

Report to the Industry

January 8, 2015

November Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
57.6%	64.1%	+11.2	\$108.59	\$112.29	+3.4	\$62.56	\$71.92	+15.0

Preliminary November tax breaks another record

The preliminary resort tax collected for November 2014 was \$1,869,592 a 17.4 percent increase over November 2013 preliminary collections of \$1,591,848.

Airport news

During November 2014, 669,567 passengers traveled through Southwest Florida International Airport (RSW) in Fort Myers. Figures represent an increase of 4.8 percent compared to November 2013, and a year-to-date increase in passenger traffic of 4.4 percent over the same period last year.

2015 Forecast sunny and bright

Brittany Baldwin with Smith Travel Research presented a rosy market overview and forecast. The forecast for Lee County includes an occupancy rate increase of 5.1 percent, ADR increase of 5.0 percent and a RevPAR growth of 10.3 percent.

Lee County's newest certified Guest Service professionals honored

Christine Davlin, with the VCB, announced that 25 industry partners earned a Certified Guest Service Professional (CGSP®) certification as part of the VCB's Guests First Customer Service Training Program. This program is part of the bureau's goal to become the nation's first Certified Guest Service Destination – and the friendliest destination in the country. This brings the total of hospitality graduates to 132.

Next TDC meeting

The next regular meeting of the TDC is scheduled for February 12, 2015 at 9 a.m. at the CenturyLink Sports Complex – Hammond Stadium, 14100 Ben C. Pratt/Six Mile Cypress Parkway, Fort Myers, 33912. To view a complete tax collections report go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.