



Report to the Industry

Aug. 14, 2025

April-June 2025 Statistics

During April-June of 2025, the Fort Myers area hosted 863k visitors who spent an estimated \$771 million while visiting – a 3.2% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$590 million (77% of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy (-6.0%; note more units were available) and an increase in average daily rate (ADR; +10.2%) resulting in a 3.6% 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	62.6%	59.4%	\$154.43	\$167.78	\$96.67	\$99.66
Condo/Cottage/Vacation Home	33.5%	33.0%	\$241.53	\$275.04	\$80.91	\$90.76
RV Park/Campground	72.5%	65.0%	\$90.74	\$85.00	\$65.79	\$55.25
OVERALL	55.8%	52.4%	\$170.05	\$187.45	\$94.83	98.28

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2024	2025	2024	2025
Paid Accommodations	66%	69%	531,400	591,800
Non-Paid Accommodations	33%	30%	268,600	259,700
Day Trippers	1%	1%	8,900	11,200
Total Visitation	100%	100%	808,900	862,700

Visitor Origin Regions	%	
	2024	2025
United States	91.4%	90.3%
Canada	5.0%	5.5%
Germany	1.4%	1.2%
United Kingdom	0.6%	0.9%
Other Europe	0.4%	0.3%
Other International	1.2%	1.8%

Visitor Origin Cities	%	
	2024	2025
New York	5%	7%
Chicago	5%	5%
Philadelphia	2%	4%
Atlanta	4%	4%
Minneapolis-St. Paul	4%	4%
Boston	3%	3%
Detroit	3%	3%
Washington DC - Hagerstown	2%	3%



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June 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
57.3%	55.8%	-2.5%	\$140.29	\$152.35	+ 8.6%	\$80.36	\$85.06	+ 5.9%

June 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
29.7%	31.2%	+ 4.8%	\$254.38	\$269.06	+ 5.8%	\$75.58	\$83.81	+ 10.9%

Bed tax collection

The preliminary resort tax collected for June 2025 was \$3,158,976, a 7.64% increase over June 2024 preliminary collections of \$2,934,880. Fiscal year-to-date preliminary tourist tax collections are \$39,261,873, an increase of 5.89% year-over-year.

Airport news

During June 2025, 698,573 passengers traveled through Southwest Florida International Airport (RSW), an increase of 0.2% in passenger traffic compared to June 2024. Year-to-date, passenger traffic is down 1.5% from the same period last year.

Special Presentations

Marty and Joe Harrity, HM Restaurant Group announced that Bonita Fish Company (formerly Bonita Bills) is set to open mid-October, featuring 200 seats and a renovated dock for 35 slips. They will be open for lunch and dinner daily, and offer brunch on Friday, Saturday, and Sunday. HM Restaurant Group operates four Doc Ford's locations, employs just under 500 people, and with the opening of Bonita Fish Company, will offer bayside event space accommodating up to 120 people.

Jacki Liszak, Fort Myers Beach Chamber of Commerce President, presented an update on the chamber's initiatives to promote the area. She highlighted the success of the Roxy Visitor Center, which attracts around 100 visitors daily, and announced plans for a new portable visitor center to enhance outreach. Liszak discussed the "Where's Roxy?" program, which promotes local businesses through community engagement. She emphasized the importance of marketing efforts, including a new island map and guide, and the weekly newsletter "Chamber Chatter." Liszak also noted the chamber's focus on growing membership and retaining current members to support local businesses and the economy. She reinforced the chamber's commitment to foster community engagement and attracting visitors to Fort Myers Beach.

Sales Report

Pamela Johnson, VCB deputy director, reported that the sales team met or exceeded pace for three of six FY24-25 goals, with strong results in group room nights booked, destination education, and community engagement. Charm Evans, Global Sales Manager, shared a key highlight for the quarter was the international trade show IPW, where the team completed 148 one-on-one appointments with tour operators, airlines, OTAs, and media, and participated in enrichment and networking events. The team



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also hosted an international destination FAM experience, May 7-10, showcasing the area to travel trade partners from Germany and Switzerland.

Visitor Services Report

Simone Behr, VCB visitor services director, reported that tourism ambassador volunteers assisted 214,512 visitors and residents during the third quarter of FY25. Additional community support included Tourism Ambassadors helping at FineMark Pro Women's US Tennis, as well as various conferences. Visitor Services celebrated National Seashell Day with our dolphin and manatee mascots and volunteers handing out shell shaped lollipops to the traveling public at RSW. The team looks forward to hosting the 25th annual Elaine McLaughlin Outstanding Hospitality Service Awards on August 22nd. To RSVP, please visit EAwards.org.

April – June 2025 research report

James Brendle, DSG, presented an overview of April-June visitor research. Lee County welcomed 862,700 visitors during this time, an increase of 6.7% compared to 2024, resulting in direct visitor spending exceeding \$770 million. He reported that the international market accounted for around 9.0% of visitors during the April through June timeframe, with Canada representing the largest share at 5.0%. [Find the full report here.](#)

Sports update

Jeff Mielke, Sports Development director, reported that 43,533 room nights sold in the months April through June 2025 with direct visitor spending of more than \$18.1 million.

New business

- a. The TDC unanimously approved the third quarter FY24/25 budget reports.
- b. The TDC unanimously approved the FY25/26 proposed budget report.
- c. The TDC formalized recommendations for BoCC approval of FY25/26 Events Marketing funding for 11 events totaling \$200,000.
- d. The TDC formalized recommendations for BoCC approval of FY25/26 Attractions Marketing funding for 35 attractions totaling \$600,000.

Next TDC meeting

There will be no TDC meeting in September. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 9, 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.