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**Naples, Marco Island, Everglades Convention and Visitors Bureau**

## **December 2020 Visitor Profile**

***Prepared for:***

Collier County Board of County Commissioners

and

Naples, Marco Island, Everglades Convention and Visitors Bureau

***Prepared by:***

Research Data Services, Inc.

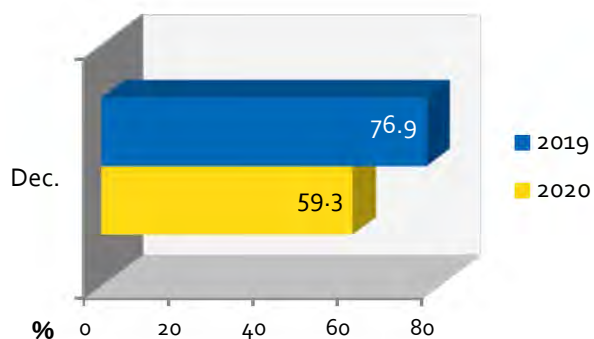
**[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)**

January 2021

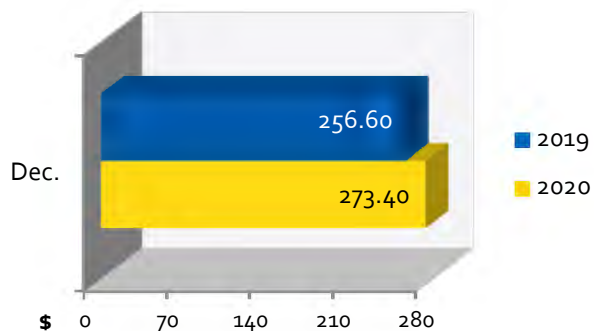
H/M/C+ Visitor Statistics	Calendar Year (January – December)			December		
	2019	2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	1,928,600	1,425,000	-26.1	181,000	152,100	-16.0
Room Nights	2,532,900	1,820,900	-28.1	221,000	174,600	-21.0
Direct Exp. (\$)	\$1,552,496,600	\$1,090,736,000	-29.7	\$163,694,600	\$141,373,900	-13.6
<b>Total Eco. Impact (\$)</b>	<b>\$2,314,772,300</b>	<b>\$1,626,287,500</b>	<b>-29.7</b>	<b>\$244,068,600</b>	<b>\$210,788,500</b>	<b>-13.6</b>

+ Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

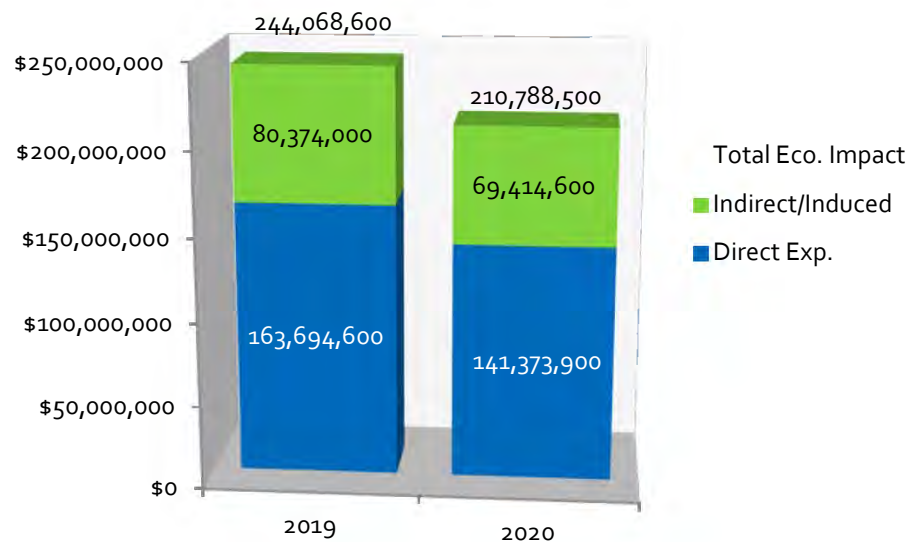
### December Occupancy



### December Room Rates



### December Economic Impact



### December

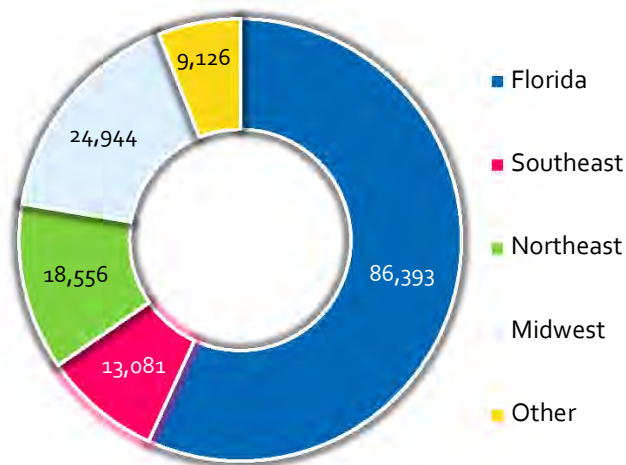
Lodging Statistics	2019	2020	% Δ '19/'20
Occupancy	76.9%	59.3%	-22.9
Room Rates	\$256.60	\$273.40	+6.5
RevPAR	\$197.30	\$162.13	-17.8

December 2020 Visitor Origin Markets

Visitor Origins	2019		2020		% Δ '19/'20
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	37.7%	68,237	56.8%	86,393	+26.6
Southeast	6.7	12,127	8.6	13,081	+7.9
Northeast	12.9	23,349	12.2	18,556	-20.5
Midwest	16.3	29,503	16.4	24,944	-15.5
Canada*	2.8	5,068	0.0	0	-100.0
Europe*	17.1	30,951	0.0	0	-100.0
Other	6.5	11,765	6.0	9,126	-22.4
<b>Total</b>	<b>100.0</b>	<b>181,000</b>	<b>100.0</b>	<b>152,100</b>	<b>-16.0</b>

\* December 2020 Canadian and European visitation was too small to measure.

December 2020 Visitor Origins



# Naples, Marco Island, Everglades Visitor Profile | December 2020

Transportation Mode (Multiple Response)	December 2019	December 2020	
Personal Car	34.8%	64.5%	↑
Plane	64.8	35.0	↓
Rental Car	61.7	33.2	↓

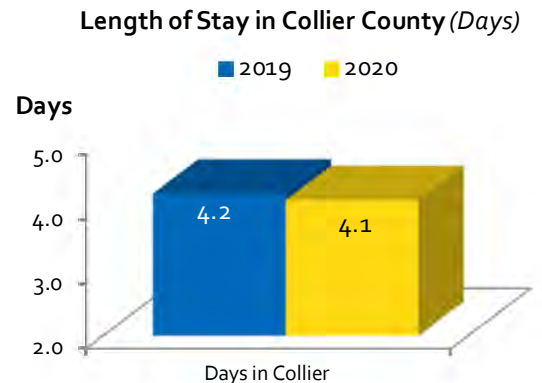
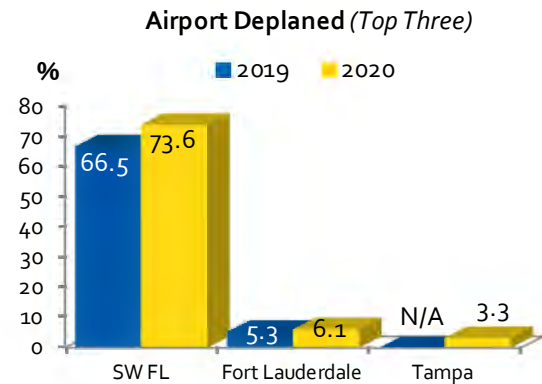
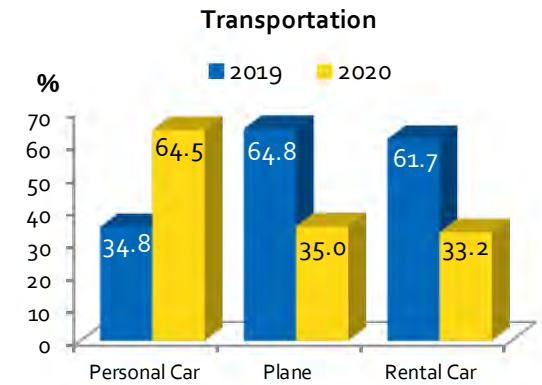
Airport Deplanned (Base: Flew)	December 2019	December 2020	
Southwest Florida International	66.5%	73.6%	↑
Ft. Lauderdale International	5.3	6.1	↑
Tampa International	N/A	3.3	—
Miami International	18.6	3.0	↓
Orlando International/Sanford	5.5	2.4	↓

Purpose of Trip (Multiple Response)	December 2019	December 2020	
Vacation/Weekend Getaway	82.5%	88.9%	↑
Group Travel	28.2	13.3	↓
Visit with Friends and Relatives	16.5	11.1	↓
Special Event	6.4	4.4	↓

First Visit to (% yes)	December 2019	December 2020	
Collier County	37.2%	30.2%	↑
Florida	2.6	2.4	↓

Length of Stay (Days)	December 2019	December 2020	
In Collier County	4.2	4.1	↓

Party Size	December 2019	December 2020	
Number of People	2.7	2.7	—



# Naples, Marco Island, Everglades Visitor Profile | December 2020

<b>Party Composition</b> <i>(Multiple Response)</i>	December 2019	December 2020	
Couple	60.4%	55.6%	↓
Family	28.7	33.8	↑
Single	12.0	5.4	↓
Group of Friends	4.1	4.9	↑

<b>Did Party Have Lodging Reservations for Stay</b>	December 2019	December 2020	
% Yes	98.6%	98.1%	↓

<b>Expense Relative to Expectations</b>	December 2019	December 2020	
More Expensive	12.0%	14.8%	↑
Less Expensive	5.3	3.3	↓
As Expected	77.8	79.1	↑

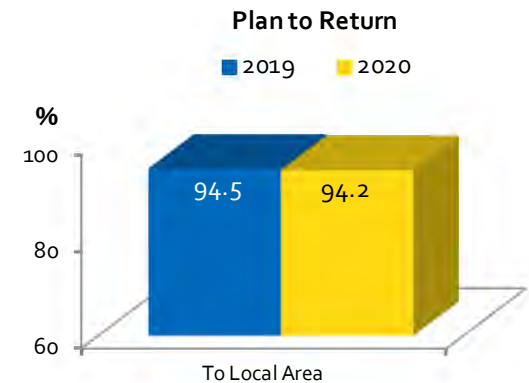
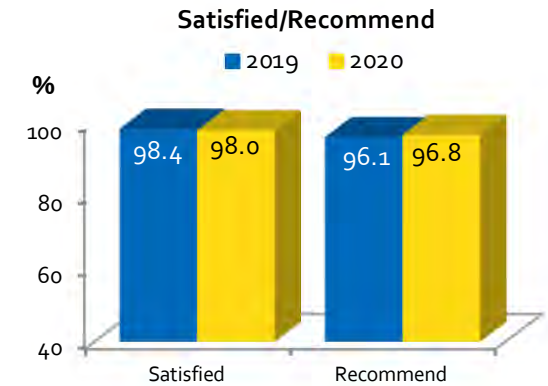
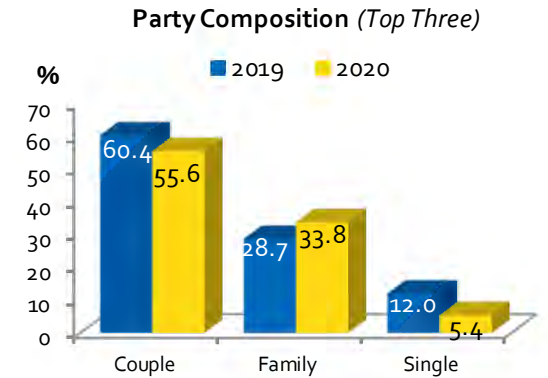
<b>Satisfaction with Collier County</b>	December 2019	December 2020	
Very Satisfied	86.1%	83.1%	↓
Satisfied	12.3	14.9	↑
<b>Satisfaction Level (Combined)</b>	<b>98.4%</b>	<b>98.0%</b>	↓

<b>Recommend Collier to Friends/Relatives</b>	December 2019	December 2020	
% Yes	96.1%	96.8%	↑

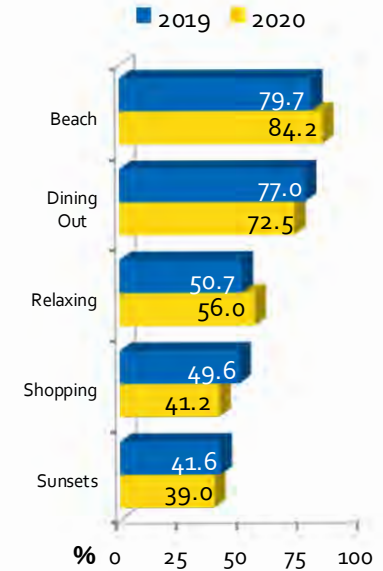
<b>Plan to Return (% Yes)</b>	December 2019	December 2020	
To Local Area	94.5%	94.2%	↓



# Naples, Marco Island, Everglades Visitor Profile | December 2020

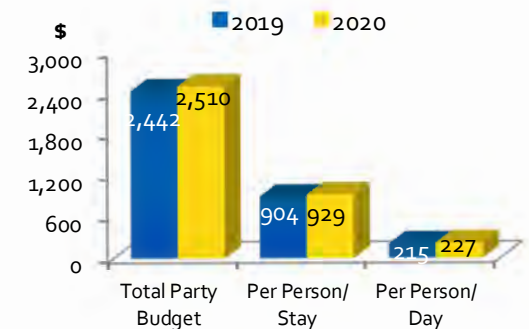
Activities Enjoyed in Area (Multiple Response)	December 2019	December 2020	
Beach	79.7%	84.2%	↑
Dining Out	77.0	72.5	↓
Relaxing	50.7	56.0	↑
Shopping	49.6	41.2	↓
Sunsets	41.6	39.0	↓
Pool	31.4	37.6	↑
Walking	29.5	31.6	↑
Sunning	20.9	24.2	↑
Enjoying Nature/Bird Watching/Everglades	22.1	23.8	↑
Reading	23.1	22.2	↓
Swimming	11.7	15.5	↑
Sightseeing	17.3	14.8	↓
Visiting with Friends/Relatives	20.6	13.2	↓
Fishing	N/A	11.0	—
Bars/Nightlife	16.4	10.4	↓
Golfing	10.5	9.9	↓
Art Galleries/Shows/Fairs	27.8	6.6	↓

Activities Enjoyed in Area (Top Five)



Demographics	December 2019	December 2020	
Average Age Head of Household (Years)	49.8	47.3	↓
Median Annual Household Income	\$166,724	\$160,969	↓

Collier Base Budgets

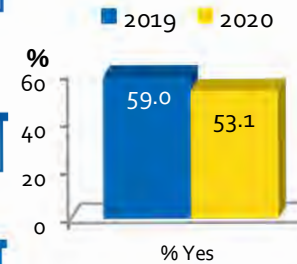


Collier Base Budget	December 2019	December 2020	
Total	\$2,441.84	\$2,509.60	↑
Per Person/Stay	904.39	929.48	↑
Per Person/Day	215.33	226.70	↑

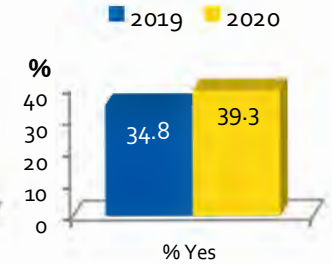
# Naples, Marco Island, Everglades Visitor Profile | December 2020

Area Information Seen/Read/Heard	December 2019	December 2020	
% Yes	59.0%	53.1%	↓
<b>Directly Influenced by Information</b> (Base: Seen/Read/Heard Area Information)			
	December 2019	December 2020	
% Yes	34.8%	39.3%	↑
<b>Why Chose the Area (Multiple Response)</b>			
	December 2019	December 2020	
Beach Area	55.9%	56.7%	↑
Relaxing	46.7	48.3	↑
Weather	50.3	44.2	↓
Quiet/Peaceful/Laid Back	40.8	41.9	↑
Previous Experience	37.5	41.2	↑
Quality of Accommodations	38.1	39.9	↑
Not Crowded	26.0	28.7	↑
Outdoor Recreation/Nature	28.7	27.3	↓
Restaurants	36.1	25.7	↓
Appealing Brochures/Websites	20.9	24.4	↑
Recommendation	21.3	22.2	↑
Never Been	27.3	8.1	↓
Business/Meeting/Conference	27.5	7.2	↓
<b>Internet Use</b>			
	December 2019	December 2020	
Use Internet to Obtain Travel Info for This Trip (% Yes)	94.4%	96.7%	↑
Book Reservations for Trip Online (%Yes)	79.2	80.8	↑

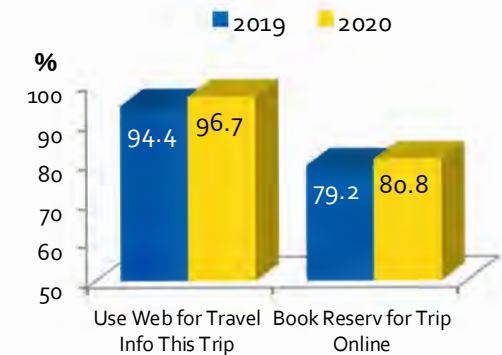
Seen/Read/Heard



Info. Influenced



Internet Use

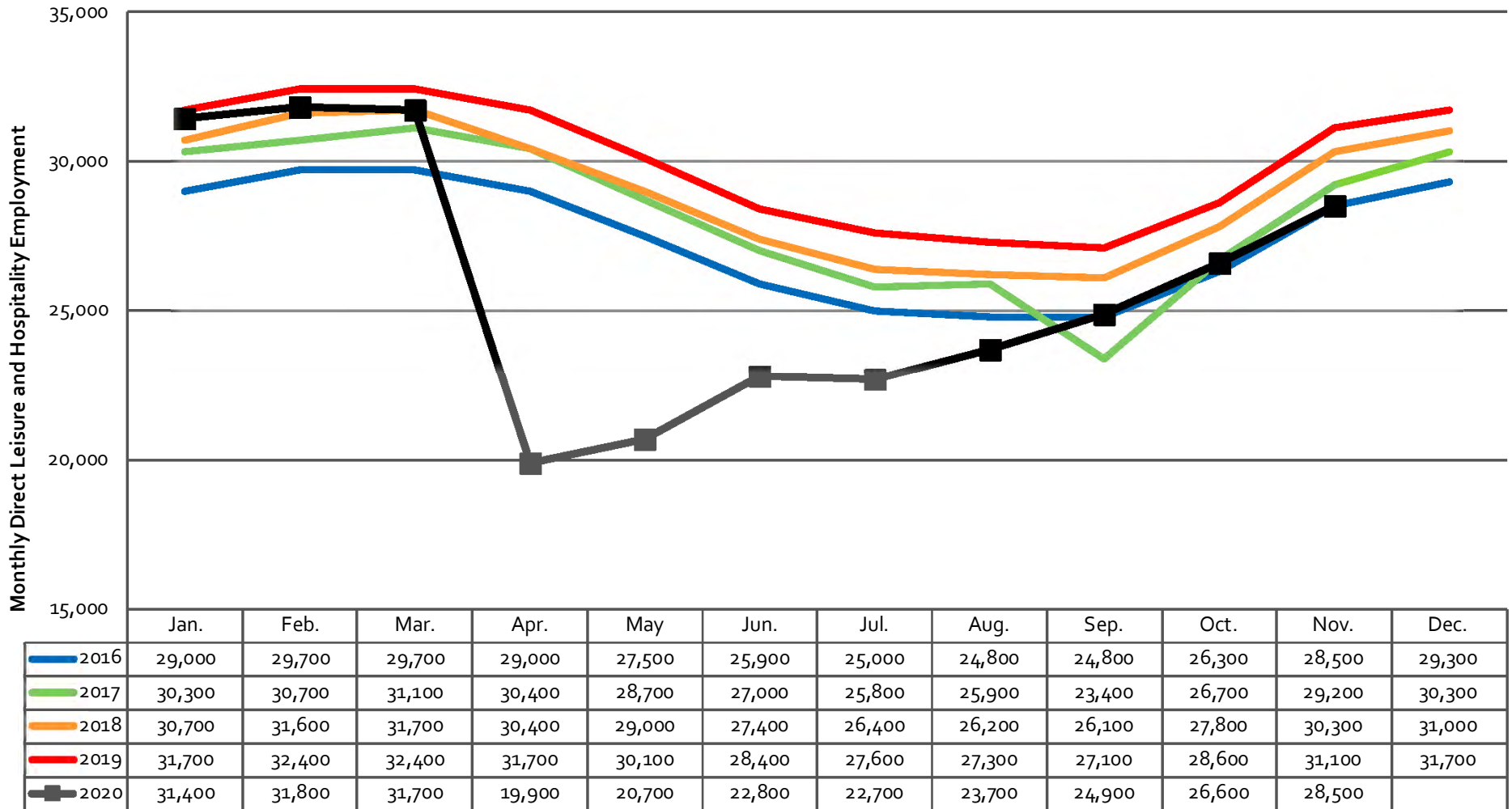


## Industry Data: 2016 - 2020



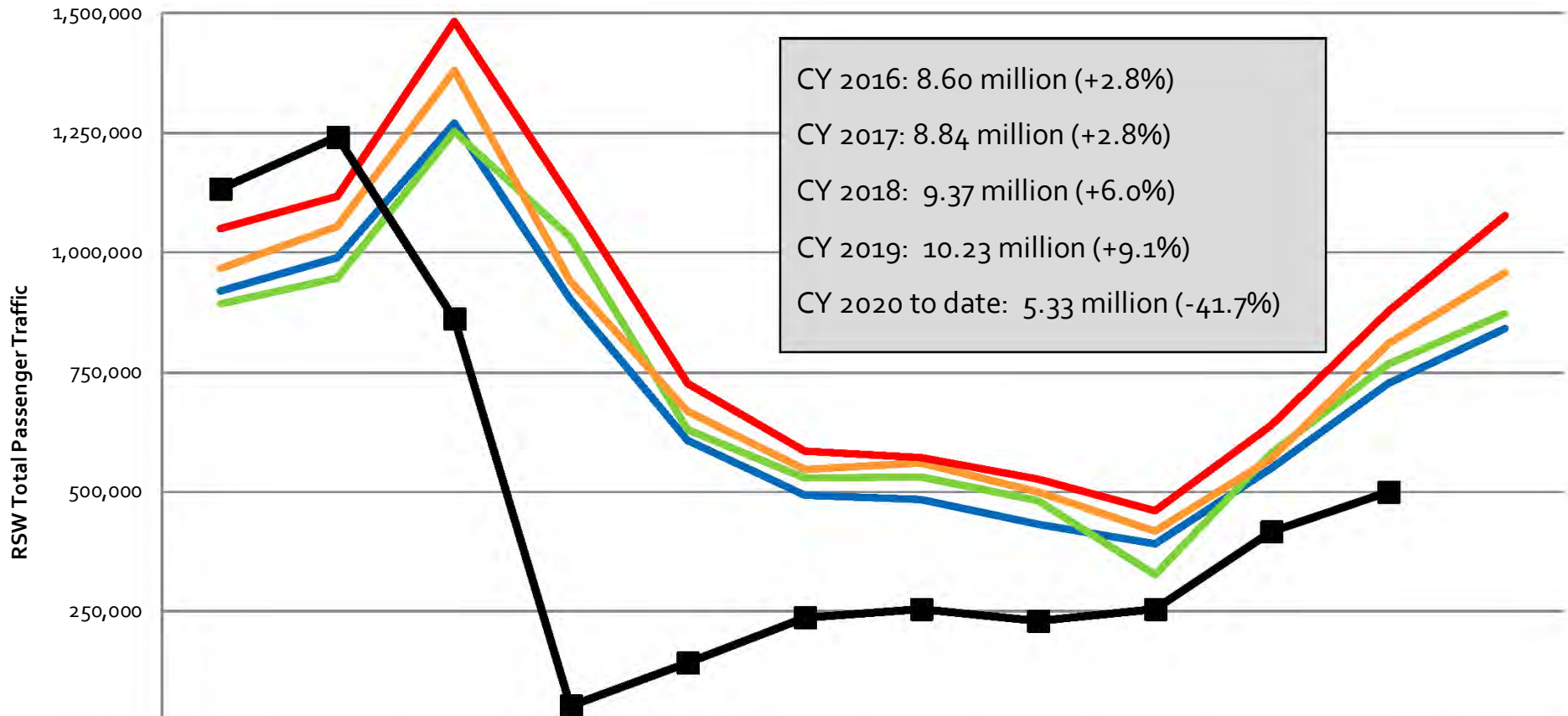


Collier Direct Leisure and Hospitality Employment (Calendar Year) \*



\* 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



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
2016	918,929	989,845	1,269,961	900,594	606,833	492,413	484,074	431,729	391,844	550,316	727,634	840,501
2017	892,905	946,079	1,252,124	1,032,783	629,321	528,383	530,428	481,185	327,466	581,317	767,064	873,494
2018	965,981	1,053,817	1,379,728	939,957	668,665	546,159	561,039	501,023	418,256	569,553	810,283	958,717
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	