



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

March 9, 2017

January Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
78.2%	75.1%	-3.9%	\$153.85	\$150.74	-2.0%	\$120.24	\$113.17	-5.9%

Bed tax collection

The preliminary resort tax collected for January 2017 was \$4,136,767, a 9.6 percent decrease over January 2016 preliminary collections of \$4,574,090. Fiscal year-to-date preliminary tourist tax collections are \$11,702,404, a decrease of 2.9 percent year-over-year.

Airport news

During January 2017, 892,905 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 2.8 percent compared to January 2016.

Upcoming events to add to your calendar

[Chrysalis Awards](#) - Friday, April 28 from 10:30 a.m. to 2 p.m. at Sanibel Harbour Marriott
[Lee County Travel Rally](#) - Tuesday, May 2 from 4 p.m. to 7 p.m. at Lakes Regional Park
[E Awards](#) - Thursday, August 31 from 8 a.m. to 10:30 a.m. at the Hyatt Regency Coconut Point Resort & Spa

Next TDC meeting

The next TDC meeting will be held on Thursday, April 13, 2017 at 9 a.m. 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.