



# NAPLES • MARCO ISLAND EVERGLADES<sup>SM</sup>

FLORIDA'S PARADISE COAST

October 2024 Monthly Visitor Dashboard

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1

MONTHLY  
SNAPSHOT

- In October 2024, overall occupancy rate decreased 3.2% compared to October 2023, coming in at 47.8%. This was due to the increase in the number of room nights available (+7.2%) being larger than the increase in the number of room nights occupied (+3.7%). The former was driven by continued recovery post-Hurricane Ian, as well as some new property openings in recent months.
- Average Daily Rate (ADR) decreased 8.5% year-over-year, which resulted in a Revenue Per Available Room (RevPAR) of \$107.73, a decrease of 11.5% from \$121.70 in October 2023.
- Direct Spending by visitors and Total Economic Impact of Tourism in October increased by 1.9% and 1.7%, respectively.
- In October 2024, a larger share of visitors came to the area to visit their friends or relatives, up from 20% to 26% of visitors. Daytrippers also made up a larger share of visitors, up from 6% to 10%.
- Visitors in October 2024 also had an 8% higher median household income than those who visited in October 2023 (\$150k→\$162k). Significantly less visitors were first-time visitors to the area, down from 33% to 21% of visitors.





# 2a

EXECUTIVE  
MONTHLY  
SUMMARY

VISITORS

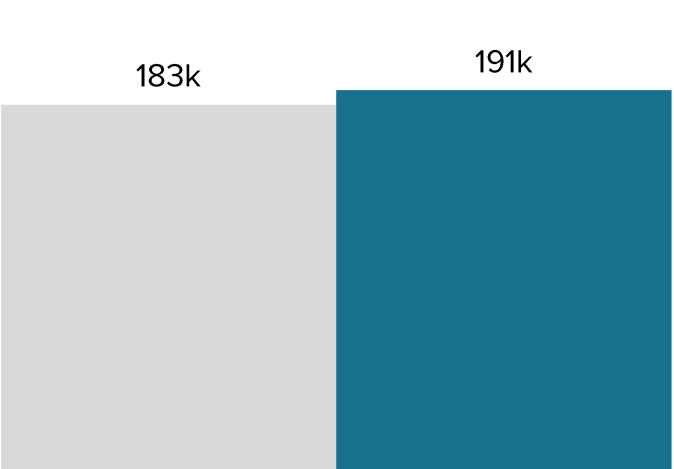
190,800

ROOM NIGHTS

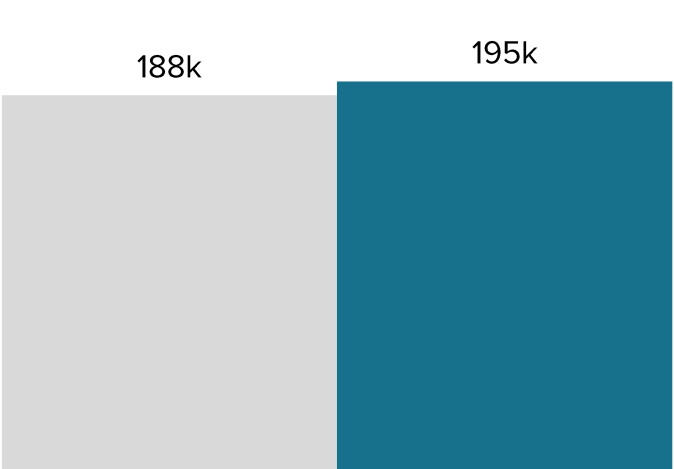
195,200

VISITOR DAYS

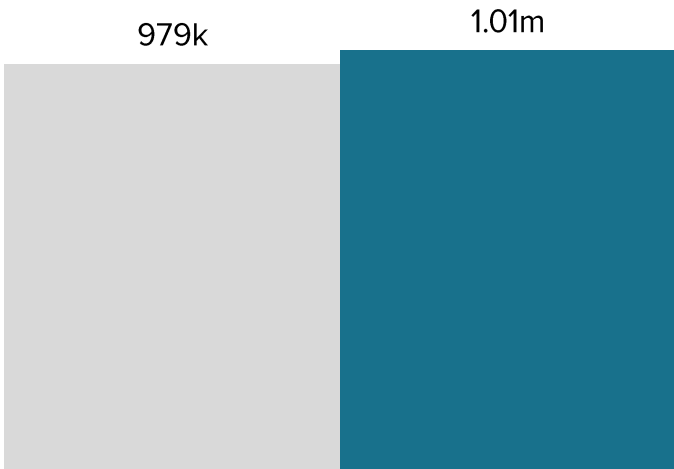
1,013,100



+ 4.0% from 2023



+ 3.7% from 2023



+ 3.4% from 2023

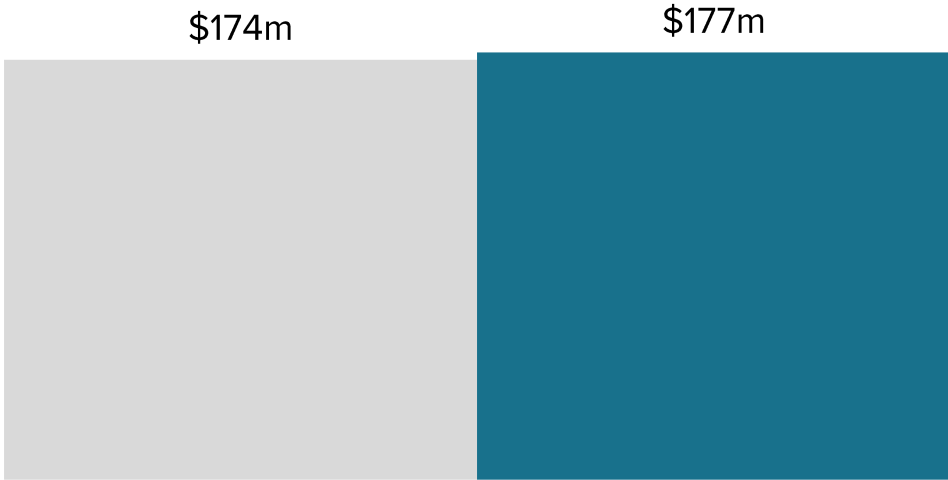
■ Oct-23 ■ Oct-24

DIRECT SPENDING  
**\$127,527,900**



+ 1.9% from 2023

ECONOMIC IMPACT  
**\$176,753,700**



+ 1.7% from 2023

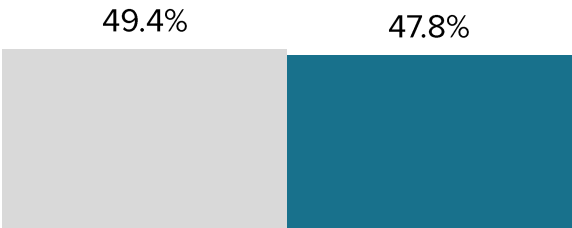
<sup>1</sup>The IMPLAN multiplier for Collier County was 1.388 for 2023 and is 1.386 in 2024.

■ Oct-23 ■ Oct-24

# OCTOBER 2024 | OVERALL LODGING METRICS<sup>1,2</sup>

## OCCUPANCY RATE

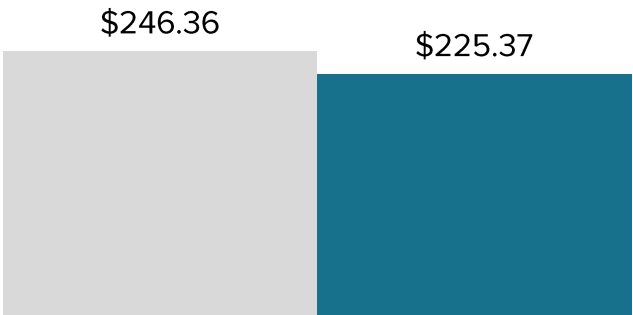
47.8%



- 3.2% from 2023

## AVERAGE DAILY RATE

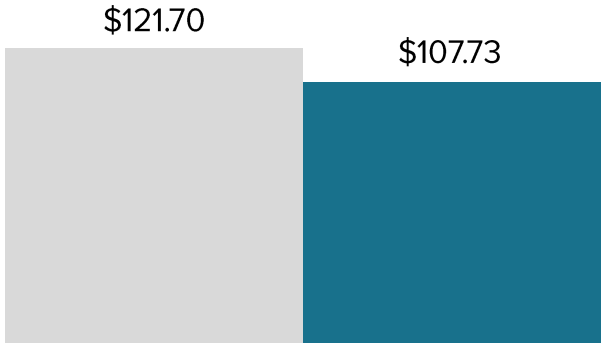
\$225.37



- 8.5% from 2023

## REVENUE PER AVAILABLE ROOM

\$107.73



- 11.5% from 2023

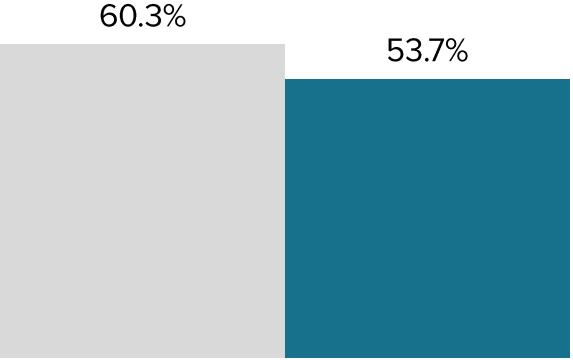
■ Oct-23 ■ Oct-24

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



OCCUPANCY RATE<sup>3</sup>

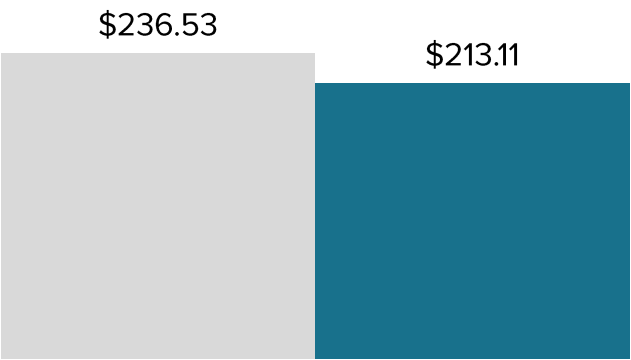
53.7%



- 11.0% from 2023

AVERAGE DAILY RATE

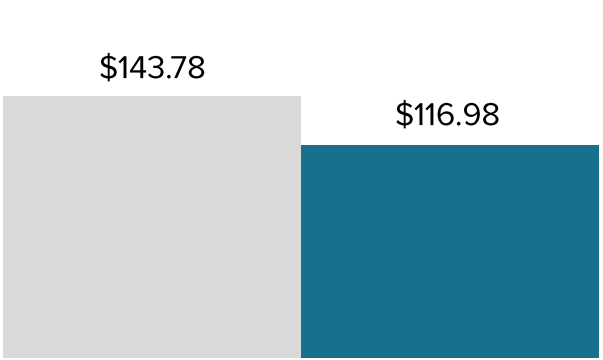
\$213.93



- 9.5% from 2023

REVENUE PER AVAILABLE ROOM

\$114.92



- 19.4% from 2023

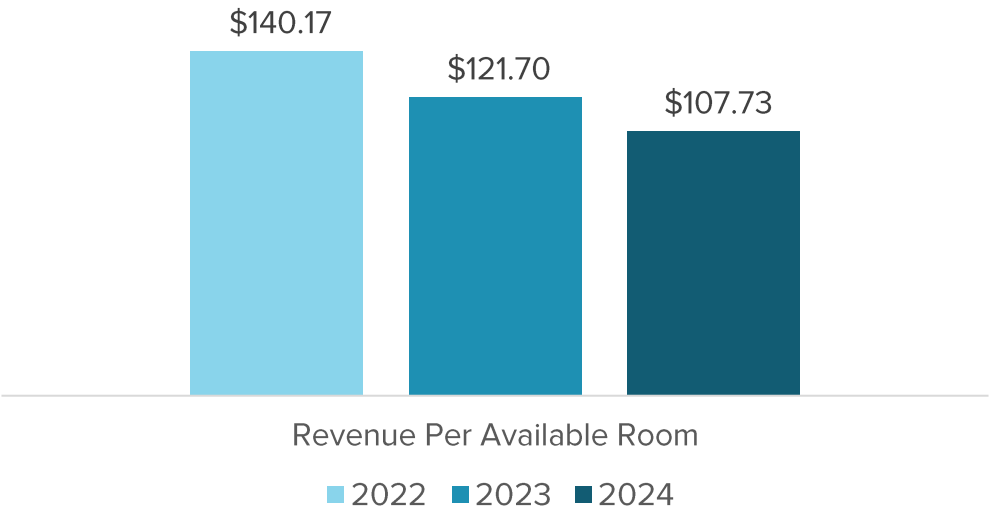
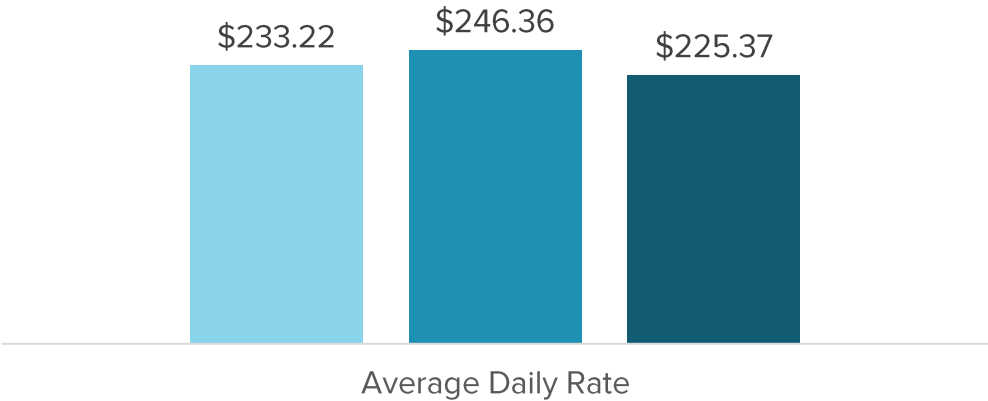
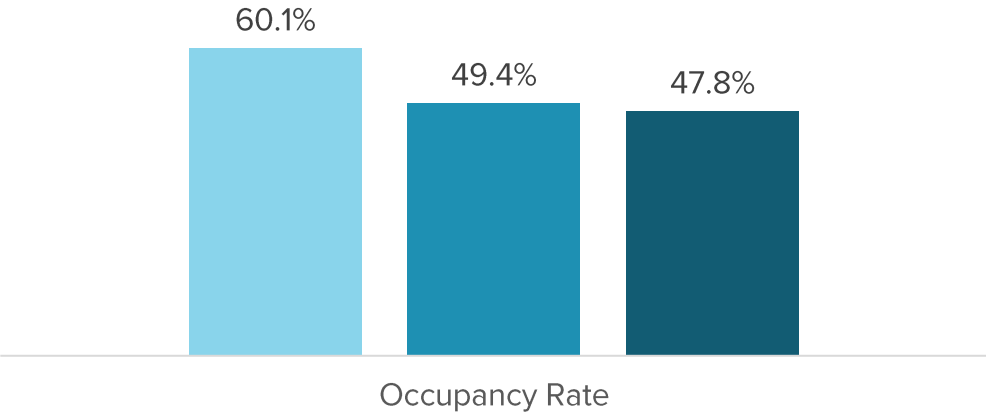
<sup>1</sup>Source: STR data

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

<sup>3</sup> Although Occupancy Rate was down 11.0% year-over-year, this was largely due to the increased number of available units in Oct 2024, as occupied hotel room nights were actually up 2.6% year-over-year.

■ Oct-23 ■ Oct-24

# OCTOBER | OVERALL LODGING METRICS TREND<sup>1</sup>



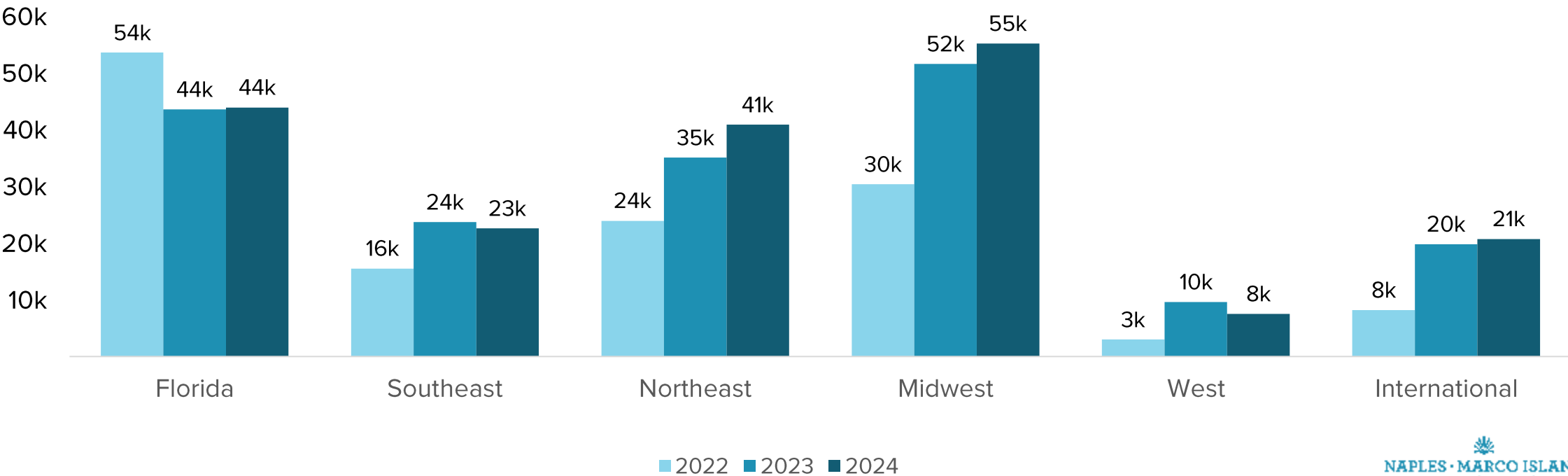
<sup>1</sup>Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

FLORIDA VISITORS

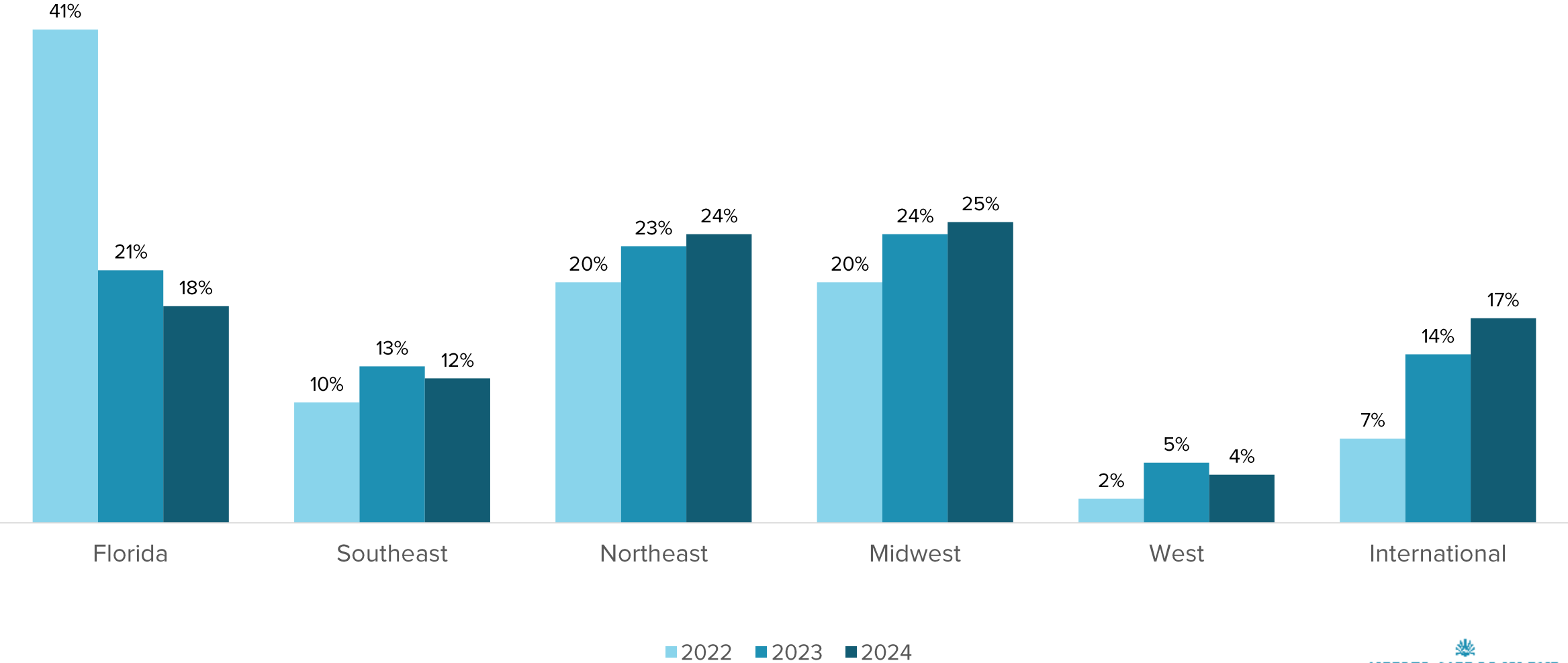
43,900

OUT-OF-STATE VISITORS

146,900



# OCTOBER | OVERNIGHT VISITOR ORIGIN TREND





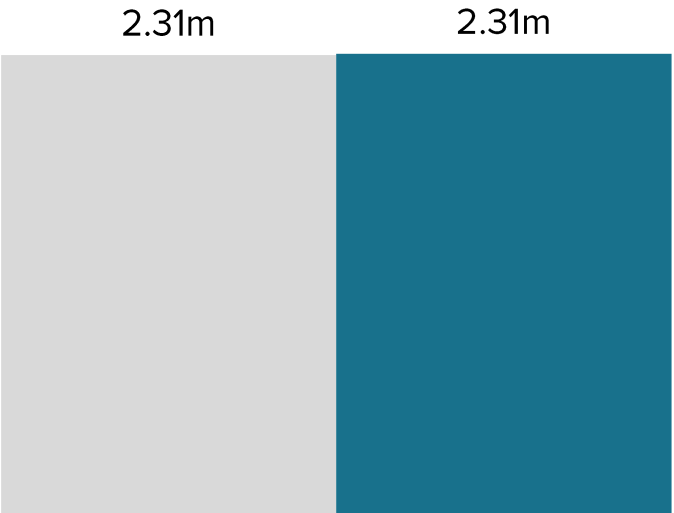


# 2b

EXECUTIVE  
CALENDAR  
YEAR-TO-DATE  
(CYTD)  
SUMMARY

CYTD VISITORS

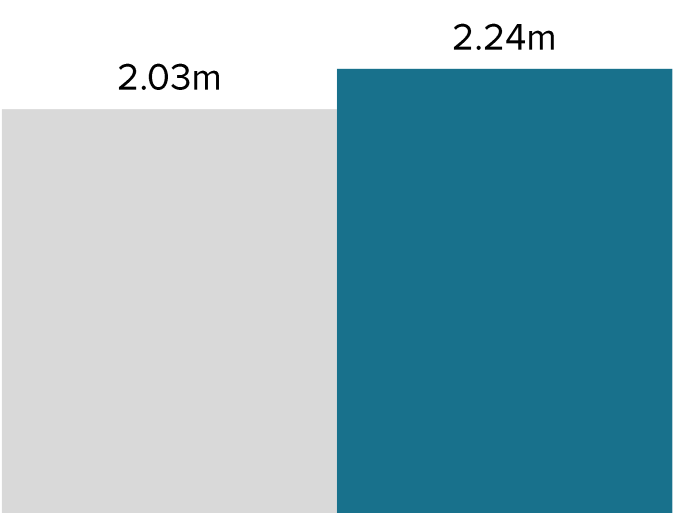
2,312,600



+ 0.3% from CY23

CYTD ROOM NIGHTS

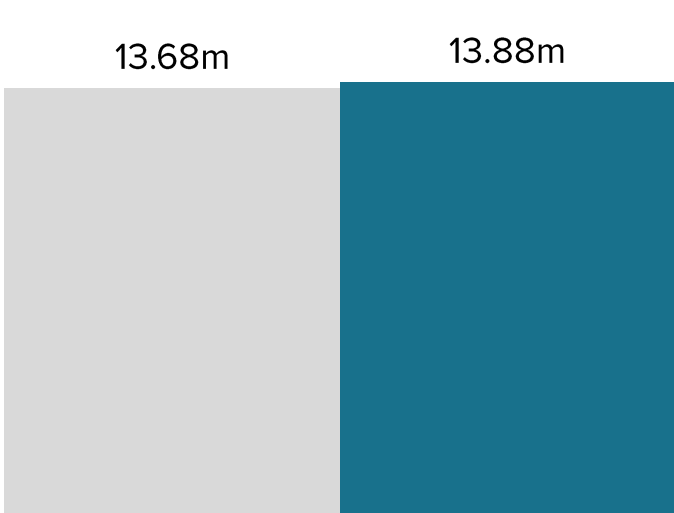
2,236,100



+ 9.9% from CY23

CYTD VISITOR DAYS

13,879,300



+ 1.4% from CY23

■ CY23 ■ CY24

CYTD DIRECT SPENDING

\$2,381,886,300

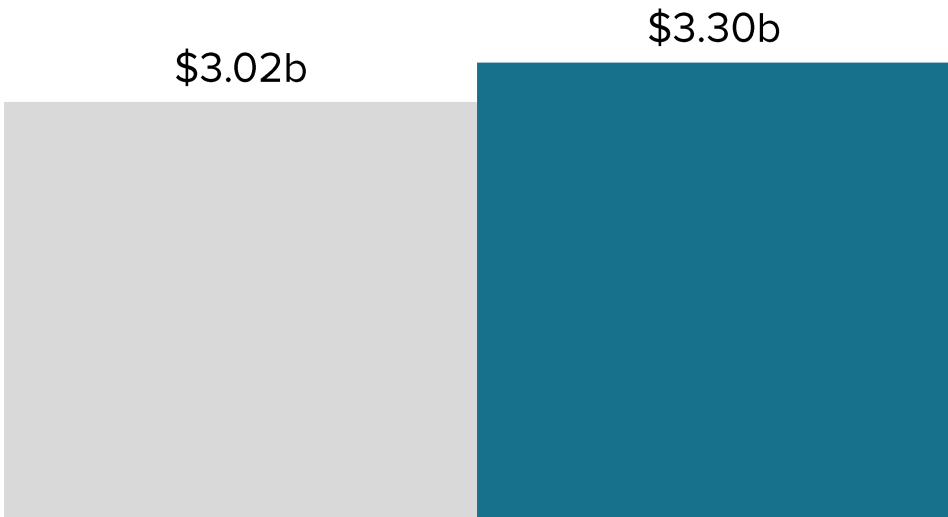
+ 10.5% from CY23



CYTD ECONOMIC IMPACT

\$3,301,294,500

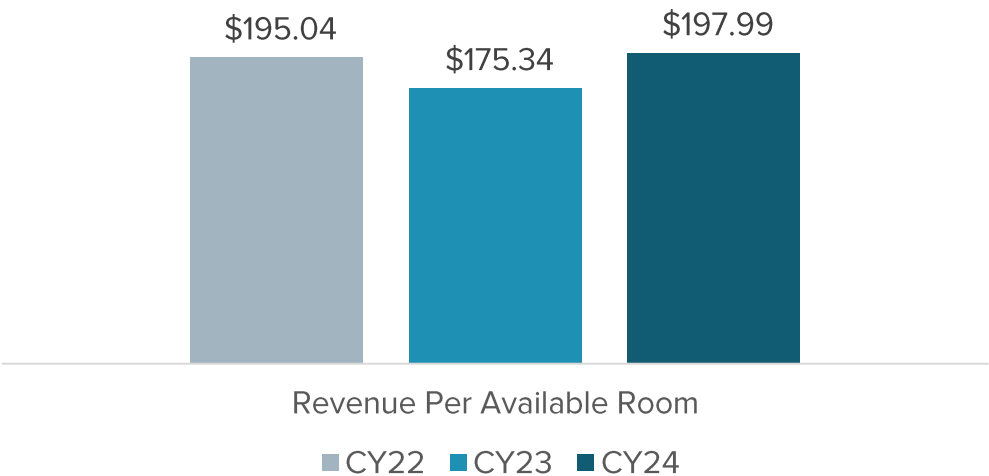
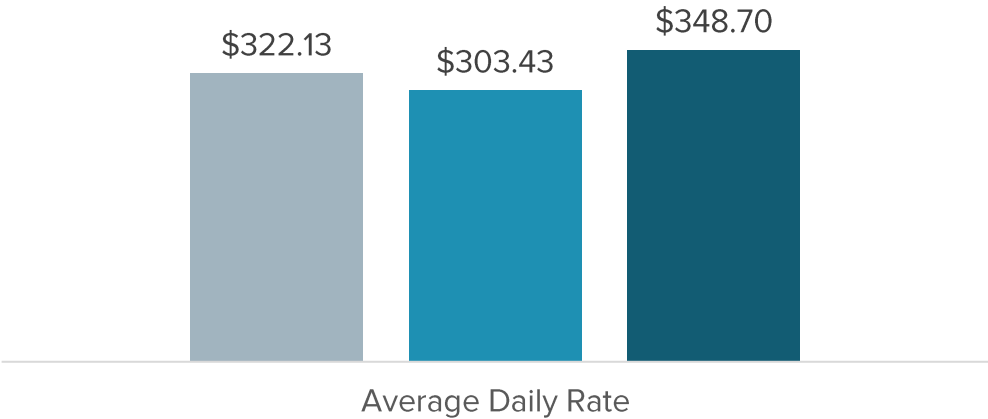
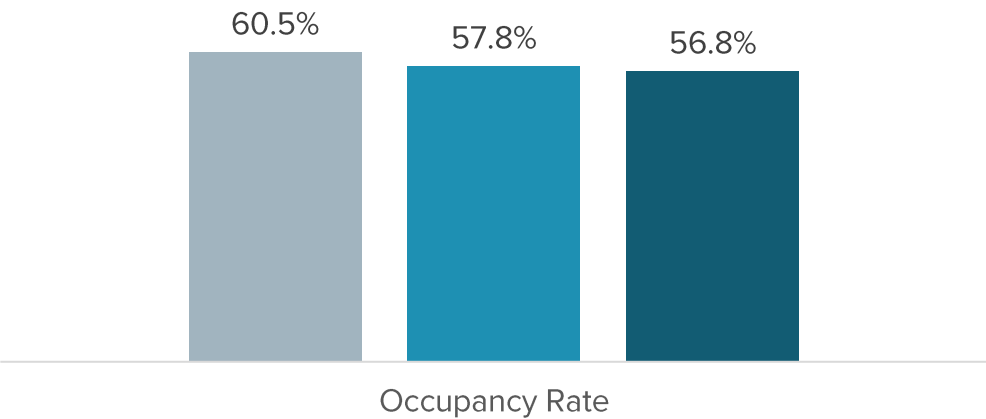
+ 9.4% from CY23<sup>1</sup>



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

■ CY23   ■ CY24

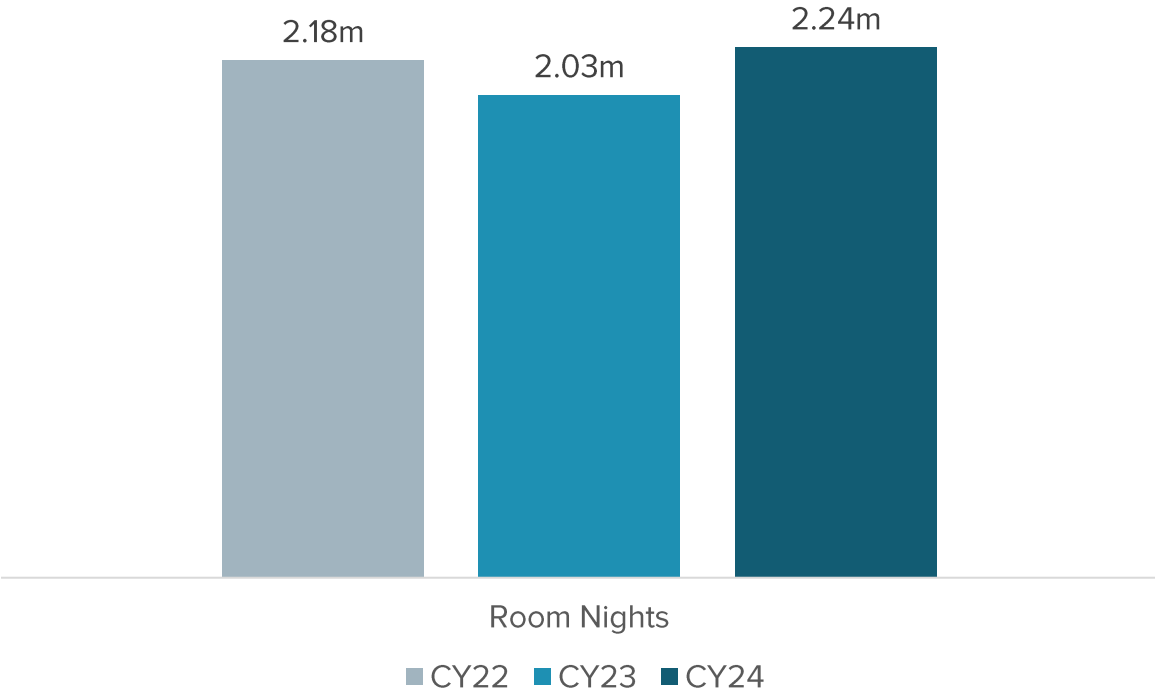
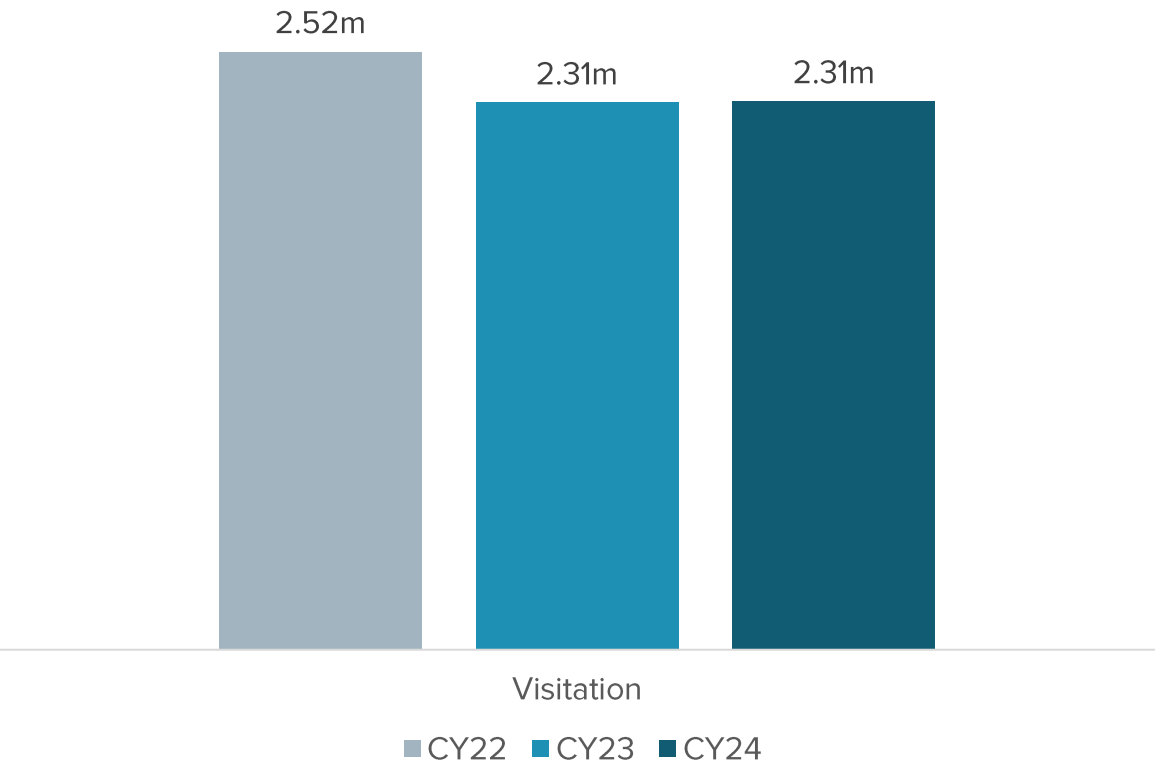
# CYTD | 2022-2024 OVERALL LODGING METRICS<sup>1</sup>



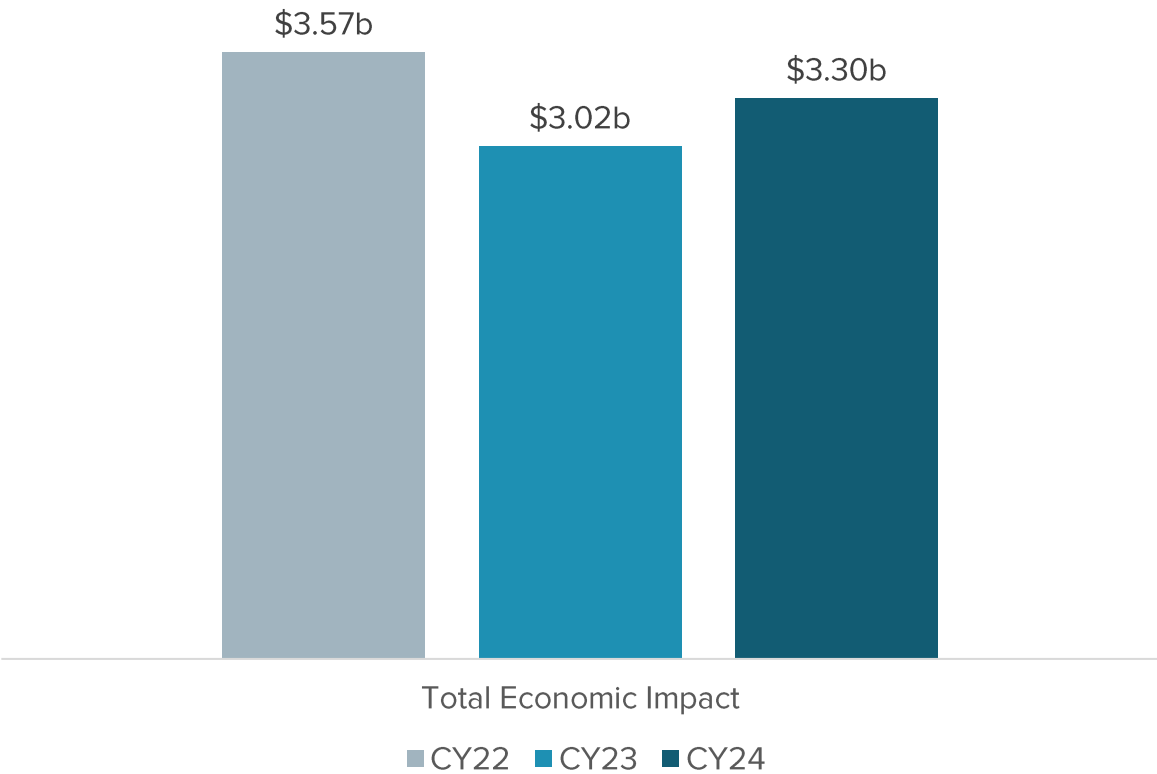
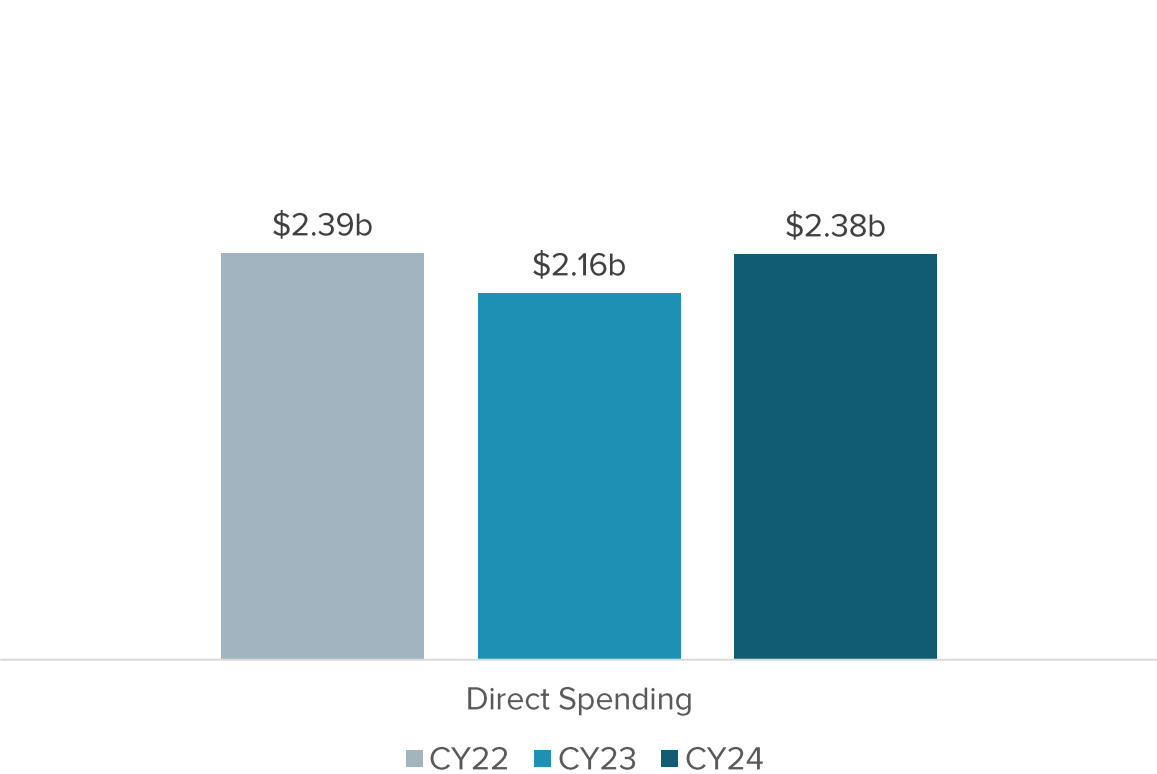
<sup>1</sup>Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.



# CYTD | 2022-2024 VISITATION & ROOM NIGHTS<sup>1</sup>



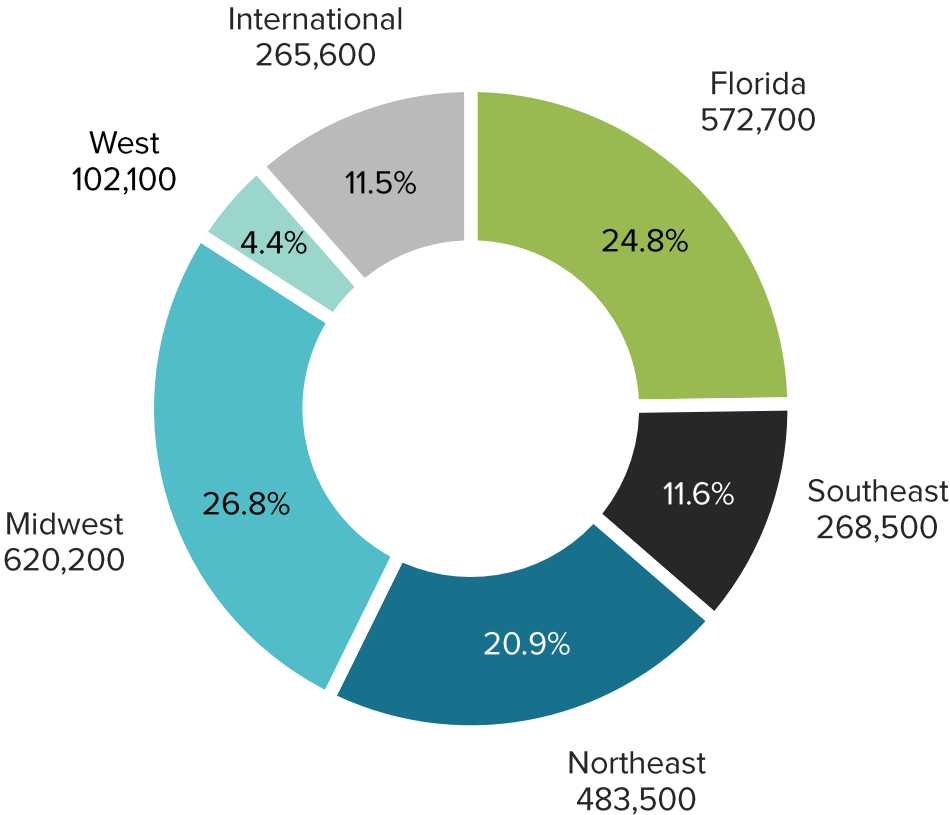
<sup>1</sup>Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.



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# CYTD | VISITOR ORIGIN

Region	CYTD 2023		CYTD 2024		Percent Change (±Δ%)	
	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Florida	588,100	25.5%	572,700	24.8%	-2.6%	-2.9%
Southeast	258,800	11.2%	268,500	11.6%	+3.7%	+3.5%
Northeast	460,800	20.0%	483,500	20.9%	+4.9%	+4.6%
Midwest	635,600	27.6%	620,200	26.8%	-2.4%	-2.7%
West	109,300	4.7%	102,100	4.4%	-6.6%	-6.8%
Canada	108,600	4.7%	98,600	4.3%	-9.2%	-9.5%
Europe	89,100	3.9%	111,900	4.8%	+25.6%	+25.2%
C/S America	30,900	1.3%	34,500	1.5%	+11.7%	+11.3%
Other	24,900	1.1%	20,600	0.9%	-17.3%	-17.5%
Total	2,306,100	100.0%	2,312,600	100.0%		



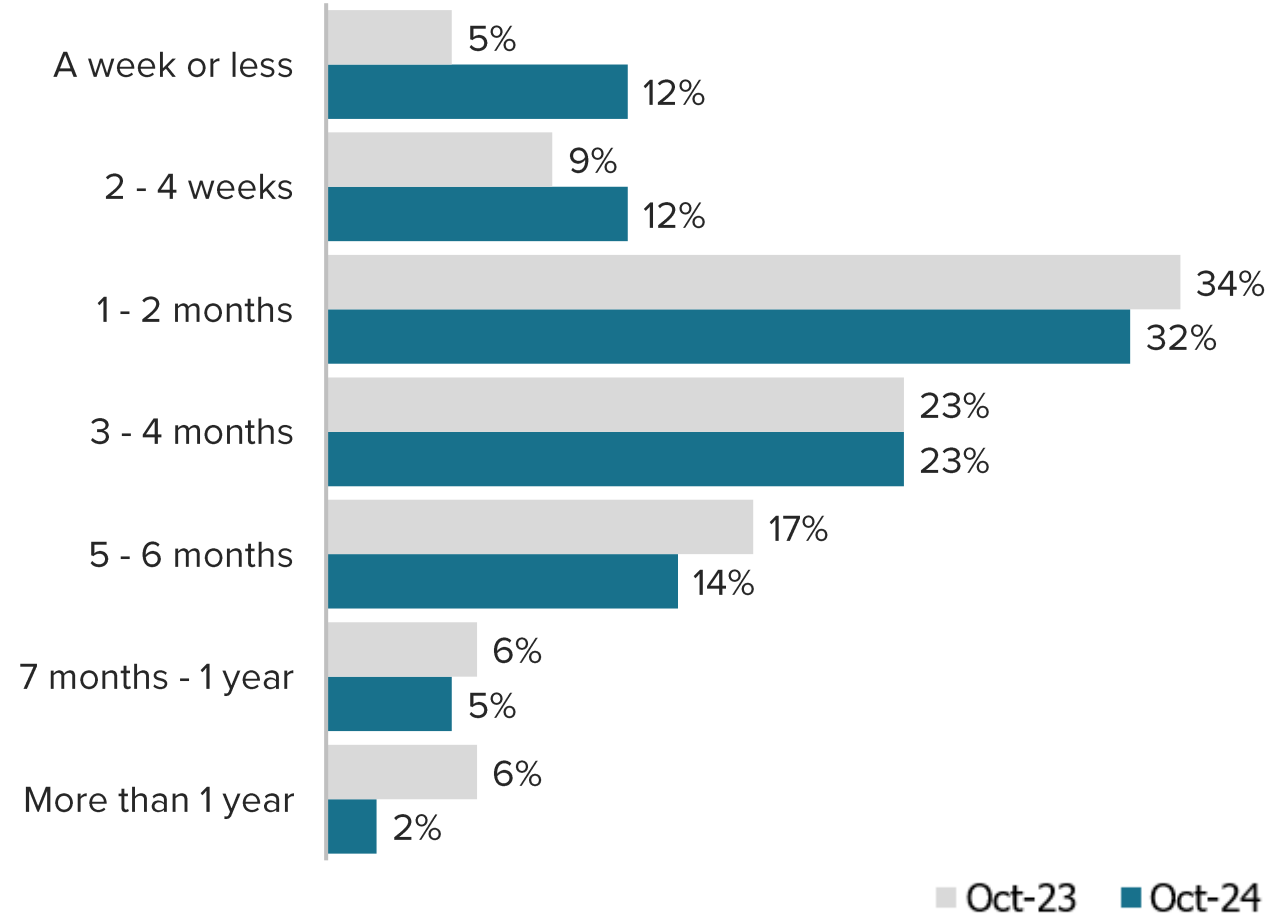


# 3a

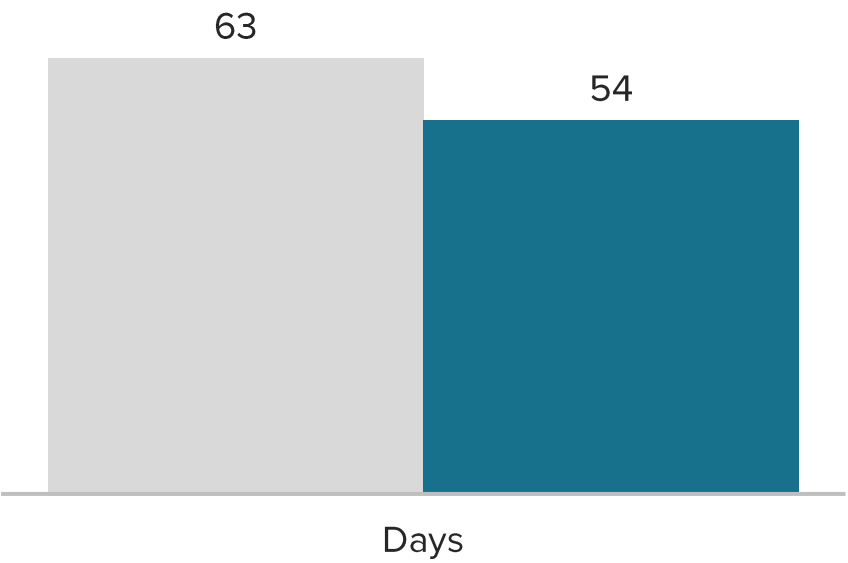
DETAILED FINDINGS:  
PRE-VISIT



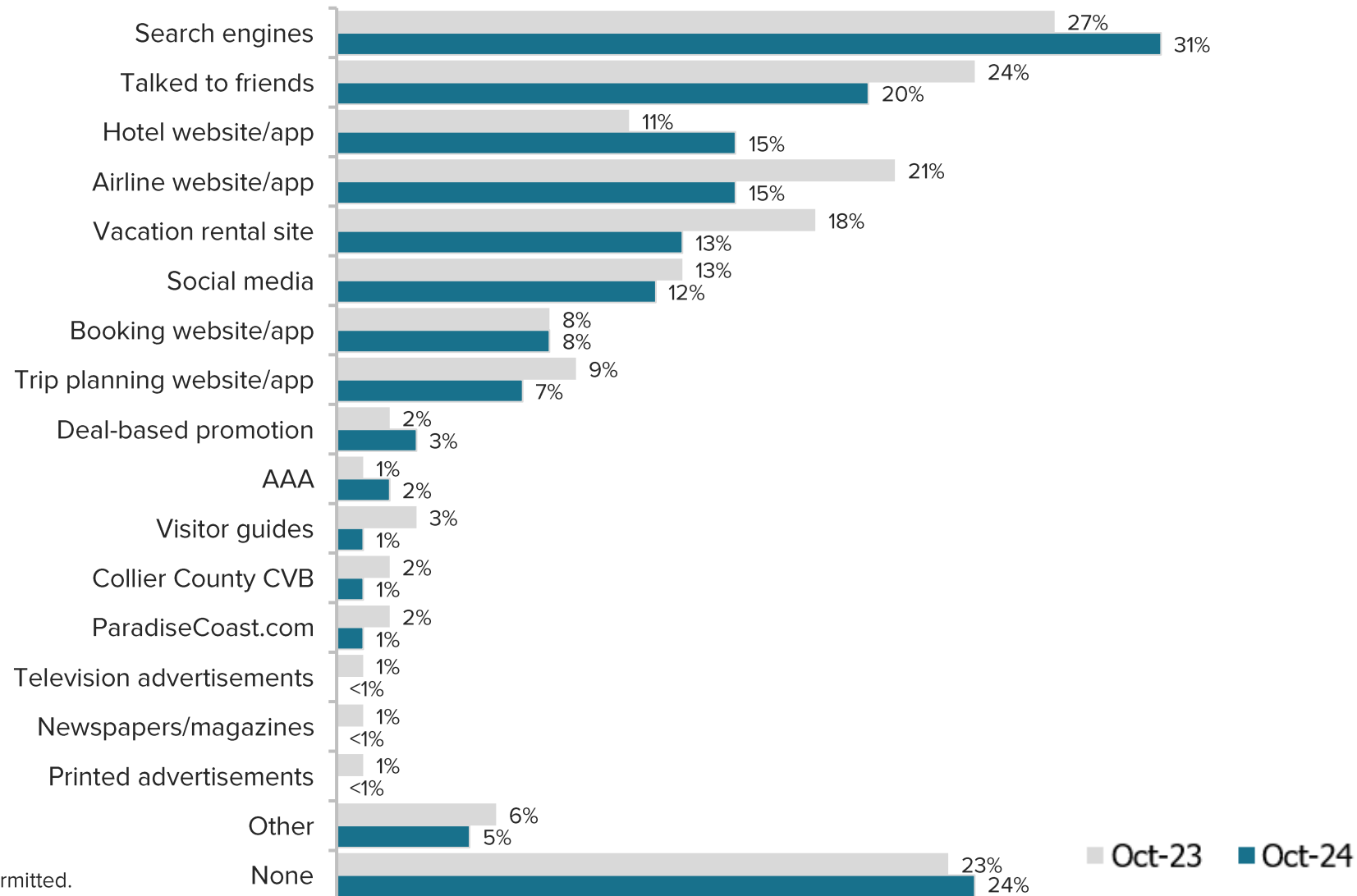
# DETAILED FINDINGS | TRIP PLANNING CYCLE



## Median Trip Planning Time

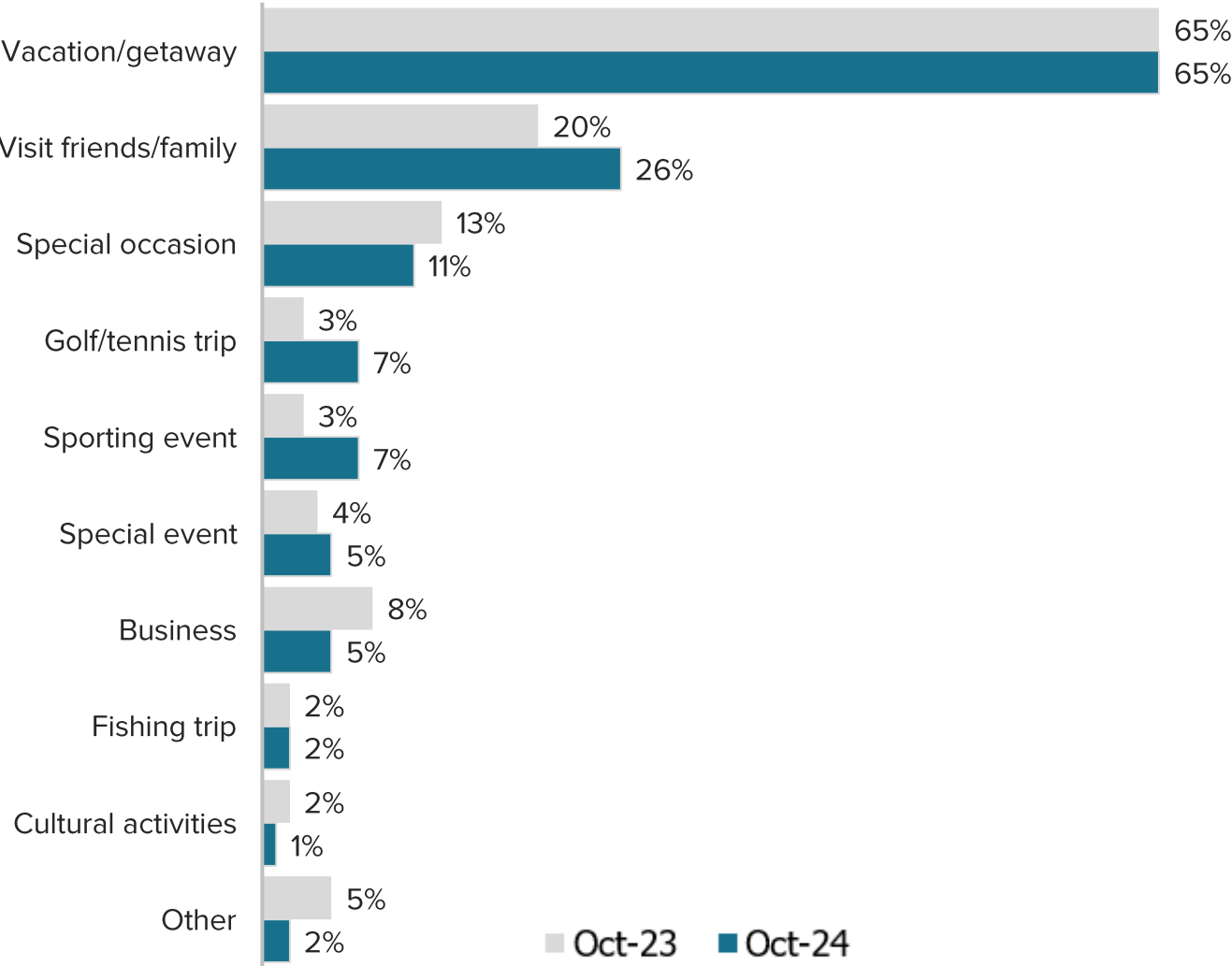


# DETAILED FINDINGS | TRIP PLANNING SOURCES<sup>1</sup>



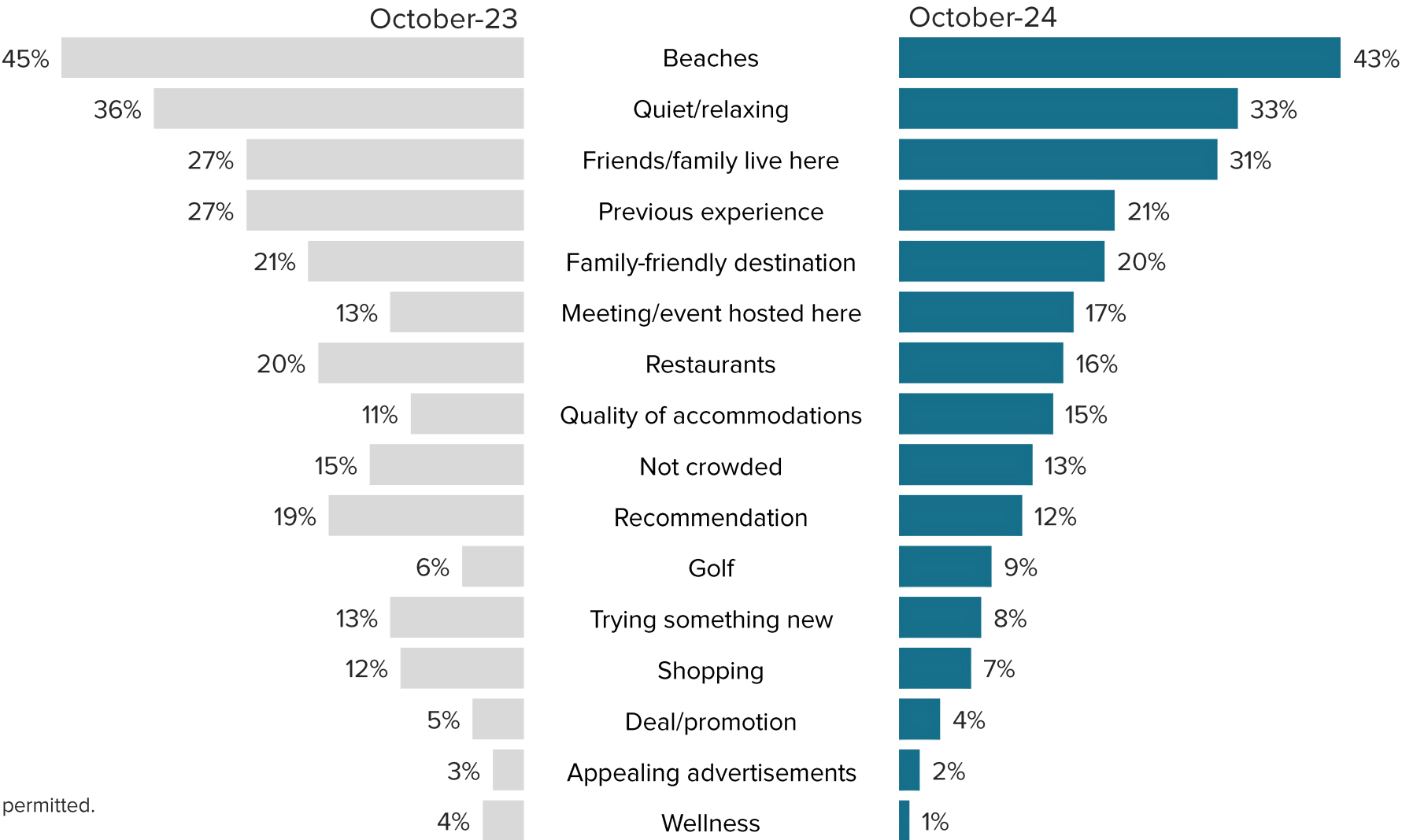
<sup>1</sup>Multiple responses permitted.

# DETAILED FINDINGS | REASONS FOR VISITING<sup>1</sup>



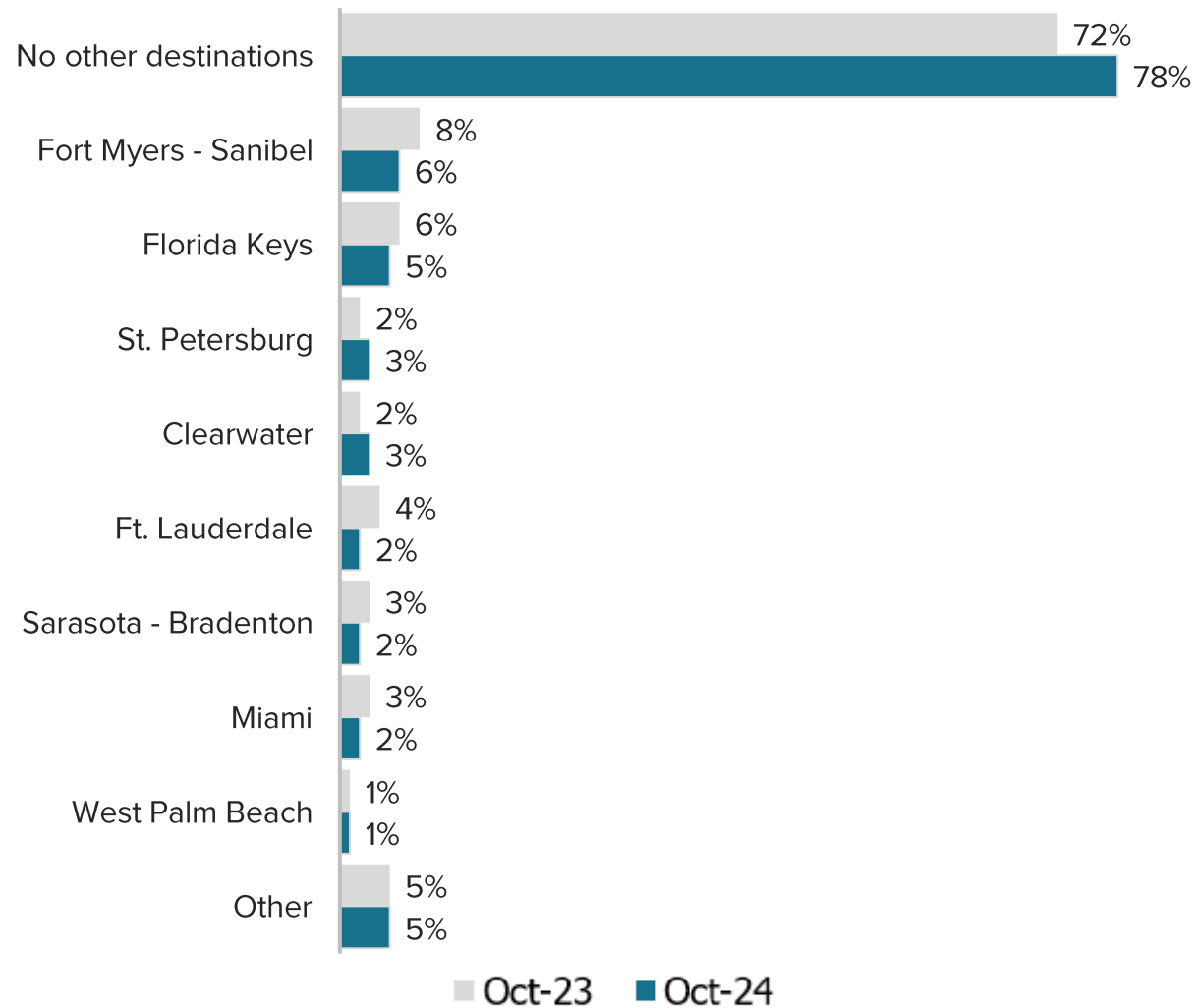
<sup>1</sup>Multiple responses permitted.

# DETAILED FINDINGS | REASONS FOR CHOOSING<sup>1</sup>



<sup>1</sup>Multiple responses permitted.

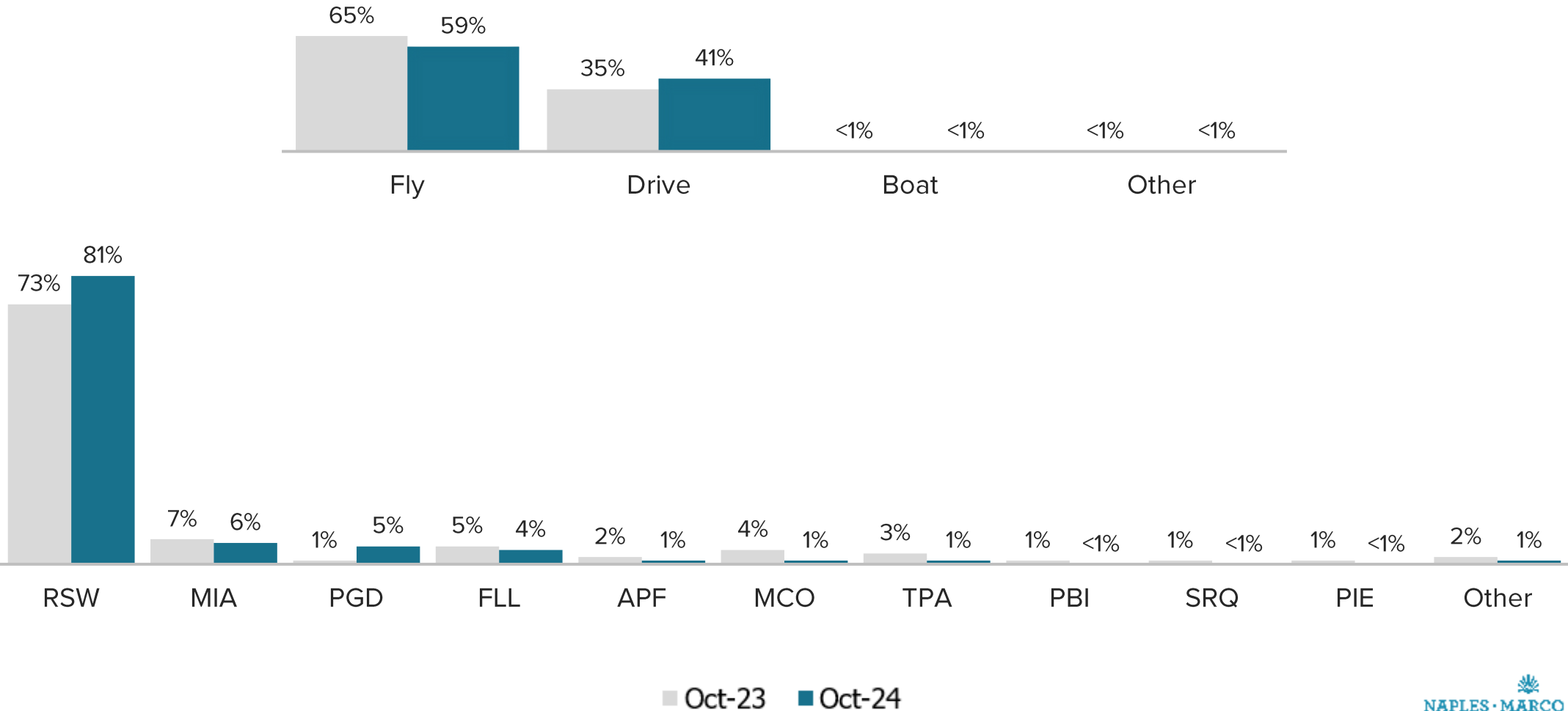
# DETAILED FINDINGS | DESTINATIONS CONSIDERED<sup>1</sup>



<sup>1</sup>Multiple responses permitted.



# DETAILED FINDINGS | TRANSPORTATION





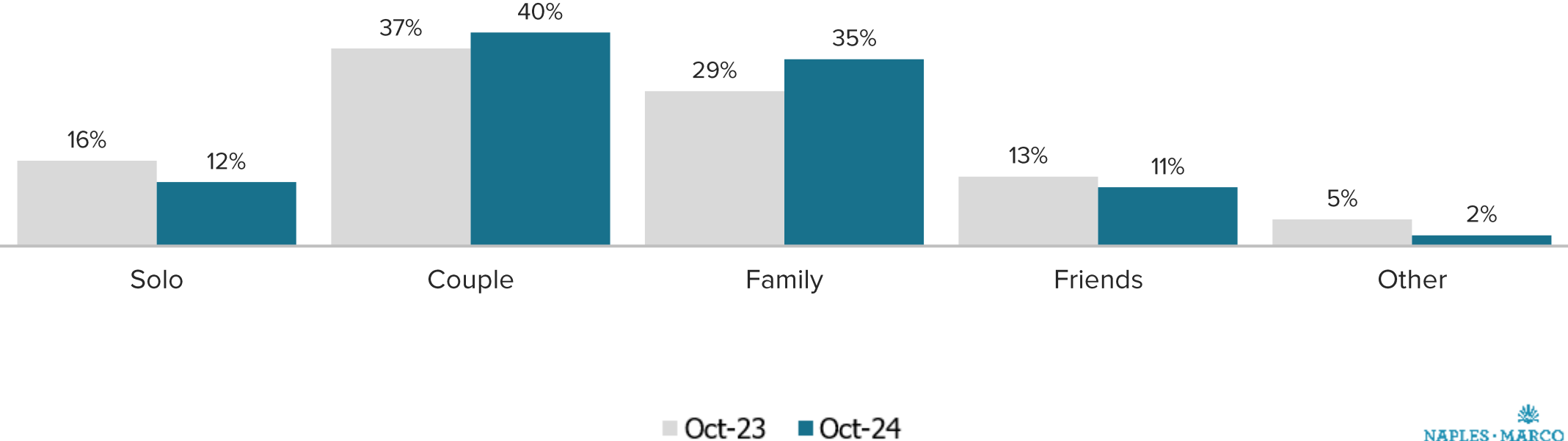


# 3b

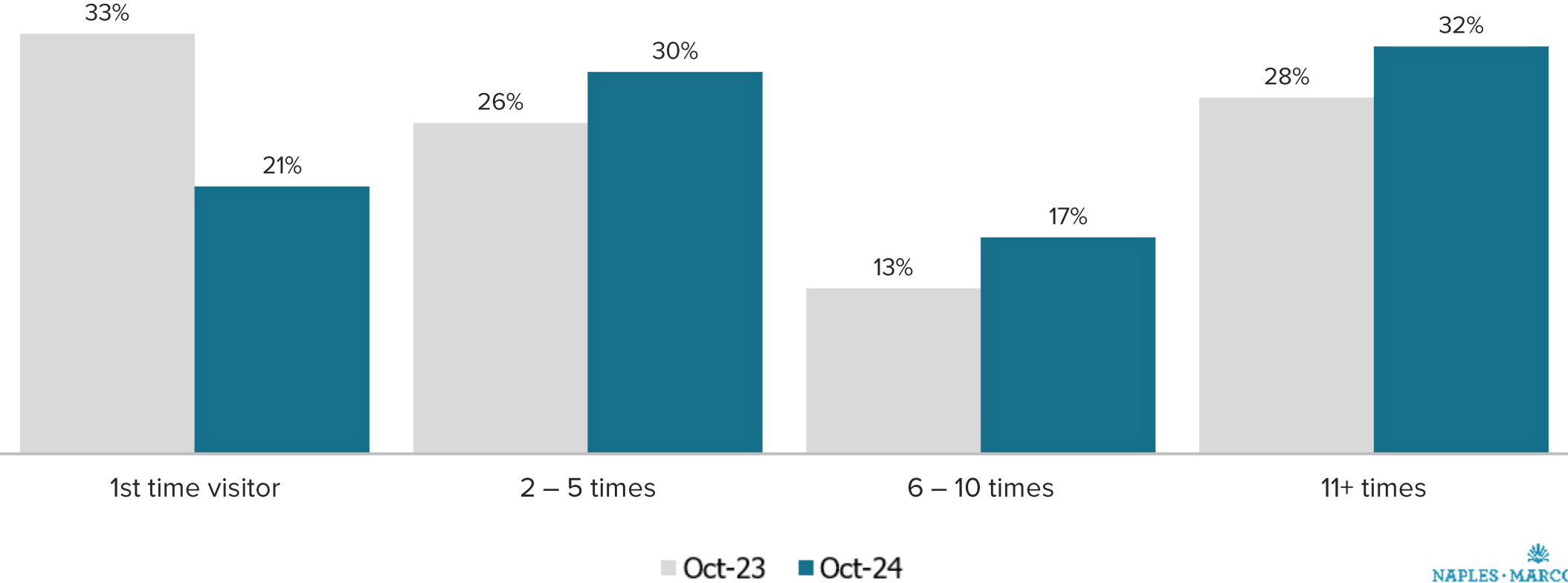
DETAILED FINDINGS:  
TRAVEL PARTY  
PROFILE



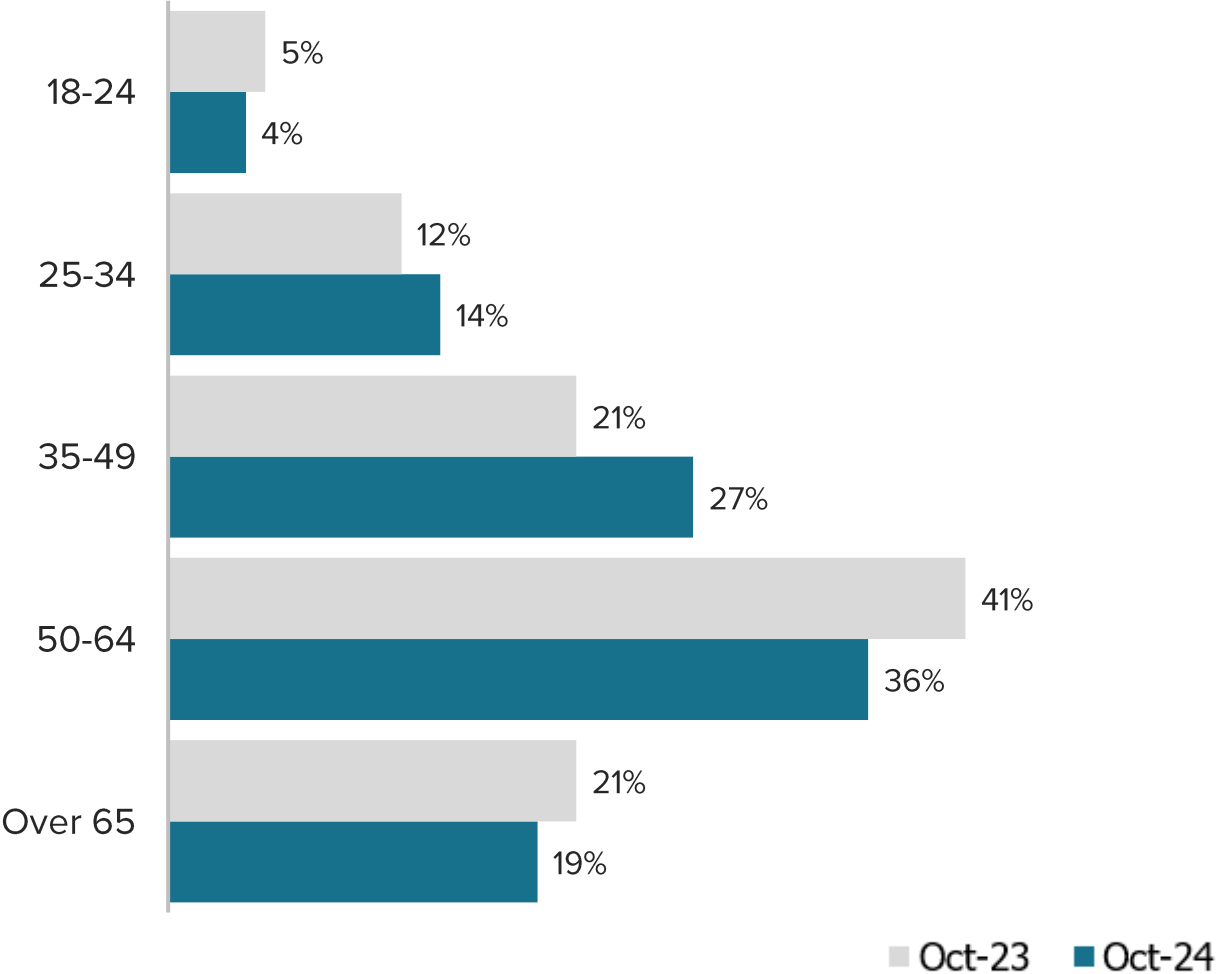
# DETAILED FINDINGS | TRAVEL PARTY TYPE



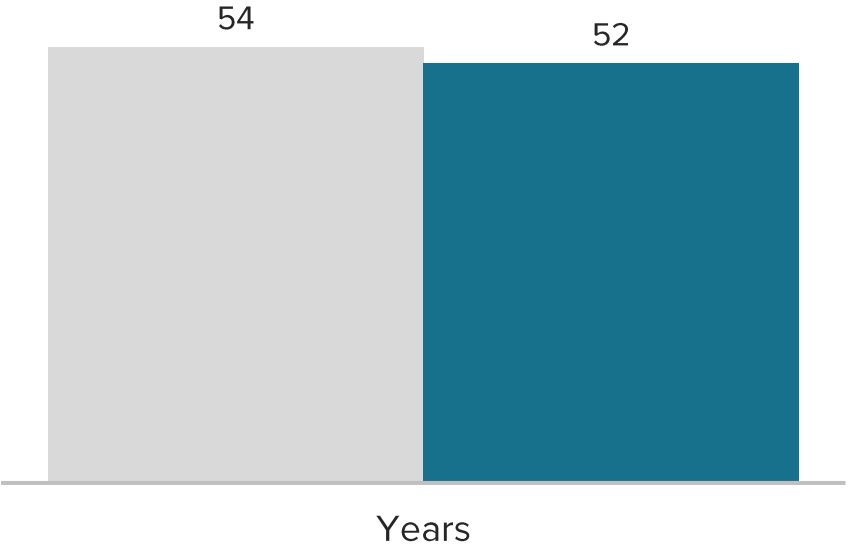
# DETAILED FINDINGS | PREVIOUS VISITS



# DETAILED FINDINGS | VISITOR AGES

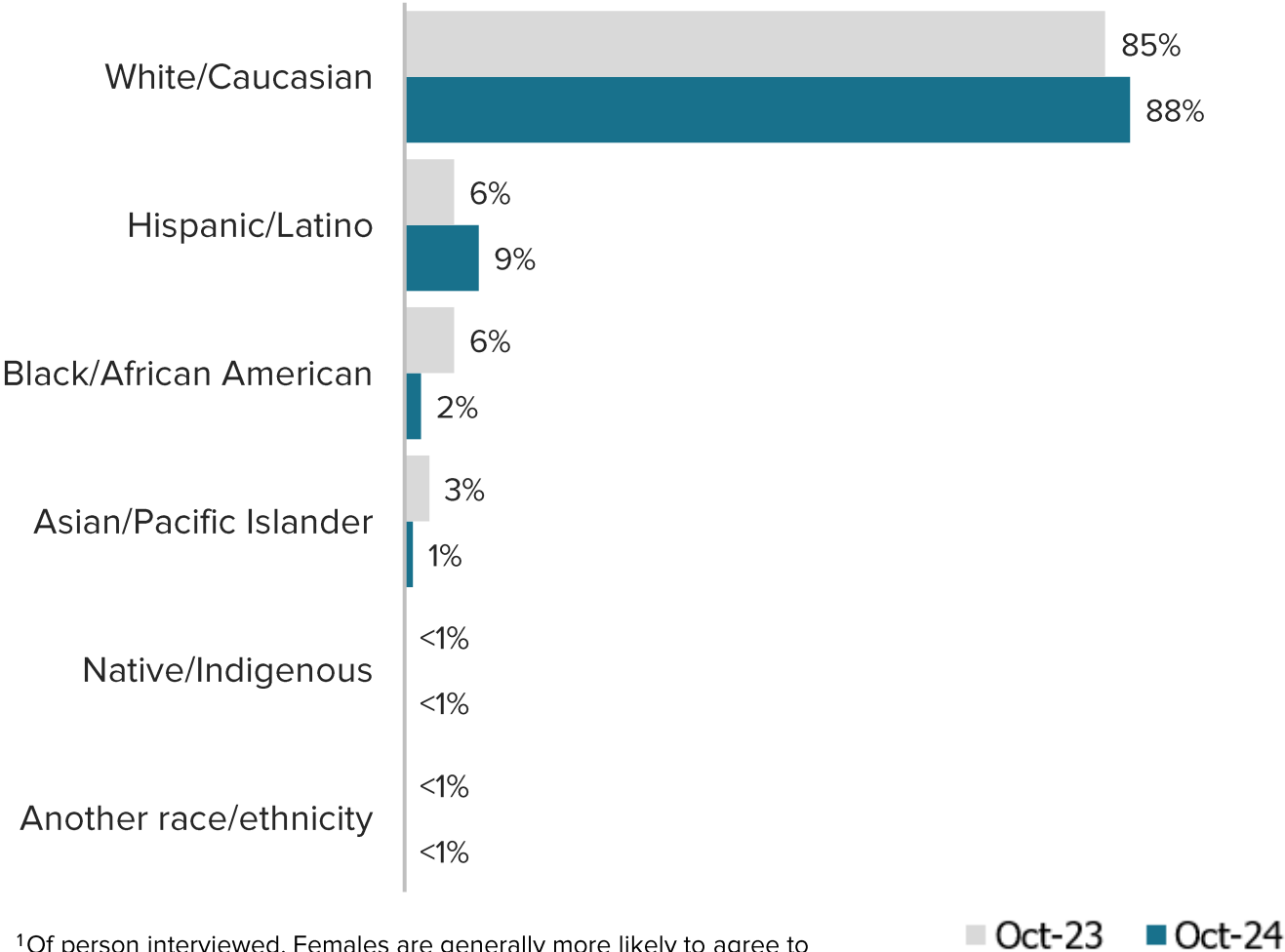


Median Age

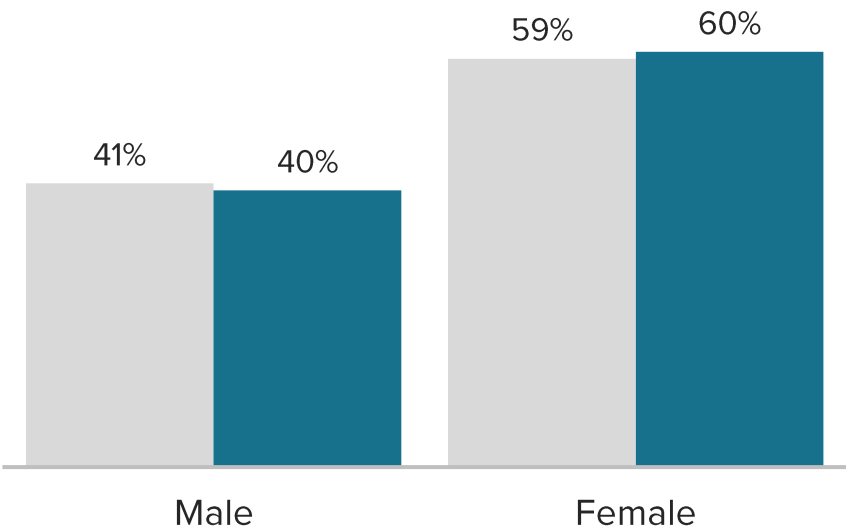


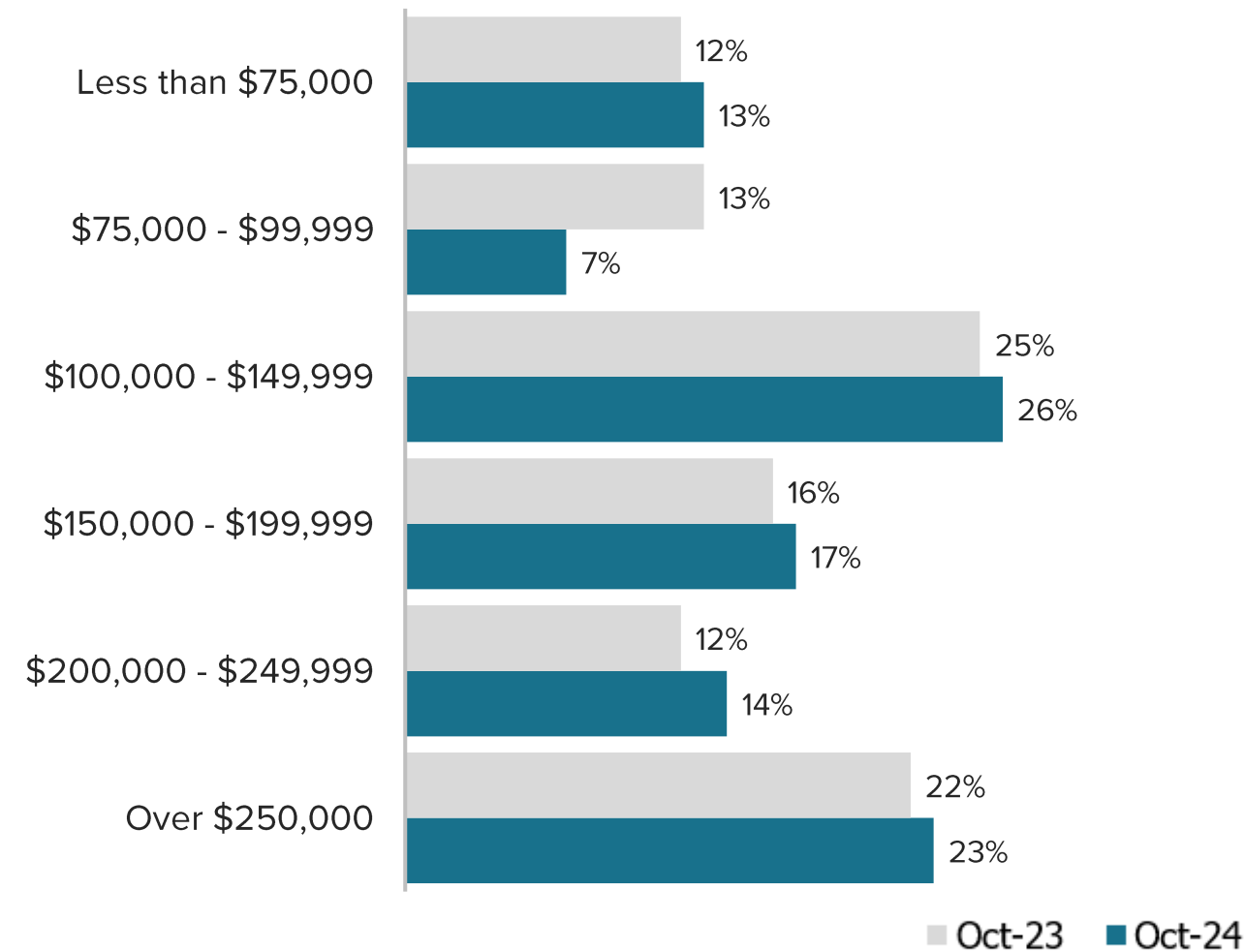


# DETAILED FINDINGS | VISITOR RACE & GENDER<sup>1</sup>

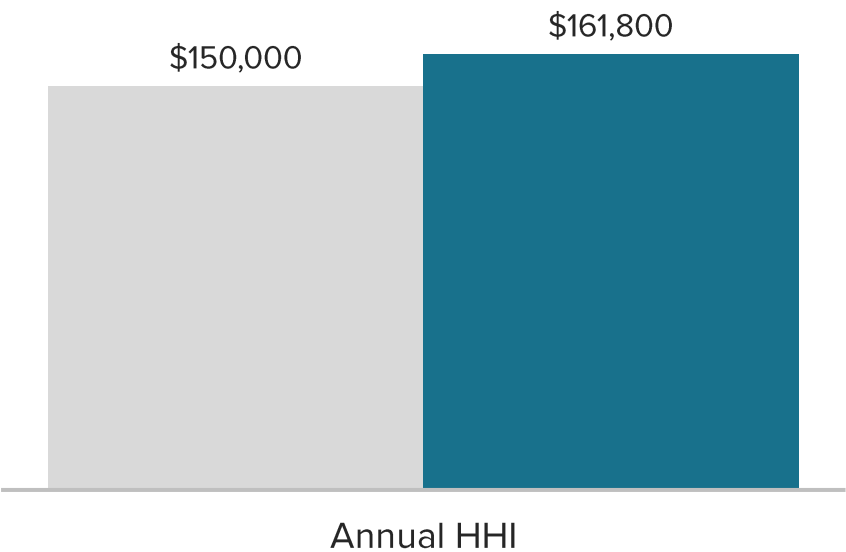


<sup>1</sup>Of person interviewed. Females are generally more likely to agree to participate in survey research.





## Median Household Income



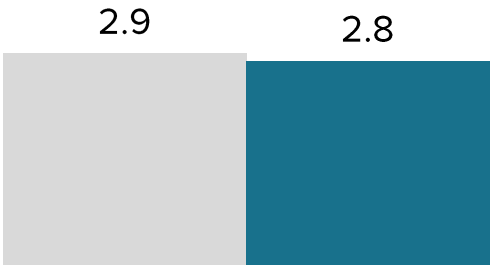


# 3c

DETAILED FINDINGS:  
TRIP  
EXPERIENCE

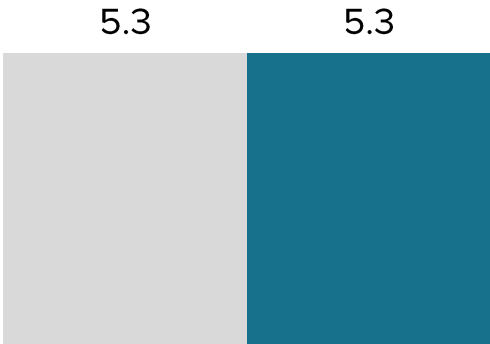
TRAVEL PARTY SIZE

2.8

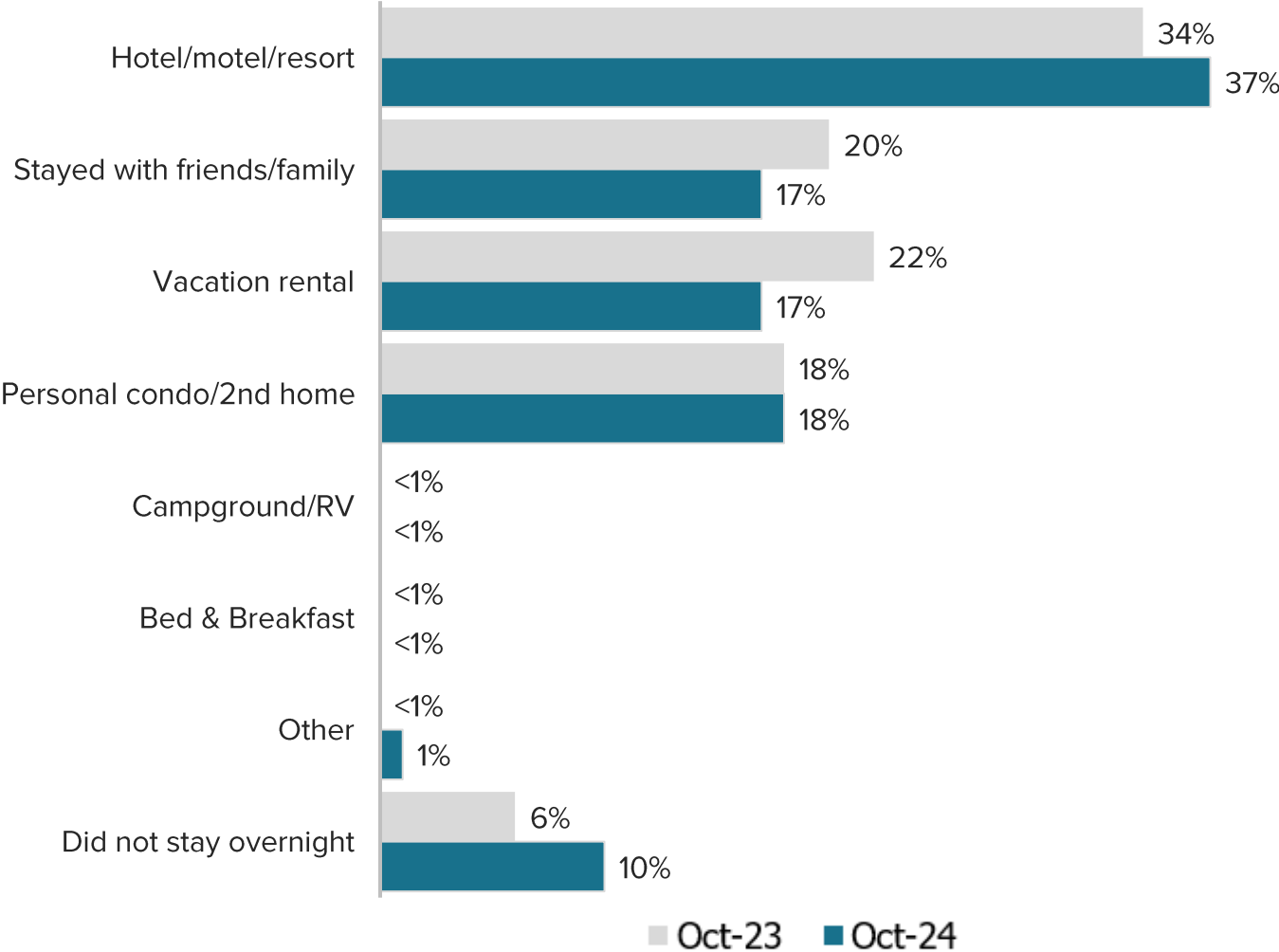


NIGHTS STAYED

5.3

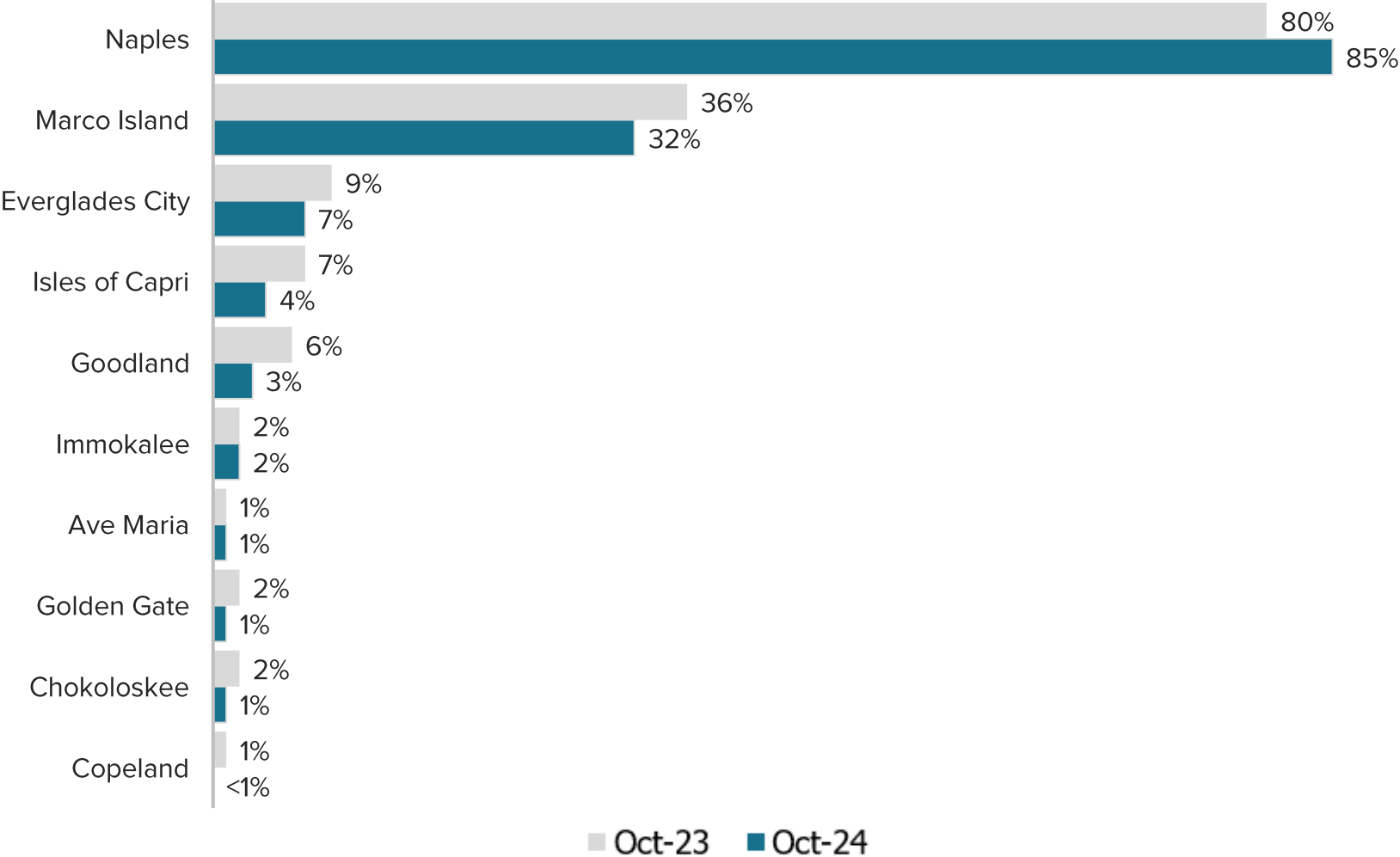


# DETAILED FINDINGS | TYPE OF ACCOMMODATIONS



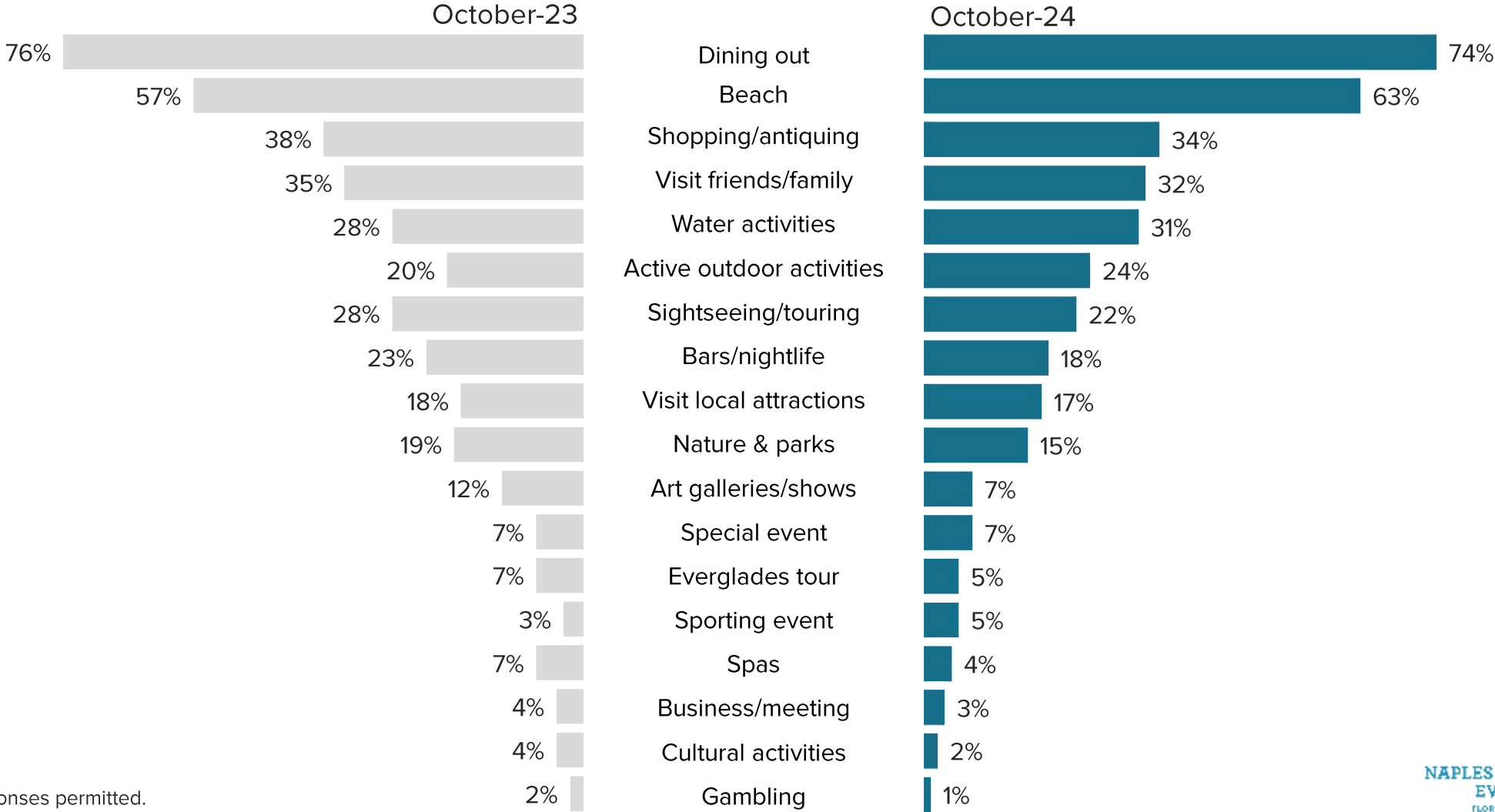


# DETAILED FINDINGS | AREAS VISITED<sup>1</sup>



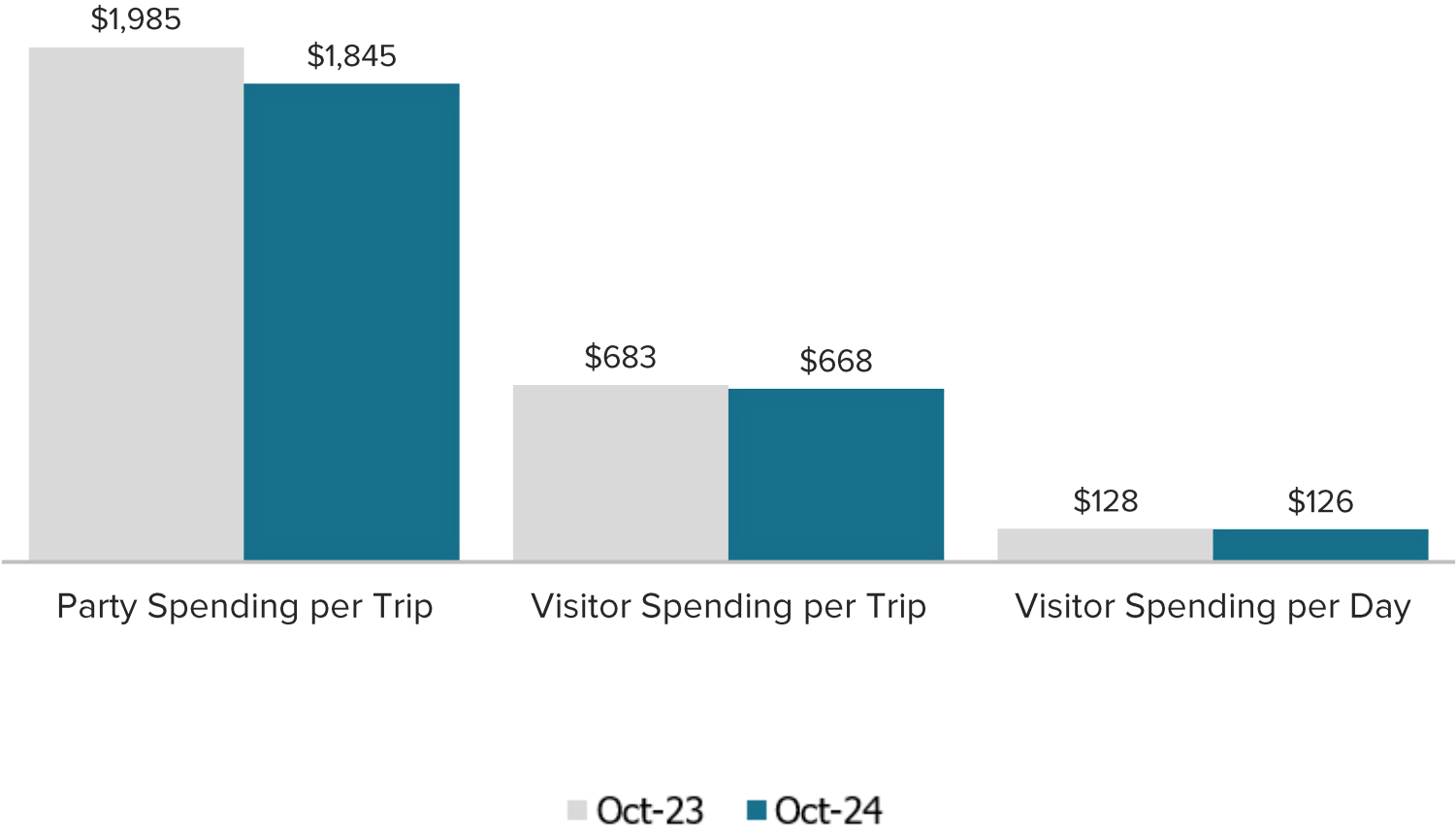
<sup>1</sup>Multiple responses permitted.

# DETAILED FINDINGS | TRIP ACTIVITIES<sup>1</sup>



<sup>1</sup>Multiple responses permitted.

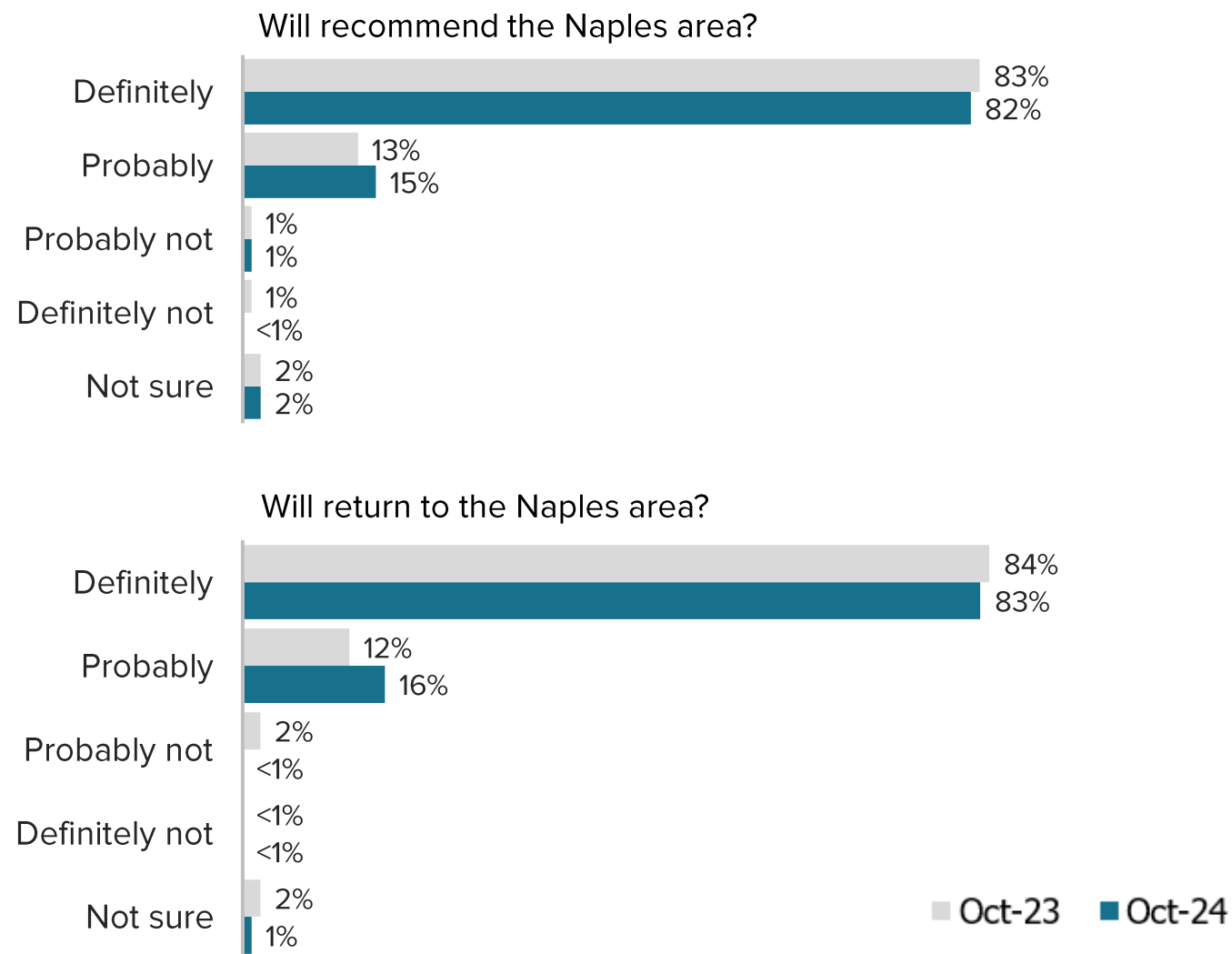
# DETAILED FINDINGS | VISITOR SPENDING



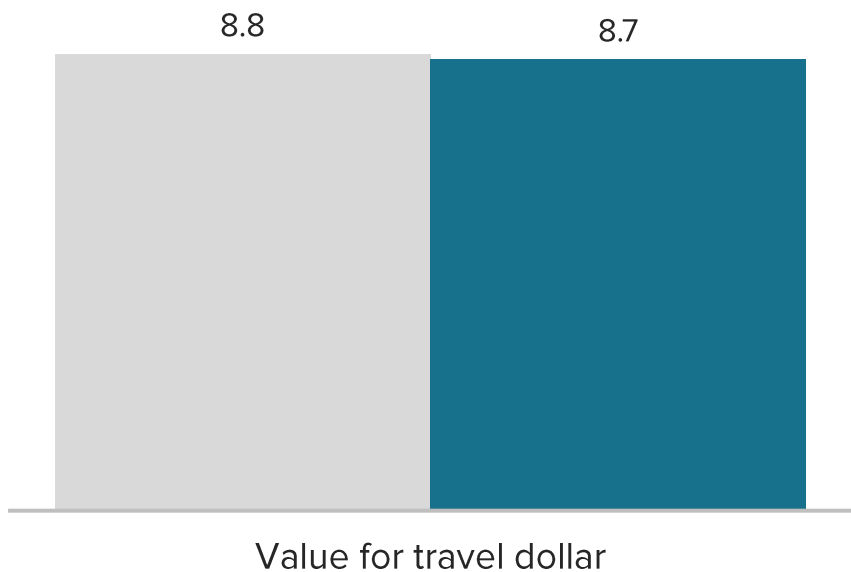


# 3d

DETAILED FINDINGS:  
POST-TRIP  
EVALUATION



## VALUE FOR TRAVEL DOLLAR<sup>1,2</sup>



<sup>1</sup>10-point scale where 10 is “excellent” and 1 is “poor”.  
<sup>2</sup> 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 October 2023
	Total	Total
Miami	2,029,663	-0.1%
Ft. Lauderdale	1,209,434	+0.6%
Palm Beach	590,705	-0.3%
Sarasota	384,493	+0.4%
Ft. Myers	365,428	+7.0%
Florida Keys	330,305	-0.6%
St. Petersburg	320,788	-9.2%
Clearwater	272,459	-3.5%
Naples	258,695	+15.2%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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 October 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	1,071,363	244,638	77,074	1,393,074	-0.5%	+7.0%	+1.8%	+0.8%
Ft. Lauderdale	663,106	140,376	16,468	819,950	+5.1%	-5.6%	-48.9%	+1.0%
Palm Beach	287,155	99,405	6,386	392,946	+4.4%	+7.5%	-3.3%	+5.1%
Sarasota	212,574	69,057	4,945	286,576	+15.0%	+100.4%	-52.9%	+24.7%
St. Petersburg	149,221	80,041	3,798	233,060	-0.6%	+36.6%	+78.4%	+10.6%
Ft. Myers	164,460	50,034	12,540	227,035	+2.0%	+31.7%	-7.8%	+6.7%
Clearwater	106,690	79,872	0	186,562	-20.3%	+89.5%	-	+6.0%
Florida Keys	152,579	23,425	1,552	177,556	-15.9%	-2.9%	+714.4%	-13.7%
Naples	96,778	42,187	0	138,965	+16.8%	-19.7%	-100.0%	+2.6%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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 | OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from October 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Sarasota	55.3%	18.0%	1.3%	74.5%	+14.5%	+99.6%	-53.1%	+24.2%
St. Petersburg	46.5%	25.0%	1.2%	72.7%	+9.5%	+50.5%	+96.5%	+21.7%
Miami	52.8%	12.1%	3.8%	68.6%	-0.4%	+7.1%	+1.9%	+0.9%
Clearwater	39.2%	29.3%	0.0%	68.5%	-17.5%	+96.3%	0.0%	+9.8%
Ft. Lauderdale	54.8%	11.6%	1.4%	67.8%	+4.5%	-6.2%	-49.2%	+0.4%
Palm Beach	48.6%	16.8%	1.1%	66.5%	+4.7%	+7.8%	-3.1%	+5.3%
Ft. Myers	45.0%	13.7%	3.4%	62.1%	-4.7%	+23.0%	-13.8%	-0.3%
Florida Keys	46.2%	7.1%	0.5%	53.8%	-15.4%	-2.3%	+719.3%	-13.1%
Naples	37.4%	16.3%	0.0%	53.7%	+1.4%	-30.3%	-100.0%	-11.0%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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 October 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	\$216.20	\$56.51	\$9.42	\$282.13	+9.4%	+17.6%	+10.7%	+11.0%
Ft. Lauderdale	\$109.38	\$27.79	\$2.13	\$139.30	+7.7%	-6.5%	-41.6%	+3.3%
Palm Beach	\$53.94	\$22.21	\$0.69	\$76.84	+6.2%	-2.1%	+16.9%	+3.8%
Florida Keys	\$43.47	\$6.70	\$0.48	\$50.65	-15.0%	-5.5%	+1048.5%	-13.1%
Sarasota	\$33.19	\$12.91	\$0.58	\$46.68	+16.1%	+114.4%	-43.1%	+31.0%
St. Petersburg	\$23.62	\$13.41	\$0.40	\$37.43	-4.8%	+51.4%	+142.2%	+10.6%
Clearwater	\$15.53	\$15.08	\$0.00	\$30.62	-32.7%	+110.0%	-	+1.2%
Ft. Myers	\$21.56	\$7.25	\$1.48	\$30.29	+0.2%	+15.6%	+0.7%	+3.5%
Naples	\$19.73	\$10.00	\$0.00	\$29.73	+1.3%	-20.2%	-100.0%	-7.1%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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 | DAILY RATE

	Hotel Average Daily Rate (\$)				Δ% in ADR from October 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$284.87	\$286.23	\$308.18	\$285.26	+1.0%	-2.8%	+41.0%	+0.6%
Naples	\$203.86	\$237.03	\$0.00	\$213.93	-13.3%	-0.6%	-100.0%	-9.5%
Miami	\$201.80	\$230.98	\$122.27	\$202.52	+10.0%	+9.9%	+8.7%	+10.1%
Palm Beach	\$187.83	\$223.46	\$107.69	\$195.54	+1.7%	-8.9%	+21.0%	-1.2%
Ft. Lauderdale	\$164.95	\$197.95	\$129.48	\$169.89	+2.5%	-1.0%	+14.3%	+2.2%
Clearwater	\$145.61	\$188.84	\$0.00	\$164.12	-15.5%	+10.8%	0.0%	-4.5%
Sarasota	\$156.11	\$186.95	\$118.25	\$162.89	+1.0%	+7.0%	+20.7%	+5.1%
St. Petersburg	\$158.28	\$167.53	\$105.37	\$160.60	-4.3%	+10.8%	+35.7%	0.0%
Ft. Myers	\$131.13	\$144.82	\$117.70	\$133.40	-1.8%	-12.2%	+9.1%	-2.9%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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 | REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from October 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$131.59	\$20.30	\$1.45	\$153.34	-14.5%	-5.0%	+1055.4%	-12.6%
Miami	\$106.52	\$27.84	\$4.64	\$139.00	+9.5%	+17.7%	+10.8%	+11.1%
Palm Beach	\$91.31	\$37.60	\$1.16	\$130.08	+6.5%	-1.8%	+17.3%	+4.0%
Sarasota	\$86.31	\$33.58	\$1.52	\$121.41	+15.6%	+113.5%	-43.4%	+30.5%
St. Petersburg	\$73.63	\$41.80	\$1.25	\$116.68	+4.8%	+66.8%	+166.7%	+21.8%
Ft. Lauderdale	\$90.44	\$22.98	\$1.76	\$115.18	+7.1%	-7.1%	-41.9%	+2.7%
Naples	\$76.27	\$38.65	\$0.00	\$114.92	-12.1%	-30.7%	-100.0%	-19.4%
Clearwater	\$57.02	\$55.36	\$0.00	\$112.38	-30.3%	+117.5%	0.0%	+4.8%
Ft. Myers	\$59.01	\$19.83	\$4.04	\$82.88	-6.3%	+8.1%	-5.9%	-3.2%

<sup>1</sup> Metrics provided by STR.

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

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

<sup>4</sup> 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.





# 4b

CALENDAR YTD  
DESTINATION  
COMPARISONS



# DESTINATION COMPARISONS | CYTD SUPPLY

	Hotel Supply (Rooms)	Δ% in Supply from CYTD 2023
	Total	Total
Miami	19,830,207	-1.0%
Ft. Lauderdale	11,899,434	+0.4%
Palm Beach	5,816,147	0.0%
Sarasota	3,774,892	-0.1%
Ft. Myers	3,542,661	+14.6%
St. Petersburg	3,468,788	-0.4%
Florida Keys	3,186,231	-1.0%
Clearwater	2,750,275	+0.3%
Naples	2,367,138	+10.5%

<sup>1</sup> Metrics provided by STR.

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

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<sup>4</sup> 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 | CYTD DEMAND

	Hotel Demand (Rooms)				Δ% in Demand from CYTD 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	11,520,024	2,269,864	800,851	14,590,739	+2.0%	+1.6%	-1.9%	+1.7%
Ft. Lauderdale	6,900,792	1,374,939	241,464	8,517,195	+2.4%	-4.7%	-27.7%	0.0%
Palm Beach	3,017,920	833,849	90,016	3,941,784	+1.0%	-4.0%	+5.0%	0.0%
Sarasota	2,097,573	468,152	49,236	2,614,962	-3.2%	+15.8%	-1.9%	-0.2%
St. Petersburg	1,859,056	533,303	22,781	2,415,140	-0.5%	+1.2%	+2.7%	-0.1%
Florida Keys	2,031,362	252,719	12,215	2,296,296	-4.5%	-13.4%	+103.1%	-5.3%
Ft. Myers	1,717,000	377,281	151,773	2,246,055	+4.1%	-5.8%	+23.6%	+3.4%
Clearwater	1,544,489	422,193	0	1,966,682	-2.7%	+11.8%	-	+0.1%
Naples	1,075,193	427,601	881	1,503,675	+4.4%	+6.3%	-52.9%	+4.9%

<sup>1</sup> Metrics provided by STR.

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

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<sup>4</sup> 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 | CYTD OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from CYTD 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	58.1%	11.4%	4.0%	73.6%	+3.1%	+2.6%	-0.9%	+2.8%
Florida Keys	63.8%	7.9%	0.4%	72.1%	-3.5%	-12.5%	+105.1%	-4.4%
Ft. Lauderdale	58.0%	11.6%	2.0%	71.6%	+2.0%	-5.0%	-28.0%	-0.3%
Clearwater	56.2%	15.4%	0.0%	71.5%	-2.9%	+11.5%	0.0%	-0.2%
St. Petersburg	53.6%	15.4%	0.7%	69.6%	-0.1%	+1.6%	+3.1%	+0.3%
Sarasota	55.6%	12.4%	1.3%	69.3%	-3.1%	+15.9%	-1.8%	-0.1%
Palm Beach	51.9%	14.3%	1.5%	67.8%	+0.9%	-4.0%	+4.9%	-0.1%
Naples	45.4%	18.1%	0.0%	63.5%	-5.5%	-3.7%	-57.3%	-5.1%
Ft. Myers	48.5%	10.6%	4.3%	63.4%	-9.2%	-17.9%	+7.8%	-9.8%

<sup>1</sup> Metrics provided by STR.

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

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# DESTINATION COMPARISONS | CYTD REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from CYTD 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	\$2,512.93	\$577.11	\$101.08	\$3,191.11	+1.2%	+2.9%	+9.4%	+1.8%
Ft. Lauderdale	\$1,222.11	\$300.78	\$33.84	\$1,556.74	-1.8%	-1.3%	-18.0%	-2.1%
Palm Beach	\$748.66	\$222.65	\$12.28	\$983.59	-1.2%	0.0%	+26.5%	-0.7%
Florida Keys	\$724.15	\$88.81	\$5.17	\$818.13	-4.6%	-14.4%	+165.4%	-5.4%
Sarasota	\$416.25	\$89.18	\$6.67	\$512.10	-5.8%	+19.5%	+23.3%	-1.9%
Naples	\$363.19	\$131.83	\$0.24	\$495.26	+18.1%	+22.9%	-37.6%	+19.3%
St. Petersburg	\$367.68	\$94.40	\$2.58	\$464.66	-4.0%	+5.4%	+16.9%	-2.1%
Clearwater	\$322.95	\$80.13	\$0.00	\$403.08	-3.4%	+16.8%	-	+0.1%
Ft. Myers	\$287.91	\$68.34	\$22.65	\$378.90	+3.9%	-10.2%	+55.2%	+3.0%

<sup>1</sup> Metrics provided by STR.

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

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# DESTINATION COMPARISONS | CYTD DAILY RATE

	Hotel Average Daily Rate (\$)				Δ% in ADR from CYTD 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$356.48	\$351.43	\$423.22	\$356.28	-0.1%	-1.1%	+30.6%	-0.1%
Naples	\$337.79	\$308.29	\$273.23	\$329.37	+13.2%	+15.6%	+32.4%	+13.8%
Palm Beach	\$248.07	\$267.02	\$136.40	\$249.53	-2.2%	+4.2%	+20.5%	-0.7%
Miami	\$218.14	\$254.25	\$126.22	\$218.71	-0.8%	+1.3%	+11.5%	0.0%
Clearwater	\$209.10	\$189.81	\$0.00	\$204.96	-0.7%	+4.5%	0.0%	0.0%
Sarasota	\$198.44	\$190.50	\$135.54	\$195.84	-2.7%	+3.2%	+25.7%	-1.7%
St. Petersburg	\$197.78	\$177.01	\$113.47	\$192.39	-3.5%	+4.2%	+13.8%	-2.0%
Ft. Lauderdale	\$177.10	\$218.76	\$140.15	\$182.78	-4.1%	+3.5%	+13.5%	-2.1%
Ft. Myers	\$167.68	\$181.15	\$149.25	\$168.70	-0.2%	-4.6%	+25.5%	-0.3%

<sup>1</sup> Metrics provided by STR.

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

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# DESTINATION COMPARISONS | CYTD REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from CYTD 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$227.27	\$27.87	\$1.62	\$256.77	-3.7%	-13.5%	+167.9%	-4.5%
Naples	\$153.43	\$55.69	\$0.10	\$209.22	+6.9%	+11.3%	-43.5%	+8.0%
Palm Beach	\$128.72	\$38.28	\$2.11	\$169.11	-1.3%	0.0%	+26.5%	-0.7%
Miami	\$126.72	\$29.10	\$5.10	\$160.92	+2.3%	+4.0%	+10.5%	+2.8%
Clearwater	\$117.42	\$29.14	\$0.00	\$146.56	-3.6%	+16.5%	0.0%	-0.2%
Sarasota	\$110.27	\$23.63	\$1.77	\$135.66	-5.7%	+19.6%	+23.5%	-1.8%
St. Petersburg	\$106.00	\$27.21	\$0.75	\$133.95	-3.6%	+5.8%	+17.4%	-1.7%
Ft. Lauderdale	\$102.70	\$25.28	\$2.84	\$130.82	-2.1%	-1.7%	-18.3%	-2.5%
Ft. Myers	\$81.27	\$19.29	\$6.39	\$106.95	-9.3%	-21.6%	+35.4%	-10.1%

<sup>1</sup> Metrics provided by STR.

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

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

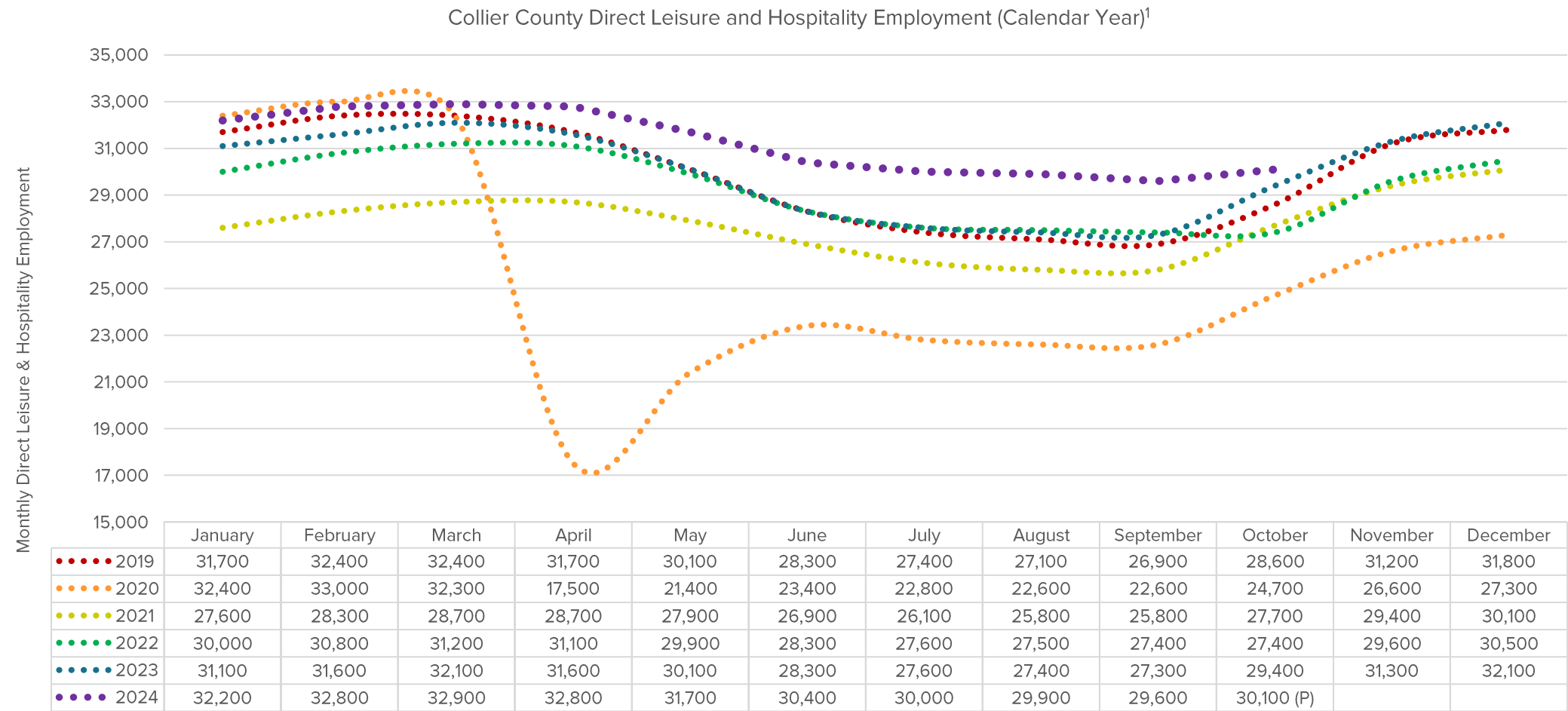
<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.



5

INDUSTRY  
DATA

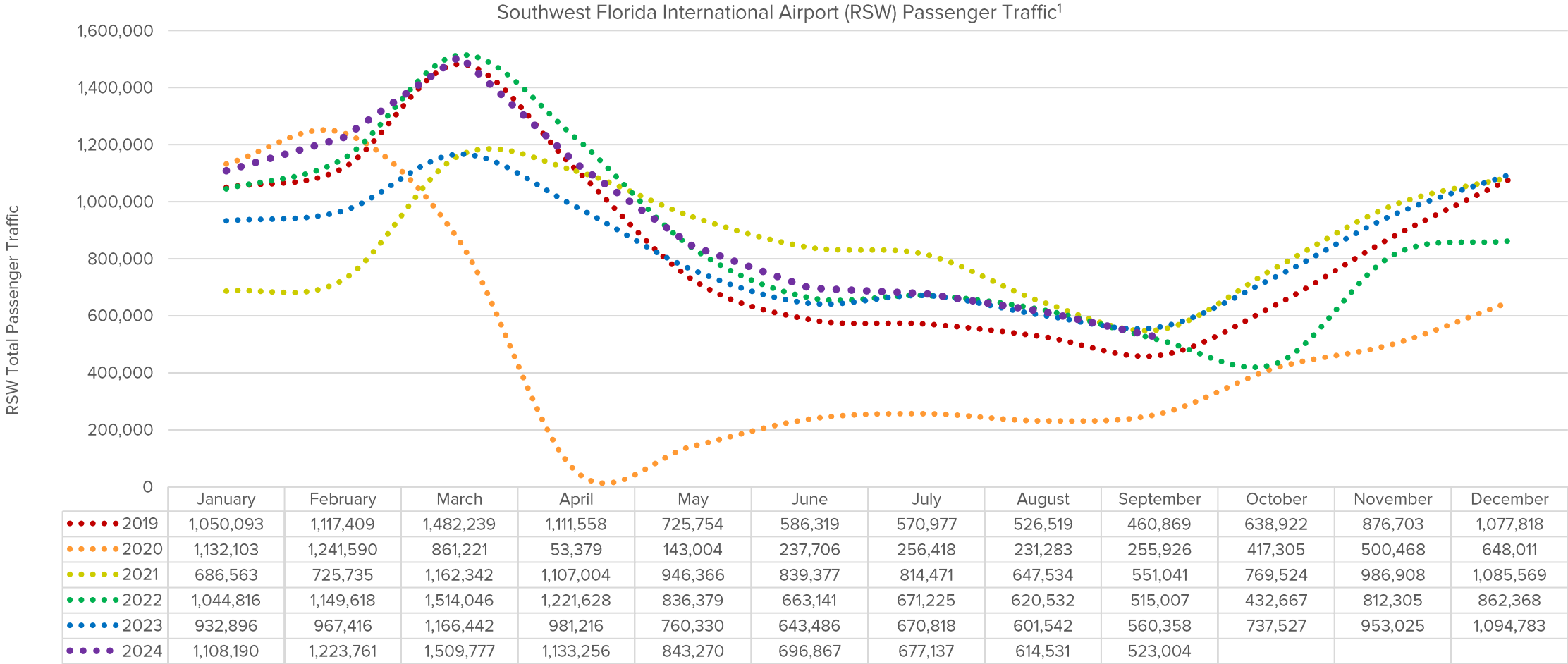
# INDUSTRY DATA | CURRENT EMPLOYMENT



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

(P) Preliminary.

# INDUSTRY DATA | RSW PASSENGER TRAFFIC



<sup>1</sup>SOURCE: Lee County Port Authority Monthly Statistics.



# INDUSTRY DATA | LICENSED RENTAL UNITS

October 2024 Licensed Transient Rental Units <sup>1</sup>				
	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
<b>Total</b>	<b>6,652</b>	<b>1,705</b>	<b>4,816</b>	<b>13,173</b>

<sup>1</sup>SOURCE: 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