



Report to the Industry

November 13, 2014

Summer 2014 Statistics

During summer (July, August, September) 2014, The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$479 million while visiting – a modest increase over the prior year. Visitors staying in paid accommodations spent an estimated \$309 million (65 percent of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate and average daily rate for the season, producing growth in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2013	2014	2013	2014	2013	2014
Hotel/Motel/Resort/B&B	52.9%	57.0%	\$115.41	\$120.58	\$61.02	\$68.72
Condo/Cottage/Vacation Home	46.5%	45.1%	\$145.85	\$153.67	\$67.81	\$69.38
RV Park/Campground	27.9%	28.6%	\$37.69	\$40.54	\$10.52	\$11.59
AVERAGE	45.3%	47.4%	\$110.62	\$114.75	\$50.11	\$54.34

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2013	2014	2013	2014
Paid Accommodations	59%	63%	624,158	693,277
Friends/Relatives	41%	37%	428,409	404,232
Total Visitation			1,052,567	1,097,509

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2013	2014	2013	2014
United States	74%	69%	463,861	476,000
Germany	9%	12%	54,100	80,380
UK	4%	7%	28,052	45,214
Canada	3%	5%	19,035	35,166
Other International	9%	8%	55,102	56,517
No Answer	<1%	-	2,004	-

Top DMAs (Paid Accommodations)		
	Summer 2014	
New York	13%	60,293
Miami-Fort Lauderdale	6%	28,560
Indianapolis	5%	23,800
Philadelphia	5%	22,213
Tampa-Saint Petersburg	4%	20,627
Cleveland-Akron	4%	20,627
Cincinnati	4%	19,040
Detroit	4%	17,453
Pittsburgh	3%	14,280
Chicago	3%	14,280

September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
40.0%	43.9%	+9.5	\$92.71	\$96.71	+4.3	\$37.13	\$42.41	+14.2

VCB breaks tax collection record for fourth consecutive year

The Lee County Visitor & Convention Bureau (VCB), representing The Beaches of Fort Myers & Sanibel in southwest Florida, today reported record-breaking tax collections for the fourth year in a row, with \$33.3 million in tourist tax on paid accommodations for fiscal year 2013-2014, which ended Sept. 30. The new record is a 16.5 percent increase over last year’s record-breaking \$28.6 million in collections.

Lee County hoteliers qualify for Florida Superior Small Lodging designation

Representatives of the Florida Superior Small Lodging Association (SSL) recently announced 16 Lee County hoteliers have successfully qualified for the distinguished SSL designation. The SSL certification is a statewide hospitality recognition program. In addition, 15 of the 16 total SSL properties inspected by the Property Review Program (PRP) qualified to receive the coveted Donal A. Dermody White Glove Award for best practices in housekeeping. Properties must receive a score of 100 percent for all components of the housekeeping inspection to be eligible to receive the White Glove Award.

Lee County’s newest certified Guest Service professionals honored

The Lee County Visitor & Convention Bureau (VCB) has reached the milestone of certifying its 100th Certified Guest Service Professional (CGSP®) as part of its goal to become the nation’s first Certified Guest Service Destination – and the friendliest destination in the country. Kaiser Hospitality Program also certified five students for the first time.

People sing praises of Island Hopper Songwriter Fest

Business owners, the public and TDC members complimented the organizers of the first Island Hopper Songwriter Fest. Representatives from ‘Tween Waters Inn and Nervous Nellies reported significant revenue increases during the festival. Everyone who spoke enjoyed the event and would like to see it repeated. It will be. The Songwriter Fest will be held again next year from Sept. 17-27.

Sales Report remains positive

Pamela Johnson, VCB Deputy Director, reported a group sales increase of 8 percent. Also, the sales team joined with Scott Fischer Enterprises to successfully pitch hosting the 2015 Harley Davidson Motorcycles State HOG Rally in Oct. 2015 that will generate about 2,600 room nights.

Next TDC meeting

The next regular meeting of the TDC is scheduled for **Dec. 11, 2014, 2:30 p.m.** **‘Tween Waters Inn, 15951 Captiva Drive, Captiva Island, 33924.** To view a complete tax collections report, go to LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.