

Report to the Industry

December 8, 2021

October 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
50.0%	62.8%	+25.6%	\$116.41	\$138.47	+18.9%	\$58.18	\$86.91	+49.4%

October 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
32%	37%	+15.6%	\$151	\$184	+21.9%	\$48	\$69	+43.8%

Bed tax collection

The preliminary resort tax collected for October 2021 was \$3,275,154, a 51.1% increase over October 2020 preliminary collections of \$2,167,203. Fiscal year-to-date preliminary tourist tax collections are \$3,354,584, an increase of 52.2% year-over-year.

Airport news

During October 2021, 769,524 passengers traveled through Southwest Florida International Airport (RSW), an increase of 84.4% compared to October 2020. Year-to-date, passenger traffic is up 70.8% from the same period last year.

Marketing report

Brian Ososky, VCB marketing director, presented the core pillars of the FY21-22 marketing plan and presented a selection of high-impact, integrated media partnerships. These included Condé Nast, Outside Magazine, The New York Times, USA Today, VRBO and SXM Stitcher Podcast. He also shared components of the new “It’s a Good Day” brand campaign launching in January, and provided updates on the new consumer website and visitor guide.

Sports Development report

Jeff Mielke, sports development director, reported that 57,852 room nights sold in the months of July through September 2021 with direct visitor spending of more than \$19.3 million.

New business

- The TDC selected Robert Wells III to serve as vice chairman for 2022.
- The TDC approved the [2022 meeting dates](#).
- The TDC formalized nominations/appointments for the FY22-23 Attractions & Events Marketing Subcommittee. Council members Pam Cronin, Colleen DePasquale, Tony Lapi, Holly Smith and Bill Waichulis volunteered to serve on the subcommittee.

2022 TDC meeting dates

Jan. 13 – 9 a.m.	April 14 – 9 a.m.	July – no meeting	Oct. 13 – 9 a.m.
Feb. 10 – 9 a.m.	May 12 – 9 a.m.	Aug. 11 – 9 a.m.	Nov. 10 – 9 a.m.
March 17 – 9 a.m.	June 9 – 2 p.m.	Sept. – no meeting	Dec. 8 – 9 a.m.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Jan. 13, 2022** at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.