



## Report to the Industry

Feb. 8, 2024

### October - December 2023 Statistics

During October-December of 2023, the Fort Myers area hosted 806k visitors who spent an estimated \$659 million while visiting – a 26.2% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$494 million (75 percent of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy (+0.9% points) and a decrease in the average daily rate (ADR; -7.9%) resulting in a 6.4% 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	74.6%	64.6%	\$187.87	\$147.26	\$140.15	\$95.13
Condo/Cottage/Vacation Home	21.8%	25.6%	\$175.78	\$205.27	\$38.32	\$52.55
RV Park/Campground	58.6%	80.0%	\$84.28	\$81.74	\$49.39	\$65.39
<b>OVERALL</b>	<b>54.3%</b>	<b>55.2%</b>	<b>\$168.13</b>	<b>\$154.89</b>	<b>\$91.34</b>	<b>\$85.53</b>

### Visitation and Visitor Origins

	Total Visitation			
	%		Visitor Estimates	
	2022	2023	2022	2023
Paid Accommodations	59%	69%	286,900	556,100
Non-Paid Accommodations	38%	29%	184,800	230,500
Day Trippers	3%	2%	14,600	19,400
<b>Total Visitation</b>	<b>100%</b>	<b>100%</b>	<b>486,300</b>	<b>806,000</b>

Visitor Origin Regions	%	
	2022	2023
United States	88.0%	86.8%
Canada	5.8%	6.4%
UK	1.0%	1.3%
Germany	3.2%	3.6%
Other Europe	0.9%	1.0%
Other International	1.1%	0.9%

Visitor Origin Cities	%	
	2022	2023
New York City	4%	5%
Atlanta	3%	4%
Chicago	3%	4%
Detroit	2%	3%
Minneapolis - St. Paul	2%	3%
Philadelphia	3%	3%

### **December 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
72.5%	63.4%	-12.6%	\$184.56	\$156.50	-15.2%	\$133.85	\$99.18	-25.9%

### **December 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
24%	31%	+27.4%	\$215	\$240	+11.7%	\$52	\$74	+41.8%

### **Bed tax collection**

The preliminary resort tax collected for December 2023 was \$3,531,743, a 20.7% increase over December 2022 preliminary collections of \$2,925,882. Fiscal year-to-date preliminary tourist tax collections are \$8,727,799, an increase of 12.3% year-over-year.

### **Airport news**

During December 2023, a record-breaking 1,094,783 passengers traveled through Southwest Florida International Airport, an increase of 27.0% compared to December 2022. The airport finished 2023 with 10,069,839 passengers, which was a 2.6% decrease compared to 2022.

### **October - December visitor tracking report**

Joseph St. Germain, DSG presented Oct. through Dec. 2023 visitor research data. He reported that compared to the same time period in 2022, more visitors travelled to the Fort Myers area, resulting in an increased number of visitor days, thereby boosting direct expenditures by 26.2% and total economic impact by 26.9%. Domestically, 32.1% of visitors came from the Midwest, while the majority of international visitors originated from Canada, accounting for 6.4% followed by Germany with 3.6%. Visitors spent an average of 5.9 nights in the Fort Myers area, with 27% visiting for the first time, and 24% having visited more than 10 times.

### **Marketing update**

Brian Ososky, VCB marketing director provided an update focusing on FYTD performance vs goals for paid media, email, social media, website, paid search, and creative. His update included a look at the new Minnesota Twins equipment truck sponsored wrap, new destination golf video featuring influencer LouLou Gonzalez, and an early look at the new meetings campaign and interactive video.

### **Sports development report**

Jeff Mielke, Sports Development director reported that 65,542 room nights sold in the months of October through December 2023 with direct visitor spending of \$30.7 million. For calendar year 2023, 143 sporting events were held, resulting in a historic 188,291 hotel room nights sold generating a total of \$82 million in direct visitor spending.

### **New business**

Tamara Pigott, VCB executive director, presented first quarter budget reports for the VCB and Sports Development, which were approved unanimously.

### **Next TDC meeting**

There will be no TDC meeting in March. The next TDC meeting is scheduled for at **9 a.m., Thursday, April 11**, at the Lee County Administration East Building, 2201 Second St., Room 118, Fort Myers. To view a complete tax collections report, visit [www.LeeVCB.com](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.

