

## Report to the Industry

Oct. 9, 2014

### August Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
48.3%	53.6%	+11.1	\$111.23	\$117.84	+5.9	\$53.71	\$63.20	+17.7

### Lee County Visitor & Convention Bureau (VCB) announces highest bed tax collections in its history

More than \$32 million in bed tax collections – the best year on record – have been collected, fiscal year 2013-2014 to date. This represents a year-over-year increase of 16.7 percent. Preliminary August 2014 collections totaled \$1,570,257, an increase of 18.2 percent over August 2013 collections.

### VCB earns Florida's top tourism marketing award for 25th time

The VCB earned its 25th Henry award, along with a silver and a bronze award, at the 47<sup>th</sup> Annual Governor's Conference on Tourism Flagler Awards Competition presented Sept. 22 in Boca Raton. Sponsored by Visit Florida, the official tourism marketing organization for the state, and the Florida Commission on Tourism, the Flagler Awards program is designed to recognize outstanding tourism marketing in Florida. There were a total of 211 entries in the competition. The VCB was honored with a Henry Award for its "My Island :60 Radio" in the "Radio Advertising" category, a Silver Award for its "USS Mohawk and Underwater Art Gallery" entry in the "Creativity in Public Relations" category and a Bronze Award for its "Find Your Island" campaign in the "Print Advertising" category.

### Airport News

During August, 446,402 passengers traveled through Southwest Florida International Airport, an increase of 7.8 percent compared to August 2013. Year-to-date, passenger traffic is up 4 percent from the same period last year. The traffic leader in August was Delta with 105,998 passengers traveling to and from Fort Myers. Rounding out the top five airlines were Southwest (72,207), JetBlue (57,282), US Airways (45,743) and American (37,695).

### Next TDC meeting

**There is no regular meeting in October.**

The next regular meeting of the TDC is scheduled for **Nov. 13, 2014**, 9 a.m. at the VCB's office, 2201 Second Street, First Floor, Fort Myers, 33901. To view a complete tax collections report, go to [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@lee.gov](mailto:TPigott@lee.gov), Lee County VCB, 239-338-3500.