



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

January 10, 2019

### November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
76.1%	66.3%	-12.9%	\$126.27	\$122.75	-2.8%	\$96.10	\$81.38	-15.3%

### Bed Tax Collection

The preliminary resort tax collected for November 2018 was \$2,267,124, an 8.8 percent decrease over November 2017 preliminary collections of \$2,486,280. Fiscal year-to-date preliminary tourist tax collections are \$4,212,683 a decrease of 14 percent year-over-year.

### Airport News

During November 2018, 810,283 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.6 percent compared to November 2017. Year-to-date, passenger traffic is up 5.6 percent.

### VCB Departmental Reports

**Domestic and International Sales update:** Jill Vance, director of sales, reported that the majority of the first quarter FY2018-19 sales goals are ahead of pace for goal attainment. She also presented the highlights of first-quarter activities for the group sales, travel agent and consumer sales, and international sales teams, including hosting a successful Florida Encounter conference in Lee County and attending World Travel Market in the U.K. She also presented upcoming sales activities, including *The New York Times* Travel Show and ITB in Germany.

**VCB Public Relations update:** Megan Contreras, communications manager, reported that there were 354 million media impressions in the first quarter. Current and upcoming FAM highlights include a Danish “X Factor” TV host and a U.K. nature and wildlife press trip. PR activities also include attending International Media Marketplace, *The New York Times* Travel Show and Canada Travel Massive.

**Visitor Services update:** Visitor Services at RSW assisted 35,995 visitors in the fourth quarter, making the year-to-date total 184,771. Volunteer hours for the fourth quarter were 7,306, a value of \$180,385.

### New Business

The Tourist Development Council (TDC) approved the first-quarter budget reports for the VCB and Sports Development.

### 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	September – no meeting	Dec. 12

### Next TDC meeting

The next TDC meeting will be held at 9 a.m. Thursday, Feb. 14, 2019, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.