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## Naples, Marco Island, Everglades Convention and Visitors Bureau January 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](http://www.ResearchDataLLC.com)

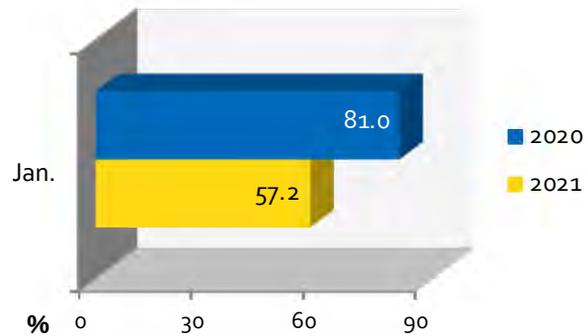
February 2021

# Naples, Marco Island, Everglades Visitor Profile January 2021

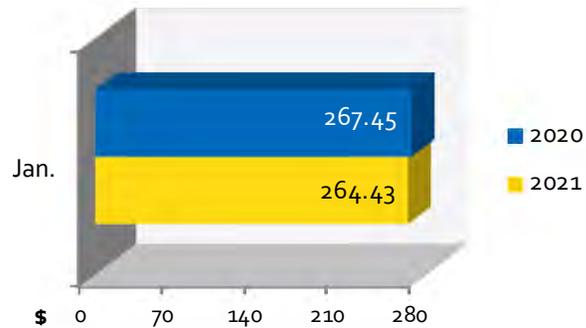
H/M/C+ Visitor Statistics	Calendar Year (January – December)			January		
	2019	2020	% Δ '19/'20	2020	2021	% Δ '20/'21
Visitors (#)	1,928,600	1,425,000	-26.1	204,000	166,000	-18.6
Room Nights	2,532,900	1,820,900	-28.1	261,100	191,500	-26.7
Direct Exp. (\$)	\$1,552,496,600	\$1,090,736,000	-29.7	\$145,103,200	\$117,870,000	-18.8
<b>Total Eco. Impact (\$)</b>	<b>\$2,314,772,300</b>	<b>\$1,626,287,500</b>	<b>-29.7</b>	<b>\$216,348,900</b>	<b>\$175,744,200</b>	<b>-18.8</b>

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

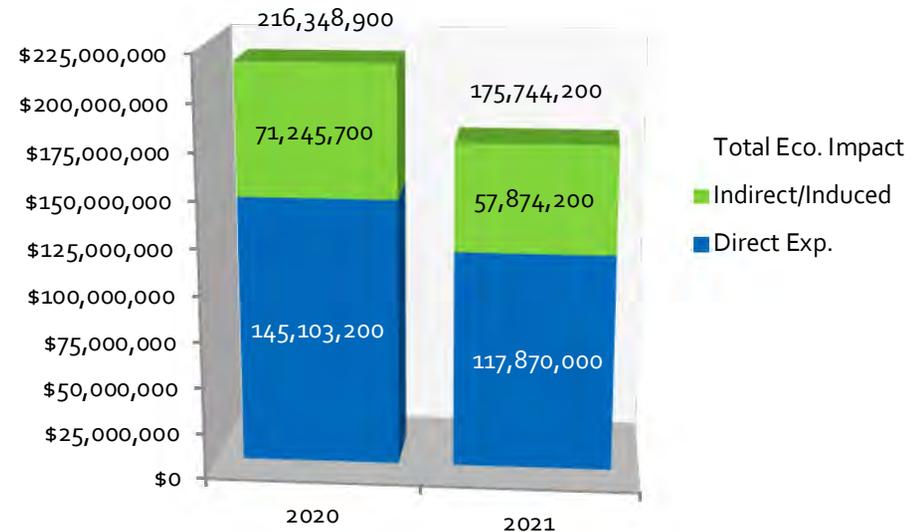
January Occupancy



January Room Rates



January Economic Impact



January

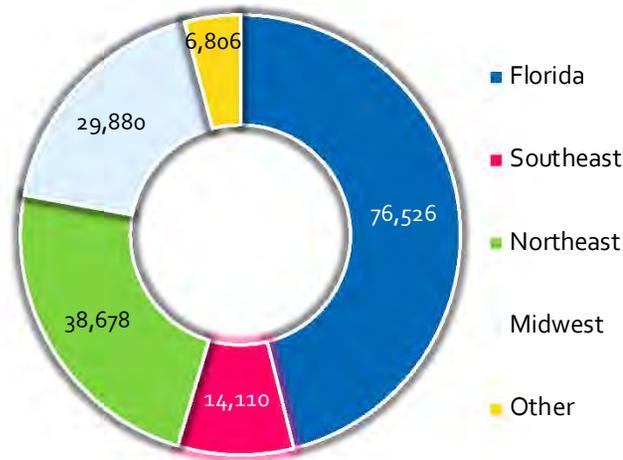
Lodging Statistics	2020	2021	% Δ '20/'21
Occupancy	81.0%	57.2%	-29.4
Room Rates	\$267.45	\$264.43	-1.1
RevPAR	\$216.63	\$151.25	-30.2

## January 2020 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	30.9%	63,036	46.1%	76,526	+21.4
Southeast	6.4	13,056	8.5	14,110	+8.1
Northeast	28.1	57,324	23.3	38,678	-32.5
Midwest	16.6	33,864	18.0	29,880	-11.8
Canada*	1.6	3,264	0.0	0	-100.0
Europe*	11.8	24,072	0.0	0	-100.0
Other	4.6	9,384	4.1	6,806	-27.5
<b>Total</b>	<b>100.0</b>	<b>204,000</b>	<b>100.0</b>	<b>166,000</b>	<b>-18.6</b>

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

## January 2021 Visitor Origins



# Naples, Marco Island, Everglades Visitor Profile | January 2021

Transportation Mode (Multiple Response)	January 2020	January 2021	
Personal Car	30.6%	62.5%	↑
Plane	69.0	36.5	↓
Rental Car	61.1	34.5	↓

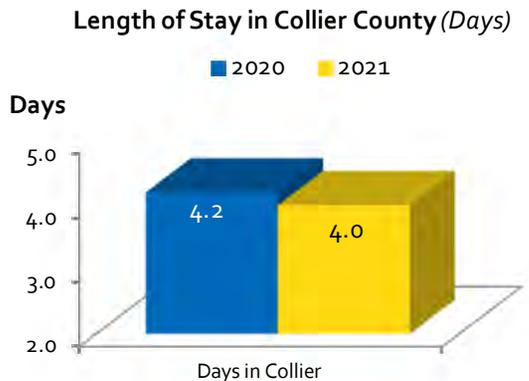
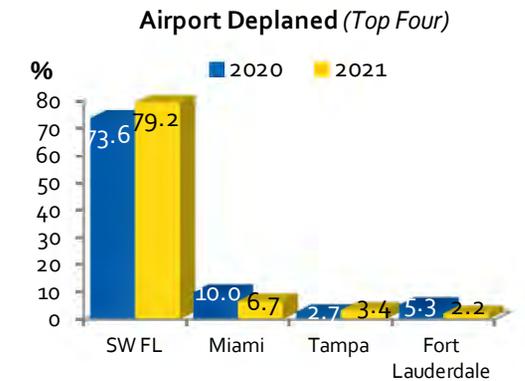
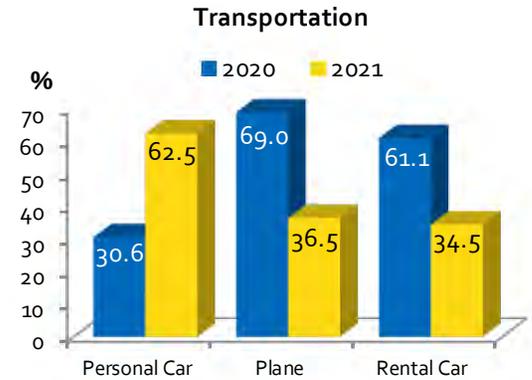
Airport Deplened (Base: Flew)	January 2020	January 2021	
Southwest Florida International	73.6%	79.2%	↑
Miami International	10.0	6.7	↓
Tampa International	2.7	3.4	↑
Ft. Lauderdale International	5.3	2.2	↓
Orlando International/Sanford	3.6	2.0	↓

Purpose of Trip (Multiple Response)	January 2020	January 2021	
Vacation/Weekend Getaway	73.6%	87.3%	↑
Group Travel	41.5	14.6	↓
Visit with Friends and Relatives	13.2	11.2	↓
Special Event	8.6	1.4	↓

First Visit to (% yes)	January 2020	January 2021	
Collier County	40.6%	31.5%	↓
Florida	7.8	6.3	↓

Length of Stay (Days)	January 2020	January 2021	
In Collier County	4.2	4.0	↓

Party Size	January 2020	January 2021	
Number of People	2.5	2.6	↑



# Naples, Marco Island, Everglades Visitor Profile | January 2021

<b>Party Composition</b> <i>(Multiple Response)</i>	January 2020	January 2021	
Couple	68.0%	70.2%	↑
Family	20.9	19.4	↓
Single	14.0	4.9	↓
Extended Family	3.9	3.0	↓
Group of Friends	3.1	2.1	↓

<b>Did Party Have Lodging Reservations for Stay</b>	January 2020	January 2021	
% Yes	96.7%	97.4%	↑

<b>Expense Relative to Expectations</b>	January 2020	January 2021	
More Expensive	12.5%	15.7%	↑
Less Expensive	1.8	1.1	↓
As Expected	72.7	80.3	↑

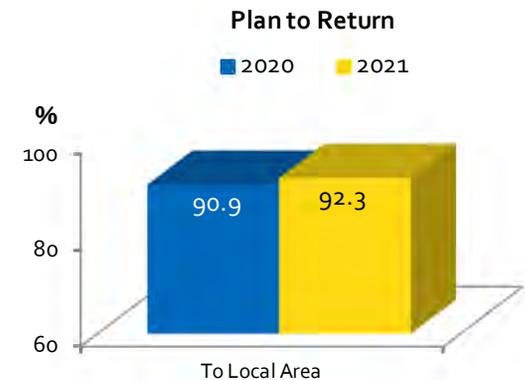
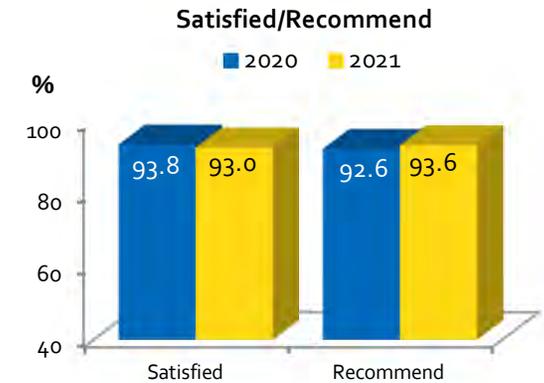
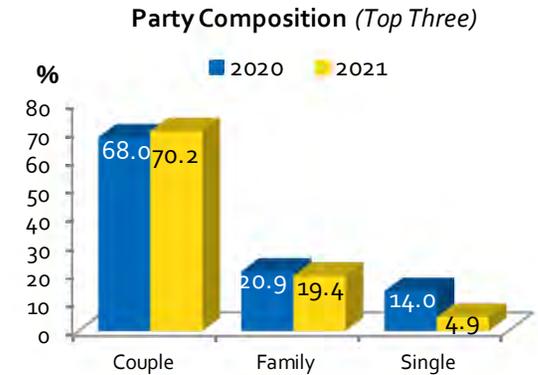
<b>Satisfaction with Collier County</b>	January 2020	January 2021	
Very Satisfied	89.7%	81.7%	↓
Satisfied	4.1	11.3	↑
<b>Satisfaction Level (Combined)</b>	<b>93.8%</b>	<b>93.0%</b>	↓

<b>Recommend Collier to Friends/Relatives</b>	January 2020	January 2021	
% Yes	92.6%	93.6%	↑

<b>Plan to Return (% Yes)</b>	January 2020	January 2021	
To Local Area	90.9%	92.3%	↑

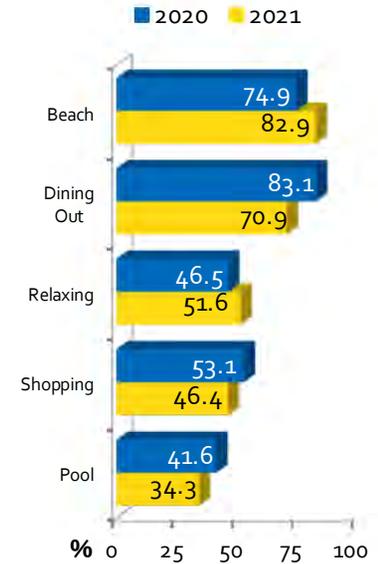


# Naples, Marco Island, Everglades Visitor Profile | January 2021

## Activities Enjoyed in Area (Multiple Response)

	January 2020	January 2021	
Beach	74.9%	82.9%	↑
Dining Out	83.1	70.9	↓
Relaxing	46.5	51.6	↑
Shopping	53.1	46.4	↓
Pool	41.6	34.3	↓
Sunsets	27.9	29.2	↑
Reading	24.3	21.1	↓
Enjoying Nature/Bird Watching/Everglades	18.6	20.5	↑
Walking	23.7	20.0	↓
Sunning	18.8	16.9	↓
Swimming	10.5	15.4	↑
Visiting with Friends/Relatives	21.6	15.0	↓
Golfing	12.5	11.1	↓
Sightseeing	17.9	11.0	↓
Boating	--	10.7	—
Bars/Nightlife	17.7	9.5	↓
Fishing	--	9.1	—
Art Galleries/Shows/Fairs	26.0	7.0	↓

Activities Enjoyed in Area (Top Five)



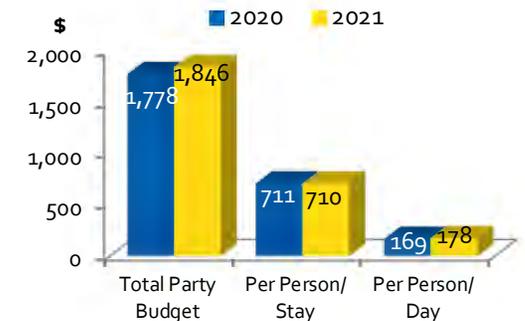
## Demographics

	January 2020	January 2021	
Average Age Head of Household (Years)	51.8	50.5	↓
Median Annual Household Income	\$161,224	\$158,134	↓

## Collier Base Budget

	January 2020	January 2021	
Total	\$1,778.22	\$1,846.16	↑
Per Person/Stay	711.29	710.06	↓
Per Person/Day	169.35	177.52	↑

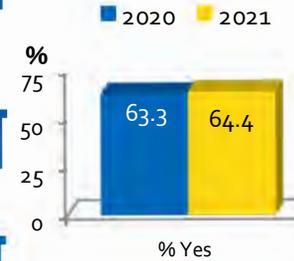
Collier Base Budgets



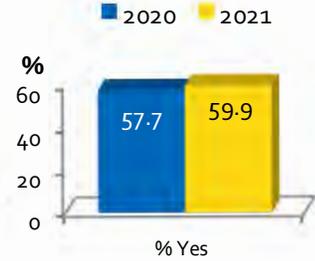
# Naples, Marco Island, Everglades Visitor Profile | January 2021

Area Information Seen/Read/Heard	January 2020	January 2021	
% Yes	63.3%	64.4%	↑
<b>Directly Influenced by Information</b> (Base: Seen/Read/Heard Area Information)			
	January 2020	January 2021	
% Yes	57.7%	59.9%	↑
<b>Why Chose the Area (Multiple Response)</b>			
	January 2020	January 2021	
Beach Area	53.1%	55.1%	↑
Weather	46.9	43.0	↓
Previous Experience	34.0	38.1	↑
Appealing Brochures/Websites	27.9	32.7	↑
Quiet/Peaceful/Laid Back	34.2	30.4	↓
Quality of Accommodations	29.3	30.0	↑
Outdoor Recreation/Nature	28.6	29.6	↑
Relaxing	27.3	26.7	↓
Restaurants	30.0	25.0	↓
Recommendation	25.0	22.5	↓
Not Crowded	18.6	20.0	↑
Business/Meeting/Conference	40.4	9.0	↓
Never Been	26.0	7.0	↓
<b>Internet Use</b>			
	January 2020	January 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	94.5%	94.9%	↑
Book Reservations for Trip Online (%Yes)	79.2	80.1	↑

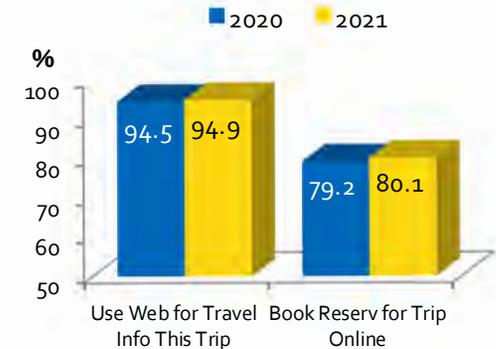
Seen/Read/Heard



Info. Influenced



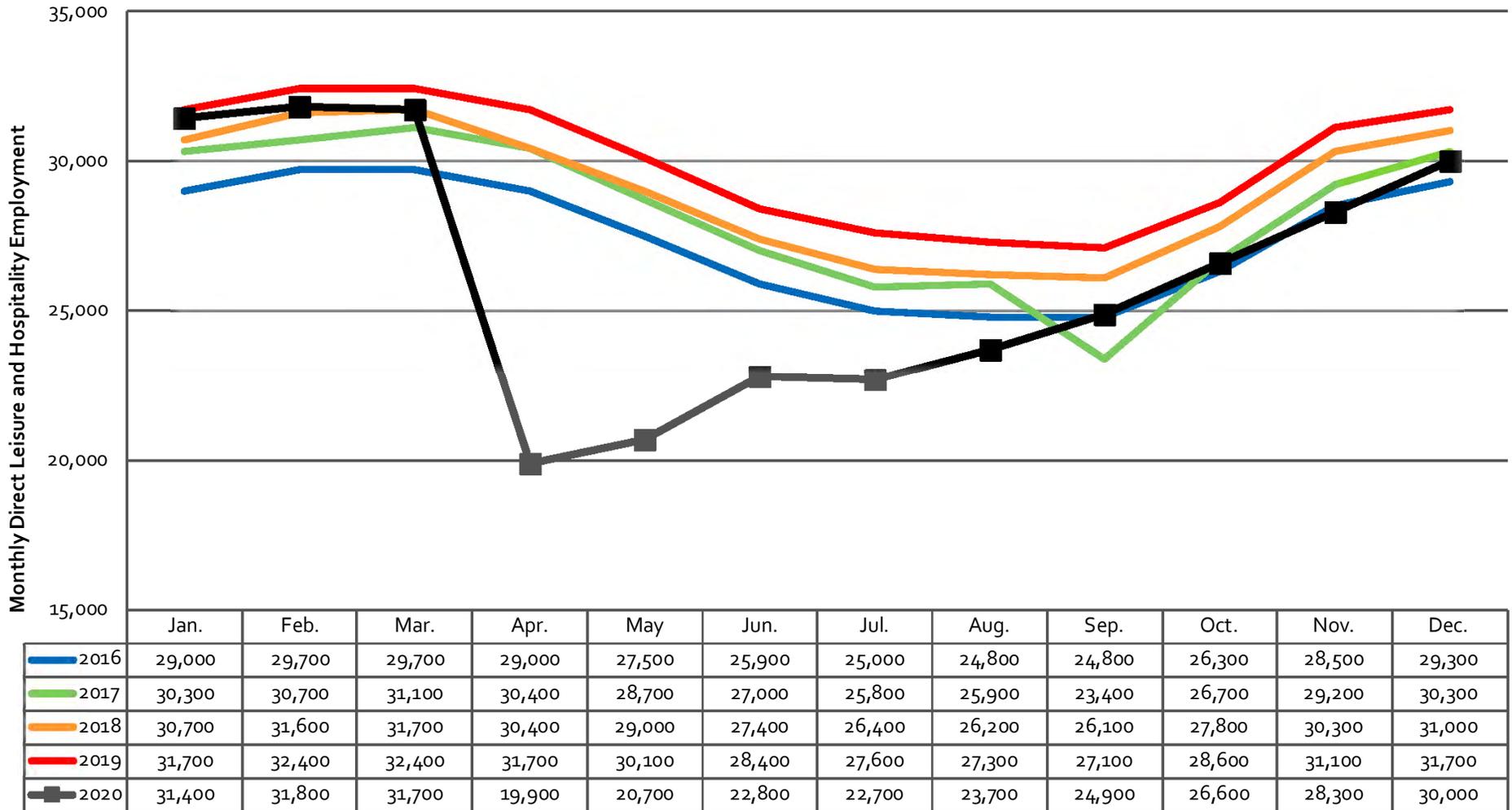
Internet Use



## Industry Data: 2016 - 2020

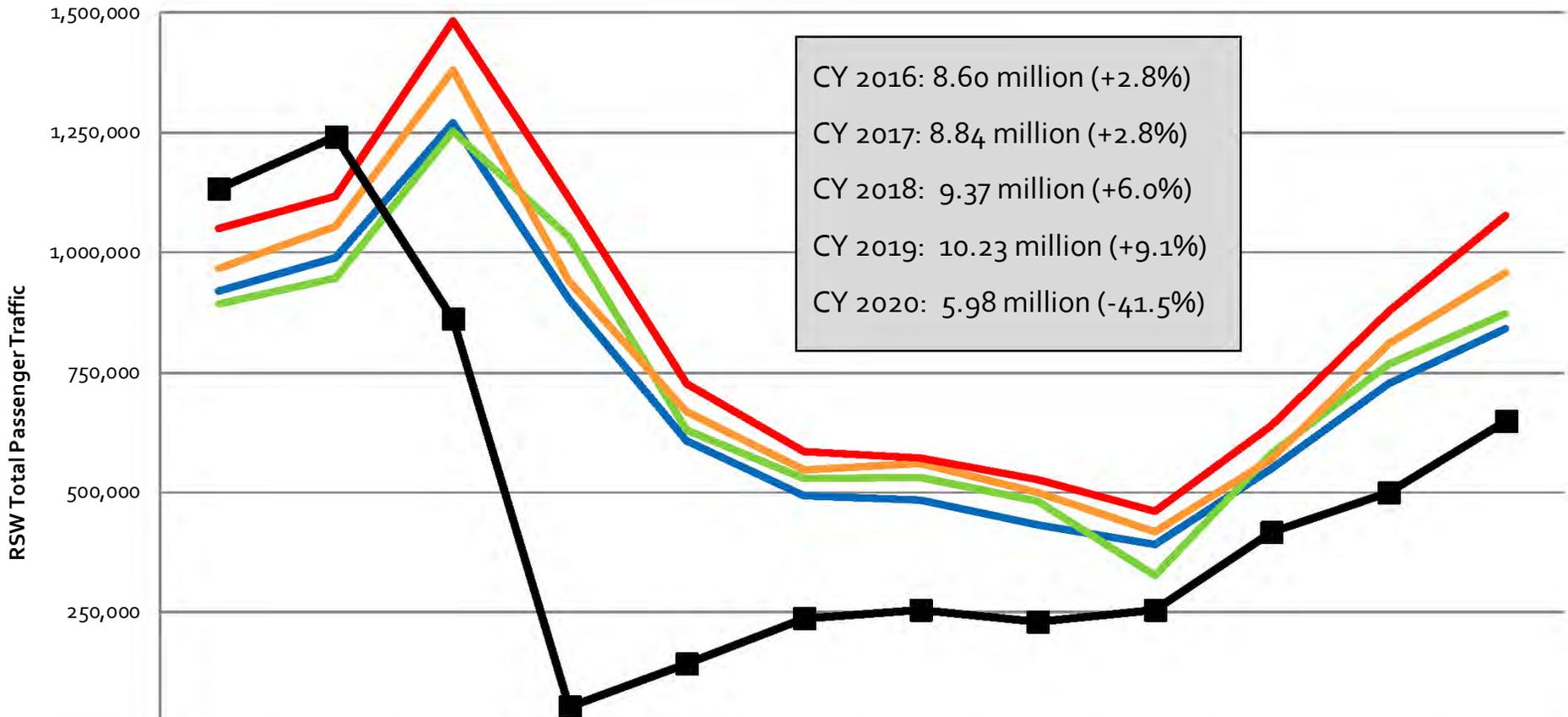


Collier Direct Leisure and Hospitality Employment (Calendar Year) \*



\* 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	648,011