



Report to the Industry

March 12, 2020

January Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
75.8%	78.4%	+3.5%	\$159.30	\$174.03	+9.2%	\$120.77	\$136.50	+13.0%

Bed tax collection

The preliminary resort tax collected for January 2020 was \$5,675,357 a 26.2% increase over January 2019 preliminary collections of \$4,498,603. Fiscal year-to-date preliminary tourist tax collections are \$14,896,875, an increase of 18.7% year-over-year.

Airport News

During January 2020, 1,132,103 passengers traveled through Southwest Florida International Airport, an increase of 7.8% compared to January 2019.

The newest CGSP participants of Guests First recognized

Dr. Nicole King-Smith, VCB tourism & hospitality training manager, recognized 60 new Certified Guest Service Professionals (CGSP), bringing the total to 974 CGSP graduates in Lee County.

Marketing Update

Brian Osofsky, VCB director of marketing, provided an update on steps the bureau is taking to adjust its summer marketing campaign amid the current climate. A greater emphasis is being placed on reaching in-state drive markets plus Atlanta. An overview of integrated media buys, broadcast TV and radio, digital, out-of-home, and streaming platforms was provided for the council's review.

2019 Annual Visitor Profile Report Released

The 2019 Annual Visitor Profile and Occupancy Analysis is now available on LeeVCB.com at [this link](#). This report was prepared by Downs & St. Germain Research on behalf of Lee County.

Next TDC meeting

The next TDC meeting will be at 9 a.m. Thursday, April 9, 2020, at the Lee County Admin East building, Room 118, 2201 Second St., Fort Myers, Florida 33901. To view a complete tax collections report, go to [LeeVCB.com](#). Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.