



Report to the Industry

Aug. 8, 2024

April-June 2024 Statistics

During April-June of 2024, the Fort Myers area hosted 809k visitors who spent an estimated \$747 million while visiting – a 31.4% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$542 million (73% of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy (+4.7%) and in average daily rate (ADR; +11.9%) resulting in a 17.2% increase in revenue per available room (RevPAR).

Occupancy Summary

	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2023	2024	2023	2024	2023	2024
Hotel/Motel/Resort/B&B	70.0%	62.6%	\$150.23	\$154.43	\$105.16	\$96.67
Condo/Cottage/Vacation Home	23.1%	33.5%	\$197.22	\$241.53	\$45.56	\$80.91
RV Park/Campground	50.0%	72.5%	\$74.09	\$90.74	\$37.05	\$65.79
OVERALL	53.3%	55.8%	\$151.93	\$170.05	\$80.92	\$94.83

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2023	2024	2023	2024
Paid Accommodations	68%	66%	399,300	531,400
Non-Paid Accommodations	30%	33%	178,100	268,600
Day Trippers	2%	1%	14,200	8,900
Total Visitation	100%	100%	591,600	808,900

Visitor Origins		
	%	
	2023	2024
United States	85.8%	91.4%
Canada	8.5%	5.0%
UK	1.0%	0.6%
Germany	2.3%	1.4%
Other Europe	0.7%	0.4%
Other International	1.7%	1.2%

Visitor Origin Cities		
	%	
	2023	2024
New York City	5%	5%
Chicago	4%	5%
Minneapolis – Saint Paul	3%	4%
Atlanta	4%	4%
Indianapolis	1%	3%
Boston	3%	3%
Detroit	3%	3%



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June STR summary

STR reports hotel data in Lee County

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
67.1%	58.5%	-12.9%	\$134.16	\$137.70	+2.6%	\$90.09	\$80.54	-10.6%

June Key Data summary

Key Data reports vacation rental data in Lee County

Average Occupancy Rate			Average Daily Rate			RevPAR		
2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
26%	32%	25.8%	\$196	\$248	26.6%	\$50	\$80	59.3%

Bed tax collection

The preliminary resort tax collected for June 2024 was \$2,934,880, a 22.0% increase over June 2023 preliminary collections of \$2,405,557. Fiscal year-to-date preliminary tourist tax collections are \$37,078,137 an increase of 23.1% year-over-year.

Airport news

During June 2024, 696,867 passengers traveled through Southwest Florida International Airport (RSW), an increase of 8.3% in passenger traffic compared to June 2023. Year-to-date, passenger traffic is up 19.5% from the same period last year.

Special Presentations

Chadd Chustz, environmental project manager, Town of Fort Myers Beach, gave an update on the Estero Island beach renourishment and hurricane recovery project. The notice to proceed was issued on July 8, 2024, and the project area includes the north, central, and south segments of the island. Tropical Storm Debby impacted the project timeline, and the expected completion date has been slightly delayed. The state made \$35 million in grant funds available for hurricane restoration reimbursement, and the Town of Fort Myers Beach will take advantage of this program by submitting for eligible grants.

John Lai, Sanibel Captiva Chamber of Commerce, gave updates on the recovery on the islands. The chamber has worked to acquire new image and video assets to launch marketing campaigns to highlight open businesses for the summer and fall season. By their calculations, they are at 35% of available rooms open on Sanibel and Captiva and 76% of non-accommodation businesses are open in some form. This year's summer campaign to compliment Savor the Shore is called Summer of Fun. The campaign features their outdoor recreation offerings on the islands, and all clicks link back to the open businesses page on their website. The Wander app available on mobile devices allows visitors to see what businesses are open on the islands, where they are located, and the hours they are open. The visitor center is now open 7 days a week, and the most asked question is what is open on the islands. Sanibel's 50th anniversary celebration is planned for November 5 with an array of events that are available to view on the events page of their website.



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Strategic plan update

Tamara Pigott, VCB executive director, gave an 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.

April – June 2024 research report

Joseph St. Germain, DSG, presented an overview of April-June visitor research. Lee County welcomed 808,900 visitors during this time, an increase of 36.7% compared to 2023, resulting in direct visitor spending exceeding \$747 million. He added that 66% of visitors flew to the Fort Myers area, with one in two flying in through RSW. He reported that the international market accounted for 8.6% of visitors during the April through June timeframe, with Canada representing the largest share at 5.0%. He reported that 40% of our visitors were families, and 40% were a couple. [Find the full report here.](#)

Sports update

Jeff Mielke, Sports Development director, reported that 37,384 room nights sold in the months April through June 2024 with direct visitor spending of more than \$14.9 million.

Old business

- a. The TDC unanimously approved the May 9, 2024 TDC meeting minutes.
- b. The TDC unanimously approved the FY2024-25 proposed budget report.

New business

- a. The TDC unanimously approved the third quarter FY23/24 budget reports and
- b. The TDC formalized recommendations for BoCC approval of FY24/25 Events Marketing funding, for twelve events totaling \$192,500.
- c. The TDC formalized recommendations for BoCC approval of FY24/25 Attractions Marketing funding, for 35 attractions totaling \$600,000.

Next TDC meeting

There will be no TDC meeting in September. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Oct. 10, 2024**, 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: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.