

Report to the Industry

September 9, 2015

July Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
66.6%	67.9%	+1.9	\$121.67	\$126.10	+3.6	\$81.02	\$85.60	+5.7

Strong bed tax collection continues

The preliminary resort tax collected for July 2015 was \$2,422,358, representing a 9.4 percent increase over July 2014's preliminary numbers. Fiscal year to date, resort tax collected is up 13.7 percent over the same period last year. With two additional months of collections remaining in the 2014-15 fiscal year, collections through July (34.4 million) have already exceeded total collections for FY 2013-14 (33.3 million).

Airport news

During July 2015, 492,114 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of 3.9 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, with all programs available on a first-come, first-served basis at www.coop.leevcb.com.

Upcoming Events

The 2nd Annual Island Hopper Songwriter Fest will bring more than 70 nationally acclaimed singer-songwriters to The Beaches of Fort Myers & Sanibel from September 17-27. The festival kicks off on Captiva Island Sept. 17-20, features performances in Downtown Fort Myers Sept. 21-24, and closes the weekend of Sept. 25-27 on Fort Myers Beach. With more than 135 free performances over this 10-day event, attendees have the opportunity to learn the stories behind some of their favorite songs. Visit www.IslandHopperFest.com for performance schedules, artist bios, and more.

Next TDC meeting

The TDC will not meet in October.

The next TDC meeting is scheduled for Thursday, Nov. 12, 2015 at 9 a.m. The meeting will also serve as the VCB's Annual Meeting, and will be held at Harborside Event Center, 1375 Monroe Street, downtown Fort Myers.

Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.