



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

December 8, 2016

October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
63.0%	63.0%	0.0%	\$111.07	\$115.47	+4.0%	\$69.93	\$72.70	+3.9%

Bed tax collection

The preliminary resort tax collected for October 2016 was \$1,855,285, a 4.6 percent increase over October 2015 preliminary collections of \$1,773,408. Fiscal year-to-date preliminary tourist tax collections are \$1,949,402, an increase of 4.8 percent year-over-year.

TDC welcomes new chairman

The Lee County Board of County Commissioners appointed Commissioner Cecil Pendergrass as chairman of the Tourist Development Council (TDC). The TDC unanimously voted to retain René Affourtit as its vice chairman for 2017 and expressed appreciation to Commissioner Frank Mann for serving as chair for the past year.

Airport News

During October 2016, 550,316 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 2.7 percent compared to October 2015. Year-to-date, passenger traffic is up 3.2 percent from the same period last year.

Marketing Report

Brian Ososky, Visitor & Convention Bureau (VCB) director of marketing, reported first quarter strategies to boost in-season marketing for the destination that included a variety of print, digital and video campaigns. He presented results from this year's Island Hopper Songwriter Fest, discussed the VCB's new Islandology campaign, and shared new brand creative.

Next TDC meeting

The next TDC meeting will be held on Thursday, January 12, 2017 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.