

Report to the Industry

April 14, 2016

February Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
91.3%	85.1%	-6.8%	\$193.98	\$206.71	+6.6	\$177.10	\$175.87	-0.7

Steady bed tax collection continues

The preliminary resort tax collected for February 2016 was \$4,945,284, a 2.9 percent increase over February 2015 preliminary collections of \$4,808,121.

Airport news

During February 2016, 989,845 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of 9.2 percent over the 906,039 seen during the same period last year.

The newest CGSP participants of Guests First recognized

Christine Davlin announced 61 newly certified guest service professionals, bringing the total to 327 CGSP graduates. The Guests First participants have earned the American Hotel & Lodging Institute's Certified Guest Service Professional (CGSP) designation.

Sounds of spring: News from VCB marketing

Brian Ososky, marketing director, presented new spring TV commercials and "thank you" radio campaigns airing in target markets. A successful emergency digital media campaign requested by the Tourist Development Council (TDC) in February to combat regional challenges has resulted in 14,233,070 impressions. Ososky introduced Q1 resident artist Jamie Williams, who presented a collection of his photographs, and Q2 resident artist Dennis Gingerich was announced. The VCB also presented a new summer sweepstakes promotion and a three-month "shellebration" campaign, including National Seashell Day on June 20.

Beach & Shoreline Update

The TDC will begin reviewing 22 project requests for 16/17 fiscal year funding. The total requested is \$13,559,003.50, while estimated funding available is \$10,215,000. The Beach & Shoreline workshop will be held on Thursday, April 28 at 1:30 p.m.

Next TDC meeting

The next TDC meeting is scheduled for **Thursday, May 12, 2016 at 9 a.m.** To view a complete tax collections report, go to www.LeeVCB.com. The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.