



## Report to the Industry

*March 12, 2026*

### January STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
68.1%	67.0%	-1.6%	\$188.56	\$183.35	-2.8%	\$128.40	\$122.86	-4.3%

### January Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
38.6%	43.3%	+ 12.3%	\$273.49	\$274.86	+ 0.5%	\$105.46	\$119.06	+ 12.9%

### Bed tax collection

The preliminary resort tax collected for January 2026 was \$6,313,796, a 16.3% increase over January 2025 preliminary collections of \$5,428,529. Fiscal year-to-date preliminary tourist tax collections are \$17,888,771, an increase of 25.1% year-over-year.

### Airport news

During January 2026, 1,063,645 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 0.4% compared to January 2025.

### Special presentation

Alison Hussey, CROW executive director, presented some statistics from the Sanibel Wild Mile, which was a collaboration initiative between Sanibel conservation partners such as CROW, SCCF, Bailey Matthews National Shell Museum and Aquarium, and Ding Darling Wildlife Society with support from the Lee County VCB. Since the launch of the Sanibel Wild Mile passport on March 1, 2025, there have been more than 1360 sign-ups and 731 check-ins. Over 55% of sign-ups came from out-of-state visitors and they had visitors from 12 different countries. The program achieved notable success, so much so that it will be renewed for 2026.

### Marketing update

Lesley-Ann Thompson, VCB marketing director, provided an overview of our recent marketing initiatives, key results, and upcoming campaigns. Highlights included the strong performance of the Sports Illustrated Swimsuit digital issue (3.1 billion impressions), results from our Kind Traveler program, and integrated winter–spring media partnerships spanning Tastemade, Atlas Obscura, TravelZoo and more. She also previewed new wedding promotions, our FIFA World Cup strategy, and gave updates to the digital visitor guide, National Seashell Day Sweepstakes and plans to highlight area wildlife this summer. She ended with sharing details on the return of VCB Marketing & Sales Meetings and opportunities for partners to participate in upcoming programs.

**Next TDC meeting**

The next TDC meeting will be held at **9 a.m. Thursday, April 9, 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](http://www.LeeVCB.com). Contact: Tamara Pigott, [TPigott@leegov.com](mailto:TPigott@leegov.com), Lee County VCB, 239-338-3500.