Fort Myers - Islands, Beaches and Neighborhoods

Lee County VCB

Calendar Year 2025

Visitor Tracking, Occupancy & Economic Impact Study

Downs & St. Germain Research

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

2025 METRICS SNAPSHOT

- → **3.32m Visitors** (+3.8% from 2024)
  - → **3.00m Domestic Visitors** (+5.7% from 2024)
  - → **323k International Visitors** (-11.4% from 2024)
- → **4.74m Room Nights** (+7.6% from 2024)
- → **$3.31b in Visitor Spending** (+7.4% from 2024)
- → **$5.13b in Total Economic Impact** (+7.2% from 2024)
- → **31k Total Jobs Supported by Tourism** (+6.3% from 2024)
- → **$1.19b in Total Wages Supported by Tourism** (+8.3% from 2024)
- → **$929 in Tax Savings per Lee County Household** (+6.6% from 2024)

56.2%	$181.90	$102.18
OCCUPANCY RATE	AVERAGE DAILY RATE	REVENUE PER ROOM
↓ 4.5% from 2024	↑ 1.7 from 2024	↓ 2.9% from 2024

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VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION

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

DIRECT SPENDING

Visitors who traveled to the Fort Myers area in CY 2025 spent

$3,311,176,600

in Lee County on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping.

An increase of 7.4% from CY 2024.

TOURISM MATTERS TO LEE COUNTY

Visitor spending in CY 2025 generated
a total economic impact of

$5,125,065,900

in the Fort Myers area.

An increase of 7.2% from CY 2024.

VISITORS

The Fort Myers area attracted

3,320,700

visitors in CY 2025.

An increase of **3.8%** from CY 2024.

ROOM NIGHTS

The Fort Myers area visitors generated

4,738,000

room nights in paid accommodations in CY 2025.

An increase of **7.6%** from CY 2024.

TOURIST DEVELOPMENT TAX

Paid accommodations and vacation rentals by visitors to the Fort Myers area in CY 2025 generated

$48,238,100

in TDT collected.

An increase of 9.9% from CY 2024.

JOBS & WAGES

Tourism in the Fort Myers area supported

30,881 (+6.3%)

local jobs in CY 2025, generating

$1,190,302,900 (+8.3%)

in wages and salaries.

VISITORS SUPPORT JOBS

An additional Lee County job
is supported by every

108

visitors

HOUSEHOLD SAVINGS[1]

Visitors to the Fort Myers area saved Lee County residents

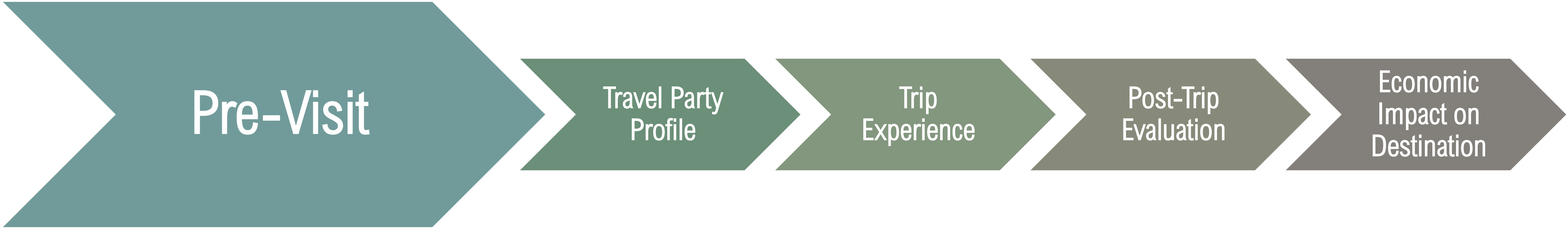
$929

per household in CY 2025 in state and local taxes.

CALENDAR YEAR LODGING STATISTICS

56.2%	$181.90	$102.18
Occupancy	ADR	RevPAR
↓ 4.5%	↑ 1.7%	↓ 2.9%

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING

→ 1 in 3 visitors planned their trip to the Fort Myers area 1-2 months in advance

→ Nearly 3 in 10 visitors requested information from local organizations to plan their trip

  → Nearly 1 in 5 visitors called a hotel, motel, or condo directly while planning their trip

→ 25% of visitors considered choosing other destinations while planning their trip

TRIP PLANNING: TOP WEBSITES USED

- 3 in 4 visitors used online sources to plan their trips to the Fort Myers area
- Top online sources used to plan their trips include[1]:

28% Airline websites

25% Search engines

airbnb

19% Airbnb, Vrbo, etc.

[1]Multiple responses permitted.

TOP TRIP INFLUENCERS

- Visitors were heavily **influenced** by the following when choosing where to vacation[1]:

87% Warm weather

86% Peaceful/relaxing

82% Safe destination

[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.

TOP REASONS FOR VISITING

- Visitors' top reasons for visiting the Fort Myers area include[1]:

51% Relax & unwind

42% Beach

34% Visiting friends/relatives

[1]Three responses permitted.

PROMOTIONS

- 37% of visitors recalled promotions within the 6 months prior to their visit to the Fort Myers area
- Promotions influenced 21% of all visitors to come to the Fort Myers area
- Top sources of recall include[1]:

44%[2] Internet

43%[2] Social media

[1] Multiple responses permitted.
[2] Base = 37%.

BOOKING[1]

- Visitors used the following to **book their trips**:

44% Directly with hotel/condo

18% Airbnb

16% Online travel agency

12% Vrbo

8% Vacation rental company

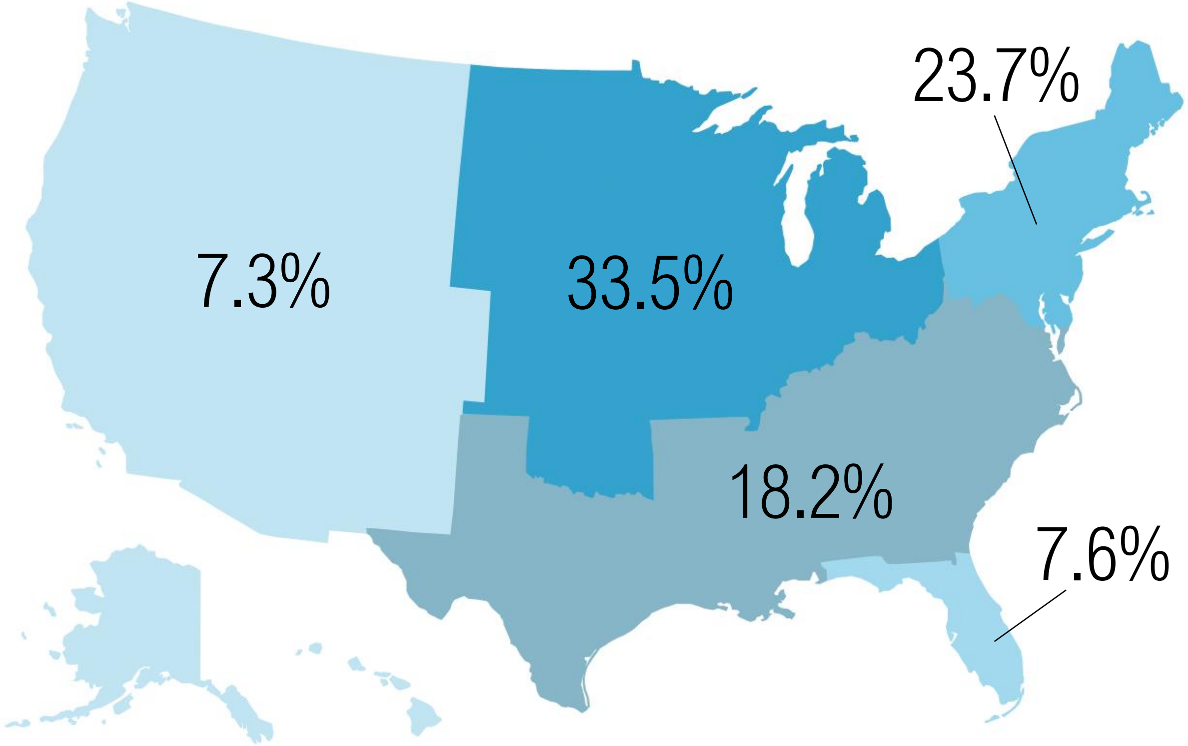
[1] 2% of visitors booked their accommodations another way.

TRANSPORTATION

- **65%** of visitors **flew** to the Fort Myers area
- **53%** of all visitors traveled to the Fort Myers area via **RSW**

VISITOR JOURNEY: TRAVEL PARTY PROFILE

ORIGIN REGION[1]



US = 90.3%

Canada – 5.0%

Germany – 1.8%

2.9% Other International Markets
(United Kingdom, Other Europe, etc.)

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

TOP ORIGIN MARKETS[1]

6.0% New York

5.3% Chicago

4.6% Minneapolis-St. Paul

4.1% Boston

3.3% Atlanta

3.2% Detroit

3.2% Philadelphia

[1]Sources: Data from Visitor Tracking Survey

TRAVEL PARTY SIZE AND COMPOSITION

- Visitors traveled in a party composed of 2.8 people[1]
- 28% traveled with children under the age of 18
- 39% traveled as a couple while
  35% traveled as a family

[1]Source: Visitor Tracking Survey, includes all types of visitors

DEMOGRAPHIC PROFILE

CY 2025 Visitors:

- Median age of 52 years old
- Median household income of $112,500
- Married (73%)
- College educated (64%)
- Caucasian/white (81%)

Visitor Journey: Trip Experience

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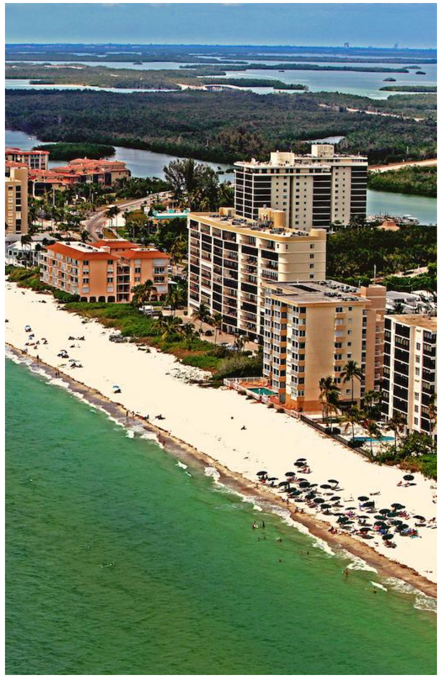
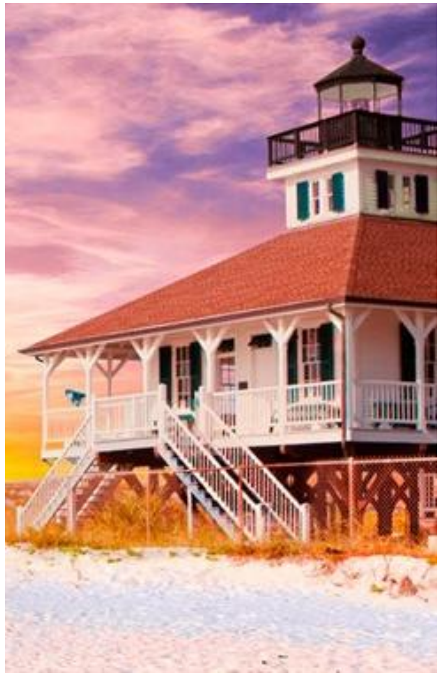
RESEARCH

ACCOMMODATIONS

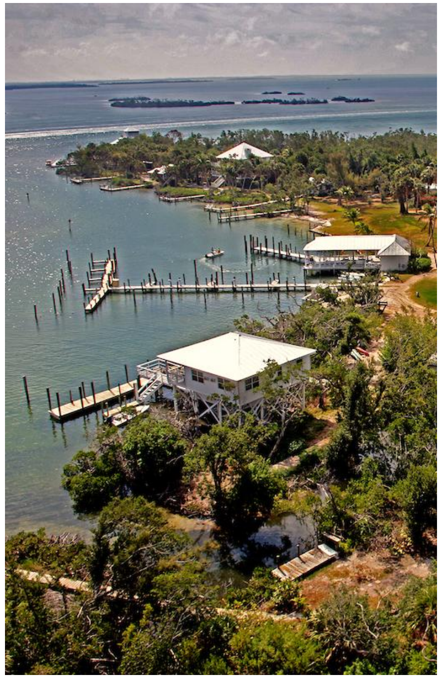
37% Hotel/Motel/Resort/B&B



25% Condo/Vacation Rental



17% Friends/Family Home



14% Personal Condo/2nd Home

LENGTH OF STAY & NUMBER OF TIMES IN DESTINATION

- Visitors[1] spent **6.4 nights** in the Fort Myers area
- **24%** were **first time** visitors
- **22%** have visited **more than 10 times**

[1]Source: Visitor Tracking Survey, includes all types of visitors

VISITOR ACTIVITIES

- Top visitor activities include[1]:

70% Relax & unwind

67% Dining

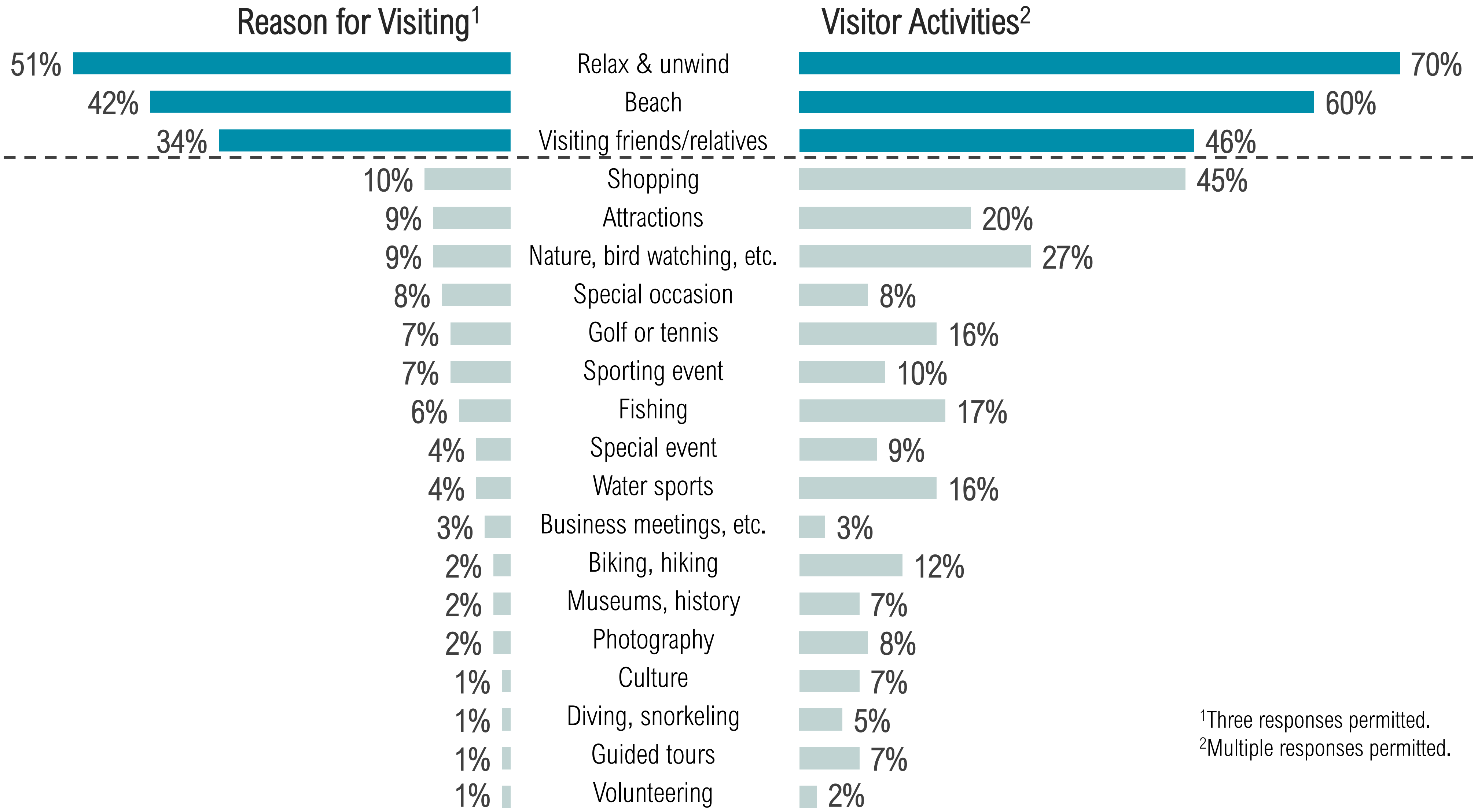
60% Beaches

[1]Multiple responses permitted.

REASON FOR VISITING VS. VISITOR ACTIVITIES

Key Reasons for Visiting

Trip Enhancements



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

TOP COMMUNITIES STAYED

33% Fort Myers

17% Fort Myers Beach

13% Cape Coral

9% Bonita Springs

9% Sanibel Island

VISITOR JOURNEY: POST-TRIP EVALUATION

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

SATISFACTION

- 93% of visitors are likely to recommend the area
  - 60% are very likely to recommend
- 93% of visitors are likely to return
  - 66% are very likely to return
- 77% of visitors are likely to return next year
  - 57% are very likely to return next year

SATISFACTION

- **97%** of visitors were **satisfied or very satisfied with their overall visit** to the Fort Myers area (63% were very satisfied)
- **94%** of visitors were **satisfied or very satisfied with customer service** on their visit (60% were very satisfied)
- **46%** of visitors said paid accommodations **exceeded their expectations** (97% met or exceeded expectations)

TOP ATTRIBUTE RATINGS

→Visitors gave the highest ratings to the following destination attributes[1] of the Fort Myers area:

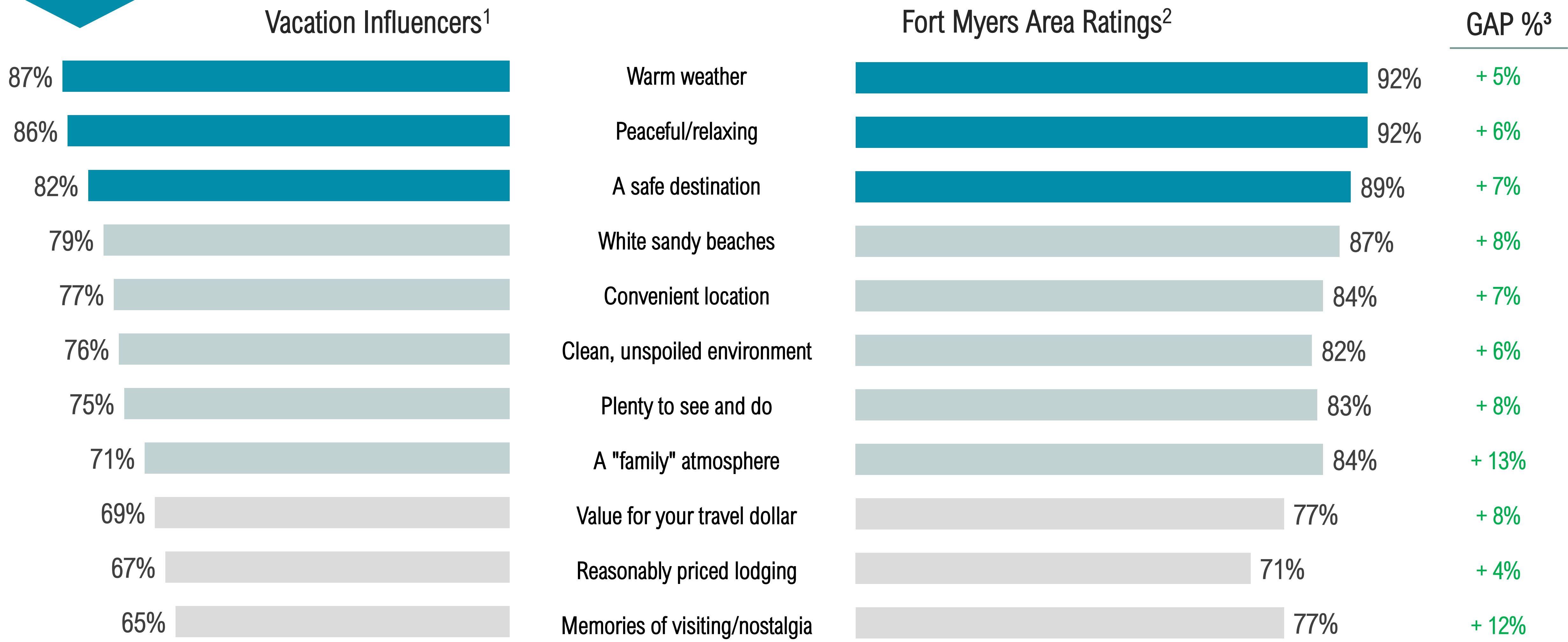
92% Warm weather

92% Peaceful/relaxing

89% A safe destination

[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.
[3]Gap is the difference between Fort Myers Area Ratings and the score for Vacation Influencers. A positive GAP is preferred.

VISITOR CONCERNS

- Nearly 1 in 3 visitors expressed concern about the traffic they experienced in the Fort Myers area during their trip
- Visitors also expressed concern regarding insects, high prices, and damaged buildings
- 30% of visitors had no concerns about the destination

AREA DESCRIPTIONS

Warm Weather

"Fort Myers is such a great place to visit if you're looking for a change of pace. Coming from CT, I really appreciate the warm weather. It's definitely a nice escape from the cold and a spot I'd recommend."

Peaceful & Relaxing

"Fort Myers is a beautiful and peaceful place to visit. The area has a very relaxed atmosphere that makes it easy to enjoy. There are plenty of restaurants, outdoor activities, and friendly people; it's a great spot to relax and explore."

Safe Destination

"A safe destination with more to do than you might expect. Soft sandy white beaches, temperate balmy weather. Horizons that stretch out forever and fun cute places to shop."

Detailed Findings

VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION

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

TOURISM SNAPSHOT: CALENDAR YEAR 2025

Visitor & Lodging Statistics	2024	2025	% Change
Visitors	3,199,500	3,320,700	3.8%
Visitor Days[1]	20,420,100	21,092,400	3.3%
Room Nights	4,405,000	4,738,000	7.6%
Direct Expenditures[2]	$3,083,501,800	$3,311,176,600	7.4%
Total Economic Impact[3]	$4,779,936,100	$5,125,065,900	7.2%
TDT Collections	$43,887,900	$48,238,100	9.9%

[1] Visitor Days reflect the total amount of days that visitors spent in the destination including all visitor types and not just those who stayed in paid accommodations.
[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. This economic impact estimate does not account for leakage outside of Lee County.

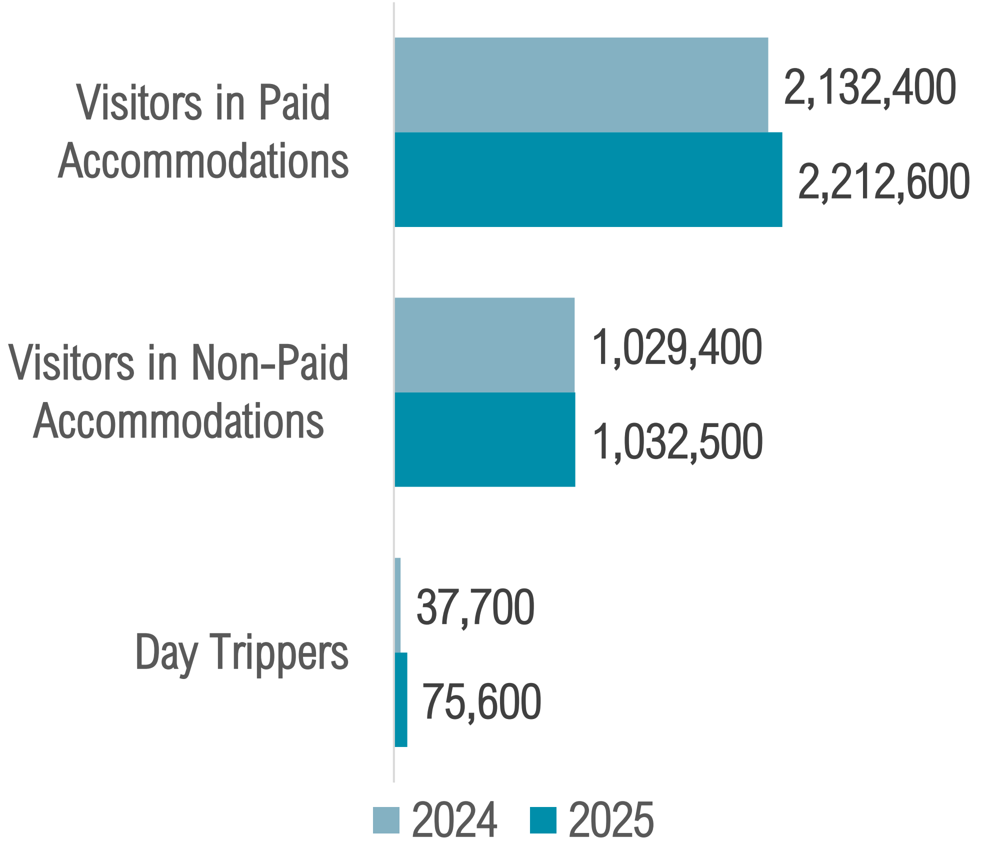
JOBS, WAGES, AND TAXES SUPPORTED BY TOURISM

Jobs, Wages, and Taxes Supported	2024	2025	% Change
Direct Jobs	21,033	22,297	6.0%
Total Jobs[1]	29,055	30,881	6.3%
Direct Wages	$731,445,300	$790,283,500	8.0%
Total Wages[1]	$1,099,116,900	$1,190,302,900	8.3%
Visitors per Job Supported	110	108	-2.3%
Household Savings on Taxes	$871	$929	6.6%

[1] "Total wages" and "total taxes" are greater than "direct wages" and "direct taxes" because visitors direct spending is recirculated throughout the Lee County economy as employees and employers buy products and services with visitors' dollars.

NUMBER OF VISITORS

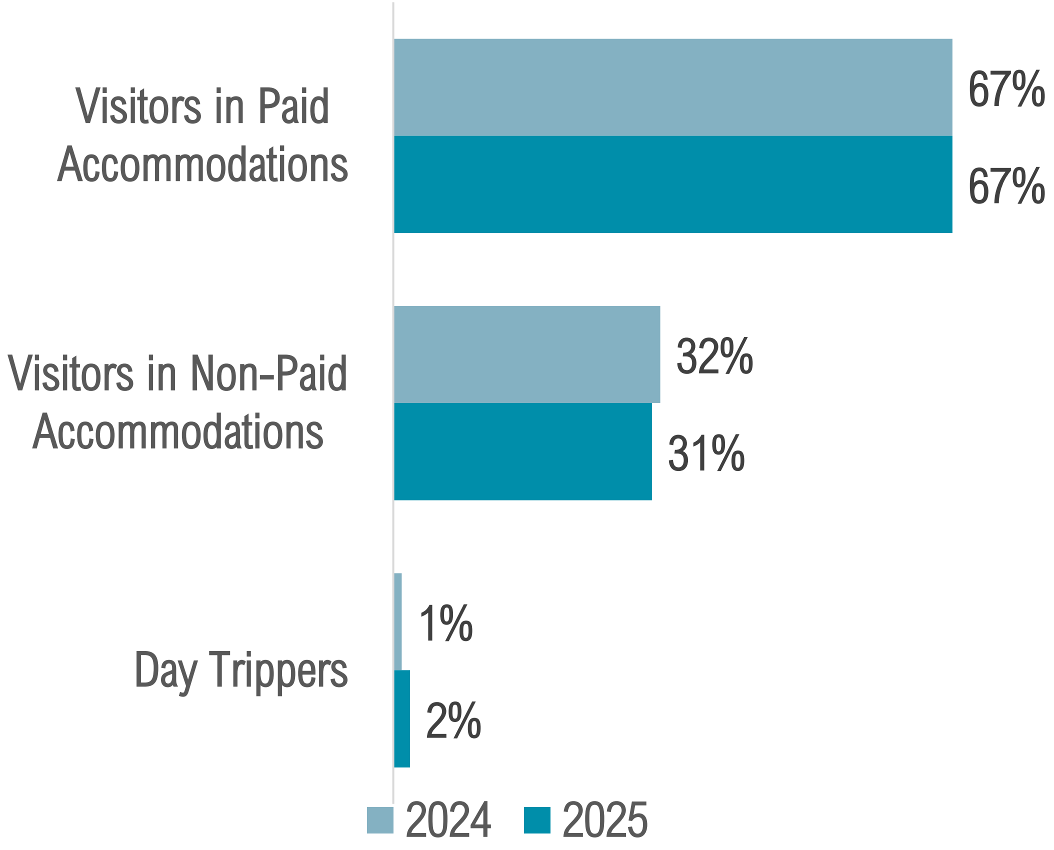
There were **3,320,700[1] visitors** to the Fort Myers area in 2025 (+3.8% from 2024).



[1]Sources: Visitor Tracking Study & Occupancy Survey

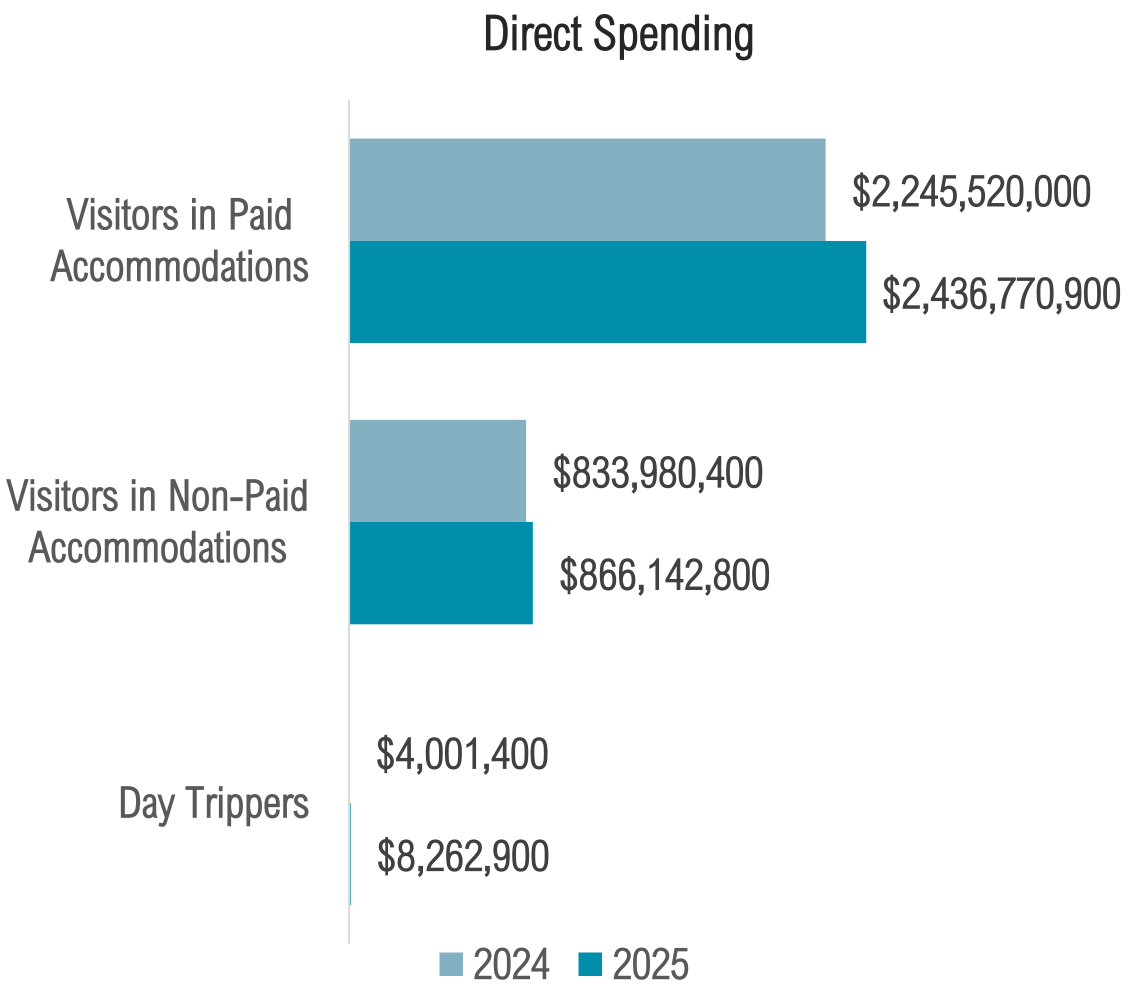
VISITOR TYPE

Visitors staying in **paid accommodations** accounted for **2 in 3** visitors in 2025.



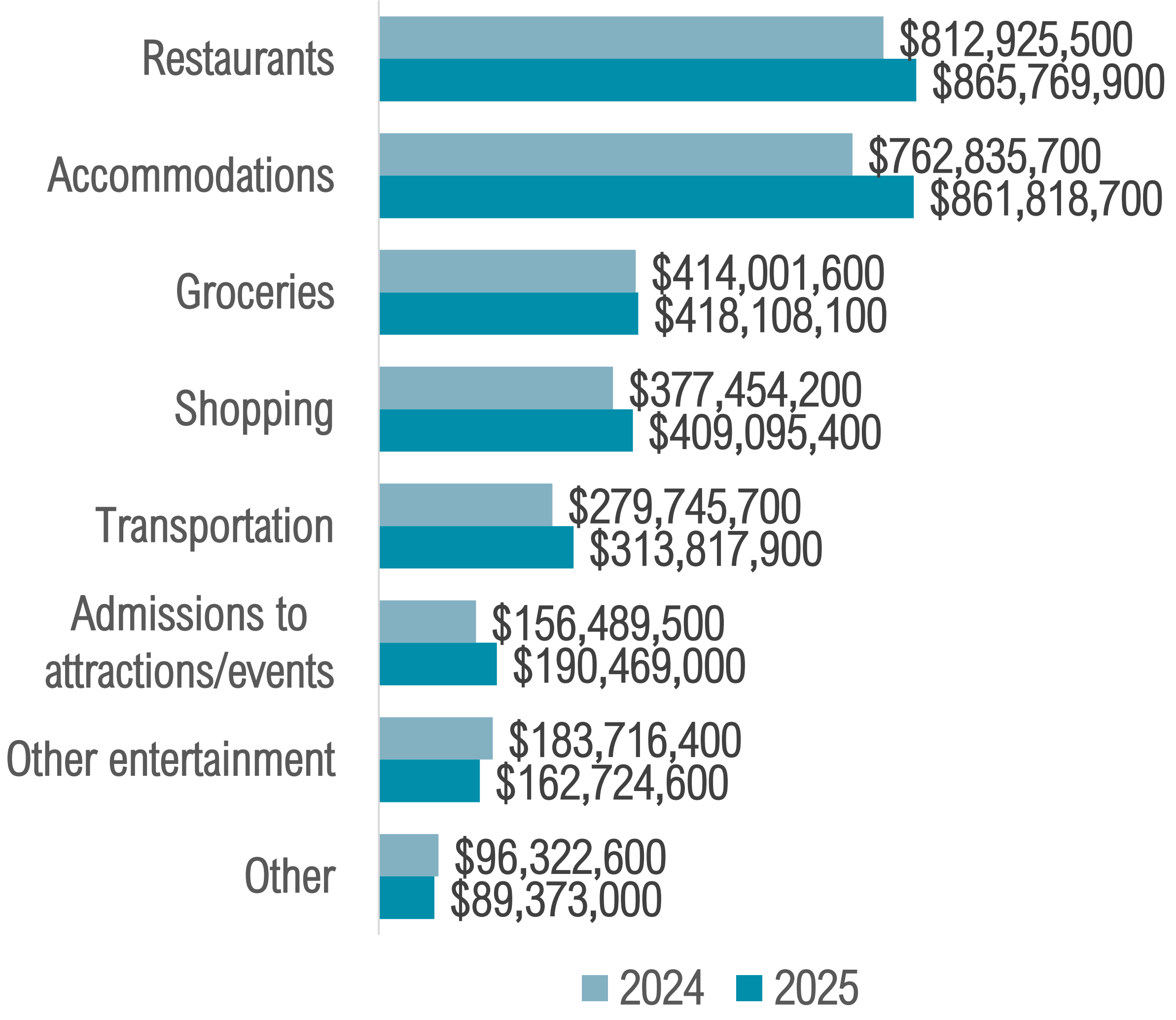
VISITOR EXPENDITURES BY VISITOR TYPE

2025 visitors spent **$3,311,176,600** in the Fort Myers area, resulting in a total economic impact of **$5,125,065,900**, up 7.4% and 7.2% from 2024, respectively.



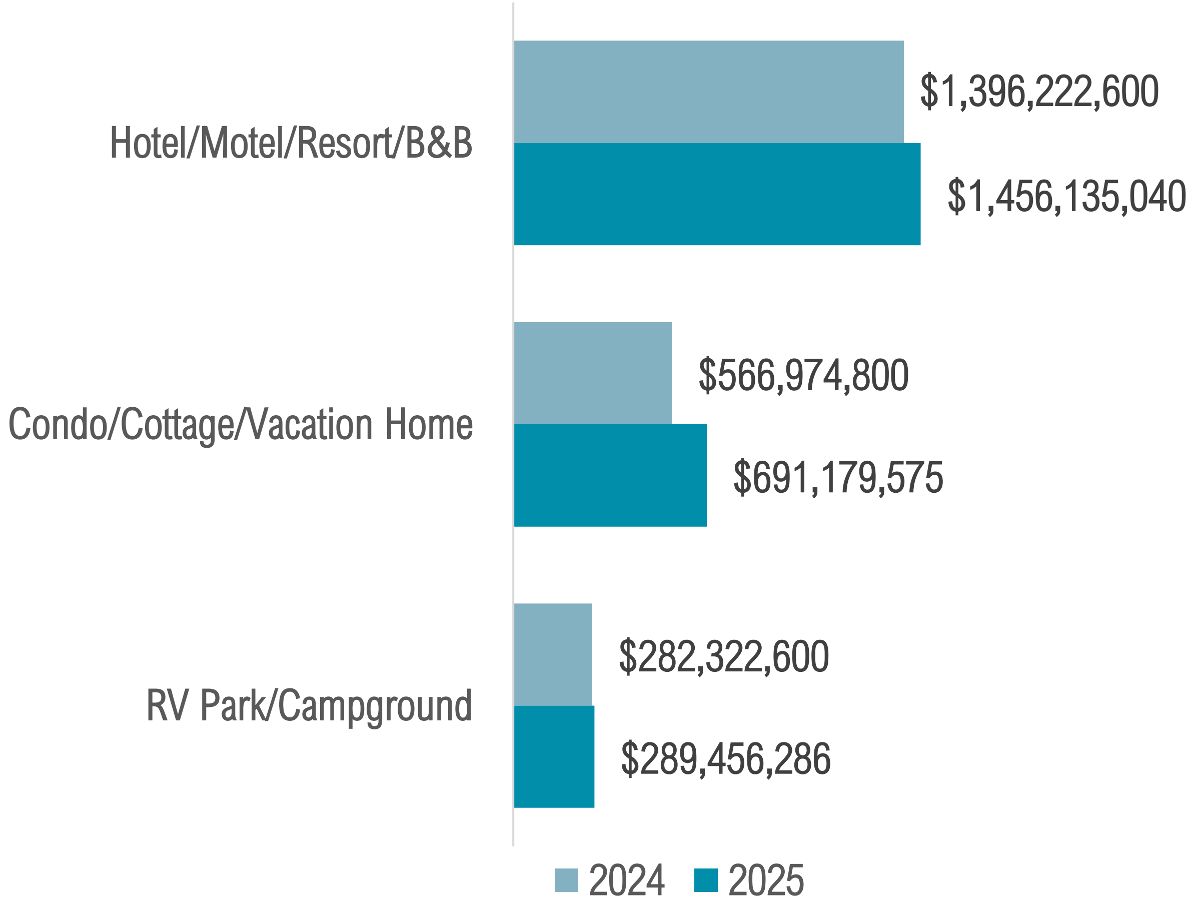
VISITOR EXPENDITURES BY SPENDING CATEGORY

Visitor spending on **accommodations** accounted for **26%** of total visitor spending in 2025.



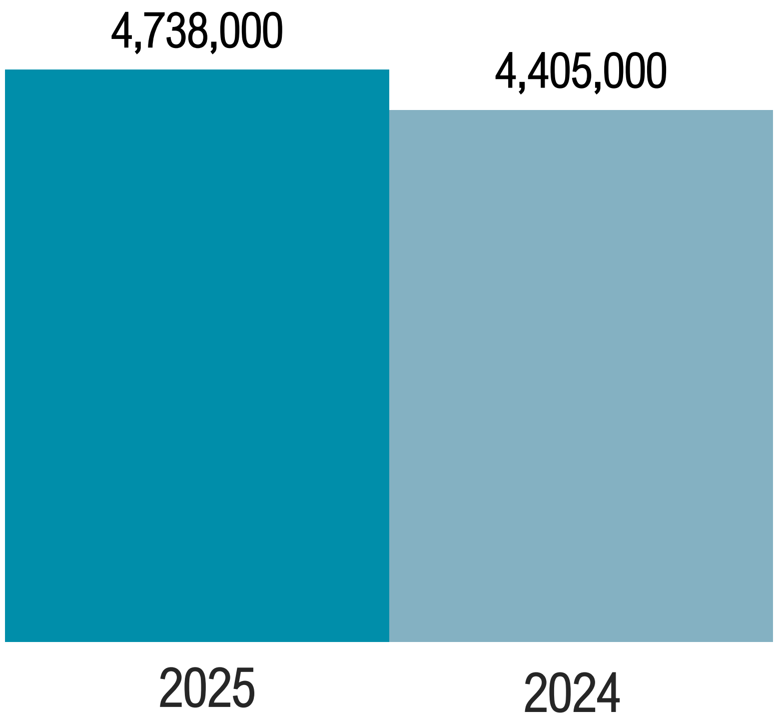
VISITOR EXPENDITURES BY LODGING TYPE

2025 visitors staying in **paid accommodations** spent **$2,436,770,900** in the Fort Myers area.



ROOM NIGHTS GENERATED

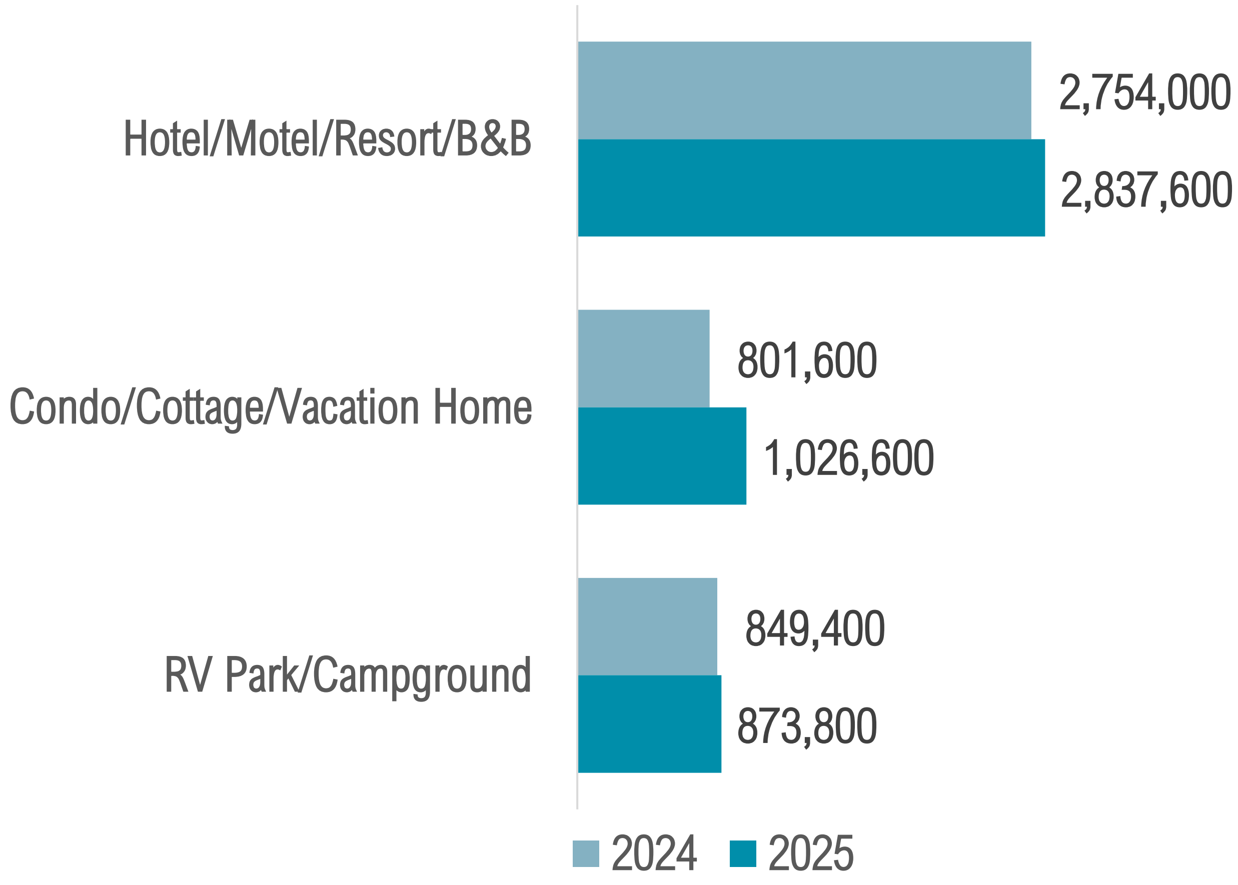
2025 visitors spent **4,738,000[1] nights** in the Fort Myers area. (+7.6% from 2024).



[1]Sources: Occupancy Survey, STR, and KeyData

ROOM NIGHTS GENERATED

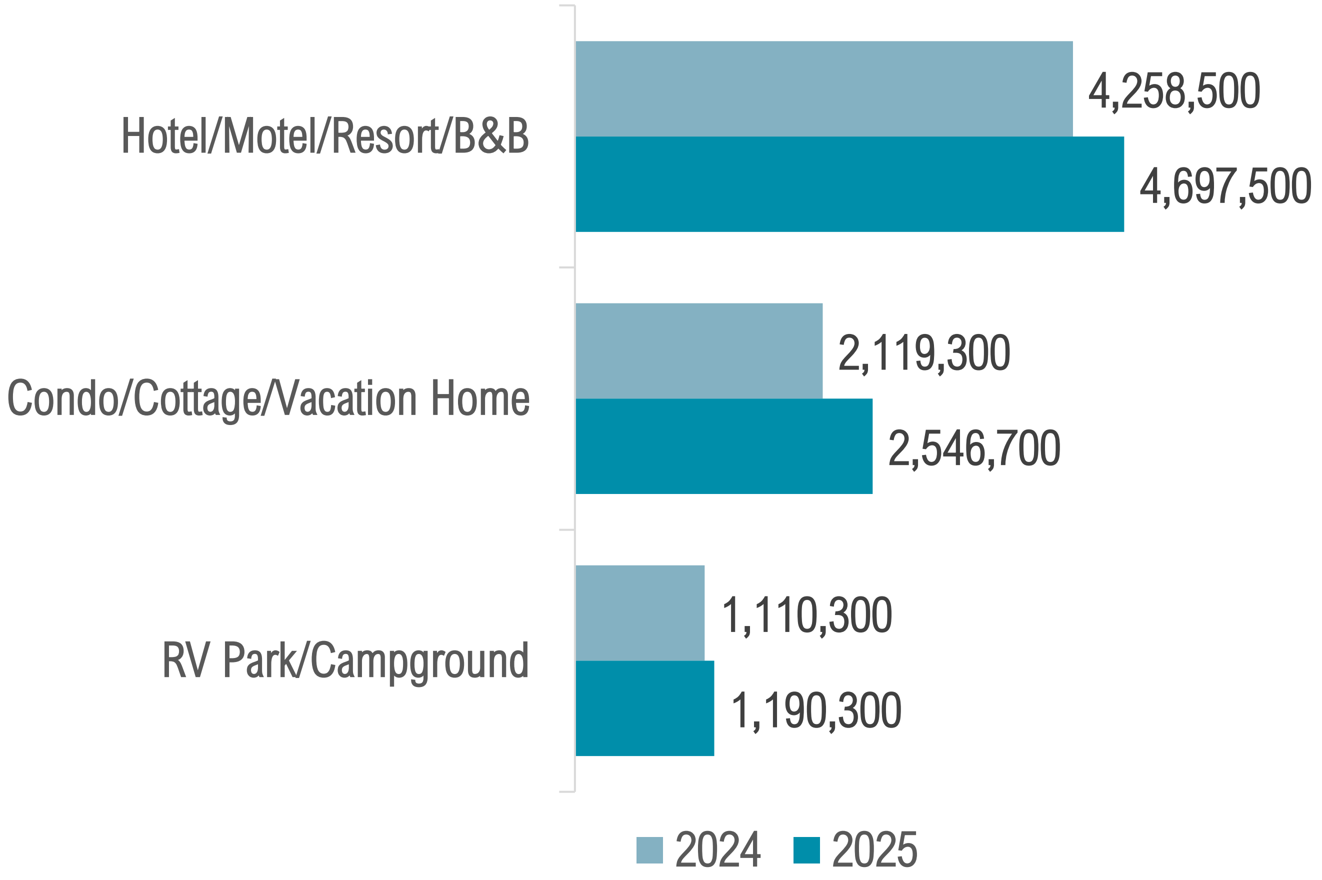
Hotels, motels, etc. accounted for **nearly 3 in 5** room nights generated in the Fort Myers area, while **condo, cottage, and vacation homes** and **RV parks and campgrounds** both accounted for **around 2 in 5** room nights.



[1]Sources: Occupancy Survey, STR, and KeyData

AVAILABLE ROOM NIGHTS

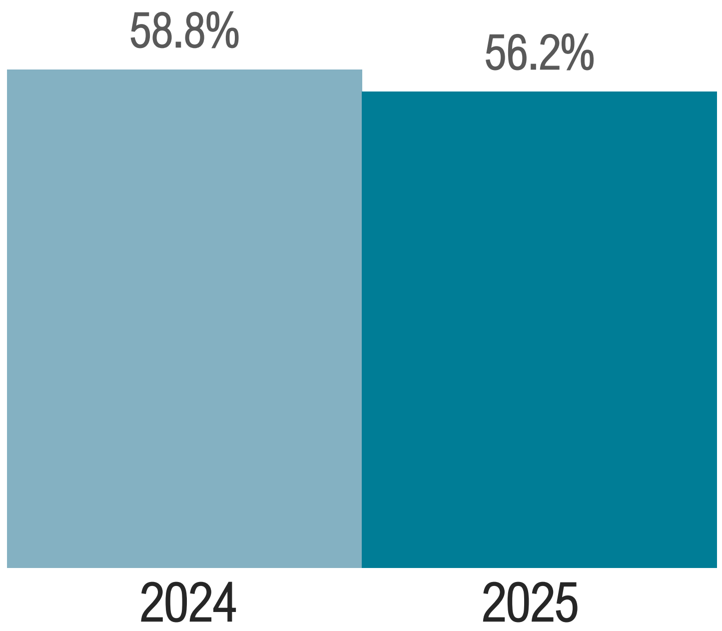
There were **8,434,500[1] available room nights** in 2025 vs. 7,488,100 in 2024 (+12.6%).



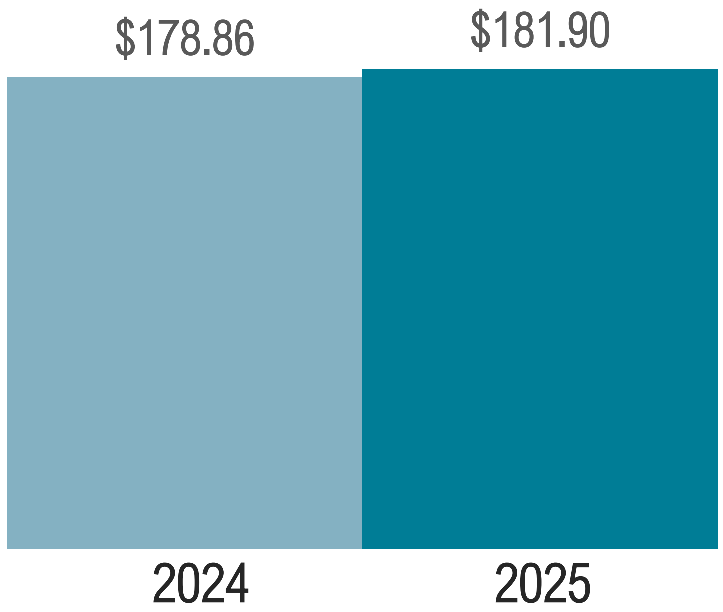
[1]Sources: Occupancy Survey, STR, and KeyData

OCCUPANCY, ADR AND REVPAR[1]

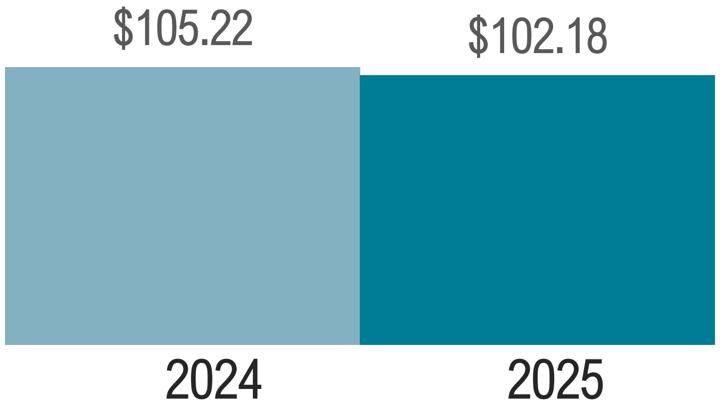
Occupancy (-4.5%)[2]



ADR (+1.7%)



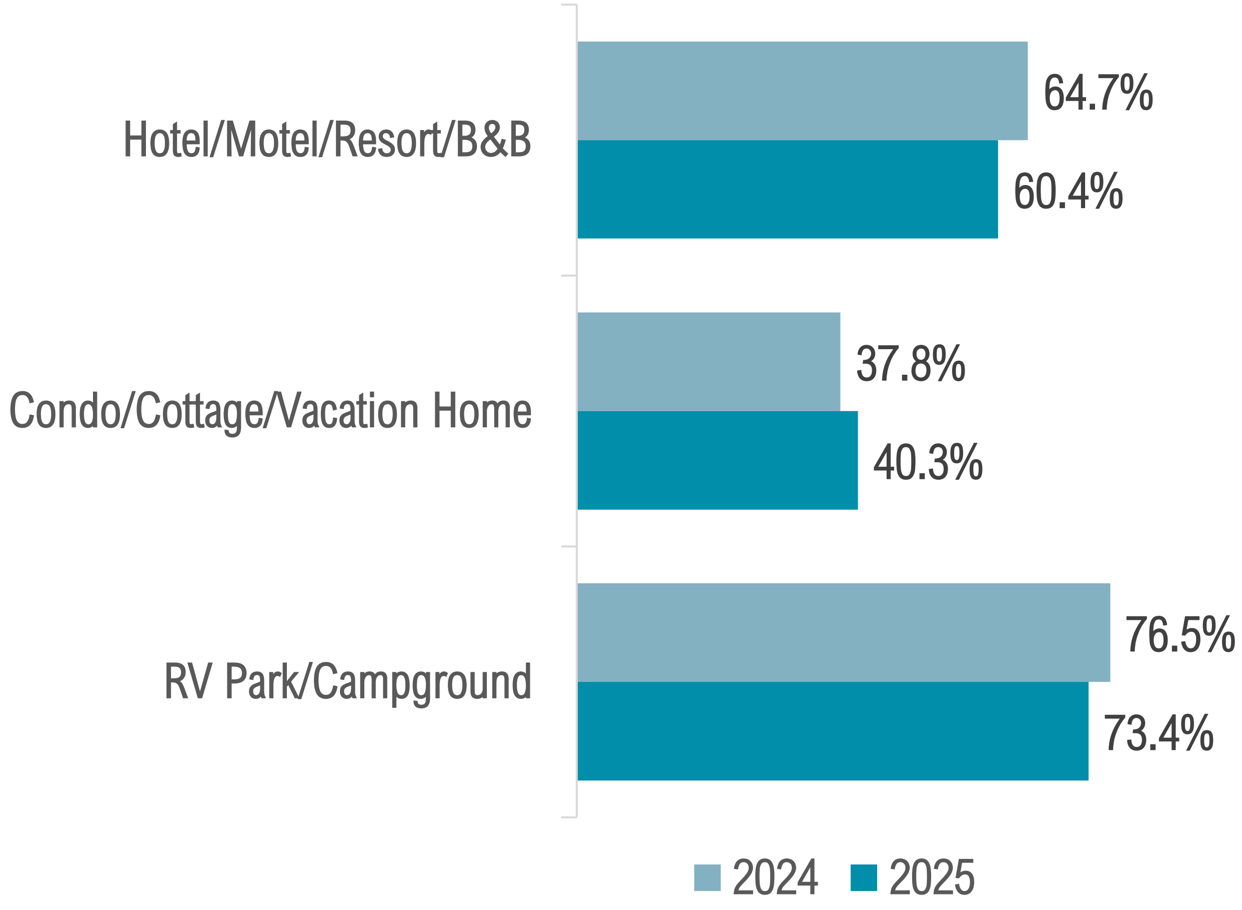
RevPAR (-2.9%)



[1] Sources: Occupancy Survey, STR, & KeyData
[2] There were 12.6% more room nights available in 2025 than in 2024.

OCCUPANCY

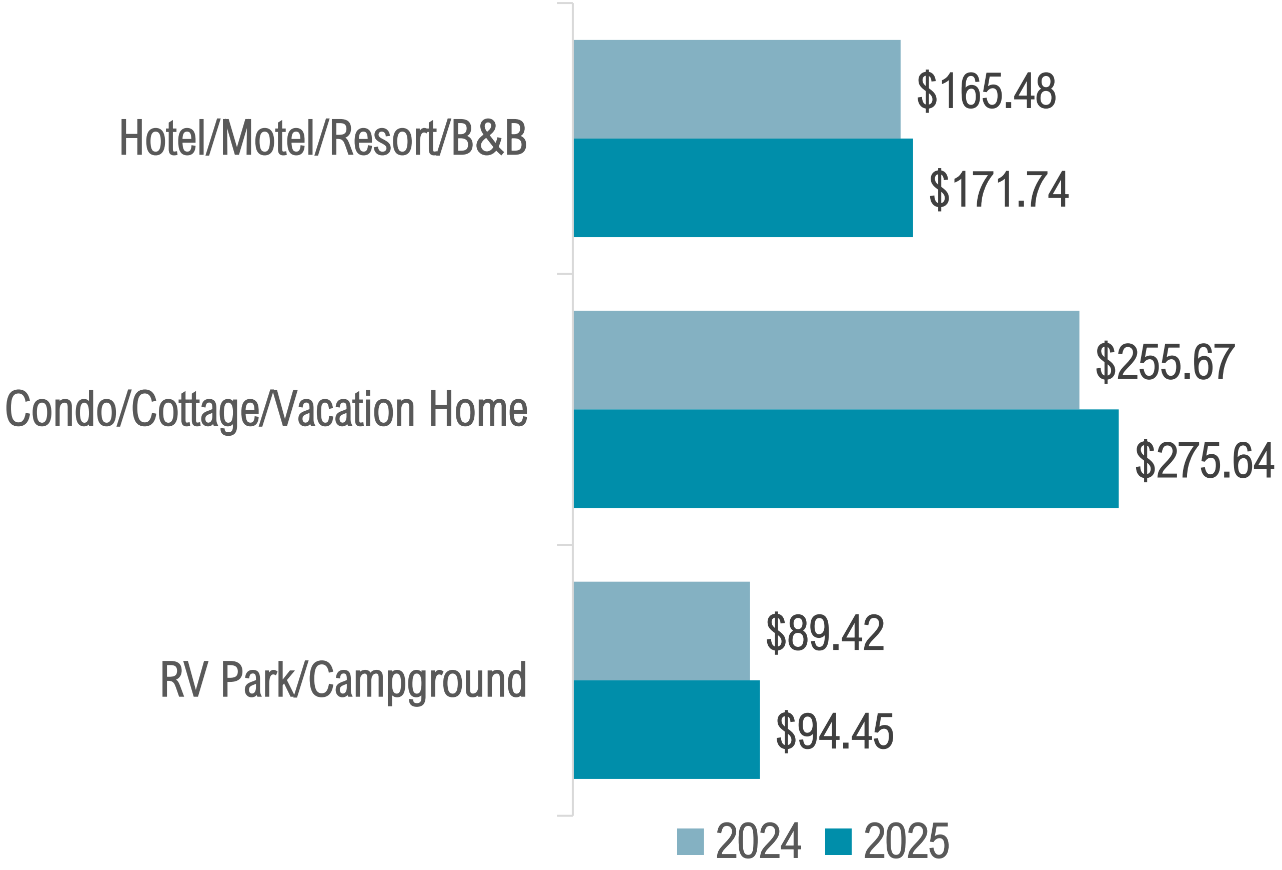
Average **occupancy** in 2025 was **56.2%**[1] (58.8% in 2024).



[1]Sources: Occupancy Survey, STR, and KeyData

ADR

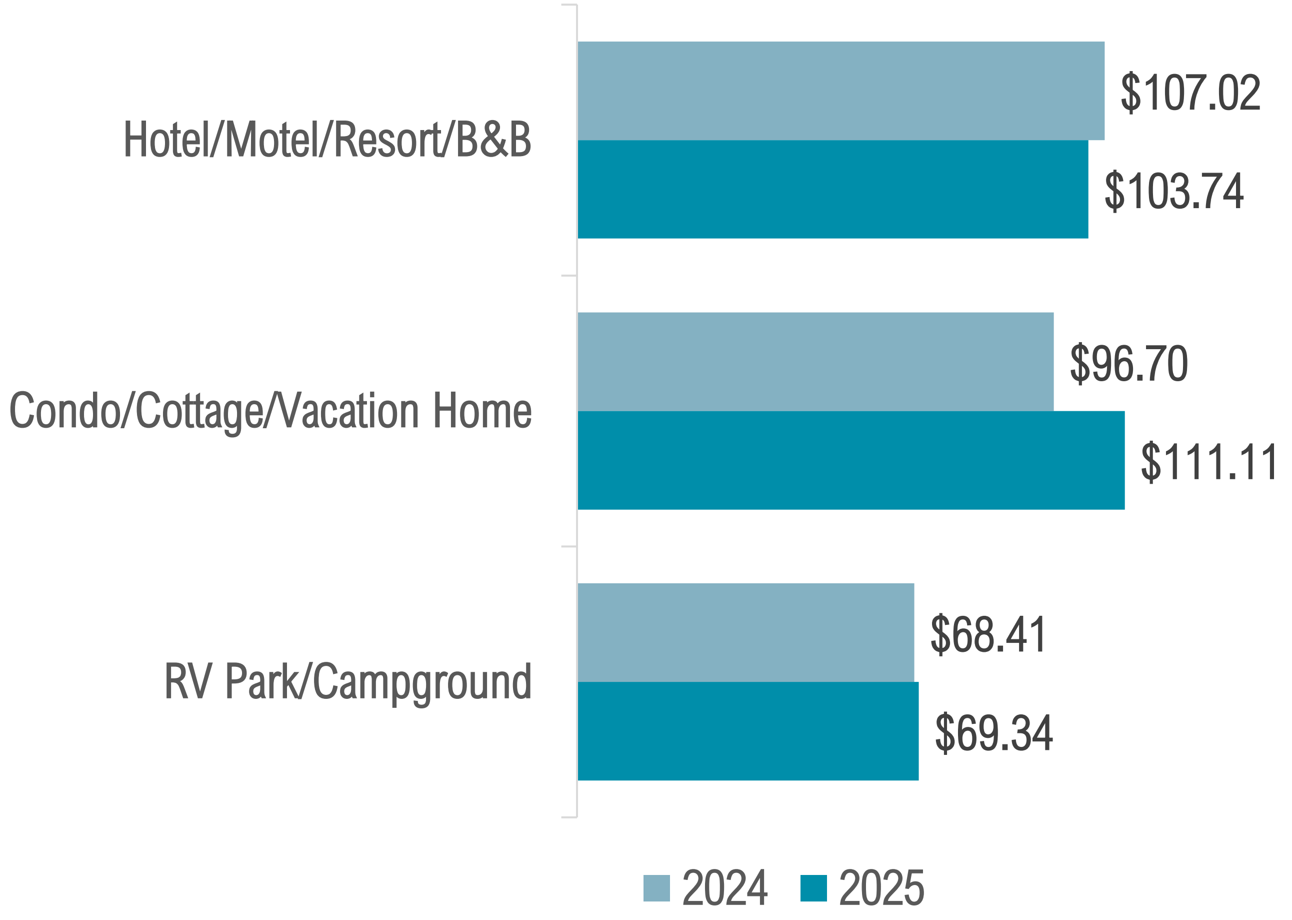
ADR in 2025 was **$181.90**[1] ($178.86 in 2024).



[1]Sources: Occupancy Survey, STR, and KeyData

REVPAR

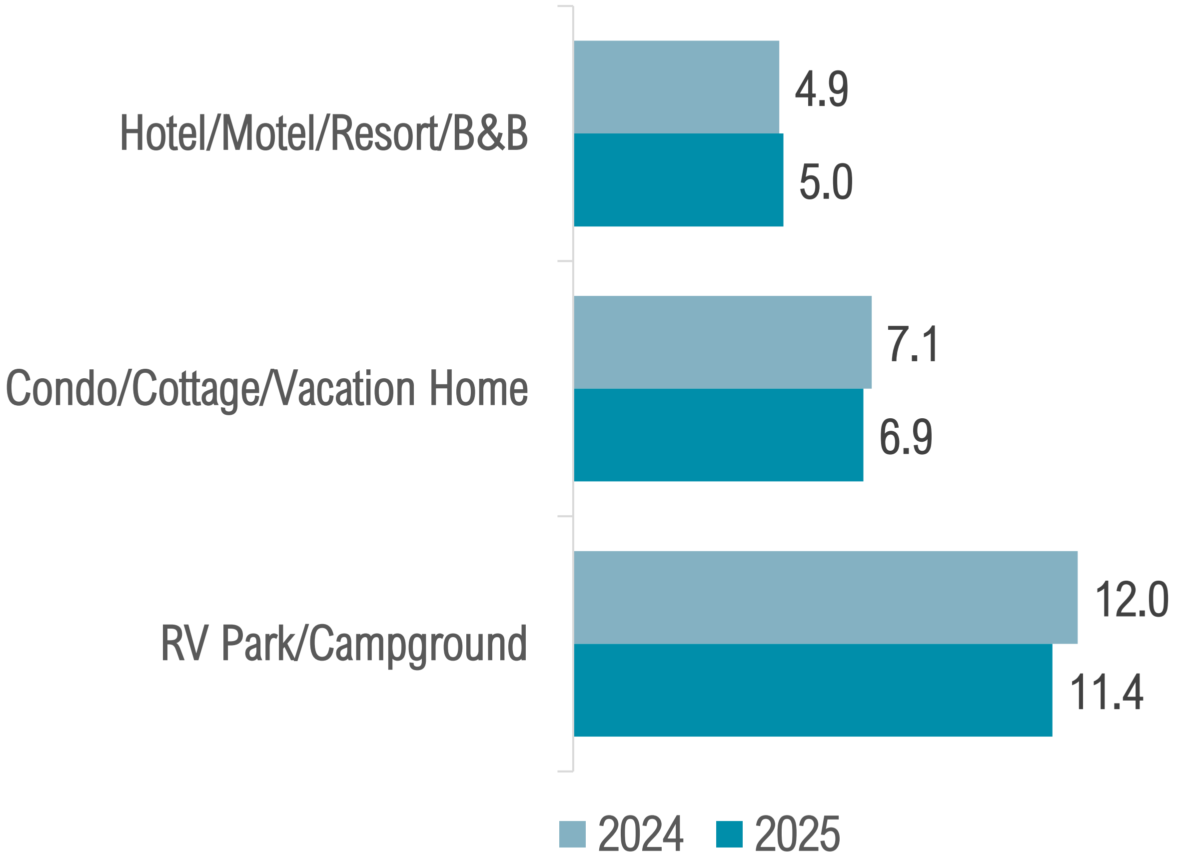
Average **RevPAR** in 2025 was **$102.18**[1] ($105.22 in 2024).



[1]Sources: Occupancy Survey, STR, and KeyData

LENGTH OF STAY

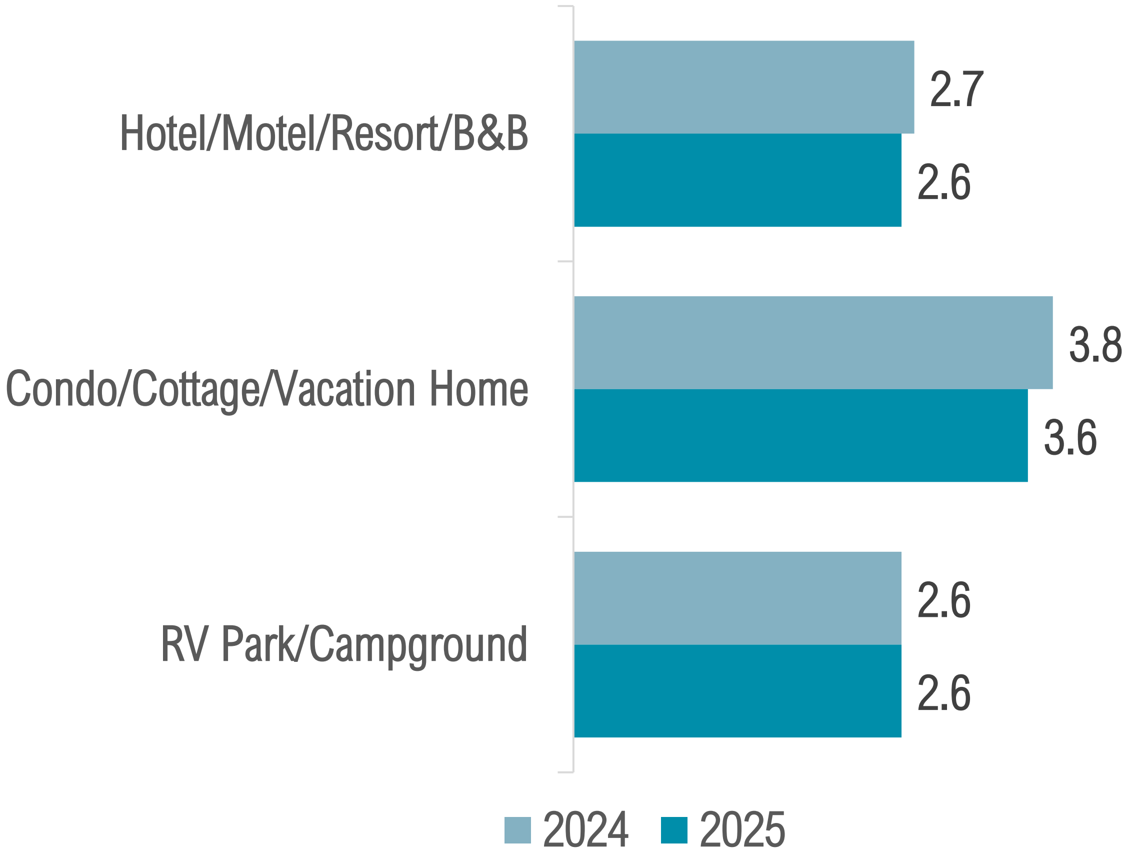
For visitors in **paid accommodations**, average length of stay in 2025 was 6.0 nights[1] (6.0 nights in 2024).



[1]Sources: Occupancy Survey, STR, and KeyData

TRAVEL PARTY SIZE

For visitors in **paid accommodations**, average **travel party size** in 2025 was **2.8 people**[1] (2.9 people in 2024).



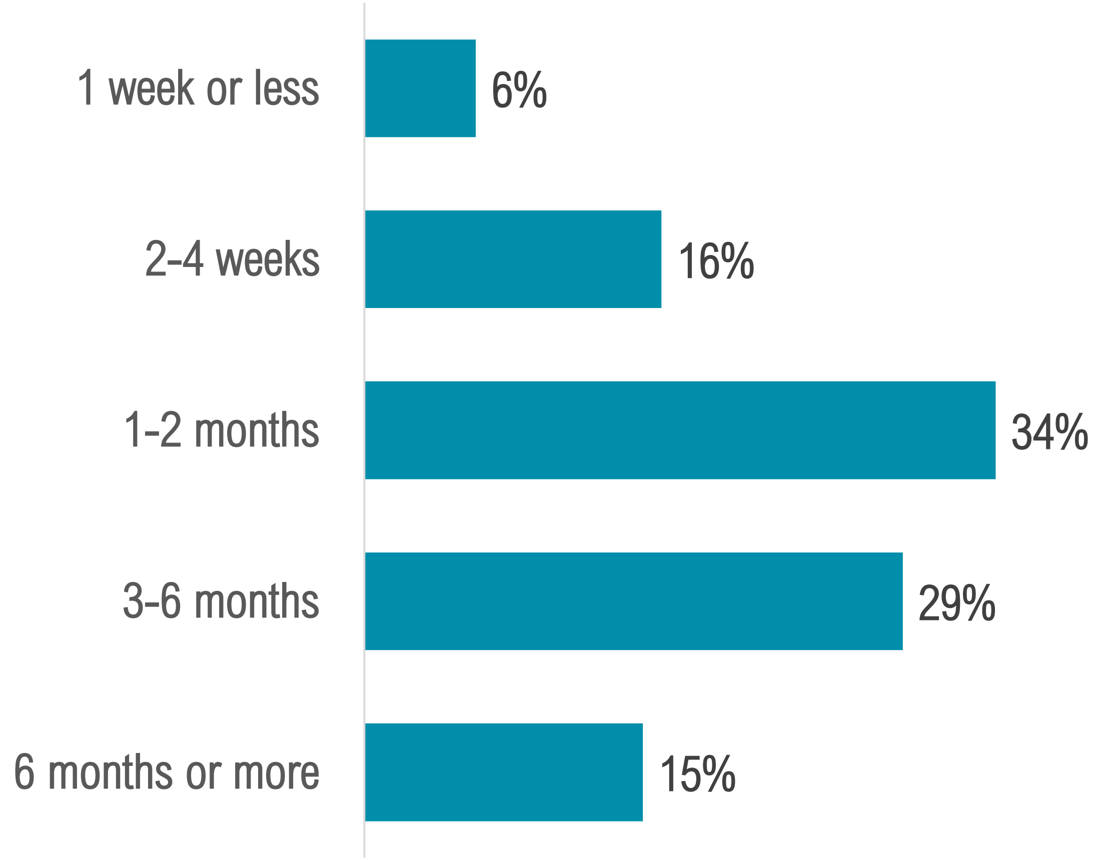
[1]Sources: Occupancy Survey, STR, and KeyData

VISITOR JOURNEY: PRE-VISIT

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

TRIP PLANNING CYCLE

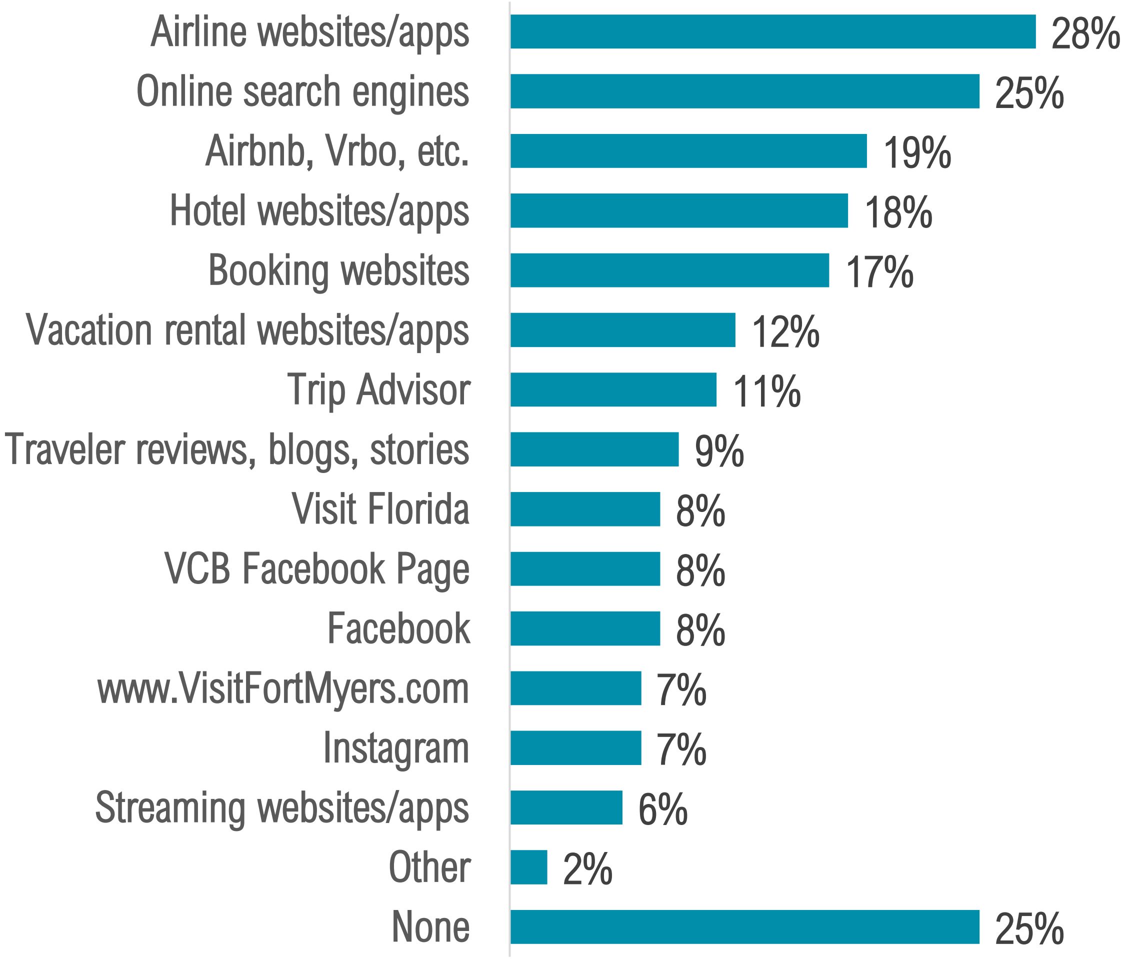
3 of 4 visitors planned their trip 1-2 months or more in advance, while 22% planned their trip in 1 month or less.



TRIP PLANNING: WEBSITES USED[1]

Websites continue to be most utilized by visitors to plan their trips to the Fort Myers area.

Over 1 in 4 visitors used airline websites/apps and 1 in 4 used online search engines to plan their trips in 2025.



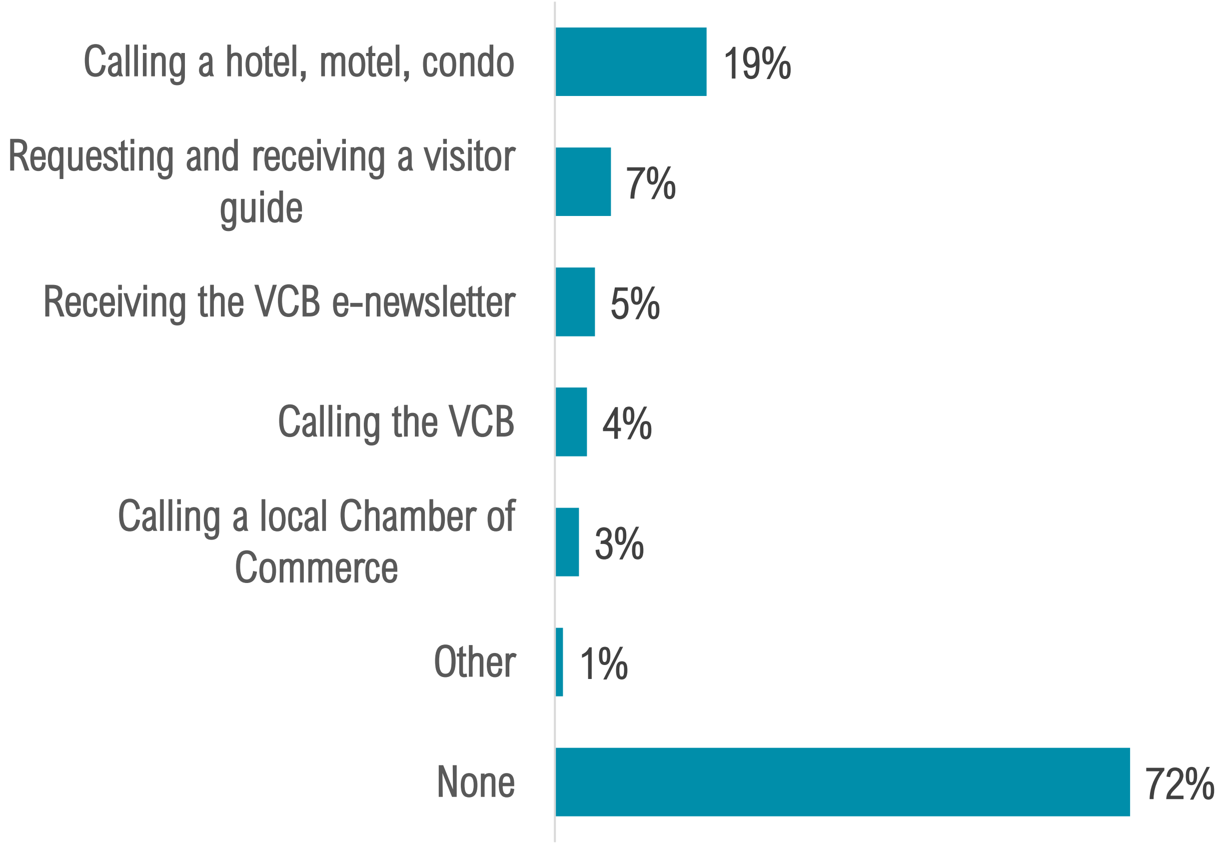
[1]Multiple responses permitted.

TRIP PLANNING: INFORMATION REQUESTS[1]

Nearly 3 in 10 visitors made **information requests** to plan their trips to the Fort Myers area.

Visitors who sought information prior to their trips were most likely to rely on a **hotel, motel, or condo**.

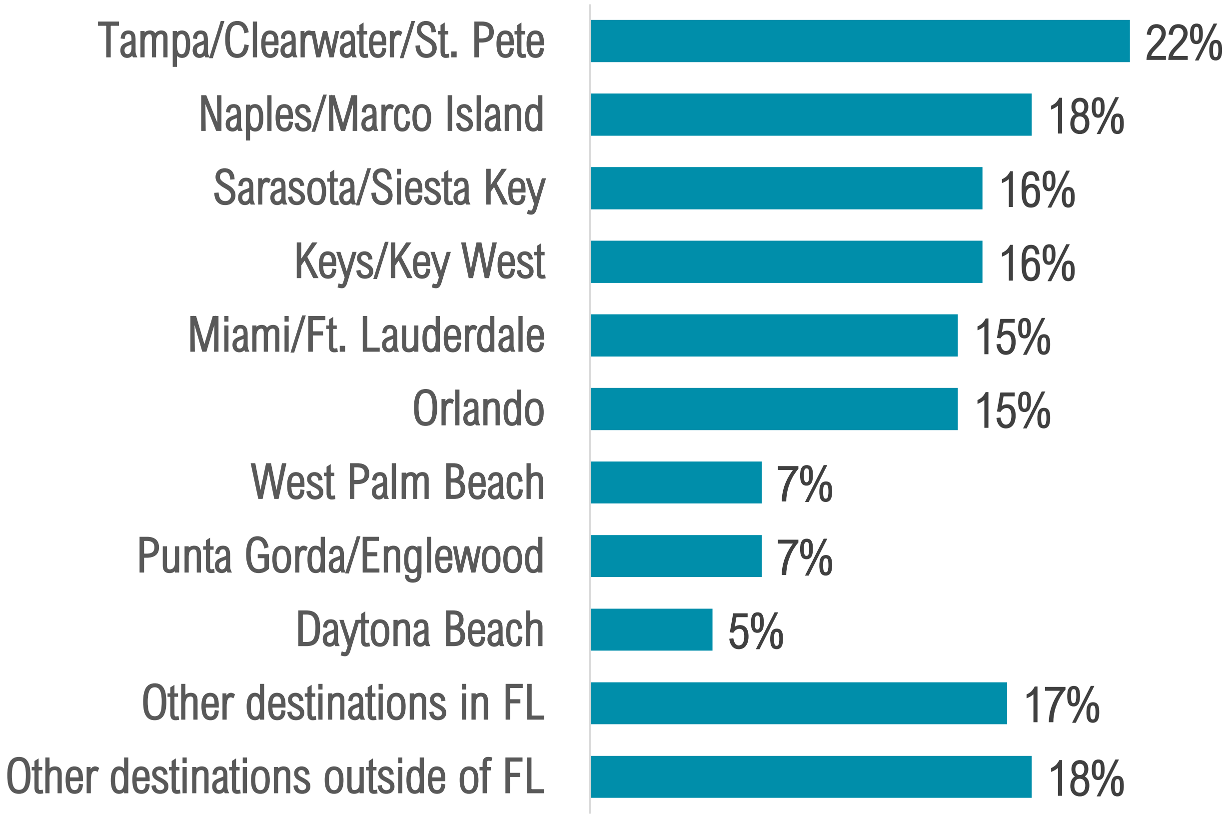
Visitors were **less likely** to **make information requests** in 2025 (-2% points).



[1]Multiple responses permitted.

TRIP PLANNING: OTHER DESTINATIONS CONSIDERED[1]

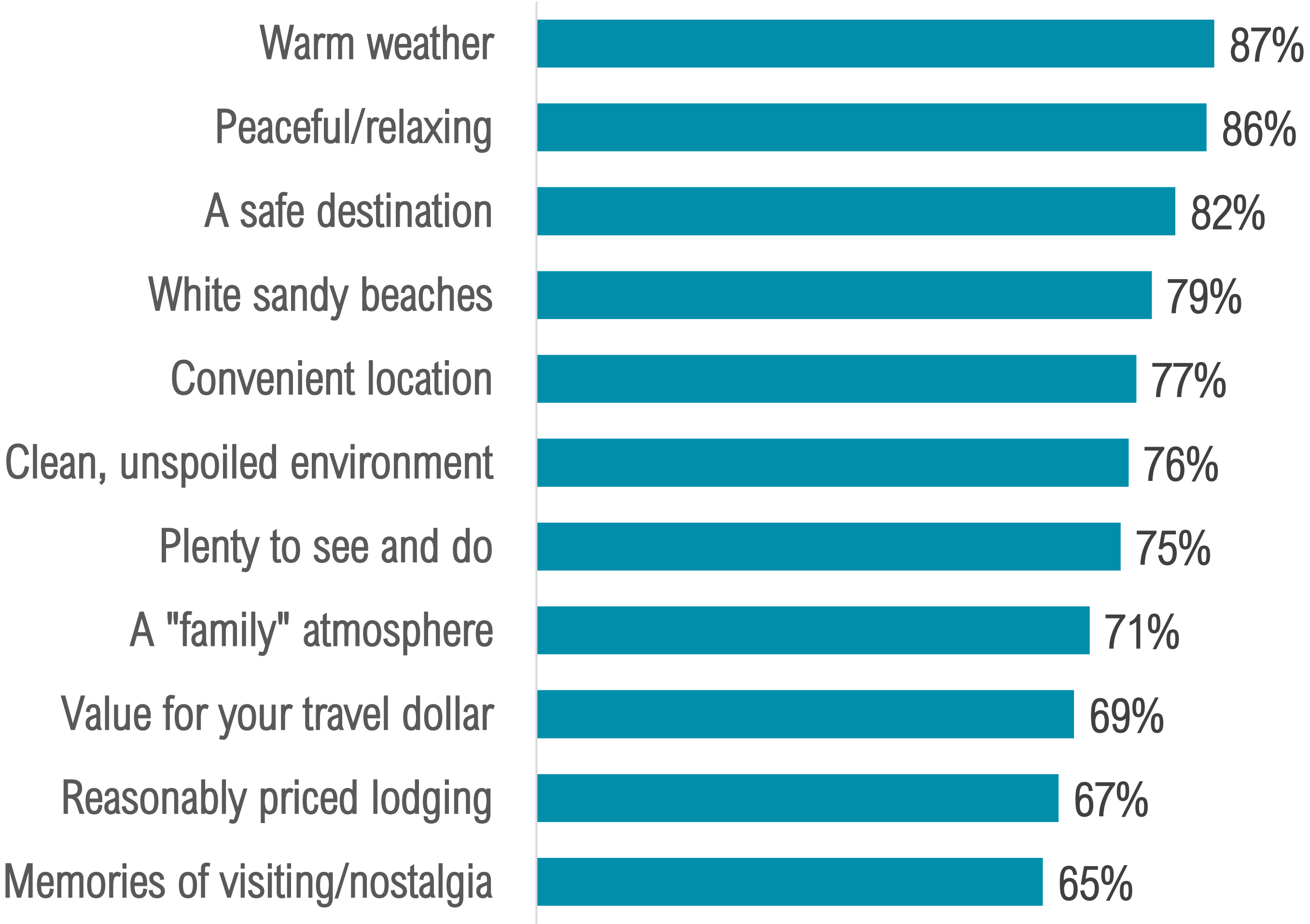
25% of visitors considered choosing other destinations when planning their trips.



[1]Multiple responses permitted.

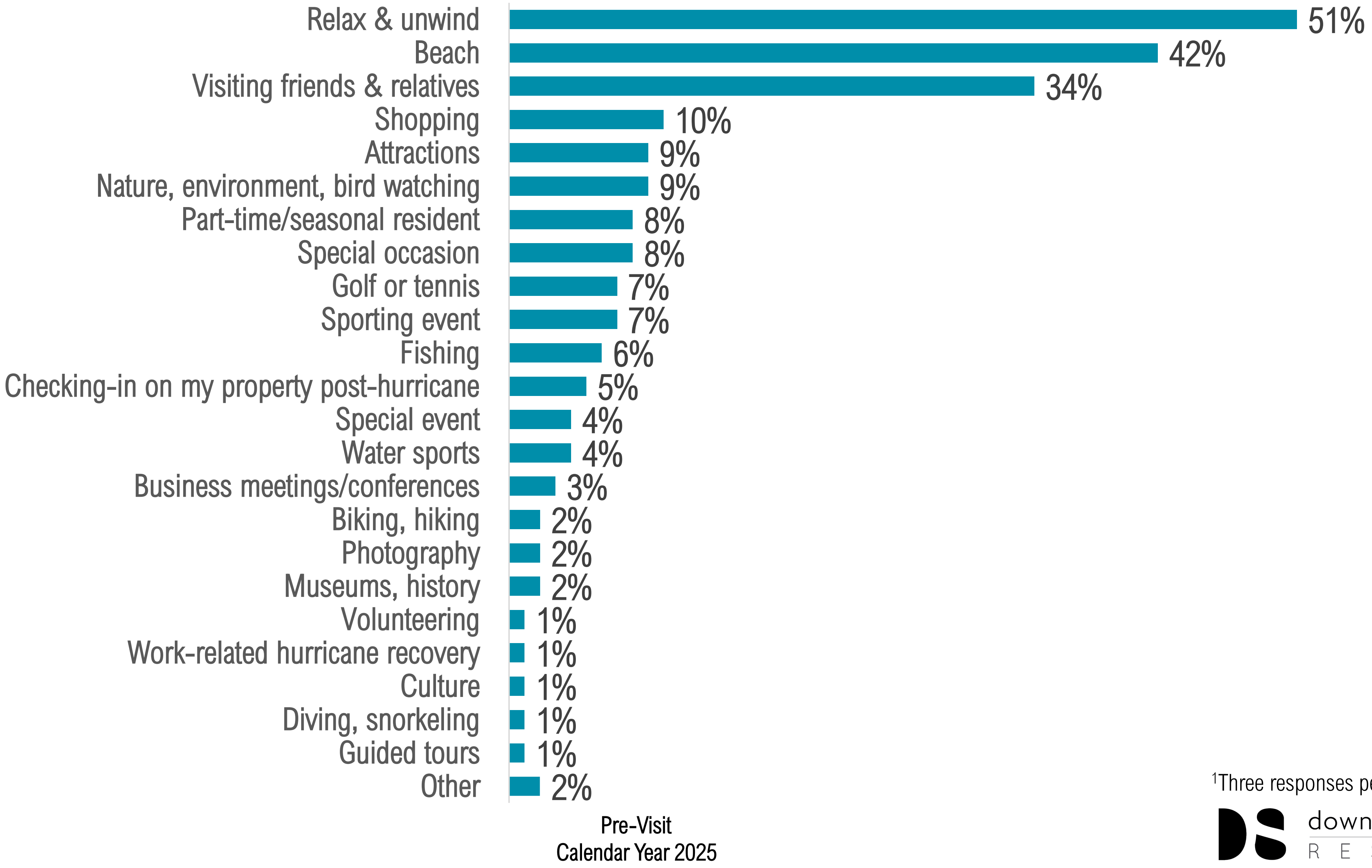
TRIP INFLUENCERS[1]

Nearly 9 in 10 visitors were heavily influenced by the Fort Myers area's warm weather and peaceful/relaxing vibe 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.

REASONS FOR VISITING[1]



[1]Three responses permitted.

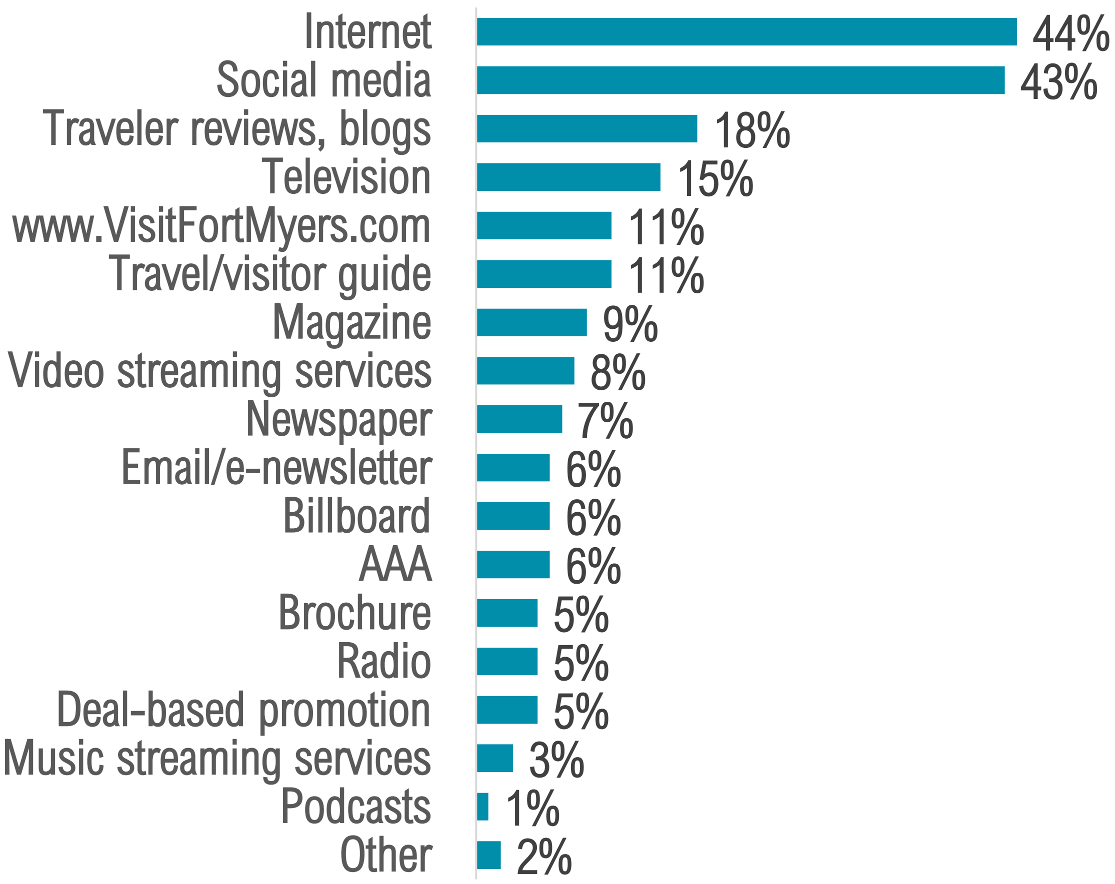
PROMOTIONS[1]

37% of visitors **recalled promotions** for the Fort Myers area, primarily on the **Internet** or **social media.**

Promotions influenced **21%** of all visitors surveyed to come to the Fort Myers area.

BASE: 37% of visitors who recalled promotions

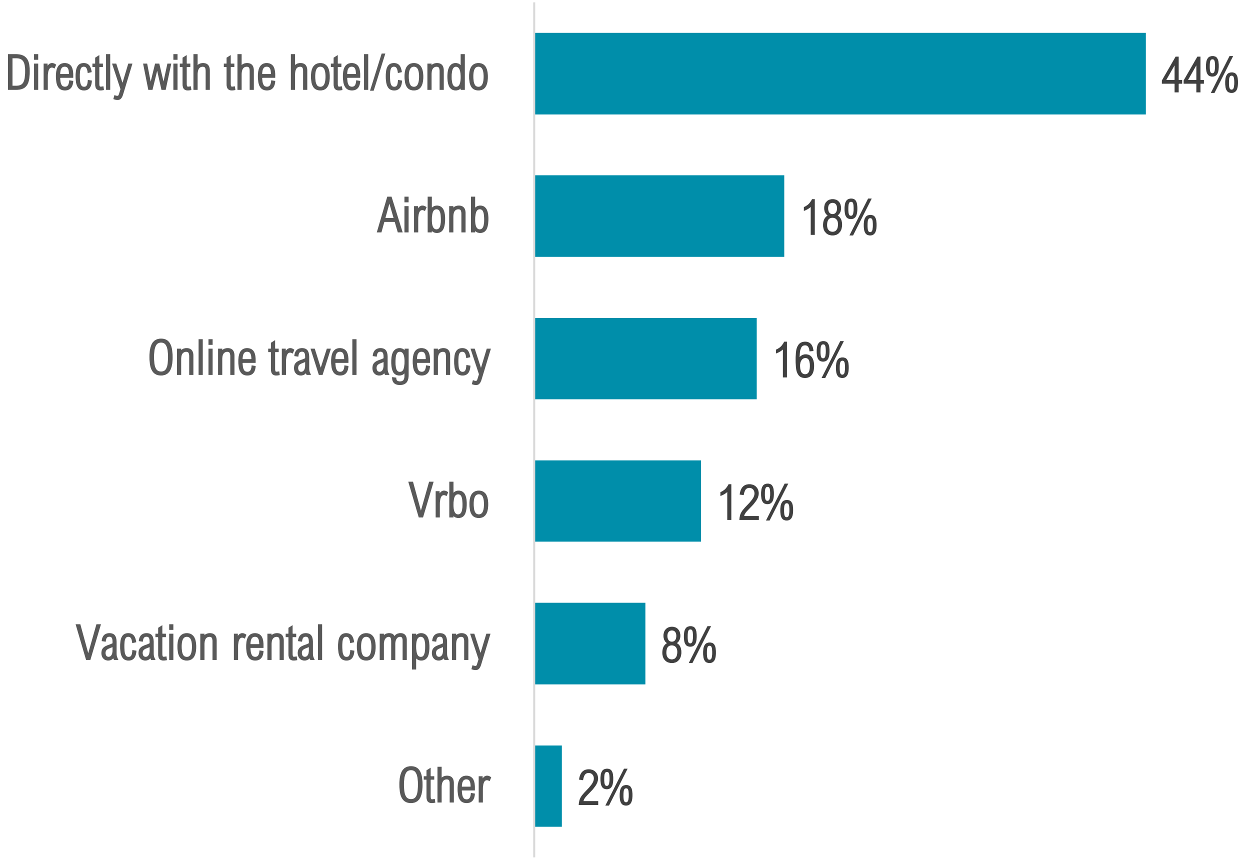
Source of Promotion



[1]Multiple responses permitted.

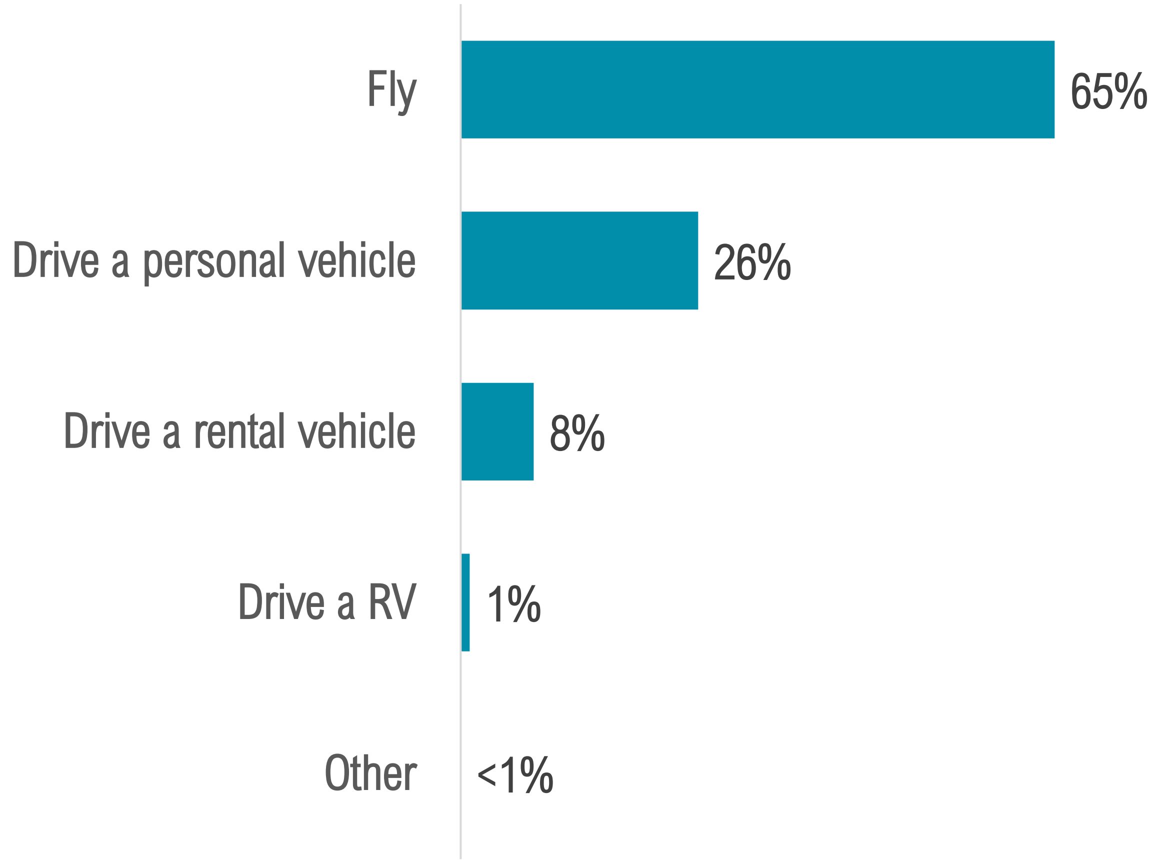
BOOKING

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



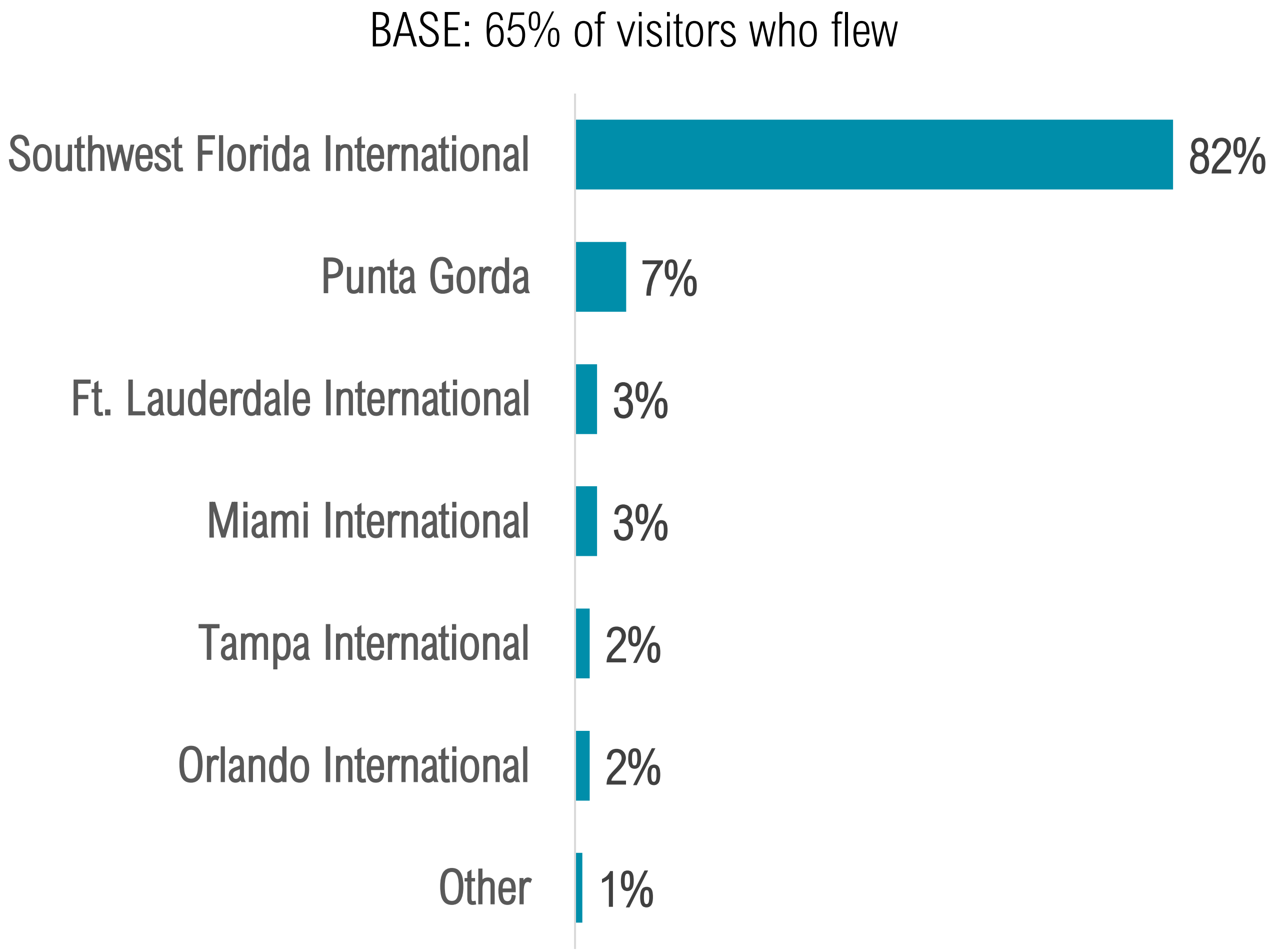
TRANSPORTATION

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



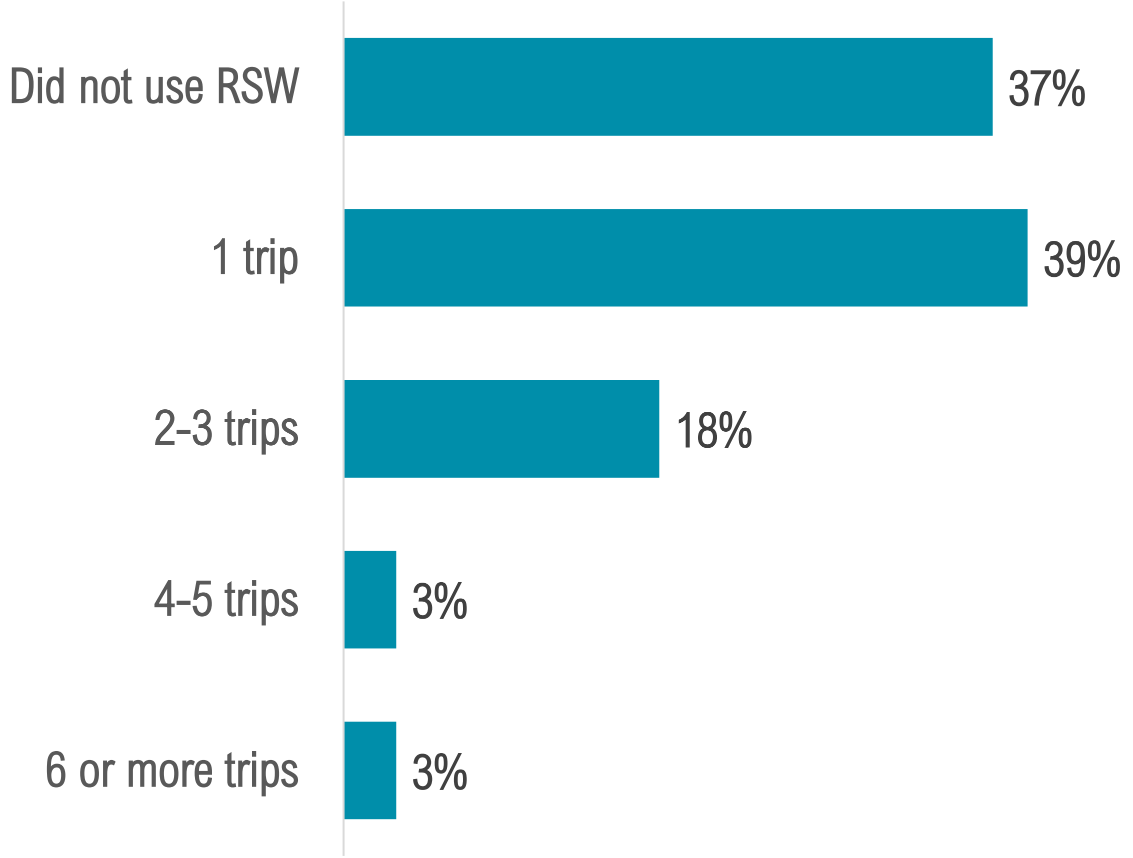
AIRPORT

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



USE OF RSW IN THE PAST YEAR

63% of visitors used RSW at least once in the past year.



VISITOR JOURNEY: TRAVEL PARTY PROFILE

Pre-Visit

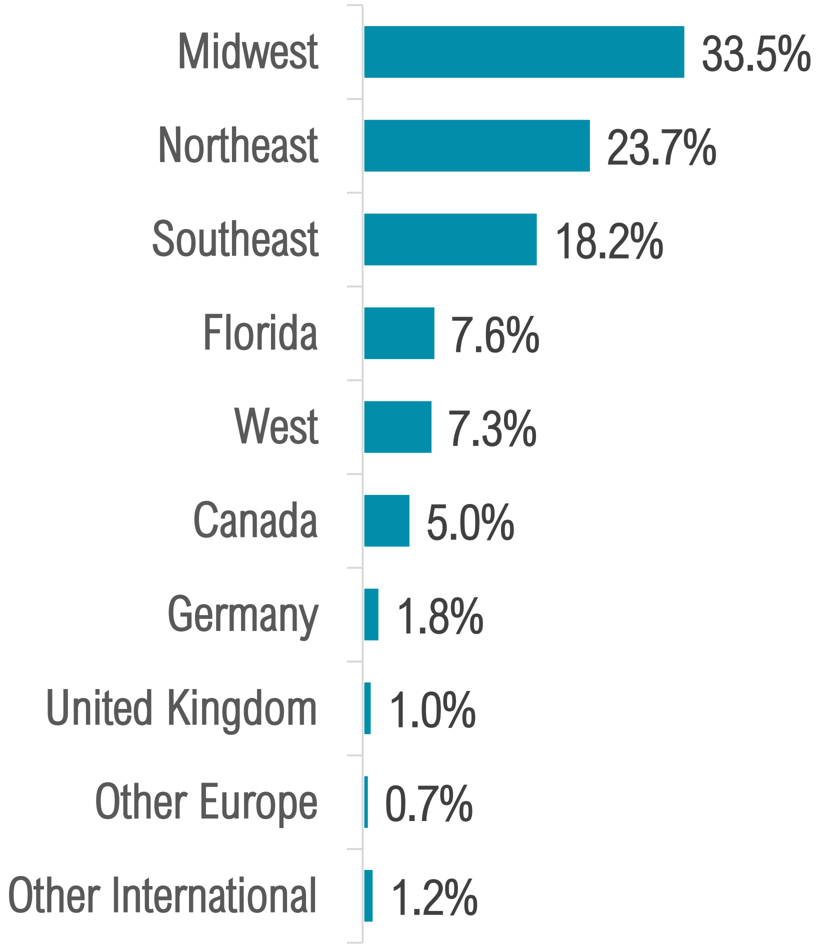
Travel Party Profile

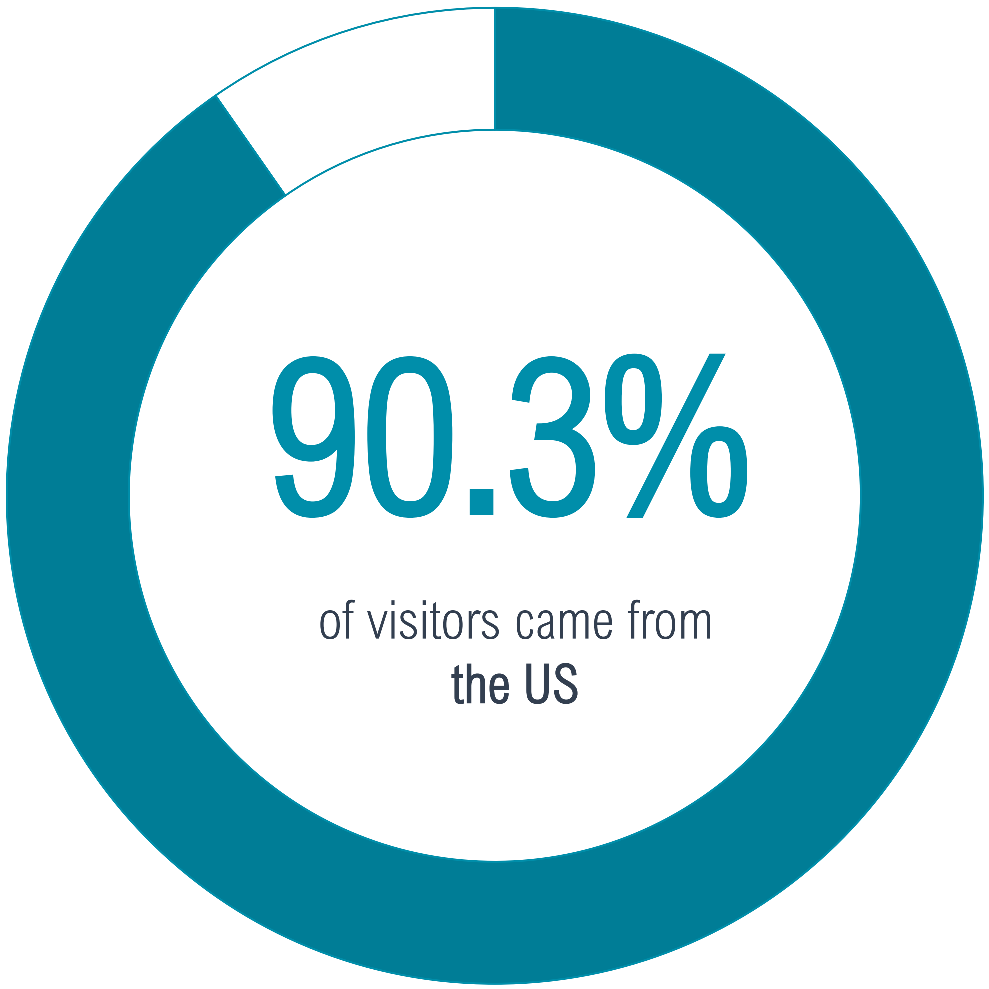
Trip Experience

Post-Trip Evaluation

Economic Impact on Destination

ORIGIN[1]

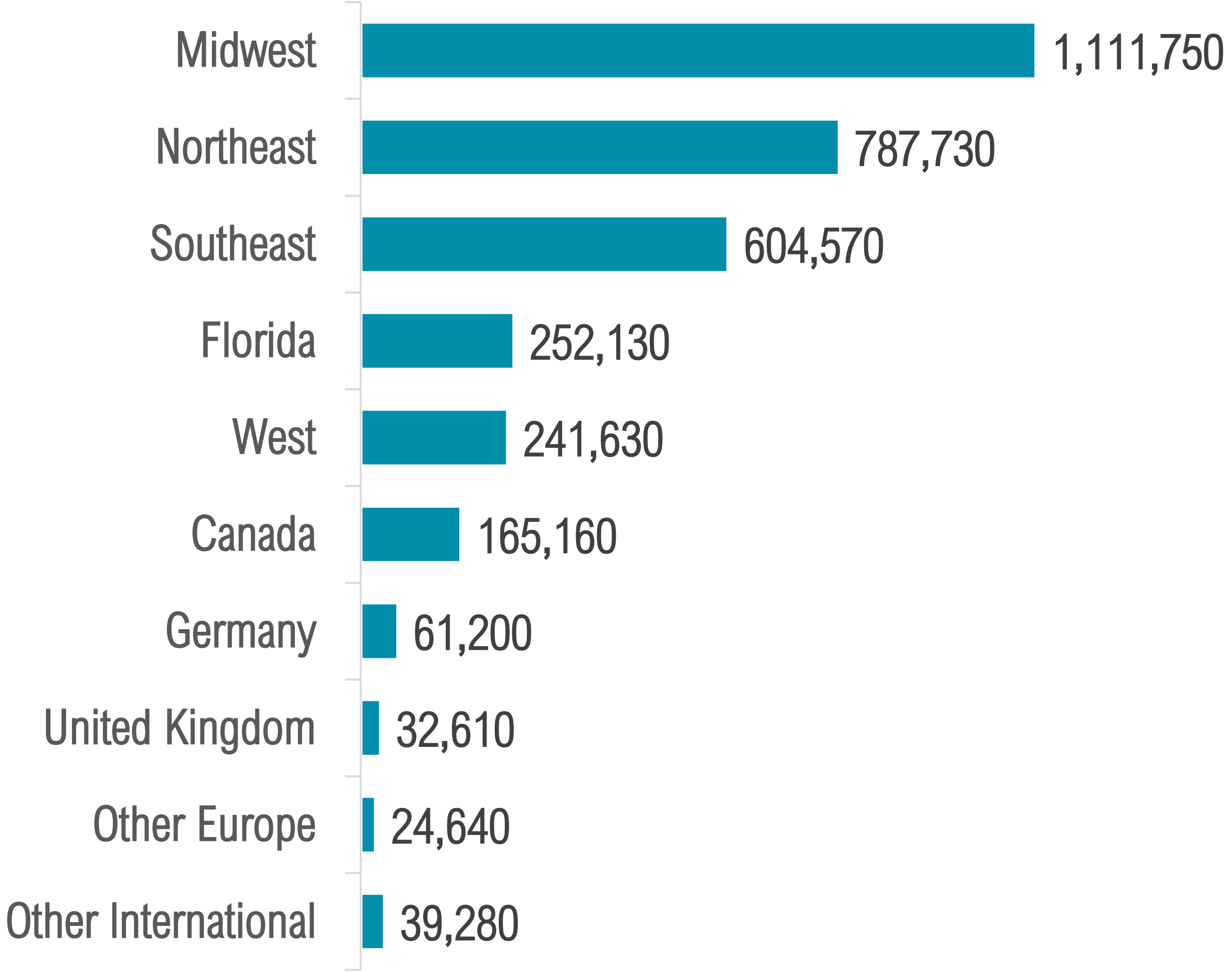




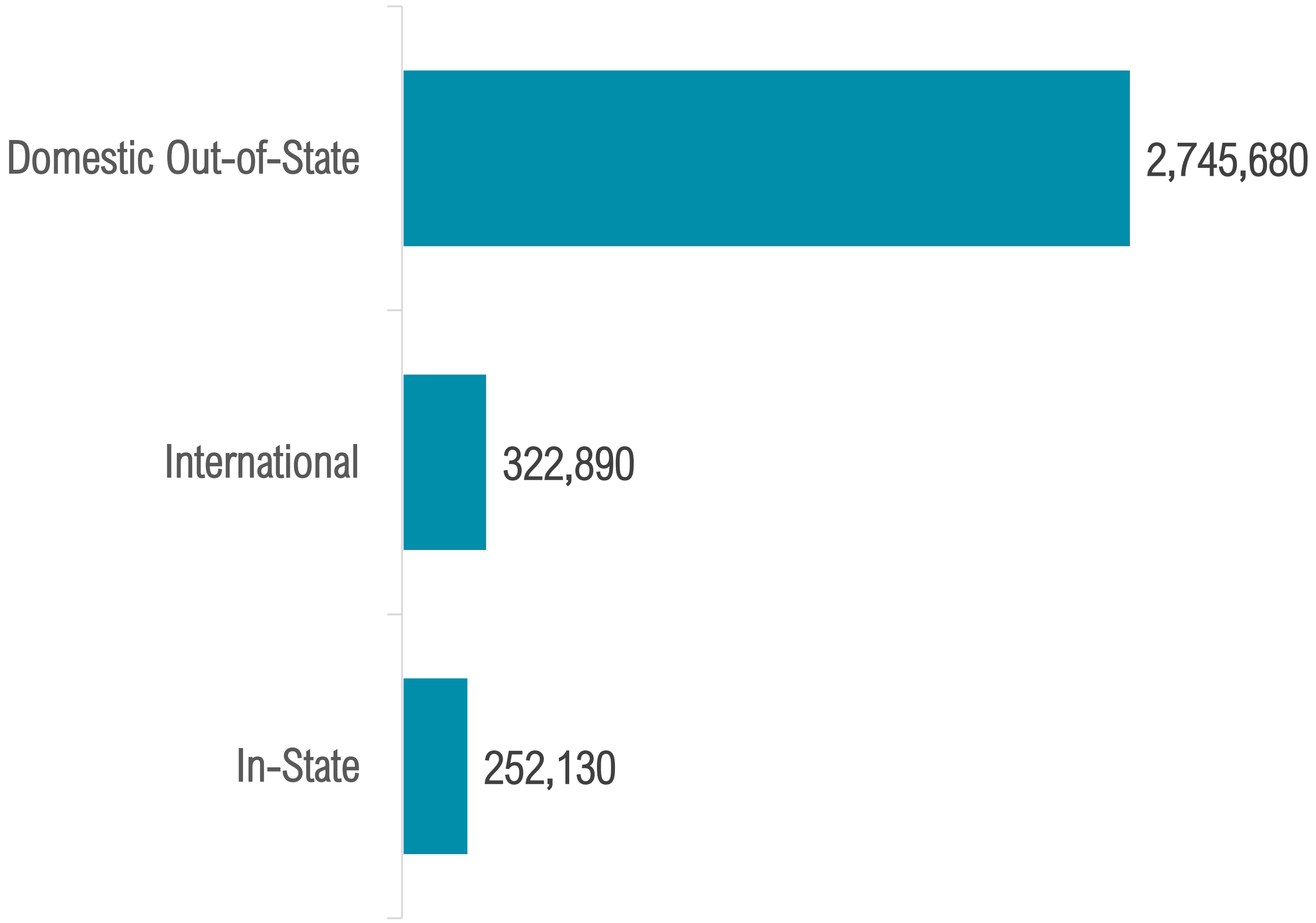
[1]Includes visitors who stayed in paid accommodations, stayed in non-paid accommodations, and day trippers.

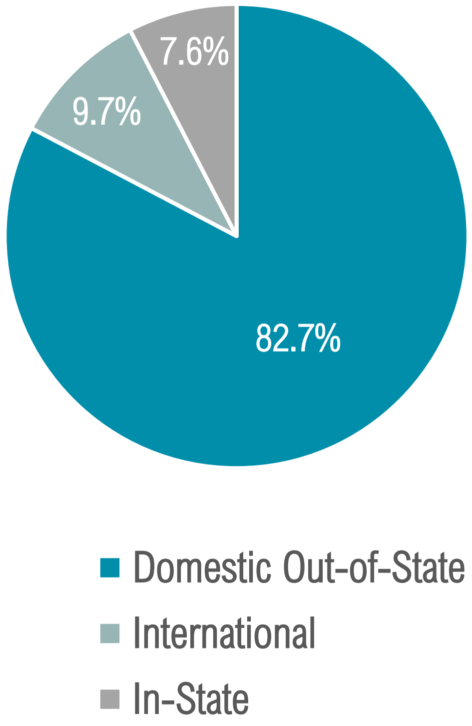
NUMBER OF VISITORS BY ORIGIN

Total of 3,320,700 visitors in 2025.



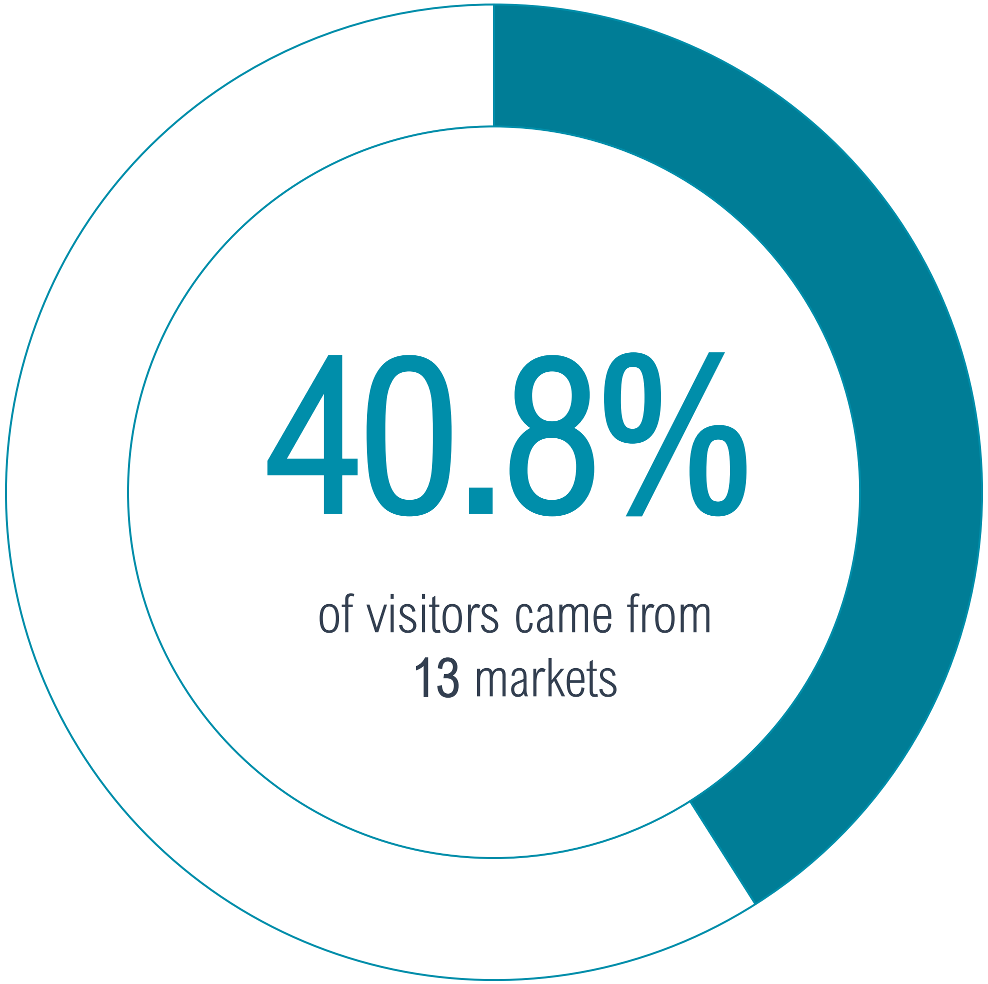
Number Of Visitors By Origin





TOP ORIGIN MARKETS[1]

Market	Percentage of Visitors
New York	6.0%
Chicago	5.3%
Minneapolis-Saint Paul	4.6%
Boston	4.1%
Atlanta	3.3%
Detroit	3.2%
Philadelphia	3.2%
Washington, DC-Hagerstown	2.2%
Cleveland-Akron	2.1%
Miami-Fort Lauderdale	1.9%
Indianapolis	1.8%
Cincinnati	1.7%
Denver	1.6%



[1]Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers.

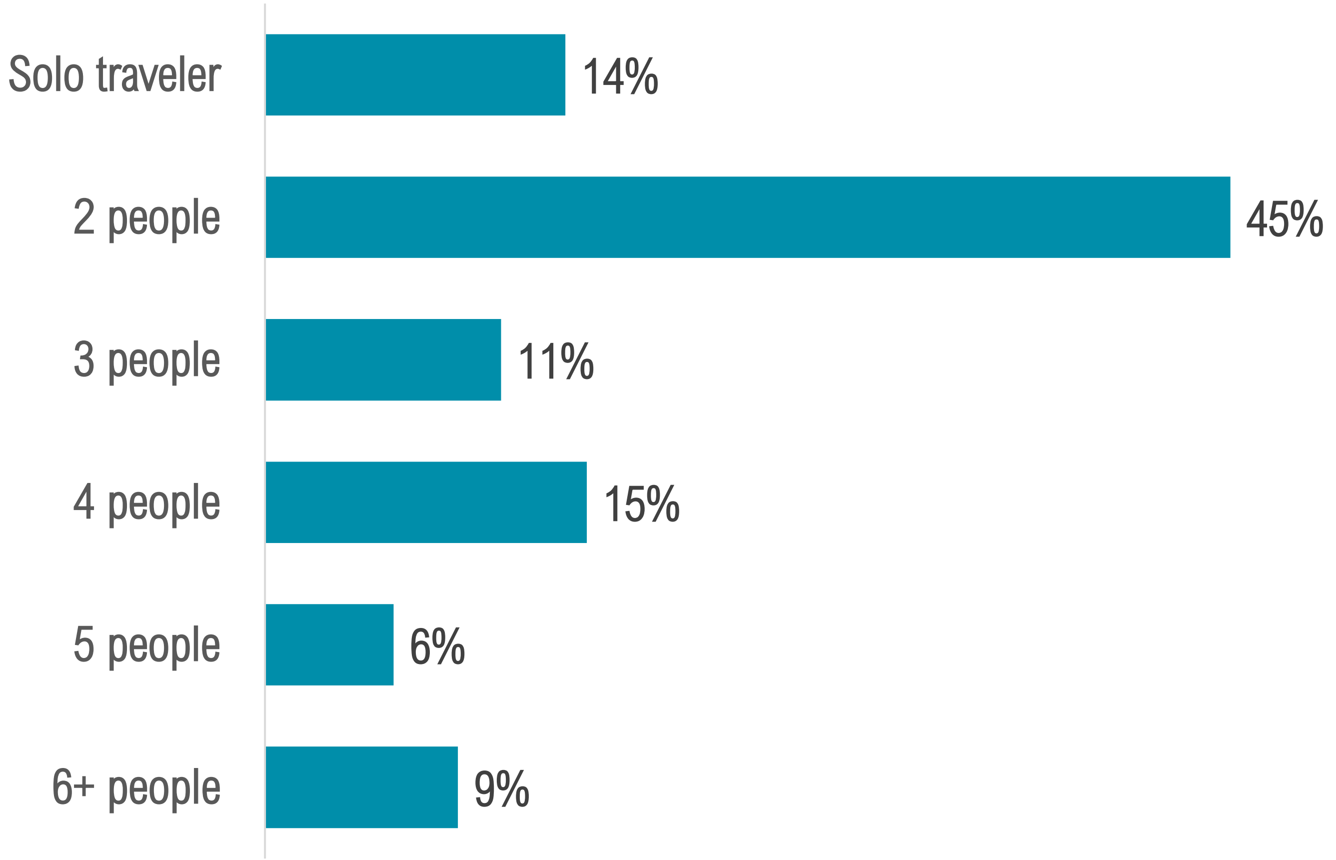
TRAVEL PARTY SIZE AND COMPOSITION

Travel Party Size

Visitors traveled in a party composed of 2.8[1] people.

Travel with Children

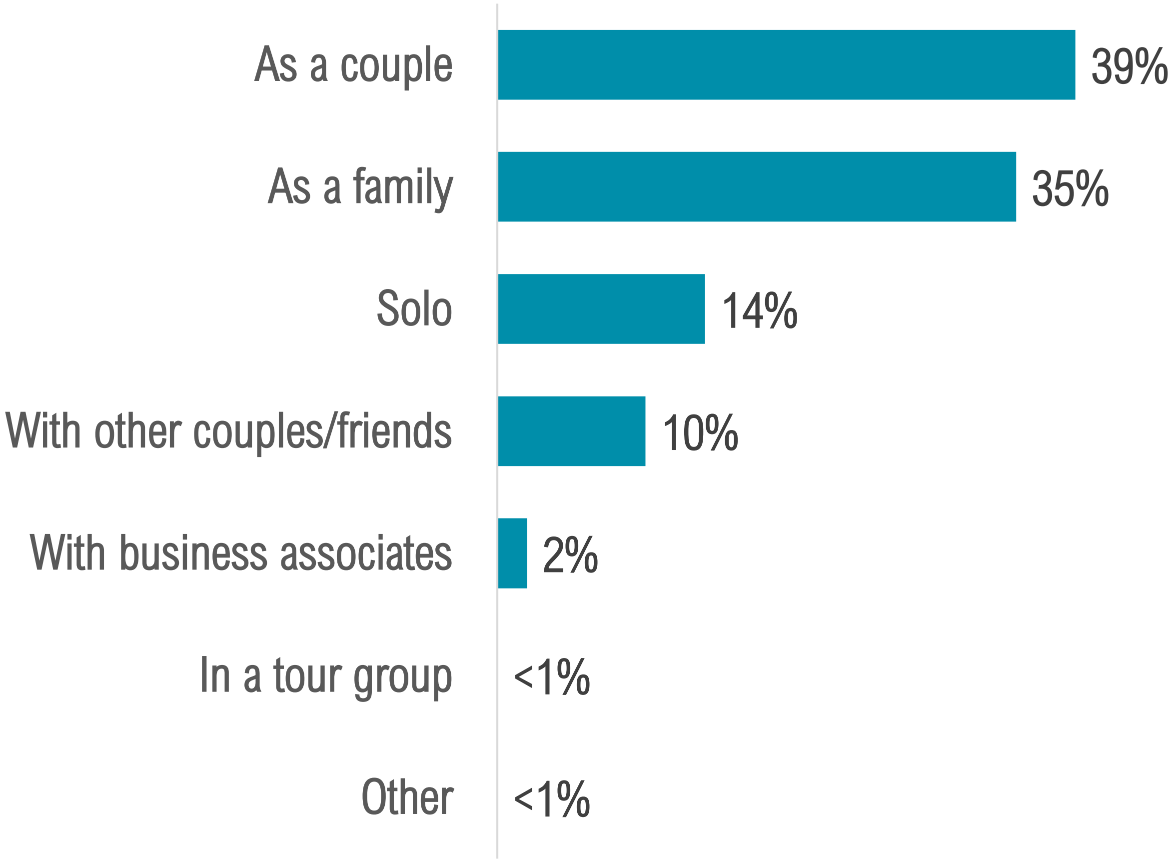
28% of visitors traveled with children under the age of 18.



[1]Source: Visitor Tracking Survey, includes all types of visitors

TRAVEL PARTY TYPE

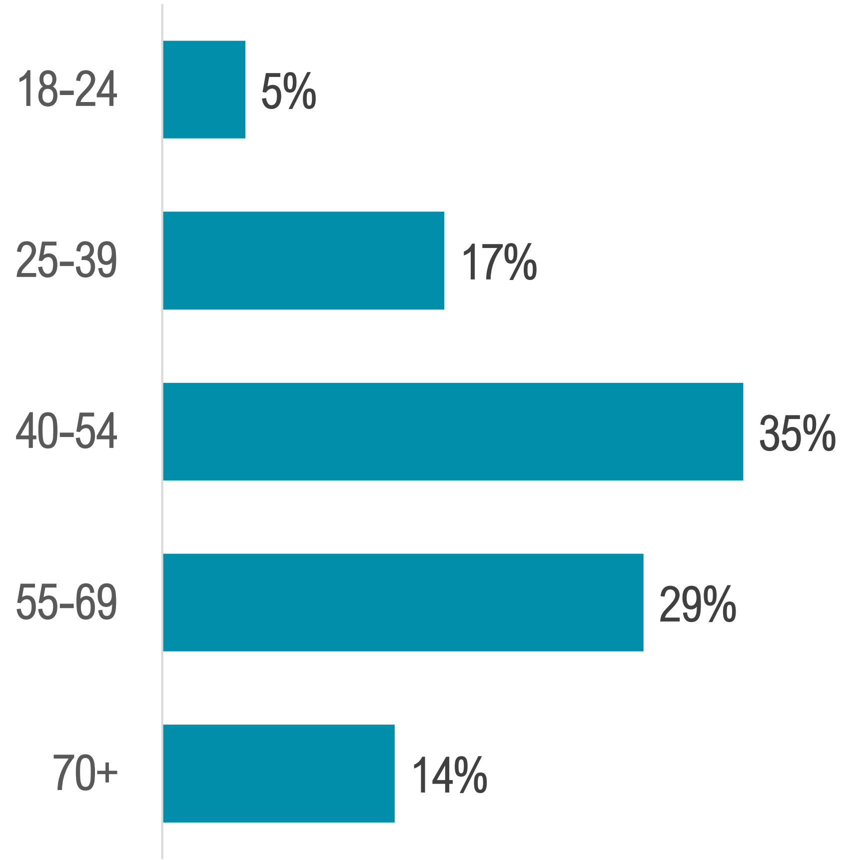
Visitors primarily traveled as a couple or as a family.



AGE[1]

Median Age

The median age of 2025 visitors was **52 years old.**



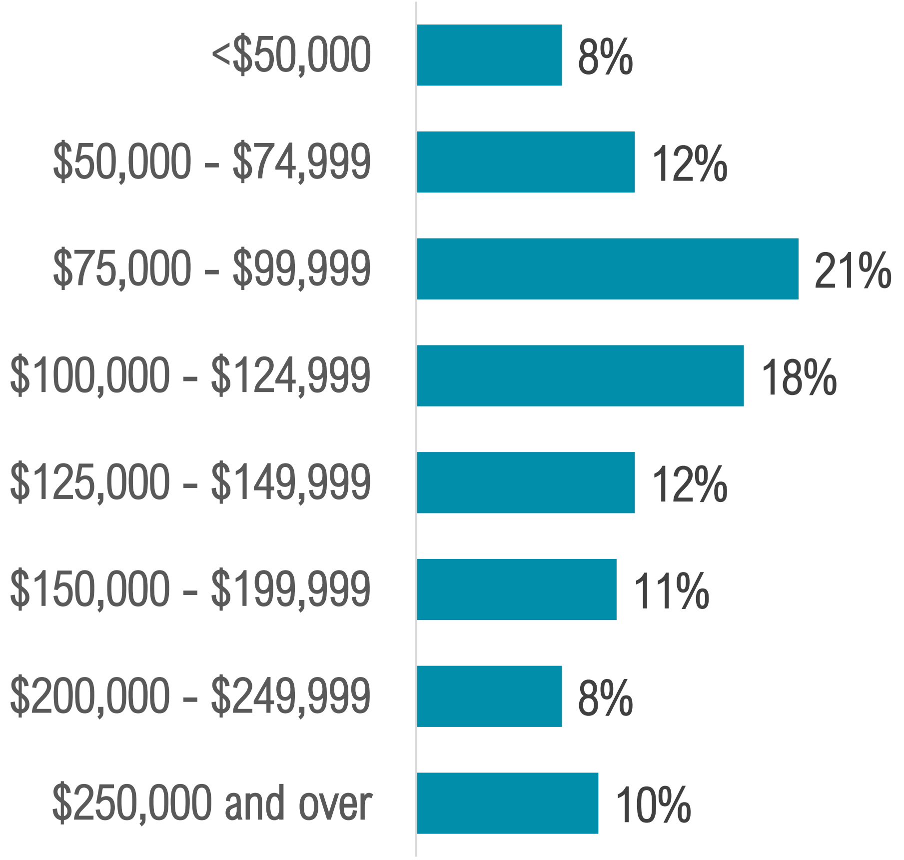
[1] Age of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

HOUSEHOLD INCOME

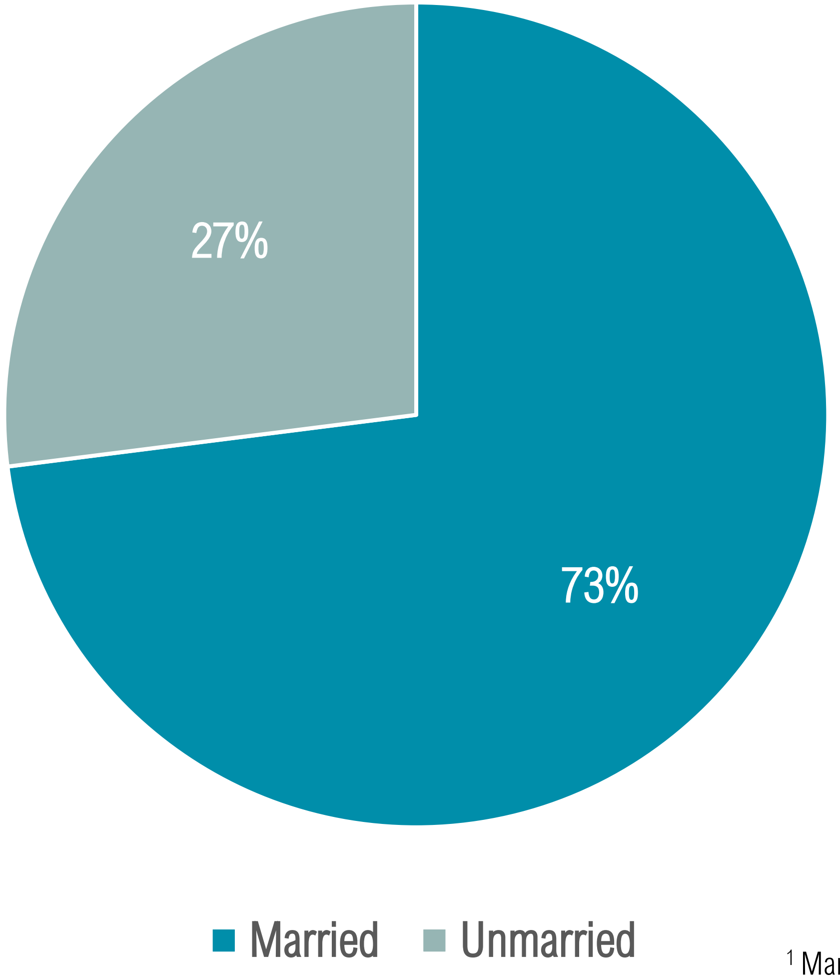
Median Household Income

2025 visitors had a median household income of **$112,500.**

18% of visitors earned more than **$200,000.**



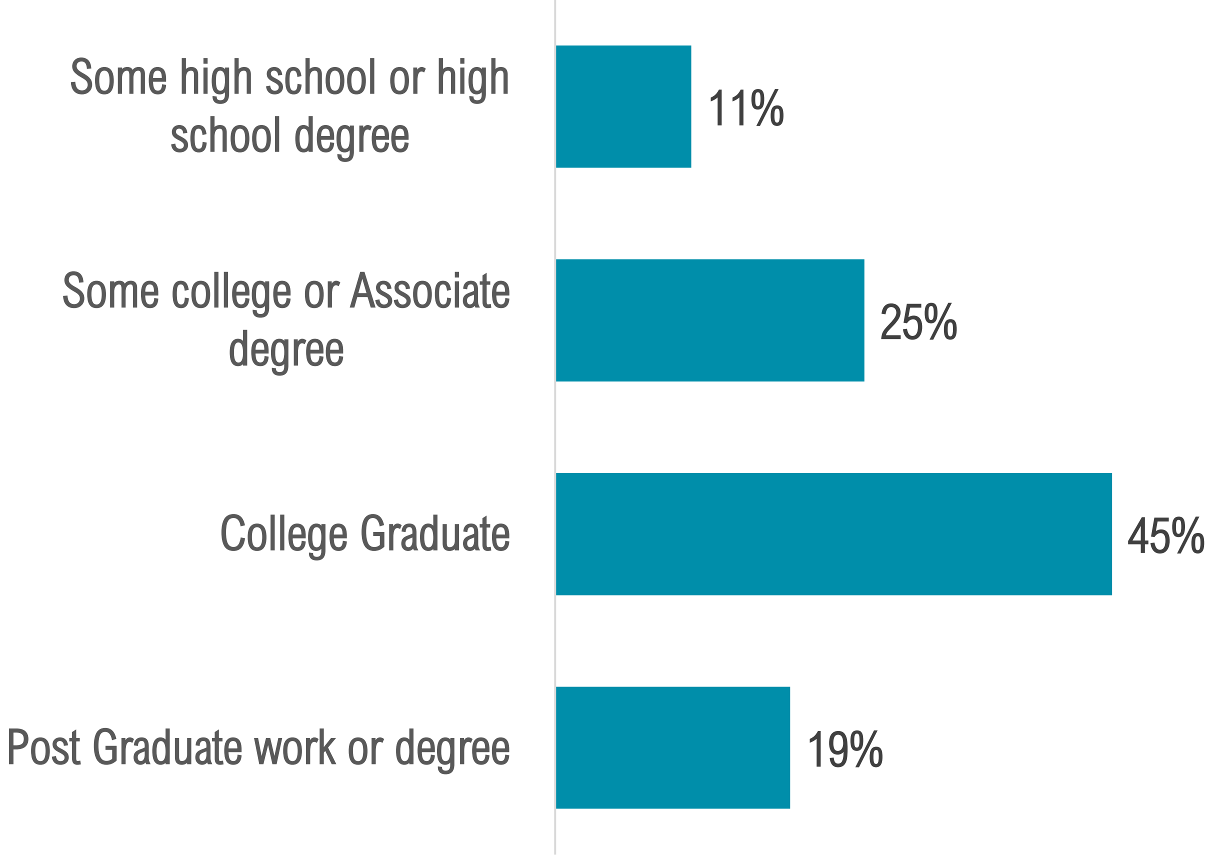
MARITAL STATUS[1]



[1] Marital status of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

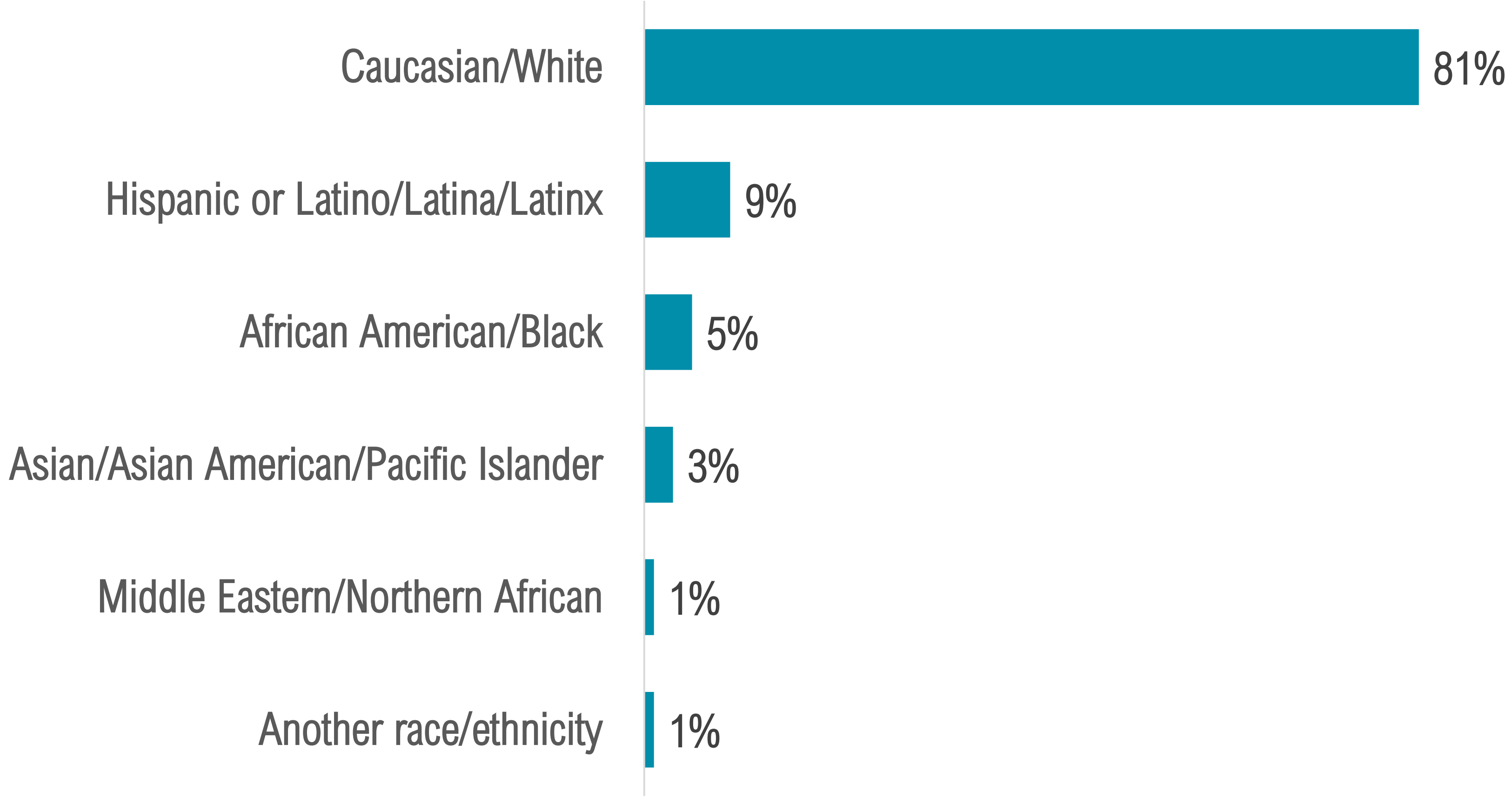
EDUCATION[1]

College Educated
64% of 2025 visitors were college graduates.



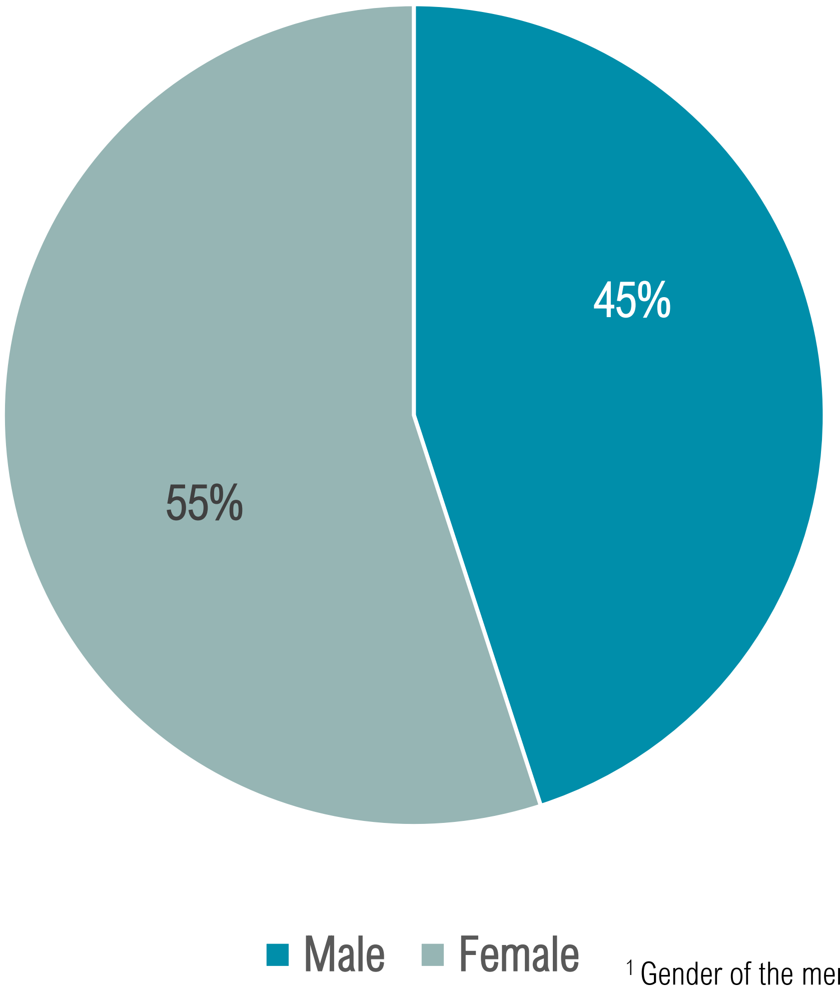
[1] Education level of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

RACE/ETHNICITY[1]



[1] Race/ethnicity of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

GENDER[1]



[1] Gender of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

VISITOR JOURNEY: TRIP EXPERIENCE

Pre-Visit

Travel Party Profile

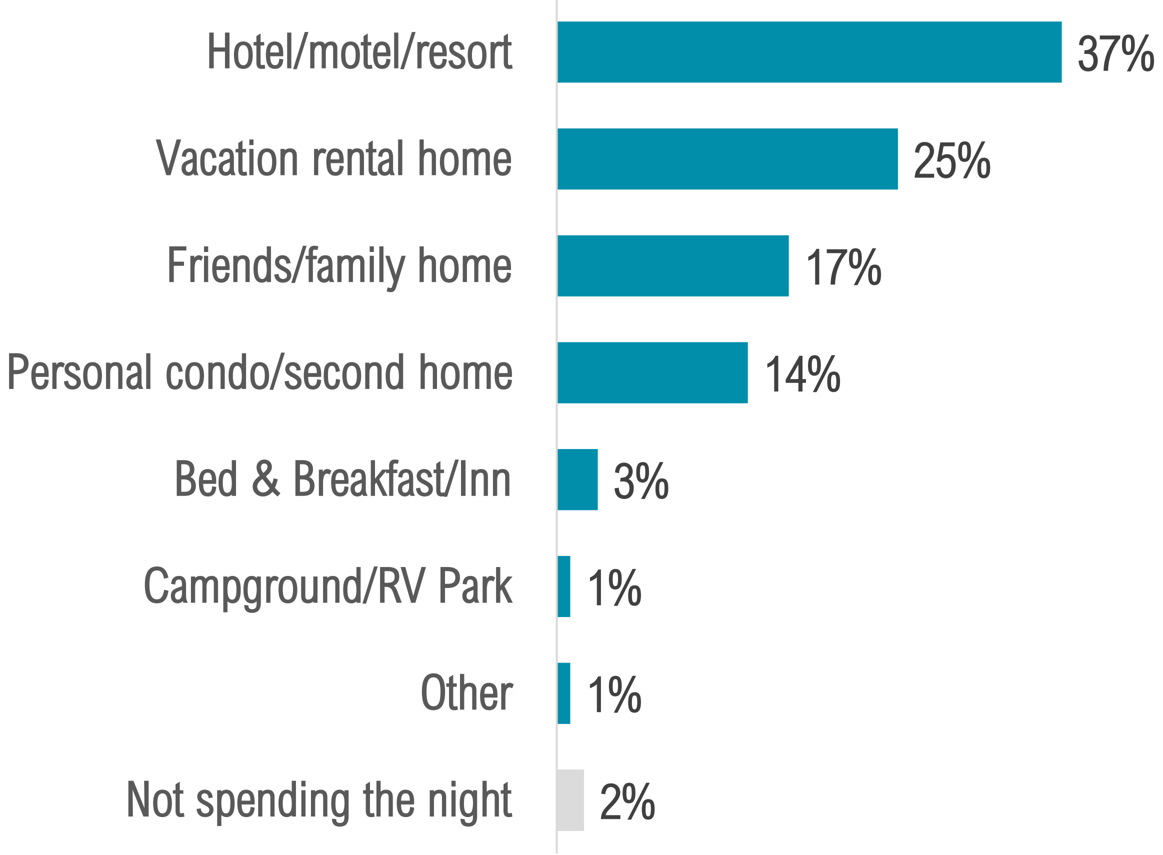
Trip Experience

Post-Trip Evaluation

Economic Impact on Destination

ACCOMMODATIONS

2 in 3 visitors stayed in **paid accommodations** such as a hotel/motel/resort/B&B, condo/vacation rental, or an RV park/campground.



NIGHTS STAYED[1]

All Visitors

Visitors spent 6.4[1] nights in the Fort Myers area.

Visitors Staying in Paid Accommodations

Visitors staying in paid accommodations spent 6.0[1] nights in the Fort Myers area.

[1]Sources: Occupancy Study for visitors staying in paid accommodations and Visitor Tracking Survey for all other visitors

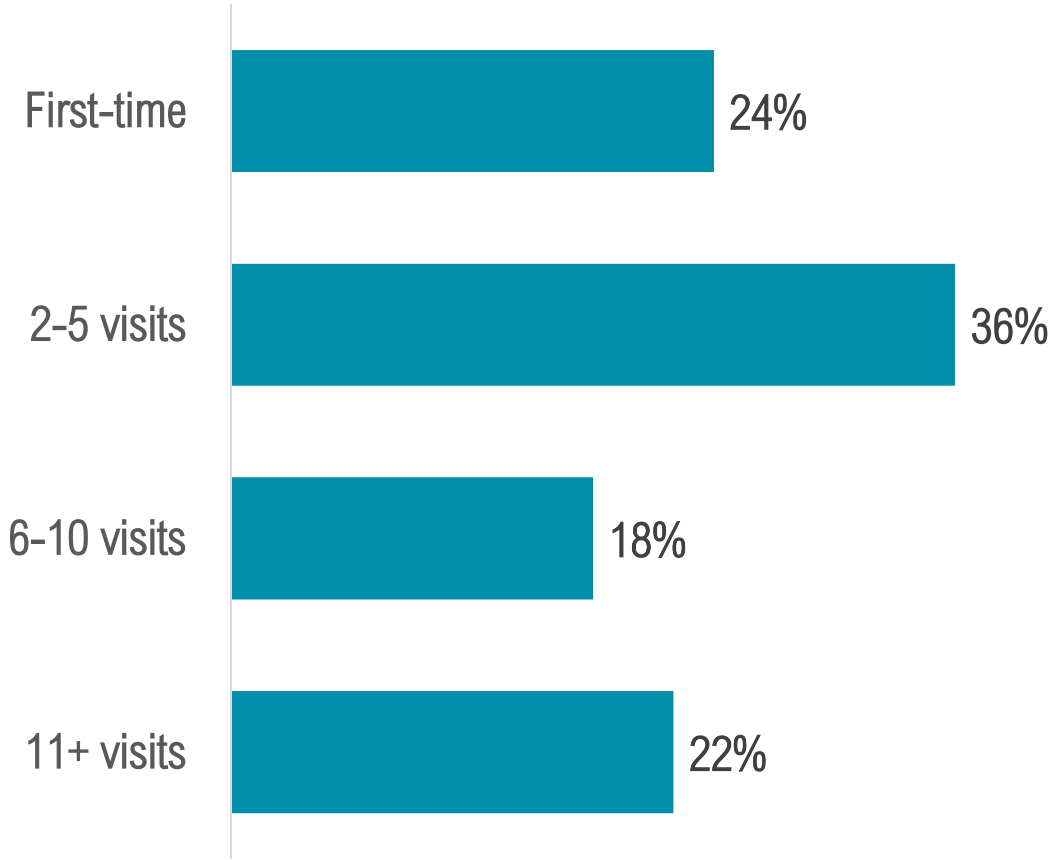
FIRST TIME AND EXPERIENCED VISITORS

First Time vs. Repeat Visitors

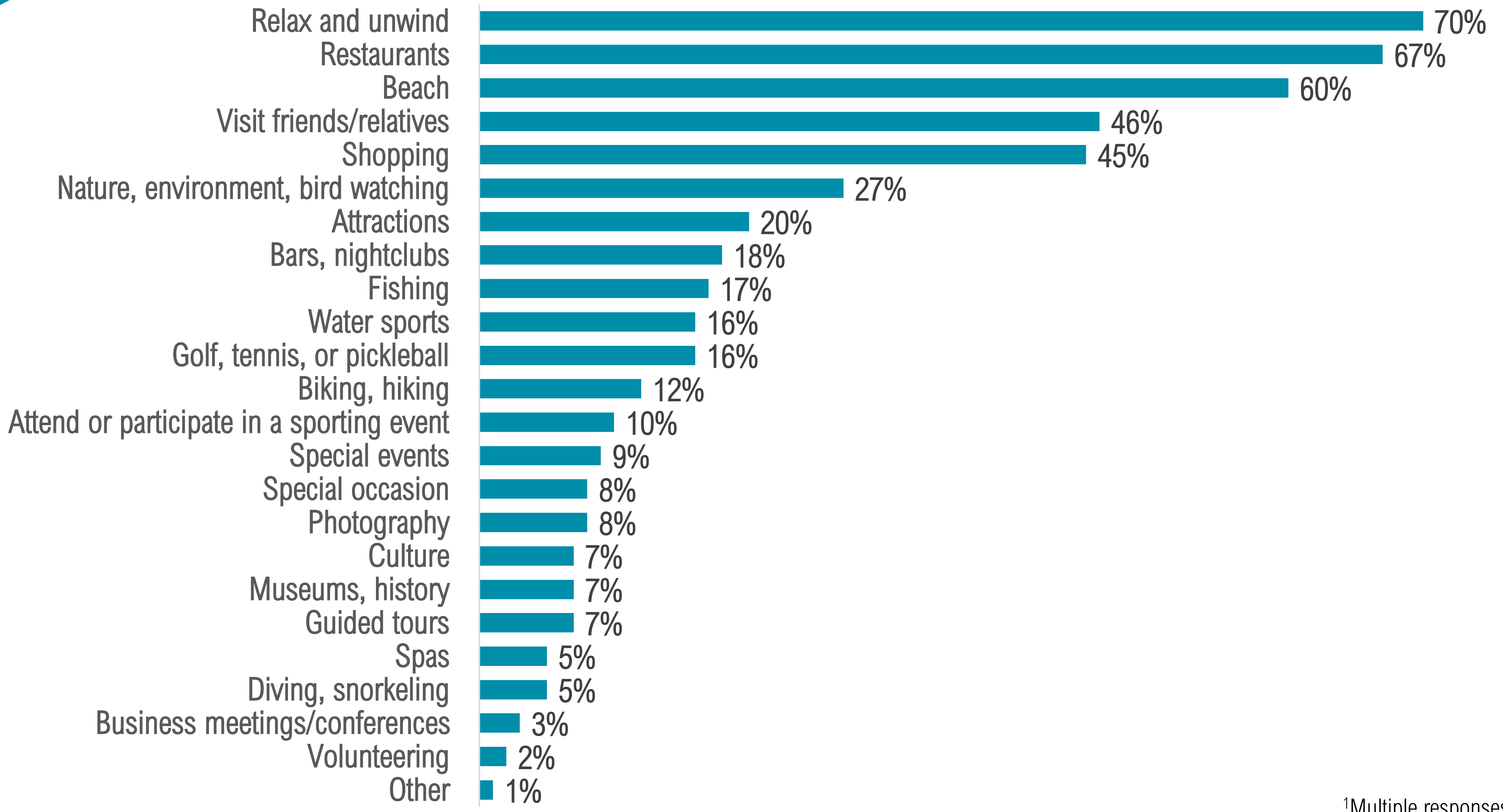
76% of visitors had previously visited the Fort Myers area, while 24% were visiting for the first time.

First Time vs. Repeat Visitors

Over 1 in 5 visitors were loyalists, i.e., they had visited more than 10 times.

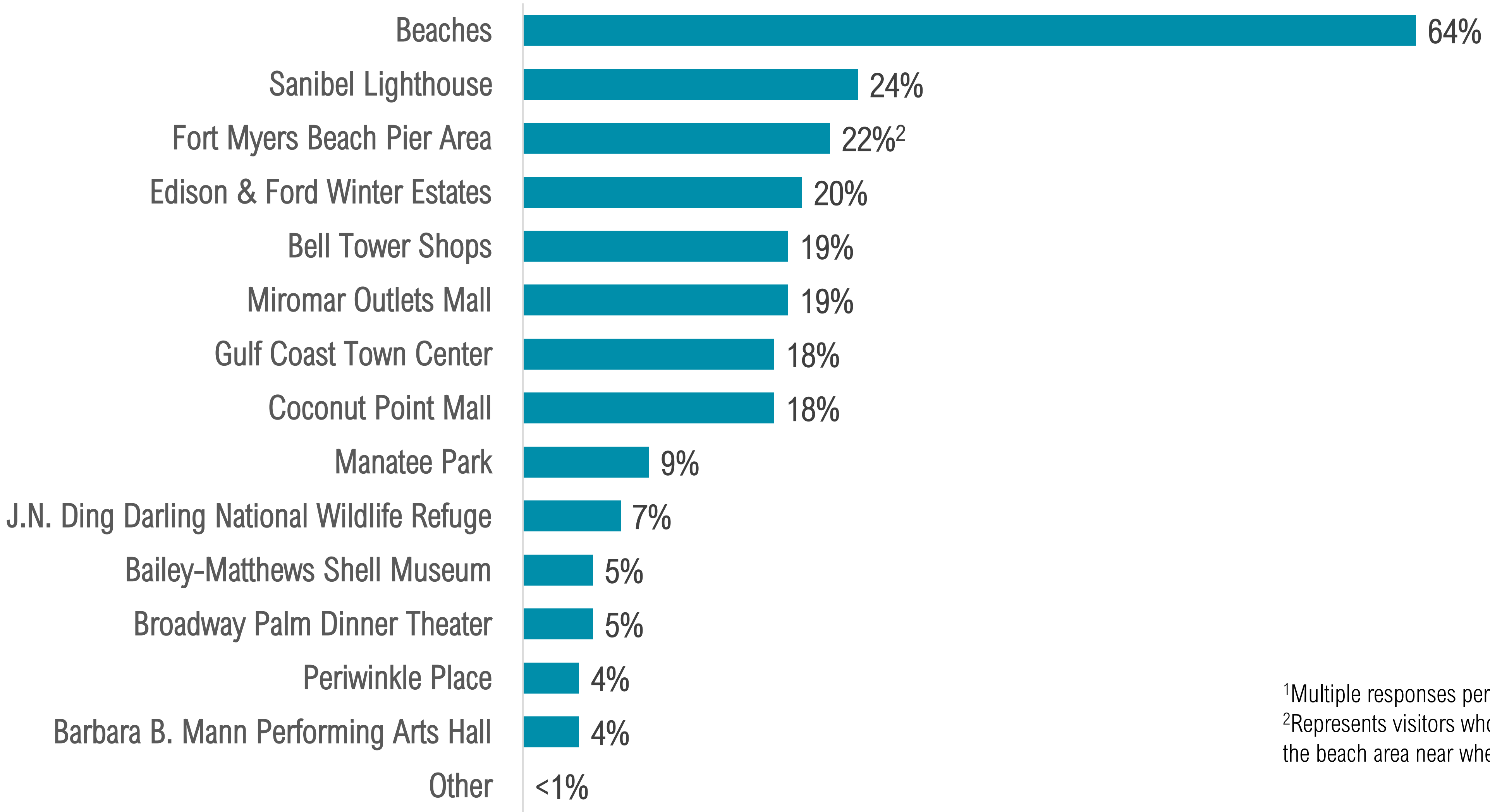


VISITOR ACTIVITIES[1]



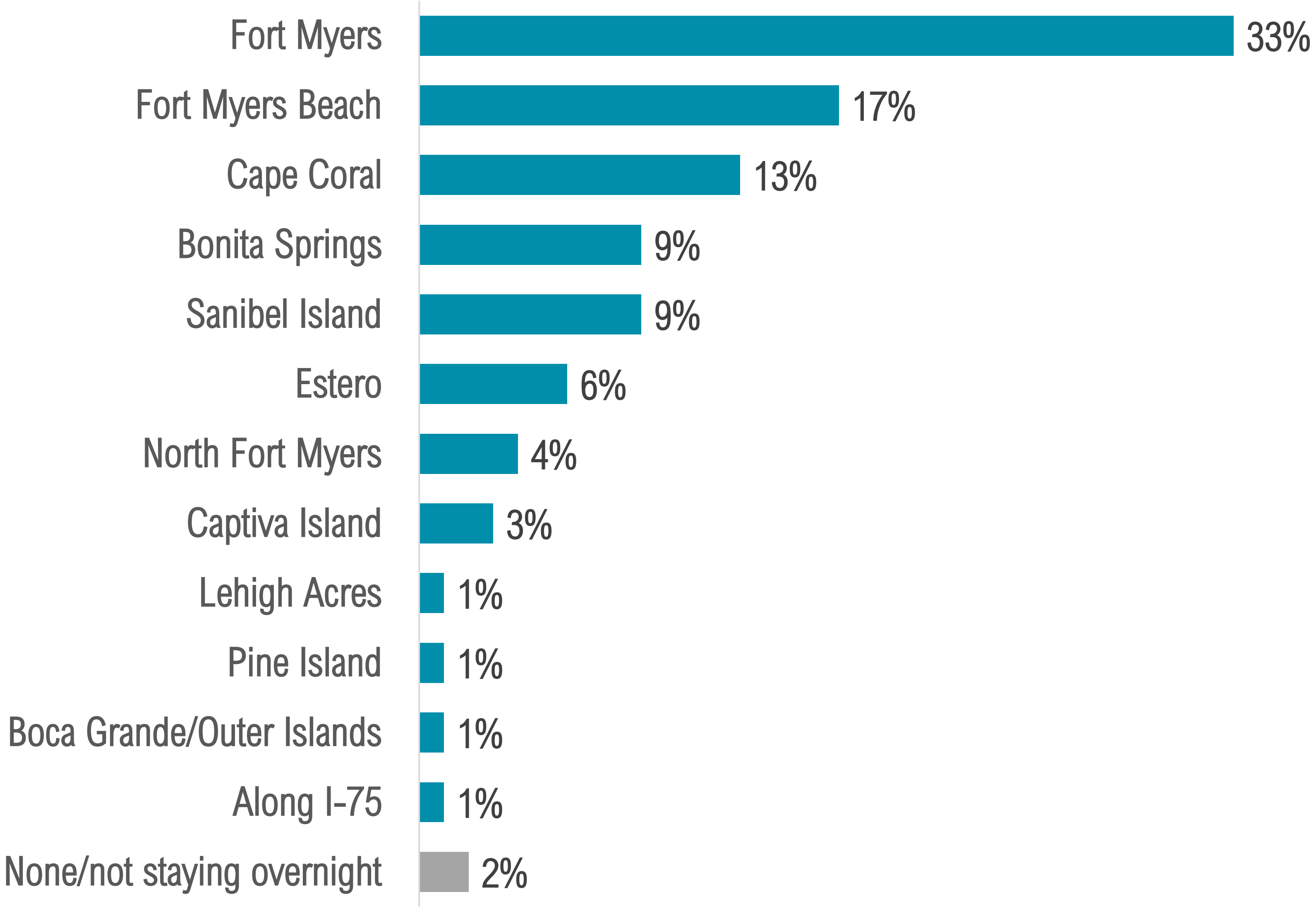
[1]Multiple responses permitted.

ATTRACTIONS VISITED[1]



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

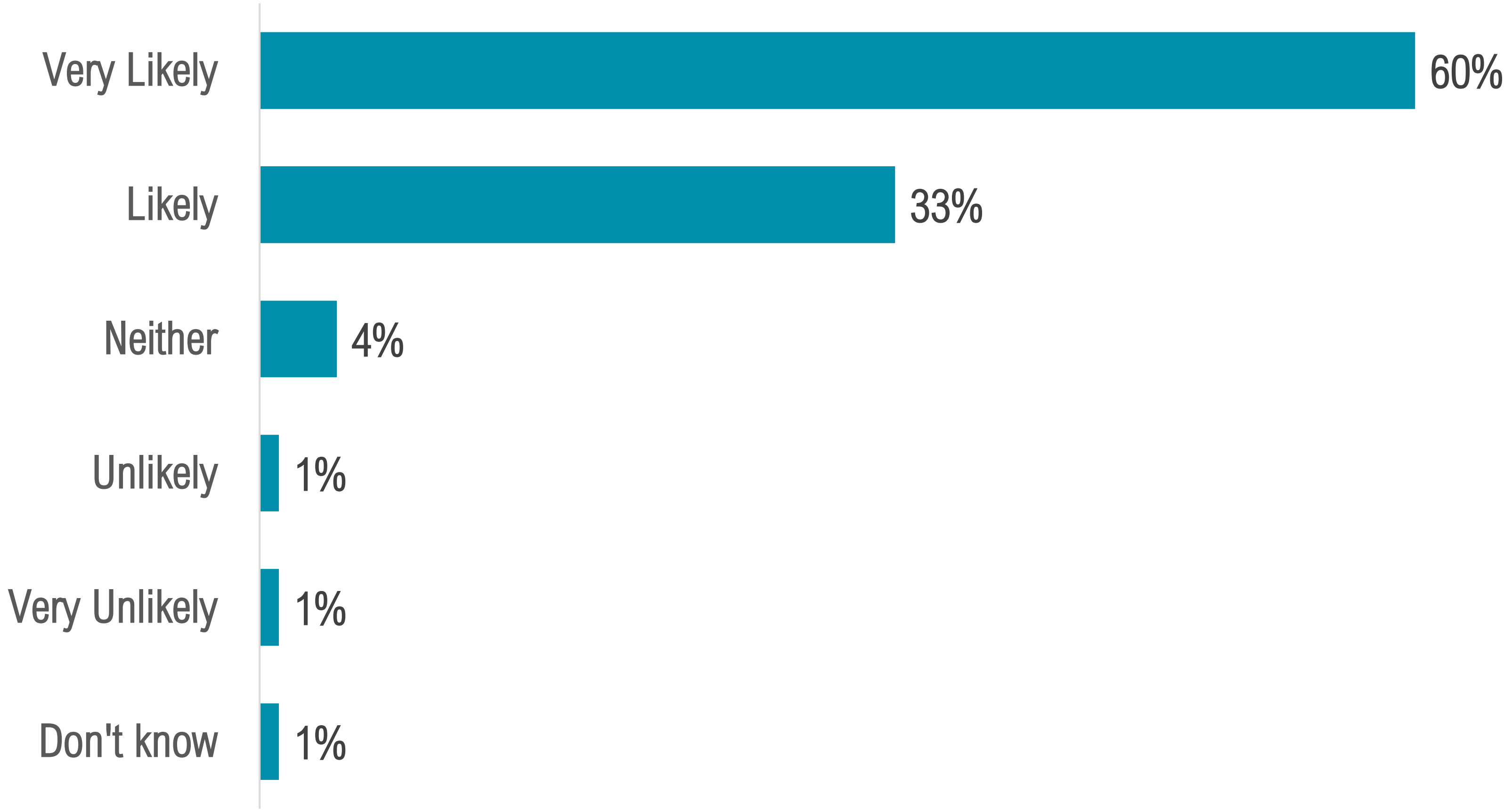
COMMUNITY STAYED



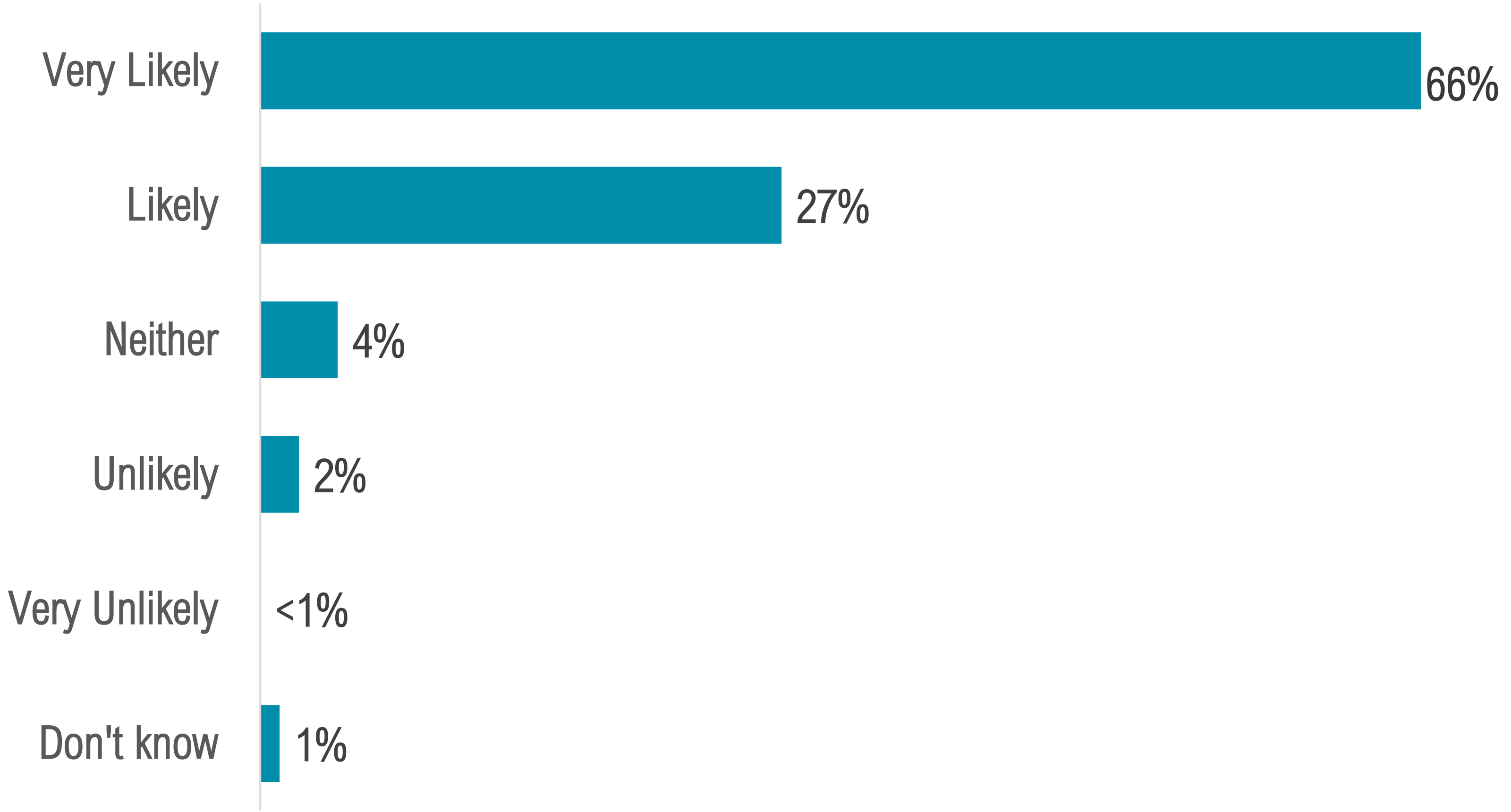
VISITOR JOURNEY: POST-TRIP EVALUATION

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

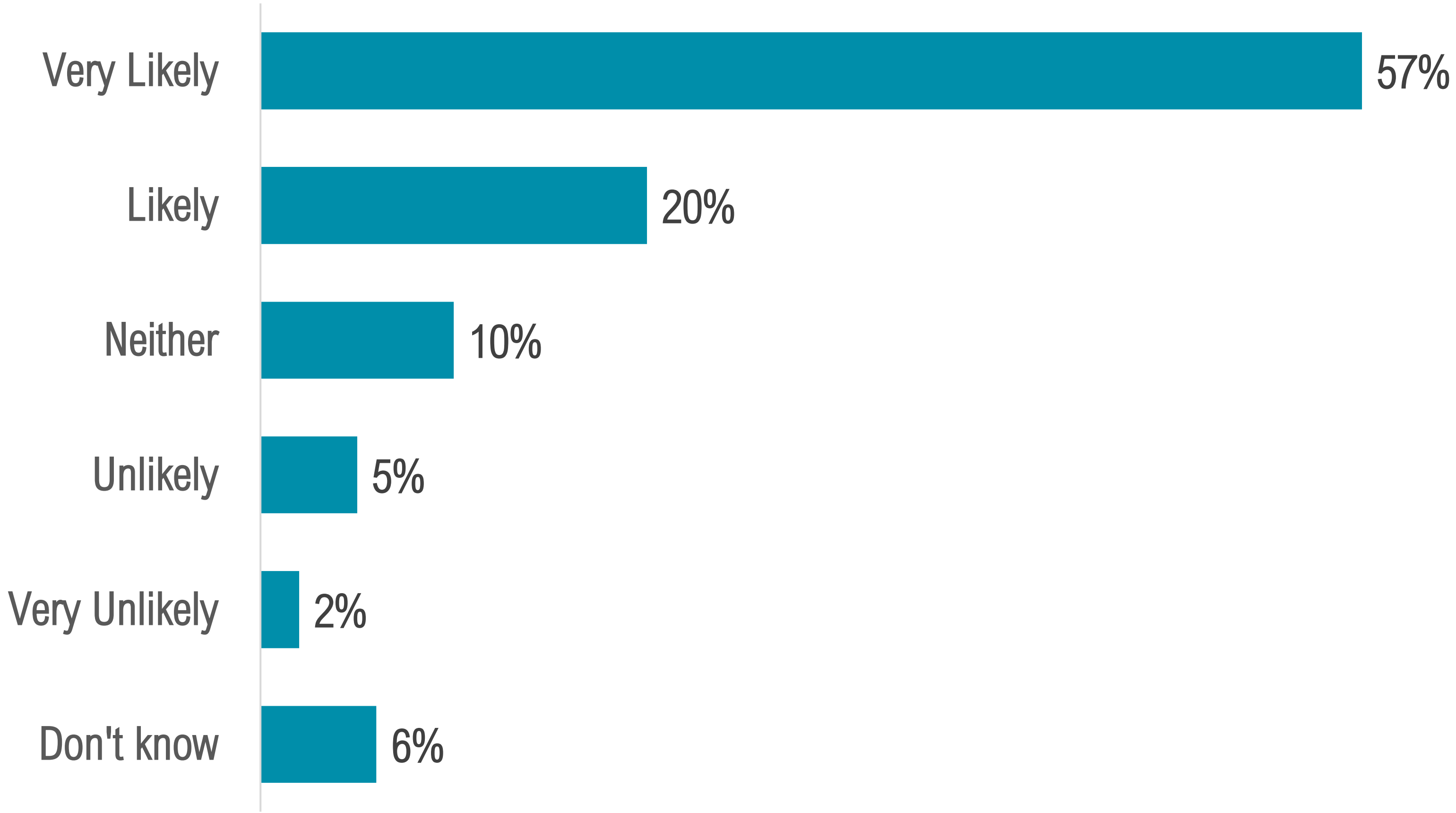
LIKELIHOOD OF RECOMMENDING THE AREA



LIKELIHOOD OF RETURNING TO THE AREA



LIKELIHOOD OF RETURNING NEXT YEAR



CROSSTABULATIONS: LIKELIHOOD OF RECOMMENDING[1]

	First Time Visitors		Repeat Visitors		Domestic Visitors		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	46%	53%	54%	61%	50%	59%	61%	63%
Likely	39%	35%	41%	35%	42%	35%	34%	32%
Neither	11%	10%	4%	4%	6%	4%	4%	4%
Unlikely	3%	2%	<1%	<1%	1%	1%	1%	1%
Very Unlikely	1%	<1%	1%	<1%	1%	<1%	<1%	<1%

[1]Survey response options were expanded from Yes/No/DK to a 5-point Likert scale to provide more detailed information.

CROSSTABULATIONS: LIKELIHOOD OF RETURNING[1]

	First Time Visitors		Repeat Visitors		Domestic Visitors		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	46%	52%	60%	67%	55%	64%	67%	68%
Likely	31%	29%	34%	28%	35%	27%	25%	25%
Neither	17%	15%	5%	5%	9%	8%	6%	6%
Unlikely	5%	3%	1%	<1%	1%	1%	1%	1%
Very Unlikely	1%	1%	<1%	<1%	<1%	<1%	1%	<1%

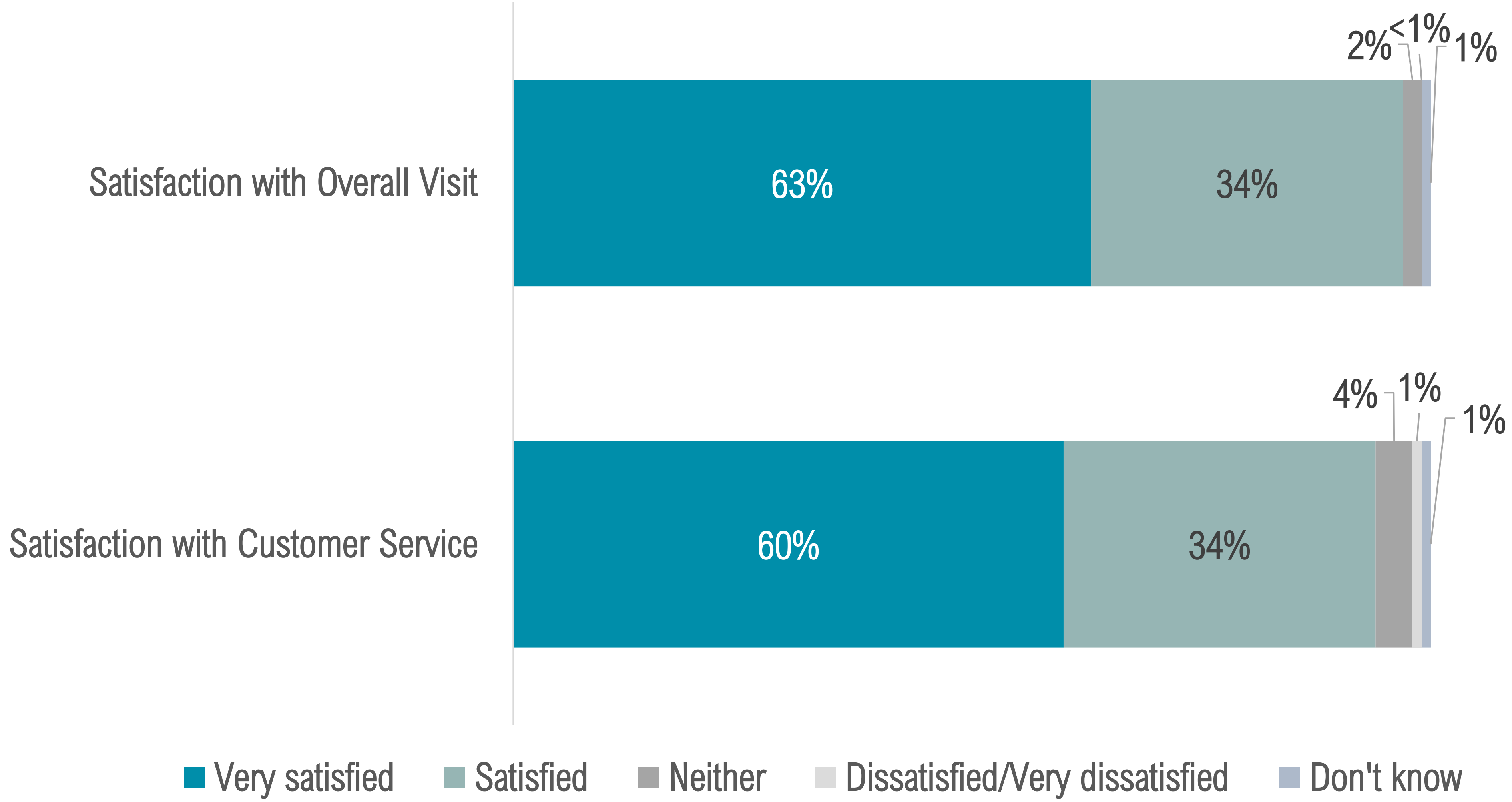
[1]Survey response options were expanded from Yes/No/DK to a 5-point Likert scale to provide more detailed information.

CROSSTABULATIONS: LIKELIHOOD OF RETURNING NEXT YEAR[1]

	First Time Visitors		Repeat Visitors		Domestic Visitors		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Likely	39%	44%	56%	59%	51%	58%	60%	61%
Likely	26%	20%	23%	23%	25%	23%	17%	20%
Neither	26%	22%	18%	12%	20%	13%	18%	12%
Unlikely	7%	10%	2%	4%	3%	4%	3%	5%
Very Unlikely	2%	4%	1%	2%	1%	2%	2%	2%

[1]Survey response options were expanded from Yes/No/DK to a 5-point Likert scale to provide more detailed information.

SATISFACTION



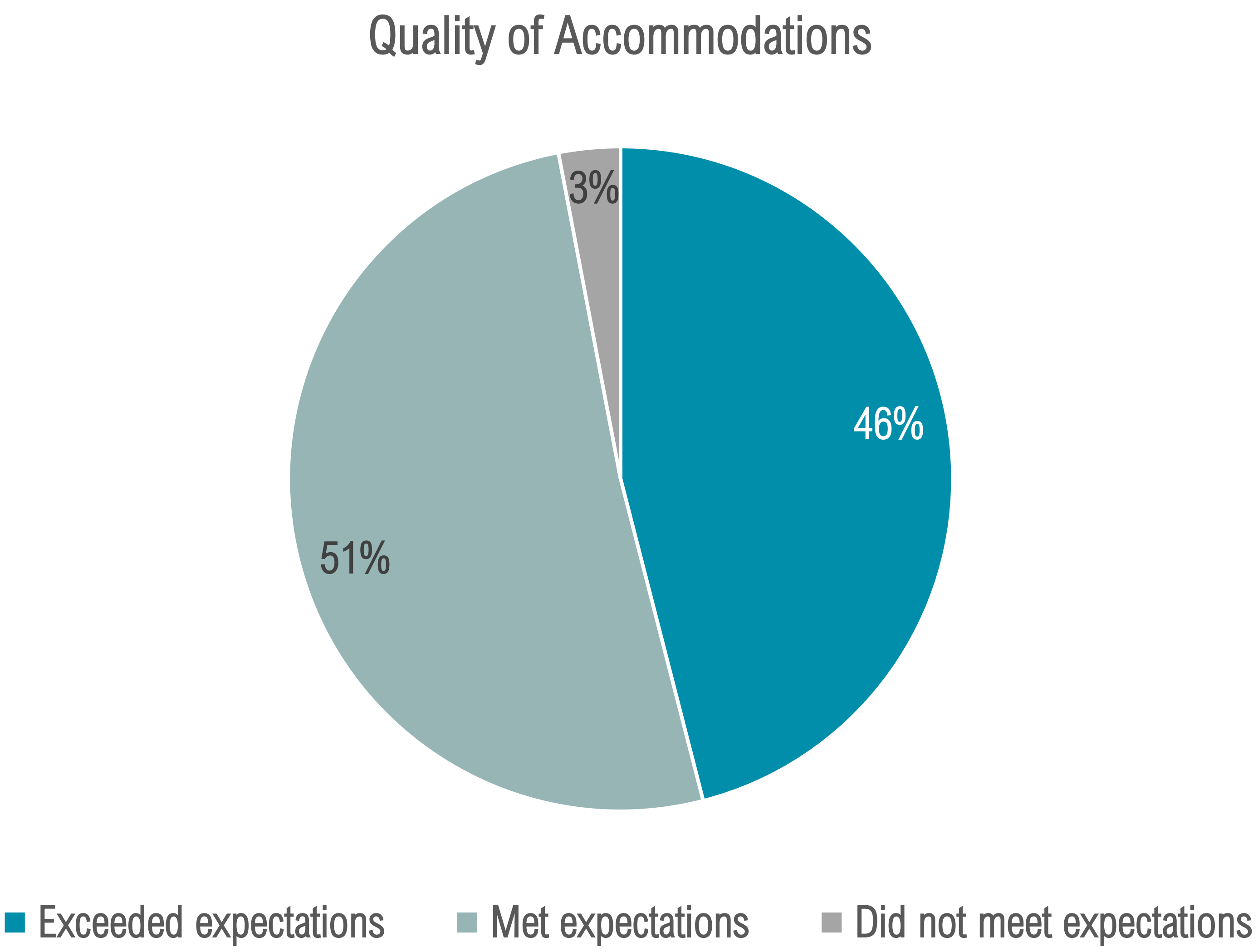
CROSSTABULATIONS: SATISFACTION WITH OVERALL VISIT

	First Time Visitors		Repeat Visitors		Domestic Visitors		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	53%	58%	58%	62%	55%	61%	68%	70%
Satisfied	39%	37%	39%	36%	40%	37%	27%	27%
Neither	6%	4%	3%	2%	4%	2%	3%	3%
Dissatisfied	2%	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		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Very Satisfied	56%	57%	57%	60%	57%	60%	64%	65%
Satisfied	36%	36%	37%	36%	37%	34%	30%	31%
Neither	6%	5%	5%	4%	5%	5%	5%	4%
Dissatisfied	2%	2%	1%	<1%	1%	1%	1%	<1%
Very Dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

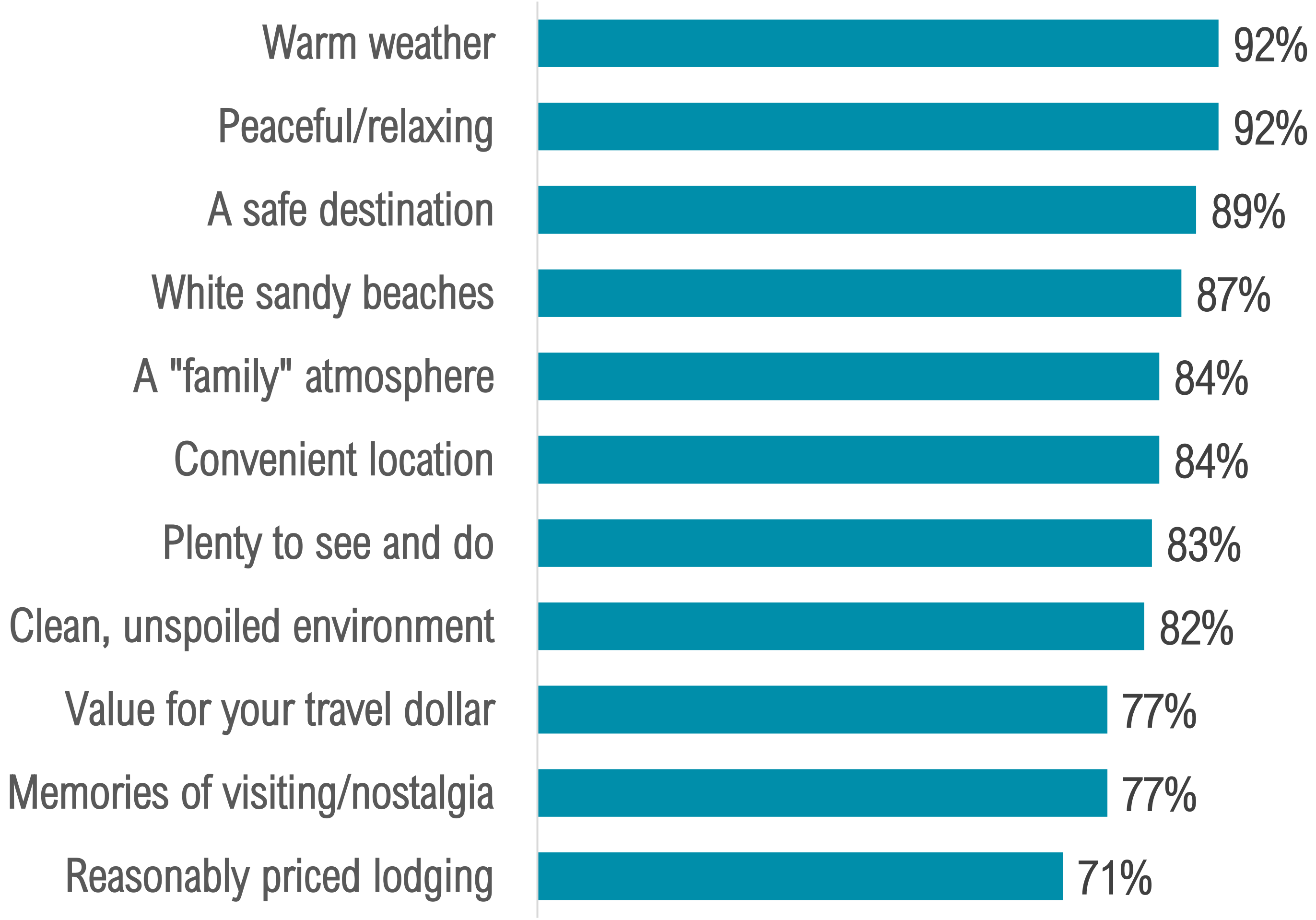


SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

	1st Time Visitors		Repeat Visitors		Domestic Visitors		International Visitors	
	2024	2025	2024	2025	2024	2025	2024	2025
Exceeded Expectations	41%	43%	44%	48%	44%	46%	47%	53%
Met Expectations	53%	53%	53%	50%	51%	51%	49%	43%
Did Not Meet Expectations	6%	4%	3%	2%	5%	3%	4%	4%

ATTRIBUTE RATINGS[1]

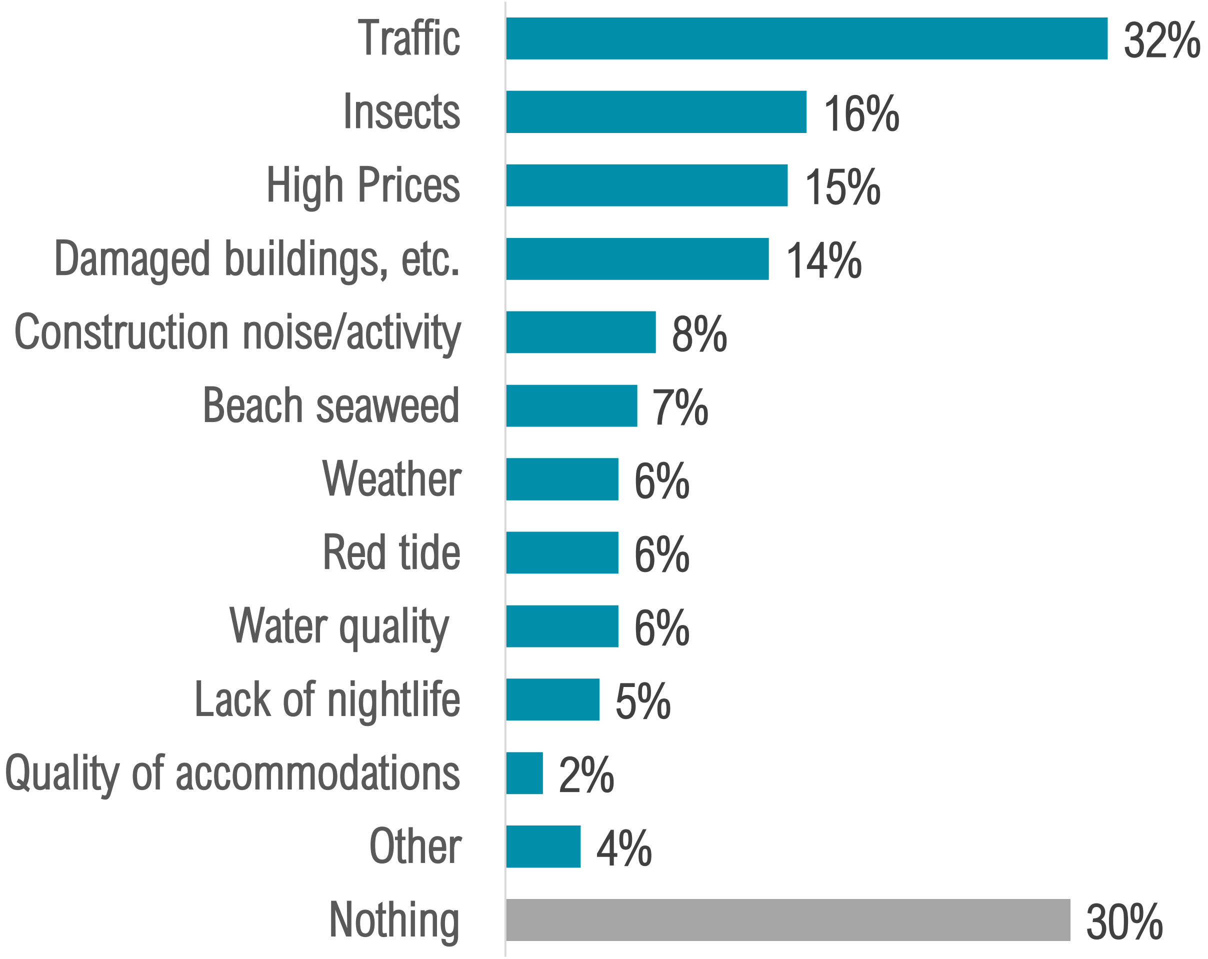
92% of visitors gave high experience ratings for **warm weather** and **peacefulness** in the Fort Myers area.



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

VISITOR CONCERNS[1]

Nearly 1 in 3 visitors were concerned about **traffic**.



[1]Multiple responses permitted.

AREA DESCRIPTIONS

Warm Weather

- "It feels like a perfect escape from Pennsylvania's colder weather, definitely a spot I'd recommend for anyone looking to unwind and enjoy Florida's Gulf Coast!"
- "I enjoy the mild climate and being able to be outdoors playing golf or walking the beach when it's freezing back home."
- "The weather stays warm almost all year. It's the type of place where you can walk outside at night in shorts and be comfortable."

Peaceful & Relaxing

- "It's way more relaxed than the busy parts of Florida. You don't have the Miami crowds and there's still plenty to do in a more laid-back setting. It's a beach town but also a chill vacation spot!"
- "It's not overly commercial, so you really get that peaceful, laid-back vibe. It's a great spot to unwind, explore, and just enjoy Florida without the big crowds."
- "This is my home away from home. It allows me to get away from the city and enjoy a slower pace of life. "
- "Honestly, if you want a break from city life, this is a solid place to visit."

AREA DESCRIPTIONS

A Safe Destination

- “I really like Fort Myers in the morning. It's very calm. I love the sunrise and I like the fact that it's not as busy as the main parts here in Florida such as Miami, Orlando or Tampa.”
- “A great family getaway. The beaches and wildlife are beautiful. I felt safe not constantly having to supervise my teen, the waters are calm and shallow.”
- “Great biking, really good weather, really good restaurants, and nice, clean, safe beaches!”
- “The shopping is a plus - we couldn't ask for a better and safer vacation destination.”

“Family” Atmosphere

- “There's something here for every age – beaches, shopping, restaurants, and more! People spend weekends fishing, jet skiing, playing sports on the beach, or just watching the sunset.”
- “Amazing area, especially with little kids. Their highlight was riding the miniature train in Lakes Park, which is fun for kids and adults alike.”
- “We chose Florida for our annual family vacation this year and could not be happier. We were worried about rainy day activities but there's plenty to do for the kids besides the beach.”

Year-Over-Year Comparisons

ECONOMIC IMPACT

Visitor & Lodging Statistics	2024	2025	% Change
Visitors	3,199,500	3,320,700	3.8%
Visitor Days[1]	20,420,100	21,092,400	3.3%
Room Nights	4,405,000	4,738,000	7.6%
Direct Expenditures[2]	$3,083,501,800	$3,311,176,600	7.4%
Total Economic Impact[3,4]	$4,779,936,100	$5,125,065,900	7.2%
Occupancy	58.8%	56.2%	-4.5%
ADR	$178.86	$181.90	1.7%
RevPAR	$105.22	$102.18	-2.9%
TDT Collections	$43,887,900	$48,238,100	9.9%

[1] Visitor Days reflect the total amount of days that visitors spent in the destination including all visitor types and not just those who stayed in paid accommodations.
[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] The IMPLAN multiplier used to estimate economic impact is 1.548.

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM

	2024	2025	% Change
Direct Jobs	21,033	22,297	6.0%
Total Jobs[1]	29,055	30,881	6.3%
Direct Wages	$731,445,300	$790,283,500	8.0%
Total Wages[1]	$1,099,116,900	$1,190,302,900	8.3%
Direct Local Taxes	$109,743,900	$120,293,400	9.6%
Total Local Taxes[1]	$143,020,800	$156,526,800	9.4%
Direct State Taxes	$103,258,500	$113,022,800	9.5%
Total State Taxes[1]	$135,381,900	$147,950,800	9.3%

[1] "Total wages" and "total taxes" are greater than "direct wages" and "direct taxes" because visitors direct spending is recirculated throughout the Lee County economy as employees and employers buy products and services with visitors' dollars.

VISITOR TYPE

Visitor Type	2024	2025
Visitors in Paid Accommodations	67%	67%
Visitors in Non-Paid Accommodations	32%	31%
Day Trippers	1%	2%

PRE-VISIT

Planned trip in advance	2024	2025
1 week or less	5%	6%
2-4 weeks	13%	16%
1-2 months	37%	34%
3-6 months	31%	29%
6 months or more	14%	15%

Considered Other Destinations	2024	2025
Yes	31%	25%
No	69%	75%

PRE-VISIT

Trip Planning Websites[1]	2024	2025
Airline websites/apps	33%	28%
Online search engines	28%	25%
Airbnb, Vrbo, etc.	21%	19%
Hotel websites/apps	16%	18%
Booking websites	16%	17%
Vacation rental websites/apps	14%	12%
Tripadvisor	10%	11%
Traveler reviews, blogs, stories	8%	9%
Visit Florida	7%	8%
VCB Facebook Page	7%	8%
Facebook	6%	8%
Instagram	5%	7%
www.VisitFortMyers.com	8%	7%
Streaming websites/apps	3%	6%
Other	3%	2%
None	22%	25%

[1]Multiple responses permitted.

PRE-VISIT

Information Requests[1]	2024	2025
Calling a hotel, motel, condo	21%	19%
Requesting and receiving a visitor guide	7%	7%
Receiving the VCB e-newsletter	2%	5%
Calling the VCB	5%	4%
Calling a local Chamber of Commerce	2%	3%
Other	2%	1%
None	70%	72%

[1]Multiple responses permitted.

PRE-VISIT

Reasons for Visiting[1]	2024	2025
Relax & unwind	45%	51%
Beach	38%	42%
Visiting friends & relatives	34%	34%
Shopping	8%	10%
Attractions	6%	9%
Nature, environment, bird watching	6%	9%
Part-time/seasonal resident	13%	8%
Special occasion	10%	8%
Golf or tennis	8%	7%
Sporting event	7%	7%
Fishing	9%	6%
Checking-in on my property post-hurricane	12%	5%
Special event	4%	4%
Water sports	4%	4%
Business meetings/conferences	3%	3%
Biking, hiking	2%	2%
Photography	2%	2%
Museums, history	1%	2%
Volunteering	2%	1%
Work-related hurricane recovery	2%	1%
Culture	1%	1%
Diving, snorkeling	1%	1%
Guided tours	1%	1%
Other	4%	2%

[1]Three responses permitted.

PRE-VISIT

Recall of Lee County Promotions	2024	2025
Yes (out of ALL visitors)	38%	37%

Influenced by Promotions	2024	2025
Yes (out of ALL visitors)	20%	21%

Source of Advertising Recall[1]	2024	2025
Internet	48%	44%
Social media	35%	43%
Traveler reviews, blogs	20%	18%
Television	14%	15%
www.VisitFortMyers.com	10%	11%
Travel/visitor guide	9%	11%
Magazine	9%	9%
Video streaming services	6%	8%
Newspaper	8%	7%
Email/e-newsletter	7%	6%
Billboard	5%	6%
AAA	5%	6%
Brochure	5%	5%
Radio	4%	5%
Deal-based promotion	3%	5%
Music streaming services	1%	3%
Podcasts	1%	1%
Other	3%	2%

[1] Multiple responses permitted.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes)	2024	2025
Warm weather	88%	87%
Peaceful/relaxing	88%	86%
A safe destination	83%	82%
White sandy beaches	80%	79%
Convenient location	77%	77%
Clean, unspoiled environment	75%	76%
Plenty to see and do	78%	75%
A "family" atmosphere	74%	71%
Value for your travel dollar	70%	69%
Reasonably priced lodging	64%	67%
Memories of visiting/nostalgia	69%	65%

PRE-VISIT

Transportation	2024	2025
Fly	69%	65%
Drive a personal vehicle	25%	26%
Drive a rental vehicle	4%	8%
Drive a RV	1%	1%
Travel by bus	<1%	<1%
Other	1%	<1%

Airport Used (out of % of visitors who flew)	2024	2025
Southwest Florida International	81%	82%
Punta Gorda	9%	7%
Miami International	3%	3%
Ft. Lauderdale International	3%	3%
Tampa International	2%	2%
Orlando International	1%	2%
Other	<1%	1%

TRAVEL PARTY PROFILE

Visitor Origin Regions[1]	2024	2025
Midwest	34.4%	33.5%
Northeast	20.0%	23.7%
Southeast	18.9%	18.2%
Florida	6.9%	7.6%
West	8.3%	7.3%
Canada	6.2%	5.0%
Germany	2.1%	1.8%
UK	1.0%	1.0%
Other Europe	0.9%	0.7%
Other International	1.3%	1.2%

Visitor Origin Markets[1]	2024	2025
New York	4.8%	6.0%
Chicago	4.8%	5.3%
Minneapolis-Saint Paul	4.7%	4.6%
Boston	2.9%	4.1%
Atlanta	3.7%	3.3%
Detroit	3.3%	3.2%
Philadelphia	2.8%	3.2%

[1]Source: Data from Visitor Tracking Survey

TRAVEL PARTY PROFILE

Travel Parties	2024	2025
Mean travel party size	2.9[1]	2.8[1]
Travel with children under age 18	33%	28%

Travel Party Composition	2024	2025
As a couple	37%	39%
As a family	40%	35%
By yourself	12%	14%
With other couples/friends	8%	10%
With business associates	2%	2%
In a tour group	<1%	<1%
Other	1%	<1%

[1]Source: Visitor Tracking Survey, includes all types of visitors

TRAVEL PARTY PROFILE

Marital Status	2024	2025
Married	77%	73%
Unmarried	23%	27%

Age	2024	2025
Median age	51	52

Household Income	2024	2025
Median Income	$107,600	$112,500

ACCOMMODATIONS

Lodging Accommodations	2024	2025
Hotel/motel/resort	35%	37%
Vacation rental home	26%	25%
Friends/family home	15%	17%
Personal condo, house, timeshare, etc.	17%	14%
Bed & Breakfast/Inn	2%	3%
Campground/RV Park	3%	1%
Not spending the night	1%	2%
Other	1%	1%

TRIP EXPERIENCE

Length of Stay[1]	2024	2025
Average nights in the Fort Myers area	6.4	6.4

First time/Repeat Visitors	2024	2025
First-time	25%	24%
Repeat	75%	76%

[1]Sources: Occupancy Study for visitors staying in paid accommodations and Visitor Tracking Survey for all other visitors

TRIP EXPERIENCE

Activities[1]	2024	2025
Relax and unwind	67%	70%
Restaurants	63%	67%
Beach	59%	60%
Visit friends/relatives	47%	46%
Shopping	41%	45%
Nature, environment, bird watching	22%	27%
Attractions	15%	20%
Bars, nightclubs	14%	18%
Fishing	25%	17%
Water sports	19%	16%
Golf, tennis, or pickleball	18%	16%
Biking, hiking	12%	12%
Attend or participate in a sporting event	10%	10%
Special events	8%	9%
Special occasion	9%	8%
Photography	9%	8%
Culture	7%	7%
Museums, history	7%	7%
Guided tours	7%	7%
Spas	6%	5%
Diving, snorkeling	6%	5%
Business meetings/conferences	4%	3%
Volunteering	3%	2%
Other	2%	1%

[1] Multiple responses permitted.

TRIP EXPERIENCE

Attractions[1]	2024	2025
Beaches	60%	64%
Sanibel Lighthouse	23%	24%
Fort Myers Beach Pier Area[2]	13%	22%
Edison & Ford Winter Estates	23%	20%
Bell Tower Shops	24%	19%
Miromar Outlets Mall	14%	19%
Gulf Coast Town Center	17%	18%
Coconut Point Mall	16%	18%
Manatee Park	6%	9%
J.N. Ding Darling National Wildlife Refuge	8%	7%
Bailey-Matthews Shell Museum	6%	5%
Broadway Palm Dinner Theater	4%	5%
Periwinkle Place	3%	4%
Barbara B. Mann Performing Arts Hall	2%	4%
Other	3%	<1%

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

TRIP EXPERIENCE

Area stayed	2024	2025
Fort Myers	34%	33%
Fort Myers Beach	12%	17%
Cape Coral	18%	13%
Bonita Springs	9%	9%
Sanibel Island	7%	9%
Estero	7%	6%
North Fort Myers	3%	4%
Captiva Island	4%	3%
Lehigh Acres	2%	1%
Pine Island	1%	1%
Boca Grande/Outer Islands	1%	1%
Along I-75	1%	1%
None/not staying overnight	1%	2%

POST-TRIP EVALUATION

Likelihood of Recommending the Area	2024	2025
Very Likely	52%	60%
Likely	41%	33%
Neither	5%	4%
Unlikely	1%	1%
Very Unlikely	1%	1%
Don't Know	<1%	1%

Satisfaction with Accommodations	2024	2025
Exceeded expectations	43%	46%
Met expectations	53%	51%
Did not meet expectations	4%	3%

POST-TRIP EVALUATION

Likelihood of Returning to the Area	2024	2025
Very Likely	56%	66%
Likely	33%	27%
Neither	9%	4%
Unlikely	1%	2%
Very Unlikely	<1%	<1%
Don't Know	1%	1%

Likelihood of Returning to the Area Next Year	2024	2025
Very Likely	50%	57%
Likely	23%	20%
Neither	14%	10%
Unlikely	3%	5%
Very Unlikely	1%	2%
Don't Know	9%	6%

POST-TRIP EVALUATION

Satisfaction with Visit	2024	2025
Very Satisfied	56%	63%
Satisfied	39%	34%
Neither	3%	2%
Dissatisfied/Very Dissatisfied	1%	<1%
Don't know	<1%	1%

Satisfaction with Customer Service	2024	2025
Very Satisfied	56%	60%
Satisfied	37%	34%
Neither	4%	4%
Dissatisfied/Very Dissatisfied	1%	1%
Don't know	2%	1%

POST-TRIP EVALUATION

Visitor Concerns[1]	2024	2025
Traffic	36%	32%
Insects	14%	16%
High Prices	18%	15%
Damaged buildings, signs, and landscapes	19%	14%
Construction noise/activity	13%	8%
Beach seaweed	6%	7%
Weather	6%	6%
Red tide	6%	6%
Water quality	5%	6%
Lack of nightlife	4%	5%
Quality of accommodations	2%	2%
Other	2%	4%
Nothing	23%	30%

[1]Multiple responses permitted.

Quarterly Comparisons

ECONOMIC IMPACT

Visitor & Lodging Statistics	January – March	April – June	July – September	October – December
Visitors	782,000	862,700	762,800	913,200
Visitor Days	6,193,400	4,926,000	4,256,400	5,716,600
Room Nights	1,482,100	1,097,600	944,700	1,213,600
Direct Expenditures	$1,121,810,900	$754,888,900	$643,172,500	$791,304,300
Total Economic Impact	$1,736,348,000	$1,168,423,100	$995,507,600	$1,224,787,200
Occupancy	73.2%	52.4%	45.3%	54.4%
ADR	$235.77	$172.89	$139.90	$156.95
RevPAR	$172.61	$90.64	$63.32	$85.44

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM

	January – March	April – June	July – September	October – December
Direct Jobs	7,510	5,190	4,294	5,303
Total Jobs[1]	10,380	7,150	5,947	7,404
Direct Wages	$295,022,800	$174,338,900	$144,934,600	$175,987,200
Total Wages[1]	$447,531,900	$258,968,800	$217,000,100	$266,802,100
Direct Local Taxes	$42,014,300	$28,072,600	$22,438,600	$27,767,900
Total Local Taxes[1]	$53,921,300	$36,179,700	$29,602,900	$36,822,900
Direct State Taxes	$41,304,700	$27,588,500	$19,730,100	$24,399,500
Total State Taxes[1]	$53,340,000	$35,782,900	$26,224,000	$32,603,900

[1]"Total" wages and taxes are greater than "direct" wages and taxes because visitors direct spending is recirculated throughout the Lee County economy as employees and employers buy products and services with visitors' dollars.

VISITOR TYPE

Visitor Type	January – March	April – June	July – September	October –December
Visitors in Paid Accommodations	66%	69%	68%	65%
Visitors in Non-Paid Accommodations	33%	30%	30%	31%
Day Trippers	1%	1%	2%	4%

PRE-VISIT

Planned trip in advance	January – March	April – June	July –September	October – December
1 week or less	7%	5%	6%	6%
2-4 weeks	16%	15%	16%	16%
1-2 months	30%	34%	37%	35%
3-6 months	27%	31%	28%	28%
6 months or more	20%	15%	13%	14%
Not sure	<1%	<1%	<1%	1%

Considered Other Destinations	January – March	April – June	July – September	October – December
Yes	26%	24%	32%	19%
No	74%	76%	68%	81%

PRE-VISIT

Trip Planning Websites[1]	January – March	April – June	July – September	October – December
Airline websites/apps	27%	28%	29%	28%
Online search engines	24%	25%	25%	26%
Airbnb, Vrbo, etc.	22%	18%	18%	17%
Hotel websites/apps	15%	19%	20%	18%
Booking websites	14%	19%	19%	17%
Vacation rental websites/apps	12%	13%	14%	11%
Trip Advisor	11%	13%	11%	10%
Traveler reviews, blogs, stories	10%	7%	10%	8%
Visit Florida	7%	9%	8%	7%
Facebook	8%	8%	11%	7%
VCB Facebook Page	9%	9%	8%	7%
Instagram	6%	8%	8%	5%
www.VisitFortMyers.com	9%	7%	6%	6%
Streaming websites/apps	7%	6%	6%	4%
Other	2%	2%	3%	2%
None	30%	24%	21%	24%

[1]Multiple responses permitted.

PRE-VISIT

Information Requests[1]	January – March	April – June	July –September	October – December
Calling a hotel, motel, condo	15%	16%	23%	21%
Requesting and receiving a visitor guide	8%	8%	7%	7%
Receiving the VCB e-newsletter	5%	4%	6%	4%
Calling the VCB	4%	6%	5%	2%
Calling a local Chamber of Commerce	3%	2%	5%	3%
Other	1%	1%	1%	1%
None	78%	75%	65%	70%

[1]Multiple responses permitted.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes)	January – March	April – June	July –September	October – December
Warm weather	90%	87%	84%	86%
Peaceful/relaxing	86%	88%	87%	84%
A safe destination	81%	81%	84%	82%
White sandy beaches	72%	82%	82%	78%
Convenient location	75%	77%	78%	78%
Clean, unspoiled environment	70%	78%	79%	77%
Plenty to see and do	74%	76%	76%	75%
A "family" atmosphere	66%	68%	76%	73%
Value for your travel dollar	60%	72%	73%	70%
Reasonably priced lodging	59%	68%	71%	68%
Memories of visiting/nostalgia	54%	65%	71%	70%

PRE-VISIT

	January – March	April – June	July –September	October – December
Recalled Lee County promotions	37%	32%	39%	39%
Influenced by Lee County promotions	17%	18%	24%	25%

Source of Recalled Promotions[1]	January – March	April – June	July –September	October – December
Internet	41%	39%	46%	51%
Social media	44%	42%	41%	43%
Traveler reviews, blogs	19%	15%	17%	19%
Television	20%	17%	13%	12%
Travel/visitor guide	12%	10%	11%	10%
www.VisitFortMyers.com	16%	11%	9%	10%
Magazine	13%	9%	7%	6%
Video streaming services	6%	5%	9%	10%
Newspaper	12%	7%	5%	4%
Billboard	9%	4%	5%	5%
AAA	8%	9%	4%	2%
Email/e-newsletter	5%	7%	7%	6%
Radio	7%	5%	3%	4%
Brochure	7%	8%	5%	2%
Deal-based promotion	2%	2%	6%	8%
Music streaming services	<1%	1%	5%	5%
Podcasts	<1%	2%	3%	1%
Other	1%	1%	3%	2%

[1]Multiple responses permitted.

PRE-VISIT

Transportation	January – March	April – June	July – September	October – December
Fly	67%	66%	67%	61%
Drive a personal vehicle	26%	26%	24%	26%
Drive a rental vehicle	6%	7%	8%	11%
Drive a RV	1%	1%	1%	1%
Travel by bus	<1%	<1%	<1%	<1%
Other	<1%	<1%	<1%	1%

Airport Used	January – March	April – June	July – September	October – December
Southwest Florida International	85%	79%	84%	80%
Miami International	2%	3%	2%	5%
Ft. Lauderdale International	3%	4%	3%	2%
Orlando International	2%	3%	1%	3%
Tampa International	2%	3%	2%	1%
Punta Gorda	4%	7%	7%	9%
Other	2%	1%	1%	<1%

TRAVEL PARTY PROFILE

Visitor Origin Regions	January – March	April – June	July – September	October – December
Midwest	40.9%	30.0%	31.1%	32.4%
Northeast	26.8%	24.7%	22.6%	21.1%
Southeast	12.2%	20.5%	20.7%	19.1%
Florida	7.9%	7.3%	7.0%	8.1%
West	3.9%	7.8%	8.8%	8.4%
Canada	5.0%	5.5%	4.2%	5.1%
Germany	1.3%	1.2%	2.1%	2.7%
UK	0.8%	0.9%	1.0%	1.2%
Other Europe	0.5%	0.3%	1.3%	0.9%
Other International	0.7%	1.8%	1.2%	1.0%

TRAVEL PARTY PROFILE

Visitor Origin Markets	January – March	April – June	July – September	October – December
New York	4.6%	6.8%	7.5%	5.2%
Chicago	6.2%	5.2%	4.4%	5.2%
Minneapolis-Saint Paul	9.3%	3.5%	1.9%	3.9%
Boston	8.4%	3.4%	1.7%	3.1%
Atlanta	1.7%	3.7%	4.1%	3.5%
Philadelphia	3.3%	4.0%	2.7%	2.7%
Detroit	3.9%	2.8%	2.2%	3.7%
Washington, DC-Hagerstown	1.7%	2.6%	1.8%	2.6%
Cleveland-Akron	1.7%	1.8%	2.2%	2.5%
Miami-Fort Lauderdale	1.6%	1.4%	2.6%	1.9%
Indianapolis	1.9%	1.8%	2.3%	1.4%
Cincinnati	2.0%	1.9%	1.7%	1.1%
Denver	0.5%	1.8%	2.1%	1.9%

TRAVEL PARTY PROFILE

Travel Parties	January – March	April – June	July – September	October – December
Mean travel party size[1]	2.6	2.9	2.8	2.8
Travel with children under age 18	24%	26%	36%	26%

Travel Party Composition	January – March	April – June	July – September	October – December
As a couple	42%	37%	36%	41%
As a family	32%	35%	40%	33%
By yourself	13%	14%	15%	15%
With other couples/friends	10%	12%	8%	8%
With business associates	3%	2%	1%	2%
In a tour group	<1%	<1%	<1%	<1%
Other	<1%	<1%	<1%	1%

[1]Source: Visitor Tracking Survey, includes all types of visitors

TRAVEL PARTY PROFILE

Marital Status	January – March	April – June	July – September	October – December
Married	76%	69%	70%	75%
Unmarried	24%	31%	30%	25%

Age	January – March	April – June	July – September	October – December
Median age	55	53	48	51

Household Income	January – March	April – June	July – September	October – December
Median Income	$120,800	$102,900	$111,100	$115,000

TRIP EXPERIENCE

Length of Stay	January – March	April – June	July – September	October – December
Average nights stayed in the Fort Myers Area	7.9	5.7	5.6	6.3

First time/Repeat Visitors	January – March	April – June	July – September	October – December
First-time	22%	31%	25%	18%
Repeat	78%	69%	75%	82%

TRIP EXPERIENCE

Activities[1]	January – March	April – June	July – September	October – December
Relax and unwind	66%	71%	70%	71%
Restaurants	66%	64%	67%	71%
Beach	49%	67%	65%	58%
Visit friends/relatives	43%	43%	44%	52%
Shopping	41%	41%	47%	50%
Nature, environment, bird watching	23%	26%	30%	29%
Attractions	19%	21%	20%	19%
Bars, nightclubs	17%	20%	15%	18%
Fishing	15%	17%	21%	15%
Golf, tennis, or pickleball	18%	14%	14%	18%
Water sports	13%	19%	20%	13%
Biking, hiking	15%	12%	10%	11%
Attend or participate in a sporting event	25%	4%	5%	6%
Special events	13%	7%	8%	7%
Special occasion	5%	10%	9%	9%
Photography	7%	9%	7%	8%
Culture	9%	9%	5%	6%
Museums, history	8%	7%	6%	7%
Guided tours	7%	9%	8%	6%
Spas	5%	5%	6%	5%
Diving, snorkeling	4%	6%	6%	5%
Business meetings/conferences	3%	4%	2%	3%
Volunteering	4%	1%	2%	3%
Other	2%	<1%	3%	1%

[1]Multiple responses permitted.

TRIP EXPERIENCE

Attractions[1]	January – March	April – June	July – September	October – December
Beaches	61%	73%	66%	58%
Sanibel Lighthouse	14%	27%	27%	27%
Fort Myers Beach Pier	23%	25%	23%	16%
Edison & Ford Winter Estates	18%	17%	22%	23%
Miromar Outlets Mall	18%	15%	15%	27%
Bell Tower Shops	19%	18%	17%	22%
Gulf Coast Town Center	14%	16%	18%	24%
Coconut Point Mall	18%	14%	18%	20%
Manatee Park	14%	9%	8%	6%
J.N. Ding Darling National Wildlife Refuge	7%	8%	7%	7%
Bailey-Matthews Shell Museum	3%	5%	6%	4%
Broadway Palm Dinner Theater	5%	5%	4%	5%
Barbara B. Mann Performing Arts Hall	5%	4%	2%	3%
Periwinkle Place	3%	6%	5%	2%
Other	3%	3%	1%	3%
None	16%	11%	12%	12%

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

TRIP EXPERIENCE

Area stayed	January – March	April – June	July – September	October – December
Fort Myers	35%	29%	33%	36%
Fort Myers Beach	14%	21%	19%	13%
Cape Coral	18%	12%	12%	12%
Sanibel Island	7%	12%	9%	8%
Bonita Springs	8%	10%	8%	10%
Estero	6%	4%	7%	7%
North Fort Myers	4%	3%	4%	4%
Captiva Island	2%	4%	4%	2%
Lehigh Acres	1%	1%	2%	1%
Pine Island	1%	1%	<1%	1%
Boca Grande/Outer Islands	1%	1%	<1%	1%
Along I-75	2%	1%	<1%	1%
None/not staying overnight	1%	1%	2%	4%

POST-TRIP EVALUATION

Likelihood of Recommending	January – March	April – June	July – September	October – December
Very Likely	63%	62%	62%	54%
Likely	27%	32%	32%	41%
Neither	6%	4%	4%	4%
Unlikely	1%	<1%	1%	1%
Very Unlikely	1%	1%	<1%	<1%
Don't Know	2%	1%	1%	<1%

Satisfaction with Accommodations	January – March	April – June	July – September	October – December
Exceeded expectations	40%	42%	54%	49%
Met expectations	55%	56%	44%	49%
Did not meet expectations	5%	2%	2%	2%

POST-TRIP EVALUATION

Likelihood of Returning	January – March	April – June	July – September	October – December
Very Likely	72%	66%	66%	60%
Likely	21%	26%	26%	33%
Neither	5%	3%	5%	5%
Unlikely	1%	4%	1%	1%
Very Unlikely	<1%	1%	<1%	<1%
Don't Know	1%	1%	<1%	2%

Likelihood of Returning Next Year	January – March	April – June	July – September	October – December
Very Likely	61%	60%	58%	56%
Likely	18%	22%	21%	18%
Neither	12%	8%	8%	11%
Unlikely	3%	5%	7%	3%
Very Unlikely	1%	1%	3%	1%
Don't Know	9%	5%	4%	3%

POST-TRIP EVALUATION

Satisfaction with Visit	January – March	April – June	July – September	October – December
Very satisfied	60%	63%	68%	61%
Satisfied	35%	34%	29%	36%
Neither	3%	2%	1%	2%
Dissatisfied/Very dissatisfied	1%	<1%	1%	<1%
Don't know	1%	1%	1%	1%

Satisfaction with Customer Service	January – March	April – June	July – September	October – December
Very satisfied	58%	59%	65%	60%
Satisfied	35%	35%	30%	36%
Neither	5%	4%	2%	3%
Dissatisfied/Very dissatisfied	1%	1%	1%	<1%
Don't know	1%	1%	2%	1%

POST-TRIP EVALUATION

Visitor Concerns[1]	January – March	April – June	July – September	October – December
Traffic	49%	31%	23%	26%
Insects	9%	22%	22%	12%
High Prices	16%	18%	14%	13%
Damaged buildings, etc.	20%	14%	13%	11%
Construction noise/activity	2%	12%	9%	9%
Beach seaweed	4%	12%	10%	4%
Weather	4%	7%	10%	4%
Red tide	11%	5%	5%	3%
Water quality	6%	6%	6%	5%
Lack of nightlife	4%	5%	6%	4%
Quality of accommodations	3%	2%	3%	2%
Other	6%	2%	5%	2%
Nothing	18%	28%	32%	42%

[1]Multiple responses permitted.

Methodology

METHODOLOGY

- Economic Impact of tourism in Lee County is derived from:
  - Visitor Tracking Study
    - In-person interviews in public areas, hotels, & at events around Lee County and online surveys
    - Sample size: 3,727 completed interviews
    - Target individuals: Visitors to Lee County
    - Data Collection: January 2025 – December 2025
  - Occupancy Study
    - Internet and telephone survey of hotels, rental management companies, RV/campgrounds, etc., and the STR Report
  - 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

Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

Calendar Year 2025
Visitor Tracking, Occupancy & Economic Impact Study

Tamara Pigott, CDME
Executive Director

Downs & St. Germain Research
dsg-research.com
850.906.311
contact@dsg-research.com

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