



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

July 8, 2021

### May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
26.3%	71.7%	+172.2%	\$103.08	\$160.26	+55.5%	\$27.14	\$114.87	+323.3%

### May 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
14%	58%	+314.3%	\$128	\$203	+58.6%	\$17	\$118	+594.1%

### Bed Tax Collection

The preliminary resort tax collected for May 2021 was \$4,527,526, a 458% increase over May 2020 preliminary collections of \$811,403. Fiscal year-to-date preliminary tourist tax collections are \$38,017,836, an increase of 30.3% year-over-year.

### Airport News

During May 2021, 946,366 passengers traveled through Southwest Florida International Airport, an increase of 562% compared to May 2020. Year-to-date, passenger traffic is up 34.9% compared to period last year.

### E Awards

The 2021 E Awards will be held on Thursday, August 26th at the Caloosa Sound Convention Center & Amphitheater in downtown Fort Myers. Have you experienced unbelievable customer service in Lee County? Show your appreciation by nominating that customer service professional for an E Award [using this link](#). The nomination deadline is July 15, 2021.

### Hurricane Preparedness

Find important information and useful links on the Hurricane Preparedness page of our industry partner website here: <https://www.leevcb.com/hurricane-info>.

### Next TDC Meeting

The next TDC meeting will be held at **2 p.m. Thursday, Aug. 12, 2021**, at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.