



## Report to the Industry

February 13, 2020

### October – December 2019 Statistics

During October–December 2019, The Beaches of Fort Myers & Sanibel hosted more than 1.2 million visitors who spent an estimated \$743 million while visiting. Visitors staying in paid accommodations spent an estimated \$515 million (69% of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy and in average daily rate, resulting in an increase in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2018	2019	2018	2019	2018	2019
Hotel/Motel/Resort/B&B	64.5%	66.0%	\$134.38	\$140.98	\$86.68	\$93.05
Condo/Cottage/Vacation Home	48.9%	61.0%	\$209.65	\$202.79	\$102.52	\$123.70
RV Park/Campground	66.4%	60.1%	\$54.98	\$76.14	\$36.51	\$45.76
<b>OVERALL</b>	<b>61.8%</b>	<b>63.1%</b>	<b>\$121.66</b>	<b>\$137.39</b>	<b>\$75.19</b>	<b>\$86.69</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2018	2019	2018	2019
Paid Accommodations	68%	68%	745,700	849,700
Non-Paid Accommodations	32%	27%	354,100	337,400
Day Trippers	NA	5%	NA	62,400
<b>Total Visitation</b>			<b>1,099,800</b>	<b>1,249,500</b>

Visitor Origins		
	%	
	2018	2019
United States	85%	87%
Canada	4%	3%
UK	2%	2%
Germany	4%	5%
Other Europe	2%	2%
Other International	2%	1%

Visitor Origin Cities		
	%	
	2018	2019
Cincinnati	5%	6%
New York City	6%	5%
Chicago	5%	4%
Miami-Ft. Lauderdale	5%	3%
Minneapolis	3%	3%
Indianapolis	3%	3%
Detroit	4%	3%

## **December Smith Travel Research Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
66.5%	67.7%	+1.8%	\$146.65	\$155.95	+6.3%	\$97.50	\$105.56	+8.3%

### **Bed tax collection**

The preliminary resort tax collected for December 2019 was \$3,948,803 an 11.6% increase over December 2018 preliminary collections of \$3,537,771. Fiscal year-to-date preliminary tourist tax collections are \$9,042,501 an increase of 15.1% year-over-year.

### **Airport News**

During December 2019, 1,077,818 passengers traveled through Southwest Florida International Airport, an increase of 12.4% compared to December 2018. Year-end passenger traffic was up 9.1 percent compared to last year.

### **Lee County Visitation Update**

Phillip Downs, DSG, reported on fall season 2019 highlights. Lee County welcomed 1,249,500 visitors between October and December 2019, an increase of 13.6% from 2018. During this timeframe, visitors spent more than \$743 million in the destination, resulting in a total economic impact of more than \$1.2 billion, up 8.7% from 2018. Downs said 87% of visitors came from the U.S., while Germany and Canada represented the majority of international visitors with 5% and 3%, respectively.

### **Sports Development Update.**

Jeff Mielke, Sports Development director, reported 2019 year-end highlights including 153 annual events that resulted in 162,093 room nights sold and direct visitor spending in excess of \$70 million.

### **Lee County Hotel Overview**

Emmy Hise, STR, presented an overview of the hotel industry. In 2019, the U.S. saw record-setting highs for ADR and RevPar, while occupancy remained flat. For 2020, STR forecasts Lee County's average occupancy will remain flat at 68.6%, ADR will increase 0.7% to \$158 and RevPar will increase slightly to \$109. [View the full presentation online here.](#)

### **New Business**

The Tourist Development Council (TDC) approved the first-quarter budget reports for the VCB and Sports Development.

### **Next TDC meeting**

The next TDC meeting will be held **at 2 p.m. Thursday, March 12, 2020**, at the Lee County Admin East building, Room 118, 2201 Second St., Fort Myers, FL 33901. To view a complete tax collections report, visit [LeeVCB.com](http://LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.