



Report to the Industry

Aug. 11, 2022

April-June 2022 Statistics

During April-June of 2022, Fort Myers – Islands, Beaches and Neighborhoods hosted more than 1.4 million visitors who spent an estimated \$1.2 billion while visiting – a 21.1% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$958 million (79 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy but a significant increase in average daily rate, resulting in an 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	75.9%	68.8%	\$178.53	\$210.36	\$135.50	\$144.73
Condo/Cottage/Vacation Home	71.5%	67.0%	\$221.73	\$267.56	\$158.54	\$179.27
RV Park/Campground	75.9%	69.2%	\$75.39	\$74.84	\$57.22	\$51.77
OVERALL	74.8%	68.4%	\$160.77	\$190.79	\$120.33	\$130.50

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2021	2022	2021	2022
Paid Accommodations	72%	73%	945,700	1,081,200
Non-Paid Accommodations	24%	24%	312,600	357,500
Day Trippers	4%	3%	51,000	38,400
Total Visitation			1,309,300	1,477,100

Visitor Origins		
	%	
	2021	2022
United States	92%	90%
Canada	3%	4%
UK	1%	2%
Germany	1%	2%
Other Europe	1%	1%
Other International	2%	1%

Visitor Origin Cities		
	%	
	2021	2022
Miami-Ft. Lauderdale	6%	5%
Tampa – St. Petersburg	4%	5%
New York	3%	4%
Orlando – Daytona Beach	3%	3%
Atlanta	3%	3%
Minneapolis – St. Paul	4%	3%



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June 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
72.2%	65.0%	-9.9%	\$165.28	\$171.10	+3.5%	\$119.28	\$111.22	-6.8%

June 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
69%	53%	-23.9%	\$220	\$247	+12.5%	\$152	\$130	-14.5%

Bed tax collection

The preliminary resort tax collected for June 2022 was \$4,671,244, a 3.3% decrease over June 2021 preliminary collections of \$4,830,490. Fiscal year-to-date preliminary tourist tax collections are \$56,173,491 an increase of 31% year-over-year.

Airport news

During June 2022, 663,141 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 21.0% in passenger traffic compared to June 2021. Year-to-date, passenger traffic is up 17.6% from the same period last year.

Sales report

Jill Vance, VCB sales director, reported that the team has already attained four of the seven sales goals for FY21-22. She shared highlights of successful third-quarter group media and sales activities. The team executed a successful fashion editorial photo shoot with Bridal Guide magazine and now owns over 130 images with hours of video b-roll in addition to being featured on the cover of two issues of Bridal Guide with eight editorial pages. The sales team attended a variety of in-person meeting planner and consumer/travel trade shows including HelmsBriscoe annual Business Conference and a west coast Florida travel agency sales mission. Vance also presented upcoming sales activities for August and September, comprised of in-person meeting planner appointment shows, travel agency sales missions and trade shows for the SMERF (Social, Military, Education, Religious and Fraternal) markets. On behalf of Charm Evans, global sales manager, who was traveling, Vance presented some results of the 53rd annual IPW show in Orlando along with upcoming international sales activities for August and September.

Visitor Services report

Simone Behr, VCB visitor services director, reported that Tourism Ambassador volunteers assisted 86,649 visitors during the third quarter of FY22. Additional community support included Tourism Ambassadors helping at the FineMark Pro Tennis and First Responder Games, greeting Breeze Airlines inaugural flights and continued assistance with arriving Eurowings Discover and Cubazul passengers inside U.S. Customs at RSW. On June 21, Visitor Services celebrated National Seashell Day by handing out shell necklaces to all arriving passengers. Visitor Services looks forward to hosting the 22nd annual Elaine McLaughlin Outstanding Hospitality Service Awards on Sept. 8. Learn more at EAwards.com.



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Communications report

Ray Sarracino, VCB communications director, presented an overview of the PR team's third-quarter activities, including overall impressions of nearly 2 billion, and top-tier and local coverage. The destination continues to earn rave reviews in publications, in particular a piece in Travel & Leisure, which included the destination in a list of 12 best tropical vacations. Sarracino announced a new communications outreach product called Industry Partner Spotlight which will debut in October. The first episode in the series will highlight Nautical Tiki Cruises, a six-passenger boat departing from the Fort Myers Yacht Basin that will take guests for a boat ride on the Caloosahatchee River.

April – June 2022 research report

Joseph St. Germain, DSG, presented an overview of April-June visitor research. Lee County welcomed nearly 1.5 million visitors during this time, an increase of 12.8% compared to 2021, resulting in direct visitor spending exceeding \$1.2 billion. He added that 66% of visitors flew to the Fort Myers area, with one in two flying in through RSW. He reported that the international market is slowly making a comeback, accounting for 10% of visitors during the April through June timeframe, with Canada representing the largest share at 4%. He reported that 44% of our visitors were families, and 36% were first time visitors. [Find the full report here.](#)

New business

- a. Tina Valdecanas, Clarity of Place, presented an overview of the destination strategic plan. The TDC unanimously approved the plan.
- b. The TDC unanimously approved the FY22/23 proposed budget report for the VCB and Sports Development.
- c. The TDC unanimously approved the third quarter FY21/22 budget reports.
- d. The TDC formalized recommendations for BoCC approval of FY22/23 Events Marketing funding, for nine events totaling \$156,400.
- e. The TDC formalized recommendations for BoCC approval of FY22/23 Attractions Marketing funding, for 32 attractions based on two budget models. The current budget recommendation is \$445,615, and pending final BoCC approval, the proposed budget recommendation is \$539,715.

FY22/23 co-op buy-in opens on August 18

The VCB's FY22/23 co-op placements will open for purchase at 10:30 a.m. Thursday, Aug. 18, on a first-come, first-served basis. If you are not already registered for the program, please do so by contacting MMGY's Joshua Lambert by noon Tuesday, Aug. 16, at jlambert@mmgy.com.

FY22/23 plan details are available at LeeVCB.com and partners may log into their co-op accounts at <https://coop.leevcb.com/> to review offerings and to save orders ahead of the purchase date.

Next TDC meeting

There will be no TDC meeting in September. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 13, 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@lee.gov, Lee County VCB, 239-338-3500.