

Report to the Industry

November 12, 2015

Summer 2015 Statistics

During the summer of 2015, The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$498 million while visiting – a 3.9 percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$333.7 million (67 percent of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate of 5.7 percent and average daily rate of 4.1 percent for the season, producing significant growth of 10.2 percent in revenue per available room.

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2014	2015	2014	2015	2014	2015
Hotel/Motel/Resort/B&B	57.0%	61.2%	\$120.58	\$122.13	\$68.72	\$74.80
Condo/Cottage/Vacation Home	45.1%	47.1%	\$153.67	\$159.12	\$69.38	\$74.99
RV Park/Campground	28.6%	27.1%	\$40.54	\$44.30	\$11.59	\$12.01
AVERAGE	47.4%	50.1%	\$114.75	\$119.42	\$54.34	\$59.88

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2014	2015	2014	2015
Paid Accommodations	63%	66%	693,277	728,080
Friends/Relatives	37%	34%	404,232	375,150
Total Visitation			1,097,509	1,103,230

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2014	2015	2014	2015
United States	69%	68%	476,000	492,999
Germany	12%	13%	80,380	95,376
UK	7%	8%	45,214	59,106
Canada	5%	4%	35,166	25,523
Other International	8%	8%	56,517	55,076

Top DMAs (Paid Accommodations)		
	Summer 2015	
New York	6%	29,932
Indianapolis	5%	26,411
Miami-Fort Lauderdale	5%	24,650
Chicago	4%	21,129
Tampa-Saint Petersburg	4%	19,368
Atlanta	4%	19,368
Cincinnati	4%	17,607

September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
44.3%	53.4%	+20.5	\$93.36	\$99.62	+6.7	\$41.36	\$53.18	+28.6

VCB breaks tax collection record for fifth consecutive year

The Lee County Visitor & Convention Bureau (VCB) reported record-breaking tax collections for the fifth year in a row, with \$37.8 million in tourist tax on paid accommodations for fiscal year 2014-2015, which ended Sept. 30. The new record is a 13.3 percent increase over last year's record-breaking \$33.3 million in collections. The resort tax collection for September 2015 was \$1,491,598, a 17.7 percent increase over September 2014 collections of \$1,267,562.

Airport News

During September 2015, 404,045 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 10.4 percent compared to September 2014.

Next TDC meeting

The next TDC Meeting and Holiday Gathering will be held on the afternoon of **Thursday, Dec. 10, 2015 at The Westin Cape Coral Resort at Marina Village, 5951 Silver King Blvd, Cape Coral, 33914**. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.