

Report to the Industry

July 11, 2019

May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
65.1%	65.5%	+0.5%	\$134.00	\$136.18	+1.6%	\$87.27	\$89.14	+2.1%

Bed Tax Collection

The preliminary resort tax collected for May 2019 was \$2,616,051, a 7.1 percent increase over May 2018 preliminary collections of \$2,441,883. Fiscal year-to-date preliminary tourist tax collections are \$33,331,673, a decrease of 0.2 percent year-over-year.

Airport News

During May 2019, 725,754 passengers traveled through Southwest Florida International Airport, an increase of 8.5 percent compared to May 2018. Year-to-date, passenger traffic is up 9.6 percent compared to period last year.

Upcoming Events – click the links for free registration

Date	Time	Name of Event	Registration Link
July 18	8:30-10 a.m.	Sales, Marketing, and Communications Quarterly Meeting	https://bit.ly/2XTheVH
Aug. 1	10:30 a.m. – 12:00 p.m.	2019-20 Co-Op Rollout Presentation	https://bit.ly/2NGdSBx
Aug. 1	1:30-4 p.m.	Social Media Boot Camp	https://bit.ly/2Xzzors
Aug. 13	3-5 p.m.	The International Market Today	https://bit.ly/2JozMDW
Aug. 29	8-11 a.m.	E Awards – Save the Date!	https://bit.ly/2XyAoRu
Sept. 12	9-11 a.m.	Working with Guests with Disabilities	https://bit.ly/32f5gW0

Next TDC Meeting

The next TDC meeting will be held at 9 a.m. Thursday, Aug. 8, 2019, at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.