



Report to the Industry

November 14, 2024

July-September 2024 Statistics

During July-September of 2024, the Fort Myers area hosted 695k visitors who spent an estimated \$634 million while visiting – an 8.5% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$460 million (73% of the total). Lee County’s lodging industry experienced a year-over-year decrease in average occupancy (-6.7%) and an increase in average daily rate (ADR; +8.8%) resulting in a 1.6% 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	64.1%	54.2%	\$132.67	\$125.49	\$85.04	\$68.02
Condo/Cottage/Vacation Home	23.5%	26.8%	\$165.18	\$212.20	\$38.82	\$56.87
RV Park/Campground	54.3%	63.4%	\$79.20	\$84.97	\$43.01	\$53.87
OVERALL	50.6%	47.2%	\$134.26	\$146.09	\$67.94	\$68.99

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2023	2024	2023	2024
Paid Accommodations	67%	67%	472,800	465,000
Non-Paid Accommodations	30%	31%	216,300	218,300
Day Trippers	3%	2%	17,600	11,800
Total Visitation	100%	100%	706,700	695,100

Visitor Origin Regions	%	
	2023	2024
United States	86.7%	84.5%
Canada	6.8%	7.5%
UK	1.0%	1.3%
Germany	3.0%	3.4%
Other Europe	1.2%	1.7%
Other International	1.3%	1.6%

Visitor Origin Cities	%	
	2023	2024
New York	9%	6%
Chicago	5%	5%
Atlanta	4%	4%
Cleveland – Akron	5%	3%
Minneapolis – St. Paul	1%	3%
Detroit	2%	3%

September 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
61.6%	49.9%	-19.0%	\$126.80	\$117.12	-7.6%	\$78.17	\$58.49	-25.2%

September 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
17.0%	17.6%	3.9%	\$141	\$164	15.7%	\$23	\$28	19.4%

Bed tax collection

The Lee County Visitor & Convention Bureau (VCB) reported bed tax collections of \$44.3 million for FY24, an increase of 21.0% when compared to FY23. For the month of September 2024, the resort tax collected was \$1,920,095, a 0.48% increase over September 2023 collections of \$1,910,880.

Airport news

During September 2024, 523,004 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 6.7% in passenger traffic compared to September 2023. Year-to-date, passenger traffic is up 14.3% from the same period last year.

2024 Annual Meeting Recap

On November 6, 2024, the VCB held their Annual Meeting where the FY 2024-2025 sales and marketing plan was unveiled. To view copies of the presentations and videos shown at the meeting, and to view the Sales and Marketing plan, [please click here](#).

Next TDC meeting

There was no TDC meeting in November due to the annual meeting. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Dec. 12, 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.