



NAPLES • MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

January 2025 Monthly Visitor Dashboard

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MONTHLY
HIGHLIGHTS

JANUARY 2025 | TOURISM METRICS

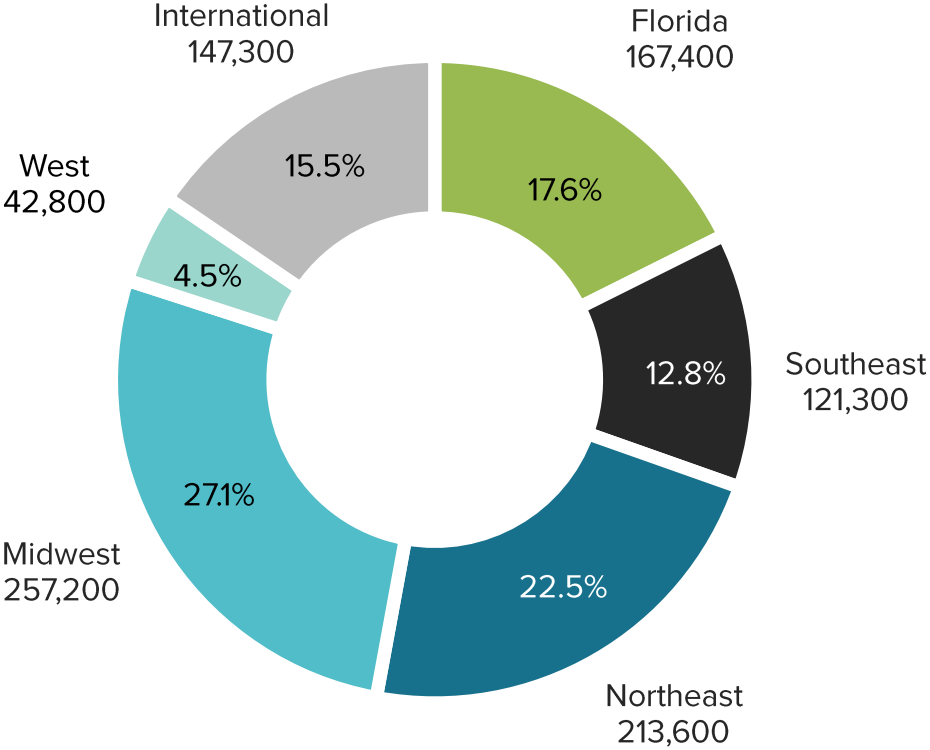
Metric	January 2024	January 2025	Percent Change
Visitors	271,400	286,800	+ 5.7%
Visitor Days	1,671,700	1,915,800	+ 14.6%
Direct Spending	\$319,428,700	\$324,649,100	+ 1.6%
Economic Impact	\$442,768,200	\$448,665,100	+ 1.3%
Room Nights	262,700	276,100	+ 5.1%
Occupancy	67.2%	66.2%	- 1.5%
Average Daily Rate	\$497.71	\$485.57	- 2.4%
RevPAR	\$334.46	\$321.45	- 3.9%

FYTD 2025 | TOURISM METRICS

Metric	FYTD 2024	FYTD 2025	Percent Change
Visitors	909,300	949,600	+ 4.4%
Visitor Days	5,716,800	6,273,500	+ 9.7%
Direct Spending	\$915,751,500	\$952,624,700	+ 4.0%
Economic Impact	\$1,270,424,200	\$1,317,037,500	+ 3.7%
Room Nights	919,900	982,100	+ 6.8%
Occupancy	60.0%	60.6%	+ 1.0%
Average Daily Rate	\$357.47	\$348.14	- 2.6%
RevPAR	\$214.48	\$210.97	- 1.6%

FYTD 2025 | VISITOR ORIGIN

Region	FYTD 2024		FYTD 2025		Percent Change (±Δ%)	
	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Florida	169,900	18.8%	167,400	17.6%	-1.5%	-6.5%
Southeast	117,000	13.0%	121,300	12.8%	3.7%	-1.6%
Northeast	200,700	22.3%	213,600	22.5%	6.4%	1.0%
Midwest	237,600	26.4%	257,200	27.1%	8.2%	2.7%
West	47,900	5.3%	42,800	4.5%	-10.6%	-15.2%
Canada	46,000	5.1%	59,100	6.2%	28.5%	21.9%
Europe	62,200	6.9%	63,500	6.7%	2.1%	-3.1%
C/S America	8,500	0.9%	12,700	1.3%	49.4%	41.8%
Other	11,400	1.3%	12,000	1.3%	5.3%	-0.1%
Total	901,200	100.0%	949,600	100.0%		



Highlights

- Key performance metrics (visitation, room nights, direct spend, and economic impact) were all up at least slightly compared to January 2024.
- International visitors accounted for 19% of visitation in January, and they have accounted for 15.5% of all visitation so far in FY 2025.

Potential Areas of Concern

- Occupied room nights increased 5.1% year-over-year, which is a positive, but it was slightly outpaced by the year-over-year increase in room supply, causing the overall Occupancy Rate to fall 1.5% compared to January 2024.
- Additionally, the Average Daily Rate (ADR) dropped 2.4% year-over-year, dropping the Revenue Per Available Room (RevPAR) 3.9% year-over-year.
 - This is to be expected with increased competition but is something to keep an eye on going forward.
 - Maintaining steady demand increases should be able to help counteract the impact of a slightly lower ADR.



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EXECUTIVE MONTHLY SUMMARY

VISITORS

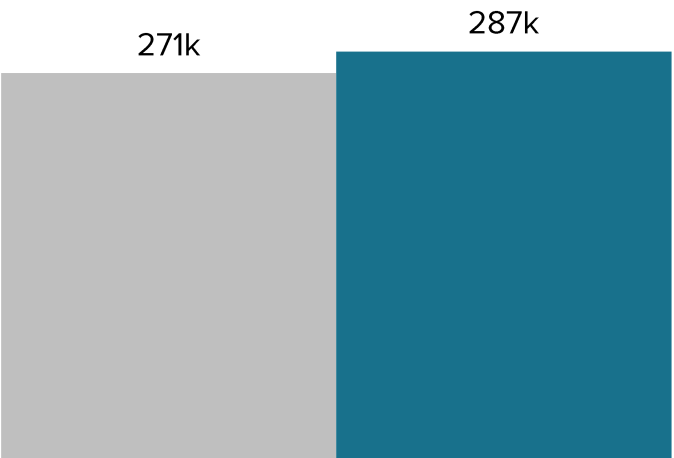
286,800

ROOM NIGHTS

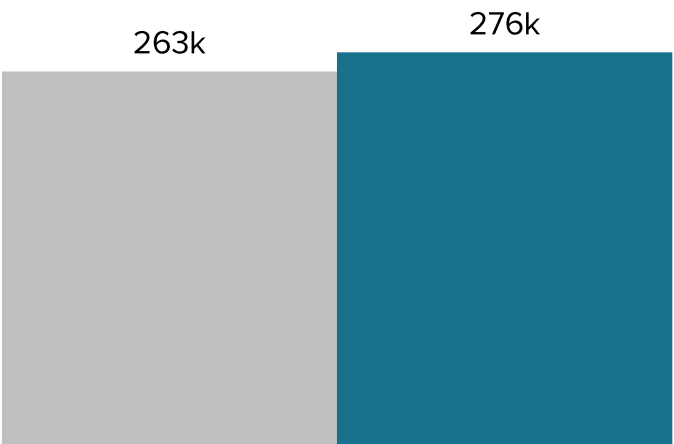
276,100

VISITOR DAYS

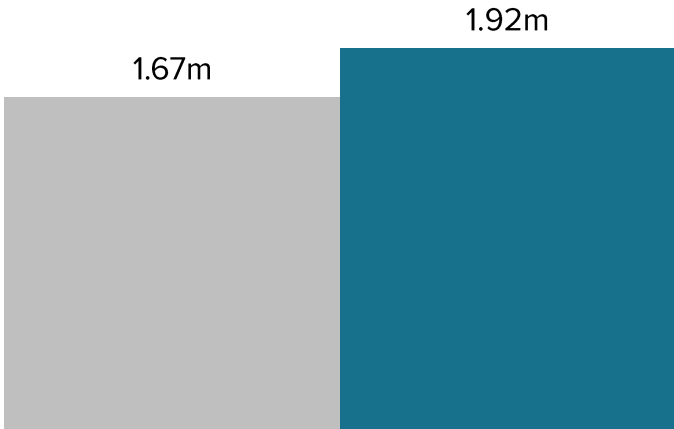
1,915,800



+ 5.7% from 2024



+ 5.1% from 2024

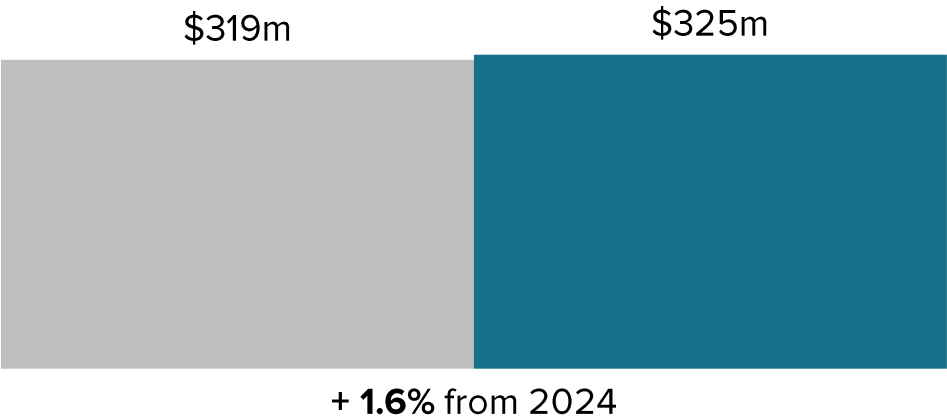


+ 14.6% from 2024

■ Jan-24 ■ Jan-25

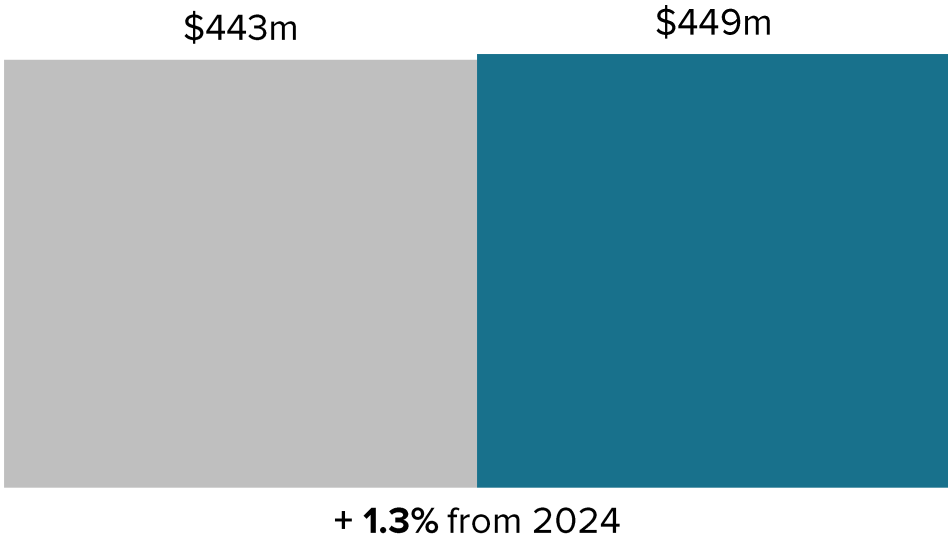
DIRECT SPENDING

\$324,649,100



ECONOMIC IMPACT

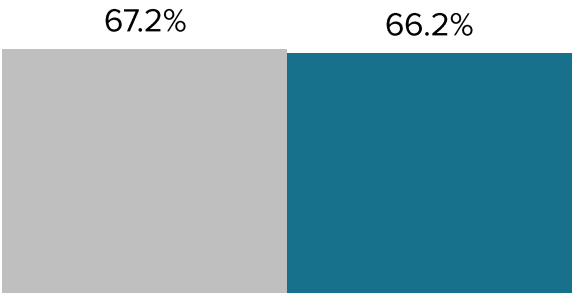
\$448,665,100



■ Jan-24 ■ Jan-25

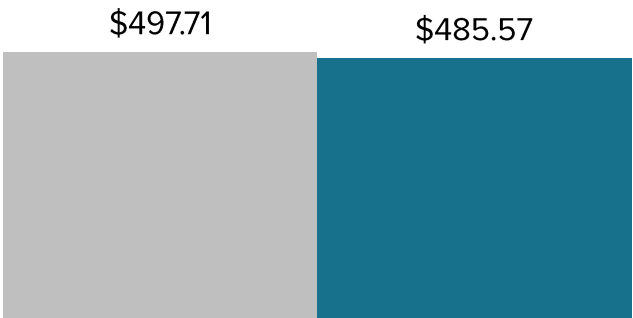
¹The IMPLAN multiplier for Collier County was 1.386 for 2024 and is 1.382 in 2025.

OCCUPANCY RATE
66.2%



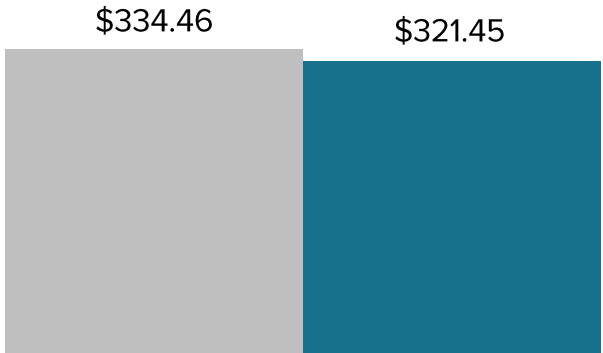
- 1.5% from 2024

AVERAGE DAILY RATE
\$485.57



- 2.4% from 2024

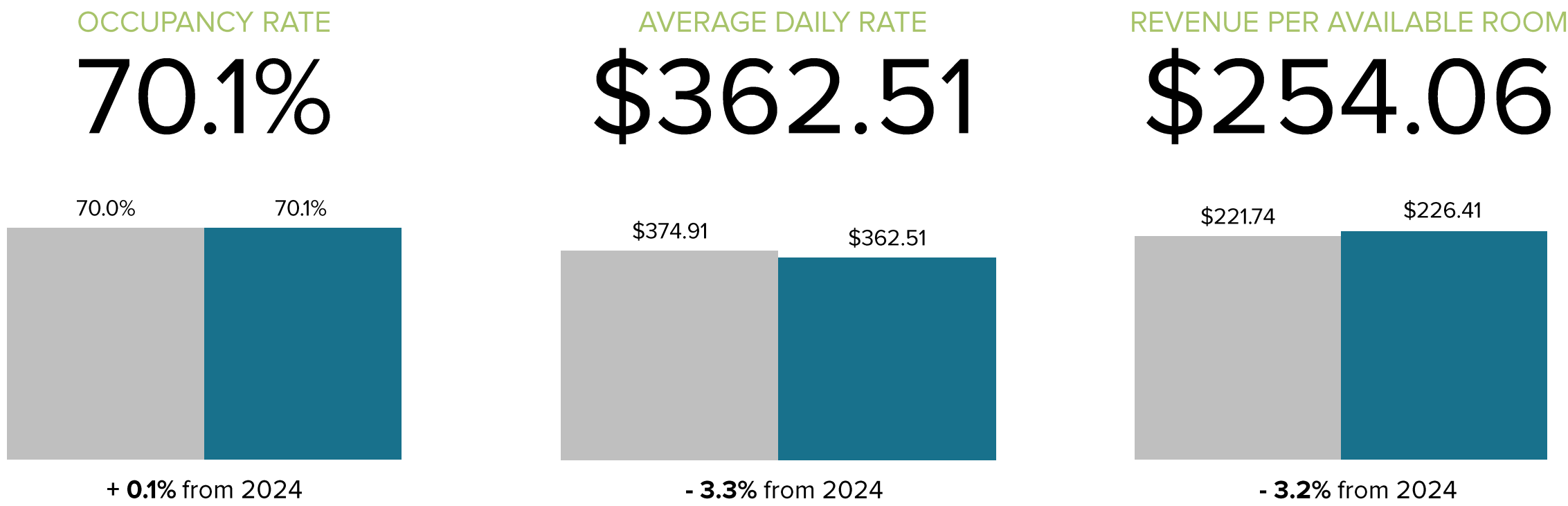
REVENUE PER AVAILABLE ROOM
\$321.45



- 3.9% from 2024

■ Jan-24 ■ Jan-25

¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.
² Overall Lodging Metrics are reflective of paid accommodations as a whole, including both hotels and vacation rentals within Collier County.



¹Source: STR data
² Lodging metrics on this slide are only reflective of the hotels within Collier County.

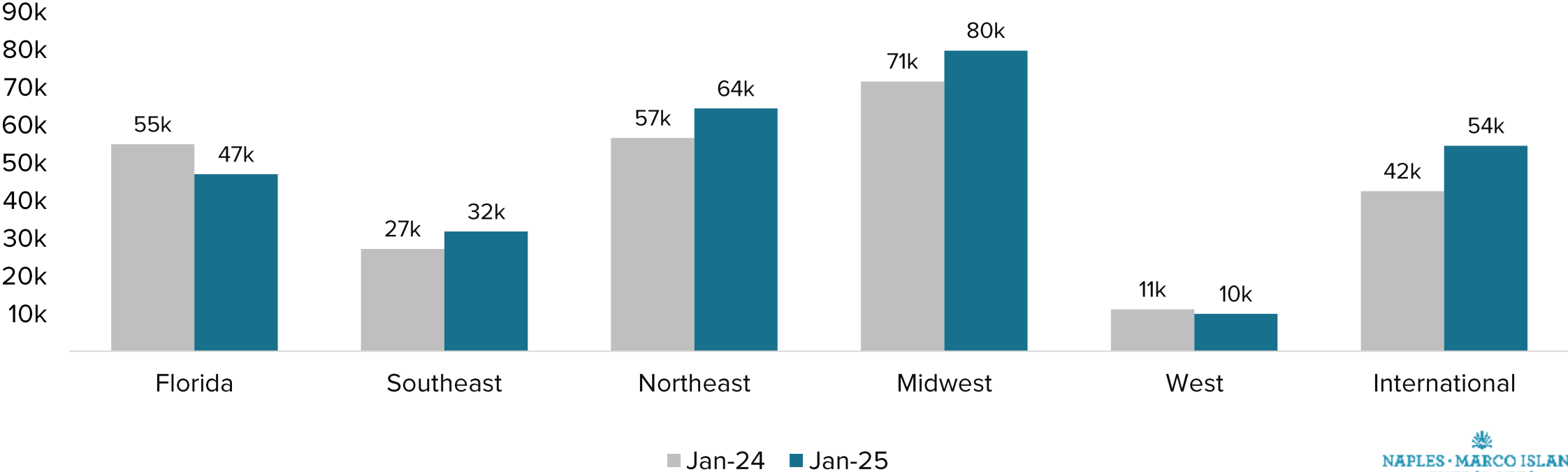
■ Jan-24 ■ Jan-25

FLORIDA VISITORS

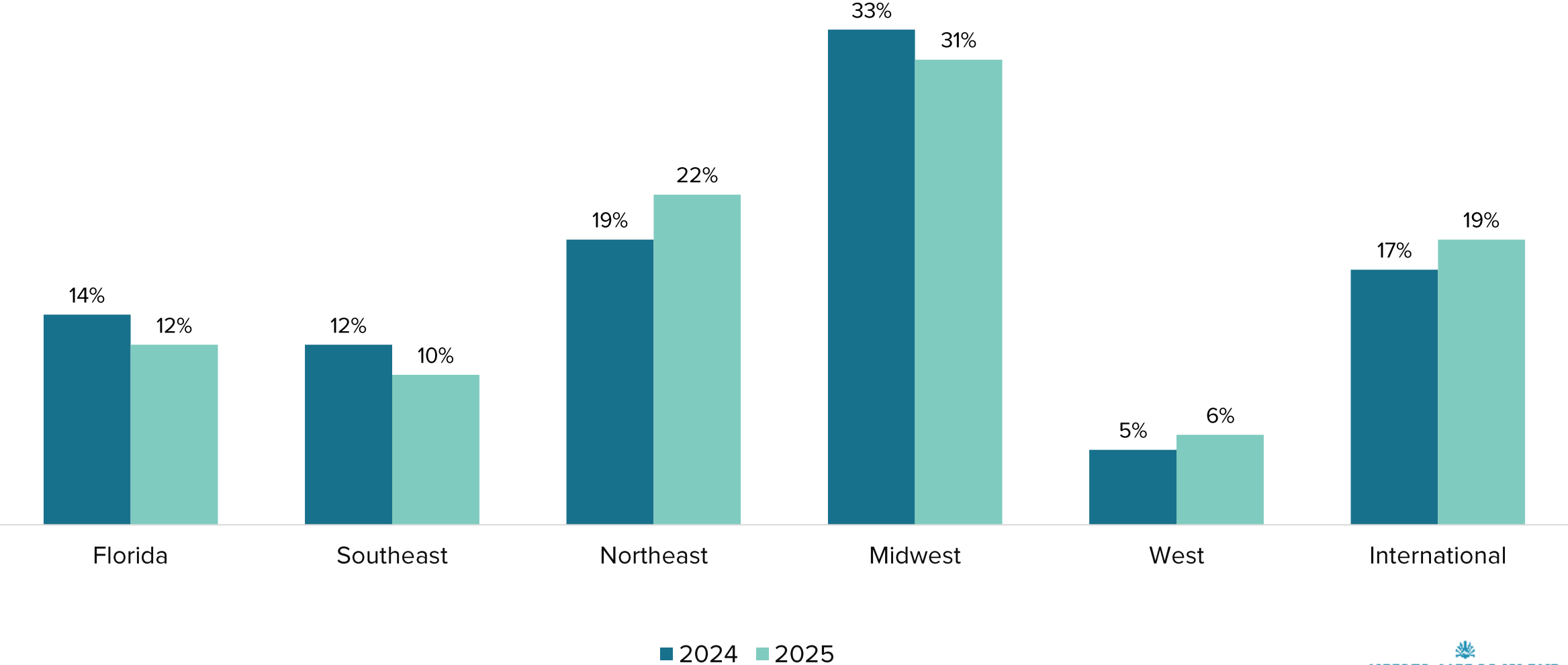
46,900

OUT-OF-STATE VISITORS

239,900



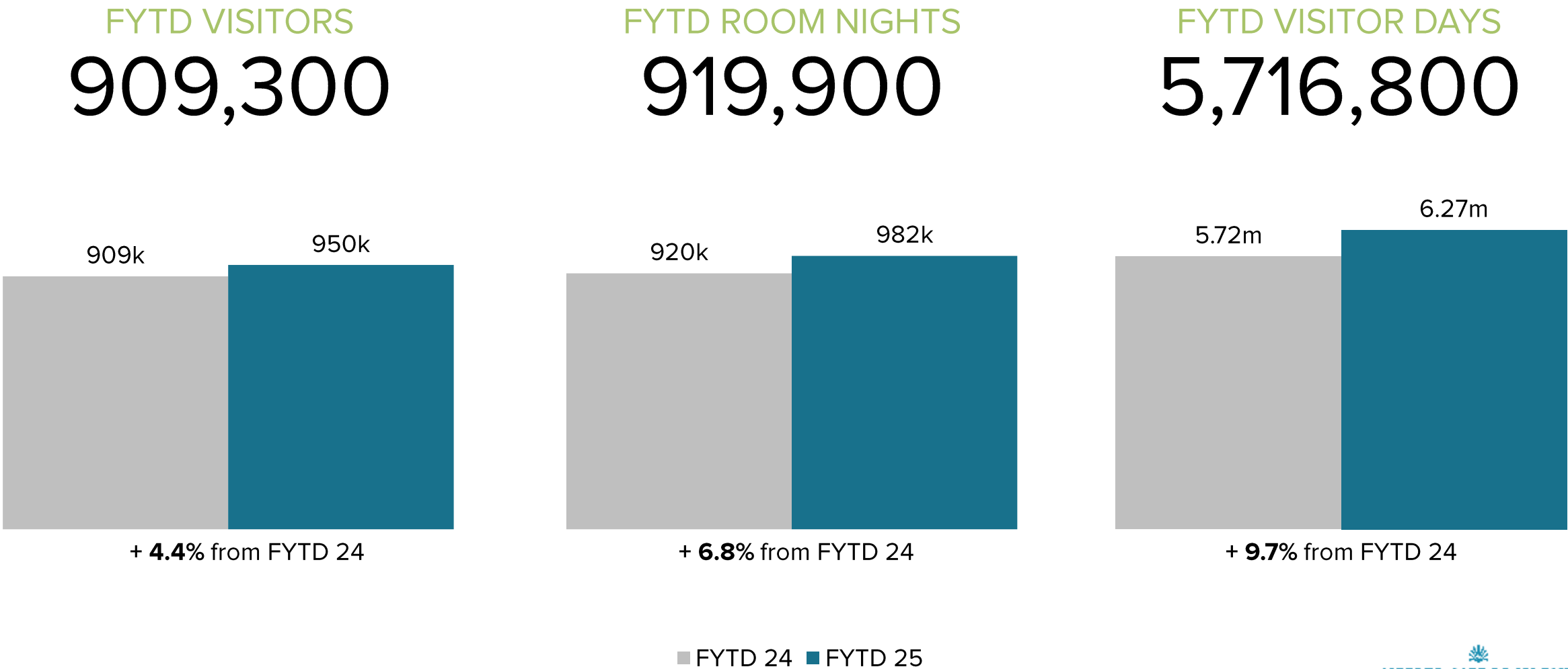
JANUARY 2025 | OVERNIGHT VISITOR ORIGINS





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EXECUTIVE FISCAL YEAR-TO-DATE (FYTD) SUMMARY



FYTD DIRECT SPENDING

\$952,624,700

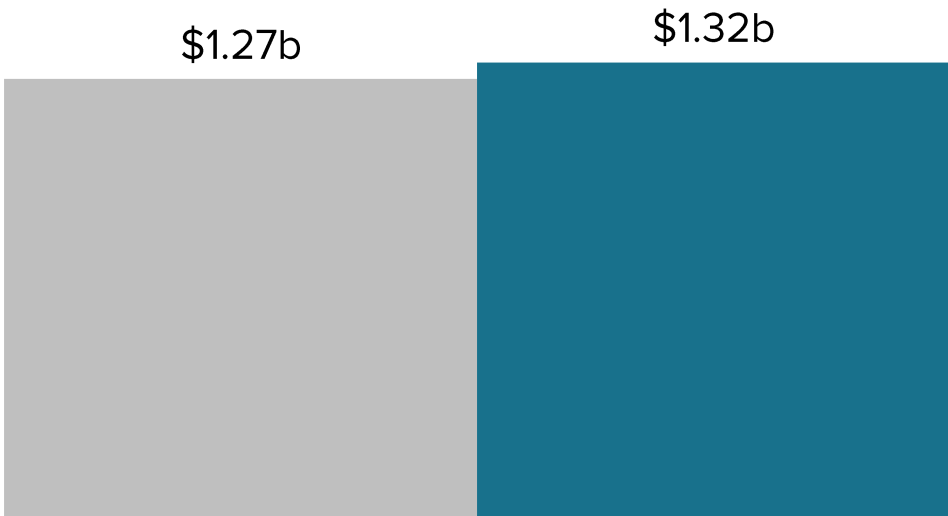
+ 4.0% from FYTD 24



FYTD ECONOMIC IMPACT

\$1,317,037,500

+ 3.7% from FYTD 24¹



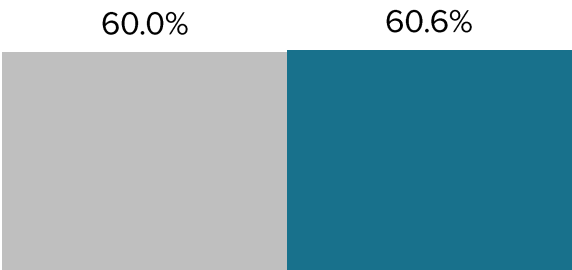
¹The IMPLAN multiplier for Collier County was 1.386 for 2024 and is 1.382 in 2025.

■ FYTD 24 ■ FYTD 25

FYTD 2025 | OVERALL LODGING METRICS^{1,2}

OCCUPANCY RATE

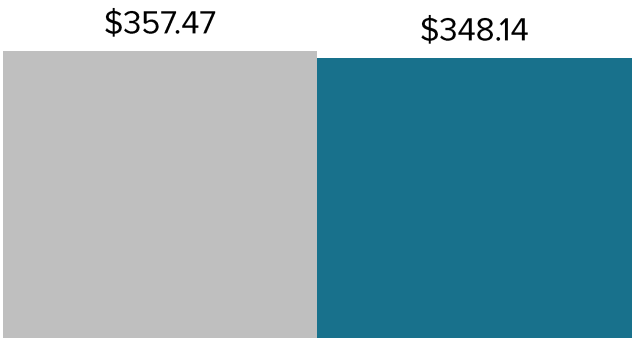
60.6%



+ 1.0% from FYTD 24

AVERAGE DAILY RATE

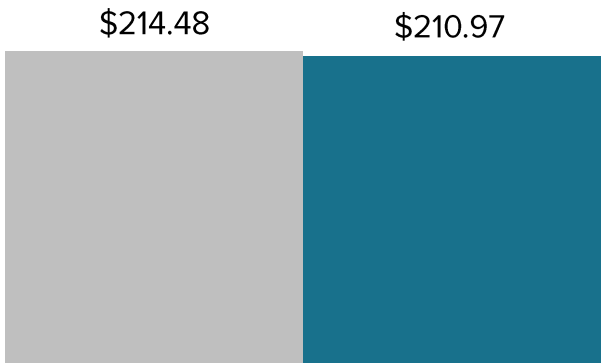
\$348.14



- 2.6% from FYTD 24

REVENUE PER AVAILABLE ROOM

\$210.97

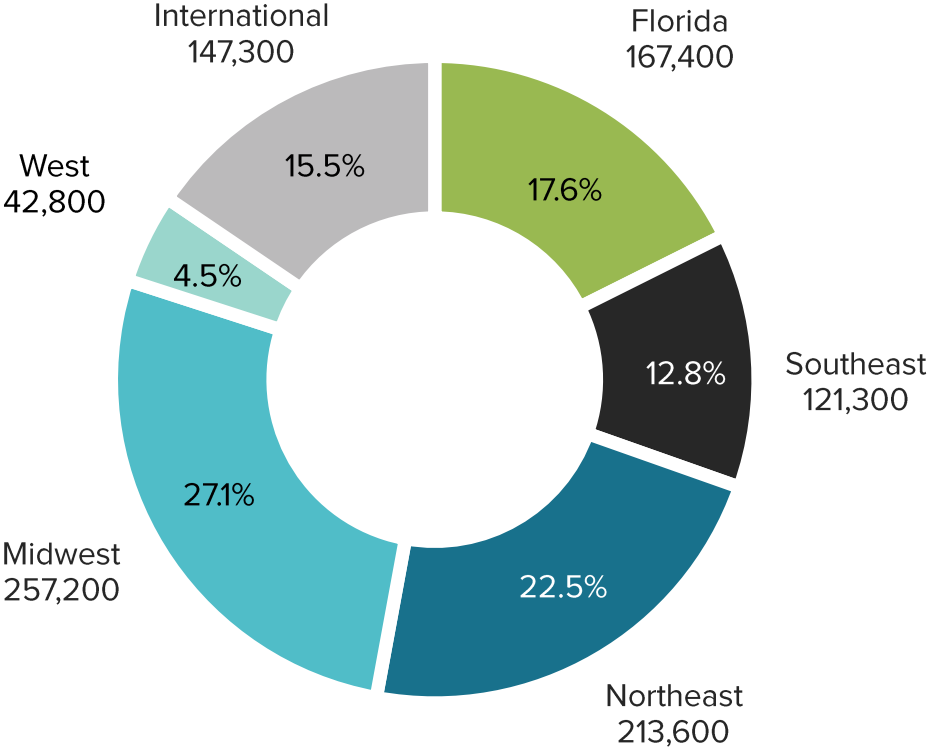


- 1.6% from FYTD 24

¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.
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FYTD 2025 | VISITOR ORIGIN

Region	FYTD 2024		FYTD 2025		Percent Change (±Δ%)	
	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Florida	169,900	18.8%	167,400	17.6%	-1.5%	-6.5%
Southeast	117,000	13.0%	121,300	12.8%	3.7%	-1.6%
Northeast	200,700	22.3%	213,600	22.5%	6.4%	1.0%
Midwest	237,600	26.4%	257,200	27.1%	8.2%	2.7%
West	47,900	5.3%	42,800	4.5%	-10.6%	-15.2%
Canada	46,000	5.1%	59,100	6.2%	28.5%	21.9%
Europe	62,200	6.9%	63,500	6.7%	2.1%	-3.1%
C/S America	8,500	0.9%	12,700	1.3%	49.4%	41.8%
Other	11,400	1.3%	12,000	1.3%	5.3%	-0.1%
Total	901,200	100.0%	949,600	100.0%		





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MONTHLY
DESTINATION
COMPARISONS

DESTINATION COMPARISONS | SUPPLY

	Hotel Supply (Rooms)	Δ% in Supply from January 2024
	Total	Total
Miami	2,027,958	- 0.2%
Ft. Lauderdale	1,220,098	+ 0.4%
Palm Beach	605,089	+ 1.4%
Sarasota	386,322	+ 0.9%
Ft. Myers	379,037	+ 6.6%
Florida Keys	330,460	+ 1.6%
St. Petersburg	319,858	- 10.4%
Clearwater	277,605	- 1.1%
Naples	263,872	+ 14.8%

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.

DESTINATION COMPARISONS | DEMAND

	Hotel Demand (Rooms)				Δ% in Demand from January 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	1,186,628	311,527	104,930	1,603,084	- 1.4%	+ 2.6%	+ 16.6%	+ 0.4%
Ft. Lauderdale	697,132	187,482	27,080	911,694	+ 0.9%	- 5.4%	- 19.2%	- 1.2%
Palm Beach	331,214	121,809	9,327	462,350	+ 3.9%	+ 39.1%	- 14.9%	+ 10.8%
Sarasota	207,899	69,712	9,211	286,823	+ 10.4%	+ 0.5%	+ 34.9%	+ 8.4%
Ft. Myers	181,385	55,804	19,326	256,515	+ 3.7%	- 2.5%	- 8.0%	+ 1.4%
St. Petersburg	178,020	71,889	5,868	255,777	+ 15.2%	+ 7.3%	+ 124.6%	+ 14.1%
Florida Keys	213,187	41,084	1,062	255,333	+ 1.8%	- 8.9%	+ 16.8%	-
Clearwater	141,160	75,641	0	216,801	+ 22.3%	+ 12.2%	-	+ 18.6%
Naples	117,165	67,767	0	184,932	+ 19.6%	+ 7.8%	- 100.0%	+ 14.9%

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DESTINATION COMPARISONS | OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from January 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
St. Petersburg	55.7%	22.5%	1.8%	80.0%	+ 28.6%	+ 19.8%	+ 150.7%	+ 27.4%
Miami	58.5%	15.4%	5.2%	79.0%	- 1.2%	+ 2.8%	+ 16.8%	+ 0.6%
Clearwater	50.8%	27.2%	0.0%	78.1%	+ 23.6%	+ 13.4%	-	+ 19.9%
Florida Keys	64.5%	12.4%	0.3%	77.3%	+ 0.2%	- 10.3%	+ 15.0%	- 1.6%
Palm Beach	54.7%	20.1%	1.5%	76.4%	+ 2.5%	+ 37.2%	- 16.0%	+ 9.3%
Ft. Lauderdale	57.1%	15.4%	2.2%	74.7%	+ 0.5%	- 5.8%	- 19.5%	- 1.6%
Sarasota	53.8%	18.0%	2.4%	74.2%	+ 9.4%	- 0.3%	+ 33.7%	+ 7.5%
Naples	44.4%	25.7%	0.0%	70.1%	+ 4.2%	- 6.1%	- 100.0%	+ 0.1%
Ft. Myers	47.9%	14.7%	5.1%	67.7%	- 2.7%	- 8.6%	- 13.7%	- 4.9%

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DESTINATION COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from January 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	\$309.16	\$88.42	\$15.08	\$412.66	+ 1.4%	+ 3.9%	+ 27.3%	+ 2.7%
Ft. Lauderdale	\$139.74	\$48.38	\$4.57	\$192.69	+ 1.0%	- 3.0%	- 18.4%	- 0.6%
Palm Beach	\$103.71	\$39.44	\$1.47	\$144.62	+ 12.4%	+ 41.5%	- 14.0%	+ 18.7%
Florida Keys	\$81.48	\$15.47	\$0.83	\$97.78	- 0.7%	- 7.5%	+ 41.2%	- 1.6%
Naples	\$42.48	\$24.56	\$0.00	\$67.04	+ 9.2%	+ 14.9%	- 100.0%	+ 11.1%
Sarasota	\$44.07	\$15.45	\$1.63	\$61.16	+ 14.4%	+ 18.4%	+ 57.9%	+ 16.2%
Ft. Myers	\$32.81	\$11.70	\$3.70	\$48.20	+ 0.9%	- 2.6%	- 0.6%	- 0.1%
St. Petersburg	\$32.57	\$13.60	\$0.77	\$46.95	+ 20.4%	+ 13.9%	+ 206.9%	+ 19.6%
Clearwater	\$25.32	\$15.58	\$0.00	\$40.90	+ 27.0%	+ 20.2%	-	+ 24.4%

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DESTINATION COMPARISONS | DAILY RATE

	Hotel Average Daily Rate (\$)				Δ% in ADR from January 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$382.20	\$376.63	\$777.72	\$382.95	- 2.5%	+ 1.5%	+ 20.9%	- 1.6%
Naples	\$362.58	\$362.40	\$0.00	\$362.51	- 8.8%	+ 6.6%	- 100.0%	- 3.3%
Palm Beach	\$313.13	\$323.79	\$157.49	\$312.80	+ 8.2%	+ 1.7%	+ 1.0%	+ 7.2%
Miami	\$260.54	\$283.83	\$143.70	\$257.41	+ 2.8%	+ 1.3%	+ 9.2%	+ 2.3%
Sarasota	\$211.99	\$221.67	\$177.35	\$213.23	+ 3.6%	+ 17.7%	+ 17.1%	+ 7.2%
Ft. Lauderdale	\$200.45	\$258.05	\$168.82	\$211.36	+ 0.1%	+ 2.6%	+ 1.0%	+ 0.6%
Clearwater	\$179.38	\$205.91	\$0.00	\$188.64	+ 3.9%	+ 7.1%	-	+ 4.9%
Ft. Myers	\$180.87	\$209.61	\$191.23	\$187.90	- 2.7%	- 0.1%	+ 8.0%	- 1.4%
St. Petersburg	\$182.98	\$189.25	\$131.65	\$183.56	+ 4.5%	+ 6.1%	+ 36.6%	+ 4.8%

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DESTINATION COMPARISONS | REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from January 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$246.56	\$46.82	\$2.50	\$295.89	- 2.3%	- 8.9%	+ 39.0%	- 3.1%
Naples	\$160.99	\$93.07	\$0.00	\$254.06	- 4.9%	+ 0.1%	- 100.0%	- 3.2%
Palm Beach	\$171.40	\$65.18	\$2.43	\$239.01	+ 10.9%	+ 39.6%	- 15.2%	+ 17.1%
Miami	\$152.45	\$43.60	\$7.44	\$203.48	+ 1.6%	+ 4.2%	+ 27.6%	+ 2.9%
Sarasota	\$114.09	\$40.00	\$4.23	\$158.31	+ 13.4%	+ 17.3%	+ 56.6%	+ 15.2%
Ft. Lauderdale	\$114.53	\$39.65	\$3.75	\$157.93	+ 0.6%	- 3.4%	- 18.7%	- 1.0%
Clearwater	\$91.21	\$56.11	\$0.00	\$147.32	+ 28.4%	+ 21.6%	-	+ 25.7%
St. Petersburg	\$101.84	\$42.53	\$2.42	\$146.79	+ 34.4%	+ 27.1%	+ 242.6%	+ 33.5%
Ft. Myers	\$86.55	\$30.86	\$9.75	\$127.16	- 5.4%	- 8.7%	- 6.8%	- 6.3%

¹ Metrics provided by STR.

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4b

FISCAL YTD
DESTINATION
COMPARISONS

DESTINATION COMPARISONS | SUPPLY

	Hotel Supply (Rooms)	%Δ in Supply from FYTD 2024
	Total	Total
Miami	7,999,580	- 0.2%
Ft. Lauderdale	4,804,745	+ 0.1%
Palm Beach	2,375,372	+ 0.6%
Sarasota	1,519,118	- 0.4%
Ft. Myers	1,457,854	+ 4.9%
Florida Keys	1,310,720	+ 0.9%
St. Petersburg	1,272,227	- 9.5%
Clearwater	1,100,838	- 2.1%
Naples	1,028,646	+ 14.4%

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DESTINATION COMPARISONS | DEMAND

	Hotel Demand (Rooms)				%Δ in Demand from FYTD 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	4,607,881	967,904	362,175	5,937,960	- 0.3%	+ 3.6%	+ 8.6%	+ 0.9%
Ft. Lauderdale	2,773,902	591,860	95,845	3,461,606	+ 1.3%	- 1.8%	- 26.1%	- 0.2%
Palm Beach	1,285,551	406,535	33,057	1,725,143	+ 5.2%	+ 27.2%	- 10.0%	+ 9.3%
Sarasota	852,369	235,768	33,836	1,121,973	+ 13.3%	+ 24.1%	- 2.7%	+ 14.8%
St. Petersburg	698,738	252,804	23,709	975,251	+ 11.7%	+ 19.0%	+ 150.7%	+ 15.1%
Ft. Myers	705,883	185,152	70,554	961,589	+ 5.5%	+ 3.4%	- 5.2%	+ 4.2%
Florida Keys	770,395	118,708	7,207	896,310	- 3.0%	- 9.3%	+ 205.7%	- 3.3%
Clearwater	576,537	252,049	186	828,772	+ 11.7%	+ 36.3%	- 1.8%	+ 18.2%
Naples	454,960	206,209	0	661,168	+ 17.6%	+ 5.9%	- 100.0%	+ 13.5%

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DESTINATION COMPARISONS | OCCUPANCY

	Hotel Occupancy (%)				%Δ in Occupancy from FYTD 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
St. Petersburg	54.9%	19.9%	1.9%	76.7%	+ 23.5%	+ 31.5%	+ 177.1%	+ 27.2%
Clearwater	52.4%	22.9%	0.0%	75.3%	+ 14.1%	+ 39.2%	+ 0.3%	+ 20.7%
Miami	57.6%	12.1%	4.5%	74.2%	- 0.1%	+ 3.8%	+ 8.8%	+ 1.0%
Sarasota	56.1%	15.5%	2.2%	73.9%	+ 13.7%	+ 24.6%	- 2.4%	+ 15.3%
Palm Beach	54.1%	17.1%	1.4%	72.6%	+ 4.6%	+ 26.4%	- 10.5%	+ 8.7%
Ft. Lauderdale	57.7%	12.3%	2.0%	72.0%	+ 1.2%	- 1.9%	- 26.1%	- 0.3%
Florida Keys	58.8%	9.1%	0.5%	68.4%	- 3.9%	- 10.2%	+ 202.9%	- 4.2%
Ft. Myers	48.4%	12.7%	4.8%	66.0%	+ 0.5%	- 1.5%	- 9.6%	- 0.7%
Naples	44.2%	20.0%	0.0%	64.3%	+ 2.8%	- 7.4%	- 100.0%	- 0.8%

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.

DESTINATION COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				%Δ in Revenue from FYTD 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	\$1,099.14	\$252.63	\$47.76	\$1,399.53	+ 2.5%	+ 9.2%	+ 19.3%	+ 4.2%
Ft. Lauderdale	\$502.78	\$128.00	\$13.82	\$644.59	+ 2.5%	- 0.8%	- 18.9%	+ 1.3%
Palm Beach	\$339.39	\$107.15	\$4.08	\$450.61	+ 10.9%	+ 21.7%	+ 0.8%	+ 13.2%
Florida Keys	\$270.07	\$40.41	\$4.59	\$315.07	- 4.5%	- 9.9%	+ 332.2%	- 4.1%
Sarasota	\$162.14	\$47.83	\$5.14	\$215.11	+ 17.7%	+ 39.0%	+ 28.0%	+ 22.1%
Naples	\$145.28	\$59.53	\$0.00	\$204.81	+ 11.8%	+ 11.3%	- 100.0%	+ 11.5%
St. Petersburg	\$121.20	\$42.88	\$2.80	\$166.88	+ 14.4%	+ 24.6%	+ 249.8%	+ 18.3%
Ft. Myers	\$108.53	\$31.24	\$10.14	\$149.91	+ 3.3%	- 2.6%	+ 0.7%	+ 1.8%
Clearwater	\$99.82	\$48.02	\$0.00	\$147.84	+ 13.5%	+ 46.4%	- 11.7%	+ 22.4%

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DESTINATION COMPARISONS | DAILY RATE

	Hotel Average Daily Rate (\$)				%Δ in ADR from FYTD 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$350.56	\$340.43	\$636.28	\$351.52	- 1.6%	- 0.6%	+ 41.4%	- 0.8%
Naples	\$319.32	\$288.68	\$0.00	\$309.77	- 4.9%	+ 5.1%	- 100.0%	- 1.7%
Palm Beach	\$264.00	\$263.56	\$123.37	\$261.20	+ 5.4%	- 4.3%	+ 12.0%	+ 3.5%
Miami	\$238.53	\$261.01	\$131.88	\$235.69	+ 2.8%	+ 5.4%	+ 9.9%	+ 3.3%
Sarasota	\$190.23	\$202.85	\$152.03	\$191.73	+ 3.8%	+ 12.0%	+ 31.5%	+ 6.3%
Ft. Lauderdale	\$181.25	\$216.26	\$144.15	\$186.21	+ 1.2%	+ 1.0%	+ 9.7%	+ 1.5%
Clearwater	\$173.14	\$190.50	\$6.69	\$178.38	+ 1.6%	+ 7.4%	- 10.1%	+ 3.6%
St. Petersburg	\$173.45	\$169.63	\$118.04	\$171.11	+ 2.4%	+ 4.8%	+ 39.6%	+ 2.8%
Ft. Myers	\$153.74	\$168.72	\$143.78	\$155.90	- 2.0%	- 5.8%	+ 6.2%	- 2.3%

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DESTINATION COMPARISONS | REVPAR

	Hotel Revenue Per Available Room (\$)				%Δ in RevPAR from FYTD 2024			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$206.05	\$30.83	\$3.50	\$240.38	- 5.4%	- 10.7%	+ 328.3%	- 5.0%
Naples	\$141.23	\$57.87	\$0.00	\$199.10	- 2.3%	- 2.8%	- 100.0%	- 2.5%
Palm Beach	\$142.88	\$45.11	\$1.72	\$189.70	+ 10.2%	+ 21.0%	+ 0.2%	+ 12.5%
Miami	\$137.40	\$31.58	\$5.97	\$174.95	+ 2.7%	+ 9.4%	+ 19.5%	+ 4.3%
Sarasota	\$106.73	\$31.48	\$3.39	\$141.60	+ 18.1%	+ 39.5%	+ 28.4%	+ 22.5%
Clearwater	\$90.68	\$43.62	\$0.00	\$134.30	+ 15.9%	+ 49.5%	- 9.8%	+ 25.0%
Ft. Lauderdale	\$104.64	\$26.64	\$2.88	\$134.16	+ 2.4%	- 0.9%	- 18.9%	+ 1.2%
St. Petersburg	\$95.26	\$33.71	\$2.20	\$131.17	+ 26.5%	+ 37.8%	+ 286.7%	+ 30.7%
Ft. Myers	\$74.44	\$21.43	\$6.96	\$102.83	- 1.5%	- 7.2%	- 4.0%	- 2.9%

¹ Metrics provided by STR.

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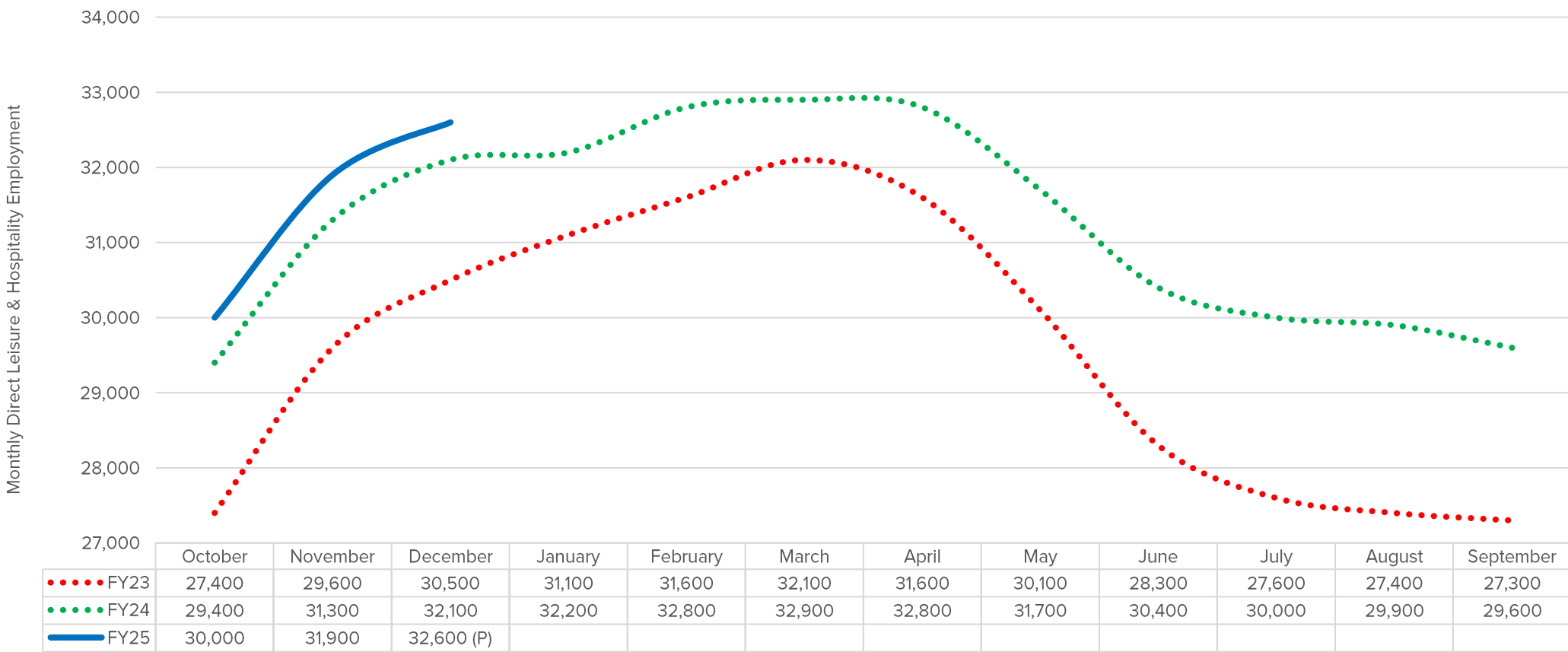
⁴ Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.



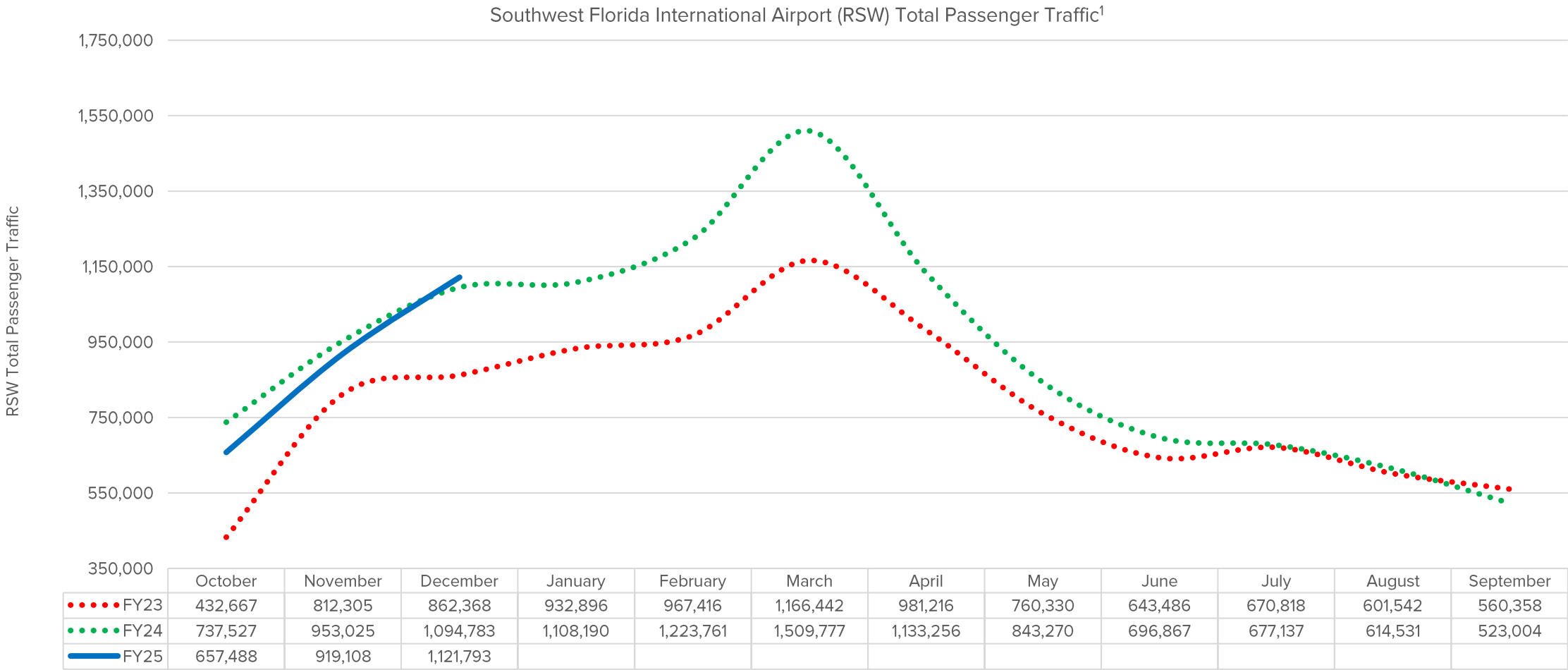
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INDUSTRY
DATA

Collier County Direct Leisure and Hospitality Employment¹

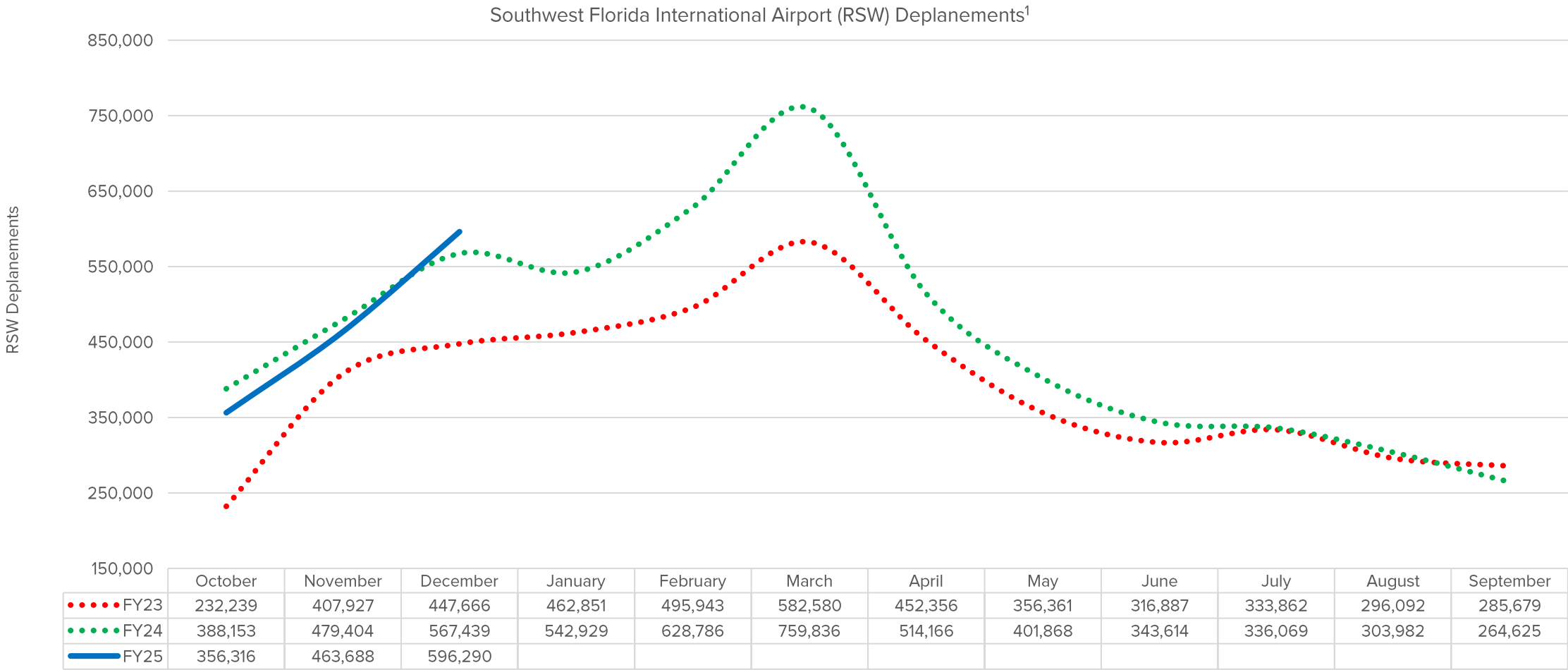


¹SOURCE: [Current Employment Statistic Program \(CES\), Collier County Leisure and Hospitality Sector, not seasonally adjusted.](#)
(P) Preliminary.



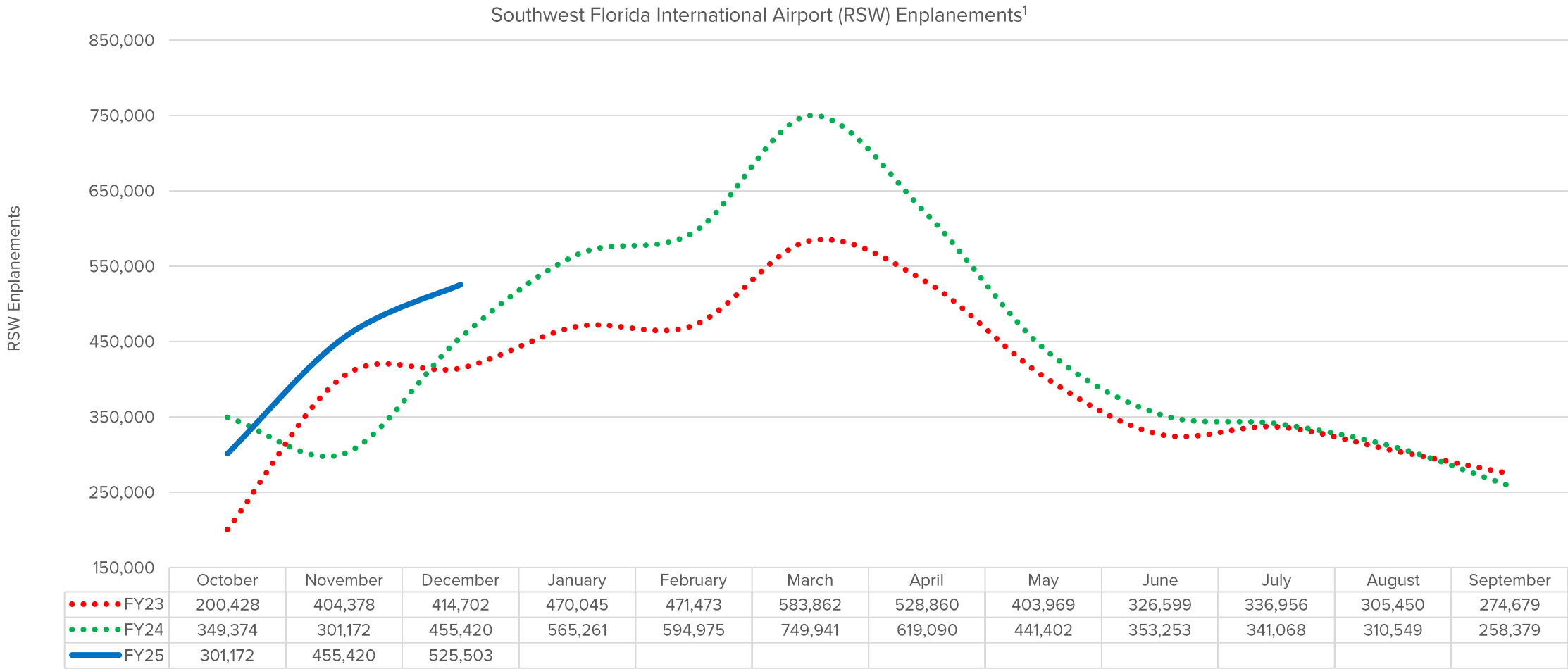
¹SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | RSW INFLOW (DEPLANEMENTS)



¹SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | RSW OUTFLOW (ENPLANEMENTS)



¹SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | LICENSED RENTAL UNITS

Licensed Transient Rental Units as of February 1 st , 2024 ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	5,315	1,368	2,513	9,196
Marco Island	1,299	97	1,878	3,274
Immokalee	0	70	98	168
Golden Gate	0	116	0	116
Everglades City	38	36	20	94
Chokoloskee	0	13	1	14
Goodland	0	5	8	13
Ave Maria	0	0	6	6
Ochopee	0	0	1	1
Total	6,652	1,705	4,525	12,882

¹SOURCE: Florida Department of Business & Professional Regulation.

Questions?

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A full-page background image showing a man and a woman standing on their surfboards (paddleboards) in the ocean. They are silhouetted against a bright sunset sky filled with large, dramatic clouds. The sun is low on the horizon, creating a warm orange and yellow glow. The woman is on the left, and the man is on the right, both holding paddles. A light blue rectangular box with a thin border is centered in the upper half of the image, containing the text 'THANK YOU' in a dark blue, sans-serif font.

THANK YOU