

Report to the Industry

June 13, 2019

April Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
77.6%	75.5%	-2.7%	\$172.72	\$178.68	3.5%	\$134.02	\$134.86	0.6%

Bed tax collection

The preliminary resort tax collected for April 2019 was \$3,886,845, an 11.1 percent increase over April 2018 preliminary collections of \$3,500,058. Fiscal year-to-date preliminary tourist tax collections are \$30,639,746, a decrease of 0.7 percent year-over-year.

Airport news

During April, 1,111,558 passengers traveled through Southwest Florida International Airport, an increase of 18.3 percent compared to April 2018. Year-to-date, passenger traffic is up 9.7 percent compared to last year.

Marketing Update

Brian Ososky, Visitor & Convention Bureau (VCB) director of marketing, shared updates on this year's summer campaign, "You can't choose your family, but you can choose your family vacation." The campaign features newspaper inserts and radio spots in key drive markets, and an online sweepstakes for a family to win a five-night trip to the destination. He also presented international efforts targeting the German market through Expedia.de, along with a look ahead to the fall campaign "Vacation Vows" targeting couples looking for a low-maintenance getaway to reconnect.

New Business

1. The Tourist Development Council (TDC) recommended that the BoCC approve the VCB's request for a transfer of \$136,817.50 from reserves for expenses related to cleanup of red drift algae on Fort Myers Beach in April and May.
2. The TDC unanimously approved the proposed FY 2019-20 operating budgets for the VCB and Sports Development.

Next TDC meeting

There is no meeting in July. The next TDC meeting will be held at 9 a.m. Thursday, Aug. 8, 2019, at the Lee County Admin East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.