



LEE COUNTY
TOURIST DEVELOPMENT COUNCIL

Report to the Industry
August 12, 2021

April – June 2021 Statistics

During April – June of 2021, The Beaches of Fort Myers & Sanibel hosted more than 1.3 million visitors who spent an estimated \$996 million while visiting – a 36.9% increase from 2019. Visitors staying in paid accommodations spent an estimated \$815 million (82 percent of the total). Compared to 2019, Lee County’s lodging industry experienced significant increases in average occupancy and average daily rate, resulting in a 45.0% increase in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2020	2021	2020	2021	2020	2021
Hotel/Motel/Resort/B&B	29.4%	75.9%	\$106.61	\$178.53	\$31.34	\$135.50
Condo/Cottage/Vacation Home	38.0%	71.5%	\$207.36	\$221.73	\$78.80	\$158.54
RV Park/Campground	53.9%	75.9%	\$69.02	\$75.39	\$37.20	\$57.22
OVERALL	36.6%	74.8%	\$116.73	\$160.77	\$42.72	\$120.33

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2020	2021	2020	2021
Paid Accommodations	66%	72%	294,400	945,700
Non-Paid Accommodations	30%	24%	136,000	312,600
Day Trippers	4%	4%	19,800	51,000
Total Visitation			450,200	1,309,300

Visitor Origins		
	%	
	2020	2021
United States	91%	94%
Canada	4%	2%
UK	1%	0.2%
Germany	2%	0.8%
Other Europe	1%	1%
Other International	1%	2%

Visitor Origin Cities		
	%	
	2020	2021
Minneapolis-Saint Paul	6%	5%
Chicago	4%	5%
Columbus	4%	5%
New York	4%	3%
Detroit	3%	3%
Atlanta	2%	3%
St. Louis	2%	3%
Washington DC	2%	3%
Dallas-Ft. Worth	1%	3%



June STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
42.1%	72.2%	+71.6%	\$136.02	\$165.61	+21.8%	\$57.24	\$119.60	+109%

June Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
39%	72%	+84.6%	\$197	\$221	+12.1%	\$76	\$160	+110.5%

Bed tax collection

The preliminary resort tax collected for June 2021 was \$4,830,490, a 106.65% increase over June 2020 preliminary collections of \$2,337,503. Fiscal year-to-date preliminary tourist tax collections are \$42,890,319, an increase of 35.8% year-over-year.

Airport news

During June 2021, 839,377 passengers traveled through Southwest Florida International Airport, an increase of 253.1% in passenger traffic compared to June 2020. Year-to-date, passenger traffic is up 49% from the same period last year.

Sales report

Jill Vance, VCB sales director, reported that her team has either attained or is ahead of pace to achieve six of the seven sales goals for fiscal year 2020-21. She reported that in June 2021, the group sales team had sourced the most RFPs in one month on record in the VCB CRM. She shared highlights of third quarter group media and sales activities, travel trade and weddings markets, including hosting several successful in-person meeting planner and travel advisor FAMs and site tours. Vance also presented upcoming sales activities for August and September, comprised of in-person meeting planner appointment shows along with travel advisor trade shows and sales calls.

Visitor Services report

Simone Behr, VCB visitor services director, reported that the Tourism Ambassador volunteers assisted 54,376 visitors during the third quarter of FY 2020/21. In June, VCB volunteers celebrated National Seashell Day at RSW by handing out shell necklaces to travelers. On June 24, Visitor Services held a successful Team Tourism workshop entitled The Business of Accessible Travel, Opportunities and Benefits. This year’s Elaine McLaughlin Outstanding Hospitality Service awards will be held on Aug. 26 at the Caloosa Sound Convention Center & Amphitheater. Registration is open at EAwards.com.

Communications report

Jackie Parker, VCB communications manager, presented an overview of the PR team’s third quarter activities, including overall impressions, and top-tier and local coverage. A recent FAM put the spotlight on noted local outdoorsman Norm Zeigler and fly fishing in the destination. In addition to anticipated coverage from the journalist, fly fishing will also be featured in the *News-Press* Go Coastal column on Aug. 19 and a Shellcast podcast episode. She also reported on upcoming activities, including Songs from the Sand, Aug. 19; Fall 2021 Midwest Travel Journalists Association Conference, Oct. 18-21; and Gift from the Sea Writers Retreat & Community Celebration, Dec. 3-6.



2nd quarter research report

Joseph St. Germain, DSG, presented an overview of April-June visitor research. Direct visitor spending has exceeded 2019 by 36.9% and the vacation planning window is back to pre-pandemic levels. He added that three in five visitors flew in through RSW and that the Midwest was the biggest feeder market with visitors from Minneapolis, Chicago and Columbus. He reported that half our visitors were families and 30% were first time visitors. Canada accounted for 2% of visitation. Guest satisfaction remains high at 97%. Find the full report [here](#).

New business

- a. The TDC unanimously approved the FY21/22 proposed budget report for the VCB and Sports Development.
- b. The TDC unanimously approved the third quarter FY20/21 budget reports for the VCB, Sports Development and Beach and Shoreline.
- c. The TDC formalized recommendations for BoCC approval of FY21/22 Events Marketing funding, for eight events totaling \$136,200. View the list of allocations at LeeVCB.com.
- d. The TDC formalized recommendations for BoCC approval of FY21/22 Attractions Marketing funding, in the amount of \$445,341 for 33 organizations. View the list of allocations at LeeVCB.com.
- e. In a 4-1 vote, the TDC recommended that the BOCC reallocate \$6 million from the Player Development Complex to fund design for the Larry Kiker Preserve.

FY21/22 co-op program launches August 18

The VCB's FY21/22 co-op program presentation will be hosted virtually this year on Aug. 18 and co-op placements will open for purchase on Sept. 1. FY21/22 plan details will be available at LeeVCB.com after our launch presentation on Aug 18. At that time, partners may log into their co-op accounts at 2021coop.leevcb.com to review offerings and to save orders ahead of the purchase date. Programs are available on a first-come, first-served basis. [Register here](#) for the co-op launch, 9-11 a.m. on Aug. 18.

Next TDC meeting

There will be no TDC meeting in September. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 14, 2021**, at the Lee County Admin East Building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.