

## Report to the Industry

July 7, 2016

### May Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
64.3%	64.9%	+0.8%	\$130.79	\$125.94	-3.7%	\$84.12	\$81.68	-2.9%

### Bed tax collection

The preliminary resort tax collected for May 2016 was \$2,216,553, a 0.4 percent increase over May 2015 preliminary collections of \$2,207,043. Fiscal year-to-date preliminary tourist tax collections are \$30,989,804, an increase of 5.4 percent year-over-year.

### Airport news

During May 2016, 606,833 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a 0.6 percent decrease in passenger traffic compared to May 2015. Year-to-date, passenger traffic is up 5.4 percent from the same period last year.

### Virtual Travel Rally Industry Thank You Day

The Lee County Visitor & Convention Bureau's (VCB) virtual Travel Rally Thank You Day is scheduled for July 15. This Travel Rally won't be an event with activities, instead, the VCB is holding prize drawings at our office. Due to inclement weather, the May 4 Travel Rally was cancelled, but the VCB still wants to thank Lee County tourism employees with a prize drawing on July 15. Be sure to complete the form [here](#) to register by July 14.

### VCB Social Media Bootcamp scheduled for August

The VCB will not have a social media meetup in July, however, a Social Media Bootcamp is in the works for August. Back by popular demand, the Bootcamp will be a deep dive into social media trends and best practices, featuring case studies from the VCB, partners and MMGY. If you have not yet responded to the [Bootcamp survey](#), please do so today so the VCB can incorporate your feedback into the event program. More details on the date, location and agenda are coming soon.

### Next TDC meeting

**There is no scheduled TDC meeting for the month of July. The next TDC meeting is Thursday, August 11, 2016 at 9 a.m.** The meeting will be held in conference room 118, at 2201 Second Street, Fort Myers, 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.