



Report to the Industry

Feb. 9, 2023

October - December 2022 Statistics

During October – December of 2022, the Fort Myers area hosted over 633k visitors who spent an estimated \$666 million while visiting – a 30.6% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$459 million (69 percent of the total). Lee County’s lodging industry experienced a significant year-over-year decrease in average occupancy (-19.8%), but the average daily rate (ADR) remained essentially unchanged resulting in a 19.8% decrease in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2022	2022	2022	2022	2022	2022
Hotel/Motel/Resort/B&B	68.9%	74.6%	\$167.10	\$187.87	\$115.33	\$140.15
Condo/Cottage/Vacation Home	54.8%	21.8%	\$206.49	\$175.78	\$113.16	\$38.32
RV Park/Campground	78.9%	58.6%	\$90.66	\$84.28	\$71.55	\$49.39
OVERALL	68.7%	55.1%	\$152.67	\$152.64	\$104.88	\$84.10

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2022	2022	2022	2022
Paid Accommodations	75%	59%	978,800	376,200
Non-Paid Accommodations	22%	38%	286,400	241,300
Day Trippers	3%	3%	36,400	15,800
Total Visitation			1,301,645	633,300

Visitor Origin Regions	%	
	2022	2022
United States	93%	88%
Canada	3%	5%
UK	1%	1%
Germany	1%	3%
Other Europe	1%	1%
Other International	1%	2%

Visitor Origin Cities	%	
	2022	2022
Tampa – St. Petersburg	3%	5%
Miami – Ft. Lauderdale	3%	4%
New York	5%	4%
Chicago	4%	3%
Atlanta	3%	3%
Orlando – Daytona Beach	1%	3%
Cleveland - Akron	4%	3%
Minneapolis – St. Paul	4%	3%



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December 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%	72.0%	-1.4%	\$185.77	\$185.64	-0.1%	\$135.65	\$133.72	-1.4%

December 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%	23%	-54.9%	\$283	\$210	-25.9%	\$141	\$47	-66.5%

Bed tax collection

The preliminary resort tax collected for December 2022 was \$2,925,882, a 45.0% decrease over December 2021 preliminary collections of \$5,320,349. Fiscal year-to-date preliminary tourist tax collections are \$7,774,894, a decrease of 39.6% year-over-year.

Airport news

During December 2022, 862,368 passengers traveled through Southwest Florida International Airport, a decrease of 20.6% compared to December 2021. The airport finished 2022 with a record-breaking 10,343,802 passengers, which was a 0.2 percent increase compared to the previous record set in 2021.

October - December visitor tracking report

Joseph St. Germain, DSG presented Oct. through Dec. 2022 visitor research data. He reported that compared to Oct-Dec 2021, more visitors travelled to the Fort Myers area alone or with business associates. This is likely due to the influx of recovery workers, volunteers, etc. He also noted that RSW saw a 26% decrease in flight passengers compared to Oct-Dec of 2021. Domestically, 32% of visitors came from the Midwest, while the majority of international visitors originated from Canada, accounting for 5%.

Hurricane Ian beach erosion and repair update

Steve Boutelle, Lee County Natural Resources, gave an update on Lee County beach erosion and repairs needed following Hurricane Ian. Specific projects and their related costs in the following areas were discussed in detail: Gasparilla Island, Captiva Island, Sanibel Island, Estero Island, Lovers Key and Bonita Beach. Some funding is already available but up to \$55 million additional may be required to complete all the repairs. The County is optimistic that most of that funding will come from pending FEMA claims or additional State support as reflected in the Governor's proposed budget.

New business

Tamara Pigott, VCB executive director, presented first quarter budget reports for the VCB and Sports Development, which were approved unanimously.

TDC Attractions & Events Marketing subcommittee composition

The TDC unanimously approved appointing council members Pamela Cronin, Holly Smith, Jay Johnson, Dan Allers, and Darla Bonk to the Events and Attractions Marketing subcommittee.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, March 16**, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.