

Report to the Industry

May 12, 2016

Winter 2016 Statistics- David Peterson Associates (January, February, March)

During the winter of 2016, The Beaches of Fort Myers & Sanibel hosted about 1.3 million visitors who spent an estimated \$1.16 billion while visiting – an increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$859.4 million (74 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy rate but an increase in average daily rate for the season, leading to modest growth 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	88.0%	84.2%	\$196.48	\$207.21	\$172.83	\$174.44
Condo/Cottage/Vacation Home	88.4%	89.7%	\$258.66	\$268.35	\$228.73	\$240.62
RV Park/Campground	95.6%	95.2%	\$64.19	\$67.01	\$61.34	\$63.82
AVERAGE	89.8%	87.9%	\$176.06	\$184.34	\$158.18	\$162.08

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	55%	54%	776,164	724,071
Friends/Relatives	45%	46%	621,792	606,576
Total Visitation			1,397,956	1,330,647

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2015	2016	2015	2016
United States	81%	79%	630,633	570,782
Canada	8%	9%	64,243	68,544
Germany	4%	5%	31,466	34,895
UK	3%	5%	26,222	34,895
Other International	3%	2%	23,600	14,955

Top DMAs (Paid Accommodations)		
	Winter 2016	
	Minneapolis-Saint Paul	8%
Boston	7%	37,842
New York	5%	29,958
Indianapolis	5%	28,381
Chicago	5%	26,805
Saint Louis	4%	20,498

March Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
89.6%	88.2%	-1.5%	\$223.06	\$235.33	+5.5	\$199.91	\$207.65	+3.9

Steady bed tax collection continues

The preliminary resort tax collected for March 2016 was \$8,052,654, a 5.2 percent increase over March 2015 preliminary collections of \$7,656,657.

Airport news

During March 2016, 1,269,961 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of 7.5 percent over the 1,181,382 seen during the same period last year.

First Quarter research report

Highlights from the winter 2016 Visitor Profile and Occupancy Analysis were presented by Marcia Wood, DPA. Total expenditures increased four percent with \$1.16 billion in spending, marking the highest winter season in the past four years. The estimated visitation among winter visitors staying in paid accommodations has notably increased 8.1 percent from 2012 to 2016.

TDC approves funding for Beach & Shoreline projects

The TDC formalized funding for fiscal year 16/17 with an approved list of 19 projects and \$9,513,141 million in allocated funds.

Tickets still available for May 20 Chrysalis Awards

It's not too late to get your tickets to the 2016 Chrysalis Awards on May 20, 10:30 a.m., at Harborside Event Center. Presented by the VCB and the Greater Fort Myers Chamber of Commerce, the annual Celebration of Business and Tourism event and trade show culminates with a luncheon honoring the 2016 Chrysalis and Junonia Award winners. The Chrysalis Awards Luncheon and Trade Show recognizes the value of tourism and community teamwork in maintaining and enhancing tourism as a major economic engine for Lee County. Tickets are \$45 for general admission. 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 9, 2016 at 9 a.m.** To view a complete tax collections report, go to www.LeeVCB.com. The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.