



## Report to the Industry

*June 11, 2026*

### April 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
64.5%	67.8%	+ 5.1%	\$192.44	\$196.12	+ 1.9%	\$124.09	\$132.95	+ 7.1%

### April 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
34.9%	40.0%	+ 14.6%	\$316.77	\$321.89	+ 1.6%	\$110.55	\$128.73	+ 16.5%

### Bed tax collection

The preliminary resort tax collected for April 2026 was \$5,193,092, a 25.0% increase over April 2025 preliminary collections of \$4,152,523. Fiscal year-to-date preliminary tourist tax collections are \$40,177,315, an increase of 23.0% year-over-year.

### Airport news

During April 2026, 1,152,669 passengers traveled through Southwest Florida International Airport, a decrease of 2.2% compared to April 2025. Year-to-date, passenger traffic is up 0.9% from the same period last year.

### Marketing update

Lesley-Ann Thompson provided an overview of the VCB’s current marketing initiatives, including a comprehensive wrap report on the Sports Illustrated partnership, which generated more than 13 billion impressions. She noted ongoing out-of-home advertising in key summer markets and highlighted the launch of the Summer Nature Navigator digital pass and Family Fun Quiz. Thompson also reported on strong national sweepstakes performance, which has contributed to database growth and national visibility. Plus, she summarized active booking-focused efforts with Expedia, Hopper, TripAdvisor and other partners, and closed with a preview of fall campaign plans and new creative assets.

### New business

- a. The TDC unanimously approved an amendment to the TDC Bylaws.
- b. The TDC discussed the pros and cons for funding eligible projects outside of the Beach and Shoreline program.

### Next TDC meeting

There will be no TDC meeting in July. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Aug. 13, 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.