



Report to the Industry

June 8, 2023

April 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
76.5%	74.2%	-2.9%	\$220.91	\$170.11	-23.0%	\$168.95	\$126.29	-25.2%

April 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
63%	27%	-57.5%	\$330	\$190	-42.2%	\$208	\$50	-75.5%

Bed tax collection

The preliminary resort tax collected for April 2023 was \$2,974,092, a 57.0% decrease over April 2022 preliminary collections of \$6,922,083. Fiscal year-to-date preliminary tourist tax collections are \$25,283,480, a decrease of 46.1% year-over-year.

Airport news

During April 2023, 981,216 passengers traveled through Southwest Florida International Airport, a decrease of 19.7% compared to April 2022. Year-to-date, passenger traffic is down 17.9% from the same period last year.

Marketing update

Brian Ososky, VCB Marketing Director, presented four new destination ambassadors as part of the post-hurricane recovery campaign, "My Fort Myers." He also shared examples of summer media placements and recent social media posts, as well as the team's progress on placemaking efforts including neighborhood murals and webcams. This year's Island Hopper Songwriter Fest takes place Sept. 22-Oct 1, and the VCB's annual meeting is scheduled for Nov. 9 at the Westin Cape Coral Resort at Marina Village.

MMGY Global Chairman Clayton Reid and CEO Katie Briscoe addressed the TDC with a special presentation, reframing the macro impacts of tourism, future demand trends, and how innovation and technology will continue to affect our industry. Consumer spending in travel industry has increased with seniors dominating spending. Business travel is expected to increase over the next year, while leisure has gotten more expensive for middle and lower-class households. Social media greatly influences travelers purchasing decisions with AI technology changing how travelers book a vacation.

Sports update

Jeff Mielke, Sports Development director, reported that 32,202 room nights sold in the months January through March 2023 with direct visitor spending of more than \$13.2 million

New business

The TDC unanimously approved the FY 23/24 proposed budget report for the VCB and Sports Development.

Beverly Dearborn, Lee County Facilities Constructions Management Fiscal Manager, requested funds to be reallocated from an existing project to the Bat House Park project. A major portion of the current budget for the Beach Front Maintenance Project was for new lights and railing repairs at Lynn Hall Memorial Park. Due to the condition of the Fort Myers Beach pier, these projects have been cancelled. Even though \$359,198 was returned to reserves earlier this year, the project has funds that will not be spent. Dearborn requested shifting \$100,000 for temporary emergency repairs to the Matlacha Bat House Restroom site while waiting to do a permanent restoration (design and construction) that may take couple years due to the lengthy process required by FEMA. Due to the condition of the facility, the work needs to be completed immediately. The TDC unanimously approved the recommendation.

Based on county attorney feedback during the TDC Beach & Shoreline Workshop last month, a motion was made to have staff present a proposed process for an independent professional analysis demonstrating the positive impact of infrastructure projects on tourist-related businesses in the county as required by Florida Statutes 125.0104(5)(a)6 at a TDC meeting before the end of the year. The TDC unanimously approved the request.

Next TDC meeting

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, August 10, 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.