



TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

July 11, 2014

### May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
58.7%	62.4%	+6.3	\$121.82	\$125.64	+3.1	\$71.47	\$78.37	+9.7

### Preliminary May bed tax up double-digit over previous May

The preliminary resort tax collected for May 2014 was \$1,995,140, a 16.8 percent increase over May 2013 preliminary collections.

### Airport news

During May 2014, 591,116 passengers traveled through Southwest Florida International Airport (RSW) in Fort Myers. Figures represent an increase of 2.5 percent compared to May 2013 and a year-to-date increase in passenger traffic of 3.8 percent over the same period last year.

The traffic leader in May was Delta with 144,423 passengers traveling to and from Fort Myers. Rounding out the top five airlines were Southwest (118,932), JetBlue (57,731), US Airways (56,017) and American (49,083).

### Esteemed travel magazine honors VCB's inventive social media promotion

*Travel + Leisure* magazine recently awarded the Lee County Visitor & Convention Bureau (VCB) one of its prestigious Social Media in Travel + Tourism Awards (SMITTY). In its third year, the award program recognizes companies in the travel and tourism industry showcasing the best and most innovative uses of social media. The Beaches of Fort Myers & Sanibel earned a SMITTY in the Best Contest/Giveaway category for the "Find Your Island Challenge," where the VCB invited five influential Google Glass Explorers to try out Google Glass in the area.

### Make plans to attend Visit Florida's Road Show

Visit Florida is bringing their "Road Show" to Fort Myers and the Lee County Visitor & Convention Bureau encourages you to attend. The official state tourism marketing organization is asking marketing partners to bring a guest who is not familiar or involved with Visit Florida. Mark your calendar for July 31, 11:30 a.m. to 1:30 p.m., at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs. The event is free and will include a complimentary lunch. There will be networking, a buffet lunch, and a presentation.

### Next TDC meeting

**There is no regular meeting in July.**

The next regular meeting of the TDC is scheduled for **Aug. 14, 2014**, 9 a.m. at the VCB's office, 2201 Second Street, First Floor, Fort Myers, 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.