Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

July - September 2025

Visitor Tracking, Occupancy & Economic Impact Study

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

downs & st. germain RESEARCH

Introduction

STUDY OBJECTIVES: MAP THE VISITOR JOURNEY

Pre-Visit
- Planning cycle
- Planning sources
- Information requests
- Other destinations considered
- Trip influencers
- Reasons for visiting
- Exposure to promotions
- Booking
- Mode of transportation

Travel Party Profile
- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience
- Accommodations
- Length of stay
- Number of times in destination
- Activities in destination
- Attractions visited
- Area stayed

Post-Trip Evaluation
- Likelihood of recommending
- Likelihood of returning
- Satisfaction with overall stay & customer service
- Evaluation of destination attributes
- Visitor concerns
- Painting a picture for others

Economic Impact on Destination
- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR
- Jobs, wages and taxes supported by tourism

Executive Summary

KEY PERFORMANCE INDICATORS[1,2]

762,800	944,700	$643,172,500	$995,507,600
Total Visitors	Room Nights	Direct Spending	Total Economic Impact
+ 9.7%	+ 6.7%	+ 3.3%	+ 3.2%

[1]Sources: DBPR, Smith Travel Research, Key Data, DSG Occupancy Study, and DSG Visitor Tracking Study
[2] Direct Spending grew less than Visitation because slightly smaller travel parties and slightly shorter trips reduced total spend per visitor, even as daily spending per visitor remained relatively steady.

LODGING METRICS[1]

HOTELS + VACATION RENTALS + CAMPGROUNDS

Occupancy	Average Daily Rate	Revenue Per Available Room
45.3%	$139.90	$63.32
-4.2%	+5.1%	+ 0.7%

HOTELS[2]

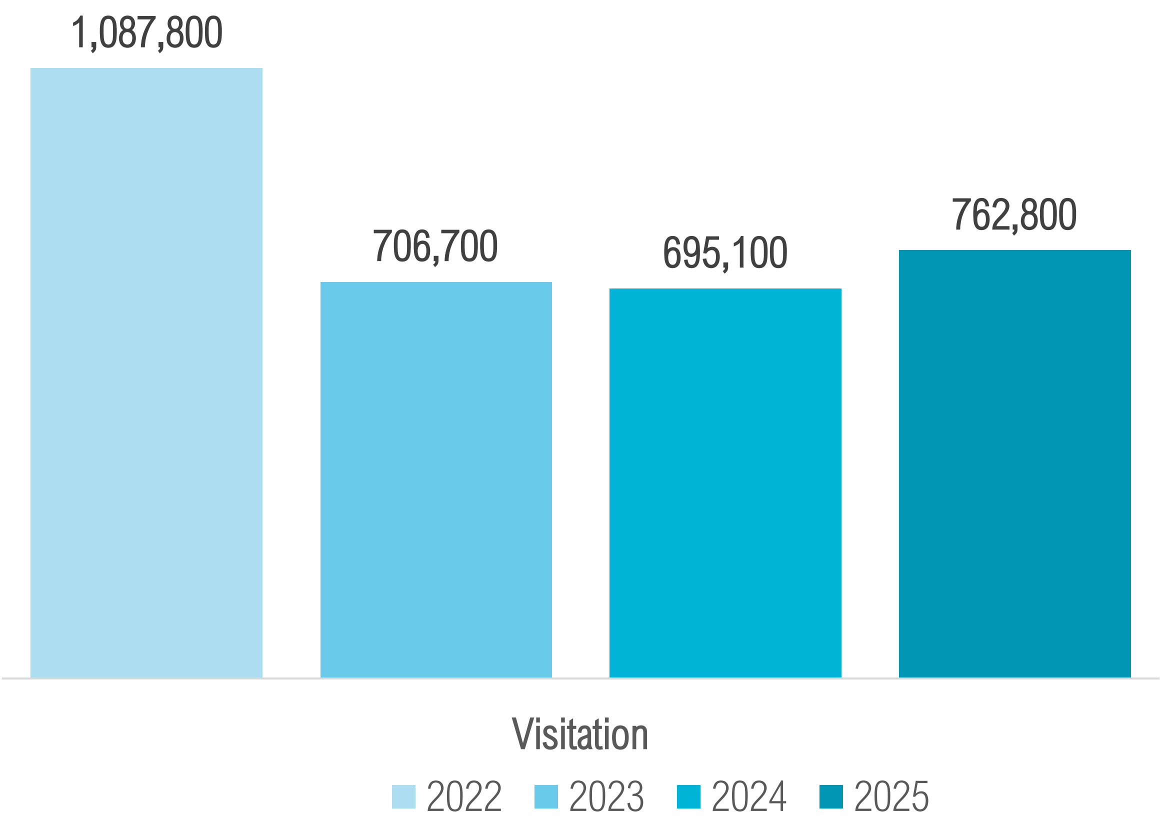
Occupancy	Average Daily Rate	Revenue Per Available Room
50.5%	$133.63	$67.48
-6.8%	+6.5%	-0.8%

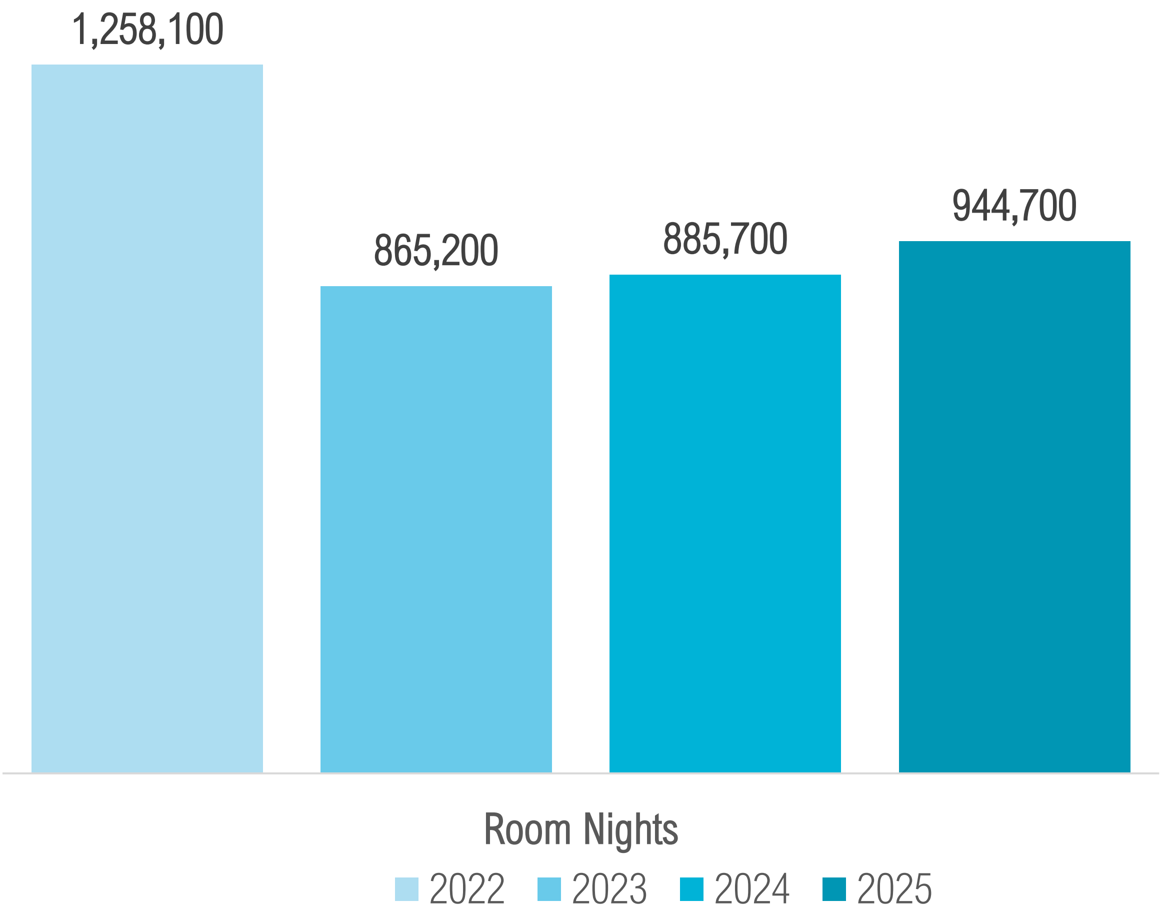
VACATION RENTALS[3]

Occupancy	Average Daily Rate	Revenue Per Available Room
29.1%	$214.49	$62.42
+8.6%	+1.1%	+9.8%

[1] Significantly more (+11.3%) units were available in Jul-Sep 2025 compared to Jul-Sep 2024. This is due to the ongoing recovery process post-Hurricane Ian.
[2] Hotel sources: Smith Travel Research & DSG Occupancy Study
[3] Vacation rental sources: DBPR, Key Data & DSG Occupancy Study

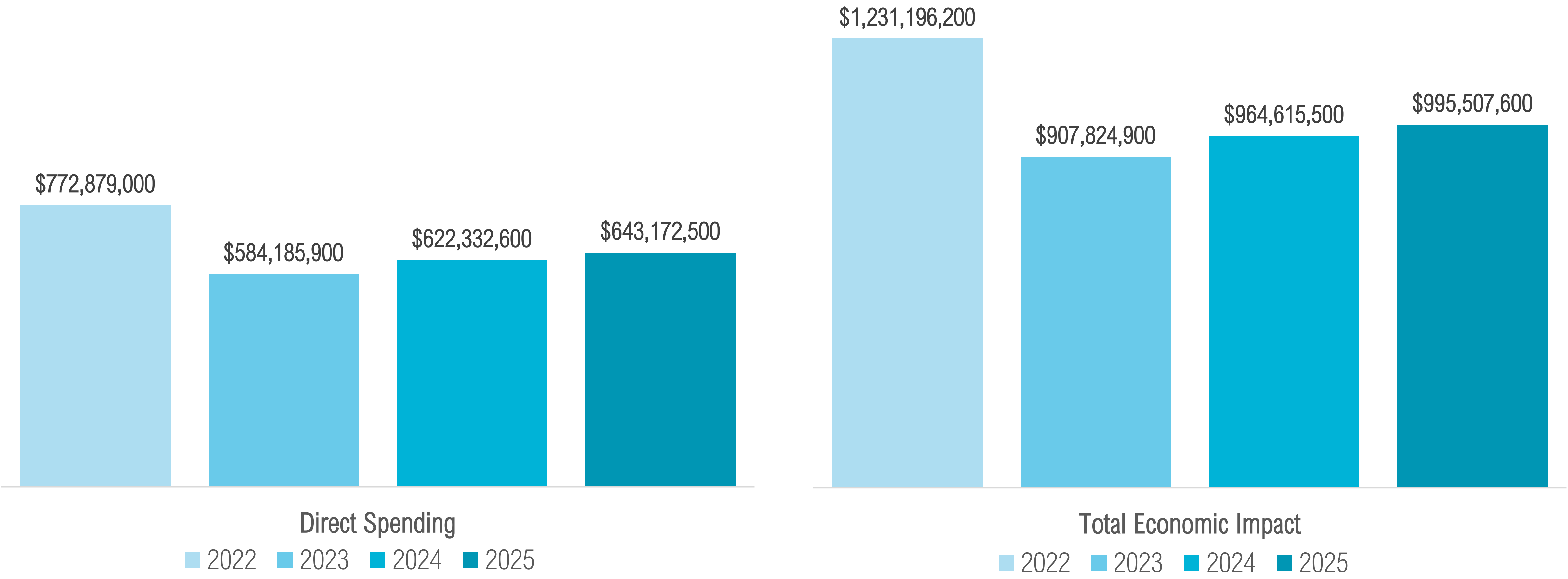
JUL-SEP 2022-2025 VISITATION & ROOM NIGHTS[1]





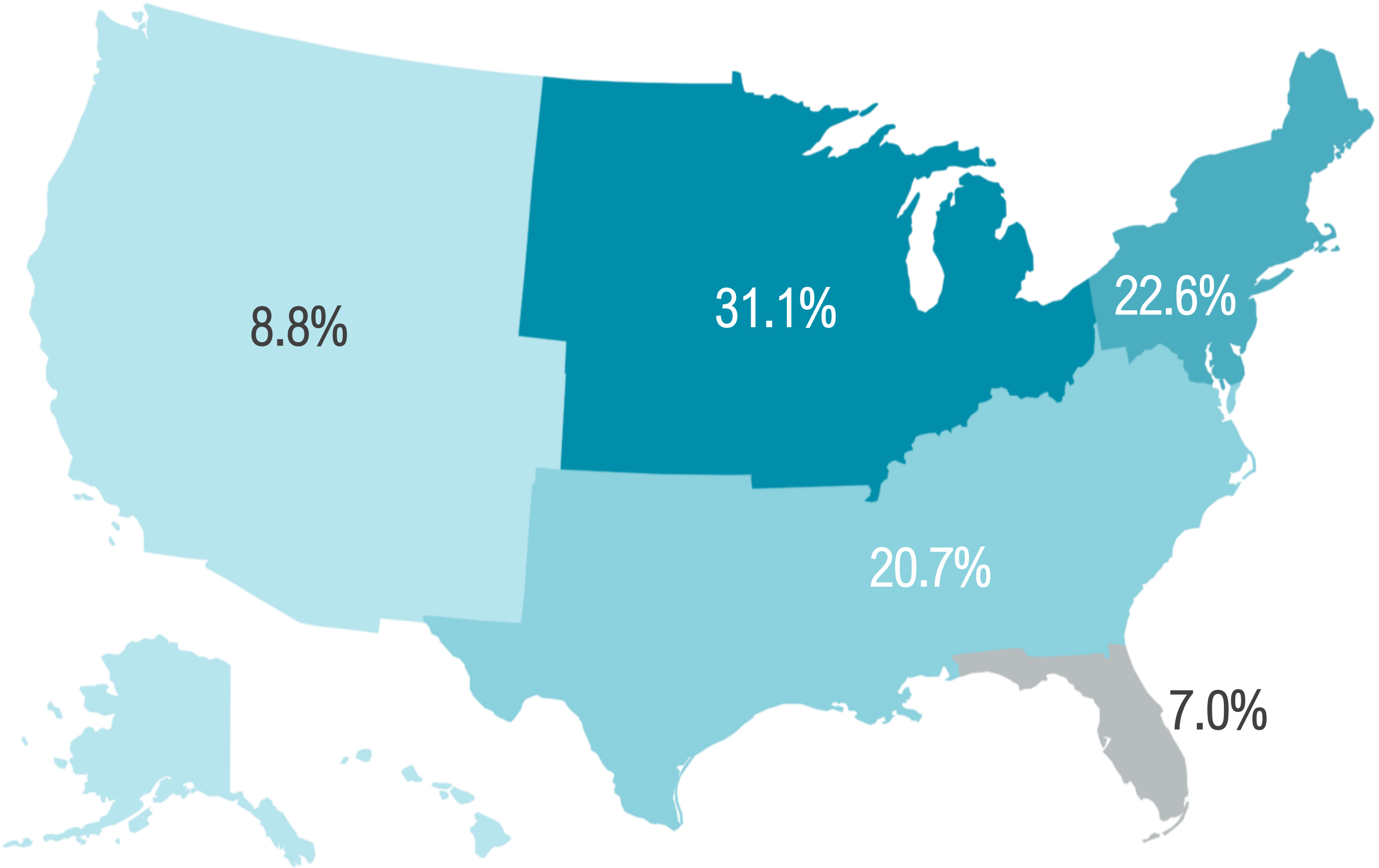
[1] Sources: STR, KeyData, & DSG Occupancy Study

JUL-SEP 2022-2025 SPENDING & ECONOMIC IMPACT[1]



[1] Sources: STR, KeyData, & DSG Occupancy Study

VISITOR ORIGINS



Domestic Origin Regions	Percent
Midwest	31.1%
Northeast	22.6%
Southeast	20.7%
West	8.8%
Florida	7.0%

International Origins	Percent
Canada	4.2%
Germany	2.1%
United Kingdom	1.0%
Other Europe	1.3%
Other International	1.2%

Top Origin Markets [1,2]	Percent
New York City	7.4%
Chicago	4.4%
Atlanta	4.1%
Philadelphia	2.7%
Miami-Ft. Lauderdale	2.6%
Indianapolis	2.3%
Detroit	2.2%
Cleveland-Akron	2.2%
Denver	2.1%
Minneapolis-St. Paul	1.9%
Washington, D.C.-Hagerstown	1.8%
Tampa-St. Petersburg	1.8%
Cincinnati	1.7%
Boston	1.7%
Nashville	1.7%
Dallas-Ft. Worth	1.7%
Naples & Surrounding Areas	1.6%

[1] "Markets" refer to DMAs (Designated Marketing Areas) as defined by Nielsen Media Research.
[2] Many DMAs extend beyond the borders of their core state, such the New York City DMA extending beyond the state of NY itself and including portions of NJ, CT, and PA, and the Washington, D.C. DMA extending beyond DC itself and including large portions of MD, VA, as well as some areas of WV.

VISITOR PROFILE

48

Median Age

25%

First-Time Visitor

$111,100

Median Household Income

36%

Traveled With Children

2.8

Travel Party Size

5.6

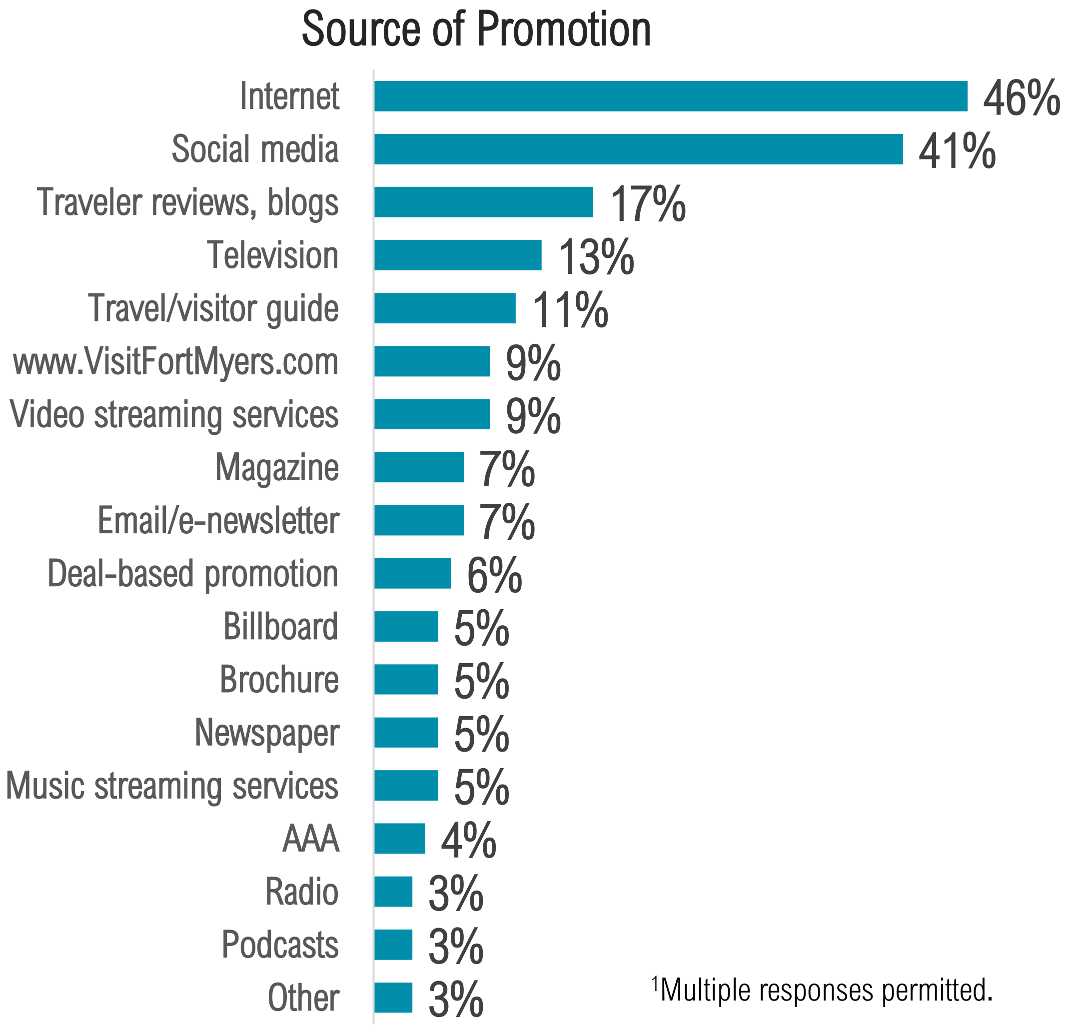
Length Of Stay

INFLUENCE OF PROMOTIONS[1]

Data Point: 62% of the visitors who recalled promotions for the Fort Myers area said that they influenced their travel plans (was 48% in 2024).

Insight: Promotional effectiveness is rising, suggesting that marketing efforts are connecting more strongly with travelers and converting awareness into genuine intent to visit.

BASE: 39% of visitors who recalled promotions

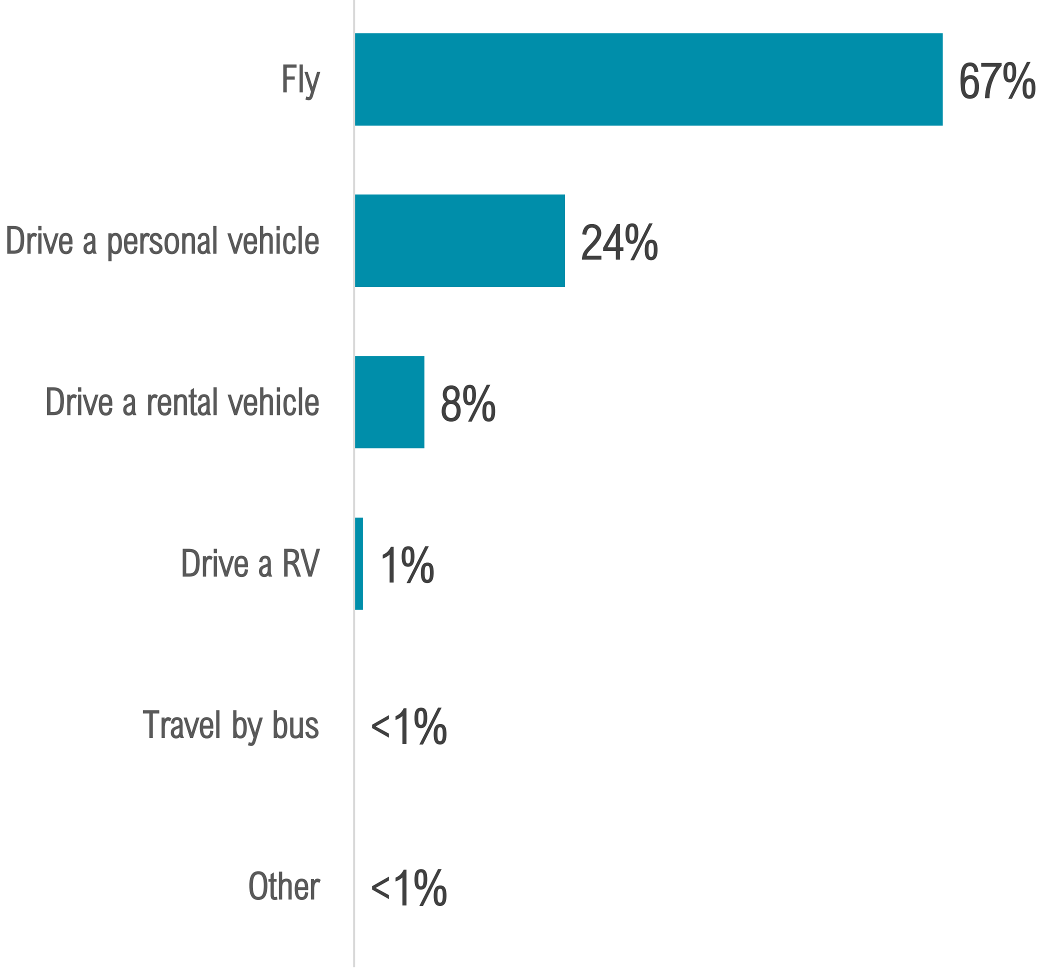


[1]Multiple responses permitted.

METHOD OF TRANSPORTATION

Data Point: 67% of visitors flew to the Fort Myers area (was 73% in 2024).

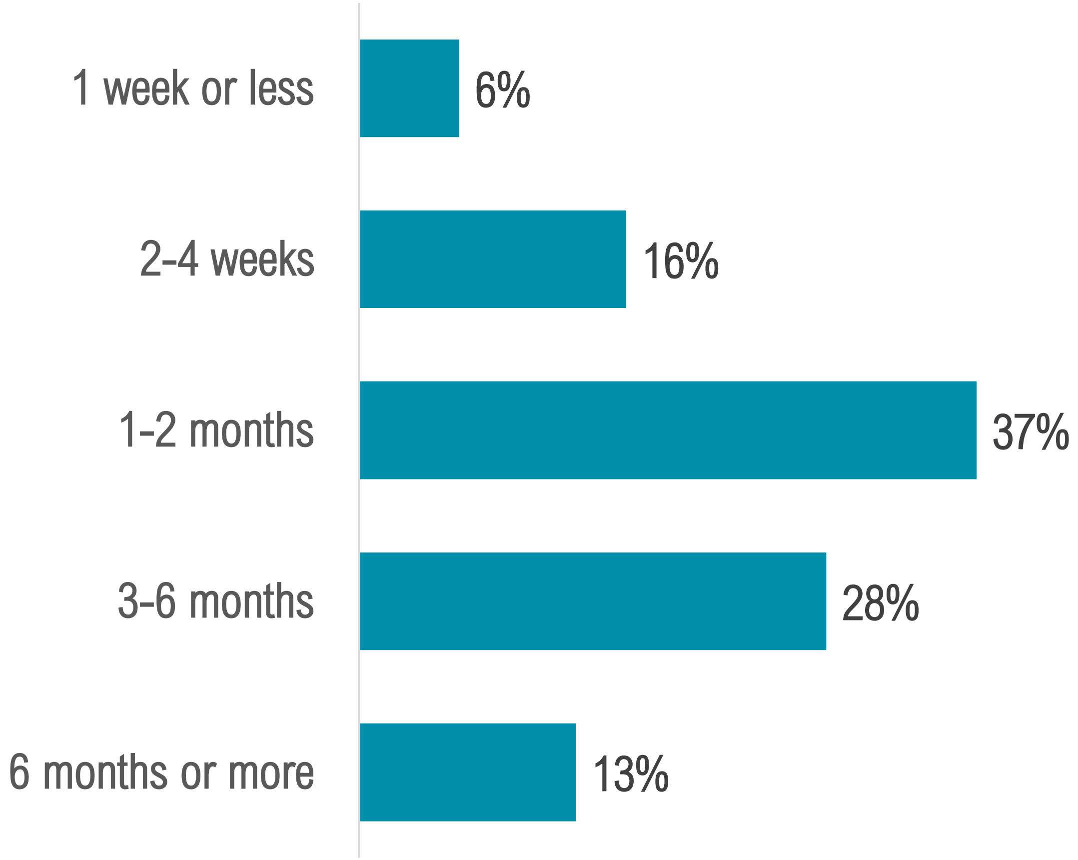
Insight: A smaller share of visitors arrived by air, reflecting the increase in in-state drive-market visitation.



TRIP PLANNING CYCLE

Data Point: 22% of visitors said that they started planning their trip to the Fort Myers area less than a month in advance (was 15% in 2024).

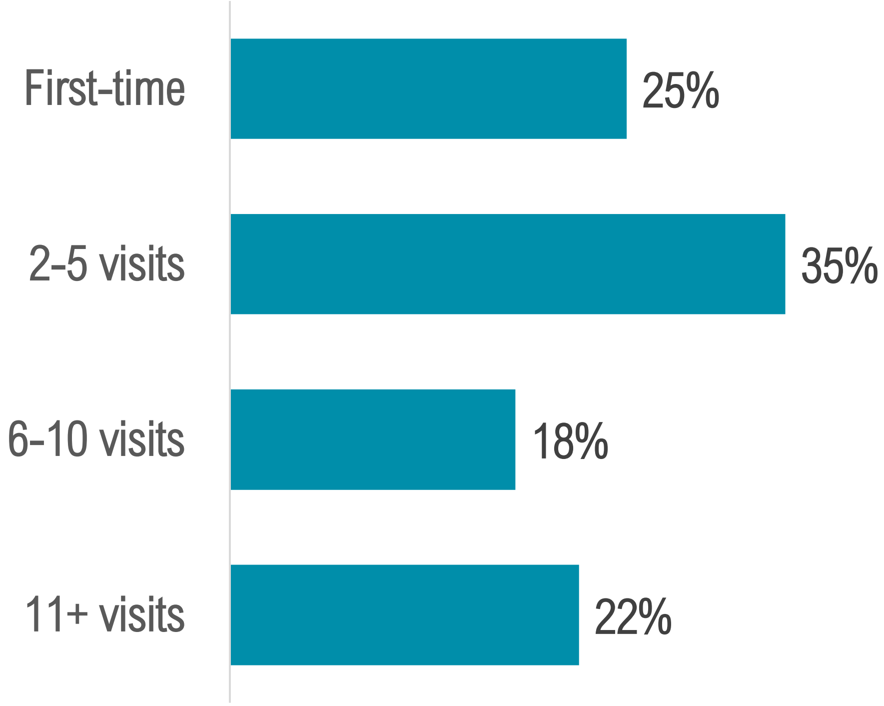
Insight: More visitors planned their trips on short notice, aligning with the increase in regional/in-state travel which typically involves shorter planning and booking windows.



RETURN OF REPEAT & LOYAL VISITORS

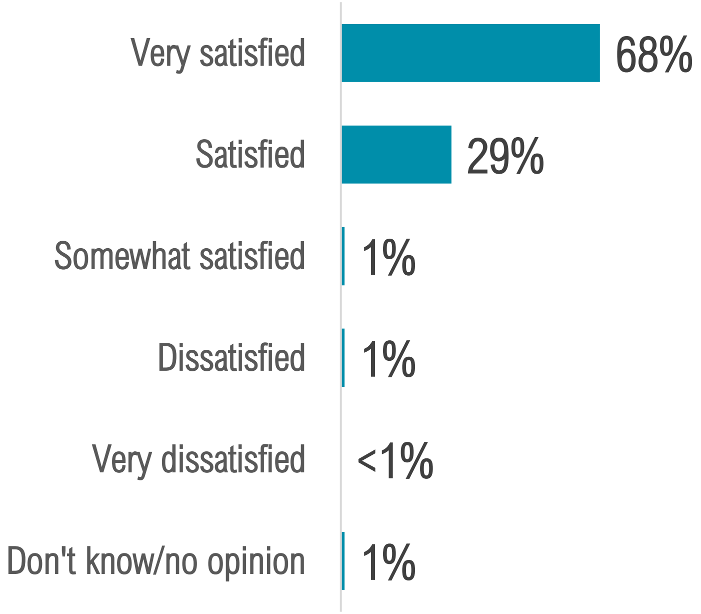
Data Point: 75% of visitors to the Fort Myers area were repeat visitors (was 70% in 2024).

Insight: Repeat visitation continues to climb, reinforcing the strong loyalty appeal of the area. This is reinforced by only 32% of visitors saying they considered other destinations when planning their trip (down from 38% in 2024), meaning fewer travelers are comparison-shopping, and more are returning by choice.



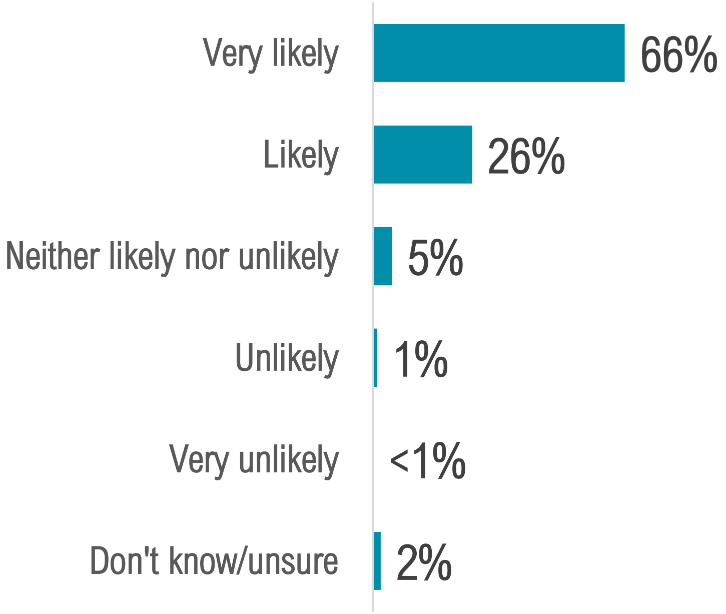
SATISFACTION STATISTICS

All satisfaction metrics were up significantly year-over-year



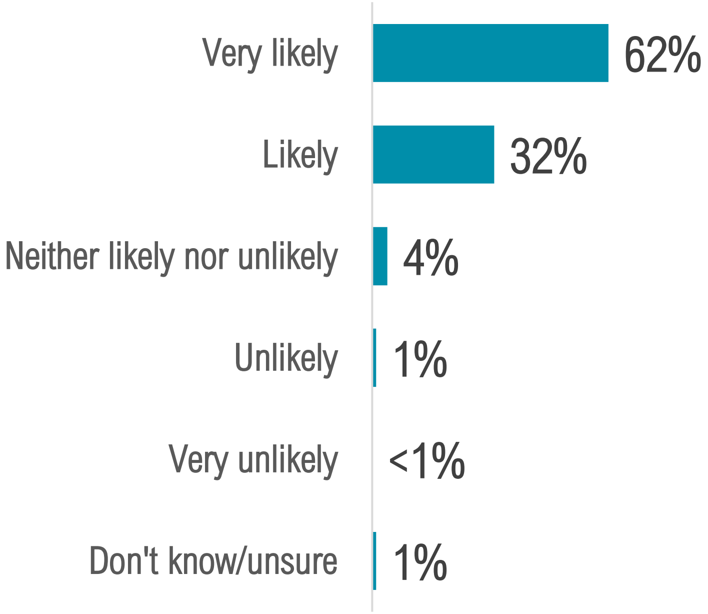
Overall Satisfaction with Stay

68% of visitors said they were **very satisfied** with their experience in the Fort Myers area (**up from 60%** in 2024)



Likelihood of Returning

66% of visitors said they would be **very likely to return** to the Fort Myers area (**up from 57%** in 2024)



Likelihood of Recommending

62% of visitors said they are **very likely to recommend the Fort Myers area** to friends and family (**up from 55%** in 2024)

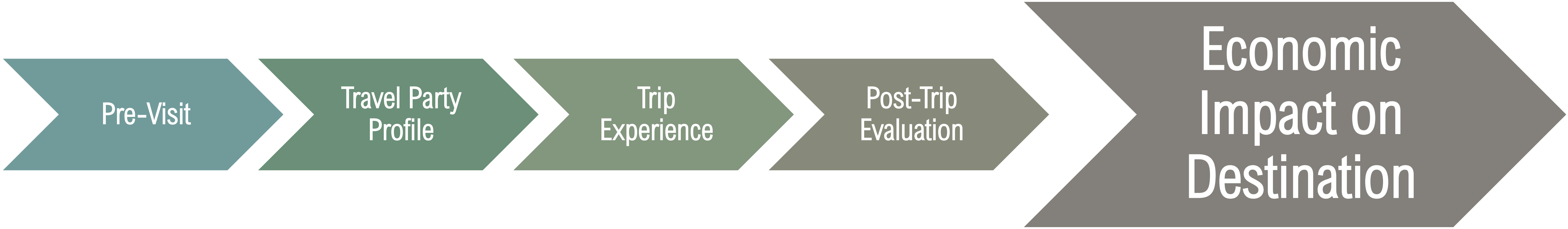
VISITOR QUOTES ABOUT THE FORT MYERS AREA[1]

- "The Fort Myers area is a relaxing and beautiful place to visit, especially if you enjoy beaches and warm weather. The vibe here feels much slower and more laid-back compared to New Jersey, which makes it perfect for unwinding. The sunsets on the Gulf Coast are amazing."
- "It's a very relaxed area for retirees but growing quickly and has amenities for people of any age with varying interest and hobbies. RSW makes getting here very convenient. Everyone likes different things, but we bought a second home in Estero years ago and don't regret it one bit."
- "This is our home away from home to escape the frigid winters up north. Perfect mix of laid-back town with many big city amenities. We're here to celebrate our nephew's birthday and he is loving the water and beach."
- "Amazing area, especially with little kids. Their highlight was riding the miniature train. The beaches can't be beat; there are plenty of activities around here, even on rainy days."

[1]Open-ended responses.

Detailed Findings

VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION



TOURISM SNAPSHOT: KEY METRICS JUL-SEP 2024 VS. 2025

Visitor & Lodging Statistics	Jul - Sep 2024[3]	Jul - Sep 2025	% Change '24-'25
Visitors	695,100	762,800	+ 9.7%
Visitor Days	4,128,900	4,256,400	+ 3.1%
Room Nights	885,700	944,700	+ 6.7%
Direct Expenditures[1]	$622,329,500	$643,172,500	+ 3.3%
Total Economic Impact[2]	$964,610,700	$995,507,600	+ 3.2%

[1] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
[3] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

TOURISM SNAPSHOT: KEY METRICS FISCAL YEAR 2024 VS. 2025

Visitor & Lodging Statistics	FY 2024[3]	FY 2025	% Change '24-'25
Visitors	3,138,300	3,274,700	+ 4.3%
Visitor Days	19,723,900	20,787,100	+ 5.4%
Room Nights	4,342,700	4,603,100	+ 6.0%
Direct Expenditures[1]	$3,075,839,500	$3,199,644,100	+ 4.0%
Total Economic Impact[2]	$4,801,649,800	$4,983,155,200	+ 3.8%

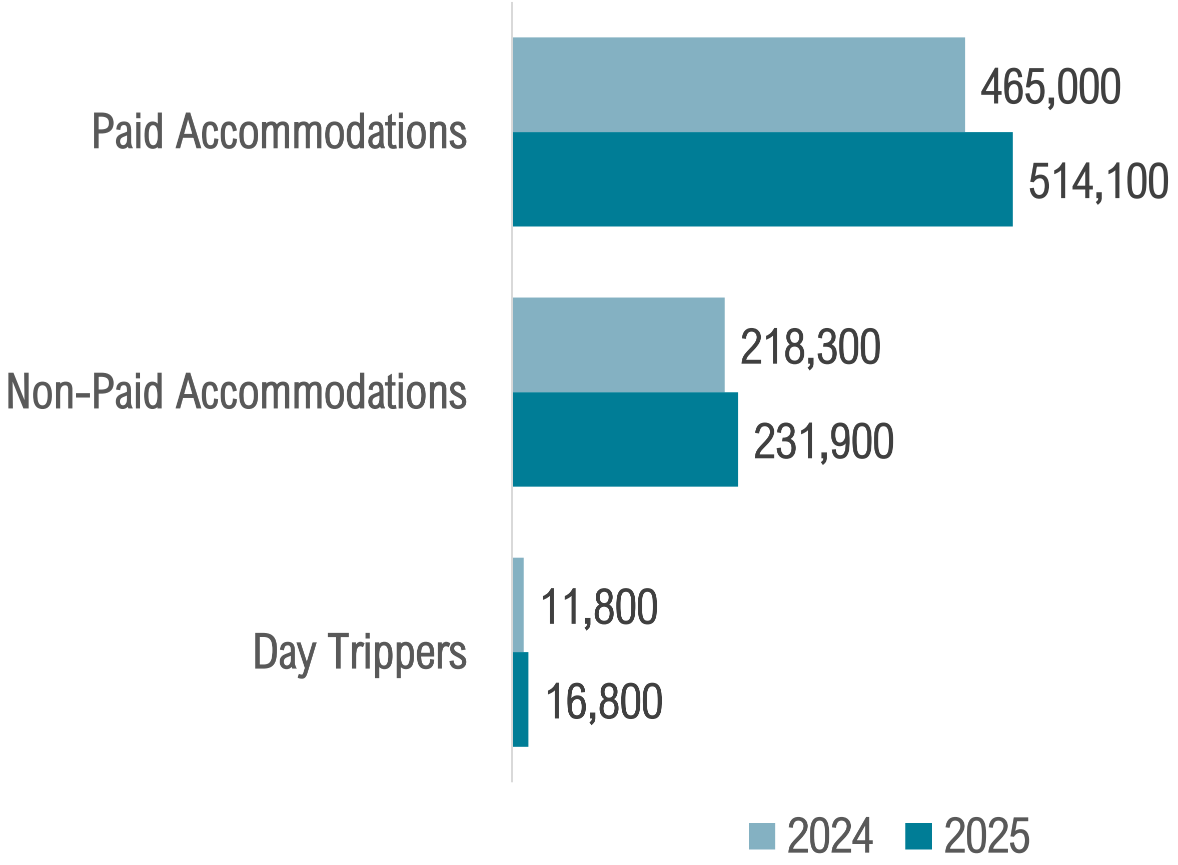
[1] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

[2] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

[3] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

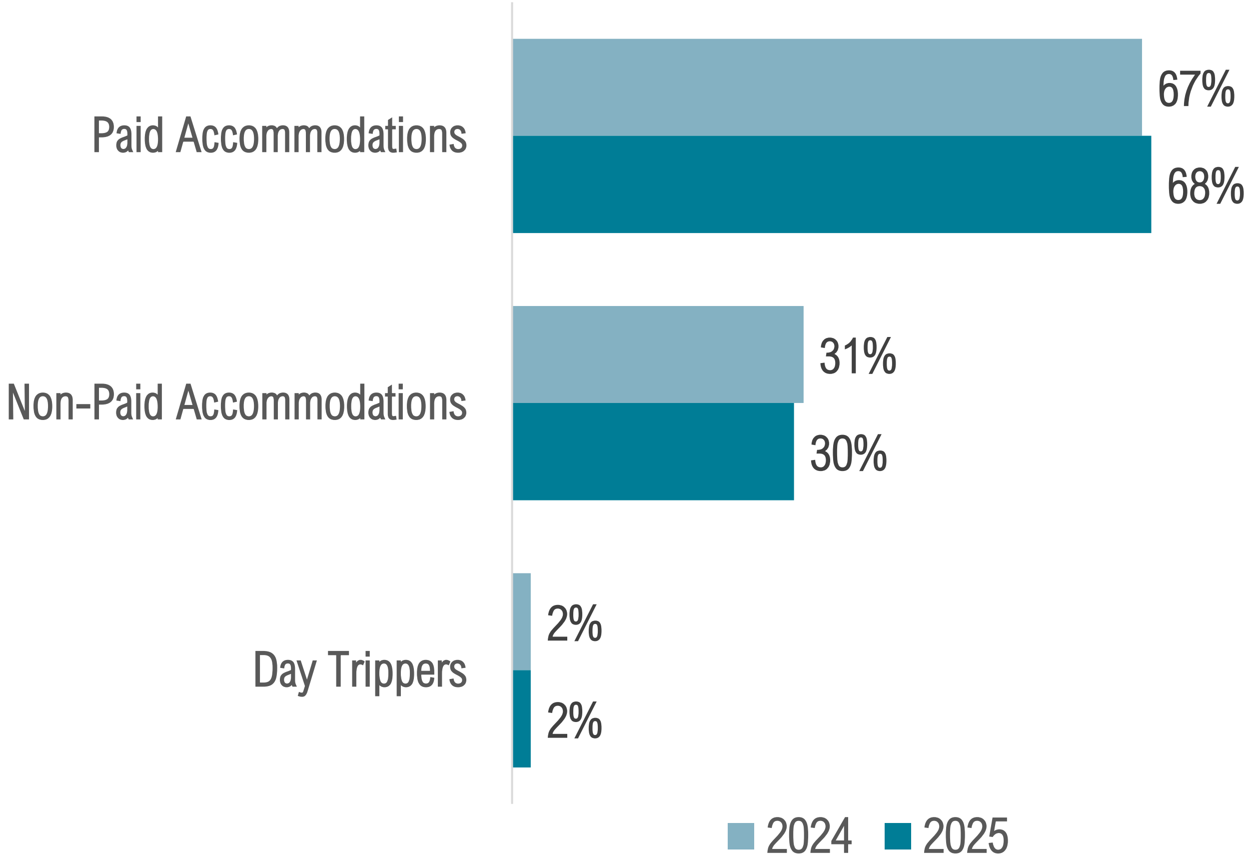
NUMBER OF VISITORS

There were 762,800 visitors to the Fort Myers area in Jul - Sep 2025 (+9.7% from 2024).



VISITOR TYPE

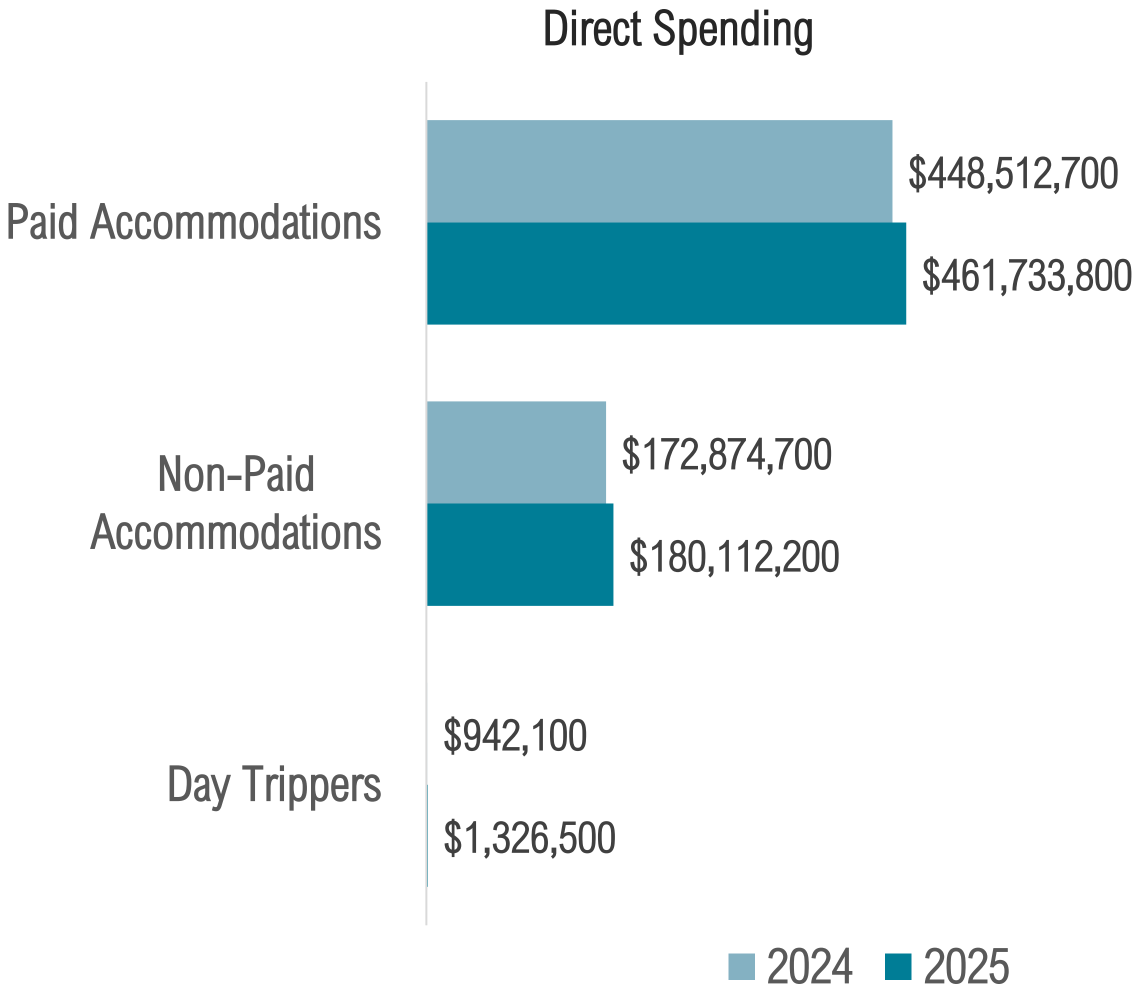
Visitors staying in paid accommodations accounted for **over 2 in 3** visitors.



VISITOR EXPENDITURES BY VISITOR TYPE

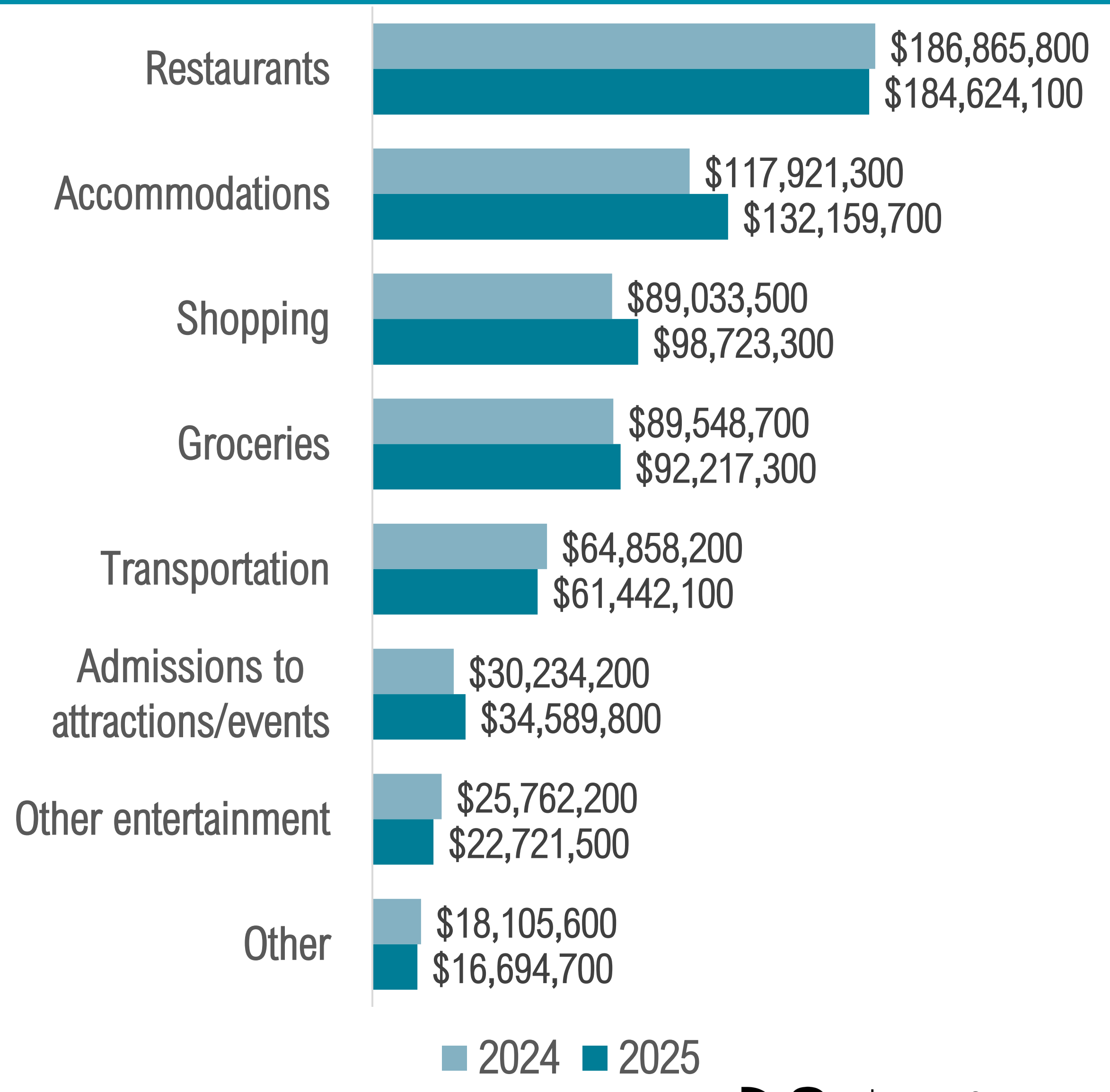
Jul - Sep visitors spent **$643,172,500** in the Fort Myers area, resulting in a total economic impact of **$995,507,600**, up 3.2% from 2024.

Visitors staying in paid accommodations accounted for 68% of all visitors and 72% of all spending.



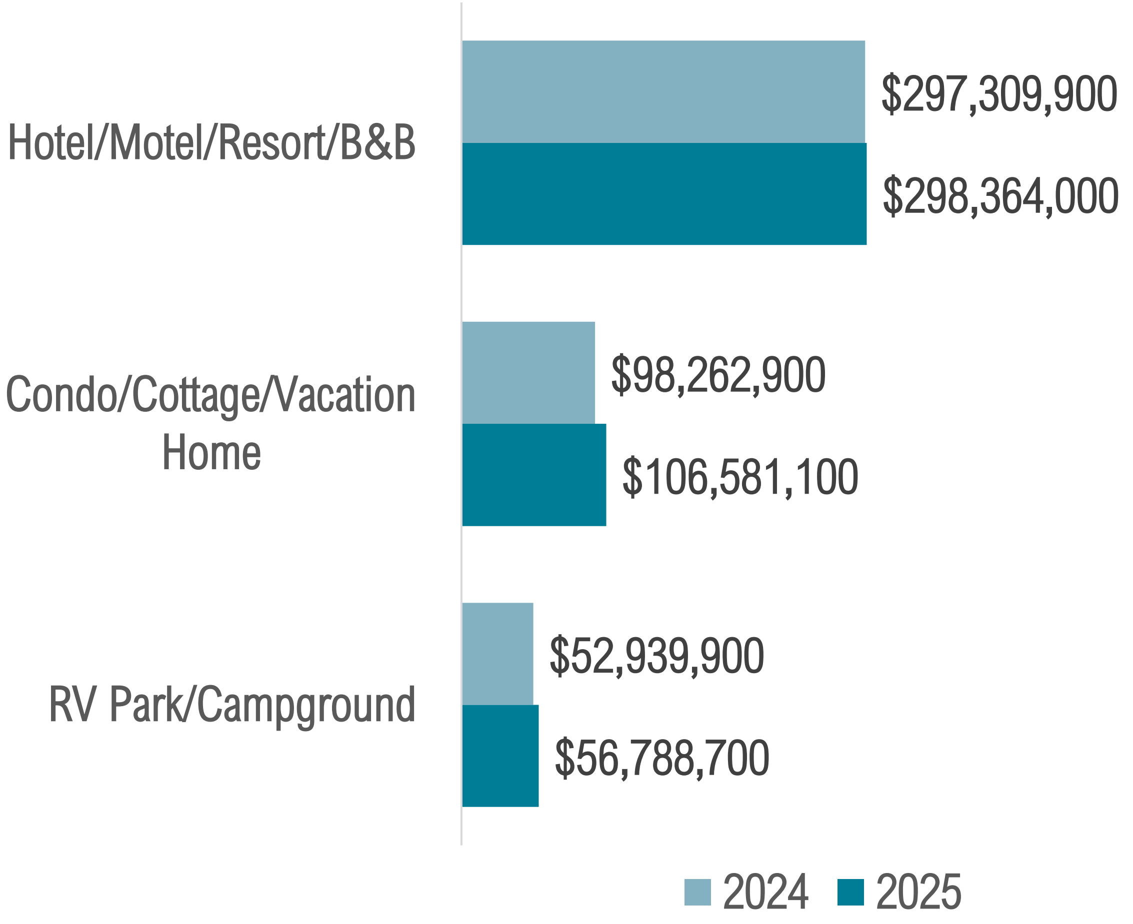
VISITOR EXPENDITURES BY SPENDING CATEGORY[1]

Of the **$643,172,500** visitors spent in the Fort Myers area, 29% was spent on **restaurants** and 21% was spent on **accommodations**, accounting for **half** of **all visitor spending**.



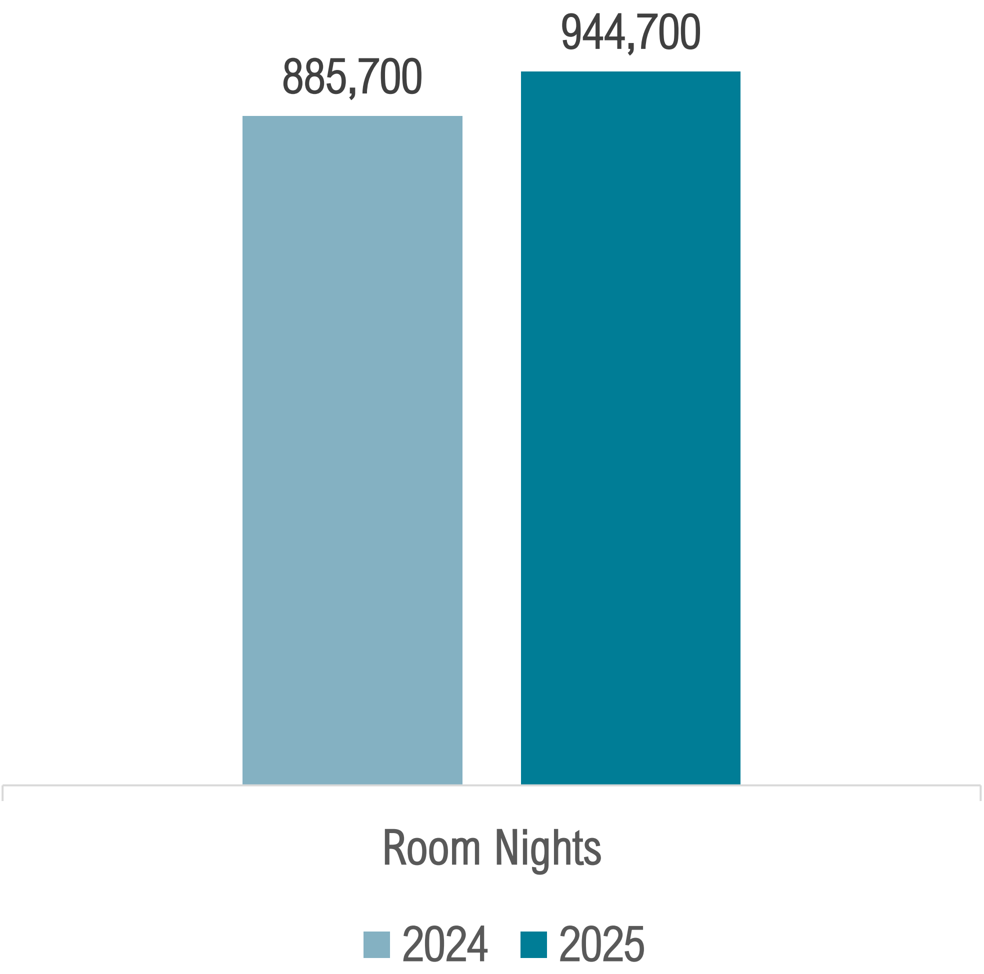
VISITOR EXPENDITURES BY LODGING TYPE

Jul - Sep visitors staying in paid accommodations spent $461,733,800 in the Fort Myers area (+2.9% from 2024).



ROOM NIGHTS GENERATED[1]

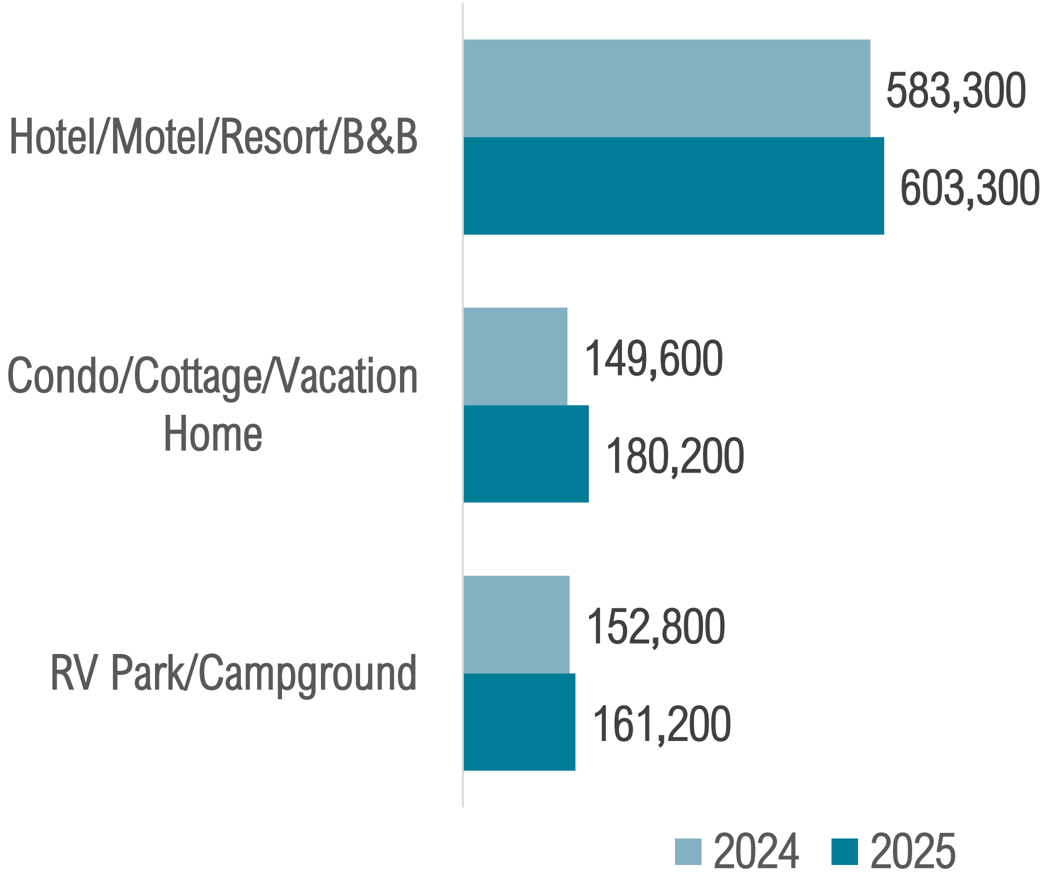
Jul - Sep visitors spent
944,700 nights in Fort Myers area hotels, resorts, condos, rental houses, RV parks, etc. (+6.7% from 2024).



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

ROOM NIGHTS GENERATED[1]

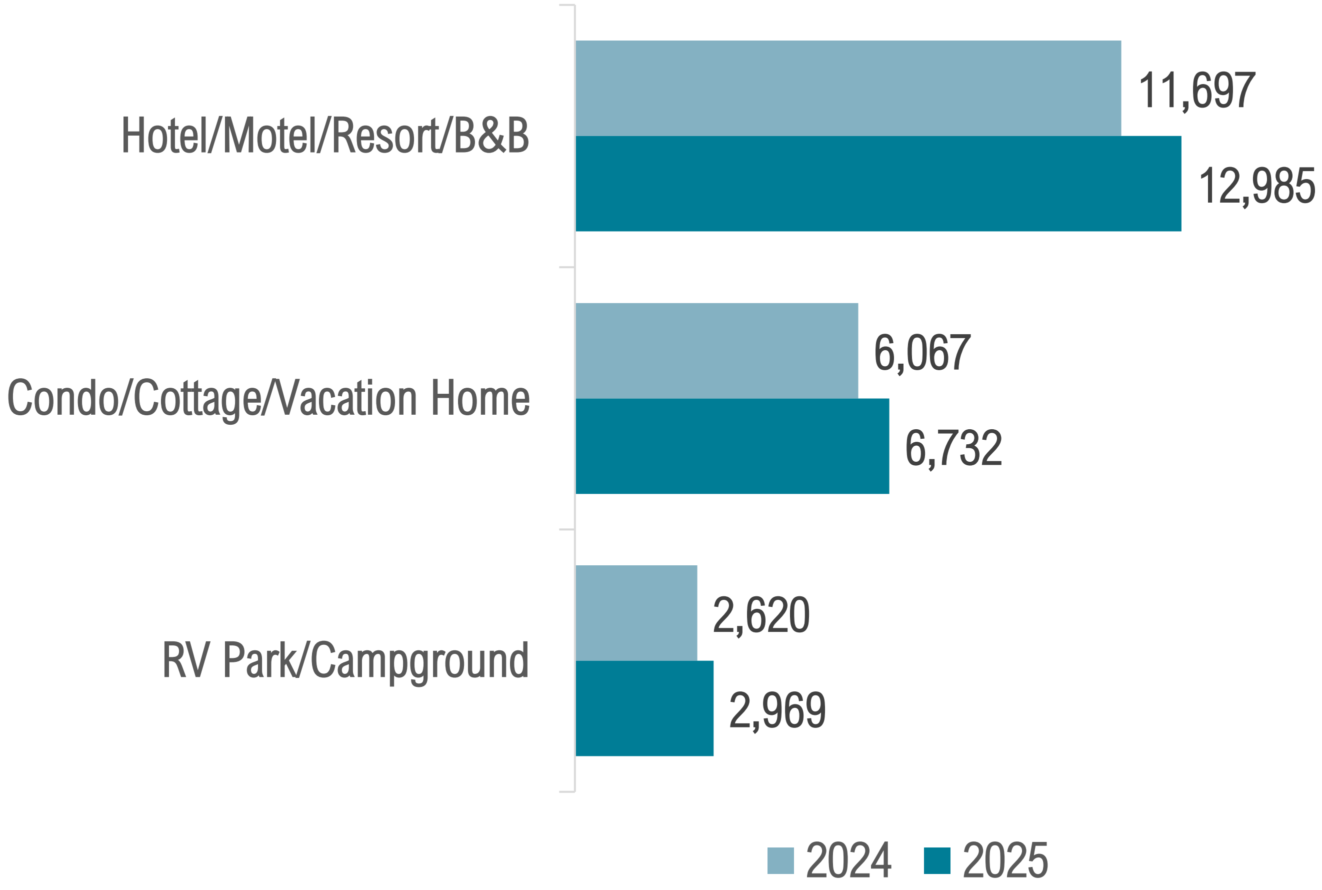
Hotels, motels, etc. accounted for 64% of room nights spent in the Fort Myers area, while vacation rentals accounted for 19% of room nights and RV parks/campgrounds accounted for the remaining 17% of nights that visitors spent in the area.



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

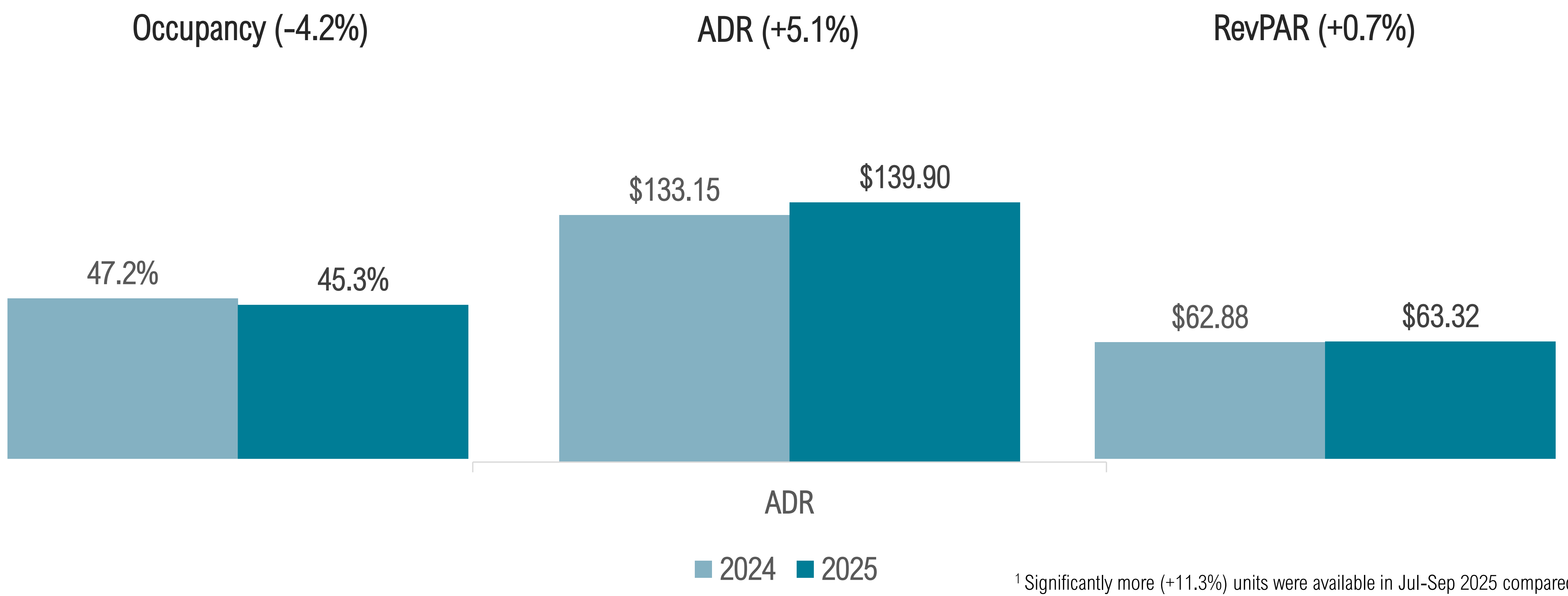
AVAILABLE UNITS[1]

There were 22,686 available units in Jul - Sep 2025 vs. 20,384 in 2024 (+11.3%). Nearly 3 in 5 of the units available were from hotels, motels, etc.



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

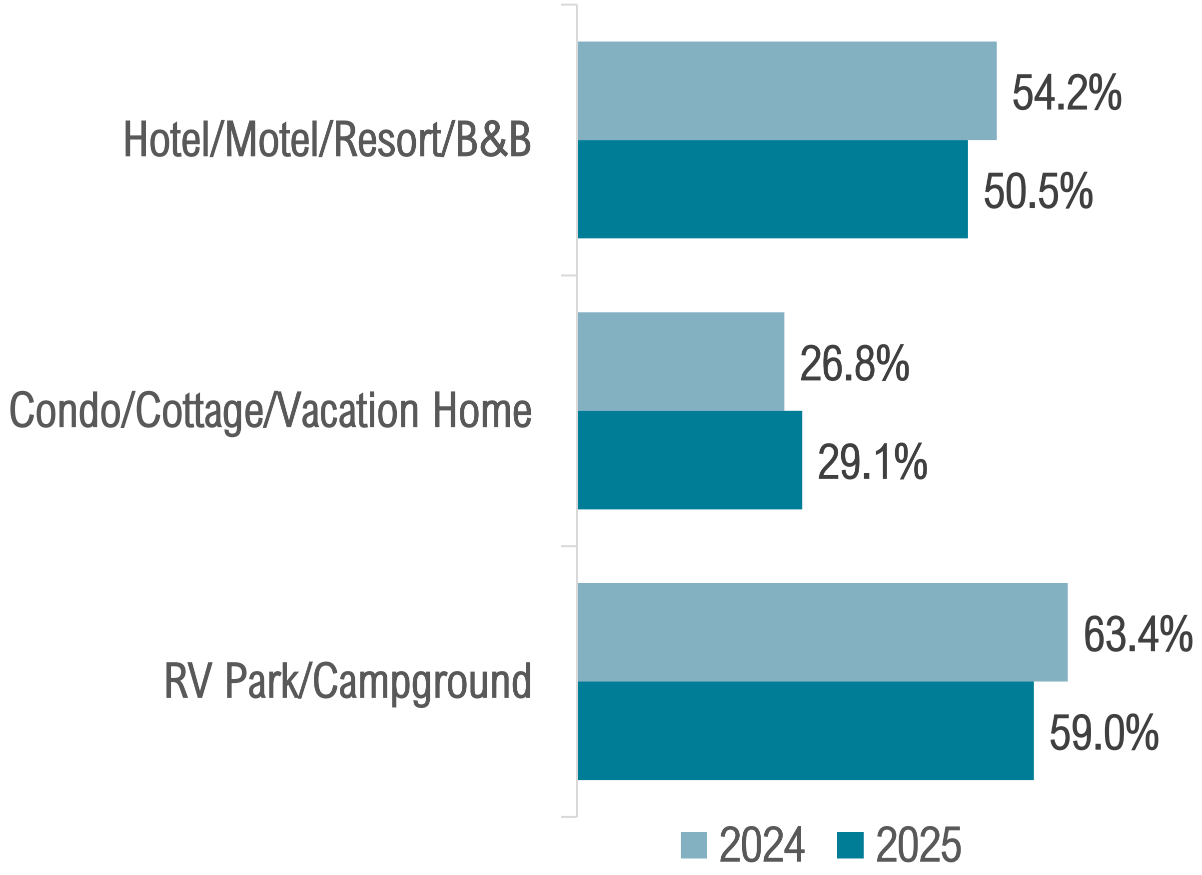
OCCUPANCY[1], ADR AND REVPAR[2]



[1] Significantly more (+11.3%) units were available in Jul-Sep 2025 compared to Jul-Sep 2024. This is due to the ongoing recovery process post-Hurricane Ian.
[2]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

OCCUPANCY[1,2]

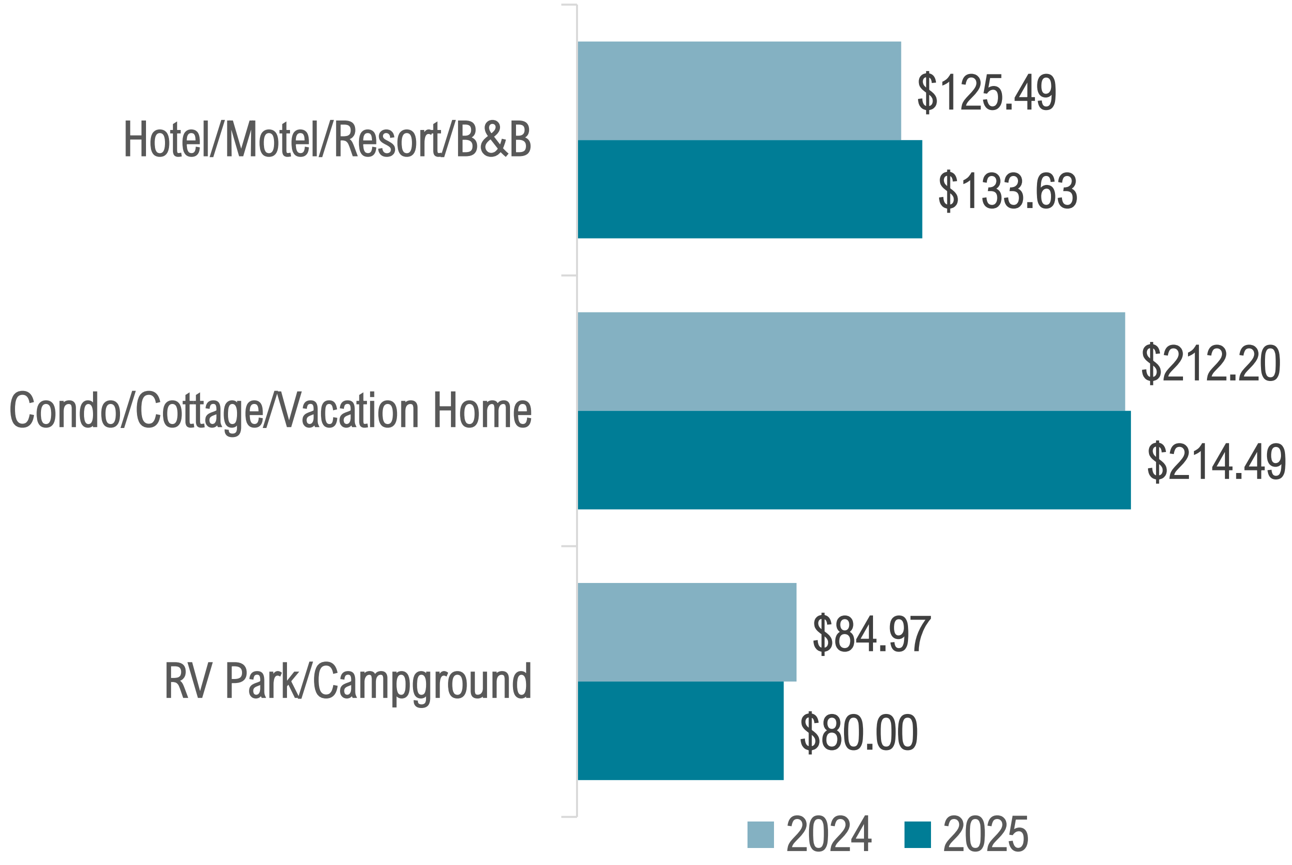
Average occupancy in Jul - Sep was **45.3%** (47.2% in 2024).



[1] Significantly more (+11.3%) units were available in Jul-Sep 2025 compared to Jul-Sep 2024. This is due to the ongoing recovery process post-Hurricane Ian.
[2]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

ADR[1]

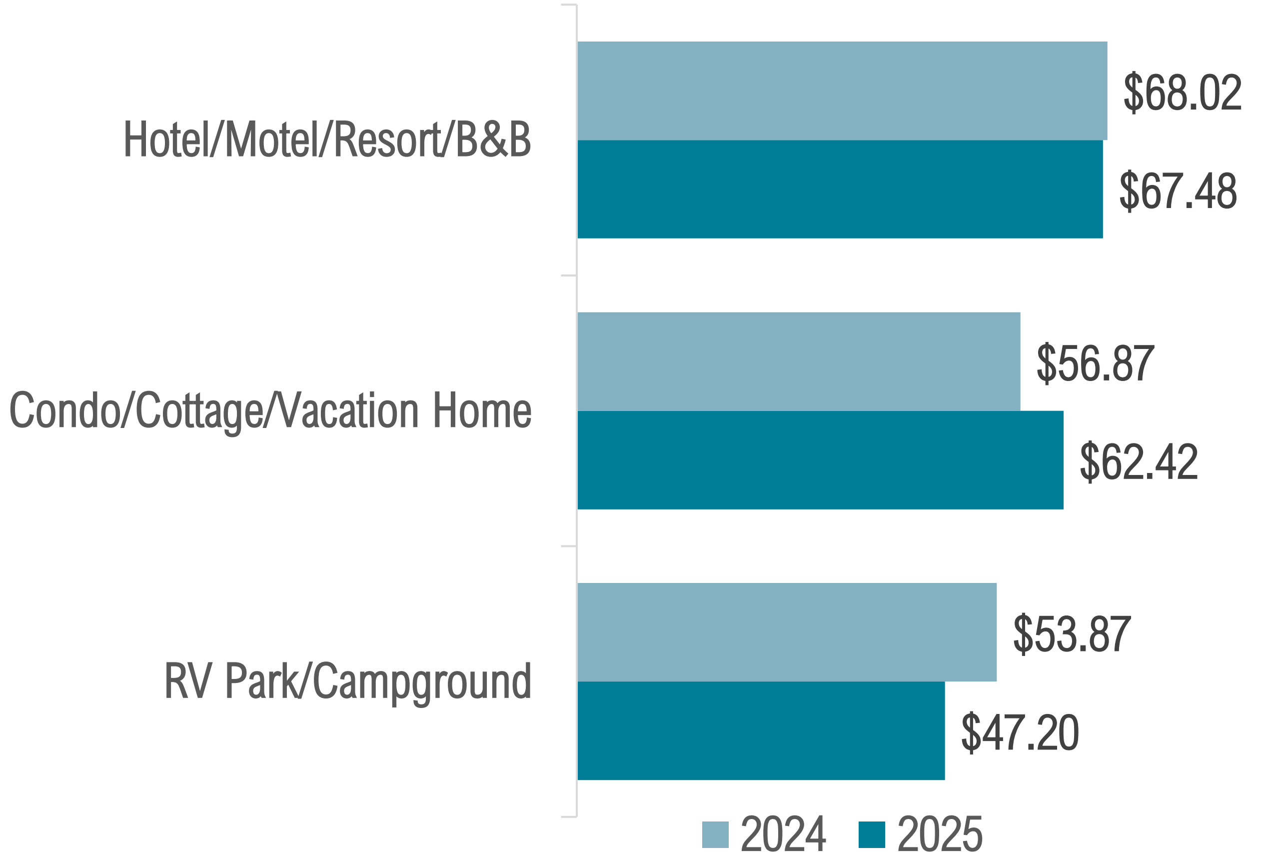
ADR in Jul - Sep was **$139.90** ($133.15 in 2024).



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

REVPAR[1]

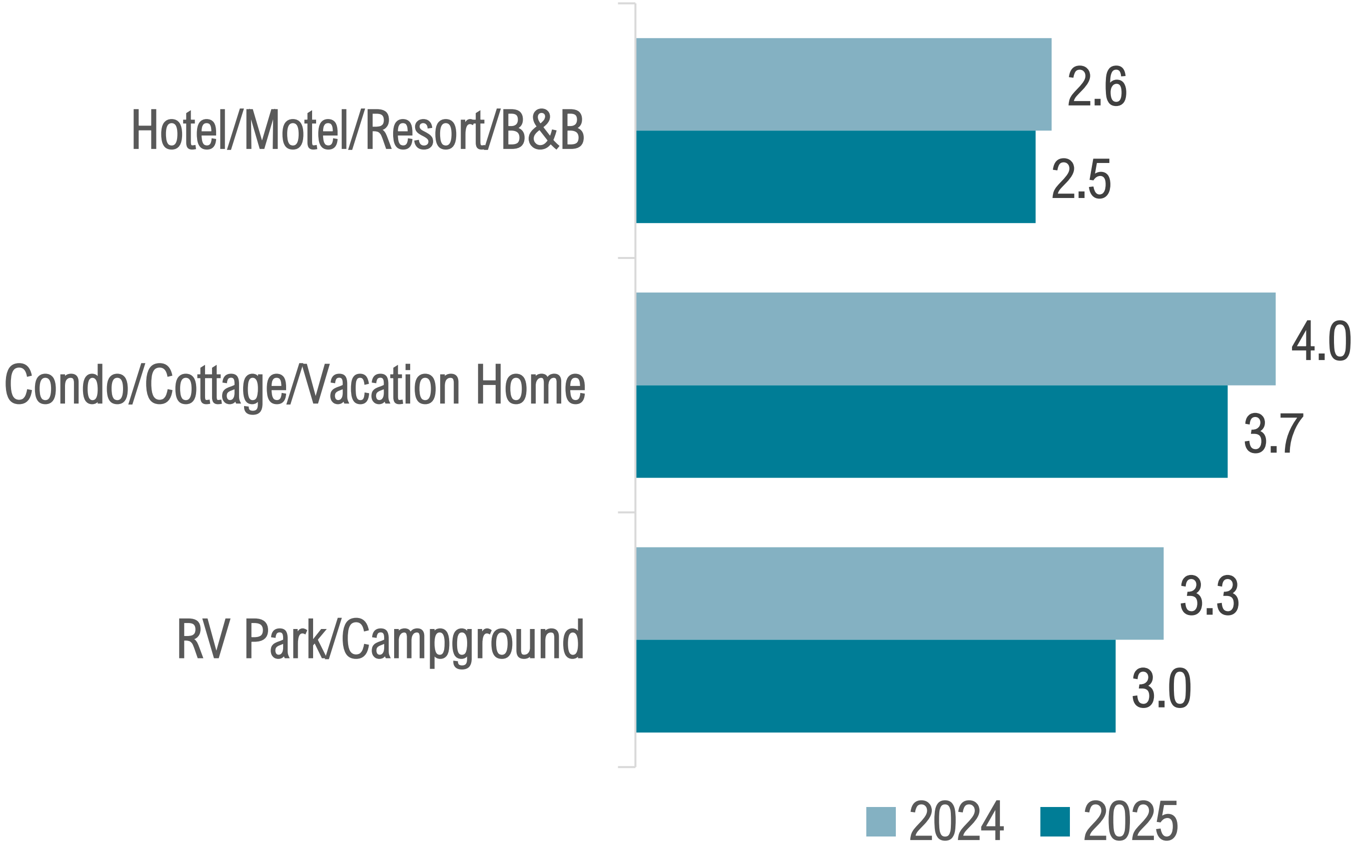
Average RevPAR in Jul - Sep was **$63.32** ($62.88 in 2024).



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

TRAVEL PARTY SIZE[1]

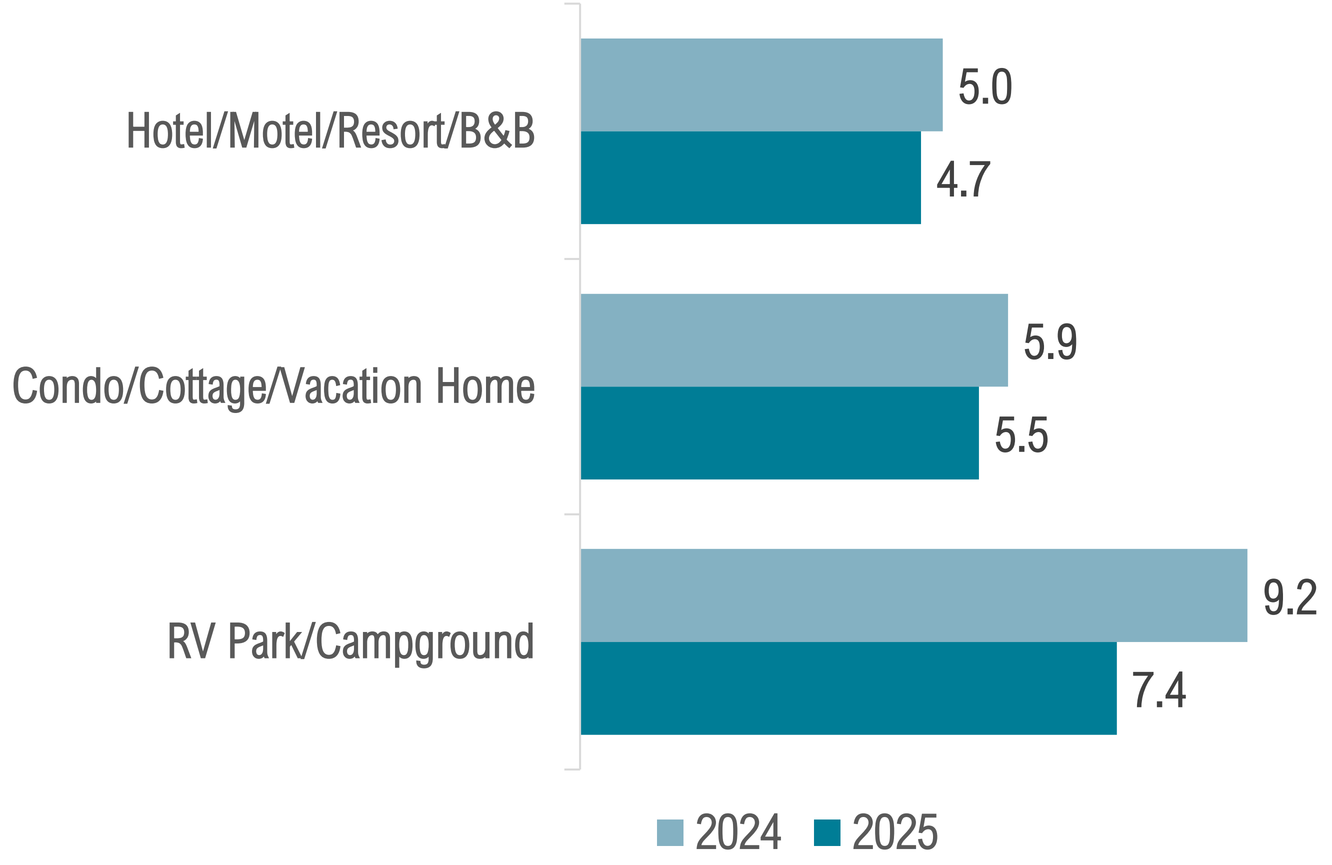
For visitors in paid accommodations, average travel party size in Jul - Sep was **2.9 people** (3.0 people in 2024).



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

LENGTH OF STAY[1]

For visitors in paid accommodations, average length of stay in Jul - Sep was **5.2 nights** (5.7 nights in 2024).



[1]Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

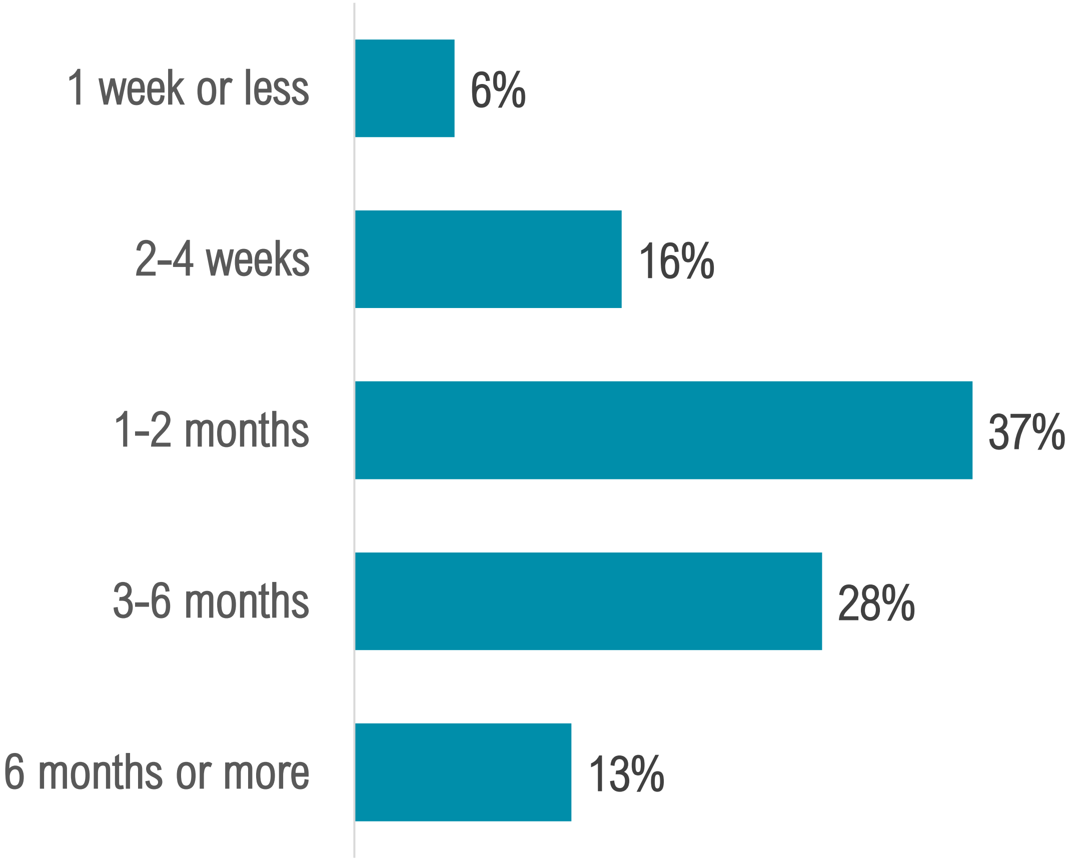
Visitor Journey: Pre-Visit

Pre-Visit → Travel Party Profile → Trip Experience → Post-Trip Evaluation → Economic Impact on Destination

TRIP PLANNING CYCLE

Over 1 in 3 visitors planned their trip **1-2 months** in advance, while **nearly 3 in 10** visitors planned their trip **3-6 months** in advance.

The **average trip planning cycle** lasted **nearly 2 months** (53 days).

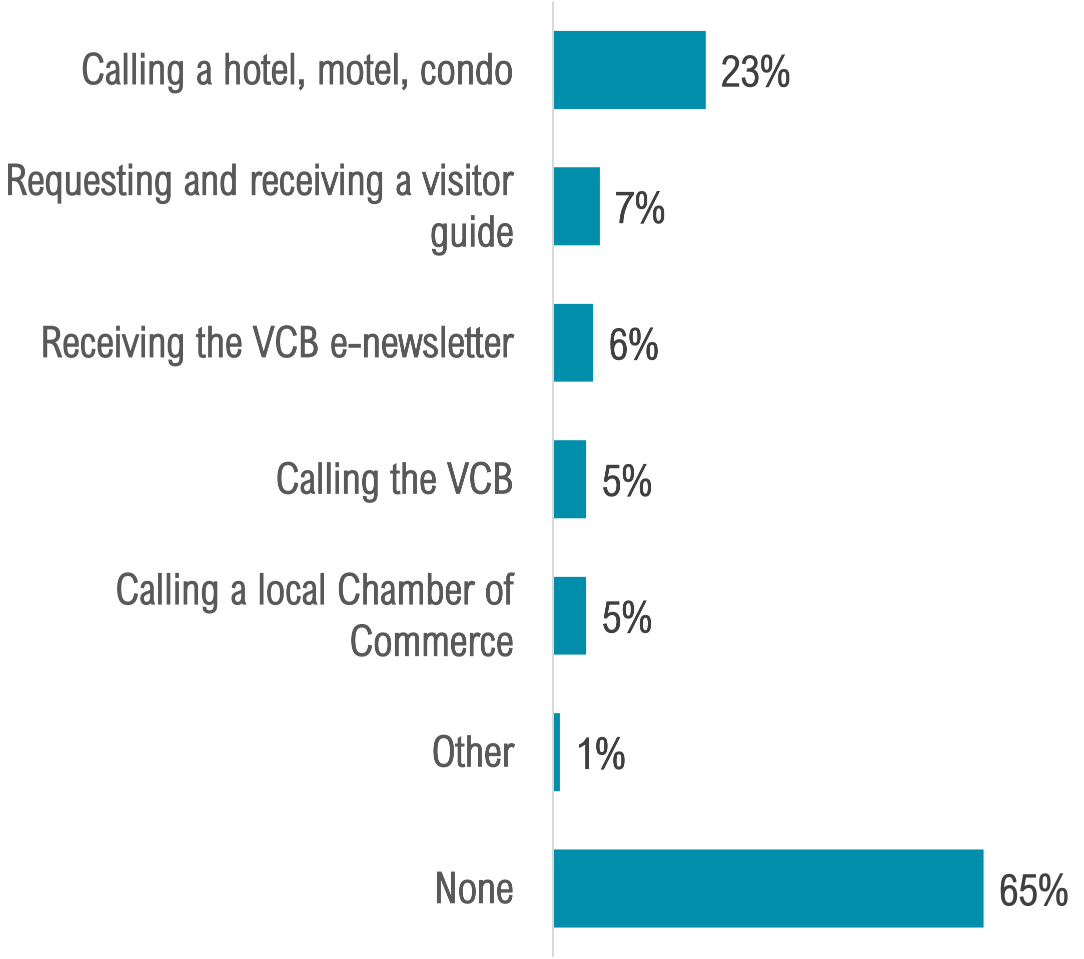


TRIP PLANNING: INFORMATION REQUESTS[1]

Over 1 in 3 of visitors made **information requests** while planning their trip to the Fort Myers area.

Visitors who sought information prior to their trips were most likely to rely on **lodging properties** for that information.

The share of visitors requesting information in Q3 2025 decreased slightly from Q3 2024 (from 38% to 35%).



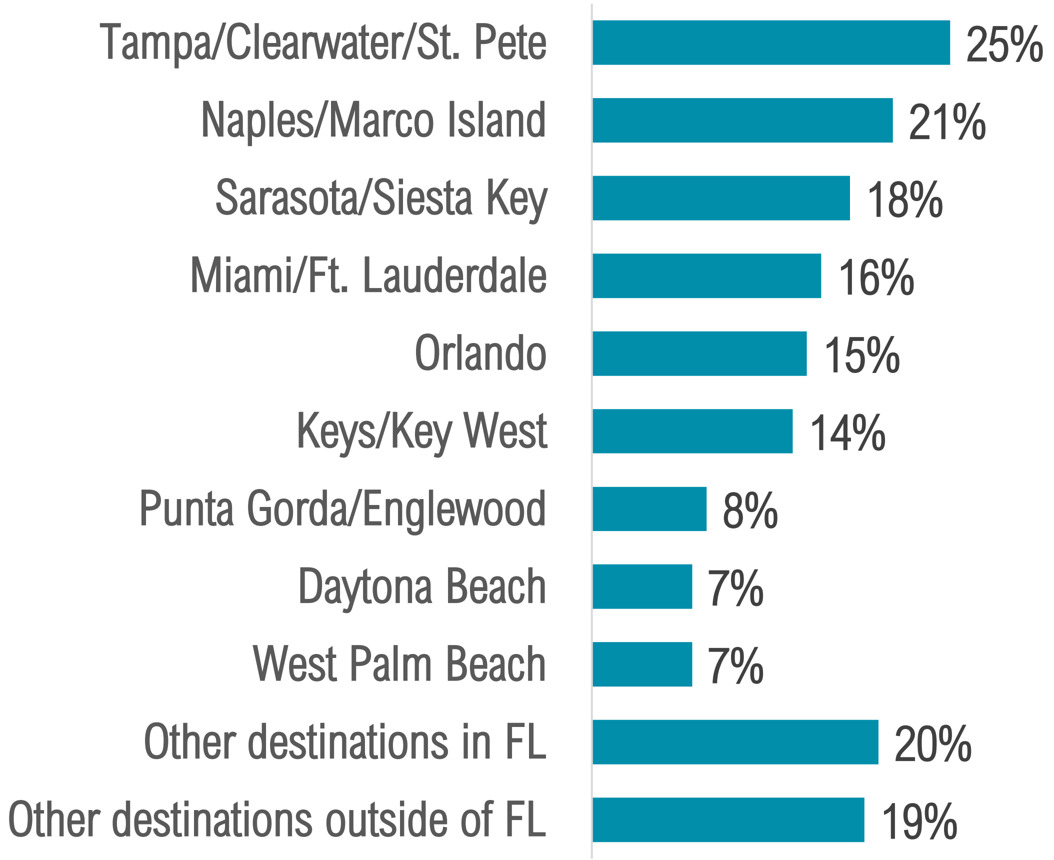
[1]Multiple responses permitted.

TRIP PLANNING: OTHER DESTINATIONS CONSIDERED[1]

Nearly 1 in 3 visitors considered visiting other destinations before selecting the Fort Myers area

Most alternate destinations considered were in **Florida**.

BASE: 32% of visitors who considered other destinations



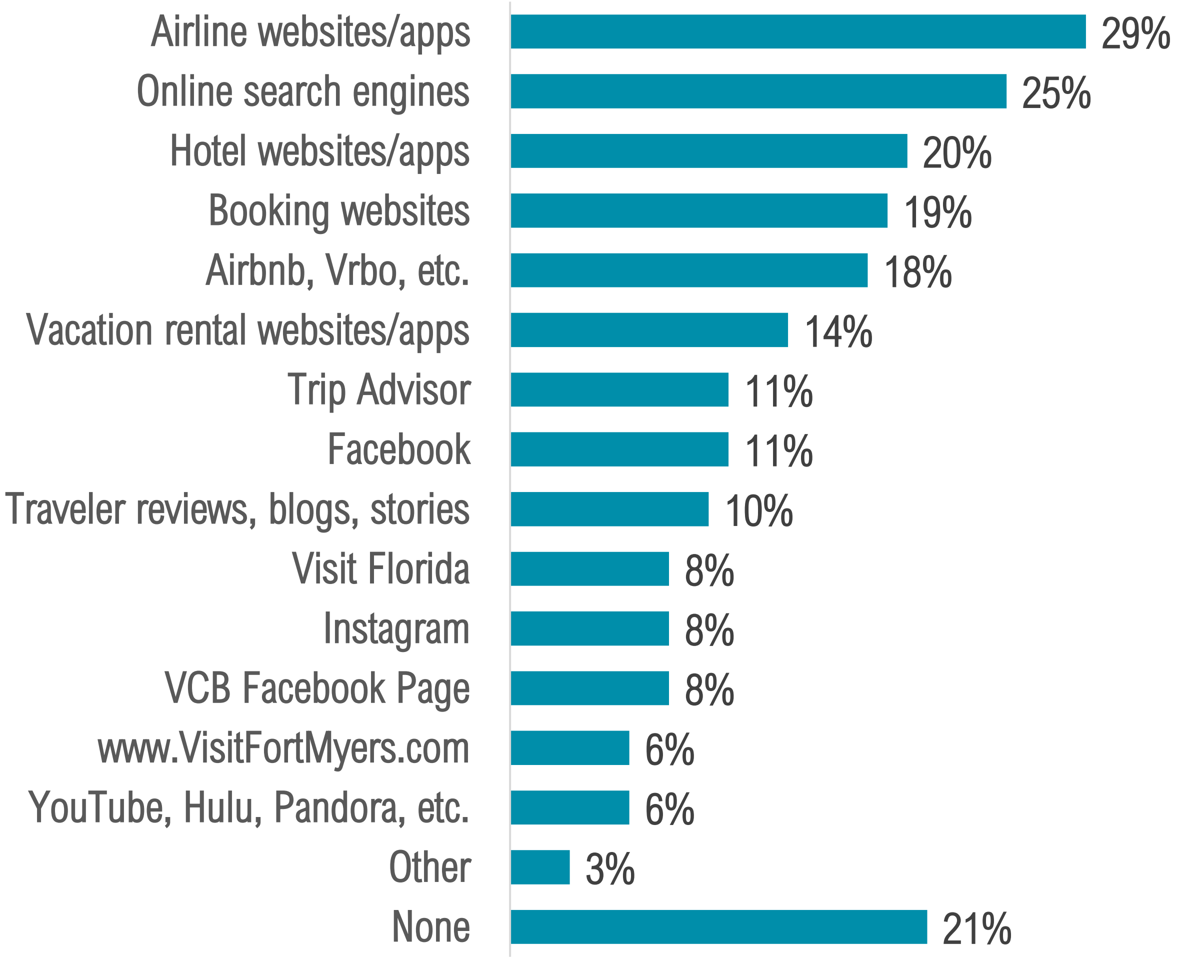
[1]Multiple responses permitted.

TRIP PLANNING: WEBSITES/APPS USED[1]

Nearly 4 in 5 visitors used **websites and apps** to plan their trip to the Fort Myers area.

Visitors were most likely to use **airline websites/apps** or **online search engines** to plan their trips.

Nearly 1 in 5 visitors used either **hotel websites/apps**, **booking websites**, or **Airbnb/Vrbo** to plan their trips.



[1]Multiple responses permitted.

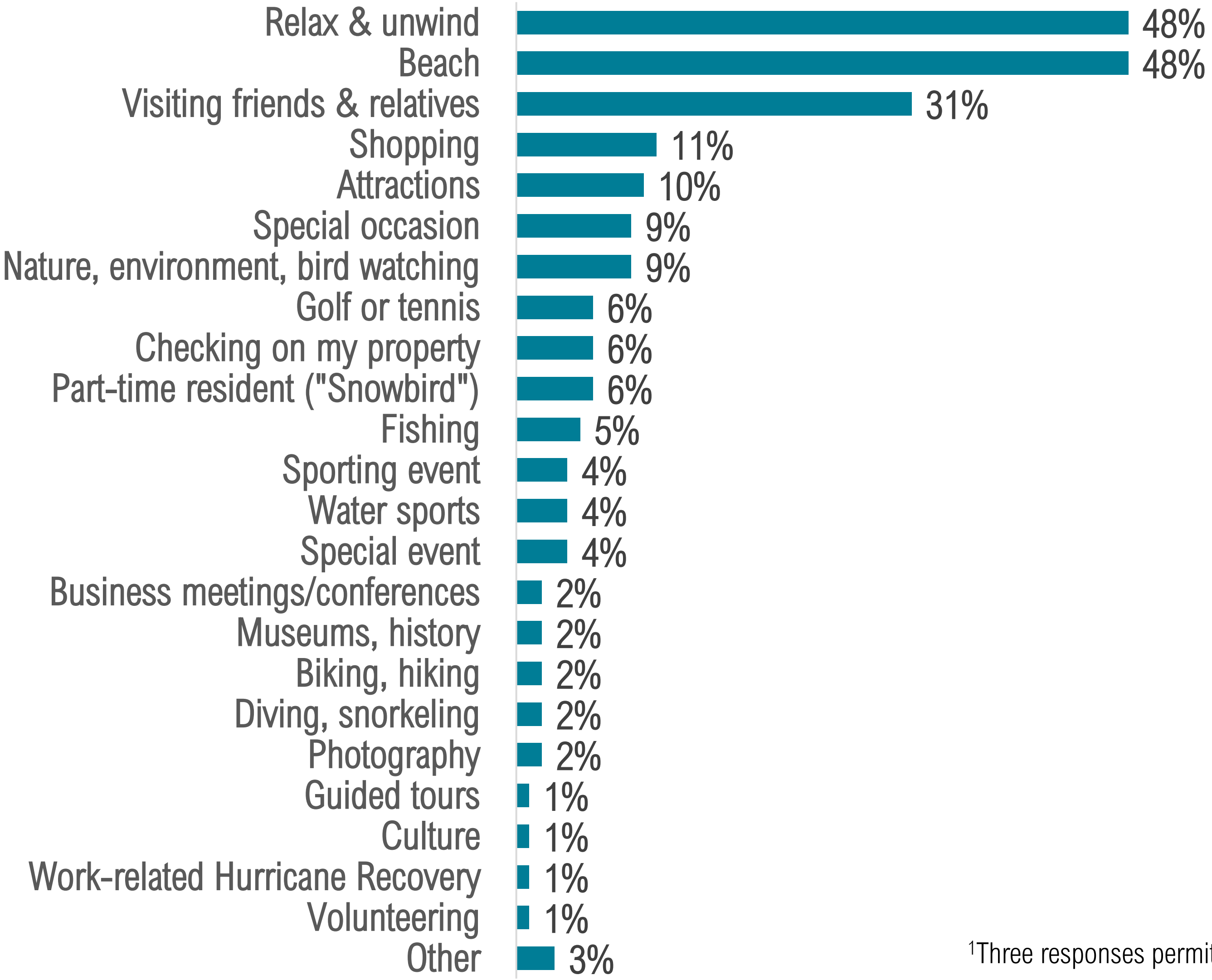
TRIP INFLUENCERS[1]

Visitors were heavily influenced by the **peacefulness** and **warm weather** in the Fort Myers area when thinking about visiting.

[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

REASON FOR VISITING[1]

Relaxation and beach experiences remain the dominant motivators for travel to the area, with nearly half of all visitors citing each, far surpassing all other reasons for visiting.



[1]Three responses permitted.

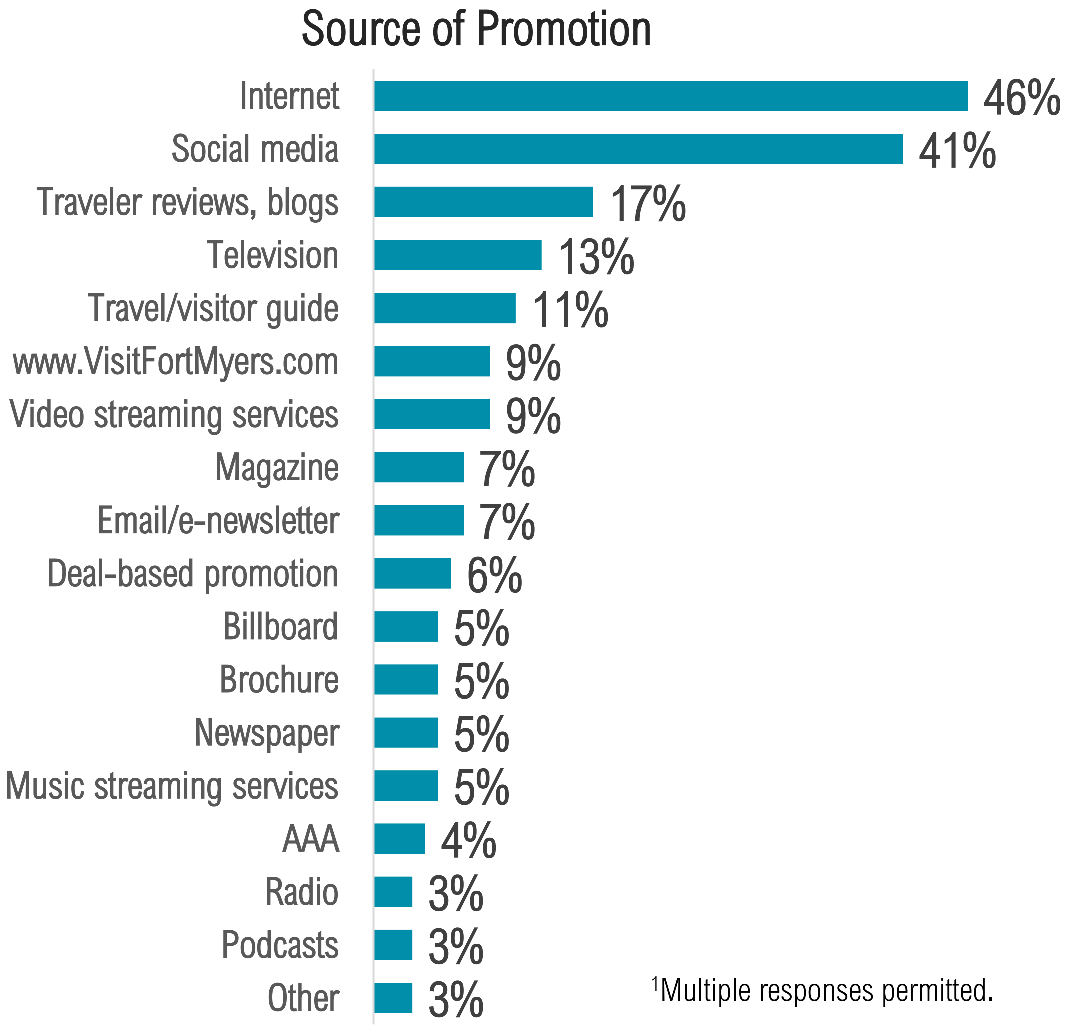
Pre-Visit
Jul - Sep 2025

PROMOTIONS RECALL[1]

39% of visitors **recalled promotions** in the past 6 months for the Fort Myers area.

This influenced **24%** of all visitors to come to the Fort Myers area.

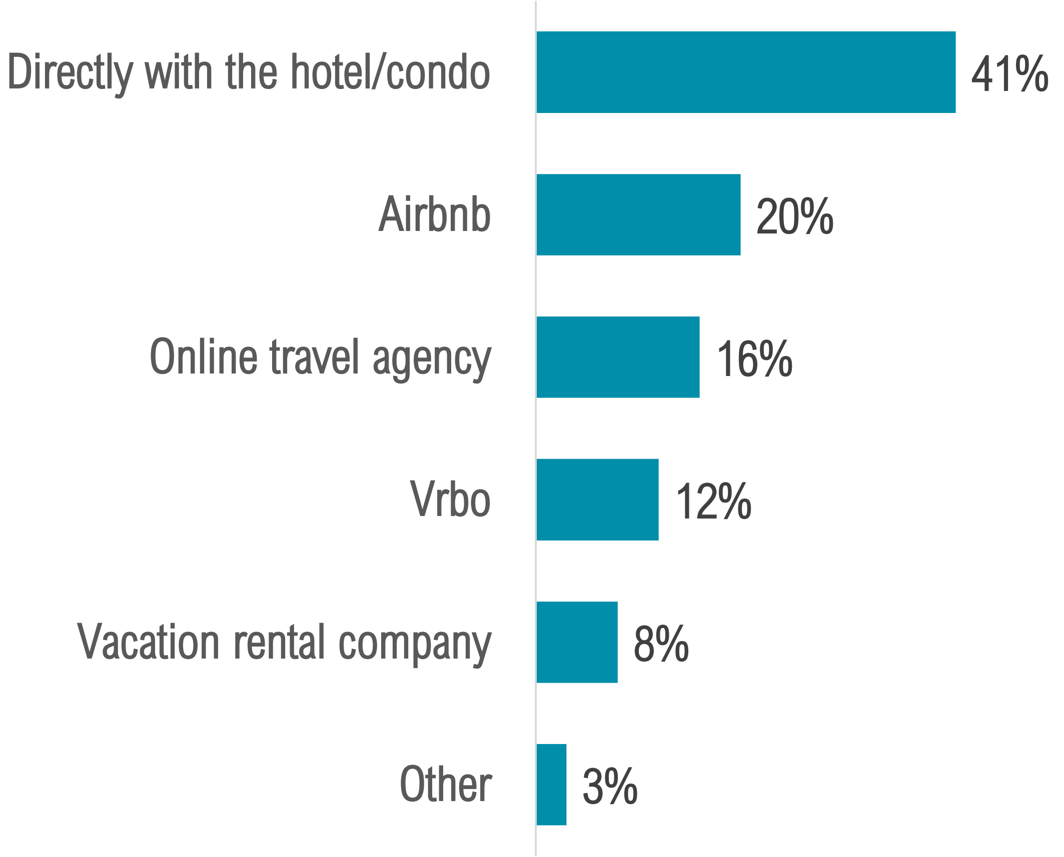
BASE: 39% of visitors who recalled promotions



[1]Multiple responses permitted.

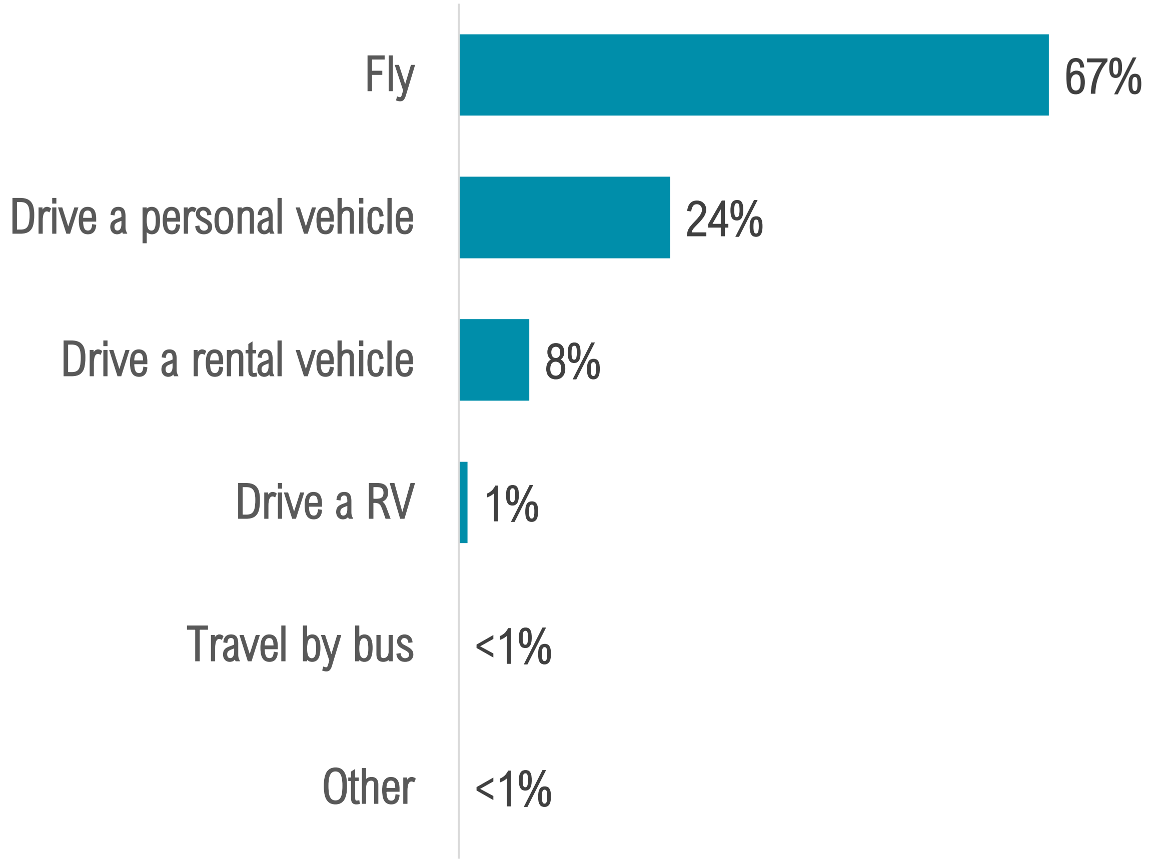
BOOKING

Over 2 in 5 visitors who stayed in paid accommodations **booked directly with a hotel/condo.**



TRANSPORTATION

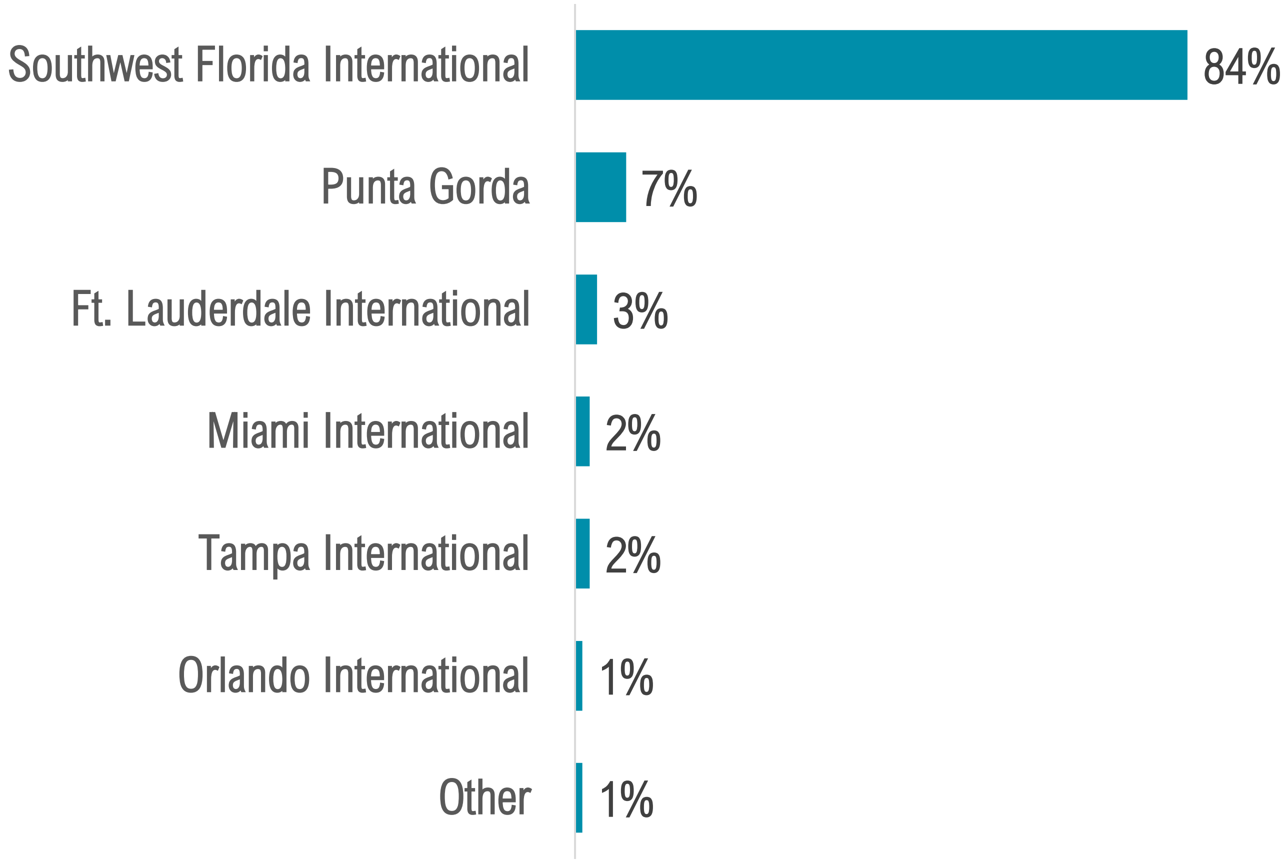
Over 2 in 3 visitors flew to the Fort Myers area.



AIRPORT

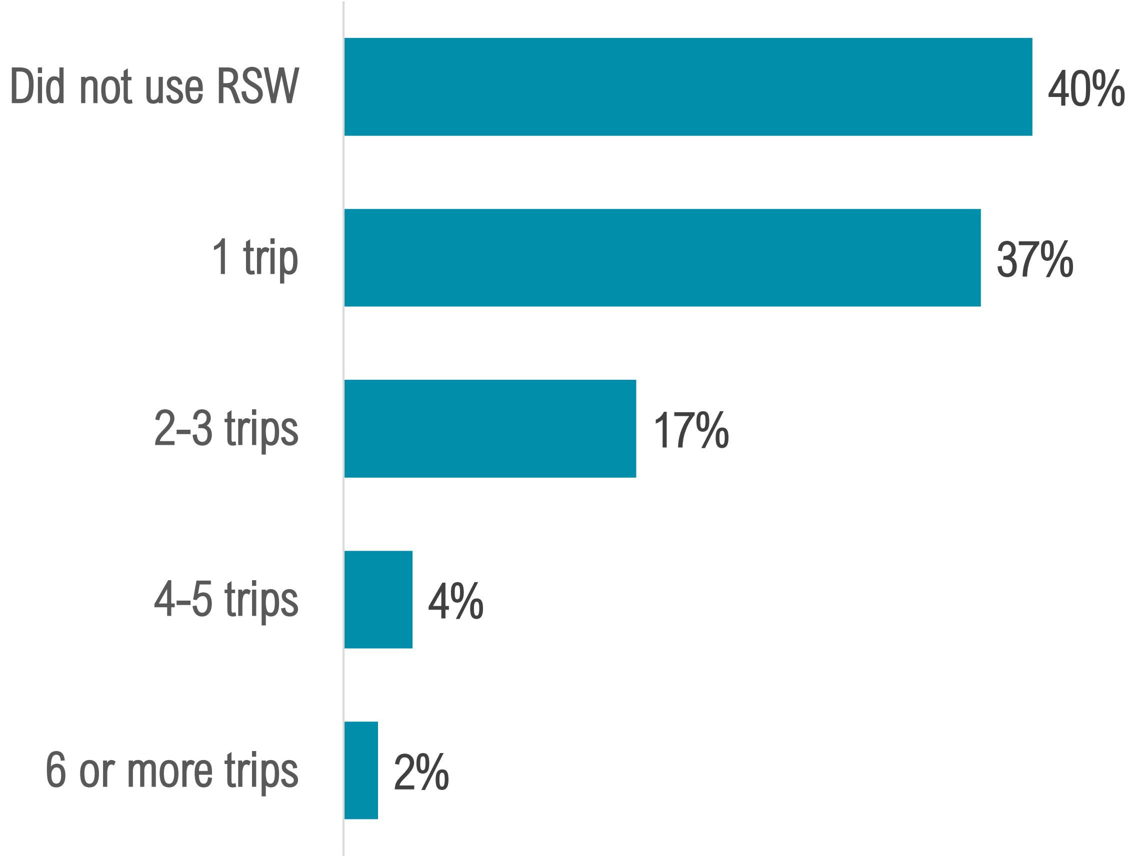
Over 4 in 5 visitors who flew to the Fort Myers area came through RSW.

BASE: 67% of visitors who flew



USE OF RSW IN THE PAST YEAR

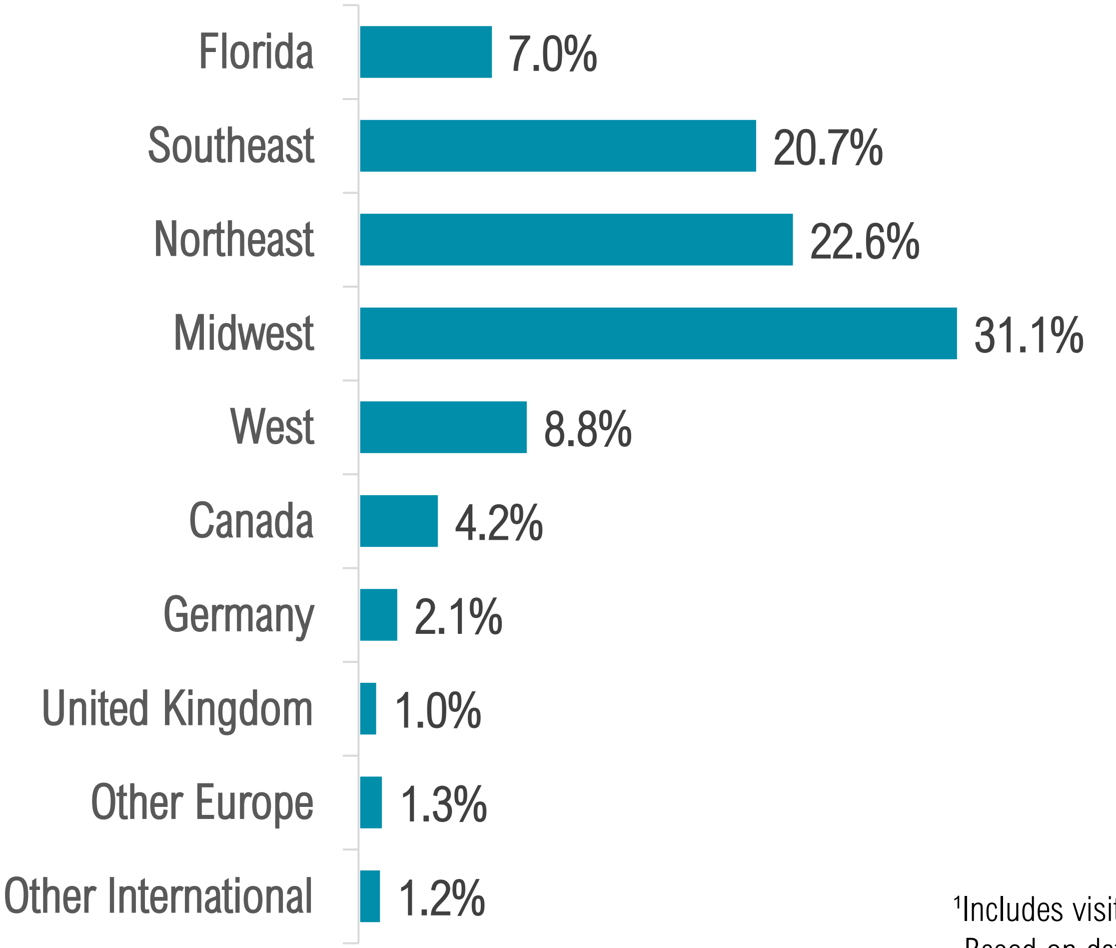
60% of visitors used RSW at least once in the past year.

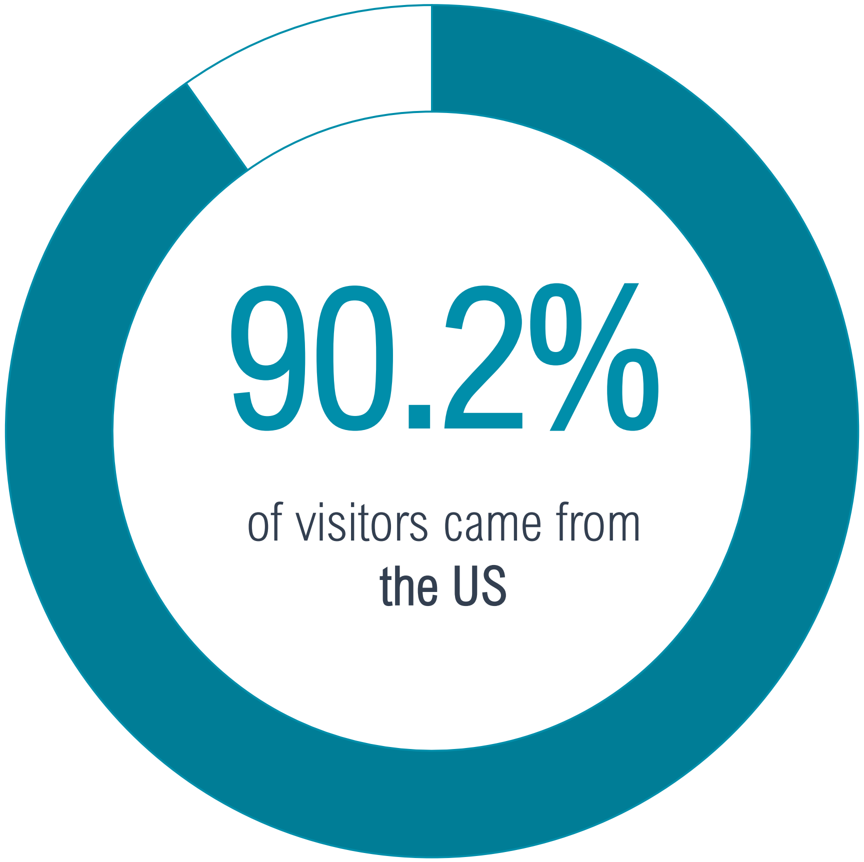


VISITOR JOURNEY: TRAVEL PARTY PROFILE

Pre-Visit → **Travel Party Profile** → Trip Experience → Post-Trip Evaluation → Economic Impact on Destination

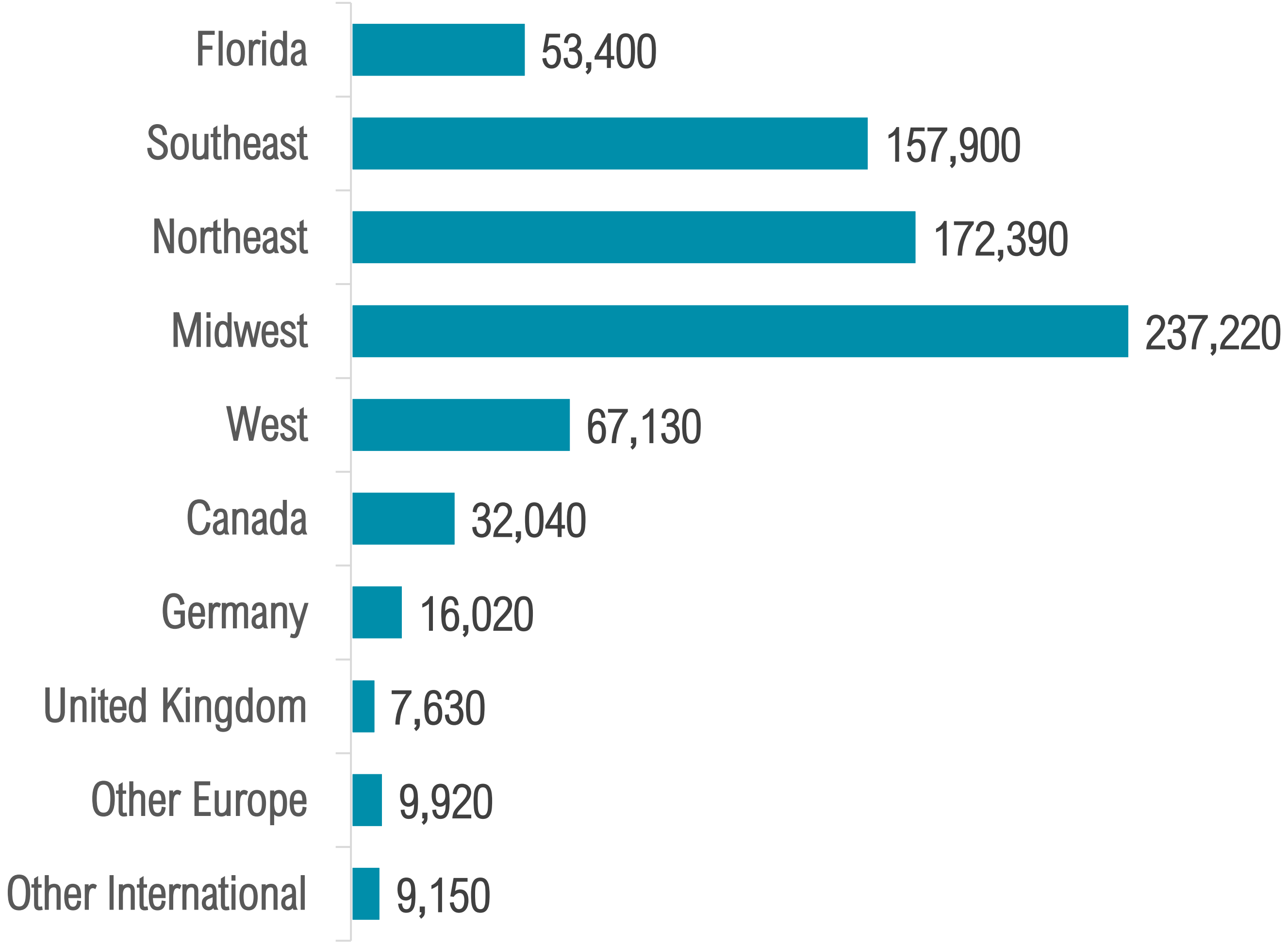
ORIGIN[1]





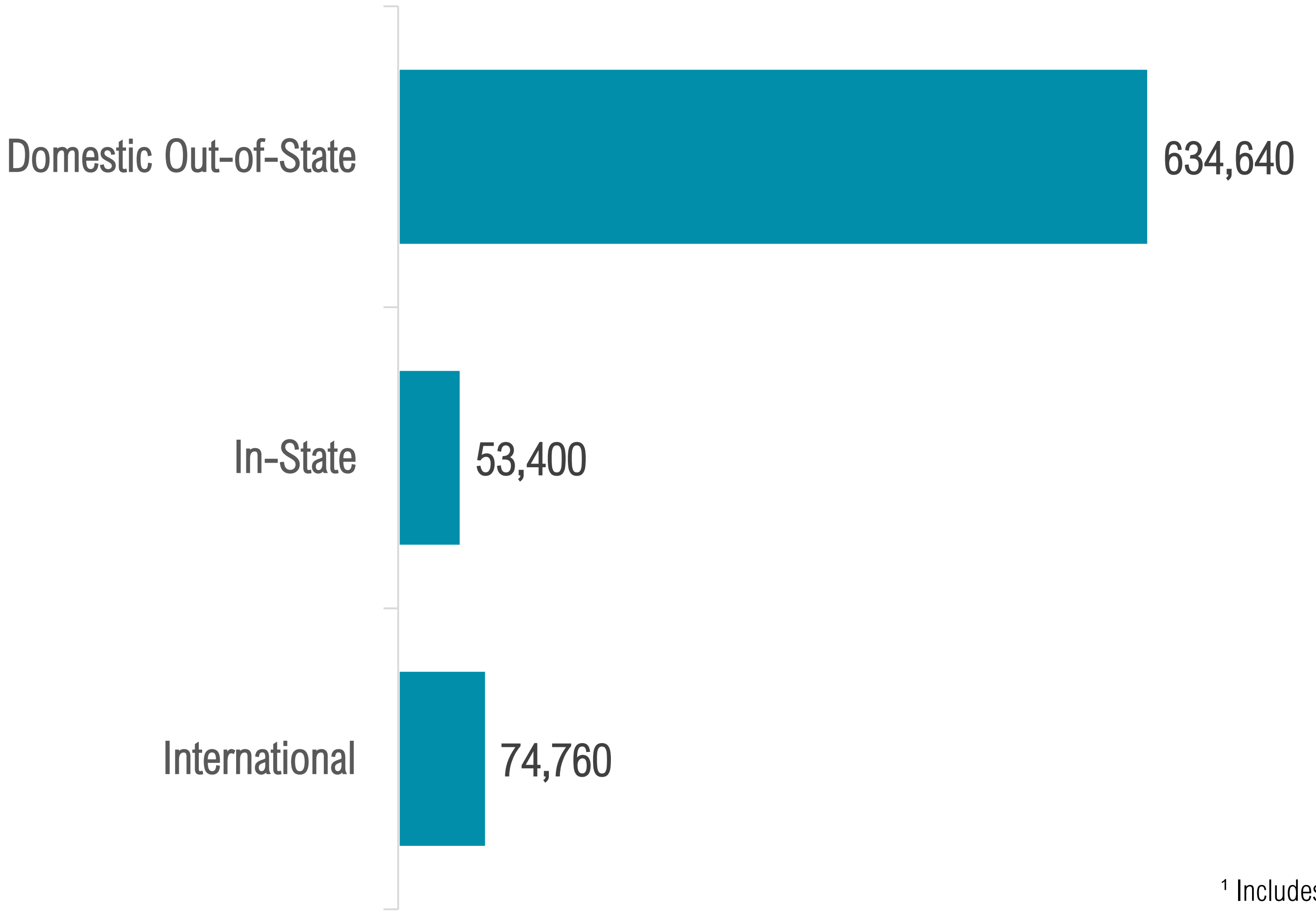
[1]Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers. Based on data from the Visitor Tracking Study.

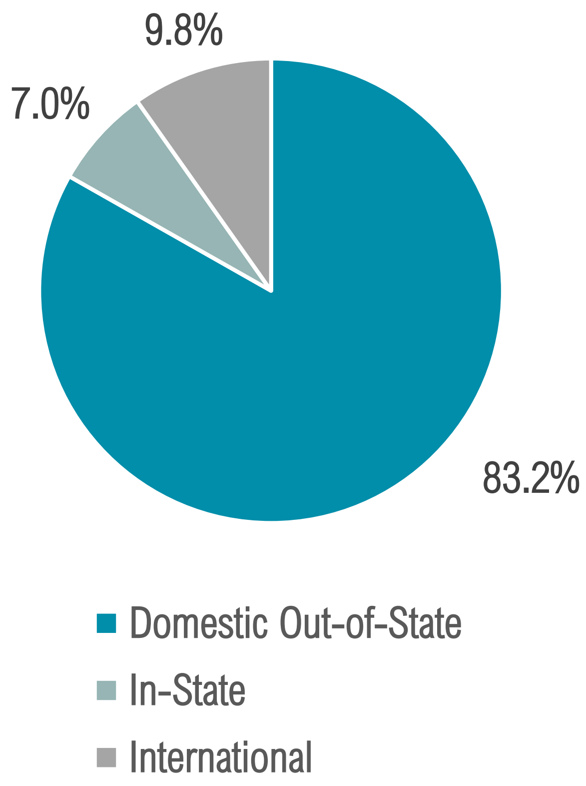
NUMBER OF VISITORS BY ORIGIN[1]



[1]Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers. Based on data from the Visitor Tracking Study.

NUMBER OF VISITORS BY ORIGIN[1]





[1] Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers. Based on data from the Visitor Tracking Study.

ORIGIN MARKETS[1,2]

Market [3,4]	Percentage of Visitors
New York City	7.4%
Chicago	4.4%
Atlanta	4.1%
Philadelphia	2.7%
Miami-Ft. Lauderdale	2.6%
Indianapolis	2.3%
Detroit	2.2%
Cleveland-Akron	2.2%
Denver	2.1%
Minneapolis-St. Paul	1.9%
Washington, DC-Hagerstown	1.8%
Tampa-St. Petersburg	1.8%
Cincinnati	1.7%
Boston	1.7%
Nashville	1.7%
Dallas-Ft. Worth	1.7%
Naples and Surrounding Areas	1.6%

[1] Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers.
[2] Based on data from the DSG Visitor Tracking Study.
[3] "Markets" refer to DMAs (Designated Marketing Areas) as defined by Nielsen Media Research.
[4] Many DMAs extend beyond the borders of their core state, such the New York City DMA extending beyond the state of NY itself and including portions of NJ, CT, and PA, and the Washington, D.C. DMA extending beyond DC itself and including large portions of MD, VA, as well as some areas of WV.

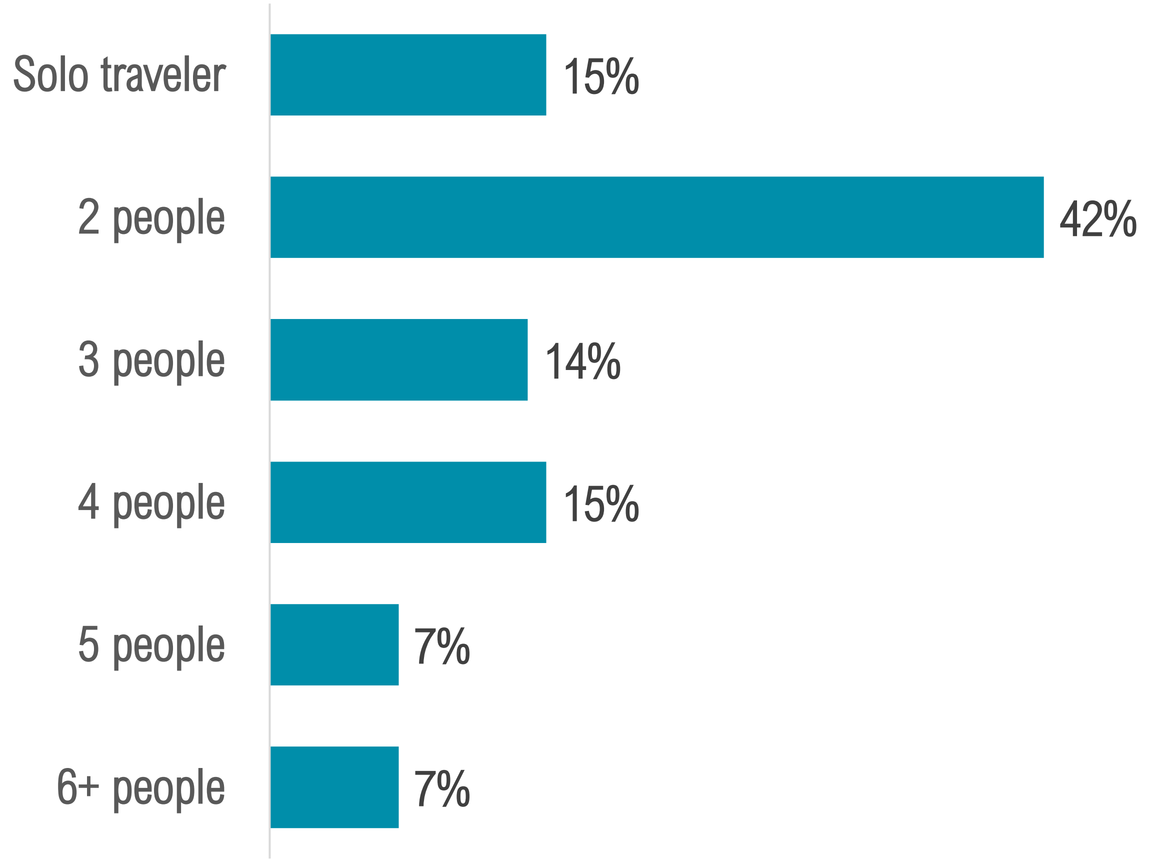
TRAVEL PARTY SIZE AND COMPOSITION[1]

Travel Party Size

The average travel party size was **2.8 visitors**.

Travel with Children

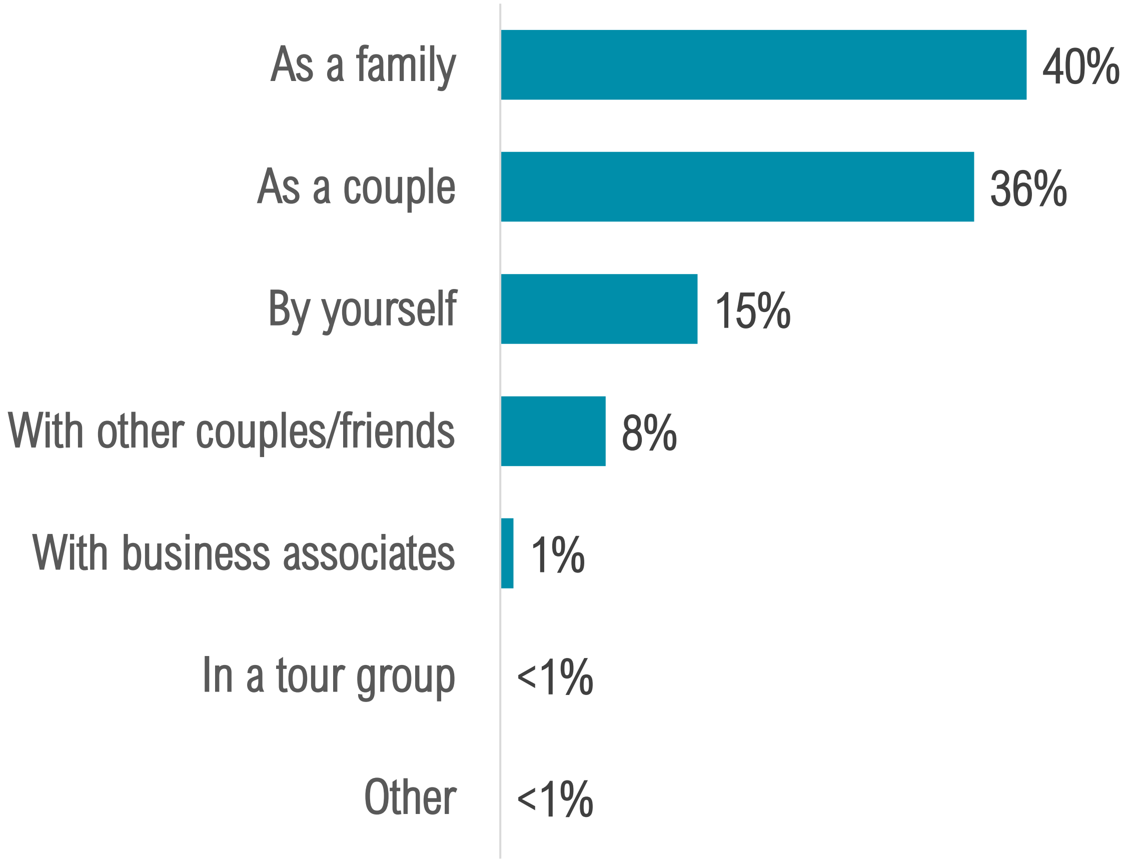
36% of visitors **traveled with children** under the age of 18.



[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY TYPE

Over 3 in 4 visitors traveled either as a family or as a couple, while 15% of visitors traveled alone.



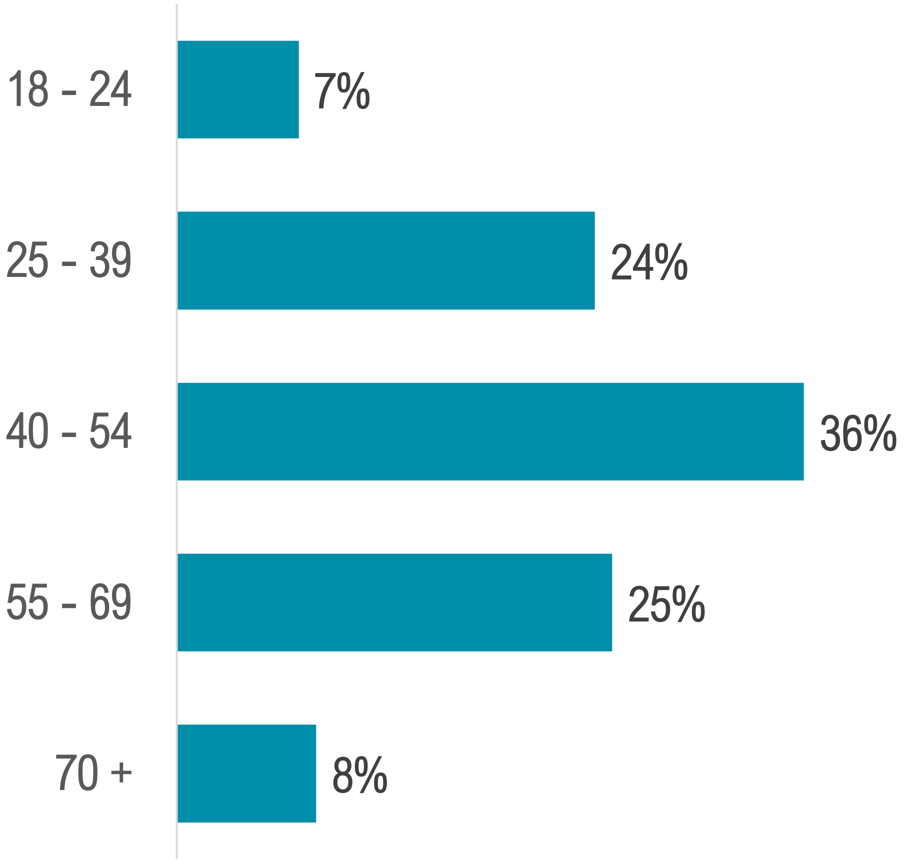
AGE

Average Age

The average age of Jul - Sep visitors was **48 years old.**

Median Age

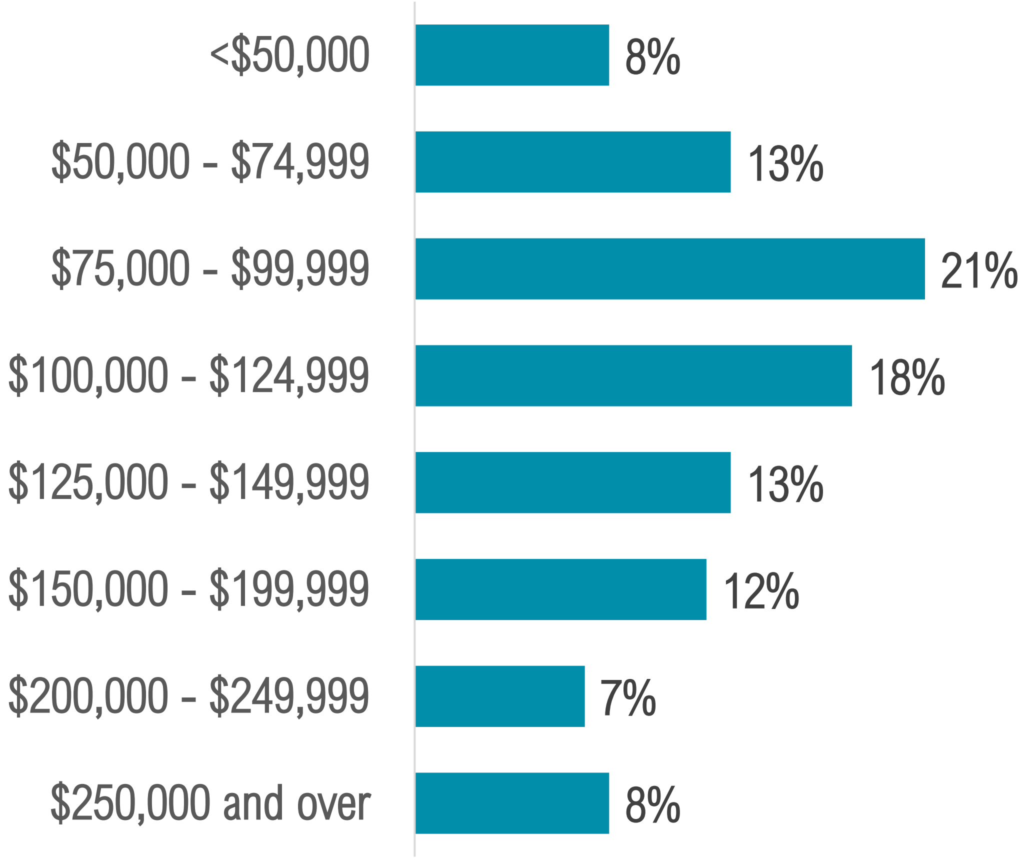
The median age of Jul - Sep visitors was **48 years old.**



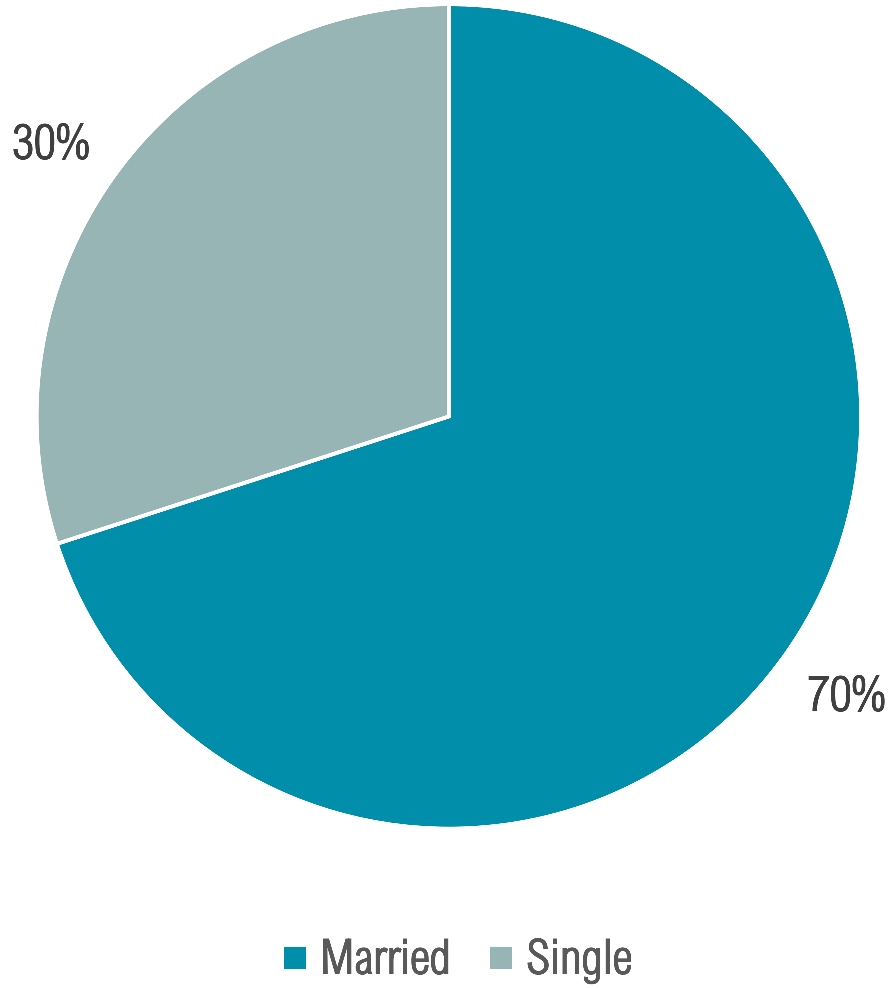
HOUSEHOLD INCOME

Median Household Income
Jul - Sep visitors had a median household income of **$111,100.**

15% of visitors had a household income in excess of **$200,000.**



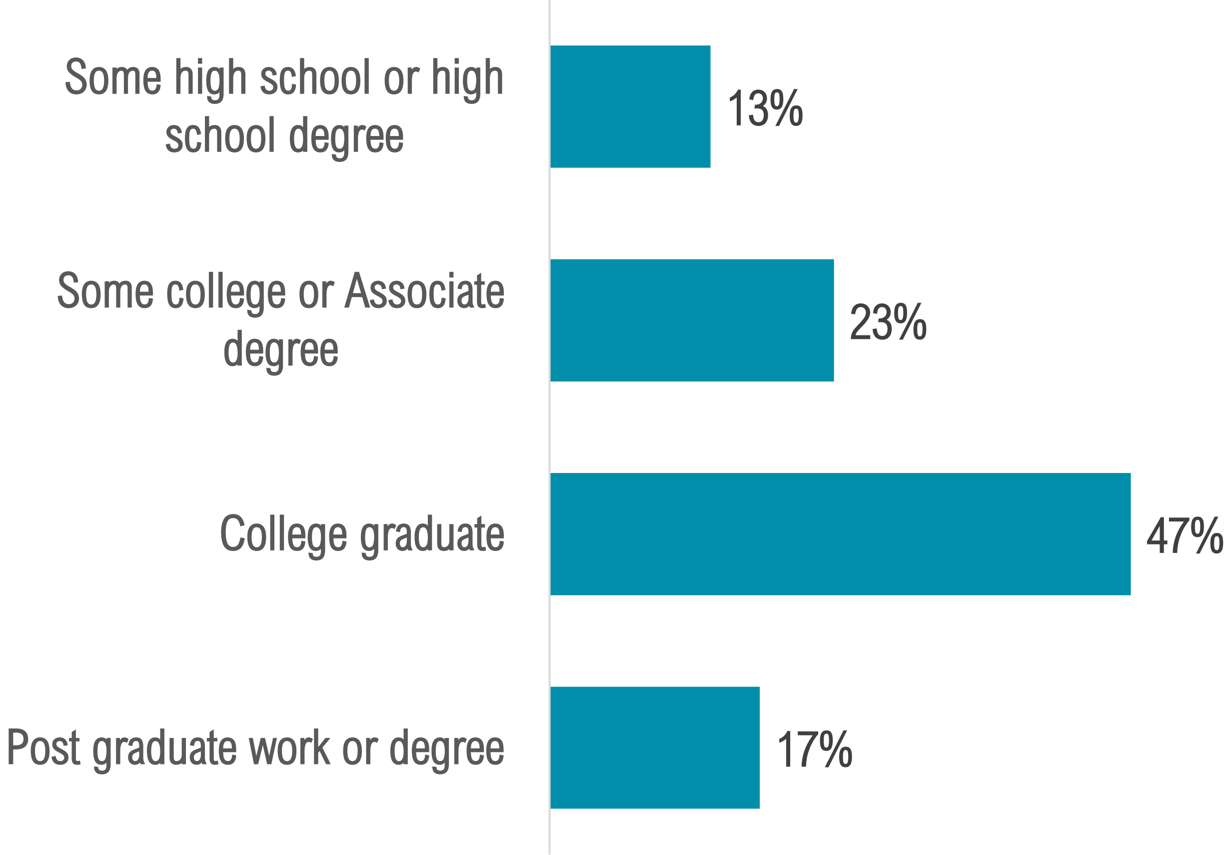
MARITAL STATUS



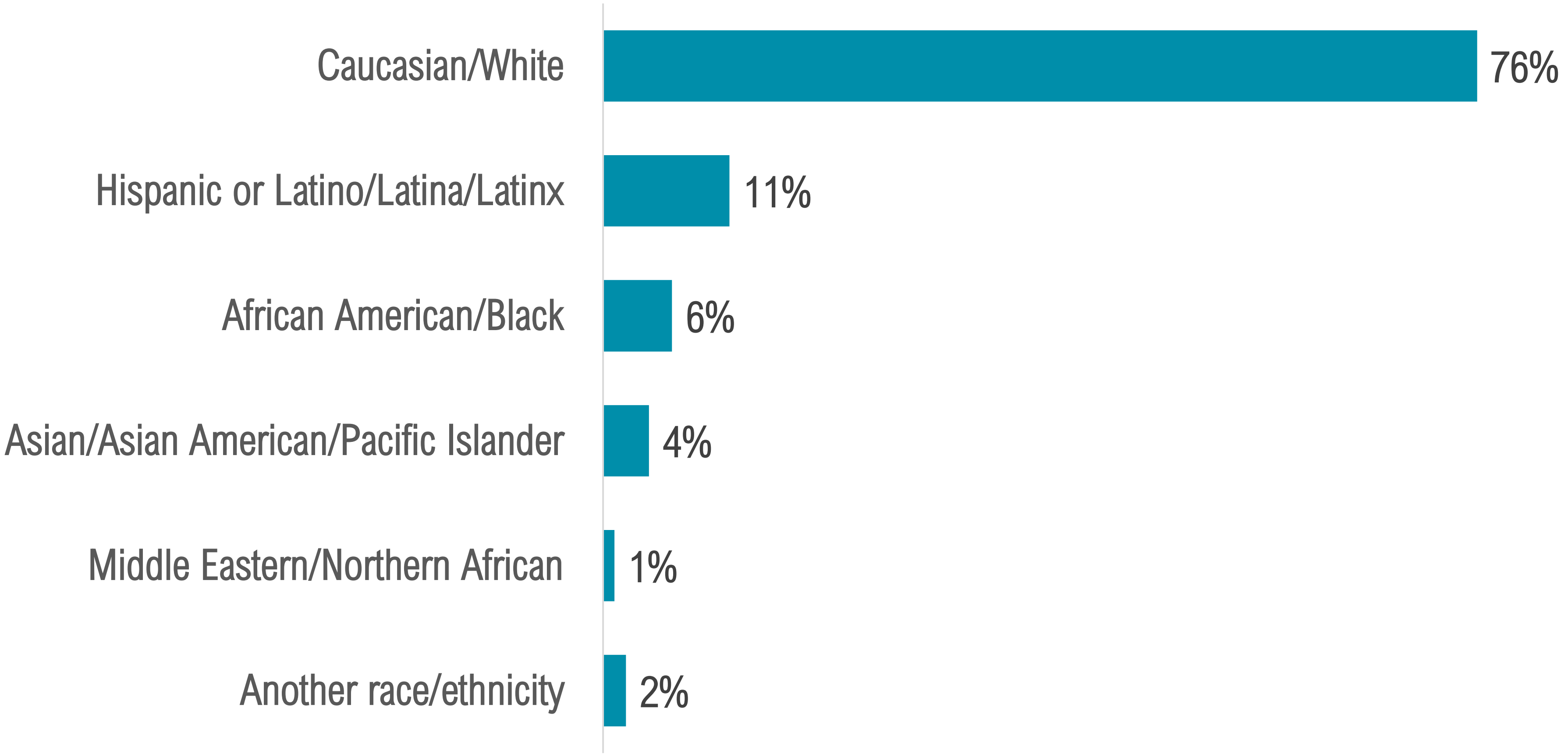
EDUCATION

Education Level

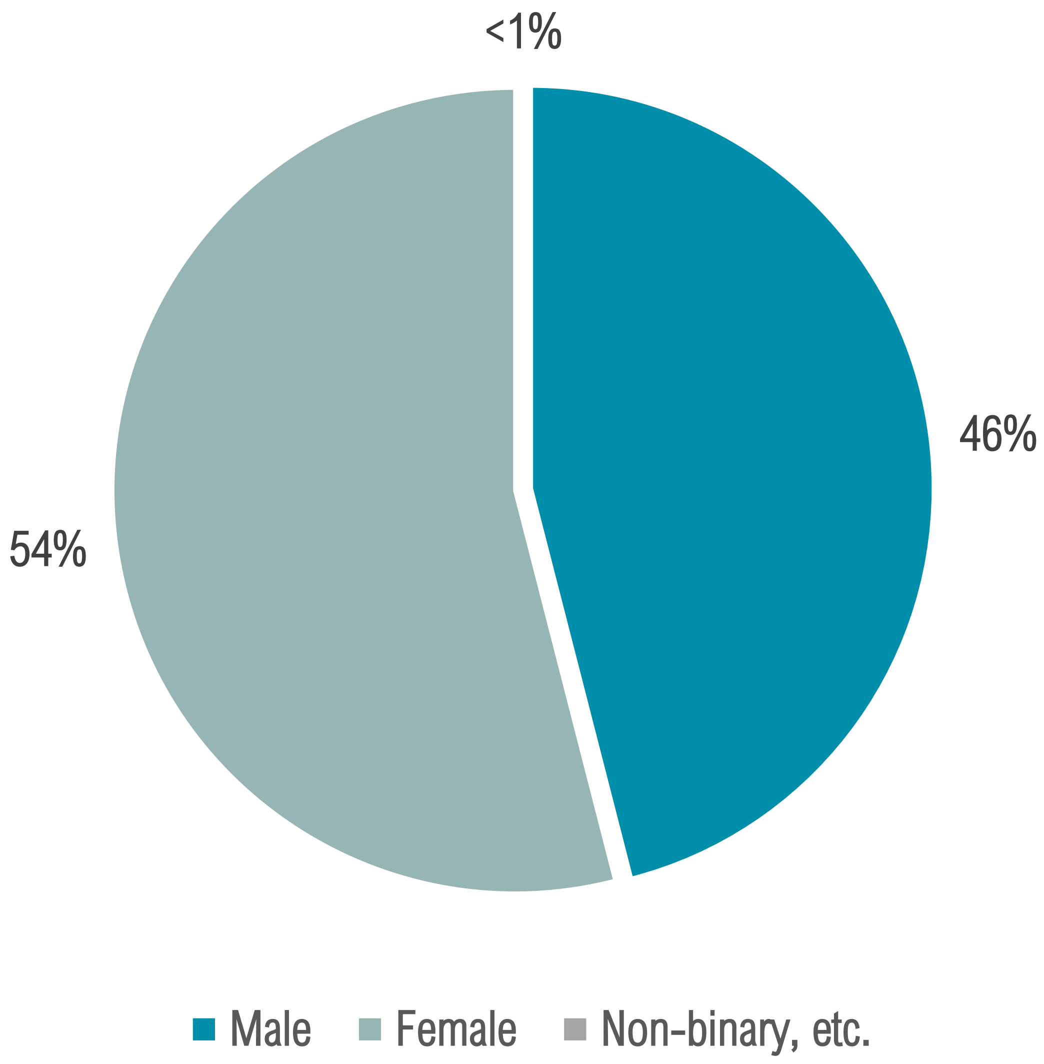
Nearly 2 in 3 July - September visitors had achieved a bachelor's degree or higher.



RACE/ETHNICITY



GENDER[1]

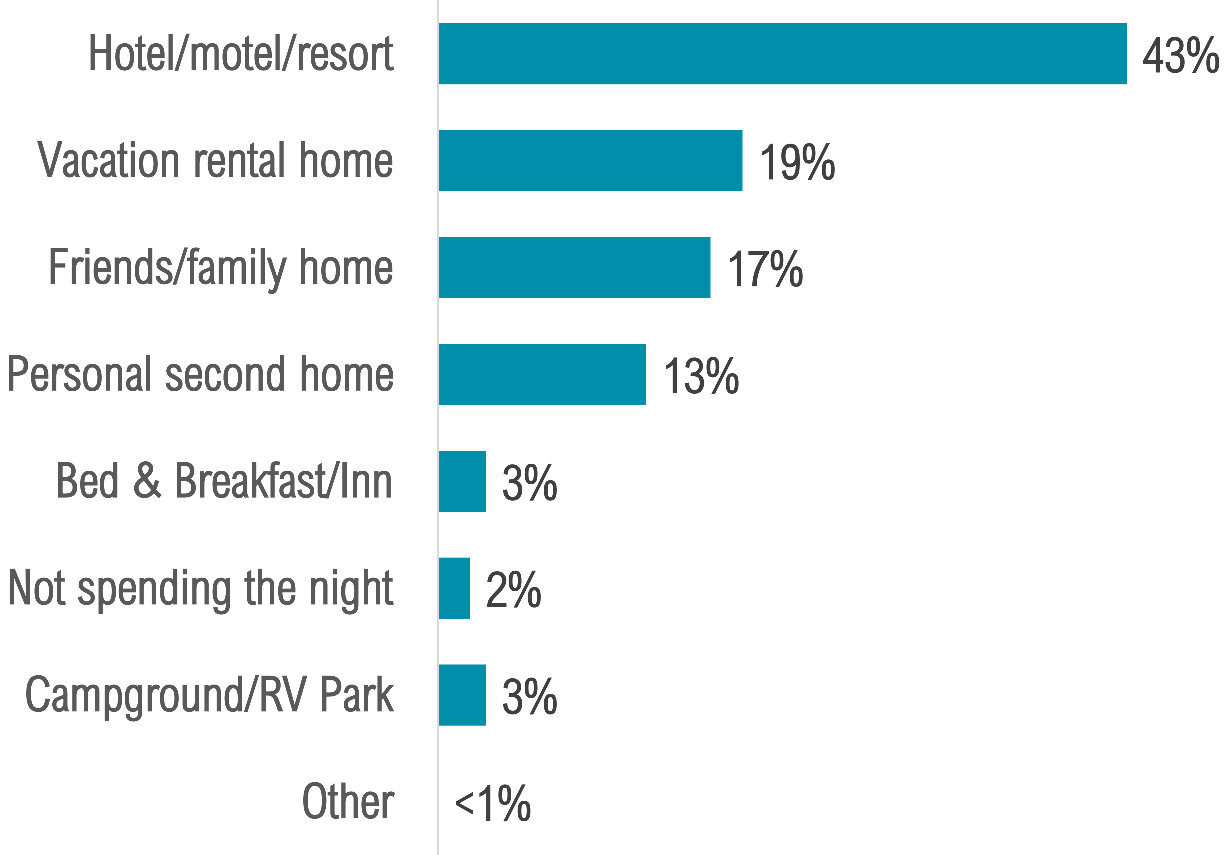


[1]Gender of person interviewed.

VISITOR JOURNEY: TRIP EXPERIENCE

ACCOMMODATIONS

Over 2 in 3 visitors stayed in **paid accommodations**



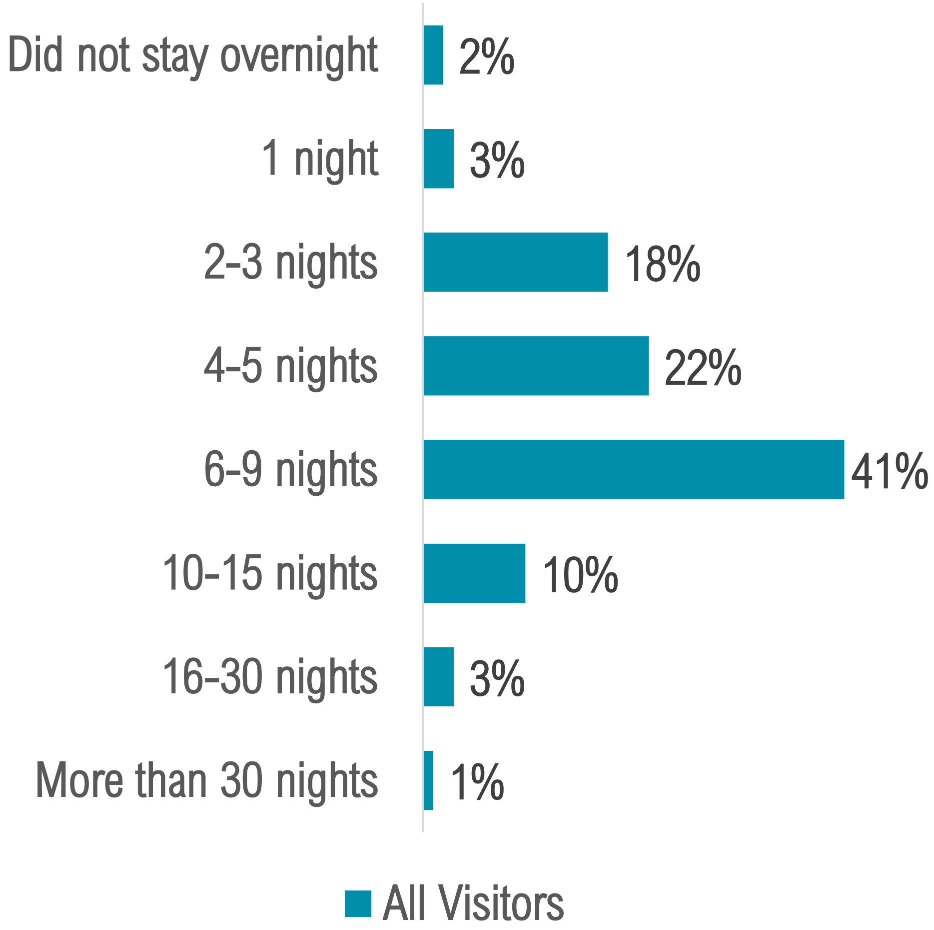
NIGHTS STAYED[1]

All Visitors

Visitors spent an average of **5.6 nights** in the Fort Myers area.

Visitors Staying in Paid Accommodations

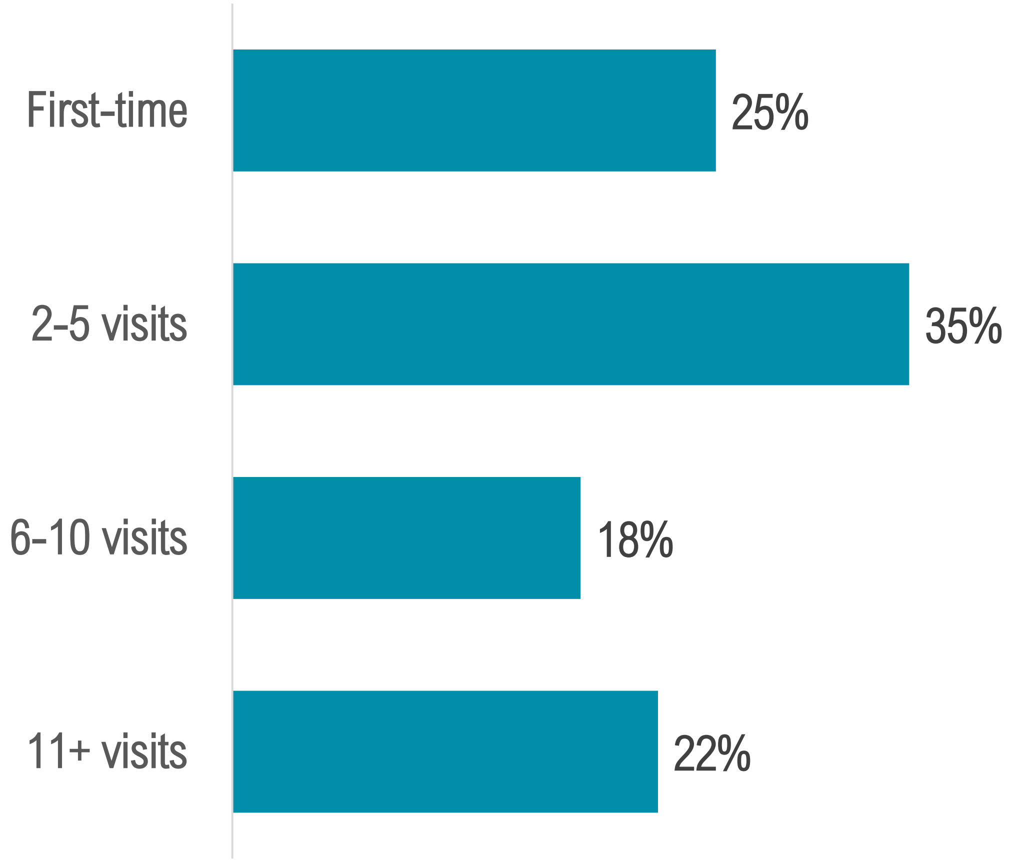
Visitors staying in paid accommodations spent an average of **5.2 nights** in the Fort Myers area.



[1]Sources: DSG Occupancy Study and DSG Visitor Tracking Study

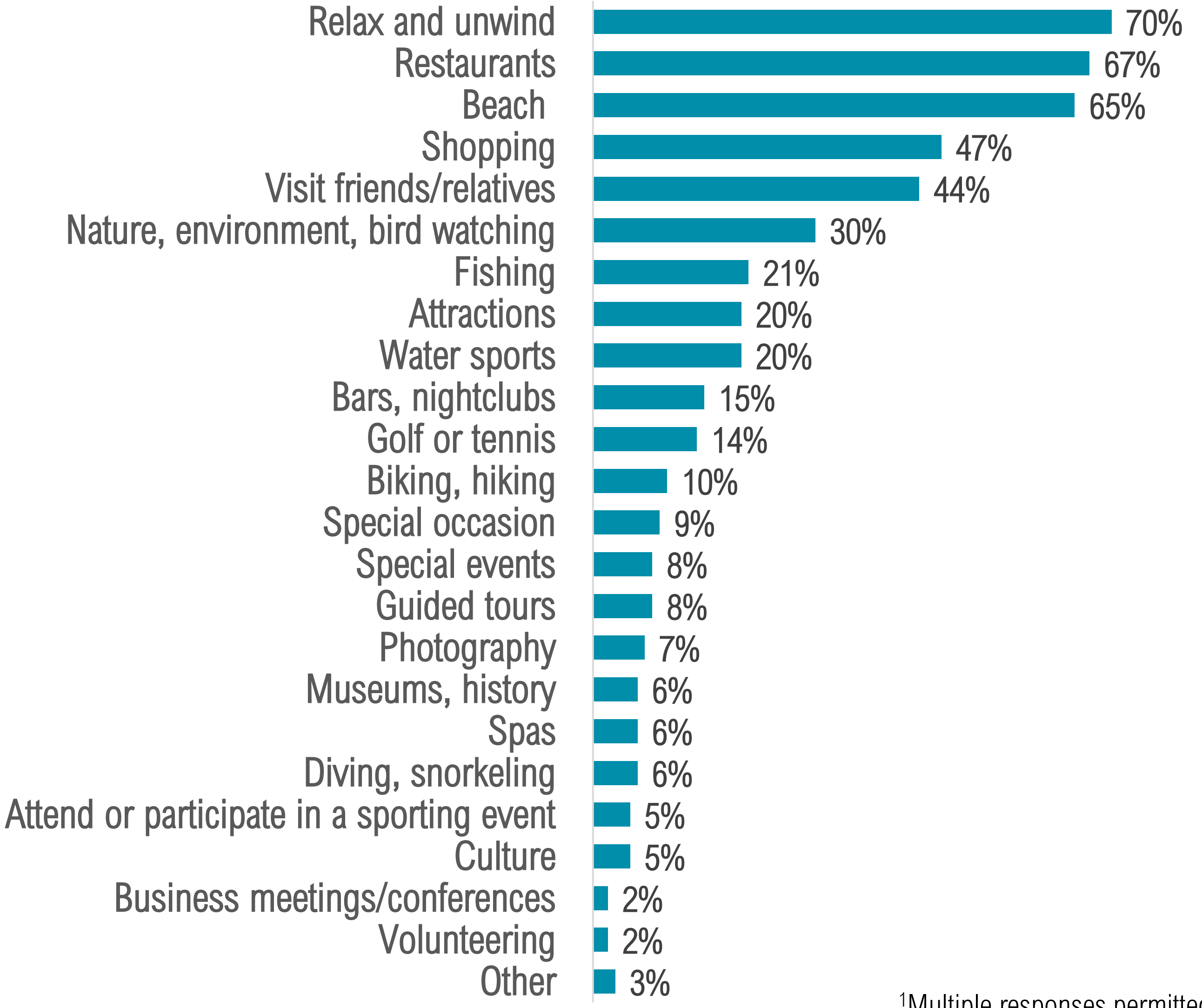
FIRST TIME AND EXPERIENCED VISITORS

25% of visitors were visiting for the first time, while 22% were highly loyal visitors, having visited more than 10 times.



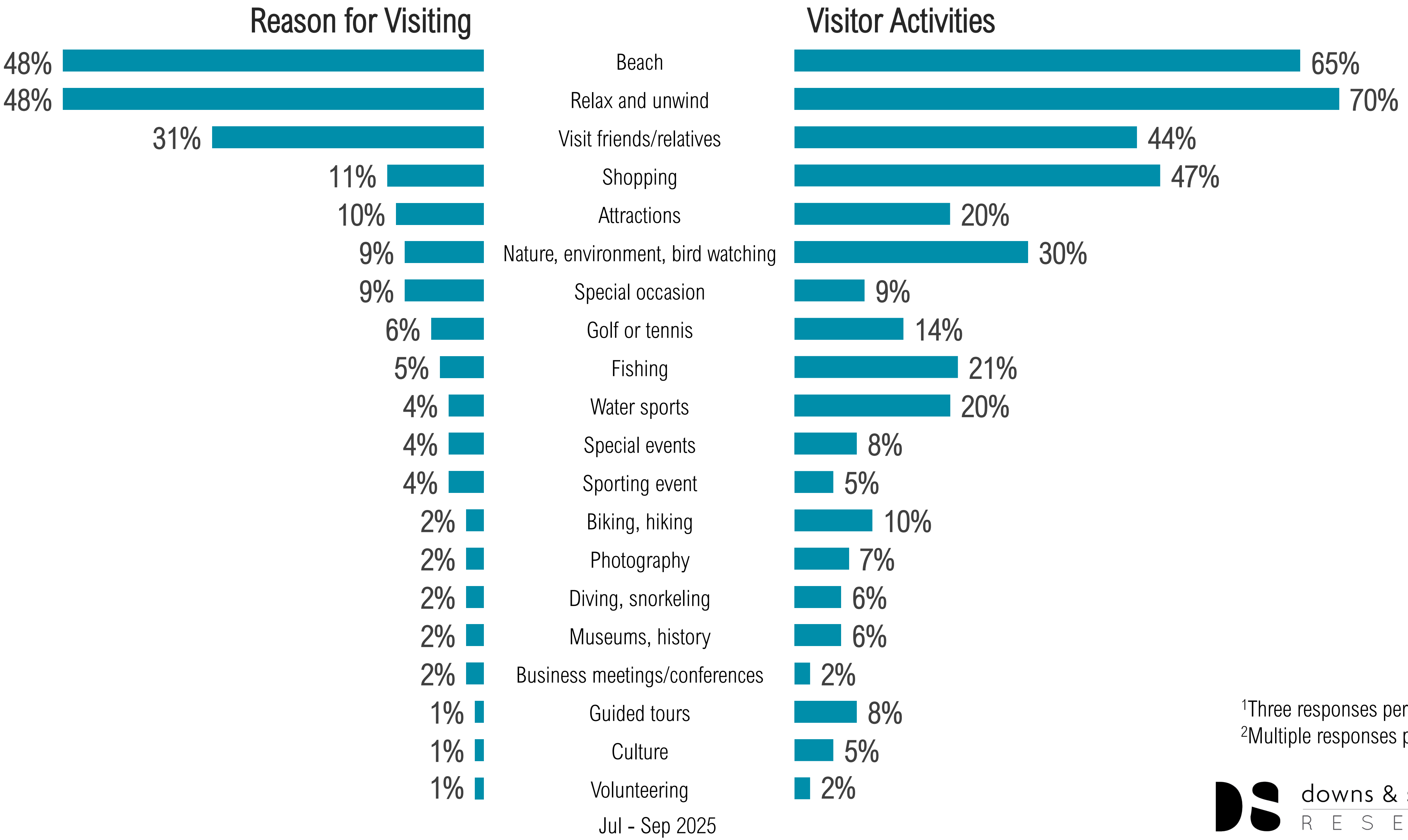
VISITOR ACTIVITIES[1]

Relaxing, dining out at local restaurants, enjoying the beach, patronizing local shops, and spending time with friends/relatives dominate visitor activities, with all other recreation playing a secondary role.



[1]Multiple responses permitted.

REASON FOR VISITING[1] VS. VISITOR ACTIVITIES[2]

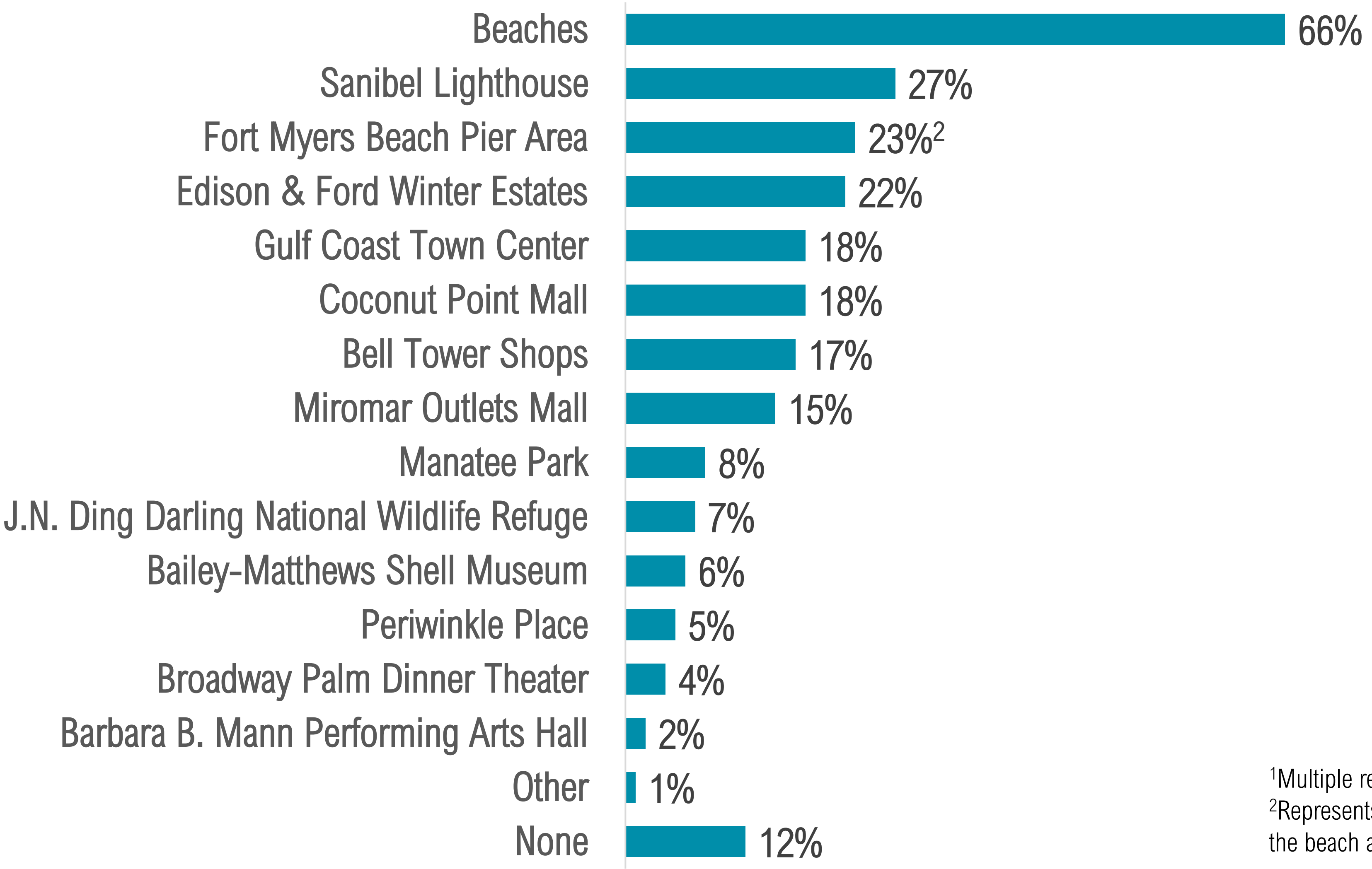


[1]Three responses permitted.
[2]Multiple responses permitted.

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

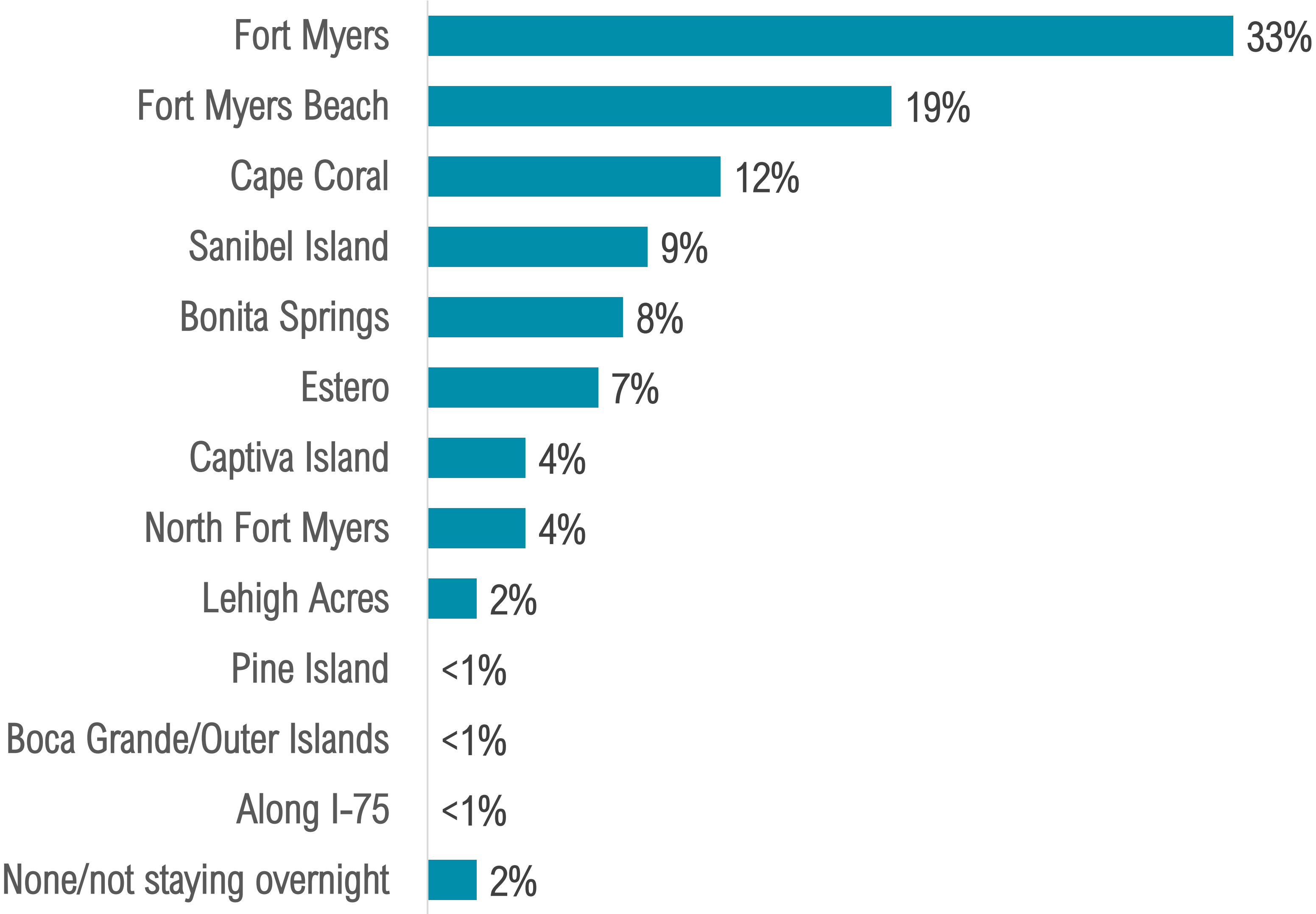
downs & st. germain RESEARCH

ATTRACTIONS VISITED[1]



[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

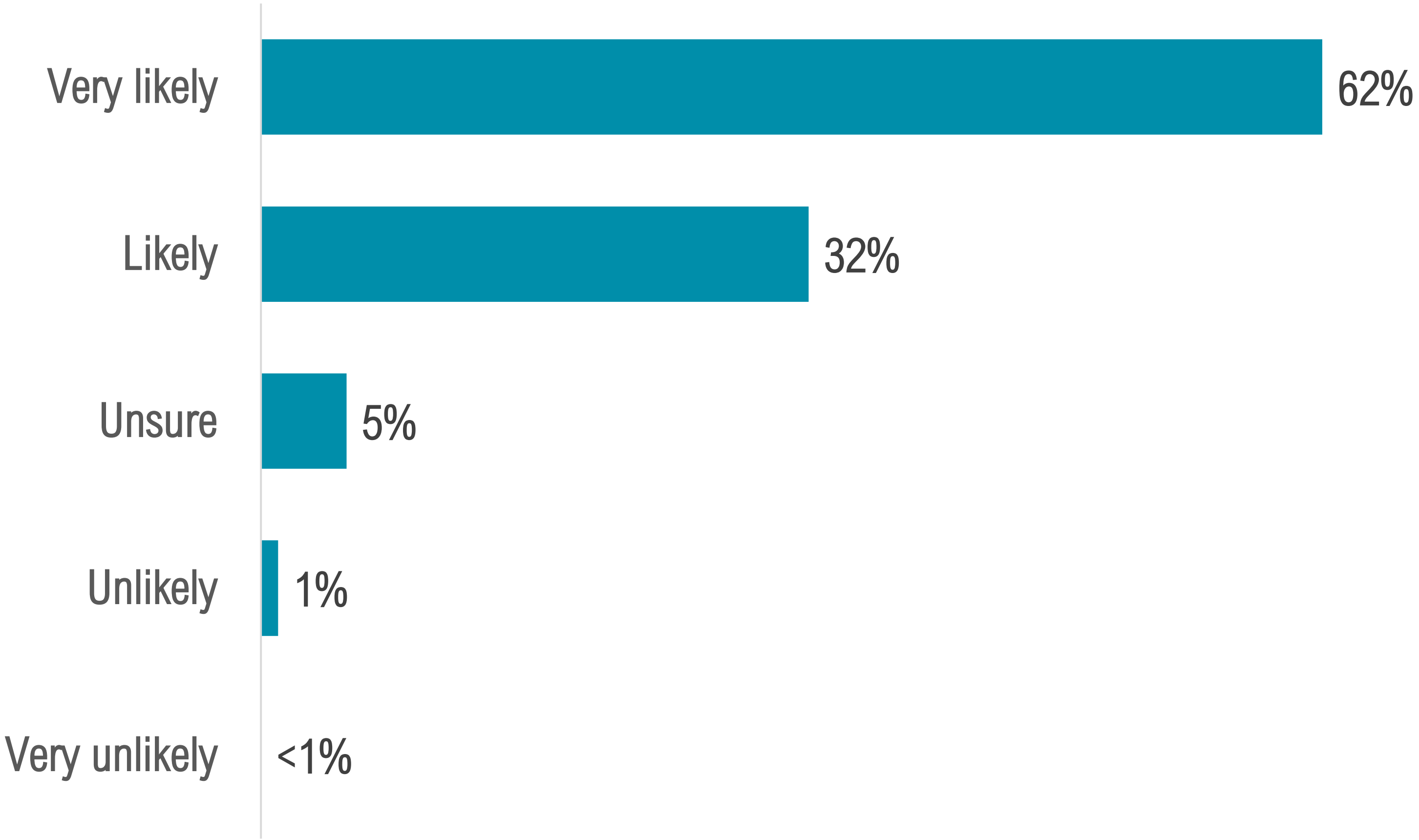
COMMUNITY STAYED



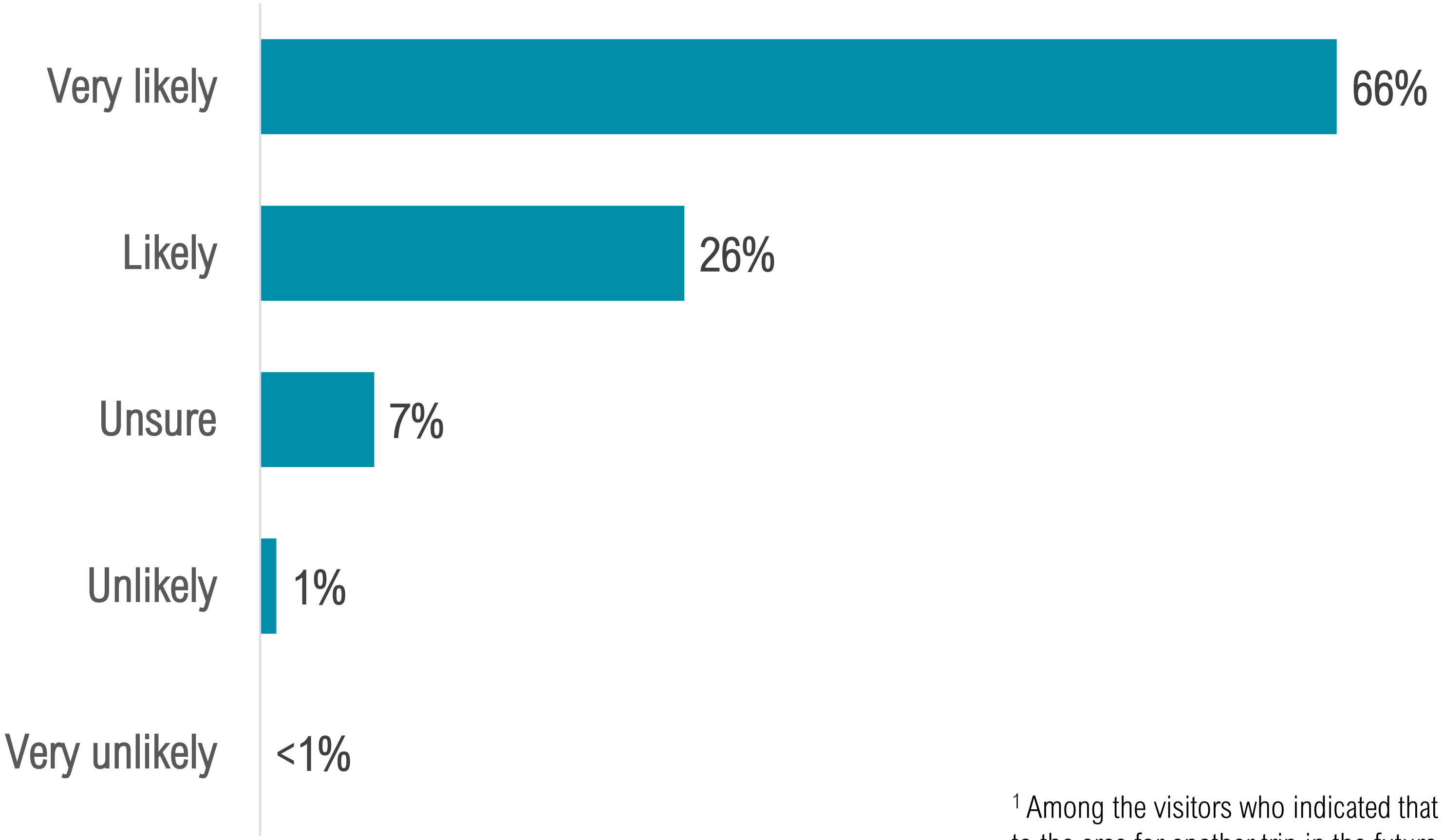
VISITOR JOURNEY: POST-TRIP EVALUATION

1. Pre-Visit
2. Travel Party Profile
3. Trip Experience
4. **Post-Trip Evaluation**
5. Economic Impact on Destination

LIKELIHOOD OF RECOMMENDING THE AREA

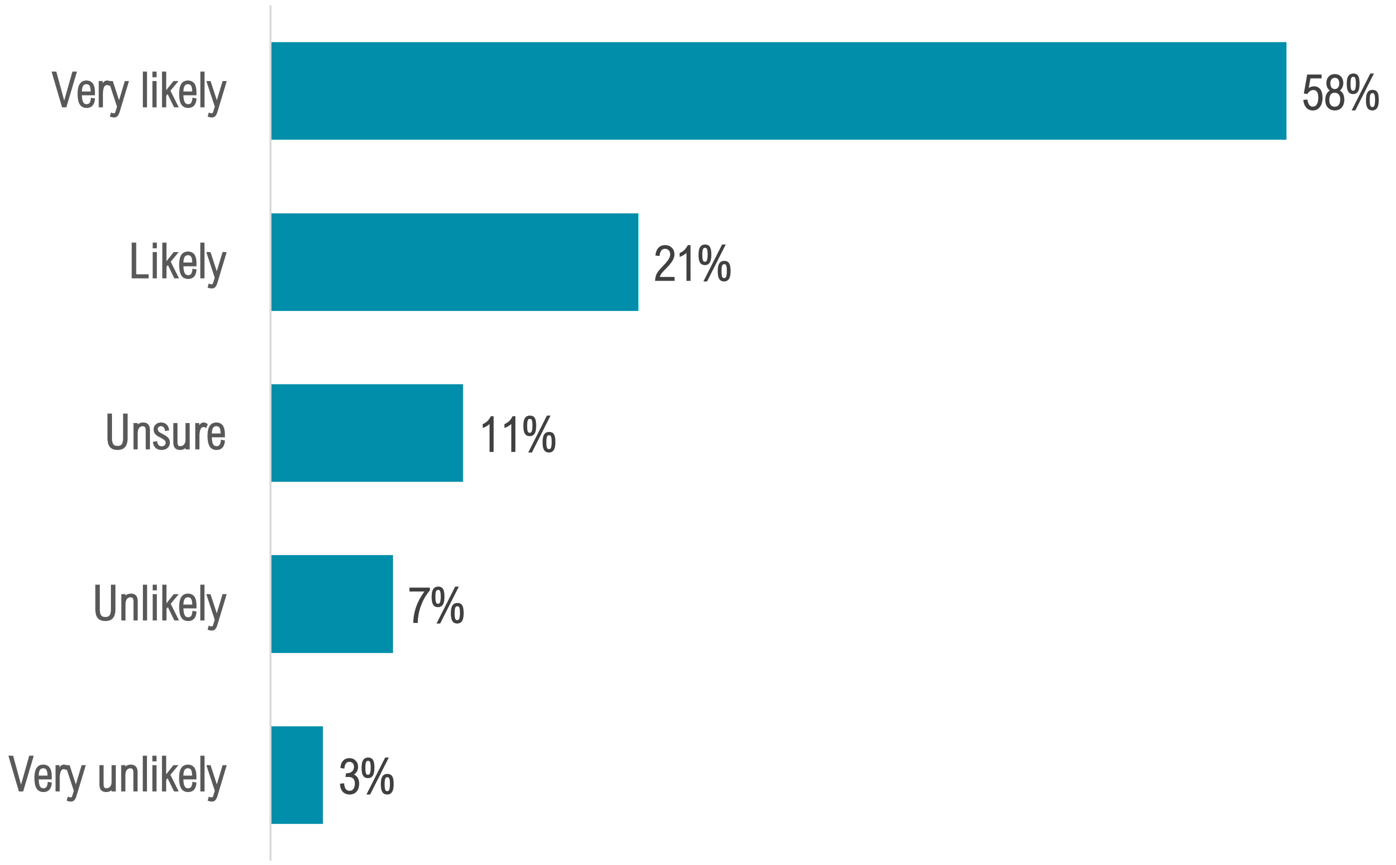


LIKELIHOOD OF RETURNING TO THE AREA[1]



[1] Among the visitors who indicated that they are "unlikely" or "very unlikely" to return to the area for another trip in the future, the most cited reason was that the area has undergone a change to its overall look and feel because of hurricanes in the past few years. However, these visitors represent less than 1% of all visitors.

LIKELIHOOD OF RETURNING NEXT YEAR



CROSSTABULATIONS: LIKELIHOOD OF RECOMMENDING

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	52%	54%	56%	65%	53%	62%	69%	65%
Likely	34%	32%	40%	32%	40%	32%	29%	32%
Unsure/don't know	9%	11%	3%	3%	5%	5%	2%	3%
Unlikely	4%	3%	1%	<1%	2%	1%	<1%	<1%
Very Unlikely	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING

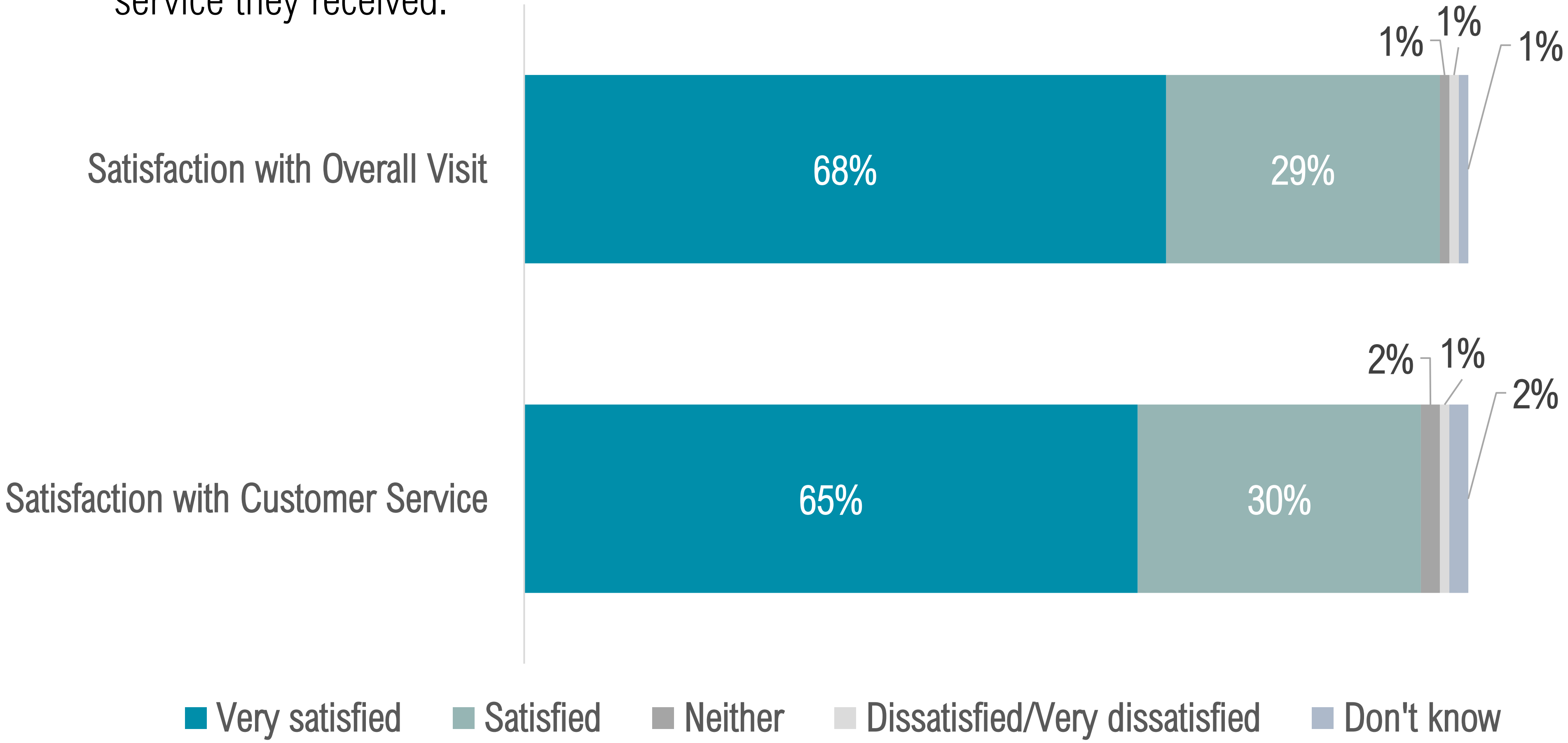
	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	50%	49%	61%	72%	56%	67%	72%	60%
Likely	30%	29%	33%	25%	34%	25%	19%	28%
Unsure/don't know	14%	18%	6%	3%	8%	7%	8%	10%
Unlikely	6%	3%	<1%	<1%	2%	1%	<1%	2%
Very Unlikely	<1%	1%	<1%	<1%	<1%	<1%	1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING NEXT YEAR

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	41%	40%	56%	62%	51%	57%	63%	62%
Likely	30%	23%	24%	20%	27%	21%	13%	23%
Unsure/don't know	22%	18%	18%	9%	19%	11%	22%	10%
Unlikely	4%	13%	1%	6%	2%	8%	0%	4%
Very Unlikely	3%	6%	1%	3%	1%	3%	2%	1%

SATISFACTION

- Compared to 2024, visitors were **more** likely to be **very satisfied** with their overall visit or the customer service they received.



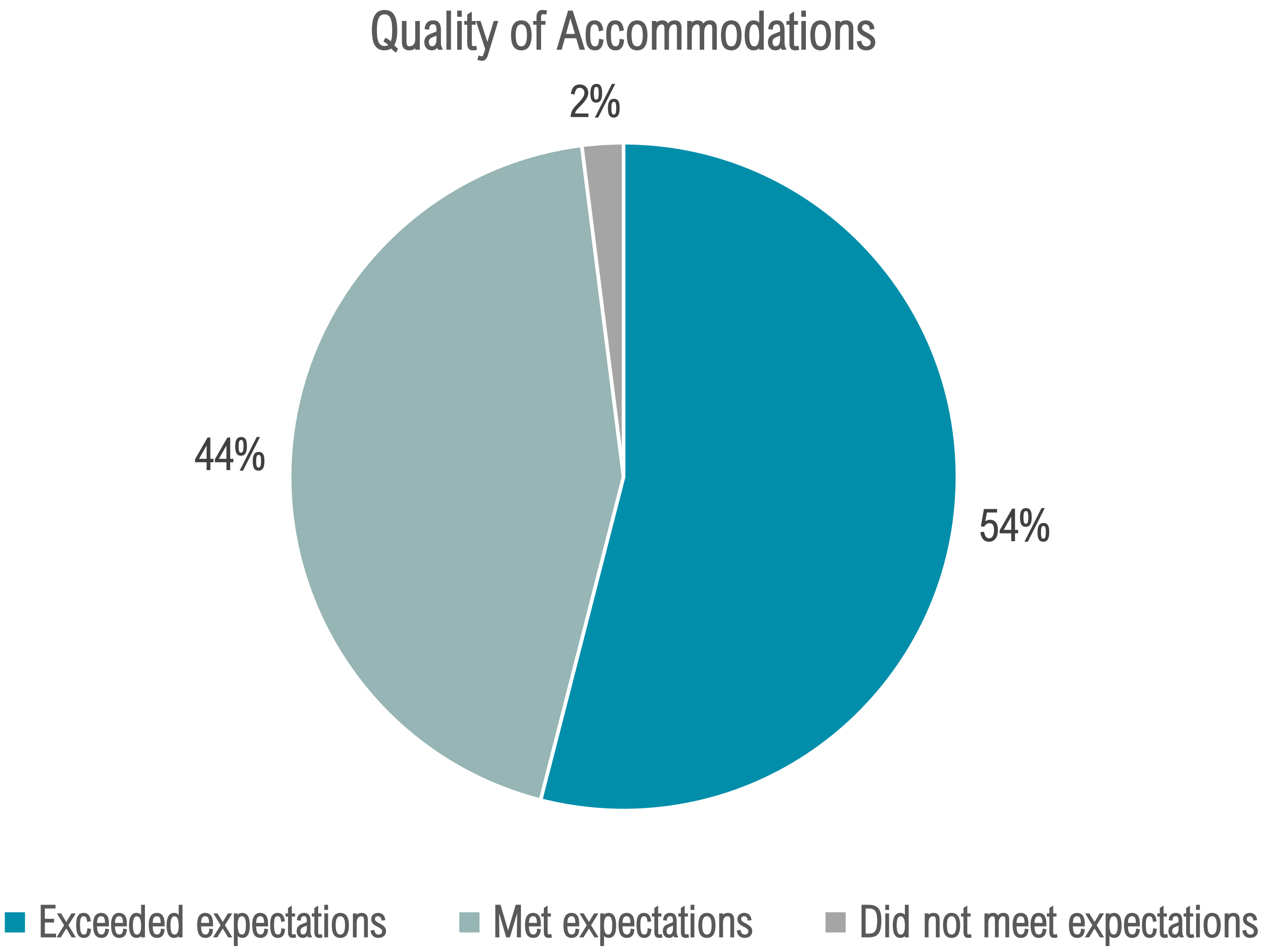
CROSSTABULATIONS: SATISFACTION WITH OVERALL VISIT

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	59%	65%	61%	69%	59%	68%	73%	67%
Satisfied	34%	28%	36%	29%	37%	29%	25%	31%
Unsure/don't know	4%	5%	2%	2%	3%	2%	2%	2%
Dissatisfied	3%	1%	1%	<1%	1%	1%	<1%	<1%
Very Dissatisfied	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%

CROSSTABULATIONS: SATISFACTION WITH SERVICE

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int’l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	61%	61%	59%	66%	58%	65%	72%	64%
Satisfied	30%	33%	36%	30%	37%	31%	21%	32%
Unsure/don’t know	6%	4%	5%	4%	4%	3%	7%	4%
Dissatisfied	3%	2%	<1%	<1%	1%	1%	<1%	<1%
Very Dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

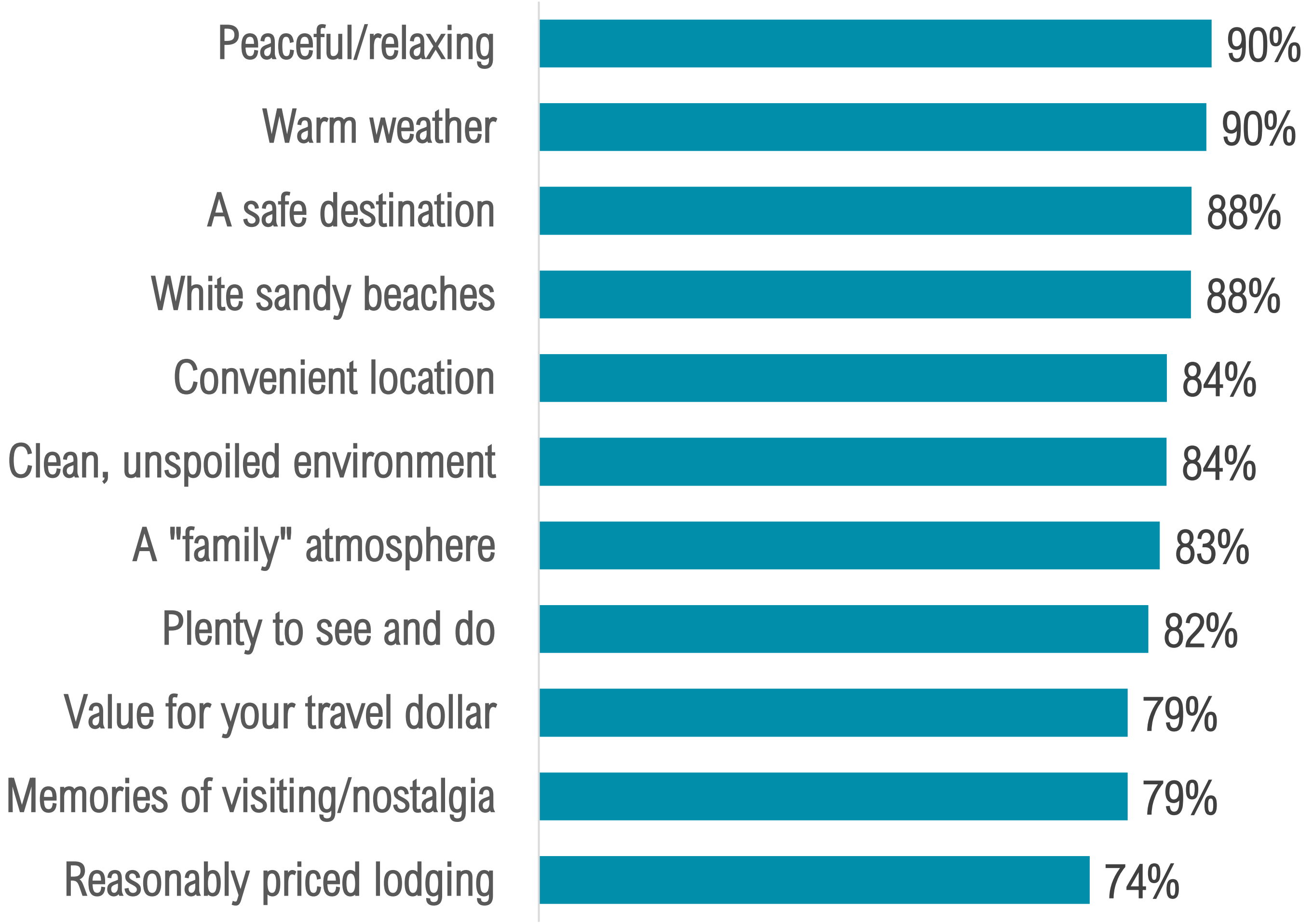


SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

	1st Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Exceeded Expectations	46%	52%	44%	54%	49%	55%	44%	56%
Met Expectations	48%	46%	53%	44%	48%	43%	51%	42%
Did Not Meet Expectations	6%	2%	3%	2%	3%	2%	2%	2%

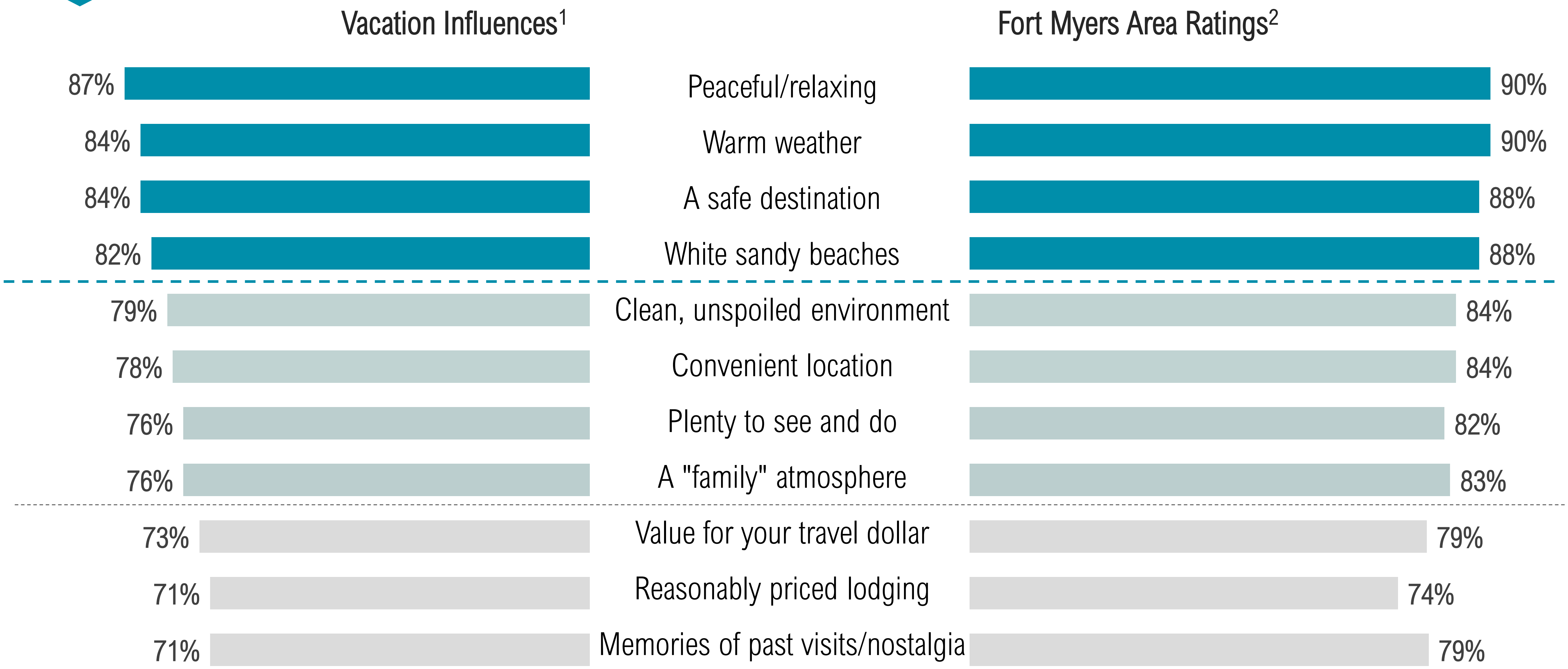
ATTRIBUTE RATINGS[1]

9 in 10 visitors gave high attribute ratings for **weather** & **peacefulness** in the Fort Myers area.



[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

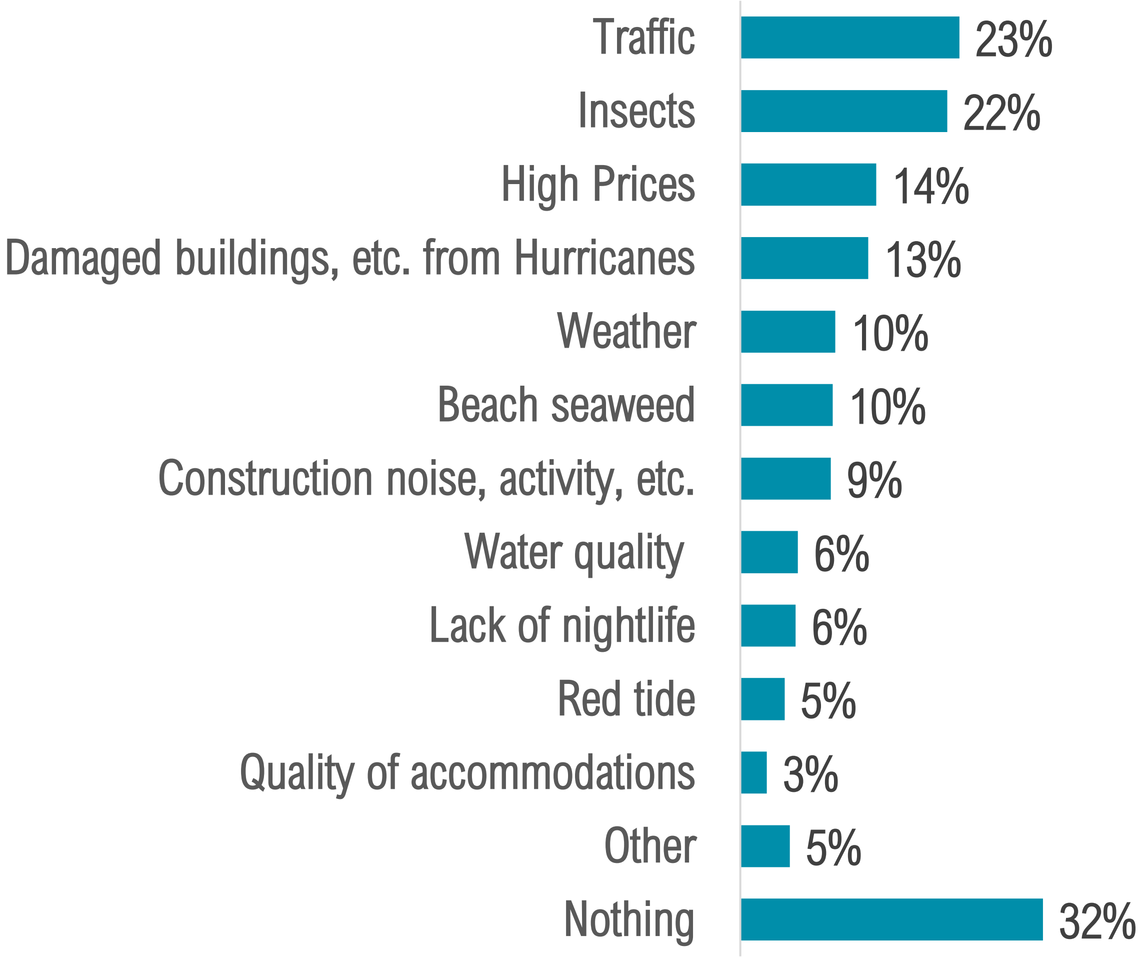
VACATION ATTRIBUTE INFLUENCE VS. RATINGS



[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.
[2]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

LEAST-LIKED FEATURES[1]

Nearly 1 in 4 visitors mentioned **traffic,** while **over 1 in 5** were concerned with **insects**. Another **nearly 1 in 3** had no concerns at all during their visit.



[1]Multiple responses permitted.
During this specific visit, which features have you liked the LEAST about our area?

AREA DESCRIPTIONS

Peaceful & Relaxing

- “We took our kids to the parks in Orlando and were looking for a destination to calm down and relax after being on the go nonstop. We're enjoying the beach before heading back home.”
- “We love the area’s very relaxed vibe, great walkable places, and beautiful beaches.”
- “We enjoy walking on the beach. It's very calm and beautiful. The restaurants on the water have nice views and make us feel relaxed.”

Warm Weather

- “We really enjoy the weather here and the ability to be outside all the time. Beautiful sunsets at the beach.”
- “We enjoy coming here and celebrating our anniversary. Beautiful weather and great beaches.”
- “Mostly beautiful weather. An affordable place to stay. Nice beaches for families.”

AREA DESCRIPTIONS

A Safe Destination

- ”We enjoy the beautiful weather and beaches here, very clean and safe area. Easy to get around.”
- “This place is amazing. It is gorgeous. It is safe. It’s full of vibrancy and happiness, and I absolutely adore Fort Myers Beach.”
- “The area has been a vacation spot for us for many years. We enjoy the relaxed vibe here and that the area is clean and safe.”

White Sandy Beaches

- ”Wonderful white sandy beaches, a dream for shell collectors, very nice people in the community, reasonable cost, and excellent shopping and dining opportunities.”
- “I like Fort Myers; it's a nice place to relax and to enjoy the white sandy beaches. I've been here a lot over the years, and I've never had a bad time.”
- “You really need to go on vacation in Fort Myers if you haven’t. Great beaches and plenty to do, plus it’s a great value money wise for what you get.”

OCCUPANCY BAROMETER[1]: OCT - DEC RESERVATIONS

Oct - Dec Reservations	Oct – Dec 2024	Oct – Dec 2025
Up	33%	29%
Same	17%	30%
Down	50%	41%

[1]Sources: DSG Occupancy Study
Accommodations partners were asked the following, "Please think about your reservations for the next three months. Compared to October through December of 2024, would you say the total level of reservations are up, the same, or down?"

OCCUPANCY BAROMETER[1]: JAN – MAR RESERVATIONS

Jan - Mar Reservations	Jan – Mar 2025	Jan – Mar 2026
Up	35%	25%
Same	29%	35%
Down	36%	40%

[1]Sources: DSG Occupancy Study
Accommodations partners were asked the following, “Please think about your reservations for the next three months. Compared to January through March of 2025, would you say the total level of reservations are up, the same, or down?”

Year-Over-Year Comparisons

ECONOMIC IMPACT

Visitor & Lodging Statistics[1]	Jul – Sep 2024[4]	Jul – Sep 2025	% Change '24 – '25
Visitors	695,100	762,800	+ 9.7%
Visitor Days	4,128,900	4,256,400	+ 3.1%
Room Nights	885,700	944,700	+ 6.7%
Direct Expenditures[2]	$622,329,500	$643,172,500	+ 3.3%
Total Economic Impact[3]	$964,610,700	$995,507,600	+ 3.2%
Occupancy	47.2%	45.3%	- 4.2%
ADR	$133.15	$139.90	+ 5.1%
RevPAR	$62.88	$63.32	+ 0.7%

[1] Significantly more (+11.3%) units were available in Jul-Sep 2025 compared to Jul-Sep 2024. This is due to the ongoing recovery process post-Hurricane Ian.
[2] Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Economic impact includes indirect and induced effects of visitor spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
[4] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM[1]

	Jul – Sep 2024[4]	Jul – Sep 2025	% Change '24 – '25
Direct Jobs[2]	4,184	4,294	+ 2.6%
Total Jobs[3]	5,781	5,947	+ 2.9%
Direct Wages[2]	$137,606,300	$144,934,600	+ 5.3%
Total Wages[3]	$205,632,300	$217,000,100	+ 5.5%
Direct Local Taxes[2]	$20,880,200	$22,438,600	+ 7.5%
Total Local Taxes[3]	$27,637,900	$29,602,900	+ 7.1%
Direct State Taxes[2]	$18,361,800	$19,730,100	+ 7.5%
Total State Taxes[3]	$24,486,300	$26,224,000	+ 7.1%

[1] Calculated using IMPLAN, an economic impact analysis software.
[2] Only accounts for the money spent directly by visitors in categories such as accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Accounts for direct spending as well as the indirect and induced effects of visitor spending. In other words, it considers the "Total Economic Impact". As a reminder, indirect effects include increased business spending resulting from tourism dollars, while induced effects include increased household spending resulting from tourism dollars.
[4] Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

VISITOR TYPE

Visitor Type	Jul – Sep 2024	Jul – Sep 2025
Visitors in Paid Accommodations	67%	68%
Visitors in Non-Paid Accommodations	31%	30%
Day Trippers	2%	2%

PRE-VISIT

Planned trip in advance	Jul – Sep 2024	Jul – Sep 2025
1 week or less	6%	6%
2-4 weeks	9%	16%
1-2 months	40%	37%
3-6 months	33%	28%
6 months or more	12%	13%

Considered Other Destinations	Jul – Sep 2024	Jul – Sep 2025
Yes	38%	32%
No	62%	68%

PRE-VISIT

Other destinations considered[1]	Jul – Sep 2024[2]	Jul – Sep 2025[2]
Tampa/Clearwater/St. Pete	19%	25%
Naples/Marco Island	17%	21%
Sarasota/Siesta Key	16%	18%
Miami/Ft. Lauderdale	12%	16%
Orlando	16%	15%
Keys/Key West	11%	14%
Punta Gorda/Englewood	5%	8%
West Palm Beach	8%	7%
Daytona Beach	10%	7%
Other destinations in FL	16%	20%
Other destinations outside of FL	28%	19%

[1]Multiple responses permitted.
[2]Base: 32% of visitors who considered other destinations.

PRE-VISIT

Trip Planning Websites/Apps[1]	Jul – Sep 2024	Jul - Sep 2025
Airline websites/apps	35%	29%
Online search engines	28%	25%
Hotel websites/apps	16%	20%
Booking websites	17%	19%
Airbnb, Vrbo, etc.	20%	18%
Vacation rental websites/apps	14%	14%
Trip Advisor	11%	11%
Traveler reviews, blogs, stories	10%	10%
Visit Florida	8%	8%
VCB Facebook Page	6%	8%
Facebook	7%	8%
Instagram	6%	8%
www.VisitFortMyers.com	6%	6%
YouTube, Hulu, Pandora	3%	6%
Other	4%	3%
None	19%	21%

[1]Multiple responses permitted.

PRE-VISIT

Information Requests[1]	Jul – Sep 2024	Jul – Sep 2025
Calling a hotel, motel, condo	28%	23%
Requesting and receiving a visitor guide	8%	7%
Receiving the VCB e-newsletter	2%	6%
Calling the VCB	3%	5%
Calling a local Chamber of Commerce	2%	5%
Other	1%	1%
None	62%	65%

[1]Multiple responses permitted.

PRE-VISIT

Recall of Lee County Promotions	Jul – Sep 2024	Jul – Sep 2025
Yes	38%	39%
No	43%	44%
Can't recall	19%	17%
% of recallers influenced by promotions	48%	62%
% of total visitors influenced by promotions	18%	24%

PRE-VISIT

Type of Promotions Recalled[1]	Jul – Sep 2025[2]	Jul – Sep 2025[3]
Social media	36%	41%
Internet	51%	46%
Television	10%	13%
Traveler reviews, blogs	22%	17%
www.VisitFortMyers.com	9%	9%
Travel/visitor guide	8%	11%
Magazine	8%	7%
AAA	3%	4%
Brochure	3%	5%
Newspaper	4%	5%
Email/e-newsletter	6%	7%
Radio	2%	3%
Video streaming services	7%	9%
Billboard	4%	5%
Deal-based promotion	2%	6%
Podcasts	2%	3%
Music streaming services	2%	5%
Other	3%	3%

[1]Multiple responses permitted.
[2]Base: 38% of visitors who recalled seeing a promotion.
[3]Base: 39% of visitors who recalled seeing a promotion.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes)[1]	Jul – Sep 2024	Jul – Sep 2025
Peaceful/relaxing	89%	87%
Warm weather	85%	84%
A safe destination	85%	84%
White sandy beaches	84%	82%
Clean, unspoiled environment	80%	79%
Convenient location	76%	78%
A "family" atmosphere	78%	76%
Plenty to see and do	79%	76%
Value for your travel dollar	73%	73%
Reasonably priced lodging	68%	71%
Memories of past visits/nostalgia	73%	71%

[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

PRE-VISIT

Main Reason for Visiting[1]	Jul – Sep 2024	Jul – Sep 2025
Beach	45%	48%
Relax & unwind	43%	48%
Visiting friends & relatives	28%	31%
Shopping	8%	11%
Attractions	7%	10%
Special occasion	8%	9%
Nature, environment, bird watching	6%	9%
Golf or tennis	6%	6%
Checking on my property	12%	6%
Part-time/seasonal resident	11%	6%
Fishing	8%	5%
Special event	5%	4%
Sporting event	2%	4%
Water sports	4%	4%
Business meetings/conferences	3%	2%
Biking, hiking	3%	2%
Museums, history	1%	2%
Diving, snorkeling	1%	2%
Photography	2%	2%
Culture	2%	1%
Guided tours	1%	1%
Volunteering	1%	1%
Work-related Hurricane Recovery	1%	1%
Other	5%	3%

[1]Multiple responses permitted.

PRE-VISIT

Transportation	Jul – Sep 2024	Jul – Sep 2025
Fly	73%	67%
Drive a personal vehicle	24%	24%
Drive a rental vehicle	3%	8%
Drive an RV	<1%	1%
Travel by bus	<1%	<1%
Other	<1%	<1%

Airport Used	Jul – Sep 2024	Jul – Sep 2025
Southwest Florida International	85%	84%
Punta Gorda	10%	7%
Ft. Lauderdale International	2%	3%
Miami International	1%	2%
Tampa International	1%	2%
Orlando International	<1%	1%
Other	1%	1%

TRAVEL PARTY PROFILE

Visitor Origin[1]	Jul – Sep 2024	Jul – Sep 2025
Florida	5.6%	7.0%
Southeast	19.8%	20.7%
Northeast	18.4%	22.6%
Midwest	31.5%	31.1%
West	9.2%	8.8%
Canada	7.5%	4.2%
Germany	3.4%	2.1%
United Kingdom	1.3%	1.0%
Other Europe	1.7%	1.3%
Other International	1.6%	1.2%

Visitor Origin[1]	Jul – Sep 2024	Jul – Sep 2025
New York City	5.7%	7.4%
Chicago	5.3%	4.4%
Atlanta	4.0%	4.1%
Philadelphia	2.3%	2.7%
Miami-Ft. Lauderdale	0.9%	2.6%
Indianapolis	2.1%	2.3%
Detroit	2.7%	2.2%
Cleveland-Akron	3.2%	2.2%
Denver	2.5%	2.1%
Minneapolis-St. Paul	3.1%	1.9%
Washington, DC-Hagerstown	2.4%	1.8%
Tampa-St. Petersburg	0.8%	1.8%
Cincinnati	2.1%	1.7%
Boston	1.6%	1.7%
Nashville	1.1%	1.7%
Dallas-Ft. Worth	2.0%	1.7%
Naples and Surrounding Areas	1.1%	1.6%

[1]Based on data from the Visitor Tracking Study.

TRAVEL PARTY PROFILE

Travel Parties	Jul – Sep 2024	Jul – Sep 2025
Mean travel party size[1]	3.0	2.8
Travel with children under age 18	37%	36%

Travel Party Composition	Jul – Sep 2024	Jul – Sep 2025
As a couple	33%	36%
As a family	46%	40%
By yourself	12%	15%
With other couples/friends	8%	8%
With business associates	1%	1%
In a tour group	<1%	<1%
Other	<1%	<1%

[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY PROFILE

Marital Status	Jul – Sep 2024	Jul – Sep 2025
Married/Domestic Partnership	75%	70%
Single	25%	30%

Age	Jul – Sep 2024	Jul – Sep 2025
Average age	50	48
Median age	49	48

Household Income	Jul – Sep 2024	Jul – Sep 2025
Median Income	$108,700	$111,100

TRAVEL PARTY PROFILE

Race/Ethnicity	Jul – Sep 2024	Jul – Sep 2025
Caucasian/White	79%	76%
Hispanic/Latino/Latina/Latinx	11%	11%
African American/Black	3%	6%
Asian/Asian American/Pacific Islander	3%	4%
Middle Eastern/Northern African	1%	1%
Another race/ethnicity	3%	2%

Gender[1]	Jul – Sep 2024	Jul – Sep 2025
Male	46%	46%
Female	54%	54%
Non-binary	<1%	<1%

[1]Of person interviewed.

TRIP EXPERIENCE

Length of Stay[1]	Jul – Sep 2024	Jul – Sep 2025
Average nights in the Fort Myers area	5.9	5.6

First Time/Repeat Visitors	Jul – Sep 2024	Jul – Sep 2025
First-time	30%	25%
Repeat	70%	75%

[1]Sources: Occupancy Study & Visitor Tracking Survey.

TRIP EXPERIENCE

Type of Accommodations	Jul – Sep 2024	Jul – Sep 2025
Hotel/motel/resort	42%	43%
Vacation rental home	15%	19%
Friends/family home	12%	17%
Personal second home	18%	13%
Bed & Breakfast/Inn	2%	3%
Not spending the night	2%	2%
Campground/RV Park	8%	3%
Other	1%	<1%

TRIP EXPERIENCE

Activities[1]	Jul – Sep 2024	Jul – Sep 2025
Relax and unwind	69%	70%
Restaurants	63%	67%
Beach	64%	65%
Shopping	42%	47%
Visit friends/relatives	42%	44%
Nature, environment, bird watching	25%	30%
Fishing	26%	21%
Attractions	16%	20%
Water sports	23%	20%
Bars, nightclubs	11%	15%
Golf or tennis	16%	14%
Biking, hiking	11%	10%
Special occasion	8%	9%
Special events	5%	8%
Guided tours	6%	8%
Photography	8%	7%
Museums, history	5%	6%
Spas	7%	6%
Diving, snorkeling	7%	6%
Attend or participate in a sporting event	3%	5%
Culture	5%	5%
Business meetings/conferences	3%	2%
Volunteering	1%	2%
Other	3%	3%

[1]Multiple responses permitted.

TRIP EXPERIENCE

Attractions[1]	Jul – Sep 2024	Jul – Sep 2025
Beaches	66%	66%
Sanibel Lighthouse	28%	27%
Fort Myers Beach Pier Area[2]	15%	23%
Bell Tower Shops	21%	17%
Edison & Ford Winter Estates	20%	22%
Gulf Coast Town Center	15%	18%
Miromar Outlets Mall	10%	15%
Coconut Point Mall	14%	18%
Manatee Park	3%	8%
J.N. Ding Darling National Wildlife Refuge	10%	7%
Periwinkle Place	6%	5%
Bailey-Matthews Shell Museum	8%	6%
Broadway Palm Dinner Theater	3%	4%
Barbara B. Mann Performing Arts Hall	1%	2%
Other	2%	1%
None	14%	12%

[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

TRIP EXPERIENCE

Area stayed	Jul – Sep 2024	Jul – Sep 2025
Fort Myers	34%	33%
Fort Myers Beach	16%	19%
Sanibel Island	10%	9%
Cape Coral	15%	12%
Bonita Springs	6%	8%
Captiva Island	6%	4%
Estero	6%	7%
North Fort Myers	3%	4%
Lehigh Acres	2%	2%
Pine Island	<1%	<1%
Boca Grande/Outer Islands	<1%	<1%
Along I-75	<1%	<1%
None/not staying overnight	2%	2%

POST-TRIP EVALUATION

Likelihood of Recommending the Area	Jul – Sep 2024	Jul – Sep 2025
Very Likely	55%	62%
Likely	39%	32%
Unsure/don't know	4%	5%
Unlikely	2%	1%
Very Unlikely	<1%	<1%

Likelihood of Returning to the Area	Jul – Sep 2024	Jul – Sep 2025
Very Likely	57%	66%
Likely	33%	26%
Unsure/don't know	8%	7%
Unlikely	1%	1%
Very Unlikely	<1%	<1%

Likelihood of Returning Next Year	Jul – Sep 2024	Jul – Sep 2025
Very Likely	52%	58%
Likely	25%	21%
Unsure/don't know	13%	11%
Unlikely	2%	7%
Very Unlikely	1%	3%

POST-TRIP EVALUATION

Satisfaction with Accommodations	Jul – Sep 2024	Jul - Sep 2025
Exceeded expectations	45%	54%
Met expectations	52%	44%
Did not meet expectations	3%	2%

POST-TRIP EVALUATION

Satisfaction with Visit	Jul – Sep 2024	Jul – Sep 2025
Very satisfied	60%	68%
Satisfied	37%	29%
Somewhat satisfied	2%	1%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	<1%	1%

Satisfaction with Customer Service	Jul – Sep 2024	Jul – Sep 2025
Very satisfied	59%	65%
Satisfied	35%	30%
Somewhat satisfied	3%	2%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	2%	2%

POST-TRIP EVALUATION

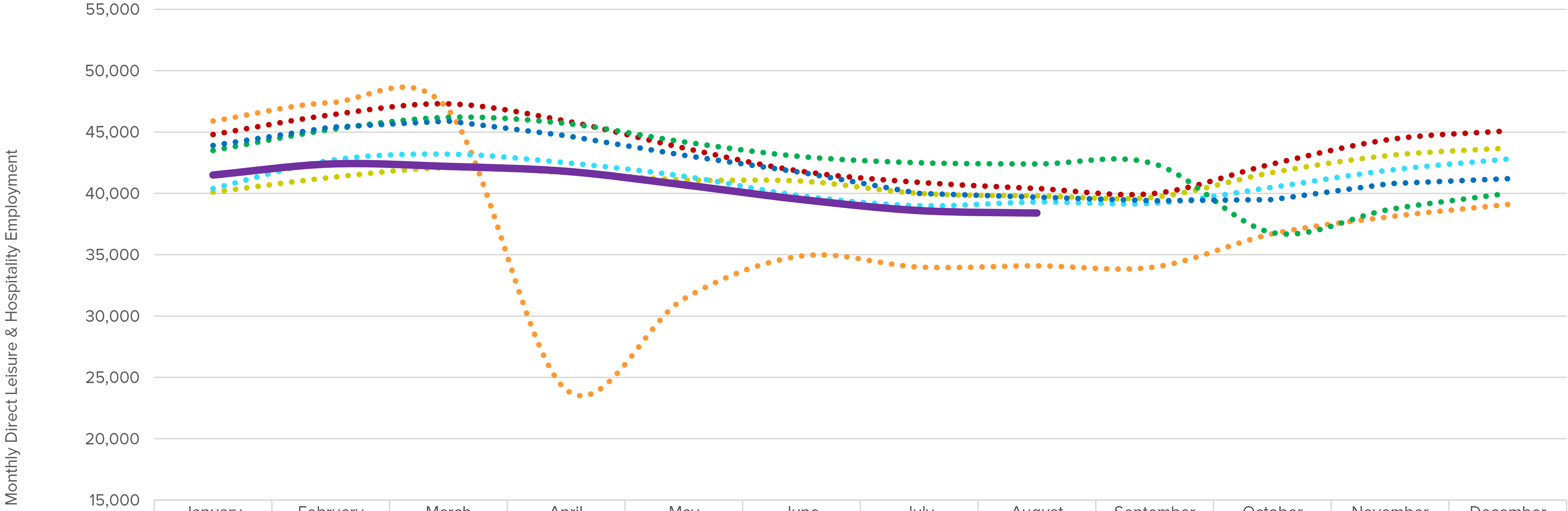
Visitor Concerns[1]	Jul – Sep 2024	Jul – Sep 2025
Traffic	27%	23%
Insects	21%	22%
High Prices	18%	14%
Damaged buildings, etc. from Ian	23%	13%
Beach seaweed	10%	10%
Construction noise, activity, etc.	14%	9%
Weather	9%	10%
Water quality	5%	6%
Red tide	4%	5%
Lack of nightlife	5%	6%
Quality of accommodations	2%	3%
Other	3%	5%
Nothing	21%	32%

[1]Multiple responses permitted.

Industry Data

LEISURE & HOSPITALTY EMPLOYMENT

Lee County Direct Leisure and Hospitality Employment (Calendar Year)[1]



	January	February	March	April	May	June	July	August	September	October	November	December
2019	44,800	46,400	47,300	45,900	43,700	41,800	40,900	40,400	40,000	42,400	44,400	45,100
2020	45,900	47,400	46,800	24,000	31,400	34,900	34,000	34,100	34,000	36,700	38,100	39,100
2021	40,100	41,300	42,100	41,700	41,100	41,000	40,000	39,800	39,700	41,700	43,100	43,700
2022	43,500	45,200	46,200	45,700	44,200	43,000	42,500	42,400	42,400	36,800	38,700	40,000
2023	40,400	42,700	43,200	42,500	41,400	39,800	39,000	39,300	39,200	40,500	41,900	42,800
2024	43,900	45,400	45,900	44,700	43,100	41,700	40,000	39,700	39,400	39,500	40,800	41,200
2025	41,500	42,400	42,200	41,800	40,700	39,500	38,600	38,400 (P)				

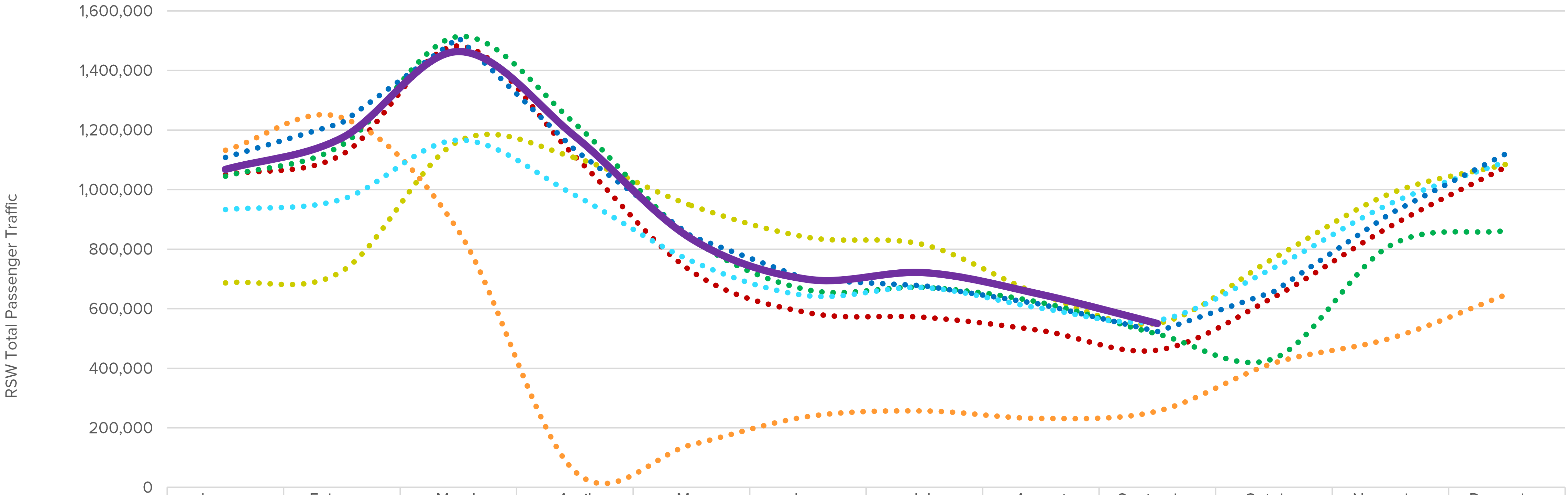
[1] SOURCE: Current Employment Statistic Program (CES), Lee County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

downs & st. germain RESEARCH

RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic[1]



	January	February	March	April	May	June	July	August	September	October	November	December
2019	1,050,093	1,117,409	1,482,239	1,111,558	725,754	586,319	570,977	526,519	460,869	638,922	876,703	1,077,818
2020	1,132,103	1,241,590	861,221	53,379	143,004	237,706	256,418	231,283	255,926	417,305	500,468	648,011
2021	686,563	725,735	1,162,342	1,107,004	946,366	839,377	814,471	647,534	551,041	769,524	986,908	1,085,569
2022	1,044,816	1,149,618	1,514,046	1,221,628	836,379	663,141	671,225	620,532	515,007	432,667	812,305	862,368
2023	932,896	967,416	1,166,442	981,216	760,330	643,486	670,818	601,542	560,358	737,527	953,025	1,094,783
2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004	657,488	919,108	1,121,793
2025	1,067,794	1,173,638	1,463,628	1,178,980	834,862	698,573	720,973	647,917	550,259			

[1] SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

Licensed Transient Rental Units in Lee County, as of October 2025[1]					
Lee County Area	Hotel	Motel	Bed & Breakfast	Vacation Rental	Total
Fort Myers	6,102	1,069	9	818	7,998
Cape Coral	584	192	1	2,708	3,485
Fort Myers Beach	861	386	6	2,106	3,359
Sanibel	68	685	0	1,447	2,200
Bonita Springs	1,244	38	0	743	2,025
North Fort Myers	0	578	0	95	673
Estero	566	0	0	20	586
Captiva	107	156	0	284	547
Boca Grande	77	107	0	291	475
Lehigh Acres	75	0	0	189	264
Bokeelia	0	31	0	70	101
Saint James City	0	20	0	64	84
Matlacha	0	0	2	32	34
Cabbage Key	0	9	0	0	9
Alva	0	0	0	3	3
Miromar Lakes	0	0	0	1	1
Total	**9,684**	**3,271**	**18**	**8,871**	**21,844**[2]

[1] SOURCE: Florida Department of Business & Professional Regulation.
[2] Some units are still unavailable due to the impact of Hurricane Ian.

Methodology

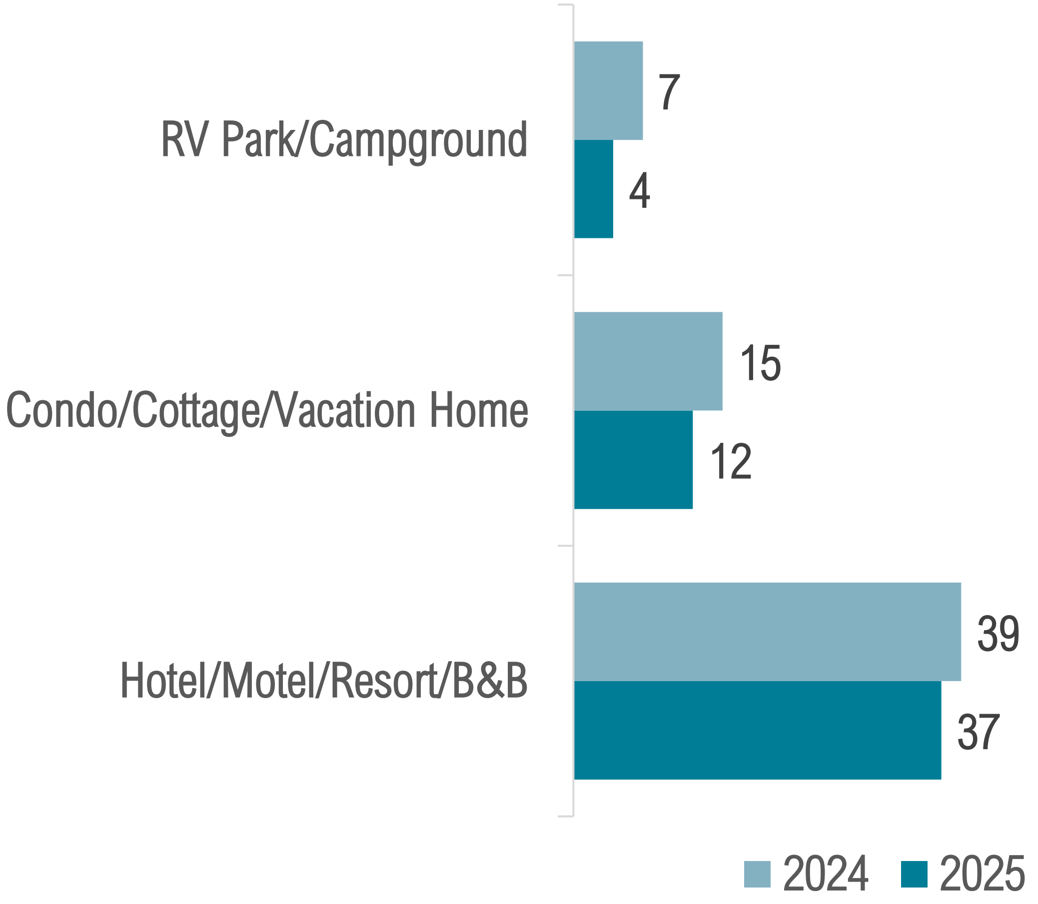
METHODOLOGY

- Economic Impact of tourism in Lee County is derived from:
  - Visitor Tracking Study
    - 972 surveys in public areas, hotels, at events around Lee County, and online via email or social media
    - Target individuals: July - September visitors to Lee County
    - Data Collection: July - September 2025
  - Occupancy Study
    - Email and telephone survey of hotels, rental management companies, RV/campgrounds, etc., as well as data from STR and KeyData reports
    - Sample Size – data from 5,092 hotel/rental/campground units (53 properties) reporting to DSG, 10,855 hotel units reporting to STR (89 properties), and 3,339 rental units (132 property managers) reporting to KeyData
  - IMPLAN Economic Impact Modeling software
    - IMPLAN models the way tourism dollars are spent and re-spent in other sectors of the economy, generating waves of economic activity, called multiplier effects. The model uses national industry data and county-level economic data to generate a series of multipliers, which in turn estimate the total economic implications of economic activity.
    - Over 1,500 organizations use IMPLAN, including FEMA, EPA, Federal Reserve Bank, and Bureau of Land Management.
  - Various government agencies and data sources including Florida Department of Business and Professional Regulation
  - TDT collections provided by the Lee County VCB
  - Tourism database at Downs & St. Germain Research

METHODOLOGY

- Occupancy Study
  - Internet and telephone survey of hotels, rental management companies, RV/campgrounds, etc.
    - Sample Size: 53 completed surveys
    - Data Collection: Completed in October 2025 (for July - September 2025)
  - Total Sample Size:
    - Data from 5,092 hotel/rental/campground units reporting to DSG (representing 53 properties)
    - Data from 10,855 hotel units reporting to STR (representing 89 properties)
    - Data from 3,339 rental units reporting to KeyData (representing 132 property managers)

Number of Complete Responses



Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

July - September 2025

Visitor Tracking, Occupancy, & Economic Impact Study

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