

Report to the Industry

February 8, 2018

Fall 2017 Statistics

During the fall of 2017, The Beaches of Fort Myers & Sanibel hosted more than 1.1 million visitors who spent an estimated \$707 million while visiting – an eight percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$526 million (74 percent of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy rate and average daily rate for the season, translating to an increase 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	65.2%	73.8%	\$132.35	\$139.24	\$86.30	\$102.70
Condo/Cottage/Vacation Home	59.2%	58.2%	\$186.28	\$176.19	\$110.22	\$102.55
RV Park/Campground	64.5%	67.3%	\$56.43	\$52.61	\$36.42	\$35.40
OVERALL	63.8%	68.8%	\$122.62	\$123.04	\$78.26	\$84.68

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	67%	69%	745,398	786,552
Friends/Relatives	33%	31%	362,598	352,374
Total Visitation			1,107,996	1,138,926

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2016	2017	2016	2017
United States	70%	74%	520,401	582,292
Canada	7%	9%	55,101	74,692
Germany	11%	8%	82,652	59,449
UK	4%	4%	30,612	35,059
Other International	8%	4%	56,632	35,059

Top DMAs (Paid Accommodations)		
	Fall 2017	
Detroit	6%	33,107
Boston (Manchester, NH)	5%	31,159
Minneapolis-Saint Paul	5%	29,212
Cleveland-Akron (Canton)	5%	29,212
New York	5%	29,212
Chicago	4%	21,422
Indianapolis	3%	19,475
Atlanta	3%	19,475

December Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
65%	73%	+12.4%	\$140.70	\$148.28	+5.4%	\$91.43	\$108.30	+18.4%

Bed tax collection

The preliminary resort tax collected for December 2017 was \$3,518,946, a 12.3 percent increase over December 2016 preliminary collections of \$3,134,913. Fiscal year-to-date preliminary tourist tax collections are \$8,529,091, an increase of 15.5 percent year-over-year.

Airport News

During December 2017, 873,494 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 3.9 percent compared to December 2016. Year-end passenger traffic was up 2.8 percent compared to last year.

Sports Development Update

Jeff Mielke, Sports Development director, reported 2017 year-end highlights including an increased number of annual events to 144 that resulted in more than 150,000 room nights sold, and direct visitor spending of \$65,891,470.

Lee County Visitation Update

Nicole Devine, DPA, reported on the fall season 2017 highlights. Visitation among visitors staying in paid accommodations increased by more than 5 percent, while total expenditures increased 7.9 percent, exceeding \$700 million. About one-quarter of fall season guests were from international markets with Canada representing the largest share at 9 percent.

A 2017 review of the Hotel Industry

Jennifer Foster, STR, presented an overview of the hotel industry. In 2017, Florida saw record-setting highs for occupancy, ADR, and RevPar. For 2018, STR projects Lee County's average occupancy will decrease 2.5% to 69.9%, ADR will increase 2.6% to \$155 and RevPar will be flat at \$108.

New Business

The Tourist Development Council (TDC) unanimously approved the VCB fourth-quarter budget report.

Next TDC meeting

There will be no TDC meeting in March. The next TDC meeting will be held on Thursday, April 12, 2018 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.