

## Report to the Industry

*Feb. 11, 2021*

### October – December 2020 Statistics

During October – December of 2020, The Beaches of Fort Myers & Sanibel hosted nearly 1.1 million visitors who spent an estimated \$644 million while visiting. Visitors staying in paid accommodations spent an estimated \$520 million (80 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy and a slight increase in 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	66.0%	50.8%	\$140.98	\$134.74	\$93.05	\$68.45
Condo/Cottage/Vacation Home	61.0%	58.7%	\$202.79	\$214.30	\$123.70	\$125.79
RV Park/Campground	60.1%	66.7%	\$76.14	\$86.17	\$45.76	\$57.48
<b>OVERALL</b>	<b>63.1%</b>	<b>57.2%</b>	<b>\$137.39</b>	<b>\$138.82</b>	<b>\$86.69</b>	<b>\$79.41</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2019	2020	2019	2020
Paid Accommodations	68%	74%	849,700	812,400
Non-Paid Accommodations	27%	22%	337,400	241,500
Day Trippers	5%	4%	62,400	43,900
<b>Total Visitation</b>			<b>1,249,500</b>	<b>1,097,800</b>

Visitor Origins		
	%	
	2019	2020
United States	87%	96%
Canada	3%	2%
UK	2%	<1%
Germany	5%	1%
Other Europe	2%	<1%
Other International	1%	<1%

Visitor Origin Cities		
	%	
	2019	2020
New York City	5%	5%
Chicago	4%	5%
Indianapolis	3%	3%
Detroit	3%	3%
Washington DC-Baltimore	2%	3%
Milwaukee	1%	3%

## **December Smith Travel Research summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
67.9%	52.4%	-22.9%	\$156.51	\$147.20	-5.9%	\$106.25	\$77.09	-27.4%

### **Bed tax collection**

The preliminary resort tax collected for December 2020 was \$3,707,002, a 6.1% decrease over December 2019 preliminary collections of \$3,948,803. Fiscal year-to-date preliminary tourist tax collections are \$8,402,795, a decrease of 7.1% year-over-year.

### **Airport news**

During December 2020, 648,011 passengers traveled through Southwest Florida International Airport, a decrease of 39.9% compared to December 2019. For the 2020 calendar year, passenger traffic was down 41.5% from the previous year.

### **4<sup>th</sup> quarter visitor tracking report**

Phillip Downs, DSG, reported on fourth quarter visitation. Lee County welcomed 1,097,800 visitors between October and December 2020, a decrease of 12.1% from 2019. During this timeframe, visitors spent more than \$644 million in the destination, resulting in a total economic impact of more than \$1 billion, down 13.4% from 2019. Downs said 96% of visitors came from the U.S. as compared to 87% in 2019.

### **New business**

The TDC formalized nominations for the FY2021-22 Attractions & Events Marketing Subcommittee. Council members Cronin, DePasquale, Lapi and Waichulis volunteered to serve on the subcommittee.

April Bonetz, VCB fiscal director, presented first quarter budget reports for the VCB and Sports Development, which were approved unanimously.

### **Next TDC meeting**

The next TDC meeting is scheduled for at 9 a.m., Thursday, March 11, 2021 at the Lee County Administration East Building, 2201 Second St., Room 118, Fort Myers. To view a complete tax collections report, visit [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.