

Report to the Industry

January 11, 2018

November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
66.5%	75.8%	+14.1%	\$119.13	\$127.58	+7.1%	\$79.20	\$96.75	+22.2%

Bed tax collection

The preliminary resort tax collected for November 2017 was \$2,486,280 a 19.1 percent increase over November 2016 preliminary collections of \$2,087,095. Fiscal year-to-date preliminary tourist tax collections are \$4,897,173, an increase of 17.5 percent year-over-year.

Airport News

During November 2017, 767,064 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.4 percent compared to November 2016. Year-to-date, passenger traffic is up 2.6 percent from the same period last year.

VCB Departmental Reports

Dr. Nicole King-Smith, training and development manager, awarded certificates to the recent Guests First Customer Service Training professionals. There are currently 554 graduates since the program began. Jill Vance, sales director, presented first quarter results for fiscal year sales goals and highlighted past and upcoming activities. She also reported on international activities including attending World Travel Market in the U.K. Judi Durant, director of visitor services, shared that volunteers assisted 210,065 visitors in the fourth quarter. Francesca Donlan, communications director, presented domestic and international media coverage. She also shared upcoming press trips to the destination and staff travel to media conferences and travel shows.

2017 TDC meeting schedule

Feb. 8	June 14	Oct. 11
March - off	July 12	*Nov. 15 – TDC followed by Annual Sales & Marketing Meeting
April 12	Aug. 9	Dec. 13
May 10	Sept.- off	

Next TDC meeting

The next TDC meeting will be held on Thursday, Feb. 8, 2018 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.