



Report to the Industry

Aug. 10, 2023

April-June 2023 Statistics

During April - June of 2023, the Fort Myers area hosted over 727k visitors who spent an estimated \$683 million while visiting – a 43.4% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$519 million (76 percent of the total). Lee County’s lodging industry experienced a significant year-over-year decrease in average occupancy (-23.0%) and the average daily rate (ADR; -28.1%) resulting in a 44.7% 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	68.8%	70.0%	\$210.36	\$150.23	\$144.73	\$105.16
Condo/Cottage/Vacation Home	67.0%	23.1%	\$267.56	\$197.22	\$179.27	\$45.56
RV Park/Campground	69.2%	50.0%	\$74.84	\$74.09	\$51.77	\$37.05
OVERALL	68.4%	52.6%	\$190.79	\$137.11	\$130.50	\$72.18

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2022	2023	2022	2023
Paid Accommodations	73%	68%	1,081,200	490,900
Non-Paid Accommodations	24%	30%	357,500	218,900
Day Trippers	3%	2%	38,400	17,400
Total Visitation	100%	100%	1,477,100	727,200

Visitor Origins		
	%	
	2022	2023
United States	91.9%	85.8%
Canada	4.5%	8.5%
UK	0.7%	1.0%
Germany	0.9%	2.3%
Other Europe	1.0%	0.7%
Other International	1.0%	1.7%

Visitor Origin Cities		
	%	
	2022	2023
New York City	5%	5%
Atlanta	3%	4%
Chicago	3%	4%
Washington, D.C.	1%	3%
Boston	4%	3%
Minneapolis	3%	3%



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June 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
65.4%	67.0%	+2.6%	\$155.58	\$134.63	-13.5%	\$101.70	\$90.26	-11.2%

June 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
47%	21%	-55.9%	\$237	\$180	-23.8%	\$110	\$37	-66.5%

Bed tax collection

The preliminary resort tax collected for June 2023 was \$2,405,557, a 48.5% decrease over June 2022 preliminary collections of \$4,671,244. Fiscal year-to-date preliminary tourist tax collections are \$30,123,911 a decrease of 46.4% year-over-year.

Airport news

During June 2023, 643,486 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 3% in passenger traffic compared to June 2022. Year-to-date, passenger traffic is down 15.2% from the same period last year.

Sales report

Jill Vance, VCB sales director, reported that the team has attained two and is ahead of pace for four of the six sales goals for FY22-23. She shared highlights of successful third-quarter group media buys and sales activities. The sales team attended a variety of in-person meeting planner and travel trade shows, including HelmsBriscoe Annual Business Conference, Lamont Associate Xchange Summit, Global Travel Marketplace and East Coast Florida Travel Agency Sales Mission. Vance also presented upcoming sales activities for August through September. Charm Evans, global sales manager, presented an update on the international sales activities such as IPW and Visit Florida and Eurowings Discover's Germany Roadshow along with upcoming travel trade events such as the Connect RTO Marketplace, and Visit USA Germany and Switzerland Roadshows.

Visitor Services report

Simone Behr, VCB visitor services director, reported that tourism ambassador volunteers assisted 78,983 visitors during the third quarter of FY23. Additional community support included Tourism Ambassadors helping at FineMark Pro Women's US Tennis and USA Sports Karate championships, as well as various conferences. Visitor Services is collaborating with the Port Authority in providing assistance through the Hidden Disabilities Sunflower Program, a simple tool for individuals to wear the Sunflower lanyard to indicate that they might need additional assistance and understanding when traveling through the airport. Sunflower lanyards can be picked up at our visitor information booths seven days a week. Visitor Services celebrated National Seashell Day with our dolphin and manatee mascots and volunteers handing out shell necklaces to the traveling public at RSW. The team looks forward to hosting the 23rd annual Elaine McLaughlin Outstanding Hospitality Service Awards on August 24th. To RSVP, please visit EAwards.org.



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Communications report

Miriam Dotson, Communications Manager, presented the Savor the Shore advocacy campaign, a combined marketing and communications effort to encourage locals to visit coastal restaurants impacted by Hurricane Ian. The campaign includes print, digital, radio and social media placements. The media's response has been incredibly positive, and we will continue to coordinate for more coverage.

April – June 2023 research report

Joseph St. Germain, DSG, presented an overview of April-June visitor research. Lee County welcomed 727,200 visitors during this time, a decrease of 50.8% compared to 2022, resulting in direct visitor spending exceeding \$683 million. He added that 67% of visitors flew to the Fort Myers area, with one in two flying in through RSW. He reported that the international market is slowly making a comeback, accounting for 14% of visitors during the April through June timeframe, with Canada representing the largest share at 8.5%. He reported that 40% of our visitors were families, and 30% were first time visitors. [Find the full report here.](#)

Sports update

Jeff Mielke, Sports Development director, reported that 40,885 room nights sold in the months April through June 2023 with direct visitor spending of more than \$16.7 million.

New business

- a. The TDC unanimously approved the third quarter FY22/23 budget reports.
- b. The TDC formalized recommendations for BoCC approval of FY23/24 Events Marketing funding, for nine events totaling \$177,950.
- c. The TDC formalized recommendations for BoCC approval of FY23/24 Attractions Marketing funding, for 35 attractions totaling \$599,330.
- d. The TDC unanimously approved canceling the November 9 TDC Meeting. [Find the revised calendar here.](#)

Next TDC meeting

There will be no TDC meeting in September. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 12, 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.