



Report to the Industry

December 11, 2014

October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
50.2%	56.7%	+12.9	\$101.27	\$108.08	+6.7	\$50.82	\$61.26	+20.5

Bed Tax

The preliminary bed tax collected for October 2014 was \$1,485,249 – a 22.1 percent increase over October 2013 and largest October collection in history.

TDC welcomes chair and vice chairman

The Lee County Board of County Commissioners appointed Brian Hamman as chairman of the Lee County Tourist Development Council (TDC). The TDC unanimously voted to retain René Affourtit as its vice chairman for 2015 and thanked Commissioner Larry Kiker for serving as chair for the past two years.

Sports Development Update

Jeff Mielke reported on successful summer figures. The Sports Development office generated more impact in July than any other month in its 11-year history. The results included 37,935 hotel room nights and \$16.8 million in direct visitor spending.

MarCom Report

Laura Chmielewski, VCB Director of Marketing & Communications, described a successful quarter and positive outlook for next quarter. Clayton Reid, MMGY Global president, presented Top 10 travel insights for 2015 including millennial travelers, smarter consumers and changing business models.

Special Presentation

Louis Kaplan, Jeff Hickcox and Adam Bauer, of iHeartMedia, presented the TDC with a commemorative guitar signed by the performers at the first Island Hopper Songwriter Fest.

2015 TDC meeting schedule

Jan. 8	May 14	Sept.-off
Feb. 12	June 11	Oct.-off
March 12	July -off	Nov. 12
April 10	Aug. 13	Dec. 10

Airport News

During October, 503,243 passengers traveled through Southwest Florida International Airport, an increase of 5.2 percent compared to October 2013. Passenger traffic is up 4.4 percent year-to-date.

Next TDC meeting

The next TDC Meeting will be held Thursday, Jan. 8, 2015 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.