



Report to the Industry

Dec. 14, 2023

July-September 2023 Statistics

During July - September of 2023, the Fort Myers area hosted over 706k visitors who spent an estimated \$584 million while visiting – a 28.1% decrease in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$420 million (72 percent of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy (-5.5% points) and the average daily rate (ADR; -19.9%) resulting in a 27.8% 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	60.8%	64.1%	\$154.76	\$132.67	\$94.14	\$85.04
Condo/Cottage/Vacation Home	51.1%	23.5%	\$221.88	\$165.18	\$113.28	\$38.82
RV Park/Campground	50.3%	54.3%	\$61.89	\$79.20	\$31.11	\$43.10
OVERALL	56.1%	50.6%	\$167.69	\$134.26	\$94.09	\$67.94

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2022	2023	2022	2023
Paid Accommodations	76%	67%	826,200	472,800
Non-Paid Accommodations	22%	31%	265,000	216,300
Day Trippers	2%	2%	22,800	17,600
Total Visitation	100%	100%	1,114,000	706,700

Visitor Origin Regions	%	
	2022	2023
United States	88%	86.7%
Canada	7%	6.8%
UK	<1%	1.0%
Germany	2%	3.0%
Other Europe	2%	1.2%
Other International	1%	1.3%

Visitor Origin Cities	%	
	2022	2023
New York City	4%	9%
Chicago	6%	5%
Cleveland – Akron	6%	5%
Atlanta	6%	4%
Cincinnati	6%	3%
Washington, DC	3%	3%



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October 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
76.8%	62.2%	-19.0%	\$159.02	\$137.86	-13.3%	\$122.06	\$85.70	-29.8%

October 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
19%	22%	17.9%	\$149	\$158	6.0%	\$28	\$35	26.3%

Bed tax collection

The preliminary resort tax collected for October 2023 was \$2,198,594, an 18.3% increase over October 2022 preliminary collections of \$1,859,291. Fiscal year-to-date preliminary tourist tax collections are \$2,251,717 an increase of 8.7% year-over-year.

Airport news

During October 2023, 737,527 passengers traveled through Southwest Florida International Airport (RSW), an increase of 70.5% compared to October 2022. Year-to-date, passenger traffic is down 7.5% from the same period last year.

July-September, 2023 research report

Joseph St. Germain, DSG, presented an overview of July-September visitor research. Lee County welcomed nearly 706k visitors during this time, a decrease of 36.6% compared to 2022, resulting in direct visitor spending of approximately \$584 million. He added that 78% of visitors flew to the Fort Myers area, with two thirds flying in through RSW. He reported that the international market is slowly making a comeback, accounting for 13.3% of visitors during the July through September timeframe, with Canada representing the largest share at 7%. He reported that 60% of our visitors were families, and 33% were first time visitors. [Find the full report here.](#)

Marketing report

Brian Ososky, VCB marketing director, presented a selection of integrated media placements planned for FY24. These include a four-market “blitz” campaign Feb-June in Cincinnati, Detroit, Minneapolis and Grand Rapids, as well as placements in The New York Times, Garden & Gun, AFAR, and Midwest Living/Southern Living. He also shared three new videos – our destination declaration, animated “Sand Dollar Sense” about the value of tourism, and new destination anthem called “Feels Like Home to Me.”

Sports Development update

Jeff Mielke, sports development director, reported that Lee County was able to host two top-tier sporting events in November – the Gulf Coast Showcase at Hertz Arena as well as the Fort Myers Tip-Off at Suncoast Credit Union Arena at FSW. He also shared that 49,662 room nights sold in the months of July through September 2023 with direct visitor spending of nearly \$21.4 million.



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New business

- The TDC approved the fourth quarter FY22/23 budget reports.
- The TDC approved the [2024 meeting dates](#).
- The TDC selected Jay Johnson to serve as vice chairman for 2024.
- The TDC approved the FY24 sales and marketing plan.

2024 TDC meeting dates

Jan. 11 – 9 a.m.	April 11 – 9 a.m.	July – no meeting	Oct. 10 – 9 a.m.
Feb. 8 – 9 a.m.	May 9 – 9 a.m.	Aug. 8 – 9 a.m.	Nov – no meeting
March – no meeting	June 13 – 9 a.m.	Sept. – no meeting	Dec. 12 – 9 a.m.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Jan. 11, 2024** at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.