



Report to the Industry

October 11, 2018

August Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
56.0%	53.1%	-5.1%	\$115.79	\$107.34	-7.3%	\$64.82	\$57.05	-12.0%

Bed tax collection

The preliminary resort tax collected for August 2018 was \$1,444,873, a decrease of 16.4 percent over August 2017 preliminary collections of \$1,727,998. Fiscal year-to-date preliminary tourist tax collections are \$40,643,475, an increase of 6.8 percent year-over-year.

Airport news

During August, 501,023 passengers traveled through RSW. Figures represent an increase of 4.1 percent compared to August 2017. Year-to-date, passenger traffic is up 5.1 percent from the same period last year.

The newest CGSP participants of Guests First recognized

Dr. Nicole King-Smith, tourism & hospitality training manager, recognized 40 new certified guest service professionals (CGSP), bringing the total to 680 CGSP graduates in Lee County.

VCB Departmental Reports

Domestic and International Sales update: Jill Vance, director of sales, reported sales goals final results from FY2017-18 including attaining 119% of the group meeting room nights booked goal. She also presented upcoming sales activities including six new shows with the intent to mine more corporate and education conference business.

Stefanie Zinke, international tourism sales manager, described the Europe sales mission conducted in September together with hotel partners covering 5 cities in Germany and the Netherlands, engaging with 175 trade professionals. The Beaches of Fort Myers and Sanibel were also featured during a live travel and tourism TV program last week in Argentina, during FIT – the largest trade show in Latin America. October activities are focused on B2C, consumer targeted events in Canada and Germany to kick off fall promotion coops with tour operators just in time for 2019 booking season.

Visitors Services Update: Judi Durant, director of visitor services, reported that the third-quarter calendar year showed 25,458 visitors assisted at RSW, bringing the year-to-date total to 148,781. Since January, the volunteer tourism ambassadors have served 19,178 hours at the airport, resulting in an in-kind value of \$462,957 to Lee County.

Communications update: Megan Contreras, communications manager, presented media highlights that included domestic and international coverage in major publications. She reported 430 million media impressions were achieved for the fourth quarter, bringing the total for FY17-18 to 3.2 billion impressions. Contreras reported that the fifth annual Island Hopper Songwriter Fest had an attendance increase of 23 percent over last year, and an impressive 24 million media impressions. More than 150 local deals have been collected and promoted on onelee.biz for the #OneLee campaign, thanks to the efforts of multiple County departments.

Marketing Update: Lesley-Ann Thompson, marketing manager, introduced resident artist Don Hutchinson, who shared his experience working with the VCB, and presented some of the photos he has taken of the destination.

New Business

Subcommittee Nominations

The following TDC Members were nominated to serve on the FY18-19 events marketing subcommittee: Pamela Cronin, Chair; Holly Smith, Colleen DePasquale, Bill Waichulis, and Fran Myers.

The following TDC Members were nominated to serve on the FY18-19 attractions marketing subcommittee: Pamela Cronin, Holly Smith, Colleen DePasquale, and Tony Lapi.

Save the Date!

The Team Tourism Annual Sales and Marketing Summit will be held on Thursday, November 15, at 10:30 a.m. at The Westin Cape Coral Resort at Marina Village. The VCB will unveil its 2018-19 Sales & Marketing Plan.

Next TDC meeting

The next TDC meeting will be held at 9 a.m. on **Thursday, November 15, 2018** at **The Westin Cape Coral Resort at Marina Village**, 5951 Silver King Blvd, Cape Coral, FL 33914. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.