

## Report to the Industry

May 14, 2015

### Winter 2015 Statistics

During the winter of 2015, The Beaches of Fort Myers & Sanibel hosted about 1.40 million visitors who spent an estimated \$1.13 billion while visiting. Visitors staying in paid accommodations spent an estimated \$823 million (73 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 sizeable growth in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2014	2015	2014	2015	2014	2015
Hotel/Motel/Resort/B&B	84.1%	88.0%	\$186.29	\$196.48	\$156.70	\$172.83
Condo/Cottage/Vacation Home	85.1%	88.4%	\$238.48	\$258.66	\$202.95	\$228.73
RV Park/Campground	92.8%	95.6%	\$59.97	\$64.19	\$55.66	\$61.34
<b>AVERAGE</b>	<b>86.4%</b>	<b>89.8%</b>	<b>\$165.47</b>	<b>\$176.06</b>	<b>\$142.94</b>	<b>\$158.18</b>

### Winter Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2014	2015	2014	2015
Paid Accommodations	55%	55%	777,539	776,164
Friends/Relatives	45%	45%	642,459	621,792
<b>Total Visitation</b>			<b>1,419,998</b>	<b>1,397,956</b>

### Visitor Origin – Paid Accommodations Visitors

	%		Visitor Estimates	
	2014	2015	2014	2015
United States	84%	81%	654,709	630,633
Canada	7%	8%	52,145	64,243
Germany	3%	4%	20,858	31,466
UK	1%	3%	10,429	26,222
Other International	5%	3%	35,922	23,600
No country specified	<1%	-	3,476	-

### Top DMAs (Paid Accommodations)

	Winter 2015	
	%	Count
Minneapolis-Saint Paul	11%	67,624
Boston	6%	40,889
Chicago	5%	34,598
Cleveland-Akron	5%	31,453
Indianapolis	5%	29,880
New York	4%	23,590
Philadelphia	3%	20,444
Detroit	3%	18,872
Columbus, OH	3%	17,299
Milwaukee	2%	15,727

## **March Smith Travel Research Summary**

<b>Average Occupancy Rate</b>			<b>Average Daily Rate</b>			<b>RevPAR</b>		
<b>2014</b>	<b>2015</b>	<b>% Change</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>
88.8%	89.5%	+0.7	\$199.38	\$223.12	+11.9	\$177.14	\$199.71	+12.7

### **Steady bed tax collection continues**

The preliminary resort tax collected for March 2015 is \$7,656,657, a nine percent increase over March 2014 preliminary collections of \$7,023,621.

### **Airport news**

During March 2015, 1,181,382 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of three percent over the same period last year. Ben Siegel, administration division director, shared the success of Sun Country's inaugural reception to celebrate the airline's new two-day service to San Juan, Puerto Rico. During the reception, the airline announced the two-day San Juan service will run yearly and an introduction to the new air service to Cancun, Mexico.

### **Lee County continues success through sports**

Jeff Mielke, Lee County Sports Development, reported a steady first three months of 2015, with a total of 20,567 room nights and \$7.5 million in direct spending. This included 23 sporting events.

### **Beach & Shoreline funding update**

The TDC formalized funding for 15/16 fiscal year with an approved list of 20 projects and \$9.7 million in allocated funds.

### **Next TDC meeting**

The next TDC meeting is scheduled for Thursday, June 11, 2015 at 9 a.m. The meeting will be held in the first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.