



## Report to the Industry

*Jan. 13, 2022*

### November 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
46.7%	71.8%	+53.9%	\$119.73	\$151.11	+26.2%	\$55.88	\$108.51	+94.2%

### November 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
36%	49%	+36.1%	\$179	\$194	+9.0%	\$65	\$95	+48.4%

### Bed tax collection

The preliminary resort tax collected for November 2021 was \$3,999,301, a 72.1% increase over November 2020 preliminary collections of \$2,323,951. Fiscal year-to-date preliminary tourist tax collections are \$7,431,391, an increase of 61.3% year-over-year.

### Airport news

During November 2021, 986,908 passengers traveled through Southwest Florida International Airport, an increase of 97.2% compared to November 2021. Year-to-date, passenger traffic is up 73.3% from the same period last year.

### The newest graduates of Guests First recognized

Jason Glasscock, VCB Guests First trainer, awarded certificates to the newest certified guest service professionals (CGSPs), bringing the total to 994 CGSP graduates.

### Sales report

Jill Vance, VCB sales director, reported that the team is ahead of pace on four of the seven sales goals for FY21-22. She shared highlights of successful first quarter group media and sales activities. The team executed a successful bridal interstitial ad with Aki Weddings and attended a variety of in-person meeting planner trade shows including IMEX America that was attended by over 3,400 meeting planners. Vance also presented upcoming sales activities for January through March, comprised of in-person meeting planner appointments, consumer and travel advisor trade shows, along with trade shows for the motor coach and SMERF markets. Vance also gave an international sales update, adding that VCB Executive Director Tamara Pigott had 38 appointments at Brand USA Travel Week in the UK with top tour operators. International restrictions have changed again and Vance gave an update on what is needed for visitors to travel to the US.

### **Visitor Services report**

Simone Behr, VCB visitor services director, reported that our tourism ambassador volunteers assisted 61,605 visitors during the first quarter of FY21-22. Highlights during the fall months included tourism ambassadors assisting at Roy Hobbs World Series, Fort Myers Tip-Off and greeting United Airlines' inaugural flights from San Francisco and Los Angeles, as well as attending 12 destination education training sessions. Visitor services looks forward to hosting the 32<sup>nd</sup> Annual Volunteer Tourism Ambassador Appreciation Luncheon on April 6.

### **PR/Communications report**

Jackie Parker, VCB communications manager, presented an overview of the PR team's first quarter activities, including overall impressions, top-tier and local coverage. Top projects included Midwest Travel Journalists Association's fall conference, Gift from the Sea Writer's Retreat & Community Celebration and hosting two international journalists. Also of note, the team's Shellcast podcast was honored with a Silver Flagler Award at Governor's Conference on Tourism last September. She also reported on upcoming activities, including press trips with writers for LA Travel Magazine and OC Travel Magazine, Feb. 14-18, and spring training. The team will be also attending Travel & Adventure Shows in Boston, Los Angeles, New York and Atlanta.

### **Lee County United Way Update**

Tony Lapi, TDC member, and Jeannine Joy, President and CEO, United Way of Lee, Hendry, and Glades Counties presented on United Way resources and the importance of employee campaigns.

### **Next TDC meeting**

The next TDC meeting is scheduled for at **9 a.m., Thursday, Feb. 10, 2022** 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.