



Report to the Industry

September 12, 2024

July STR Summary

| Average Occupancy Rate | | | Average Daily Rate | | | RevPAR | | |
|------------------------|-------|----------|--------------------|----------|----------|---------|---------|----------|
| 2023 | 2024 | % Change | 2023 | 2024 | % Change | 2023 | 2024 | % Change |
| 67.1% | 61.2% | -8.8% | \$131.02 | \$136.22 | 4.0% | \$87.89 | \$83.34 | -5.2% |

July 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 |
| 32% | 38% | 19.6% | \$196 | \$240 | 21.9% | \$62 | \$91 | 44.8% |

Bed Tax Collection

The preliminary resort tax collected for July 2024 was \$2,870,515, a 19.01% increase from July 2023 preliminary collections of \$2,412,072. Fiscal year-to-date preliminary tourist tax collections are \$40,012,198 an increase of 22.58% year-over-year.

Airport News

During July 2024, 677,137 passengers traveled through Southwest Florida International Airport, an increase of 0.9% compared to July 2023 and the second-best July in the 42-year history of the airport. Year-to-date, passenger traffic is up 17.5% compared to the same period last year.

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, Oct. 10, 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.