

Report to the Industry

March 11, 2021

January 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
78.5%	55.6%	-29.2%	\$173.86	\$145.28	-16.4%	\$136.52	\$80.83	-40.8%

January 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
67%	58%	-13.4%	\$233	\$239	+2.6%	\$155	\$139	-10.9%

Bed tax collection

The preliminary resort tax collected for January 2021 was \$5,177,355, an 8.8% decrease over January 2020 preliminary collections of \$5,675,357. Fiscal year-to-date preliminary tourist tax collections are \$13,619,044, an 8.6% decrease year-over-year, but an 8.5% increase when compared to the same period two years ago.

Airport news

During January 2021, 686,563 passengers traveled through Southwest Florida International Airport, a decrease of 39.4% compared to January 2020.

Marketing report

Brian Ososky, VCB marketing director, presented an overview of winter, spring and summer media strategies, as well as creative examples including a “Back to the Beach” video package with Condé Nast and an 8-page onsert with Southern Living. He also previewed a partnership with John Morris and Wheelchair Travel, including a destination accessibility guide and an accessibility workshop for partners in June. Additionally, the VCB marketing team is working on a new consumer website and visitor guide, both of which slated to be completed this fall.

Sports development report

Jeff Mielke, Sports Development director, reported on the 2020 calendar year highlights including 140,521 total room nights sold, with a direct visitor spend of \$59,696,126 through a total of 91 hosted events. While September and October set historical monthly records for Sports Development, the full year room night total was a decline of 13.3%.

Next TDC meeting

The next TDC meeting is scheduled for at **2 p.m., Thursday, April 8, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.