



## Report to the Industry

*March 15, 2019*

### **January Smith Travel Research Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
78.9%	75.7%	-4.0%	\$163.62	\$159.40	-2.6%	\$129.08	\$120.72	-6.5%

### **Bed tax collection**

The preliminary resort tax collected for January 2019 was \$4,498,603 a -0.8 percent decrease over January 2018 preliminary collections of \$4,562,731. Fiscal year-to-date preliminary tourist tax collections are \$12,549,809, a decrease of 5.2 percent year-over-year.

### **Airport News**

During January 2019, 1,050,093 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 8.7 percent compared to January 2018.

An overview of the airport's modernization and expansion projects was given by Jeff Mulder, RSW executive director. Enhancements aim to improve the passenger experience, modernize the check-in process and update airport aesthetics.

### **Marketing Update**

Brian Ososky, VCB director of marketing, presented a selection of current marketing initiatives, including spring training. He gave a preview of the summer campaign's creative and media plans, and also spoke about a shift in primary and secondary media markets.

### **Events & Attraction Marketing Program Guideline Updates**

The TDC approved FY 2019-20 funding guidelines for both the Event and Attractions Marketing programs. The application request cycle for fiscal year 2019-20 funding opens with a workshop for Events on March 25 and for Attractions on April 12. Marketing program guidelines can be viewed at [www.leevcb.com](http://www.leevcb.com).

### **Matanzas Pass Preserve Funding Request**

The TDC approved a funding request from Lee County Parks & Recreation in the amount of \$1.1 million for the replacement of boardwalks, pavilion and kayak landing at Matanzas Pass Preserve. The TDC also made a legislative finding that this project promotes tourism. Pending final approval by the BoCC, this allocation will be made from TDC reserves.

### **2018 Annual Visitor Profile Report Released**

The 2018 Annual Visitor Profile and Occupancy Analysis is now available on LeeVCB.com at [this link](#). This report was prepared by Davidson-Peterson Associates on behalf the VCB and BoCC.

### **Upcoming events to add to your calendar**

[Lee County Travel Rally](#) – From 4 p.m. to 7 p.m. Wednesday, May 1, at Lakes Regional Park

[Chrysalis Awards](#) – From 10:30 a.m. to 2 p.m. Friday, June 14, at Sanibel Harbour Marriott

Resort & Spa

[E Awards](#) – From 8 a.m. to 11 a.m. Thursday, Aug. 29, at The Westin Cape Coral Resort at Marina Village

### **Next TDC meeting**

The next TDC meeting will be at 9 a.m. Thursday, April 11, 2019, at the Lee County Admin East building, first floor conference Room 118, 2201 Second St., Fort Myers, Florida 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.