

Report to the Industry

January 15, 2016

November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
65.1%	69.2%	+6.3	\$107.80	\$113.72	+5.5	\$70.17	\$78.69	+12.1

Preliminary November tax breaks another record

The preliminary resort tax collected for November 2015 was \$2,040,654, a 9.1 percent increase over November 2014 preliminary collections of \$1,869,592. Fiscal year-over-year collections increased 12.4 percent, with a total of \$4,038,523 collected.

Airport news

During November 2015, 720,556 passengers traveled through Southwest Florida International Airport (RSW), an increase of 7.6 percent compared to November 2014. Year-to-date, passenger traffic was 7,536,442, a 4.6 percent from the same period last year.

Events Marketing vs. Marketing Funding

The TDC approved a criteria change recommendation that allows attraction and/or event marketing funding applicants to submit two TDC funding requests per year (two event funding applications or one attraction and one event marketing funding applications).

Lee County's newest certified Guest Service professionals honored

Christine Davlin, VCB tourism education & training manager, announced that 35 industry partners earned the Certified Guest Service Professional (CGSP®) certification as part of the VCB's Guests First Customer Service Training Program. The program has certified almost 300 hospitality personnel since 2013.

2016 TDC meeting schedule

Feb. 11	June 9	Oct. 13
March -off	July -off	Nov. 10
April 14	Aug. 11	Dec. 8
May 12	Sept.-off	

Next TDC meeting

The next TDC meeting will be held Thursday, Feb. 11, 2016 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, Fla. 33901. To view a complete tax collection report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.