

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
October 2023 Monthly Dashboard





This report and all future reports will be focused on ALL visitors, which includes day trippers as well as visitors staying in unpaid accommodations. Prior to 2023, reports were based solely on data from visitors who stayed in paid accommodations.



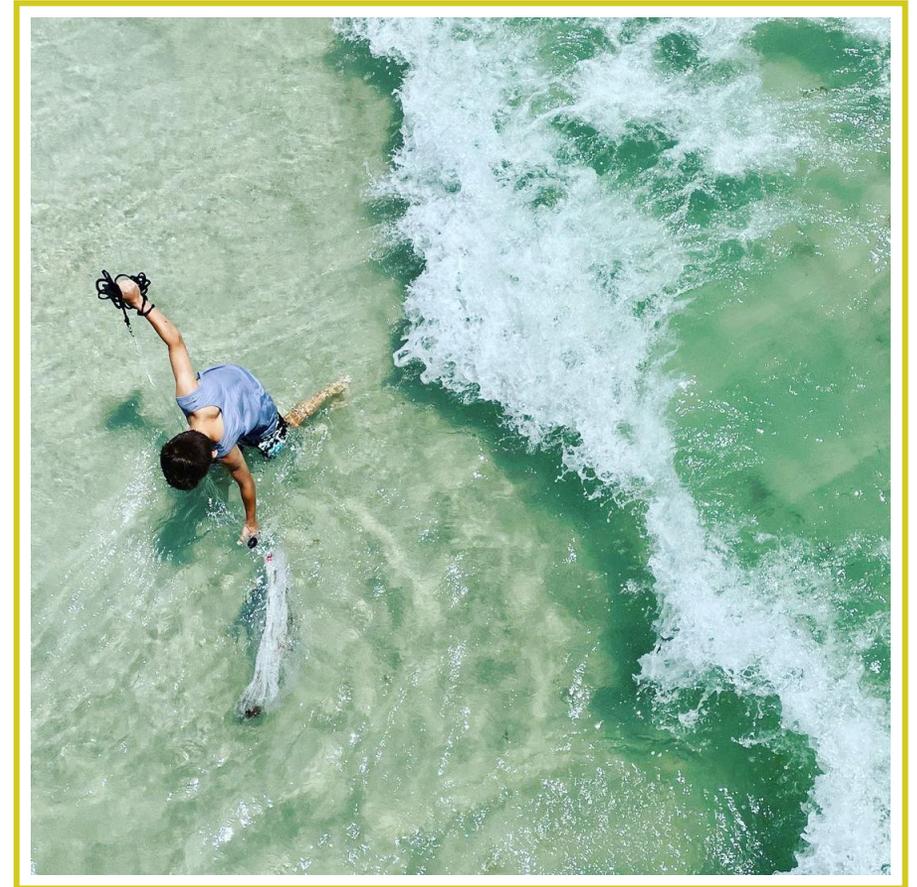
No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, the Visitor data section only contains data from October 2023. In addition, October 2022 metrics were updated metrics now available that were not available at this time in 2022.

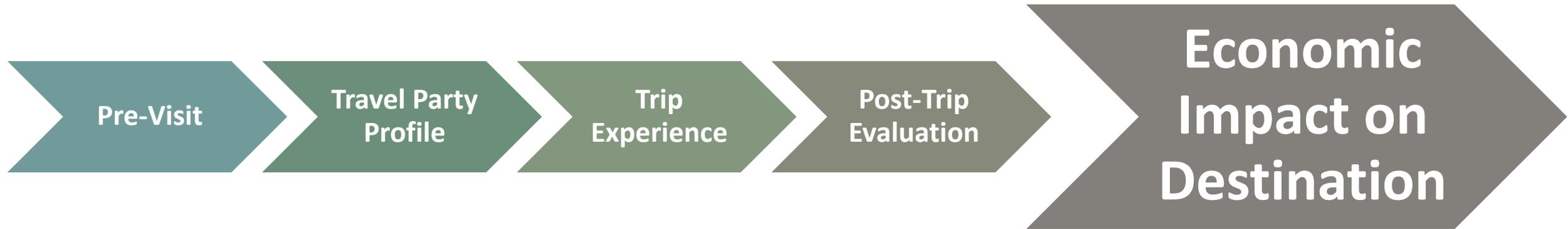


Visitation was up 36.3%, while Occupancy was down 11.2%. The reason for this that in October 2023 there were 13% more units available, visitors had a shorter length of stay, and a larger travel party size.



The categories of restaurants and shopping saw the largest YOY increases, largely due to leisure visitors' tendency to spend more in these categories compared to those who were in-County to help with recovery in 2022.

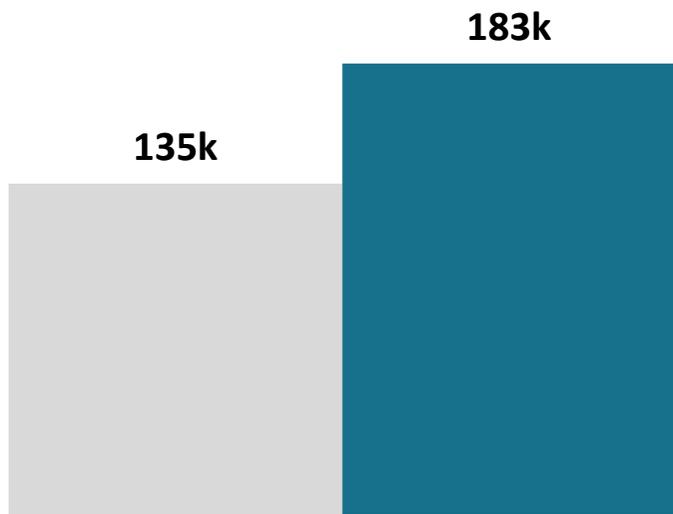




OCTOBER 2023 VISITATION & ROOM NIGHTS¹

VISITORS

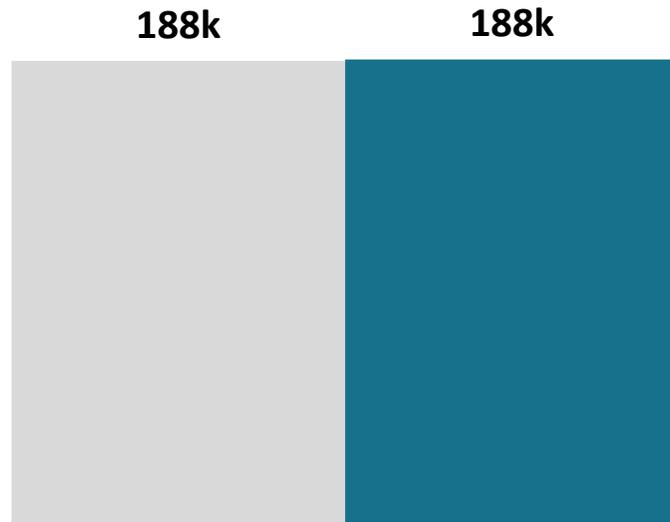
183,400



+ 36.3% from 2022

ROOM NIGHTS

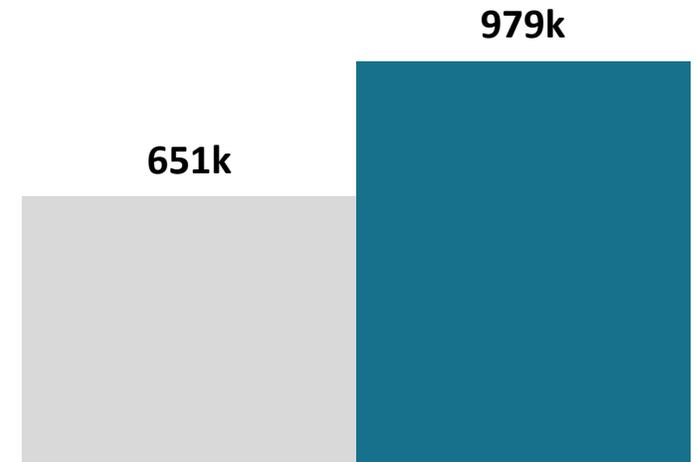
188,300



+ 0.3% from 2022

VISITOR DAYS

979,400



+ 50.7% from 2022

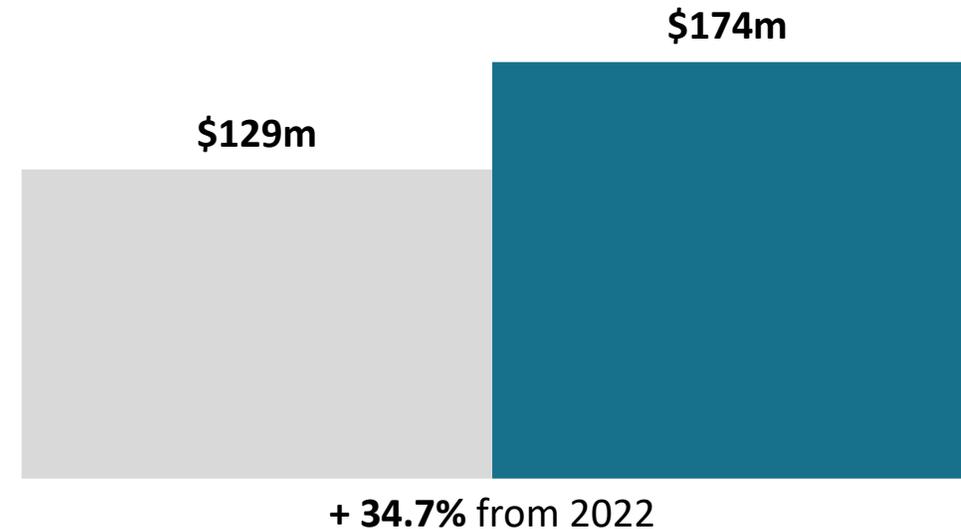
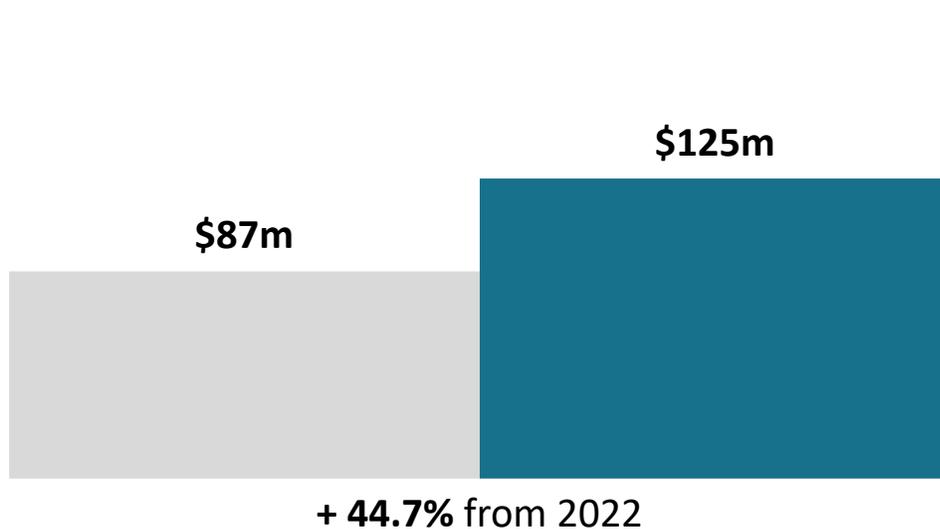
■ Oct-22 ■ Oct-23

¹October 2022 figures have been updated to reflect updated metrics that were unavailable at this time in 2022.

OCTOBER 2023 SPENDING & ECONOMIC IMPACT^{1,2}

DIRECT SPENDING
\$125,206,000

ECONOMIC IMPACT
\$173,785,900



■ Oct-22 ■ Oct-23

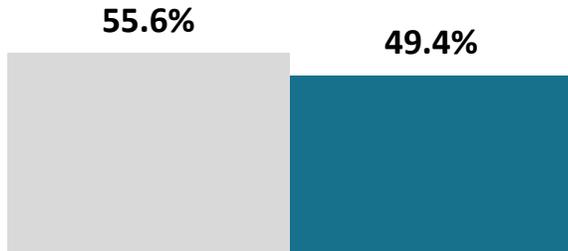
¹ The IMPLAN multiplier for Collier County was 1.491 for 2022 and is 1.388 in 2023.

² October 2022 figures have been updated to reflect updated metrics that were unavailable at this time in 2022.

OCTOBER 2023 OVERALL LODGING METRICS^{1,2}

OCCUPANCY RATE

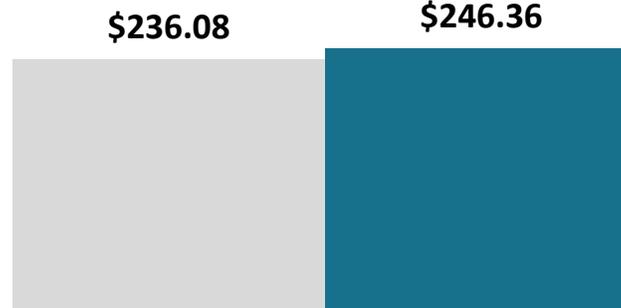
49.4%



- 11.2% from 2022

AVERAGE DAILY RATE

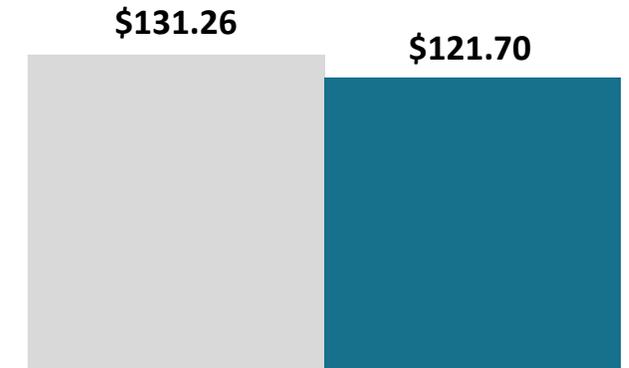
\$246.36



+ 4.4% from 2022

REVENUE PER AVAILABLE ROOM

\$121.70



- 7.3% from 2022

■ Oct-22 ■ Oct-23

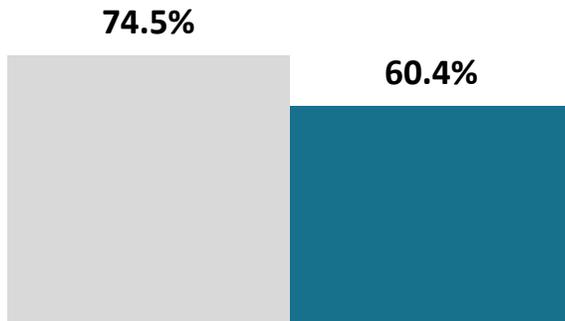
¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

² October 2022 figures have been updated to reflect updated metrics that were unavailable at this time in 2022.

OCTOBER 2023 HOTEL LODGING METRICS^{1,2}

OCCUPANCY RATE

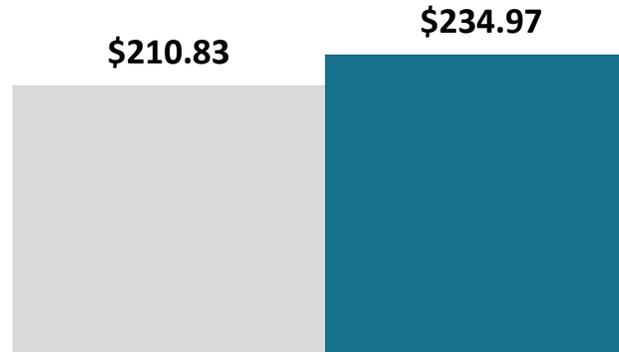
60.4%



- 18.9% from 2022

AVERAGE DAILY RATE

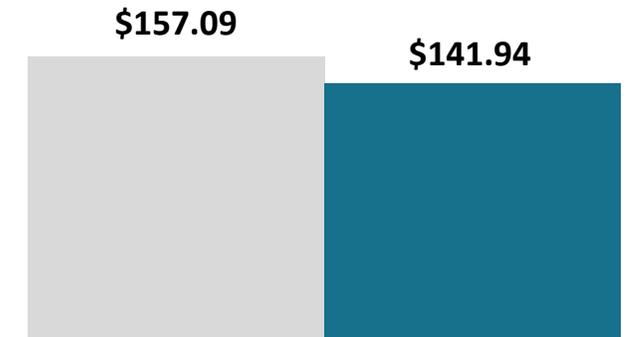
\$234.97



+ 11.5% from 2022

REVENUE PER AVAILABLE ROOM

\$141.94



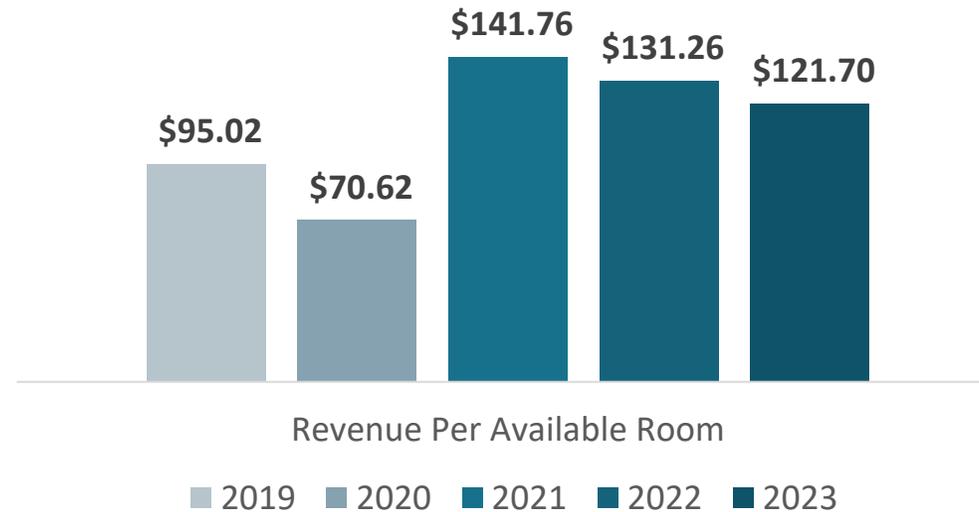
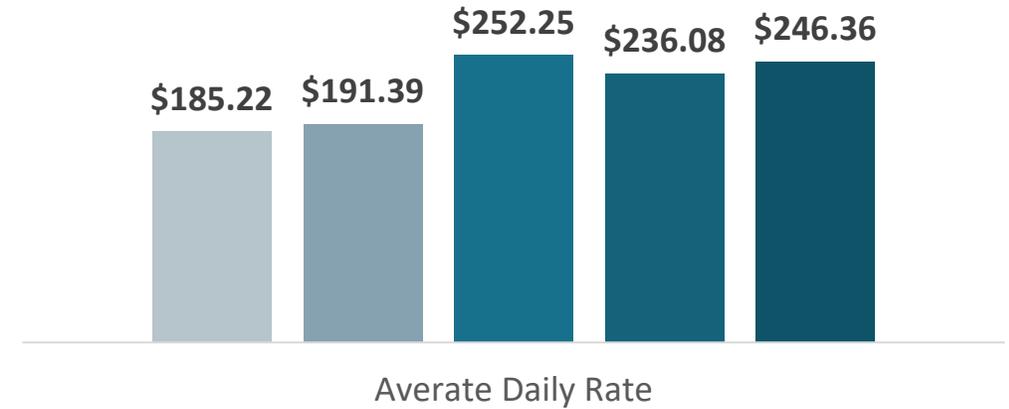
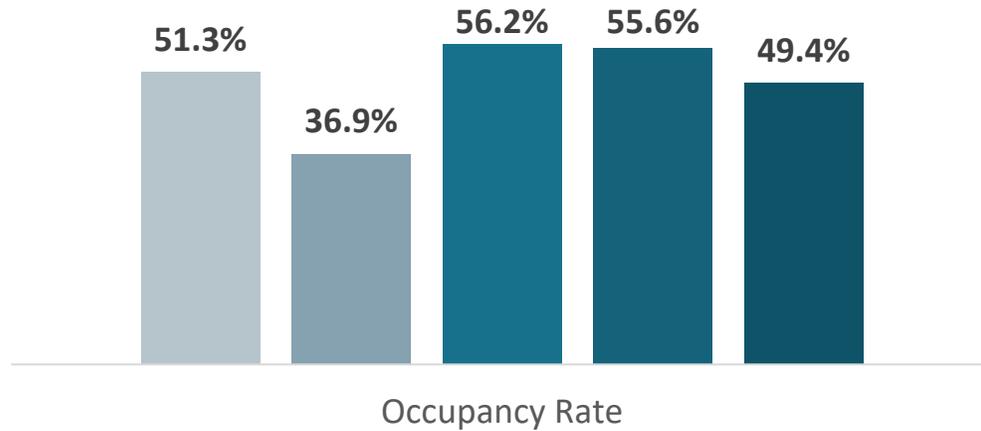
- 9.6% from 2022

■ Oct-22 ■ Oct-23

¹ Source: STR Reports

² October 2022 figures have been updated to reflect updated metrics that were unavailable at this time in 2022.

OCTOBER 2019-2023 OVERALL LODGING METRICS^{1,2}



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

² October 2022 figures have been updated to reflect updated metrics that were unavailable at this time in 2022.

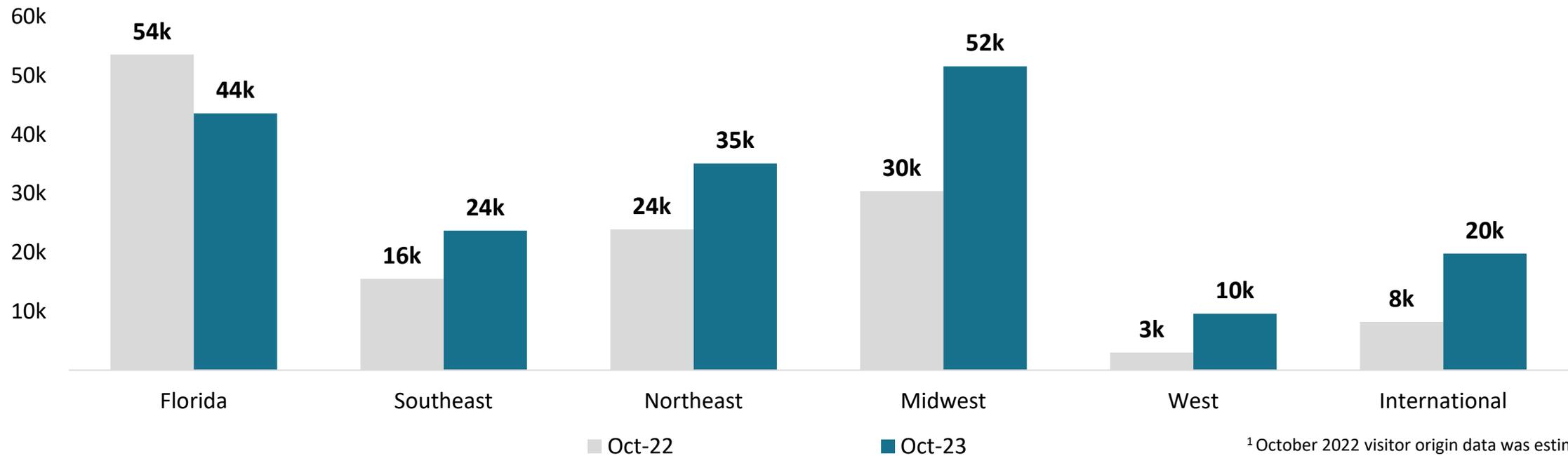
VISITOR ORIGIN¹

FLORIDA VISITORS

43,600

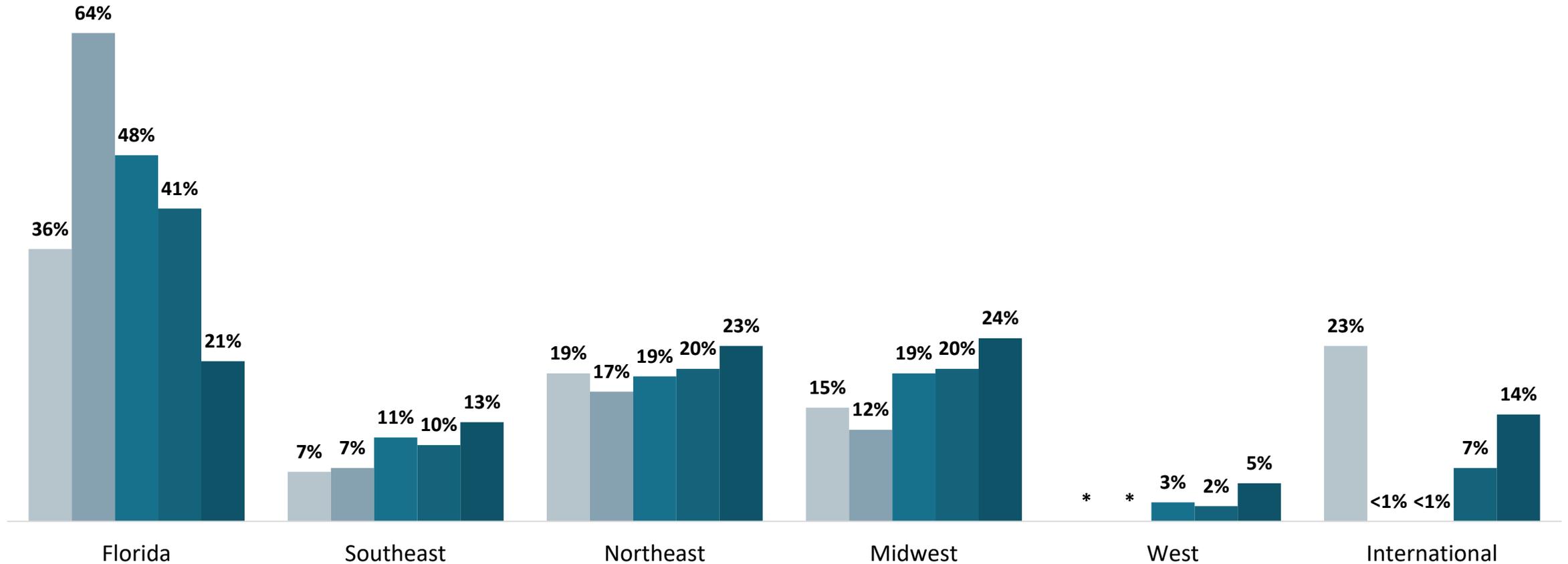
OUT-OF-STATE VISITORS

139,800



¹ October 2022 visitor origin data was estimated using October 2021 Visitor Tracking Data from DSG along with October 2022 data from Zartico.

OCTOBER 2019-2023 OVERNIGHT VISITOR ORIGIN¹

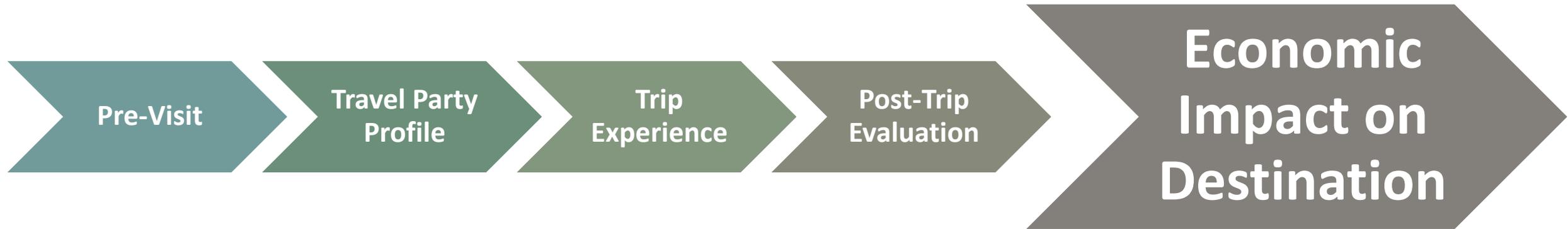


*Note: The "West" was not separated from "Other" before October 2022. Beginning in October 2022, "West" was added and "Other" was changed to "Other International".

■ Oct-19 ■ Oct-20 ■ Oct-21 ■ Oct-22 ■ Oct-23

¹ October 2022 visitor origin data was estimated using October 2021 Visitor Tracking Data from DSG along with October 2022 data from Zartico.

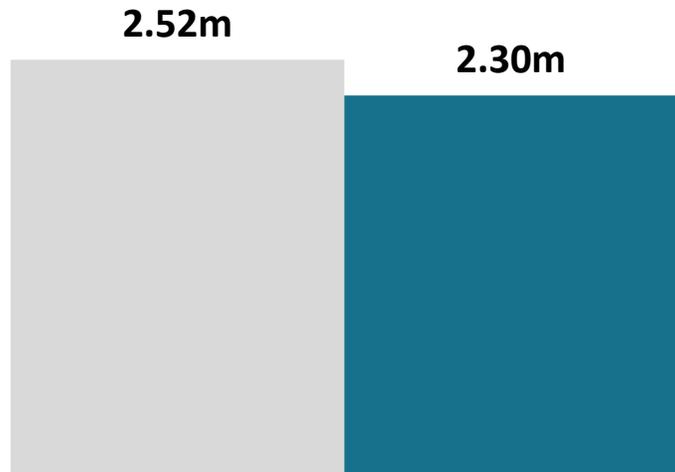
TOURISM CALENDAR YEAR-TO-DATE (CYTD)



CYTD VISITATION METRICS

CYTD VISITORS

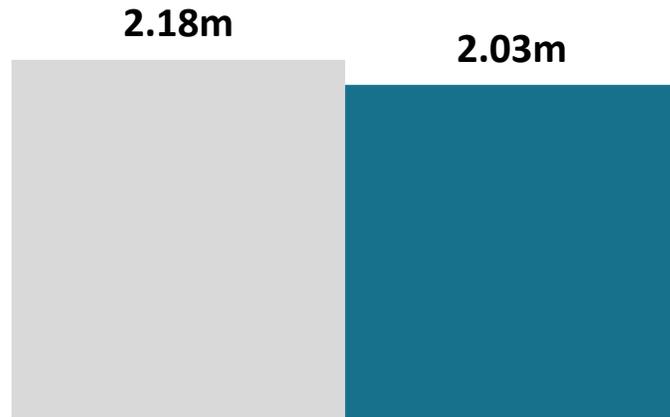
2,300,200



- 8.6% from 2022

CYTD ROOM NIGHTS

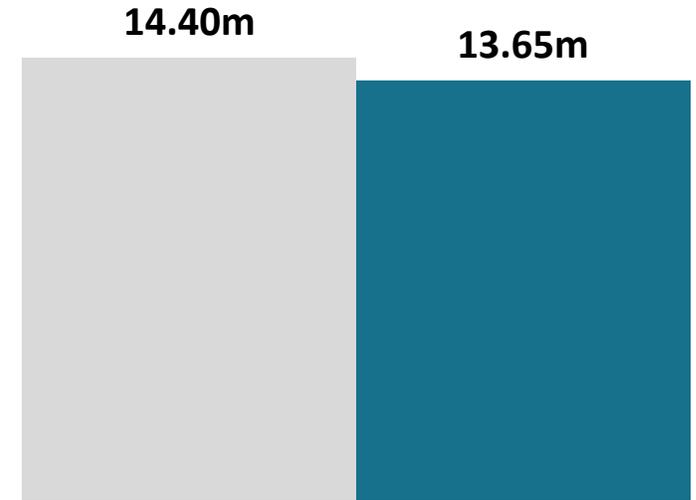
2,029,600



- 7.0% from 2022

CYTD VISITOR DAYS

13,654,800



- 5.1% from 2022

■ Oct-22 ■ Oct-23

CYTD SPENDING & ECONOMIC IMPACT

CYTD DIRECT SPENDING

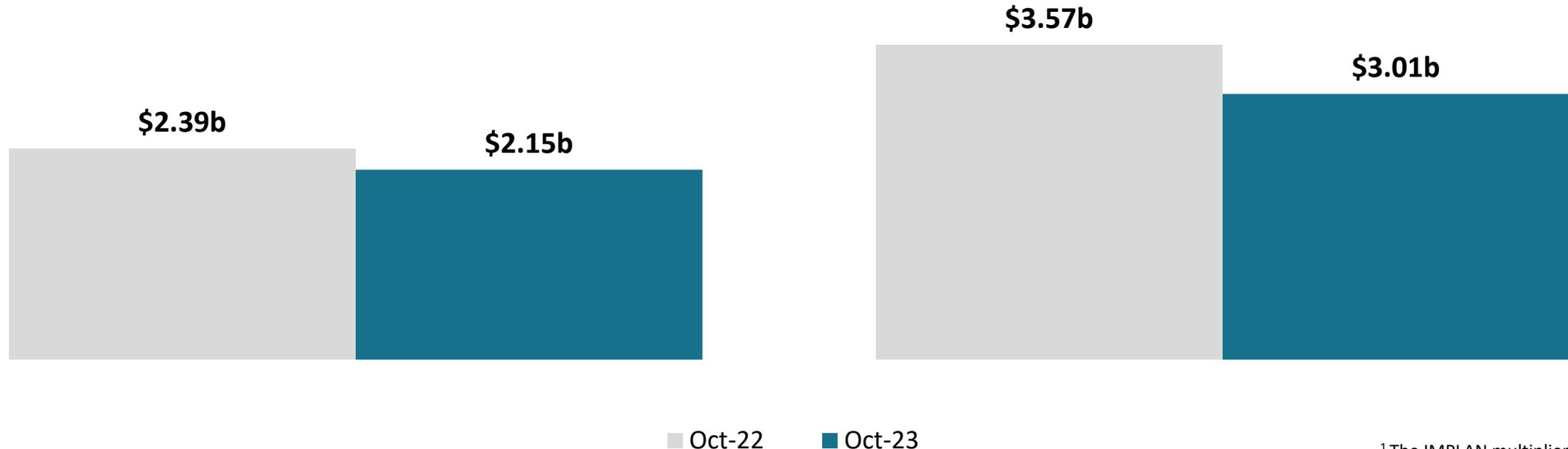
\$2,152,512,500

- 10.1% from 2022

CYTD ECONOMIC IMPACT

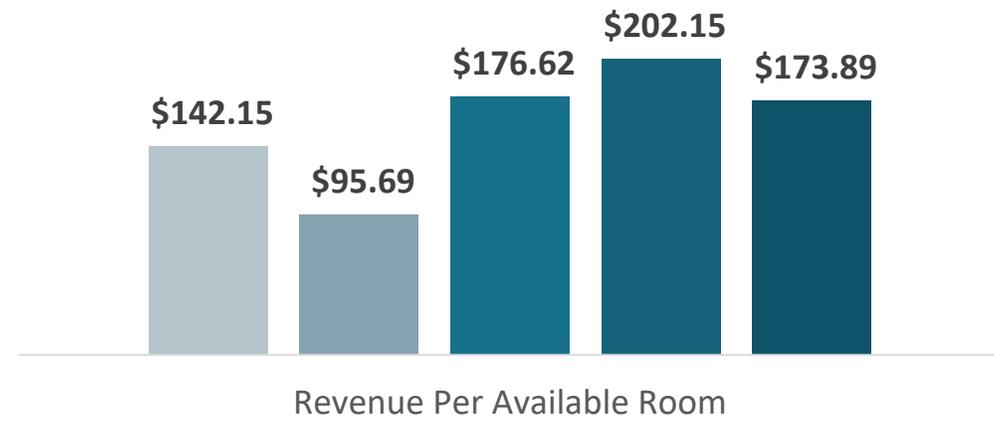
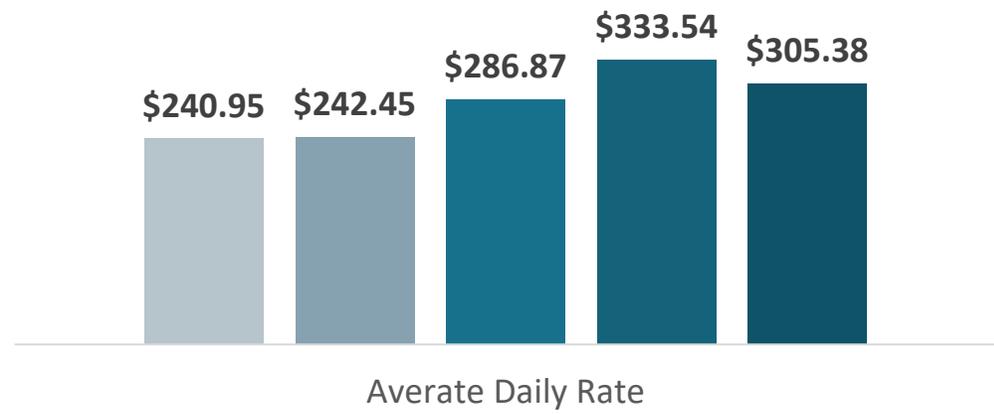
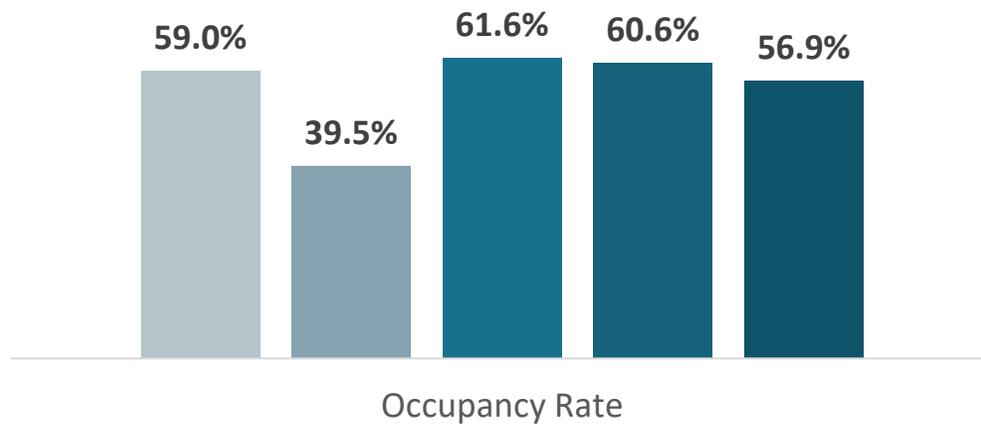
\$3,011,750,500

- 15.6% from 2022¹



¹The IMPLAN multiplier for Collier County was 1.491 for 2022 and is 1.388 in 2023.

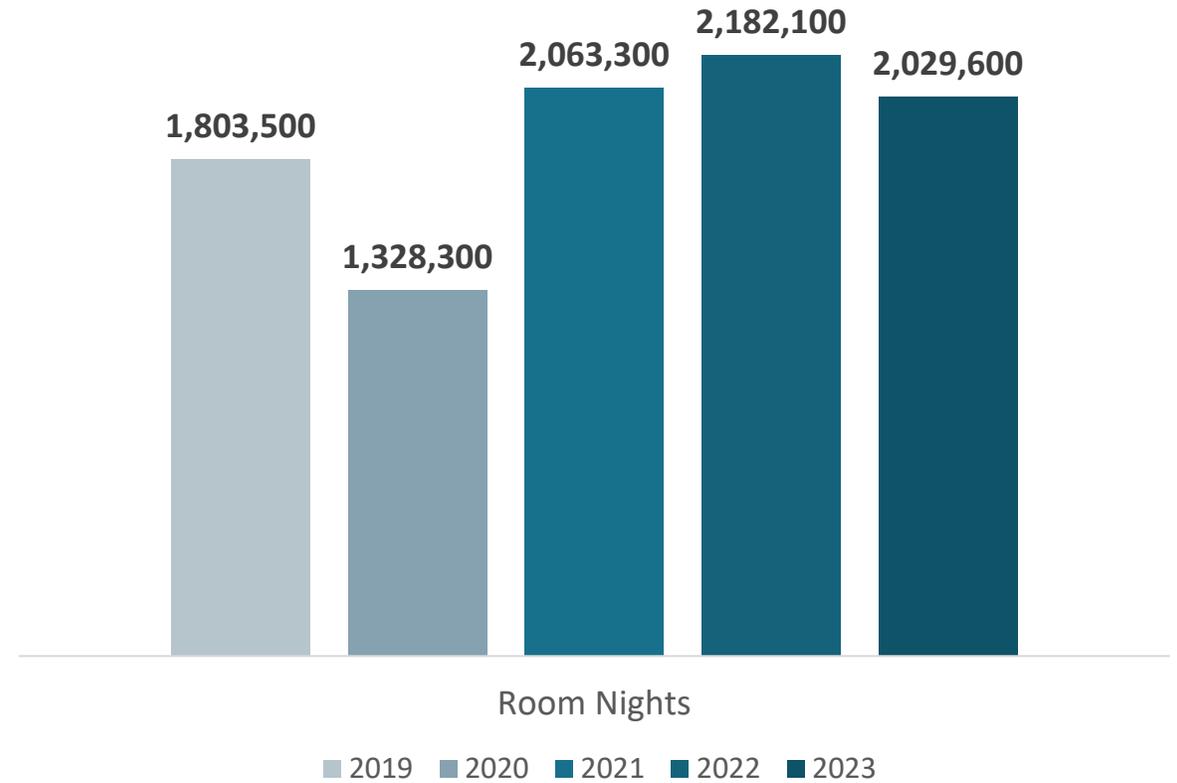
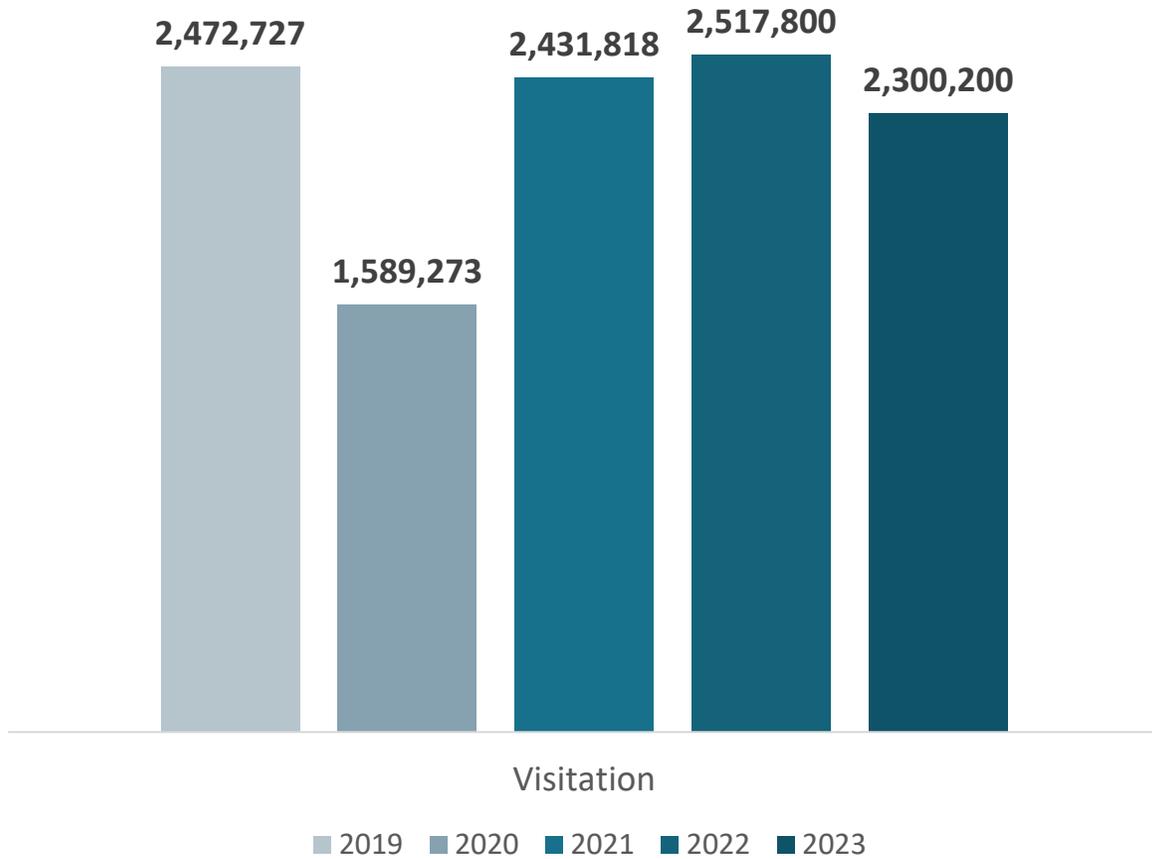
CYTD 2019-2023 OVERALL LODGING METRICS¹



■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

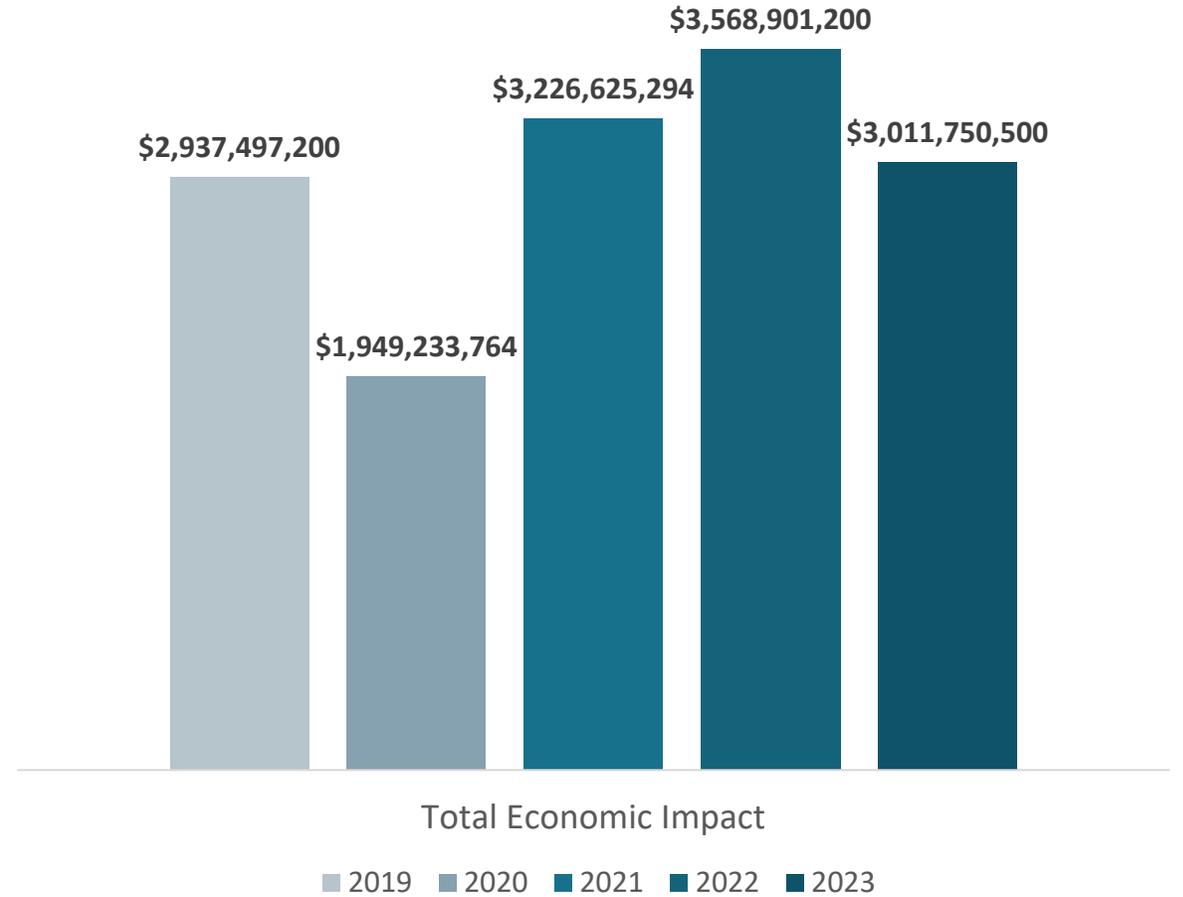
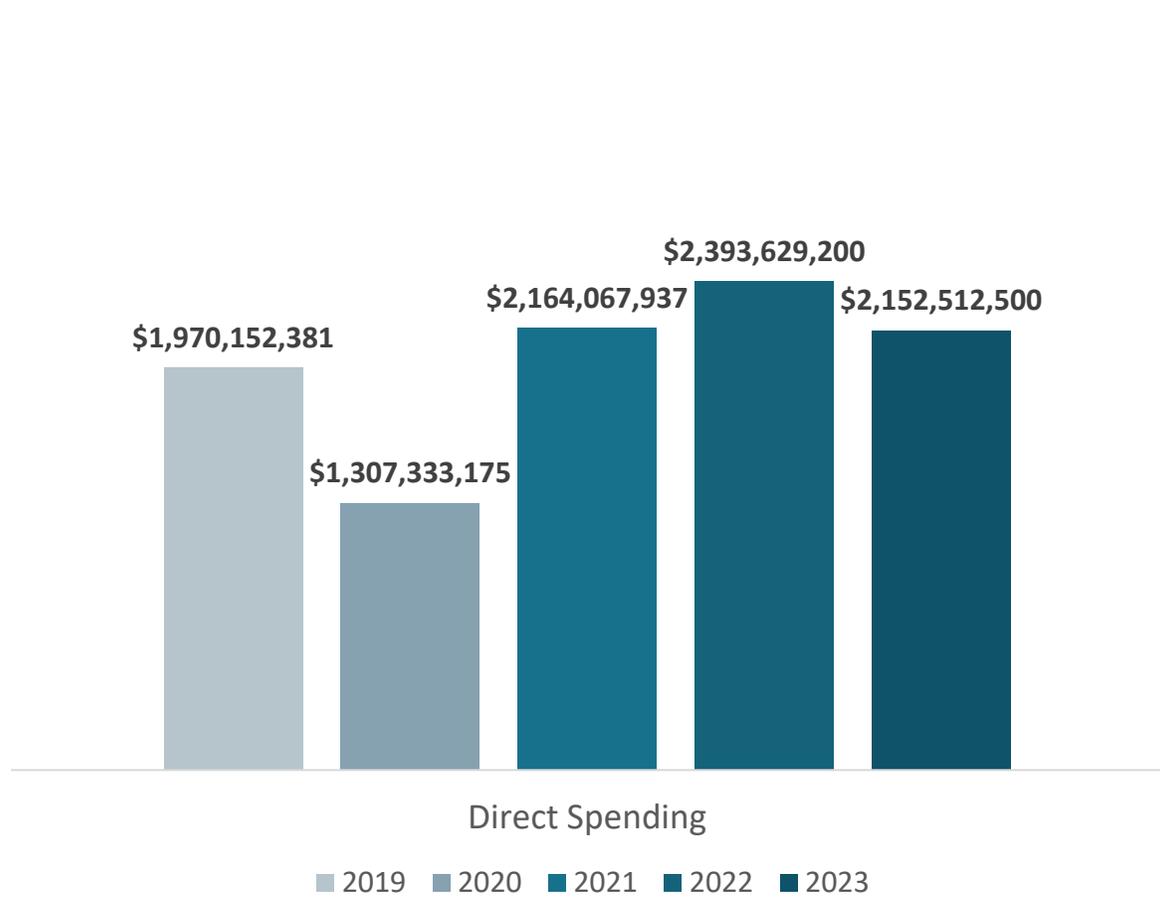
¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

CYTD 2019-2023 VISITATION & ROOM NIGHTS¹



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

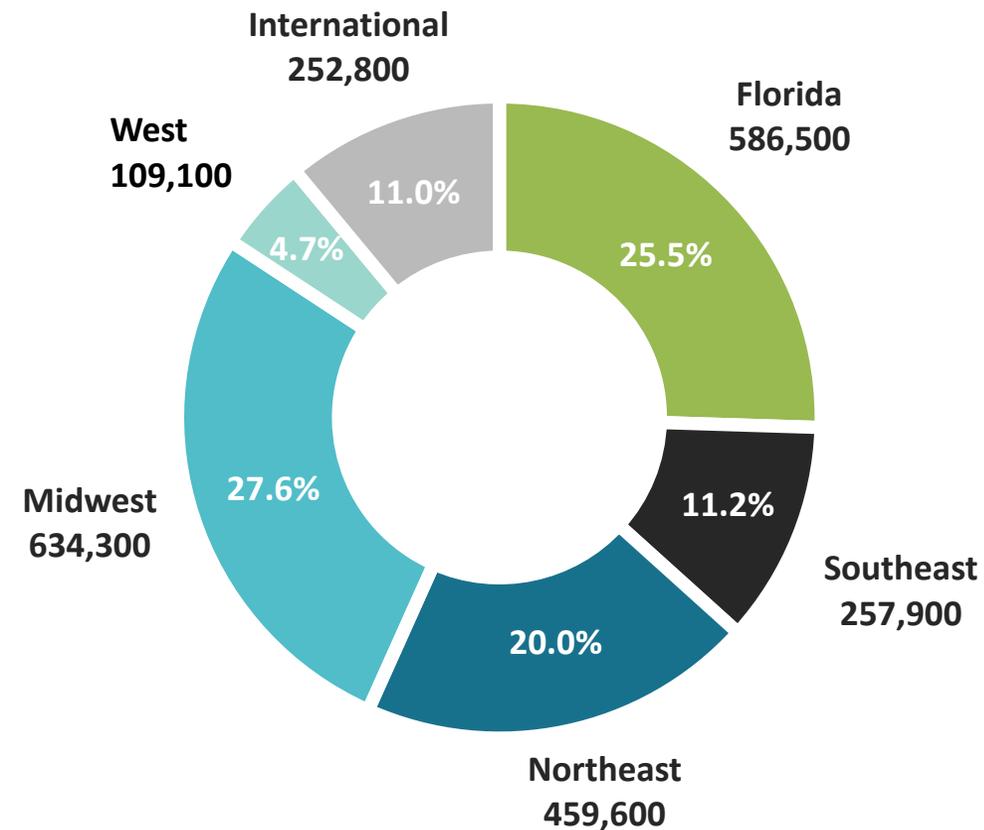
CYTD 2019-2023 SPENDING & ECONOMIC IMPACT¹



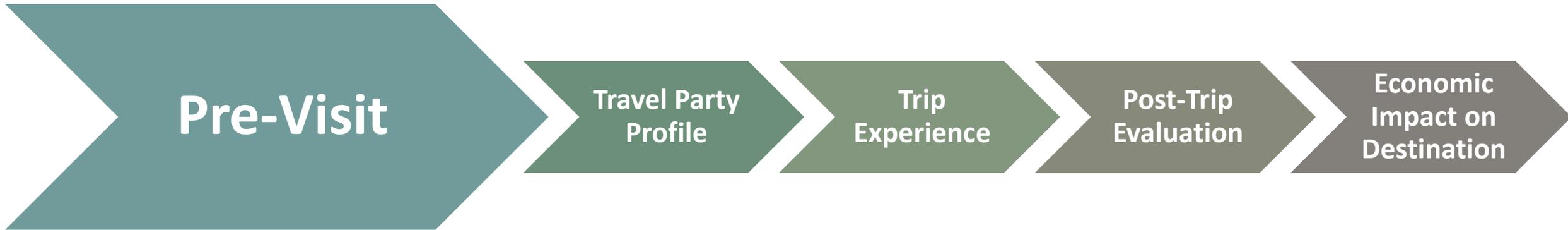
¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

CYTD 2023 VISITOR ORIGIN MARKETS¹

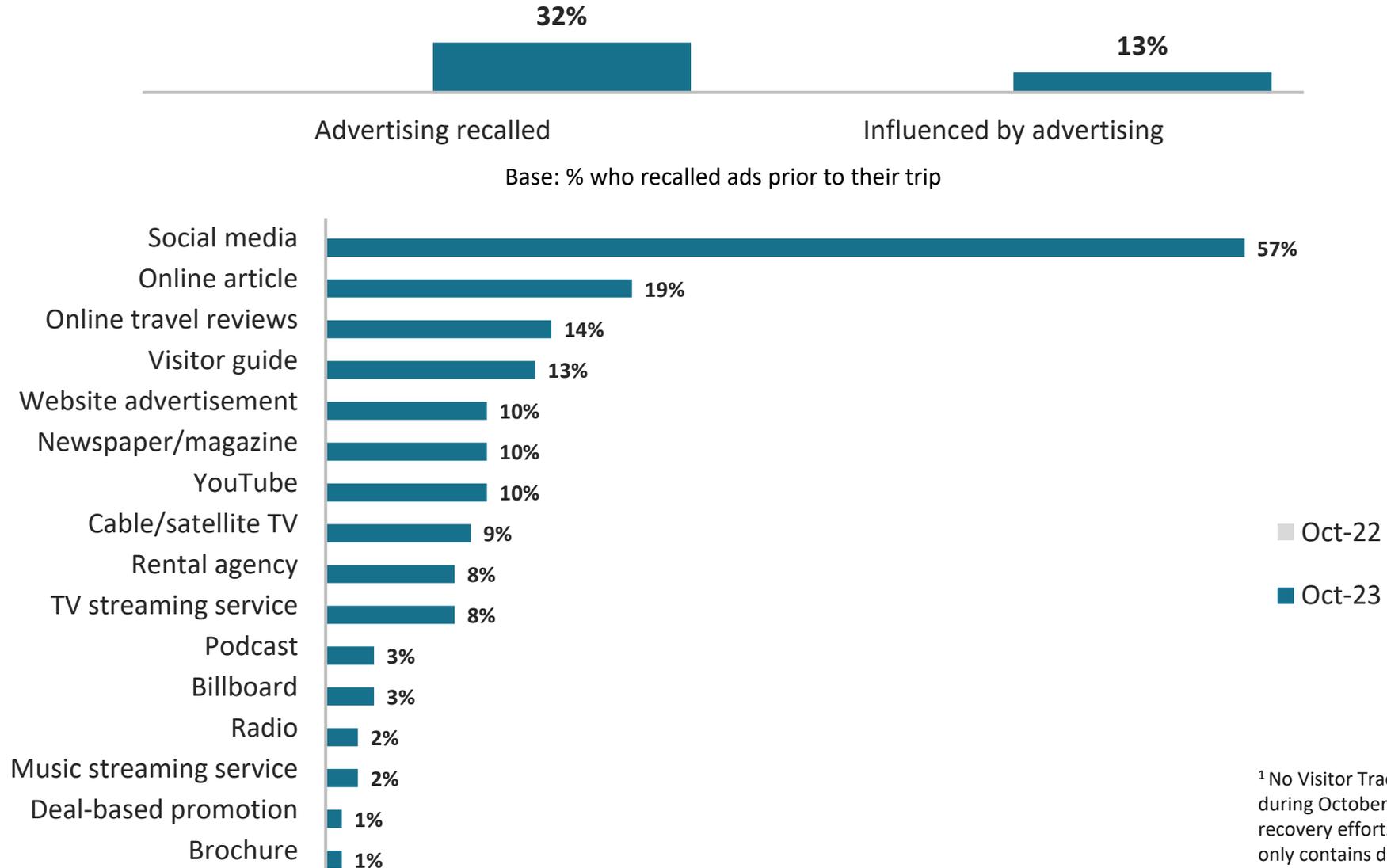
Region	CYTD 2022		CYTD 2023		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	627,200	24.9%	586,500	25.5%	-6.5%	2.4%
Southeast	302,400	12.0%	257,900	11.2%	-14.7%	-6.6%
Northeast	561,400	22.3%	459,600	20.0%	-18.1%	-10.4%
Midwest	702,900	27.9%	634,300	27.6%	-9.8%	-1.2%
West	131,200	5.2%	109,100	4.7%	-16.8%	-9.0%
Canada	65,700	2.6%	108,400	4.7%	65.0%	80.6%
Europe	75,500	3.0%	88,800	3.9%	17.6%	28.7%
C/S America	19,700	0.8%	30,800	1.3%	56.3%	71.1%
Other	31,800	1.3%	24,800	1.1%	-22.0%	-14.6%
Total	2,517,800	100.0%	2,300,200	100.0%		



¹ October 2022 visitor origin data was estimated using October 2021 Visitor Tracking Data from DSG along with October 2022 data from Zartico.

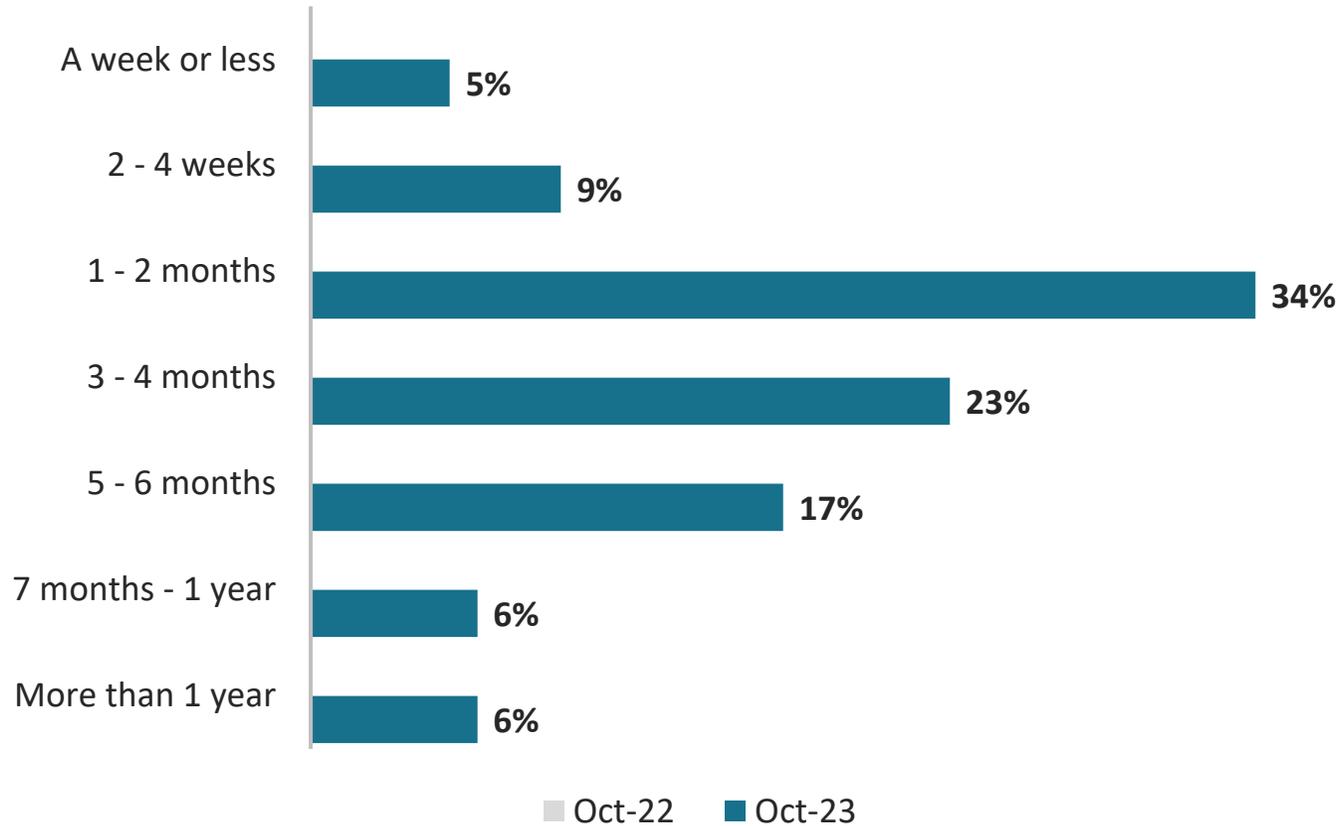


ADVERTISING RECALL¹

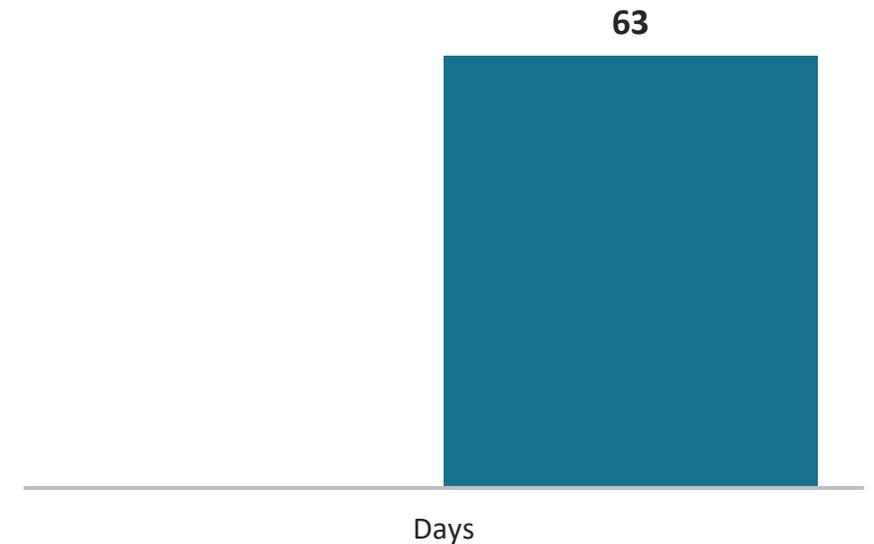


¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

TRIP PLANNING CYCLE¹

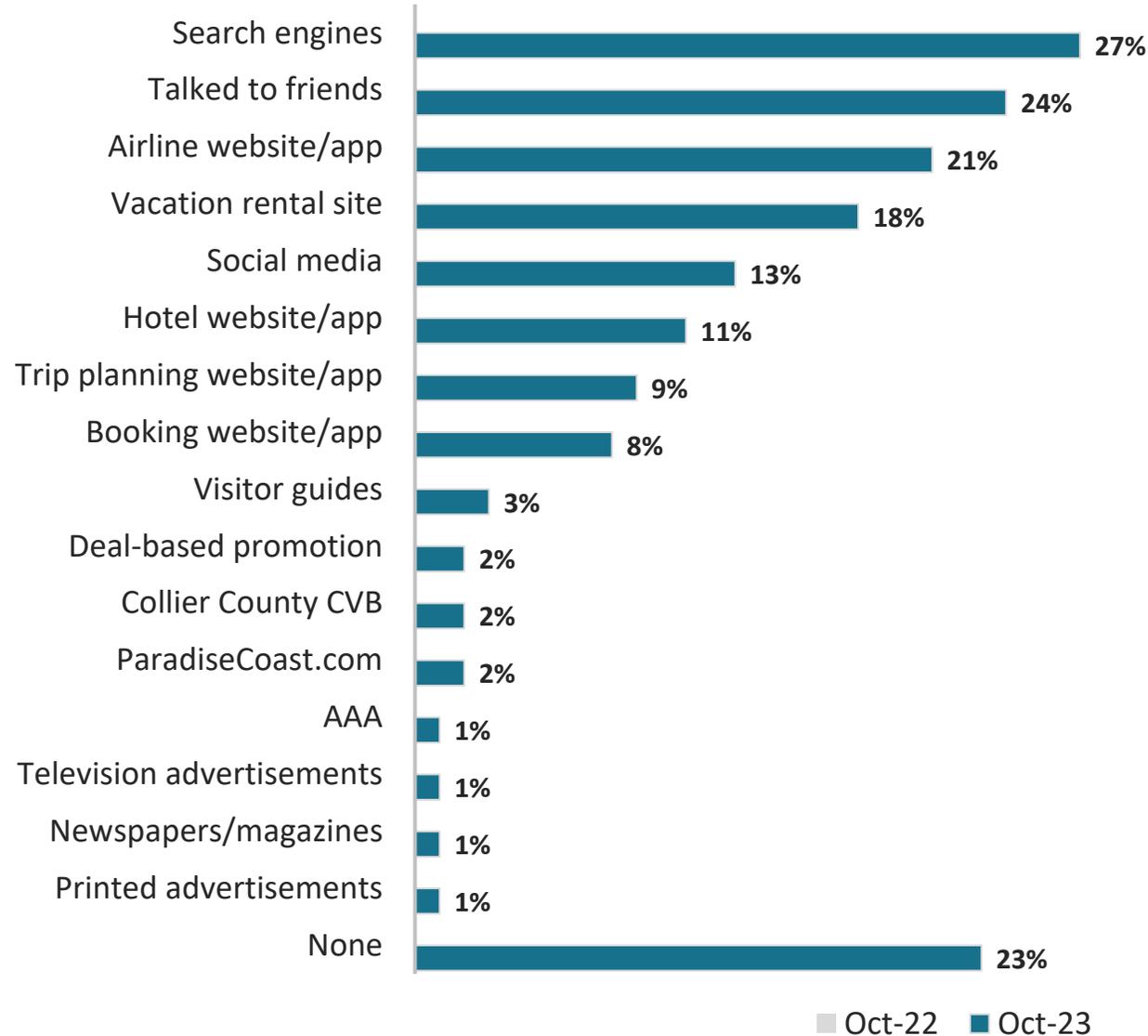


Median Trip Planning Time



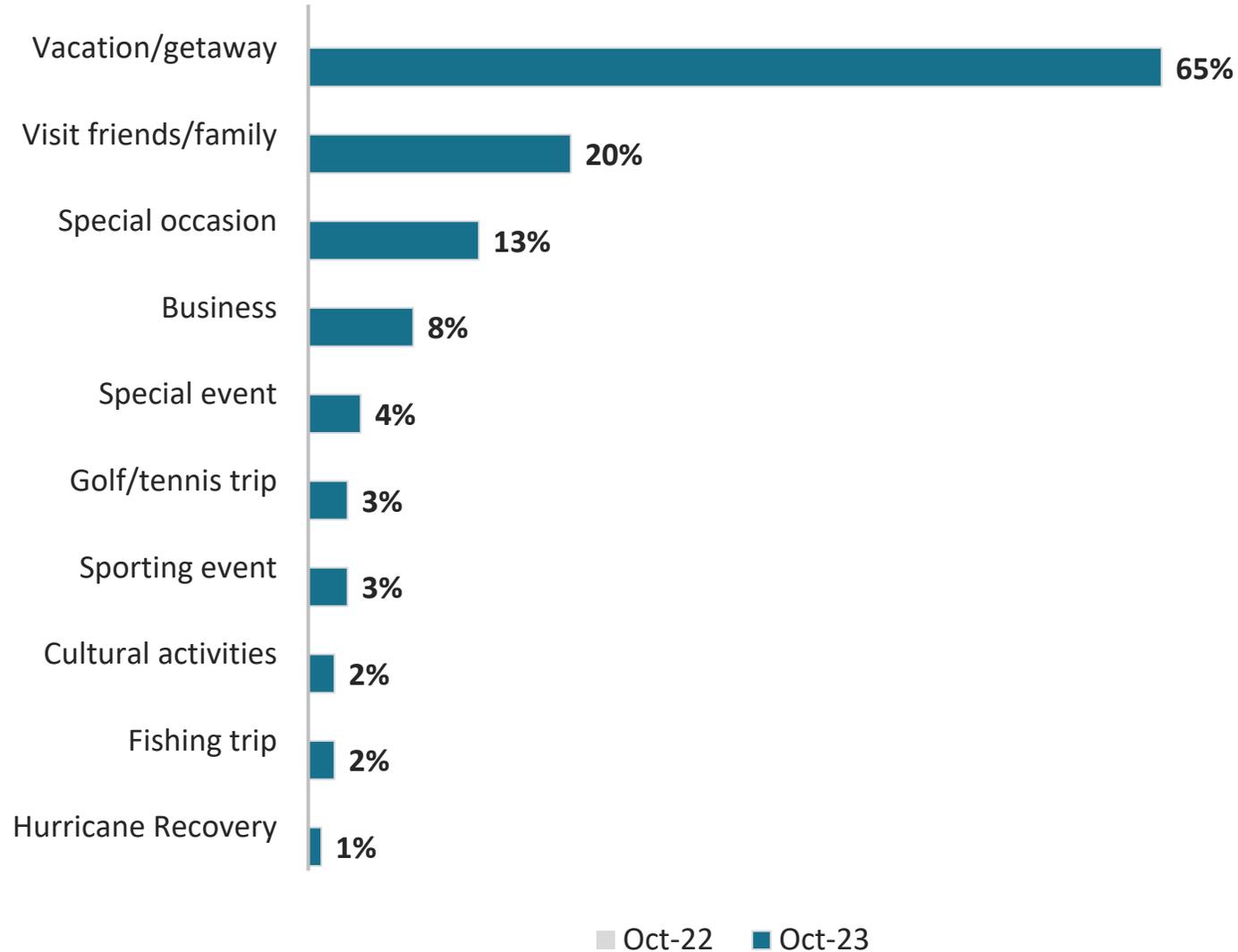
¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

TRIP PLANNING SOURCES¹



¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

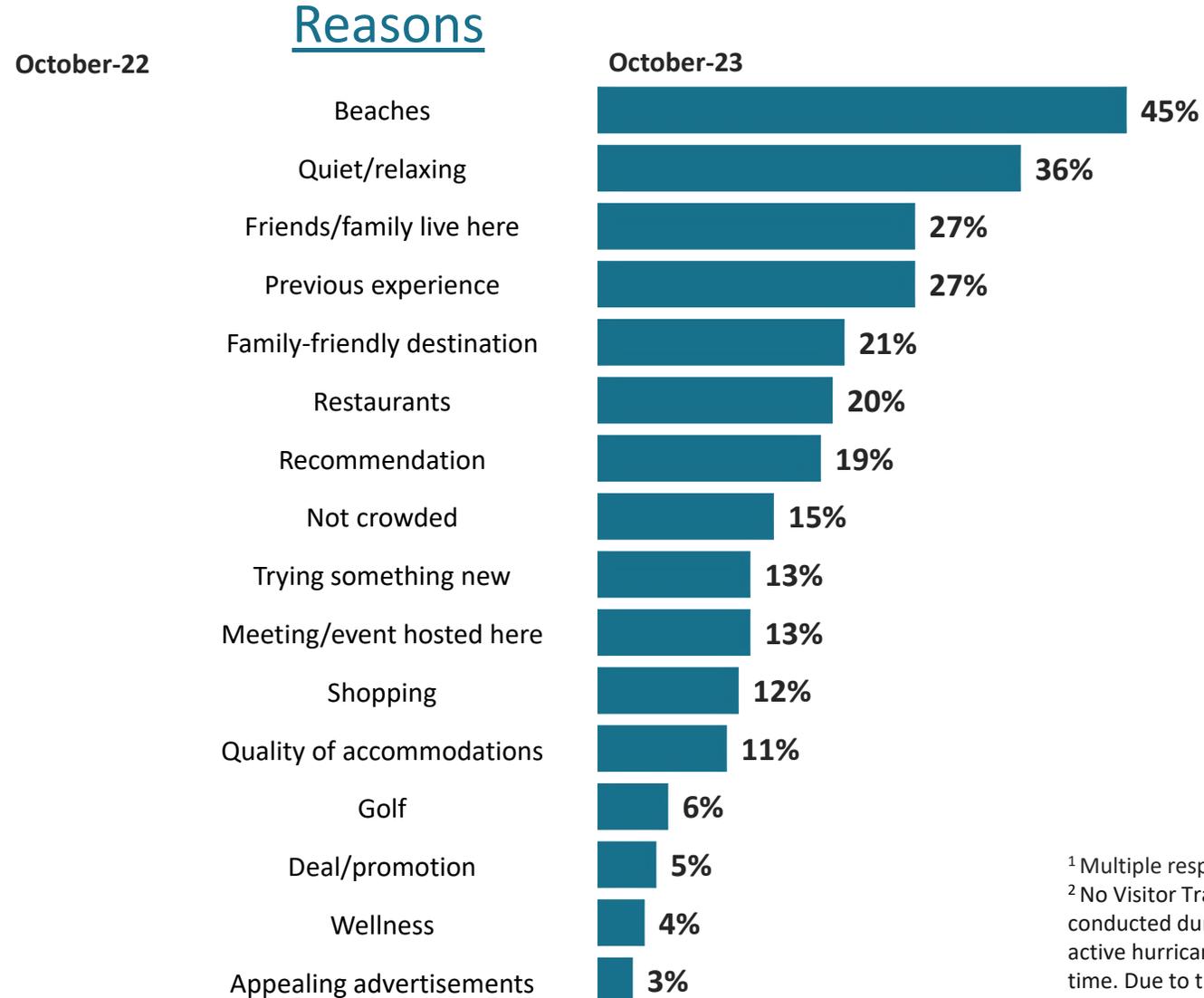
REASONS FOR VISITING^{1,2}



¹ Multiple responses permitted.

² No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

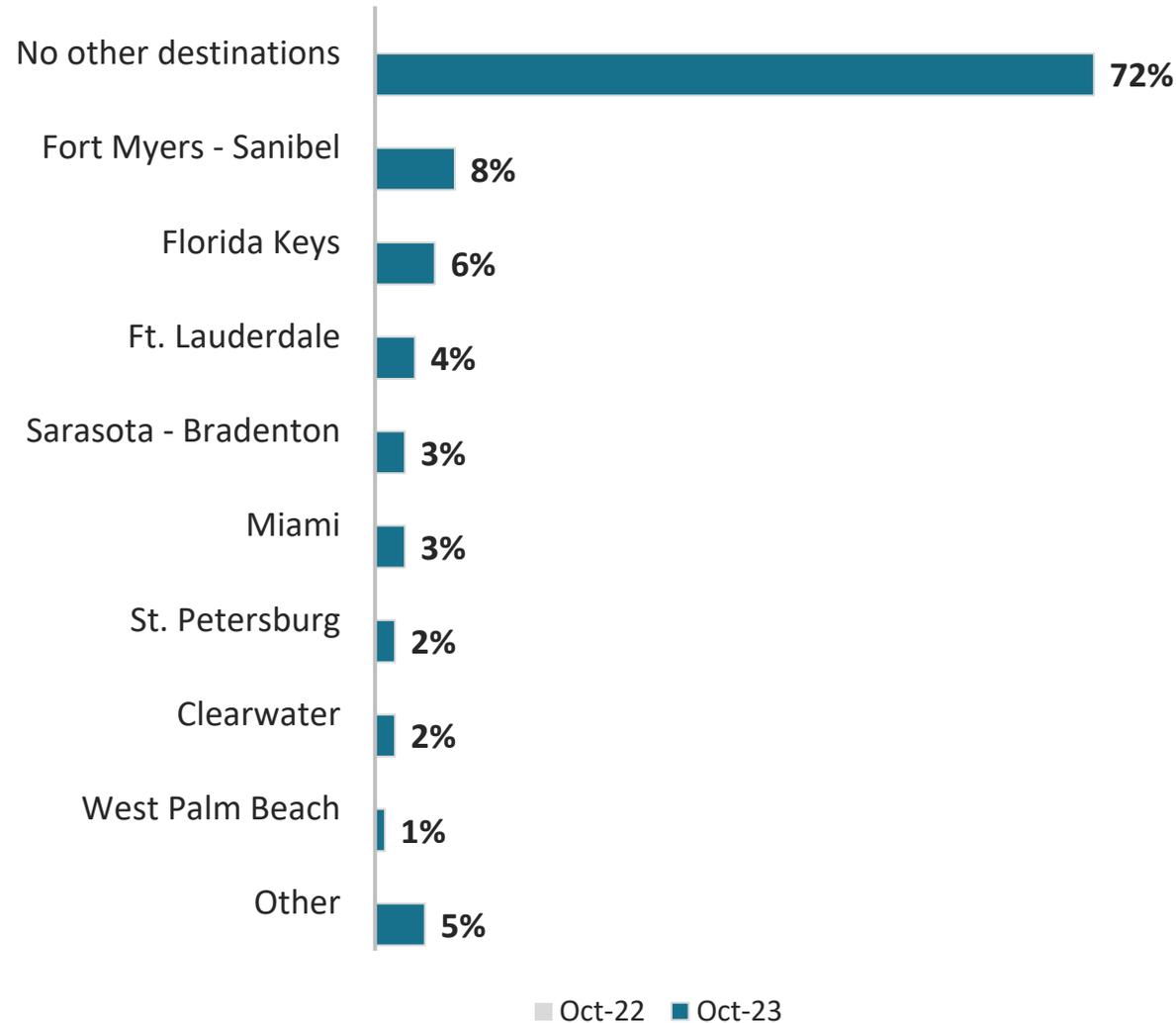
REASONS FOR CHOOSING AREA^{1,2}



¹ Multiple responses permitted.

² No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

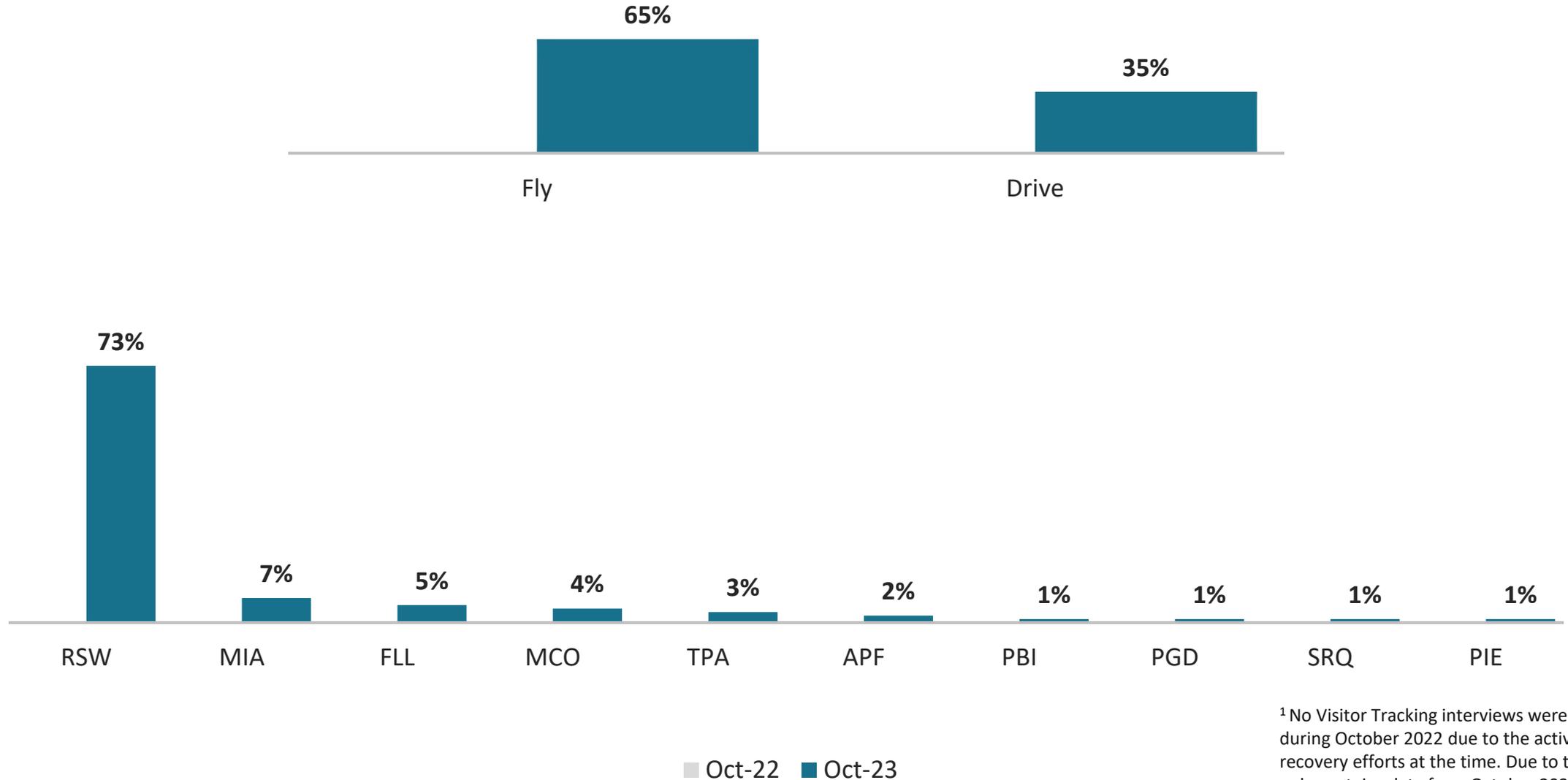
OTHER DESTINATIONS CONSIDERED^{1,2}



¹ Multiple responses permitted.

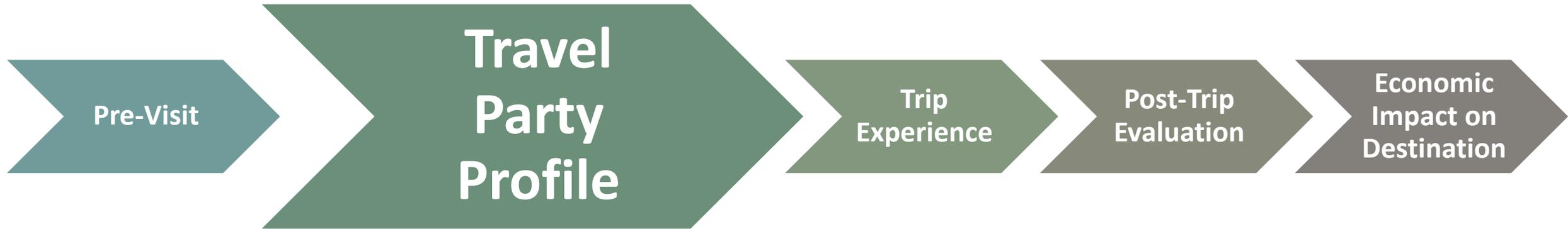
² No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

TRANSPORTATION METHODS¹

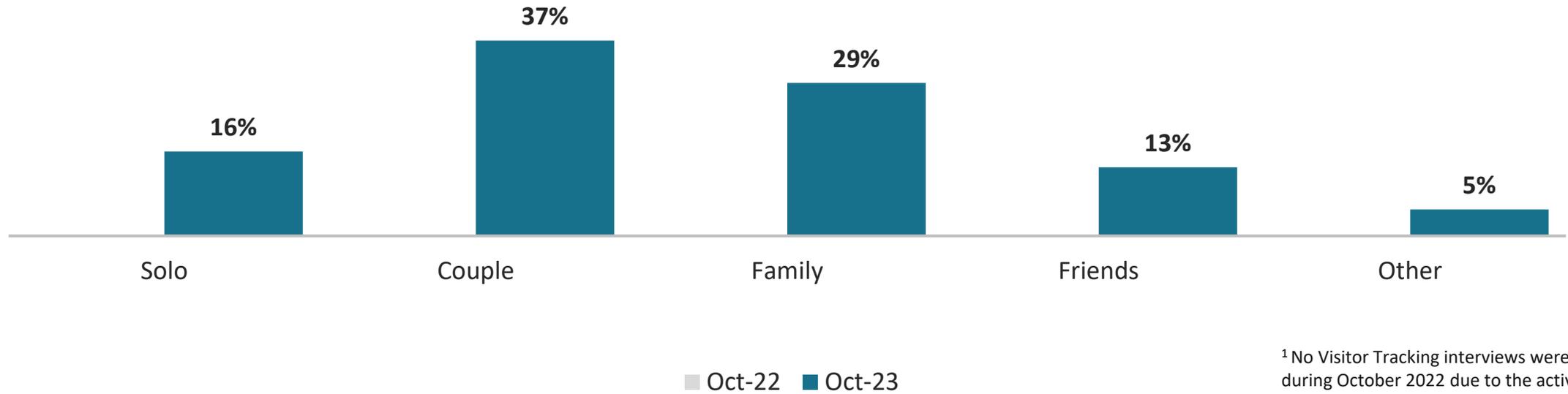


¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

VISITOR JOURNEY: TRAVEL PARTY PROFILE

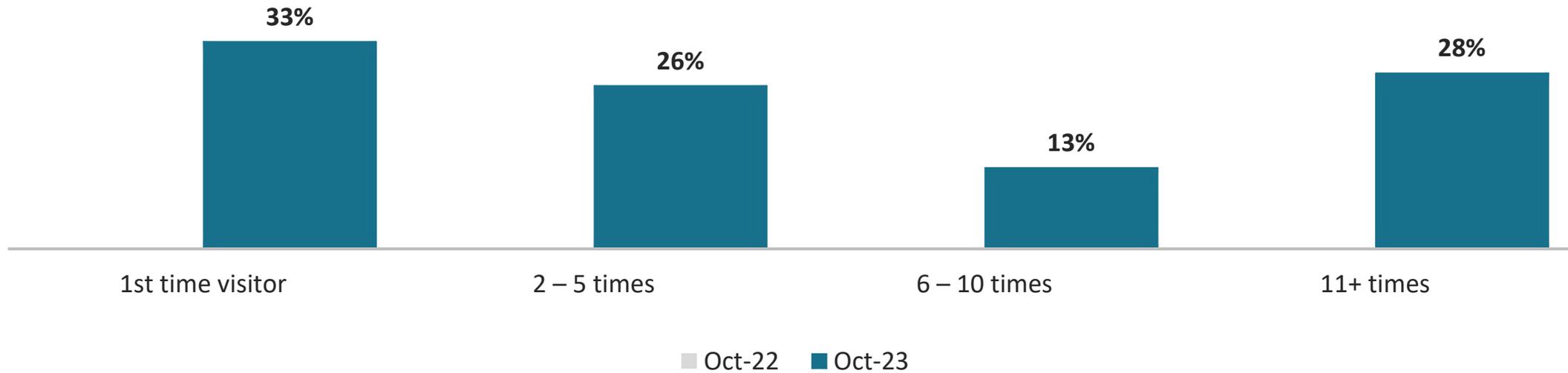


TRAVEL PARTY COMPOSITION



¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

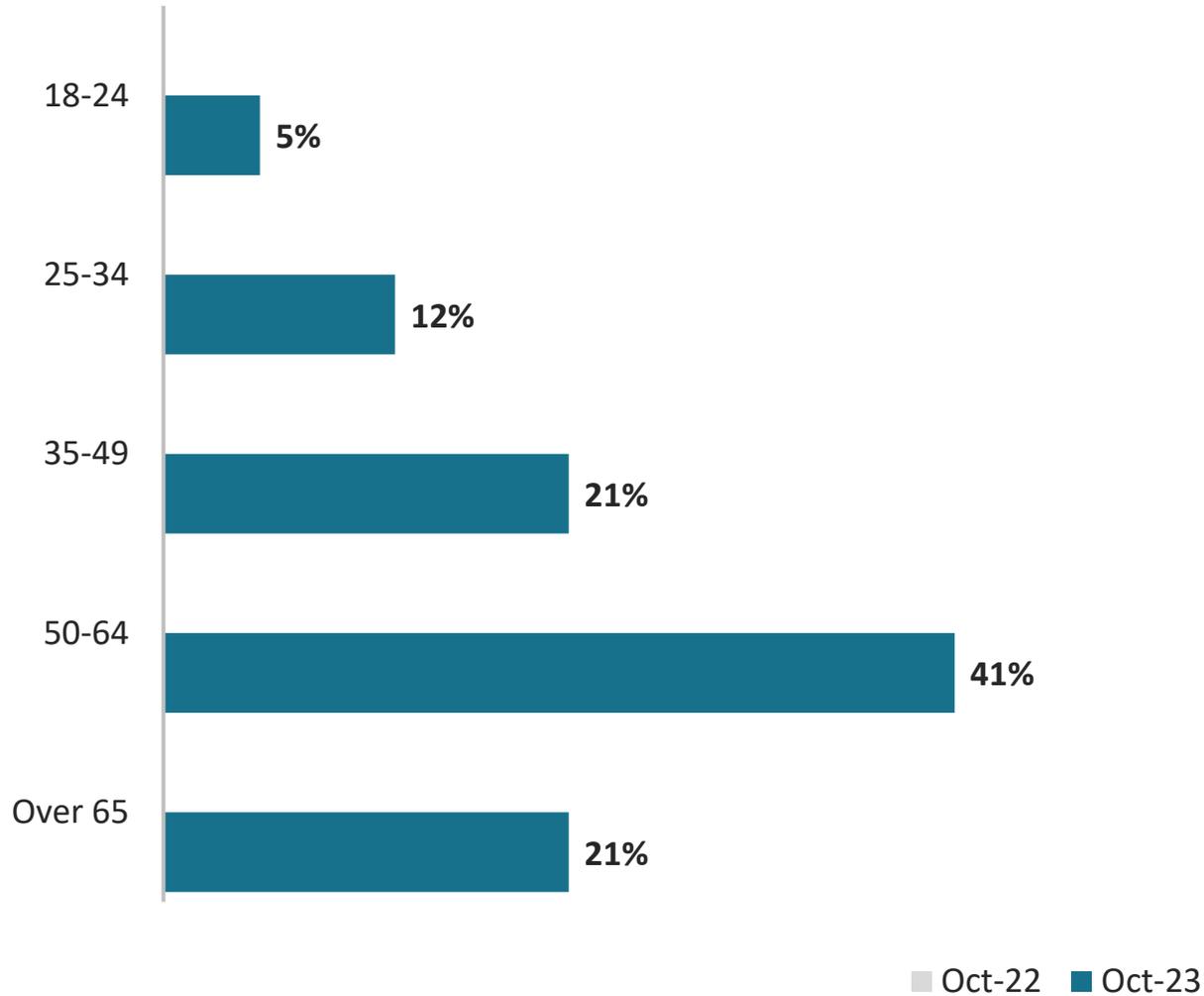
PREVIOUS VISITS¹



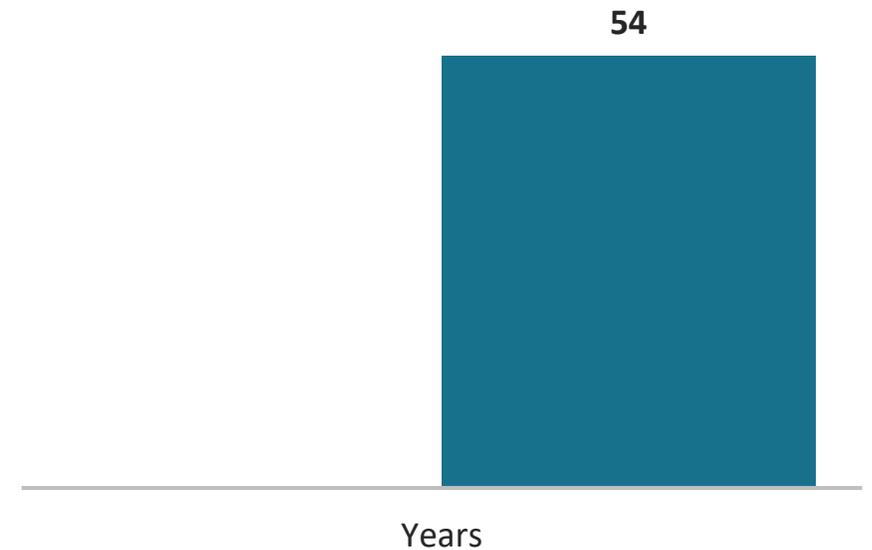
¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

VISITOR AGES¹

Age



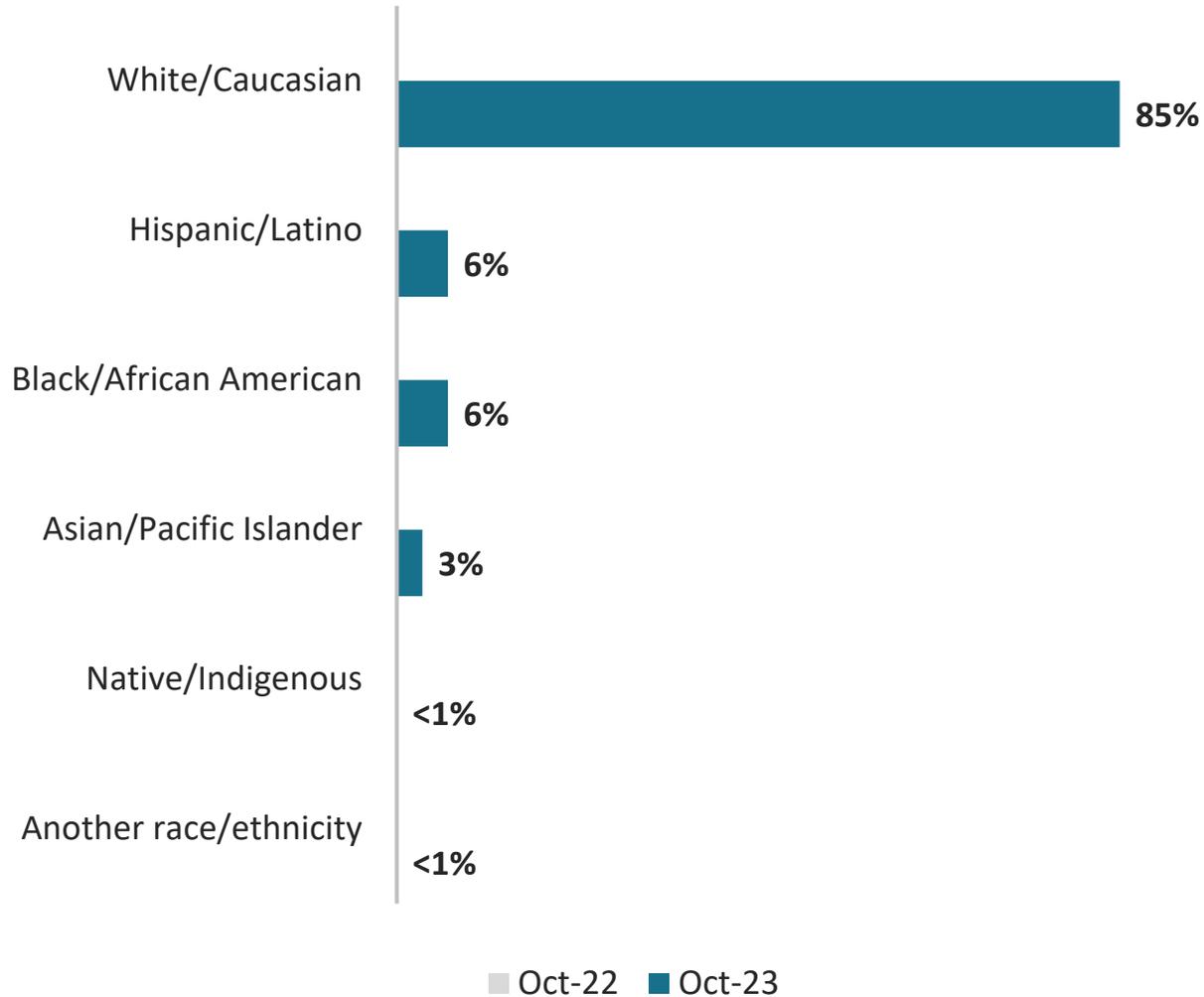
Median Age



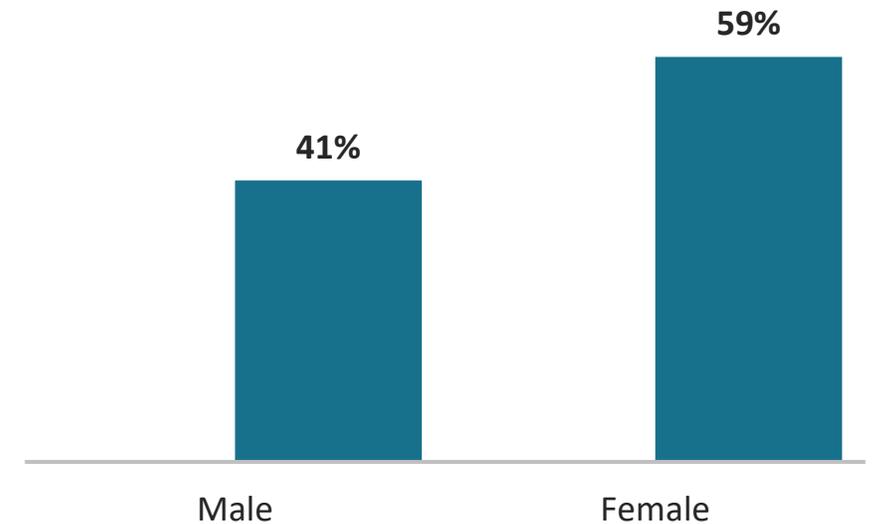
¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

VISITOR RACE & GENDER^{1,2}

Race



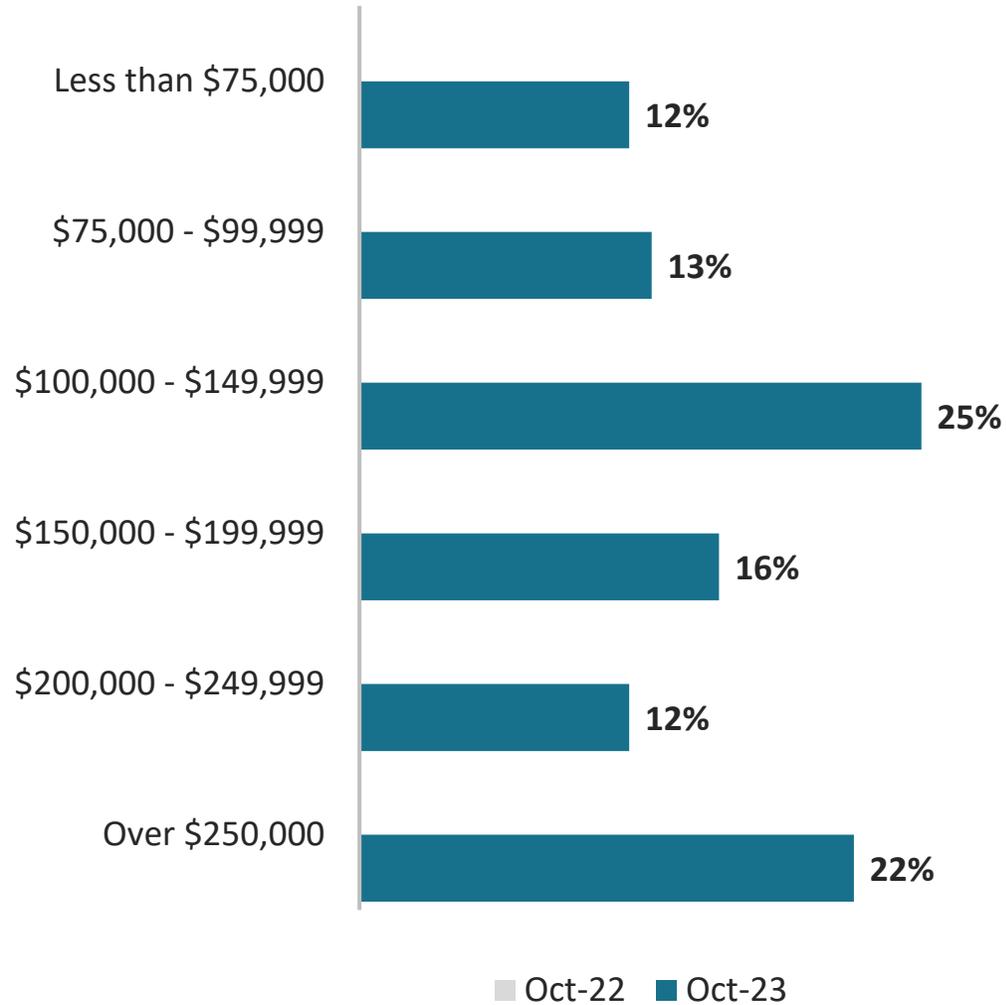
Gender



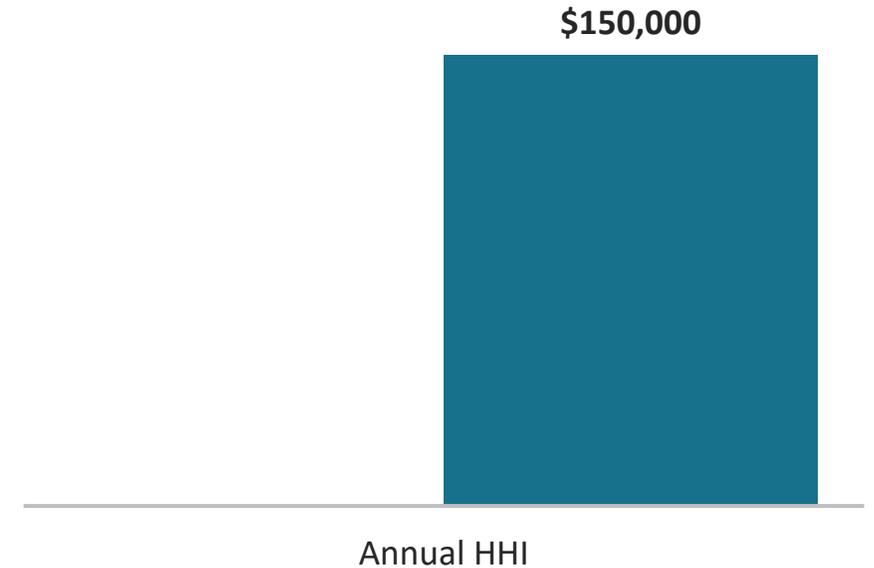
¹ Of person interviewed. Females are generally more likely to agree to participate in survey research.

² No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

Income



Median Household Income



¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

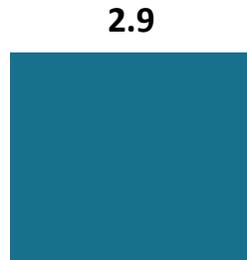
VISITOR JOURNEY: TRIP EXPERIENCE



TRIP CHARACTERISTICS¹

TRAVEL PARTY SIZE

2.9



NIGHTS STAYED

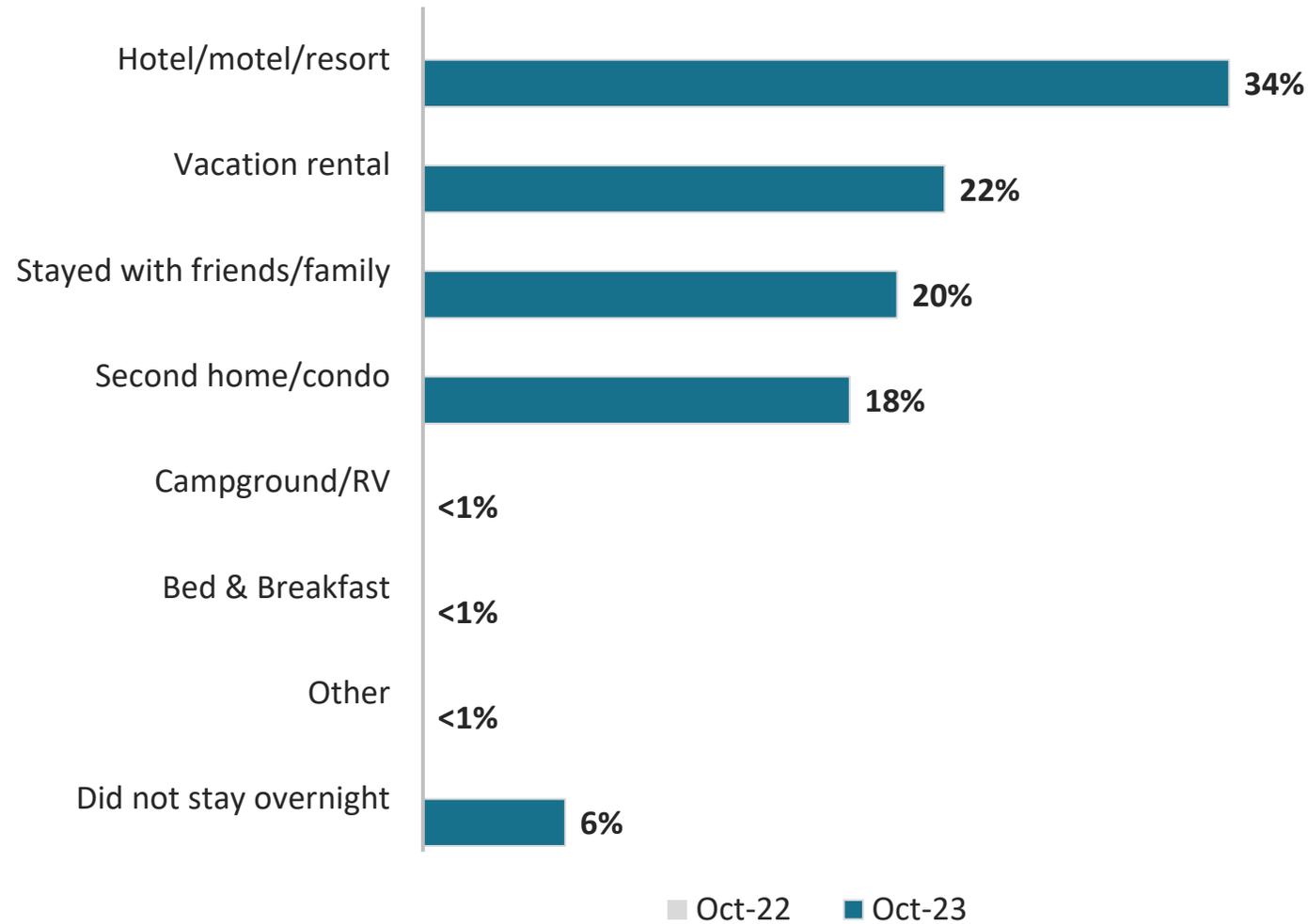
5.3



■ Oct-22 ■ Oct-23

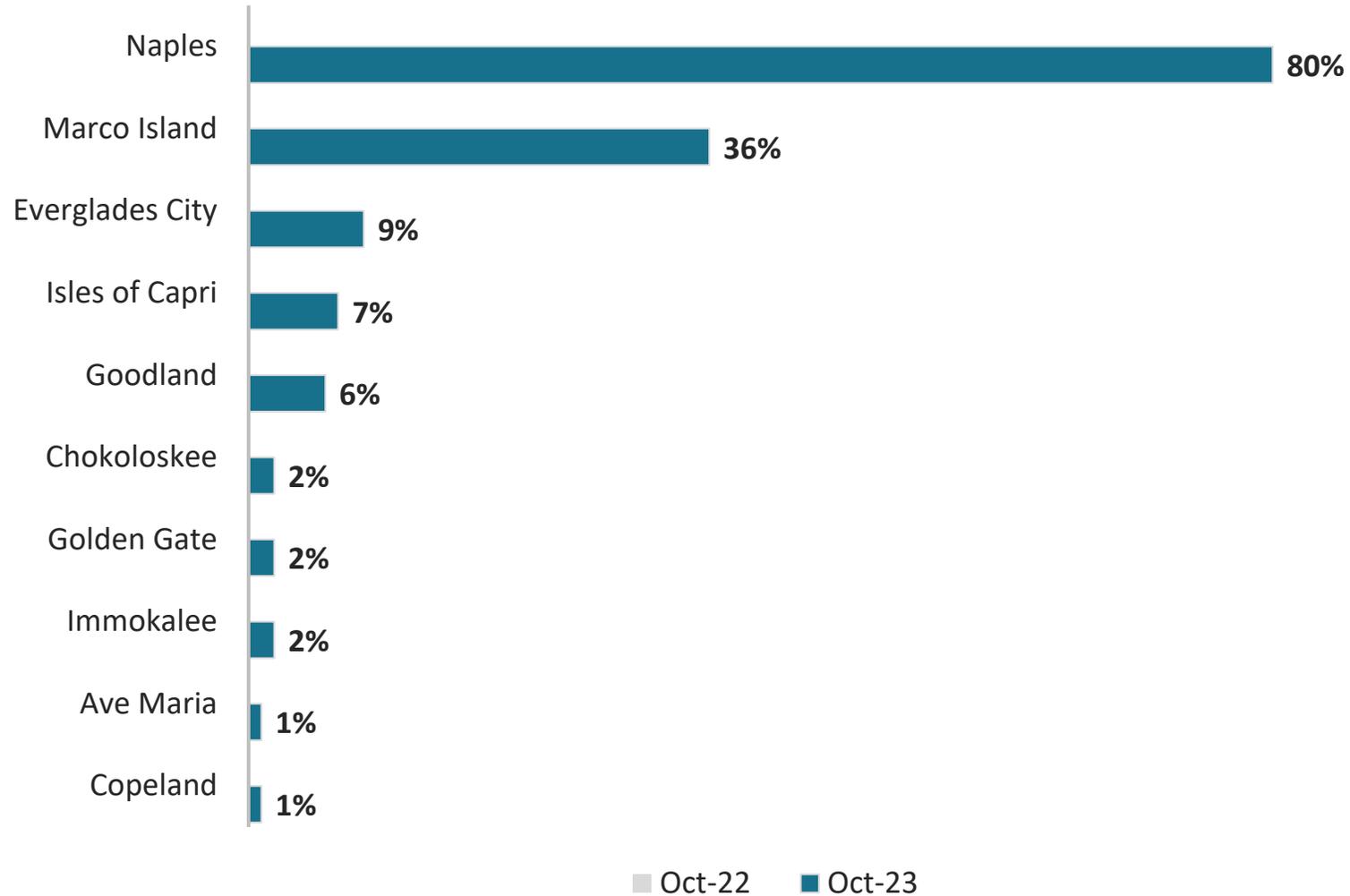
¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

TYPE OF ACCOMMODATIONS¹



¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

AREAS VISITED¹

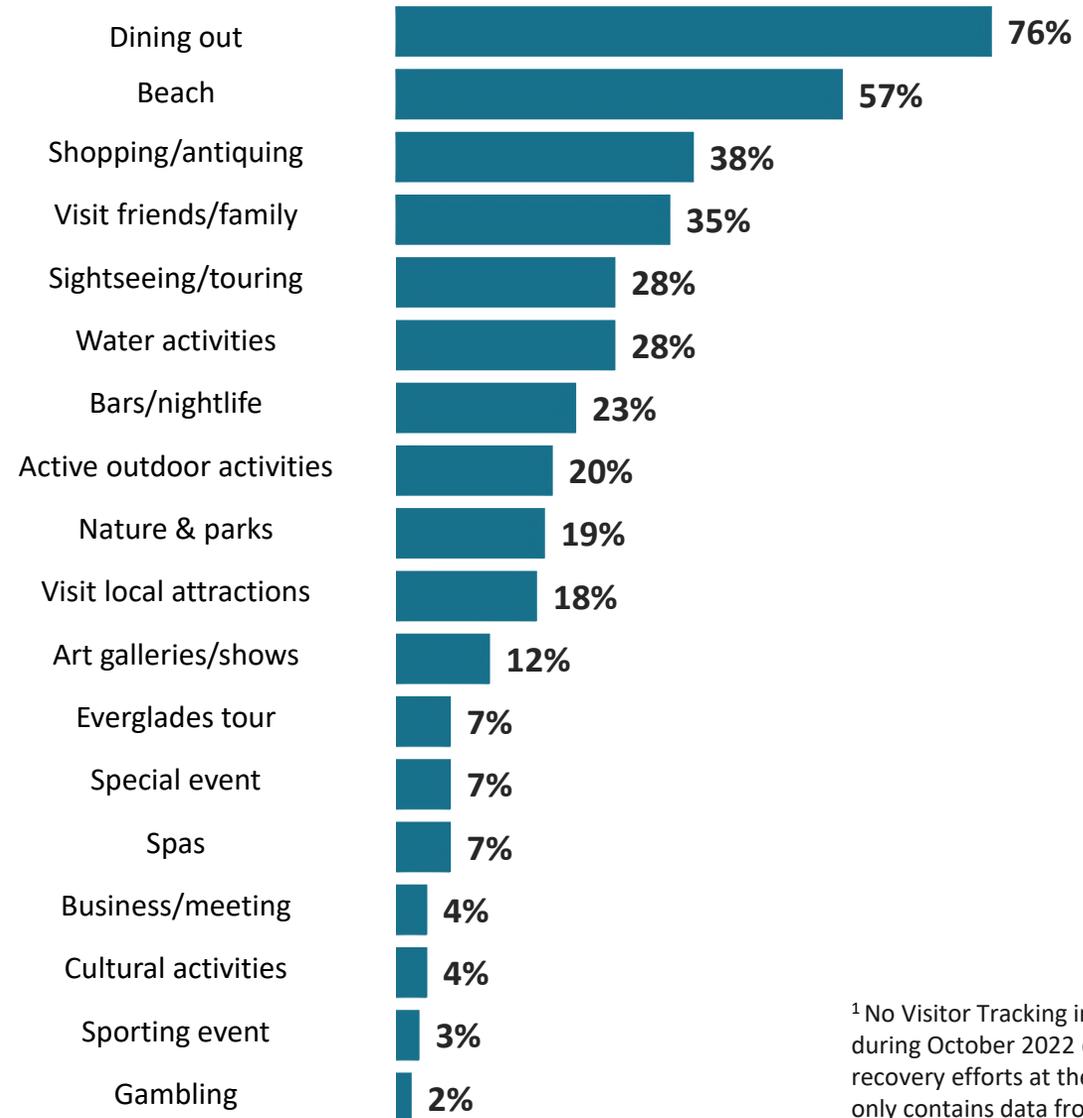


¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

TRIP ACTIVITIES¹

October-22

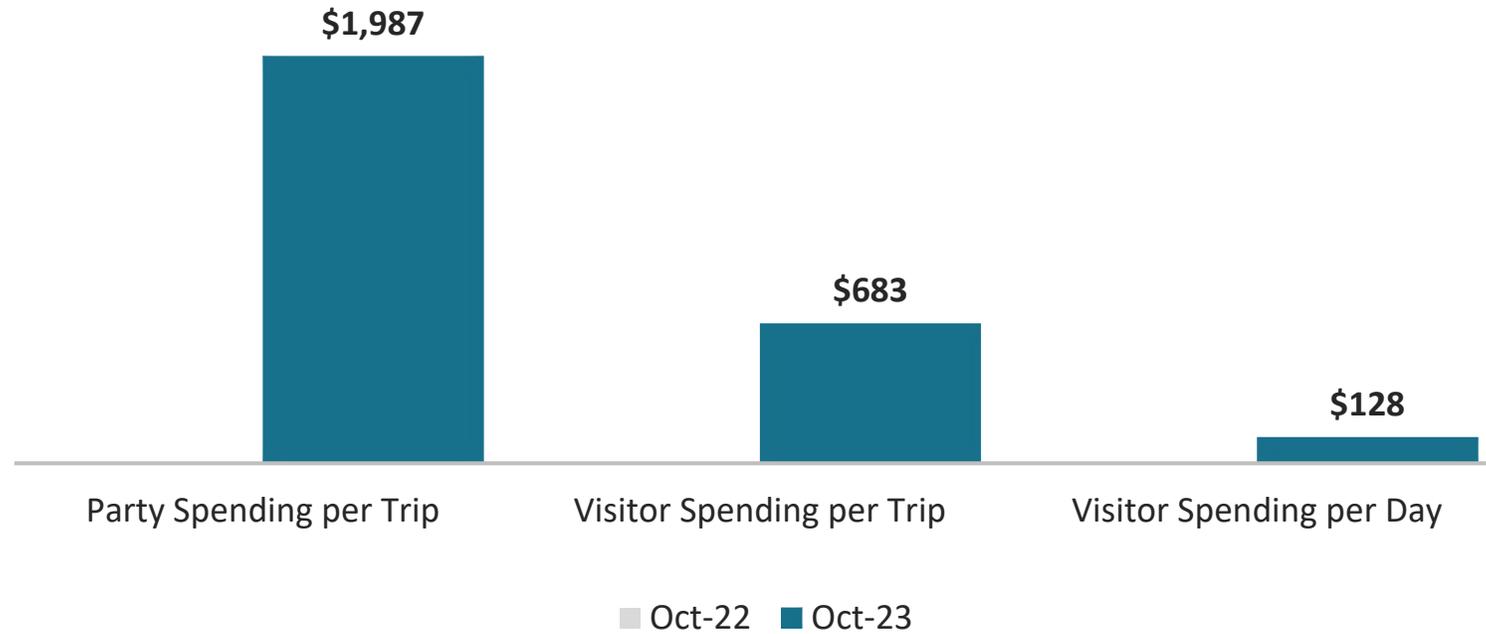
October-23



¹ Multiple responses permitted.

¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

VISITOR SPENDING¹

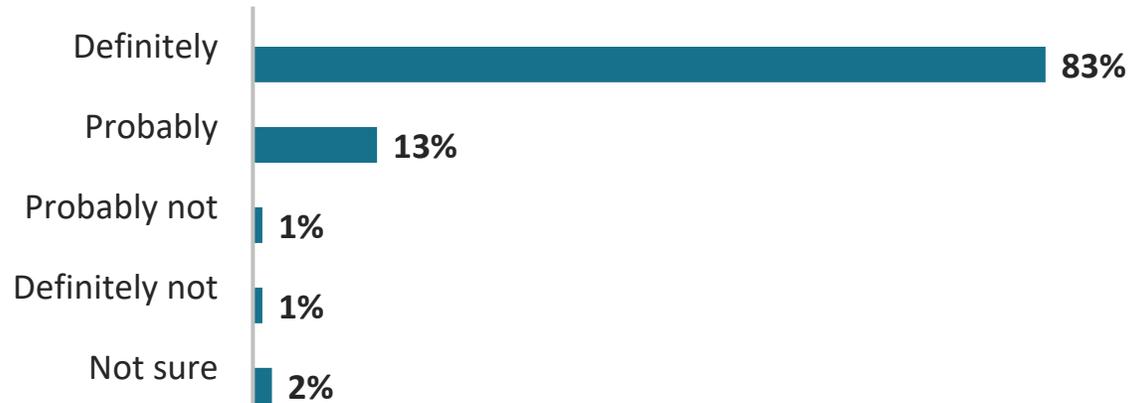


¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

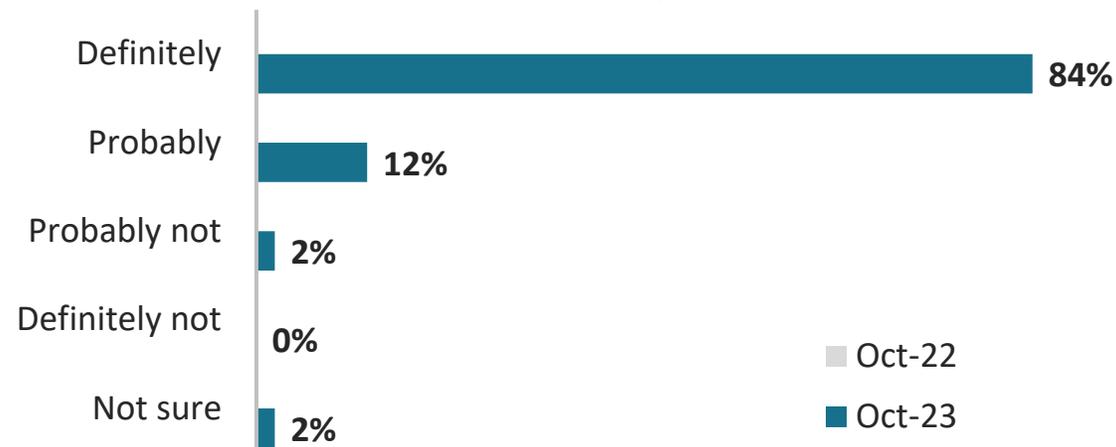
VISITOR JOURNEY: POST-TRIP EVALUATION



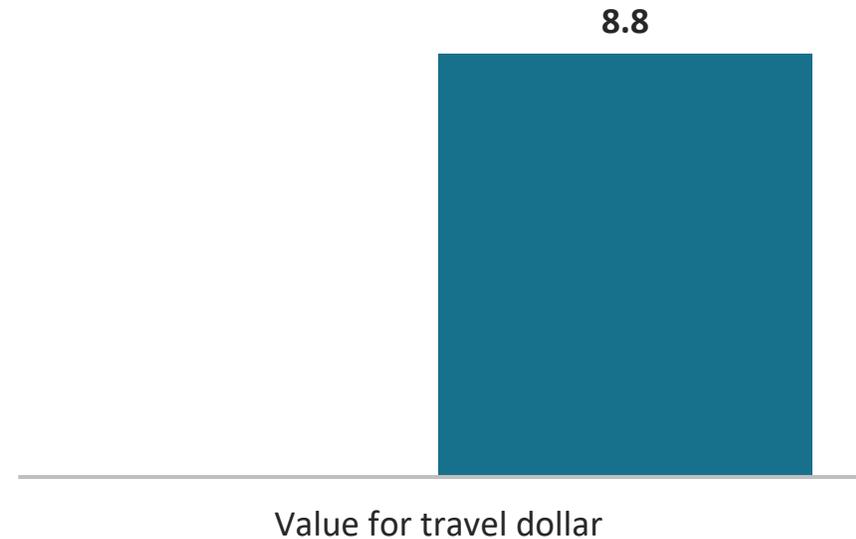
Will recommend the Naples area?



Will return to the Naples area?



VALUE FOR TRAVEL DOLLAR^{2,3}



¹ No Visitor Tracking interviews were conducted during October 2022 due to the active hurricane recovery efforts at the time. Due to this, this section only contains data from October 2023.

² 10-point scale where 10 is "excellent" and 1 is "poor".

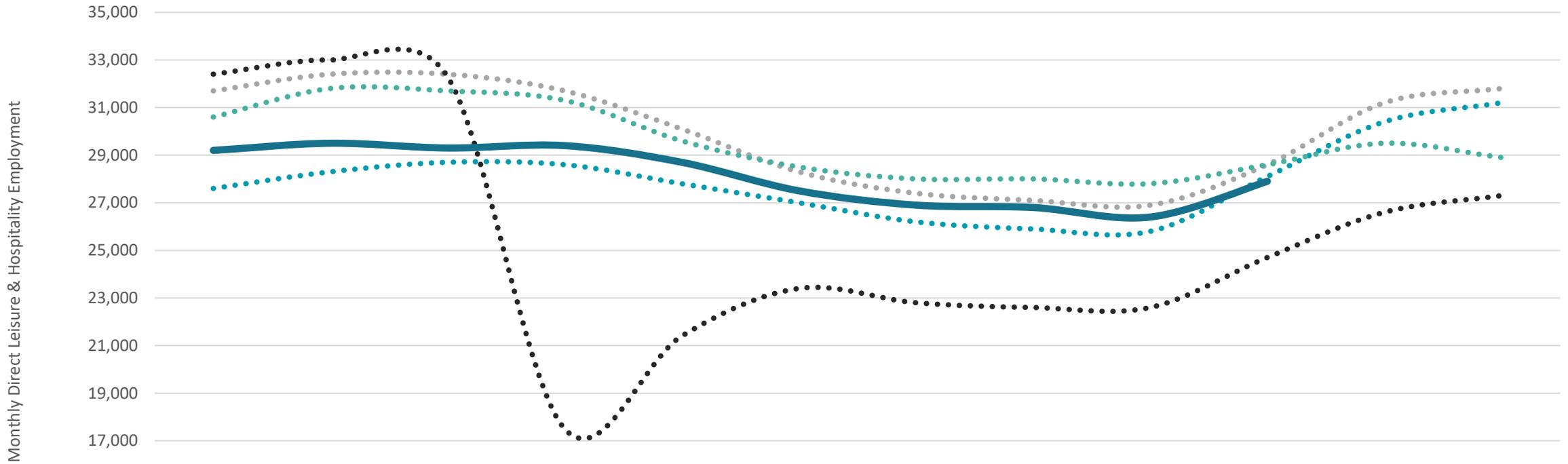
³ All visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower ratings.

INDUSTRY DATA



LEISURE & HOSPITALITY EMPLOYMENT

Collier County Direct Leisure and Hospitality Employment (Calendar Year)¹



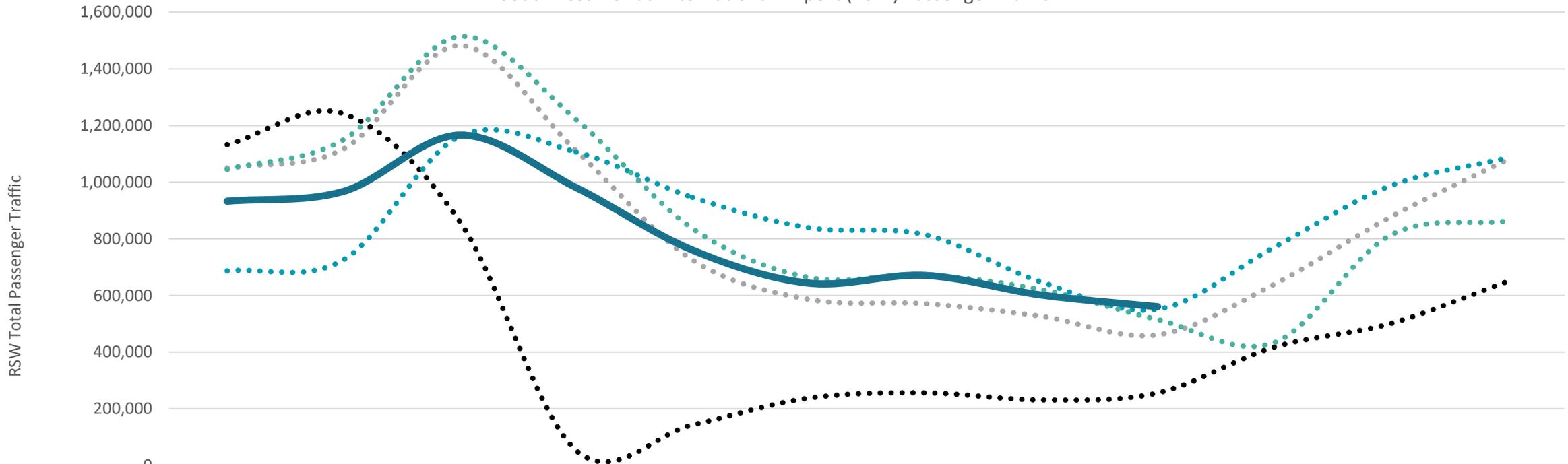
Monthly Direct Leisure & Hospitality Employment

	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	28,600	27,800	27,000	26,200	25,900	25,800	28,100	30,400	31,200
••••• 2022	30,600	31,800	31,700	31,300	29,600	28,500	28,000	28,000	27,800	28,600	29,500	28,900
— 2023	29,200	29,500	29,300	29,400	28,700	27,500	26,900	26,800	26,400	27,900 (P)		

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

RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic¹



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

¹SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

October 2023 Licensed Transient Rental Units ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	4,602	1,368	2,922	8,892
Marco Island	1,275	121	1,738	3,134
Immokalee	0	70	104	174
Golden Gate	0	150	0	150
Everglades City	38	36	20	94
Chokoloskee	0	13	1	14
Goodland	0	5	5	10
Ave Maria	0	0	2	2
Ochopee	0	0	1	1
Total	5,915	1,763	4,793	12,471²

¹SOURCE: Florida Department of Business & Professional Regulation.

²Some units are still unavailable due to the impact of Hurricane Ian.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
October 2023 Monthly Dashboard

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