



Report to the Industry

June 9, 2022

April 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
79.8%	76.2%	-4.5%	\$192.06	\$245.38	+27.8%	\$153.22	\$186.91	+22.0%

April 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
67%	66%	-2.3%	\$276	\$348	+26.0%	\$186	\$229	+23.2%

Bed tax collection

The preliminary resort tax collected for April 2022 was \$6,922,083, a 22.0% increase over April 2021 preliminary collections of \$5,671,871. Fiscal year-to-date preliminary tourist tax collections are \$46,883,241, an increase of 40.3% year-over-year.

Airport news

During April 2022, 1,221,628 passengers traveled through Southwest Florida International Airport, an increase of 10.4% compared to April 2021. Year-to-date, passenger traffic is up 33.9% from the same period last year.

Marketing update

Brian Ososky, marketing director, showcased a range of integrated digital media placements with the purpose of driving summer visitation through our “Good Day” campaign. Publishers included Smithsonian, New York Times, USA Today, Shermans Travel, Outside Magazine, Conde Nast, Matador Network, and VRBO.

Clayton Reid, MMGY Global CEO, gave a market overview as it affects travel and tourism. Consumer spending in the hotel industry is back to pre-pandemic levels, but the airline industry is not. Business travel is rebounding, while leisure is tapering off, however working from home is allowing Americans to travel more.

New business

Matthew Grambow, City of Cape Coral special projects coordinator, presented a request for additional funds for the Sirenia Vista Park restroom project. The TDC unanimously recommended approval in the amount of \$59,500.

Next TDC meeting

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, August 11, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.