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**2002 Fort Myers Boat Show
Economic Impact Study**

Fort Myers, Florida



Prepared for:

Mr. Ken Stead

Southwest Florida Marine Industries Association

Prepared by:

Walter J. Klages, Ph.D.

Research Data Services, Inc.

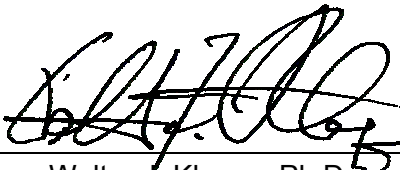
January 10, 2003

2002 Fort Myers Boat Show Economic Impact Study

Certification and General Limiting Conditions

The following report has been prepared for the Southwest Florida Marine Industries Association at the request of Mr. Ken Stead. **Research Data Services, Inc.**, hereby certifies that, except as otherwise noted in the report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives, during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D.
President

January 10, 2003

Preface

The following research project was undertaken at the request of Mr. Ken Stead, Southwest Florida Marine Industries Association.

The research objectives, as documented in the survey questionnaires (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of 2002 Fort Myers Boat Show. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the Show.

The preliminary findings of the study are based on 365 face-to-face interviews conducted with randomly selected visitors at the 2002 Fort Myers Boat Show, as well as 155 surveys with 2002 Fort Myers Boat Show Exhibitors and an origin gate study of 5,126 parties.

Research Data Services, Inc. is responsible for the design and analysis of this project. **RDS** professionals trained and instructed the show's information taking staff involved in this project. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

Summary of Research Findings

The study of the **2002 Fort Myers Boat Show** was specifically implemented to document the economic impact of the Show. The show was a gated event with attendance records documenting that some 11,000 individuals came to see the show November 14 through November 17. The survey results detailed below are developed from face-to-face gate interviews and visitor profile surveys conducted with a random sample of visitors and exhibitors attending the show.

The following, in short summary, are the salient findings of the research:

A. The Economic Impact of the 2002 Fort Myers Boat Show on Lee County:

When the full retail value of boat sales in Lee County during the Boat Show is accounted for, as estimated by the Southwest Florida Marine Industries Association (SWFMIA), the following balance sheet emerges:

- | | |
|--|-------------|
| 1. Direct and indirect economic impact of attendee and exhibitor expenditures during the Boat Show (<i>multiplier: 1.6797*</i>): | \$1,725,264 |
| 2. Retail sales value of boat sales resulting from the Show (<i>SWFMIA reporting, reflecting 45% of boat dealer exhibitors responding</i>): | \$7,552,500 |
| 3. Retail sales value of other vendors and boat accessories (<i>SWFMIA reporting, reflecting 20% of accessories and other vendor exhibitors responding</i>): | \$762,167 |

* Source: Enterprise Florida.

2002 Fort Myers Boat Show Economic Impact Study

B. Profile of Visitors Attending the 2002 Fort Myers Boat Show

1. Better than six of every ten (60.5%) Boat Show attendees reside in Lee County. This market segment (by definition) does not have economic impact in the county.
2. Only 11.4% of the estimated 11,000 attendees at the 2002 Fort Myers Boat Show were visitors who spent at least one (1) night in Lee County.
3. Day-trippers generated 28.1% of the show's attendance. The typical overnight visitor party attending the 2002 Fort Myers Boat Show had a median party size of two (2).
4. Respondents who spent at least one night in Lee County cite the following lodging accommodations:
 - Hotel/Motel 16.0%
 - Condo 19.9
 - Friends/Relatives 27.6
 - Other 36.5
5. Driving a car was the primary mode of transportation to the area as cited by the respondents (*multiple response*). Specifically:
 - Personal Car 83.7%
 - Fly 16.8
 - Rented a Car in Lee 8.6
 - Rented a Car Elsewhere 2.9
 - Other 0.5

Appendix A:
Detailed Database Tabulations

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q1. ARE YOU A LEE COUNTY RESIDENT?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
TOTAL	5396	3265	1313	726	92
	100.0	100.0	100.0	100.0	100.0
	100.0	60.5	24.3	13.5	1.7
TOTAL ANSWERING	5396	3265	1313	726	92
	100.0	100.0	100.0	100.0	100.0
	100.0	60.5	24.3	13.5	1.7
Yes	3265	3265	-	-	-
	60.5	100.0	-	-	-
	100.0	100.0	-	-	-
No	2131	-	1313	726	92
	39.5	-	100.0	100.0	100.0
	100.0	-	61.6	34.1	4.3

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q3A. TOTAL NUMBER IN IMMEDIATE PARTY THIS TRIP

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	2131	-	1313	726	92
who are not	100.0	-	100.0	100.0	100.0
residents in Lee County	100.0	-	61.6	34.1	4.3
One	269	-	188	72	10
	12.6	-	14.3	9.9	11.1
	100.0	-	69.6	26.6	3.8
Two	1337	-	784	501	51
	62.7	-	59.7	69.0	55.6
	100.0	-	58.7	37.5	3.8
Three	201	-	171	31	-
	9.4	-	13.0	4.2	-
	100.0	-	84.8	15.2	-
Four	263	-	119	112	31
	12.3	-	9.1	15.5	33.3
	100.0	-	45.5	42.8	11.7
Five	17	-	17	-	-
	0.8	-	1.3	-	-
	100.0	-	100.0	-	-
Six	34	-	34	-	-
	1.6	-	2.6	-	-
	100.0	-	100.0	-	-

(Continued)

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
{Weighted to Estimated Participant Population}

Q3A. TOTAL NUMBER IN IMMEDIATE PARTY THIS TRIP

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
Seven	10	-	-	10	-
	0.5	-	-	1.4	-
	100.0	-	-	100.0	-

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q3B. HOW TICKETS DID YOU OR YOUR PARTY BUY?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	2131	-	1313	726	92
who are not	100.0	-	100.0	100.0	100.0
residents in Lee County	100.0	-	61.6	34.1	4.3
One	297	-	205	82	10
	13.9	-	15.6	11.3	11.1
	100.0	-	69.0	27.6	3.4
Two	1415	-	853	501	61
	66.4	-	64.9	69.0	66.7
	100.0	-	60.3	35.4	4.3
Three	164	-	102	51	10
	7.7	-	7.8	7.0	11.1
	100.0	-	62.5	31.2	6.2
Four	228	-	136	82	10
	10.7	-	10.4	11.3	11.1
	100.0	-	59.7	35.8	4.5
Five or more	27	-	17	10	-
	1.3	-	1.3	1.4	-
	100.0	-	62.5	37.5	-

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q4. WILL YOU STAY IN LEE COUNTY OVERNIGHT?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	2131	-	1313	726	92
who are not	100.0	-	100.0	100.0	100.0
residents in Lee County	100.0	-	61.6	34.1	4.3
Yes	617	-	34	521	61
	29.0	-	2.6	71.8	66.7
	100.0	-	5.5	84.5	9.9
No	1514	-	1279	204	31
	71.0	-	97.4	28.2	33.3
	100.0	-	84.5	13.5	2.0

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q4R2. HOW MANY NIGHTS WILL YOU STAY?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	617	-	34	521	61
who are staying	100.0	-	100.0	100.0	100.0
overnight in Lee County	100.0	-	5.5	84.5	9.9
One to Two Nights	95	-	34	61	-
	15.5	-	100.0	11.8	-
	100.0	-	35.7	64.3	-
Three to Four Nights	102	-	-	102	-
	16.6	-	-	19.6	-
	100.0	-	-	100.0	-
Five to Six Nights	51	-	-	51	-
	8.3	-	-	9.8	-
	100.0	-	-	100.0	-
One to Two Weeks	164	-	-	143	20
	26.5	-	-	27.5	33.3
	100.0	-	-	87.5	12.5
Three Weeks to One Month	72	-	-	41	31
	11.6	-	-	7.8	50.0
	100.0	-	-	57.1	42.9
One to Two Months	51	-	-	41	10
	8.3	-	-	7.8	16.7
	100.0	-	-	80.0	20.0

(Continued)

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
{Weighted to Estimated Participant Population}

Q4R2. HOW MANY NIGHTS WILL YOU STAY?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
Greater than Two Months	82 13.3 100.0	- - -	- - -	82 15.7 100.0	- - -

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q5. TYPE OF LODGING

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	617	-	34	521	61
who are staying	100.0	-	100.0	100.0	100.0
overnight in Lee County	100.0	-	5.5	84.5	9.9
 Hotel/Motel	 99	 -	 17	 82	 -
	16.0	-	50.0	15.7	-
	100.0	-	17.2	82.8	-
 Condo	 123	 -	 -	 102	 20
	19.9	-	-	19.6	33.3
	100.0	-	-	83.3	16.7
 Friend/Relative	 170	 -	 17	 123	 31
	27.6	-	50.0	23.5	50.0
	100.0	-	10.0	72.0	18.0
 Other	 225	 -	 -	 215	 10
	36.5	-	-	41.2	16.7
	100.0	-	-	95.5	4.5

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q7. HOW MANY ROOMS IS YOUR IMMEDIATE PARTY USING?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	222	-	17	184	20
who are staying	100.0	-	100.0	100.0	100.0
overnight in Lee	100.0	-	7.7	83.1	9.2
County in a hotel/ motel/condo					
One	211	-	17	174	20
	95.4	-	100.0	94.4	100.0
	100.0	-	8.1	82.3	9.7
Two	10	-	-	10	-
	4.6	-	-	5.6	-
	100.0	-	-	100.0	-

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q8R. HOW DID YOU TRAVEL TO OUR AREA? {MULTIPLE RESPONSE}

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	2131	-	1313	726	92
who are not	100.0	-	100.0	100.0	100.0
residents in Lee County	100.0	-	61.6	34.1	4.3
Fly	358	-	-	297	61
	16.8	-	-	40.8	66.7
	100.0	-	-	82.9	17.1
Personal car	1783	-	1313	429	41
	83.7	-	100.0	59.2	44.4
	100.0	-	73.6	24.1	2.3
Rented a car in Lee	184	-	-	153	31
	8.6	-	-	21.1	33.3
	100.0	-	-	83.3	16.7
Rented a car elsewhere	61	-	-	51	10
	2.9	-	-	7.0	11.1
	100.0	-	-	83.3	16.7
Other	10	-	-	10	-
	0.5	-	-	1.4	-
	100.0	-	-	100.0	-

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q9. IF YOU FLEW, AT WHICH AIRPORT DID YOU DEPLANE?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants who flew	358 100.0 100.0	- - -	- - -	297 100.0 82.9	61 100.0 17.1
Southwest Florida International (FT MYERS)	307 85.7 100.0	- - -	- - -	256 86.2 83.3	51 83.3 16.7
Miami International	20 5.7 100.0	- - -	- - -	20 6.9 100.0	- - -
Sarasota/Bradenton	10 2.9 100.0	- - -	- - -	10 3.4 100.0	- - -
Tampa International	10 2.9 100.0	- - -	- - -	10 3.4 100.0	- - -
Orlando International	10 2.9 100.0	- - -	- - -	- - -	10 16.7 100.0

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q10. IF YOU RENTED A CAR, WAS THAT FROM:

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	245	-	-	204	41
who rented a car	100.0	-	-	100.0	100.0
	100.0	-	-	83.3	16.7
Hertz	20	-	-	10	10
	8.3	-	-	5.0	25.0
	100.0	-	-	50.0	50.0
Avis	51	-	-	41	10
	20.8	-	-	20.0	25.0
	100.0	-	-	80.0	20.0
Budget	31	-	-	31	-
	12.5	-	-	15.0	-
	100.0	-	-	100.0	-
Dollar	41	-	-	41	-
	16.7	-	-	20.0	-
	100.0	-	-	100.0	-
Alamo	61	-	-	51	10
	25.0	-	-	25.0	25.0
	100.0	-	-	83.3	16.7
National	31	-	-	31	-
	12.5	-	-	15.0	-
	100.0	-	-	100.0	-

(Continued)

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
{Weighted to Estimated Participant Population}

Q10. IF YOU RENTED A CAR, WAS THAT FROM:

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
Thrifty	10	-	-	-	10
	4.2	-	-	-	25.0
	100.0	-	-	-	100.0

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q11. HOW MANY VEHICLES DID YOU RENT?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	245	-	-	204	41
who rented a car	100.0	-	-	100.0	100.0
	100.0	-	-	83.3	16.7
One	235	-	-	194	41
	95.8	-	-	95.0	100.0
	100.0	-	-	82.6	17.4
Two	10	-	-	10	-
	4.2	-	-	5.0	-
	100.0	-	-	100.0	-

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q12. FOR HOW MANY DAYS DID YOU RENT IT?

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	245	-	-	204	41
who rented a car	100.0	-	-	100.0	100.0
	100.0	-	-	83.3	16.7
Two to Six Days	72	-	-	72	-
	29.2	-	-	35.0	-
	100.0	-	-	100.0	-
One to Two Weeks	112	-	-	92	20
	45.8	-	-	45.0	50.0
	100.0	-	-	81.8	18.2
Greater than Three Weeks	61	-	-	41	20
	25.0	-	-	20.0	50.0
	100.0	-	-	66.7	33.3

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13A. LEE COUNTY BUDGET: AIRFARE (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	286	-	-	225	61
who flew	100.0	-	-	100.0	100.0
	100.0	-	-	78.6	21.4
MEAN	613.14	-	-	438.55	1253.33
MEDIAN	490.00	-	-	420.00	800.00
MODE	500.00	-	-	500.00	2000.00

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13B. LEE COUNTY BUDGET: LODGING (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	170	-	17	143	10
who stayed	100.0	-	100.0	100.0	100.0
overnight in Lee County	100.0	-	10.0	84.0	6.0
MEAN	603.59	-	140.00	559.07	2000.00
MEDIAN	200.00	-	140.00	200.00	2000.00
MODE	0.0	-	140.00	0.0	2000.00

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13C. LEE COUNTY BUDGET: FOOD & ENT (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	2008	-	1262	665	82
with food and	100.0	-	100.0	100.0	100.0
entertainment	100.0	-	62.8	33.1	4.1
expenditures					
MEAN	217.14	-	31.54	440.54	1265.00
MEDIAN	30.00	-	20.00	200.00	600.00
MODE	0.0	-	0.0	100.00	50.00

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13D. LEE COUNTY BUDGET: BOATSHOW (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	1732	-	1057	593	82
who spent money at	100.0	-	100.0	100.0	100.0
the boatshow	100.0	-	61.0	34.2	4.7
MEAN	2293.65	-	1825.55	2923.21	3779.38
MEDIAN	30.00	-	30.00	30.00	35.00
MODE	0.0	-	0.0	0.0	0.0

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13E. LEE COUNTY BUDGET: RETAIL PURCHASES (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	948	-	529	399	20
with retail	100.0	-	100.0	100.0	100.0
purchases in Lee County	100.0	-	55.8	42.1	2.2
MEAN	212.79	-	70.32	411.28	25.00
MEDIAN	0.0	-	0.0	100.00	25.00
MODE	0.0	-	0.0	0.0	0.0

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q13F. LEE COUNTY BUDGET: RENTAL CAR (Unadjusted)

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
BASE: Participants	153	-	-	112	41
who rented a car	100.0	-	-	100.0	100.0
	100.0	-	-	73.3	26.7
MEAN	492.60	-	-	350.45	883.50
MEDIAN	415.00	-	-	350.00	800.00
MODE	130.00	-	-	130.00	600.00

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q14. PARTY COMPOSITION

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
TOTAL	5396	3265	1313	726	92
	100.0	100.0	100.0	100.0	100.0
	100.0	60.5	24.3	13.5	1.7
Single	909	612	205	82	10
	16.8	18.8	15.6	11.3	11.1
	100.0	67.4	22.5	9.0	1.1
Couple	2638	1523	665	409	41
	48.9	46.6	50.6	56.3	44.4
	100.0	57.7	25.2	15.5	1.6
Family	581	345	153	72	10
	10.8	10.6	11.7	9.9	11.1
	100.0	59.5	26.4	12.3	1.8
Group	1269	785	290	164	31
	23.5	24.0	22.1	22.5	33.3
	100.0	61.8	22.8	12.9	2.4

FORT MYERS BOATSHOW ECONOMIC IMPACT STUDY 2002
 {Weighted to Estimated Participant Population}

Q15. GENDER

	Total	Lee Resident	Neighboring Counties	U.S. Resident (Not L/N Cty)	Outside U.S. Visitors
	-----	-----	-----	-----	-----
TOTAL	5396	3265	1313	726	92
	100.0	100.0	100.0	100.0	100.0
	100.0	60.5	24.3	13.5	1.7
Male	3297	2135	631	470	61
	61.1	65.4	48.1	64.8	66.7
	100.0	64.7	19.1	14.3	1.9
Female	2099	1130	682	256	31
	38.9	34.6	51.9	35.2	33.3
	100.0	53.9	32.5	12.2	1.5