

Report to the Industry

April 10, 2015

February Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
88.8%	91.1%	+2.6	\$168.24	\$194.01	+15.3	\$149.46	\$176.79	+18.3

Double digit bed tax collection continues

After a record setting month, the preliminary resort tax collected is still in the double digits for February 2015 with \$4,808,121, a 17.3 percent increase over February 2014 preliminary collections of \$4,097,843.

Airport news

During February 2015, 906,039 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of five percent compared to February 2014.

The newest CGSP participants of Guests First recognized

Christine Davlin announced 26 newly certified guest service professionals. The Guests First participants have earned the American Hotel & Lodging Institute's Certified Guest Service Professional (CGSP) designation.

Visitor services reports an outstanding increase

Judi Durant reported an impressive increase of 100,459 visitors assisted in the first quarter of 2015 at the RSW visitor information booths, Florida welcome centers and special projects.

Beach & Shoreline Update

The TDC will begin reviewing 35 project requests for 15/16 fiscal year funding. The total requested is \$17,671,263. Nancy MacPhee introduced Mike Hammond as the new Calusa Blueway coordinator in the Parks and Recreation department. The Beach & Shoreline workshop will be held on Thursday, April 30, 2015 at 1:30 p.m.

Next TDC meeting

The next TDC meeting is scheduled for Thursday, May 14, 2015 at 9 a.m. The meeting will be held in the first floor conference room 118, at 2201 Second Street, Fort Myers, Fla. 33901. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.