



FSBPA Annual Conference

September 25, 2014



THE BEACHES OF
FORT MYERS
AND SANIBEL

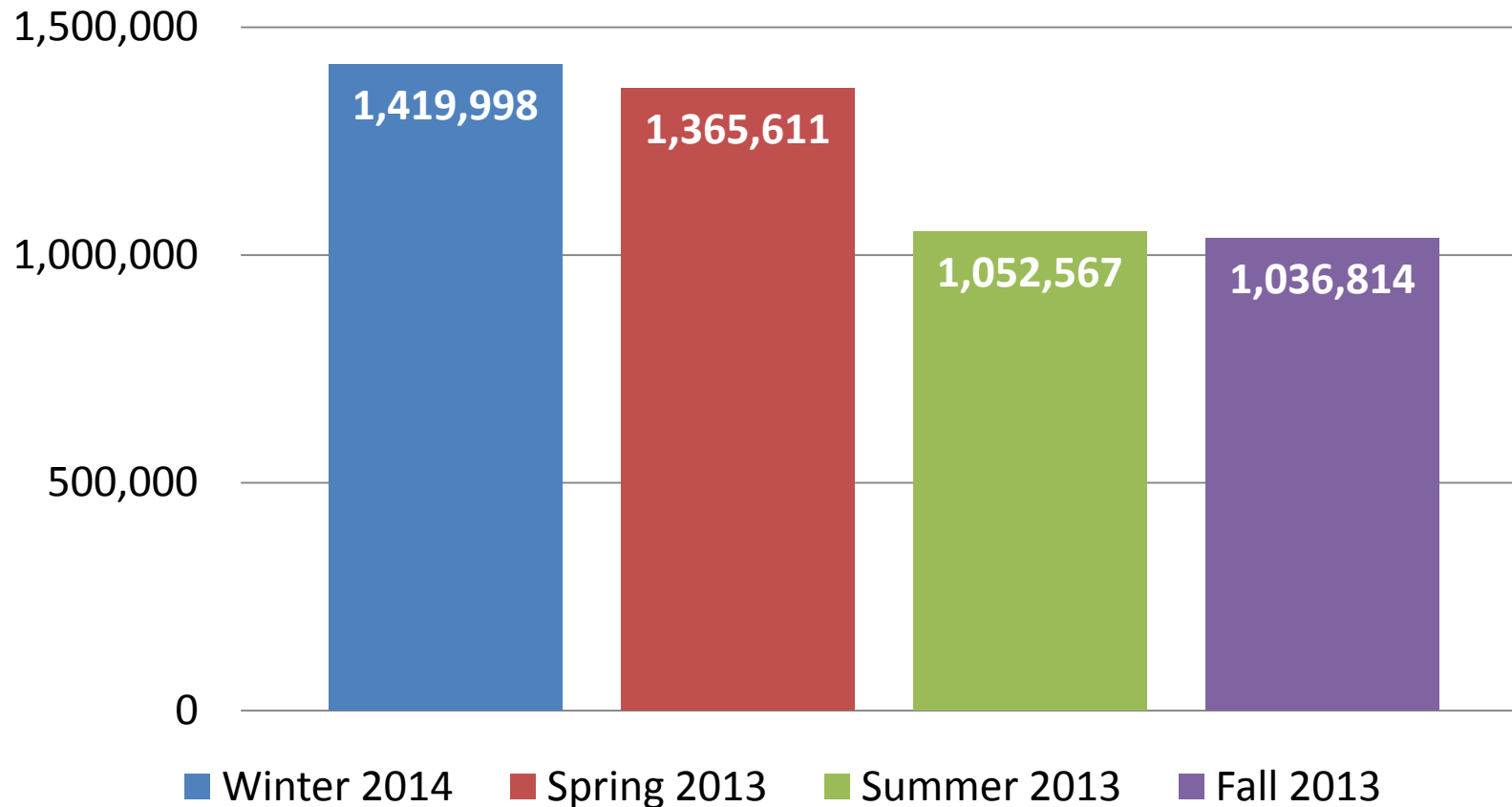


Key Tourism Indicators 2013

		% Change
Visitation to Lee County 2013	4,797,933	+2.1%
Visitor Expenditures 2013	\$ 2.77 billion	+1.9%
Tourist Tax Revenue FISCAL YEAR 2012-13	\$28.6 million	+8.0%

Sources: *Visitor Profile and Occupancy Analysis (DPA)* & Lee County Clerk of Courts

Estimated Visitation by Season



Source: *Visitor Profile and Occupancy Analysis (DPA)*

Where are our visitors from?

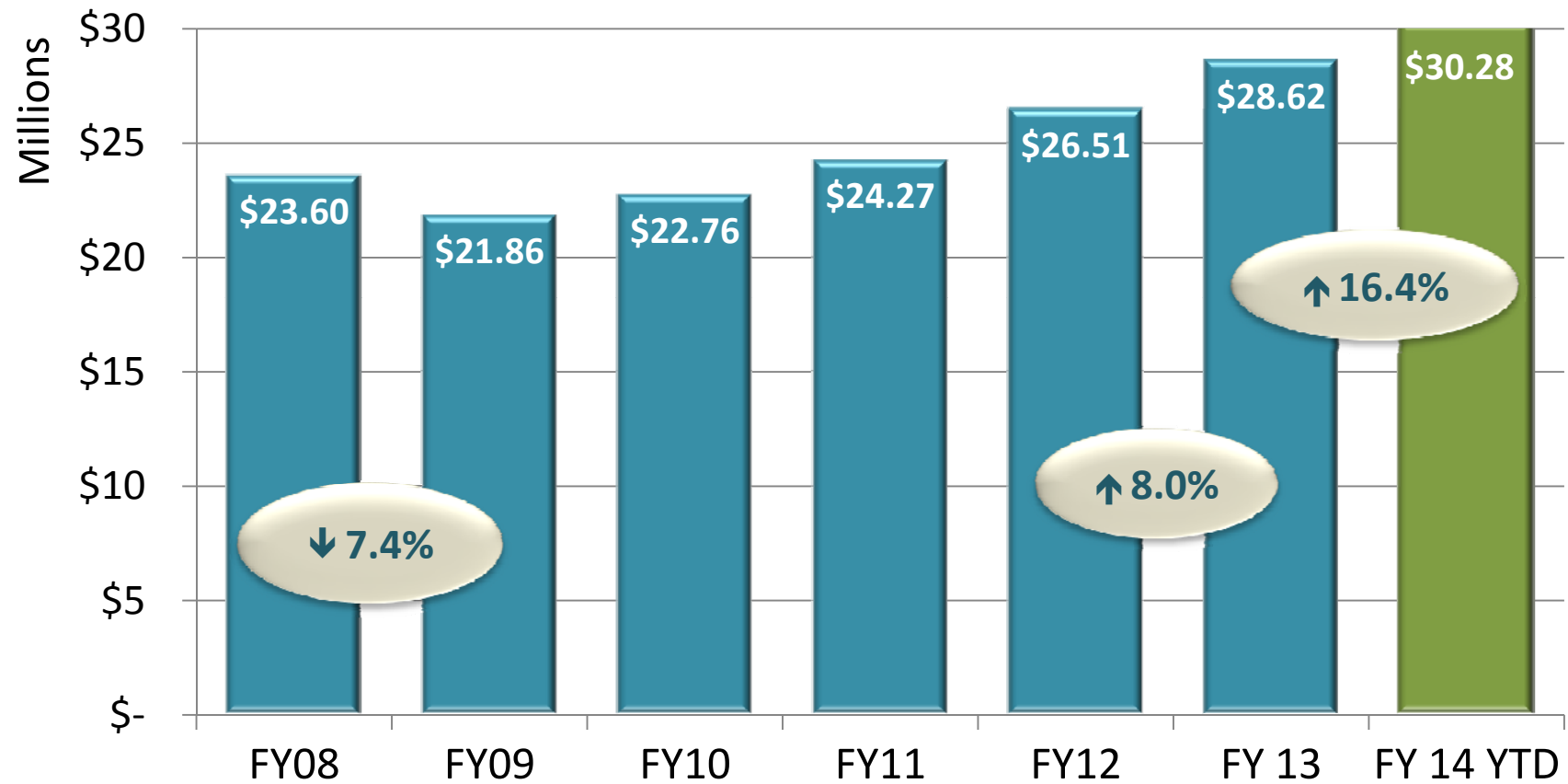
KEY DOMESTIC MARKETS



Domestic	International
77%	23%
Chicago	Germany
New York	Canada
Indianapolis	UK
Detroit	Scandinavia
Boston	France
Minneapolis-St. Paul	Benelux
Philadelphia	Switzerland
Miami-Ft. Lauderdale	Ireland
Columbus	Austria
Cleveland-Akron	

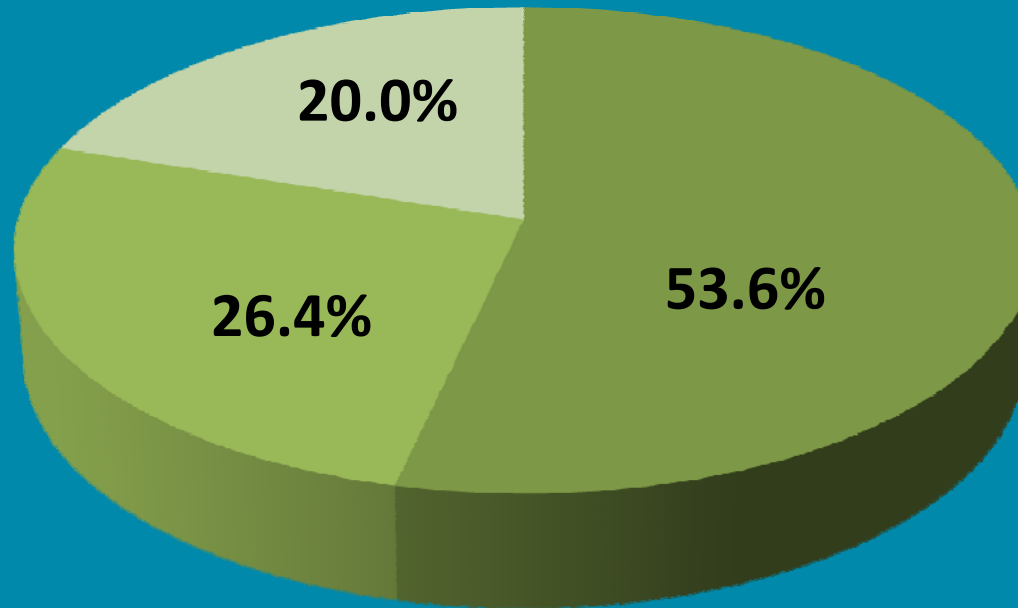
Source: 2012 Visitor Profile and Occupancy Analysis (DPA)

Tourist Tax Revenue



Source: Lee County Clerk of Courts

Tourist Development Tax



■ Advertising/Promotions ■ Beach & Shoreline ■ Stadium Debt

Our Natural Assets

- Over 50 miles of white sand beaches
- 500 miles of shoreline
- More than 100 barrier islands
- World-class shelling
- An abundance of nature based parks and attractions
- 190 mile paddling trail

ESCAPE TO YOUR ISLAND -
NO PASSPORT REQUIRED.

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 warm Gulf waters and soft, white sand. Find a short flight to Southwest Florida International Airport (RSW) lands you within minutes of bottlenose dolphins, manatees, and over 400 species of birds. Find your best vacation, naturally, on The Beaches of Fort Myers & Sanibel. Visit PortMyersSanibel.com to find your island today.



**THE BEACHES OF
FORT MYERS
AND SANIBEL**
PORTMYERS-SANIBEL.COM

PLAYING WITH YOUR HEAD IN THE CLOUDS IS
BETTER ON THE BEACH.

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 yourself getting carried away. Find a playground covered in soft white sand and blanketed with endless stretches of seashells. Find the perfect place to slow down growing up. Visit FortMyers-Sanibel.com to find your island today.



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM

AWAY FROM EVERYTHING ELSE MEANS
YOU'RE CLOSER TO WHAT YOU LOVE.

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 a new world is a boat ride away. Find isolated white-sand beaches and warm Gulf waters. Find the ideal setting to explore natural beauty at its finest. Visit FortMyers-Sanibel.com to find your island today.



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Activities Enjoyed

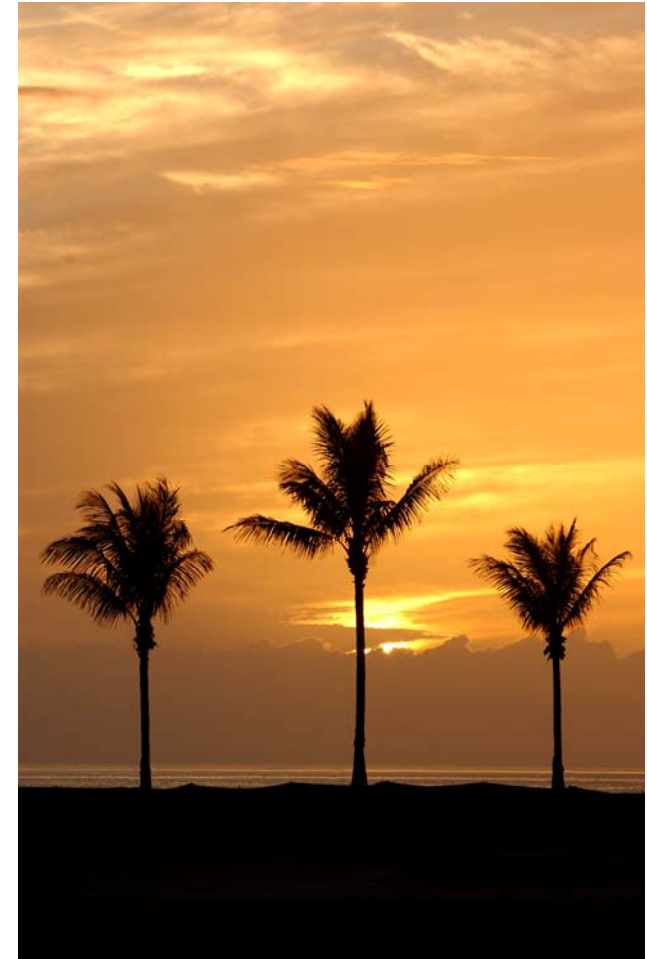
Beaches	93%
Relaxing	79%
Dining Out	73%
Swimming	62%
Shopping	57%
Shelling	41%
Sightseeing	35%
Visiting Friends/Relatives	28%
Attractions	26%
Watching Wildlife	25%



Source: 2013 *Visitor Profile and Occupancy Analysis* (DPA)

Attractions Visited

Beaches	86%
Fort Myers Beach Pier	42%
Sanibel Lighthouse	31%
Tanger Outlet Center	26%
Miromar Outlets Mall	24%
Edison/Ford Estates	23%
Periwinkle Place	16%
Coconut Point Mall	13%
Bell Tower Shops	12%
Shell Factory & Nature Park	10%



Source: 2013 *Visitor Profile and Occupancy Analysis* (DPA)

Awaken -- <http://youtu.be/CJo3kOaPIZM>

The background of the slide is a scenic view of a beach. In the foreground, there is a large white sailboat with its sails up, floating on the water. In the background, there is a building with a red roof and a small tower on top, situated on a sandy beach. The sky is blue with some white clouds.

FortMyers-Sanibel.com

LeeVCB.com

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THANK YOU!



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