

Report to the Industry

June 14, 2018

Winter 2018 Statistics

During the winter of 2018, The Beaches of Fort Myers & Sanibel hosted more than 1.3 million visitors who spent an estimated \$1.19 million while visiting – a 3.9% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$888 million (75 percent of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy rates, along with a drop in average daily rates for the season, leading to a slight decrease in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2017	2018	2017	2018	2017	2018
Hotel/Motel/Resort/B&B	82.4%	87.2%	\$203.55	\$211.86	\$167.65	\$184.67
Condo/Cottage/Vacation Home	90.7%	83.8%	\$264.02	\$236.16	\$239.45	\$197.86
RV Park/Campground	95.0%	95.9%	\$66.17	\$59.91	\$62.88	\$57.45
AVERAGE	87.4%	88.8%	\$176.10	\$172.32	\$153.97	\$153.03

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2017	2018	2017	2018
Paid Accommodations	55%	58%	728,209	789,270
Friends/Relatives	45%	42%	595,032	577,815
Total Visitation			1,323,241	1,367,085

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2017	2018	2017	2018
United States	82%	90%	599,175	708,080
Canada	12%	7%	88,152	58,563
Germany	2%	1%	17,886	10,648
UK	2%	<1%	12,776	2,662
Other International	1%	1%	10,220	9,317

Top DMAs (Paid Accommodations)		
	Winter 2018	
Minneapolis-Saint Paul	9%	63,546
New York	7%	47,205
Chicago	5%	38,127
Philadelphia	4%	30,865
Detroit	4%	30,865
Indianapolis	4%	29,049
Boston (Manchester, NH)	4%	27,234
Cleveland-Akron (Canton)	4%	25,418
Cincinnati	3%	19,971
Dayton	3%	19,971
Washington D.C.	3%	18,156



TOURIST DEVELOPMENT COUNCIL

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New Business

FY19 Proposed Budget Report

The TDC voted to accept the proposed Fiscal Year 2018-2019 budget report including allocations of \$19,909,067 for VCB operations, \$1,287,163 for sports development, \$450,000 for attractions marketing, and \$204,603 for beach and shoreline project management.

Five-Plex Funding

A request to increase project funds by an additional \$3.3 million for a Player Development Complex Expansion Project to create tournament caliber fields and increase sports tourism was approved. Total funding will be \$9,074,000. Phase I of the project is expected to be completed in 2020.

Fort Myers Beach Tram Funding Request

The TDC also approved LeeTran's request of \$430,359 to fund both a third tram and a portion of the operational costs for the 2019 tourist season. This year the tram carried 1,600 people a day to stops along Fort Myers Beach. This free service provides tourists with direct beach access.

Revised FY 18-19 Request for Beach Maintenance Funds

A request to increase the Captiva Erosion Prevention District (CEPD) to \$185,100 for the upkeep and maintenance of beach facilities was approved.

1st Quarter Research Report

Bob Domine, DPA, reported on visitor statistics and described the past winter as going "gangbusters." Year-to-date, the bed tax is up 8.7 percent. Both visitation and visitor spending is up. Nearly three in five domestic visitors staying in paid accommodations during the winter of 2018 came from the Midwest. Canada continued to deliver the largest share of international visitation in the winter season. Guest satisfaction remains high at 96 percent.

April Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
76.1%	78.6%	3.3%	\$161.18	\$179.06	11.1%	\$122.58	\$140.66	14.8%

Bed tax collection

The preliminary resort tax collected for April 2018 was \$ 3,500,058, a 9.2 percent decrease over April 2017 preliminary collections of \$ 3,853,903. Fiscal year-to-date preliminary tourist tax collections are \$30,846,246, an increase of 8.72 percent year-over-year.



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Airport news

During April 939,957 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 9.0 percent compared to April 2017. Year-to-date, passenger traffic is up 5.2 percent from the same period last year.

Next TDC meeting

The next TDC meeting will be held on Thursday, July 12, 2018 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.