

Report to the Industry

June 11, 2020

April STR Summary

| Average Occupancy Rate | | | Average Daily Rate | | | RevPAR | | |
|------------------------|-------|----------|--------------------|---------|----------|----------|---------|----------|
| 2019 | 2020 | % Change | 2019 | 2020 | % Change | 2019 | 2020 | % Change |
| 75.4% | 18.1% | -75.9% | \$181.00 | \$77.36 | -57.3% | \$136.44 | \$14.04 | -89.7% |

Bed Tax Collection

The preliminary resort tax collected for April 2020 was \$442,344, an 88.6% decrease over April 2019 preliminary collections of \$3,886,845. Fiscal year-to-date preliminary tourist tax collections are \$28,125,715, a decrease of 8.2% year-over-year.

Airport News

During April 2020, 53,379 passengers traveled through Southwest Florida International Airport, a decrease 95.2% compared to April 2019. Year-to-date, passenger traffic is down 30.9% from the same period last year.

First Wave of Recovery Co-Ops – Deadline Extended

Throughout recovery, the Lee County Visitor & Convention Bureau (VCB) continues to offer opportunities to leverage your marketing efforts through our Co-Op Advertising Program. However, we are approaching things a little differently for the remainder of this fiscal year and into 2021.

Recovery “Ready” Phase includes July-September intent and conversion tactics that are available for purchase through the co-op portal right now:

- “Fall Recovery” Digital Media
- Social Media
- VCB Monthly Emails
- Featured Listings

[Click here to access the online Co-Op Portal](#)

In order to begin deploying co-op media in July, it is important that you place your orders and submit materials **as soon as possible**. All orders will be considered in a first-come, first-served basis. If you have any questions related to the Co-op Advertising Program specifically, please reach out to Elizabeth Escribano at eescribano@mmgy.com.

COVID-19 Resources for Recovery

As Lee County and Florida adopt Gov. Ron DeSantis’ Executive Order for Phase 2 reopening, there is a lot of new information to manage. The VCB wants to make sure you have the latest news, resources and best practices to help you navigate the days and weeks ahead. [Please click here](#) to view “COVID-19 Resources for Recovery” the VCB’s new weekly newsletter providing industry partners updates and resources. A full library of the VCB’s COVID-19 action alerts can be found [by clicking here](#).

COVID-19 Industry Partner Webinar on June 12

Watch our second “Road to Recovery” webinar that aired on Friday, June 12, as we keep the lines of communication open between the VCB and our industry partners. [Please click here to watch](#).

Additional Helpful Links

[Centers for Disease Control](#)

[Florida Department of Health](#) and [COVID-19 Dashboard](#)

Next TDC Meeting

There is no TDC meeting scheduled for July. The next TDC meeting is scheduled for 9 a.m. **Thursday, Aug. 13, 2020** at the Lee County Admin East building, Conference Room 118, 2201 Second St., Fort Myers, however this is **subject to change**. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Executive Director Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.