



NAPLES • MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

November 2024 Monthly Visitor Dashboard

TABLE OF CONTENTS

- 1) **Monthly Snapshot:** pg. 3-4
- 2) **Executive Summary:** pgs. 5-19
 - a) Monthly Summary: pgs. 5-12
 - b) Calendar Year-to-Date (CYTD) Summary: pgs. 13-19
- 3) **Detailed Findings:** pgs. 20-40
 - a) Pre-Visit: pgs. 20-26
 - b) Travel Party Profile: pgs. 27-32
 - c) Trip Experience: pgs. 33-38
 - d) Post-Trip Evaluation: pgs. 39-40
- 4) **Destination Comparisons:** pgs. 41-54
 - a) Monthly Comparisons: pgs. 41-47
 - b) Calendar Year-to-Date (CYTD) Comparisons: pgs. 48-54
- 5) **Industry Data:** pgs. 55-58



1

MONTHLY
SNAPSHOT

- In November 2024, overall occupancy rate increased 3.9% compared to November 2023, coming in at 61.5%. Average Daily Rate (ADR) decreased 0.4% year-over-year, resulting in a Revenue Per Available Room (RevPAR) of \$177.61, an increase of 3.5% from \$171.65 in November 2023.
- Direct Spending by visitors and Total Economic Impact of Tourism in November increased by 6.2% and 5.7%, respectively.
- In November 2024, a larger share of visitors came to the area for a standard vacation/leisure trip (55%→59%). The share of visitors who stayed in hotels, motels, or resorts also saw an increase from 31% to 36%.
- The median household income of visitors increased substantially (\$148k→\$166k) compared to November 2023.
- There was also an increase in the share of first-time visitors as well as visitors who have visited less than 6 times before.
- November visitors rated their value for travel dollar an 8.8 out of 10, up from 8.5 last year.

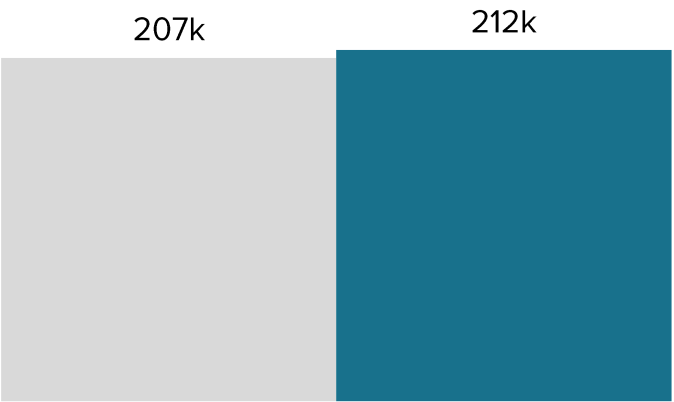


2a

EXECUTIVE
MONTHLY
SUMMARY

VISITORS

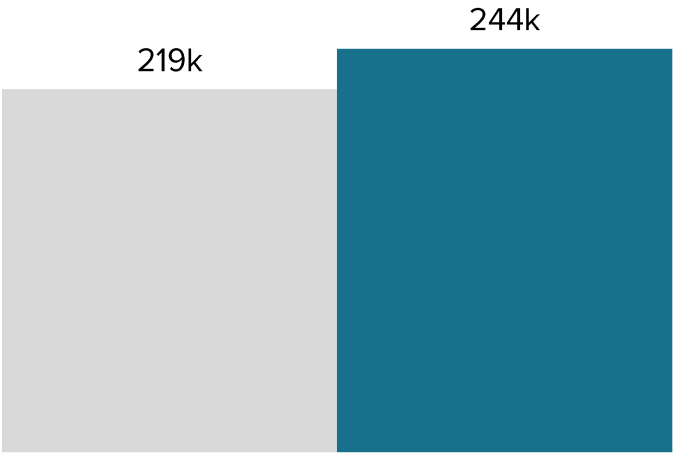
212,100



+ 2.3% from 2023

ROOM NIGHTS

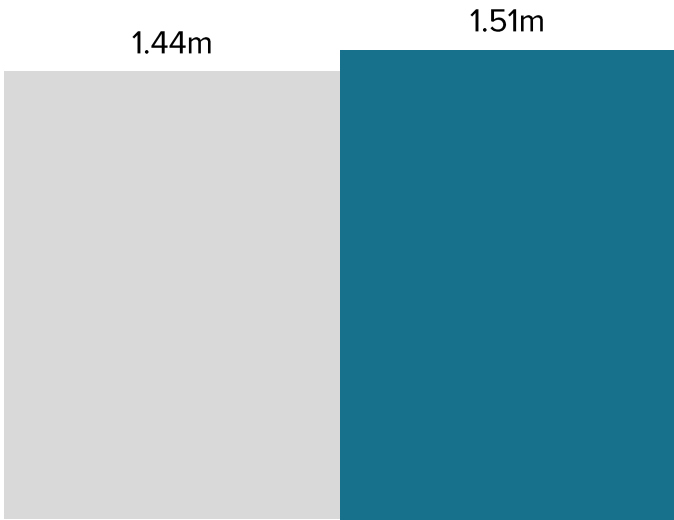
243,700



+ 11.1% from 2023

VISITOR DAYS

1,512,300

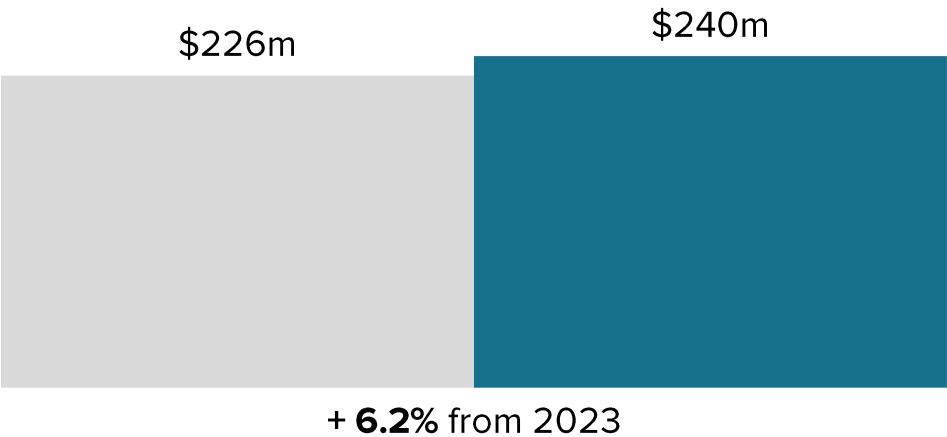


+ 4.9% from 2023

■ Nov-23 ■ Nov-24

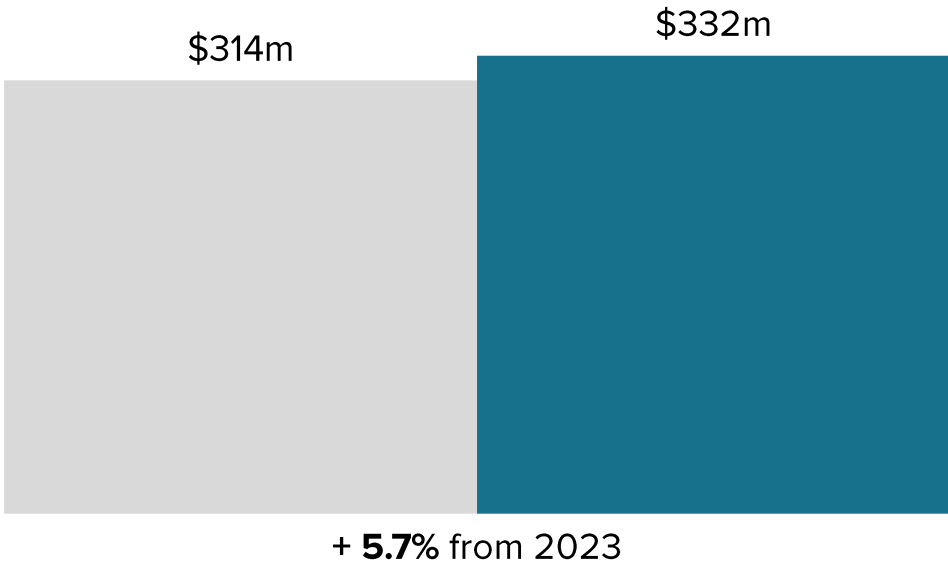
DIRECT SPENDING

\$239,961,500

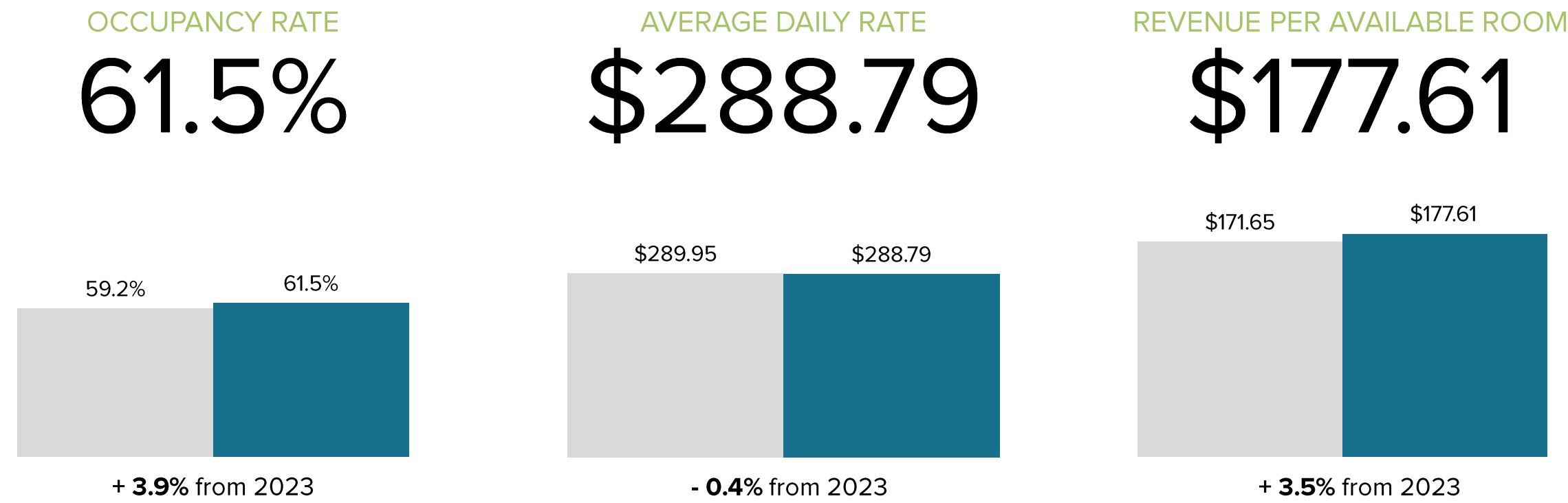


ECONOMIC IMPACT

\$331,626,800



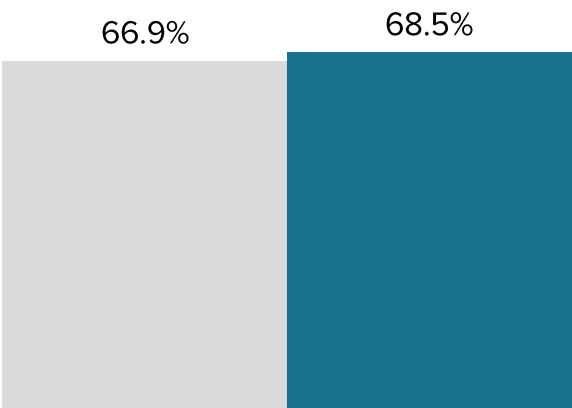
¹The IMPLAN multiplier for Collier County was 1.388 for 2023 and is 1.386 in 2024.



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.

OCCUPANCY RATE

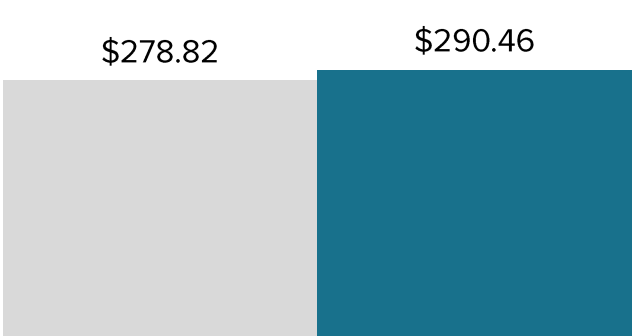
68.5%



+ 2.5% from 2023

AVERAGE DAILY RATE

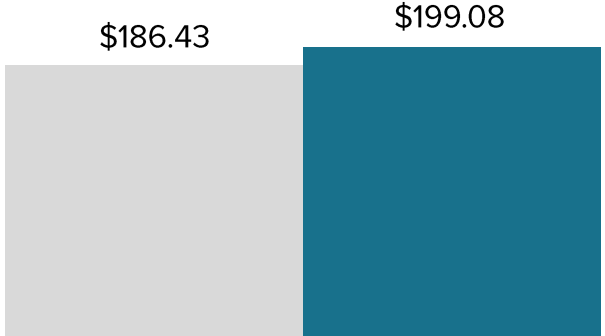
\$290.46



+ 4.2% from 2023

REVENUE PER AVAILABLE ROOM

\$199.08



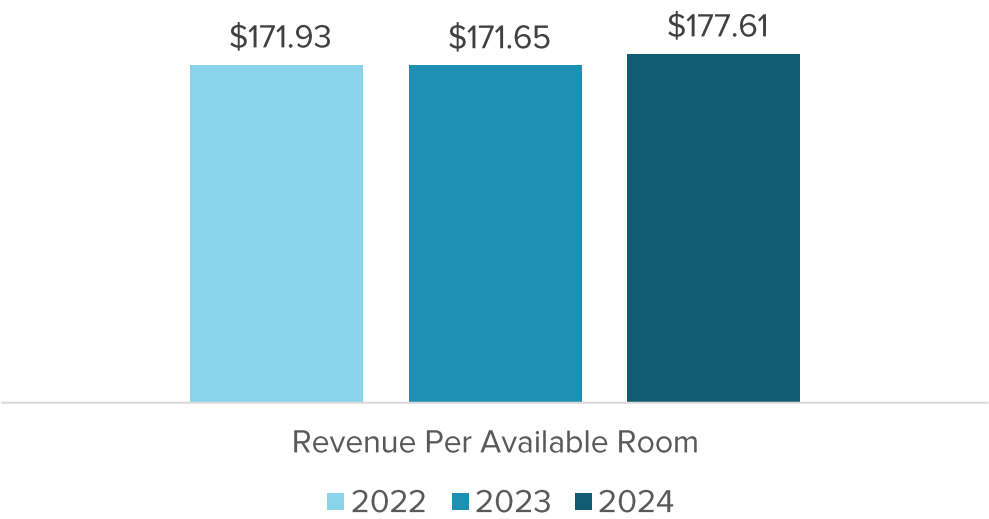
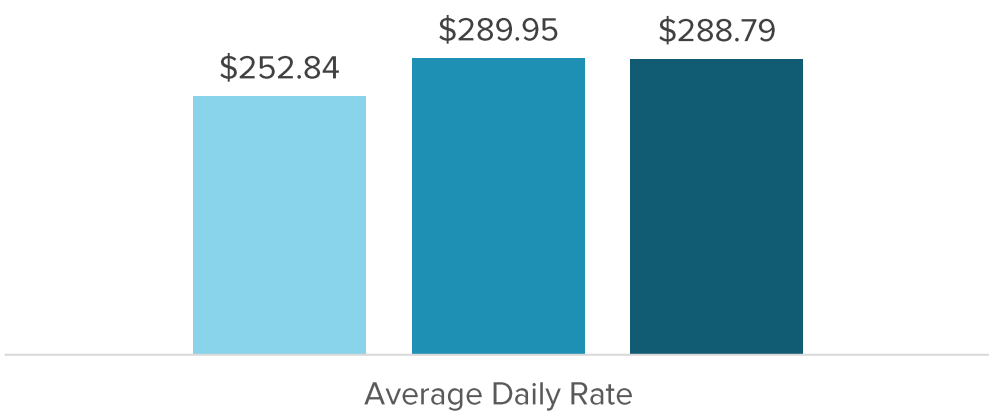
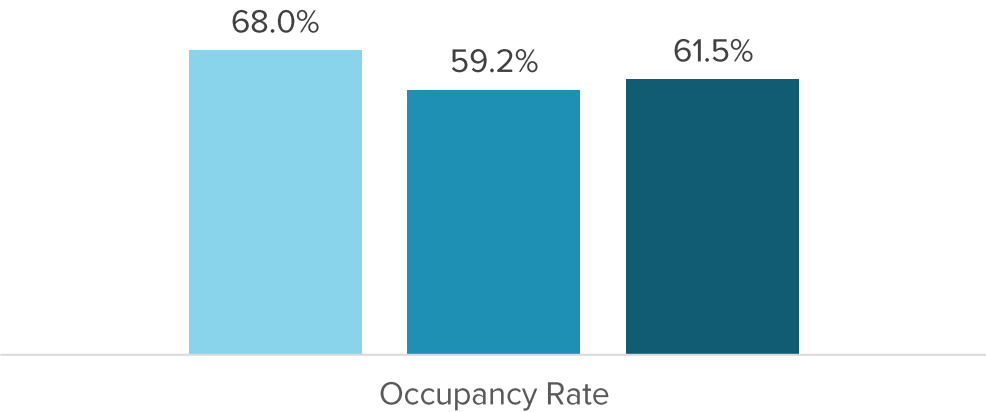
+ 6.8% from 2023

¹Source: STR data

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

■ Nov-23 ■ Nov-24

NOVEMBER | OVERALL LODGING METRICS TREND¹



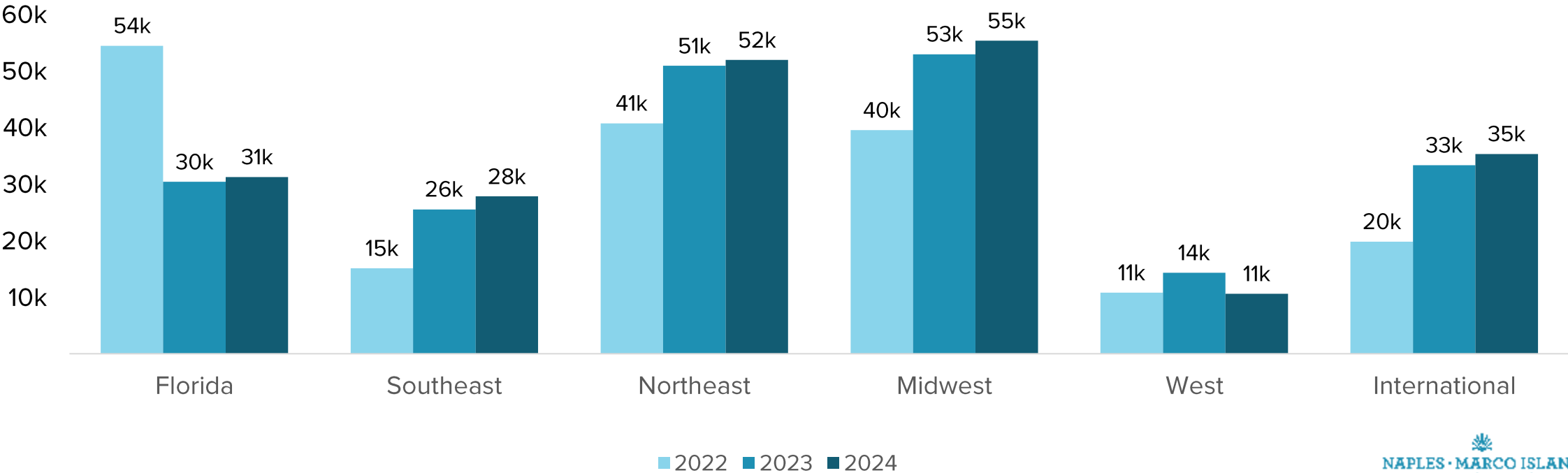
¹Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

FLORIDA VISITORS

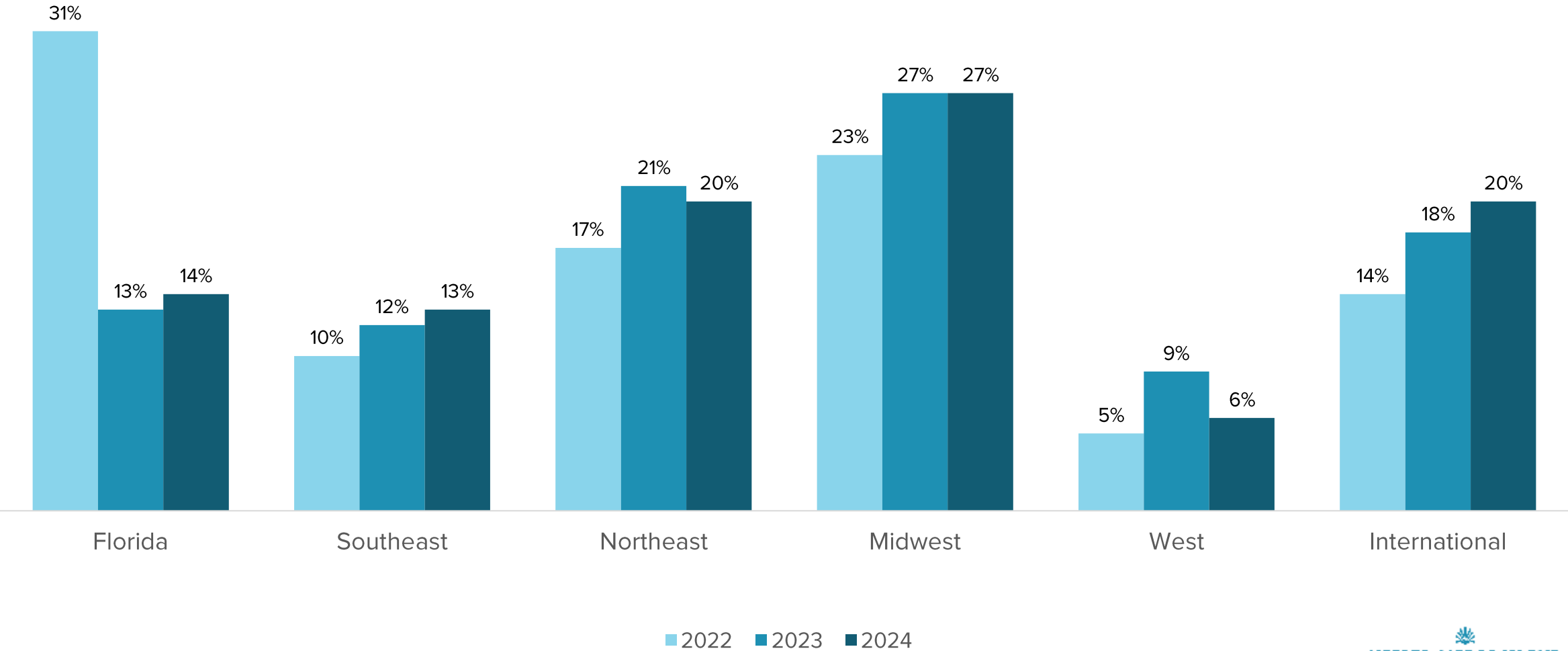
31,200

OUT-OF-STATE VISITORS

180,900



NOVEMBER | OVERNIGHT VISITOR ORIGIN TREND



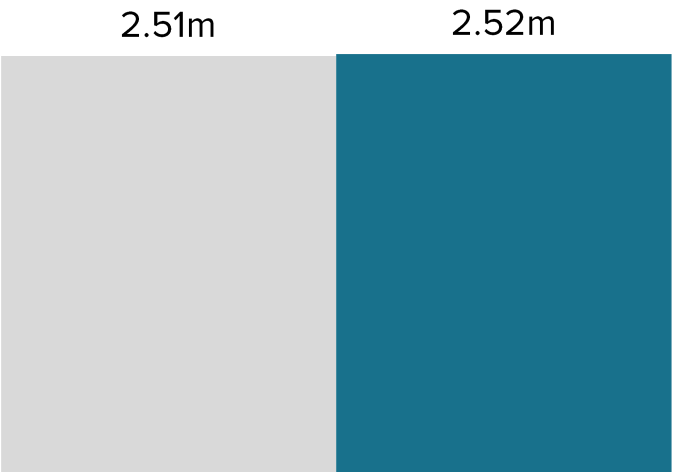


2b

EXECUTIVE
CALENDAR
YEAR-TO-DATE
(CYTD)
SUMMARY

CYTD VISITORS

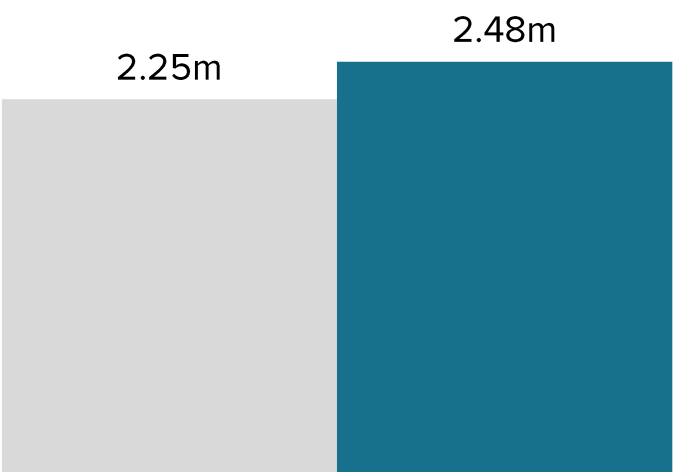
2,524,700



+ 0.4% from CY23

CYTD ROOM NIGHTS

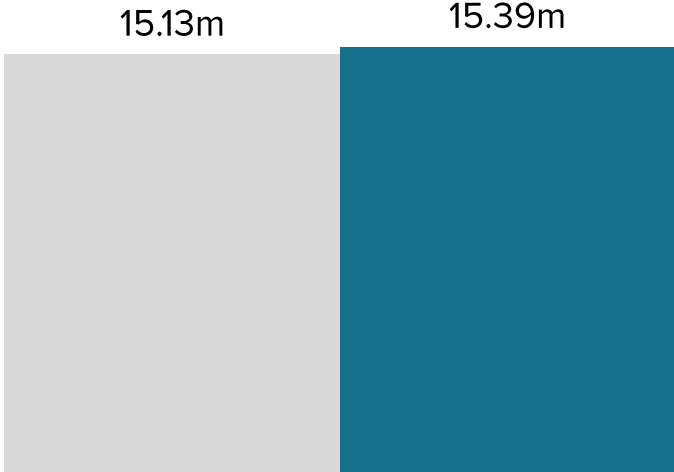
2,479,800



+ 10.0% from CY23

CYTD VISITOR DAYS

15,391,600



+ 1.8% from CY23

■ CY23 ■ CY24

CYTD DIRECT SPENDING

\$2,621,847,800

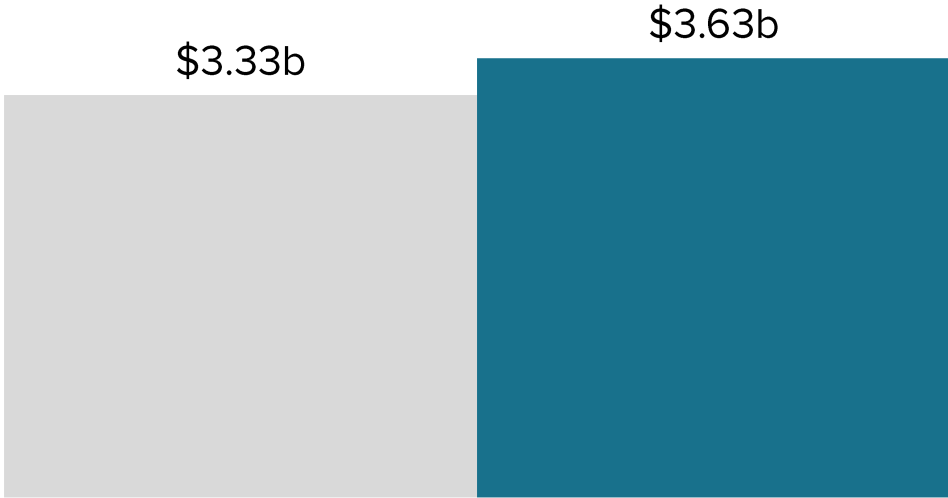
+ 10.1% from CY23



CYTD ECONOMIC IMPACT

\$3,632,921,300

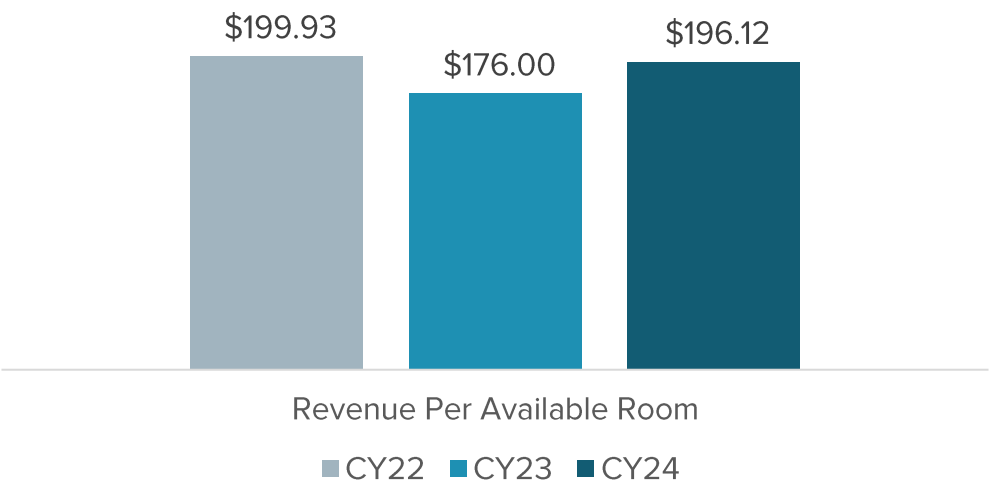
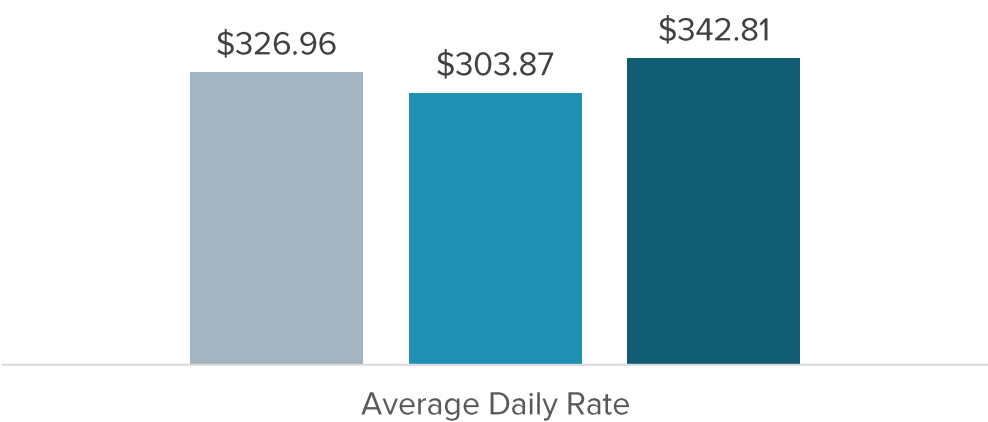
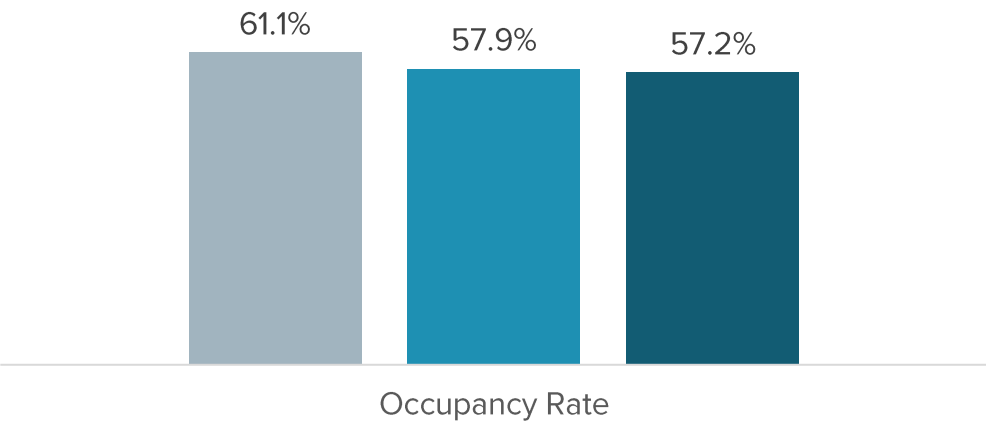
+ 9.1% from CY23¹



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

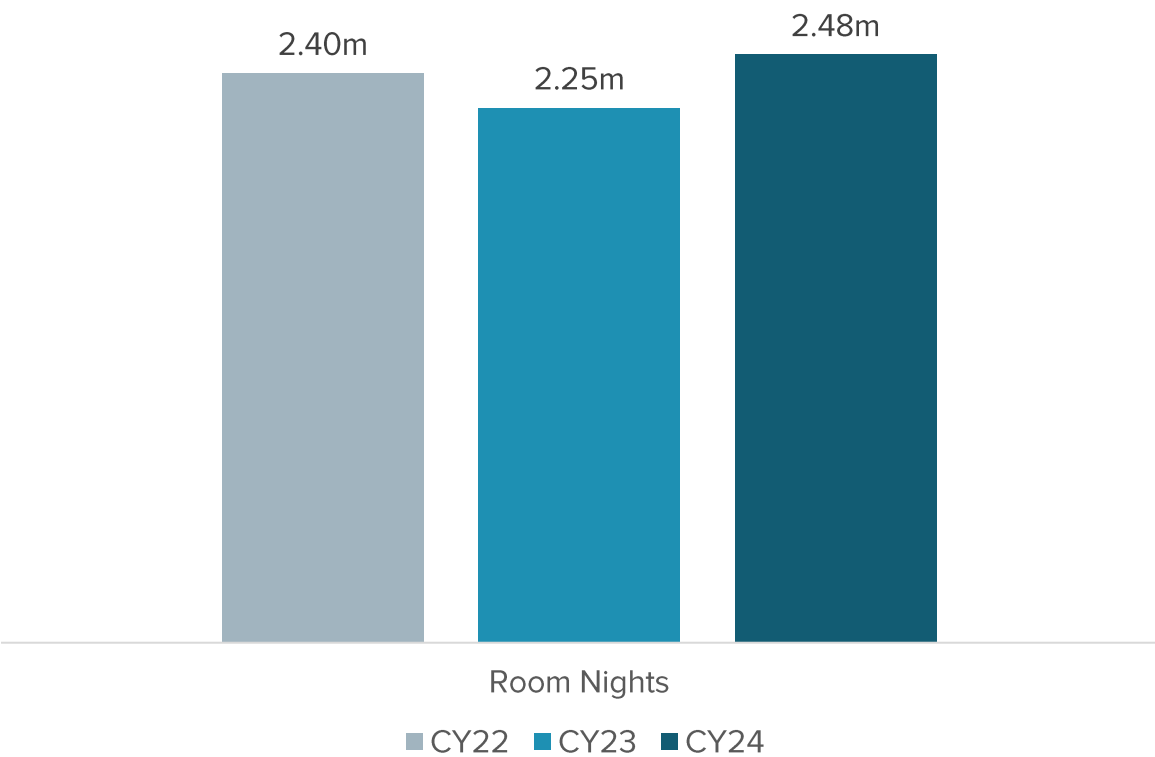
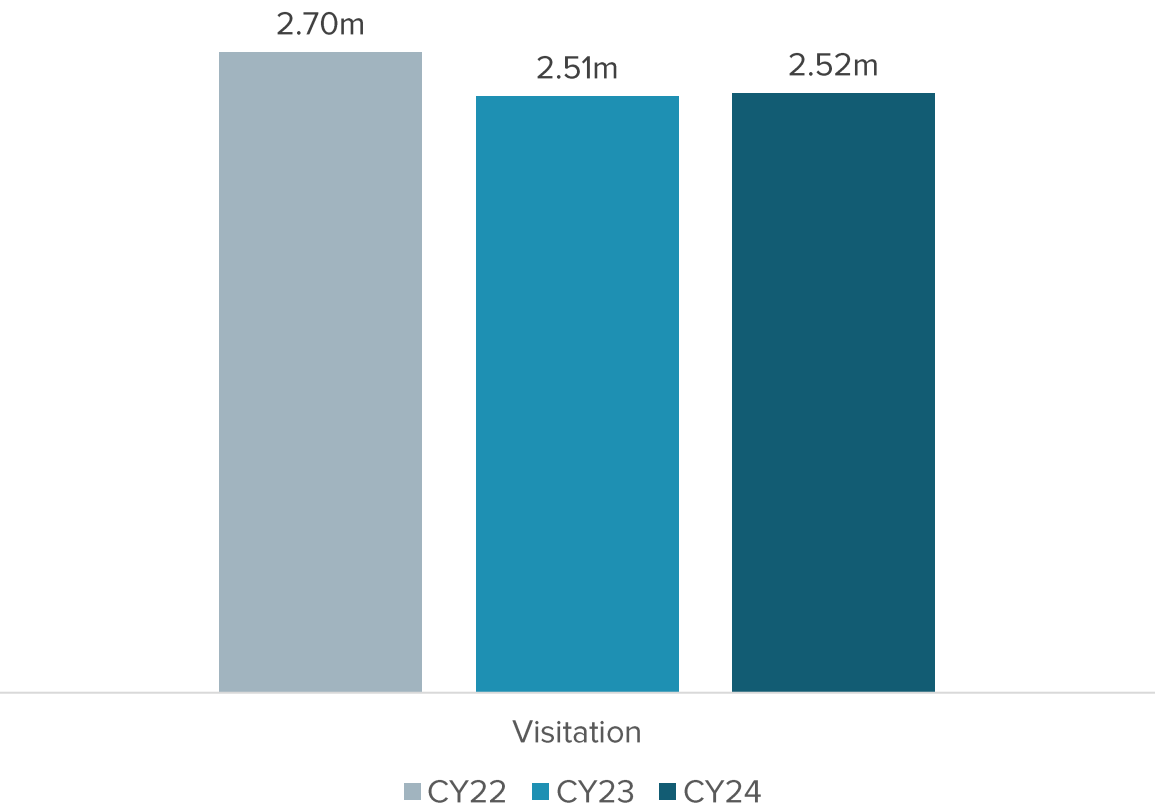
■ CY23 ■ CY24

CYTD | 2022-2024 OVERALL LODGING METRICS¹

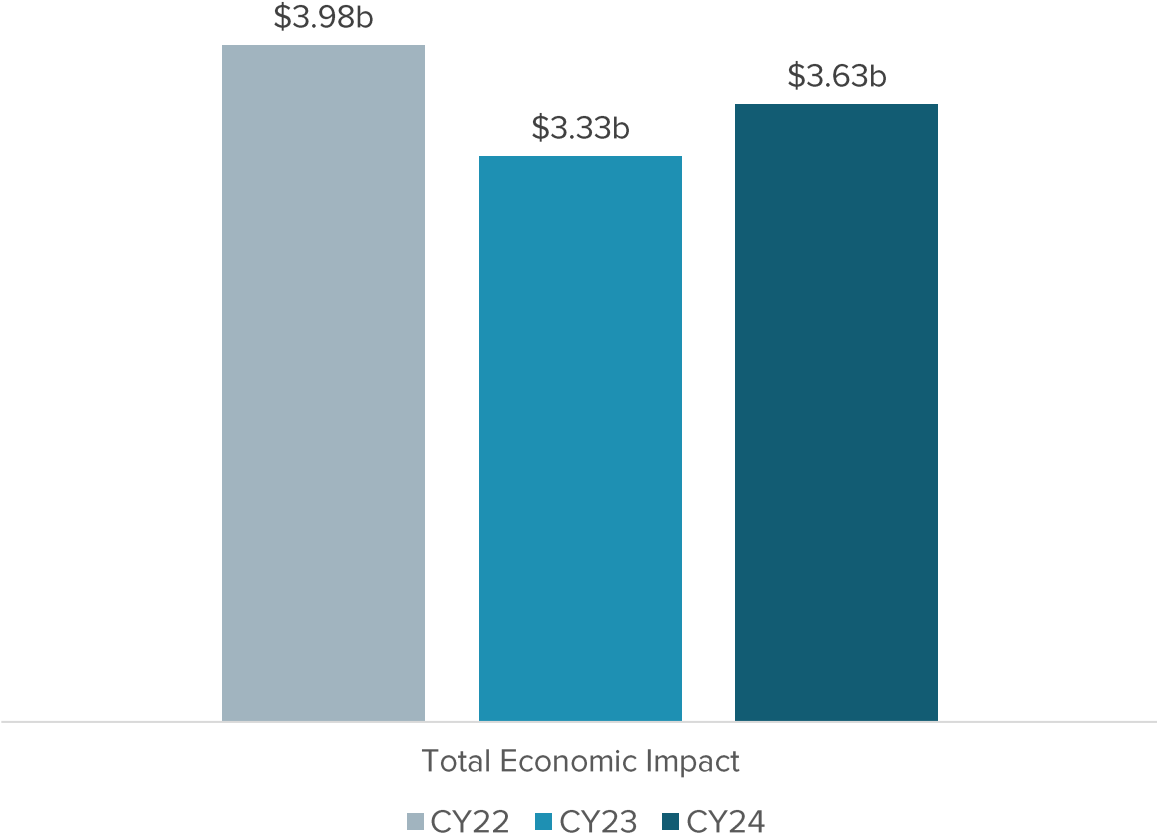
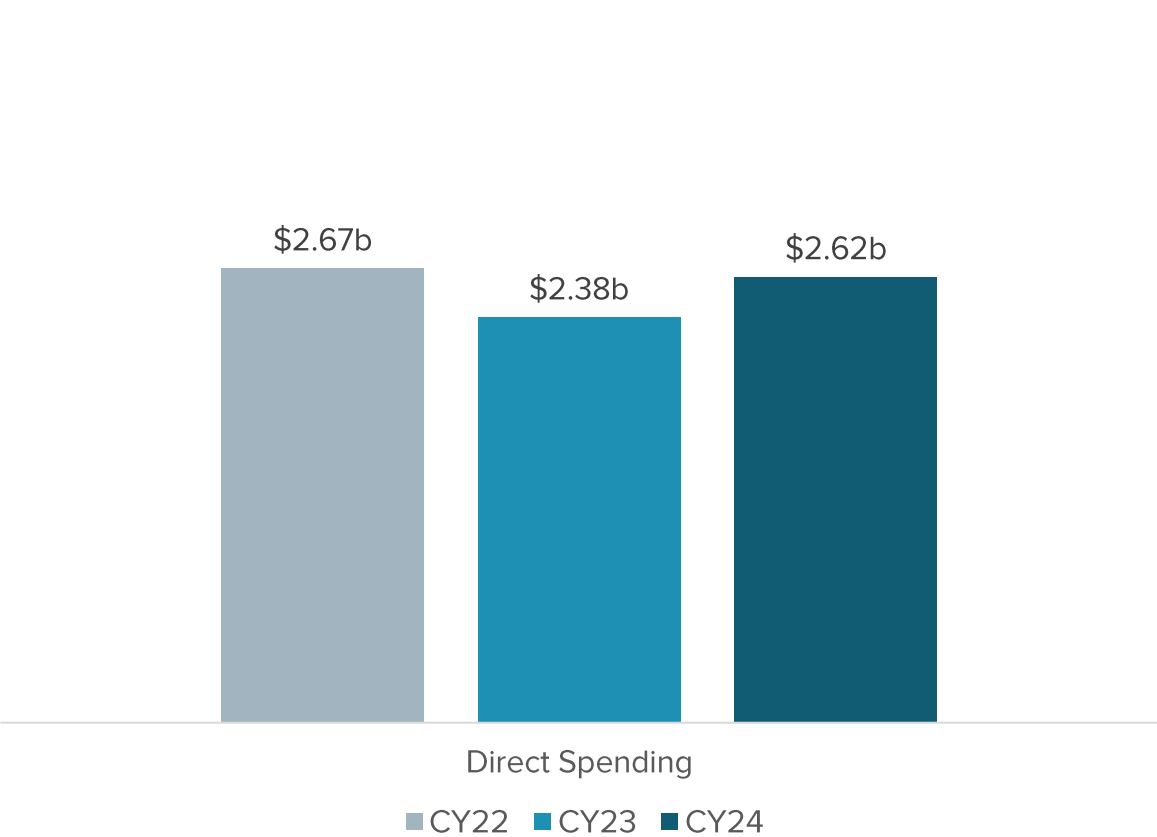


¹Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

CYTD | 2022-2024 VISITATION & ROOM NIGHTS¹



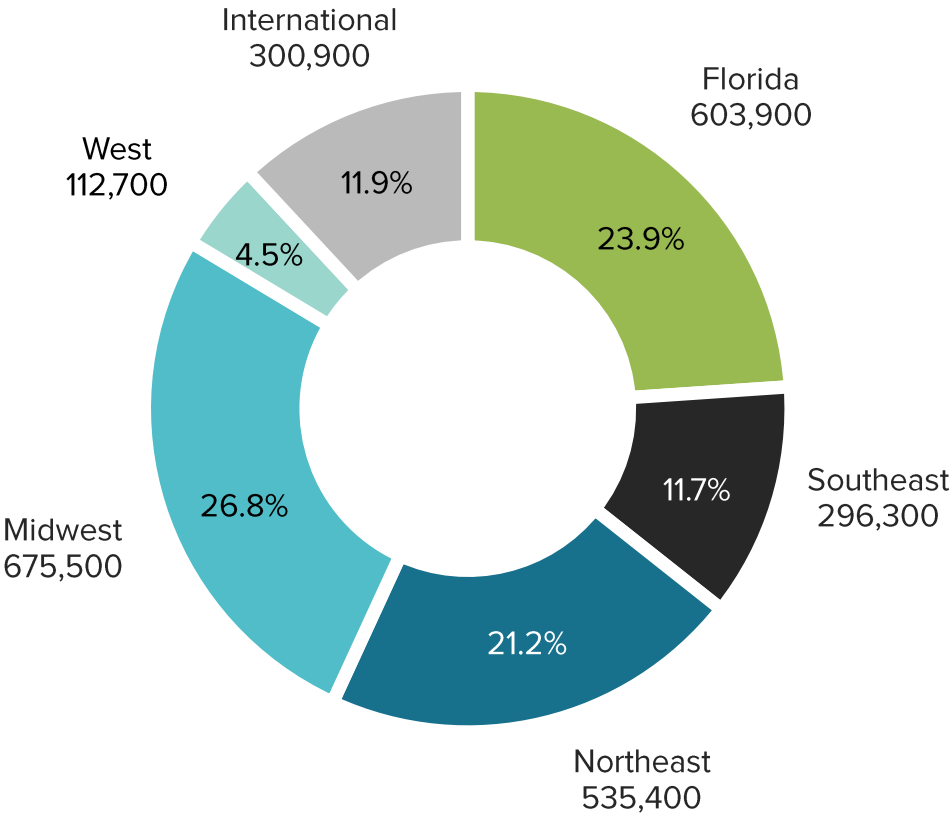
¹Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.



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CYTD | VISITOR ORIGIN

Region	CYTD 2023		CYTD 2024		Percent Change (±Δ%)	
	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Florida	618,500	24.6%	603,900	23.9%	-2.4%	-2.8%
Southeast	284,300	11.3%	296,300	11.7%	+4.2%	+3.8%
Northeast	511,700	20.3%	535,400	21.2%	+4.6%	+4.2%
Midwest	688,500	27.4%	675,500	26.8%	-1.9%	-2.3%
West	123,600	4.9%	112,700	4.5%	-8.8%	-9.2%
Canada	117,600	4.7%	112,800	4.5%	-4.1%	-4.5%
Europe	107,500	4.3%	127,500	5.0%	+18.6%	+18.1%
C/S America	32,600	1.3%	36,800	1.5%	+12.9%	+12.4%
Other	29,100	1.2%	23,800	0.9%	-18.2%	-18.6%
Total	2,513,400	100.0%	2,524,700	100.0%		

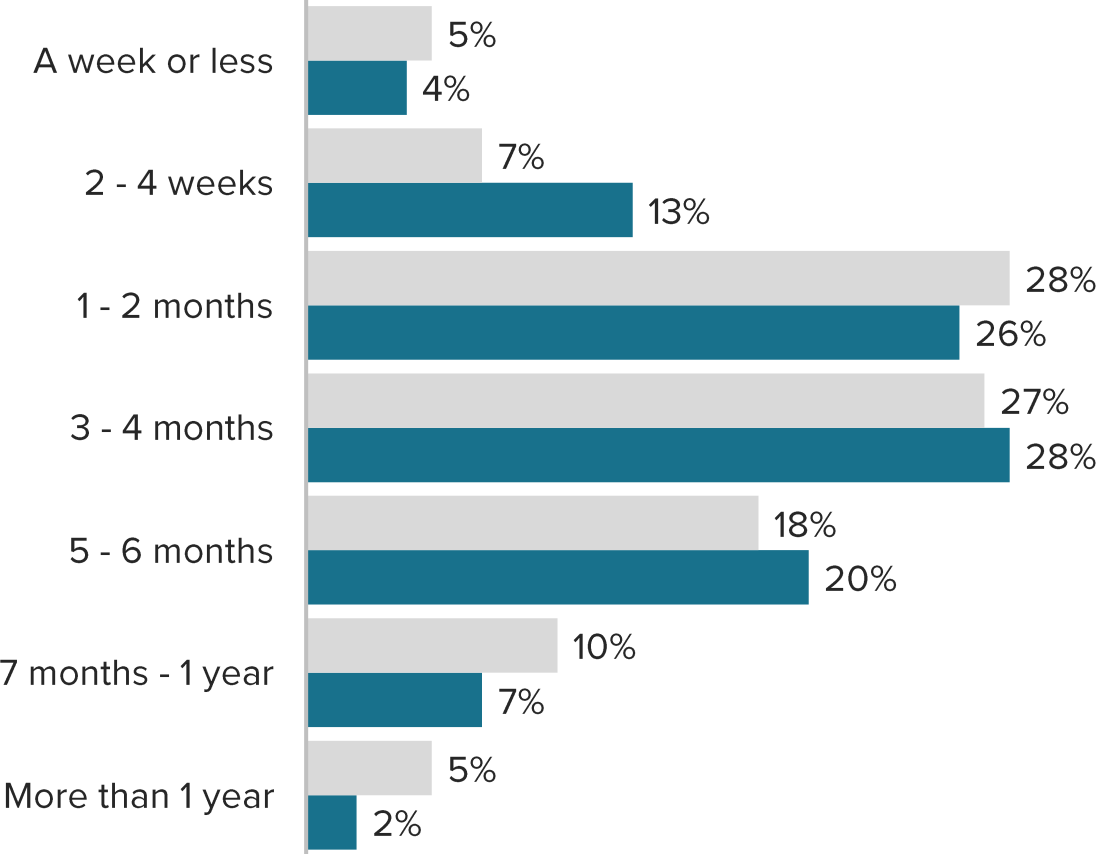




3a

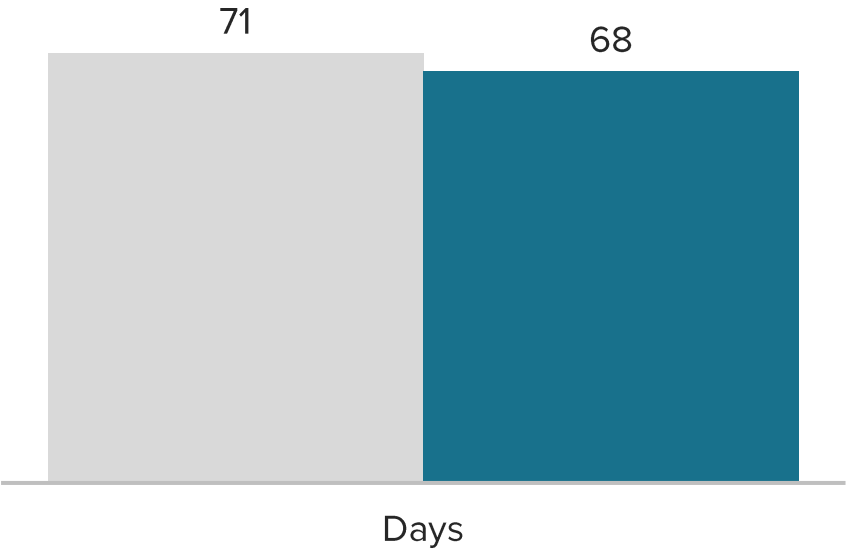
DETAILED FINDINGS:
PRE-VISIT

DETAILED FINDINGS | TRIP PLANNING CYCLE

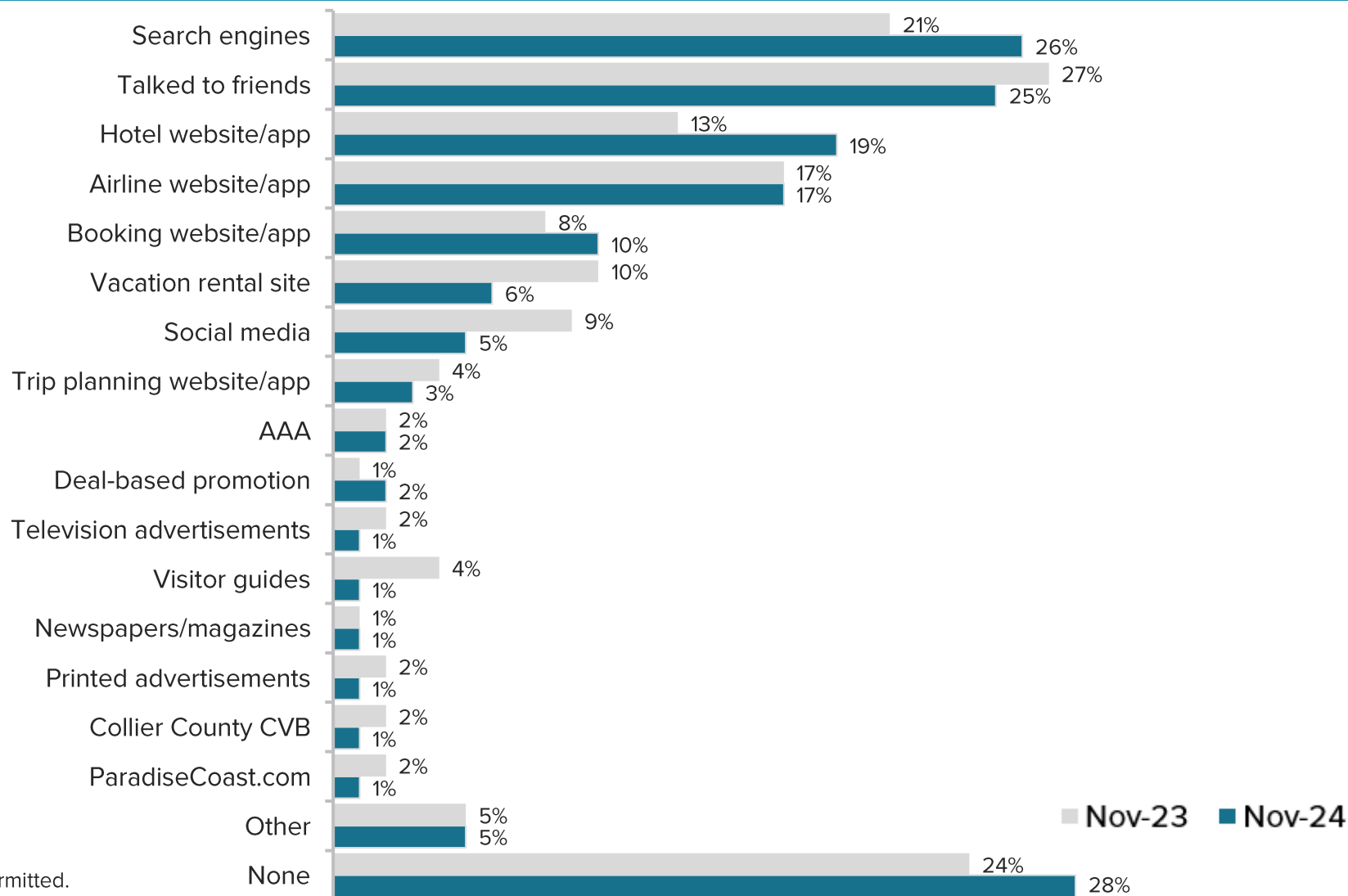


■ Nov-23 ■ Nov-24

Median Trip Planning Time

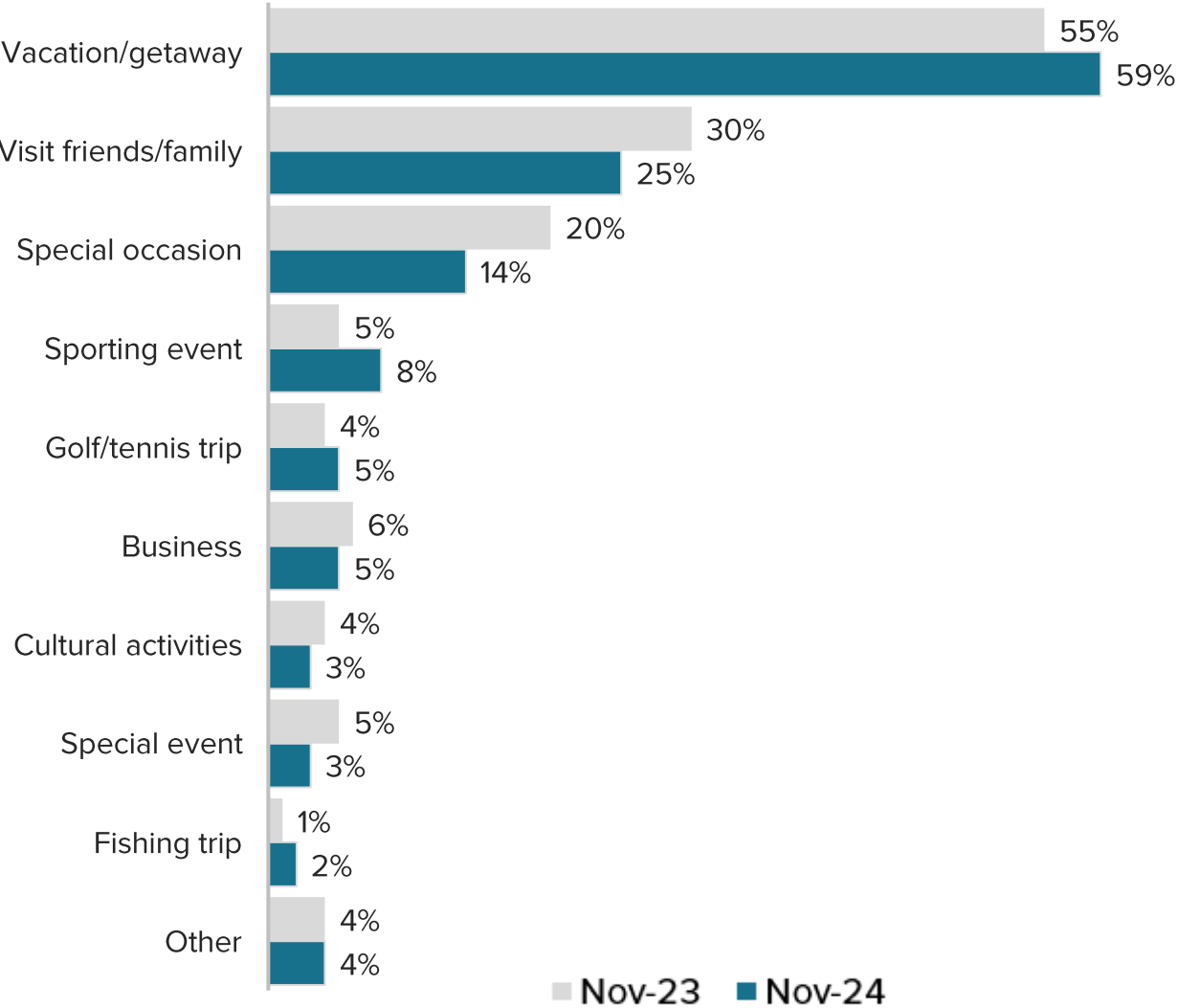


DETAILED FINDINGS | TRIP PLANNING SOURCES¹



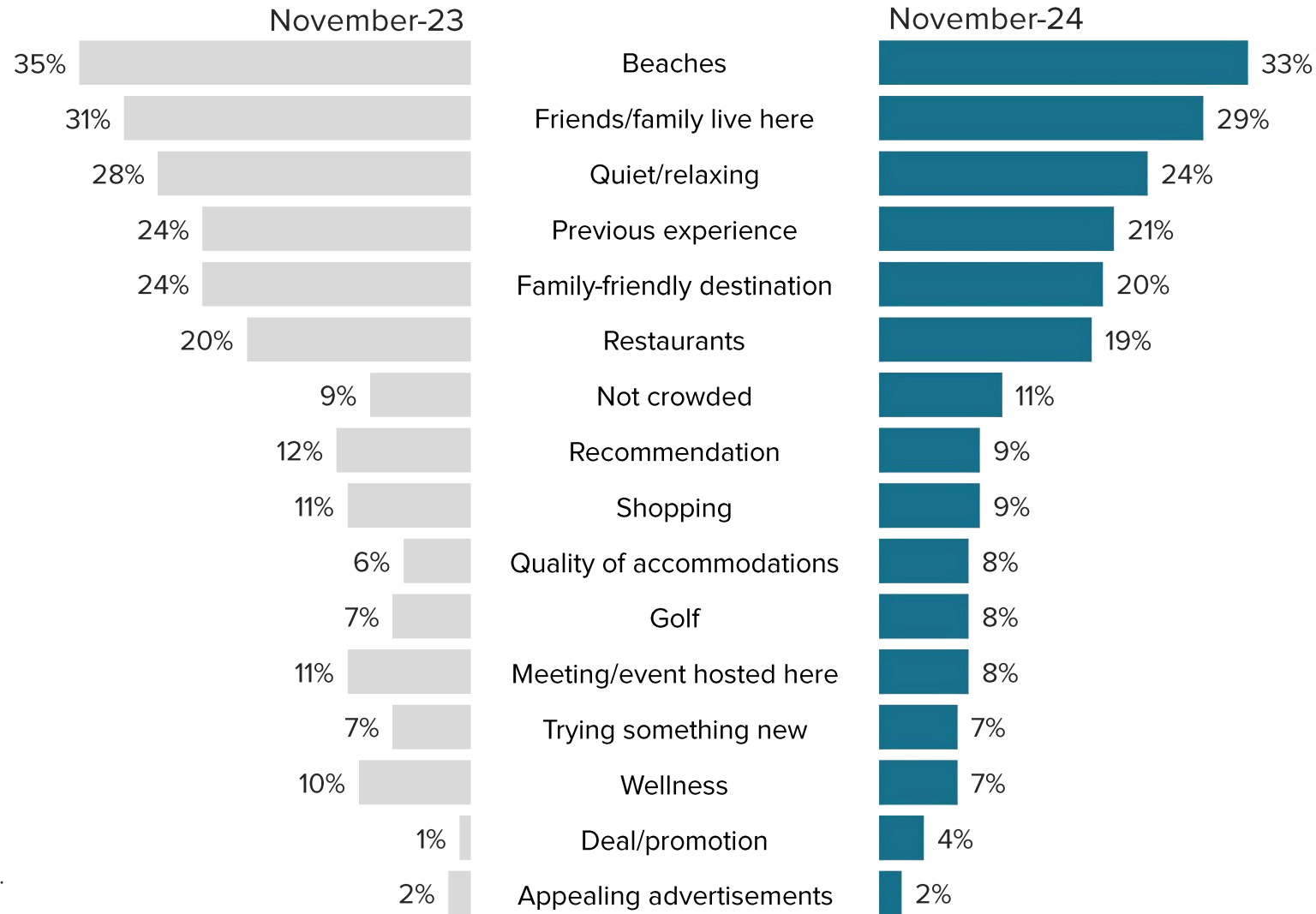
¹Multiple responses permitted.

DETAILED FINDINGS | REASONS FOR VISITING¹



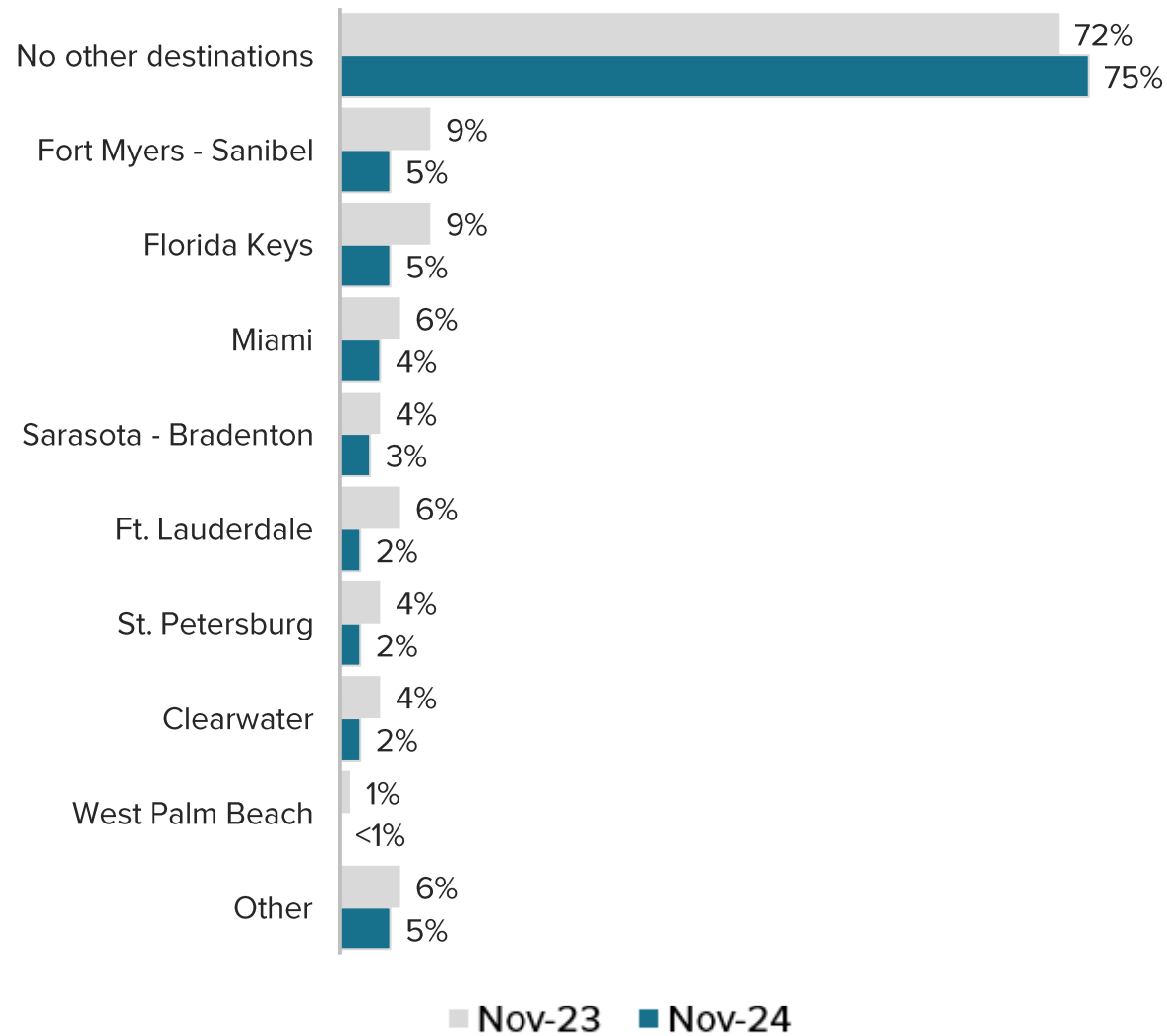
¹Multiple responses permitted.

DETAILED FINDINGS | REASONS FOR CHOOSING¹



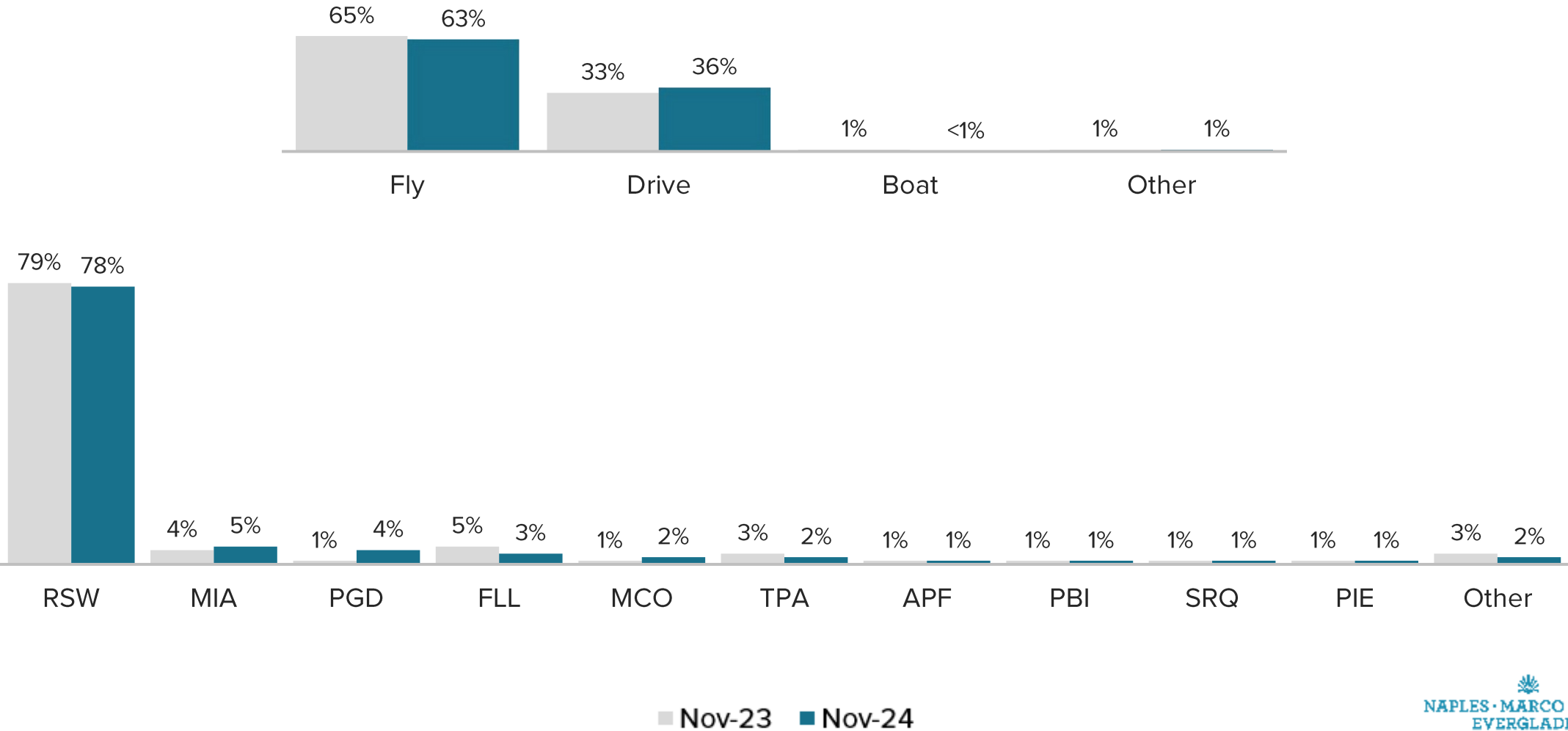
¹Multiple responses permitted.

DETAILED FINDINGS | DESTINATIONS CONSIDERED¹



¹Multiple responses permitted.

DETAILED FINDINGS | TRANSPORTATION

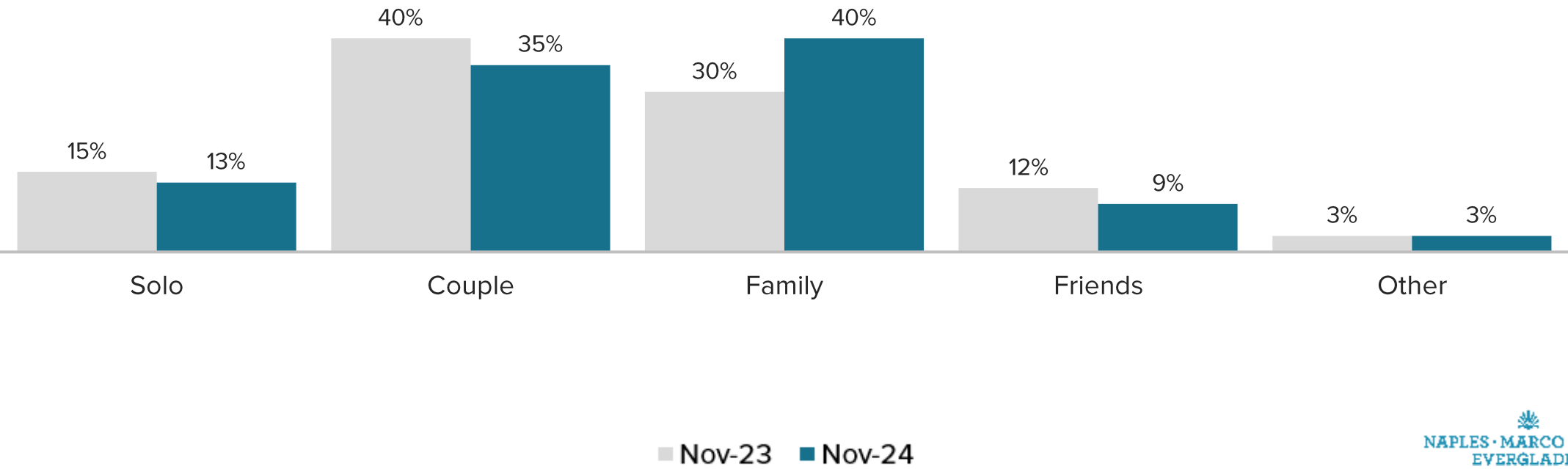


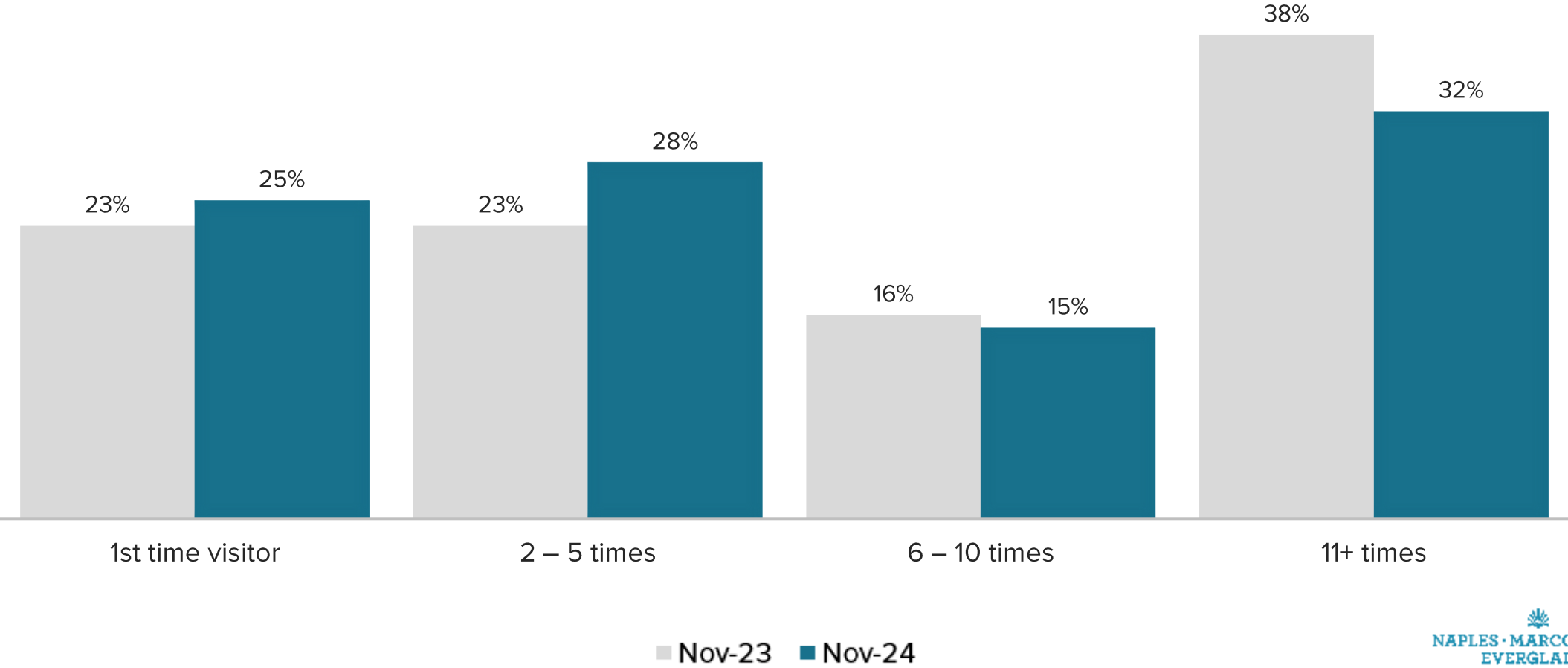


3b

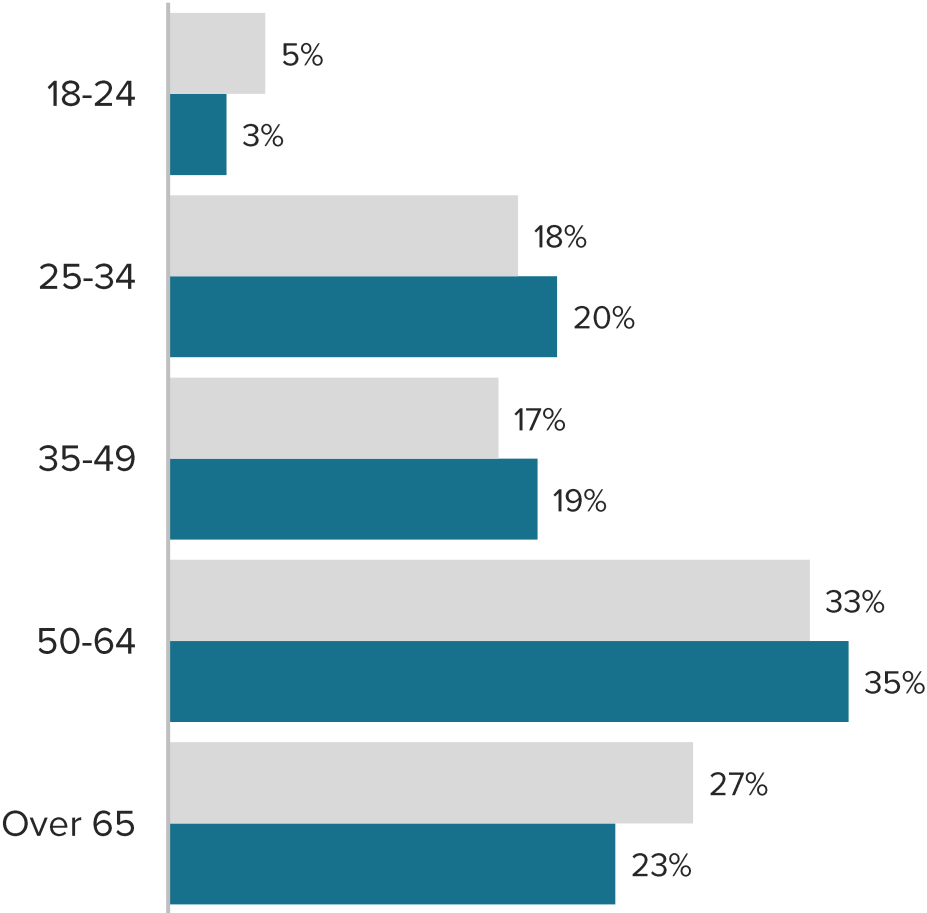
DETAILED FINDINGS:
TRAVEL PARTY
PROFILE

DETAILED FINDINGS | TRAVEL PARTY TYPE



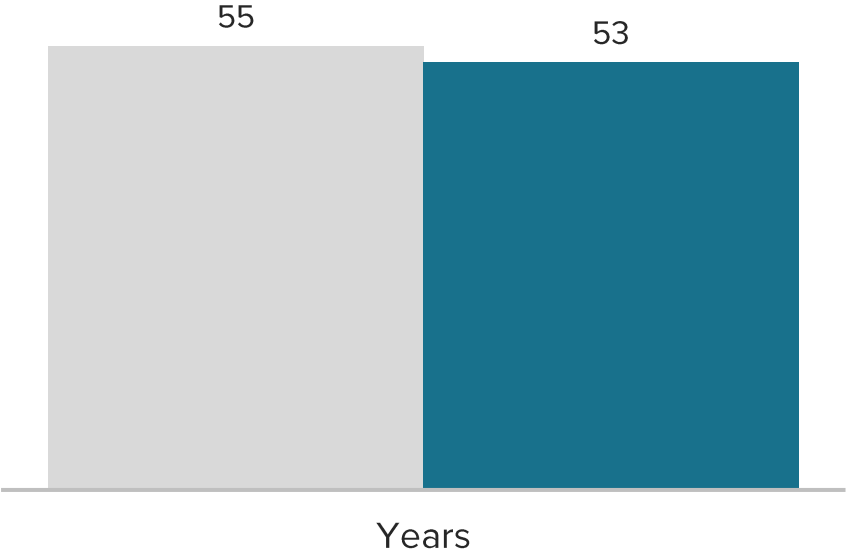


DETAILED FINDINGS | VISITOR AGES

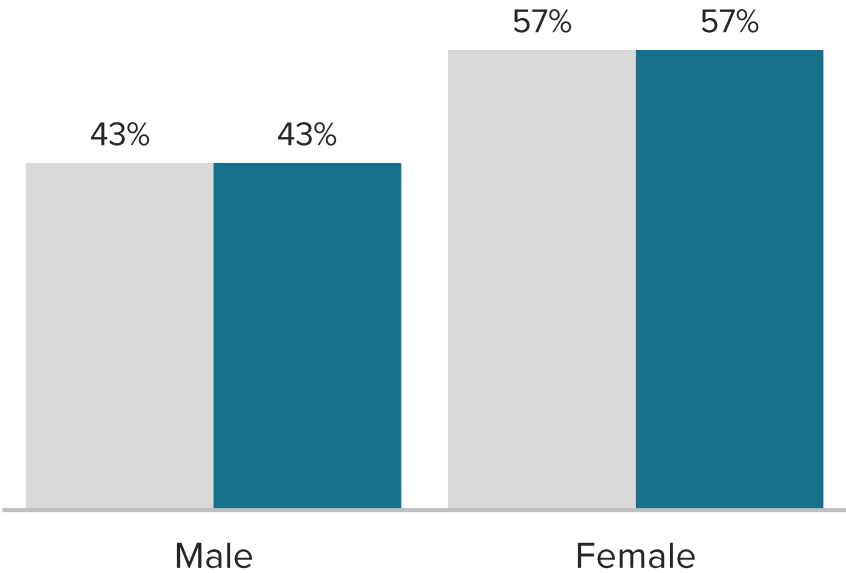
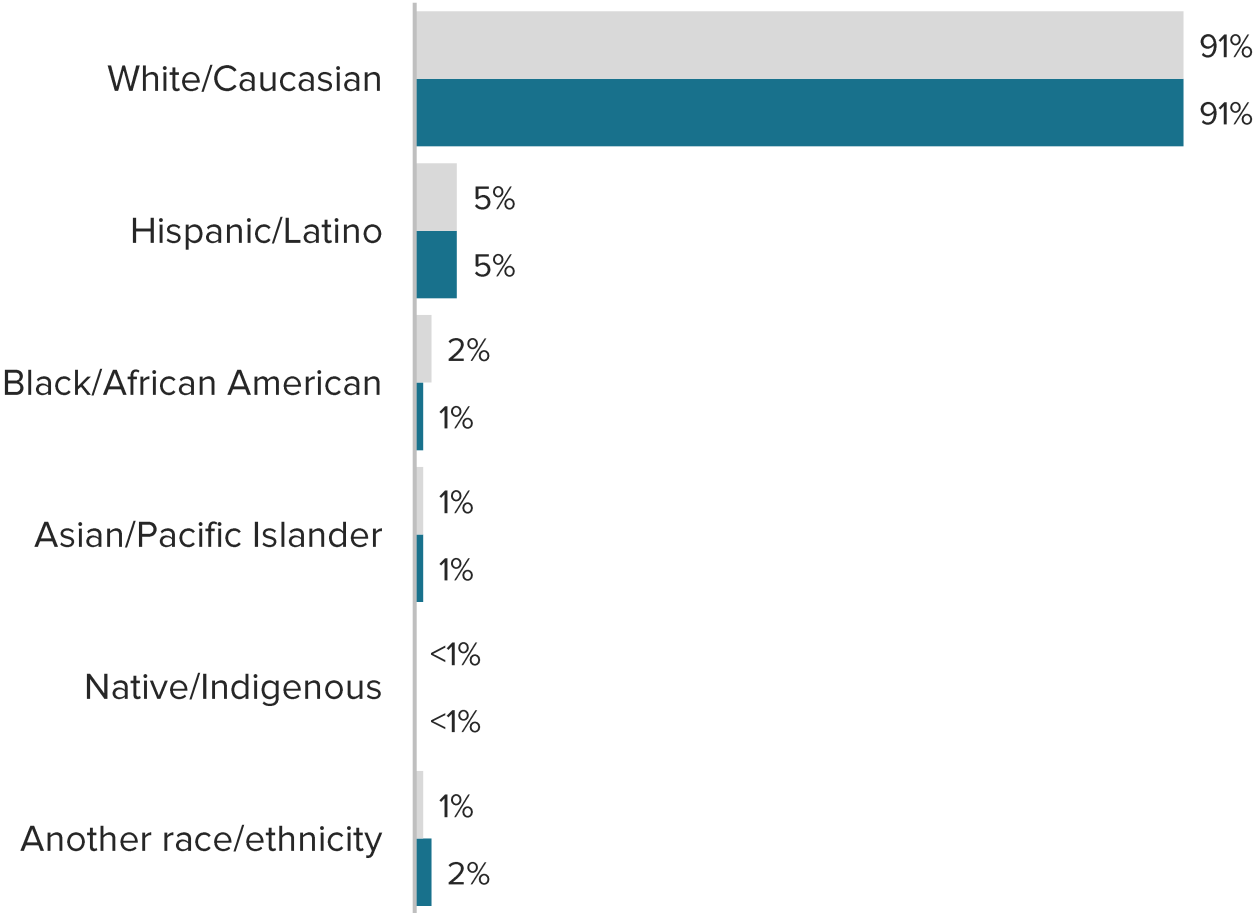


■ Nov-23 ■ Nov-24

Median Age

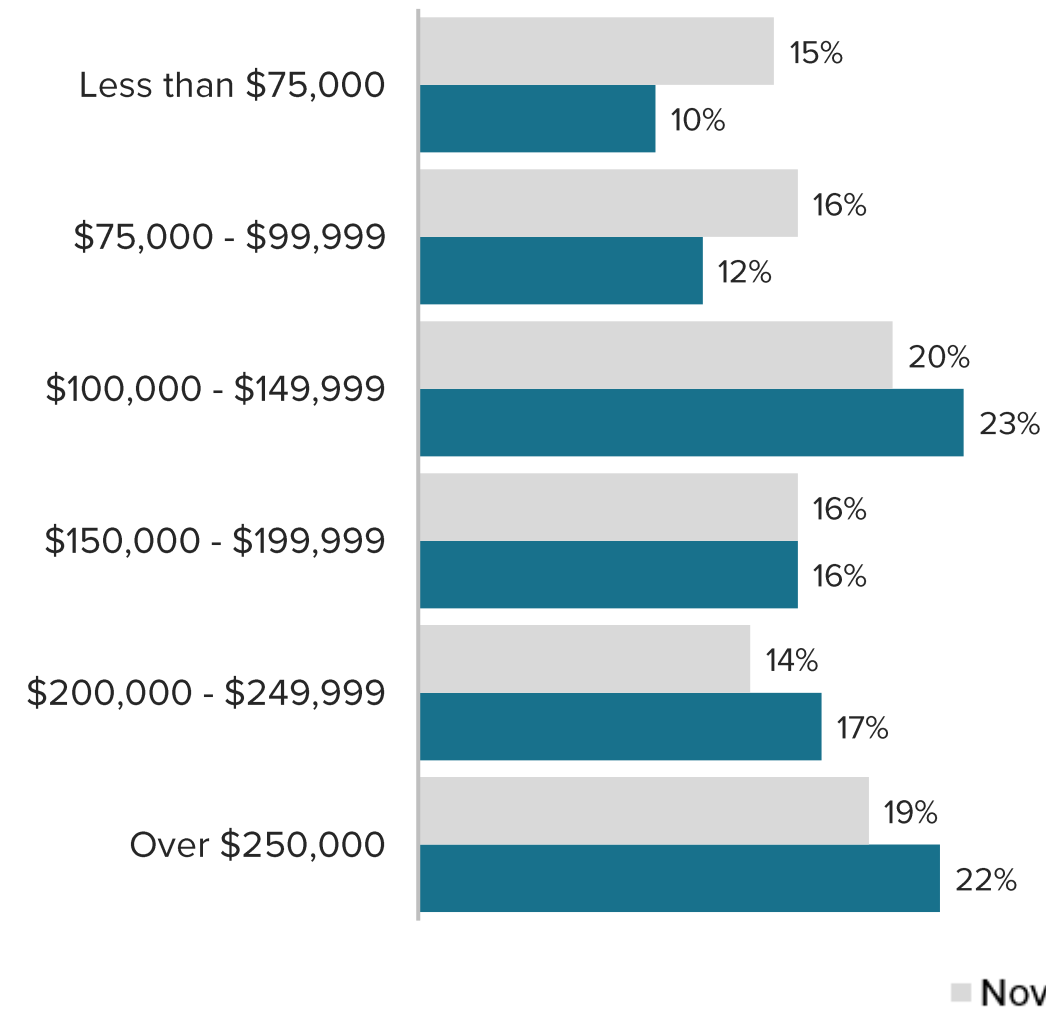


DETAILED FINDINGS | VISITOR RACE & GENDER¹

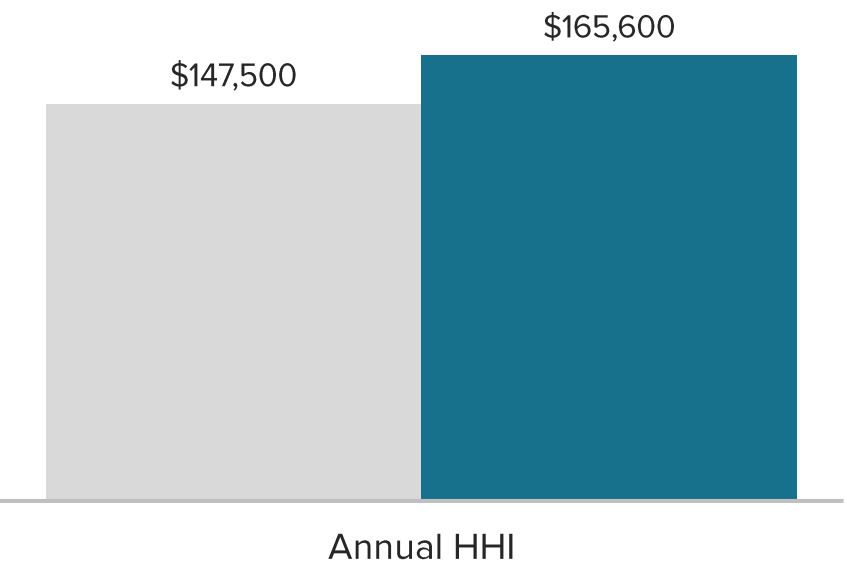


¹Of person interviewed. Females are generally more likely to agree to participate in survey research.

■ Nov-23 ■ Nov-24



Median Household Income



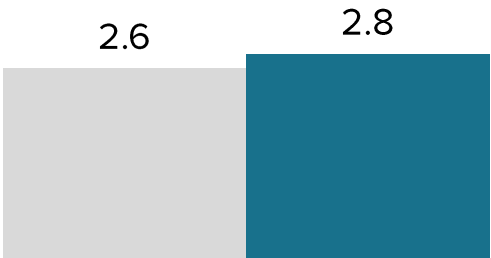


3c

DETAILED FINDINGS:
TRIP
EXPERIENCE

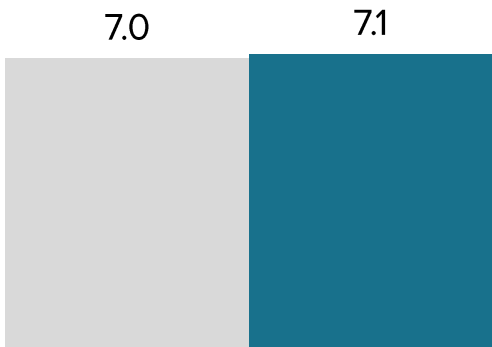
TRAVEL PARTY SIZE

2.8



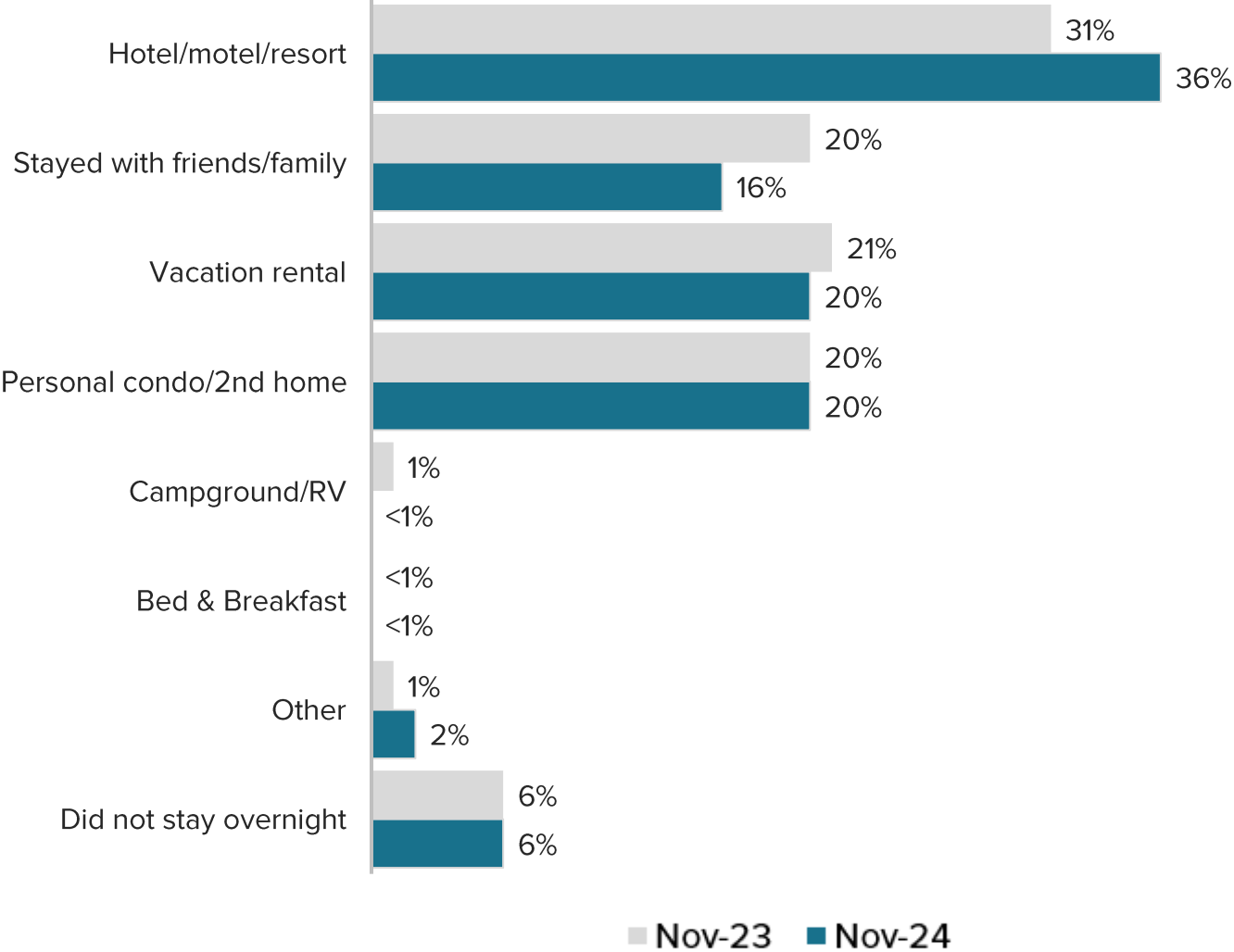
NIGHTS STAYED

7.1

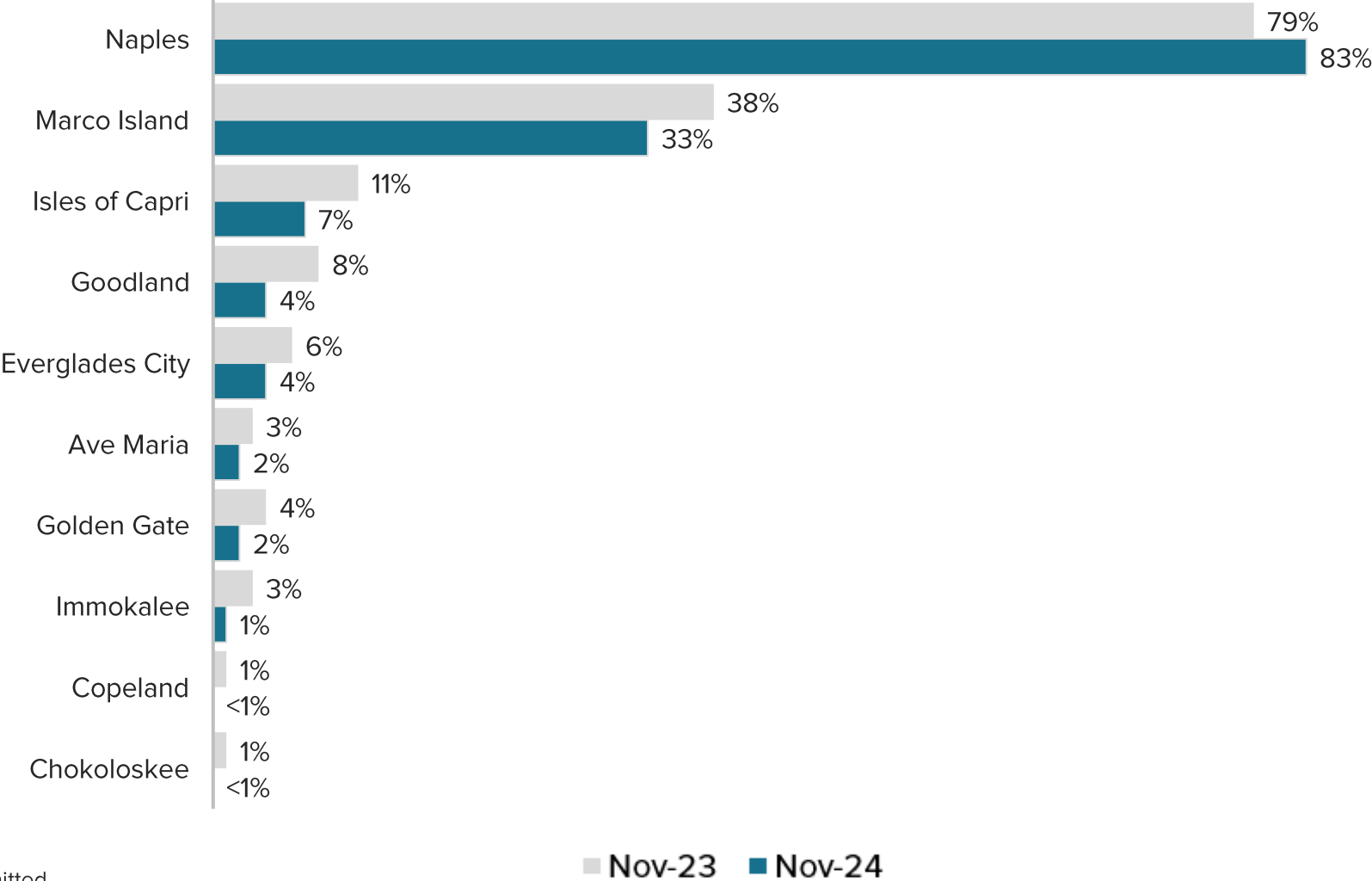


■ Nov-23 ■ Nov-24

DETAILED FINDINGS | TYPE OF ACCOMMODATIONS

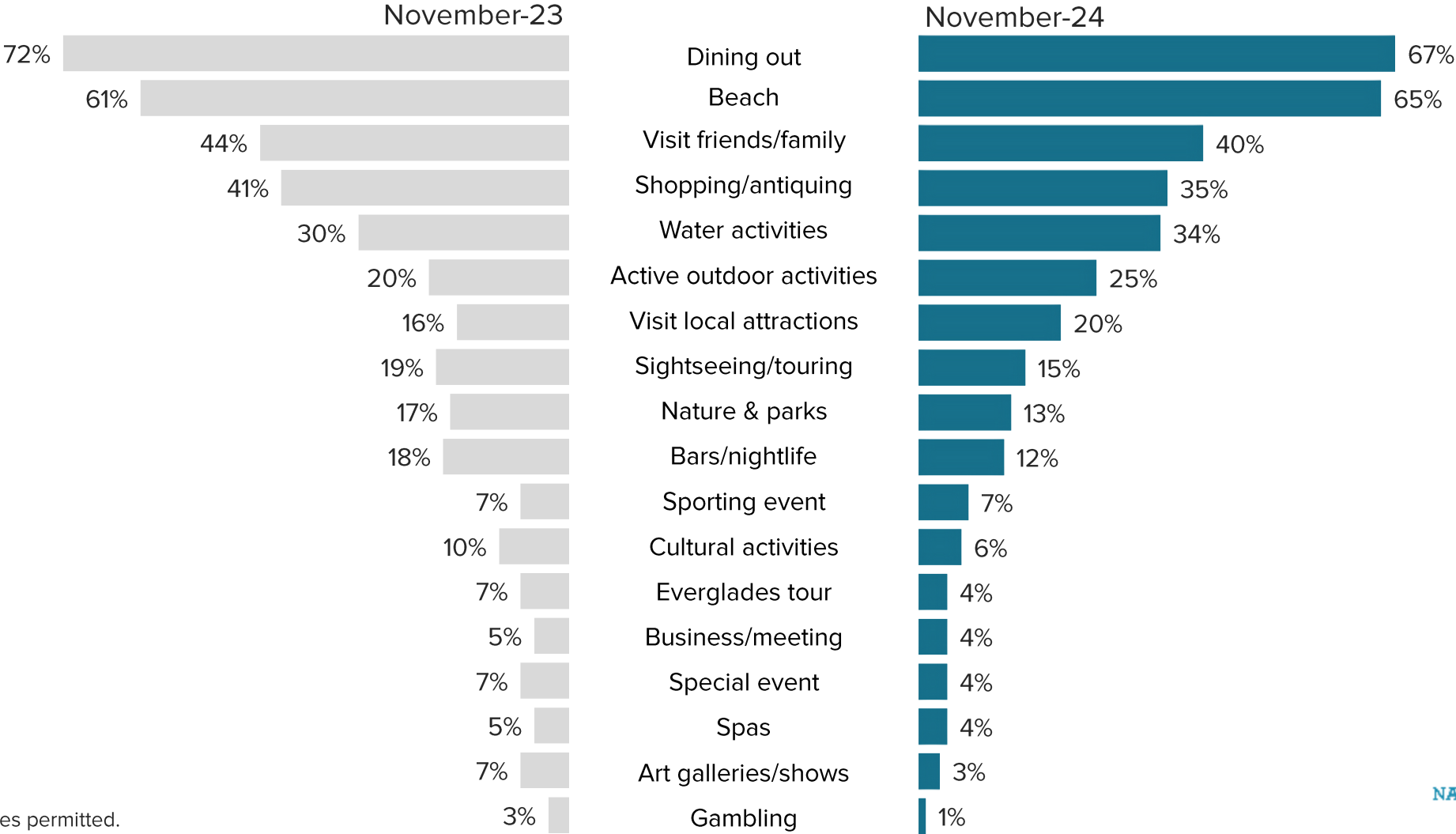


DETAILED FINDINGS | AREAS VISITED¹



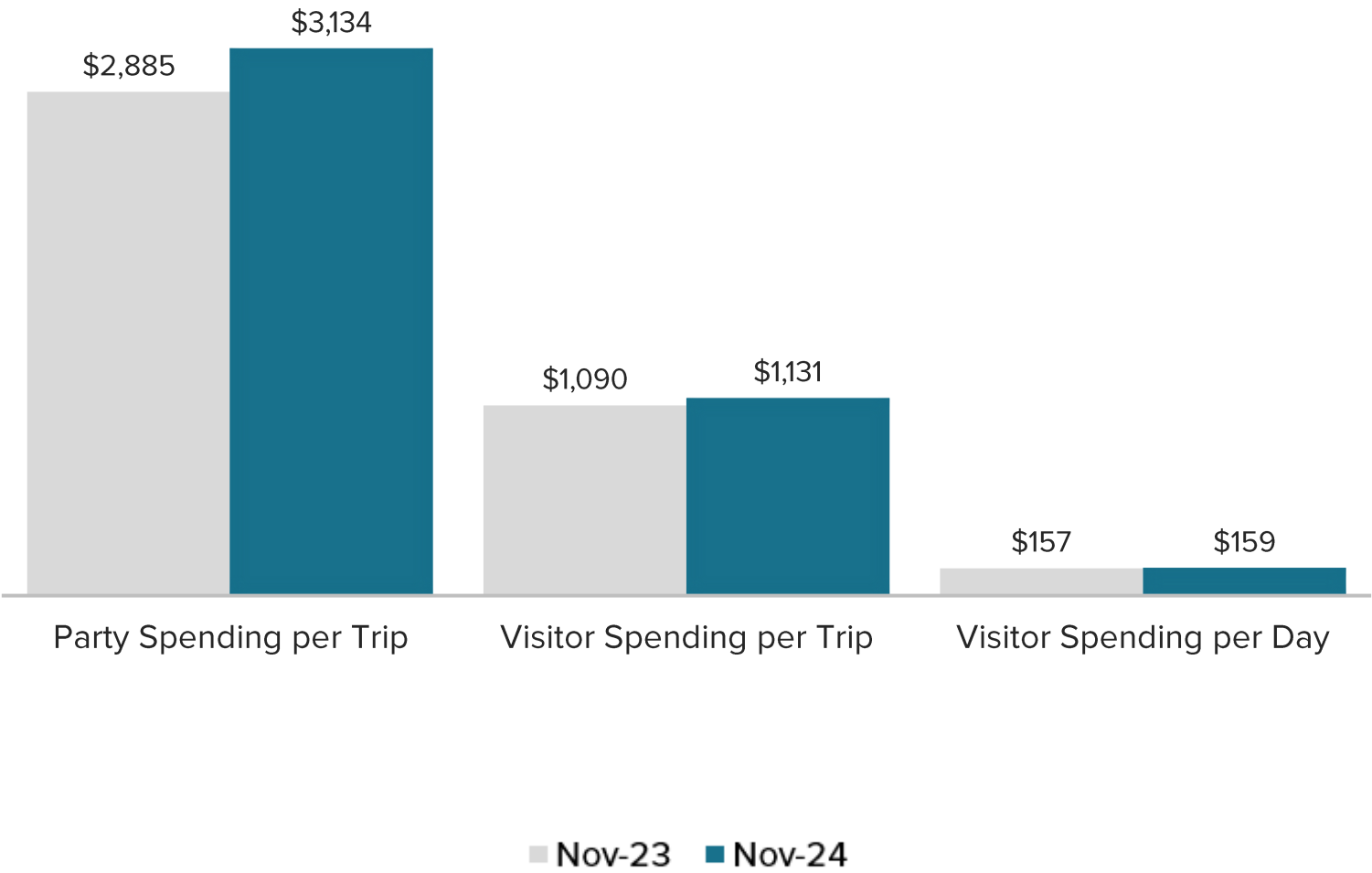
¹Multiple responses permitted.

DETAILED FINDINGS | TRIP ACTIVITIES¹



¹Multiple responses permitted.

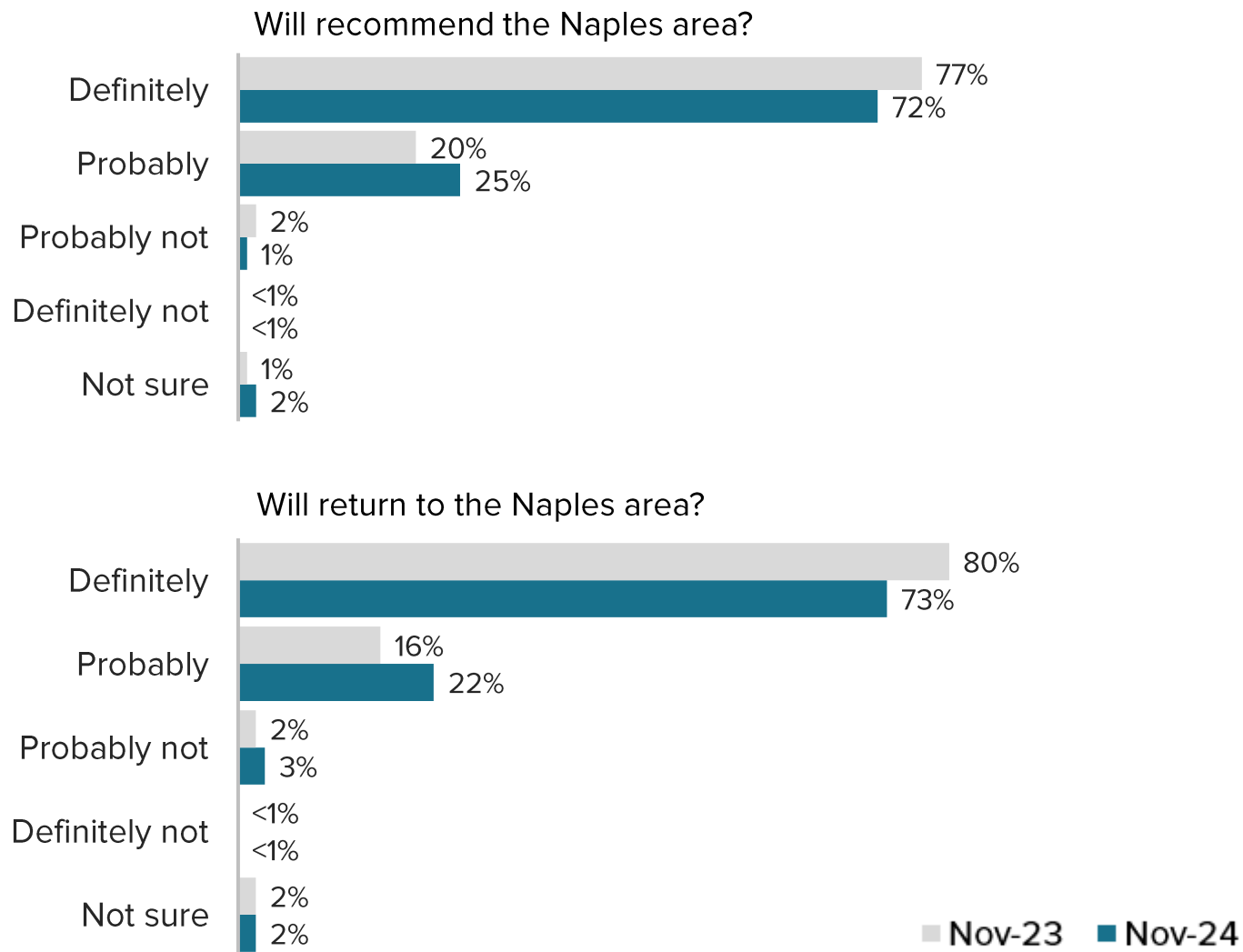
DETAILED FINDINGS | VISITOR SPENDING



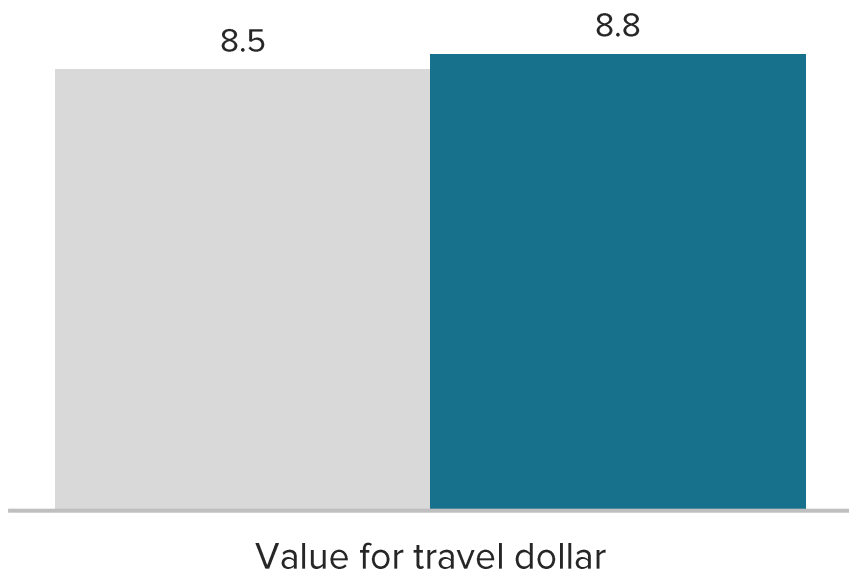


3d

DETAILED FINDINGS:
POST-TRIP
EVALUATION



VALUE FOR TRAVEL DOLLAR^{1,2}



¹10-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 | SUPPLY

	Hotel Supply (Rooms)	Δ% in Supply from November 2023
	Total	Total
Miami	1,964,880	0.0%
Ft. Lauderdale	1,165,470	- 0.2%
Palm Beach	574,350	+ 0.2%
Sarasota	367,110	- 1.3%
Ft. Myers	349,110	+ 5.6%
Florida Keys	319,650	+ 1.4%
St. Petersburg	309,540	- 9.5%
Clearwater	267,960	- 1.9%
Naples	250,350	+ 14.9%

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 November 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	1,115,989	243,425	88,333	1,447,747	+ 2.4%	+ 0.6%	+ 7.3%	+ 2.3%
Ft. Lauderdale	664,381	155,328	23,700	843,409	+ 0.1%	+ 17.5%	- 26.4%	+ 1.9%
Palm Beach	318,197	98,235	7,845	424,277	+ 10.1%	+ 22.8%	- 13.9%	+ 12.2%
Sarasota	217,731	51,130	9,068	277,929	+ 16.8%	+ 13.8%	- 0.2%	+ 15.6%
St. Petersburg	184,180	51,118	7,256	242,554	+ 18.5%	+ 4.8%	+ 276.5%	+ 17.7%
Ft. Myers	173,623	49,598	16,895	240,116	+ 12.0%	- 5.9%	- 5.6%	+ 6.4%
Florida Keys	198,184	30,273	783	229,239	+ 3.4%	- 14.6%	+ 30.1%	+ 0.6%
Clearwater	151,110	55,695	0	206,805	+ 20.2%	+ 32.4%	- 100.0%	+ 23.1%
Naples	115,745	55,837	0	171,582	+ 17.7%	+ 18.9%	- 100.0%	+ 17.7%

¹ Metrics provided by STR.

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DESTINATION COMPARISONS | OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from November 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
St. Petersburg	59.5%	16.5%	2.3%	78.4%	+ 30.9%	+ 15.8%	+ 315.8%	+ 30.0%
Clearwater	56.4%	20.8%	0.0%	77.2%	+ 22.5%	+ 35.0%	- 100.0%	+ 25.5%
Sarasota	59.3%	13.9%	2.5%	75.7%	+ 18.3%	+ 15.3%	+ 1.2%	+ 17.1%
Palm Beach	55.4%	17.1%	1.4%	73.9%	+ 9.9%	+ 22.6%	- 14.1%	+ 12.0%
Miami	56.8%	12.4%	4.5%	73.7%	+ 2.4%	+ 0.6%	+ 7.4%	+ 2.4%
Ft. Lauderdale	57.0%	13.3%	2.0%	72.4%	+ 0.3%	+ 17.6%	- 26.3%	+ 2.0%
Florida Keys	62.0%	9.5%	0.2%	71.7%	+ 1.9%	- 15.8%	+ 28.3%	- 0.8%
Ft. Myers	49.7%	14.2%	4.8%	68.8%	+ 6.0%	- 11.0%	- 10.7%	+ 0.7%
Naples	46.2%	22.3%	0.0%	68.5%	+ 2.4%	+ 3.5%	- 100.0%	+ 2.5%

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.

DESTINATION COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from November 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	\$226.18	\$59.46	\$10.96	\$296.60	+ 5.4%	+ 5.2%	+ 16.9%	+ 5.7%
Ft. Lauderdale	\$111.97	\$30.48	\$3.18	\$145.63	+ 7.3%	+ 18.6%	- 17.4%	+ 8.7%
Palm Beach	\$76.97	\$23.97	\$0.90	\$101.84	+ 19.0%	+ 6.3%	+ 13.6%	+ 15.7%
Florida Keys	\$62.18	\$10.27	\$0.24	\$72.69	- 0.9%	- 13.4%	+ 35.8%	- 2.8%
Sarasota	\$41.32	\$10.97	\$1.30	\$53.59	+ 24.2%	+ 30.6%	+ 41.5%	+ 25.9%
Naples	\$34.79	\$15.05	\$0.00	\$49.84	+ 21.5%	+ 26.2%	- 100.0%	+ 22.7%
St. Petersburg	\$31.63	\$8.45	\$0.84	\$40.93	+ 21.9%	+ 9.5%	+ 471.0%	+ 21.1%
Clearwater	\$26.82	\$9.93	\$0.00	\$36.75	+ 24.7%	+ 43.3%	- 100.0%	+ 29.2%
Ft. Myers	\$24.75	\$7.76	\$2.09	\$34.59	+ 10.0%	- 10.2%	- 0.9%	+ 4.1%

¹ Metrics provided by STR.

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DESTINATION COMPARISONS | DAILY RATE

	Hotel Average Daily Rate (\$)				Δ% in ADR from November 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$313.75	\$339.16	\$312.54	\$317.10	- 4.1%	+ 1.4%	+ 4.3%	- 3.4%
Naples	\$300.60	\$269.45	\$0.00	\$290.46	+ 3.3%	+ 6.1%	- 100.0%	+ 4.2%
Palm Beach	\$241.88	\$244.02	\$114.72	\$240.03	+ 8.1%	- 13.4%	+ 31.9%	+ 3.1%
Miami	\$202.67	\$244.28	\$124.08	\$204.87	+ 3.0%	+ 4.6%	+ 8.9%	+ 3.3%
Sarasota	\$189.78	\$214.48	\$143.88	\$192.83	+ 6.4%	+ 14.7%	+ 41.7%	+ 8.9%
Clearwater	\$177.46	\$178.31	\$0.00	\$177.69	+ 3.8%	+ 8.2%	- 100.0%	+ 5.0%
Ft. Lauderdale	\$168.53	\$196.26	\$134.12	\$172.67	+ 7.1%	+ 0.9%	+ 12.3%	+ 6.7%
St. Petersburg	\$171.74	\$165.39	\$115.98	\$168.73	+ 2.9%	+ 4.5%	+ 51.7%	+ 2.9%
Ft. Myers	\$142.54	\$156.39	\$123.50	\$144.06	- 1.7%	- 4.5%	+ 5.1%	- 2.2%

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DESTINATION COMPARISONS | REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from November 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$194.52	\$32.12	\$0.77	\$227.41	- 2.3%	- 14.6%	+ 33.8%	- 4.2%
Naples	\$138.98	\$60.10	\$0.00	\$199.08	+ 5.8%	+ 9.8%	- 100.0%	+ 6.8%
Palm Beach	\$134.01	\$41.74	\$1.57	\$177.31	+ 18.8%	+ 6.1%	+ 13.4%	+ 15.5%
Miami	\$115.11	\$30.26	\$5.58	\$150.95	+ 5.4%	+ 5.2%	+ 16.9%	+ 5.8%
Sarasota	\$112.56	\$29.87	\$3.55	\$145.99	+ 25.9%	+ 32.3%	+ 43.3%	+ 27.5%
Clearwater	\$100.07	\$37.06	\$0.00	\$137.13	+ 27.1%	+ 46.0%	- 100.0%	+ 31.7%
St. Petersburg	\$102.18	\$27.31	\$2.72	\$132.22	+ 34.7%	+ 20.9%	+ 530.7%	+ 33.7%
Ft. Lauderdale	\$96.07	\$26.16	\$2.73	\$124.96	+ 7.4%	+ 18.8%	- 17.3%	+ 8.9%
Ft. Myers	\$70.89	\$22.22	\$5.98	\$99.09	+ 4.2%	- 15.0%	- 6.2%	- 1.5%

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4b

CALENDAR YTD
DESTINATION
COMPARISONS

DESTINATION COMPARISONS | CYTD SUPPLY

	Hotel Supply (Rooms)	Δ% in Supply from CYTD 2023
	Total	Total
Miami	21,783,535	- 0.9%
Ft. Lauderdale	13,064,600	+ 0.3%
Palm Beach	6,390,497	+ 0.1%
Sarasota	4,150,049	- 0.2%
Ft. Myers	3,883,184	+ 13.5%
St. Petersburg	3,778,936	- 1.2%
Florida Keys	3,505,881	- 0.7%
Clearwater	3,016,400	0.0%
Naples	2,617,488	+ 10.9%

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DESTINATION COMPARISONS | CYTD DEMAND

	Hotel Demand (Rooms)				Δ% in Demand from CYTD 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	12,629,650	2,512,065	888,742	16,030,456	+ 2.1%	+ 1.5%	- 1.1%	+ 1.8%
Ft. Lauderdale	7,565,034	1,530,249	265,160	9,360,443	+ 2.2%	- 2.8%	- 27.6%	+ 0.2%
Palm Beach	3,335,203	931,043	97,822	4,364,069	+ 1.8%	- 1.8%	+ 3.1%	+ 1.0%
Sarasota	2,319,060	520,092	58,393	2,897,545	- 1.6%	+ 15.5%	- 1.7%	+ 1.1%
St. Petersburg	2,036,748	587,060	29,871	2,653,679	+ 0.6%	+ 1.9%	+ 23.9%	+ 1.1%
Florida Keys	2,229,569	282,965	12,998	2,525,531	- 3.8%	- 13.5%	+ 96.5%	- 4.8%
Ft. Myers	1,888,056	426,092	168,475	2,482,623	+ 4.6%	- 6.0%	+ 19.7%	+ 3.5%
Clearwater	1,695,563	477,687	0	2,173,250	- 1.0%	+ 13.8%	- 100.0%	+ 1.9%
Naples	1,190,939	483,437	881	1,675,257	+ 5.5%	+ 7.7%	- 61.5%	+ 6.0%

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DESTINATION COMPARISONS | CYTD OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from CYTD 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	58.0%	11.5%	4.1%	73.6%	+ 3.0%	+ 2.4%	- 0.1%	+ 2.8%
Clearwater	56.2%	15.8%	0.0%	72.0%	- 1.0%	+ 13.8%	- 100.0%	+ 1.9%
Florida Keys	63.6%	8.1%	0.4%	72.0%	- 3.1%	- 12.9%	+ 98.0%	- 4.1%
Ft. Lauderdale	57.9%	11.7%	2.0%	71.6%	+ 1.9%	- 3.1%	- 27.8%	- 0.1%
St. Petersburg	53.9%	15.5%	0.8%	70.2%	+ 1.8%	+ 3.2%	+ 25.4%	+ 2.4%
Sarasota	55.9%	12.5%	1.4%	69.8%	- 1.4%	+ 15.8%	- 1.4%	+ 1.3%
Palm Beach	52.2%	14.6%	1.5%	68.3%	+ 1.7%	- 1.9%	+ 3.1%	+ 0.9%
Naples	45.5%	18.5%	0.0%	64.0%	- 4.8%	- 2.9%	- 65.3%	- 4.3%
Ft. Myers	48.6%	11.0%	4.3%	63.9%	- 7.8%	- 17.2%	+ 5.5%	- 8.8%

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DESTINATION COMPARISONS | CYTD REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from CYTD 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	\$2,738.40	\$636.41	\$112.01	\$3,486.82	+ 1.6%	+ 3.1%	+ 10.1%	+ 2.1%
Ft. Lauderdale	\$1,334.07	\$331.27	\$37.02	\$1,702.36	- 1.1%	+ 0.2%	- 17.9%	- 1.3%
Palm Beach	\$825.48	\$246.51	\$13.18	\$1,085.17	+ 0.3%	+ 0.5%	+ 25.5%	+ 0.6%
Florida Keys	\$786.33	\$99.07	\$5.41	\$890.82	- 4.3%	- 14.3%	+ 154.4%	- 5.2%
Sarasota	\$458.06	\$100.25	\$7.99	\$566.30	- 3.7%	+ 20.6%	+ 26.0%	+ 0.2%
Naples	\$397.99	\$146.87	\$0.24	\$545.10	+ 18.4%	+ 23.3%	- 47.9%	+ 19.6%
St. Petersburg	\$397.50	\$102.90	\$3.40	\$503.80	- 2.8%	+ 5.7%	+ 44.0%	- 0.9%
Clearwater	\$349.49	\$89.90	\$0.00	\$439.39	- 1.7%	+ 19.0%	- 100.0%	+ 1.9%
Ft. Myers	\$312.11	\$75.92	\$24.70	\$412.73	+ 4.2%	- 10.4%	+ 47.9%	+ 2.9%

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DESTINATION COMPARISONS | CYTD DAILY RATE

	Hotel 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	\$352.68	\$350.13	\$416.51	\$352.72	- 0.5%	- 0.9%	+ 29.5%	- 0.4%
Naples	\$334.18	\$303.81	\$273.23	\$325.38	+ 12.2%	+ 14.5%	+ 35.1%	+ 12.8%
Palm Beach	\$247.50	\$264.77	\$134.70	\$248.66	- 1.4%	+ 2.4%	+ 21.7%	- 0.4%
Miami	\$216.82	\$253.34	\$126.03	\$217.51	- 0.5%	+ 1.6%	+ 11.3%	+ 0.3%
Clearwater	\$206.12	\$188.19	\$0.00	\$202.18	- 0.7%	+ 4.6%	- 100.0%	0.0%
Sarasota	\$197.52	\$192.76	\$136.76	\$195.44	- 2.1%	+ 4.4%	+ 28.1%	- 0.9%
St. Petersburg	\$195.17	\$175.28	\$113.71	\$189.85	- 3.4%	+ 3.7%	+ 16.2%	- 2.0%
Ft. Lauderdale	\$176.35	\$216.48	\$139.62	\$181.87	- 3.2%	+ 3.1%	+ 13.3%	- 1.4%
Ft. Myers	\$165.31	\$178.17	\$146.62	\$166.25	- 0.4%	- 4.6%	+ 23.5%	- 0.5%

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DESTINATION COMPARISONS | CYTD REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from CYTD 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$224.29	\$28.26	\$1.54	\$254.09	- 3.6%	- 13.6%	+ 156.3%	- 4.5%
Naples	\$152.05	\$56.11	\$0.09	\$208.25	+ 6.8%	+ 11.2%	- 53.0%	+ 7.9%
Palm Beach	\$129.17	\$38.57	\$2.06	\$169.81	+ 0.3%	+ 0.5%	+ 25.5%	+ 0.6%
Miami	\$125.71	\$29.22	\$5.14	\$160.07	+ 2.5%	+ 4.1%	+ 11.1%	+ 3.1%
Clearwater	\$115.86	\$29.80	\$0.00	\$145.67	- 1.7%	+ 19.0%	- 100.0%	+ 1.9%
Sarasota	\$110.37	\$24.16	\$1.92	\$136.46	- 3.5%	+ 20.9%	+ 26.3%	+ 0.4%
St. Petersburg	\$105.19	\$27.23	\$0.90	\$133.32	- 1.6%	+ 7.0%	+ 45.7%	+ 0.3%
Ft. Lauderdale	\$102.11	\$25.36	\$2.83	\$130.30	- 1.4%	- 0.1%	- 18.2%	- 1.6%
Ft. Myers	\$80.38	\$19.55	\$6.36	\$106.29	- 8.2%	- 21.0%	+ 30.3%	- 9.3%

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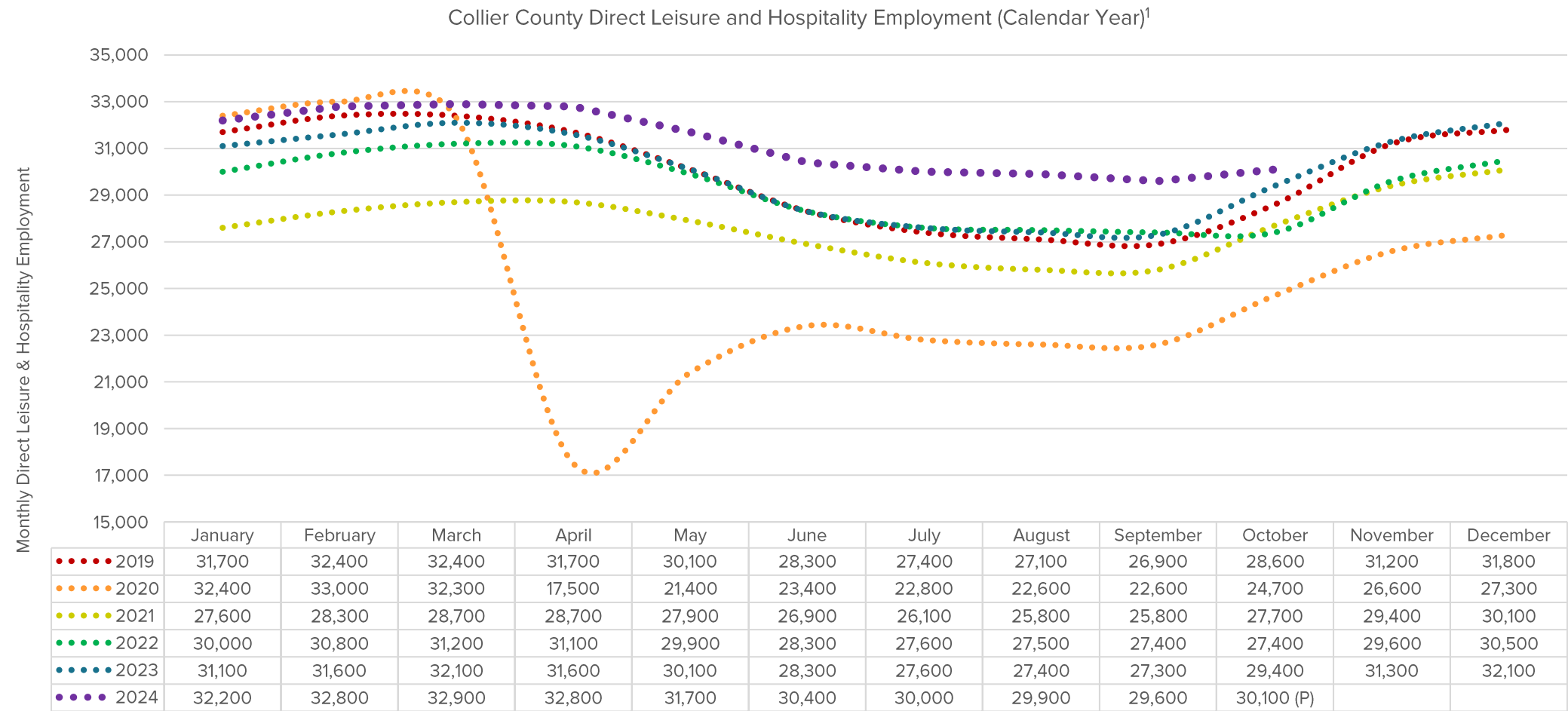
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INDUSTRY
DATA

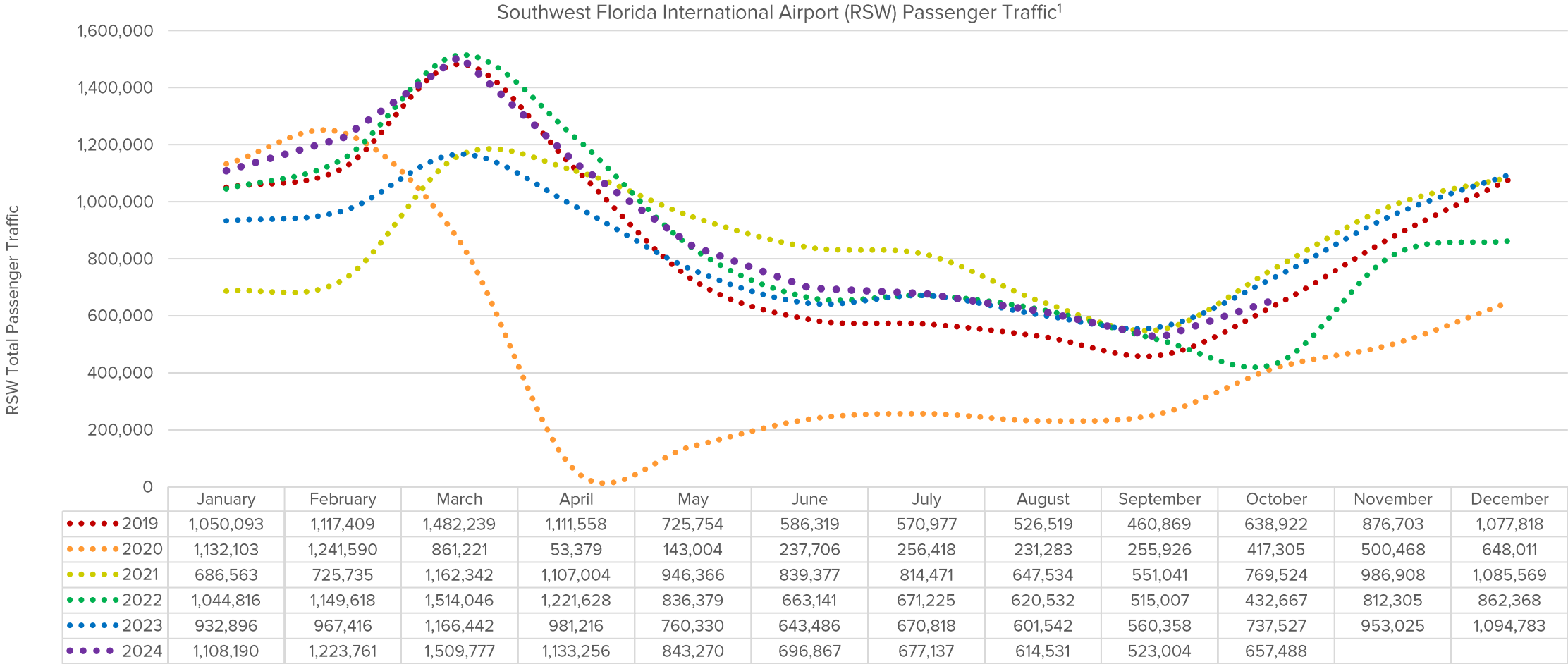
INDUSTRY DATA | CURRENT EMPLOYMENT



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

(P) Preliminary.

INDUSTRY DATA | RSW PASSENGER TRAFFIC



¹SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | LICENSED RENTAL UNITS

November 2024 Licensed Transient Rental Units ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	5,315	1,368	2,676	9,359
Marco Island	1,299	97	1,999	3,395
Immokalee	0	70	104	174
Golden Gate	0	116	0	116
Everglades City	38	36	21	95
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	4,816	13,173

¹SOURCE: Florida Department of Business & Professional Regulation.

Questions?

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A full-page background image showing a man and a woman paddleboarding on the ocean at sunset. The sky is filled with large, dramatic clouds illuminated by the low sun, creating a warm orange and yellow glow. The couple is silhouetted against the bright horizon. 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