

Preparing Your Business for Summer Season Changes in Southwest Florida

Southwest Florida experiences a significant economic shift during the summer months (May–September) due to a drop in seasonal residents and tourist traffic. These changes can impact revenue, staffing, customer demand, and marketing strategies.

REGIONAL INSIGHTS

Tourism Decrease

Up to 40% decline in tourist visits (Source: Lee County Visitor & Convention Bureau)

Spending Shifts:

Increase in demand for indoor services, wellness products, home improvement, and local loyalty programs

Weather Considerations:

Higher temperatures and hurricane season affect customer behavior and operations

KEY PREPAREDNESS AREAS

1. Revenue & Cash Flow Planning

- Adjust revenue forecasts based on summer historical performance
- Delay major spending unless it's for operational improvements
- Build up reserves in Q1 and Q2 to carry through summer slowdowns

2. Local-Focused Marketing Strategy

- Shift focus from tourists to local residents and business-to-business clients
- Launch loyalty programs, locals-only specials, or referral campaigns
- Consider digital ads targeting geographic areas within Lee, Collier, and Charlotte counties

3. Operations & Staffing Adjustments

- Cross-train employees for flexible scheduling
- Use downtime for internal training, policy revisions, or repairs
- Re-evaluate service hours and product availability based on demand patterns

4. Seasonal Campaigns & Retention Tactics

- Create promotional bundles, memberships, or summer challenges
- Host community events or collaborations with other local businesses
- Emphasize value, not volume: focus on deepening customer loyalty

5. Digital & Strategic Planning

- Use summer to audit and improve digital systems (web, CRM, social media)
- Schedule content ahead for Q4 when the busy season returns
- Review annual goals, check mid-year progress, and realign strategy

Questions for Group Discussion:

- What adjustments do you make to operations, staffing, or offerings during the summer?
- How have you retained customers or driven revenue during past summer seasons?
- What changes are you making this year compared to previous summers?