



Report to the Industry

April 14, 2022

February 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
68.1%	88.1%	+29.4%	\$190.64	\$277.53	+45.6%	\$129.74	\$244.41	+88.4%

February 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
78%	90%	+15.4%	\$288	\$318	+10.4%	\$224	\$285	+27.2%

Bed tax collection

The preliminary resort tax collected for February 2022 was \$8,074,002, an 44.6% increase over February 2021 preliminary collections of \$5,582,292. Fiscal year-to-date preliminary tourist tax collections are \$29,337,869, a 49.71% increase year-over-year.

Airport news

During February 2022, 1,149,618 passengers traveled through Southwest Florida International Airport, an increase of 58.4% compared to February 2021. Year-to-date, passenger traffic is up 55.4% from the same period last year.

Domestic sales update

Jill Vance, VCB sales director, reported that the team is ahead of pace on five of the seven sales goals for FY21-22. She shared highlights of successful second quarter group media and sales activities. The team executed a successful brand update to the destination education course with Northstar’s Travel Agent Academy and rolled out a new chapter featuring destination weddings. The sales team attended a variety of in-person meeting planner and consumer/travel trade shows including four Travel and Adventure shows in key feeder cities. Vance also presented upcoming sales activities for April through June, comprised of in-person meeting planner appointment shows, travel agency sales missions, and trade shows for the SMERF markets.

Visitor Services update

Simone Behr, VCB director of visitor services, reported that our Tourism Ambassadors volunteers assisted 121,829 visitors during the second quarter of FY21/22. Additional community support included Tourism Ambassadors helping at the World Pickleball Tournament and staffing the VCB baseball booths at all spring training games, as well as greeting arriving passengers on the Eurowings Discover inaugural flight from Frankfurt, Germany. VCB Tourism Ambassador Steve Tutko reached a milestone of 8,000 hours dedicated to the VCB and RSW. Visitor Services looks forward to hosting the 2022 Travel Rally & Community Celebration on May 3rd.

Communications update

Jackie Parker, VCB communications manager, presented an overview of the PR team's second-quarter activities, including overall impressions, top-tier and local coverage. In March, more than 1 billion impressions were in earned media. Top projects include hosting domestic and international press visits focusing on sustainability and green lodging. Individual team members attended Travel & Adventure Shows in Boston, Los Angeles and New York. Also of note, the PR team was honored with a Gold Adrian Award from HSMAI (Hospitality Sales and Marketing International for coverage in the April 2021 issue of Southern Living magazine.

Beach & Shoreline update

Nancy MacPhee, VCB product development manager, provided an update on previously funded beach & shoreline projects. She also shared the documentation needed for the TDC to complete their review of fiscal year 2022-23 project funding. There are 22 eligible requests totaling \$14,153,623.58. The TDC will conduct the annual Beach & Shoreline workshop at 2 p.m. on April 20. To view requests and documentation related to the review workshop [click here](#).

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, May 12, 2022** 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.