

## Report to the Industry

*December 12, 2019*

### October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
58.5%	61.1%	+4.5%	\$111.22	\$115.19	+3.6%	\$65.01	\$70.34	+8.2%

### Bed Tax Collection

The preliminary resort tax collected for October 2019 was \$2,086,449, a 19.7% increase over October 2018 preliminary collections of \$1,743,173. Fiscal year-to-date preliminary tourist tax collections are \$2,147,309, an increase of 17.96% year-over-year.

### Airport News

During October 2019, 638,922 passengers traveled through Southwest Florida International Airport (RSW), an increase of 12.2 percent compared to October 2018. Year-to-date, passenger traffic is up 8.8 percent from the same period last year.

### Marketing Report

Brian Ososky, VCB marketing director, reviewed high-level marketing strategies, including an overview of integrated packages, social media initiatives, and website projects for 2019-20. He also presented a list of new domestic target markets, a brief media mix breakdown, and a video from this year's VISIT FLORIDA Flagler Awards where the VCB earned four prestigious Henry Awards for excellence in tourism marketing. Clayton Reid, MMGY Global, presented an overview of travel trends and insights, as well as opportunities for the upcoming year.

### Sports Development Report

Jeff Mielke, Lee County Sports Development director, reported that between June and September, 61,158 room nights were sold, with direct visitor spending of more than \$26 million.

### Accessible Tourism

Judi Durant and Joshua Lambert, VCB, and Kevin Berry, ADA Advisory Council of Southwest Florida, presented an overview on what accessible tourism is, the importance of training in inclusive spaces and a look at other destinations who are leading the industry on accessibility.

### New Business

- The TDC selected Tony Lapi to serve as vice chairman for 2020.
- The TDC approved the 2020 meeting dates.
- The TDC appointed the following members to serve on the FY2020-21 Attractions & Events Marketing Subcommittee: Pamela Cronin, Colleen DePasquale and Tony Lapi.

### 2020 TDC Meeting Dates

Jan. 9	April 9	July – no meeting	Oct. 8
Feb. 13	May 14	Aug. 13	Nov. 12
March 12	June 11	Sept. – no meeting	Dec. 10

**Next TDC meeting**

The next TDC meeting will be held at 9 a.m on Thursday, Jan. 9, 2020 at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.