

Report to the Industry

September 13, 2018

July Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
68.6%	68.1%	-0.7%	\$133.60	\$133.14	-0.3%	\$91.65	\$90.70	-1.0%

Bed tax collection

The preliminary resort tax collected for July 2018 was \$2,675,888 a 2.2 percent decrease over July 2017 preliminary collections of \$2,736,243. Fiscal year-to-date preliminary tourist tax collections are \$39,099,009, an increase of 7.9 percent year-over-year.

Airport news

During July 2018, 561,039 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.8 percent in passenger traffic compared to July 2017. Year-to-date, passenger traffic is up 5.2 percent from the same period last year.

Upcoming Events

The fifth Annual Island Hopper Songwriter Fest will bring more than 80 nationally acclaimed singer-songwriters to The Beaches of Fort Myers & Sanibel from Sept. 21-30. The festival kicks off on Captiva Island, Sept. 21-23, moves to historic downtown Fort Myers, Sept. 24-27, and wraps up on Fort Myers Beach, Sept. 28-30. Songwriters from around the country will perform more than 100 free shows, giving attendees the opportunity to learn the stories behind some of their favorite songs. Special ticketed events include a dinner and wine pairing, a songwriting workshop, and headlining concerts featuring LOCASH and Midland. Download the free Island Hopper app on your mobile device, or visit www.IslandHopperFest.com for performance schedules, artist bios, and more.

Upcoming OneLee Campaign

The VCB is launching a locally focused marketing campaign, OneLee, promoting Lee County businesses to assist in recovery from the algal blooms our area has been facing. Businesses are encouraged to provide a deal that would entice locals to bring their business back to communities that have been hit the hardest by the water crisis.

There is no cost to join the promotion. The campaign will kick-off on Saturday, Sept. 15, 2018. Deals are valid for a minimum of 30 days. Deals will be promoted on our website FortMyers-Sanibel.com/OneLee, on social media using the hashtag #OneLee, and on traditional media.

Please send details below to Thomas at leevcb@leegov.com to be included in this promotion:

- Business Name, Contact Name, email, phone, location, website
- Deal Description: Discount offer, BOGO, etc.
- Deal details: Code, booking link, terms/conditions, validity dates
- PNG or JPEG images (at least 1 needed, 3-5 would be preferred)

Next TDC meeting

The next TDC meeting is Thursday, Oct. 11, 2018 at 9 a.m. The meeting will be held in conference room 118, at 2201 Second Street, 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.