12. **CITY MANAGER**

a. Informational Items

xii. March 2009 Visitor Profile and Occupancy Analysis

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

March 2009 Visitor Profile and Occupancy Analysis
May 8, 2009

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

davidson peterson associates
a division of Digital Research, Inc.

providing direction in travel & tourism

Executive Summary
March 2009

Throughout this report, statistically significant differences between percentages for 2008 and 2009 are noted by < >.

Executive Summary

- Average per person per day expenditures were still down in March over last year, with March's average at $128.96, a 6.5% decrease from March 2008 ($137.98). As with January and February, though, March's average was higher than the previous month, trending upwards.
- Slight decreases in occupancy rates coupled with sharp drops in ADR in two of the lodging categories led March's total visitor expenditures to be down slightly as compared to March 2008. Total visitor expenditures for March 2009 are estimated at $404 million, down from $417 million in March 2008.
- The shift noticed in the past several months towards the more cost-effective condos and vacation homes appears to have evened out, for the second month in a row. The proportion of visitors staying in the various types of lodging properties is about the same as it was one year ago. Two in five visitors in March 2009 stayed in hotels/motels (39%) – the same proportion as did so in March 2008. Nearly one-third stayed in condos or vacation homes (30%), very similar to the proportion staying in condos/vacation homes in March 2008 (28%). Identical to March 2008, one-fourth stayed with friends and relatives (27%).
- Travelers appear pleased with the quality of the accommodations in Lee County, with half reporting that the quality of their accommodations exceeded their expectations (50%). This is a higher proportion than in March 2008 (37%).
- Visitor satisfaction remains extremely high, with 91% of March 2009 visitors reporting being *very satisfied* (55%) or *satisfied* (36%) with their visit, 86% are likely to return to Lee County, and two-thirds of those are likely to return next year (64%). More March 2009 visitors express some dissatisfaction with *beach seaweed* than in March 2008 (29% vs. 17%). This same point of dissatisfaction was seen in February.
- March 2009 visitors are about 47 years old, and average annual household income remains high at more than $93,000. Similar to last March, college students on spring break likely make up a sizable portion of March visitors, with 19% of all visitors being under the age of 25 (18% for March 2008).
- Visitors are not spending any fewer days while visiting Lee County, as they report spending 8.4 days in the County during March 2009 as compared to 8.0 days in March 2008.

Executive Summary

- Unlike the slight increases seen in January and February, March 2009 saw a slight decrease in occupancy and a larger decrease in ADR among Lee County properties. Average occupancy rates decreased from March 2008 (-4.6%) to an average of 77.6%. All three lodging types experienced decreases in occupancy.
- Overall average daily rates dropped in March 2009 – from $199.14 in March 2008 to $145.81 in March 2009 (-26.8%). Hotels/motels/resorts showed the largest percentage decrease (-30.3%), while condos/cottages/vacation homes showed less of a decrease (-15.4%) and RV parks/campgrounds actually showed an increase (+5.9%).
- Overall RevPAR was down from March 2008 (-30.1%), due to a decrease for condos/vacation homes (-23.3%) and hotels/motels/resorts (-32.9%) with an increase for RV parks/campgrounds (+3.1%).
- In March, available roomnights increased overall (+5.2%), while occupied roomnights remained about the same (+0.4%), condos/vacation homes experienced a drop in both available roomnights (-6.9%) and occupied roomnights (-15.6%). Hotel/motel/resort available roomnights increased (+3.9%), while occupied roomnights stayed the same thus showing the decrease in occupancy.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
Property Managers Responding	137	146		134	151		134/137	148/151	
Hotel/Motel/Resort/B&B	75.0%	72.2%	-3.7%	$232.44	$161.96	-30.3%	$174.26	$116.94	-32.9%
Condo/Cottage/Vacation Home	86.1%	78.1%	-9.3%	$261.73	$221.30	-15.4%	$225.44	$172.91	-23.3%
RV Park/Campground	90.7%	88.4%	-2.5%	$46.33	$49.05	5.9%	$42.04	$43.36	3.1%
AVERAGE	81.3%	77.6%	-4.6%	$199.14	$145.81	-26.8%	$161.83	$113.08	-30.1%

- Unlike the decreasing pessimism seen in prior months, property managers in March 2009 were more negative than they had been in March 2008 when comparing the current month's occupancy to the same month in the prior year. A larger proportion reported worse *revenue* in March 2009 than they had in March 2008 (64% versus 35%), as well as worse occupancy (58% vs. 39%).
- Projections for the next three months (April-June) remain low – with 59% reporting that reservations for the next three months are down (compared with 36% who responded similarly in March 2008). Thirty-eight percent report business as the same or better for the next three months, as compared to 59% who responded similarly last year.

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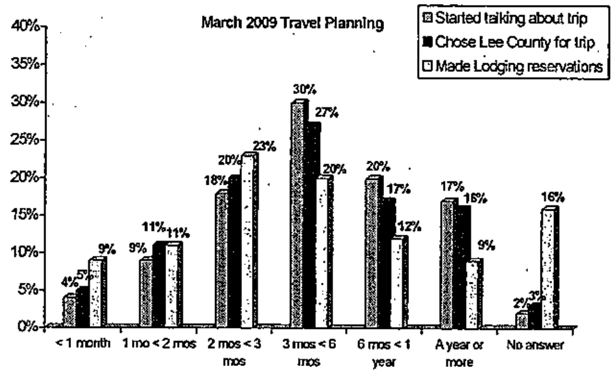
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2008	2009	2008	2009	2008	2009
Total Respondents	222	220	222	220	222	220
< 1 month	3%	4%	7%	5%	6%	9%
1 mo - < 2 mos	11%	9%	12%	11%	14%	11%
2 mos - < 3 mos	17%	18%	17%	20%	17%	23%
3 mos - < 6 mos	31%	30%	24%	27%	24%	20%
6 mos - < 1 year	19%	20%	16%	17%	13%	12%
A year or more	16%	17%	19%	16%	11%	9%
No answer	3%	2%	5%	3%	15%	16%

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



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Travel Planning

Reserved Accommodations		
	March	
	2008	2009
Total Respondents	222	220
Before leaving home	86%	83%
After arriving in FL	2%	<7%>
On the road, but not in FL	1%	<1%
No answer	11%	10%

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

Computer Access		
	March	
	2008	2009
Total Respondents	222	220
Yes	92%	92%
Home	24%	<33%>
Work	<4%>	1%
Both Home and Work	64%	58%
No	7%	7%

Q8: Do you have access to a computer?

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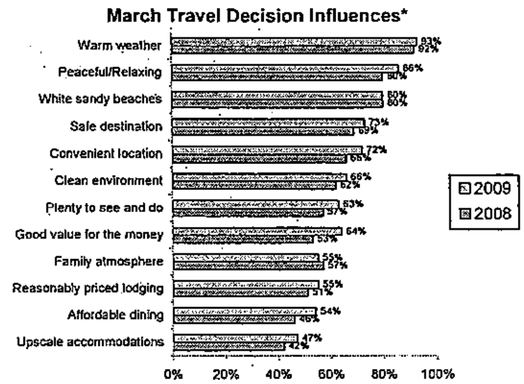
Travel Planning

March Travel Decision Influences*		
	2008	2009
Total Respondents	222	220
Warm weather	92%	93%
Peaceful/Relaxing	80%	86%
White sandy beaches	80%	80%
Safe destination	69%	73%
Convenient location	66%	72%
Clean environment	62%	66%
Good value for the money	53%	<64%>
Plenty to see and do	57%	63%
Family atmosphere	57%	55%
Reasonably priced lodging	51%	55%
Affordable dining	46%	54%
Upscale accommodations	42%	47%

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

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



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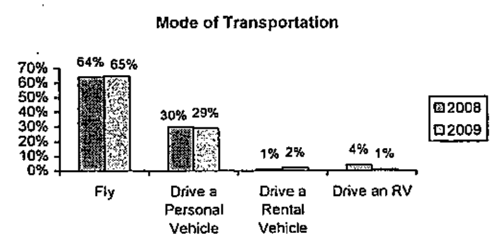
Trip Profile

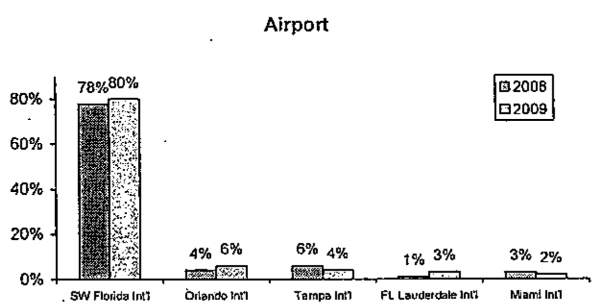
Mode of Transportation		
	2008	2009
Total Respondents	222	220
Fly	64%	65%
Drive a Personal Vehicle	30%	29%
Drive a Rental Vehicle	1%	2%
Drive an RV	<4%>	1%
Other/No answer	1%	2%

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



Airport		
	2008	2009
Total Respondents who Arrived by Air	142	143
SW Florida Int'l	78%	80%
Orlando Int'l	4%	6%
Tampa Int'l	6%	4%
Ft. Lauderdale Int'l	1%	3%
Miami Int'l	3%	2%
Sarasota/Bradenton	1%	1%
Other/No Answer	7%	5%

Q2: At which Florida airport did you land?



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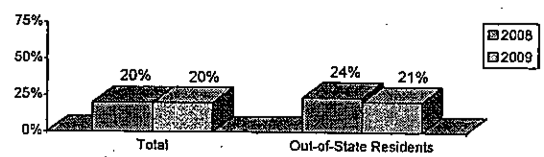
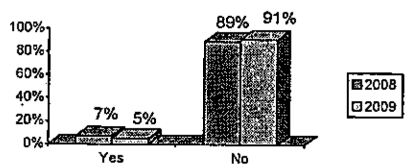
Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2008	2009	2008	2009	2008	2009	2008	2009
Total Respondents	222	220	4	4	168	178	20	29
Yes	27%	25%	N/A	N/A	24%	21%	N/A	N/A
No	70%	73%	N/A	N/A	75%	75%	N/A	N/A
No answer	3%	2%	N/A	N/A	1%	2%	N/A	N/A

Q20: Is this your first visit to Lee County?
**Note: N/A = Insufficient number of responses for statistical analysis.*





First Time Visitors to Florida		
	2008	2009
Total Respondents	222	220
Yes	7%	5%
No	89%	91%
No Answer	2%	2%
*FL Residents**	2%	2%

Q18. Is this your first visit to Florida?

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

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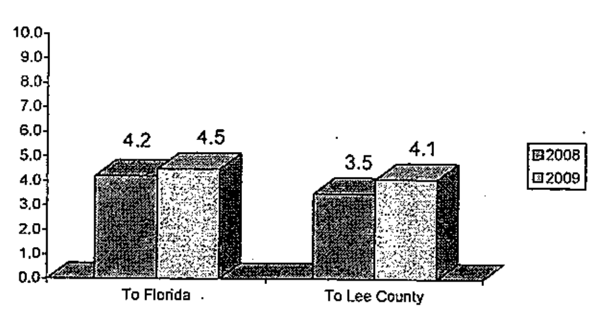
Trip Profile

Previous Visits in Five Years				
	Mean # of Visits To Florida		Mean # of Visits To Lee County	
	2008	2009	2008	2009
Base: Repeat Visitors	197 (FL res. Excl.)	201 (FL res. Excl.)	155	160
Number of visits	4.2	4.5	3.5	4.1

Q19: Over the past five (5) years, how many times have you visited Florida?
Q21: Over the past five (5) years, how many times have you visited Lee County?



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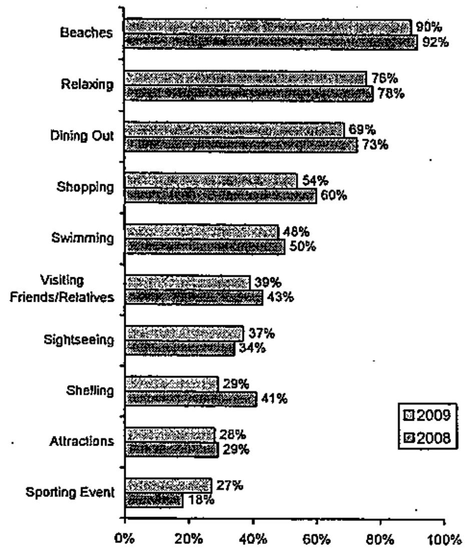
Trip Activities

March Activities Enjoyed		
	2008	2009
Total Respondents	222	220
Beaches	92%	90%
Relaxing	78%	76%
Dining out	73%	69%
Shopping	60%	54%
Swimming	50%	48%
Visiting Friends/Relatives	43%	39%
Sightseeing	34%	37%
Shelling	<41%>	29%
Attractions	29%	28%
Sporting Event	18%	<27%>
Exercise/Working Out	17%	19%
Bars/Nightlife	19%	19%
Photography	18%	18%
Watching Wildlife	19%	17%
Birdwatching	16%	16%
Bicycle Riding	19%	13%
Boating	11%	13%
Golfing	10%	11%
Fishing	11%	10%
Parasailing/Jet Skiing	5%	8%
Miniature Golf	<18%>	7%
Cultural Events	4%	5%
Kayaking/Canoeing	3%	5%
Tennis	3%	4%
Guided Tour	6%	3%
Scuba Diving/Snorkeling	2%	2%
Other	4%	5%

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



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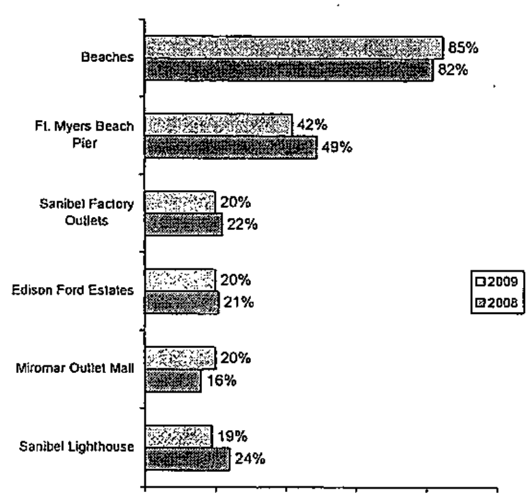
Trip Activities

March Attractions Visited		
	2008	2009
Total Respondents	224	220
Beaches	82%	85%
Ft. Myers Beach Pier	49%	42%
Sanibel Factory Outlets	22%	20%
Edison Ford Estates	21%	20%
Miromar Outlet Mall	16%	20%
Sanibel Lighthouse	24%	19%
Coconut Point Mall	13%	14%
Bell Tower Shops	17%	13%
Ding Darling National Wildlife Refuge	16%	13%
Periwinkle Place	<15%>	9%
Edison Mall	13%	9%
Shell Factory and Nature Park	<14%>	8%
Gulf Coast Town Center	7%	8%
Manatee Park	8%	5%
Broadway Palm Dinner Theater	1%	2%
Bailey-Matthews Shell Museum	5%	2%
Other	7%	<13%>
None/No Answer	3%	4%



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

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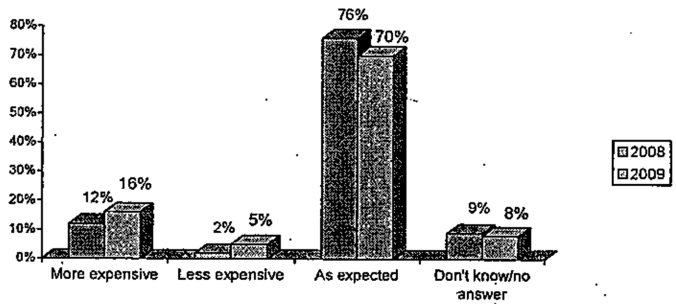
Lee County Experience

Perception of Lee County as Expensive		
	2008	2009
Total Respondents	222	220
More expensive	12%	16%
Less expensive	2%	5%
As expected	76%	70%
Don't know/no answer	9%	8%

Q31: 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



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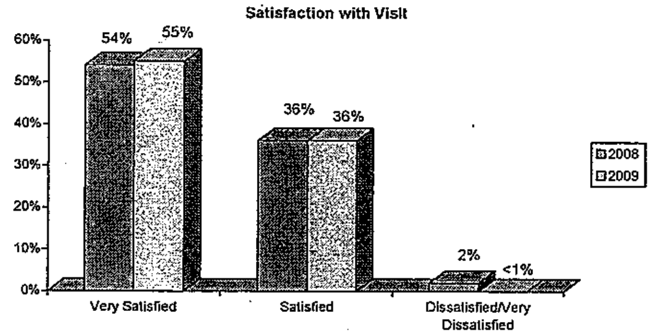
Lee County Experience

Satisfaction with Visit		
	2008	2009
Total Respondents	222	220
Satisfied	91%	91%
Very Satisfied	54%	55%
Satisfied	36%	36%
Neither	4%	2%
Dissatisfied/Very Dissatisfied	2%	<1%
Don't know/no answer	5%	6%

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

Satisfaction with Visit



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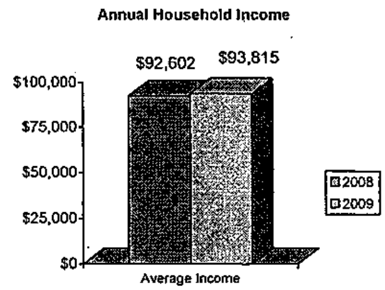
Visitor and Travel Party Demographic Profile

March Visitor Demographic Profile		
	2008	2009
Total Respondents	222	220
Vacations per year (mean)	2.8	2.7
Short getaways per year (mean)	4.2	4.3
Age of respondent (mean)	46.9	46.9
Annual household income (mean)	$92,602	$93,815
Marital Status		
Married	67%	62%
Single	24%	28%
Other	7%	7%



Q37: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q38: And how many short getaway trips, lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?
Q41: What is your age, please?
Q43: What is your total annual household income before taxes?
Q40: Are you: Married/Single/Other

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Visitor Origin and Visitation Estimates

Total March Visitation					
	%		Visitor Estimates		% Change
	2008	2009	2008	2009	2008-2009
Paid Accommodations	42%	42%	209,280	231,965	10.8%
Friends/Relatives	58%	58%	288,105	319,645	10.9%
Total Visitation			*497,385*	*551,610*	10.9%
March Visitor Origin – Visitors Staying in Paid Accommodations					
	2008	2009	2008	2009	
United States	88%	83%	184,744	192,515	4.2%
Canada	7%	9%	14,443	20,514	42.0%
Germany	-	3%	-	6,312	-
United Kingdom	1%	2%	2,887	4,734	64.0%
BeNeLux	1%	1%	1,506	1,578	4.8%
Scandinavia	1%	2%	1,506	4,734	214.3%
Ireland	1%	-	1,506	-	-
Other/No Answer	1%	1%	3,011	1,578	-47.6%
U.S. Region (Paid Accommodations)					
	2008	2009	2008	2009	
Florida	2%	1%	2,887	1,578	-45.3%
South (including Florida)	9%	16%	17,320	29,982	73.1%
Midwest	43%	47%	79,382	89,946	13.3%
Northeast	30%	34%	56,289	66,276	17.7%
West	2%	-	2,887	-	-
No Answer	16%	4%	28,866	7,890	-72.7%

2009 Top DMAs (Paid Accommodations)		
Boston (Manchester, NH)	12%	23,670
Minneapolis-Saint Paul	10%	18,936
Indianapolis	9%	17,358
New York	7%	12,624
Detroit	5%	9,468
Hartford-New Haven	4%	7,890
Grand Rapids-Kalamazoo	2%	4,734
Des Moines-Ames	2%	4,734
Philadelphia	2%	4,734

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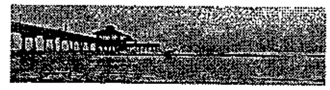
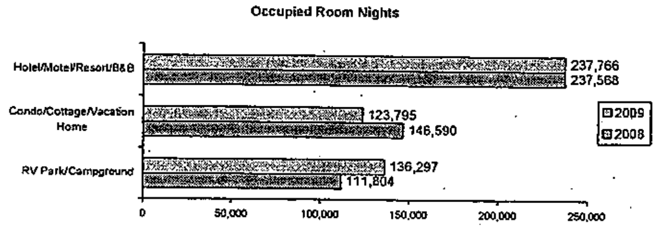
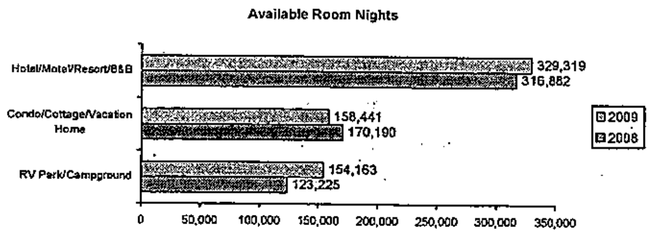


March Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2008	2009	% Change	2008	2009	% Change
Hotel/Motel/Resort/B&B	237,568	237,766	0.1%	316,882	329,319	3.9%
Condo/Cottage/Vacation Home	146,590	123,795	-15.6%	170,190	158,441	-6.9%
RV Park/Campground	111,804	136,297	21.9%	123,225	154,163	25.1%
Total	495,962	497,858	0.4%	610,297	641,923	5.2%





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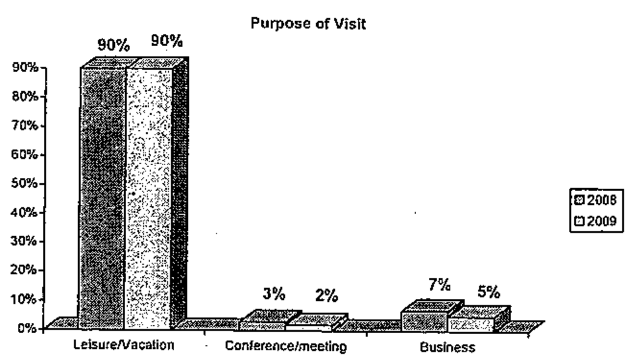
Lodging Management Estimates

March Guest Profile		
	2008	2009
Property Managers Responding	125	136
Purpose of Visit		
Leisure/Vacation	90%	90%
Conference/meeting	3%	2%
Business	7%	5%
Property Managers Responding	128	147
Average guests per room	2.8	2.7
Property Managers Responding	127	145
Average length of stay in nights	9.7	8.7

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



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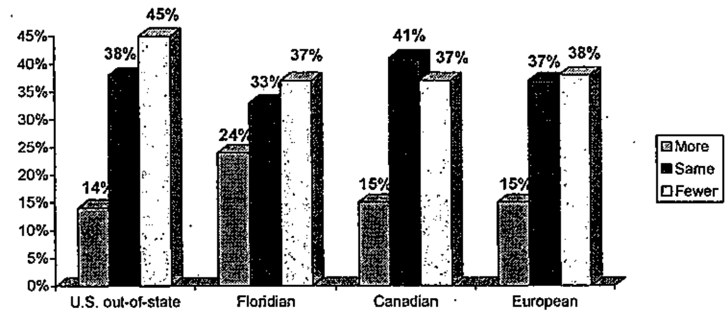
Occupancy Barometer

Origin of Guests for Next 3 Months Compared to Last Year								
Property Managers Responding (107/119 Minimum)	More		Same		Fewer		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
U.S. out-of-state	21%	14%	44%	38%	27%	<45%>	8%	4%
Floridian	23%	24%	<47%>	33%	22%	<37%>	8%	6%
Canadian	<28%>	15%	33%	41%	22%	<37%>	<17%>	8%
European	<25%>	15%	41%	37%	18%	<38%>	17%	10%

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

Origin of Guests for Next 3 Months Compared to Last Year
March 2009



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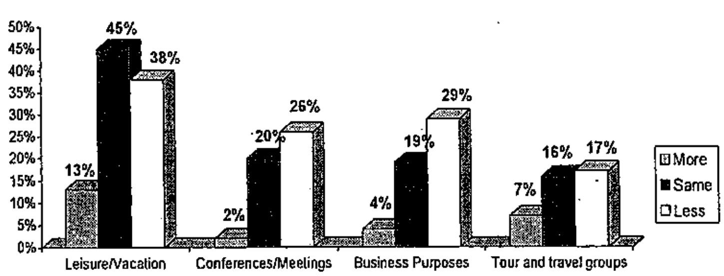
Occupancy Barometer

Type of Travelers for Next 3 Months Compared to Last Year								
Property Managers Responding (97/116 Minimum)	More		Same		Less		Not Applicable	
	2008	2009	2008	2009	2008	2009	2008	2009
Leisure/vacation	<28%>	13%	45%	45%	23%	<38%>	5%	4%
Conferences/Meetings	4%	2%	<31%>	20%	26%	26%	38%	<52%>
Business Purposes	2%	4%	<40%>	19%	25%	29%	33%	<48%>
Tour and travel groups	8%	7%	<29%>	16%	21%	17%	42%	<60%>

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

Type of Travelers for Next 3 Months Compared to Last Year
March 2009



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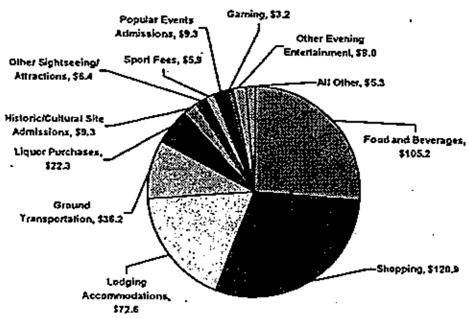
Total Visitor Expenditures by Spending Category

	MARCH TOTAL EXPENDITURES		
	2008	2009	% Change
TOTAL	$417,230,152	$404,575,609	-3.0%
Shopping	$104,666,247	$120,882,328	15.5%
Food and Beverages	$108,667,638	$105,156,636	-3.2%
Lodging Accommodations	$98,767,125	$72,590,273	-26.5%
Ground Transportation	$36,659,527	$36,247,280	-1.1%
Liquor Purchases	$20,308,066	$22,299,208	9.8%
Historic/Cultural Site Admissions	$8,943,487	$9,349,644	4.5%
Other Evening Entertainment	$7,062,917	$7,960,084	12.7%
Other Sightseeing/Attractions	$8,817,297	$6,408,457	-27.3%
Sport Fees	$8,737,770	$5,879,899	-32.7%
Popular Events Admissions	$7,204,967	$9,256,472	28.5%
Gaming	$3,634,031	$3,219,576	-11.4%
All Other	$3,761,080	$5,325,752	41.6%

2009 Total Expenditures (Millions)



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the beaches of FORT MYERS SANIBEL

Total Visitor Expenditures by Spending Category

	ALL PROPERTIES					
	Staying in Paid Accommodations			Visiting Friends and Relatives/ Day Trippers		
	2008	2009	% Change	2008	2009	% Change
TOTAL	$283,082,782	$218,290,904	-22.9%	$134,147,370	$186,284,705	38.9%
Shopping	$58,553,483	$54,418,581	-7.1%	$46,112,764	$66,463,747	44.1%
Food and Beverages	$62,740,734	$44,894,107	-28.4%	$45,926,904	$60,262,529	31.2%
Lodging Accommodations	$98,767,125	$72,590,273	-26.5%	$0	$0	-
Ground Transportation	$24,535,335	$17,414,284	-29.0%	$12,124,192	$18,832,996	55.3%
Liquor Purchases	$11,330,254	$8,143,709	-28.1%	$8,977,812	$14,155,499	57.7%
Historic/Cultural Site Admissions	$4,178,863	$3,640,603	-12.9%	$4,764,624	$5,709,041	19.8%
Other Evening Entertainment	$3,189,660	$2,620,483	-17.8%	$3,873,257	$5,339,601	37.9%
Other Sightseeing/Attractions	$5,243,453	$3,493,551	-33.4%	$3,573,844	$2,914,906	-18.4%
Sport Fees	$6,125,271	$3,670,852	-40.1%	$2,612,499	$2,209,047	-15.4%
Popular Events Admissions	$3,142,087	$3,837,089	22.1%	$4,062,880	$5,419,383	33.4%
Gaming	$3,036,146	$1,488,306	-51.0%	$597,885	$1,731,270	189.6%
All Other	$2,240,371	$2,079,066	-7.2%	$1,520,709	$3,246,686	113.5%

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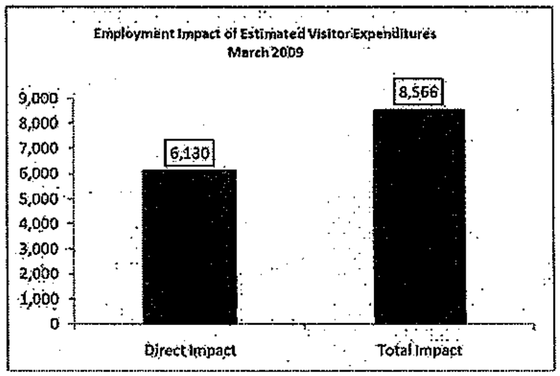
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

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

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.)



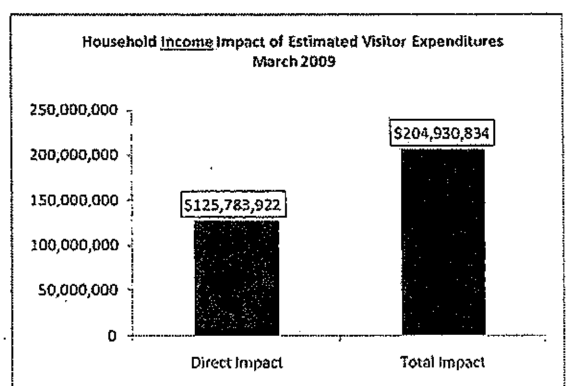
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.)



March 2009 Interviewing Statistics

Visitor Profile Interviewing Statistics			
City	Event/Location	Interviewing Dates	Number of Interviews*
Ft. Myers	City of Palms Park	3/6/2009	7
Ft. Myers	City of Palms Park	3/8/2009	7
Ft. Myers	Summerlin Square Trolley	3/10/2009	9
Ft. Myers Beach	Pink Shell Resort	3/10/2009	20
Ft. Myers	Hammond Stadium	3/14/2009	12
Ft. Myers Beach	The Pier	3/14/2009	20
Sanibel	Holiday Inn	3/12/2009	14
Sanibel	Gulf Breeze	3/12/2009	8
Sanibel	Surfside Resort	3/12/2009	8
Bonita Springs	Dog Beach	3/16/2009	11
Bonita Springs	Bonita Beach Park	3/16/2009	9
Ft. Myers Beach	Lani Kai	3/16/2009	19
Ft. Myers	Six Mile Cypress	3/19/2009	7
Ft. Myers	Edison Home	3/19/2009	21
Cape Coral	Cape Coral Yacht Club	3/24/2009	17
Sanibel	Sanibel Inn	3/25/2009	14
Sanibel	Loggerhead Cay	3/25/2009	6
Sanibel	Lighthouse Beach	3/25/2009	11
TOTAL			220

* The sample of surveys was balanced to provide an appropriate representation of interviews across Lee County for each month.

Occupancy Interviewing Statistics

Interviews were conducted from April 1 – April 15, 2009. Information was provided by 157 Lee County lodging properties.

March 2009

Lodging Type	Number of Interviews
Hotel/Motel/Resort/B&B	91
Condo/Cottage/Vacation Home/Timeshare	47
RV Park/Campground	19
Total	157