



Report to the Industry

November 12, 2020

July – September 2020 Statistics

During July – September of 2020, The Beaches of Fort Myers & Sanibel hosted more than 752,000 visitors who spent an estimated \$500 million while visiting. Visitors staying in paid accommodations spent an estimated \$388 million (78 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy and an increase in 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	57.4%	45.9%	\$148.80	\$131.45	\$69.69	\$60.34
Condo/Cottage/Vacation Home	31.7%	31.0%	\$195.91	\$183.84	\$66.53	\$56.99
RV Park/Campground	37.7%	36.9%	\$53.50	\$60.01	\$18.11	\$22.14
OVERALL	45.6%	39.7%	\$122.54	\$127.24	\$55.93	\$50.51

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2019	2020	2019	2020
Paid Accommodations	66%	72%	727,600	541,800
Non-Paid Accommodations	34%	28%	374,900	210,600
Total Visitation			1,102,500	752,400

Visitor Origins		
	%	
	2019	2020
United States	84%	99%
Canada	2%	<1%
UK	3%	1%
Germany	5%	<1%
Other Europe	3%	<1%
Other International	3%	<1%

Visitor Origin Cities		
	%	
	2019	2020
New York	6%	9%
Miami – Ft. Lauderdale	6%	9%
Chicago	5%	5%
Cincinnati	4%	5%
Washington DC – Baltimore	2%	5%
Detroit	1%	4%



September Smith Travel Research Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
50.0%	44.9%	-10.2%	\$101.74	\$112.52	+10.6%	\$50.84	\$50.51	-0.6%

Bed tax collection

The Lee County Visitor & Convention Bureau (VCB) reported tax collections of \$38.3 million for FY20, a decrease of 10.4% year-over-year. For the month of September 2020, resort tax collected was \$1,839,289, a 19.0% increase over September 2019 collections of \$1,546,207.

Airport News

During September 2020, 255,926 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 44.5% in passenger traffic compared to September 2019. Year-to-date, passenger traffic is down 42.2% from the same period last year.

Lee County Visitation Update

Phillip Downs, DSG, reported on July – September 2020 and calendar year highlights. Total visitation during the summer months decreased 31.8% and visitor expenditures decreased 8.8%. Domestic travel accounted for 99% of Lee County’s total summer visitation. New York and Miami-Fort Lauderdale were the top feeder markets. Only 1% of visitors arrived from international markets, the largest share coming from the United Kingdom.

Sports Development Report

Jeff Mielke, sports development director, reported that 45,770 room nights sold in the months of July through September 2020 with direct visitor spending of more than \$17.5 million.

New Business

- The TDC unanimously approved the VCB’s FY21 Sales & Marketing Plan
- The TDC unanimously approved the 4th quarter FY20 budget reports for the VCB and Sports Development.
- The TDC recommended the Causeway Islands request in the amount of \$2,417,703 be presented at an upcoming BoCC meeting for approval.

Next TDC meeting

The next TDC meeting is currently scheduled for **9:00 a.m. on Thursday, December 10, 2020** at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901, **however this is subject to change.**

To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.