



**LEE COUNTY**  
TOURIST DEVELOPMENT COUNCIL

# Report to the Industry

November 9, 2021

## July – September 2021 Statistics

During July – September of 2021, The Beaches of Fort Myers & Sanibel hosted more than 1.1 million visitors who spent an estimated \$767 million while visiting. Visitors staying in paid accommodations spent an estimated \$591 million (77 percent of the total). Lee County’s lodging industry experienced significant year-over-year increases in average occupancy and average daily rate, resulting in an increase 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	45.9%	61.3%	\$131.45	\$155.36	\$60.34	\$95.24
Condo/Cottage/Vacation Home	31.0%	52.6%	\$183.84	\$194.97	\$56.99	\$102.55
RV Park/Campground	36.9%	50.3%	\$60.01	\$61.89	\$22.14	\$31.13
<b>OVERALL</b>	<b>39.7%</b>	<b>55.8%</b>	<b>\$127.24</b>	<b>\$139.36</b>	<b>\$50.51</b>	<b>\$77.76</b>

## Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2020	2021	2020	2021
Paid Accommodations	72%	74%	541,800	860,400
Non-Paid Accommodations	28%	26%	210,600	302,400
<b>Total Visitation</b>			<b>752,400</b>	<b>1,162,800</b>

Visitor Origins		
	%	
	2020	2021
United States	99%	94%
Canada	<1%	4%
UK	1%	<1%
Germany	<1%	<1%
Other Europe	<1%	<1%
Other International	<1%	1%

Top Visitor Origin Cities		
	%	
	2020	2021
New York	9%	7%
Miami – Ft. Lauderdale	9%	7%
Chicago	5%	7%
Detroit	4%	5%
Cleveland	3%	4%
Minneapolis	3%	4%



**September 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
44.3%	56.4%	+27.5%	\$113.23	\$125.97	+11.3%	\$50.10	\$71.08	+41.9%

**September 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
23%	25%	+8.7%	\$147	\$172	+17.0%	\$33	\$43	+30.3%

**Bed tax collection**

The Lee County Visitor & Convention Bureau (VCB) reported record-breaking bed tax collections of \$53.3 million for FY21, an increase of 39.4% when compared to FY20, and an increase of 24.9% when compared to FY19, which previously held the record for the highest collections. For the month of September 2021, resort tax collected was \$2,412,636, a 31.2% increase over September 2020 collections of \$1,839,289.

**Airport news**

During September 2021, 551,041 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 115.3% in passenger traffic compared to September 2020. Year-to-date, passenger traffic is up 69.5% from the same period last year.

**Lee County visitation update**

Phillip Downs, DSG, reported on July – September 2021 and calendar year highlights. Total visitation during the summer months increased 54.5% and visitor expenditures increased 53.3% from 2020 to 2021. In comparison to 2019, total visitation in the summer months increased 5.5% and visitor expenditures increased 39.8%. Domestic travel accounted for 94% of Lee County’s total summer visitation. New York, Chicago and Miami-Fort Lauderdale were the top feeder markets. Only 6% of visitors arrived from international markets, the largest share coming from Canada.

**New business**

- The TDC unanimously approved the 4<sup>th</sup> quarter FY21 budget reports for the VCB and Sports Development.

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.