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

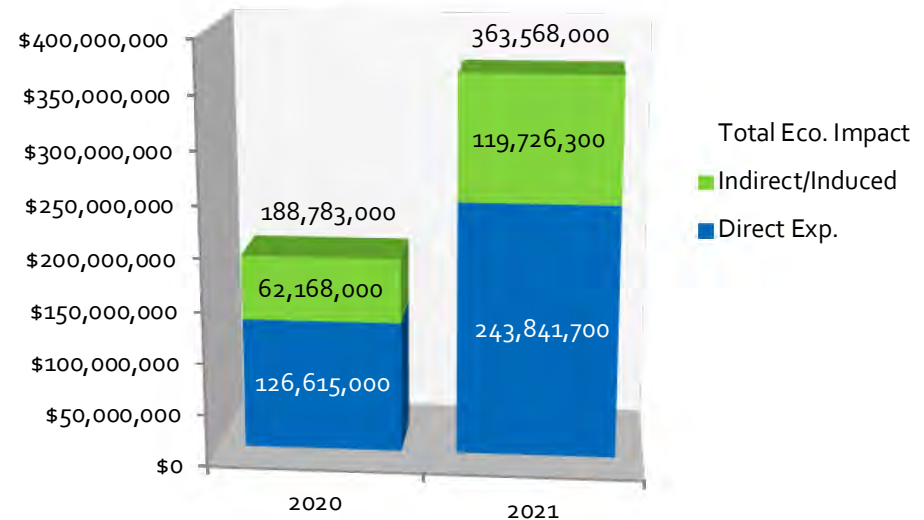
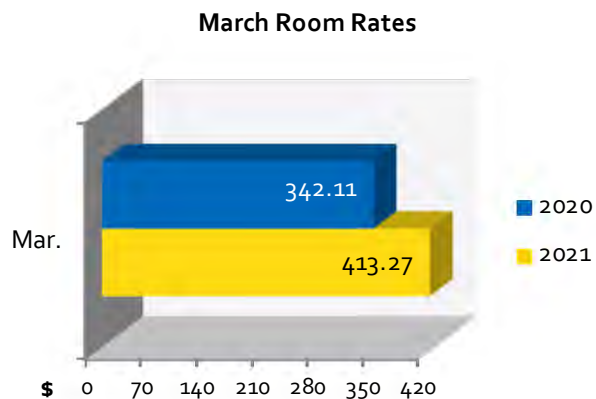
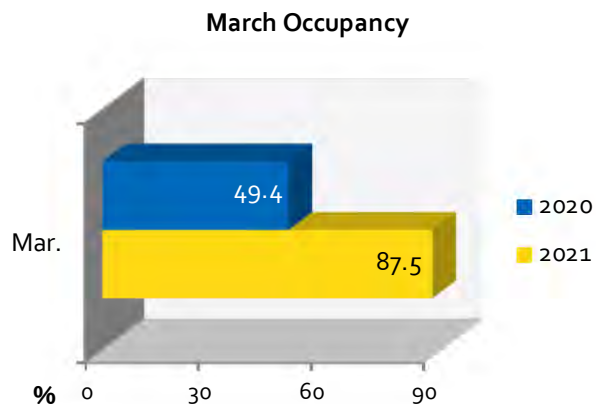
www.ResearchDataLLC.com

April 2021

H/M/C+ Visitor Statistics	Year to Date (January – March)			March		
	2020	2021	% Δ '20/'21	2020	2021	% Δ '20/'21
Visitors (#)	572,200	583,600	+2.0	142,400	230,200	+61.7
Room Nights	714,600	701,800	-1.8	166,200	282,800	+70.2
Direct Exp. (\$)	\$491,909,300	\$538,128,200	+9.4	\$126,615,000	\$243,841,700	+92.6
Total Eco. Impact (\$)	\$733,436,800	\$802,349,200	+9.4	\$188,783,000	\$363,568,000	+92.6

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

March Economic Impact



March

Lodging Statistics	2020	2021	% Δ '20/'21
Occupancy	49.4%	87.5%	+77.1
Room Rates	\$342.11	\$413.27	+20.8
RevPAR	\$169.00	\$361.61	+114.0

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Transportation Mode (Multiple Response)	March 2020	March 2021	
Plane	66.0%	54.6%	↓
Rental Car	52.5	48.4	↓
Personal Car	33.2	45.0	↑

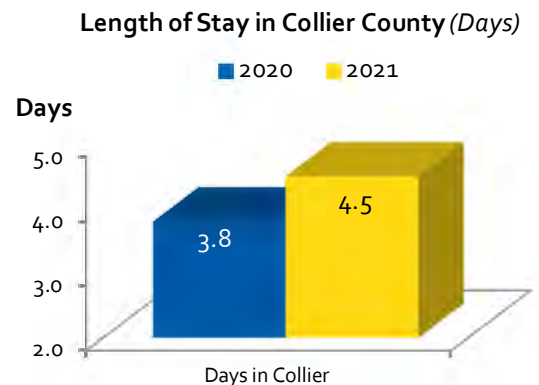
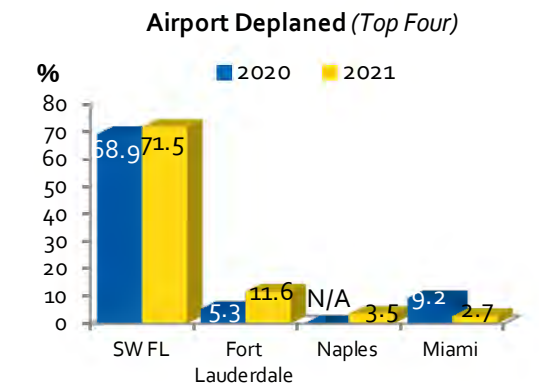
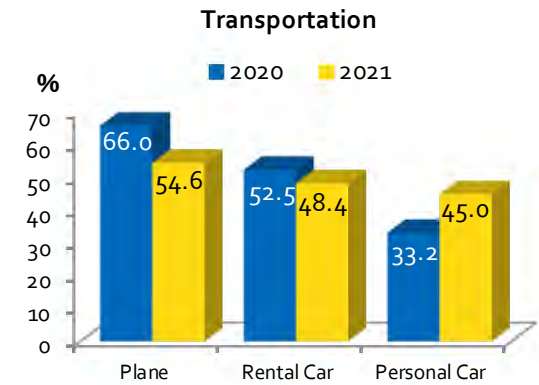
Airport Deplened (Base: Flew)	March 2020	March 2021	
Southwest Florida International	68.9%	71.5%	↑
Ft. Lauderdale International	5.3	11.6	↑
Naples Airport	N/A	3.5	—
Miami International	9.2	2.7	↓
Tampa International	3.4	2.5	↓
Orlando International/Sanford	5.7	1.9	↓

Purpose of Trip (Multiple Response)	March 2020	March 2021	
Vacation/Weekend Getaway	88.4%	92.9%	↑
Visit with Friends and Relatives	18.1	16.3	↓
Group Travel	21.0	9.7	↓
Special Event	1.9	3.6	↑

First Visit to (% yes)	March 2020	March 2021	
Collier County	36.0%	35.7%	↓
Florida	2.6	3.6	↑

Length of Stay (Days)	March 2020	March 2021	
In Collier County	3.8	4.5	↑

Party Size	March 2020	March 2021	
Number of People	2.4	2.7	↑



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Party Composition <i>(Multiple Response)</i>	March 2020	March 2021	
Couple	68.3%	56.4%	↓
Family	23.6	35.8	↑
Single	8.1	3.6	↓
Group of Friends	2.4	3.0	↑

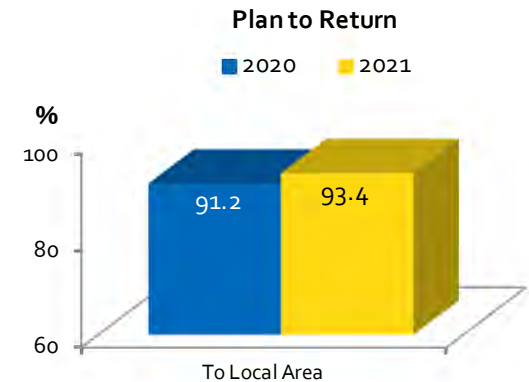
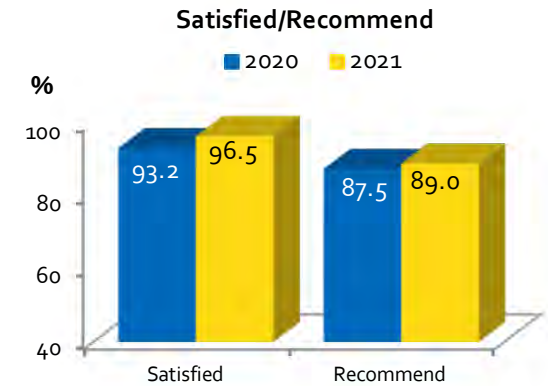
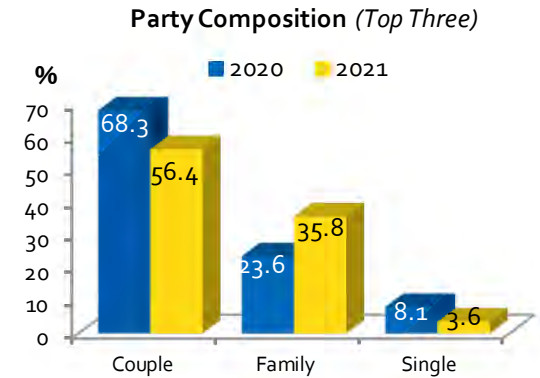
Did Party Have Lodging Reservations for Stay	March 2020	March 2021	
% Yes	98.8%	96.4%	↓

Expense Relative to Expectations	March 2020	March 2021	
More Expensive	19.4%	26.2%	↑
Less Expensive	3.5	2.1	↓
As Expected	75.1	70.6	↓

Satisfaction with Collier County	March 2020	March 2021	
Very Satisfied	67.2%	82.7%	↑
Satisfied	26.0	13.8	↓
Satisfaction Level (Combined)	93.2%	96.5%	↑

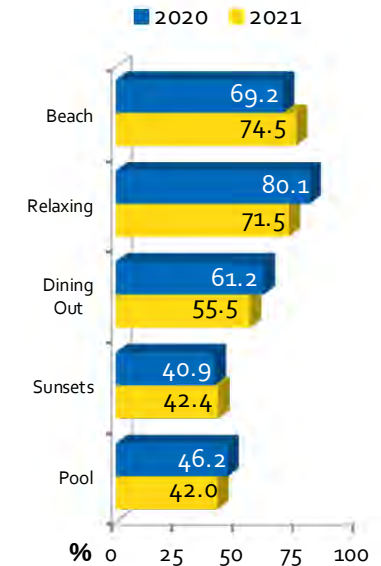
Recommend Collier to Friends/Relatives	March 2020	March 2021	
% Yes	87.5%	89.0%	↑

Plan to Return (% Yes)	March 2020	March 2021	
To Local Area	91.2%	93.4%	↑



Activities Enjoyed in Area (Multiple Response)	March 2020	March 2021	
Beach	69.2%	74.5%	↑
Relaxing	80.1	71.5	↑
Dining Out	61.2	55.5	↓
Sunsets	40.9	42.4	↑
Pool	46.2	42.0	↓
Shopping	49.5	40.2	↓
Enjoying Nature/Bird Watching/Everglades	26.2	30.3	↑
Reading	28.0	29.2	↑
Swimming	25.4	28.6	↑
Sightseeing	22.4	25.0	↑
Walking	21.1	23.4	↑
Sunning	17.6	20.7	↑
Boating	16.9	18.2	↑
Visiting with Friends/Relatives	22.2	17.3	↓
Bars/Nightlife	18.4	16.2	↓
Shelling	10.1	13.1	↑
Fishing	11.2	10.7	↓
Golfing	10.9	9.5	↓
Art Galleries/Shows/Fairs	10.8	4.9	↓

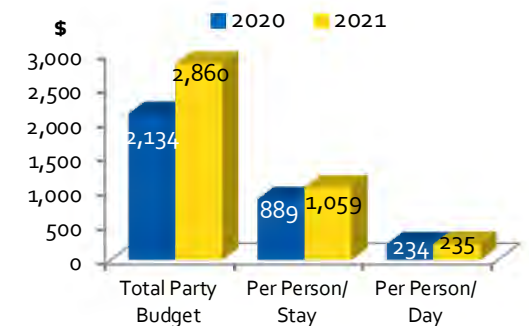
Activities Enjoyed in Area (Top Five)



Demographics	March 2020	March 2021	
Average Age Head of Household (Years)	49.7	50.9	↑
Median Annual Household Income	\$180,854	\$181,277	↑

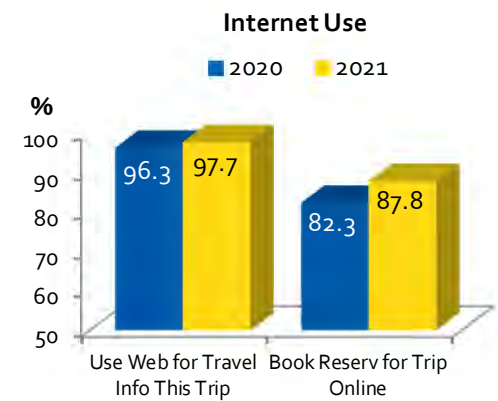
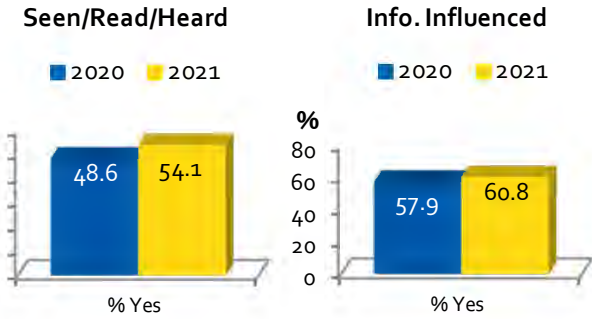
Collier Base Budget	March 2020	March 2021	
Total	\$2,133.96	\$2,860.00	↑
Per Person/Stay	889.15	1,059.26	↑
Per Person/Day	233.99	235.39	↑

Collier Base Budgets



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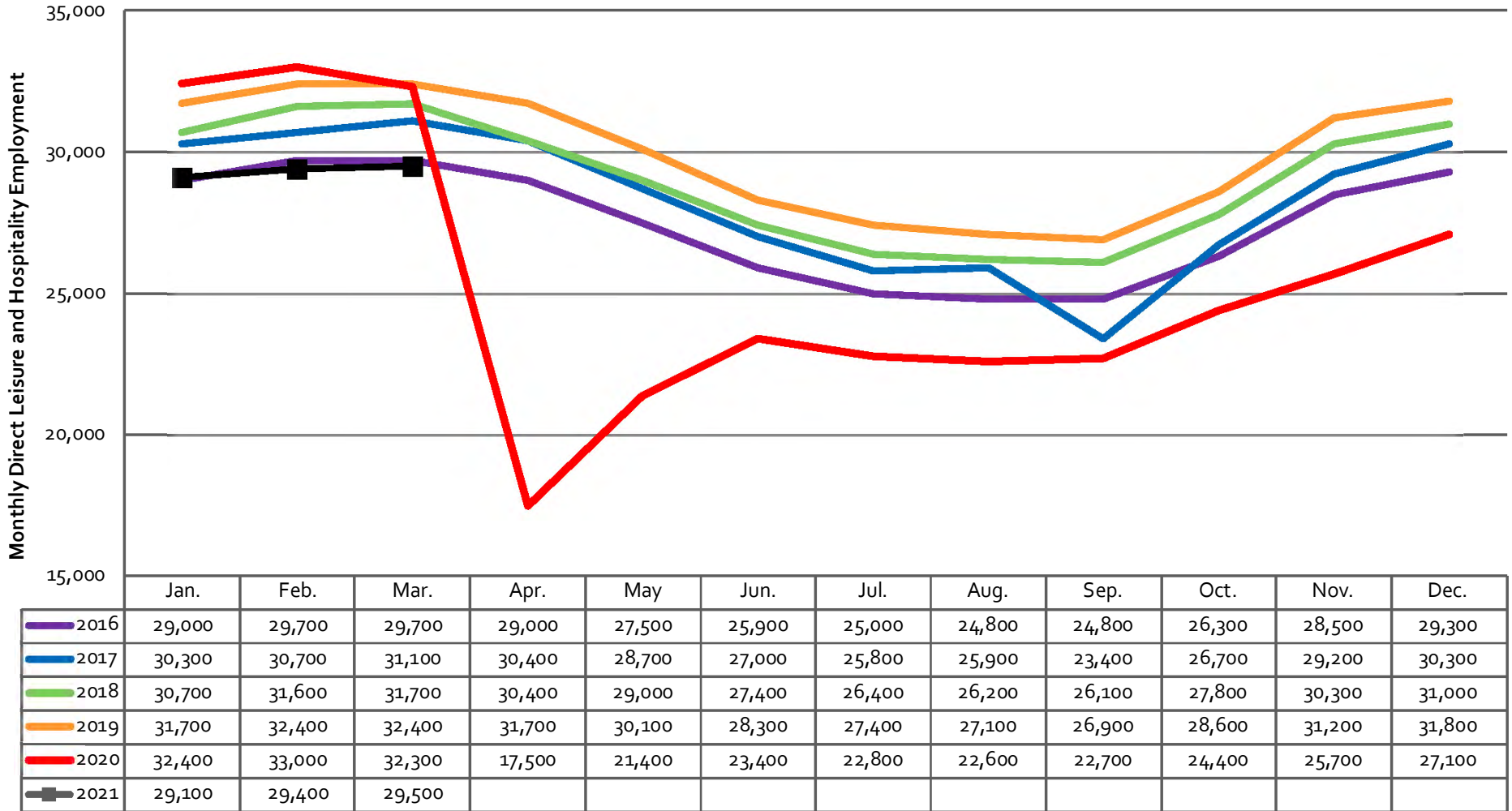
Area Information Seen/Read/Heard	March 2020	March 2021	
% Yes	48.6%	54.1%	↑
Directly Influenced by Information (Base: Seen/Read/Heard Area Information)			
	March 2020	March 2021	
% Yes	57.9%	60.8%	↑
Why Chose the Area (Multiple Response)			
	March 2020	March 2021	
Beach Area	53.4%	56.2%	↑
Weather	52.6	53.3	↑
Previous Experience	45.9	48.1	↑
Appealing Brochures/Websites	30.4	36.2	↑
Quality of Accommodations	28.8	29.6	↑
Recommendation	25.3	29.1	↑
Outdoor Recreation/Nature	22.1	26.2	↑
Restaurants	30.0	22.9	↓
Relaxing	30.8	21.4	↓
Quiet/Peaceful/Laid Back	23.7	17.1	↓
Not Crowded	10.0	8.8	↓
Never Been	14.8	8.4	↓
Business/Meeting/Conference	19.2	8.0	↓
Internet Use			
	March 2020	March 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	96.3%	97.7%	↑
Book Reservations for Trip Online (%Yes)	82.3	87.8	↑



Industry Data: *2016 - 2021*

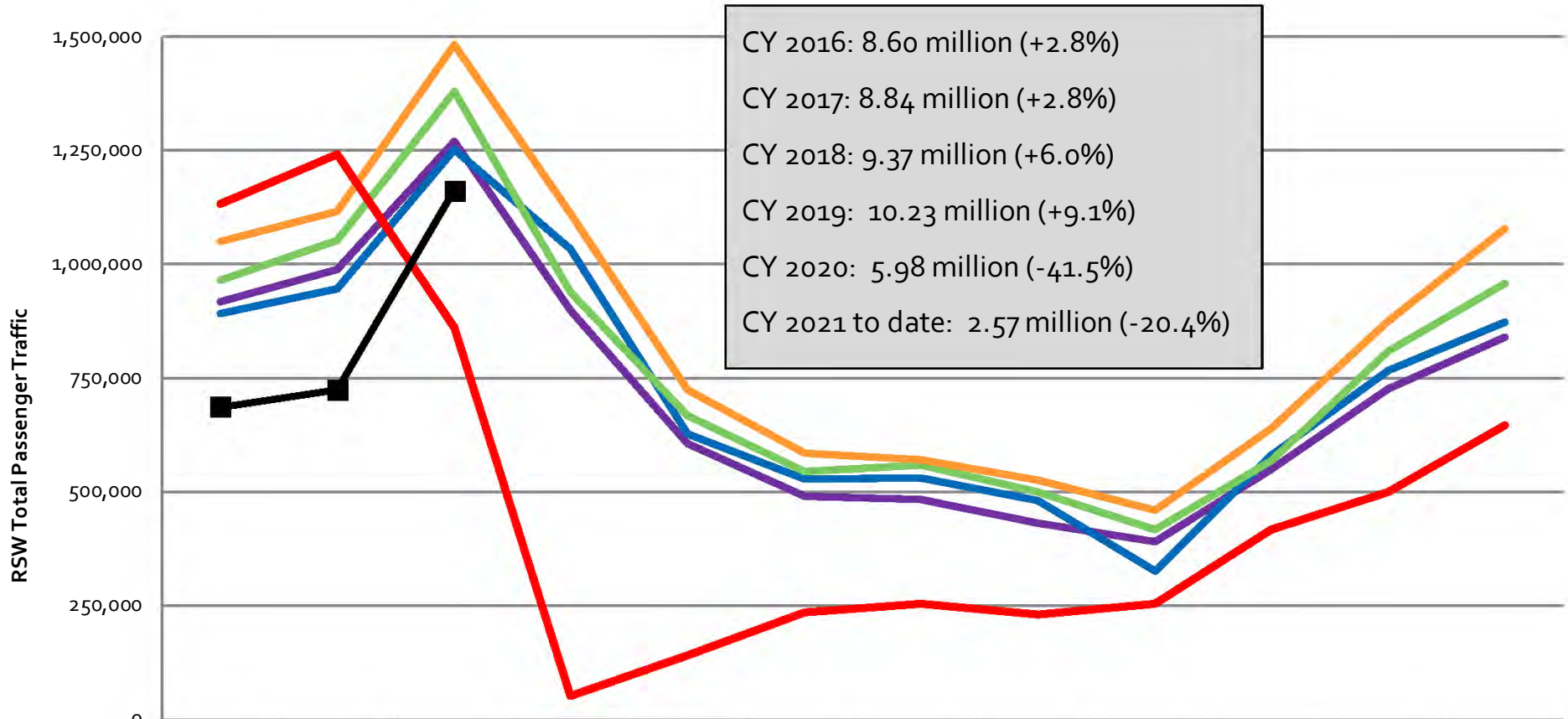


Collier Direct Leisure and Hospitality Employment (Calendar Year) *



* 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									

March 2021 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	30.0%	42,720	29.1%	66,988	+56.8
Southeast	7.1	10,110	8.7	20,027	+98.1
Northeast	29.4	41,866	32.9	75,736	+80.9
Midwest	16.6	23,638	23.8	54,788	+131.8
Canada*	2.3	3,275	0.0	0	-100.0
Europe*	9.9	14,098	0.0	0	-100.0
Other	4.7	6,693	5.5	12,661	+89.2
Total	100.0	142,400	100.0	230,200	+61.7

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

March 2021 Visitor Origins

