Report to the Industry

Aug. 13, 2026

April-June 2026 Statistics

During April-June of 2026, the Fort Myers area hosted over 995K visitors who spent an estimated $912M while visiting – a 20.8% increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated $707M (78% of the total). Lee County's lodging industry experienced a year-over-year increase in average occupancy (+8.4%; note 3.6% more units were available) and an increase in average daily rate (ADR; +7.5%) resulting in a 16.4% increase in revenue per available room (RevPAR).

Paid Accommodations Summary

Paid Accommodation Types	Average Occupancy Rate		Average Daily Rate		RevPAR	
	2025	2026	2025	2026	2025	2026
Hotel/Motel/Resort/B&B	59.4%	64.1%	$167.78	$175.61	$99.66	$112.57
Condo/Cottage/Vacation Home	33.0%	37.9%	$275.04	$302.67	$90.76	$114.71
RV Park/Campground	65.0%	67.0%	$85.00	$90.00	$55.25	$60.30
OVERALL	***52.4%***	***56.8%***	***$172.89***	***$185.77***	***$90.64***	***$105.55***

Visitation and Visitor Origins

Total Visitation				
Visitor Types	%		Visitor Estimates	
	2025	2026	2025	2026
Paid Accommodations	69%	70%	591,800	696,900
Non-Paid Accommodations	30%	28%	259,700	274,800
Day Trippers	1%	2%	11,200	23,800
Total Visitation	***100%***	***100%***	***862,700***	***995,500***

Visitor Origin Regions	%	
	2025	2026
United States	90.3%	90.4%
Canada	5.5%	3.9%
Germany	1.2%	2.1%
United Kingdom	0.9%	0.8%
Other Europe	0.3%	0.3%
Other International	1.8%	2.5%
Total	***100.0%***	***100.0%***

Top 5 Visitor Origin Markets	%	
	2025	2026
New York City	6.8%	5.1%
Philadelphia	4.0%	4.4%
Chicago	5.2%	3.9%
Minneapolis-St. Paul	3.5%	3.3%
Boston	3.4%	2.7%
Total	***22.9%***	***19.4%***

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June STR summary

STR reports hotel data in Lee County

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
56.0%	56.6%	+ 1.1%	$152.84	$152.58	- 0.2%	$85.52	$86.32	+ 0.9%

June Key Data summary

Key Data reports vacation rental data in Lee County

Average Occupancy Rate			Average Daily Rate			RevPAR		
2025	2026	% Change	2025	2026	% Change	2025	2026	% Change
27.0%	30.6%	+ 13.3%	$290.96	$296.04	+ 1.7%	$77.58	$91.02	+ 17.3%

Bed tax collection

The preliminary resort tax collected for June 2026 was $3,813,291, a 20.7% increase over June 2025 preliminary collections of $3,158,976. Fiscal year-to-date preliminary tourist tax collections are $47,956,911, an increase of 22.2% year-over-year.

Airport news

During June 2026, 689,514 passengers traveled through Southwest Florida International Airport (RSW), a decrease of 1.3% in passenger traffic compared to June 2025. Year-to-date, passenger traffic is up 0.6% from the same period last year.

Communications Report

Jackie Parker and Miriam Dotson, VCB communications managers, reported 8.9 billion media impressions for April through June. Parker credited the surge in impression numbers for April and May to the Sports Illustrated Swimsuit issue. She also shared coverage in Go RVing from a recent press trip with travel writer and fly fisherman Robert Annis. Dotson discussed the Canadian group press trip and the coverage produced in top Canadian publications, blogTO and Narcity. She also showcased results from the pre and post IPW press trips with Canadian and UK travel media, the “Girls Gone Mild” domestic group press trip, an Island Hopper preview event and Boston Red Sox sales and media event. Parker also highlighted the VCB’s success in reaching a new market through a six-page spread in Dishing Jackson Hole. Upcoming efforts include a satellite media tour, press trips and media missions.

Sales Report

Natalie Duran, VCB director of sales, reported that group and domestic sales continue to perform well through Q3, with strong conversion rates and group room nights ahead of pace despite lower RFP volume and shorter booking windows. The sales team generated qualified leads through key meeting planner and travel trade events, including the HelmsBriscoe Annual Business Conference, ASTA Global Convention, AAA sales calls, and a Tampa and Orlando sales mission, connecting with more than 220 travel advisors and 66 qualified meeting planners. FAM and site visit attendance, along with destination education events, also exceeded quarterly goals. Looking ahead, the team will focus on Connect Marketplace and the Professional Fraternity Association Annual Convention to strengthen the sales pipeline and secure future group business.

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Charm Evans, Global Sales Manager, shared key quarterly highlights, including participation in the international trade show IPW, where the team conducted 140 one-on-one appointments with tour operators, airlines, OTAs, and media representatives, while also engaging in enrichment and networking opportunities. The team also hosted an international destination FAM experience in April, showcasing the area and its diverse experiences to travel trade partners from Scandinavia.

Visitor Services Report

Simone Behr, VCB visitor services director, reported that Tourism Ambassadors assisted 170,492 visitors and residents during the third quarter of FY26. Additional community support included Tourism Ambassadors helping at FineMark Pro Women's US Tennis, as well as various conferences. Visitor Services celebrated National Seashell Day with our volunteers handing out local shells and shell shaped lollipops to the traveling public at RSW. The team looks forward to hosting the 26th annual Elaine McLaughlin Outstanding Hospitality Service Awards on August 20th. To RSVP, please visit EAwards.org.

April – June 2026 research report

Joseph St. Germain, DSG, presented an overview of April-June visitor research. Lee County welcomed 995,500 visitors during this time, an increase of 15.4% compared to 2025, resulting in direct visitor spending exceeding $912 million. He reported that the international market accounted for around 9.6% of visitors during the April through June timeframe, with Canada representing the largest share at 3.9%. Find the full report here.

Sports update

Jeff Mielke, Sports Development director, reported that 37,954 room nights were sold in the months of April through June 2026 with direct visitor spending of more than $19.1 million.

New business

a. The TDC unanimously approved the funding request for Seafarer's Property on Fort Myers Beach in the amount of $71,950.
b. The TDC unanimously approved the third quarter FY25/26 budget reports.
c. The TDC unanimously approved the FY26/27 proposed budget.
d. The TDC formalized recommendations for BoCC approval of FY26/27 Events Marketing funding for 6 events totaling $132,550.
e. The TDC formalized recommendations for BoCC approval of FY26/27 Attractions Marketing funding for 39 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. 8, 2026**, 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: Pamela Johnson, PJohnson@leegov.com, Lee County VCB, 239-338-3500.