



## Report to the Industry

May 8, 2025

### January-March 2025 Statistics

From January through March of 2025, the Fort Myers area welcomed 782,000 visitors who spent an estimated \$1.1 billion— a 7.1% increase in year-over-year spending. Visitors staying in paid accommodations spent an estimated \$818 million, accounting for 73% of total visitor spending. Lee County’s lodging industry saw a slight year-over-year decrease in average occupancy (-1.0%), while the average daily rate (ADR) increased by 5.0%, resulting in a 3.9% increase in revenue per available room (RevPAR).

### Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2024	2025	2024	2025	2024	2025
Hotel/Motel/Resort/B&B	77.3%	73.3%	\$223.88	\$226.69	\$173.06	\$166.16
Condo/Cottage/Vacation Home	58.7%	65.6%	\$294.70	\$313.89	\$172.99	\$205.91
RV Park/Campground	91.9%	88.0%	\$92.77	\$114.39	\$85.26	\$100.66
<b>OVERALL</b>	<b>74.0%</b>	<b>73.2%</b>	<b>\$224.56</b>	<b>\$235.77</b>	<b>\$166.13</b>	<b>\$172.61</b>

### Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2024	2025	2024	2025
Paid Accommodations	67%	66%	554,100	517,700
Non-Paid Accommodations	32%	33%	265,900	254,200
Day Trippers	1%	1%	8,300	10,100
<b>Total Visitation</b>	<b>100%</b>	<b>100%</b>	<b>828,300</b>	<b>782,000</b>

Visitor Origin Regions	%	
	2024	2025
United States	91.3%	91.7%
Canada	5.5%	5.0%
Germany	0.5%	1.3%
United Kingdom	0.9%	0.8%
Other Europe	0.6%	0.5%
Other International	1.2%	0.7%

Visitor Origin Cities	%	
	2024	2025
Minneapolis-Saint Paul	8%	7%
Boston	4%	7%
Chicago	3%	6%
New York	4%	5%
Detroit	4%	4%
Philadelphia	3%	3%
Cincinnati	1%	2%
Indianapolis	2%	2%
Washington D.C.-Hagerstown	1%	2%
Atlanta	3%	2%
Cleveland-Akron	2%	2%
Naples & Surrounding Areas	1%	2%
Miami-Fort Lauderdale	1%	2%
Orlando-Daytona Beach-Melbourne	<1%	2%

### **March STR summary**

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
77.2%	74.0%	-4.1%	\$244.23	\$247.64	1.4%	\$188.61	\$183.31	-2.8%

### **March Key Data summary**

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
65%	67%	3.0%	\$320	\$334	4.3%	\$208	\$223	7.5%

### **Bed tax collection**

The preliminary resort tax collected for March 2025 was \$8,042,582, a 4.42% increase over March 2024 preliminary collections of \$7,702,318. Fiscal year-to-date preliminary tourist tax collections are \$28,365,860 an increase of 3.64% year-over-year.

### **Airport news**

During March 2025, 1,463,628 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 3.1% compared to March 2024. Year-to-date, passenger traffic is down 3.6% from the same period last year.

### **January – March research report**

Joseph St. Germain, Downs & St. Germain Research, offered a tourism snapshot of calendar year 2024 as well as January through March 2025. In calendar year 2024, Lee County attracted nearly 3.2 million visitors, resulting in direct visitor spending of \$3.1 billion. From January to March 2025, Lee County welcomed 782,000 visitors, a decrease of 5.6% compared to 2024, resulting in direct visitor spending over \$1.1 billion. The international market accounted for 8.3% of visitors during the January through March timeframe, with Canada representing the largest share at 5.0%. [See the full report here.](#)

### **Sports development report**

Jeff Mielke, Sports Development director, reported that 34,827 room nights were sold from January through March 2025, generating \$16.3 million in visitor spending. He also noted that January 2025 recorded 21 events - the most in Lee County Sports Development (LCSD) history for that month. Additionally, February 2025 recorded the highest number of room nights for any February on record for LCSD.

### **New Business**

The Tourist Development Council (TDC) unanimously approved the FY25 2<sup>nd</sup> quarter budget reports.

### **TDC approves FY2025-26 funding for Beach & Shoreline projects**

After making legislative findings for 19 projects, the TDC unanimously approved funding recommendations totaling \$12,424,185 for 17 beach and shoreline projects.

They also recommended the Board of County Commissioners consider funding from tourist development tax reserves:

- 4 beach and shoreline projects totaling \$16,638,356
- 7 nature park projects totaling \$1,356,263

These projects will be considered for final approval by the Board of County Commissioners as part of the FY2025-26 budget.

**Next TDC meeting**

The next TDC meeting will be held at **9 a.m. Thursday, June 12, 2025**, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.