

## Report to the Industry

July 20, 2017

### May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
64.9%	64.6%	-0.5%	\$128.15	\$132.07	+3.1%	\$83.16	\$85.27	+2.5%

### Bed tax collection

The preliminary resort tax collected for May 2017 was \$2,272,660 a 2.5 percent increase over May 2016 preliminary collections of \$2,216,553. Fiscal year-to-date preliminary tourist tax collections are \$30,760,876, a decrease of 0.7 percent year-over-year.

### Airport news

During May 629,321 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 3.7 percent compared to April 2016. Year-to-date, passenger traffic is up 1.4 percent from the same period last year.

### TDC welcomes two new appointed members

The Lee County Board of County Commissioners (BOCC) named Sanibel Mayor Kevin Ruane and Cape Coral Council Member Rana Erbrick as the latest members of the Lee County Tourist Development Council (TDC).

### VCB Departmental Reports

**Communications update:** Media coverage highlights for the third quarter FY included exceeding 1 billion impressions in online media. Executive Director Tamara Pigott presented a roundup of destination coverage in print and online publications. Recent initiatives include NYC “Islandology” immersions, National Seashell Day and a Chinese celebrity visit to the destination. A culinary press trip is planned for fall.

**Domestic Sales update:** Jill Vance, director of sales, reported that group leads sent fiscal year-to-date up by 6 percent year over year, potential room nights from these leads are up 30 percent, and booked room nights by our hotels are also up 6 percent. The booked group room nights broken down by market segments reflect Corporate down by 25 percent, Association up by 25 percent, and SMERF up by 56 percent. This pattern is typical for an election year, however, there is still work to do in the Corporate market

**Visitor Services update:** Executive Director Tamara Pigott said second-quarter calendar year report showed 48,918 visitors assisted at RSW, bringing the year-to-date total to 138,888. The most requested information by visitors was for Holiday Inn Fort Myers Airport at Town Center, J.N. “Ding” Darling National Wildlife Refuge and parks.

### Events Marketing funding requests approved

The TDC approved the recommendation of the events marketing subcommittee to provide \$149,359.00 in funding to nine organizations hosting events in FY 2017-18.

**Board approves budget**

The TDC voted to approve the FY 2017-18 proposed budget. The proposed budget will be presented to the Lee County BoCC for final approval.

**Next TDC meeting**

The next TDC meeting will be held at 9 a.m. Thursday, Aug. 10, 2017 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.