

Report to the Industry

October 8, 2020

August STR summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
55.1%	42.9%	-22.1%	\$115.68	\$122.95	+6.3%	\$63.73	\$52.74	-17.3%

Bed tax collection

The preliminary resort tax collected for August 2020 was \$1,977,445, a 8.6% increase over August 2019 preliminary collections of \$1,821,441. Fiscal year-to-date preliminary tourist tax collections are \$36,387,676, a decrease of 11.5% year-over-year.

Airport news

During August 2020, 231,283 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 56.1% in passenger traffic compared to August 2019. Year-to-date, passenger traffic is down 42% from the same period last year.

Marketing update

Brian Ososky, VCB marketing director, reviewed market indicators and reported that we are in the third “Set” phase of recovery efforts. He reviewed the current brand campaign and shared several examples of integrated media placements. He announced that the new co-op advertising portal will go live later this month and programs for Jan-Sept. (Q2-4), will be rolled out Nov. 5 with an on-sale date of Nov. 19. Additionally, the VCB’s virtual Tourism Outlook will take place on Oct. 29 in place of this year’s annual meeting. [Click here to view the marketing presentation.](#)

New business

The TDC approved sending a letter in support of Cayo Costa State Park’s Dark Sky Designation.

Next TDC meeting

The next TDC meeting is at 9 a.m. Thursday, Nov. 12, 2020. The meeting will be held in Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.