

Report to the Industry

June 10, 2021

April 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
17.3%	80.6%	+366.0%	\$76.61	\$190.35	+148.5%	\$13.25	\$153.45	+1057.9%

April 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%	67%	+378.6%	\$158	\$268	+69.6%	\$21	\$178	+747.6%

Bed tax collection

The preliminary resort tax collected for April 2021 was \$5,671,871, an 1182% increase over April 2020 preliminary collections of \$442,344. Fiscal year-to-date preliminary tourist tax collections are \$33,413,954, an increase of 18.8% year-over-year.

Airport news

During April 2021, 1,107,004 passengers traveled through Southwest Florida International Airport, an increase of 1973.9% compared to April 2020. Year-to-date, passenger traffic is up 12% from the same period last year.

Marketing Update

VCB Marketing Director Brian Ososky provided an update on the VCB's phased approach to COVID recovery. He also provided examples of summer creative placements in Expedia, Travelzoo and The New York Times, as well as a look ahead to fall media strategies and targeted fly/drive markets. Other marketing team efforts include a new consumer website and new visitor guide, both slated for fall completion, while the Sun Saver Passport and Threshold 360 projects are ongoing.

Sports Development Report

Jeff Mielke, sports development director, reported that 25,892 room nights sold in the months of January through March 2021 with direct visitor spending of more than \$9.6 million.

Next TDC meeting

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **2 p.m. Thursday, August 12, 2021**, at the Lee County Admin East Building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.