



## Report to the Industry

June 13, 2024

### April STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
74.2%	68.1%	-8.2%	\$168.94	\$174.19	3.1%	\$125.44	\$118.69	-5.4%

### April Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
29%	38%	31.8%	\$213	\$253	18.4%	\$61	\$96	56.5%

### Bed tax collection

The preliminary resort tax collected for April 2024 was \$3,591,315 a 20.8% increase over April 2023 preliminary collections of \$2,974,092. Fiscal year-to-date preliminary tourist tax collections are \$31,156,735 an increase of 23.2% year-over-year.

### Airport news

During April 2024, 1,133,256 passengers traveled through Southwest Florida International Airport, an increase of 15.5% compared to April 2023. Year-to-date, passenger traffic is up 22.9% from the same period last year.

### Marketing update

Brian Ososky, VCB Marketing Director, presented the first portion of the marketing report that included updates on the neighborhood mural program and Savor the Shore summer advocacy effort (June 24-Aug 11), as well as a preview of the 10<sup>th</sup> anniversary of Island Hopper Songwriter Fest (Sept. 20-29). Lesley-Ann Thompson, VCB Manager of Brand Strategy & Campaigns, then presented highlights from the destination's summer marketing effort, including participation in Expedia's "No Days Left Behind" brand campaign and VISIT FLORIDA'S "One Fun Day" YouTube series. All totaled, paid media for summer will yield just under 200 million impressions.

### Next TDC meeting

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Aug. 8, 2024**, 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.