



Report to the Industry

July 13, 2023

May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
66.7%	68.9%	3.3%	\$164.78	\$144.89	-12.1%	\$109.88	\$99.80	-9.2%

May 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
46%	35%	-24.2%	\$223	\$69	-68.7%	\$102	\$24	-76.3%

Bed Tax Collection

The preliminary resort tax collected for May 2023 was \$2,269,328, a 49.04% decrease from May 2022 preliminary collections of \$4,453,502. Fiscal year-to-date preliminary tourist tax collections are \$27,637,806 a decrease of 46.30% year-over-year.

Airport News

During May 2023, 760,330 passengers traveled through Southwest Florida International Airport, a decrease of 9.0% compared to May 2022. Year-to-date, passenger traffic is down 16.6% compared to the same period last year.

E Awards

The 2023 E Awards will be held on Thursday, August 24 at The Westin Cape Coral Resort at Marina Village. Have you experienced unbelievable customer service in Lee County? Show your appreciation by nominating that customer service professional for an E Award [using this link](#). The nomination deadline is July 14, 2023.

Hurricane Preparedness

Find important information and useful links on the Hurricane Preparedness page of our industry partner website here: <https://www.leevcb.com/hurricane-info>.

Next TDC Meeting

The next TDC meeting will be held at **9 a.m. Thursday, Aug. 10, 2023**, at the Lee County Administration 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.