



Report to the Industry

Dec. 12, 2024

July-September 2024 Statistics

During July-September of 2024, the Fort Myers area hosted 695,100 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 City	9%	6%
Chicago	5%	5%
Cleveland – Akron	4%	4%
Atlanta	5%	3%
Cincinnati	1%	3%
Washington, DC	2%	3%



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October 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
62.3%	62.1%	-0.3%	\$137.43	\$133.40	-2.9%	\$85.65	\$82.88	-3.2%

October 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
23%	20.5%	-11.9%	\$159	\$167	5.0%	\$37	\$34	-7.5%

Bed tax collection

The preliminary resort tax collected for October 2024 was \$1,908,697, a 13.2% decrease over October 2023 preliminary collections of \$2,198,594. Fiscal year-to-date preliminary tourist tax collections are \$2,037,234 a decrease of 9.5% year-over-year.

Airport news

During October 2024, 657,488 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 10.9% compared to October 2023. Year-to-date, passenger traffic is up 12.0% from the same period last year.

Marketing report

Brian Ososky, VCB Marketing Director, presented the new Just Feels Right brand campaign that will roll out in early 2025, including the campaign anthem as well as print and digital creative executions. He shared integrated media packages from AFAR, Garden & Gun and The New York Times, as well as a "mega campaign" utilizing VRBO and Dotdash Meredith to promote the area's vacation rentals. He also previewed the new 2025 digital visitor guide, provided updates about the upcoming Ag Expo, and looked in on our newest neighborhood webcam on Pine Island.

New business

- The TDC approved the fourth quarter FY23/24 budget reports.
- The TDC approved the [2025 meeting dates](#).
- The TDC selected Jay Johnson to serve as vice chairman for 2025.
- The TDC approved the FY25 sales and marketing plan.

2025 TDC meeting dates

Jan. 16 – 9 a.m.	April 10 – 9 a.m.	July – no meeting	Oct. 9 – 9 a.m.
Feb. 13 – 9 a.m.	May 8 – 2 p.m.	Aug. 14 – 9 a.m.	Nov – no meeting
March – no meeting	June 12 – 9 a.m.	Sept. – no meeting	Dec. 11 – 9 a.m.



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Next TDC meeting

The next TDC meeting is scheduled for at **9 a.m., Thursday, Jan. 16, 2025** at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, visit www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.