

Report to the Industry

March 12, 2015

January Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
72.1%	81.3%	+12.9	\$128.11	\$143.34	+11.9	\$92.32	\$116.60	+26.3

Record-setting, double digit increase for tourism

The preliminary resort tax collected for January 2015 was \$4,329,585, an impressive 36.9 percent increase over January 2014 preliminary collections of \$3,163,195.

Airport news

During January 2015, 854,953 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 9.9 percent compared to January 2014.

TDC announced VCB budget increase approval

The Lee County Board of County Commissioners approved a \$1.4 million budget increase for the Lee County Visitor & Convention Bureau (VCB). The additional funds will be used for global branding and promotions.

Upcoming Marketing endeavors

This spring, partnering with the local restaurant chain Pinchers, a New York City media promotion will offer seafood dishes to more than 1,000 editors and publishers at Hearst and Time Inc. The VCB will join Brand USA for promotions during the 2015 World Expo. During April and May, the VCB will launch an Instagram influencer campaign.

Introducing new attraction: Florida Tracks & Trails

Rachel Ketterman, marketing director, introduced the new attraction, in Charlotte County. The 1,000 acre park provides miles of trails for off-road riding, a motocross facility, paintball fields and a fresh water beach. The park opens its doors in May 2015.

Blind Pass receives emergency funding for shoreline stabilization

The TDC today approved an emergency funding request of up to \$25,000 from the City of Sanibel to stabilize the shoreline of the southeast area of Blind Pass due to rapid erosion.

Next TDC meeting

The next TDC meeting is scheduled for Friday, April 10, 2015 at 9 a.m. The April TDC meeting is scheduled for the second Friday of the month instead of the usual Thursday meeting day. 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, Lee County VCB, 239-338-3500.