



Report to the Industry

October 8, 2026

August 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
49.7%	49.4%	-0.6%	\$132.44	\$128.67	-2.8%	\$65.83	\$63.58	-3.4%

August 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
18.3%	18.5%	+ 1.1%	\$221.61	\$235.39	+ 6.6%	\$42.16	\$44.23	+ 4.8%

Bed tax collection

The preliminary tourist development tax collected for August 2026 was \$2,657,000, a 14.6% increase over August 2025 preliminary collections of \$2,319,407. Fiscal year-to-date preliminary tourist tax collections are \$54,496,493, an increase of 21.6% year-over-year.

Airport news

During August 2026, 609,026 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 6.0% compared to August 2025. Calendar year-to-date, passenger traffic is down 0.5% compared to the same period last year.

Strategic plan update

Pamela Johnson, VCB executive director, gave a final update of the destination strategic plan. She reviewed the three overarching goals for the destination that were established to ensure the visitor economy continues to create economic opportunity and contribute to the quality of life in Lee County. The three goals are: (1) Optimization of Visitor Economy Impacts (2) Thought-leadership in Placemaking, and (3) Destination Adaptability. She then gave updates on each objective in the plan and how the internal VCB teams are implementing them using prioritized strategies as guidelines.

VCB annual meeting

The 2026 VCB Annual Meeting will take place on Tuesday, November 10 at the Sidney & Berne Davis Art Center. Doors open at 11:30 a.m. with the program beginning at 12:00 p.m. Friendly reminder that registration costs \$25 per person. To register please [click here](#).

Next TDC meeting

The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Nov. 12, 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. Contact: Pamela Johnson, PJohnson@leegov.com, Lee County VCB, 239-338-3500.

