



Report to the Industry

Mar. 13, 2025

January STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
71.2%	67.7%	-4.9%	\$190.60	\$187.90	-1.4%	\$135.71	\$127.16	-6.3%

January Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
44.5%	46.5%	+4.6%	\$242	\$256	+5.9%	\$108	\$119	+10.7%

Bed tax collection

The preliminary resort tax collected for January 2025 was \$5,428,529, a 4.93% increase over January 2024 preliminary collections of \$5,173,635. Fiscal year-to-date preliminary tourist tax collections are \$14,304,515, an increase of 2.08% year-over-year.

Airport news

During January 2025, 1,108,190 passengers traveled through Southwest Florida International Airport, a decrease of 3.6% compared to January 2024.

Next TDC meeting

There was no TDC meeting in March. The next TDC meeting is scheduled for at **9 a.m., Thursday, April 10**, at the Lee County Administration East Building, 2201 Second St., Room 118, 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.