

## Report to the Industry

August 10, 2017

### Spring 2017 Statistics

During the spring of 2017, The Beaches of Fort Myers & Sanibel hosted about 1.33 million visitors who spent an estimated \$728 million while visiting – a three percent increase in spending year-over-year. Expenditures among paid accommodations guests amounted to \$500 million (69% of the total). The Lee County lodging industry saw average occupancy rates relatively equal to last spring, with an increase in average daily rates, leading to an overall increase 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	69.5%	70.2%	\$147.61	\$155.03	\$102.65	\$108.77
Condo/Cottage/Vacation Home	69.4%	71.5%	\$186.08	\$204.71	\$129.19	\$146.41
RV Park/Campground	35.7%	36.8%	\$44.60	\$46.64	\$15.93	\$17.17
<b>AVERAGE</b>	<b>61.4%</b>	<b>61.7%</b>	<b>\$142.44</b>	<b>\$149.73</b>	<b>\$87.48</b>	<b>\$92.37</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2016	2017	2016	2017
Paid Accommodations	63%	64%	819,406	853,367
Friends/Relatives	37%	36%	487,515	476,082
<b>Total Visitation</b>			<b>1,306,921</b>	<b>1,329,449</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2016	2017	2016	2017
United States	77%	79%	628,645	677,585
Canada	4%	7%	30,348	63,101
Germany	11%	7%	88,155	61,599
UK	5%	2%	41,910	19,531
Other International	4%	4%	30,348	31,551

Top DMAs (Paid Accommodations)		
	Spring 2017	
Chicago	8%	55,777
Boston (Manchester, NH)	7%	45,448
New York	5%	30,987
Indianapolis	4%	28,921
Cleveland-Akron (Canton)	4%	26,856
Miami-Fort Lauderdale	4%	24,790
Pittsburgh	3%	22,724
Saint Louis	3%	22,724
Minneapolis-Saint Paul	3%	22,724
Detroit	3%	20,658

## **June Smith Travel Research Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
65.7%	66.0%	+0.5%	\$125.26	\$126.85	+1.3%	\$82.32	\$83.78	+1.8%

### **Bed tax collection**

The preliminary resort tax collected for June 2017 was \$2,638,772, a 3.2 percent increase over June 2016 preliminary collections of \$2,557,534. Fiscal year-to-date preliminary tourist tax collections are \$33,480,460, a decrease of 0.2 percent year-over-year.

### **Airport news**

During June 2017, 528,383 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 7.3 percent in passenger traffic compared to June 2015. Year-to-date, passenger traffic is up 2 percent from the same period last year.

### **Arts & Economic Prosperity Study Update**

Lydia Black, executive director, Alliance for the Arts, gave a special presentation on the positive economic impact of arts and culture in Lee County. She noted the arts and culture industry generates more than \$140 million annually and supports 3,875 full-time equivalent jobs.

### **New Business**

The Tourist Development Council (TDC) approved \$400,000 in Attractions Marketing Funding for FY 2017-18. The TDC also unanimously approved the VCB third-quarter budget report.

### **Mark your calendars for the upcoming E-Awards celebration**

The annual E-Awards will be held on Aug. 31 from 8 - 11 a.m., at the Hyatt Regency Coconut Point Resort & Spa. The popular recognition awards program is one of the area's most prestigious industry awards events, drawing 490 nominations this year for outstanding service providers in Lee County.

### **FY 2017/2018 Co-op Buy In set for 8/22**

The VCB's FY 17/18 Co-op Advertising Program was unveiled last week at an industry meeting. The presentation and plan details are available at <https://www.leevcb.com/>. Partners may begin placing their orders on Tuesday, Aug. 22 at 10:30 a.m. on a first-come, first-served basis by logging onto <http://coop.leevcb.com/>.

### **Next TDC meeting**

**There is no scheduled TDC meeting for September. The next TDC meeting is Thursday, Oct. 12, 2017 at 9 a.m.** The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 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.