



Report to the Industry

Mar. 16, 2023

January STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
77.9%	79.6%	+2.2%	\$186.38	\$208.66	+12.0%	\$145.20	\$166.06	+14.4%

January Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
77%	33%	-57.2%	\$272	\$223	-18.1%	\$210	\$73	-65.0%

Bed tax collection

The preliminary resort tax collected for January 2023 was \$4,280,672, a 44.1% decrease compared to January 2022 preliminary collections of \$7,660,090. Fiscal year-to-date preliminary tourist tax collections are \$12,150,990, a decrease of 41.3% year-over-year.

Airport news

During January 2023, 932,896 passengers traveled through Southwest Florida International Airport, a decrease of 10.7% compared to January 2022.

Calendar year 2022 overview

Overall, Lee County saw growth in spending metrics despite the storm. Although visitation decreased 5.4% compared to 2021, direct spending and economic impact increased 10.9%. TDT collections for calendar year 2022 totaled \$60,902,400, an increase of 5.9% compared to calendar year 2021. In terms of visitor origin, 90% came from the U.S. with the largest share originating from the Midwest at 36%. International visitors accounted for 10% of visitor origin with the largest share originating from Canada at 5%.

Marketing update

VCB Marketing Director Brian Osofsky provided an update featuring a variety of integrated media placements for summer season and the remainder of FY2023, with an emphasis on our consumer approach. He referenced the recovery roadmap and provided creative examples of the “My Fort Myers” campaign and how it’s being utilized across print, digital, social and broadcast. Other marketing updates included spring training radio, the Cape Coral Quest scavenger hunt, digital visitor guide, and new placemaking initiatives.

Sports Development report

Jeff Mielke, sports development director, reported that 13,949 room nights sold in the months of November and December 2022 with direct visitor spending of \$5.6 million. There were no sporting events held in the month of October following Hurricane Ian. For calendar year 2022, 150,283 hotel room nights were sold resulting in a total of \$62 million in direct visitor spending.

Old Business - 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, April 13, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.

Follow us on social media



[Facebook](#)



[Instagram](#)



[Twitter](#)



[Tik Tok](#)



[YouTube](#)



[Pinterest](#)