



Report to the Industry

April 9, 2020

February STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
86.1%	88.0%	+2.2%	\$213.37	\$229.45	+7.5%	\$183.76	\$201.99	+9.9%

Bed Tax Collection

The preliminary tourist development tax collected for February 2020 was \$6,879,812. Figures represent a 27.5% increase over February 2019 preliminary collections of \$5,394,964. Fiscal year-to-date preliminary tourist tax collections are \$22,185,594, an increase of 20.3% year-over-year.

Airport News

During February 2020, 1,241,590 passengers traveled through Southwest Florida International Airport, an increase of 11.1% compared to February 2019. Year-to-date, passenger traffic is up 9.5 percent from the same period last year.

Event Cancellations

The Lee County Travel Rally at Lakes Regional Park has been canceled in an effort to slow the spread of COVID-19. The event was scheduled for May 5, 2020. We hope to celebrate with you next year on May 4, 2021.

COVID-19 Resources

The Lee County Economic Recovery Resource Portal offers one-stop shopping for all businesses needing assistance as we work through this challenging time. Go online at www.leegov.com/covid-19/business or call 239-533-2273 where trained staff are standing by to help with resources you need to recover. In addition, each Friday at 11 a.m. the VCB hosts a call to keep the lines of communication open between the Bureau and our industry partners. [Weekly conference call details can be found here.](#)

Additional Helpful Links:

[Centers for Disease Control](#)

[Florida Department of Health and COVID-19 Dashboard \(now filters by zip code\)](#)

Next TDC Meeting

The next TDC meeting is currently scheduled for 9 a.m. **Thursday May 14, 2020**, at the Lee County Admin East building, Conference Room 118, 2201 Second St., Fort Myers, FL 33901, but is **subject to change**. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.