

Report to the Industry

Jan. 14, 2021

November STR summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
68.9%	47.2%	-31.5%	\$127.18	\$119.22	-6.3%	\$87.69	\$56.31	-35.8%

Bed tax collection

The preliminary resort tax collected for November 2020 was \$2,323,951, a 14% decrease over November 2019 preliminary collections of \$2,701,208. Fiscal year-to-date preliminary tourist tax collections are \$4,606,817, a decrease of 7.5% year-over-year.

Airport news

During November 2020, 500,468 passengers traveled through Southwest Florida International Airport, a decrease of 42.9% compared to November 2019. Year-to-date, passenger traffic is down 41.7% from the same period last year.

Domestic sales report

Jill Vance, VCB director of sales, reported that her team is ahead of pace to achieve four of the seven sales goals for fiscal year 2020-21. She shared highlights of first-quarter group media and sales activities, travel trade and weddings markets, including hosting a successful virtual meeting planner FAM for the Southeast region (drive market). Vance also presented upcoming sales activities for February, including several virtual meeting planner appointment shows and a virtual weddings expo.

International sales report

Stefanie Zinke, VCB international sales manager, reported that the first quarter focused on two goals for the international markets: increase total agents trained and grow followers and engagements on the Germany Facebook page. With more than 4,900 agents trained across all markets, 1,000+ certified users on the online learning academy in the UK, and an above average engagement ratio on Facebook, the team accomplished all set goals for the UK, Germany and Canada.

Communications report

Francesca Donlan, VCB director of communications, presented media coverage over the first quarter. Positive press from visiting journalists and coverage from national and international media generated more than a billion impressions, almost half of the yearly goal. Of note, both PBS's "Samantha Brown's Places to Love" and Southern Living shot on location in November and this week, respectively. Staff will continue to host journalists who are willing to travel and share stories of the destination.

ArtFest Fort Myers update

Sharon McAllister, ArtFest Fort Myers executive director, gave an update on how TDC event marketing funds were used to promote the annual event's COVID-19 safety measures and new hybrid format.

New business

Nancy MacPhee, VCB product development manager, presented an overview and timeline of needs for the FY2021-22 Attractions & Events Marketing Subcommittee. Council members Lapi, DePasquale and Waichulis volunteered to serve on the subcommittee. Subcommittee members will be formalized at the February TDC meeting as a quorum was not present.

Next TDC meeting

The next TDC meeting is scheduled for at 9 a.m., Thursday, Feb. 11, 2021 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.