

Report to the Industry

December 10, 2015

October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
57.7%	63.5%	+10.1	\$103.09	\$111.51	+8.2	\$59.45	\$70.80	+19.1

Strong preliminary bed tax collection

The preliminary bed tax collected for October 2015 was \$1,773,408 – a 19.4 percent increase over October 2014.

TDC welcomes new chairman

The Lee County Board of County Commissioners appointed Commissioner Frank Mann as chairman of the Tourist Development Council (TDC). The TDC unanimously voted to retain René Affourtit as its vice chairman for 2016 and thanked Commissioner Brian Hamman for serving as chair for the past year.

Airport News

During October, 535,921 passengers traveled through Southwest Florida International Airport, an increase of 6.5 percent compared to October 2014. Figures represent a year-to-date increase in passenger traffic of 4.3 percent over the same period last year.

MarCom Report

Katie Meckley, VCB marketing manager, gave an overview of the London Takeover in partnership with VISIT FLORIDA, as well as an update on the current photo contest. To date, there have been more than 2,500 entries. Clayton Reid, MMGY Global president, presented Top 10 travel insights for 2016, including millennial travelers, smarter consumers and changing business models.

Economic Impact of 2015 Island Hopper Songwriter Fest

Nancy MacPhee, VCB program manager, reported that during the 2nd annual festival, The Beaches of Fort Myers & Sanibel hosted more than 70 songwriters and 136 performances at 23 venues for 10 days on Captiva, downtown Fort Myers and Fort Myers Beach. There were approximately 12,000 attendees and 4,000 room nights were sold. The TDC was presented with a commemorative guitar signed by the performers.

Next TDC meeting

The next TDC meeting will be held Friday, Jan. 15, 2016 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, Fla. 33901. To view a complete tax collection report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.