

## Report to the Industry

February 11, 2016

### Fall 2015 Statistics

During the fall of 2015, The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$664 million while visiting – a 5.9 percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$469.5 million (71 percent of the total). Lee County’s lodging industry experienced year-over-year increases in the average occupancy rate of 8.6 percent and a 5 percent increase in the average daily rate for the season, producing significant growth of 14 percent 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	60.7%	67.5%	\$129.49	\$133.62	\$78.55	\$90.19
Condo/Cottage/Vacation Home	61.8%	60.5%	\$160.18	\$176.39	\$99.00	\$106.75
RV Park/Campground	55.6%	62.4%	\$46.58	\$50.13	\$25.91	\$31.28
<b>AVERAGE</b>	<b>59.7%</b>	<b>64.8%</b>	<b>\$117.76</b>	<b>\$123.66</b>	<b>\$70.31</b>	<b>\$80.15</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2014	2015	2014	2015
Paid Accommodations	63%	65%	708,474	723,025
Friends/Relatives	37%	35%	411,978	394,689
<b>Total Visitation</b>			<b>1,120,452</b>	<b>1,117,714</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2014	2015	2014	2015
United States	65%	62%	462,815	451,360
Germany	12%	15%	88,220	108,949
UK	9%	9%	62,433	63,671
Canada	7%	8%	50,218	59,427
Other International	6%	5%	44,789	39,618

Top DMAs (Paid Accommodations)		
	Fall 2015	
Minneapolis-Saint Paul	7%	32,760
Boston	6%	27,300
New York	6%	27,300
Cleveland-Akron	4%	20,020
Detroit	4%	20,020
Cincinnati	4%	16,380
Columbus, OH	4%	16,380

## **December Smith Travel Research Summary**

<b>Average Occupancy Rate</b>			<b>Average Daily Rate</b>			<b>RevPAR</b>		
<b>2014</b>	<b>2015</b>	<b>% Change</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>
65.5%	69.1%	+5.4	\$129.99	\$140.16	+7.8	\$85.18	\$96.80	+13.6

### **Preliminary December tax breaks another record**

The preliminary resort tax collected for December 2015 was \$3,124,516, an 8.3 percent increase over December 2014 preliminary collections of \$2,883,737. Fiscal year-over-year collections increased 11.4 percent, with a total of \$7,282,135.

### **Airport news**

During December 2015, 835,359 passengers traveled through Southwest Florida International Airport (RSW), an increase of 9.2 percent compared to December 2014. The passenger traffic during 2015 was a historic best for the airport with 8,371,801 travelers.

### **Lee County Visitation Gains**

Marcia Wood, DPA, reported key 2015 calendar year growth. Those gains included more than 3 million guests in paid accommodations, 4.9 million total visitors to Lee County with international visitors representing 26 percent.

### **A Positive 2015 in the Hotel Industry**

Carter Wilson, STR Analytics director, presented an overview of the local and national hotel industry. For 2015, Lee County led the competitive set in RevPar increase and year-over-year occupancy growth. The STR report forecast for 2016 represents positive increases locally of 5.9 percent in ADR and 7.2 percent in RevPar. The percent of change nationally is less favorable with 4.4 percent ADR and 5 percent RevPar.

### **New Business**

The Tourist Development Council (TDC) made a legislative finding to recommend allowing the Town of Fort Myers Beach to use previously awarded beach park maintenance funding for landscaping and interpretive signage at a parking area for the Mound House. The TDC also voted to support The Sidney & Berne Davis Art Center rooftop sculpture garden project. Both funding requests will now go to the Board of County Commissioners.

### **Marketing Request**

After a brief discussion about February bookings, the TDC made a motion to support a digital marketing campaign to combat current challenges. A request was made to have the VCB staff and county administration to activate a strategy.

### **Next TDC meeting**

#### **The TDC will not meet in March.**

The next TDC meeting will be held **Thursday, April 14, 2016 at 9 a.m.** at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, Fla. 33901. To view a complete tax collection 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.

