



Report to the Industry

Feb. 13, 2014

Fall 2013 Statistics

During the fall of 2013, The Beaches of Fort Myers & Sanibel hosted more than one million visitors who spent an estimated \$582 million. Visitors staying in paid accommodations spent an estimated \$378 million. Lee County's lodging industry experienced increases in average occupancy rate and average daily rate for the fall season year-over-year. As a result, revenue per available room increased as well.

Fall Season Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2012	2013	2012	2013	2012	2013
Hotel/Motel/Resort/B&B	54.6%	56.9%	\$113.28	\$122.06	\$61.83	\$69.50
Condo/Cottage/Vacation Home	53.3%	57.8%	\$143.29	\$154.33	\$76.39	\$89.26
RV Park/Campground	47.2%	47.5%	\$48.36	\$49.52	\$22.82	\$23.50
AVERAGE	52.6%	54.9%	\$106.63	\$114.99	\$56.03	\$63.19

Fall Season Visitation and Visitor Origins

	Total Visitation			
	%		Visitor Estimates	
	2012	2013	2012	2013
Paid Accommodations	56%	59%	554,707	611,894
<u>Friends/Relatives</u>	44%	41%	442,851	424,920
Total Visitation			997,558	1,036,814

	Visitor Origin – Paid Accommodations Visitors			
	%		Visitor Estimates	
	2012	2013	2012	2013
United States	72%	71%	397,108	433,581
Germany	12%	11%	64,284	65,694
UK	5%	6%	29,031	34,724
Canada	4%	5%	21,774	32,847
Other International	8%	7%	41,473	42,232
No Answer	<1%	<1%	1,037	2,815

Fall 2013 Top DMAs (Paid Accommodations)		
Chicago	7%	29,093
Indianapolis	6%	26,278
New York	5%	22,524
Detroit	5%	21,585
Boston	5%	21,585
Philadelphia	5%	20,647
Cincinnati	3%	14,077
Cleveland-Akron	3%	12,200
Minneapolis-Saint Paul	3%	11,262
Grand Rapids-Kalamazoo-Battle Creek	2%	10,323
Columbus, OH	2%	10,323

December Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
50.7%	58.5%	+15.3	\$119.13	\$123.17	+3.4	\$60.43	\$72.03	+19.2

Double-digit increases in tax collection continue

The preliminary resort tax collected for December 2013 was \$2,414,494, a record-breaking increase of 18.5 percent over December 2013 preliminary collections. The fiscal YTD preliminary collections totaled \$5,630,381, an impressive increase of 13.7 percent over the fiscal YTD preliminary collections for the same time period in 2012.

Lee County shows continued strengthening, impressive five-year gains in visitation and spending

As 2013 drew to a close, Lee County posted historical statistics in visitation and expenditures for both the year and the fourth quarter. Visitors staying in paid accommodations during fall 2013 was the highest it has been over the past five years, increasing 17.5 percent during that period. Similarly, visitor expenditures among those staying in paid accommodations during fall 2013 have grown over the last five years by 23.4 percent. While total visitation has fluctuated over the last five years, visitation amongst those staying in paid accommodations has increased 20.2 percent. Visitor expenditures showed a similar pattern of growth to the visitation trends, with expenditures by those in paid accommodations increasing 20.6 percent since 2009.

Lee County gets boost from sports

Lee County had a record year for sports tourism in 2013 with nearly 142,000 room nights sold and \$100 million in direct and indirect economic impact from amateur sporting events alone. The destination hosted more than 100 amateur sports events, and amateur baseball events accounted for 85,000 of the room nights. In fact, JetBlue Park hosted events two out of three days last year, more than any other facility in the nation. December 2013 was a great month for sports tourism, due in part to the return of the Florida Senior Games. During that month, amateur sports generated 12,353 total room nights sold and a direct and indirect economic impact of \$7,418,273. Lee County Sports Development has far surpassed its goal of generating 40,000 room nights per year, set at its inception in 2003.

Pamela Johnson named deputy director

Congratulations to Pamela Johnson, new deputy director of the VCB. Pamela will now be responsible for all aspects of bureau operations and management, under VCB Executive Director Tamara Pigott. A graduate of Howard University, Pamela is a Certified Destination Management Executive (CDME) and has worked at the VCB in marketing, advertising and sales for 18 years.

Airport news

During December 2013, 735,739 passengers traveled through Southwest Florida International Airport, an increase of 8.2 percent compared to December 2012.

Next TDC meeting

LOCATION CHANGE FOR NEXT MONTH: The next TDC meeting is scheduled for Thursday, March 13, 2014 at 9 a.m. at Buckingham Farms, 12931 Orange River Blvd., Fort Myers, 33905. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.