

Report to the Industry

February 12, 2015

Fall 2014 Statistics

During the fall of 2014, The Beaches of Fort Myers & Sanibel hosted more than one million visitors who spent an estimated \$627 million. Visitors staying in paid accommodations spent an estimated \$426 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. International visitation increased almost 38 percent.

Fall Season Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2013	2014	2013	2014	2013	2014
Hotel/Motel/Resort/B&B	56.9%	60.7%	\$122.06	\$129.49	\$60.50	\$78.55
Condo/Cottage/Vacation Home	57.8%	61.8%	\$154.33	\$160.18	\$89.26	\$99.00
RV Park/Campground	47.5%	55.6%	\$49.52	\$46.58	\$23.50	\$25.91
AVERAGE	55.0%	59.7%	\$114.99	\$117.76	\$63.19	\$70.31

Fall Season Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2013	2014	2013	2014
Paid Accommodations	59%	63%	611,894	708,474
Friends/Relatives	41%	37%	424,920	411,978
Total Visitation			1,036,814	1,120,452

Visitor Origin – Paid Accommodations Visitors

	%		Visitor Estimates	
	2013	2014	2013	2014
United States	71%	65%	433,581	462,815
Germany	11%	12%	65,694	88,220
UK	6%	9%	34,724	62,433
Canada	5%	7%	32,847	50,218
Other International	6%	7%	42,231	44,788
No Answer	<1%	-	2,815	-

Fall 2014 Top DMAs (Paid Accommodations)

Chicago	7%	33,085
New York	7%	31,405
Boston	6%	26,447
Indianapolis	4%	19,835
Detroit	4%	18,182
Cleveland-Akron	3%	14,876
Columbus, OH	3%	13,223
Minneapolis-Saint Paul	3%	13,223
Philadelphia	3%	11,570
Orlando-Daytona Beach-Melbourne	2%	9,917

December Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
58.7%	65.7%	+12.0	\$122.96	\$128.60	+4.6	\$72.16	\$84.50	+17.1

Preliminary December bed tax breaks another record

The preliminary resort tax collected for December 2014 was \$2,883,737 a 19.4 percent increase over December 2013 preliminary collections of \$2,414,494. Year-to-date collections are 16.1 percent ahead of last year.

Airport news

During December 2014, 765,288 passengers traveled through Southwest Florida International Airport (RSW) in Fort Myers. Figures represent a year-to-date increase in passenger traffic of four percent over the same period last year.

Record breaking gains

Marcia Wood, DPA, reported key 2014 calendar year gains. Those gains included a record-breaking 3 million in paid accommodations, five million total visitors to Lee County with international visitors making almost a quarter percent. Hoteliers remain optimistic about 2015 season.

Strategic Plan update

Pamela Johnson, VCB, reported that the bureau remains committed to the imperatives identified in the 2013-2016 strategic plan. She presented the status of key efforts.

Lee County gets boost from Sports

Jeff Mielke, Lee County Sports Development, reported on his most successful year with a total of 159,530 room nights – a 12 percent increase over last year. This included a record 113 sporting events. He thanked Lee County Parks & Recreation team members for their part in their overall success.

Budget approval

The TDC unanimously approved a \$1.4 million budget increase for global promotions and extended efforts in key markets.

Next TDC meeting

The next regular meeting of the TDC is scheduled for Thursday, March 12, 2015 at 9 a.m. The meeting will be held in first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.