



## Report to the Industry

May 12, 2022

### January – March 2022 Statistics

During January – March of 2022, Fort Myers – Islands, Beaches and Neighborhoods hosted more than 1.1 million visitors who spent an estimated \$1.4 billion while visiting – a 40.1% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$1.1 billion (80 percent of the total). Lee County’s lodging industry experienced a year-over-year increases in average occupancy and average daily rate, resulting in a significant increase in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2021	2022	2021	2022	2021	2022
Hotel/Motel/Resort/B&B	68.8%	83.6%	\$201.36	\$280.05	\$138.54	\$234.12
Condo/Cottage/Vacation Home	78.0%	90.4%	\$291.91	\$336.82	\$226.91	\$304.49
RV Park/Campground	94.4%	99.2%	\$88.92	\$106.15	\$83.94	\$105.30
<b>OVERALL</b>	<b>78.8%</b>	<b>90.0%</b>	<b>\$181.23</b>	<b>\$235.29</b>	<b>\$142.81</b>	<b>\$211.84</b>

### Visitation and Visitor Origins

	Total Visitation			
	%		Visitor Estimates	
	2021	2022	2021	2022
Paid Accommodations	69%	73%	630,500	822,400
Non-Paid Accommodations	29%	25%	265,000	281,600
Day Trippers	2%	2%	18,300	22,500
<b>Total Visitation</b>			<b>913,800</b>	<b>1,126,500</b>

Visitor Origins	%	
	2021	2022
	United States	91%
Canada	5%	4%
UK	1%	1.1%
Germany	1%	0.7%
Other Europe	1%	1.2%
Other International	1%	1.0%

Visitor Origin Cities	%	
	2021	2022
	Minneapolis-Saint Paul	8%
Chicago	8%	5%
New York	6%	5%
Detroit	5%	5%

### **March 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
80.1%	85.0%	+6.1%	\$227.33	\$314.59	+38.4%	\$182.19	\$267.52	+46.8%

### **March 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
81%	92%	+13.5%	\$326	\$362	+11.0%	\$265	\$334	+26.1%

### **Bed tax collection**

The preliminary resort tax collected for March 2022 was \$10,974,040, a 28.8% increase over March 2021 preliminary collections of \$8,522,826. Fiscal year-to-date preliminary tourist tax collections are \$39,814,433 an increase of 43.9% year-over-year.

### **Airport news**

During March 2022, 1,514,046 passengers traveled through Southwest Florida International Airport, an increase of 30.3% compared to March 2021. Year-to-date, passenger traffic is up 44.0% from the same period last year.

### **January – March research report**

Joseph St. Germain, with Downs & St. Germain Research, offered a tourism snapshot of January through March 2022. When compared to the same period in 2021, visitation increased by 23.3%, room nights increased by 27.8% and direct visitor expenditures increased 40.1% to more than \$1.4 billion. He reported that 92% of visitors came from the U.S. while 4% came from Canada. Visitors spent an average of 8.8 nights while visiting, and 35% reported being first-time visitors. [See the full report here.](#)

### **Sports Development report**

Jeff Mielke, Sports Development director, reported that 31,424 room nights sold in the months of January through March 2022 with direct visitor spending of more than \$13.1 million.

### **New business**

The Tourist Development Council (TDC) unanimously approved the 2<sup>nd</sup> quarter budget reports.

### **TDC approves funding for Beach & Shoreline projects**

The TDC unanimously approved funding recommendations for FY2022-23, allocating \$15,769,488 for 22 Beach & Shoreline projects throughout Lee County. These projects will be considered for final approval by the Board of County Commissioners as part of the FY2022-23 budget.

### **TDC Attractions & Events Marketing subcommittee composition**

The TDC unanimously approved appointing council member Jay Johnson to the Events and Attractions Marketing subcommittee due to the vacancy created by former council member, Colleen DePasquale.

### **Next TDC meeting**

The next TDC meeting will be held at **9 a.m. Thursday, June 9, 2022**, 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@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.