



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

**Report to the Industry**

*August 14, 2014*

**Spring 2014 Statistics**

During the spring (April, May, June) 2014, The Beaches of Fort Myers & Sanibel hosted about 1.4 million visitors who spent an estimated \$684 million while visiting – a modest increase over the prior year, according to Davidson-Peterson Associates, the VCB’s research firm. Visitors staying in paid accommodations spent an estimated \$440 million (64 percent of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate and average daily rate for the spring season, producing significant growth in RevPAR.

**Spring Season Occupancy Summary**

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2013	2014	2013	2014	2013	2014
Hotel/Motel/Resort/B&B	63.4%	66.6%	\$131.53	\$143.90	\$83.40	\$95.80
Condo/Cottage/Vacation Home	63.8%	71.4%	\$161.18	\$161.01	\$102.77	\$114.93
RV Park/Campground	36.5%	34.1%	\$42.74	\$43.39	\$15.62	\$14.81
<b>AVERAGE</b>	<b>57.0%</b>	<b>59.2%</b>	<b>\$125.30</b>	<b>\$133.36</b>	<b>\$71.45</b>	<b>\$78.97</b>

**Spring Season Visitation and Visitor Origins**

Total Visitation				
	%		Visitor Estimates	
	2013	2014	2013	2014
Paid Accommodations	56%	61%	734,693	836,684
Friends/Relatives	44%	39%	575,541	528,927
<b>Total Visitation</b>			<b>1,310,234</b>	<b>1,365,611</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2013	2014	2013	2014
United States	82%	81%	599,326	675,266
Germany	7%	8%	48,033	65,912
Canada	3%	5%	25,108	37,664
UK	3%	3%	19,650	24,213
Other International	6%	4%	41,483	33,629
No Answer	<1%	-	1,092	-

Top DMAs (Paid Accommodations)		
	Spring 2014	
Chicago	7%	44,918
Indianapolis	6%	41,923
New York	6%	40,426
Boston	6%	37,432
Detroit	4%	28,448
Minneapolis-Saint Paul	4%	28,448
Cincinnati	3%	22,459
Milwaukee	3%	20,962
Columbus, OH	3%	19,464
Philadelphia	3%	17,967
Kansas City	2%	16,470

**June Smith Travel Research Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
54.5%	58.5%	+7.3	\$118.69	\$121.91	+2.7	\$64.72	\$71.34	+10.2

**Spring bed tax soars double digits**

The preliminary resort tax collections for June 2014 were \$2,175,364 in preliminary collections, an increase of 10.5 percent over June 2013’s preliminary numbers.

**Lee County’s newest certified Guest Service professionals honored**

The TDC recognized Edison & Ford Winter Estates’ Leeanne Criswell and Janet Wilson; SWFL Museum of History’s Chuck and Harriett Smith; Comfort Inn’s Aaron Weeks; VCB volunteers James Jackson and Faye and Philip Benkert; and VCB interns Lauren Blasingim and Wynter Rose for earning the American Hotel & Lodging Institute’s Certified Guest Service professional designation.

**A record spring season for Lee County sports tourism**

Lee County Sports Development Executive Director Jeff Mielke reported record-breaking numbers for spring 2014. During April, May and June 2014, Lee County hosted 44 events, bringing in 52,316 sports visitors to Lee County. The total direct and indirect economic impact during the three-month period totaled \$25.4 million.

**Examining traveler behavior, perceptions and awareness of The Beaches of Fort Myers & Sanibel**

Marcia Wood with Davidson-Peterson Associates, the VCB’s research firm, shared the Leisure Traveler Market Assessment, a study commissioned by the VCB. The report defines leisure travelers, their attitudes and awareness of The Beaches of Fort Myers & Sanibel as a travel destination. The study also compares The Beaches of Fort Myers & Sanibel and its attributes to other competitive warm-weather destinations. The report breaks down the demographics and psychographic drivers for travel, which will be invaluable in aiding the VCB to better understand its current and prospective visitors, as well as its marketing efforts.

**TDC approves funding, budget and events marketing subcommittee nominations**

The TDC approved \$16,375 to fund the Ninth Annual Sanibel Writers Conference to be held Nov. 6-9, 2014 at BIG ARTS and the Sanibel Island Public Library. The TDC also voted to approve the third quarter 2013-2014 budget report. In addition, the TDC approved nominations for the Fiscal 2015-2016 Events Marketing Subcommittee to include new member Jeff Webb, returning chair Pam Cronin and returning committee members Colleen DePasquale, Rene Affourtit, and Mayor Kevin Ruane.

**Airport News**

Airport traffic continues to rise with moderate increases reported for June 2014, with 478,692 passengers, an increase of 1.2 percent over the same period in 2013.

**Next TDC meeting**

**There is no regular meeting in September or October.**

The next regular meeting of the TDC is scheduled for **Nov. 13, 2014**, 9 a.m. at the VCB’s office, 2201 Second Street, First Floor, Fort Myers, 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.