

TOURISM BY THE NUMBERS

KEY METRICS

VISITORS TO FLORIDA'S PARADISE COAST IN FY2024/2025

2,808,800



TOTAL ROOM NIGHTS
2,798,200

DIRECT VISITOR SPENDING
\$2,884,378,000



ECONOMIC CONTRIBUTIONS

ECONOMIC IMPACT

\$3,986,720,500



TOURIST TAX COLLECTIONS
\$49,827,537

VISITOR DEMOGRAPHICS



- PRIMARY REASONS FOR TRAVEL
- VISITING FAMILY/FRIENDS
 - BEACHES
 - REST & RELAXATION
 - TRAVEL PARTIES
 - COUPLES AND FAMILIES

FUTURE OUTLOOK

Florida's Paradise Coast enters the next fiscal year with steady momentum. Continued investment in resort inventory, air service, and visitor experiences will help sustain growth, support local jobs, and keep Collier County competitive across both domestic and international markets.



FLORIDA'S PARADISE COAST

COLLIER COUNTY, FLORIDA

FY2024/2025 TOURISM IMPACT REPORT



PARADISECOAST.COM

NAPLES · MARCO ISLAND
EVERGLADESSM
FLORIDA'S PARADISE COAST



UPDATE FROM THE TOURISM DIRECTOR

To our visitors, partners, and residents — thank you for continuing to make Florida’s Paradise Coast the dynamic destination it is today. Tourism remains one of Collier County’s strongest economic engines, supporting thousands of jobs, strengthening local businesses, and improving the quality of life for everyone who calls this community home.

This past year brought numerous challenges – such as inflation and the broader economic climate -- that had a significant impact on tourism throughout the United States. Nonetheless, Florida’s Paradise Coast held its ground. Travelers remained confident, and our exceptional destination continued to outperform other destinations across the state. We saw consistent visitation from couples and families, and “visiting family and friends” remained the top reason people traveled here, reflecting both our welcoming community and our loyal repeat visitors.

We also saw encouraging signs of growth. More resort inventory is on the horizon, and new air service through RSW continues to connect us with several key domestic and international markets. These developments will help us stay competitive and meet rising demand in the years ahead.

Our hospitality workforce’s dedication, our community’s commitment, and our region’s natural appeal continue to set us apart. As we look ahead to another fiscal year, we remain focused on building momentum, expanding opportunity, and ensuring that Florida’s Paradise Coast remains among the most sought-after destinations in Florida and beyond.

Warm Regards,

Jay Tusa, CDME, CTIS, TMP
Tourism Director
Naples, Marco Island, Everglades CVB

MARKET INSIGHTS & EMPLOYMENT INTERNATIONAL & DOMESTIC INSIGHTS



INTERNATIONAL
VISITATION
(INCLUDING 115,600
CANADIAN VISITORS)
296,000
+6% YOY



DOMESTIC*
(INCLUDING 1,880,000
OUT-OF-STATE VISITORS)
2,512,800
89.4%
+2.6% YOY



FLORIDA
MARKET SHARE
632,800
22.5%
-2.4% YOY

RSW TRAFFIC



TOTAL PASSENGERS
11,035,013

SERVING **78** NONSTOP DESTINATIONS*
THROUGH **16** CARRIERS

EMPLOYMENT & WAGES



TOTAL WAGES
\$1,173,306,700**



(**i** = 5,000 JOBS)
JOBS SUPPORTED
27,580**

*RSW Destinations as of 11/2025, **Source: Bureau of Labor Statistics as of 8/2025

OCCUPANCY & REVENUE METRICS



AVERAGE HOTEL
OCCUPANCY
64.2%



AVERAGE HOTEL
DAILY RATE (ADR)
\$323.44

(FLORIDA ADR AVERAGE: \$188.76)*



HOTEL REVENUE
PER AVAILABLE
ROOM (REVPAR)
\$207.59

(FLORIDA REVPAR AVERAGE: \$140.00)*



*Source: Downs & St. Germain Research