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Naples, Marco Island, Everglades Convention and Visitors Bureau June 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.

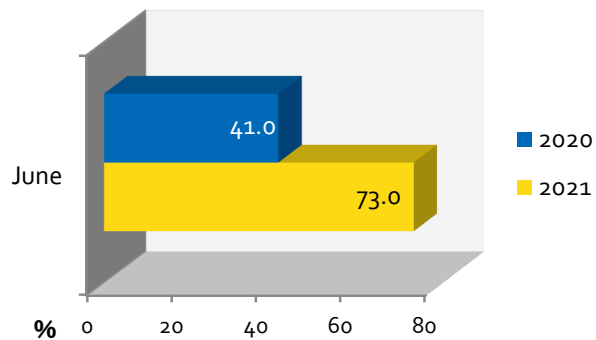
www.ResearchDataLLC.com

July 2021

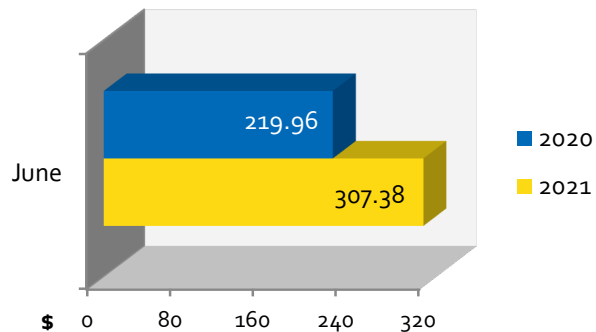
H/M/C+ Visitor Statistics	Year to Date (January – June)			June		
	2020	2021	% Δ '20/'21	2020	2021	% Δ '20/'21
Visitors (#)	748,600	1,066,800	+42.5	115,600	173,200	+49.8
Room Nights	952,000	1,400,300	+47.1	130,700	203,200	+55.5
Direct Exp. (\$)	\$623,807,900	\$1,035,543,700	+66.0	\$80,740,800	\$148,744,200	+84.2
Total Eco. Impact (\$)	\$930,097,600	\$1,543,995,700	+66.0	\$120,384,500	\$221,777,600	+84.2

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

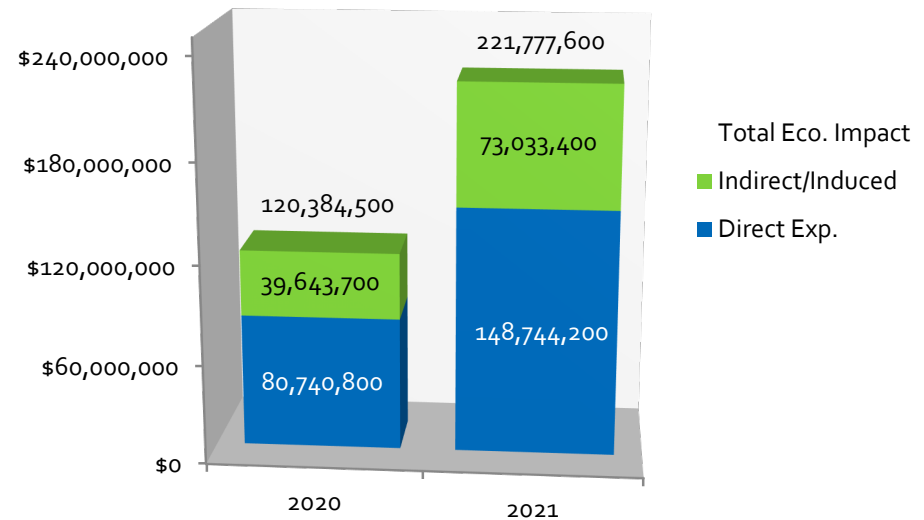
June Occupancy



June Room Rates



June Economic Impact



June

Lodging Statistics

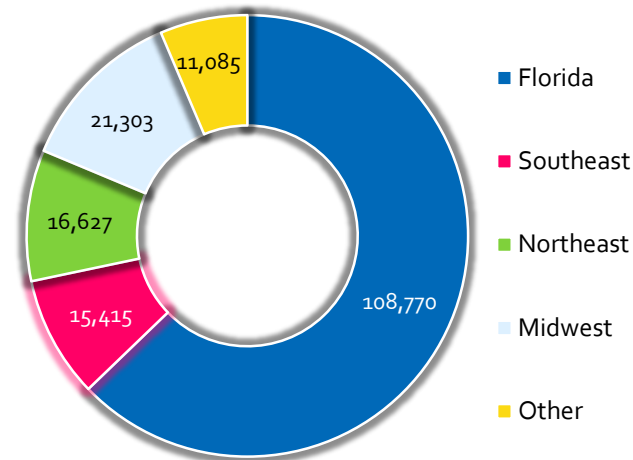
	2020	2021	% Δ '20/'21
Occupancy	41.0%	73.0%	+78.0
Room Rates	\$219.96	\$307.38	+39.7
RevPAR	\$91.18	\$224.39	+146.1

June 2021 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	81.0%	93,636	62.8%	108,770	+ 16.2
Southeast	4.1	4,740	8.9	15,415	+225.2
Northeast	6.7	7,745	9.6	16,627	+114.7
Midwest	4.6	5,318	12.3	21,303	+300.6
Canada*	0.0	0	0.0	0	n/a
Europe*	0.0	0	0.0	0	n/a
Other	3.6	4,161	6.4	11,085	+166.4
Total	100.0	115,600	100.0	173,200	+ 49.8

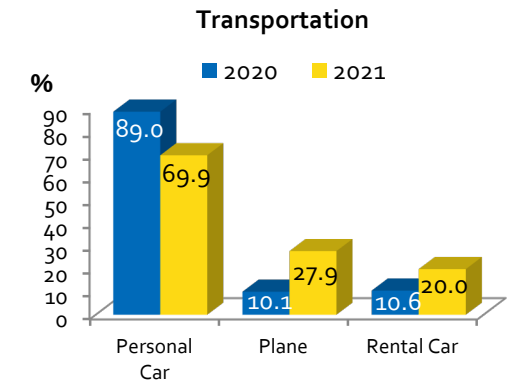
* June 2020 and 2021 Canadian and European visitation was too small to measure.

June 2021 Visitor Origins

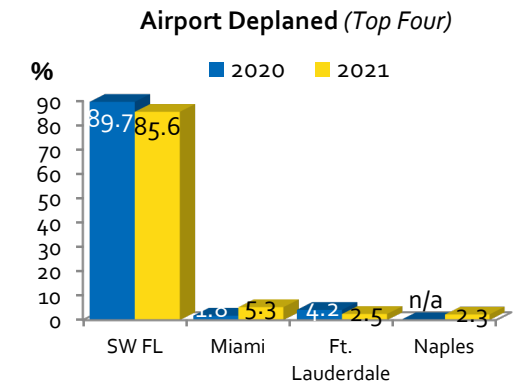


Naples, Marco Island, Everglades Visitor Profile | June 2021

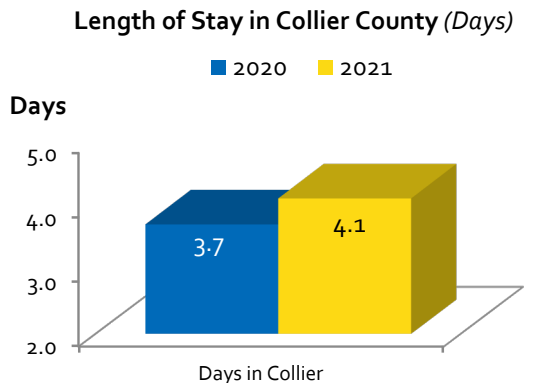
Transportation Mode (Multiple Response)	June 2020	June 2021	
Personal Car	89.0%	69.9%	↓
Plane	10.1	27.9	↑
Rental Car	10.6	20.0	↑



Airport Deplanned (Base: Flew)	June 2020	June 2021	
Southwest Florida International	89.7%	85.6%	↓
Miami International	1.8	5.3	↑
Ft. Lauderdale International	4.2	2.5	↓
Naples Airport	N/A	2.3	—
Tampa International	1.6	1.2	↓
Punta Gorda Airport	N/A	1.0	—



Purpose of Trip (Multiple Response)	June 2020	June 2021	
Vacation/Weekend Getaway	97.1%	88.3%	↓
Visit with Friends and Relatives	11.7	16.0	↑
Group Travel	2.4	15.3	↑
Special Event	N/A	5.8	—



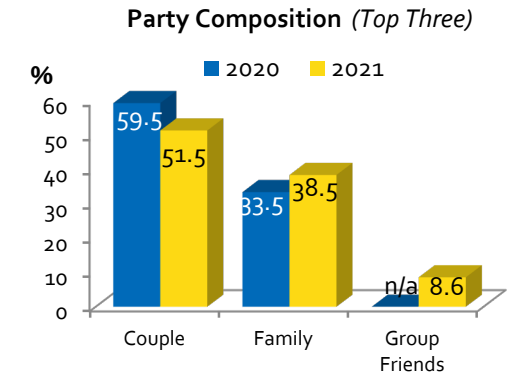
First Visit to (% yes)	June 2020	June 2021	
Collier County	26.9%	35.0%	↑
Florida	0.8	3.2	↑

Length of Stay (Days)	June 2020	June 2021	
In Collier County	3.7	4.1	↑

Party Size	June 2020	June 2021	
Number of People	2.6	2.7	↑

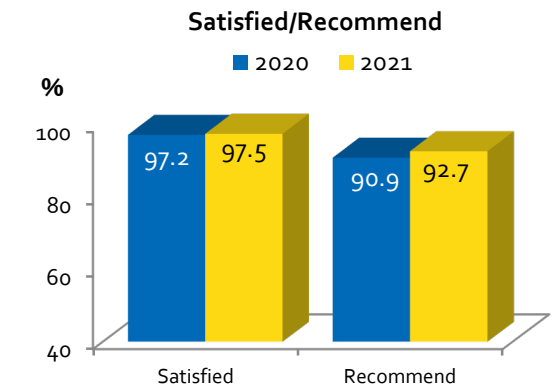
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Party Composition (Multiple Response)	June 2020	June 2021	
Couple	59.5%	51.5%	↓
Family	33.5	38.5	↑
Group of Friends	N/A	8.6	—
Single	3.2	6.7	↑



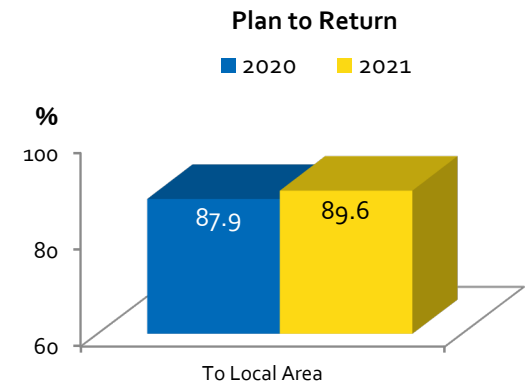
Did Party Have Lodging Reservations for Stay	June 2020	June 2021	
% Yes	98.1%	97.0%	↓

Expense Relative to Expectations	June 2020	June 2021	
More Expensive	7.5%	18.6%	↑
Less Expensive	1.9	8.2	↑
As Expected	77.5	67.6	↓



Satisfaction with Collier County	June 2020	June 2021	
Very Satisfied	67.9%	69.7%	↑
Satisfied	29.3	27.8	↓
Satisfaction Level (Combined)	97.2%	97.5%	↑

Recommend Collier to Friends/Relatives	June 2020	June 2021	
% Yes	90.9%	92.7%	↑

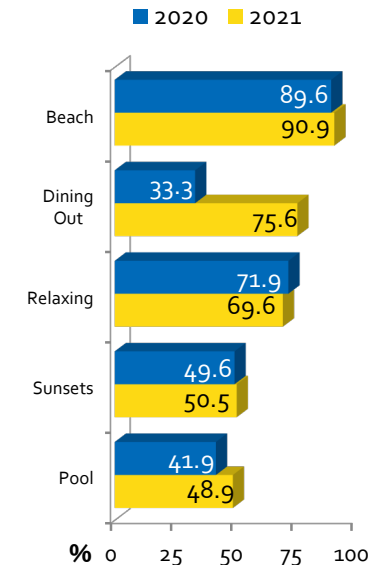


Plan to Return (% Yes)	June 2020	June 2021	
To Local Area	87.9%	89.6%	↑

Naples, Marco Island, Everglades Visitor Profile | June 2021

Activities Enjoyed in Area (Multiple Response)	June 2020	June 2021	
Beach	89.6%	90.9%	↑
Dining Out	33.3	75.6	↑
Relaxing	71.9	69.6	↓
Sunsets	49.6	50.5	↑
Pool	41.9	48.9	↑
Enjoying Nature/Bird Watching/Everglades	26.0	32.6	↑
Shopping	12.7	30.8	↑
Sunning	30.0	29.8	↓
Sightseeing	9.5	26.9	↑
Swimming	21.1	26.8	↑
Bars/Nightlife	N/A	19.8	—
Visiting with Friends/Relatives	12.9	19.6	↑
Reading	19.0	19.2	↑
Walking	13.8	16.4	↑
Boating	10.8	16.1	↑
Shelling	12.4	15.4	↑
Fishing	10.0	14.5	↑
Art Galleries/Shows/Fairs	N/A	8.1	—
Golfing	7.5	5.9	↓

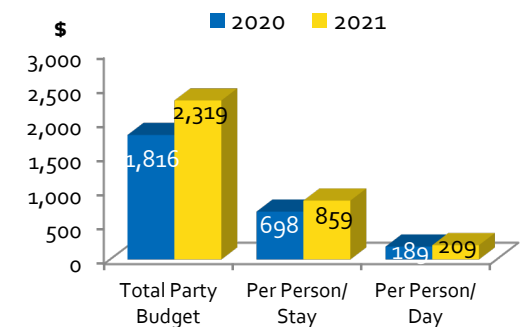
Activities Enjoyed in Area (Top Five)



Demographics	June 2020	June 2021	
Average Age Head of Household (Years)	48.1	46.9	↓
Median Annual Household Income	\$138,654	\$134,981	↓

Collier Base Budget	June 2020	June 2021	
Total	\$1,815.97	\$2,318.77	↑
Per Person/Stay	698.45	858.80	↑
Per Person/Day	188.77	209.46	↑

Collier Base Budgets



Naples, Marco Island, Everglades Visitor Profile | June 2021

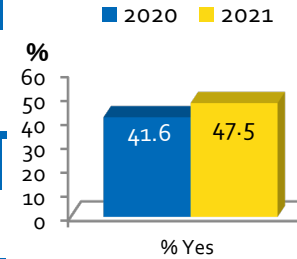
Area Information Seen/Read/Heard	June 2020	June 2021	
% Yes	41.6%	47.5%	↑

Directly Influenced by Information (Base: Seen/Read/Heard Area Information)	June 2020	June 2021	
% Yes	58.8%	60.9%	↑

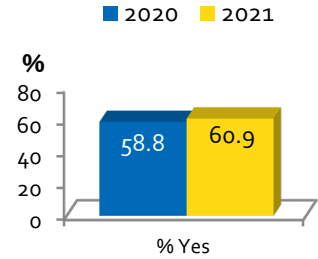
Why Chose the Area (Multiple Response)	June 2020	June 2021	
Beach Area	67.1%	67.8%	↑
Previous Experience	54.0	46.6	↓
Recommendation	33.6	38.2	↑
Quality of Accommodations	35.2	31.8	↓
Quiet/Peaceful/Laid Back	35.2	30.2	↓
Weather	31.6	28.2	↓
Outdoor Recreation/Nature	30.0	27.4	↓
Relaxing	30.7	26.9	↓
Appealing Brochures/Websites	22.4	26.4	↑
Not Crowded	29.4	25.2	↓
Restaurants	18.0	19.9	↑
Business/Meeting/Conference	4.4	13.1	↑
Never Been	10.5	12.0	↑

Internet Use	June 2020	June 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	98.0%	98.6%	↑
Book Reservations for Trip Online (%Yes)	83.9	88.9	↑

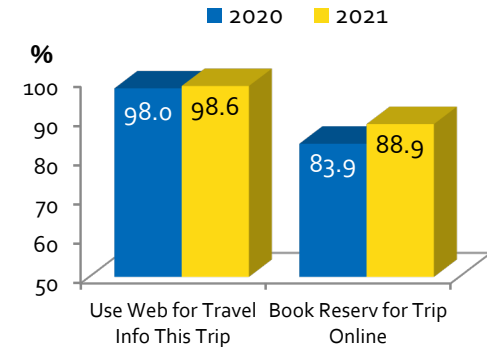
Seen/Read/Heard



Info. Influenced



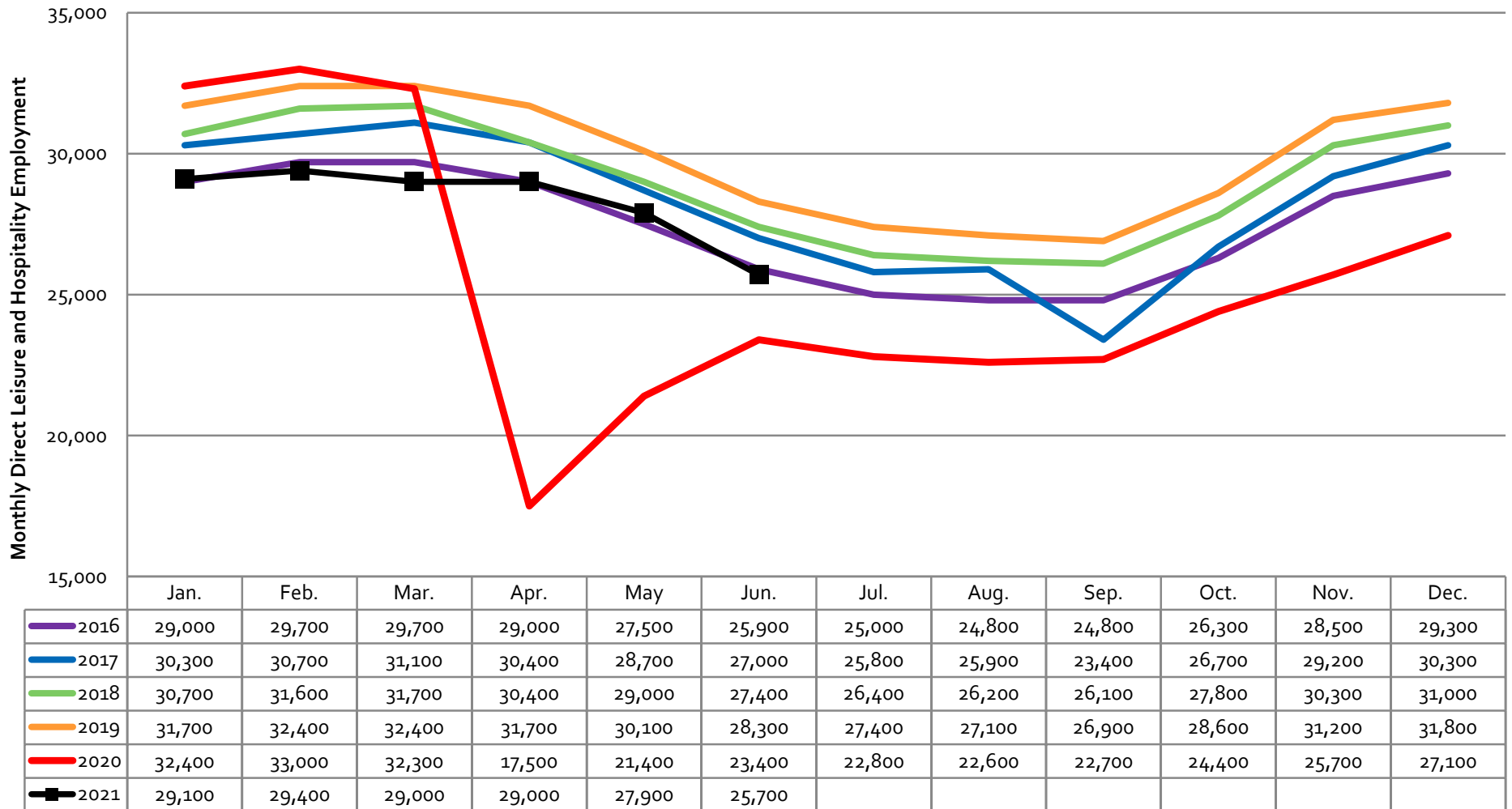
Internet Use



Industry Data: *2016 - 2021*

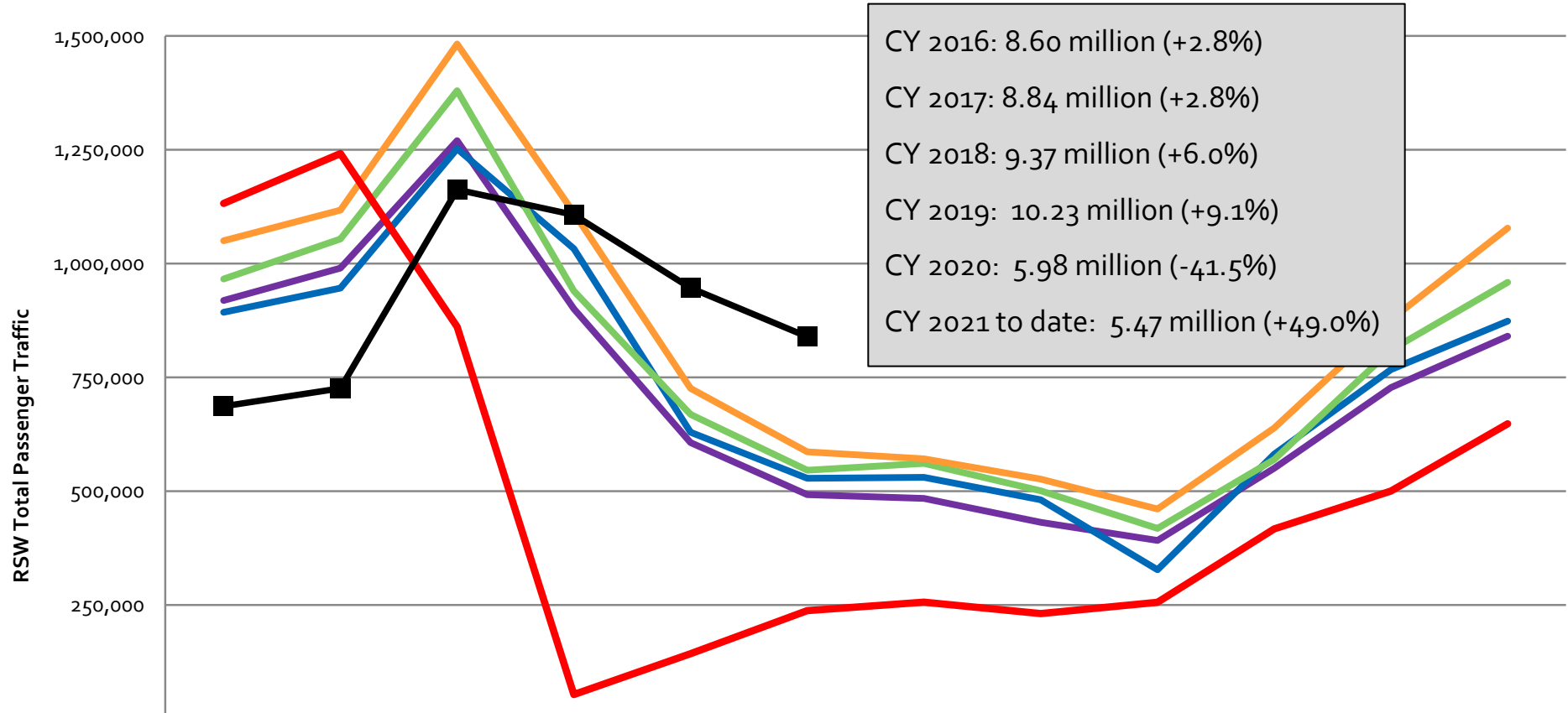


Collier Direct Leisure and Hospitality Employment (Calendar Year) *



* 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	725,735	1,162,342	1,107,004	946,366	839,377						