

Collier County Tourism Research

May 2020

Presented to:

**The Collier County Tourist
Development Council**

Presented by:

Research Data Services, Inc.

June 2020

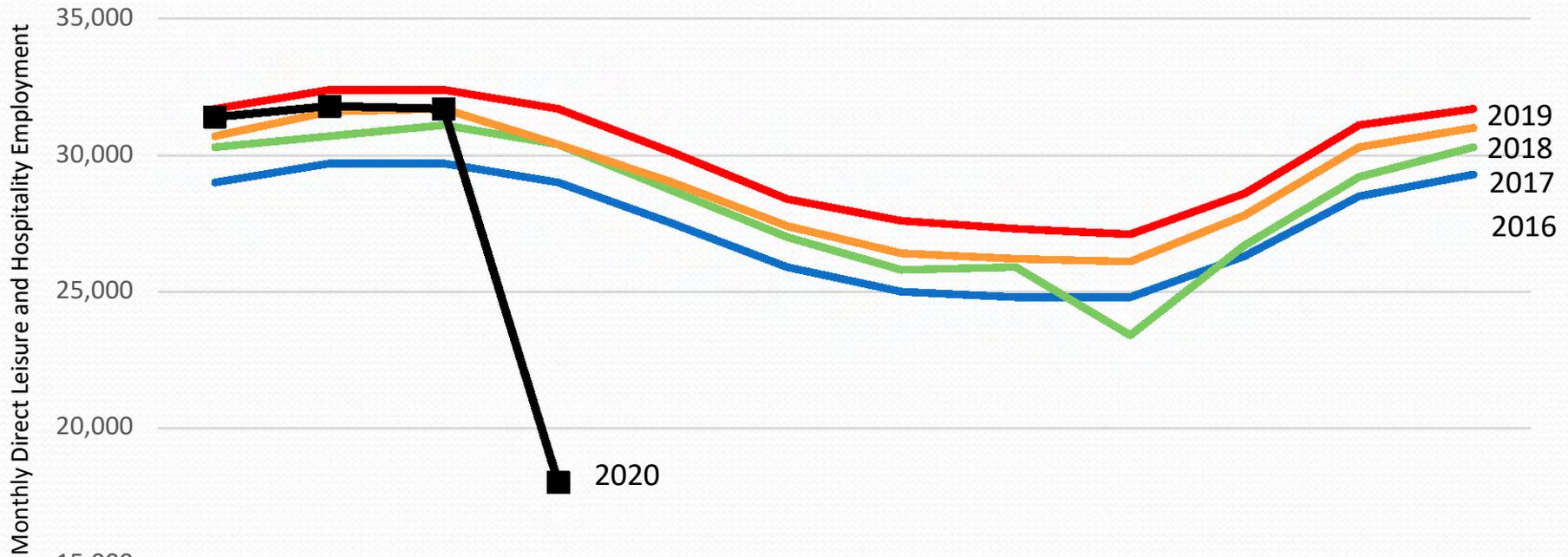
Forward Reservations

Collier May 2020 Occupancy Reporting

- Three out of four (75.8%) Collier properties report receiving some level of forward reservations.
- Although reservation windows are still very narrow (typically for same week stays), properties are also reporting receiving bookings for later in the year. Managers mention that they are seeing more reservations from the Northeast and Midwest than in May.

Economic Indicators

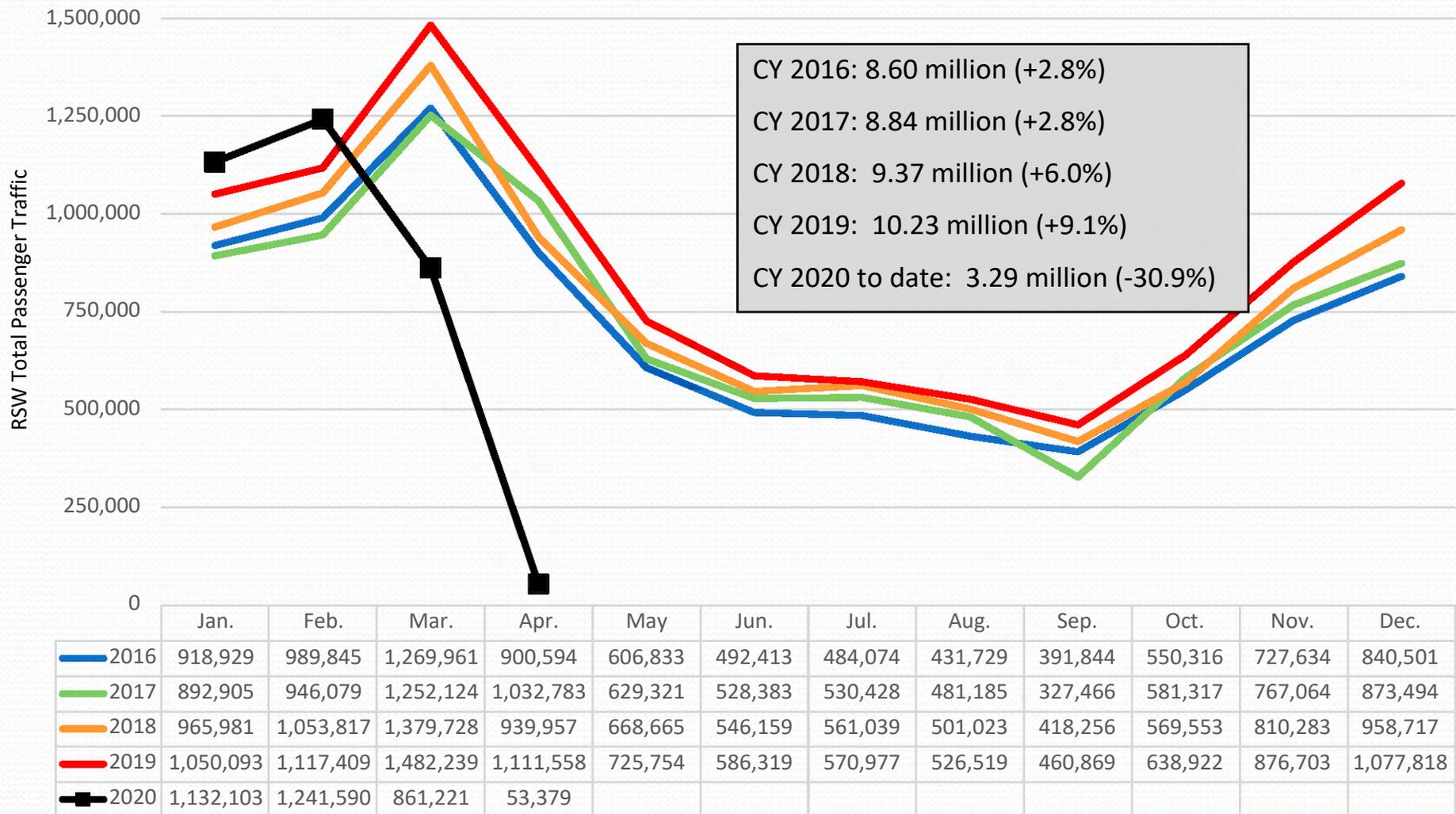
Collier Direct Leisure and Hospitality Employment (Calendar Year)*



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
2016	29,000	29,700	29,700	29,000	27,500	25,900	25,000	24,800	24,800	26,300	28,500	29,300
2017	30,300	30,700	31,100	30,400	28,700	27,000	25,800	25,900	23,400	26,700	29,200	30,300
2018	30,700	31,600	31,700	30,400	29,000	27,400	26,400	26,200	26,100	27,800	30,300	31,000
2019	31,700	32,400	32,400	31,700	30,100	28,400	27,600	27,300	27,100	28,600	31,100	31,700
2020	31,400	31,800	31,700	18,000								

* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector. (April 2018 through December 2019 employment projections revised as of March 16, 2020 reporting.)

Southwest Florida International Airport (RSW) Passenger Traffic



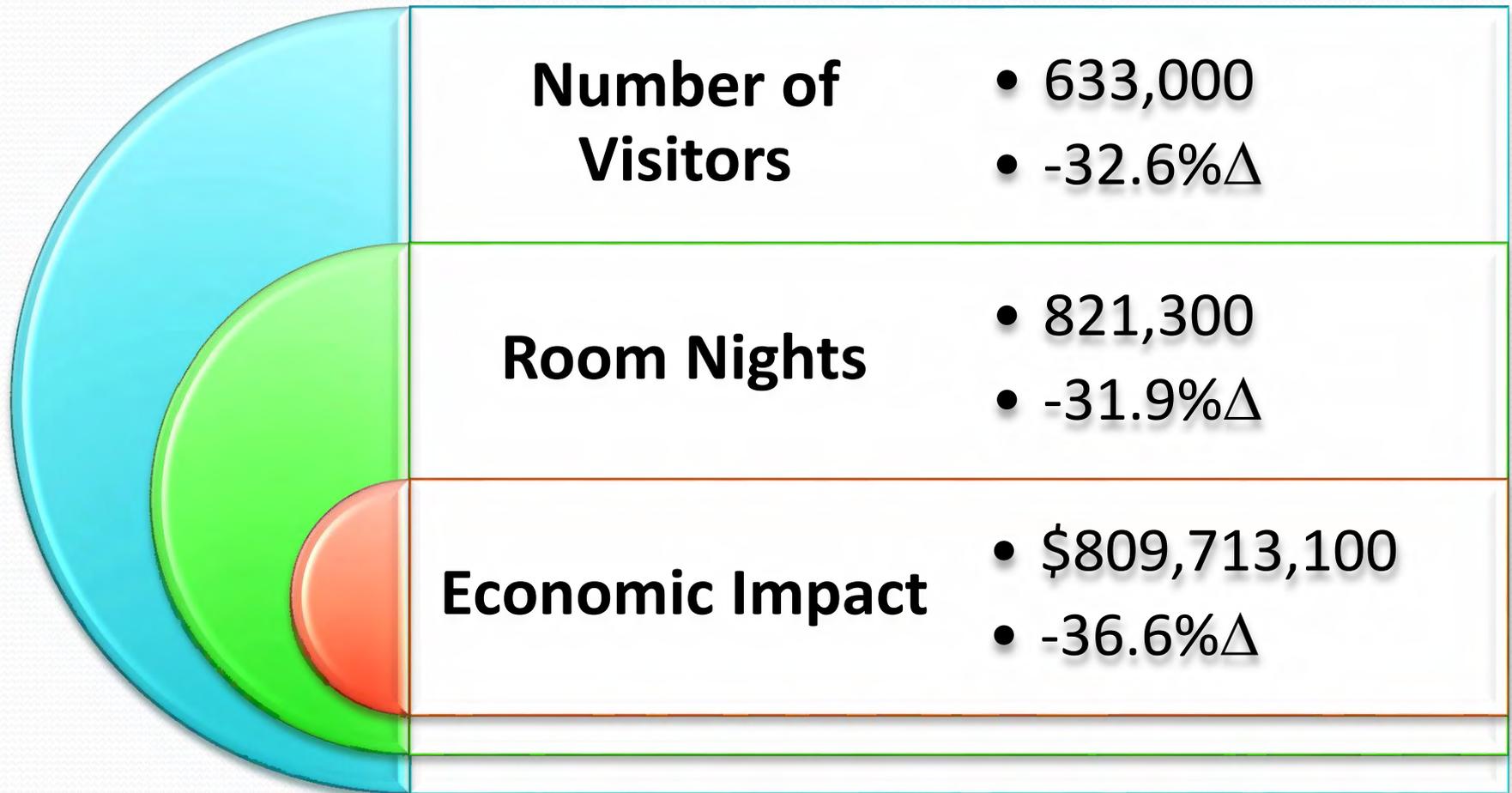
Year to Date 2020

January – May

Collier Visitor Profile

Collier Tourism Metrics

Year to Date 2020 (January – May)



Collier Comp Set

YTD 2020 (January – May)

	Occupancy		ADR		RevPAR	
	2020	% Δ	2020	% Δ	2020	% Δ
Naples MSA	49.0%	-33.3	\$291.20	-2.0	\$142.82	-34.6
Naples Upscale	52.7%	-35.1	\$379.58	-1.0	\$200.14	-35.7
Miami-Hialeah	59.2%	-26.8	\$243.44	+6.2	\$144.15	-22.3
Florida Keys	60.8%	-26.8	\$337.07	+6.6	\$205.09	-22.0
Ft. Myers	53.8%	-31.0	\$189.48	-0.5	\$101.92	-31.4
Sarasota-Bradenton	52.6%	-28.7	\$158.23	-3.1	\$83.25	-30.9
Clearwater	56.2%	-29.7	\$155.07	-12.1	\$87.18	-38.3
St. Petersburg	54.7%	-30.3	\$159.11	-9.3	\$87.06	-36.8
Palm Beach County	52.4%	-33.6	\$231.82	+1.1	\$121.52	-32.9
Ft. Lauderdale	55.7%	-31.0	\$173.13	+0.4	\$96.45	-30.7
Florida	53.8%	-30.4	\$156.01	-4.0	\$83.90	-33.2

Collier Comp Set – Occupancy (%)

YTD 2020 (January – May)

	Trans	% Δ 19-20	Grp	% Δ 19-20	Total
Naples MSA	31.1%	-29.4	17.8%	-39.2	49.0%
Miami-Hialeah	38.8%	-33.1	15.3%	-17.9	59.2%
Florida Keys	50.7%	-28.7	9.7%	-16.2	60.8%
Ft. Myers	38.6%	-35.6	11.6%	-28.1	53.8%
Sarasota-Bradenton	41.5%	-27.0	10.1%	-36.3	52.6%
Clearwater	42.0%	-27.5	14.2%	-35.5	56.2%
St. Petersburg	42.6%	-25.0	11.0%	-46.6	54.7%
Palm Beach County	35.5%	-33.7	15.9%	-33.1	52.4%
Ft. Lauderdale	39.7%	-32.4	12.4%	-29.9	55.7%

Collier Comp Set – ADR (\$)

YTD 2020 (January – May)

	Trans	% Δ 19-20	Grp	% Δ 19-20	Total
Naples MSA	\$299.05	-6.2	\$278.15	+4.8	\$291.20
Miami-Hialeah	\$247.56	+5.4	\$280.78	+17.1	\$243.44
Florida Keys	\$342.69	+7.3	\$314.56	+4.4	\$337.07
Ft. Myers	\$199.32	-0.9	\$181.00	+11.3	\$189.48
Sarasota-Bradenton	\$163.77	-4.0	\$144.76	+1.1	\$158.23
Clearwater	\$156.45	-16.2	\$151.01	+0.8	\$155.07
St. Petersburg	\$158.17	-12.5	\$166.86	+1.6	\$159.11
Palm Beach County	\$232.53	-2.3	\$238.01	+8.7	\$231.82
Ft. Lauderdale	\$170.47	+0.4	\$196.17	+0.9	\$173.13

SOURCE: SMITH TRAVEL RESEARCH, INC.

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May 2020

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier May 2020

May

Visitors

2020

49,300

%Δ

-66.3

2019

146,400

Room Nights

2020

79,600

%Δ

-60.7

2019

202,500

Economic Impact

2020

\$62,493,600

%Δ

-66.8

2019

\$188,286,000

* Based on market inventory including the nearly 15% of properties that were temporarily closed or reported no occupancy for May due to COVID-19 travel restrictions.

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Occupancy/Room Rates

Collier May 2020

	2019	2020*	% Δ
Occupancy	72.4%	25.6%	-64.6
ADR	\$230.00	\$190.77	-17.1
RevPAR	\$166.50	\$48.84	-70.7

* Based on market inventory including the nearly 15% of properties that were temporarily closed or reported no occupancy for May due to COVID-19 travel restrictions.

Visitor Metrics

Collier May 2020

- Collier's May visitation originates from the following primary market segments:

May Visitation	2020 Visitor #	Δ%
Florida	43,137	-27.4
Southeast	986	-92.0
Northeast	2,071	-90.8
Midwest	1,627	-91.4
Canada*	0	-100.0
Europe*	0	-100.0
Other	1,479	-81.6
Total	49,300	-66.3

* May 2020's Canadian and European visitation was too small to measure.

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Collier Comp Set

May 2020

	Occupancy		ADR		RevPAR	
	2020	% Δ	2020	% Δ	2020	% Δ
Naples MSA	25.4%	-60.4	\$157.02	-22.8	\$39.84	-69.4
Naples Upscale	27.1%	-63.2	\$200.59	-25.1	\$54.34	-72.4
Miami-Hialeah	29.4%	-61.3	\$83.96	-52.7	\$24.72	-81.7
Florida Keys	10.0%	-87.1	\$165.63	-35.7	\$16.62	-91.7
Ft. Myers	27.7%	-57.6	\$105.91	-22.2	\$29.35	-67.0
Sarasota-Bradenton	35.6%	-45.2	\$108.64	-14.9	\$38.72	-53.4
Clearwater	44.5%	-42.0	\$121.62	-20.3	\$54.13	-53.8
St. Petersburg	40.8%	-44.8	\$119.96	-23.0	\$48.93	-57.5
Palm Beach County	27.0%	-61.5	\$131.55	-15.3	\$35.46	-67.4
Ft. Lauderdale	32.3%	-56.7	\$80.17	-39.2	\$25.86	-73.7
Florida	34.1%	-52.8	\$96.06	-30.6	\$32.77	-67.2

Collier Comp Set – Occupancy (%)

May 2020

	Trans	% Δ 19-20	Grp	% Δ 19-20	Total
Naples MSA	24.9%	-30.6	0.4%	-98.5	25.4%
Miami-Hialeah	17.0%	-69.7	4.7%	-70.1	29.4%
Florida Keys	6.7%	-89.9	2.9%	-73.5	10.0%
Ft. Myers	26.4%	-46.5	0.4%	-97.2	27.7%
Sarasota-Bradenton	34.2%	-31.6	0.9%	-93.6	35.6%
Clearwater	43.6%	-22.5	0.9%	-95.6	44.5%
St. Petersburg	39.3%	-28.8	1.1%	-94.0	40.8%
Palm Beach County	20.3%	-57.0	6.3%	-70.5	27.0%
Ft. Lauderdale	25.4%	-53.8	5.0%	-68.0	32.3%

SOURCE: SMITH TRAVEL RESEARCH, INC.

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Collier Comp Set – ADR (\$)

May 2020

	Trans	% Δ 19-20	Grp	% Δ 19-20	Total
Naples MSA	\$157.85	-22.2	\$107.97	-47.2	\$157.02
Miami-Hialeah	\$85.37	-52.2	\$81.58	-57.9	\$83.96
Florida Keys	\$160.33	-37.7	\$177.13	-32.8	\$165.63
Ft. Myers	\$108.02	-23.0	\$66.41	-48.6	\$105.91
Sarasota-Bradenton	\$110.56	-14.3	\$66.57	-48.4	\$108.64
Clearwater	\$121.02	-24.0	\$150.88	+12.3	\$121.62
St. Petersburg	\$120.67	-24.7	\$92.16	-36.5	\$119.96
Palm Beach County	\$94.06	-36.5	\$256.74	+44.9	\$131.55
Ft. Lauderdale	\$81.19	-37.5	\$74.62	-49.9	\$80.17

SOURCE: SMITH TRAVEL RESEARCH, INC.

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Party Size/LOS

Collier May 2020

- This May, visitor party size averaged **2.3** travelers who stayed for **3.2 nights** in the Naples, Marco Island, Everglades area (**May 2019: 2.5 people; 3.0 nights**).

Thank you!

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