



Report to the Industry

September 14, 2023

July 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
70.2%	66.3%	-5.6%	\$157.95	\$132.37	-16.2%	\$110.96	\$87.78	-20.9%

July 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
52%	28%	-46.1%	\$246	\$182	-26%	\$128	\$51	-60.2%

Bed Tax Collection

The preliminary resort tax collected for July 2023 was \$2,412,072, a 51.1% decrease over July 2022 preliminary collections of \$4,938,192. Fiscal year-to-date preliminary tourist tax collections are \$32,640,962, a decrease of 46.7% year-over-year.

Airport News

During July 2023, 670,818 passengers traveled through Southwest Florida International Airport, a decrease of 0.06% compared to July 2022. Year-to-date, passenger traffic is down 14% compared to the same period last year.

Island Hopper Songwriter Fest

The 10-day music festival featuring performances by some of the country's most talented BMI singer-songwriters kicks off on Captiva Island, Sept. 22-24, then moves to Cape Coral, Sept. 25-26, the shifts to Downtown Fort Myers, Sept. 27-28, and ends on Fort Myers Beach, Sept. 29-Oct.1. Most shows are free, except for a few ticketed experiences. Fans will be able to see 70 singer-songwriters who will perform over 100 shows. Special ticketed events include a [dinner at Gather](#), [ACMA Showcase](#), and a [headlining concert featuring Chris Janson with opening act, Kristian Bush](#). Download the free Island Hopper app on your mobile device or visit IslandHopperFest.com for performance schedules, artist bios, and more.

Next TDC Meeting

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.