



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

TOURIST DEVELOPMENT COUNCIL

**Report to the Industry**  
*September 10, 2020*

**July STR Summary**

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
65.5%	49.6%	-24.4%	\$134.64	\$140.78	+4.6%	\$88.24	\$69.76	-20.9%

**Bed Tax Collection**

The preliminary resort tax collected for July 2020 was \$2,678,816, a 4.6% decrease over July 2019 preliminary collections of \$2,807,640. Fiscal year-to-date preliminary tourist tax collections are \$34,346,227, a decrease of 12.3% year-over-year.

**Airport News**

During July 2020, 256,418 passengers traveled through Southwest Florida International Airport, a decrease of 55.1% compared to July 2019. Year-to-date, passenger traffic is down 40.9% compared to period last year.

**COVID-19 Resources for Recovery**

As Lee County and Florida adopt Gov. Ron DeSantis' Executive Order for Phase 2 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 access the full library of the VCB's Action Alerts, including the "COVID-19 Resources for Recovery" weekly newsletter providing industry partners updates and resources.

Additionally, each Friday at 9 a.m. the VCB hosts a call to keep the lines of communication open between the Bureau and our industry partners. [Weekly conference call details can be found here.](#)

**Additional Helpful Links**

[Centers for Disease Control](#)

[Florida Department of Health](#) and [COVID-19 Dashboard](#)

**Next TDC Meeting**

There is no TDC meeting scheduled for September. The next TDC meeting is currently scheduled for 9 a.m. **Thursday, Oct. 8, 2020** at the Lee County Admin East building, Conference Room 118, 2201 Second St., Fort Myers, however this is **subject to change**. To view a complete tax collections report, go to [LeeVCB.com](#). Contact: Executive Director, Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.