

Report to the Industry

May 13, 2021

January – March 2021 statistics

During January – March of 2021, The Beaches of Fort Myers & Sanibel hosted more than 900 thousand visitors who spent an estimated \$1 billion while visiting – a 7% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$802 million (80 percent of the total). Lee County’s lodging industry experienced a slight year-over-year increase in average occupancy and a decrease in average daily rate, resulting in a decrease in revenue per available room (RevPAR).

Occupancy summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2020	2021	2020	2021	2020	2021
Hotel/Motel/Resort/B&B	74.1%	68.8%	\$219.85	\$201.36	\$164.89	\$138.54
Condo/Cottage/Vacation Home	80.4%	78.0%	\$291.94	\$291.91	\$234.72	\$226.91
RV Park/Campground	83.5%	94.4%	\$91.20	\$88.92	\$76.12	\$83.94
OVERALL	78.2%	78.8%	\$196.19	\$181.23	\$153.42	\$142.81

Visitation and visitor origins

Total Visitation				
	%		Visitor Estimates	
	2020	2021	2020	2021
Paid Accommodations	65%	69%	709,360	630,500
Non-Paid Accommodations	32%	29%	349,200	265,000
Day Trippers	3%	2%	32,740	18,300
Total Visitation			1,091,300	913,800

Visitor Origins		
	%	
	2020	2021
United States	91%	96%
Canada	5%	2%
UK	1%	0.2%
Germany	1%	0.5%
Other Europe	1%	0.5%
Other International	1%	0.8%

Visitor Origin Cities		
	%	
	2020	2021
Minneapolis-Saint Paul	7%	8%
Chicago	3%	8%
New York	5%	6%
Columbus	1%	6%
Detroit	4%	5%
Indianapolis	3%	5%
Cleveland-Akron	2%	5%

March 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
54.1%	81.1%	+49.9%	\$223.86	\$224.99	+0.5%	\$121.12	\$182.47	+50.7%

March 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%	82%	+22.4%	\$287	\$316	+10.1%	\$193	\$257	+33.2%

Bed tax collection

The preliminary resort tax collected for March 2021 was \$8,522,826, a 45.7% increase over March 2020 preliminary collections of \$5,846,844. Fiscal year-to-date preliminary tourist tax collections are \$27,668,396, an increase of 0.7% year-over-year.

Airport news

During March 2021, 1,162,342 passengers traveled through Southwest Florida International Airport, an increase of 35% compared to March 2020. Year-to-date, passenger traffic is down 20.4% from the same period last year.

January – March research report

Joseph St. Germain, with Downs & St. Germain Research, offered a first-quarter tourism snapshot. Visitation declined by 16.3%, room nights decreased by 2.8% and direct visitor expenditures decreased 7% to \$1 billion. He reported that consumer sentiment research indicates nearly 3 in 4 consumers feel it is safe to vacation again, which is a significant increase from February. Additionally, 9 in 10 consumers have at least one vacation planned. [See the full report here.](#)

New business

The Tourist Development Council (TDC) unanimously approved the second-quarter budget reports.

TDC approves funding for beach & shoreline projects

The TDC unanimously approved funding recommendations for fiscal year 2021-22, allocating \$10,284,410 for 25 projects throughout Lee County. These projects will be considered for final approval by the Board of County Commissioners as part of the FY 2021-22 budget. View the requests on LeeVCB.com.

Next TDC meeting

The next TDC meeting will be held at **2 p.m. Thursday, June 10, 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.