



Report to the Industry

March 17, 2022

October – December 2021 Statistics

During October – December of 2021, Fort Myers – Islands, Beaches and Neighborhoods hosted more than 1.3 million visitors who spent an estimated \$959 million while visiting. Visitors staying in paid accommodations spent an estimated \$755 million (79 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	50.8%	68.9%	\$134.74	\$167.40	\$68.45	\$115.33
Condo/Cottage/Vacation Home	58.7%	54.8%	\$214.30	\$206.49	\$125.79	\$113.16
RV Park/Campground	66.7%	78.9%	\$86.17	\$90.66	\$57.48	\$71.55
OVERALL	57.2%	68.7%	\$138.82	\$152.67	\$79.41	\$104.88

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2020	2021	2020	2021
Paid Accommodations	74%	75%	812,400	978,800
Non-Paid Accommodations	26%	25%	285,400	322,800
Total Visitation	100%	100%	1,097,800	1,301,600

Visitor Origins		
	%	
	2020	2021
United States	96%	92%
Canada	2%	4%
UK	<1%	<1%
Germany	1%	1.5%
Other Europe	<1%	<1%
Other International	<1%	<1%

Top Visitor Origin Cities		
	%	
	2020	2021
New York	5%	5%
Chicago	5%	4%
Minneapolis	2%	4%
Atlanta	2%	4%
Cleveland	2%	3%
Washington DC - Baltimore	3%	3%
Boston	1%	3%
Detroit	3%	3%

January STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2021	2022	% Change	2021	2022	% Change	2021	2022	% Change
54.5%	76.8%	+40.9%	\$147.03	\$199.04	+35.4%	\$80.17	\$152.94	+90.8%

January Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2021	2022	% Change	2021	2022	% Change	2021	2022	% Change
58%	77%	+32.8%	\$236	\$277	+17.4%	\$93	\$144	+54.8%

Bed tax collection

The preliminary resort tax collected for January 2022 was \$7,660,090, a 47.95% increase over January 2021 preliminary collections of \$5,177,355. Fiscal year-to-date preliminary tourist tax collections are \$20,687,459, an increase of 51.90% year-over-year.

Airport news

During January 2022, 1,044,816 passengers traveled through Southwest Florida International Airport, an increase of 52.2% compared to January 2021.

Marketing report

VCB Marketing Director Brian Ososky presented a “Good Day” campaign creative showcase, along with performance metrics from 10/1/21 to 1/31/22. Various brand launch initiatives were covered including the destination’s new digital identity, new TV spots, addressable direct mail, Drew Barrymore Show integration, premium publisher partnerships, and more. He also provided a quick look at upcoming placements for spring including The New York Times, Smithsonian, Matador and VRBO.

4th quarter visitor tracking report & calendar year 2021 summary

Phillip Downs, DSG, reported that Lee County welcomed 1,301,600 visitors between October and December 2021, an increase of 18.6% from 2020. During this timeframe, visitors spent more than \$959 million in the destination, resulting in a total economic impact of more than \$1.5 billion, up 46.2% from 2020. For the calendar year, Downs said that for calendar year 2021 Lee County welcomed 4,687,500 visitors, an increase of 38.2%. These visitors spent more than \$3.7 billion with an economic impact of more than \$5.9 billion.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, April 14**, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.