

Lee County

Hurricane Recovery

**Demand +
Interest Insights**



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LEE COUNTY VISITOR &
CONVENTION BUREAU



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Domestic

Insights

Lee County domestic trends

Demand trends for Lee County post-hurricane, compared to 2021



Vacation Rental stays with a duration of 10+ days have grown by +60%, YoY



Similarly, Traditional Lodging stays with a duration of 10+ days have grown +85% YoY



Demand for Vacation Rentals from Multiple Adults has increased by +20% YoY

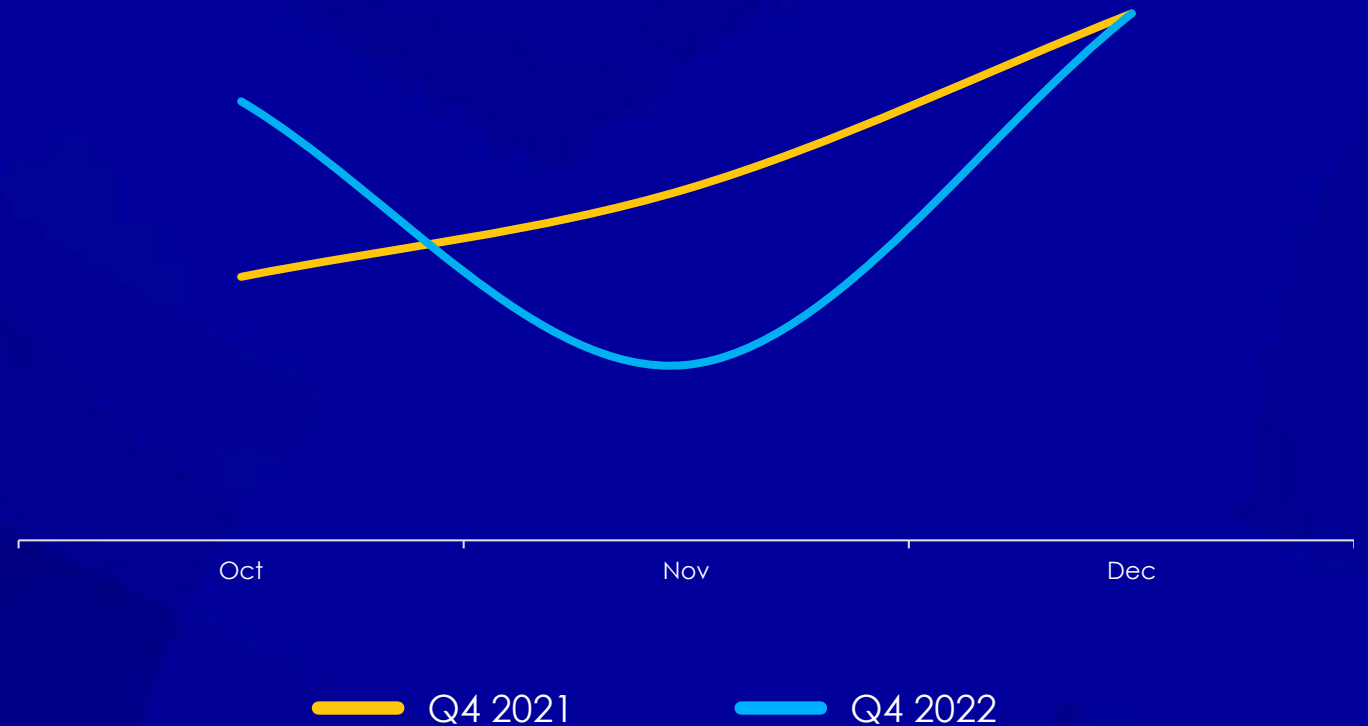


Demand for Traditional Lodging from Single Adults has increased by +45% YoY

Despite the hurricane, Domestic share of interest met 2021 levels in the month of December



Interest Share % (Month over Month)

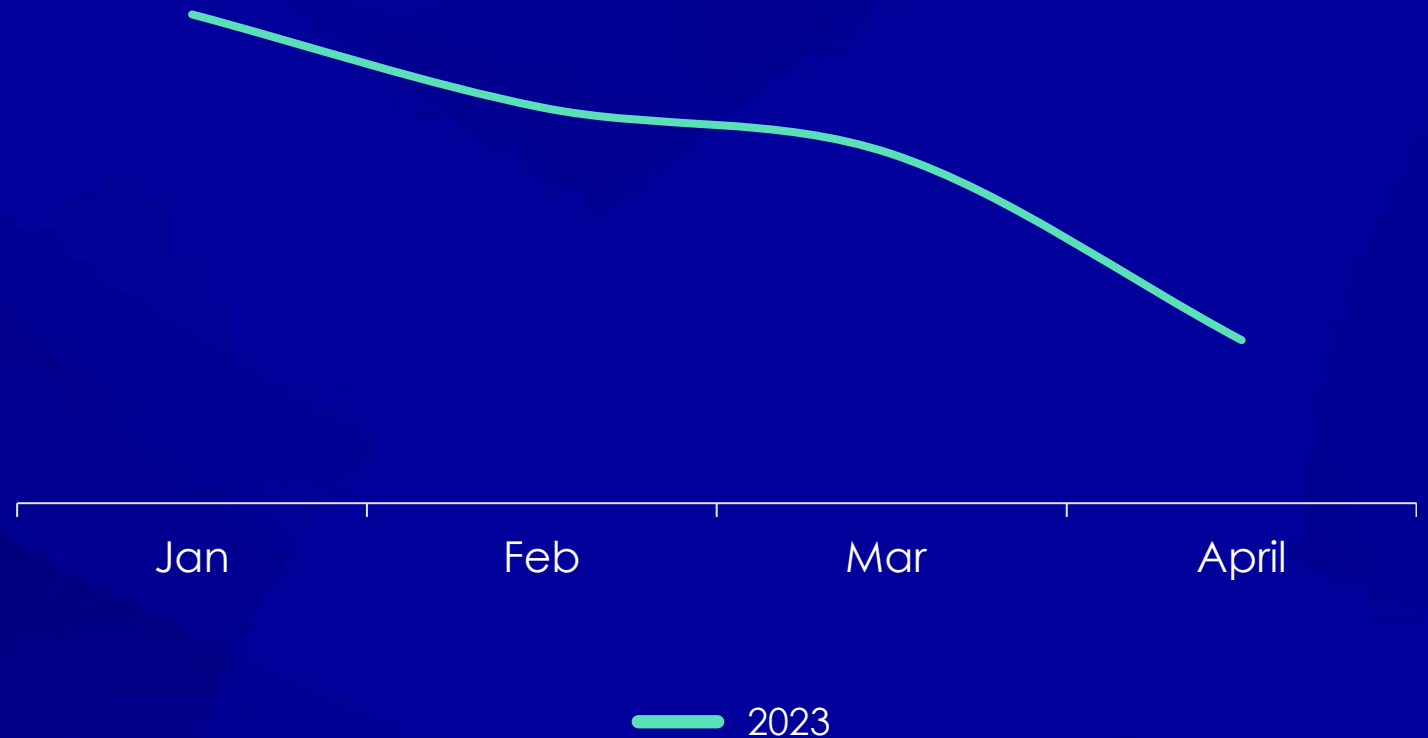


Source: Expedia Group data, 2021 & 2022

Thus far in 2023, Domestic interest was strongest in January

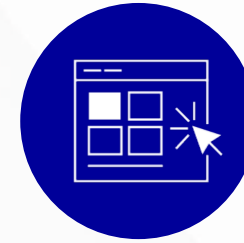


Interest Share % (Month over Month)



Top 5 Domestic markets for Lee County interest

Post-hurricane, interest from in-state markets is ranking higher than the year prior



Top Domestic Origin Interest Markets

Year Prior – Same Period

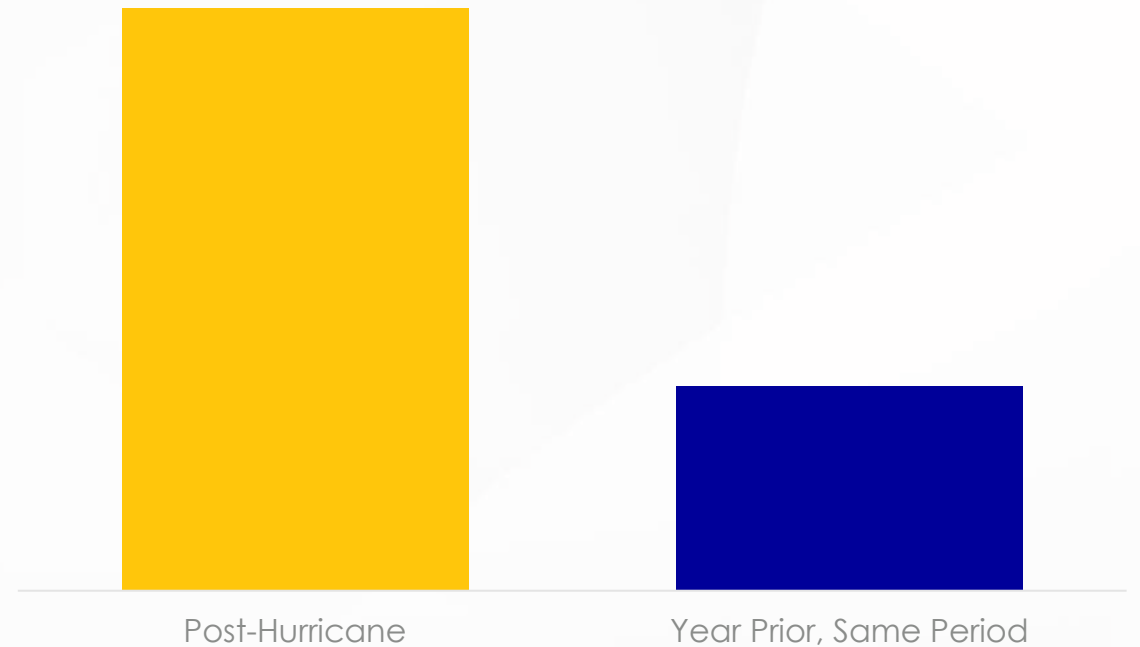
1. Chicago, IL
2. Miami, FL
3. Minneapolis, MN
4. Naples, FL
5. Atlanta, GA

Post-Hurricane

1. Miami, FL
2. Naples, FL
3. Chicago, IL
4. Atlanta, GA
5. New York, NY

Average Daily Rate for Traditional Lodging in Lee County has grown YoY

ADR in-market has grown by
+5% YoY since the hurricane
hit





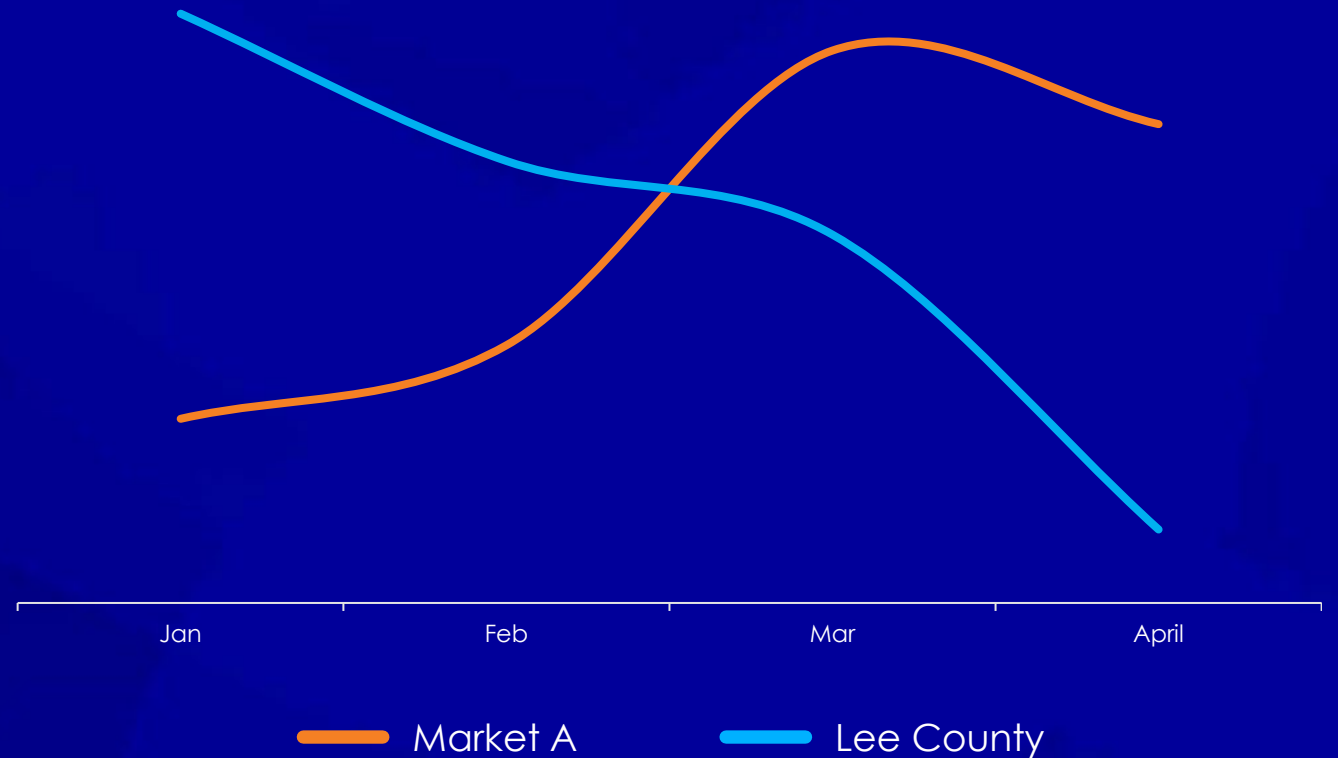
Market

Comparison

Lee County's recovery started off stronger in January, compared to a similar market that endured a hurricane in Q4'18



Interest Share % (Month over Month)



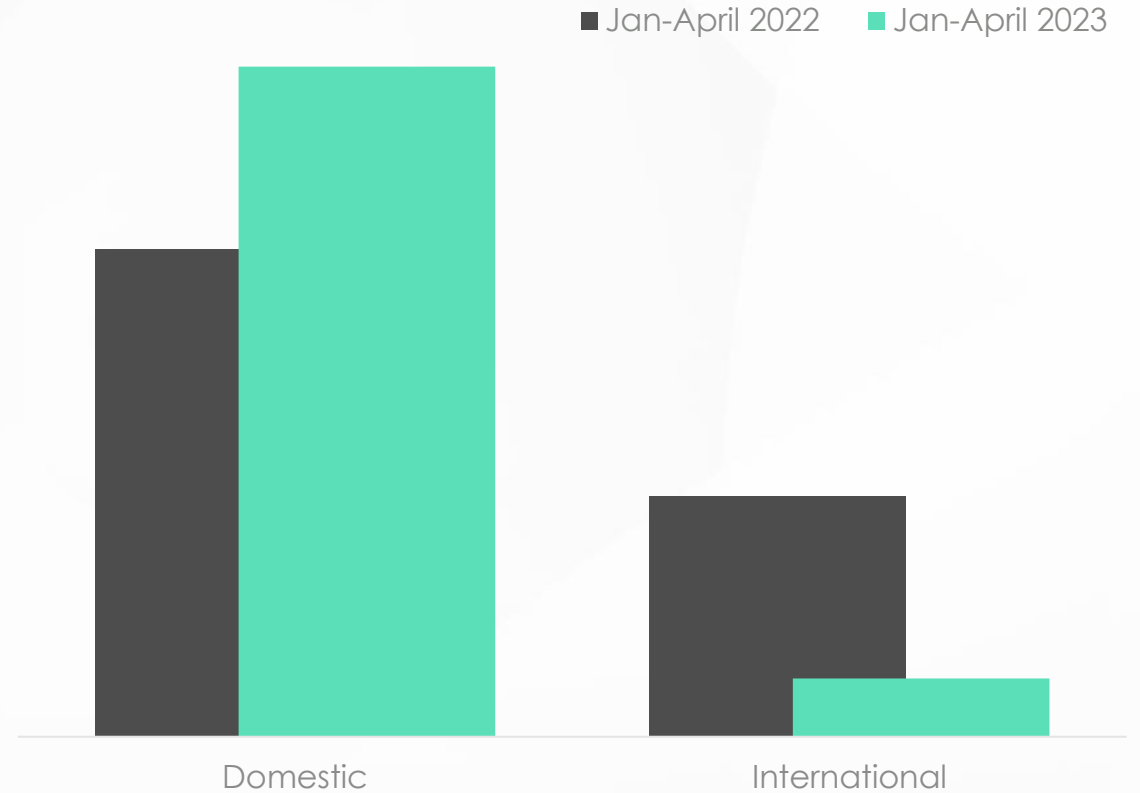
Source: Expedia Group data, 2019 vs. 2023



International Insights

Currently, most of the interest in Lee County is originating from domestic markets

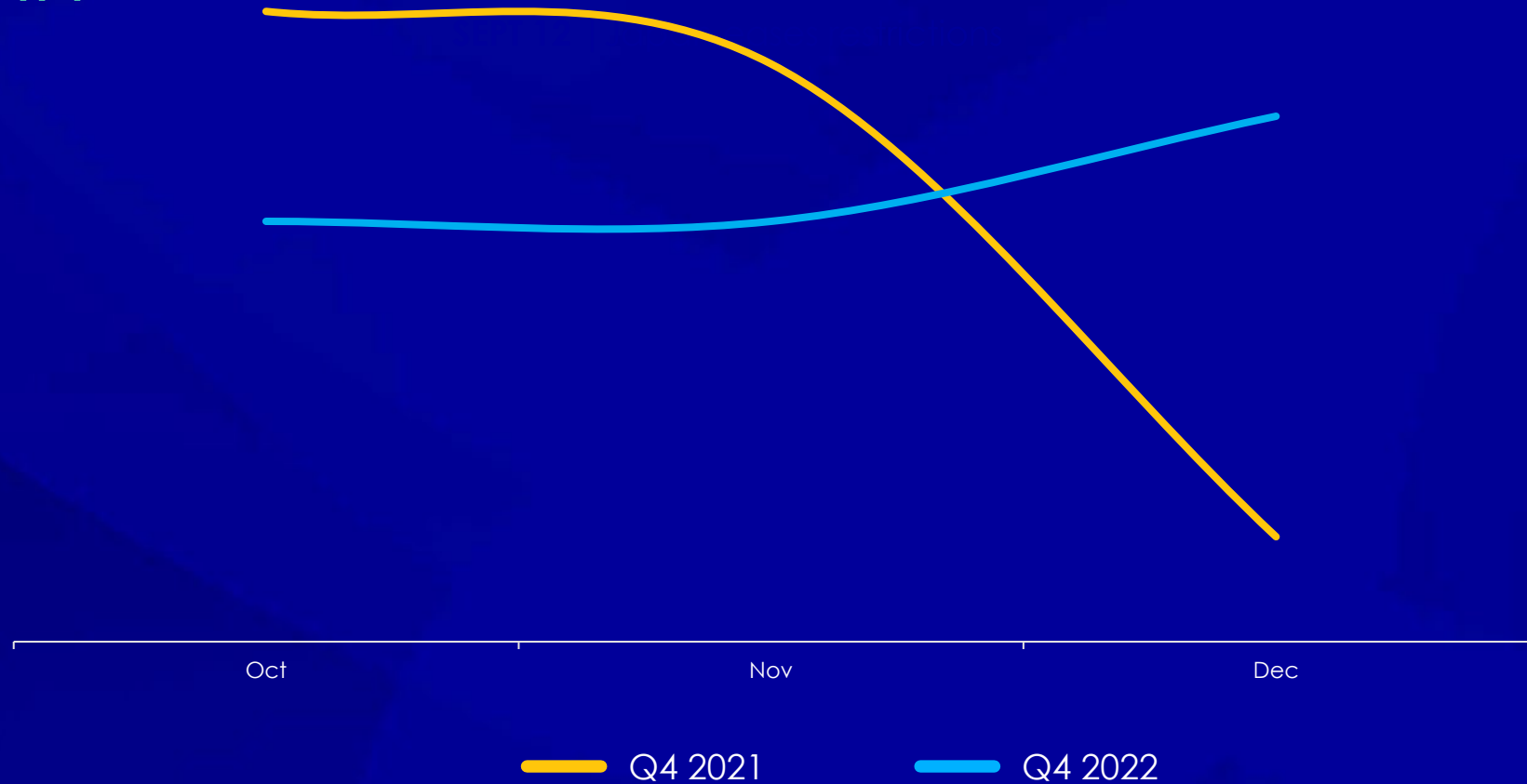
Domestic share of interest has increased by +38% YoY



Post-hurricane, international interest saw a slight uptick towards recovery in December



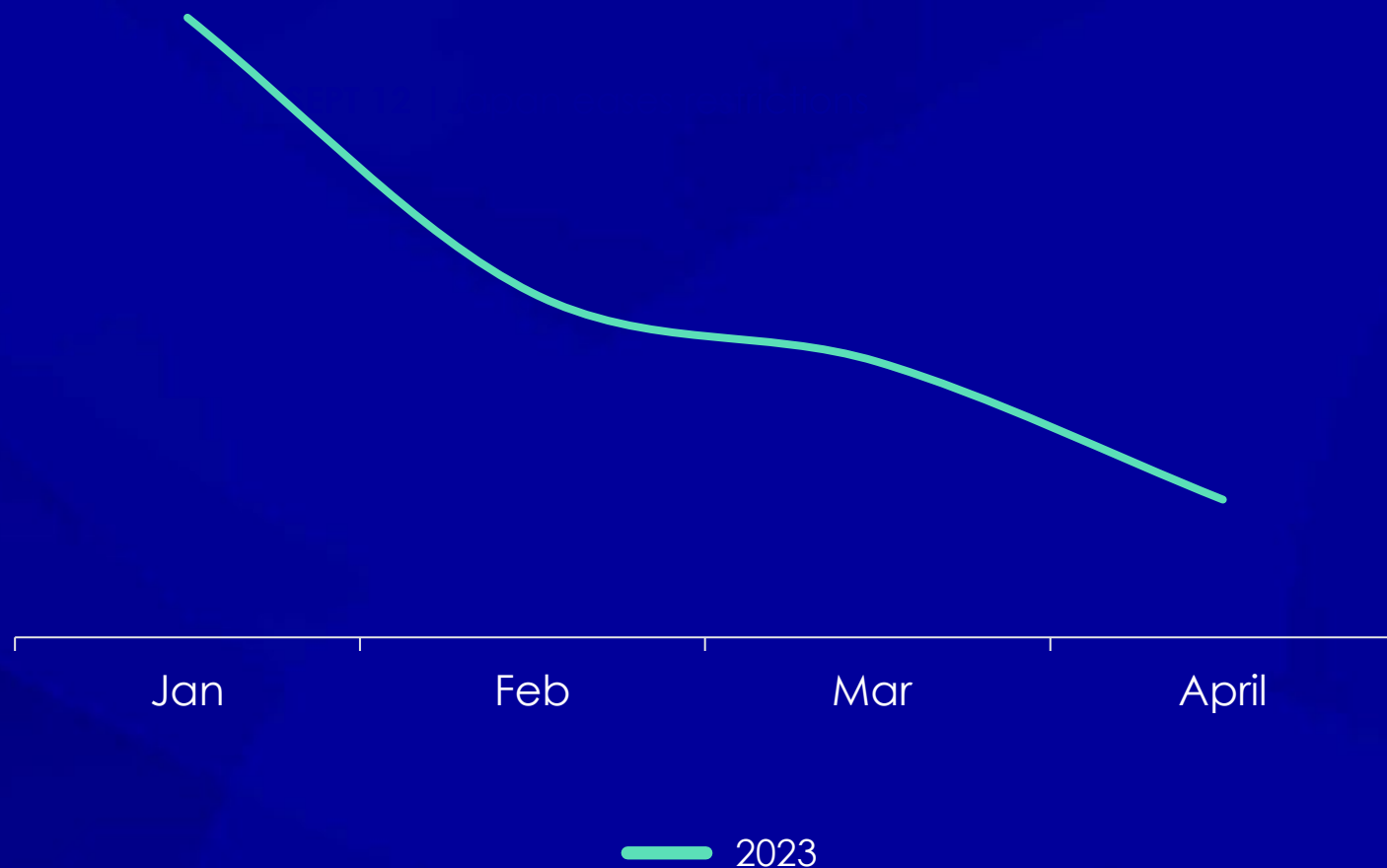
Interest Share % (Month over Month)



Like Domestic, International interest in 2023 thus far was strongest in January

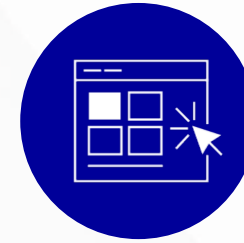


Interest Share % (Month over Month)



Top 5 International markets for Lee County interest

International markets have remained relatively stable YoY, despite the hurricane



Top International Origin Interest Markets

Year Prior – Same Period

1. Toronto, ON (Canada)
2. Ottawa, ON (Canada)
3. Mississauga, ON (Canada)
4. Montreal, QC (Canada)
5. Windsor, ON (Canada)

Post-Hurricane

1. Toronto, ON (Canada)
2. Vaughan, ON (Canada)
3. Montreal, QC (Canada)
4. Ottawa, ON (Canada)
5. Mississauga, ON (Canada)



Media

Campaigns

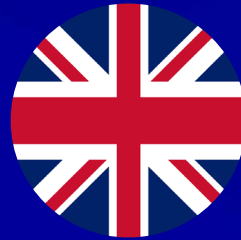
Lee County + Expedia Group

Live marketing campaigns to help increase interest



US Expedia
US Vrbo

Campaign runs
through 6/30



UK Expedia
UK Vrbo

Campaign runs
through 9/30



DE Expedia
DE Vrbo

Campaign runs
through 9/30



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