

## Report to the Industry

August 13, 2015

### Spring 2015 Statistics

During the spring of 2015, The Beaches of Fort Myers & Sanibel hosted about 1.3 million visitors who spent an estimated \$705 million while visiting – an increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$472.5 million (67 percent of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate and average daily rate for the season, producing significant growth in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2014	2015	2014	2015	2014	2015
Hotel/Motel/Resort/B&B	66.6%	70.4%	\$143.90	\$149.43	\$95.80	\$105.16
Condo/Cottage/Vacation Home	71.4%	73.3%	\$161.01	\$180.73	\$114.93	\$132.47
RV Park/Campground	34.1%	39.2%	\$43.39	\$44.65	\$14.81	\$17.49
<b>AVERAGE</b>	<b>59.2%</b>	<b>64.0%</b>	<b>\$133.36</b>	<b>\$142.69</b>	<b>\$78.97</b>	<b>\$91.34</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2014	2015	2014	2015
Paid Accommodations	61%	61%	836,684	795,752
Friends/Relatives	39%	39%	528,927	504,111
<b>Total Visitation</b>			<b>1,365,611</b>	<b>1,299,863</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2014	2015	2014	2015
United States	81%	83%	675,266	661,278
Canada	5%	6%	37,664	48,521
Germany	8%	5%	65,912	40,203
UK	3%	4%	24,213	29,113
Other International	3%	2%	33,629	16,635

Top DMAs (Paid Accommodations)		
Spring 2015		
New York	7%	49,172
Boston (Manchester, NH)	7%	45,781
Chicago	6%	38,998
Detroit	5%	33,912
Indianapolis	5%	32,216
Columbus, OH	4%	28,825
Minneapolis-Saint Paul	3%	22,043
Philadelphia	3%	20,347
Miami-Fort Lauderdale	3%	16,956
Cincinnati	2%	15,260

### May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
63.0%	64.4%	+2.4	\$119.93	\$130.60	+8.9	\$75.50	\$84.16	+11.5

### June Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
59.4%	65.9%	+10.8	\$115.99	\$123.33	+6.3	\$68.95	\$81.24	+17.8

### Steady bed tax collection continues

The preliminary resort tax collected for May 2015 is \$2,207,043, a 10.6 percent increase over May 2014's preliminary numbers. The preliminary resort tax collected in June 2015 was \$2,486,932, a 14.3 percent increase over June 2014 preliminary collections of \$2,175,364.

### Airport news

During May 2015, 602,891 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of two percent over the same period last year. During June 2015, 481,512 passengers traveled through RSW, a 0.6 percent change over the same period last year.

### TDC welcomes new appointed members

The Lee County Board of County Commissioners (BOCC) named Fort Myers Beach Mayor Anita Cereceda and Bonita Springs Councilman Mike Gibson as members of the Lee County Tourist Development Council (TDC). Councilman Gibson was seated at today's TDC meeting. Mayor Cereceda will attend Nov. 12.

### A great spring season for Lee County Sports Development

Lee County Sports Development reported numbers for spring 2015. During April, May and June 2015, Lee County hosted 43 events, bringing in 51,413 sports visitors to Lee County. The total direct and indirect economic impact during the three-month period totaled \$27.5 million.

### 2015/2016 Co-op Advertising Program unveiled

Immediately following today's TDC meeting, the VCB's Co-op Advertising Program was unveiled. Partners may begin purchasing co-op placements on August 26 at 10:30 a.m., with all programs on a first come, first serve basis at [www.coop.leevcb.com](http://www.coop.leevcb.com).

### Next TDC meeting

**The TDC will not meet in September or October.**

**The next TDC meeting is scheduled for Thursday, Nov. 12, 2015 at 9 a.m.** The meeting will be held in the first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.