



Report to the Industry

July 10, 2025

May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
60.1%	58.0%	-3.5%	\$147.94	\$157.03	+ 6.1%	\$88.97	\$91.10	+ 2.4%

May 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
26%	27%	+ 3.0%	\$230	\$247	+ 15.5%	\$60	\$67	+ 12.4%

Bed Tax Collection

The preliminary resort tax collected for May 2025 was \$3,189,399, a 13.99% increase from May 2024 preliminary collections of \$2,798,053. Fiscal year-to-date preliminary tourist tax collections are \$36,061,090 an increase of 5.89% year-over-year.

Airport News

During May 2025, 834,862 passengers traveled through Southwest Florida International Airport, a decrease of 1.0% compared to May 2024. Year-to-date, passenger traffic is down 1.7% compared to the same period last year.

E Awards

The 2025 E Awards will be held on Friday, August 22 at The Caloosa Sound Convention Center. Have you experienced unbelievable customer service in Lee County? Show your appreciation by nominating that customer service professional for an E Award [using this link](#). The nomination deadline is July 11, 2025.

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, Aug. 14, 2025**, 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.