NAPLES · MARCO ISLAND EVERGLADES℠

FLORIDA'S PARADISE COAST

September 2024 Monthly Visitor Dashboard

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MONTHLY SNAPSHOT

September 2024 | MONTHLY SNAPSHOT

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- In September 2024, overall occupancy rate decreased 11.3% compared to September 2023, coming in at 36.9%. This was due to both an increase in the number of room nights available (+4.9%) as well as a decrease in the number of room nights occupied (-7.0%). The former was driven by continued recovery post-Hurricane Ian, as well as some new property openings, while the latter was at least partially driven by the effects of Hurricane Helene, which made landfall in the Big Bend region of Florida on September 26th, 2024.

- Average Daily Rate (ADR) decreased 9.7% year-over-year, which resulted in a Revenue Per Available Room (RevPAR) of $70.19, a decrease of 19.9% from $87.66 in September 2023.

- Direct Spending by visitors and Total Economic Impact of Tourism in September decreased by 10.0% and 10.1%, respectively.

- The Total Economic Impact of Tourism in FY24 was $3.95B, which was 9.8% higher than the $3.60B in FY23.

- Visitation, Room Nights, and Visitor Days ended FY24 at totals of 2.76M, 2.70M, and 16.91M, respectively, up 4.6%, 8.8%, and 7.2% from FY23 totals.

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EXECUTIVE MONTHLY SUMMARY

SEPTEMBER 2024 | VISITATION & ROOM NIGHTS

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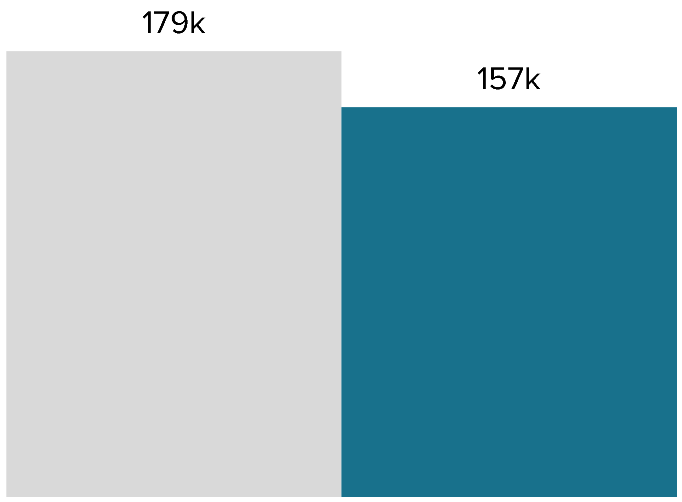
VISITORS

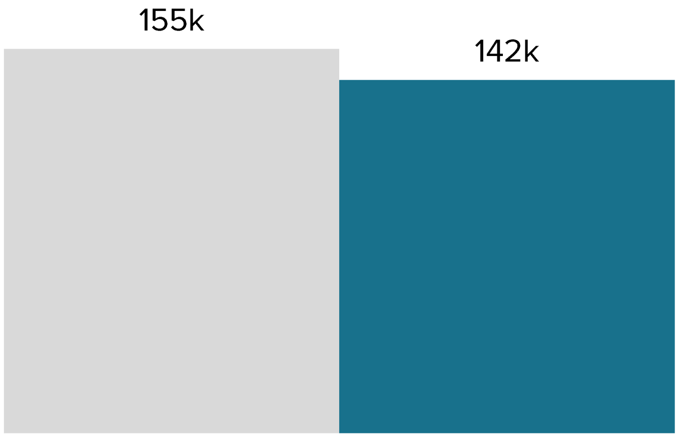
156,900



- **12.5%** from 2023

ROOM NIGHTS

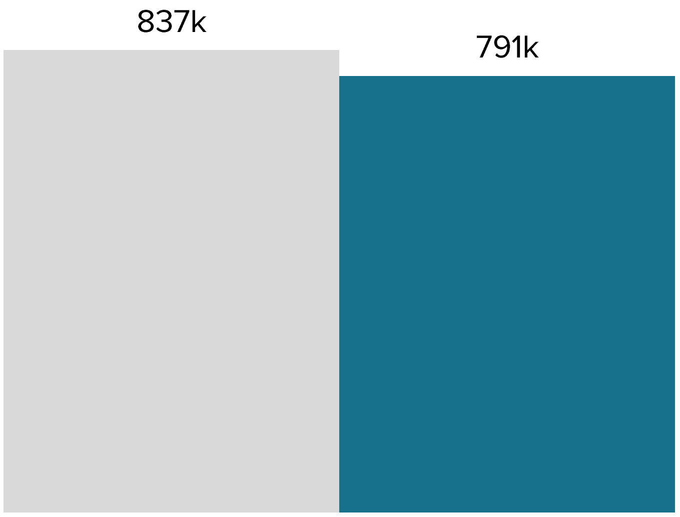
142,100



- **8.1%** from 2023

VISITOR DAYS

790,800



- **5.6%** from 2023

Sep-23 Sep-24

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SEPTEMBER 2024 | SPENDING & ECONOMIC IMPACT

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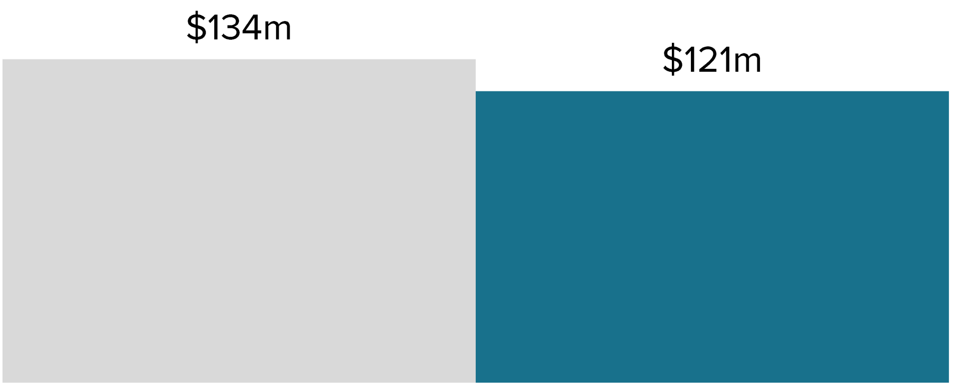
DIRECT SPENDING

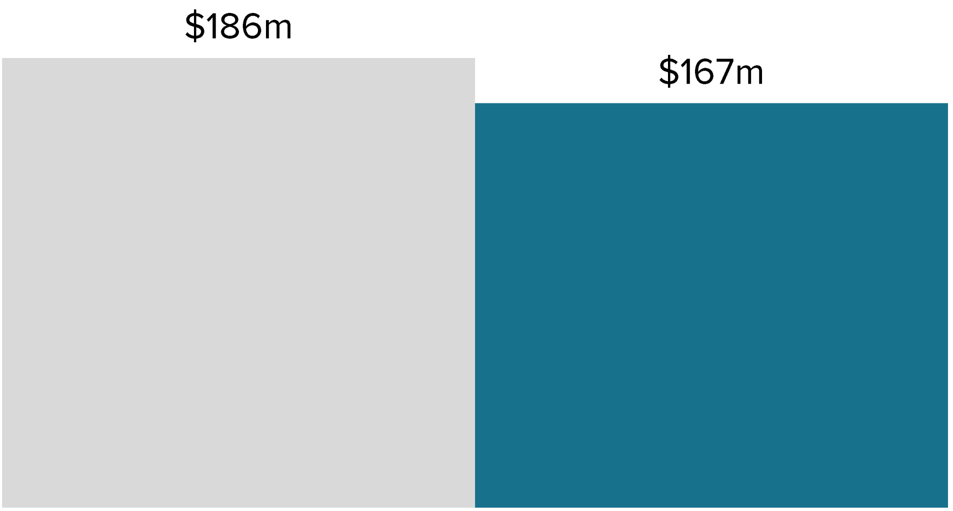
$120,701,100



- 10.0% from 2023

ECONOMIC IMPACT

$167,291,700



- 10.1% from 2023

Sep-23 Sep-24

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

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SEPTEMBER 2024 | OVERALL LODGING METRICS[1,2]

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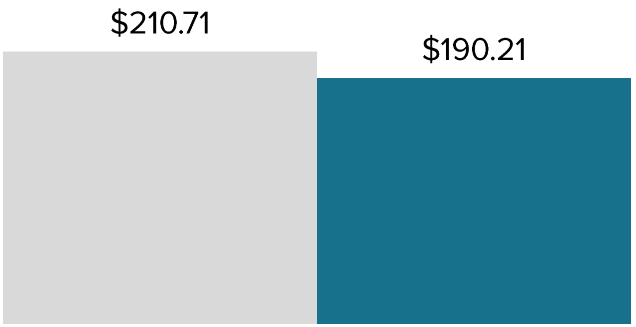
OCCUPANCY RATE

36.9%

- 11.3% from 2023

AVERAGE DAILY RATE

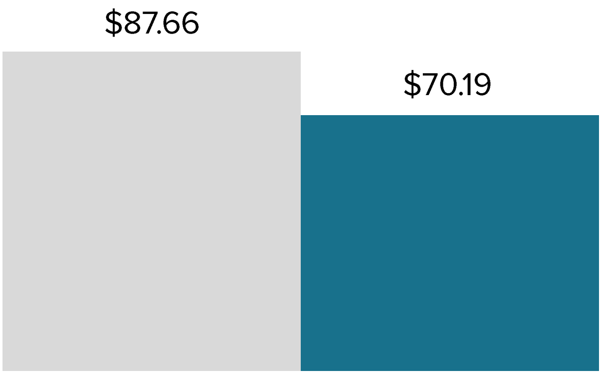
$190.21



- 9.7% from 2023

REVENUE PER AVAILABLE ROOM

$70.19



- 19.9% from 2023

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[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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SEPTEMBER 2024 | HOTEL LODGING METRICS[1,2]

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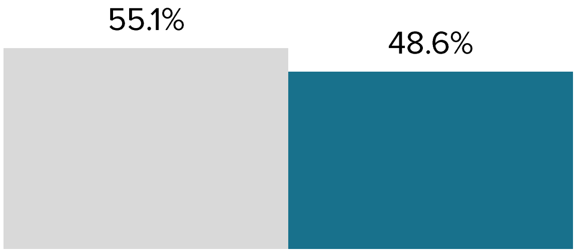
OCCUPANCY RATE[3]

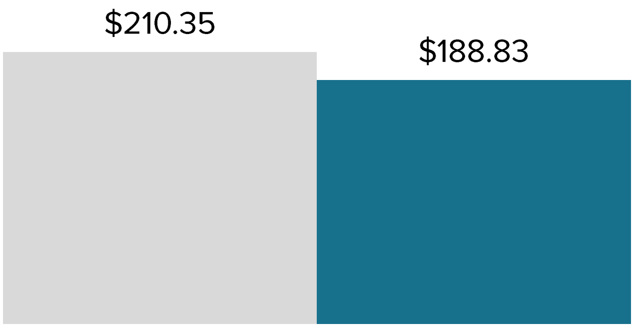
48.6%



- 12.4% from 2023

AVERAGE DAILY RATE

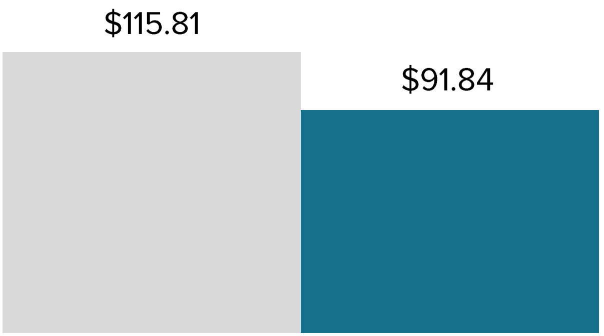
$188.83



- 10.2% from 2023

REVENUE PER AVAILABLE ROOM

$91.84



- 20.7% from 2023

Sep-23 Sep-24

[1] Source: STR data
[2] Lodging metrics on this slide are only reflective of the hotels within Collier County.
[3] Although Occupancy Rate was down 12.4% year-over-year, this was largely due to the increased number of available units in 2024, as occupied hotel room nights were only down 3.2% year-over-year.

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SEPTEMBER | OVERALL LODGING METRICS TREND[1]

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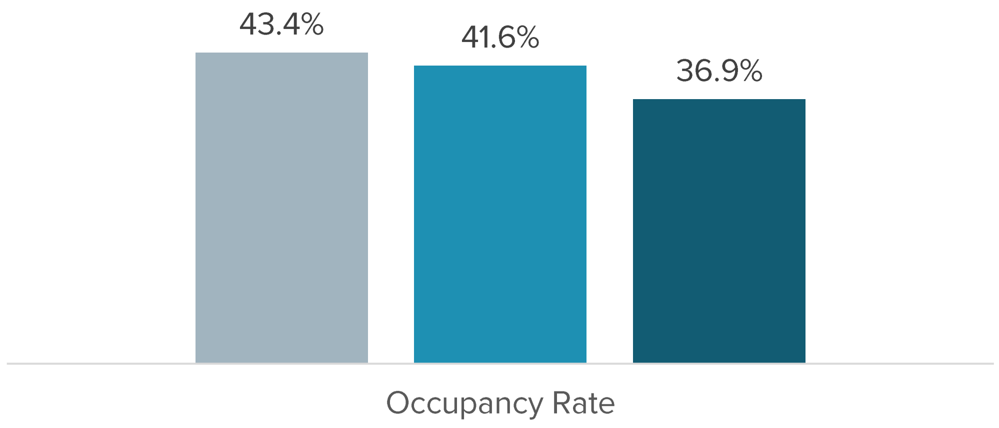

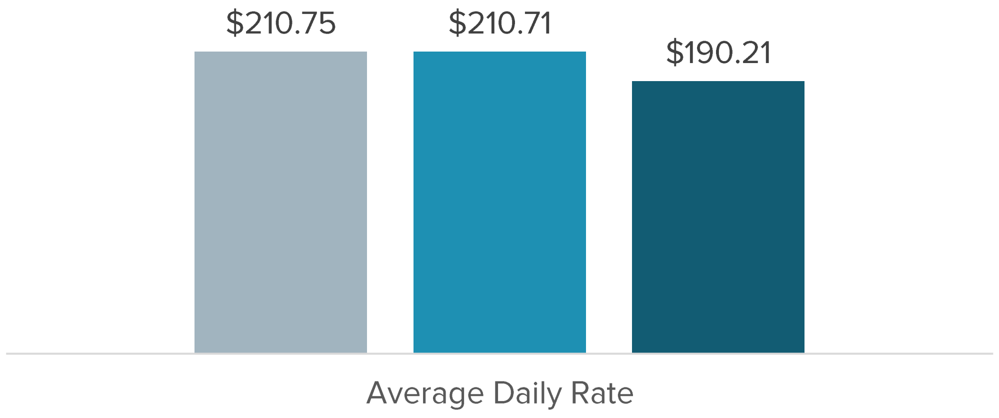

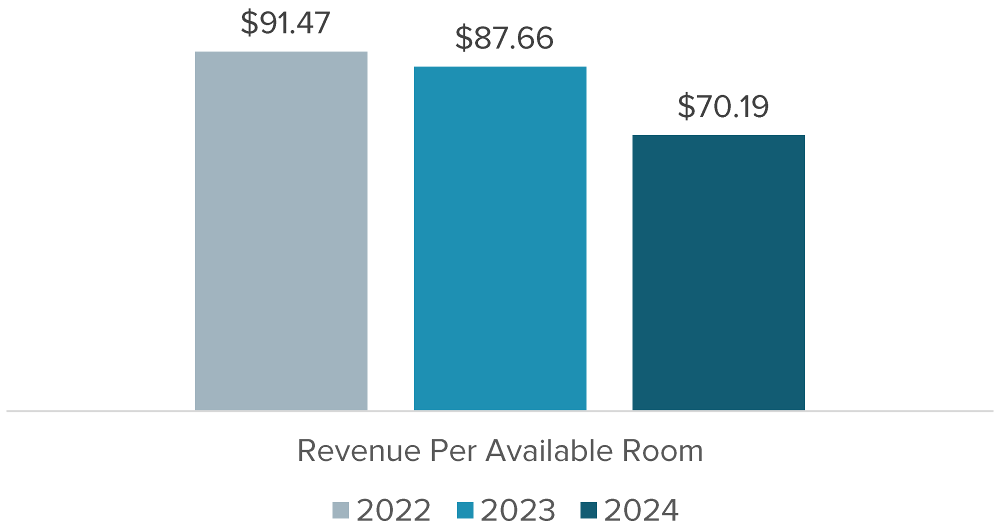

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

SEPTEMBER 2024 | VISITOR ORIGIN

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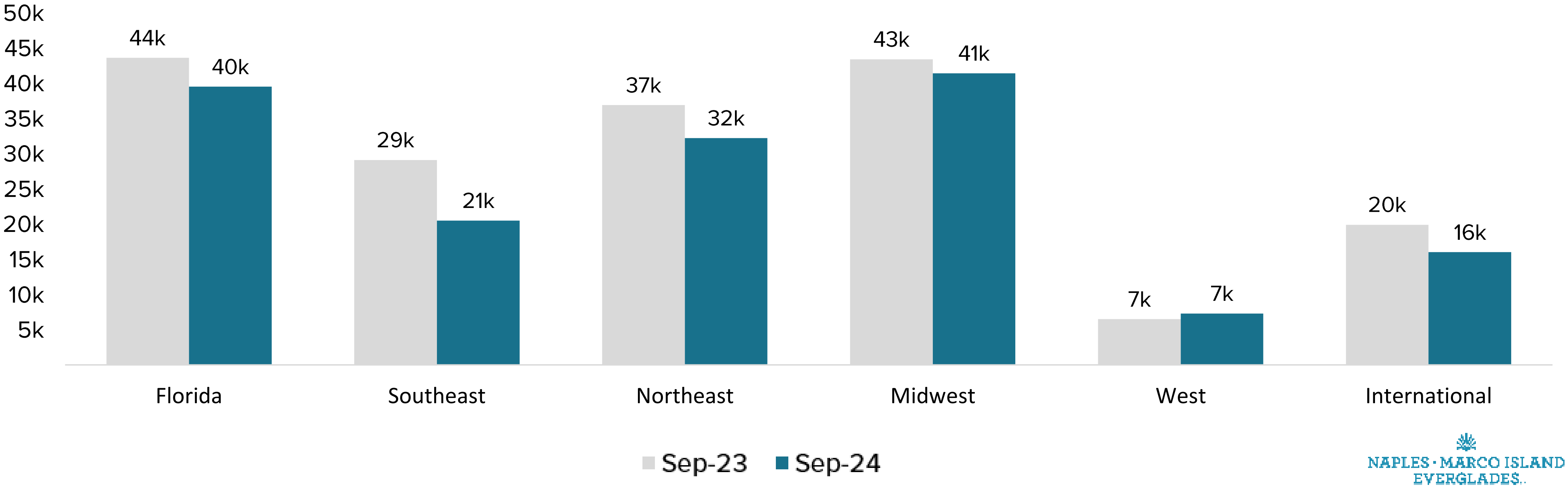
FLORIDA VISITORS
39,500

OUT-OF-STATE VISITORS
117,400



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SEPTEMBER | OVERNIGHT VISITOR ORIGIN TREND

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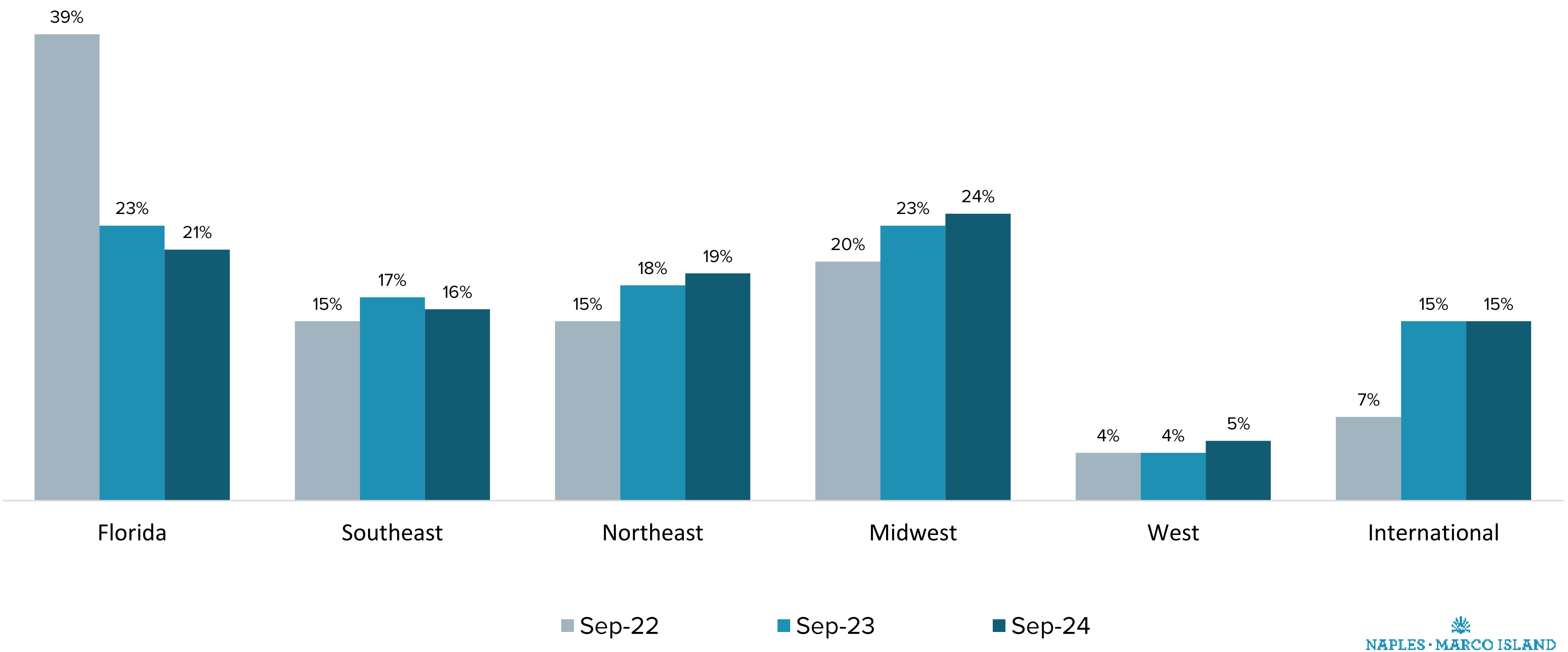

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EXECUTIVE FISCAL YEAR-TO-DATE (FYTD) SUMMARY

FYTD | VISITATION METRICS

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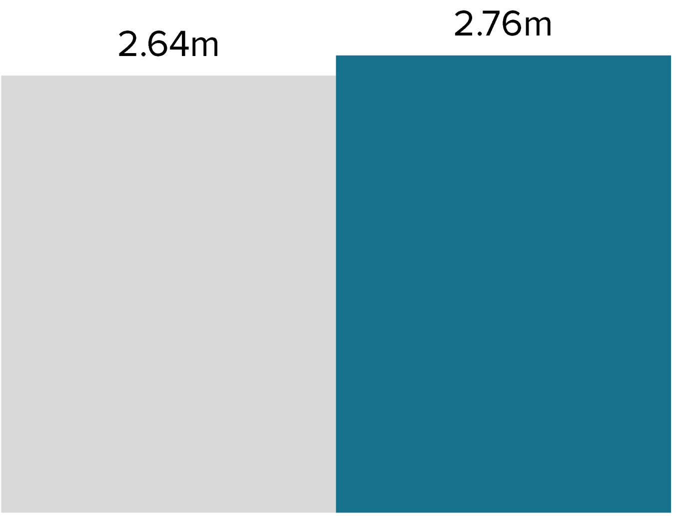
RESEARCH

FYTD VISITORS

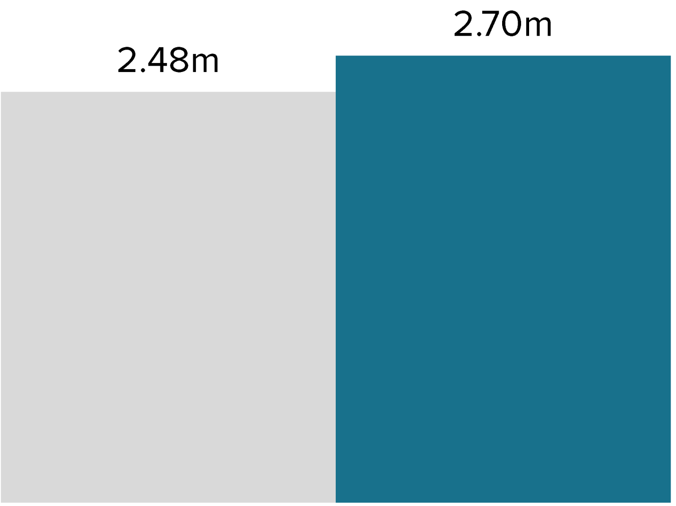
2,759,700



+ **4.6%** from FY23

FYTD ROOM NIGHTS

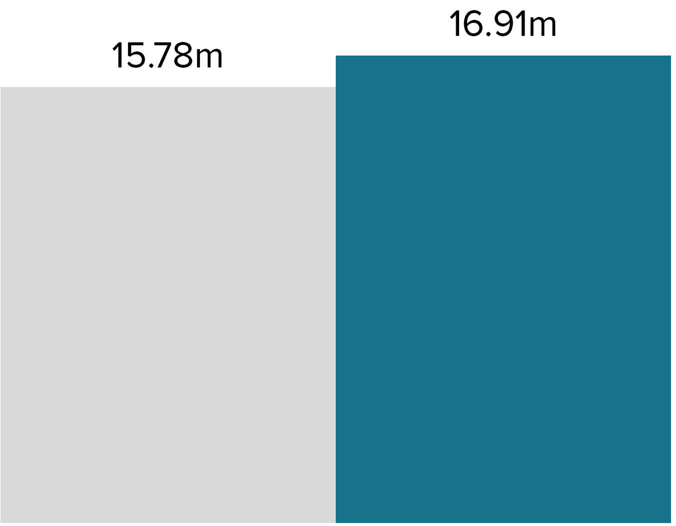
2,698,100



+ **8.8%** from FY23

FYTD VISITOR DAYS

16,912,500



+ **7.2%** from FY23

FY23 FY24

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FYTD | SPENDING & ECONOMIC IMPACT

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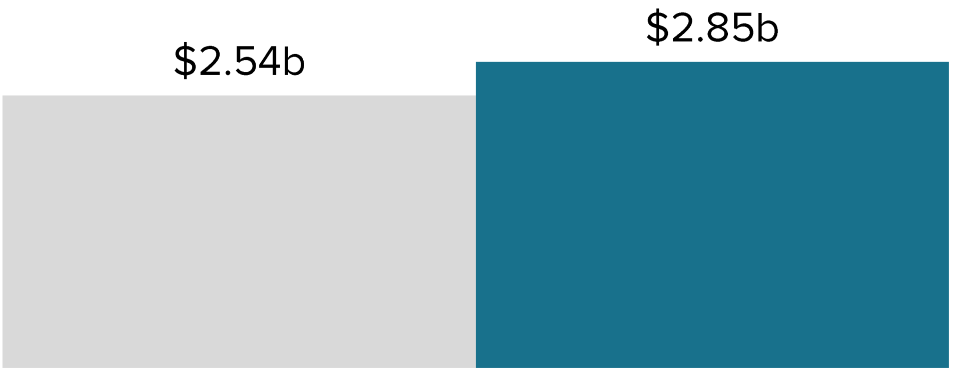
FYTD DIRECT SPENDING

$2,850,681,200

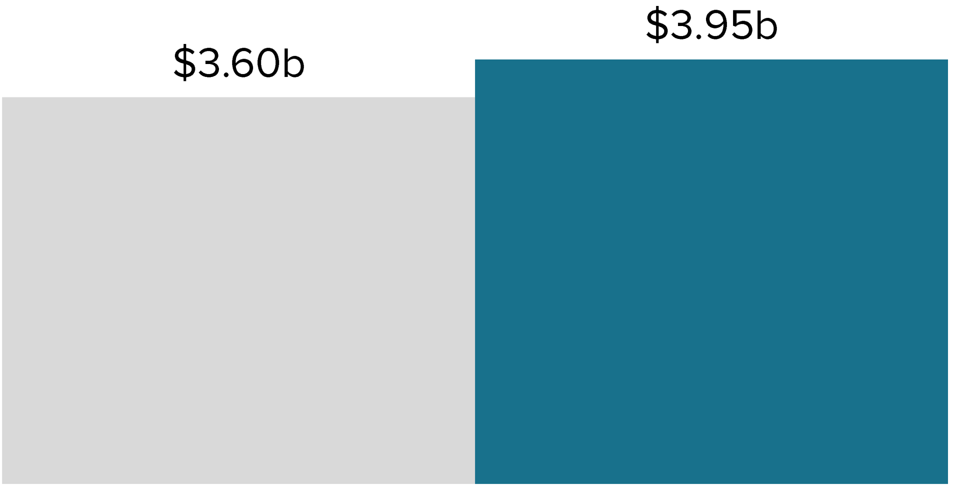
+ **12.3%** from FY23



FYTD ECONOMIC IMPACT

$3,952,236,800

+ **9.8%** from FY23[1]



FY23 FY24

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

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FYTD | 2022-2024 OVERALL LODGING METRICS[1]

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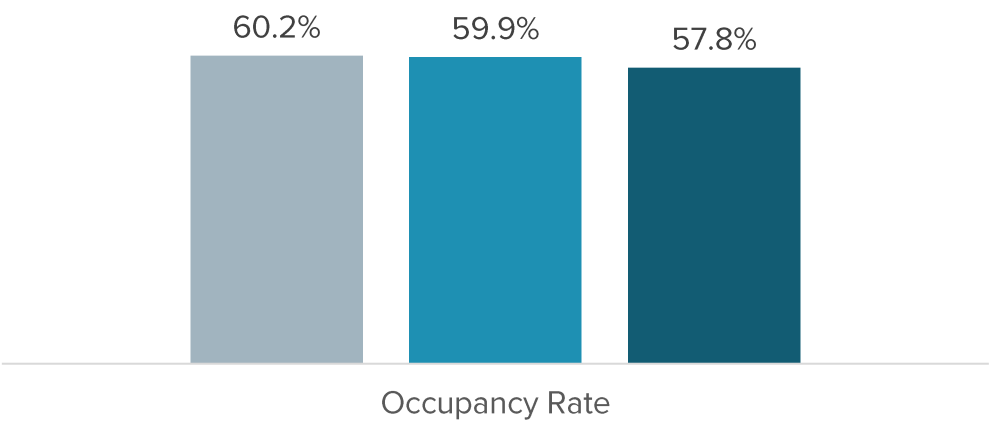

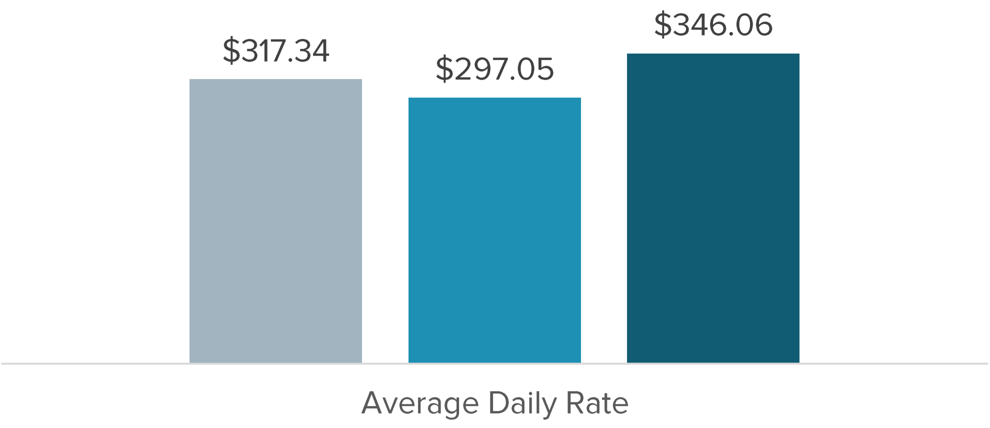

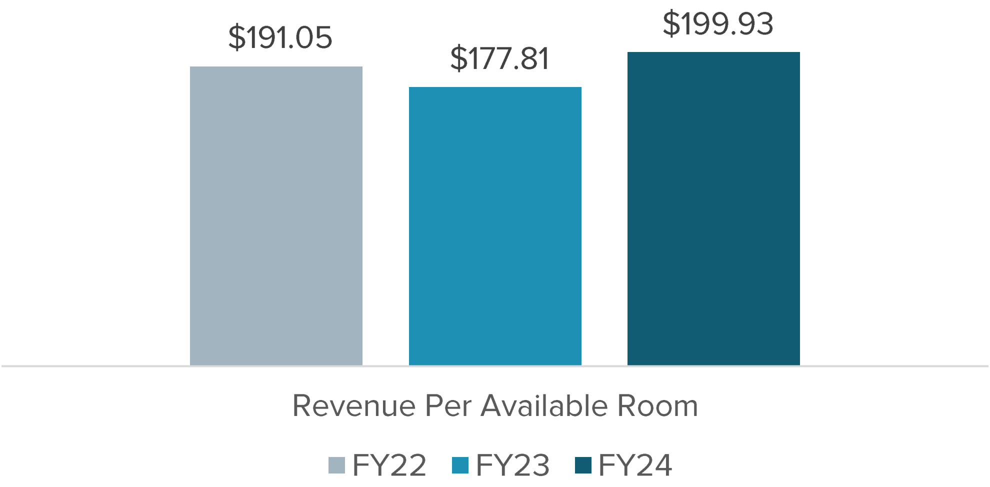

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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FYTD | 2022-2024 VISITATION & ROOM NIGHTS[1]

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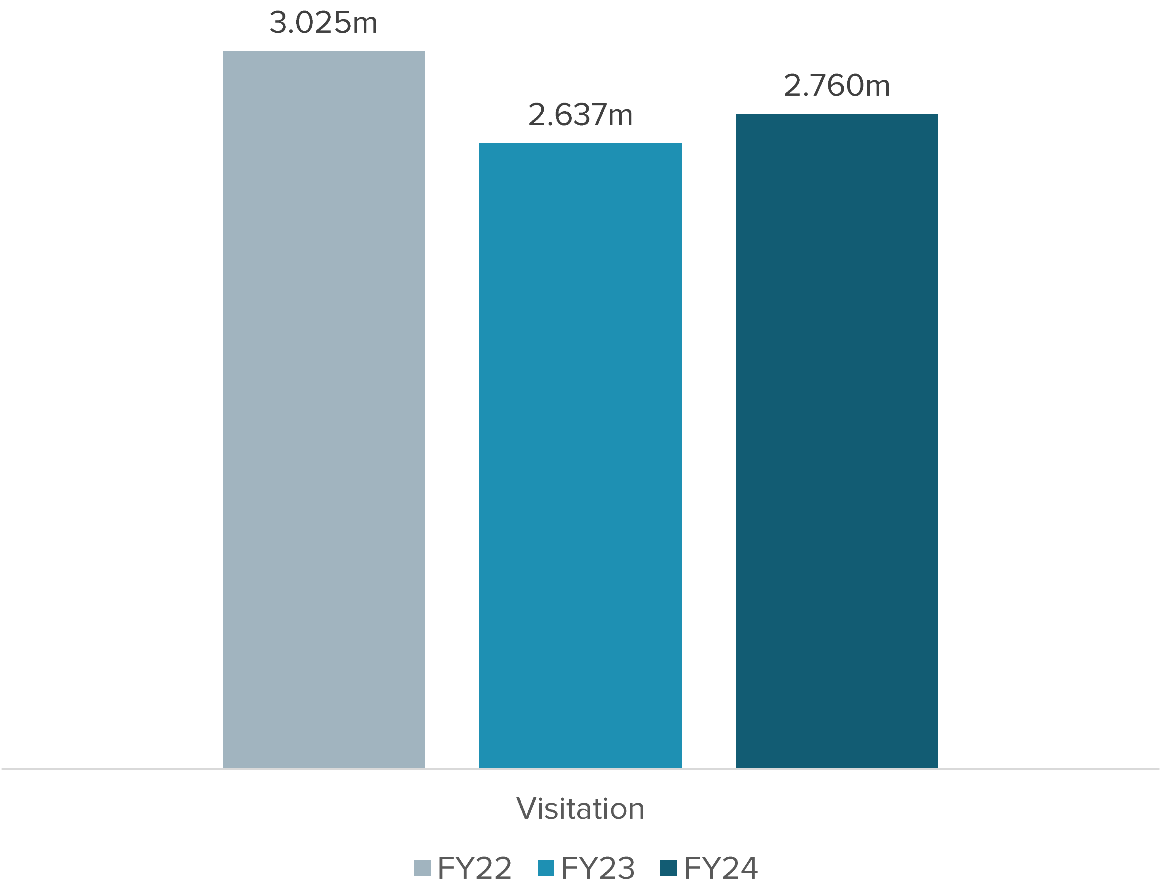

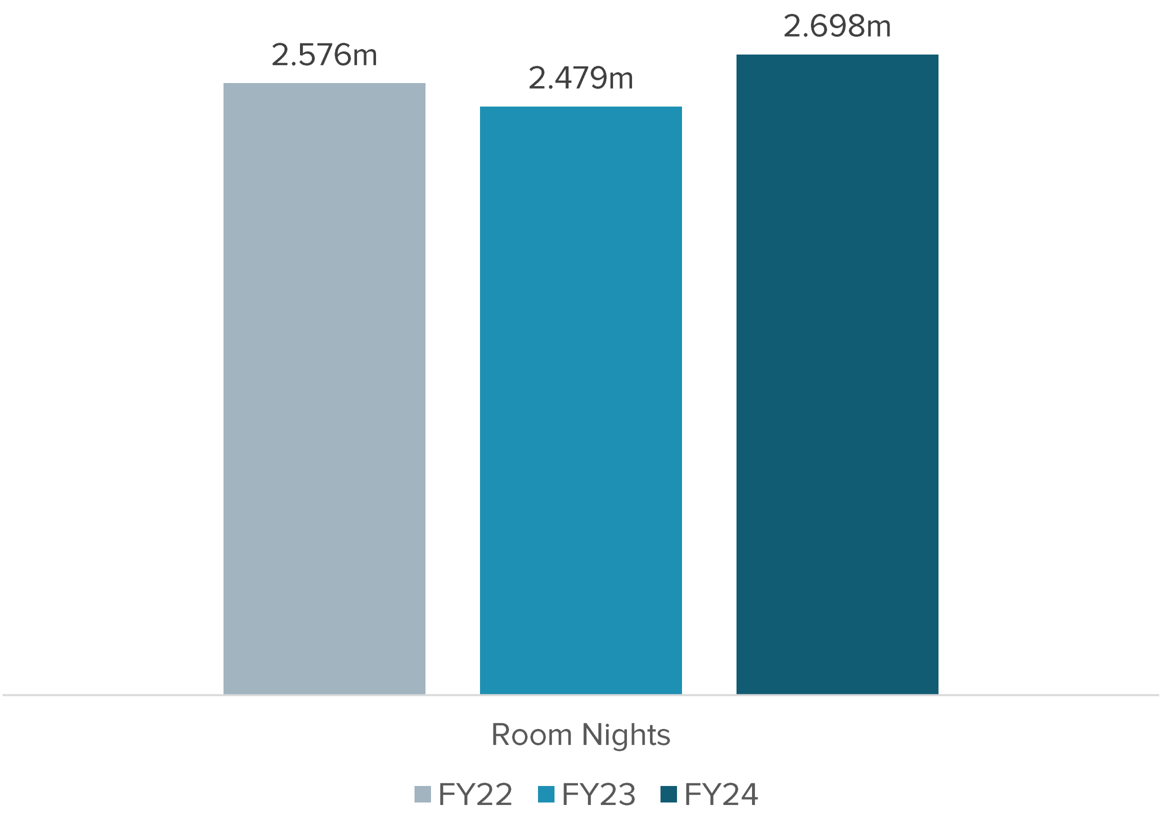

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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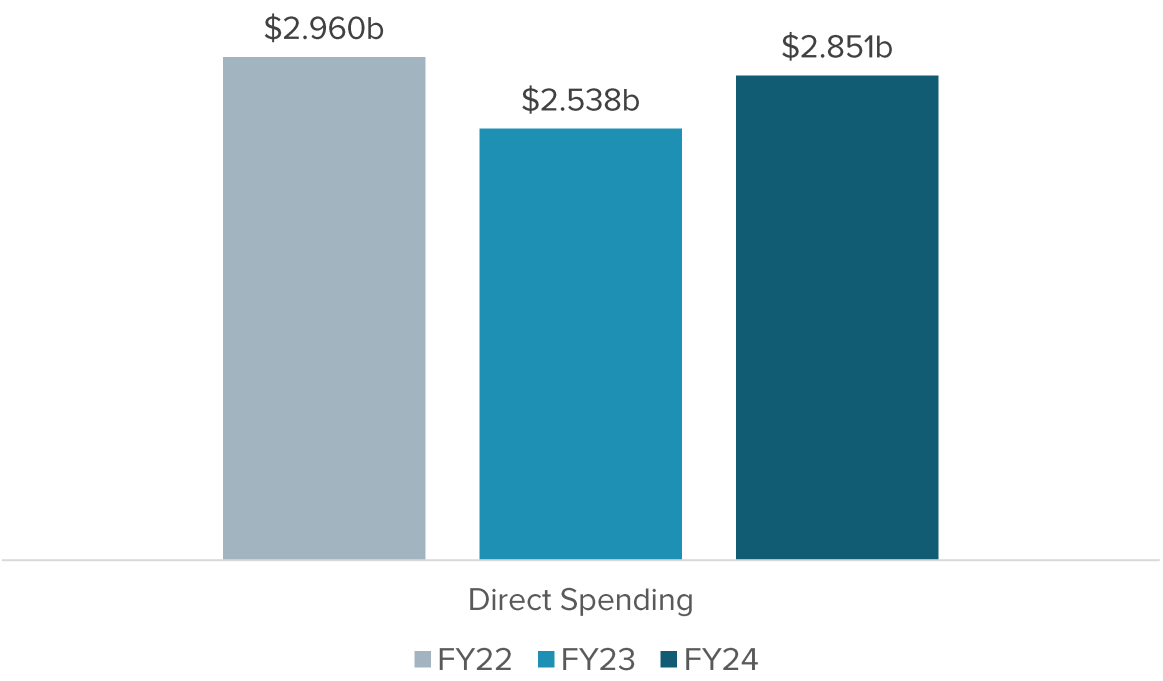
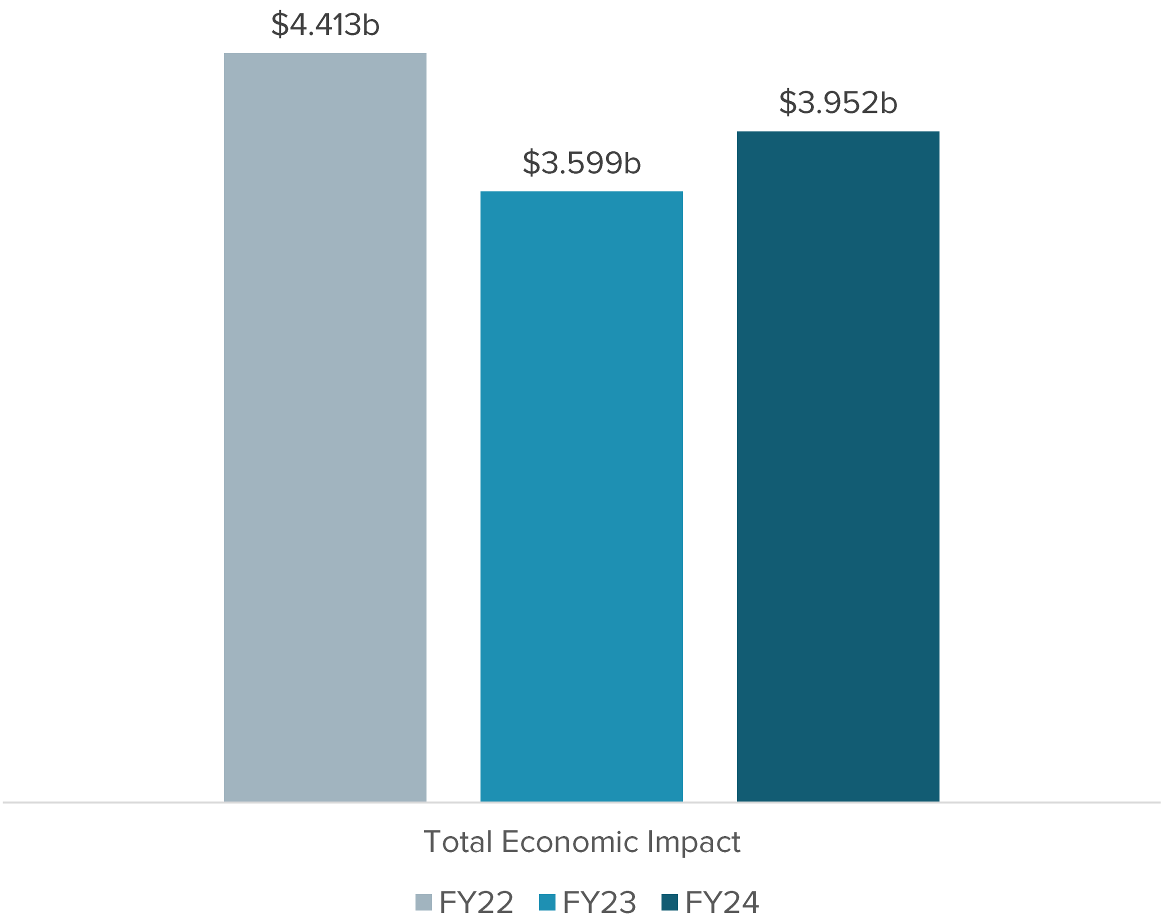
FYTD | 2022-2024 SPENDING & ECONOMIC IMPACT[1]

downs & st. germain RESEARCH





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

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FYTD | VISITOR ORIGIN

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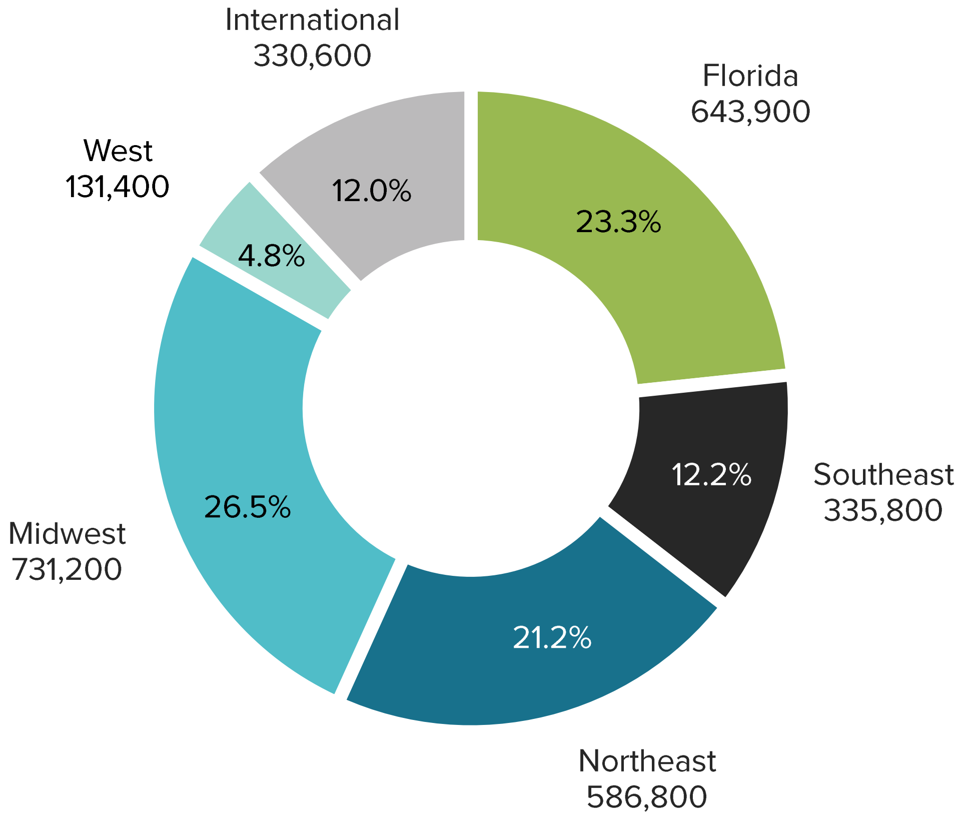
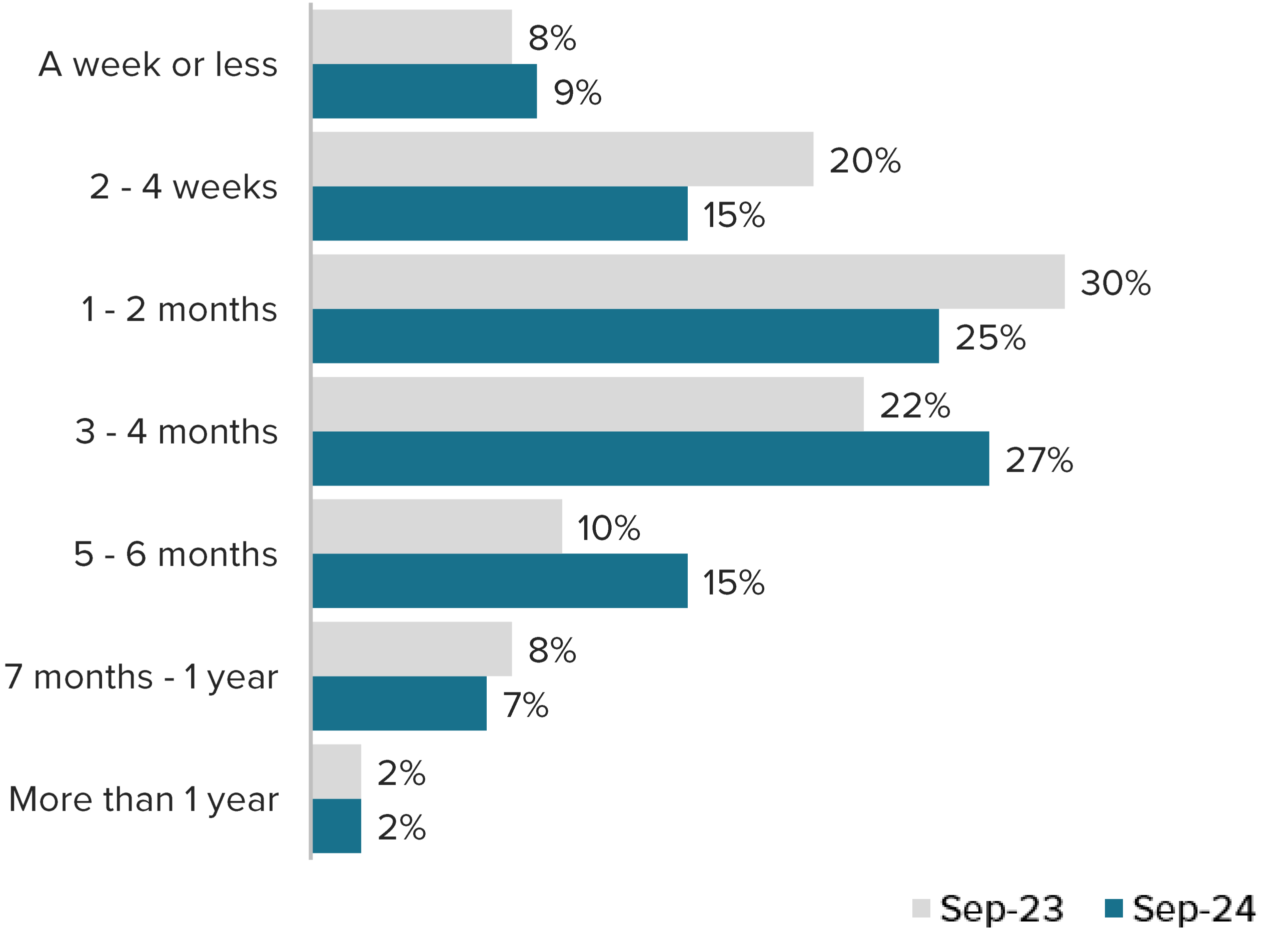
Region	FYTD 2023 # Visitors	FYTD 2023 % Share	FYTD 2024 # Visitors	FYTD 2024 % Share	Percent Change (±Δ%) # Visitors	Percent Change (±Δ%) % Share
Florida	711,100	27.0%	643,900	23.3%	-9.5%	-13.5%
Southeast	289,800	11.0%	335,800	12.2%	15.9%	10.7%
Northeast	525,600	19.9%	586,800	21.2%	11.6%	6.7%
Midwest	705,600	26.8%	731,200	26.5%	3.6%	-1.0%
West	125,100	4.7%	131,400	4.8%	5.0%	0.4%
Canada	115,900	4.4%	119,000	4.3%	2.7%	-1.9%
Europe	101,600	3.8%	146,200	5.3%	43.9%	37.5%
C/S America	33,900	1.3%	37,500	1.4%	10.6%	5.7%
Other	28,500	1.1%	27,900	1.0%	-2.1%	-6.5%
Total	2,637,100	100.0%	2,759,700	100.0%		



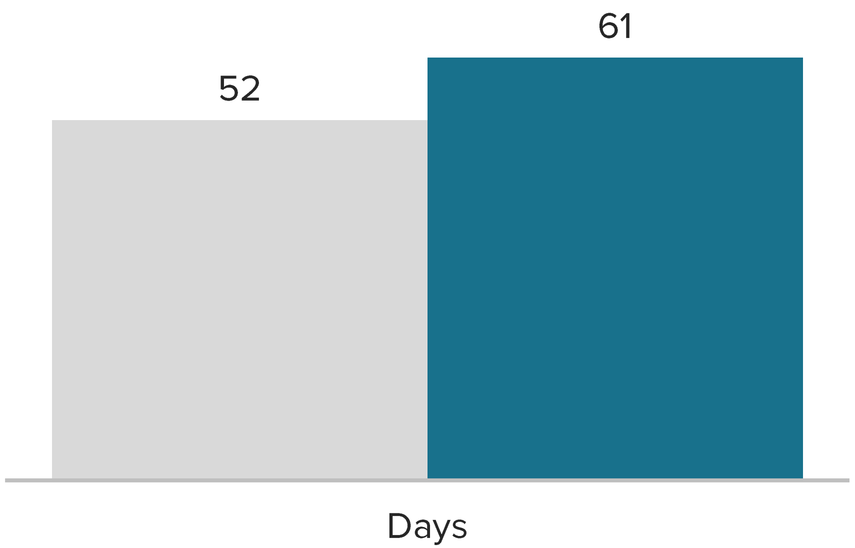
3a

DETAILED FINDINGS: PRE-VISIT

DETAILED FINDINGS | TRIP PLANNING CYCLE



Median Trip Planning Time



DETAILED FINDINGS | TRIP PLANNING SOURCES[1]

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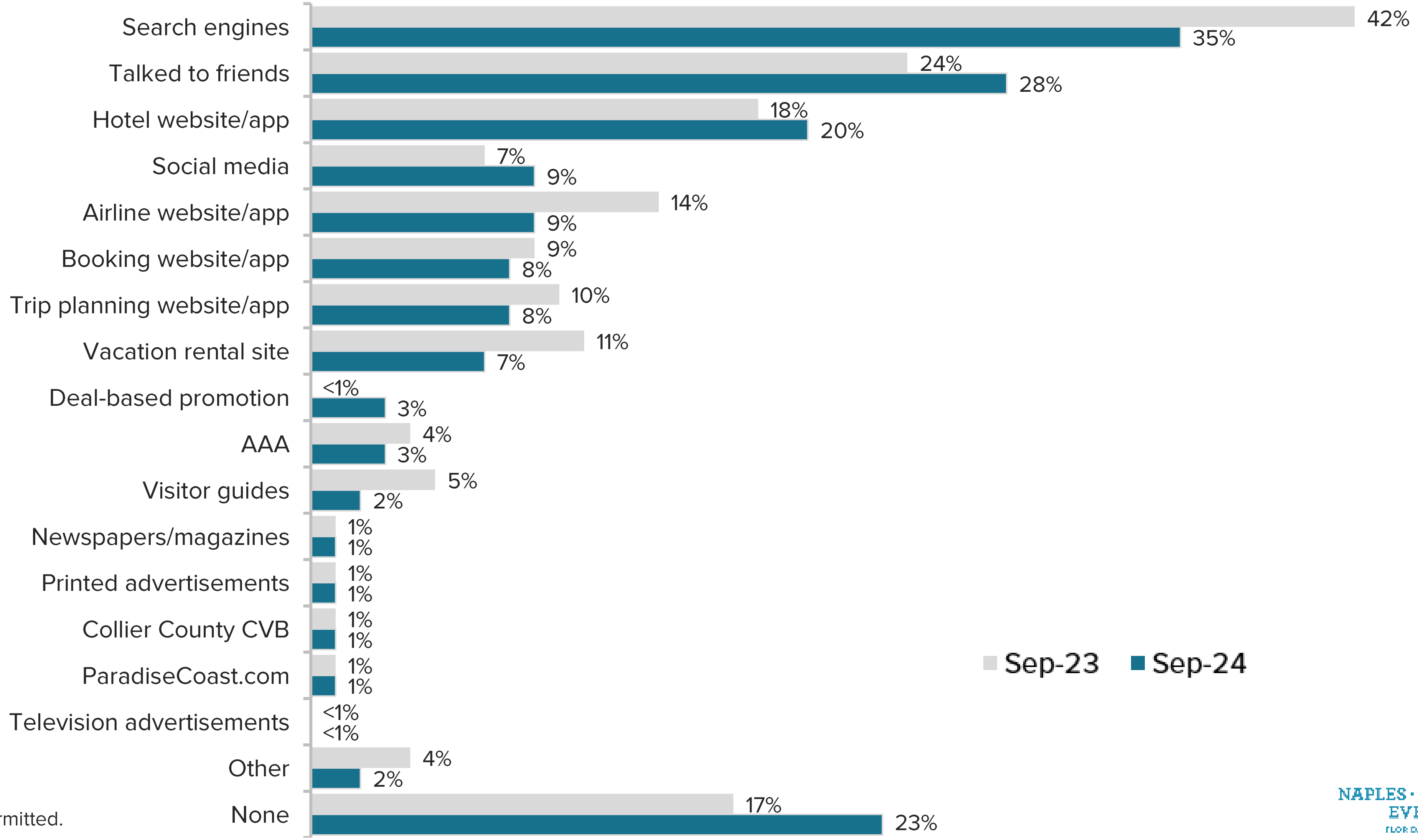

[1] Multiple responses permitted.

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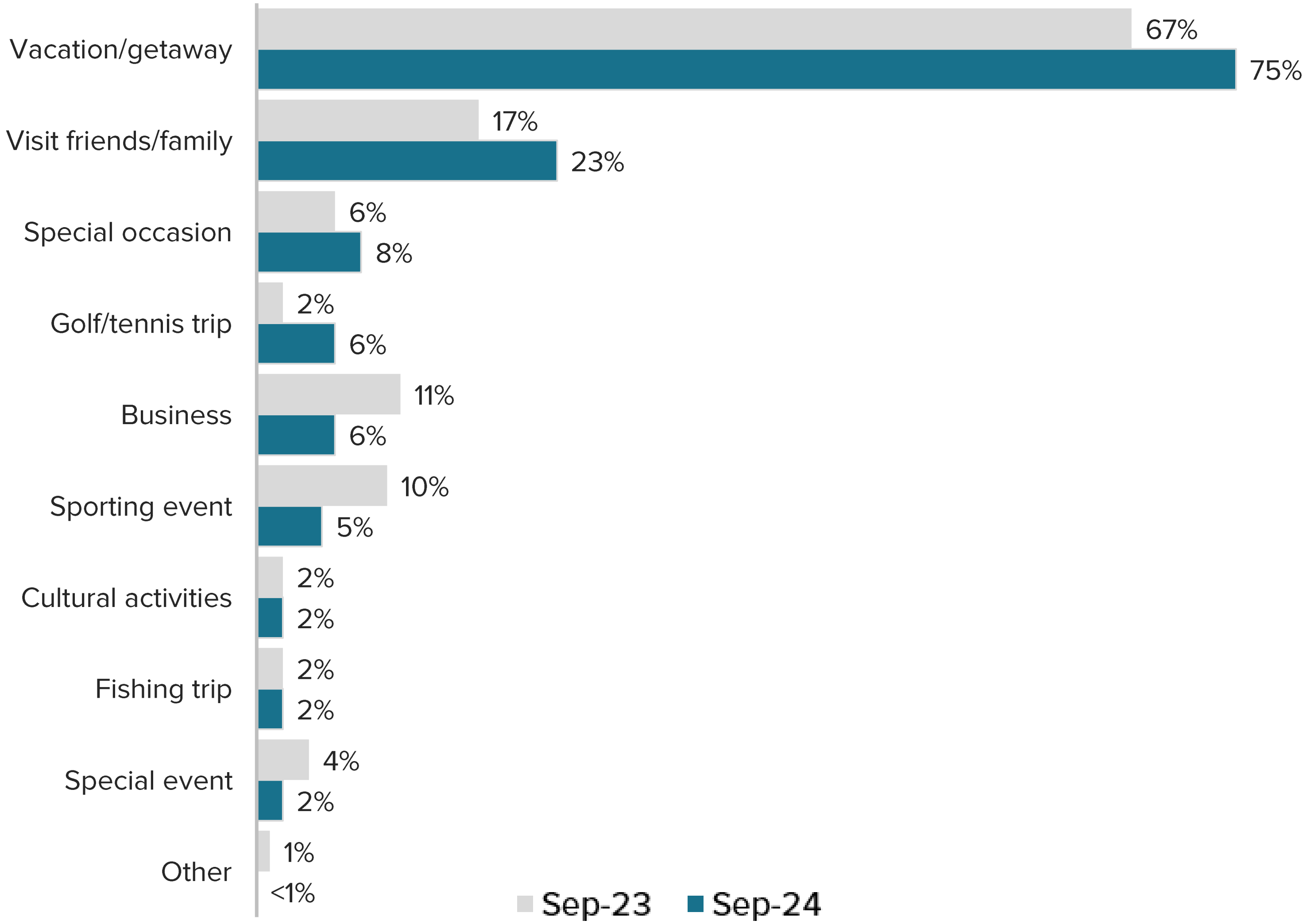
DETAILED FINDINGS | REASONS FOR VISITING[1]



[1] Multiple responses permitted.

DETAILED FINDINGS | REASONS FOR CHOOSING[1]

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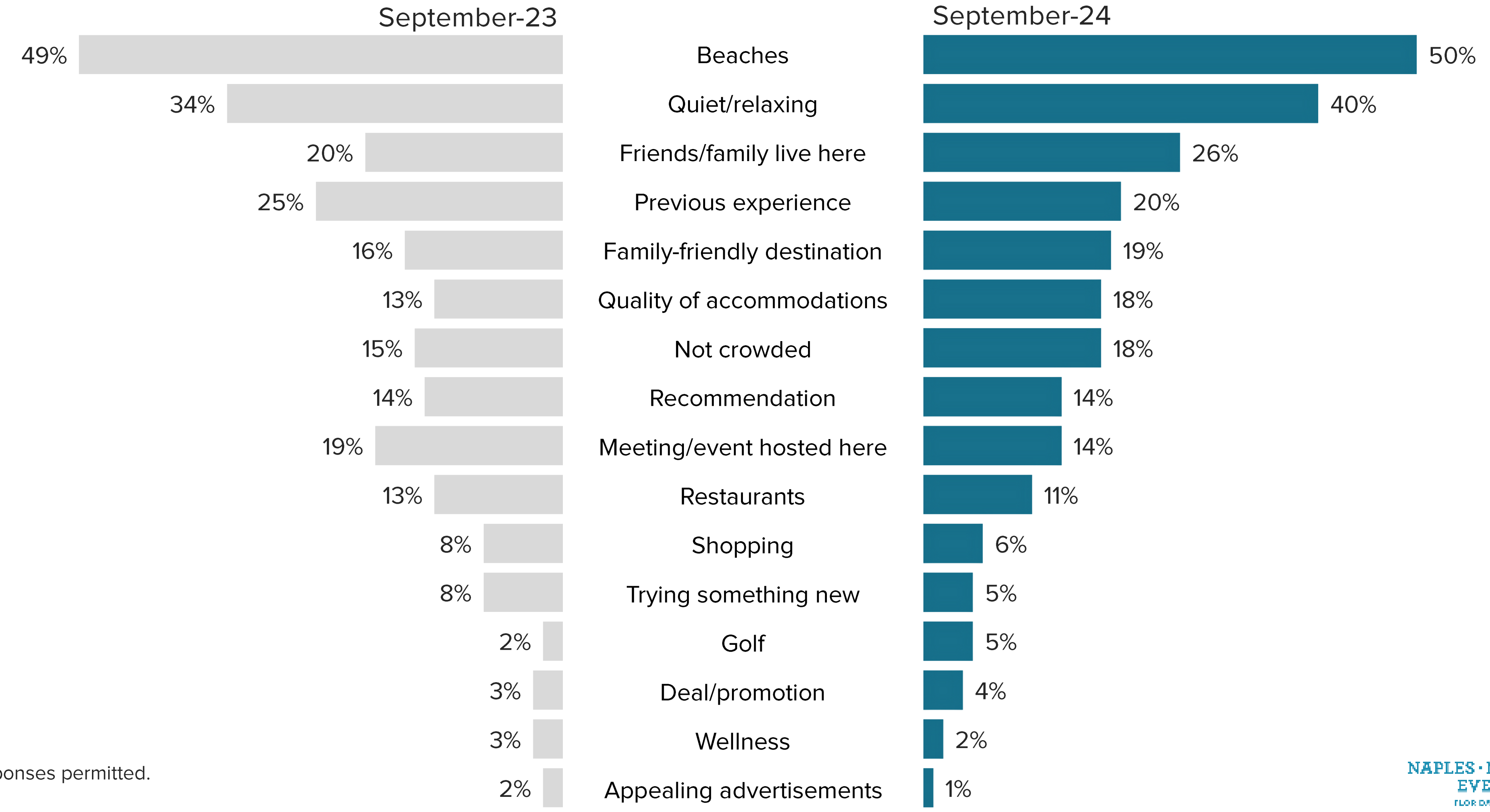

[1] Multiple responses permitted.

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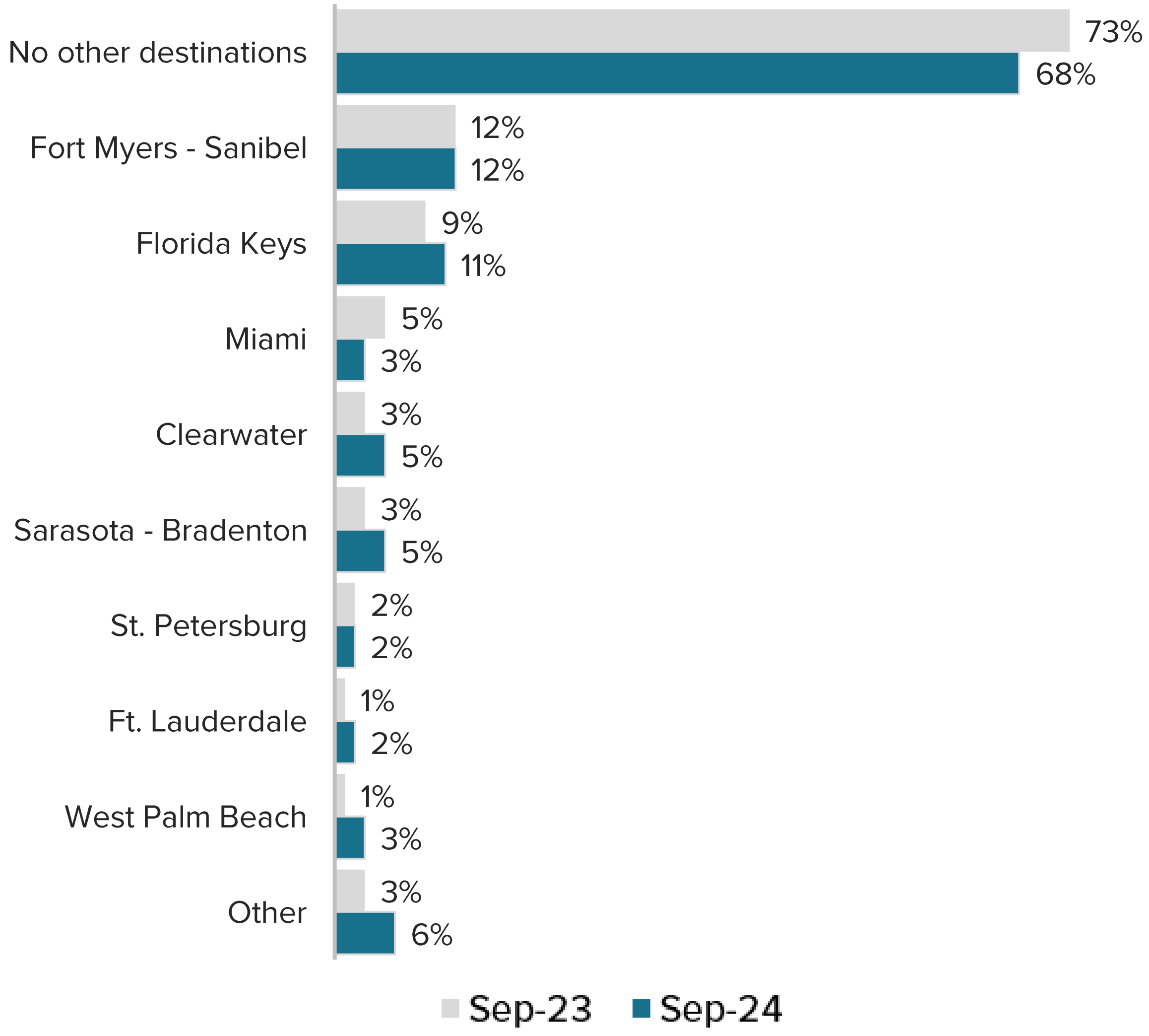
DETAILED FINDINGS | DESTINATIONS CONSIDERED[1]



[1] Multiple responses permitted.

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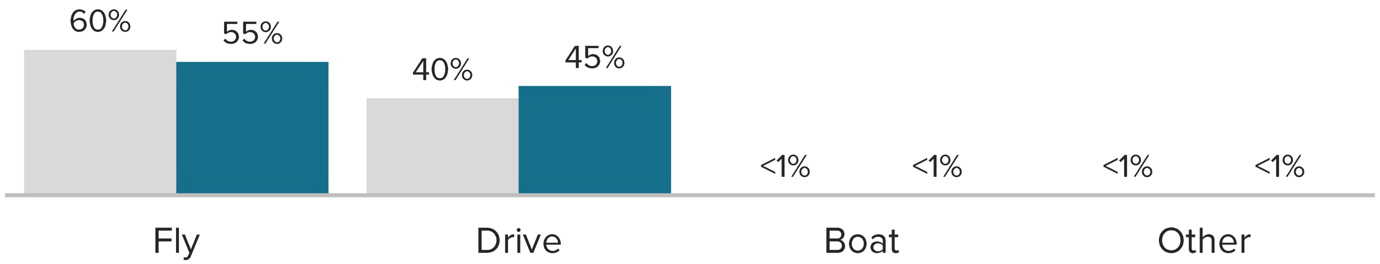
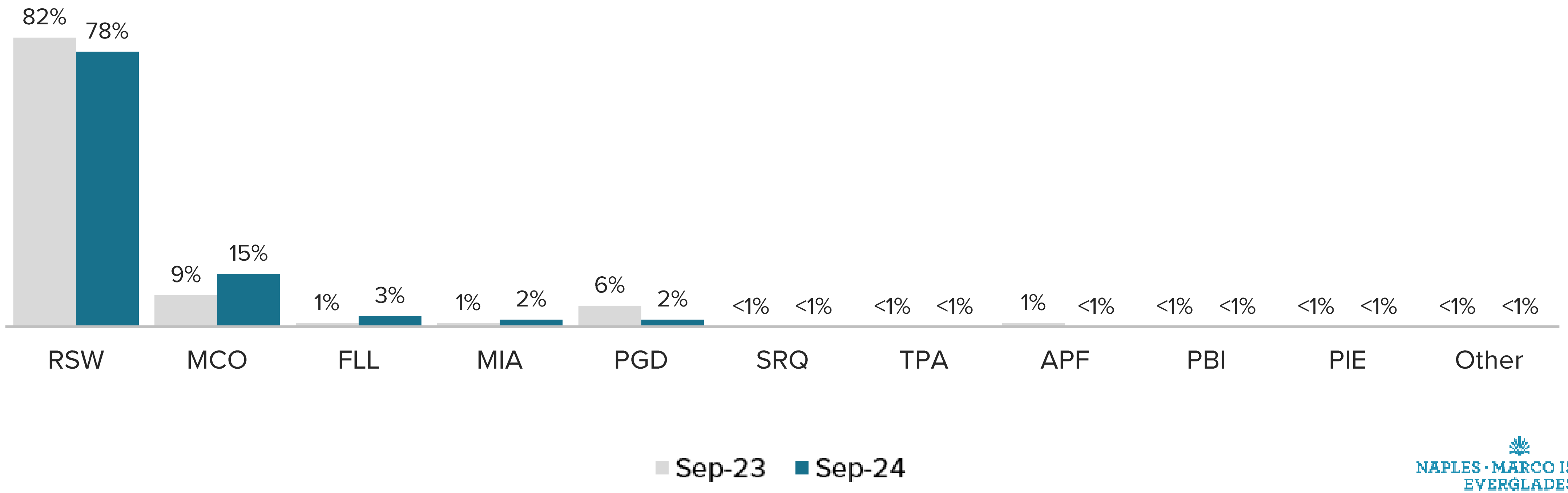


60%
55%
40%
45%
<1%
<1%
<1%
<1%
Fly
Drive
Boat
Other



82%
78%
9%
15%
1%
3%
1%
2%
6%
2%
<1%
<1%
<1%
<1%
1%
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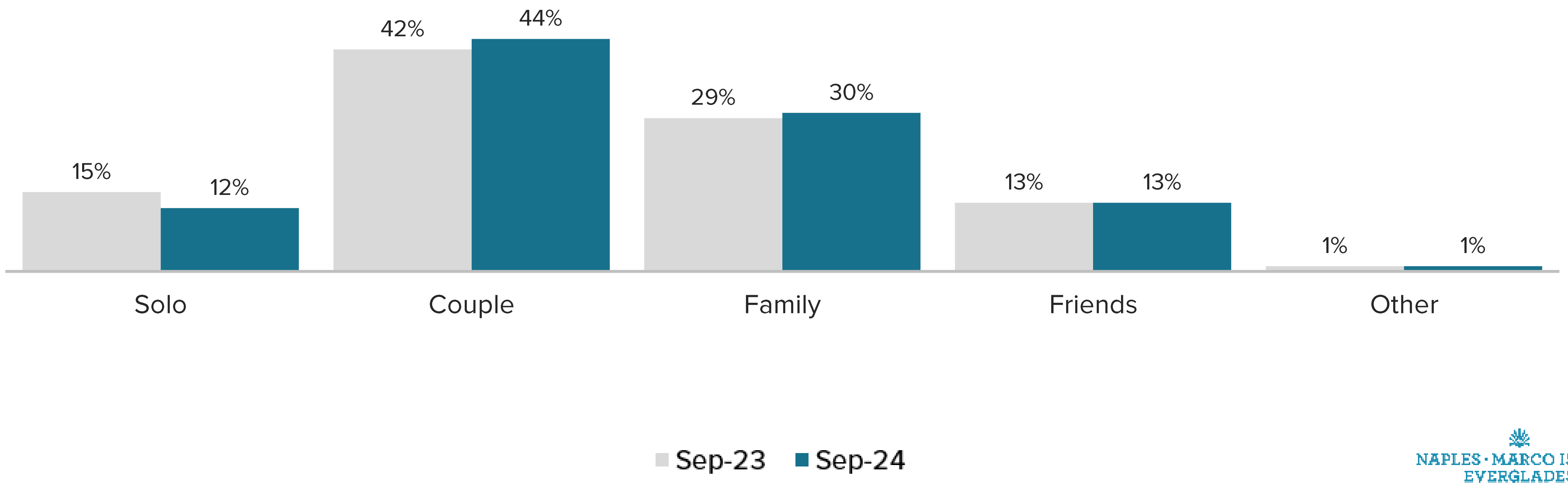
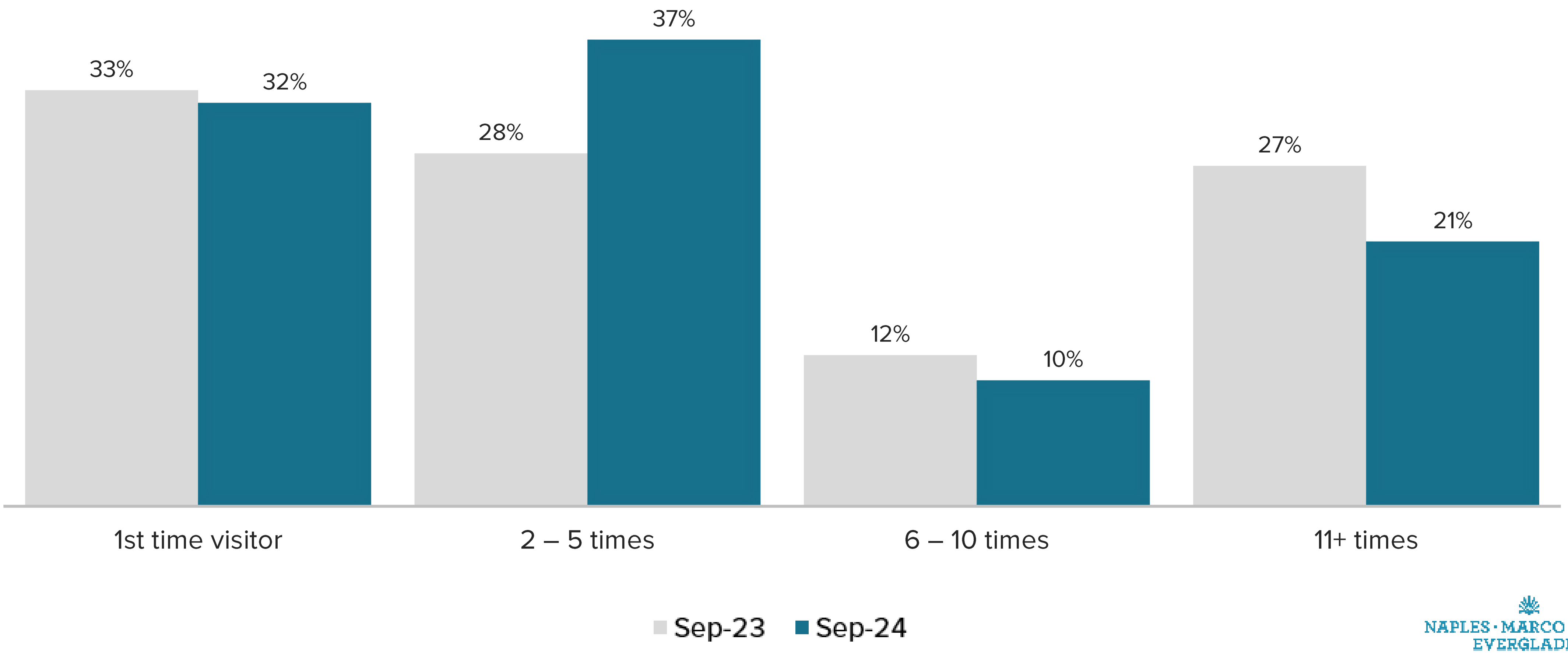
<1%
<1%
RSW
MCO
FLL
MIA
PGD
SRQ
TPA
APF
PBI
PIE
Other
Sep-23
Sep-24

3b

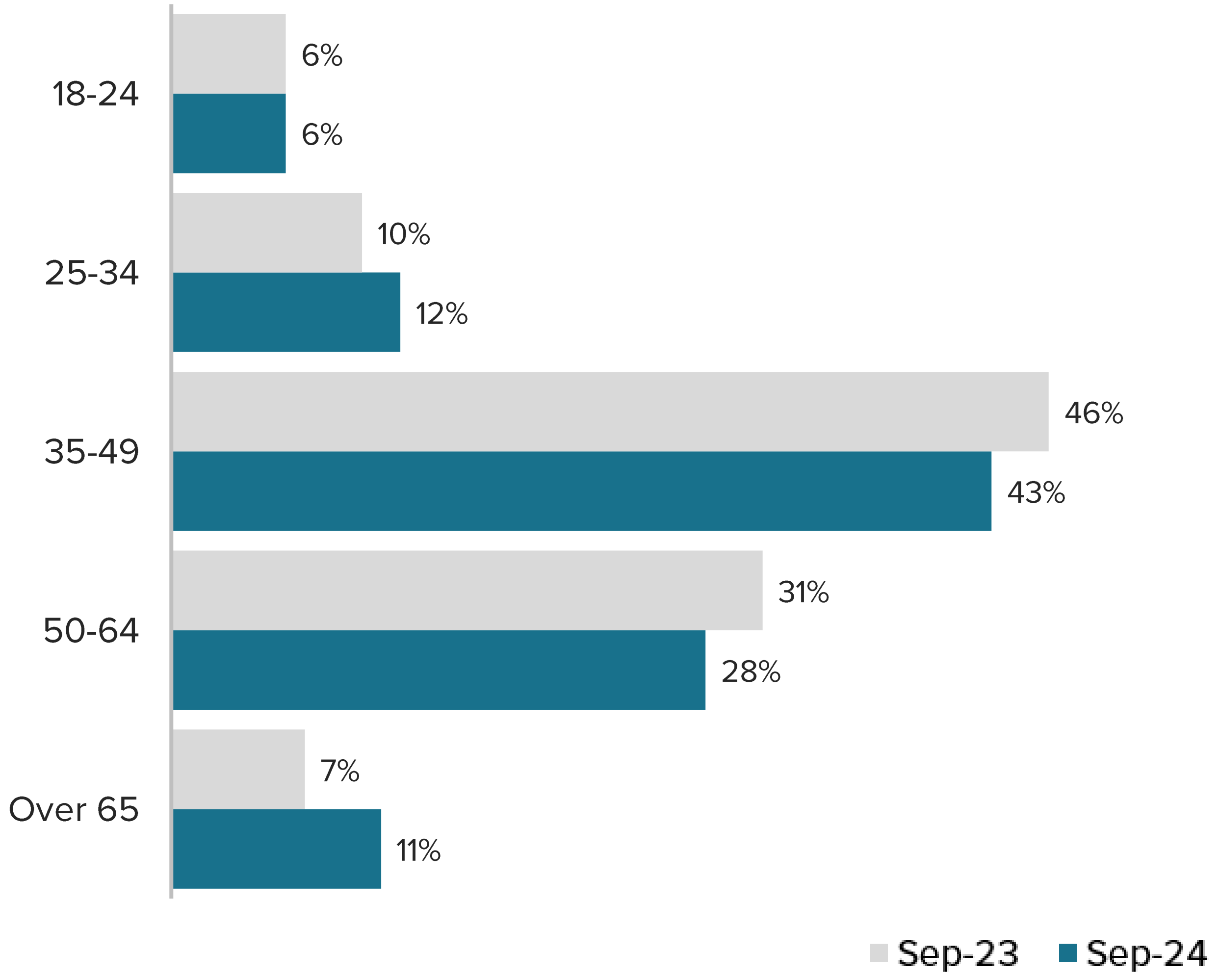
DETAILED FINDINGS: TRAVEL PARTY PROFILE

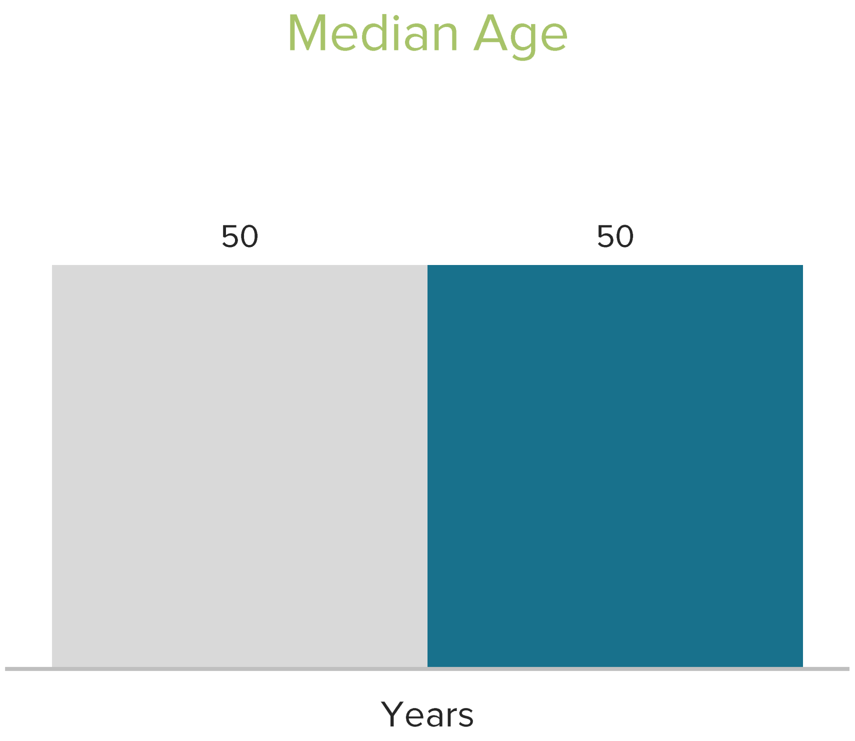

15%
12%
42%
44%
29%
30%
13%
13%
1%
1%
Solo
Couple
Family
Friends
Other
Sep-23
Sep-24

DETAILED FINDINGS | PREVIOUS VISITS



DETAILED FINDINGS | VISITOR AGES





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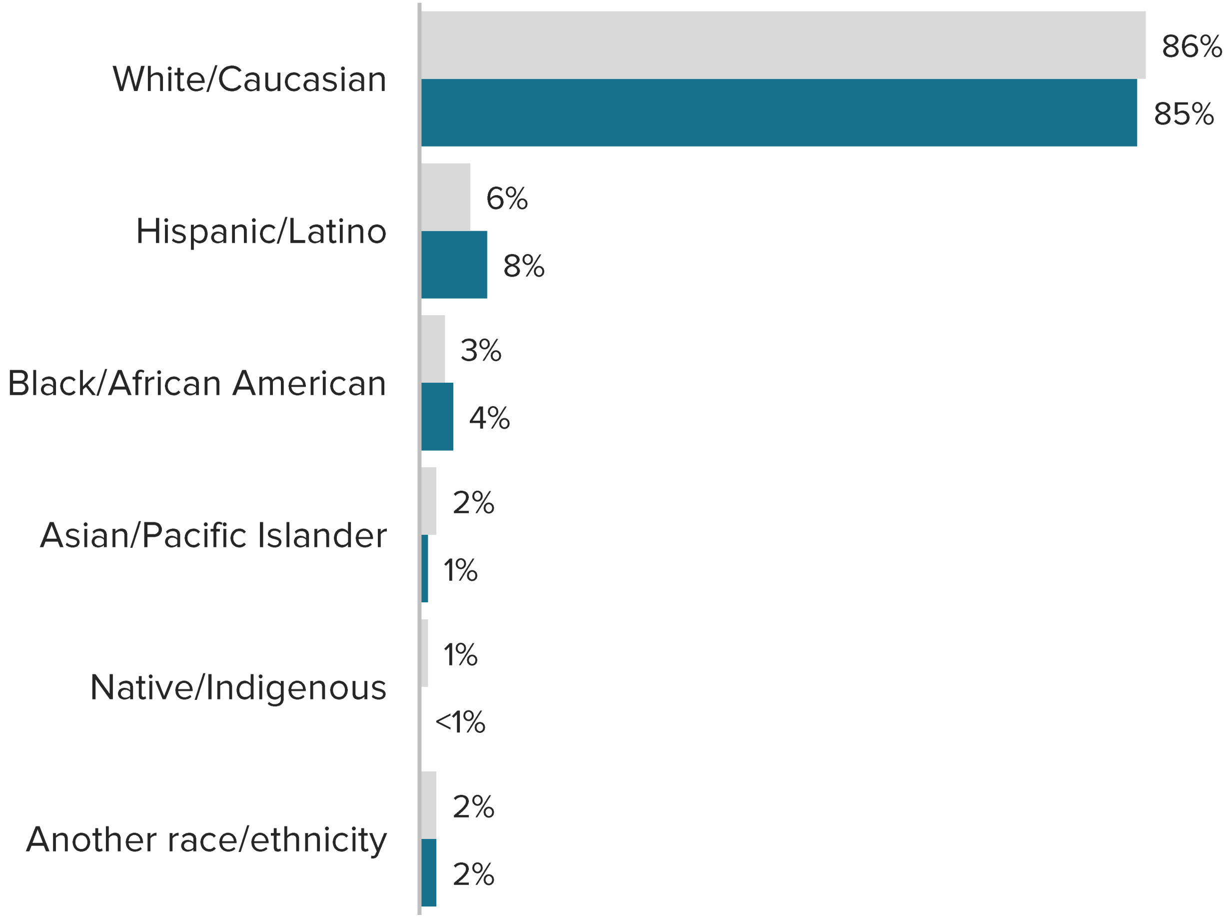
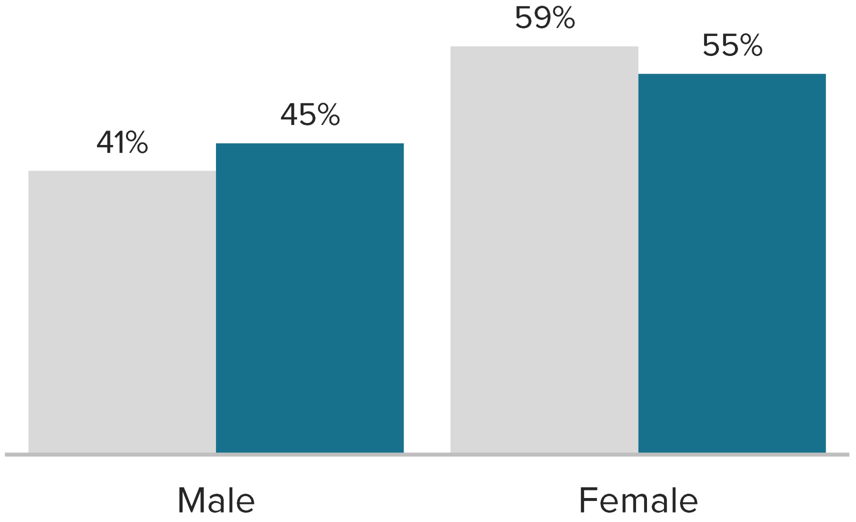
DETAILED FINDINGS | VISITOR RACE & GENDER[1]





Sep-23 Sep-24

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

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DETAILED FINDINGS | VISITOR INCOME

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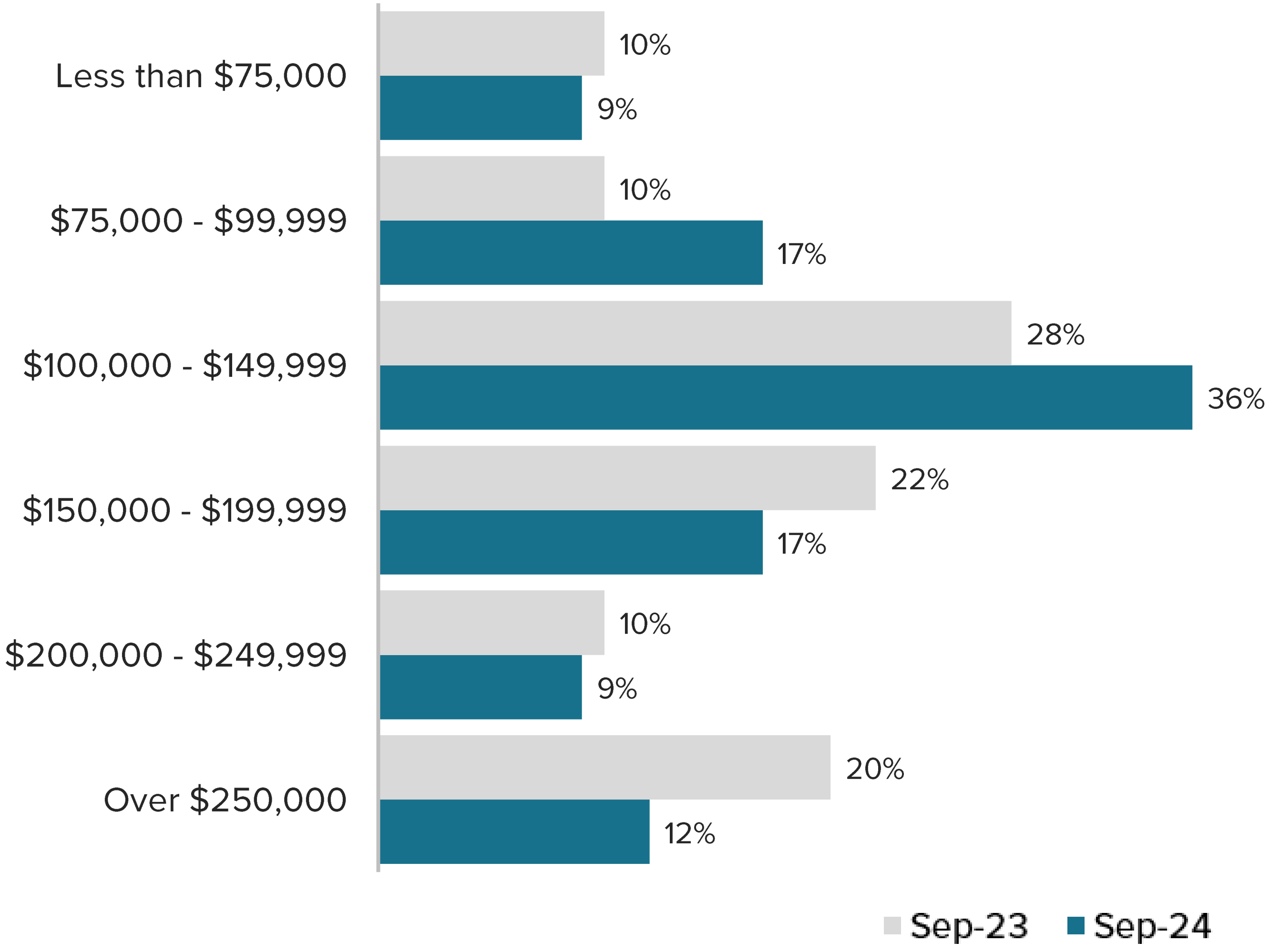

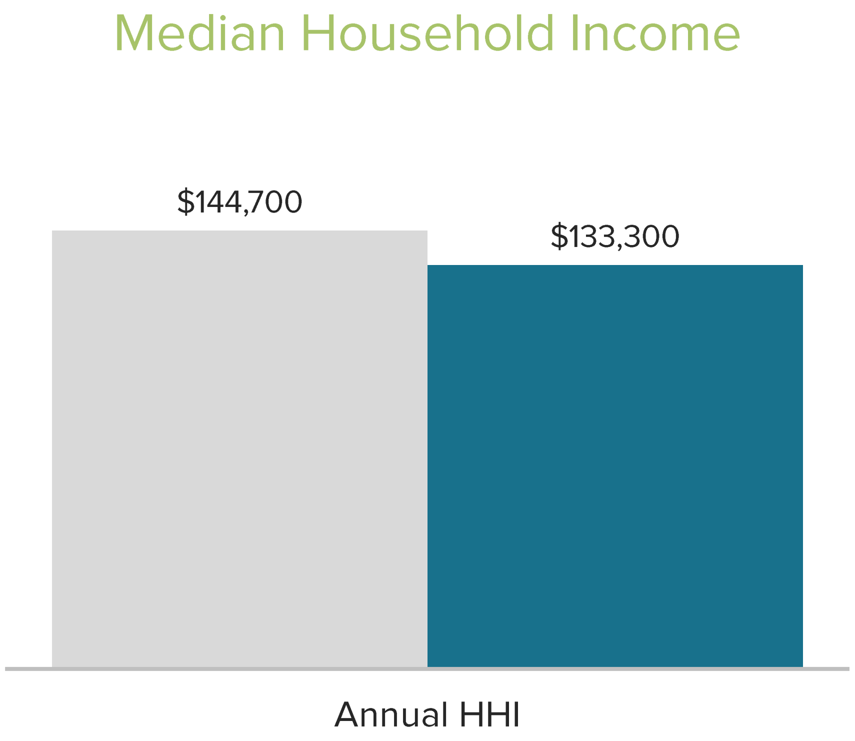

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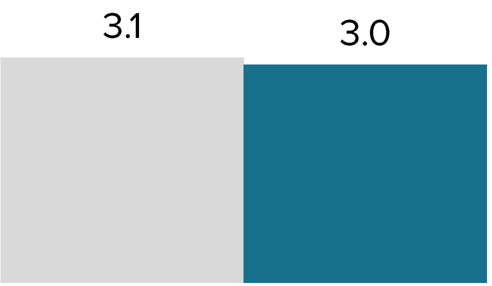
3c

DETAILED FINDINGS: TRIP EXPERIENCE

DETAILED FINDINGS | TRIP CHARACTERISTICS

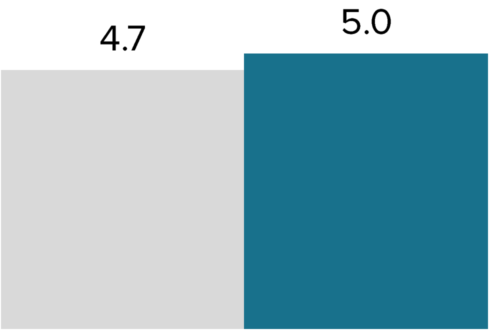
TRAVEL PARTY SIZE

3.0



NIGHTS STAYED

5.0



Sep-23 Sep-24

DETAILED FINDINGS | TYPE OF ACCOMODATIONS

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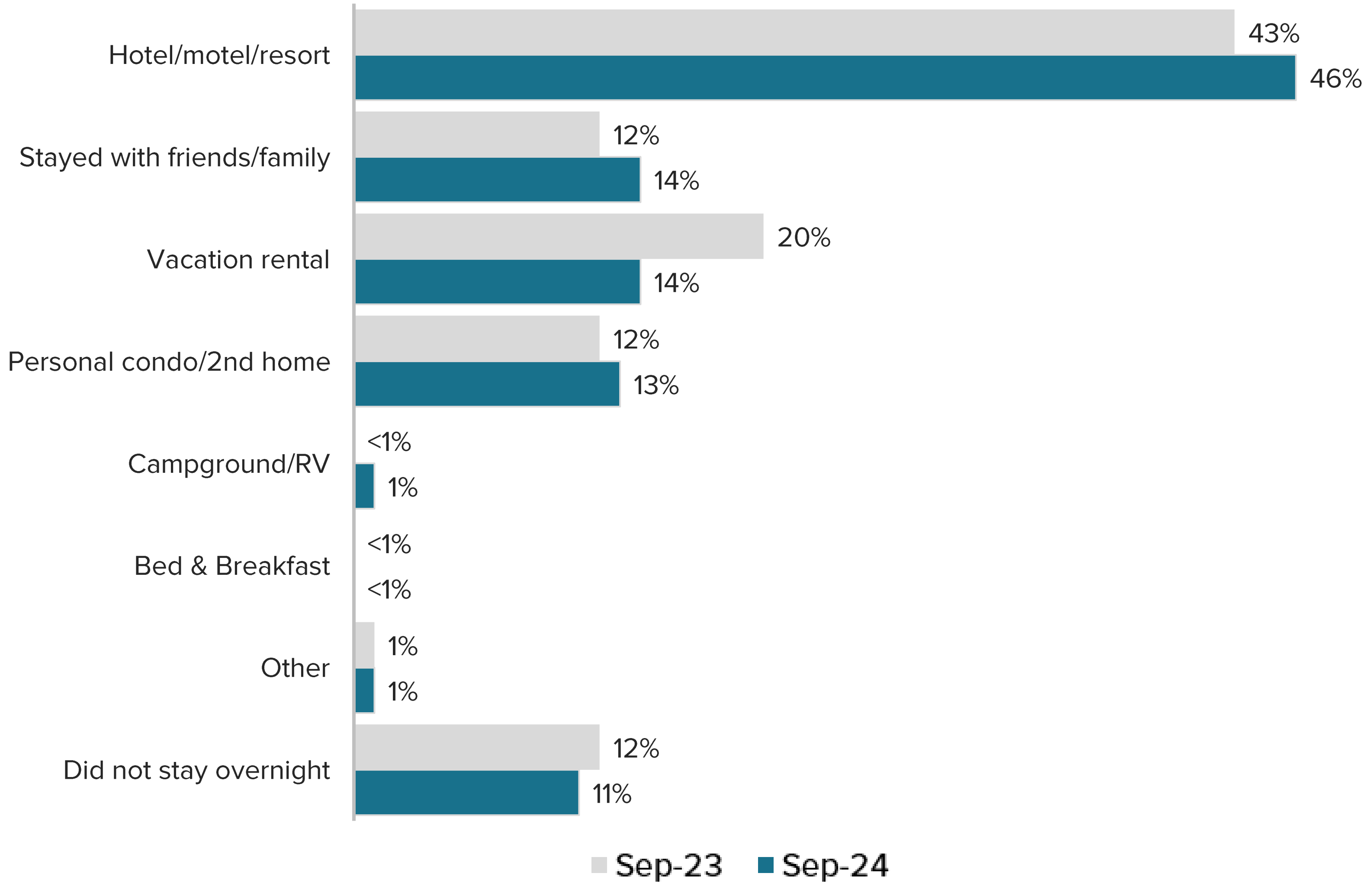

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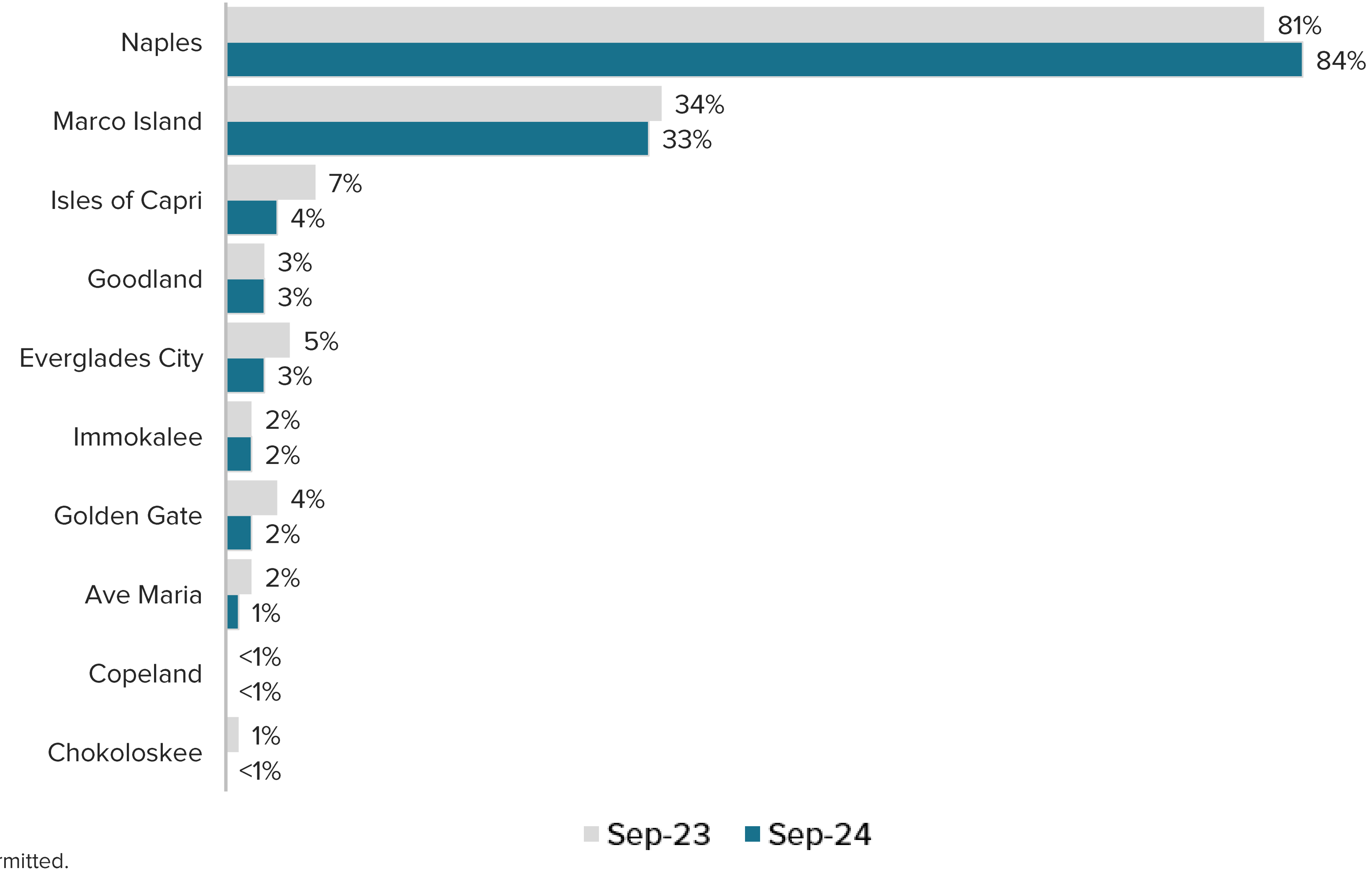
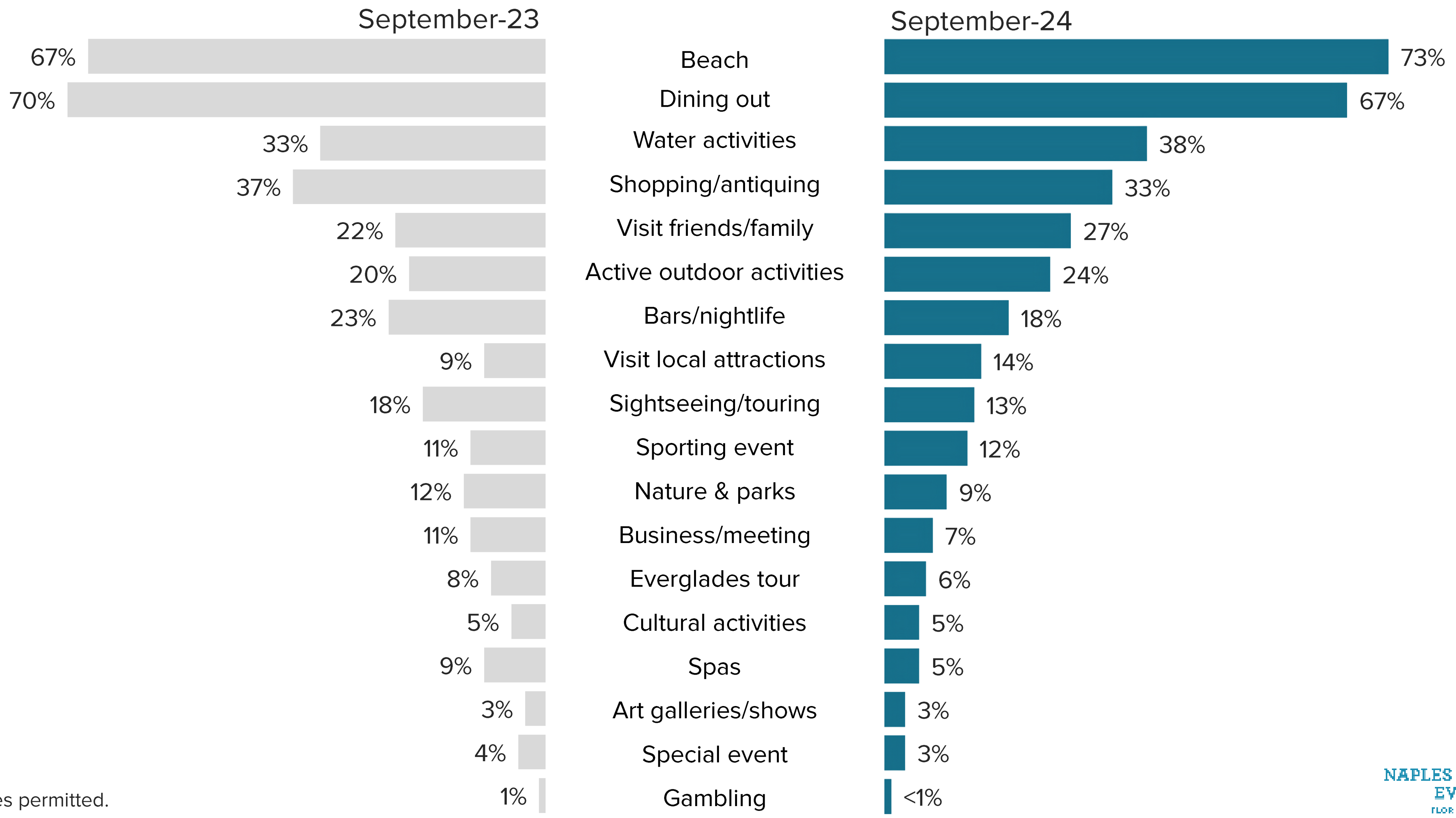
DETAILED FINDINGS | AREAS VISITED[1]



[1] Multiple responses permitted.

DETAILED FINDINGS | TRIP ACTIVITIES[1]

downs & st. germain RESEARCH



[1] Multiple responses permitted.

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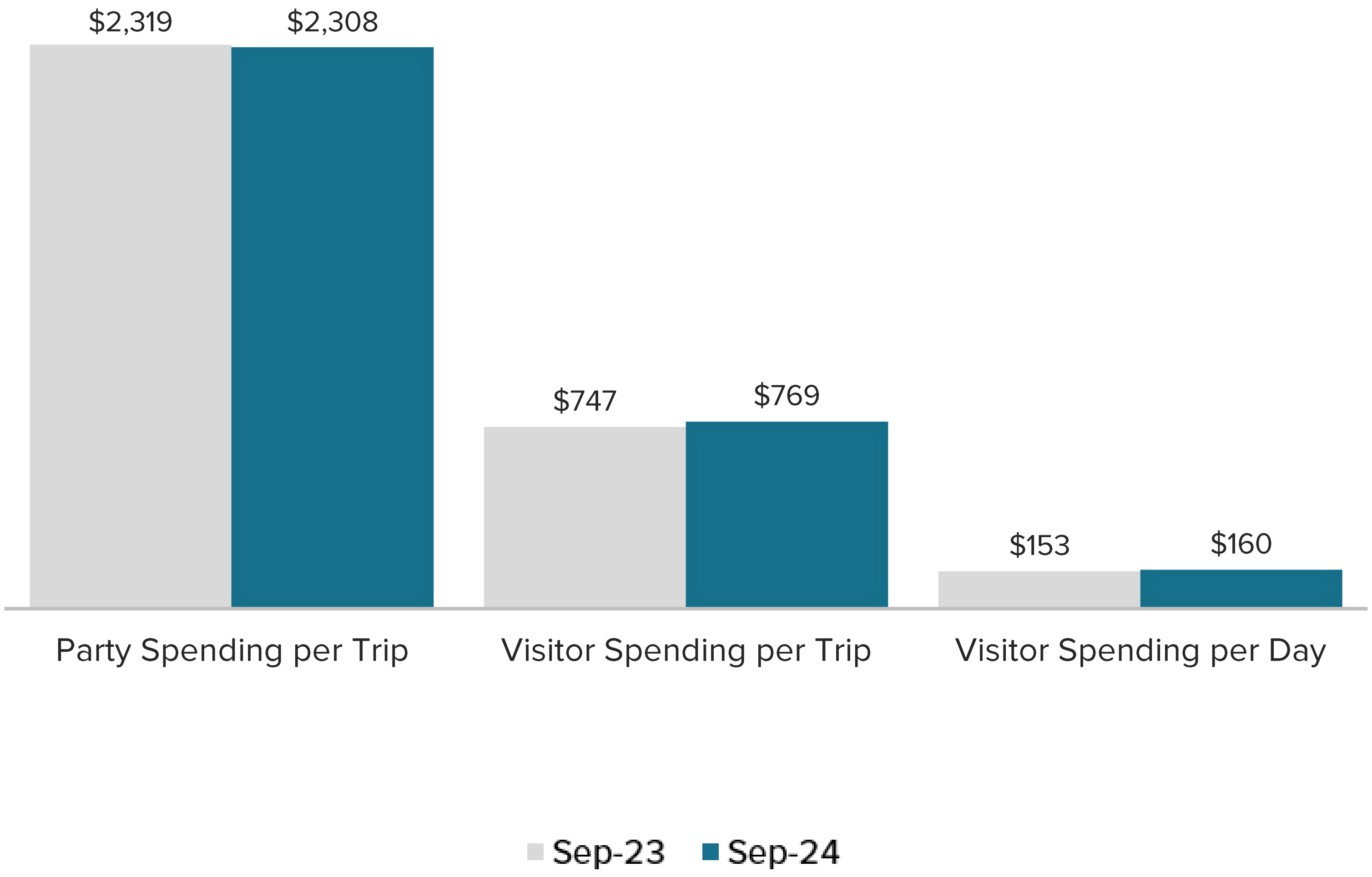
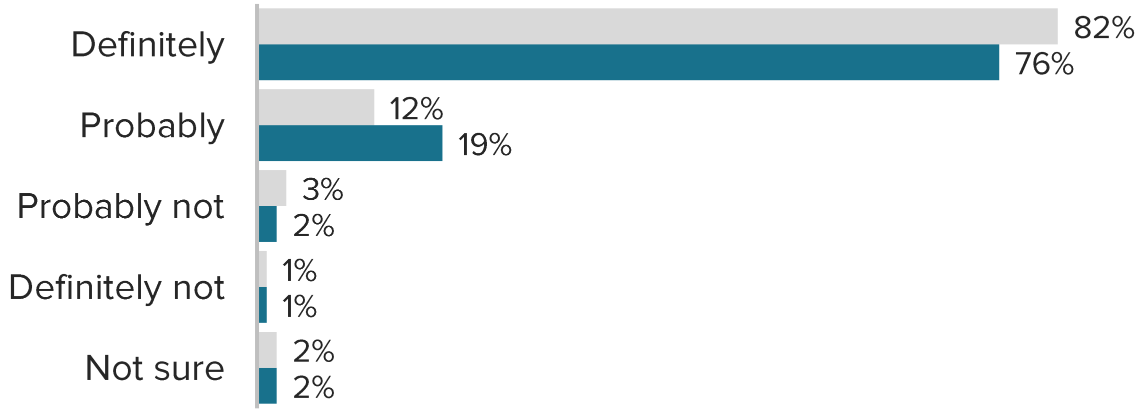

$2,319
$2,308
$747
$769
$153
$160
Party Spending per Trip
Visitor Spending per Trip
Visitor Spending per Day
Sep-23
Sep-24

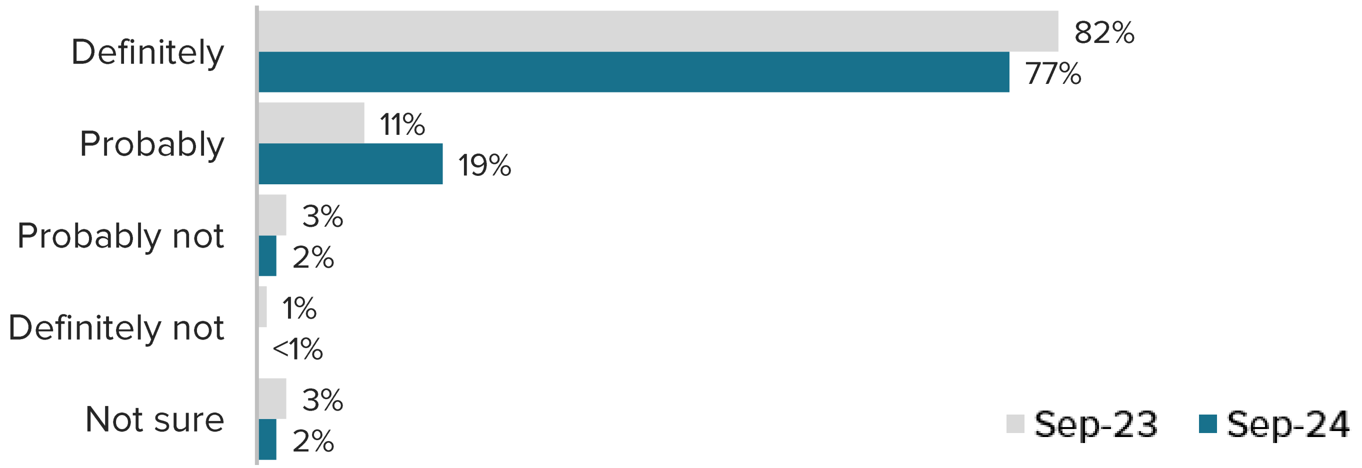
3d

DETAILED FINDINGS: POST-TRIP EVALUATION

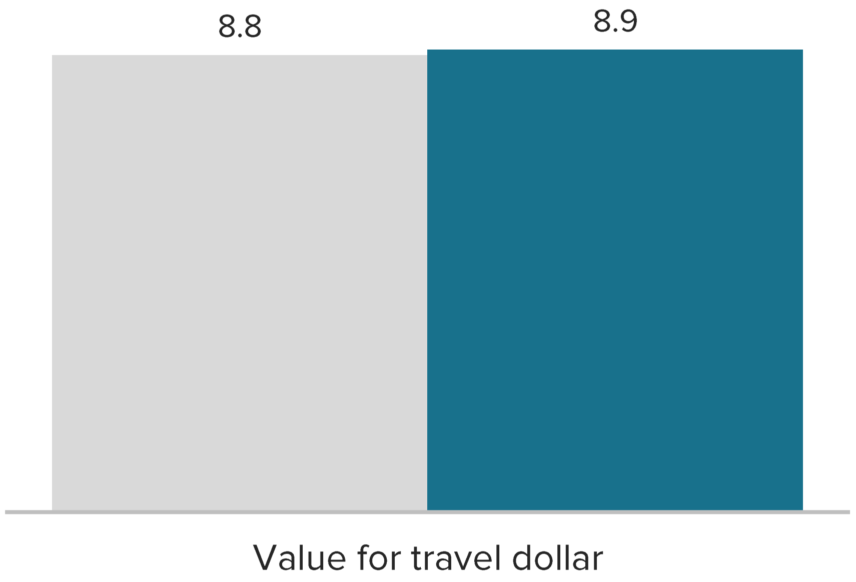
Will recommend the Naples area?



Will return to the Naples area?



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 | SUPPLY

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	Hotel Supply (Rooms)	Δ% in Supply from September 2023
	Total	Total
Miami	1,967,610	-0.3%
Ft. Lauderdale	1,174,590	+0.6%
Palm Beach	571,680	-0.3%
Sarasota	381,750	+3.0%
St. Petersburg	351,690	+1.9%
Ft. Myers	350,910	+12.6%
Florida Keys	313,230	+0.3%
Clearwater	272,700	-0.2%
Naples	239,750	+10.2%

[1] Metrics provided by STR.
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DESTINATION COMPARISONS | DEMAND

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	Hotel Demand (Rooms)				Δ% in Demand from September 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	971,190	175,895	72,137	1,219,222	-2.8%	-4.4%	-2.4%	-3.0%
Ft. Lauderdale	566,448	104,056	14,052	684,556	-2.4%	+0.6%	-49.6%	-3.8%
Palm Beach	248,152	75,951	5,765	329,868	-2.7%	+50.3%	+5.2%	+6.0%
Sarasota	178,706	32,519	4,307	215,532	+6.5%	+16.0%	-46.3%	+5.8%
St. Petersburg	149,328	48,540	1,638	199,506	-0.7%	+12.5%	-20.5%	+2.0%
Ft. Myers	138,360	27,868	9,000	175,228	-8.7%	-13.0%	+5.1%	-8.8%
Florida Keys	145,815	15,771	1,391	162,977	-8.2%	-1.1%	+736.1%	-6.8%
Clearwater	126,089	29,653	0	155,742	+4.5%	-19.3%	-	-1.1%
Naples	83,617	32,368	0	115,985	+5.2%	-19.6%	-	-3.2%

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DESTINATION COMPARISONS | OCCUPANCY

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	Hotel Occupancy (%)				Δ% in Occupancy from September 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	49.4%	8.9%	3.7%	62.0%	-2.5%	-4.2%	-2.1%	-2.7%
Ft. Lauderdale	48.2%	8.9%	1.2%	58.3%	-2.9%	+0.1%	-49.9%	-4.3%
Palm Beach	43.4%	13.3%	1.0%	57.7%	-2.5%	+50.7%	+5.4%	+6.3%
Clearwater	46.2%	10.9%	0.0%	57.1%	+4.6%	-19.1%	-	-0.9%
St. Petersburg	42.5%	13.8%	0.5%	56.7%	-2.5%	+10.4%	-22.0%	+0.1%
Sarasota	46.8%	8.5%	1.1%	56.5%	+3.5%	+12.6%	-47.9%	+2.7%
Florida Keys	46.6%	5.0%	0.4%	52.0%	-8.4%	-1.3%	+733.8%	-7.1%
Ft. Myers	39.4%	7.9%	2.6%	49.9%	-18.9%	-22.7%	-6.7%	-19.0%
Naples	34.9%	13.5%	0.0%	48.4%	-4.6%	-27.1%	-	-12.1%

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DESTINATION COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from September 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	$148.32	$32.18	$8.52	$189.02	-4.6%	-3.8%	+3.8%	-4.1%
Ft. Lauderdale	$72.11	$17.34	$1.58	$91.02	-6.3%	+7.7%	-44.5%	-5.1%
Palm Beach	$38.65	$15.43	$0.63	$54.71	-3.8%	+60.0%	+32.5%	+8.8%
Florida Keys	$32.85	$3.64	$0.20	$36.69	-14.8%	-1.8%	+502.4%	-13.3%
Sarasota	$24.08	$5.90	$0.46	$30.44	-1.7%	+43.8%	-40.4%	+3.6%
St. Petersburg	$21.32	$7.13	$0.17	$28.62	-8.5%	+12.2%	+10.4%	-4.0%
Clearwater	$18.66	$4.59	$0.00	$23.25	-6.4%	-17.7%	-	-8.9%
Naples	$15.22	$6.68	$0.00	$21.90	-8.1%	-22.7%	-	-13.1%
Ft. Myers	$15.68	$3.89	$0.96	$20.52	-16.8%	-16.3%	+9.1%	-15.8%

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DESTINATION COMPARISONS | DAILY RATE

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	Hotel Average Daily Rate ($)				Δ% in ADR from September 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$225.26	$231.01	$144.62	$225.13	-7.2%	-0.7%	-28.0%	-6.9%
Naples	$181.98	$206.51	$0.00	$188.83	-12.6%	-3.8%	-	-10.2%
Palm Beach	$155.73	$203.16	$109.05	$165.84	-1.1%	+6.5%	+26.0%	+2.6%
Miami	$152.72	$182.97	$118.08	$155.04	-1.8%	+0.6%	+6.3%	-1.1%
Clearwater	$147.99	$154.90	$0.00	$149.30	-10.4%	+1.9%	-	-7.9%
St. Petersburg	$142.74	$146.89	$106.05	$143.45	-7.9%	-0.3%	+38.8%	-5.9%
Sarasota	$134.73	$181.33	$107.19	$141.21	-7.7%	+24.0%	+11.1%	-2.0%
Ft. Lauderdale	$127.30	$166.62	$112.37	$132.97	-4.0%	+7.1%	+10.1%	-1.4%
Ft. Myers	$113.33	$139.50	$106.15	$117.12	-8.9%	-3.8%	+3.9%	-7.6%

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DESTINATION COMPARISONS | REVPAR

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	Hotel Revenue Per Available Room ($)				Δ% in RevPAR from September 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$104.87	$11.63	$0.64	$117.14	-15.0%	-2.0%	+500.7%	-13.5%
Miami	$75.38	$16.36	$4.33	$96.07	-4.3%	-3.6%	+4.0%	-3.8%
Palm Beach	$67.60	$26.99	$1.10	$95.69	-3.5%	+60.5%	+32.9%	+9.1%
Naples	$63.47	$27.88	$0.00	$91.35	-16.6%	-29.9%	-	-21.1%
Clearwater	$68.42	$16.84	$0.00	$85.27	-6.3%	-17.6%	-	-8.7%
St. Petersburg	$60.61	$20.27	$0.49	$81.38	-10.2%	+10.1%	+8.3%	-5.8%
Sarasota	$63.07	$15.45	$1.21	$79.73	-4.6%	+39.6%	-42.1%	+0.6%
Ft. Lauderdale	$61.39	$14.76	$1.34	$77.49	-6.8%	+7.2%	-44.8%	-5.6%
Ft. Myers	$44.69	$11.08	$2.72	$58.49	-26.1%	-25.7%	-3.1%	-25.2%

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4b

CALENDAR YTD DESTINATION COMPARISONS

DESTINATION COMPARISONS | CYTD SUPPLY

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	Hotel Supply (Rooms)	Δ% in Supply from CYTD 2023
	Total	Total
Miami	17,842,313	-1.1%
Ft. Lauderdale	10,690,000	+0.3%
Palm Beach	5,225,442	+0.1%
Sarasota	3,391,218	-0.2%
Ft. Myers	3,167,481	+15.7%
St. Petersburg	3,147,727	+0.6%
Florida Keys	2,855,926	-1.0%
Clearwater	2,478,089	+0.7%
Naples	2,101,479	+9.3%

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DESTINATION COMPARISONS | CYTD DEMAND

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	Hotel Demand (Rooms)				Δ% in Demand from CYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	10,475,834	2,030,326	725,839	13,231,999	+2.3%	+0.9%	-2.3%	+1.8%
Ft. Lauderdale	6,237,118	1,234,524	225,103	7,696,745	+2.1%	-4.6%	-25.4%	-0.1%
Palm Beach	2,730,766	734,424	83,629	3,548,819	+0.6%	-5.4%	+5.7%	-0.6%
Sarasota	1,885,376	399,166	44,300	2,328,842	-4.9%	+7.9%	+11.6%	-2.6%
St. Petersburg	1,709,476	453,202	18,979	2,181,657	-0.5%	-3.3%	-5.3%	-1.1%
Florida Keys	1,884,562	230,676	7,668	2,122,906	-3.2%	-13.9%	+31.6%	-4.4%
Ft. Myers	1,547,422	326,098	138,737	2,012,258	+4.5%	-9.7%	+27.7%	+3.1%
Clearwater	1,437,805	342,325	0	1,780,130	-1.0%	+2.0%	-	-0.5%
Naples	979,696	385,928	882	1,366,507	+3.2%	+10.2%	-50.9%	+5.0%

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DESTINATION COMPARISONS | CYTD OCCUPANCY

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	Hotel Occupancy (%)				Δ% in Occupancy from CYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	66.0%	8.1%	0.3%	74.3%	-2.2%	-13.0%	+32.9%	-3.5%
Miami	58.7%	11.4%	4.1%	74.2%	+3.5%	+2.1%	-1.2%	+3.0%
Ft. Lauderdale	58.3%	11.5%	2.1%	72.0%	+1.8%	-4.9%	-25.7%	-0.4%
Clearwater	58.0%	13.8%	0.0%	71.8%	-1.7%	+1.3%	-	-1.1%
St. Petersburg	54.3%	14.4%	0.6%	69.3%	-1.1%	-3.8%	-5.9%	-1.7%
Sarasota	55.6%	11.8%	1.3%	68.7%	-4.7%	+8.1%	+11.8%	-2.5%
Palm Beach	52.3%	14.1%	1.6%	67.9%	+0.6%	-5.4%	+5.6%	-0.6%
Naples	46.6%	18.4%	0.0%	65.0%	-5.6%	+0.8%	-55.1%	-4.0%
Ft. Myers	48.9%	10.3%	4.4%	63.5%	-9.7%	-21.9%	+10.3%	-10.9%

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DESTINATION COMPARISONS | CYTD REVENUE

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	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	$2,300.51	$521.39	$91.80	$2,913.70	+0.5%	+1.5%	+9.3%	+1.0%
Ft. Lauderdale	$1,112.67	$272.98	$31.72	$1,417.38	-2.6%	-0.8%	-15.7%	-2.6%
Palm Beach	$694.72	$200.43	$11.59	$906.74	-1.8%	+0.2%	+27.1%	-1.0%
Florida Keys	$682.00	$82.63	$1.91	$766.54	-3.7%	-14.5%	0.0%	-5.0%
Naples	$343.63	$121.89	$0.24	$465.76	+19.2%	+28.6%	-35.1%	+21.5%
Sarasota	$383.09	$76.28	$6.09	$465.46	-7.3%	+11.1%	+38.9%	-4.3%
St. Petersburg	$344.03	$81.02	$2.18	$427.23	-3.9%	+0.4%	+6.8%	-3.1%
Clearwater	$307.38	$65.06	$0.00	$372.44	-1.2%	+5.9%	-	0.0%
Ft. Myers	$265.52	$60.90	$21.11	$347.52	+4.4%	-12.4%	+61.5%	+3.2%

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DESTINATION COMPARISONS | CYTD DAILY RATE

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	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	$361.89	$358.23	$248.80	$361.08	-0.5%	-0.7%	-24.0%	-0.6%
Naples	$350.75	$315.83	$273.01	$340.84	+15.5%	+16.7%	+32.0%	+15.7%
Palm Beach	$254.41	$272.91	$138.59	$255.51	-2.4%	+5.9%	+20.3%	-0.5%
Miami	$219.60	$256.80	$126.48	$220.20	-1.7%	+0.6%	+11.8%	-0.9%
Clearwater	$213.79	$190.05	$0.00	$209.22	-0.1%	+3.8%	0.0%	+0.5%
Sarasota	$203.19	$191.10	$137.45	$199.87	-2.6%	+3.0%	+24.5%	-1.7%
St. Petersburg	$201.25	$178.76	$115.09	$195.83	-3.4%	+3.8%	+12.7%	-2.0%
Ft. Lauderdale	$178.40	$221.13	$140.91	$184.15	-4.6%	+4.0%	+13.1%	-2.5%
Ft. Myers	$171.59	$186.75	$152.13	$172.70	-0.1%	-3.0%	+26.5%	0.0%

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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	$238.80	$28.93	$0.67	$268.40	-2.8%	-13.7%	+1.0%	-4.1%
Naples	$163.52	$58.00	$0.11	$221.63	+9.0%	+17.6%	-40.7%	+11.1%
Palm Beach	$132.95	$38.36	$2.22	$173.52	-1.8%	+0.2%	+27.0%	-1.1%
Miami	$128.94	$29.22	$5.15	$163.30	+1.7%	+2.7%	+10.5%	+2.1%
Clearwater	$124.04	$26.25	$0.00	$150.29	-1.9%	+5.2%	-	-0.7%
Sarasota	$112.96	$22.49	$1.80	$137.25	-7.2%	+11.3%	+39.2%	-4.1%
St. Petersburg	$109.30	$25.74	$0.69	$135.73	-4.5%	-0.2%	+6.1%	-3.7%
Ft. Lauderdale	$104.09	$25.54	$2.97	$132.59	-2.9%	-1.1%	-15.9%	-2.9%
Ft. Myers	$83.83	$19.23	$6.66	$109.72	-9.8%	-24.3%	+39.5%	-10.9%

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FISCAL YTD DESTINATION COMPARISONS

	Hotel Supply (Rooms)	Δ% in Supply from FYTD 2023
	Total	Total
Miami	23,889,781	-0.9%
Ft. Lauderdale	14,095,111	-1.8%
Palm Beach	6,963,392	-0.4%
Sarasota	4,541,636	-2.4%
Ft. Myers	4,180,361	+16.4%
St. Petersburg	4,157,861	-0.9%
Florida Keys	3,820,004	-2.3%
Clearwater	3,305,596	+2.0%
Naples	2,765,434	+8.2%

[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.
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DESTINATION COMPARISONS | FYTD DEMAND

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	Hotel Demand (Rooms)				Δ% in Demand from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	13,935,527	2,670,478	962,875	17,568,880	+1.5%	-3.9%	-4.2%	+0.4%
Ft. Lauderdale	8,176,888	1,618,554	315,688	10,111,130	-0.3%	-7.3%	-22.7%	-2.4%
Palm Beach	3,621,988	963,680	109,126	4,694,794	-0.4%	-6.4%	-1.0%	-1.7%
Sarasota	2,434,234	518,696	99,402	3,052,332	-9.9%	-12.1%	+96.5%	-8.7%
Florida Keys	2,460,948	315,587	9,100	2,785,635	-2.1%	-15.5%	+11.6%	-3.8%
St. Petersburg	2,160,361	593,732	25,582	2,779,676	-4.3%	-6.5%	-7.9%	-4.8%
Ft. Myers	2,030,529	444,855	191,230	2,666,614	+10.6%	-29.1%	+15.1%	+1.4%
Clearwater	1,829,213	457,374	188	2,286,775	+0.1%	-6.4%	+233.3%	-1.2%
Naples	1,261,499	515,269	1,674	1,778,442	+0.5%	+1.2%	-34.4%	+0.6%

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DESTINATION COMPARISONS | FYTD OCCUPANCY

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	Hotel Occupancy (%)				Δ% in Occupancy from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	58.3%	11.2%	4.0%	73.5%	+2.5%	-3.0%	-3.3%	+1.3%
Florida Keys	64.4%	8.3%	0.2%	72.9%	+0.2%	-13.5%	+14.2%	-1.5%
Ft. Lauderdale	58.0%	11.5%	2.2%	71.7%	+1.5%	-5.6%	-21.3%	-0.6%
Clearwater	55.3%	13.8%	0.0%	69.2%	-1.8%	-8.2%	+226.8%	-3.1%
Palm Beach	52.0%	13.8%	1.6%	67.4%	0.0%	-6.0%	-0.5%	-1.3%
Sarasota	53.6%	11.4%	2.2%	67.2%	-7.7%	-9.9%	+101.4%	-6.4%
St. Petersburg	52.0%	14.3%	0.6%	66.9%	-3.4%	-5.7%	-7.1%	-4.0%
Naples	46.2%	18.1%	0.0%	64.3%	-7.2%	-6.5%	-39.4%	-7.0%
Ft. Myers	48.6%	10.6%	4.6%	63.8%	-5.0%	-39.1%	-1.1%	-12.9%

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DESTINATION COMPARISONS | FYTD REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	$3,074.68	$670.36	$118.88	$3,863.92	+5.9%	+3.0%	+14.4%	+5.7%
Ft. Lauderdale	$1,447.11	$348.32	$42.58	$1,838.01	-7.4%	-5.5%	-14.7%	-7.3%
Palm Beach	$909.18	$260.70	$13.93	$1,183.81	-2.7%	-0.3%	+18.7%	-2.0%
Florida Keys	$880.64	$110.49	$2.38	$993.51	+3.4%	-11.8%	-7.5%	+1.4%
Sarasota	$480.93	$97.54	$11.77	$590.24	-11.7%	-10.8%	+120.0%	-10.5%
Naples	$430.17	$152.62	$0.38	$583.17	+20.7%	+23.4%	-26.9%	+21.3%
St. Petersburg	$420.60	$103.14	$2.72	$526.47	-3.3%	-0.3%	+5.8%	-2.7%
Clearwater	$374.15	$84.57	$0.00	$458.72	+3.6%	+1.1%	-85.5%	+3.1%
Ft. Myers	$336.24	$80.45	$27.36	$444.05	+17.4%	-27.2%	+53.6%	+7.1%

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DESTINATION COMPARISONS | FYTD DAILY RATE

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	Hotel 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	$357.85	$350.10	$261.49	$356.65	+5.6%	+4.4%	-17.1%	+5.4%
Naples	$341.00	$296.19	$227.65	$327.91	+20.1%	+21.9%	+11.5%	+20.6%
Palm Beach	$251.02	$270.53	$127.64	$252.15	-2.3%	+6.5%	+19.9%	-0.3%
Miami	$220.64	$251.02	$123.46	$219.93	+4.3%	+7.1%	+19.5%	+5.3%
Clearwater	$204.54	$184.90	$7.46	$200.60	+3.5%	+8.0%	-95.6%	+4.4%
Sarasota	$197.57	$188.05	$118.46	$193.37	-2.0%	+1.4%	+12.0%	-2.0%
St. Petersburg	$194.69	$173.72	$106.51	$189.40	+1.1%	+6.7%	+14.9%	+2.3%
Ft. Lauderdale	$176.98	$215.20	$134.87	$181.78	-7.1%	+2.0%	+10.4%	-5.0%
Ft. Myers	$165.59	$180.86	$143.07	$166.52	+6.2%	+2.7%	+33.5%	+5.6%

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DESTINATION COMPARISONS | FYTD REVPAR

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	Hotel Revenue Per Available Room ($)				Δ% in RevPAR from FYTD 2023			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$230.53	$28.92	$0.62	$260.08	+5.8%	-9.8%	-5.4%	+3.8%
Naples	$155.55	$55.19	$0.14	$210.88	+11.5%	+14.0%	-32.4%	+12.1%
Palm Beach	$130.57	$37.44	$2.00	$170.01	-2.3%	+0.1%	+19.3%	-1.6%
Miami	$128.70	$28.06	$4.98	$161.74	+6.9%	+4.0%	+15.5%	+6.6%
Clearwater	$113.19	$25.58	$0.00	$138.77	+1.6%	-0.8%	-85.8%	+1.1%
Ft. Lauderdale	$102.67	$24.71	$3.02	$130.40	-5.7%	-3.8%	-13.1%	-5.5%
Sarasota	$105.89	$21.48	$2.59	$129.96	-9.5%	-8.6%	+125.4%	-8.3%
St. Petersburg	$101.16	$24.81	$0.66	$126.62	-2.4%	+0.6%	+6.7%	-1.8%
Ft. Myers	$80.43	$19.25	$6.54	$106.22	+0.9%	-37.5%	+32.0%	-8.0%

[1] Metrics provided by STR.
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INDUSTRY DATA

INDUSTRY DATA | CURRENT EMPLOYMENT

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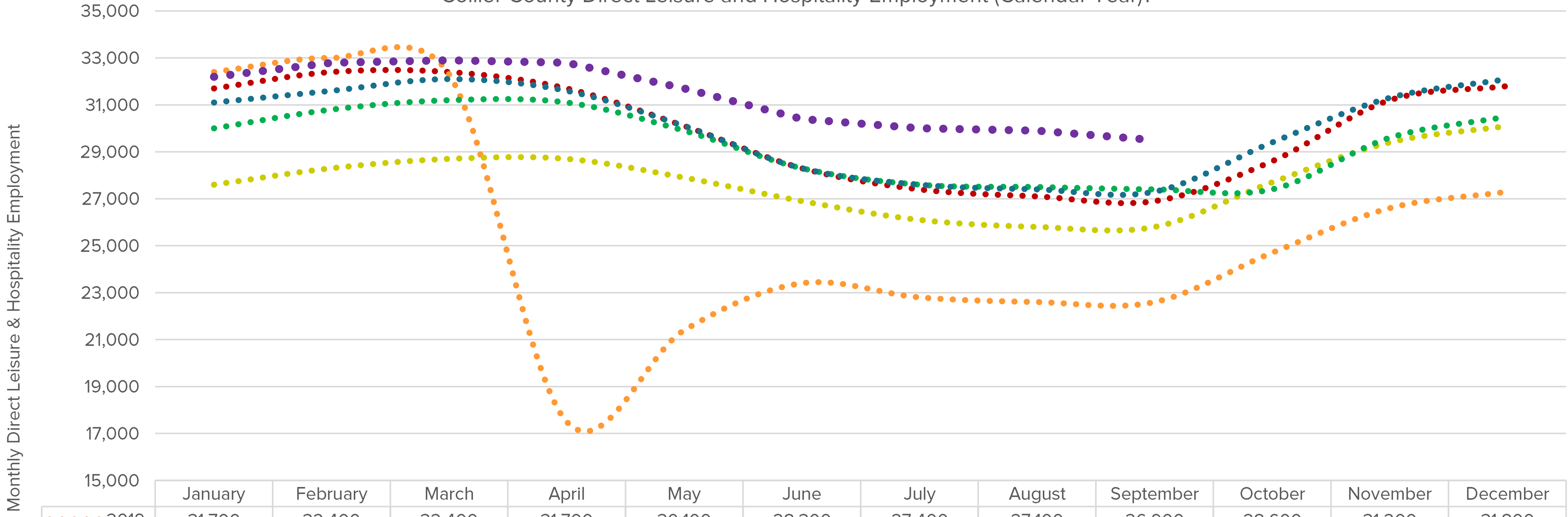
Collier County Direct Leisure and Hospitality Employment (Calendar Year)1



	January	February	March	April	May	June	July	August	September	October	November	December
2019	31,700	32,400	32,400	31,700	30,100	28,300	27,400	27,100	26,900	28,600	31,200	31,800
2020	32,400	33,000	32,300	17,500	21,400	23,400	22,800	22,600	22,600	24,700	26,600	27,300
2021	27,600	28,300	28,700	28,700	27,900	26,900	26,100	25,800	25,800	27,700	29,400	30,100
2022	30,000	30,800	31,200	31,100	29,900	28,300	27,600	27,500	27,400	27,400	29,600	30,500
2023	31,100	31,600	32,100	31,600	30,100	28,300	27,600	27,400	27,300	29,400	31,300	32,100
2024	32,200	32,800	32,900	32,800	31,700	30,400	30,000	29,900	29,500 (P)			

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

(P) Preliminary.

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INDUSTRY DATA | RSW PASSENGER TRAFFIC

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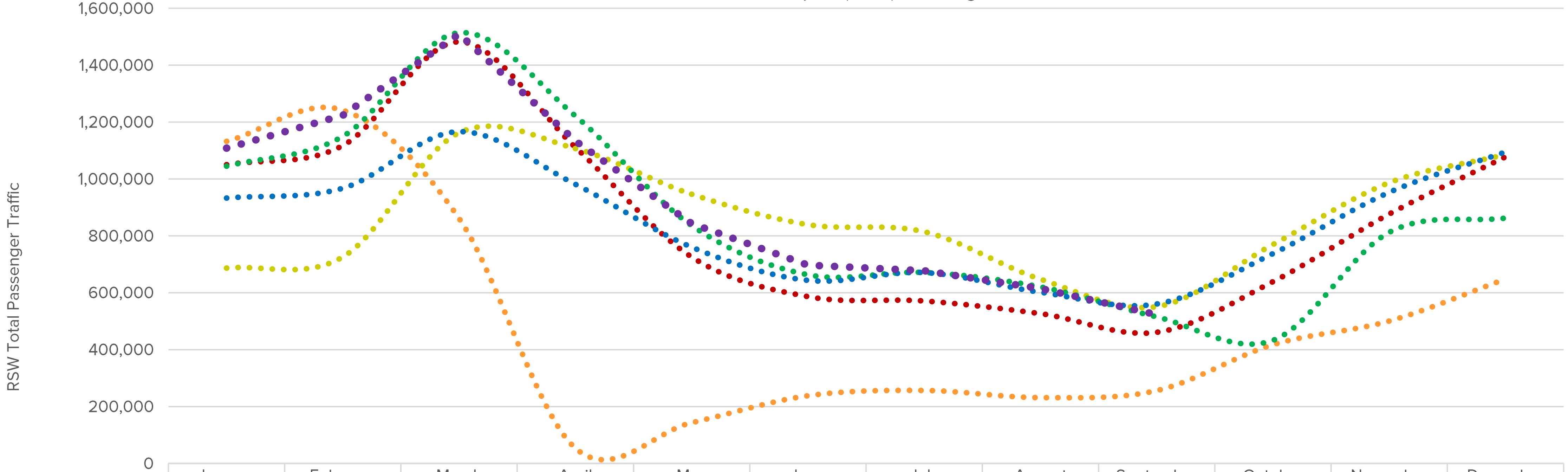
Southwest Florida International Airport (RSW) Passenger Traffic1



	January	February	March	April	May	June	July	August	September	October	November	December
2019	1,050,093	1,117,409	1,482,239	1,111,558	725,754	586,319	570,977	526,519	460,869	638,922	876,703	1,077,818
2020	1,132,103	1,241,590	861,221	53,379	143,004	237,706	256,418	231,283	255,926	417,305	500,468	648,011
2021	686,563	725,735	1,162,342	1,107,004	946,366	839,377	814,471	647,534	551,041	769,524	986,908	1,085,569
2022	1,044,816	1,149,618	1,514,046	1,221,628	836,379	663,141	671,225	620,532	515,007	432,667	812,305	862,368
2023	932,896	967,416	1,166,442	981,216	760,330	643,486	670,818	601,542	560,358	737,527	953,025	1,094,783
2024	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004			

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

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INDUSTRY DATA | LICENSED RENTAL UNITS

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September 2024 Licensed Transient Rental Units				
	Hotel	Motel	Vacation Rental	Total
Naples	4,731	1,270	3,108	9,109
Marco Island	1,275	121	2,081	3,477
Immokalee	0	70	104	174
Golden Gate	0	150	0	150
Everglades City	38	36	21	95
Chokoloskee	0	13	2	15
Goodland	0	5	8	13
Ave Maria	0	0	5	5
Ochopee	0	0	1	1
Total	6,044	**1,665**	**5,330**	**13,039**[2]

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

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THANK YOU