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

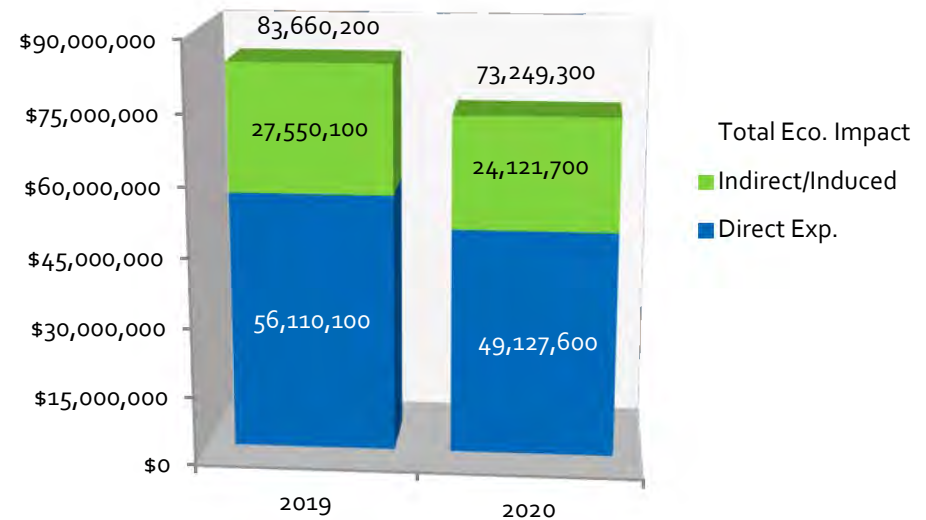
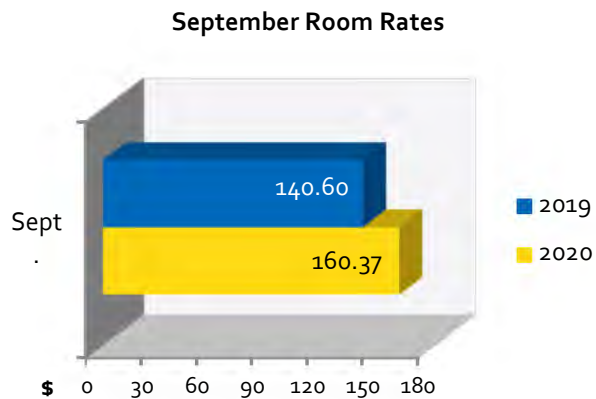
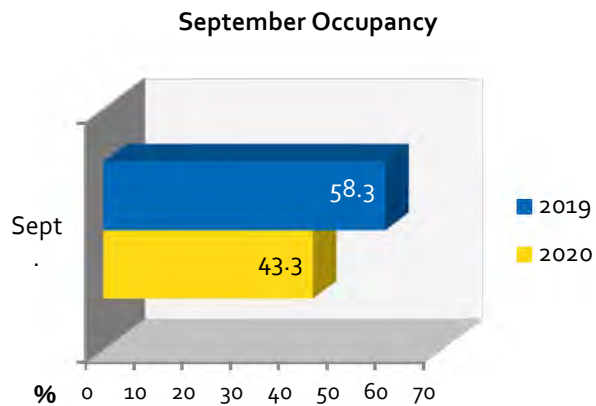
November 2020

# Naples, Marco Island, Everglades Visitor Profile | September 2020

H/M/C+ Visitor Statistics	Year to Date (January – September)			September		
	2019	2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	1,439,100	1,030,500	-28.4	92,300	80,400	-12.9
Room Nights	1,924,500	1,354,500	-29.6	173,200	135,100	-22.0
Direct Exp. (\$)	\$1,186,978,300	\$797,930,400	-32.8	\$56,110,100	\$49,127,600	-12.4
<b>Total Eco. Impact (\$)</b>	<b>\$1,769,784,600</b>	<b>\$1,189,714,300</b>	<b>-32.8</b>	<b>\$83,660,200</b>	<b>\$73,249,300</b>	<b>-12.4</b>

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

## September Economic Impact



## September

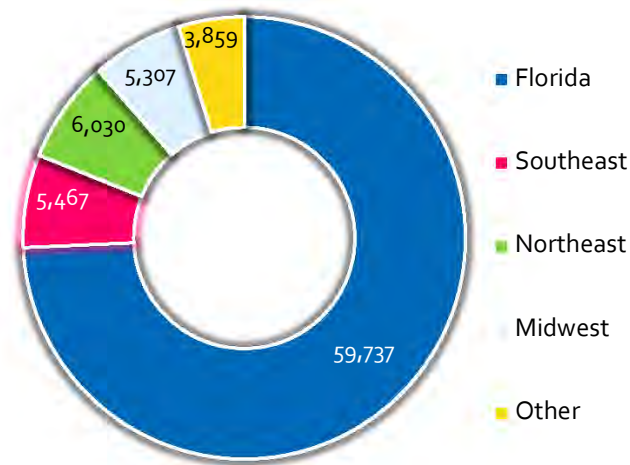
Lodging Statistics	2019	2020	% Δ '19/'20
Occupancy	58.3%	43.3%	-25.7
Room Rates	\$140.60	\$160.37	+14.1
RevPAR	\$82.00	\$69.44	-15.3

September 2020 Visitor Origin Markets

Visitor Origins	2019		2020		% Δ '19/'20
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	43.5%	40,150	74.3%	59,737	+48.8
Southeast	6.6	6,092	6.8	5,467	-10.3
Northeast	12.7	11,722	7.5	6,030	-48.6
Midwest	9.0	8,307	6.6	5,307	-36.1
Canada*	1.0	923	0.0	0	-100.0
Europe*	21.0	19,383	0.0	0	-100.0
Other	6.2	5,723	4.8	3,859	-32.6
<b>Total</b>	<b>100.0</b>	<b>92,300</b>	<b>100.0</b>	<b>80,400</b>	<b>-12.9</b>

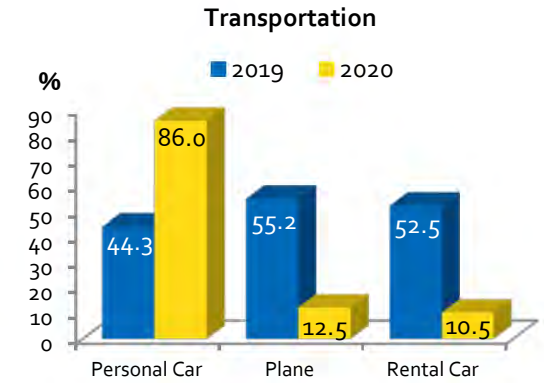
\* September 2020 Canadian and European visitation was too small to measure.

September 2020 Visitor Origins



# Naples, Marco Island, Everglades Visitor Profile | September 2020

Transportation Mode (Multiple Response)	September 2019	September 2020	
Personal Car	44.3%	86.0%	↑
Plane	55.2	12.5	↓
Rental Car	52.5	10.5	↓



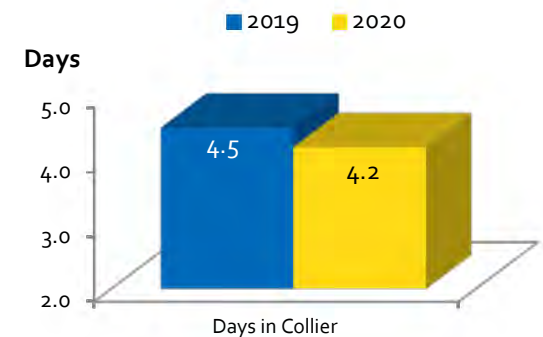
Airport Deplanned (Base: Flew)	September 2019	September 2020	
Southwest Florida International	58.8%	96.0%	↑
Ft. Lauderdale International	6.1	2.3	↓
Tampa International	3.6	1.2	↓
Miami International	23.4	N/A	↓
Orlando International/Sanford	4.0	N/A	↓



Purpose of Trip (Multiple Response)	September 2019	September 2020	
Vacation/Weekend Getaway	72.9%	88.5%	↑
Visit with Friends and Relatives	9.6	8.8	↓
Group Travel	24.3	4.9	↓
Special Event	7.2	N/A	↓

First Visit to (% yes)	September 2019	September 2020	
Collier County	44.9%	30.8%	↓
Florida	9.6	N/A	↓

**Length of Stay in Collier County (Days)**



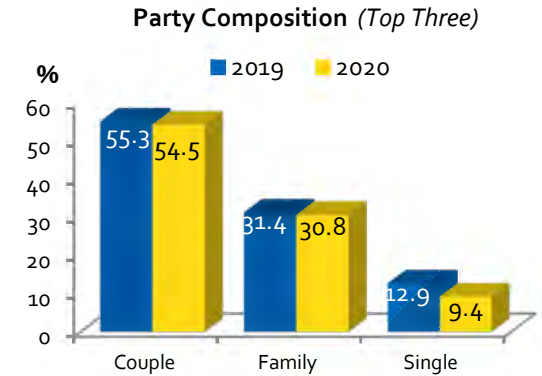
Length of Stay (Days)	September 2019	September 2020	
In Collier County	4.5	4.2	↓

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

# Naples, Marco Island, Everglades Visitor Profile | September 2020

## Party Composition (Multiple Response)

	September 2019	September 2020	
Couple	55.3%	54.5%	↓
Family	31.4	30.8	↓
Single	12.9	9.4	↓
Group of Friends	8.9	5.5	↓

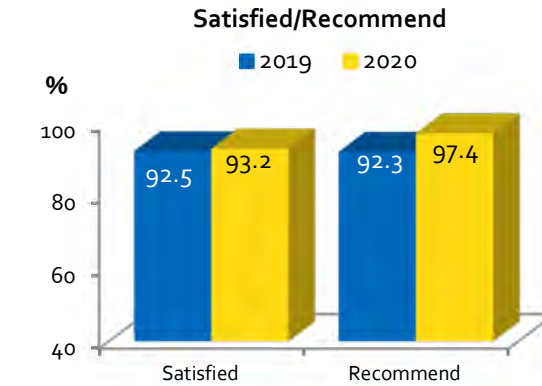


## Did Party Have Lodging Reservations for Stay

	September 2019	September 2020	
% Yes	94.0%	98.0%	↑

## Expense Relative to Expectations

	September 2019	September 2020	
More Expensive	23.4%	10.4%	↓
Less Expensive	4.8	1.6	↓
As Expected	63.9	78.0	↑

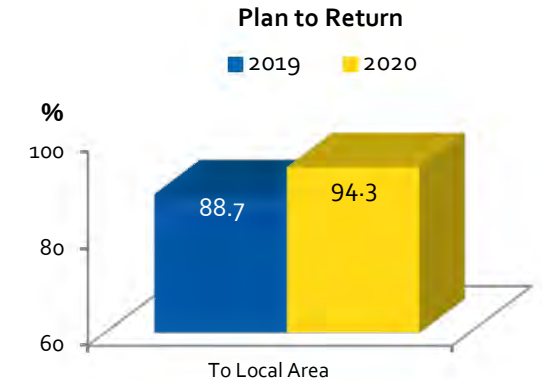


## Satisfaction with Collier County

	September 2019	September 2020	
Very Satisfied	83.5%	76.9%	↓
Satisfied	9.0	16.3	↑
<b>Satisfaction Level (Combined)</b>	<b>92.5%</b>	<b>93.2%</b>	<b>↑</b>

## Recommend Collier to Friends/Relatives

	September 2019	September 2020	
% Yes	92.3%	97.4%	↑



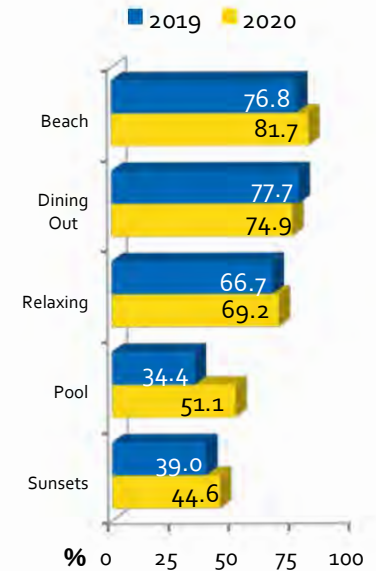
## Plan to Return (% Yes)

	September 2019	September 2020	
To Local Area	88.7%	94.3%	↑

# Naples, Marco Island, Everglades Visitor Profile | September 2020

Activities Enjoyed in Area (Multiple Response)	September 2019	September 2020	
Beach	76.8%	81.7%	↑
Dining Out	77.7	74.9	↓
Relaxing	66.7	69.2	↑
Pool	34.4	51.1	↑
Sunsets	39.0	44.6	↑
Shopping	49.9	36.8	↓
Swimming	25.4	30.8	↑
Enjoying Nature/Bird Watching/Everglades	29.3	24.7	↓
Sunning	15.7	19.4	↑
Reading	23.0	17.9	↓
Walking	22.7	16.9	↓
Shelling	20.6	15.4	↓
Sightseeing	33.7	14.2	↓
Visiting with Friends/Relatives	10.2	11.2	↑
Fishing	7.7	9.9	↑
Boating	12.7	8.5	↓
Bars/Nightlife	15.4	7.7	↓
Golfing	9.9	6.2	↓
Art Galleries/Shows/Fairs	7.5	2.5	↓

Activities Enjoyed in Area (Top Five)

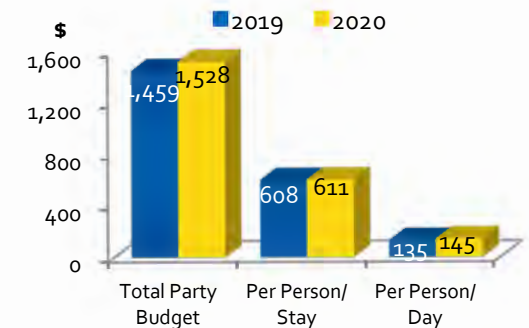


Demographics	September 2019	September 2020	
Average Age Head of Household (Years)	47.0	45.3	↓
Median Annual Household Income	\$152,708	\$132,125	↓

Collier Base Budget	September 2019	September 2020	
Total	\$1,458.97	\$1,527.61	↑
Per Person/Stay	607.91	611.04	↑
Per Person/Day	135.09	145.49	↑

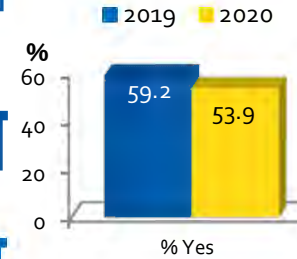
Collier Base Budgets



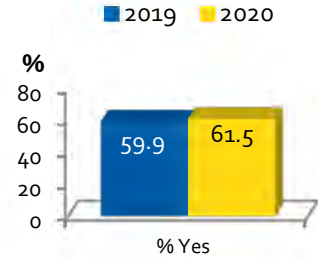
# Naples, Marco Island, Everglades Visitor Profile | September 2020

Area Information Seen/Read/Heard	September 2019	September 2020	
% Yes	59.2%	53.9%	↓
<b>Directly Influenced by Information</b> (Base: Seen/Read/Heard Area Information)			
	September 2019	September 2020	
% Yes	59.9%	61.5%	↑
<b>Why Chose the Area (Multiple Response)</b>			
	September 2019	September 2020	
Beach Area	56.8%	58.0%	↑
Quality of Accommodations	42.3	46.2	↑
Previous Experience	36.8	41.9	↑
Quiet/Peaceful/Laid Back	40.6	38.4	↓
Weather	40.3	38.2	↓
Relaxing	44.3	37.1	↓
Recommendation	19.2	27.5	↑
Appealing Brochures/Websites	20.4	26.3	↑
Convenient Location	--	23.1	—
Not Crowded	27.4	21.9	↓
Outdoor Recreation/Nature	24.7	19.1	↓
Restaurants	26.6	15.2	↓
Never Been	25.0	10.5	↓
Business/Meeting/Conference	26.0	2.6	↓
<b>Internet Use</b>			
	September 2019	September 2020	
Use Internet to Obtain Travel Info for This Trip (% Yes)	94.8%	95.5%	↑
Book Reservations for Trip Online (%Yes)	83.5	78.6	↓

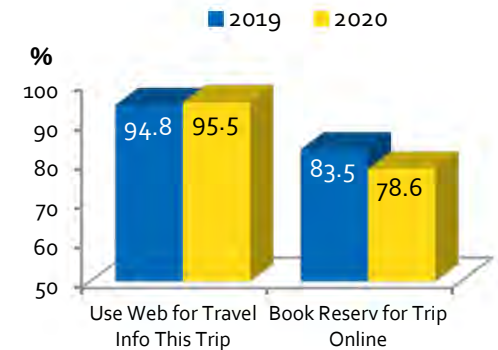
Seen/Read/Heard



Info. Influenced



Internet Use

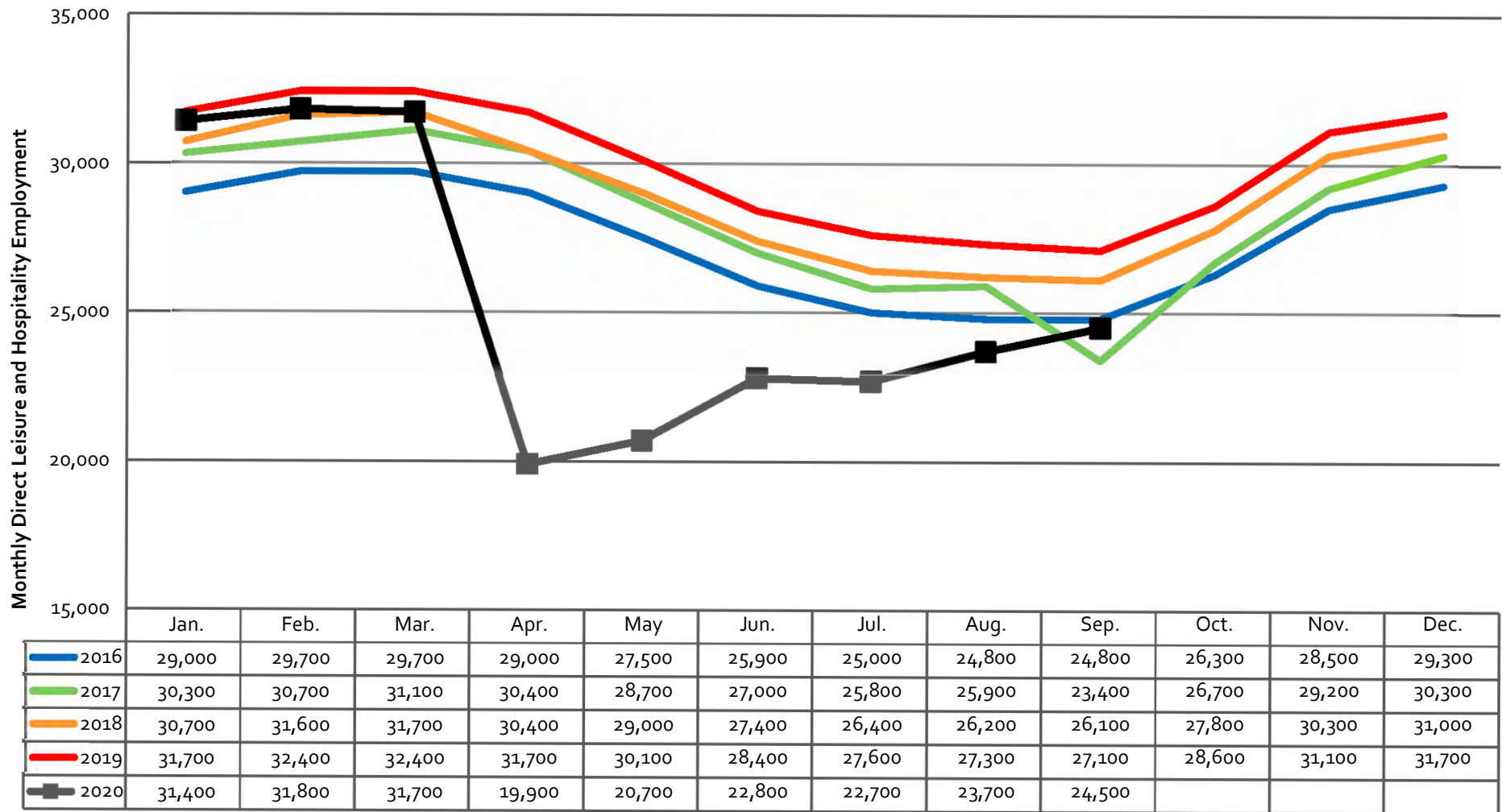


## Industry Data: *2016 - 2020*



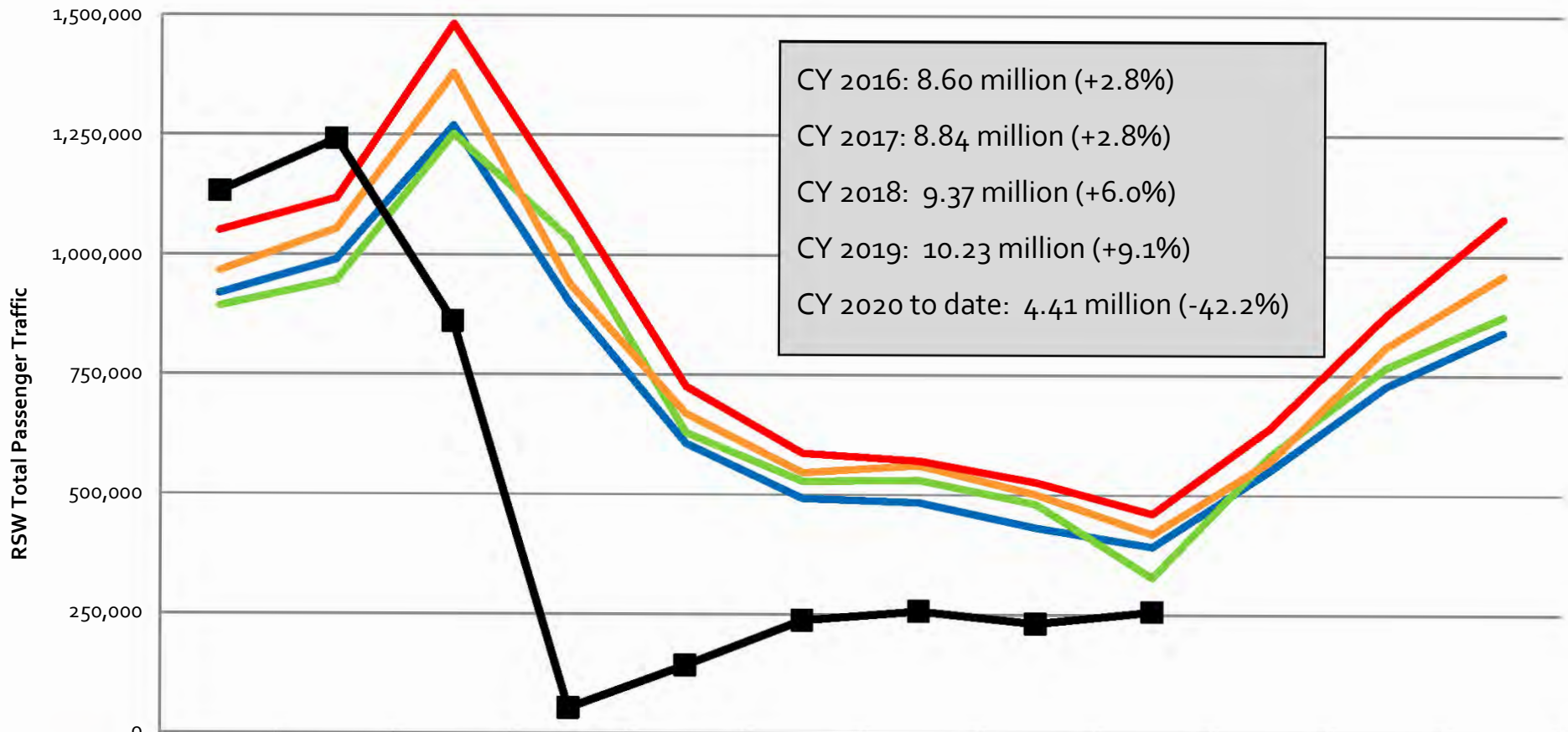


Collier Direct Leisure and Hospitality Employment (Calendar Year) \*



\* 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			