



## Report to the Industry

October 12, 2023

### August 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
58.3%	62.4%	+7.1%	\$133.33	\$123.82	-7.1%	\$77.75	\$77.32	-0.6%

### August 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
29%	18%	-39.7%	\$219	\$161	-26.4%	\$63	\$28	-55.7%

### Bed tax collection

The preliminary resort tax collected for August 2023 was \$1,876,067, a 38.4% decrease over August 2022 preliminary collections of \$3,043,772. Fiscal year-to-date preliminary tourist tax collections are \$34,612,306 a decrease of 46.3% year-over-year.

### Airport news

During August 2023, 601,542 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 3.1% in passenger traffic compared to August 2022. Year-to-date, passenger traffic is down 12.9% from the same period last year.

### Sales report

Jill Vance, VCB sales director, reported that the team has attained all 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 the Florida Society of Association Executives Annual Conference, Destination Southeast, and the West Coast Florida Travel Agency Sales Mission. Vance also presented upcoming sales activities for October through December including IMEX America, NTA Travel Exchange and American Express INTERaction. Charm Evans, global sales manager, provided a recap on the sales activities including Air Canada Vacations Showcase, Denmark and Sweden Travel Advisor dinner events and the Scandinavian Fam group. Evans also presented an update on the international sales activities such as the Visit USA UK Roadshow and Brand USA's Travel Week.

### Visitor Services report

Simone Behr, VCB director of visitor services, reported that the Tourism Ambassador volunteers assisted 51,794 visitors during the fourth quarter of FY22-23. In August, Visitor Services hosted the 23<sup>rd</sup> Annual Elaine McLaughlin Outstanding Hospitality Service awards honoring our tourism hospitality heroes at the Westin Cape Coral Resort at Marina Village. On September

19<sup>th</sup>, VCB volunteers celebrated National Talk Like a Pirate Day at RSW by handing out shell necklaces and pirate favors to the traveling public. Visitor Services has recruited a number of new volunteers who are currently in training. Thank you to many of our industry partners who are hosting our volunteers for their fall destination education training.

### **Communications report**

Ray Sarracino, VCB communications director, reported that coverage and unique views per month (UVM) numbers remained strong during the months of July through Sept. 2023. Island Hopper coverage resulted in 1.4 billion unique views, quarterly impressions came in at 2,924,910,997, and year-to-date impressions totaled 5,692,850,400. Aug. through Sept. brought six international journalists and one domestic journalist to the destination to cover tourism-related topics. We received notable coverage during the fourth quarter from the UK Daily Mail, Conde Nast Traveler, and ABC7 morning show Island Hopper Songwriter Fest interviews with Jackie Parker and Miriam Dotson. Upcoming activities include hosting travel journalist Michael Meyers, a domestic journalist familiarization tour (FAM), and a German travel journalist FAM.

### **VCB Annual meeting**

Please join us on Thursday, November 9 from 8-11 a.m. at the Marriott Sanibel Harbour for this year's Annual Meeting. We will share highlights from our new sales and marketing plan along with other fun surprises. Our special guest speaker will be Peter Greenberg, Travel Editor for CBS News. [RSVP by clicking here.](#)

### **Next TDC meeting**

There is no TDC meeting in November due to the annual meeting. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Dec. 14, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.