



**THE BEACHES OF
FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

November 10, 2016

Summer 2016 Statistics

According to Davidson Peterson Associates, during the summer of 2016, The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$514 million while visiting – a 3 percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$354.7 million (69 percent of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy rate but a decrease in average daily rate for the season, translating to only slight growth in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2015	2016	2015	2016	2015	2016
Hotel/Motel/Resort/B&B	61.2%	62.4%	\$122.13	\$121.54	\$74.80	\$75.86
Condo/Cottage/Vacation Home	47.1%	49.4%	\$159.12	\$162.92	\$74.99	\$80.54
RV Park/Campground	27.1%	29.8%	\$44.30	\$42.16	\$12.01	\$12.58
AVERAGE	50.1%	51.3%	\$119.42	\$117.85	\$59.88	\$60.50

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2015	2016	2015	2016
Paid Accommodations	66%	68%	728,080	720,744
Friends/Relatives	34%	32%	375,150	342,369
Total Visitation			1,103,230	1,063,113

Visitor Origin – Paid Accommodations Visitors				
	%		Visitor Estimates	
	2015	2016	2015	2016
United States	68%	67%	492,999	485,116
Germany	13%	17%	95,376	121,972
UK	8%	7%	59,106	49,898
Canada	4%	3%	25,523	18,019
Other International	8%	6%	55,076	45,740

Top DMAs (Paid Accommodations)		
Summer 2016		
Miami-Fort Lauderdale	12%	56,171
New York	10%	47,661
Atlanta	4%	20,426
Cleveland-Akron (Canton)	4%	17,022

September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
53.2%	53.2%	+0.1%	\$99.43	\$103.42	+4.0%	\$52.87	\$55.02	+4.1%

Bed tax collection

The Lee County Visitor & Convention Bureau (VCB) reported record-breaking tax collections of \$39.7 million for FY2016, an increase of 5.0 percent year-over-year. For the month of September 2016, resort tax collected was \$1,568,954, a 5.2 percent increase over September 2015 collections of \$1,491,598.

Airport News

During September 2016, 391,844 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 3.0 percent compared to September 2015. Year-to-date, passenger traffic is up 3.3 percent from the same period last year.

Introducing new hotel amenity: Hyatt Regency Coconut Point Lazy River

David Gauthier, director of sales and marketing, and Patty George, manager of public relations and marketing communications, Hyatt Regency Coconut Point Resort & Spa, introduced the property's newest amenity – a lazy river. The one-acre expansion will accommodate nearly 300 swimmers, making the complex the largest resort poolscape south of Orlando. The new facility includes a triple waterslide, racing slides and an inner tube slide which deposits into a lazy river, located adjacent to the property's existing two-acre complex. The lazy river will open to resort guests on Thursday, Nov. 18.

Save the Date

The Lee County Visitor & Convention Bureau (VCB) will unveil the 2016/17 marketing plan at the annual Team Tourism Marketing Summit on Tuesday, Nov. 15, 11 a.m. to 1:30 p.m., at The Westin Cape Coral Resort at Marina Village. The keynote speaker is Joe Diaz, co-founder of AFAR Media. Register now at www.LeeVCB.com.

Next TDC meeting

The next TDC meeting and holiday gathering will be held on the afternoon of **Thursday, Dec. 8, 3 p.m., at Big Blue Brewing, 4721 SE 10th Place, Cape Coral, 33904**. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.