

Report to the Industry

October 8, 2015

August Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
54.4%	58.2%	+7.0	\$111.77	\$110.46	-1.2	\$60.79	\$64.27	+5.7

Strong bed tax collection continues

The preliminary resort tax collected for August 2015 was \$1,688,943 representing a 7.6 percent increase over August 2014's preliminary numbers. Fiscal year-to-date, resort tax collected is up 13.2 percent over the same period last year. With one month of collections remaining in the 2014-15 fiscal year, collections have already broken last year's record.

Airport news

During August 2015, 454,360 passengers traveled through Southwest Florida International Airport (RSW), an increase of 1.8 percent compared to August 2014. Figures represent a year-to-date increase in passenger traffic of 3.7 percent over the same period last year.

2015/2016 Co-op Advertising Program available for purchase

Partners can continue purchasing 2015/2016 co-op placements; all programs are available on a first-come, first-served basis at coop.leevcb.com.

Guests First fall schedule released

Guests First, a program offered by the VCB since 1999, is an award-winning customer service program and attending all modules will allow the participant to take the American Hotel & Lodging Educational Institute's Certified Guest Service Professional (CGSP) exam to become certified. To register for a class, find out more about each module or the certification, [please click here](#).

Save the date!

The Team Tourism Annual Summit will be held on Thursday, November 12, 2015 at 10:15 a.m. at Harborside Event Center (following the TDC meeting which begins at 9 a.m.). Keynote speaker Peter Yesawich will share insightful travel industry research from the 2015 Portrait of the American Traveler. The VCB will unveil the 2015-16 Sales & Marketing Plan, along with educational breakout sessions for industry partners.

Next TDC meeting

The next TDC meeting is scheduled for Thursday, Nov. 12, 2015 at 9 a.m. The meeting will be held at Harborside Event Center, 1375 Monroe Street, downtown Fort Myers.

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