



TOURIST DEVELOPMENT COUNCIL

## Report to the Industry

May 14, 2020

### January – March 2020 Statistics

During January – March of 2020, The Beaches of Fort Myers & Sanibel hosted more than 1 million visitors who spent an estimated \$1.08 billion while visiting – a thirteen and a half percent decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$820 million (76 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy and average daily rate, resulting in a decrease in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2019	2020	2019	2020	2019	2020
Hotel/Motel/Resort/B&B	85.3%	74.1%	\$255.61	\$219.85	\$181.36	\$164.89
Condo/Cottage/Vacation Home	88.0%	80.4%	\$271.51	\$291.94	\$209.01	\$234.72
RV Park/Campground	93.2%	83.5%	\$65.03	\$91.20	\$56.88	\$76.12
<b>OVERALL</b>	<b>86.3%</b>	<b>78.2%</b>	<b>\$213.96</b>	<b>\$196.19</b>	<b>\$188.01</b>	<b>\$153.42</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2019	2020	2019	2020
Paid Accommodations	60%	65%	787,140	709,360
Non-Paid Accommodations	35%	32%	459,170	349,200
Day Trippers	5%	3%	65,590	32,740
<b>Total Visitation</b>			<b>1,311,900</b>	<b>1,091,300</b>

Visitor Origins		
	%	
	2019	2020
United States	88%	91%
Canada	8%	5%
UK	1%	1%
Germany	1%	1%
Other Europe	2%	1%
Other International	0%	1%

Visitor Origin Cities		
	%	
	2019	2020
Minneapolis-Saint Paul	9%	7%
New York	6%	5%
Boston	5%	4%
Cincinnati	3%	4%
Detroit	5%	4%
Indianapolis	3%	3%
Chicago	5%	3%
Washington D.C.	3%	3%

## March STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
87.9%	53.9%	-38.7%	\$245.45	\$224.61	-8.5%	\$215.76	\$121.10	-43.9%

## Bed Tax Collection

The preliminary resort tax collected for March 2020 was \$5,846,844, a 33.5% decrease over March 2019 preliminary collections of \$8,766,349. Fiscal year-to-date preliminary tourist tax collections are \$27,473,333, an increase of 3.3% year-over-year.

## Airport News

During March 2020, 861,221 passengers traveled through Southwest Florida International Airport, a decrease of 41.9% compared to March 2019. Year-to-date, passenger traffic is down 11.4% from the same period last year.

## January – March Research Report

Downs & St. Germain Research compiled the January – March 2020 Visitor Traffic, Occupancy and Economic Impact Study. View the full report on the [statistics page of LeeVCB.com here](#).

## COVID-19 Resources for Recovery

As Lee County and Florida adopt Gov. Ron DeSantis' Executive Order for Phase 1 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 email in a weekly series, aimed to provide you with useful resources for recovery. A full library of the VCB's COVID-19 email communications can be found [by clicking here](#).

## VCB Road to Recovery Webinar on May 15

Join the Lee County Visitor & Convention Bureau (VCB) for an update webinar on Friday, May 15 from 9-10 a.m. as we share our four-phased recovery strategy, *Wait. Ready. Set. Go.*, that includes tactics such as paid search and paid social media, observing certain indicators, like traveler sentiment, website traffic, search volume, STR data, and more. Additionally, the VCB is tracking traveler sentiment in several key markets and will share findings based on the first two waves of this research.

Register Now!



## Additional Helpful Links

[Centers for Disease Control](#)

[Florida Department of Health and COVID-19 Dashboard \(now filters by zip code\)](#)

## Next TDC Meeting

The next TDC meeting is currently scheduled for 9 a.m. **Thursday, June 11, 2020** at the Lee County Admin East building, conference room 118, 2201 Second St., Fort Myers, FL 33901, but is **subject to change**. 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.