



Report to the Industry

Dec. 11, 2025

July-September 2025 Statistics

During July-September of 2025, the Fort Myers area hosted 763k visitors who spent an estimated \$643 million while visiting – a 3.3% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$462 million (72% of the total). Lee County's lodging industry experienced a year-over-year decrease in average occupancy (-4.2%; note 11.3% more units were available) and an increase in average daily rate (ADR; +5.1%) resulting in a 0.7% 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	54.2%	50.5%	\$125.49	\$133.63	\$68.02	\$67.48
Condo/Cottage/Vacation Home	26.8%	29.1%	\$212.20	\$214.49	\$56.87	\$62.42
RV Park/Campground	63.4%	59.0%	\$84.97	\$80.00	\$53.87	\$47.20
OVERALL	47.2%	45.3%	\$133.15	\$139.90	\$62.88	\$63.32

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2024	2025	2024	2025
Paid Accommodations	67%	68%	465,000	514,100
Non-Paid Accommodations	31%	30%	218,300	231,900
Day Trippers	2%	2%	11,800	16,800
Total Visitation	100%	100%	695,100	762,800

Visitor Origin Regions		%	
		2024	2025
United States		84.5%	90.2%
Canada		7.5%	4.2%
UK		3.4%	2.1%
Germany		1.3%	1.0%
Other Europe		1.7%	1.3%
Other International		1.6%	1.2%

Visitor Origin Cities		%	
		2024	2025
New York City		5.7%	7.4%
Chicago		5.3%	4.4%
Cleveland – Akron		4.0%	4.1%
Atlanta		2.3%	2.7%
Cincinnati		0.9%	2.6%
Washington, DC		18.2%	21.2%



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October 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
62.0%	54.1%	-12.6%	\$132.60	\$136.80	+3.2%	\$82.17	\$74.05	-9.9%

October 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
14.0%	17.8%	+30.6%	\$184.60	\$208.95	+12.6%	\$25.71	\$37.02	+44.0%

Bed tax collection

The preliminary resort tax collected for October 2025 was \$2,682,648, a 40.6% increase over October 2024 preliminary collections of \$1,908,697. Fiscal year-to-date preliminary tourist tax collections are \$2,754,882 an increase of 35.2% year-over-year.

Airport news

During October 2025, 774,689 passengers traveled through Southwest Florida International Airport (RSW), an increase of 17.8% compared to October 2024 resulting in the best October in the history of RSW. Year-to-date, passenger traffic is up 1.4% from the same period last year.

Special presentation

Kevin Karnes, Lee County Clerk and Comptroller, delivered a special presentation to the Board regarding the Lee County Tourist Development Tax. He outlined the Clerk's responsibilities in the areas of tax collection, compliance monitoring, auditing, and enforcement. Karnes shared account holder statistics and addressed questions and concerns related to reporting requirements and compliance procedures.

Sales report

Erin Lester, VCB senior sales manager, reported that the sales team met or exceeded three of six FY24-25 goals. The sales team provided an update on recent activity and presented upcoming sales activities for the end of the year. Additionally, Lester congratulated Jennfer Walla for earning the 2025 TravelPluse 40 under 40. Charm Evans, Global Sales Manager, provided an update on international travel to the destination, highlighting recent marketing initiatives and travel trade activities. A notable marketing effort included a two-month London black cab campaign featuring the "Just Feels Right" branding on 25 black cabs. These vehicles circulated through high-traffic areas such as business hubs and major attractions, serving as 24/7 mobile billboards to increase destination visibility. Evans also shared details of the international destination familiarization (FAM) tour taking place during the current week. The tour hosts a group of travel trade partners from the UK, Scotland, and Ireland, aimed at strengthening relationships and promoting the destination.



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Marketing & Communications report

Brian Ososky, VCB Chief Marketing Officer, provided a Marketing & Communications update that included a brief recap of the annual meeting on Nov. 12 at the Hyatt Regency Coconut Point, as well as initiatives around U.S. Travel's IPW and the FIFA World Cup, both taking place in Florida this summer. He shared that we are Florida's first DMO to participate in Kind Traveler's "Every Stay Gives Back" program and provided an update about the new Sanibel board game that is rolling out next month. He reviewed VCB-hosted journalist visits in Q4 that resulted in more than 2.2 billion media impressions, as well as some of the integrated marketing packages the team is working on for 2026.

Sports development report

Jeff Mielke, Sports Development Director, reported that a total of 36,513 room nights were sold during the months of July through September 2025, generating more than \$14.8 million in direct visitor spending. Mielke also highlighted the success of the Thanksgiving Day MSU vs. UNC college basketball game held during the Fort Myers Tip-Off. The game was the most-watched college basketball broadcast ever on FOX and ranked as the second most-watched regular season college basketball game on any network in over 30 years.

DSG report

James Brendle, DSG, presented an overview of July-September 2025 visitor research. Lee County welcomed 762,800 visitors during this time, an increase of 9.7% compared to 2024, resulting in direct visitor spending exceeding \$643 million, an increase of 3.3% compared to 2024. He reported that the international market accounted for around 9.8% of visitors during the July through September timeframe, with Canada representing the largest share at 4.2%. [Find the full report here.](#)

New business

- The TDC approved the fourth quarter FY24/25 budget reports.
- The TDC approved the 2026 meeting dates.
- The TDC selected Jay Johnson to serve as vice chairman for 2026.
- The TDC approved the FY26 sales and marketing plan.

2026 TDC meeting dates

Jan. 8 – 9 a.m.	April 9 – 9 a.m.	July – no meeting	Oct. 8 – 9 a.m.
Feb. 12 – 9 a.m.	May 14 – 2 p.m.	Aug. 13 – 9 a.m.	Nov. 12 – 9 a.m.
March 12 – 9 a.m.	June 11 – 9 a.m.	Sept. – no meeting	Dec. 10 – 9 a.m.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Jan. 8, 2026** at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.