



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

June 9, 2016

April Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
74.7%	75.8%	+1.5%	\$165.08	\$161.22	-2.4%	\$123.26	\$122.25	-0.8

Bed tax collection

The preliminary resort tax collected for April 2016 was \$3,368,427, a 0.5 percent increase over April 2015 preliminary collections of \$3,351,146. Fiscal year-to-date preliminary tourist tax collections are \$28,637,450, an increase of 6.2 percent year-over-year.

Airport news

During April 2016, 900,594 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a 0.2 percent decrease in passenger traffic compared to the same period last year. From January through April, 4,079,329 passengers traveled through RSW, a 6.1 percent increase over the same period in 2015.

Events Marketing funding requests approved

The TDC approved the recommendation of the events marketing subcommittee to provide \$166,500 in funding to 10 organizations hosting events in FY 2016-17.

Attractions Marketing funding requests approved

The TDC approved two funding requests for FY 2016-17. Southwest Florida Community Foundation was awarded \$250,000 to administer the TDC arts and attractions marketing program which benefited 36 arts and culture attraction partners in 2015-16. The Edison & Ford Winter Estates was awarded \$50,000.

Board approves budget

The TDC voted to approve the FY 2016-17 proposed budget. In addition to continuation budgets for VCB operations and Sports Development, the proposed budget also includes a supplemental \$1.55 million which will enhance 2017 winter season marketing, sports event sponsorship, and attractions marketing. The proposed budget will be presented to the Lee County BoCC for final approval.

Next TDC meeting

There is no scheduled TDC meeting for the month of July.

The next TDC meeting is Thursday, August 11, 2016 at 9 a.m. To view a complete tax collections report, go to www.LeeVCB.com. The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.