



## Report to the Industry

December 14, 2017

### October Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
62.9%	77.3%	+23.0%	\$115.35	\$119.31	+3.4%	\$72.53	\$92.28	+27.2%

### Bed Tax Collection

The preliminary resort tax collected for October 2017 was \$2,214,581, a 19.4 percent increase over October 2016 preliminary collections of \$1,855,285. Fiscal year-to-date preliminary tourist tax collections are \$2,316,163, an increase of 18.81 percent year-over-year.

### TDC Welcomes New Council Member & Elects Vice Chairman

The TDC welcomed Council Member John Carioscia as their newest member, representing the City of Cape Coral. The TDC selected Rob Wells to serve as Vice Chairman for 2018.

### Airport News

During October 2017, 581,317 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.6 percent compared to October 2016. Year-to-date, passenger traffic is up 2.4 percent from the same period last year.

### Marketing Report

Clayton Reid, CEO of MMGY Global, presented the positive effects of the Islandology campaign, market testing, website personalization, and social media over the last six months. This includes a YoY increase in bed tax, RSW passengers, impressions, inquiries and leads. Future market conditions reveal that value and price are growing as a primary determinant of travel and international demand is softening. Reid also shared insights, opportunities and strategies as we move into FY2017-18. VCB Marketing Director Brian Ososky highlighted several FY2017-18 marketing initiatives, including National Geographic Traveler, Chicago Out-Of-Home, weather-triggered digital placements, and a new meetings campaign.

### 2018 TDC Meeting Dates

Jan. 11	July 12
Feb. 8	Aug. 9
March – no meeting	Sept. – no meeting
April 12	Oct. 11
May 10	Nov. 15
June 14	Dec. 13

### Next TDC meeting

The next TDC meeting will be held on Thursday, January 11, 2018 at 9 a.m. 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.