

## Report to the Industry

*April 8, 2021*

### **February STR summary**

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
88.6%	69%	-22.1%	\$230.64	\$188.51	-18.3%	\$204.32	\$130.08	-36.3%

### **February Key Data summary**

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
86%	76%	-11.6%	\$284	\$287	+1.1%	\$244	\$219	-10.2%

### **Bed tax collection**

The preliminary resort tax collected for February 2021 was \$5,582,292, an 18.9% decrease over February 2020 preliminary collections of \$6,879,812. Fiscal year-to-date preliminary tourist tax collections are \$19,596,412, an 11.7% decrease year-over-year.

### **Airport news**

During February 2021, 725,735 passengers traveled through Southwest Florida International Airport, a decrease of 41.5% compared to February 2020. Year-to-date, passenger traffic is down 40.5% from the same period last year.

### **Domestic sales update**

Jill Vance, VCB sales director, reported that her team has either attained or is ahead of pace to achieve four of the seven sales goals for fiscal year 2020-21. She reported that in March 2021, the group sales team had sourced the most RFP's since February 2020 and is hopeful recovery of the meetings market is underway. She shared highlights of second quarter group media and sales activities, travel trade and weddings markets, including hosting a successful virtual FAM for the faith-based planner market (drive market). Vance also presented upcoming sales activities for April and May, including several virtual meeting planner appointment shows and virtual travel agent sales missions. Vance added that she was also interviewed for a Meetings Today podcast on health and wellness in the destination which can be found on the Meetings Today podcast app.

### **International sales update**

Stefanie Zinke, VCB international tourism sales manager, reported that the VCB's international teams attended 12 key shows and events virtually in the second quarter, meeting with over 100 trade partners in our core markets. The quarterly focus remained on training the travel trade audience and engaging with travel agents in special events hosted by the VCB for hotel partners. Further, the launch of The Beaches of Fort Myers and Sanibel's own Facebook page in Canada will allow us to target and provide custom content to Canadian travelers moving forward.

### **Visitor Services update**

Simone Behr, VCB director of visitor services, reported that the Tourism Ambassador volunteer program was re-opened in February after an 11 month hiatus. During the first quarter 2021, the volunteers assisted

25,470 visitors. Visitor Services will be hosting a Team Tourism workshop on June 24 entitled “The Business of Accessible Travel, Opportunities and Benefits.” The workshop will be held by renowned travel writer and advocate, John Morris of [wheelchairtravel.org](http://wheelchairtravel.org). This year’s Elaine McLaughlin Outstanding Hospitality Service awards will be held on Aug. 26.

### **Communications update**

Francesca Donlan, VCB communications director, presented an overview of communication’s second quarter activities including, the destination being featured on the cover of Southern Living’s April issue and the destination’s feature in Samantha Brown’s “Places to Love” airing on WGPU on April 24. She also reported on upcoming activities including a, week-long National Travel and Tourism Week campaign May 2-8 and the destination’s TV feature in Raw Travel’s eighth season on “Side Tripping the USA” airing May 22-23 and July 31-Aug. 1.

### **Beach & Shoreline update**

Nancy MacPhee, VCB product development manager, provided an update on previously funded beach & shoreline projects. She also shared the documentation needed for the TDC to complete their review of fiscal year 2021-22 project funding. There are 25 eligible requests totaling \$10,733,410. The TDC will conduct the annual Beach & Shoreline workshop at 2 p.m. on April 22. To view requests and documentation related to the review workshop [click here](#).

### **Next TDC meeting**

The next TDC meeting is scheduled for at **9 a.m., Thursday, May 13, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.