

Report to the Industry

May 10, 2018

March Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
86.1%	89.2%	+3.5%	\$228.90	\$248.43	+8.5%	\$197.17	\$221.49	+12.3%

Bed Tax Collection

The preliminary resort tax collected for March 2018 was \$8,766,349, a 10.6 percent increase over March 2017 preliminary collections of \$7,924,789. Fiscal year-to-date preliminary tourist tax collections are \$27,154,211, an increase of 11.7 percent year-over-year.

Airport News

During March 2018, 1,379,728 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 10.2 percent compared to March 2017. Year-to-date, passenger traffic is up 10 percent from the same period last year.

Sports Development Update

Jeff Mielke, Sports Development director, reported that 34,504 room nights sold in the first quarter of 2018 with direct visitor spending of \$15 million.

New Business

The Tourist Development Council (TDC) unanimously approved the VCB second-quarter budget report.

TDC Approves Funding for Beach & Shoreline Projects

The TDC formalized funding recommendations for fiscal year 2018-19 and allocated \$9,009,913 for 20 projects throughout Lee County. These projects will be considered for funding by the Board of County Commissioners as part of the FY 2018-19 budget.

TDC Nominates Attractions Marketing Committee

The TDC nominated the following members to serve on the FY 2018-19 Attractions Marketing Review Committee: Pamela Cronin (Chair), Colleen DePasquale, Holly D. Smith, Cynthia Welch, and John Melleky.

Next TDC Meeting

The next TDC meeting will be held on Thursday, June 14, 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.