



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

Fall 2018 Visitor Profile and Occupancy Analysis

February 14, 2019

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

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Executive Summary

Fall 2018

A Note About “Statistical Significance”

(Statistically significant difference = a difference that is large enough that it is not likely to occur by chance)

This report includes comparisons between data collected last year (2017) and data collected this year (2018). In most cases, slight differences will be seen between the two years’ values due to random differences in the respondents taking the survey in each year. When these differences are not likely to be due to chance, then they are statistically significant.

A difference is said to be statistically significant (at the 95% confidence level) if the probability of the difference occurring purely by chance is less than 5%. In other words, if the same question were asked 100 times, these differences would be seen by chance in fewer than five of those instances.

Throughout this report, differences that rise to the level of statistical significance are marked by letters showing which column the marked percentage is significantly greater than. For example, the “A” in Column B of the table below indicates that 70% is statistically greater than the 60% in Column A.

2017 A	2018 B
60%	70%A

Executive Summary

Visitation Estimates

- During the fall of 2018, Lee County hosted just over 745,000 visitors staying in paid accommodations – a decrease from last fall (-5.2%). An additional 354,000 visitors stayed with friends or relatives, for a total of 1.1 million visitors.
- While fall 2018 visitation among paid accommodations guests decreased year-over-year, visitation among those staying with friends or relatives remained about the same (+0.5%). As a result, total visitation decreased slightly versus fall 2017.

Estimated Visitation	Fall 2017	Fall 2018	% Change
Paid Accommodations	786,552	745,739	-5.2%
Friends/Relatives	352,374	354,069	0.5%
Total Visitation	1,138,926	1,099,808	-3.4%

Visitor Expenditures

- Fall 2018 visitors spent an estimated \$684 million during their stay in Lee County, a decrease from last fall (-3.3).
- Expenditures among fall 2018 paid accommodations guests amounted to \$500.6 million (73% of the total), representing a decrease of 5% year-over-year. Those staying with friends or relatives contributed the remaining \$183.5 million.

Estimated Expenditures	Fall 2017	Fall 2018	% Change
Paid Accommodations	\$526,825,538	\$500,621,570	-5.0%
Friends/Relatives	\$180,495,204	\$183,559,794	1.7%
Total Expenditures	\$707,320,742	\$684,181,364	-3.3%

Note: Fall season refers to the period including October, November, and December when referenced throughout this report.

Visitor Origin

- Eight in ten fall 2018 visitors staying in paid accommodations reside within the United States (85% vs. 74% in 2017). The majority of international visitors staying in paid accommodations come from Germany and Canada (4% each), followed by Scandinavia and the UK (2% each).
- Two in five domestic paid accommodations visitors came from the Midwest (42%). One-third arrived from the South (30%), followed by 22% arriving from the Northeast. A small minority came from the West (6%).
- During fall 2018, the Lee County lodging industry drew the largest proportion of its domestic visitors from the New York, Philadelphia, Miami-Fort Lauderdale, Chicago, and Cincinnati DMAs.

Fall 2018 Top DMAs (Paid Accommodations)		
DMA	%	Visitor Estimate
New York	6%	35,388
Philadelphia	5%	30,333
Miami-Fort Lauderdale	5%	30,333
Chicago	5%	28,648
Cincinnati	5%	28,648
Detroit	4%	25,277
Minneapolis-Saint Paul	3%	21,907
Boston (Manchester, NH)	3%	20,222
Indianapolis	3%	20,222
Atlanta	3%	18,537

Visitors Staying in Paid Accommodations					
Fall Season	%		Visitor Estimates		Direction of Change
	2017	2018	2017	2018	
Country of Origin					
United States	74%	85%	582,292	633,617	+
Germany	8%	4%	59,449	31,290	-
Canada	9%	4%	74,692	29,986	-
Scandinavia	2%	2%	13,719	15,645	+
UK	4%	2%	35,059	13,037	-
Latin America	<1%	1%	1,524	7,822	+
France	<1%	<1%	3,049	2,607	-
Other International	2%	2%	16,768	11,734	-

Visitors Staying in Paid Accommodations					
Fall Season	%		Visitor Estimates		Direction of Change
	2017	2018	2017	2018	
U.S. Region of Origin					
Florida	5%	10%	27,265	65,721	+
South (including Florida)	22%	30%	130,480	188,737	+
Midwest	48%	42%	278,488	267,939	-
Northeast	24%	22%	140,218	138,183	-
West	6%	6%	33,107	38,759	+

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Trip Planning

- Fall 2018 visitors planned their Lee County trip well ahead of their arrival. Three in five visitors chose Lee County as their destination *three months or more* in advance. Among those staying in paid accommodations, over half made their lodging reservations within that window as well.
 - 58% chose Lee County for trip (vs. 64% in 2017)
 - 54% made lodging reservation (vs. 62% in 2017)
- Three out of four fall visitors claim to have visited one or more websites when planning their trip to Lee County (75%). Visitors most often mention using *airline websites* (34%), followed by *search engines* (22%), *hotel websites* (22%), *TripAdvisor* (21%), and *booking websites* (20%).
- The characteristics most likely to influence the decision to visit Lee County in fall 2018 included:
 - *Warm weather* (84%);
 - *Peaceful/relaxing* (79%);
 - *White sandy beaches* (73%);
 - *A safe destination* (72%);
 - *Convenient location* (66%); and
 - *Clean, unspoiled environment* (65%).

Visitor Profile

- Three in four visitors flew to Lee County (77% vs. 82% in 2017), and the majority of those flyers arrived at Southwest Florida International Airport (81%).
- On average, fall 2018 visitors stayed in Lee County for about 9 days. The majority reported they came to Lee County for a vacation (74%). Eight in ten were repeat visitors (80% vs. 81% in 2017) who averaged six to seven trips to Lee County in the past five years.

Visitor Profile (cont'd)

- Seven in ten fall 2018 paid accommodation guests said they were staying in hotel/motel/resort/B&B properties (69%), with three in ten staying in condo/vacation home properties (29%), and far fewer in RV parks/campgrounds (2%). Nearly all reported that the quality of their lodging either *met their expectations* (60%) or *far exceeded/exceeded their expectations* (37%).
- During their trip, fall visitors enjoyed various activities in Lee County, most commonly: *beaches* (86%), *dining out* (72%), *relaxing* (67%), *shopping* (53%) and *swimming* (49%). Four in ten fall visitors took a day trip outside of Lee County (42%) while visiting the area, with many venturing to Naples (27%).
- Visitors continued to be highly satisfied with their stay in Lee County. Almost all fall 2018 visitors indicated they were either *very satisfied* (55%) or *satisfied* (39%) with their visit.
- Nine in ten fall visitors indicated they will recommend Lee County to a friend over other areas in Florida (87%). Even more intend to return to Lee County themselves (92%), with half planning to come back next year (53%).
- When asked what they liked least about the area, one-fourth of visitors cited *traffic* (26%) or *Red Tide* (25%) as negative aspects of their trip. *Beach seaweed* (17%), *insects* (13%), and *water quality* (13%) were also listed by visitors as negative aspects of their trip.
- The demographic composition of Fall 2018 visitors can be summarized as follows:
 - 53 years of age on average
 - \$107,800 household income on average
 - 75% married
 - 42% traveling as a couple
 - 37% traveling as a family
 - 74% traveling *without* children
 - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, *available* room nights saw an increase of 5.3% from fall 2017 to 2018, while *occupied* room nights dropped 5.5%. Condos/cottages/vacation homes and RV parks/campground saw an increase in *available* room nights, while hotels/motels/resorts saw a slight decline (-1.1%). RV parks/campgrounds experienced growth in *occupied* room nights, while hotels/motels/resorts and condos/cottages/vacation homes encountered significant decreases (-13.6% and -9.8% respectively).

Fall Season	Occupied Room Nights			Available Room Nights		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	774,374	668,863	-13.6%	1,049,888	1,037,862	-1.1%
Condo/Cottage/Vacation Home	238,714	215,380	-9.8%	410,153	440,582	7.4%
RV Park/Campground	358,216	411,745	14.9%	532,403	619,804	16.4%
Total	1,371,304	1,295,988	-5.5%	1,992,444	2,098,248	5.3%

- As a result, the industry-wide average occupancy rate in Lee County for the fall season decreased 10.2% year-over-year. When compared with last fall, all lodging categories experienced a decrease in average occupancy rates, with condos/cottages/vacation homes seeing the largest drop (-16.0%).
- Lee County's overall average daily rate for the fall season saw a slight drop year-over-year. Condos/vacation homes and RV parks/campgrounds experienced increases (+19.0% and +4.5%), while hotels/motels/resorts experienced a drop in ADR when compared with last year (-3.5%)
- Consequently, the overall decreases in both average occupancy rate and ADR translated to an 11.3% decline in RevPAR from fall 2017 to 2018.

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	73.8%	64.5%	-12.6%	\$139.24	\$134.38	-3.5%	\$102.70	\$86.60	-15.7%
Condo/Cottage/Vacation Home	58.2%	48.9%	-16.0%	\$176.19	\$209.65	19.0%	\$102.55	\$102.49	-0.1%
RV Park/Campground	67.3%	66.4%	-1.3%	\$52.61	\$54.98	4.5%	\$35.40	\$36.52	3.2%
OVERALL	68.8%	61.8%	-10.2%	\$123.04	\$121.66	-1.1%	\$84.68	\$75.14	-11.3%

Lodging Industry Assessments (cont'd)

- According to reports from Lee County property managers, reservations as of mid-January for the 2019 winter season (January, February, and March) suggest that business will be slightly worse than last winter. While one-third of responding managers noted that their total level of reservations for the winter season are *up* (31% vs. 44% last winter), slightly more claim that reservations are *down* (37% vs. 15% last winter). One-fifth say that their reservations are the same as last winter (22%).

Fall 2018 Lee County Snapshot

Total Visitation				
Fall Season	%		Visitor Estimates	
	2017	2018	2017	2018
Paid Accommodations	69%	68%	786,552	745,739
Friends/Relatives	31%	32%	352,374	354,069
Total Visitation			1,138,926	1,099,808

Visitor Origin - Visitors Staying in Paid Accommodations				
Fall Season	%		Visitor Estimates	
	2017	2018	2017	2018
Florida	5%	10%	27,265	65,721
United States	74%	85%	582,292	633,617
Canada	9%	4%	74,692	29,986
Germany	8%	4%	59,449	31,290
UK	4%	2%	35,059	13,037
Other International	4%	6%	35,059	37,808

Total Visitor Expenditures			
Fall Season	2017	2018	% Change
Total Visitor Expenditures	\$707,320,742	\$684,181,364	-3.3%
Paid Accommodations	\$526,825,538	\$500,621,570	-5.0%

First-Time/Repeat Visitors to Lee County		
Fall Season	2017	2018
First-time	17%	17%
Repeat	81%	80%

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	73.8%	64.5%	-12.6%	\$139.24	\$134.38	-3.5%	\$102.70	\$86.60	-15.7%
Condo/Cottage/Vacation Home	58.2%	48.9%	-16.0%	\$176.19	\$209.65	19.0%	\$102.55	\$102.49	-0.1%
RV Park/Campground	67.3%	66.4%	-1.3%	\$52.61	\$54.98	4.5%	\$35.40	\$36.52	3.2%
OVERALL	68.8%	61.8%	-10.2%	\$123.04	\$121.66	-1.1%	\$84.68	\$75.14	-11.3%

Calendar YTD 2018 Lee County Snapshot

Total Calendar Year Visitation				
	%		Visitor Estimates	
	2017	2018	2017	2018
Paid Accommodations	63%	63%	3,027,400	3,038,997
Friends/Relatives	37%	37%	1,769,994	1,754,853
Total Visitation			4,797,394	4,793,850

Total Visitor Expenditures			
	2017	2018	% Change
Total Visitor Expenditures	\$3,085,172,003	\$3,116,791,419	1.0%
Paid Accommodations	\$2,222,342,586	\$2,239,802,711	0.8%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
	2017	2018	2017	2018
Florida	7%	11%	166,960	289,381
US	79%	86%	2,387,914	2,626,952
Germany	6%	4%	189,589	136,015
Canada	8%	4%	252,785	114,679
UK	3%	2%	81,252	49,339
Other International	4%	4%	115,860	112,012

First-Time/Repeat Visitors to Lee County		
	2017	2018
First-time	24%	19%
Repeat	74%	79%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	72.1%	69.4%	-3.8%	\$157.96	\$159.16	0.8%	\$113.93	\$110.45	-3.1%
Condo/Cottage/Vacation Home	66.8%	62.3%	-6.8%	\$213.71	\$208.47	-2.4%	\$142.84	\$129.82	-9.1%
RV Park/Campground	58.7%	59.4%	1.2%	\$56.11	\$54.64	-2.6%	\$32.94	\$32.47	-1.4%
OVERALL	67.6%	65.2%	-3.6%	\$146.07	\$142.07	-2.7%	\$98.69	\$92.55	-6.2%

Visitor Profile Analysis Fall 2018

A total of 946 interviews were conducted with visitors in Lee County during the Fall months of October, November, and December 2018. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

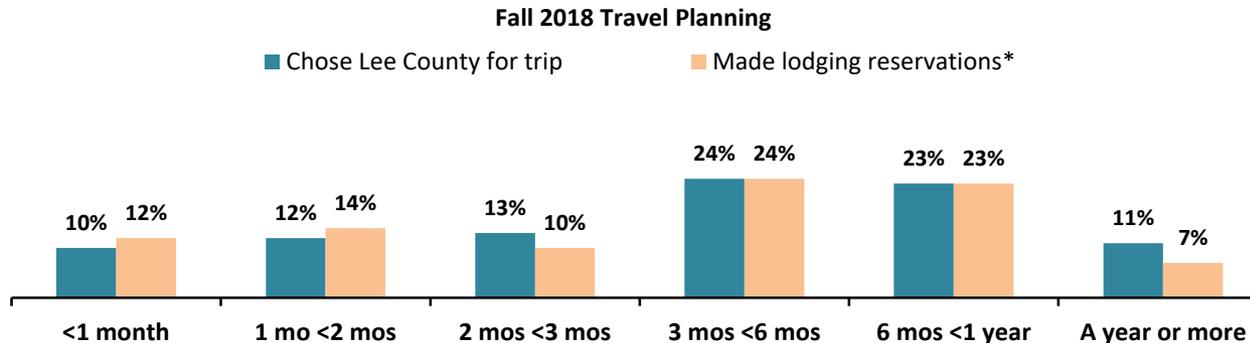
A total of 945 interviews were conducted with visitors in Lee County during the fall months of October, November, and December 2017. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

Travel Planning

Fall Season	Chose Lee County for Trip		Made Lodging Reservations*	
	2017 A	2018 B	2017 A	2018 B
Total Respondents	945	946	527*	582*
<u>Less than 3 months (NET)</u>	<u>29%</u>	<u>35% a</u>	<u>31%</u>	<u>36%</u>
<1 month	8%	10% a	8%	12% a
1 month - <2 months	10%	12%	11%	14%
2 months - <3 months	11%	13%	12%	10%
<u>3 months or more (NET)</u>	<u>64% b</u>	<u>58%</u>	<u>62% b</u>	<u>54%</u>
3 months - <6 months	25%	24%	27%	24%
6 months - <1 year	25%	23%	26%	23%
A year or more	15% b	11%	10%	7%
No Lodging Reservations Made	N/A	N/A	4%	6%
No Answer	7%	7%	3%	3%

Q4: When did you choose Lee County for this trip?

Q5: When did you make lodging reservations for this trip?



* Base: Among those staying in paid accommodations

Travel Planning

Considered Other Destinations*	
Summer Season	2018
Total Respondents	946
Yes	15%
No	84%
No Answer	1%

Q6: When you were planning this trip, did you consider any destinations other than Lee County?

**This question was added in January 2018, so prior year (2017) data is not available.*

Travel Websites Visited		
	2017	2018
Fall Season	A	B
Total Respondents	914	946
<u>Visited websites (net)</u>	<u>86%</u>	<u>75%</u>
Airline websites	46%	34%
Search engines	26%	22%
Hotel websites	23%	22%
Trip Advisor	19%	21%
Booking websites	20%	20%
AirBnb, VRBO, Home away, etc,	N/A	11%
Vacation rental websites	19%	10%
Visit Florida	5%	8% a
Facebook	8%	7%
www.FortMyers-Sanibel.com	7%	7%
Other	10%	10%
None/Didn't visit websites	13%	21% a
No Answer	1%	4%

Q7: While planning this trip, which of the following websites did you visit? (Please mark ALL that apply.)

Travel Planning

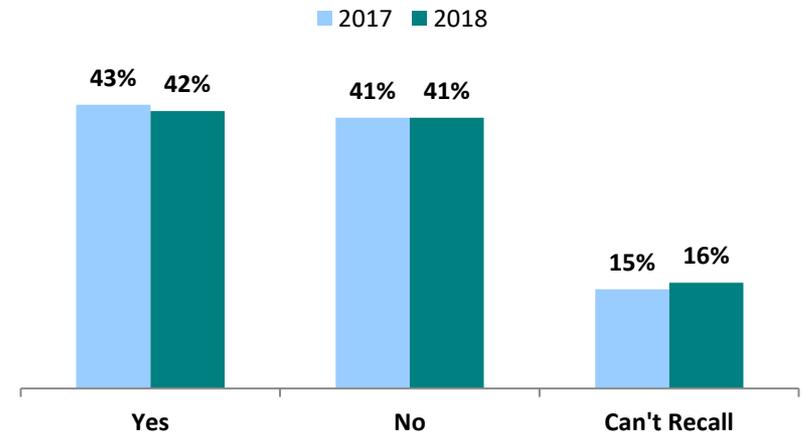
Travel Information Requested		
	2017	2018
Fall Season	A	B
Total Respondents	945	946
<u>Requested information (NET)</u>	<u>23%</u>	<u>17%</u>
Call hotel/motel/condo	6%	9% a
Visitor Guide	2%	2%
E-Newsletter	<1%	1%
Call local Chamber of Commerce	<1%	1%
Call VCB	<1%	1%
Other	6%	6%
<u>None/Did not request information</u>	<u>72%</u>	<u>82%</u>
No Answer	5%	1%

Q8: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions		
	2017	2018
Fall Season	A	B
Total Respondents	945	946
Yes	43%	42%
No	41%	41%
Can't Recall	15%	16%
No Answer	1%	1%

Q9: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

Recall of Lee County Promotions



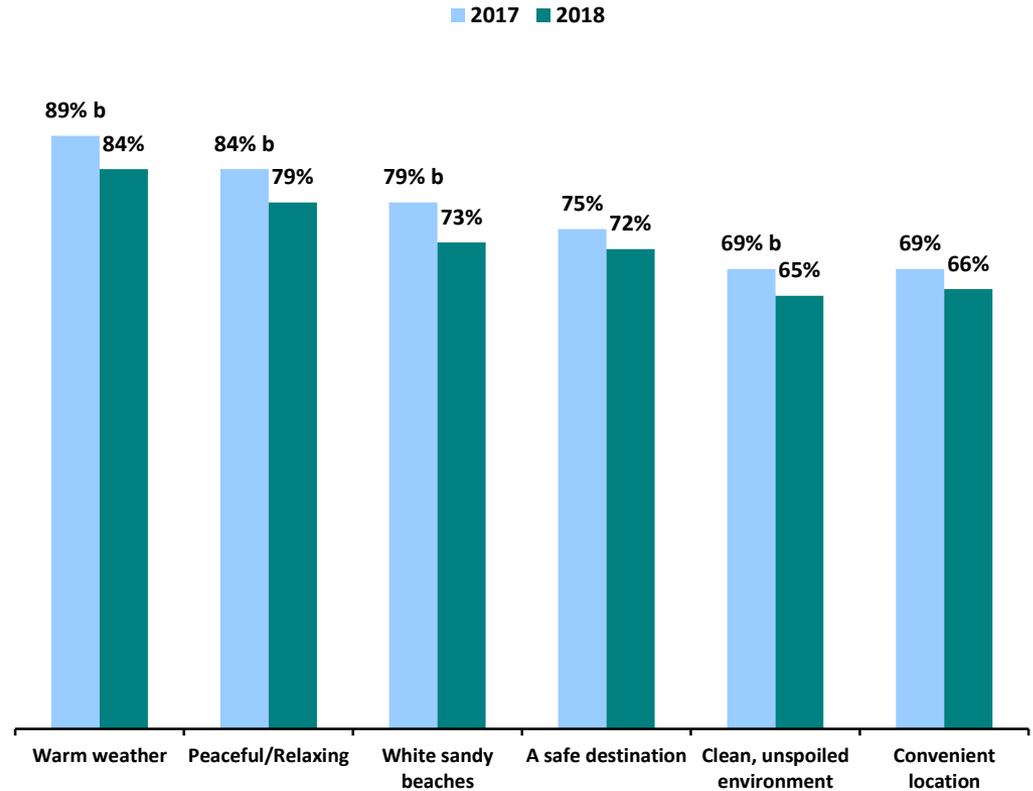
Travel Planning

Travel Decision Influences*		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Warm weather	89% b	84%
Peaceful/Relaxing	84% b	79%
White sandy beaches	79% b	73%
A safe destination	75%	72%
Clean, unspoiled environment	69% b	65%
Convenient location	69%	66%
Good value for the money	60%	58%
Plenty to see and do	60% b	56%
A "family" atmosphere	56%	55%
Reasonably priced lodging	51%	48%

Q10: 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 Decision Influences*



Trip Profile

Mode of Transportation		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Fly	82%	77%
Drive a personal vehicle	13%	18% a
Drive a rental vehicle	2%	4%
Drive an RV	2%	1%
Travel by bus	-	-
Other/No Answer	<1%	1%

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

Frequency of Using SWFL Int'l (Past Year)		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
<u>One or more trips (NET)</u>	<u>67% b</u>	<u>60%</u>
1 trip	36% b	29%
2 to 3 trips	22%	22%
4 to 5 trips	6%	5%
6 or more trips	4%	4%
None/No Answer	33%	40% a

Q3: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

Airport Used		
Fall Season	2017	2018
	A	B
Respondents Who Flew	777	724
SW Florida Int'l (Fort Myers)	79%	81%
Punta Gorda	7%	8%
Tampa Int'l	2%	3%
Orlando Int'l	2%	3%
Miami Int'l	5% b	2%
Ft. Lauderdale Int'l	3%	2%
Other/No Answer	2%	2%

Q2: At which Florida airport did you land?

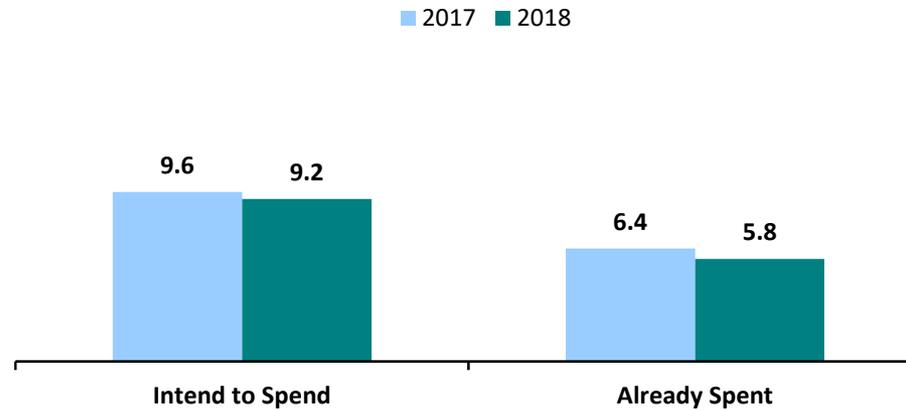
Trip Profile

Trip Length Mean # of Nights		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
# of Nights Intend to Stay	9.6	9.2
# of Nights Already Spent	6.4	5.8

Q12: How many nights in total do you intend to stay in either this town or city or in the immediate surrounding area on this trip?

Q13: How many nights have you already spent in this area on this trip?

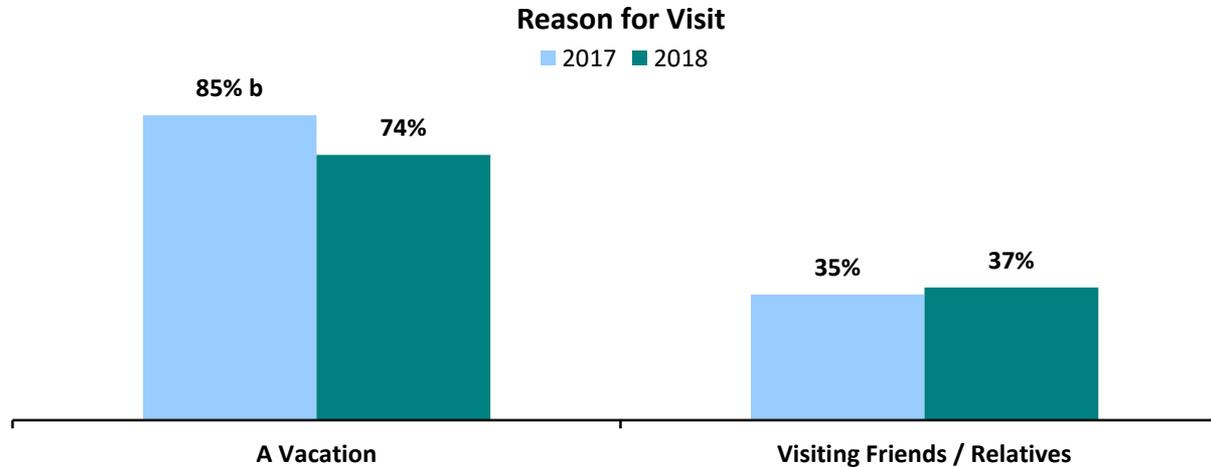
Trip Length (mean # of days)



Trip Profile

Reason(s) for Visit		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
A Vacation	85% b	74%
Visiting Friends/Relatives	35%	37%
Personal Business	2%	2%
Sporting Event(s)	1%	11% a
Meeting/Conference/ Convention/Trade Show	1%	1%
Other Business Trip	1%	1%
Other/No Answer	2%	5%

Q11: Did you come to our area for...(Please mark ALL that apply.)



Trip Profile

First Time Visitors to Lee County								
Fall Season	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	945	946	18**	47*	552	747	213	133
First-time visitor	17%	17%	N/A	11%	15%	17%	25%	23%
Repeat visitor	81%	80%	N/A	87%	83%	81%	74%	74%
No Answer	2%	3%	N/A	2%	2%	3%	1%	4%

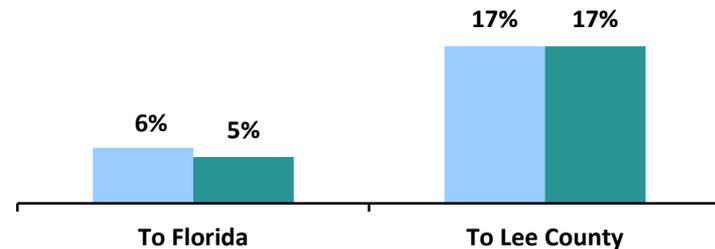
Q15: Is this your first visit to Lee County?

*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

■ 2017 ■ 2018



First Time Visitors to Florida		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Yes, first-time visitor	6%	5%
No	91%	86%
No answer	1%	4%
<i>FL Residents*</i>	2%	5% a

Q14: 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.

Previous Visits in Five Years		
Fall Season	Mean # of Visits to Lee County	
	2017	2018
	A	B
Base: Repeat Visitors	766	754
Number of visits	6.1	6.7

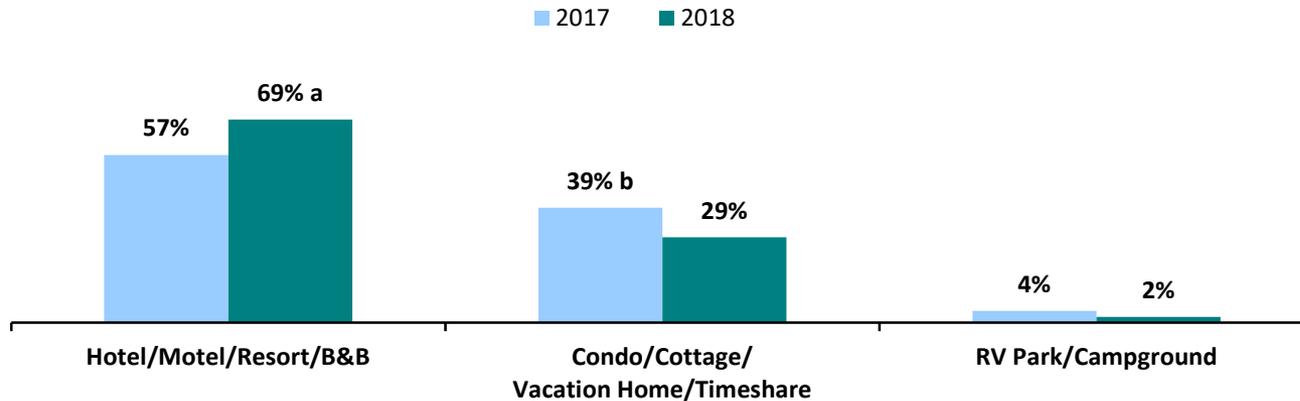
Q16: Over the past five (5) years, how many times have you visited Lee County?

Trip Profile

Type of Accommodations Used		
Fall Season	2017	2018
	A	B
Base: Total respondents staying in paid accommodations	527	582
<u>Hotel/Motel/Resort/B&B (NET)</u>	<u>57%</u>	<u>69% a</u>
At a hotel/motel/historic inn	31%	52% a
At a resort	25% b	15%
At a Bed and Breakfast	1%	2%
<u>Condo/Cottage/Vacation Home/Timeshare (NET)</u>	<u>39% b</u>	<u>29%</u>
<u>RV Park/Campground (NET)</u>	<u>4%</u>	<u>2%</u>

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

Type of Accommodations Used



Trip Profile

Community Staying In		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Fort Myers	17%	25% a
Sanibel Island	23%	21%
Fort Myers Beach	21%	19%
Cape Coral	13%	12%
Bonita Springs	5%	3%
North Fort Myers	3%	3%
Estero	3%	3%
Lehigh Acres	1%	1%
Captiva Island	1%	<1%
Other	1%	1%
Not staying overnight/ No Answer	13%	11%

Q31: In which community are you spending the most nights for your accommodations during this visit in the Fort Myers/Sanibel area? *(Please mark one.)*

Community Staying In				
Fall Season	2017		2018	
Accommodations:	Paid	Unpaid	Paid	Unpaid
	A	B	C	D
Total respondents	527	376	582	355
Fort Myers	10%	28% a	20%	34% c
Sanibel Island	32% b	11%	28% d	10%
Fort Myers Beach	26% b	16%	23% d	13%
Cape Coral	13%	14%	10%	15% c
Bonita Springs	4%	6%	2%	6% c
North Fort Myers	2%	6% a	2%	4% c
Estero	2%	5% a	3%	4%
Lehigh Acres	<1%	2%	1%	1%
Captiva Island	2% b	<1%	1%	<1%
Other	1%	<1%	<1%	1%
Not staying overnight/ No Answer	7%	12%	10%	11%

Trip Profile

Quality of Accommodations		
Fall Season	2017	2018
	A	B
Base: Total respondents staying in paid accommodations	527	582
Far exceeded/Exceeded expectations	37%	37%
Met your expectations	58%	60%
Did not meet/Far below expectations	2%	2%
No Answer	3% b	1%

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

Ratings by Subgroup								
Fall Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Base: Total respondents staying in paid accommodations	110	118	405	450	382	486	133	86
Far exceeded/Exceeded expectations	33%	43%	39%	36%	38%	37%	34%	40%
Met your expectations	57%	51%	57%	62% a	58%	61%	59%	56%
Did not meet/Far below expectations	4%	3%	1%	1%	2%	2%	1%	2%
No Answer	5%	2%	2%	1%	2%	1%	6%	2%

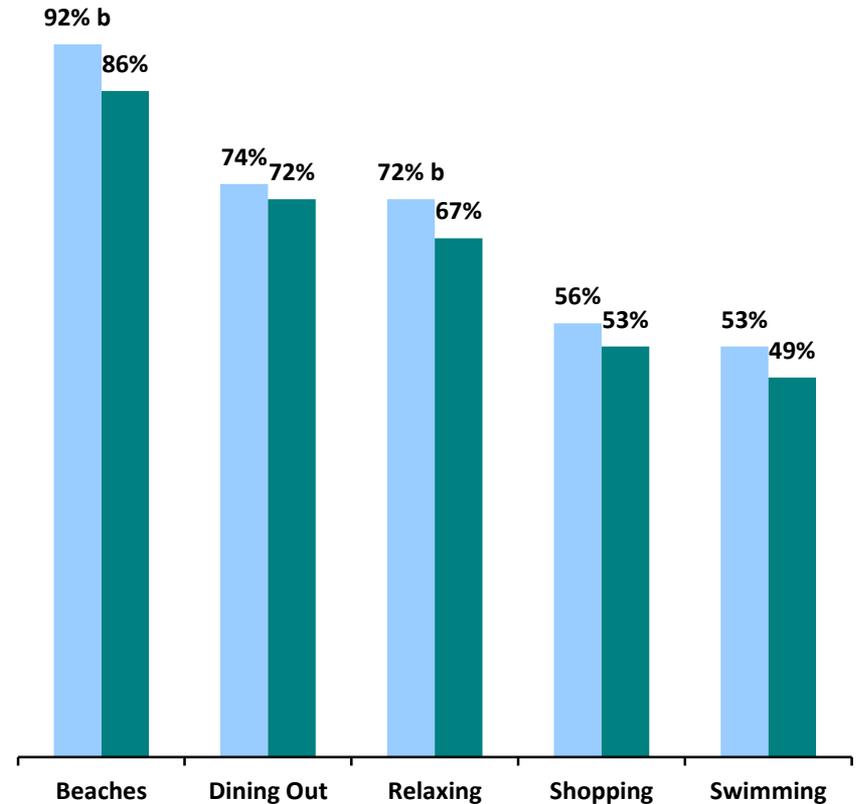
Trip Activities

Activities Enjoyed		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Beaches	92% b	86%
Dining Out	74%	72%
Relaxing	72% b	67%
Shopping	56%	53%
Swimming	53%	49%
Visiting Friends/Relatives	36%	34%
Sightseeing	33%	32%
Shelling	34%	31%
Watching Wildlife	25%	24%
Bicycle Riding	22%	21%
Attractions	18%	21%
Exercise / Working Out	18%	17%
Bars / Nightlife	16%	16%
Photography	17%	15%
Golfing	15%	14%
Boating	14%	13%
Sporting Event	3%	12% a
Birdwatching	13%	11%
Miniature Golf	7%	9%
Fishing	12% b	8%
Kayaking / Canoeing	11% b	8%
Cultural Events	4%	6% a
Guided Tour	4%	4%
Tennis	5% b	3%
Parasailing / Jet Skiing	3%	3%
Scuba Diving / Snorkeling	2%	1%
Other	3%	3%
No Answer	1%	1%

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

Top Activities Enjoyed

■ 2017 ■ 2018

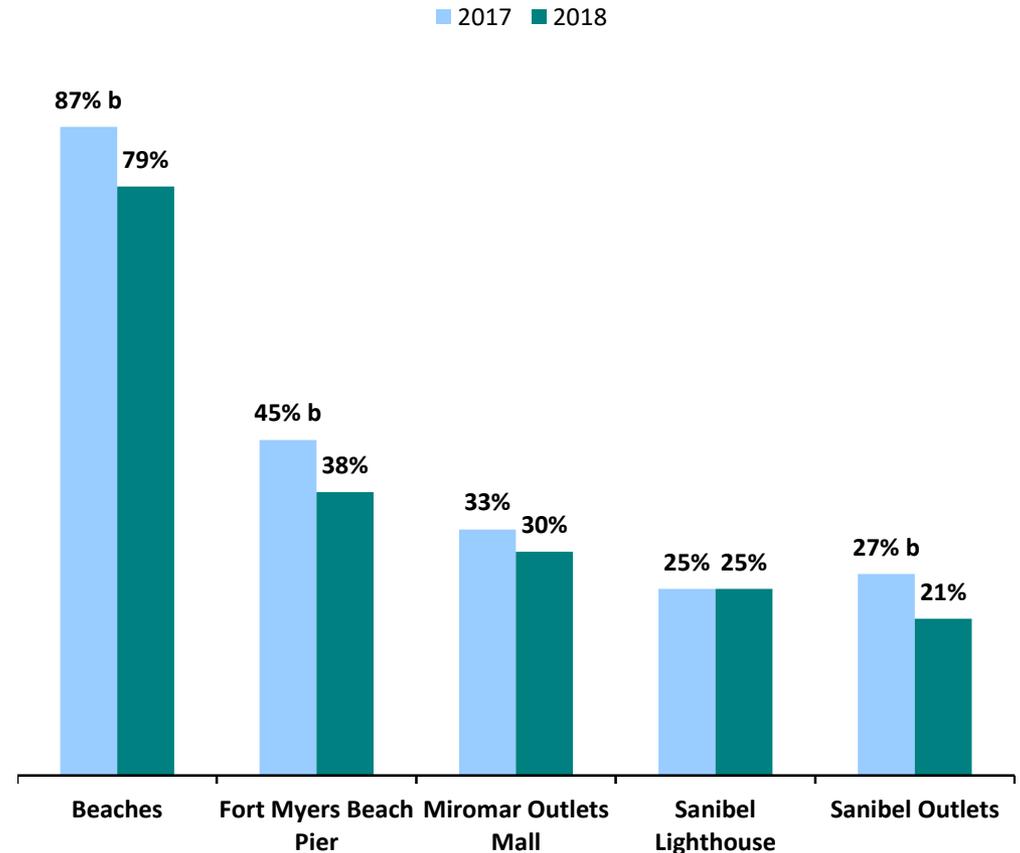


Trip Activities

Attractions Visited		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Beaches	87% b	79%
Fort Myers Beach Pier	45% b	38%
Miromar Outlets Mall	33%	30%
Sanibel Lighthouse	25%	25%
Sanibel Outlets	27% b	21%
Edison-Ford Winter Estates	30% b	17%
Ding Darling National Wildlife Refuge	13%	13%
Bell Tower Shops	12%	11%
Periwinkle Place	11%	11%
Gulf Coast Town Center	11%	10%
Coconut Point Mall	11%	9%
Edison Mall	10%	N/A
Shell Factory and Nature Park	6%	7%
Manatee Park	5%	4%
Bailey-Matthews Shell Museum	2%	2%
Broadway Palm Dinner Theater	2%	2%
Barbara B. Mann Performing Arts Hall	2%	1%
Babcock Wilderness Adventures	1%	N/A
Other	5%	5%
None/No Answer (NET)	4%	7%

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

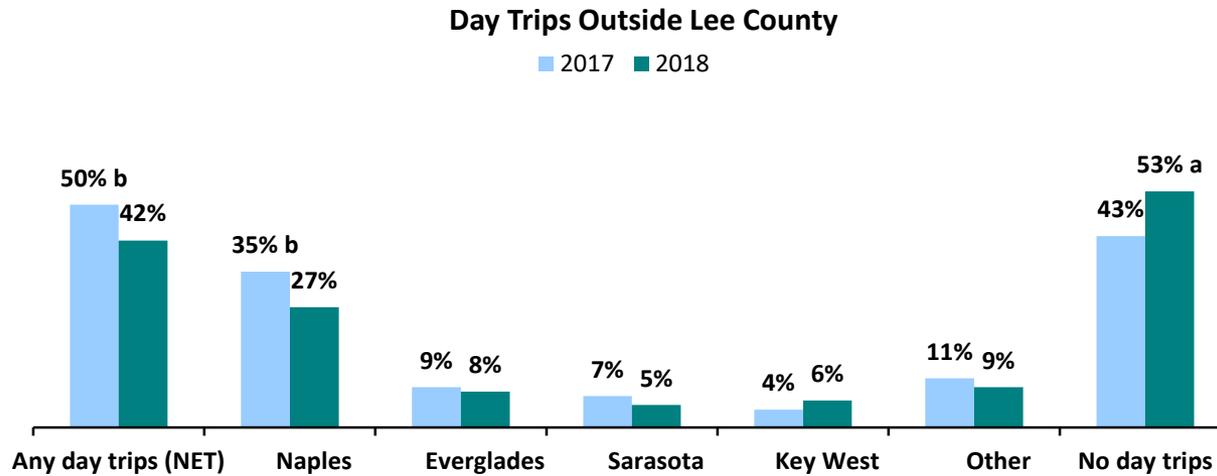
Top Attractions Visited



Trip Activities

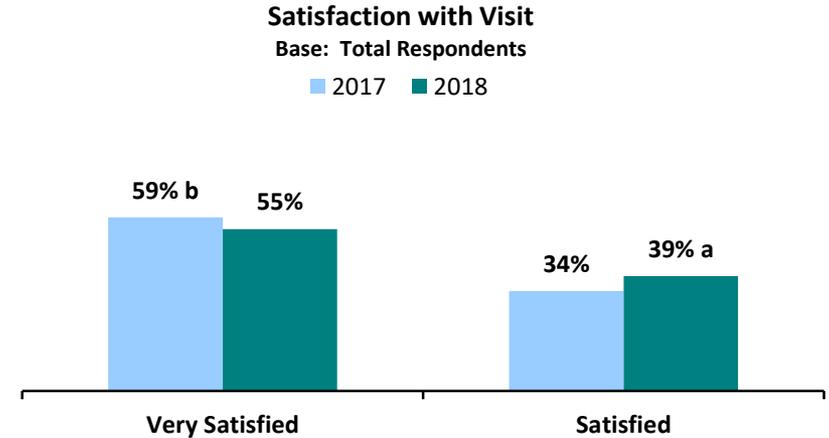
Day Trips Outside Lee County		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
<u>Any day trips (NET)</u>	<u>50% b</u>	<u>42%</u>
Naples	35% b	27%
Everglades	9%	8%
Sarasota	7%	5%
Key West	4%	6%
Other	11%	9%
<u>No day trips</u>	<u>43%</u>	<u>53% a</u>
No Answer	14%	6%

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



Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Fall Season	2017	2018
	A	B
Total Respondents	945	946
<u>Very Satisfied/Satisfied</u>	<u>93%</u>	<u>94%</u>
<i>Very Satisfied</i>	59% b	55%
<i>Satisfied</i>	34%	39% a
Neither	1%	3%
<u>Dissatisfied/Very Dissatisfied</u>	1%	1%
Don't know/No Answer	5% b	3%

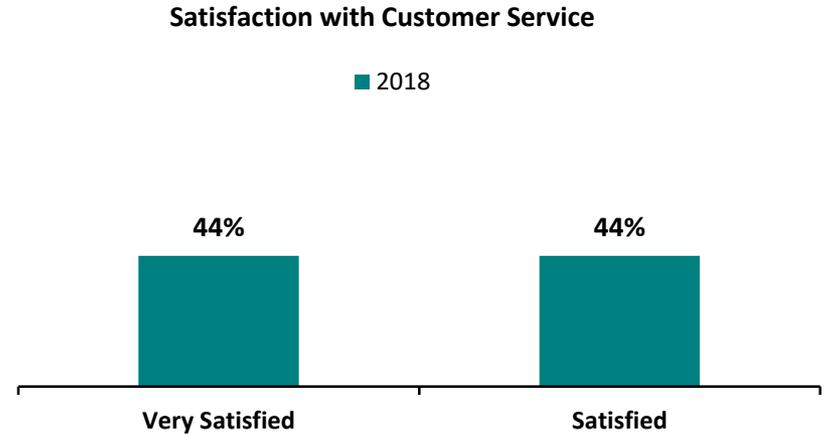


Q28: How satisfied are you with your stay in Lee County?

Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Fall Season	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	160	164	766	754	711	794	213	133
<u>Very Satisfied/Satisfied</u>	<u>91%</u>	<u>90%</u>	<u>94%</u>	<u>94%</u>	<u>94%</u>	<u>94%</u>	<u>94%</u>	<u>96%</u>
<i>Very Satisfied</i>	44%	45%	63%	57%	64%	54%	49%	59%
<i>Satisfied</i>	46%	45%	31%	38%	30%	39%	46%	37%

Lee County Experience

Satisfaction with Customer Service*	
Fall Season	2018
Total Respondents	946
<u>Very Satisfied/Satisfied</u>	<u>88%</u>
<i>Very Satisfied</i>	44%
<i>Satisfied</i>	44%
Neither	3%
Dissatisfied/Very Dissatisfied	1%
Don't know/no answer	8%



Q29: How satisfied are you with the customer service you received while visiting Lee County?

**This question was added in January 2018, so prior year (2017) data is not available.*

Ratings by Subgroup				
	First-Timers	Repeaters	U.S. Residents	International Residents
Fall Season	2018	2018	2018	2018
Total Respondents	164	754	794	133
<u>Very Satisfied/Satisfied</u>	<u>89%</u>	<u>88%</u>	<u>89%</u>	<u>86%</u>
<i>Very Satisfied</i>	47%	43%	44%	47%
<i>Satisfied</i>	41%	45%	45%	40%

Future Plans

Likelihood to Recommend/Return to Lee County		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Likely to Recommend Lee County	86%	87%
Likely to Return to Lee County	90%	92%
Base: Total Respondents Planning to Return	850	867
Likely to Return Next Year	65% b	53%

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

Q32: Will you come back to Lee County?

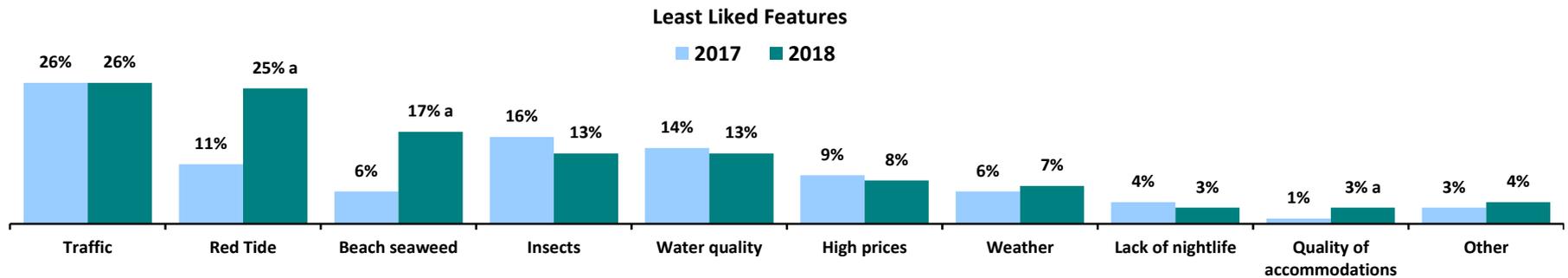
Q32_1: Will you come back next year?

Likelihood to Recommend/Return to Lee County by Subgroup								
Fall Season	First-Timers		Repeaters		U.S. Residents		International Residents	
	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	160	164	766	754	711	794	213	133
Likely to Recommend Lee County	75%	81%	89%	88%	86%	86%	89%	92%
Likely to Return to Lee County	74%	83%	94%	94%	91%	92%	89%	88%
Base: Total Respondents Planning to Return	118	135	717	708	646	732	189	117
Likely to Return Next Year	25%	33%	72%	57%	68%	52%	55%	56%

Trip Experience

Least Liked Features		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Traffic	26%	26%
Red Tide	11%	25% a
Beach seaweed	6%	17% a
Insects	16%	13%
Water quality	14%	13%
High prices	9%	8%
Weather	6%	7%
Lack of nightlife	4%	3%
Quality of accommodations	1%	3% a
Other	3%	4%
Nothing/No Answer (NET)	37%	33%

Q30: During this specific visit, which features have you liked **LEAST** about our area?
(Please mark ALL that apply.)

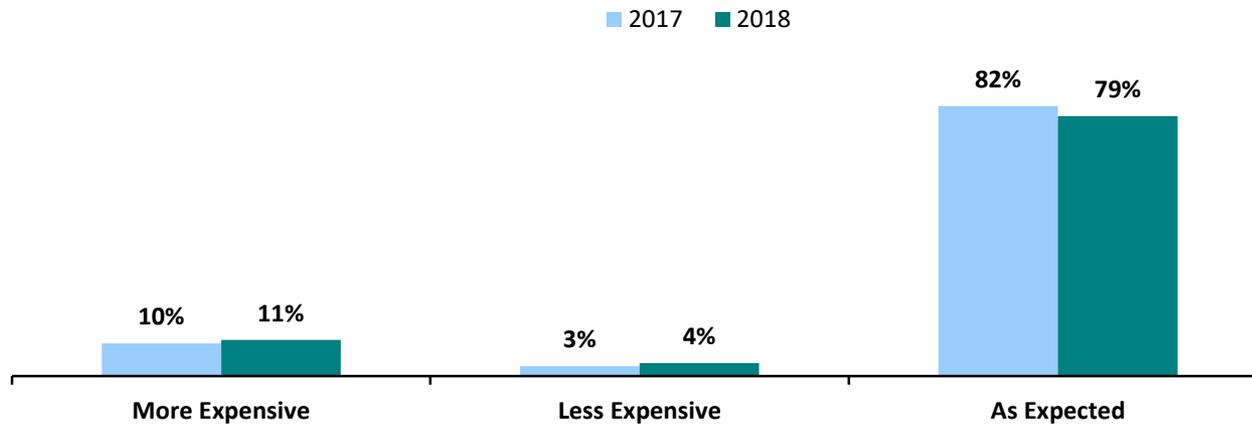


Lee County Experience

Perception of Lee County as Expensive		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
More Expensive	10%	11%
Less Expensive	3%	4%
As Expected	82%	79%
Don't know/No Answer (NET)	5%	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		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Age of respondent (mean)	52.5	52.6
Annual household income (mean)	\$104,700	\$107,800
<u>Martial Status</u>		
Married	74%	75%
Single	13%	11%
Other	10%	9%

Q35: What is your age, please?

Q37: What is your total annual household income before taxes?

Q34: Are you: Married/Single/Other

Travel Party		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
Couple	43%	42%
Family	33%	37%
Group of couples/friends	12% b	9%
Single	8%	8%
Mean travel party size		
	3.1	3.0
Mean adults in travel party		
	2.7	2.7

Q17: On this trip, are you traveling:

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

Travel Parties with Children		
Fall Season	2017	2018
	A	B
Total Respondents	945	946
<u>Traveling with any Children (NET)</u>	<u>20%</u>	<u>26% a</u>
Any younger than 6	9%	8%
Any ages 6-11	7%	10% a
Any 12-17 years old	9%	16% a
No Children	80% b	74%

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		
Fall Season	2017	2018	2017	2018	% Change
Paid Accommodations	69%	68%	786,552	745,739	-5.2%
Friends/Relatives	31%	32%	352,374	354,069	0.5%
Total Visitation			1,138,926	1,099,808	-3.4%

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		Direction of
Fall Season	2017	2018	2017	2018	Change
Country of Origin					
United States	74%	85%	582,292	633,617	+
Germany	8%	4%	59,449	31,290	-
Canada	9%	4%	74,692	29,986	-
Scandinavia	2%	2%	13,719	15,645	+
UK	4%	2%	35,059	13,037	-
Latin America	<1%	1%	1,524	7,822	+
France	<1%	<1%	3,049	2,607	-
Other International	2%	2%	16,768	11,734	-

U.S. Region of Origin	2017	2018	2017	2018	Direction of Change
Florida	5%	10%	27,265	65,721	+
South (including Florida)	22%	30%	130,480	188,737	+
Midwest	48%	42%	278,488	267,939	-
Northeast	24%	22%	140,218	138,183	-
West	6%	6%	33,107	38,759	+

Fall 2018 Top DMAs (Paid Accommodations)		
DMA	%	Visitor Estimate
New York	6%	35,388
Philadelphia	5%	30,333
Miami-Fort Lauderdale	5%	30,333
Chicago	5%	28,648
Cincinnati	5%	28,648
Detroit	4%	25,277
Minneapolis-Saint Paul	3%	21,907
Boston (Manchester, NH)	3%	20,222
Indianapolis	3%	20,222
Atlanta	3%	18,537

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Occupancy Data Analysis Fall 2018

For the 2018 fall season, property managers were interviewed in January 2019 to provide data for each specific month of the season (October, November, December 2018).

For the 2017 fall season, property managers were interviewed in January 2018 to provide data for each specific month of the season (October, November, December 2017).

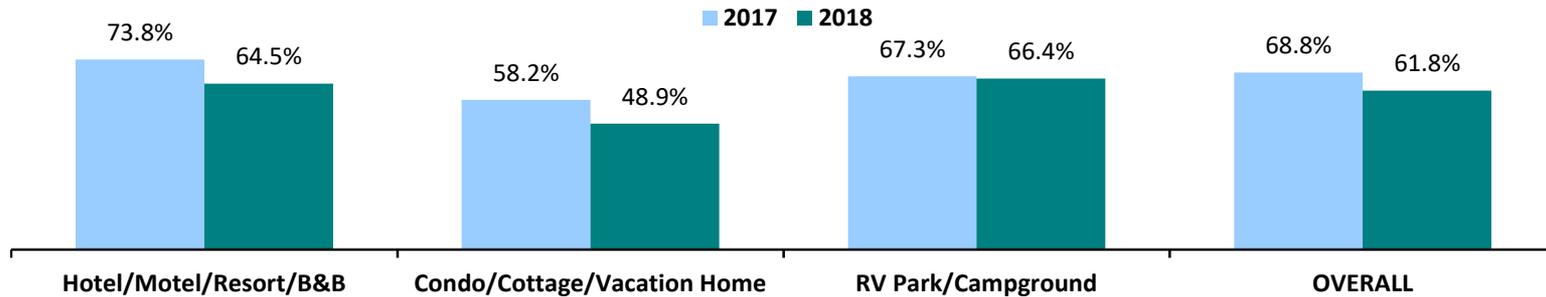
Occupancy/Daily Rates

Fall Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	73.8%	64.5%	-12.6%	\$139.24	\$134.38	-3.5%	\$102.70	\$86.60	-15.7%
Condo/Cottage/Vacation Home	58.2%	48.9%	-16.0%	\$176.19	\$209.65	19.0%	\$102.55	\$102.49	-0.1%
RV Park/Campground	67.3%	66.4%	-1.3%	\$52.61	\$54.98	4.5%	\$35.40	\$36.52	3.2%
OVERALL	68.8%	61.8%	-10.2%	\$123.04	\$121.66	-1.1%	\$84.68	\$75.14	-11.3%

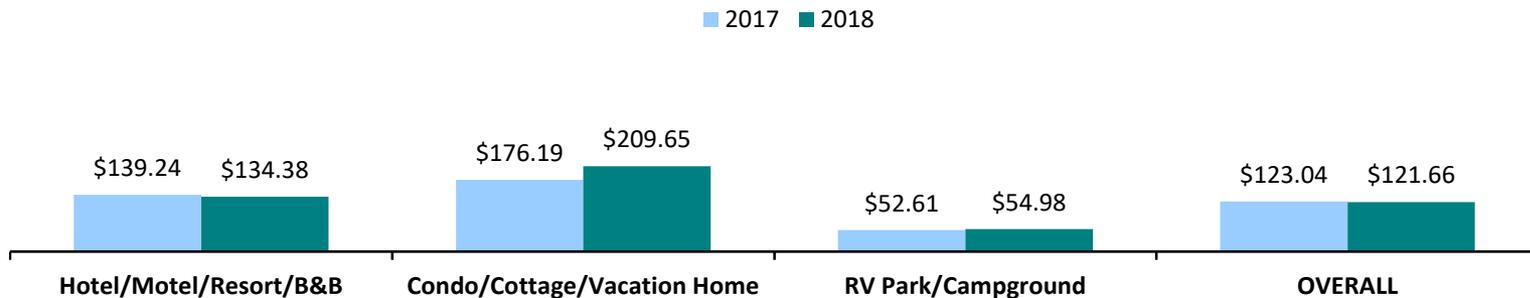
Q16: What was your overall average occupancy rate for the month of [October/November/December]?

Q17: What was your average daily rate (ADR) in [October/November/December]?

Average Occupancy Rate



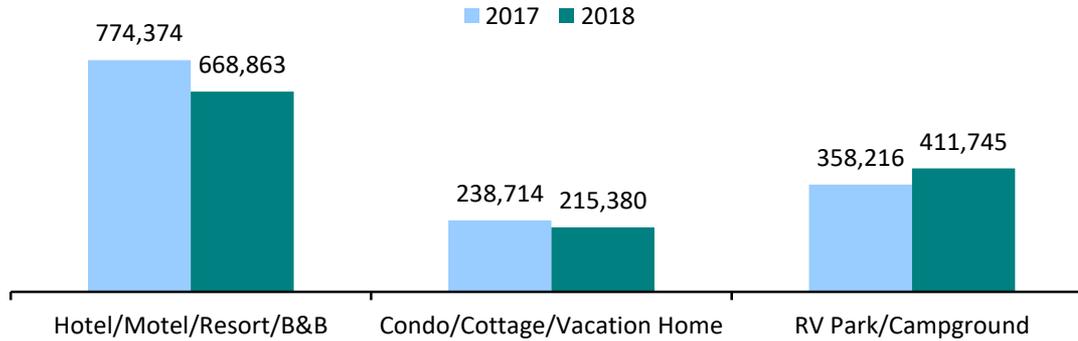
Average Daily Rate



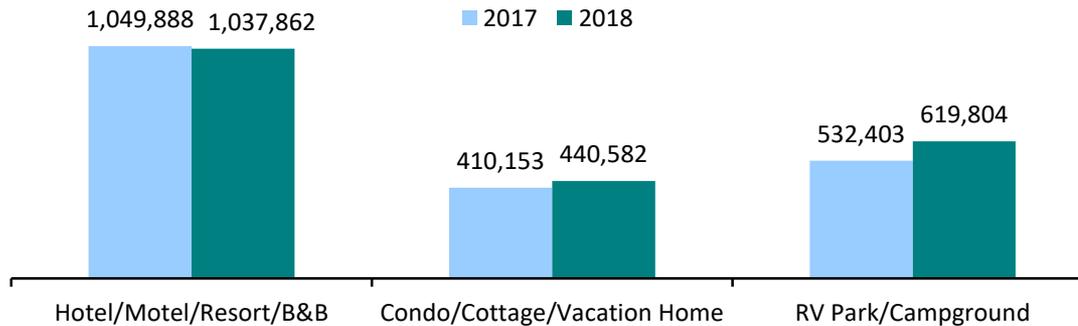
Room/Unit/Site Nights

Fall Season	Occupied Room Nights			Available Room Nights		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	774,374	668,863	-13.6%	1,049,888	1,037,862	-1.1%
Condo/Cottage/Vacation Home	238,714	215,380	-9.8%	410,153	440,582	7.4%
RV Park/Campground	358,216	411,745	14.9%	532,403	619,804	16.4%
Total	1,371,304	1,295,988	-5.5%	1,992,444	2,098,248	5.3%

Occupied Room Nights



Available Room Nights



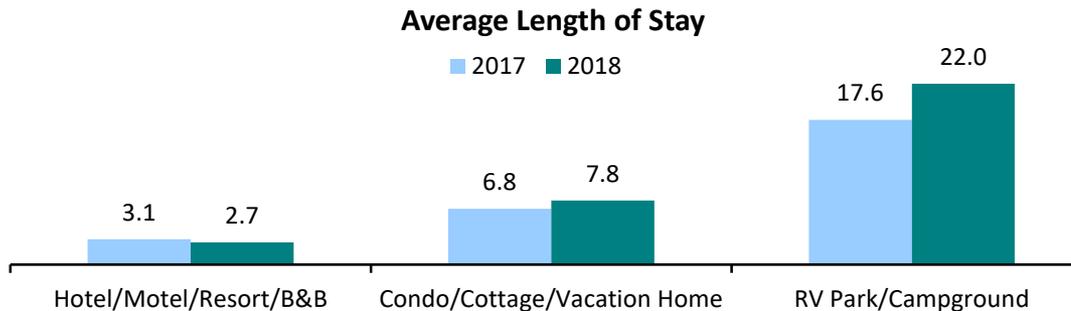
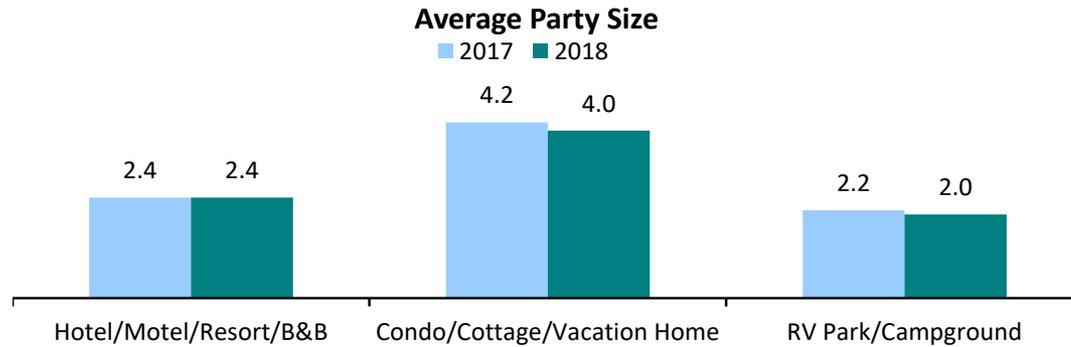
Average Party Size and Length of Stay

Fall Season	Average Party Size			Average Length of Stay		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	2.4	2.4	-0.4%	3.1	2.7	-14.4%
Condo/Cottage/Vacation Home	4.2	4.0	-5.9%	6.8	7.8	14.6%
RV Park/Campground	2.1	2.0	-3.8%	17.6	22.0	25.3%
Average	2.7	2.5	-4.2%	4.6	4.4	-4.1%

Q18: What was your average number of guests per room/site/unit in [October/November/December]?

Q19: What was the average length of stay (in nights) of your guests in [October/November/December]?

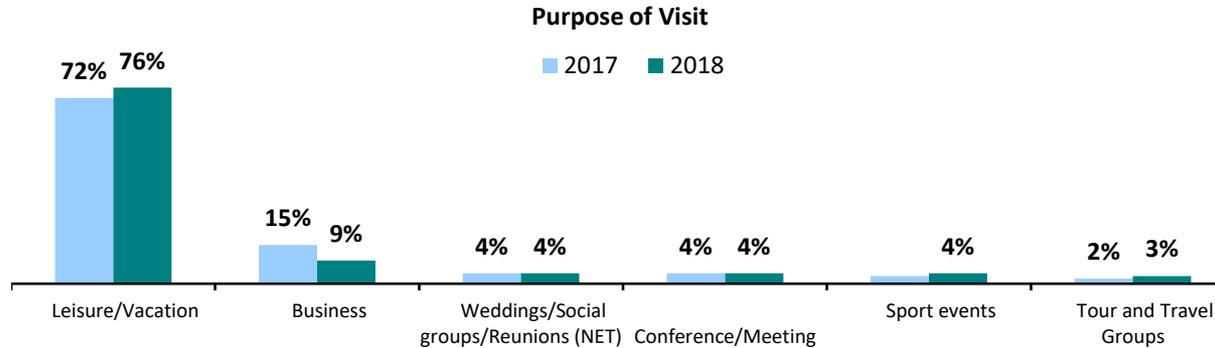
Note: Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.



Lodging Management Estimates

Guest Profile		
Fall Season	2017	2018
	A	B
Total Number of Responses	115	114
<u>Purpose of Visit</u>		
Leisure/Vacation	72%	76%
Business	15%	9%
Weddings/Social groups/Reunions (NET)	4%	4%
Conference/Meeting	4%	4%
Sport events	3%	4%
Tour and Travel Groups	2%	3%

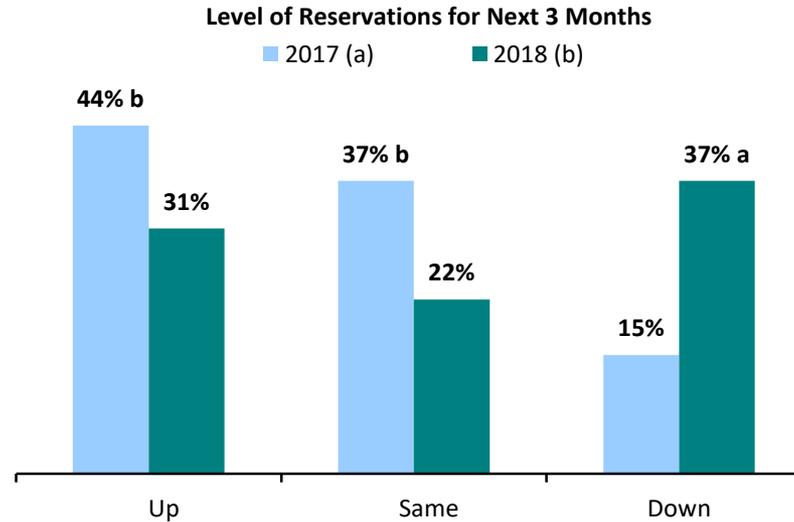
Q22: What percent of your [October/November/December] room/site/unit occupancy do you estimate was generated by:



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Fall Season	2017	2018
	A	B
Total Respondents	123	131
<u>Up/Same (NET)</u>	<u>80% b</u>	<u>53%</u>
Up	44% b	31%
Same	37% b	22%
Down	15%	37% a

Q24: Compared to January, February, and March of 2018, is your property's total level of reservations up, the same or down for January, February, and March of 2019?

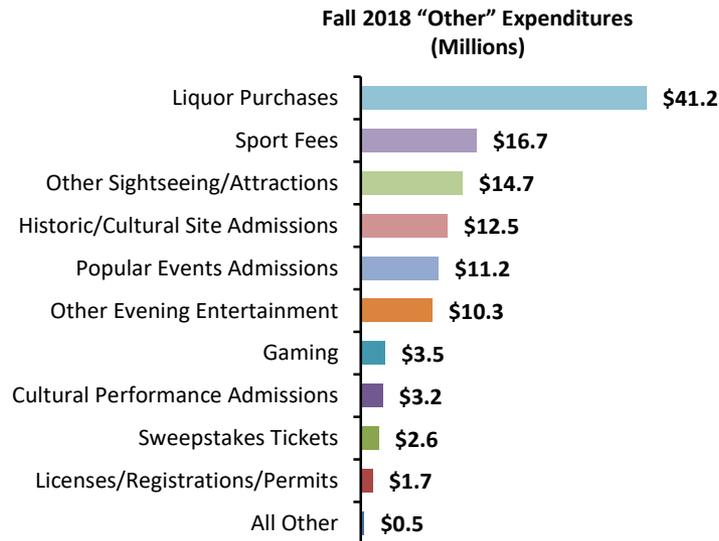


Economic Impact Analysis Fall 2018

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Fall Season	2017	2018	% Change
<u>TOTAL</u>	<u>\$707,320,742</u>	<u>\$684,181,364</u>	<u>-3.3%</u>
Food and Beverages	\$176,709,490	\$175,424,466	-0.7%
Shopping	\$182,893,788	\$172,721,982	-5.6%
Lodging Accommodations	\$168,729,536	\$157,672,579	-6.6%
Ground Transportation	\$61,844,102	\$60,248,691	-2.6%
Other	\$117,143,826	\$118,113,646	0.8%

(Note: Other includes the categories detailed below.)



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

Total Visitor Expenditures by Lodging Type

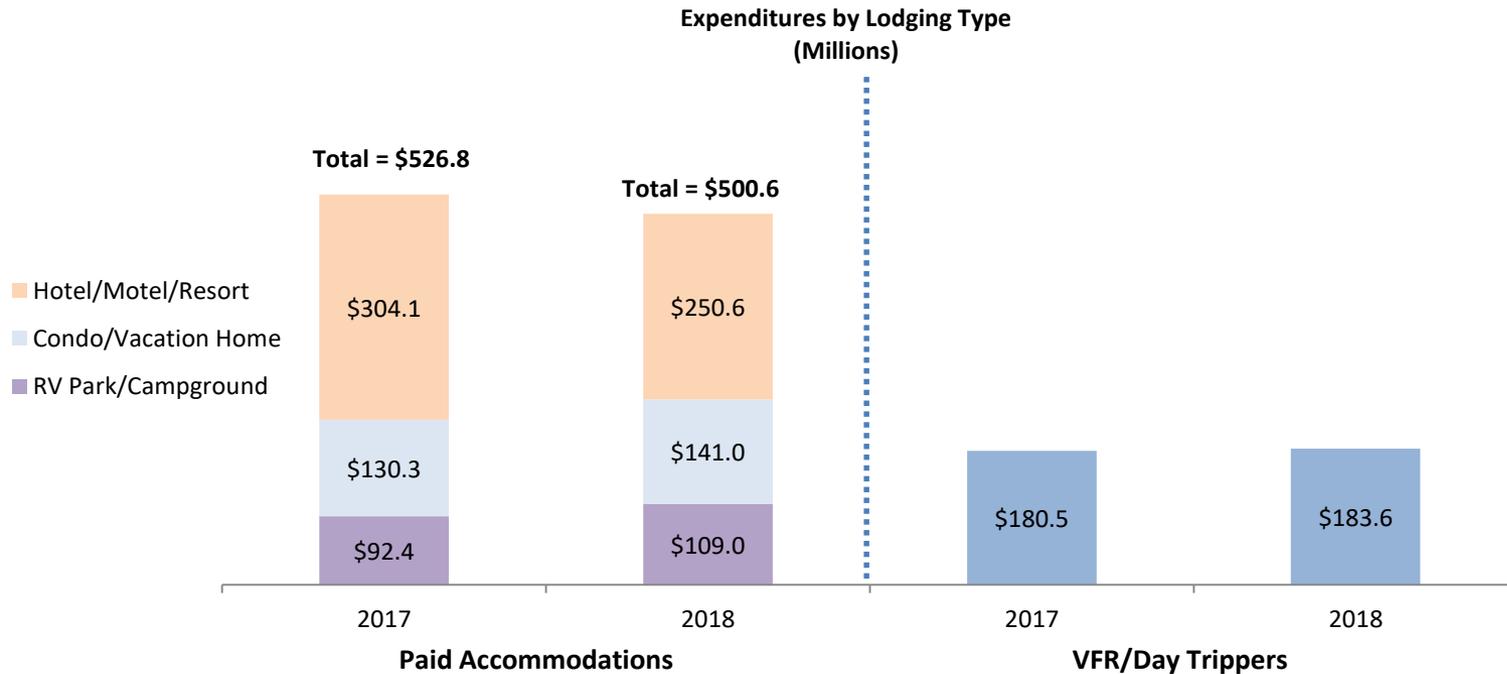
TOTAL EXPENDITURES						
	Staying in Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Fall Season	2017	2018	% Change	2017	2018	% Change
TOTAL	\$526,825,538	\$500,621,570	-5.0%	\$180,495,204	\$183,559,794	1.7%
Lodging Accommodations	\$168,729,536	\$157,672,579	-6.6%	\$0	\$0	--
Food and Beverages	\$116,731,725	\$112,380,189	-3.7%	\$59,977,765	\$63,044,277	5.1%
Shopping	\$122,115,403	\$113,779,399	-6.8%	\$60,778,385	\$58,942,583	-3.0%
Ground Transportation	\$42,885,289	\$40,495,103	-5.6%	\$18,958,813	\$19,753,588	4.2%
Other	\$76,363,585	\$76,294,300	-0.1%	\$40,780,241	\$41,819,346	2.6%

“Other” includes the following categories:

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

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Fall Season	2017	2018	% Change	2017	2018
<u>TOTAL</u>	<u>\$707,320,742</u>	<u>\$684,181,364</u>	<u>-3.3%</u>	<u>100%</u>	<u>100%</u>
Visiting Friends & Relatives/Day Trippers	\$180,495,204	<u>\$183,559,794</u>	<u>1.7%</u>	26%	27%
<u>Paid Accommodations</u>	<u>\$526,825,538</u>	<u>\$500,621,570</u>	<u>-5.0%</u>	<u>74%</u>	<u>73%</u>
Hotel/Motel/Resort/B&B	\$304,074,492	\$250,568,671	-17.6%	43%	37%
Condo/Cottage/Vacation Home	\$130,327,575	\$141,006,008	8.2%	18%	21%
RV Park/Campground	\$92,423,471	\$109,046,891	18.0%	13%	16%



Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for A hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

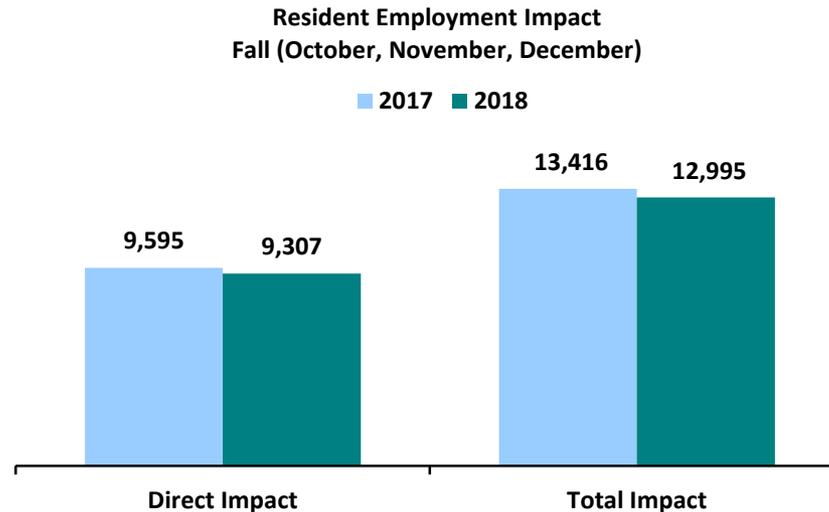
Impact on Jobs for Lee County Residents

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

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

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

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



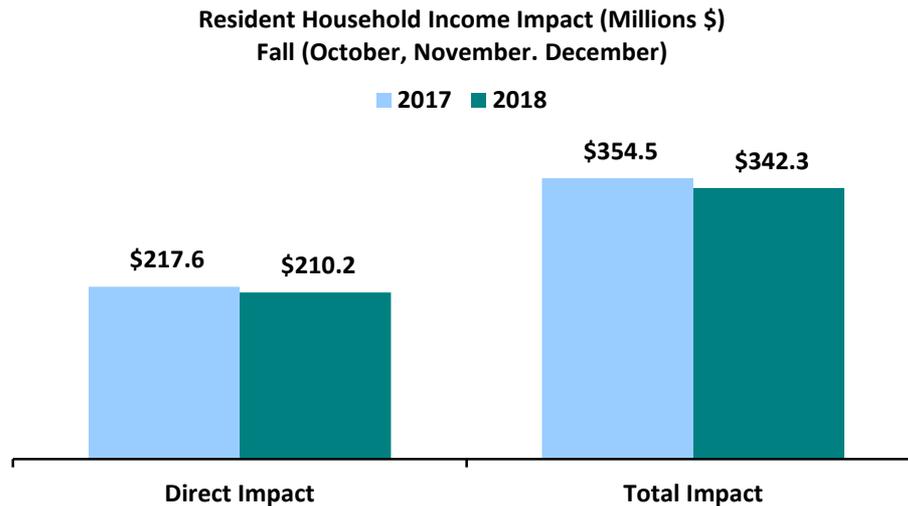
Impact on Household Income for Lee County Residents

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

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

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

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



Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

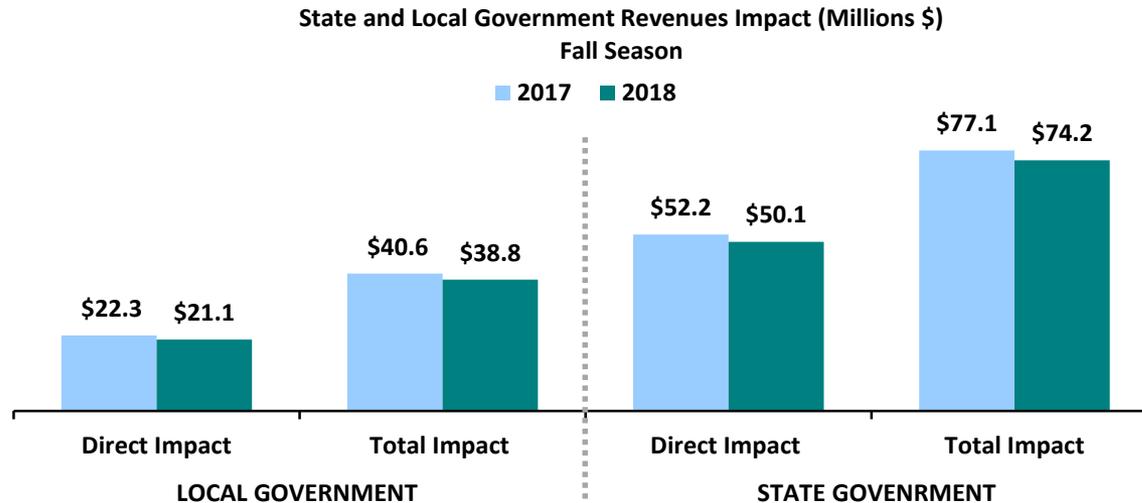
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

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

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



Appendix
Fall 2018

October 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Jet Blue Park – Perfect Game	10/6/18	25
Fort Myers	Edison Estates	10/9/18	12
Sanibel	Sanibel Arms West	10/12/18	5
Sanibel	Song of the Sea	10/12/18	5
Sanibel	Lighthouse Beach	10/12/18	15
Sanibel	Holiday Inn	10/12/18	7
RSW	RSW Airport	10/13/18	34
Fort Myers Beach	Cane Palm	10/16/18	4
Fort Myers Beach	Best Western	10/16/18	9
Fort Myers Beach	Times Square	10/16/18	12
Fort Myers Beach	Bel Air	10/16/18	4
Estero	Miromar Outlet	10/19/18	22
Fort Myers Beach	Neptune Inn	10/23/18	5
Fort Myers Beach	Diamond Head Resort	10/23/18	8
Fort Myers Beach	The Pier	10/23/18	14
Fort Myers Beach	Estero Island Beach Club	10/23/18	8
Fort Myers	Edison Estates	10/25/18	8
Sanibel	Sanibel Inn	10/26/18	14
Sanibel	Sanibel Moorings	10/26/18	6
Sanibel	Lighthouse Beach	10/26/18	5
Sanibel	Loggerhead Cay	10/26/18	7
Fort Myers	Jet Blue Park – Perfect Game	10/27/18	22
RSW	RSW Airport	10/27/18	30
Bonita Springs	Bonita Beach	10/30/18	26
Total			307

November 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
RSW	RSW Airport	11/3/18	36
Sanibel	Song of the Sea	11/8/18	4
Sanibel	Lighthouse Beach	11/8/18	14
Sanibel	Holiday Inn	11/8/18	8
Fort Myers	Senior Softball Games	11/10/18	24
Fort Myers	Roy Hobbs Baseball	11/10/18	4
Fort Myers Beach	Diamond Head Resort	11/13/18	8
Fort Myers Beach	Estero Island Beach Club	11/13/18	5
Fort Myers Beach	The Pier	11/13/18	13
Fort Myers	Edison Estates	11/21/18	15
Fort Myers	Summerlin Square Trolley	11/23/18	9
Bonita Springs	Bonita Beach	11/24/18	23
Cape Coral	Cape Coral Yacht Club	11/24/18	9
RSW	RSW Airport	11/24/18	31
Sanibel	Pelican Roost	11/27/18	7
Sanibel	Sanibel Inn	11/27/18	10
Sanibel	Loggerhead Cay	11/27/18	8
Sanibel	Sanibel Arms West	11/27/18	8
Sanibel	Sanibel Surfside	11/27/18	7
Fort Myers	Edison Estates	11/28/18	12
Fort Myers Beach	Cane Palm	11/29/18	7
Fort Myers Beach	Neptune Inn	11/29/18	6
Fort Myers Beach	Best Western	11/29/18	16
Fort Myers Beach	Times Square	11/29/18	10
Estero	Miromar Outlet	11/30/18	15
Total			309

December 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Edison Estates	12/5/18	12
Fort Myers Beach	Diamond Head Resort	12/7/18	8
Fort Myers Beach	Estero Island Beach Club	12/7/18	10
Fort Myers Beach	The Pier	12/7/18	12
Fort Myers Beach	Neptune Inn	12/7/18	7
RSW	RSW Airport	12/8/18	33
Sanibel	Lighthouse Beach	12/14/18	19
Sanibel	Holiday Inn	12/14/18	6
Sanibel	Pelican Roost	12/14/18	6
Fort Myers	Summerlin Square Trolley	12/15/18	19
Bonita Springs	Bonita Beach	12/18/18	24
Cape Coral	Cape Coral Yacht Club	12/20/18	25
Fort Myers Beach	Cane Palm	12/26/18	5
Fort Myers Beach	Best Western	12/26/18	11
Fort Myers Beach	Times Square	12/26/18	14
Fort Myers Beach	Windward Passage	12/26/18	6
Fort Myers	Edison Estates	12/27/18	12
Sanibel	Song of the Sea	12/28/18	9
Sanibel	Sanibel Inn	12/28/18	11
Sanibel	Sanibel Arms West	12/28/18	9
Sanibel	Sanibel Moorings	12/28/18	9
Fort Myers	Jet Blue Park – All Star Games	12/29/18	24
RSW	RSW Airport	12/29/18	20
RSW	RSW Airport	12/31/18	19
Total			330

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of January 2019 to gather information about lodging activity during October, November, and December 2019. Information was provided by 134 Lee County lodging properties.

Lodging Type	Fall 2018 Number of Interviews
Hotel/Motel/Resort/B&Bs	81
Condo/Cottage/Vacation Home/Timeshare	37
RV Park/Campground	16
Total	134

Note: Responses to survey questions are not forced, therefore, the number of respondents answering each individual question varies.