

Report to the Industry

October 14, 2021

August 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
42.2%	55.7%	+32.1%	\$124.00	\$140.22	+13.1%	\$52.28	\$78.08	+49.3%

August 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
30%	42%	+40%	\$181	\$209	+15.5%	\$54	\$88	+63%

Bed tax collection

The preliminary resort tax collected for August 2021 was \$2,868,129, a 45% increase over August 2020 preliminary collections of \$1,977,445. Fiscal year-to-date preliminary tourist tax collections are \$50,912,656, an increase of 39.9% year-over-year.

Airport news

During August 2021, 647,534 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 180% in passenger traffic compared to August 2020. Year-to-date, passenger traffic is up 66.7% from the same period last year.

Sales report

Jill Vance, VCB sales director, reported that her team has either attained or exceeded all sales goals for fiscal year 2020-21. She shared highlights of successful fourth quarter group media and sales activities. The team executed a successful Bridal Guide Wedding Quiz & Sweepstakes promotion, attended at a variety of in-person meeting planner trade shows and made 100 sales calls to travel agencies. Vance also presented upcoming sales activities for October through December, comprised of in-person meeting planner appointment and consumer and travel advisor trade shows, along with sales calls to feeder market travel agencies.

Visitor Services report

Simone Behr, VCB visitor services director, reported that the Tourism Ambassador volunteers assisted 40,182 visitors during the fourth quarter of FY20. In August, Visitor Services hosted the 21st Annual Elaine McLaughlin Outstanding Hospitality Service awards honoring our tourism hospitality heroes. On Sept. 19, VCB volunteers celebrated National "Talk Like a Pirate Day" at RSW by handing out shell necklaces and pirate favors to the traveling public. Visitor Services has recruited a number of new volunteers who are currently in training.

Island Hopper Recap

Nancy MacPhee, VCB product development manager, provided a recap of results for the 7th annual Island Hopper Songwriter Fest. The festival, held Sept. 17-26, featured 78 songwriters who delivered 113 performances at 21 venues on Captiva, downtown Fort Myers and Fort Myers Beach. Attendance is estimated at 12,500 with all host venues reporting slight increases in business over 2019 when the festival last occurred.

Sports Development Report

Jeff Mielke, sports development director, reported that 32,484 room nights sold in the months of April through September 2021 with direct visitor spending of more than \$13 million.

New business

- The TDC unanimously approved the date of Nov. 9, 2021 at the Marriott Sanibel Harbour Resort & Spa for their next meeting
- The TDC approved the City of Cape Coral's request for additional funds in the amount of \$173,230 for construction of a restroom at Sirenia Vista Park

Next TDC meeting

The next TDC meeting is at 9 a.m. Tuesday, Nov. 9, 2021. The meeting will be held at the Marriott Sanibel Harbour in the Gardens Ballroom. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.