



## Report to the Industry

June 12, 2025

### April 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
66.6%	64.4%	-3.4%	\$174.60	\$191.54	9.7%	\$116.35	\$123.26	5.9%

### April 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
36.5%	39.4%	7.9%	\$255	\$277	8.9%	\$93	\$109	17.6%

### Bed tax collection

The preliminary resort tax collected for April 2025 was \$4,152,523 a 15.6% increase over April 2024 preliminary collections of \$3,591,315. Fiscal year-to-date preliminary tourist tax collections are \$32,674,900 an increase of 4.87% year-over-year.

### Airport news

During April 2025, 1,178,980 passengers traveled through Southwest Florida International Airport, an increase of 4.0% compared to April 2024. Year-to-date, passenger traffic is down 1.8% from the same period last year.

### Marketing update

Lesley-Ann Thompson, VCB Marketing Director, shared a combination of initiatives designed to drive incremental demand in our traditional need period. These efforts included a satellite media tour to promote National Seashell Day and summer travel in 14 markets, as well as a hotel sale co-op buy with Expedia that will run from August 1-September 30<sup>th</sup>. She also shared details on an upcoming collaboration with Kind Traveler in which guests can support a local charity by donating a portion of their stay, and a culinary event presented in partnership with Garden & Gun and local chef Melissa Donahue from Sweet Melissa's that allowed us to present a destination-inspired cocktail menu and signature dish in an Atlanta restaurant for a week. The partnership culminated with a Sunday Supper attended by restaurant guests, media, and social media influencers. In terms of national reach, the destination also received valuable on-air mention, alongside Sanibel Inn, in a group trip giveaway segment on the TODAY show.

In addition to our consumer-focused marketing efforts, she noted that we continue to maintain a presence with proven performers that reach key segments within the meetings and weddings markets. Live now on [visitfortmyers.com/meetings](https://visitfortmyers.com/meetings) is a new interactive meetings video created as a helpful resource for meeting planners. In terms of wedding leads, we also ran a successful Romantic Getaway sweepstakes with Honeyfund sweepstakes that enabled couples to win a stay at Lovers Key Resort.

### **Strategic plan update**

Tamara Pigott, VCB executive director, gave an update of the destination strategic plan. She reviewed the three overarching goals for the destination that were established to ensure the visitor economy continues to create economic opportunity and contribute to the quality of life in Lee County. The three goals are: (1) Optimization of Visitor Economy Impacts (2) Thought-leadership in Placemaking, and (3) Destination Adaptability. She then gave updates on each objective in the plan and how the internal VCB teams are implementing them using prioritized strategies as guidelines.

### **New business**

- a. The TDC unanimously approved an amendment to the TDC Bylaws.

### **Next TDC meeting**

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Aug. 14, 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.