

Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

January - March 2026

Visitor Tracking, Occupancy & Economic Impact Study



Introduction



STUDY OBJECTIVES: MAP THE VISITOR JOURNEY



Executive Summary



KEY PERFORMANCE INDICATORS^{1,2}



1,004,200

**Total
Visitors**

+ 28.4%



1,715,700

**Room
Nights**

+ 15.8%



\$1,392,667,000

**Direct
Spending**

+ 24.1%



\$1,892,493,000

**Total
Economic Impact**

+ 23.6%

¹ Sources: DBPR, Smith Travel Research, Key Data, DSG Occupancy Study, and DSG Visitor Tracking Study

² Visitation grew more than Room Nights, Direct Spendings, and Total Economic Impact because of slight decreases in spending per visitor driven largely by shorter average length of stay.

LODGING METRICS¹

HOTELS + VACATION RENTALS + CAMPGROUNDS



77.0%

Occupancy

+ 5.2%



\$245.02

Average Daily Rate

+ 3.9%



\$188.71

Revenue Per Available Room

+ 9.3%

HOTELS²



78.0%

Occupancy

+ 6.4%



\$230.25

Average Daily Rate

+ 1.6%



\$179.60

Revenue Per Available Room

+ 8.1%

VACATION RENTALS³



69.9%

Occupancy

+ 6.6%



\$321.46

Average Daily Rate

+ 2.4%



\$224.70

Revenue Per Available Room

+ 9.1%

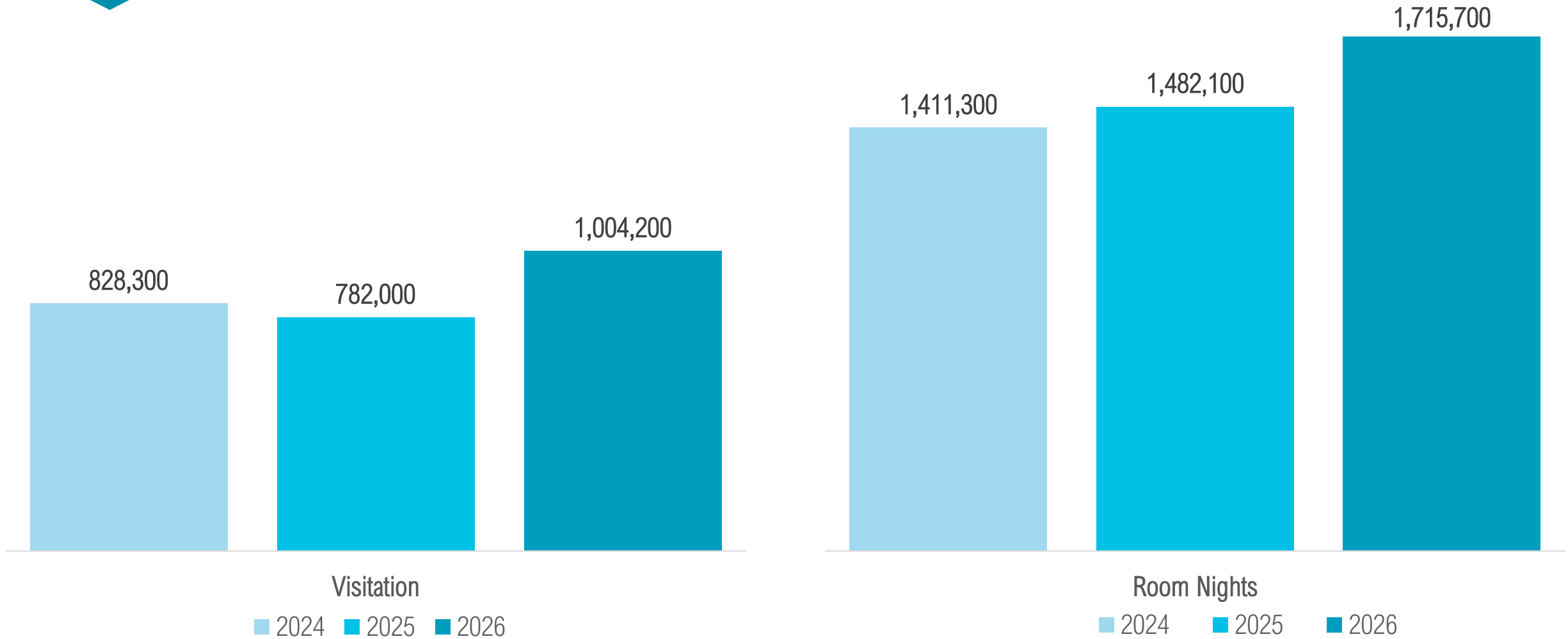
¹ Significantly more (+10.0%) units were available in Jan-Mar 2026 compared to Jan-Mar 2025. This is due to the ongoing recovery process post-Hurricane Ian as well as Helene and Milton.

² Hotel sources: Smith Travel Research & DSG Occupancy Study

³ Vacation rental sources: DBPR, Key Data & DSG Occupancy Study

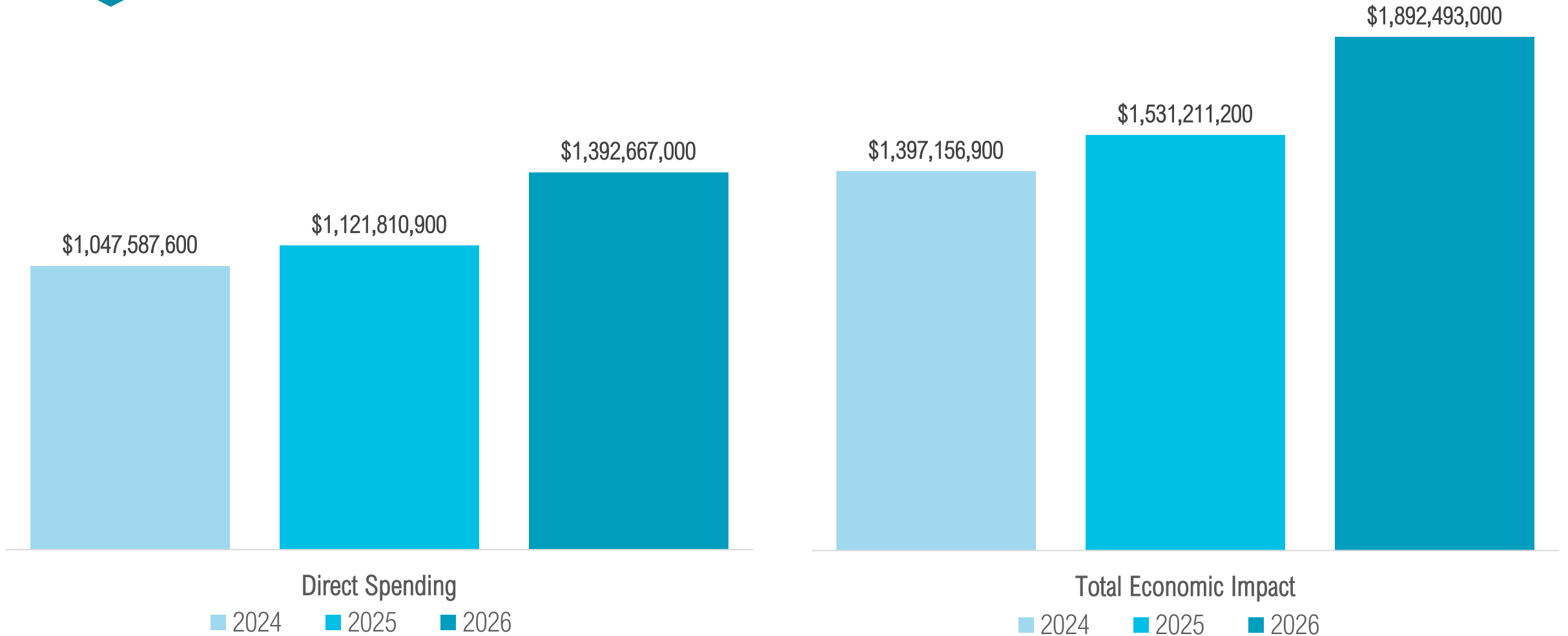
January - March 2026

JAN-MAR 2024-2026 VISITATION & ROOM NIGHTS¹



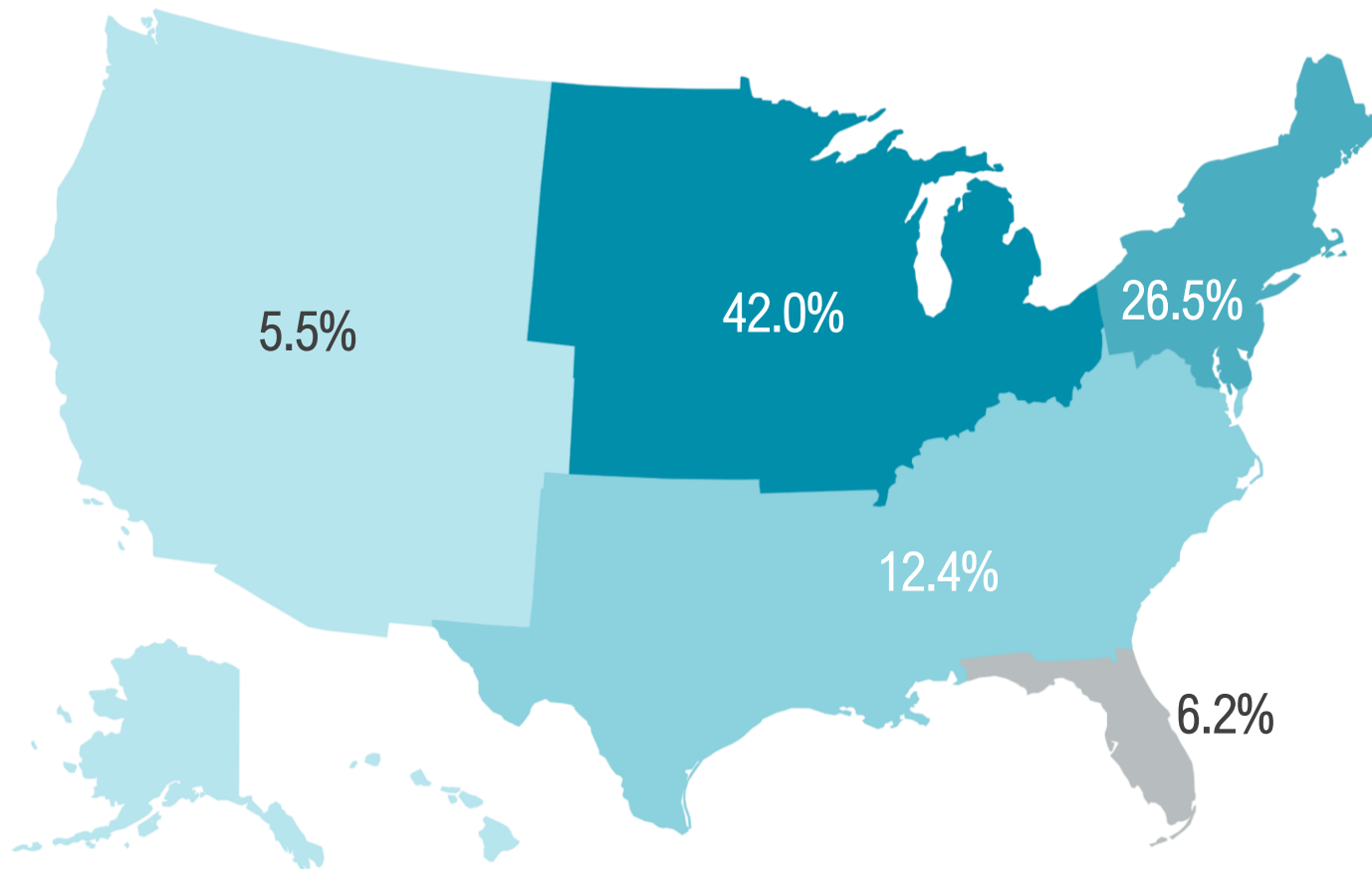
¹ Sources: STR, KeyData, & DSG Occupancy Study

JAN-MAR 2024-2026 SPENDING & ECONOMIC IMPACT¹



¹ Sources: STR, KeyData, & DSG Occupancy Study

VISITOR ORIGINS



Domestic Origin Regions	Percent	Top Origin Markets ^{1,2}	Percent
Midwest	42.0%	Minneapolis-Saint Paul	7.4%
Northeast	26.5%	Boston	5.9%
Southeast	12.4%	Chicago	4.7%
Florida	6.2%	New York	4.3%
West	5.5%	Detroit	3.7%
		Philadelphia	3.7%
		Cleveland-Akron	2.8%
		Indianapolis	2.2%
		Denver	2.0%
		Madison	1.9%
		Milwaukee	1.9%
		Portland, OR	1.8%
		Washington, DC-Hagerstown	1.7%
		Atlanta	1.6%
		Hartford-New Haven	1.6%
		South Bend-Elkhart	1.6%
		Cincinnati	1.5%

International Origins	Percent
Canada	4.1%
Germany	1.5%
United Kingdom	0.6%
Other Europe	0.5%
Other International	0.7%

¹ "Markets" refer to DMAs (Designated Marketing Areas) as defined by Nielsen Media Research.

² Many DMAs extend beyond the borders of their core state, such as the New York City DMA extending beyond the state of NY itself and including portions of NJ, CT, and PA, and the Washington, D.C. DMA extending beyond DC itself and including large portions of MD, VA, as well as some areas of WV.

VISITOR PROFILE



56

Median Age

22%

First-Time Visitor

\$116,700

Median Household Income

22%

Traveled With Children

2.8

Travel Party Size

7.3

Length Of Stay

INFLUENCE OF PROMOTIONS¹



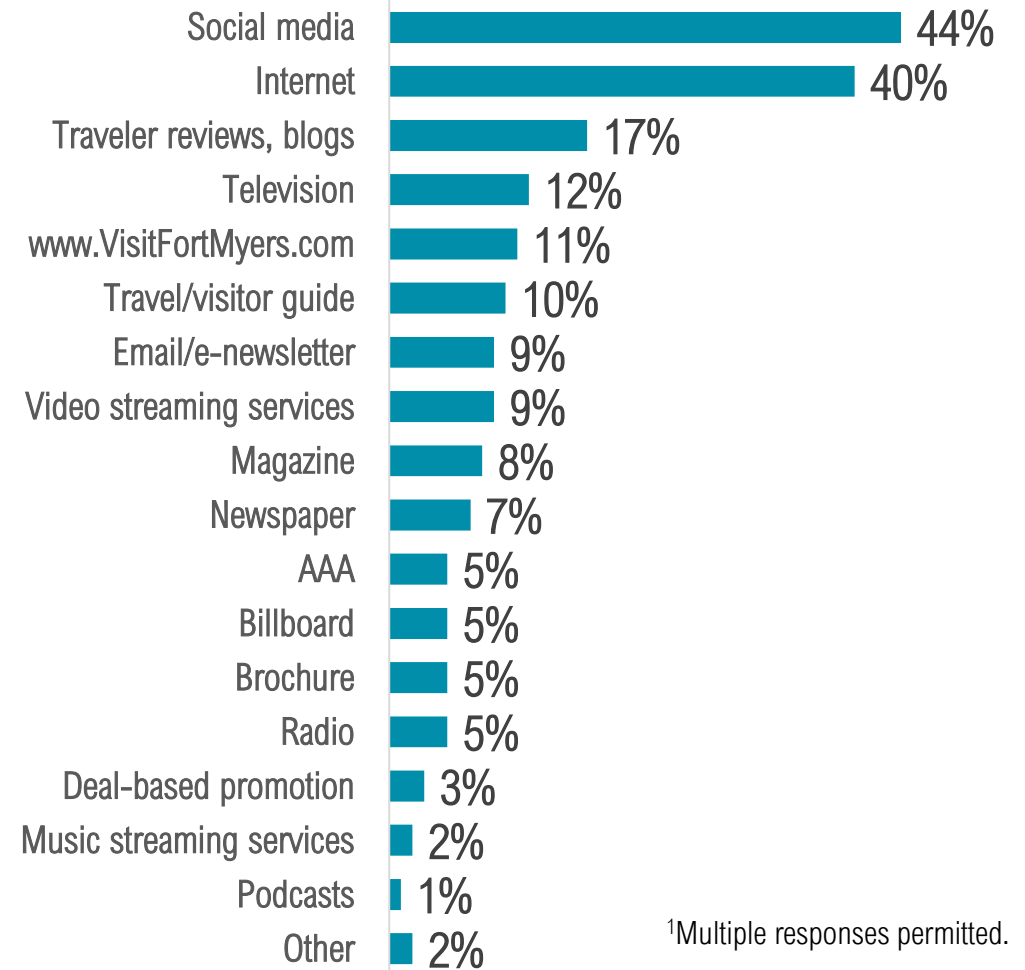
Data Point: 54% of the visitors who recalled promotions for the Fort Myers area said that they influenced their travel plans (was 46% in 2025).



Insight: Promotional effectiveness is rising, suggesting that marketing efforts are connecting more strongly with travelers and converting awareness into genuine intent to visit.

BASE: 38% of visitors who recalled promotions

Source of Promotion



¹Multiple responses permitted.

RETURN OF REPEAT & LOYAL VISITORS

Data Point: 78% of visitors to the Fort Myers area were repeat visitors (was also 78% in 2025).

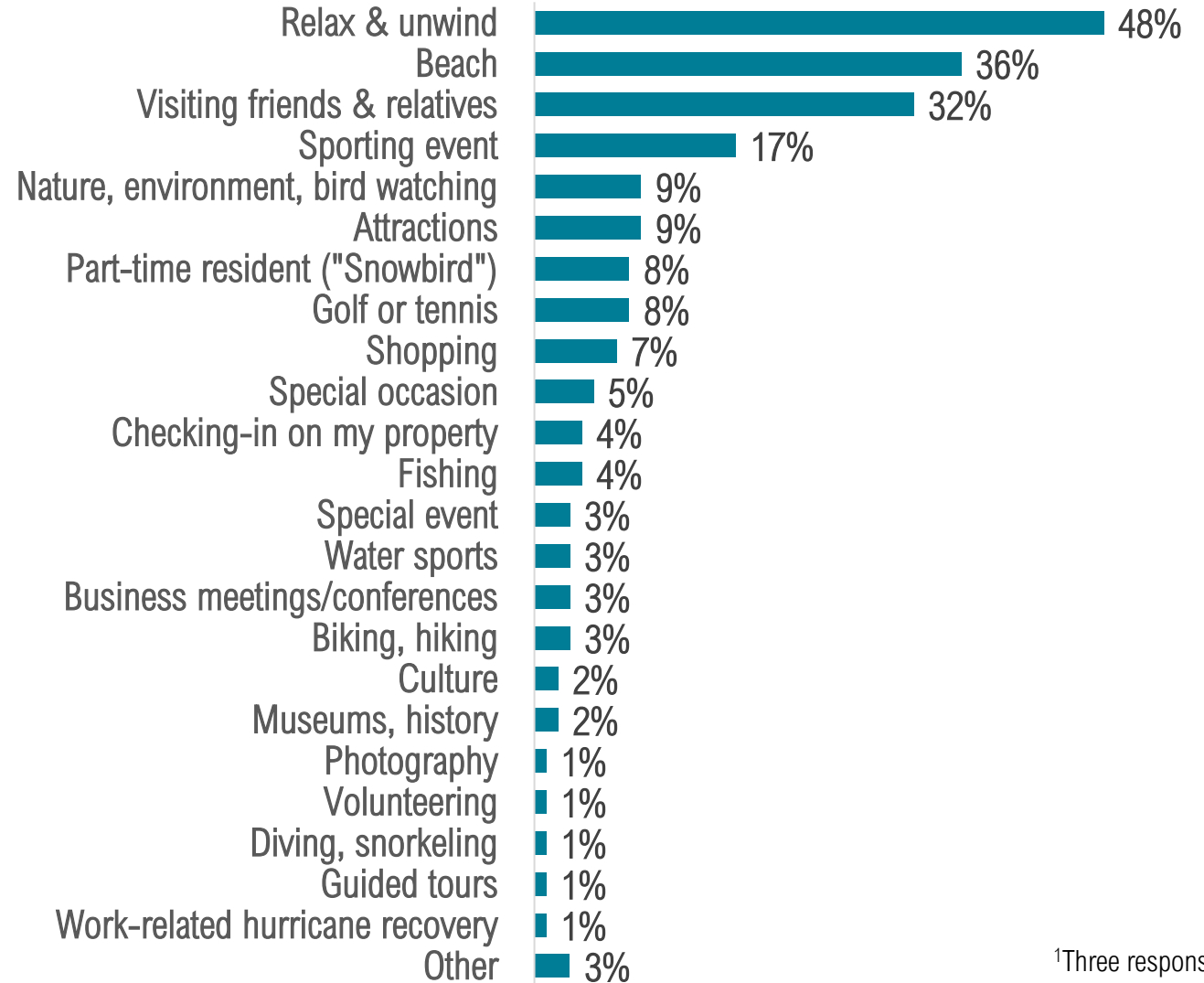
Insight: Repeat visitation remains steady, reinforcing the strong loyalty appeal of the area. This is reinforced by only 25% of visitors saying they considered other destinations when planning their trip, meaning few Fort Myers area visitors are comparison-shoppers and most are committed to visiting the area from the beginning of their trip planning.



REASON FOR VISITING¹

Data Point: The beach (+6%), relax & unwind (+3%), and visiting friends/relatives (+2%) were the main reasons for visiting that saw the largest increases, while part-time resident/snowbird (-3%) saw the largest decrease.

Insight: As hurricane recovery continues, the core “traditional leisure vacationer” segment continues to represent a higher share of visitation. Additionally, just over 1 in 8 visitors indicated that damaged buildings negatively impacted their visit to the area (down from 1 in 5 visitors last year).

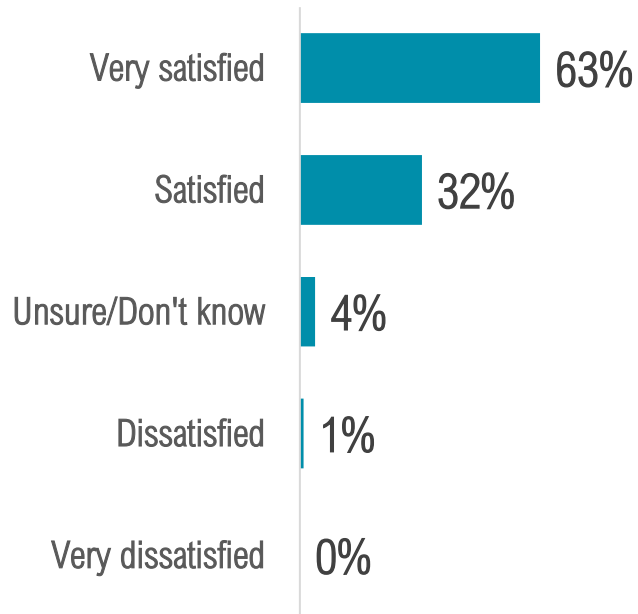


Pre-Visit
January - March 2026

¹Three responses permitted.

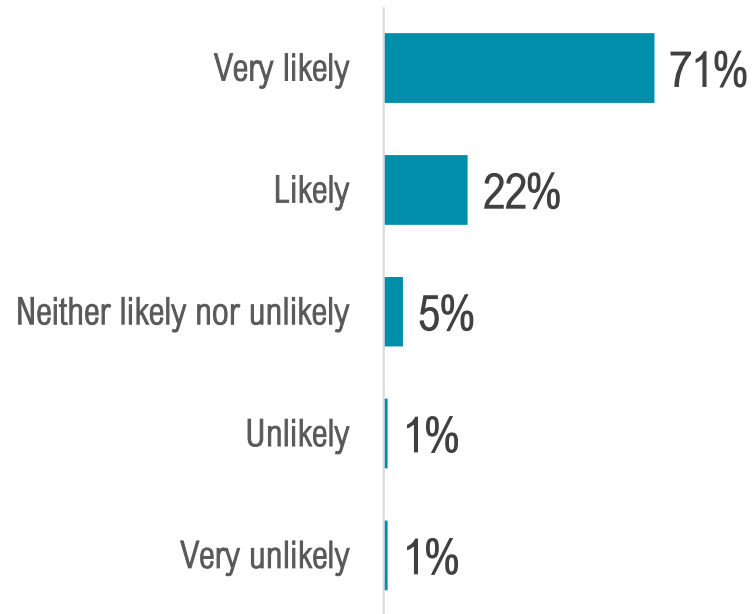
SATISFACTION STATISTICS

Overall satisfaction was up significantly year-over-year



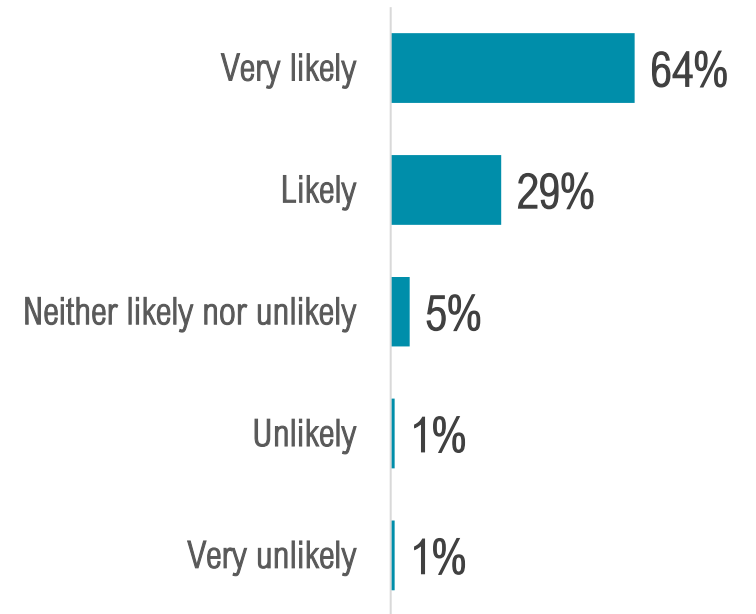
Overall Satisfaction with Stay

63% of visitors said they were **very satisfied** with their experience in the Fort Myers area (up from 60% in 2025)



Likelihood of Returning

71% of visitors said they would be **very likely to return** to the Fort Myers area (down from 72% in 2025)



Likelihood of Recommending

64% of visitors said they are **very likely to recommend the Fort Myers area** to friends and family (up from 63% in 2025)

SELECTED VISITOR QUOTES ABOUT THE FORT MYERS AREA¹



- “I would tell my best buddy to get down here as soon as possible! Fort Myers is heaven on Earth and a true blessing to be here. I used to live here with my mom when I was a little boy, and now I live in Tennessee. The beaches here are very beautiful, and I love this place here with all my heart.”
- “I would tell my friends that Fort Myers has a bunch of cute places to go to. All of the bars, restaurants, shopping areas and beaches here are amazing. It's worth the drive here from Tampa. It's better than driving all the way to Fort Lauderdale or Miami too.”
- “I would describe it as a family-friendly, relaxing beach destination with beautiful white sand, plenty of activities, and a peaceful, safe atmosphere.”
- “Fort Myers is a lot better than I've expected. There's a lot of great restaurants, bars, and things to do out here. I love all the beaches, and the weather here is perfect.”
- “Fort Myers is like a secret place in Florida everyone should visit. Miami is too expensive, and Fort Myers is amazing.”
- “Fort Myers is a great place to visit. The beaches are beautiful. The golf courses are plentiful, and it's just a really laid-back atmosphere.”

¹Open-ended responses.

Detailed Findings



VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION



TOURISM SNAPSHOT: KEY METRICS JAN-MAR 2025 VS. 2026

Visitor & Lodging Statistics	Jan - Mar 2025 ³	Jan - Mar 2026	% Change '25-'26
Visitors	782,000	1,004,200	+ 28.4%
Visitor Days	6,193,400	7,290,500	+ 17.7%
Room Nights	1,482,100	1,715,700	+ 15.8%
Direct Expenditures ¹	\$1,121,810,900	\$1,392,667,000	+ 24.1%
Total Economic Impact ²	\$1,531,211,200	\$1,892,493,000	+ 23.6%

¹ Includes: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

² 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.

³ Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

TOURISM SNAPSHOT: KEY METRICS FYTD 2025 VS. 2026

Visitor & Lodging Statistics	FYTD 2025 ³	FYTD 2026	% Change '25-'26
Visitors	1,649,200	1,917,400	+ 16.3%
Visitor Days	11,604,700	13,007,100	+ 12.1%
Room Nights	2,560,800	2,929,300	+ 14.4%
Direct Expenditures ¹	\$1,788,107,100	\$2,183,971,300	+ 22.1%
Total Economic Impact ²	\$2,424,669,700	\$2,954,194,900	+ 21.8%

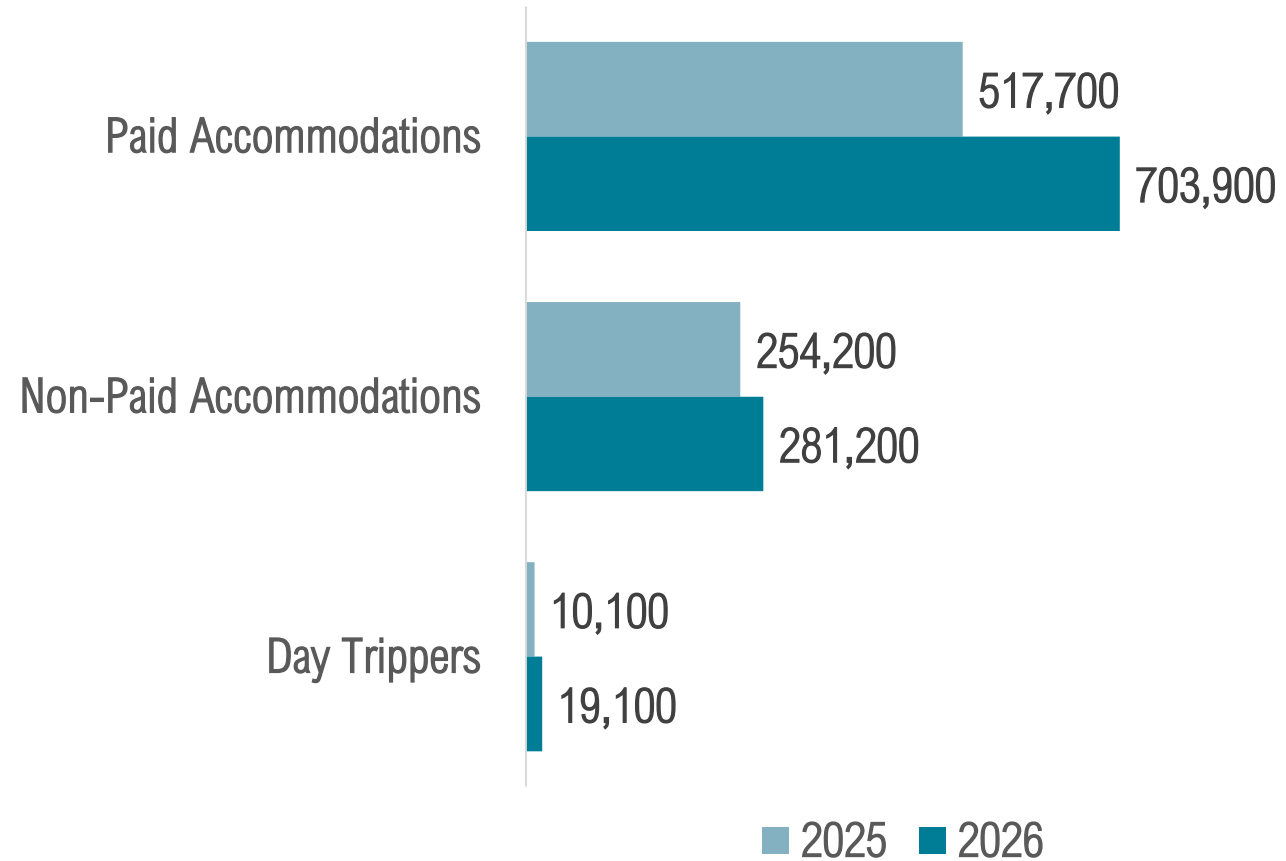
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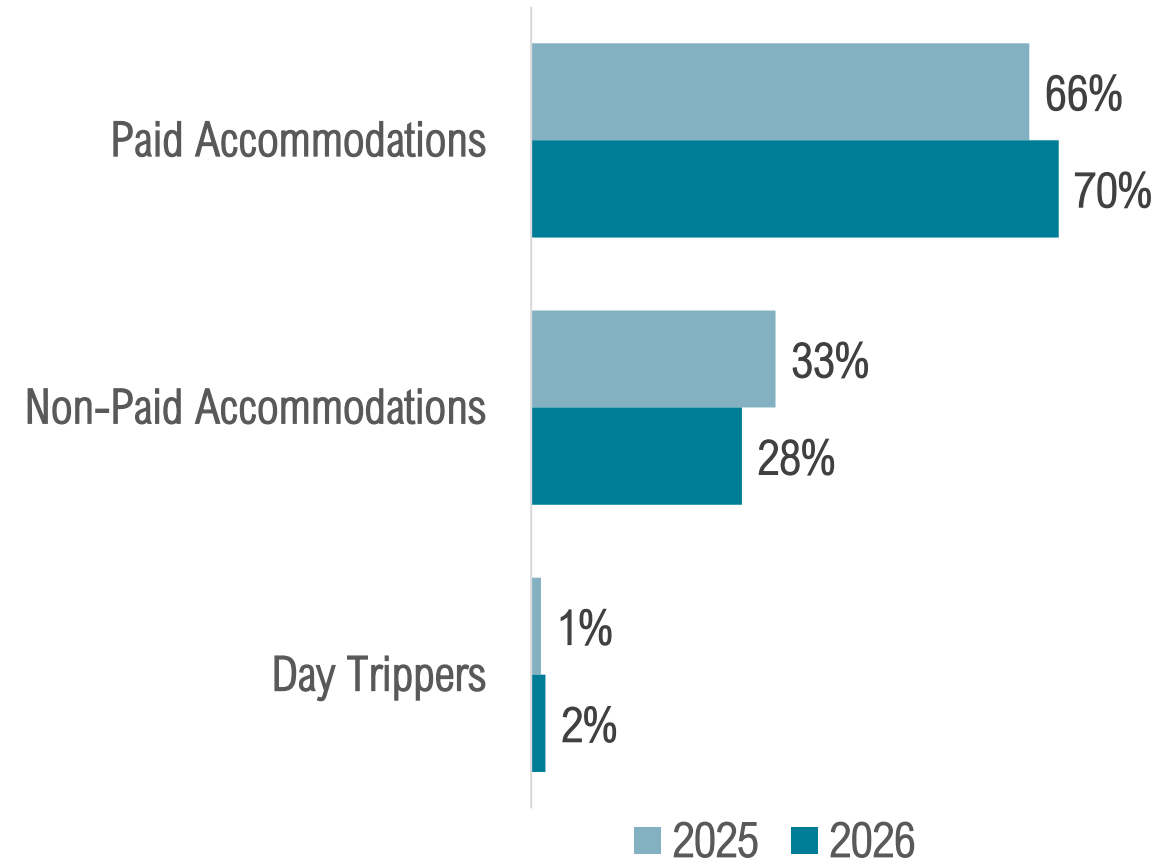
NUMBER OF VISITORS

There were **1,004,200** visitors to the Fort Myers area in Jan - Mar 2026 (+28.4% from 2025).



VISITOR TYPE

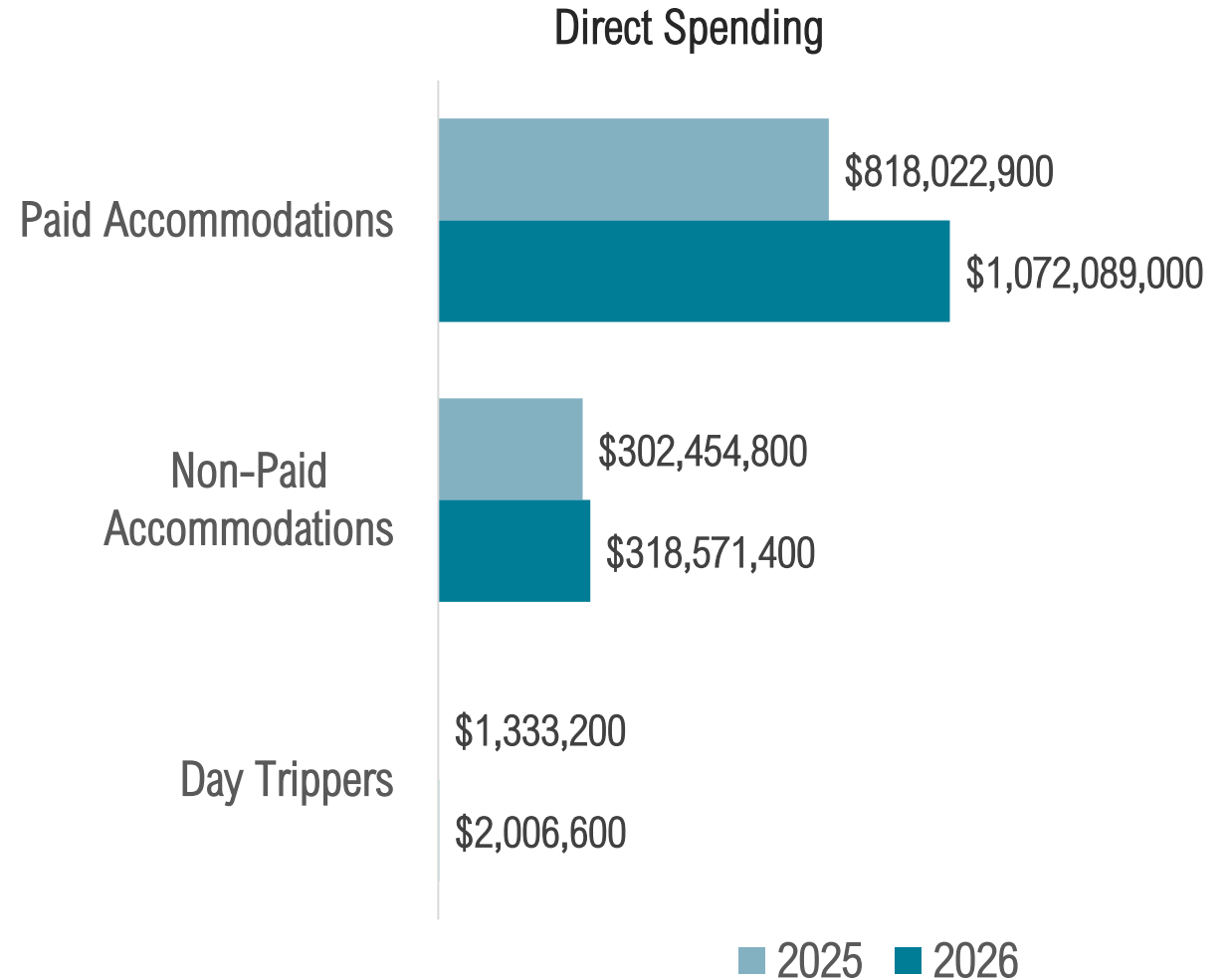
Visitors staying in paid accommodations accounted for **7 in 10** visitors.



VISITOR EXPENDITURES BY VISITOR TYPE

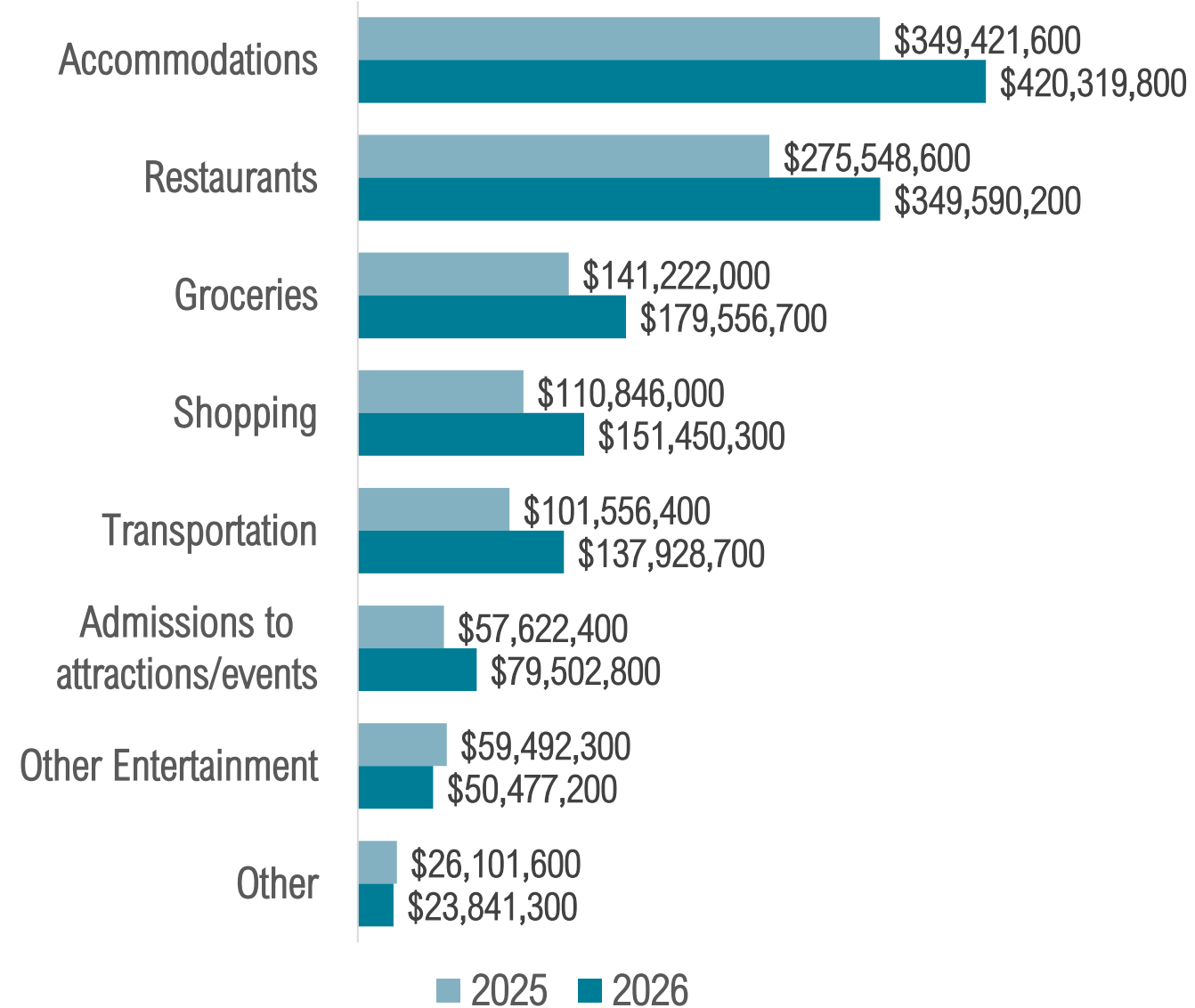
Oct - Dec visitors spent **\$1,392,667,000** in the Fort Myers area, resulting in a total economic impact of **\$1,892,493,000**, up 23.6% from 2025.

Visitors staying in paid accommodations accounted for 70% of all visitors and 77% of all spending.



VISITOR EXPENDITURES BY SPENDING CATEGORY¹

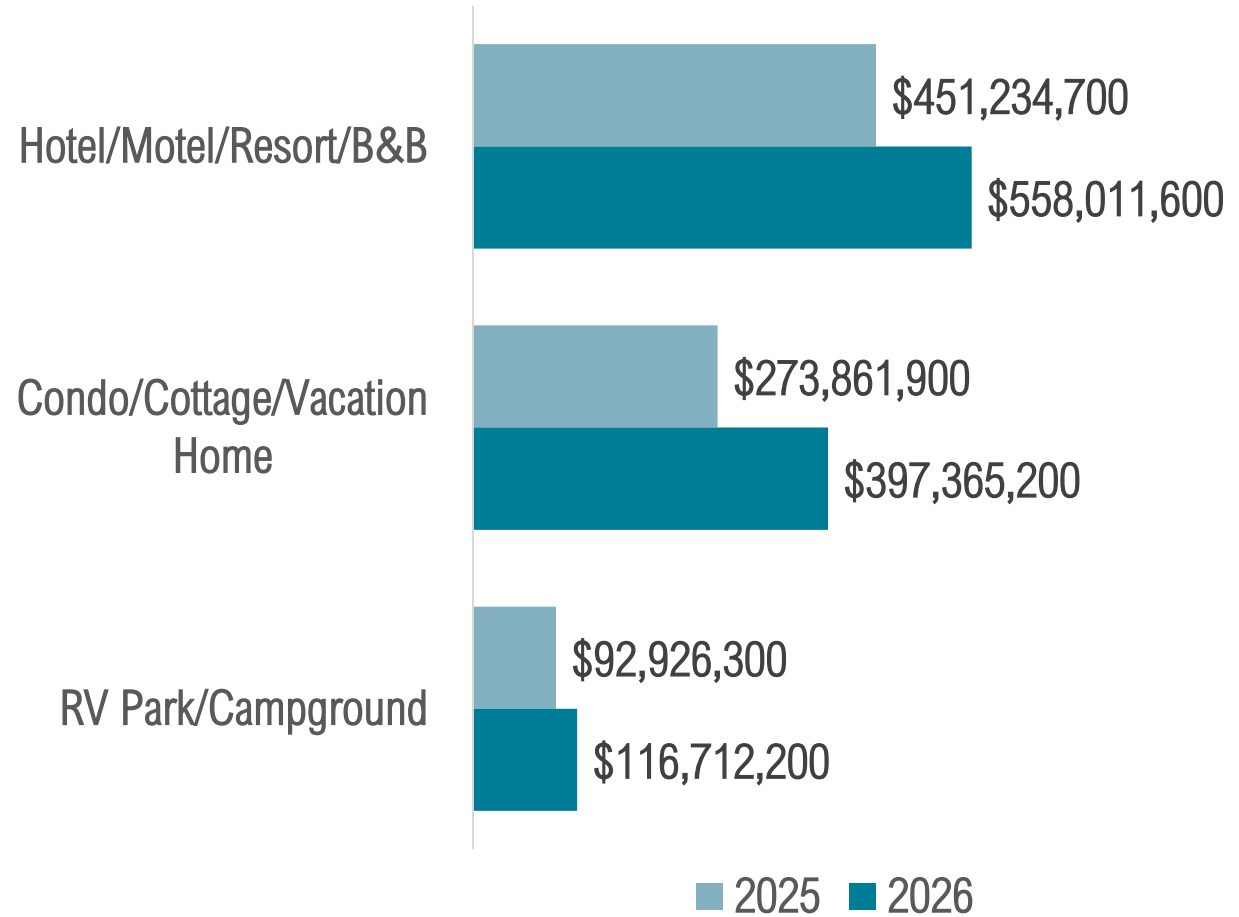
Of the **\$1,392,667,000** visitors spent in the Fort Myers area, 30% was spent on **accommodations** and 25% was spent on **restaurants**, accounting for **more than half** of **all visitor spending**.



VISITOR EXPENDITURES BY LODGING TYPE

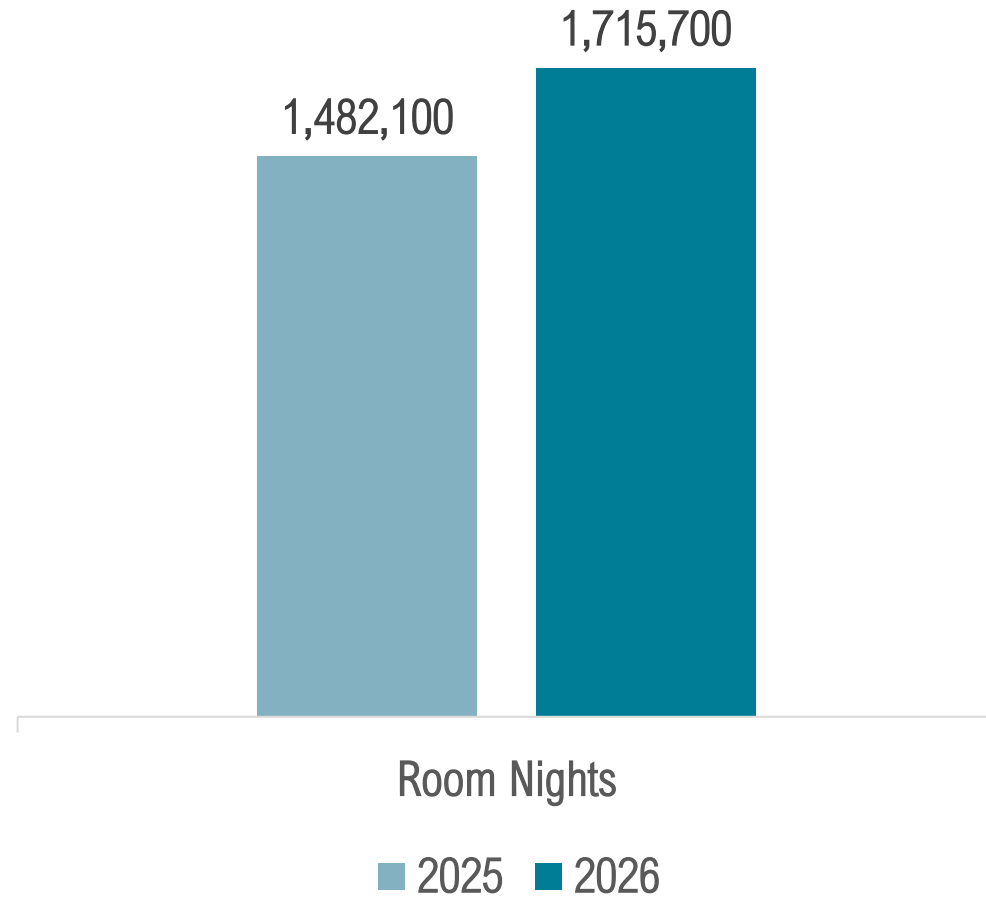


Jan - Mar visitors staying in paid accommodations spent **\$1,072,089,000** in the Fort Myers area (+31.1% from 2025).



ROOM NIGHTS GENERATED¹

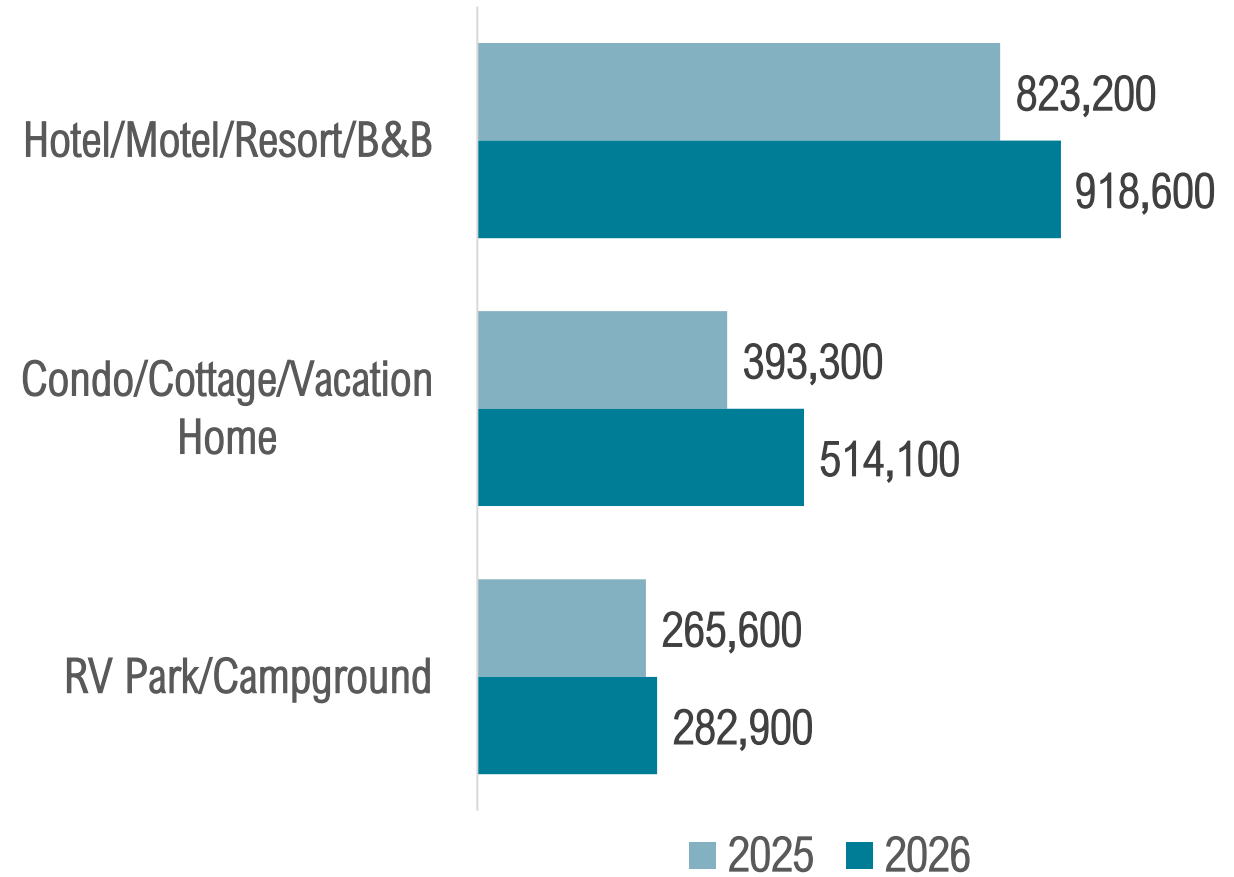
Jan - Mar visitors spent **1,715,700** nights in Fort Myers area hotels, resorts, condos, rental houses, RV parks, etc. (+15.8% from 2025).



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

ROOM NIGHTS GENERATED¹

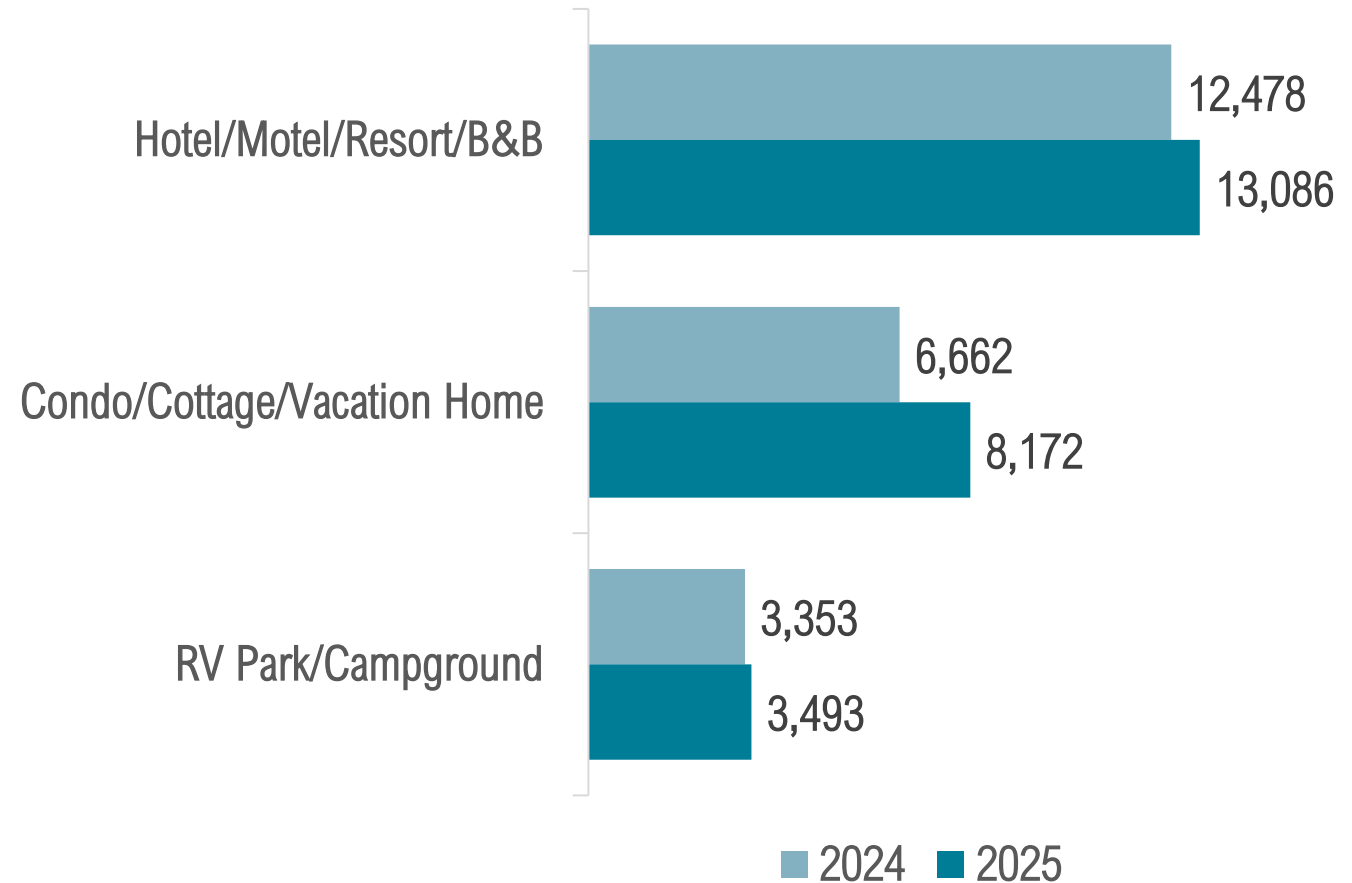
Hotels, motels, etc. accounted for **54%** of room nights spent in the Fort Myers area, while vacation rentals accounted for **30%** of room nights and RV parks/campgrounds accounted for the remaining **16%** of nights that visitors spent in the area.



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

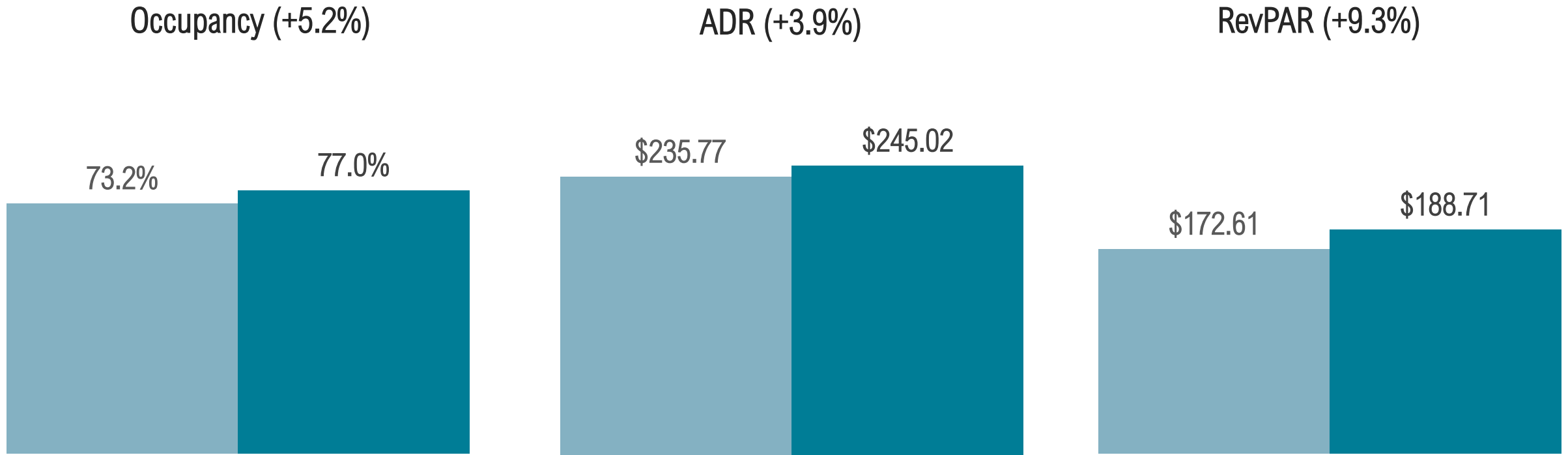
AVAILABLE UNITS¹

There were **24,751** available units in Jan - Mar 2026 vs. 22,493 in 2025 (+10.0%). **Over half** of the units available were from hotels, motels, etc.



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

OCCUPANCY¹, ADR AND REVPAR²



ADR

■ 2025 ■ 2026

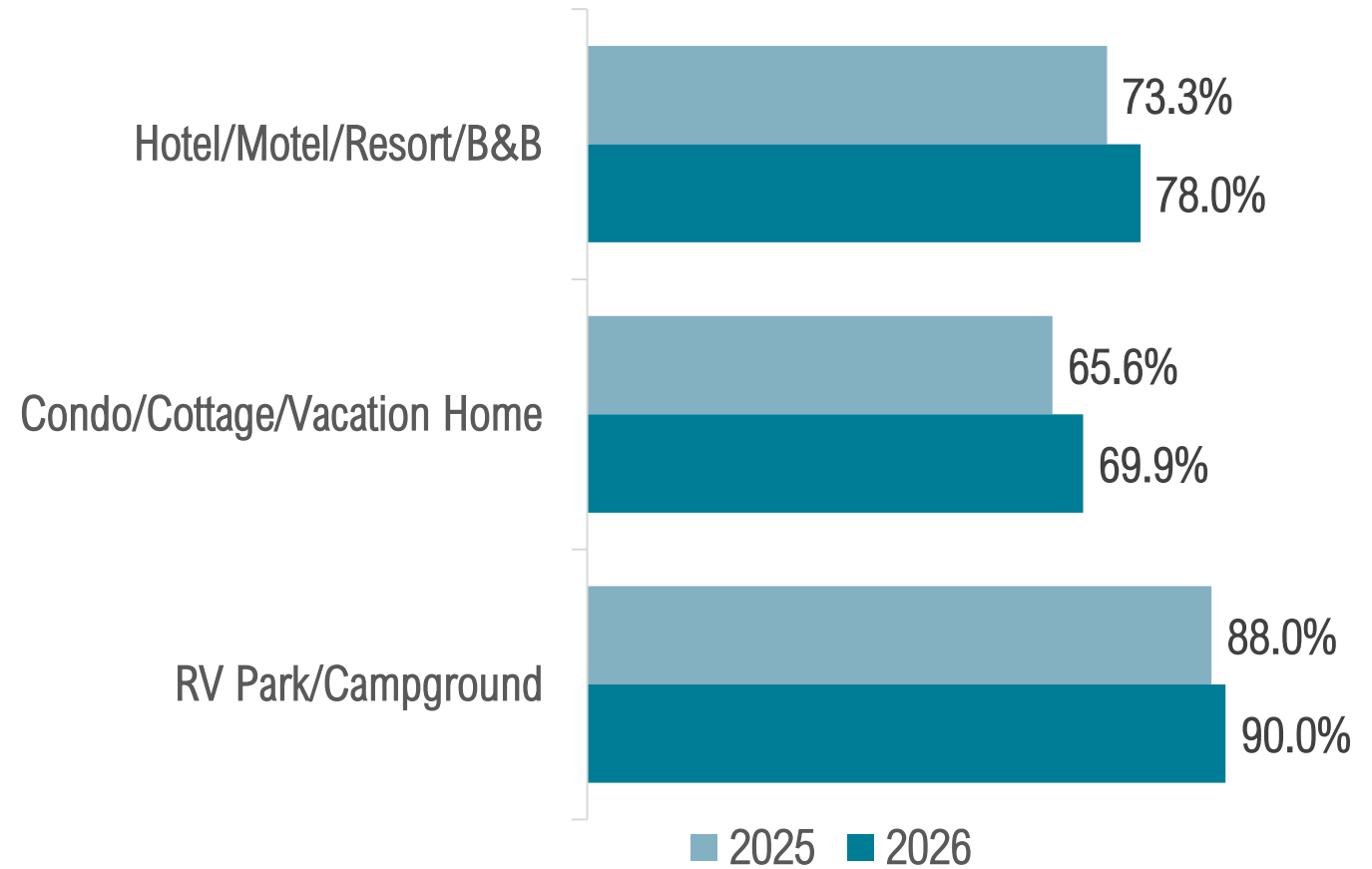
¹ Significantly more (+10.0%) units were available in Jan-Mar 2026 compared to Jan-Mar 2025. This is due to the ongoing recovery process post-Hurricane Ian as well as Helene and Milton.

²Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

OCCUPANCY^{1,2}



Average occupancy in Jan- Mar was **77.0%** (73.2% in 2025).

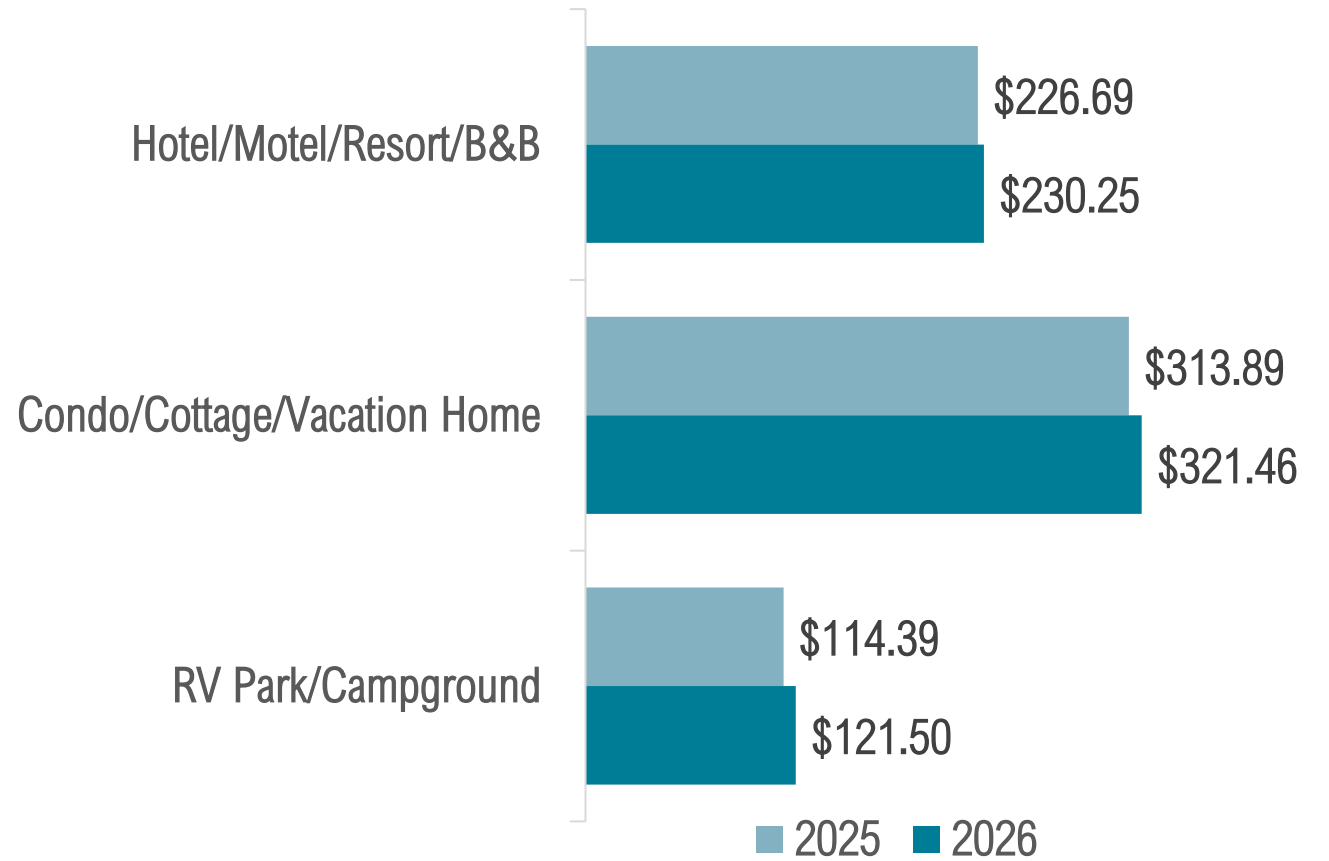


¹ Significantly more (+10.0%) units were available in Jan-Mar 2026 compared to Jan-Mar 2025. This is due to the ongoing recovery process post-Hurricane Ian as well as Helene and Milton.
² Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

ADR¹



ADR in Jan - Mar was **\$245.02** (\$235.77 in 2025).

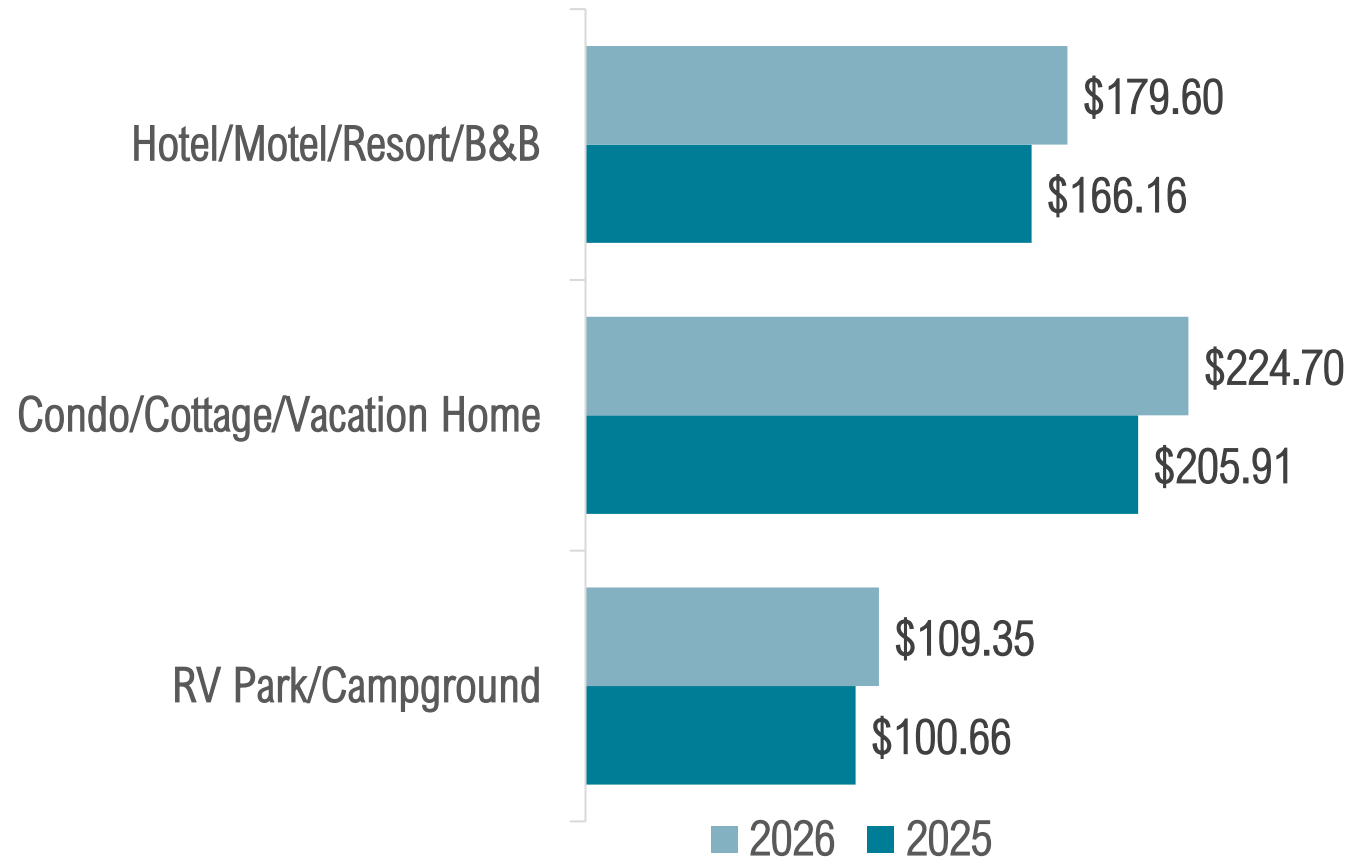


¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

REVPAR¹



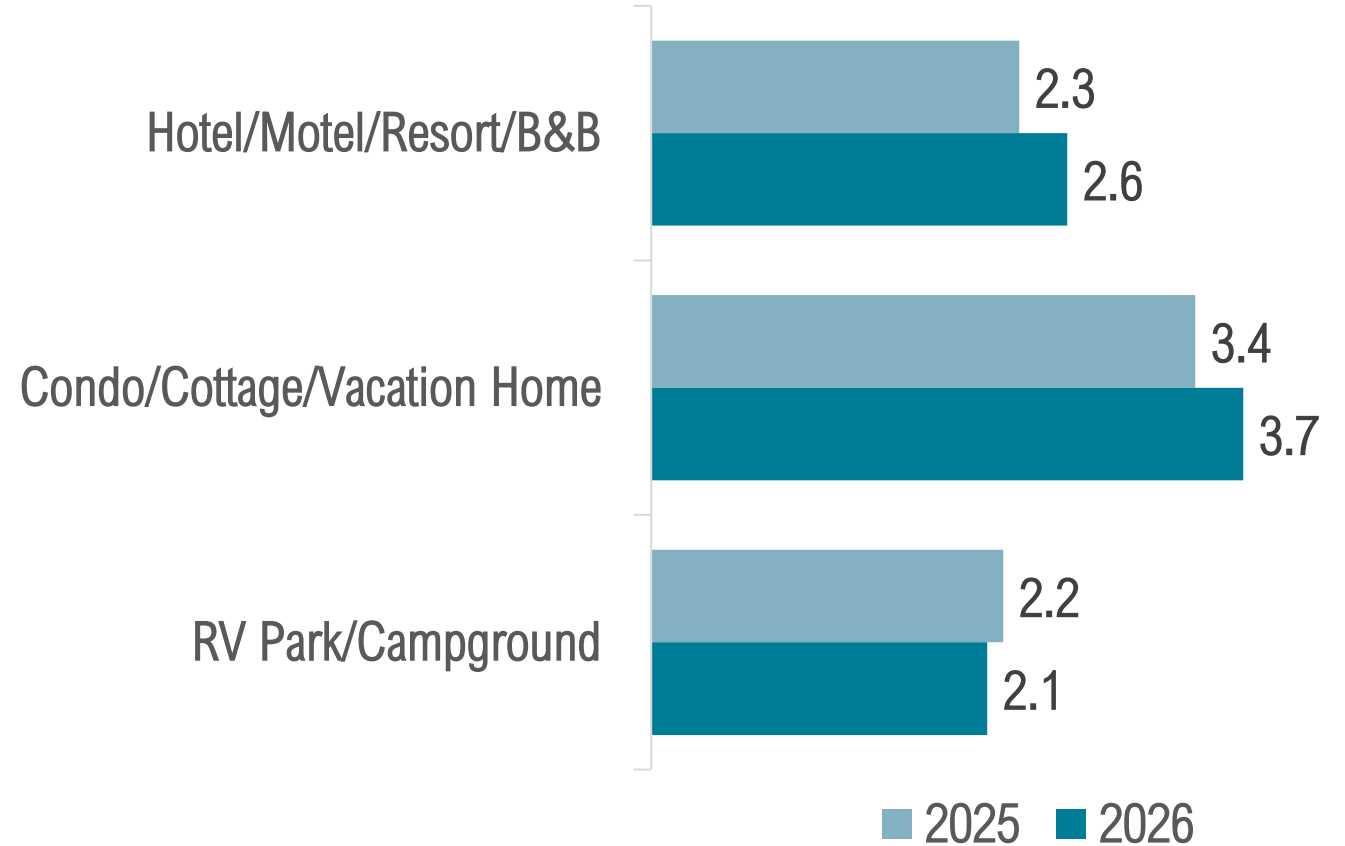
Average RevPAR in Jan - Mar was **\$188.71** (\$172.61 in 2025).



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

TRAVEL PARTY SIZE¹

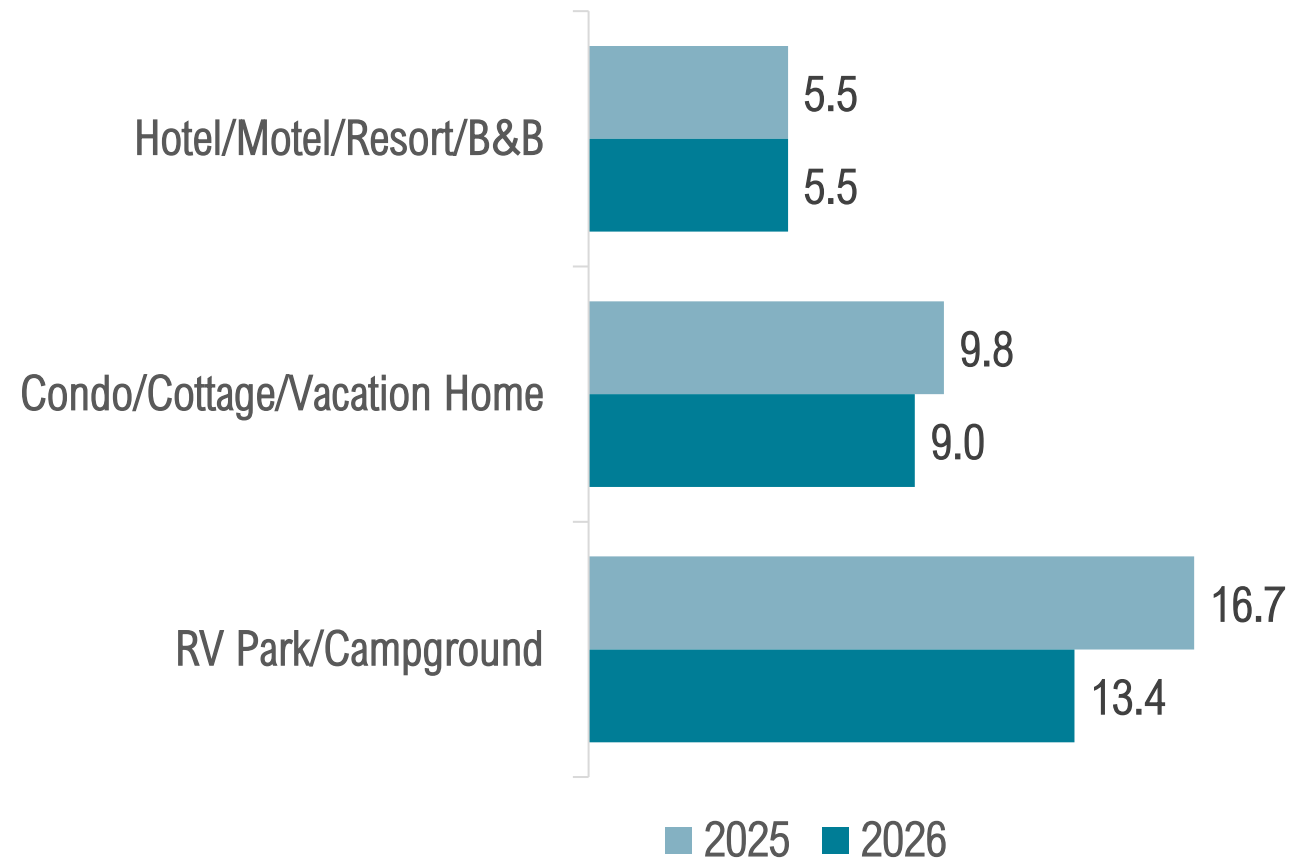
For visitors in paid accommodations, average travel party size in Jan - Mar was **2.9 people** (2.6 people in 2025).



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

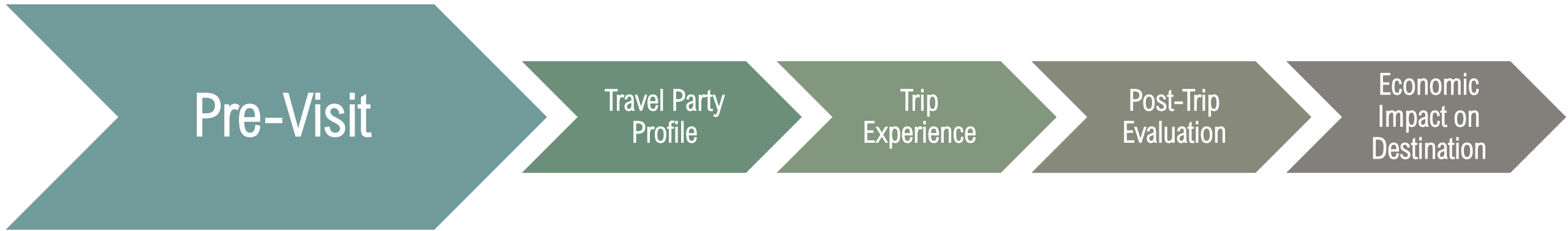
LENGTH OF STAY¹

For visitors in paid accommodations, average length of stay in Jan - Mar was **7.1 nights** (7.4 nights in 2025).



¹Sources: DBPR, DSG Occupancy Study, Smith Travel Research, and KeyData

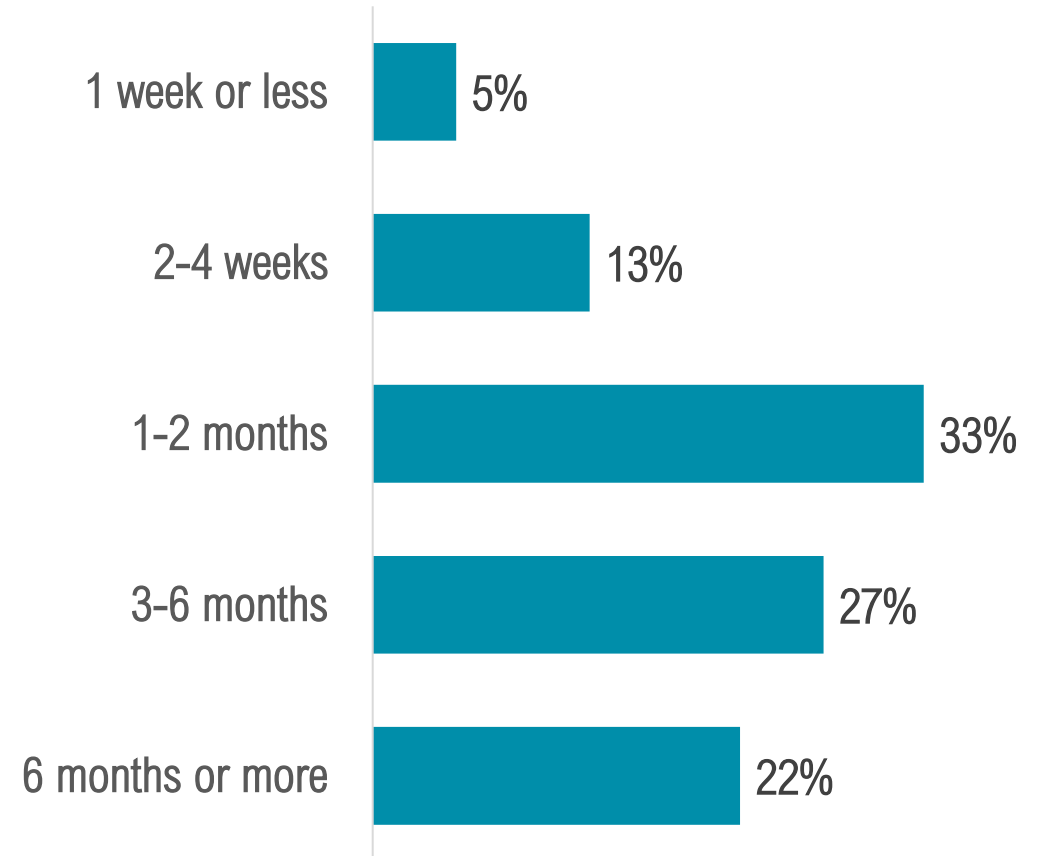
Visitor Journey: Pre-Visit



TRIP PLANNING CYCLE

1 in 3 visitors planned their trip 1-2 months in advance, while over 1 in 4 visitors planned their trip 3-6 months in advance.

The average trip planning cycle lasted over 2 months (74 days).

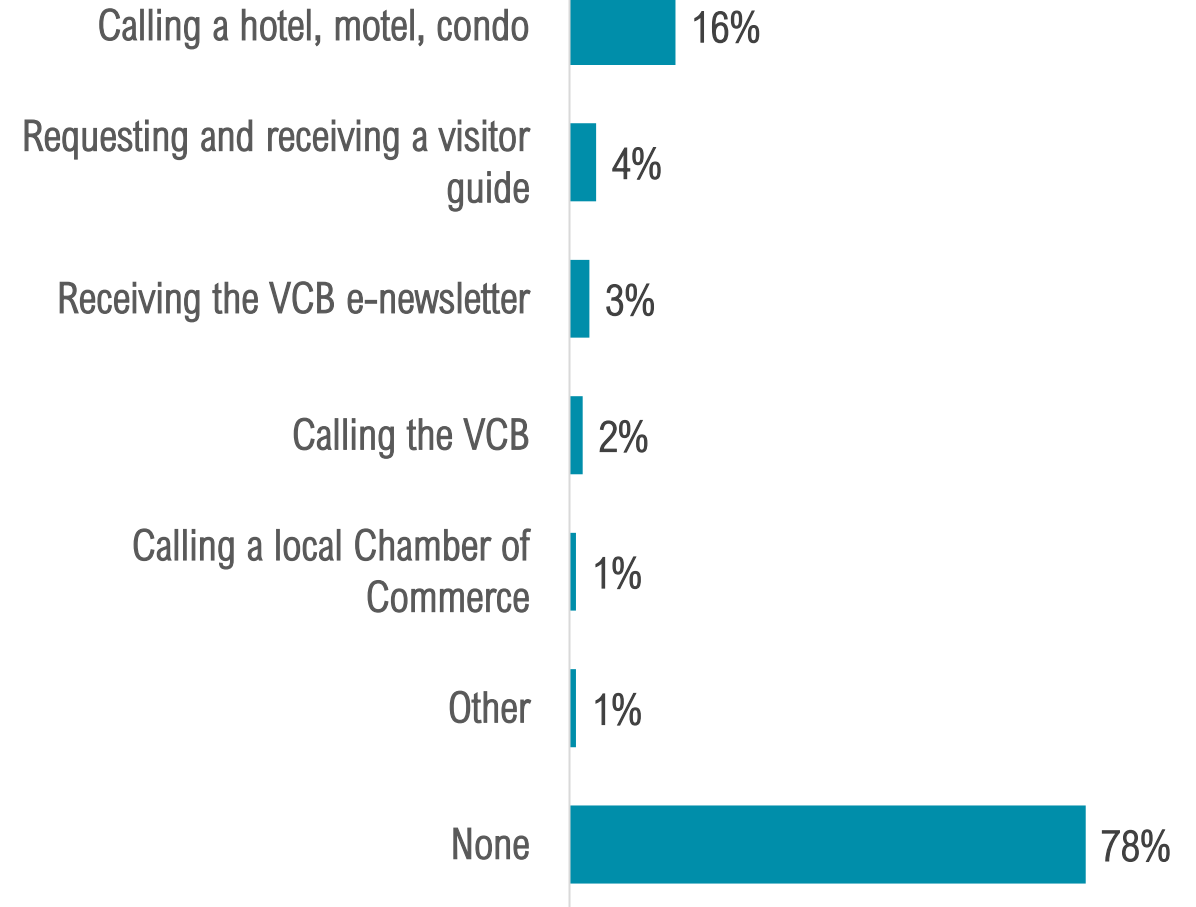


TRIP PLANNING: INFORMATION REQUESTS¹

Over 2 in 10 visitors made **information requests** while planning their trip to the Fort Myers area.

Visitors who sought information prior to their trips were most likely to rely on **lodging properties** for that information.

The share of visitors requesting information in Q1 2026 (22%) remained stable compared to Q1 2025.



¹Multiple responses permitted.

TRIP PLANNING: OTHER DESTINATIONS CONSIDERED¹

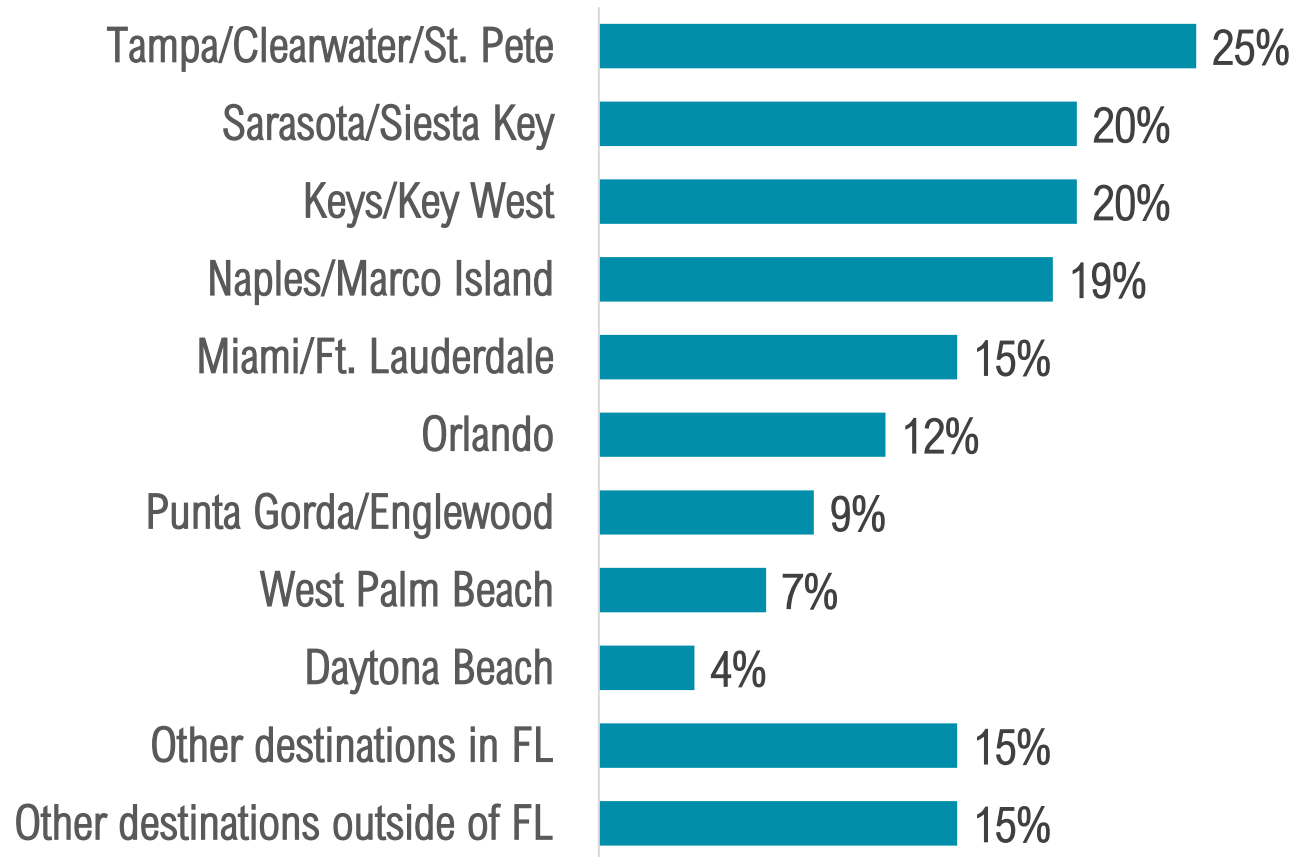


1 in 4 visitors considered visiting other destinations before selecting the Fort Myers area



Most alternate destinations considered were in **Florida**.

BASE: 25% of visitors who considered other destinations



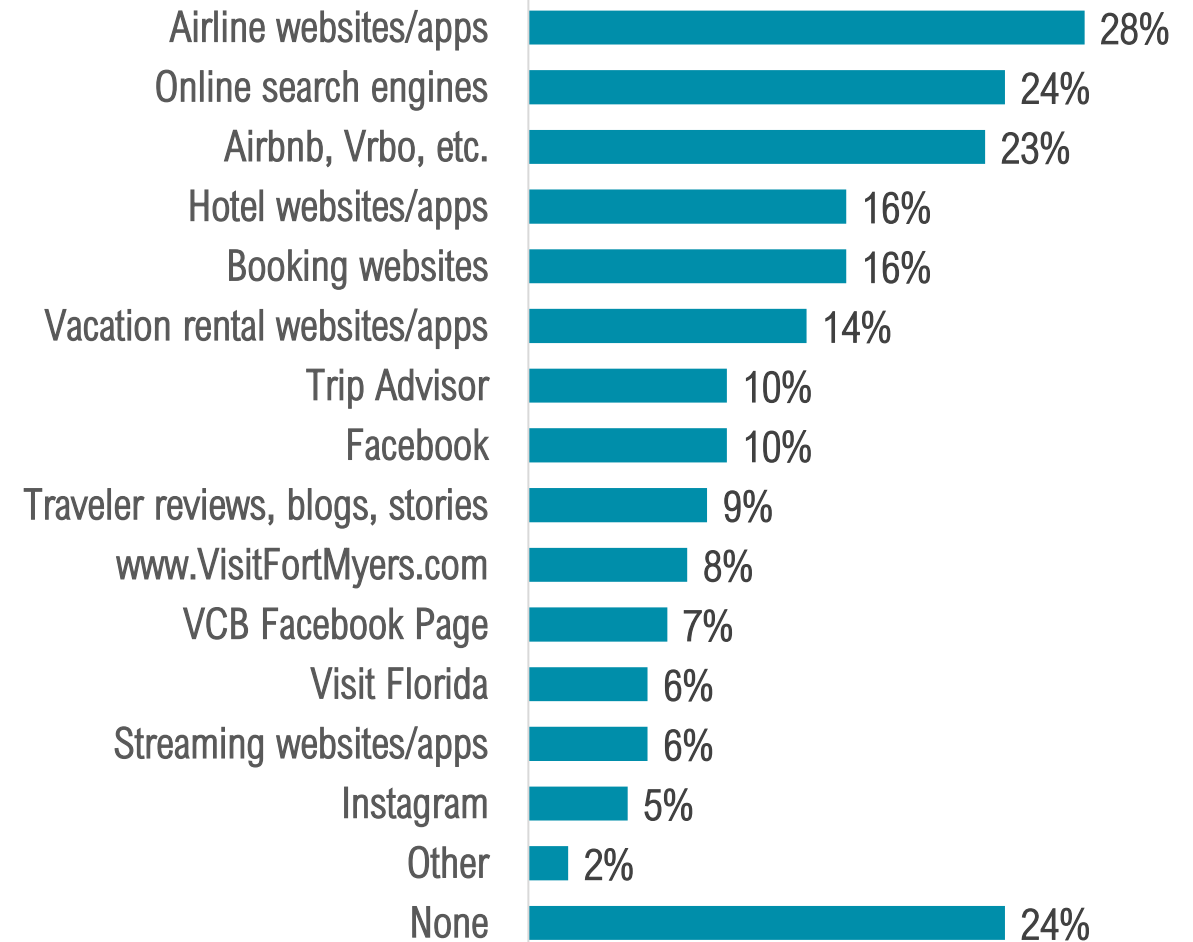
¹Multiple responses permitted.

TRIP PLANNING: WEBSITES/APPS USED¹

Over 3 in 4 visitors used **websites and apps** to plan their trip to the Fort Myers area.

Visitors were most likely to use **airline websites/apps** or **online search engines** to plan their trips.

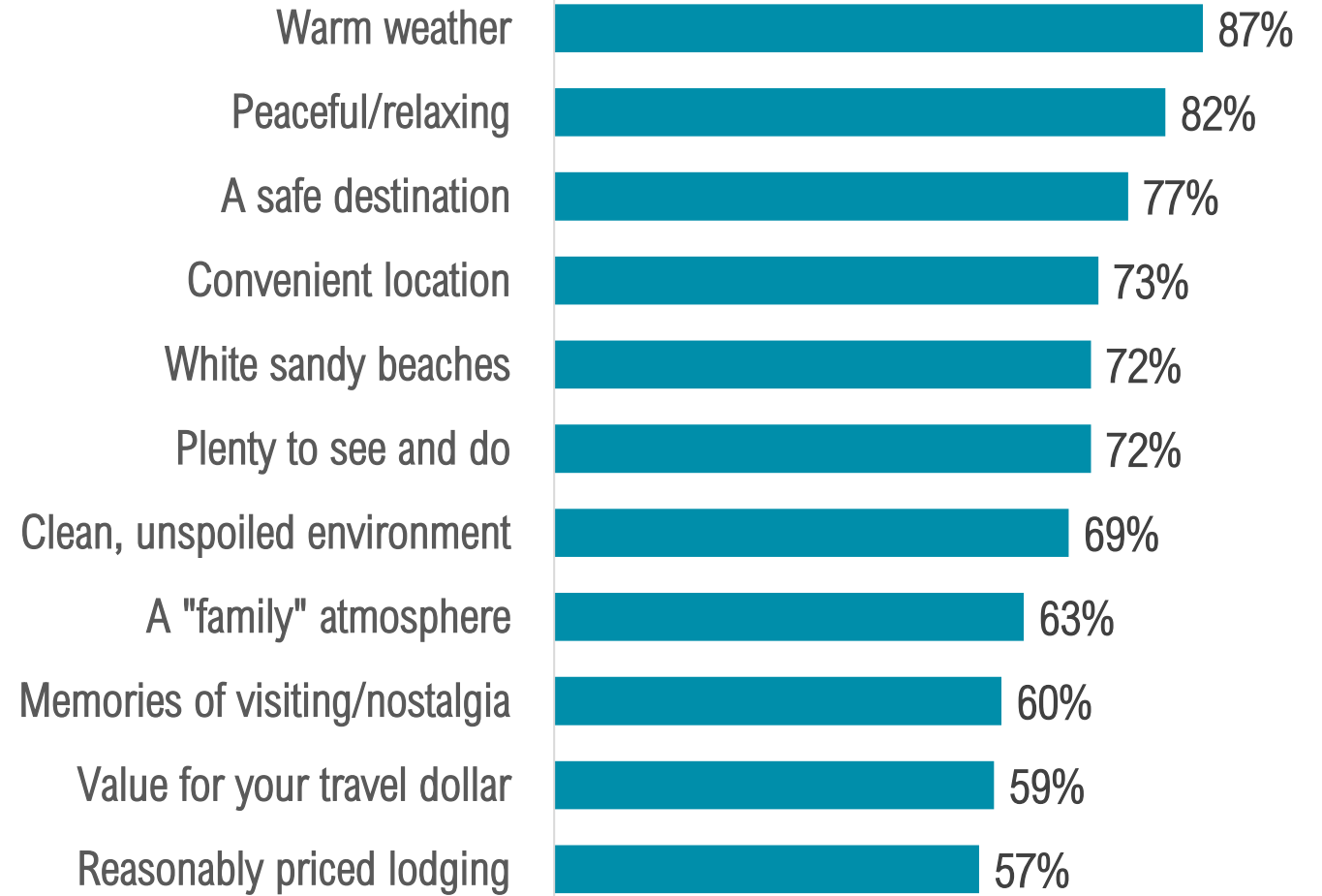
Nearly 1 in 4 visitors used **Airbnb/Vrbo** to plan their trips.



¹Multiple responses permitted.

TRIP INFLUENCERS¹

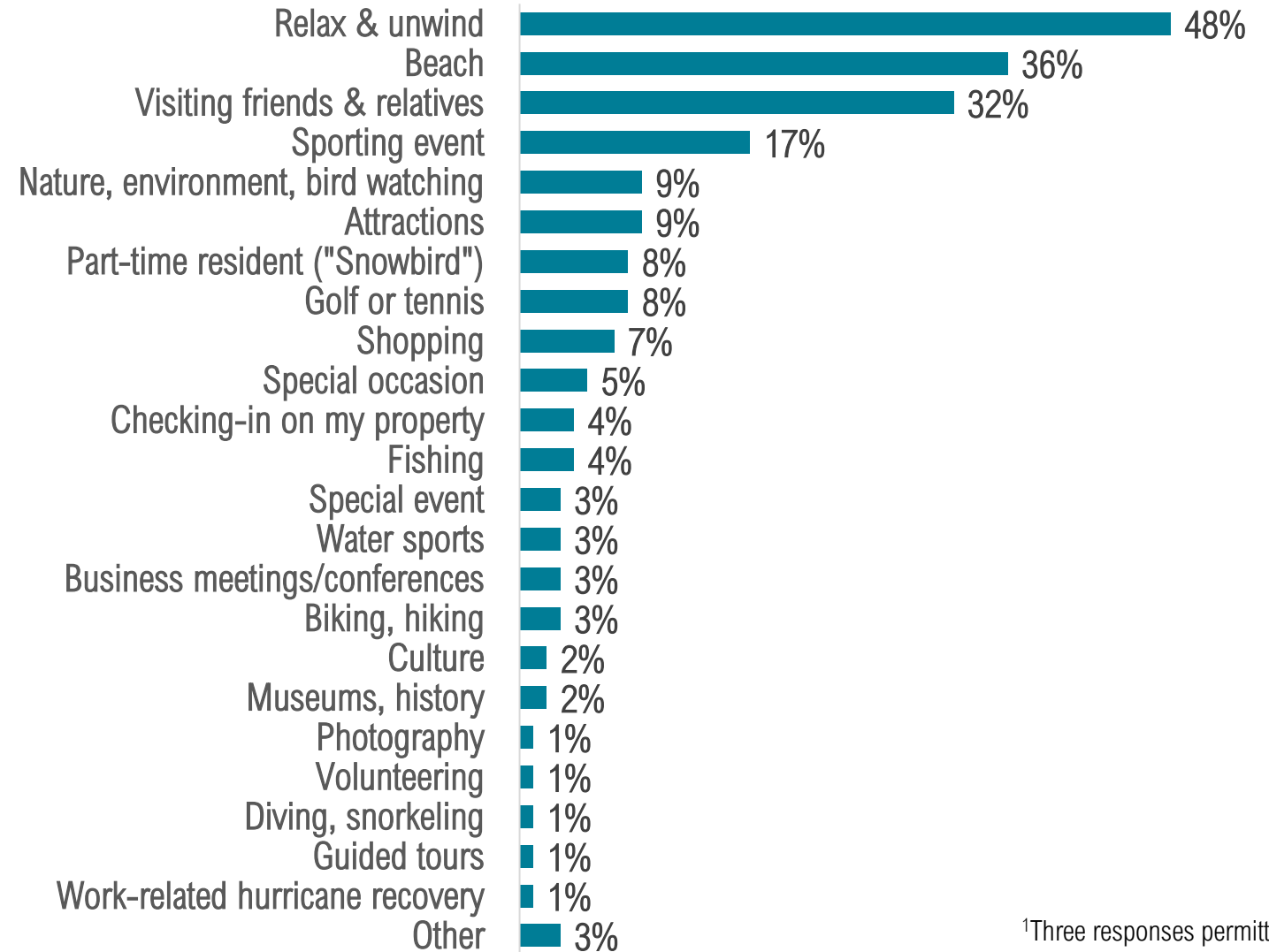
Visitors were heavily influenced by the **warm weather, peacefulness, and safety** of the Fort Myers area when thinking about visiting.



¹Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

REASON FOR VISITING¹

Relaxation, the beach, and visiting friends & relatives were the dominant motivators for travel to the area, with nearly 1 in 3 or more visitors citing each as a main reason for visiting.



Pre-Visit
January - March 2026

¹Three responses permitted.

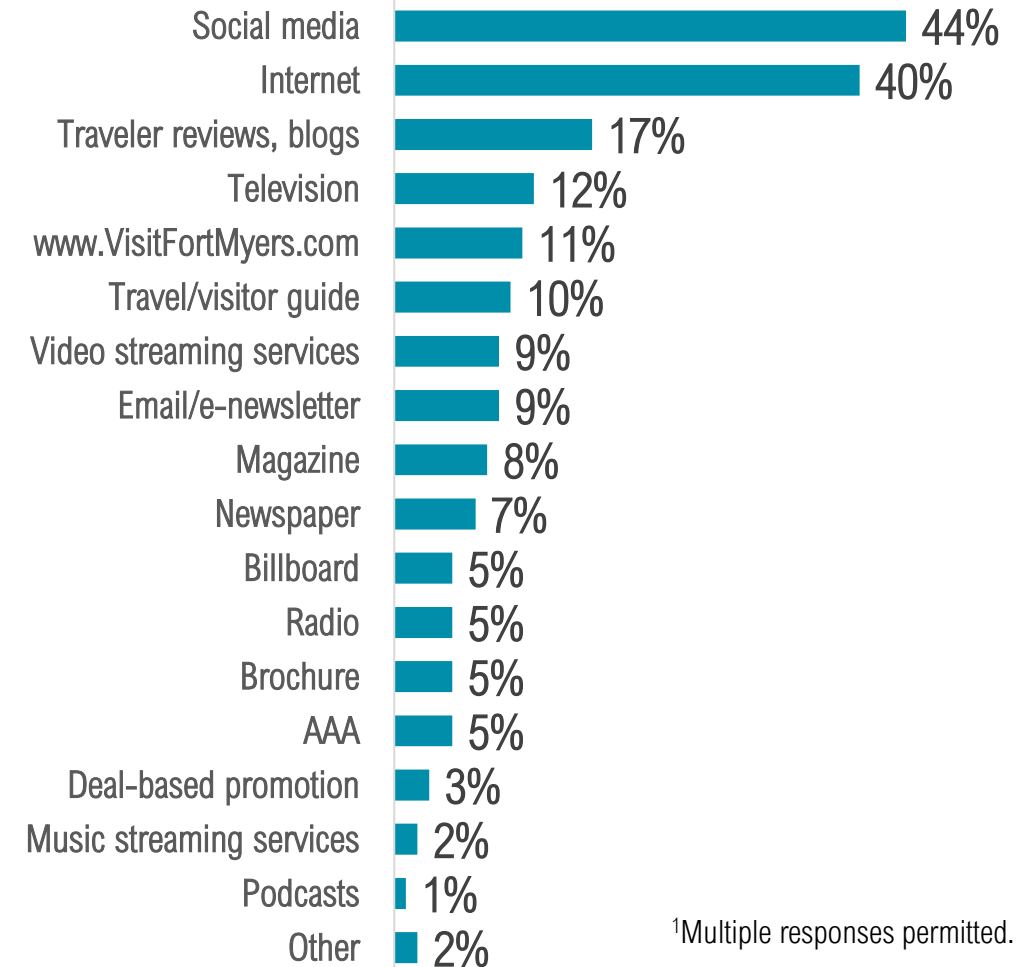
PROMOTIONS RECALL¹

38% of visitors **recalled promotions** in the past 6 months for the Fort Myers area.

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


BASE: 38% of visitors who recalled promotions

Source of Promotion

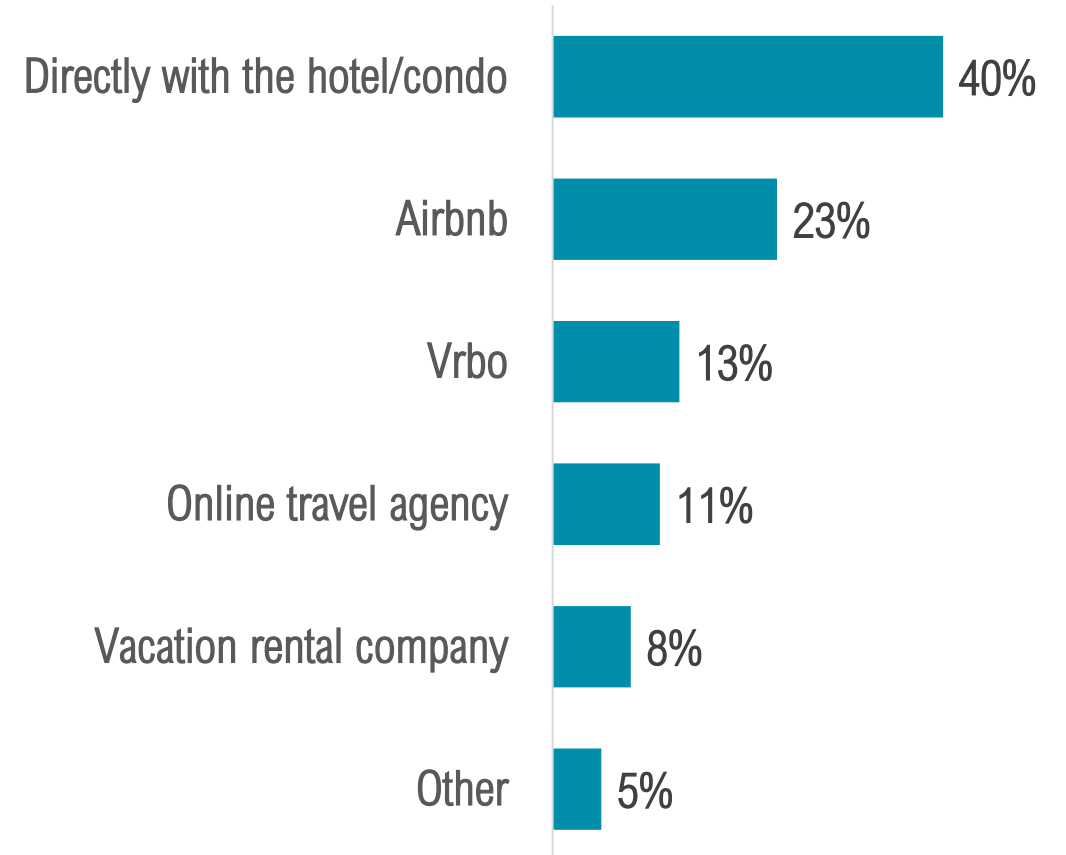


¹Multiple responses permitted.

BOOKING



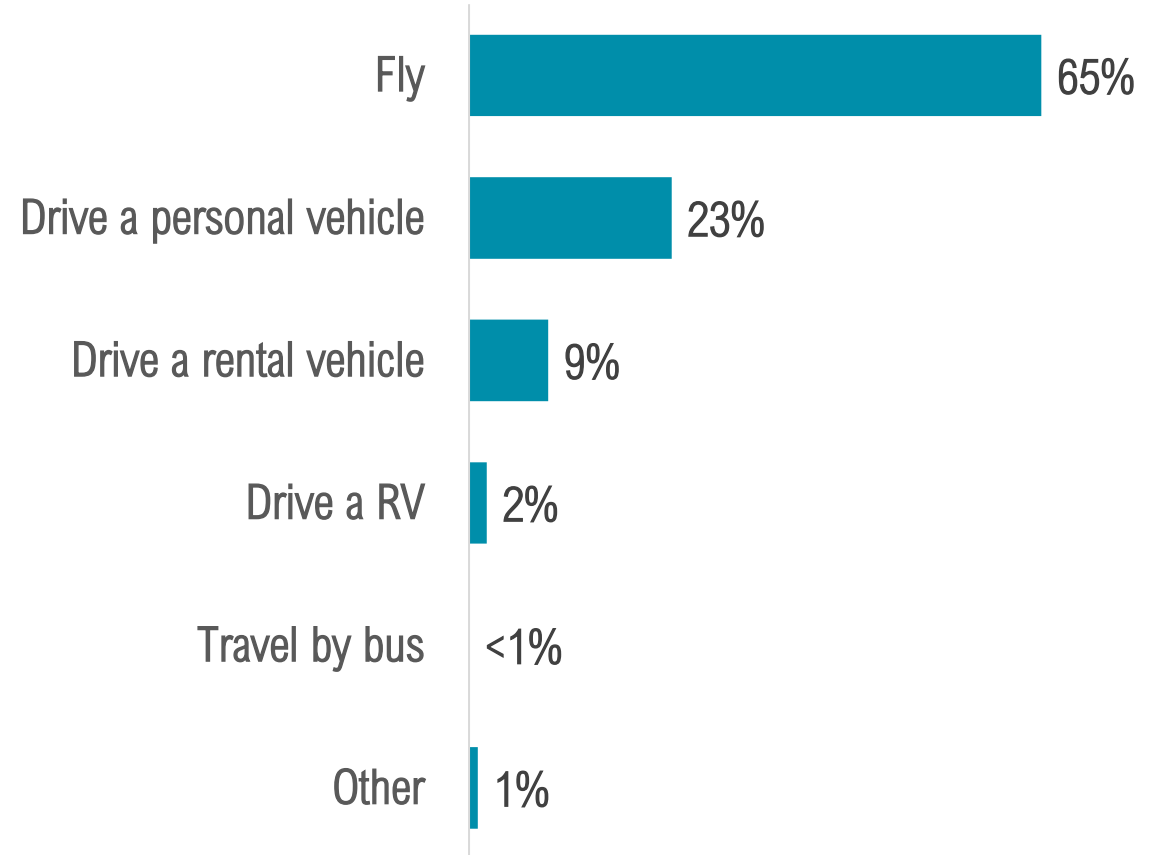
2 in 5 visitors who stayed in paid accommodations **booked directly with a hotel/condo.**



TRANSPORTATION



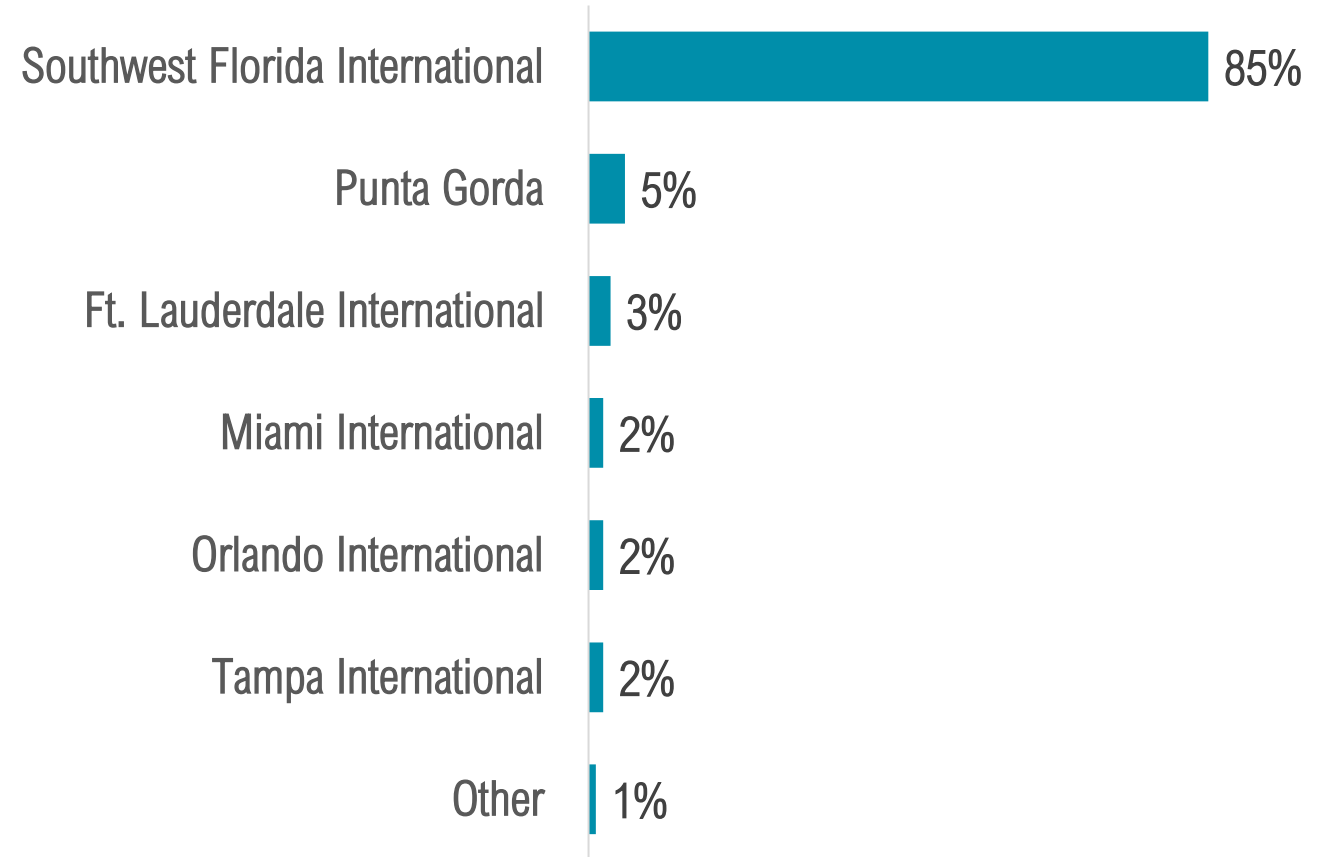
Nearly 2 in 3 visitors **flew** to the Fort Myers area.



AIRPORT

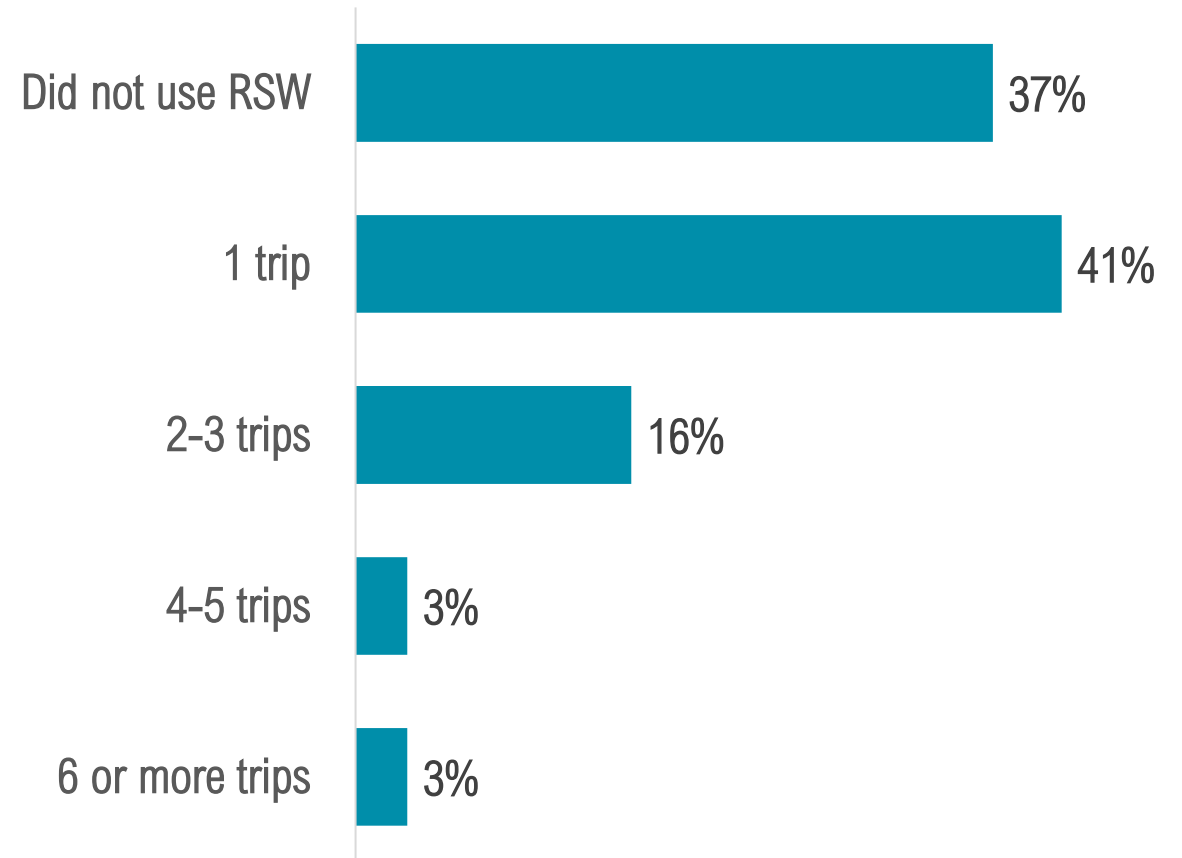
Over 4 in 5 visitors who flew to the Fort Myers area came through RSW.

BASE: 65% of visitors who flew



USE OF RSW IN THE PAST YEAR

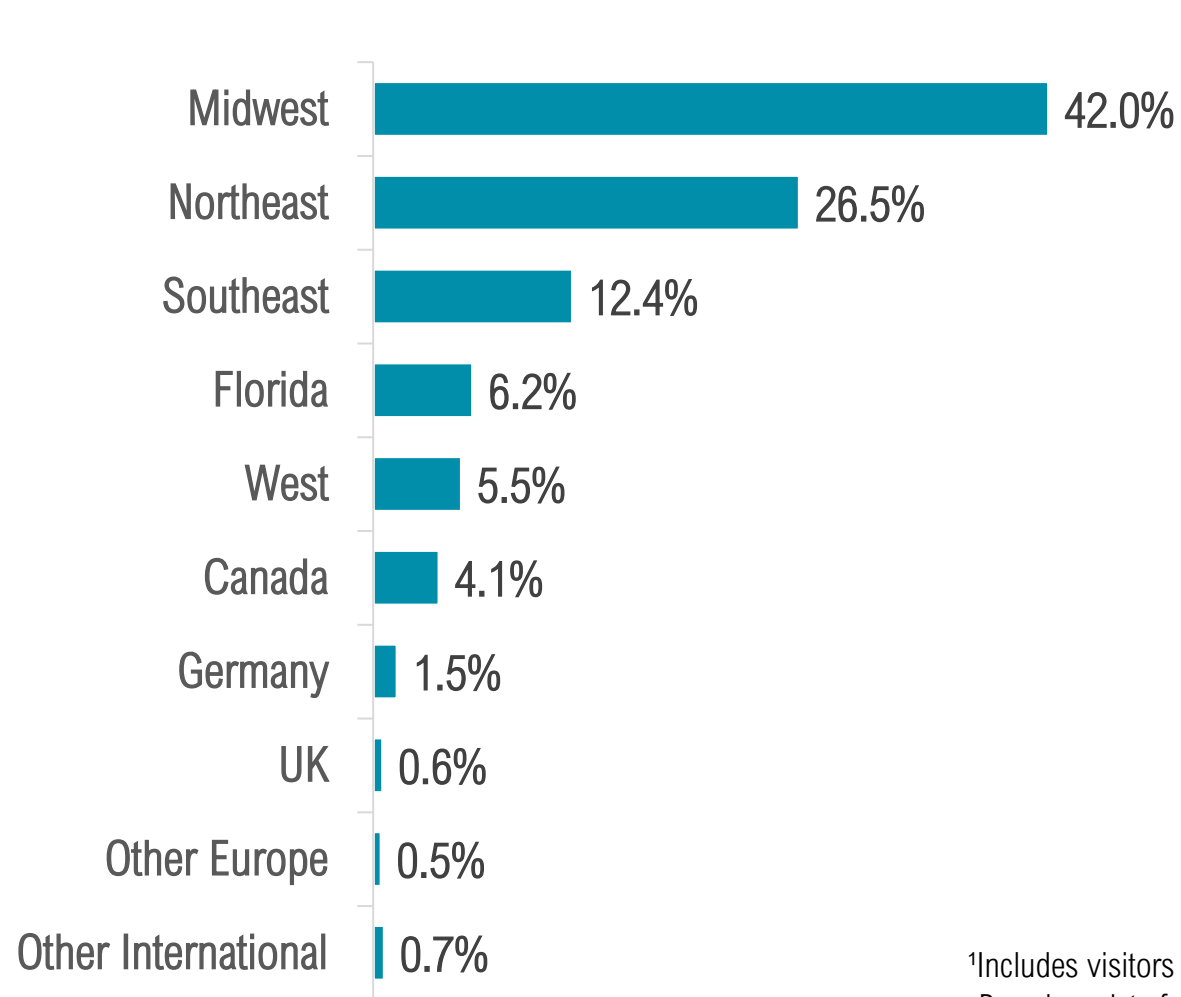
63% of visitors used RSW **at least once** in the past year.



VISITOR JOURNEY: TRAVEL PARTY PROFILE

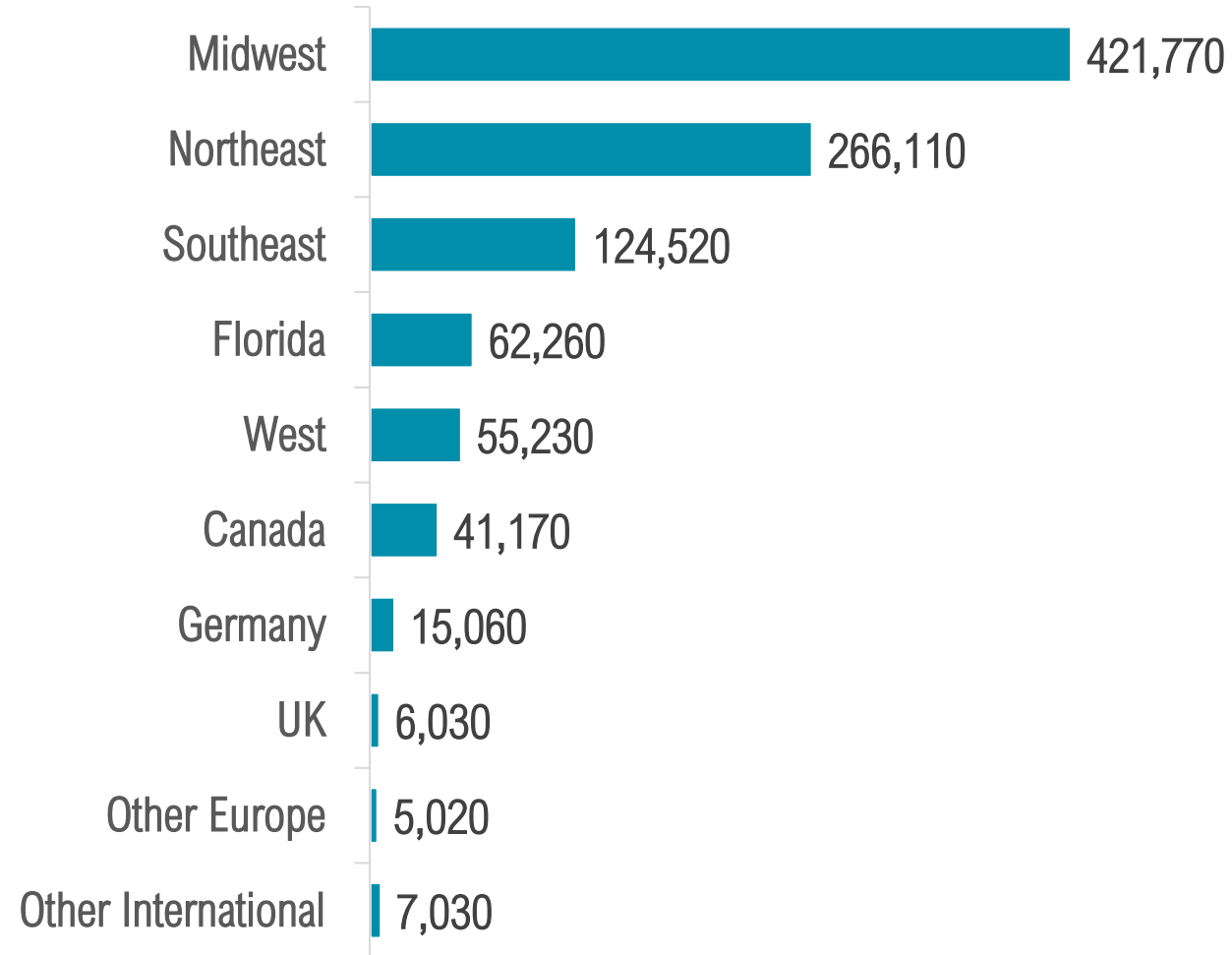


ORIGIN¹



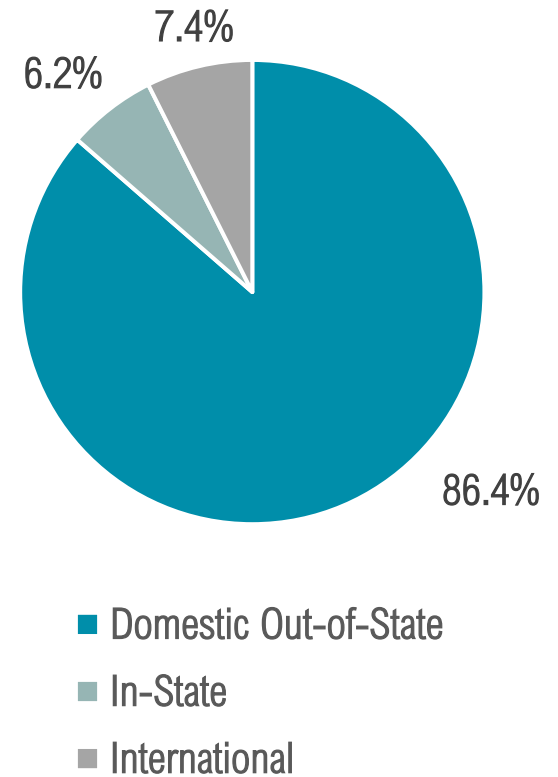
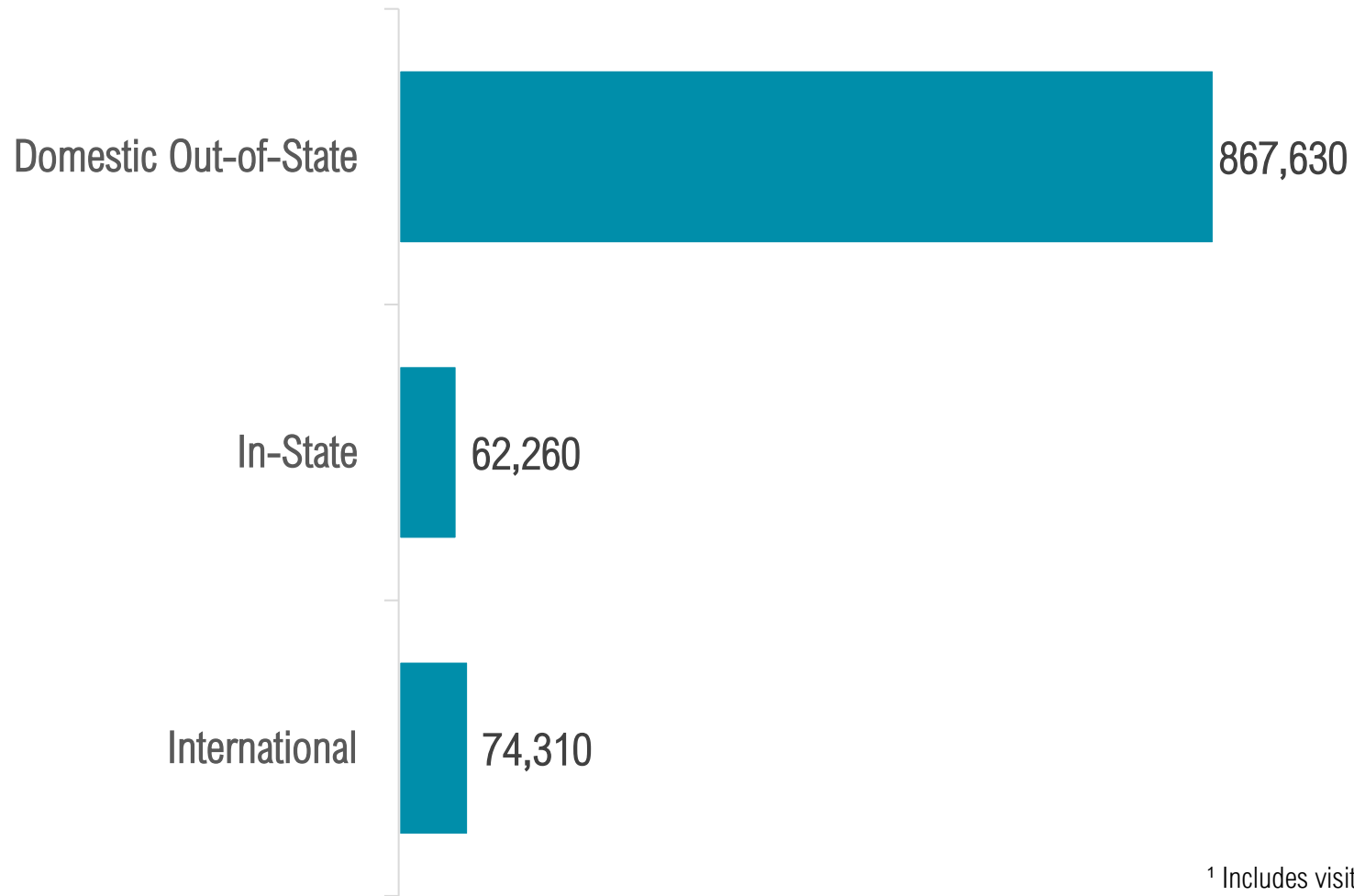
¹Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers.
Based on data from the Visitor Tracking Study.

NUMBER OF VISITORS BY ORIGIN¹



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

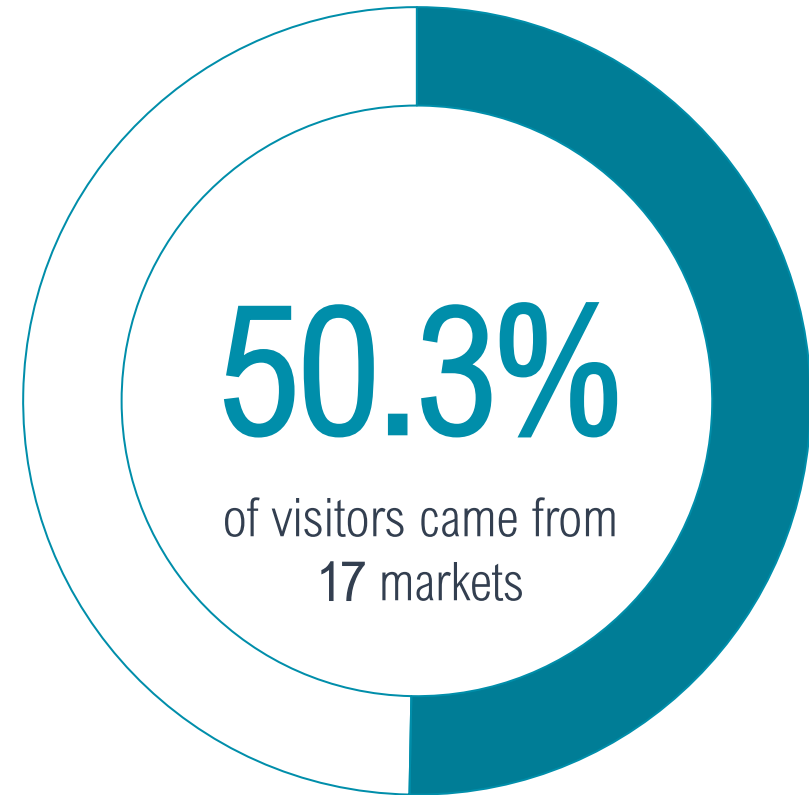
NUMBER OF VISITORS BY ORIGIN¹



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

ORIGIN MARKETS^{1,2}

Market ^{3,4}	Percentage of Visitors
Minneapolis-Saint Paul	7.4%
Boston	5.9%
Chicago	4.7%
New York	4.3%
Detroit	3.7%
Philadelphia	3.7%
Cleveland-Akron	2.8%
Indianapolis	2.2%
Denver	2.0%
Madison	1.9%
Milwaukee	1.9%
Portland, OR	1.8%
Washington, DC-Hagerstown	1.7%
Atlanta	1.6%
Hartford-New Haven	1.6%
South Bend-Elkhart	1.6%
Cincinnati	1.5%



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

² Based on data from the DSG Visitor Tracking Study.

³ “Markets” refer to DMAs (Designated Marketing Areas) as defined by Nielsen Media Research.

⁴ Many DMAs extend beyond the borders of their core state, such as the New York City DMA extending beyond the state of NY itself and including portions of NJ, CT, and PA, and the Washington, D.C. DMA extending beyond DC itself and including large portions of MD, VA, as well as some areas of WV.

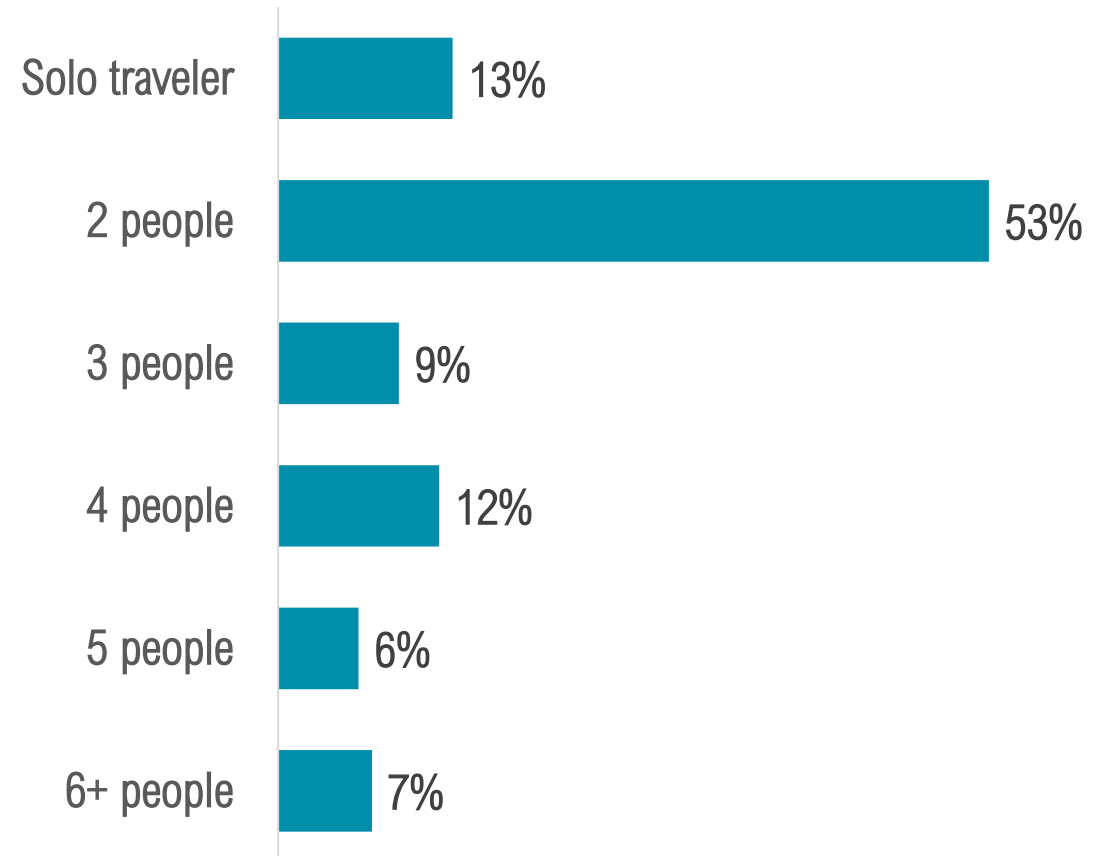
TRAVEL PARTY SIZE AND COMPOSITION¹

Travel Party Size

The average travel party size was **2.8 visitors**.

Travel with Children

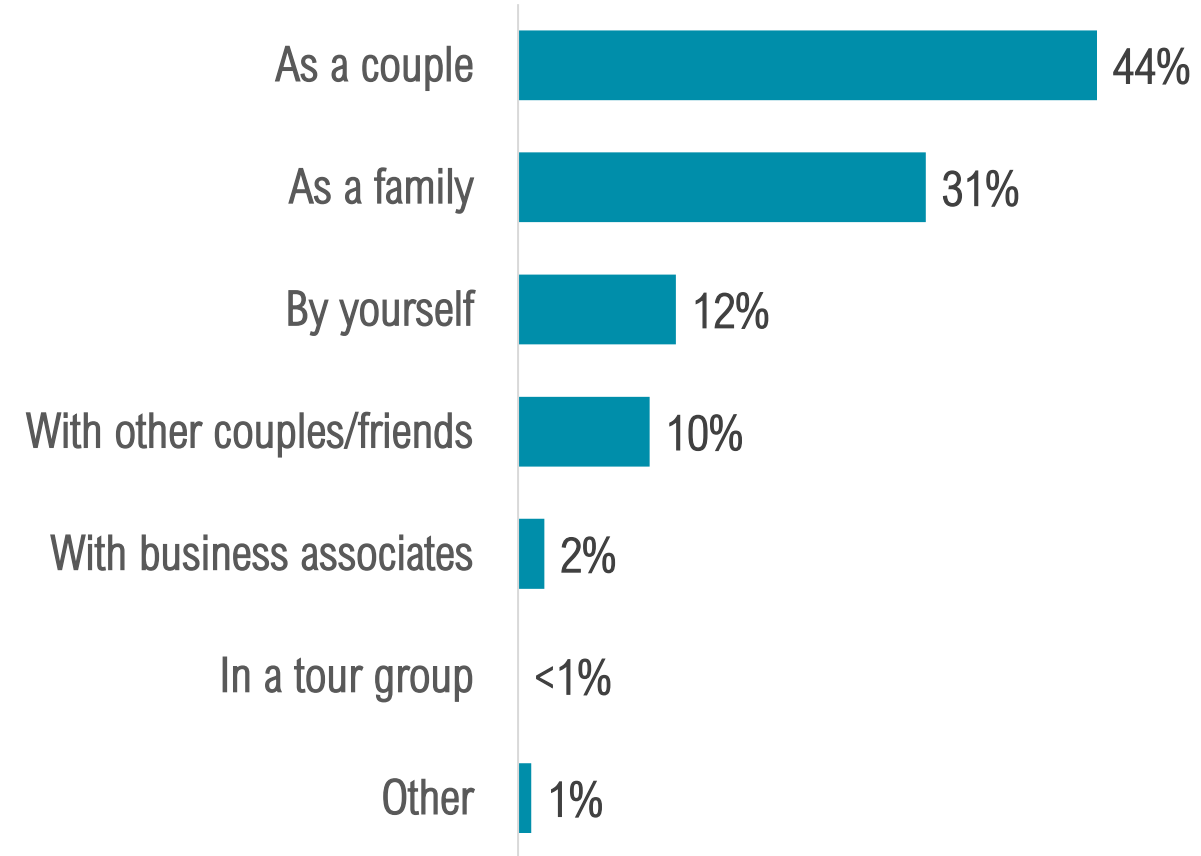
22% of visitors **traveled with children** under the age of 18.



¹Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY TYPE

3 in 4 visitors traveled either as a **family** or as a **couple**, while 12% of visitors traveled **alone**.



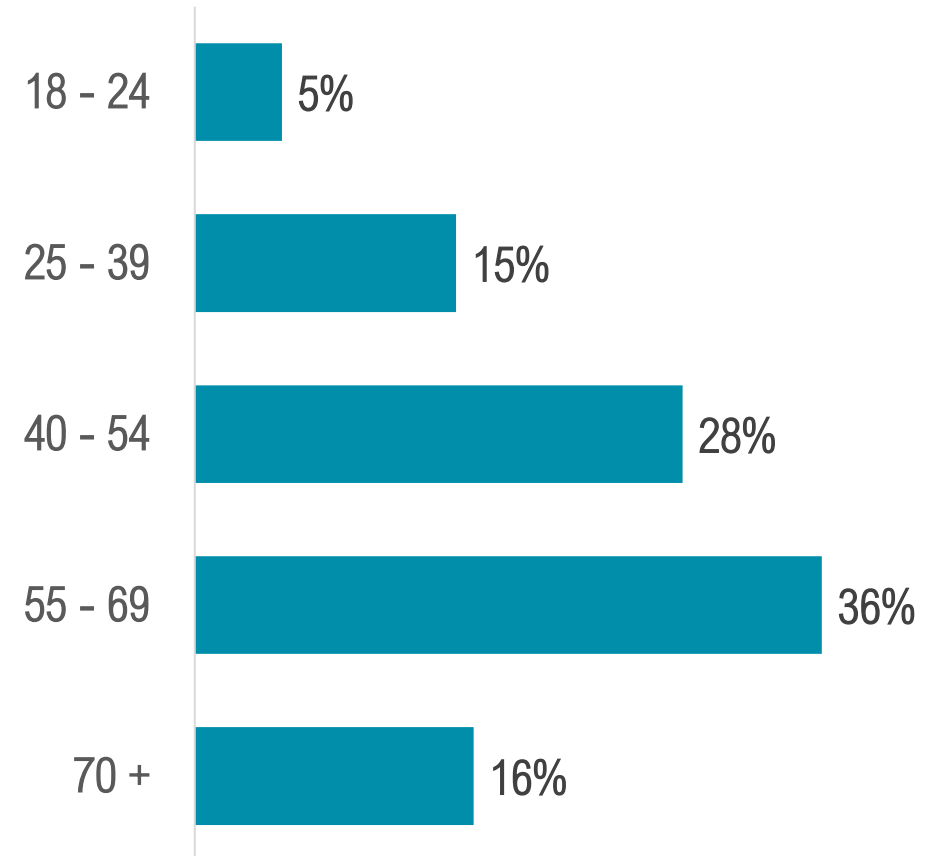
AGE

Average Age

The average age of Jan - Mar visitors was **54 years old.**

Median Age

The median age of Jan - Mar visitors was **56 years old.**

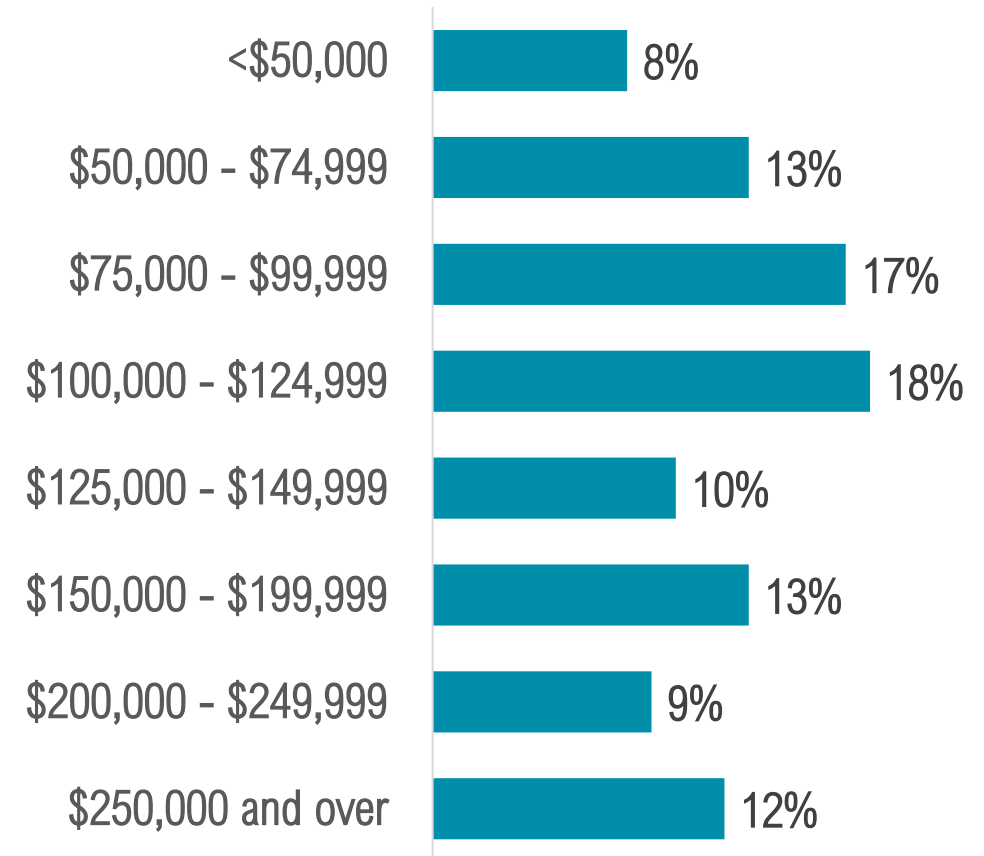


HOUSEHOLD INCOME

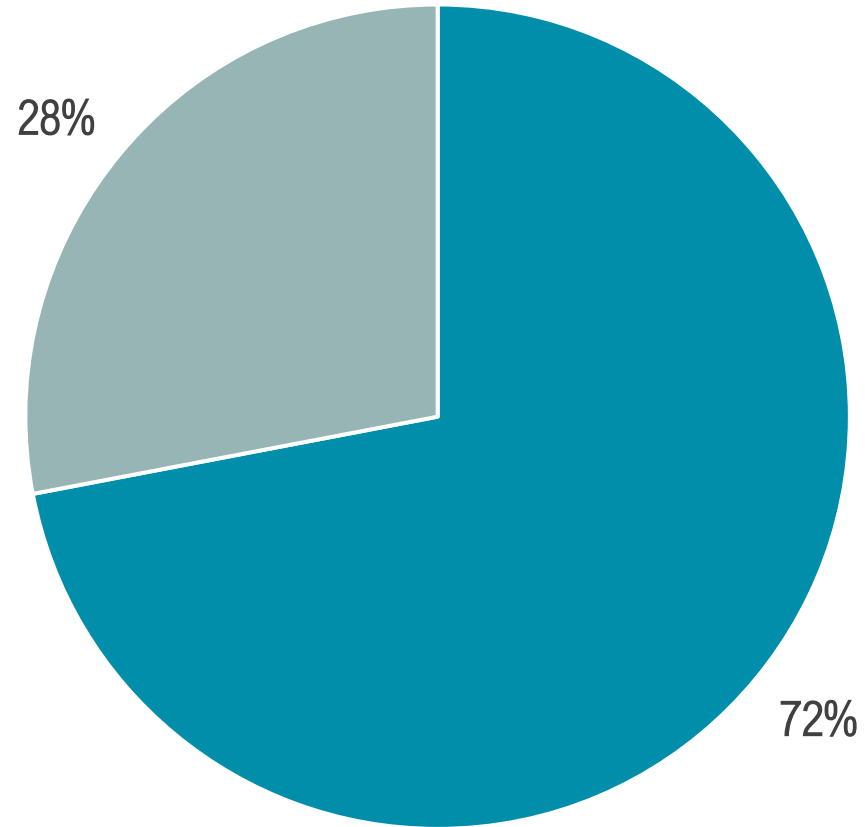
Median Household Income

Jan - Mar visitors had a median household income of **\$116,700**.

21% of visitors had a household income in excess of **\$200,000**.



MARITAL STATUS



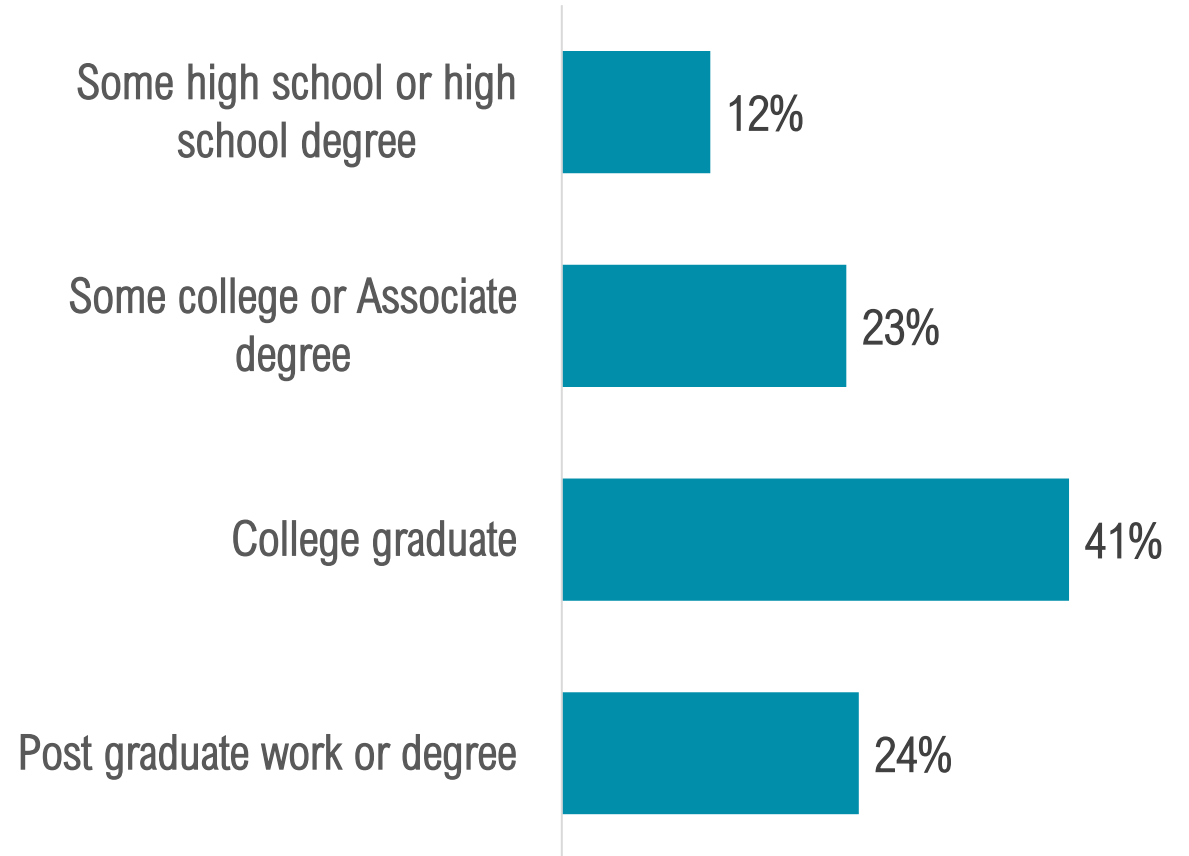
■ Married ■ Single

Travel Party Profile
January - March 2026

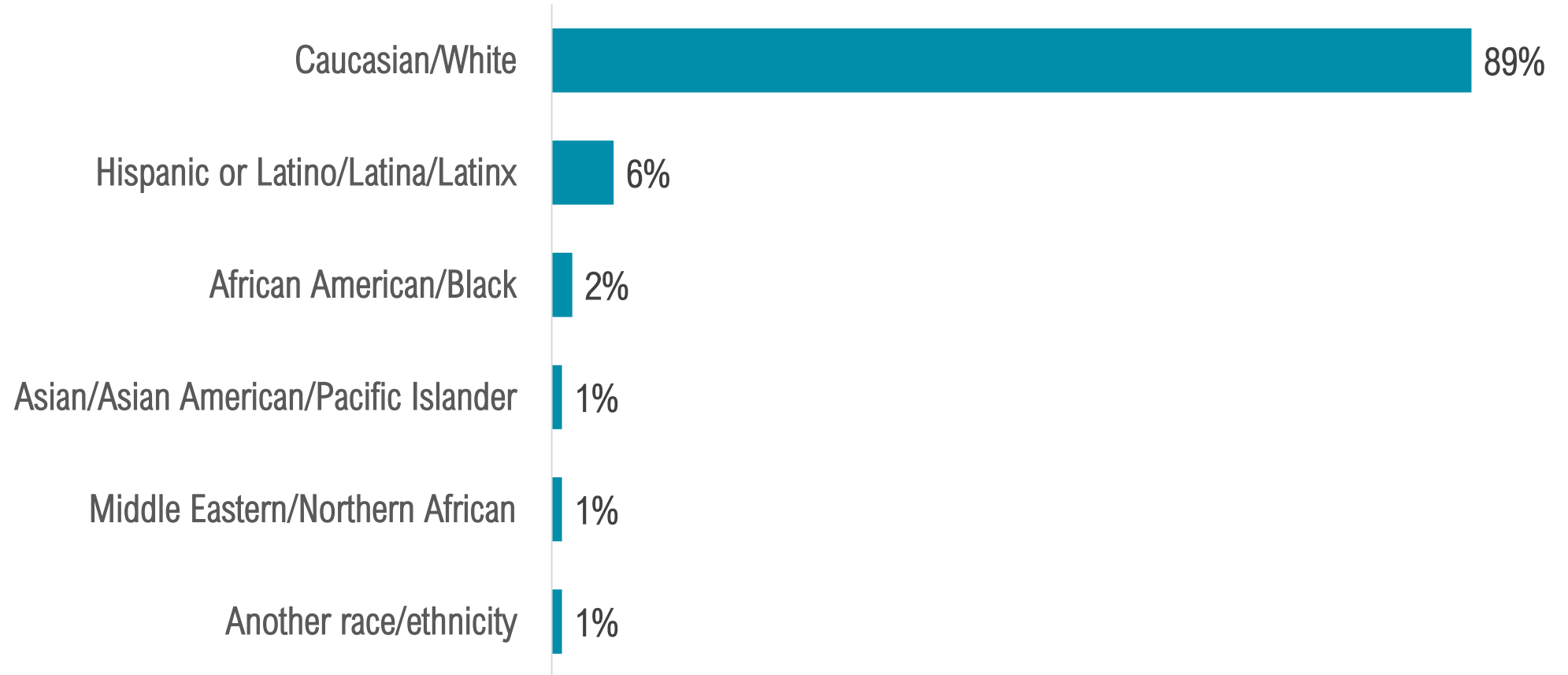
EDUCATION

Education Level

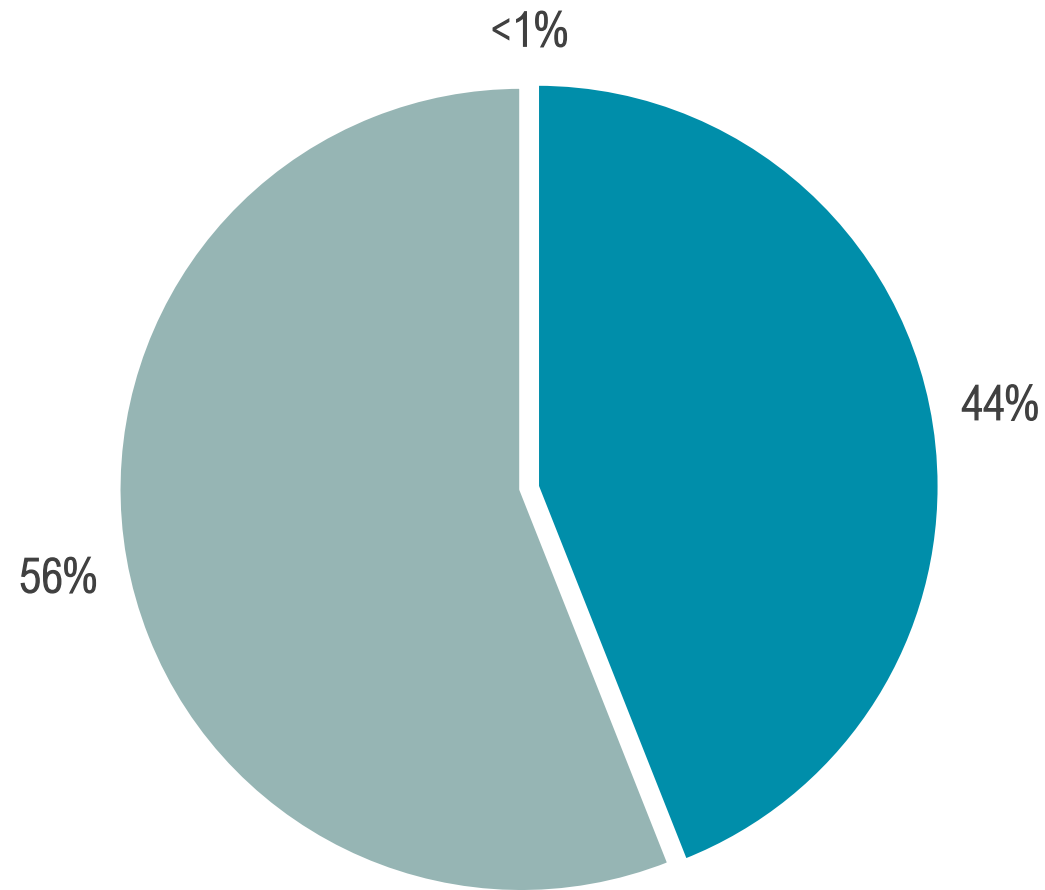
Nearly 2 in 3 January - March visitors had achieved a bachelor's degree or higher.



RACE/ETHNICITY



GENDER¹



■ Male ■ Female ■ Non-binary, etc.

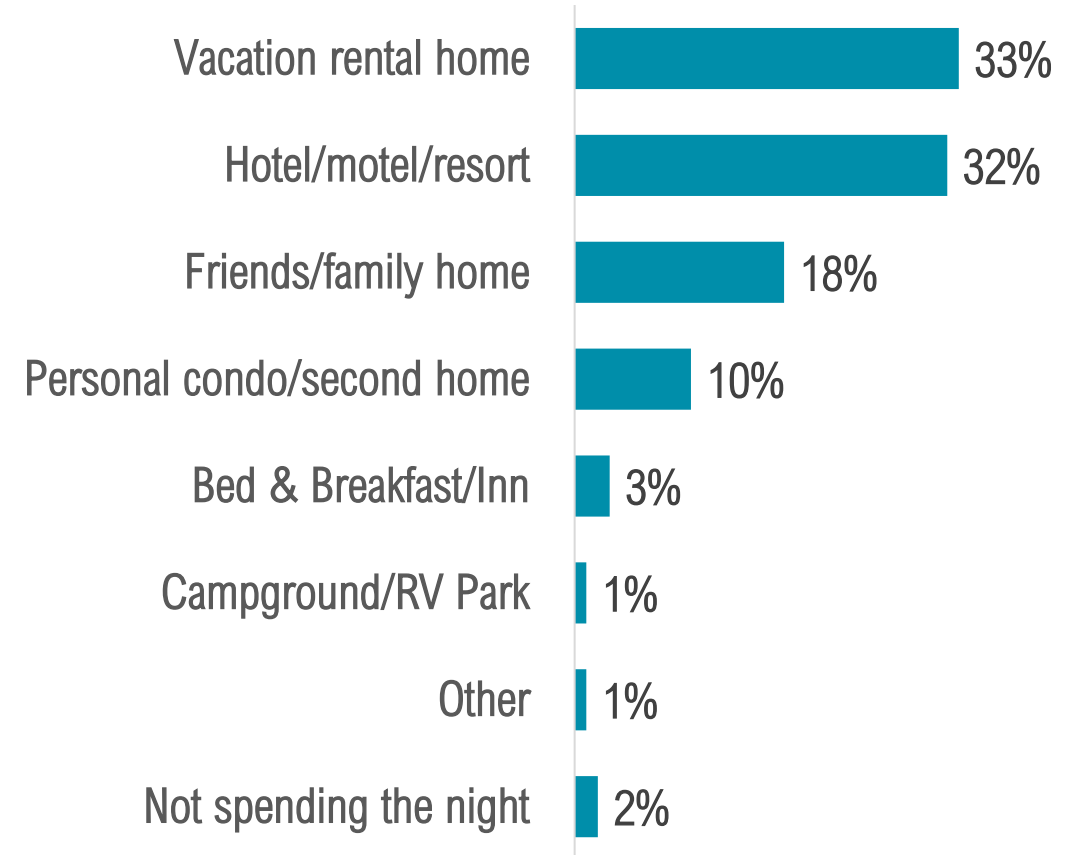
¹Gender of person interviewed.

VISITOR JOURNEY: TRIP EXPERIENCE



ACCOMMODATIONS

Over 2 in 3 visitors stayed in **paid accommodations**



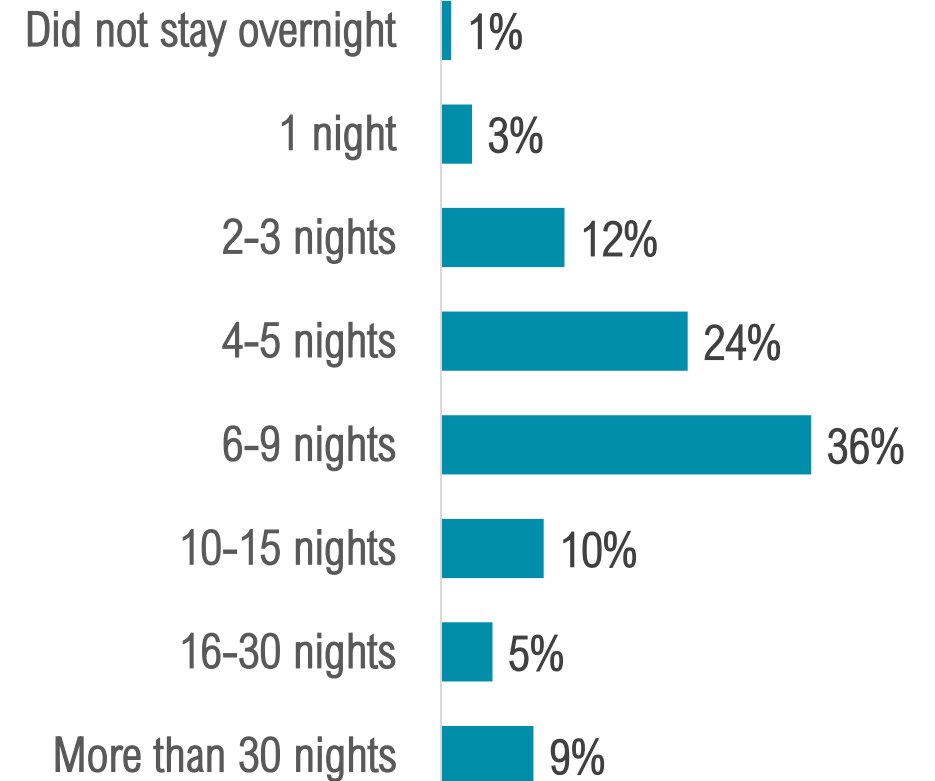
NIGHTS STAYED¹

All Visitors

Visitors spent an average of **7.3 nights** in the Fort Myers area.

Visitors Staying in Paid Accommodations

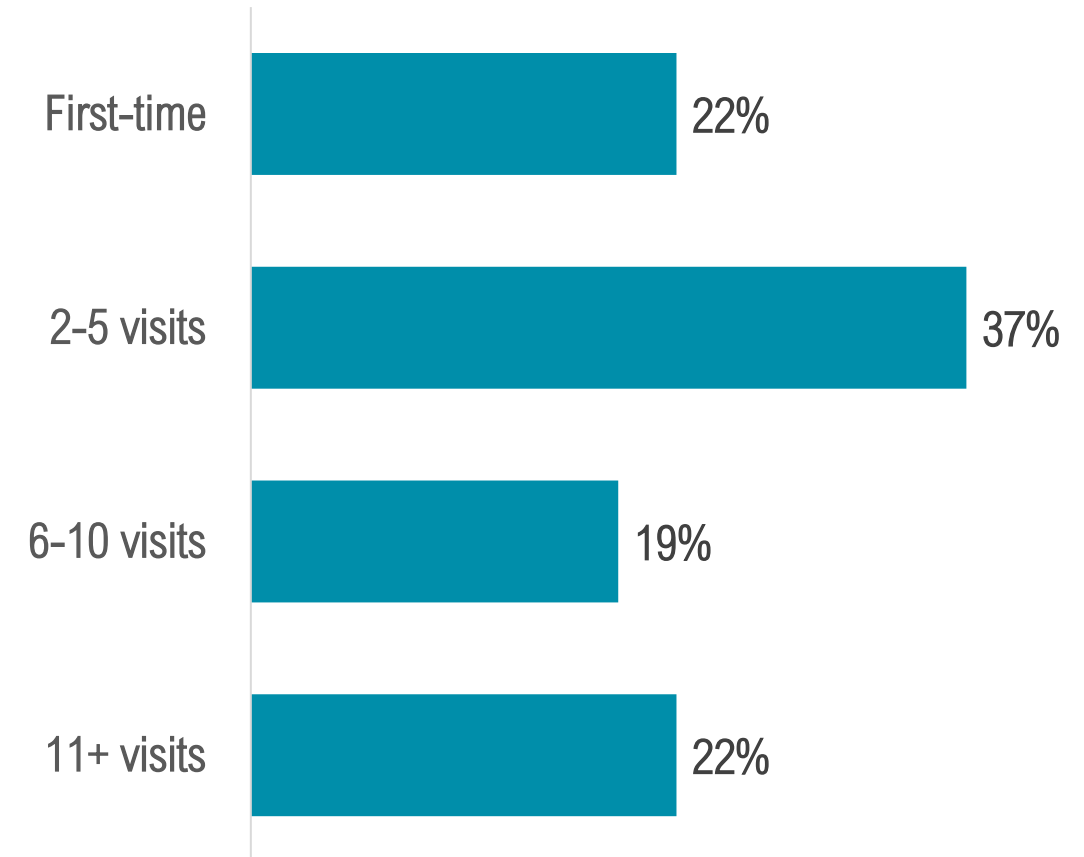
Visitors staying in paid accommodations spent an average of **7.1 nights** in the Fort Myers area.



¹Sources: DSG Occupancy Study and DSG Visitor Tracking Study

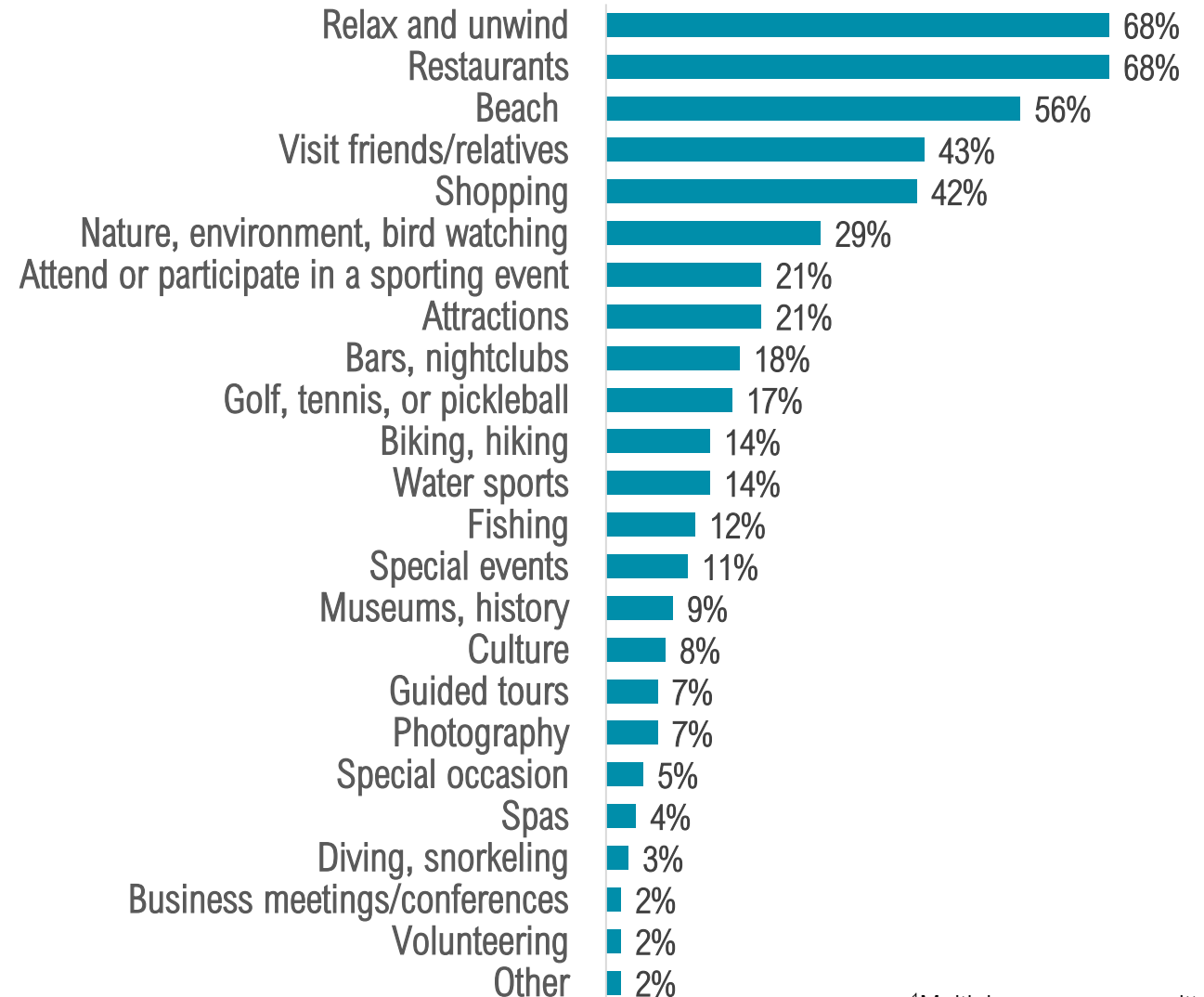
FIRST TIME AND EXPERIENCED VISITORS

22% of visitors were visiting for the **first time**, while 22% were highly loyal visitors, having visited **more than 10 times**.

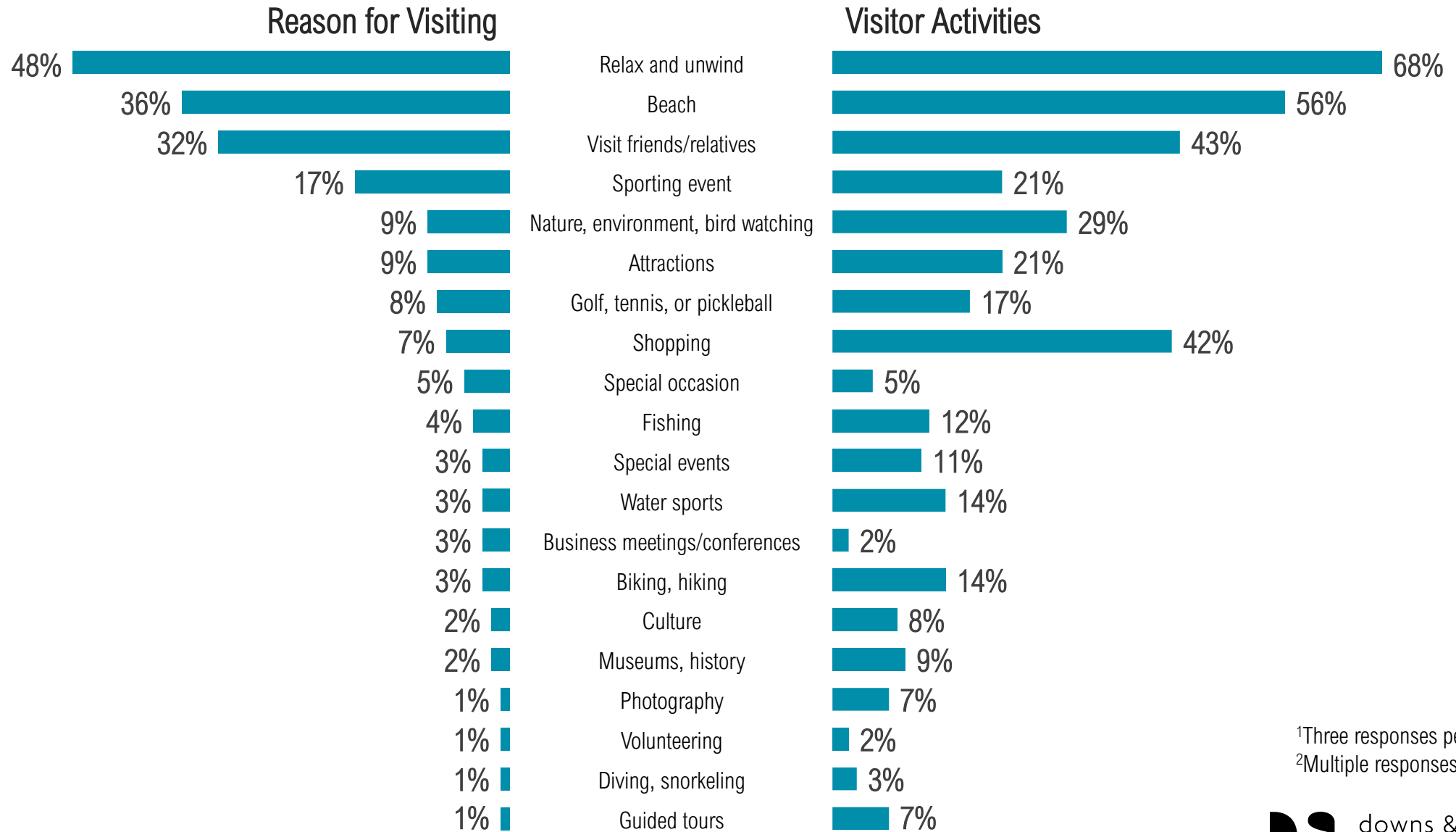


VISITOR ACTIVITIES¹

Relaxing, dining out at local restaurants, enjoying the beach, spending time with friends/relatives, and patronizing local shops dominate visitor activities, with all other recreation playing a secondary role.



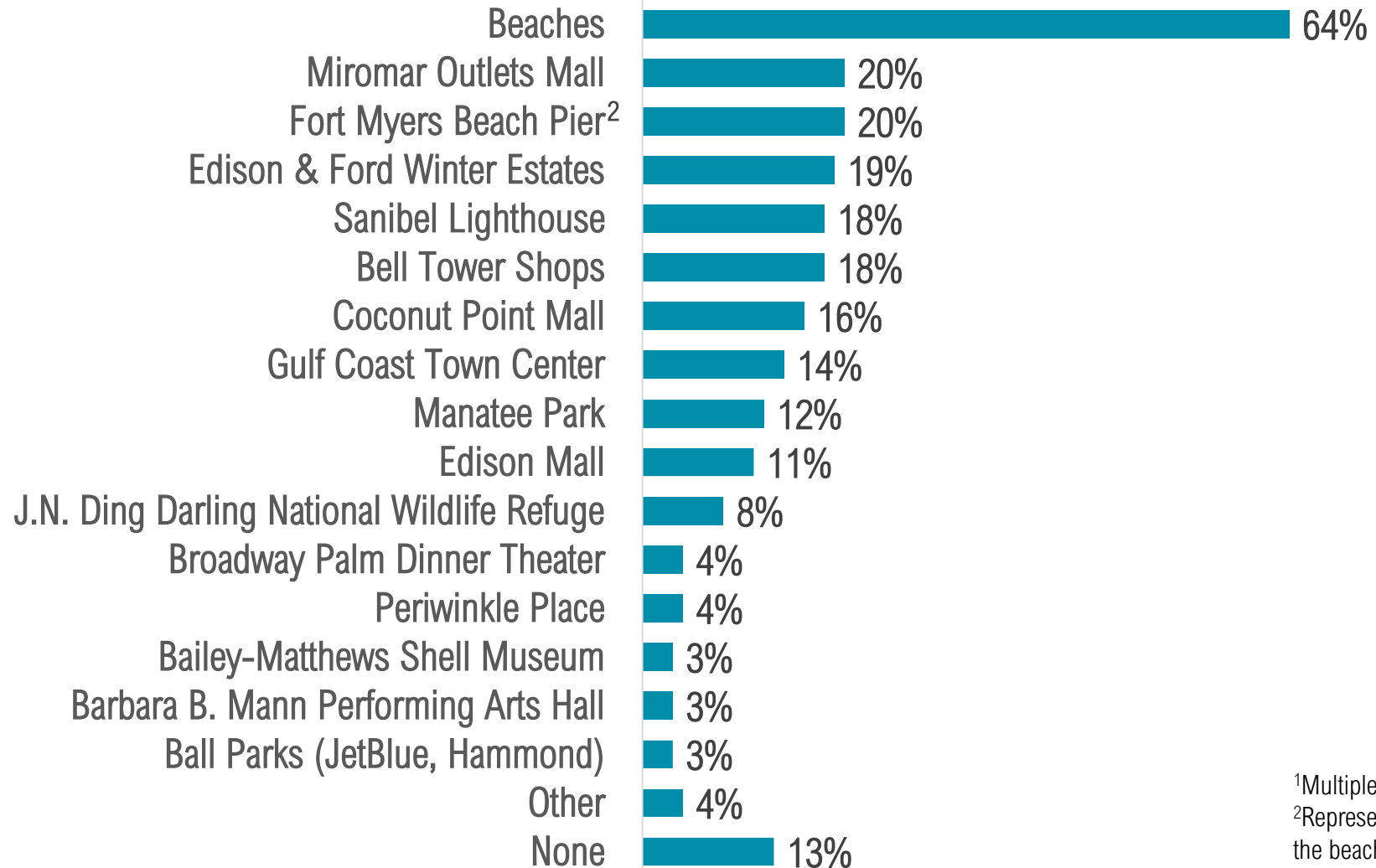
REASON FOR VISITING¹ VS. VISITOR ACTIVITIES²



¹Three responses permitted.

²Multiple responses permitted.

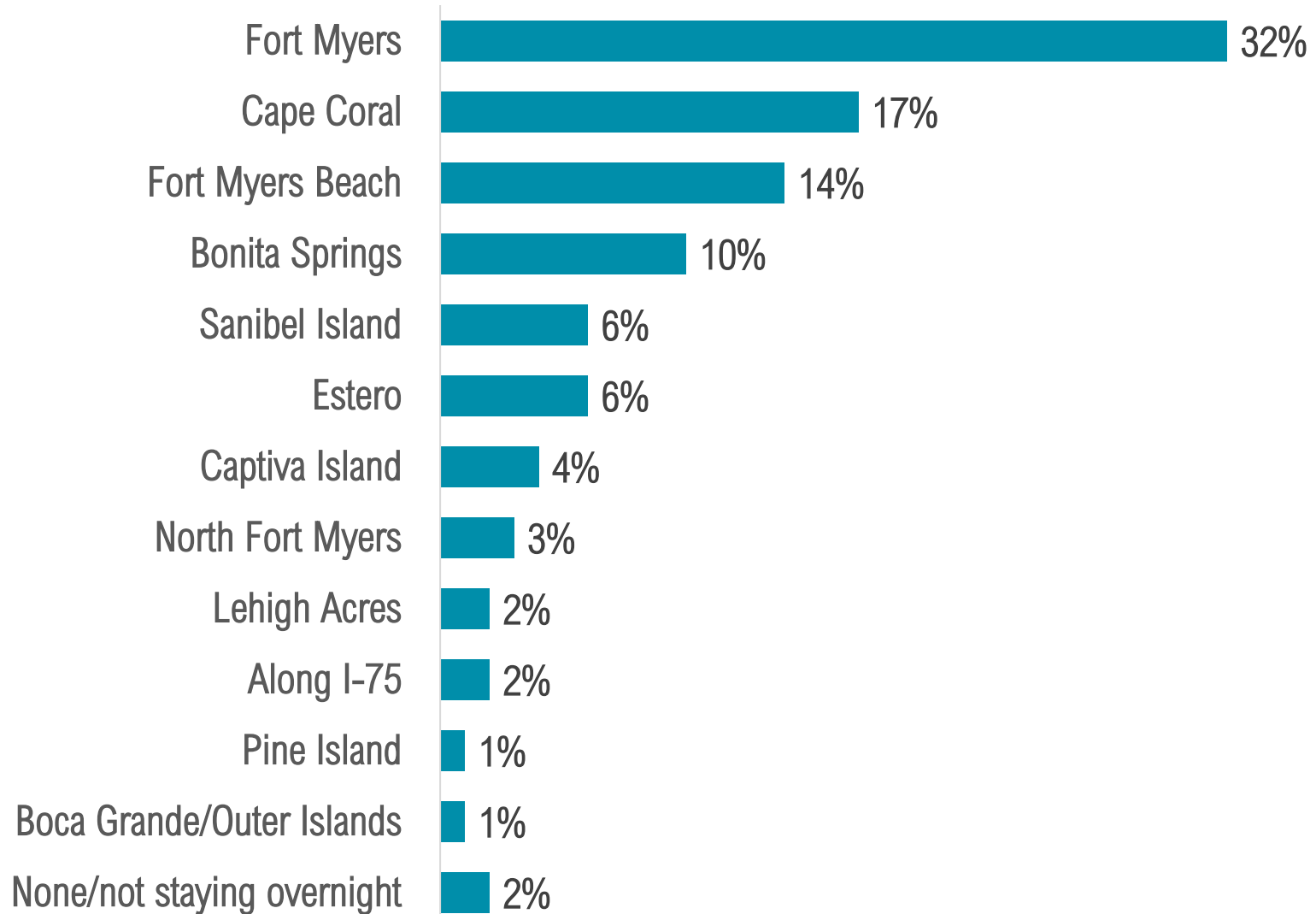
ATTRACTIONS VISITED¹



¹Multiple responses permitted.

²Represents visitors who spent time on the beach area near where the pier was.

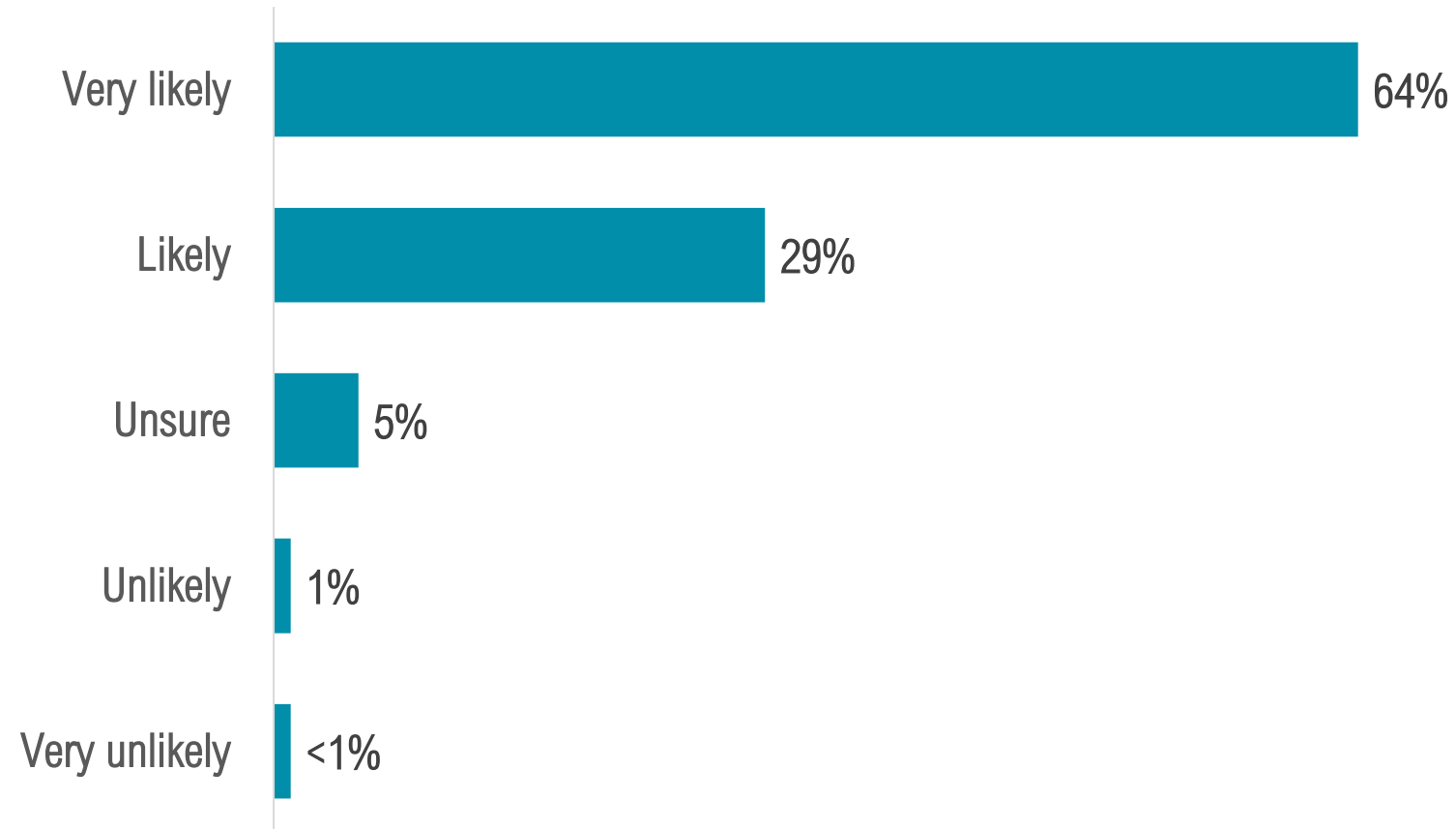
COMMUNITY STAYED



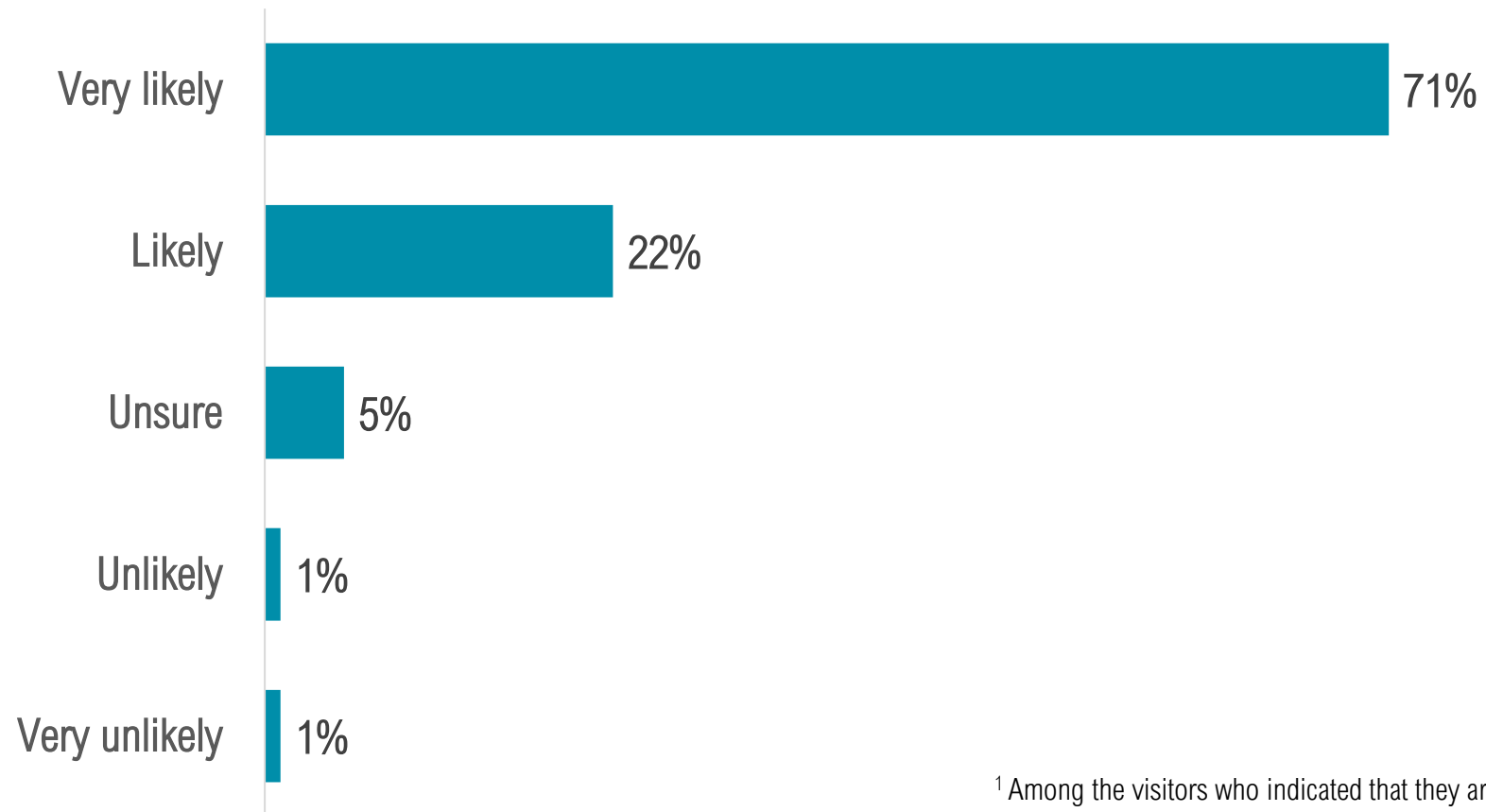
VISITOR JOURNEY: POST-TRIP EVALUATION



LIKELIHOOD OF RECOMMENDING THE AREA

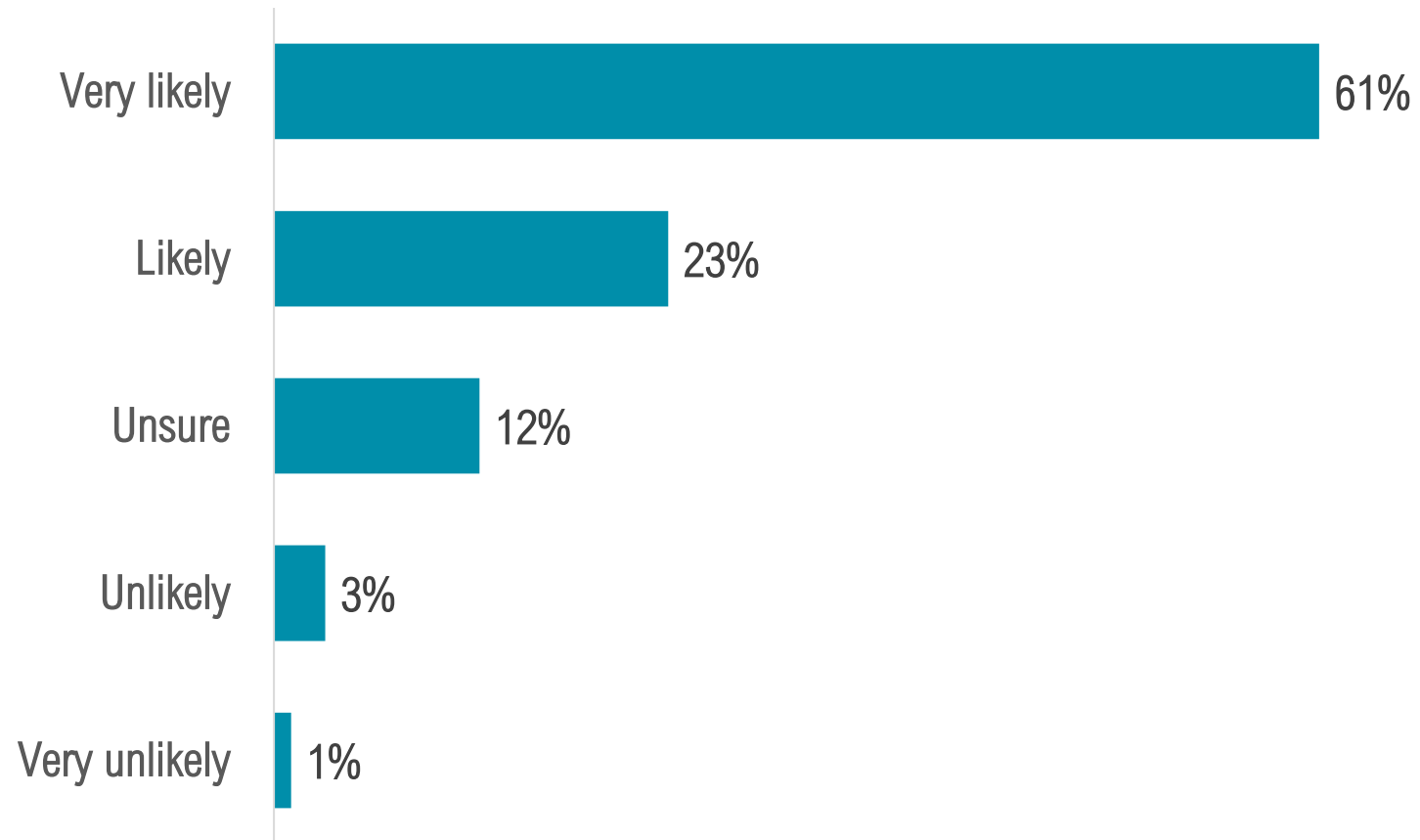


LIKELIHOOD OF RETURNING TO THE AREA¹



¹ Among the visitors who indicated that they are “unlikely” or “very unlikely” to return to the area for another trip in the future, the most cited reason was that the area has undergone a change to its overall look and feel because of hurricanes in the past few years. However, these visitors represent just 1% of all visitors.

LIKELIHOOD OF RETURNING NEXT YEAR



CROSSTABULATIONS: LIKELIHOOD OF RECOMMENDING

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Likely	62%	57%	57%	64%	63%	63%	64%	67%
Likely	26%	32%	34%	29%	28%	29%	26%	28%
Unsure/don't know	9%	9%	8%	5%	8%	6%	8%	4%
Unlikely	2%	1%	1%	1%	1%	1%	1%	1%
Very Unlikely	1%	1%	<1%	1%	<1%	1%	1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING

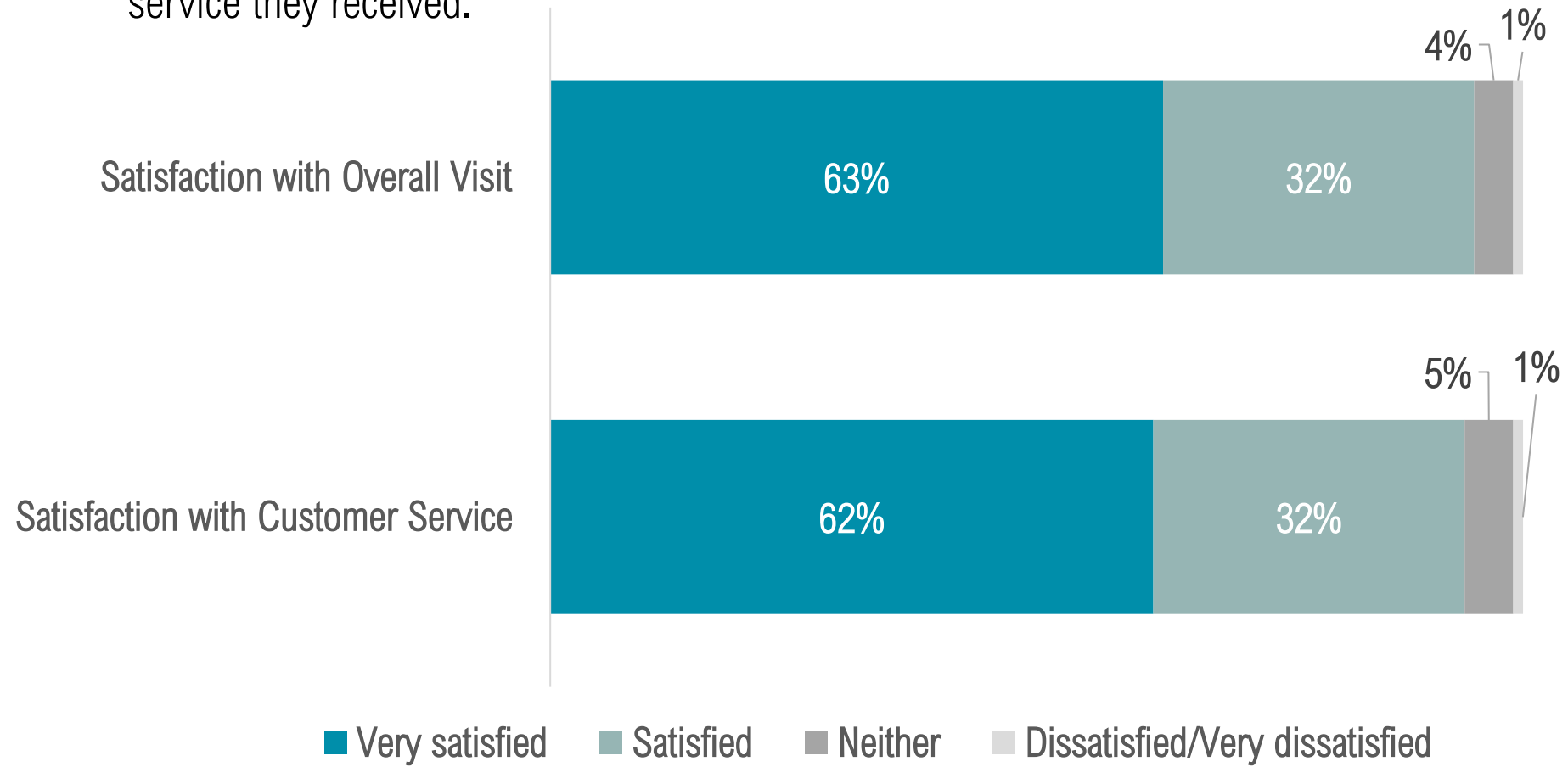
	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Likely	70%	57%	61%	72%	67%	70%	73%	77%
Likely	19%	27%	29%	23%	20%	22%	20%	16%
Unsure/don't know	9%	12%	10%	5%	12%	6%	6%	7%
Unlikely	2%	2%	<1%	<1%	1%	1%	1%	<1%
Very Unlikely	<1%	2%	<1%	<1%	<1%	1%	<1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING NEXT YEAR

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Likely	59%	41%	49%	63%	64%	61%	58%	63%
Likely	19%	30%	21%	21%	17%	22%	15%	16%
Unsure/don't know	17%	19%	21%	12%	16%	13%	13%	12%
Unlikely	3%	6%	7%	3%	2%	3%	10%	5%
Very Unlikely	2%	4%	2%	1%	1%	1%	4%	4%

SATISFACTION

- Compared to 2025, visitors were **more** likely to be **very satisfied** with their overall visit or the customer service they received.



CROSSTABULATIONS: SATISFACTION WITH OVERALL VISIT

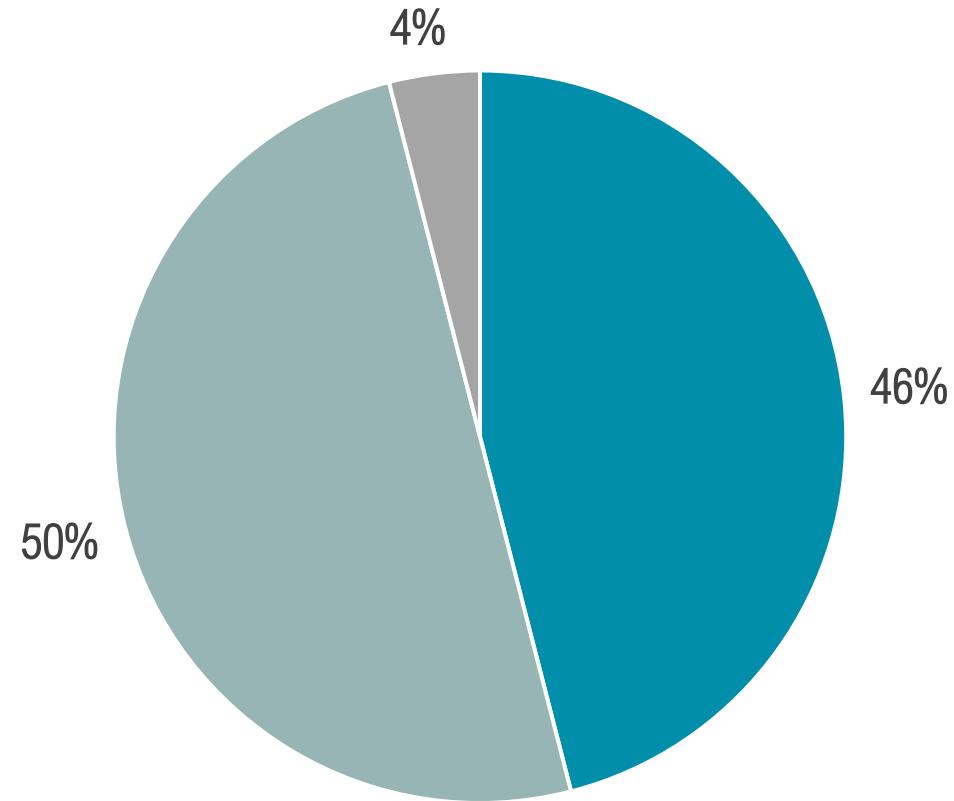
	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Satisfied	56%	58%	57%	64%	59%	63%	68%	70%
Satisfied	36%	33%	40%	33%	36%	32%	27%	25%
Unsure/don't know	5%	7%	3%	3%	4%	5%	3%	3%
Dissatisfied	2%	1%	<1%	<1%	1%	<1%	1%	1%
Very Dissatisfied	1%	1%	<1%	<1%	<1%	<1%	1%	1%

CROSSTABULATIONS: SATISFACTION WITH SERVICE

	First Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Satisfied	55%	56%	55%	62%	62%	62%	61%	64%
Satisfied	34%	33%	40%	33%	29%	31%	32%	29%
Unsure/don't know	9%	9%	5%	5%	9%	7%	6%	6%
Dissatisfied	1%	1%	<1%	<1%	<1%	<1%	1%	1%
Very Dissatisfied	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

Quality of Accommodations



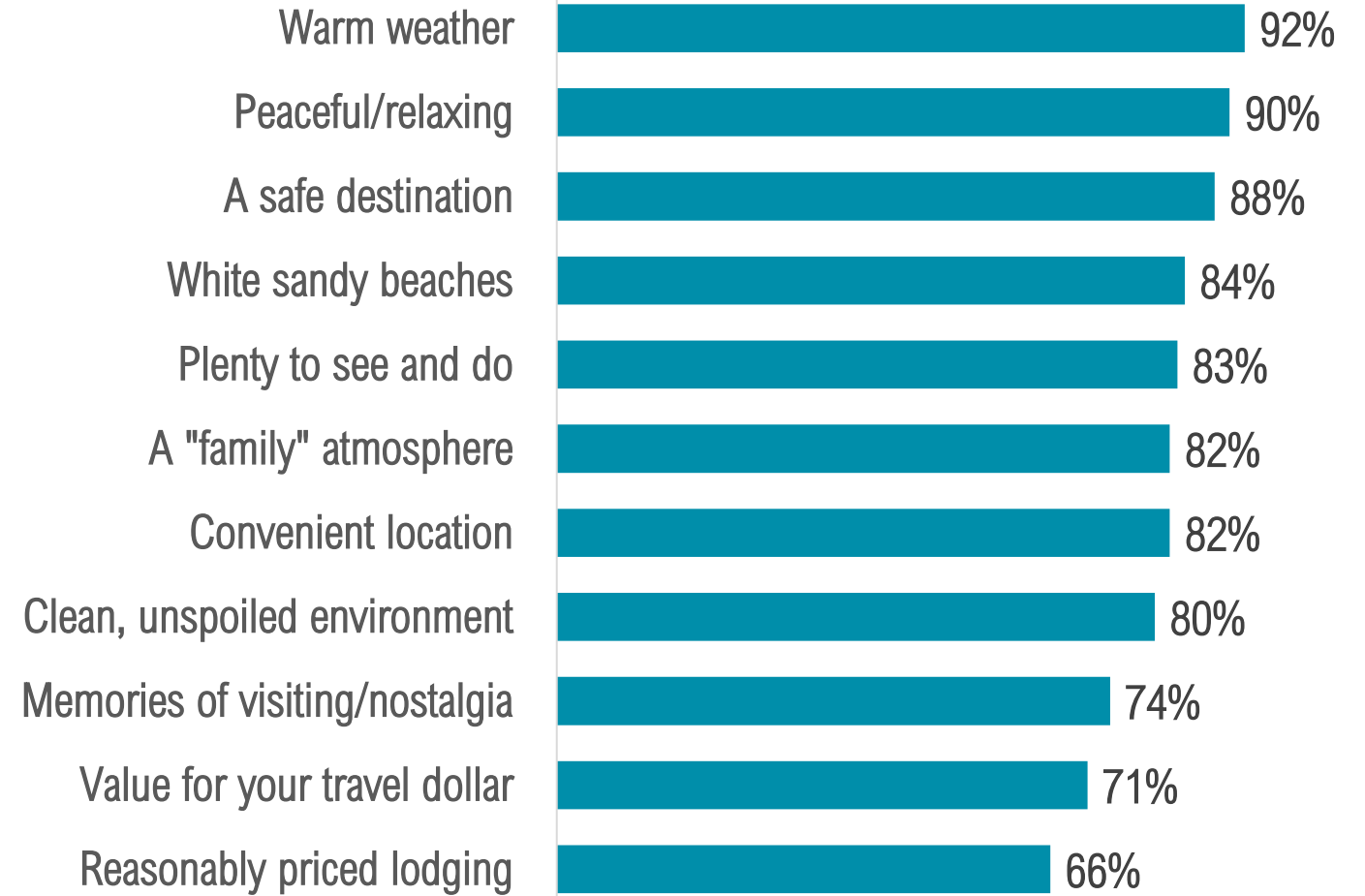
■ Exceeded expectations ■ Met expectations ■ Did not meet expectations

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

	1 st Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Exceeded Expectations	39%	40%	41%	49%	40%	46%	38%	43%
Met Expectations	54%	54%	55%	48%	53%	49%	59%	56%
Did Not Meet Expectations	7%	6%	4%	3%	7%	5%	3%	1%

ATTRIBUTE RATINGS¹

9 in 10 visitors gave high attribute ratings for **weather** & **peacefulness** in the Fort Myers area.

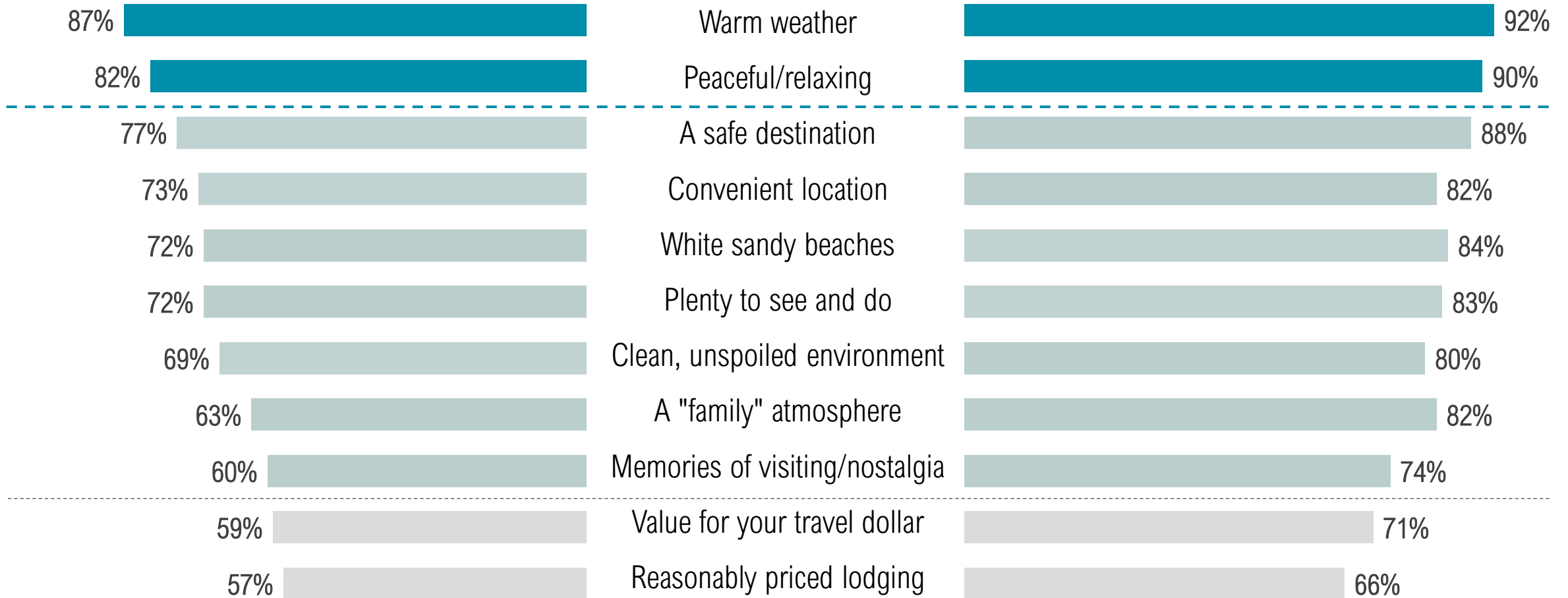


¹Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

VACATION ATTRIBUTE INFLUENCE VS. RATINGS

Vacation Influences¹

Fort Myers Area Ratings²



¹Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

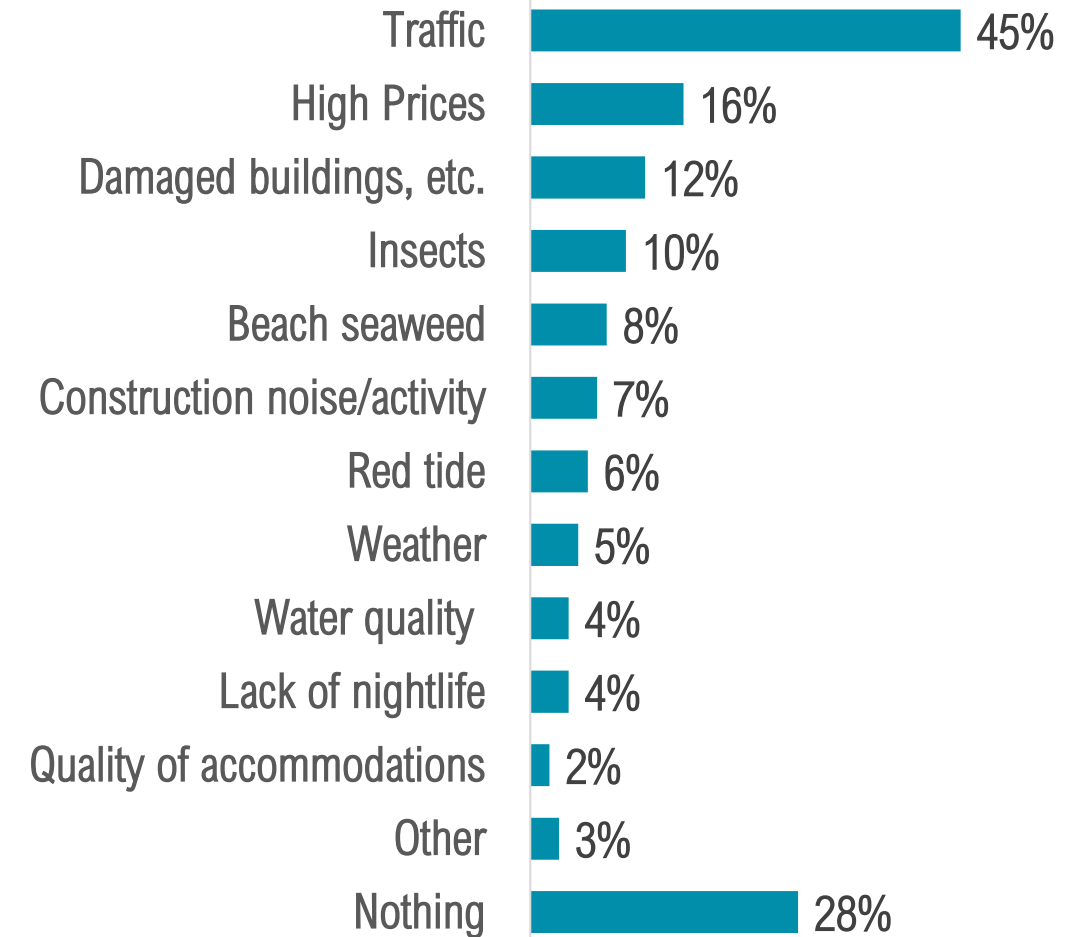
²Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

Post-Trip Evaluation
January - March 2026

LEAST-LIKED FEATURES¹

Over 2 in 5 visitors mentioned **traffic**, while **around 1 in 6** were concerned with **high prices**, and **1 in 8** listed **damaged buildings** as a negative.

Over 1 in 4 visitors had **no concerns** at all during their visit.



¹Multiple responses permitted.

During this specific visit, which features have you liked the LEAST about our area?

AREA DESCRIPTIONS



Peaceful & Relaxing

- “I would say it's incredible. It's like a touch of heaven and you should bring your family here. It's just safe and peaceful and yeah, we're coming back next year and the year after that.”
- “Fort Myers is a great destination to relax, and to see amazing beaches.”
- “Love the beaches. Very relaxing vibe. Beautiful weather.”



Warm Weather

- “The area is such a gem, we enjoy the winters here with the beautiful weather. Lots to do and see here.”
- “The Fort Myers area is really beautiful. I love coming to Florida around this time of the year because it's not too humid and the weather is perfect.”
- “Very, very beautiful weather here. I love the beaches, restaurants, and palm trees here. I would tell my friends this is a must visit destination.”

AREA DESCRIPTIONS



A Safe Destination

- “I came to visit Fort Myers and I fell in love with it, and we ended up purchasing a condo here. I love the beaches, the walk capability, the sense of security and safety that I feel... my family is gonna have good times for years to come.”
- “Beautiful beaches and delicious seafood. Very family friendly and safe.”
- “We love coming back here every year. Nice safe and clean area.”



Convenient Location

- “This is a beautiful place to visit. It's easy to get to. I love that I can walk down to the bars and nightclubs. I there is a lot to do, and I love to relax and unwind.”
- “We love the area. Easy to get to and get back to our northern home. Beautiful weather. Lots to do.”
- “We enjoy our time here. Beautiful weather. Convenient to get around. Good walking areas.”

OCCUPANCY BAROMETER¹: APR – JUN RESERVATIONS

Apr – Jun Reservations	Apr – Jun 2025	Apr – Jun 2026
Up	26%	39%
Same	17%	36%
Down	57%	25%

¹Sources: DSG Occupancy Study

Accommodations partners were asked the following, “Please think about your reservations for the next three months. Compared to April through June of 2025, would you say the total level of reservations are up, the same, or down?”

Post-Trip Evaluation
January - March 2026

 **downs & st. germain**
RESEARCH

OCCUPANCY BAROMETER¹: JUL – SEP RESERVATIONS

Jul – Sep Reservations	Jul – Sep 2025	Jul – Sep 2026
Up	19%	25%
Same	14%	38%
Down	67%	37%

¹Sources: DSG Occupancy Study

Accommodations partners were asked the following, “Please think about your reservations for the next three months. Compared to July through September of 2025, would you say the total level of reservations are up, the same, or down?”

Post-Trip Evaluation
January - March 2026

 **downs & st. germain**
RESEARCH

Year-Over-Year Comparisons



ECONOMIC IMPACT

Visitor & Lodging Statistics ¹	Jan – Mar 2025 ⁴	Jan – Mar 2026	% Change '25 – '26
Visitors	782,000	1,004,200	+ 28.4%
Visitor Days	6,194,000	7,290,500	+ 17.7%
Room Nights	1,482,100	1,715,700	+ 15.8%
Direct Expenditures ²	\$1,121,810,900	\$1,392,667,000	+ 24.1%
Total Economic Impact ³	\$1,531,211,200	\$1,892,493,000	+ 23.6%
Occupancy	73.2%	77.0%	+ 5.2%
ADR	\$235.77	\$245.02	+ 3.9%
RevPAR	\$172.61	\$188.71	+ 9.3%

¹ Significantly more (+10.0%) units were available in Jan-Mar 2026 compared to Jan-Mar 2025. This is due to the ongoing recovery process post-Hurricane Ian as well as Helene and Milton.

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 Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM¹

	Jan – Mar 2025 ⁴	Jan – Mar 2026	% Change '25 – '26
Direct Jobs ²	7,050	8,440	+ 19.7%
Total Jobs ³	10,190	12,240	+ 20.1%
Direct Wages ²	\$282,015,000	\$340,208,300	+ 20.6%
Total Wages ³	\$448,523,700	\$546,377,600	+ 21.8%
Direct Local Taxes ²	\$38,575,300	\$45,806,100	+ 18.7%
Total Local Taxes ³	\$52,071,300	\$62,499,900	+ 20.0%
Direct State Taxes ²	\$33,982,700	\$40,388,500	+ 18.9%
Total State Taxes ³	\$46,228,000	\$55,538,200	+ 20.1%

¹ Calculated using IMPLAN, an economic impact analysis software.

² Only accounts for the money spent directly by visitors in categories such as accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³ Accounts for direct spending as well as the indirect and induced effects of visitor spending. In other words, it considers the “Total Economic Impact”. As a reminder, indirect effects include increased business spending resulting from tourism dollars, while induced effects include increased household spending resulting from tourism dollars.

⁴ Spending and Economic Impact data has been slightly revised to reflect an updated IMPLAN dataset.

VISITOR TYPE

Visitor Type	Jan - Mar 2025	Jan - Mar 2026
Visitors in Paid Accommodations	66%	70%
Visitors in Non-Paid Accommodations	33%	28%
Day Trippers	1%	2%

PRE-VISIT

Planned trip in advance	Jan - Mar 2025	Jan - Mar 2026
1 week or less	7%	5%
2-4 weeks	16%	13%
1-2 months	30%	33%
3-6 months	27%	27%
6 months or more	20%	22%

Considered Other Destinations	Jan - Mar 2025	Jan - Mar 2026
Yes	26%	25%
No	74%	75%

PRE-VISIT

Other destinations considered ¹	Jan - Mar 2025 ²	Jan - Mar 2026 ²
Tampa/Clearwater/St. Pete	24%	25%
Sarasota/Siesta Key	16%	20%
Keys/Key West	14%	20%
Naples/Marco Island	15%	19%
Miami/Ft. Lauderdale	13%	15%
Orlando	13%	12%
Punta Gorda/Englewood	9%	9%
West Palm Beach	10%	7%
Daytona Beach	3%	4%
Other Destinations In FL	15%	15%
Other Destinations Outside Of FL	22%	15%

¹Multiple responses permitted.

²Base: 25% of visitors who considered other destinations.

PRE-VISIT

Trip Planning Websites/Apps ¹	Jan - Mar 2025	Jan - Mar 2026
Airline websites/apps	27%	28%
Online search engines	24%	24%
Airbnb, Vrbo, etc.	22%	23%
Hotel websites/apps	15%	16%
Booking websites	14%	16%
Vacation rental websites/apps	12%	14%
Trip Advisor	11%	10%
Facebook	8%	10%
Traveler reviews, blogs, stories	10%	9%
www.VisitFortMyers.com	9%	8%
VCB Facebook Page	9%	7%
Visit Florida	7%	6%
Streaming websites/apps	7%	6%
Instagram	6%	5%
Other	2%	2%
None	30%	24%

¹Multiple responses permitted.

PRE-VISIT

Information Requests ¹	Jan - Mar 2025	Jan - Mar 2026
Calling a hotel, motel, condo	15%	16%
Requesting and receiving a visitor guide	8%	4%
Receiving the VCB e-newsletter	5%	3%
Calling the VCB	4%	2%
Calling a local Chamber of Commerce	3%	1%
Other	1%	1%
None	78%	78%

PRE-VISIT

Recall of Lee County Promotions	Jan - Mar 2025	Jan - Mar 2026
Yes	37%	38%
No	43%	46%
Can't recall	20%	16%
% of recallers influenced by promotions	46%	54%
% of total visitors influenced by promotions	17%	21%

PRE-VISIT

Type of Promotions Recalled ¹	Jan - Mar 2025 ²	Jan - Mar 2026 ³
Social media	44%	44%
Internet	41%	40%
Traveler reviews, blogs	19%	17%
Television	20%	12%
www.VisitFortMyers.com	16%	11%
Travel/visitor guide	12%	10%
Video streaming services	6%	9%
Email/e-newsletter	5%	9%
Magazine	13%	8%
Newspaper	12%	7%
Billboard	9%	5%
Radio	7%	5%
Brochure	7%	5%
AAA	8%	5%
Deal-based promotion	2%	3%
Music streaming services	<1%	2%
Podcasts	<1%	1%
Other	1%	2%

¹Multiple responses permitted.

²Base: 37% of visitors who recalled seeing a promotion.

³Base: 38% of visitors who recalled seeing a promotion.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes) ¹	Jan - Mar 2025	Jan - Mar 2026
Warm weather	90%	87%
Peaceful/relaxing	86%	82%
A safe destination	81%	77%
Convenient location	75%	73%
White sandy beaches	72%	72%
Plenty to see and do	74%	72%
Clean, unspoiled environment	70%	69%
A "family" atmosphere	66%	63%
Memories of visiting/nostalgia	54%	60%
Value for your travel dollar	60%	59%
Reasonably priced lodging	59%	57%

¹Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Not at All Influential and 5 is Definitely Influential.

PRE-VISIT

Main Reason for Visiting ¹	Jan - Mar 2025	Jan - Mar 2026
Relax & unwind	45%	48%
Beach	30%	36%
Visiting friends & relatives	30%	32%
Sporting event	18%	17%
Nature, environment, bird watching	8%	9%
Attractions	8%	9%
Part-time resident ("Snowbird")	11%	8%
Golf or tennis	8%	8%
Shopping	7%	7%
Special occasion	5%	5%
Checking-in on my property	6%	4%
Fishing	5%	4%
Special event	5%	3%
Water sports	3%	3%
Business meetings/conferences	3%	3%
Biking, hiking	3%	3%
Culture	2%	2%
Museums, history	2%	2%
Photography	2%	1%
Volunteering	2%	1%
Diving, snorkeling	1%	1%
Guided tours	1%	1%
Work-related hurricane recovery	2%	1%
Other	2%	3%

¹Multiple responses permitted.

PRE-VISIT

Transportation	Jan - Mar 2025	Jan - Mar 2026
Fly	67%	65%
Drive a personal vehicle	26%	23%
Drive a rental vehicle	6%	9%
Drive an RV	1%	2%
Travel by bus	<1%	<1%
Other	<1%	1%

Airport Used	Jan - Mar 2025	Jan - Mar 2026
Southwest Florida International	85%	85%
Punta Gorda	4%	5%
Ft. Lauderdale International	3%	3%
Miami International	2%	2%
Orlando International	2%	2%
Tampa International	2%	2%
Other	2%	1%

TRAVEL PARTY PROFILE

Visitor Origin ¹	Jan - Mar 2025	Jan - Mar 2026
Florida	7.9%	6.2%
Southeast	12.2%	12.4%
Northeast	26.8%	26.5%
Midwest	40.9%	42.0%
West	3.9%	5.5%
Canada	5.0%	4.1%
Germany	1.3%	1.5%
United Kingdom	0.8%	0.6%
Other Europe	0.5%	0.5%
Other International	0.7%	0.7%

Visitor Origin ¹	Jan - Mar 2025	Jan - Mar 2026
Minneapolis-Saint Paul	7.3%	7.4%
Boston	6.5%	5.9%
Chicago	6.2%	4.7%
New York	4.6%	4.3%
Detroit	3.9%	3.7%
Philadelphia	3.3%	3.7%
Cleveland-Akron	1.7%	2.8%
Indianapolis	1.9%	2.2%
Denver	0.5%	2.0%
Madison	1.0%	1.9%
Milwaukee	0.9%	1.9%
Portland, OR	1.4%	1.8%
Washington, DC-Hagerstown	1.7%	1.7%
Atlanta	1.7%	1.6%
Hartford-New Haven	0.7%	1.6%
South Bend-Elkhart	0.4%	1.6%
Cincinnati	2.0%	1.5%

¹Based on data from the Visitor Tracking Study.

TRAVEL PARTY PROFILE

Travel Parties	Jan - Mar 2025	Jan - Mar 2026
Mean travel party size ¹	2.6	2.8
Travel with children under age 18	24%	22%

Travel Party Composition	Jan - Mar 2025	Jan - Mar 2026
As a couple	42%	44%
As a family	32%	31%
By yourself	13%	12%
With other couples/friends	10%	10%
With business associates	3%	2%
In a tour group	<1%	<1%
Other	<1%	1%

¹Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY PROFILE

Marital Status	Jan - Mar 2025	Jan - Mar 2026
Married/Domestic Partnership	76%	72%
Single	24%	28%

Age	Jan - Mar 2025	Jan - Mar 2026
Average age	55	54
Median age	55	56

Household Income	Jan - Mar 2025	Jan - Mar 2026
Median Income	\$120,800	\$116,700

TRAVEL PARTY PROFILE

Race/Ethnicity	Jan - Mar 2025	Jan - Mar 2026
Caucasian/White	87%	89%
Hispanic or Latino/Latina/Latinx	7%	6%
African American/Black	2%	2%
Asian/Asian American/Pacific Islander	2%	1%
Middle Eastern/Northern African	1%	1%
Another race/ethnicity	2%	1%

Gender ¹	Jan - Mar 2025	Jan - Mar 2026
Female	53%	56%
Male	47%	44%
Non-binary	<1%	<1%

TRIP EXPERIENCE

Length of Stay ¹	Jan - Mar 2025	Jan - Mar 2026
Average nights in the Fort Myers area	7.9	7.3

First Time/Repeat Visitors	Jan - Mar 2025	Jan - Mar 2026
First-time	22%	22%
Repeat	78%	78%

¹Sources: Occupancy Study & Visitor Tracking Survey.

TRIP EXPERIENCE

Type of Accommodations	Jan - Mar 2025	Jan - Mar 2026
Hotel/motel/resort	32%	32%
Vacation rental home	28%	33%
Friends/family home	19%	18%
Personal condo, house, timeshare, etc.	14%	10%
Bed & Breakfast/Inn	4%	3%
Campground/RV Park	1%	1%
Other Accommodations	1%	1%
Not Spending the Night	1%	2%

TRIP EXPERIENCE

Activities ¹	Jan - Mar 2025	Jan - Mar 2026
Relax and unwind	66%	68%
Restaurants	66%	68%
Beach	49%	56%
Visit friends/relatives	43%	43%
Shopping	41%	42%
Nature, environment, bird watching	23%	29%
Attractions	19%	21%
Attend or participate in a sporting event	25%	21%
Bars, nightclubs	17%	18%
Golf, tennis, or pickleball	18%	17%
Water sports	13%	14%
Biking, hiking	15%	14%
Fishing	15%	12%
Special events	13%	11%
Museums, history	8%	9%
Culture	9%	8%
Photography	7%	7%
Guided tours	7%	7%
Special occasion	5%	5%
Spas	5%	4%
Diving, snorkeling	4%	3%
Business meetings/conferences	3%	2%
Volunteering	4%	2%
Other	2%	2%

¹Multiple responses permitted.

TRIP EXPERIENCE

Attractions ¹	Jan - Mar 2025	Jan - Mar 2026
Beaches	61%	64%
Miromar Outlets Mall	18%	20%
Fort Myers Beach Pier ²	23%	20%
Edison & Ford Winter Estates	18%	19%
Sanibel Lighthouse	14%	18%
Bell Tower Shops	19%	18%
Coconut Point Mall	18%	16%
Gulf Coast Town Center	14%	14%
Manatee Park	14%	12%
Edison Mall	-	11%
J.N. Ding Darling National Wildlife Refuge	7%	8%
Broadway Palm Dinner Theater	5%	4%
Periwinkle Place	3%	4%
Bailey-Matthews Shell Museum	3%	3%
Barbara B. Mann Performing Arts Hall	5%	3%
Ball Parks (JetBlue, Hammond)	-	3%
Other	3%	4%
None	16%	13%

¹Multiple responses permitted.

²Represents visitors who spent time on the beach area near where the pier was.

TRIP EXPERIENCE

Area stayed	Jan - Mar 2025	Jan - Mar 2026
Fort Myers	35%	32%
Cape Coral	18%	17%
Fort Myers Beach	14%	14%
Bonita Springs	8%	10%
Sanibel Island	7%	6%
Estero	6%	6%
Captiva Island	2%	4%
North Fort Myers	4%	3%
Lehigh Acres	1%	2%
Along I-75	2%	2%
Pine Island	1%	1%
Boca Grande/Outer Islands	1%	1%
None/not staying overnight	1%	2%

POST-TRIP EVALUATION

Likelihood of Recommending the Area	Jan - Mar 2025	Jan - Mar 2026
Very Likely	63%	64%
Likely	27%	29%
Unsure/don't know	8%	5%
Unlikely	1%	1%
Very Unlikely	1%	1%
Likelihood of Returning to the Area	Jan - Mar 2025	Jan - Mar 2026
Very Likely	72%	71%
Likely	21%	22%
Unsure/don't know	6%	5%
Unlikely	1%	1%
Very Unlikely	<1%	1%
Likelihood of Returning Next Year	Jan - Mar 2025	Jan - Mar 2026
Very Likely	61%	61%
Likely	18%	23%
Unsure/don't know	17%	12%
Unlikely	3%	3%
Very Unlikely	1%	1%

POST-TRIP EVALUATION

Satisfaction with Accommodations	Jan - Mar 2025	Jan - Mar 2026
Exceeded expectations	40%	46%
Met expectations	55%	50%
Did not meet expectations	5%	4%

POST-TRIP EVALUATION

Satisfaction with Visit	Jan - Mar 2025	Jan - Mar 2026
Very satisfied	60%	63%
Satisfied	35%	32%
Unsure/don't know	3%	4%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	1%	-

Satisfaction with Customer Service	Jan - Mar 2025	Jan - Mar 2026
Very satisfied	58%	62%
Satisfied	35%	32%
Unsure/don't know	5%	5%
Dissatisfied	1%	1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	1%	-

POST-TRIP EVALUATION

Visitor Concerns ¹	Jan - Mar 2025	Jan - Mar 2026
Traffic	49%	45%
High Prices	16%	16%
Damaged buildings, signs, and landscapes	20%	12%
Insects	9%	10%
Beach seaweed	4%	8%
Construction noise/activity	2%	7%
Red tide	11%	6%
Weather	4%	5%
Water quality	6%	4%
Lack of nightlife	4%	4%
Quality of accommodations	3%	2%
Other	6%	3%
Nothing	18%	28%

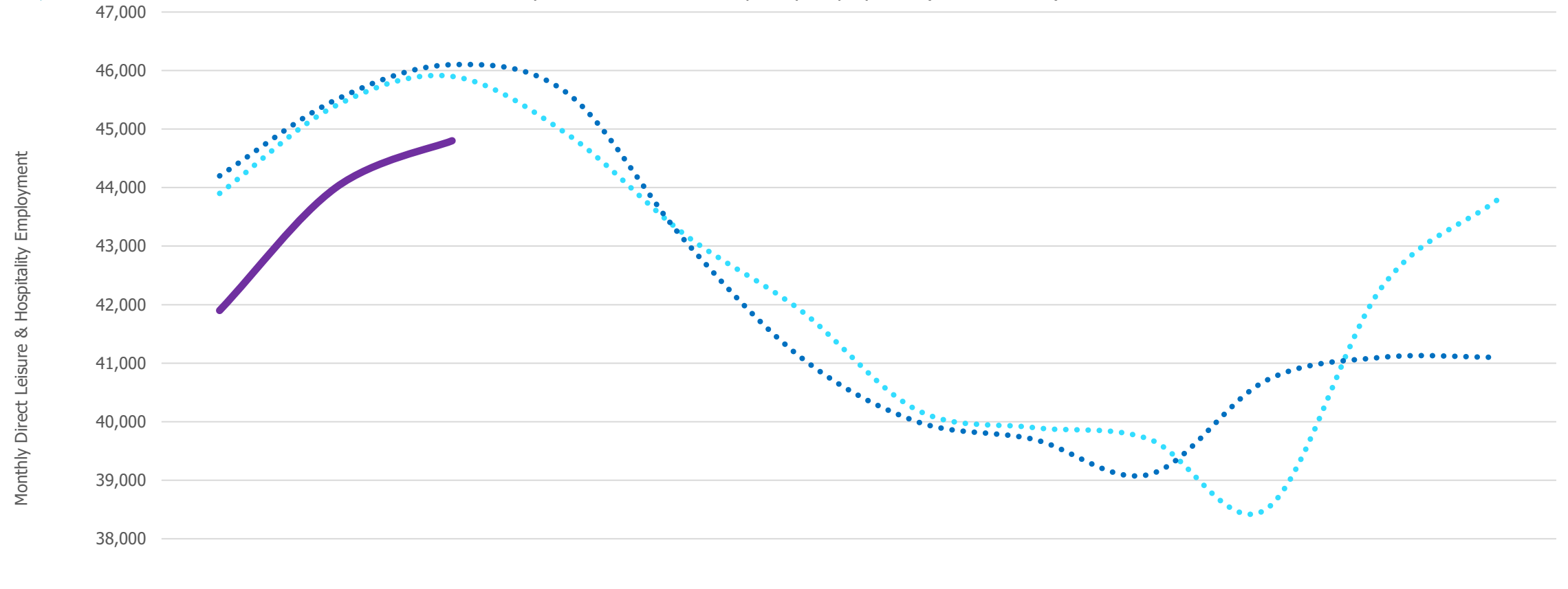
¹Multiple responses permitted.

Industry Data



LEISURE & HOSPITALITY EMPLOYMENT

Lee County Direct Leisure and Hospitality Employment (Calendar Year)¹



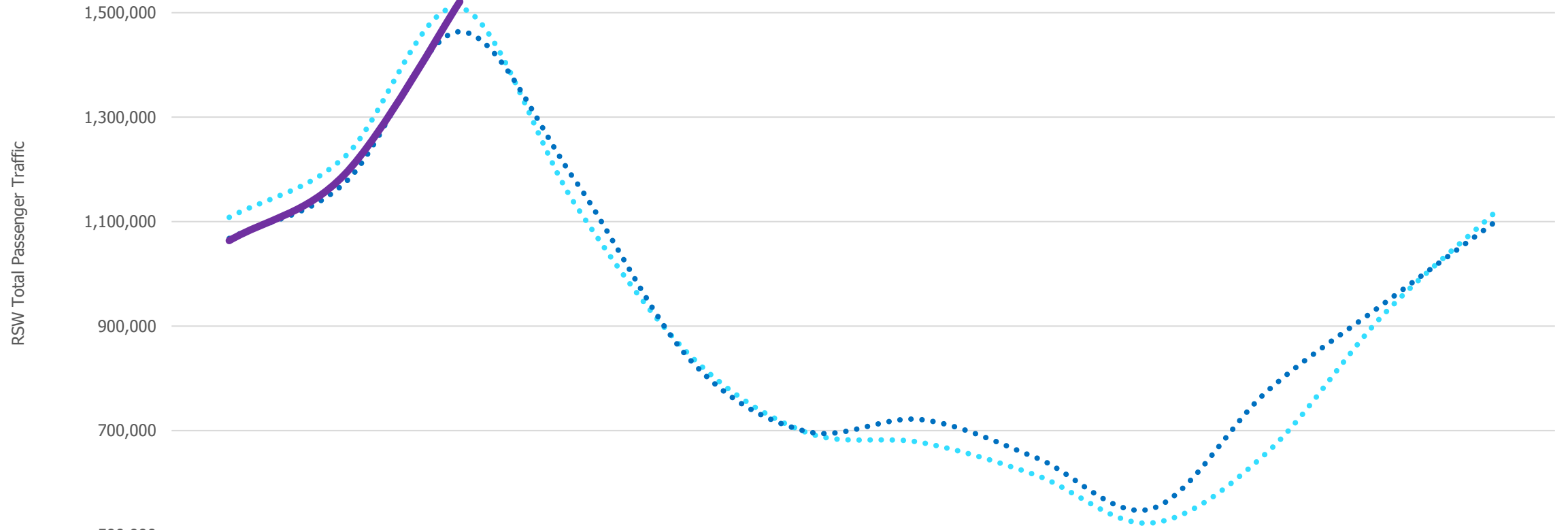
	January	February	March	April	May	June	July	August	September	October	November	December
2024	43,900	45,400	45,900	44,900	43,200	41,900	40,200	39,900	39,700	38,500	42,300	43,800
2025	44,200	45,500	46,100	45,600	43,100	41,100	40,000	39,700	39,100	40,700	41,100	41,100
2,026	41,900	44,000	44,800 (P)									

¹ SOURCE: Current Employment Statistic Program (CES), Lee County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.



RSW TOTAL PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Total Passenger Traffic¹

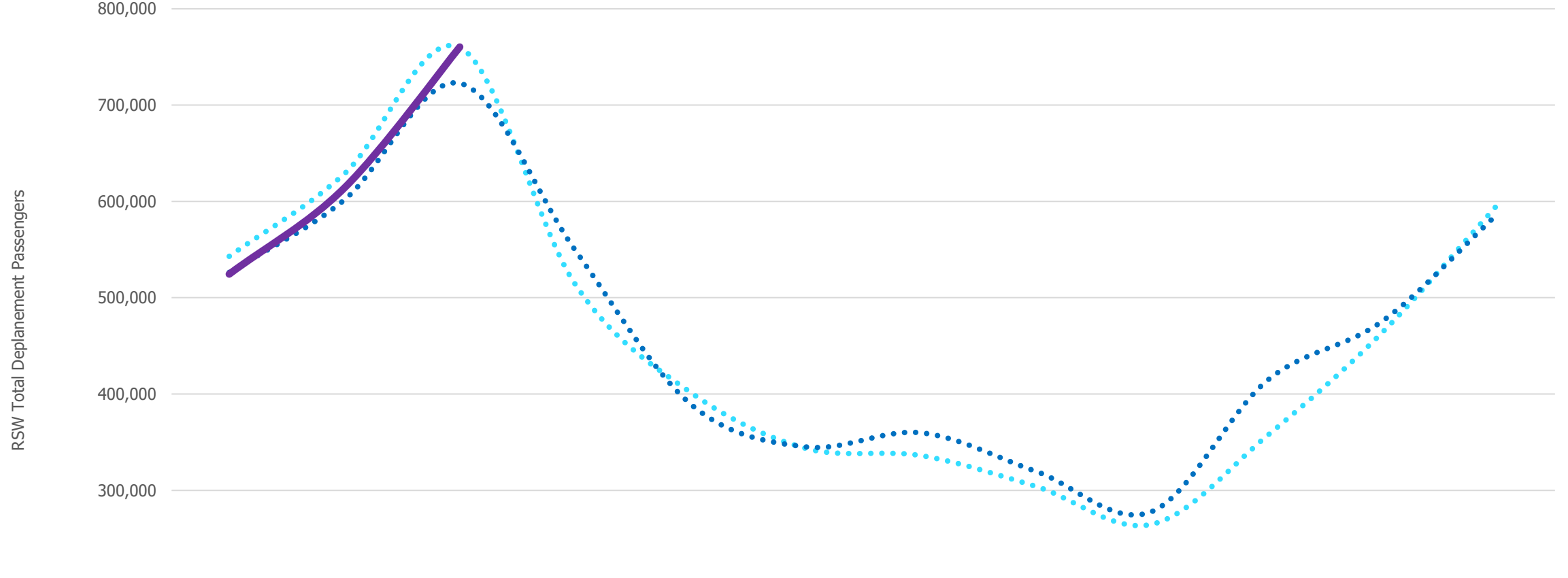


	January	February	March	April	May	June	July	August	September	October	November	December
••••• 2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004	657,488	919,108	1,121,793
••••• 2025	1,067,794	1,173,638	1,463,628	1,178,980	834,862	698,573	720,973	647,917	550,259	774,689	940,689	1,102,456
— 2026	1,063,645	1,190,070	1,521,149									

¹ SOURCE: Lee County Port Authority Monthly Statistics.

RSW DEPLANEMENT PASSENGERS

Southwest Florida International Airport (RSW) Deplanement Passengers¹



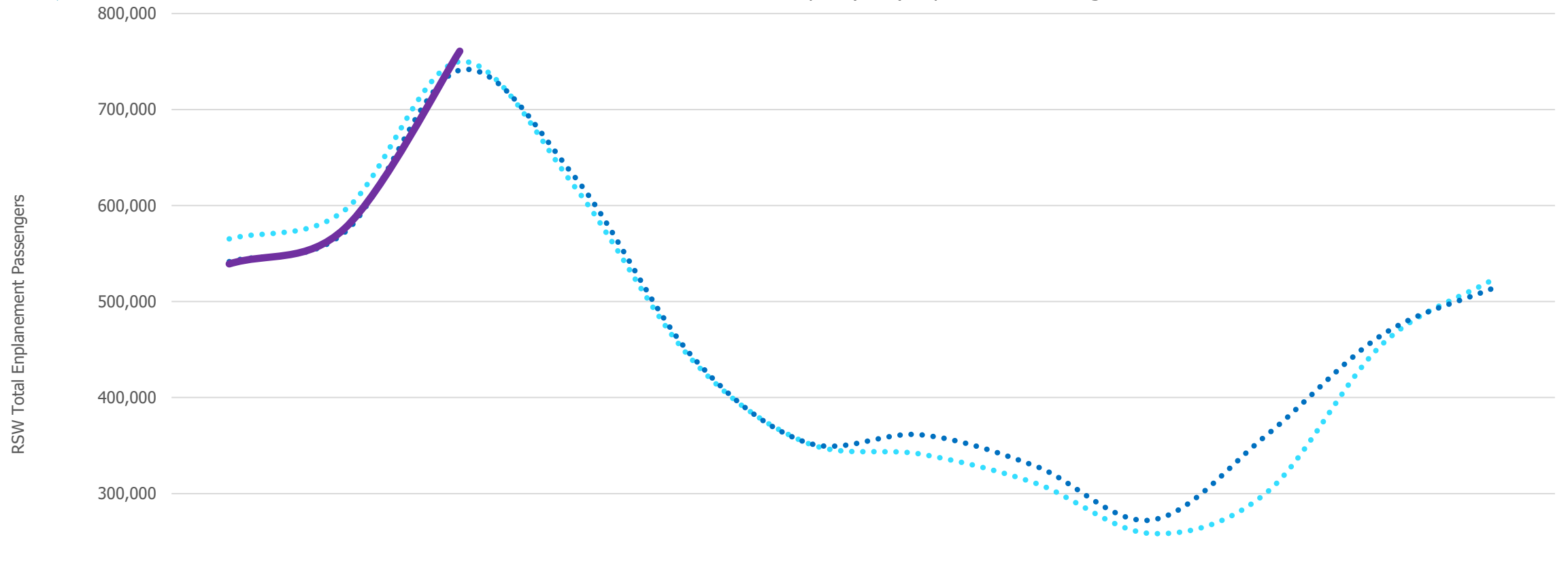
	January	February	March	April	May	June	July	August	September	October	November	December
2024	542,929	628,786	759,836	514,166	401,868	343,614	336,069	303,982	264,625	356,316	463,688	596,290
2025	526,231	601,672	722,642	549,572	389,793	345,133	359,761	319,590	277,820	413,639	475,420	586,707
2026	524,451	614,075	760,329									

¹ SOURCE: Lee County Port Authority Monthly Statistics.



RSW ENPLANEMENT PASSENGERS

Southwest Florida International Airport (RSW) Enplanement Passengers¹

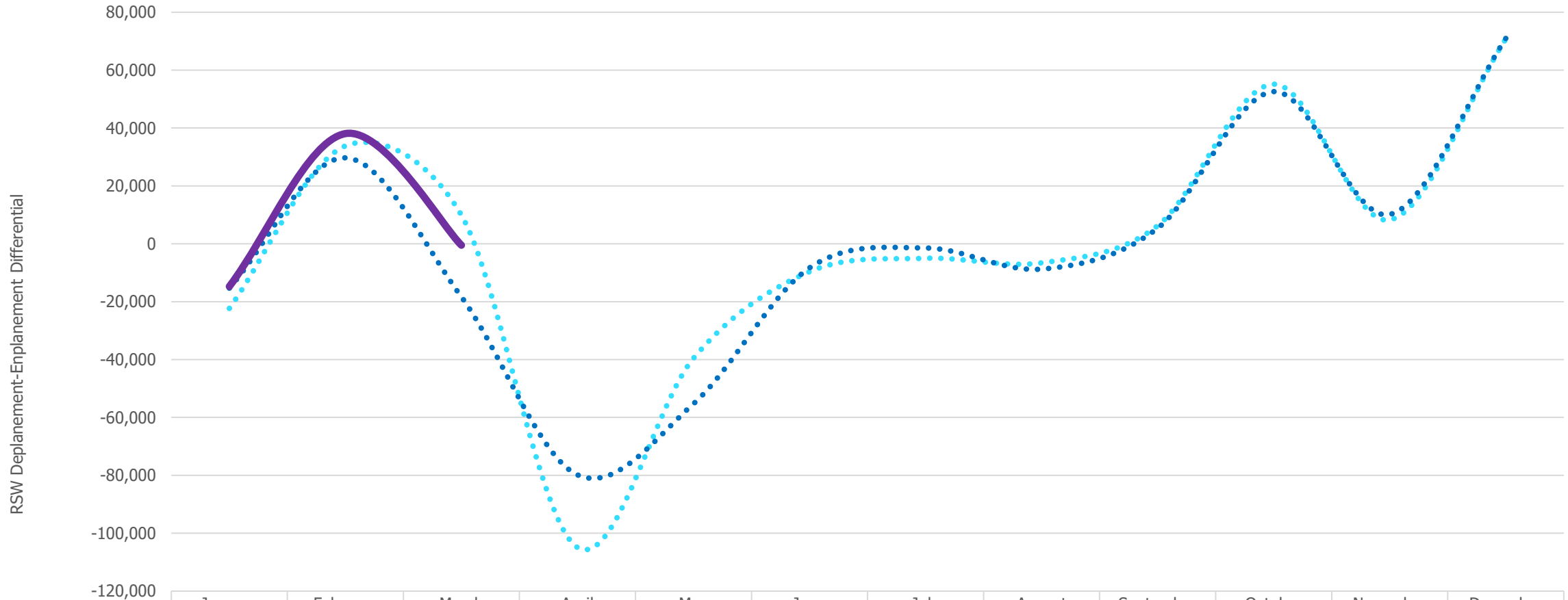


	January	February	March	April	May	June	July	August	September	October	November	December
••••• 2024	565,261	594,975	749,941	619,090	441,402	353,253	341,068	310,549	258,379	301,172	455,420	525,503
••••• 2025	541,563	571,966	740,986	629,408	445,069	353,440	361,212	328,327	272,439	361,050	465,269	515,749
— 2026	539,194	575,995	760,820									

¹ SOURCE: Lee County Port Authority Monthly Statistics.

RSW DEPLANEMENT-ENPLANEMENT DIFFERENTIAL

Southwest Florida International Airport (RSW) Deplanement-Enplanement Differential¹



	January	February	March	April	May	June	July	August	September	October	November	December
••••• 2024	-22,332	33,811	9,895	-104,924	-39,534	-9,639	-4,999	-6,567	6,246	55,144	8,268	70,787
••••• 2025	-15,332	29,706	-18,344	-79,836	-55,276	-8,307	-1,451	-8,737	5,381	52,589	10,151	70,958
— 2026	-14,743	38,080	-491									

¹ SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

Licensed Transient Rental Units in Lee County, as of April 2026 ¹					
Lee County Area	Hotel	Motel	Bed & Breakfast	Vacation Rental	Total
Fort Myers	6,102	1,090	9	911	8,112
Cape Coral	584	192	1	3,272	4,049
Fort Myers Beach	861	386	6	2,467	3,720
Bonita Springs	1,244	38	0	789	2,071
Sanibel	68	688	0	1,269	2,025
North Fort Myers	0	578	0	95	673
Estero	566	0	0	21	587
Captiva	107	156	0	296	559
Boca Grande	77	107	0	289	473
Lehigh Acres	75	0	0	186	261
Saint James City	0	20	0	66	86
Bokeelia	0	31	0	45	76
Matlacha	0	0	2	33	35
Cabbage Key	0	9	0	0	9
Alva	0	0	0	3	3
Total	9,684	3,295	18	9,742	22,739²

¹ SOURCE: Florida Department of Business & Professional Regulation.

² Some units are still unavailable due to the impact of Hurricanes Ian, Helene, or Milton.

Methodology



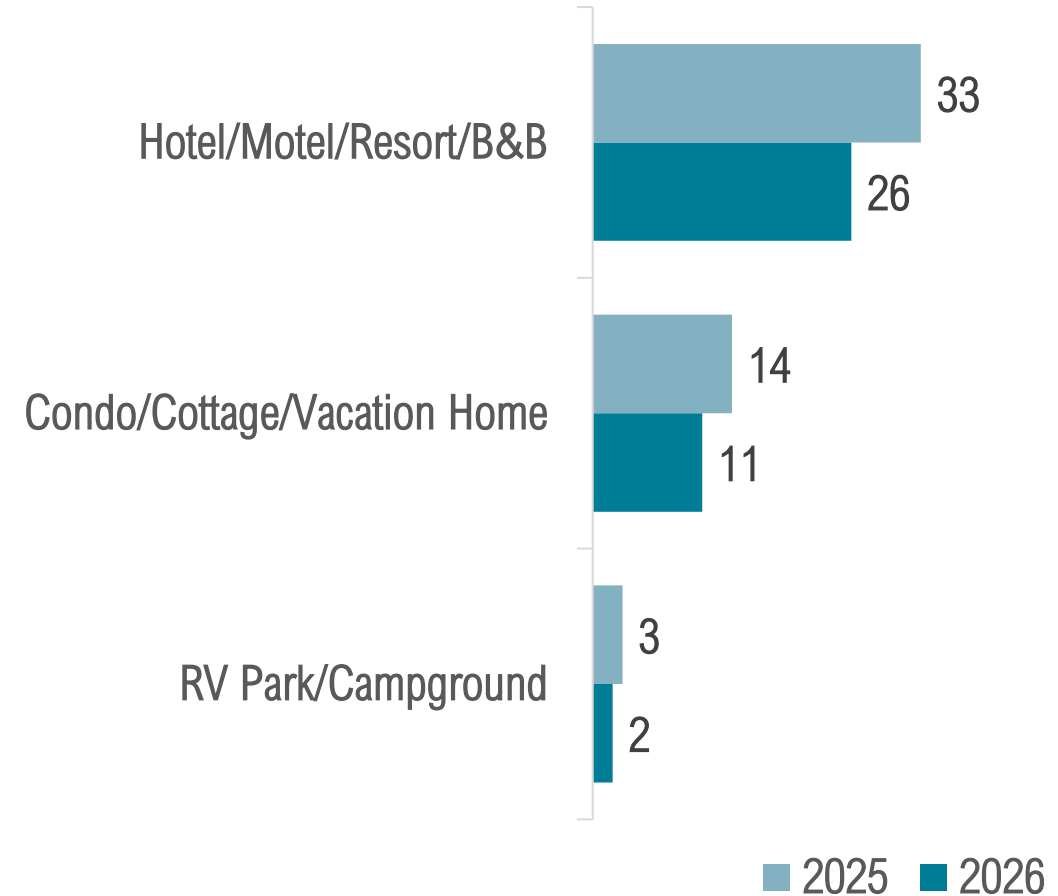
METHODOLOGY

- Economic Impact of tourism in Lee County is derived from:
 - Visitor Tracking Study
 - 967 surveys in public areas, hotels, at events around Lee County, and online via email or social media
 - Target individuals: January - March visitors to Lee County
 - Data Collection: January - March 2026
 - Occupancy Study
 - Email and telephone survey of hotels, rental management companies, RV/campgrounds, etc., as well as data from STR and KeyData reports
 - Sample Size – data from 3,800 hotel/rental/campground units (39 properties) reporting to DSG, 10,594 hotel units reporting to STR (87 properties), and 3,379 rental units (98 property managers) reporting to KeyData
 - 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

METHODOLOGY

- Occupancy Study
 - Internet and telephone survey of hotels, rental management companies, RV/campgrounds, etc.
 - Sample Size: 39 completed surveys
 - Data Collection: Completed in April 2026 (for January - March 2026)
 - Total Sample Size:
 - Data from 3,800 hotel/rental/campground units reporting to DSG (representing 39 properties)
 - Data from 10,594 hotel units reporting to STR (representing 87 properties)
 - Data from 3,379 rental units reporting to KeyData (representing 98 property managers)

Number of Complete Responses



Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

January - March 2026

Visitor Tracking, Occupancy, & Economic Impact Study

Tamara Pigott, CDME
Executive Director

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