



Report to the Industry

October 20, 2022

August 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
55.8%	57.6%	+3.2%	\$140.02	\$143.50	+2.5%	\$78.11	\$82.63	+5.8%

August 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
40%	29%	-27.6%	\$200	\$220	+10.3%	\$79	\$64	-18.8%

Bed tax collection

The preliminary resort tax collected for August 2022 was \$3,043,772, a 6.1% increase over August 2021 preliminary collections of \$2,868,129. Fiscal year-to-date preliminary tourist tax collections are \$64,415,385 an increase of 26.5% year-over-year.

Airport news

During August 2022, 620,532 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 4.2% in passenger traffic compared to August 2021. Year-to-date, passenger traffic is up 11.4% from the same period last year.

Next TDC meeting

The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Nov. 10, 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.