



## Report to the Industry

*Feb. 10, 2022*

### December 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
51.3%	73%	+42.2%	\$147.95	\$186.54	+26.1%	\$75.93	\$136.09	+79.2%

### December 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
44%	50%	+13.6%	\$246	\$274	+11.4%	\$107	\$136	+27.1%

### Bed tax collection

The preliminary resort tax collected for December 2021 was \$5,320,349, a 43.5% increase over December 2020 preliminary collections of \$3,707,002. Fiscal year-to-date preliminary tourist tax collections are \$12,863,257, an increase of 53.1% year-over-year.

### Airport news

During December 2021, 1,085,569 passengers traveled through Southwest Florida International Airport, an increase of 67.5% compared to December 2020. Year-to-date, passenger traffic is up 72.7% from the same period last year.

### Sports Development report

Jeff Mielke, sports development director, reported that 64,851 room nights sold in the months of October through December 2021 with direct visitor spending of more than \$30.2 million. For calendar year 2021, 181,079 room nights were sold and there was a total of \$72,545,752 in direct visitor spending.

### Hotel industry overview

Hannah Smith, STR senior consultant, gave an update on the lodging market including national statistics, Lee County's performance, a county comparison and a forecast for 2023.

### Captiva Beach Nourishment Project update

Jennifer Nelson & Daniel Munt, Captiva Erosion Prevention District, presented an overview of the recently completed Captiva Beach Nourishment Project.

### New business

Tamara Pigott, VCB executive director, presented first quarter budget reports for the VCB and Sports Development, which were approved unanimously.

Pigott presented an amendment to the current TDC bylaws that will add four nonvoting seats to the council, which passed unanimously.

**Next TDC meeting**

The next TDC meeting is scheduled for at **9 a.m., Thursday, March 17**, at the Lee County Administration East Building, 2201 Second St., Room 118, Fort Myers. To view a complete tax collections report, visit [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.