive updates and offers from The Beaches of Fort Myers & Sanibel!  
 By entering this contest, I agree to the terms and conditions.

**submit** **follow our boards**

For Official Rules & Conditions: [URL]

the beaches of FORT MYERS SANIBEL

# Marketing KPIs

Metric	July-Sept 2012	July-Sept 2011	YOY
Paid Impressions	113,286,751	33,244,711	↑ 241%
Investment	712,373	506,159	↑ 41%
Web Visits	267,556	189,653	↑ 41%
Guide Requests*	50,101	24,895	↑ 101%
Database Growth	18,639	597	↑ 3022%

## Guidebooks by Format\*

Printed Guides	19,957	20,897	↓ - 4%
App Downloads	1,754	2,179	↓ -20%
Digital Guide Visits	28,003	1,819	↑ 439%
eBook	387	n/a	n/a
<b>Total</b>	<b>50,101</b>	<b>24,895</b>	<b>↑ 101%</b>

# Co-op

- 10 industry partners participated in the VCB's 1<sup>st</sup> Facebook Co-op and each partner gained an average of 7,965 likes and over 16,000 people entered the coordinating sweepstakes.
- FY 12/13 Co-op goes live 10/24 at 10 a.m.!
- Facebook co-op is back!
- NEW monthly reporting
- NEW asset development co-op

**EXPLORE OUR BEACHES AND ISLANDS**

It's no secret that Florida has the most beautiful beaches but when is the last time you've visited The Beaches of Fort Myers & Sanibel?

Escape to our beaches this summer. From paddling and kayaking to watching manatees and searching for shells, it's all here.

Plan your family getaway today!

[LEARN MORE](#)

Beach Shell Inn, Cester Wood, CROWNE PLAZA, Diamond Head, Gull Wing, PINK SHELL, Don't Tell, THE M, SOUTH SEAS ISLAND RESORTS, LIGHTHOUSE CASINO, the beaches of FORT MYERS SANIBEL, www.fortmyers-sanibel.com



BREATHE NATURALLY.

*Find your island*  
SURROUND YOURSELF WITH THE THINGS  
THAT MATTER MOST.

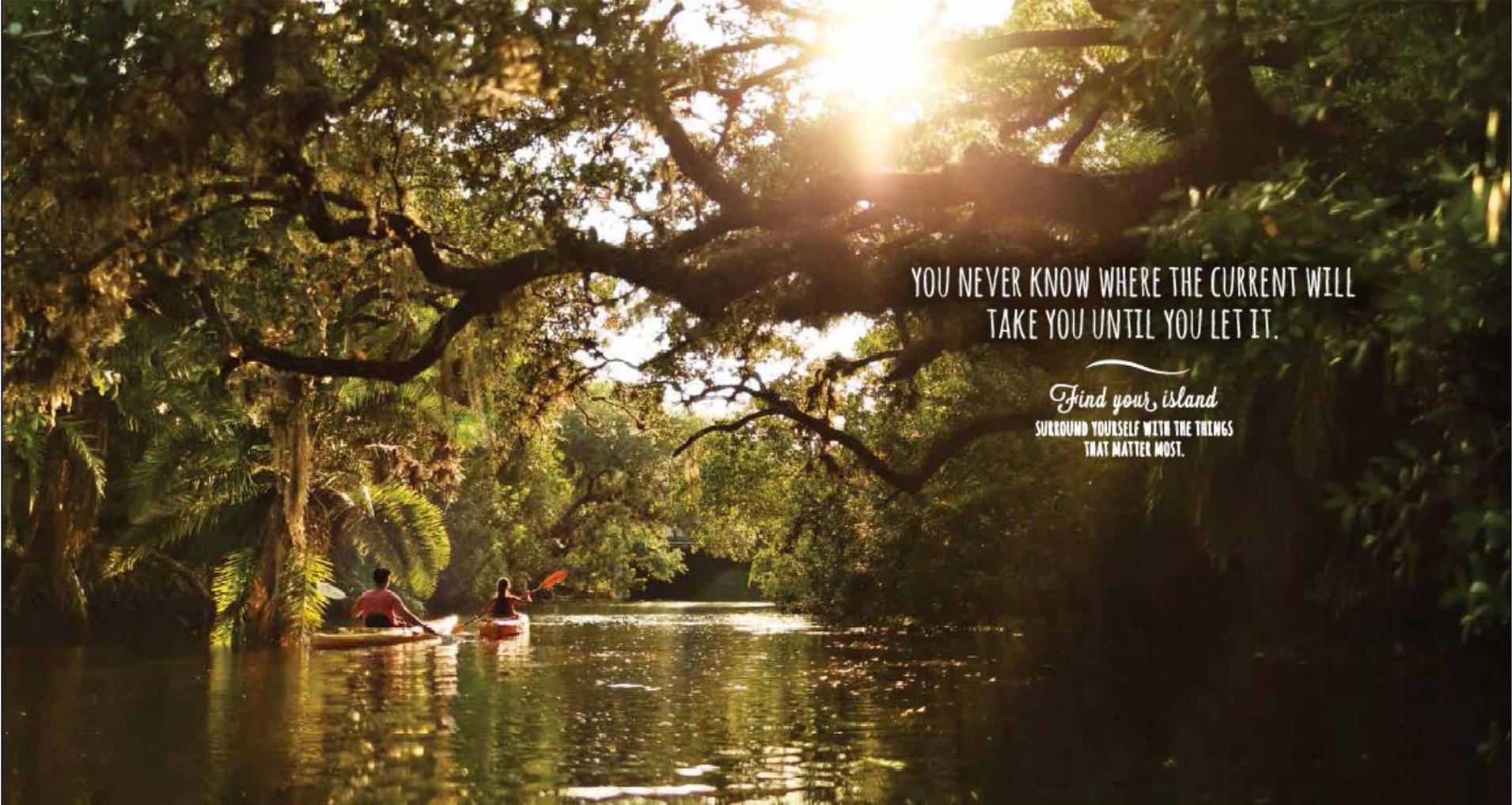


*The islands and beaches  
of the natural side of Florida*

Find your island and find long stretches of untamed white sand beaches and too many shells to count. Find world-renowned nature parks, charter fishing and hundreds of other reasons to take a much-needed deep breath. Find it all just minutes from Southwest Florida International Airport. Visit [FortMyers-Sanibel.com](http://FortMyers-Sanibel.com) to find your island today.



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**  
[FORTMYERS-SANIBEL.COM](http://FORTMYERS-SANIBEL.COM)



YOU NEVER KNOW WHERE THE CURRENT WILL  
TAKE YOU UNTIL YOU LET IT.

*Find your island*  
SURROUND YOURSELF WITH THE THINGS  
THAT MATTER MOST.

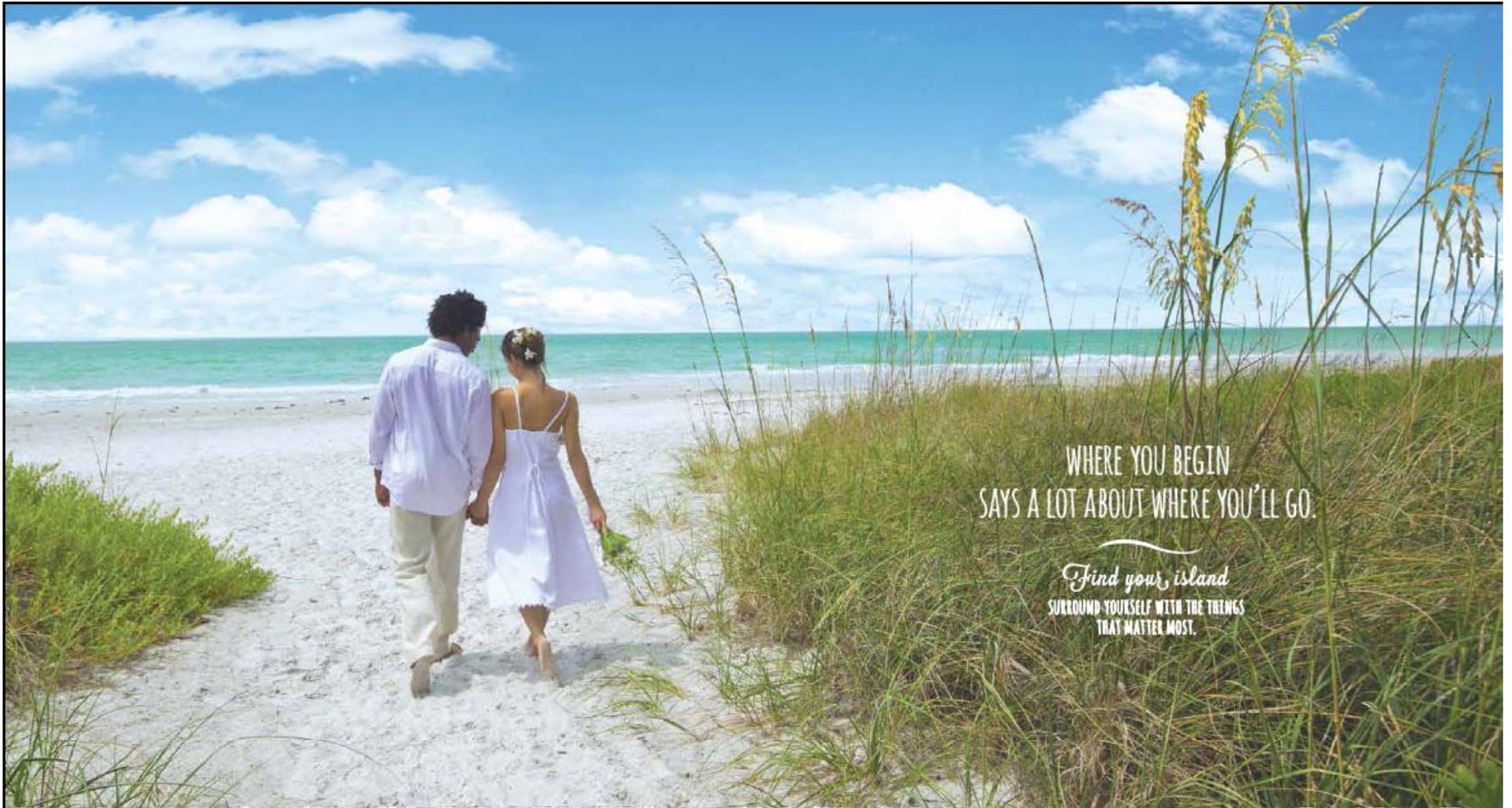


*The islands and beaches  
of the natural side of Florida*

Find your island and find the Great Calusa Blueway and muscles you didn't know you had. With every paddle stroke, find how easy it is to get swept away even on the gentlest of currents. Visit [FortMyers-Sanibel.com](http://FortMyers-Sanibel.com) to find your island today.



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**  
[FORTMYERS-SANIBEL.COM](http://FORTMYERS-SANIBEL.COM)



WHERE YOU BEGIN  
SAYS A LOT ABOUT WHERE YOU'LL GO.

*Find your island*  
SURROUND YOURSELF WITH THE THINGS  
THAT MATTER MOST.



*The islands and beaches  
of the natural side of Florida*

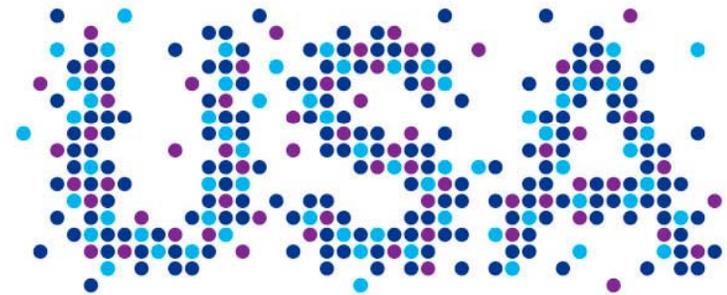
*F*ind your dream wedding venue. Find epic stretches of natural beaches and too many islands to count. Find glorious sunsets – our daily version of a storybook ending. Most importantly, find there's no better place to begin your life together. Visit [FortMyers-Sanibel.com](http://FortMyers-Sanibel.com) to find your island today and get a free Lonely Planet guidebook.



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**  
[FORTMYERS-SANIBEL.COM](http://FORTMYERS-SANIBEL.COM)

# Brand USA/Beaches of Fort Myers & Sanibel International Advertising Partnership

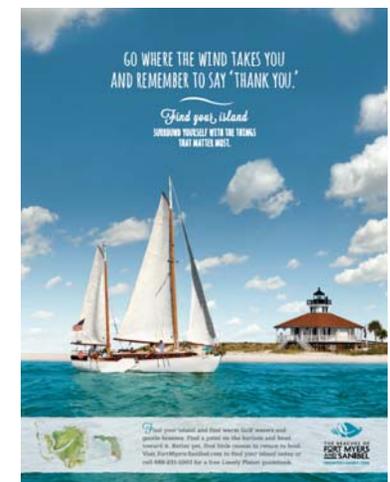
- Year long digital advertising on Expedia, TripAdvisor, TravelZoo, Orbitz and eBookers.
- 7 content packages across the German, Canadian and UK markets.
  - A content package is:
    - A 2-minute video
    - 400-500 word article
    - 15-20 photos
- \$5 match from Brand USA and their partners for every \$1 spent by the VCB.



DiscoverAmerica.com

# 4<sup>th</sup> Quarter Buys

- Visit Florida Transportation Map  
2013 Annual Edition. Back panel plus added value elements on map, online, and in mobile.
- Visit Florida Magazine/Florida Insider  
Full Page creative in Visit Florida's in state and out of state 2013 annual publications.
- Readers Digest  
Secured back cover of December issues at 83% discounted rate. Buy includes Reader Service.
- New York Times T-Travel  
Full Page in the November 18 issue. Buy includes Reader Service.
- "Island" Newspaper ads
  - Boston Globe: 11/18, 12/2
  - Chicago Tribune: 11/11, 11/18
  - Indianapolis Star: 11/11, 11/18
  - Minneapolis Star Tribune: 11/11, 11/18, 12/2



# Beaches of Fort Myers & Sanibel/ Lonely Planet Airport Take Over

- November & December 20102 = Heaviest airport travel months.
- In over 60 Hudson News locations in major Midwest and northeast airports and train terminals.
- Airports include:
 

LaGuardia	JFK
Newark	Penn Station
O'Hare	Midway
- Additional markets include:
 

Boston	Washington DC
Cleveland	Orlando
Miami	Philadelphia
- Take over includes GWP, destination signage, shelf talkers, and bookmark distribution.
- Also names 1 of Amazon's Winter Hotspots with top of page coverage.



# Spring Training Radio Spot

- Radio packages including on-air radio, digital, email blast, and social elements running in November/December in both Boston and Minneapolis.
- Endorsed by both networks play-by-play announcers including voicing the commercial.
- Twins Network includes 21 affiliate stations, covering five states (MN, ND, SD, IA, WI)
- Red Sox Network includes 76 affiliate stations, covering 10 states (MA, RI, NH, ME, CN, VT, NY, CO, FL, WY)



*Thank You!*



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**

**FORTMYERS-SANIBEL.COM**

Laura Chmielewski  
Marketing Director

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Katie Meckley  
Marketing Coordinator

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# MARKETING INDICATOR REPORT

## SEPTEMBER 2012

### INQUIRY ACTIVITY (a)

	SEPT 2012	YTD*
PHONE / MAIL	2,200	54,419
INTERNET	1,417	30,572
VCB OFFICE	18	415
<b>TOTAL</b>	<b>3,635</b>	<b>81,771</b>

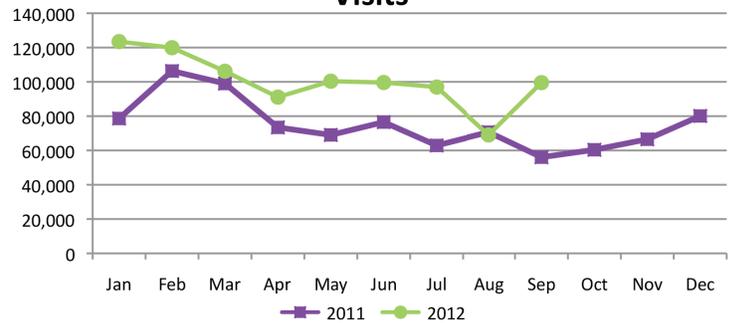
### INTERNET ACTIVITY

	SEPT 2012	YTD*
VISITS (b)	99,538	906,200
PAGEVIEWS (b)	234,506	2,022,370
AVG. TIME SPENT ON SITE (b)	2:27	2:43
AVG. PAGES VIEWED PER VISIT (b)	2.36	2.20
NEWSLETTER SIGNUPS (d)	8,658	62,999
ACCOMODATION SEARCHES (c)	24,587	1,038,542
E-BOOK NEW VISITORS (c)	183	8,948

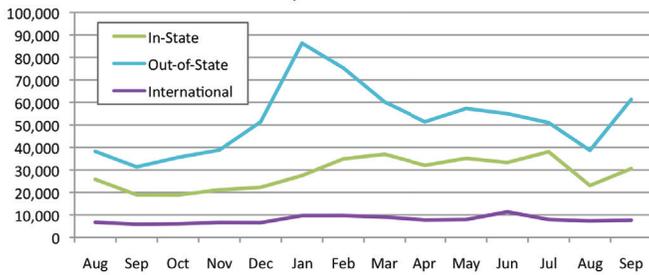
### Inquiry Activity



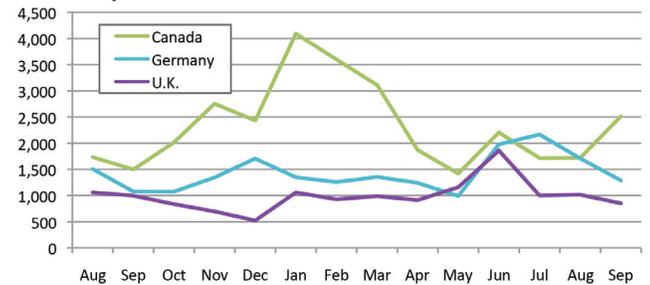
### Visits



### Site Visitors In-State, Out-of-State & Intl.



### Top International Site Visitor Countries



### TOP VISITOR U.S. CITIES\*\*

SEPT 2012	YTD*
1. NEW YORK	1. NEW YORK
2. CHICAGO	2. CHICAGO
3. MIAMI	3. MIAMI
4. ORLANDO	4. ORLANDO
5. INDIANAPOLIS	5. ATLANTA
6. HIALEAH	6. HIALEAH
7. TAMPA	7. HOUSTON
8. MINNEAPOLIS	8. MINNEAPOLIS
9. BOSTON	9. TAMPA
10. FT LAUDERDALE	10. FT LAUDERDALE
11. HOUSTON	11. SARASOTA
12. BETHESDA	12. INDIANAPOLIS
13. PEMBROKE PINES	13. PHILADELPHIA
14. SANFORD	14. PEMBROKE PINES
15. N. MIAMI BEACH	15. WASHINGTON
16. JACKSONVILLE	16. COLUMBUS
17. BROWARD COUNTY	17. JACKSONVILLE
18. WASHINGTON	18. BOSTON
19. ATLANTA	19. BOWARD COUNTY
20. SARASOTA	20. CHARLOTTE

### TOP VIEWED PAGES

SEPT 2012	YTD*
1. HOME PAGE	1. HOME PAGE
2. ACCOMMODATIONS SEARCH	2. ACCOMMODATIONS SEARCH
3. EVENTS SEARCH	3. ATTRACTIONS SEARCH
4. ACTIVITIES SEARCH	4. GUIDEBOOK ORDER FORM
5. GUIDEBOOK ORDER FORM	5. EVENTS SEARCH
6. EXPLORE MAP	6. ACTIVITIES SEARCH
7. DEALS	7. SUMMER TRIP GETAWAY
8. COLOR	8. CAMPGROUNDS
9. OUTDOOR & SPORTS	9. DESTINATION MAPS
10. EAT & DRINK	10. UNCHARTED SUMMER

(a) Inquiry activity from Phase V monthly inquiry summary  
(c) Conversion metrics pulled from SiteCatalyst  
\* YTD data is based on Jan-Dec calendar year

(b) Visitor and content metrics pulled from Google Analytics  
(d) Newsletter signups pulled from e-marketing database  
\*\*Excluding Lee County.

**PRINT MEDIA - OCTOBER 2012**

Media	Issue	Edition/Position	Circulation	Size
Florida Weekly	October 3 & 10	NA	58,395	Full Page
Southeast Tourism Society Insert	October	Includes brochure ad, reader service, online listing and eZine listing	851,000	1/8 Page
Visit Florida Travel Guide-United Kingdom, Germany, France	2012-2013 Issue	NA	129,925	Full Page + Advertorial
Bridal Guide	September/October	NA	161,954	Full Page
Meetings & Conventions	October	Florida West Coast	50,000	Full Page
Small Market Meetings	October	Meetings at the Beach	11,000	Full Page

**DIGITAL MEDIA - OCTOBER 2012**

Media	Dates	Edition/Position	Impressions/Leads
Search Engine Marketing	Annual Program	Paid Search	Annual
Adotube	9/4-10/11	Targeted Pre-roll Video	818,182 Impressions
AT&T	9/7-10/11	Demo, Geo, Content, Behavioral and re-targeted ads	1,015,385 Impressions
Clearspring	9/7-10/11	Demo, Geo, Content, Behavioral and re-targeted ads	1,760,000 Impressions
Rocket Fuel	9/7-10/11	Demo, Geo, Content, Behavioral and re-targeted ads	1,791,429 Impressions
Priceline.com	9/7-10/11	Targeted Display	275,000 Impressions
HomeAway	9/7-10/11	Targeted Display	825,000 Impressions
Orbitz	9/7-10/11	Targeted Display	312,500 Impressions
Undertone	8/22-10/11	Targeted Rich Media	1,950,617 Impressions
MeetingsFocus.com	6/1-11/31	Medium Rectangle	30,000 Impressions
Expedia/Brand USA	9/20-6/30	Targeted Display	1,020,835 Impressions

**BROADCAST MEDIA - OCTOBER 2012**

Spot Market	Length	Run Dates
WGCU NPR Credit Package	:30	9/10-10/7

**Lee County Sports Authority**  
**Monthly Activity Report**  
**August 2012**

**Estimated Economic Impact\***

Hotel Room Nights Sold

Month Total =	<b>1,269</b>
Arm Assassination Arm Wrestling	169
ASA Fast Pitch Southern States	235
USL Beach Soccer	307
Show Ball Baseball	558

Event Participants

Month Total =	<b>804</b>
Arm Assassination Arm Wrestling	83
ASA Fast Pitch Southern States	170
USL Beach Soccer	228
Show Ball Baseball	323

Event Spectators

Month Total =	<b>1,341</b>
Arm Assassination Arm Wrestling	86
ASA Fast Pitch Southern States	300
USL Beach Soccer	385
Show Ball Baseball	570

Direct Impact

Month Total =	<b>\$528,501</b>
Arm Assassination Arm Wrestling	\$44,498
ASA Fast Pitch Southern States	\$85,030
USL Beach Soccer	\$115,782
Show Ball Baseball	\$283,191

Total Direct and Indirect Economic Impact

Month Total =	<b>\$882,597</b>
Arm Assassination Arm Wrestling	\$74,312
ASA Fast Pitch Southern States	\$142,000
USL Beach Soccer	\$193,356
Show Ball Baseball	\$472,929

\*Estimates are based on data collected from event organizers, the Lee County Sports Authority and the SOC. Economic impact figures are derived using a model supported by the Florida Sports Foundation. All estimations are based on historical trends.

1           **Proposed Revisions to F.S. 125.0104:**

2  
3           ( 4 )   ORDINANCE LEVY TAX; PROCEDURE. –

4           ( e )   The governing board of each county ~~that~~ ~~which~~ levies  
5 and imposes a tourist development tax under this section shall  
6 appoint an advisory council to be known as the “. . . (name of  
7 county) . . . Tourist Development Council.”

8           1. The council shall be established by ordinance and  
9 composed of nine members who shall be appointed by the governing  
10 board. The chair of the governing board of the county or any  
11 other member of the governing board as designated by the chair  
12 shall serve on the council. Two members of the council shall be  
13 elected municipal officials, at least one of whom shall be from  
14 the most populous municipality in the county or subcounty special  
15 taxing district in which the tax is levied. Six members of the council  
16 shall be persons who are involved in the tourist industry and who have  
17 demonstrated an interest in tourist  
18 development, of which members, not less than three nor more than  
19 four shall be owners or operators of motels, hotels,  
20 recreational vehicle parks, or other tourist accommodations in  
21 the county and subject to the tax. All members of the council  
22 shall be electors of the county.

23           2. A county that has a population greater than 600,000 and  
24 fewer than six municipalities which adopted an ordinance for  
25 local administration of the tourist development tax before  
26 December 31, 1989, shall have their two elected municipal additional  
27 members; on the council. one of those members shall be from one of  
28 the two municipalities municipality that generated the highest revenues  
29 from the tax in the most recent fiscal year. If this provision would result  
30 in the appointment of two members from the same municipality,  
31 the municipality in the county responsible for generating the  
32 next highest revenues from the tax in the most recent fiscal

33 ~~year shall serve as a council member. The other municipal additional~~  
34 ~~member shall serve for terms of 2 years. must be involved in the tourist~~  
35 ~~industry. Both additional members shall be electors of the county.~~

36 3. The governing board of the county shall have the option  
37 of designating the chair of the council or allowing the council  
38 to elect a chair. The chair shall be appointed or elected  
39 annually and may be reelected or reappointed.

40 4. The members of the council shall serve for staggered  
41 terms of 4 years. The terms of office of the original members  
42 shall be prescribed in the resolution required under paragraph (b).

43 5. The council shall meet at least once each quarter and,  
44 from time to time, shall make recommendations to the county  
45 governing board for the effective operation of the special  
46 projects or for uses of the tourist development tax revenue and  
47 perform such other duties as may be prescribed by county  
48 ordinance or resolution. The council shall continuously review  
49 expenditures of revenues from the tourist development trust fund  
50 and shall receive, at least quarterly, expenditure reports from  
51 the county governing board or its designee. Expenditures which  
52 the council believes to be unauthorized shall be reported to the  
53 county governing board and the Department of Revenue. The  
54 governing board and the department shall review the findings of  
55 the council and take appropriate administrative or judicial  
56 action to ensure compliance with this section.

57 6. The changes in the composition of the membership of the  
58 tourist development council mandated by ~~chapter 86-4, Laws of~~  
59 ~~Florida,~~ and this act shall not cause the interruption of the  
60 current term of any person who is a member of a council on  
61 July 1, 2013. ~~October 1, 1996.~~



**TOURIST DEVELOPMENT COUNCIL**

## **2013 Meeting Schedule**

**PLEASE WATCH FOR MONTHLY MEETING NOTICES VIA EMAIL AS DATES  
OR LOCATION MAY CHANGE OCCASIONALLY**

**JANUARY 11**

**JULY-OFF**

**FEBRUARY 8**

**AUGUST 9**

**MARCH 15**

**SEPTEMBER-OFF**

**APRIL 12**

**OCTOBER 11**

**MAY 10**

**NOVEMBER 15**

**JUNE 14**

**DECEMBER 13**

The Tourist Development Council usually meets on the second Friday of every month. Meetings are held at 9:00 a.m. Room 118, at 2201 Second Street, Fort Myers, FL

**Pigott, Tamara**

---

**From:** AH&LA [enewsletters@ahla.com]  
**Sent:** Friday, September 28, 2012 12:07 PM  
**To:** Pigott, Tamara  
**Subject:** Pool Lift Deadline Approaching; is your property ready?



## **Compliance with Pool/Spa Accessibility Requirements Necessary**

The January 31, 2013, deadline for pool and spa accessibility under the Americans with Disabilities Act (ADA) is approaching and AH&LA is urging members to review their compliance needs.

AH&LA has worked exhaustively to secure a one year extension and clarification of the January 31, 2012, Department of Justice (DOJ) Guidance. In May 2012, DOJ granted a one year extension to January 31, 2013, and issued two guidance documents related to its interpretation of the requirements for pool and spa accessibility in the 2010 Standards for Accessible Design.

According to the current DOJ guidance, by January 31, 2013, all existing pools and spas at lodging facilities must do the following if it is "readily achievable":

- Provide at least one means of entry (pool lift or sloped entry) as long it is readily achievable. Pools with 300 linear feet of wall or more must have a pool lift or entry, and one additional means of entry which can be one of the following: (1) pool lift; (2) sloped entry; (3) transfer system; (4) transfer wall; or (5) pool stairs.
- Have the pool lift out in position and ready for use all hours the pool is open.
- Each body of water (e.g., pools, spas) must have a separate means of entry (there are special rules for clusters of spas).
- Pool lifts must be attached to the pool deck or apron in some manner unless it is not readily achievable to affix them.

For detailed explanation of the "Questions and Answers: Accessibility Requirements for Existing Swimming Pools at Hotels and Other Public Accommodations" visit [AH&LA's Website](#).

AH&LA has raised significant concerns with the current guidance and will continue to work for resolutions of these issues. We will continue to keep you apprised of developments.

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## Pool Lift Deadline Approaching; is your property ready?

### *Compliance with Pool/Spa Accessibility Requirements Necessary*

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- Have the pool lift out in position and ready for use all hours the pool is open.
- Each body of water (e.g., pools, spas) must have a separate means of entry (except there are special rules for clusters of spas).
- Pool lifts must be attached to the pool deck or apron in some manner unless it is not readily achievable to affix them.

The DOJ document entitled "Questions and Answers: Accessibility Requirements for Existing Swimming Pools at Hotels and Other Public Accommodations" (the "Q&A"), available at [http://www.ada.gov/qa\\_existingpools\\_titleIII.htm](http://www.ada.gov/qa_existingpools_titleIII.htm), clarifies questions AH&LA and property owners have raised about DOJ's interpretation of the pool lift requirements.

These guidelines from DOJ, along with the January 31, 2013 compliance deadline extension, show the positive results of AH&LA's efforts to combat DOJ's issuance of new substantive requirements on these issues without going through the proper rulemaking process. The DOJ Q&A guidance contains a number of positive developments for AH&LA members:

1. The Q&A reiterates that DOJ will not pursue enforcement of the fixed lift requirements against those who have purchased otherwise-compliant portable lifts before March 15, 2012 as long as they are kept in position for use at the pool and operational during all times that the pool is open to guests. Property owners who purchased a portable lift before March 15, 2012 appear to be exempt from the requirement to conduct an ongoing analysis regarding whether a fixed lift is readily achievable.
2. DOJ seems to have adopted a slightly more reasonable standard for what constitutes a "fixed" lift than the position it has previously with AH&LA: The lift simply must be attached to the pool deck or apron "in some way." DOJ stated that a portable lift that is attached to a pool deck or apron is a "fixed" lift. DOJ also mentioned

that the some manufacturers have developed kits to attach portable lifts to pool decks.

3. DOJ made clear in the Q&A that a franchisee conducting a readily achievable analysis generally need not consider the franchisor's resources in making its determination.
4. DOJ clarified that businesses that have purchased a lift that is on back order do not have to close their pools until the lift arrives.
5. A business that has a pool and a spa but can only afford to buy one fixed lift does not have to close the facility that does not have an accessible entry. However, a fixed lift will have to be provided when it becomes readily achievable for the business.
6. In response to concerns that fixed lifts that remain poolside may pose a safety hazard, DOJ stated that the readily achievable analysis can take into account "legitimate safety requirements" but said they could not be based on "speculation." This seem to leave open the possibility that a hotel might be able to demonstrate that having a lift out at an unattended pool is not readily achievable if the hotel has actual evidence of potentially dangerous activity occurring at the lift. It is important that any incidents be documented.
7. The Q&A directs property owners to resources about available tax credits and deductions that might defray the costs of installing a fixed lift.

Under current DOJ guidance, pool and spa operators have significant obligations by January 31, 2013, including:

1. DOJ is still requiring lifts to be fixed (unless not readily achievable).
2. DOJ is still requiring lifts be poolside at all times when a pool is open.
3. DOJ is still not permitting sharing of lifts between pools and spas or multiple pools.
4. There is still no meaningful guidance on what how to apply the readily achievable analysis because DOJ has not given any concrete examples.
5. Businesses are not permitted to consider limitations on insurance coverage or increases in insurance rates when assessing whether a lift is readily achievable.
6. DOJ has made clear that one element of compliance involves additional training of hotel staff in maintaining and assisting with use of the lifts.
7. As noted above, property owners who purchased a portable lift before March 15, 2012 would still potentially face risk of private litigation even if DOJ decides to not enforce the requirement.
8. One other important point from the Q&A is that property owners who determine that it is not currently readily achievable to provide a fixed lift, or even a non-fixed lift, must nevertheless make a plan to achieve compliance with the pool lift requirements once it would be readily achievable to do so.

U.S. Travel Association's

# U.S. Travel Outlook

Research and Trends from Dr. Suzanne Cook



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September 2012

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## EXAMINING CURRENT INDUSTRY TRENDS

### **Current State of the Economy**

According to the latest [Federal Reserve Board's Beige Book](#), economic activity continued to expand gradually in July and early August across most U.S. regions and sectors. The regional offices in Boston, New York, Richmond, Atlanta, Minneapolis and San Francisco reported strong performance in tourism.

### **Labor**

Nevertheless, the latest [employment report](#) from the Bureau of Labor Statistics was a big disappointment, showing that the U.S. economy added only 96,000 jobs in August and that unemployment edged lower to 8.1 percent. August marked the 30th month of consecutive private-sector job gains but also the 43rd consecutive month of unemployment above eight percent, the [longest stretch](#) since monthly records began in 1948. Federal Reserve Chairman Ben S. Bernanke said additional action to spur growth remains an option because unemployment is a "grave concern."

According to David Huether, senior vice president of economics and research at the U.S. Travel Association, the U.S. travel industry continues to [outperform](#) the overall economy, adding 7,000 new jobs in August. Since the employment recovery began in March of 2010, the travel industry has added 291,000 jobs and accounted for eight percent of the total jobs created to date. Total travel industry employment now stands at 7.6 million, the highest level since November 2008. U.S. Travel's newly released [Travel Means Jobs report](#) highlights the vital role that the travel industry plays in providing employment opportunities for Americans.

### **Consumer Confidence and Spending**

Despite still uncertain economic conditions, consumer spending is staging a comeback. According to Gallup, consumer discretionary spending is near a [four-year high](#).

Consumers [boosted their spending](#) in July by the greatest amount in five months as after-tax incomes continued to grow modestly, according to the Commerce Department. Personal spending rose a seasonally adjusted 0.4 percent on the month while personal income rose 0.3 percent for the third straight month.

This continued boost in consumer spending is needed to stimulate better growth in the U.S. economy. Many economists, however, doubt this will continue. The [MarketWatch survey](#) of economists forecasts growth in gross domestic product to edge up slightly to two percent in the third quarter from a mediocre 1.7 percent in the second quarter.

The prospect of higher taxes and other economic concerns are continuing to take their toll on consumer confidence. The [Conference Board's Consumer Confidence Index](#) fell sharply in August 60.6 (1985 = 100), its lowest level in nine months.

The [Bloomberg Consumer Comfort Index](#) is hovering near an eight-month low, coming in at minus 46.5 in the period ended September 2, compared with minus 47.3 in the prior week. It was the fifth consecutive week the index has registered a reading lower than minus 40, a level typically associated with severe economic discontent.

The [Gallup Economic Confidence Index](#) registered minus 27 in August, matching the prior monthly low for the year recorded in January and down 10 points since May. Despite the recent decline, confidence in August remains significantly brighter than a year ago. Americans' economic outlook, however, is now worse than in any month since December 2011.

On the other hand, the Thomson Reuters/University of Michigan's Consumer Sentiment index improved more than projected in August, climbing to 74.3, a three-month high, from 72.3 in July. This increase reflected more [positive perceptions](#) about current conditions. Consumer expectations for six months from now, however, were much less optimistic and declined from July; unfortunately, these are most related to consumer spending and align with the other confidence measures.

Americans' attitudes and intentions about travel remain fickle. July's overall Traveler Sentiment Index (TSI), derived from the latest [travelhorizons](#)<sup>™</sup> quarterly survey conducted by MMGY Global and U.S. Travel, was at the highest level observed for any July since 2007 – a positive sign going into the fall and winter holiday travel seasons. But it was down modestly relative to April 2012. The latest TSI reflected substantial increases in the perceived "affordability of travel" and "personal finances available for travel."

Looking forward, the affordability of travel could be negatively impacted in the months ahead if gasoline prices, which had been declining through most of the spring and early summer, continue to rise. As of September 9, the price of a gallon of unleaded regular gasoline averaged \$3.83 nationally, up 50 cents since July 1 and the highest since late April, according to figures from [AAA's Daily Fuel Gauge Report](#).

### **Leisure Travel**

Earlier this summer, AAA Travel optimistically projected that 33 million Americans would travel 50 miles or more from home during the Labor Day holiday weekend, a 2.9 percent increase and a new post-recession high. AAA's Memorial Day and Independence Day [holiday travel forecasts](#) projected increases of 1.2 percent and 4.9 percent, respectively.

The North American cruise industry further expanded its contribution to the U.S. economy in 2011, according to a [study](#) commissioned by the Cruise Lines International Association (CLIA) and conducted by Business Research & Economic Advisors. Worldwide, the report found that 16.3 million people took cruise vacations on CLIA member lines in 2011, an increase of 10.1 percent over the previous year. U.S. cruise passengers totaled 10.4 million (63.5%). Direct purchases by CLIA's 26 member lines and their passengers and crew totaled approximately \$19 billion, and \$40.4 billion in total economic impact, which supported nearly 350,000 jobs and \$16.5 billion in wages to American workers.

[MMGY Global](#) and the Harrison Group offer many more reasons for optimism when it comes to leisure travel in its [2012 Portrait of the American Traveler](#). The study suggests that the cost-conscious travel behaviors that emerged during the Great Recession have waned and that Americans are adopting more behaviors that reflect the importance of travel in their lives. "Trading down," "staycations" and other cost-conscious [travel behaviors](#) have decreased, and the percentage of American travelers planning to travel by air, preferring luxury and full-service hotels, and valuing quality over savings are all on the rise.

The survey found that the average amount spent on [vacations](#) over the last 12 months has grown to \$4,461, compared with \$3,874 during the same period two years ago. "It's not like everyone's financial situation has improved, but people went through a series of three or four years of paring back on expenses," said Peter Yesawich, vice chairman of MMYG Global. "We are now seeing for the first time that mentality abate."

According to the study, today's travelers are also focusing more on family. "Togetherness" vacations are on the rise, and this [renewed familial focus](#) has also given way to a significant boost in multigenerational travel.

To learn additional insights on trip characteristics and traveler demographics for overall U.S. domestic travel and for several key market segments, consider reviewing U.S. Travel Association's recently released [Domestic Travel Market Report](#).

### **Business Travel**

While reporting generally strong performance of the travel industry, the Federal Reserve's latest [Beige Book](#), noted that [business travel growth](#) in certain parts of the United States is slowing.

[Carlson Wagonlit Travel](#) (CWT) reports that its global sales and transactions for the first half of 2012 were up a very modest one percent compared to the same period in 2011. According to Douglas Anderson, CWT's president and CEO, "Our first-half performance for 2012 is [solid](#) given current economic uncertainty. Our customers are continuing to travel and are looking to manage their travel in a more cost-effective way by getting even greater value for what they spend."

### **Meetings**

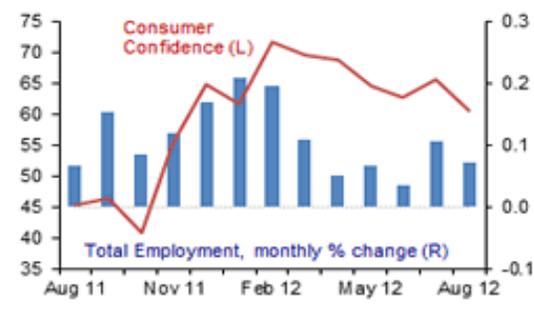
The new [2012 Meetings Industry Pulse Indicator survey](#) conducted by Successful Meetings found that nearly two-thirds (63.9%) of executives predict that business conditions will be the same at the end of the year as they are now. Of the remainder, optimists outnumber pessimists substantially, with 23 percent of respondents predicting better conditions and 13 percent predicting worse conditions. It was also reported that rising operating costs have been a drag on corporate meetings and events. More than half (59%) of respondents said they have scaled back their meeting activities moderately, and nearly 30 percent are cutting back significantly. Only 11.5 percent said they have not cut back at all. Survey respondents as a whole pointed to economic uncertainty rather than simply tight budgets as the biggest factor holding back their meetings strategies.

And the U.S. General Services Administration (GSA) expects to save more than \$11 million

through reduced meeting, conference, training and travel costs for the six months ending September 30. To date, GSA has canceled 47 conferences and implemented strong oversight to ensure that all travel and events are limited to necessary and essential functions, according to GSA. Referencing the "[significant cuts](#) in travel and conference spending," GSA Acting Administrator Dan Tangherlini claimed that "these savings are just the beginning."

## U.S. Travel Dashboard

### Employment and Consumer Confidence



Source: Bureau of Labor Statistics, Conference Board

### Traveler Sentiment Index



Source: U.S. Travel Association/MMGY Global

### TE Leading Travel Indicator



Source: Tourism Economics

### Prices: Change Relative to July 2012



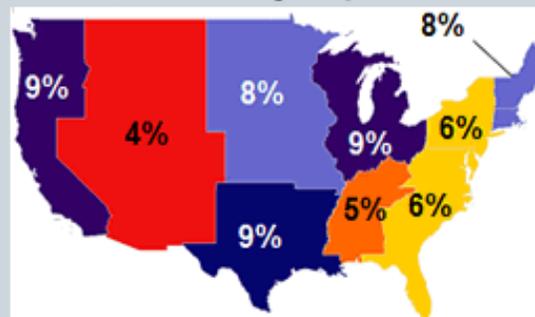
Source: Bureau of Labor Statistic, U.S. Travel Association

### Lodging Performance

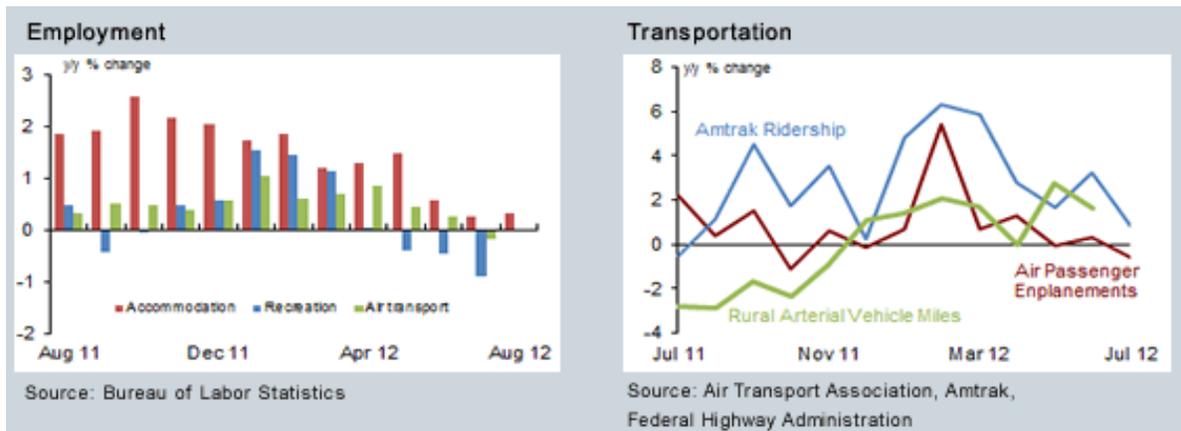


Source: Smith Travel Research

### RevPAR, YTD % Change, July 2012



Source: Smith Travel Research



To view the monthly data for these and other current indicators, [click here](#).

## INDICATORS BY TRAVEL SEGMENT

### Air Travel

International air passenger traffic rose 3.5 percent in July year on year, although the growth rate was modest compared with early 2012, according to the [International Air Transport Association](#). Traffic has been up every month so far this year, partly due to comparisons with last year, when there were travel disruptions during the spring Arab political turmoil across the Middle East. On a monthly basis, [passenger traffic](#) was up just 0.3 percent in July.

Among U.S. carriers, passenger traffic (enplanements) actually fell nearly one percent in July as compared to the previous year, affected by softness in both domestic and international markets. For the year to date through July, domestic passenger enplanements were up 0.9 percent, while international traffic rose 1.7 percent, according to [Airlines for America](#) (A4A).

A4A also reports that the 10 largest U.S. airlines incurred a \$1.07 billion net loss in the first half of the year operating on a net [negative profit margin](#) of 1.5 percent, deteriorating from a 0.4 percent negative margin in the 2011 first half. First-half operating revenue rose 8.2 percent year over year but expenses lifted 9.4 percent, driven by a 13.1 percent hike in fuel costs. John Heimlich, A4A's chief economist, warns that fuel price volatility in particular jeopardizes full-year profitability, but he notes that equity analysts are still [forecasting](#) a small annual profit for U.S. airlines this year.

Industry analysts tell us to expect more of the same in the months ahead. Airlines have cut domestic capacity by about 11 percent since 2005 and are indicating that they may [cut even more capacity](#), especially in smaller markets, this fall.

[According to the Boyd Group](#), in the second half of 2012, airlines will offer seven million fewer seats and nearly three percent fewer departures than in 2011.

But some airline industry leaders are more optimistic. US Airways President Scott Kirby says that demand for air travel remains "steady" and he expects the business demand environment to improve further this year. Kirby pointed to "strong transatlantic business demand," claiming market share gains from competitors at the European point of sale. Delta Air Lines president Ed Bastian calls its demand "[solid](#)," with corporate revenue for the quarter ending this month trending upward by nine percent year over year, a rate similar to the first two quarters of the year.

Along with less capacity, [rising fares](#) are expected. Average domestic fares increased 4.8 percent in the first three months of 2012 compared with the same period last year, according to the Transportation Department's Bureau of Transportation Statistics. Adjusting for inflation, that is 2.1 percent higher than last year and 10.1 percent higher than in 2009.

### **Lodging Industry**

Recently, STR's vice president of client services, Brad Garner, said, "The recovery is over for demand. It's not going to keep growing at eight percent, nine percent, 10 percent no matter what market you're in." The industry should expect to see growth in demand trend downward. At the same time, there is still a lot of [ground to make up](#) when it comes to rates. The peak Average Daily Rate (ADR) for the top 25 market was at approximately \$135 in September 2008. ADR for the markets is now down to \$125.96. So far, approximately \$8 (without adjusting for inflation) of what was lost during the downturn has been recovered, according to Garner.

For July 2012, STR reported increased supply (+0.5%), demand (+1.0%), occupancy (+0.5%), ADR (+3.8%) and RevPAR (+4.3%). Year to date through July, also saw increased supply (+0.4%), demand (+3.2%), occupancy (+2.9%), ADR (+4.3%) and RevPAR (+7.3%).

According to STR, transient room demand became the driving force leading the industry out of the 2008 downturn starting in 2010 and has remained strong since. Group business, however, was especially hard hit. Beginning in November 2008, group room demand declined for 16 months, hitting bottom in April 2009, when it decreased 22.8 percent. The light at the end of the tunnel began to shine in March 2010 and has continued to shine ever since. As of June, monthly group room demand finally began to [outpace prior peaks](#), selling more than 10.7 million rooms, up 5.9 percent compared to the same period last year.

At the [2012 Hotel Data Conference](#), presented by STR and HotelNewsNow.com, there was cautious optimism expressed for the hotel industry. The outlook in both the U.S. and Europe is fraught with risks, according to Amanda Hite, president of STR. Aran Ryan, director of the PricewaterhouseCoopers' hospitality and leisure team, said the industry is seeing a normalization of certain travel patterns. Businesses are continuing to make investments in software and equipment, and hotel demand is in line with that trend, he said. And although the pace is not as strong as one would like, PwC expects demand will continue to grow.

For the remainder of the 2012, STR is forecasting an increased occupancy (+2.1%), ADR (+4.4%), and RevPAR (6.5%). STR's forecast for 2013 shows increased occupancy (+0.3%), ADR (+4.6%) and RevPAR (+4.9%). With the growth in ADR, the industry will hit the peak rates it experienced in 2008. However, that does not take inflation into account. For the remainder of 2012, PKF Hospitality Research (PKF-HR) predicts that occupancy will hit 61.4 percent, and similar increases in ADR (+4.2%) and RevPAR (+6.7%). PKF-HR's forecast for 2013 nearly mirrors STR with increased occupancy (to 62.1%), ADR (+5%) and RevPAR (+6.2%).

"Lodging industry participants continue to be [pleasantly surprised](#) with the sustained levels of hotel room demand growth," said R. Mark Woodworth, president of PKF-HR. "Bucking all apparent economic trends, lodging has been a leading industry during this sluggish economic recovery. This is different from past recovery periods when hotels typically lagged other industries." Even so, real ADR (adjusted for inflation) is not expected to recover until the third quarter of 2015, [according to PKF-HR](#).

### **International Travel**

The United States is on pace for a [record-setting year](#) for inbound tourism spending, according to the U.S. Department of Commerce's Office of Travel and Tourism Industries. International visitors spent an estimated \$82.2 billion on U.S. travel-related goods and services during the first half of 2012, an increase of 11 percent when compared to the same period last year. If these

trends continue, international visitors could end up injecting more than \$169 billion into the U.S. economy by year end – a new record.

"America's economic recovery is being driven largely by the travel industry," said Roger Dow, president and CEO of U.S. Travel. "Each international visitor we welcome to the U.S. helps to support local communities and small businesses across our country. This is a [tremendous opportunity](#); more can be done, and our industry stands ready to continue to encourage growth in international travel to the U.S."

During 2012's first half, international air traffic to the U.S. increased by 11 percent and represented 55 percent of the total air market to and from the U.S.

In May 2012, seven of the top 10 origin countries for travel to the U.S. posted increases in resident visitation. During the first five months of 2012, nine of the top 10 countries (sort based on May 2012) [posted increases](#) in visitation to the U.S.

#### Top 10 Countries (Sort based on May 2012)

Country of Residence	% Change May 2012 vs. 2011	% Change YTD May 2012 vs. 2011
Canada	-3%	4%
Mexico	-3%	5%
United Kingdom	-3%	-2%
Japan	19%	14%
Germany	15%	12%
France	4%	5%
Brazil	15%	19%
People's Republic of China (excluding Hong Kong)	26%	43%
Australia	1%	6%
South Korea	1%	12%

*Source: U.S. Department of Commerce's Office of Travel and Tourism Industries*

#### **Exports**

The Commerce Department reported that overall U.S. exports of goods and services fell by \$1.9 billion in July while imports fell a similar \$1.8 billion, resulting in a slightly higher monthly trade deficit of \$42 billion. Offsetting some of the declines in other areas, travel exports edged up in July by \$30 million to a level of \$13.7 billion.

According to U.S. Travel's senior vice president of economics and research, David Huether, "While the July [increase in travel exports](#) was not as large as the \$130 million increase in June, the travel industry continues to make positive headway in export growth this year."

Through the first seven months of the year, travel exports have risen by nine percent compared to the first seven months of 2011, much faster than the 5.3 percent rise in other exports of goods and services. As a result of faster export growth, the travel industry has been responsible for 12 percent of our economy's overall export gain so far in 2012 compared to 2011 – close to double the travel industry's contribution to export growth this time last year.

## Travel-related Policy

After lots of concern among lodging and travel industry leaders, the General Services Administration (GSA) has finally announced that it won't alter a market-based methodology to calculate federal per diem rate. Federal per diem rates will currently [stay frozen](#) at the fiscal year 2012 level.

It had been projected that the new calculations would precipitate cuts of up to 30 percent in spending on lodging by federal employees and contractors (and potentially private-sector travelers). The U.S. Travel Association [estimated a loss](#) of \$885 million in travel revenue if the change was approved. U.S. Travel, American Hotel and Lodging Association, and other groups strongly lobbied GSA to maintain the status quo.

Brand USA has announced a [successful start](#) to its campaign in the United Kingdom. The campaign, created in partnership with ad agency JWT, launched in the U.K. on May 1 and includes television commercials, digital, billboard, out-of-home and trade print advertisements, as well as a robust online and social media presence. The first phase of the campaign lasted three months, during which U.K. spend amounted to more than £2.3 million. According to Brand USA, preliminary results indicate strong upward trends in intent to visit the U.S. In the U.K., the percentage of those who intend to visit the U.S. has grown 14 percent in the months since the launch.

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Finally, U.S. Travel recently announced that it is transitioning the Marketing Outlook Forum (MOF) conference to the Travel and Tourism Research Association (TTRA). The 37-year-old conference has been the premier gathering of research and marketing professionals in the travel industry interested in learning more about travel trends and forecasts. TTRA's new Global Travel Outlook Conference will launch October 25-26 in Chicago and will feature experts from the United States, Canada and Europe discussing current trends and issues that impact the industry. Senior Advisor to U.S. Travel, Suzanne Cook, Ph.D. is working with TTRA on the program and will be delivering the traditional conference wrap-up session at the end of the event. For more information and to register, visit [www.ttra.com](http://www.ttra.com).

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BOARD OF COUNTY COMMISSIONERS

September 4, 2012

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Brian Bigelow  
District Two

Ray Judah  
District Three

Tammy Hall  
District Four

Frank Mann  
District Five

Karen B. Hawes  
County Manager

Michael D. Hunt  
County Attorney

Diana M. Parker  
County Hearing  
Examiner

RE: LEE COUNTY ADVISORY COMMITTEE MEMBERSHIP and ETHICS COMPLIANCE

Dear Advisory Committee Member:

The members of the Lee County Board of County Commissioners (BoCC) sincerely appreciate your contribution as a member of an Advisory Committee. Your committee plays an important role in shaping public policy by providing advice on a wide array of important issues.

As part of our continual effort to improve operational efficiency, data quality and transparency, we require advisory committee members to document potential conflicts of interest and periodically update their personal information. You will find enclosed an Advisory Committee Application (for update purposes only), a County Advisory Committee Eligibility opinion from the County Attorney, and related conflict of interest reporting forms.

Under the Florida Code of Ethics, advisory committee members are "public officers" and are generally prohibited from entering into transactions with the public entity they serve. This includes contracts or transactions between Lee County government and *you, your outside employer/employment, or any business in which you have a material interest.*

The prohibitions against doing business with the County and having conflicting employment may not apply if you are exempt under the law. If you do have a conflict, you may seek a waiver from the BoCC. Please review the enclosed Conflict of Interest form and Florida Commission on Ethics Form 4A for further guidance. If you continue to have any questions about a specific conflict, contact the County Attorney's Office at (239) 533-2236.

Please return your application and conflict of interest forms, as well as Form 4A if applicable, to Public Resources by **October 31, 2012**. We must receive your forms by the deadline in order to confirm your ability and willingness to continue serving on the committee.

Thank you for serving as an advisory committee member. Your committed effort will help us better prepare for the many challenges and exciting opportunities ahead.

Sincerely,

John Manning, Chair  
Lee County Board of County Commissioners

Enclosures

**MEMORANDUM  
FROM THE  
OFFICE OF COUNTY ATTORNEY**

**DATE:** March 23, 2012

**TO:** Board of County Commissioners

**FROM:**



Michael D. Hunt  
County Attorney

**RE: County Advisory Board Committee Eligibility**

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Commissioners;

In response to an inquiry from Commissioners Manning, Hall, and Judah, I am providing an answer and analysis to the following question:

*Question:* Whether under Section 112.313, Florida Statutes, an individual whose firm/company/employer has a contractual relationship with the County, may serve on a County Advisory Board/Committee?

*Answer:* The short answer is a qualified “yes.” An individual whose firm/company/employer has a contractual relationship with the County may serve on a County Advisory Board/Committee **when the nature of the employment/contractual relationship (1) falls within one of the exemptions associated with “conflicts”, or (2) is “waived” in the manner set forth under Section 112.313, Florida Statutes.**

Ethical considerations concerning the eligibility of an individual to serve on an Advisory Board/Committee are fact-sensitive. Consequently, it is vital for any individual who wishes to serve on an Advisory Board/Committee to inform the County, of any existing and/or contemplated contractual relationship with the County, at the time the individual applies for, is nominated to serve on, or while serving on, an Advisory Board/Committee. If, after such disclosure it is apparent that the employment, contract, or business transaction presents a statutory-prohibited conflict, then the Board of County Commissioners should decide whether it wishes to *waive such conflict*. The Board may waive a *conflict* by four affirmative votes during a public hearing, which occurs after full disclosure of the contractual relationship by the advisory board member.

It should be noted that the obligation for an Advisory Board/Committee member to disclose is on-going for the duration of the time that the Advisory Board/Committee member serves on such an Advisory Board/Committee.

**RE: County Advisory Board Committee Eligibility**

*Basis and Rationale in Support of Answer:*

Florida Statutes prohibits an advisory board member from having an employment relationship with a business entity doing business with the County. It also prohibits advisory board members from having an employment relationship that creates a continuing or frequently recurring conflict between the member's private interests and the performance of the member's public duties, or that impede the full and faithful discharge of the member's public duties. If any of these relationships do exist, the advisory board member will likely have a *conflict of interest* prohibited by statute. (See, Section 112.313(7)(a), Florida Statutes; and Florida Commission on Ethics Opinion CEO 99-11).

Notwithstanding the language contained in Section 112.313(7)(a), Florida Statutes, there is additional statutory language that sets forth both a number of exceptions from conflicts of interests, and a waiver process. If a potential advisory board member's employment/contractual relationship falls within one of the ten statutory exemptions set forth in Section 112.313(12), Florida Statutes, then the potential advisory board member may service on the advisory board without concern of a *conflict of interest*. Further, the Board may elect to waive a *conflict of interest*, after a full disclosure of the employment/contractual relationship on the record, during a public hearing. The Board must approve a waiver by a four-vote supermajority.

Chapter 112, Florida Statutes, sets forth an overall Standard of Conduct or Code of Ethics for public officers, including most local government advisory board/committee members. Nevertheless, whether a *conflict of interest* truly exists, or may be waived, is governed by the facts of each situation. Therefore, care must be exercised during the application process, in order to address, and ideally, resolve any issue associated with a possible *conflict of interest* prior to the Board of County Commissioners voting on the nominated applicant.

I hope this information is helpful to you. If you have any further questions, please let me know.

MDH/dm

xc: Karen B. Hawes, County Manager  
William B. Hammond, Deputy County Manager  
Holly Schwartz, Assistant County Manager  
Peter Winton, Assistant County Manager  
Douglas Meurer, P.E., Assistant County Manager  
Tessa LeSage, Sustainability Programs Manager  
County Attorney's Office Legal Staff



**LEE COUNTY ADVISORY COMMITTEE  
CONFLICT OF INTEREST  
(PLEASE TYPE OR PRINT)**

<b>Advisory Committee:</b>		
<b>Recommended or appointed by:</b>		
<b>Name:</b>	<b>Phone:</b>	
<b>Mailing Address:</b>		
<b>City:</b>	<b>Zip Code:</b>	
<b>Email:</b>		
<b>Employer/Business:</b>		
<b>Employer Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>

**POTENTIAL CONFLICTS OF INTEREST:** Florida law prohibits certain business relationships on the part of public officers and employees, including persons serving on advisory boards and committees. In general, advisory committee members are prohibited from entering into transactions with the County. This includes contracts or transactions between Lee County government and *you, your outside employer/employment, or any business in which you have a material interest.* Please consult the excerpted guidelines on page 2 from the *Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees* for assistance in answering the questions below.

Are you aware of a potential conflict of interest that may result from your service as a member of a BoCC advisory committee?     Yes  No

If yes, please explain: \_\_\_\_\_  
 \_\_\_\_\_

If you have a potential conflict but think that one of the statutory exemptions applies to your situation, please indicate the specific exemption you claim (see Section 112.313(12), Florida Statutes):  
 \_\_\_\_\_  
 \_\_\_\_\_

If you have questions about a potential conflict, please contact the County Attorney’s Office at (239) 533-2236.

**WAIVER OF CONFLICTS OF INTEREST:** A member of an advisory board may have a conflict of interest waived by the BoCC after disclosure of the transaction or relationship using Florida Commission on Ethics Form 4A (Disclosure of Business Transaction, Relationship or Interest). If you are seeking a waiver from the Board, you must return Form 4A in addition to this Conflict of Interest form to Public Resources as indicated on page 2. Waiver requests will be forwarded to the County Attorney’s Office for review.

**Advisory Committee members have a continuing duty to disclose potential conflicts of interest.**

PLEASE RETURN COMPLETED FORM(S) TO:      LEE COUNTY PUBLIC RESOURCES  
ADVISORY COMMITTEES  
P.O. BOX 398  
FORT MYERS, FL 33902-0398

You may also fax the completed form(s) to 239-485-2149.

#### PROHIBITED EMPLOYMENT AND BUSINESS RELATIONSHIPS<sup>1</sup>

1. *Doing Business With One's Agency*
  - (a) You may not purchase, rent, or lease any realty, goods, or services for the County from a business entity in which you, your spouse or child own more than a 5% interest. [Sec. 112.313(3), Fla. Stat.]
  - (b) You may not rent, lease or sell any realty, goods, or services to the County. [Sec. 112.313(3), Fla. Stat.]
2. *Conflicting Employment or Contractual Relationship*
  - (a) You may not be employed by or contract with businesses or agencies regulated by or doing business with the County. [Sec. 112.313(7), Fla. Stat.]
  - (b) You may not hold any employment or have a contractual relationship that will pose a frequently recurring conflict between your private interests and public duties, or which will impede the full and faithful discharge of your public duties. [Sec. 112.313(7), Fla. Stat.]
  - (c) Limited exceptions to this prohibition have been created (see Sec. 112.313(7)(a) and (b), Fla. Stat.).
3. *Exemptions—Pursuant to Sec. 112.313(12), Fla. Stat., the prohibitions against doing business with the County and having conflicting employment may not apply:*
  - (a) When the business is rotated among all qualified suppliers in the County.
  - (b) When the business is awarded by sealed, competitive bidding and neither you, your spouse or child have attempted to persuade County personnel to enter the contract. NOTE: Ethics Commission FORM 3A must be filed with the Supervisor of Elections **prior to or at the time of bid submission.**
  - (c) When the purchase or sale is for legal advertising, utilities service, or for passage on a common carrier.
  - (d) When an emergency purchase must be made to protect the public health, safety, or welfare.
  - (e) When the business entity is the only source of supply within the County and there is full disclosure of your interest to the governing body on Commission FORM 4A.
  - (f) When the aggregate of business transactions does not exceed \$500 in a calendar year.
  - (g) When the business transacted is the deposit of County funds in a bank of which you are an officer, director, or stockholder, so long as County records show that the BoCC has determined that you did not favor your bank over other qualified banks.

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<sup>1</sup> Adapted from, *Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees*, State of Florida Commission on Ethics (2012).

# FORM 4A DISCLOSURE OF BUSINESS TRANSACTION, RELATIONSHIP OR INTEREST

LAST NAME - FIRST NAME - MIDDLE INITIAL			OFFICE / POSITION HELD
MAILING ADDRESS			AGENCY OR ADVISORY BOARD
CITY	ZIP	COUNTY	ADDRESS OF AGENCY

## HOW TO COMPLETE AND FILE THIS FORM:

Parts A and B of this form serve two different purposes. Part A is for advisory board members who wish to use an exemption in the ethics laws that is applicable only to advisory board members. Part B is for public officers and employees who wish to use a separate exemption that is applicable when the business entity involved is the sole source of supply within the political subdivision. In order to complete and file this form:

- **Fill out** Part A or Part B, as applicable.
- **Sign** and date the form on the reverse side.
- **File Part A** with the appointing body or person that will be waiving the restrictions of 112.313(3) or (7), Fla. Stat., prior to the waiver.
- **File Part B** with the governing body of the political subdivision in which the reporting person is serving, prior to the transaction.

## PART A - DISCLOSURE OF TRANSACTION OR RELATIONSHIP CONCERNING ADVISORY BOARD MEMBER

### WHO MUST COMPLETE THIS PART:

Sections 112.313(3) and 112.313(7), Florida Statutes, prohibit certain business relationships on the part of public officers and employees, including persons serving on advisory boards. See Part III, Chapter 112, Florida Statutes, and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees" for more details on these prohibitions. However, Section 112.313(12), Florida Statutes, permits the appointing official or body to waive these requirements in a *particular instance* provided: (a) waiver by the appointing body must be upon a two-thirds affirmative vote of that body; or (b) waiver by the appointing person must be effected after a public hearing; *and* (c) in either case the advisory board member must fully disclose the transaction or relationship which would otherwise be prohibited by Subsections (3) of (7) of Section 112.313, Florida Statutes. This Part of Form 4A has been prescribed by the Commission on Ethics for such disclosure, *if and when applicable* to an advisory board member.

### PLEASE COMPLETE THE FOLLOWING:

1. The partnership, directorship, proprietorship, ownership of a material interest, position of officer, employment, or contractual relationship which would otherwise violate Subsection (3) or (7) of Section 112.313, Florida Statutes, is held by [please check applicable space(s)]:
  - ( ) The reporting person;
  - ( ) The spouse of the reporting person, whose name is \_\_\_\_\_; or
  - ( ) A child of the reporting person, whose name is \_\_\_\_\_.
2. The particular transaction or relationship for which this waiver is sought involves [check applicable space]:
  - ( ) Supplying the following realty, goods, and/or services: \_\_\_\_\_.
  - ( ) Regulation of the business entity by the governmental agency served by the advisory board member.
3. The following business entity is doing business with or regulated by the governmental agency:
 

\_\_\_\_\_
4. The relationship of the undersigned advisory board member, or spouse or child of the advisory board member, to the business entity transacting this business is [check applicable spaces]:
  - ( ) Officer; ( ) Partner; ( ) Associate; ( ) Sole proprietor; ( ) Stockholder; ( ) Director; ( ) Owner of in excess of 5% of the assets of capital stock in such business entity; ( ) Employee; ( ) Contractual relationship with the business entity;
  - ( ) Other, please describe:

**PART B - DISCLOSURE OF INTEREST IN SOLE SOURCE OF SUPPLY**

**WHO MUST COMPLETE THIS PART:**

Sections 112.313(3) and 112.313(7), Florida Statutes, prohibit certain employment and business relationships on the part of public officers and employees. See Part III, Chapter 112, Florida Statutes, and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees" for more details on these prohibitions. However, Section 112.313(12)(e), Florida Statutes, provides an exemption from the above-mentioned restrictions in the event that the business entity involved is the only source of supply within the political subdivision of the officer or employee. In such cases the officer's or employee's interest in the business entity must be fully disclosed to the governing body of the political subdivision. This Part of Form 4A has been prescribed by the Commission on Ethics for such disclosure, *if and when applicable*.

**PLEASE COMPLETE THE FOLLOWING:**

1. The partnership, directorship, proprietorship, ownership of a material interest, position of officer, employment, or contractual relationship which would otherwise violate Subsection (3) or (7) of Section 112.313, Florida Statutes, is held by [please check applicable space(s)]:
  - ( ) The reporting person;
  - ( ) The spouse of the reporting person, whose name is \_\_\_\_\_; or
  - ( ) A child of the reporting person, whose name is \_\_\_\_\_.
  
2. The following are the goods, realty, or services being supplied by a business entity with which the public officer or employee, or spouse or child of such officer or employee, is involved is:
 

\_\_\_\_\_
  
3. The business entity which is the only source of supply of the goods, realty, or services within the political subdivision is:
 

\_\_\_\_\_

(NAME OF ENTITY) (ADDRESS OF ENTITY)
  
4. The relationship of the undersigned public officer or employee, or spouse or child of such officer or employee, to the business entity named in Item 3 above is [check applicable spaces]:
  - ( ) Officer; ( ) Partner; ( ) Associate; ( ) Sole proprietor; ( ) Stockholder; ( ) Director; ( ) Owner of in excess of 5% of the assets or capital stock in such business entity; ( ) Employee; ( ) Contractual relationship with the business entity;
  - ( ) Other, please describe:

**SIGNATURE**

SIGNATURE	DATE SIGNED	DATE FILED

**NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES s. 112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.**



**APPLICATION TO SERVE ON A  
LEE COUNTY ADVISORY COMMITTEE**  
(PLEASE TYPE OR PRINT)

<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.:			
<b>Name:</b>	<b>Last</b>	<b>First</b>	<b>Middle Initial</b>
<b>Residence Address:</b>			
<b>Street</b>	<b>City</b>	<b>Zip Code</b>	
Commission District: <input type="checkbox"/> #1 Manning <input type="checkbox"/> #2 Bigelow <input type="checkbox"/> #3 Judah <input type="checkbox"/> #4 Hall <input type="checkbox"/> #5 Mann			
<b>Business Address:</b>			
<b>Street</b>	<b>City</b>	<b>Zip Code</b>	
<b>Mailing Address:</b>			
<b>Street</b>	<b>City</b>	<b>Zip Code</b>	
<b>Phone No.</b>			
	<b>Home</b>	<b>Cell</b>	<b>Business</b>
<b>E-Mail Address:</b>			
<input type="checkbox"/> <b>Go Paperless:</b> I agree to receive communications concerning my membership via email.			

I hereby submit my name for consideration to serve in an advisory capacity to the Board of Lee County Commissioners on the following Advisory Committee:

\_\_\_\_\_  
Name of Advisory Committee

Employer: \_\_\_\_\_

Address : \_\_\_\_\_

Phone No. \_\_\_\_\_

**APPLICATION TO SERVE ON A  
LEE COUNTY ADVISORY COMMITTEE – CONTINUED**

My qualifications to be eligible are as follows:

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Do you or anyone in your immediate family have any business or contractual relationships with the County?  Yes  No

If you checked Yes, please provide Conflict of Interest form.

Have you ever been convicted of any felony or misdemeanor offense?  Yes  No

If "Yes", please explain (you may omit minor traffic violations and any offense committed as a minor).

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Have you ever worked for the Lee County Board of County Commissioners?  Yes  No

➤ If "Yes", please list position, department, start and end date:

Do you have any relatives currently working for the Lee County Board of County Commissioners:  Yes  No

➤ If "Yes", please list name(s) and department(s): \_\_\_\_\_

If applicable, attach a resume of additional personal and professional qualifications and experience that pertains to the above.

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Signature Date

- 1) Some of the Boards and Committees appointed by the Board of County Commissioners are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law and you may be required to file a Form 1 Financial Disclosure.
- 2) Lee County, an equal opportunity/affirmative action employer, considers the selection and appointment of persons to advisory committees in a non-discriminatory manner consistent with the requirements of Federal, State and Local non-discrimination laws.

PLEASE RETURN THIS COMPLETED FORM TO:

LEE COUNTY PUBLIC RESOURCES  
ADVISORY COMMITTEES  
P.O. BOX 398  
FORT MYERS, FL 33902-0398

You may also submit your application for consideration by faxing to 239-485-2149 or by email to [advisorycommittees@leegov.com](mailto:advisorycommittees@leegov.com).



Committee ID# \_\_\_\_\_  
(Office Use Only)

Lee County complies with Local State and Federal laws, regulations and guidelines that prohibit discrimination based on race, sex, color, national origin, handicap, age or marital status.

**STATUTORILY CREATED REQUIRED COMMITTEE REPORTING DATA**

Lee County is required by the State of Florida to collect and maintain the information requested below for statistical reporting purposes only. This information will be maintained separately from your application and will not be considered in the application evaluation process.

The information provided is required by State Statute, however, you have the right not to disclose any or all of this information. This form must be returned to the department of Lee County Public Resources.

Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Choose Not to Disclose
Handicapped/Disabled	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Choose Not to Disclose

If you require special assistance or accommodations, please contact the EEO Office at 239.533.2221.

If special accommodations are required, please specify:

\_\_\_\_\_

+++++

**RACIAL/ETHNIC DATA (CHECK ONE)**

- WHITE: (Not of Hispanic Origin):** All persons having origins in any of the original people of Europe, North Africa or the Middle East.
- BLACK: (Not of Hispanic Origin):** All persons having origins in any of the Black racial groups of Africa.
- ASIAN OR PACIFIC ISLANDER:** All persons having origins in any of the original Peoples of the Far East, Southeast Asia, the Indian Subcontinent or the Pacific Islands. This area includes, for example: China, Japan, Korea, the Philippine Islands and Samoa.
- AMERICAN INDIAN OR ALASKAN NATIVE:** All persons having origins in any of the original Peoples of North America and who maintain cultural identification through tribal affiliation or community recognition.
- HISPANIC:** All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin regardless of race.
- CHOOSE NOT TO DISCLOSE.**