

## Report to the Industry

June 11, 2015

### April Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
71.0%	74.7%	+5.2	\$161.20	\$165.10	+2.4	\$114.38	\$123.25	+7.8

### Steady bed tax collection continues

The preliminary resort tax collected for April 2015 is \$3,351,146, a 9.5 percent increase over April 2014 preliminary collections of \$3,059,233. Fiscal year-today preliminary tourist tax collections are \$26.9 million, a 14 percent year-over-year.

### Airport news

During April 2015, 902,669 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a year-to-date increase in passenger traffic of four percent over the same period last year.

### Events Marketing funding requests approved

The TDC approved the recommendation of the events marketing subcommittee to provide \$167,000 in funding to 10 organizations hosting events in FY 15/16. The events receiving funding include Cape Coral Coconut Festival, Cape Coral Festival of the Arts, Images of Nature, American Sand Sculpting Championship, Sanibel Island Writers Conference, Fort Myers Beach Pirate Festival, Captiva Holiday Village, Fort Myers Beach “Back Bay Bash”, Fort Myers Beach Film Festival and MangoMania Tropical Fruit Festival.

### Arts and Attractions grant funding approved

The TDC approved the funding requests for the FY 15/16 arts and attractions grant cycle. The grants, totaling in \$350,000 will be awarded to three organizations. The organizations include Southwest Florida Community Foundation, Edison & Ford Winter Estates and Fort Myers Conference & Convention Council.

### Board approves budget

The TDC voted to approve the FY 16 proposed budget. The proposed budget will be presented to the Lee County BoCC for final approval. Additionally, the TDC recommends the BoCC add an additional \$1.5 million for marketing and review the reserve policy.

### Next TDC meeting

**There is no scheduled TDC meeting for the month of July. The next TDC meeting is scheduled for Thursday, August 13, 2015 at 9 a.m.** The meeting will be held in the first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.