

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
July 2023 Monthly Dashboard





This report and all future reports will be focused on ALL visitors, which includes day trippers as well as visitors staying in unpaid accommodations. Prior to 2023, reports were based solely on data from visitors who stayed in paid accommodations.



In July of 2023, Occupancy was down 6.5% from July 2022, while visitation was down 1.9% as there was an increase in visitors staying with friends and relatives.



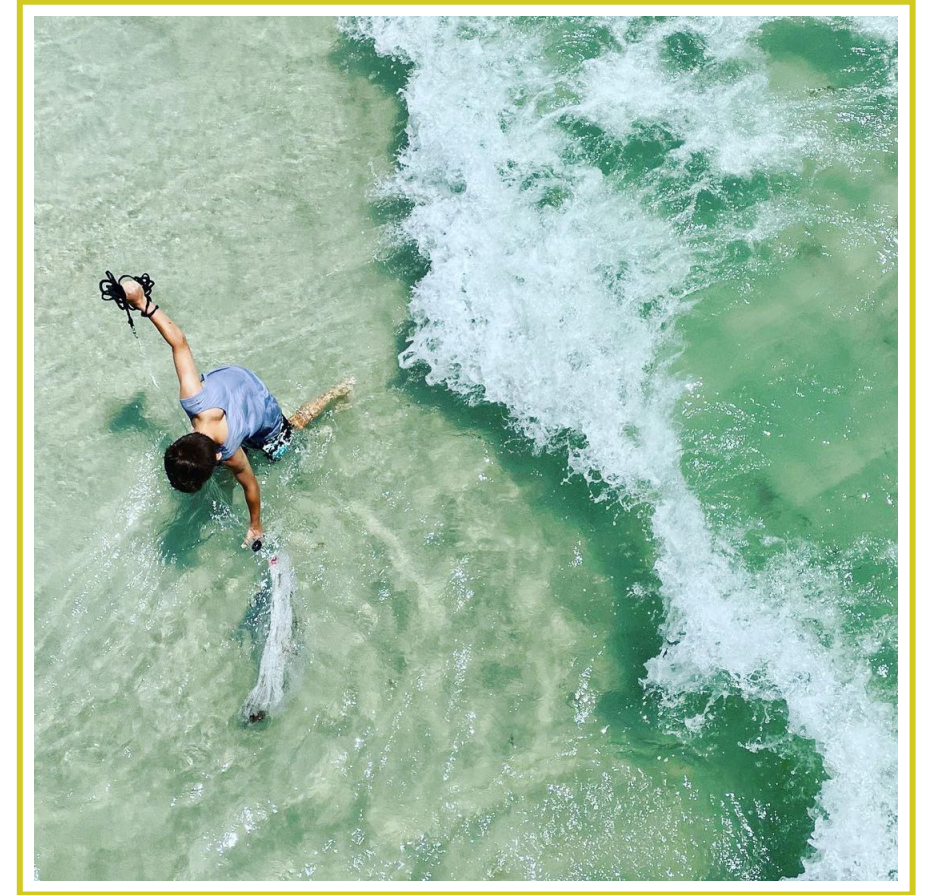
July 2023 saw more international visitors than July of 2022. The largest upticks were seen from European & Canadian visitors.



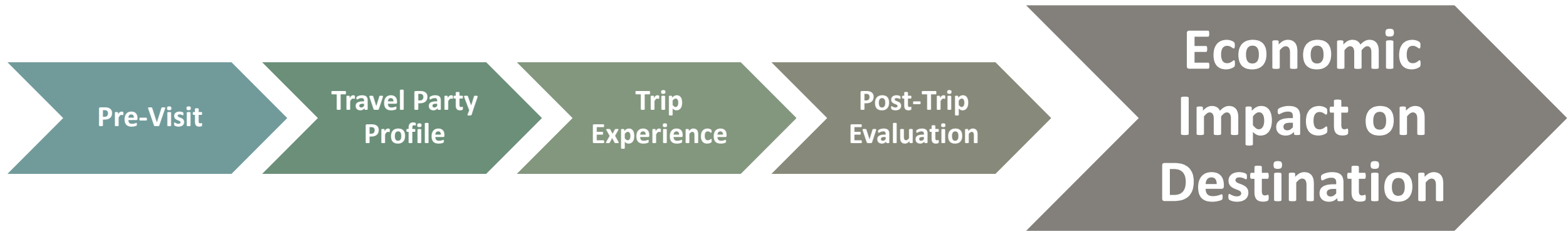
There was an increase in the share of first-time visitors, increasing from 21% in 2022 to 29% in 2023. Among first-time visitors to Collier County in July, the top origin markets were New York City, Washington DC, Houston, and Dallas.



38% of July visitors considered other destinations before deciding to visit Collier County, up 7% points from July 2022. There was a significant increase in the proportion of visitors who considered the Ft. Myers area before their visit to Naples, showing that Naples may be helping keep past Ft. Myers visitors in the region.



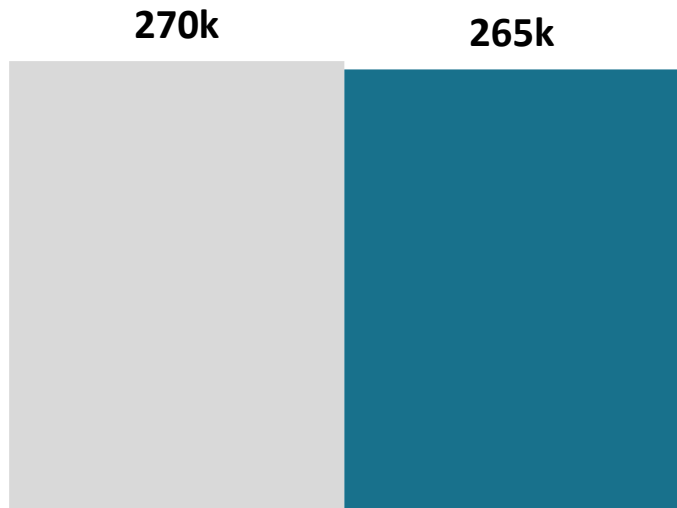
VISITOR JOURNEY: ECONOMIC IMPACT



JULY 2023 VISITATION & ROOM NIGHTS

VISITORS

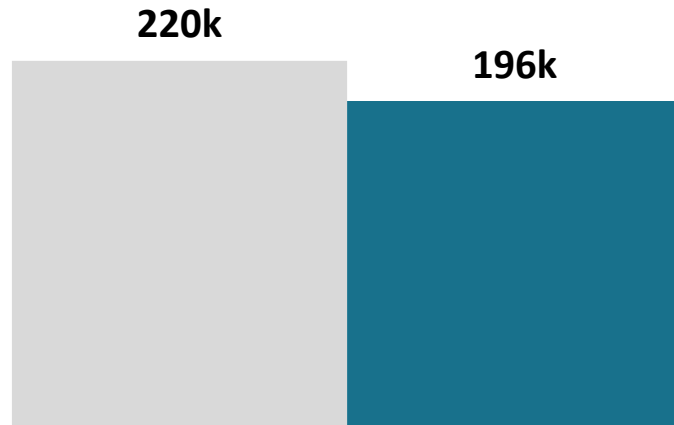
265,000



- 1.9% from 2022

ROOM NIGHTS

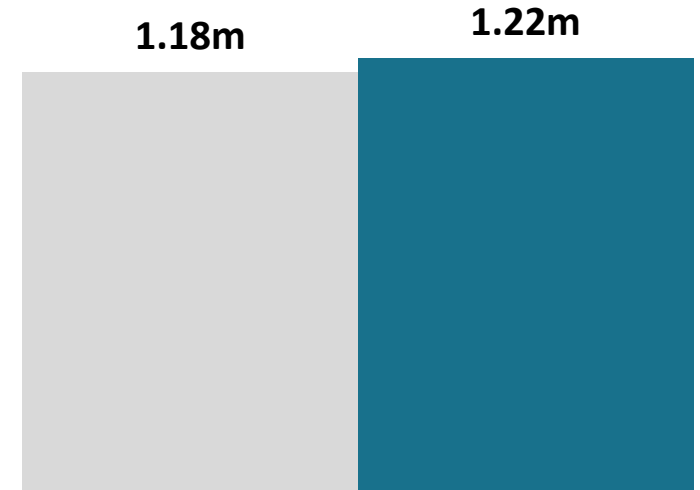
195,800



- 11.0% from 2022

VISITOR DAYS

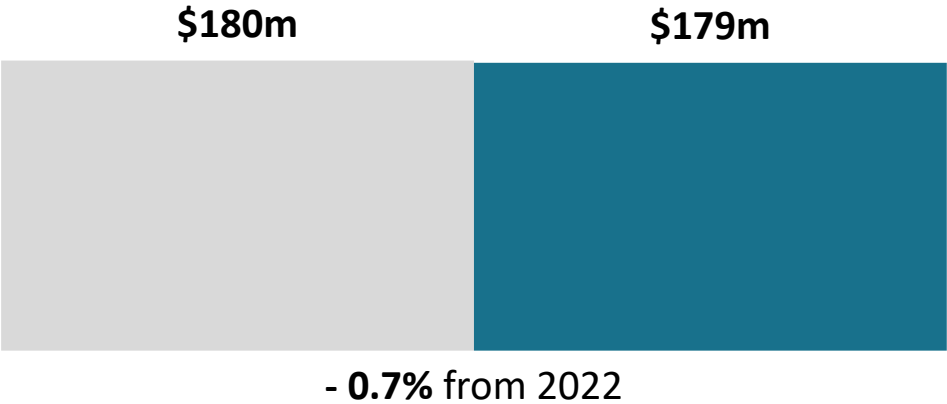
1,216,400



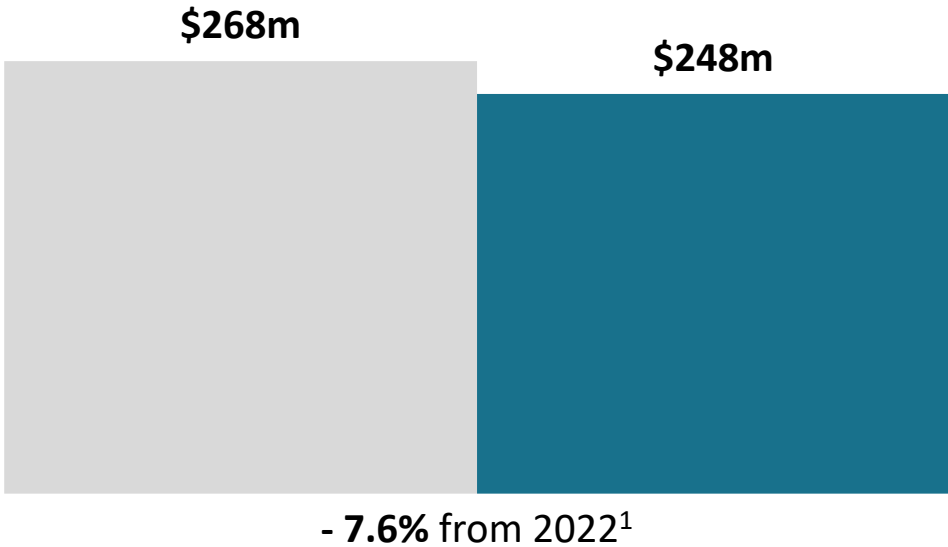
+ 3.3% from 2022

■ July-22 ■ July-23

DIRECT SPENDING
\$178,700,200



ECONOMIC IMPACT
\$248,035,900



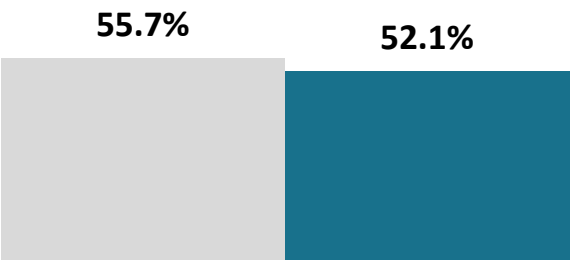
■ July-22 ■ July-23

¹ The IMPLAN multiplier for Collier County was 1.491 for 2022 and is 1.388 in 2023.

JULY 2023 OVERALL LODGING METRICS^{1,2}

OCCUPANCY RATE

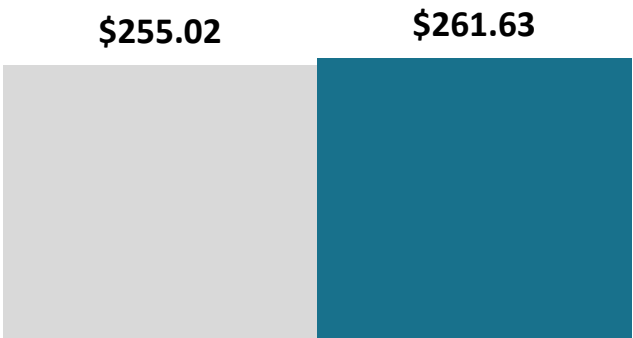
52.1%



- 6.5% from 2022

AVERAGE DAILY RATE

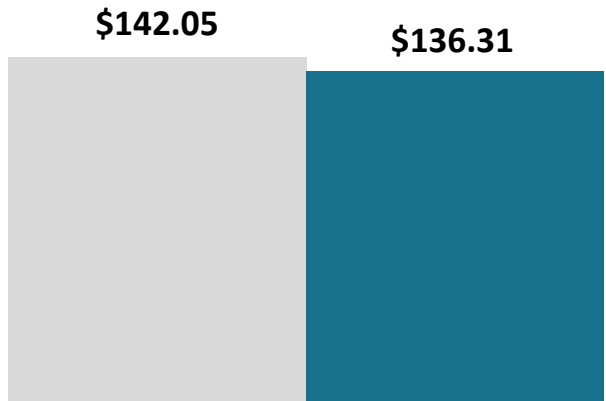
\$261.63



+ 2.6% from 2022

REVENUE PER AVAILABLE ROOM

\$136.31



- 4.0% from 2022

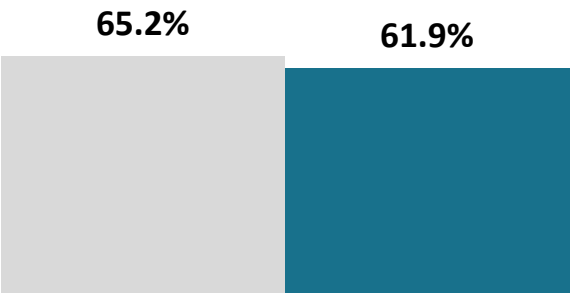
■ July-22 ■ July-23

¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.
² Occupancy, ADR, and RevPAR figures for July 2022 have been adjusted to reflect updated calculation methods.

JULY 2023 HOTEL LODGING METRICS¹

OCCUPANCY RATE

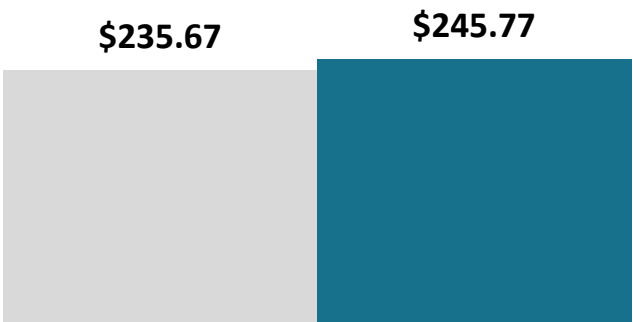
61.9%



- 5.1% from 2022

AVERAGE DAILY RATE

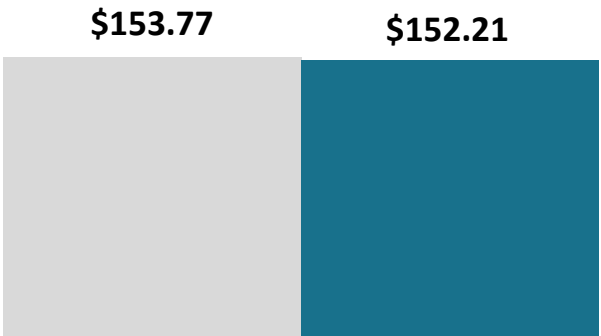
\$245.77



+ 4.3% from 2022

REVENUE PER AVAILABLE ROOM

\$152.21

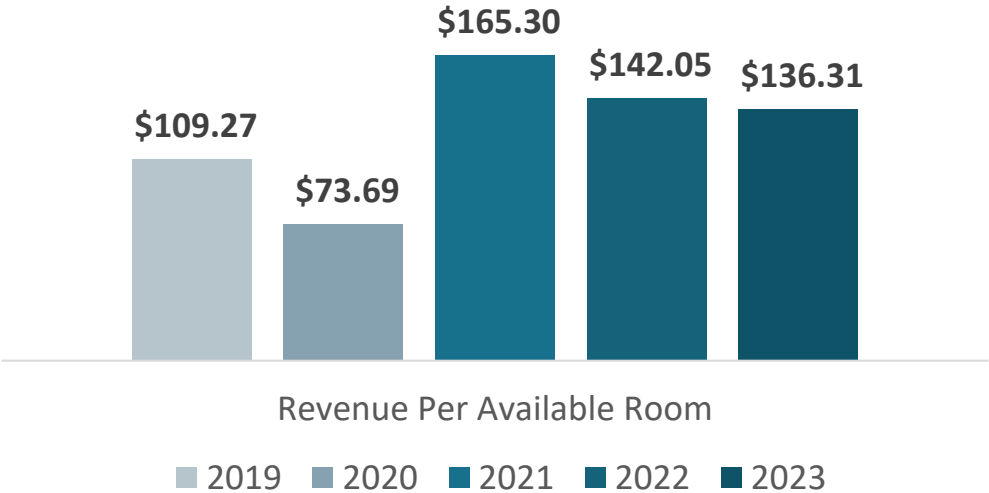
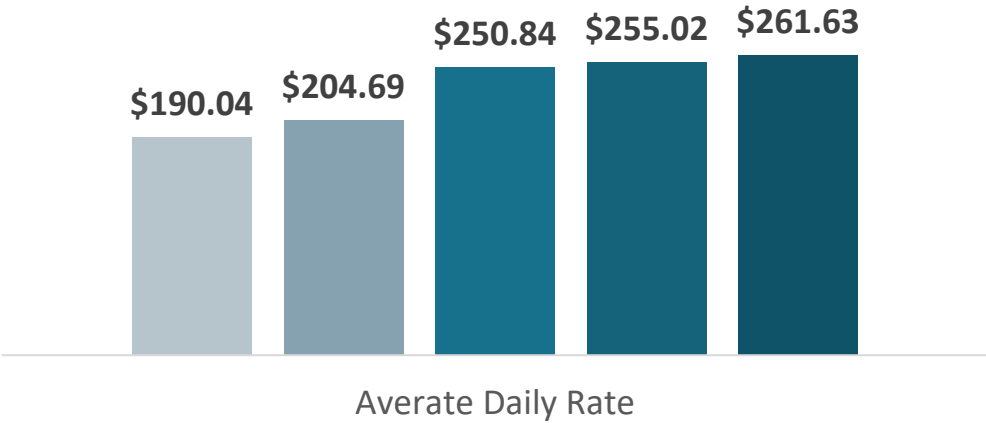
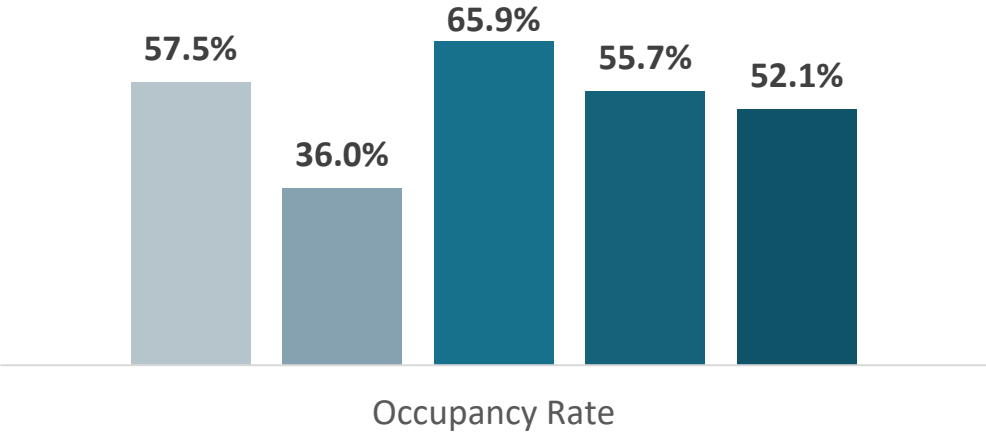


- 1.0% from 2022

■ Jul-22 ■ Jul-23

¹Source: STR Reports

JULY 2019-2023 OVERALL LODGING METRICS^{1,2}



¹ Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.
² Occupancy, ADR, and RevPAR figures for July 2022 have been adjusted to reflect updated calculation methods.

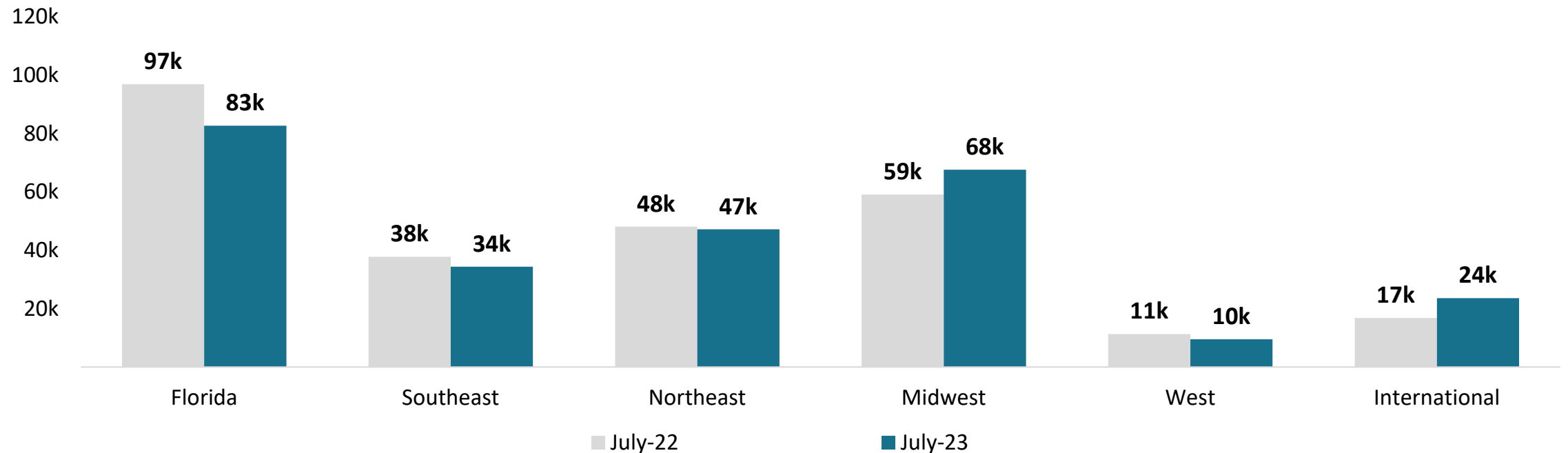
VISITOR ORIGIN

FLORIDA VISITORS

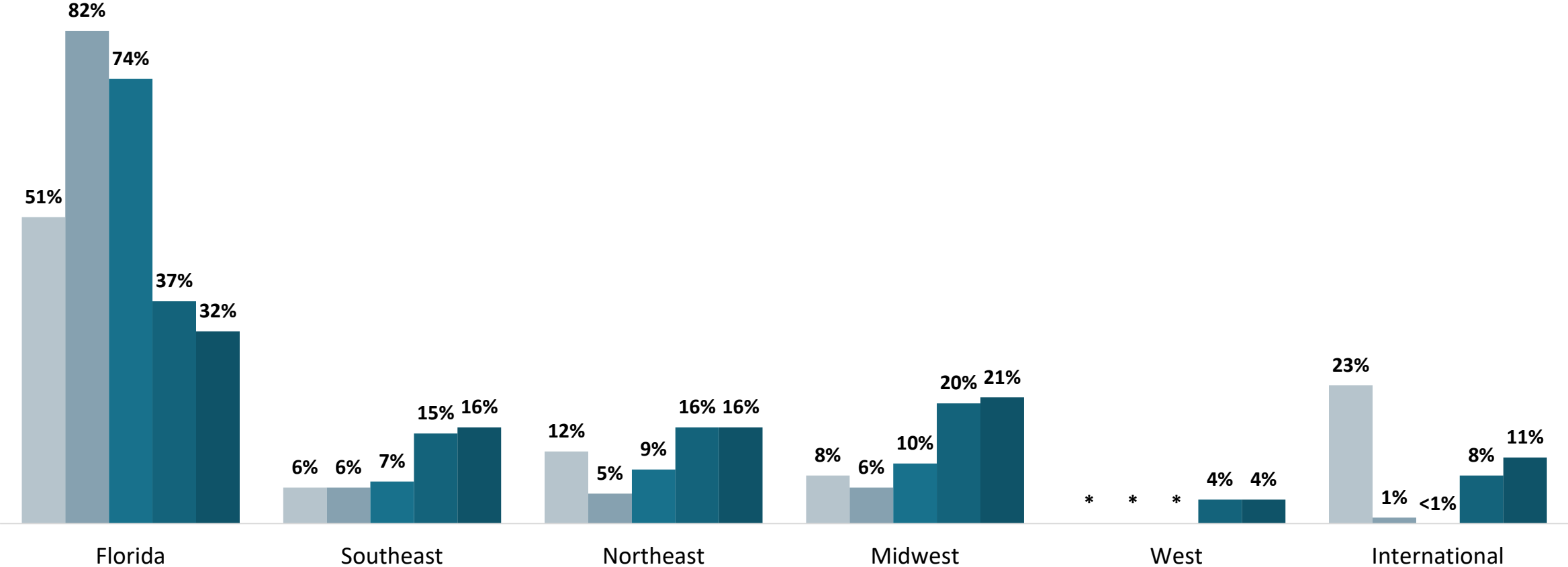
82,700

OUT-OF-STATE VISITORS

182,300



JULY 2019-2023 OVERNIGHT VISITOR ORIGIN



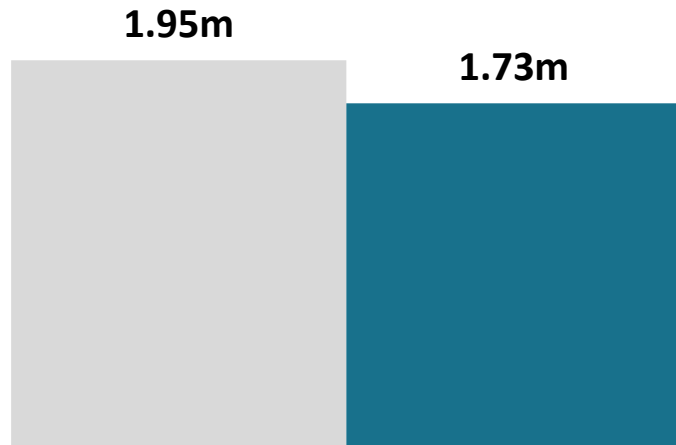
July-19 July-20 July-21 July-22 July-23

*Note: The “West” was not separated from “Other” before 2022. Beginning in 2022, “West” was added and “Other” was changed to “Other International”.

YEAR-TO-DATE VISITATION METRICS

CYTD VISITORS

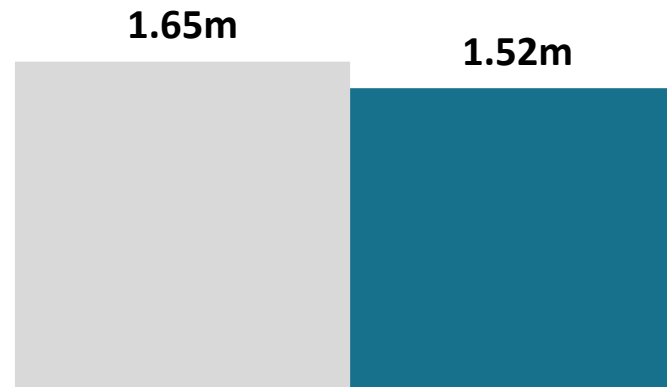
1,731,300



- 11.1% from 2022

CYTD ROOM NIGHTS

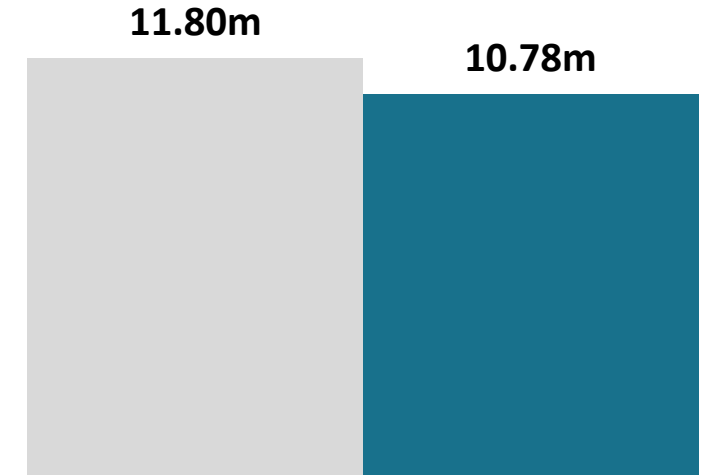
1,515,200



- 8.1% from 2022

CYTD VISITOR DAYS

10,777,800



- 8.7% from 2022

■ July-22 ■ July-23

YEAR-TO-DATE SPENDING & ECONOMIC IMPACT

CYTD DIRECT SPENDING

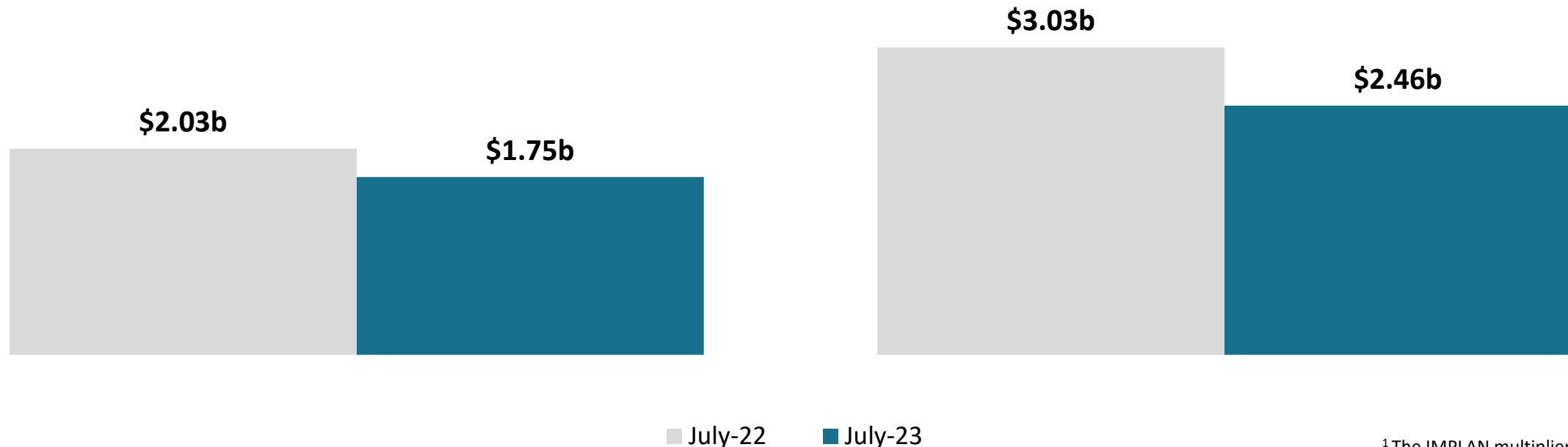
\$1,753,541,800

- 13.8% from 2022

CYTD ECONOMIC IMPACT

\$2,457,979,200

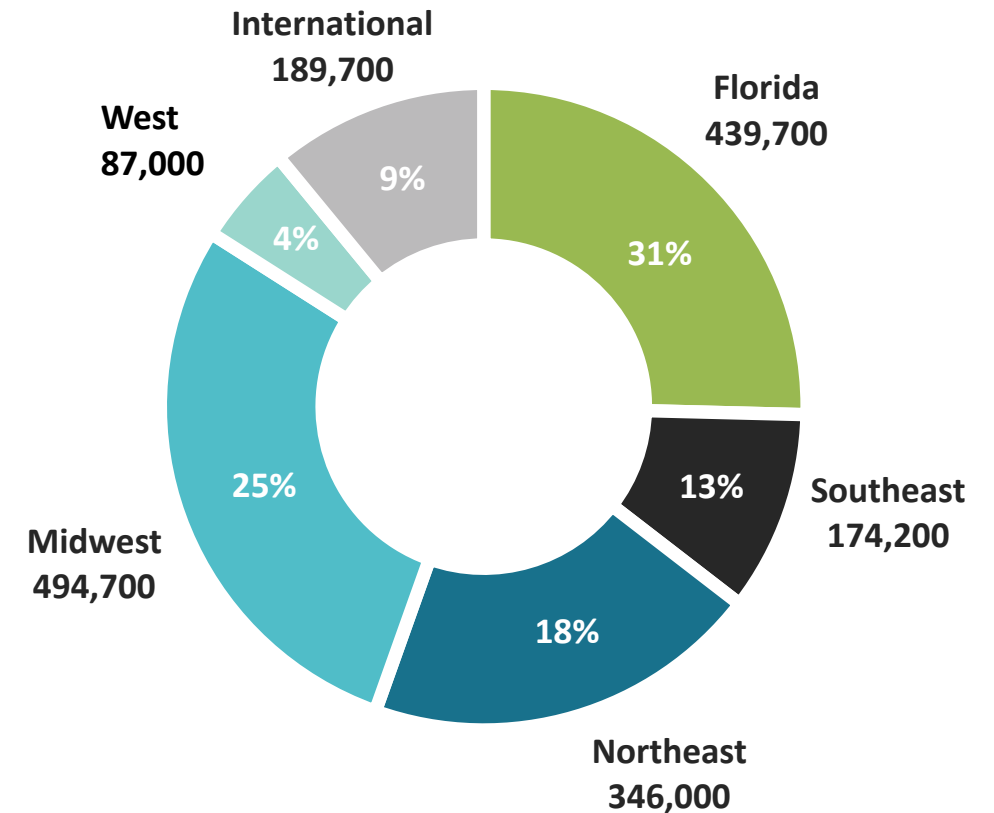
- 19.0% from 2022¹



¹ The IMPLAN multiplier for Collier County was 1.491 for 2022 and is 1.388 in 2023.

CYTD 2023 VISITOR ORIGIN MARKETS

Region	CYTD 2022		CYTD 2023		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	407,200	20.9%	439,700	25.4%	+ 8.0%	+ 21.5%
Southeast	222,300	11.4%	174,200	10.1%	- 21.6%	- 11.9%
Northeast	464,700	23.9%	346,000	20.0%	- 25.5%	- 16.3%
Midwest	574,500	29.5%	494,700	28.6%	- 13.9%	- 3.1%
West	121,700	6.2%	87,000	5.0%	- 28.5%	- 19.6%
Canada	48,500	2.5%	79,800	4.6%	+ 64.5%	+ 85.1%
Europe	66,400	3.4%	61,600	3.5%	- 7.2%	+ 4.3%
C/S America	17,400	0.9%	28,000	1.6%	+ 60.9%	+ 81.0%
Other	24,600	1.3%	20,300	1.2%	- 17.5%	- 7.2%
Total	1,947,300	100.0%	1,731,300	100.0%		





Pre-Visit

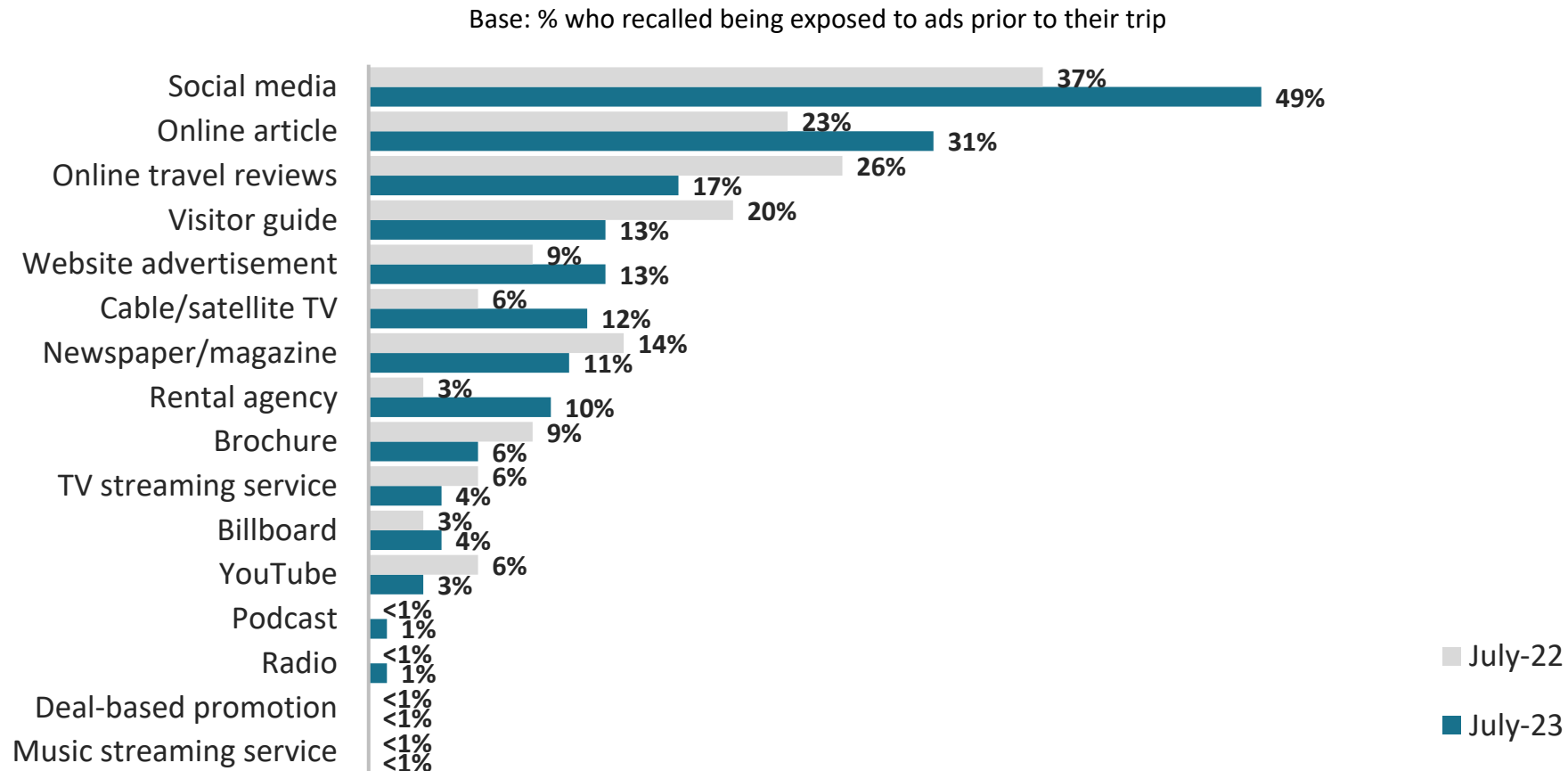
**Travel Party
Profile**

**Trip
Experience**

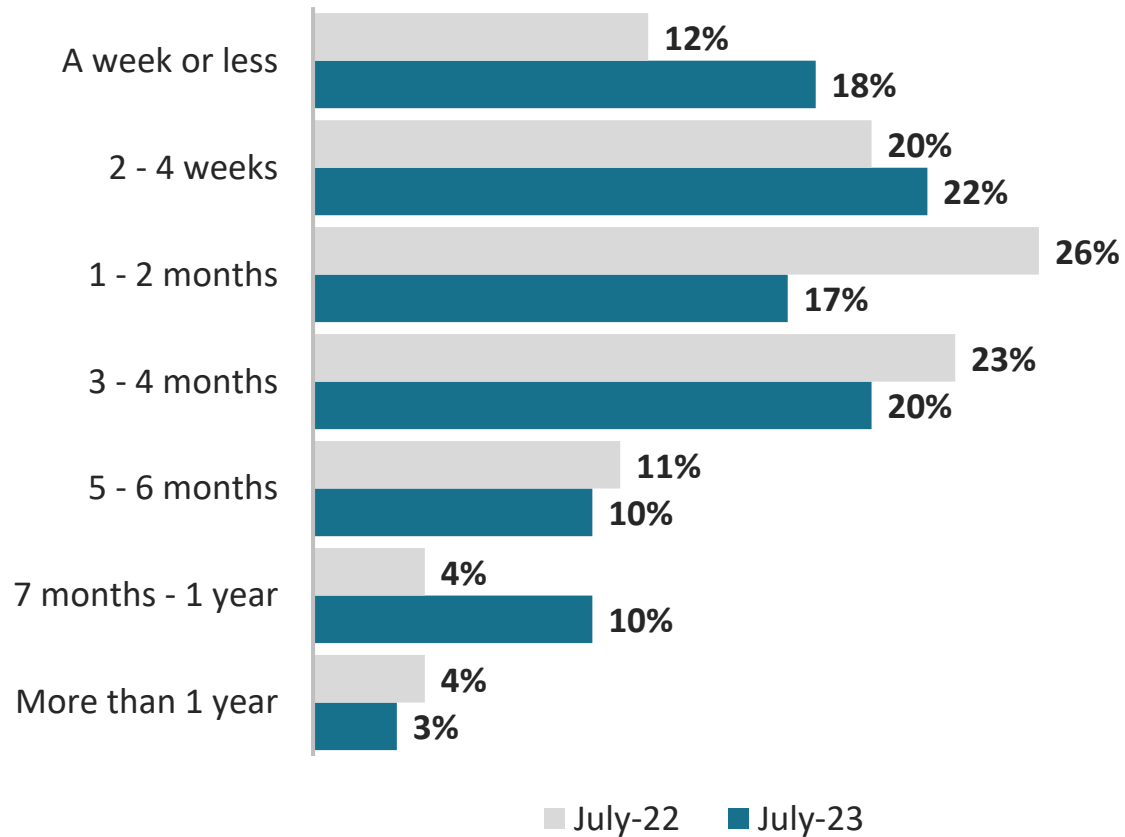
**Post-Trip
Evaluation**

**Economic
Impact on
Destination**

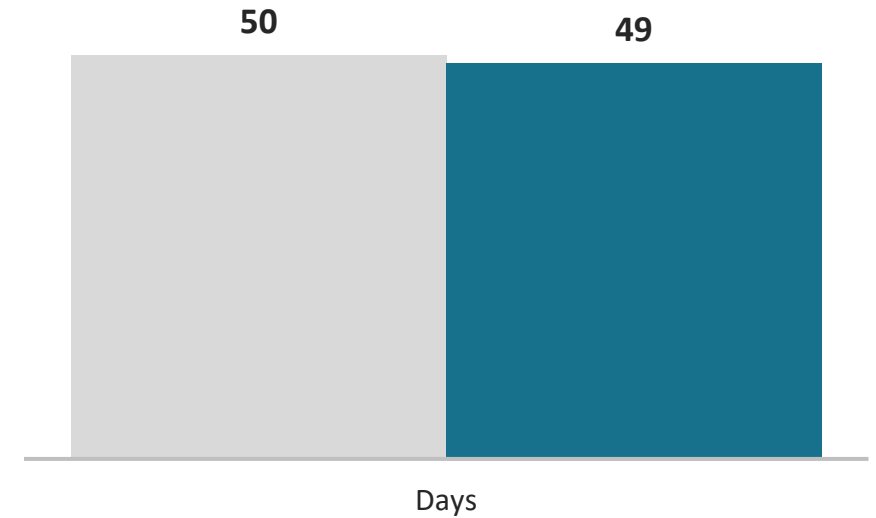
EXPOSURE TO ADVERTISING



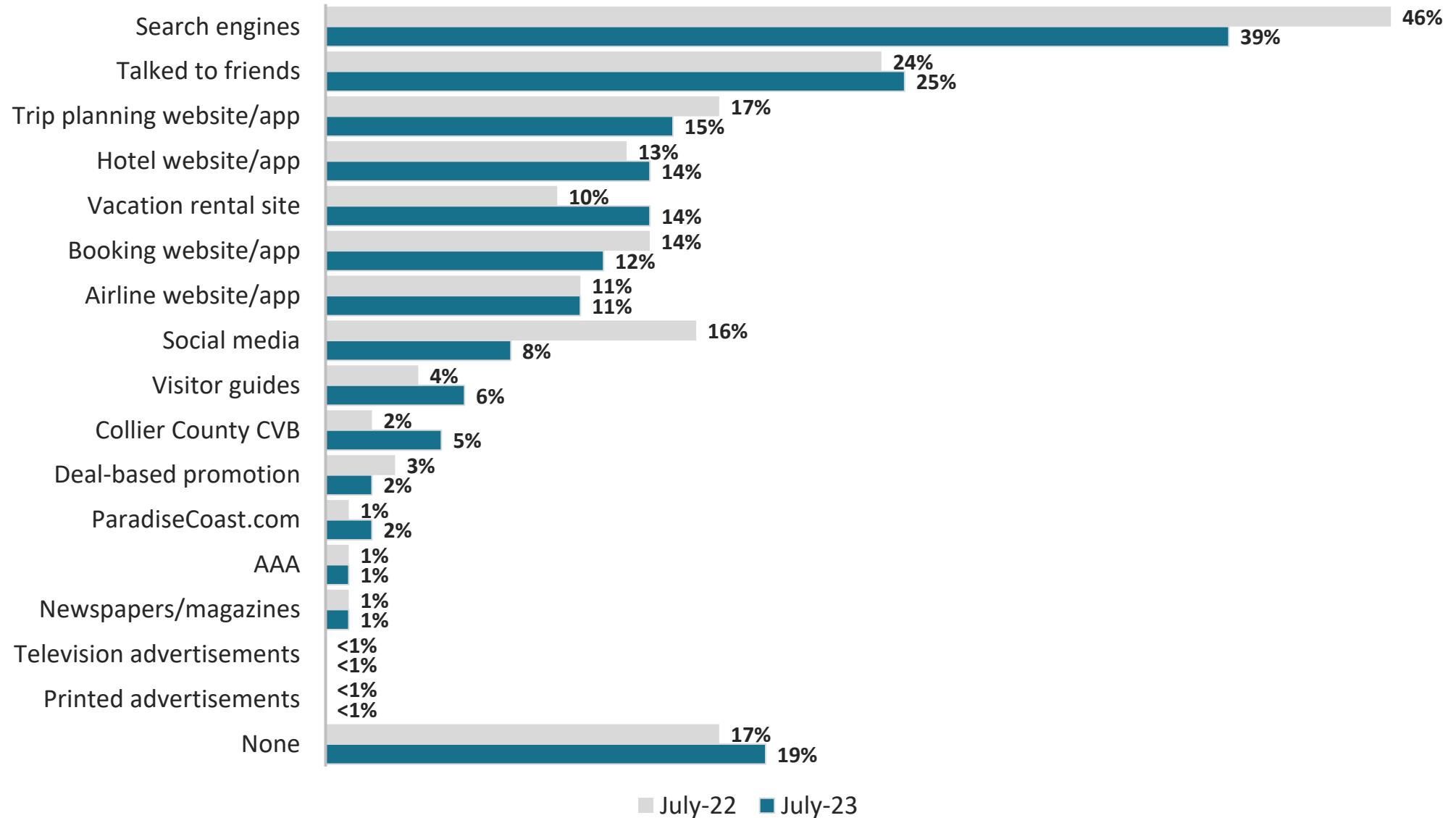
TRIP PLANNING CYCLE



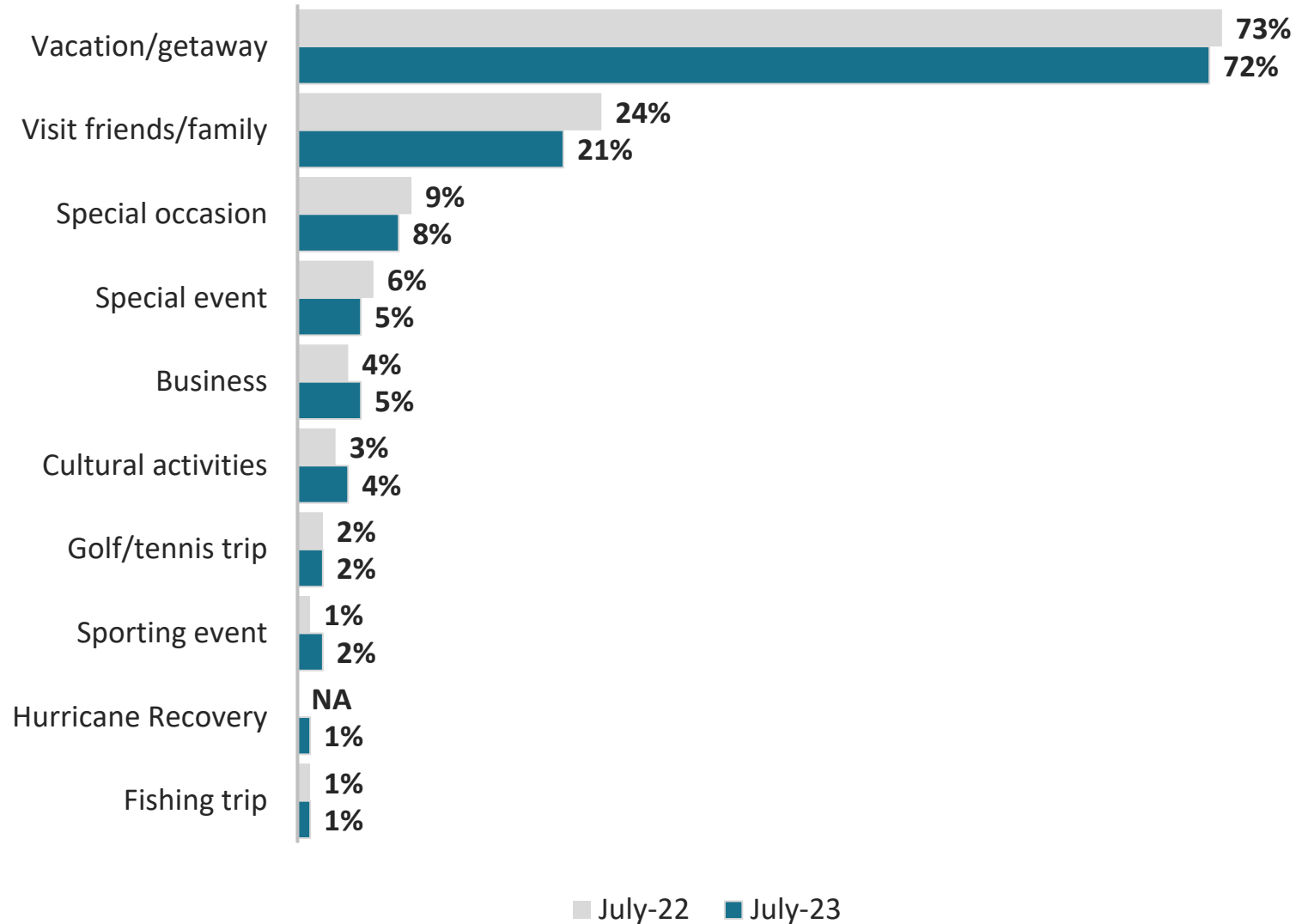
Median Trip Planning Time



TRIP PLANNING SOURCES

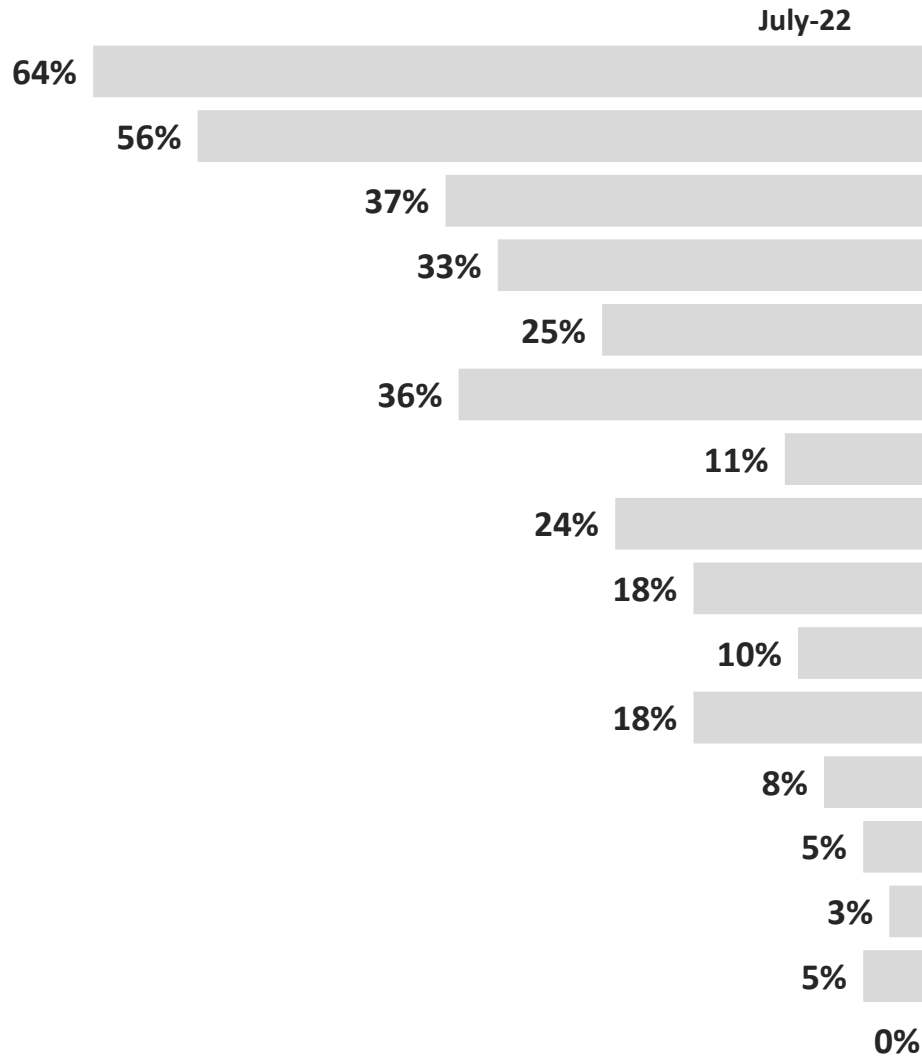


REASONS FOR VISITING¹

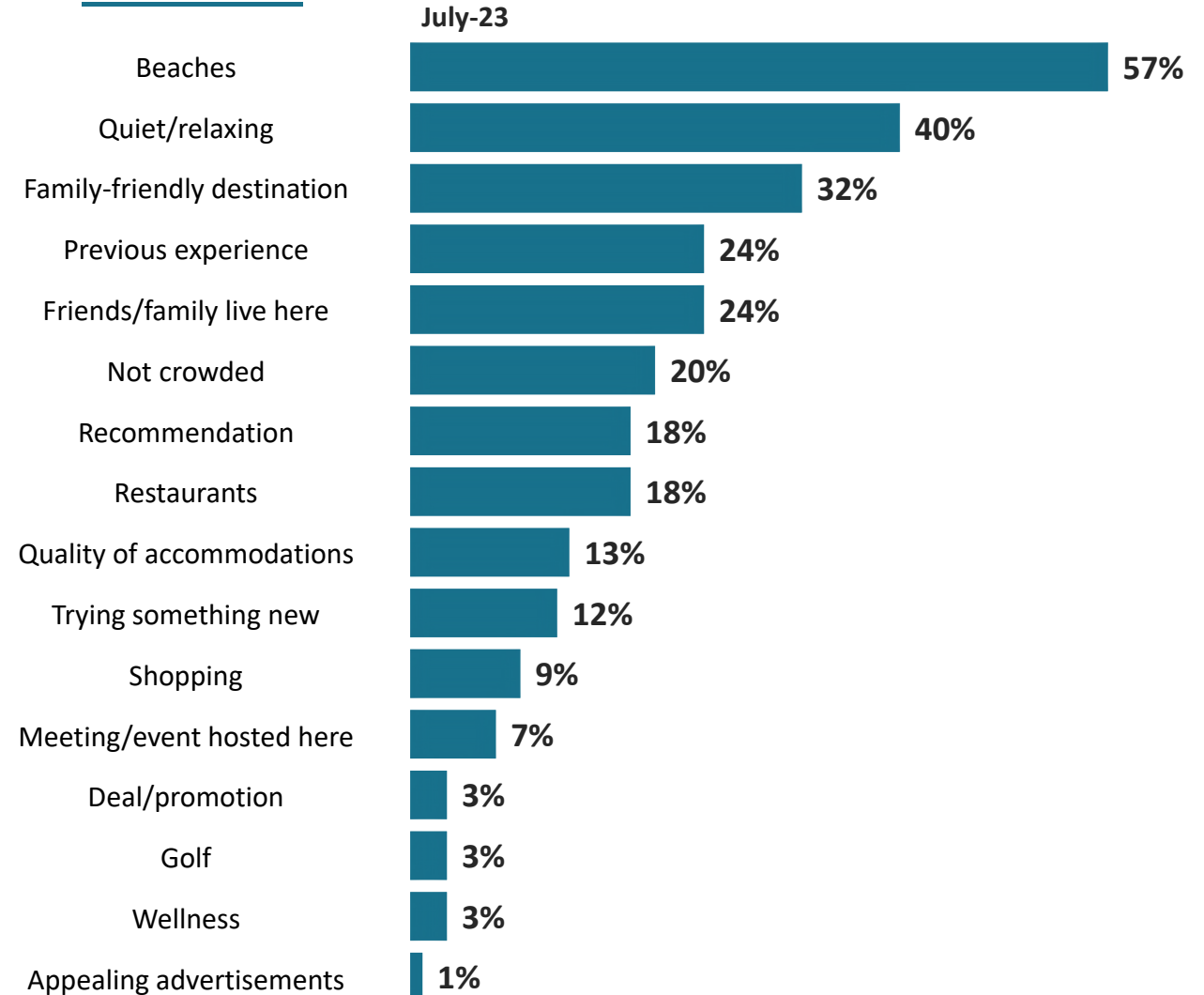


¹ Multiple responses permitted.

REASONS FOR CHOOSING AREA

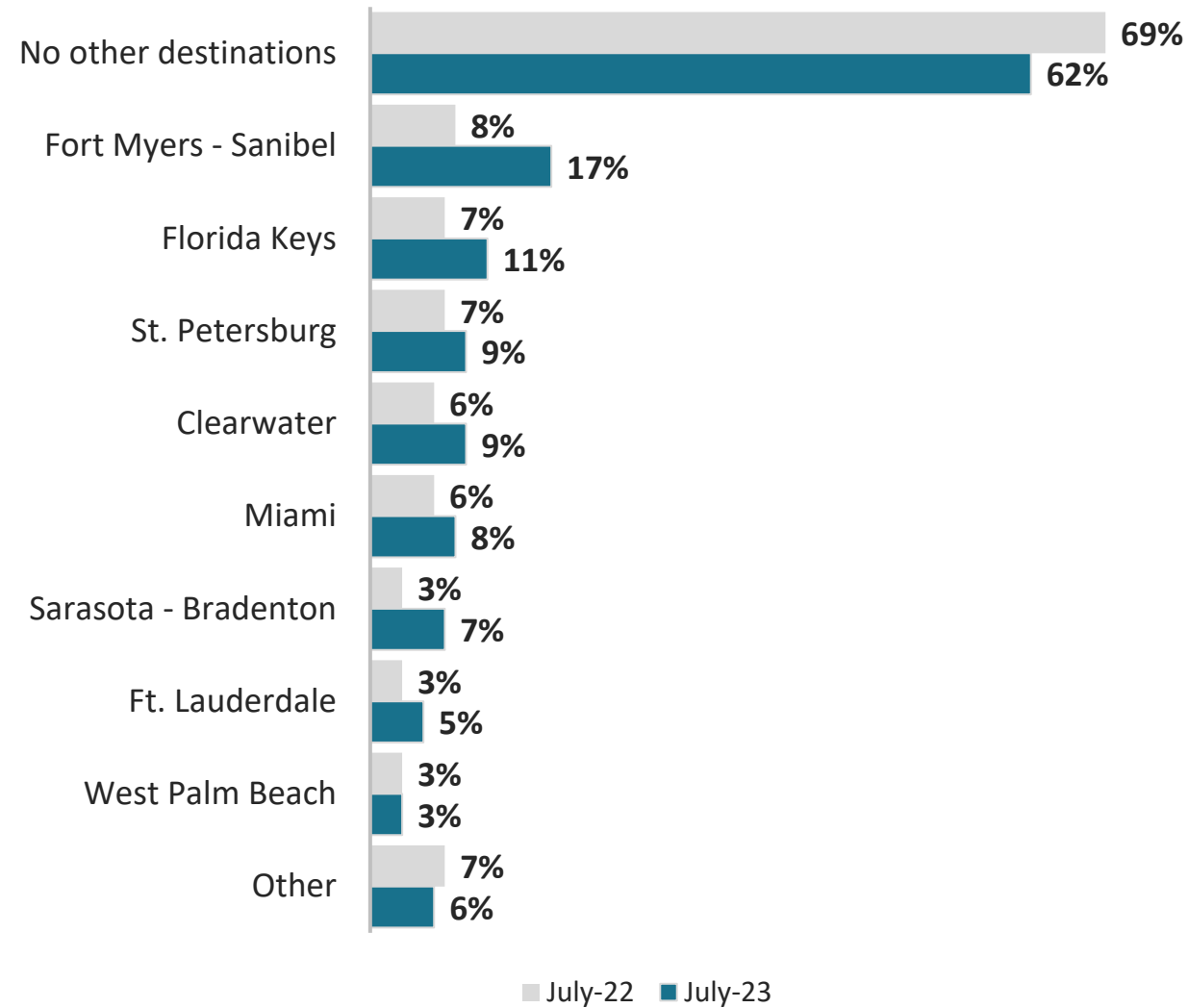


Reasons¹



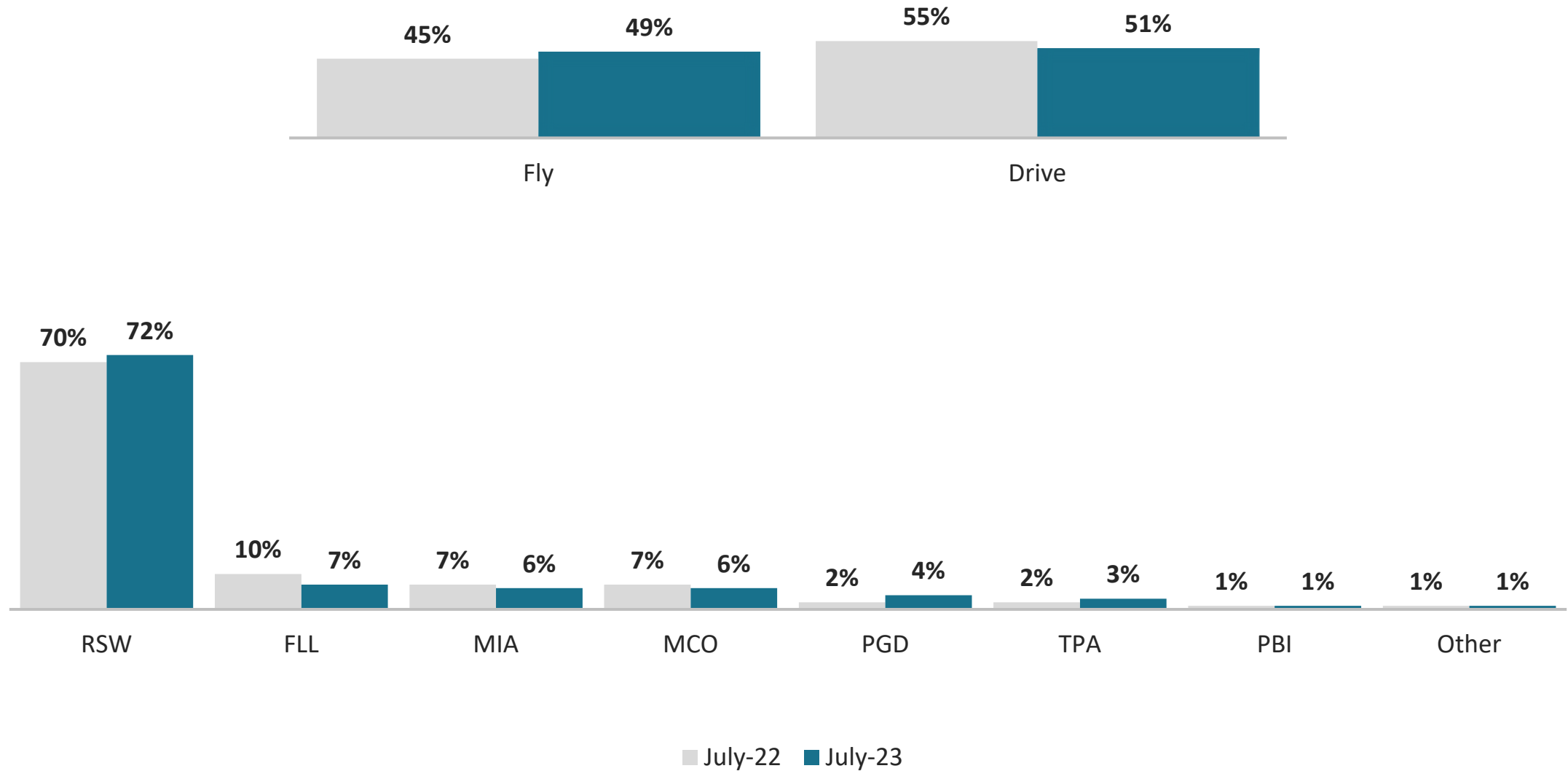
¹Multiple responses permitted.

OTHER DESTINATIONS CONSIDERED¹

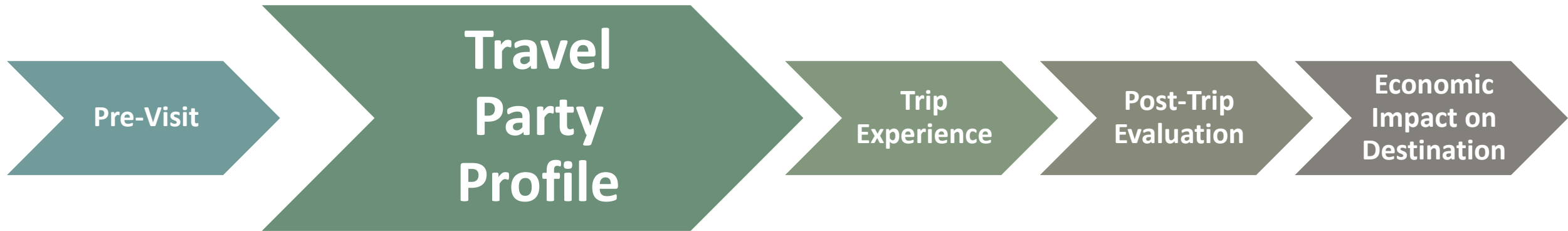


¹ Multiple responses permitted.

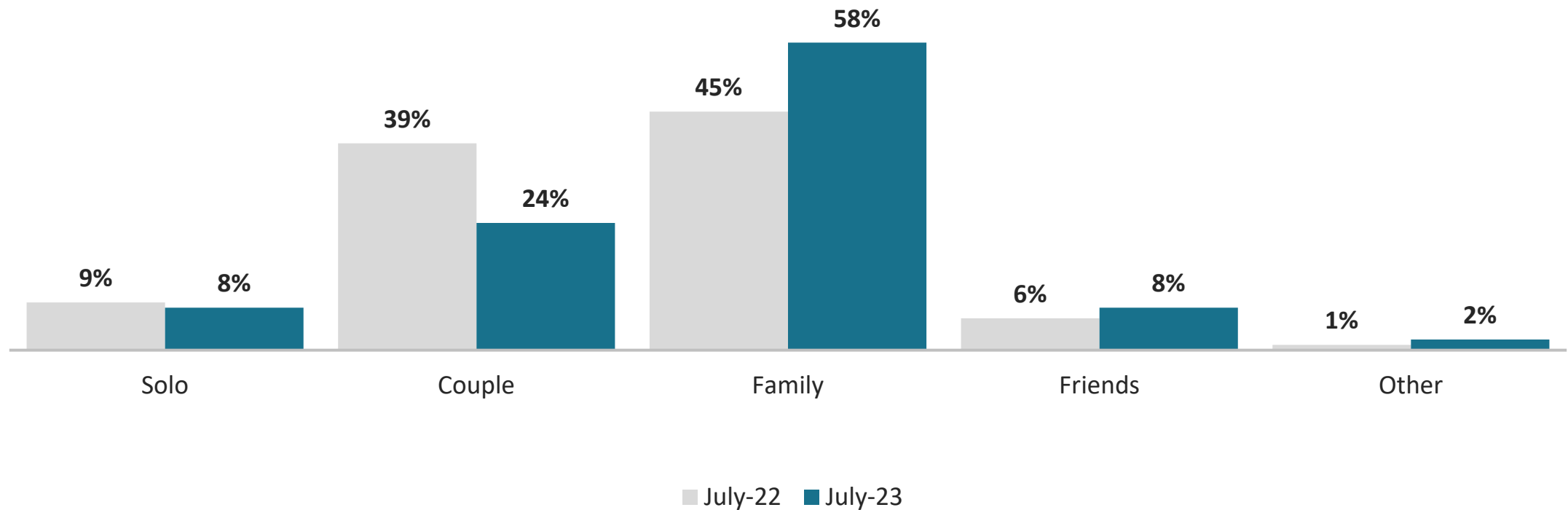
TRANSPORTATION METHODS



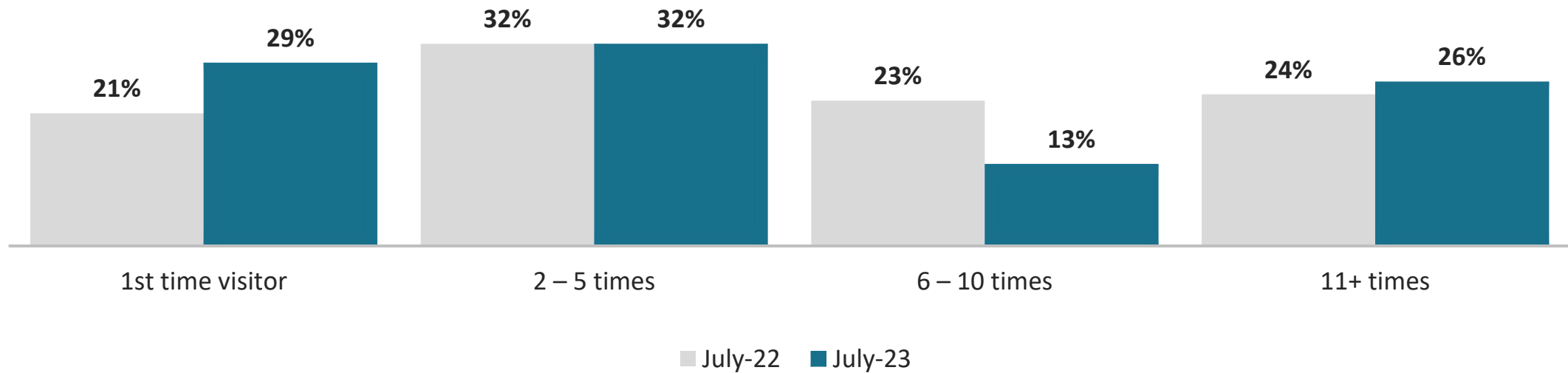
VISITOR JOURNEY: TRAVEL PARTY PROFILE



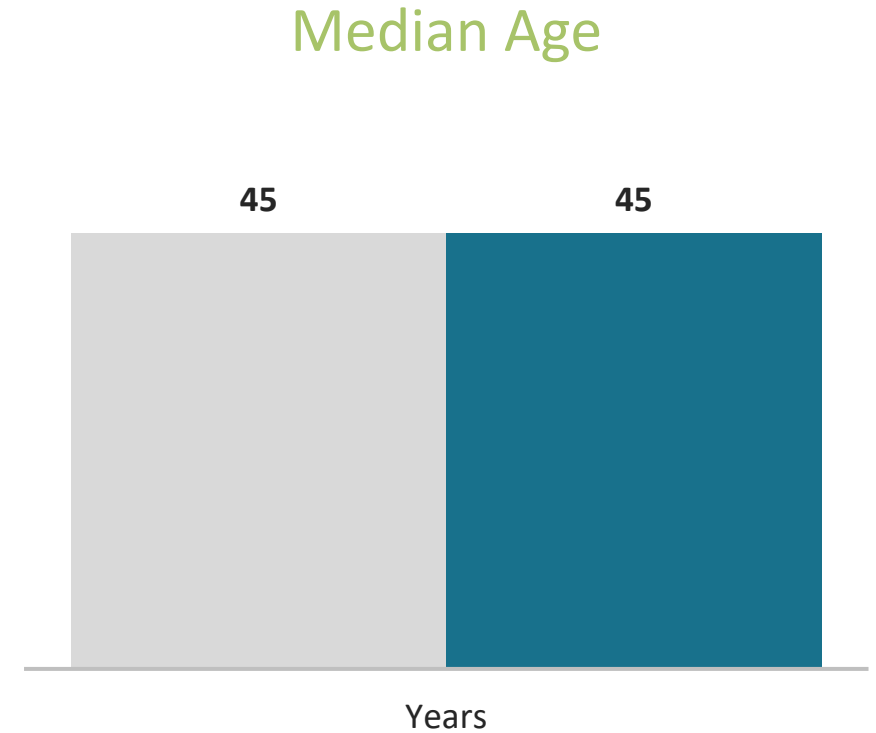
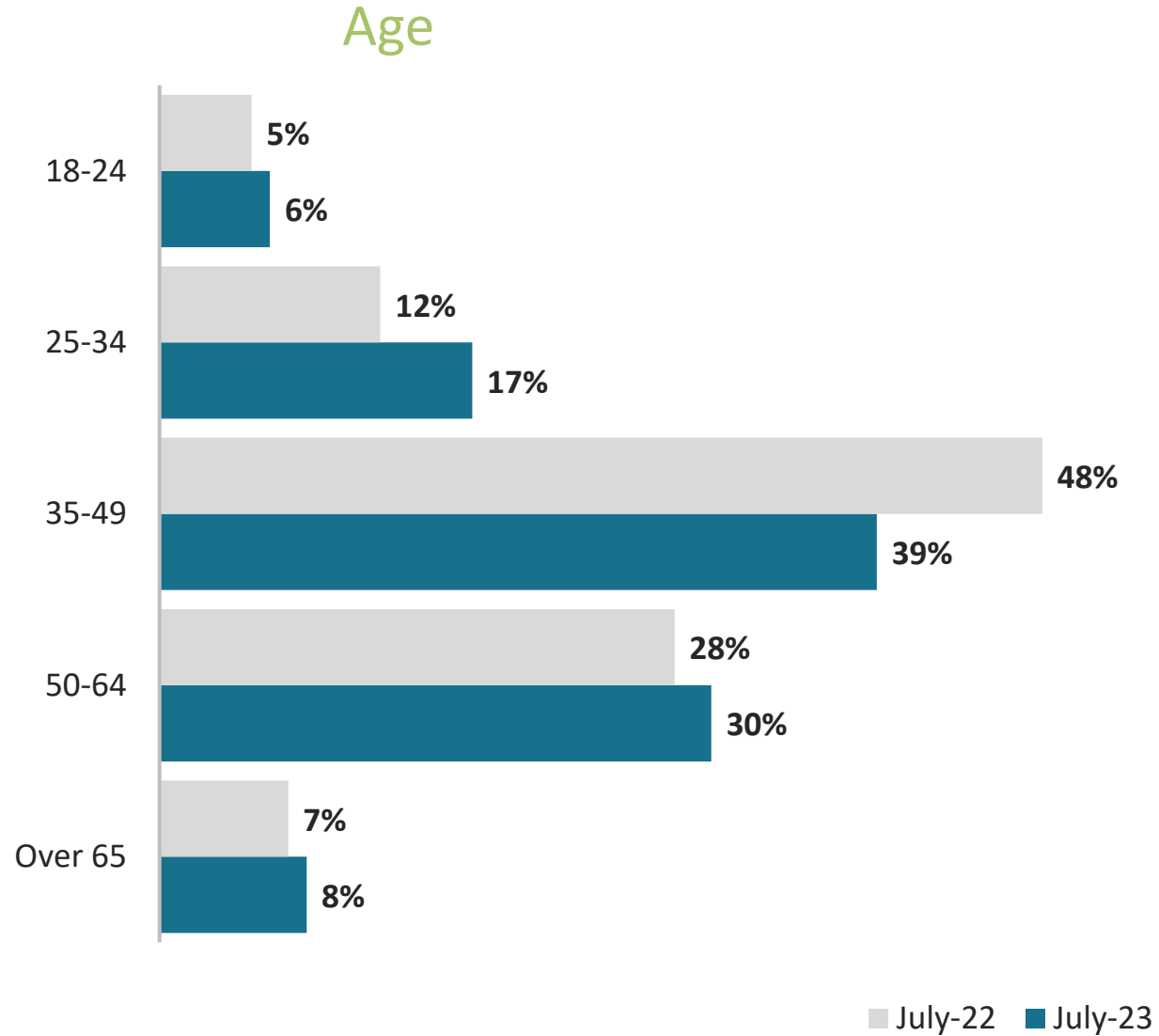
TRAVEL PARTY COMPOSITION



PREVIOUS VISITS

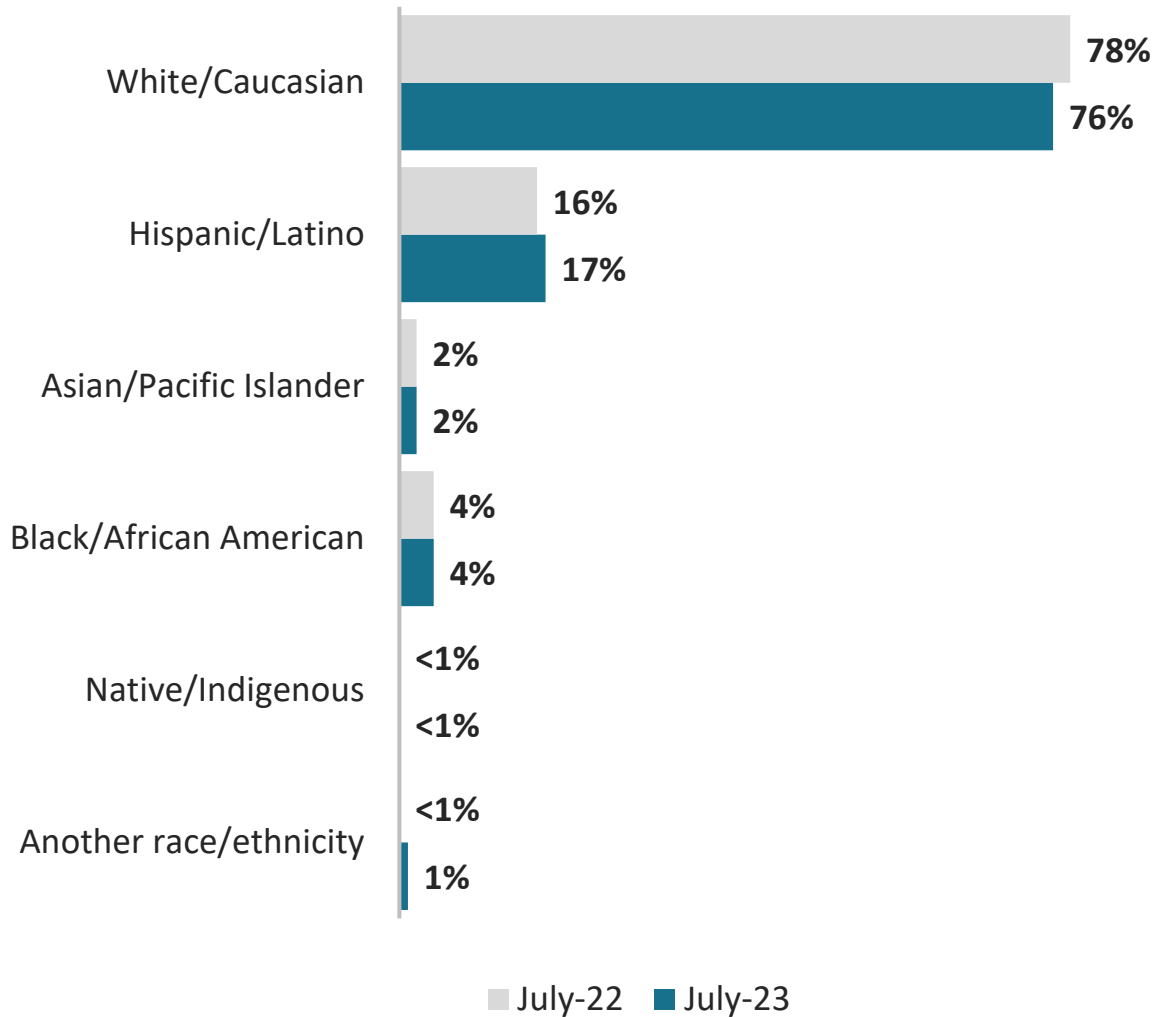


VISITOR AGES

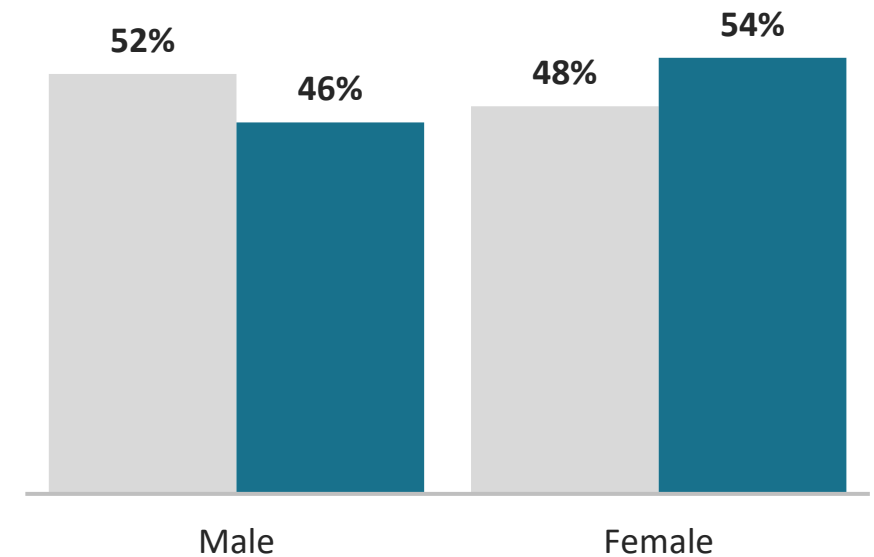


VISITOR RACE & GENDER

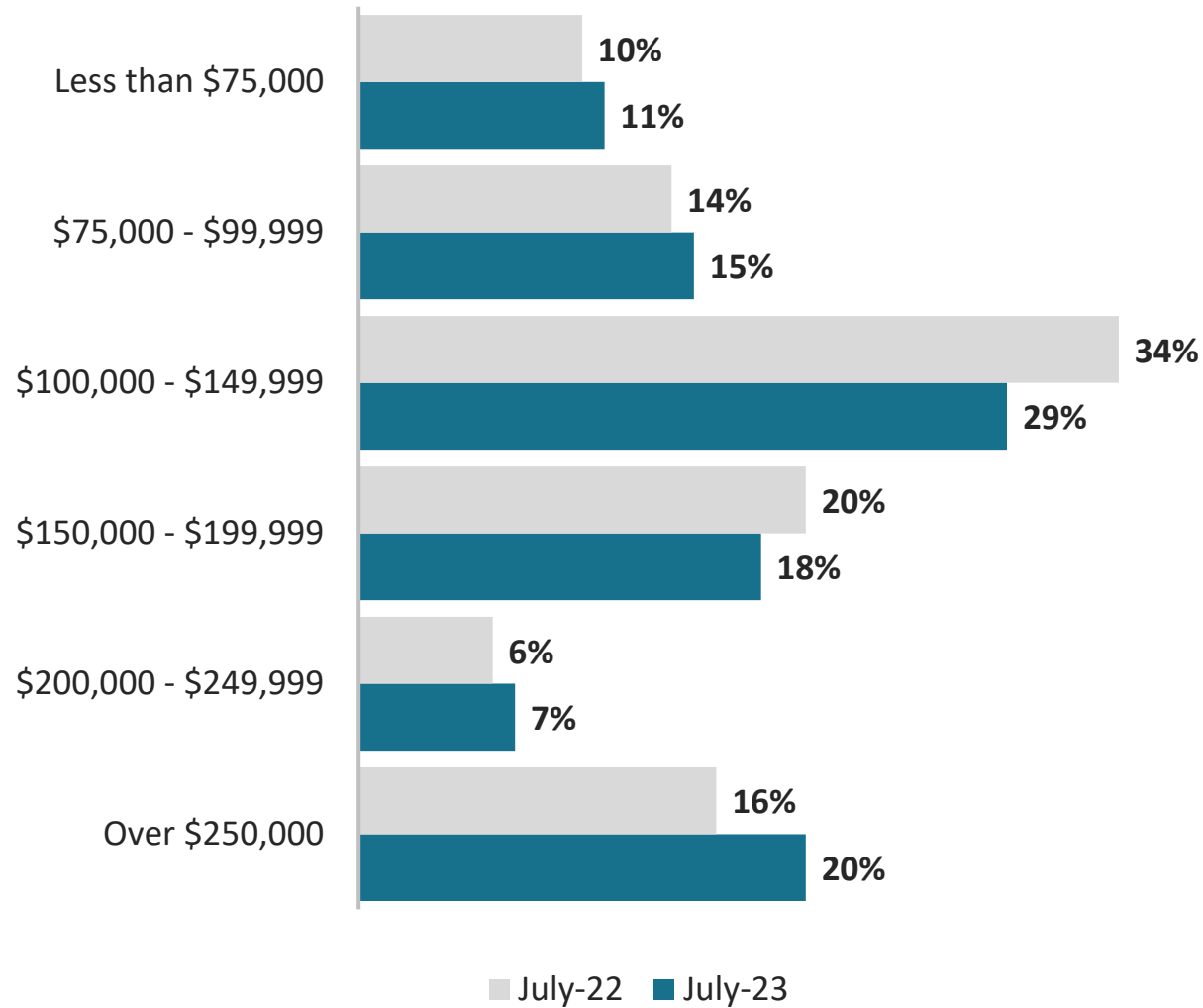
Race



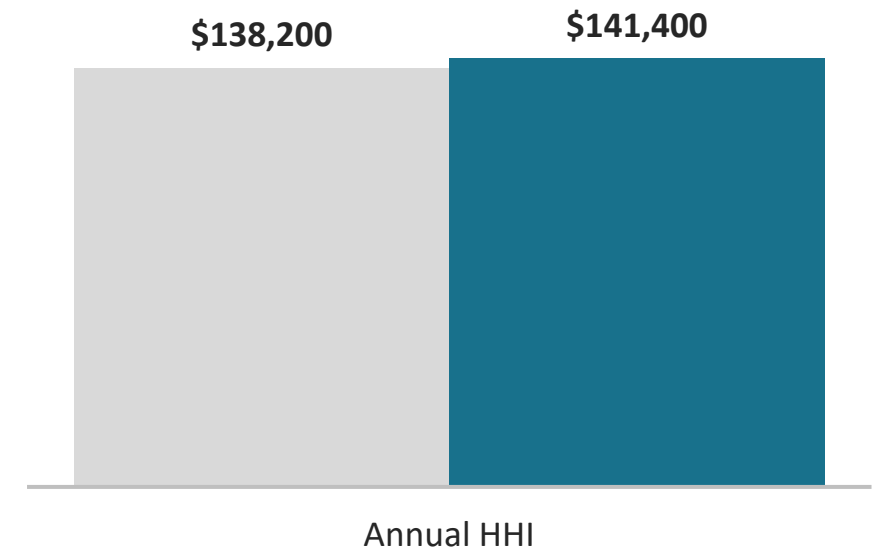
Gender



Income



Median Household Income



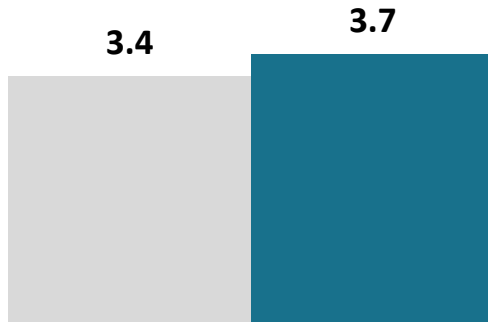
VISITOR JOURNEY: TRIP EXPERIENCE



TRIP CHARACTERISTICS

TRAVEL PARTY SIZE

3.7



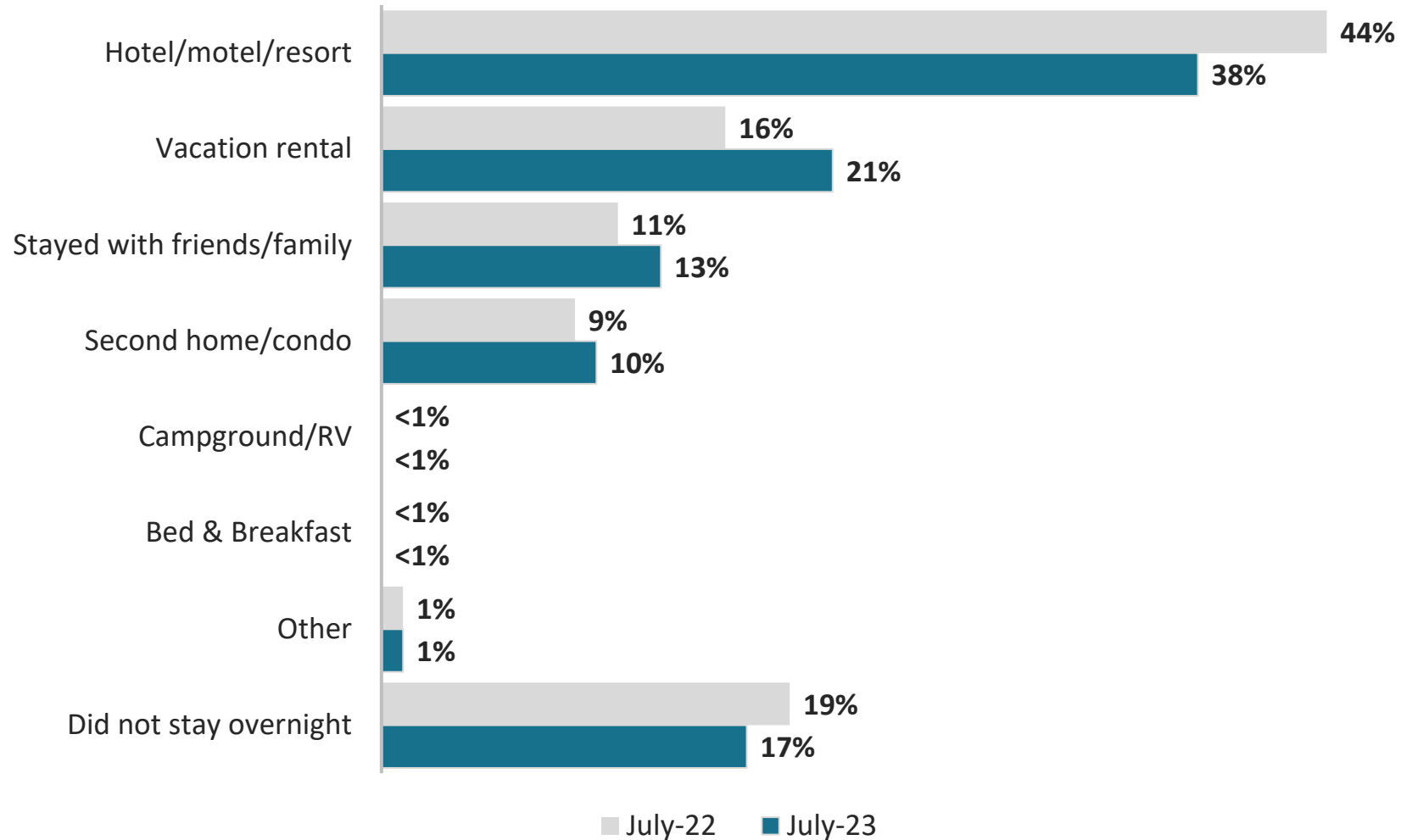
NIGHTS STAYED

4.6

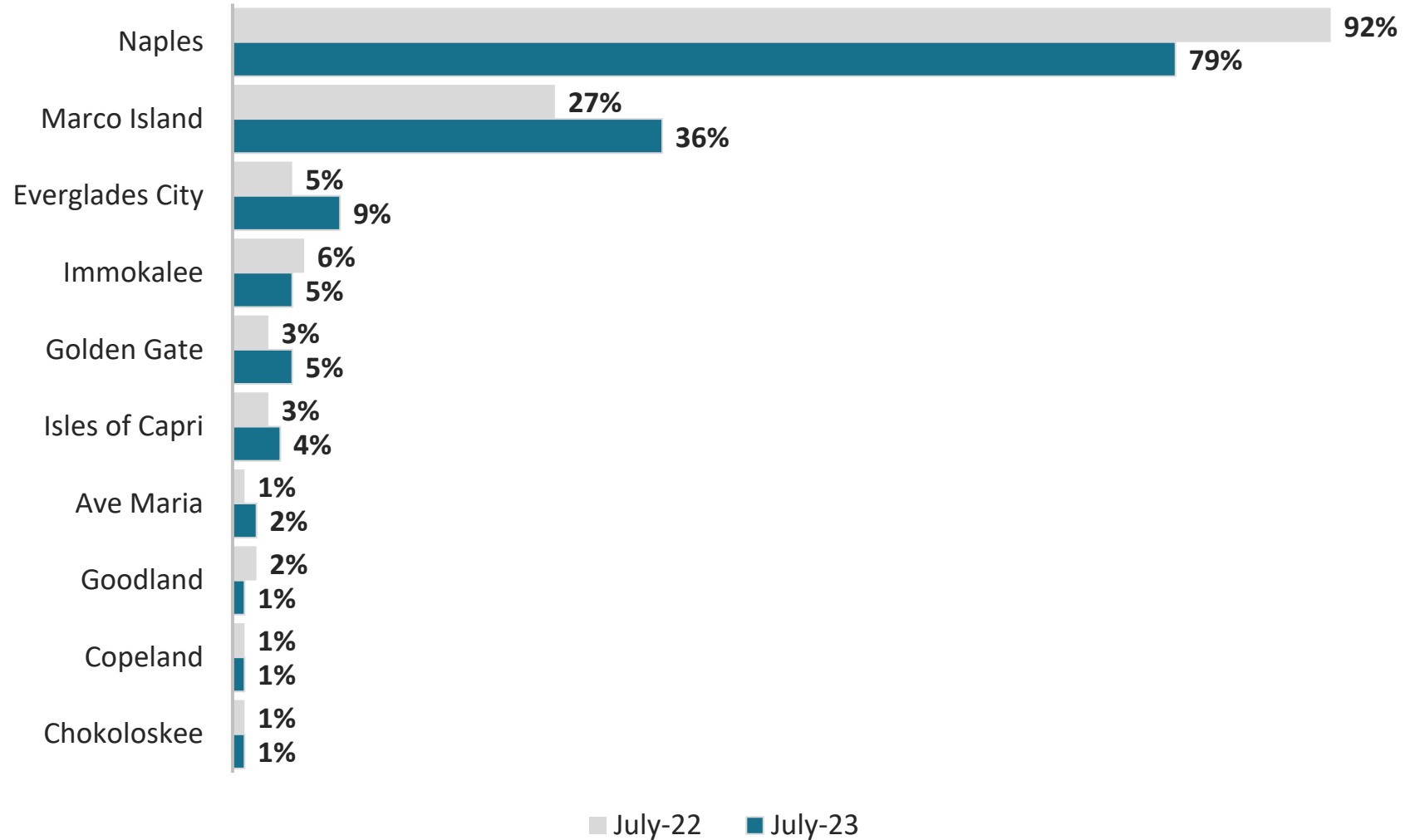


■ July-22 ■ July-23

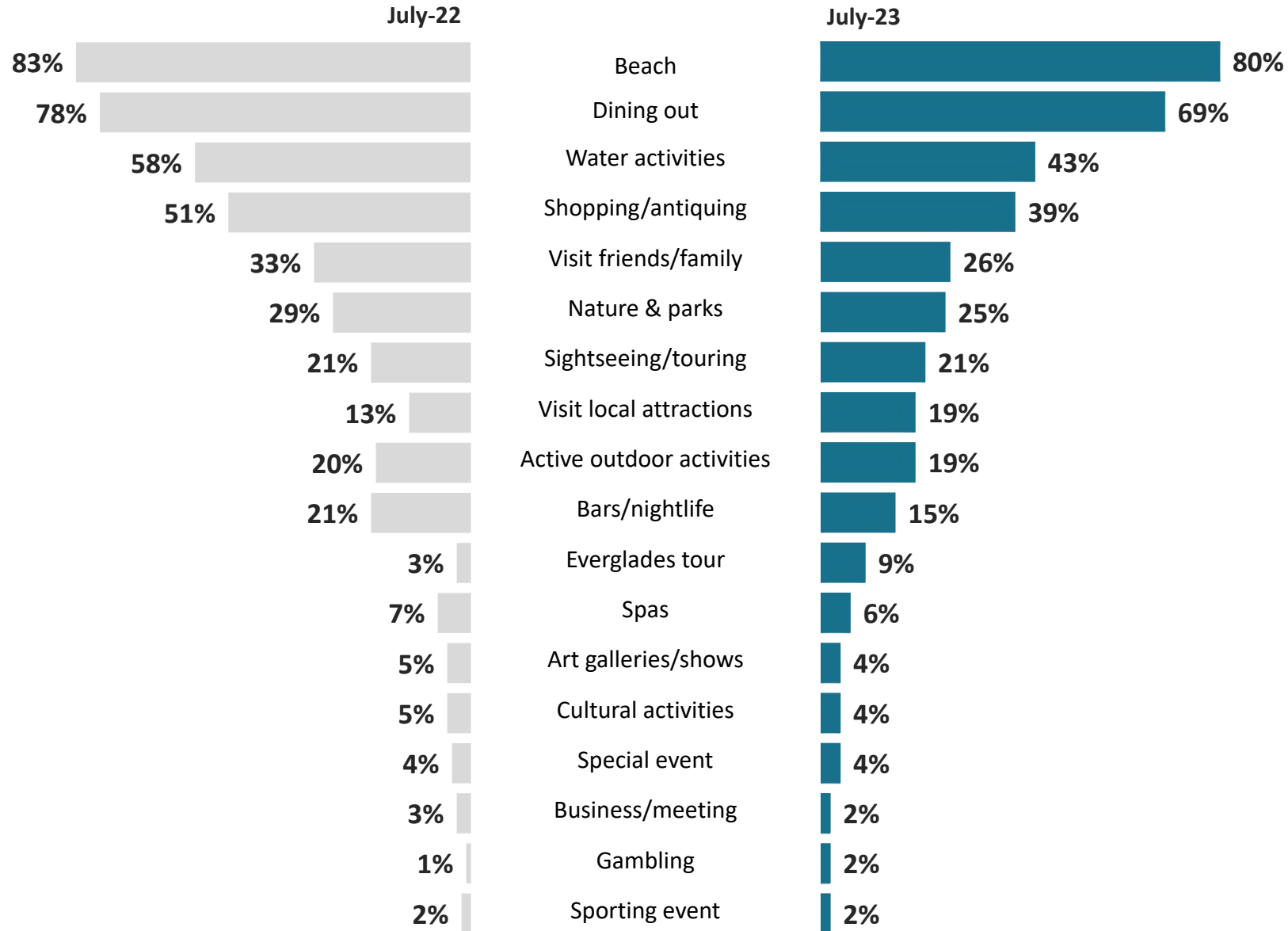
TYPE OF ACCOMMODATIONS



AREAS VISITED

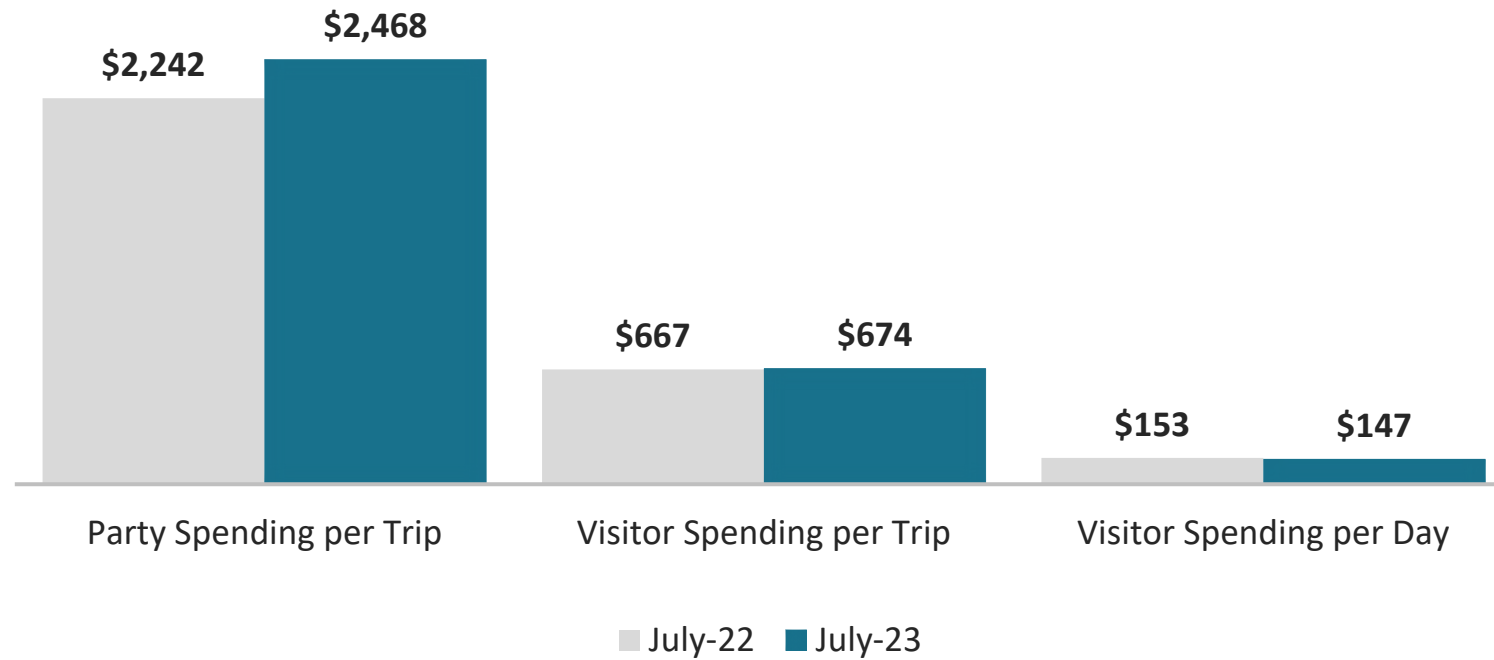


TRIP ACTIVITIES



¹ Multiple responses permitted.

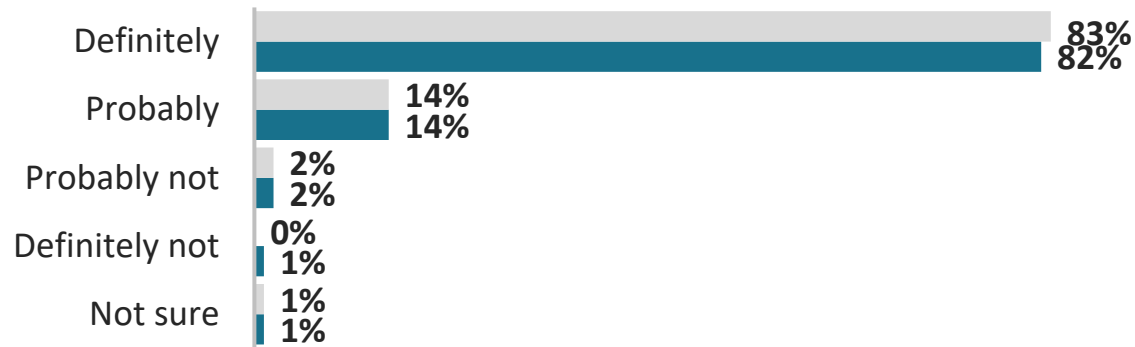
VISITOR SPENDING



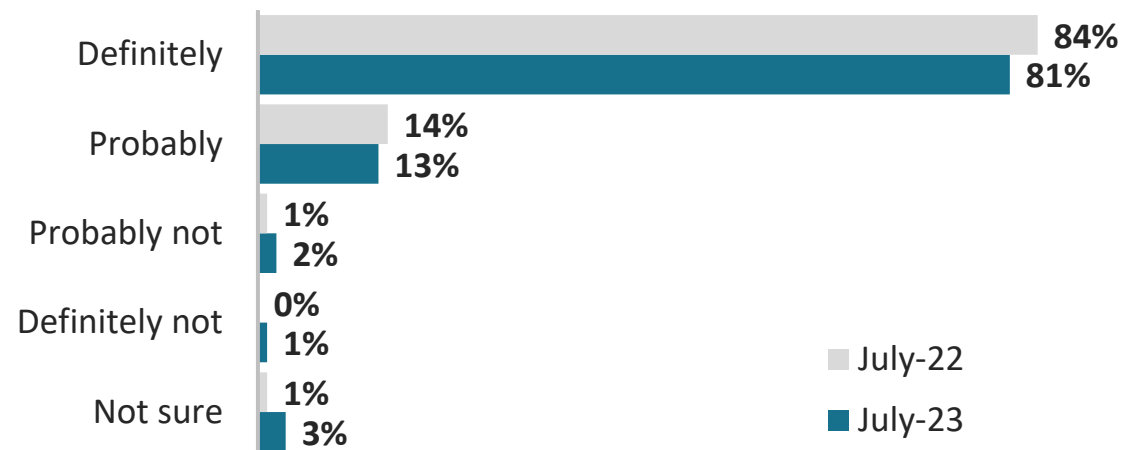
VISITOR JOURNEY: POST-TRIP EVALUATION



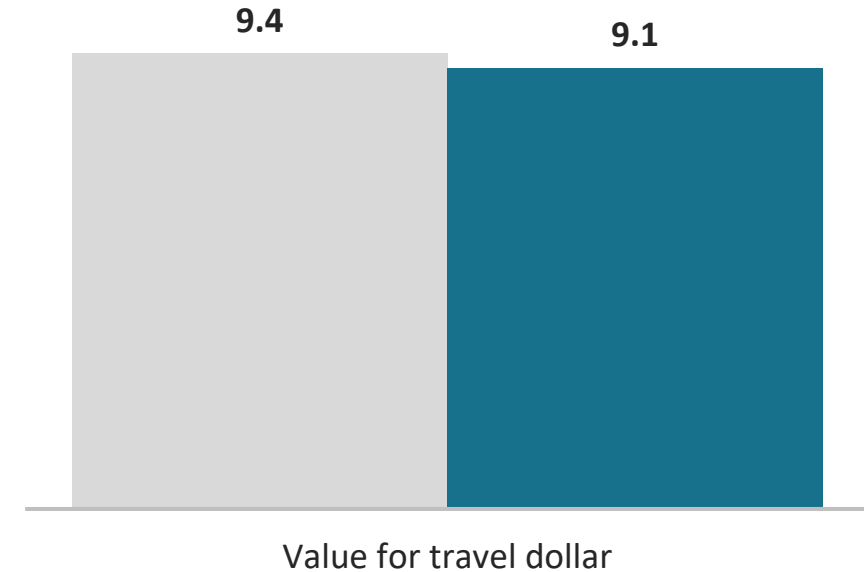
Will recommend the Naples area?



Will return to the Naples area?



VALUE FOR TRAVEL DOLLAR^{1,2}



¹ 10-point scale where 10 is "excellent" and 1 is "poor".

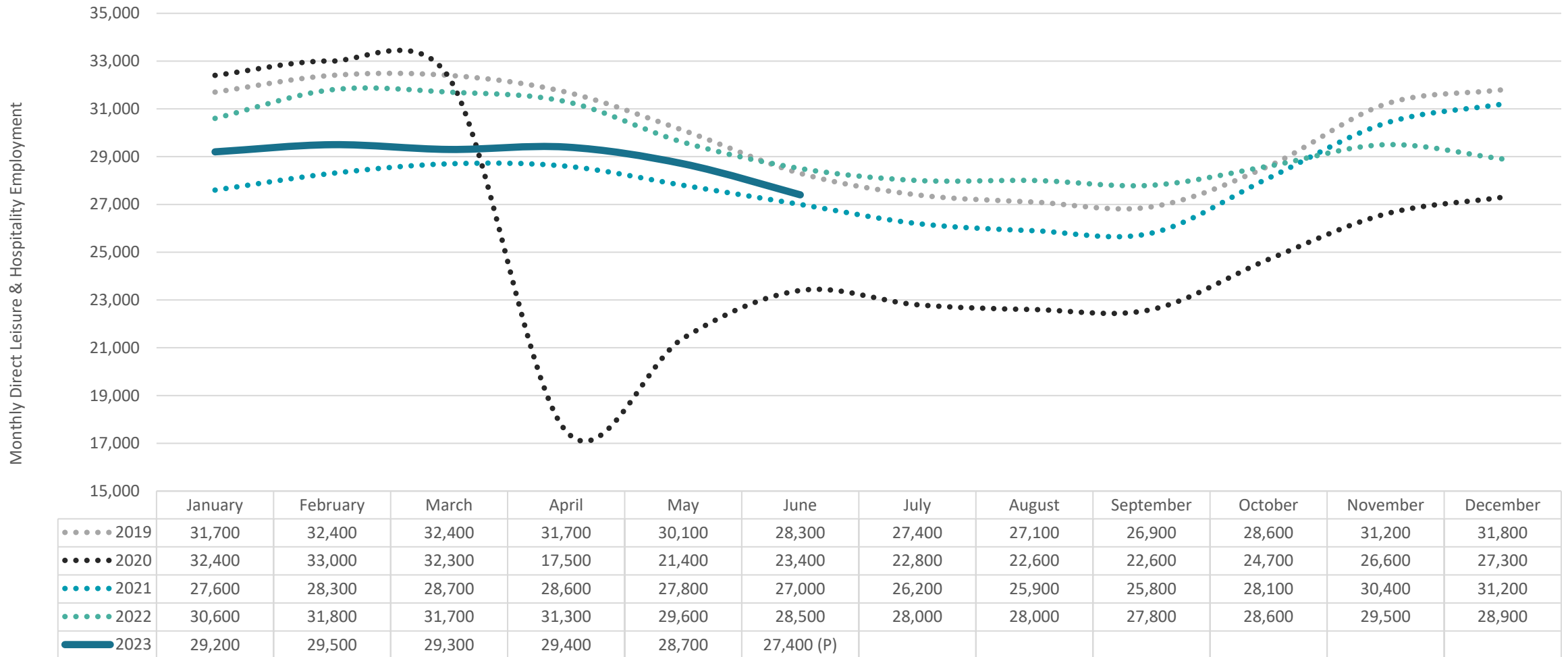
² Nearly all visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower rankings.

INDUSTRY DATA



LEISURE & HOSPITALTY EMPLOYMENT

Collier County Direct Leisure and Hospitality Employment (Calendar Year)¹

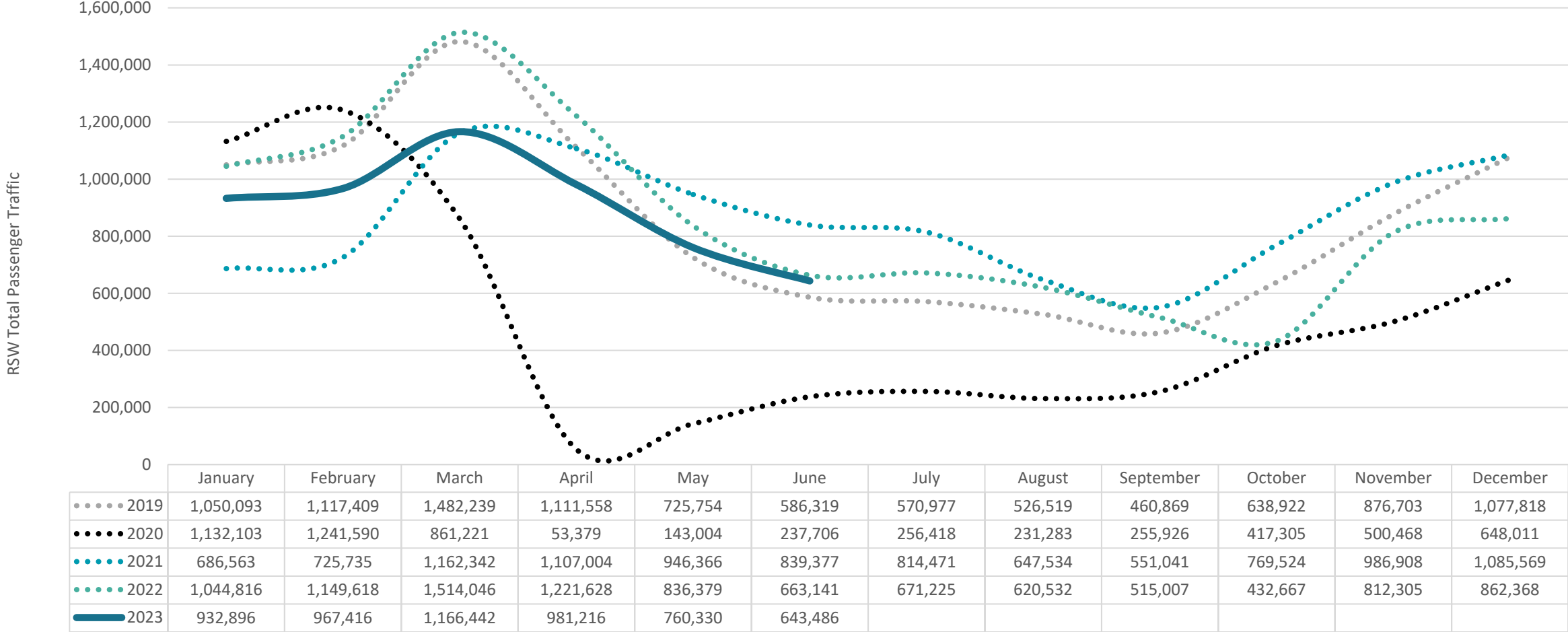


¹ SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.

(P) Preliminary.

RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic¹



¹ SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

July 2023 Licensed Transient Rental Units ¹				
	Hotel	Motel	Vacation Rental	Total
Naples	4,452	1,368	2,754	8,574
Marco Island	1,275	115	1,902	3,292
Immokalee	0	70	3	73
Golden Gate	0	150	0	150
Everglades City	38	36	18	92
Bonita Springs	0	5	33	38
Chokoloskee	0	13	2	15
Goodland	0	5	8	13
Ave Maria	0	0	4	4
Ochopee	0	0	1	1
Total	5,765	1,762	4,725	12,252²

¹SOURCE: [Florida Department of Business & Professional Regulation](#).

²Some units are still unavailable due to the impact of Hurricane Ian.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
July 2023 Monthly Dashboard

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