

## Report to the Industry

March 8, 2018

### January Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
75.1%	78.9%	+5.0%	\$151.33	\$162.87	+7.6%	\$113.64	\$128.46	+13.0%

### Bed tax collection

The preliminary resort tax collected for January 2018 was \$4,532,702 a 9.6 percent increase over January 2017 preliminary collections of \$4,136,767. Fiscal year-to-date preliminary tourist tax collections are \$13,241,564, an increase of 13.2 percent year-over-year.

### Airport News

During January 2018, 965,981 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 8.2 percent compared to January 2017.

### TDC welcomes newly appointed member

The Lee County Board of County Commissioners (BoCC) named Sanibel Council Member Holly Smith as the latest member of the Lee County Tourist Development Council (TDC). Smith replaces Mayor Kevin Ruane as the City of Sanibel's liaison to the TDC.

### 2017 Annual Visitor Profile Report Released

The 2017 Annual Visitor Profile and Occupancy Analysis is now available on LeeVCB.com at [this link](#). This report is prepared yearly by Davidson-Peterson Associates on behalf the VCB and BoCC.

### Upcoming events to add to your calendar

[Chrysalis Awards](#) - Thursday, April 19 from 10:30 a.m. to 2 p.m. at The Westin Cape Coral  
[Lee County Travel Rally](#) - Tuesday, May 1 from 4 p.m. to 7 p.m. at Lakes Regional Park  
[E Awards](#) - Thursday, August 30 from 8 a.m. to 11:00 a.m. at the Hyatt Regency Coconut Point

### Next TDC meeting

The next TDC meeting will be held on Thursday, April. 12, 2018 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.