



Report to the Industry

September 11, 2025

July STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
60.1%	56.5%	-5.9%	\$137.84	\$147.66	+7.1%	\$82.80	\$83.48	+0.8%

July 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
34.4%	35.8%	+4.0%	\$248.25	\$263.95	6.0%	\$85.32	\$94.38	+10.6%

Bed Tax Collection

The preliminary resort tax collected for July 2025 was \$3,104,832, an 8.16% increase from July 2024 preliminary collections of \$2,870,515. Fiscal year-to-date preliminary tourist tax collections are \$42,366,577, an increase of 5.88% year-over-year.

Airport News

During July 2025, 720,973 passengers traveled through Southwest Florida International Airport, an increase of 6.5% compared to July 2024 and the second-best July in the 43-year history of the airport. Year-to-date, passenger traffic is down 0.7% compared to the same period last year.

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, Oct. 9, 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.