



Report to the Industry

May 11, 2023

January - March 2023 Statistics

During January – March of 2023, the Fort Myers area hosted over 736,000 visitors who spent an estimated \$967 million while visiting – a 31.4% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$698 million (72 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy (-21.2%) and the average daily rate (ADR; -17.8%) resulting in a 35.3% decrease in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2022	2023	2022	2023	2022	2023
Hotel/Motel/Resort/B&B	83.6%	81.1%	\$280.05	\$236.91	\$234.12	\$192.22
Condo/Cottage/Vacation Home	90.4%	39.8%	\$336.82	\$254.50	\$304.49	\$101.29
RV Park/Campground	99.2%	78.9%	\$106.15	\$89.64	\$105.30	\$70.73
OVERALL	90.0%	70.9%	\$235.29	\$193.35	\$211.84	\$137.07

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2022	2023	2022	2023
Paid Accommodations	73%	64%	822,400	469,800
Non-Paid Accommodations	25%	35%	281,600	256,200
Day Trippers	2%	1%	22,500	10,300
Total Visitation			1,126,500	736,300

Visitor Origin Regions	%	
	2022	2023
United States	92%	92.6%
Canada	4%	4.6%
UK	1.1%	0.5%
Germany	0.7%	0.6%
Other Europe	1.2%	0.5%
Other International	1.0%	1.2%

Visitor Origin Cities	%	
	2022	2023
Minneapolis-St. Paul	6%	6%
New York	4%	4%
Detroit	4%	4%
Boston	3%	4%
Atlanta	3%	4%
Chicago	3%	4%

March 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
85.3%	80.2%	-6.0%	\$291.55	\$246.51	-15.4%	\$248.65	\$197.69	-20.5%

March 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
88%	44%	-50.5%	\$353	\$267	-24.3%	\$311	\$116	-62.5%

Bed tax collection

The preliminary resort tax collected for March 2023 was \$5,728,042, a 47.8% decrease over March 2022 preliminary collections of \$10,974,040. Fiscal year-to-date preliminary tourist tax collections are \$22,199,122 a decrease of 44.2% year-over-year.

Airport news

During March 2023, 1,166,442 passengers traveled through Southwest Florida International Airport, a decrease of 23.0% compared to March 2022. Year-to-date, passenger traffic is down 17.3% from the same period last year.

January – March research report

Joseph St. Germain, with Downs & St. Germain Research, offered a tourism snapshot of January through March 2023. Due to Hurricane Ian, when compared to the same period in 2022, tourism metrics were down across the board. Visitation decreased by 34.6%, room nights decreased by 30.6% and direct visitor expenditures decreased 31.4% to \$968 million. He reported that 93% of visitors came from the U.S. while 4.6% came from Canada, and 2.8% from other international markets. Visitors spent an average of 8.3 nights while visiting, and 25% reported being first-time visitors. [See the full report here.](#)

New Business

- The Tourist Development Council (TDC) unanimously approved the FY23 2nd quarter budget reports.

TDC approves funding for Beach & Shoreline projects

The TDC unanimously approved funding recommendations for FY2023-24, allocating \$11,130,968 for 17 Beach & Shoreline projects throughout Lee County. These projects will be considered for final approval by the Board of County Commissioners as part of the FY2023-24 budget.

TDC Attractions Marketing Program guideline change

By a vote of 5-2, the TDC approved guideline changes to the attractions marketing program. The updated guidelines increase the maximum funding request to \$25,000 for organizations with annual attendance averaging less than 100,000 visitors, and \$50,000 for organizations with annual attendance averaging more than 100,000 visitors.

Next TDC meeting

The next TDC meeting will be held at **9 a.m. Thursday, June 8, 2023**, at the Lee County Admin East Building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.