

## Report to the Industry

November 15, 2018

### Summer 2018 Statistics

During the summer of 2018, The Beaches of Fort Myers & Sanibel hosted 981,760 visitors who spent an estimated \$485 million while visiting – a 3 percent decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$324.4 million (67 percent of the total). Lee County’s lodging industry experienced year-over-year declines in average occupancy rate and average daily rate, translating to a 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	62.1%	54.8%	\$123.55	\$119.44	\$76.74	\$65.42
Condo/Cottage/Vacation Home	46.2%	45.3%	\$176.92	\$166.74	\$81.80	\$75.46
RV Park/Campground	30.7%	25.5%	\$41.78	\$44.18	\$12.81	\$11.28
<b>AVERAGE</b>	<b>51.3%</b>	<b>44.6%</b>	<b>\$121.28</b>	<b>\$116.60</b>	<b>\$62.26</b>	<b>\$52.05</b>

### Visitation and Visitor Origin

Total Visitation				
	%		Visitor Estimates	
	2017	2018	2017	2018
Paid Accommodations	66%	65%	659,272	638,485
Friends/Relatives	34%	35%	346,506	343,275
<b>Total Visitation</b>			<b>1,005,778</b>	<b>981,760</b>

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2017	2018	2017	2018
United States	80%	85%	524,839	545,159
Germany	9%	6%	58,929	36,420
UK	2%	3%	14,732	18,210
Canada	2%	1%	14,732	6,829
Other International	7%	5%	46,039	31,867

Top DMAs (Paid Accommodations)		
	Summer 2018	
Tampa-Saint Petersburg (Sarasota)	9%	50,252
New York	7%	36,547
Miami-Fort Lauderdale	6%	31,979
Chicago	5%	28,933
Atlanta	5%	28,933
Boston	5%	25,887
Cincinnati	4%	19,796
West Palm Beach-Fort Pierce	3%	18,273
St. Louis	3%	18,273
Indianapolis	3%	16,751

## September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
58.1%	47.9%	-17.6%	\$109.24	\$98.49	-9.8%	\$63.50	\$47.17	-25.7%

### Bed tax collection

The Lee County Visitor & Convention Bureau reported record-breaking tax collections of \$42.1 million for FY2018, an increase of 5.9 percent year-over-year. This represents eight consecutive years of bed tax increases. For the month of September 2018, resort tax collected was \$1,450,198, a 12.3 percent decrease over September 2017 collections of \$1,653,093.

### Airport News

During September 2018, 418,256 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 27.7 percent compared to September 2017. Year-to-date, passenger traffic is up 6.3 percent from the same period last year.

### Lee County Visitation Update

Bob Domine, DPA, reported on summer season and 2018 calendar year highlights. Visitation among visitors staying in paid accommodations during the summer months dipped 3.2 percent. Domestic travel accounted for nearly half of Lee County's total summer visitation, with Tampa and New York coming in as the top feeder markets. Calendar year-to-date, one-tenth of paid accommodations visitors arrived from international markets, with Germany representing the largest share.

### New Business

The Tourist Development Council (TDC) approved the VCB fourth-quarter budget report, reflecting total expenditures for the fiscal year in the amount of \$19,787,264.

Lara Blosser, senior account supervisor, Edelman, gave an overview of the county's crisis communication in response to our water quality challenges.

### Next TDC meeting

The next TDC meeting and holiday gathering will be held on the afternoon of **Thursday, Dec. 13, beginning at 3:00 p.m.**, at The Pink Shell Beach Resort and Marina on Fort Myers Beach.

To view a complete tax collections report, go to [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.