



## Report to the Industry

*May 14, 2026*

### January-March 2026 Statistics

During January-March of 2026, the Fort Myers area hosted over 1M visitors who spent an estimated \$1.393B while visiting – a 24.1% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$1.072B (77% of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy (+5.2%; note 10.0% more units were available) and an increase in average daily rate (ADR; +3.9%) resulting in a 9.3% increase in revenue per available room (RevPAR).

### Paid Accommodations Summary

| Paid Accommodation Types    | Average Occupancy Rate |              | Average Daily Rate |                 | RevPAR          |                 |
|-----------------------------|------------------------|--------------|--------------------|-----------------|-----------------|-----------------|
|                             | 2025                   | 2026         | 2025               | 2026            | 2025            | 2026            |
| Hotel/Motel/Resort/B&B      | 73.3%                  | 78.0%        | \$226.69           | \$230.25        | \$179.60        | \$166.16        |
| Condo/Cottage/Vacation Home | 65.6%                  | 69.9%        | \$313.89           | \$321.46        | \$224.70        | \$205.91        |
| RV Park/Campground          | 88.0%                  | 90.0%        | \$114.39           | \$121.50        | \$109.35        | \$100.66        |
| <b>OVERALL</b>              | <b>73.2%</b>           | <b>77.0%</b> | <b>\$235.77</b>    | <b>\$245.02</b> | <b>\$172.61</b> | <b>\$188.71</b> |

### Visitation and Visitor Origins

| Total Visitation        |             |             |                   |                  |
|-------------------------|-------------|-------------|-------------------|------------------|
| Visitor Types           | %           |             | Visitor Estimates |                  |
|                         | 2025        | 2026        | 2025              | 2026             |
| Paid Accommodations     | 66%         | 70%         | 517,700           | 703,900          |
| Non-Paid Accommodations | 33%         | 28%         | 254,200           | 281,200          |
| Day Trippers            | 1%          | 2%          | 10,100            | 19,100           |
| <b>Total Visitation</b> | <b>100%</b> | <b>100%</b> | <b>782,000</b>    | <b>1,004,200</b> |

| Visitor Origin Regions | %             |               |
|------------------------|---------------|---------------|
|                        | 2025          | 2026          |
| United States          | 91.7%         | 92.6%         |
| 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%          |
| <b>Total</b>           | <b>100.0%</b> | <b>100.0%</b> |

| Top 5 Visitor Origin Markets | %            |              |
|------------------------------|--------------|--------------|
|                              | 2025         | 2026         |
| Minneapolis-St. 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%         |
| <b>Total</b>                 | <b>28.5%</b> | <b>26.0%</b> |

### **March 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 |
| 74.2%                  | 77.7% | + 4.8%   | \$255.96           | \$248.73 | + 2.9%   | \$184.48 | \$198.91 | + 7.8%   |

### **March 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 |
| 58.6%                  | 68.5% | + 14.5%  | \$364.09           | \$371.90 | + 2.1%   | \$211.61 | \$254.64 | + 16.9%  |

### **Bed tax collection**

The preliminary resort tax collected for March 2026 was \$9,567,291, a 19.0% increase over March 2025 preliminary collections of \$8,042,582. Fiscal year-to-date preliminary tourist tax collections are \$34,872,419, an increase of 22.9% year-over year.

### **Airport news**

During March 2026, 1,521,149 passengers traveled through Southwest Florida International Airport (RSW), an increase of 3.9% compared to March 2025. Calendar year-to-date, airport traffic is up 1.9% compared to the same time last year.

### **Special presentations**

- Lee County Port Authority Director, Steve Henningan, provided TDC members an update on current and future construction projects at the Southwest Florida International Airport (RSW).
- Sanibel-Captiva Conservation Foundation Coastal Watch Director, Kealy Pfau, reported on how the organization has utilized TDC Attractions Marketing funds to promote voluntourism.

### **January – March research report**

James Brendle, DSG Research, reported that Jan-Mar 2026 delivered exceptional results with more than 1 million visitors (up 28% YoY), 1.7 million visitor nights (up 16% YoY), \$1.4 billion in direct spend (up 24% YoY), and \$1.9 billion in total economic impact (up 24% YoY). Lodging metrics showed strong performance across both hotels and vacation rentals despite a 10% growth in supply. Key insights reveal that promotional effectiveness is rising with 54% of visitors recalling promotions influencing plans, and that beaches and relaxation remain the primary visit drivers. Top origin markets include the Midwest and Northeast, with Minneapolis, Boston, and Chicago leading domestic markets and Canada and Germany leading international visitation. Beginning July 2026, the visitor survey will be updated to track AI-related trip planning questions to capture emerging travel planning trends.

### **Sports report**

Jeff Mielke, Sports Development Director, reported that 35,006 room nights were sold from January through March 2026, generating \$18.1 million in visitor spending. He shared that Spring Training 2026 was a major success, with the Red Sox and Twins combined drawing 258,000 spectators (145,000 and 112,000 respectively), making Lee County one of only four Florida counties with teams exceeding 100,000 in attendance.

### **New Business**

- The Tourist Development Council (TDC) unanimously approved the Lee County Parks and Recreation request to reallocate unspent funds from previously approved hurricane recovery beach and shoreline projects to other approved but unfinished projects in order to avoid both delays in project completion and rising costs.
- The TDC unanimously approved the FY26 second quarter budget reports.

### **TDC approves FY2026-27 funding for Beach & Shoreline projects**

After making legislative findings for 13 projects, the TDC unanimously approved funding recommendations totaling \$12,909,962 for 17 beach and shoreline projects. These projects will be considered for final approval by the Board of County Commissioners as part of the FY2026-27 budget. A public workshop/discussion to consider funding requests eligible through Florida Statute 125.0104(5)(b) will be scheduled in the near future.

### **Next TDC meeting**

The next TDC meeting will be held at **9 a.m. Thursday, June 11, 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.