NAPLES · MARCO ISLAND
EVERGLADES[SM]

FLORIDA'S PARADISE COAST

May 2024 Monthly Visitor Dashboard

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MONTHLY SNAPSHOT

May 2024 | MONTHLY SNAPSHOT

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- In May 2024, overall occupancy rate increased 4.3% compared to May 2023, largely due to a significant increase in the vacation rental occupancy rate.

- Although again not quite as large of an increase as seen during the in-season months, the average daily rate (ADR) still saw a significant increase yet again, up 13.5% year-over-year, which resulted in a revenue per available room (RevPAR) of $175, up from $148 last year.

- Direct spending by visitors and total economic impact of tourism in May increased by 14.1% and 13.9%, respectively. The total economic impact of tourism is currently up 12.8% so far fiscal-year-to-date, with four months left in the 2024 fiscal year.

- In terms of visitor attributes, May 2024 saw an increase in the number of couples visiting the area. Less visitors came to the area to visit friends and family, and more visitors came to vacation, spend time at the beach, and shop, indicating a general uptick in the number of “traditional vacationers” to the area.

- The Midwest & the Northeast continued to be the main regions of origin for out-of-state visitors, accounting for nearly half of all visitors. International origins such as Canada, Germany, the UK, and others accounted for 17% of all visitors in May 2024.

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EXECUTIVE MONTHLY SUMMARY

MAY 2024 | VISITATION & ROOM NIGHTS

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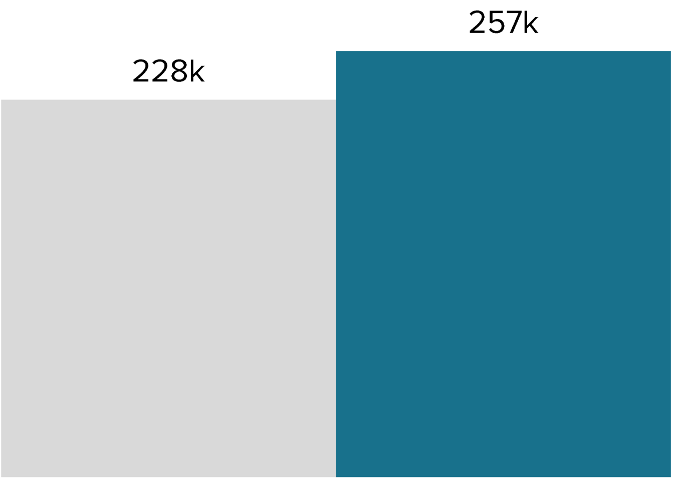
VISITORS

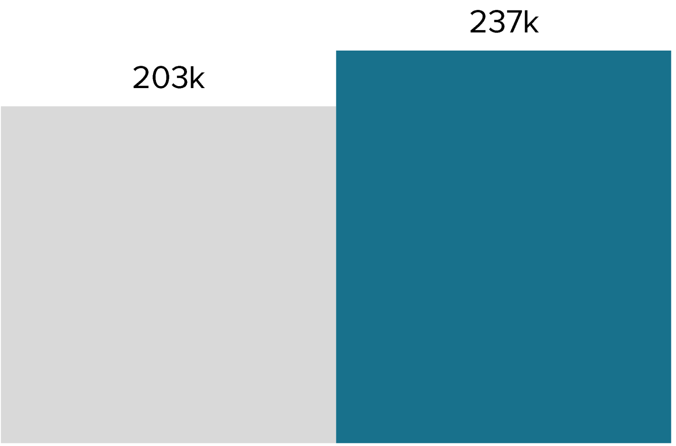
257,400



\+ **12.9%** from 2023

ROOM NIGHTS

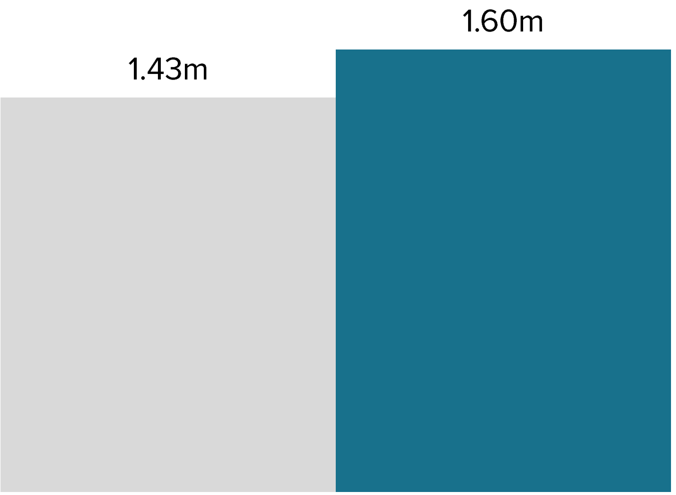
236,900



\+ **16.5%** from 2023

VISITOR DAYS

1,603,600



\+ **12.2%** from 2023

■ May-23 ■ May-24

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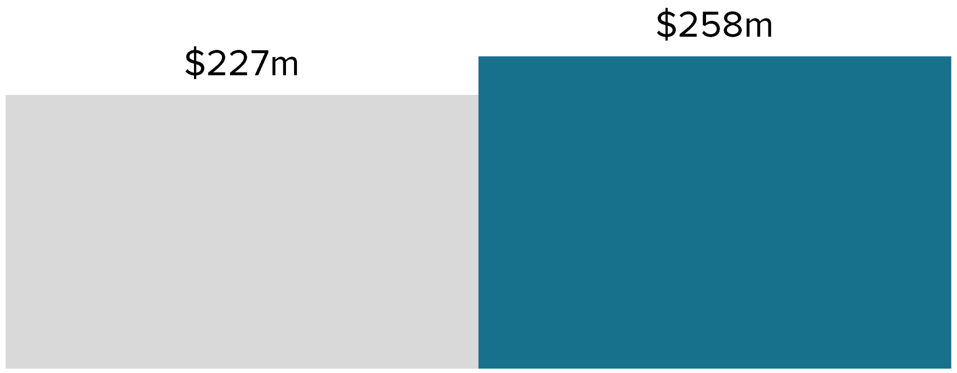
MAY 2024 | SPENDING & ECONOMIC IMPACT[1]

DIRECT SPENDING

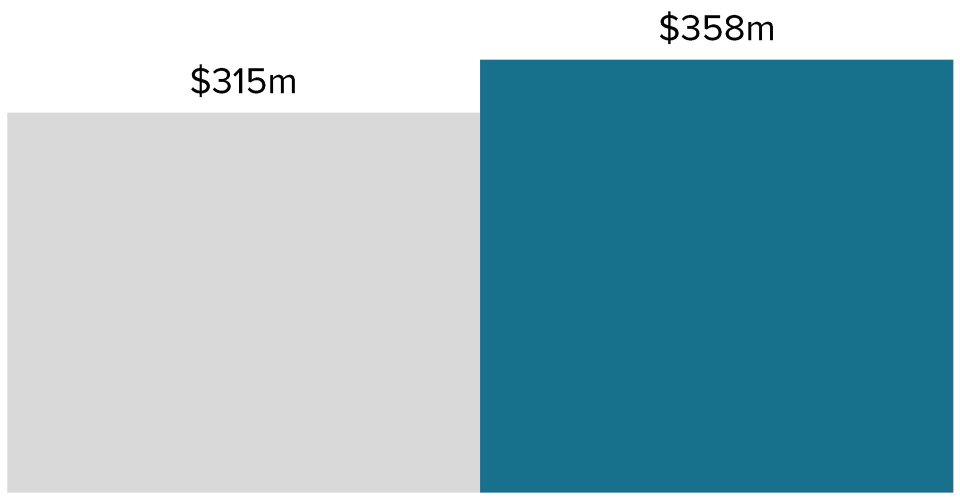
$258,493,400



+ **14.1%** from 2023

ECONOMIC IMPACT

$358,271,900



+ **13.9%** from 2023

May-23 May-24

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

MAY 2024 | OVERALL LODGING METRICS[1,2]

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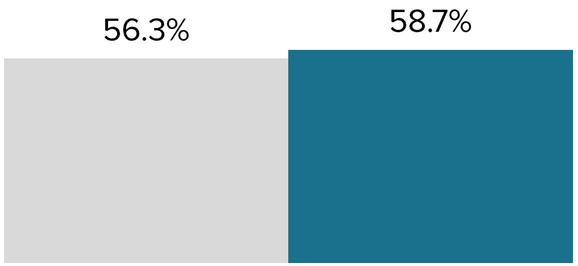
OCCUPANCY RATE

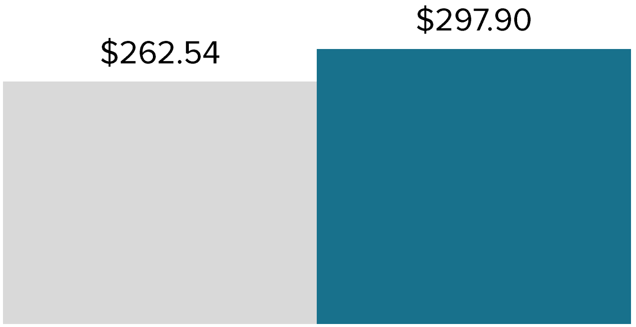
58.7%



+ **4.3%** from 2023

AVERAGE DAILY RATE

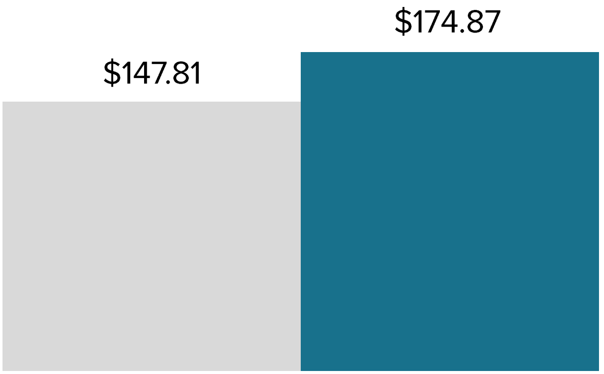
$297.90



+ **13.5%** from 2023

REVENUE PER AVAILABLE ROOM

$174.87



+ **18.3%** from 2023

May-23 May-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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MAY 2024 | HOTEL LODGING METRICS[1,2]

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OCCUPANCY RATE[3]

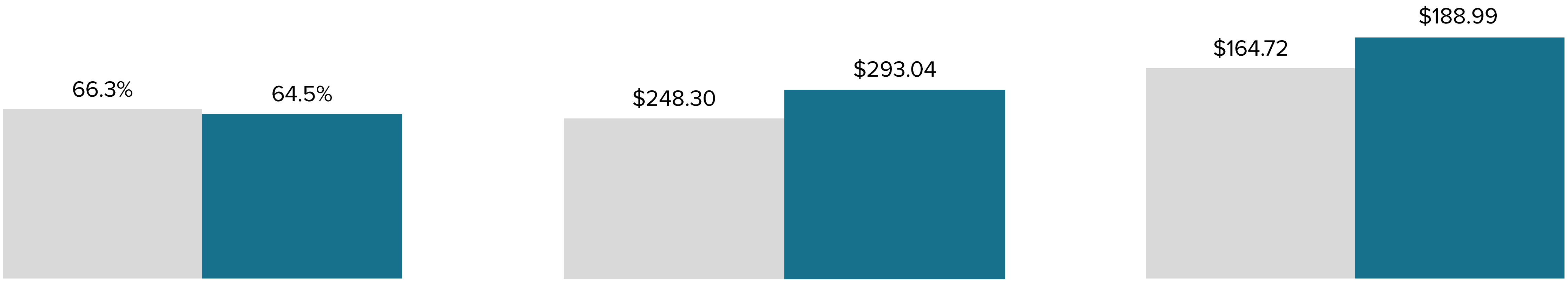
64.5%

AVERAGE DAILY RATE

$293.04

REVENUE PER AVAILABLE ROOM

$188.99



- 2.8% from 2023

+ 18.0% from 2023

+ 14.7% from 2023

May-23 May-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 12.1% while demand increased 7.4%, compared to May 2023.

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MAY | OVERALL LODGING METRICS TREND[1]

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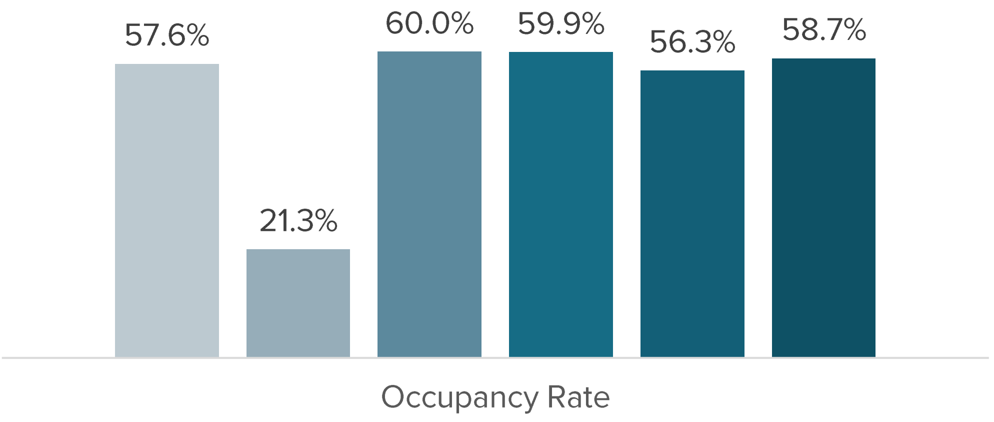

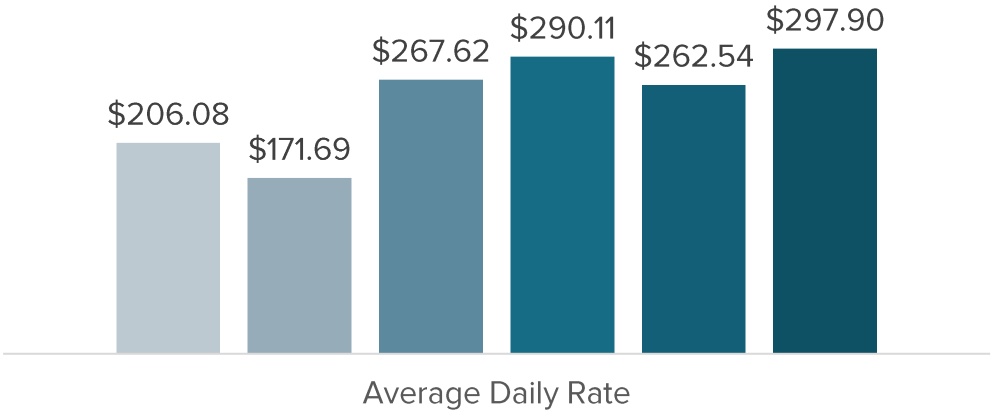

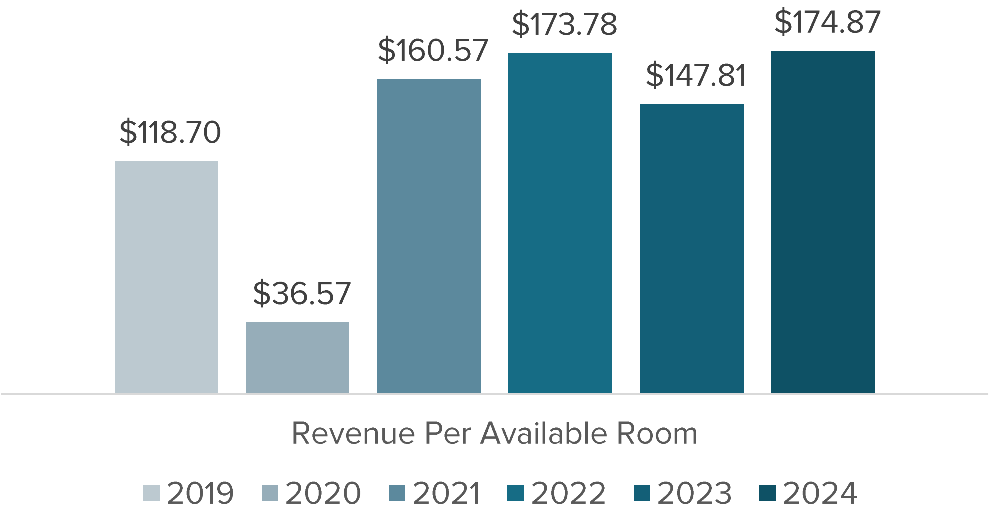

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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MAY 2024 | VISITOR ORIGIN

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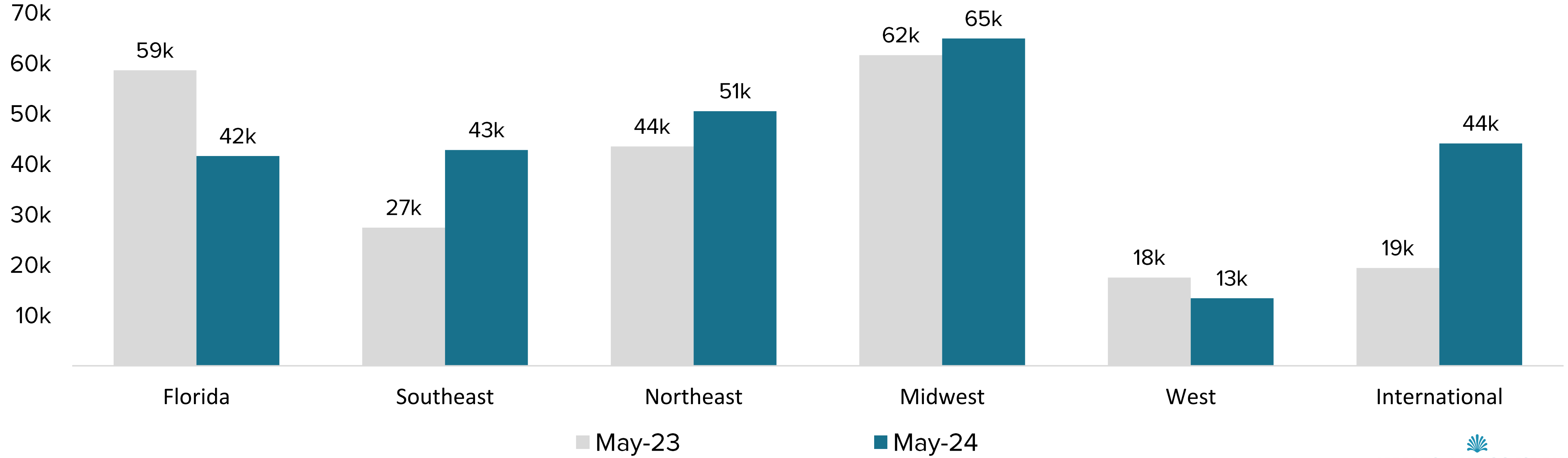
FLORIDA VISITORS

41,600

OUT-OF-STATE VISITORS

215,800



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MAY | OVERNIGHT VISITOR ORIGIN TREND

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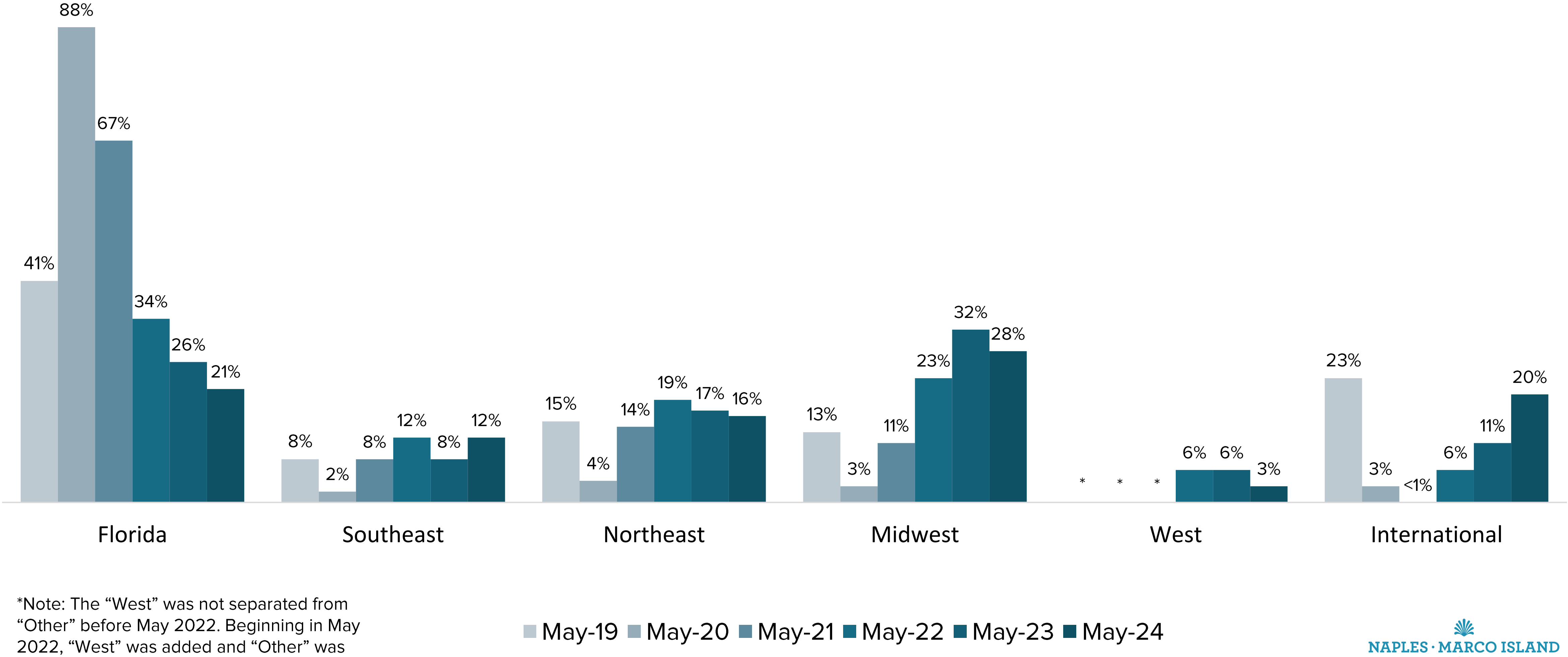

*Note: The "West" was not separated from "Other" before May 2022. Beginning in May 2022, "West" was added and "Other" was changed to "Other International".

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EXECUTIVE FISCAL YEAR-TO-DATE (FYTD) SUMMARY

FYTD | VISITATION METRICS

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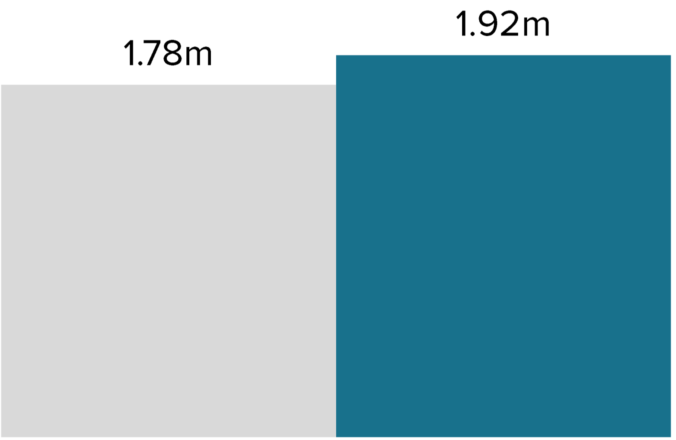
RESEARCH

FYTD VISITORS

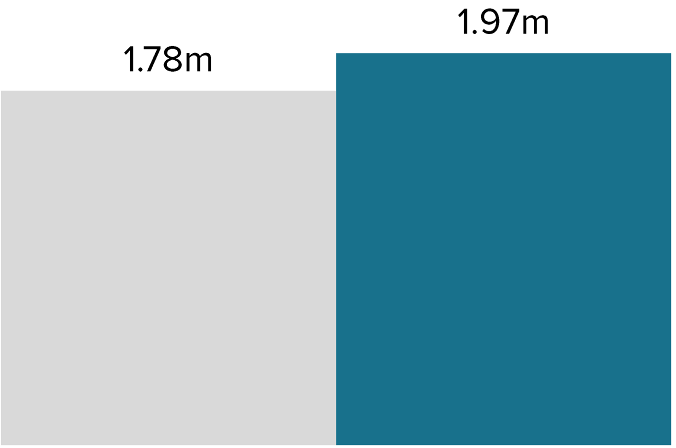
1,924,800



+ **8.4%** from FY23

FYTD ROOM NIGHTS

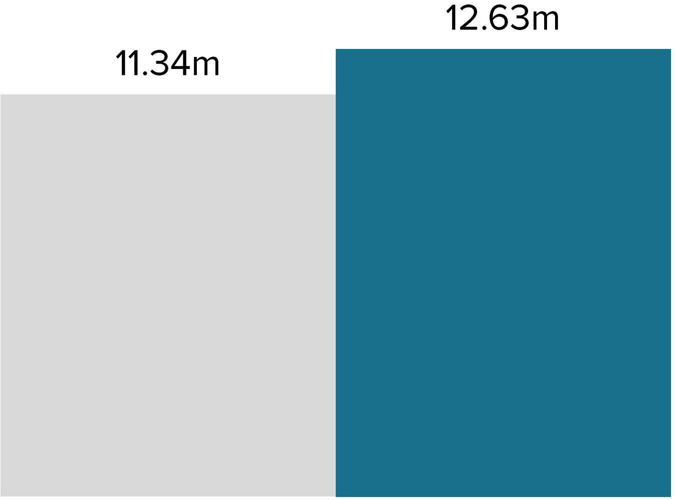
1,970,500



+ **10.6%** from FY23

FYTD VISITOR DAYS

12,634,000



+ **11.4%** from FY23

FY23 FY24

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FYTD | SPENDING & ECONOMIC IMPACT

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FYTD DIRECT SPENDING

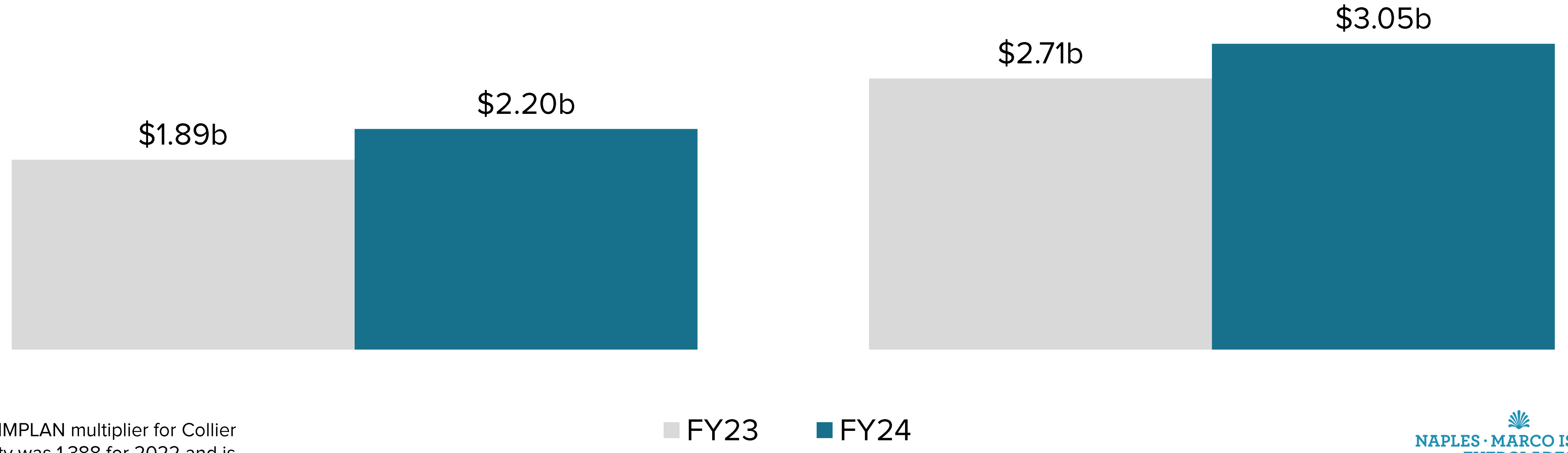
$2,201,824,800

+ **16.2%** from FY23

FYTD ECONOMIC IMPACT

$3,052,921,800

+ **12.8%** 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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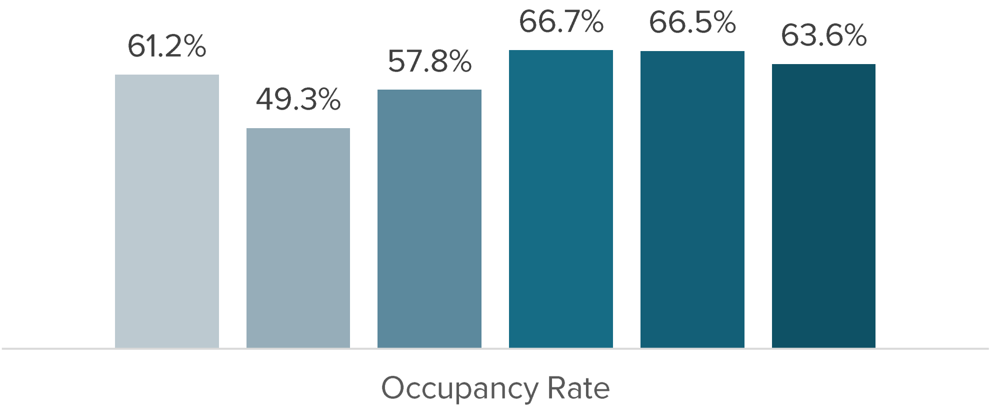
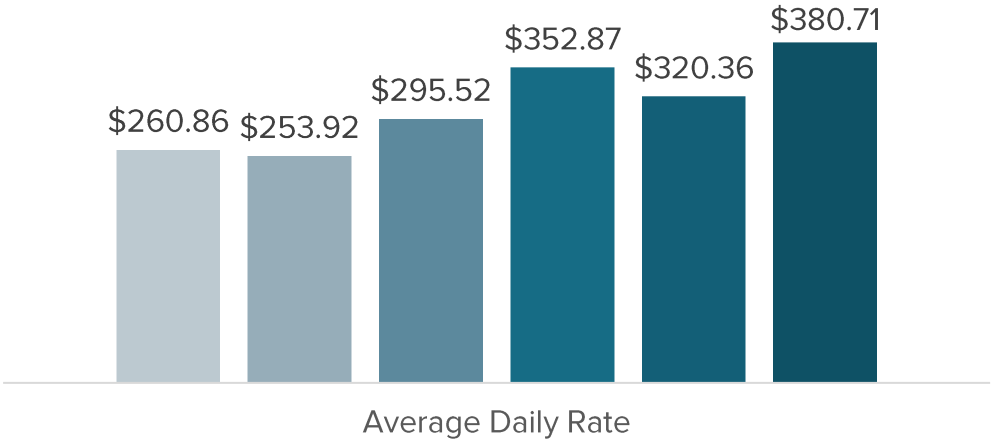
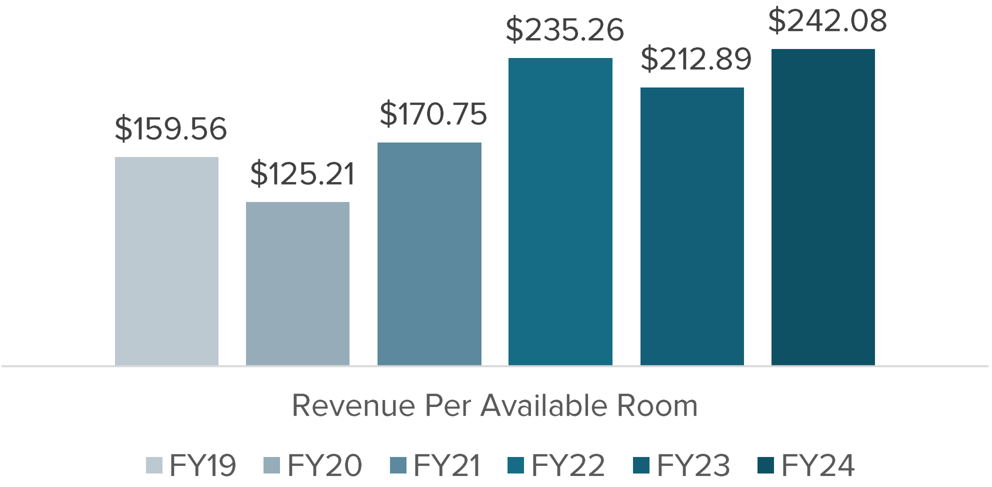
FYTD | 2019-2024 OVERALL LODGING METRICS[1]







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

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

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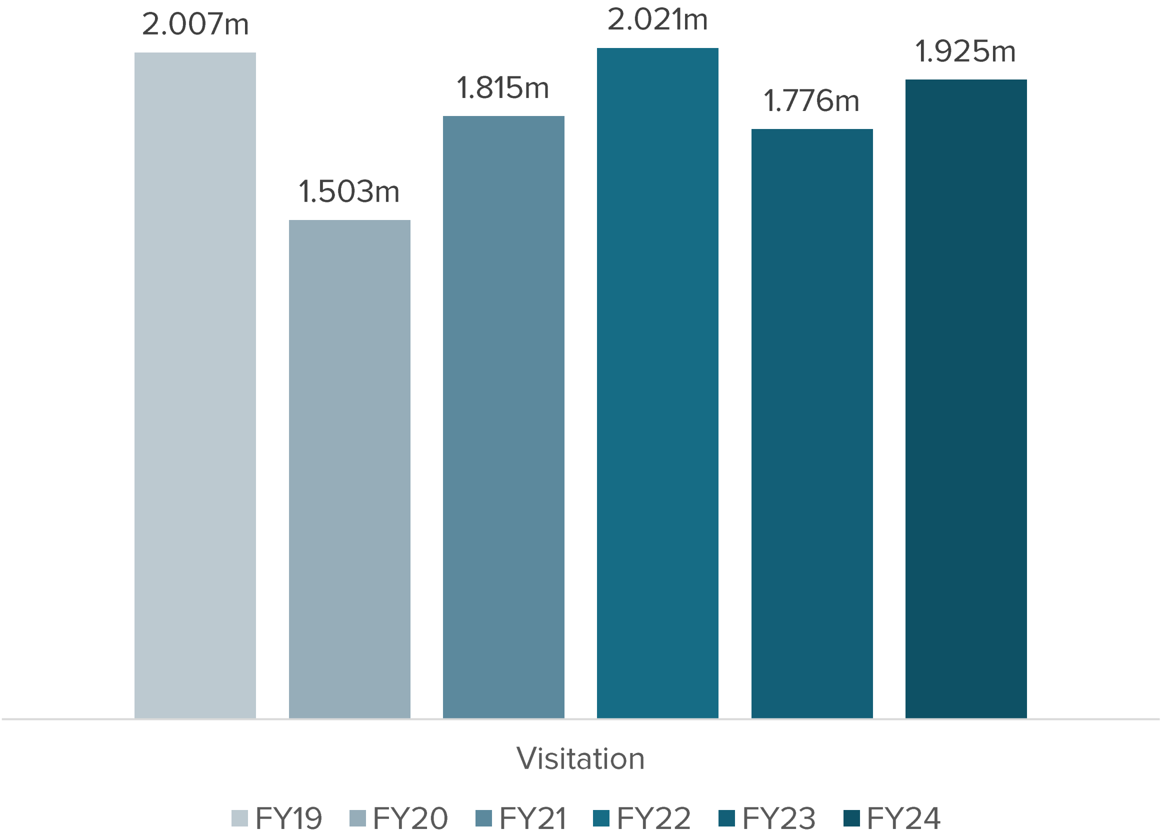

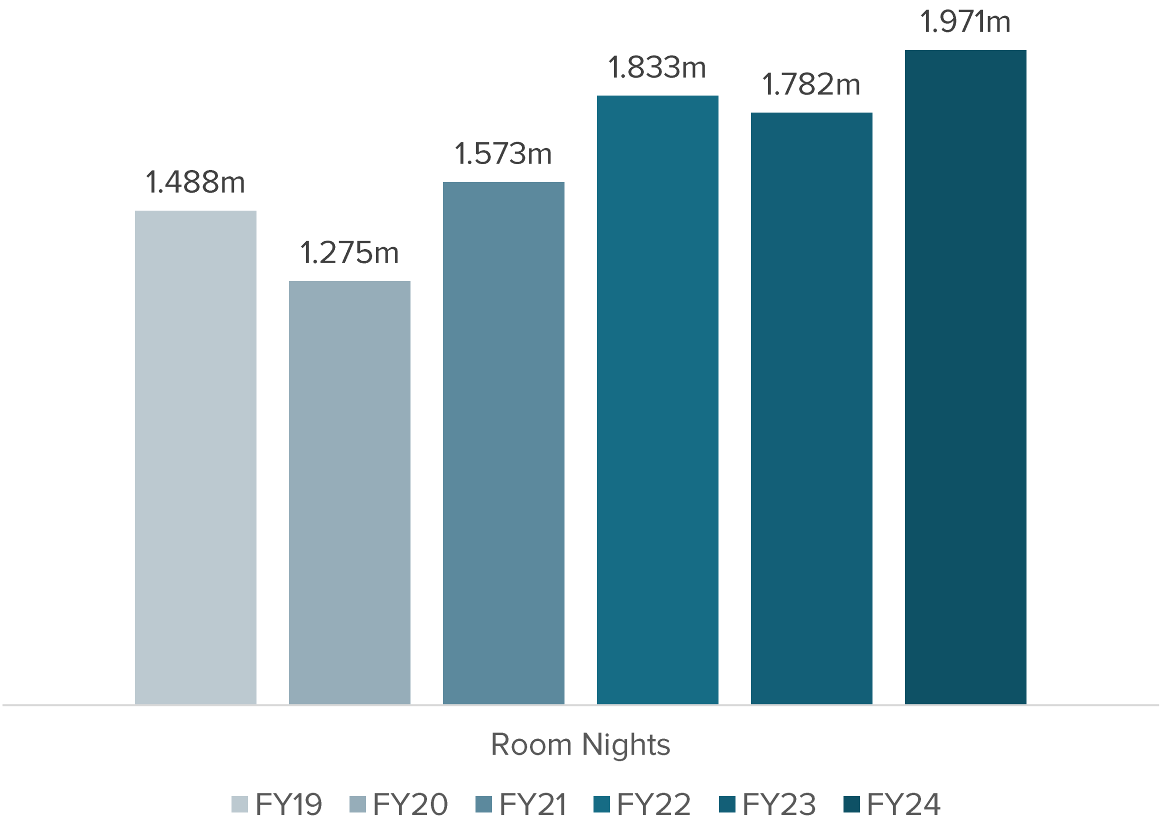

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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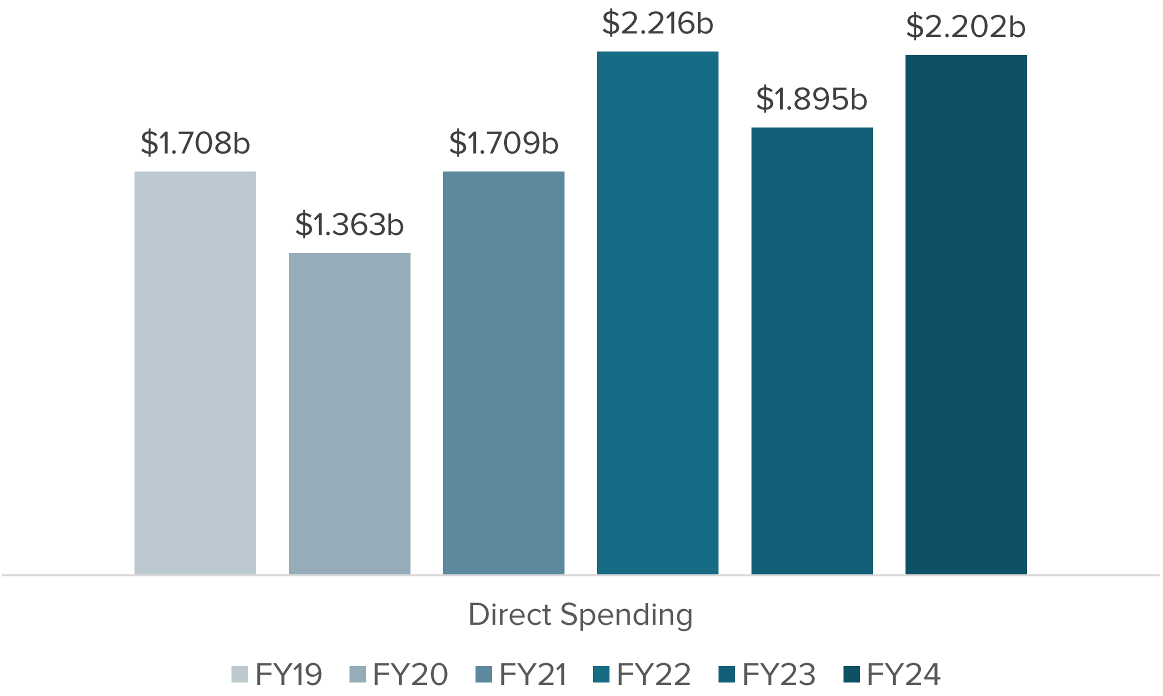
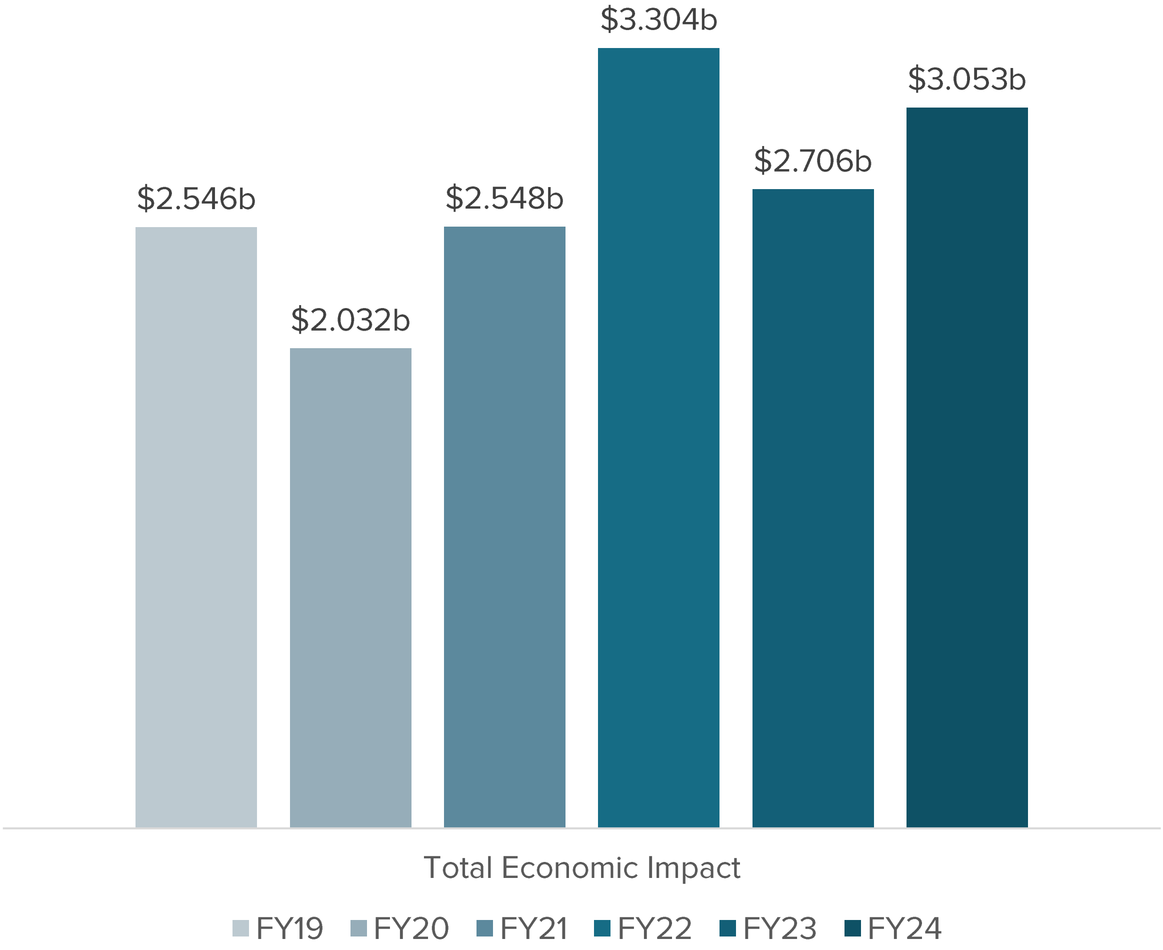
FYTD | 2019-2024 SPENDING & ECONOMIC IMPACT[1]





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

FYTD | VISITOR ORIGIN

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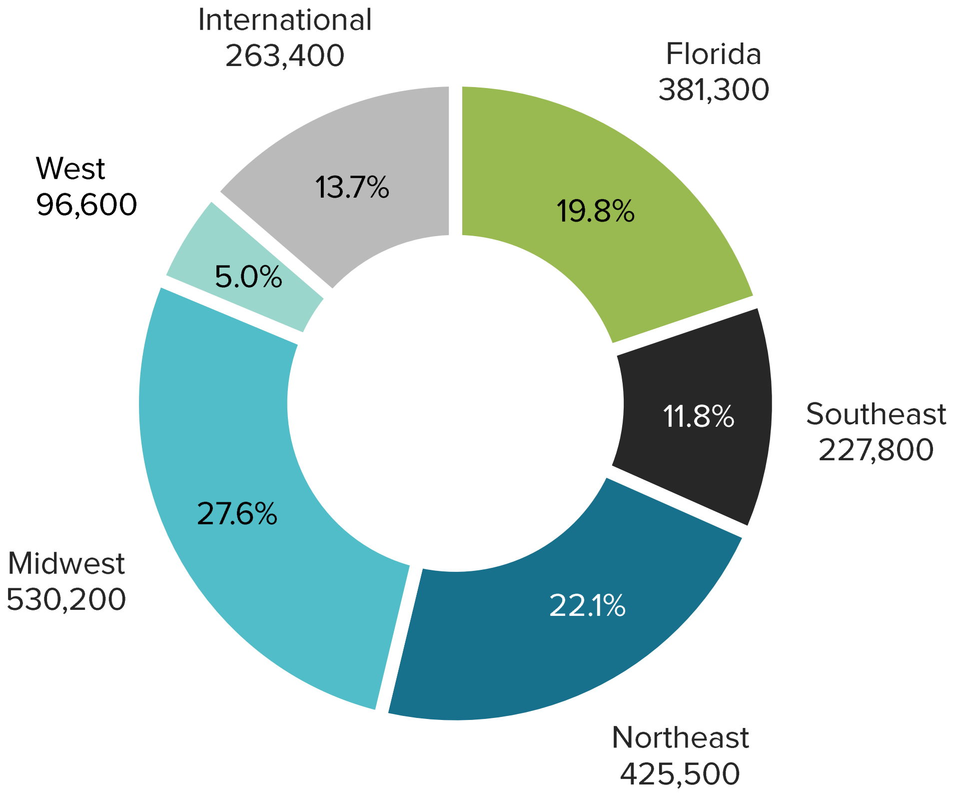
Region	FYTD 2023 # Visitors	FYTD 2023 % Share	FYTD 2024 # Visitors	FYTD 2024 % Share	Percent Change (±Δ%) # Visitors	Percent Change (±Δ%) % Share
Florida	465,900	26.2%	381,300	19.8%	-18.2%	-24.5%
Southeast	165,900	9.4%	227,800	11.8%	37.3%	26.7%
Northeast	360,200	20.3%	425,500	22.1%	18.1%	9.0%
Midwest	502,700	28.3%	530,200	27.6%	5.5%	-2.7%
West	89,000	5.0%	96,600	5.0%	8.5%	0.2%
Canada	81,700	4.6%	98,400	5.1%	20.4%	11.1%
Europe	63,800	3.6%	112,200	5.8%	75.9%	62.3%
C/S America	25,600	1.4%	30,400	1.6%	18.8%	9.6%
Other	21,400	1.2%	22,400	1.2%	4.7%	-3.4%
Total	1,776,200	100.0%	1,924,800	100.0%		



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DETAILED FINDINGS: PRE-VISIT

DETAILED FINDINGS | ADVERTISING RECALL[1]

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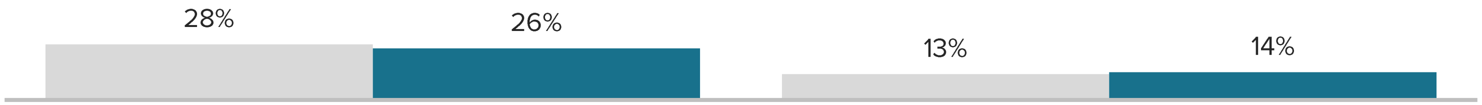
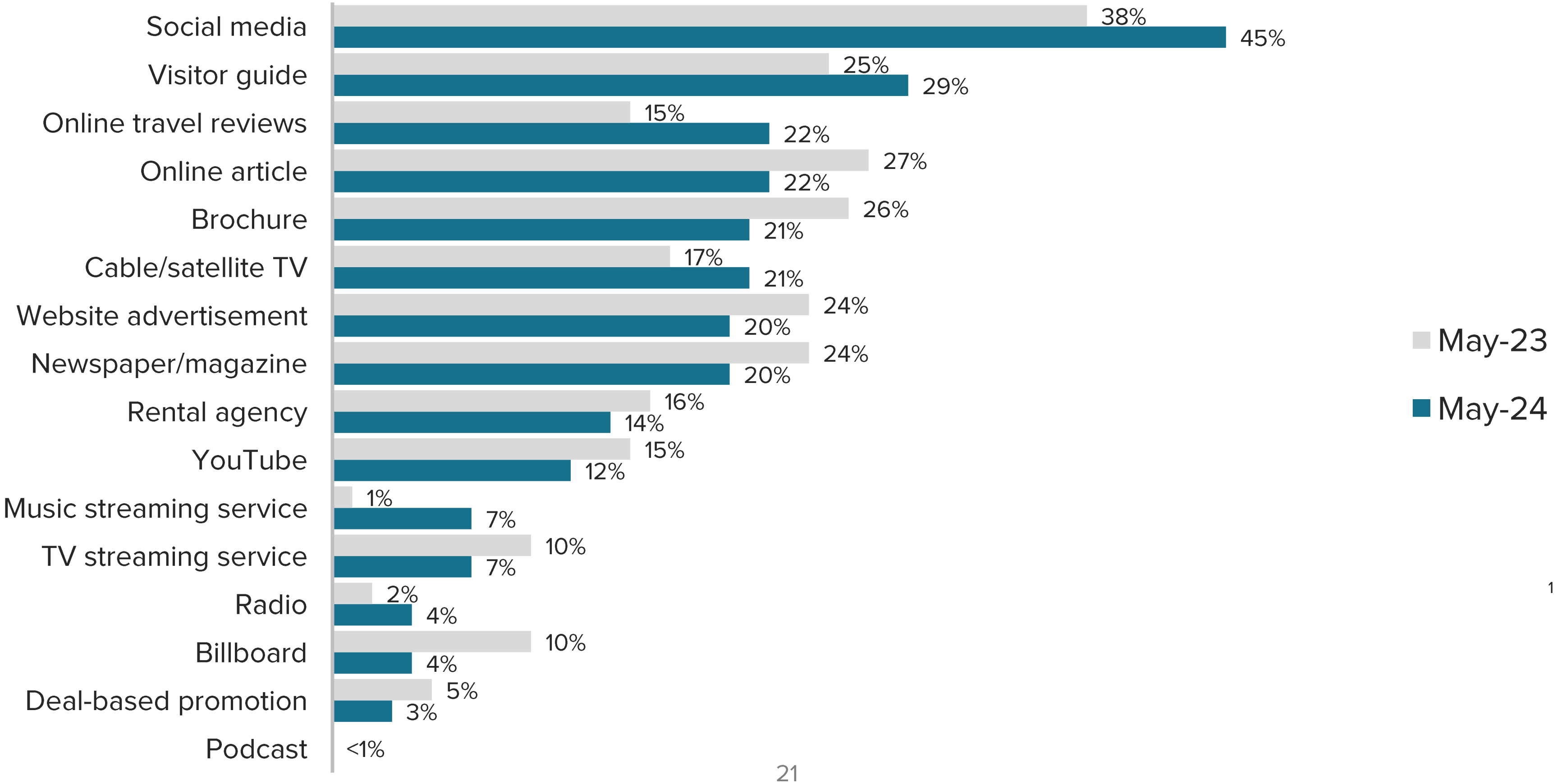


Base: % who recalled ads prior to their trip



[1] Multiple responses permitted.

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DETAILED FINDINGS | TRIP PLANNING CYCLE

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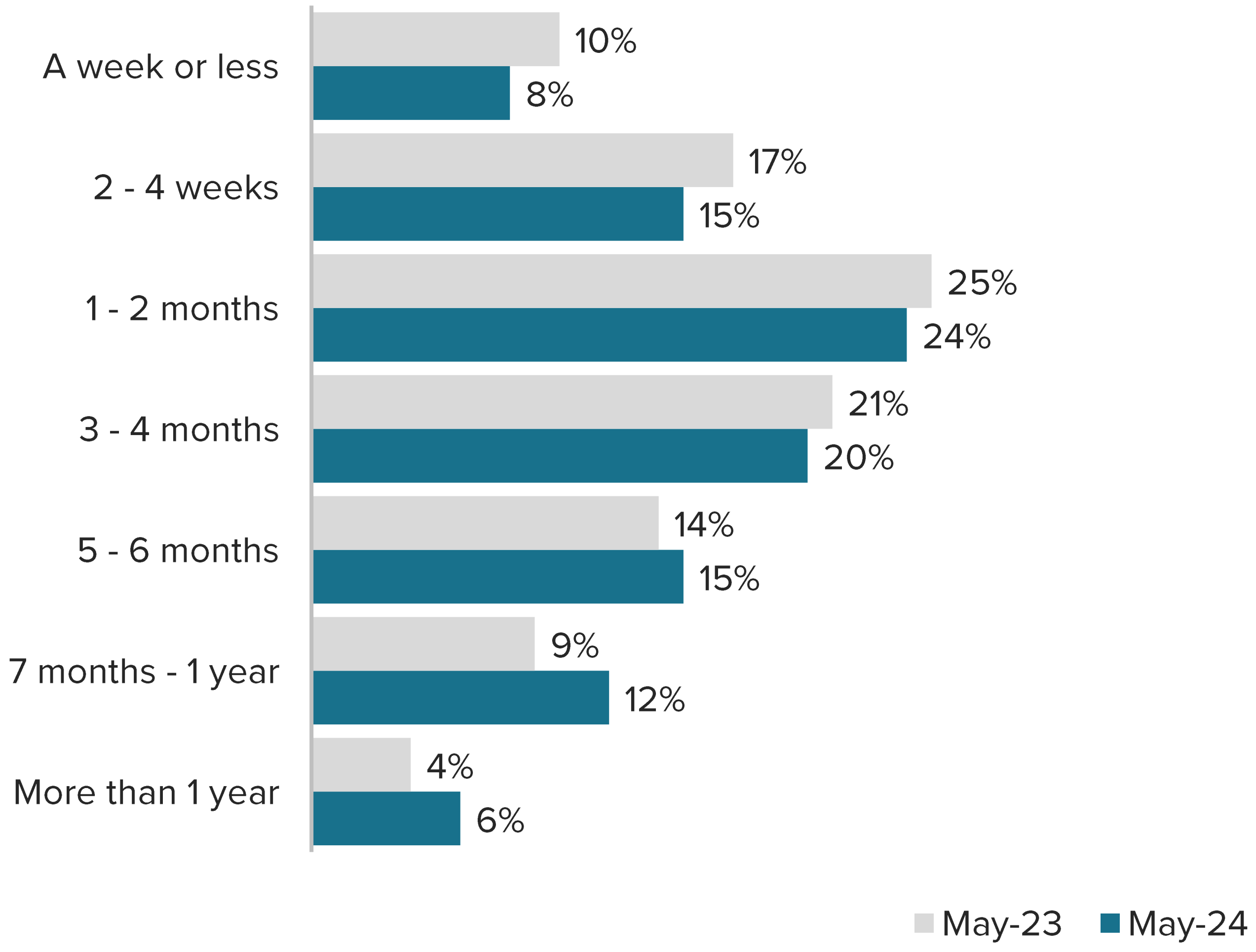

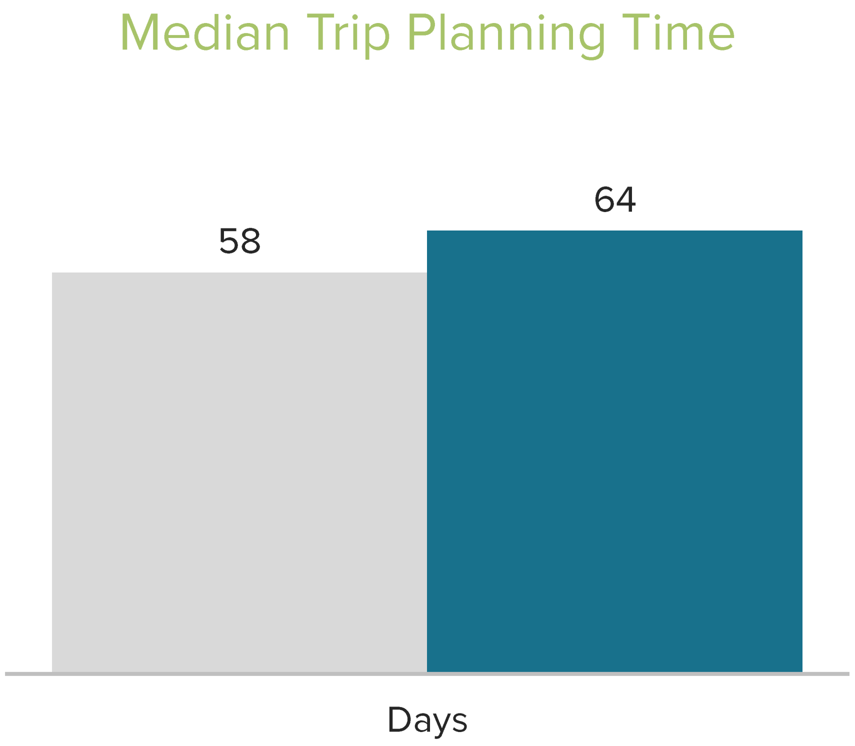

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DETAILED FINDINGS | TRIP PLANNING SOURCES[1]

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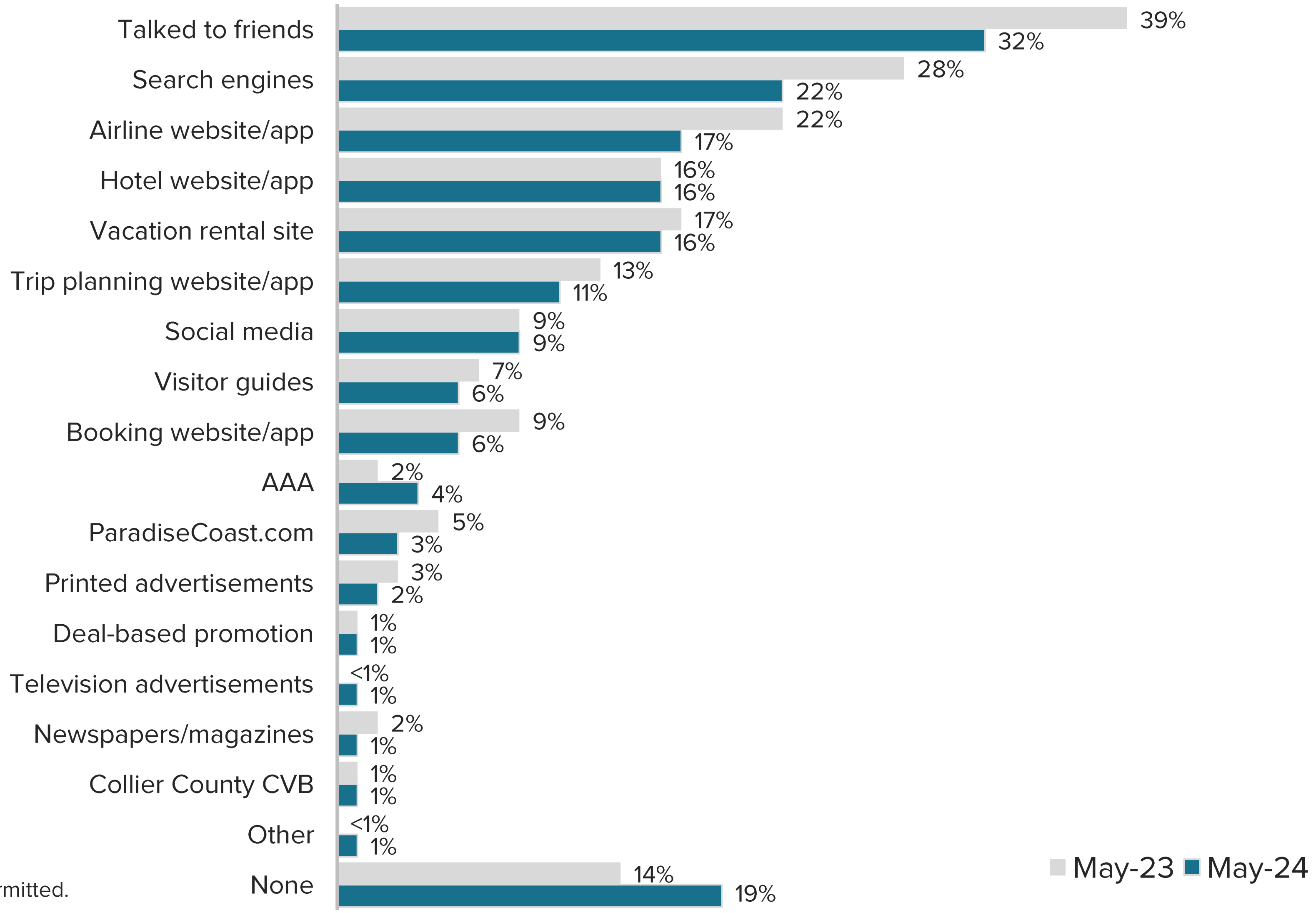

[1] Multiple responses permitted.

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DETAILED FINDINGS | REASONS FOR VISITING[1]

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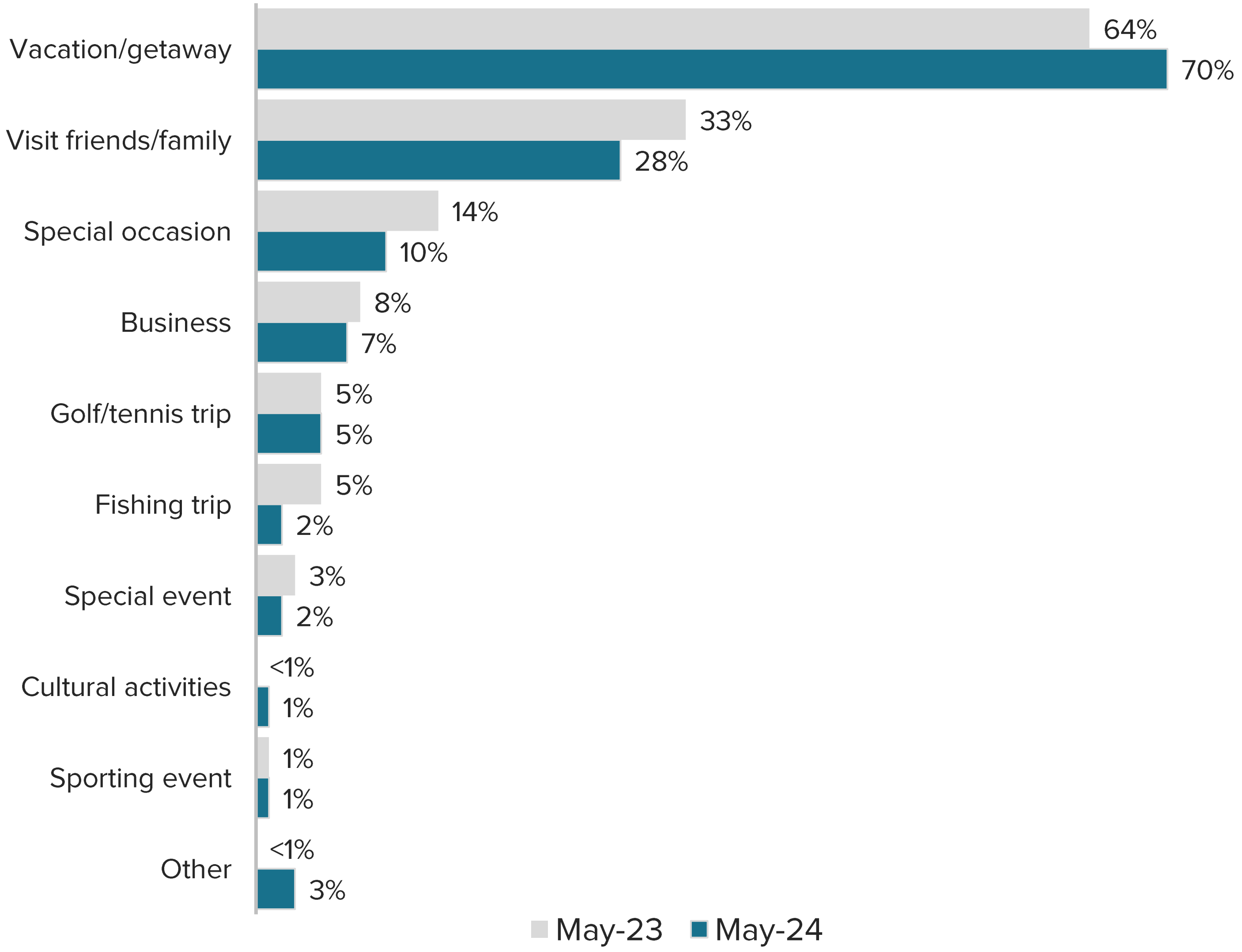

[1] Multiple responses permitted.

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DETAILED FINDINGS | REASONS FOR CHOOSING[1]

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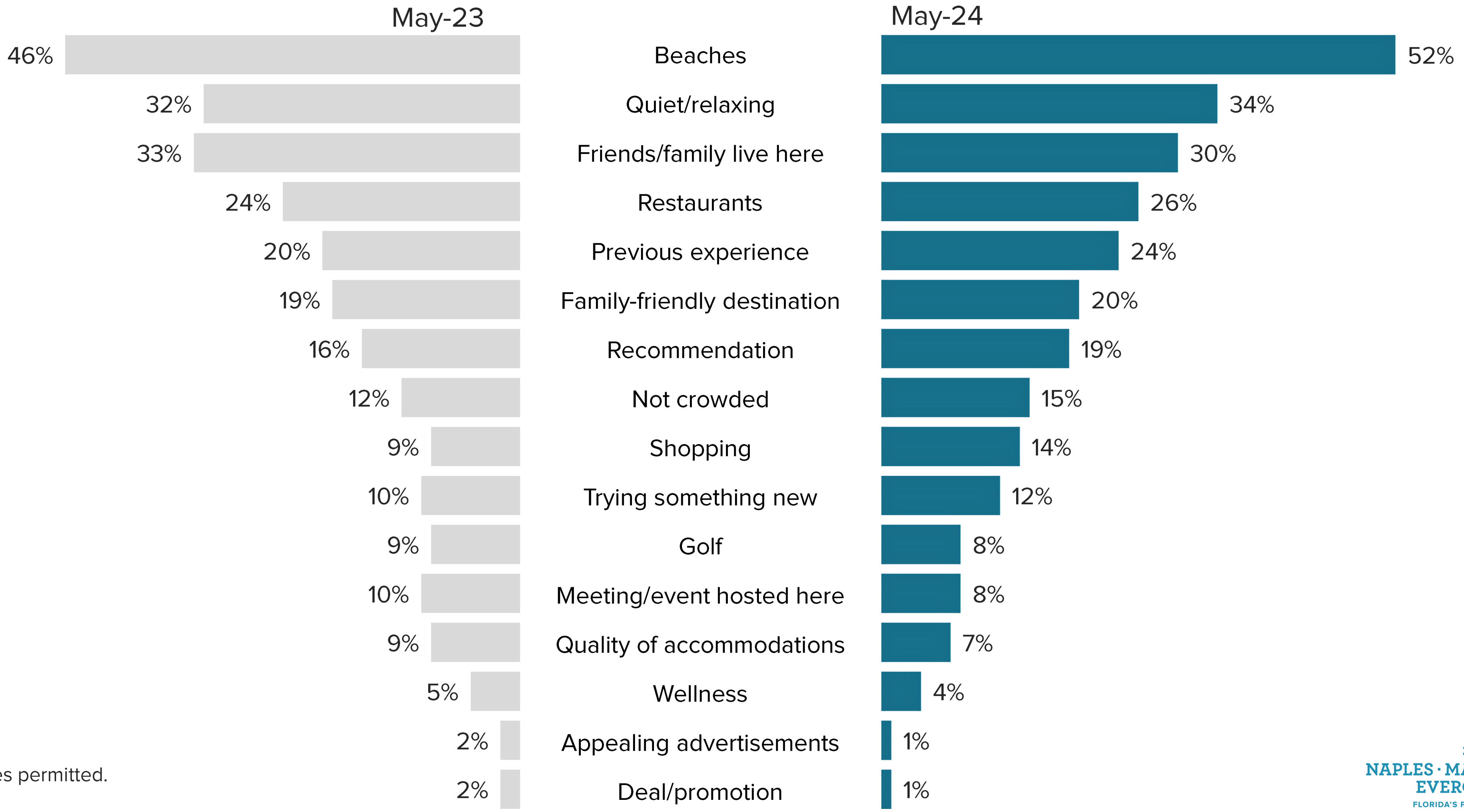

[1] Multiple responses permitted.

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DETAILED FINDINGS | DESTINATIONS CONSIDERED[1]

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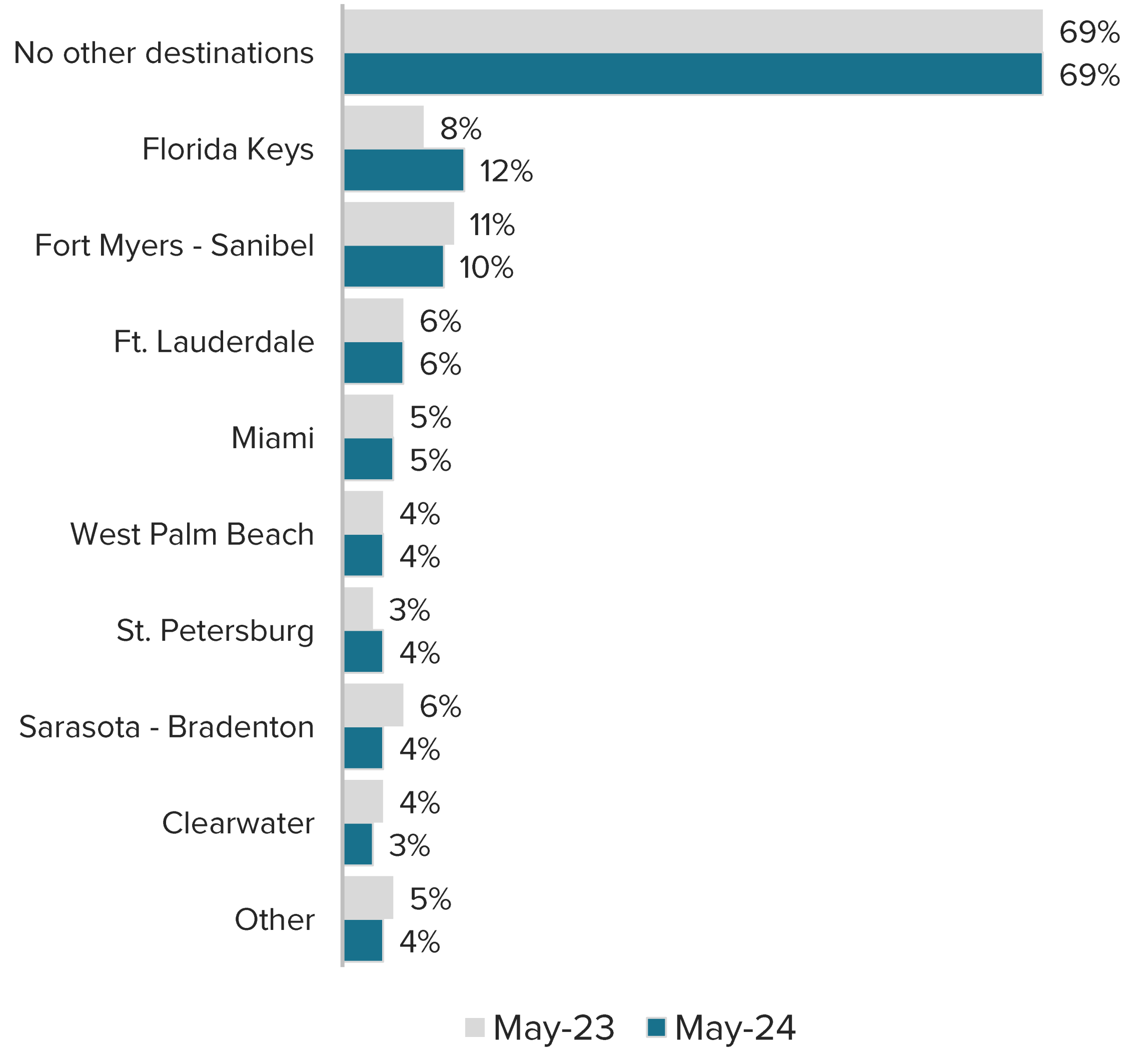

[1] Multiple responses permitted.

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DETAILED FINDINGS | TRANSPORTATION

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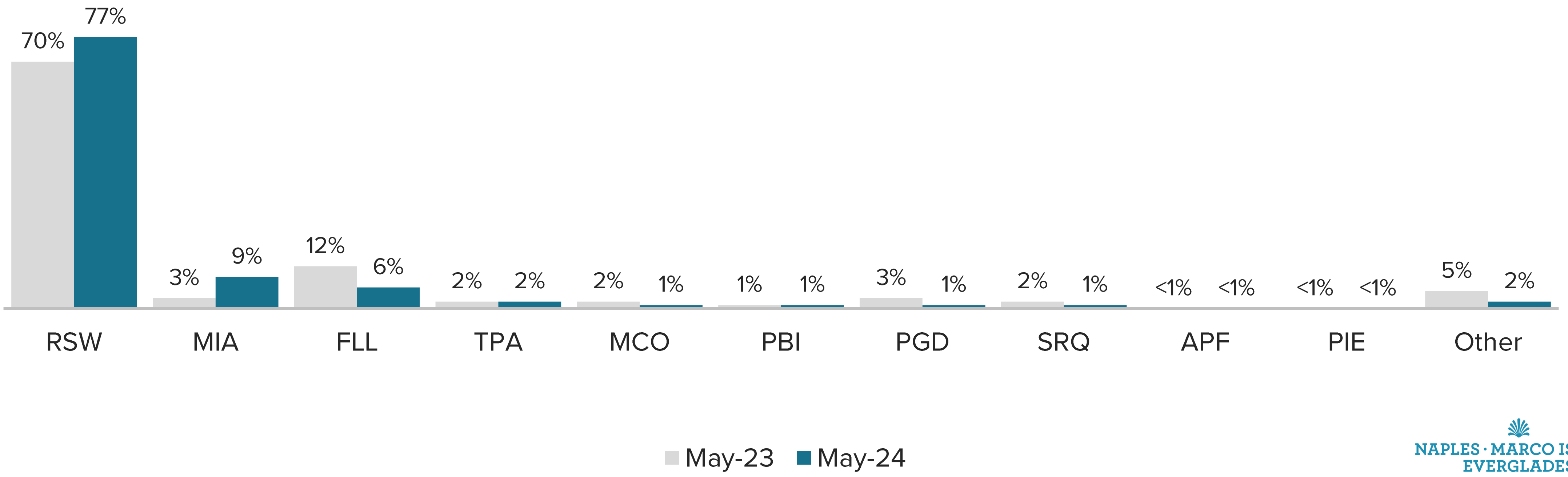

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DETAILED FINDINGS: TRAVEL PARTY PROFILE

DETAILED FINDINGS | TRAVEL PARTY TYPE

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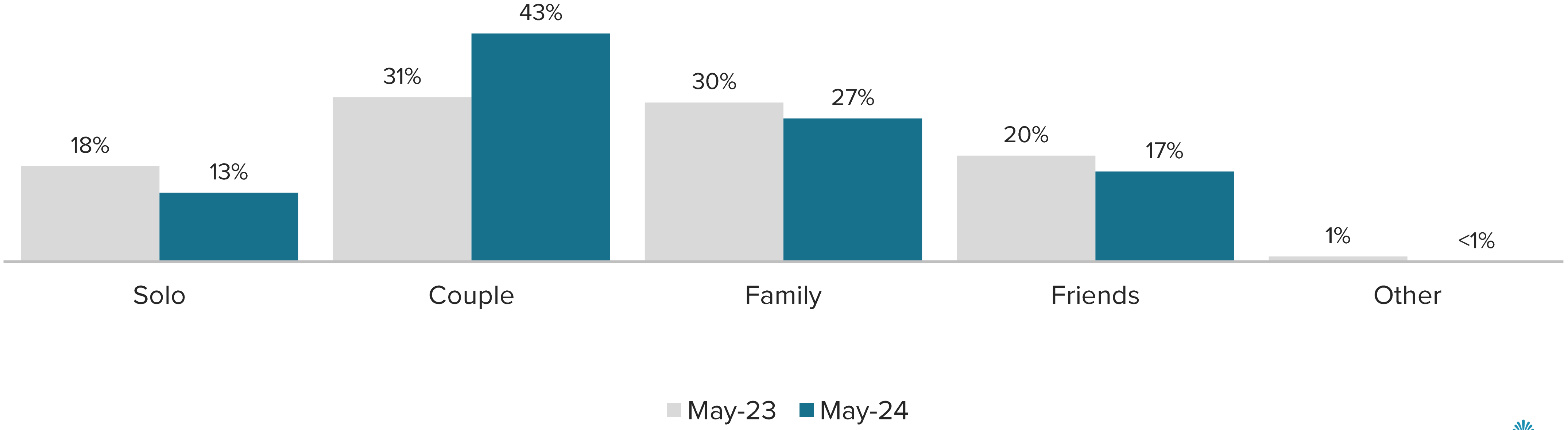

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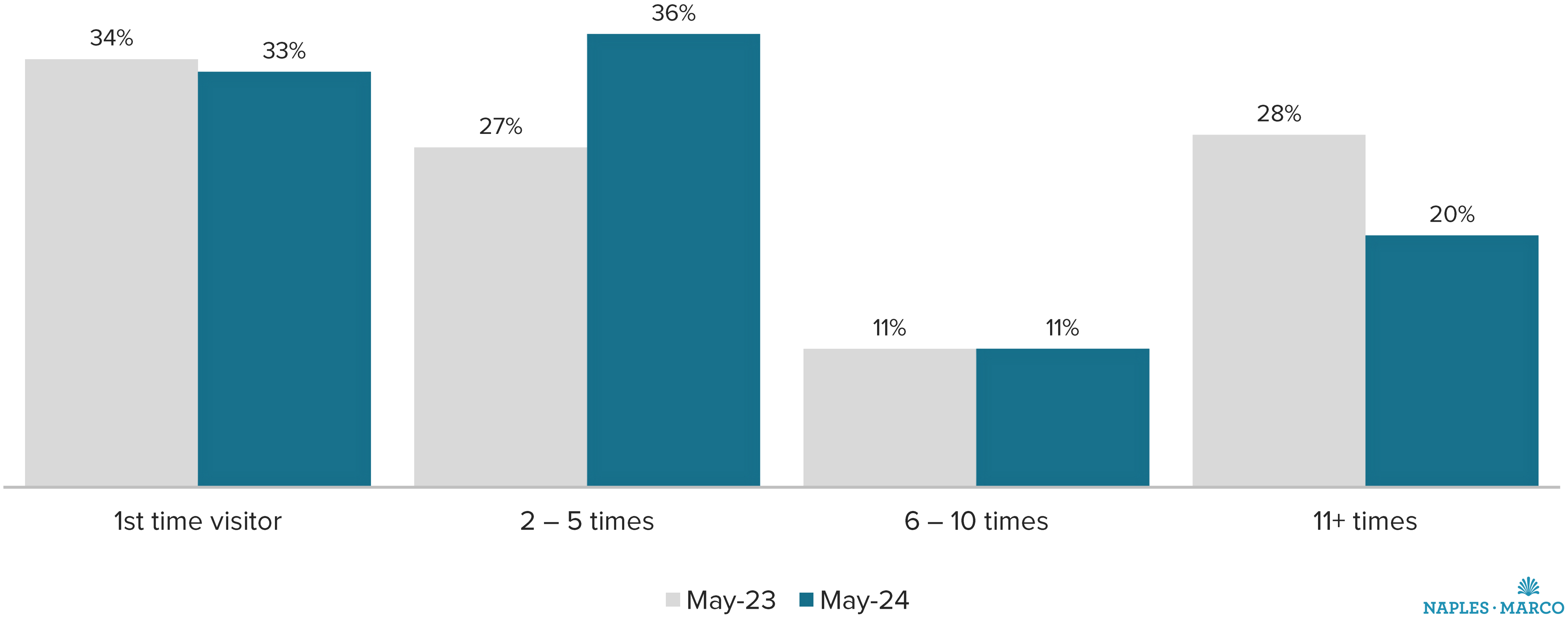
DETAILED FINDINGS | PREVIOUS VISITS



DETAILED FINDINGS | VISITOR AGES

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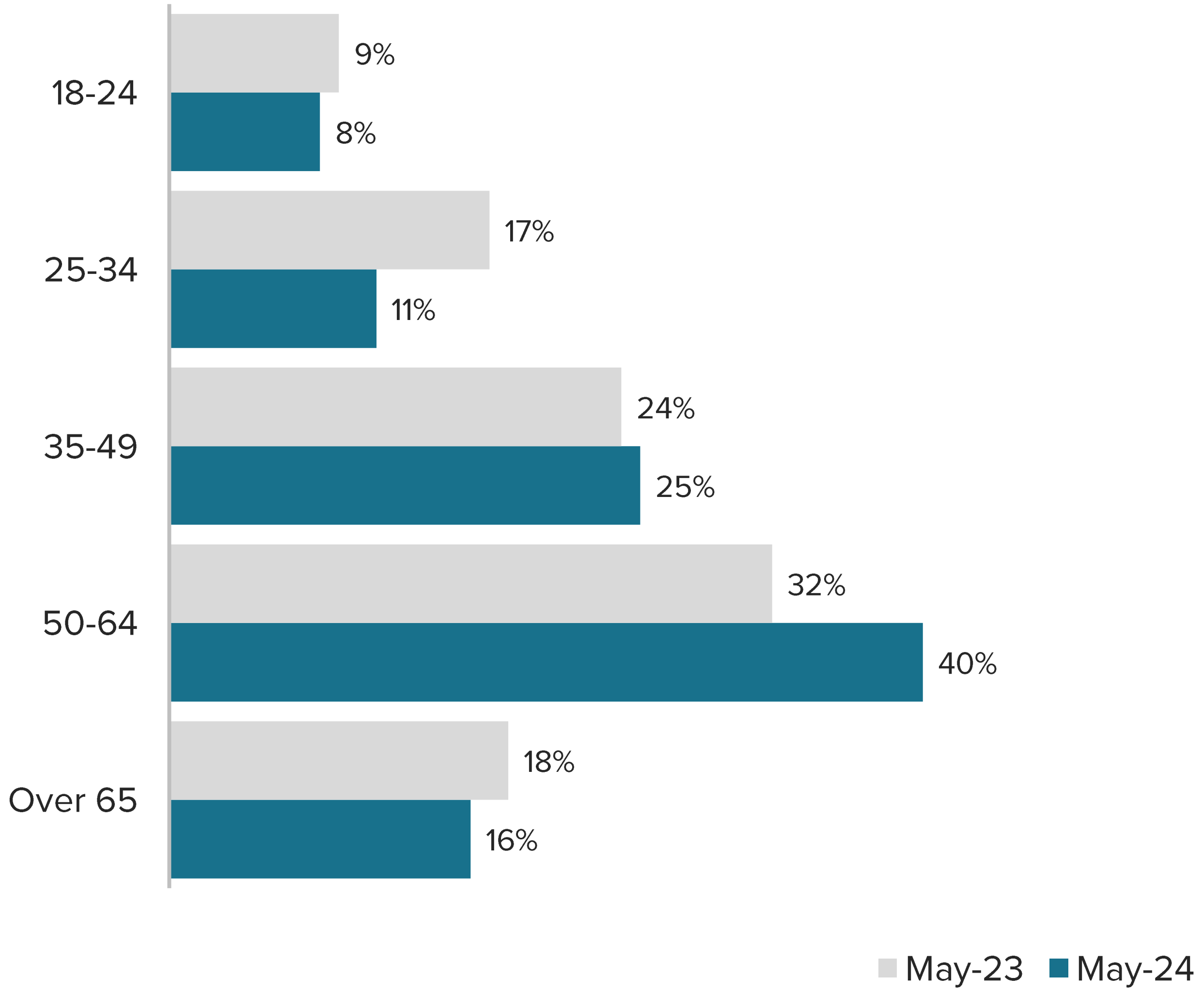

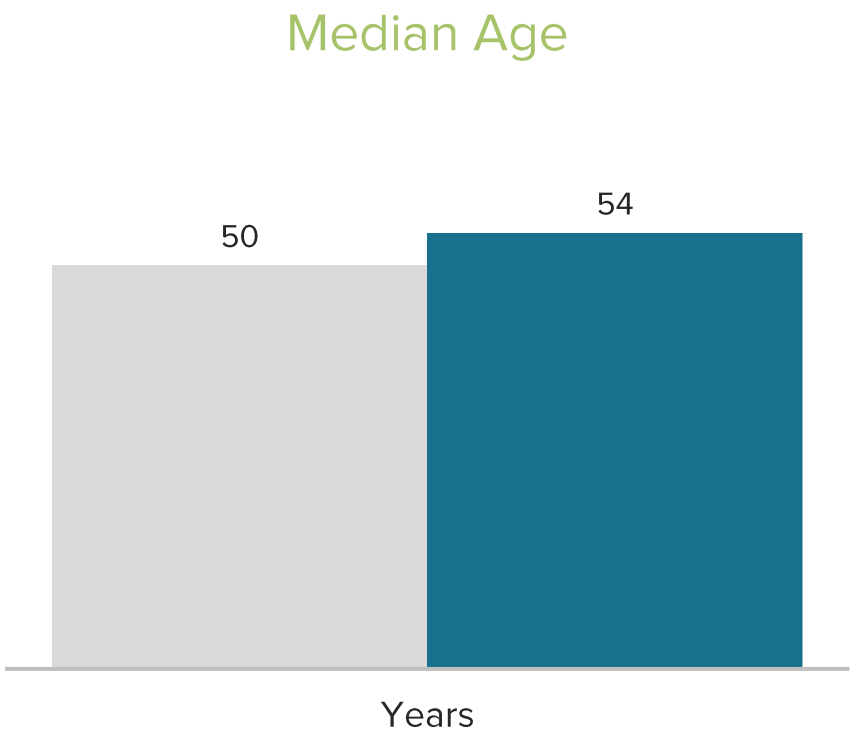

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DETAILED FINDINGS | VISITOR RACE & GENDER[1]

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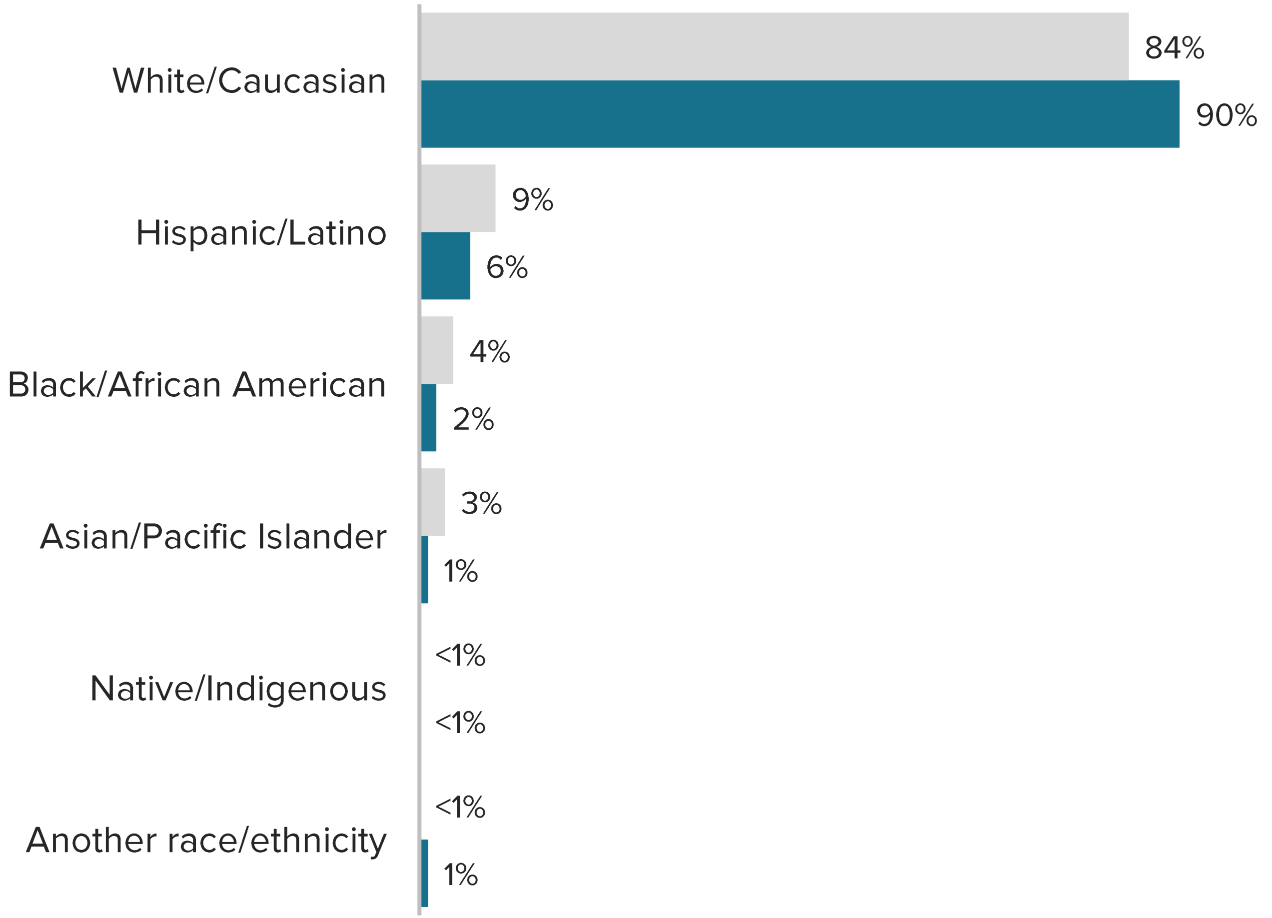

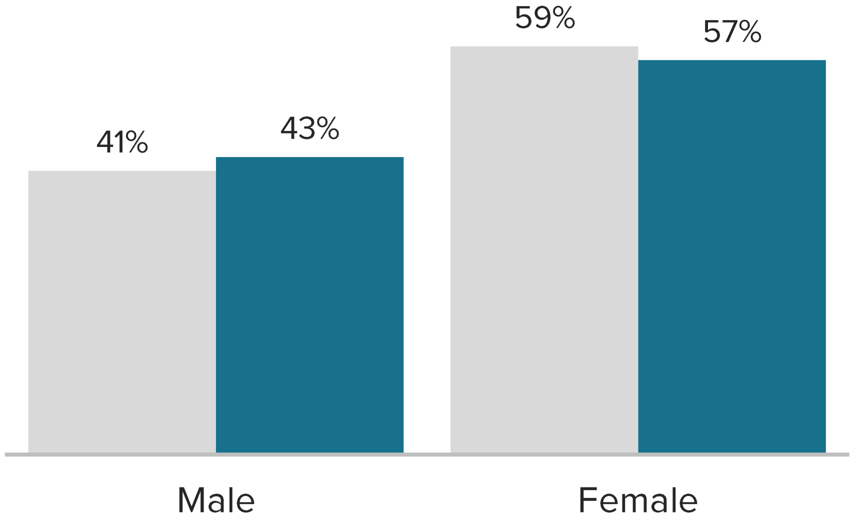

[1] Of person interviewed. Females are generally more likely to agree to participate in survey research.

May-23 May-24

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DETAILED FINDINGS | VISITOR INCOME

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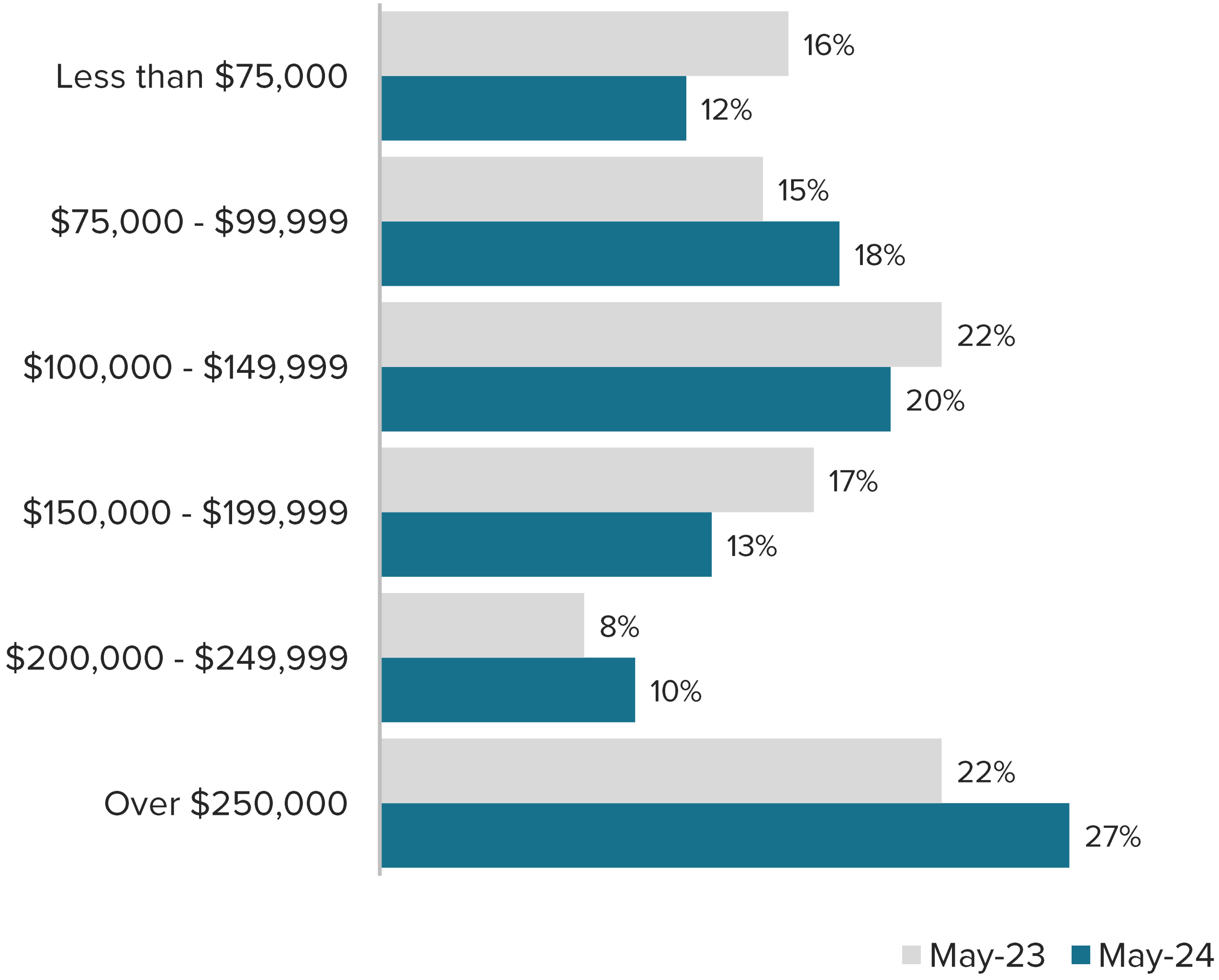
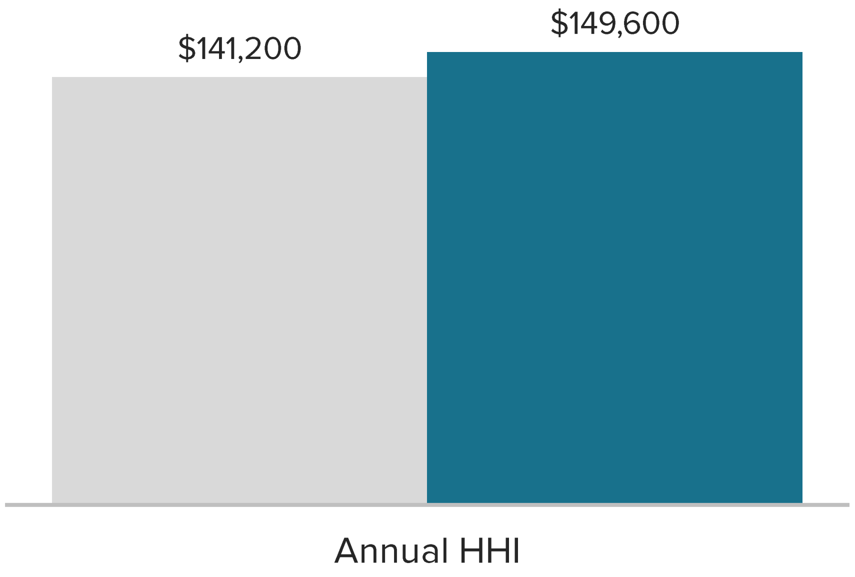


Median Household Income



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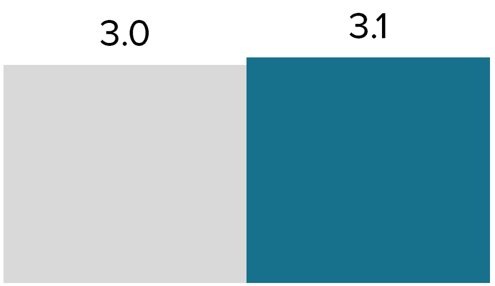
DETAILED FINDINGS: TRIP EXPERIENCE

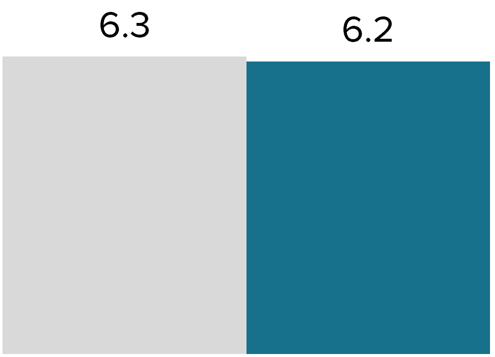
TRAVEL PARTY SIZE

3.1



NIGHTS STAYED

6.2



May-23 May-24

DETAILED FINDINGS | TYPE OF ACCOMODATIONS

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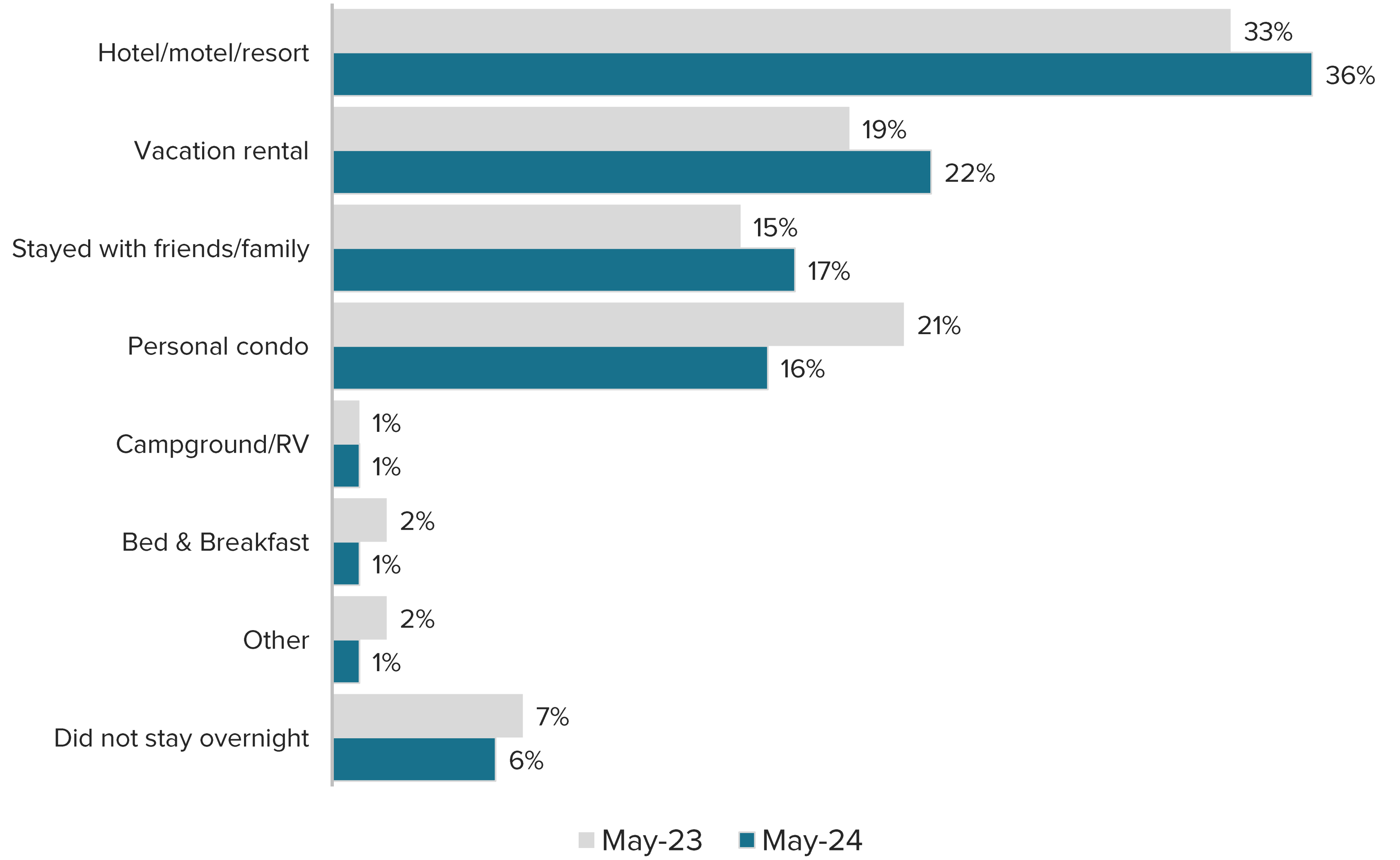

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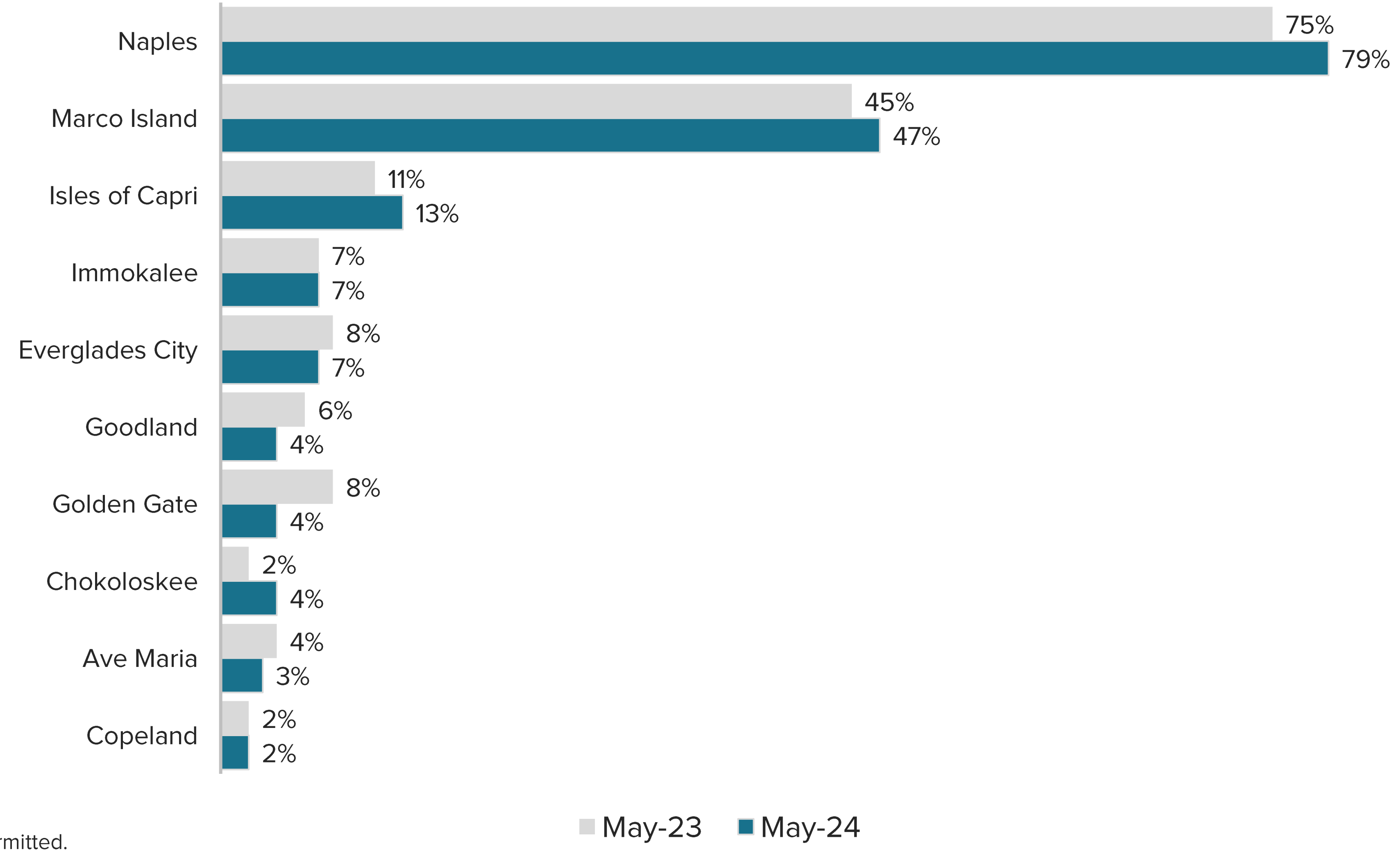
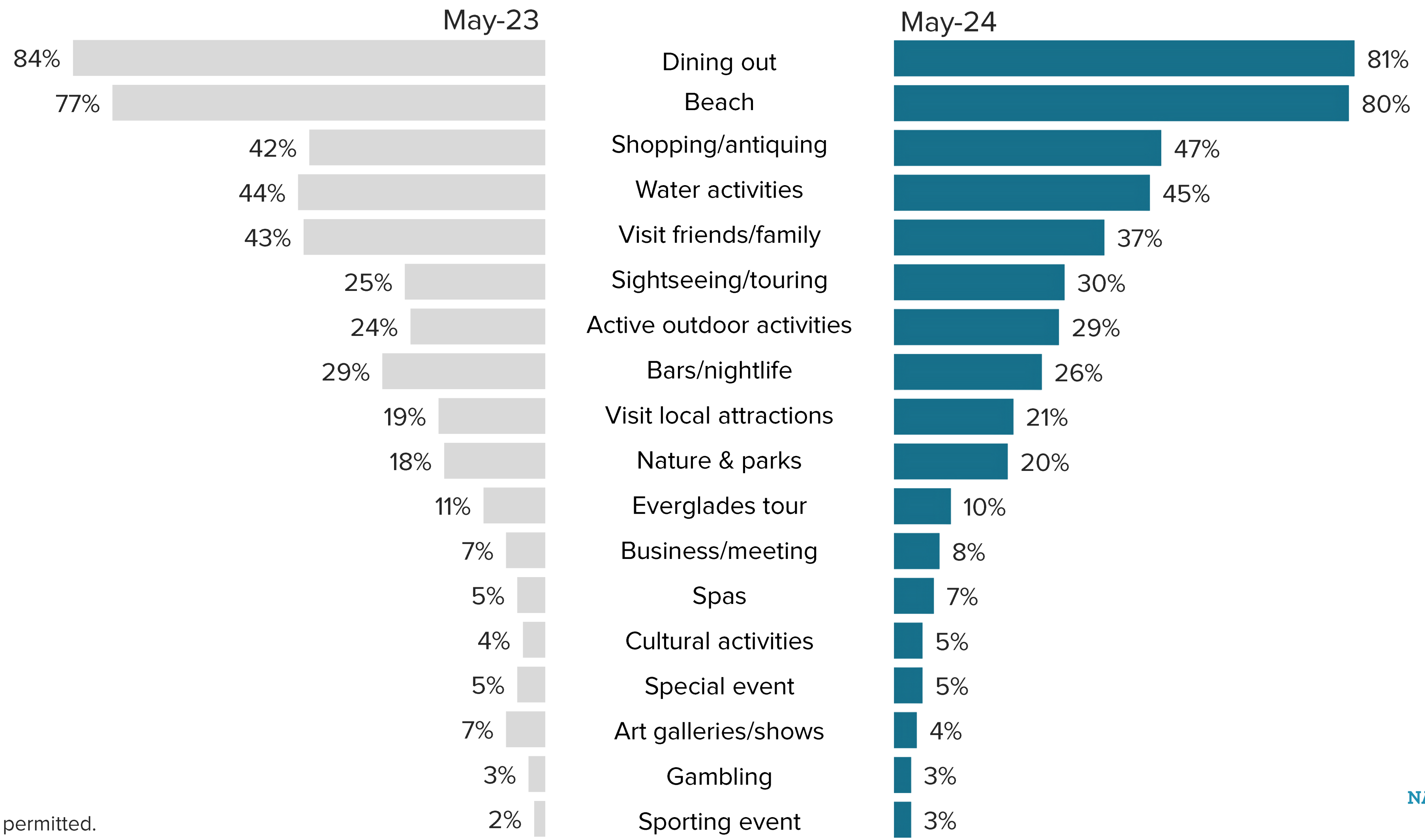
DETAILED FINDINGS | AREAS VISITED[1]



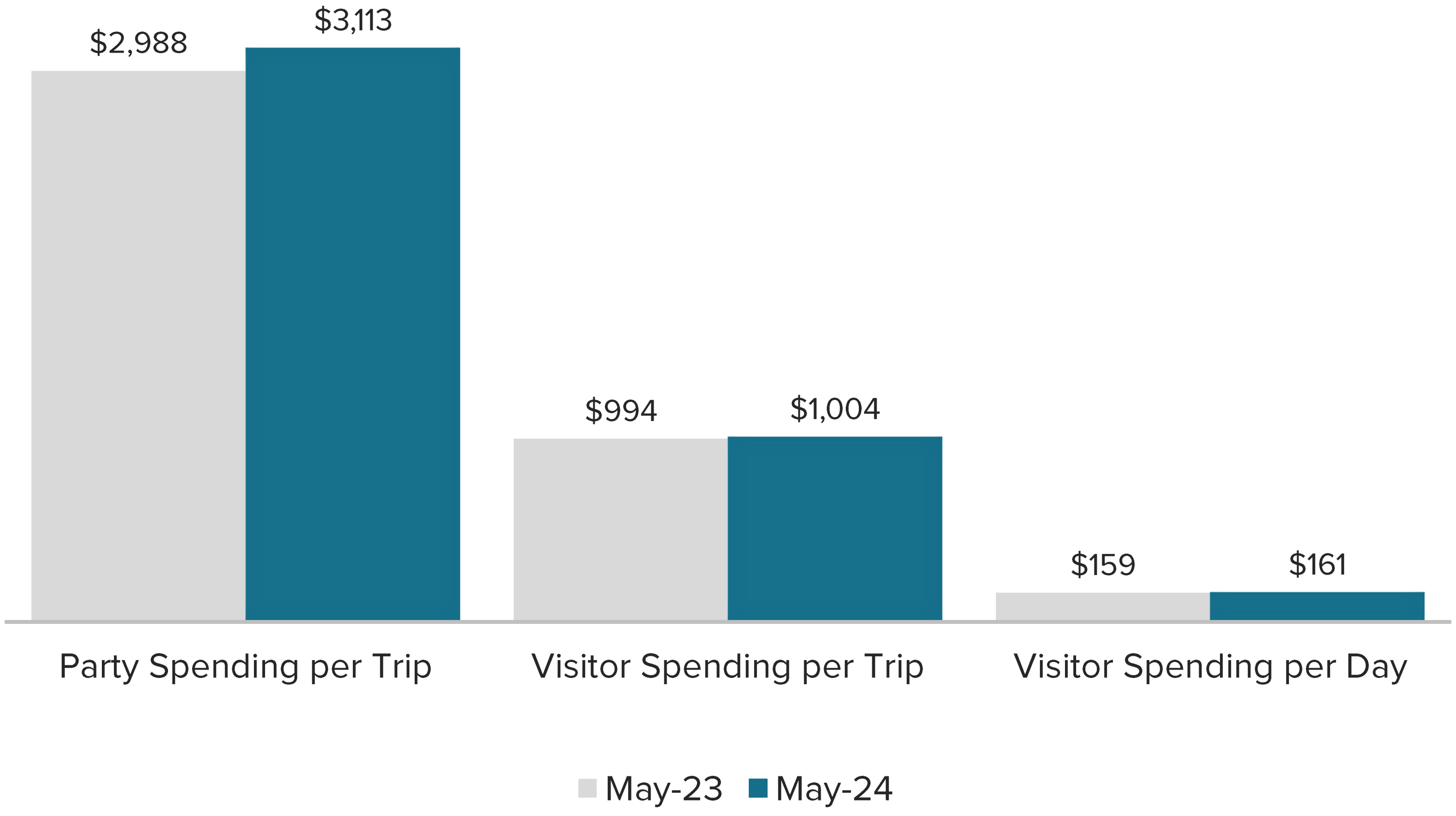
[1] Multiple responses permitted.

DETAILED FINDINGS | TRIP ACTIVITIES[1]



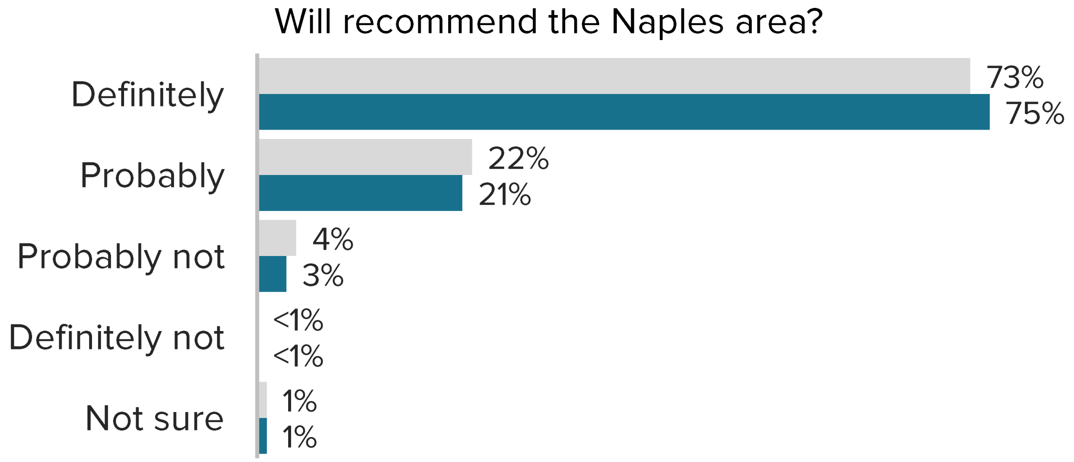
[1] Multiple responses permitted.

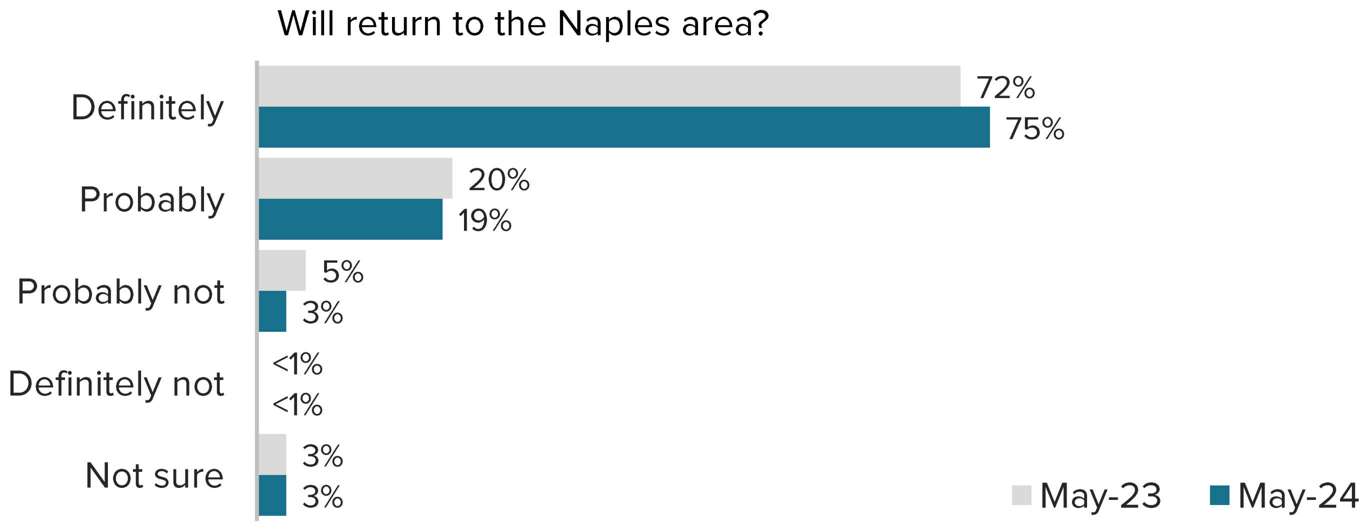
DETAILED FINDINGS | VISITOR SPENDING



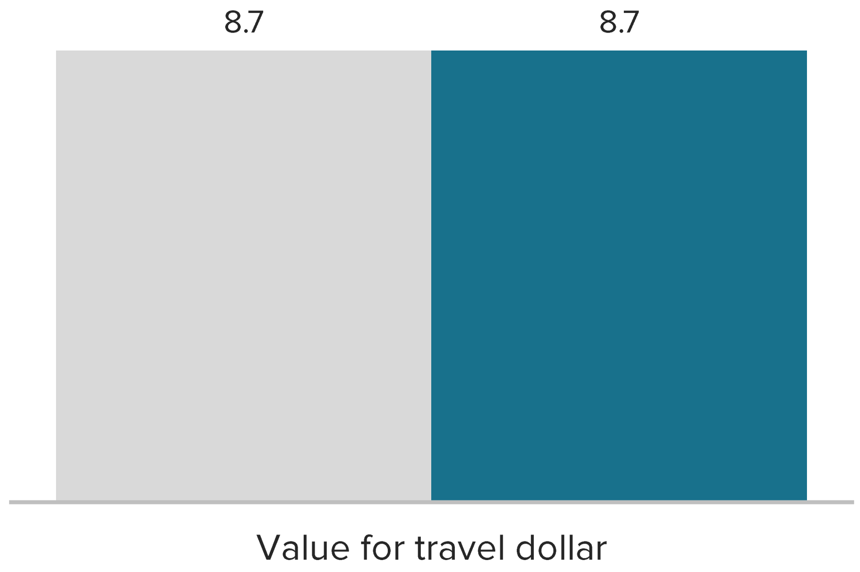
3d

DETAILED FINDINGS: POST-TRIP EVALUATION





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.

4a

MONTHLY DESTINATION COMPARISONS

DESTINATION COMPARISONS | OCCUPANCY

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	Occupancy Rate (%)				Demand (Room Nights)				Δ% in Occupancy Rate from May 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	65.4%	9.7%	0.2%	75.2%	211,447	31,476	487	243,410	4.6%	-2.3%	0.8%	3.7%
Clearwater	60.0%	14.4%	0.0%	74.4%	168,588	40,490	0	209,078	3.4%	11.5%	0.0%	4.9%
Miami	57.6%	12.0%	3.8%	73.3%	1,162,573	241,349	76,419	1,480,341	8.0%	1.0%	-1.0%	6.3%
St. Petersburg	55.4%	14.8%	0.6%	70.9%	196,533	52,431	2,237	251,201	2.9%	-2.6%	26.8%	1.9%
Ft. Lauderdale	55.9%	12.7%	2.0%	70.6%	671,544	152,899	23,848	848,292	5.4%	3.4%	-26.6%	3.8%
Sarasota	55.9%	9.6%	1.3%	66.8%	213,126	36,599	4,994	254,720	-2.8%	35.5%	5.2%	1.5%
Palm Beach	50.6%	14.1%	1.4%	66.1%	297,213	82,799	8,215	388,227	5.0%	-11.4%	-6.9%	0.8%
Naples	43.1%	21.4%	0.0%	64.5%	103,357	51,220	30	154,607	-4.0%	-0.2%	-24.9%	-2.8%
Fort Myers	47.5%	9.7%	4.1%	61.4%	172,402	35,267	14,811	222,480	-10.7%	-22.2%	28.1%	-11.0%

[1] Metrics provided by STR.
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DESTINATION COMPARISONS | ROOM RATES

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	Average Daily Rate ($)				Δ% in ADR from May 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$347.79	$347.46	$241.84	$347.54	2.1%	4.8%	-7.7%	2.5%
Naples	$290.16	$298.89	$232.95	$293.04	19.5%	15.0%	-19.2%	18.0%
Palm Beach	$214.85	$283.86	$108.51	$227.32	-0.6%	13.7%	22.2%	2.7%
Miami	$211.81	$284.73	$123.26	$219.13	-3.3%	0.8%	11.5%	-2.1%
Clearwater	$206.14	$183.68	$0.00	$201.79	1.2%	1.9%	0.0%	1.2%
St. Petersburg	$195.64	$168.33	$123.74	$189.30	-1.1%	6.7%	15.8%	0.5%
Sarasota	$170.50	$214.79	$116.26	$175.80	-1.9%	-1.7%	20.8%	-0.8%
Ft. Lauderdale	$165.87	$215.69	$122.14	$173.62	-1.9%	0.5%	12.5%	-0.7%
Fort Myers	$148.13	$167.15	$113.58	$148.84	6.5%	-4.3%	14.1%	3.5%

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DESTINATION COMPARISONS | ROOM REVENUE

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	Revenue per Available Room ($)				Revenue (Millions of Dollars)				Δ% in RevPAR from May 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$227.29	$33.80	$0.36	$261.46	$73.540	$10.937	$0.118	$84.595	6.9%	2.3%	-6.9%	6.2%
Naples	$125.10	$63.86	$0.03	$188.99	$29.990	$15.309	$0.007	$45.306	14.7%	14.8%	-39.4%	14.7%
Miami	$121.96	$34.03	$4.67	$160.66	$246.250	$68.720	$9.420	$324.390	4.5%	1.8%	10.4%	4.1%
Palm Beach	$108.79	$40.04	$1.52	$150.35	$63.856	$23.503	$0.891	$88.251	4.3%	0.7%	13.7%	3.4%
Clearwater	$123.73	$26.48	$0.00	$150.20	$34.753	$7.437	$0.000	$42.191	4.6%	13.6%	0.0%	6.1%
St. Petersburg	$108.46	$24.89	$0.78	$134.14	$38.451	$8.826	$0.277	$47.553	1.8%	4.0%	46.9%	2.4%
Ft. Lauderdale	$92.66	$27.43	$2.42	$122.52	$111.391	$32.979	$2.913	$147.283	3.4%	3.9%	-17.4%	3.0%
Sarasota	$95.26	$20.61	$1.52	$117.39	$36.339	$7.861	$0.581	$44.780	-4.6%	33.1%	27.0%	0.7%
Fort Myers	$70.43	$16.26	$4.64	$91.32	$25.538	$5.895	$1.682	$33.115	-5.0%	-25.5%	46.1%	-7.9%

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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	70.5%	10.7%	0.2%	81.4%	1,110,715	168,756	3,161	1,282,632	1.1%	-8.8%	-23.3%	-0.4%
Miami	61.1%	14.3%	4.2%	79.6%	6,030,973	1,412,699	414,268	7,857,940	5.3%	0.9%	-0.5%	4.2%
Ft. Lauderdale	61.3%	13.9%	2.5%	77.6%	3,592,828	815,187	145,036	4,553,051	1.8%	-1.1%	-18.3%	0.5%
Clearwater	57.9%	17.6%	0.0%	75.5%	789,962	240,084	0	1,030,046	-4.8%	0.8%	0.0%	-3.5%
Sarasota	57.7%	15.3%	1.5%	74.5%	1,071,115	283,830	27,442	1,382,387	-7.2%	17.4%	44.5%	-2.3%
Palm Beach	56.2%	15.7%	2.0%	73.9%	1,621,560	453,163	56,255	2,130,977	0.6%	-11.9%	5.2%	-2.2%
St. Petersburg	55.8%	17.3%	0.7%	73.8%	963,586	299,420	12,034	1,275,040	-1.1%	-7.0%	0.6%	-2.5%
Naples	50.9%	21.2%	0.1%	72.1%	585,281	243,226	882	829,389	-5.6%	3.1%	-54.2%	-3.3%
Fort Myers	53.4%	12.7%	6.0%	72.1%	929,878	220,780	104,506	1,255,164	-5.3%	-20.8%	33.2%	-6.3%

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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	$426.57	$390.91	$364.00	$421.73	1.0%	-2.0%	1.7%	0.7%
Naples	$430.72	$374.63	$272.99	$414.10	22.1%	18.9%	31.2%	21.0%
Palm Beach	$311.49	$327.17	$156.23	$310.73	-3.5%	10.2%	20.0%	-0.4%
Miami	$258.68	$290.59	$132.05	$257.74	-2.3%	0.7%	14.2%	-1.2%
Clearwater	$237.72	$203.92	$0.00	$229.84	1.2%	4.2%	0.0%	1.6%
Sarasota	$237.79	$204.65	$157.65	$229.39	-0.5%	0.0%	28.9%	-1.0%
St. Petersburg	$226.14	$195.36	$117.70	$217.89	-3.3%	5.8%	9.5%	-1.3%
Ft. Lauderdale	$207.27	$249.50	$155.64	$213.18	-5.1%	3.0%	11.5%	-2.9%
Fort Myers	$201.61	$215.55	$172.00	$201.60	-1.8%	-1.6%	31.4%	-1.1%

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DESTINATION COMPARISONS | CYTD ROOM REVENUE

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	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	$300.61	$41.86	$0.73	$343.20	$473.801	$65.969	$1.151	$540.921	2.2%	-10.6%	-22.0%	0.3%
Naples	$219.29	$79.26	$0.21	$298.77	$252.094	$91.119	$0.241	$343.453	15.3%	22.6%	-39.9%	17.0%
Palm Beach	$175.20	$51.43	$3.05	$229.68	$505.100	$148.263	$8.789	$662.152	-2.9%	-2.9%	26.2%	-2.6%
Miami	$157.96	$41.56	$5.54	$205.06	$1,560.098	$410.512	$54.702	$2,025.312	2.9%	1.6%	13.6%	2.9%
Clearwater	$137.60	$35.87	$0.00	$173.48	$187.791	$48.958	$0.000	$236.749	-3.7%	5.1%	0.0%	-2.0%
Sarasota	$137.19	$31.29	$2.33	$170.80	$254.700	$58.085	$4.326	$317.111	-7.7%	17.4%	86.2%	-3.3%
Ft. Lauderdale	$127.00	$34.69	$3.85	$165.53	$744.669	$203.388	$22.573	$970.630	-3.4%	1.9%	-8.9%	-2.4%
St. Petersburg	$126.12	$33.85	$0.82	$160.79	$217.903	$58.494	$1.416	$277.814	-4.4%	-1.6%	10.1%	-3.7%
Fort Myers	$107.72	$27.34	$10.33	$145.39	$187.475	$47.589	$17.975	$253.040	-7.1%	-22.1%	75.0%	-7.3%

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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	66.8%	9.8%	0.2%	76.8%	1,703,615	250,019	4,456	1,958,090	2.9%	-11.8%	-33.0%	0.7%
Miami	59.5%	12.9%	4.1%	76.5%	9,374,210	2,031,392	651,860	12,057,463	4.0%	-3.4%	-2.4%	2.3%
Fort Lauderdale	59.8%	12.8%	2.6%	75.2%	5,613,440	1,206,681	240,700	7,060,822	2.5%	-2.5%	-12.7%	1.0%
Palm Beach	54.6%	14.5%	1.7%	70.8%	2,531,122	674,108	80,648	3,285,878	0.0%	-12.3%	-5.7%	-3.0%
Sarasota	54.4%	13.2%	2.5%	70.2%	1,634,169	398,040	76,542	2,108,751	-9.9%	-8.3%	166.0%	-7.4%
Fort Myers	51.7%	12.3%	5.5%	69.5%	1,430,634	339,813	152,531	1,922,978	-2.4%	-38.6%	30.1%	-10.0%
Naples	48.0%	20.8%	0.1%	68.8%	872,198	377,259	1,508	1,250,965	-7.5%	-5.1%	-41.6%	-6.8%

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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

	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	$397.58	$372.23	$355.95	$394.25	0.2%	-1.3%	-3.3%	0.1%
Naples	$390.40	$330.45	$239.02	$372.14	21.4%	22.3%	14.7%	21.5%
Palm Beach	$285.06	$306.57	$136.52	$285.83	-3.1%	9.0%	19.0%	-0.3%
Miami	$245.40	$273.45	$128.04	$243.78	-2.6%	1.4%	14.3%	-1.3%
Sarasota	$218.44	$197.18	$124.98	$211.03	-1.3%	-1.2%	9.8%	-2.2%
Fort Lauderdale	$194.64	$232.74	$142.02	$199.36	-5.2%	3.5%	10.9%	-3.1%
Fort Myers	$181.93	$197.96	$155.65	$182.68	-6.8%	-0.6%	26.2%	-5.0%

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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	$265.56	$36.49	$0.62	$302.67	$677.318	$93.065	$1.586	$771.969	3.1%	-12.9%	-35.2%	0.8%
Naples	$187.35	$68.59	$0.20	$256.13	$340.507	$124.666	$0.360	$465.533	12.3%	16.1%	-33.0%	13.2%
Palm Beach	$155.56	$44.56	$2.37	$202.49	$721.526	$206.663	$11.010	$939.199	-3.1%	-4.5%	12.2%	-3.2%
Miami	$145.93	$35.24	$5.29	$186.46	$2,300.460	$555.481	$83.467	$2,939.408	1.3%	-2.1%	11.6%	0.9%
Fort Lauderdale	$116.33	$29.90	$3.64	$149.87	$1,092.607	$280.848	$34.184	$1,407.639	-2.8%	0.9%	-3.2%	-2.1%
Sarasota	$118.82	$26.12	$3.18	$148.13	$356.970	$78.485	$9.566	$445.020	-11.0%	-9.4%	192.2%	-9.4%
Fort Myers	$94.06	$24.31	$8.58	$126.95	$260.271	$67.268	$23.742	$351.282	-9.1%	-38.9%	64.2%	-14.5%

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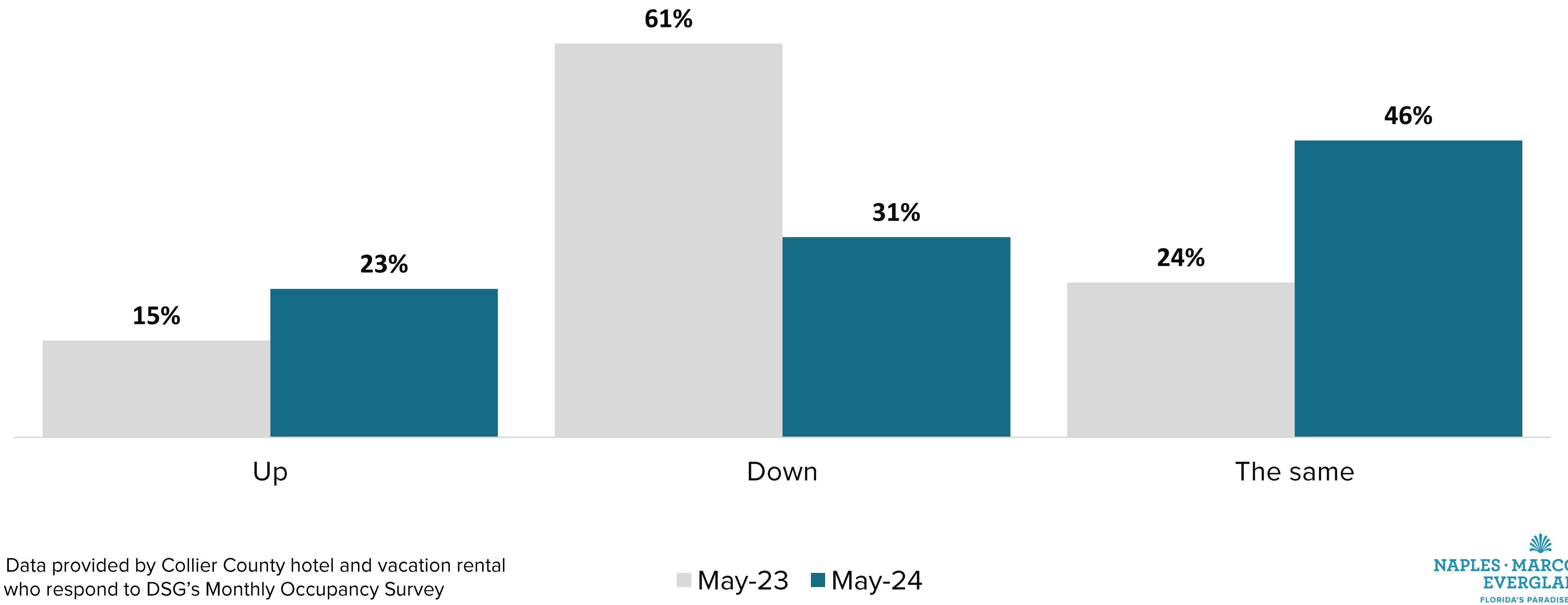
5

OCCUPANCY BAROMETER

OCCUPANCY BAROMETER[1] | JUNE - AUGUST

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

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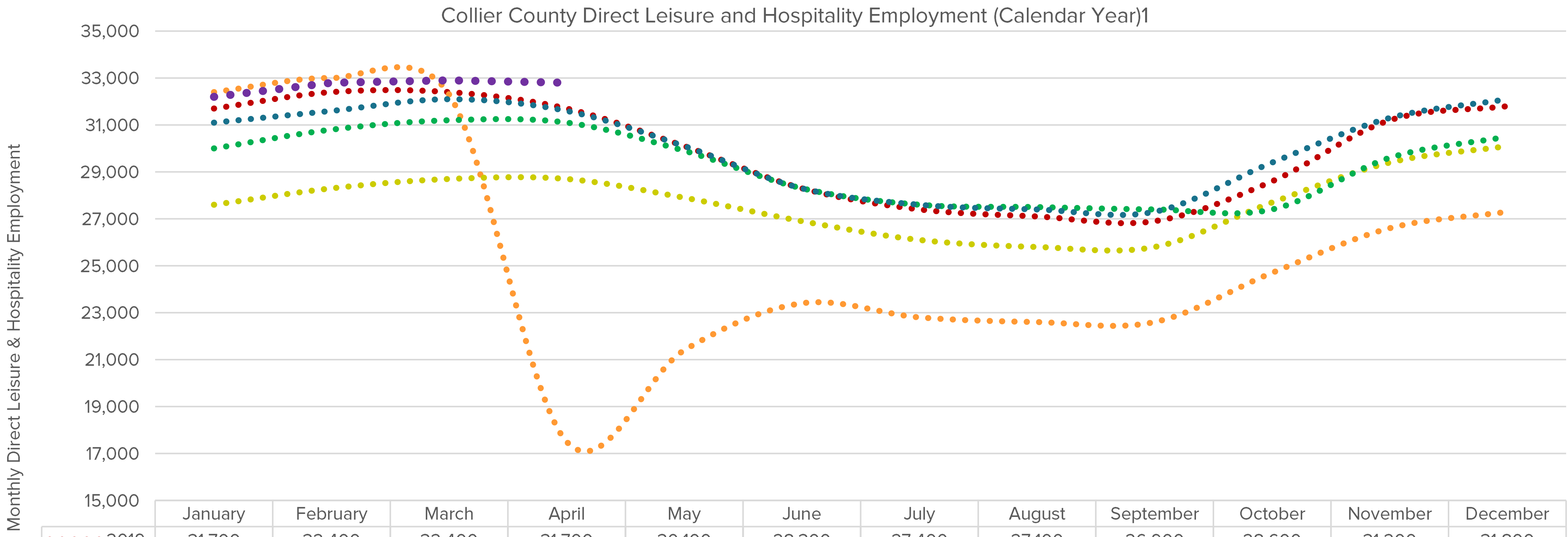

	January	February	March	April	May	June	July	August	September	October	November	December
2019	31,700	32,400	32,400	31,700	30,100	28,300	27,400	27,100	26,900	28,600	31,200	31,800
2020	32,400	33,000	32,300	17,500	21,400	23,400	22,800	22,600	22,600	24,700	26,600	27,300
2021	27,600	28,300	28,700	28,700	27,900	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 (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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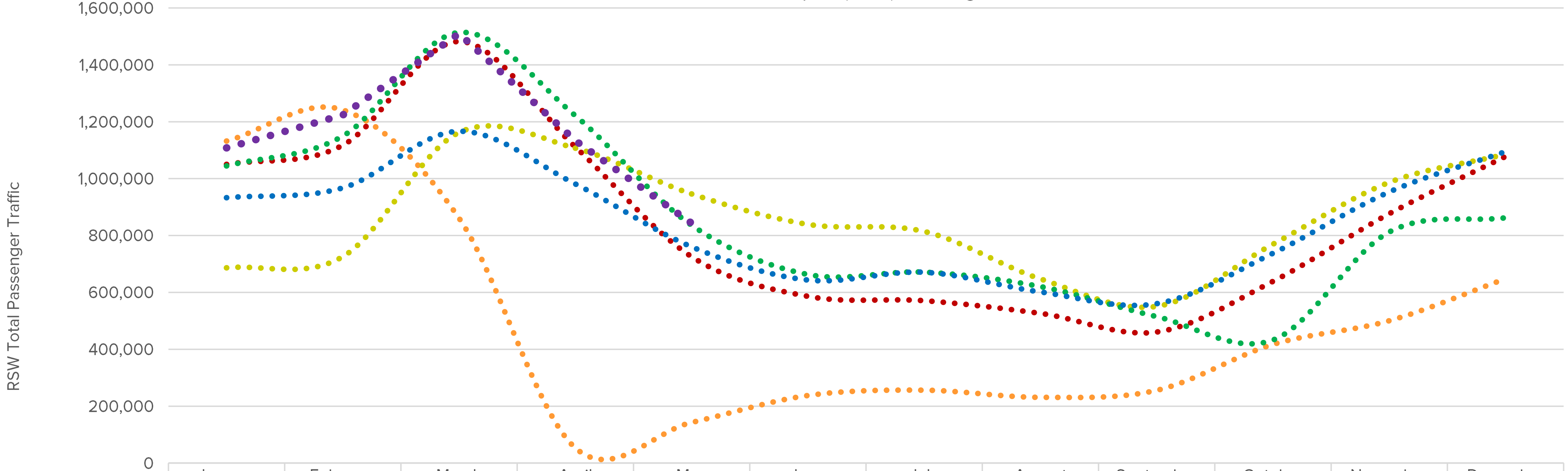
Southwest Florida International Airport (RSW) Passenger Traffic[1]



	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							

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

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INDUSTRY DATA | LICENSED RENTAL UNITS

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May 2024 Licensed Transient Rental Units				
	Hotel	Motel	Vacation Rental	Total
Naples	4,600	1,270	3,107	8,977
Marco Island	1,275	121	2,070	3,466
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	**5,913**	**1,665**	**5,318**	**12,896**[2]

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

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Questions?

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THANK YOU