

Report to the Industry

December 13, 2018

October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
77.3%	58.5%	-24.4%	\$118.48	\$111.46	-5.9%	\$91.59	\$65.15	-28.9%

Bed Tax Collection

The preliminary resort tax collected for October 2018 was \$1,743,173, a 21.3 percent decrease over October 2017 preliminary collections of \$2,214,571. Fiscal year-to-date preliminary tourist tax collections are \$1,820,431, a decrease of 21.4 percent year-over-year.

Airport News

During October 2018, 569,553 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 2.0 percent compared to October 2017. Year-to-date, passenger traffic is up 5.6 percent from the same period last year.

Marketing Report

VCB Marketing Director Brian Ososky reviewed post red tide marketing efforts, including a social and digital campaign with *The New York Times* and TV spots in several Northeast and Midwest markets. Additionally, numerous FY 2018-2019 initiatives were highlighted, including integrated media placements with *Garden & Gun*, TripAdvisor and Travelzoo, to name a few.

Sports Development Report

Jeff Mielke, director, Lee County Sports Development, reported that 40,243 room nights were sold in the third quarter of 2018 with direct visitor spending of more than \$18 million. Following a successful inaugural Fort Myers Tip-Off basketball tournament, Mielke was pleased to announce the 2019 team line-up includes Kansas State, Northwestern, Pitt and Bradley.

New Business

- The TDC selected Rob Wells to serve as Vice Chairman for 2019.
- The TDC approved the 2018-2019 Sales & Marketing Plan.
- The TDC recommended the Board of County Commissioners (BoCC) consider a \$30,960 funding request from the Barrier Island Park Society for a replacement visitor tram for Cayo Costa State Park. The BoCC will consider this item at the Dec. 18 board meeting.

2019 TDC Meeting Dates

Jan. 10	April 11	July – no meeting	Oct. 10
Feb. 14	May 9	Aug. 8	Nov. 14
March 15	June 13	Sept. – no meeting	Dec. 12

Next TDC meeting

The next TDC meeting will be held on Thursday, Jan. 10, 2019 at 9 a.m. at the Lee County Administration East building, room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.