

## Report to the Industry

June 8, 2017

### April Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
76.1%	78.6%	3.3%	\$161.18	\$179.06	11.1%	\$122.58	\$140.66	14.8%

### Bed tax collection

The preliminary resort tax collected for April 2017 was \$3,853,903 a 14.4 percent increase over April 2016 preliminary collections of \$3,36,427 Fiscal year-to-date preliminary tourist tax collections are \$28,372,383.12 a decrease of 0.93 percent year-over-year.

### Airport news

During April 1,032,783 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 14.7 percent compared to April 2016. Year-to-date, passenger traffic is up 1.1 percent from the same period last year.

### Marketing Update

Brian Ososky, Marketing director, reported website and social media statistics since the website launched in August 2016. As of April 2017, there have been 944,000 unique website visitors and 3.17 million website page views. All social media impressions have increased significantly.

National Seashell Day kicks off on June 21, 2107 with a Twitter chat and a visit from the Travelocity Roaming Gnome. The Gnome will visit 16 locations in the destination. This year the VCB is using National Seashell Day to anchor its summer campaign.

Resident Artist, Britt Maxwell, presented a variety of photos that captured the beauty of the destination. These assets will be available to industry partners in the VCB photo library.

### Next TDC meeting

The next TDC meeting will be held on Thursday, July 20, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.