



Report to the Industry

Feb. 13, 2025

October-December 2024 Statistics

During October-December of 2024, the Fort Myers area hosted 867k visitors who spent an estimated \$680 million while visiting – a 3.2% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$505 million (74% of the total). Lee County’s lodging industry experienced a year-over-year increase in average occupancy (+5.0%) and a slight decrease in average daily rate (ADR; -0.3%) resulting in a 4.7% 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	64.6%	65.1%	\$147.26	\$143.35	\$95.13	\$93.32
Condo/Cottage/Vacation Home	25.6%	29.9%	\$205.27	\$224.90	\$52.55	\$67.25
RV Park/Campground	80.0%	75.0%	\$81.74	\$87.25	\$65.39	\$65.44
OVERALL	55.2%	58.0%	\$154.89	\$154.37	\$85.53	\$89.53

Visitation and Visitor Origins

Total Visitation				
	%		Visitor Estimates	
	2023	2024	2023	2024
Paid Accommodations	69%	67%	556,100	581,900
Non-Paid Accommodations	29%	32%	230,500	276,600
Day Trippers	2%	1%	19,200	8,700
Total Visitation	100%	100%	806,000	867,200

Visitor Origins		
	%	
	2023	2024
United States	86.8%	86.7%
Canada	6.4%	6.7%
Germany	3.6%	3.1%
United Kingdom	1.3%	1.4%
Other Europe	1.0%	1.0%
Other International	0.9%	1.1%

Visitor Origin Cities		
	%	
	2023	2024
Chicago	4%	6%
New York	5%	5%
Atlanta	4%	5%
Detroit	3%	3%
Philadelphia	3%	3%
Minneapolis-St. Paul	3%	3%
Boston	2%	3%



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December 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
63.4%	64.8%	2.2%	\$156.42	\$154.29	-1.4%	\$99.16	\$100.00	0.9%

December 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
35%	38%	6.3%	\$242	\$271	11.9%	\$86	\$103	19.7%

Bed tax collection

The preliminary resort tax collected for December 2024 was \$3,602,161, a 2.06% increase compared to December 2023 preliminary collections of \$3,529,478. Fiscal year-to-date preliminary tourist tax collections are \$8,684,938, a decrease of 0.38% year-over-year.

Airport news

During December 2024, 1,121,793 passengers traveled through Southwest Florida International Airport, an increase of 2.5% compared to December 2023. The airport finished 2024 with 11,028,182 passengers, which was a 9.5% increase compared to 2023.

Special Presentation

Jacki Lyszak, Fort Myers Beach Chamber of Commerce President, gave updates on the recovery of the island. TDC funds repaired the Roxie Visitor Information Center. The Town of Fort Myers Beach lent the property for the Roxie to serve as a visitor information booth and a venue for business networking events. Tear-off maps were created to assist visitors on the island along with the creation of a Bayside Veterans Park concert series. Lyszak also reported the chamber has 442 business members at this time.

October – December 2024 research report

Joseph St. Germain, DSG, presented a broad overview of the October-December 2024 visitor research. Lee County welcomed 867,200 visitors during this time, an increase of 36.7% compared to 2023, resulting in direct visitor spending exceeding \$679 million. He reported that in-state visitation increased from 6.7% to 8.6% with the most growth coming from Miami-Ft. Lauderdale and West Palm Beach-Ft. Pierce. He reported on a Hurricane Sentiment Study conducted in Lee, Charlotte, and Sarasota counties to assess consumer sentiment regarding future travel following a hurricane. Only 2% of potential visitors would not visit Lee County in the next six months because of Hurricanes Helene and Milton and only 5% of visitors have cancelled a trip to Lee County. [Find the full report here.](#)



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Sports update

Jeff Mielke, Sports Development director, reported that 64,264 room nights sold in the months October through December 2024 with direct visitor spending of more than \$30.3 million. For CY24, 178,680 room nights sold with direct visitor spending of more than \$77.4 million. Mielke reported that Lee County hosted 163 events, 20 more than 2023, and the Red Sox and Twins finished 2nd and 4th in total attendance for the 2024 Spring Training season.

TDC Funding Requests

The TDC recommended the Board of County Commissioners consider funding 2 projects from tourist development tax reserves:

- a. Sanibel Causeway Islands Improvements project totaling \$514,000
- b. The design portion of the Adaptive Baseball Field Complex project with a 50% match from Lee County, and a presentation on the ROI of the project before more funds are considered

New business

- a. The TDC unanimously approved the first quarter FY24/25 budget reports

Events & Attractions Subcommittee

After a request for volunteers by Vice-Chairman Johnson, the following members were unanimously approved to serve as the Events & Attractions Subcommittee: Pamela Cronin, Jay Johnson, Councilwoman Holly Smith, Councilman Bill Steinke, and Bill Waichulis.

Next TDC meeting

There will be no TDC meeting in March. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Apr. 10, 2025**, 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.