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Naples, Marco Island, Everglades Convention and Visitors Bureau October 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

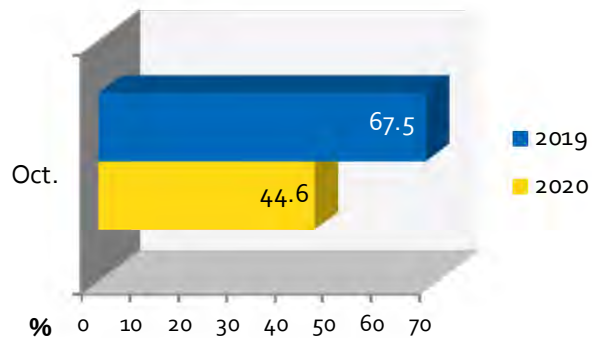
November 2020

Naples, Marco Island, Everglades Visitor Profile | October 2020

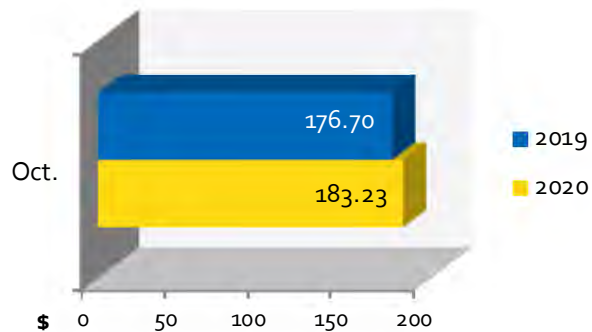
H/M/C+ Visitor Statistics	Year to Date (January – October)			October		
	2019	2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	1,593,100	1,157,700	-27.3	154,000	127,200	-17.4
Room Nights	2,120,200	1,502,500	-29.1	195,700	148,000	-24.4
Direct Exp. (\$)	\$1,282,975,700	\$873,165,400	-31.9	\$95,997,400	\$75,235,000	-21.6
Total Eco. Impact (\$)	\$1,912,916,700	\$1,301,889,700	-31.9	\$143,132,100	\$112,175,400	-21.6

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

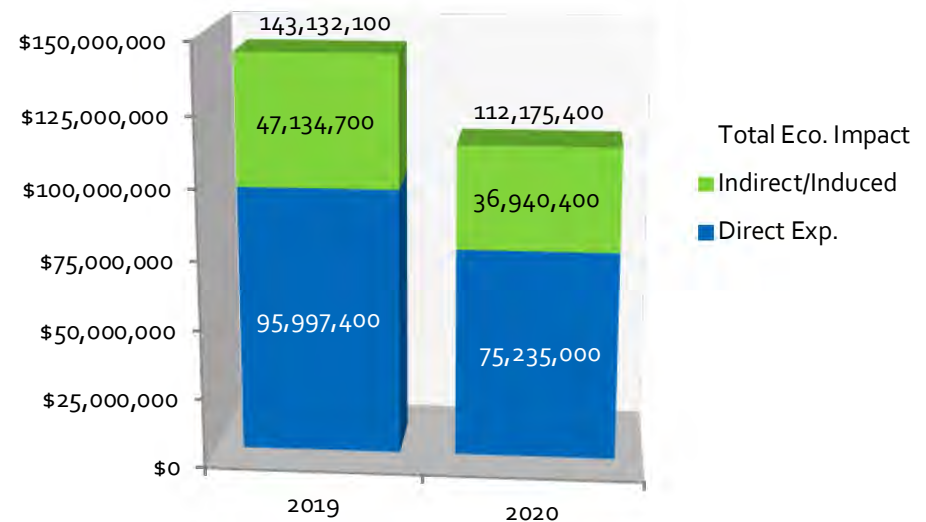
October Occupancy



October Room Rates



October Economic Impact



October

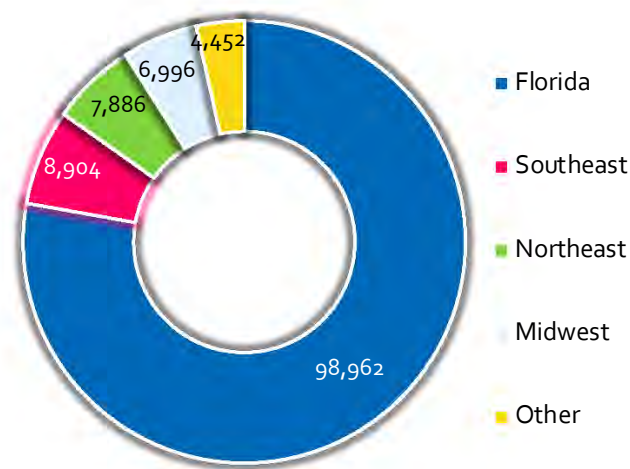
Lodging Statistics	2019	2020	% Δ '19/'20
Occupancy	67.5%	44.6%	-33.9
Room Rates	\$176.70	\$183.23	+3.7
RevPAR	\$119.30	\$81.72	-31.5

October 2020 Visitor Origin Markets

Visitor Origins	2019		2020		% Δ '19/'20
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	40.1%	61,754	77.8%	98,962	+60.3
Southeast	5.5	8,470	7.0	8,904	+5.1
Northeast	14.0	21,560	6.2	7,886	-63.4
Midwest	14.7	22,638	5.5	6,996	-69.1
Canada*	2.0	3,080	0.0	0	-100.0
Europe*	18.9	29,106	0.0	0	-100.0
Other	4.8	7,392	3.5	4,452	-39.8
Total	100.0	154,000	100.0	127,200	-17.4

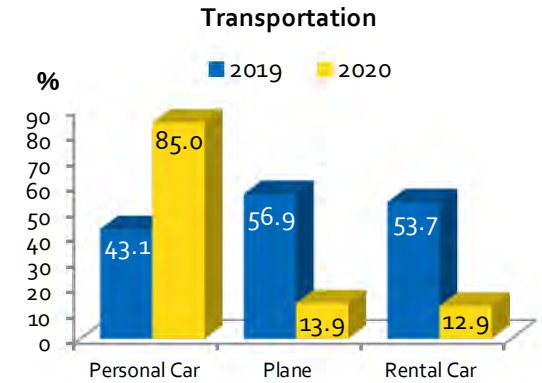
* October 2020 Canadian and European visitation was too small to measure.

October 2020 Visitor Origins

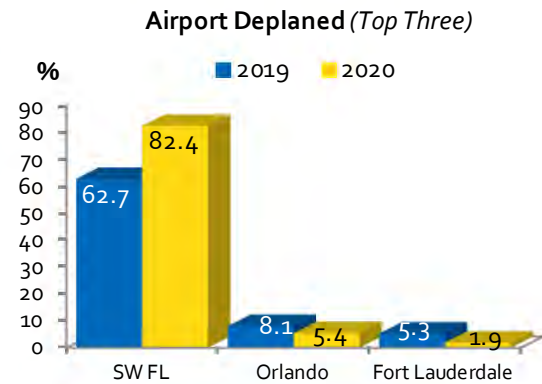


Naples, Marco Island, Everglades Visitor Profile | October 2020

Transportation Mode (Multiple Response)	October 2019	October 2020	
Personal Car	43.1%	85.0%	↑
Plane	56.9	13.9	↓
Rental Car	53.7	12.9	↓



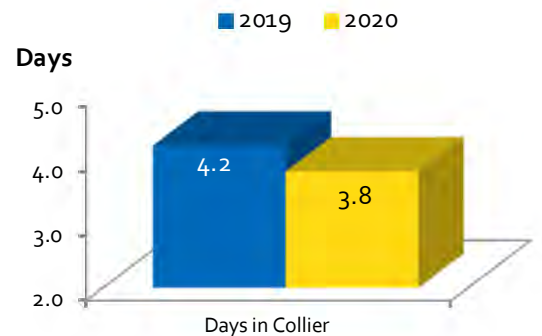
Airport Deplanned (Base: Flew)	October 2019	October 2020	
Southwest Florida International	62.7%	82.4%	↑
Orlando International/Sanford	8.1	5.4	↓
Ft. Lauderdale International	5.3	1.9	↓
Tampa International	3.3	0.6	↓
Miami International	19.8	N/A	↓



Purpose of Trip (Multiple Response)	October 2019	October 2020	
Vacation/Weekend Getaway	62.4%	84.3%	↑
Visit with Friends and Relatives	13.3	14.4	↑
Group Travel	37.7	7.3	↓
Special Event	8.0	2.5	↓

First Visit to (% yes)	October 2019	October 2020	
Collier County	36.1%	27.4%	↓
Florida	4.0	0.6	↓

Length of Stay in Collier County (Days)



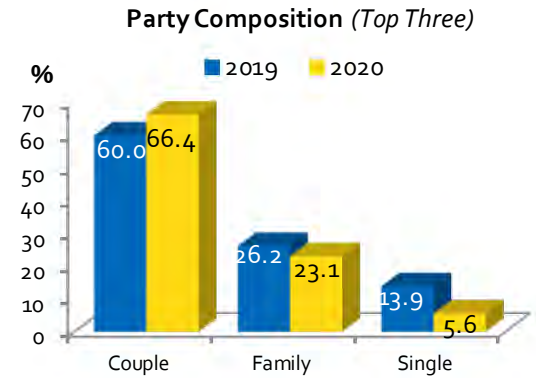
Length of Stay (Days)	October 2019	October 2020	
In Collier County	4.2	3.8	↓

Party Size	October 2019	October 2020	
Number of People	2.4	2.5	↑

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Party Composition (Multiple Response)

	October 2019	October 2020	
Couple	60.0%	66.4%	↑
Family	26.2	23.1	↓
Single	13.9	5.6	↓
Group of Friends	7.6	4.3	↓

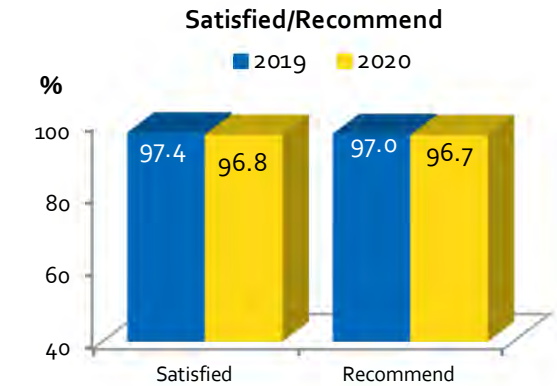


Did Party Have Lodging Reservations for Stay

	October 2019	October 2020	
% Yes	97.3%	98.4%	↑

Expense Relative to Expectations

	October 2019	October 2020	
More Expensive	16.0%	21.2%	↑
Less Expensive	3.4	1.9	↓
As Expected	73.3	71.2	↓

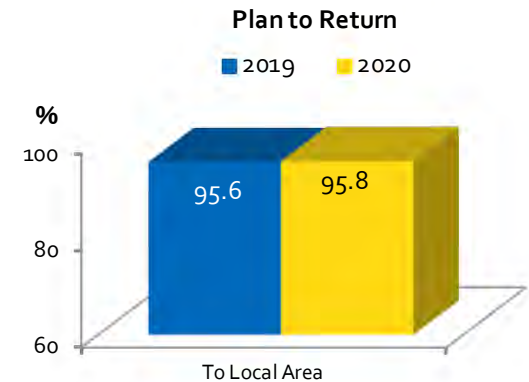


Satisfaction with Collier County

	October 2019	October 2020	
Very Satisfied	90.9%	83.7%	↓
Satisfied	6.5	13.1	↑
Satisfaction Level (Combined)	97.4%	96.8%	↓

Recommend Collier to Friends/Relatives

	October 2019	October 2020	
% Yes	97.0%	96.7%	↓



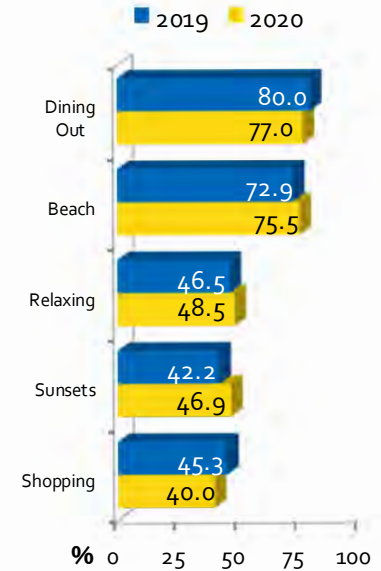
Plan to Return (% Yes)

	October 2019	October 2020	
To Local Area	95.6%	95.8%	↑

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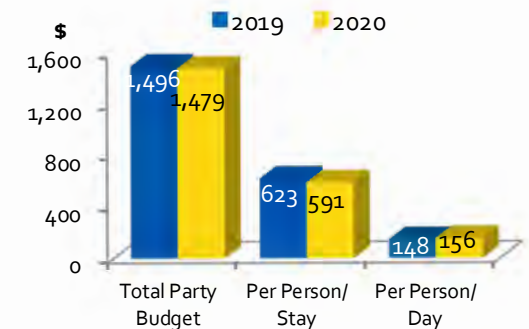
Activities Enjoyed in Area (Multiple Response)	October 2019	October 2020	
Dining Out	80.0%	77.0%	↓
Beach	72.9	75.5	↑
Relaxing	46.5	48.5	↑
Sunsets	42.2	46.9	↑
Shopping	45.3	40.0	↓
Pool	31.5	35.9	↑
Enjoying Nature/Bird Watching/Everglades	24.0	34.3	↑
Visiting with Friends/Relatives	17.2	23.1	↑
Walking	22.0	21.3	↓
Swimming	24.7	20.0	↓
Reading	20.0	19.2	↓
Sunning	17.7	16.3	↓
Bars/Nightlife	19.6	15.8	↓
Shelling	10.1	11.6	↑
Canoeing/Kayaking	13.1	10.6	↓
Sightseeing	19.8	9.5	↓
Fishing	6.9	9.3	↑
Golfing	7.1	8.1	↑
Art Galleries/Shows/Fairs	15.4	6.9	↓

Activities Enjoyed in Area (Top Five)



Demographics	October 2019	October 2020	
Average Age Head of Household (Years)	47.7	48.4	↑
Median Annual Household Income	\$161,081	\$148,708	↓

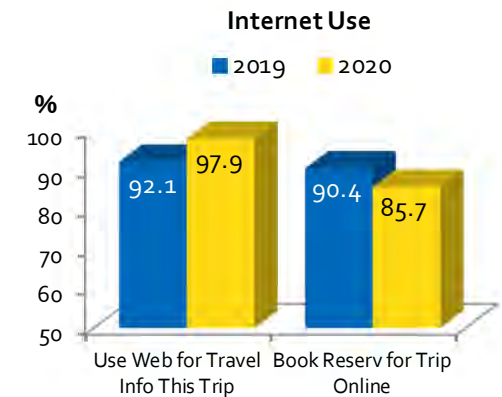
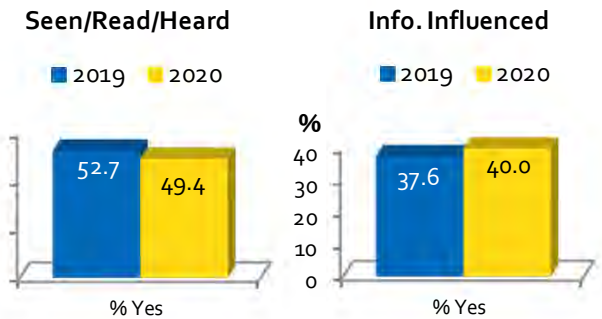
Collier Base Budgets



Collier Base Budget	October 2019	October 2020	
Total	\$1,496.06	\$1,478.68	↓
Per Person/Stay	623.36	591.47	↓
Per Person/Day	148.42	155.65	↑

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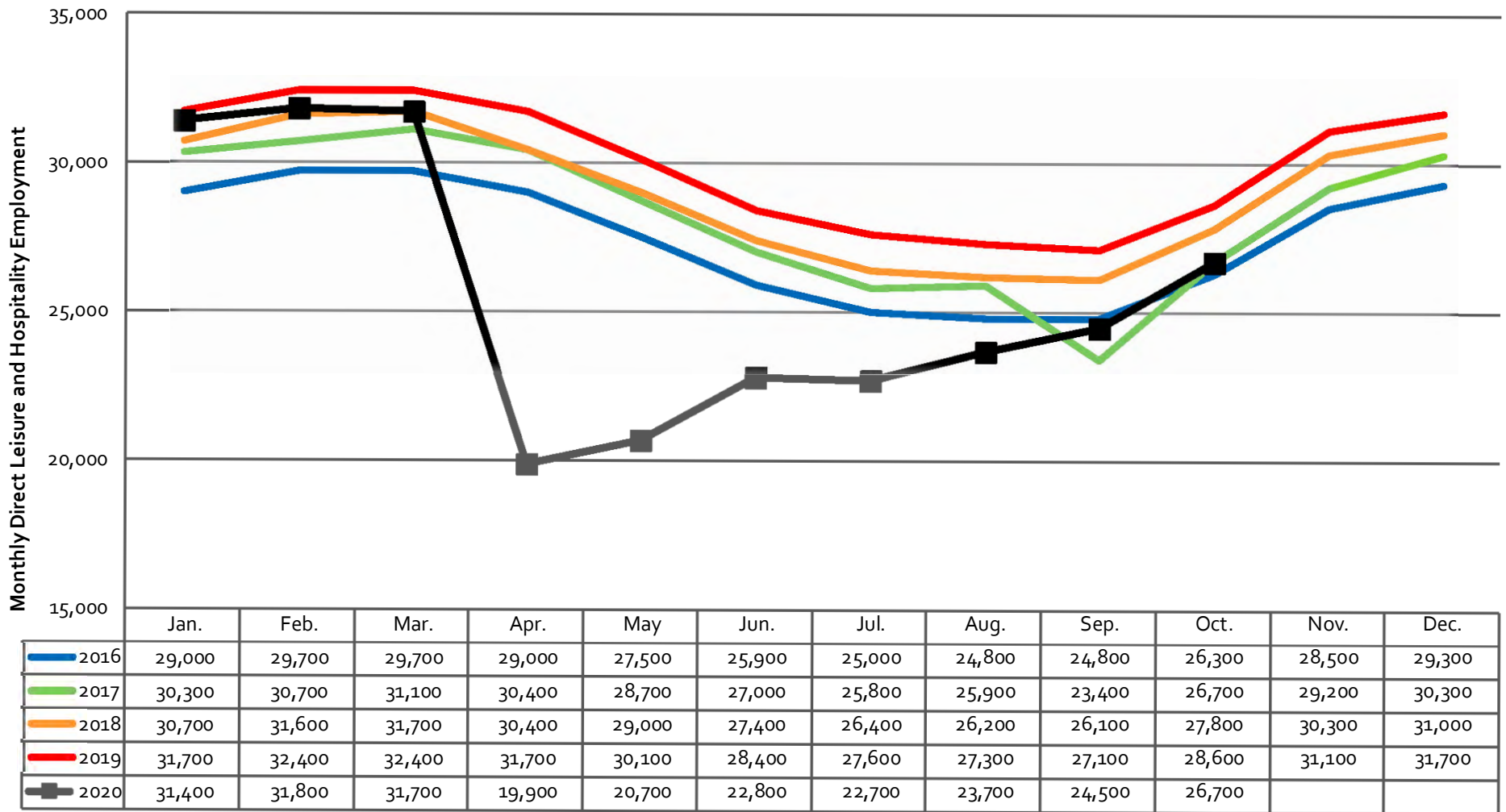
Area Information Seen/Read/Heard	October 2019	October 2020	
% Yes	52.7%	49.4%	↓
Directly Influenced by Information <i>(Base: Seen/Read/Heard Area Information)</i>	October 2019	October 2020	
% Yes	37.6%	40.0%	↑
Why Chose the Area <i>(Multiple Response)</i>	October 2019	October 2020	
Beach Area	53.7%	65.1%	↑
Previous Experience	41.9	46.1	↑
Relaxing	44.3	43.1	↓
Quiet/Peaceful/Laid Back	46.7	41.9	↓
Quality of Accommodations	35.3	40.0	↑
Weather	40.0	39.4	↓
Appealing Brochures/Websites	29.7	33.5	↑
Restaurants	29.3	28.5	↓
Recommendation	20.5	24.2	↑
Convenient Location	--	22.6	—
Outdoor Recreation/Nature	18.1	22.5	↑
Not Crowded	22.7	21.5	↓
Visiting with Family/Friends	11.3	16.7	↑
Never Been	18.6	13.2	↓
Business/Meeting/Conference	36.7	3.9	↓
Internet Use	October 2019	October 2020	
Use Internet to Obtain Travel Info for This Trip (% Yes)	92.1%	97.9%	↑
Book Reservations for Trip Online (%Yes)	90.4	85.7	↓



Industry Data: 2016 - 2020

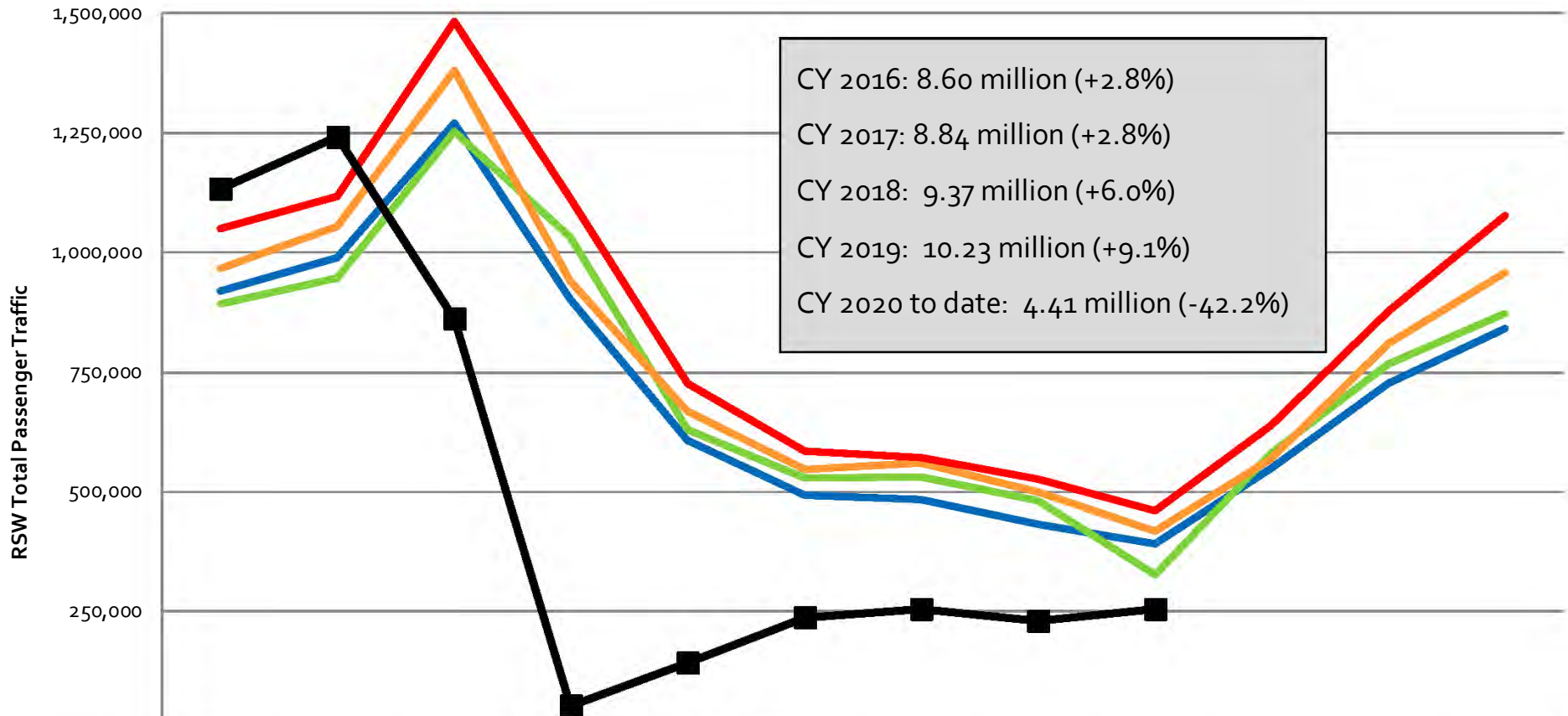


Collier Direct Leisure and Hospitality Employment (Calendar Year) *



* 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			