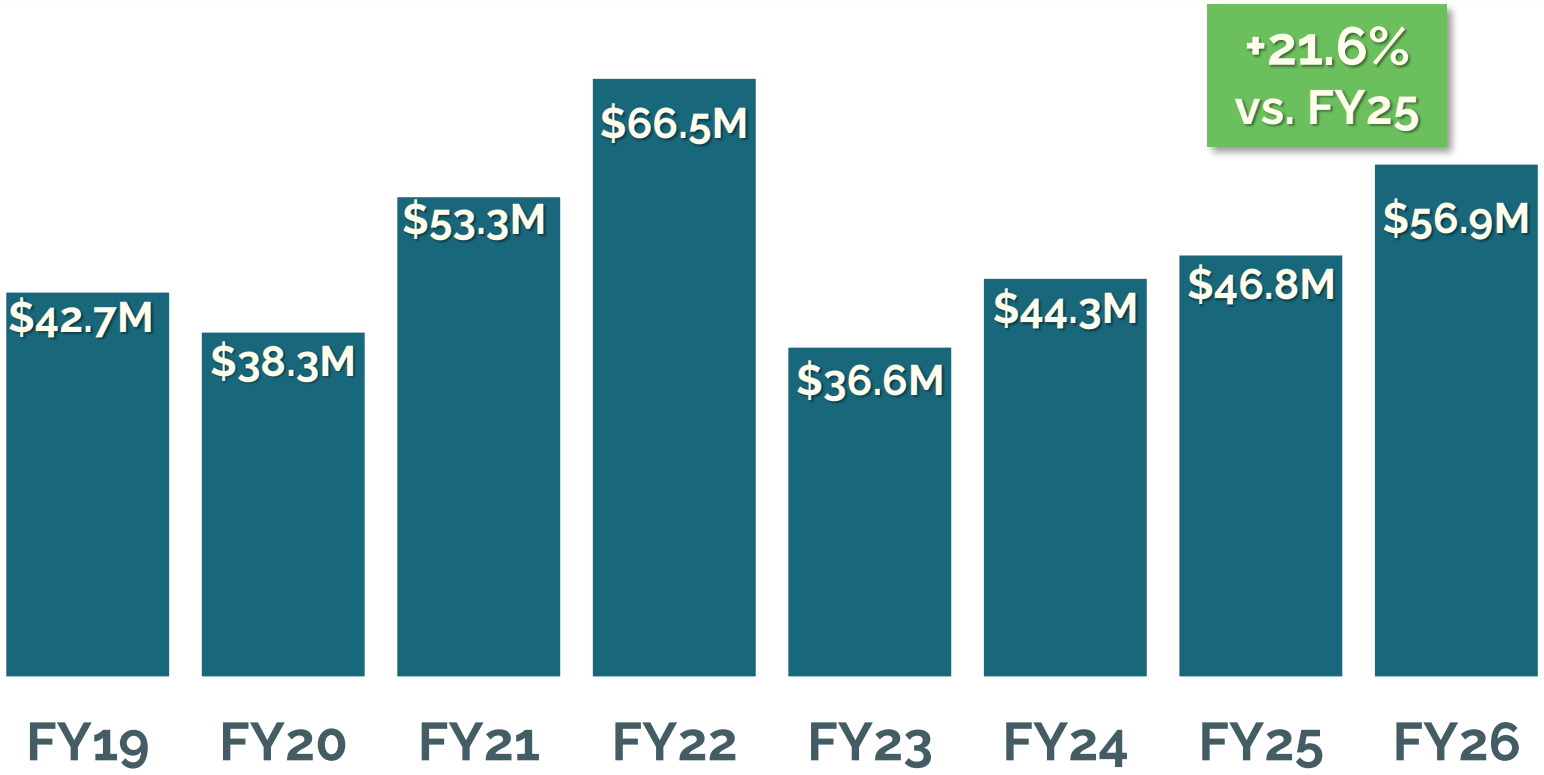
# Bed Tax




Source: Lee County Clerk of Court & Comptroller

# New Hotels Opened Last Year

| Area | Property Name | Rooms | Date Opened |
|---|---|---|---|
| **Fort Myers** | HomeTowne Studios Fort Myers (Exec Cir.) | 124 | April 2026 |
| **Sanibel** | Beachview Villas (W. Gulf Dr.) | 22 | June 2026 |
| **TOTAL** | | **146** | |

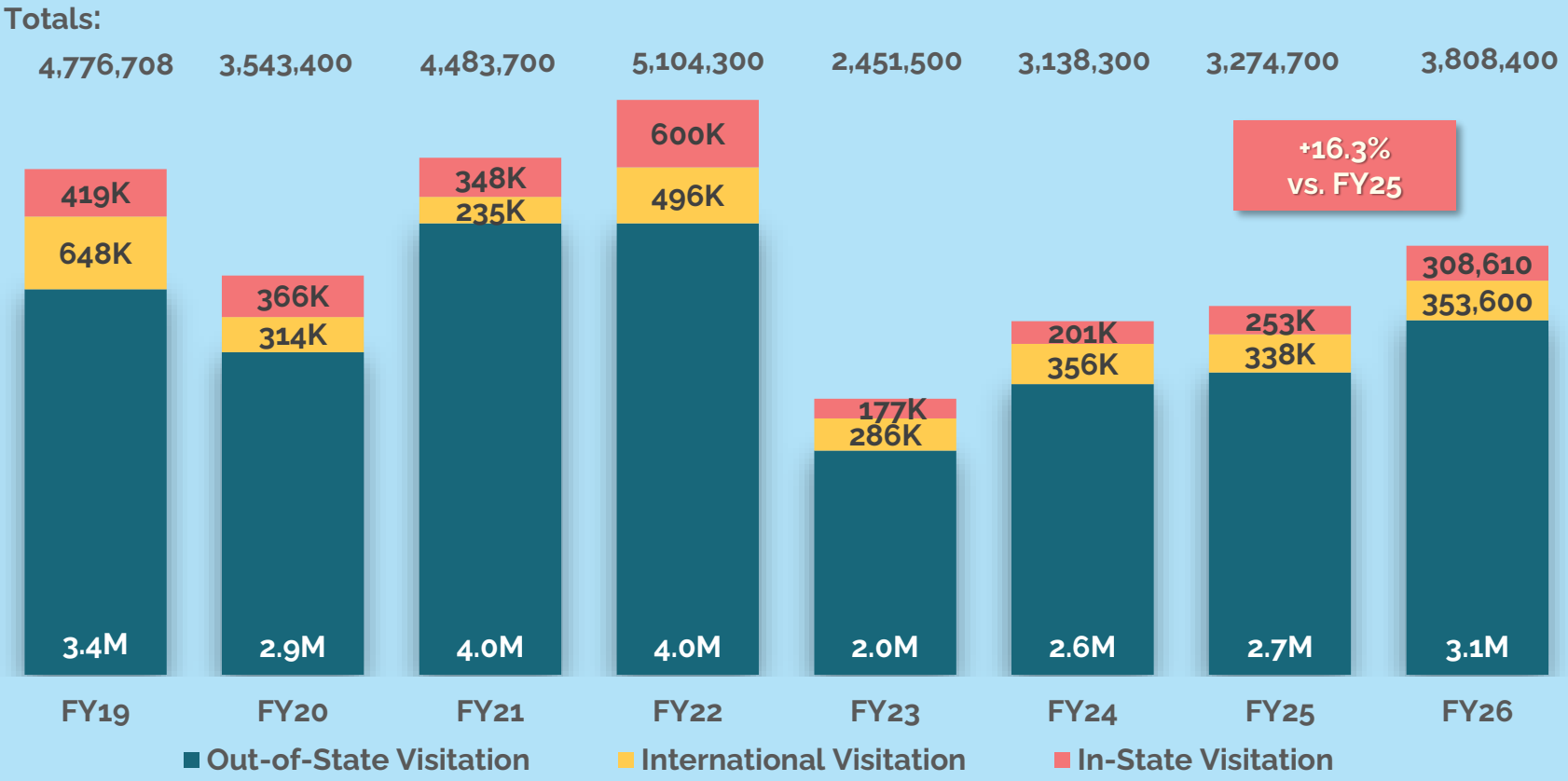
Source: Costar & Lee County VCB

# Hotels Under Construction

| Area | Property Name | Rooms | Projected Opening |
|---|---|---|---|
| **Cape Coral** | Lake Shadroe Resort & Marina (Burnt Store) | 48 | Early 2027 |
| | TownePlace Suites Cape Coral North (Pine Island Rd) | 112 | Mid 2027 |
| **Fort Myers** | Hampton Inn & Suites at Bell Tower (Big Pine Way) | 80 | Mid 2027 |
| | Hampton Inn Gulf Coast Town Center (Gulf Center Dr.) | 120 | Late 2027 |
| | Riverline Hotel (Edwards Dr.) | 196 | Mid 2028 |
| **Estero** | StudioRes Estero (Lyden Dr.) | 122 | Late 2027 |
| **Sanibel** | Island Inn (W. Gulf) | 22 | TBD |
| **TOTAL** | | **700** | |

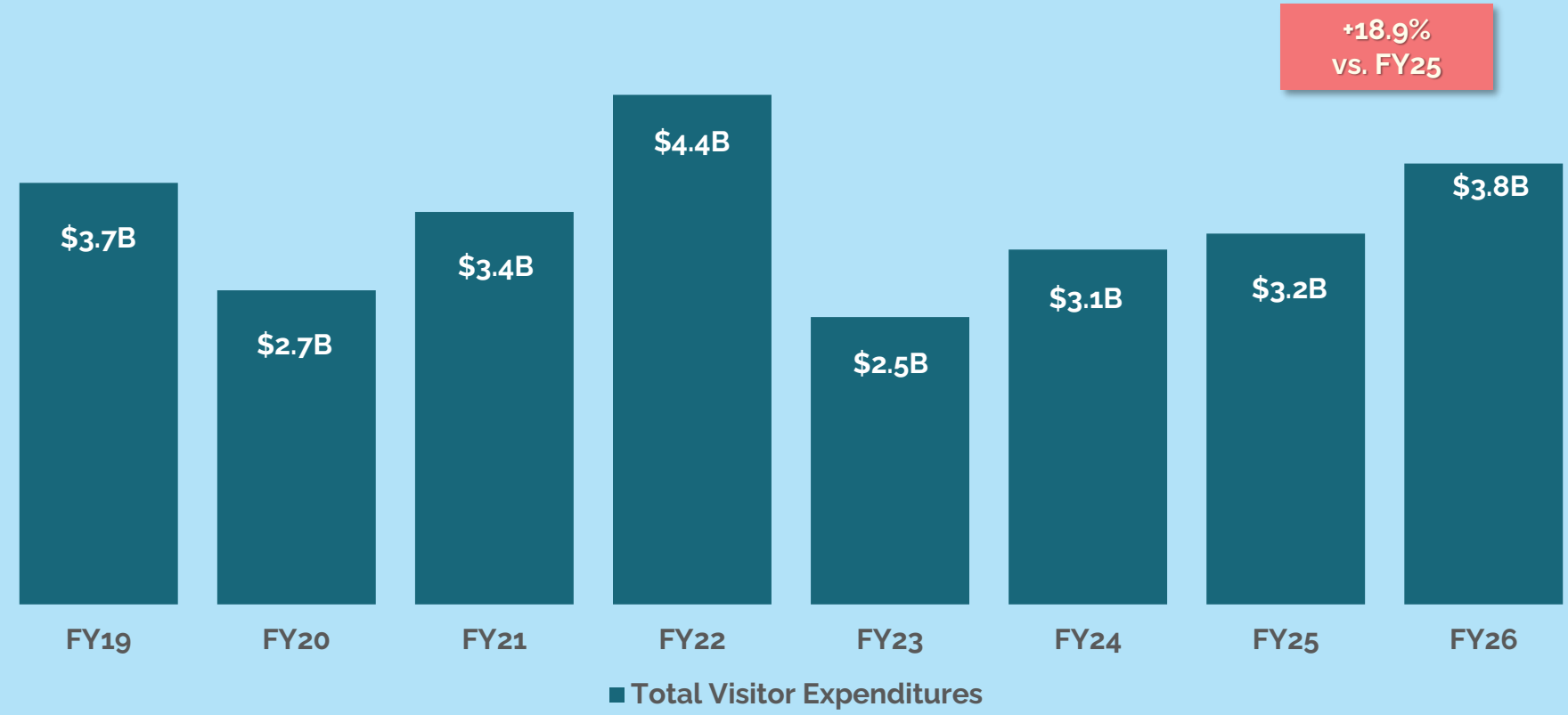
Source: Co-Star & Lee VCB

# Visitation




Source: Downs & St. Germain Research

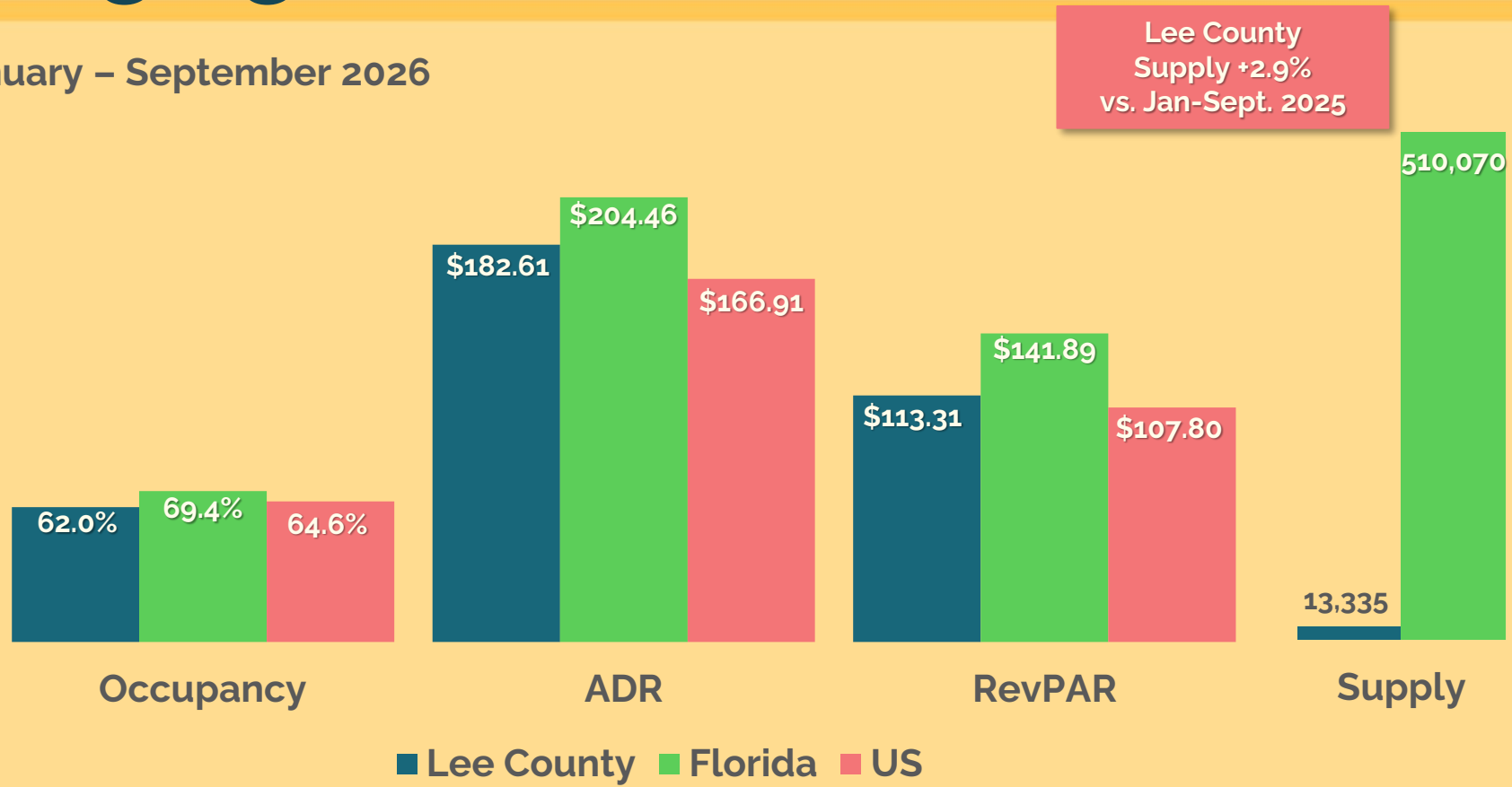
# Visitor Spending




Source: Downs & St. Germain Research

# Lodging Performance

January – September 2026




Source: STR

# Lodging Performance

Fiscal Year 2026

+13.0%
vs. FY25

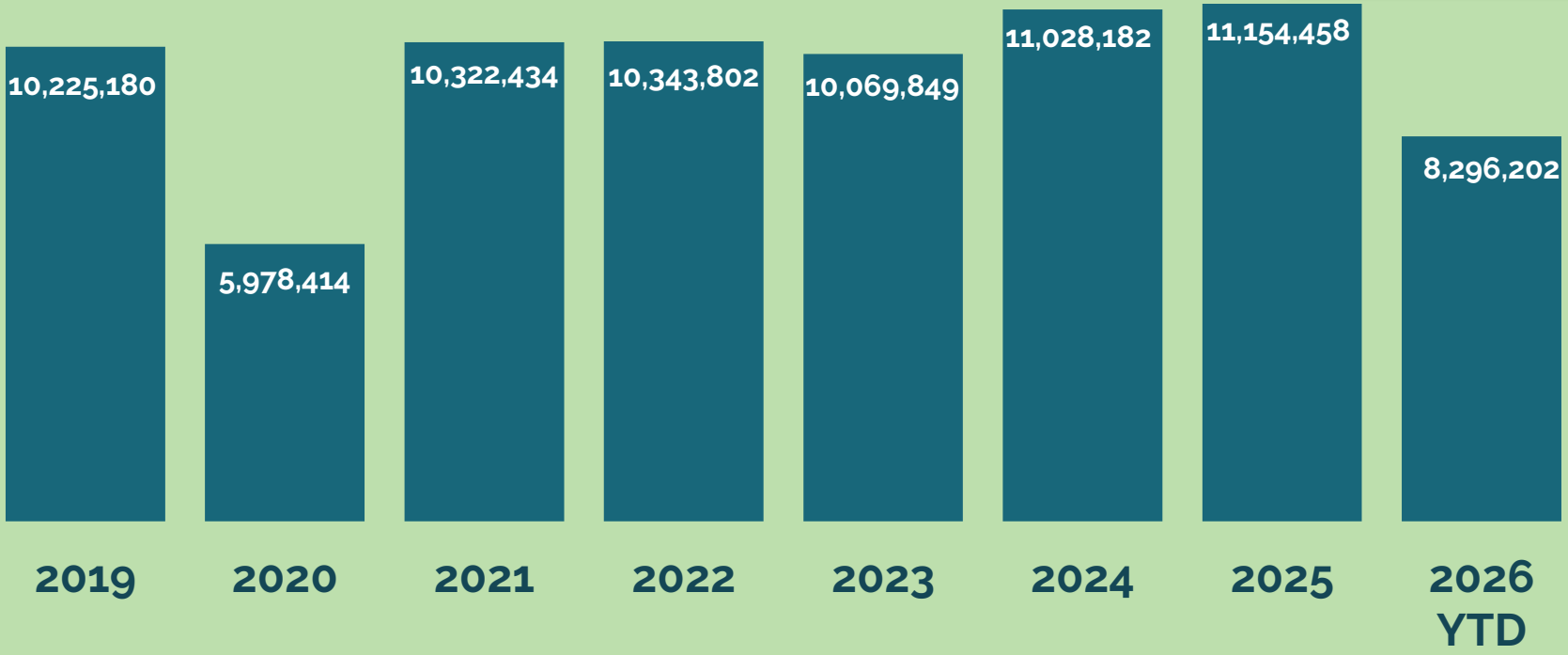
# 5.2 M
# Room Nights Sold

Source: Downs & St. Germain Research

# Southwest Florida International Airport (RSW) Traffic

*January – September 2026

- 0.5%
vs. Jan-Sept. 2025




Source: Lee County Port Authority

# 1,274

# CGSPs

## earned through



## Guests First

Customer Service Training Program