



Report to the Industry

November 18, 2025

September 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
49.7%	44.2%	-11.0%	\$118.42	\$117.28	-1.0%	\$58.83	\$51.85	-11.9%

September 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
12.2%	11.7%	-4.2%	\$188.96	\$196.28	+3.9%	\$23.05	\$22.94	-0.48%

Bed tax collection

The Lee County Visitor & Convention Bureau (VCB) reported bed tax collections of \$46.8 million for FY25, an increase of 5.8% when compared to FY24. For the month of September 2025, the resort tax collected was \$1,979,026, a 3.07% increase over September 2024 collections of \$1,920,095.

Airport news

During September 2025, 550,259 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.2% in passenger traffic compared to September 2024. Year-to-date, passenger traffic is up 0.1% from the same period last year.

2025 Annual Meeting Recap

On November 12, 2025, the VCB held their Annual Meeting where the FY 2025-2026 sales and marketing plan was unveiled. To view copies of the presentations and videos shown at the meeting, and to view the Sales and Marketing plan, [please click here](#).

Next TDC meeting

There was no TDC meeting in November due to the annual meeting. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Dec. 11, 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.