



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

October 13, 2016

August Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
58.4%	57.8%	-1.1%	\$110.80	\$112.82	+1.8%	\$64.68	\$65.17	+0.8%

Bed tax collection

The preliminary resort tax collected for August 2016 was \$1,639,587, a decrease of 2.9 percent over August 2015 preliminary collections of \$1,688,943. Fiscal year-to-date preliminary tourist tax collections are \$38,103,228, an increase of 5.1 percent year-over-year.

Airport news

During August 2016, 431,729 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 5.0 percent in passenger traffic compared to July 2015. Year-to-date, passenger traffic is up 3.7 percent from the same period last year.

The newest CGSP participants of Guests First recognized

Liz Linares, customer service coordinator announced 58 newly certified guest service professionals, bringing the total to 389 CGSP graduates. These Guests First participants have earned the American Hotel & Lodging Institute's Certified Guest Service Professional (CGSP) designation.

Save the Date!

The Team Tourism Annual Sales and Marketing Summit will be held on Tuesday, Nov. 15, from 11 a.m. – 1:30 p.m. at The Westin Cape Coral Resort at Marina Village. The keynote speaker is Joe Diaz, co-founder of AFAR Media, who believes that experiential travel is the best form of education. The VCB will unveil the 2016-17 Sales & Marketing Plan.

Emergency Beach Nourishment Request

The TDC approved an emergency funding request from the City of Cape Coral for \$3,750 from the Beach & Shoreline fund to stabilize the Yacht Club Community Park beach, due to erosion from summer storm activity.

Next TDC meeting

The next TDC meeting is Thursday, Nov. 10, 2016 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.