

Report to the Industry

June 12, 2014

April Smith Travel Research Summary

| Average Occupancy Rate | | | Average Daily Rate | | | RevPAR | | |
|------------------------|-------|----------|--------------------|----------|----------|---------|----------|----------|
| 2013 | 2014 | % Change | 2013 | 2014 | % Change | 2013 | 2014 | % Change |
| 67.2% | 70.4% | +4.6 | \$145.25 | \$167.05 | +15.0 | \$97.68 | \$117.54 | +20.3 |

Tourism resort tax collection breaks records

The preliminary resort tax collections continue to rise to record levels. For the month of April 2014, a preliminary total of \$3,059,233 was collected, a record-breaking 29.4 percent increase over the preliminary collections in April 2013. Fiscal year-over-year collections increased 16.3 percent with \$23,001,682 collected.

Sounds of summer: News from VCB marketing

The VCB continues its summer sweepstakes promotion, Saved by the Shell, and has added inserts into The Villages Daily Sun, along with inserts in Ft. Lauderdale, Miami, Orlando and Tampa newspapers. The VCB also announced a new late summer promotion in Chicago – an art mural to be created by a Chicago artist, depicting the artist's experience at The Beaches of Fort Myers & Sanibel. The mural debuts in September at the EXPO Chicago, an international art fest at historic Navy Pier. In addition, to jump start the fall season, the VCB is organizing the first annual Island Hopper Songwriter Fest to Fort Myers Beach and Captiva Island. Nationally-acclaimed singer-songwriter Dean Dillon will be among the performers. An award-winning songwriter, Dillon has written songs from some of country music's most notable musicians including George Strait, Kenny Chesney and Toby Keith, to name a few.

2014/15 event marketing funding approved

The TDC approved the recommendation of the events marketing subcommittee to provide \$133,625 in funding to eight organizations hosting events in FY 2014-2015. The events funded include the Captiva Holiday Village, Cape Coral Festival of the Arts, Coconut Festival, Fort Myers Beach Bash, Fort Myers Beach Film Festival, Mango Mania, The Surf & Turf Experience and Fort Myers Beach Sandsculpting Championship. In addition, the TDC will vote in August on funding \$16,375 for the 8th Annual Sanibel Writer's Conference.

Airport news

Traffic at the airport continues to rise as the destination's visitor count remains strong. During April 2014, 865,554 passengers traveled through Southwest Florida International Airport, up 6.1 percent over April 2013.

Next TDC meeting

The next TDC meeting is scheduled for **Thursday, Aug. 14, 2014 at the Hyatt Regency Coconut Point Resort and Spa, 5001 Coconut Rd., Bonita Springs, 34134. The TDC will not meet in July.** To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.