

# FGCU

LUTGERT COLLEGE OF BUSINESS  
Regional Economic  
Research Institute

## SOUTHWEST FLORIDA ECONOMIC OUTLOOK



# Regional Economic Indicators

## August 2024 Report

## 2nd Quarter 2024 Outlook

Data from the second quarter of 2024 suggests that the national economy is beginning to slow, though signals are still mixed. While the labor market remains strong, the seasonally-adjusted unemployment rate rose slightly to 4.1 percent in June, marking the highest level since October 2021. In contrast, advanced estimates for real gross domestic product (GDP) were more optimistic, [showing a 2.8 percent annualized increase](#) and surpassing expectations for the second quarter of 2024. This followed a weak first quarter when real GDP grew at a meager 1.4 percent annualized rate. GDP gains come as sentiment among consumers, who represent roughly two-thirds of total GDP, fell during the second quarter, dropping 11.2 points from March to June 2024. Commentary from the June survey suggested that consumers continue to express concerns about high prices and weakening incomes on their personal finances.

Much like the national outlook, the regional economy has also shown signs of slowing down. Seasonally-adjusted real taxable sales for the region totaled \$15.4 billion in the first five months of 2024, down 6 percent from the first five months of 2023. Moreover, seasonally-adjusted real taxable sales have declined year-over-year for the past eight months. Southwest Florida's labor market showed improvement during the second quarter of 2024, with the seasonally-adjusted unemployment rate for the region decreasing 0.6 points over the quarter to 3.2 percent. Total employment in Southwest Florida has increased by 1.6 percent since June 2023, and the labor force levels for the region remain high.

Inflation has improved since the last quarter, progressing closer to the Federal Open Market Committee's (FOMC) two percent inflation target. National CPI was measured at 3.0 percent in June 2024 and has decreased by 0.5 percentage points since the first quarter of 2024. The Personal Consumption Expenditures (PCE) price index, the FOMC's preferred inflation measure, corroborated findings from the CPI, with core PCE holding steady at 2.6 percent in June. Despite the improved inflation conditions, the FOMC opted to maintain the federal funds rate at 5.25 to 5.50 percent for at least six more weeks at their July 30-31 meeting. Inflation among both the Miami-Ft. Lauderdale-West Palm Beach and Tampa-St. Petersburg-Clearwater regions continued to track down during the second quarter of 2024. Furthermore, consumer sentiment at the state level has also improved, with the Florida CSI increasing 1.2 points from March to June 2024.

Southwest Florida's tourism industry continues to improve as the region recovers from Hurricane Ian. In the second quarter, the region welcomed 4.4 million passengers, marking a 10 percent increase compared to the same period in 2023 and setting a record for the highest second quarter on record. Most coastal counties have returned to near pre-Hurricane Ian levels of tourist tax revenues, except for Lee County, where hotels in areas like Fort Myers Beach, Sanibel, and Captiva continue to operate at [reduced vacancy levels](#).

The local housing market continues to show signs of slowing compared to the rapid activity seen in 2021 and 2022. Supply of housing in Southwest Florida, measured by the residential active listings, declined in the second quarter, falling 5 percent from March to June 2024. Despite this decrease, total listings remained well above pre-pandemic levels. High interest rates and rising insurance rates have

impacted housing affordability in recent years and, consequently, impacted demand for housing locally. Many insurers have left Florida in the wake of Hurricane Ian, and although [more insurance companies are slated to enter the market](#), their effects will likely not be felt in the short term.

Observations from the latest data include:

- Seasonally-adjusted passenger activity in Southwest Florida has totaled 8.8 million for the first half of 2024 and continues to pace well above both 2022 and 2023.
- Year-to-date seasonally-adjusted real tourist tax revenues in May 2024 were up 14 percent compared to May 2023.
- Seasonally-adjusted jobs in Southwest Florida rose 2 percent in June 2024 compared to June 2023. The mining, lodging, and construction industry in Southwest Florida has seen a notable increase in employment, up 5 percent since June 2023.
- Existing single-family home sales in the region fell 8 percent in June 2024 from the same month last year. Year-to-year declines in home sales were observed in all coastal counties, except for Charlotte County.
- Single-family building permits in Southwest Florida were down 7 percent from May to June 2024, and 8 percent below the June 2023 measure. Permits in the region haven't dipped as much as Florida, which were down 15 percent month-to-month and 14 percent year-to-year.
- The Miami-Ft. Lauderdale-West Palm Beach CPI increased by 3.5 percent from June 2023 to June 2024. CPI for Miami has gradually declined since August 2023.
- The Florida Consumer Sentiment rose by 1.2 points to 74.4 from July's revised figure of 73.2 in 2024. This contrasted U.S. Consumer Sentiment, which fell by 1.8 points from June 2024 to 68.2 in July 2024.

*More information for Southwest Florida, including interactive charts showing the latest regional economic indicators can be found on the RERI website at <https://www.fgcu.edu/reri/>*