

Report to the Industry

November 15, 2018

July – September 2019 Statistics

During July – September of 2019, The Beaches of Fort Myers & Sanibel hosted more than 1.1 million visitors who spent an estimated \$548 million while visiting. Visitors staying in paid accommodations spent an estimated \$374 million (68 percent 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	54.8%	57.4%	\$119.44	\$121.41	\$65.45	\$69.69
Condo/Cottage/Vacation Home	45.3%	31.7%	\$166.74	\$187.65	\$75.53	\$66.53
RV Park/Campground	25.5%	37.7%	\$44.18	\$48.03	\$11.27	\$18.11
OVERALL	44.6%	45.6%	\$116.60	\$122.54	\$52.00	\$55.93

Visitation and Visitor Origins

	Total Visitation			
	%		Visitor Estimates	
	2018	2019	2018	2019
Paid Accommodations	65%	66%	638,485	727,600
Non-Paid Accommodations	35%	34%	479,700	374,900
Total Visitation			981,760	1,102,500

Visitor Origins	%	
	2018	2019
	United States	85%
Canada	1%	2%
UK	3%	3%
Germany	6%	5%
Other Europe	2%	3%
Other International	3%	3%

Visitor Origin Cities	%	
	2018	2019
	New York	7%
Miami – Ft. Lauderdale	6%	6%
Chicago	5%	5%
Tampa – Clearwater – St. Pete	9%	4%
Cincinnati	4%	4%
Boston	5%	3%

September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
47.8%	49.7%	+4.1%	\$98.10	\$101.72	+3.7%	\$46.88	\$50.60	+8.0%

Bed tax collection

The Lee County Visitor & Convention Bureau reported record-breaking tax collections of \$42.7 million for FY2019, an increase of 1.4% year-over-year. This represents 10 consecutive years of bed tax increases. For the month of September 2019, resort tax collected was \$1,547,207, a 6.6% increase over September 2018 collections of \$1,450,198.

Airport News

During September 2019, 460,869 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 10.2% in passenger traffic compared to September 2018. Year-to-date, passenger traffic is up 8.5% from the same period last year.

The newest CGSP participants of Guests First recognized

Dr. Nicole King-Smith, VCB tourism & hospitality training manager, recognized 86 new certified guest service professionals (CGSP), bringing the total to 907 CGSP graduates in Lee County. Five Certified Guest Services businesses were also recognized: LaQuinta Inn & Suites Fort Myers Airport, Outrigger Beach Resort, Pure Florida Fort Myers, Sanibel Moorings, and Sanibel Siesta.

Lee County Visitation Update

Phillip Downs, DSG, reported on July – September 2019 and calendar year highlights. Total visitation during the summer months increased 12.3%, visitor expenditures increased 13.1%. Domestic travel accounted for 84% of Lee County's total summer visitation. New York and Miami-Fort Lauderdale were the top feeder markets. About 16% of visitors arrived from international markets, with the largest from Germany at 5%.

Island Hopper Songwriter Fest Recap

Nancy MacPhee, VCB, presented an overview of the sales, marketing, and PR efforts for the 6th Annual Island Hopper Songwriter Fest in September. An estimated 21,000 attendees enjoyed 150 performances by 88 songwriters at 23 venues on Captiva, Downtown Fort Myers and Fort Myers Beach. All marketing and PR efforts combined produced a record setting 142 million impressions for the destination. Room night revenue was up 25% over September of 2018. [Click here](#) to see the recap video and save the date for next year: Sept. 18-27, 2020.

New Business

The TDC unanimously approved the VCB's FY20 Sales & Marketing Plan and the 4th quarter FY19 budget reports for the VCB and Sports Development.

Next TDC meeting

The next TDC meeting will be held at **3:00 p.m. on Thursday, Dec. 12**, followed by a holiday gathering at The Veranda.

To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.