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Naples, Marco Island, Everglades Convention and Visitors Bureau
February 2021 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.

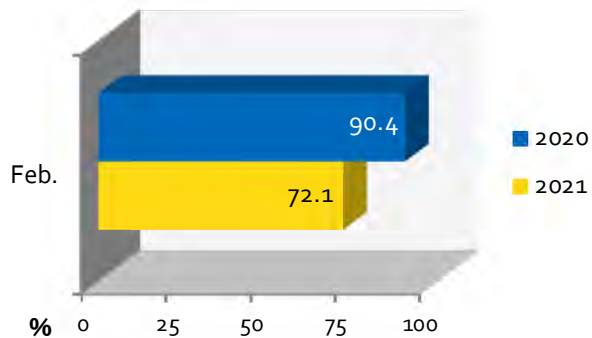
www.ResearchDataLLC.com

March 2021

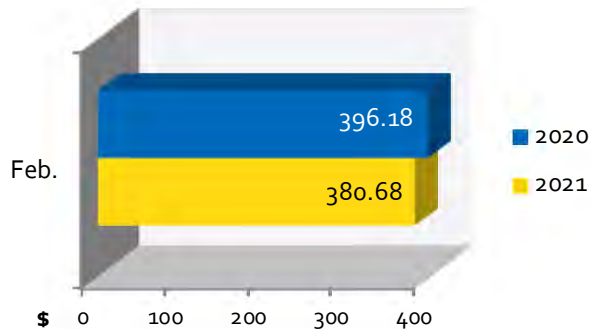
H/M/C+ Visitor Statistics	Year to Date (January – February)			February		
	2020	2021	% Δ '20/'21	2020	2021	% Δ '20/'21
Visitors (#)	429,800	353,400	-17.8	225,800	187,400	-17.0
Room Nights	548,400	419,000	-23.6	287,300	227,500	-20.8
Direct Exp. (\$)	\$365,294,300	\$294,286,500	-19.4	\$220,191,100	\$176,416,500	-19.9
Total Eco. Impact (\$)	\$544,653,800	\$438,781,200	-19.4	\$328,304,900	\$263,037,000	-19.9

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

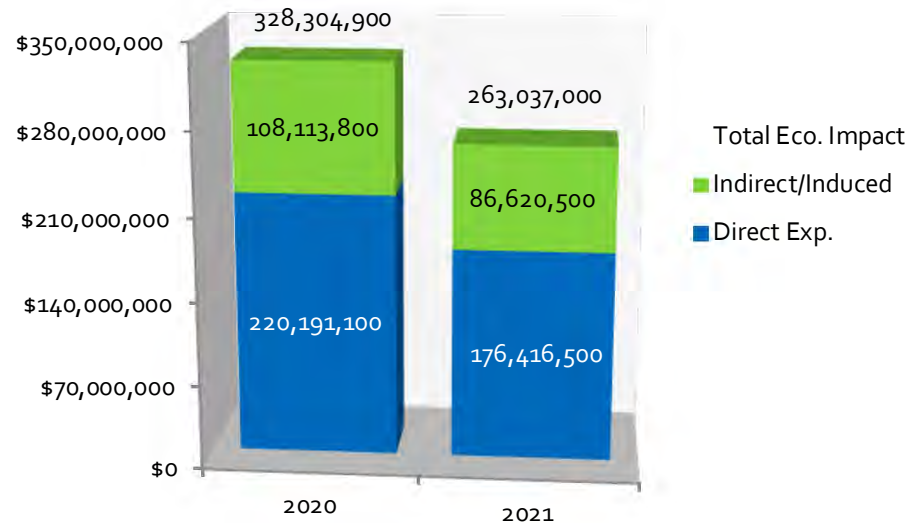
February Occupancy



February Room Rates



February Economic Impact



February

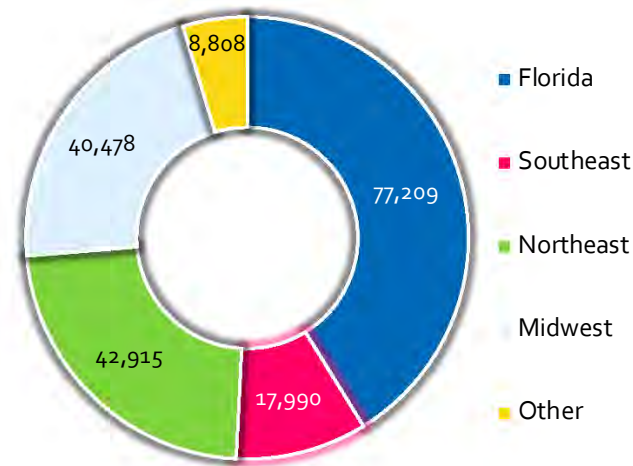
Lodging Statistics	2020	2021	% Δ '20/'21
Occupancy	90.4%	72.1%	-20.2
Room Rates	\$396.18	\$380.68	-3.9
RevPAR	\$358.15	\$274.47	-23.4

February 2021 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	22.1%	49,902	41.2%	77,209	+54.7
Southeast	8.0	18,064	9.6	17,990	-0.4
Northeast	27.0	60,966	22.9	42,915	-29.6
Midwest	20.4	46,063	21.6	40,478	-12.1
Canada*	3.8	8,580	0.0	0	-100.0
Europe*	12.6	28,451	0.0	0	-100.0
Other	6.1	13,774	4.7	8,808	-36.1
Total	100.0	225,800	100.0	187,400	-17.0

* February 2021 Canadian and European visitation was too small to measure.

February 2021 Visitor Origins



Naples, Marco Island, Everglades Visitor Profile | February 2021

Transportation Mode (Multiple Response)	February 2020	February 2021	
Personal Car	27.7%	55.9%	↑
Plane	71.6	42.9	↓
Rental Car	62.4	39.0	↓

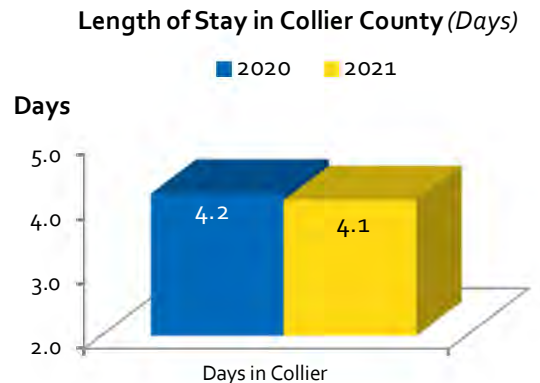
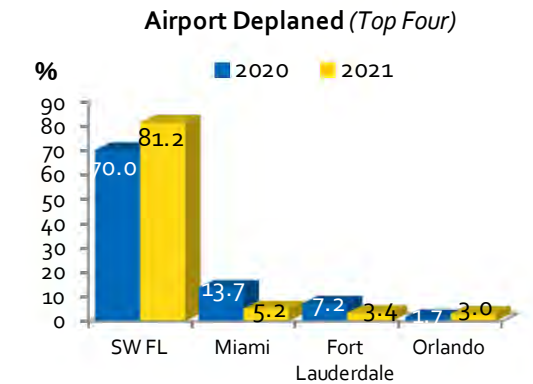
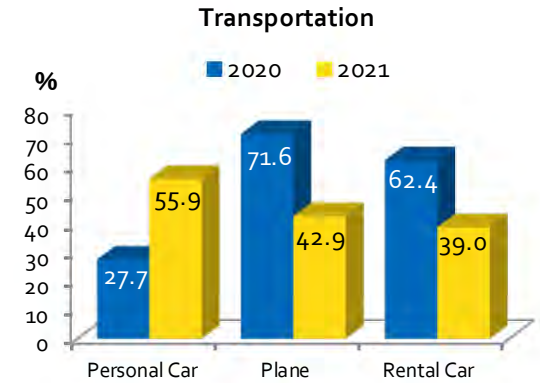
Airport Deplened (Base: Flew)	February 2020	February 2021	
Southwest Florida International	70.0%	81.2%	↑
Miami International	13.7	5.2	↓
Ft. Lauderdale International	7.2	3.4	↓
Orlando International/Sanford	1.7	3.0	↑
Tampa International	3.1	2.0	↓

Purpose of Trip (Multiple Response)	February 2020	February 2021	
Vacation/Weekend Getaway	73.3%	88.2%	↑
Group Travel	37.8	11.1	↓
Visit with Friends and Relatives	11.2	9.9	↓
Special Event	7.4	3.2	↓

First Visit to (% yes)	February 2020	February 2021	
Collier County	34.7%	36.0%	↑
Florida	3.7	1.2	↓

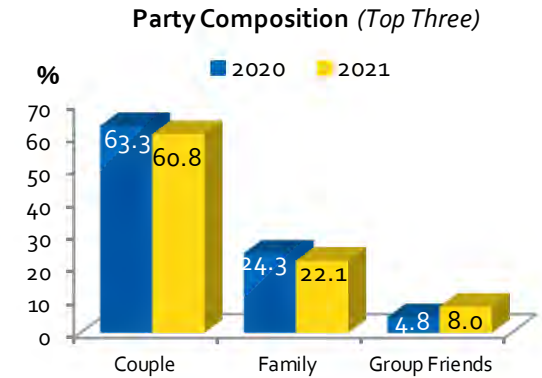
Length of Stay (Days)	February 2020	February 2021	
In Collier County	4.2	4.1	↓

Party Size	February 2020	February 2021	
Number of People	2.6	2.6	—

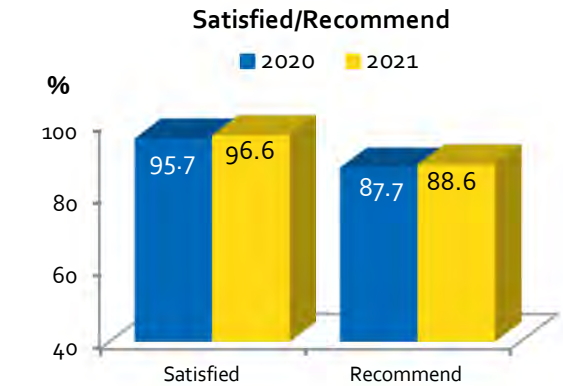


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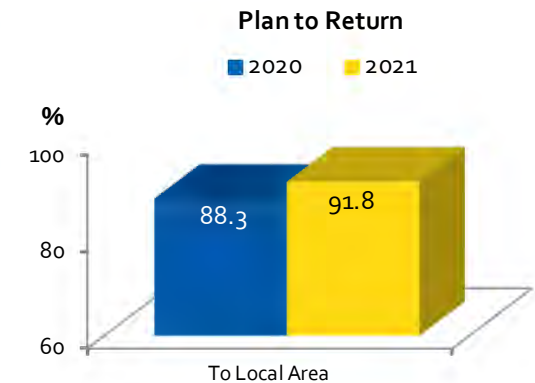
Party Composition (Multiple Response)	February 2020	February 2021	
Couple	63.3%	60.8%	↓
Family	24.3	22.1	↓
Group of Friends	4.8	8.0	↑
Single	12.2	3.5	↓
Group of Couples	4.0	3.5	↓



Did Party Have Lodging Reservations for Stay	February 2020	February 2021	
% Yes	97.5%	98.9%	↑



Expense Relative to Expectations	February 2020	February 2021	
More Expensive	15.9%	15.0%	↓
Less Expensive	2.2	7.0	↑
As Expected	73.9	72.1	↓



Satisfaction with Collier County	February 2020	February 2021	
Very Satisfied	86.2%	90.7%	↑
Satisfied	9.5	5.9	↓
Satisfaction Level (Combined)	95.7%	96.6%	↑

Recommend Collier to Friends/Relatives	February 2020	February 2021	
% Yes	87.7%	88.6%	↑

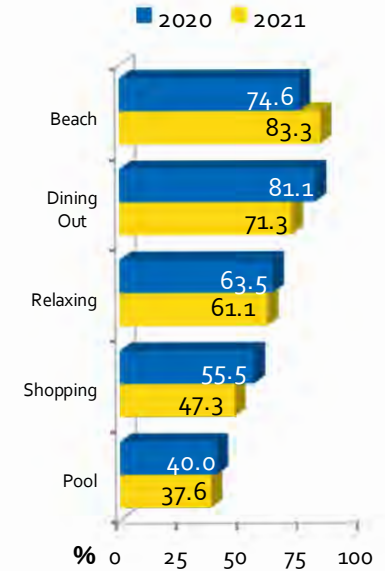
Plan to Return (% Yes)	February 2020	February 2021	
To Local Area	88.3%	91.8%	↑

Naples, Marco Island, Everglades Visitor Profile | February 2021

Activities Enjoyed in Area (Multiple Response)

	February 2020	February 2021	
Beach	74.6%	83.3%	↑
Dining Out	81.1	71.3	↓
Relaxing	63.5	61.1	↓
Shopping	55.5	47.3	↓
Pool	40.0	37.6	↓
Sunsets	29.9	34.9	↑
Enjoying Nature/Bird Watching/Everglades	24.1	29.5	↑
Walking	24.6	21.2	↓
Reading	17.2	20.9	↑
2Sunning	14.1	19.8	↑
Visiting with Friends/Relatives	18.0	16.0	↓
Swimming	8.2	14.1	↑
Sightseeing	11.1	11.6	↑
Bars/Nightlife	18.4	9.9	↓
Boating	9.4	9.2	↓
Golfing	11.4	8.1	↓
Fishing	12.2	7.0	↓
Art Galleries/Shows/Fairs	19.2	5.3	↓

Activities Enjoyed in Area (Top Five)



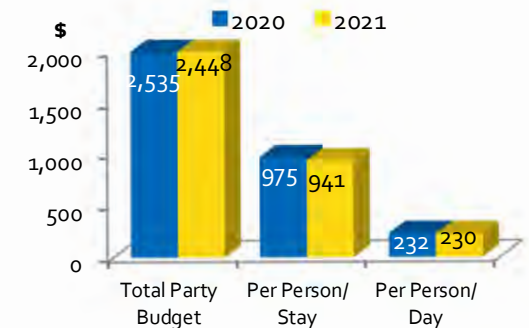
Demographics

	February 2020	February 2021	
Average Age Head of Household (Years)	52.3	52.9	↑
Median Annual Household Income	\$173,333	\$167,675	↓

Collier Base Budget

	February 2020	February 2021	
Total	\$2,535.42	\$2,447.61	↓
Per Person/Stay	975.16	941.39	↓
Per Person/Day	232.18	229.61	↓

Collier Base Budgets

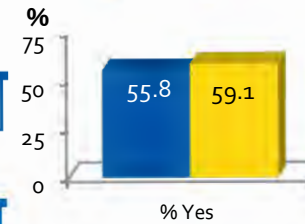


Naples, Marco Island, Everglades Visitor Profile | February 2021

Area Information Seen/Read/Heard	February 2020	February 2021	
% Yes	55.8%	59.1%	↑
Directly Influenced by Information (Base: Seen/Read/Heard Area Information)			
	February 2020	February 2021	
% Yes	45.1%	48.9%	↑
Why Chose the Area (Multiple Response)			
	February 2020	February 2021	
Beach Area	50.9%	54.9%	↑
Weather	49.1	51.9	↑
Relaxing	33.6	35.0	↑
Previous Experience	34.6	31.8	↓
Outdoor Recreation/Nature	27.0	28.0	↑
Appealing Brochures/Websites	20.2	27.0	↑
Quality of Accommodations	25.7	26.7	↑
Restaurants	28.1	21.6	↓
Quiet/Peaceful/Laid Back	24.5	21.4	↓
Recommendation	24.7	20.9	↓
Never Been	22.8	17.3	↓
Not Crowded	7.8	10.7	↑
Business/Meeting/Conference	37.0	8.3	↓
Internet Use			
	February 2020	February 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	96.7%	97.4%	↑
Book Reservations for Trip Online (%Yes)	77.7	85.0	↑

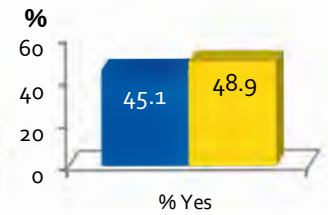
Seen/Read/Heard

■ 2020 ■ 2021



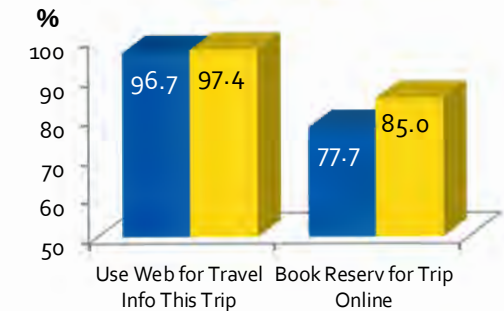
Info. Influenced

■ 2020 ■ 2021



Internet Use

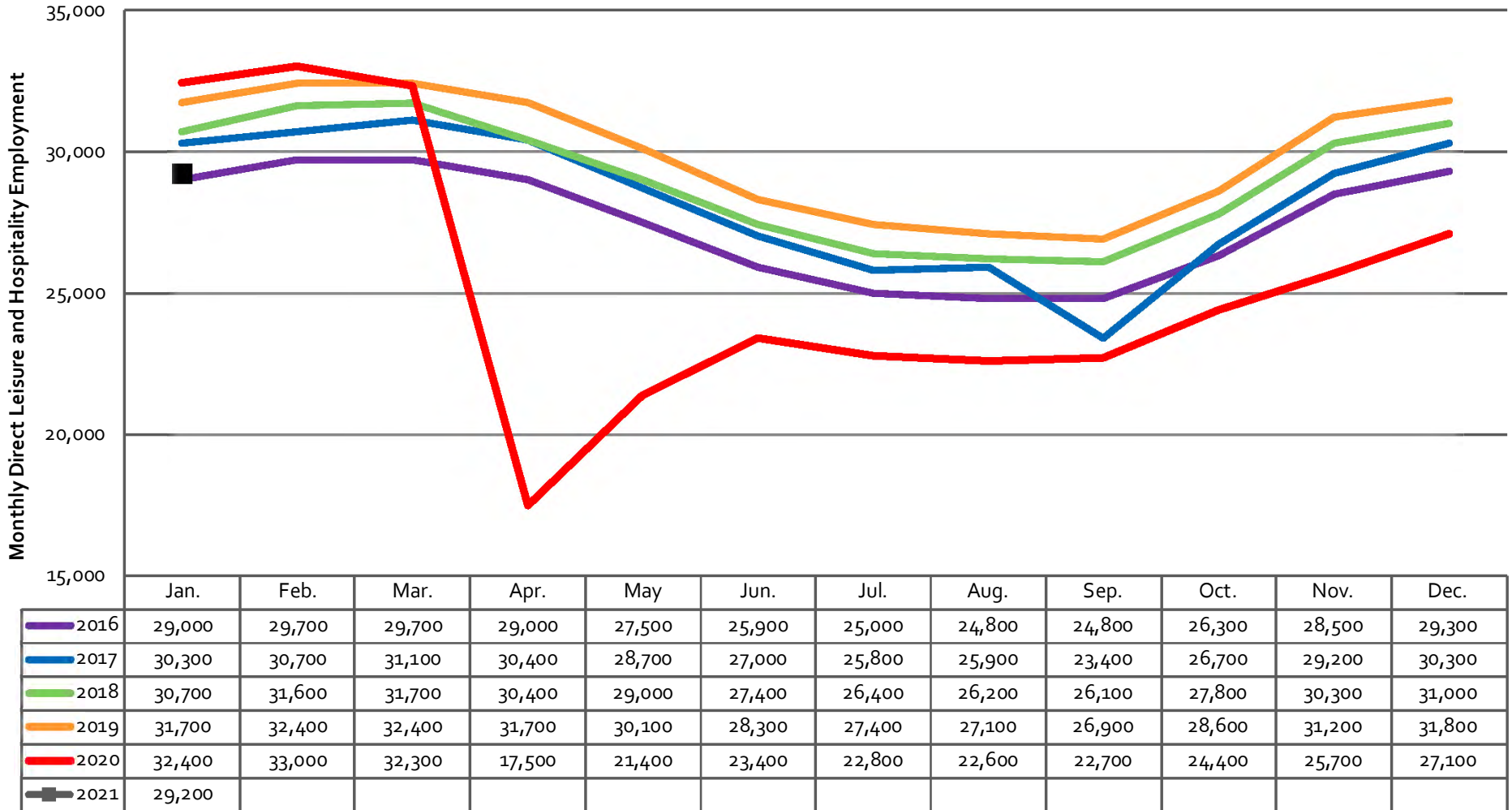
■ 2020 ■ 2021



Industry Data: *2016 - 2021*

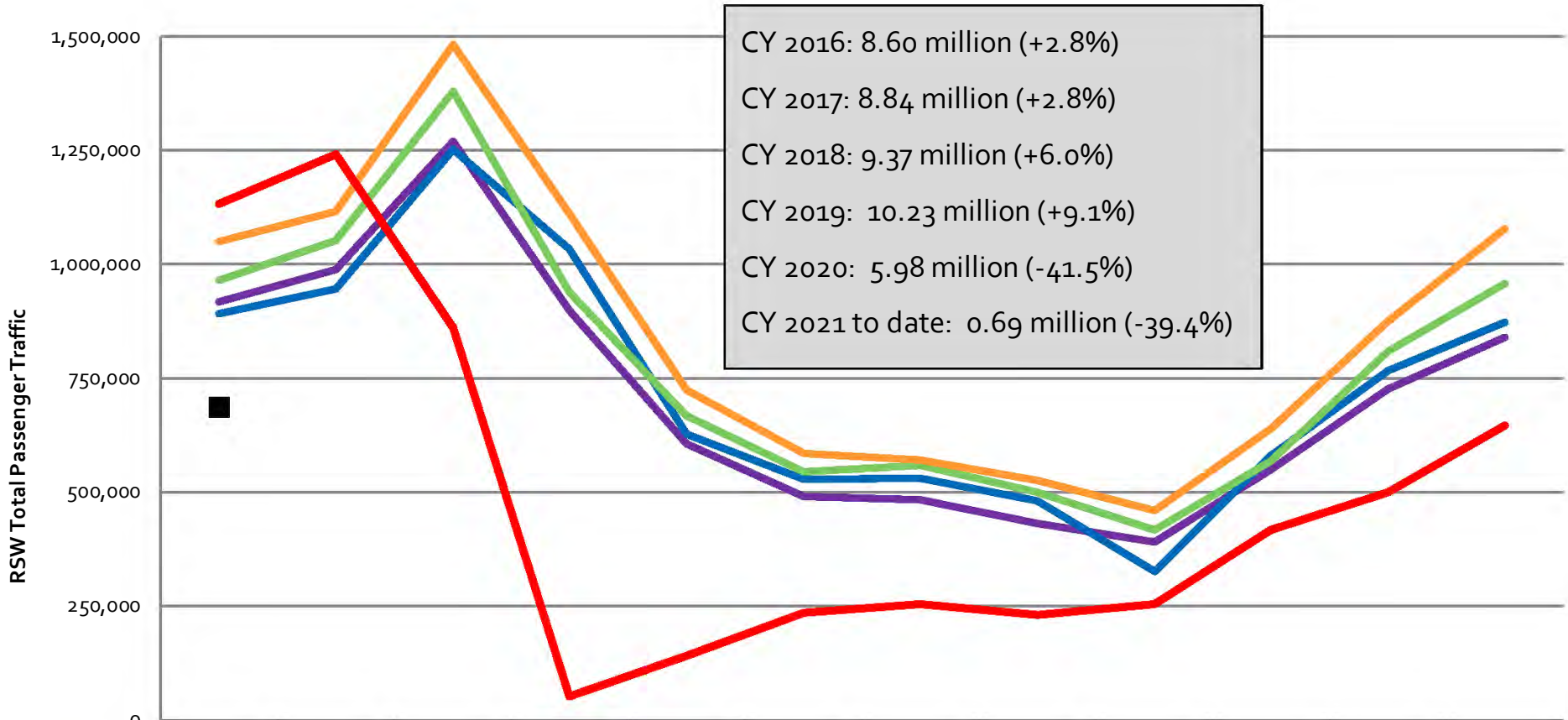


Collier Direct Leisure and Hospitality Employment (Calendar Year) *



* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector. (June 2019 through December 2020 employment projections revised as of March 15, 2021 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	648,011
2021	686,563											