



NAPLES • MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

AUGUST 2026 MONTHLY VISITOR DASHBOARD



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MONTHLY
HIGHLIGHTS

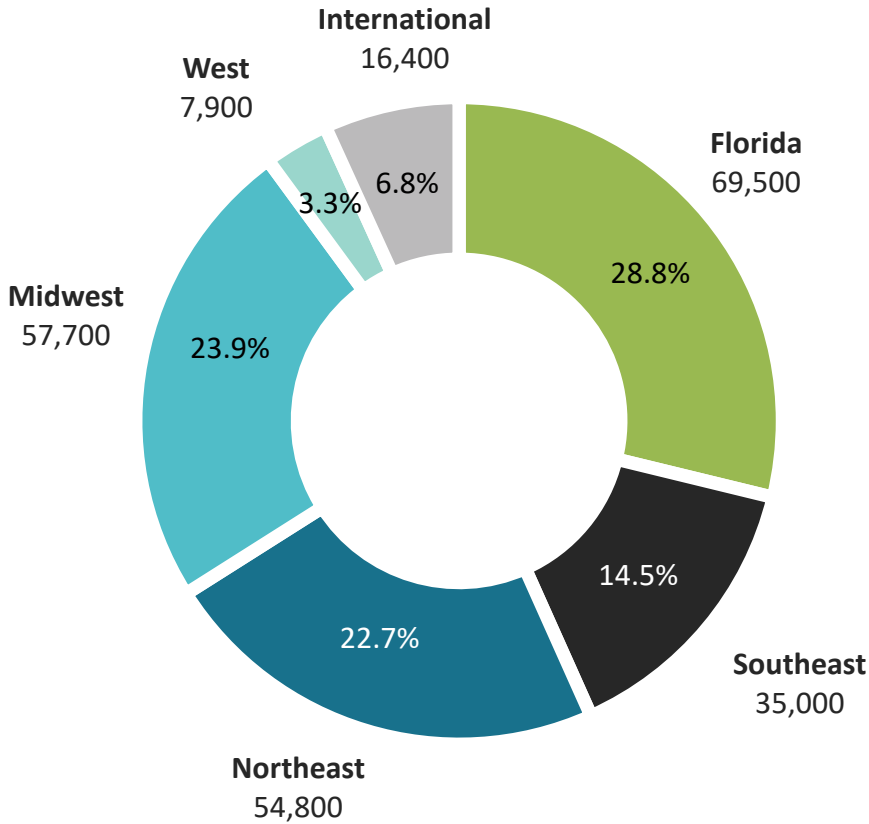
Tourism Metrics	AUGUST 2025	AUGUST 2026	Percent Change
Visitors ¹	227,300	241,300	+ 6.2%
Visitor Days	1,257,000	1,329,600	+ 5.8%
Direct Spending	\$156,784,600	\$169,023,300	+ 7.8%
Room Nights	187,100	184,000	- 1.7%
Overall ² Occupancy	45.8%	45.5%	- 0.7%
Overall ² Average Daily Rate	\$233.81	\$261.89	+ 12.0%
Overall ² RevPAR	\$107.08	\$119.16	+ 11.3%

¹ Visitation increased despite a decline in Occupancy and Room Nights. This is due primarily to a year-over-year increase in the share of visitors staying in unpaid accommodations.

² "Overall" lodging metrics are reflective of a combined total including both hotels and vacation rentals within Collier County, FL.

AUGUST 2026 | VISITOR ORIGIN REGIONS

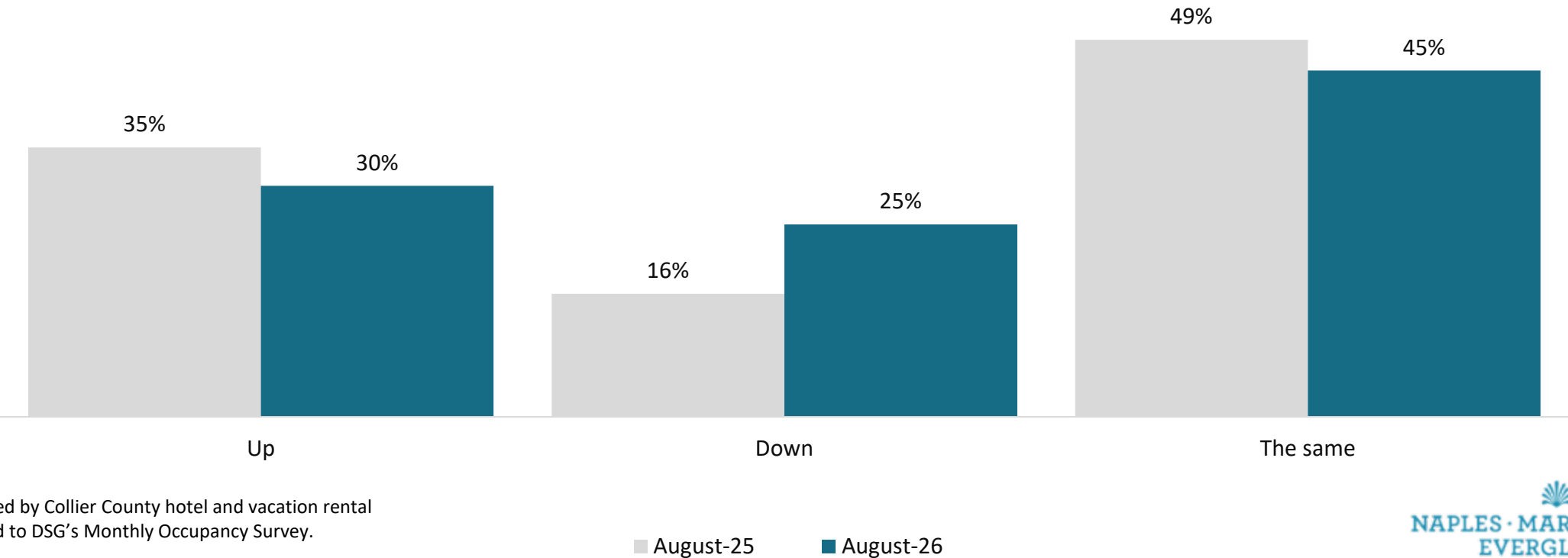
	AUGUST 2025		AUGUST 2026		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	213,400	93.9%	224,900	93.2%	+ 5.4%	- 0.7%
Florida	63,400	27.9%	69,500	28.8%	+ 9.6%	+ 3.2%
Southeast	36,200	15.9%	35,000	14.5%	- 3.3%	- 8.8%
Northeast	54,100	23.8%	54,800	22.7%	+ 1.3%	- 4.6%
Midwest	52,700	23.2%	57,700	23.9%	+ 9.5%	+ 3.0%
West	7,000	3.1%	7,900	3.3%	+ 12.9%	+ 6.5%
International	13,900	6.1%	16,400	6.8%	+ 18.0%	+ 11.5%
Canada	4,300	1.9%	5,500	2.3%	+ 27.9%	+ 21.1%
Europe	7,300	3.2%	8,200	3.4%	+ 12.3%	+ 6.3%
C/S America	1,800	0.8%	1,700	0.7%	- 5.6%	- 12.5%
Other	500	0.2%	1,000	0.4%	+ 100.0%	+ 100.0%
Total	227,300	100.0%	241,300	100.0%	+ 6.2%	



Highlights

- Visitation was 241K, an increase of 6.2% from August 2025.
 - This was driven by a large increase in visitors staying in unpaid accommodations.
 - There was a small decrease in visitors staying in paid accommodations, following the Overall trend of Occupancy and Supply.
- Direct Spending by Visitors was \$169M, an increase of 7.8% from August 2025.
- Collier County Overall Lodging Industry Trends in August 2026:
 - Overall Occupancy was 45.5%, a 0.7% decrease year-over-year.
 - Overall Average Daily Rate (ADR) was \$261.89, a 12.0% increase year-over-year.
 - Overall Revenue Per Available Room (RevPAR) was \$119.16, an 11.3% increase year-over-year.
- Collier County Hotel Industry Trends in August 2026:
 - Hotel Room Supply decreased 3.7% year-over-year.
 - Hotel Leisure Demand decreased 1.2% year-over-year.
 - Hotel Group Demand decreased 36.9% year-over-year.
 - Hotel Occupancy was 52.8%, a 3.8% increase year-over-year.
 - Hotel Average Daily Rate (ADR) was \$242.32, a 7.0% increase year-over-year.
 - Hotel Revenue Per Available Room (RevPAR) was \$127.84, a 2.9% increase year-over-year.
- Domestic Visitation in August 2026 increased 5.4% year-over-year.
 - In-State Visitation saw the largest year-over-year increase in visitors, with 6,100 more Floridians visiting the area.
- International Visitation in August 2026 increased 18.0% year-over-year.
 - Canada provided the largest influx of international visitors, with 1,200 more Canadians visiting the area.

“Looking ahead to the next three months, are your property’s reservations generally up, down, or the same compared to this time last year?”



¹ Source: Data provided by Collier County hotel and vacation rental partners who respond to DSG’s Monthly Occupancy Survey.

Disclaimer: This forecast is based on three-month forward-looking expectations provided by a sample of accommodation partners. Actual lodging performance has historically differed from these projections.

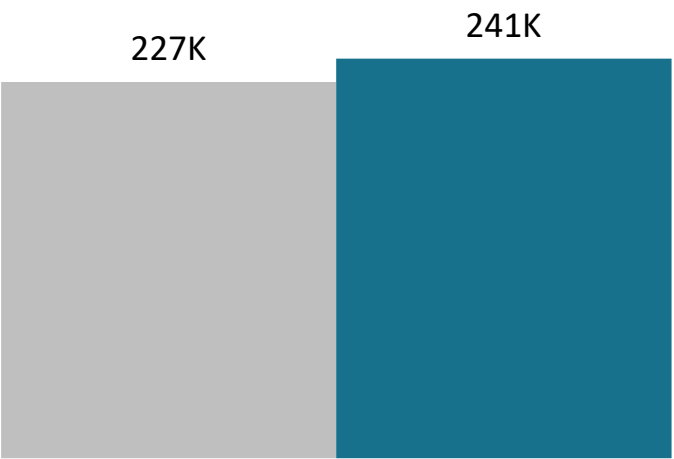


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EXECUTIVE MONTHLY SUMMARY

VISITORS¹

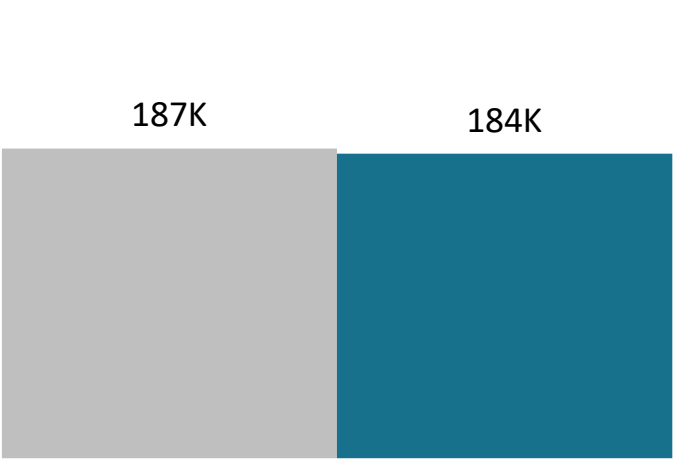
241,300



+ 6.2% from 2025

ROOM NIGHTS

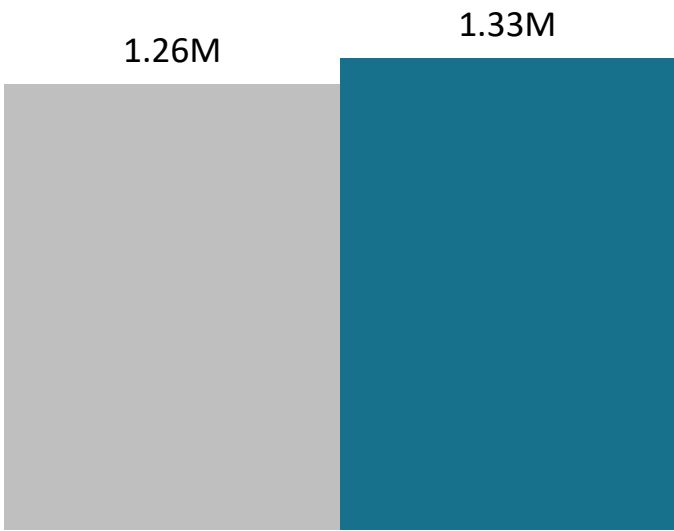
184,000



- 1.7% from 2025

VISITOR DAYS

1,329,600



+ 5.8% from 2025

¹ Visitation increased despite a decline in Occupancy and Room Nights. This is due to the following year-over-year trend for August 2026:

- A 16% increase in the share of visitors staying in unpaid accommodations.

■ August-25 ■ August-26

DIRECT SPENDING
\$169,023,300

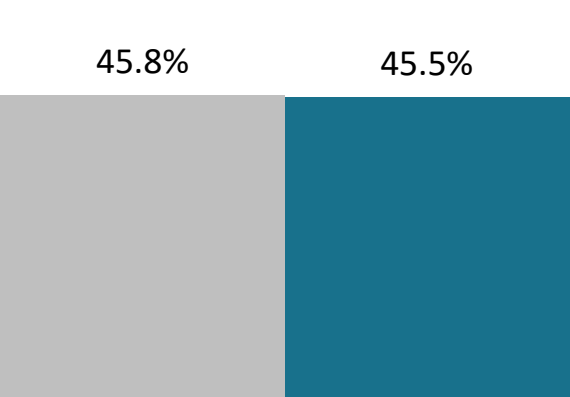


+ 7.8% from 2025

■ August-25 ■ August-26

OVERALL OCCUPANCY RATE

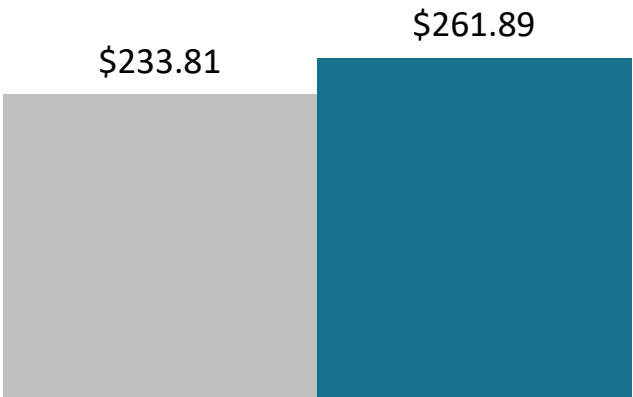
45.5%



- 0.7% from 2025

OVERALL AVERAGE DAILY RATE

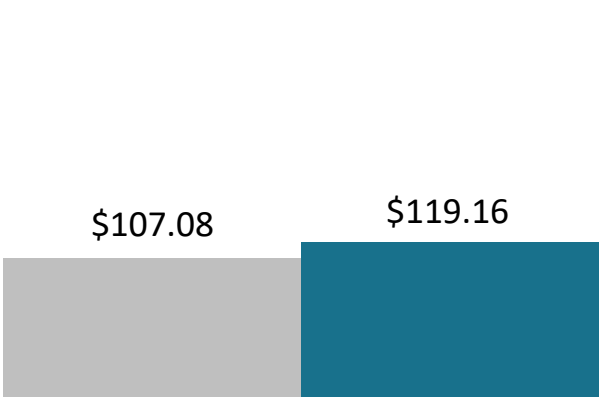
\$261.89



+ 12.0% from 2025

OVERALL REVENUE PER AVAILABLE ROOM

\$119.16



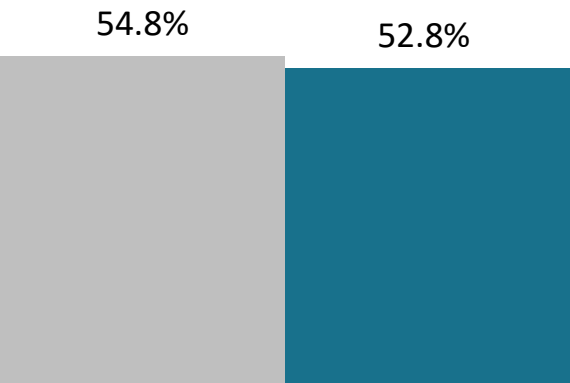
+ 11.3% from 2025

■ August-25 ■ August-26

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

HOTEL OCCUPANCY RATE

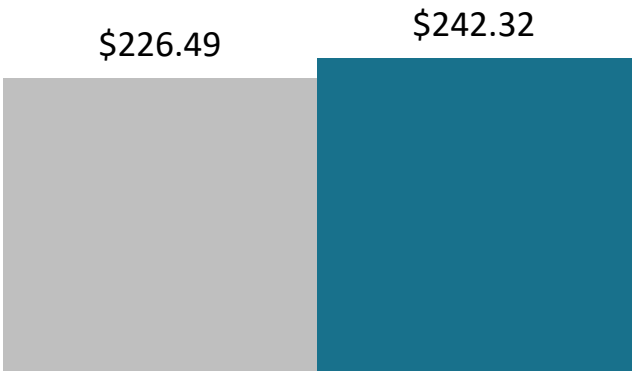
52.8%



- 3.8% from 2025

HOTEL AVERAGE DAILY RATE

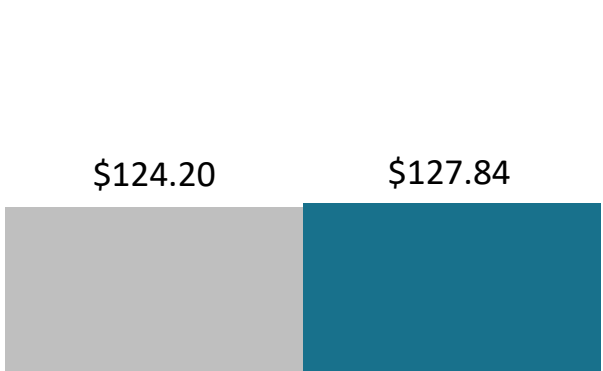
\$242.32



+ 7.0% from 2025

HOTEL REVENUE PER AVAILABLE ROOM

\$127.84



+ 2.9% from 2025

¹ Source: STR data

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

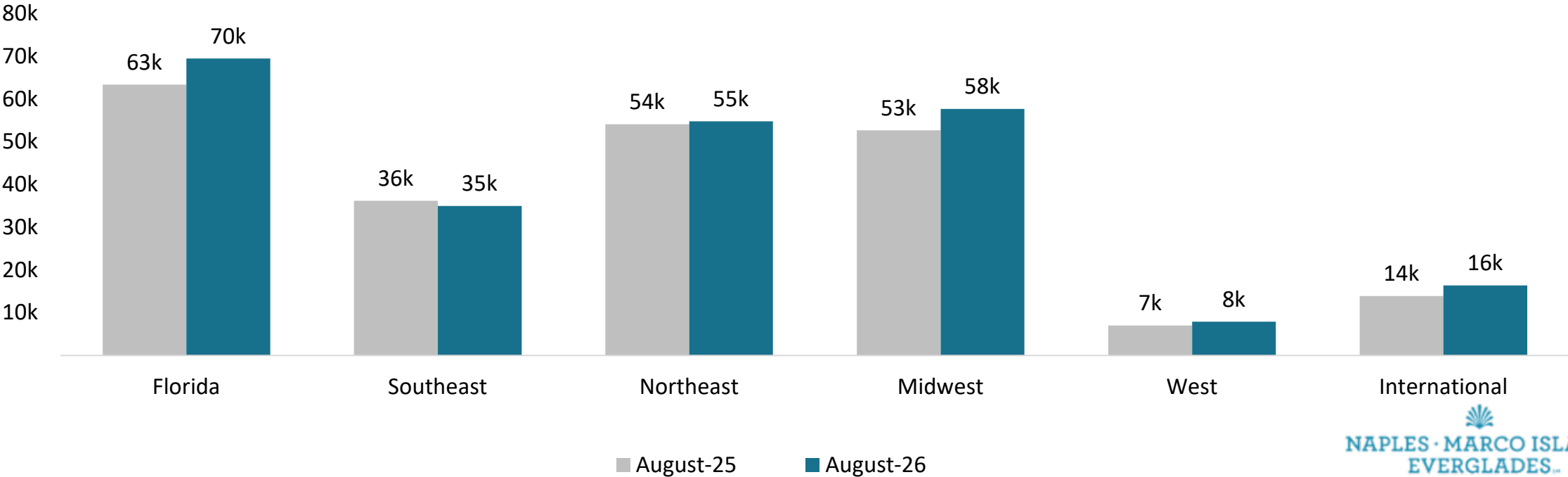
■ August-25 ■ August-26

FLORIDA VISITORS

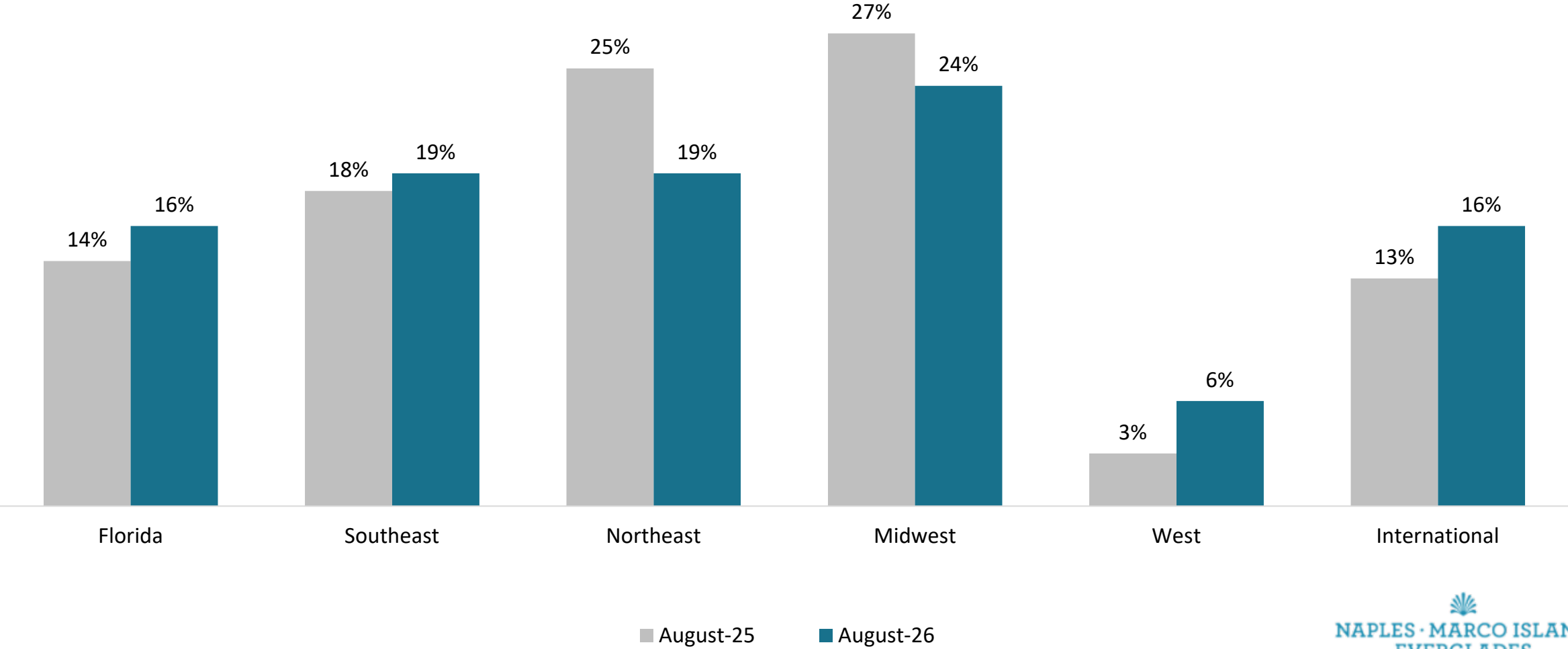
69,500

OUT-OF-STATE VISITORS

171,800



AUGUST 2026 | PAID OVERNIGHT VISITOR ORIGINS





3

MONTHLY
DESTINATION
COMPARISONS

AUGUST 2026 COMPARISONS | HOTEL SUPPLY¹

	Hotel Supply (Rooms)	Δ% in Supply from August 2025
	Total	Total
Miami	2,026,780	+ 1.8%
Ft. Lauderdale	1,208,845	+ 0.9%
Palm Beach	591,759	- 0.9%
Ft. Myers	413,385	+ 2.1%
Sarasota	395,002	+ 2.0%
St. Petersburg	340,132	+ 3.6%
Florida Keys	334,149	- 0.1%
Clearwater	297,135	+ 3.7%
Naples	254,138	- 3.7%

¹ Metrics provided by STR.

AUGUST 2026 COMPARISONS | HOTEL DEMAND¹

	Hotel Demand (Rooms)				Δ% in Demand from August 2025			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	1,110,280	90,126	88,248	1,288,654	- 4.7%	- 23.1%	+ 1.6%	- 5.9%
Ft. Lauderdale	660,312	92,627	18,642	771,581	- 1.3%	- 0.3%	- 11.6%	- 1.5%
Palm Beach	297,030	58,635	7,473	363,138	- 2.2%	+ 24.4%	- 9.7%	+ 1.1%
Sarasota	197,275	19,301	4,739	221,316	- 4.0%	+ 15.6%	- 58.0%	- 5.2%
Florida Keys	200,006	17,014	581	217,601	- 3.8%	+ 31.0%	- 19.5%	- 1.8%
St. Petersburg	170,042	32,840	2,817	205,699	+ 0.2%	+ 23.0%	+ 78.2%	+ 3.9%
Ft. Myers	169,731	22,539	11,991	204,261	- 4.5%	+ 94.4%	- 0.7%	+ 1.5%
Clearwater	162,521	19,787	0	182,308	0.0%	- 7.5%	-	- 0.9%
Naples	117,920	16,072	77	134,069	- 1.2%	- 36.9%	-	- 7.4%

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.

⁴ 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.

AUGUST 2026 COMPARISONS | HOTEL OCCUPANCY¹

	Hotel Occupancy (%)				Δ% in Occupancy from August 2025			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	59.9%	5.1%	0.2%	65.1%	- 3.7%	+ 31.1%	- 19.4%	- 1.8%
Ft. Lauderdale	54.6%	7.7%	1.5%	63.8%	- 2.2%	- 1.3%	- 12.4%	- 2.4%
Miami	54.8%	4.4%	4.4%	63.6%	- 6.4%	- 24.5%	- 0.2%	- 7.6%
Palm Beach	50.2%	9.9%	1.3%	61.4%	- 1.3%	+ 25.6%	- 8.9%	+ 2.0%
Clearwater	54.7%	6.7%	0.0%	61.4%	- 3.5%	- 10.8%	0.0%	- 4.4%
St. Petersburg	50.0%	9.7%	0.8%	60.5%	- 3.2%	+ 18.8%	+ 72.1%	+ 0.3%
Sarasota	49.9%	4.9%	1.2%	56.0%	- 5.9%	+ 13.4%	- 58.8%	- 7.0%
Naples	46.4%	6.3%	0.0%	52.8%	+ 2.7%	- 34.4%	0.0%	- 3.8%
Ft. Myers	41.1%	5.5%	2.9%	49.4%	- 6.4%	+ 90.5%	- 2.8%	- 0.6%

¹ Metrics provided by STR.

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AUGUST 2026 COMPARISONS | HOTEL REVENUE¹

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from August 2025			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Miami	\$183.59	\$14.83	\$11.20	\$209.62	- 5.3%	- 22.6%	+ 7.1%	- 6.2%
Ft. Lauderdale	\$84.25	\$13.97	\$2.06	\$100.28	- 6.2%	+ 1.3%	- 8.1%	- 5.3%
Palm Beach	\$53.98	\$11.19	\$0.84	\$66.01	+ 1.1%	+ 22.8%	- 2.6%	+ 4.2%
Florida Keys	\$49.10	\$4.24	\$0.15	\$53.49	- 4.8%	+ 24.8%	+ 7.7%	- 2.9%
Sarasota	\$33.84	\$2.63	\$0.56	\$37.03	- 0.8%	+ 13.5%	- 57.7%	- 1.9%
Naples	\$28.66	\$3.79	\$0.04	\$32.49	+ 6.0%	- 34.3%	-	- 0.9%
St. Petersburg	\$27.17	\$4.87	\$0.25	\$32.29	- 0.4%	+ 26.4%	+ 28.7%	+ 3.1%
Clearwater	\$28.73	\$2.74	\$0.00	\$31.47	- 4.5%	- 20.4%	-	- 6.1%
Ft. Myers	\$21.73	\$3.08	\$1.47	\$26.28	- 8.9%	+ 111.8%	+ 9.0%	- 1.4%

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AUGUST 2026 COMPARISONS | HOTEL AVERAGE DAILY RATE¹

	Hotel Average Daily Rate (\$)				Δ% in ADR from August 2025			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$245.50	\$249.27	\$249.81	\$245.80	- 1.0%	- 4.8%	+ 33.8%	- 1.1%
Naples	\$243.01	\$235.79	\$548.98	\$242.32	+ 7.3%	+ 4.0%	0.0%	+ 7.0%
Palm Beach	\$181.73	\$190.92	\$112.35	\$181.78	+ 3.4%	- 1.3%	+ 7.8%	+ 3.1%
Clearwater	\$176.79	\$138.45	\$0.00	\$172.63	- 4.5%	- 13.9%	0.0%	- 5.3%
Sarasota	\$171.52	\$136.51	\$117.36	\$167.31	+ 3.3%	- 1.8%	+ 0.8%	+ 3.5%
Miami	\$165.35	\$164.59	\$126.91	\$162.67	- 0.6%	+ 0.6%	+ 5.4%	- 0.3%
St. Petersburg	\$159.80	\$148.18	\$88.27	\$156.97	- 0.6%	+ 2.7%	- 27.8%	- 0.8%
Ft. Lauderdale	\$127.59	\$150.84	\$110.41	\$129.97	- 5.0%	+ 1.6%	+ 4.0%	- 3.8%
Ft. Myers	\$128.03	\$136.66	\$122.66	\$128.67	- 4.7%	+ 8.9%	+ 9.8%	- 2.8%

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AUGUST 2026 COMPARISONS | HOTEL REVPAR¹

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from August 2025			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Florida Keys	\$146.94	\$12.69	\$0.43	\$160.07	- 4.7%	+ 24.9%	+ 7.8%	- 2.9%
Naples	\$112.76	\$14.91	\$0.17	\$127.84	+ 10.2%	- 31.8%	0.0%	+ 2.9%
Palm Beach	\$91.22	\$18.92	\$1.42	\$111.55	+ 2.1%	+ 23.9%	- 1.7%	+ 5.2%
Clearwater	\$96.70	\$9.22	\$0.00	\$105.92	- 7.9%	- 23.2%	0.0%	- 9.4%
Miami	\$90.58	\$7.32	\$5.53	\$103.43	- 7.0%	- 24.0%	+ 5.2%	- 7.9%
St. Petersburg	\$79.89	\$14.31	\$0.73	\$94.93	- 3.8%	+ 22.0%	+ 24.2%	- 0.5%
Sarasota	\$85.66	\$6.67	\$1.41	\$93.74	- 2.7%	+ 11.3%	- 58.5%	- 3.8%
Ft. Lauderdale	\$69.70	\$11.56	\$1.70	\$82.96	- 7.1%	+ 0.4%	- 8.9%	- 6.2%
Ft. Myers	\$52.57	\$7.45	\$3.56	\$63.58	- 10.8%	+ 107.5%	+ 6.8%	- 3.4%

¹ Metrics provided by STR.

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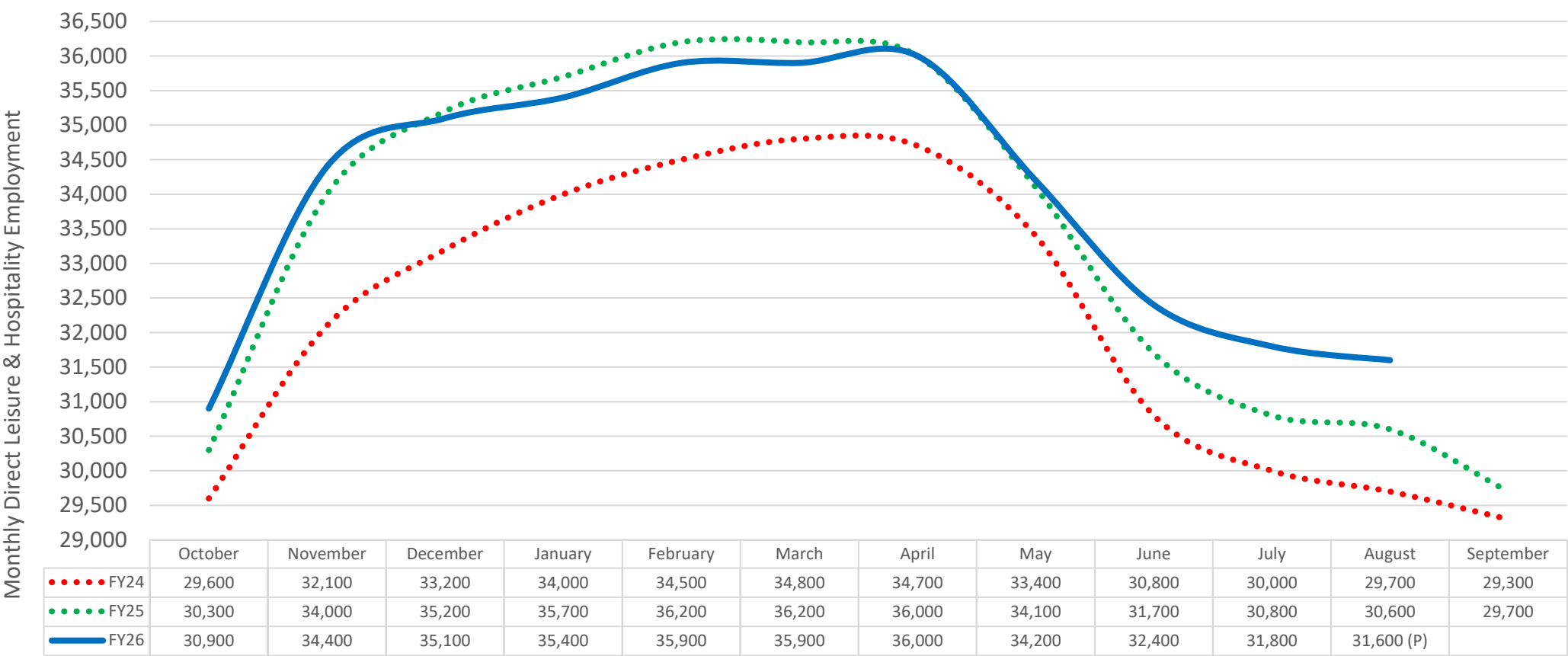
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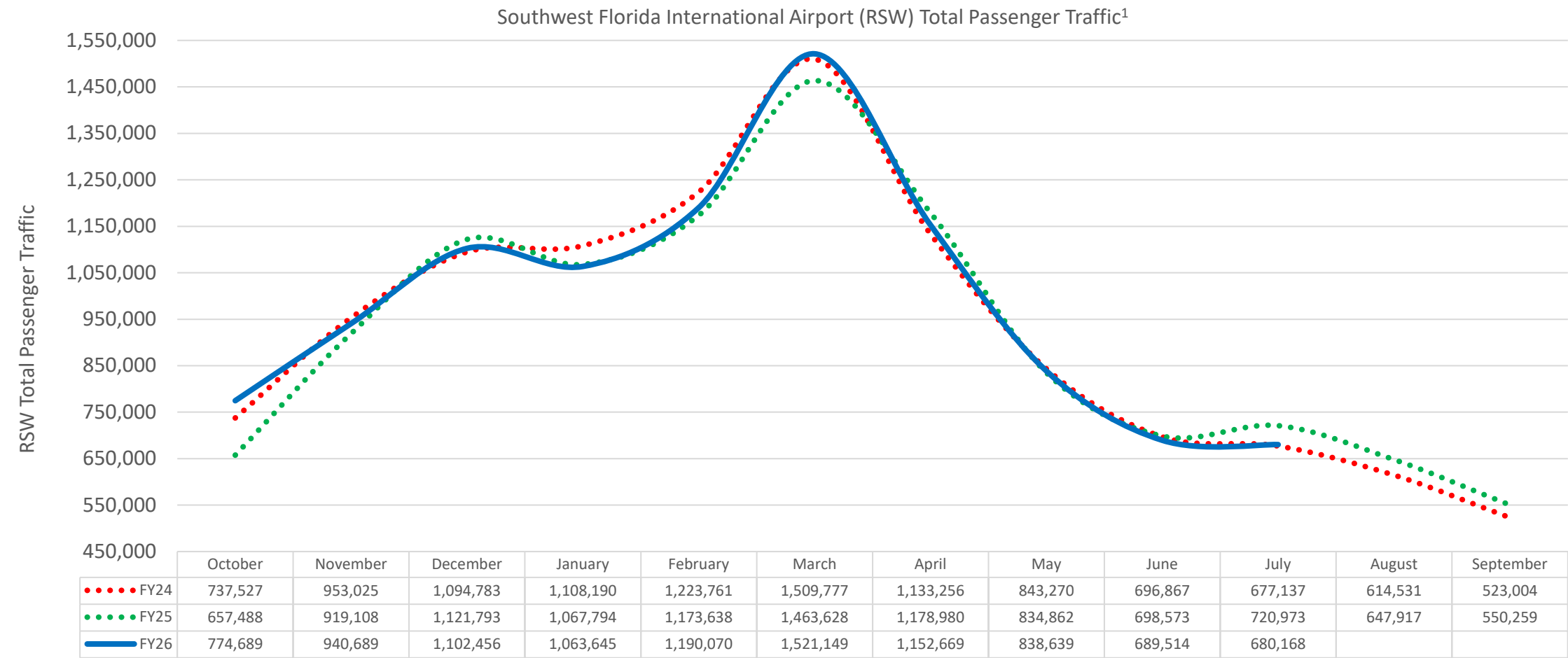
INDUSTRY DATA

Collier County Direct Leisure and Hospitality Employment¹



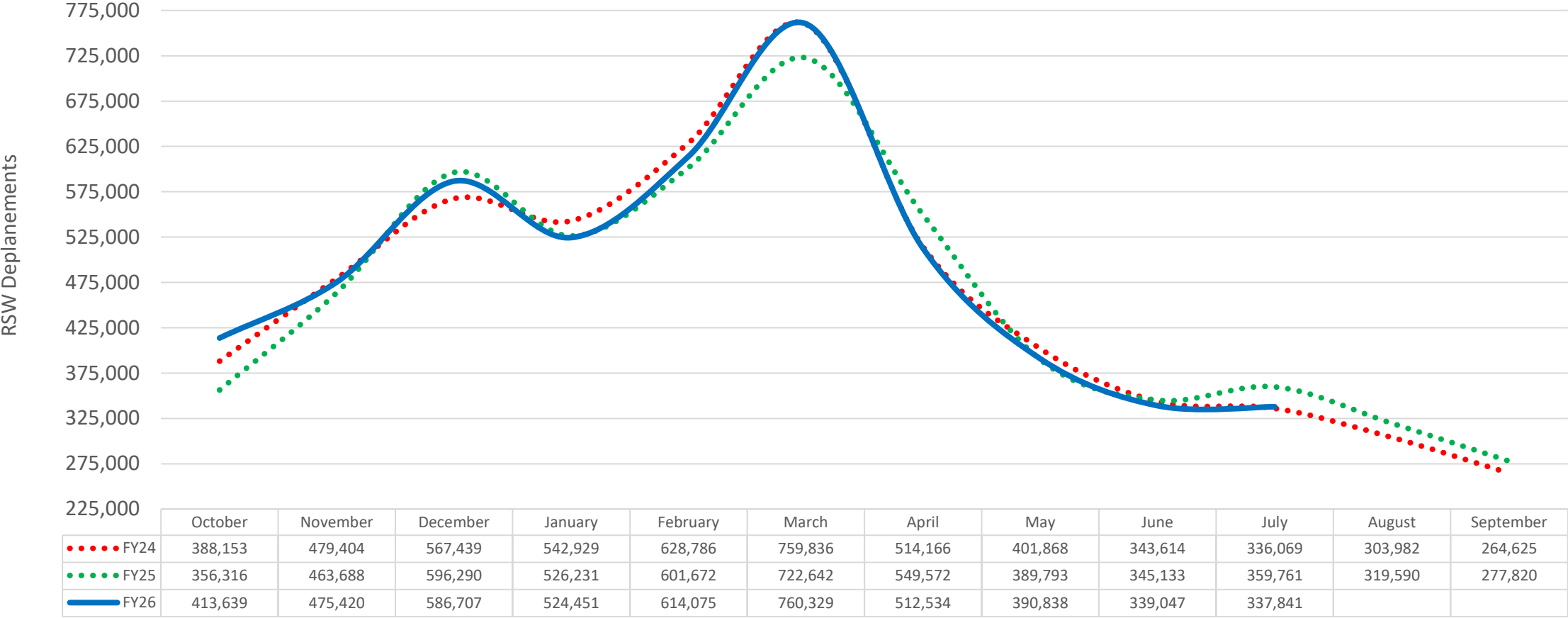
¹ [SOURCE: Current Employment Statistic Program \(CES\), Collier County Leisure and Hospitality Sector, not seasonally adjusted.](#)
(P) Preliminary.

INDUSTRY DATA | RSW TOTAL PASSENGER TRAFFIC



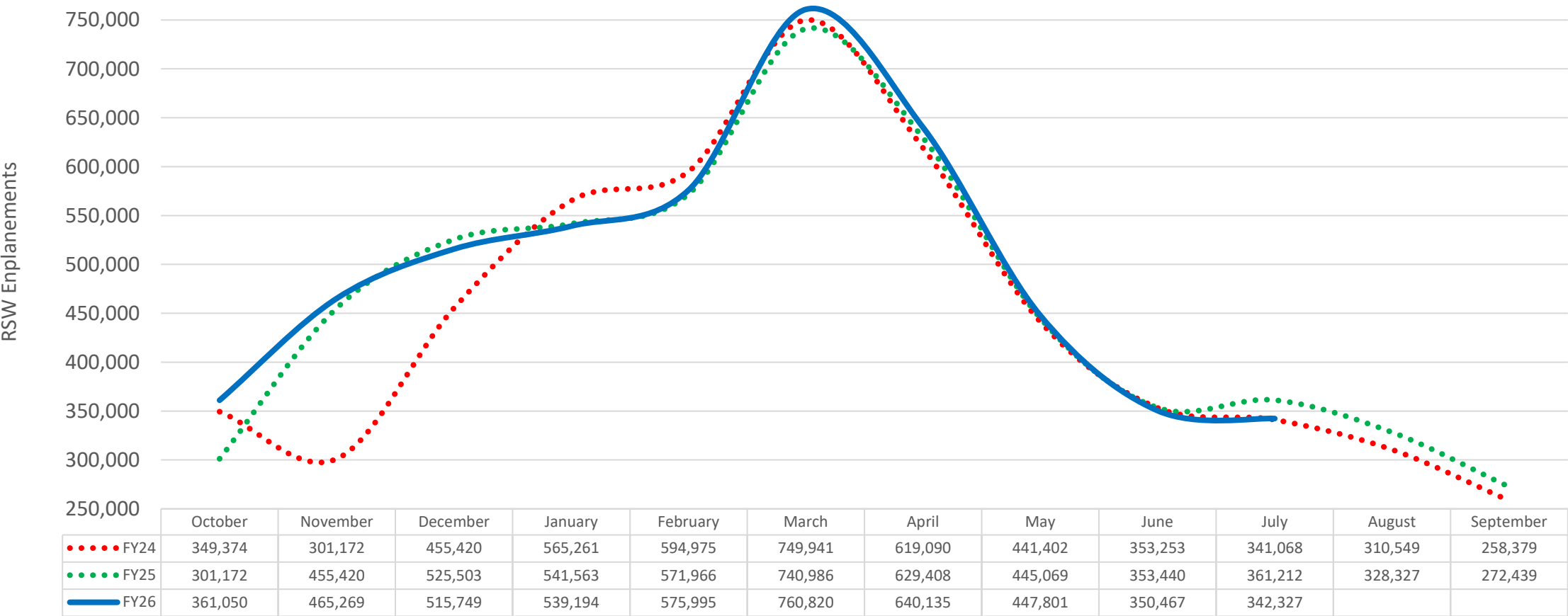
¹ SOURCE: Lee County Port Authority Monthly Statistics.

Southwest Florida International Airport (RSW) Deplanements¹



¹ SOURCE: Lee County Port Authority Monthly Statistics.

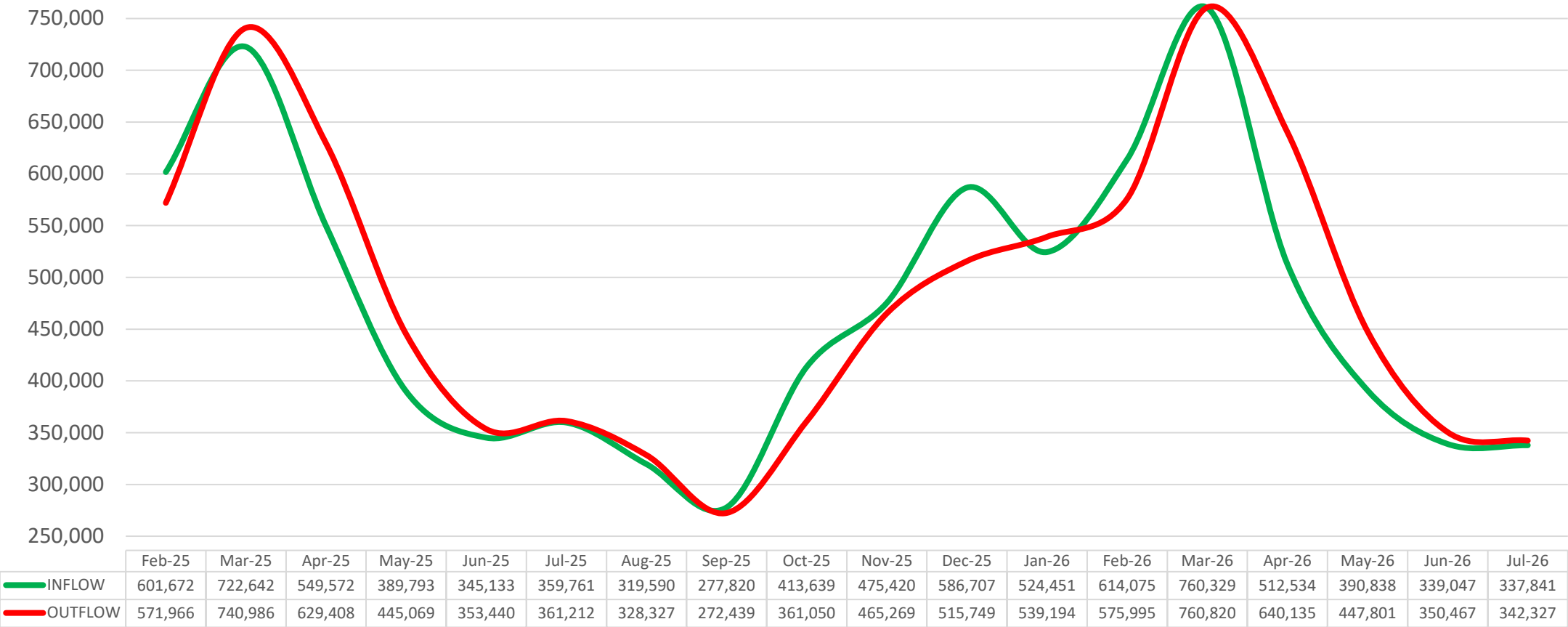
Southwest Florida International Airport (RSW) Enplanements¹



¹ SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | LAST 18 MONTHS RSW INFLOW VS. OUTFLOW

Southwest Florida International Airport (RSW) Inflow (Deplanements) vs. Outflow (Enplanements)¹



¹ SOURCE: Lee County Port Authority Monthly Statistics.

Licensed Transient Rental Units as of September 1 st , 2026 ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	5,926	1,249	3,737	10,912
Marco Island	1,275	121	2,060	3,456
Immokalee	0	70	106	176
Everglades City	38	36	2	76
Goodland	0	0	60	60
Chokoloskee	0	13	1	14
Ave Maria	0	0	4	4
Total	7,239	1,489	5,970	14,698

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

A tropical beach scene at sunset. The sky is filled with large, dark clouds on the left and lighter, pinkish-orange clouds on the right. The ocean is calm, reflecting the colors of the sky. A sandy beach runs along the bottom of the frame. In the background, there are several palm trees and a large, multi-story house with a balcony. The text "THANK YOU" is centered in a white box with a thin blue border.

THANK YOU