



Report to the Industry

November 9, 2023

September 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
54.1%	61.5%	+13.6%	\$127.26	\$127.24	0%	\$68.90	\$78.25	+13.6%

September 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
21%	17%	-19.7%	\$177	\$136	-23.2%	\$37	\$23	-38.6%

Bed tax collection

The Lee County Visitor & Convention Bureau (VCB) reported bed tax collections of \$36.6 million for FY23, a decrease of 45.0% when compared to FY22. For the month of September 2023, resort tax collected was \$1,910,880, a 7.7% decrease over September 2022 collections of \$2,069,547.

Airport news

During September 2023, 560,358 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 8.8% in passenger traffic compared to September 2022. Year-to-date, passenger traffic is down 11.6% from the same period last year.

The next TDC meeting will be held on **Thursday, December 14, 2023, at 9:00 a.m.** at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.

To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.