



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

**Report to the Industry**

*May 10, 2019*

**January – March 2019 Statistics**

During January – March of 2019, The Beaches of Fort Myers & Sanibel hosted more than 1.3 million visitors who spent an estimated \$1.25 billion while visiting – a five percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$860 million (69 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy and an increase in average daily rate, resulting in a slight decrease in revenue per available room (RevPAR).

**Occupancy Summary**

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2018	2019	2018	2019	2018	2019
Hotel/Motel/Resort/B&B	87.2%	85.3%	\$211.86	\$212.61	\$184.67	\$181.36
Condo/Cottage/Vacation Home	83.8%	88.0%	\$236.15	\$237.51	\$197.86	\$209.01
RV Park/Campground	95.9%	93.2%	\$59.91	\$61.03	\$57.45	\$56.88
<b>OVERALL</b>	<b>88.8%</b>	<b>86.3%</b>	<b>\$172.32</b>	<b>\$176.26</b>	<b>\$153.03</b>	<b>\$152.11</b>

**Visitation and Visitor Origins**

Total Visitation				
	%		Visitor Estimates	
	2018	2019	2018	2019
Paid Accommodations	58%	60%	789,270	787,140
Non-Paid Accommodations	42%	40%	577,815	524,760
<b>Total Visitation</b>			<b>1,367,085</b>	<b>1,311,900</b>

Visitor Origin Countries		
	%	
	2018	2019
United States	89%	88%
Canada	7%	8%
UK	1%	1%
Germany	1%	1%
Other Europe	1%	1%
Other International	1%	1%

Visitor Origin Cities		
	%	
	2018	2019
Minneapolis-Saint Paul	9%	9%
New York	7%	6%
Chicago	5%	5%
Boston	4%	5%
Detroit	4%	3%
Cincinnati	3%	3%
Washington D.C.-Baltimore	3%	3%
Indianapolis	4%	3%
Philadelphia	4%	3%
Cleveland-Akron	4%	3%



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

May 10, 2019

### March Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
89.3%	88.0%	-1.5%	\$247.90	\$245.91	-0.8%	\$221.41	\$216.43	-2.3%

### Bed Tax Collection

The preliminary resort tax collected for March 2019 was \$8,793,221, a 0.3 percent increase over March 2018 preliminary collections of \$8,766,349. Fiscal year-to-date preliminary tourist tax collections are \$26,590,712 a decrease of 2.1 percent year-over-year.

### Airport News

During March 2019, 1,482,239 passengers traveled through Southwest Florida International Airport. Figures represent an increase of 7.4 percent compared to March 2018. Year-to-date, passenger traffic is up 7.4 percent from the same period last year.

### January – March Research Report

Phillip Downs, with Downs & St. Germain Research, offered a first-quarter tourism snapshot. While visitation declined by 4 percent, room nights increased 2.6 percent and direct visitor expenditures increased 5 percent to \$1,251,828,600.

### Sports Development Update

Jeff Mielke, Sports Development director, reported that 26,300 room nights sold in the first quarter of 2019 with direct visitor spending of \$10.3 million. February broke a historical record for the month with 7,882 room nights.

### New Business

The Tourist Development Council (TDC) unanimously approved the second-quarter budget reports.

### TDC Approves Funding for Beach & Shoreline Projects

The TDC unanimously approved funding recommendations for fiscal year 2019-20, allocating \$10,061,046 for 21 projects throughout Lee County. These projects will be considered for final approval by the Board of County Commissioners as part of the FY 2019-20 budget. View the requests on [LeeVCB.com](http://LeeVCB.com).

### Next TDC Meeting

The next TDC meeting will be held at 9 a.m. Thursday, June 13, 2019, at the Lee County Admin East Building, Room 118, 2201 Second St., Fort Myers. 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.