NAPLES · MARCO ISLAND EVERGLADES℠

FLORIDA'S PARADISE COAST

June 2024 Monthly Visitor Dashboard

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MONTHLY
SNAPSHOT

June 2024 | MONTHLY SNAPSHOT

downs & st. germain RESEARCH

- In June 2024, overall occupancy rate increased 4.4% compared to June 2023, again largely due to a significant increase in the vacation rental occupancy rate.

- Although not quite as large of an increase as seen during the in-season months, average daily rate (ADR) continues to increase significantly, up 21.7% year-over-year, which resulted in a revenue per available room (RevPAR) of $151, up from $119 last year. This is largely due to luxury hotel units available in June 2024 that weren't available yet in June 2023.

- Direct spending by visitors and total economic impact of tourism in June increased by 4.6% and 4.4%, respectively. The total economic impact of tourism is currently up 12.1% so far fiscal-year-to-date, with one quarter remaining in the 2024 fiscal year.

- In terms of visitor attributes, June 2024 saw year-over-year increases in the number of meeting/event attendees, daytrippers, visitors who reported choosing the Naples area over other destinations because of the beaches, and in the median household income of visitors.

- In June 2024, compared to June 2023, there were fewer travelers who flew, less first-time visitors, and less visitors who were staying in the area to visit friends or relatives.

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EXECUTIVE MONTHLY SUMMARY

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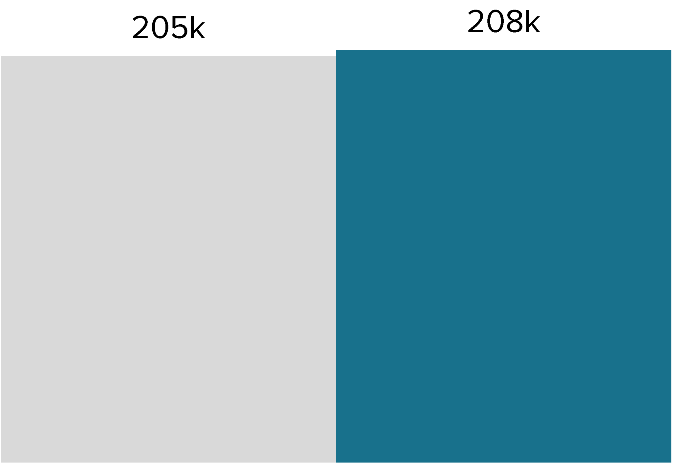
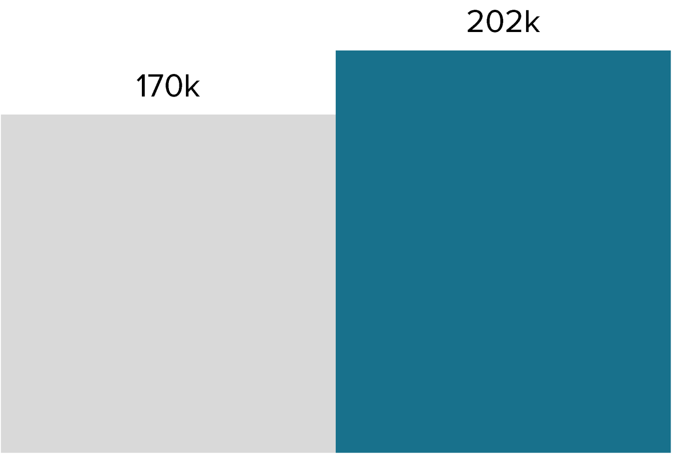
VISITORS
207,500



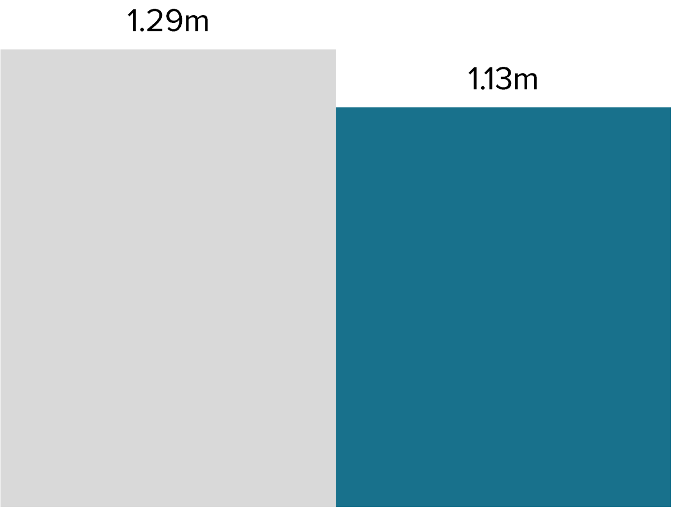
+ **1.5%** from 2023

ROOM NIGHTS
202,300



+ **19.0%** from 2023

VISITOR DAYS
1,126,700



- **12.7%** from 2023

June-23 June-24

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JUNE 2024 | SPENDING & ECONOMIC IMPACT[1]

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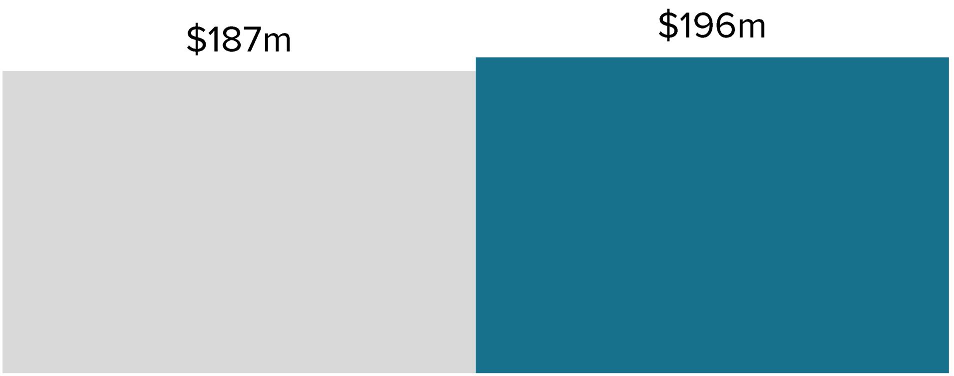
DIRECT SPENDING

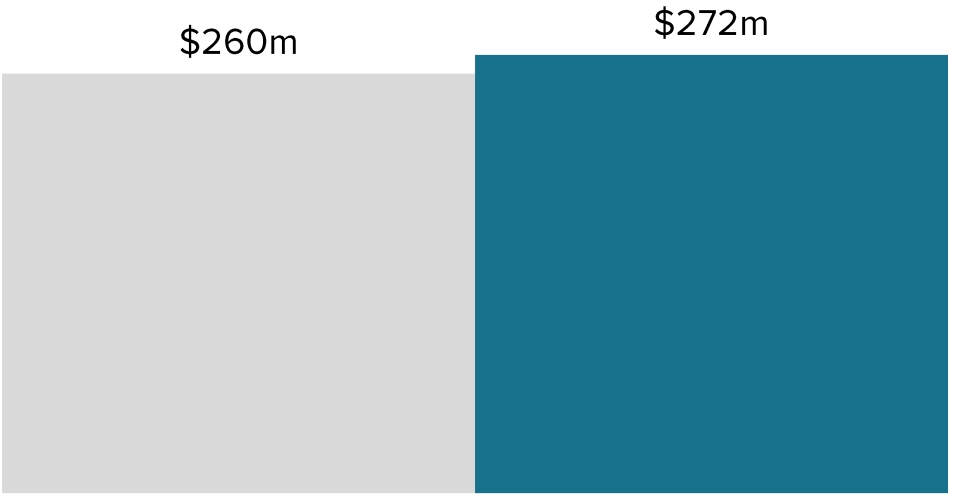
$196,063,200



+ **4.6%** from 2023

ECONOMIC IMPACT

$271,743,600



+ **4.4%** from 2023

June-23 June-24

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

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JUNE 2024 | OVERALL LODGING METRICS[1,2]

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OCCUPANCY RATE

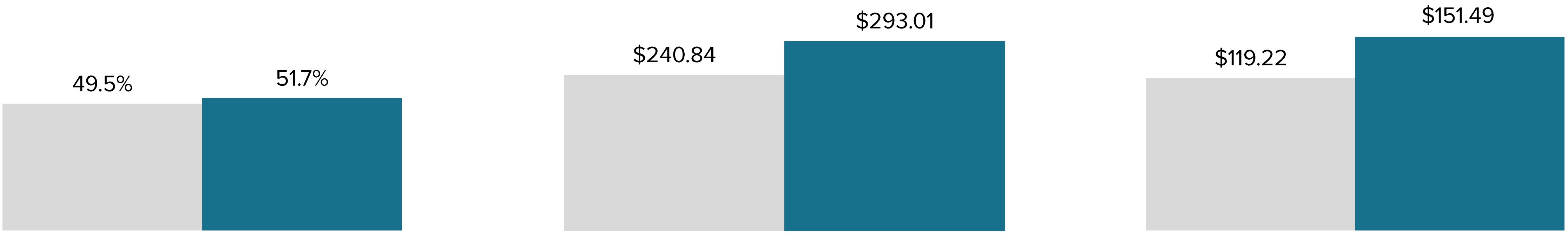
51.7%

AVERAGE DAILY RATE

$293.01

REVENUE PER AVAILABLE ROOM

$151.49



+ **4.4%** from 2023

+ **21.7%** from 2023

+ **27.1%** from 2023

June-23 June-24

[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.

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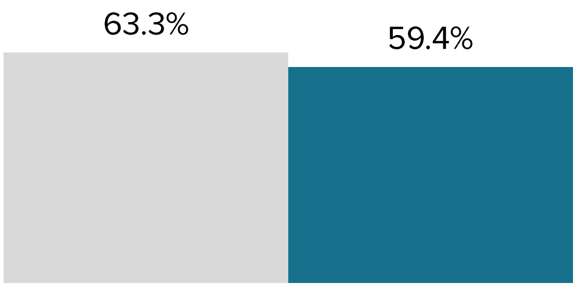
JUNE 2024 | HOTEL LODGING METRICS[1,2]

OCCUPANCY RATE[3]

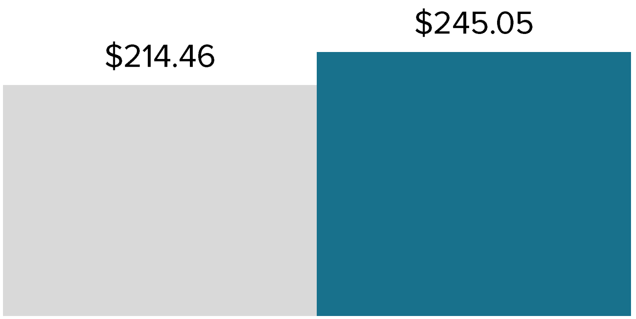
59.4%



- 6.0% from 2023

AVERAGE DAILY RATE

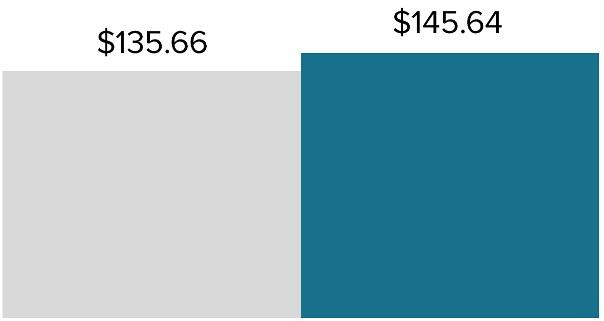
$245.05



+ 14.3% from 2023

REVENUE PER AVAILABLE ROOM

$145.64



+ 7.4% from 2023

June-23 June-24

[1] Source: STR data

[2] Lodging metrics on this slide are only reflective of the hotels within Collier County.

[3] Although Occupancy Rate is down year-over-year, this is largely due to the increased number of available units in 2024. Hotel room supply increased 14.1% while demand increased 7.2%, compared to June 2023.

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JUNE | OVERALL LODGING METRICS TREND[1]

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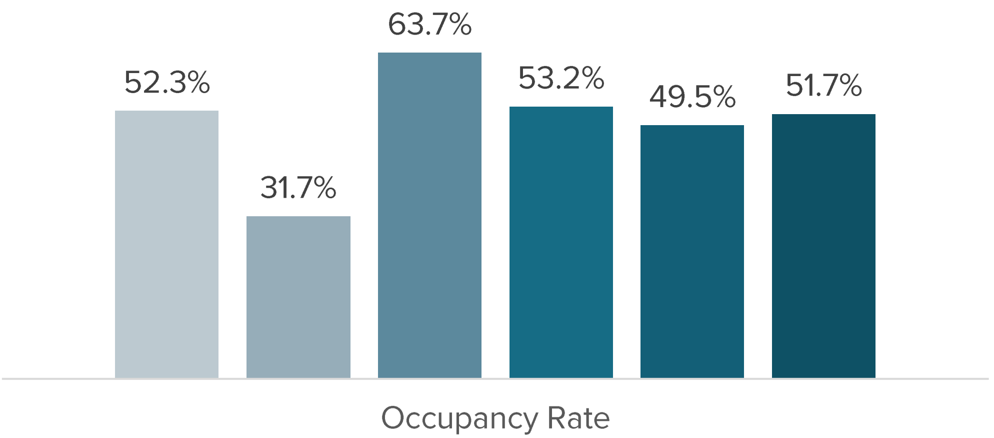

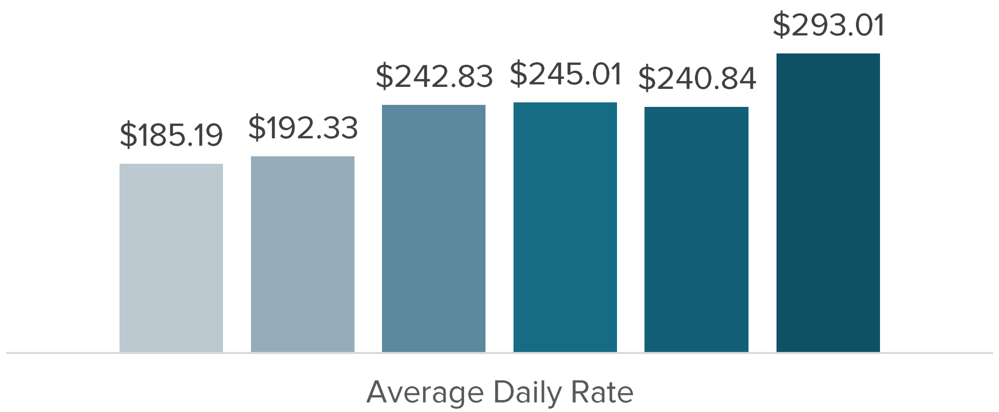

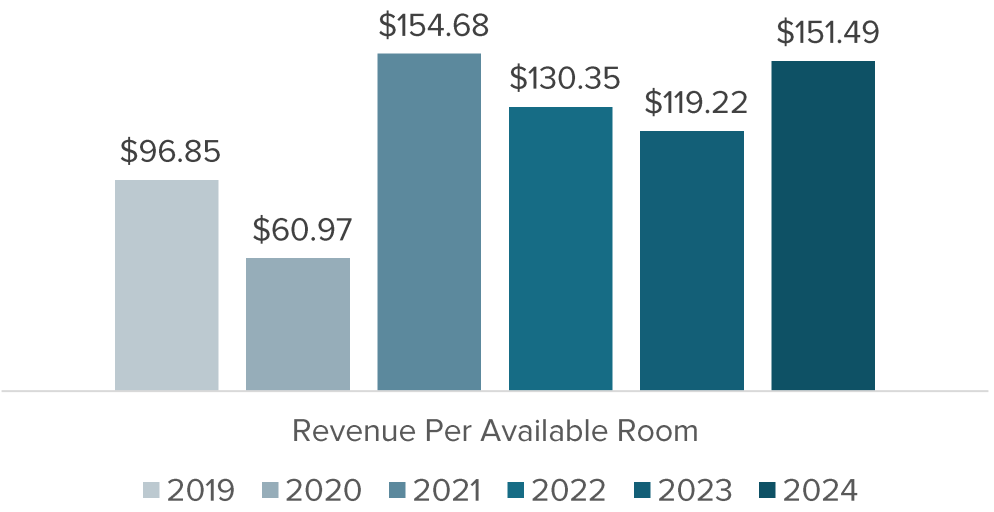

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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JUNE 2024 | VISITOR ORIGIN

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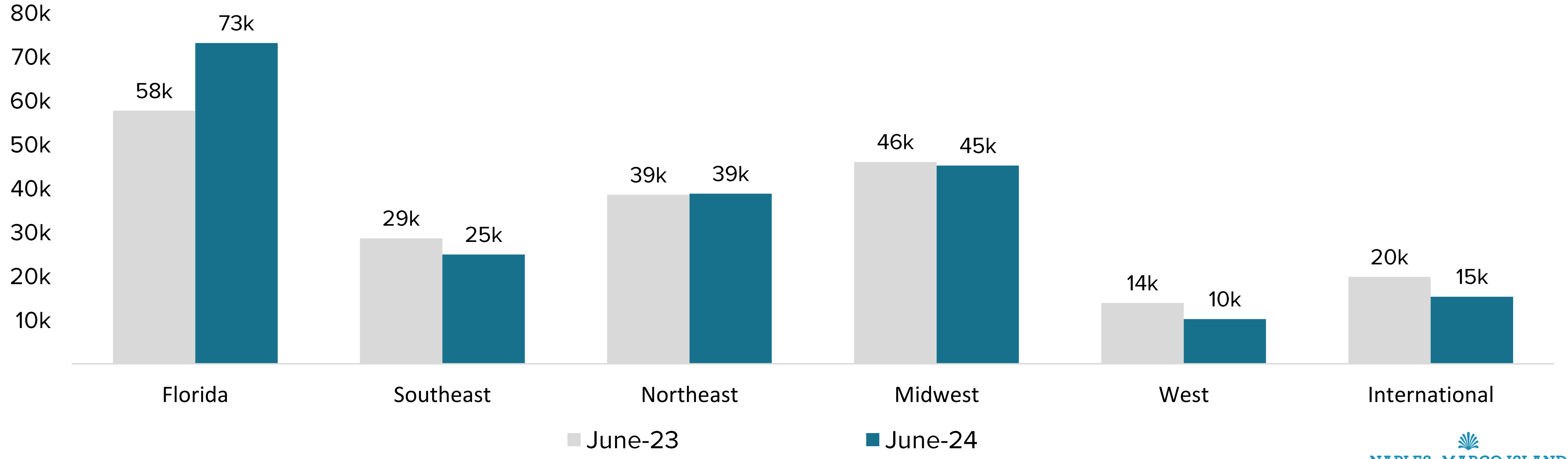
FLORIDA VISITORS

73,100

OUT-OF-STATE VISITORS

134,400



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JUNE | OVERNIGHT VISITOR ORIGIN TREND

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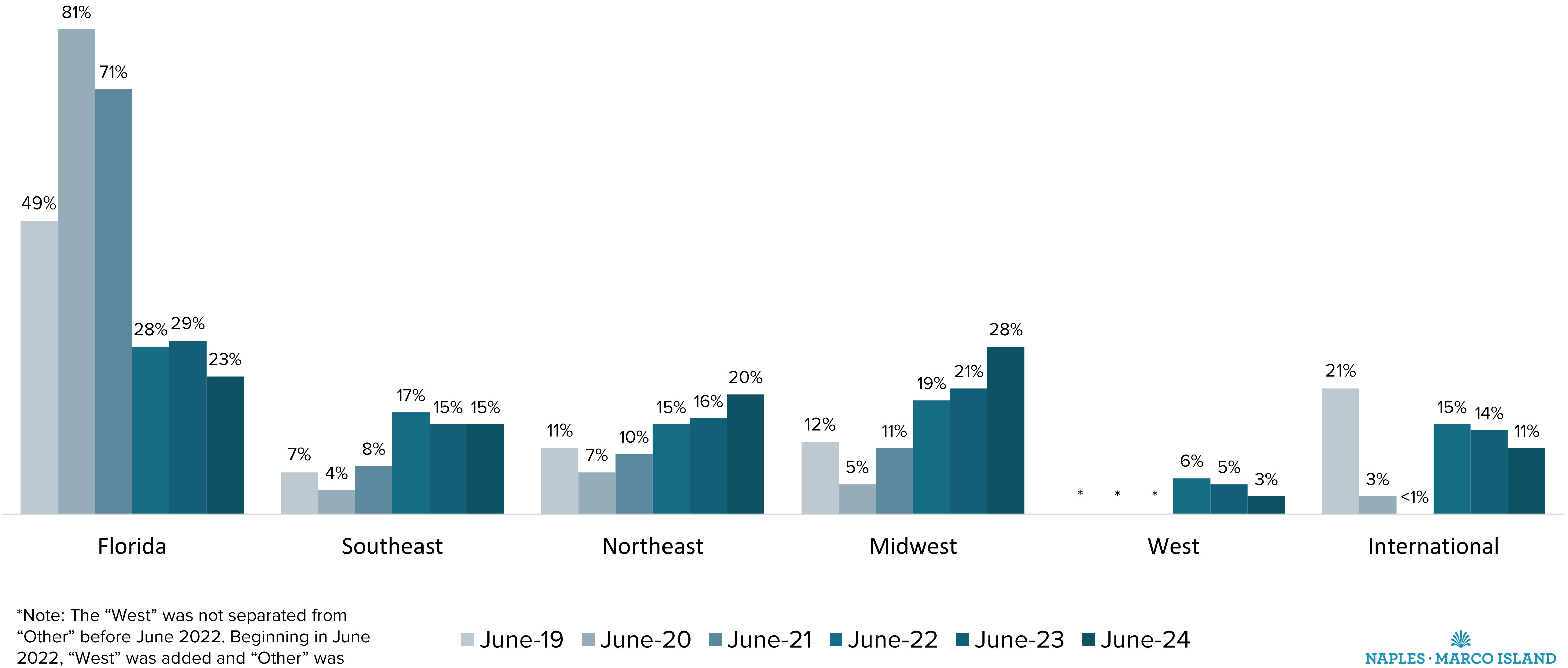

*Note: The "West" was not separated from "Other" before June 2022. Beginning in June 2022, "West" was added and "Other" was changed to "Other International".

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EXECUTIVE FISCAL YEAR-TO-DATE (FYTD) SUMMARY

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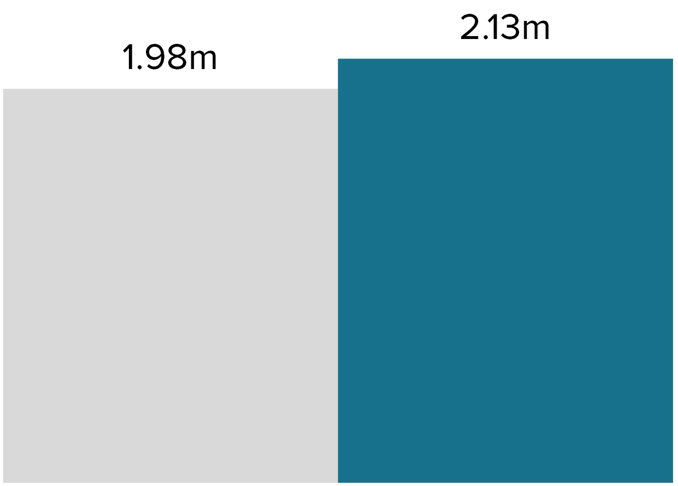
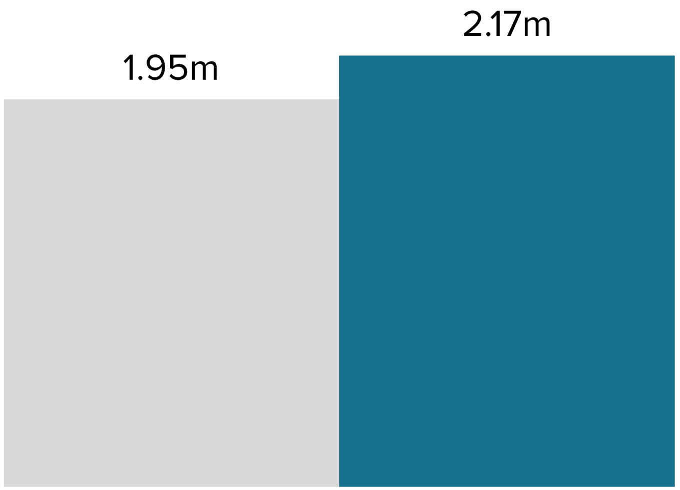
FYTD VISITORS
2,132,300



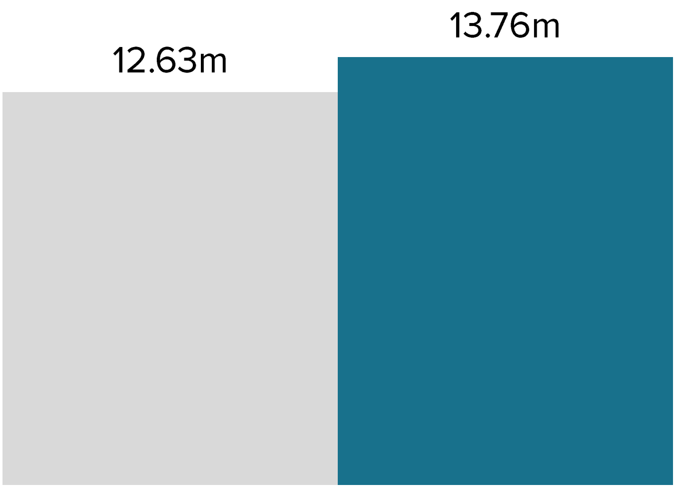
+ **7.7%** from FY23

FYTD ROOM NIGHTS
2,172,800



+ **11.3%** from FY23

FYTD VISITOR DAYS
13,760,700



+ **8.9%** from FY23

FY23 FY24

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FYTD | SPENDING & ECONOMIC IMPACT

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FYTD DIRECT SPENDING

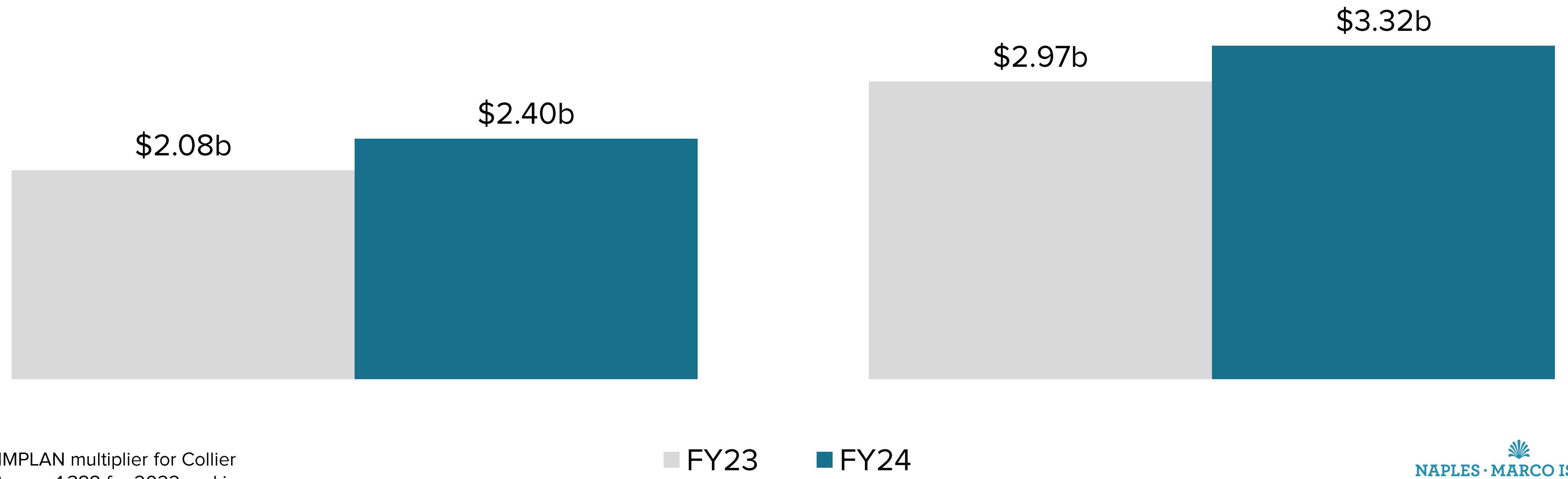
$2,397,888,000

+ **15.2%** from FY23

FYTD ECONOMIC IMPACT

$3,324,665,400

+ **12.1%** from FY23[1]



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

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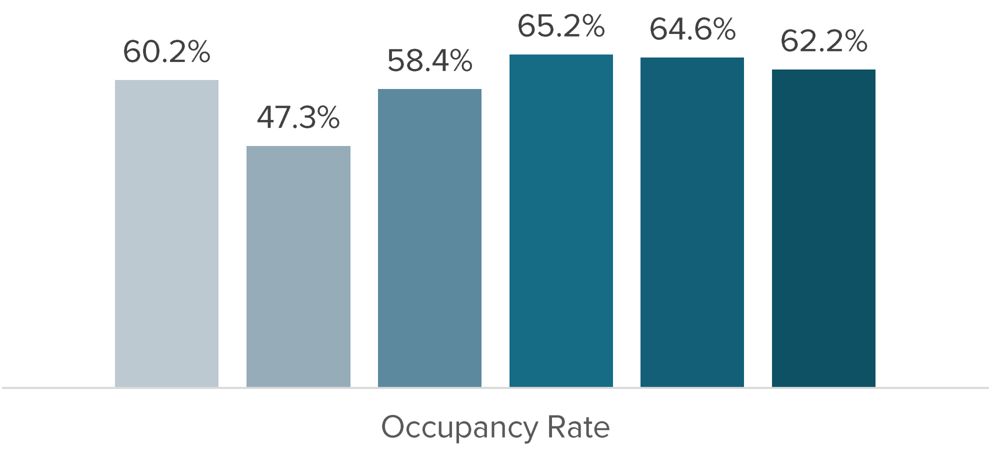
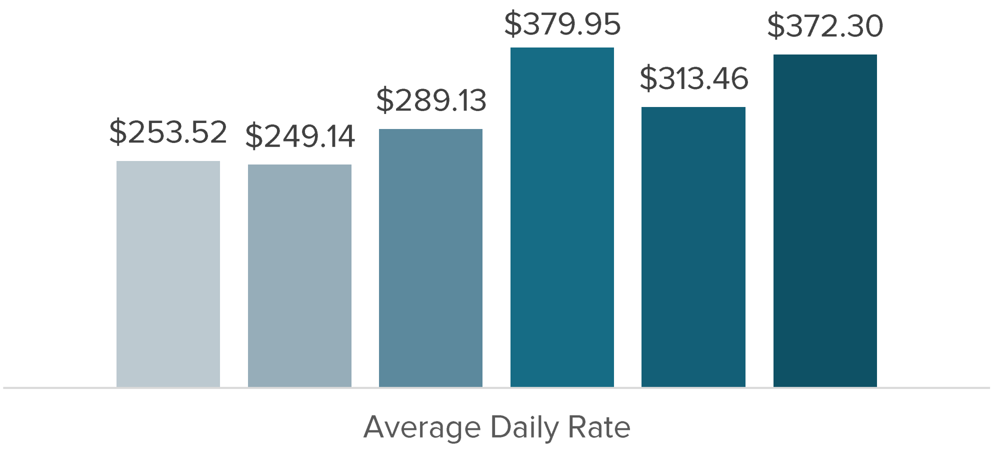
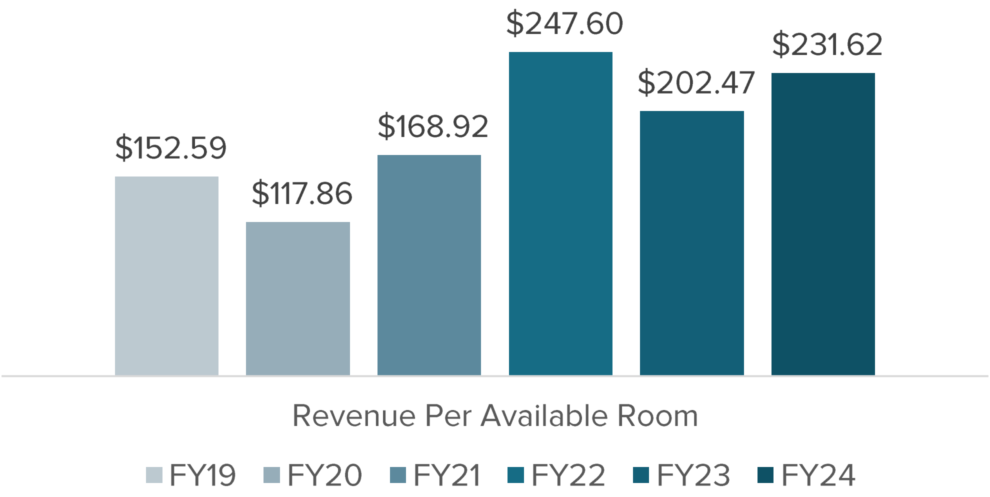
FYTD | 2019-2024 OVERALL LODGING METRICS[1]

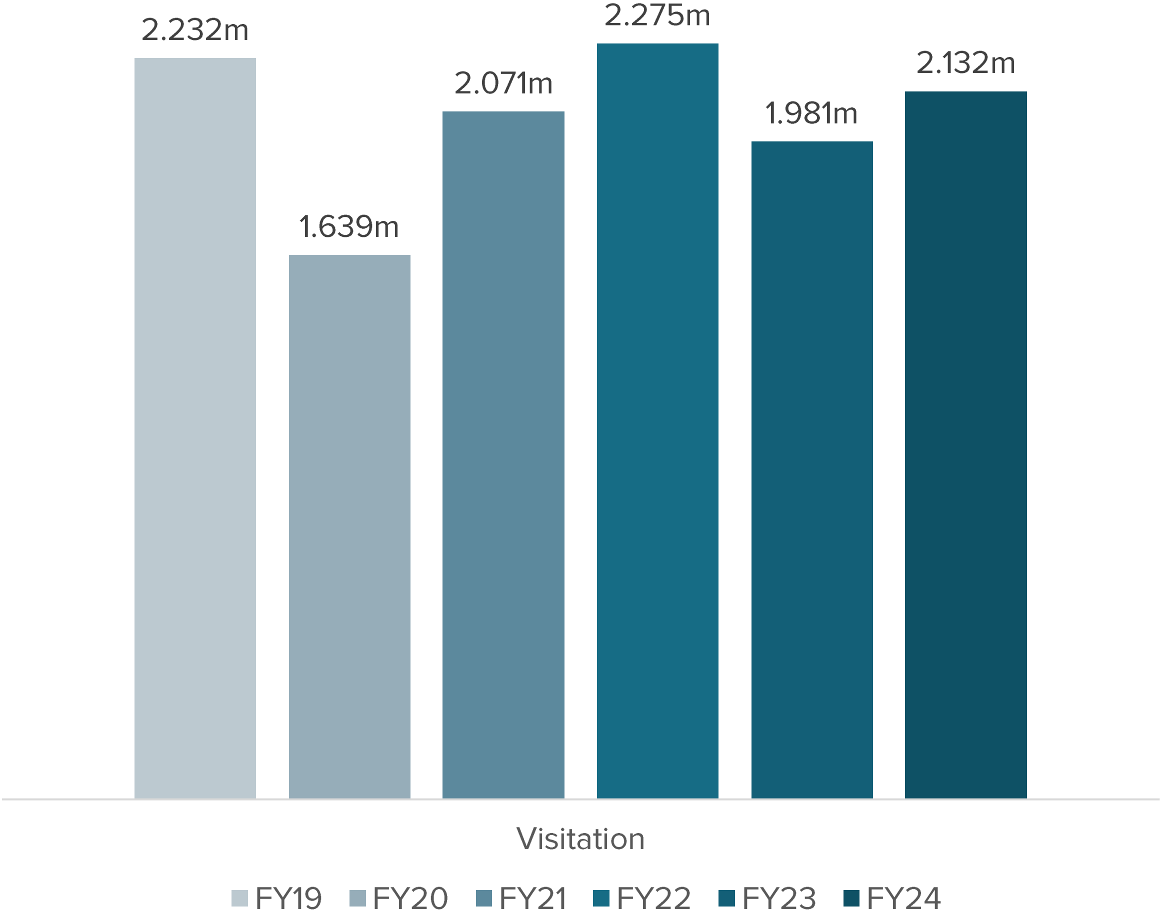


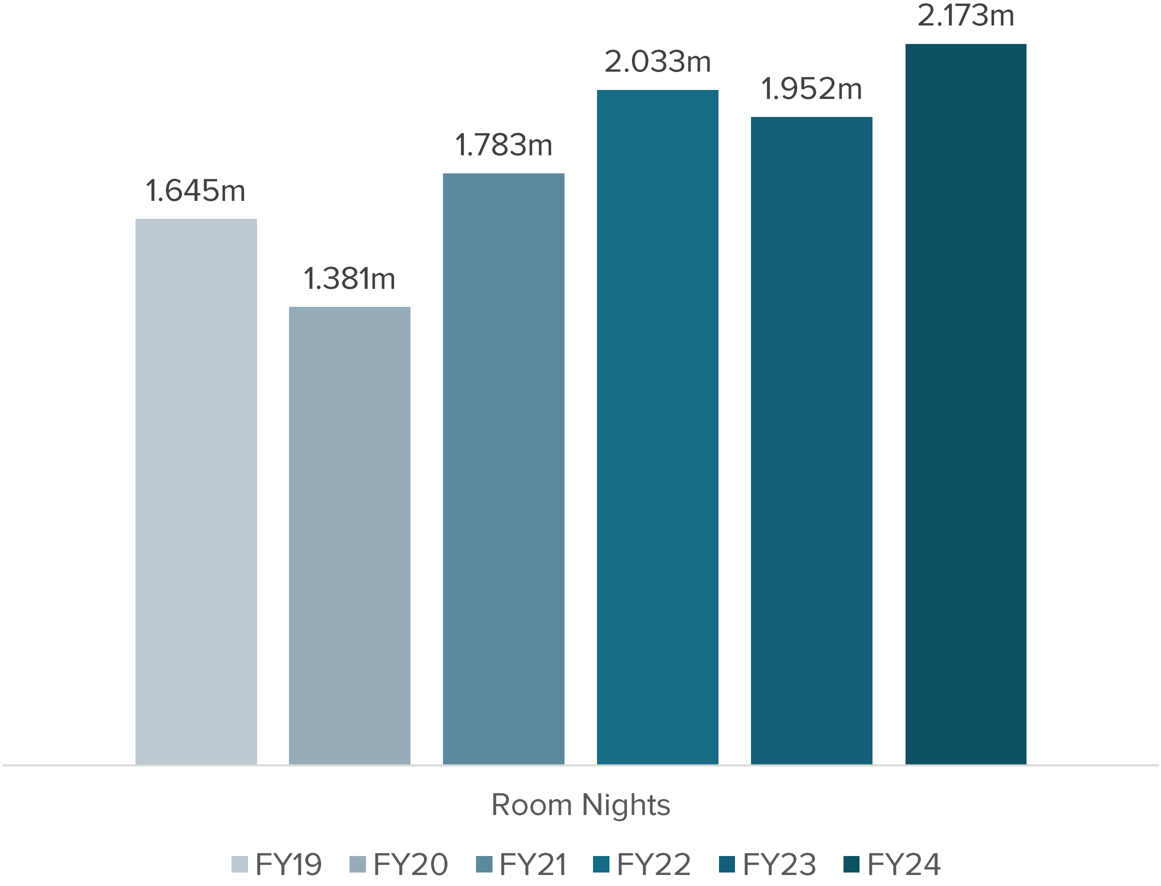




[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

FYTD | 2019-2024 VISITATION & ROOM NIGHTS[1]





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

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FYTD | 2019-2024 SPENDING & ECONOMIC IMPACT[1]

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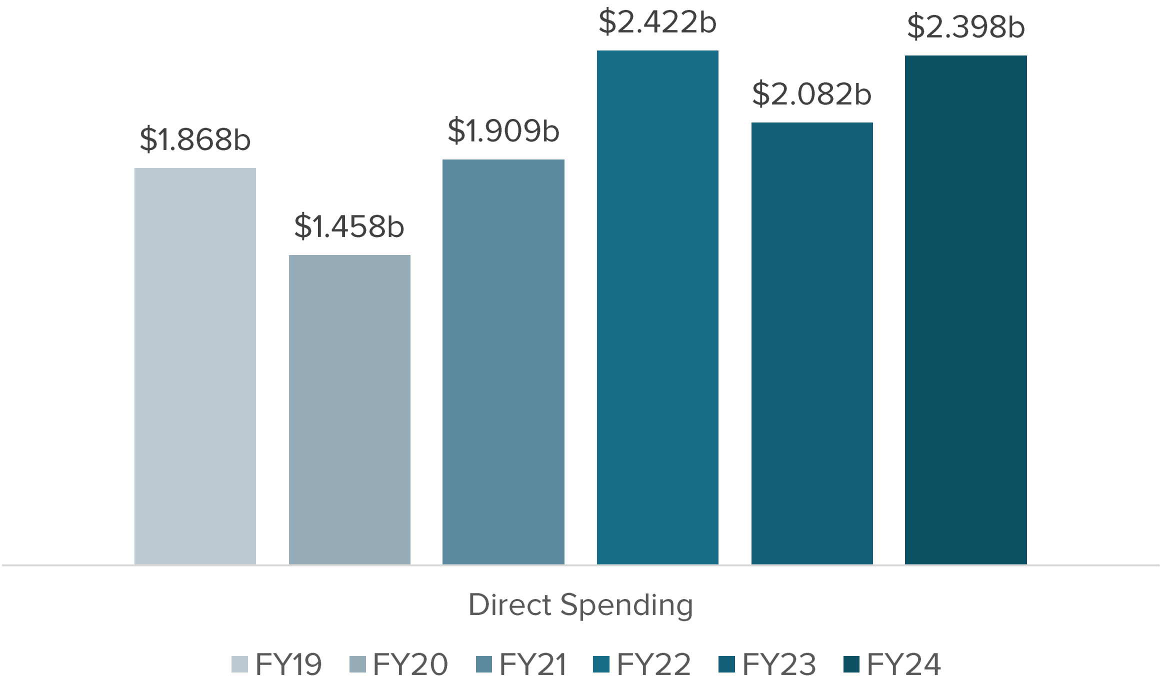

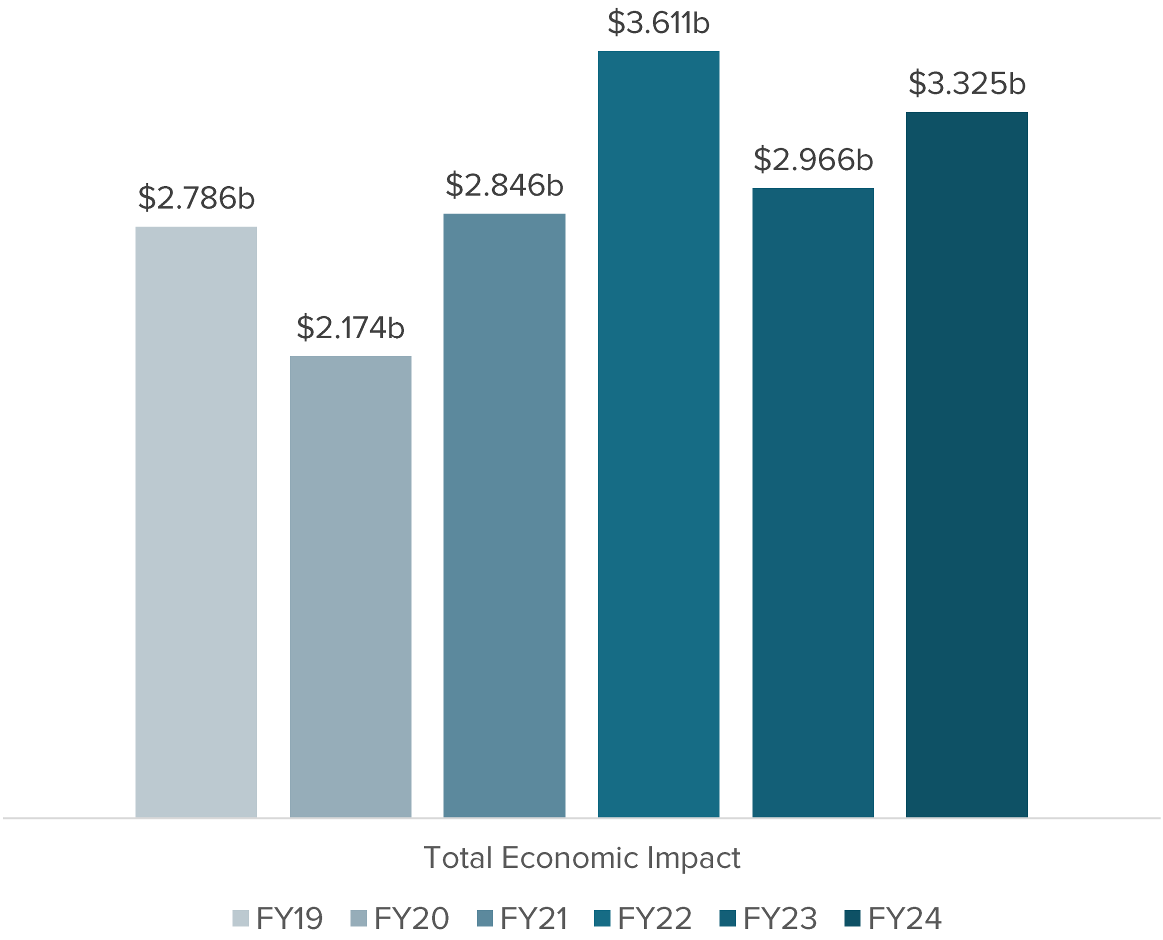

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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FYTD | VISITOR ORIGIN

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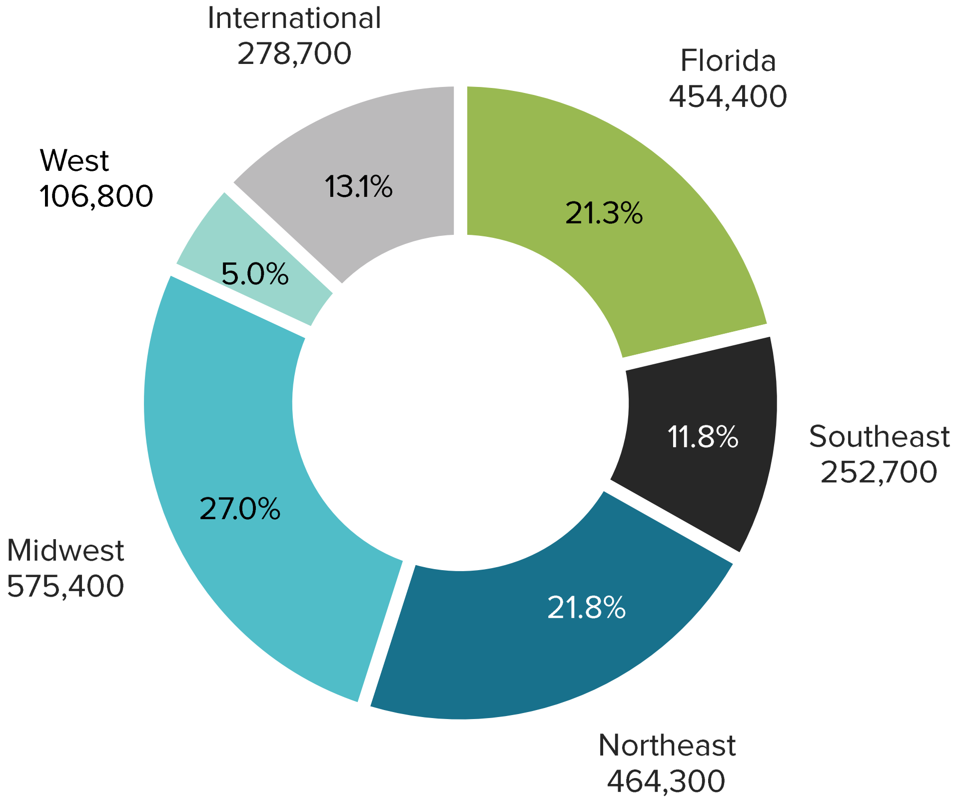
Region	FYTD 2023 # Visitors	FYTD 2023 % Share	FYTD 2024 # Visitors	FYTD 2024 % Share	Percent Change (±Δ%) # Visitors	Percent Change (±Δ%) % Share
Florida	523,600	26.4%	454,400	21.3%	-13.2%	-19.4%
Southeast	194,500	9.8%	252,700	11.8%	29.9%	20.7%
Northeast	398,700	20.1%	464,300	21.8%	16.5%	8.2%
Midwest	548,700	27.7%	575,400	27.0%	4.9%	-2.6%
West	102,900	5.2%	106,800	5.0%	3.8%	-3.6%
Canada	91,900	4.6%	104,200	4.9%	13.4%	5.3%
Europe	69,700	3.5%	119,900	5.6%	72.0%	59.8%
C/S America	27,700	1.5%	31,200	1.5%	12.6%	4.6%
Other	23,000	1.2%	23,400	1.1%	1.7%	-5.5%
Total	1,980,700	100.0%	2,132,300	100.0%		



3a

DETAILED FINDINGS: PRE-VISIT

DETAILED FINDINGS | TRIP PLANNING CYCLE

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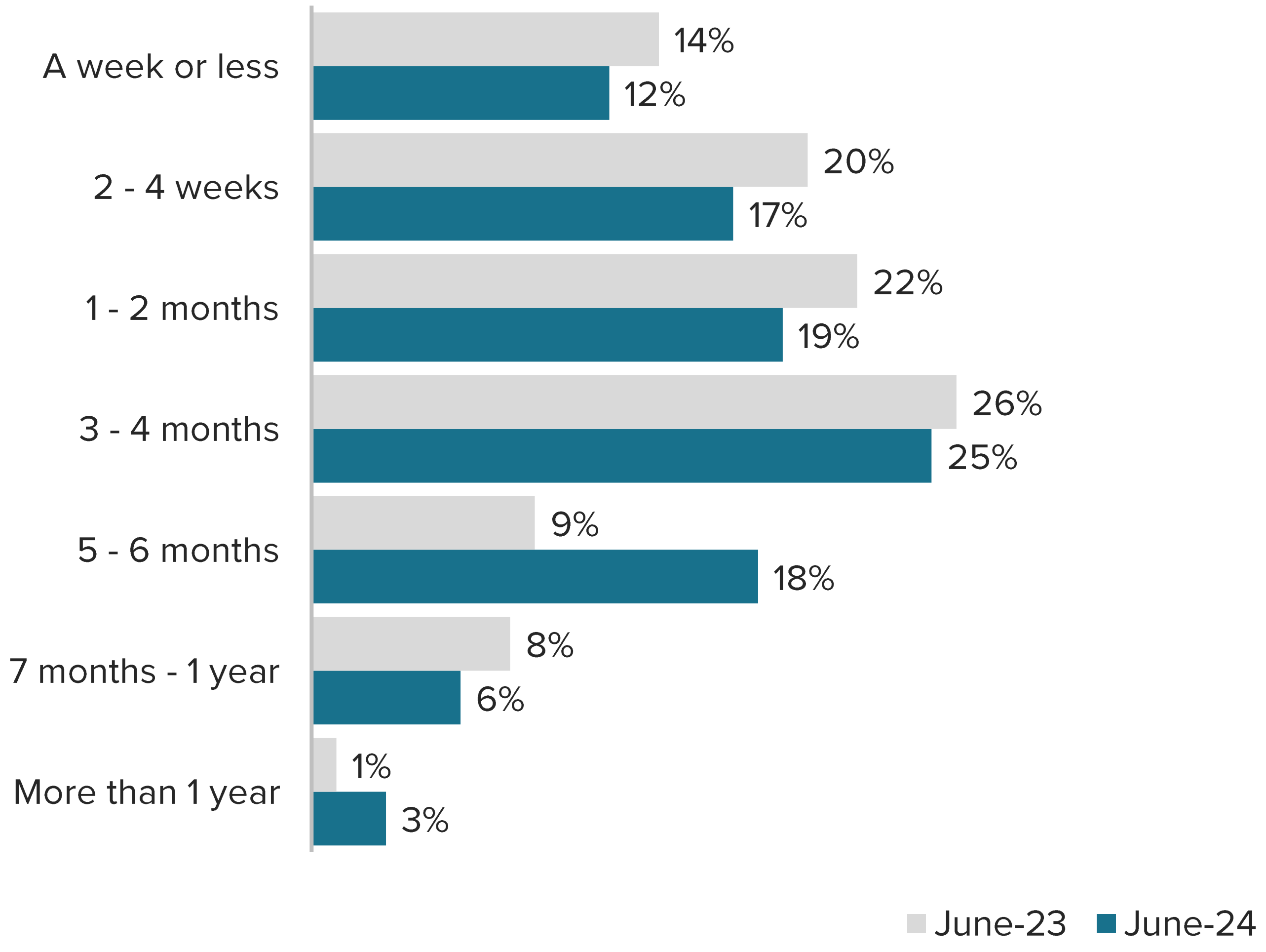

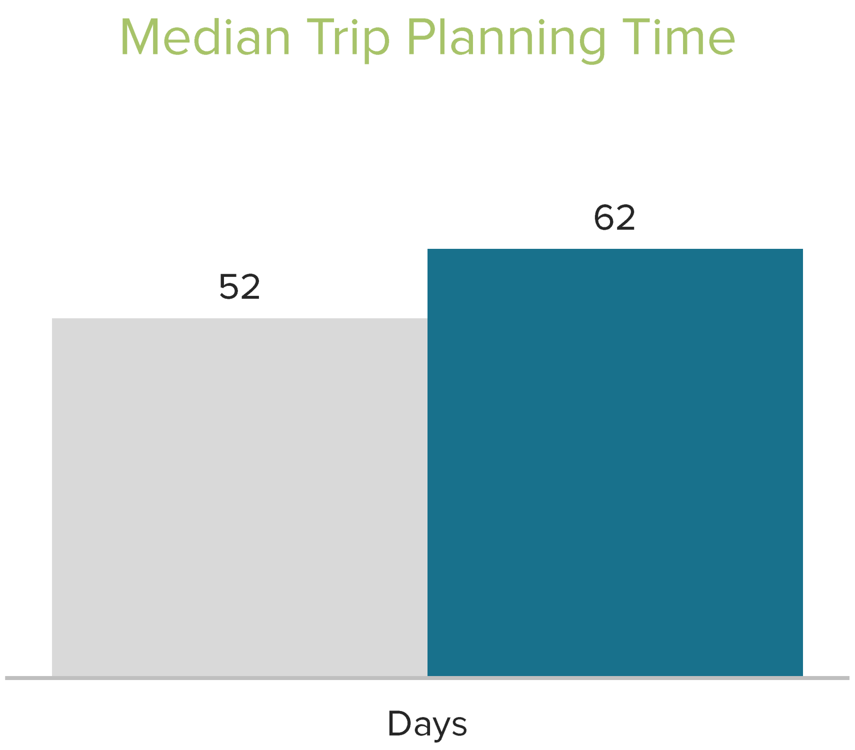

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DETAILED FINDINGS | TRIP PLANNING SOURCES[1]

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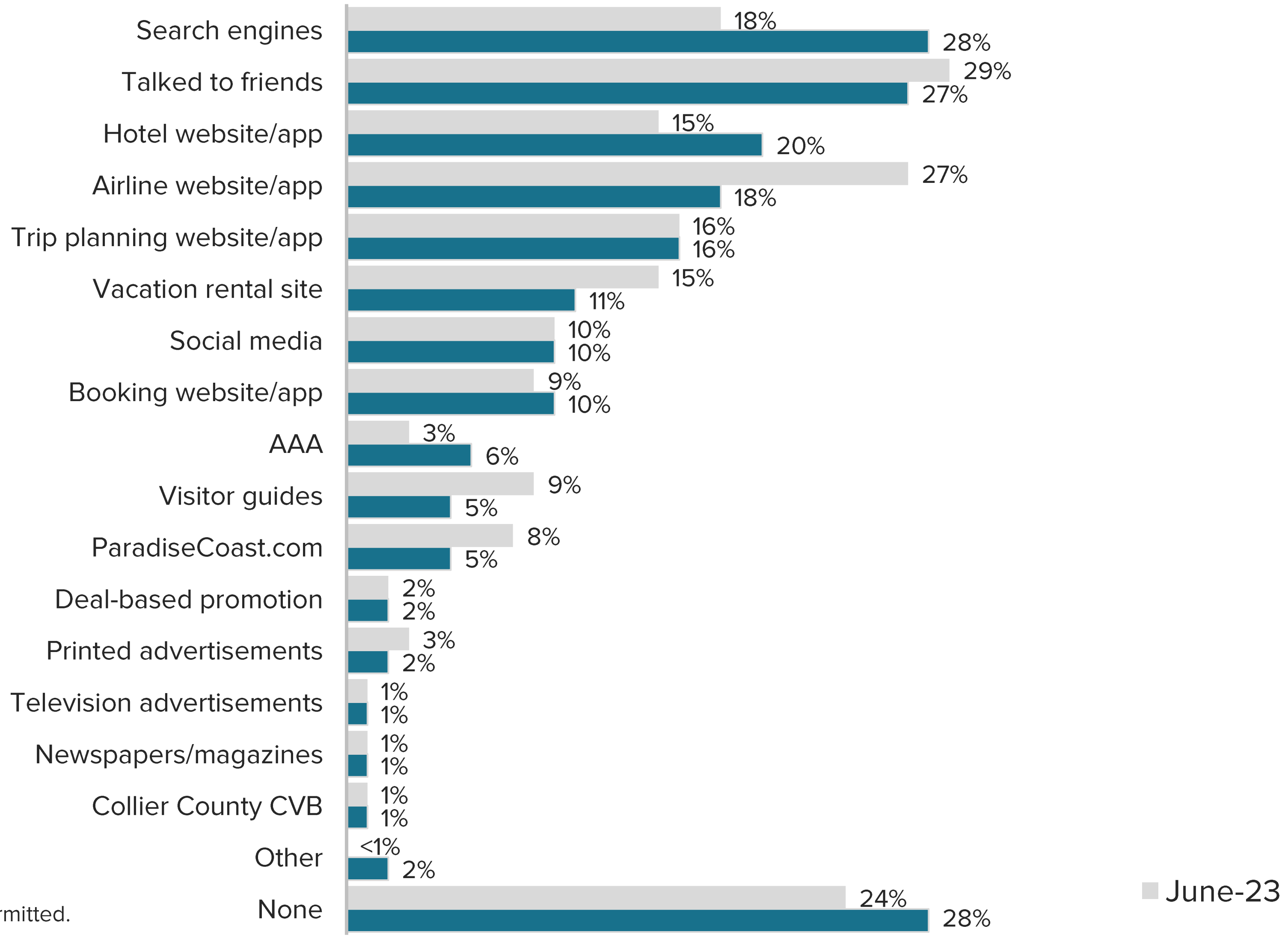

[1]Multiple responses permitted.

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DETAILED FINDINGS | REASONS FOR VISITING[1]

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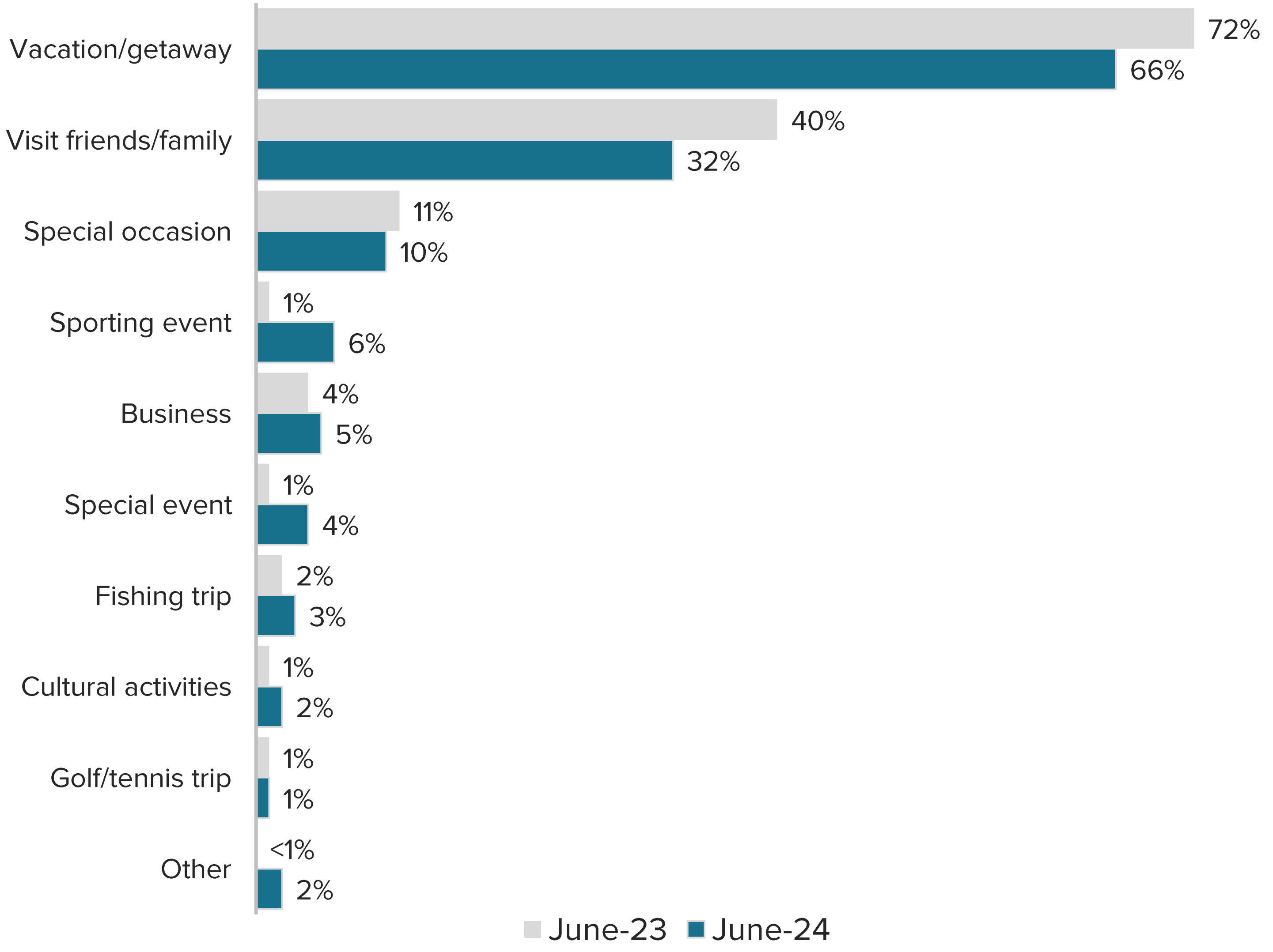

[1] Multiple responses permitted.

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DETAILED FINDINGS | REASONS FOR CHOOSING[1]

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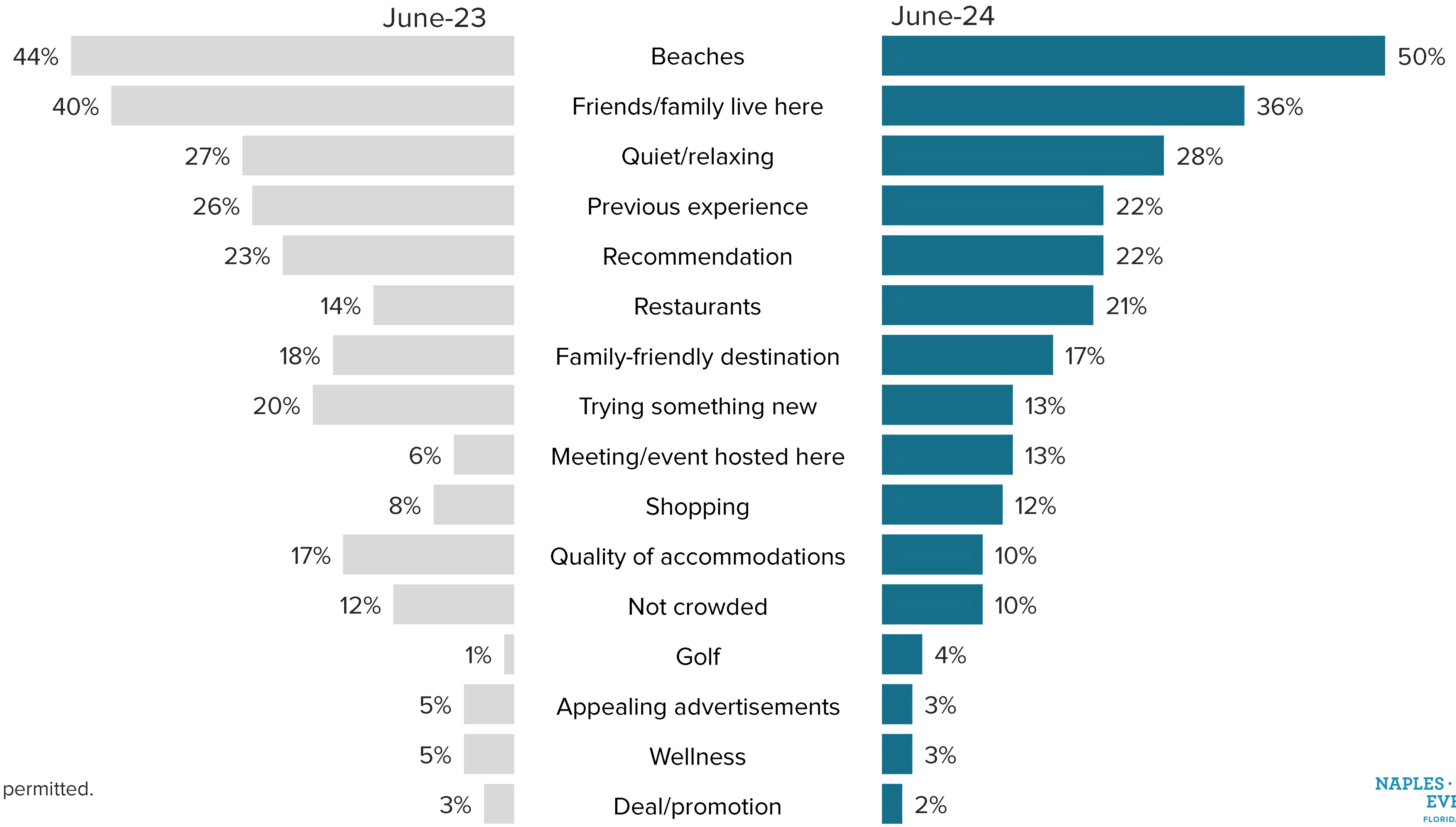

[1] Multiple responses permitted.

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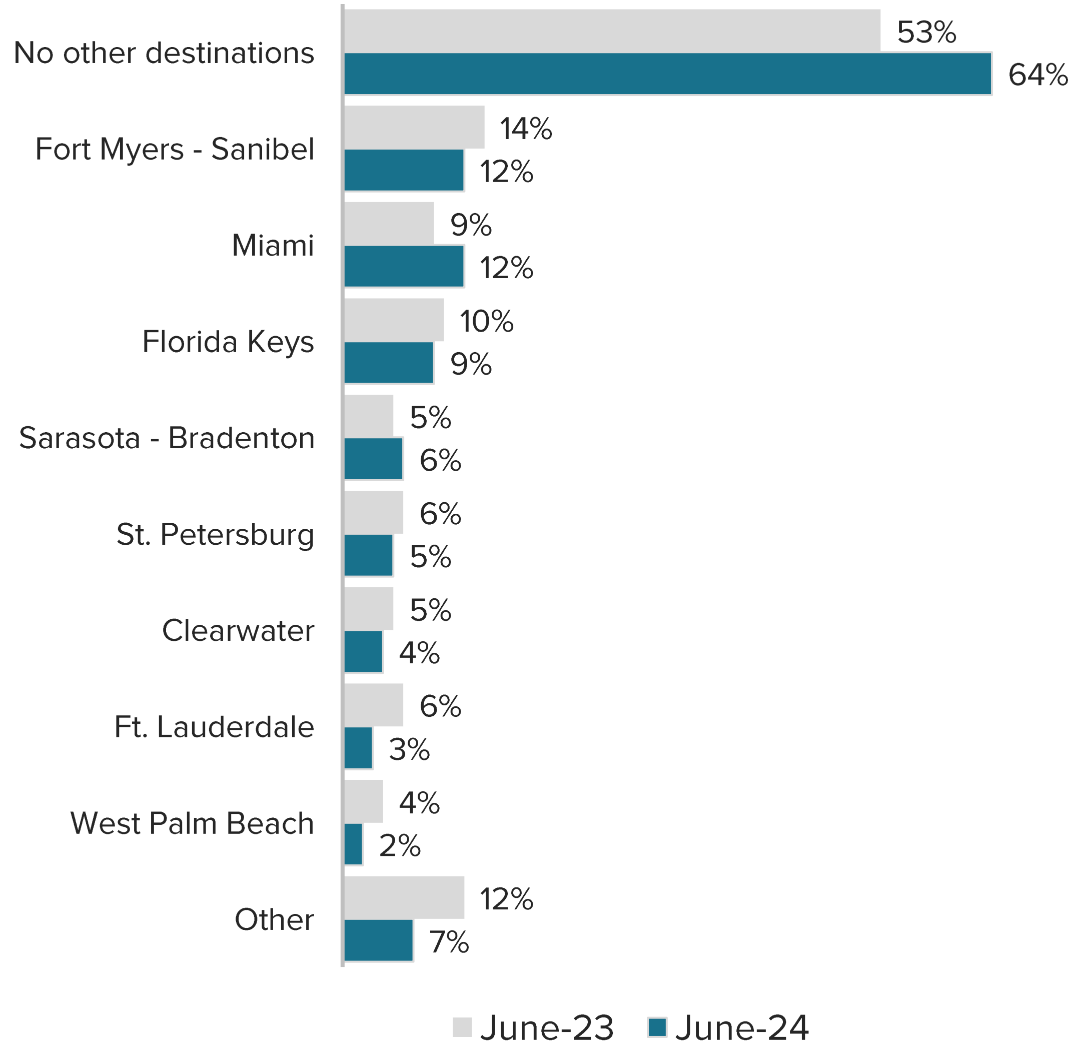

[1] Multiple responses permitted.

DETAILED FINDINGS | TRANSPORTATION

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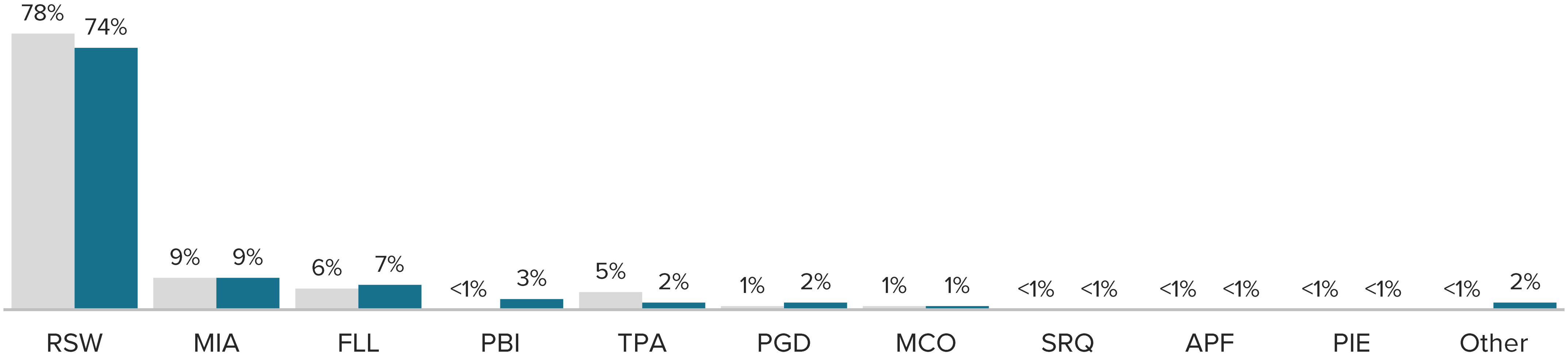

June-23 June-24

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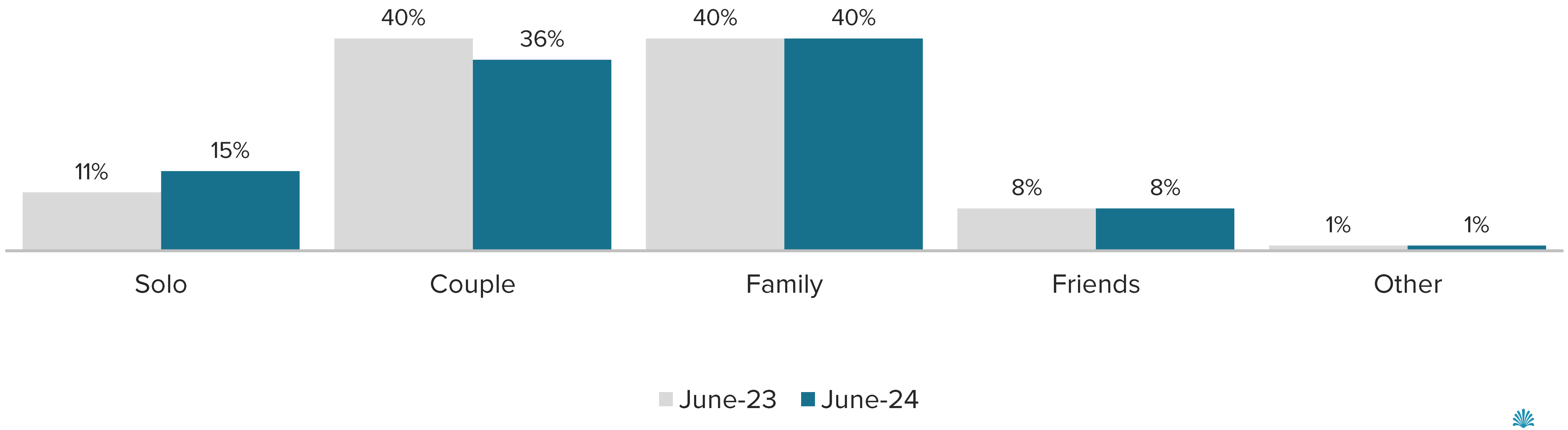
DETAILED FINDINGS: TRAVEL PARTY PROFILE

DETAILED FINDINGS | TRAVEL PARTY TYPE



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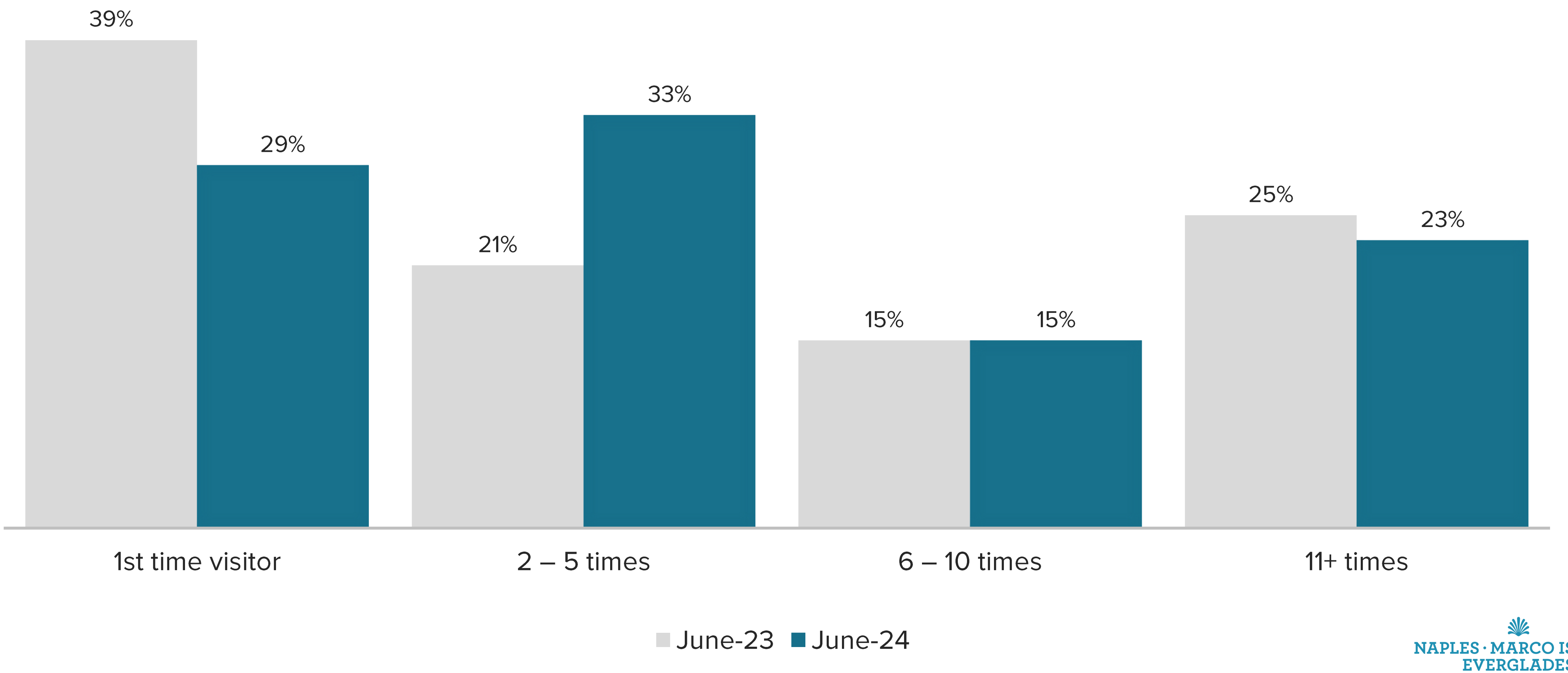
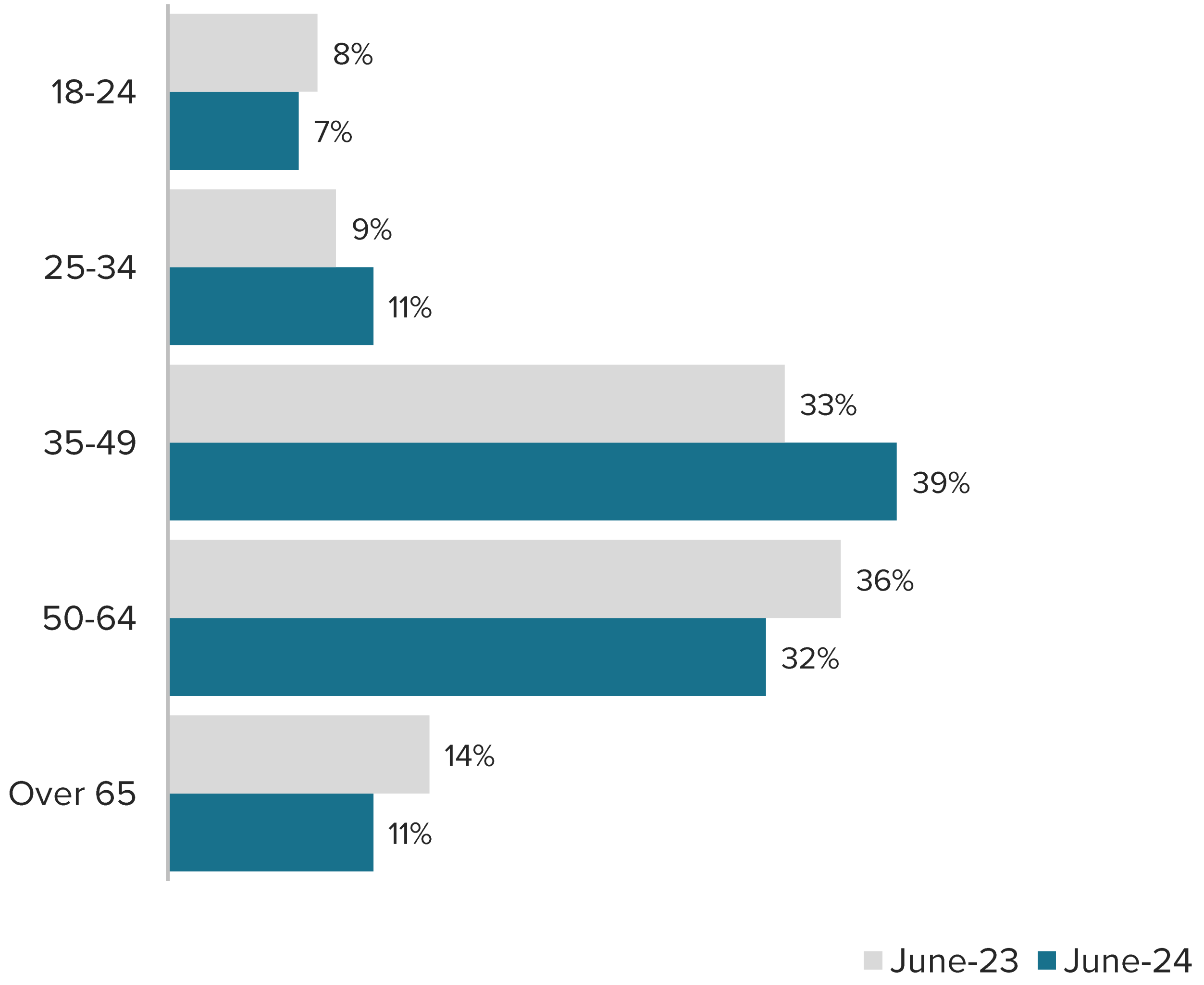
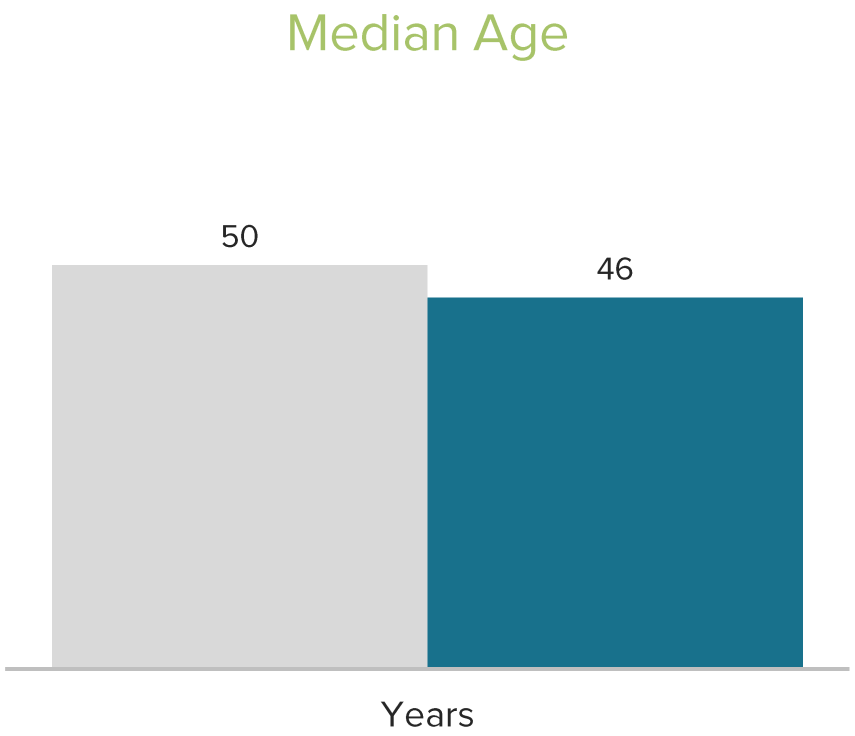
DETAILED FINDINGS | PREVIOUS VISITS



DETAILED FINDINGS | VISITOR AGES





DETAILED FINDINGS | VISITOR RACE & GENDER[1]

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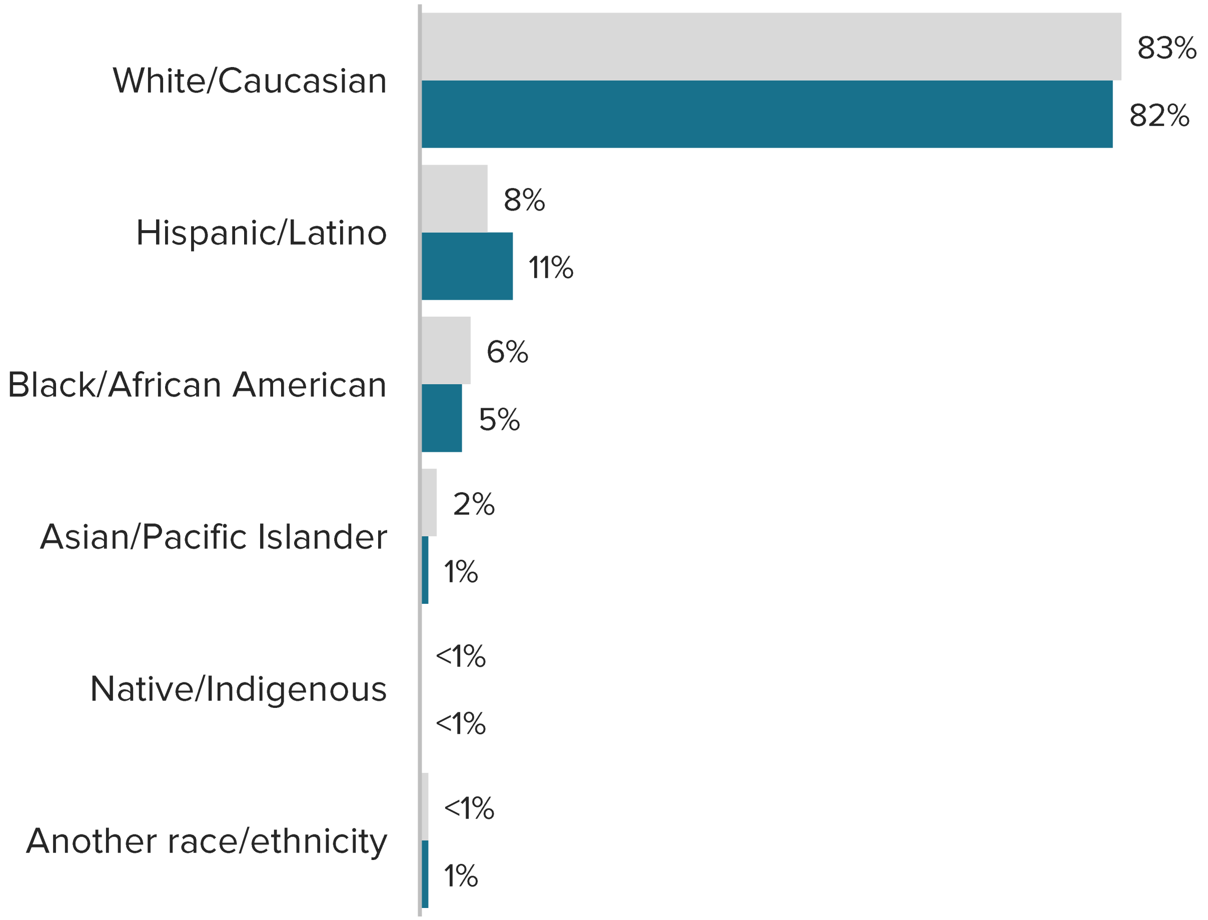

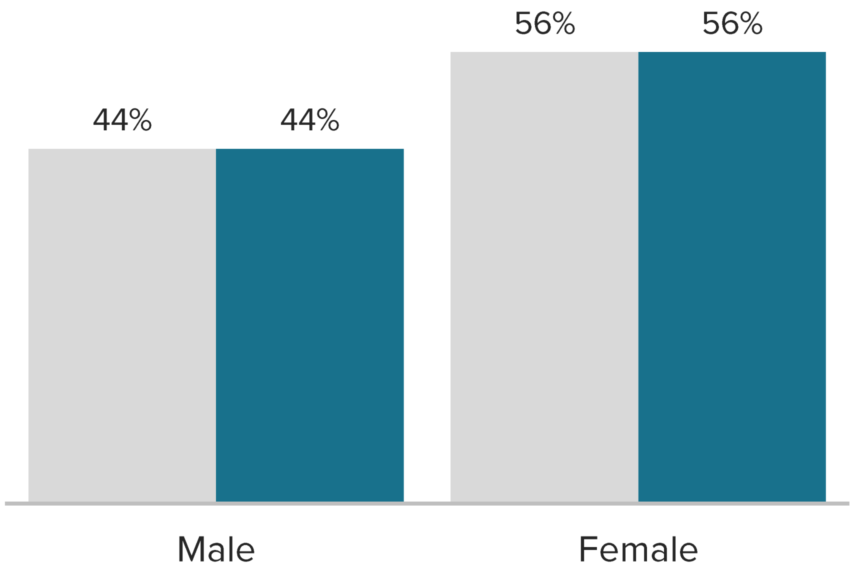

[1] Of person interviewed. Females are generally more likely to agree to participate in survey research.

June-23 June-24

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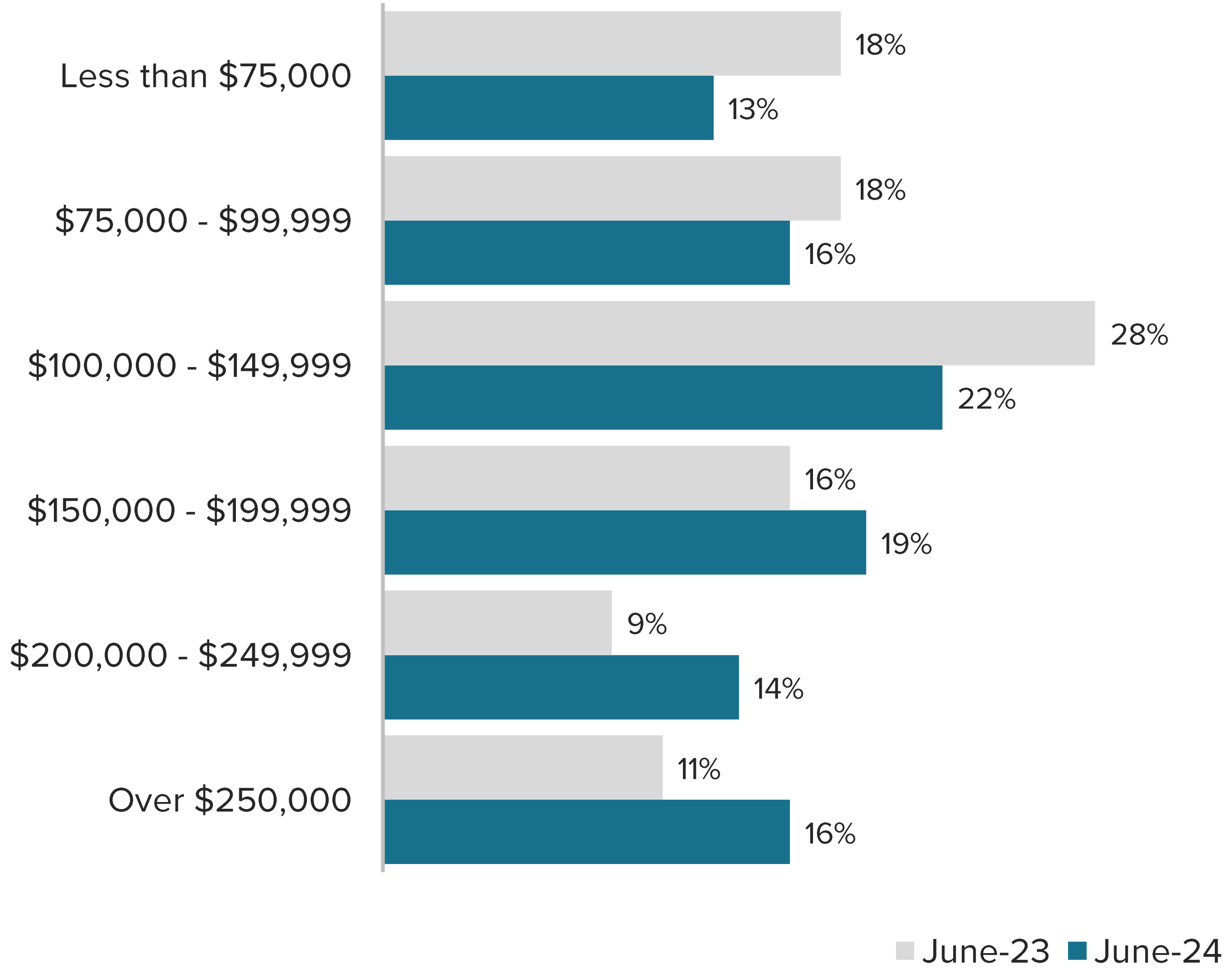
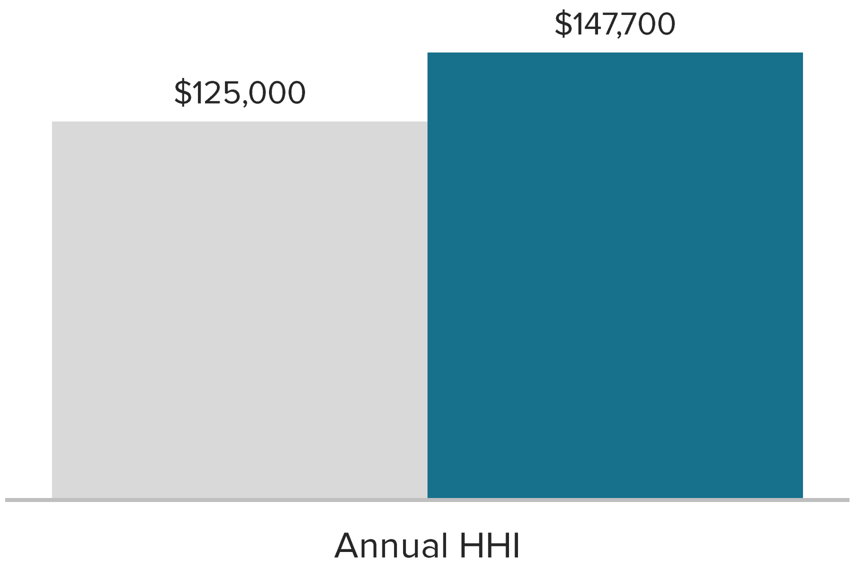
DETAILED FINDINGS | VISITOR INCOME



Median Household Income



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3c

DETAILED FINDINGS: TRIP EXPERIENCE

DETAILED FINDINGS | TRIP CHARACTERISTICS

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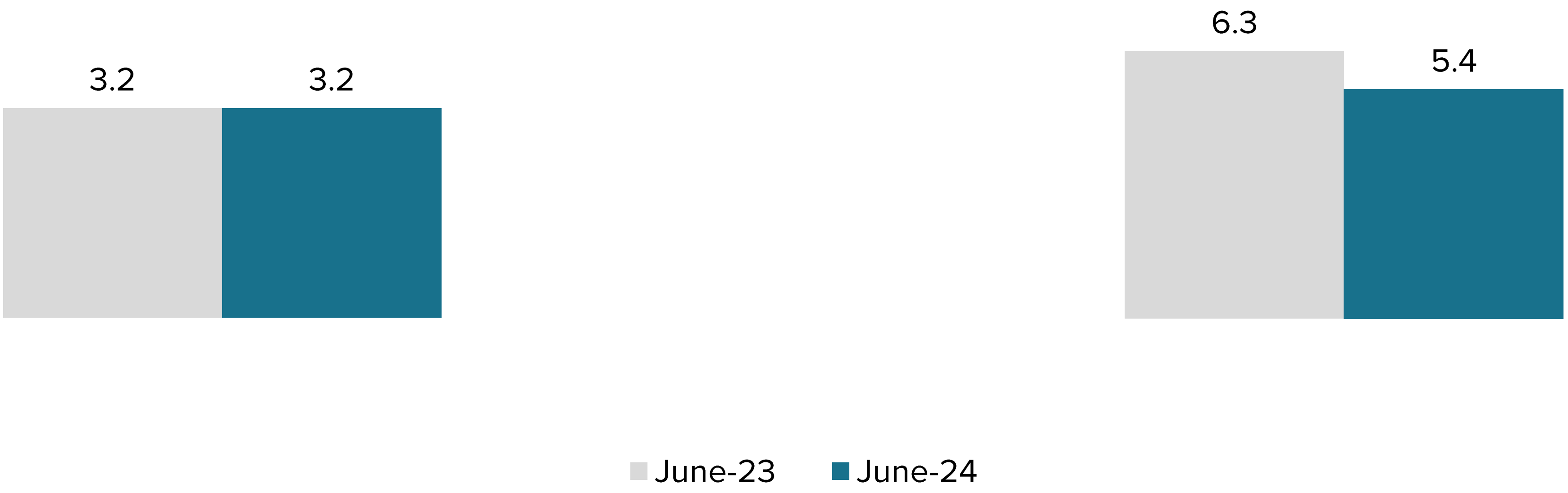
TRAVEL PARTY SIZE

3.2

NIGHTS STAYED

5.4



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DETAILED FINDINGS | TYPE OF ACCOMODATIONS

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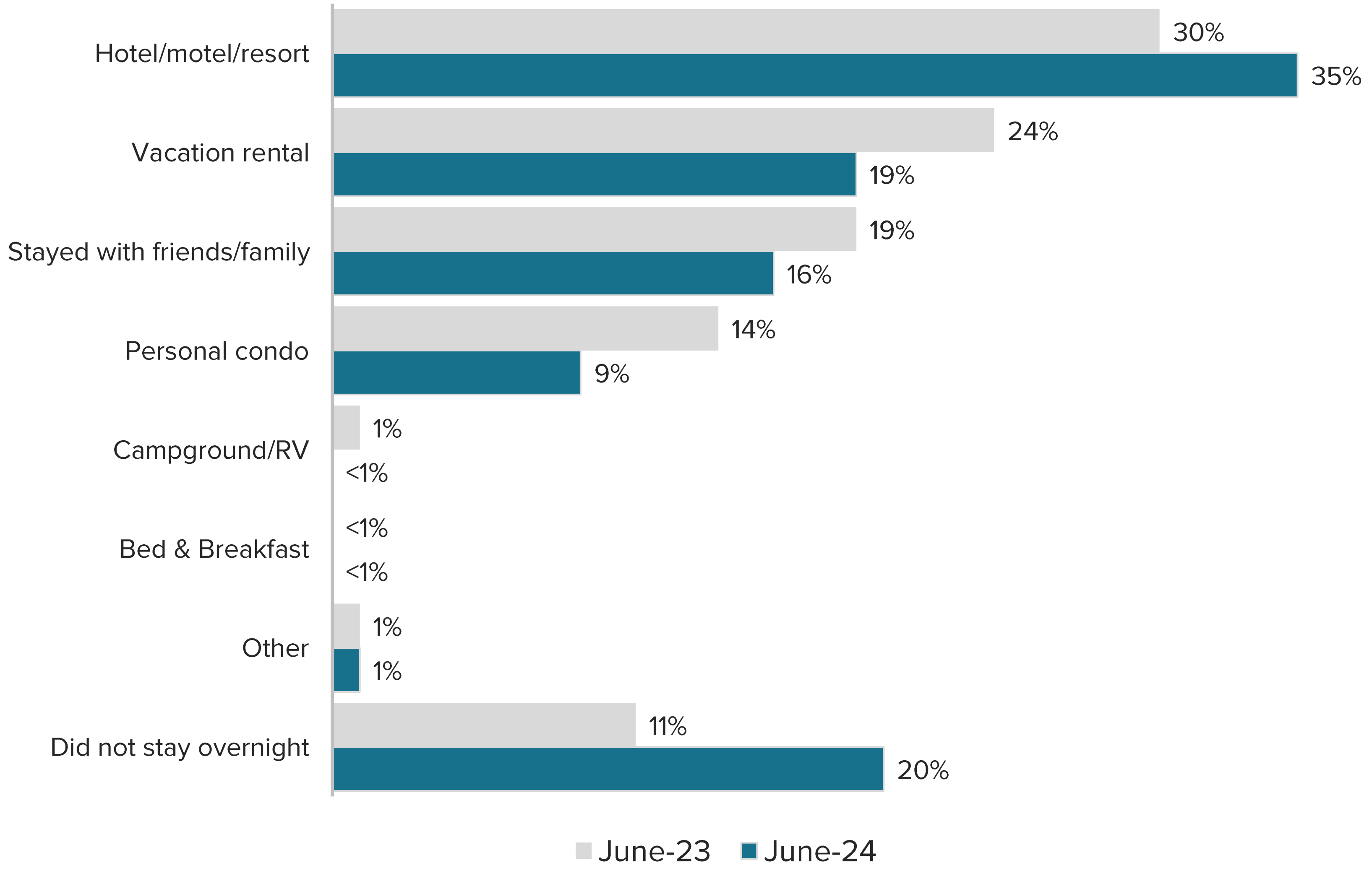
RESEARCH



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DETAILED FINDINGS | AREAS VISITED[1]

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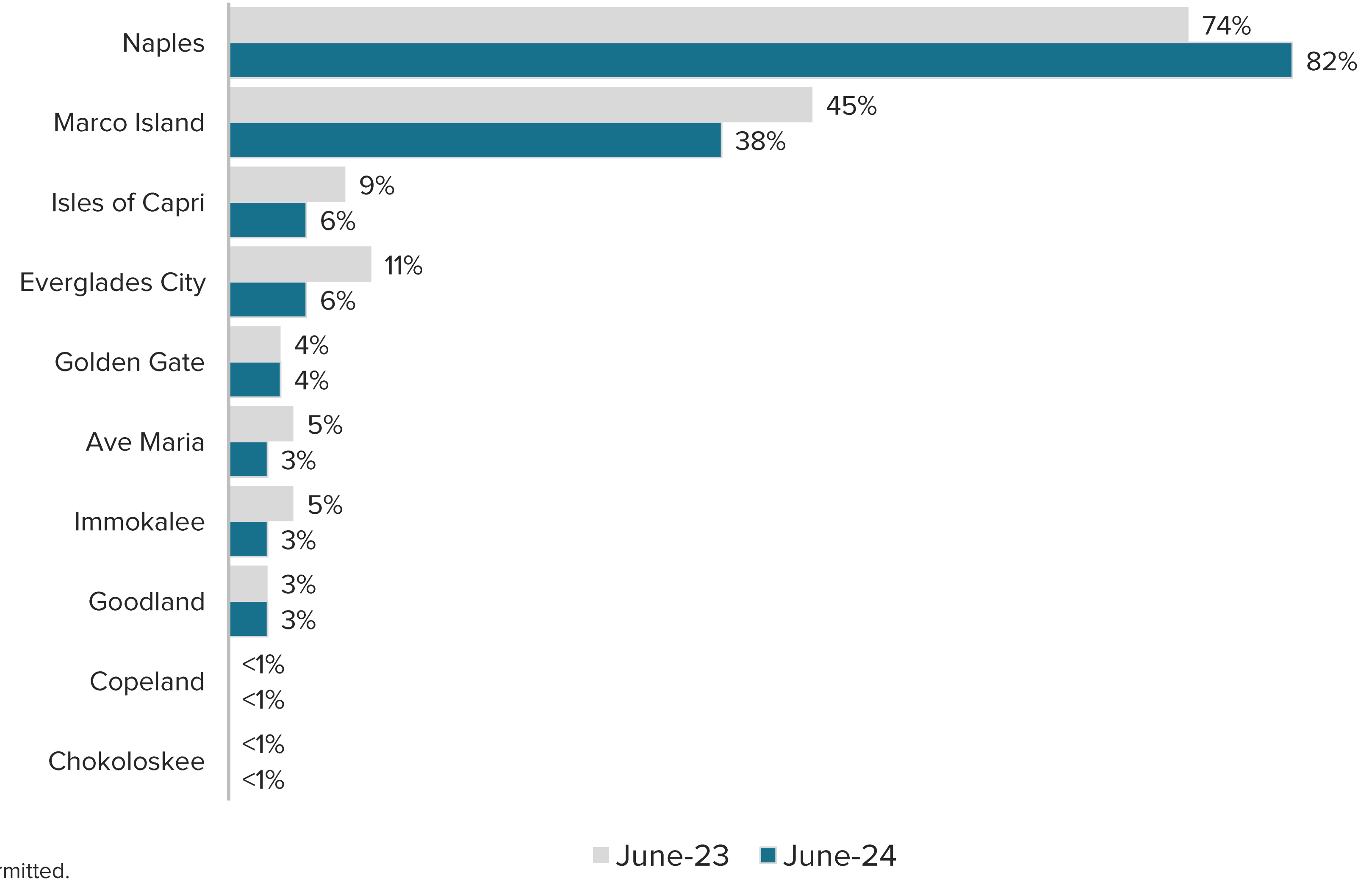

[1] Multiple responses permitted.

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DETAILED FINDINGS | TRIP ACTIVITIES[1]

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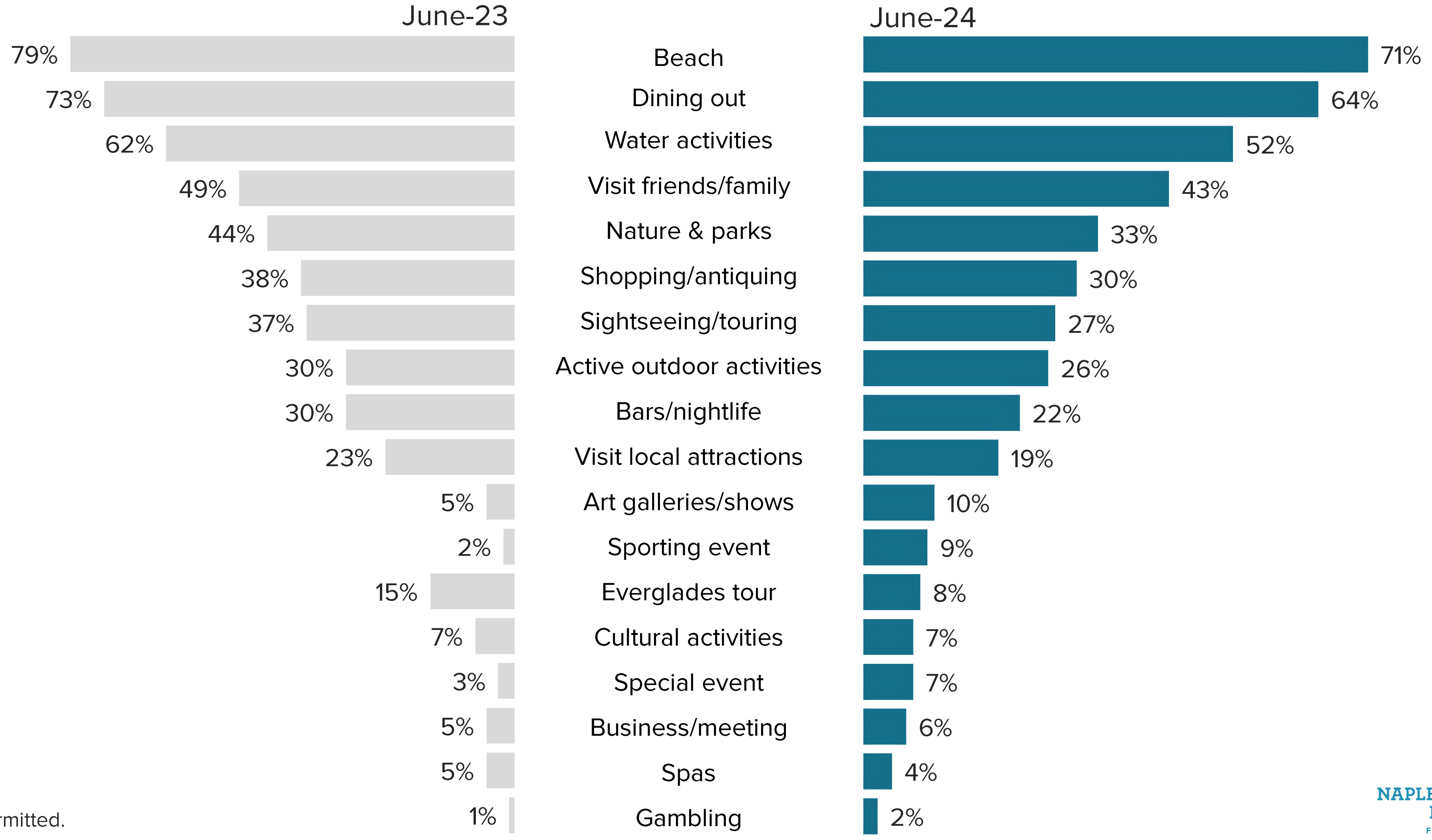

[1] Multiple responses permitted.

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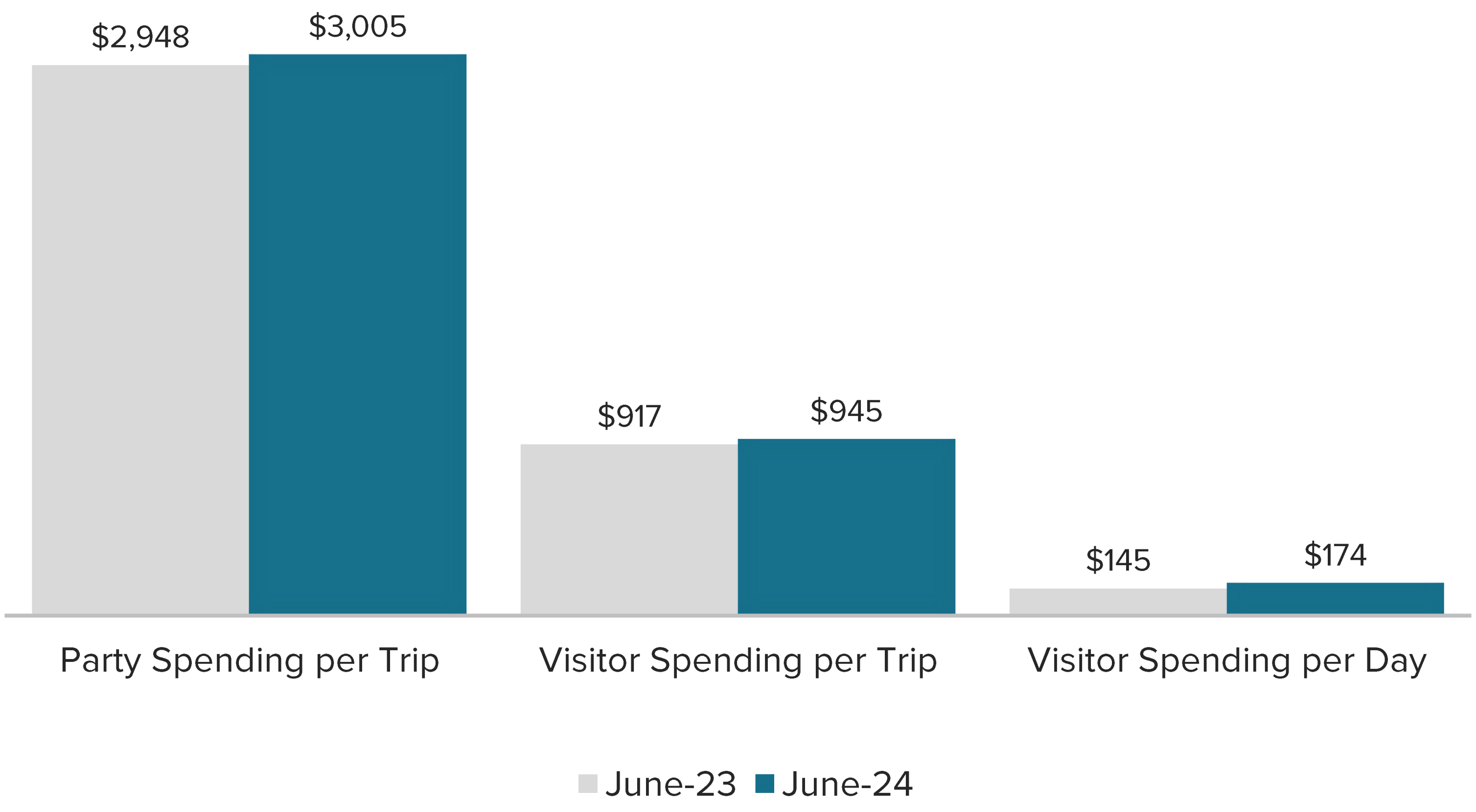
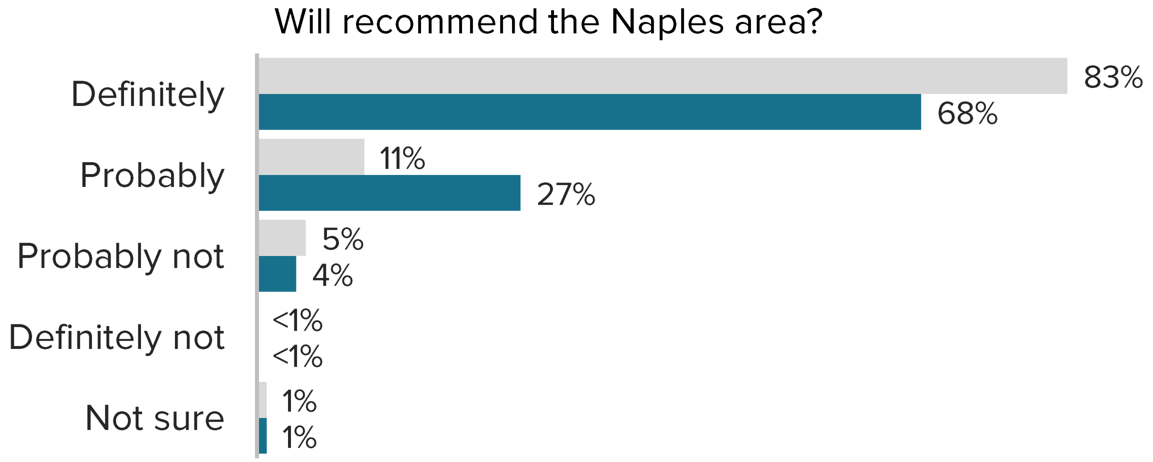
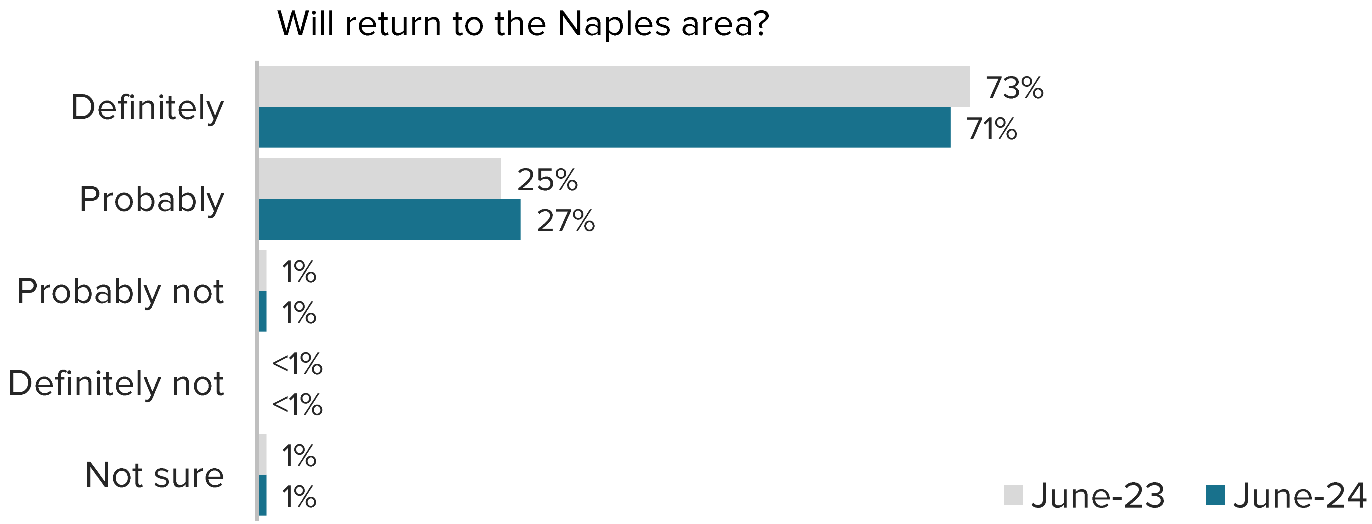
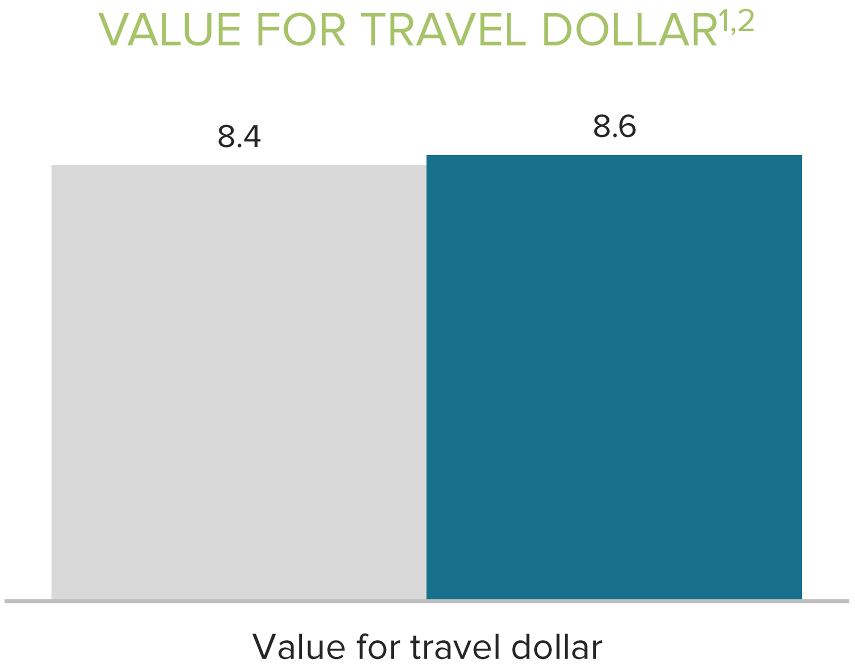

$2,948
$3,005
$917
$945
$145
$174
Party Spending per Trip
Visitor Spending per Trip
Visitor Spending per Day
June-23
June-24

3d

DETAILED FINDINGS: POST-TRIP EVALUATION







[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.

4a

MONTHLY DESTINATION COMPARISONS

DESTINATION COMPARISONS | OCCUPANCY

downs & st. germain RESEARCH

	Occupancy Rate (%)				Demand (Room Nights)				Δ% in Occupancy Rate from June 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Clearwater	61.8%	11.9%	0.0%	73.7%	168,058	32,395	0	200,453	2.6%	7.5%	0.0%	3.3%
Florida Keys	64.7%	6.1%	0.1%	70.9%	201,933	18,988	451	221,372	-6.8%	-28.6%	-6.0%	-9.2%
St. Petersburg	57.3%	12.5%	0.6%	70.4%	196,993	42,910	1,917	241,820	5.6%	-11.9%	15.9%	2.0%
Miami	55.6%	9.6%	4.1%	69.3%	1,085,345	186,490	80,451	1,352,286	0.9%	11.1%	3.1%	2.4%
Ft. Lauderdale	54.9%	11.5%	1.9%	68.4%	644,823	135,624	22,651	803,098	2.8%	-7.6%	-27.7%	-0.3%
Sarasota	55.1%	10.5%	1.1%	66.7%	203,322	38,834	4,223	246,379	-4.1%	-6.4%	-3.5%	-4.4%
Palm Beach	47.3%	14.4%	1.3%	63.0%	270,981	82,309	7,371	360,661	-0.5%	-2.5%	12.8%	-0.7%
Naples	40.0%	19.4%	0.0%	59.4%	92,827	45,055	0	137,882	-11.4%	7.5%	-100.0%	-6.0%
Ft. Myers	45.8%	9.7%	3.0%	58.5%	160,723	34,136	10,398	205,258	-11.0%	-21.3%	-11.2%	-12.9%

[1] Metrics provided by STR.
[2] Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.
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DESTINATION COMPARISONS | ROOM RATES

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	Average Daily Rate ($)				Δ% in ADR from June 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$300.01	$304.03	$249.36	$300.25	-1.7%	-1.1%	-0.5%	-1.7%
Naples	$250.07	$234.71	$0.00	$245.05	14.9%	13.7%	-100.0%	14.3%
Clearwater	$203.24	$167.90	$0.00	$197.53	0.8%	3.2%	0.0%	1.0%
Palm Beach	$179.27	$194.46	$99.55	$181.11	1.7%	-6.2%	17.0%	-0.4%
St. Petersburg	$186.06	$144.80	$118.25	$178.20	-2.2%	-2.1%	11.6%	-1.6%
Sarasota	$178.82	$169.29	$92.35	$175.84	-2.7%	3.8%	-5.7%	-1.8%
Miami	$171.92	$196.08	$119.52	$172.14	-3.0%	0.1%	9.3%	-2.0%
Ft. Lauderdale	$145.08	$182.07	$112.53	$150.41	-3.6%	4.6%	8.6%	-1.7%
Ft. Myers	$136.84	$150.08	$110.29	$137.70	2.9%	1.5%	7.9%	2.6%

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DESTINATION COMPARISONS | ROOM REVENUE

downs & st. germain RESEARCH

	Revenue per Available Room ($)				Revenue (Millions of Dollars)				Δ% in RevPAR from June 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$194.11	$18.50	$0.36	$212.97	$60.58	$5.77	$0.11	$66.47	-8.4%	-29.4%	-6.5%	-10.7%
Clearwater	$125.65	$20.01	$0.00	$145.66	$34.160	$5.44	$0.00	$39.59	3.4%	11.0%	0.0%	4.3%
Naples	$100.06	$45.58	$0.00	$145.64	$23.21	$10.58	$0.00	$33.79	1.7%	22.2%	-100.0%	7.4%
St. Petersburg	$106.64	$18.08	$0.66	$125.38	$36.65	$6.21	$0.23	$43.09	3.2%	-13.8%	29.3%	0.5%
Miami	$95.62	$18.74	$4.93	$119.29	$186.60	$36.57	$9.62	$232.78	-2.1%	11.2%	12.7%	0.3%
Sarasota	$98.49	$17.81	$1.06	$117.36	$36.36	$6.57	$0.39	$43.32	-6.7%	-2.8%	-9.0%	-6.1%
Palm Beach	$84.81	$27.94	$1.28	$114.03	$48.58	$16.01	$0.73	$65.32	1.2%	-8.6%	32.0%	-1.1%
Ft. Lauderdale	$79.67	$21.03	$2.17	$102.87	$93.55	$24.69	$2.55	$120.80	-0.9%	-3.3%	-21.6%	-1.9%
Ft. Myers	$62.68	$14.60	$3.27	$80.54	$21.99	$5.12	$1.15	$28.26	-8.4%	-20.1%	-4.2%	-10.6%

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4b

CALENDAR YTD DESTINATION COMPARISONS

DESTINATION COMPARISONS | CYTD OCCUPANCY

downs & st. germain RESEARCH

	Occupancy Rate (%)				Demand (Room Nights)				Δ% in Occupancy Rate from CYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	69.6%	10.0%	0.2%	79.8%	1,313,411	187,860	3,614	1,504,885	0.0%	-11.2%	-21.5%	-1.7%
Miami	60.2%	13.5%	4.2%	77.9%	7,118,769	1,599,575	494,873	9,213,218	4.6%	2.1%	0.1%	3.9%
Ft. Lauderdale	60.3%	13.5%	2.4%	76.1%	4,273,496	958,549	168,936	5,400,981	2.0%	-2.0%	-19.8%	0.4%
Clearwater	58.4%	16.7%	0.0%	75.1%	956,318	272,807	0	1,229,125	-3.8%	1.8%	0.0%	-2.6%
St. Petersburg	56.0%	16.5%	0.7%	73.2%	1,162,333	342,884	13,973	1,519,190	0.0%	-7.6%	2.5%	-1.8%
Sarasota	57.3%	14.5%	1.4%	73.2%	1,275,699	322,481	31,640	1,629,820	-6.6%	13.9%	35.4%	-2.6%
Palm Beach	54.7%	15.5%	1.8%	72.0%	1,898,733	537,231	63,808	2,499,772	0.5%	-10.6%	5.9%	-2.0%
Naples	49.1%	20.9%	0.1%	70.0%	678,108	288,281	882	967,271	-6.5%	3.7%	-55.1%	-3.8%
Ft. Myers	52.2%	12.2%	5.5%	69.8%	1,090,782	254,960	114,926	1,460,668	-6.2%	-20.8%	27.6%	-7.2%

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DESTINATION COMPARISONS | CYTD ROOM RATES

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	Average Daily Rate ($)				Δ% in ADR from CYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$407.19	$382.20	$349.77	$403.93	0.9%	-1.4%	0.8%	0.7%
Naples	$405.99	$352.76	$272.99	$390.01	21.5%	17.9%	32.0%	20.3%
Palm Beach	$291.54	$305.56	$149.15	$290.92	-3.0%	7.8%	19.4%	-0.5%
Miami	$245.33	$279.46	$129.80	$245.05	-2.2%	0.3%	13.2%	-1.2%
Clearwater	$232.14	$199.39	$0.00	$224.87	1.2%	3.9%	0.0%	1.6%
Sarasota	$228.54	$200.32	$148.92	$221.41	-0.9%	0.9%	26.5%	-1.0%
St. Petersburg	$219.23	$188.93	$117.72	$211.46	-3.3%	5.2%	9.7%	-1.4%
Ft. Lauderdale	$197.92	$239.94	$149.89	$203.87	-5.0%	3.4%	11.6%	-2.8%
Ft. Myers	$192.07	$206.79	$166.42	$192.62	-0.9%	-1.1%	31.0%	-0.3%

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DESTINATION COMPARISONS | CYTD ROOM REVENUE

downs & st. germain RESEARCH

	Revenue per Available Room ($)				Revenue (Millions of Dollars)				Δ% in RevPAR from CYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$283.44	$38.05	$0.67	$322.16	$534.80	$71.80	$1.26	$607.87	0.8%	-12.5%	-20.9%	-1.0%
Naples	$199.27	$73.61	$0.17	$273.05	$275.31	$101.69	$0.24	$377.24	13.6%	22.2%	-40.7%	15.8%
Palm Beach	$159.44	$47.28	$2.74	$209.46	$553.56	$164.16	$9.52	$727.23	-2.5%	-3.6%	26.5%	-2.5%
Miami	$147.65	$37.79	$5.43	$190.87	$1,746.44	$447.02	$64.23	$2,257.70	2.4%	2.4%	13.4%	2.6%
Clearwater	$135.65	$33.24	$0.00	$168.89	$222.00	$54.40	$0.00	$276.39	-2.6%	5.8%	0.0%	-1.0%
Sarasota	$130.99	$29.02	$2.12	$162.13	$291.55	$64.60	$4.71	$360.86	-7.4%	14.8%	71.2%	-3.5%
Ft. Lauderdale	$119.25	$32.43	$3.57	$155.25	$845.80	$229.99	$25.32	$1,101.12	-3.1%	1.3%	-10.4%	-2.4%
St. Petersburg	$122.83	$31.23	$0.79	$154.85	$254.82	$64.78	$1.64	$321.24	-3.3%	-2.8%	12.5%	-3.2%
Ft. Myers	$100.18	$25.21	$9.15	$134.53	$209.51	$52.72	$19.13	$281.36	-7.1%	-21.7%	67.1%	-7.5%

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4c

FISCAL YTD DESTINATION COMPARISONS

DESTINATION COMPARISONS[5] | FYTD OCCUPANCY

downs & st. germain RESEARCH

	Occupancy Rate (%)				Demand (Room Nights)				Δ% in Occupancy Rate from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	66.6%	9.5%	0.2%	76.2%	1,904,495	270,508	5,315	2,180,318	0.9%	-9.0%	-34.0%	-0.6%
Miami	58.9%	12.7%	4.1%	75.7%	10,500,667	2,254,179	736,734	13,491,581	3.5%	-0.4%	-2.2%	2.5%
Ft. Lauderdale	59.0%	12.9%	2.5%	74.5%	6,270,282	1,374,825	266,279	7,911,386	1.7%	-0.5%	-12.3%	0.7%
Palm Beach	53.2%	15.0%	1.7%	69.9%	2,781,669	783,476	89,438	3,654,583	-0.8%	-9.3%	-2.4%	-2.8%
Sarasota	55.6%	12.4%	1.7%	69.7%	2,651,307	588,555	83,170	3,323,033	-8.2%	-3.3%	78.3%	-6.2%
Ft. Myers	51.1%	12.1%	5.0%	68.3%	1,594,336	377,931	156,240	2,128,507	-8.7%	-22.7%	16.8%	-10.1%
Naples	47.9%	19.8%	0.1%	67.8%	981,025	406,299	1,519	1,388,844	-8.0%	-3.2%	-34.9%	-6.7%

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[5] Clearwater and St. Petersburg are not present in FYTD comparisons due to insufficient available data.

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DESTINATION COMPARISONS[5] | FYTD ROOM RATES

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	Average Daily Rate ($)				Δ% in ADR from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$387.23	$368.29	$337.88	$384.76	-0.5%	1.1%	6.0%	-0.2%
Naples	$373.76	$325.60	$240.62	$359.52	19.0%	25.6%	21.4%	20.4%
Palm Beach	$275.92	$286.63	$136.14	$274.79	-2.9%	7.3%	19.4%	-0.4%
Miami	$237.04	$269.60	$123.76	$236.30	-3.5%	2.1%	11.8%	-2.0%
Sarasota	$204.28	$184.48	$115.87	$198.56	-1.2%	4.3%	18.3%	-0.8%
Ft. Lauderdale	$189.80	$226.72	$137.53	$194.45	-5.2%	4.3%	10.9%	-2.9%
Ft. Myers	$177.62	$192.91	$150.45	$178.34	-7.1%	1.5%	23.6%	-4.7%

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DESTINATION COMPARISONS[5] | FYTD ROOM REVENUE

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	Revenue per Available Room ($)				Revenue (Millions of Dollars)				Δ% in RevPAR from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$257.75	$34.82	$0.63	$293.20	$737.48	$99.62	$1.80	$838.90	0.4%	-8.0%	-30.1%	-0.8%
Naples	$178.90	$64.55	$0.18	$243.63	$366.67	$132.29	$0.37	$499.33	9.4%	21.5%	-20.9%	12.3%
Palm Beach	$146.84	$42.96	$2.33	$192.13	$767.52	$224.57	$12.18	$1,004.27	-3.6%	-2.7%	16.5%	-3.2%
Miami	$139.69	$34.11	$5.12	$178.92	$2,489.11	$607.72	$91.18	$3,188.01	-0.1%	1.8%	9.3%	0.5%
Fort Lauderdale	$112.00	$29.33	$3.45	$144.78	$1,190.08	$311.70	$36.62	$1,538.40	-3.6%	3.8%	-2.7%	-2.2%
Sarasota	$113.68	$22.79	$2.02	$138.49	$541.60	$108.58	$9.64	$659.82	-9.3%	0.8%	110.8%	-7.0%
Fort Myers	$90.82	$23.38	$7.54	$121.74	$283.19	$72.91	$23.51	$379.61	-15.2%	-21.6%	44.3%	-14.3%

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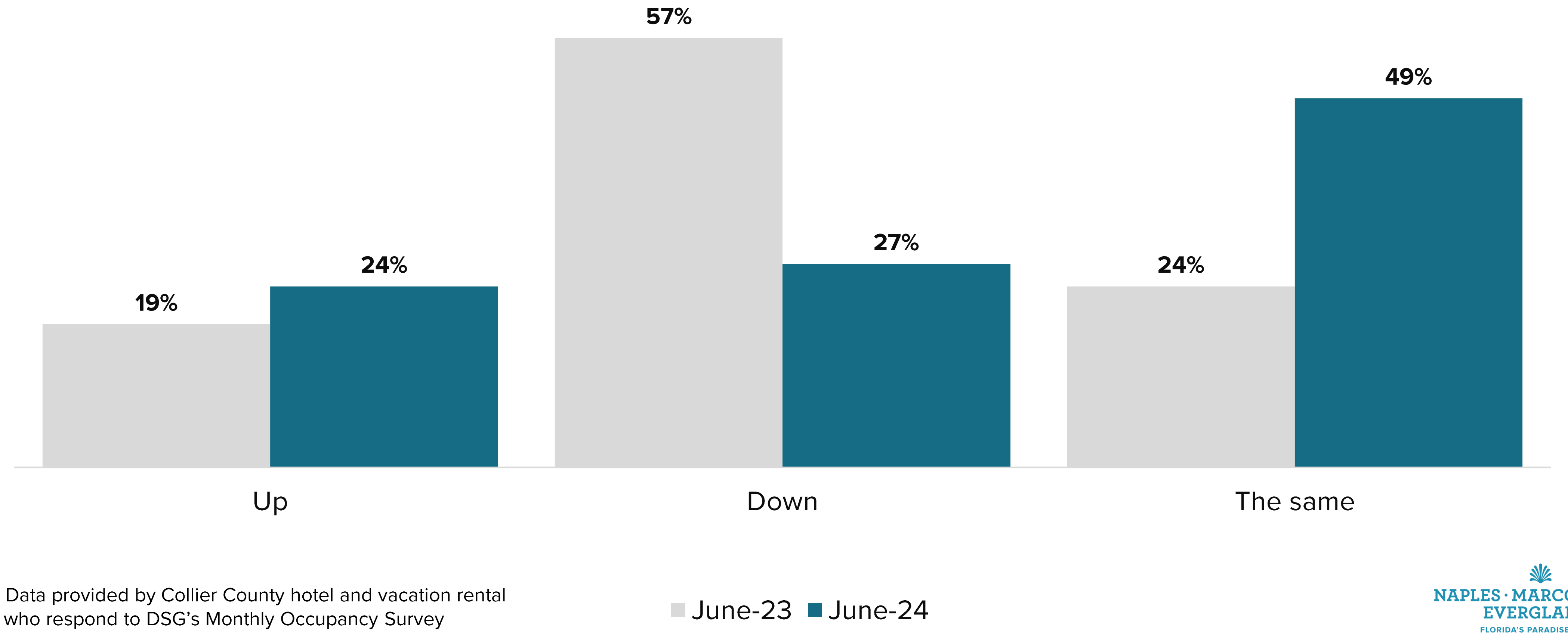
5

OCCUPANCY BAROMETER

OCCUPANCY BAROMETER[1] | JULY - SEPT

downs & st. germain RESEARCH

Looking ahead to the next three months, are your property's reservations up, down, or the same compared to this time last year?



[1] Source: Data provided by Collier County hotel and vacation rental partners who respond to DSG's Monthly Occupancy Survey

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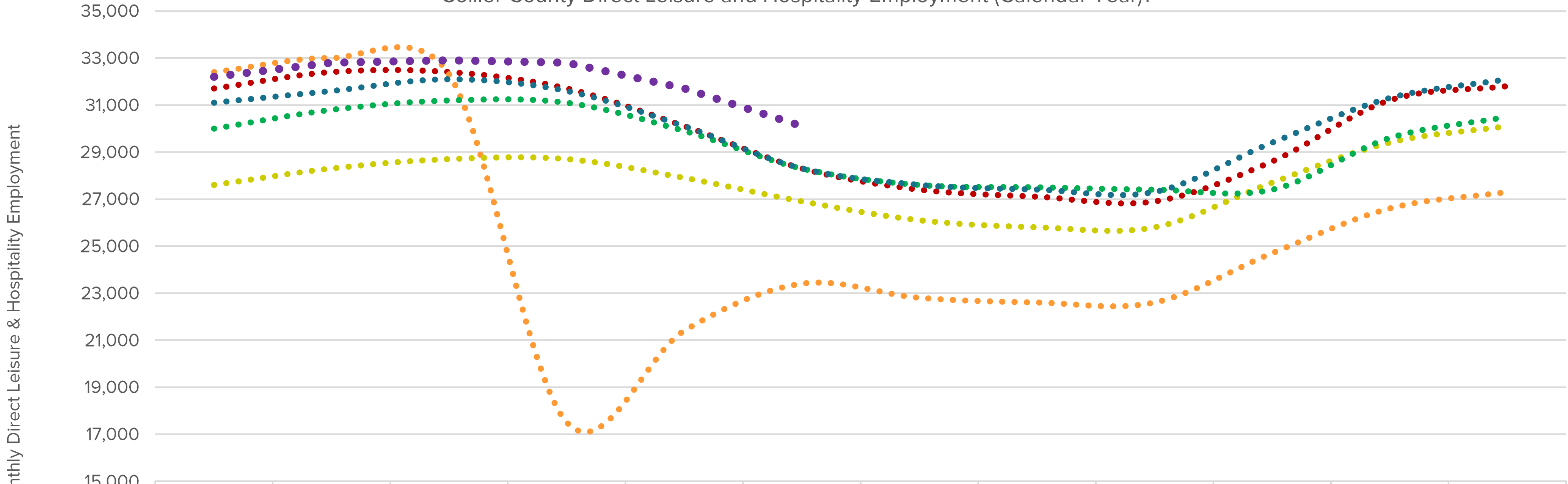
6

INDUSTRY DATA

INDUSTRY DATA | CURRENT EMPLOYMENT

downs & st. germain RESEARCH

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	32,200	32,800	32,900	32,800	31,700	30,100 (P)						

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

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INDUSTRY DATA | RSW PASSENGER TRAFFIC

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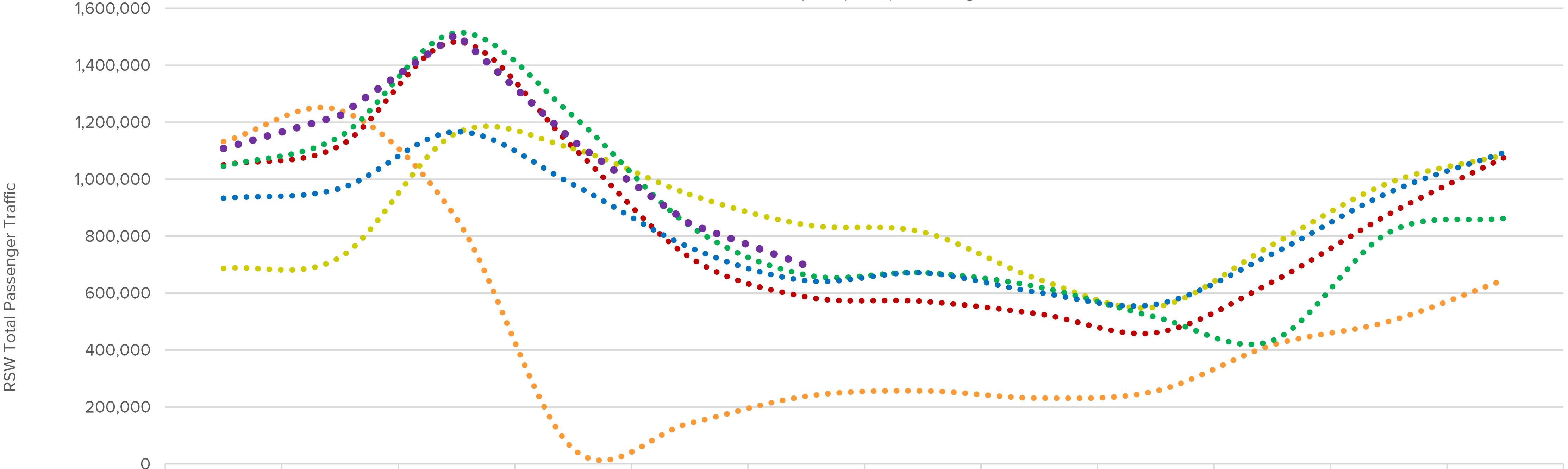
Southwest Florida International Airport (RSW) Passenger Traffic1



	January	February	March	April	May	June	July	August	September	October	November	December
2019	1,050,093	1,117,409	1,482,239	1,111,558	725,754	586,319	570,977	526,519	460,869	638,922	876,703	1,077,818
2020	1,132,103	1,241,590	861,221	53,379	143,004	237,706	256,418	231,283	255,926	417,305	500,468	648,011
2021	686,563	725,735	1,162,342	1,107,004	946,366	839,377	814,471	647,534	551,041	769,524	986,908	1,085,569
2022	1,044,816	1,149,618	1,514,046	1,221,628	836,379	663,141	671,225	620,532	515,007	432,667	812,305	862,368
2023	932,896	967,416	1,166,442	981,216	760,330	643,486	670,818	601,542	560,358	737,527	953,025	1,094,783
2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867						

[1] SOURCE: Lee County Port Authority Monthly Statistics.

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June 2024 Licensed Transient Rental Units				
	Hotel	Motel	Vacation Rental	Total
Naples	4,731	1,270	3,108	9,109
Marco Island	1,275	121	2,081	3,477
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	8	13
Ave Maria	0	0	5	5
Ochopee	0	0	1	1
Total	6,044	**1,665**	**5,330**	**13,039**[2]

[1] SOURCE: Florida Department of Business & Professional Regulation.

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Questions?

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THANK YOU