

## Report to the Industry

November 13, 2017

### Summer 2017 Statistics

During the summer of 2017, The Beaches of Fort Myers & Sanibel hosted more than one million visitors who spent an estimated \$502 million while visiting – a 2 percent decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$353.5 million (68 percent of the total). Lee County’s lodging industry did not experience any year-over-year change in average occupancy rate. There was a modest increase in average daily rate for the season, translating to slight growth in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2016	2017	2016	2017	2016	2017
Hotel/Motel/Resort/B&B	62.4%	62.1%	\$121.54	\$123.55	\$75.86	\$76.74
Condo/Cottage/Vacation Home	49.4%	46.2%	\$162.92	\$176.92	\$80.54	\$81.80
RV Park/Campground	29.8%	30.7%	\$42.16	\$41.78	\$12.58	\$12.81
<b>AVERAGE</b>	<b>51.3%</b>	<b>51.3%</b>	<b>\$117.85</b>	<b>\$121.28</b>	<b>\$60.50</b>	<b>\$62.26</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	68%	66%	720,744	659,272
Friends/Relatives	32%	34%	342,369	346,506
<b>Total Visitation</b>			<b>1,063,113</b>	<b>1,005,778</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2016	2017	2016	2017
United States	67%	80%	485,116	524,839
Germany	17%	9%	121,972	58,929
UK	7%	2%	49,898	14,732
Canada	3%	2%	18,019	14,732
Other International	6%	7%	45,740	46,040

Top DMAs (Paid Accommodations)		
	Summer 2017	
Miami-Fort Lauderdale	8%	42,747
New York	8%	42,747
Tampa-Saint Petersburg (Sarasota)	5%	28,498
Columbus	5%	26,123
Cleveland-Akron (Canton)	5%	23,748
Saint Louis	4%	18,999
Chicago	4%	18,999
Atlanta	3%	16,624
Indianapolis	3%	16,624
Cincinnati	3%	16,624
Orlando-Daytona Beach-Melbourne	2%	14,249

## **September Smith Travel Research Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
53.2%	58.4%	+9.7%	\$103.54	\$110.02	+6.3%	\$55.13	\$64.25	+16.5%

### **Bed tax collection**

The Lee County Visitor & Convention Bureau reported record-breaking tax collections of \$39.8 million for FY2017, an increase of 0.2 percent year-over-year. For the month of September 2017, resort tax collected was \$1,653,093, a 5.4 percent increase over September 2016 collections of \$1,568,954. That represents the seventh consecutive year of record-breaking bed tax increases.

### **Airport News**

During September 2017, 327,466 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 16.4 percent compared to September 2016. Year-to-date, passenger traffic is up 2.1 percent from the same period last year.

### **Resident Artist Program Update**

Resident Artist, Katy Galli, presented a series of photos that captured the beauty of the destination. Katy is the first female resident artist, and her work includes our first underwater images. These assets will be available to industry partners.

### **Island Hopper Songwriter Fest Recap**

Nancy MacPhee, product development manager, presented a recap of the 2017 Island Hopper Songwriter Fest. In its fourth year, the festival boasted 85 songwriters playing more than 150 shows across 24 venues on Captiva Island, Downtown Fort Myers, and Fort Myers Beach. Nearly 15,000 people attended this year's festival, a significant increase over the 5,000 attendees in its first year. The number of lodging deals posted on IslandHopperFest.com as well as the number of confirmed room nights booked by festival attendees has also increased. Nancy noted that the bed tax collections for September have increased by 30 percent since the first year of the festival in 2014. Save the date for next year – September 21-30, 2018.

### **Lee County Visitation Update**

Bob Domine, DPA, reported on the summer season and 2017 calendar year highlights. Visitation among 2017 visitors staying in paid accommodations held steady. Domestic travel showed the greatest increase in visitation, including the Midwest region, which generated the largest share of visitors. One-fifth of paid accommodations visitors arrived from international markets.

### **Sports Development Update**

Jeff Mielke, director, Lee County Sports Development, reported that 36,536 room nights were sold in the second quarter of 2017 with direct visitor spending of more than \$14 million. During the third quarter of 2017, which is the busiest time for sporting events in Lee County, he reported 41,969 room nights sold, with direct visitor spending of \$18.6 million.

### **Next TDC meeting**

The next TDC meeting and holiday gathering will be held on the afternoon of **Thursday, Dec. 14, beginning at 2:30 p.m., at Pinchers at The Marina at Edison Ford located at 2360 West First Street, Fort Myers, FL 33901.**

To view a complete tax collections report, go to [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@lee.gov](mailto:TPigott@lee.gov), Lee County VCB, 239-338-3500.