



Report to the Industry

Jan. 8, 2026

November 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
68.1%	59.3%	-12.9%	\$145.05	\$144.53	-0.4%	\$98.83	\$85.76	-13.2%

November 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
24.5%	25.0%	+1.8%	\$222.01	\$236.08	+6.6%	\$54.44	\$58.92	+8.2%

Bed tax collection

The preliminary resort tax collected for November 2025 was \$3,216,347, a 14.8% increase compared to November 2024 preliminary collections of \$2,800,641. Fiscal year-to-date preliminary tourist tax collections are \$6,047,824, an increase of 23.0% year-over-year.

Airport news

During November 2025, 940,689 passengers traveled through Southwest Florida International Airport, an increase of 2.4% compared to November 2024. Year-to-date, passenger traffic is up 1.5% from the same period last year.

Sales report

Erin Lester, VCB senior sales manager, reported that the sales team is ahead of pace on three of the six sales goals for FY 25-26. The sales team attended a variety of in-person meeting planner and travel trade shows, including Meetings Made Easy Experience, IMEX Americas, Smart Meetings and AAA Threads. Lester also presented upcoming sales activities for January through March including PCMA Convening Leaders, Florida Encounter, and Peninsula Tradeshows Texas. Pamela Johnson, VCB deputy director, reported that during Q1, the VCB conducted a robust schedule of international travel trade shows, trainings, and networking events typical for the start of the fiscal year and essential to influencing future bookings. Engagement focused on key European markets and Canada, with Brand USA Travel Week in London delivering 40 pre-qualified business appointments. A United Kingdom travel agent familiarization trip in December showcased the destination's unique neighborhoods, beaches, and vacation rental product most commonly booked by UK travelers. These efforts support international travel demand for 2026 and beyond and reinforce Lee County's position in priority international markets.

Visitor services report

Simone Behr, VCB visitor services director, reported that during Q1, tourism ambassador volunteers assisted 200,620 visitors and residents and worked 8,845 volunteer hours, a value of \$307,718 to Lee County. Highlights during the fall months included Tourism Ambassadors assisting at Roy Hobbs World Series, American Sand Sculpting Championship and greeting Allegiant Air's and Delta Airlines' inaugural flights, as well as attending a wide variety of 10 Destination Education Training sessions compliments of our industry partners. Visitor Services looks forward to hosting the 36th Annual Volunteer Tourism Ambassador Appreciation Luncheon on April 2.

New business

After a request for volunteers by Chairman Pendergrass, the following members were unanimously approved to serve as the Events & Attractions Subcommittee: Pamela Cronin, Jay Johnson, Councilwoman Holly Smith, Councilman Bill Steinke, and Councilman Nigel Fullick.

Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Feb. 12, 2026** at the Lee County Administration East Building, 2201 Second St., Room 118, 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.