



**THE BEACHES OF  
FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

**Report to the Industry**  
*September 9, 2021*

**July 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
48.4%	73.1%	+50.8%	\$140.33	\$170.84	+21.7%	\$67.97	\$124.82	+83.6%

**July 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
54%	72%	+33.3%	\$208	\$234	+12.5%	\$112	\$168	+50%

**Bed Tax Collection**

The preliminary resort tax collected for July 2021 was \$4,952,229, an 84.9% increase over July 2020 preliminary collections of \$2,678,816. Fiscal year-to-date preliminary tourist tax collections are \$47,943,174, an increase of 39.6% year-over-year.

**Airport News**

During July 2021, 814,471 passengers traveled through Southwest Florida International Airport, an increase of 217.6% compared to July 2020. Year-to-date, passenger traffic is up 60% compared to the same period last year.

**FY21/22 Co-op Program**

The VCB's FY21/22 co-op launched on Sept. 1, and placements are open for purchase. To view available offerings, partners can login to their co-op accounts at [2021coop.leevcb.com](http://2021coop.leevcb.com). Friendly reminder that programs are offered on a first-come, first-served basis. For assistance in creating an account, please contact Elizabeth Escribano at [eescribano@mmgy.com](mailto:eescribano@mmgy.com).

**Next TDC Meeting**

The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 14, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@lee.gov](mailto:TPigott@lee.gov), Lee County VCB, 239-338-3500.