



## Report to the Industry

Jan. 12, 2023

### November 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
71.9%	82.6%	+14.9%	\$150.32	\$180.20	+19.9%	\$108.01	\$148.76	+37.7%

### November 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
50%	21%	-57.1%	\$194	\$171	-11.9%	\$96	\$36	-62.1%

### Bed tax collection

The preliminary resort tax collected for November 2022 was \$2,386,100, a 40.3% decrease compared to November 2021 preliminary collections of \$3,999,301. Fiscal year-to-date preliminary tourist tax collections are \$4,605,141, a decrease of 38.0% year-over-year.

### Airport news

During November 2022, 812,305 passengers traveled through Southwest Florida International Airport, a decrease of 17.7% compared to November 2021. Year-to-date, passenger traffic is up 2.6% from the same period last year.

### Communications report

Ray Sarracino, VCB communications director, presented an overview of the team's first quarter activities, including overall impressions, top-tier and local coverage. Top projects included the Road to Recovery video series that showcases the resilience and ingenuity of the Lee County community, the industry partner newsletter that shares vital recovery information with tourism partners, and the weekly *What To Do* email blast deployed each Monday to tourism partners as a resource for events in the area. Three podcast episodes were launched between October and December 2022, each focused on recovery efforts. Sarracino shared the first video in the Industry Partner Spotlight series, highlighting The Perfect Cup Roastery & Café on Matlacha. This series will continue monthly to highlight tourism partner businesses throughout the County. Upcoming activities include hosting outdoor writers, showcasing the destination to our PR contractors in New York, producing and participating in a UK update video and press conference and hosting a Spring Training FAM as well as USA Today writer Wendy Pramick.

### Sales report

Jill Vance, VCB sales director, reported that the team is ahead or on pace for five of the six sales goals for FY22-23. She shared highlights of successful first-quarter post-Ian meetings messaging and sales activities. The sales team attended a variety of in-person meeting planner trade shows including IMEX America, American Express Interaction and HPN Partners conference. Vance also presented upcoming

sales activities for January through March, comprised of in-person meeting planner appointment shows, travel trade roundtables and trade shows for the faith-based and motorcoach markets. Charm Evans, global sales manager, presented an update on the international sales activities along with upcoming travel trade events such as the Eurowings Discover Roadshow, Florida Huddle and ITB Berlin.

### **Visitor Services report**

Simone Behr, VCB visitor services director, reported that our tourism ambassador volunteers assisted 344,890 visitors during calendar year 2022 resulting in 23,335 volunteer hours worked, a value of \$684,588 to Lee County. Highlights during Oct. through Dec. 2022 included tourism ambassadors assisting at the Fort Myers Tip-Off, donating items for hurricane relief to the Kiwanis Club of Fort Myers Beach as well as the children of Lutheran Services, and greeting passengers at the airport in a “Santa dolphin” costume, bringing joy to the holiday season. Visitor services looks forward to hosting the 33<sup>rd</sup> Annual Volunteer Tourism Ambassador Appreciation Luncheon on April 12.

### **Next TDC meeting**

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