

Report to the Industry

July 9, 2015

May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
63.0%	64.4%	+2.4	\$119.93	\$130.60	+8.9	\$75.50	\$84.16	+11.5

Steady bed tax collection continues

The preliminary resort tax collected for May 2015 was \$2,207,044, a 10.6 percent increase over May 2014 preliminary collections of \$1,995,139.

Airport news

During May 2015, 602,891 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of two percent over the same period last year.

Sales and Marketing Co-op to be announced at next TDC meeting

The 2015 Advertising & Sales Co-op Program will be unveiled immediately following the Aug. 13 Tourist Development Council (TDC) meeting. After the program is announced, partners will have nearly two weeks to review offerings before programs are available to be purchased. The Co-op will open for purchase at 10 a.m. Aug. 26. If you have any questions, or need to register for the Co-op website, contact Elizabeth Escribano of MMGY Global at eescribano@mmgyglobal.com.

VCB continues Songwriter Fest to increase fall visitation

In an effort to boost fall visitation, the VCB will present the second Island Hopper Songwriter Fest, Sept. 17-20 on Captiva Island, Sept. 21-24 in historic Fort Myers and Sept. 25-27 on Fort Myers Beach. Last year, in partnership with Broadcast Music, Inc. ® (BMI®), iHeartRadio and Cat Country, the inaugural festival brought several nationally- acclaimed singer-songwriters and produced higher visitation during the fall. The 2nd Songwriter Fest has 40 singer-songwriters attending, with headliners Parmalee, Jana Kramer and Kristian Bush. For more information, visit www.islandhopperfest.com.

Next TDC meeting

There is no regular meeting in July.

The next TDC meeting is scheduled for **Thursday, August 13, 2015 at 9 a.m.** The meeting will be held in the first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.