



Report to the Industry

Dec. 8, 2022

July - September 2022 Statistics

During July - September of 2022, the Fort Myers area hosted nearly 1.2 million visitors who spent an estimated \$855 million while visiting – an 11.4% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$691 million (81 percent of the total). Lee County’s lodging industry experienced a slight year-over-year decrease in average occupancy (-1.1%) but a substantial increase in average daily rate (+8.9%), resulting in a 7.8% 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	61.3%	60.8%	\$155.36	\$154.76	\$95.24	\$94.14
Condo/Cottage/Vacation Home	52.6%	51.1%	\$194.97	\$221.88	\$102.55	\$113.28
RV Park/Campground ¹	50.3%	50.3%	\$61.89	\$61.89	\$31.13	\$31.13
OVERALL	55.8%	55.2%	\$139.36	\$151.82	\$77.82	\$83.80

¹2022 data for RV Park/Campgrounds was modeled using 2021 data due to Occupancy Study difficulties following Hurricane Ian.

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2021	2022	2021	2022
Paid Accommodations	74%	76%	860,400	911,300
Non-Paid Accommodations	24%	22%	279,100	265,000
Day Trippers	2%	2%	23,300	22,800
Total Visitation			1,162,800	1,199,100

Visitor Origin Regions	%	
	2021	2022
United States	94%	88%
Canada	4%	7%
UK	<1%	<1%
Germany	<1%	2%
Other Europe	1%	2%
Other International	1%	1%

Visitor Origin Cities	%	
	2021	2022
Miami – Ft. Lauderdale	8%	6%
Chicago	4%	4%
Cleveland – Akron	4%	4%
Tampa – St. Petersburg	4%	3%
Atlanta	2%	3%
Cincinnati	1%	3%
Louisville	1%	3%



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October 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
62.7%	77.7%	+23.9%	\$139.10	\$156.53	+12.5%	\$87.23	\$121.65	+39.5%

October 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
37%	18%	-52.3%	\$175	\$142	-18.9%	\$65	\$25	-61.1%

Bed tax collection

The preliminary resort tax collected for October 2022 was \$1,859,291, a 43.2% decrease over October 2021 preliminary collections of \$3,275,154. Fiscal year-to-date preliminary tourist tax collections are \$2,071,295 a decrease of 38.3% year-over-year.

Airport news

During October 2022, 432,667 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 43.8% compared to October 2021. Year-to-date, passenger traffic is up 5.1% from the same period last year.

FEMA Disaster Assistance Update

Curvin Snyder, Private Sector Specialist, FEMA introduced himself and announced that he along with representatives from the Small Business Administration, National Flood Insurance Plan, and Flood Plain Management will be guest speakers on the upcoming Tourism Industry Conference Call on Thursday, December 15, 2022, at 9:00 a.m. Dial-in instructions for the weekly conference calls are available on LeeVCB.com.

July-September, 2022 research report

Joseph St. Germain, DSG, presented an overview of July-September visitor research. Lee County welcomed nearly 1.2 million visitors during this time, an increase of 3.1% compared to 2021, resulting in direct visitor spending of approximately \$855 million. He added that 78% of visitors flew to the Fort Myers area, with two thirds flying in through RSW. He reported that the international market is slowly making a comeback, accounting for 12% of visitors during the July through September timeframe, with Canada representing the largest share at 7%. He reported that 64% of our visitors were families, and 42% were first time visitors. [Find the full report here.](#)

Marketing report

Brian Ososky, VCB marketing director, presented an overview of marketing activities in the weeks following Hurricane Ian, including media and visitor guide decisions, transitional messaging, and several web-based efforts. He provided an update regarding the Hospitality Worker Relief Fund effort in partnership with the United Way and Collaboratory. Most importantly, Ososky presented the destination's roadmap to recovery, including the strategic framework for a new brand campaign, My Fort Myers, scheduled to launch in January.



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Sports Development update

Jeff Mielke, sports development director, reported that Lee County was able to host two top-tier sporting events in November – the Gulf Coast Showcase at Hertz Arena as well as the Fort Myers Tip-Off at Suncoast Credit Union Arena at FSW. He thanked the facilities partners and hotel partners for helping the County to be able to host these events so quickly following the hurricane. Looking ahead, the City of Palms Basketball Classic will be held this month at Suncoast Arena, and then our attention will turn to Spring Training.

New business

- The TDC selected Robert Wells III to serve as vice chairman for 2023.
- The TDC approved the [2023 meeting dates](#).
- The TDC unanimously approved the fourth quarter FY21/22 budget reports.

2023 TDC meeting dates

Jan. 12 – 9 a.m.	April 13 – 9 a.m.	July – no meeting	Oct. 12 – 9 a.m.
Feb. 9 – 9 a.m.	May 11 – 9 a.m.	Aug. 10 – 9 a.m.	Nov. 9 – 2:30 p.m.
March 16 – 9 a.m.	June 8 – 9 a.m.	Sept. – no meeting	Dec. 14 – 9 a.m.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Jan. 12, 2023** at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.