



Report to the Industry

Jan. 9, 2014

November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
56.3%	57.4%	+2.1	\$104.79	\$107.50	+2.6	\$58.97	\$61.74	+4.7

Double-digit increase for tourism resort tax collection

The preliminary resort tax collected for November 2013 was \$1,591,848, an impressive 15.1 percent increase over November 2012 preliminary collections. The fiscal YTD preliminary collections totaled \$3,128,624, a significant increase of 12.4 percent over the fiscal YTD preliminary collections for the same time period in 2012.

Airport news

During November 2013, 639,047 passengers traveled through Southwest Florida International Airport, a decrease of 3.0 percent compared to November 2012.

Lee County Sports Development reports another record-breaking year

Following an impressive summer of sports activities, the Lee County Sports Development Office has logged numbers in fourth quarter, resulting in a record-breaking 11 months for the destination. October and November activities were driven by the Perfect Game, Roy Hobbs World Series event and the Senior Softball Winter Nationals. For October, 14, 382 room nights were sold in Lee County, with a direct and indirect economic impact totaling \$9,991,950. For November, 20,275 room nights were sold, with a direct and indirect economic impact of \$16,516,660. The overall results for January – November 2013 were exciting with the destination hosting 96 separate events, which generated 129,621 room nights sold and \$89.5 million in direct and indirect economic impact.

Tourism Development Council (TDC) approves emergency funding for Gasparilla Island State Park

The TDC today unanimously approved an emergency funding request of \$250,000 for a critical erosion control measure needed at Gasparilla Island State Park. The funds will be provided from the \$5.8 million available in the Beach Renourishment Reserves and matched by an additional \$250,000 from the State.

Chrysalis Award nominations due Jan. 24

The Lee County Visitor & Convention Bureau (VCB) and the Greater Fort Myers Chamber of Commerce are seeking nominations for the 5th Annual Chrysalis Awards, an honor which goes to business and individuals who have impacted the local community. Nominations are due by Jan. 24. Winners will be announced at the Celebration of Business & Tourism Awards Luncheon and Trade Show on May 15 at Harborside Event Center. Visit the Team Tourism section at www.LeeVCB.com for more information about the Chrysalis Awards including how to make a nomination and trade show opportunities.

Next TDC meeting

The next TDC meeting is scheduled for Thursday, Feb. 13, 2014 in the Admin East Building located at 2201 Second Street, First Floor Conference room #118, Fort Myers, 33901. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.