



*Issues affecting our treasured coastlines*

## Beach Briefs - February 24, 2012

# Florida Tourism Sets Record; Local Data Mirrors Trend

According to preliminary estimates released by VISIT FLORIDA, the state's official tourism agency, an estimated 85.9 million visitors came to Florida in 2011, an increase of 4.4% over 2010. 2011 was a record year, exceeding the previous high of 84.5 million in 2007. Most of the growth last year occurred during the first nine months; the number of people visiting Florida during the fourth quarter matched the year before -- an estimated 20.6 million vs. 20.5 million in 2010.

Tourism is Florida's No. 1 industry. It generates nearly a quarter of the state's sales tax revenue and employs more than 1 million people. Direct travel-related employment in Florida also rose to a near record high of 1,013,100, adding more than 38,000 jobs and representing a 3.9 percent increase over 2010.

Other state-wide data reflects this good news:

- Florida's 14 major airports reported an 11.9% increase in arriving passenger traffic over 2010.
- Tourism/recreation taxable sales for Florida increased every month in 2011, representing a 7.2 percent increase over the same period in 2010.

Data from Lee County and Captiva follows the same pattern:

- Lee County bed tax revenue increased from \$22.7 million in FY 2010 to \$24.2 million in FY 2011, or 6.6%. FY 2011 surpassed the previous record collection in FY 2008 of \$23.6 million.
- The number of hotel/motel, B&B, vacation home, and condo rentals County-wide increased 8.3% in 2011 over 2010.
- Parking Revenue at the CEPD-run Alison Hagerup Beach Park was 12% higher in 2011 than in 2010.

"It's very encouraging to see that the industry experienced a record year," said Captiva

businessman Tony Lapi, Chairman of of the Board of Visit Florida's and CEO of Tween

Waters Inn Island Resort on Captiva. "Every 85 visitors support one Florida job, so I'm incredibly proud of our industry's continued growth as we work to strengthen the economy



and provide much-needed employment."

Tony Lapi  
Chairman of the Board of VisitFlorida and CEO of Tween Waters Inn

## Where Florida Tourism is Growing?

(Percentage Increase from 2010)

Domestic visitors	+ 3.0%
In-State visitors	+ 12.5%
Canadian visitors	+ 5.7%
Overseas visitors	+ 16.1%

## Lee County Bed Tax Revenue Increase

Year	Tax Revenue	% Increase
FY 2006/07	\$23.1 million	
FY 2007/08	\$23.6 million	+ 2.2%
FY 2008/09	\$21.8 million	- 7.6%
FY 2009/10	\$22.7 million	+ 4.1%
FY 2010/11	\$24.2 million	+ 6.6%

## Captiva Erosion Prevention District

### Board of Commissioners

### 2012 Regular Meeting Schedule

<b>March 7</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>April 11</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>May 9</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>June 13</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>July 11</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>August 15</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>September 6</b>	<b>3:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>October 17</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>November 14</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>
<b>December 12</b>	<b>12:00 p.m.</b>	<b>'Tween Waters Inn</b>

## Commissioners

Chair: Jim Boyle  
Vice Chair: Doris Holzheimer

Secretary: Henry A. Kaiser  
Treasurer: Dave Jensen

Mike Mullins

**Senior Administrative Consultant**

Kathy Rooker

The Captiva Erosion Prevention District is comprised of 5 elected, unpaid Commissioners dedicated to preserving and maintaining Captiva's beaches and shorelines. For more information on CEPD, click on [mycepd.com](http://mycepd.com) or join our email list by clicking on [mycepd@gmail.com](mailto:mycepd@gmail.com)

**(239) 472-2472**

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