

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
January 2024 Monthly Dashboard



JANUARY 2024 MONTHLY SNAPSHOT



The Occupancy Rate decreased 5.2%, however, the total available supply of rooms increased by 17.9%.



Largely driven by a significant increase in Average Daily Rate (+17.0%) as well as the previously mentioned increase in the available supply of rooms, Direct Spending and Total Economic Impact increased 21.2% and 12.6%, respectively. One of the reasons for this increase is some luxury hotels that were closed in January 2023 were open in January 2024.



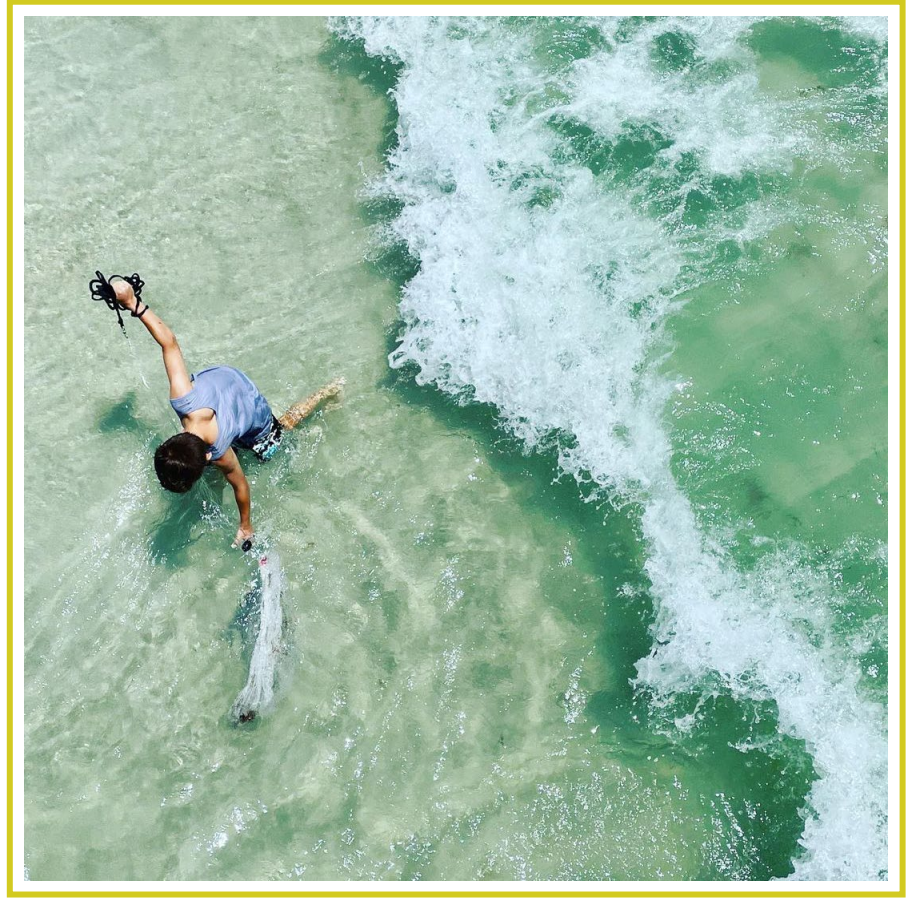
The decrease in length of stay was driven by an increase in day trippers, while length of stay for overnight visitors increased slightly.

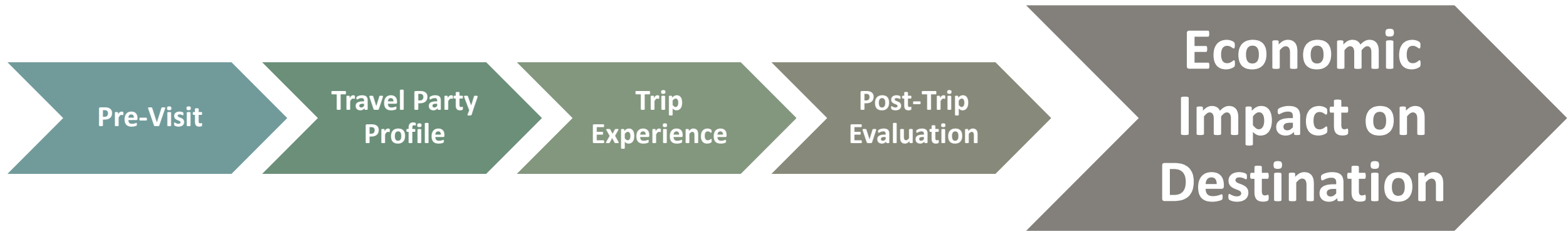


There was an increase in couples travelling resulting in a decrease of in the overall travel party size.



Visitors gave a value for travel dollar rating of 8.3, which again was a YOY increase, although it was a decrease from December's rating of 8.7.

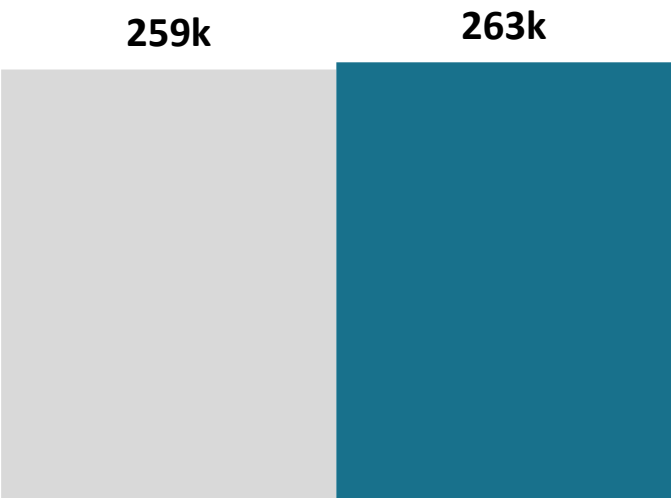




JANUARY 2024 VISITATION & ROOM NIGHTS

VISITORS

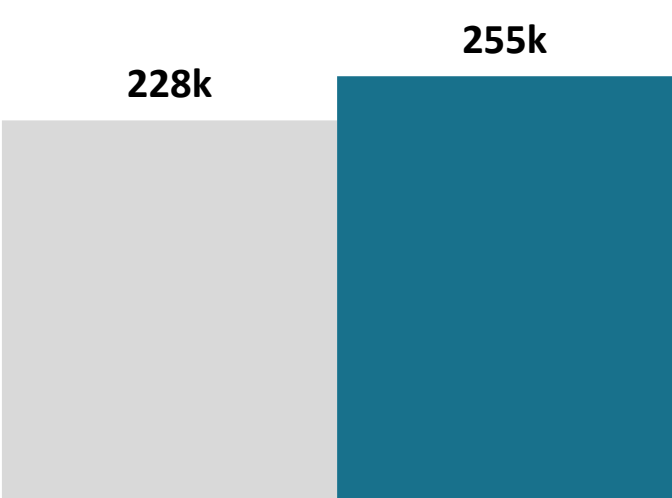
263,300



+ 1.7% from 2023

ROOM NIGHTS

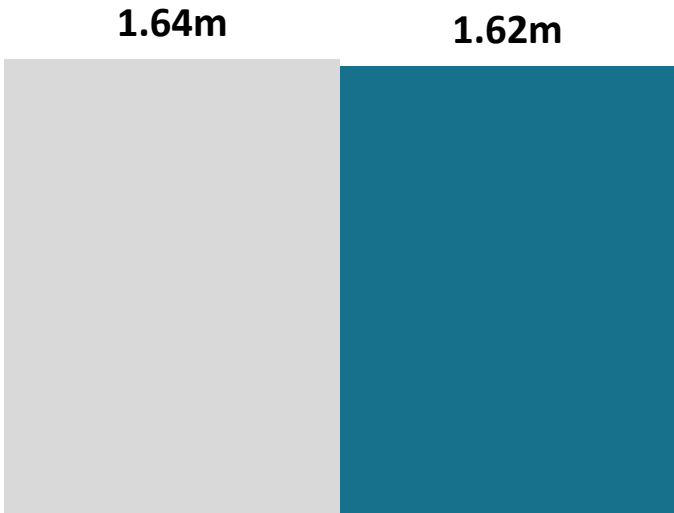
254,900



+ 11.7% from 2023

VISITOR DAYS

1,619,300

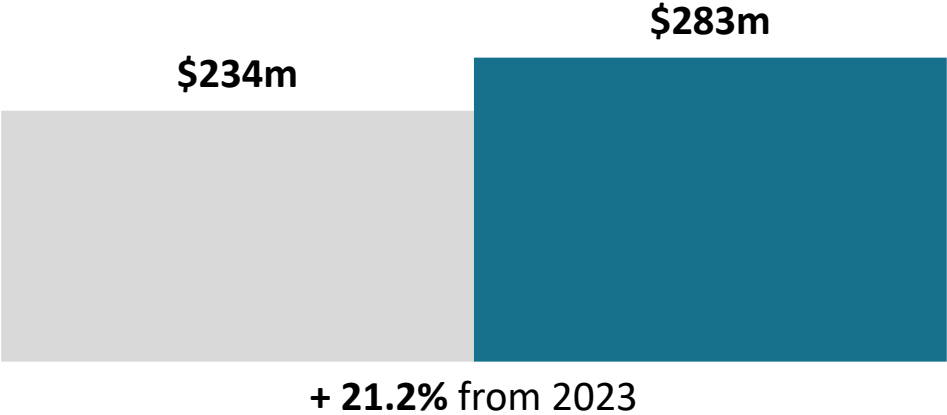


- 1.5% from 2023

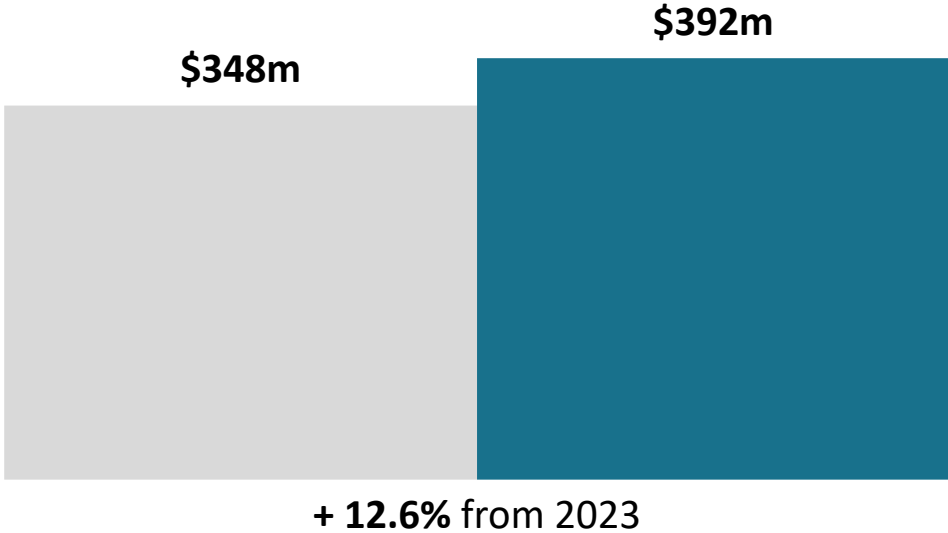
■ Jan-23 ■ Jan-24

JANUARY 2024 SPENDING & ECONOMIC IMPACT¹

DIRECT SPENDING
\$283,099,500



ECONOMIC IMPACT
\$392,375,900



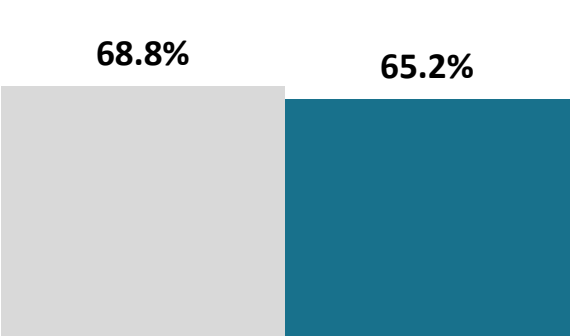
■ Jan-23 ■ Jan-24

¹ The IMPLAN multiplier for Collier County was 1.491 for 2023 and is 1.386 in 2024.

JANUARY 2024 OVERALL LODGING METRICS¹

OCCUPANCY RATE

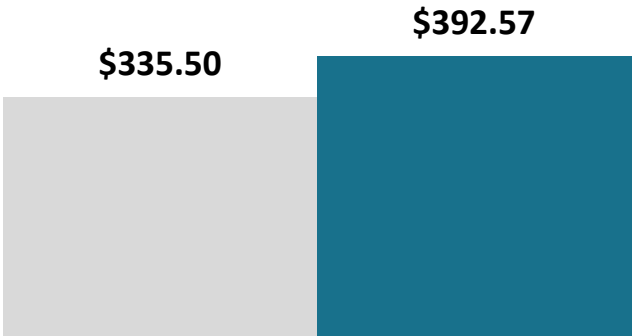
65.2%



- 5.2% from 2023

AVERAGE DAILY RATE

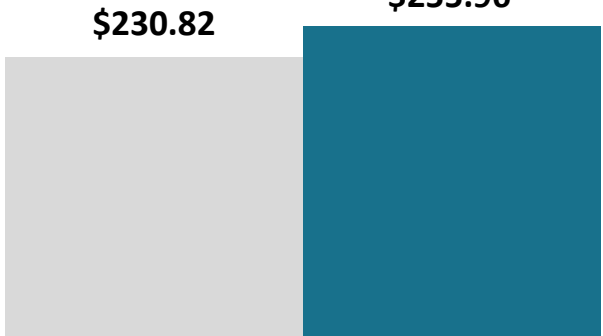
\$392.57



+ 17.0% from 2023

REVENUE PER AVAILABLE ROOM

\$255.96



+ 10.9% from 2023

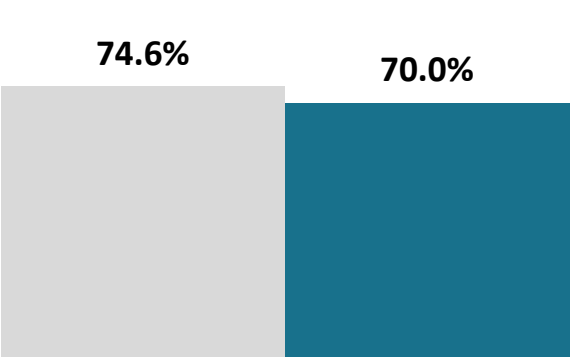
■ Jan-23 ■ Jan-24

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

JANUARY 2024 HOTEL LODGING METRICS¹

OCCUPANCY RATE

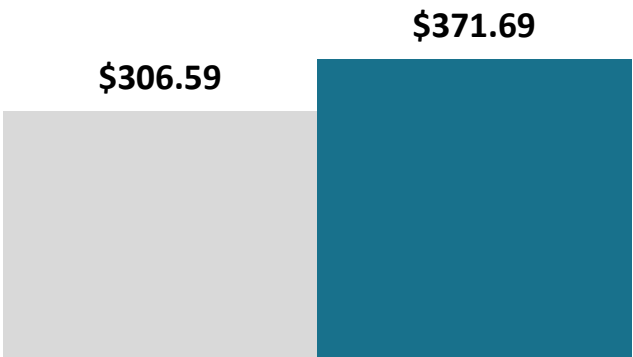
70.0%



- 6.2% from 2023

AVERAGE DAILY RATE

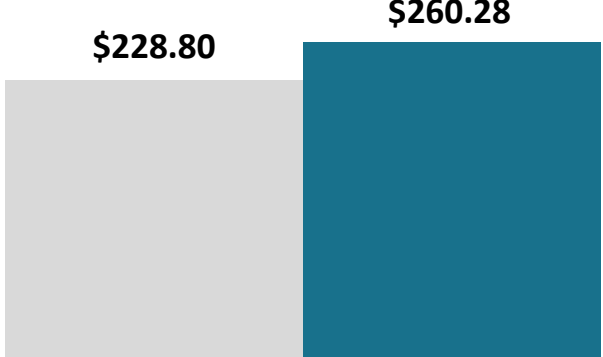
\$371.69



+ 21.2% from 2023

REVENUE PER AVAILABLE ROOM

\$260.28

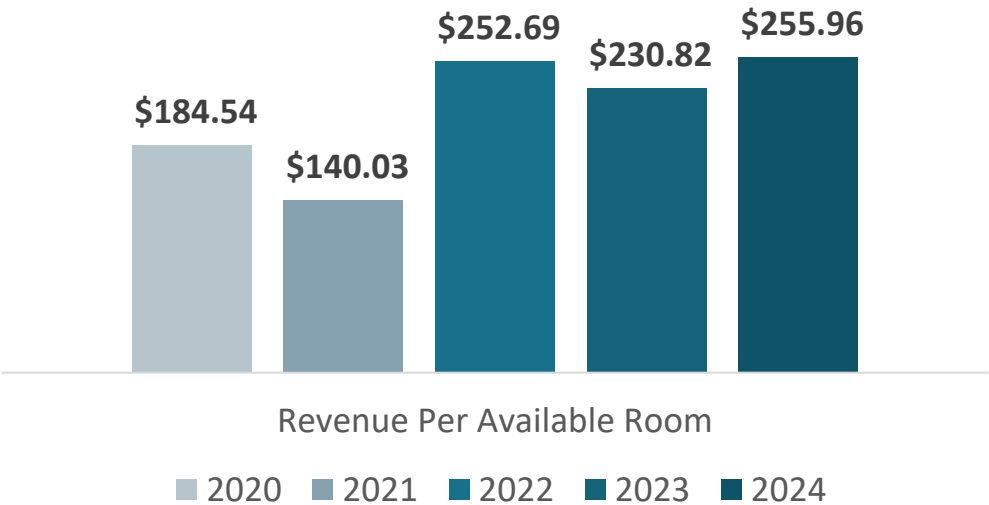
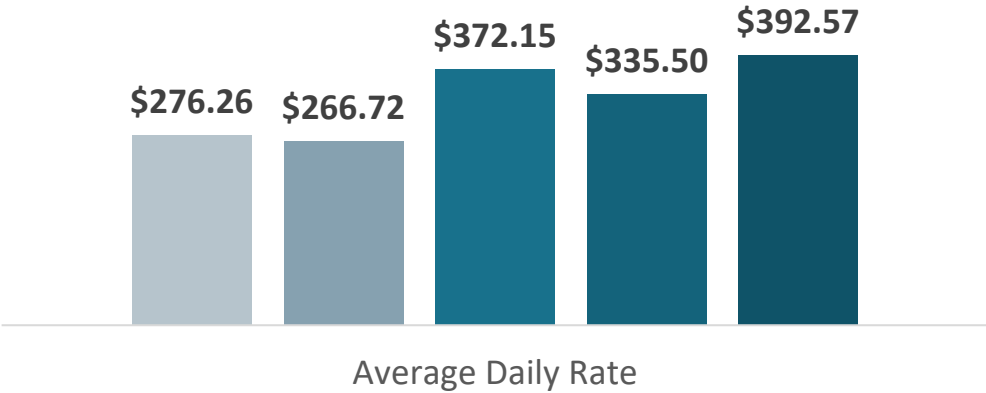
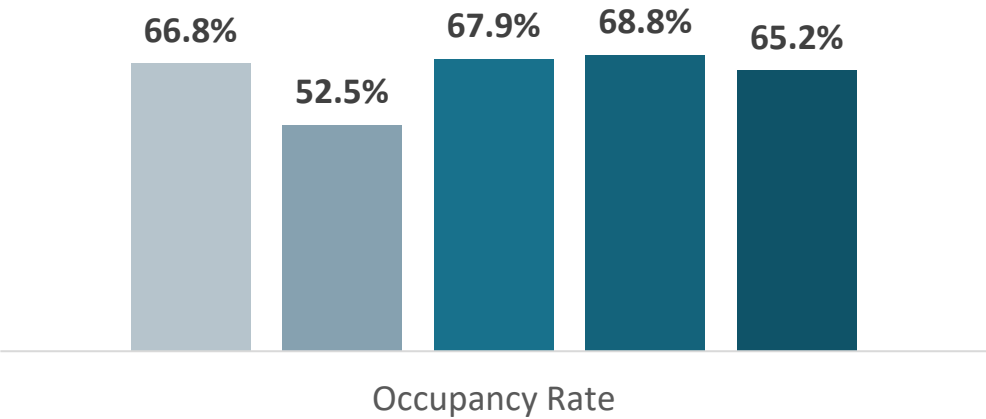


+ 13.8% from 2023

■ Jan-23 ■ Jan-24

¹Source: STR Reports

JANUARY 2020-2024 OVERALL LODGING METRICS¹



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

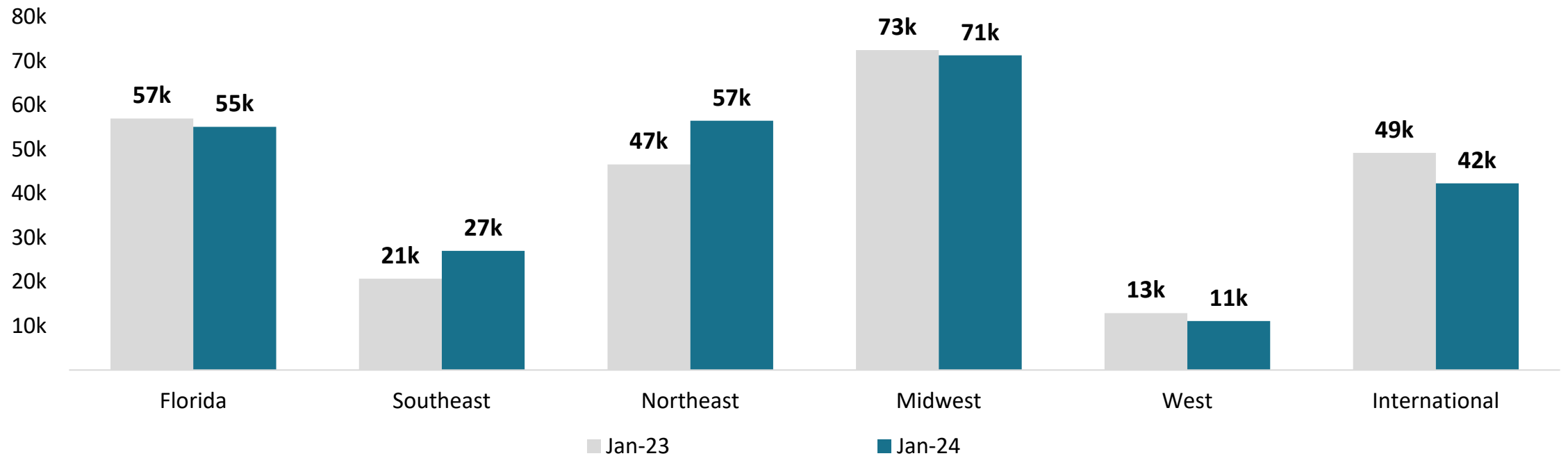
VISITOR ORIGIN

FLORIDA VISITORS

54,800

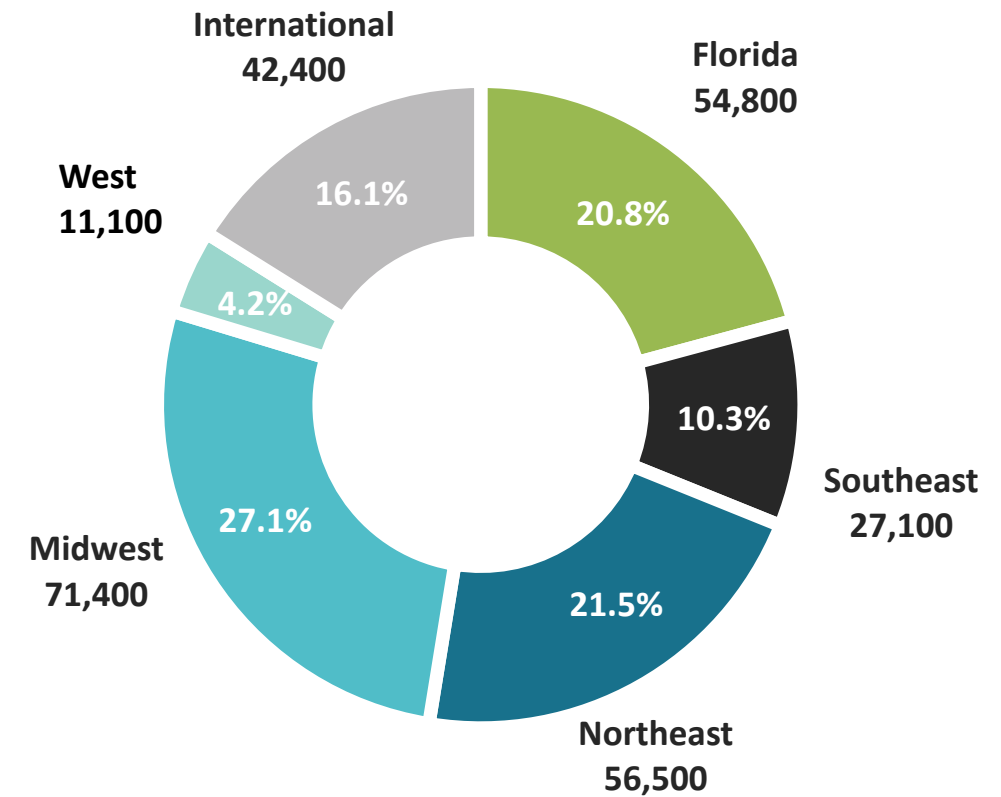
OUT-OF-STATE VISITORS

208,500

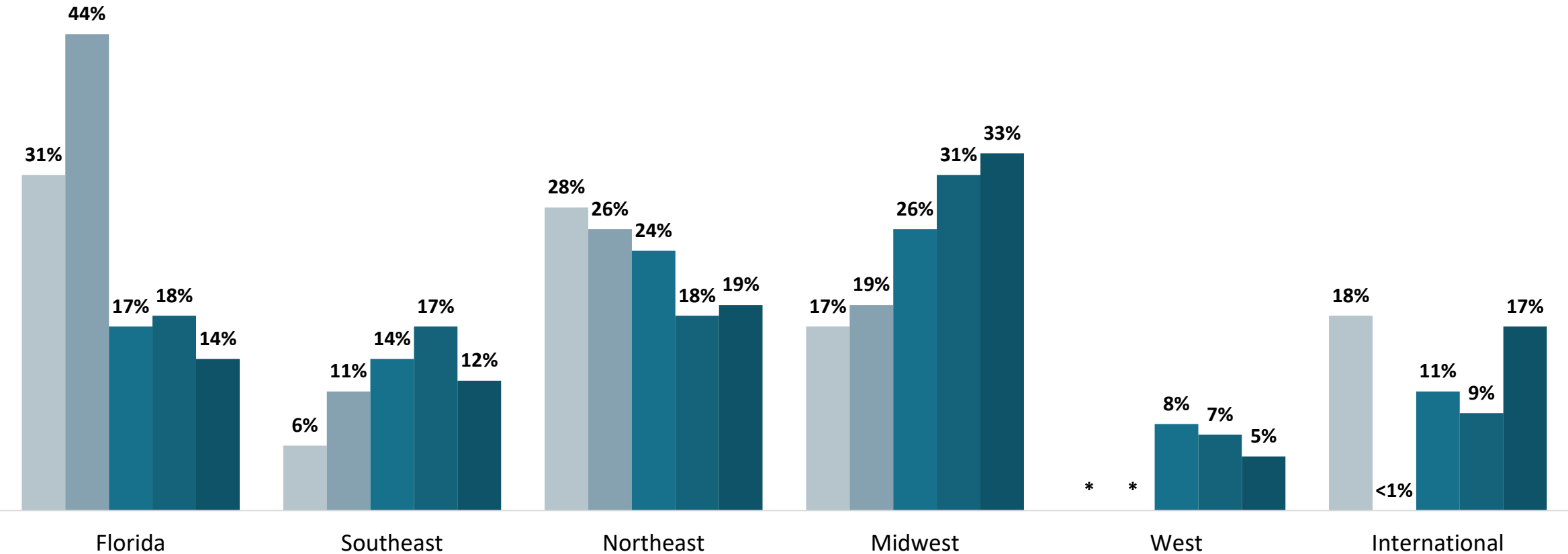


VISITOR ORIGIN MARKETS

Region	JAN 2023		JAN 2024		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	57,000	21.7%	54,800	20.8%	-3.3%	-4.1%
Southeast	20,700	8.5%	27,100	10.3%	+30.4%	+21.2%
Northeast	46,600	18.1%	56,500	21.5%	+21.2%	+18.8%
Midwest	72,500	27.7%	71,400	27.1%	-1.7%	-2.2%
West	12,900	4.8%	11,100	4.2%	-14.0%	-12.5%
Canada	18,100	6.9%	14,500	5.5%	-20.4%	-20.3%
Europe	23,300	8.6%	21,100	8.0%	-9.9%	-7.0%
C/S America	5,200	2.5%	3,900	1.5%	-23.1%	-40.0%
Other	2,600	1.3%	2,900	1.1%	+11.5%	-15.4%
Total	258,900	100.0%	263,300	100.0%		



JANUARY 2019-2024 OVERNIGHT VISITOR ORIGIN



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

Jan-20 Jan-21 Jan-22 Jan-23 Jan-24



Pre-Visit

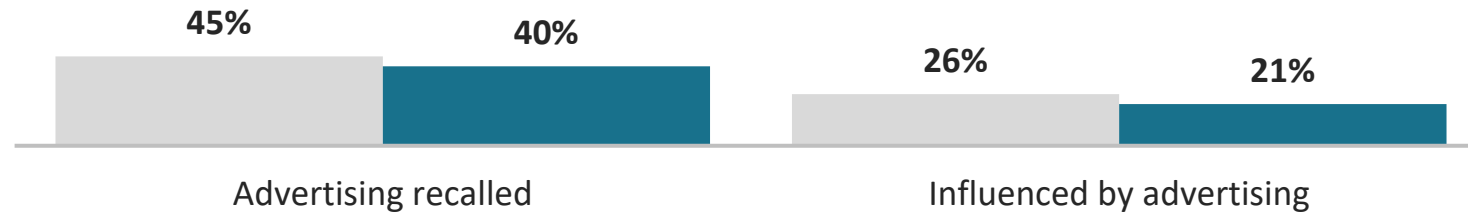
**Travel Party
Profile**

**Trip
Experience**

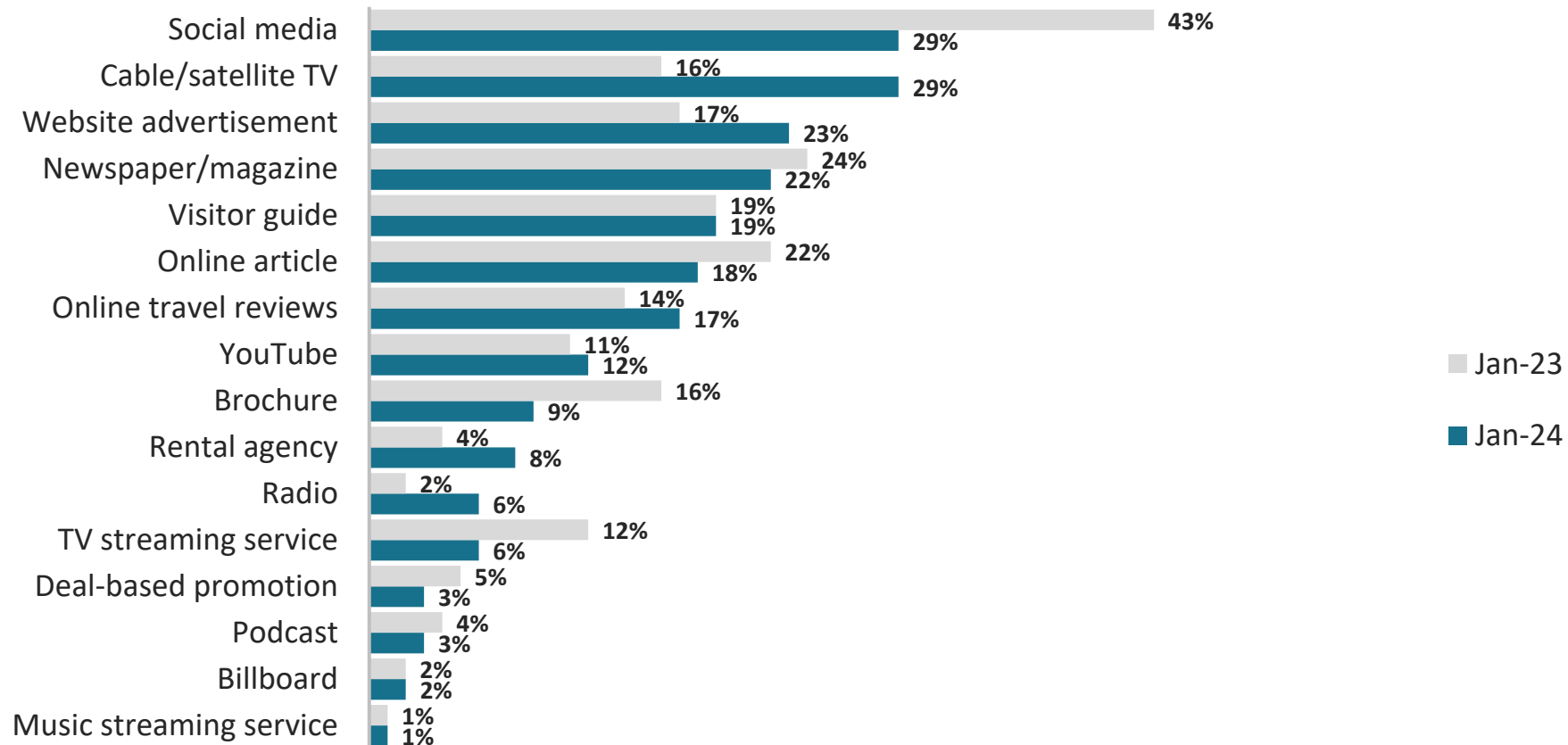
**Post-Trip
Evaluation**

**Economic
Impact on
Destination**

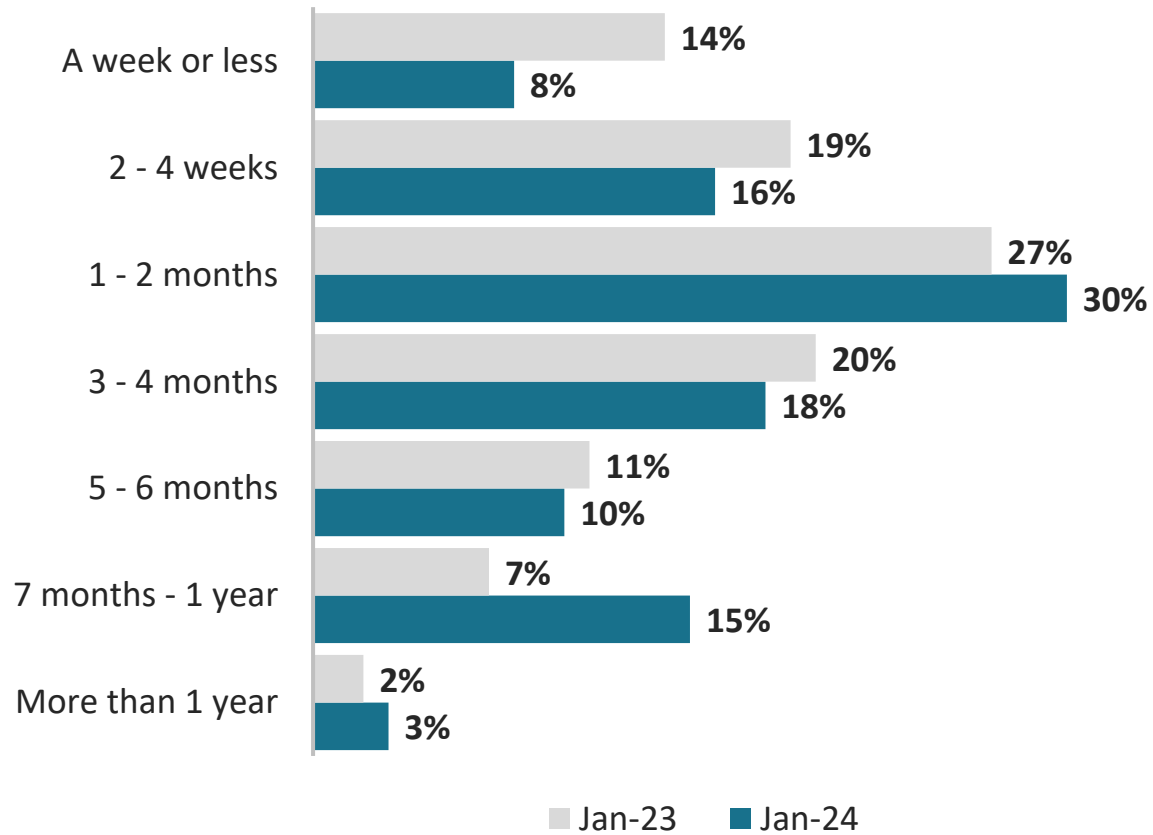
ADVERTISING RECALL¹



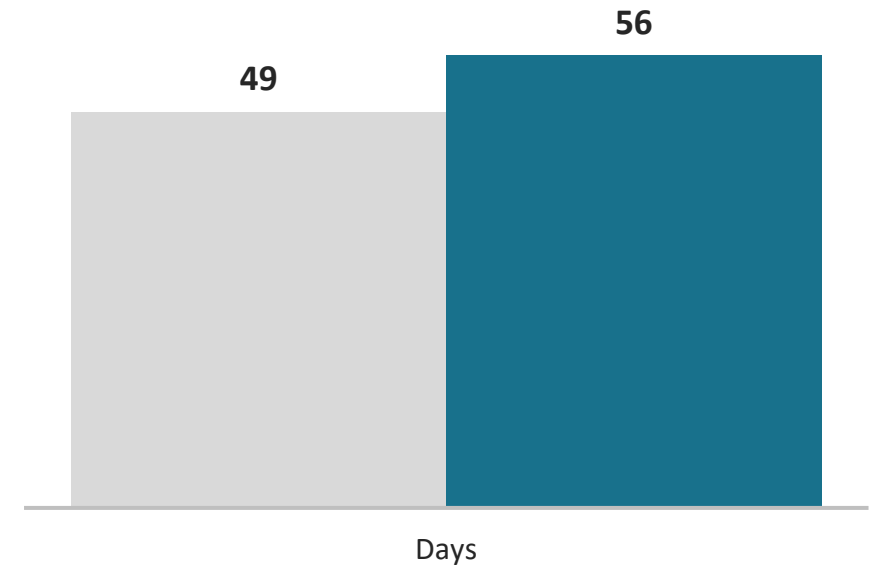
Base: % who recalled ads prior to their trip



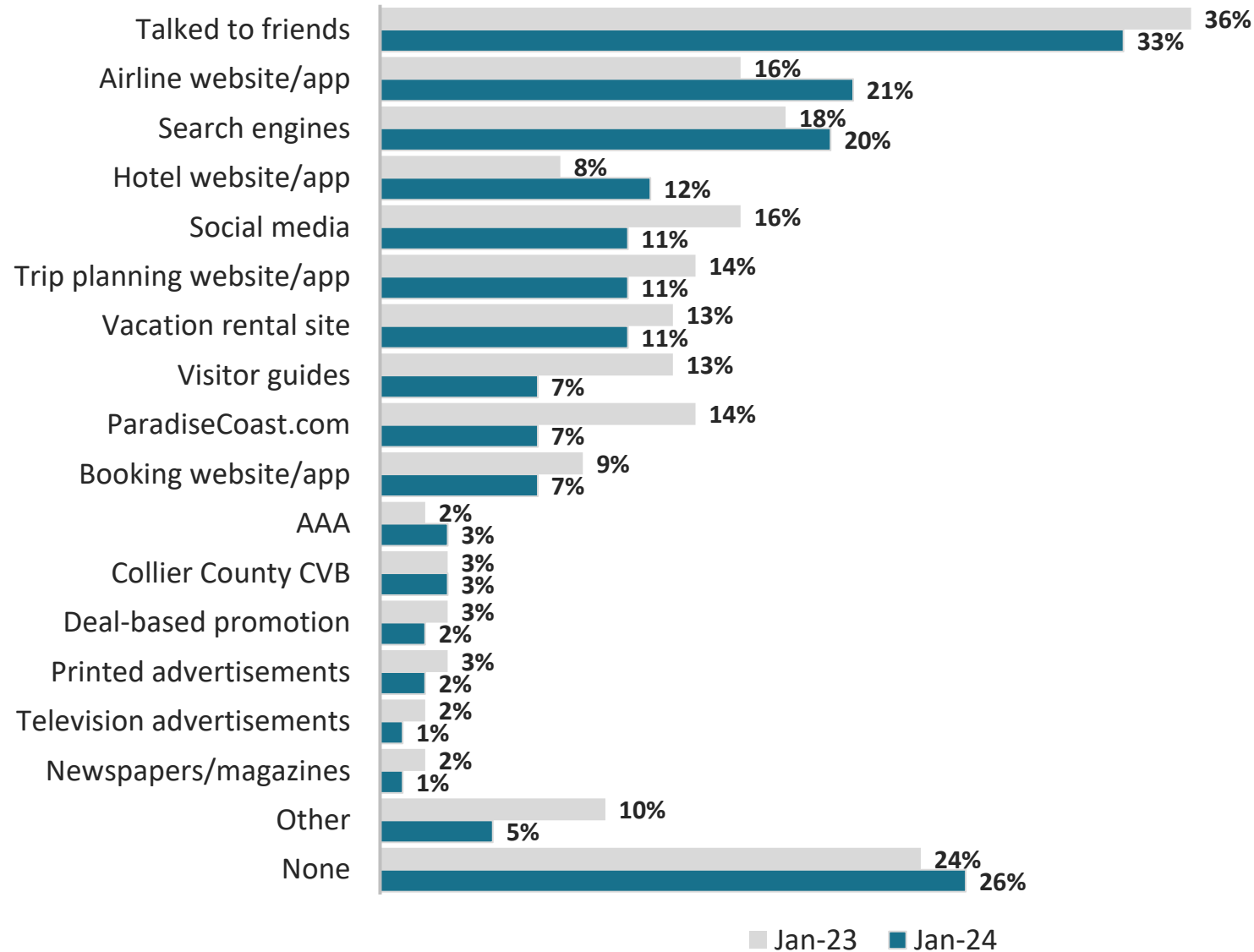
TRIP PLANNING CYCLE¹



Median Trip Planning Time

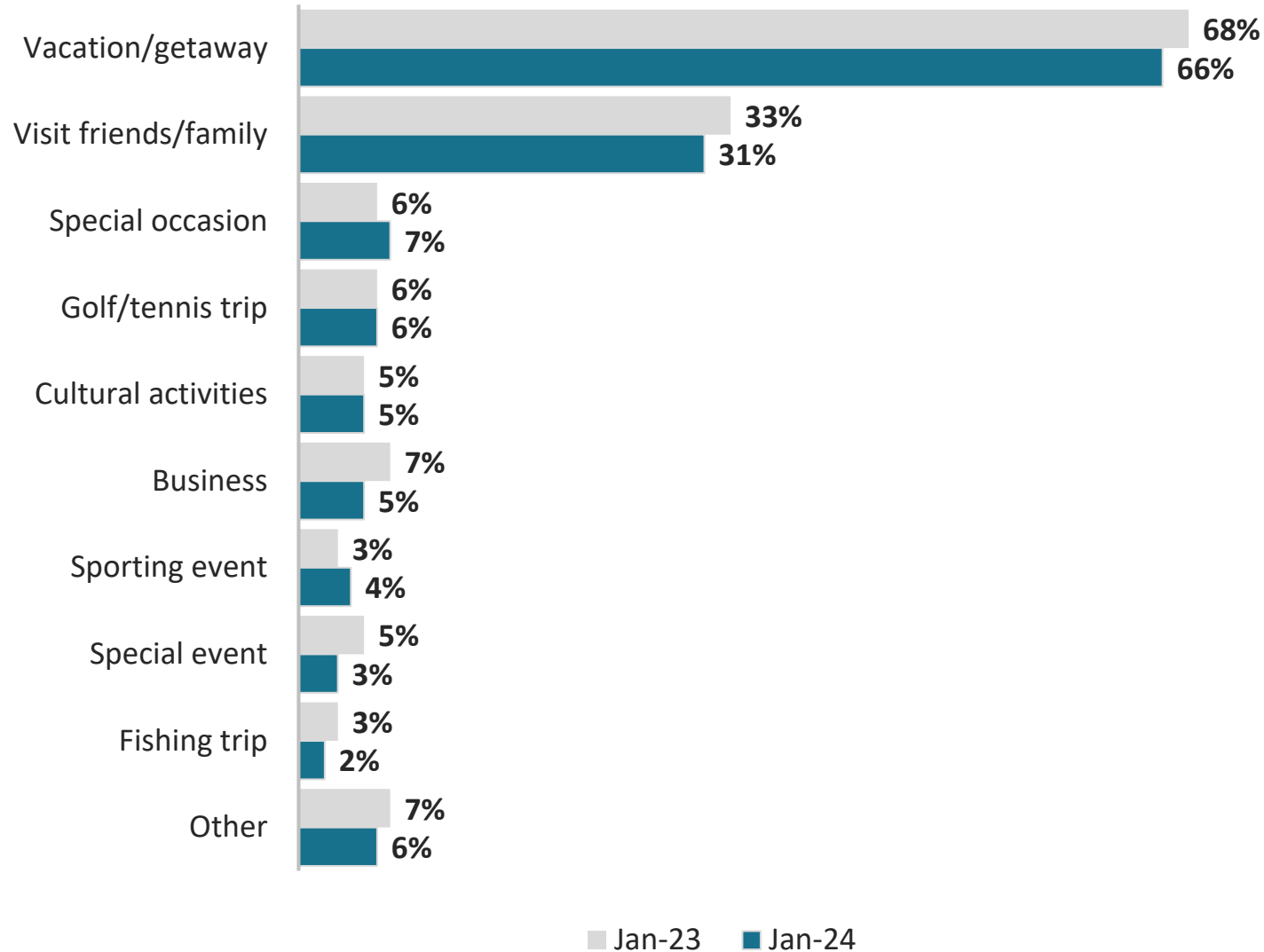


TRIP PLANNING SOURCES¹



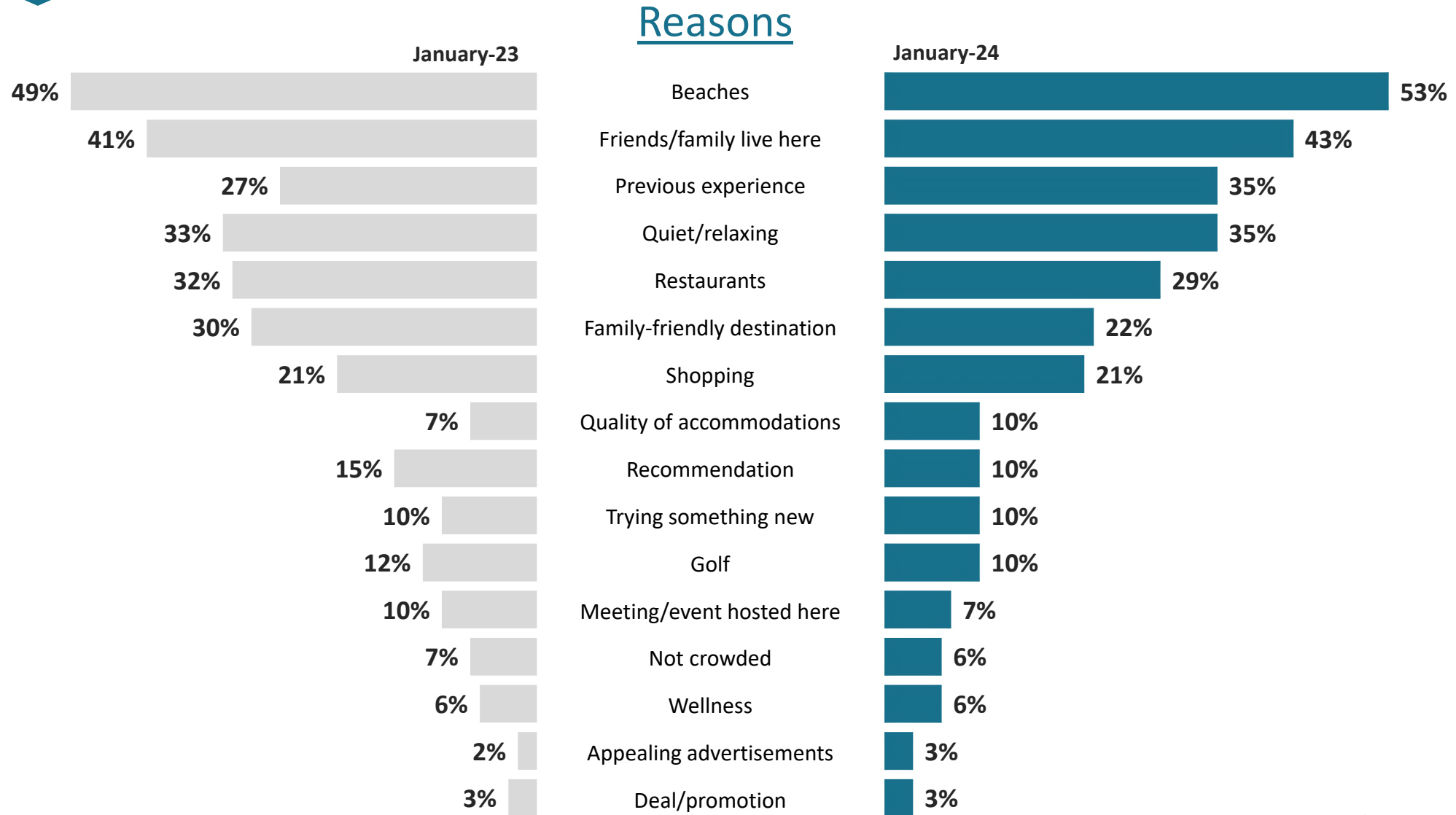
¹ Multiple responses permitted.

REASONS FOR VISITING¹



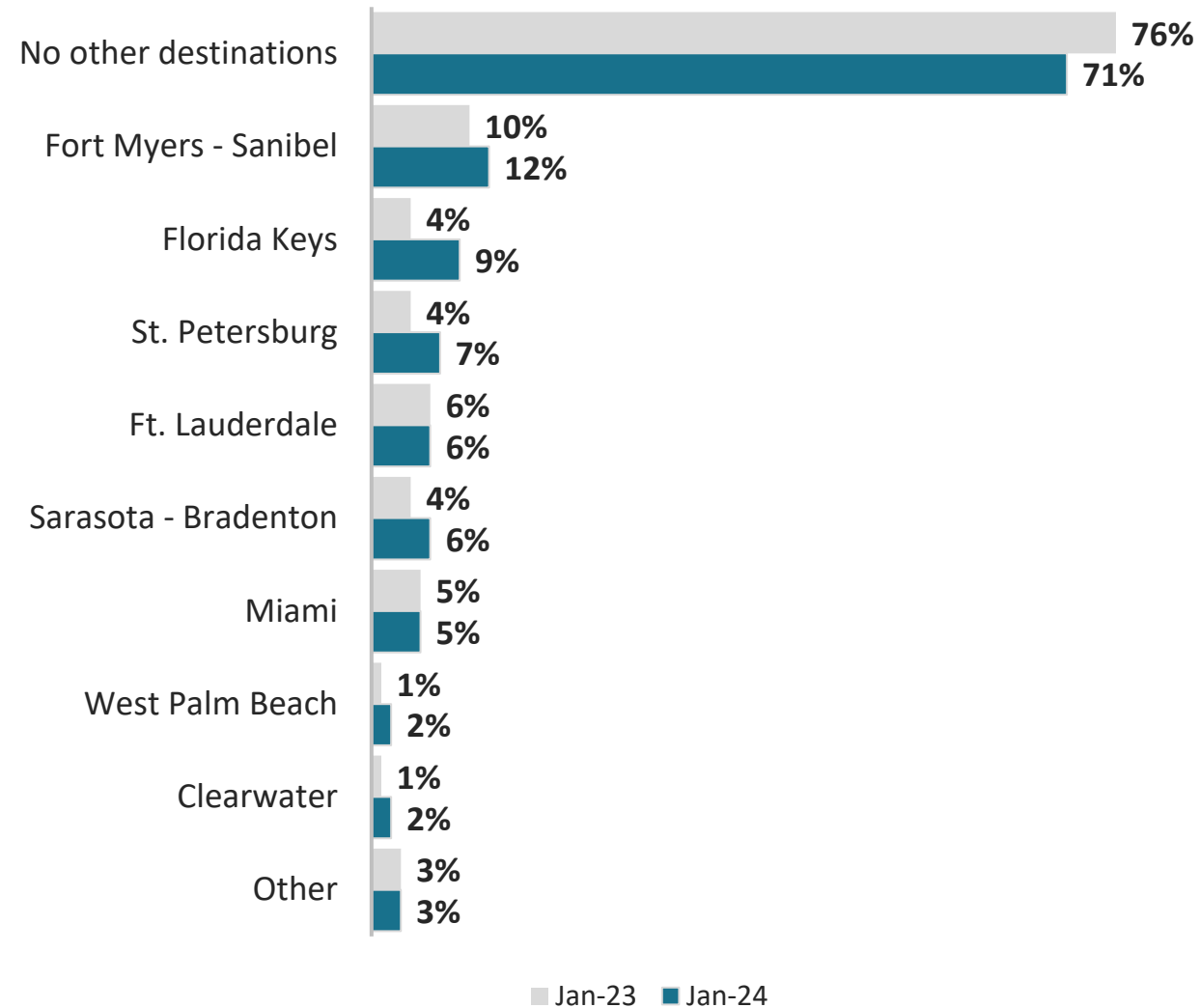
¹ Multiple responses permitted.

REASONS FOR CHOOSING AREA¹



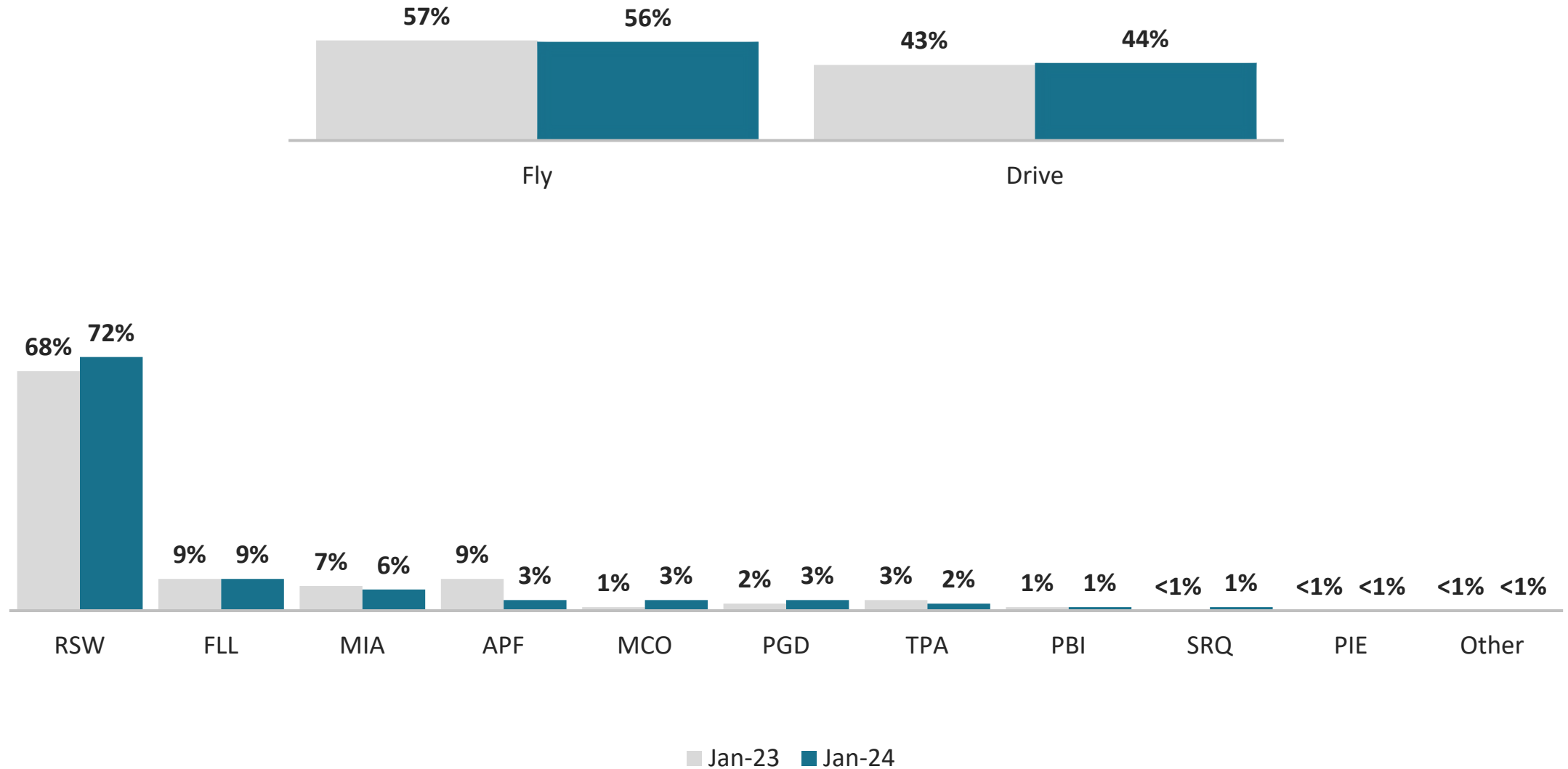
¹ Multiple responses permitted.

OTHER DESTINATIONS CONSIDERED¹

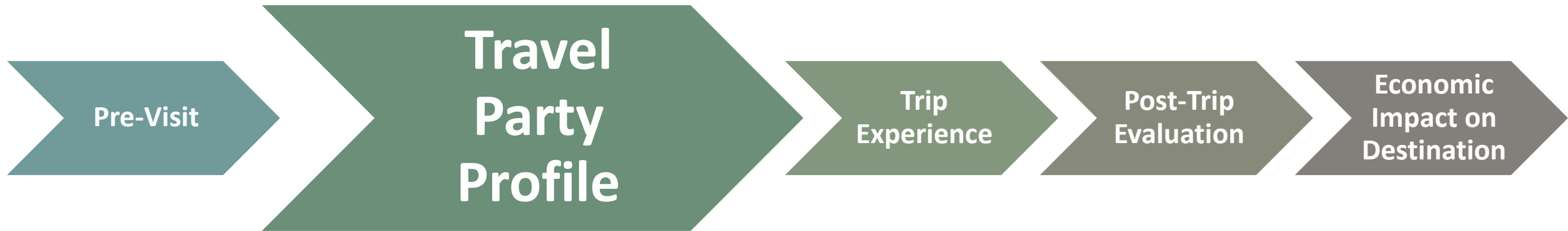


¹ Multiple responses permitted.

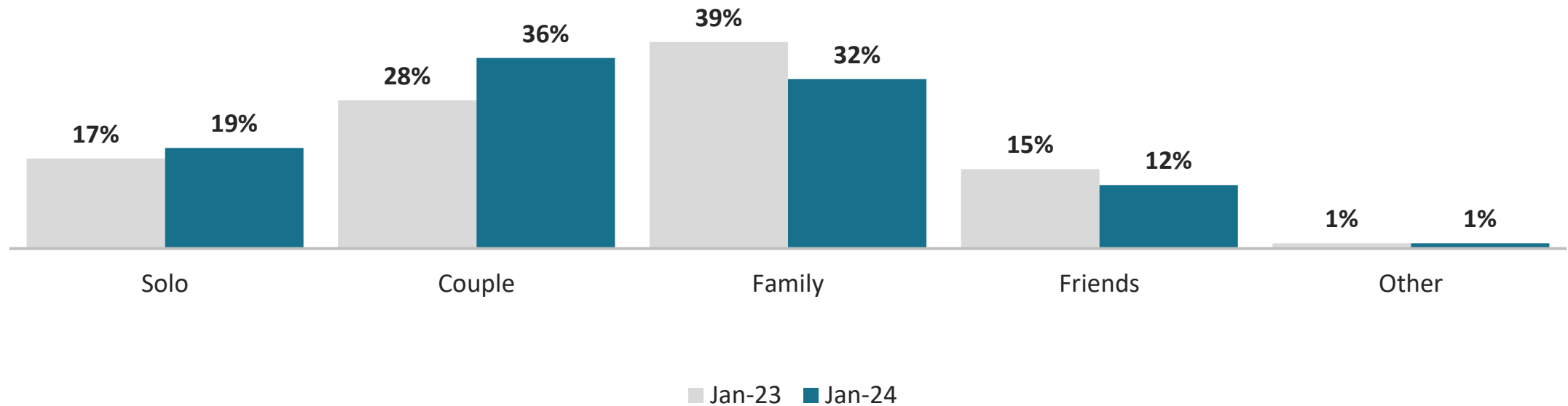
TRANSPORTATION METHODS



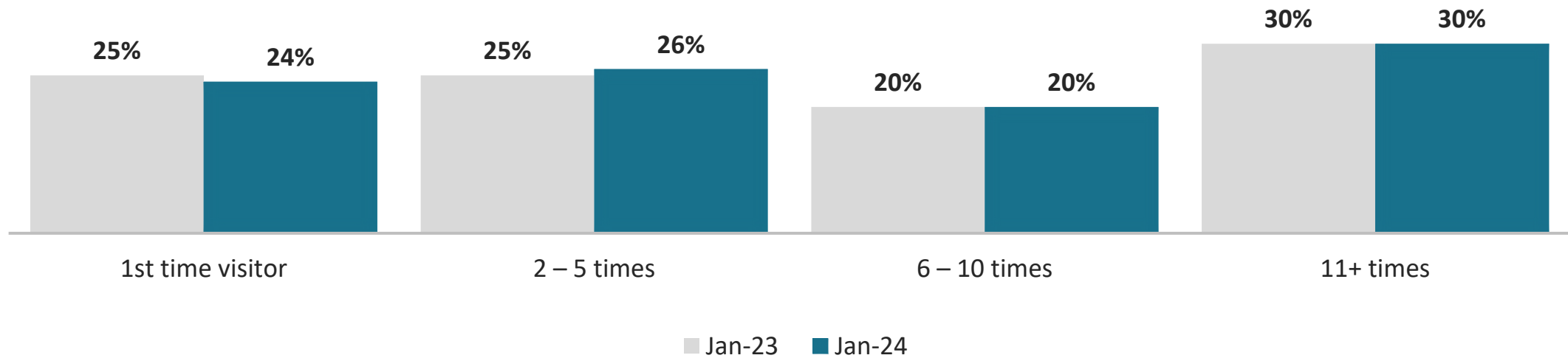
VISITOR JOURNEY: TRAVEL PARTY PROFILE



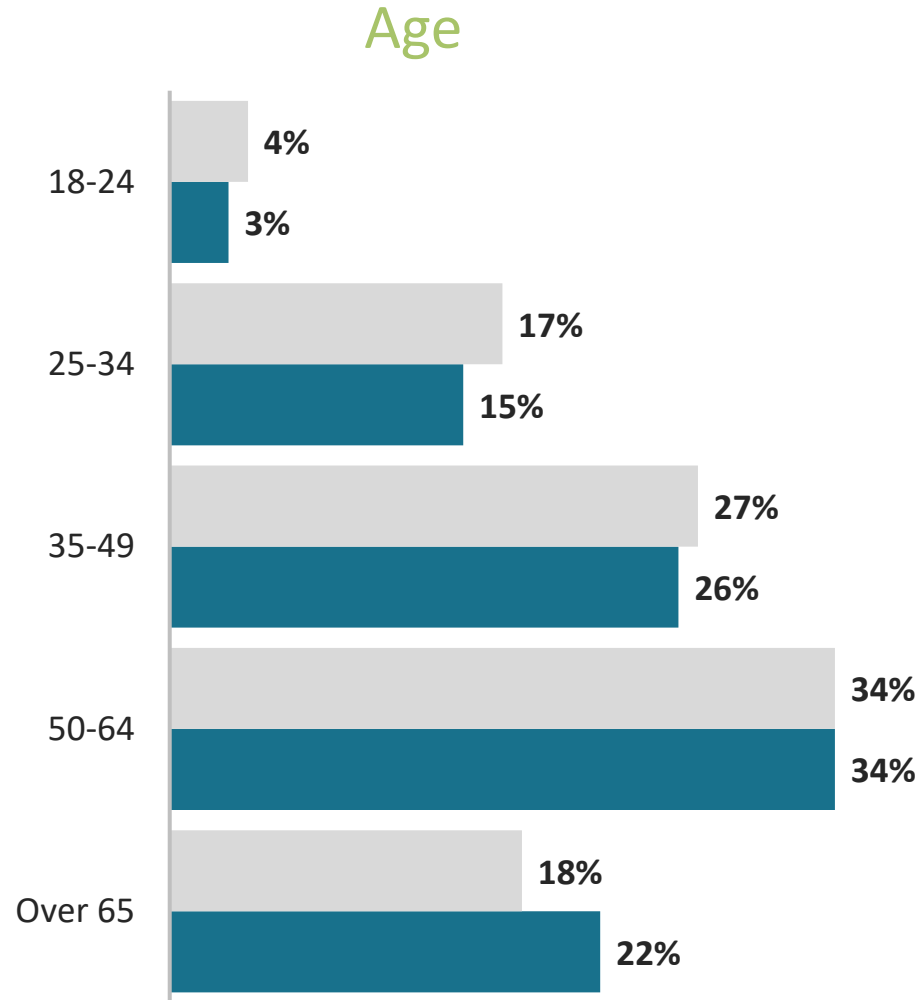
TRAVEL PARTY COMPOSITION



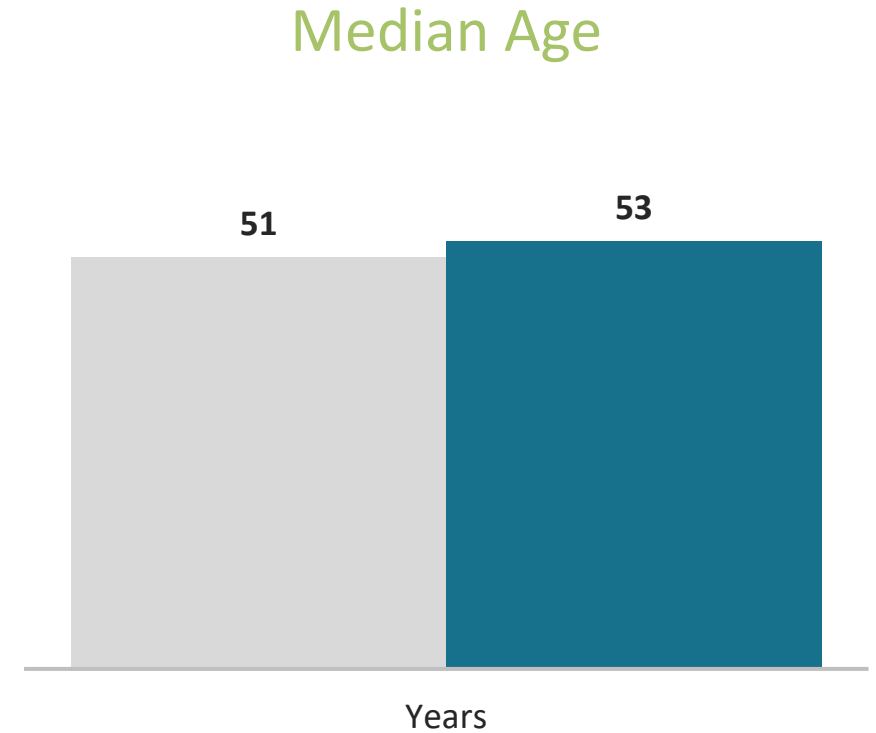
PREVIOUS VISITS



VISITOR AGES

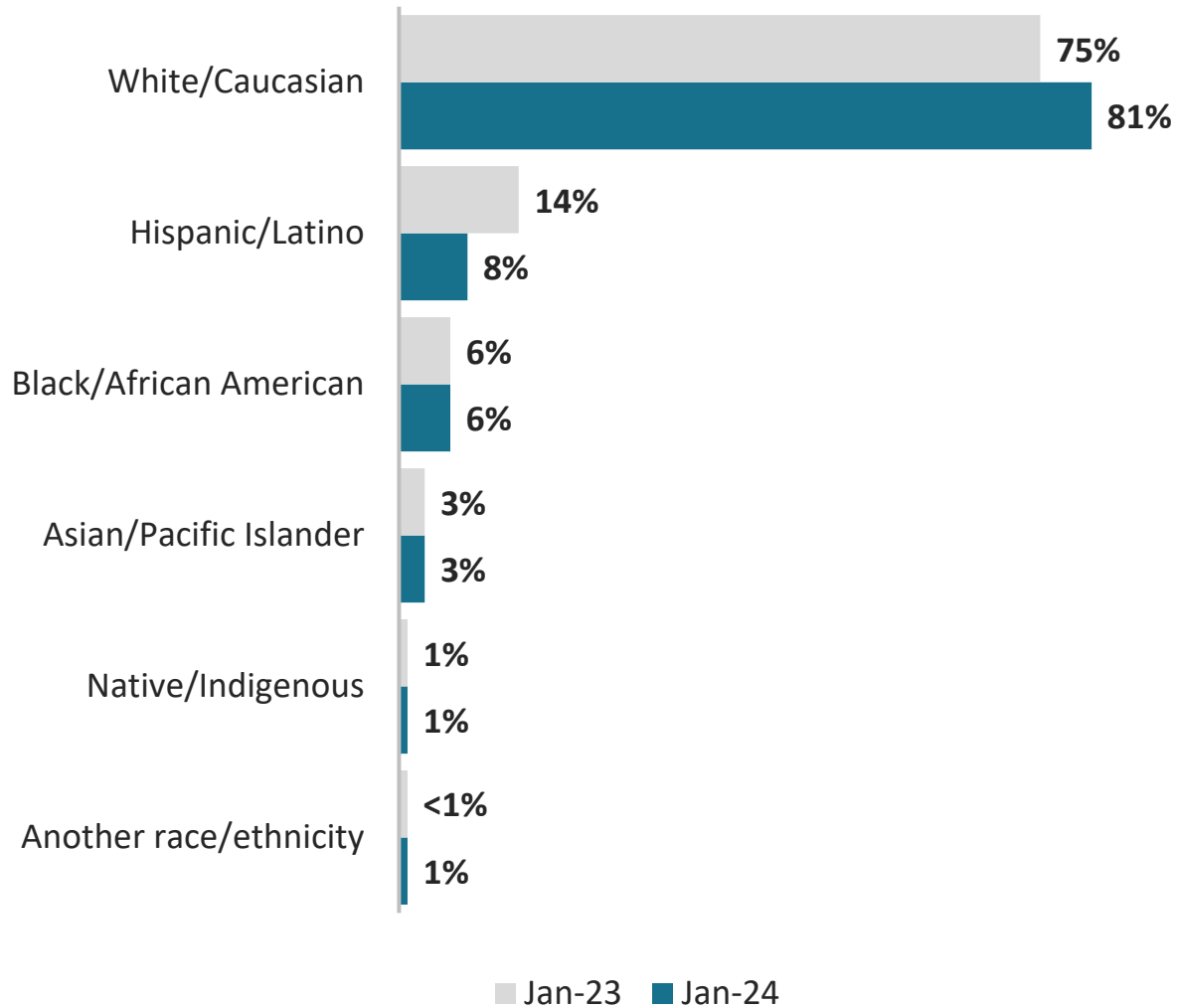


■ Jan-23 ■ Jan-24

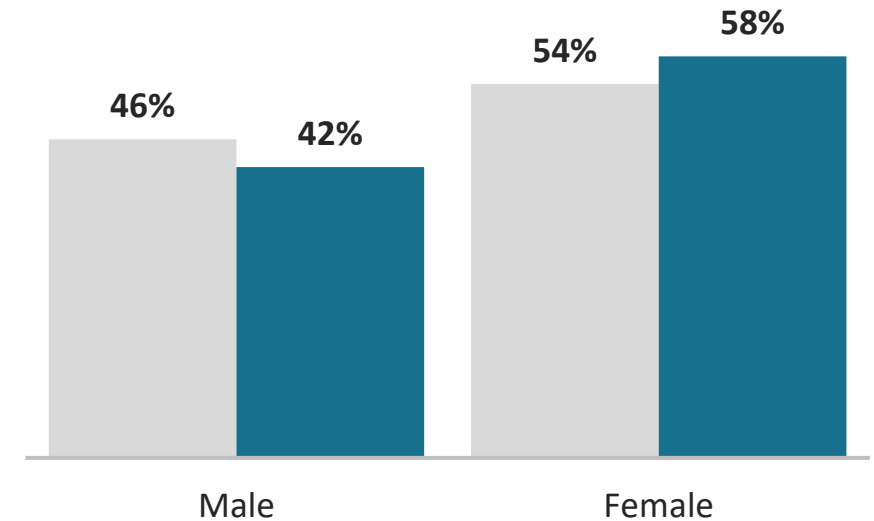


VISITOR RACE & GENDER¹

Race

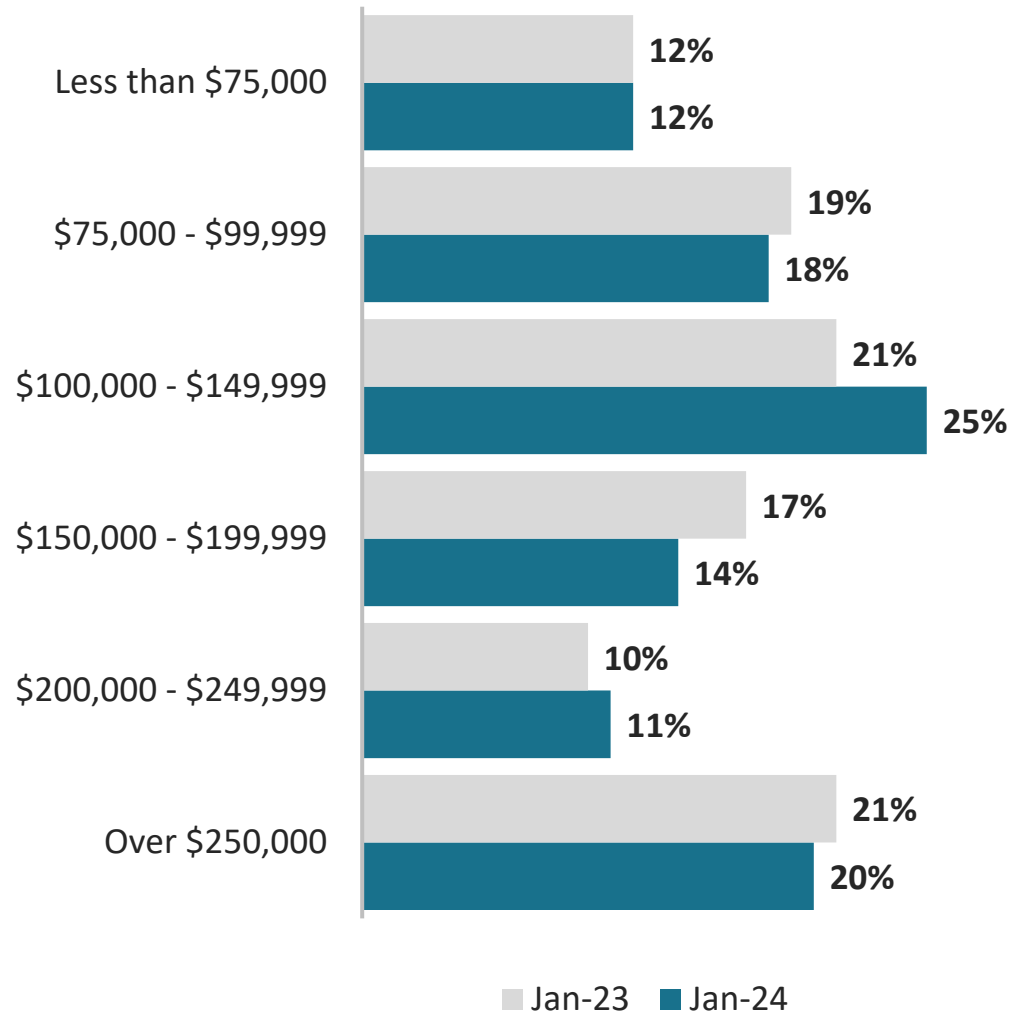


Gender

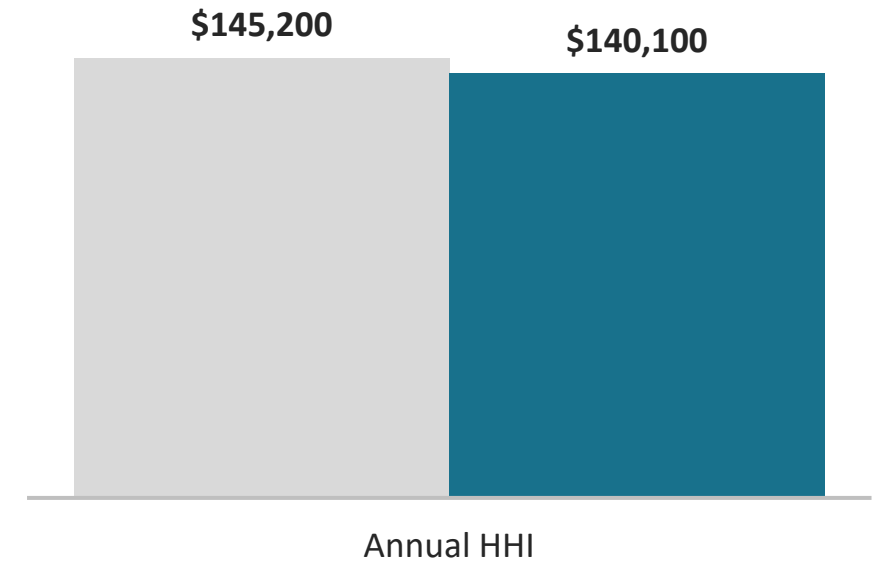


¹Of person interviewed. Females are generally more likely to agree to participate in survey research.

Income



Median Household Income



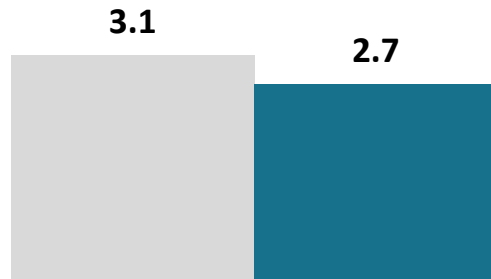
VISITOR JOURNEY: TRIP EXPERIENCE



TRIP CHARACTERISTICS

TRAVEL PARTY SIZE

2.7



NIGHTS STAYED¹

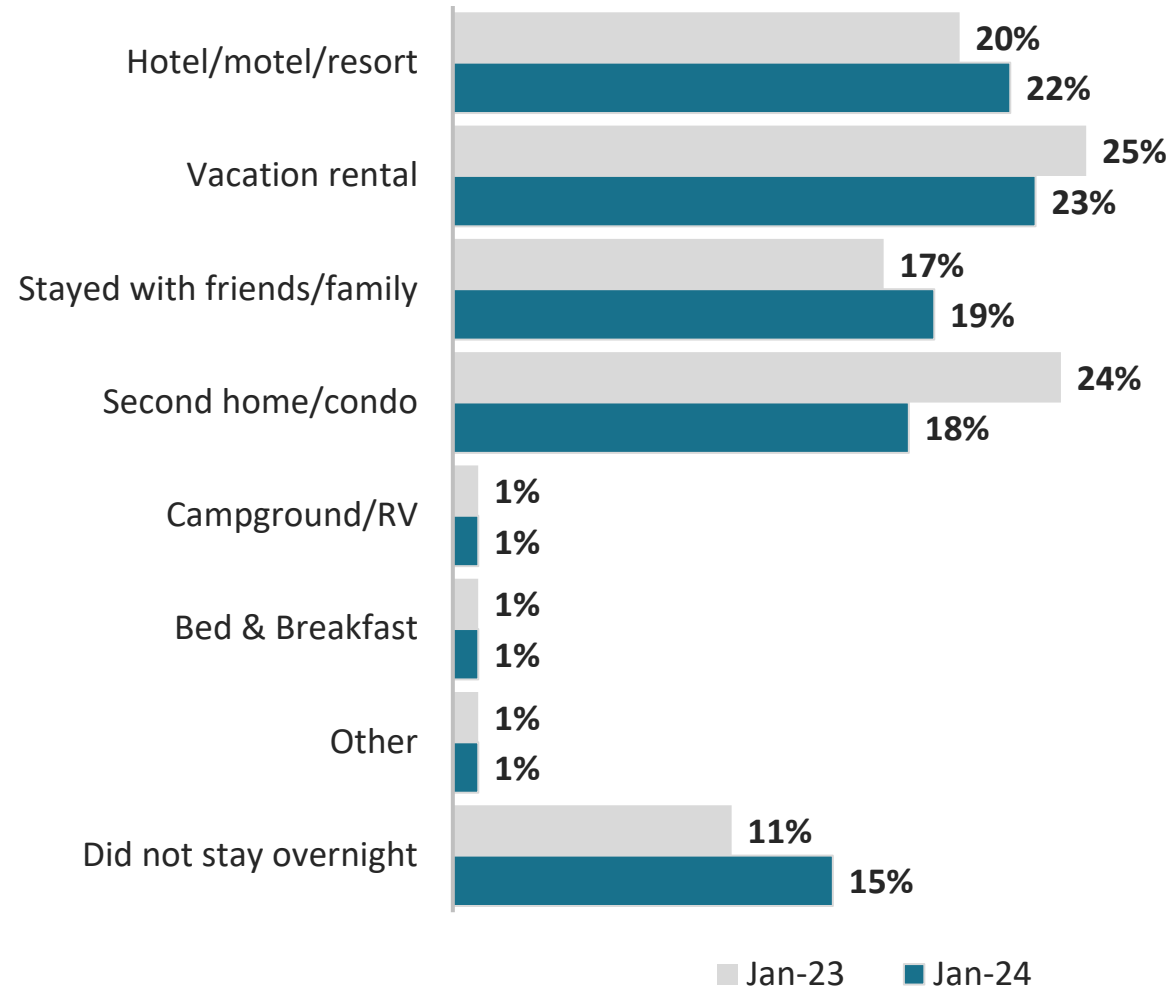
6.2



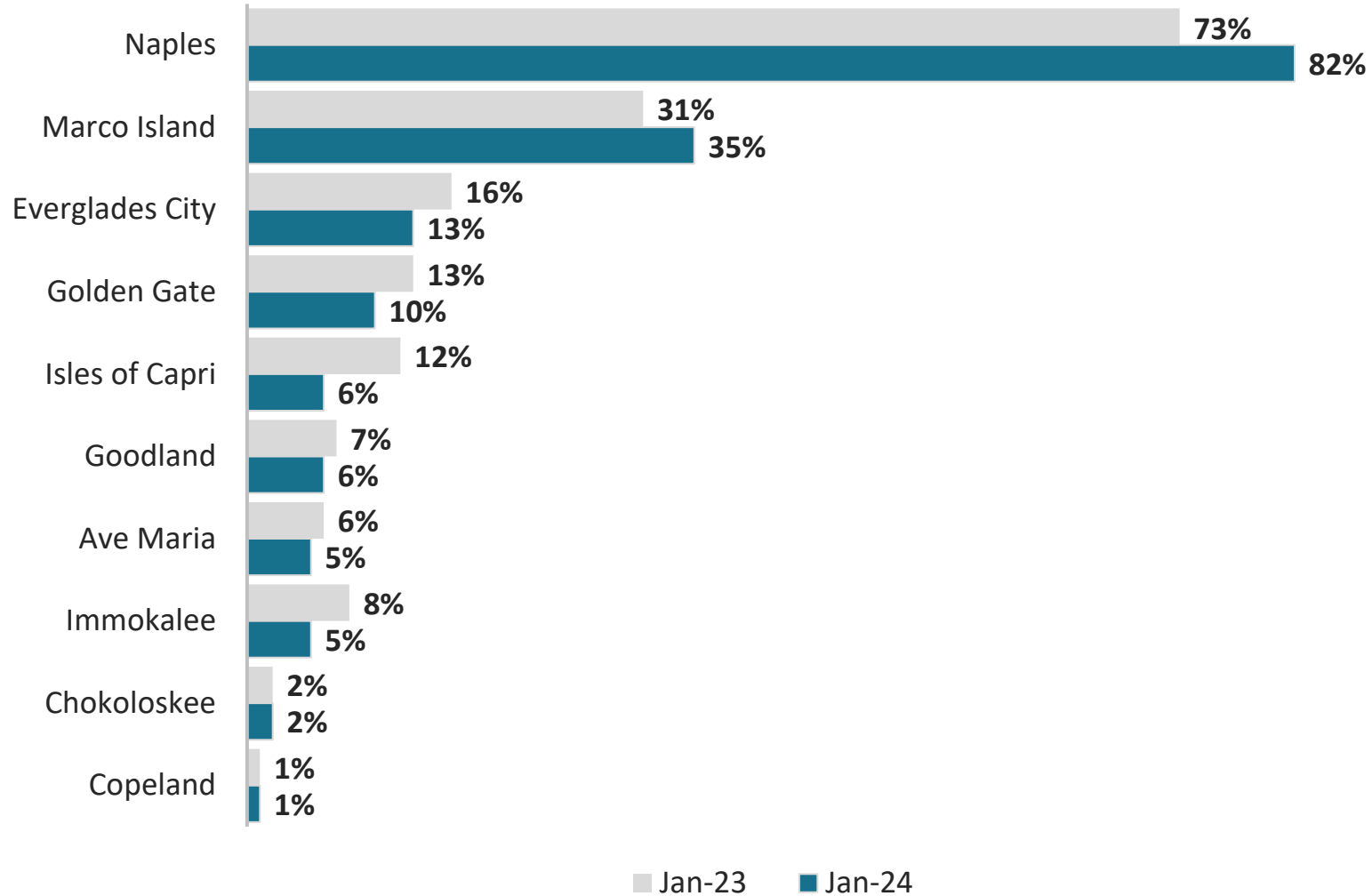
■ Jan-23 ■ Jan-24

¹ Overall length of stay decreased due to an increase in the number of daytrippers, while the length of stay for overnight visitors actually increased slightly.

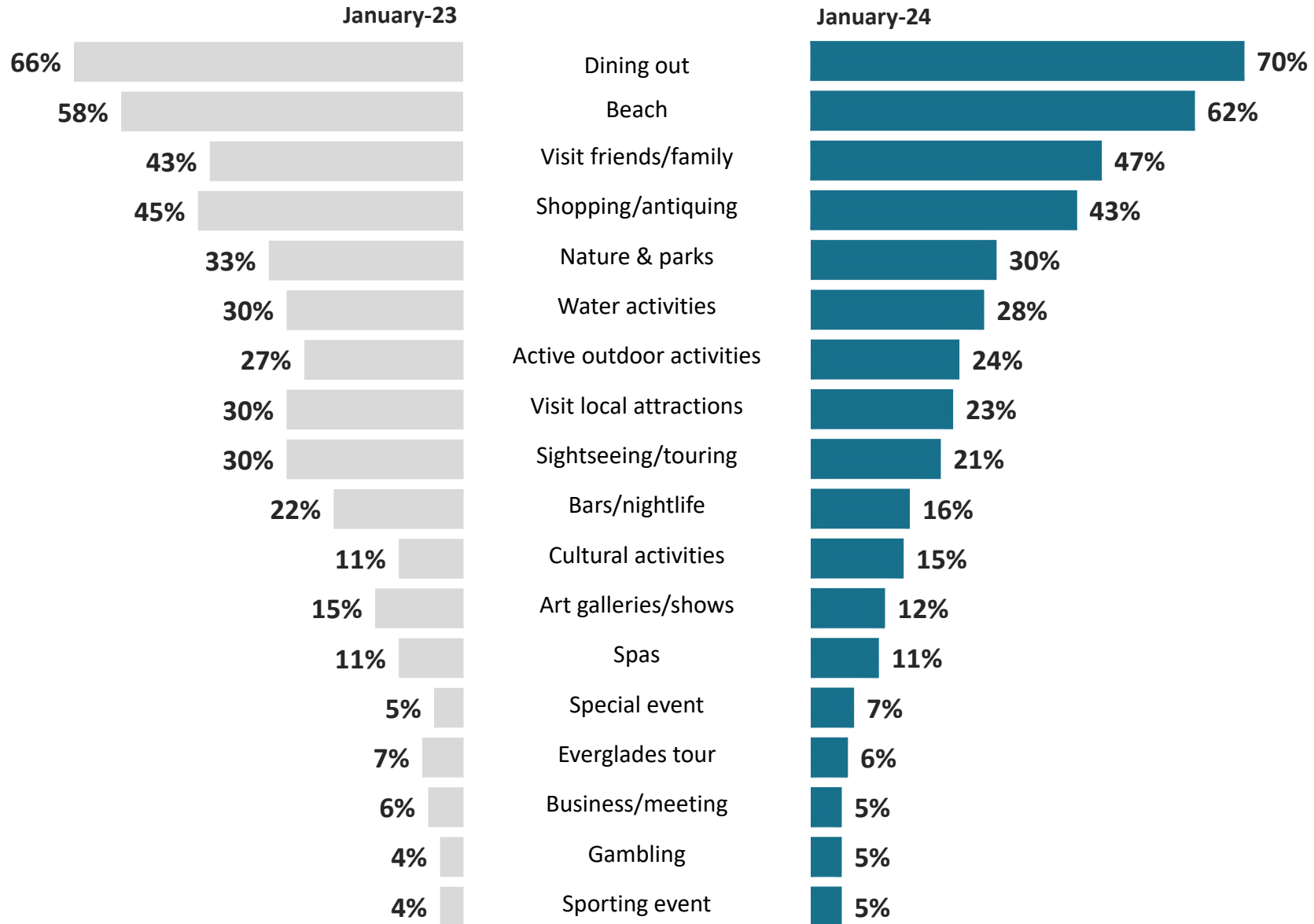
TYPE OF ACCOMMODATIONS



AREAS VISITED

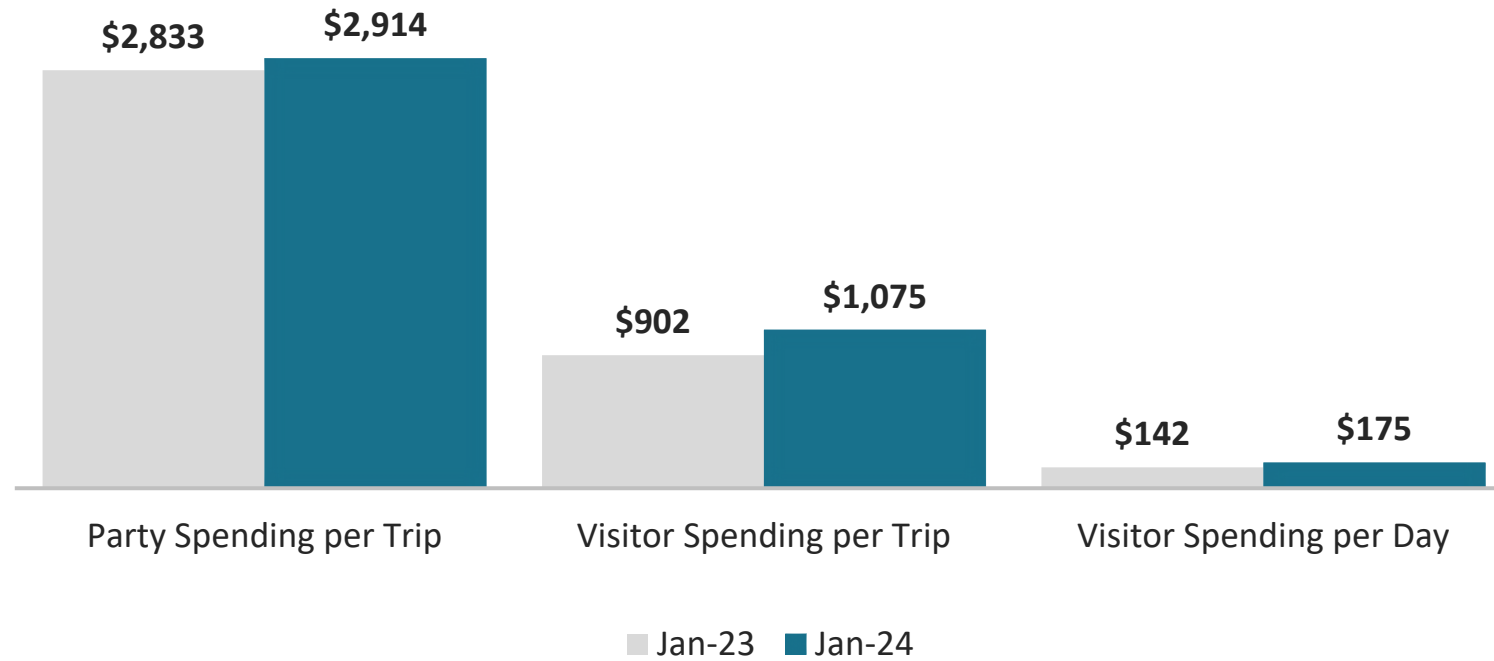


TRIP ACTIVITIES



¹ Multiple responses permitted.

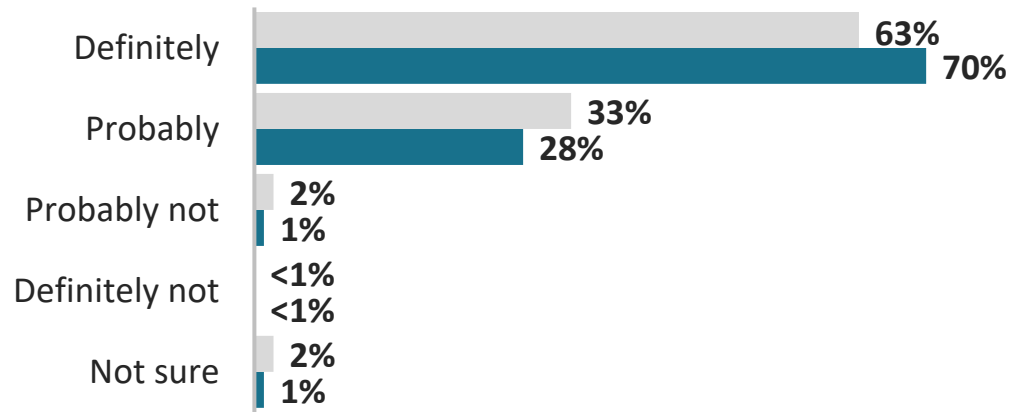
VISITOR SPENDING



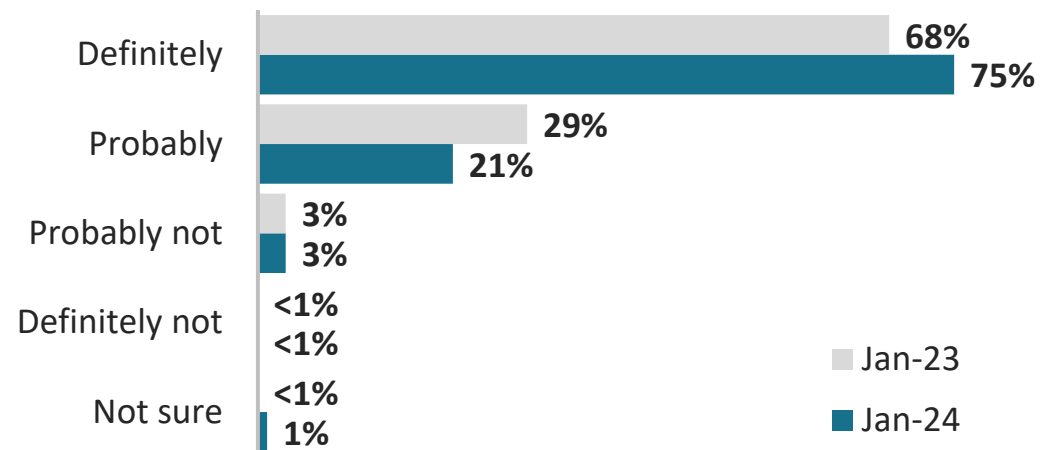
VISITOR JOURNEY: POST-TRIP EVALUATION



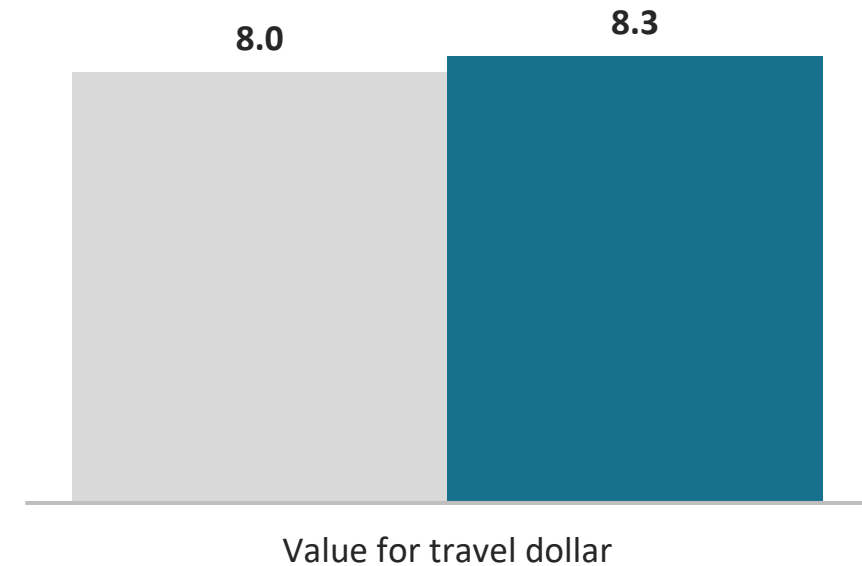
Will recommend the Naples area?



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.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
January 2024 Monthly Dashboard



DESTINATION COMPARISONS



OCCUPANCY COMPARISONS¹

	Occupancy Rate (%)				Demand (Thousands of Rooms)				Δ% from Jan 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	42.6%	27.3%	0.1%	70.0%	97.33	62.43	00.17	159.92	-16.1%	+16.1%	-73.3%	-6.2%
Miami	59.0%	15.0%	4.4%	78.5%	1,200.68	305.45	90.17	1,596.30	+5.0%	+1.2%	-1.2%	+3.9%
Florida Keys	64.5%	13.9%	0.2%	78.7%	211.70	45.68	00.68	258.06	-3.5%	+0.9%	-11.5%	-2.8%
Fort Myers	50.2%	16.4%	6.1%	72.7%	178.09	58.32	21.49	257.89	-7.4%	-18.5%	+38.0%	-7.7%
Sarasota	48.0%	17.7%	3.7%	69.3%	185.15	68.17	14.31	267.63	-15.9%	+5.1%	+307.1%	-7.3%
Clearwater	41.1%	24.0%	0.0%	65.2%	114.87	67.19	00.00	182.06	-15.5%	+2.0%	0.0%	-9.7%
St. Petersburg	43.1%	18.9%	0.7%	62.7%	152.39	66.90	02.34	221.62	-8.5%	-9.0%	-18.1%	-8.8%
Palm Beach	53.7%	14.9%	1.9%	70.5%	319.55	88.80	11.06	419.41	+0.5%	-20.7%	+17.9%	-4.6%
Ft. Lauderdale	56.6%	16.4%	2.8%	75.8%	679.45	197.07	33.25	909.76	0.0%	+2.7%	-13.1%	+0.1%

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.

ROOM RATE COMPARISONS¹

	Average Daily Rate (\$)				Δ% from Jan 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	\$393.87	\$337.19	\$338.89	\$371.69	+25.9%	+14.5%	+79.1%	+21.2%
Miami	\$252.94	\$279.87	\$132.12	\$251.27	-2.1%	+5.1%	+17.0%	0.0%
Florida Keys	\$393.95	\$373.62	\$402.57	\$390.37	+4.6%	+0.3%	+16.0%	+3.9%
Fort Myers	\$186.56	\$212.31	\$179.31	\$191.78	-12.2%	-0.7%	+35.4%	-7.9%
Sarasota	\$206.26	\$189.66	\$141.00	\$198.54	-2.1%	+1.7%	+5.7%	-2.8%
Clearwater	\$173.09	\$192.33	\$0.00	\$180.19	-0.5%	+10.9%	0.0%	+3.7%
St. Petersburg	\$176.25	\$178.56	\$85.13	\$175.98	-2.5%	+12.7%	+11.2%	+1.8%
Palm Beach	\$294.74	\$321.16	\$156.64	\$296.69	-5.9%	+11.5%	+36.0%	-2.0%
Ft. Lauderdale	\$201.03	\$252.78	\$167.77	\$211.02	-4.0%	+4.7%	+14.6%	-1.2%

¹ Metrics provided by STR.

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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.

ROOM REVENUE COMPARISONS¹

	Revenue per Available Room (\$)				Revenue (Millions of Dollars)				Δ% from Jan 2023			
	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total	Transient ²	Group ³	Contract ⁴	Total
Naples	\$167.85	\$92.18	\$0.25	\$260.28	\$38.33	\$21.05	\$0.06	\$59.44	+5.6%	+33.0%	-52.2%	+13.8%
Miami	\$149.33	\$42.03	\$5.86	\$197.22	\$303.70	\$85.49	\$11.91	\$401.10	+2.8%	+6.4%	+15.6%	+3.9%
Florida Keys	\$254.23	\$52.02	\$0.84	\$307.09	\$83.40	\$17.07	\$0.28	\$100.74	+0.9%	+1.2%	+2.7%	+1.0%
Fort Myers	\$93.62	\$34.89	\$10.86	\$139.36	\$33.22	\$12.38	\$3.85	\$49.46	-18.6%	-19.1%	+86.8%	-15.0%
Sarasota	\$98.94	\$33.50	\$5.23	\$137.67	\$38.19	\$12.93	\$2.02	\$53.14	-17.7%	+6.9%	+330.2%	-9.9%
Clearwater	\$71.16	\$46.25	\$0.00	\$117.41	\$19.88	\$12.92	\$0.00	\$32.81	-15.9%	+13.2%	0.0%	-6.4%
St. Petersburg	\$75.94	\$33.77	\$0.56	\$110.27	\$26.86	\$11.95	\$0.20	\$39.00	-10.9%	+2.6%	-8.9%	-7.1%
Palm Beach	\$158.35	\$47.95	\$2.91	\$209.21	\$94.19	\$28.52	\$1.73	\$124.44	-5.5%	-11.6%	+60.4%	-6.4%
Ft. Lauderdale	\$113.86	\$41.52	\$4.65	\$160.03	\$136.59	\$49.82	\$5.58	\$191.98	-4.0%	+7.6%	-0.4%	-1.1%

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.

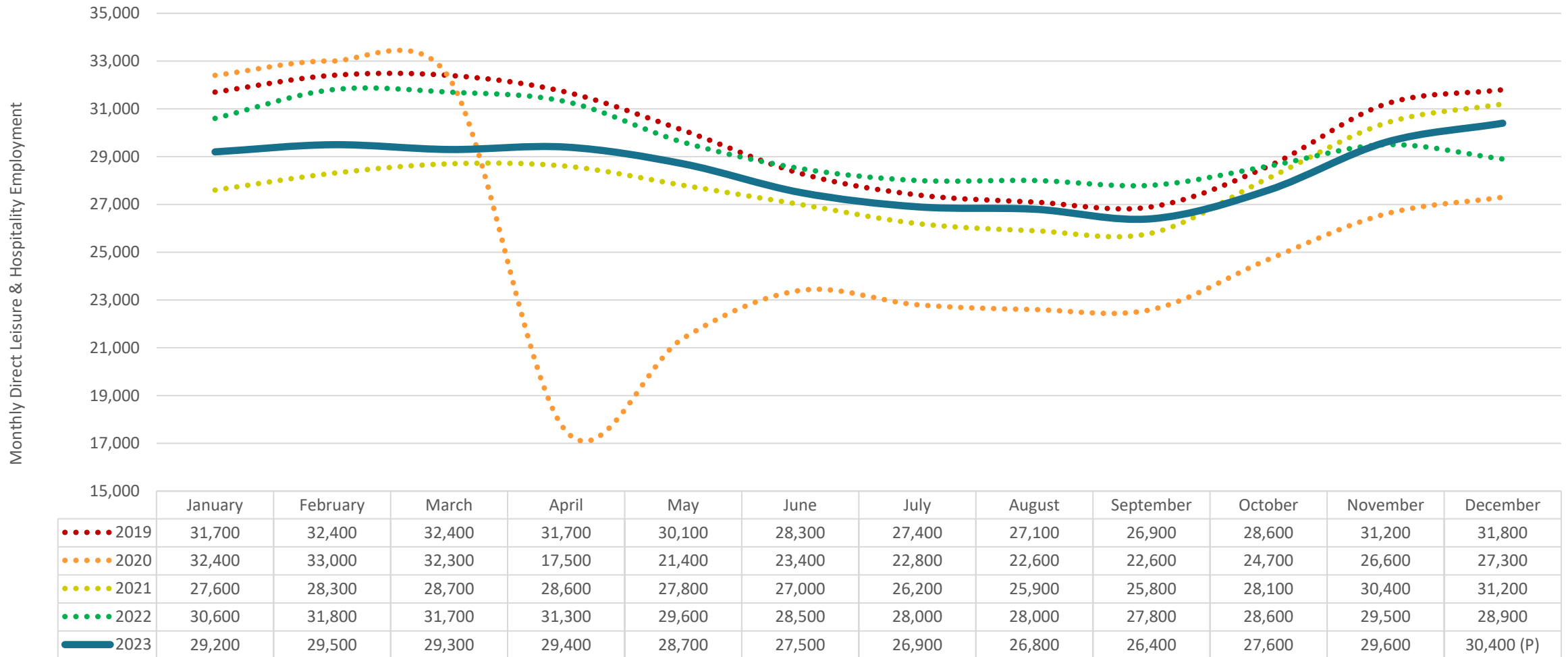
⁴ Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

INDUSTRY DATA



LEISURE & HOSPITALTY EMPLOYMENT

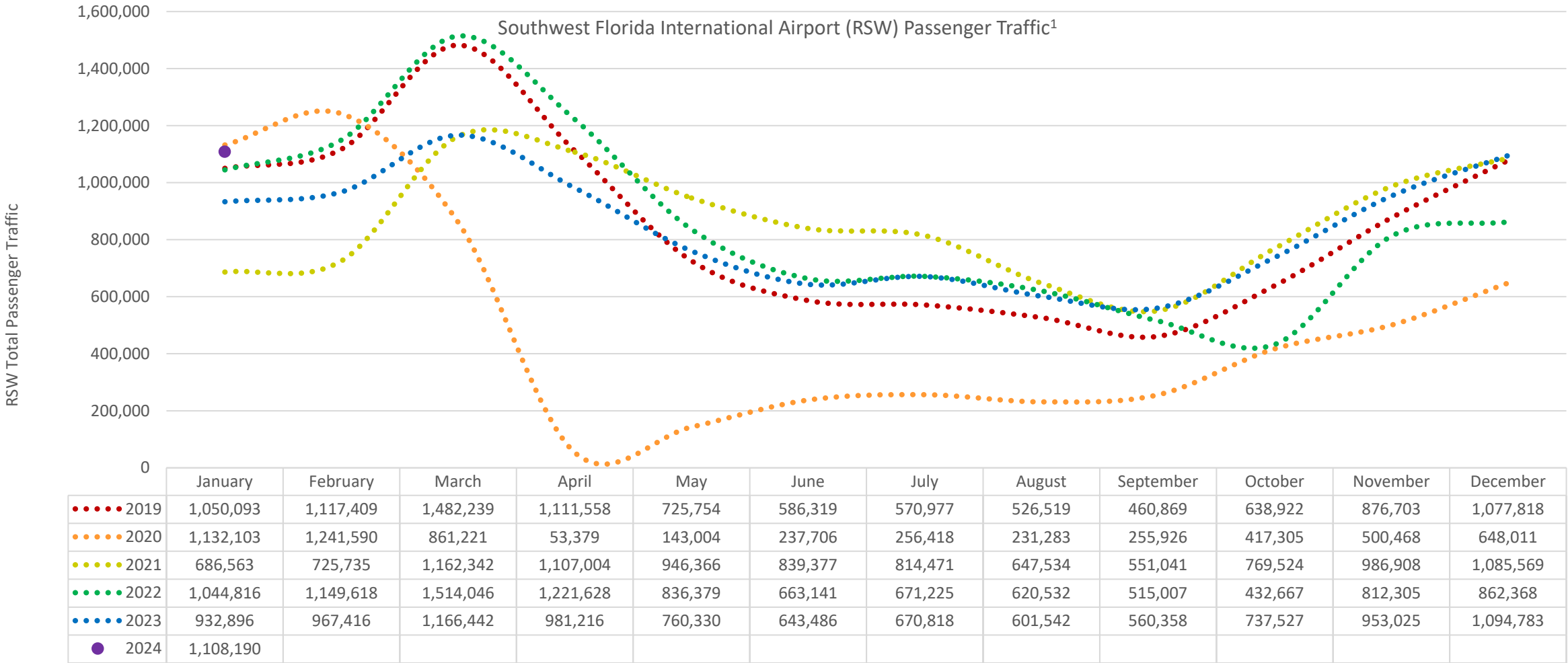
Collier County Direct Leisure and Hospitality Employment (Calendar Year)¹



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

(P) Preliminary.

RSW PASSENGER TRAFFIC



¹ SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

January 2024 Licensed Transient Rental Units ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	4,602	1,368	3,025	8,995
Marco Island	1,275	121	2,079	3,475
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	7	12
Ave Maria	0	0	6	6
Ochopee	0	0	1	1
Total	5,915	1,763	5,245	12,923²

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

²Some number of units may be licensed but still unavailable due to recovery from the impact of Hurricane Ian.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
January 2024 Monthly Dashboard

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