



Report to the Industry

September 15, 2022

July 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
73.0%	70.5%	-3.4%	\$170.60	\$172.34	+1.0%	\$124.49	\$121.54	-2.4%

July 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%	54%	-21.3%	\$225	\$255	+13.4%	\$140	\$138	-1.5%

Bed Tax Collection

The preliminary resort tax collected for July 2022 was \$4,921,581, a 0.6% decrease over July 2021 preliminary collections of \$4,952,229. Fiscal year-to-date preliminary tourist tax collections are \$61,232,401, an increase of 27.7% year-over-year.

Airport News

During July 2022, 671,225 passengers traveled through Southwest Florida International Airport, a decrease of 17.6% compared to July 2021. Year-to-date, passenger traffic is up 13% compared to the same period last year.

Island Hopper Songwriter Fest

The 10-day music festival featuring performances by some of the country's most talented singer-songwriters kicks off on Captiva Island, Sept. 16-18, then moves to downtown Fort Myers, Sept. 19-22 and ends on Fort Myers Beach, Sept. 23-25. Most shows are free, except for a few ticketed experiences. Fans will be able to see 80 singer-songwriters who will perform over 100 shows. Special ticketed events include a [dinner and wine pairing](#), [ACMA Showcase](#), and a [headlining concert featuring Gary LeVox from Rascal Flatts with opening act, Essex County](#). Download the free Island Hopper app on your mobile device or visit IslandHopperFest.com for performance schedules, artist bios, and more.

Next TDC Meeting

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@leegov.com, Lee County VCB, 239-338-3500.