



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

April 13, 2017

February Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
85.1%	83.6%	-1.8%	\$206.28	\$200.65	-2.7%	\$175.58	\$167.77	-4.4%

Bed tax collection

The preliminary resort tax collected for February 2017 was \$4,777,710 a 3.4 percent decrease over February 2016 preliminary collections of \$4,945,284 Fiscal year-to-date preliminary tourist tax collections are \$17,168,965 a decrease of 3.3 percent year-over-year.

Airport news

During February 2017, 946,079 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 4.4 percent compared to February 2016. Year-to-date, passenger traffic is down 3.7 percent from the same period last year.

The newest CGSP participants of Guests First recognized

Nicole King, VCB, announced the 37 new certified guest service professionals, bringing the total to 491 CGSP graduates. King also presented a plaque of recognition to Lee County's newest certified property, Island Vacations of Sanibel & Captiva.

Marketing Update

Clayton Reid and Trey Stanley, MMGY, and Brian Ososky, VCB, gave a presentation on travel trends and current Lee County marketing strategies. Some of the strategies include new assets added to the Islandology campaign, a regional Allegiant Air partnership, and National Seashell Day. Despite a soft couple of months, Reid is optimistic that numbers will improve.

Beach & Shoreline Update

The TDC will begin reviewing 19 project requests for 17/18 fiscal year funding. The total requested is \$8,539,679 while estimated funding available is \$10,700,00. The TDC Beach & Shoreline workshop will be held on Thursday, April 27 at 2:30 p.m.

Next TDC meeting

The next TDC meeting will be held on Thursday, May 11, 2017 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 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.