

tourism

Southwest Florida is a prime destination for business meetings and conventions as well as leisure visitors, and tourism is a key industry here, generating millions of dollars each year. It contributes to

hospitality and retail businesses as well as the service sector, from restaurants to sporting and entertainment outlets. Local visitor and convention bureaus actively promote the industry and track the trends. Although a change in research firms and methodology makes

Lee County's data inconsistent with previous years' as well as those of Collier and Charlotte, following are some statistics that provide a snapshot of the region's tourism industry.

MONTHLY HOTEL OCCUPANCY, 2007

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Collier	71.7%	87.6%	86.3%	77.8%	69.1%	66.0%	65.3%	52.5%	45.6%	54.4%	66.0%	61.1%
Charlotte	70.3%	89.7%	95.6%	69.4%	59.5%	62.3%	61.1%	43.8%	41.2%	40.0%	46.6%	52.2%
Lee	78.1%	88.6%	93.8%	80.0%	71.6%	70.0%	*N/A					

Change in methodology as of July 2007.

Source: Lee, Collier and Charlotte convention and visitor bureaus/ Research Data Services

AVERAGE DAILY ROOM RATE, 2007

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Collier	\$175	\$242.90	\$276.60	\$239.50	\$176.90	\$137.20	\$118.90	\$107.80	\$106.10	\$120.30	\$131.10	\$176.20
Charlotte	\$112.10	\$122.60	\$135.50	\$130.30	\$99.80	\$105.00	\$93.10	\$93.10	\$97.90	\$95.50	\$101	\$99.60
Lee	\$143.98	\$184.96	\$189.00	\$140.43	\$115.58	\$118.08	*N/A					

* Change in methodology as of July 2007.

Source: Lee, Collier and Charlotte convention and visitor bureaus/ Research Data Services

LEE COUNTY RATES

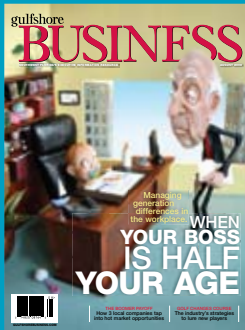
AVERAGE DAILY RATES	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
Average	\$124.93	\$110.80	\$100.19	\$111.29	\$115.15	\$123.47
Hotel/Motel/Resort	\$129.51	\$106.43	\$110.42	\$115.01	\$125.32	\$130.35
Condo/Cottage/ Vacation Home	\$144.37	\$159.07	\$147.04	\$143.57	\$141.90	\$171.63
RV Park/Campground	\$32.83	\$35.81	\$32.15	\$35.81	\$36.30	\$42.22
OCCUPANCY RATES						
Average	54.7%	37.8%	32.7%	39.6%	50.6%	51.8%
Hotel/Motel/Resort	64.7%	51.1%	42.1%	50.0%	55.7%	53.4%
Condo/Cottage/ Vacation Home	51.1%	32.0%	18.8%	33.4%	53.0%	46.9%
RV Park/Campground	28.5%	17.4%	28.5%	23.3%	36.3%	54.7%

Source: Davidson-Peterson Associates

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ESTIMATED NUMBER OF VISITORS, 2007

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	ANNUAL	
Collier County	487,180	334,600	253,770	318,270	1,393,820	
Charlotte County	89,100	87,700	55,460	55,100	287,360	
Lee County*	JAN.	FEB.	MARCH	APRIL	MAY	JUNE
	222,660	289,300	313,900	324,700	152,450	169,000

* Change in methodology as of July 2007

PURPOSE OF TRIP IN 2007

	LEISURE	BUSINESS/ MEETINGS
COLLIER COUNTY		
1st Quarter	65.9%	34.1%
2nd Quarter	64.9%	35.1%
3rd Quarter	69.4%	30.6%
4th Quarter	64.7%	35.3%
CHARLOTTE COUNTY		
1st Quarter	89.3%	10.7%
2nd Quarter	89.8%	10.2%
3rd Quarter	89.6%	10.4%
4th Quarter	89.9%	10.1%

Source: Lee, Collier and Charlotte convention and visitor bureaus/ Research Data Services

PURPOSE OF TRIP

LEE COUNTY	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Vacation	72%	80%	84%	84%	81%	87%
Visiting Friends/Relatives	20%	30%	33%	32%	28%	30%
Sporting Event	19%	2%	2%	1%	2%	1%
Business	1%	3%	4%	1%	2%	1%
Personal Business	4%	2%	2%	1%	1%	2%
Other	5%	4%	4%	3%	7%	7%

Source: Davidson-Peterson Associates

AVERAGE DAILY RATES

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