

## Report to the Industry

*September 12, 2019*

### July Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
68.6%	65.1%	-5.1%	\$133.70	\$132.65	-0.8%	\$91.66	\$86.32	-5.8%

### Bed tax collection

The preliminary resort tax collected for July 2019 was \$2,807,640 a 4.9 percent increase over July 2018 preliminary collections of \$2,675,888. Fiscal year-to-date preliminary tourist tax collections are \$39,182,312, an increase of 0.2 percent year-over-year.

### Airport news

During July 2019, 570,977 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 1.8 percent in passenger traffic compared to July 2018. Year-to-date, passenger traffic is up 8.7 percent from the same period last year.

### Upcoming Events

The sixth annual Island Hopper Songwriter Fest will bring more than 80 nationally acclaimed singer-songwriters to The Beaches of Fort Myers & Sanibel, Sept. 20-29. The festival kicks off on Captiva Island, Sept. 20-22, moves to historic downtown Fort Myers, Sept. 23-25, and wraps up on Fort Myers Beach, Sept. 27-29. Songwriters from around the country will perform more than 100 free shows, giving attendees the opportunity to learn the stories behind some of their favorite songs. Special ticketed events include a [dinner and wine pairing](#), [Kristian Bush of Sugarland performing with the Gulf Coast Symphony](#), and headlining concerts featuring Gone West (sold out) and [Rodney Atkins](#). Download the free Island Hopper app on your mobile device, or visit [IslandHopperFest.com](http://IslandHopperFest.com) for performance schedules, artist bios, and more.

### Next TDC meeting

**The next TDC meeting is at 9 a.m. on Thursday, Oct. 10, 2019.** The meeting will be held in 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.