



Report to the Industry

August 11, 2016

Spring 2016 Statistics

During the spring of 2016, The Beaches of Fort Myers & Sanibel hosted about 1.31 million visitors who spent an estimated \$704.5 million while visiting. Expenditures among spring 2016 paid accommodations guests amounted to \$467.4 million (66 percent of the total). Lee County's lodging industry experienced a year-over-year decrease in average occupancy rate and average daily rate, leading to modest decline in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2015	2016	2015	2016	2015	2016
Hotel/Motel/Resort/B&B	70.4%	69.5%	\$149.43	\$147.61	\$105.16	\$102.65
Condo/Cottage/Vacation Home	73.3%	69.4%	\$180.73	\$186.08	\$132.47	\$129.19
RV Park/Campground	39.2%	35.7%	\$44.65	\$44.60	\$17.49	\$15.93
AVERAGE	64.0%	61.4%	\$142.69	\$142.44	\$91.34	\$87.48

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	61%	63%	795,752	819,406
Friends/Relatives	39%	37%	504,111	487,515
Total Visitation			1,299,863	1,306,921

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2015	2016	2015	2016
United States	83%	77%	661,278	628,645
Germany	5%	11%	40,203	88,155
UK	4%	5%	29,113	41,910
Canada	6%	4%	48,521	30,348
Other International	2%	4%	16,636	30,348

Top DMAs (Paid Accommodations)		
	Spring 2016	
Indianapolis	7%	45,686
Boston (Manchester, NH)	6%	36,549
Chicago	5%	32,894
New York	5%	31,067
Detroit	4%	27,412
Cleveland-Akron (Canton)	3%	21,929
Tampa-Saint Petersburg	3%	16,447
Denver	3%	16,447
Atlanta	3%	16,447
Cincinnati	3%	16,447
Saint Louis	3%	16,447

June Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
65.9%	65.9%	+0.1%	\$123.37	\$125.01	+1.3%	\$81.25	\$82.38	+1.4%

Bed tax collection

The preliminary resort tax collected for June 2016 was \$2,557,534, a 2.8 percent increase over June 2015 preliminary collections of \$2,486,932. Fiscal year-to-date preliminary tourist tax collections are \$33,557,517, an increase of 5.1 percent year-over-year.

Airport news

During June 2016, 492,413 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 2.3 percent in passenger traffic compared to June 2015. Year-to-date, passenger traffic is up 5.1 percent from the same period last year.

TDC welcomes new appointed member

The Lee County Board of County Commissioners (BOCC) named Brian Kramer, Hyatt Regency Coconut Point Resort & Spa general manager, as the latest member of the Lee County Tourist Development Council (TDC). Kramer will serve as an ex-officio member representing the Lee County Hotel Association (LCHA). He replaces Jeff Webb on the TDC.

New Business

The Tourist Development Council (TDC) approved \$25,000 in matching funds for the City of Fort Myers to promote Harborside Event Center during FY 2016-17. The TDC also unanimously approved the VCB third-quarter budget.

Mark your calendars for the upcoming E-Awards celebration

The annual E-Awards will be held on Sept. 1, from 8 - 10:30 a.m., at Sanibel Harbour Marriott Resort & Spa. The popular recognition awards program is one of the area's most prestigious industry awards events, drawing more than 485 nominations this year for outstanding service providers in Lee County.

FY 2016/2017 Co-op Advertising Program unveiled

Immediately following today's TDC meeting, the VCB's FY 16/17 Co-op Advertising Program was unveiled. The presentation and plan details are available at <https://www.leevcb.com/>. Partners may begin placing their orders on Aug. 24 at 10:30 a.m. on a first-come, first-served basis by logging onto <http://coop.leevcb.com/>.

Next TDC meeting

There is no scheduled TDC meeting for September. The next TDC meeting is Thursday, Oct. 13, 2016 at 9 a.m. The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 33901. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@lee.gov, Lee County VCB, 239-338-3500.