Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

Jan - Mar 2025

Visitor Tracking, Occupancy & Economic Impact Study

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

downs & st. germain RESEARCH

Introduction

STUDY OBJECTIVES: MAP THE VISITOR JOURNEY

Pre-Visit

- Planning cycle
- Planning sources
- Information requests
- Other destinations considered
- Trip influencers
- Reasons for visiting
- Exposure to promotions
- Booking
- Mode of transportation

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

- Accommodations
- Length of stay
- Number of times in destination
- Activities in destination
- Attractions visited
- Area stayed

Post-Trip Evaluation

- Likelihood of recommending
- Likelihood of returning
- Satisfaction with overall stay & customer service
- Evaluation of destination attributes
- Visitor concerns
- Painting a picture for others

Economic Impact on Destination

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR
- Jobs, wages and taxes supported by tourism

Executive Summary

QUARTERLY SNAPSHOT

Jan - Mar 2025

- **Visitation** was **down 5.6%** and **room nights** were **up 5.0%.**
  - The large disparity between the year-over-year performance of visitation versus room nights is due to a significant increase in the mean visitor **Length of Stay** (**up 11.5%**).
- **Direct Spending** was **up 7.1%** and **Total Economic Impact of Tourism** was **up 6.9%**, when compared to Jan-Mar 2024.
- **International Visitation** to the area **decreased 9.9%** compared to the same period last year and accounted for **8.3%** of **All Visitation.**
- As the recovery process continues, **Visitor Satisfaction Metrics** in general are **trending higher.**

73.2%	$235.77	$172.61
OCCUPANCY RATE	**AVERAGE DAILY RATE**	**REVENUE PER ROOM**
↓ 1.0% from 2024	↑ 5.0% from 2024	↑ 3.9% from 2024

VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION

Pre-Visit

Travel Party Profile

Trip Experience

Post-Trip Evaluation

Economic Impact on Destination

TOURISM SNAPSHOT: KEY METRICS JAN-MAR 2024 VS. 2025

Visitor & Lodging Statistics	Jan - Mar 2024[3]	Jan - Mar 2025	% Change '24-'25
Visitors	828,300	782,000	- 5.6%
Visitor Days	5,880,900	6,193,400	+ 5.3%
Room Nights	1,411,300	1,482,100	+ 5.0%
Direct Expenditures[1]	$1,047,587,600	$1,121,810,900	+ 7.1%
Total Economic Impact[2]	$1,624,269,100	$1,736,348,000	+ 6.9%

[1] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
[3]Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

TOURISM SNAPSHOT: KEY METRICS FISCAL YEAR-TO-DATE

Visitor & Lodging Statistics	FYTD 2024[3]	FYTD 2025	% Change '24-'25
Visitors	1,634,300	1,649,200	+ 0.9%
Visitor Days	10,596,000	11,604,700	+ 9.5%
Room Nights	2,427,700	2,560,800	+ 5.5%
Direct Expenditures[1]	$1,706,221,400	$1,801,582,700	+ 5.6%
Total Economic Impact[2]	$2,678,741,800	$2,819,224,500	+ 5.2%

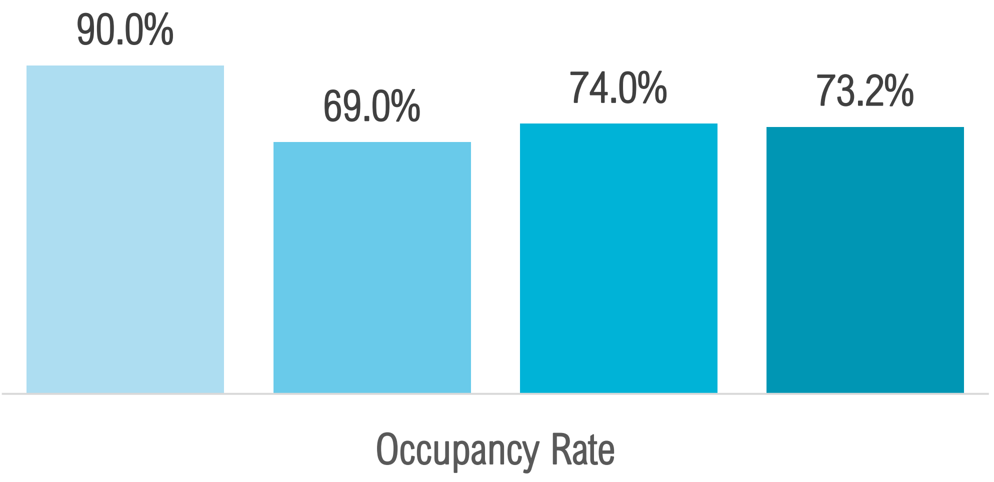
[1] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
[3]Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

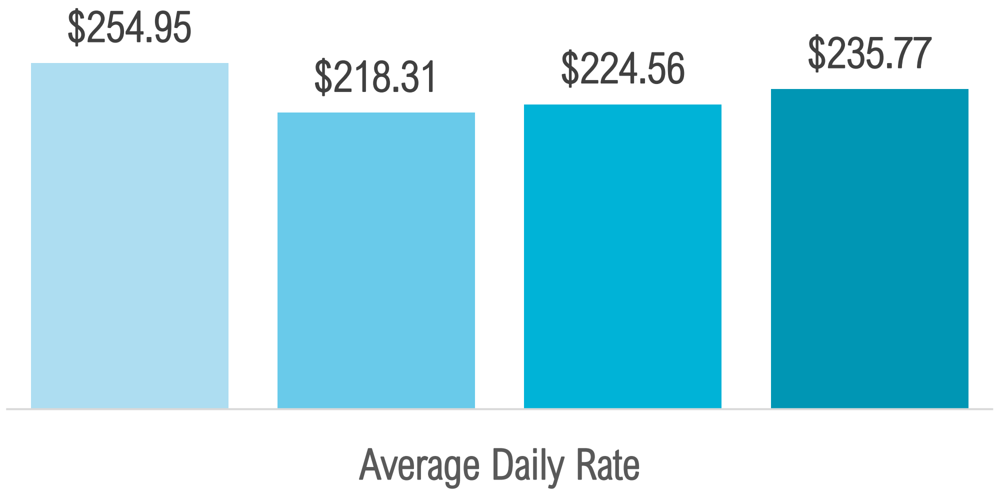
JAN-MAR LODGING STATISTICS[1]

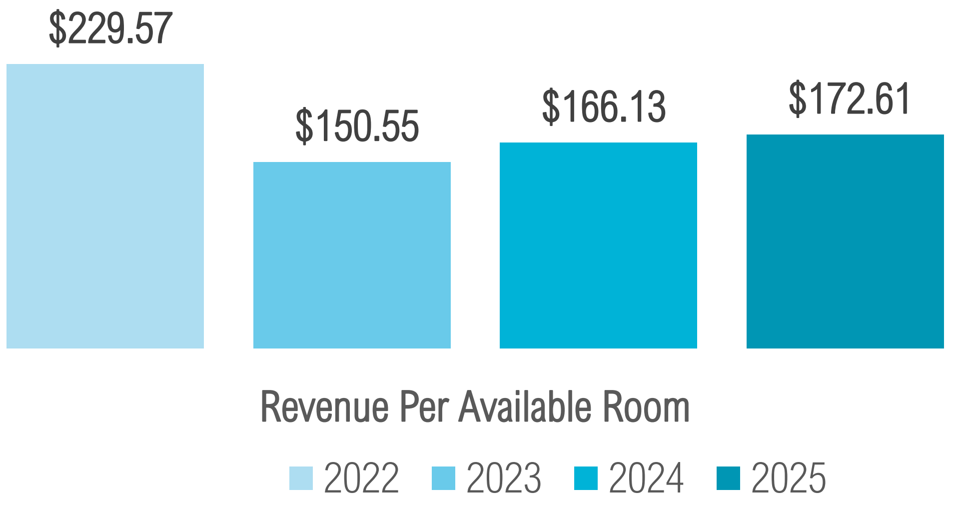
73.2%	$224.56	$166.13
Occupancy	ADR	RevPAR
↓ 1.0%	↑ 5.0%	↑ 3.9%
From 2024	From 2024	From 2024

[1] Sources: STR, KeyData, & DSG Occupancy Study

JAN-MAR 2022-2025 OVERALL LODGING METRICS[1,2]

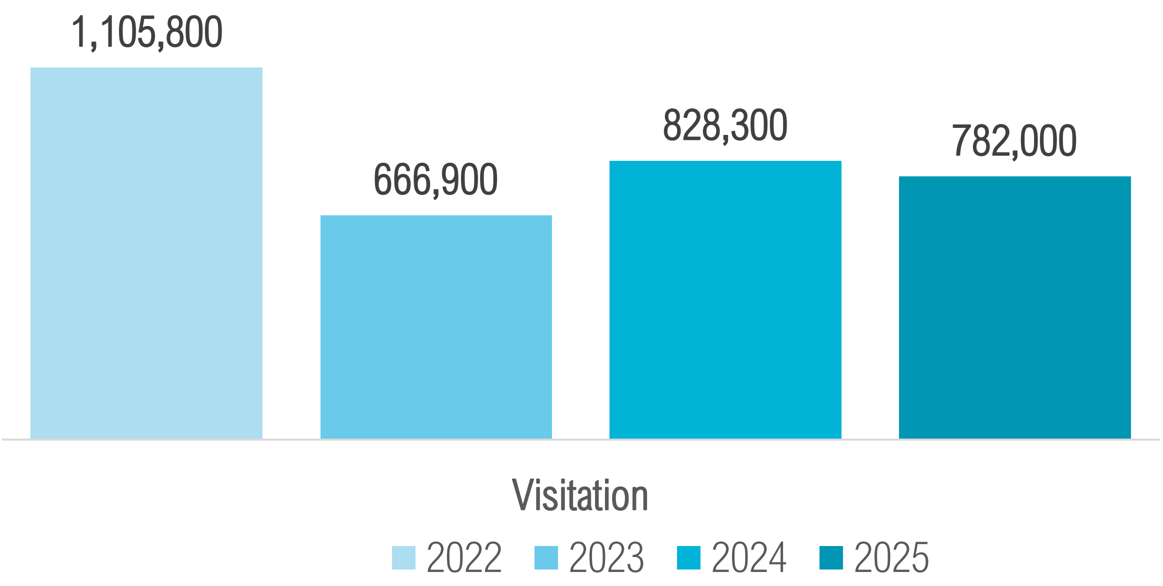


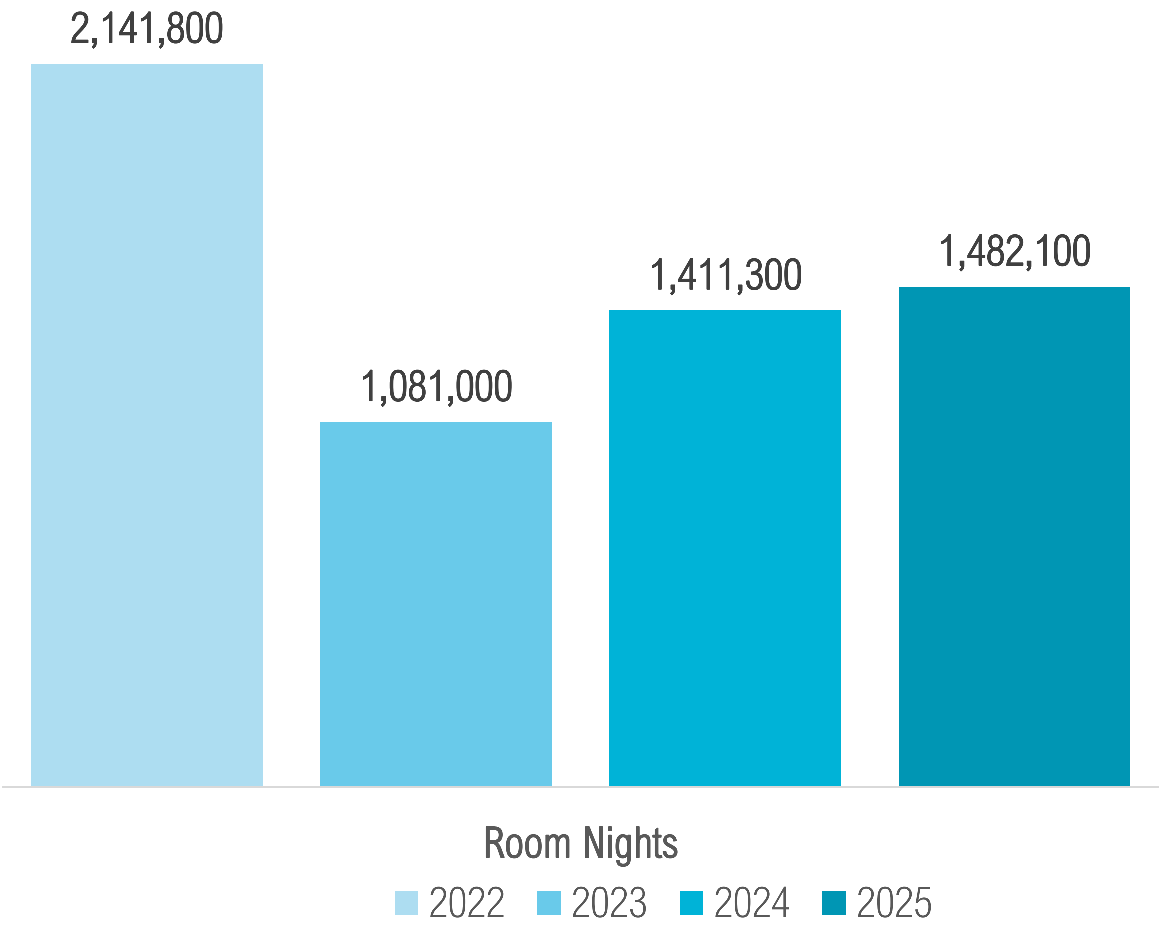




[1] Sources: STR, KeyData, & DSG Occupancy Study

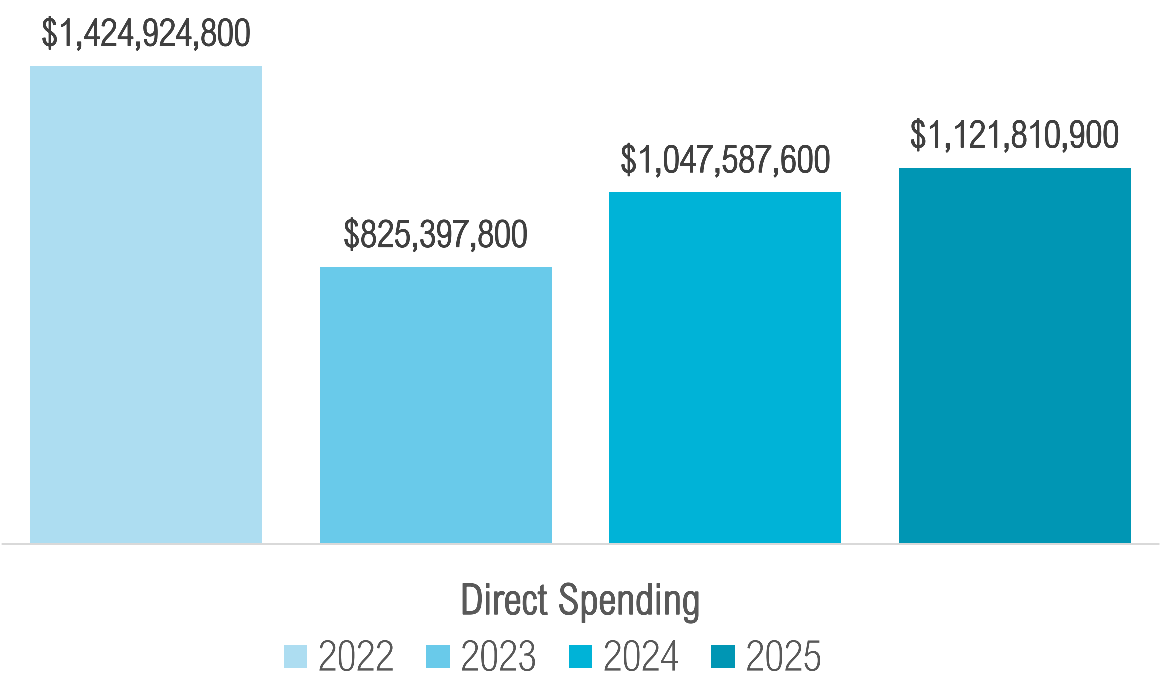
JAN-MAR 2022-2025 VISITATION & ROOM NIGHTS[1,2]

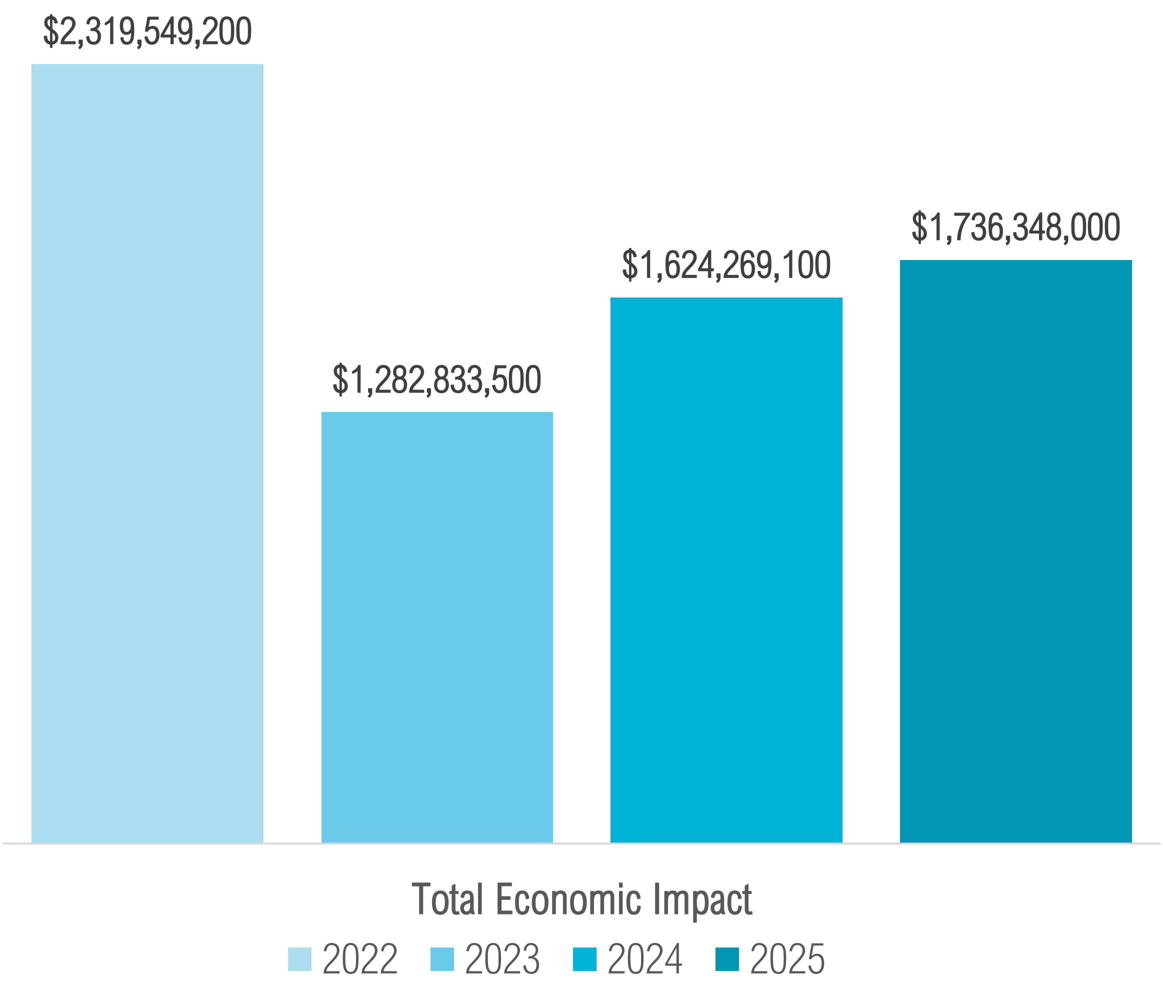




[1] Sources: STR, KeyData, & DSG Occupancy Study

JAN-MAR 2022-2025 SPENDING & ECONOMIC IMPACT[1,2]





[1] Sources: STR, KeyData, & DSG Occupancy Study

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VISITOR JOURNEY: PRE-VISIT

Pre-Visit → Travel Party Profile → Trip Experience → Post-Trip Evaluation → Economic Impact on Destination

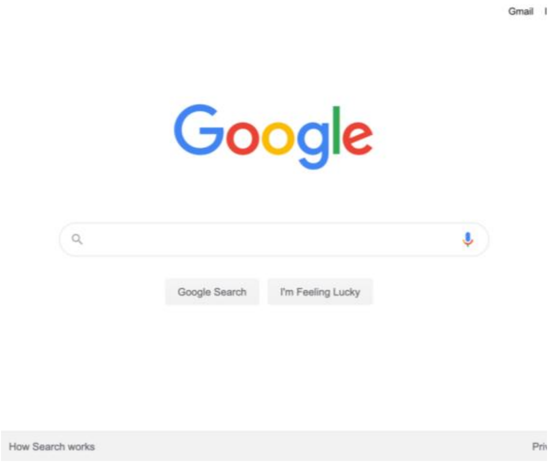
TRIP PLANNING

- The average trip planning cycle lasted 71 days
- 26% of visitors considered choosing other destinations when planning their trips

TRIP PLANNING: WEBSITES/APPS USED

- 7 in 10 visitors used websites and apps to plan their trips to the Fort Myers area
- Top websites and apps used to plan their trips include[1]:

27% Airline Websites/Apps



24% Search Engines

22% Airbnb, Vrbo, etc.

15% Hotel websites/apps

[1]Multiple responses permitted.

TOP TRIP INFLUENCES

- Visitors were heavily influenced by the following when choosing where to vacation[1]:

90% Warm weather

86% Peaceful/relaxing

81% A safe destination

[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

TOP REASONS FOR VISITING

- Visitors' top reasons for visiting the Fort Myers area include[1]:

45% Relax & Unwind

30% Beach

30% Visiting Friends & Relatives

[1]Three responses permitted.

PROMOTION RECALL

- Nearly 2 in 5 visitors recalled promotions in the past 6 months for the Fort Myers area
- 17% of all visitors were influenced to come to the Fort Myers area by these promotions
- Top sources of recall include[1]:

44% Social media

41% Internet

20% Television

19% Traveler reviews, blogs

[1]Multiple responses permitted.

BOOKING

- Visitors used the following to **book their trips**:

43% Directly with hotel/condo

18% Airbnb

17% Online travel agency

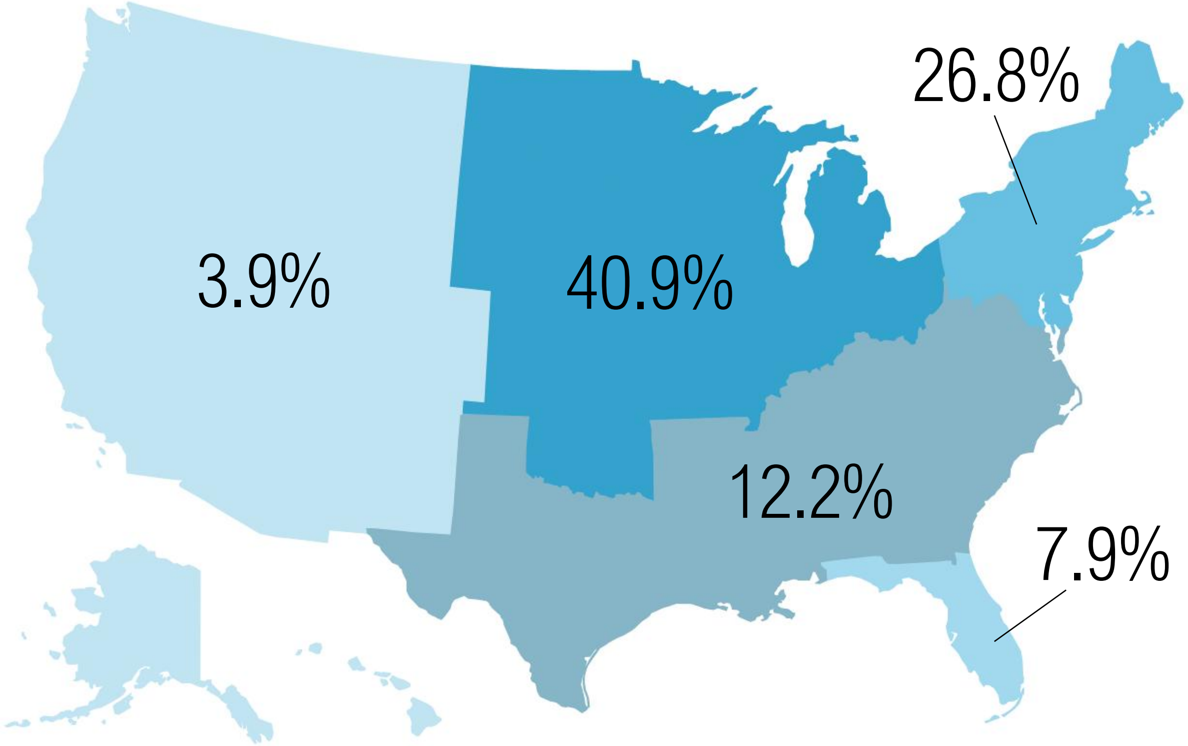
12% Vrbo

TRANSPORTATION

- **67%** of visitors **flew** to the Fort Myers area
- **57%** of all visitors traveled to the Fort Myers area via **RSW**

VISITOR JOURNEY: TRAVEL PARTY PROFILE

ORIGIN REGION[1]



US = 91.7%

Canada – 5.0%

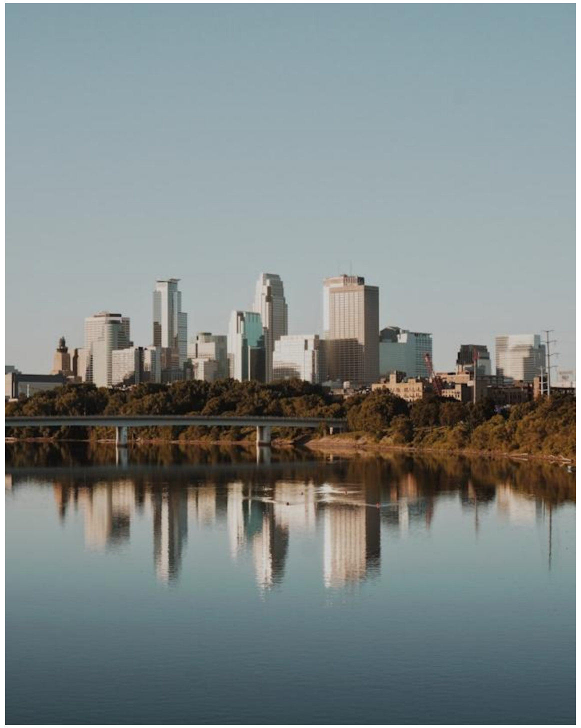
Germany – 1.3%

2.0% Other International Markets

(United Kingdom, Other Europe, & Other International)

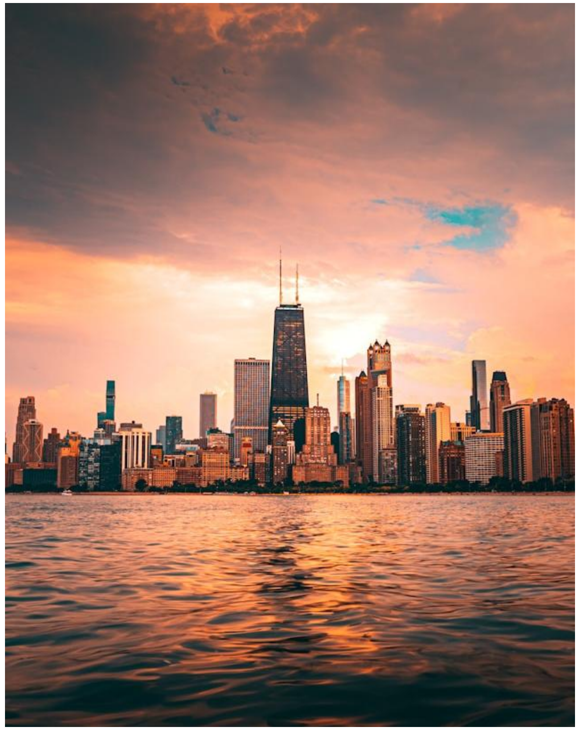
[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers. Based on data from the Visitor Tracking Study.

TOP ORIGIN MARKETS[1]



7% Minneapolis – Saint Paul

7% Boston



6% Chicago

5% New York

[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers. Based on data from the Visitor Tracking Study.

TRAVEL PARTY SIZE AND COMPOSITION

- Visitors traveled in a party composed of 2.6 people[1]
- 24% traveled with children
- Over 2 in 5 visitors traveled as a couple, and nearly 1 in 3 visitors traveled as a family

[1]Sources: Occupancy Study and Visitor Tracking Study

DEMOGRAPHIC PROFILE[1]

Jan – Mar Visitors:

- Median age of 55 years old
- Median household income of $120,800
- Married (76%)
- College educated (66%)
- Caucasian/white (87%)

Visitor Journey: Trip Experience

Pre-Visit

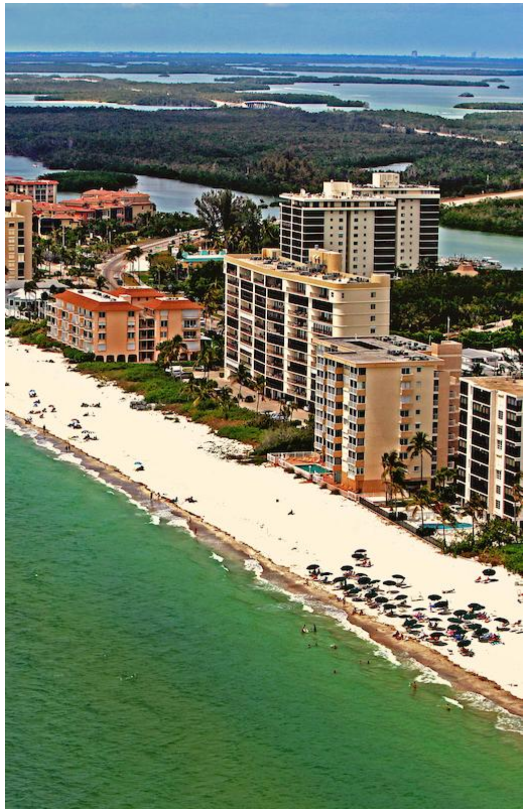
Travel Party Profile

Trip Experience

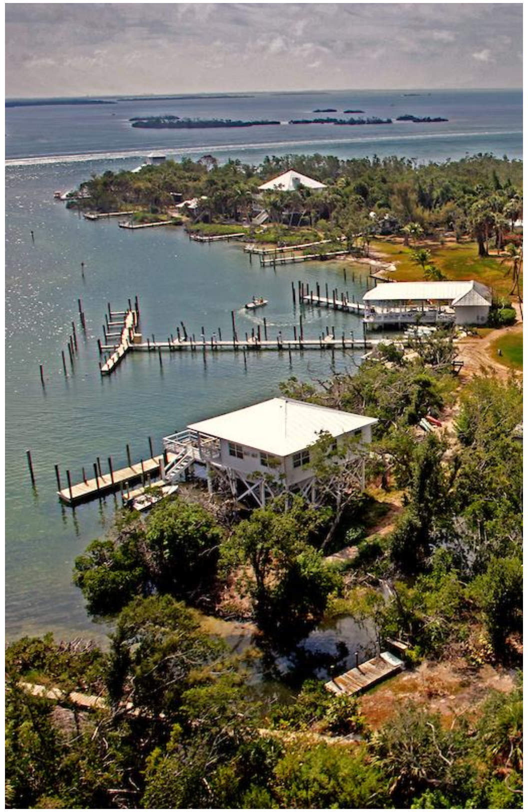
Post-Trip Evaluation

Economic Impact on Destination

TOP ACCOMMODATIONS



32% Hotel/Motel/Resort



28% Condo/Vacation Rental

19% Staying with friends/relatives

14% Personal second home, etc.

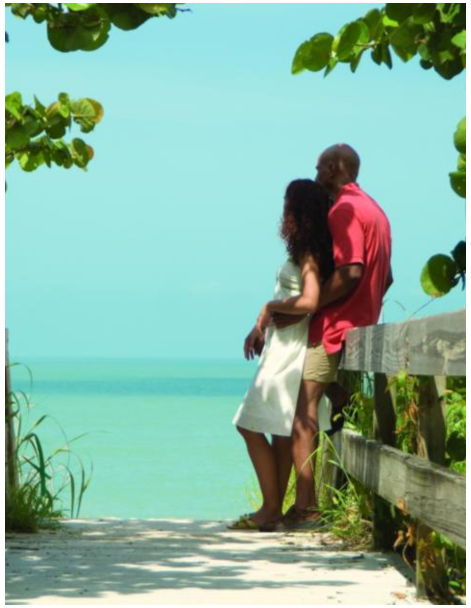
LENGTH OF STAY & NUMBER OF TIMES IN DESTINATION

- Visitors[1] spent an average of **7.9 nights** in the Fort Myers area
- **22%** were **first time** visitors
- **23%** have visited **more than 10 times**

[1]Sources: Occupancy Study and Visitor Tracking Study

VISITOR ACTIVITIES

- Top visitor activities include[1]:



66% Relaxing & unwinding

66% Dining out

49% Beach

43% Visit friends/relatives

41% Shopping

[1]Multiple responses permitted.

TOP ATTRACTIONS VISITED[1]

61% Beaches

23% Fort Myers Beach Pier Area

19% Bell Tower Shops

[1]Multiple responses permitted.

TOP COMMUNITIES STAYED

35% Fort Myers

18% Cape Coral

14% Fort Myers Beach

VISITOR JOURNEY: POST-TRIP EVALUATION

SATISFACTION

- 90% of visitors are likely to recommend the area
  - 63% are very likely to recommend
- 93% of visitors are likely to return
  - 72% are very likely to return
- 79% of visitors are likely to return next year
  - 61% are very likely to return next year

SATISFACTION

- 95% of visitors were satisfied or very satisfied with their overall visit to the Fort Myers area (60% were very satisfied)
- 92% of visitors were satisfied or very satisfied with customer service on their visit (58% were very satisfied)
- 95% of visitors said paid accommodations at least met their expectations (40% said they exceeded expectations)

TOP ATTRIBUTE RATINGS

→Visitors gave the highest ratings to the following destination attributes[1]:

93% Warm weather

92% Peaceful/relaxing

89% A safe destination

[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

VISITOR CONCERNS

- Nearly half of visitors mentioned traffic as their least favorite part of their visit.
- 1 in 5 visitors mentioned damaged buildings, etc., while 16% of visitors mentioned high prices.
- Nearly 1 in 5 visitors said there was nothing they disliked about the area during their visit.

AREA DESCRIPTIONS

Warm Weather

"I think that Fort Myers is a great spot for a visit if you like warm weather, sun, and that classic Florida feeling."

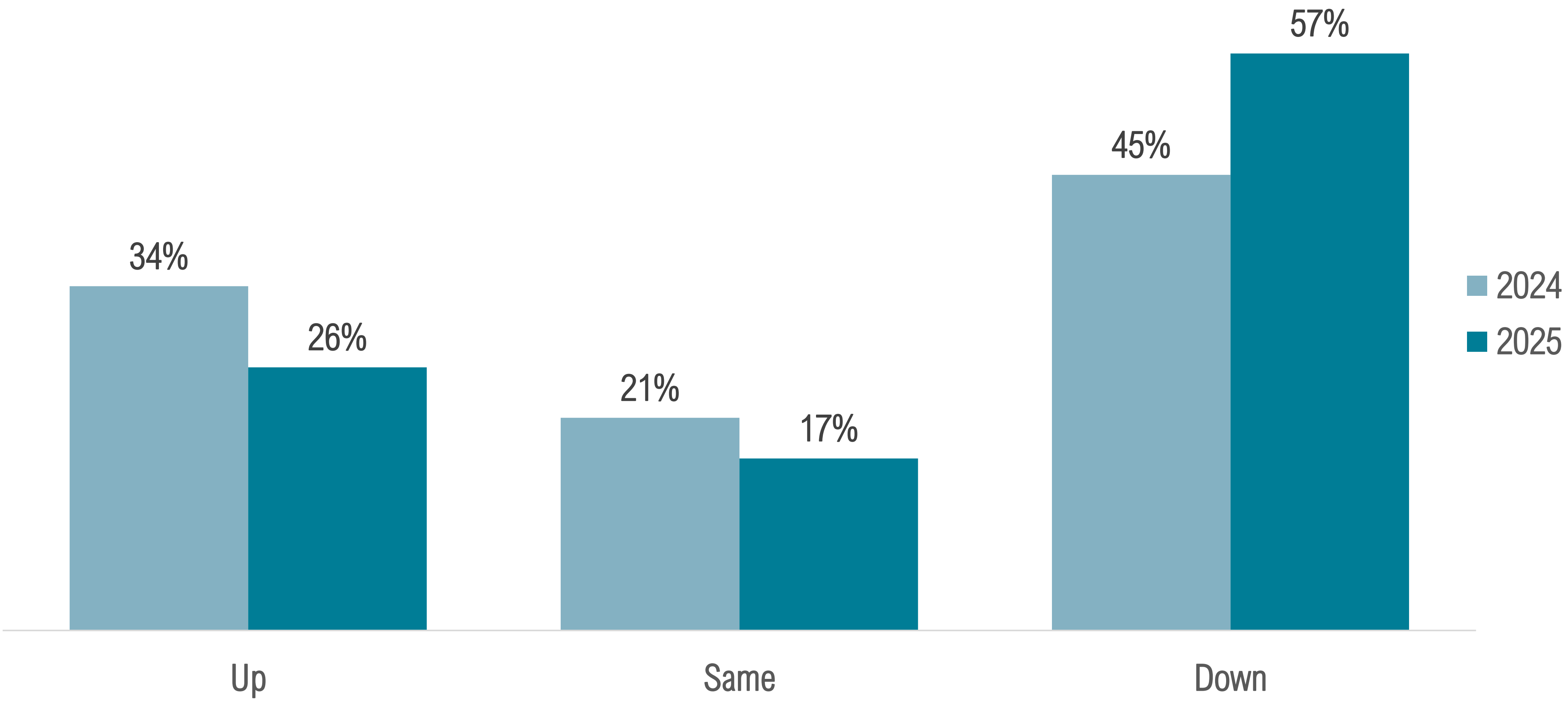
Peaceful/relaxing

"The unspoiled side of Florida away from the glitz of Miami where you can completely relax without crowds."

Safe Destination

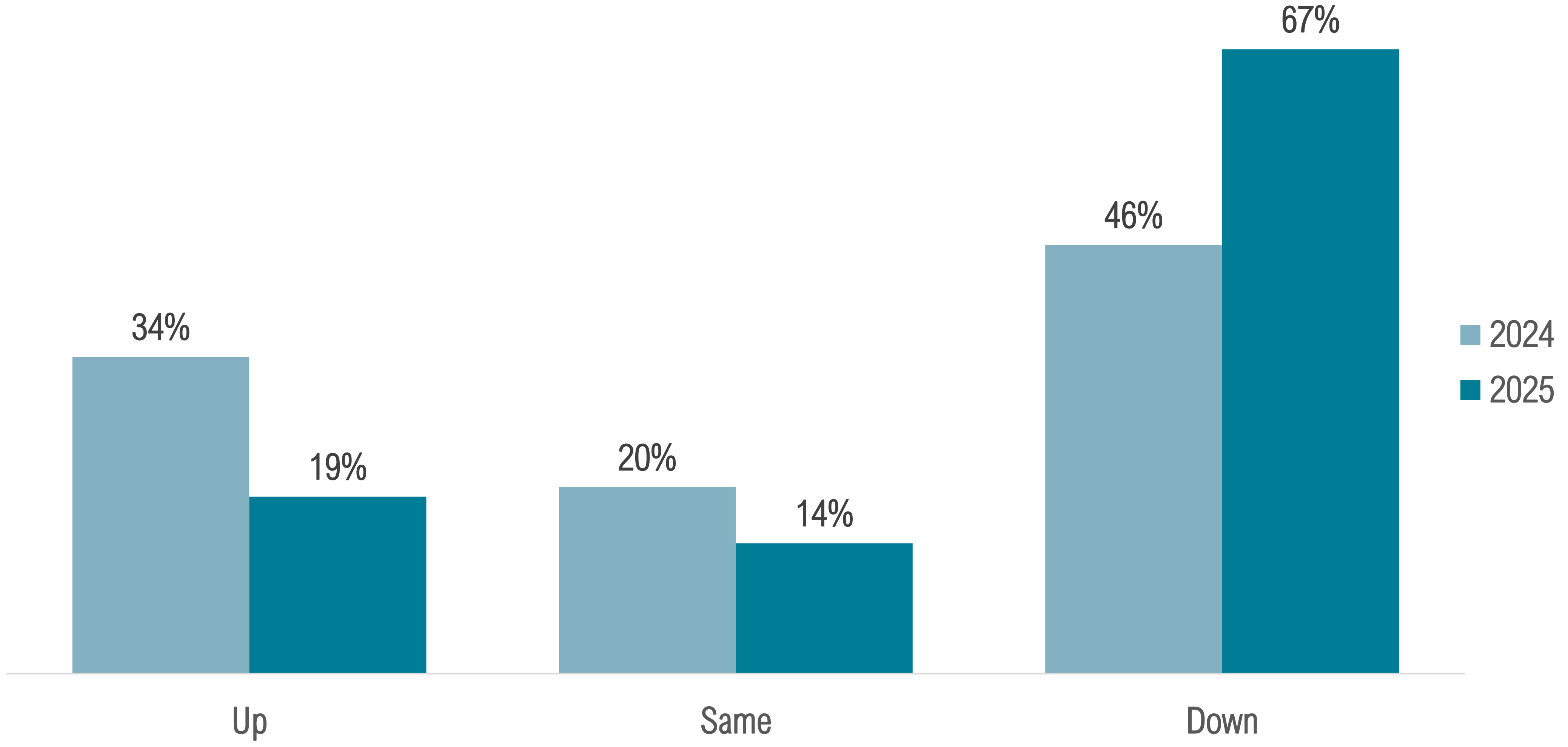
"We really enjoy our winters here, it's clean and safe. We love the weather and the restaurants."

OCCUPANCY BAROMETER[1]: APR – JUN RESERVATIONS



[1]Sources: Occupancy Survey
Accommodations partners were asked the following, "Please think about your reservations for the next three months. Compared to April through June of 2024 would you say the total level of reservations are up, the same, or down?"

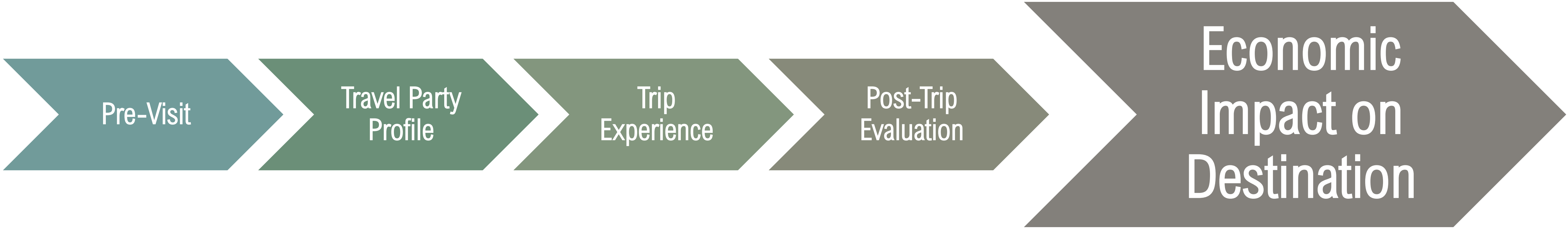
OCCUPANCY BAROMETER[1]: JUL – SEP RESERVATIONS



[1]Sources: Occupancy Survey
Accommodations partners were asked the following, "Please think about your reservations for the next three months. Compared to July through September of 2024, would you say the total level of reservations are up, the same, or down?"

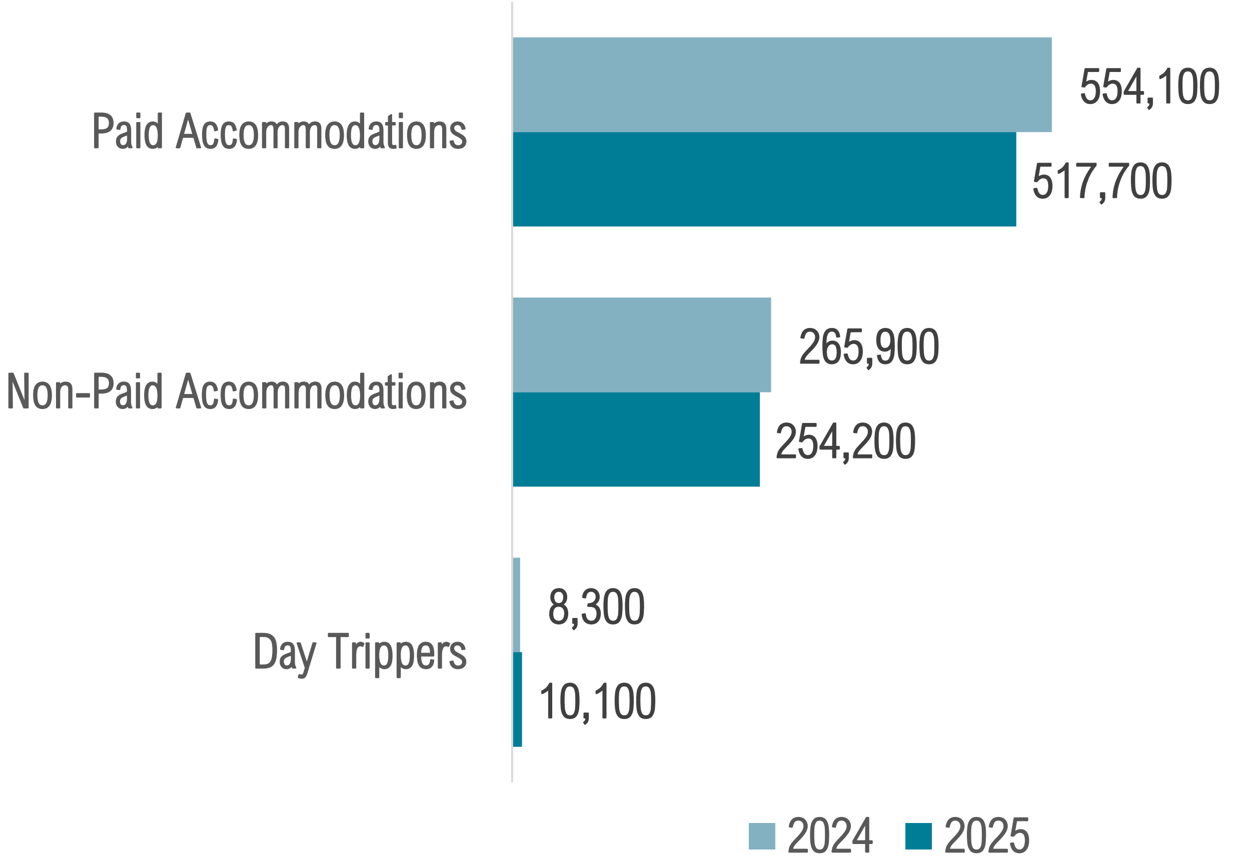
Detailed Findings

VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION



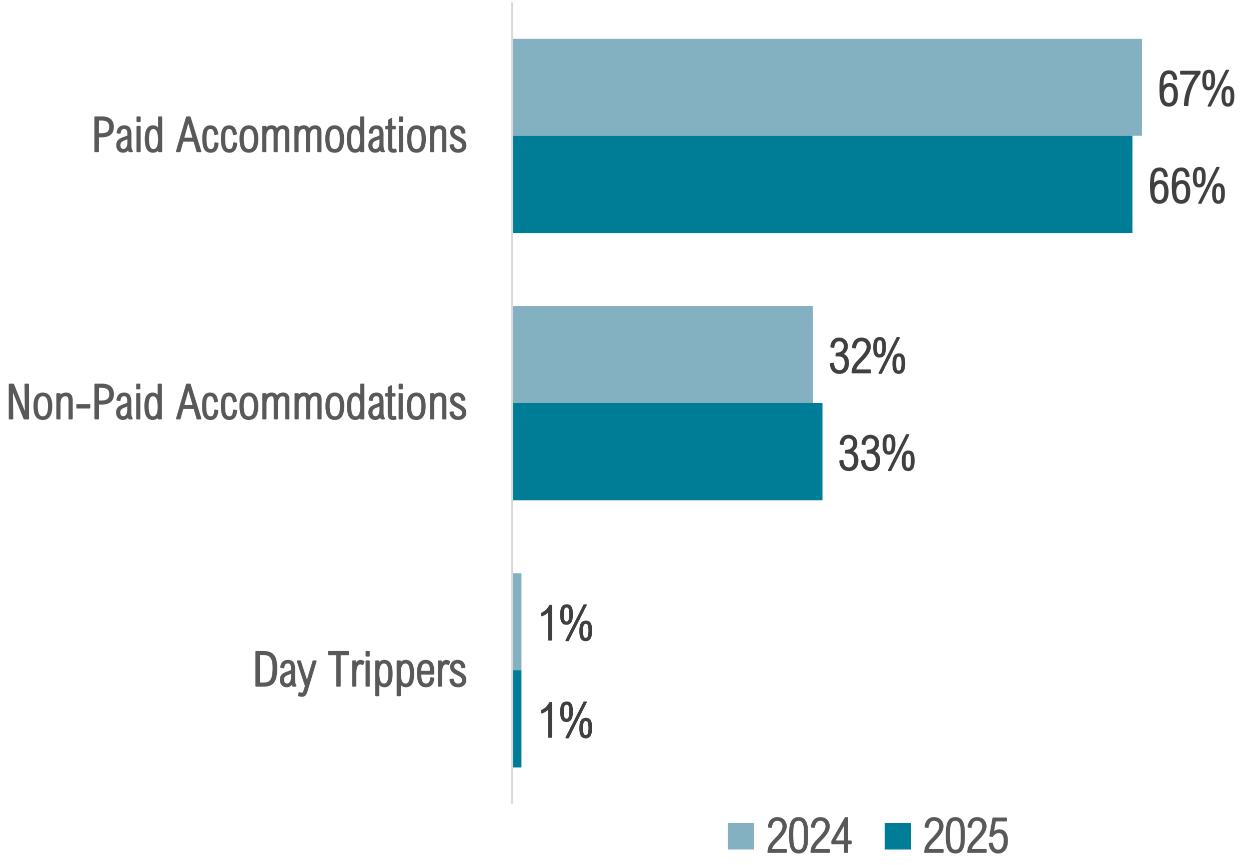
NUMBER OF VISITORS

There were 782,000[1] visitors to the Fort Myers area in Jan - Mar 2025 (-5.6% from 2024).



VISITOR TYPE

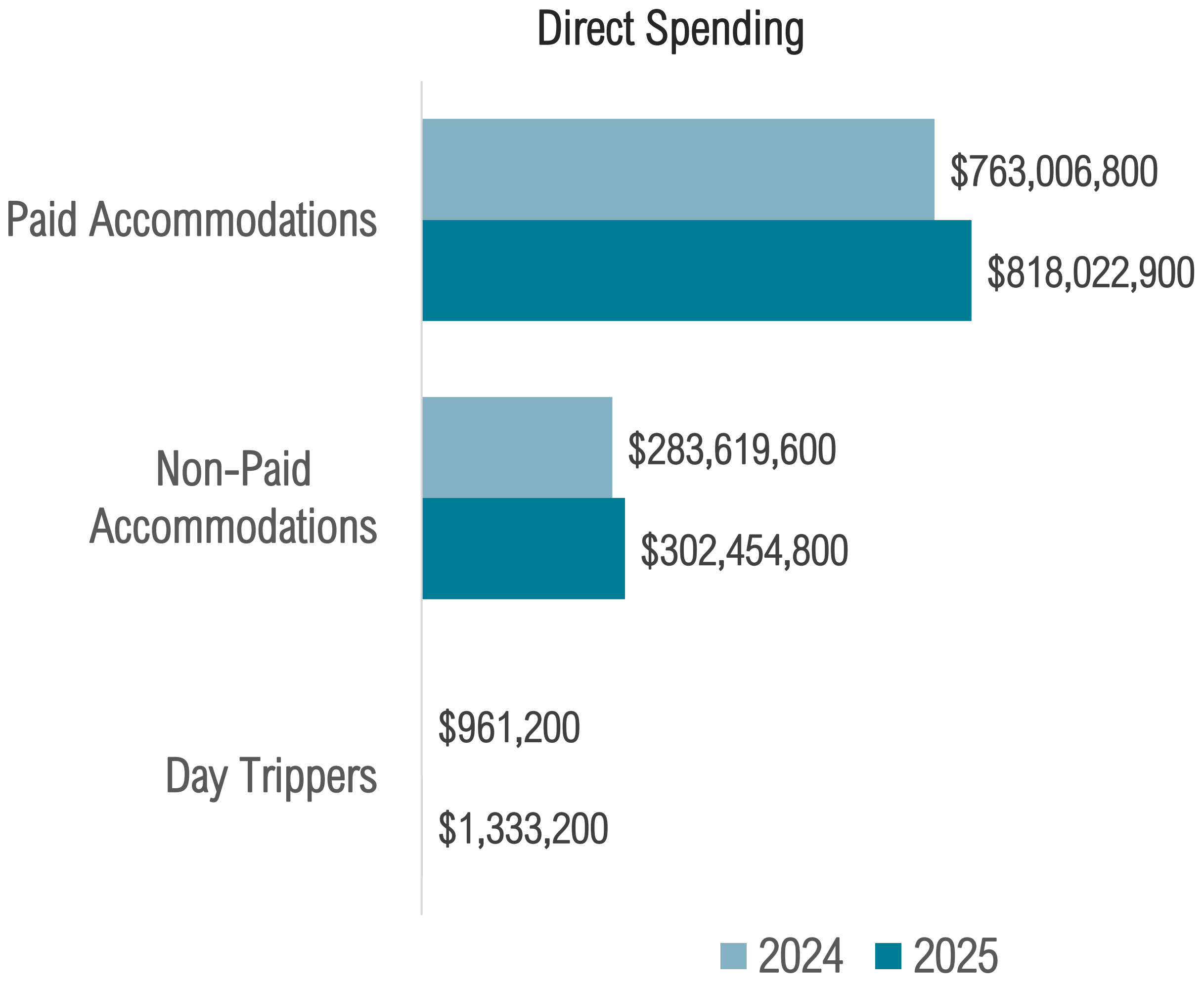
Visitors staying in paid accommodations accounted for **2 in 3** visitors.



VISITOR EXPENDITURES BY VISITOR TYPE

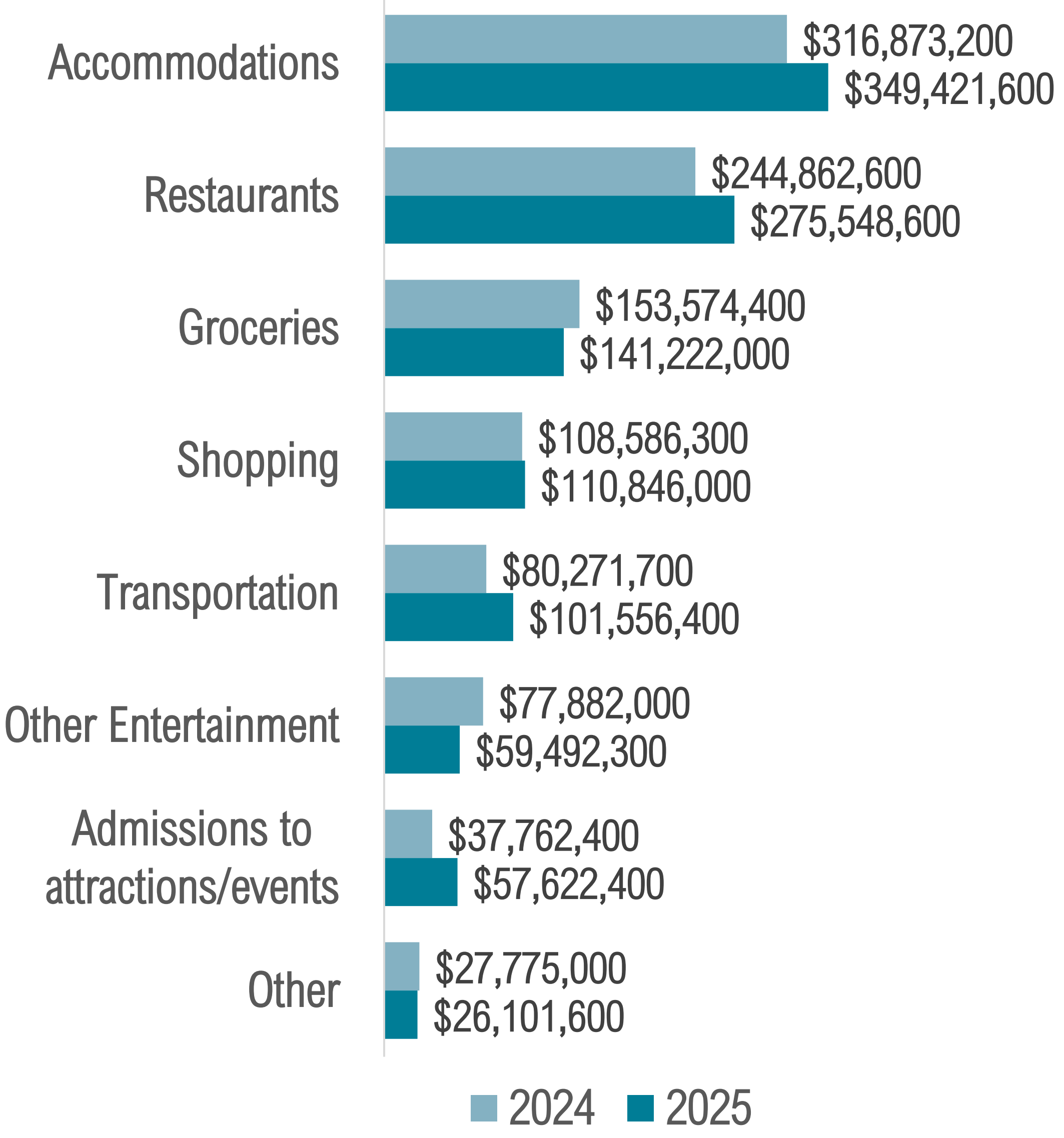
Jan - Mar visitors spent $1,121,810,900 in the Fort Myers area, resulting in a total economic impact of $1,736,348,000, up 6.9% from 2024.

Visitors staying in paid accommodations accounted for 66% of all visitors and 73% of all spending.



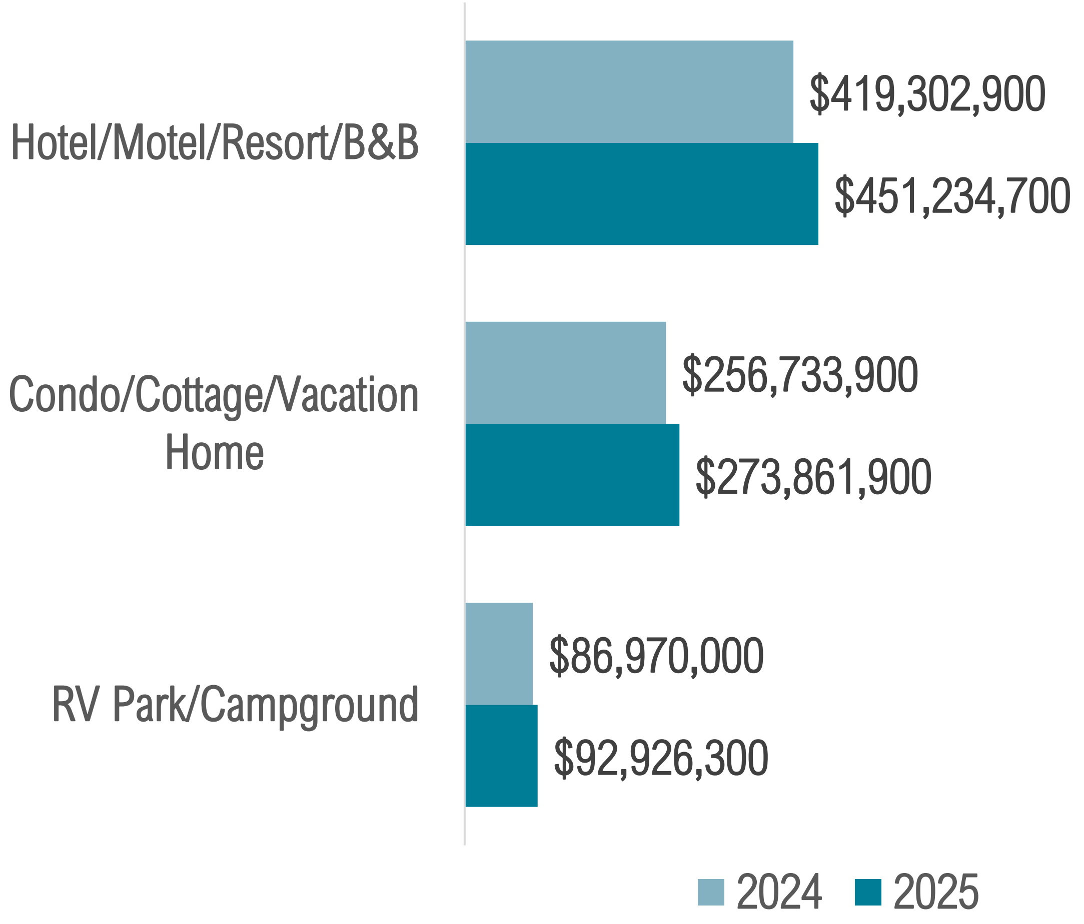
VISITOR EXPENDITURES BY SPENDING CATEGORY

Of the **$1,121,810,900** visitors spent in the Fort Myers area, 31% was spent on **accommodations** and 25% was spent on **restaurants**, accounting for **over half** of **all visitor spending**.



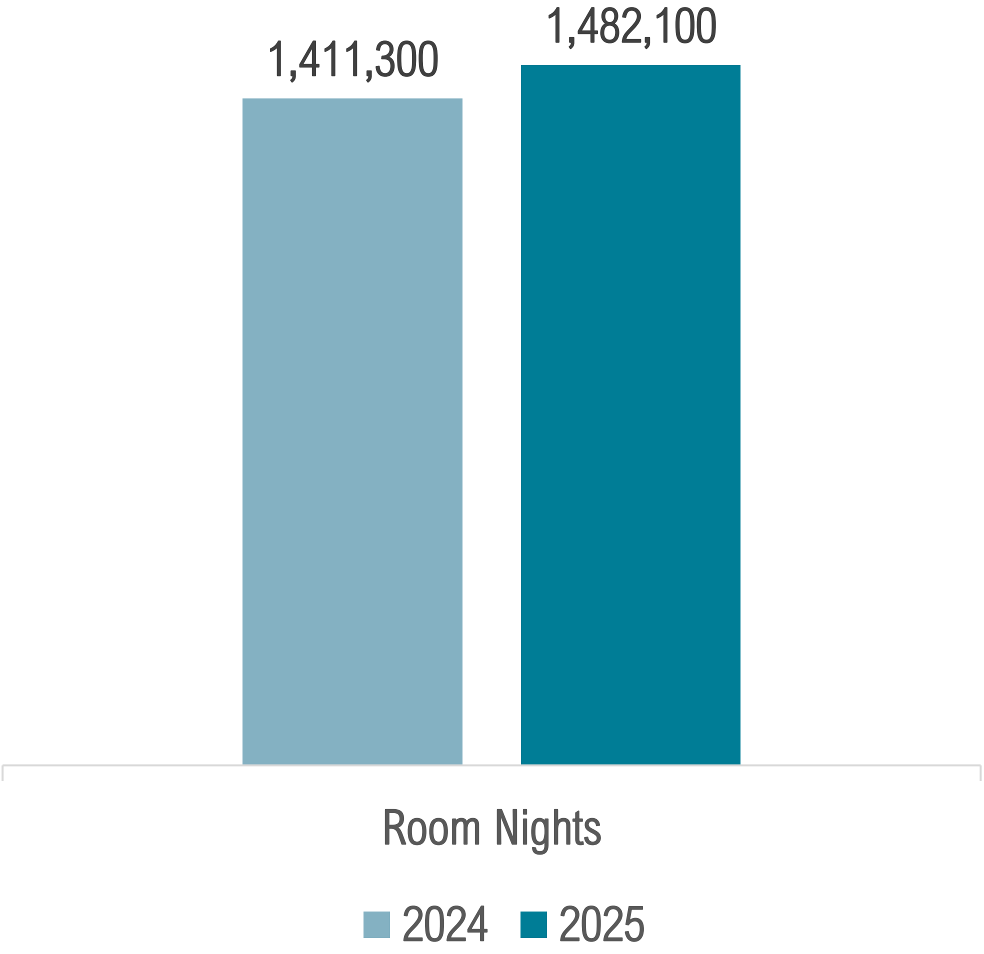
VISITOR EXPENDITURES BY LODGING TYPE

Jan - Mar visitors staying in paid accommodations spent $818,022,900 in the Fort Myers area.



ROOM NIGHTS GENERATED

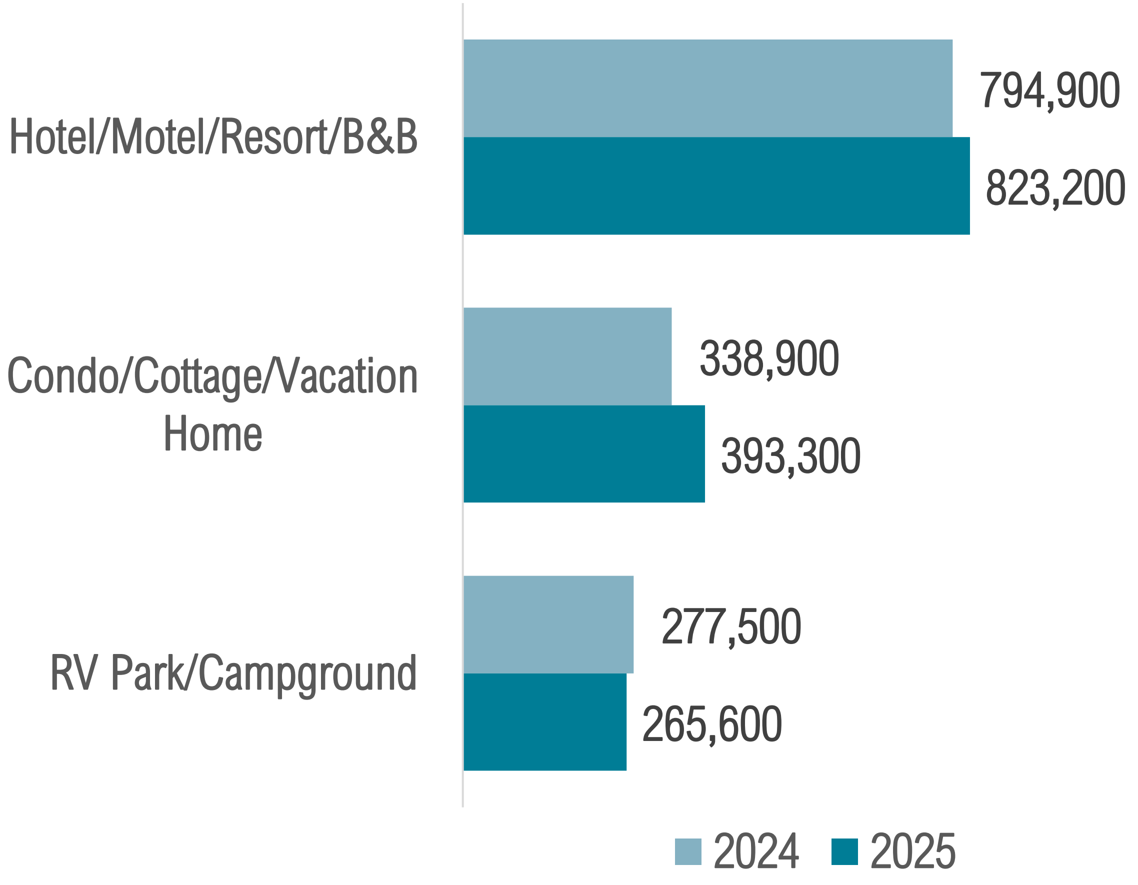
Jan-Mar visitors spent **1,482,100**[1] nights in Fort Myers area hotels, resorts, condos, rental houses, RV parks, etc. (+5.0% from 2024).



[1]Source: Occupancy Study, STR, and KeyData

ROOM NIGHTS GENERATED

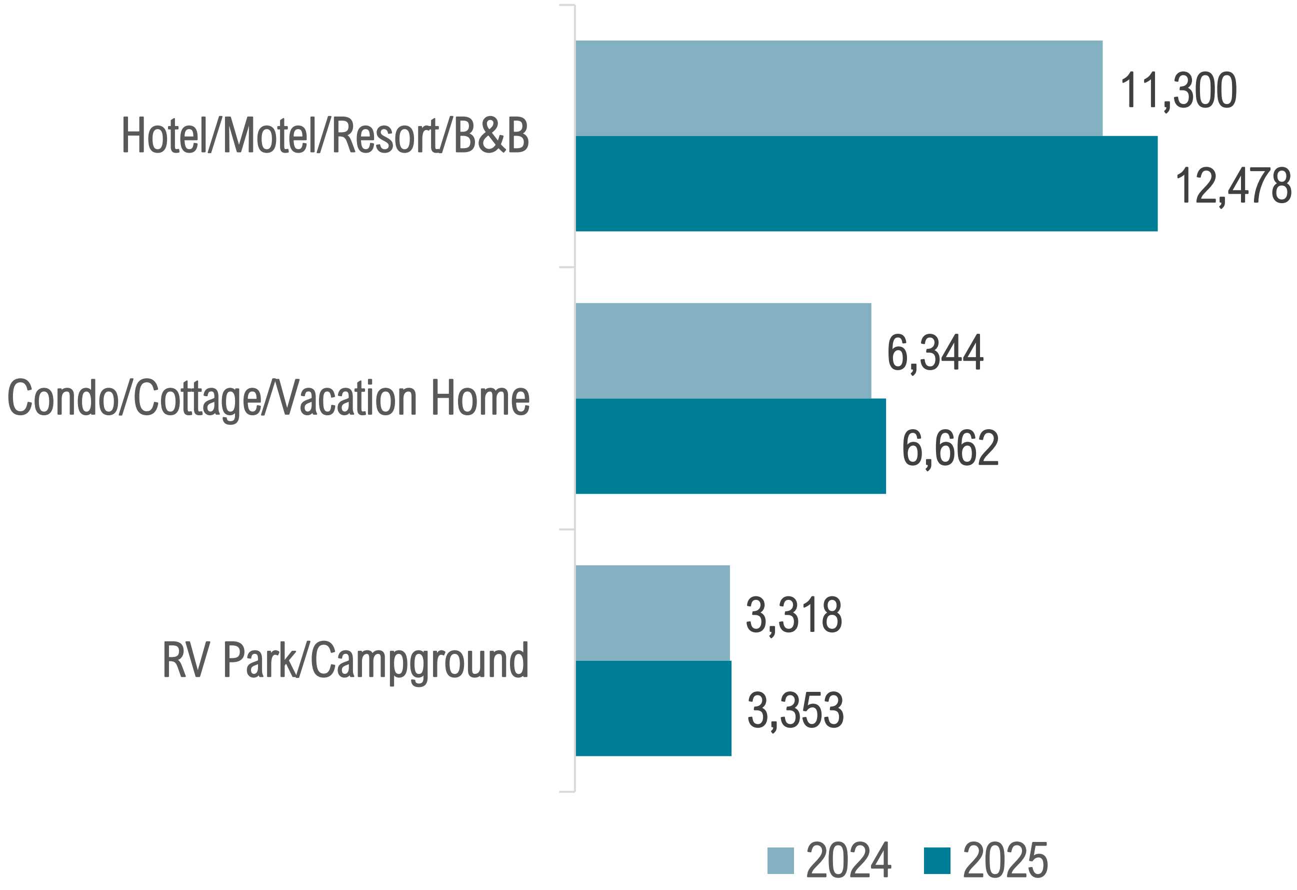
Hotels, motels, etc. accounted for **over half** of room nights spent in the Fort Myers area, while RV parks/campgrounds accounted for **1 in 6** room nights and vacation rentals accounted for the remaining **27%** of nights that visitors spent in the area.



[1]Source: Occupancy Study, STR, and KeyData

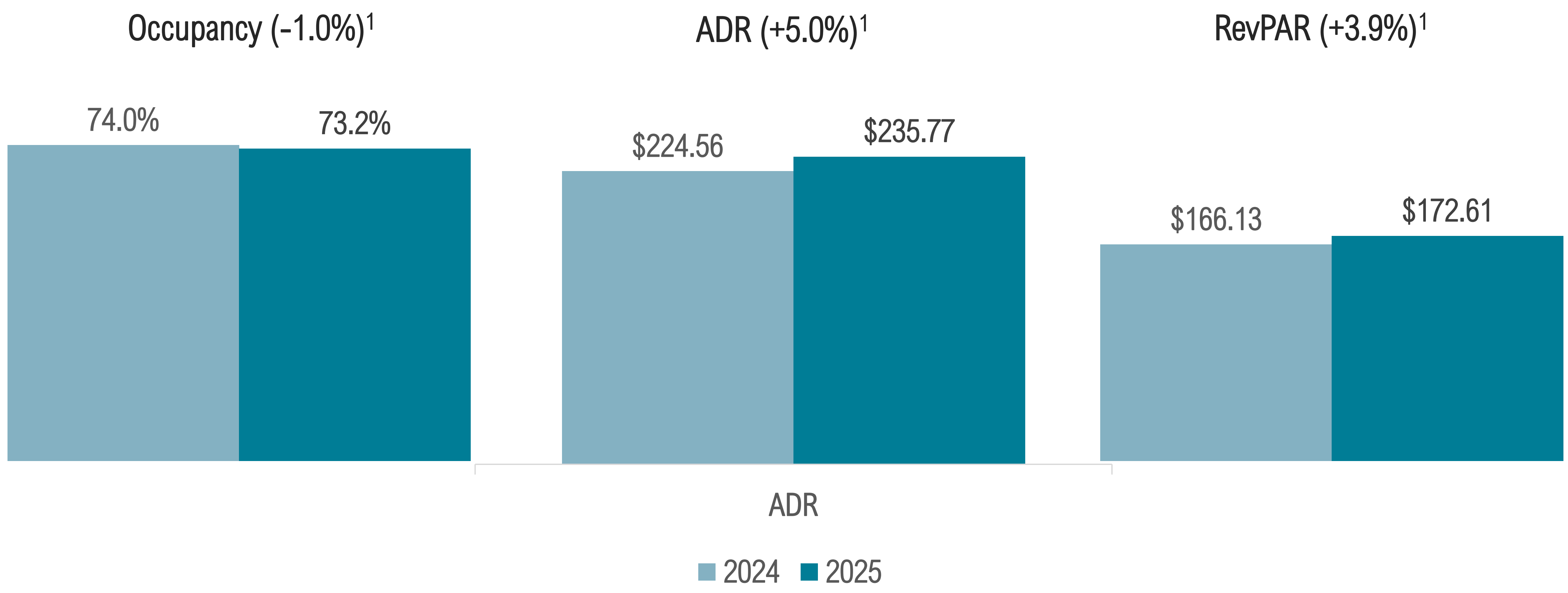
AVAILABLE UNITS

There were 22,493[1] available units in Jan - Mar 2025 vs. 20,962 in 2024 (+7.3%). Over half of the units available were from hotels, motels, etc.



[1]Source: Occupancy Study, STR, and KeyData

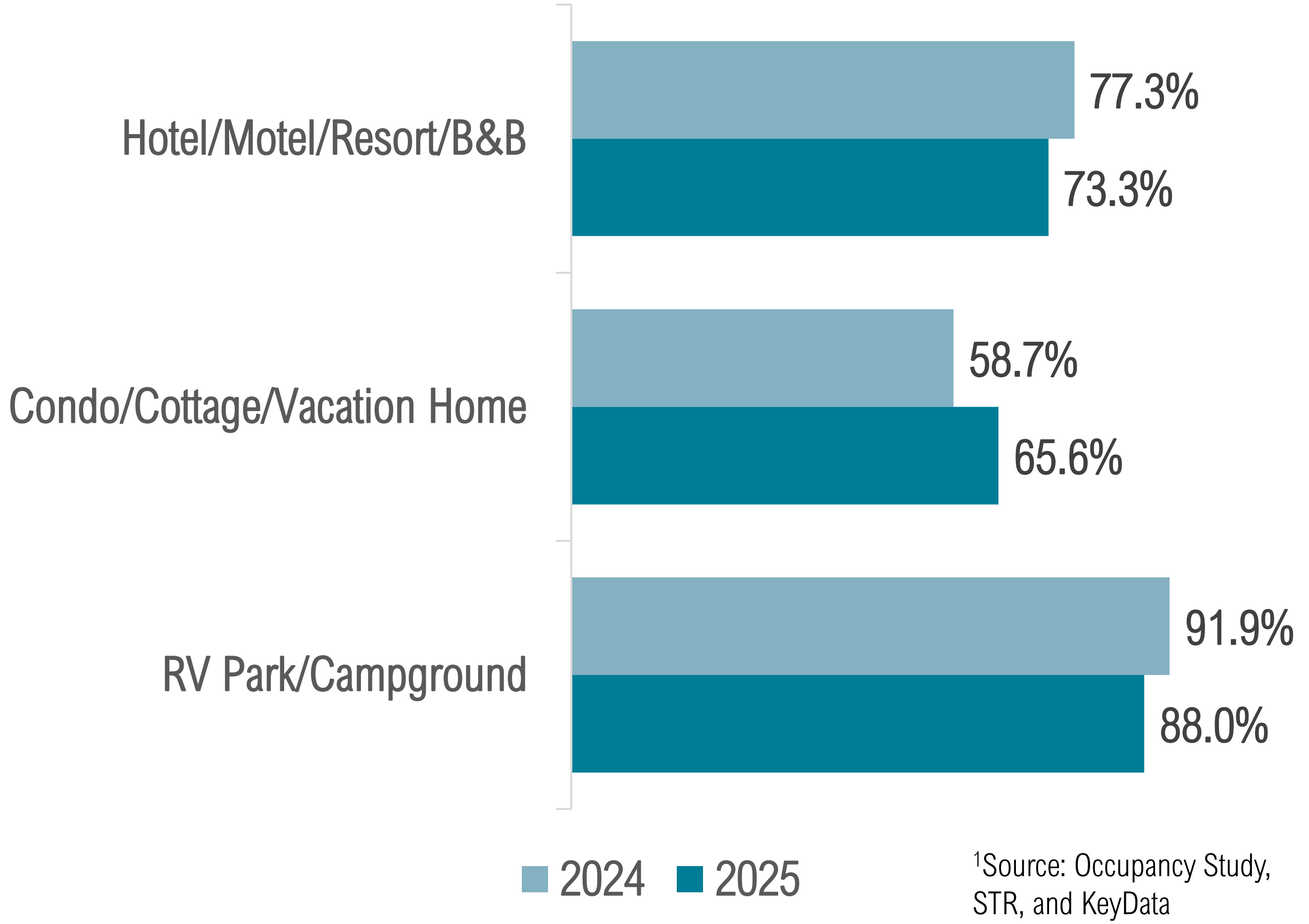
OCCUPANCY, ADR AND REVPAR



[1]Source: Occupancy Study, STR, and KeyData

OCCUPANCY

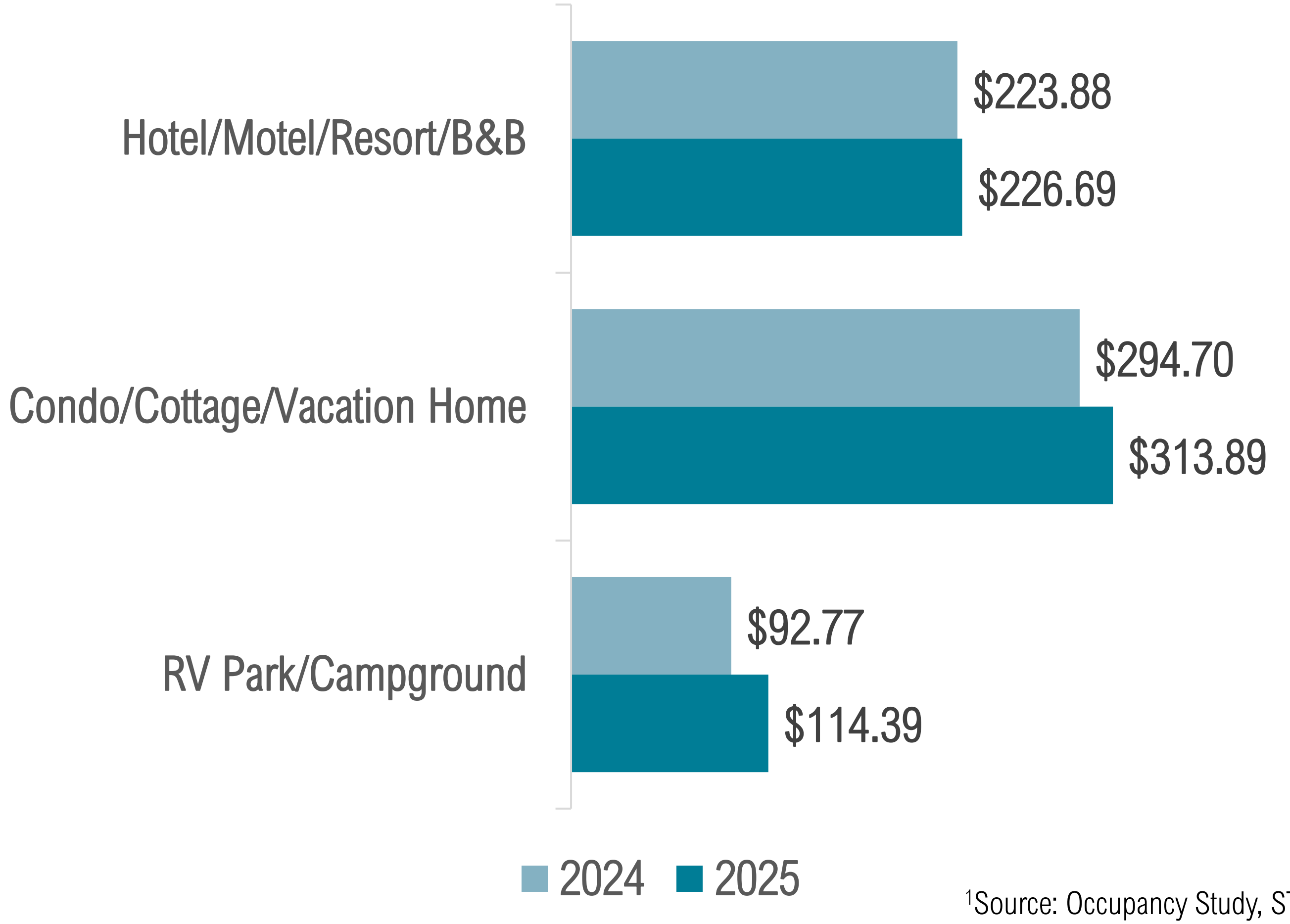
Average occupancy in Jan-Mar was 73.2%[1] (74.0% in 2024).



[1]Source: Occupancy Study, STR, and KeyData

ADR

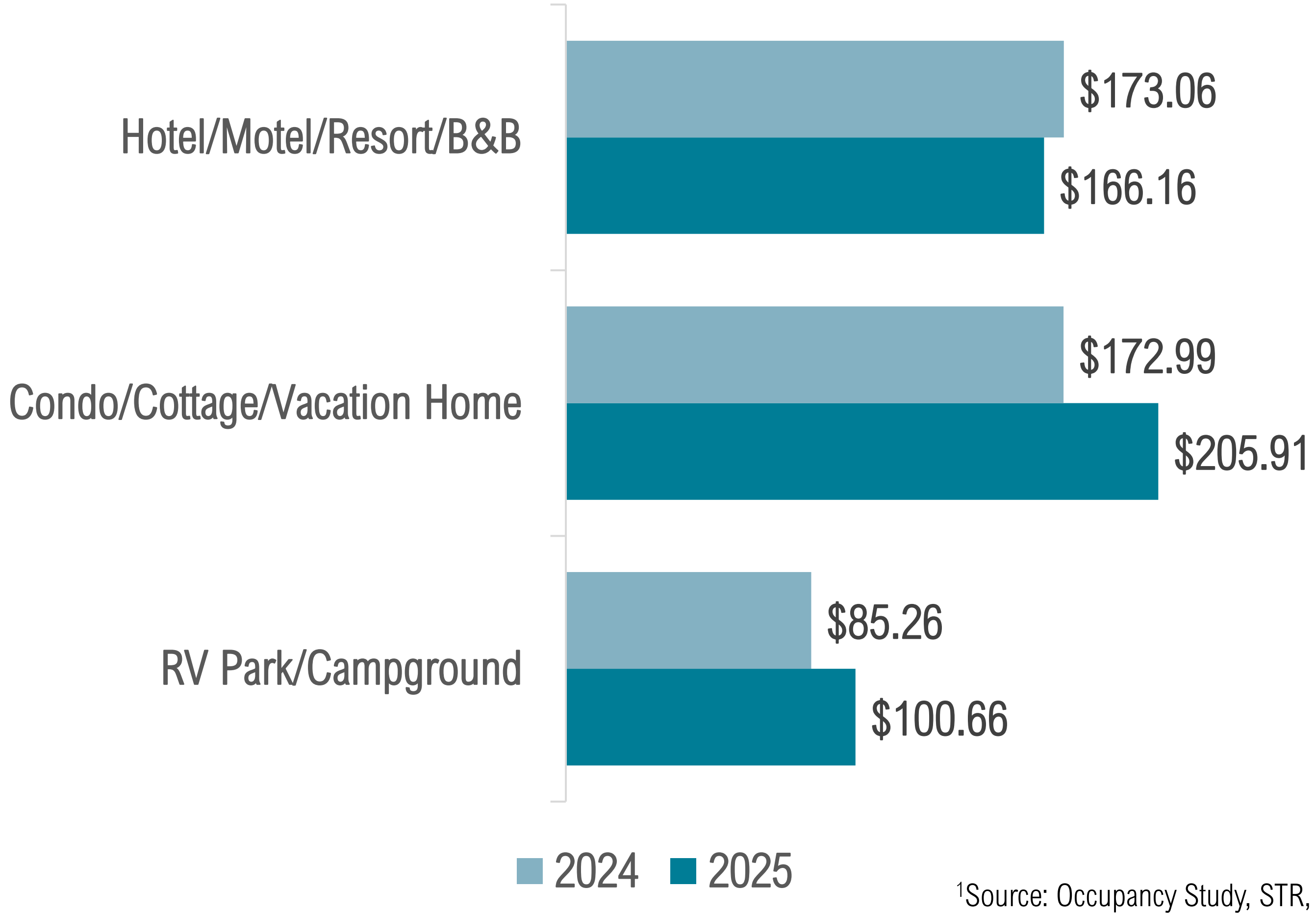
ADR in Jan-March was $235.77[1] ($224.56 in 2024).



[1]Source: Occupancy Study, STR, and KeyData

REVPAR

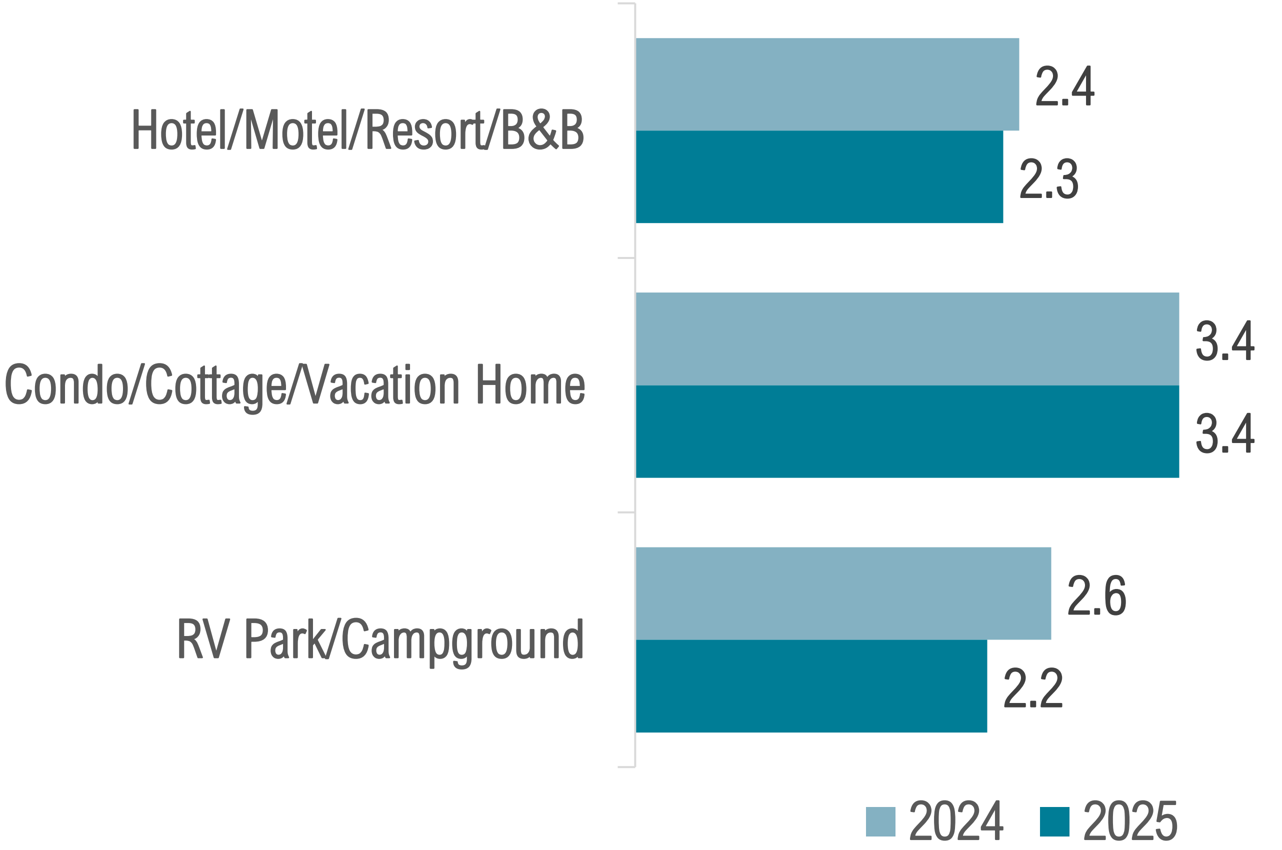
Average RevPAR in Jan-Mar was $172.61[1] ($166.13 in 2024).



[1]Source: Occupancy Study, STR, and KeyData

TRAVEL PARTY SIZE

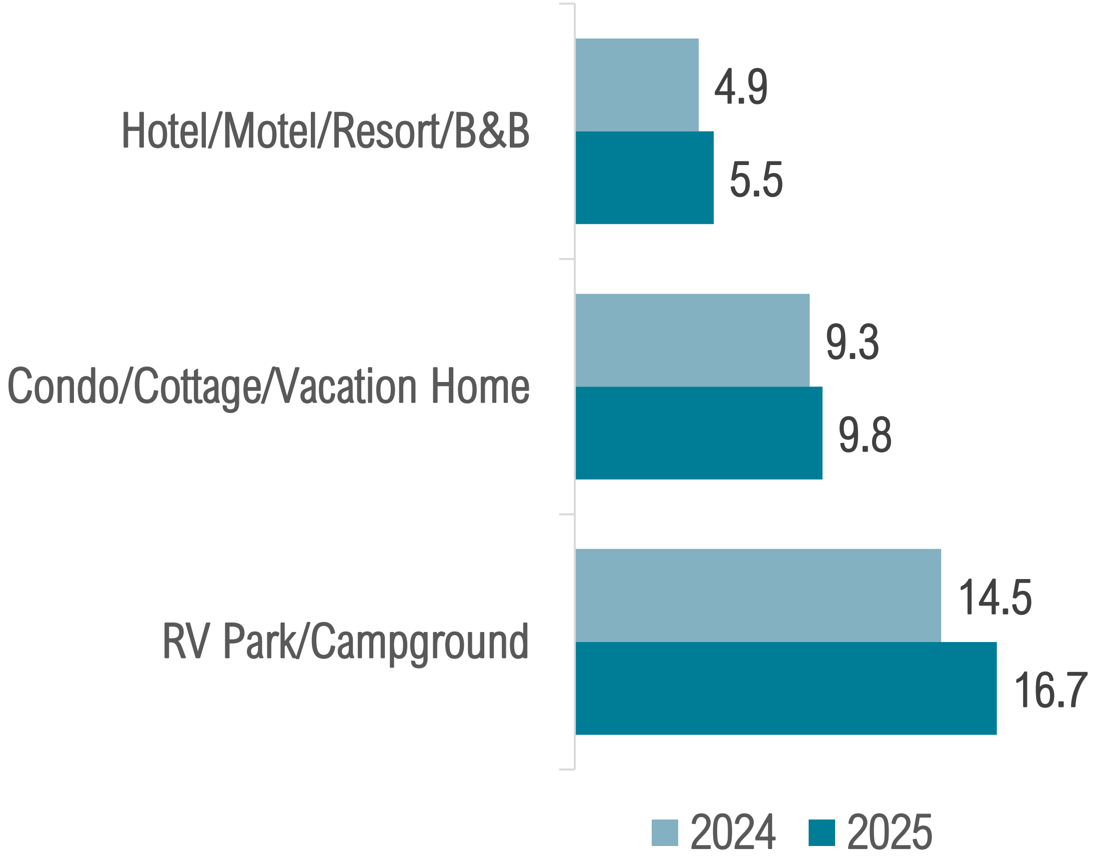
For visitors in paid accommodations, average travel party size in Jan-Mar was **2.6 people**[1] (2.6 people in 2024).



[1]Source: Occupancy Study, STR, and KeyData

LENGTH OF STAY

For visitors in paid accommodations, average length of stay in Jan-Mar was **7.4 nights**[1] (6.7 nights in 2024).



[1]Source: Occupancy Study, STR, and KeyData

Visitor Journey: Pre-Visit

Pre-Visit

Travel Party Profile

Trip Experience

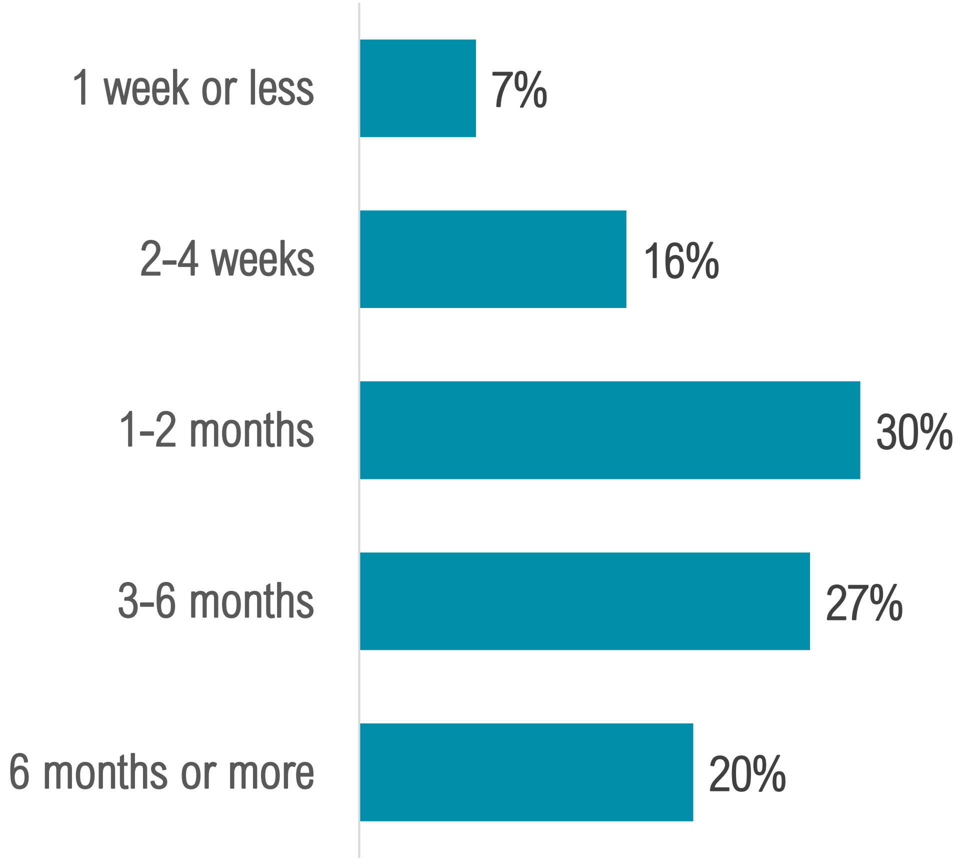
Post-Trip Evaluation

Economic Impact on Destination

TRIP PLANNING CYCLE

3 in 10 visitors planned their trip 1-2 months in advance, while over 1 in 4 visitors planned their trip 3-6 months in advance.

The average trip planning cycle lasted over 2 months (71 days).

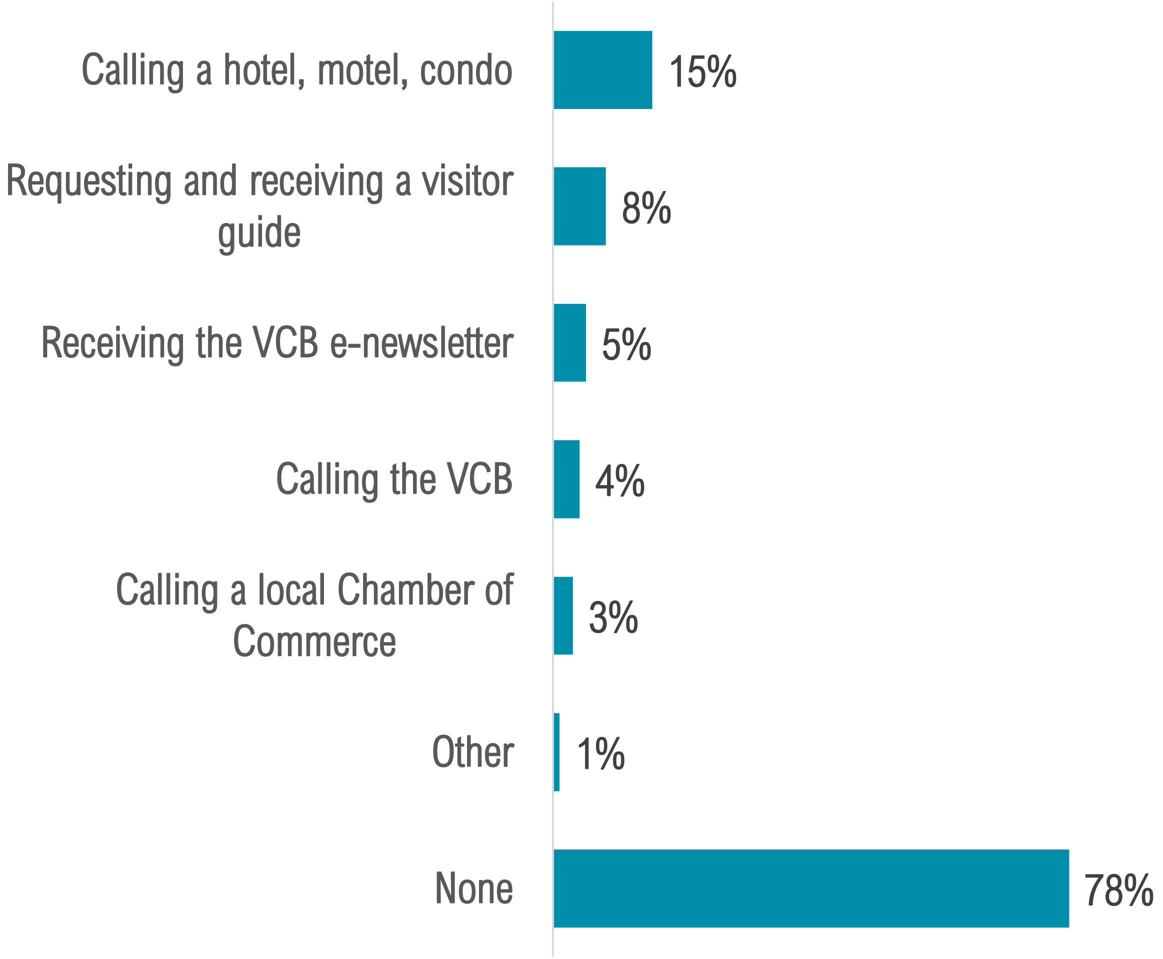


TRIP PLANNING: INFORMATION REQUESTS[1]

Over 1 in 5 visitors made information requests while planning their trip to the Fort Myers area.

Visitors who sought information prior to their trips were most likely to rely on lodging properties for that information.

The share of visitors requesting information in Q1 2025 was slightly lower than in Q1 2025.



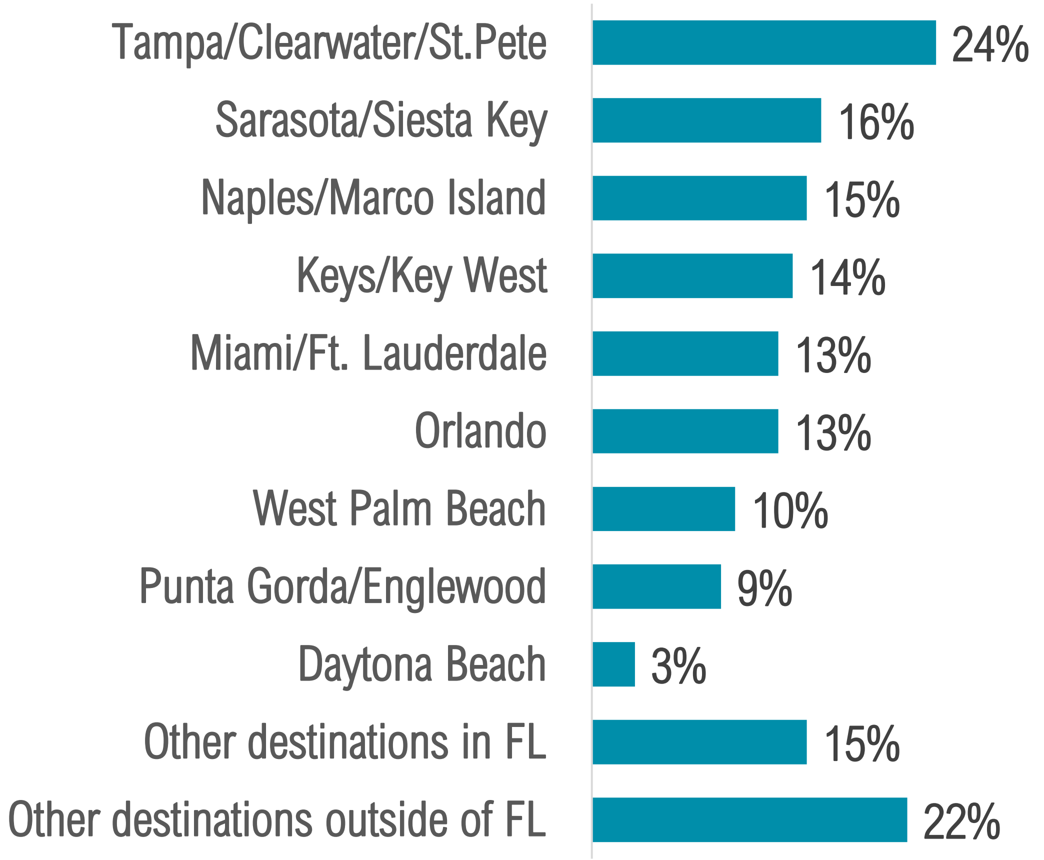
[1]Multiple responses permitted.

TRIP PLANNING: OTHER DESTINATIONS CONSIDERED[1]

Most alternate destinations considered were in **Florida**.

Nearly 1 in 5 visitors considered visiting the Tampa Bay area.

BASE: 26% of visitors who considered other destinations



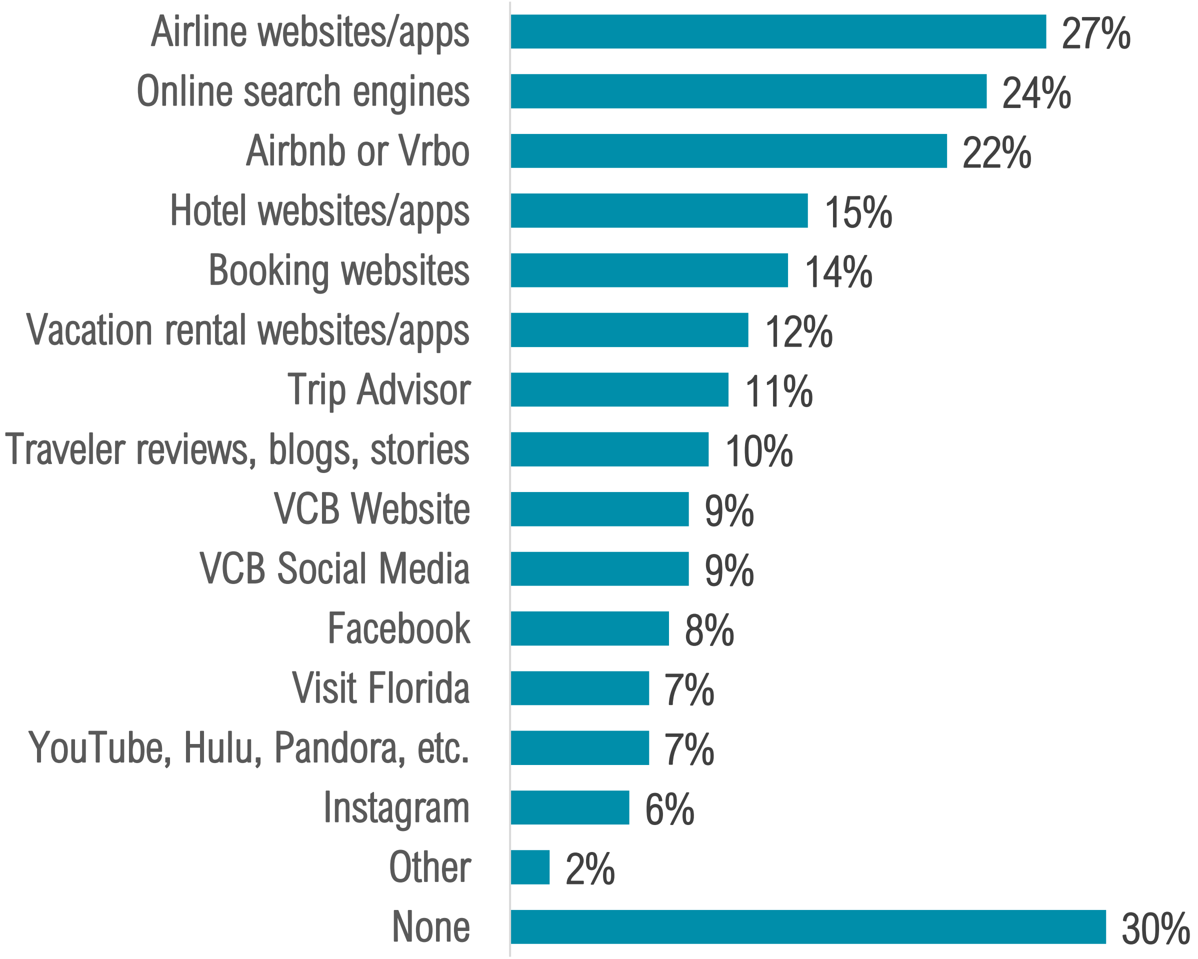
[1]Multiple responses permitted.

TRIP PLANNING: WEBSITES/APPS USED[1]

7 in 10 visitors used websites and apps to plan their trip to the Fort Myers area.

Visitors were most likely to use airline websites/apps or online search engines to plan their trips.

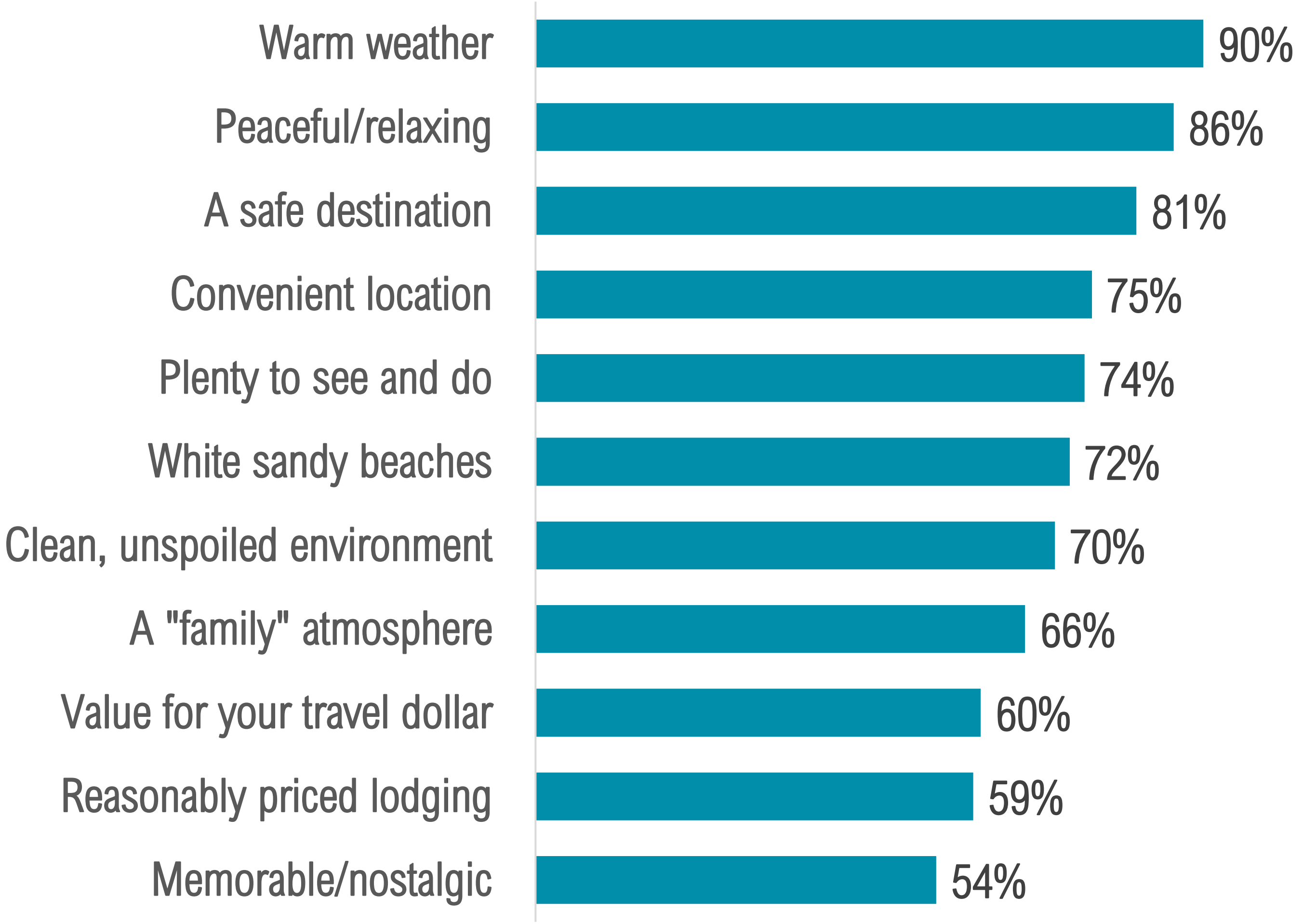
Over half of visitors used either Airbnb, Vrbo, hotel websites/apps, or booking websites to plan their trips.



[1]Multiple responses permitted.

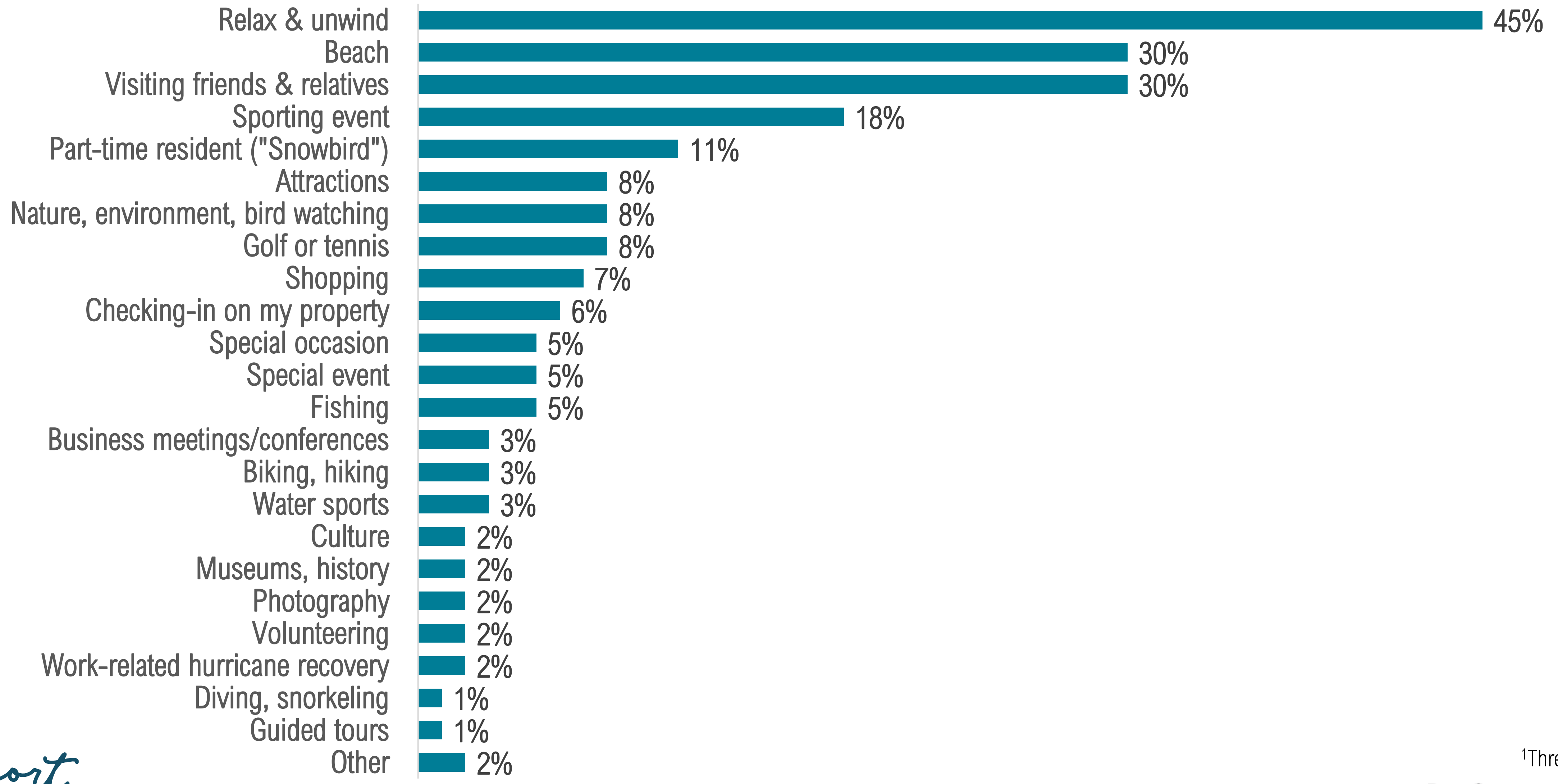
TRIP INFLUENCERS[1]

Visitors were heavily influenced by the **warm weather, peacefulness,** and **safety** in the Fort Myers area when thinking about visiting.



[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

REASON FOR VISITING[1]



[1]Three responses permitted.

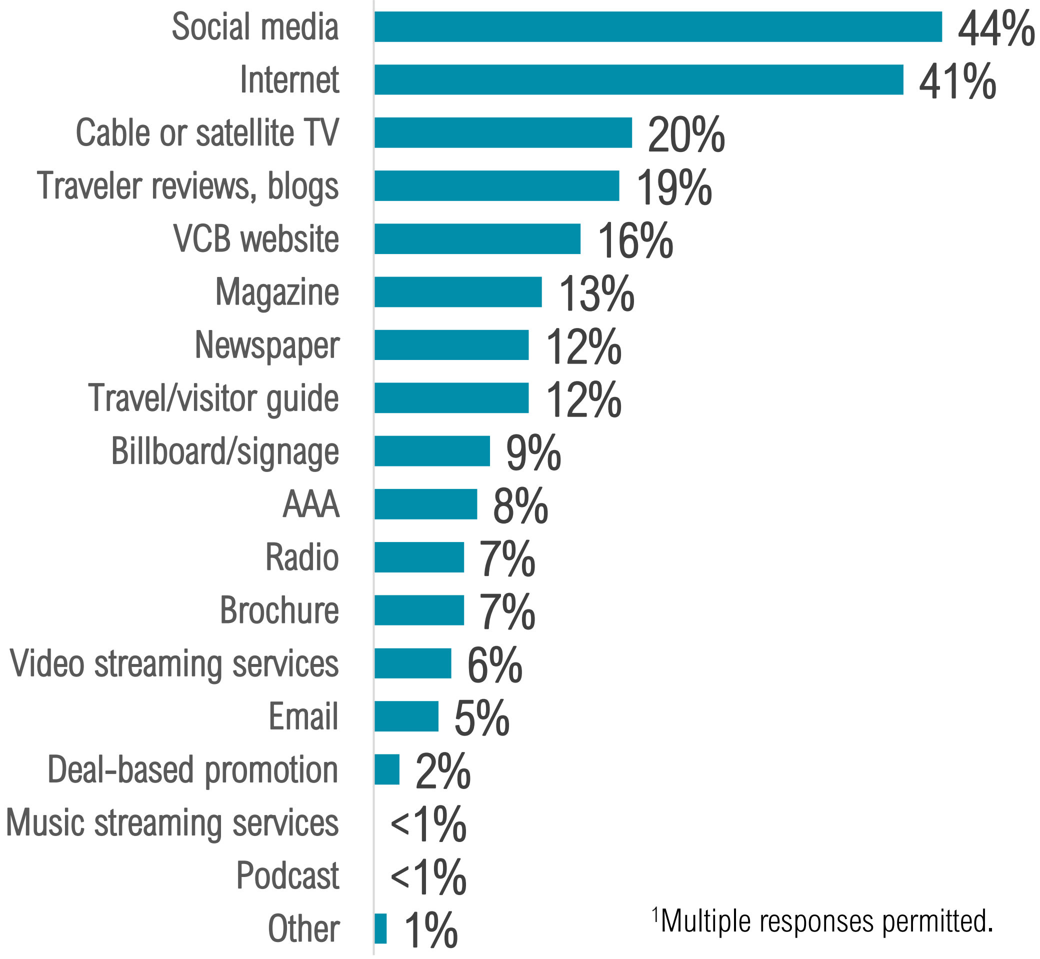
PROMOTIONS RECALL[1]

37% of visitors **recalled promotions** in the past 6 months for the Fort Myers area.

This influenced **17%** of all visitors to come to the Fort Myers area.

BASE: 37% of visitors who recalled promotions

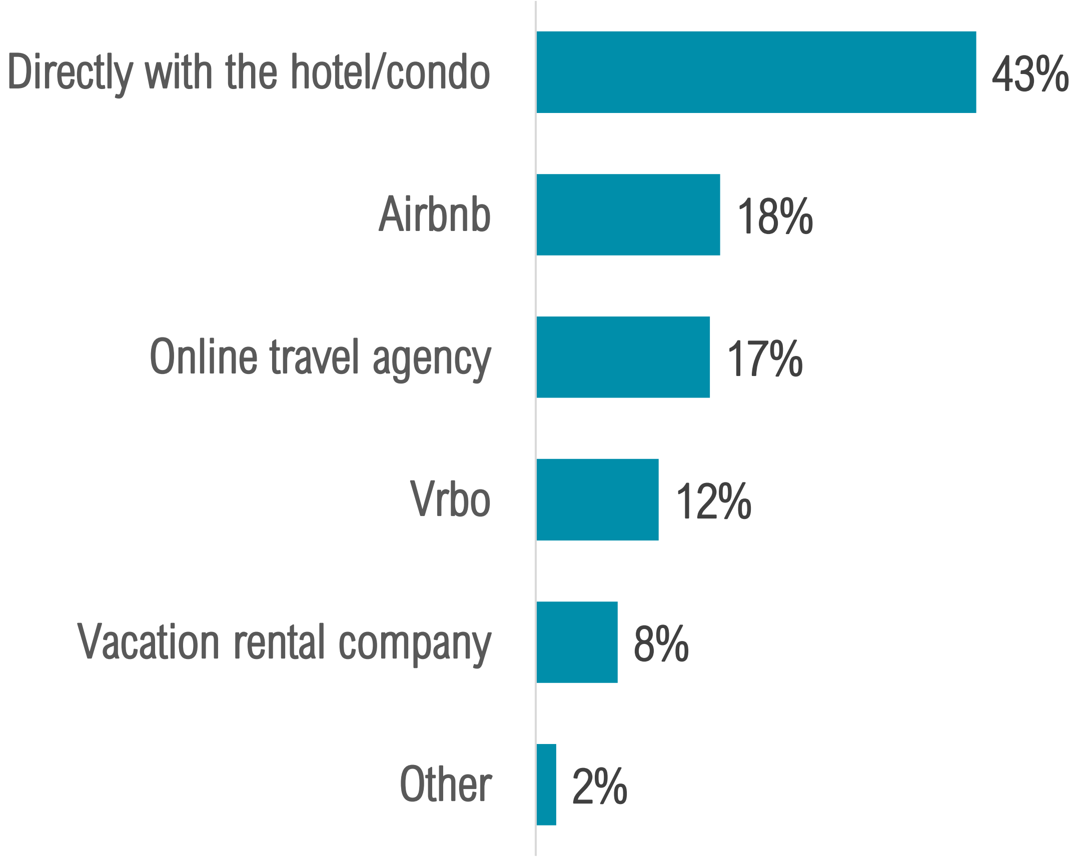
Source of Promotion



[1]Multiple responses permitted.

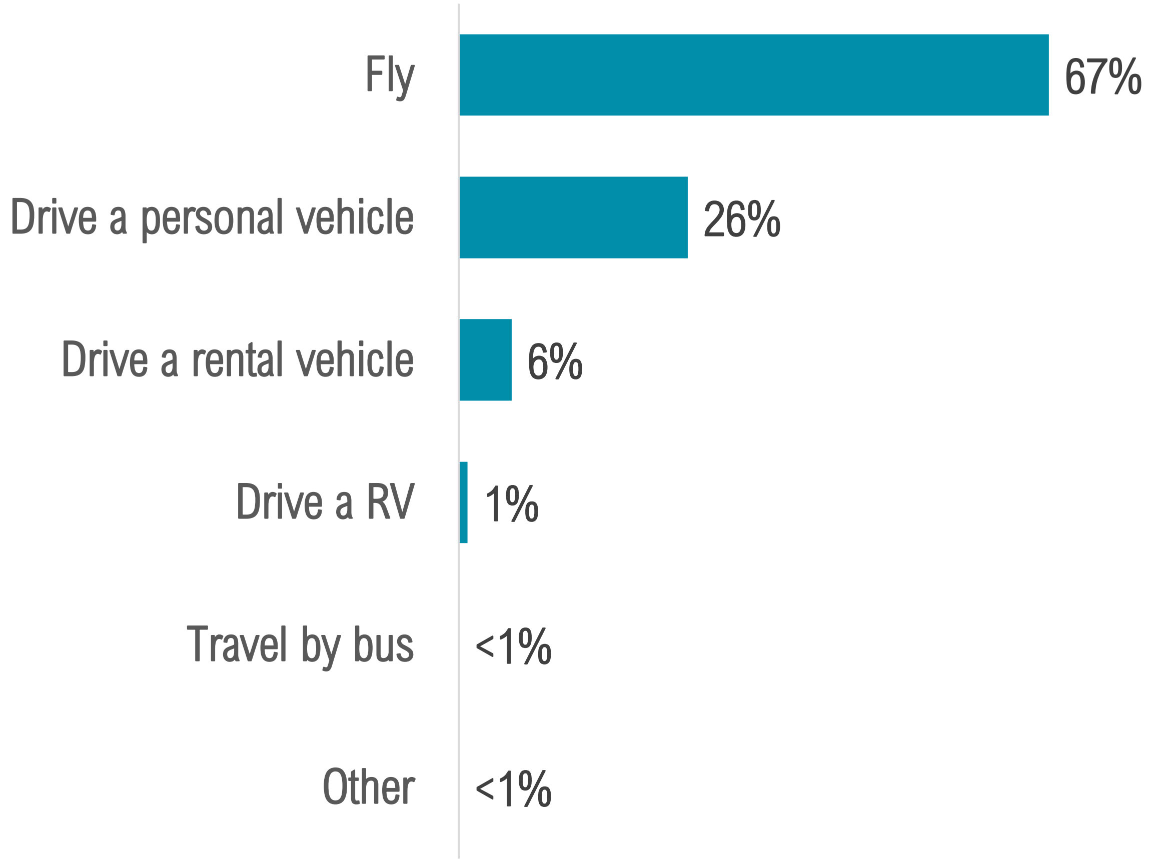
BOOKING

Over 2 in 5 visitors who stayed in paid accommodations **booked directly with a hotel/condo**.



TRANSPORTATION

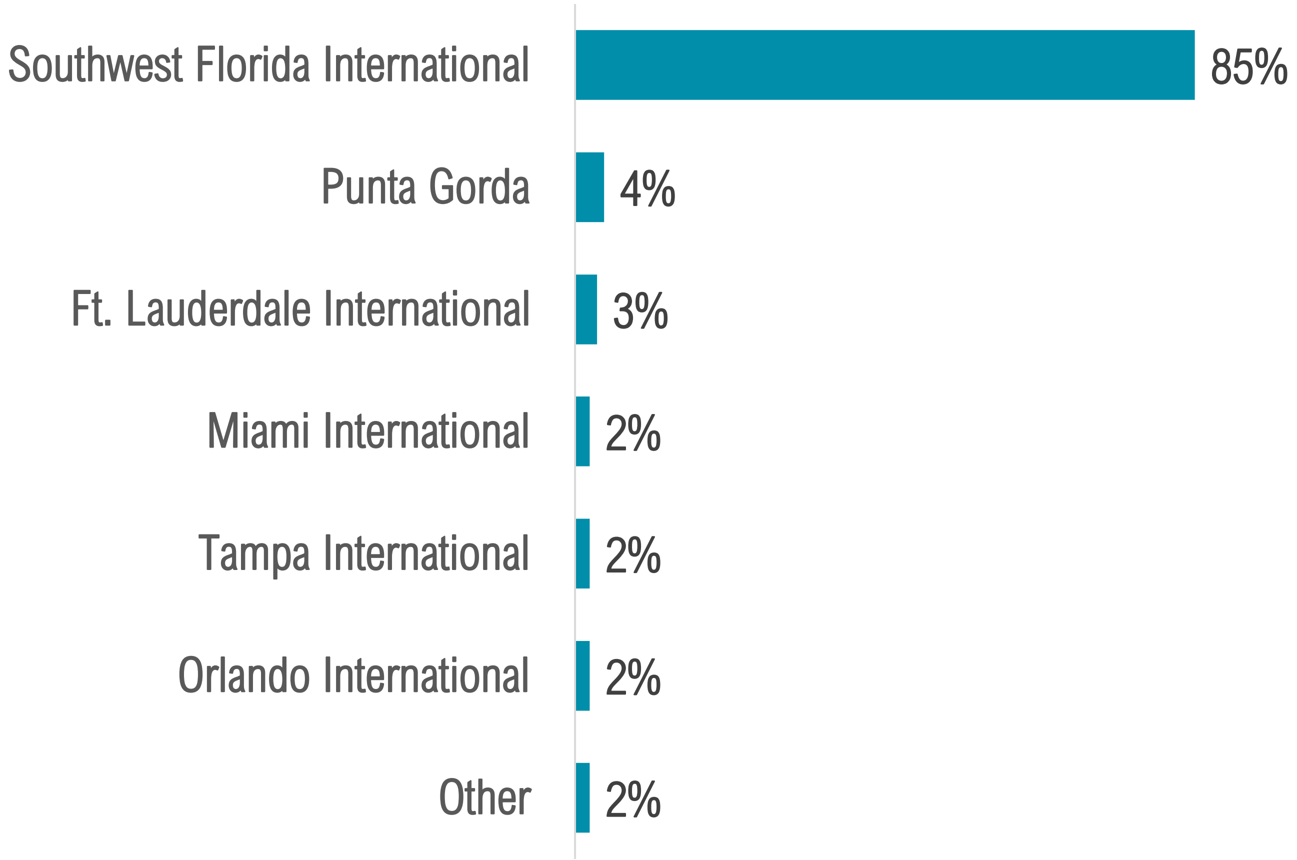
2 in 3 visitors **flew** to the Fort Myers area.



AIRPORT

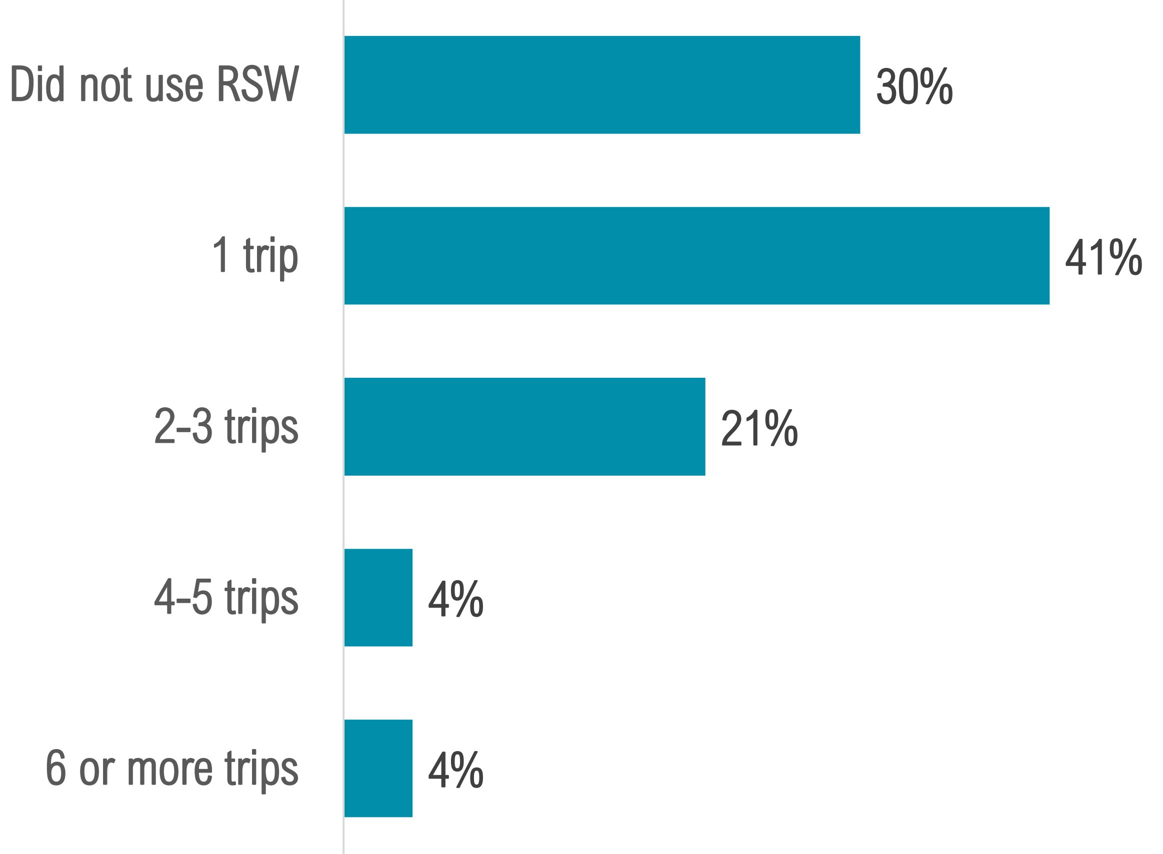
Over 4 in 5 visitors who flew to the Fort Myers area came through **RSW**.

BASE: 67% of visitors who flew



USE OF RSW IN THE PAST YEAR

70% of visitors used RSW at least once in the past year.



VISITOR JOURNEY: TRAVEL PARTY PROFILE

Pre-Visit

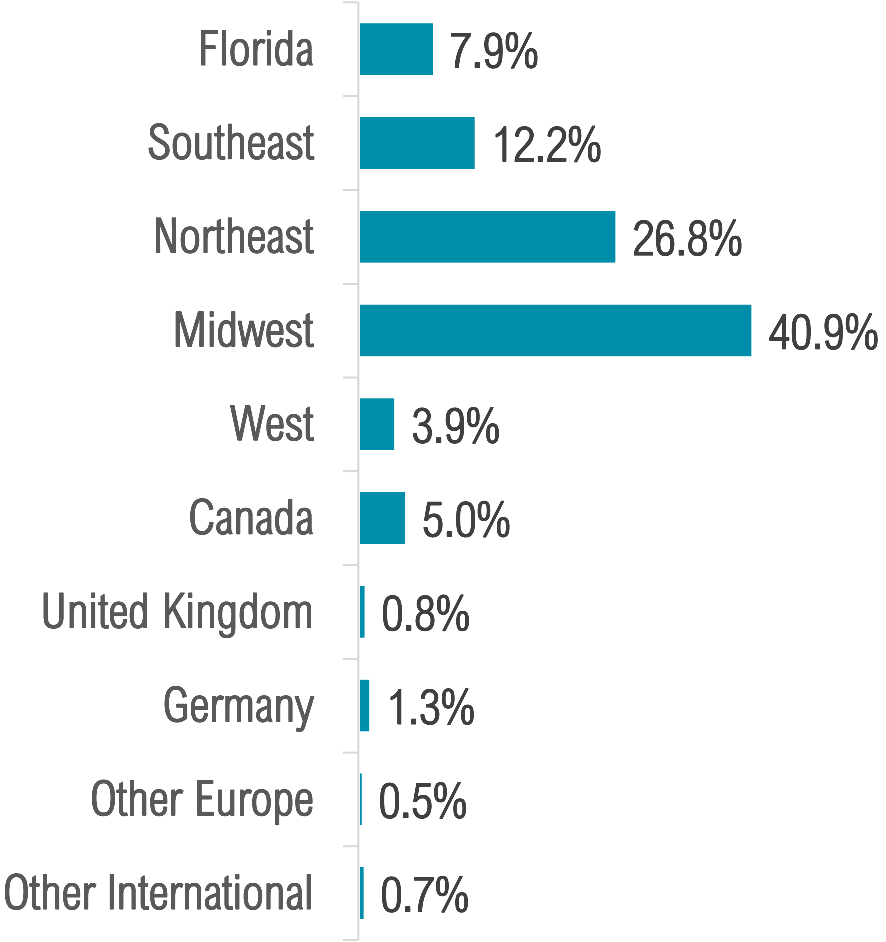
Travel Party Profile

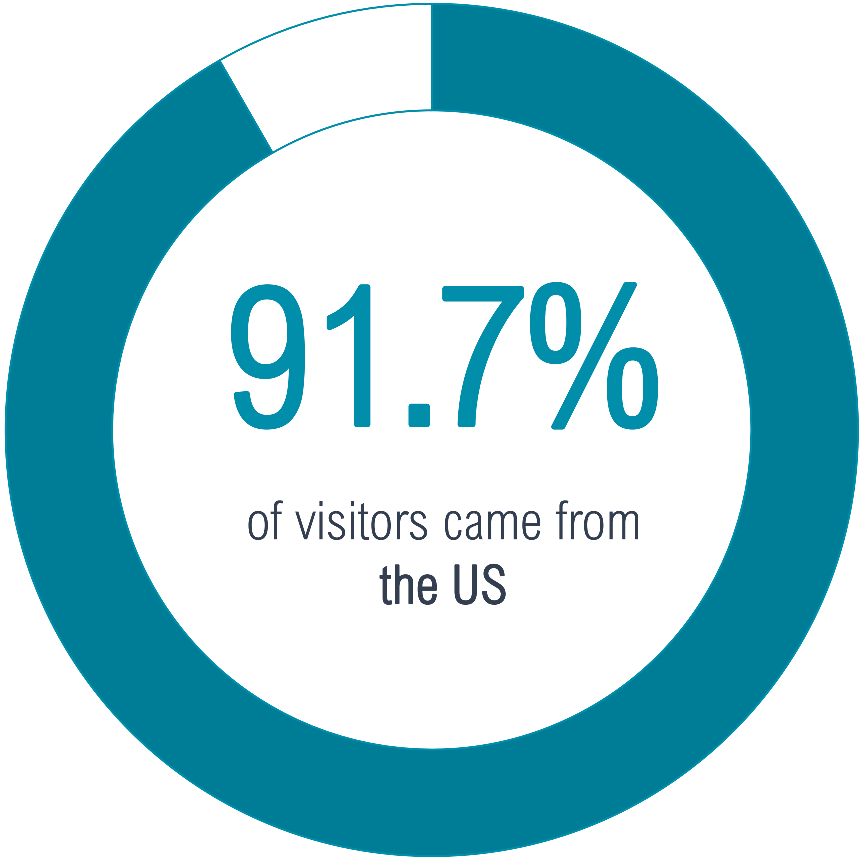
Trip Experience

Post-Trip Evaluation

Economic Impact on Destination

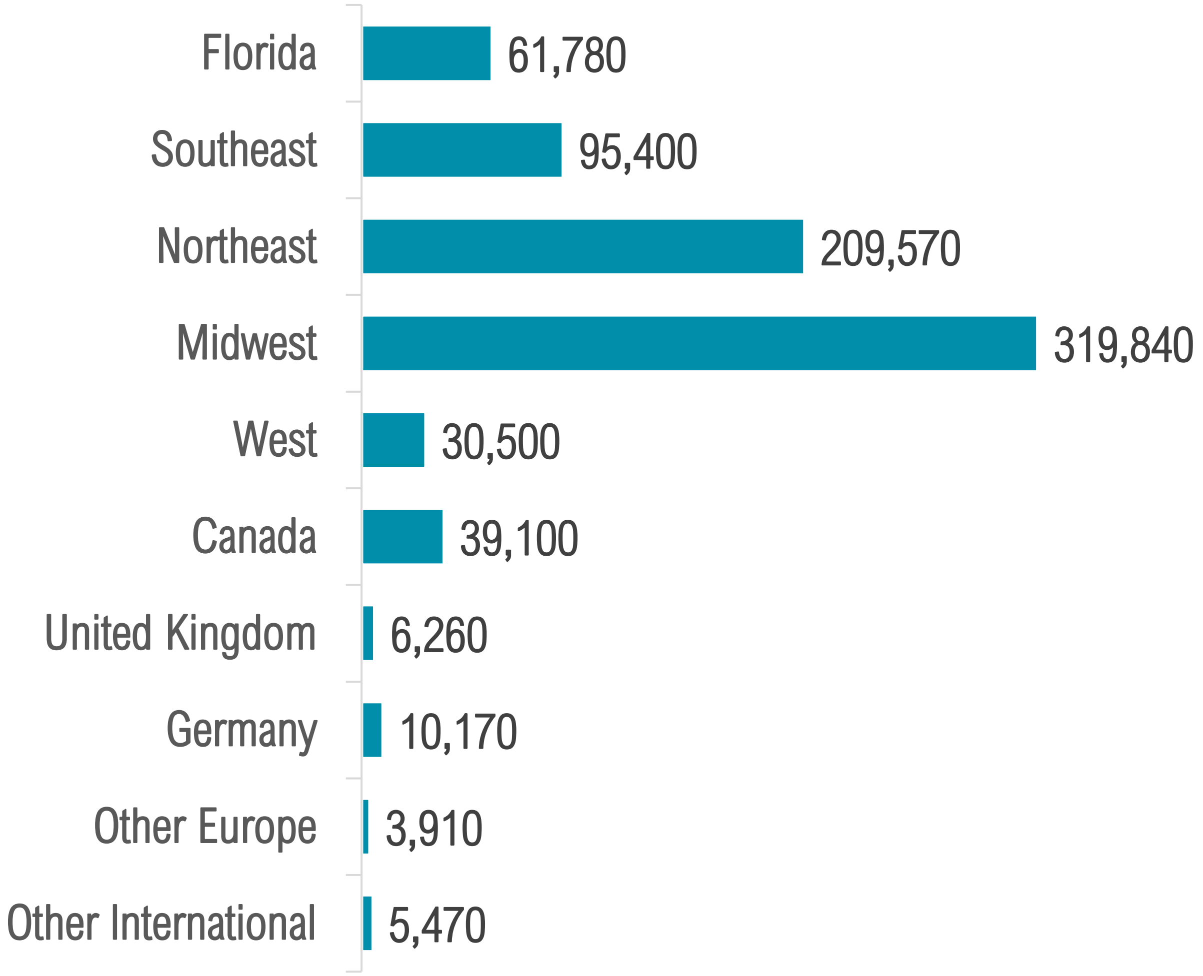
ORIGIN[1]





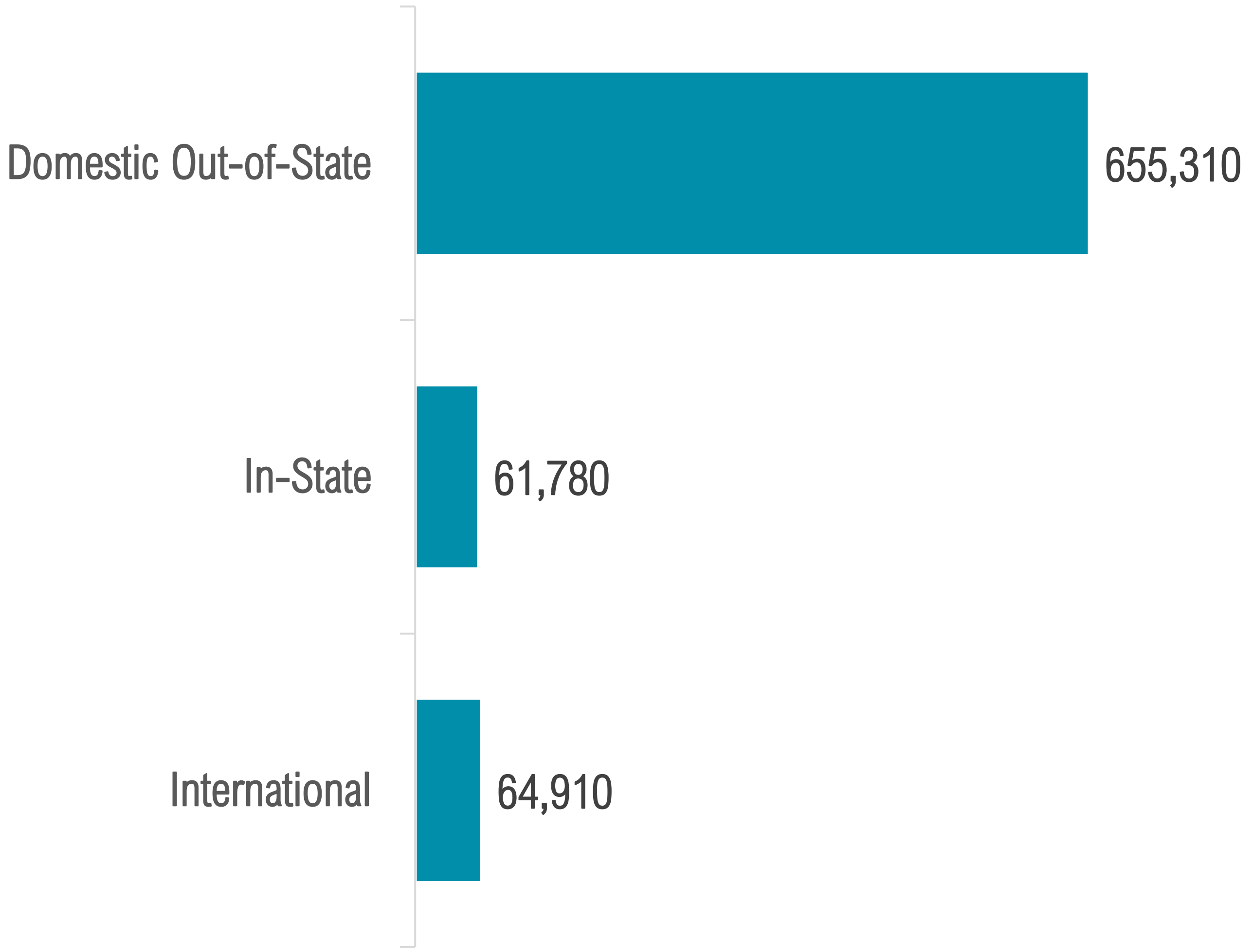
[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers. Based on data from the Visitor Tracking Study.

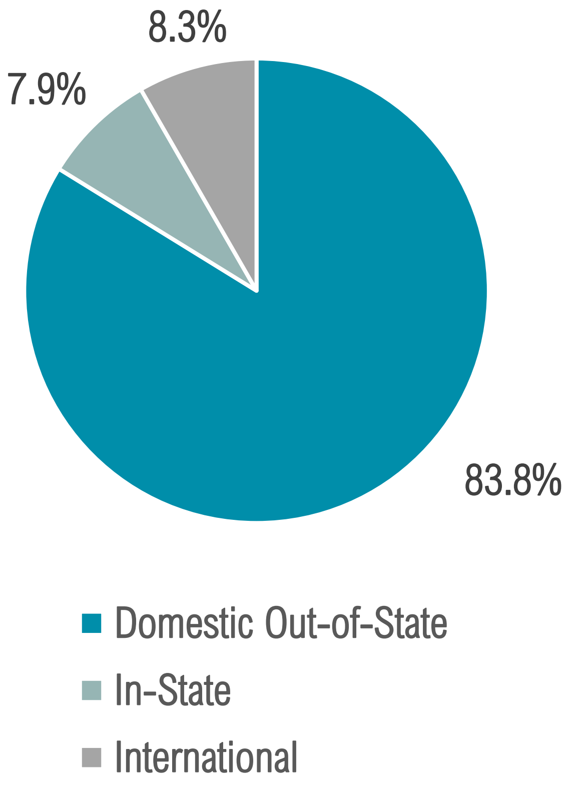
NUMBER OF VISITORS BY ORIGIN[1]



[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers. Based on data from the Visitor Tracking Study.

NUMBER OF VISITORS BY ORIGIN



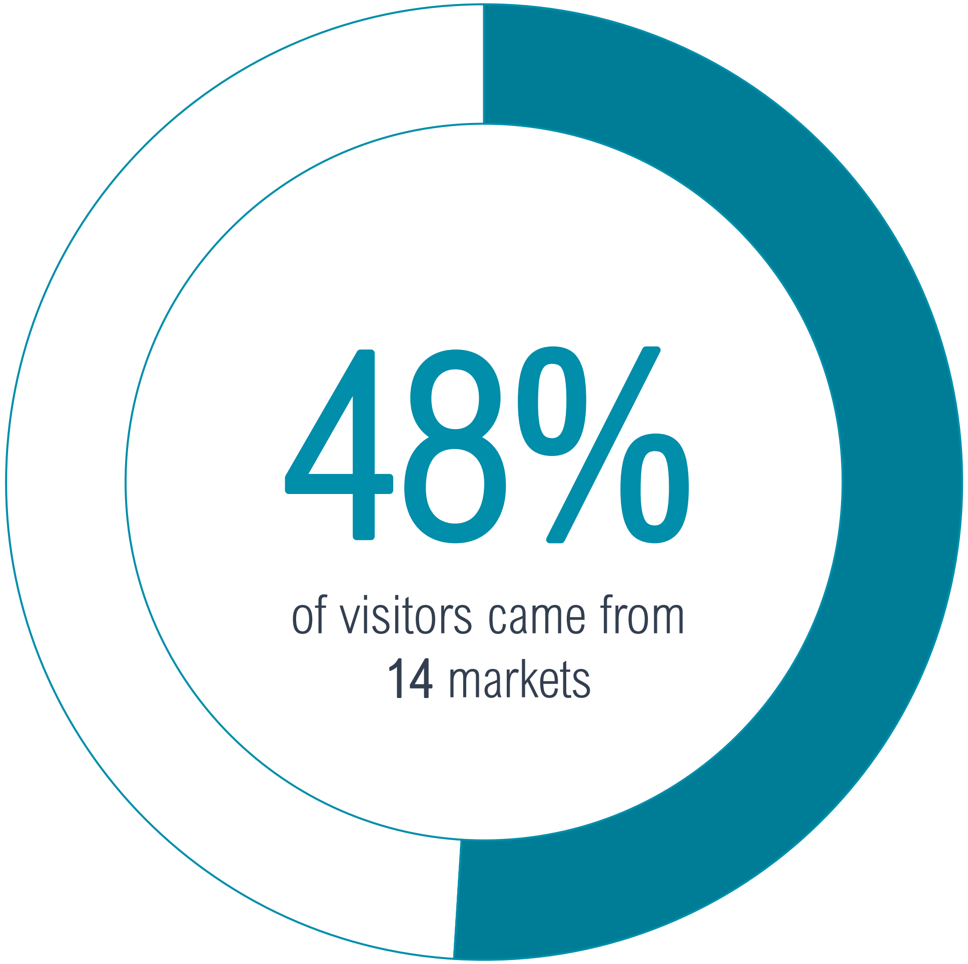


[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers. Based on data from the Visitor Tracking Study.

ORIGIN MARKETS[1]

Market [2]	Percentage of Visitors
Minneapolis-Saint Paul	7%
Boston	7%
Chicago	6%
New York	5%
Detroit	4%
Philadelphia	3%
Cincinnati	2%
Indianapolis	2%
Washington, DC-Hagerstown	2%
Atlanta	2%
Cleveland-Akron	2%
Naples & Surrounding Areas	2%
Miami-Fort Lauderdale	2%
Orlando-Daytona Beach-Melbourne	2%

[1]Includes visitors who stayed in paid accommodations, VFRs, and day trippers.
[2]Based on data from the Visitor Tracking Study.



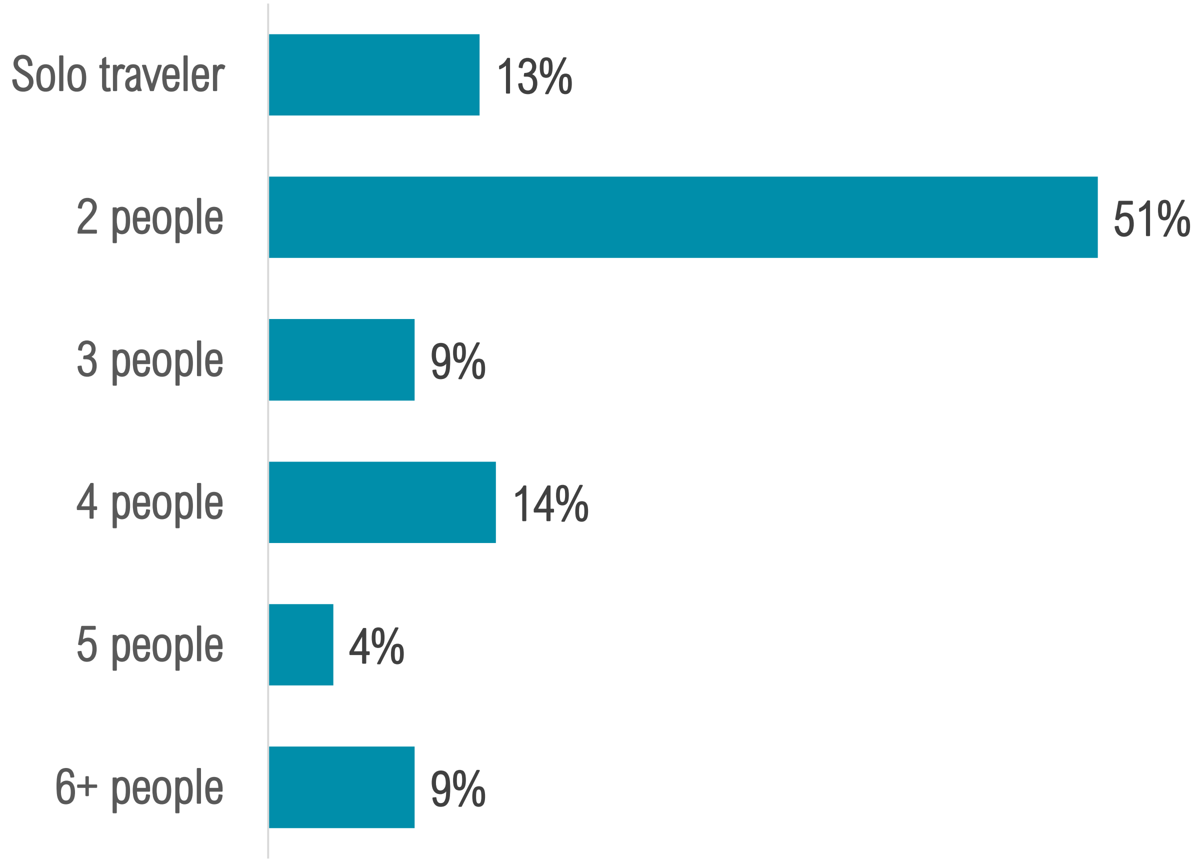
TRAVEL PARTY SIZE AND COMPOSITION

Travel Party Size

Visitors traveled in a party composed of **2.6[1] people**.

Travel with Children

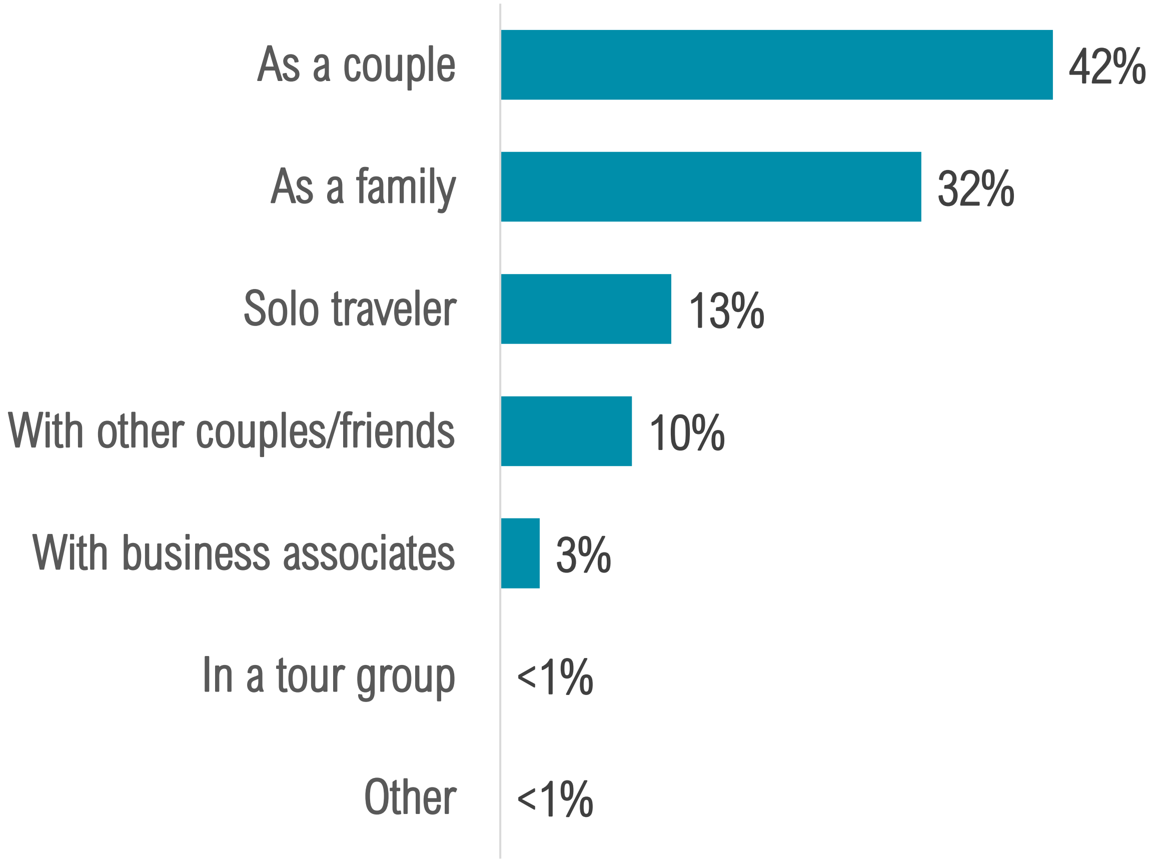
24% of visitors **traveled with children** under the age of 18.



[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY TYPE

Nearly 3 in 4 visitors traveled either as a **family** or as a **couple**, while **13%** of visitors traveled **alone**.



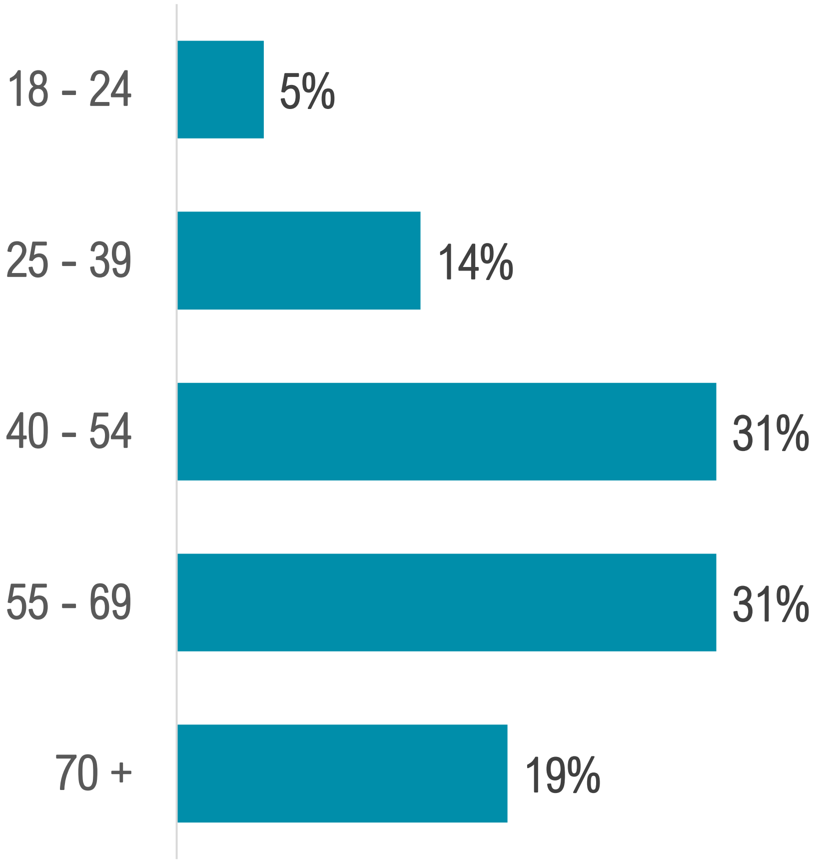
AGE

Average Age

The average age of Jan – Mar visitors was **55 years old.**

Median Age

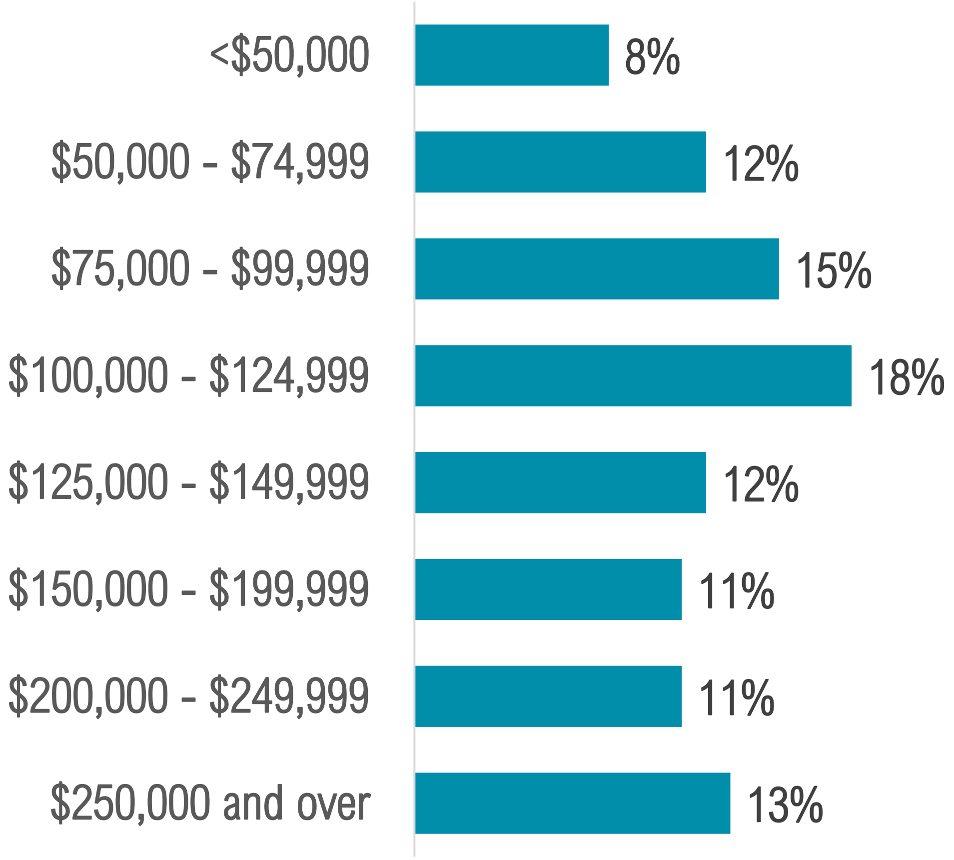
The median age of Jan - Mar visitors was **55 years old.**



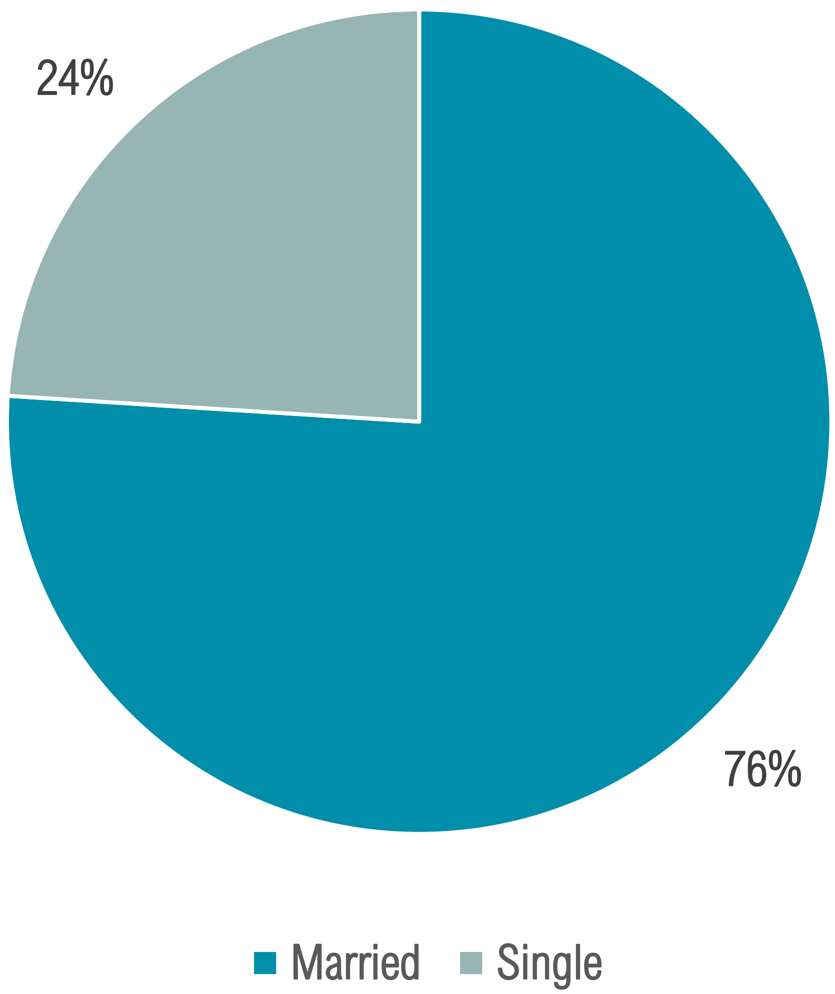
HOUSEHOLD INCOME

Median Household Income
Jan - Mar visitors had a median household income of **$120,800.**

24% of visitors had a household income in excess of **$200,000.**



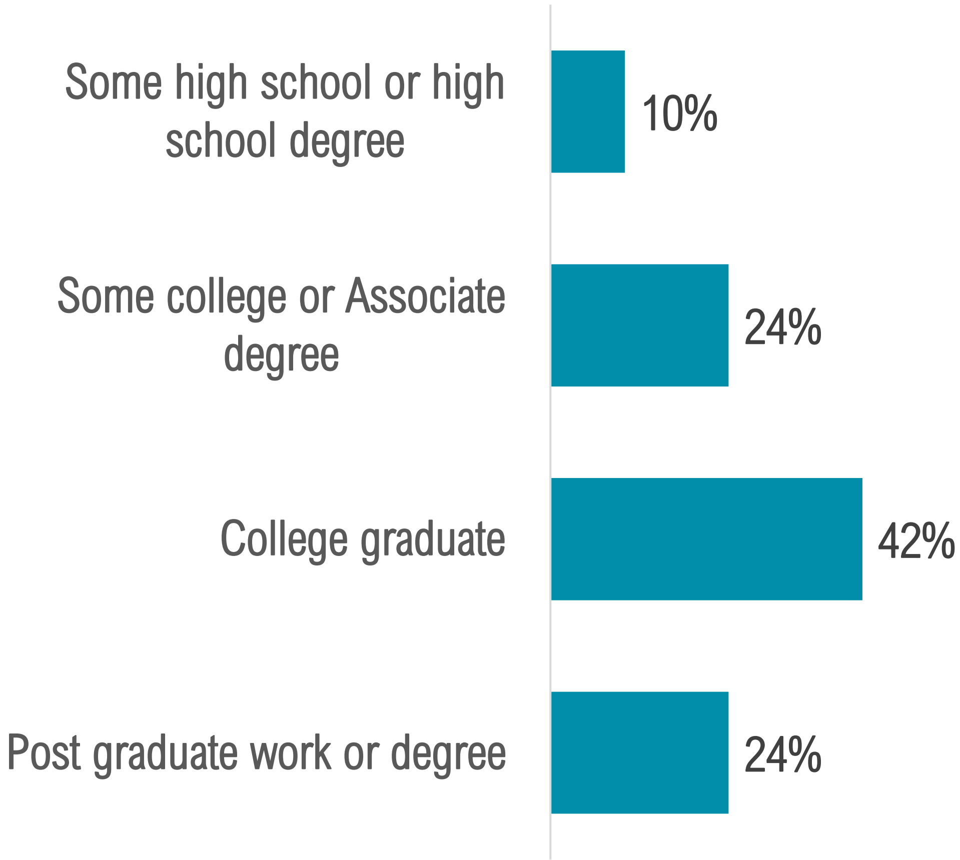
MARITAL STATUS



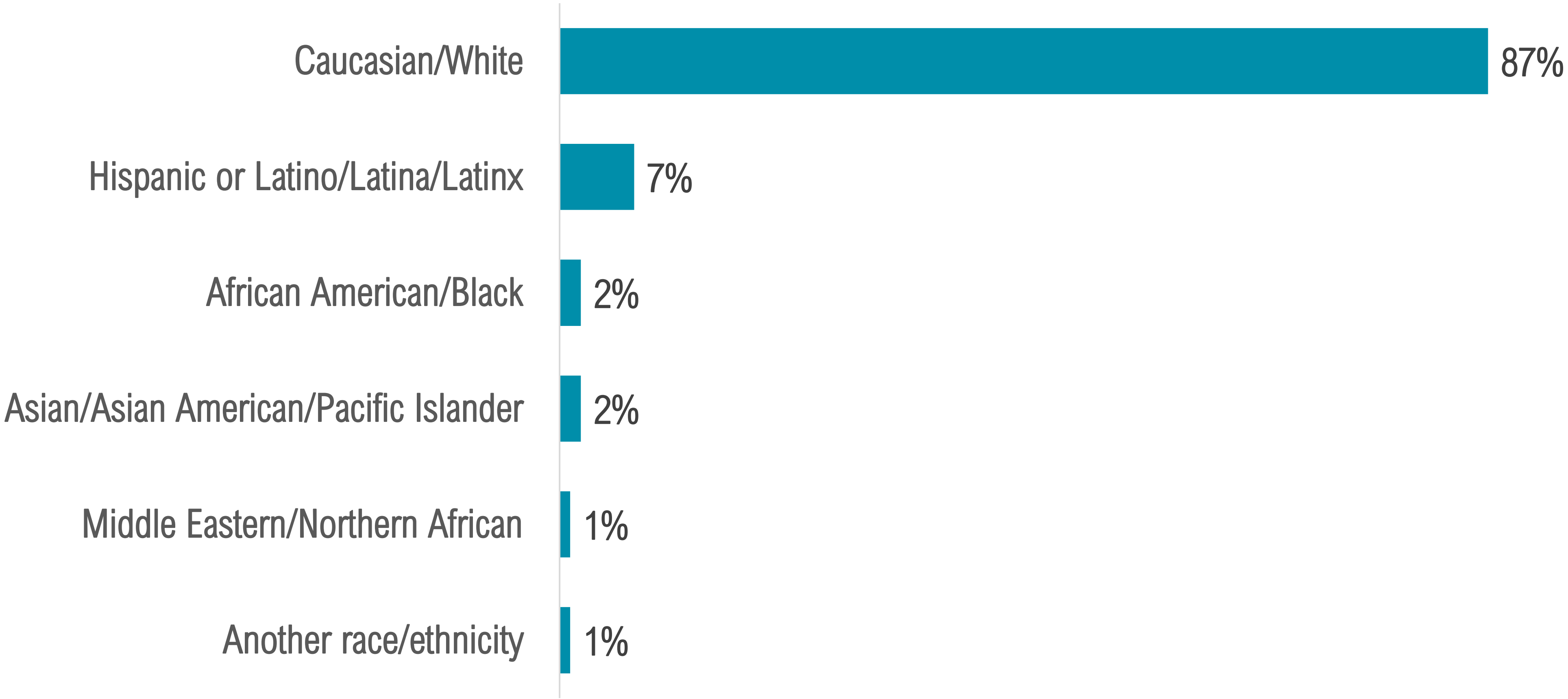
EDUCATION

Education Level

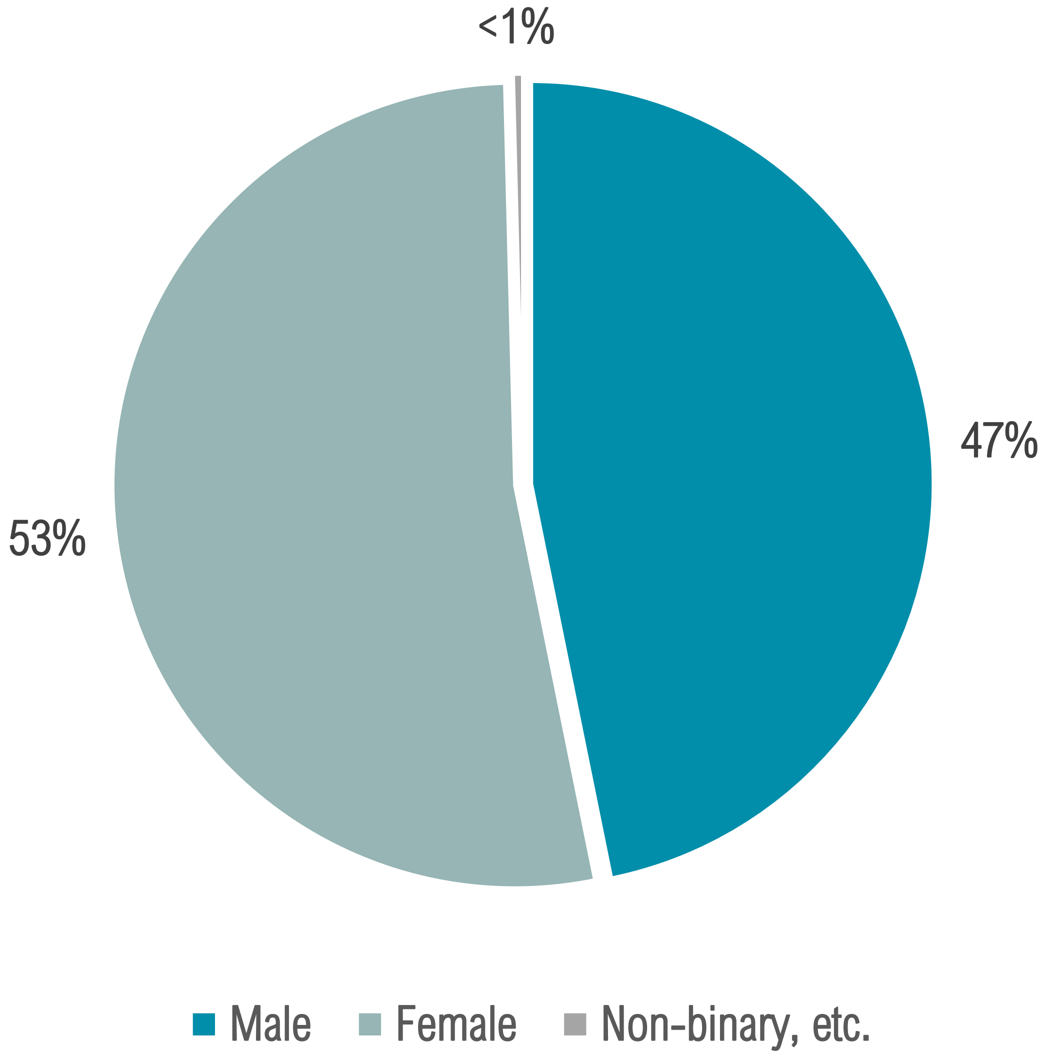
2 in 3 of Jan - Mar visitors had **achieved a bachelor's degree or higher.**



RACE/ETHNICITY



GENDER[1]



[1]Gender of person interviewed.

VISITOR JOURNEY: TRIP EXPERIENCE

Pre-Visit

Travel Party Profile

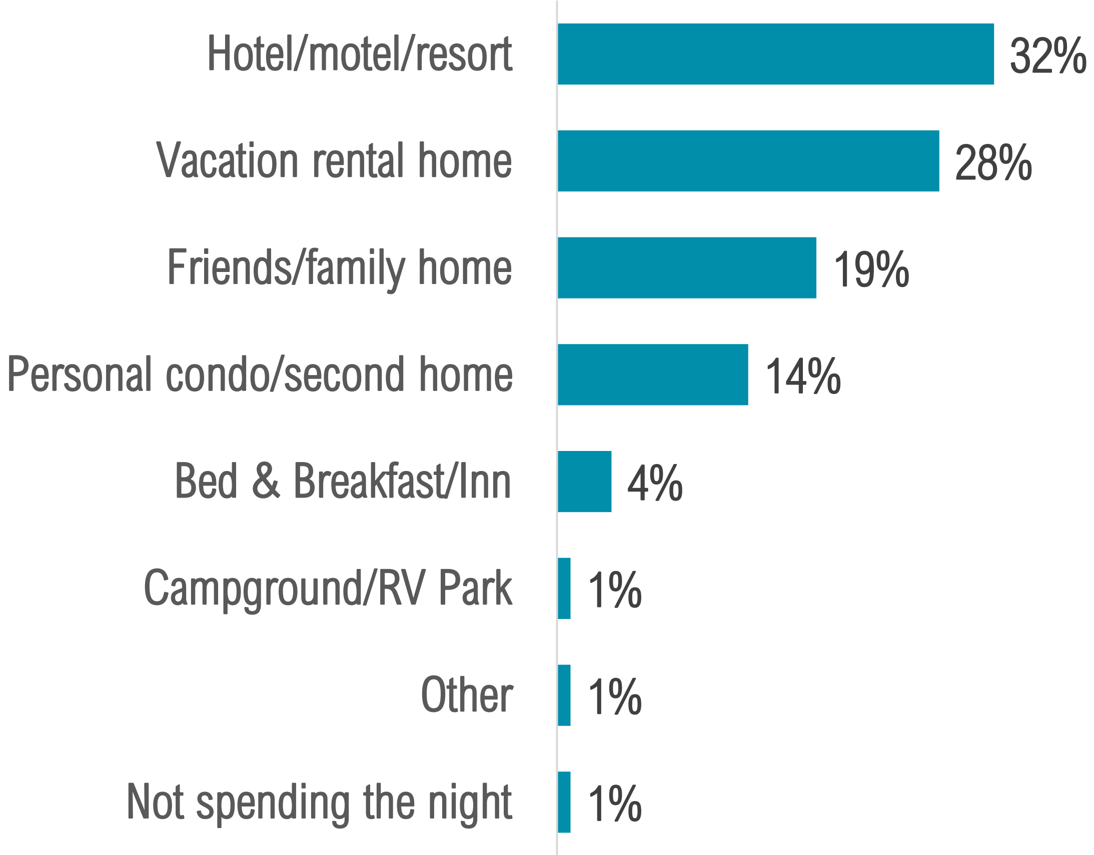
Trip Experience

Post-Trip Evaluation

Economic Impact on Destination

ACCOMMODATIONS

2 in 3 visitors stayed in paid accommodations



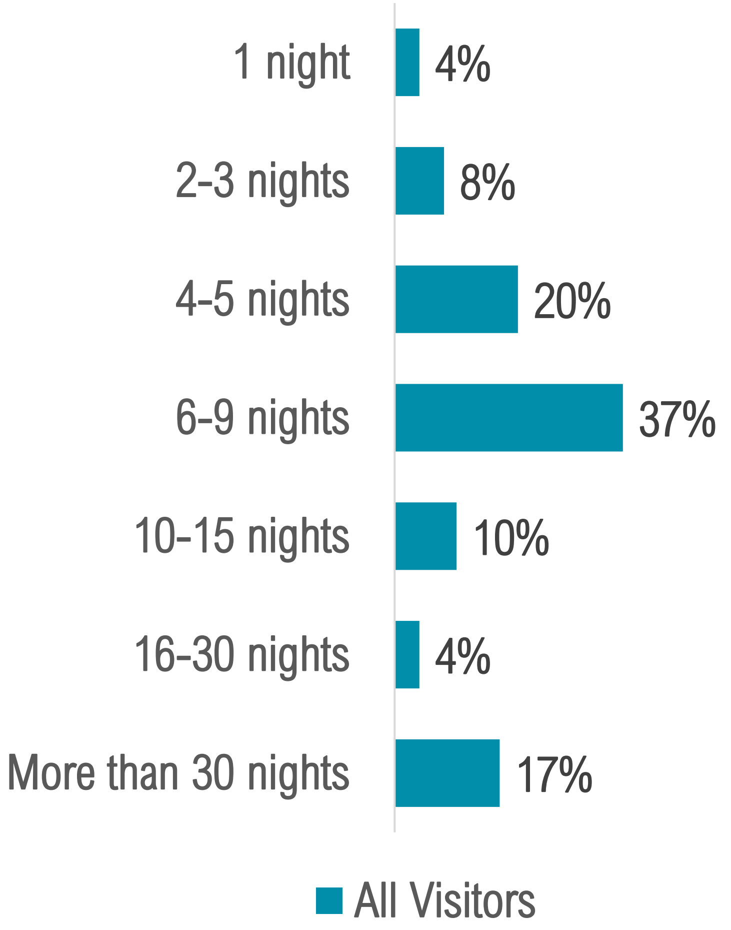
NIGHTS STAYED

All Visitors

Visitors spent an average of 7.9[1] nights in the Fort Myers area.

Visitors Staying in Paid Accommodations

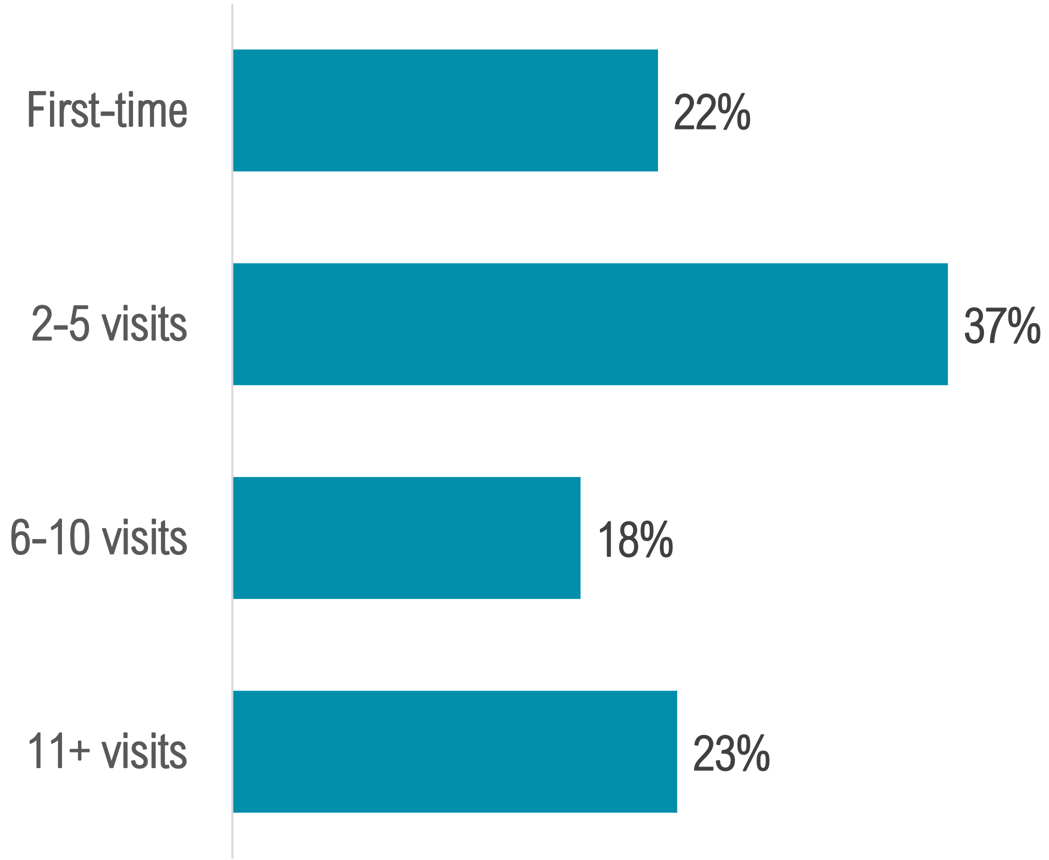
Visitors staying in paid accommodations spent an average of 7.4[2] nights in the Fort Myers area.



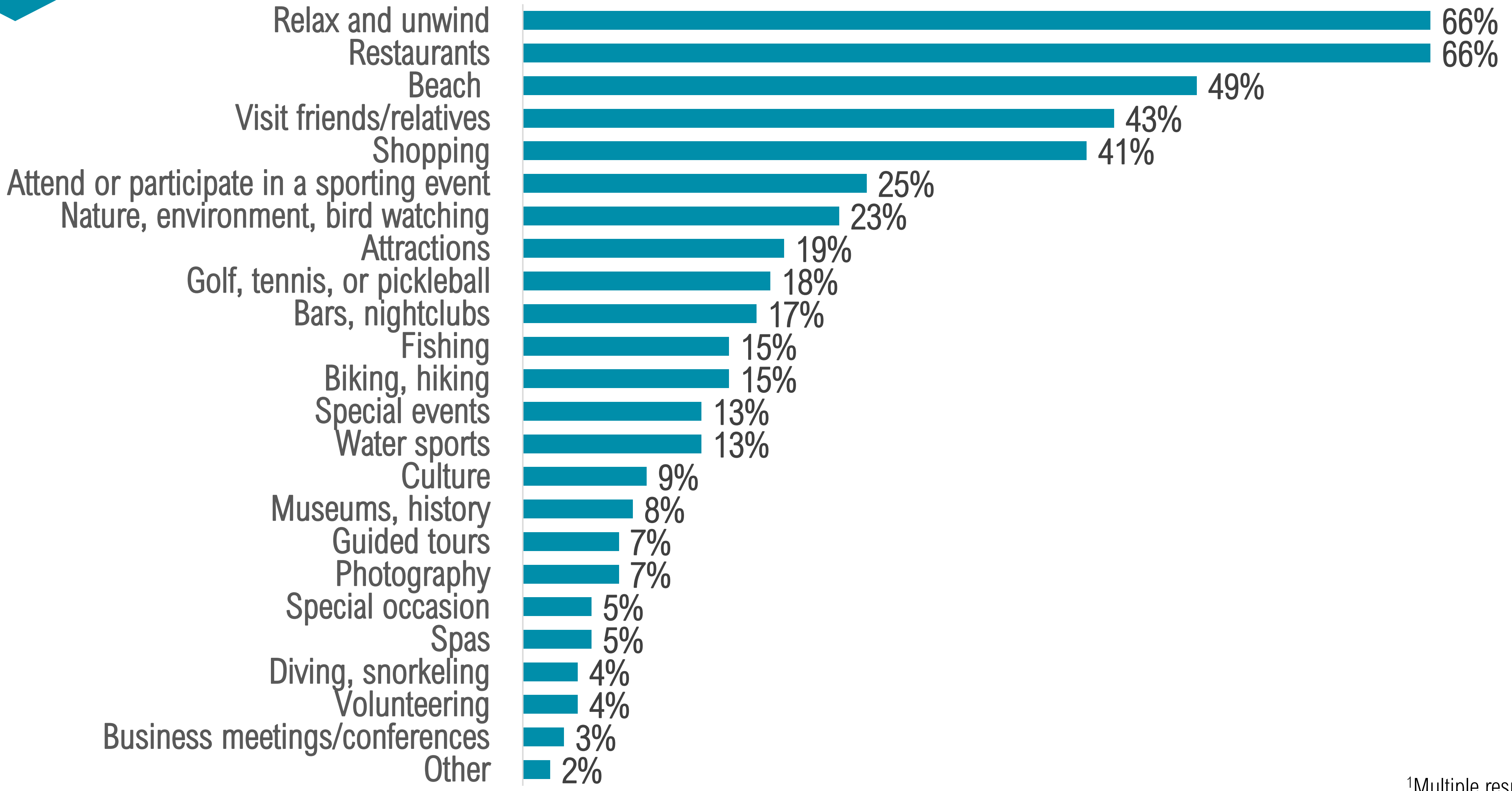
[1]Sources: Occupancy Study and Visitor Tracking Study
[2]Source: Occupancy Study

FIRST TIME AND EXPERIENCED VISITORS

22% of visitors were visiting for the first time, while 23% were highly loyal visitors, having visited more than 10 times.

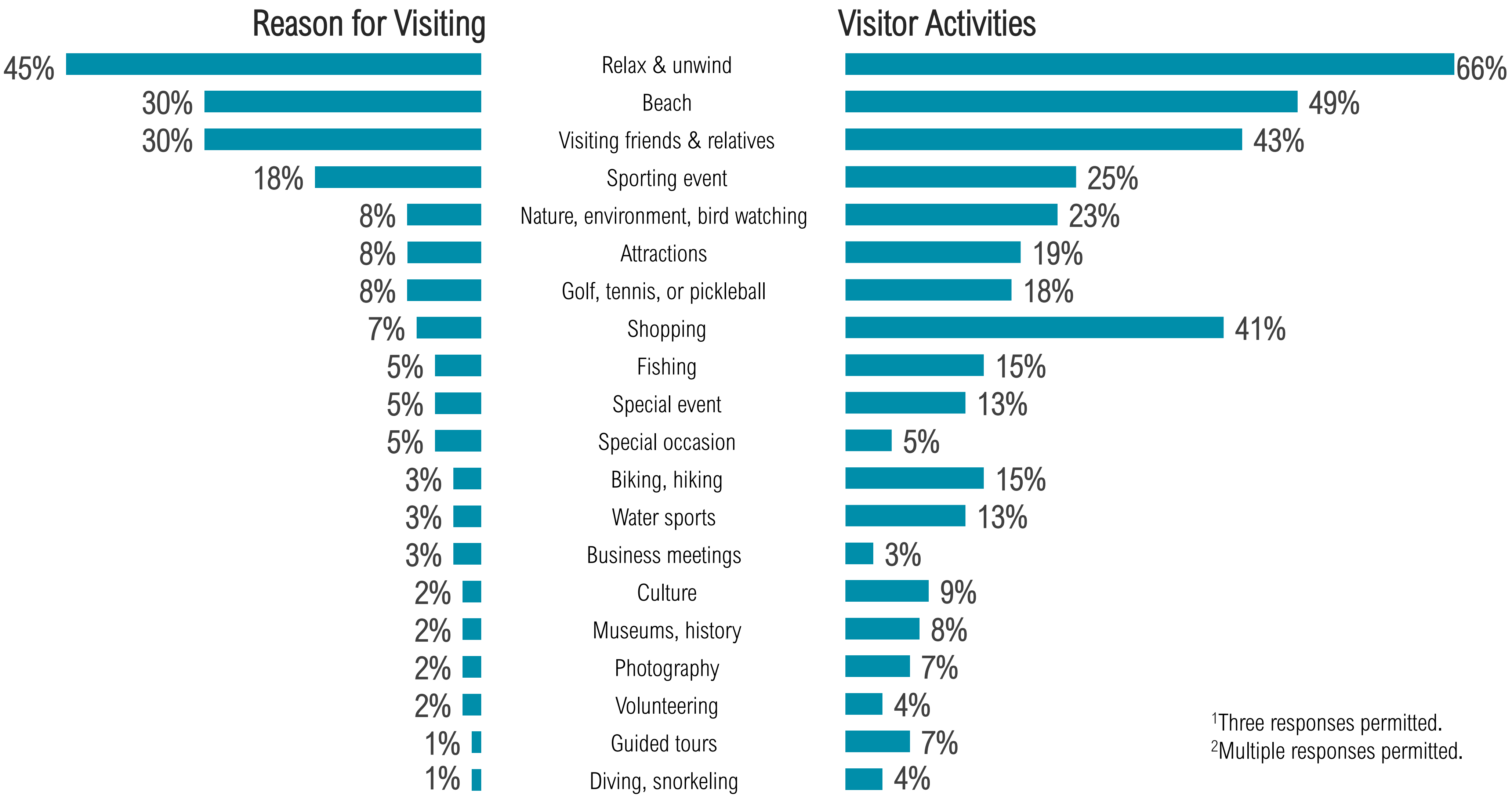


VISITOR ACTIVITIES[1]



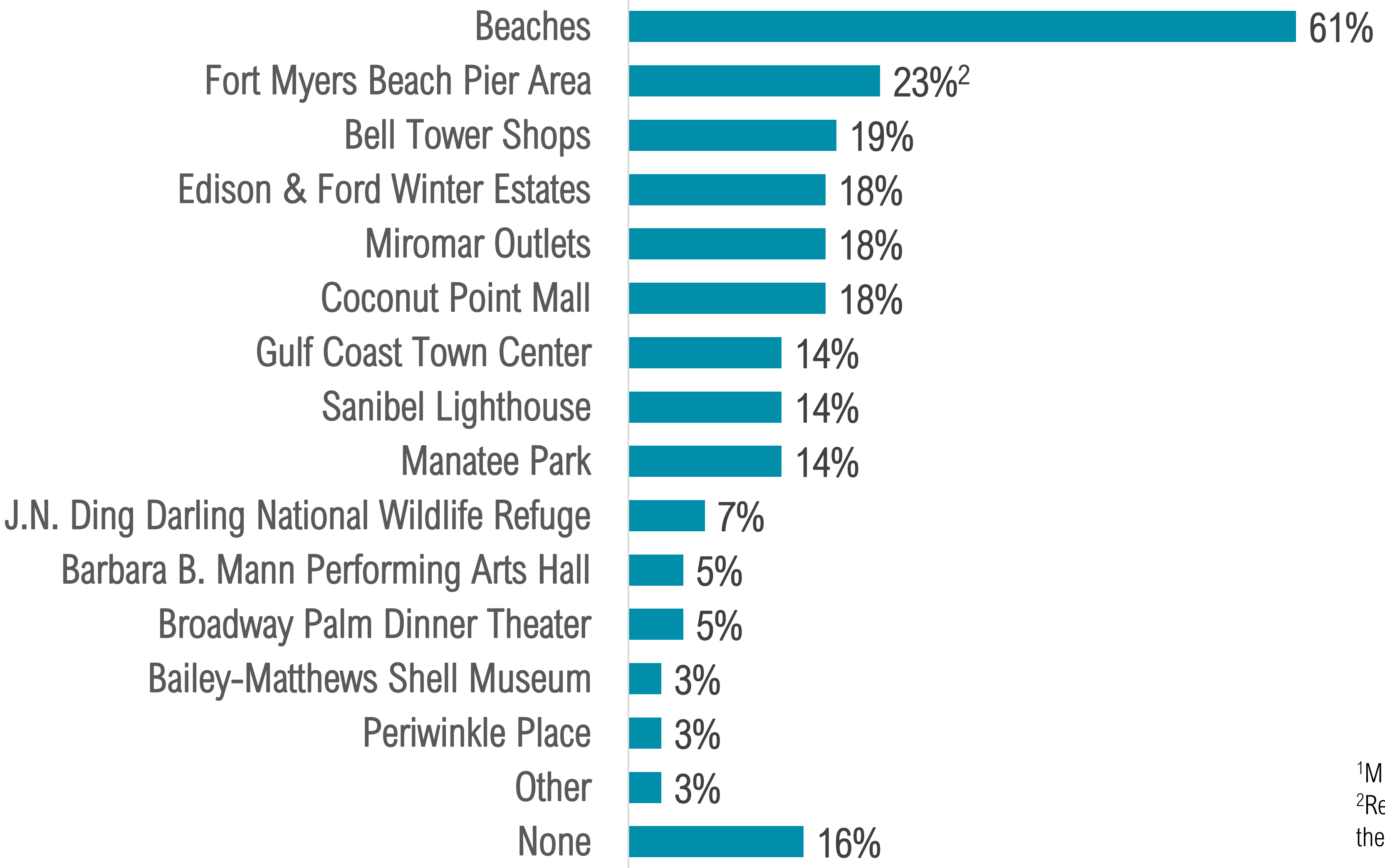
[1]Multiple responses permitted.

REASON FOR VISITING[1] VS. VISITOR ACTIVITIES[2]



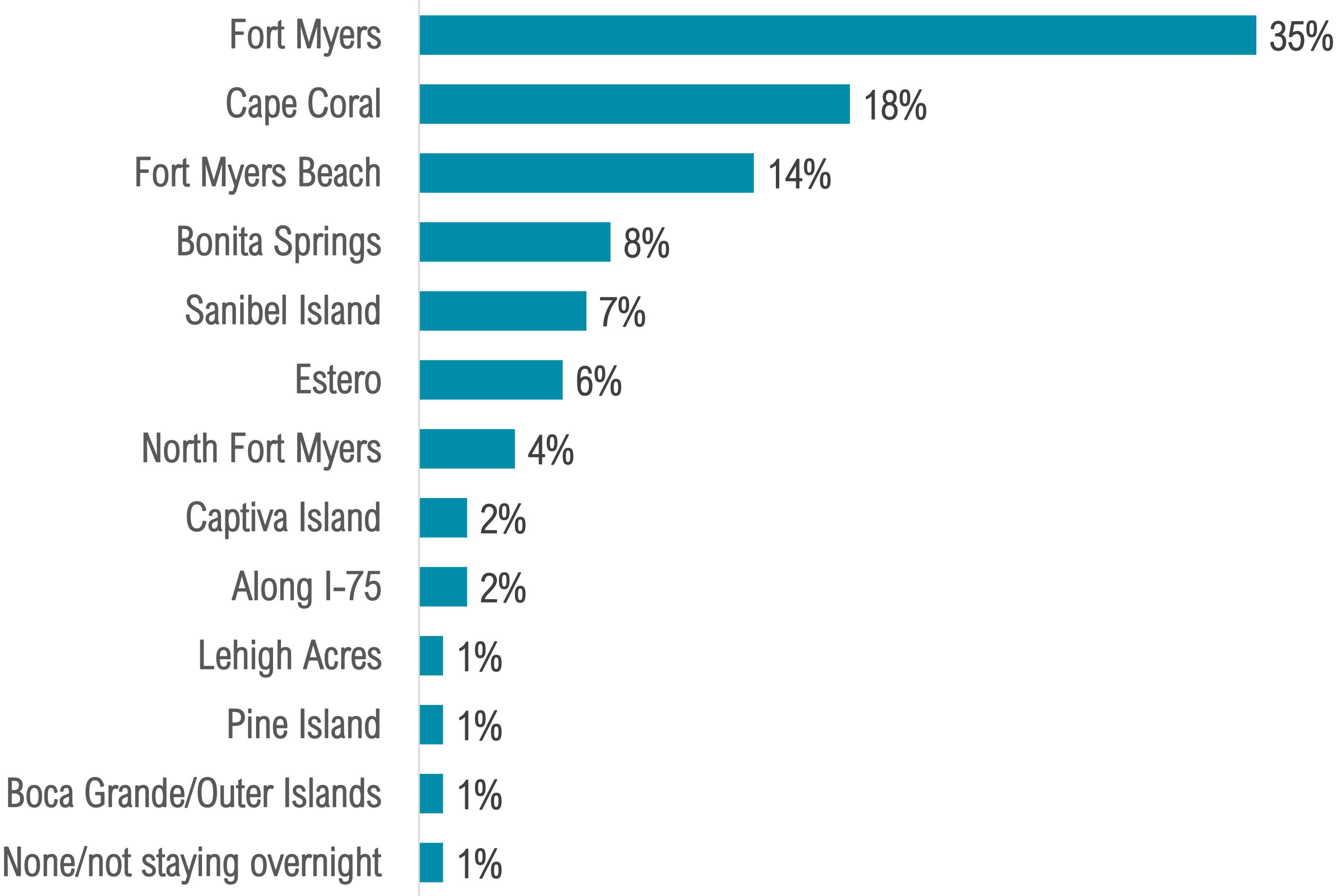
[1]Three responses permitted.
[2]Multiple responses permitted.

ATTRACTIONS VISITED[1]



[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

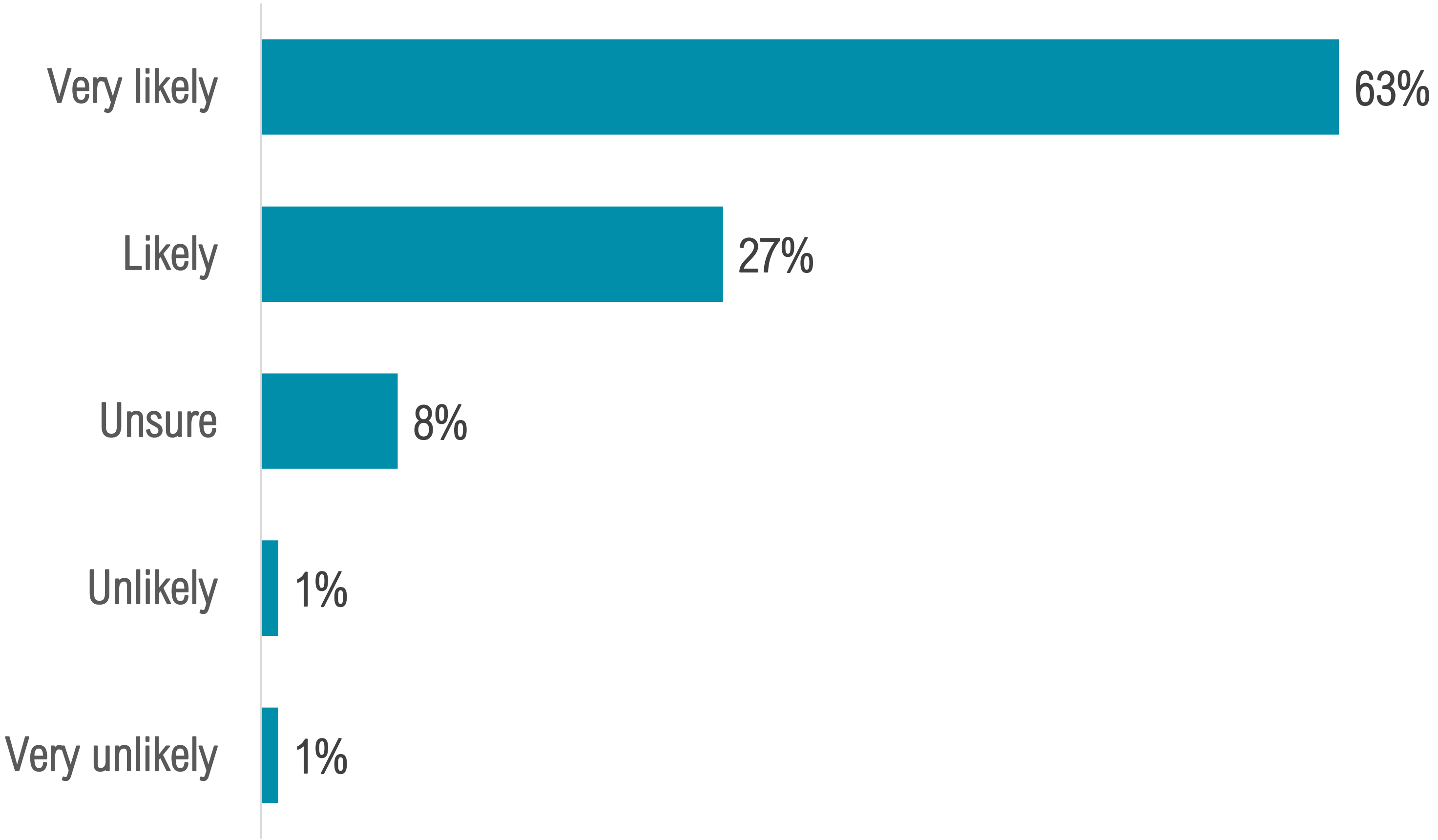
COMMUNITY STAYED



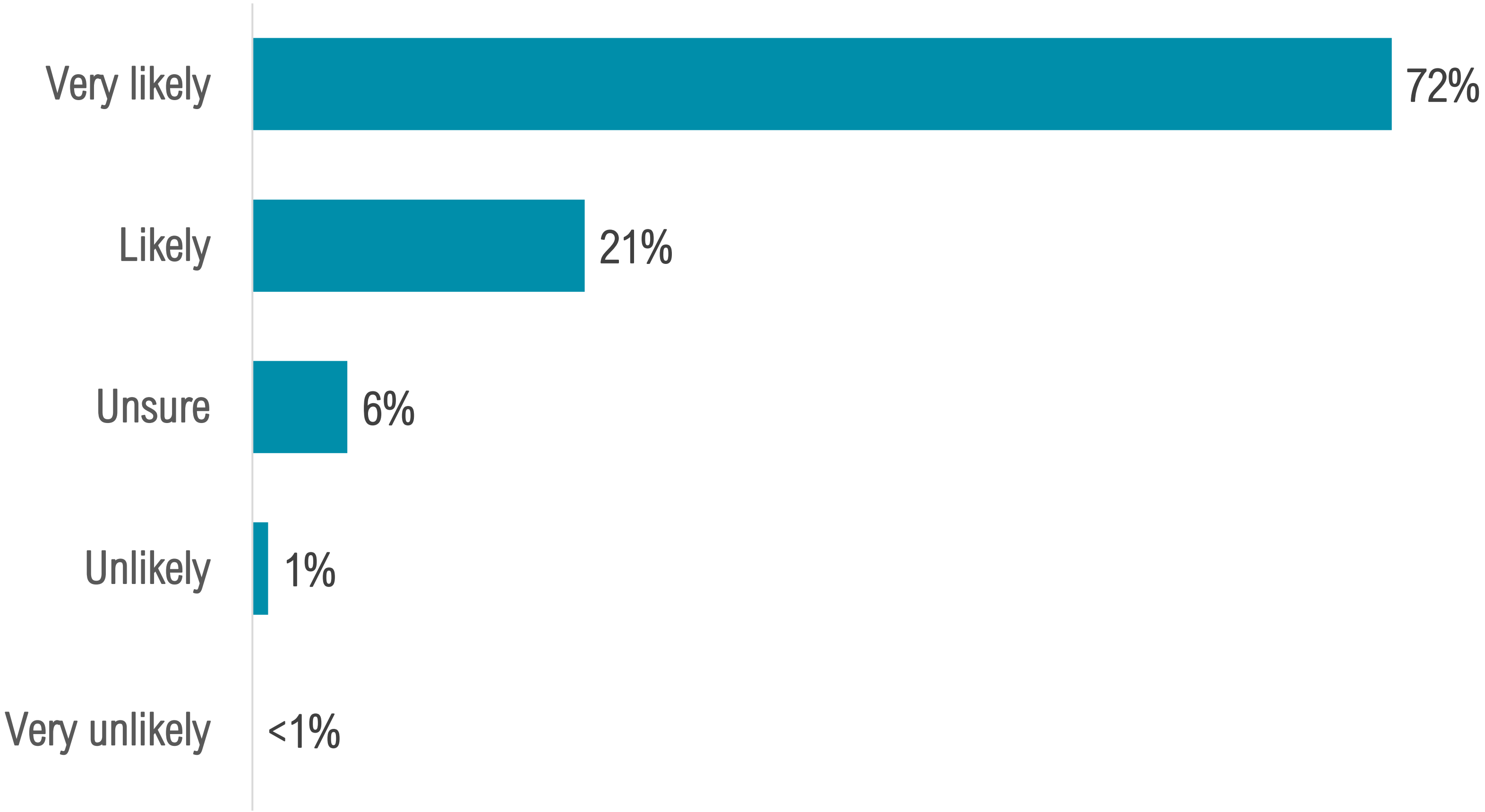
VISITOR JOURNEY: POST-TRIP EVALUATION

- Pre-Visit
- Travel Party Profile
- Trip Experience
- **Post-Trip Evaluation**
- Economic Impact on Destination

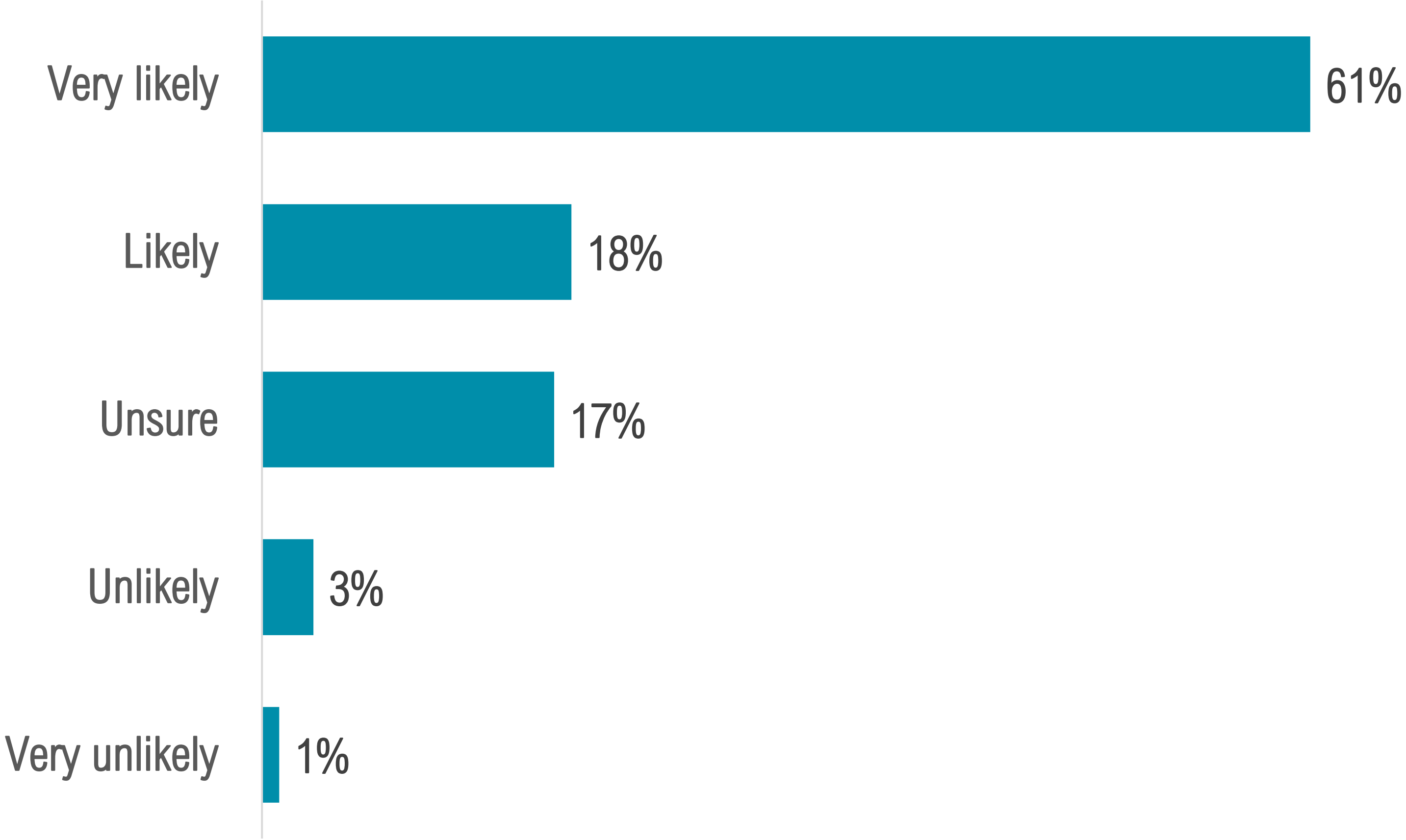
LIKELIHOOD OF RECOMMENDING THE AREA



LIKELIHOOD OF RETURNING TO THE AREA

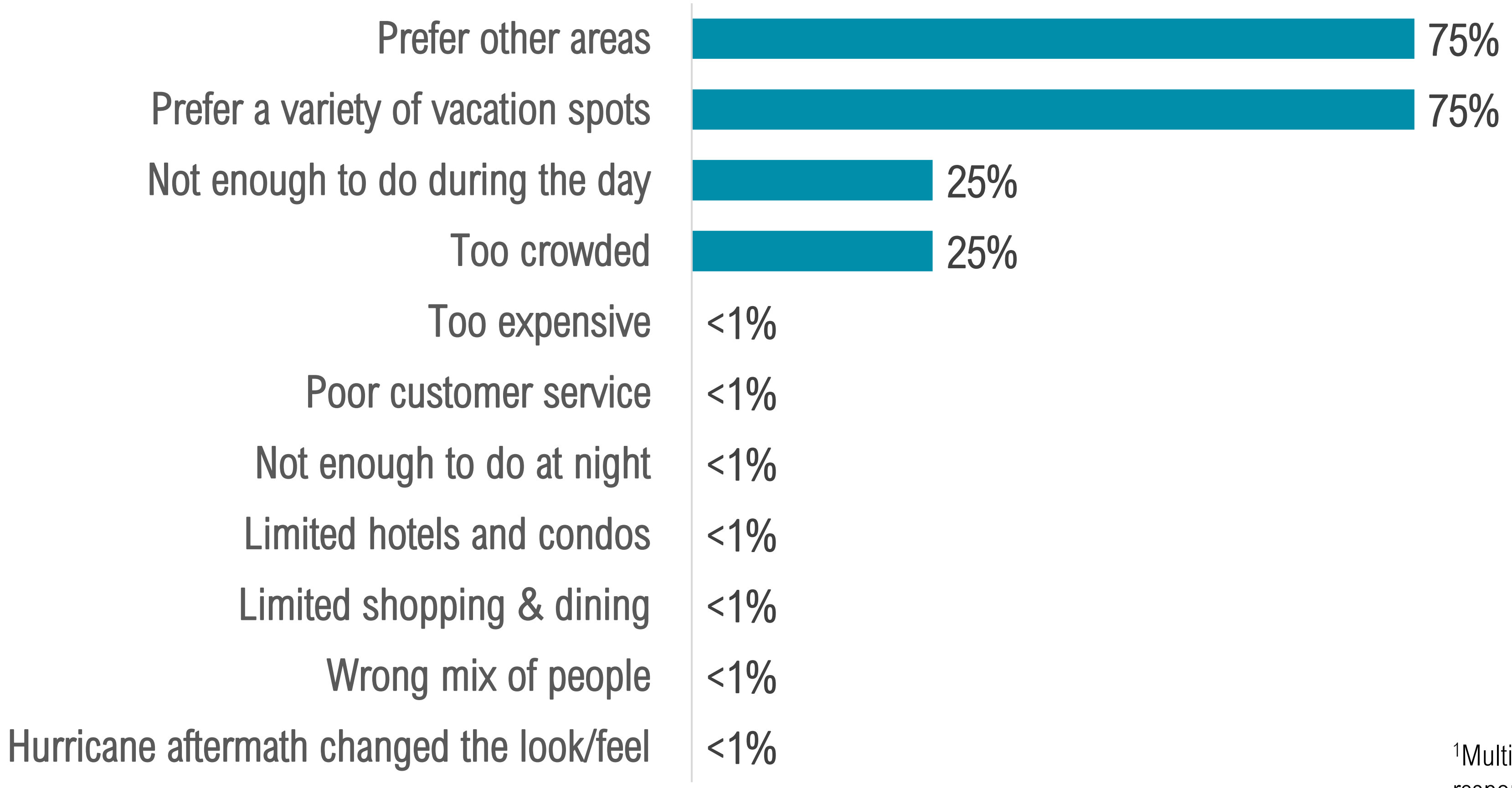


LIKELIHOOD OF RETURNING NEXT YEAR



REASONS FOR NOT RETURNING[1]

BASE: 1% of visitors surveyed who said they're unlikely or very unlikely to return



[1]Multiple responses permitted. Only asked of respondents who said they were "very unlikely" or "unlikely" to return to the area which represents only 1% of all visitors surveyed.

CROSSTABULATIONS: LIKELIHOOD OF RECOMMENDING[1]

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int’l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	47%	62%	61%	57%	57%	63%	60%	64%
Likely	34%	26%	34%	34%	34%	28%	33%	26%
Unsure/don’t know	13%	9%	4%	8%	7%	8%	5%	8%
Unlikely	3%	2%	<1%	1%	1%	1%	2%	1%
Very Unlikely	3%	1%	1%	<1%	1%	<1%	<1%	1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING[1]

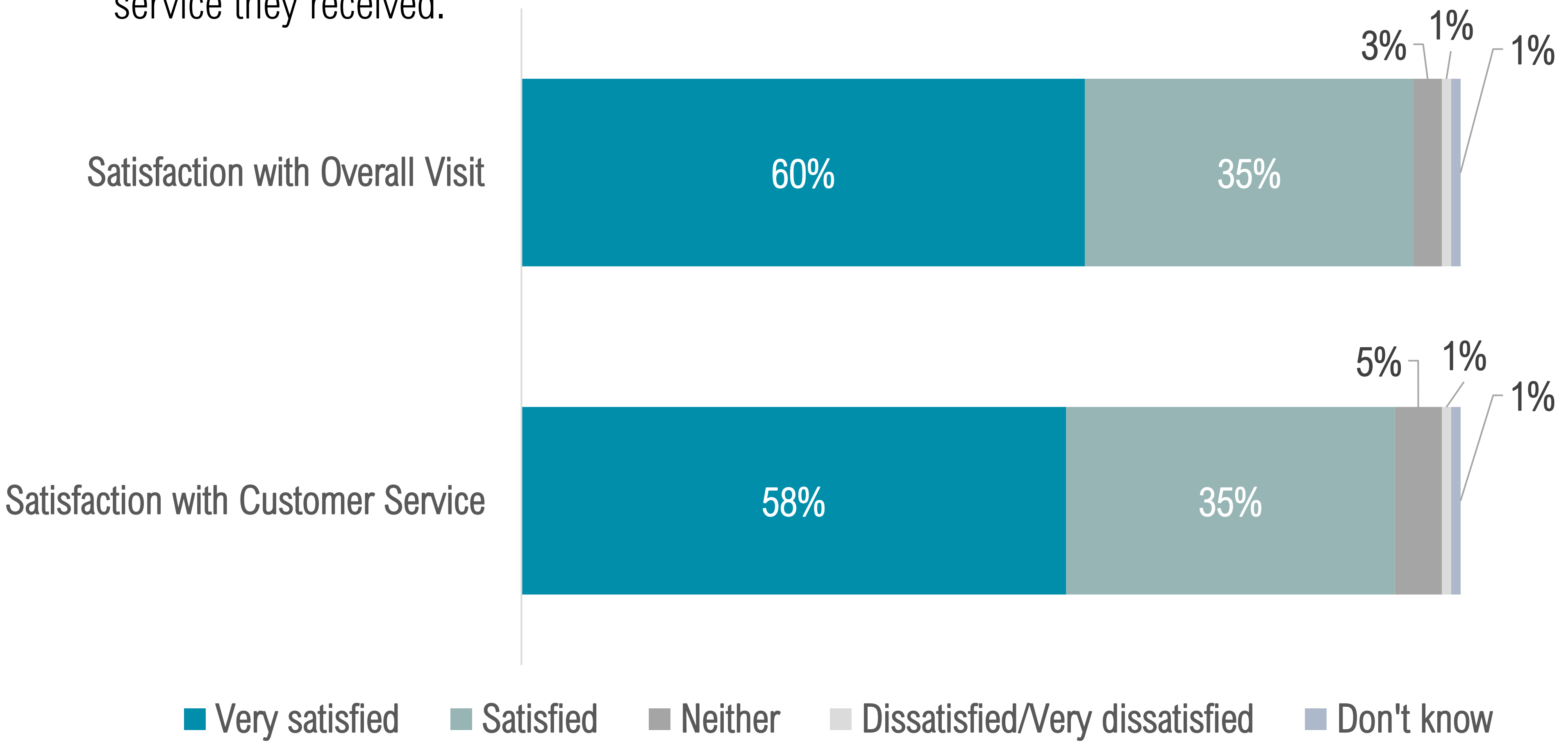
	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	50%	70%	69%	61%	63%	67%	69%	73%
Likely	26%	19%	27%	29%	28%	20%	19%	20%
Unsure/don't know	19%	9%	4%	10%	8%	12%	12%	6%
Unlikely	4%	2%	<1%	<1%	1%	1%	<1%	1%
Very Unlikely	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING NEXT YEAR[1]

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	41%	59%	60%	49%	56%	64%	55%	58%
Likely	28%	19%	21%	21%	23%	17%	17%	15%
Unsure/don't know	21%	17%	15%	21%	17%	16%	14%	13%
Unlikely	6%	3%	3%	7%	3%	2%	9%	10%
Very Unlikely	4%	2%	1%	2%	1%	1%	5%	4%

SATISFACTION

- Compared to 2024, visitors were **more** likely to be **very satisfied** with their overall visit or the customer service they received.



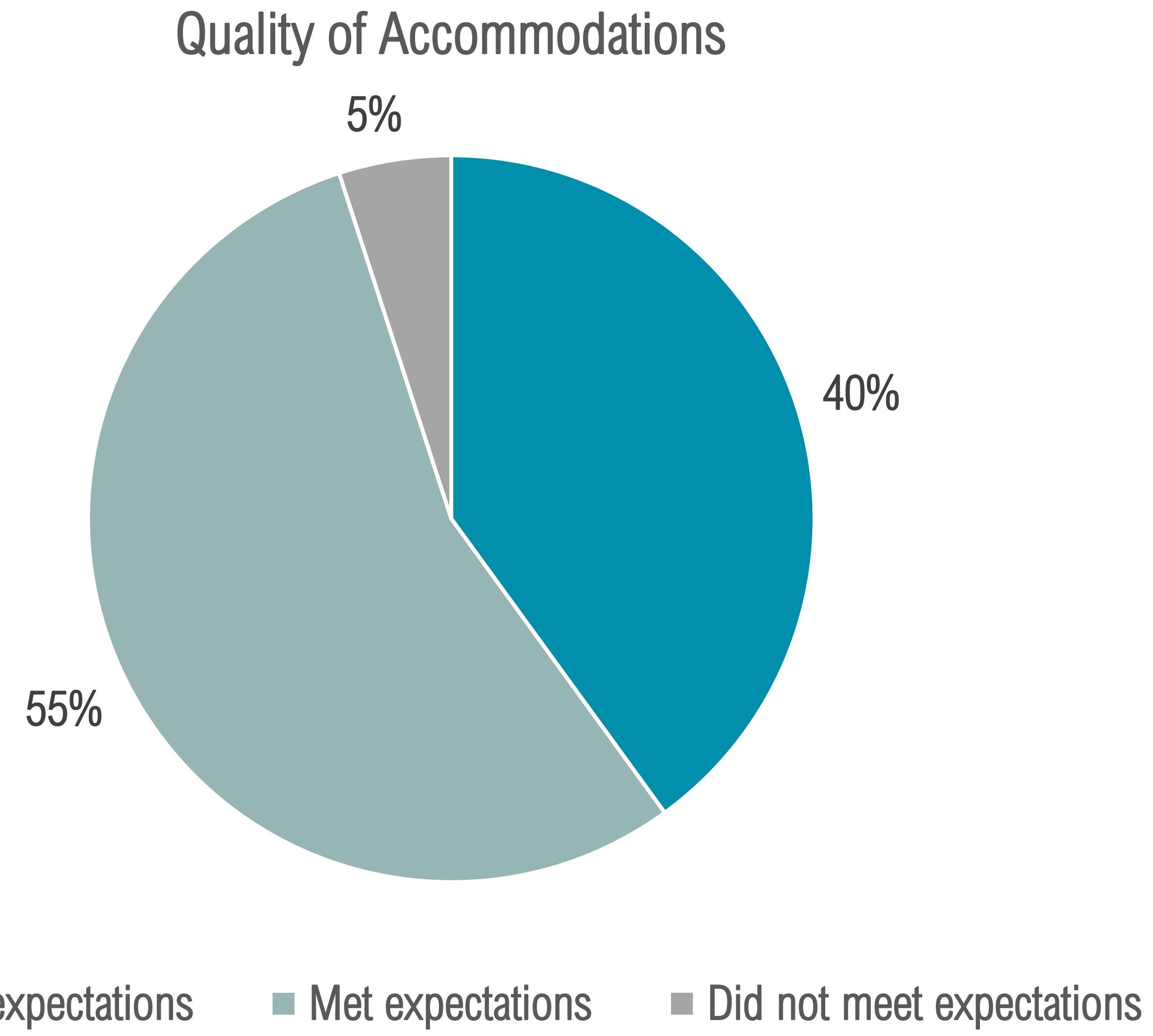
CROSSTABULATIONS: SATISFACTION WITH OVERALL VISIT

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	47%	56%	62%	57%	57%	59%	62%	68%
Satisfied	41%	36%	35%	40%	37%	36%	29%	27%
Unsure/don't know	8%	5%	2%	3%	5%	4%	5%	3%
Dissatisfied	3%	2%	<1%	<1%	1%	1%	2%	1%
Very Dissatisfied	1%	1%	1%	<1%	<1%	<1%	2%	1%

CROSSTABULATIONS: SATISFACTION WITH SERVICE

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	49%	55%	61%	55%	57%	62%	63%	61%
Satisfied	38%	34%	33%	40%	35%	29%	29%	32%
Unsure/don't know	10%	9%	5%	5%	7%	9%	6%	6%
Dissatisfied	2%	1%	1%	<1%	1%	<1%	2%	1%
Very Dissatisfied	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

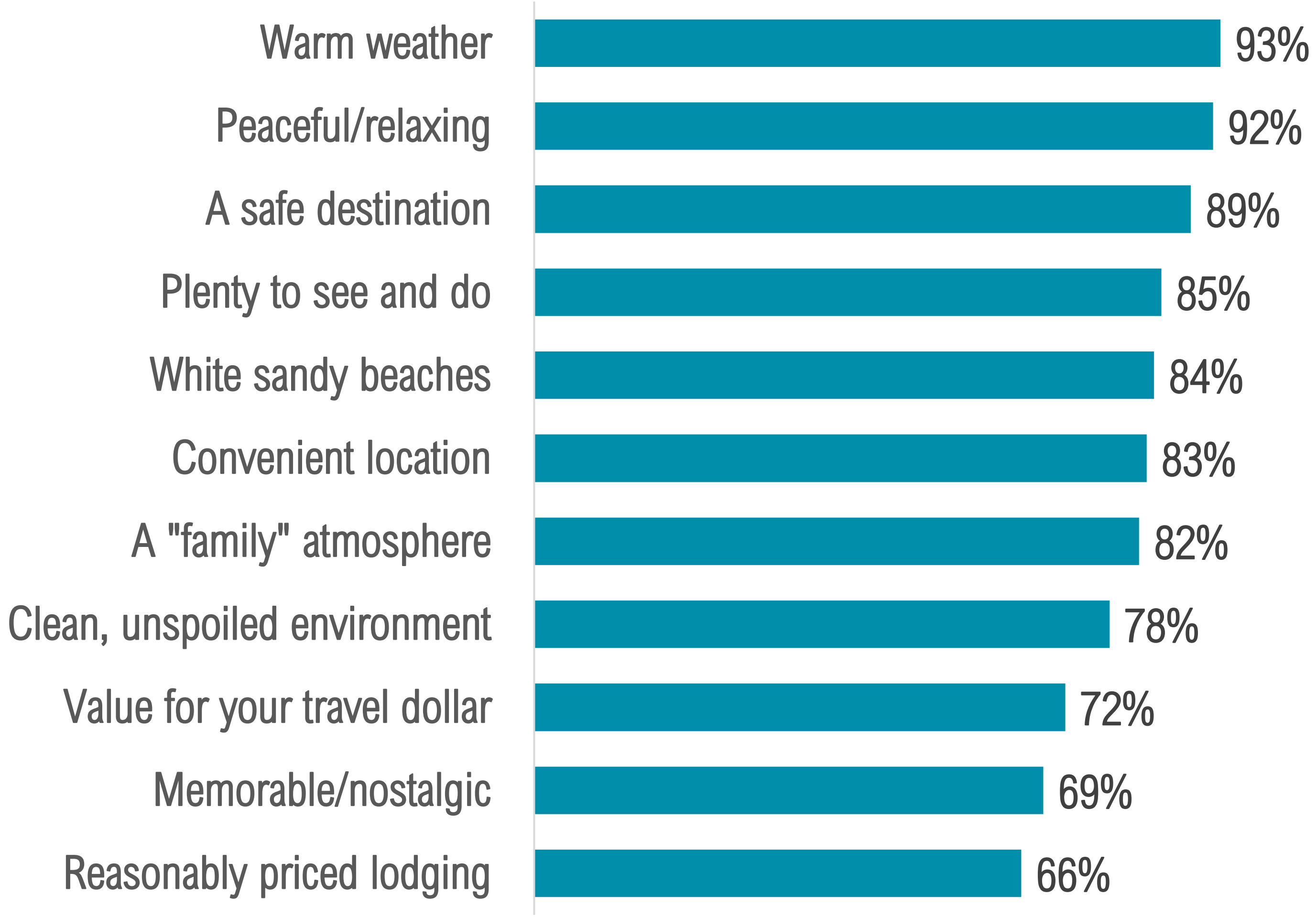


SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

	1st Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Exceeded Expectations	37%	39%	40%	41%	38%	40%	47%	38%
Met Expectations	55%	54%	55%	55%	54%	53%	48%	59%
Did Not Meet Expectations	8%	7%	5%	4%	8%	7%	5%	3%

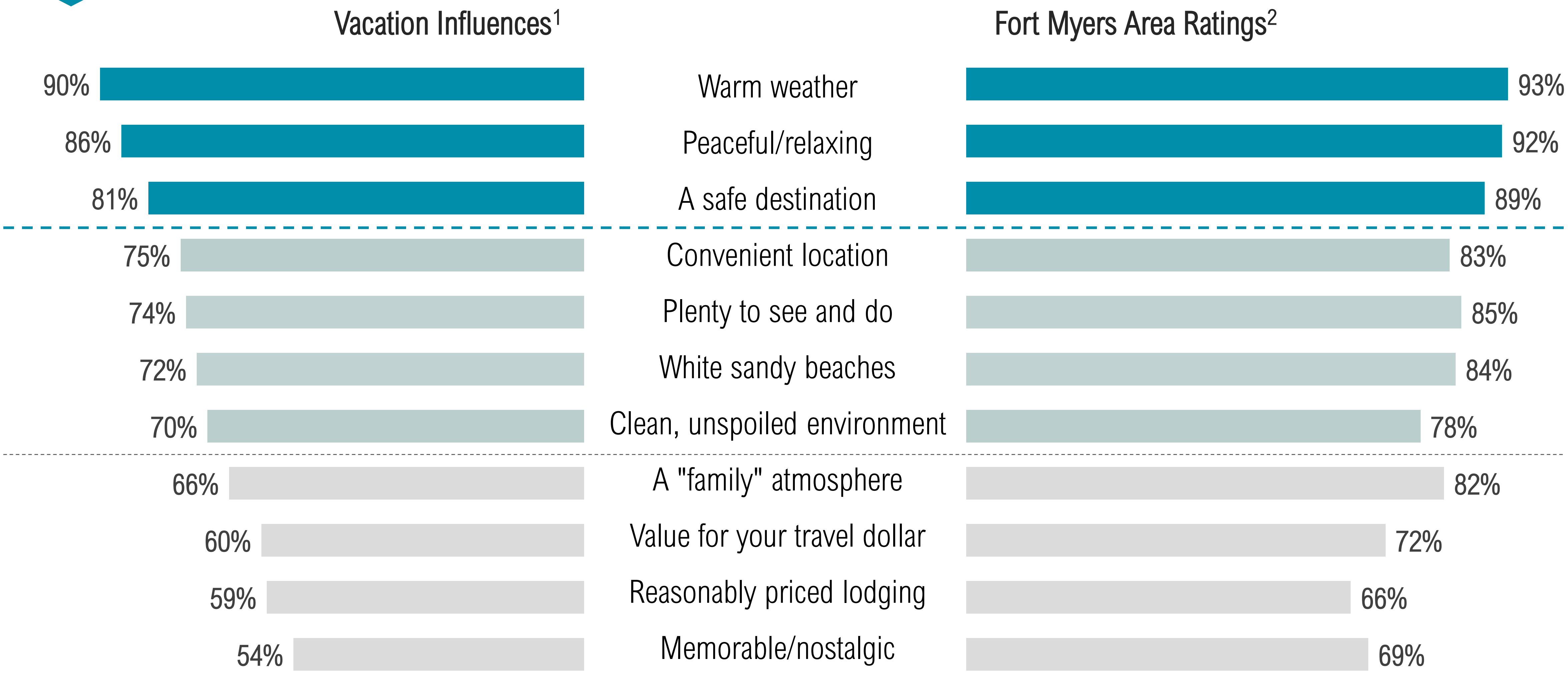
ATTRIBUTE RATINGS[1]

At least **90%** of visitors gave high attribute ratings for **weather** & **peacefulness** in the Fort Myers area.



[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

VACATION ATTRIBUTE INFLUENCE VS. RATINGS

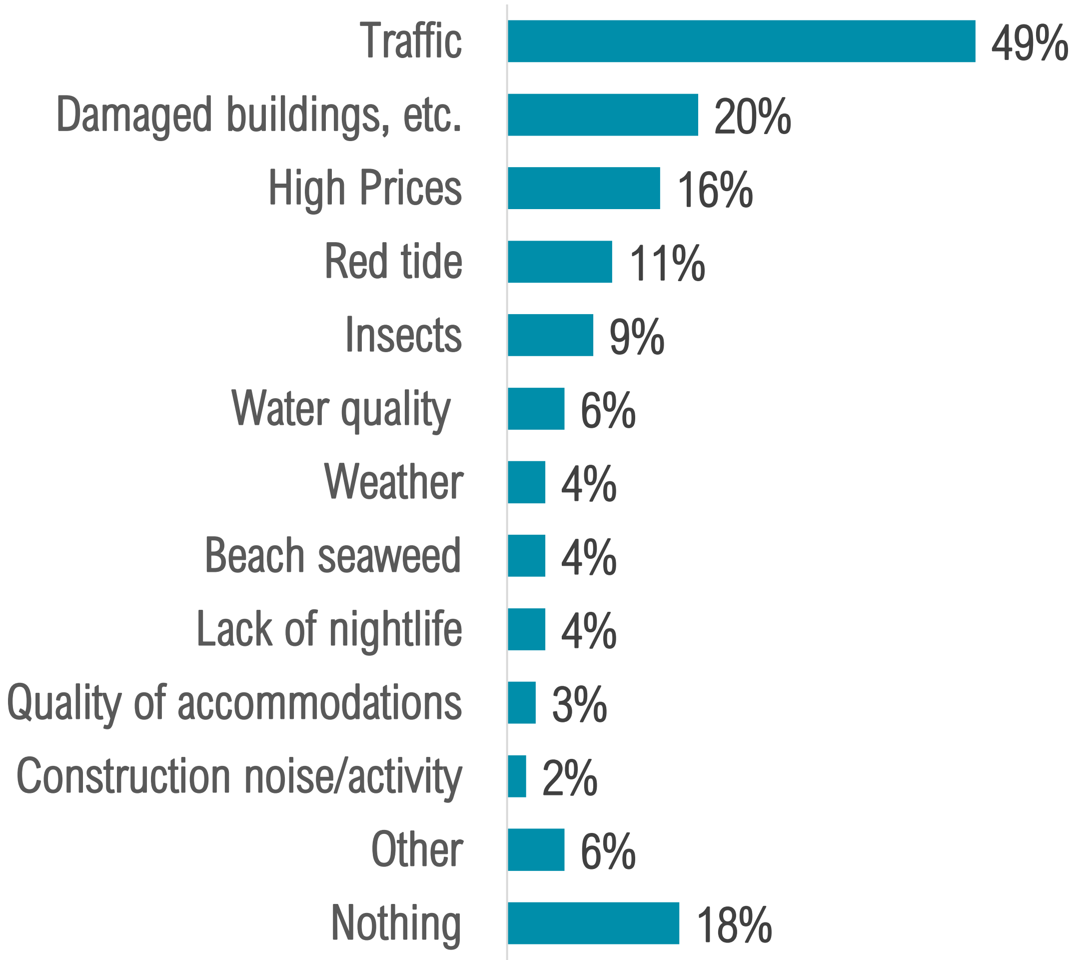


[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.
[2]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

Post-Trip Evaluation
Jan - Mar 2025

LEAST LIKED FEATURES[1]

Nearly half of visitors mentioned traffic, while 1 in 5 were concerned with damaged buildings, etc., and another 18% had no concerns at all during their visit.



[1]Multiple responses permitted.
During this specific visit, which features have you like the LEAST about our area?

AREA DESCRIPTIONS

Warm Weather

- "Warm weather, clean area, friendly people, ease of getting around, although still a bit of limited beach access."
- "Great place to stay warm and be entertained, especially if you like spring training baseball. Go Twins!"
- "Beautiful area, lovely beaches for shelling on Sanibel, warm and friendly."

Peaceful & Relaxing

- "Fort Myers is a beautiful area, very relaxing and beautiful weather."
- "Good and relaxing. I'm Canadian though so it is quite a bit more expensive now than it used to be."
- "We love the west coast of Florida. Very relaxing and such clean beaches."
- "Great beaches with fantastic houses. The average age is a bit older than some other areas, so the young crowd isn't too present, but a really nice area to relax."

AREA DESCRIPTIONS

A Safe Destination

- “Love the area and look forward to coming back every year. Lots to do and it’s a safe clean area.”
- “It's a friendly community, laid back, clean and safe. We love the weather here!”
- “A very safe and inviting atmosphere. The weather is usually fantastic this time of year.”
- “Nice, safe clean, good weather, with great beaches , attractions, and wildlife.”

Plenty to See and Do

- “This is a beautiful little city with a vibrant art scene during Art Fest weekend. The palm-lined streets and waterfront views are stunning. It's a great place to show at or attend an outdoor festival.”
- “Beautiful area with lots of nature to explore and enjoy. Great weather and beaches. We play pickleball, swim, and bike.”
- “Plenty to see and do! Lots of good restaurants, museums, golf and Spring Training.”

OCCUPANCY BAROMETER[1]: APR – JUN RESERVATIONS

Apr – Jun Reservations	Apr – Jun 2024	Apr – Jun 2025
Up	34%	26%
Same	21%	17%
Down	45%	57%

[1]Sources: Occupancy Survey
Accommodations partners were asked the following, "Please think about your reservations for the next three months. Compared to April through June of 2024, would you say the total level of reservations are up, the same, or down?"

OCCUPANCY BAROMETER[1]: JUL - SEP RESERVATIONS

Jul – Sep Reservations	Jul – Sep 2024	Jul – Sep 2025
Up	34%	19%
Same	20%	14%
Down	46%	67%

[1]Sources: Occupancy Survey
Accommodations partners were asked the following, "Please think about your reservations for the next three months. Compared to July through September of 2024, would you say the total level of reservations are up, the same, or down?"

Year-Over-Year Comparisons

ECONOMIC IMPACT

Visitor & Lodging Statistics[1]	Jan - Mar 2024[4]	Jan - Mar 2025	% Change '24 – '25
Visitors	828,300	782,000	- 5.6%
Visitor Days	5,880,900	6,193,400	+ 5.3%
Room Nights	1,411,300	1,482,100	+ 5.0%
Direct Expenditures[2]	$1,047,587,600	$1,121,810,900	+ 7.1%
Total Economic Impact[3]	$1,624,269,100	$1,736,348,000	+ 6.9%
Occupancy	74.0%	73.2%	- 1.0%
ADR	$224.56	$235.77	+ 5.0%
RevPAR	$166.13	$172.61	+ 3.9%

[1] Significantly more units were available in Jan-Mar 2025 compared to Jan-Mar 2024. This is due to the ongoing recovery process post-Hurricane Ian.
[2] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
[4] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM[1]

	Jan - Mar 2024[4]	Jan - Mar 2025	% Change '24 – '25
Direct Jobs[2]	7,110	7,510	+ 5.6%
Total Jobs[3]	9,820	10,380	+ 5.7%
Direct Wages[2]	$273,698,900	$295,022,800	+ 7.8%
Total Wages[3]	$414,849,400	$447,531,900	+ 7.9%
Direct Local Taxes[2]	$38,974,600	$42,014,300	+ 7.8%
Total Local Taxes[3]	$49,995,100	$53,921,300	+ 7.9%
Direct State Taxes[2]	$38,306,000	$41,304,700	+ 7.8%
Total State Taxes[3]	$49,445,600	$53,340,000	+ 7.9%

[1] Calculated using IMPLAN, an economic impact analysis software.
[2] Only accounts for the money spent directly by visitors in categories such as accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Accounts for direct spending as well as the indirect and induced effects of visitor spending. In other words, it considers the "Total Economic Impact". As a reminder, indirect effects include increased business spending resulting from tourism dollars, while induced effects include increased household spending resulting from tourism dollars.
[4] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

VISITOR TYPE

Visitor Type	Jan - Mar 2024	Jan - Mar 2025
Visitors in Paid Accommodations	67%	66%
Visitors in Non-Paid Accommodations	32%	33%
Day Trippers	1%	1%

PRE-VISIT

Planned trip in advance	Jan - Mar 2024	Jan - Mar 2025
1 week or less	6%	7%
2-4 weeks	11%	16%
1-2 months	31%	30%
3-6 months	32%	27%
6 months or more	19%	20%
Not sure	1%	0%

Considered Other Destinations	Jan - Mar 2024	Jan - Mar 2025
Yes	36%	26%
No	64%	74%

PRE-VISIT

Other destinations considered[1]	Jan - Mar 2024[2]	Jan - Mar 2025[2]
Tampa/Clearwater/St.Pete	21%	24%
Sarasota/Siesta Key	17%	16%
Naples/Marco Island	15%	15%
Keys/Key West	12%	14%
Miami/Ft. Lauderdale	17%	13%
Orlando	8%	13%
West Palm Beach	7%	10%
Punta Gorda/Englewood	5%	9%
Daytona Beach	6%	3%
Other destinations in FL	15%	15%
Other destinations outside of FL	23%	22%

[1]Multiple responses permitted.
[2]Base: 36% of visitors who considered other destinations.

PRE-VISIT

Trip Planning Websites/Apps[1]	Jan - Mar 2024	Jan - Mar 2025
Airline websites/apps	29%	27%
Online search engines	25%	24%
Airbnb or Vrbo	22%	22%
Hotel websites/apps	15%	15%
Booking websites	13%	14%
Vacation rental websites/apps	12%	12%
Trip Advisor	11%	11%
Traveler reviews, blogs, stories	9%	10%
VCB Website	8%	9%
VCB Social Media	6%	9%
Facebook	7%	8%
Visit Florida	5%	7%
YouTube, Hulu, Pandora, etc.	3%	7%
Instagram	4%	6%
Other	4%	2%
None	25%	30%

[1]Multiple responses permitted.

PRE-VISIT

Information Requests[1]	Jan - Mar 2024	Jan - Mar 2025
Calling a hotel, motel, condo	20%	15%
Requesting and receiving a visitor guide	6%	8%
Receiving the VCB e-newsletter	2%	5%
Calling the VCB	2%	4%
Calling a local Chamber of Commerce	1%	3%
Other	3%	1%
None	75%	78%

[1]Multiple responses permitted.

PRE-VISIT

Recall of Lee County Promotions	Jan - Mar 2024	Jan - Mar 2025
Yes	44%	37%
No	39%	43%
Can't recall	17%	20%
% of recallers influenced by promotions	44%	46%
% of total visitors influenced by promotions	19%	17%

PRE-VISIT

Type of Promotions Recalled[1]	Jan - Mar 2024[2]	Jan - Mar 2025[3]
Social media	32%	44%
Internet	44%	41%
Cable or satellite TV	15%	20%
Traveler reviews, blogs	17%	19%
VCB website	10%	16%
Magazine	9%	13%
Newspaper	10%	12%
Travel/visitor guide	8%	12%
Billboard/signage	5%	9%
AAA	7%	8%
Radio	3%	7%
Brochure	5%	7%
Video streaming services	7%	6%
Email	7%	5%
Deal-based promotion	1%	2%
Music streaming services	1%	<1%
Podcast	1%	<1%
Other	3%	1%

[1]Multiple responses permitted.
[2]Base: 44% of visitors who recalled seeing a promotion.
[3]Base: 37% of visitors who recalled seeing a promotion.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes)[1]	Jan - Mar 2024	Jan - Mar 2025
Warm weather	88%	90%
Peaceful/relaxing	84%	86%
A safe destination	78%	81%
Convenient location	76%	75%
Plenty to see and do	75%	74%
White sandy beaches	75%	72%
Clean, unspoiled environment	67%	70%
A "family" atmosphere	68%	66%
Value for your travel dollar	63%	60%
Reasonably priced lodging	55%	59%
Memorable/nostalgic	59%	54%

[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

PRE-VISIT

Main Reason for Visiting[1]	Jan - Mar 2024	Jan - Mar 2025
Relax & unwind	41%	45%
Beach	33%	30%
Visiting friends & relatives	29%	30%
Sporting event	14%	18%
Part-time resident ("Snowbird")	13%	11%
Attractions	6%	8%
Nature, environment, bird watching	6%	8%
Golf or tennis	8%	8%
Shopping	6%	7%
Checking-in on my property	8%	6%
Special occasion	7%	5%
Special event	3%	5%
Fishing	7%	5%
Business meetings/conferences	3%	3%
Biking, hiking	2%	3%
Water sports	4%	3%
Culture	1%	2%
Museums, history	1%	2%
Photography	2%	2%
Volunteering	2%	2%
Work-related hurricane recovery	3%	2%
Diving, snorkeling	1%	1%
Guided tours	1%	1%
Other	6%	2%

[1]Multiple responses permitted.

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PRE-VISIT

Transportation	Jan - Mar 2024	Jan - Mar 2025
Fly	66%	67%
Drive a personal vehicle	25%	26%
Drive a rental vehicle	7%	6%
Drive a RV	1%	1%
Travel by bus	<1%	<1%
Other	1%	<1%

Airport Used	Jan - Mar 2024	Jan - Mar 2025
Southwest Florida International	85%	85%
Punta Gorda	7%	4%
Ft. Lauderdale International	2%	3%
Tampa International	2%	2%
Orlando International	1%	2%
Miami International	2%	2%
Other	1%	2%

TRAVEL PARTY PROFILE

Visitor Origin[1]	Jan - Mar 2024	Jan - Mar 2025
Florida	4.6%	7.9%
Southeast	16.2%	12.2%
Northeast	22.9%	26.8%
Midwest	42.5%	40.9%
West	5.1%	3.9%
Canada	5.5%	5.0%
United Kingdom	0.9%	0.8%
Germany	0.5%	1.3%
Other Europe	0.6%	0.5%
Other International	1.2%	0.7%

Visitor Origin[1]	Jan - Mar 2024	Jan - Mar 2025
Minneapolis-Saint Paul	8%	7%
Boston	4%	7%
Chicago	3%	6%
New York	4%	5%
Detroit	4%	4%
Philadelphia	3%	3%

[1]Based on data from the Visitor Tracking Study.

TRAVEL PARTY PROFILE

Travel Parties	Jan - Mar 2024	Jan - Mar 2025
Mean travel party size[1]	2.7	2.6
Travel with children under age 18	27%	24%

Travel Party Composition	Jan - Mar 2024	Jan - Mar 2025
As a couple	36%	42%
As a family	36%	32%
By yourself	12%	13%
With other couples/friends	10%	10%
With business associates	4%	3%
In a tour group	1%	<1%
Other	1%	<1%

[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY PROFILE

Marital Status	Jan - Mar 2024	Jan - Mar 2025
Married/Domestic Partnership	76%	76%
Single	24%	24%

Age	Jan - Mar 2024	Jan - Mar 2025
Average age	53	55
Median age	53	55

Household Income	Jan - Mar 2024	Jan - Mar 2025
Median Income	$105,700	$120,800

TRAVEL PARTY PROFILE

Race/Ethnicity	Jan - Mar 2024	Jan - Mar 2025
Caucasian/White	84%	87%
Hispanic/Latino/Latina/Latinx	9%	7%
Asian/Asian American/Pacific Islander	2%	2%
African American/Black	2%	2%
Middle Eastern/Northern African	1%	1%
Another race/ethnicity	2%	2%

Gender[1]	Jan - Mar 2024	Jan - Mar 2025
Female	52%	53%
Male	48%	47%
Non-binary	<1%	<1%

[1]Of person interviewed.

TRIP EXPERIENCE

Length of Stay[1]	Jan - Mar 2024	Jan - Mar 2025
Average nights in the Fort Myers area	7.1	7.9

First Time/Repeat Visitors	Jan - Mar 2024	Jan - Mar 2025
First-time	25%	22%
Repeat	75%	78%

[1]Sources: Occupancy Study & Visitor Tracking Survey.

TRIP EXPERIENCE

Type of Accommodations	Jan - Mar 2024	Jan - Mar 2025
Not spending the night	1%	1%
Hotel/motel/resort	31%	32%
Vacation rental home	31%	28%
Friends/family home	16%	19%
Personal condo/second home	16%	14%
Bed & Breakfast/Inn	3%	4%
Campground/RV Park	1%	1%
Other	1%	1%

TRIP EXPERIENCE

Activities[1]	Jan - Mar 2024	Jan - Mar 2025
Relax and unwind	65%	66%
Restaurants	63%	66%
Beach	54%	49%
Visit friends/relatives	45%	43%
Shopping	38%	41%
Attend or participate in a sporting event	21%	25%
Nature, environment, bird watching	22%	23%
Attractions	17%	19%
Golf, tennis, or pickleball	17%	18%
Bars, nightclubs	16%	17%
Fishing	20%	15%
Biking, hiking	14%	15%
Special events	9%	13%
Water sports	16%	13%
Culture	7%	9%
Museums, history	9%	8%
Guided tours	7%	7%
Photography	9%	7%
Special occasion	5%	5%
Spas	4%	5%
Diving, snorkeling	4%	4%
Volunteering	4%	4%
Business meetings/conferences	3%	3%
Other	4%	2%

[1]Multiple responses permitted.

TRIP EXPERIENCE

Attractions[1]	Jan - Mar 2024	Jan - Mar 2025
Beaches	53%	61%
Fort Myers Beach Pier Area[2]	15%	23%
Bell Tower Shops	21%	19%
Edison & Ford Winter Estates	24%	18%
Miromar Outlets	15%	18%
Coconut Point Mall	16%	18%
Gulf Coast Town Center	15%	14%
Sanibel Lighthouse	14%	14%
Manatee Park	13%	14%
J.N. Ding Darling National Wildlife Refuge	8%	7%
Barbara B. Mann Performing Arts Hall	3%	5%
Broadway Palm Dinner Theater	5%	5%
Bailey-Matthews Shell Museum	3%	3%
Periwinkle Place	<1%	3%
Other	4%	3%
None	16%	16%

[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

TRIP EXPERIENCE

Area stayed	Jan - Mar 2024	Jan - Mar 2025
Fort Myers	36%	35%
Cape Coral	21%	18%
Fort Myers Beach	11%	14%
Bonita Springs	10%	8%
Sanibel Island	3%	7%
Estero	7%	6%
North Fort Myers	3%	4%
Captiva Island	3%	2%
Along I-75	2%	2%
Lehigh Acres	2%	1%
Pine Island	1%	1%
Boca Grande/Outer Islands	<1%	1%
None/not staying overnight	1%	1%

POST-TRIP EVALUATION

Likelihood of Recommending the Area	Jan - Mar 2024	Jan - Mar 2025
Very Likely	60%	63%
Likely	31%	27%
Unsure/don't know	7%	8%
Unlikely	1%	1%
Very Unlikely	1%	1%

Likelihood of Returning to the Area	Jan - Mar 2024	Jan - Mar 2025
Very Likely	64%	72%
Likely	25%	21%
Unsure/don't know	10%	6%
Unlikely	1%	1%
Very Unlikely	<1%	<1%

Likelihood of Returning Next Year	Jan - Mar 2024	Jan - Mar 2025
Very Likely	54%	61%
Likely	21%	18%
Unsure/don't know	20%	17%
Unlikely	4%	3%
Very Unlikely	1%	1%

POST-TRIP EVALUATION

Satisfaction with Accommodations	Jan - Mar 2024	Jan - Mar 2025
Exceeded expectations	38%	40%
Met expectations	56%	55%
Did not meet expectations	6%	5%

POST-TRIP EVALUATION

Satisfaction with Visit	Jan - Mar 2024	Jan - Mar 2025
Very satisfied	59%	60%
Satisfied	35%	35%
Neither	4%	3%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	1%	1%

Satisfaction with Customer Service	Jan - Mar 2024	Jan - Mar 2025
Very satisfied	58%	58%
Satisfied	34%	35%
Somewhat satisfied	5%	5%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	2%	1%

POST-TRIP EVALUATION

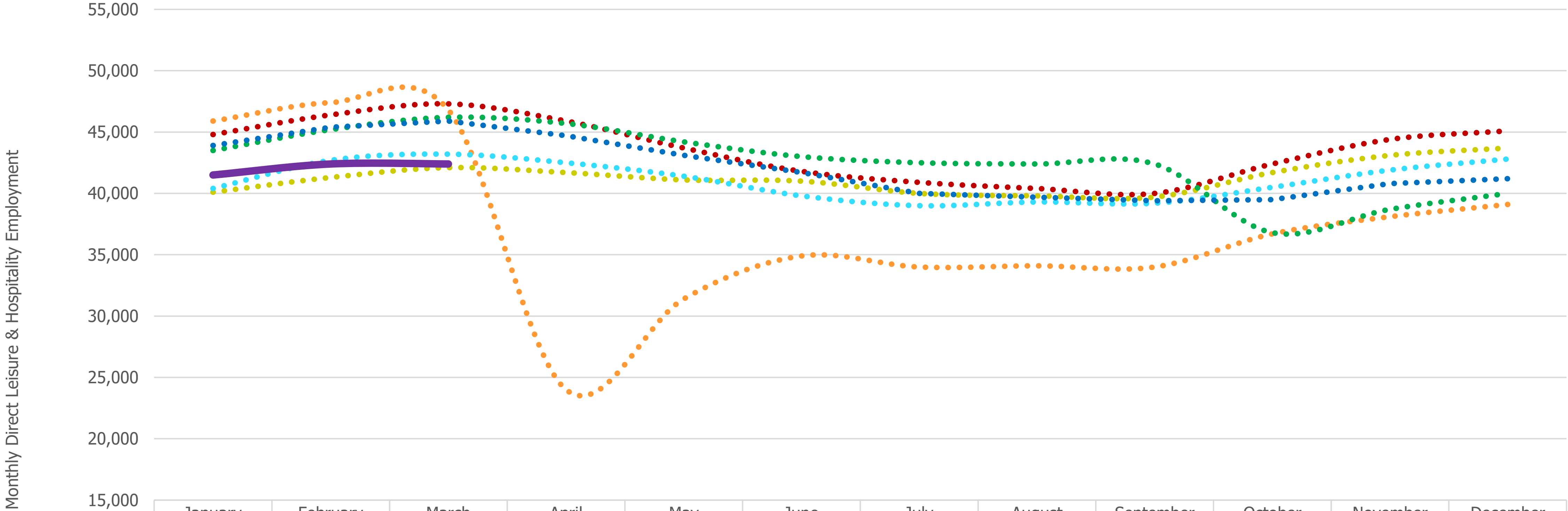
Visitor Concerns[1]	Jan - Mar 2024	Jan - Mar 2025
Traffic	51%	49%
Damaged buildings, etc.	16%	20%
High Prices	18%	16%
Red tide	8%	11%
Insects	8%	9%
Water quality	4%	6%
Weather	5%	4%
Beach seaweed	3%	4%
Lack of nightlife	4%	4%
Quality of accommodations	2%	3%
Construction noise/activity	7%	2%
Other	<1%	6%
Nothing	23%	18%

[1]Multiple responses permitted.

Industry Data

LEISURE & HOSPITALTY EMPLOYMENT

Lee County Direct Leisure and Hospitality Employment (Calendar Year)[1]



	January	February	March	April	May	June	July	August	September	October	November	December
2019	44,800	46,400	47,300	45,900	43,700	41,800	40,900	40,400	40,000	42,400	44,400	45,100
2020	45,900	47,400	46,800	24,000	31,400	34,900	34,000	34,100	34,000	36,700	38,100	39,100
2021	40,100	41,300	42,100	41,700	41,100	41,000	40,000	39,800	39,700	41,700	43,100	43,700
2022	43,500	45,200	46,200	45,700	44,200	43,000	42,500	42,400	42,400	36,800	38,700	40,000
2023	40,400	42,700	43,200	42,500	41,400	39,800	39,000	39,300	39,200	40,500	41,900	42,800
2024	43,900	45,400	45,900	44,700	43,100	41,700	40,000	39,700	39,400	39,500	40,800	41,200
2025	41,500	42,400	42,400 (P)									

[1] SOURCE: Current Employment Statistic Program (CES), Lee County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.

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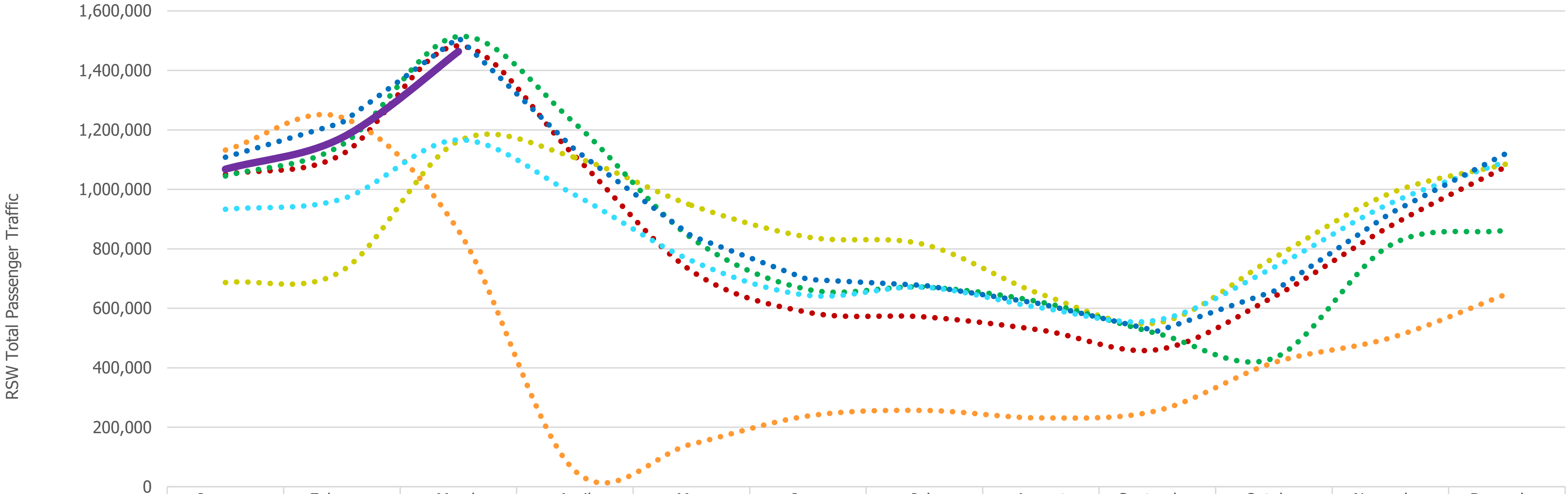
RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic[1]



	January	February	March	April	May	June	July	August	September	October	November	December
2019	1,050,093	1,117,409	1,482,239	1,111,558	725,754	586,319	570,977	526,519	460,869	638,922	876,703	1,077,818
2020	1,132,103	1,241,590	861,221	53,379	143,004	237,706	256,418	231,283	255,926	417,305	500,468	648,011
2021	686,563	725,735	1,162,342	1,107,004	946,366	839,377	814,471	647,534	551,041	769,524	986,908	1,085,569
2022	1,044,816	1,149,618	1,514,046	1,221,628	836,379	663,141	671,225	620,532	515,007	432,667	812,305	862,368
2023	932,896	967,416	1,166,442	981,216	760,330	643,486	670,818	601,542	560,358	737,527	953,025	1,094,783
2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004	657,488	919,108	1,121,793
2025	1,067,794	1,173,638	1,463,628									

[1] SOURCE: Lee County Port Authority Monthly Statistics.

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LICENSED TRANSIENT RENTAL UNITS

Licensed Transient Rental Units in Lee County, as of April 2025[1]					
Lee County Area	Hotel	Motel	Bed & Breakfast	Vacation Rental	Total
Fort Myers	5,978	1,132	9	939	8,058
Cape Coral	584	204	0	2,147	2,935
Fort Myers Beach	861	382	6	1,360	2,609
Bonita Springs	1,244	38	0	871	2,153
Sanibel	68	685	0	1,298	2,051
North Fort Myers	0	578	0	74	652
Estero	566	0	0	18	584
Boca Grande	77	107	0	294	478
Captiva	107	156	0	194	457
Lehigh Acres	75	0	0	187	262
Bokeelia	0	31	0	64	95
Saint James City	0	20	0	61	81
Matlacha	0	0	2	25	27
Iona	0	0	0	19	19
Burnt Store Marina	0	0	0	14	14
Cabbage Key	0	9	0	0	9
Alva	0	0	0	3	3
Miromar Lakes	0	0	0	1	1
Pineland	0	0	0	0	0
Total	**9,560**	**3,342**	**17**	**7,569**	**20,488[2]**

[1] SOURCE: Florida Department of Business & Professional Regulation.
[2]Some units are still unavailable due to the impact of Hurricane Ian.

Methodology

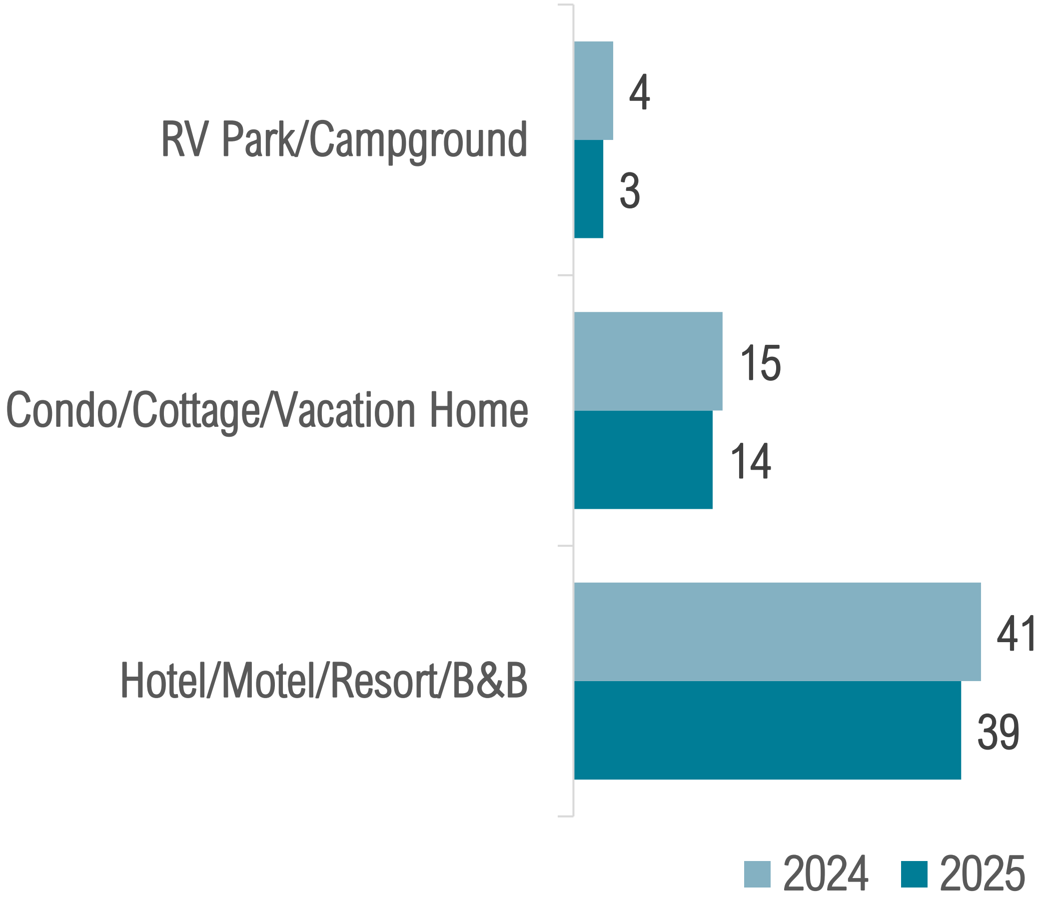
METHODOLOGY

- Economic Impact of tourism in Lee County is derived from:
  - Visitor Tracking Study
    - 916 surveys in public areas, hotels, at events around Lee County, and online via email or social media
    - Target individuals: January - March visitors to Lee County
    - Data Collection: January - March 2025
  - Occupancy Study
    - Email and telephone survey of hotels, rental management companies, RV/campgrounds, etc., as well as data from STR and KeyData reports
    - Sample Size – data from 6,476 hotel/rental/campground units (56 properties) reporting to DSG, 10,657 hotel units reporting to STR (87 properties), and 3,208 rental units (126 property managers) reporting to KeyData
  - IMPLAN Economic Impact Modeling software
    - IMPLAN models the way tourism dollars are spent and re-spent in other sectors of the economy, generating waves of economic activity, called multiplier effects. The model uses national industry data and county-level economic data to generate a series of multipliers, which in turn estimate the total economic implications of economic activity.
    - Over 1,500 organizations use IMPLAN, including FEMA, EPA, Federal Reserve Bank, and Bureau of Land Management.
  - Various government agencies and data sources including Florida Department of Business and Professional Regulation
  - TDT collections provided by the Lee County VCB
  - Tourism database at Downs & St. Germain Research

METHODOLOGY[1]

- Occupancy Study
  - Internet and telephone survey of hotels, rental management companies, RV/campgrounds, etc.
    - Sample Size: 56 completed surveys
    - Data Collection: Completed in April (for Jan - Mar 2025)
  - Total Sample Size:
    - Data from 6,476 hotel/rental/campground units reporting to DSG (representing 56 properties)
    - Data from 10,657 hotel units reporting to STR (representing 87 properties)
    - Data from 3,208 rental units reporting to KeyData (representing 126 property managers)

Number of Complete Responses



Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

Jan - Mar 2025

Visitor Tracking, Occupancy, & Economic Impact Study

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