



Report to the Industry

September 15, 2026

July STR Summary

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
56.7%	58.2%	+ 2.7%	\$148.68	\$149.09	+ 0.3%	\$84.23	\$86.79	+ 3.0%

July 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
33.1%	34.7%	+ 4.8%	\$270.58	\$290.84	+ 7.5%	\$89.94	\$101.47	+ 12.8%

Bed Tax Collection

The preliminary resort tax collected for July 2026 was \$3,741,546, a 20.5% increase from July 2025 preliminary collections of \$3,104,832. Fiscal year-to-date preliminary tourist tax collections are \$51,763,222, an increase of 22.2% year-over-year.

Airport News

During July 2026, 680,168 passengers traveled through Southwest Florida International Airport, a decrease of 5.7% compared to July 2025. Year-to-date, passenger traffic is down 0.04% compared to the same period last year.

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, Oct. 8, 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.