

Report to the Industry

March 10, 2016

January Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
81.0%	78.0%	-3.8%	\$143.60	\$154.39	+7.5	\$116.36	\$120.38	+3.5

Steady bed tax collection continues

The preliminary resort tax collected for January 2016 was \$4,574,090, a 5.6 percent increase over January 2015 preliminary collections of \$4,329,585.

Airport news

During January 2016, 918,929 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of 7.5 percent over the same period last year.

Water Quality webinar

The VCB hosted a [water quality webinar](#) for tourism employees on Feb. 29. The session provided information from area experts to assist employees with visitor inquiries. Nancy MacPhee, VCB program manager and experts from the South Florida Water Management District, MOTE Marine Laboratory, the Department of Health - Lee County, and the City of Sanibel Natural Resources participated. Topics covered included Lake Okeechobee and freshwater releases, red tide and beach conditions, water and health advisories, algae, wrack line and beach management practices.

VCB wins Adrian Awards

The VCB received several Adrian Awards at the Hospitality Sales & Marketing Association International's (HSMIA) 59th annual awards gala on Feb. 16. In partnership with MMGY Global, the VCB earned a Gold award in advertising (radio); a Silver award for public relations (Island Hopper Songwriter fest), advertising (shell guide magazine insert), and digital marketing (song & chance 2); and a Bronze award for advertising (Chicago public art promotion).

Next TDC meeting

There was no meeting today.

The next regular meeting for the TDC is scheduled for **Thursday, April 14, 2016 at 9 a.m.** To view a complete tax collections report, go to www.LeeVCB.com. The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.