



Report to the Industry

July 11, 2024

May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
69.0%	61.4%	-11.0%	\$143.77	\$148.84	3.5%	\$99.13	\$91.32	-7.9%

May Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
22%	28%	26.6%	\$165	\$211	28.1%	\$36	\$59	62.4%

Bed Tax Collection

The preliminary resort tax collected for May 2024 was \$2,798,053, a 23.30% increase from May 2023 preliminary collections of \$2,269,328. Fiscal year-to-date preliminary tourist tax collections are \$34,053,016 an increase of 23.22% year-over-year.

Airport News

During May 2024, 843,270 passengers traveled through Southwest Florida International Airport, an increase of 10.9% compared to May 2023 and the second-best May in the 41-year history of the airport. Year-to-date, passenger traffic is up 21.0% compared to the same period last year.

E Awards

The 2024 E Awards will be held on Friday, August 23 at The Caloosa Sound Convention Center. Have you experienced unbelievable customer service in Lee County? Show your appreciation by nominating that customer service professional for an E Award [using this link](#). The nomination deadline is July 12, 2024.

Hurricane Preparedness

Find important information and useful links on the Hurricane Preparedness page of our industry partner website here: <https://www.leevcb.com/hurricane-info>.

Next TDC Meeting

The next TDC meeting will be held at **9 a.m. Thursday, Aug. 8, 2024**, at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.