



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

Report to the Industry

July 9, 2020

May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
65.4%	27.7%	-57.6%	\$136.17	\$105.91	-22.2%	\$89.06	\$29.35	-67.0%

Bed Tax Collection

The preliminary resort tax collected for May 2020 was \$811,403, a 69% decrease over May 2019 preliminary collections of \$2,616,051. Fiscal year-to-date preliminary tourist tax collections are \$29,181,253, a decrease of 12.5% year-over-year.

Airport News

During May 2020, 143,004 passengers traveled through Southwest Florida International Airport, a decrease of 80.3% compared to May 2019. Year-to-date, passenger traffic is down 37.5% compared to period last year.

COVID-19 Resources for Recovery

As Lee County and Florida adopt Gov. Ron DeSantis' Executive Order for Phase 2 reopening, there is a lot of new information to manage. The VCB wants to make sure you have the latest news, resources and best practices to help you navigate the days and weeks ahead. [Please click here](#) to view the latest version of "COVID-19 Resources for Recovery" the VCB's weekly newsletter providing industry partners updates and resources. A full library of the VCB's COVID-19 action alerts can be found [by clicking here](#).

In addition, each Friday at 9 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](#)

Next TDC Meeting

There is no TDC meeting scheduled for July. The next TDC meeting is scheduled for 9 a.m. **Thursday, Aug. 13, 2020** at the Lee County Admin East building, Conference Room 118, 2201 Second St., Fort Myers, however this is **subject to change**. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Executive Director Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.