

Report to the Industry

December 10, 2020

October STR summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
61.3%	50.5%	-17.6%	\$115.39	\$116.04	+0.6%	\$70.70	\$58.56	-17.2%

Bed tax collection

The preliminary resort tax collected for October 2020 was \$2,167,203, a 3.9% increase over October 2019 preliminary collections of \$2,086,449. Fiscal year-to-date preliminary tourist tax collections are \$2,203,862, an increase of 2.6% year-over-year.

Airport news

During October 2020, 417,305 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 34.7% compared to October 2019. Year-to-date, passenger traffic is down 41.6% from the same period last year.

Consumer sentiment study update

Joseph St. Germain, DSG, reviewed wave 7 data of the consumer sentiment study to determine the impact of COVID-19 on consumers' feelings about travel and travel-related advertising. Overall, consumer confidence in all activities is unchanged from what it was in October. In December, fewer consumers feel it is safe to vacation, yet more have traveled. Over half of consumers feel it is safe to vacation again and those who do not feel safe traveling continue to rely on availability of a viable vaccine to determine when it is safe to travel again.

Marketing report

Brian Ososky, VCB marketing director, presented an overview of FY20-21 paid media strategies and how the VCB is approaching placements designed to impact winter/peak season travel.

New business

- The TDC selected Robert Wells III to serve as vice chairman for 2021.
- The TDC approved the 2021 meeting dates.
- The TDC recommended the Lynn Hall Restroom Remodel Project request in the amount of \$75,000 be presented at an upcoming BoCC meeting for approval.

2021 TDC meeting dates

Jan. 14 – 9 a.m.	April 8 – 2 p.m.	July – no meeting	Oct. 14 – 9 a.m.
Feb. 11 – 9 a.m.	May 13 – 9 a.m.	Aug. 12 – 2 p.m.	Nov. 10 – 9 a.m.
March 11 – 9 a.m.	June 10 – 2 p.m.	Sept. – no meeting	Dec. 9 – 9 a.m.

Next TDC meeting

The next TDC meeting is scheduled for at 9 a.m., Thursday, Jan. 14, 2021 at the Lee County Administration East building, Room 118, 2201 Second St., 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.