



Report to the Industry

May 9, 2024

January - March 2024 Statistics

During January-March of 2024, the Fort Myers area hosted 828k visitors who spent an estimated \$1.048 billion while visiting – a 26.9% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$763 million (73 percent of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy (+7.3%) and in average daily rate (ADR; +2.9%) resulting in a 10.4% increase in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	81.1%	77.3%	\$236.91	\$223.88	\$192.22	\$173.06
Hotel/Motel/Resort/B&B	39.8%	58.7%	\$254.50	\$294.70	\$101.29	\$172.99
Condo/Cottage/Vacation Home	78.9%	91.9%	\$89.64	\$92.77	\$70.73	\$85.26
RV Park/Campground	69.0%	74.0%	\$218.31	\$224.56	\$150.55	\$166.13
OVERALL	81.1%	77.3%	\$236.91	\$223.88	\$192.22	\$173.06

Visitation and Visitor Origins

	Total Visitation			
	%		Visitor Estimates	
	2023	2024	2023	2024
Paid Accommodations	64%	67%	425,500	554,100
Non-Paid Accommodations	35%	32%	232,100	265,900
Day Trippers	1%	1%	9,300	8,300
Total Visitation	100%	100%	666,900	828,300

Visitor Origin Regions	%	
	2023	2024
United States	92.6%	91.3%
Canada	4.6%	5.5%
UK	0.5%	0.9%
Germany	0.6%	0.5%
Other Europe	0.5%	0.6%
Other International	1.2%	1.2%

Visitor Origin Cities	%	
	2023	2024
Minneapolis - St. Paul	6%	8%
New York	4%	4%
Boston	4%	4%
Detroit	4%	4%
Chicago	4%	3%
Philadelphia	2%	3%

March STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
80.3%	78.3%	-2.5%	\$245.76	\$245.57	-0.1%	\$197.32	\$192.33	-2.5%

March 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
46%	67%	44.2%	\$282	\$320	13.7%	\$130	\$214	64.3%

Bed tax collection

The preliminary resort tax collected for March 2024 was \$7,702,318 a 34.5% increase over March 2023 preliminary collections of \$5,728,042. Fiscal year-to-date preliminary tourist tax collections are \$27,370,309 an increase of 23.3% year-over-year.

Airport news

During March 2024, 1,509,777 passengers traveled through Southwest Florida International Airport (RSW), an increase of 29.4% compared to March 2023. Year-to-date, passenger traffic is up 25.3% from the same period last year.

January – March research report

Joseph St. Germain, Downs & St. Germain Research, offered a tourism snapshot of calendar year 2023 as well as January through March 2024. In calendar year 2023, Lee County attracted nearly 3 million visitors, resulting in direct visitor spending of \$2.9 billion. From January to March 2024, Lee County welcomed 828,300 visitors, an increase of 24.2% compared to 2023, resulting in direct visitor spending over \$1 billion. Sixty-six percent of visitors flew to the Fort Myers area, with one in two flying in through RSW. The international market accounted for 8.3% of visitors during the January through March timeframe, with Canada representing the largest share at 5.5%. [See the full report here.](#)

Sports development report

Jeff Mielke, Sports Development director, reported that 32,909 room nights sold in the months of January through March 2024 resulting in visitor spending of \$13.9 million. Mielke also reported that the Boston Red Sox and Minnesota Twins finished in the top four for total spring training attendance. Out of all 15 Grapefruit League teams, the Red Sox came in third with 129,801 total attendance and the Twins came in fourth with 115,882 in attendance.

New Business

The Tourist Development Council (TDC) unanimously approved the FY24 2nd quarter budget reports.

TDC approves FY2024-25 funding for Beach & Shoreline projects

After making legislative findings for 11 projects, the TDC unanimously approved funding recommendations totaling \$11,785,362 for 15 projects throughout Lee County. They also recommended the Board of County Commissioners consider funding 3 projects totaling \$944,751 from tourist development tax reserves. These projects will be considered for final approval by the Board of County Commissioners as part of the FY2024-25 budget.

Next TDC meeting

The next TDC meeting will be held at **9 a.m. Thursday, June 13, 2024**, at the Lee County Admin 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.