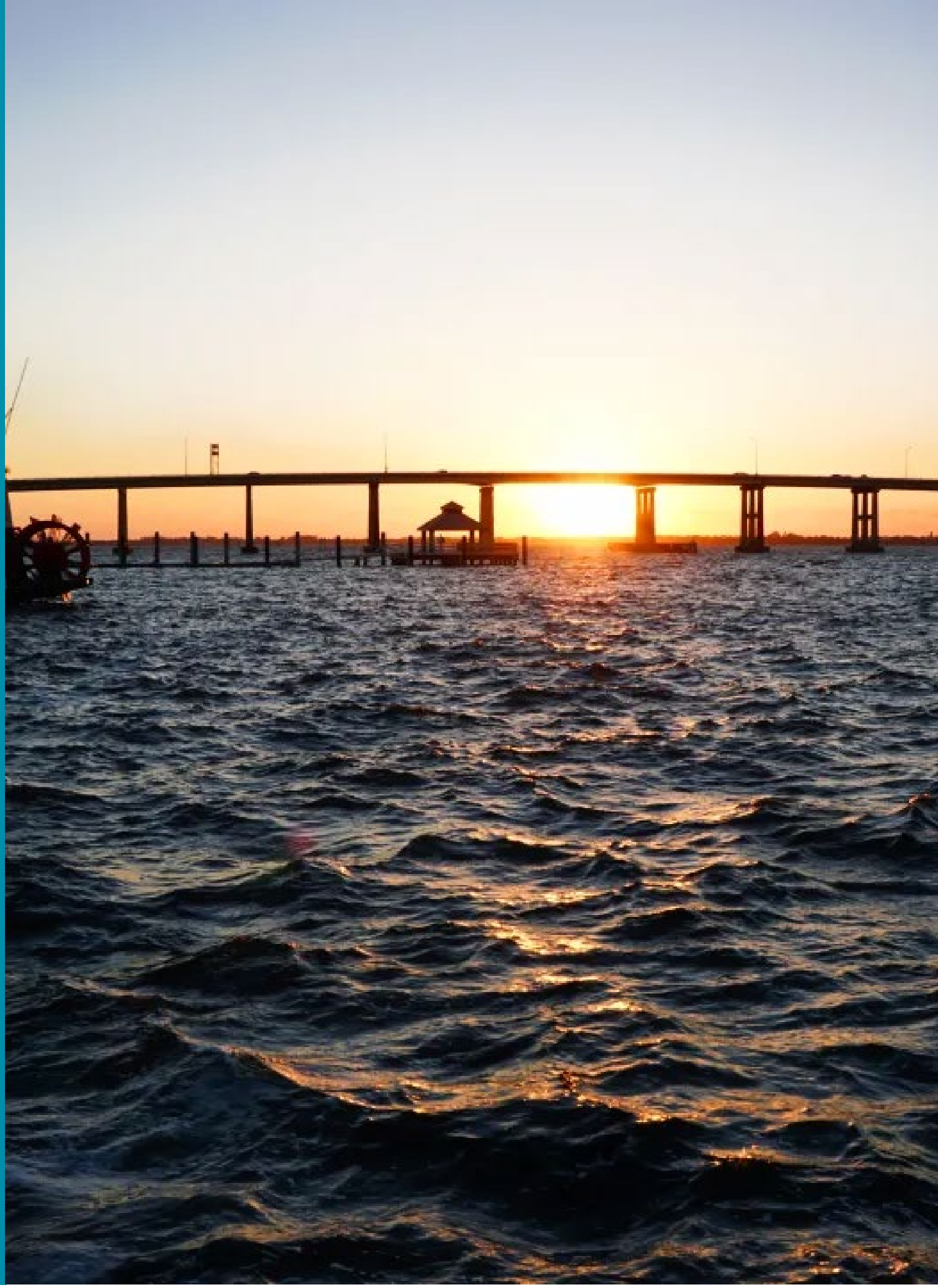
Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

April - June 2026

Visitor Tracking, Occupancy & Economic Impact Study



downs & st. germain RESEARCH

Introduction

STUDY OBJECTIVES: MAP THE VISITOR JOURNEY

Pre-Visit

- Planning cycle
- Planning sources
- Information requests
- Other destinations considered
- Trip influencers
- Reasons for visiting
- Exposure to promotions
- Booking
- Mode of transportation

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

- Accommodations
- Length of stay
- Number of times in destination
- Activities in destination
- Attractions visited
- Area stayed

Post-Trip Evaluation

- Likelihood of recommending
- Likelihood of returning
- Satisfaction with overall stay & customer service
- Evaluation of destination attributes
- Visitor concerns
- Painting a picture for others

Economic Impact on Destination

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR
- Jobs, wages and taxes supported by tourism

Executive Summary

KEY PERFORMANCE INDICATORS[1,2]

995,500	1,232,400	$912,252,500	$1,217,943,200
Total Visitors	Room Nights	Direct Spending	Total Economic Impact
+ 15.4%	+ 12.3%	+ 20.8%	+ 21.5%

[1] Sources: DBPR, Smith Travel Research, Key Data, DSG Occupancy Study, and DSG Visitor Tracking Study
[2] Visitation and Room Nights grew less than Direct Spending and Total Economic Impact because of increases in spending per visitor.

LODGING METRICS

HOTELS + VACATION RENTALS + CAMPGROUNDS

56.8%	$185.77	$105.55
Occupancy	Average Daily Rate	Revenue Per Available Room
+ 8.4%	+ 7.5%	+ 16.4%

HOTELS[1]

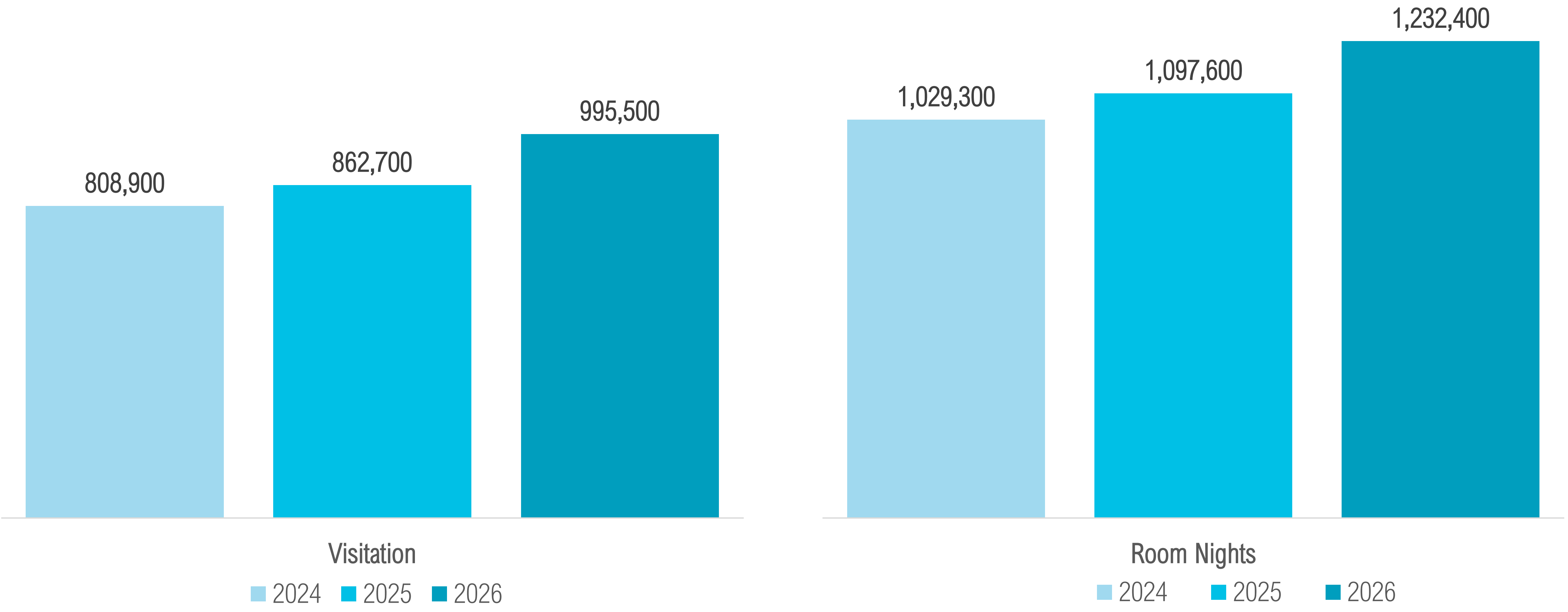
64.1%	$175.61	$112.57
Occupancy	Average Daily Rate	Revenue Per Available Room
+ 7.9%	+ 4.7%	+ 13.0%

VACATION RENTALS[2]

37.9%	$302.67	$114.71
Occupancy	Average Daily Rate	Revenue Per Available Room
+ 14.8%	+ 10.0%	+ 26.4%

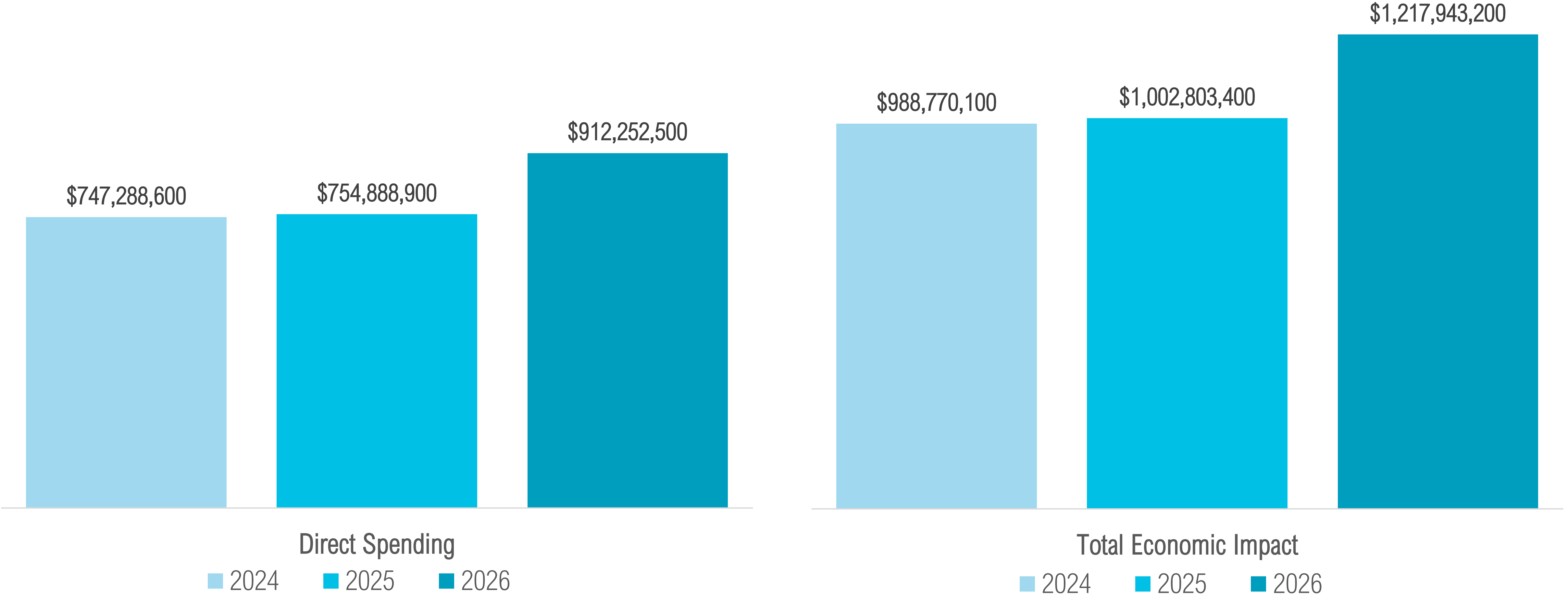
[1] Hotel sources: Smith Travel Research & DSG Occupancy Study
[2] Vacation rental sources: DBPR, Key Data & DSG Occupancy Study
April - June 2026

APR-JUN 2024-2026 VISITATION & ROOM NIGHTS[1]



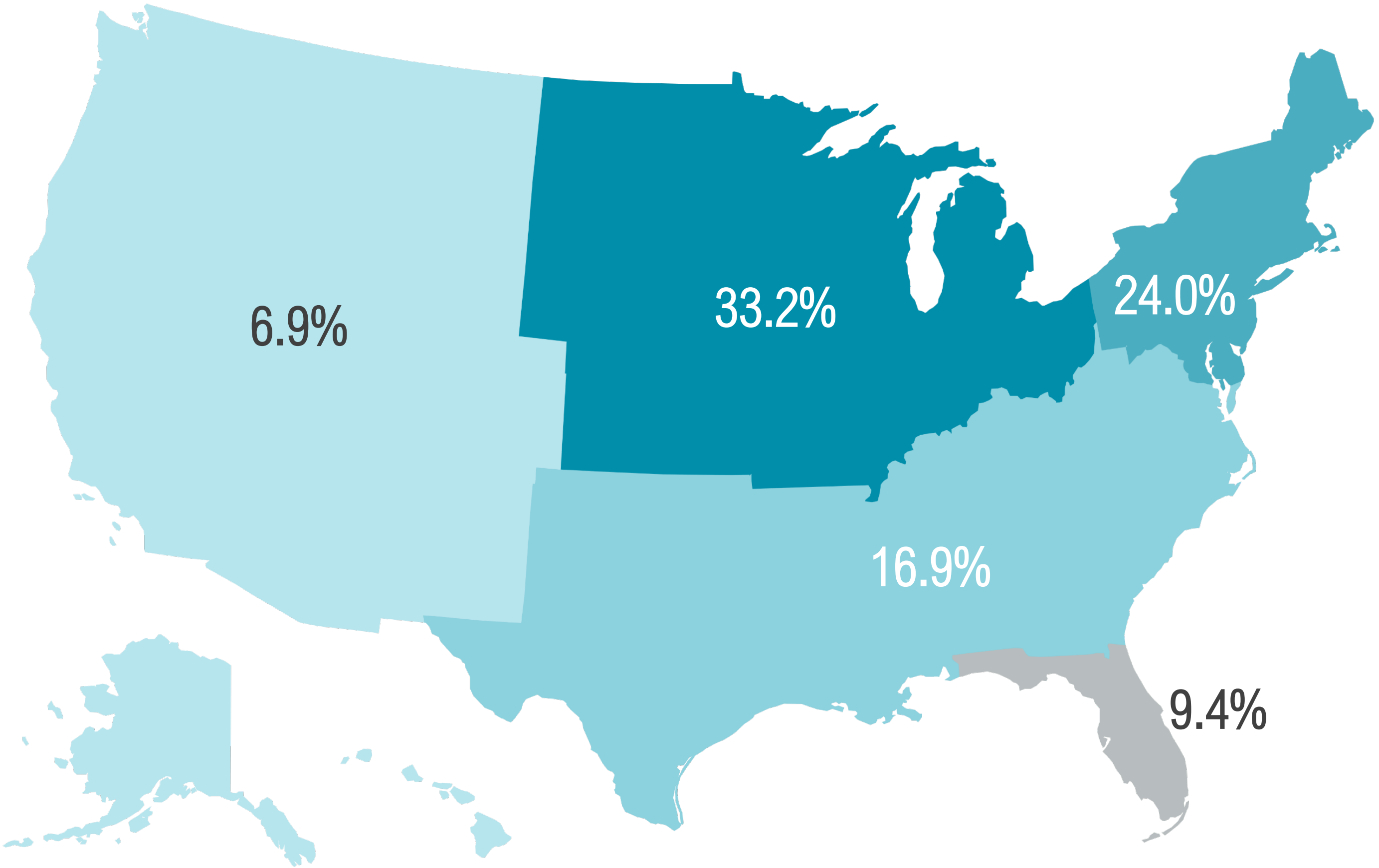
[1] Sources: STR, KeyData, & DSG Occupancy Study

APR-JUN 2024-2026 SPENDING & ECONOMIC IMPACT[1]



[1] Sources: STR, KeyData, & DSG Occupancy Study

VISITOR ORIGINS



Domestic Origin Regions	Percent
Midwest	33.2%
Northeast	24.0%
Southeast	16.9%
Florida	9.4%
West	6.9%

International Origins	Percent
Canada	3.9%
Germany	2.1%
United Kingdom	0.8%
Other Europe	0.3%
Other International	2.5%

Top Origin Markets [1,2]	Percent
New York City	5.1%
Philadelphia	4.4%
Chicago	3.9%
Minneapolis-Saint Paul	3.3%
Boston	2.7%
Atlanta	2.7%
Cleveland-Akron	2.6%
Detroit	2.4%
Cincinnati	2.2%
Miami-Fort Lauderdale	2.1%
Denver	2.0%
Washington, DC-Hagerstown	2.0%
Tampa-Saint Petersburg	1.8%
Indianapolis	1.8%
Orlando-Daytona Beach	1.7%
Nashville	1.7%
Cincinnati	1.5%

[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 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

51

Median Age

25%

First-Time Visitor

$113,900

Median Household Income

28%

Traveled With Children

3.0

Travel Party Size

5.7

Length Of Stay

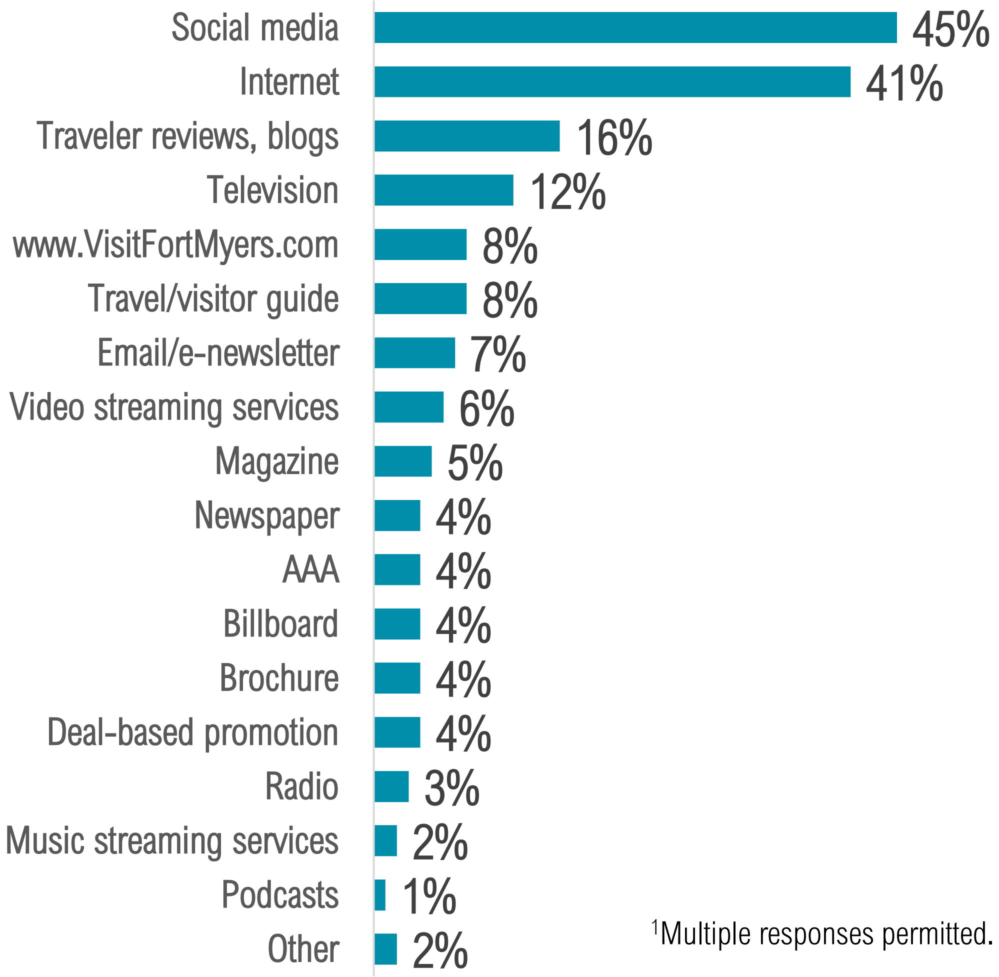
INFLUENCE OF PROMOTIONS[1]

Data Point: 60% of the visitors who recalled promotions for the Fort Myers area said that they influenced their travel plans (was 56% in 2025).

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

BASE: 36% of visitors who recalled promotions

Source of Promotion



[1]Multiple responses permitted.

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

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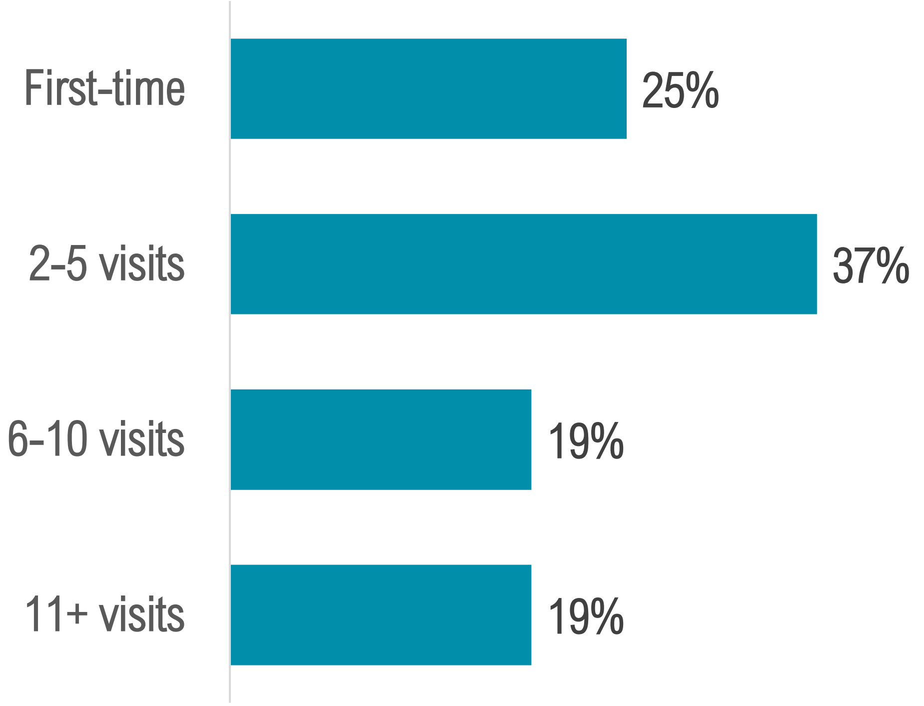
RETURN OF REPEAT & LOYAL VISITORS

Data Point: 75% of visitors to the Fort Myers area were repeat visitors (was 69% in 2025).

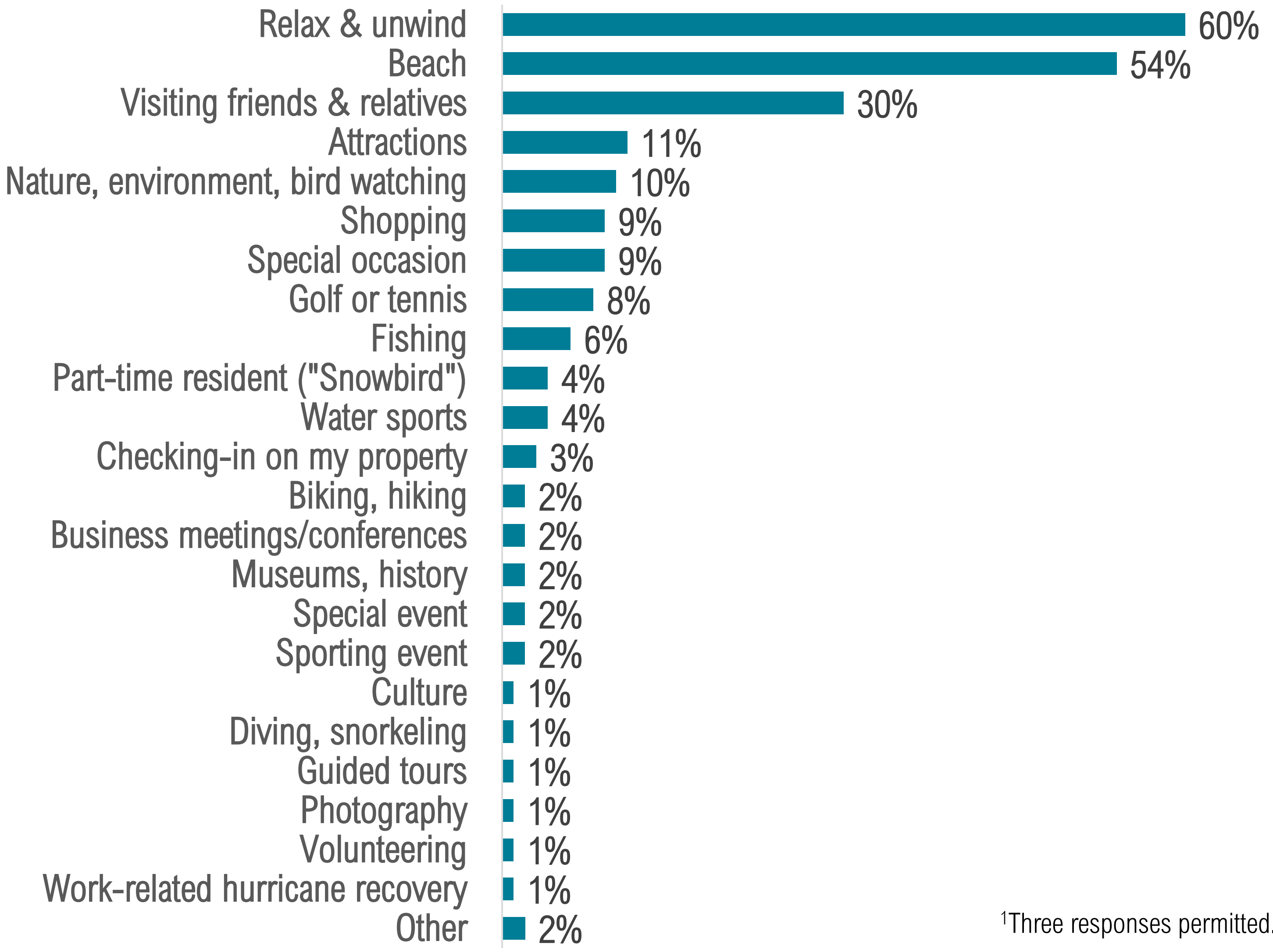
Insight: Repeat visitation is increasing, reinforcing the strong loyalty appeal of the area. This is reinforced by only 22% of visitors saying they considered other destinations when planning their trip (was 24% in 2025), meaning fewer Fort Myers area visitors are comparison-shopping and more are committed to visiting the area from the beginning of their trip planning.



REASON FOR VISITING[1]

Data Point: Relax & unwind (+7%), and the beach (+3%) were the main reasons for visiting that saw the largest year-over-year increases.

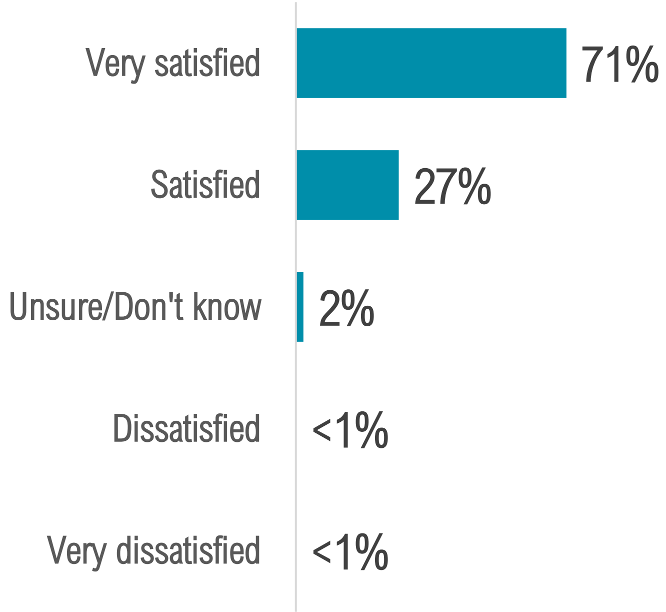
Insight: As hurricane recovery continues, the core “traditional leisure vacationer” segment continues to represent a higher share of visitation. Additionally, only 12% of visitors indicated that damaged buildings negatively impacted their visit to the area (down from 14% last year).



[1]Three responses permitted.

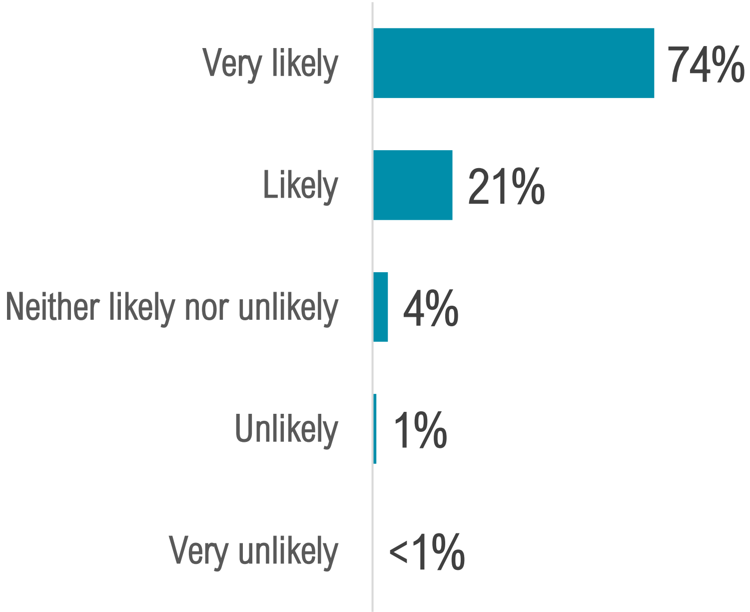
SATISFACTION STATISTICS

Overall satisfaction, intention to return, and likelihood of recommending the area all increased year-over-year



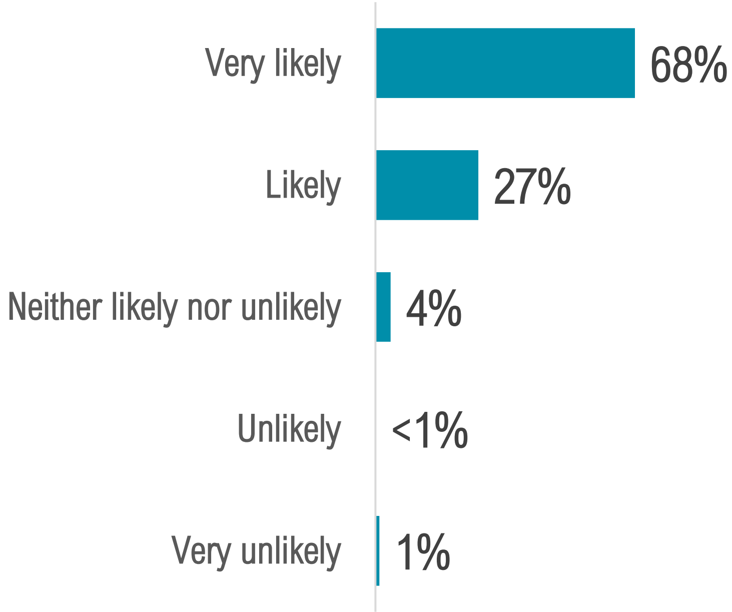
Overall Satisfaction with Stay

71% of visitors said they were **very satisfied** with their experience in the Fort Myers area (**up from 63%** in 2025)



Likelihood of Returning

74% of visitors said they would be **very likely to return** to the Fort Myers area (**up from 66%** in 2025)



Likelihood of Recommending

68% of visitors said they are **very likely to recommend the Fort Myers area** to friends and family (**up from 62%** in 2025)

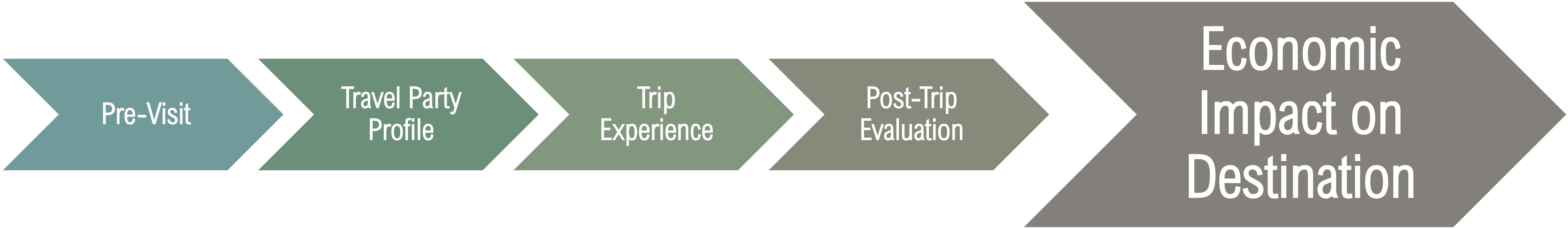
SELECTED VISITOR QUOTES ABOUT THE FORT MYERS AREA[1]

- “I think it's a lovely place to visit. We spent many childhood vacations here growing up and came back as grown adults many times as well. Love the Fort Myers area, love Sanibel, love Captiva. Love the golf, love it all.”
- “We have many memories here and enjoy coming back every year and having the family come here. Great weather and affordable flights in here.”
- “First trip here and already planning to come back… people very friendly; easy to get here and like my own private beach.”
- “I love Fort Myers because it's not as expensive as Miami or Orlando and at the same time I'm able to visit many beautiful beaches, and to enjoy the same warm weather.”
- “I would tell my friends that Fort Myers is very chill and I love how open it is here. I like how it's not as crowded yet for the World Cup and the weather is amazing.”
- “This place is spectacular. It is easy to get around. The restaurants are amazing. We are having a great time. There's lots to do and we'll be back.”
- “Absolutely beautiful, I would choose here over anywhere else in Florida.”

[1]Open-ended responses.

Detailed Findings

VISITOR JOURNEY: ECONOMIC IMPACT ON DESTINATION



TOURISM SNAPSHOT: KEY METRICS APR-JUN 2025 VS. 2026

Visitor & Lodging Statistics	Apr - Jun 2025[3]	Apr - Jun 2026	% Change '25-'26
Visitors	862,700	995,500	+ 15.4%
Visitor Days	4,926,000	5,634,500	+ 14.4%
Room Nights	1,097,600	1,232,400	+ 12.3%
Direct Expenditures[1]	$754,888,900	$912,252,500	+ 20.8%
Total Economic Impact[2]	$1,002,803,400	$1,217,943,200	+ 21.5%

[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.

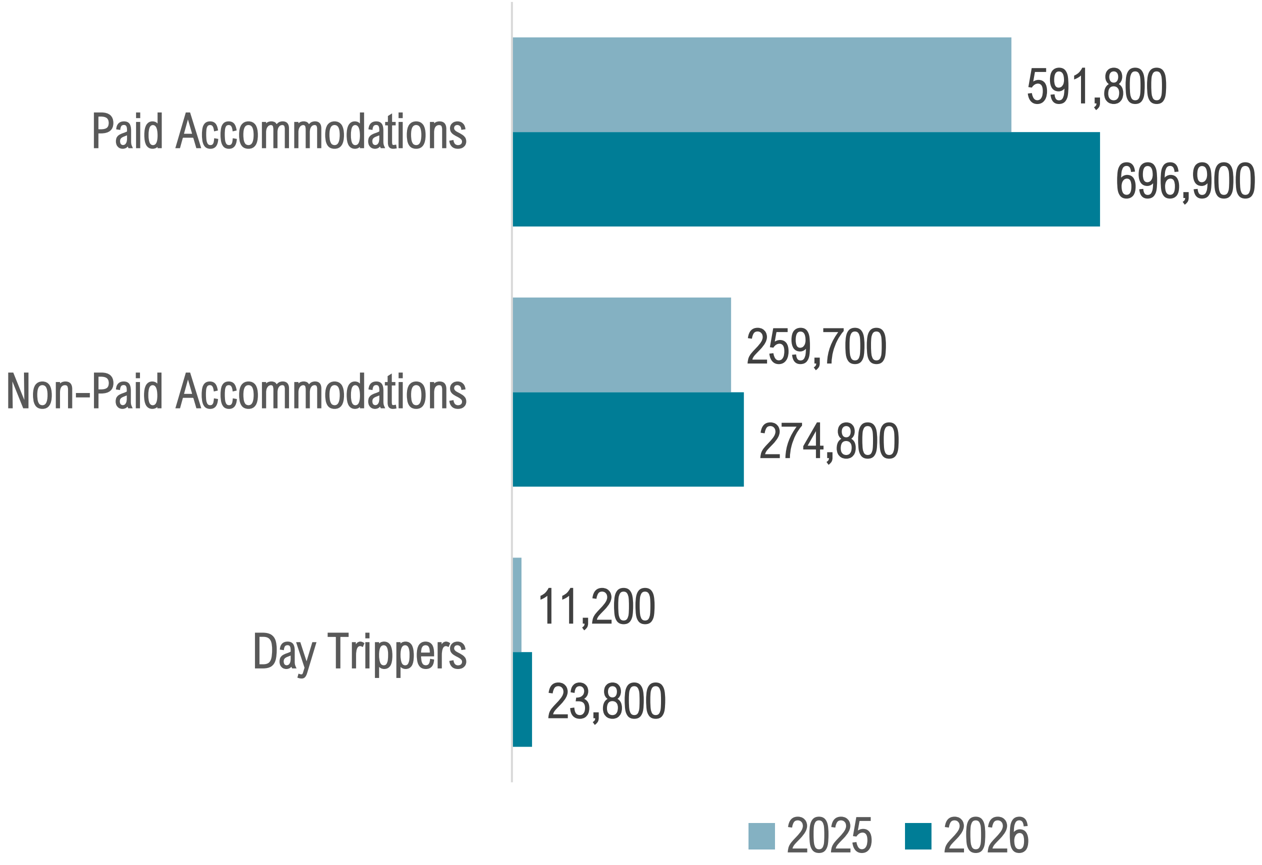
TOURISM SNAPSHOT: KEY METRICS FYTD 2025 VS. 2026

Visitor & Lodging Statistics	FYTD 2025[3]	FYTD 2026	% Change '25-'26
Visitors	2,511,900	2,912,900	+ 16.0%
Visitor Days	16,530,700	18,641,600	+ 12.8%
Room Nights	3,658,400	4,161,700	+ 13.8%
Direct Expenditures[1]	$2,542,995,900	$3,096,223,800	+ 21.8%
Total Economic Impact[2]	$3,427,473,100	$4,172,138,100	+ 21.7%

[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.

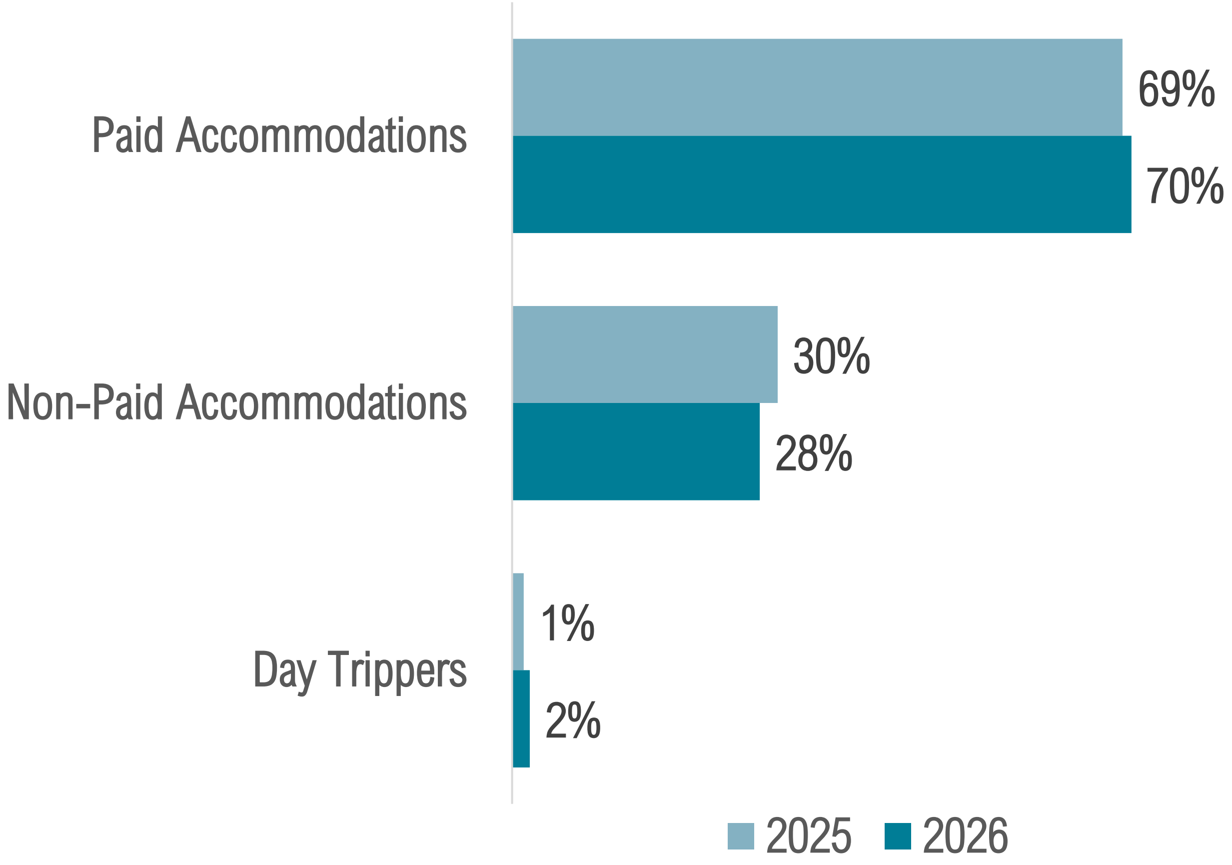
NUMBER OF VISITORS

There were 995,500 visitors to the Fort Myers area in Apr - Jun 2026 (+15.4% from 2025).



VISITOR TYPE

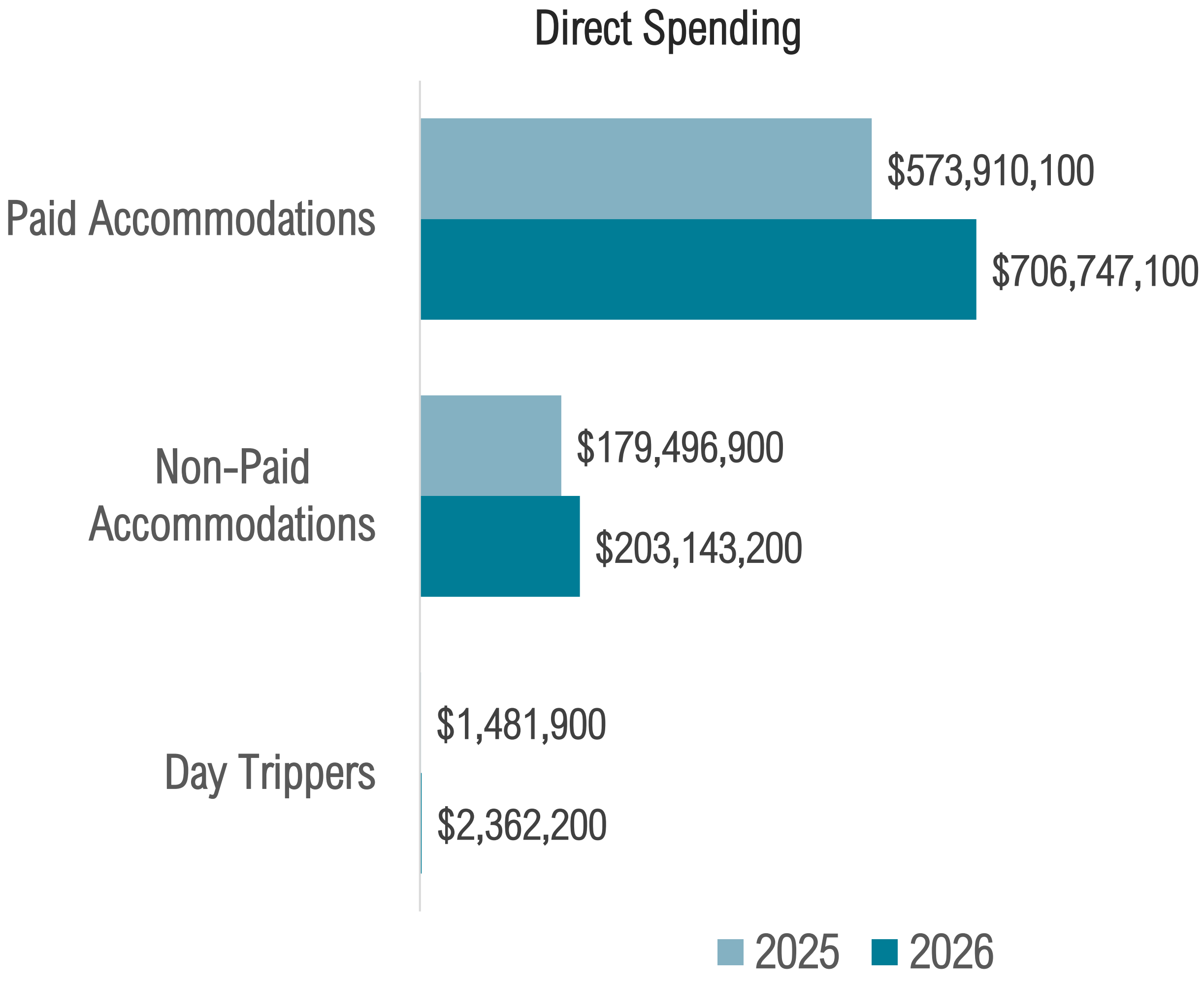
Visitors staying in paid accommodations accounted for **7 in 10** visitors.



VISITOR EXPENDITURES BY VISITOR TYPE

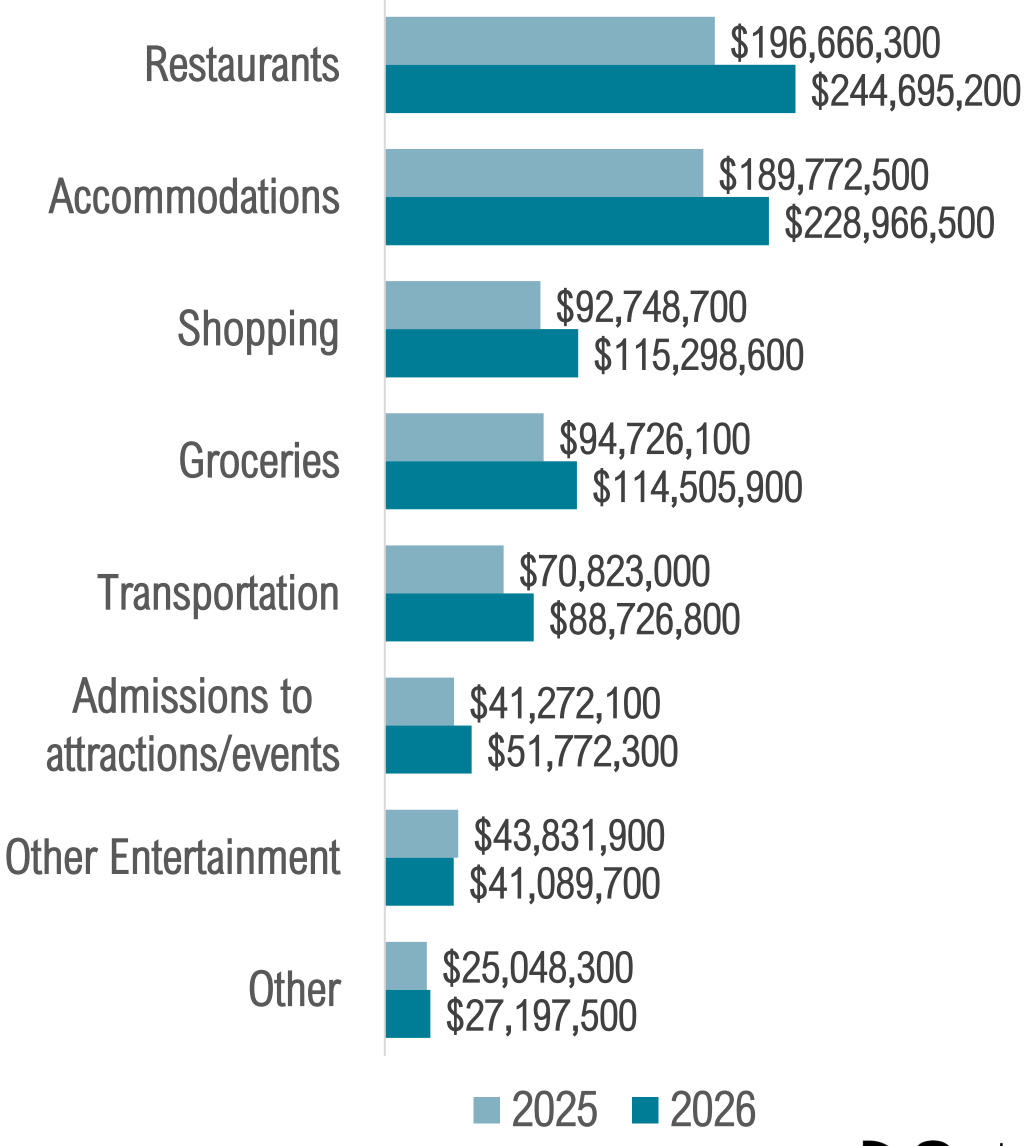
Apr - Jun visitors spent $912,252,500 in the Fort Myers area, resulting in a total economic impact of $1,217,943,200, up 21.5% from 2025.

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



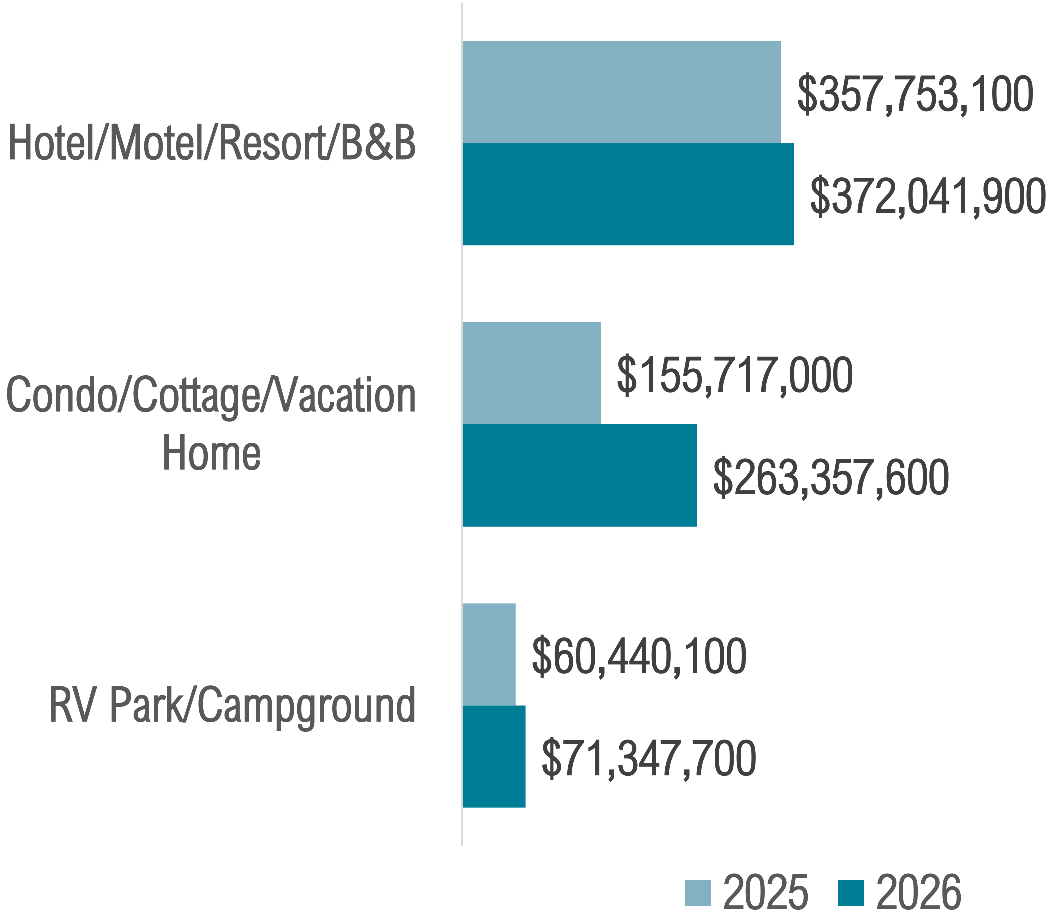
VISITOR EXPENDITURES BY SPENDING CATEGORY[1]

Of the $912,252,500 visitors spent in the Fort Myers area, 27% was spent on restaurants and 25% was spent on accommodations, accounting for more than half of all visitor spending.



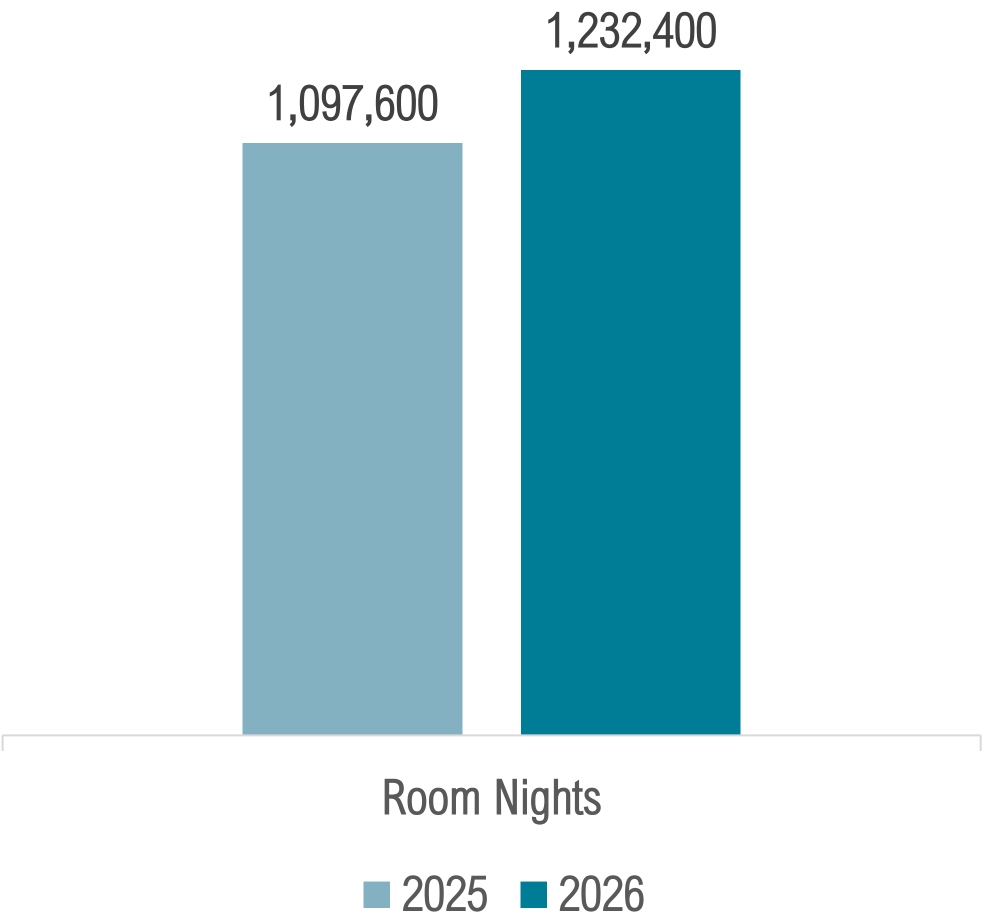
VISITOR EXPENDITURES BY LODGING TYPE

Apr - Jun visitors staying in paid accommodations spent **$706,747,100** in the Fort Myers area (+23.1% from 2025).



ROOM NIGHTS GENERATED[1]

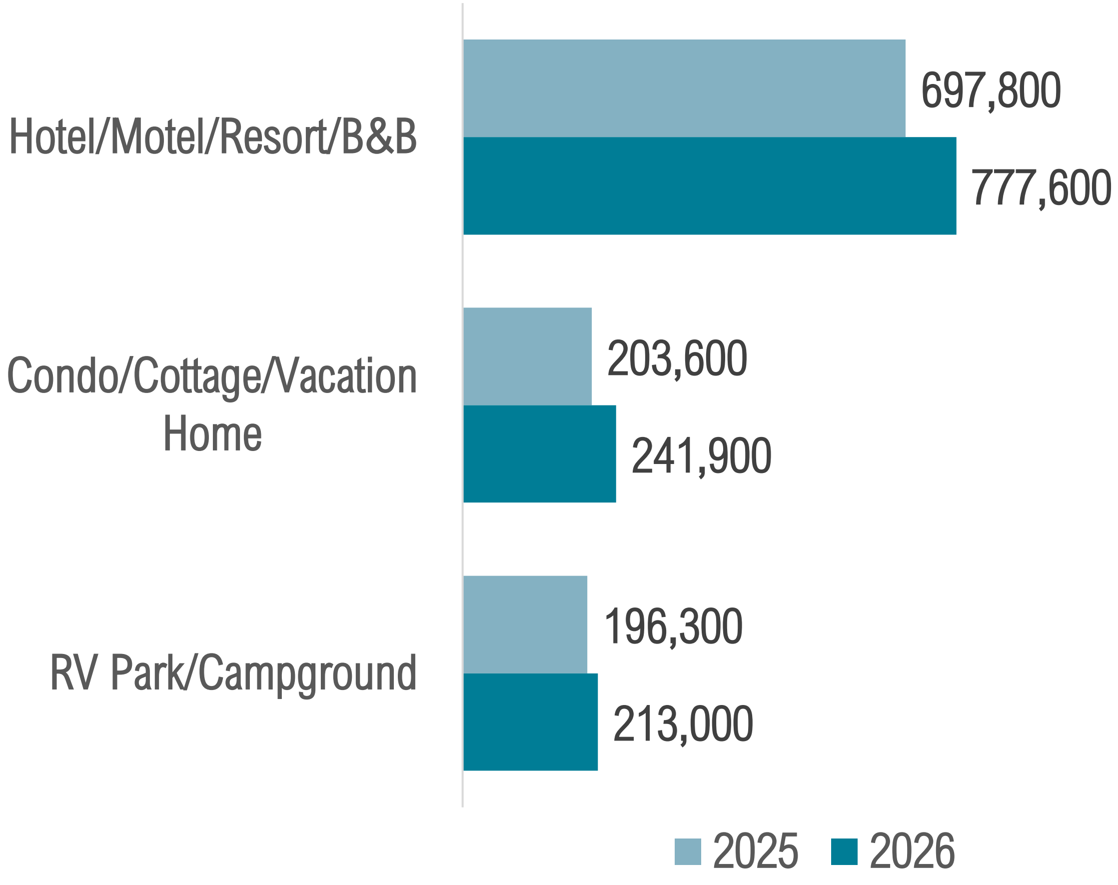
Apr - Jun visitors spent **1,232,400** nights in Fort Myers area hotels, resorts, condos, rental houses, RV parks, etc. (+12.3% from 2025).



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

ROOM NIGHTS GENERATED[1]

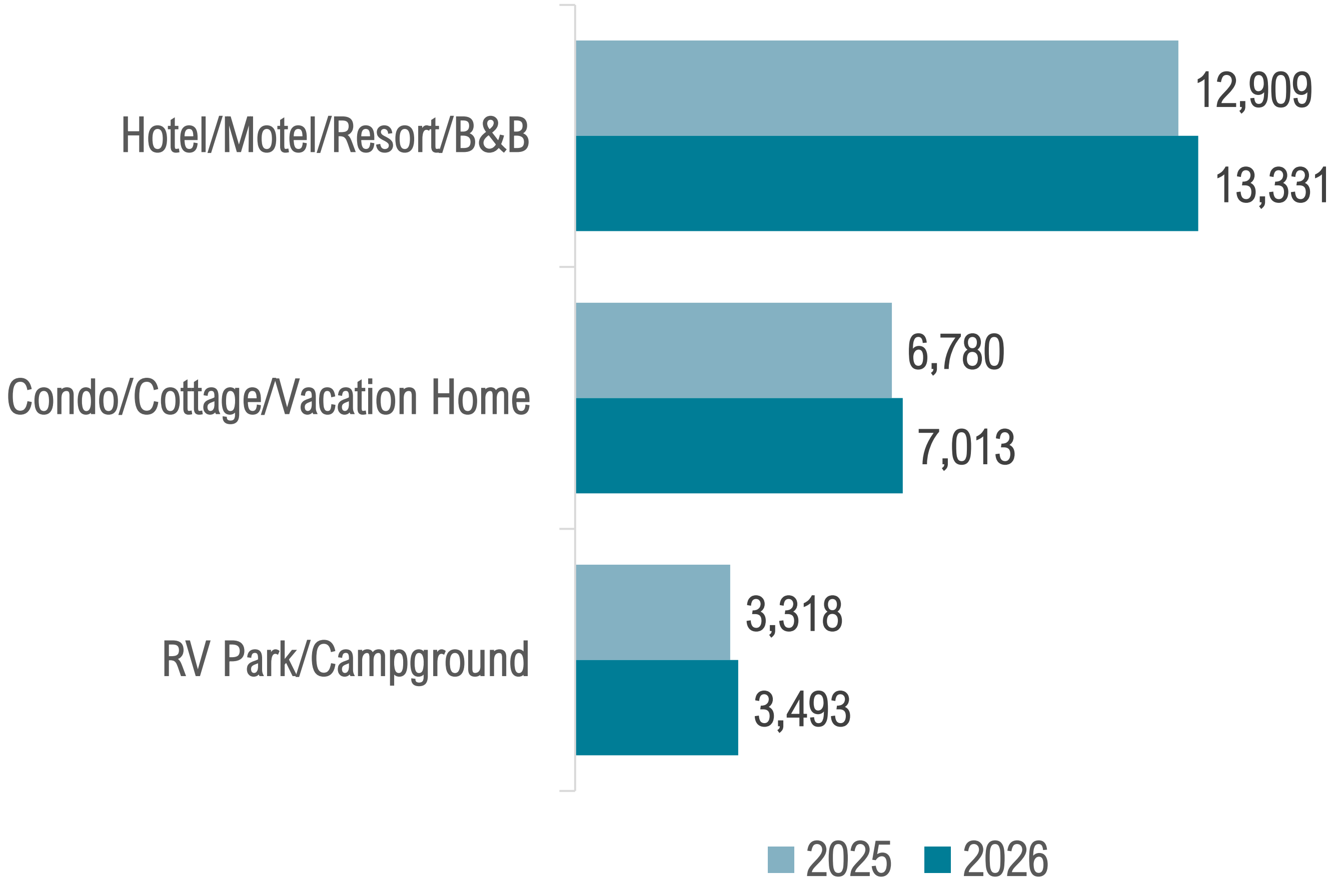
Hotels, motels, etc. accounted for 63% of room nights spent in the Fort Myers area, while vacation rentals accounted for 20% of room nights and RV parks/campgrounds accounted for the remaining 17% of nights that visitors spent in the area.



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

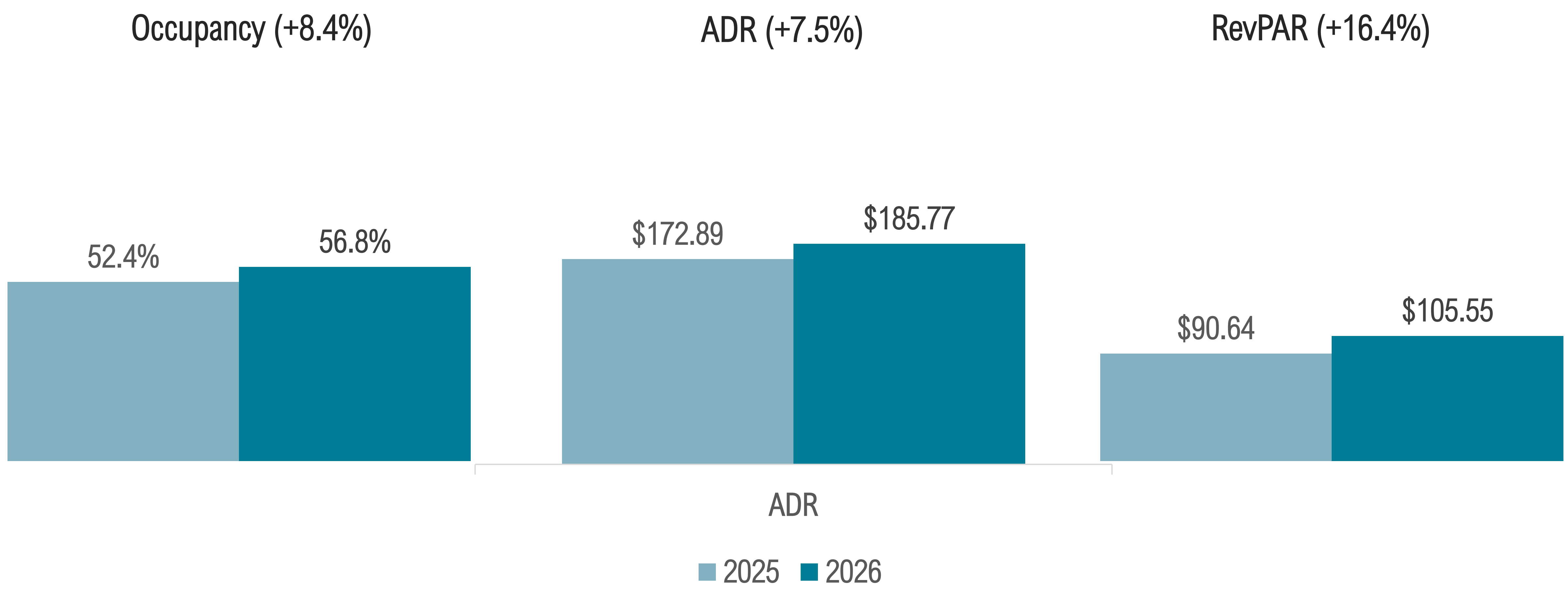
AVAILABLE UNITS[1]

There were **23,837** available units in Apr - Jun 2026 vs. 23,006 in 2025 (+3.6%). **Over half** of the units available were from hotels, motels, etc.



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

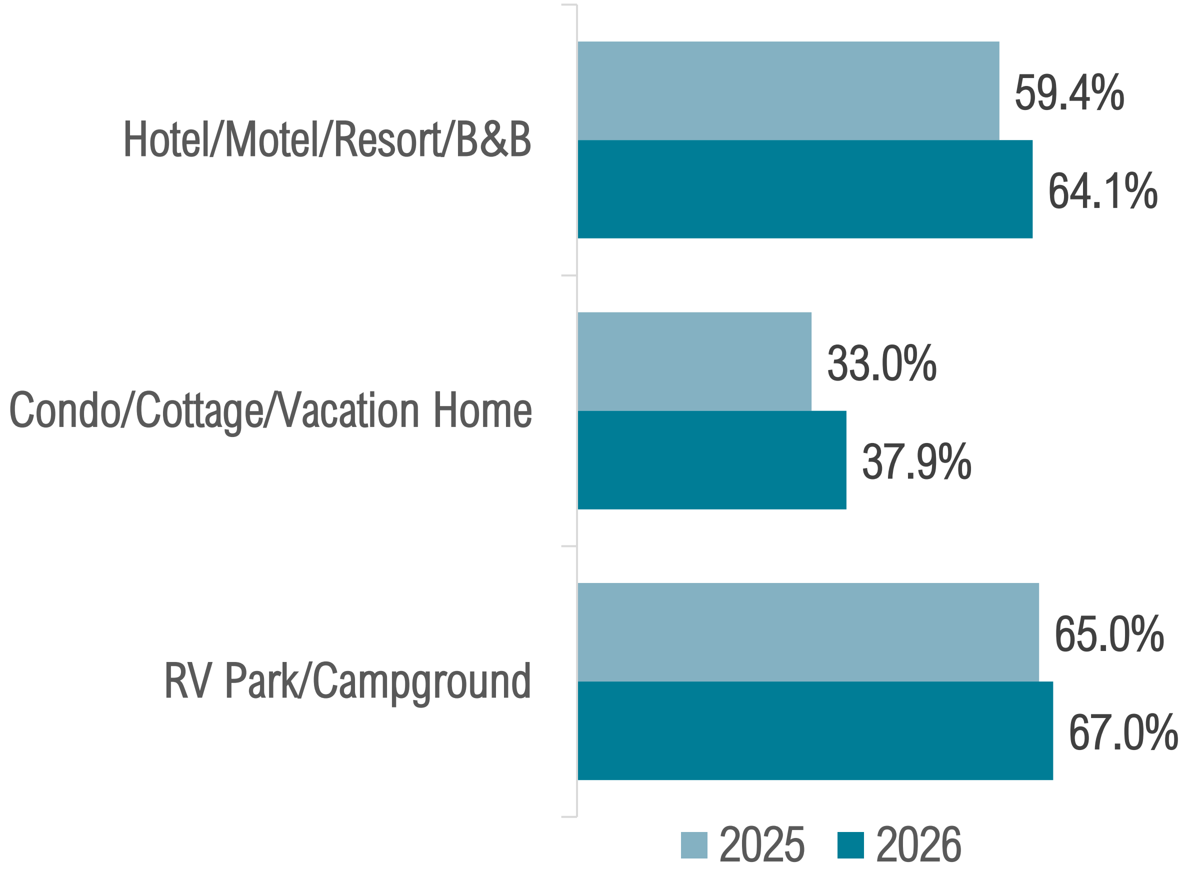
OCCUPANCY[1], ADR AND REVPAR[1]



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

OCCUPANCY[1,2]

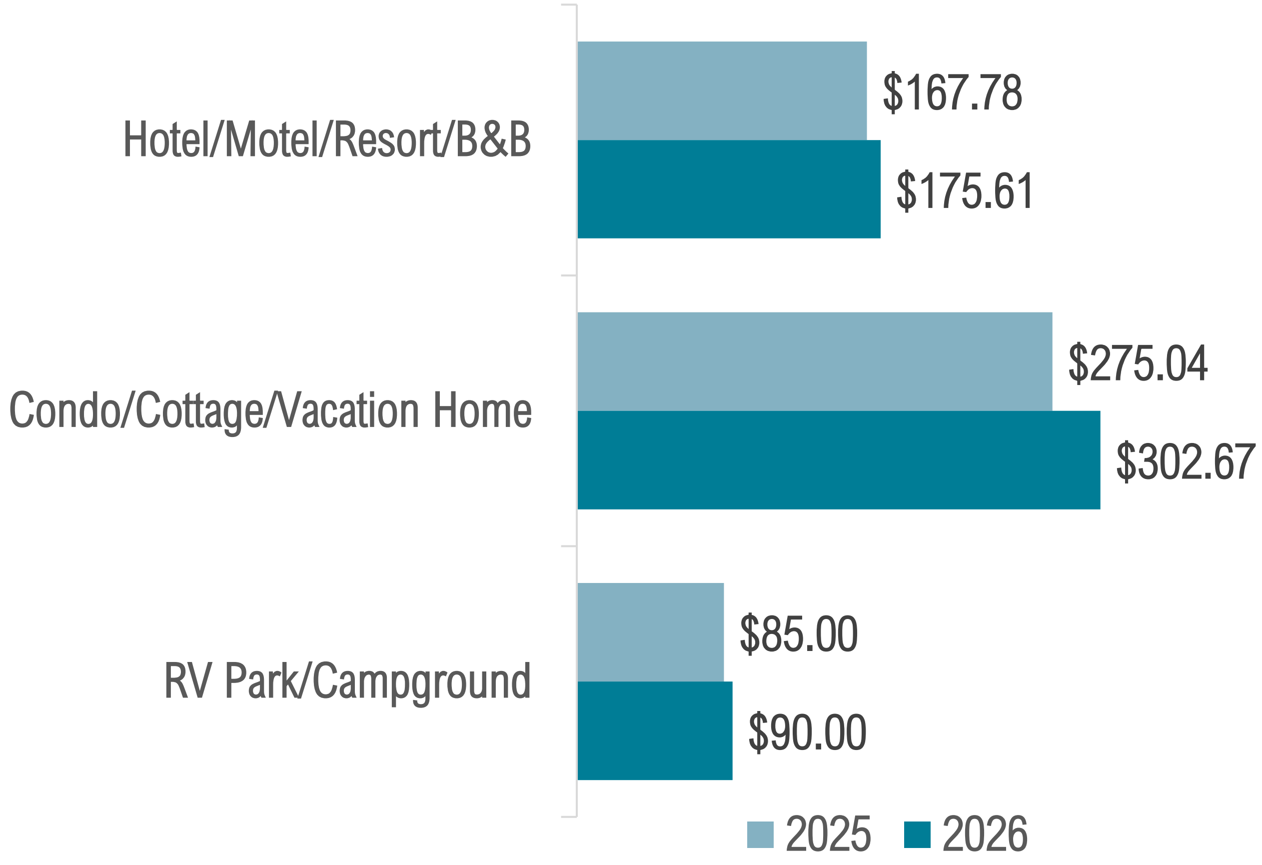
Average occupancy in Apr - Jun was 56.8% (52.4% in 2025).



[1] More (+3.6%) units were available in April-June 2026 compared to April-June 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

ADR[1]

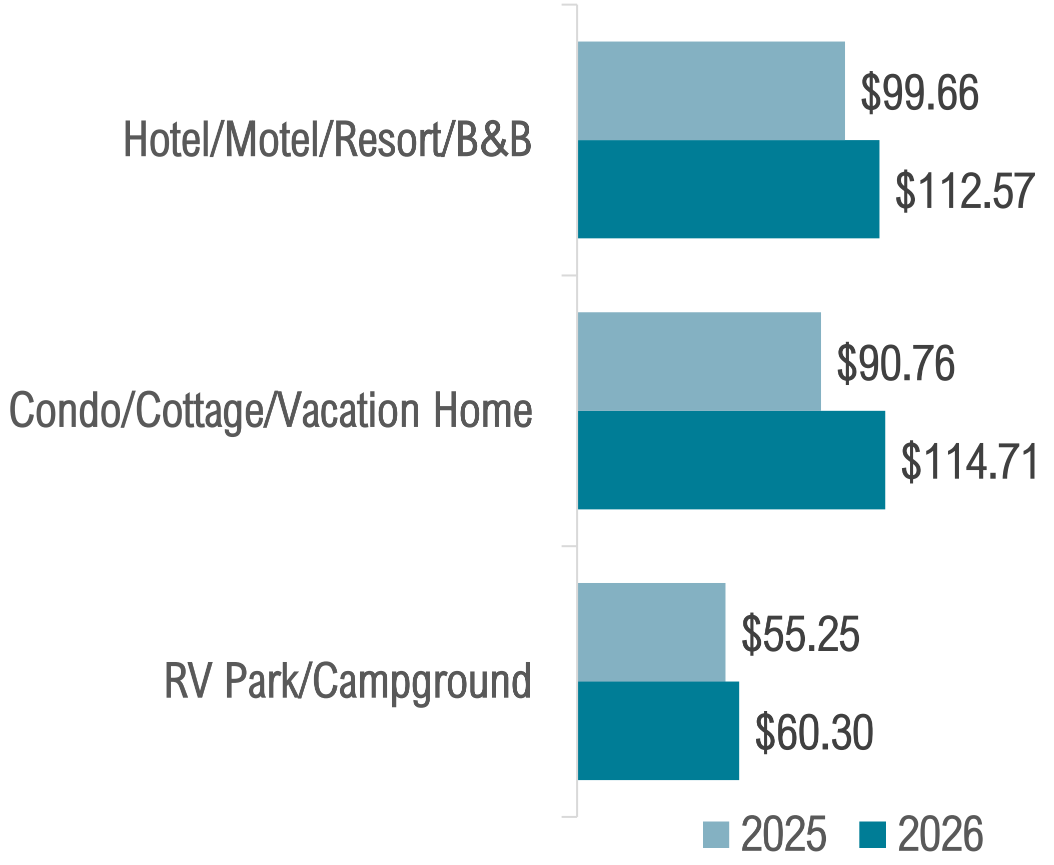
ADR in Apr - Jun was **$185.77** ($172.89 in 2025).



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

REVPAR[1]

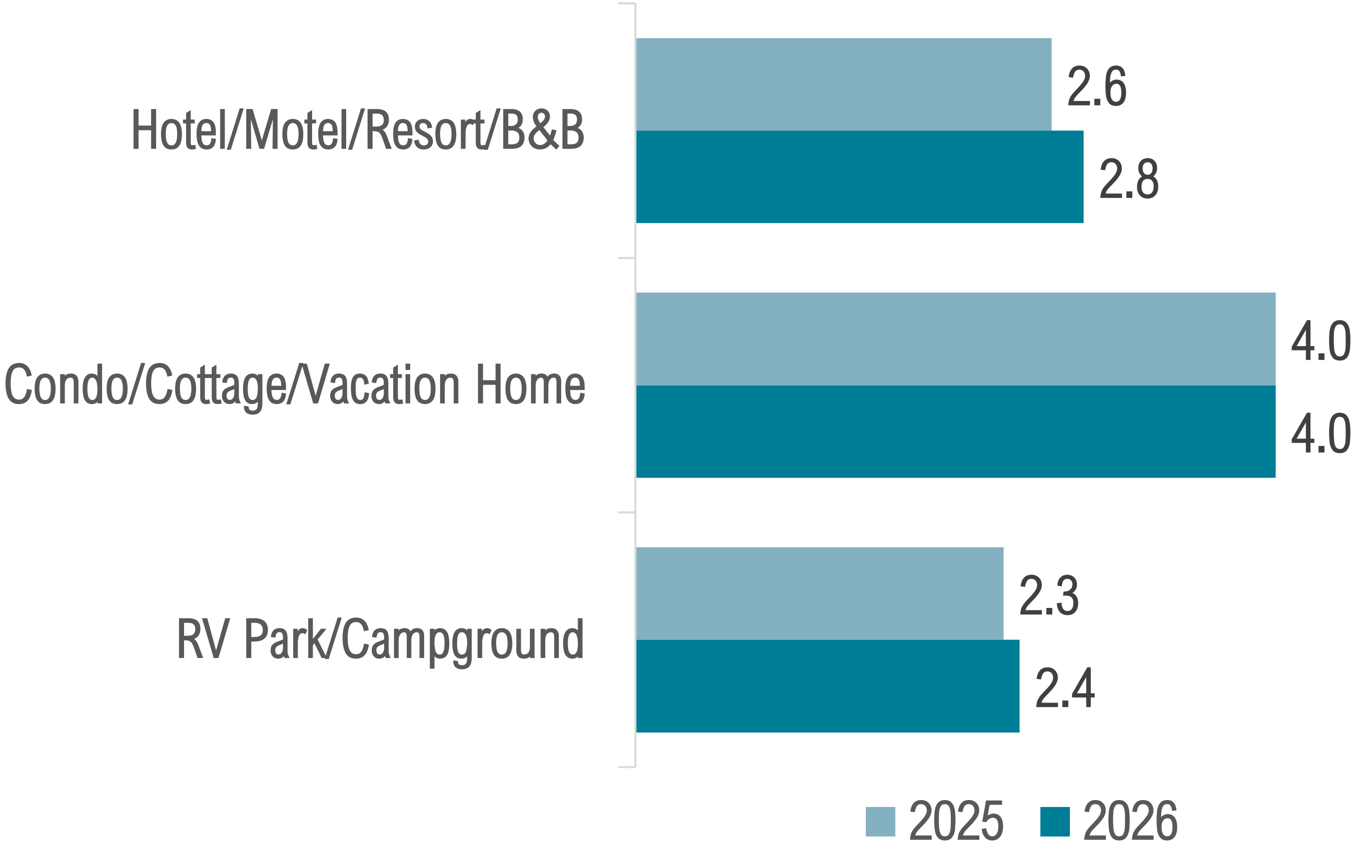
Average RevPAR in Apr - Jun was **$105.55** ($90.64 in 2025).



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

TRAVEL PARTY SIZE[1]

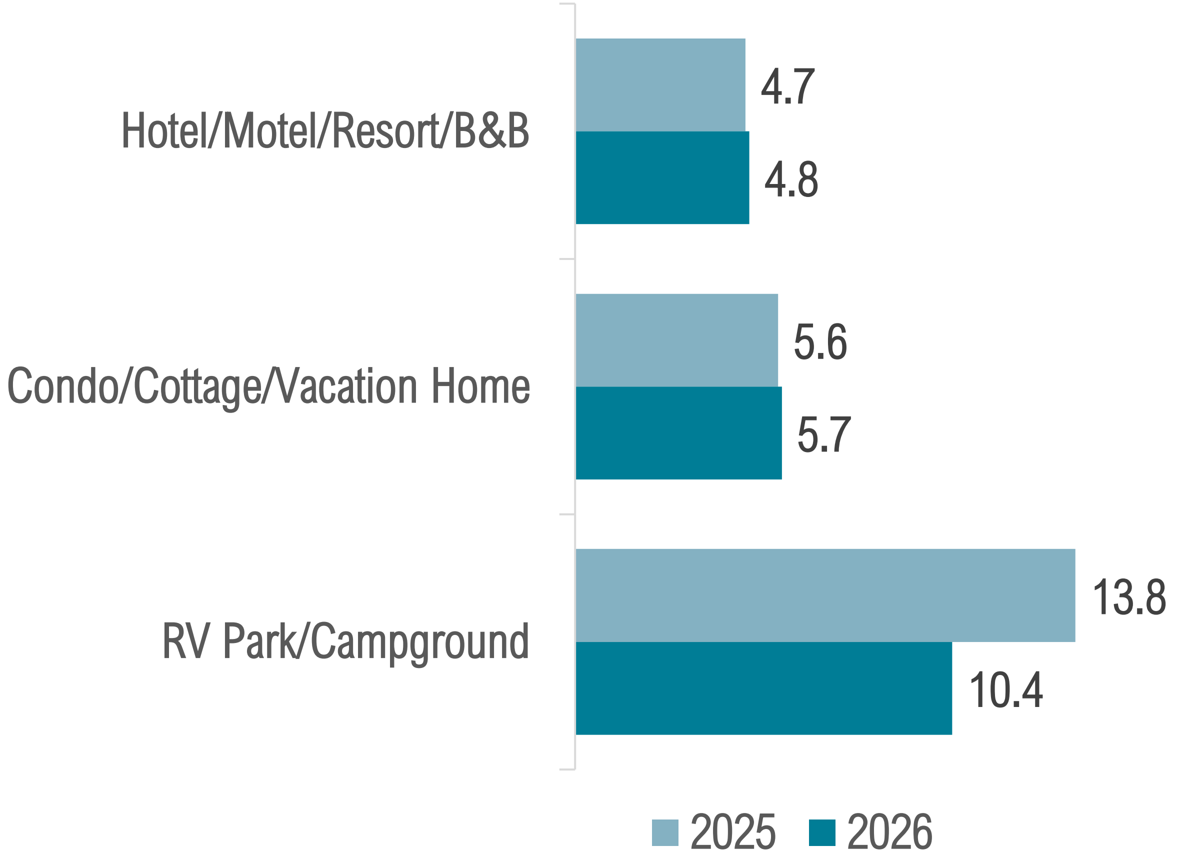
For visitors in paid accommodations, average travel party size in Apr - Jun was **3.1 people** (2.9 people in 2025).



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

LENGTH OF STAY[1]

For visitors in paid accommodations, average length of stay in Apr - Jun was **5.4 nights** (5.5 nights in 2025).



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

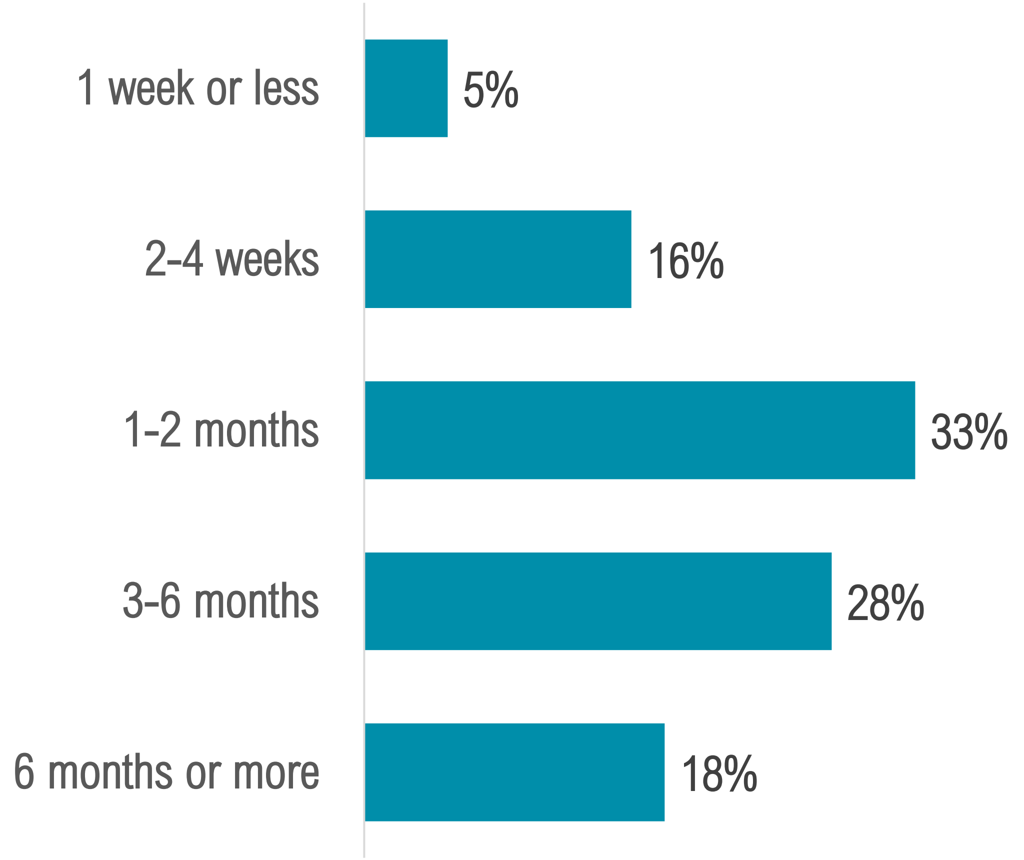
Visitor Journey: Pre-Visit

- **Pre-Visit**
- Travel Party Profile
- Trip Experience
- Post-Trip Evaluation
- Economic Impact on Destination

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 **nearly 3 months** (89 days).

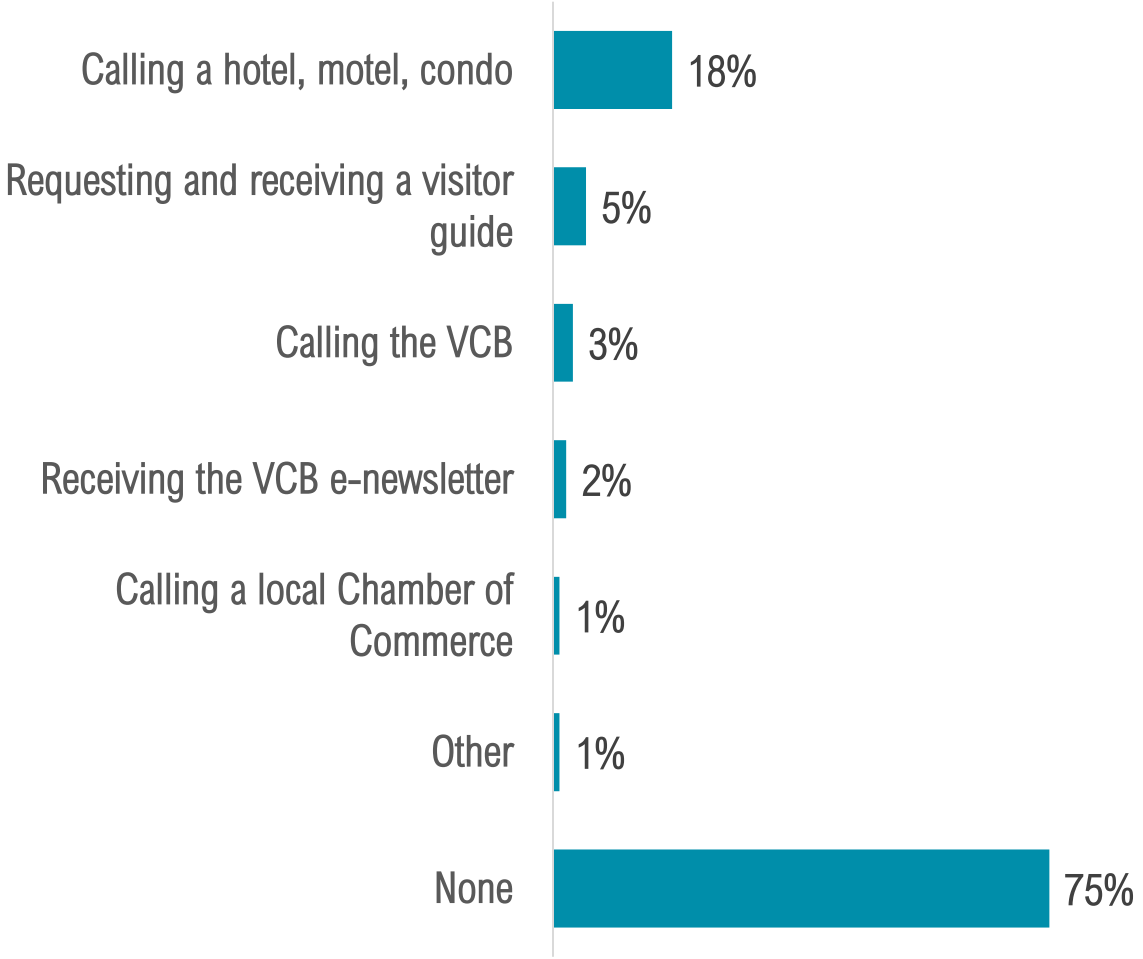


TRIP PLANNING: INFORMATION REQUESTS[1]

1 in 4 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 Q2 2026 (25%) remained stable compared to Q2 2025.



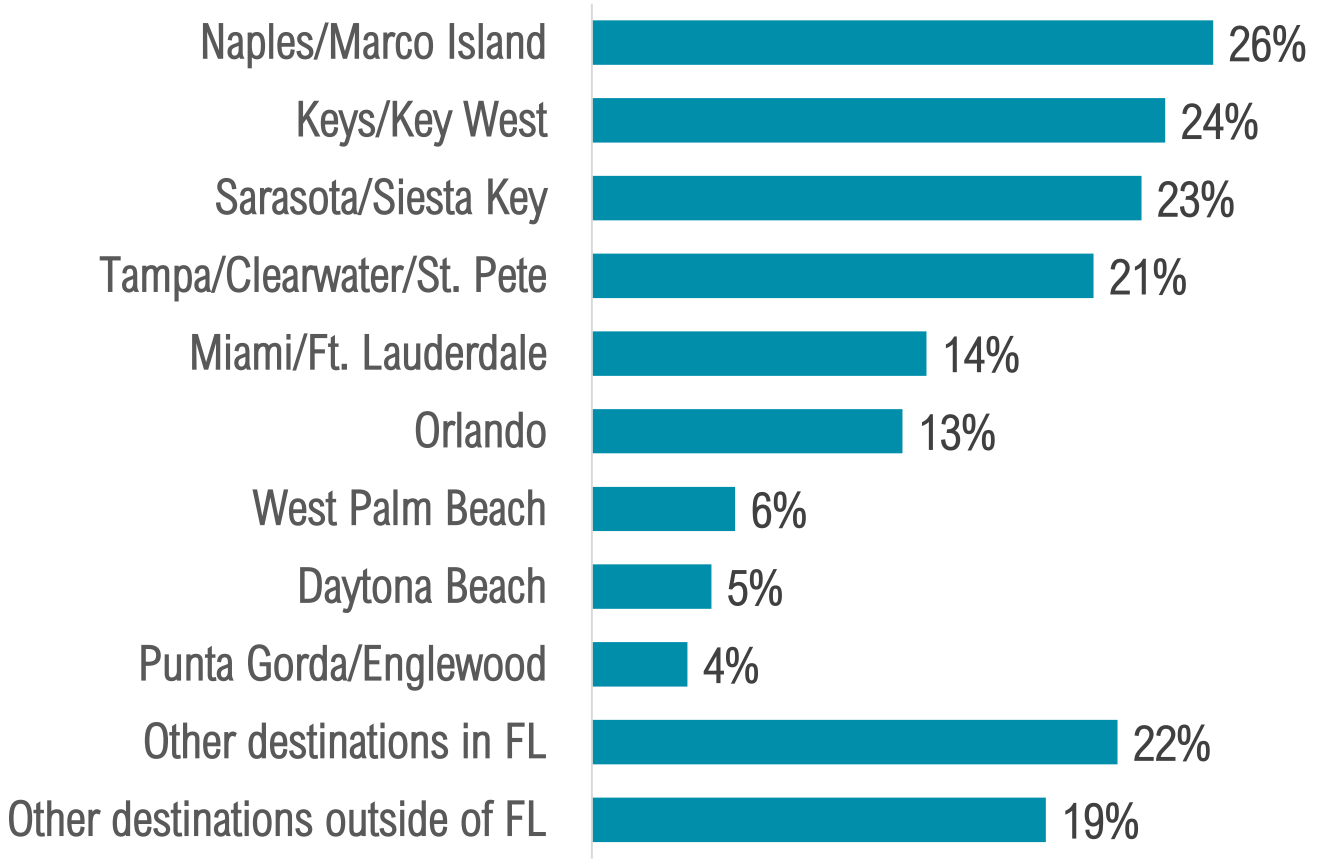
[1]Multiple responses permitted.

TRIP PLANNING: OTHER DESTINATIONS CONSIDERED[1]

Over 1 in 5 visitors considered visiting other destinations before selecting the Fort Myers area

The most commonly considered alternate destination was **Naples/Marco Island**.

BASE: 22% of visitors who considered other destinations



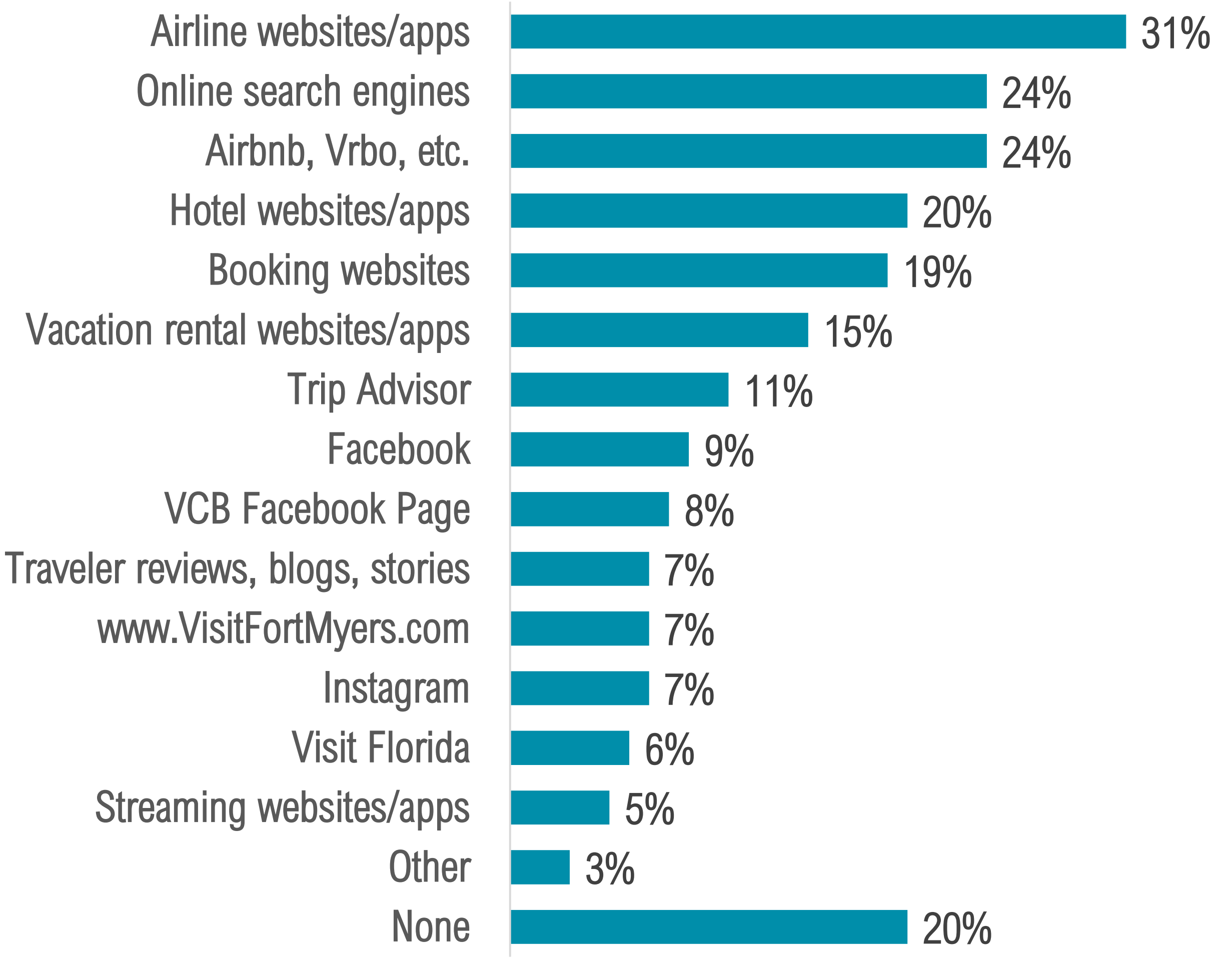
[1]Multiple responses permitted.

TRIP PLANNING: WEBSITES/APPS USED[1]

4 in 5 visitors used **websites and apps** to plan their trip to the Fort Myers area.

Visitors were most likely to use **airline websites/apps** to plan their trips.

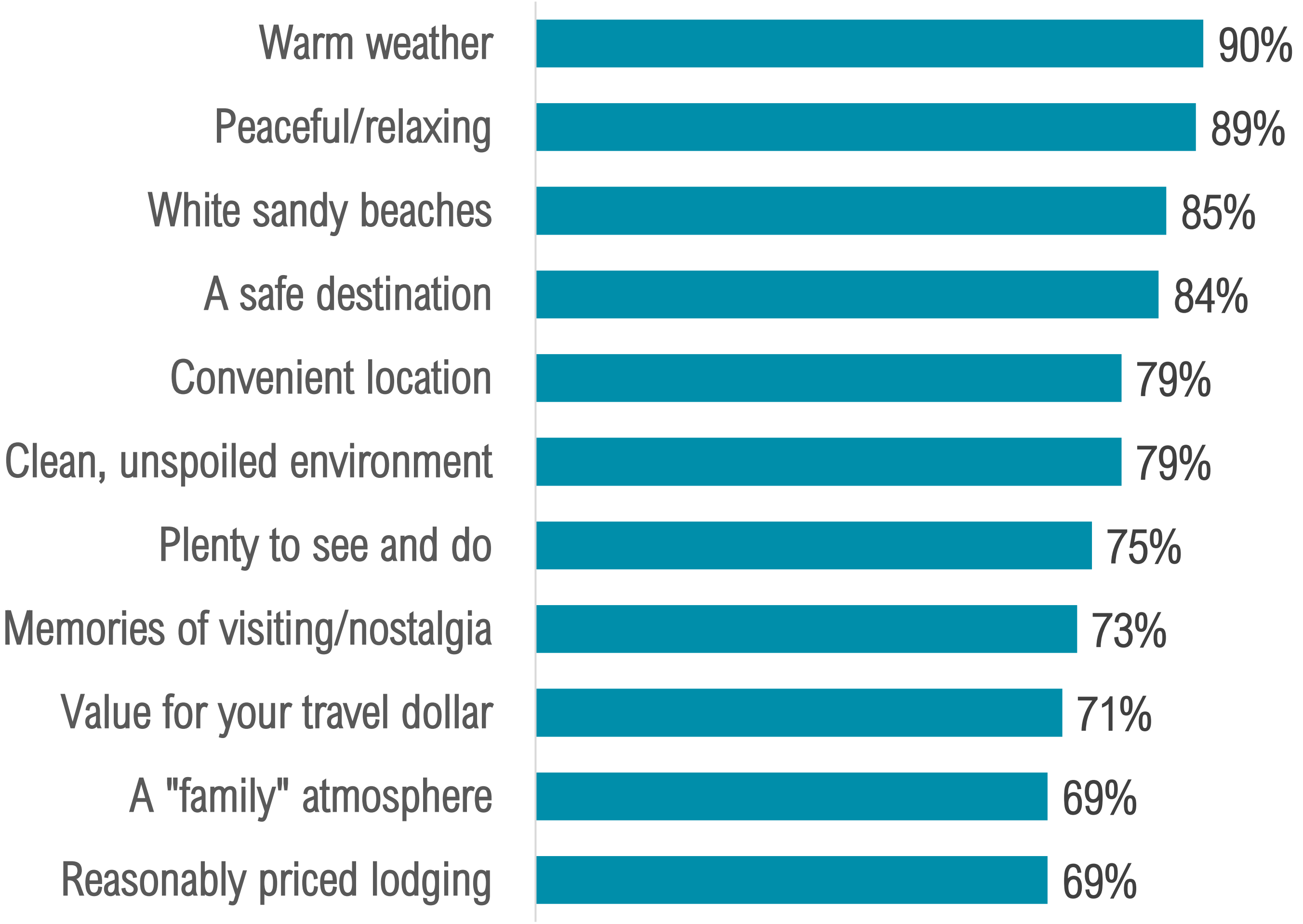
Nearly 1 in 4 visitors used **online search engines** or **Airbnb/Vrbo** to plan their trips.



[1]Multiple responses permitted.

TRIP INFLUENCERS[1]

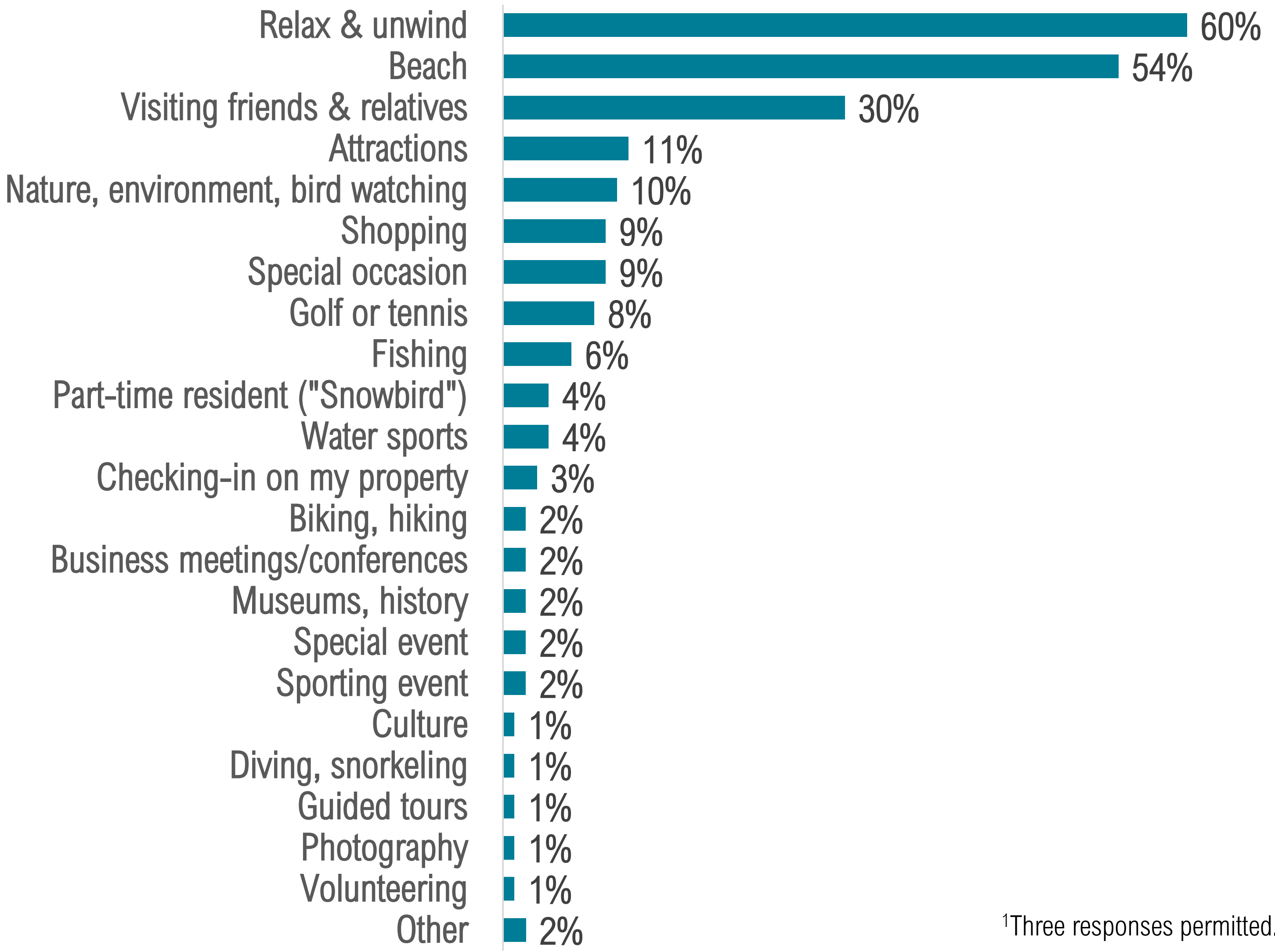
Visitors were most heavily influenced by the **warm weather, peacefulness, and beaches** of the Fort Myers area when thinking about visiting.



[1]Top 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 VISITING[1]

Relaxation, the beach, and visiting friends & relatives were the dominant motivators for travel to the area, with 3 in 10 or more visitors citing each as a main reason for visiting.



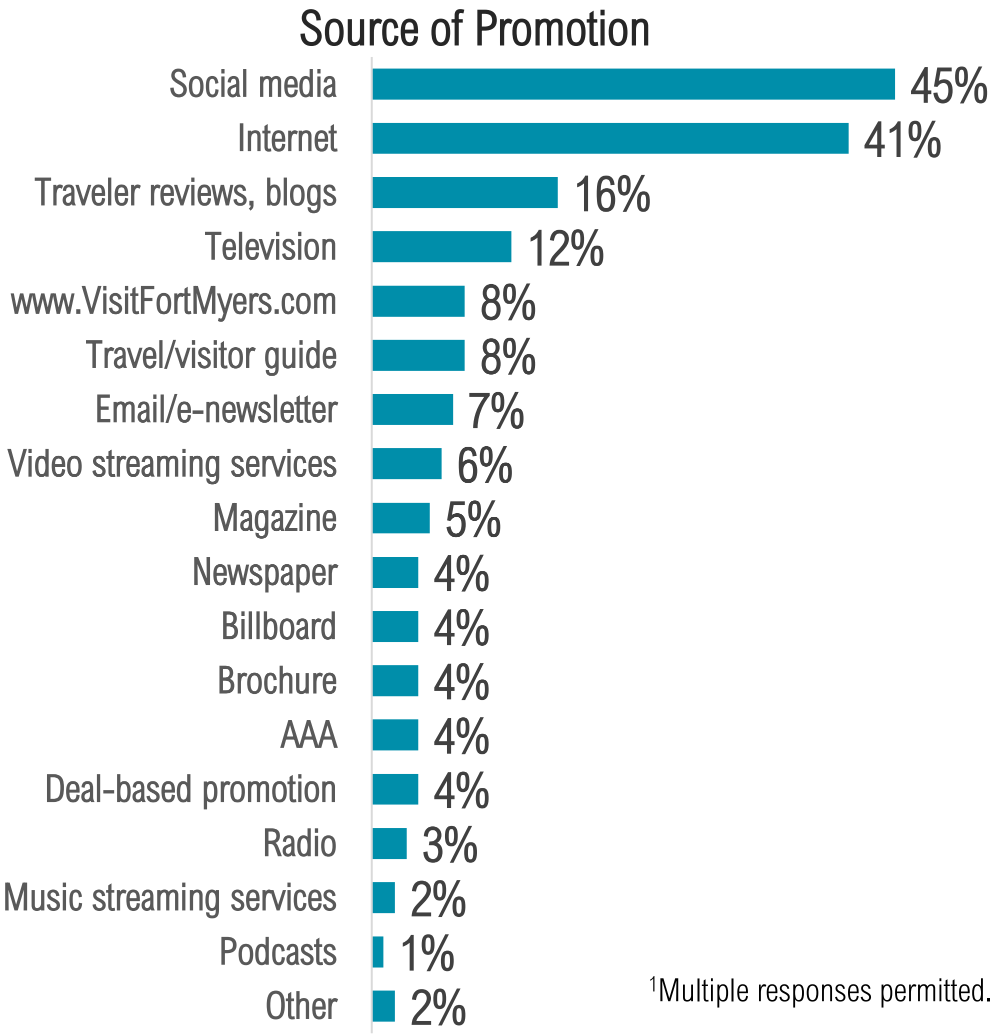
[1]Three responses permitted.

PROMOTIONS RECALL[1]

36% of visitors recalled promotions in the past 6 months for the Fort Myers area.

This influenced 22% of all visitors to come to the Fort Myers area.

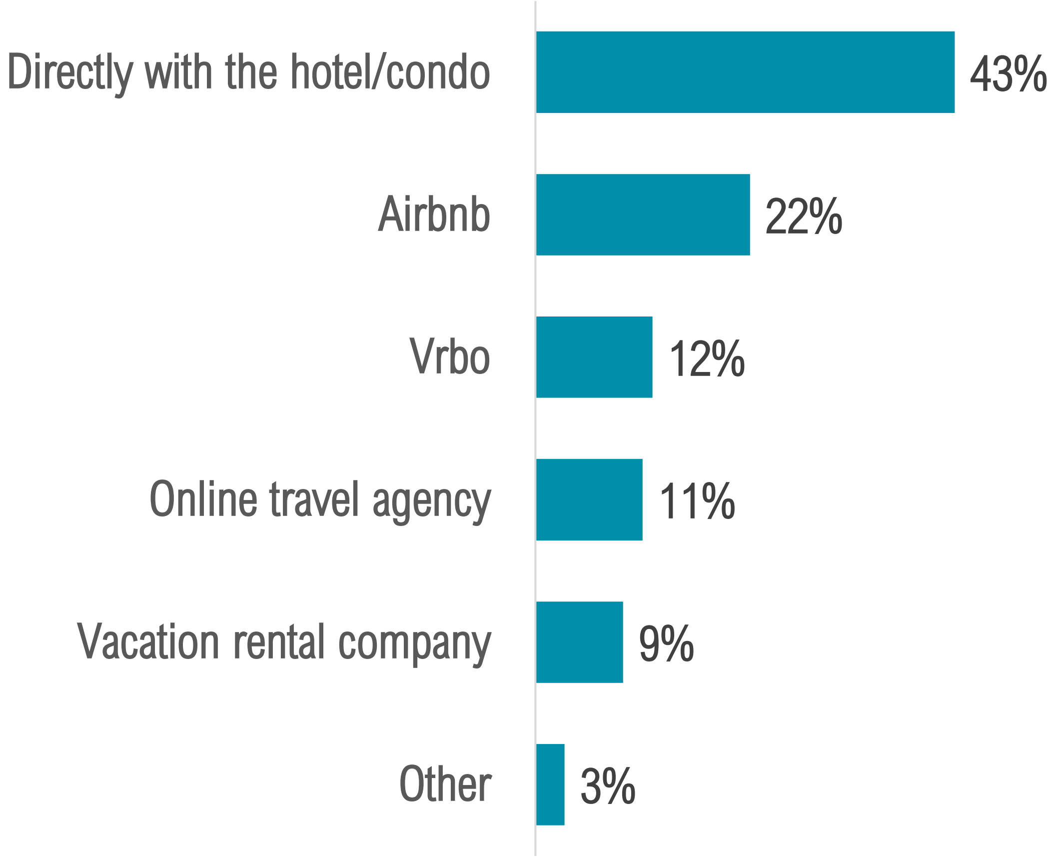
BASE: 36% of visitors who recalled promotions



[1]Multiple responses permitted.

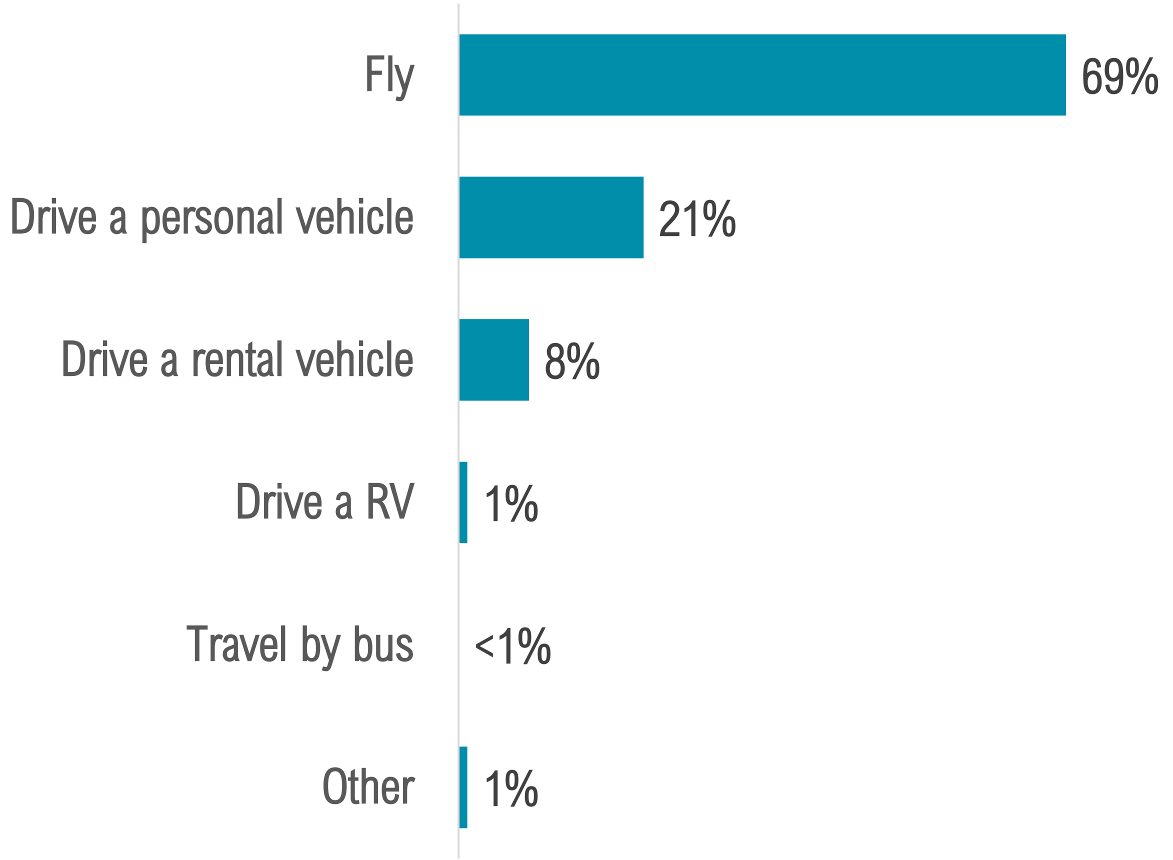
BOOKING

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



TRANSPORTATION

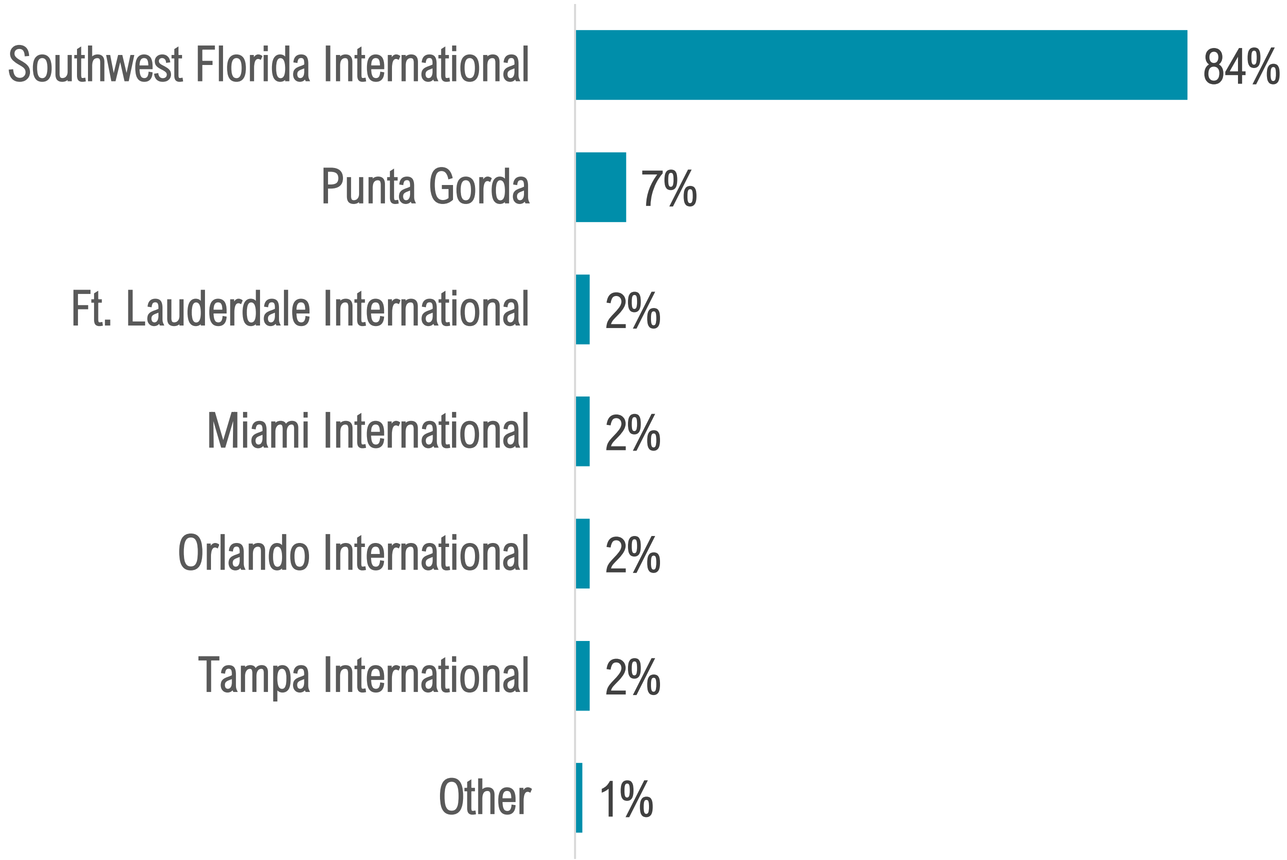
Over 2 in 3 visitors flew to the Fort Myers area.



AIRPORT

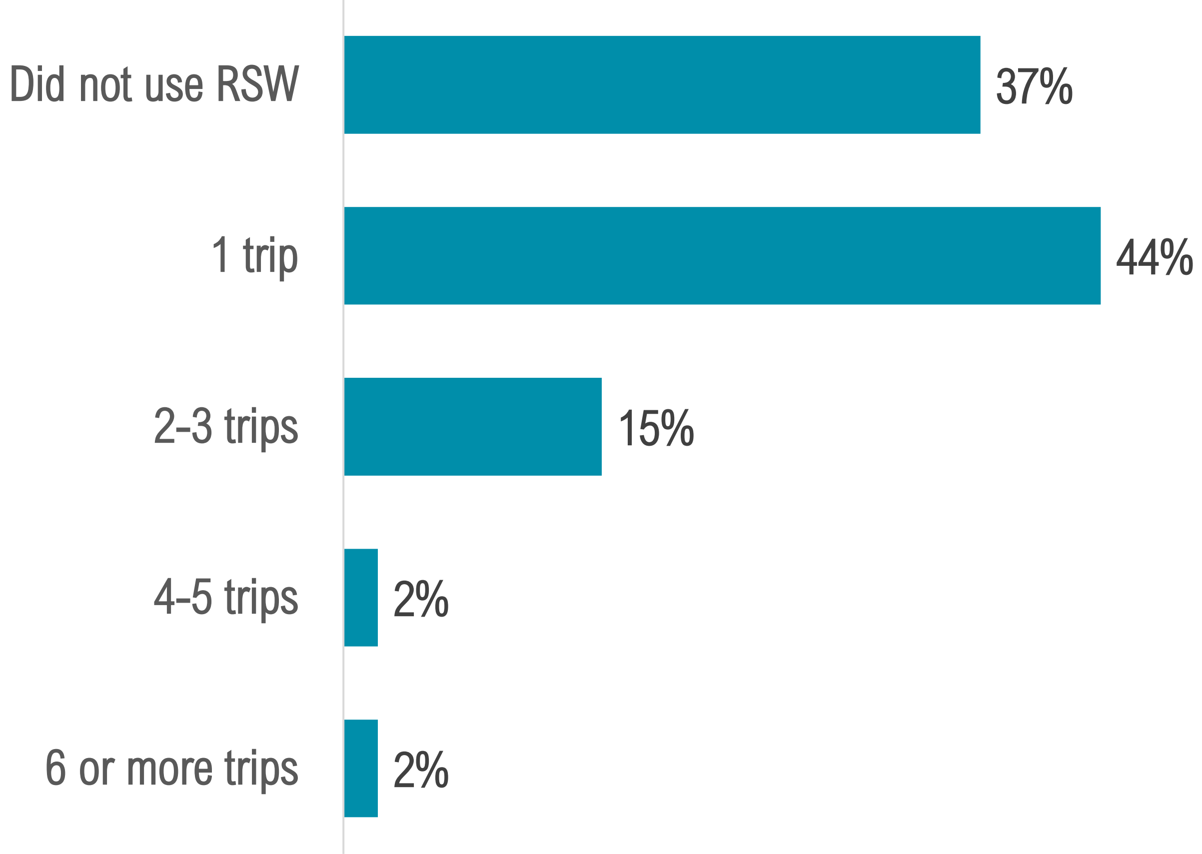
Over 4 in 5 visitors who flew to the Fort Myers area came through RSW.

BASE: 69% of visitors who flew



USE OF RSW IN THE PAST YEAR

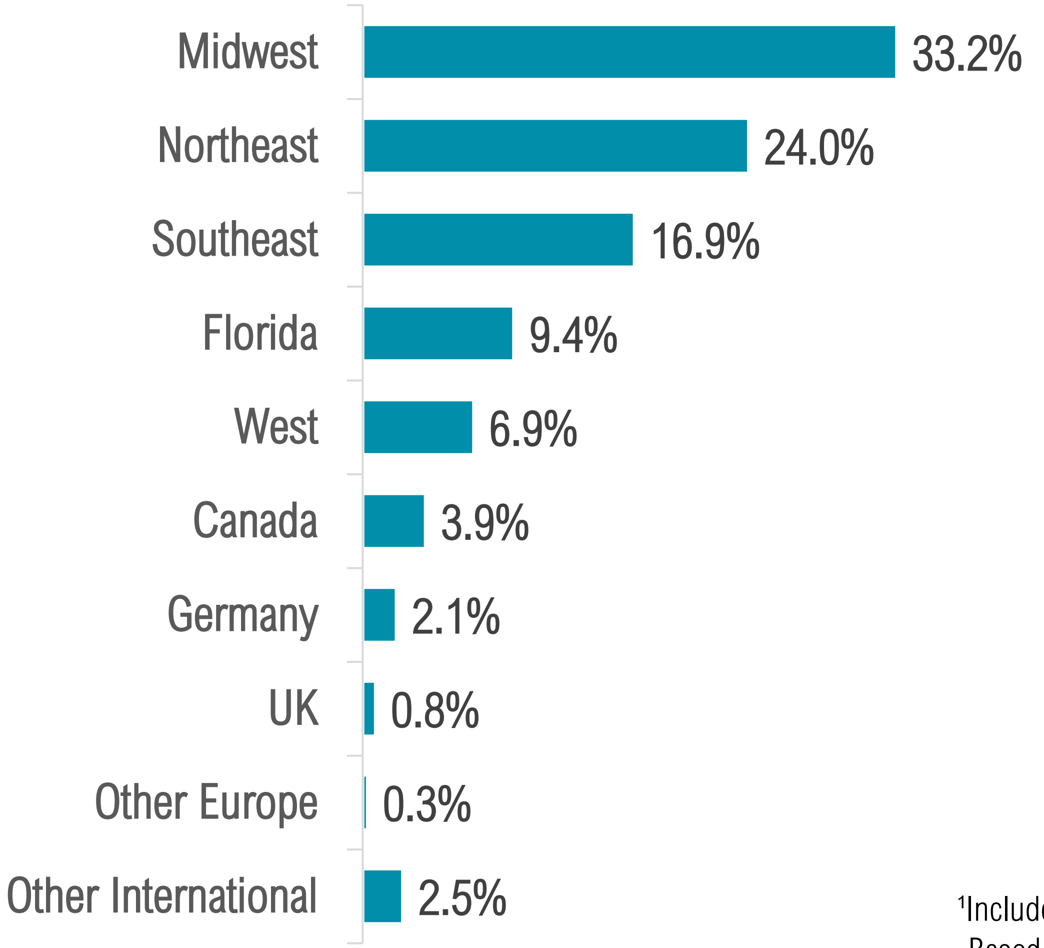
63% of visitors used RSW **at least once** in the past year.

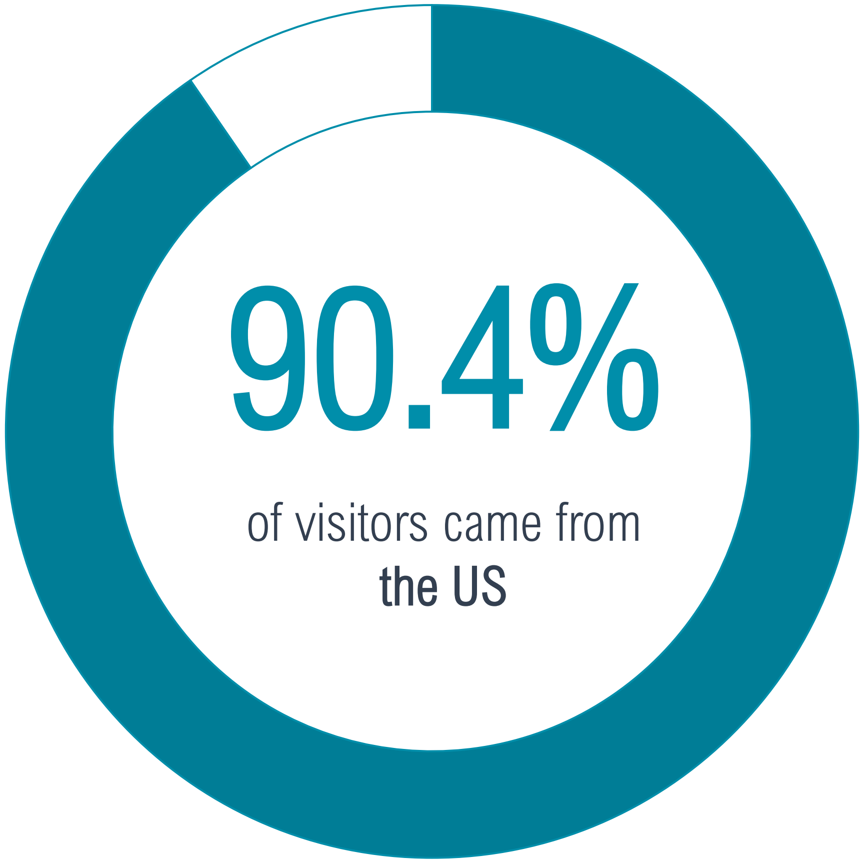


VISITOR JOURNEY: TRAVEL PARTY PROFILE

Pre-Visit → **Travel Party Profile** → Trip Experience → Post-Trip Evaluation → Economic Impact on Destination

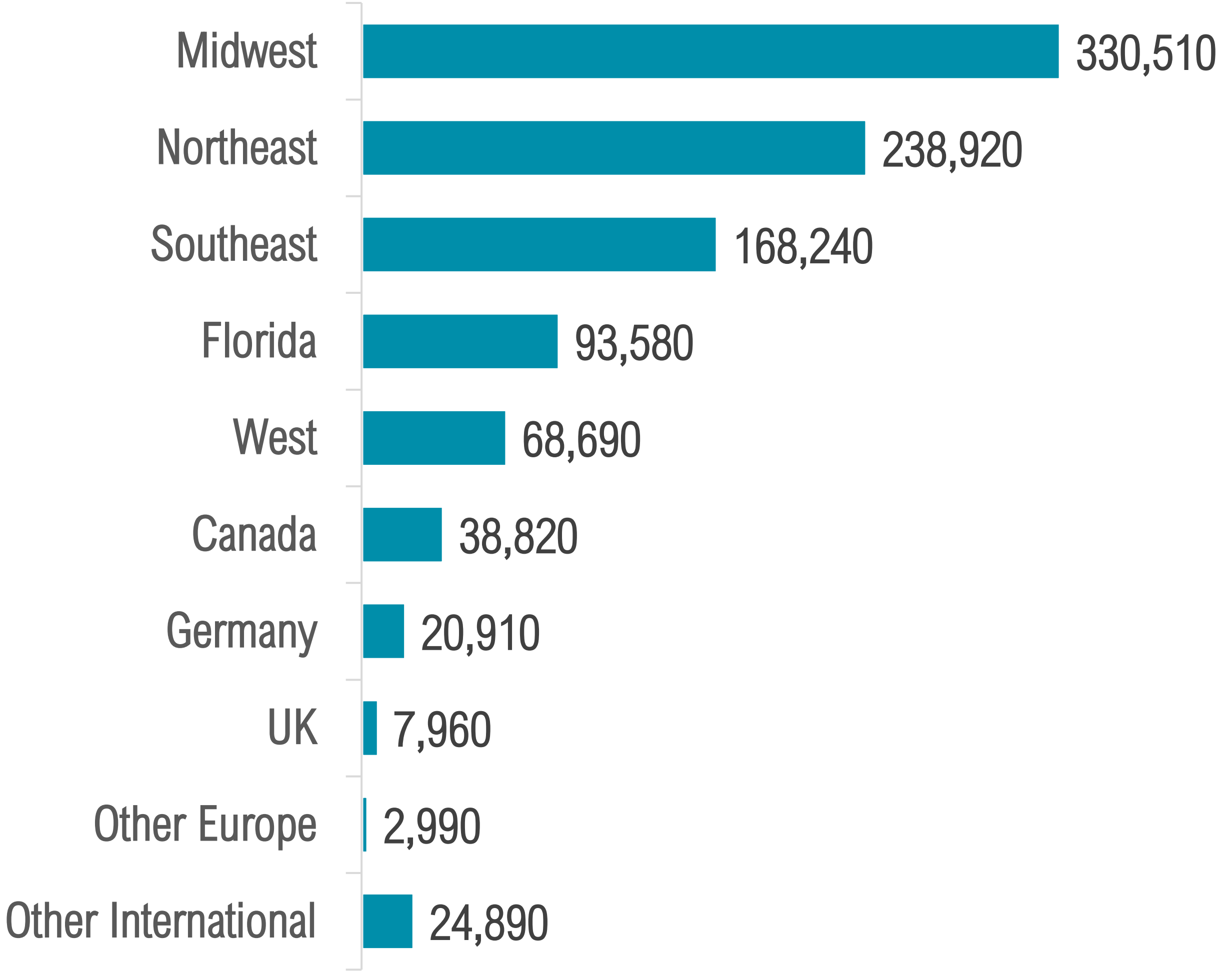
ORIGIN[1]





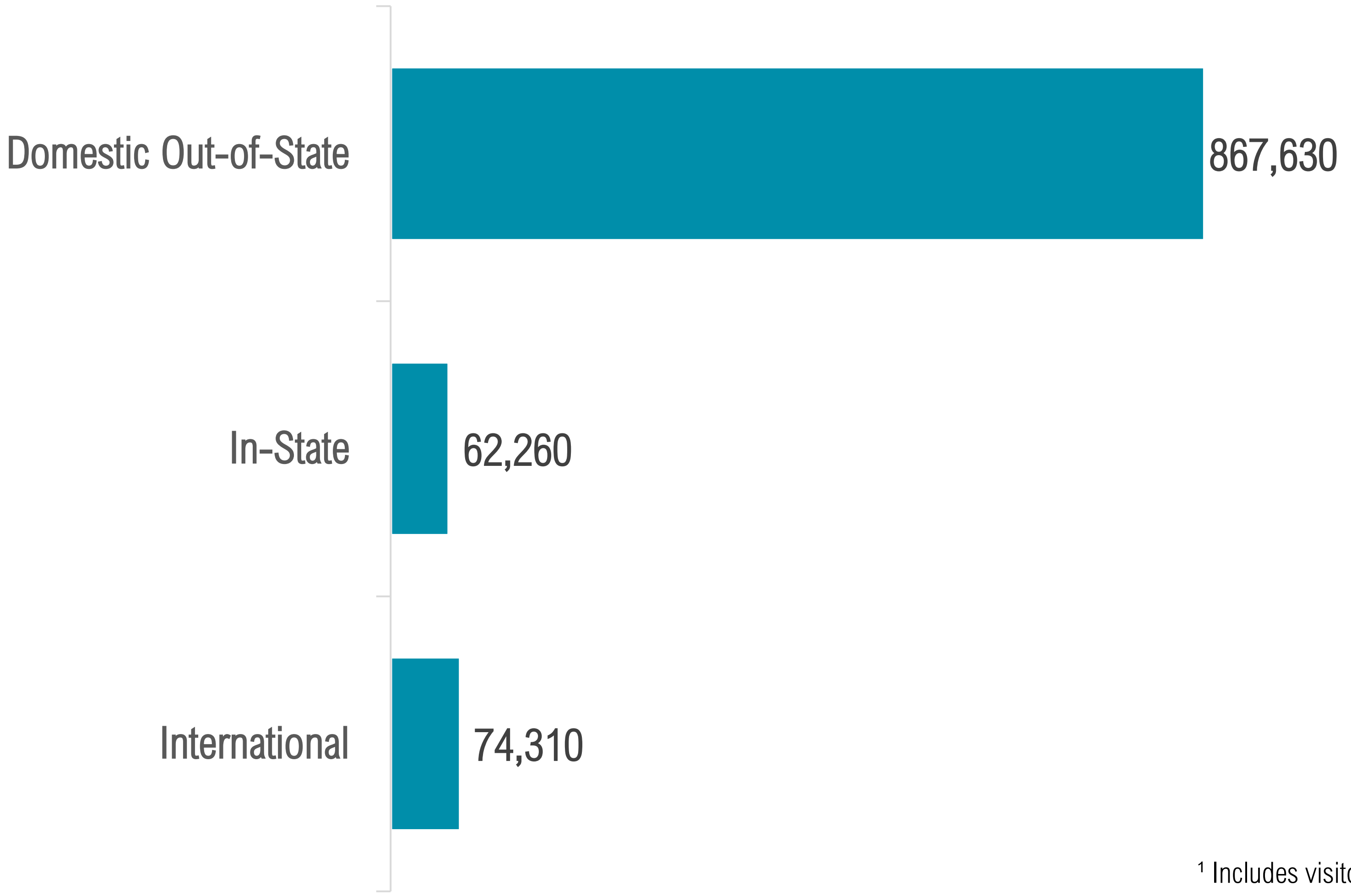
[1]Includes visitors who stayed in paid accommodations, non-paid accommodations, and day trippers. Based on data from the Visitor Tracking Study.

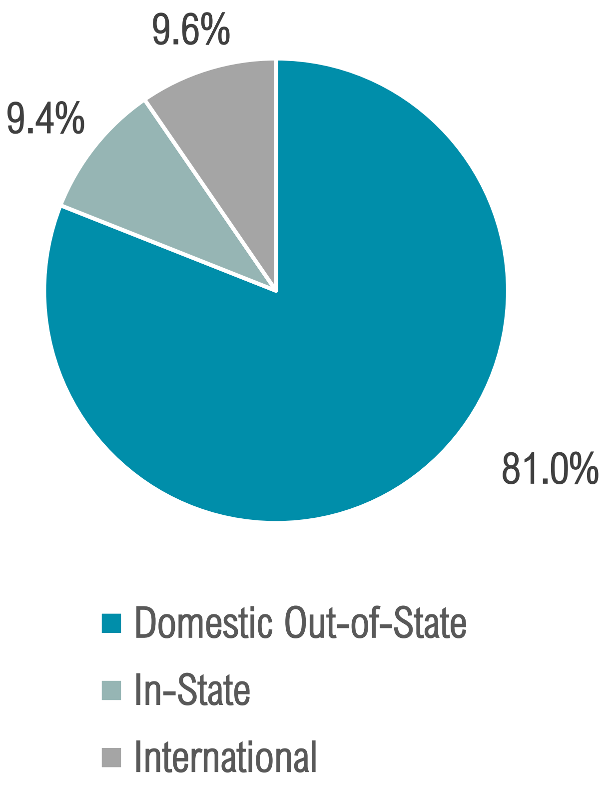
NUMBER OF VISITORS BY ORIGIN[1]



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

NUMBER OF VISITORS BY ORIGIN[1]





[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
New York City	5.1%
Philadelphia	4.4%
Chicago	3.9%
Minneapolis-Saint Paul	3.3%
Boston	2.7%
Atlanta	2.7%
Cleveland-Akron	2.6%
Detroit	2.4%
Cincinnati	2.2%
Miami-Fort Lauderdale	2.1%
Denver	2.0%
Washington, DC-Hagerstown	2.0%
Tampa-Saint Petersburg	1.8%
Indianapolis	1.8%
Orlando-Daytona Beach-Melbourne	1.7%
Nashville	1.7%

[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 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.

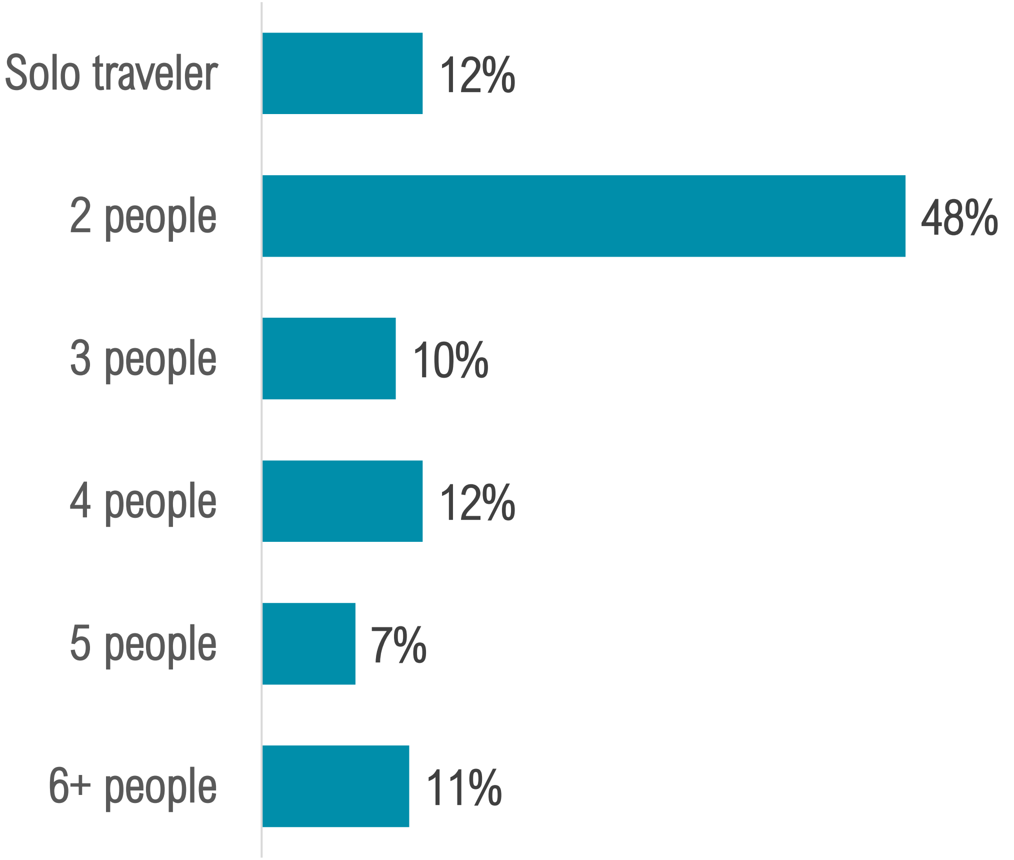
TRAVEL PARTY SIZE AND COMPOSITION[1]

Travel Party Size

The average travel party size was **3.0 visitors**.

Travel with Children

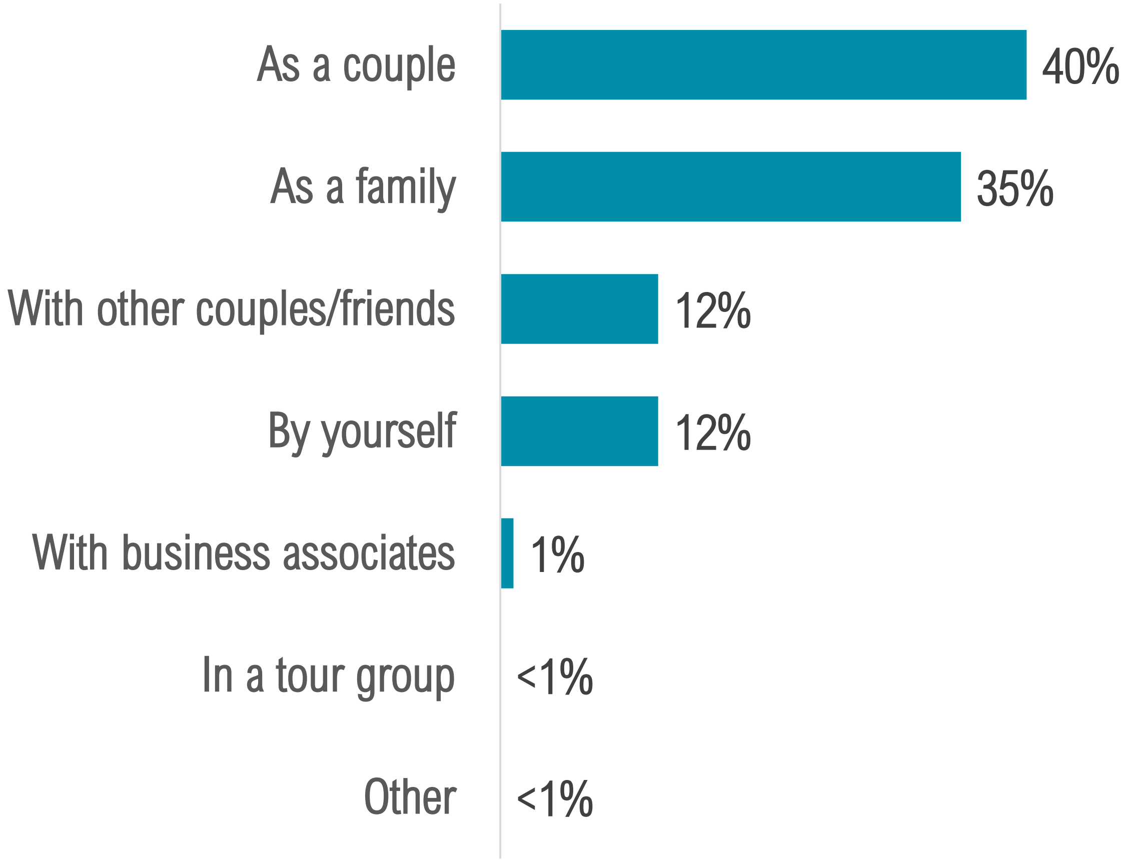
28% of visitors **traveled with children** under the age of 18.



[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY TYPE

3 in 4 visitors traveled either as a family or as a couple, while about 1 in 8 visitors traveled alone or with other couples/friends.



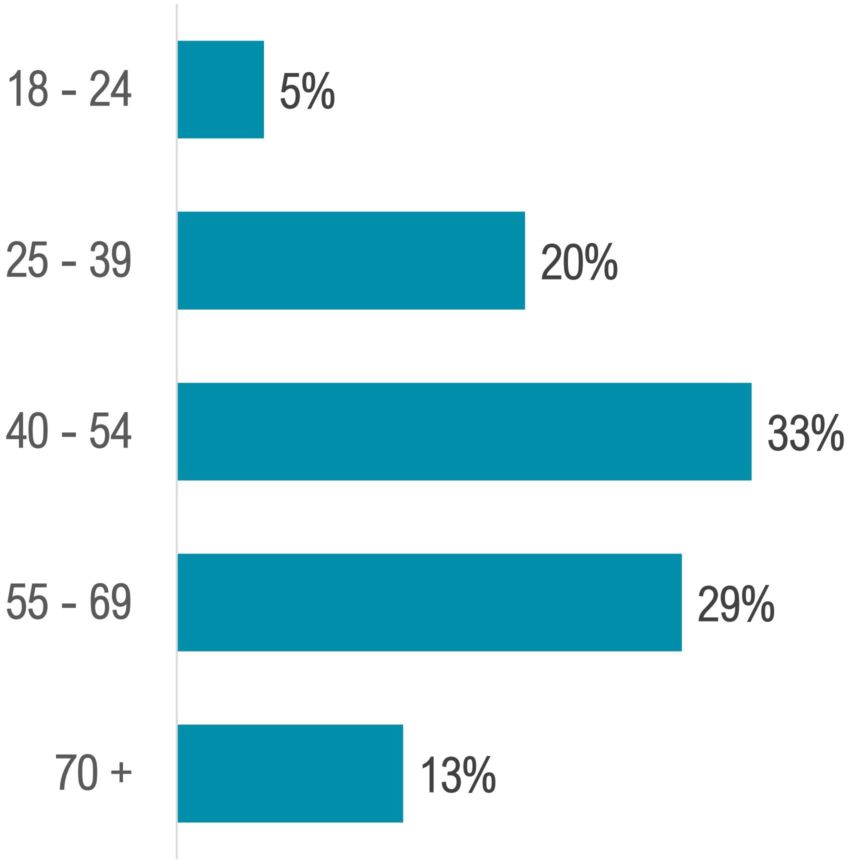
AGE

Average Age

The average age of Apr - Jun visitors was **51 years old.**

Median Age

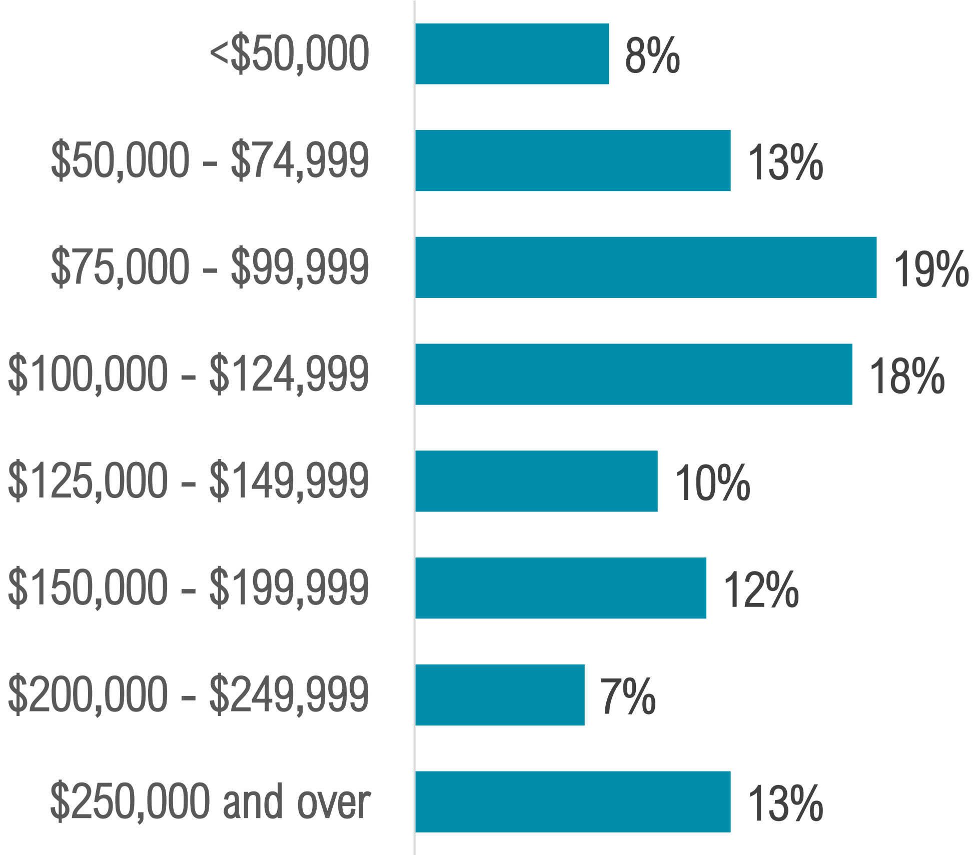
The median age of Apr - Jun visitors was **51 years old.**



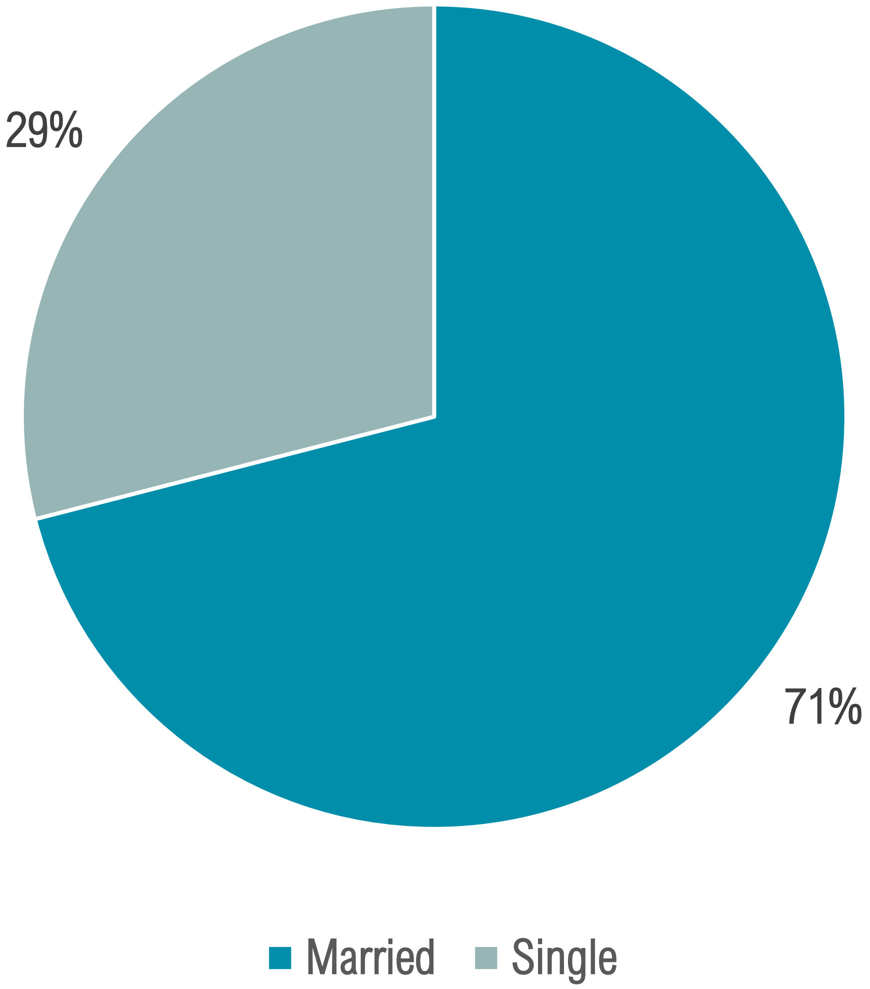
HOUSEHOLD INCOME

Median Household Income
Apr - Jun visitors had a median household income of **$113,900.**

20% of visitors had a household income above **$200,000.**



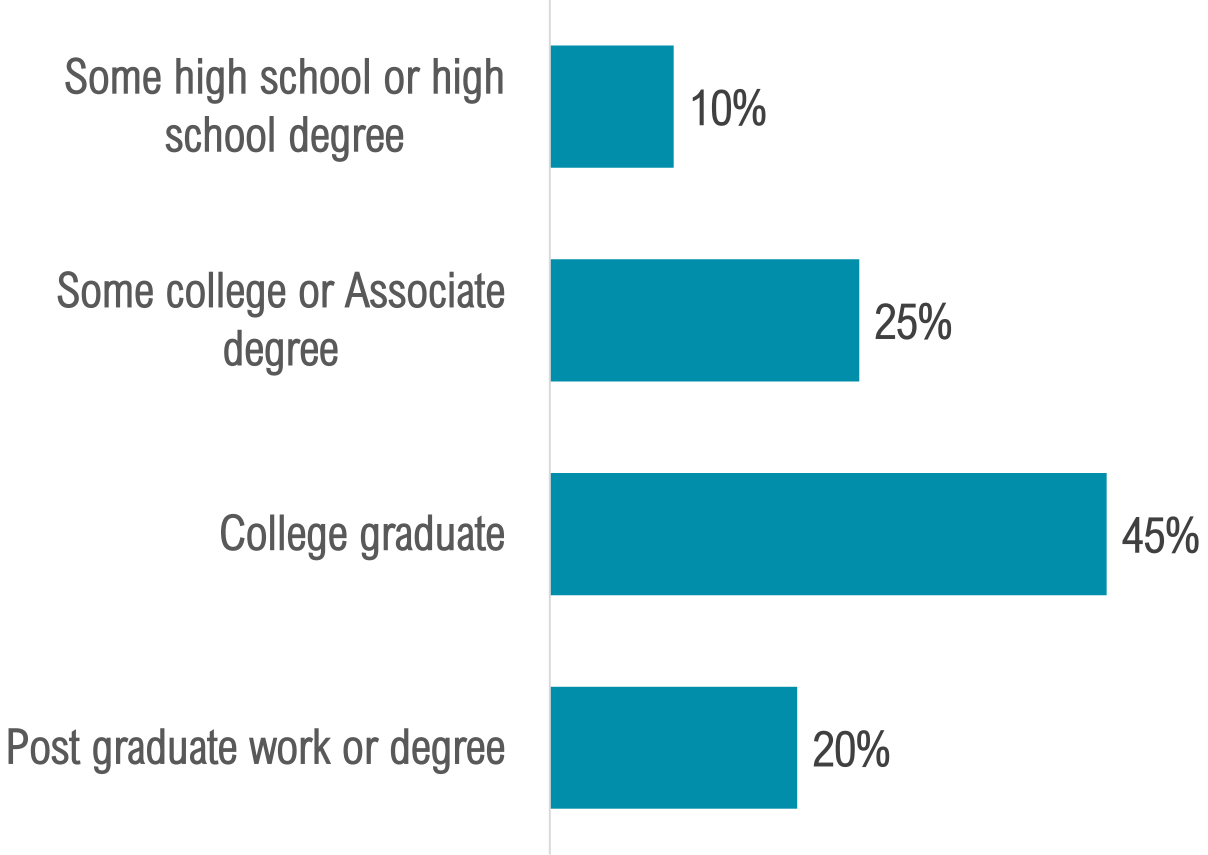
MARITAL STATUS



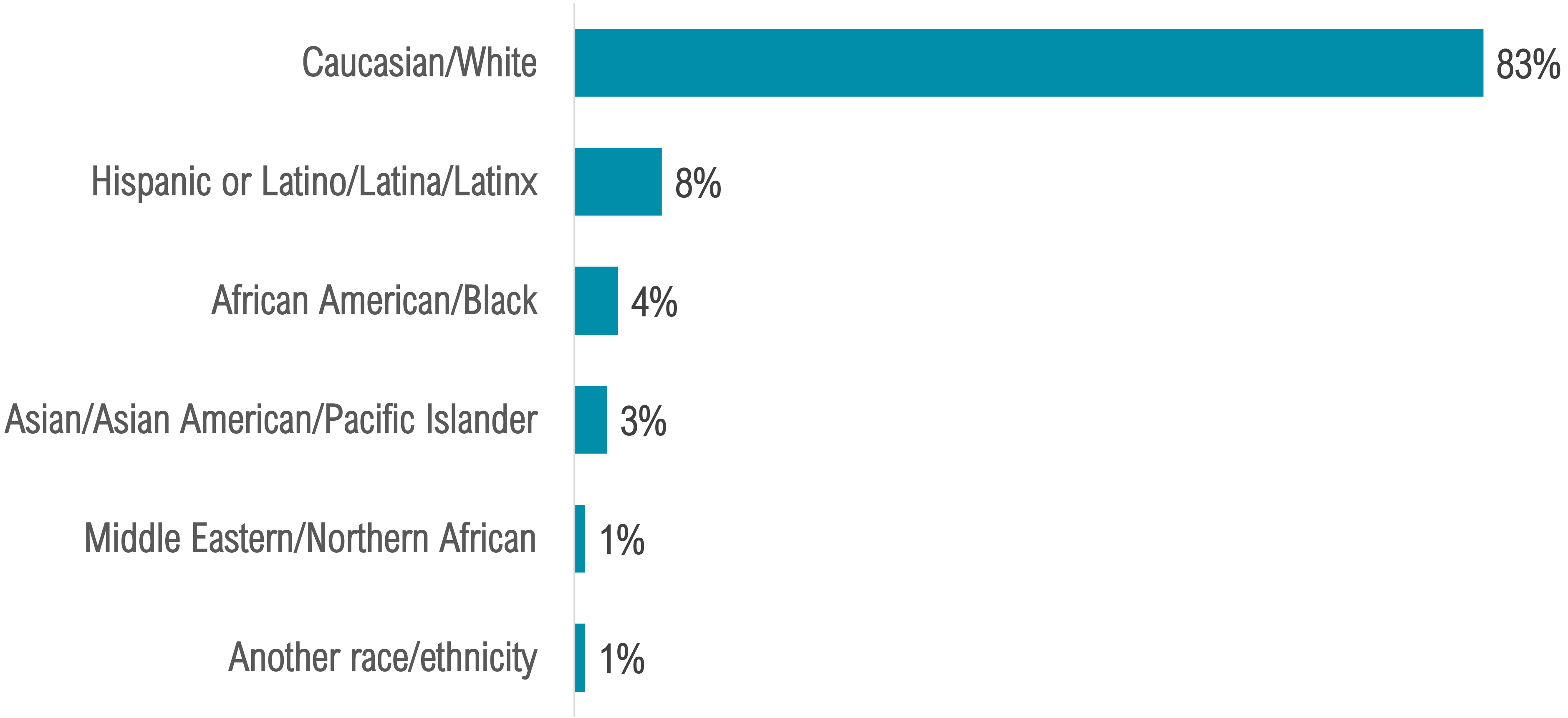
EDUCATION

Education Level

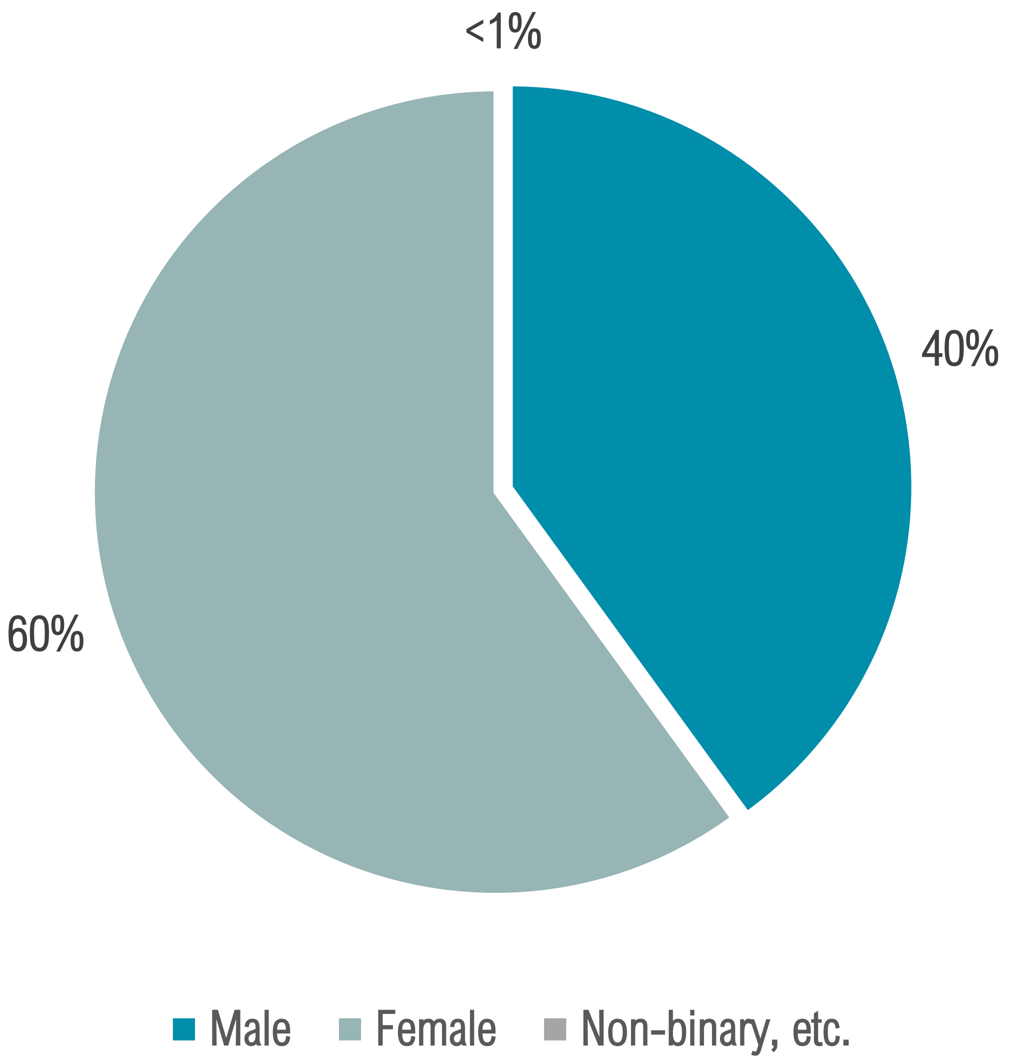
Nearly 2 in 3 April - June visitors had achieved a bachelor's degree or higher.



RACE/ETHNICITY



GENDER[1]

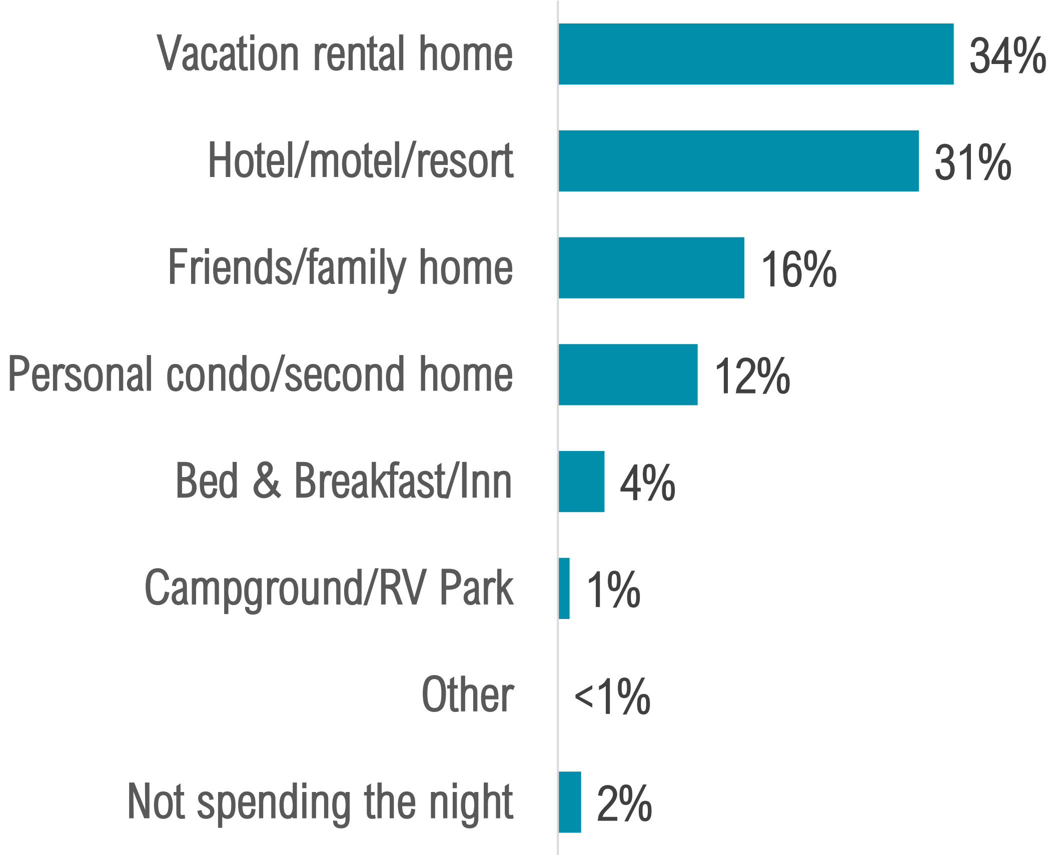


[1]Gender of person interviewed.

VISITOR JOURNEY: TRIP EXPERIENCE

ACCOMMODATIONS

7 in 10 visitors stayed in paid accommodations



NIGHTS STAYED[1]

All Visitors

Visitors spent an average of **5.7 nights** in the Fort Myers area.

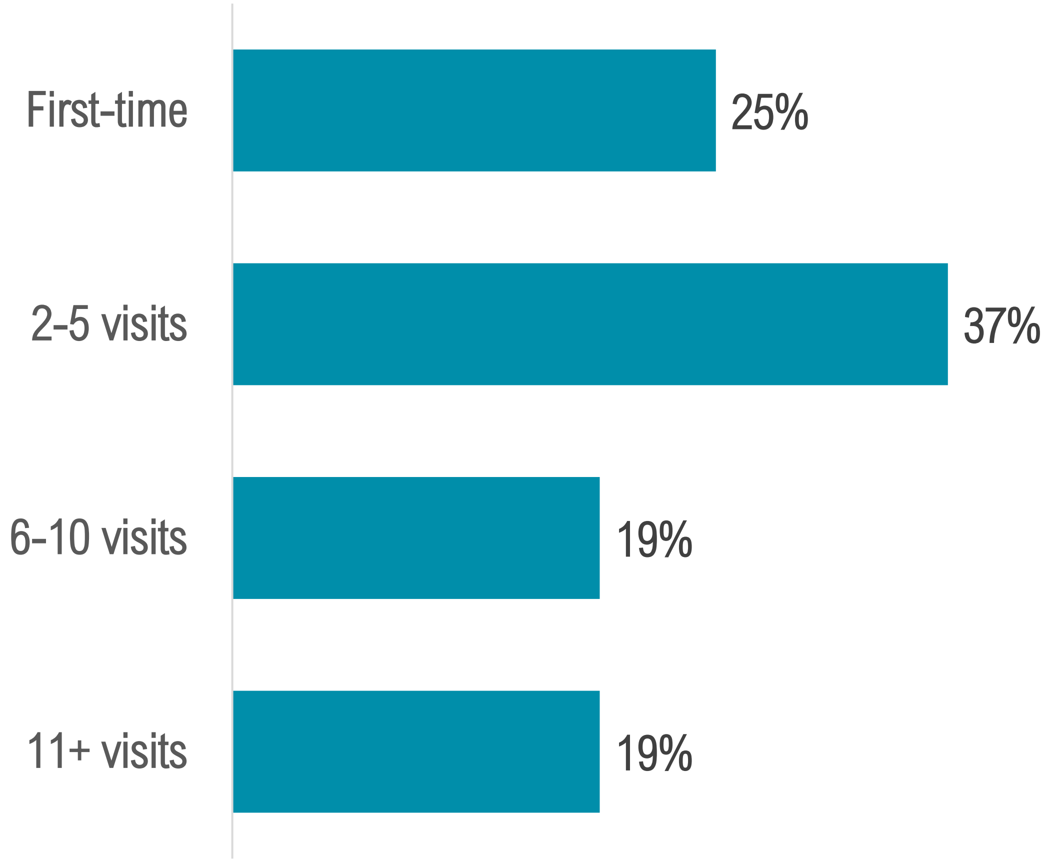
Visitors Staying in Paid Accommodations

Visitors staying in paid accommodations spent an average of **5.4 nights** in the Fort Myers area.

[1]Sources: DSG Occupancy Study and DSG Visitor Tracking Study

FIRST-TIME AND EXPERIENCED VISITORS

25% of visitors were visiting for the first time, while 19% were highly loyal visitors, having visited more than 10 times.



VISITOR ACTIVITIES[1]

Relaxing, **going to the beach**, **dining out at local restaurants**, **shopping**, and **spending time with friends/relatives** dominate visitor activities, with all other recreation playing a secondary role.

[1]Multiple responses permitted.

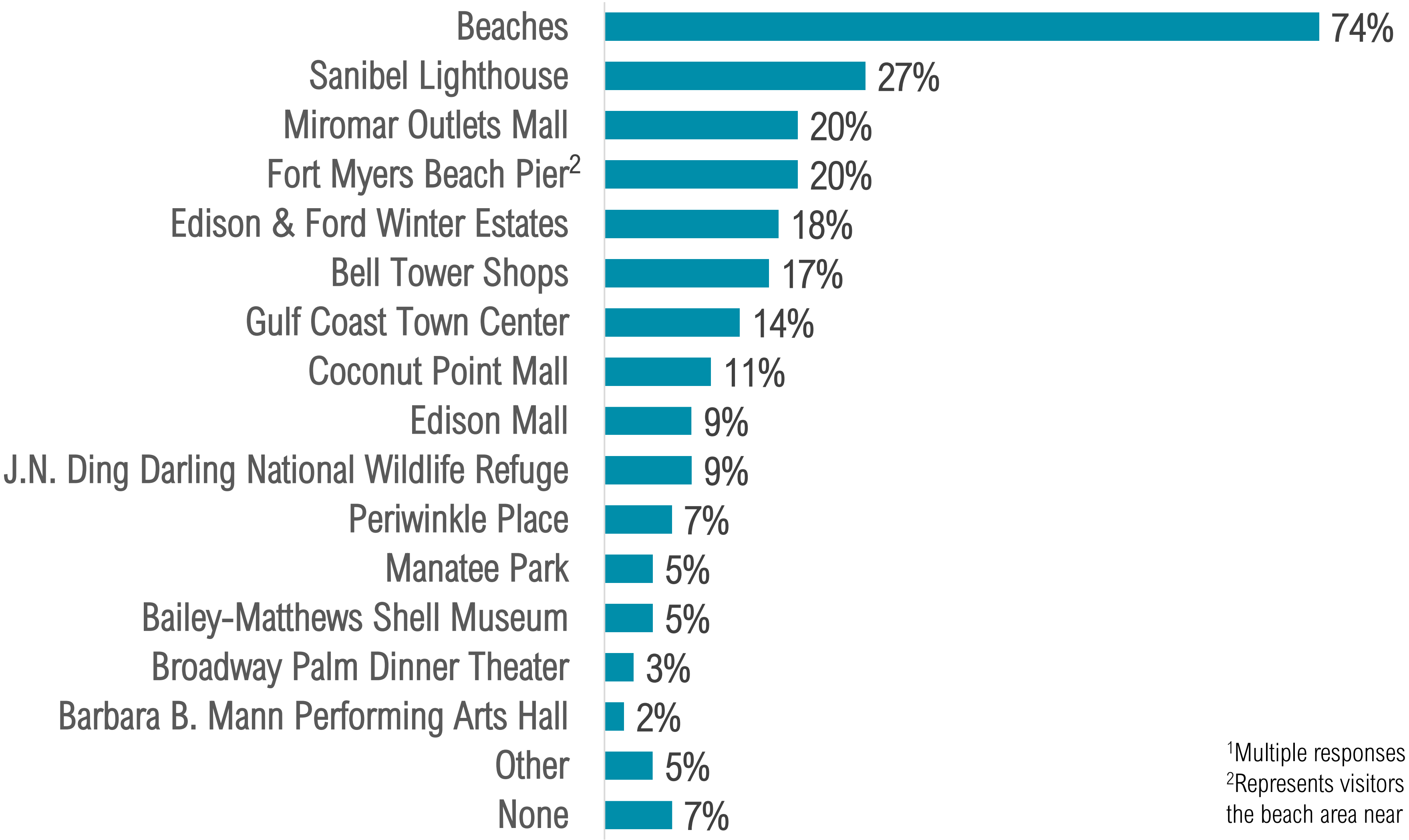
REASON FOR VISITING[1] VS. VISITOR ACTIVITIES[2]

Reason for Visiting		Visitor Activities
60%	Relax and unwind	76%
54%	Beach	71%
30%	Visit friends/relatives	42%
11%	Attractions	21%
10%	Nature, environment, bird watching	29%
9%	Shopping	44%
9%	Special occasion	9%
8%	Golf, tennis, or pickleball	15%
6%	Fishing	16%
4%	Water sports	17%
2%	Sporting event	3%
2%	Business meetings/conferences	2%
2%	Museums, history	8%
2%	Biking, hiking	10%
2%	Special event	6%
1%	Culture	6%
1%	Photography	8%
1%	Volunteering	1%
1%	Diving, snorkeling	5%
1%	Guided tours	8%

April - June 2026

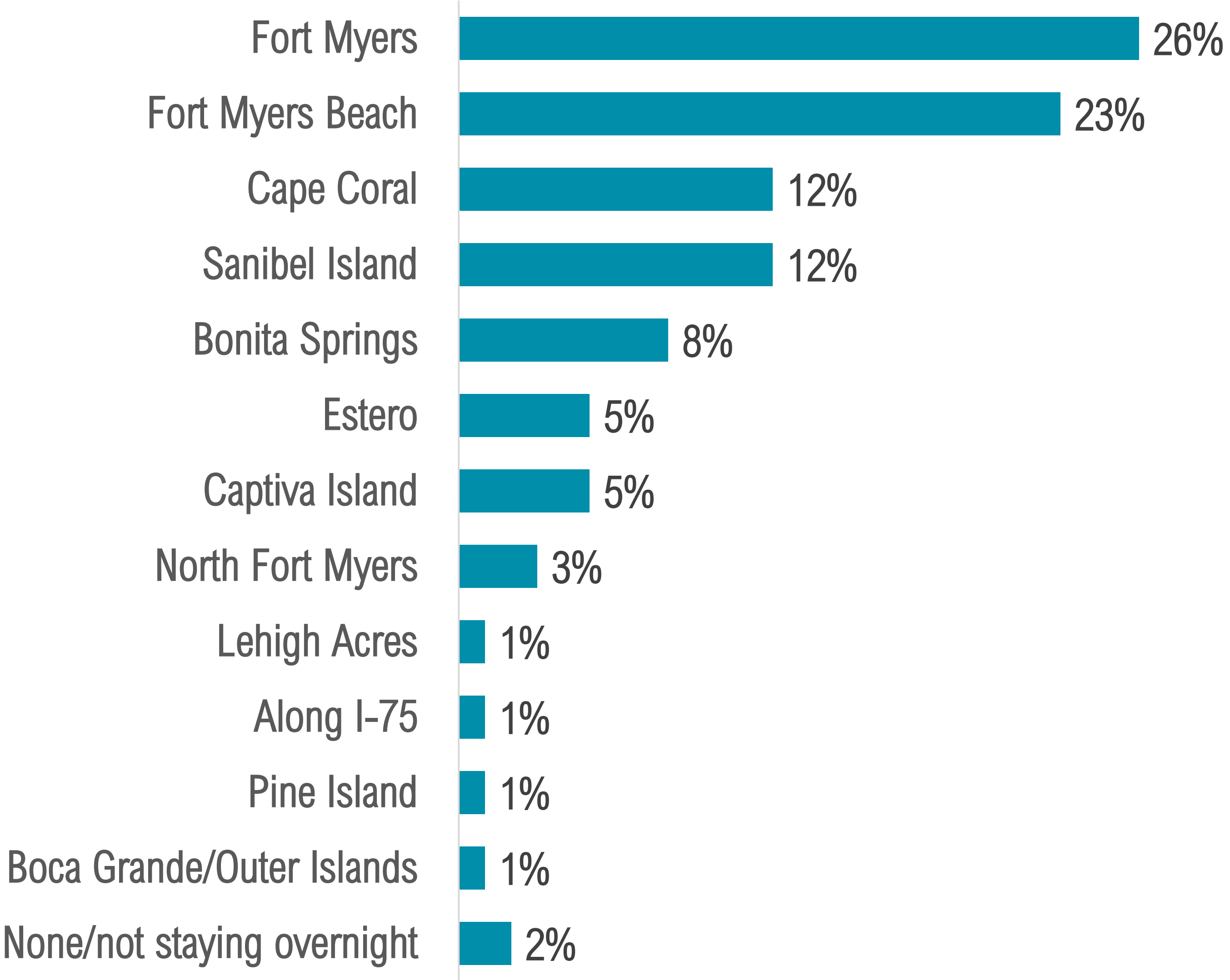
[1]Three responses permitted.
[2]Multiple responses permitted.

ATTRACTIONS VISITED[1]



[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

COMMUNITY STAYED



VISITOR JOURNEY: POST-TRIP EVALUATION

Pre-Visit

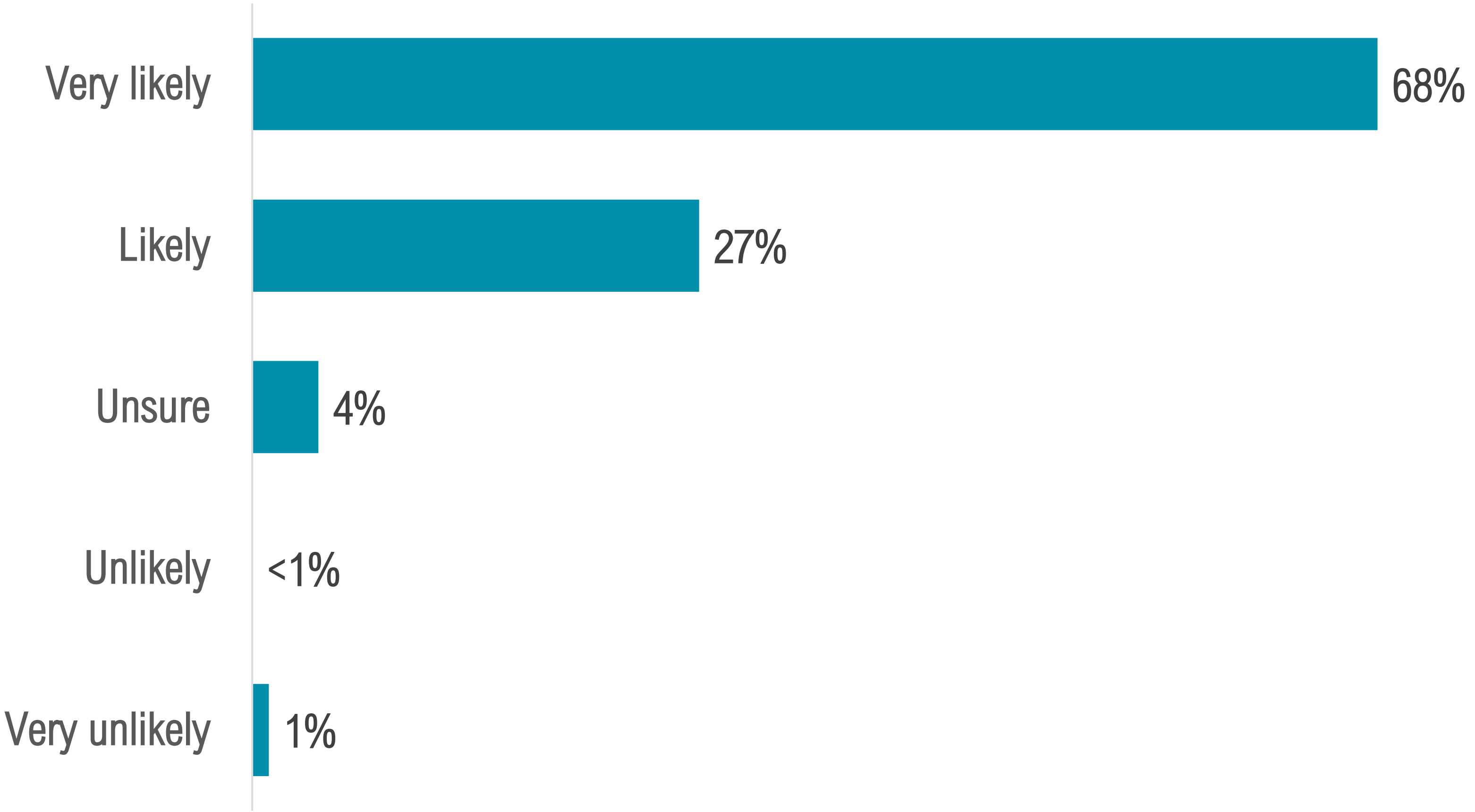
Travel Party Profile

Trip Experience

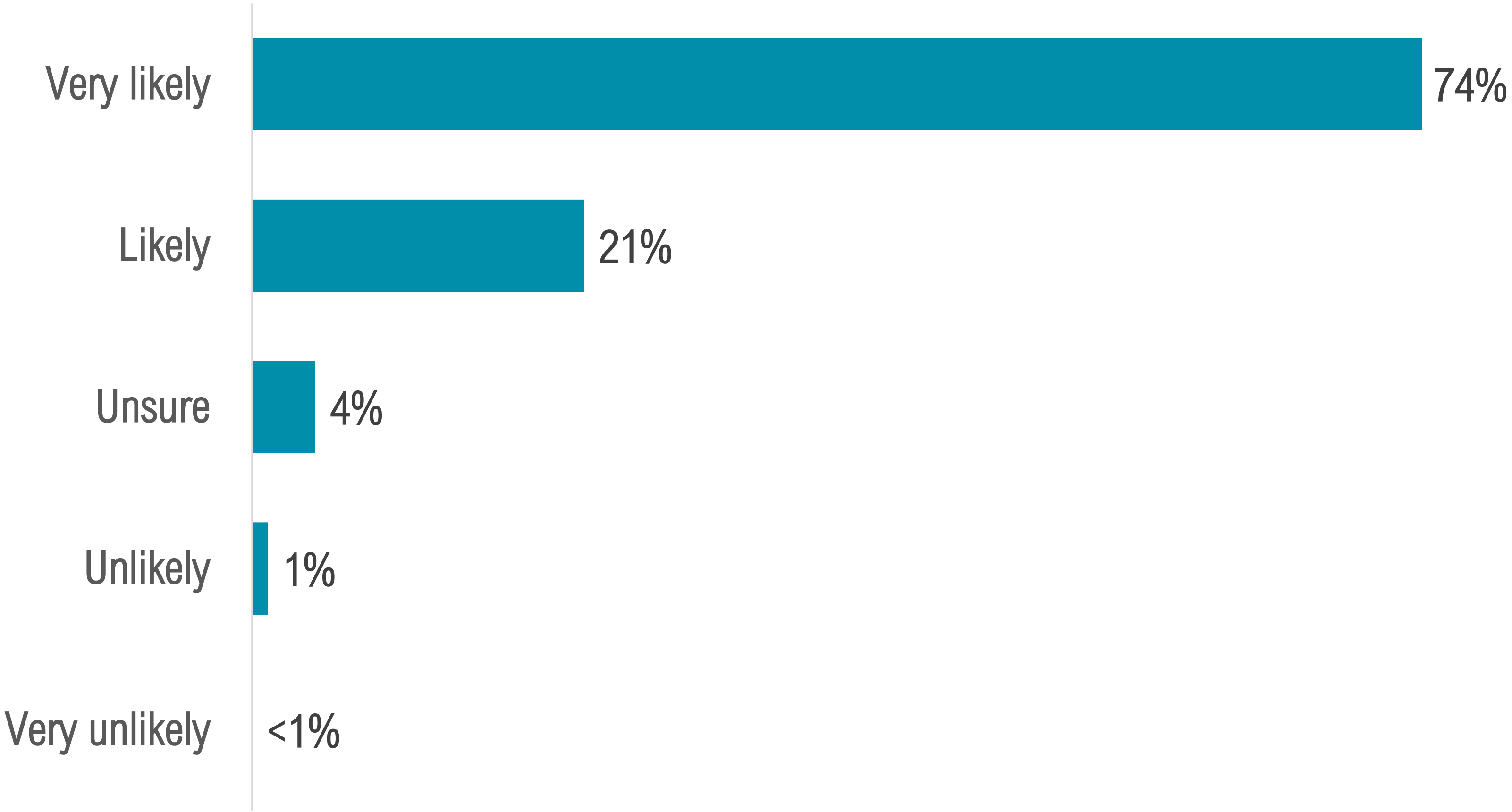
Post-Trip Evaluation

Economic Impact on Destination

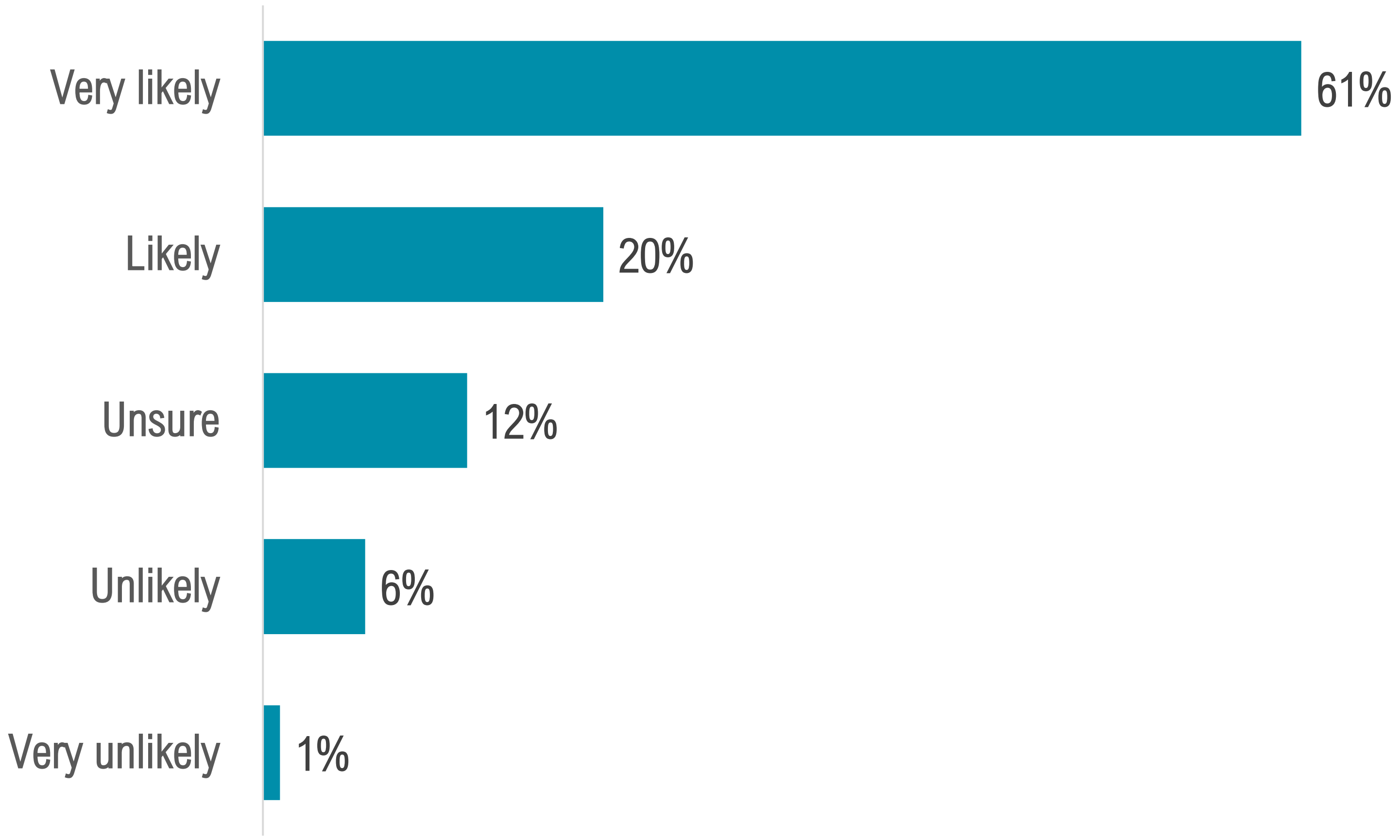
LIKELIHOOD OF RECOMMENDING THE AREA



LIKELIHOOD OF RETURNING TO THE AREA



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	51%	61%	67%	72%	62%	69%	68%	70%
Likely	35%	31%	30%	25%	32%	27%	29%	25%
Unsure/don't know	12%	7%	3%	3%	5%	4%	3%	5%
Unlikely	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%
Very Unlikely	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%

CROSSTABULATIONS: LIKELIHOOD OF RETURNING

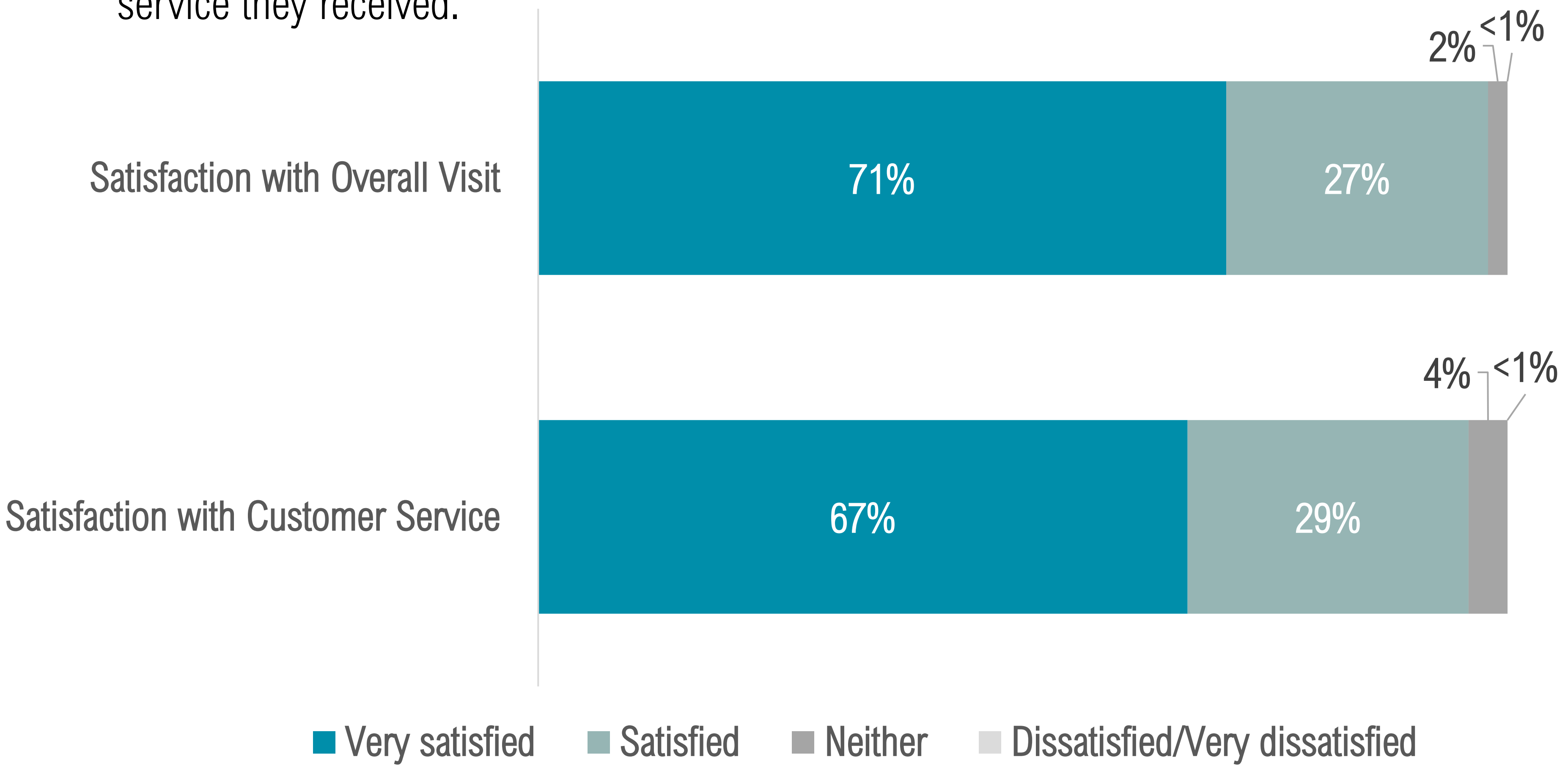
	First-Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Likely	49%	59%	74%	78%	66%	73%	69%	79%
Likely	31%	27%	23%	19%	26%	22%	26%	14%
Unsure/don't know	17%	13%	3%	3%	8%	5%	4%	6%
Unlikely	2%	1%	<1%	<1%	<1%	<1%	1%	1%
Very Unlikely	1%	<1%	<1%	<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	41%	42%	67%	66%	61%	60%	65%	69%
Likely	23%	25%	23%	20%	23%	21%	27%	18%
Unsure/don't know	20%	19%	6%	9%	9%	12%	6%	6%
Unlikely	11%	12%	3%	4%	5%	6%	2%	6%
Very Unlikely	5%	2%	1%	1%	2%	1%	<1%	1%

SATISFACTION

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



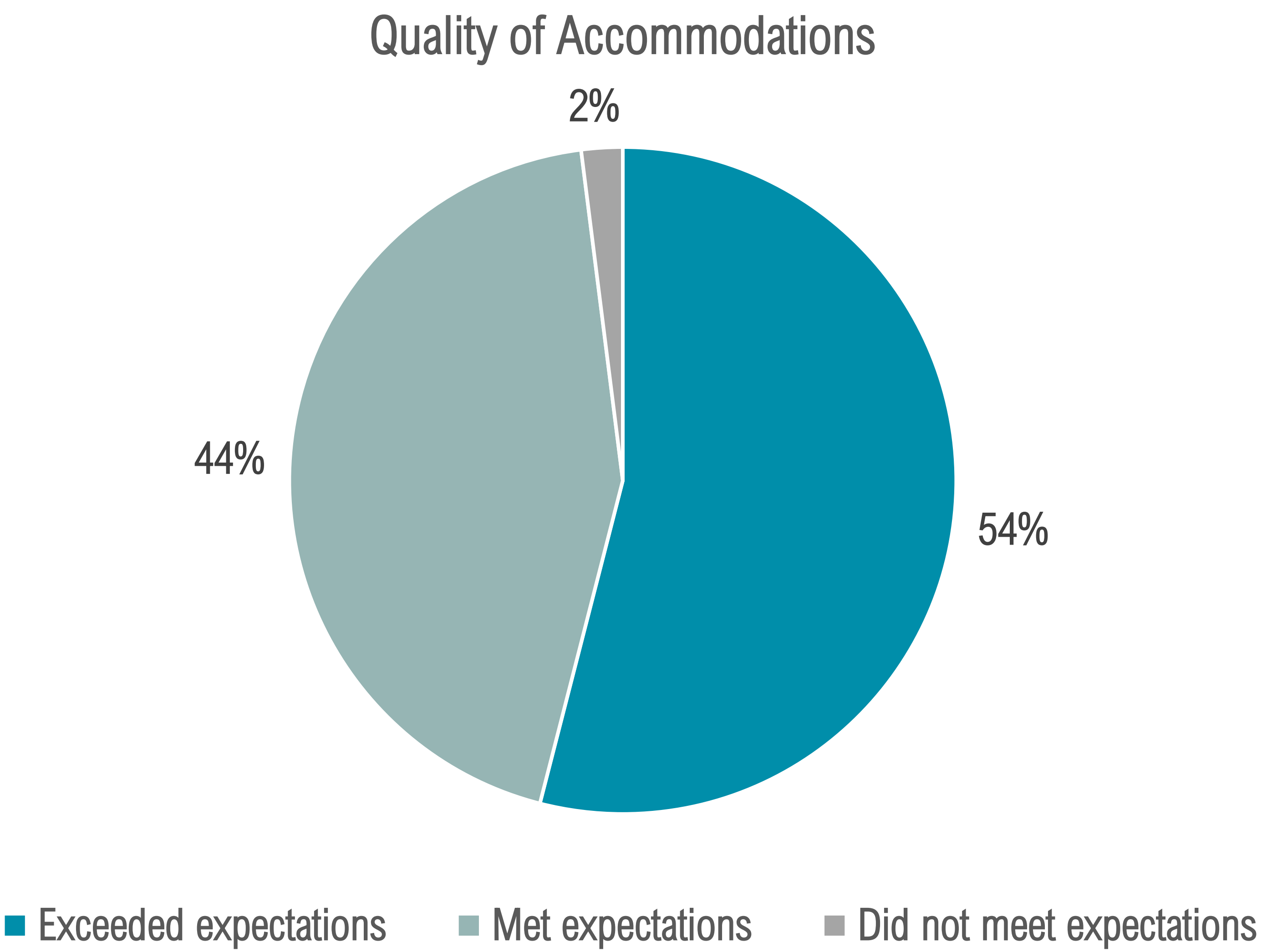
CROSSTABULATIONS: SATISFACTION WITH OVERALL VISIT

	First-Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Very Satisfied	57%	63%	67%	73%	63%	70%	73%	74%
Satisfied	40%	33%	32%	25%	35%	28%	25%	22%
Unsure/don't know	2%	4%	1%	2%	2%	2%	2%	4%
Dissatisfied	1%	<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%	61%	62%	70%	60%	68%	64%	65%
Satisfied	38%	33%	33%	27%	35%	28%	31%	30%
Unsure/don't know	5%	5%	4%	3%	4%	4%	5%	5%
Dissatisfied	2%	1%	1%	<1%	1%	<1%	<1%	<1%
Very Dissatisfied	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

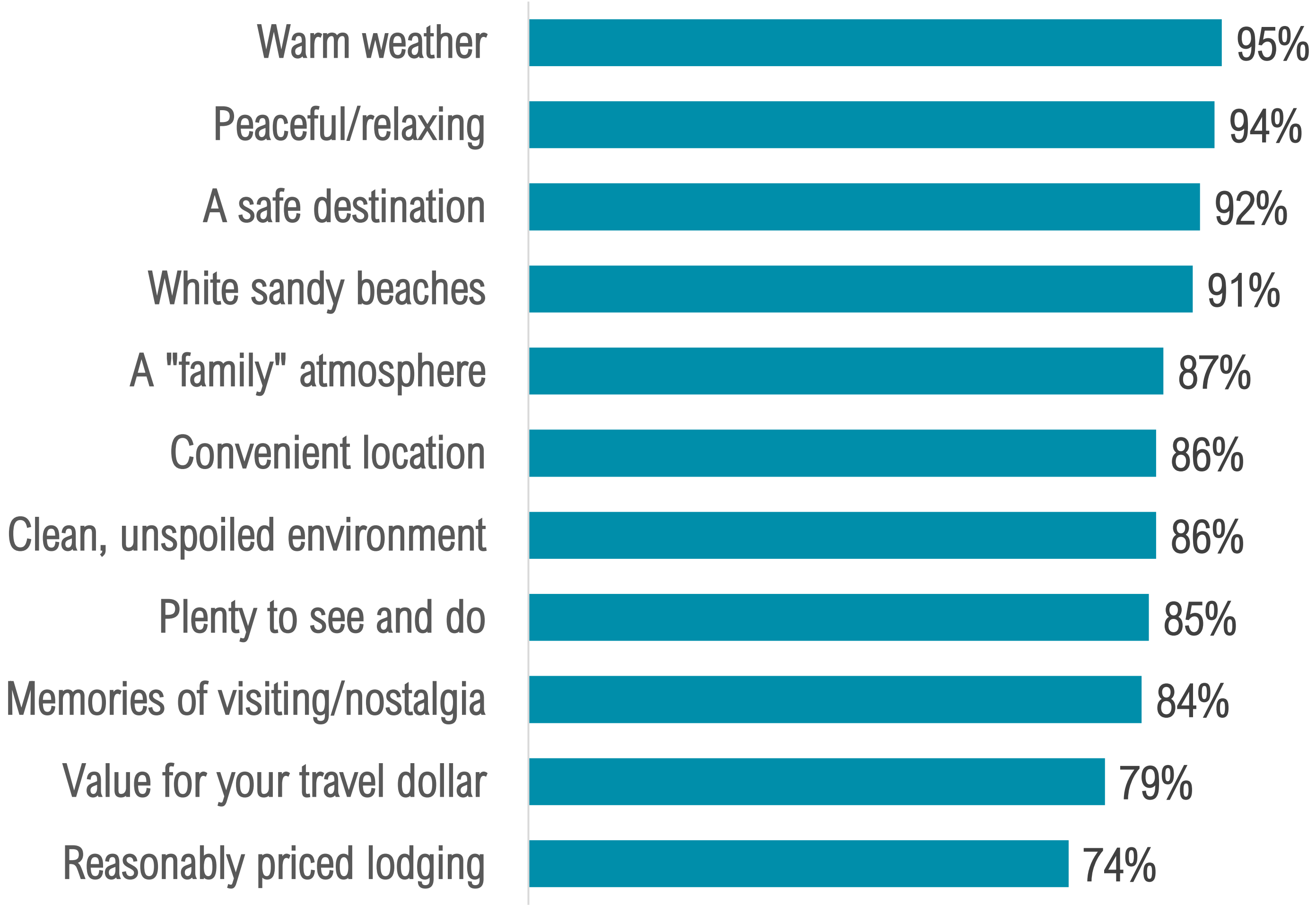


SATISFACTION RATINGS: QUALITY OF ACCOMMODATIONS

	First-Time Visitors		Repeat Visitors		Domestic Visitors		Int'l Visitors	
	2025	2026	2025	2026	2025	2026	2025	2026
Exceeded Expectations	38%	49%	46%	56%	41%	54%	61%	54%
Met Expectations	60%	49%	53%	43%	57%	44%	37%	45%
Did Not Meet Expectations	2%	2%	1%	1%	2%	2%	2%	1%

ATTRIBUTE RATINGS[1]

Visitors rated the Fort Myers area most highly for its **weather, peacefulness, safety,** and **beaches**.

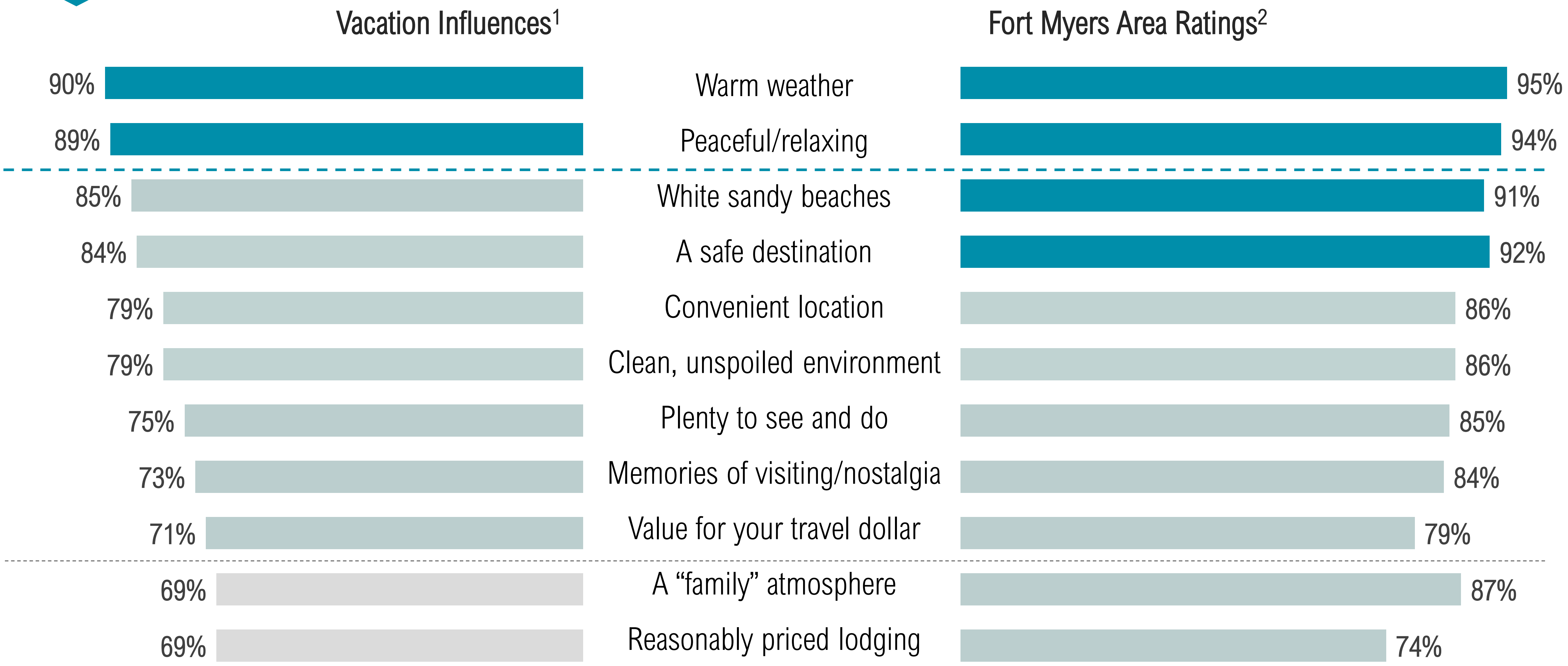


[1]Top 2 box scores. Attributes rated on a scale from 1 to 5 where 1 is Poor and 5 is Excellent.

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

downs & st. germain RESEARCH

VACATION ATTRIBUTE INFLUENCE VS. RATINGS



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

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

Post-Trip Evaluation

April - June 2026

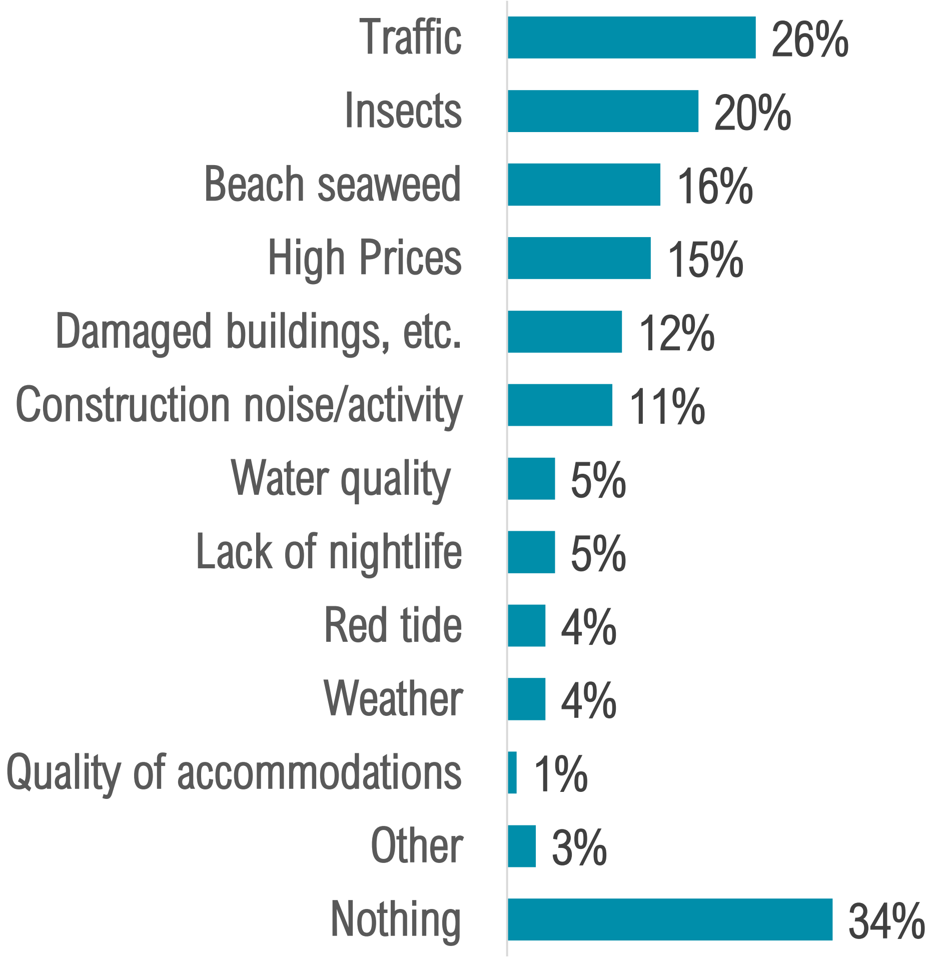
fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

downs & st. germain RESEARCH

LEAST-LIKED FEATURES[1]

Over 1 in 4 visitors mentioned traffic as a negative, while 1 in 5 were bothered by insects.

Over 1 in 3 visitors had no concerns at all during their visit.



[1]Multiple responses permitted.
During this specific visit, which features have you liked the LEAST about our area?

AREA DESCRIPTIONS

White Sandy Beaches

- “I imagine that Fort Myers is just like heaven. I love coming here. It's easy to get around. The beaches are always clean and white. I love the sugar sand as you walk into the beach.”
- “We love the area's tropical feel. Beautiful blooming trees and palms. Great beaches and shells.”
- “Pristine sand, emerald water, shells for miles.”

Warm Weather

- “Fort Myers is such a great place to visit! The weather is absolutely beautiful, the fresh fruit and great food here is amazing, last but not least I don't mind seeing dolphins for free at the beach everyday.”
- “We enjoy visiting here each year. Lots to do here and beautiful weather.”
- “The best area for snowbirds. Enjoy the weather and the calm peaceful area. Easy to get here.”

AREA DESCRIPTIONS

A Friendly Destination

- “I like Fort Myers beaches a lot. The vibes are amazing and the people here are just so nice.”
- “Very clean and people are all polite and helpful!”
- “A place where you can feel at home with lovely weather and amazing people.”

Peaceful and Relaxing

- “It's a beautiful and peaceful area to take your family. It's relaxing, a chance to make memories and enjoy nice weather without overspending or traveling super far.”
- “Would bring my whole family here for a nice peaceful vacation.”
- “Beautiful area to come just to relax and get away from it all. Nice weather and reasonable prices.”

OCCUPANCY BAROMETER[1]: JUL – SEP RESERVATIONS

Jul – Sep Reservations	Jul – Sep 2025	Jul – Sep 2026
Up	22%	41%
Same	22%	45%
Down	56%	14%

[1]Sources: 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?"

OCCUPANCY BAROMETER[1]: OCT – DEC RESERVATIONS

Oct – Dec Reservations	Oct – Dec 2025	Oct – Dec 2026
Up	23%	32%
Same	23%	51%
Down	54%	17%

[1]Sources: DSG Occupancy Study

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

Year-Over-Year Comparisons

ECONOMIC IMPACT

Visitor & Lodging Statistics[1]	Apr – Jun 2025[3]	Apr – Jun 2026	% Change '25 – '26
Visitors	862,700	995,500	+ 15.4%
Visitor Days	4,926,000	5,634,500	+ 14.4%
Room Nights	1,097,600	1,232,400	+ 12.3%
Direct Expenditures[1]	$754,888,900	$912,252,500	+ 20.8%
Total Economic Impact[2]	$1,002,803,400	$1,217,943,200	+ 21.5%
Occupancy	52.4%	56.8%	+ 8.4%
ADR	$172.89	$185.77	+ 7.5%
RevPAR	$90.64	$105.55	+ 16.4%

[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.

JOBS, WAGES AND TAXES SUPPORTED BY TOURISM[1]

	Apr – Jun 2025[4]	Apr – Jun 2026	% Change '25 – '26
Direct Jobs[2]	4,790	5,600	+ 16.9%
Total Jobs[3]	6,810	8,010	+ 17.6%
Direct Wages[2]	$197,373,700	$231,215,300	+ 17.1%
Total Wages[3]	$305,673,500	$362,953,300	+ 18.7%
Direct Local Taxes[2]	$26,280,400	$30,518,800	+ 16.1%
Total Local Taxes[3]	$35,131,000	$41,263,000	+ 17.5%
Direct State Taxes[2]	$23,125,300	$26,883,300	+ 16.3%
Total State Taxes[3]	$31,152,700	$36,631,200	+ 17.6%

[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	Apr - Jun 2025	Apr – Jun 2026
Visitors in Paid Accommodations	69%	70%
Visitors in Non-Paid Accommodations	30%	28%
Day Trippers	1%	2%

PRE-VISIT

Planned trip in advance	Apr – Jun 2025	Apr – Jun 2026
1 week or less	5%	5%
2-4 weeks	15%	16%
1-2 months	34%	33%
3-6 months	31%	28%
6 months or more	15%	18%

Considered Other Destinations	Apr – Jun 2025	Apr – Jun 2026
Yes	24%	22%
No	76%	78%

PRE-VISIT

Other destinations considered[1]	Apr – Jun 2025[2]	Apr – Jun 2026[3]
Naples/Marco Island	22%	26%
Keys/Key West	20%	24%
Sarasota/Siesta Key	15%	23%
Tampa/Clearwater/St. Pete	20%	21%
Miami/Ft. Lauderdale	17%	14%
Orlando	15%	13%
West Palm Beach	7%	6%
Daytona Beach	6%	5%
Punta Gorda/Englewood	4%	4%
Other Destinations In FL	15%	22%
Other Destinations Outside Of FL	19%	19%

[1]Multiple responses permitted.
[2]Base: 24% of visitors who considered other destinations.
[3]Base: 22% of visitors who considered other destinations.

PRE-VISIT

Trip Planning Websites/Apps[1]	Apr – Jun 2025	Apr – Jun 2026
Airline websites/apps	28%	31%
Online search engines	25%	24%
Airbnb, Vrbo, etc.	18%	24%
Hotel websites/apps	19%	20%
Booking websites	19%	19%
Vacation rental websites/apps	13%	15%
Trip Advisor	13%	11%
Facebook	8%	9%
VCB Facebook Page	9%	8%
Traveler reviews, blogs, stories	7%	7%
www.VisitFortMyers.com	7%	7%
Instagram	8%	7%
Visit Florida	9%	6%
Streaming websites/apps	6%	5%
Other	2%	3%
None	24%	20%

[1]Multiple responses permitted.

PRE-VISIT

Information Requests[1]	Apr – Jun 2025	Apr – Jun 2026
Calling a hotel, motel, condo	16%	18%
Requesting and receiving a visitor guide	8%	5%
Calling the VCB	6%	3%
Receiving the VCB e-newsletter	4%	2%
Calling a local Chamber of Commerce	2%	1%
Other	1%	1%
None	75%	75%

[1]Multiple responses permitted.

PRE-VISIT

Recall of Lee County Promotions	Apr – Jun 2025	Apr – Jun 2026
Yes	32%	36%
No	49%	49%
Can't recall	19%	15%
% of recallers influenced by promotions	56%	60%
% of total visitors influenced by promotions	18%	22%

PRE-VISIT

Type of Promotions Recalled[1]	Apr – Jun 2025[2]	Apr – Jun 2026[3]
Social media	42%	45%
Internet	39%	41%
Traveler reviews, blogs	15%	16%
Television	17%	12%
www.VisitFortMyers.com	11%	8%
Travel/visitor guide	10%	8%
Email/e-newsletter	7%	7%
Video streaming services	5%	6%
Magazine	9%	5%
Newspaper	7%	4%
Billboard	4%	4%
Brochure	8%	4%
AAA	9%	4%
Deal-based promotion	2%	4%
Radio	5%	3%
Music streaming services	1%	2%
Podcasts	2%	1%
Other	1%	2%

[1]Multiple responses permitted.
[2]Base: 32% of visitors who recalled seeing a promotion.
[3]Base: 36% of visitors who recalled seeing a promotion.

PRE-VISIT

Characteristics influencing decision to visit Lee County (top 2 boxes)[1]	Apr – Jun 2025	Apr – Jun 2026
Warm weather	87%	90%
Peaceful/relaxing	88%	89%
White sandy beaches	82%	85%
A safe destination	81%	84%
Convenient location	77%	79%
Clean, unspoiled environment	78%	79%
Plenty to see and do	76%	75%
Memories of visiting/nostalgia	65%	73%
Value for your travel dollar	72%	71%
A "family" atmosphere	68%	69%
Reasonably priced lodging	68%	69%

[1]Top 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]	Apr – Jun 2025	Apr – Jun 2026
Relax & unwind	53%	60%
Beach	51%	54%
Visiting friends & relatives	30%	30%
Attractions	10%	11%
Nature, environment, bird watching	8%	10%
Shopping	7%	9%
Special occasion	10%	9%
Golf or tennis	6%	8%
Fishing	8%	6%
Part-time resident ("Snowbird")	3%	4%
Water sports	5%	4%
Checking-in on my property	1%	3%
Sporting event	2%	2%
Special event	3%	2%
Business meetings/conferences	4%	2%
Biking, hiking	2%	2%
Museums, history	2%	2%
Culture	2%	1%
Photography	2%	1%
Volunteering	<1%	1%
Diving, snorkeling	2%	1%
Guided tours	2%	1%
Other	1%	2%

[1]Multiple responses permitted.

PRE-VISIT

Transportation	Apr – Jun 2025	Apr – Jun 2026
Fly	66%	69%
Drive a personal vehicle	26%	21%
Drive a rental vehicle	7%	8%
Drive an RV	1%	1%
Travel by bus	<1%	<1%
Other	<1%	1%

Airport Used	Apr – Jun 2025	Apr – Jun 2026
Southwest Florida International	79%	84%
Punta Gorda	7%	7%
Ft. Lauderdale International	4%	2%
Miami International	3%	2%
Orlando International	3%	2%
Tampa International	3%	2%
Other	1%	1%

TRAVEL PARTY PROFILE

Visitor Origin State[1]	Apr – Jun 2025	Apr – Jun 2026
Florida	7.3%	9.4%
Southeast	20.5%	16.9%
Northeast	24.7%	24.0%
Midwest	30.0%	33.2%
West	7.8%	6.9%
Canada	5.5%	3.9%
Germany	0.9%	2.1%
United Kingdom	1.2%	0.8%
Other Europe	0.3%	0.3%
Other International	1.8%	2.5%

Visitor Origin Market[1]	Apr – Jun 2025	Apr – Jun 2026
New York City	6.8%	5.1%
Philadelphia	4.0%	4.4%
Chicago	5.2%	3.9%
Minneapolis-Saint Paul	3.5%	3.3%
Boston	3.4%	2.7%
Atlanta	3.7%	2.7%
Cleveland-Akron	1.8%	2.6%
Detroit	2.8%	2.4%
Cincinnati	1.9%	2.2%
Miami-Fort Lauderdale	1.4%	2.1%
Denver	1.8%	2.0%
Washington, DC-Hagerstown	2.6%	2.0%
Tampa-Saint Petersburg	1.0%	1.8%
Indianapolis	1.8%	1.8%
Orlando-Daytona Beach-Melbourne	0.9%	1.7%
Nashville	1.8%	1.7%

[1]Based on data from the Visitor Tracking Study.

TRAVEL PARTY PROFILE

Travel Parties	Apr – Jun 2025	Apr – Jun 2026
Mean travel party size[1]	2.9	3.0
Travel with children under age 18	26%	28%

Travel Party Composition	Apr – Jun 2025	Apr – Jun 2026
As a couple	37%	40%
As a family	35%	35%
With other couples/friends	12%	12%
By yourself	14%	12%
With business associates	2%	1%
In a tour group	<1%	<1%
Other	<1%	<1%

[1]Sources: Occupancy Study and Visitor Tracking Study

TRAVEL PARTY PROFILE

Marital Status	Apr – Jun 2025	Apr – Jun 2026
Married/Domestic Partnership	69%	71%
Single	31%	29%

Age	Apr – Jun 2025	Apr – Jun 2026
Average age	52	51
Median age	53	51

Household Income	Apr – Jun 2025	Apr – Jun 2026
Median Income	$102,900	$113,900

TRAVEL PARTY PROFILE

Race/Ethnicity	Apr – Jun 2025	Apr – Jun 2026
Caucasian/White	80%	83%
Hispanic or Latino/Latina/Latinx	9%	8%
African American/Black	6%	4%
Asian/Asian American/Pacific Islander	3%	3%
Middle Eastern/Northern African	1%	1%
Another race/ethnicity	1%	1%

Gender[1]	Apr – Jun 2025	Apr – Jun 2026
Female	58%	60%
Male	42%	40%
Non-binary	<1%	<1%

[1]Of person interviewed.

TRIP EXPERIENCE

Length of Stay[1]	Apr – Jun 2025	Apr – Jun 2026
Average nights in the Fort Myers area	5.7	5.7

First Time/Repeat Visitors	Apr – Jun 2025	Apr – Jun 2026
First-time	31%	25%
Repeat	69%	75%

[1]Sources: Occupancy Study & Visitor Tracking Survey.

TRIP EXPERIENCE

Type of Accommodations	Apr – Jun 2025	Apr – Jun 2026
Vacation rental home	28%	34%
Hotel/motel/resort	35%	31%
Friends/family home	17%	16%
Personal condo, house, timeshare, etc.	13%	12%
Bed & Breakfast/Inn	4%	4%
Campground/RV Park	1%	1%
Other Accommodations	1%	<1%
Not Spending the Night	1%	2%

TRIP EXPERIENCE

Activities[1]	Apr – Jun 2025	Apr – Jun 2026
Relax and unwind	71%	76%
Beach	67%	71%
Restaurants	64%	68%
Shopping	41%	44%
Visit friends/relatives	43%	42%
Nature, environment, bird watching	26%	29%
Attractions	21%	21%
Bars, nightclubs	20%	19%
Water sports	19%	17%
Fishing	17%	16%
Golf, tennis, or pickleball	14%	15%
Biking, hiking	12%	10%
Museums, history	7%	8%
Photography	9%	8%
Guided tours	9%	8%
Special occasion	10%	8%
Special events	7%	6%
Culture	9%	6%
Diving, snorkeling	6%	5%
Attend or participate in a sporting event	4%	3%
Spas	5%	3%
Business meetings/conferences	4%	2%
Volunteering	1%	1%
Other	<1%	2%

[1]Multiple responses permitted.

TRIP EXPERIENCE

Attractions[1]	Apr – Jun 2025	Apr – Jun 2026
Beaches	73%	74%
Sanibel Lighthouse	27%	27%
Miromar Outlets Mall	15%	20%
Fort Myers Beach Pier[2]	25%	20%
Edison & Ford Winter Estates	17%	18%
Bell Tower Shops	18%	17%
Gulf Coast Town Center	16%	14%
Coconut Point Mall	14%	11%
Edison Mall	-	9%
J.N. Ding Darling National Wildlife Refuge	8%	9%
Periwinkle Place	6%	7%
Manatee Park	9%	5%
Bailey-Matthews Shell Museum	5%	5%
Broadway Palm Dinner Theater	5%	3%
Barbara B. Mann Performing Arts Hall	4%	2%
Other	3%	5%
None	11%	7%

[1]Multiple responses permitted.
[2]Represents visitors who spent time on the beach area near where the pier was.

TRIP EXPERIENCE

Area stayed	Apr – Jun 2025	Apr – Jun 2026
Fort Myers	29%	26%
Fort Myers Beach	21%	23%
Cape Coral	12%	12%
Sanibel Island	12%	12%
Bonita Springs	10%	8%
Estero	4%	5%
Captiva Island	4%	5%
North Fort Myers	3%	3%
Lehigh Acres	1%	1%
Along I-75	1%	1%
Pine Island	1%	1%
Boca Grande/Outer Islands	1%	1%
None/not staying overnight	1%	2%

POST-TRIP EVALUATION

Likelihood of Recommending the Area	Apr – Jun 2025	Apr – Jun 2026
Very Likely	62%	68%
Likely	32%	27%
Unsure/don't know	5%	4%
Unlikely	<1%	<1%
Very Unlikely	1%	1%

Likelihood of Returning to the Area	Apr – Jun 2025	Apr – Jun 2026
Very Likely	66%	74%
Likely	26%	21%
Unsure/don't know	3%	4%
Unlikely	4%	1%
Very Unlikely	1%	<1%

Likelihood of Returning Next Year	Apr – Jun 2025	Apr – Jun 2026
Very Likely	60%	61%
Likely	22%	20%
Unsure/don't know	12%	12%
Unlikely	5%	6%
Very Unlikely	1%	1%

POST-TRIP EVALUATION

Satisfaction with Accommodations	Apr – Jun 2025	Apr – Jun 2026
Exceeded expectations	42%	54%
Met expectations	56%	44%
Did not meet expectations	2%	2%

POST-TRIP EVALUATION

Satisfaction with Visit	Apr – Jun 2025	Apr – Jun 2026
Very satisfied	63%	71%
Satisfied	34%	27%
Unsure/don’t know	2%	2%
Dissatisfied	<1%	<1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	1%	-

Satisfaction with Customer Service	Apr – Jun 2025	Apr – Jun 2026
Very satisfied	59%	67%
Satisfied	35%	29%
Unsure/don’t know	4%	4%
Dissatisfied	1%	<1%
Very dissatisfied	<1%	<1%
Don't know/no opinion	1%	-

POST-TRIP EVALUATION

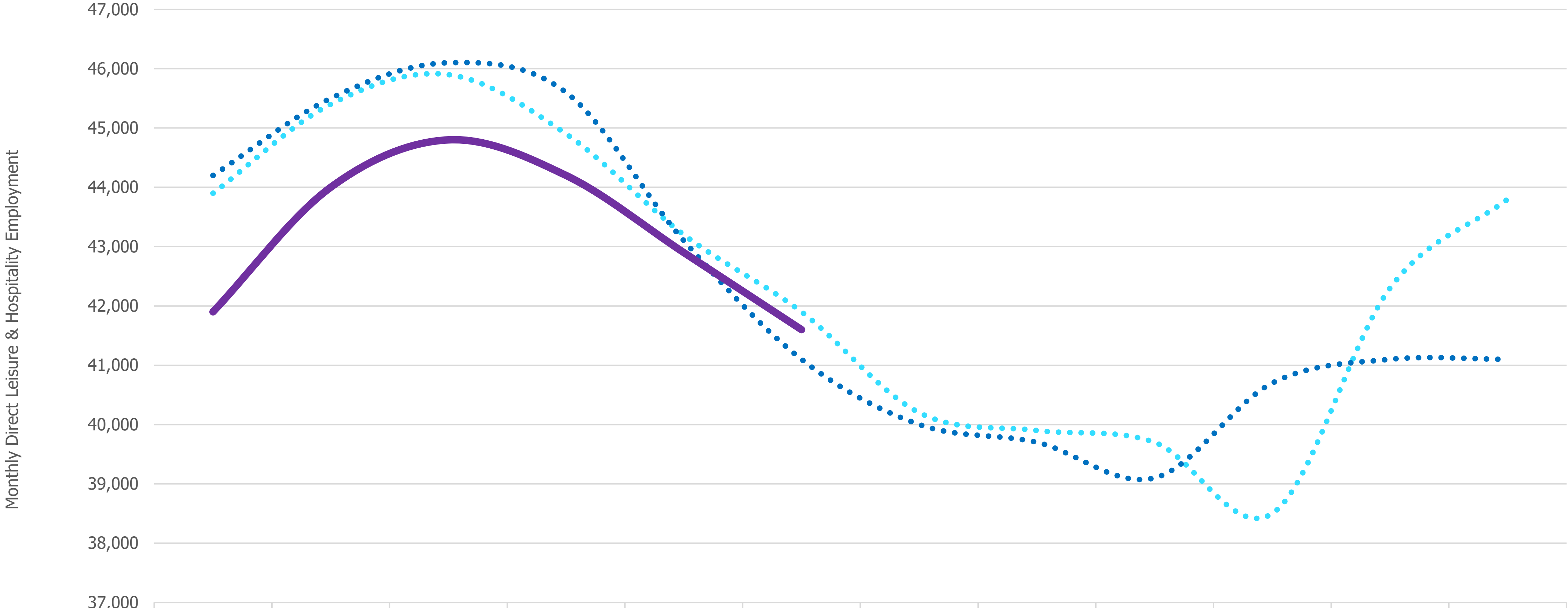
Visitor Concerns[1]	Apr – Jun 2025	Apr – Jun 2026
Traffic	31%	26%
Insects	22%	20%
Beach seaweed	12%	16%
High Prices	18%	15%
Damaged buildings, signs, and landscapes	14%	12%
Construction noise/activity	12%	11%
Water quality	6%	5%
Lack of nightlife	5%	5%
Red tide	5%	4%
Weather	7%	4%
Quality of accommodations	2%	1%
Other	2%	3%
Nothing	28%	34%

[1]Multiple responses permitted.

Industry Data

LEISURE & HOSPITALTY EMPLOYMENT

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

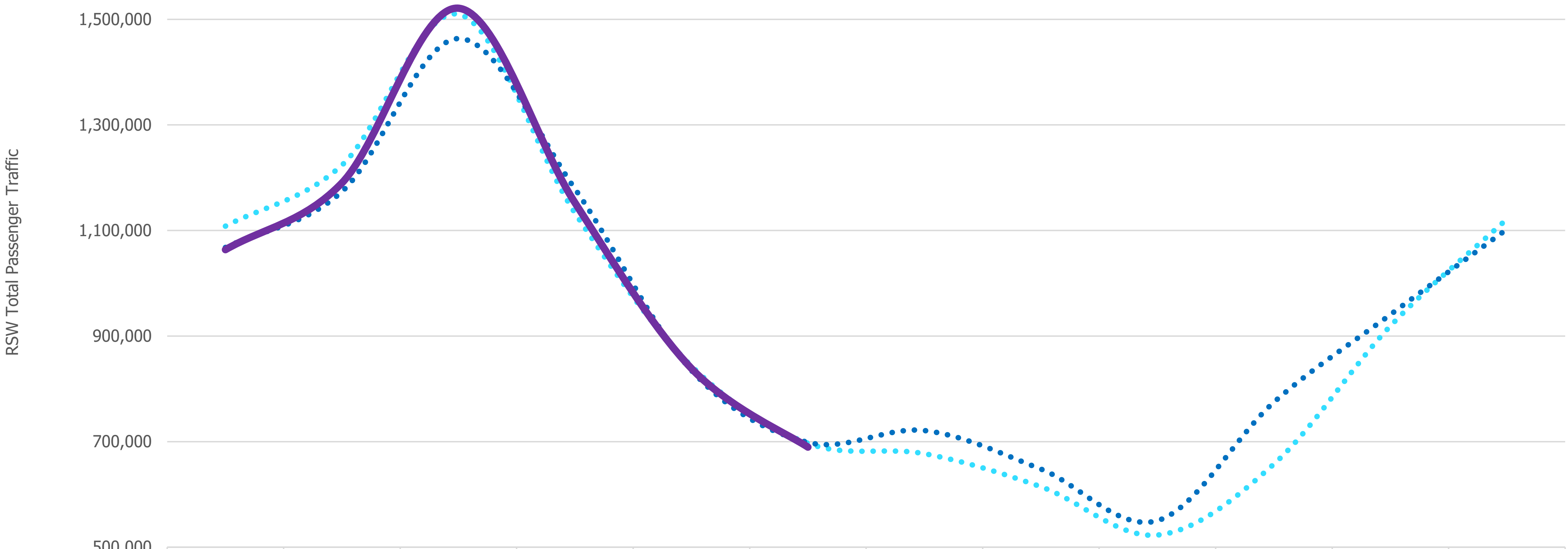


	January	February	March	April	May	June	July	August	September	October	November	December
2024	43,900	45,400	45,900	44,900	43,200	41,900	40,200	39,900	39,700	38,500	42,300	43,800
2025	44,200	45,500	46,100	45,600	43,100	41,100	40,000	39,700	39,100	40,700	41,100	41,100
2026	41,900	44,000	44,800	44,200	42,900	41,600 (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 Traffic[1]

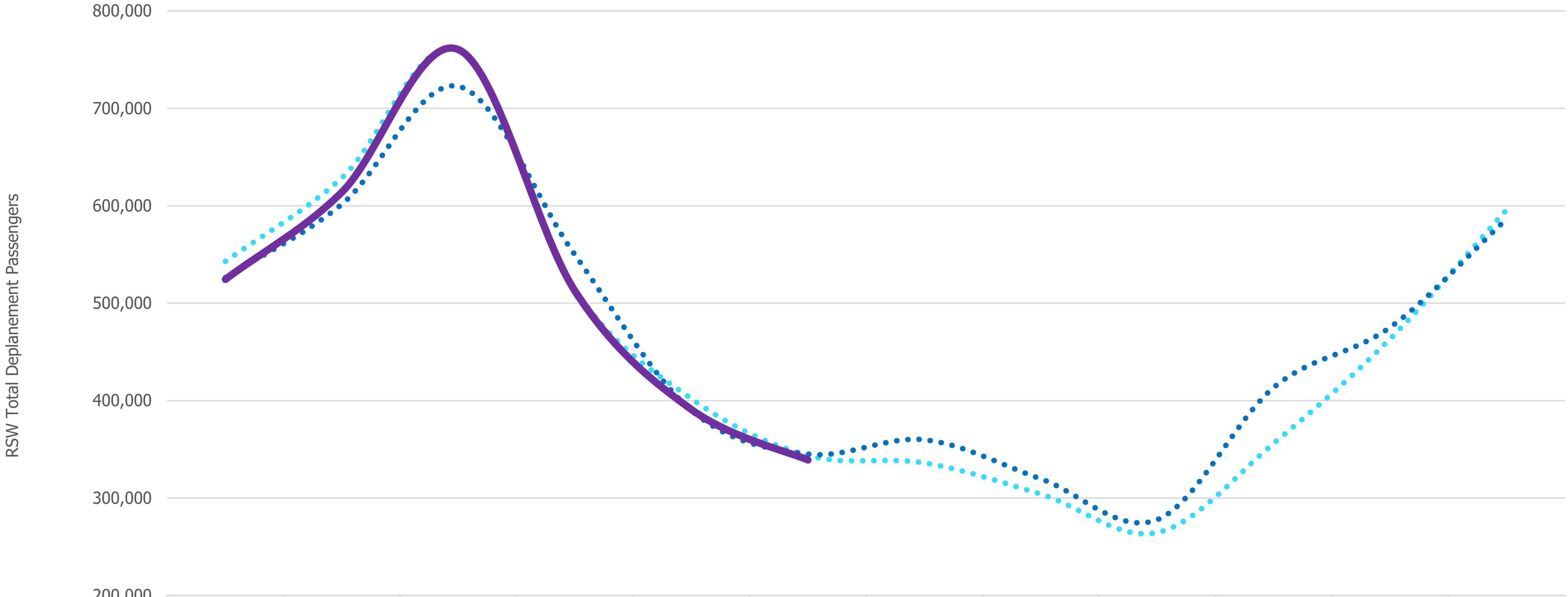


	January	February	March	April	May	June	July	August	September	October	November	December
2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004	657,488	919,108	1,121,793
2025	1,067,794	1,173,638	1,463,628	1,178,980	834,862	698,573	720,973	647,917	550,259	774,689	940,689	1,102,456
2026	1,063,645	1,190,070	1,521,149	1,152,669	838,639	689,514						

[1] SOURCE: Lee County Port Authority Monthly Statistics.

RSW DEPLANEMENT PASSENGERS

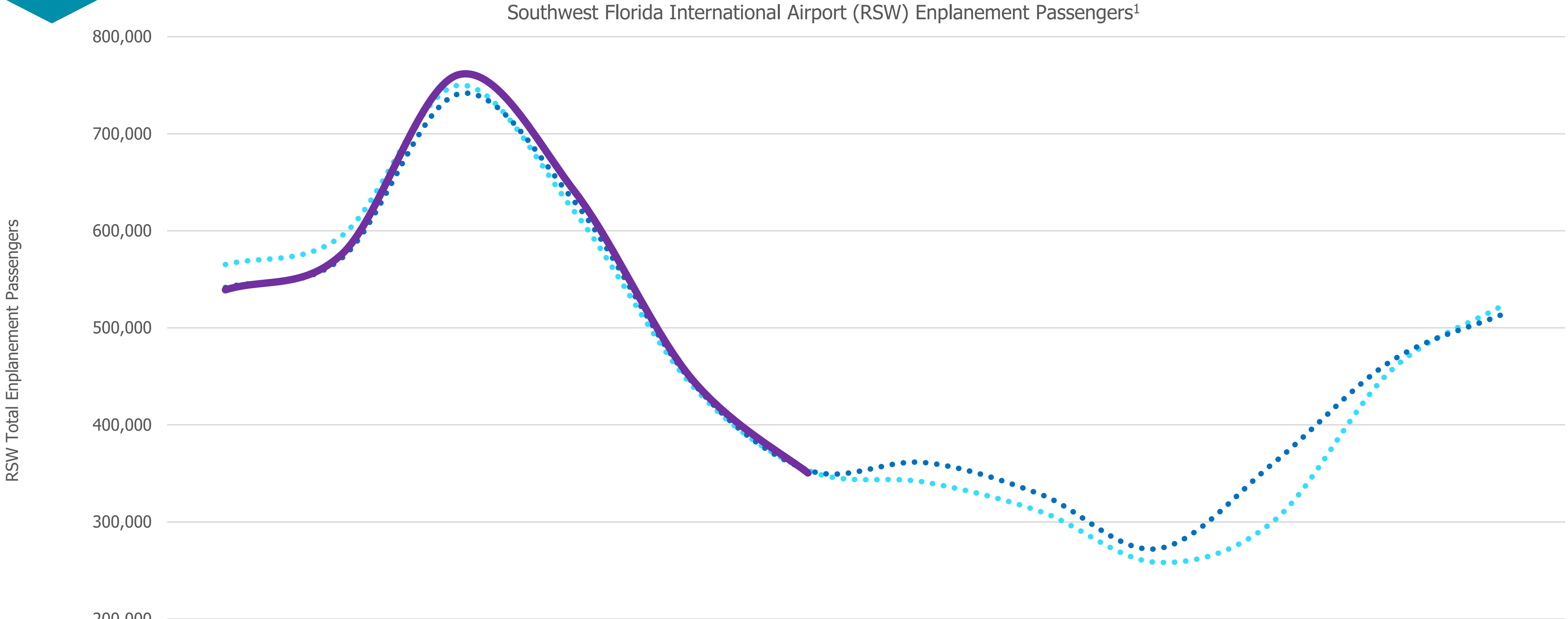
Southwest Florida International Airport (RSW) Deplanement Passengers[1]



	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	512,534	390,838	339,047						

[1] SOURCE: Lee County Port Authority Monthly Statistics.

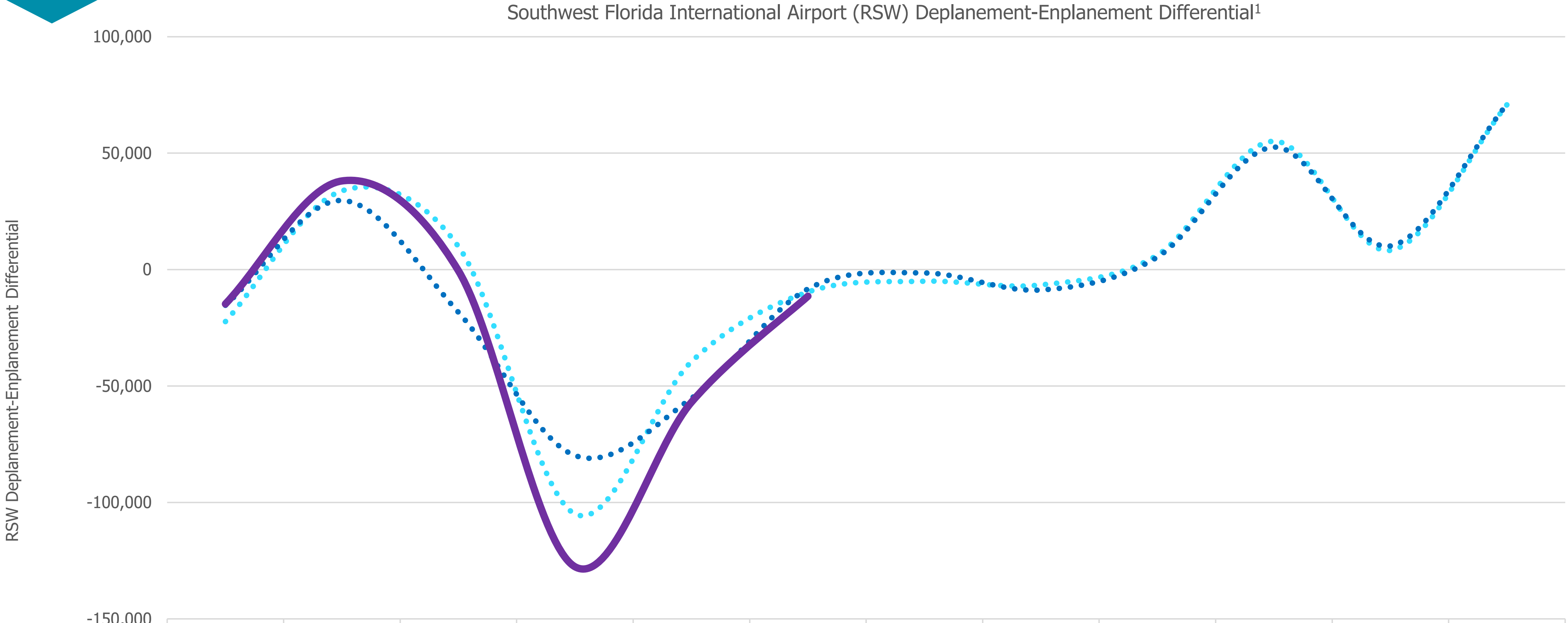
RSW ENPLANEMENT PASSENGERS



	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	640,135	447,801	350,467						

[1] SOURCE: Lee County Port Authority Monthly Statistics.

RSW DEPLANEMENT-ENPLANEMENT DIFFERENTIAL



	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	-127,601	-56,963	-11,420						

[1] SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

Licensed Transient Rental Units in Lee County, as of July 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**	**22,739**[2]

[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

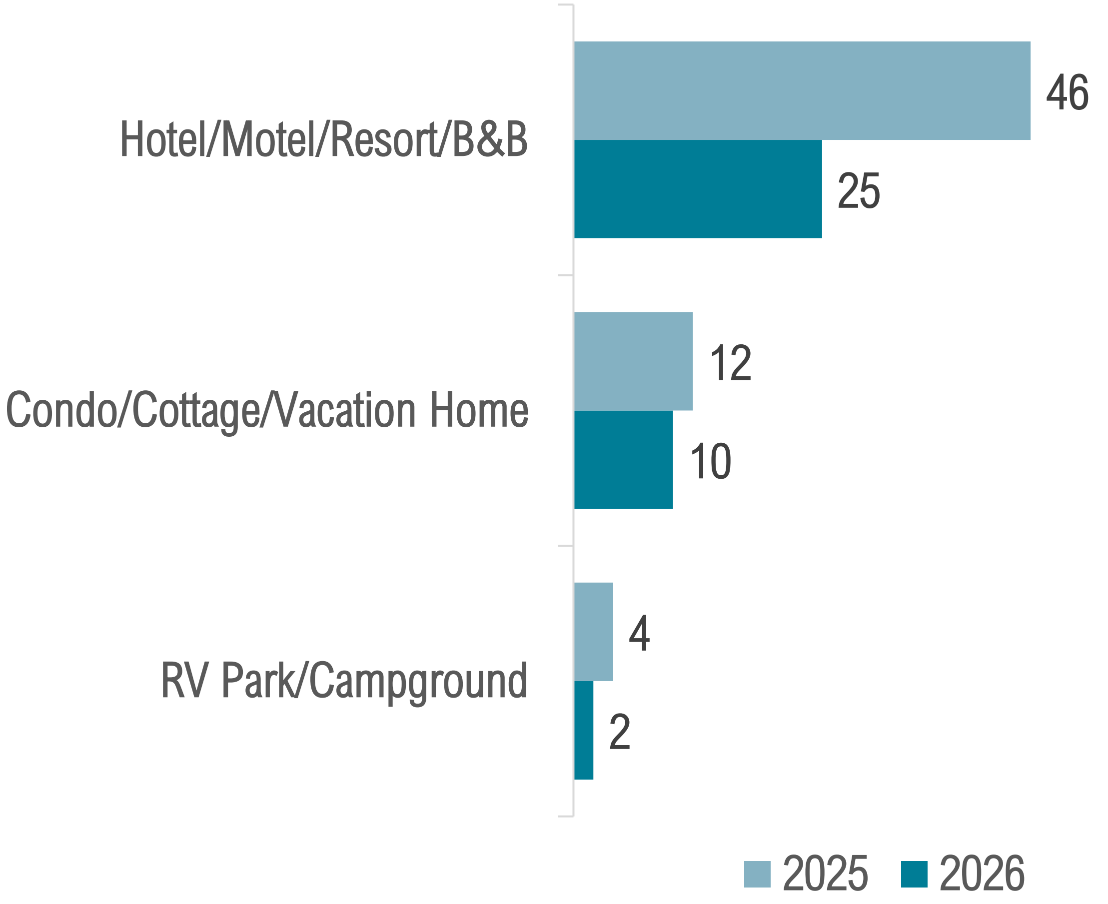
METHODOLOGY

- Economic Impact of tourism in Lee County is derived from:
  - Visitor Tracking Study
    - 901 surveys in public areas, hotels, at events around Lee County, and online via email or social media
    - Target individuals: April - June visitors to Lee County
    - Data Collection: April - June 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 3,700 hotel/rental/campground units (37 properties) reporting to DSG, 10,898 hotel units reporting to STR (90 properties), and 3,358 rental units (104 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: 37 completed surveys
    - Data Collection: Completed in July/August 2026 (for April - June 2026)
  - Total Sample Size:
    - Data from 3,700 hotel/rental/campground units reporting to DSG (representing 37 properties)
    - Data from 10,898 hotel units reporting to STR (representing 90 properties)
    - Data from 3,358 rental units reporting to KeyData (representing 104 property managers)

Number of Complete Responses

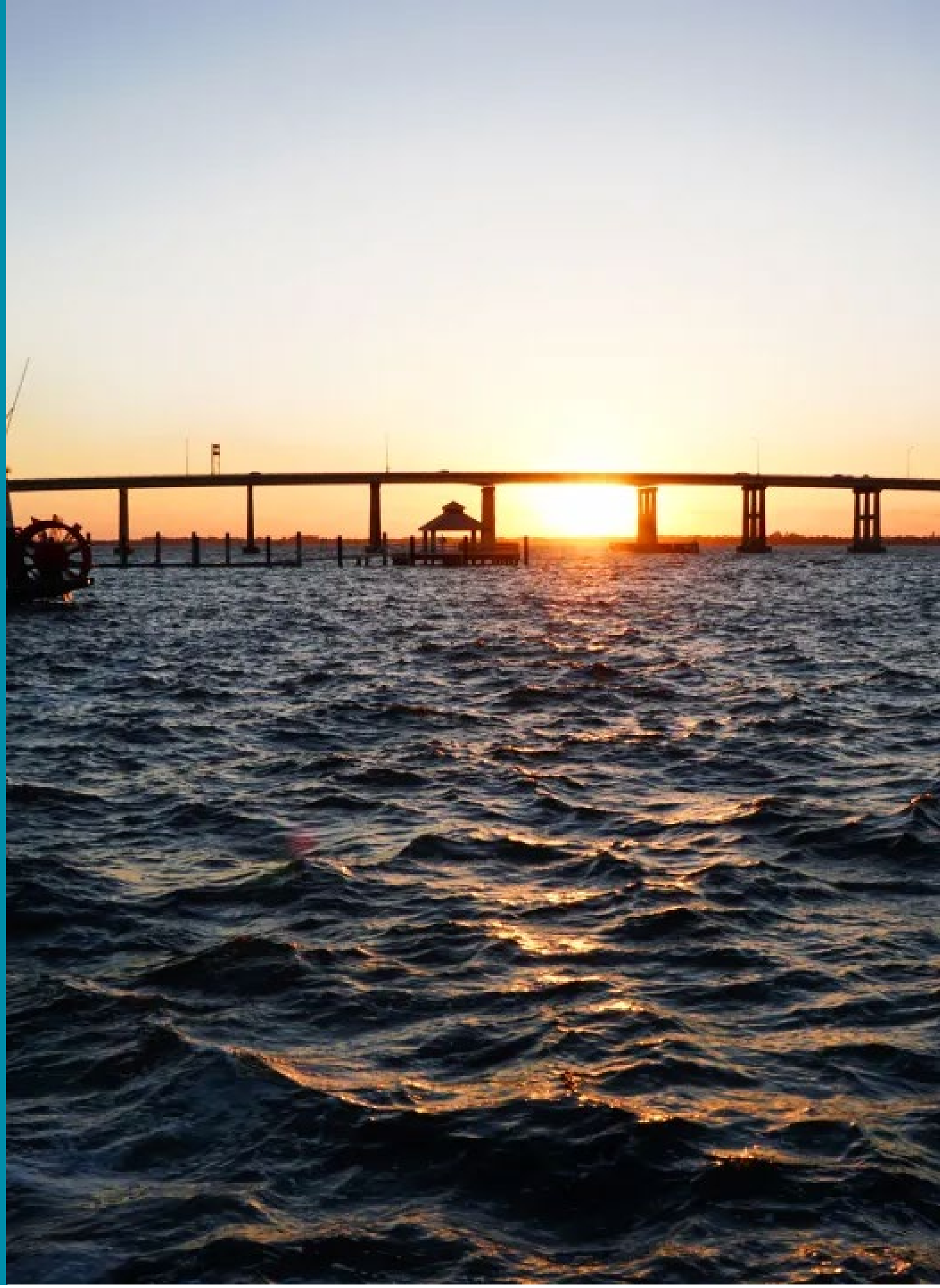


Fort Myers – Islands, Beaches and Neighborhoods

Lee County VCB

April - June 2026

Visitor Tracking, Occupancy, & Economic Impact Study



Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com