

**Report to the Industry**  
*May 11, 2017*

**Winter 2017 Statistics**

During the winter of 2017, The Beaches of Fort Myers & Sanibel hosted more than 1.3 million visitors who spent an estimated \$1.15 billion while visiting – a one percent drop in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$852 million (74 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average daily rate, along with a slight drop in average occupancy rates for the season, leading to a decrease in revenue per available room (RevPAR).

**Occupancy Summary**

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2016	2017	2016	2017	2016	2017
Hotel/Motel/Resort/B&B	84.2%	82.4%	\$207.21	\$203.55	\$174.44	\$167.65
Condo/Cottage/Vacation Home	89.7%	90.7%	\$268.35	\$264.02	\$240.62	\$239.45
RV Park/Campground	95.2%	95.0%	\$67.01	\$66.17	\$63.82	\$62.88
<b>AVERAGE</b>	<b>87.9%</b>	<b>87.4%</b>	<b>\$184.34</b>	<b>\$176.10</b>	<b>\$162.08</b>	<b>\$153.97</b>

**Visitation and Visitor Origins**

Total Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	54%	55%	724,071	728,209
<u>Friends/Relatives</u>	46%	45%	<u>606,576</u>	<u>595,032</u>
<b>Total Visitation</b>			<b>1,330,647</b>	<b>1,323,241</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2016	2017	2016	2017
United States	79%	82%	570,782	599,175
Canada	9%	12%	68,544	88,152
Germany	5%	2%	34,895	17,886
UK	5%	2%	34,895	12,776
Other International	2%	1%	14,955	10,220

Top DMAs (Paid Accommodations)		
	Winter 2017	
	%	Count
Minneapolis-Saint Paul	9%	54,329
Boston	7%	43,464
New York	6%	37,254
Chicago	6%	37,254
Indianapolis	4%	21,732
Philadelphia	3%	18,627
Detroit	3%	17,075
Saint Louis	3%	15,523
Hartford-New Haven	3%	15,523
Cleveland-Akron (Canton)	2%	13,970

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**March STR Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
88.4%	86.0%	-2.7%	\$235.44	\$229.45	-2.5%	\$208.13	\$197.32	-5.2%

**Bed Tax Collection**

The preliminary resort tax collected for March 2017 was \$7,924,789, a 1.6 percent decrease over March 2016 preliminary collections of \$8,052,654. Fiscal year-to-date preliminary tourist tax collections are \$24,306,247, a decrease of 2.8 percent year-over-year.

**Airport News**

During March 2017, 1,252,124 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 1.4 percent compared to March 2016. Year-to-date, passenger traffic is down 2.8 percent from the same period last year. Carol Obermeier, Lee County Port Authority's director of air service development, noted that March 2017 was its second-best March on record.

**Water Quality Update**

Roland Ottolini, Lee County Natural Resources director, updated the TDC on the county's measures including capital improvement, source control and conservation land to improve its waterways and preserve its natural systems. He outlined the county's action plan at the federal, state, and local levels.

**Date of November TDC Meeting Moved**

The council voted to move the date of the November TDC meeting to Monday, Nov. 13, 2017.

**First Quarter Research Report**

Bob Domine, Digital Research Group president, reported on the winter 2017 season. Between January and March, visitation in paid accommodations remained steady while expenditures dipped slightly. Canada continued to deliver the largest share of international visitors for the winter season.

**Sports Development Update**

Jeff Mielke, Sports Development director, reported that 22,770 room nights sold in the first quarter of 2017 with direct visitor spending of more than \$9.5 million.

**TDC Approves Funding for Beach & Shoreline Projects**

The TDC formalized funding recommendations for fiscal year 2017-18 and allocated \$8,398,745 for 19 projects.

**Next TDC Meeting**

The next TDC meeting will be held on Thursday, June 8, 2017 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901. To view a complete tax collections report, go to [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.