



Report to the Industry

August 13, 2020

April – June 2020 Statistics

During April – June of 2020, The Beaches of Fort Myers & Sanibel hosted just over 450,000 visitors who spent an estimated \$404 million while visiting – a 44.4% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$308 million (76 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy and average daily rate, resulting in a decrease in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2019	2020	2019	2020	2019	2020
Hotel/Motel/Resort/B&B	69.2%	29.4%	\$148.80	\$106.61	\$102.97	\$31.34
Condo/Cottage/Vacation Home	75.5%	38.0%	\$195.91	\$207.36	\$147.91	\$78.80
RV Park/Campground	45.1%	53.9%	\$53.30	\$69.02	\$24.04	\$37.20
OVERALL	63.6%	36.6%	\$130.52	\$116.73	\$188.01	\$42.72

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2019	2020	2019	2020
Paid Accommodations	62%	66%	777,700	294,400
Non-Paid Accommodations	35%	30%	438,100	136,000
Day Trippers	3%	4%	46,700	19,800
Total Visitation			1,262,500	450,200

Visitor Origins		
	%	
	2019	2020
United States	84%	91%
Canada	8%	4%
UK	4%	1%
Germany	5%	2%
Other Europe	3%	1%
Other International	1%	1%

Visitor Origin Cities		
	%	
	2019	2020
Miami-Ft. Lauderdale	3%	6%
Minneapolis-St. Paul	4%	4%
Chicago	5%	4%
New York	4%	4%
Detroit	3%	3%



June STR summary for Lee County

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
65.6%	42.7%	-34.9%	\$131.73	\$134.97	+2.5%	\$86.48	\$57.69	-33.3%

Bed tax collection

The preliminary resort tax collected for June 2020 was \$2,337,503, a 19.9% decrease over June 2019 preliminary collections of \$2,918,447. Fiscal year-to-date preliminary tourist tax collections are \$31,582,734, a decrease of 13% year-over-year.

Airport news

During June 2020, 237,706 passengers traveled through Southwest Florida International Airport, a decrease of 59.5% in passenger traffic compared to June 2019. Year-to-date, passenger traffic is down 39.6% from the same period last year.

Consumer sentiment study and Lee County visitation update

Joseph St. Germain, DSG, presented an overview of the most recent wave of data collected for the consumer sentiment study on vacation travel. He reported that about half of consumers still plan to take a vacation between now and September, while 2 in 5 continue to postpone their vacations until 2021 or beyond. Research shows that consumers would be most motivated to visit a destination/attraction that advertised how they are prioritizing safety for their staff and guests once it is safe to travel again. St. Germain also gave a brief summary of the second quarter research report, which showed that both visitation and visitor spending is down year-over-year for the period between April and June. Four out of 10 domestic visitors staying in paid accommodations during the spring of 2020 came from the Midwest. Miami-Fort Lauderdale, Minneapolis-St. Paul, Chicago, New York and Detroit were the top domestic feeder markets for Lee County. Canada delivered the largest share of international visitation in the spring season at 4%. Guest satisfaction remains high at 96%.

Sports Development update

Jeff Mielke, sports development director, reported that 39,476 room nights sold in the months of January through June 2020 with direct visitor spending of \$19,468,946.

New business

1. The TDC unanimously approved Beach and Shoreline funding recommendations for fiscal year 2020-21, allocating \$9,107,155 to 16 projects throughout Lee County. Project funding will be considered for final approval by the BoCC as part of the FY 2020-21 budget. View the requests and allocations at LeeVCB.com.
2. The TDC formalized recommendations for BoCC approval of FY 2020-21 Events Marketing funding, for six events totaling \$91,975. View the list of allocations at LeeVCB.com
3. The TDC formalized recommendations for BoCC approval of FY 2020-21 Attractions Marketing funding, in the amount of \$429,380 for 33 organizations. View the list of allocations at LeeVCB.com
4. The TDC unanimously approved the third quarter FY20 budget reports for the VCB and Sports Development.
5. The TDC unanimously approved the FY21 proposed budget report for the VCB and Sports Development.

FYQ1 (October-December 2020) co-op program opens for purchase on Aug. 18

The VCB's FY20/21 co-op program will roll out differently this year in the wake of COVID-19. A recovery plan encompassing October-December 2020 co-op placements opens for purchase on August 18. FYQ1 plan details are available at LeeVCB.com and partners may log into their co-op accounts at coop.leevcb.com/ to review offerings



and to save selections ahead of the purchase date. Partners may begin placing orders at 10:30 a.m. Tuesday, August 18. Programs are available on a first-come, first-serve basis.

Next TDC meeting

There is no scheduled TDC meeting for September. The next TDC meeting is scheduled for 9 a.m. Thursday, Oct. 8, 2020. The meeting will be held in Room 118 of the Admin East Building, 2201 Second St., Fort Myers. To view a complete tax collections report, go to LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.