



Report to the Industry

July 9, 2026

May STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
58.1%	58.6%	+ 0.8%	\$157.36	\$159.33	+ 1.3%	\$91.43	\$93.33	+ 2.1%

May 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
23.2%	28.5%	+ 22.8%	\$267.60	\$262.26	- 2.2%	\$62.18	\$74.70	+ 21.0%

Bed Tax Collection

The preliminary resort tax collected for May 2026 was \$3,765,823, an 18.1% increase from May 2025 preliminary collections of \$3,189,399. Fiscal year-to-date preliminary tourist tax collections are \$44,071,950 an increase of 22.2% year-over-year.

Airport News

During May 2026, 838,639 passengers traveled through Southwest Florida International Airport, an increase of 0.5% compared to May 2025. Year-to-date, passenger traffic is up 0.8% compared to the same period last year.

E Awards

The 2026 E Awards will be held on Friday, August 20 at The Hyatt Regency Coconut Point Resort. Have you experienced unbelievable customer service in Lee County? Show your appreciation by nominating that customer service professional for an E Award [using this link](#). The nomination deadline is July 10, 2026.

Hurricane Preparedness

Find important information and useful links on the Hurricane Preparedness page of our industry partner website here: <https://www.leevcb.com/hurricane-info>.

Next TDC Meeting

The next TDC meeting will be held at **9 a.m. Thursday, Aug. 13, 2026**, at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Pamela Johnson, PJohnson@leegov.com, Lee County VCB, 239-338-3500.