



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

September 8, 2016

### July Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
68.0%	72.5%	+6.7%	\$126.02	\$131.65	+4.5%	\$85.64	\$95.49	+11.5%

### Bed tax collection

The preliminary resort tax collected for July 2016 was \$2,718,942 a 12.2 percent increase over July 2015 preliminary collections of \$2,422,538. Fiscal year-to-date preliminary tourist tax collections are \$36,332,770, an increase of 5.6 percent year-over-year.

### Airport news

During July 2016, 484,074 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 1.6 percent in passenger traffic compared to July 2015. Year-to-date, passenger traffic is up 4.5 percent from the same period last year.

### Upcoming Events

The 3rd Annual Island Hopper Songwriter Fest will bring more than 70 nationally acclaimed singer-songwriters to The Beaches of Fort Myers & Sanibel from Sept. 23 – Oct. 2. The festival kicks off on Captiva Island Sept. 23-25, features performances in downtown Fort Myers Sept. 26-29, and closes the weekend of Sept. 30 – Oct. 2 on Fort Myers Beach. With more than 140 free performances and 6 special ticketed events over this 10-day event, attendees have the opportunity to learn the stories behind some of their favorite songs. Visit [www.IslandHopperFest.com](http://www.IslandHopperFest.com) for performance schedules, artist bios, and more.

### Zika Informational Sessions

The VCB will partner with the Lee County Mosquito Control District (LCMCD) to host informational sessions about the Zika Virus. The same session will be offered on two different dates: Sept. 20, from 10 – 11:30 a.m. and Sept. 27, from 2:30 – 4 p.m., at the LCMCD office, 15191 Homestead Road, Lehigh Acres, FL 33971. Executive Director of LCMCD, T. Wayne Gaye, will discuss the dangers of standing water, proactive prevention procedures, and enhancing mosquito control. Participants can register [here](#).

### Next TDC meeting

**The next TDC meeting is Thursday, Oct. 13, 2016 at 9 a.m.** The meeting will be held in conference room 118, at 2201 Second Street, 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.