



Report to the Industry

Feb. 12, 2026

October-December 2025 Statistics

During October-December of 2025, the Fort Myers area hosted 913k visitors who spent an estimated \$791 million while visiting – an 18.8% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$583 million (74% of the total). Lee County's lodging industry experienced a year-over-year decrease in average occupancy (-6.1%; note 19.9% more units were available) and an increase in average daily rate (ADR; +10.6%) resulting in a 3.8% increase in revenue per available room (RevPAR).

Paid Accommodations Summary

Paid Accommodation Types	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2024	2025	2024	2025	2024	2025
Hotel/Motel/Resort/B&B	65.1%	59.2%	\$143.85	\$144.43	\$93.32	\$85.50
Condo/Cottage/Vacation Home	29.9%	35.1%	\$224.90	\$260.00	\$67.25	\$91.26
RV Park/Campground	75.0%	80.0%	\$87.25	\$90.00	\$65.44	\$72.00
OVERALL	58.0%	54.4%	\$141.87	\$156.95	\$82.27	\$85.44

Visitation and Visitor Origins

Visitor Types	Total Visitation			
	%		Visitor Estimates	
	2024	2025	2024	2025
Paid Accommodations	67%	65%	581,900	589,000
Non-Paid Accommodations	32%	31%	276,600	286,700
Day Trippers	1%	4%	8,700	37,500
Total Visitation	100%	100%	867,200	913,200

Visitor Origin Regions	%	
	2024	2025
United States	86.7%	89.1%
Canada	6.7%	5.1%
Germany	3.1%	2.7%
United Kingdom	1.4%	1.2%
Other Europe	1.0%	0.9%
Other International	1.1%	1.0%
Total	100.0%	100.0%

Top 5 Visitor Origin Markets	%	
	2024	2025
New York City	4.8%	5.2%
Chicago	5.9%	5.2%
Minneapolis-St. Paul	3.0%	3.9%
Detroit	3.5%	3.7%
Atlanta	4.5%	3.5%
Total	21.7%	21.5%



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December 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
64.6%	61.2%	-5.4%	\$157.96	\$157.15	-0.5%	\$102.11	\$96.13	-5.9%

December 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
30.0%	31.3%	+ 4.2%	\$292.50	\$311.50	+ 6.1%	\$84.97	\$97.61	+ 10.5%

Bed tax collection

The preliminary resort tax collected for December 2025 was \$4,278,079, a 18.8% increase compared to December 2024 preliminary collections of \$3,602,161. Fiscal year-to-date preliminary tourist tax collections are \$10,496,171, an increase of 20.1% year-over-year.

Airport news

During December 2025, 1,102,456 passengers traveled through Southwest Florida International Airport, a decrease of 1.7% compared to December 2024. The airport finished 2025 with a record breaking 11,154,458 passengers, which was a 1.1% increase compared to 2024.

October – December 2025 research report

Joseph St. Germain, DSG, presented a broad overview of the October-December 2025 visitor research. Lee County welcomed 913,200 visitors during this time, an increase of 5.3% compared to 2024, resulting in direct visitor spending exceeding \$791 million. Over 10% of all visitor's originated from international markets with Canada remaining the top international market at 5.1%. Additionally, 64% of visitors recalled promotions that influenced their decision to visit Lee County and nearly 82% of visitors were repeat visitors. [Find the full report here.](#)

Sports update

Jeff Mielke, Sports Development director, reported that 62,934 room nights sold in the months October through December 2025 with direct visitor spending of more than \$25.8 million. For CY25, 181,213 room nights sold with direct visitor spending of more than \$76.9 million. Mielke reported that Lee County hosted 165 events, and the Red Sox and Twins finished 3rd and 4th in total attendance for the 2025 Spring Training season. Additionally, the Fort Myers Tip-Off resulted in over 7 million viewers for the men's college basketball games and 674,000 viewers for the women's college basketball games on Thanksgiving Day.

New business

- a. The TDC unanimously approved the first quarter FY25/26 budget reports with Tony Lapi initiating the motion and Pamela Cronin seconded the motion.



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Next TDC meeting

The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Mar. 12, 2026**, 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.