

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
February 2024 Monthly Dashboard



FEBRUARY 2024 MONTHLY SNAPSHOT



The Occupancy Rate decreased 2.2%, however, the total available supply of rooms increased by 12.0%, compared to February of 2023.



Average length of stay increased significantly, from 5.6 nights to 6.6 nights, while the average travel party size remained the same at 3 people.



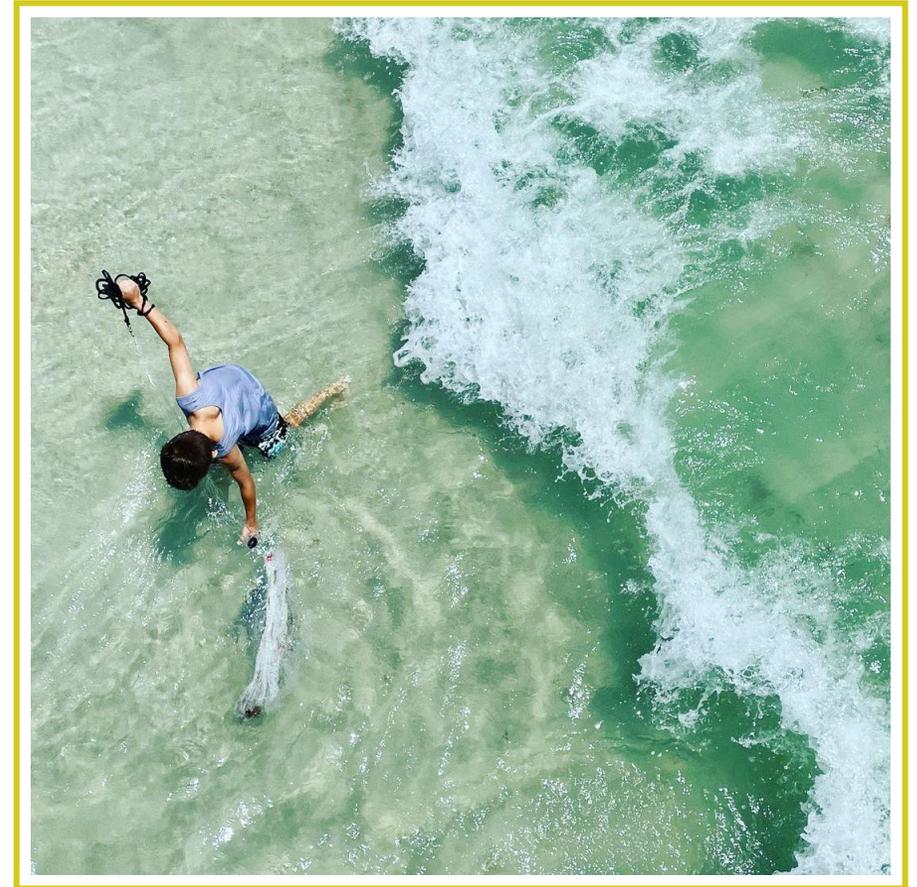
Largely driven by a significant increase in Average Daily Rate (+20.3%), the increase in the available supply of rooms, and a longer length of stay, Direct Spending and Total Economic Impact increased 27.5% and 27.3%, respectively. An additional reason for this increase is some luxury hotels were closed in February 2023 but were back open in February 2024.

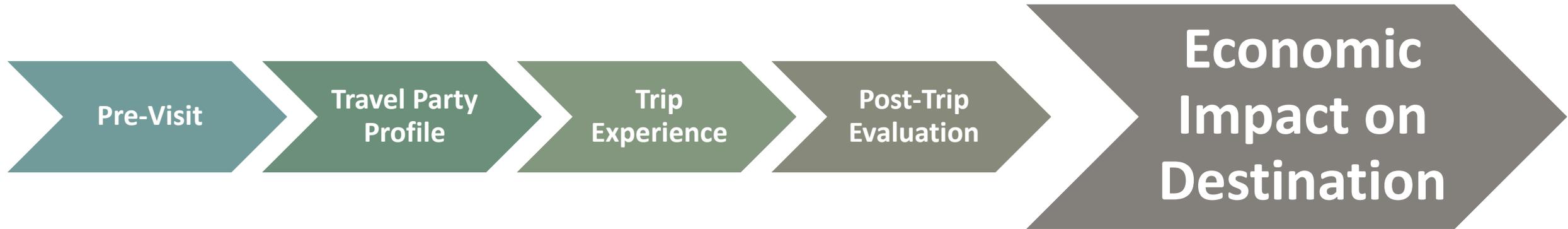


Less visitors traveled alone, while more traveled with family or with friends.



Visitors gave a value for travel dollar rating of 8.7, which again was an increase from 2023. 8.7 was also the same rating the destination had received from visitors in February of 2022, indicating a return to pre-Ian satisfaction levels.

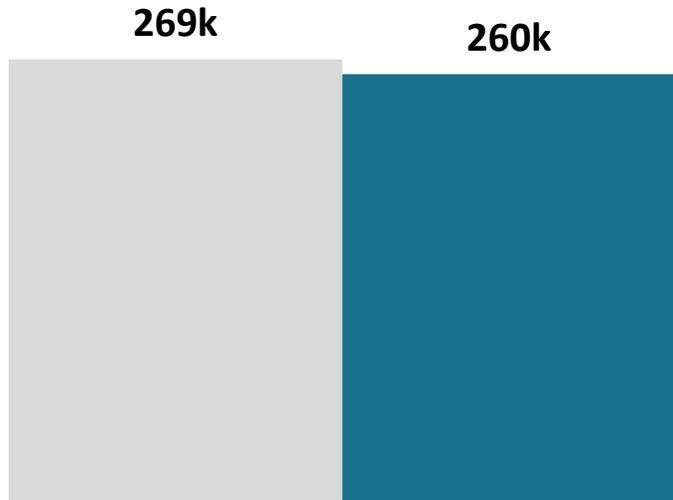




FEBRUARY 2024 VISITATION & ROOM NIGHTS

VISITORS

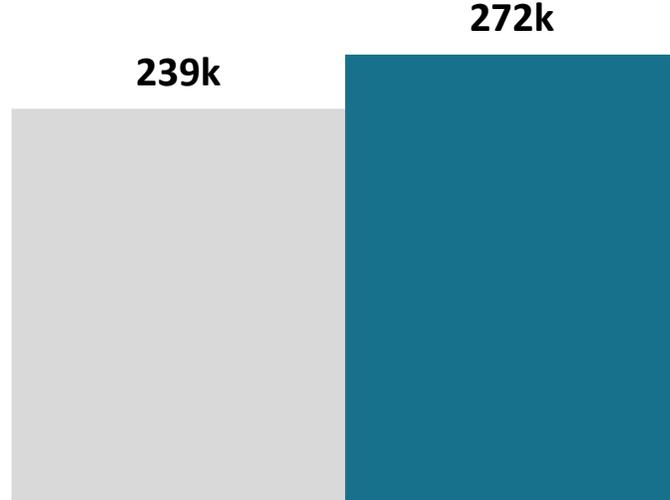
260,100



- 3.3% from 2023

ROOM NIGHTS

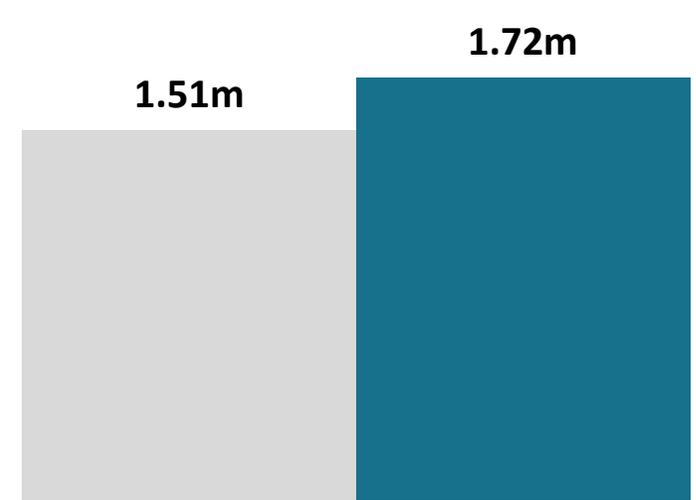
272,000



+ 13.8% from 2023

VISITOR DAYS

1,719,300

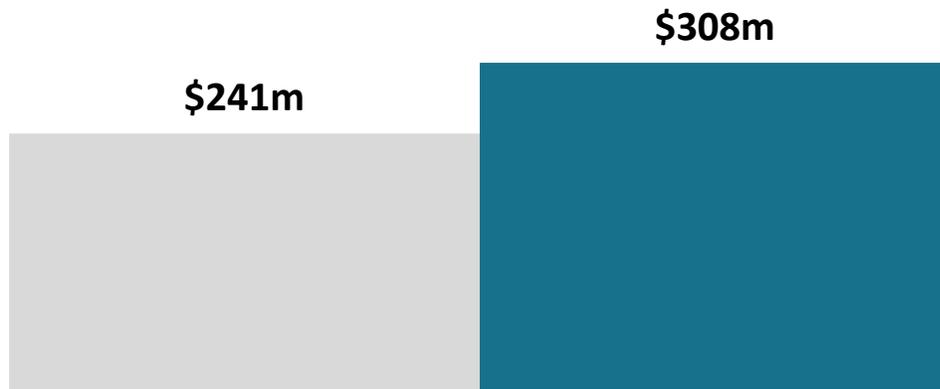


+ 14.1% from 2023

■ Feb-23 ■ Feb-24

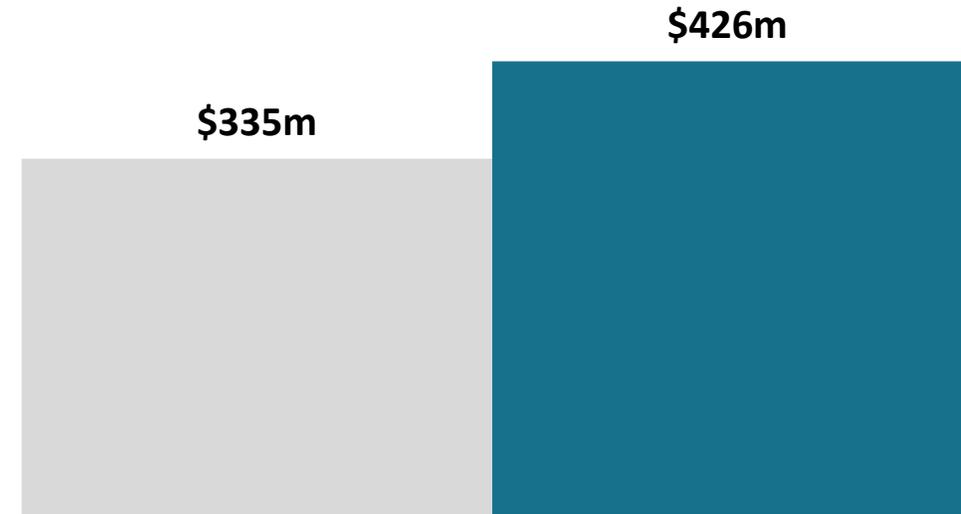
FEBRUARY 2024 SPENDING & ECONOMIC IMPACT¹

DIRECT SPENDING
\$307,700,300



+ 27.5% from 2023

ECONOMIC IMPACT
\$426,472,600



+ 27.3% from 2023

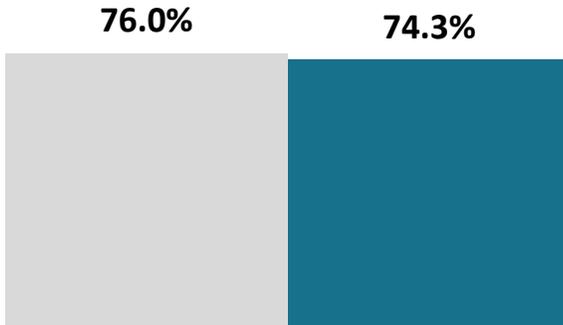
■ Feb-23 ■ Feb-24

¹The IMPLAN multiplier for Collier County was 1.388 for 2023 and is 1.386 in 2024.

FEBRUARY 2024 OVERALL LODGING METRICS¹

OCCUPANCY RATE

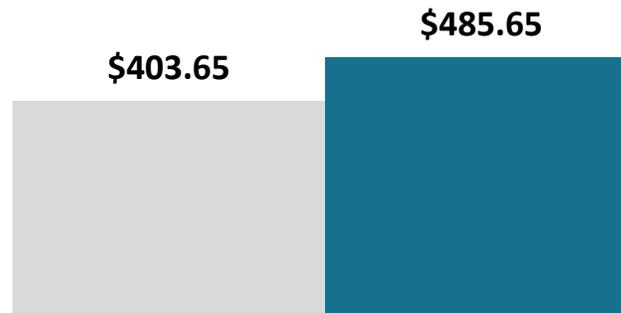
74.3%



- 2.2% from 2023

AVERAGE DAILY RATE

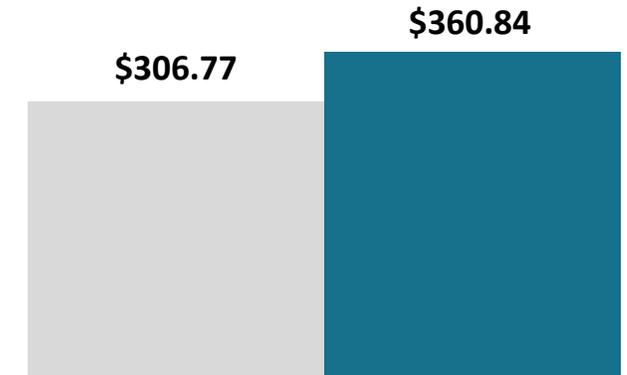
\$485.65



+ 20.3% from 2023

REVENUE PER AVAILABLE ROOM

\$360.84



+ 17.6% from 2023

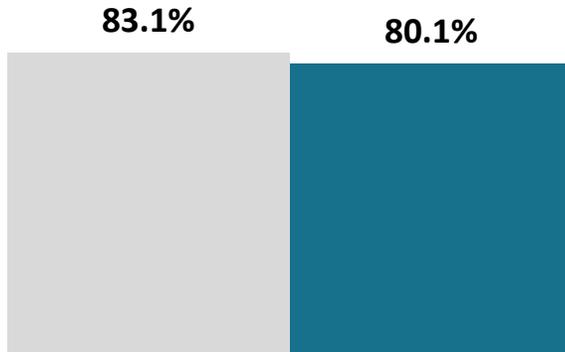
■ Feb-23 ■ Feb-24

¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

FEBRUARY 2024 HOTEL LODGING METRICS¹

OCCUPANCY RATE

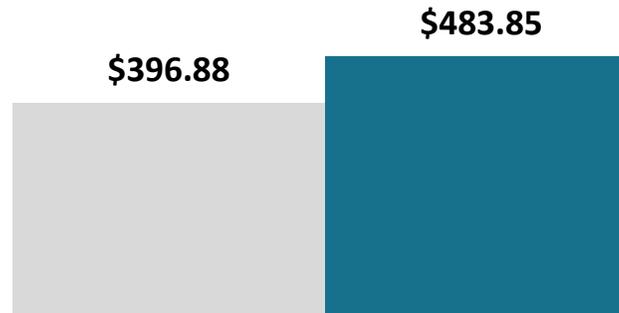
80.1%



- 3.6% from 2023

AVERAGE DAILY RATE

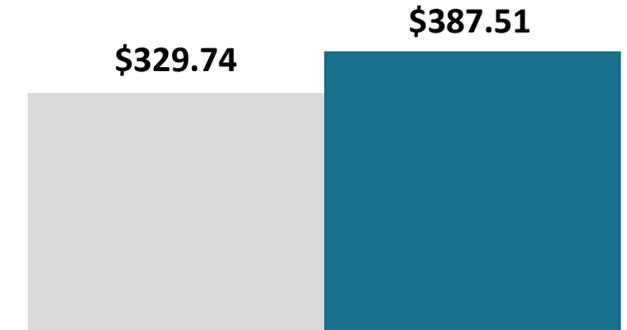
\$483.85



+ 21.9% from 2023

REVENUE PER AVAILABLE ROOM

\$387.51



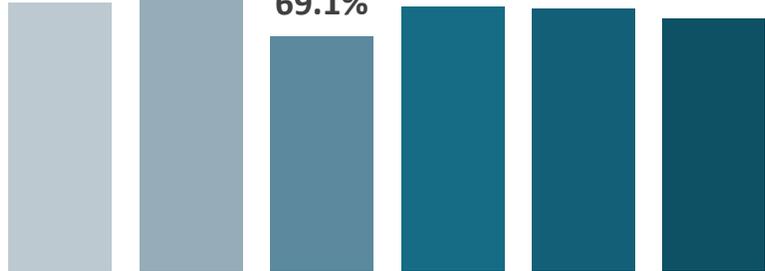
+ 17.5% from 2023

■ Feb-23 ■ Feb-24

¹Source: STR Reports

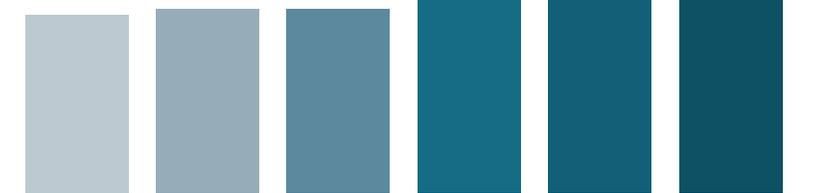
FEBRUARY 2020-2024 OVERALL LODGING METRICS¹

79.0% 81.0% 69.1% 77.9% 77.2% 74.3%



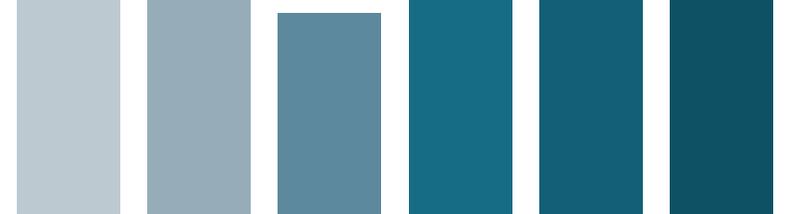
Occupancy Rate

\$315.14 \$325.25 \$325.95 \$432.81 \$404.46 \$485.65



Average Daily Rate

\$248.96 \$263.45 \$225.23 \$337.16 \$312.24 \$360.84



Revenue Per Available Room

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

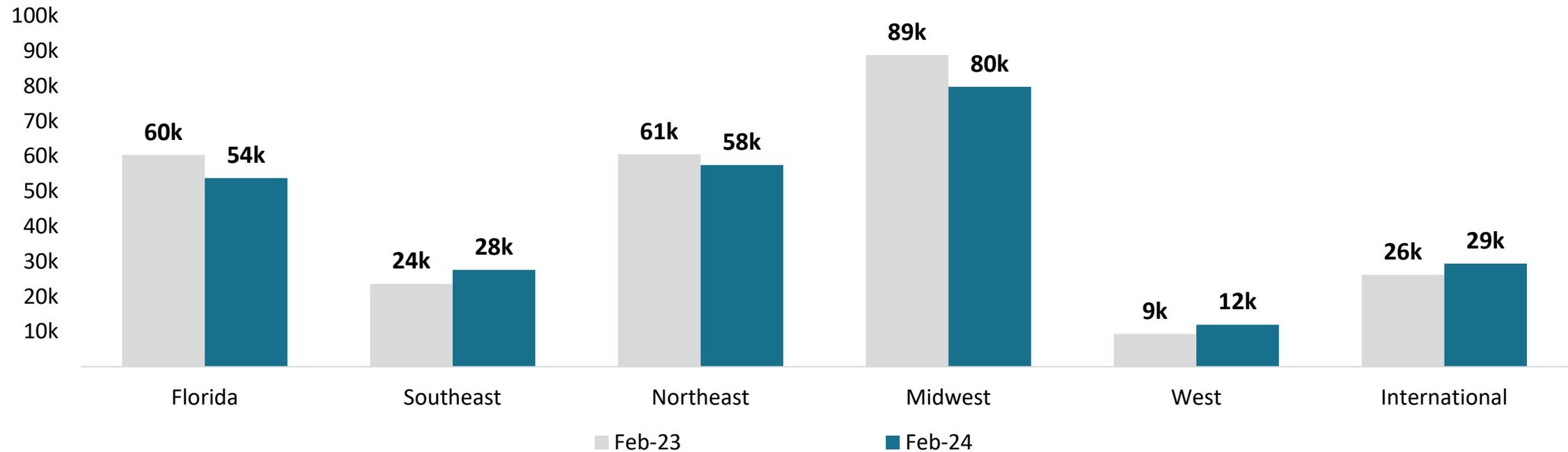
VISITOR ORIGIN

FLORIDA VISITORS

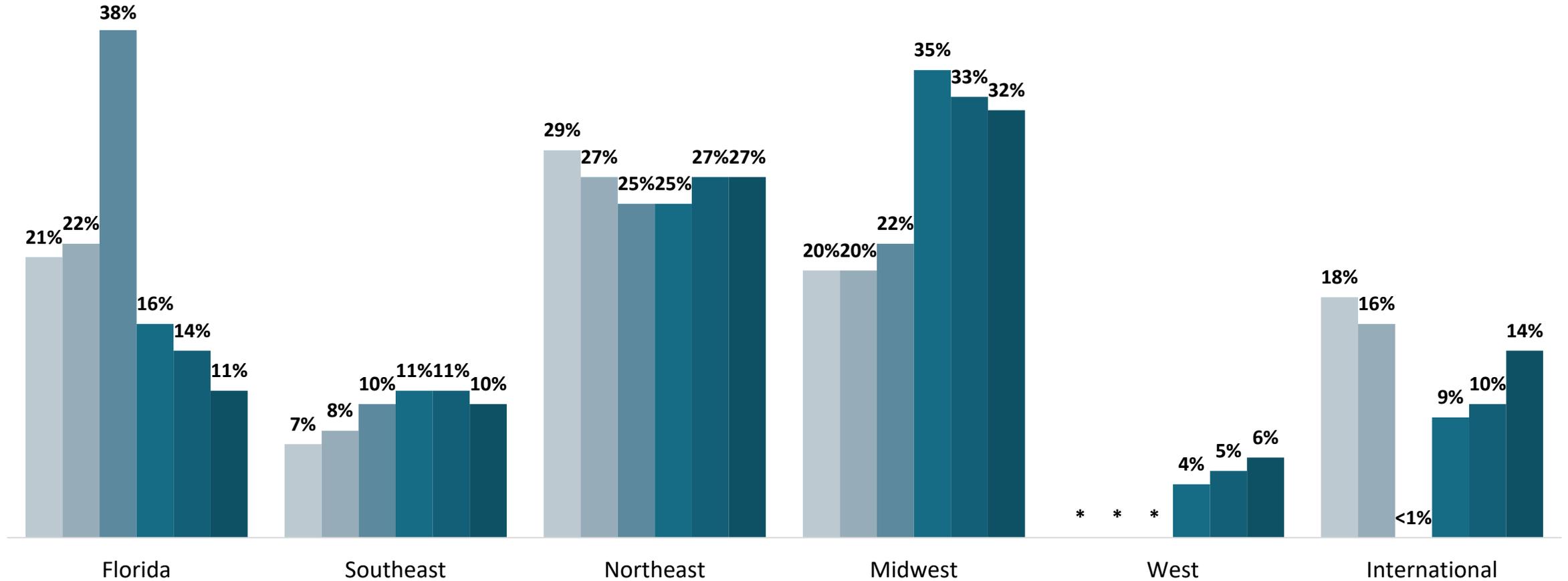
53,800

OUT-OF-STATE VISITORS

206,300

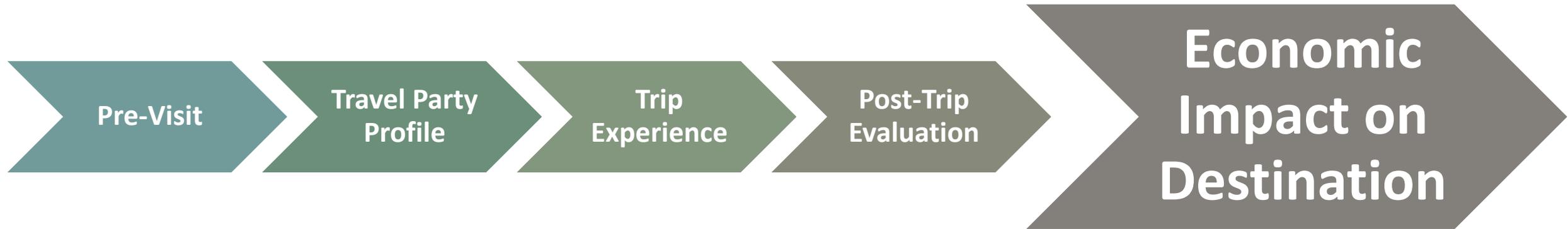


FEBRUARY 2019-2024 OVERNIGHT VISITOR ORIGIN



*Note: The "West" was not separated from "Other" before February 2022. Beginning in February 2022, "West" was added and "Other" was changed to "Other International".

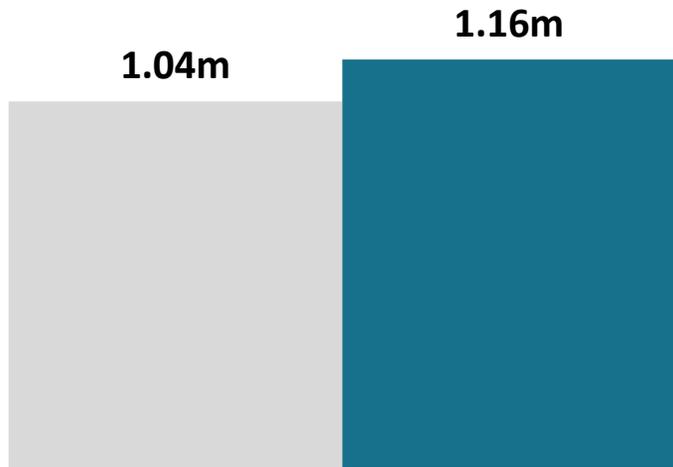
■ Feb-19 ■ Feb-20 ■ Feb-21 ■ Feb-22 ■ Feb-23 ■ Feb-24



FYTD VISITATION METRICS

FYTD VISITORS

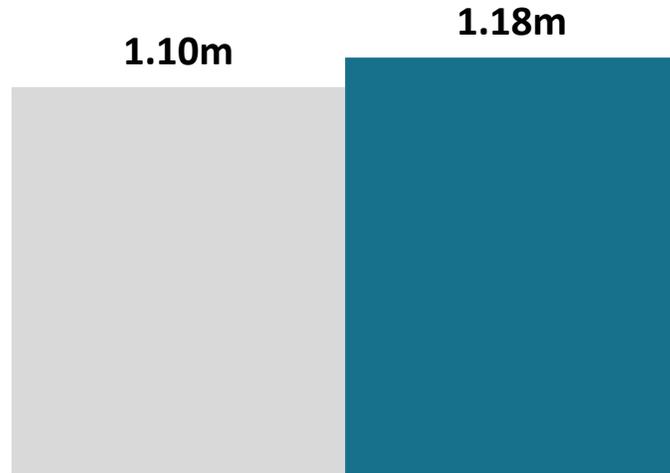
1,161,300



+ 11.4% from FY23

FYTD ROOM NIGHTS

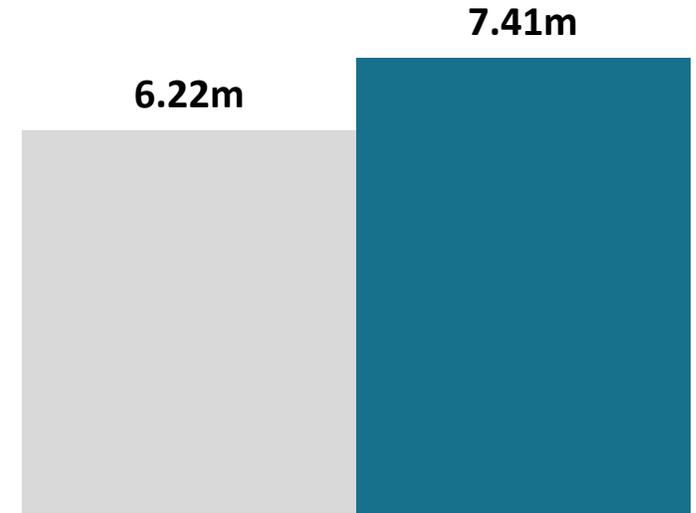
1,184,100



+ 7.7% from FY23

FYTD VISITOR DAYS

7,384,900



+ 18.7% from FY23

■ FY23 ■ FY24

FYTD SPENDING & ECONOMIC IMPACT

FYTD DIRECT SPENDING

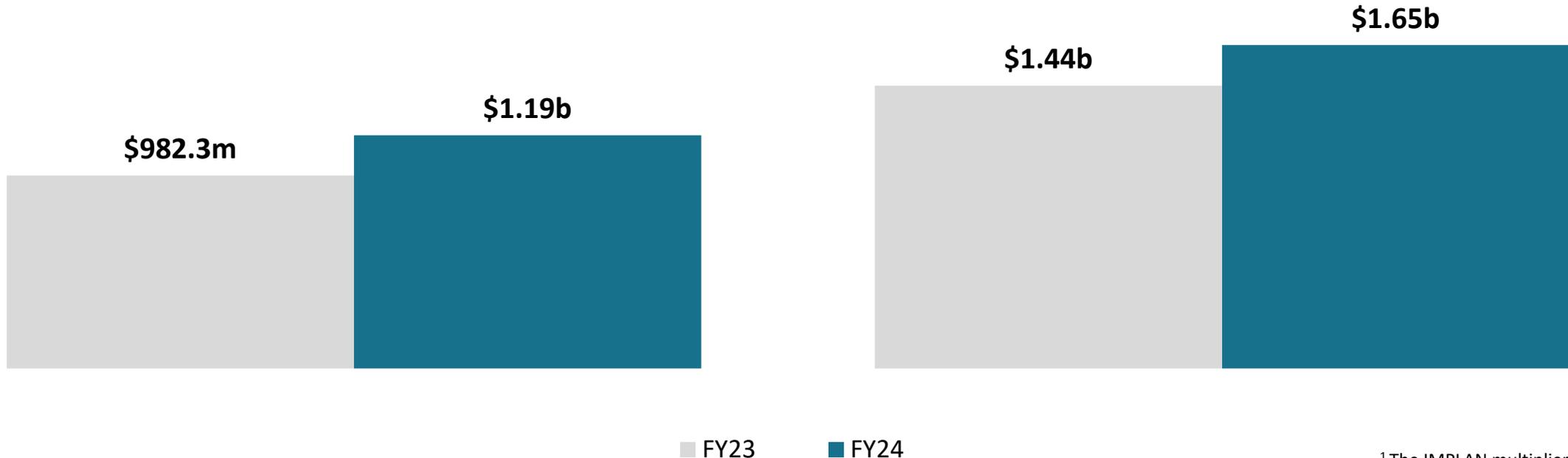
\$1,187,122,600

+ 20.9% from FY23

FYTD ECONOMIC IMPACT

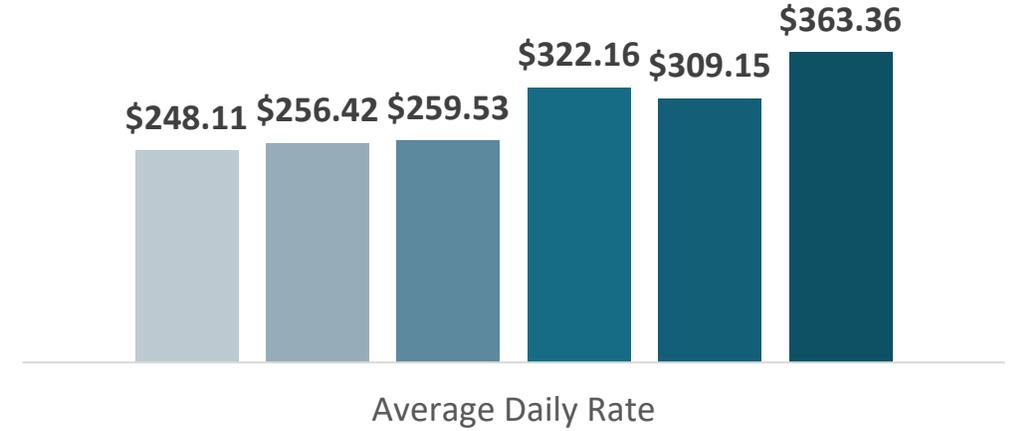
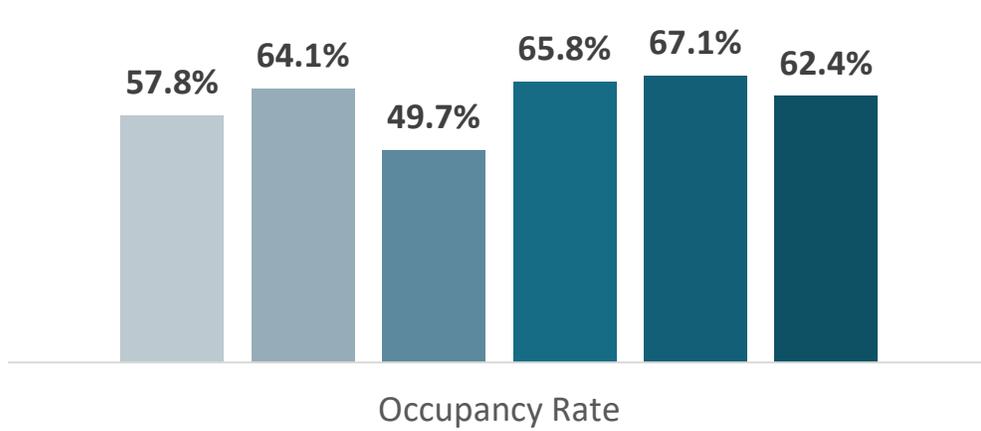
\$1,646,544,500

+ 14.4% from FY23¹



¹The IMPLAN multiplier for Collier County was 1.388 for 2022 and is 1.386 in 2023.

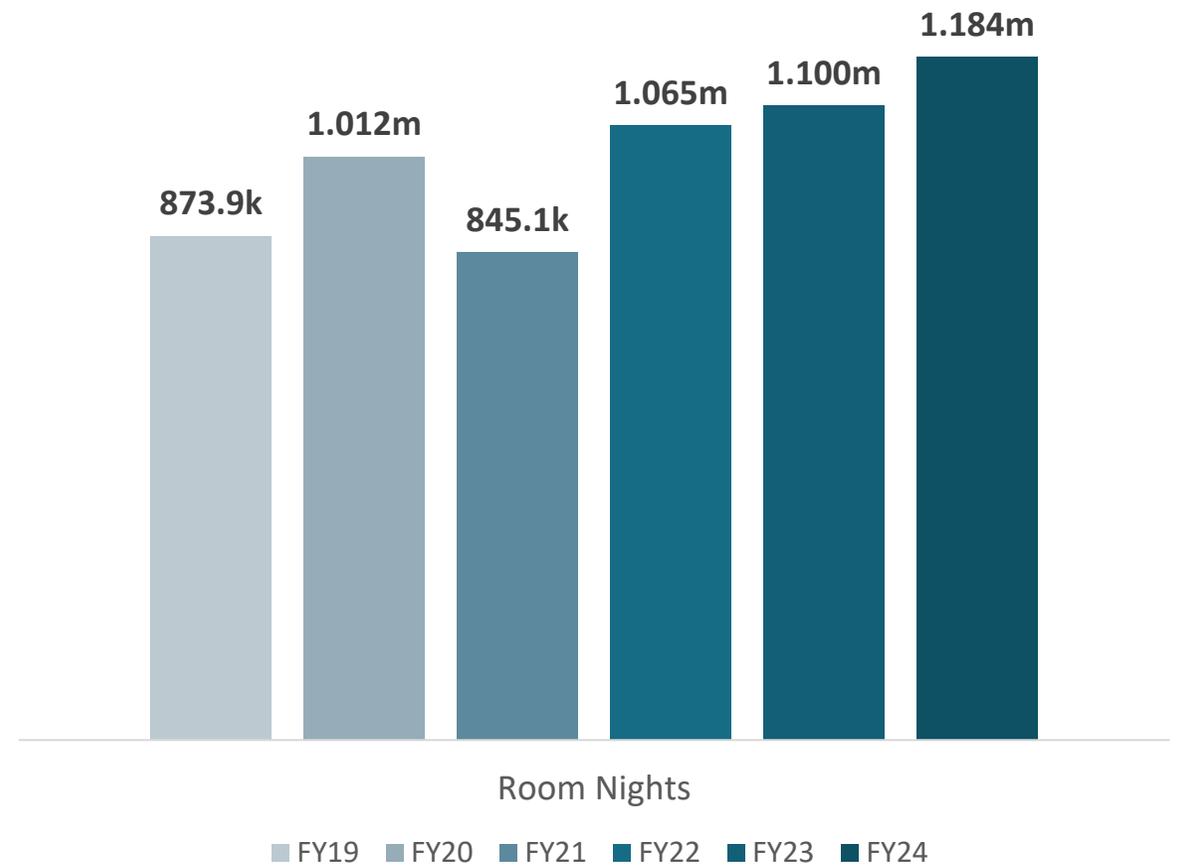
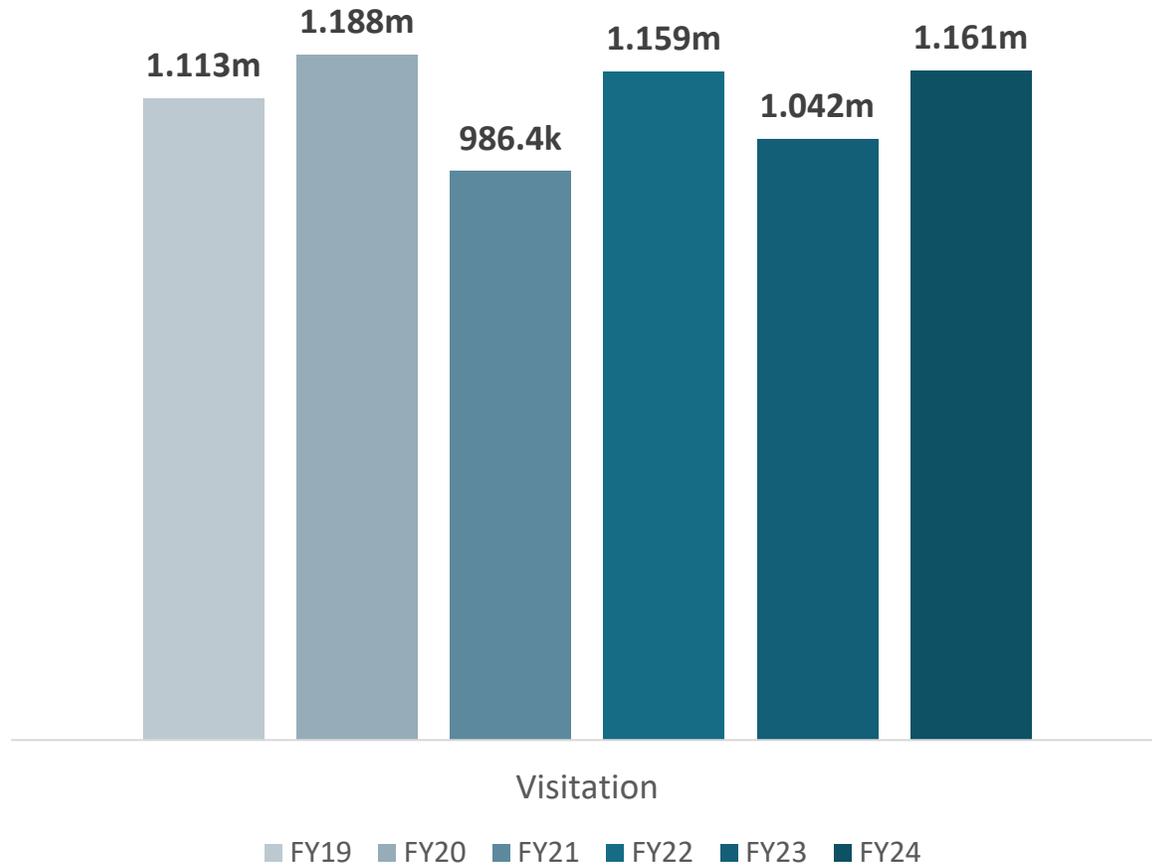
FYTD 2019-2024 OVERALL LODGING METRICS¹



■ FY19 ■ FY20 ■ FY21 ■ FY22 ■ FY23 ■ FY24

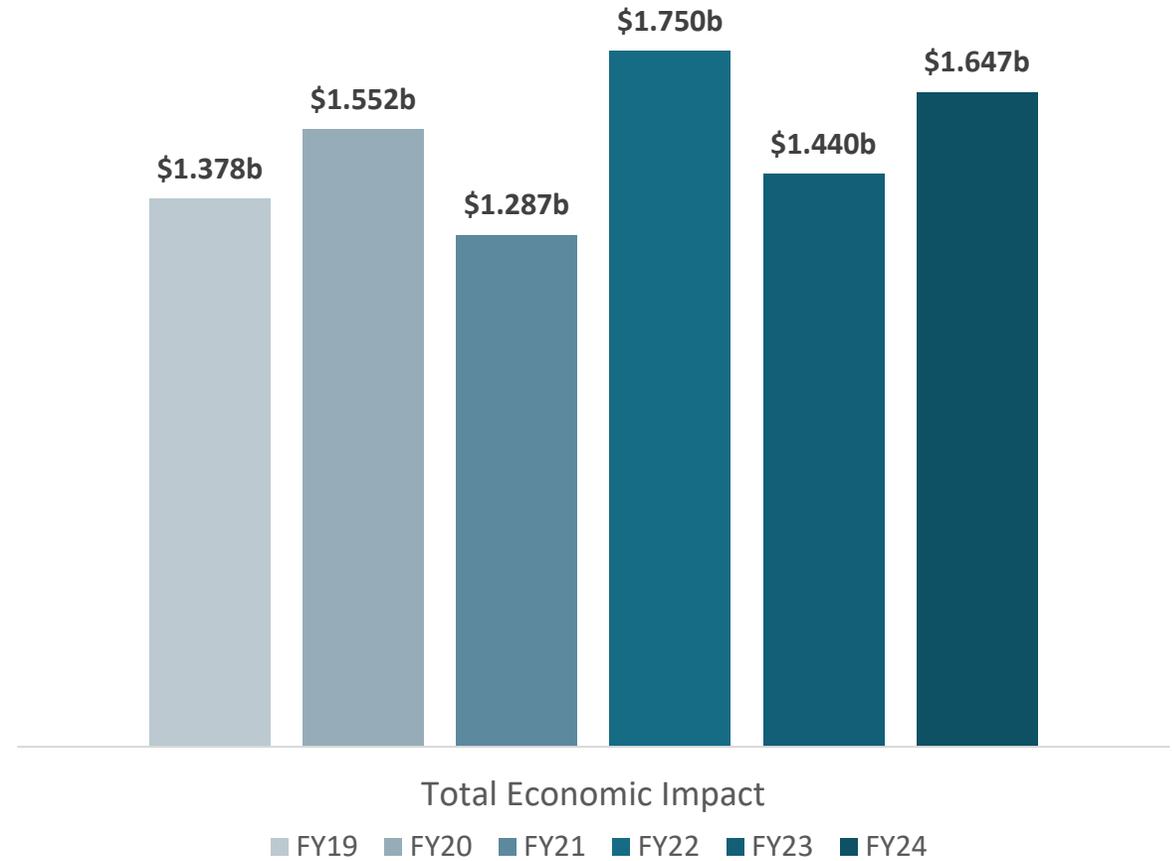
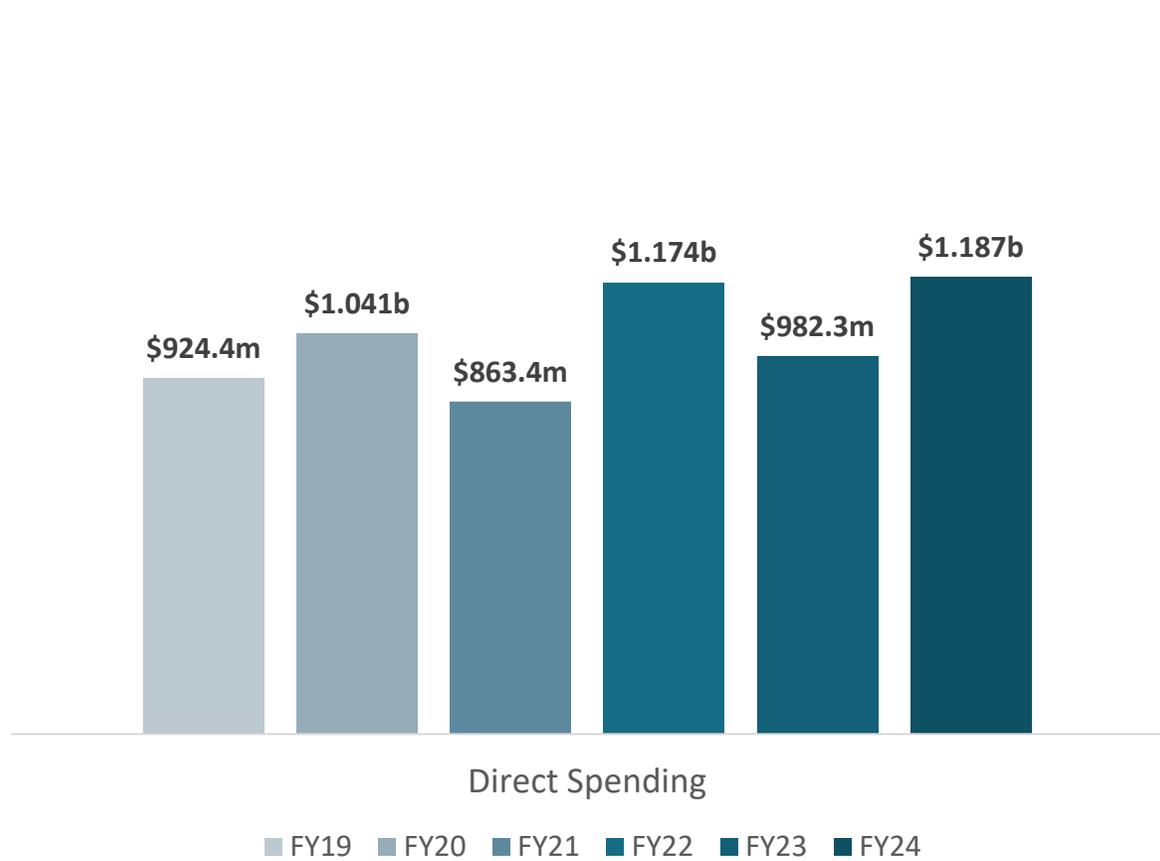
¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

FYTD 2019-2024 VISITATION & ROOM NIGHTS¹



¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

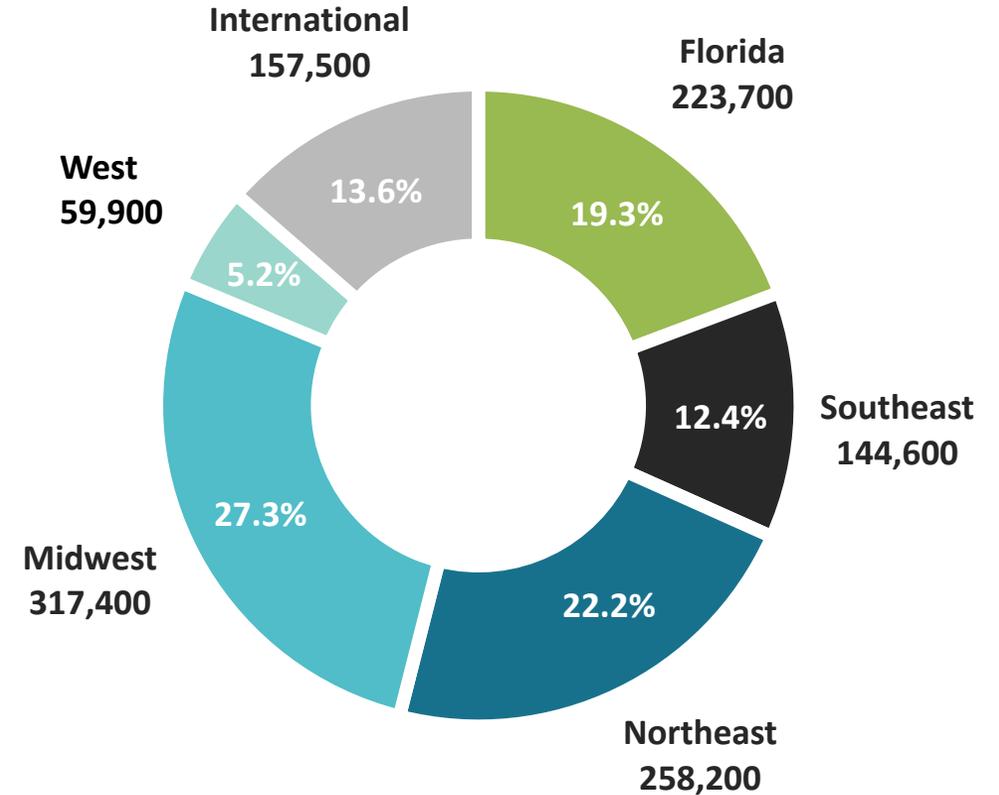
FYTD 2019-2024 SPENDING & ECONOMIC IMPACT¹

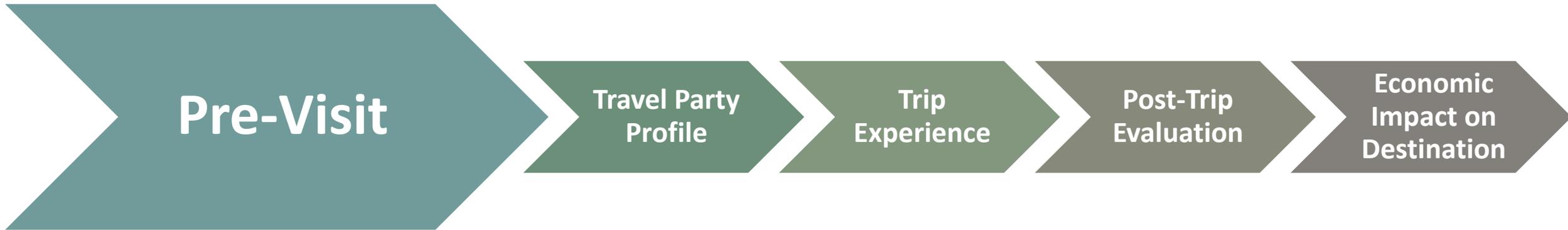


¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

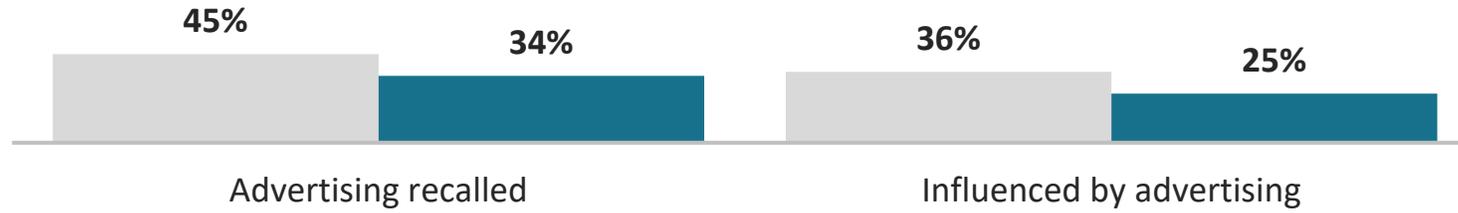
FYTD VISITOR ORIGIN MARKETS

Region	FYTD 2023		FYTD 2024		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	282,800	27.1%	223,700	19.3%	-20.9%	-29.0%
Southeast	99,600	9.5%	144,600	12.4%	45.2%	30.3%
Northeast	208,400	20.0%	258,200	22.2%	23.9%	11.2%
Midwest	282,900	27.1%	317,400	27.3%	12.2%	0.7%
West	46,400	4.5%	59,900	5.2%	29.1%	15.9%
Canada	49,700	4.8%	59,300	5.1%	19.3%	7.1%
Europe	50,600	4.9%	73,900	6.4%	46.0%	31.1%
C/S America	11,600	1.1%	10,800	0.9%	-6.9%	-16.4%
Other	10,400	1.0%	13,500	1.2%	29.8%	16.5%
Total	1,042,400	100.0%	1,161,300	100.0%		

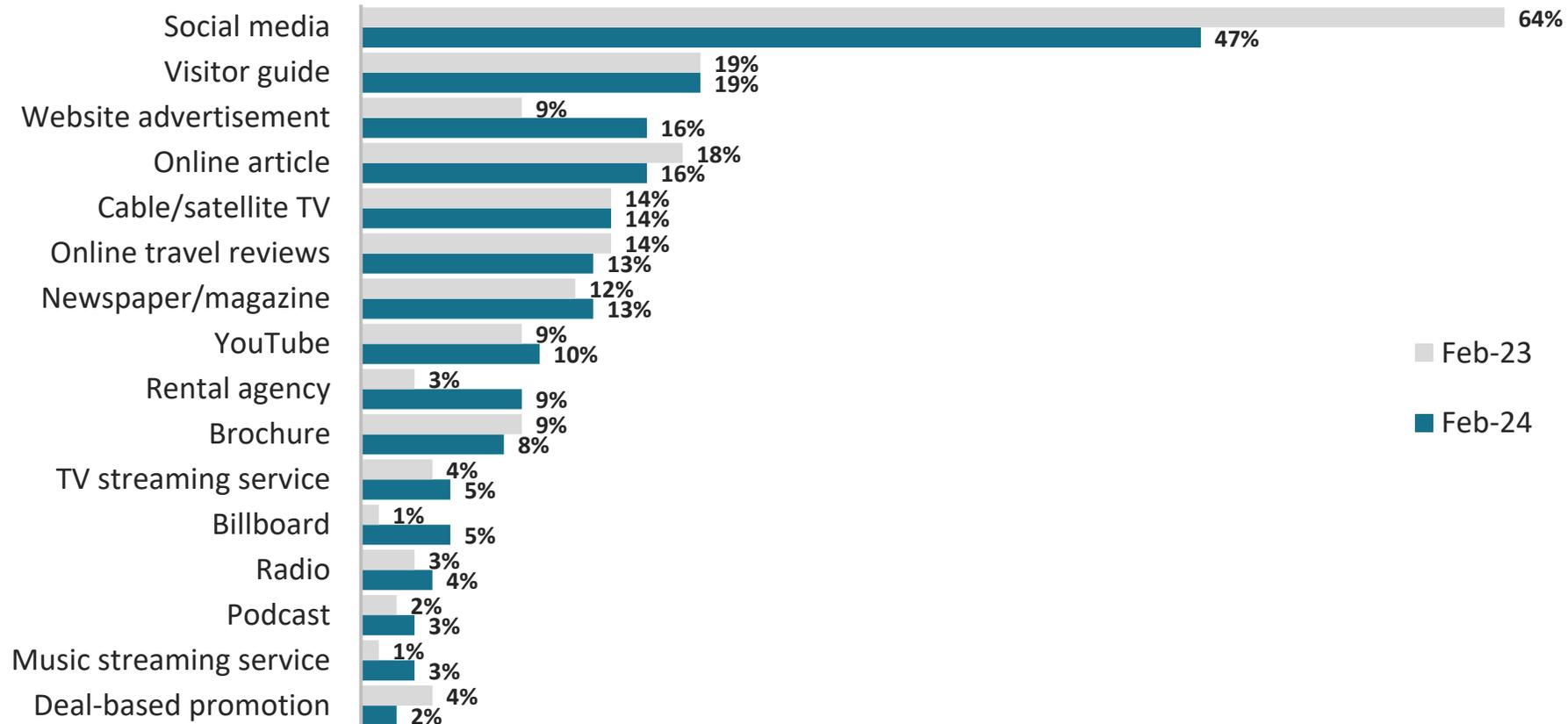




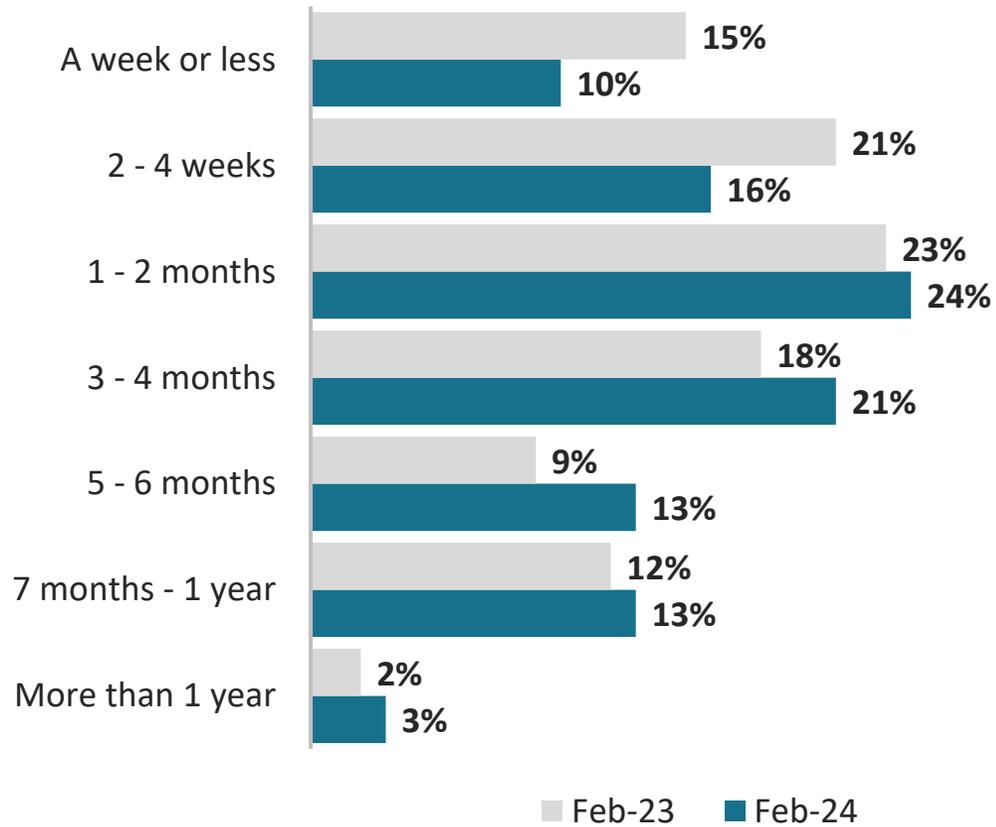
ADVERTISING RECALL¹



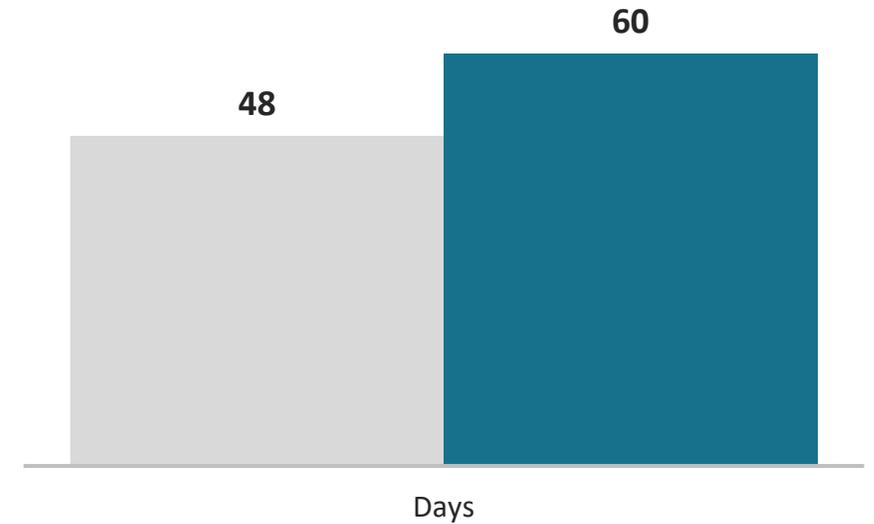
Base: % who recalled ads prior to their trip



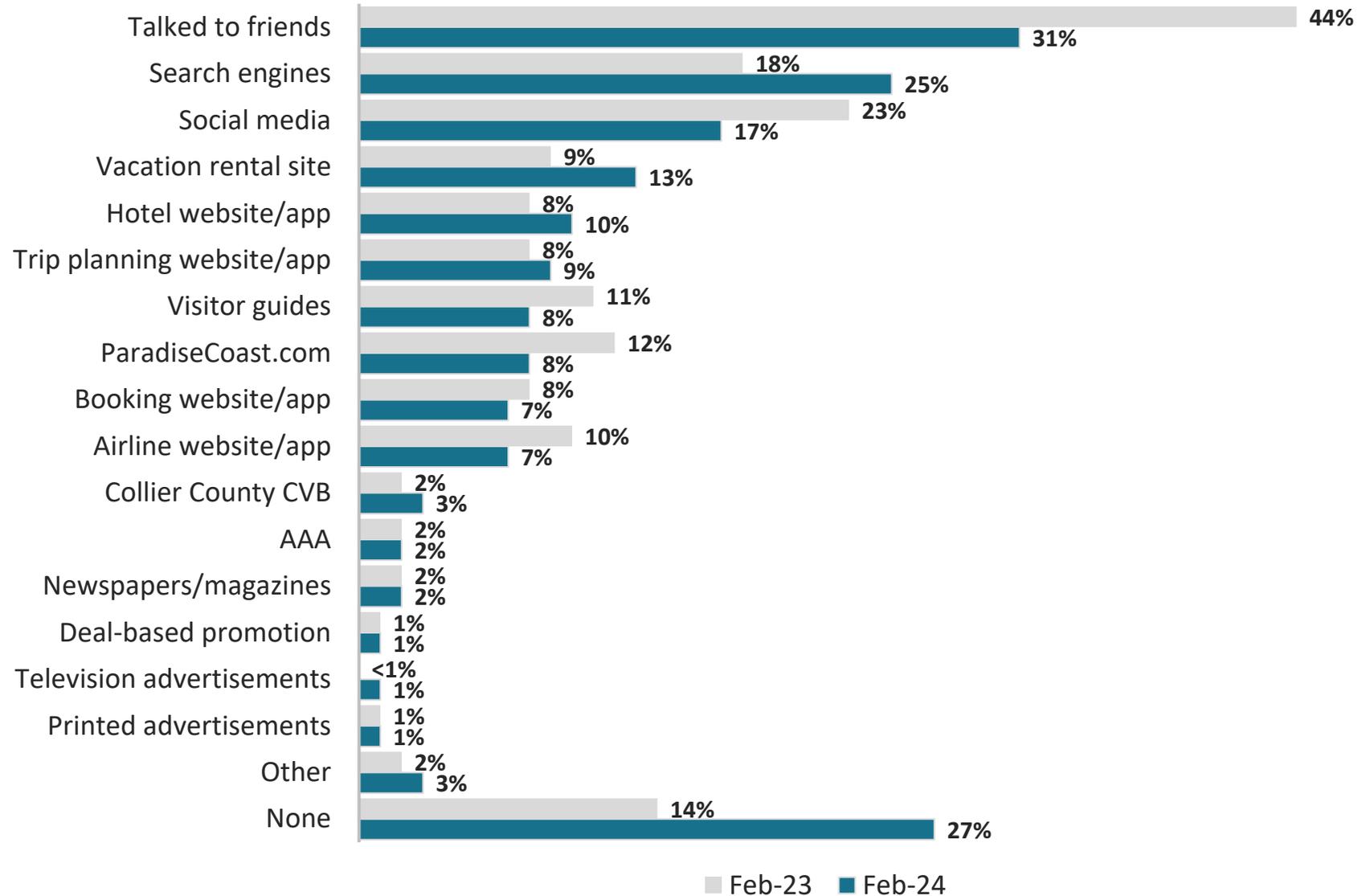
TRIP PLANNING CYCLE¹



Median Trip Planning Time

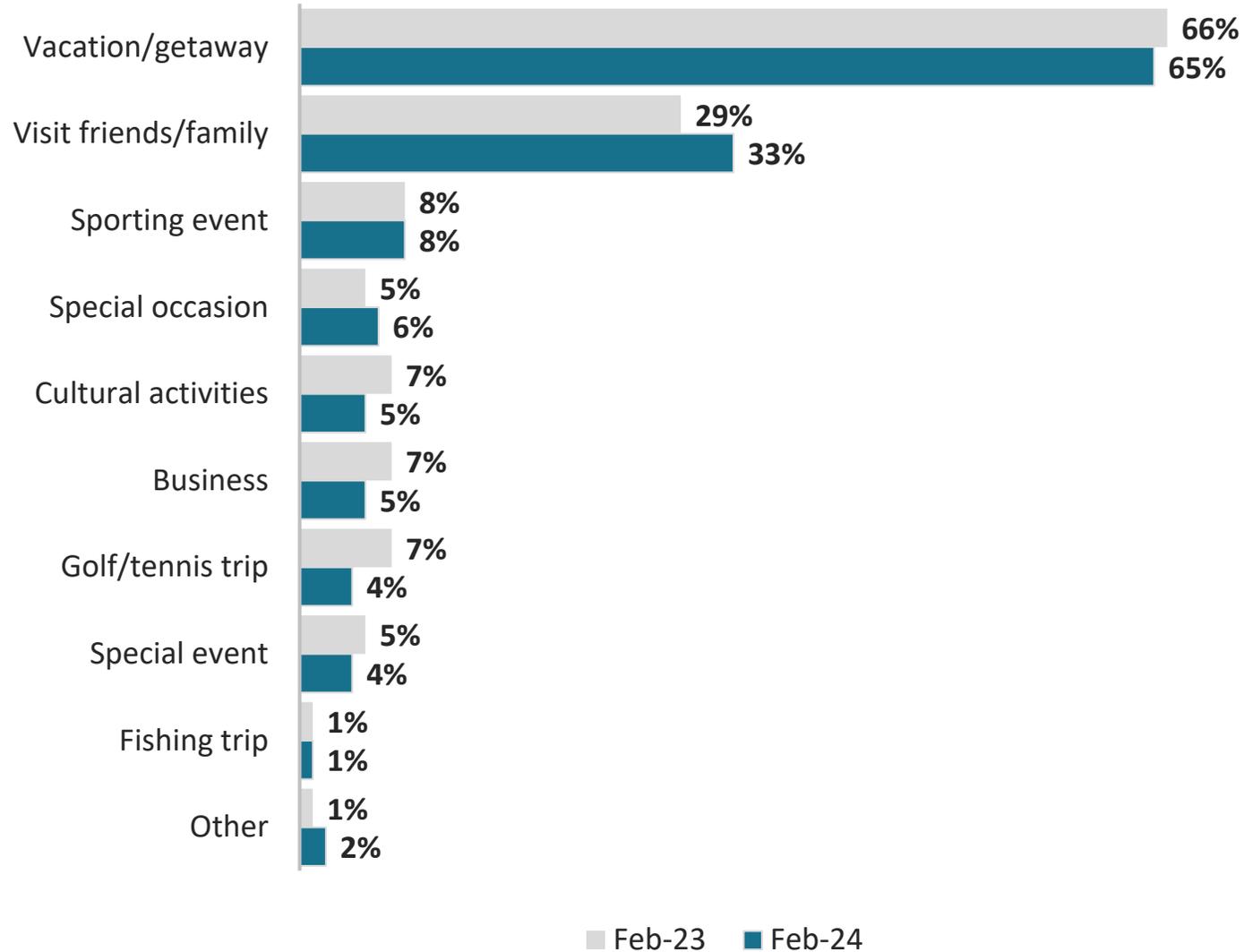


TRIP PLANNING SOURCES¹



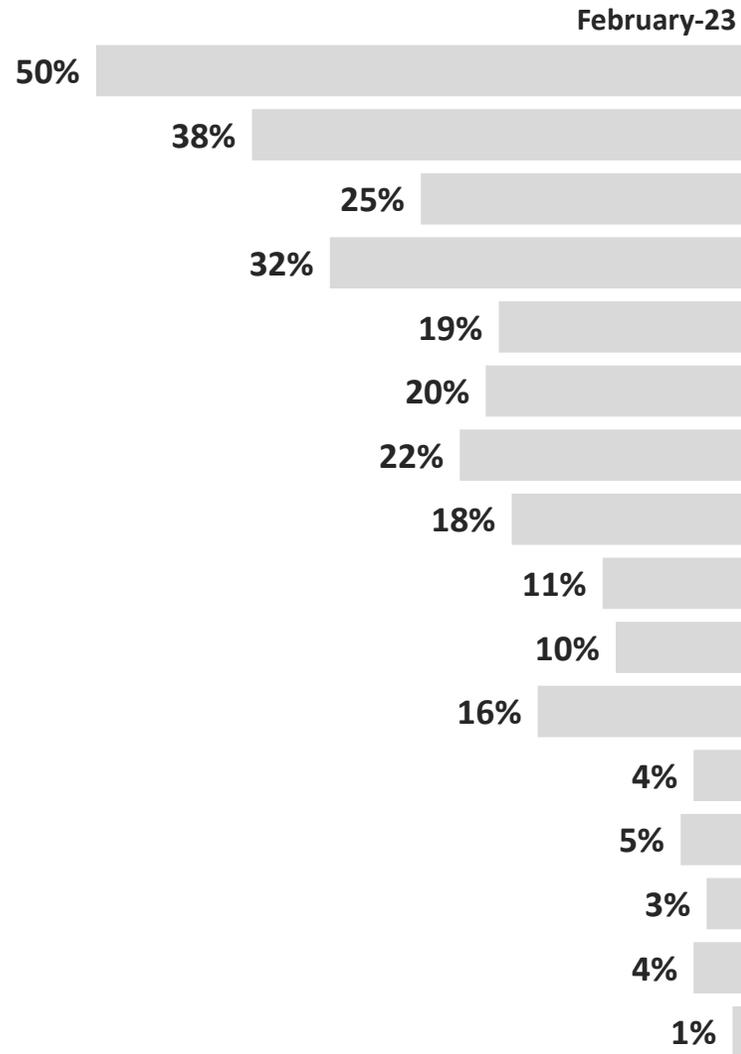
¹ Multiple responses permitted.

REASONS FOR VISITING¹

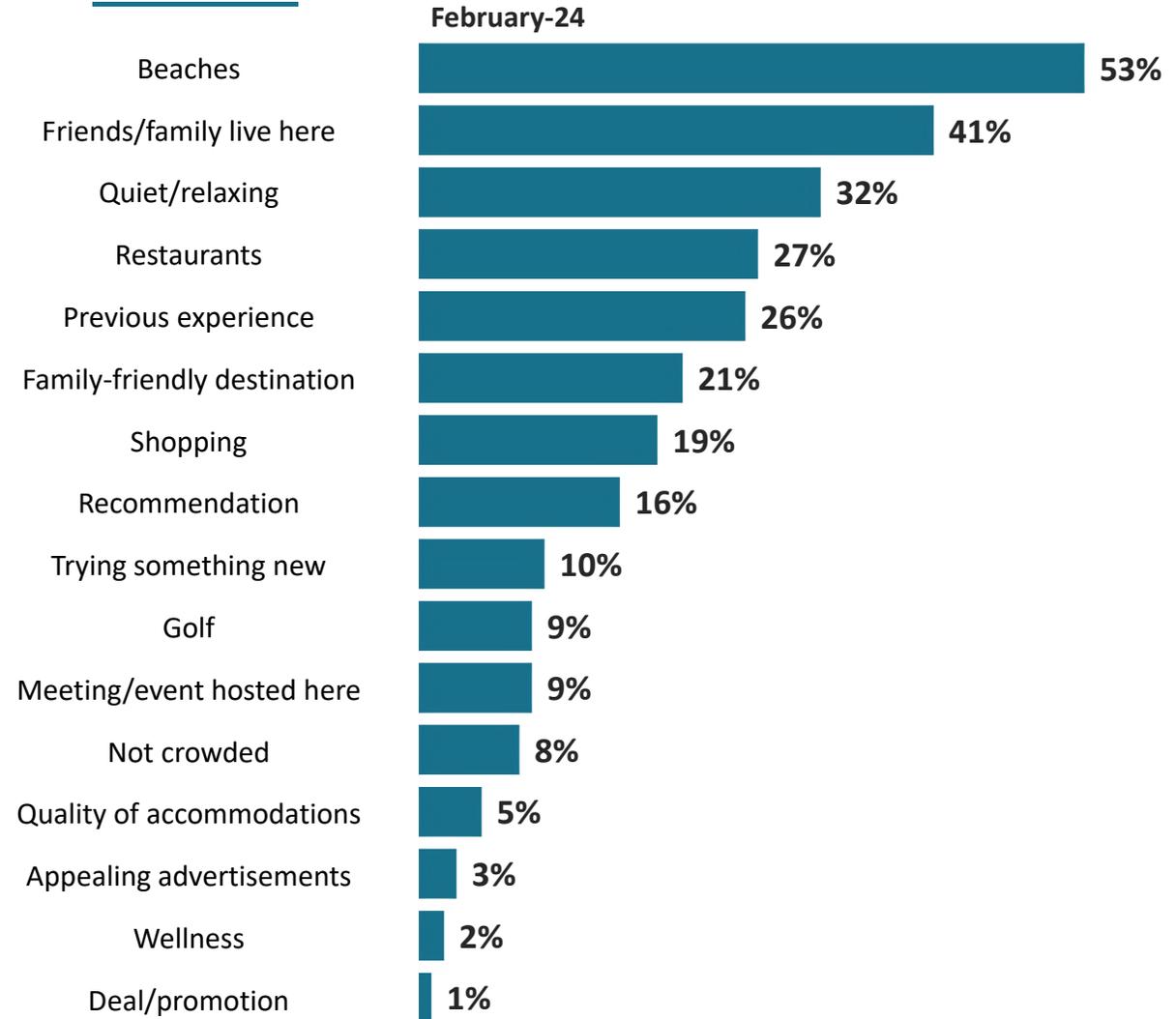


¹ Multiple responses permitted.

REASONS FOR CHOOSING AREA¹

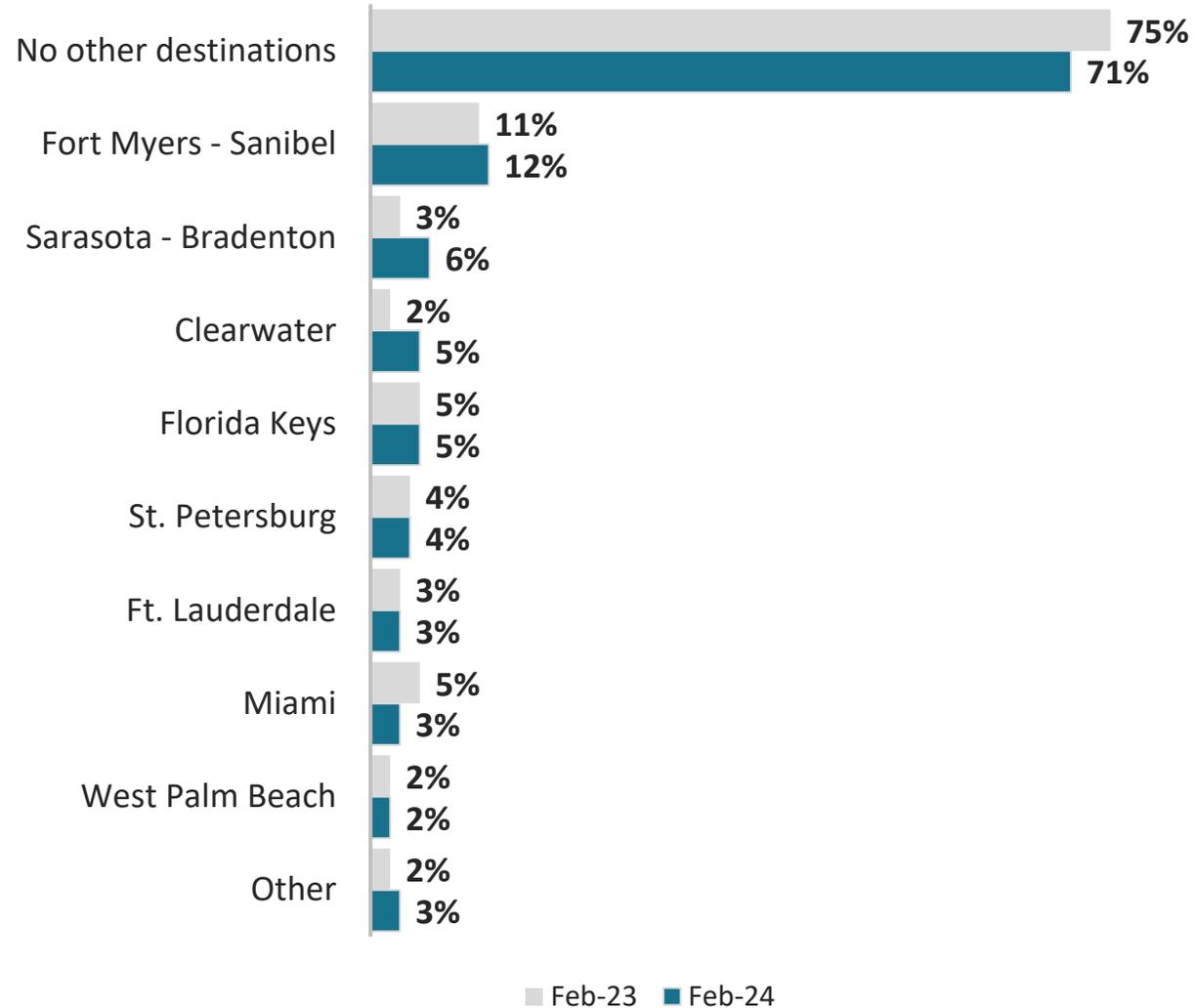


Reasons



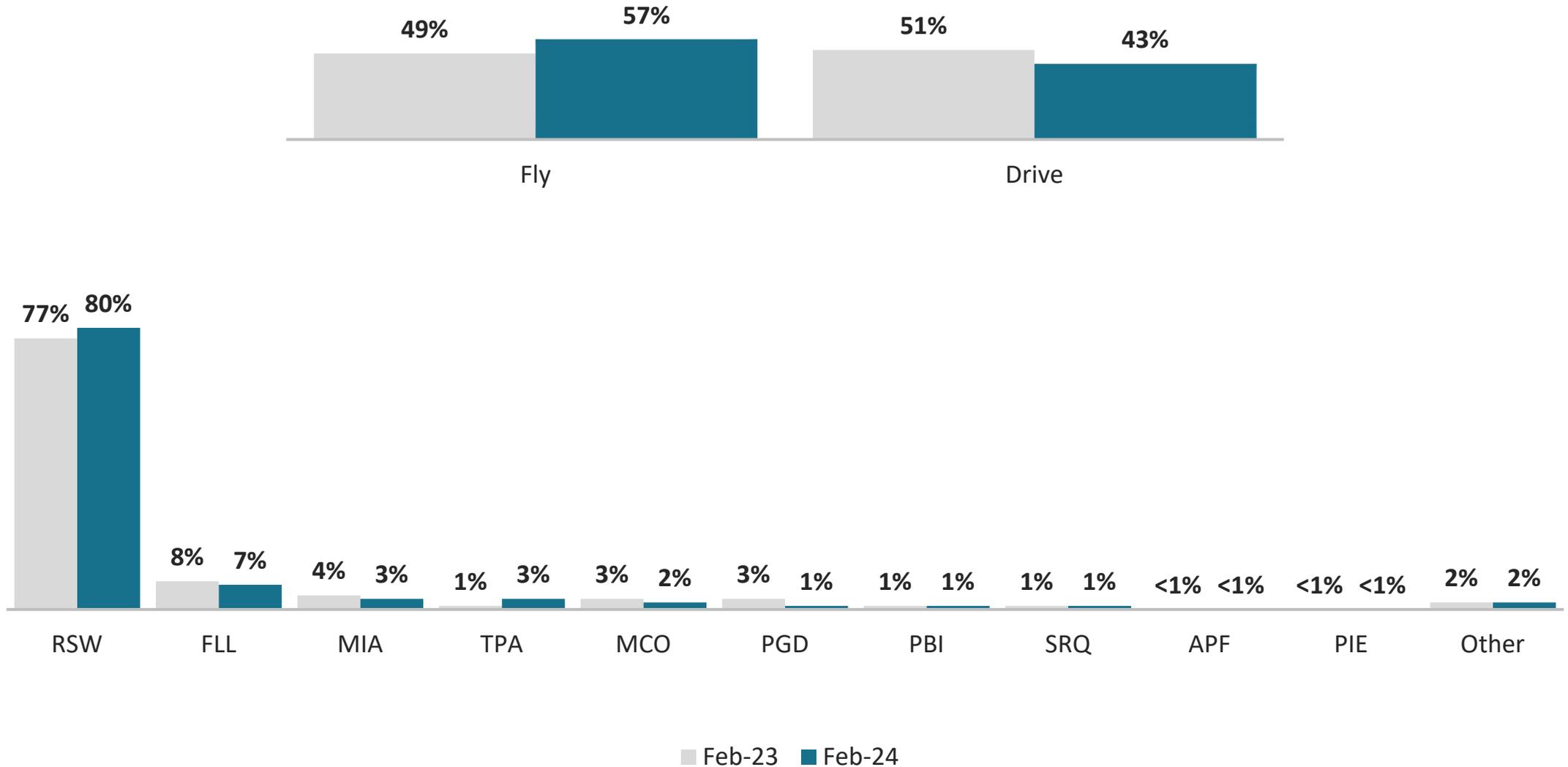
¹ Multiple responses permitted.

OTHER DESTINATIONS CONSIDERED¹

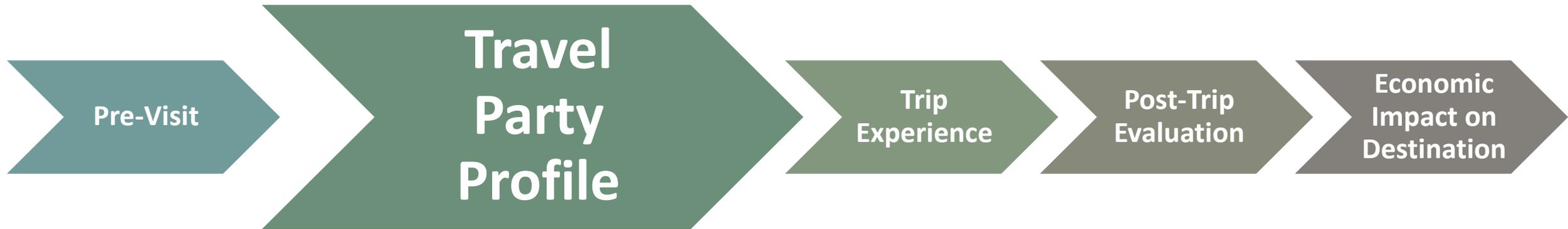


¹ Multiple responses permitted.

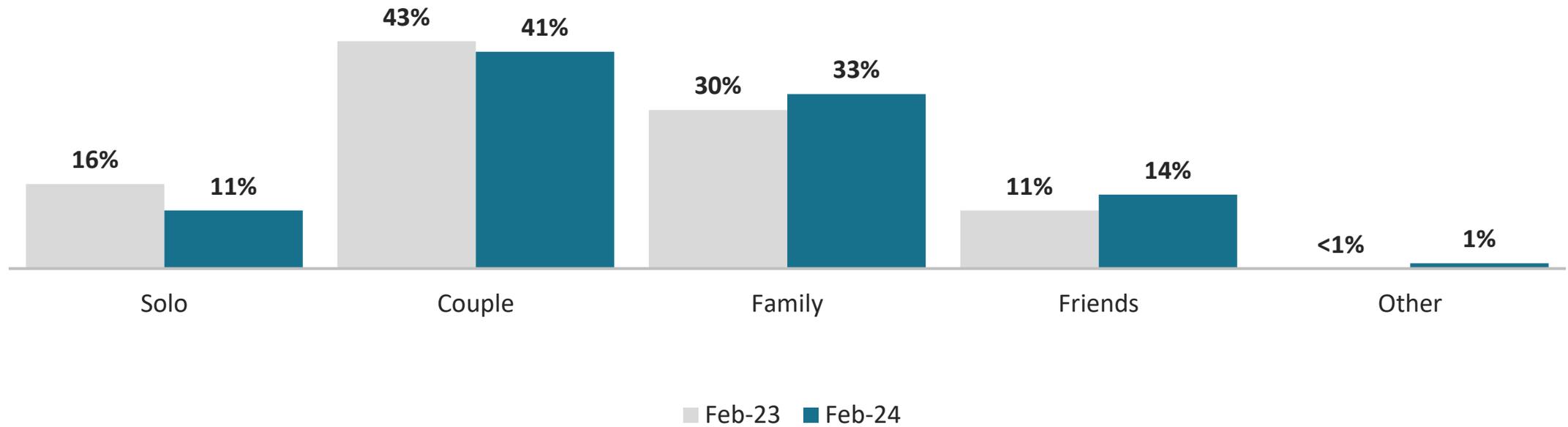
TRANSPORTATION METHODS



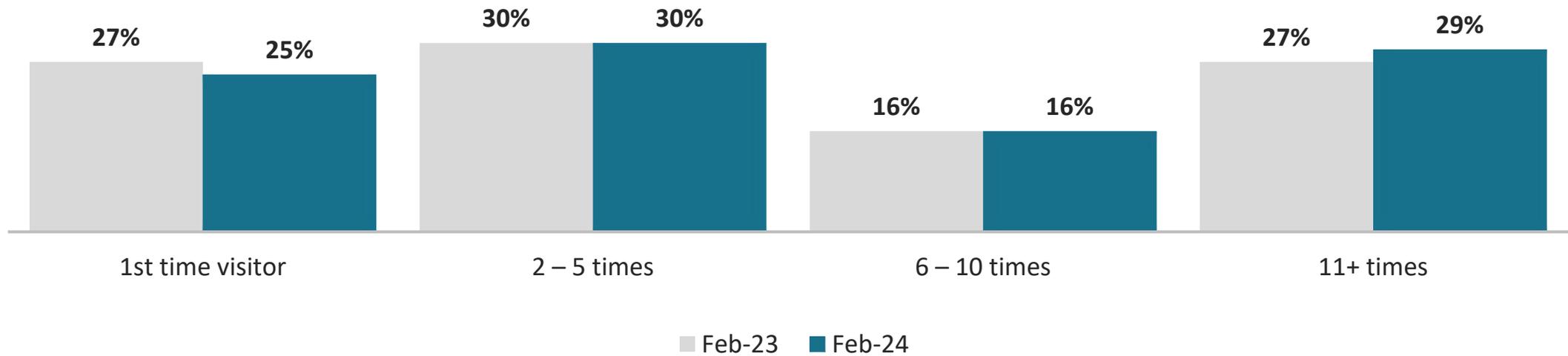
VISITOR JOURNEY: TRAVEL PARTY PROFILE



TRAVEL PARTY COMPOSITION

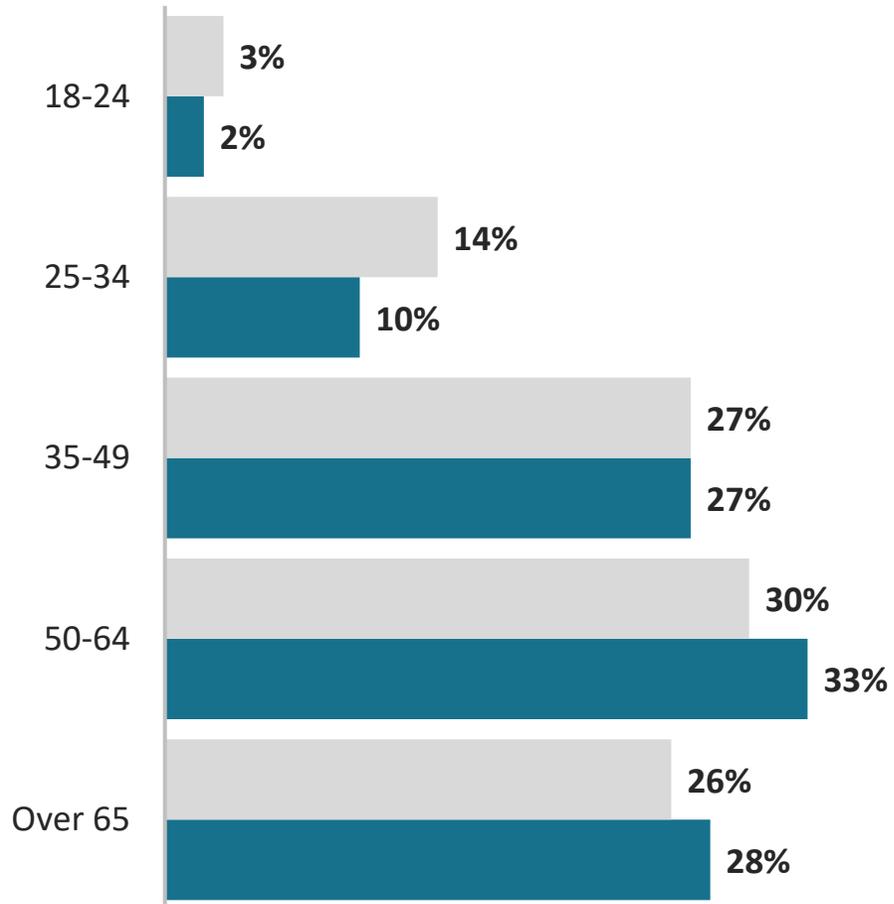


PREVIOUS VISITS



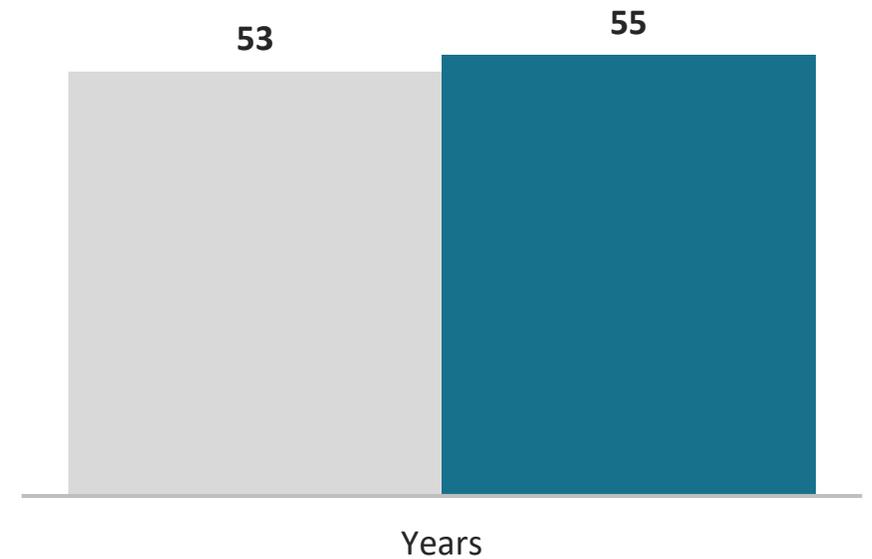
VISITOR AGES

Age



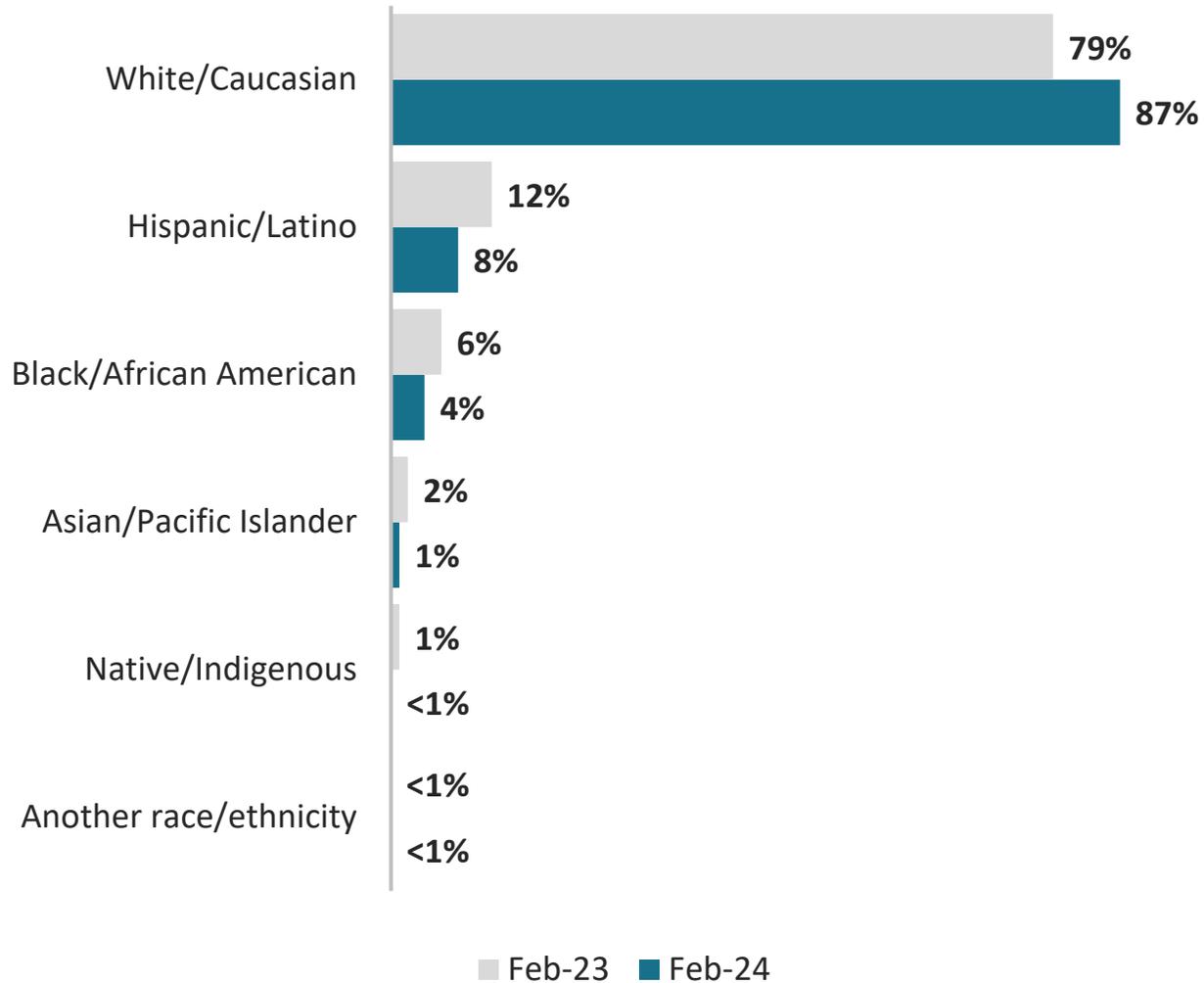
■ Feb-23 ■ Feb-24

Median Age

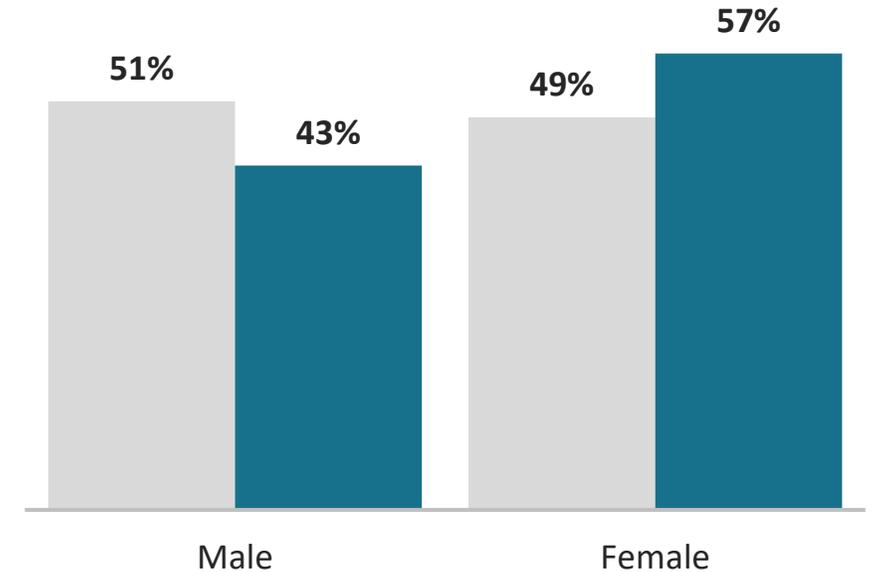


VISITOR RACE & GENDER¹

Race

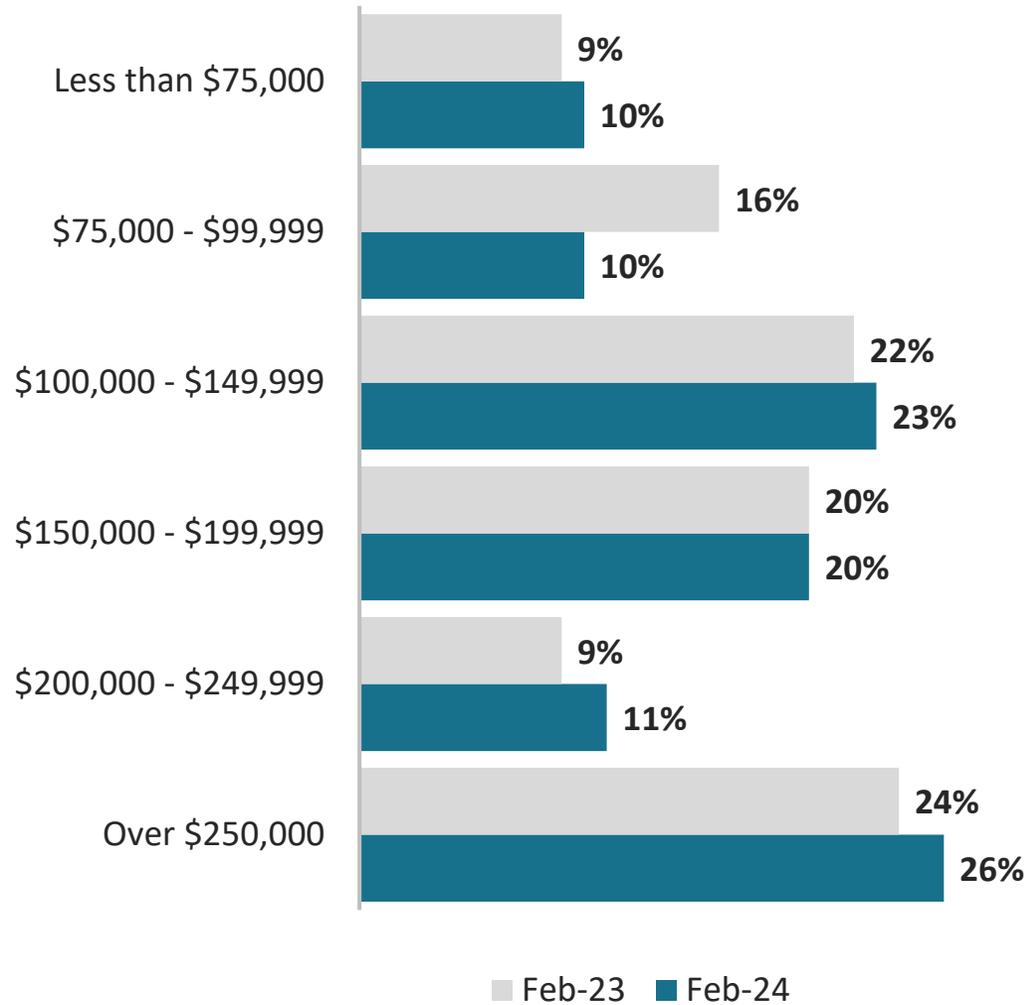


Gender

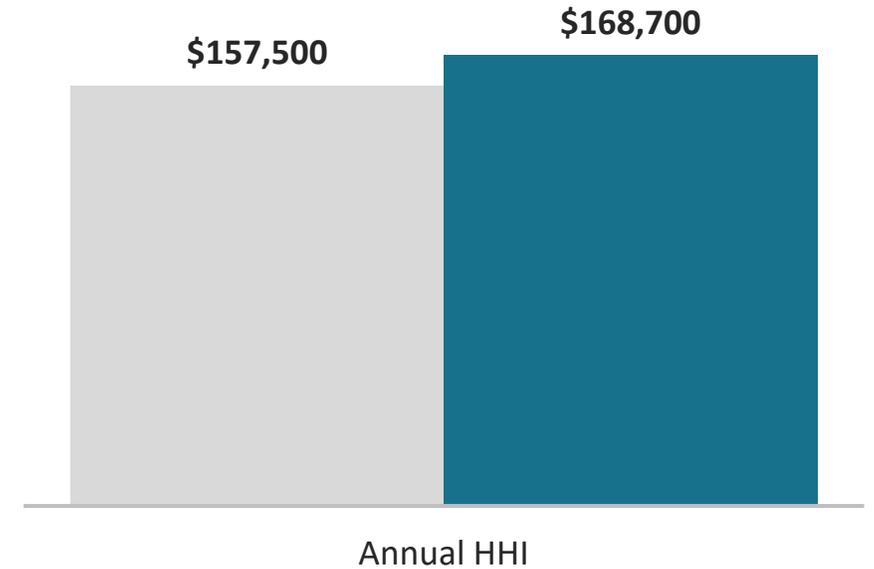


¹Of person interviewed. Females are generally more likely to agree to participate in survey research.

Income



Median Household Income

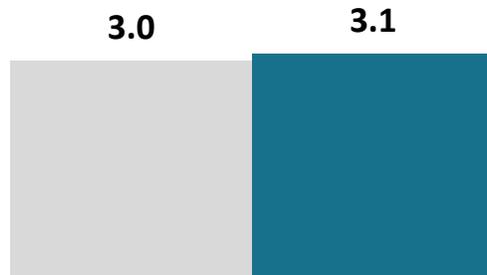


VISITOR JOURNEY: TRIP EXPERIENCE



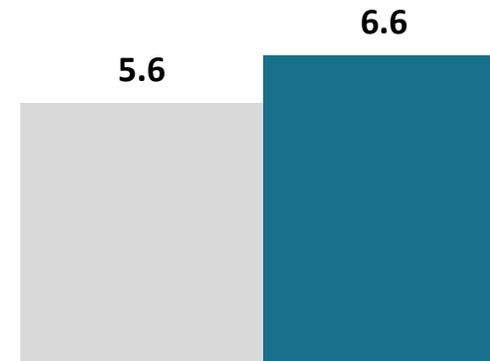
TRAVEL PARTY SIZE

3.1



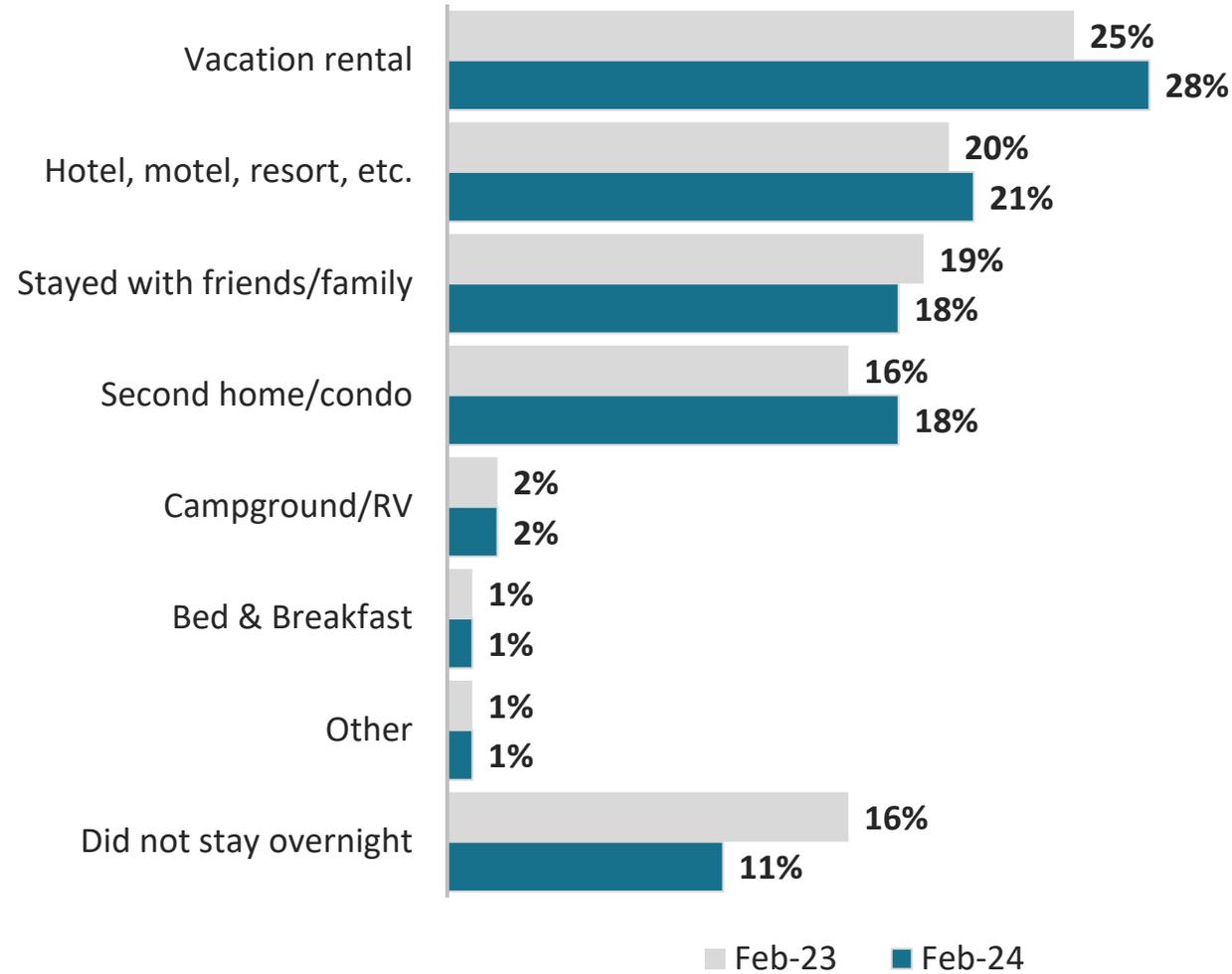
NIGHTS STAYED

6.6

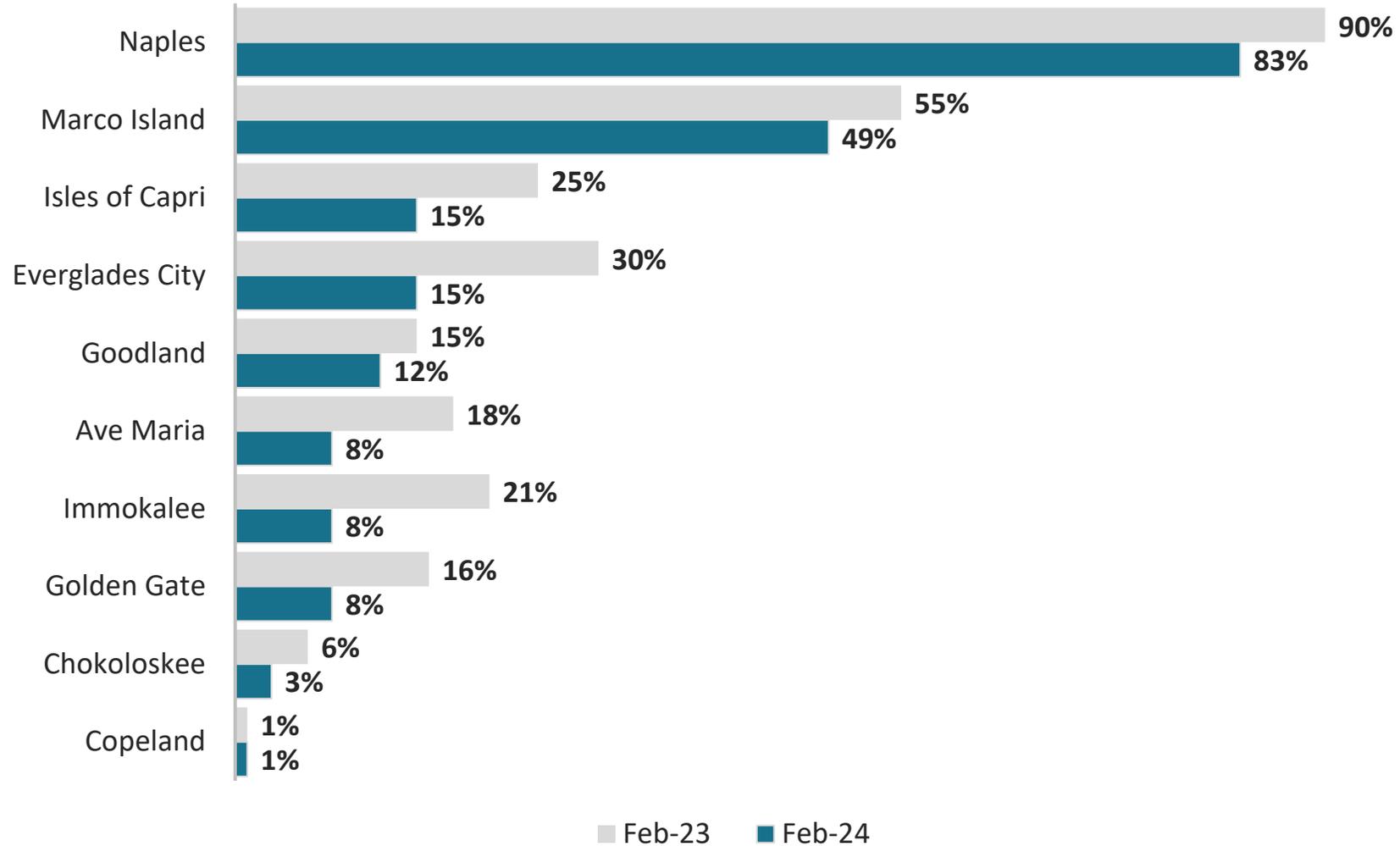


■ Feb-23 ■ Feb-24

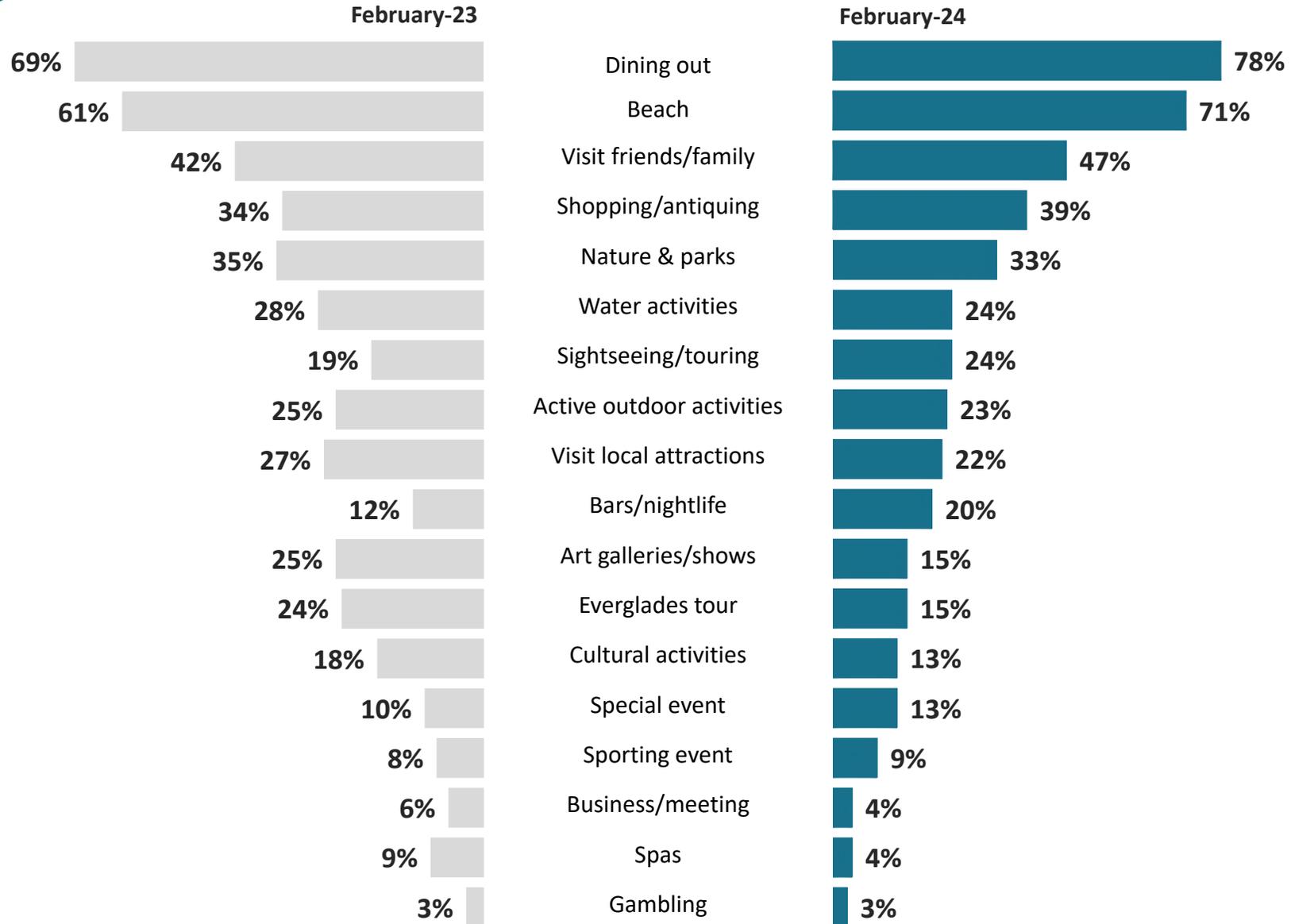
TYPE OF ACCOMMODATIONS



AREAS VISITED

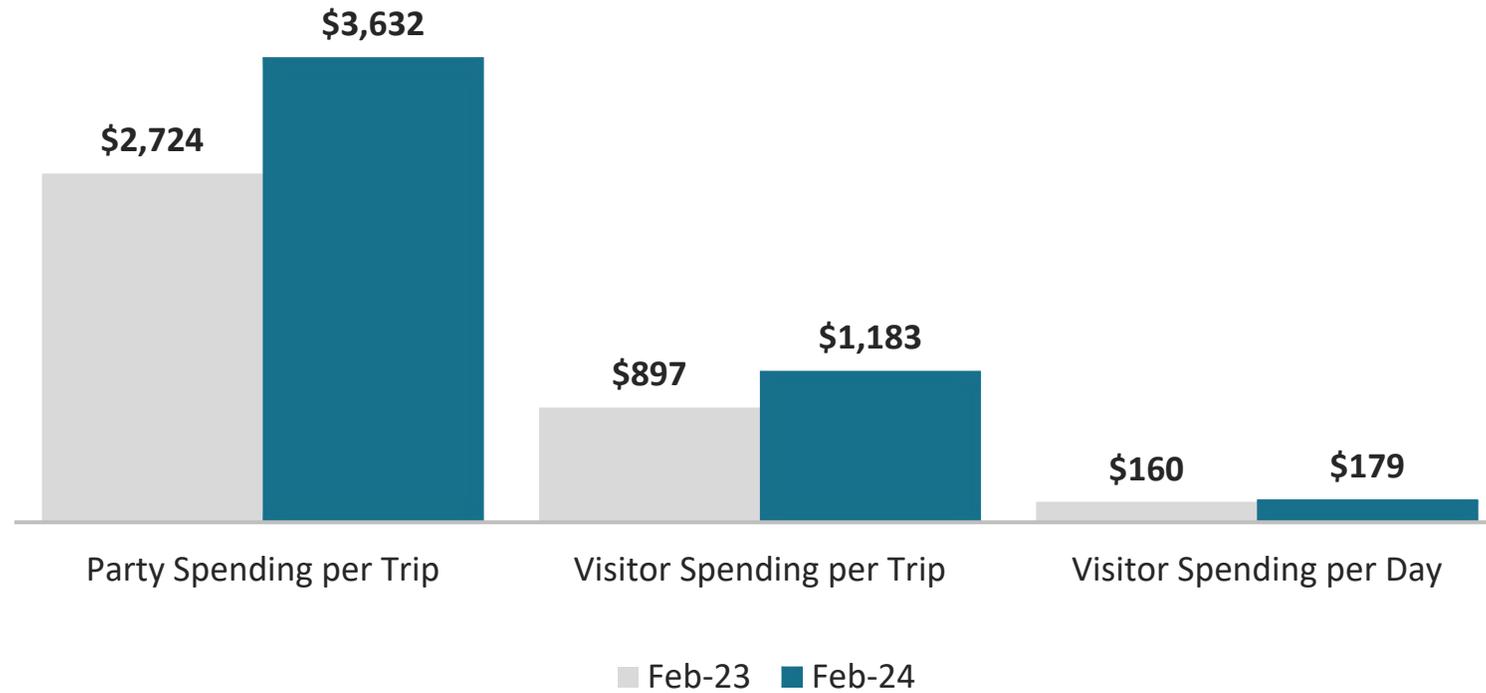


TRIP ACTIVITIES



¹ Multiple responses permitted.

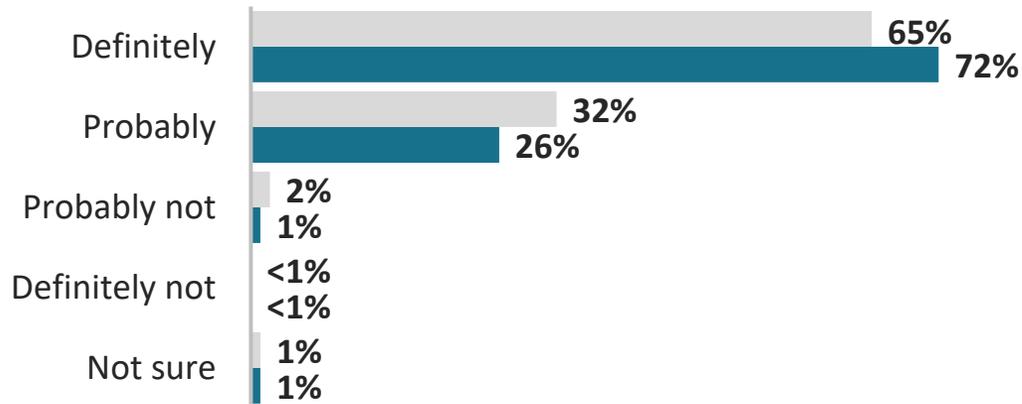
VISITOR SPENDING



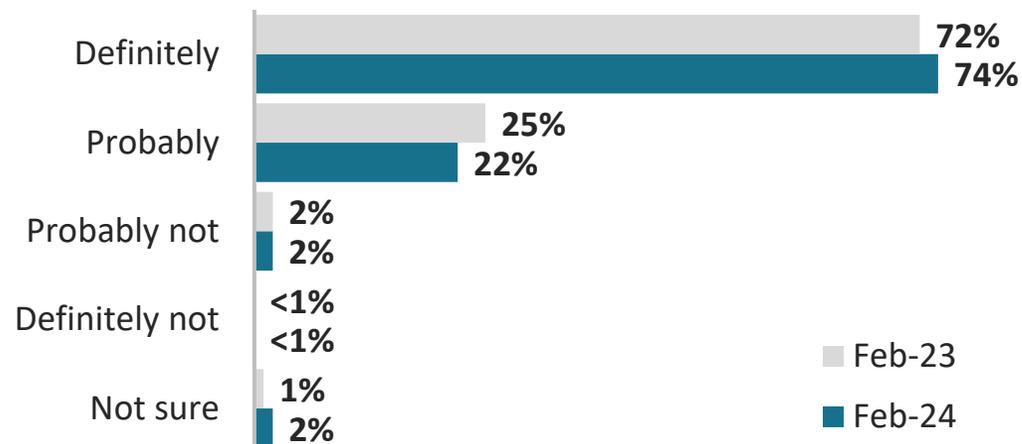
VISITOR JOURNEY: POST-TRIP EVALUATION



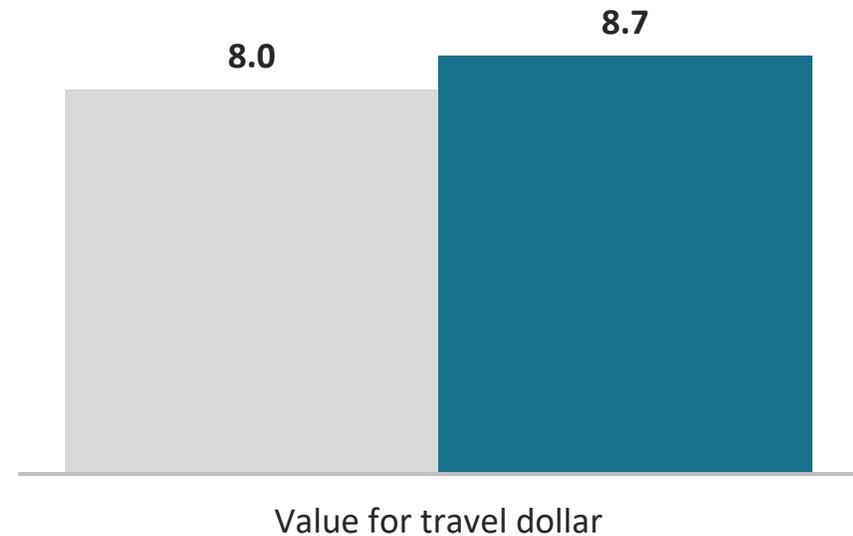
Will recommend the Naples area?



Will return to the Naples area?



VALUE FOR TRAVEL DOLLAR^{1,2}



¹ 10-point scale where 10 is "excellent" and 1 is "poor".
² All visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower ratings.

DESTINATION COMPARISONS



OCCUPANCY COMPARISONS¹

	Occupancy Rate (%)				Demand (Room Nights)				Δ% in Occupancy Rate from Feb 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	56.8%	23.3%	0.0%	80.1%	118,069	48,394	86	166,550	-3.1%	-3.9%	-85.9%	-3.6%
Miami	62.1%	17.1%	4.5%	83.8%	1,141,340	314,720	82,716	1,538,775	+4.0%	+3.1%	-1.8%	+3.5%
Florida Keys	73.3%	12.1%	0.2%	85.6%	217,137	35,876	608	253,621	-1.4%	-5.2%	-28.6%	-2.1%
Fort Myers	59.7%	14.3%	6.8%	80.9%	191,459	45,944	21,914	259,318	-0.3%	-24.7%	+54.1%	-3.0%
Sarasota	60.6%	17.1%	3.4%	81.2%	209,063	58,984	11,840	279,887	-11.7%	+16.8%	+285.6%	-3.6%
Clearwater	53.3%	24.3%	0.0%	77.7%	134,597	61,402	0	195,999	-13.3%	+6.9%	0.0%	-7.9%
St. Petersburg	54.8%	21.1%	0.7%	76.6%	175,372	67,347	2,380	245,099	-5.6%	-10.2%	-15.0%	-7.0%
Palm Beach	60.0%	19.1%	2.2%	81.3%	322,149	102,643	11,907	436,698	-3.2%	-0.8%	+19.3%	-2.1%
Ft. Lauderdale	65.5%	16.0%	2.7%	84.2%	709,796	173,326	29,600	912,722	+1.6%	-3.8%	-8.5%	+0.1%

¹ Metrics provided by STR.

² Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

³ Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

⁴ Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

ROOM RATE COMPARISONS¹

	Average Daily Rate (\$)				Δ% in ADR from Feb 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	\$495.65	\$455.14	\$428.32	\$483.85	+20.3%	+25.6%	+88.3%	+21.9%
Miami	\$295.73	\$316.98	\$134.42	\$291.40	-1.6%	+1.9%	+12.4%	-0.3%
Florida Keys	\$476.23	\$432.99	\$413.53	\$469.96	+2.2%	-2.3%	+7.9%	+1.6%
Fort Myers	\$235.26	\$250.48	\$191.84	\$234.29	-5.7%	+0.3%	+30.1%	-4.0%
Sarasota	\$268.05	\$223.41	\$163.71	\$254.23	0.0%	-1.1%	+18.0%	-2.0%
Clearwater	\$235.55	\$217.62	\$0.00	\$229.93	-2.2%	+10.8%	0.0%	+0.5%
St. Petersburg	\$230.96	\$202.69	\$105.66	\$221.97	-5.6%	+6.1%	-7.1%	-2.6%
Palm Beach	\$373.03	\$356.02	\$171.22	\$363.53	-2.4%	+8.2%	+0.9%	-0.5%
Ft. Lauderdale	\$235.99	\$274.22	\$163.91	\$240.91	-4.2%	+2.2%	+8.2%	-2.6%

¹ Metrics provided by STR.

² Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

³ Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

⁴ Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

ROOM REVENUE COMPARISONS¹

	Revenue per Available Room (\$)				Revenue (Millions of Dollars)				Δ% in RevPAR from Feb 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	\$281.41	\$105.92	\$0.18	\$387.51	\$58.521	\$22.026	\$0.037	\$80.585	+16.6%	+20.6%	-73.5%	+17.5%
Miami	\$183.76	\$54.31	\$6.05	\$244.13	\$337.523	\$99.760	\$11.118	\$448.401	+2.4%	+5.0%	+10.4%	+3.1%
Florida Keys	\$349.00	\$52.43	\$0.85	\$402.27	\$103.407	\$15.534	\$0.251	\$119.192	+0.7%	-7.3%	-22.9%	-0.5%
Fort Myers	\$140.48	\$35.89	\$13.11	\$189.49	\$45.043	\$11.508	\$4.204	\$60.755	-6.0%	-24.4%	+100.5%	-6.9%
Sarasota	\$162.50	\$38.21	\$5.62	\$206.34	\$56.039	\$13.177	\$1.938	\$71.154	-11.7%	+15.5%	+354.9%	-5.5%
Clearwater	\$125.63	\$52.95	\$0.00	\$178.58	\$31.705	\$13.362	\$0.000	\$45.067	-15.2%	+18.4%	0.0%	-7.4%
St. Petersburg	\$126.63	\$42.67	\$0.79	\$170.09	\$40.504	\$13.650	\$0.252	\$54.406	-10.9%	-4.7%	-21.0%	-9.5%
Palm Beach	\$223.69	\$68.02	\$3.79	\$295.50	\$120.172	\$36.543	\$2.039	\$158.754	-5.6%	+7.4%	+20.3%	-2.6%
Ft. Lauderdale	\$154.48	\$43.84	\$4.47	\$202.79	\$167.501	\$47.529	\$4.852	\$219.882	-2.7%	-1.7%	-1.0%	-2.5%

¹ Metrics provided by STR.

² Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

³ Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

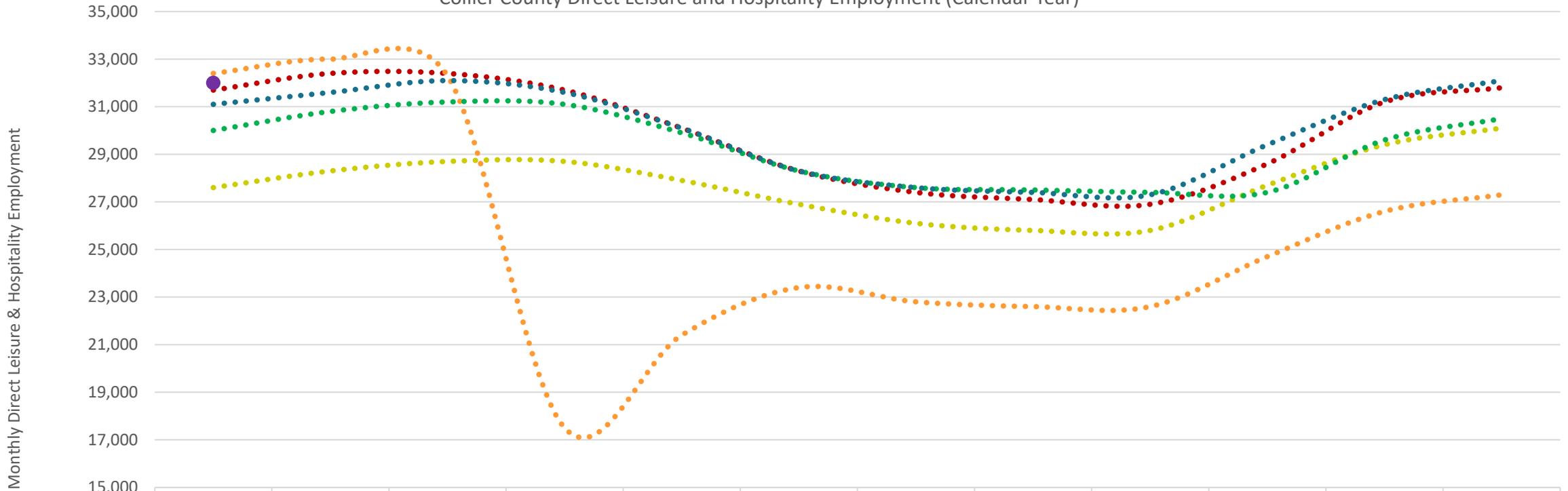
⁴ Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

INDUSTRY DATA



LEISURE & HOSPITALTY EMPLOYMENT

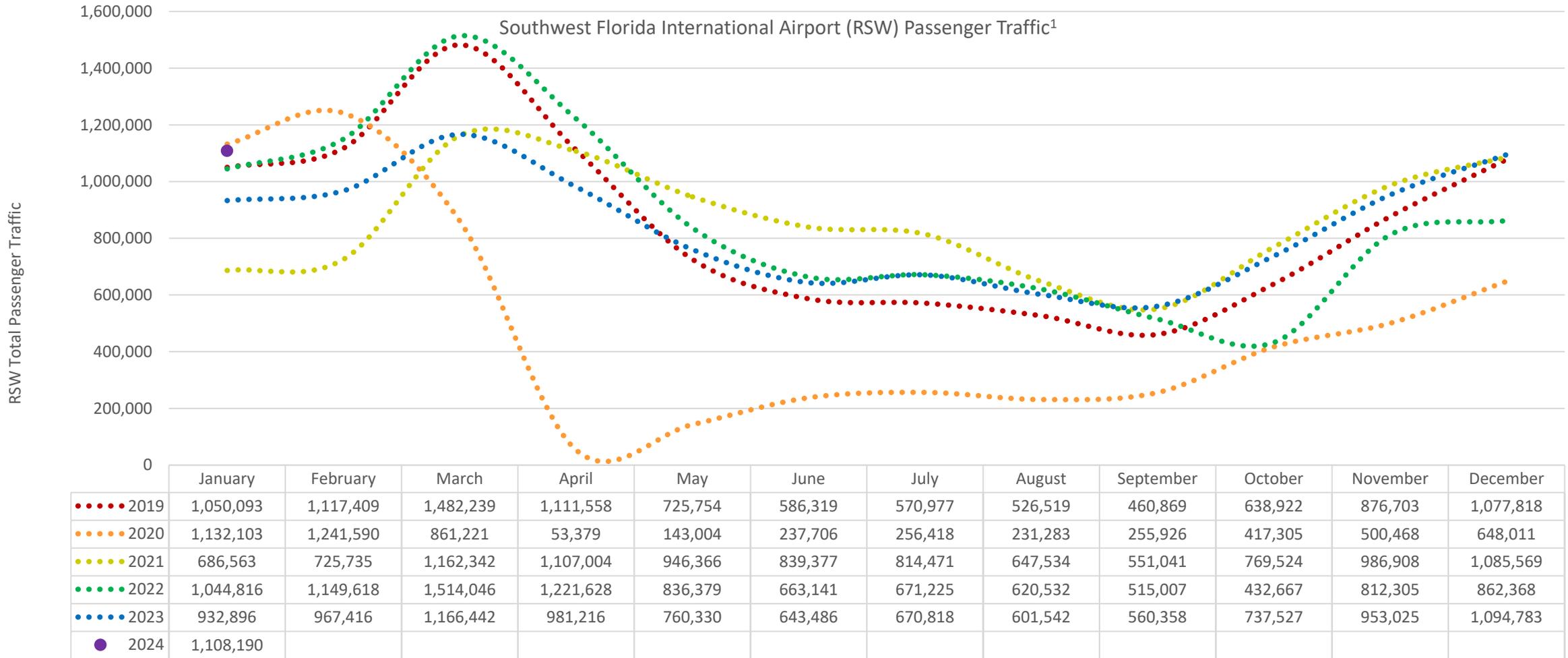
Collier County Direct Leisure and Hospitality Employment (Calendar Year)¹



	January	February	March	April	May	June	July	August	September	October	November	December
••••• 2019	31,700	32,400	32,400	31,700	30,100	28,300	27,400	27,100	26,900	28,600	31,200	31,800
••••• 2020	32,400	33,000	32,300	17,500	21,400	23,400	22,800	22,600	22,600	24,700	26,600	27,300
••••• 2021	27,600	28,300	28,700	28,700	27,900	26,900	26,100	25,800	25,800	27,700	29,400	30,100
••••• 2022	30,000	30,800	31,200	31,100	29,900	28,300	27,600	27,500	27,400	27,400	29,600	30,500
••••• 2023	31,100	31,600	32,100	31,600	30,100	28,300	27,600	27,400	27,300	29,400	31,300	32,100
● 2024	32,000 (P)											

¹ SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.

RSW PASSENGER TRAFFIC



¹SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

February 2024 Licensed Transient Rental Units				
	Hotel	Motel	Vacation Rental	Total
Naples	4,602	1,368	3,025	8,995
Marco Island	1,275	121	2,079	3,475
Immokalee	0	70	104	174
Golden Gate	0	150	0	150
Everglades City	38	36	21	95
Chokoloskee	0	13	2	15
Goodland	0	5	7	12
Ave Maria	0	0	6	6
Ochopee	0	0	1	1
Total	5,915	1,763	5,245	12,923²

¹ SOURCE: Florida Department of Business & Professional Regulation.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
February 2024 Monthly Dashboard

Sandra Rios, Public Relations & Communications Manager
sandra.rios@colliercountyfl.gov

John Melleky, Arts & Culture Manager
john.melleky@colliercountyfl.gov

Downs & St. Germain Research
(850) 906-3111 | contact@dsg-research.com

