



## Report to the Industry

*January 12, 2017*

### November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
68.8%	66.4%	-3.4%	\$114.23	\$119.27	+4.4%	\$78.57	\$79.25	+0.9%

### Bed tax collection

The preliminary resort tax collected for November 2016 was \$2,087,095, a 2.3 percent increase over November 2015 preliminary collections of \$2,040,654. Fiscal year-to-date preliminary tourist tax collections are \$4,166,644, an increase of 3.2 percent year-over-year.

### Airport News

During November 2016, 727,634 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 1.0 percent compared to November 2015. Year-to-date, passenger traffic is up 3.0 percent from the same period last year.

### VCB Departmental Reports

Sales reported 9,055 contracted group room nights, and 128 RFPs sourced to industry partners in the last quarter of 2016. Visitor Services volunteers assisted more than 216,000 travelers at RSW, and saved Lee County just under \$600,000 in wages during 2016. Communications shared domestic and international press coverage and upcoming media visits to Texas and Washington, D.C. Rob Hoovis, the final Resident Artist for 2016, presented a selection of images that will be included in the VCB's photo library.

### 2017 TDC meeting schedule

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

### Next TDC meeting

The next TDC meeting will be held on Thursday, Feb. 9, 2017 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901. 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.