



**THE BEACHES OF
FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

May 8, 2014

Winter 2014 Statistics

During the winter of 2014, The Beaches of Fort Myers & Sanibel hosted about 1.4 million visitors who spent an estimated \$1.07 billion while visiting – an increase over the prior year, according to Davidson-Peterson Associates. Visitors staying in paid accommodations spent an estimated \$763 million (71 percent of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate and average daily rate for the winter season, producing significant growth in RevPAR.

Winter Season Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2013	2014	2013	2014	2013	2014
Hotel/Motel/Resort/B&B	81.8%	84.1%	\$173.79	\$186.29	\$142.23	\$156.70
Condo/Cottage/Vacation Home	84.2%	85.1%	\$207.15	\$238.48	\$174.36	\$202.95
RV Park/Campground	89.0%	92.8%	\$55.73	\$59.97	\$49.62	\$55.66
AVERAGE	84.1%	86.4%	\$151.62	\$165.47	\$127.54	\$142.94

Winter Season Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2013	2014	2013	2014
Paid Accommodations	52%	55%	732,267	777,539
Friends/Relatives	48%	45%	666,051	642,459
Total Visitation			1,398,318	1,419,998

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2013	2014	2013	2014
United States	79%	84%	582,058	654,709
Canada	9%	7%	64,060	52,145
Germany	5%	3%	37,552	20,858
UK	2%	1%	16,567	10,429
Other International	4%	5%	27,611	35,922
No Answer	1%	<1%	4,418	3,476

Top DMAs (Paid Accommodations)		
	Winter 2014	
Minneapolis-Saint Paul	10%	62,574
New York	5%	34,763
Indianapolis	5%	32,446
Chicago	5%	31,287
Boston	4%	28,969
Cleveland-Akron	3%	19,699
Detroit	2%	13,905
Philadelphia	2%	13,905
Saint Louis	2%	13,905
Cincinnati	2%	12,747

March Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
86.1%	88.3%	+2.6	\$187.89	\$203.95	+8.5	\$161.75	\$180.11	+11.3

Six months into the year, upward trend continues for tourism resort tax collection

After unprecedented double-digit increases during the first six months of the fiscal year, the preliminary resort tax collections continue upward. For the month of March 2014, a preliminary total of \$7,023,621 was collected, a 12.3 percent increase over the preliminary collections in March 2013. FYTD collections increased 15.7 percent with \$20,242,234 collected.

Amateur sports continue to hit the mark for tourism dollars

The Lee County Sports Development office reports a strong finish to the first quarter, hosting 23 events that brought 15,136 sports visitors to Lee County in January, February and March 2014. The average number of room nights per event were 799, and the total economic impact per event averaged \$498,885.

TDC approves funding for new beach and shoreline projects

After making legislative findings for seven projects, the TDC approved funding for 23 beach and shoreline projects for FY 2014-2015 totaling \$7,463,000. Projects funded throughout Lee County are located in Alva, Bonita Springs, Cape Coral, Sanibel, Fort Myers Beach, and Cayo Costa State Park. The funding supports beach nourishment, maintenance, repairs, clean up, shade structures, boat ramps, boardwalks, and deck and access improvements.

Airport news

Traffic at the airport continues to rise as the destination’s visitor count remains strong. During March 2014, 1,147,059 passengers traveled through Southwest Florida International Airport, an increase of 2.8 percent compared to March 2013. March marked the highest month for passenger traffic in RSW’s 31-year history.

Tickets still available for May 15 Chrysalis Awards

It’s not too late to get your tickets to the 2014 Chrysalis Awards on May 15 at 10:30 a.m. Presented by the VCB and Greater Fort Myers Chamber of Commerce, the annual Celebration of Business and Tourism event and trade show culminates with a luncheon honoring the 2014 Chrysalis Award winners. Tickets are \$40 for general admission and \$400 for a VIP table of eight. The Chrysalis Awards will be presented in seven categories: business development, eco-innovation, cultural achievement, education, sports, sustainability, and sales and marketing. In addition, the VCB will present the prestigious Junonia Award, which recognizes individuals who have positively impacted the local tourism community. Register online at [Chrysalis Awards](#) or contact Christine Davlin at cdavlin@leegov.com.

Next TDC meeting

The next TDC meeting is scheduled for Thursday, June 12, 2014 in the Admin East Building located at 2201 Second Street, First Floor Conference room #118, Fort Myers, 33901. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.