

# NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau  
June 2022 Monthly Dashboard





Compared to June 2021, Collier County saw larger travel parties, longer trip lengths, and sizeable gains in visitor spending categories such as restaurants and shopping resulting in nearly a 3% increase in overall spending and economic impact.



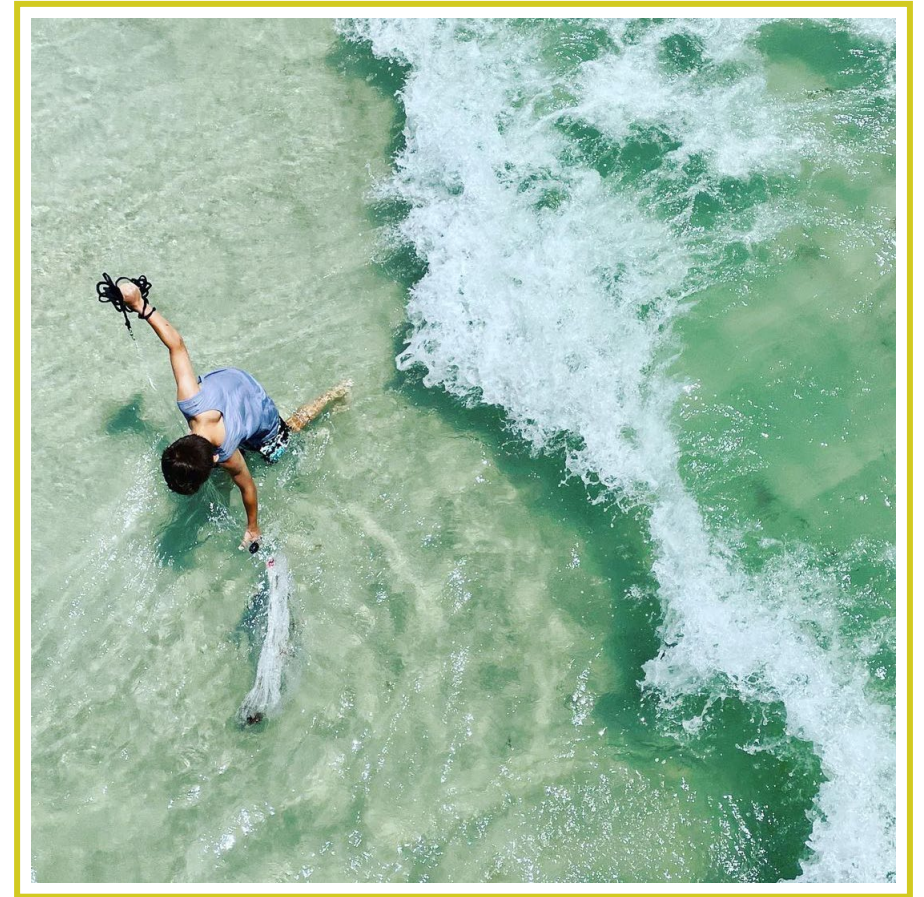
Looking ahead to the next 3 months, reservations are down for nearly 3 out of 4 accommodations providers in Collier County. Contributing factors include unsustainable increases in demand during 2021, a potential recession, gas prices which, although dropping, are still high, and the increased cost of airfare.



International visitation exceeded pre-pandemic levels for the first time since the borders re-opened in November 2021.



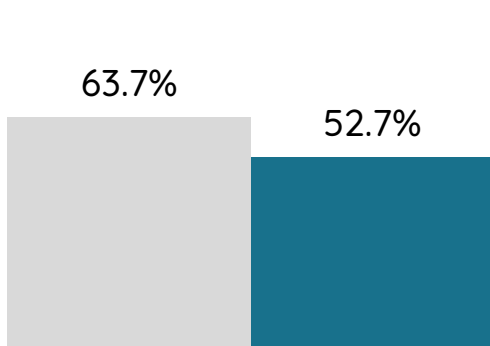
The perceived value of a Collier County vacation reached the highest levels since the question was introduced in October 2021.



# JUNE 2022 LODGING METRICS\*

## OCCUPANCY RATE

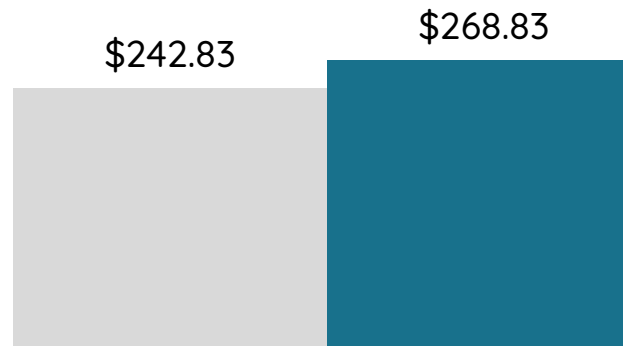
**52.7%**



- 17.3% from 2021

## AVERAGE DAILY RATE

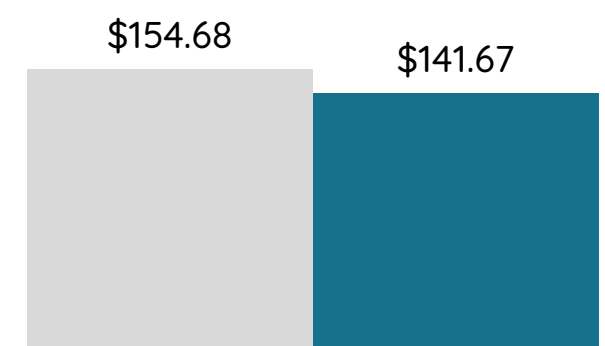
**\$268.83**



+ 10.7% from 2021

## REVENUE PER AVAILABLE ROOM

**\$141.67**



- 8.4% from 2021

■ June-21 ■ June-22

\* Visitors staying in paid accommodations.

# JUNE 2022 VISITATION & ROOM NIGHTS\*

## VISITORS

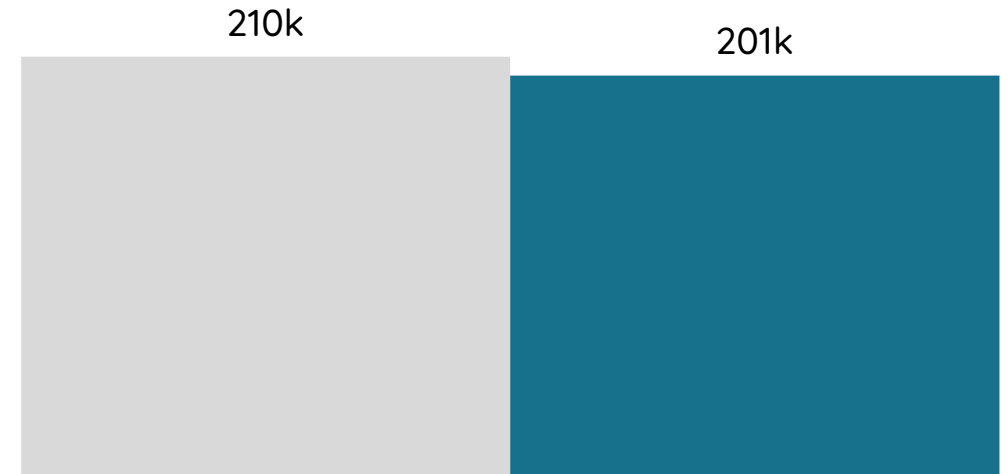
**140,000**



- 0.8% from 2021

## ROOM NIGHTS

**200,600**



- 4.5% from 2021

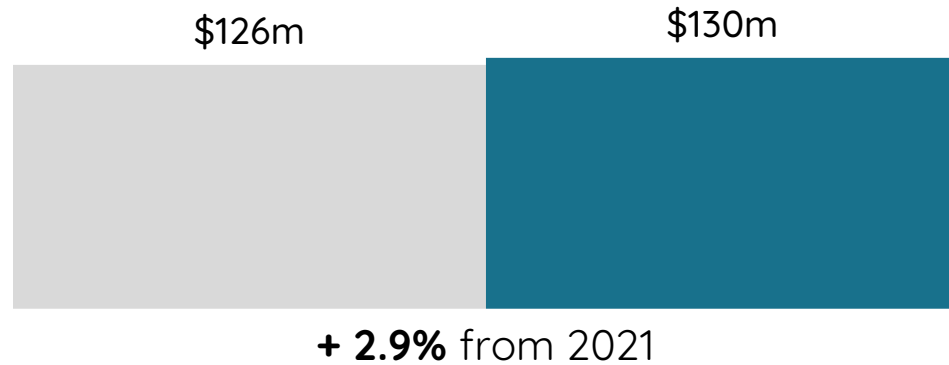
■ June-21 ■ June-22

\* Visitors staying in paid accommodations.

# JUNE 2022 SPENDING & ECONOMIC IMPACT\*

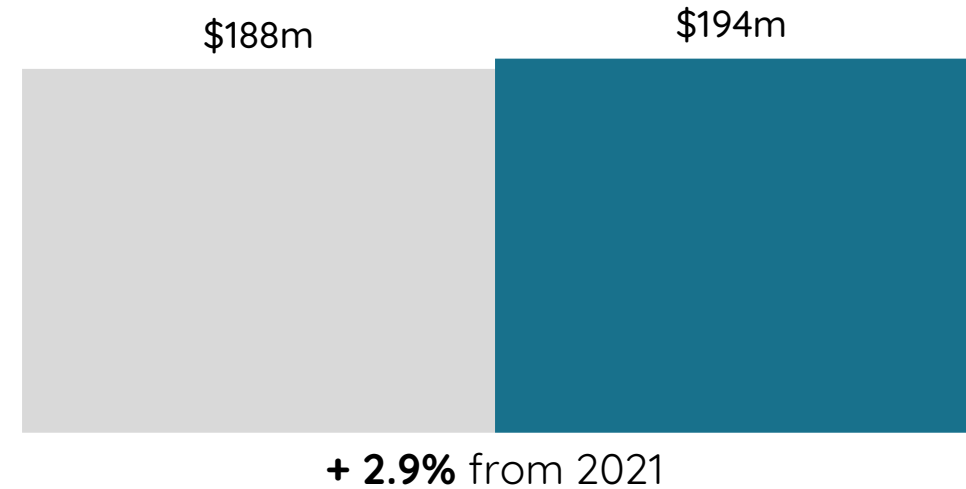
## DIRECT SPENDING

**\$129,791,800**



## ECONOMIC IMPACT

**\$193,519,600**



■ June-21 ■ June-22

\* Visitors staying in paid accommodations.

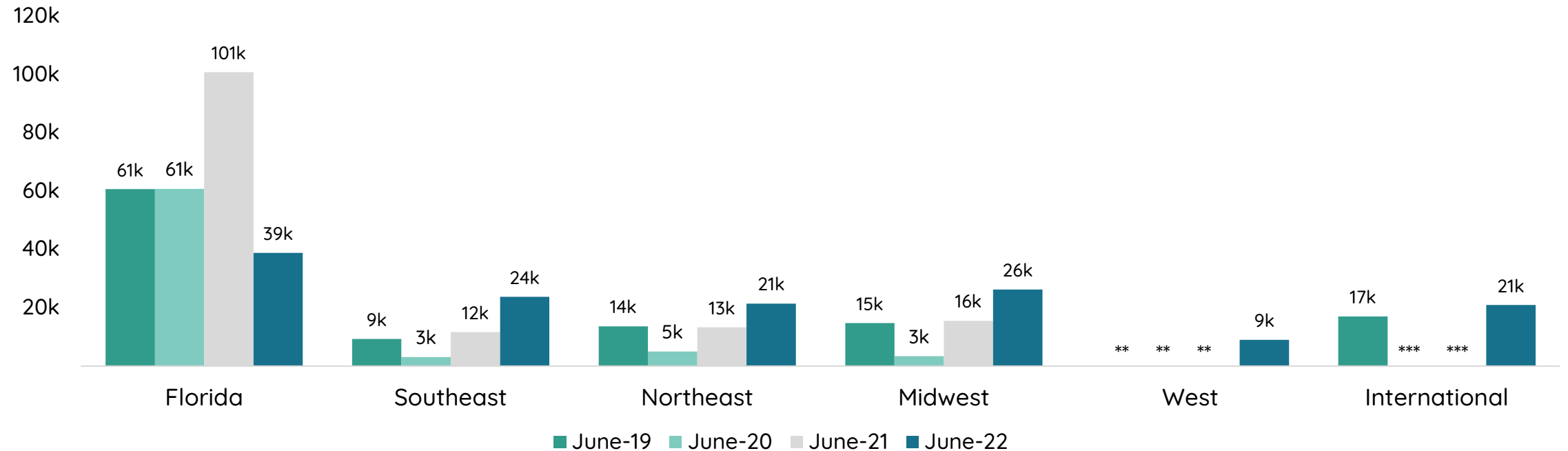
# VISITOR ORIGIN\*

## FLORIDA VISITORS

**38,800**

## OUT-OF-STATE VISITORS

**101,200**



\* Visitors staying in paid accommodations.

\*\* Visitation from western U.S. states not separated from "other" category in June 2021.

\*\*\* Visitation from international markets was too small to estimate for most of 2020 and 2021.

# CUMULATIVE VISITATION & ROOM NIGHTS\*

## CYTD VISITORS

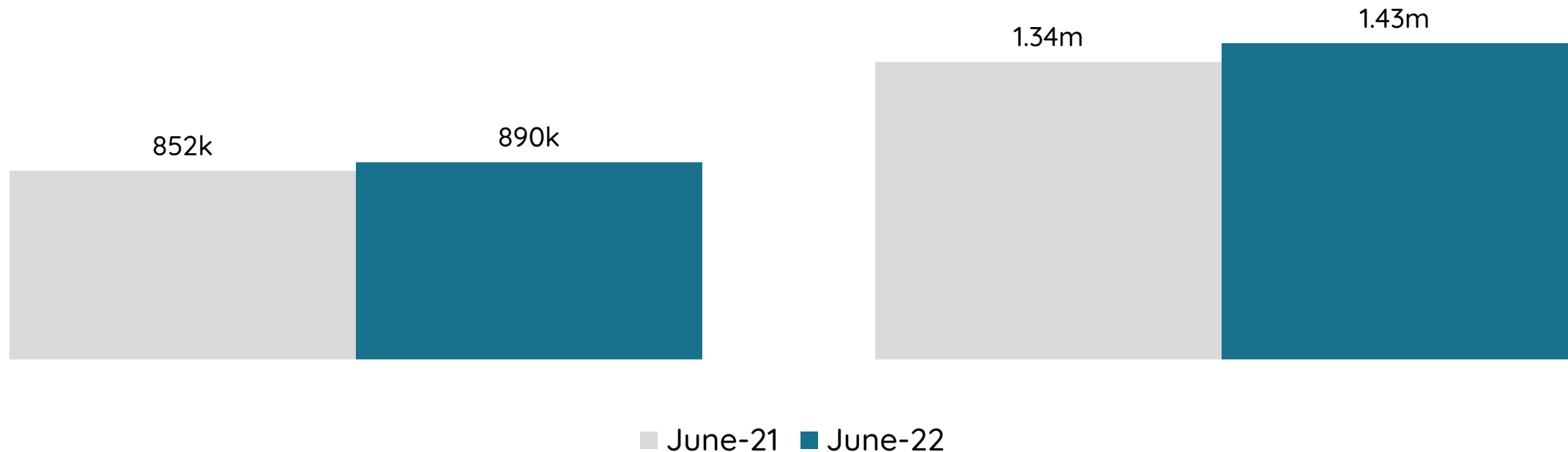
**889,800**

+ 4.4% from 2021

## CYTD ROOM NIGHTS

**1,428,500**

+ 6.3% from 2021



\* Visitors staying in paid accommodations.

# CUMULATIVE SPENDING & ECONOMIC IMPACT\*

## CYTD DIRECT SPENDING

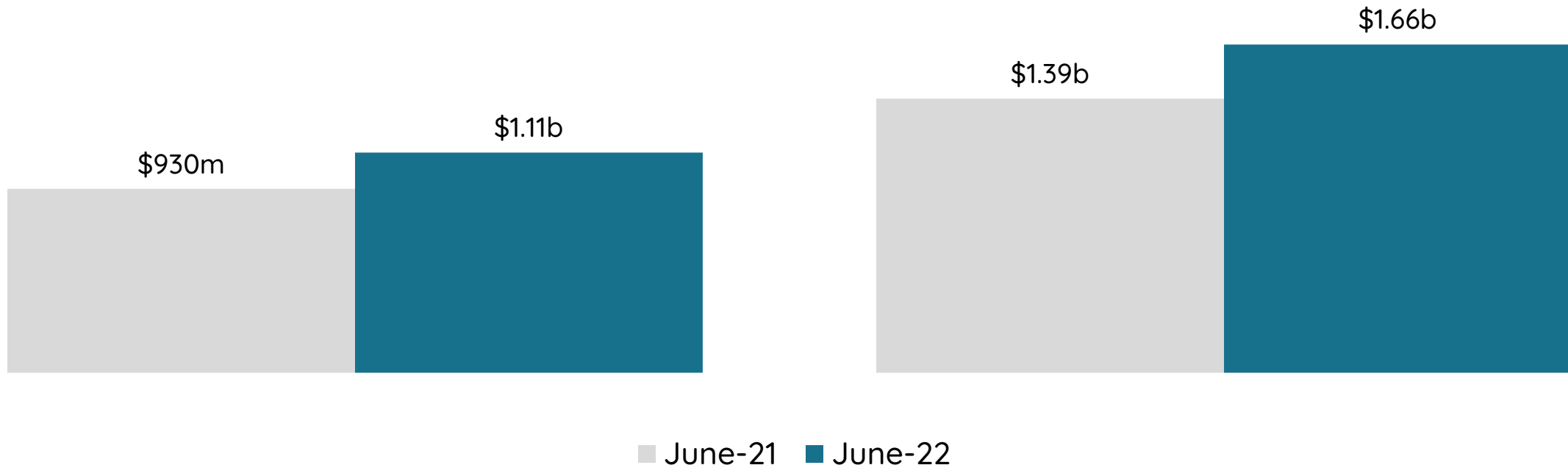
**\$1,113,479,700**

+ 19.8% from 2021

## CYTD ECONOMIC IMPACT

**\$1,660,198,300**

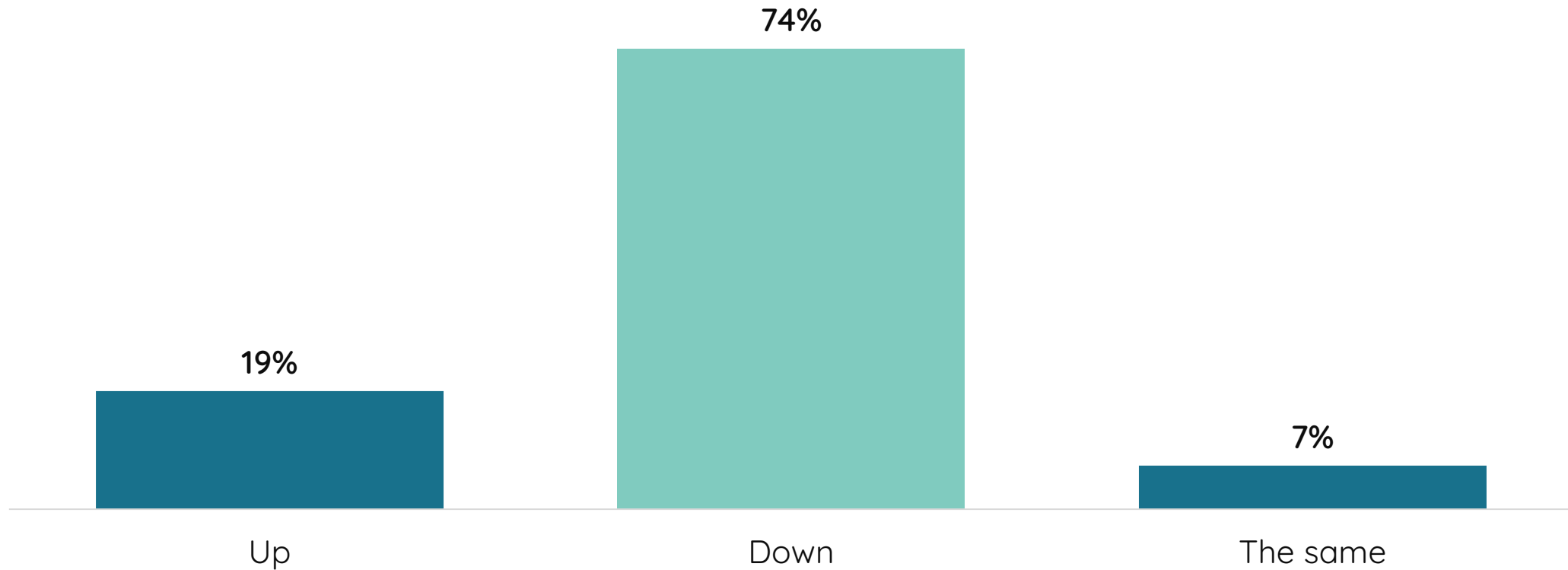
+ 19.8% from 2021



\* Visitors staying in paid accommodations.



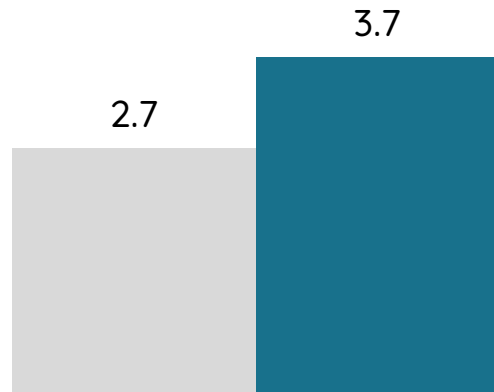
Looking ahead to the next three months, are your property's reservations up, down, or the same compared to this time last year?



# TRIP CHARACTERISTICS\*

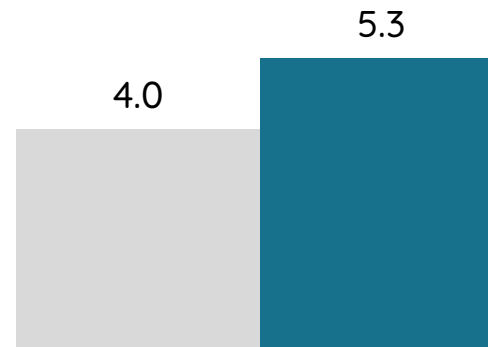
## TRAVEL PARTY SIZE

**3.7**



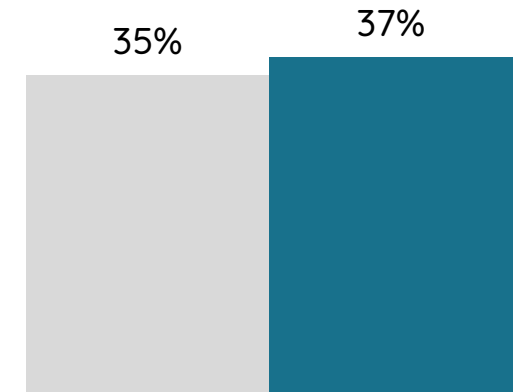
## NIGHTS STAYED

**5.3**



## 1ST TIME VISITORS

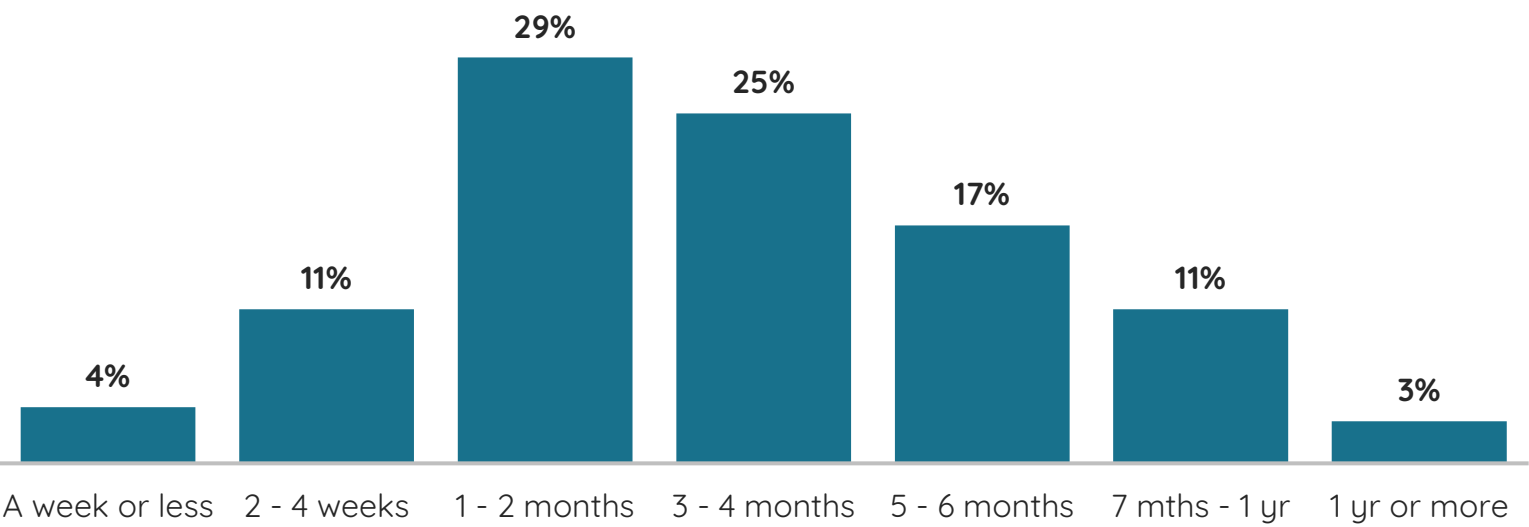
**37%**



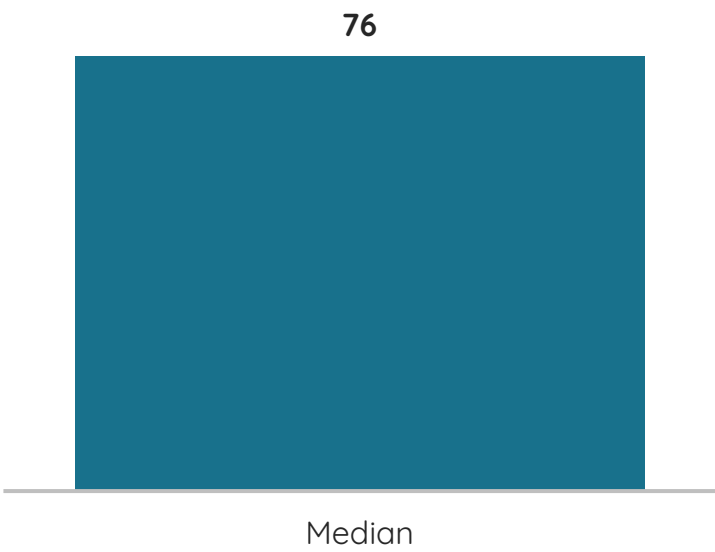
■ June-21 ■ June-22

\* Visitors staying in paid accommodations.

## PLANNING WINDOWS

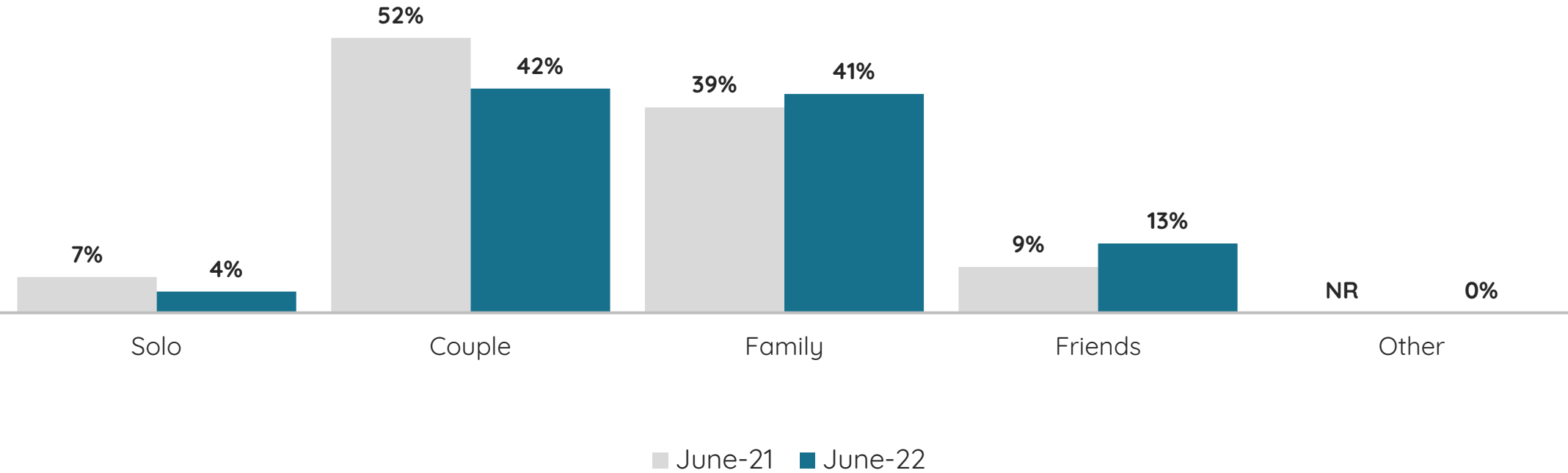


## MEDIAN PLANNING DAYS



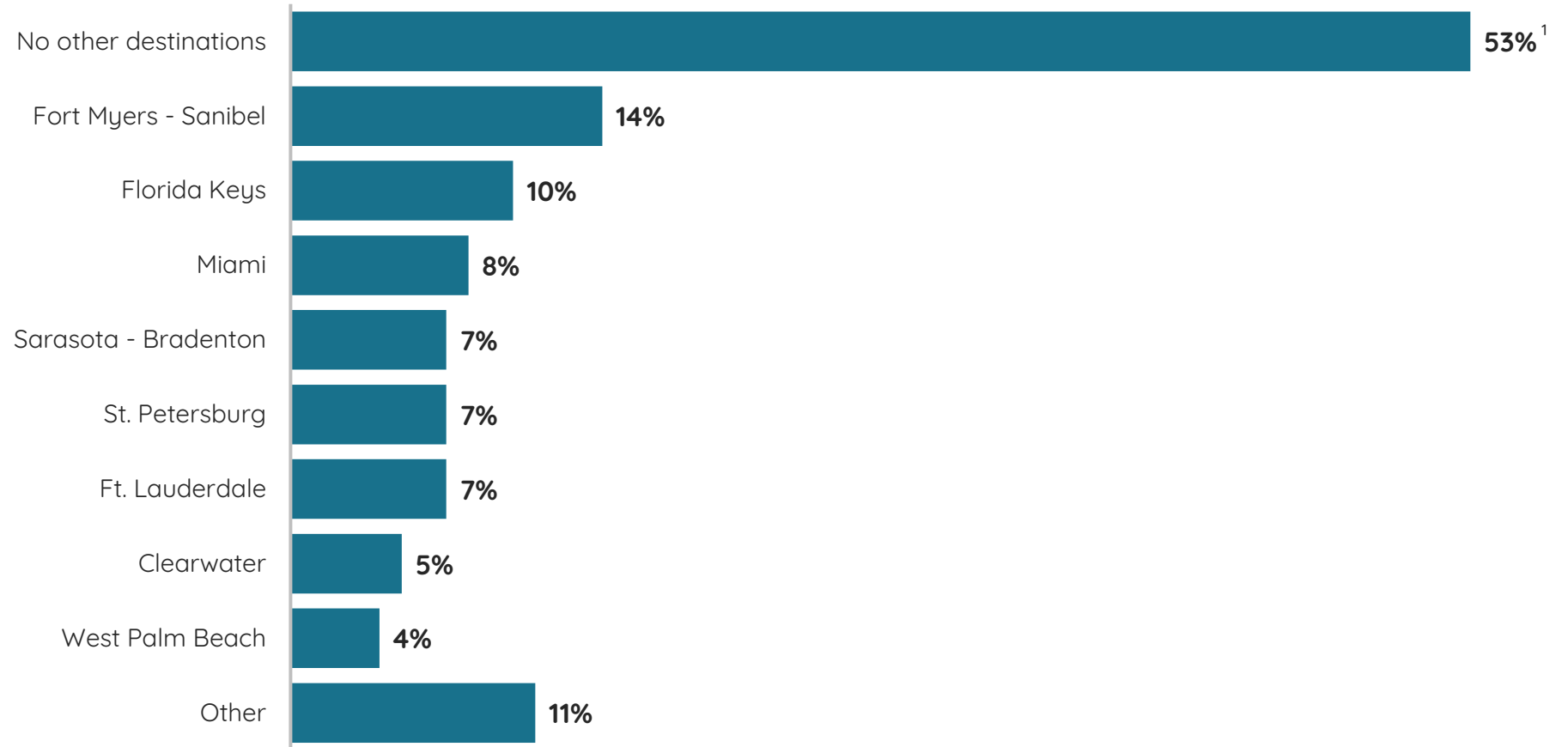
\* Visitors staying in paid accommodations.

## TRAVEL PARTY COMPOSITION



\* Visitors staying in paid accommodations.

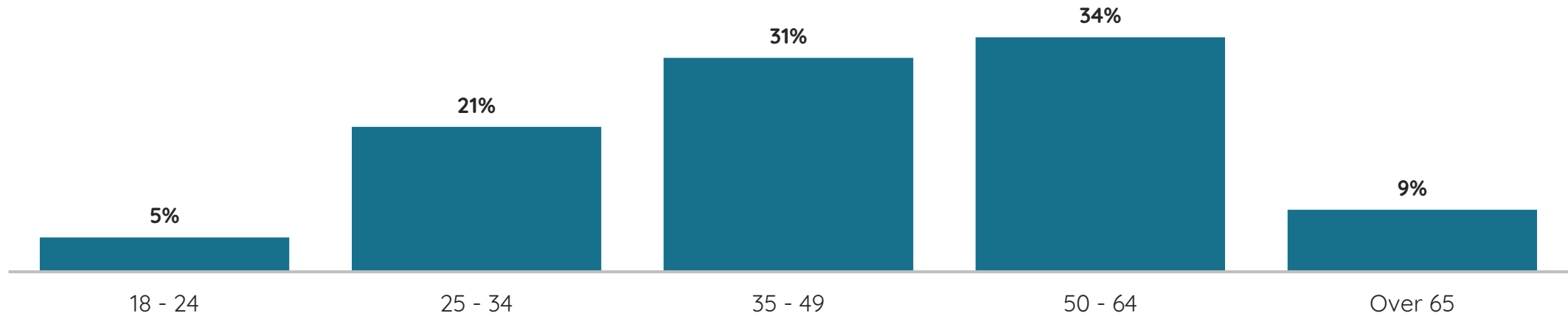
## OTHER DESTINATIONS CONSIDERED



<sup>1</sup> Multiple responses permitted.

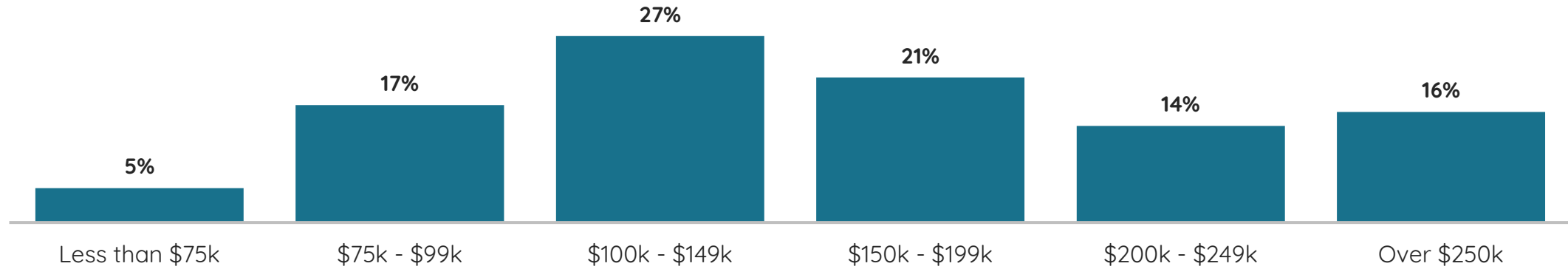
\* Visitors staying in paid accommodations.

Median Age: 46 years old



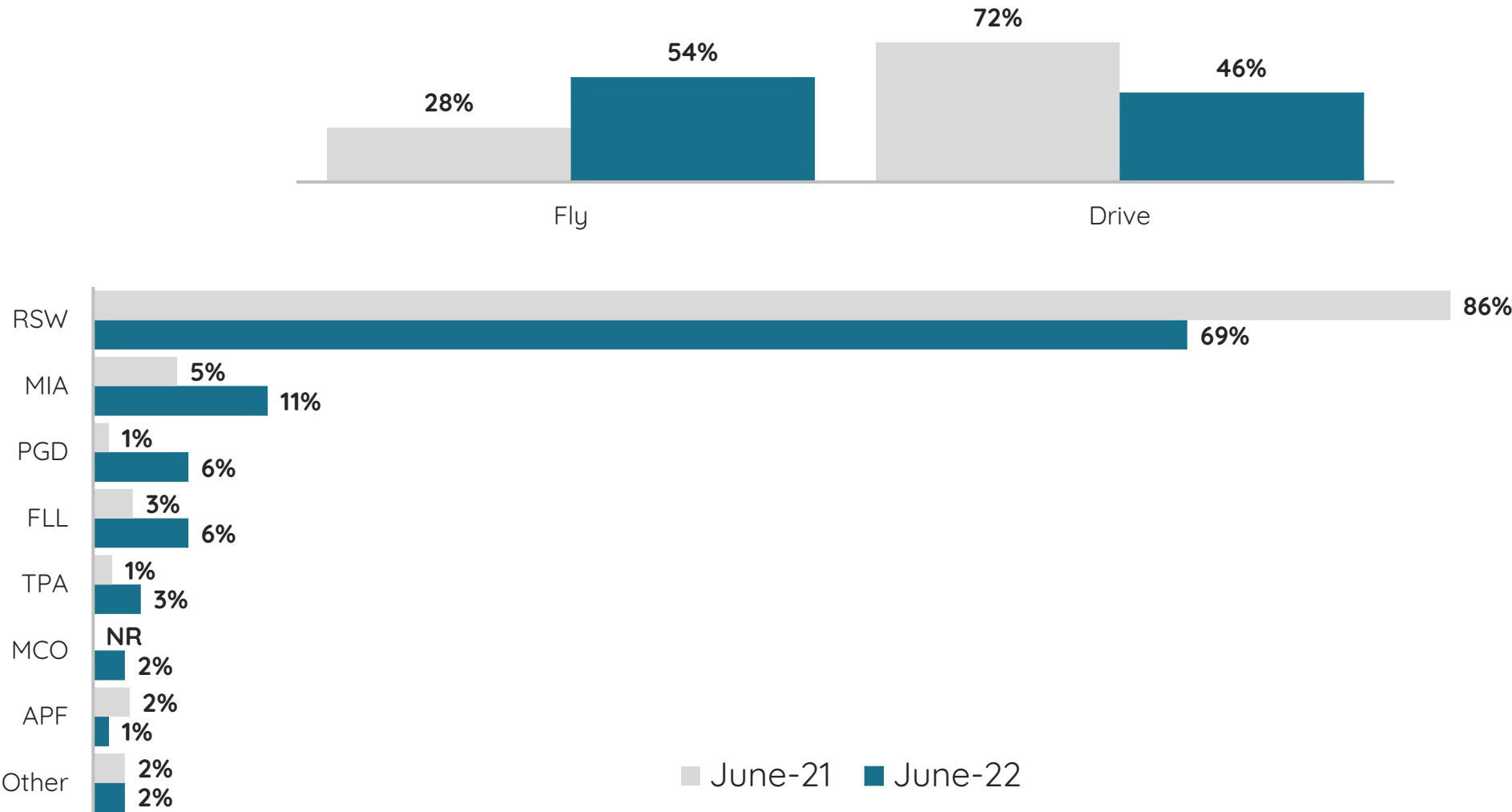
\* Visitors staying in paid accommodations.

Median HHI: \$152,400



\* Visitors staying in paid accommodations.

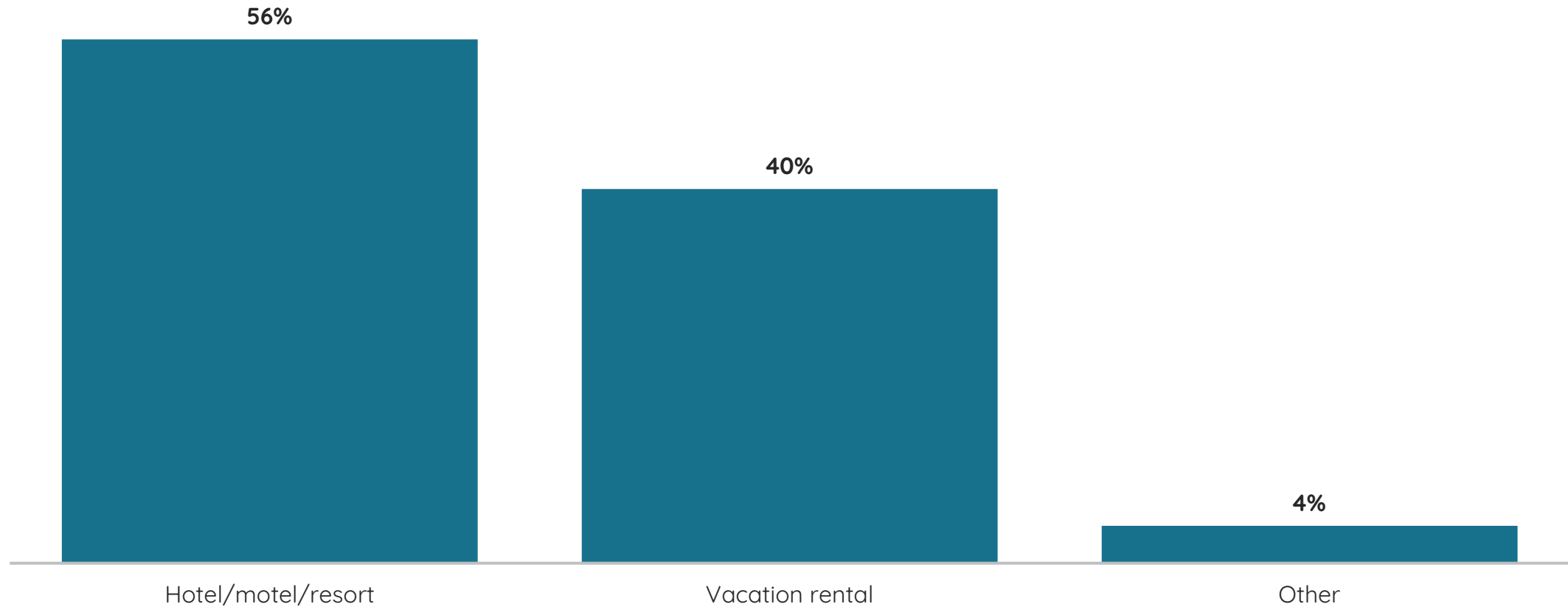
# TRANSPORTATION METHODS\*



\* Visitors staying in paid accommodations.

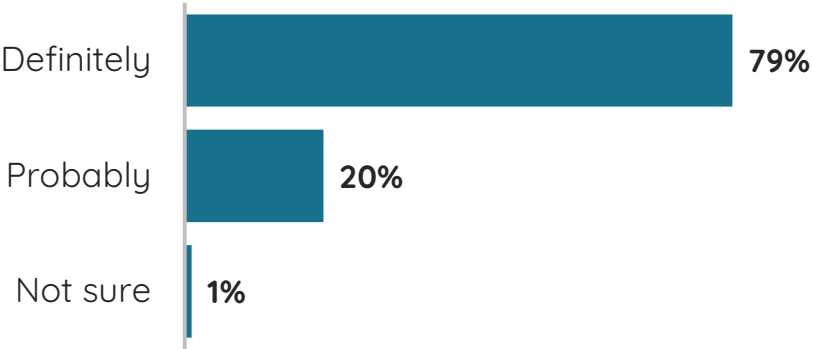


# TYPE OF ACCOMMODATIONS\*

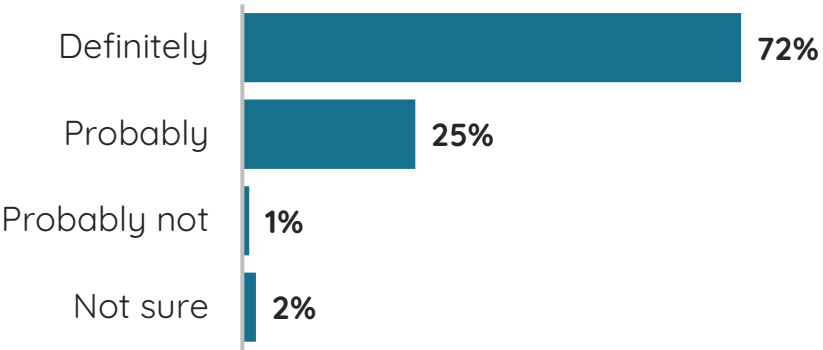


\* Visitors staying in paid accommodations.

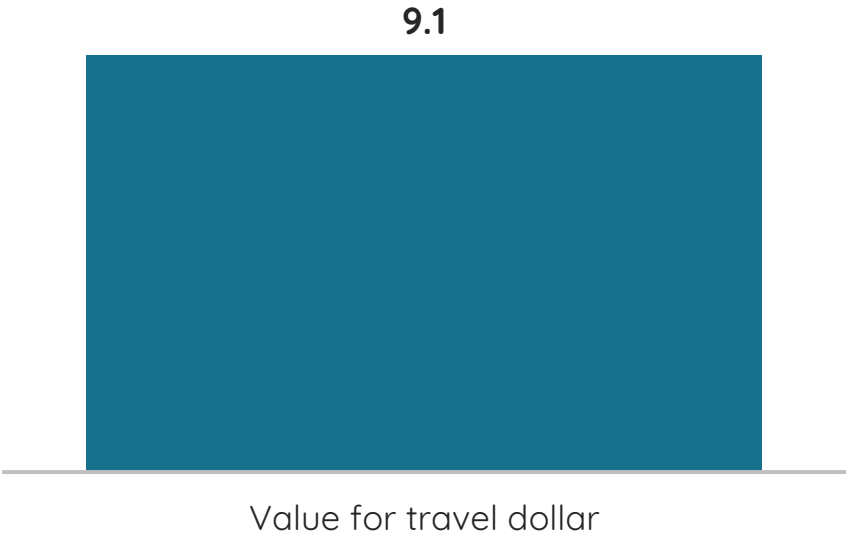
## WOULD RECOMMEND THE AREA?



## WILL RETURN TO THE AREA?



## VALUE FOR TRAVEL DOLLAR\*\*



\* Visitors staying in paid accommodations.  
\*\* 10-point scale where 10 is “excellent” and 1 is “poor”. High cost was the primary reason for visitors providing lower ratings.

# June 2022 METRICS

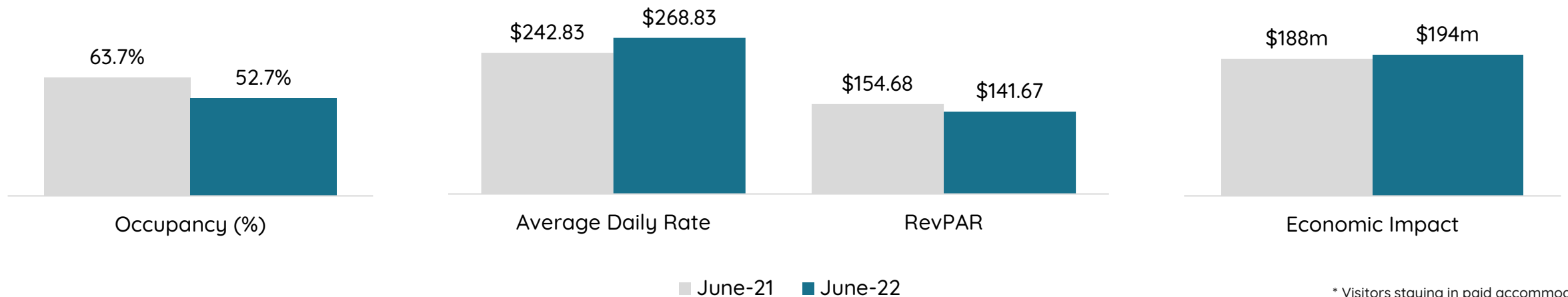


# JUNE 2022 OVERNIGHT VISITATION & LODGING\*

	June 2021	June 2022	% Change from 2021
Occupancy Rate	63.7%	52.7%	- 17.3%
Average Daily Rate	\$242.83	\$268.83	+ 10.7%
RevPAR	\$154.68	\$141.67	- 8.4%

	June 2021	June 2022	% Change from 2021
Visitors	141,100	140,000	- 0.8%
Room Nights	210,100	200,600	- 4.5%
Direct Spending	\$126,187,800	\$129,791,800	+ 2.9%
Economic Impact	\$188,146,000	\$193,519,600	+ 2.9%



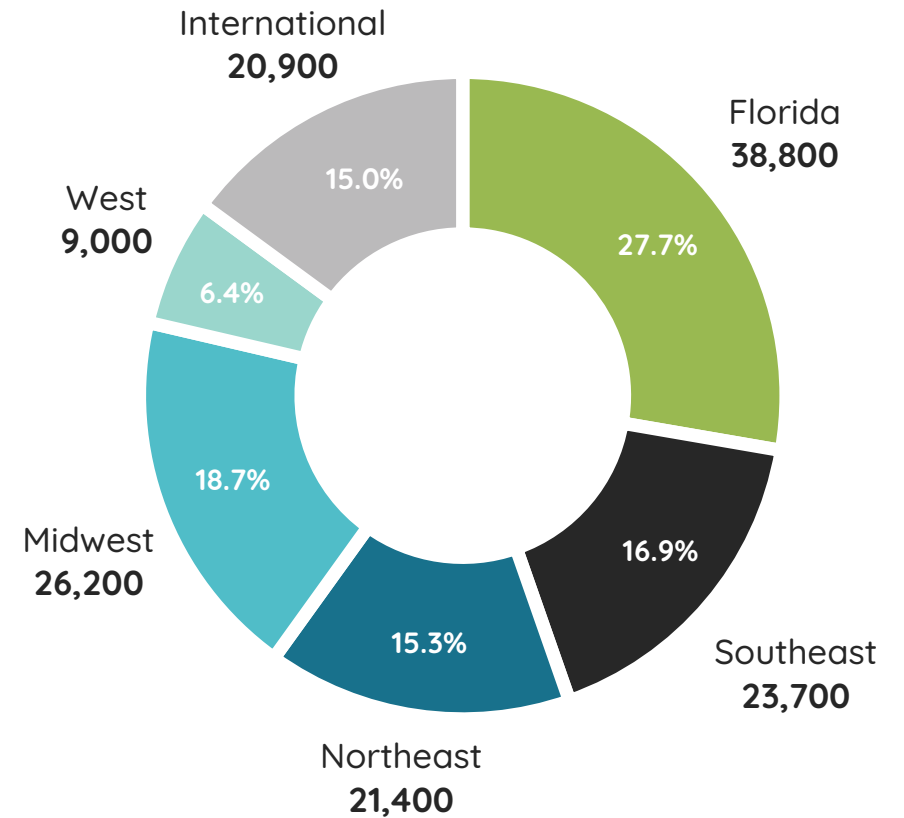
\* Visitors staying in paid accommodations.

# JUNE 2022 OVERNIGHT VISITOR ORIGIN MARKETS\*

Region	June 2021		June 2022		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	100,700	71.4%	38,800	27.7%	- 61.5%	- 61.2%
Southeast	11,600	8.2%	23,700	16.9%	+ 104.3%	+ 106.1%
Northeast	13,300	9.4%	21,400	15.3%	+ 60.9%	+ 62.8%
Midwest	15,500	11.0%	26,200	18.7%	+ 69.0%	+ 70.0%
West <sup>1</sup>	-	-	9,000	6.4%	-	-
Canada <sup>2</sup>	-	-	6,200	4.4%	-	-
Europe <sup>2</sup>	-	-	8,800	6.3%	-	-
C/S America <sup>2</sup>	-	-	3,900	2.8%	-	-
Other	-	-	2,000	1.5%	-	-
<b>Total</b>	<b>141,100</b>	<b>100.0%</b>	<b>140,000</b>	<b>100.0%</b>		

<sup>1</sup> Visitation from western U.S. states not separated from "other" category in June 2021.

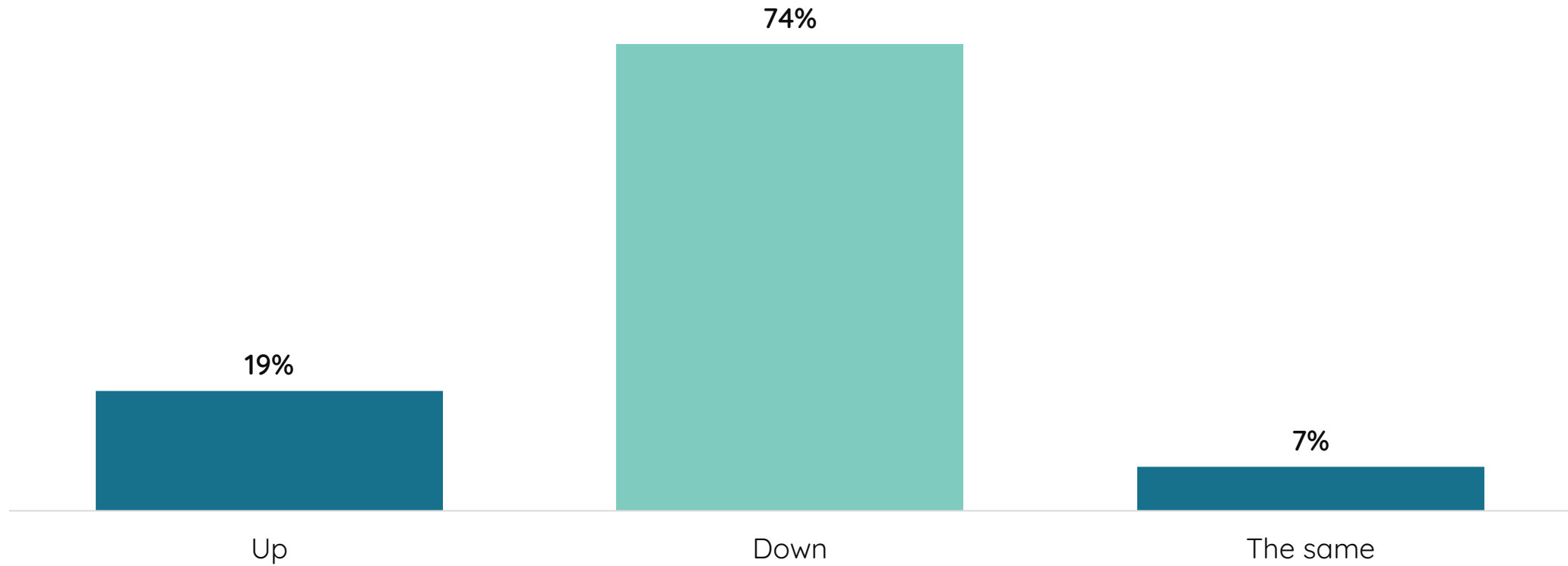
<sup>2</sup> Visitation from international markets was too small to estimate for most of 2020 and 2021.



\* Visitors staying in paid accommodations.

# OCCUPANCY BAROMETER

Looking ahead to the next three months, are your property's reservations up, down, or the same compared to this time last year?

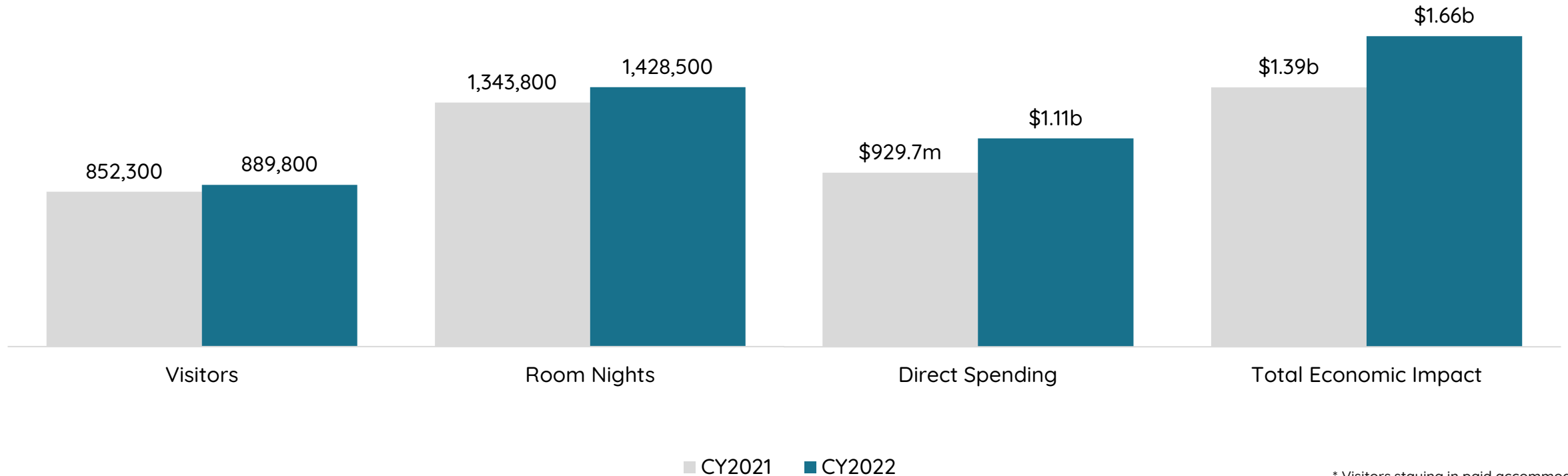


# CALENDAR YEAR- TO-DATE METRICS



# CYTD OVERNIGHT VISITATION & LODGING\*

	CYTD 2021	CYTD 2022	% Change from 2021
Visitors	852,300	889,800	+ 4.4%
Room Nights	1,343,800	1,428,500	+ 6.3%
Direct Spending	\$929,650,200	\$1,113,479,700	+ 19.8%
Economic Impact	\$1,386,108,500	\$1,660,198,300	+ 19.8%



\* Visitors staying in paid accommodations.

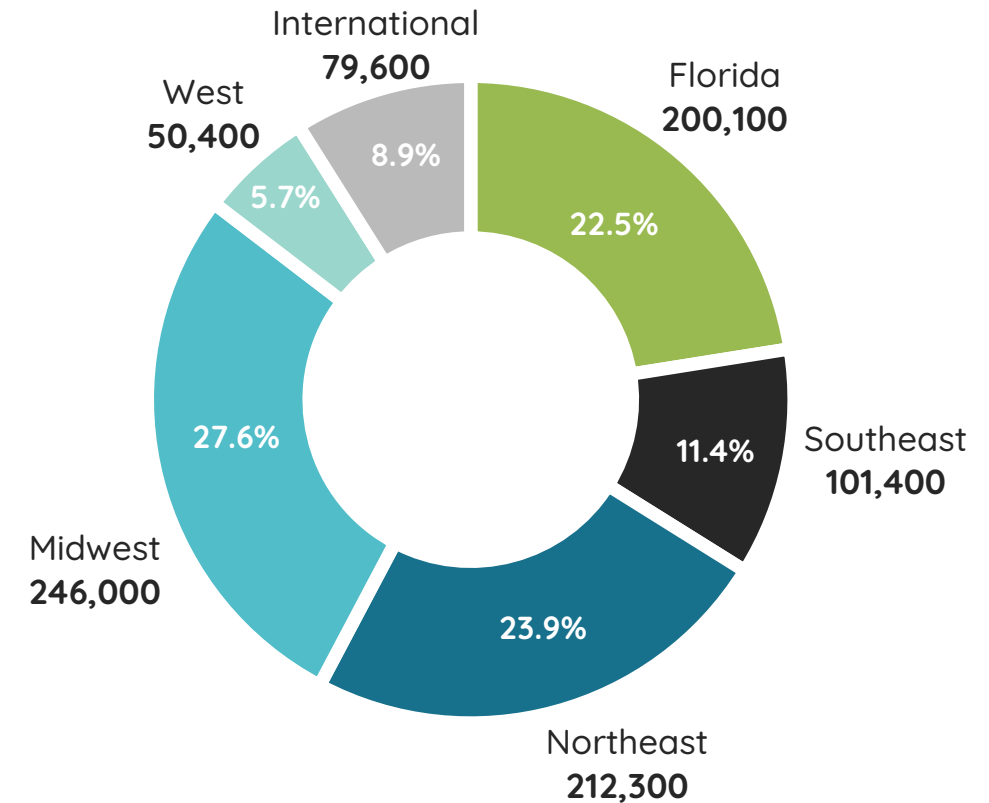


# CYTD OVERNIGHT VISITOR ORIGIN MARKETS\*

Region	CY2021		CY2022		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	420,100	49.4%	200,100	22.5%	- 52.4%	- 54.5%
Southeast	71,500	8.4%	101,400	11.4%	+ 41.8%	+ 35.7%
Northeast	188,400	22.1%	212,300	23.9%	+ 12.7%	+ 8.1%
Midwest	156,300	18.3%	246,000	27.6%	+ 57.4%	+ 50.8%
West <sup>1</sup>	-	-	50,400	5.7%	-	-
Canada <sup>2</sup>	2,900	0.3%	21,700	2.4%	+ 648.3%	+ 700.0%
Europe <sup>2</sup>	13,100	1.5%	38,800	4.4%	+ 196.2%	+ 193.3%
C/S America <sup>2</sup>	-	-	9,300	1.0%	-	-
Other	-	-	9,800	1.1%	-	-
<b>Total</b>	<b>852,300</b>	<b>100.0%</b>	<b>889,800</b>	<b>100.0%</b>		

<sup>1</sup> Visitation from western U.S. states not separated from "other" category for most of 2021.

<sup>2</sup> Visitation from international markets was too small to estimate for most of 2020 and 2021.



\* Visitors staying in paid accommodations.

# June 2022 VISITOR PROFILE

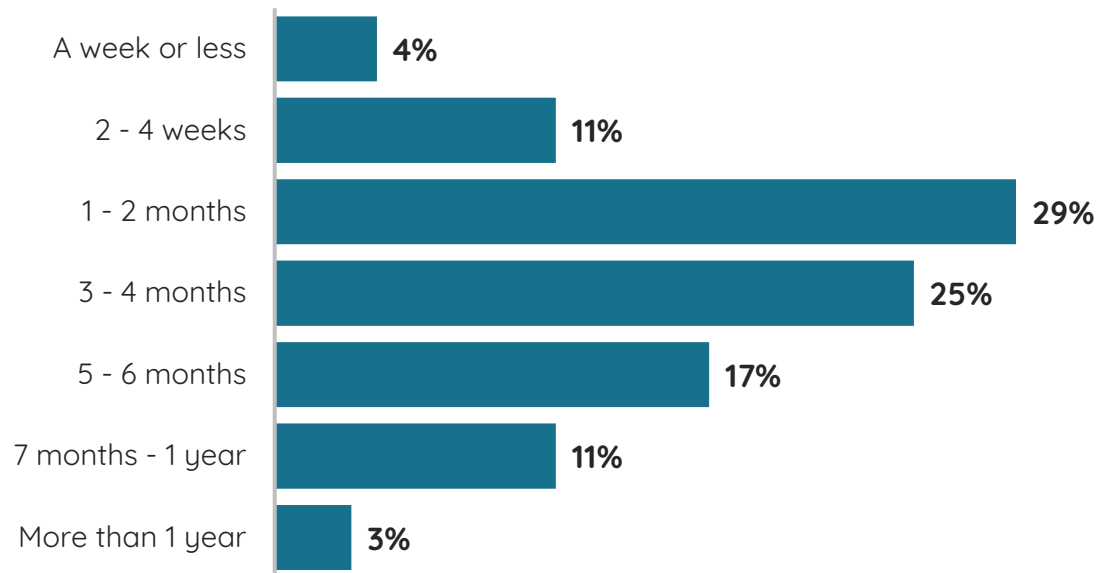
OF OVERNIGHT VISITORS



# TRIP PLANNING CYCLE\*

Trip Planning Cycle			
	June-21	June-22	Trend
A week or less	-	4%	-
2 - 4 weeks	-	11%	-
1 - 2 months	-	29%	-
3 - 4 months	-	25%	-
5 - 6 months	-	17%	-
7 months - 1 year	-	11%	-
More than 1 year	-	3%	-
<b>Median (days)</b>	-	<b>76</b>	-

<sup>1</sup>Multiple responses permitted.

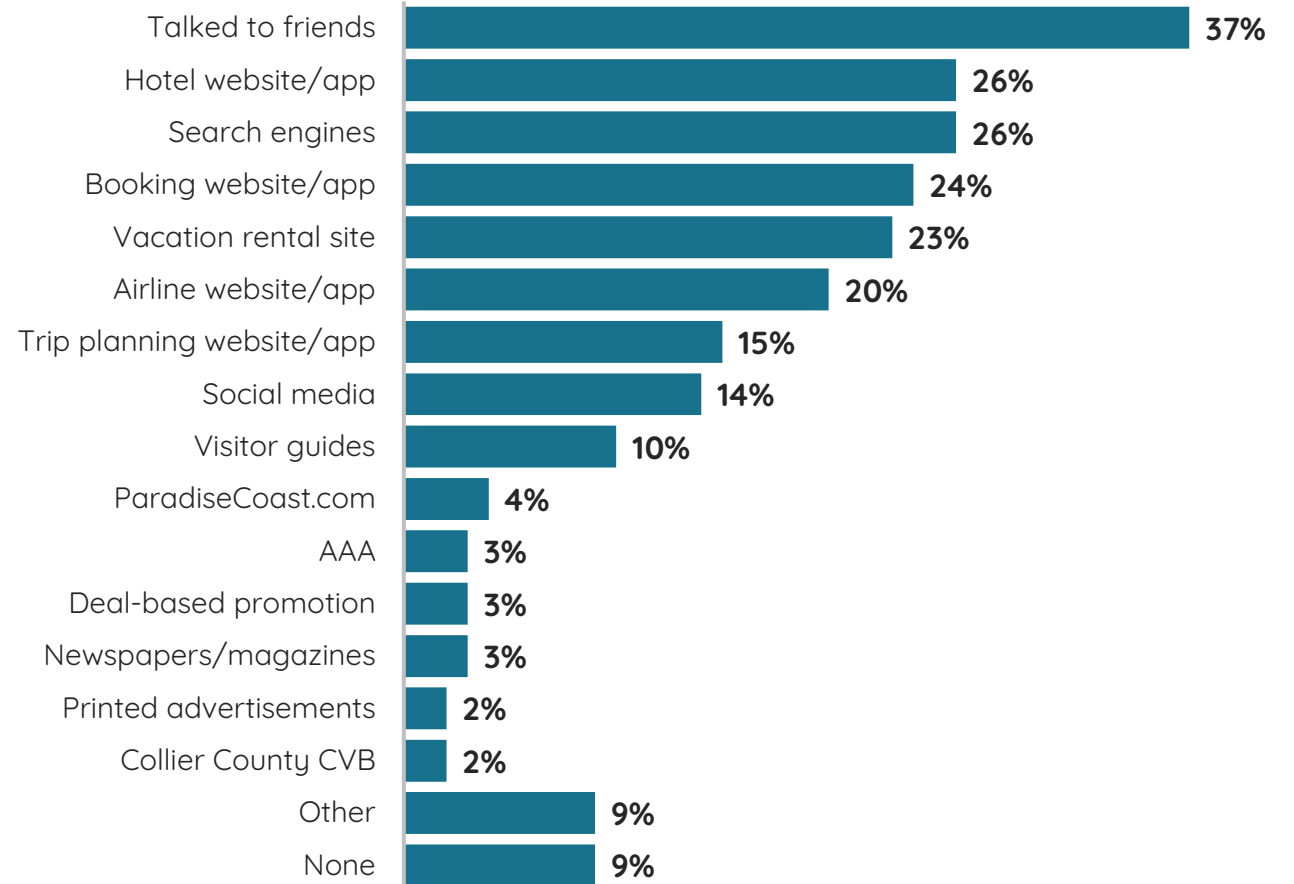


\* Visitors staying in paid accommodations.

# TRIP PLANNING RESOURCES\*

Top Trip Planning Resources <sup>1</sup>			
	June-21	June-22	Trend
Talked to friends	-	37%	-
Search engines	-	26%	-
Hotel website/app	-	26%	-
Booking website/app	-	24%	-
Vacation rental site	-	23%	-
Airline website/app	-	20%	-
Trip planning website/app	-	15%	-
Social media	-	14%	-
Visitor guides	-	10%	-
ParadiseCoast.com	-	4%	-
Newspapers/magazines	-	3%	-
Deal-based promotion	-	3%	-
AAA		3%	
Collier County CVB		2%	
Printed advertisements		2%	
Other	-	9%	-
None	-	9%	-

<sup>1</sup> Multiple responses permitted.

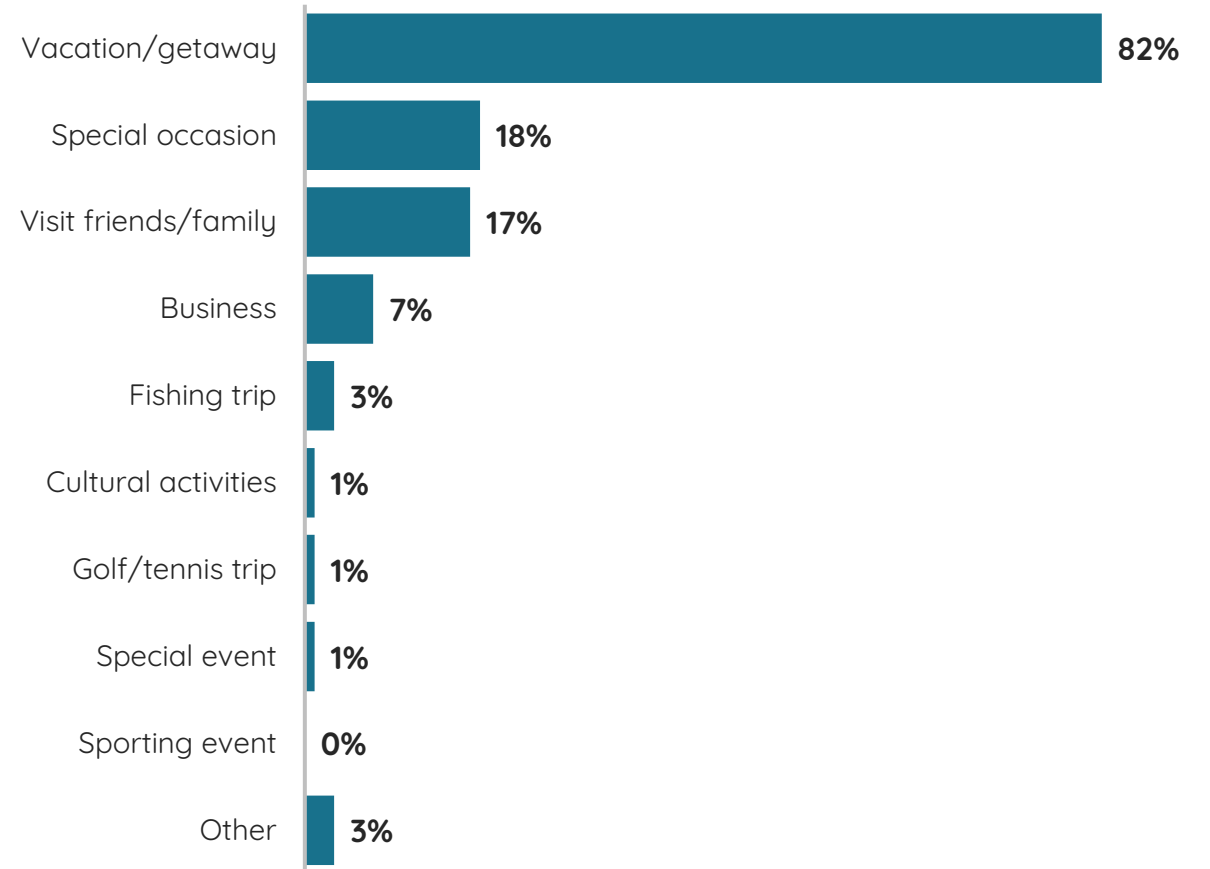


\* Visitors staying in paid accommodations.

# REASONS FOR VISITING\*

Top Reasons for Visiting <sup>1</sup>			
	June-21	June-22	Trend
Vacation/getaway	88%	82%	↓
Special occasion	-	18%	-
Visit friends/family	16%	17%	↑
Business	-	7%	-
Fishing trip	-	3%	-
Special event	6%	1%	↓
Golf/tennis trip	-	1%	-
Cultural activities	-	1%	-
Sporting event	-	0%	-
Other	-	3%	-

<sup>1</sup> Multiple responses permitted.

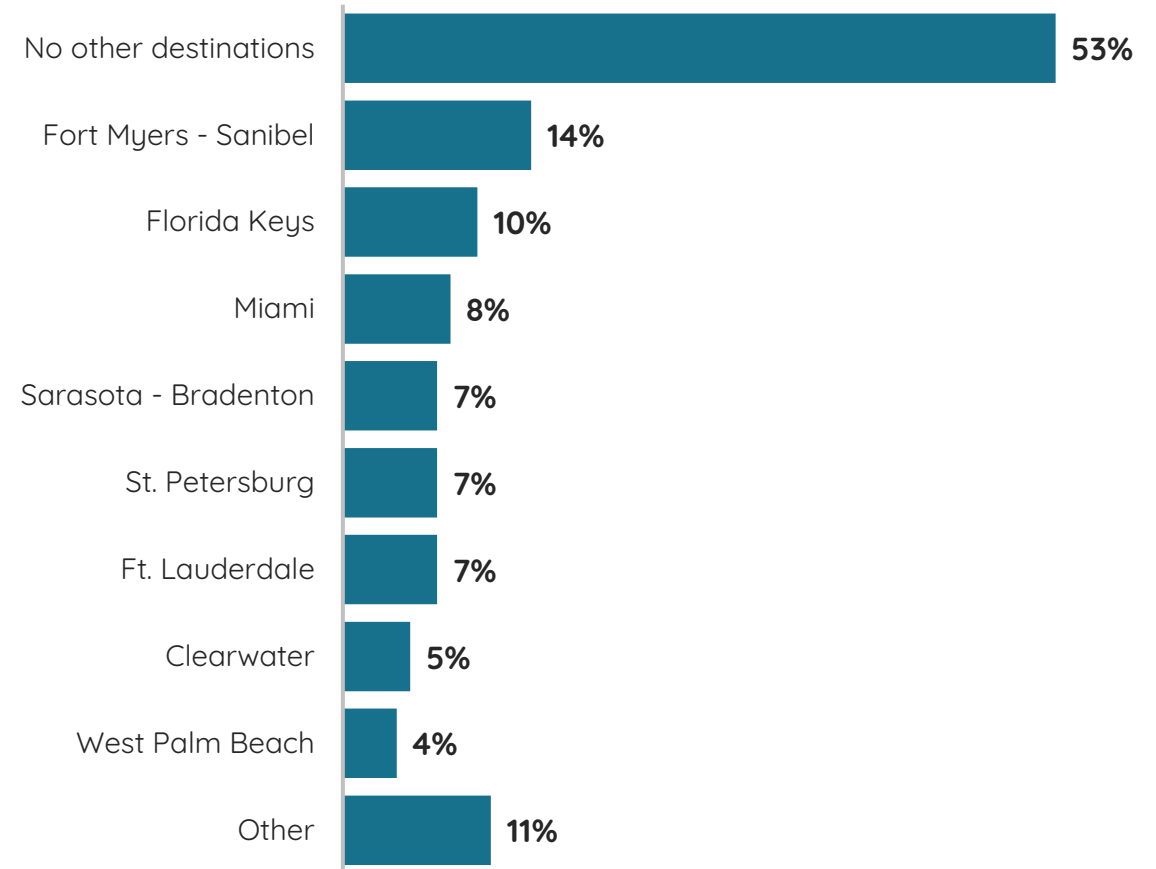


\* Visitors staying in paid accommodations.

# OTHER DESTINATIONS CONSIDERED\*

Other Destinations Considered <sup>1</sup>			
	June-21	June-22	Trend
No other destinations	-	53%	-
Fort Myers - Sanibel	-	14%	-
Florida Keys	-	10%	-
Miami	-	8%	-
Ft. Lauderdale	-	7%	-
St. Petersburg	-	7%	-
Sarasota - Bradenton	-	7%	-
Clearwater	-	5%	-
West Palm Beach	-	4%	-
Other	-	11%	-

<sup>1</sup> Multiple responses permitted.

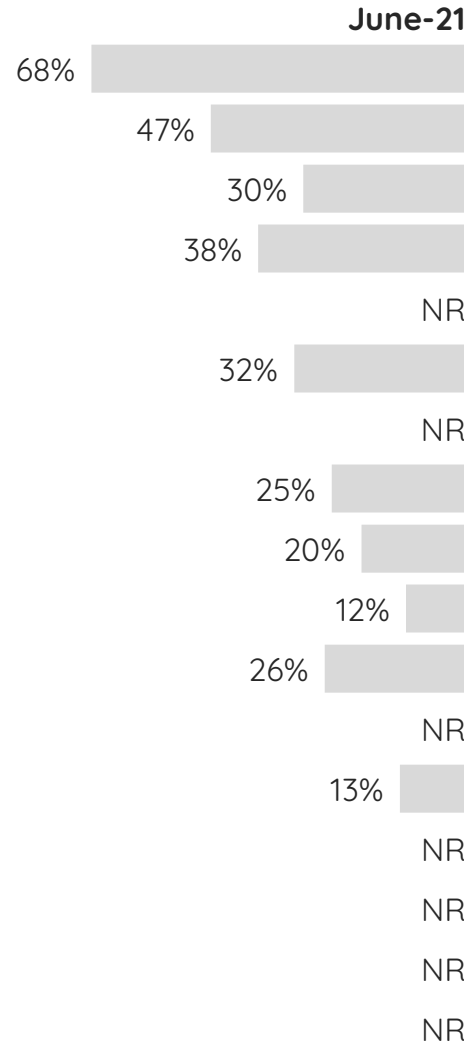


\* Visitors staying in paid accommodations.

# REASONS FOR CHOOSING AREA\*

Reasons for Choosing Area <sup>1</sup>			
	June-21	June-22	Trend
Beaches	68%	56%	↓
Previous experience	47%	42%	↓
Quiet/relaxing	30%	32%	↑
Recommendation	38%	29%	↓
Friends/family live here	-	23%	-
Quality of accommodations	32%	22%	↓
Family-friendly destination	-	21%	-
Not crowded	25%	20%	↓
Restaurants	20%	16%	↓
Trying something new	12%	15%	↑
Appealing advertisements	26%	12%	↓
Shopping	-	11%	-
Meeting/event hosted here	13%	10%	↓
Deal/promotion	-	5%	-
Wellness	-	4%	-
Golf	-	3%	-
Other	-	7%	-

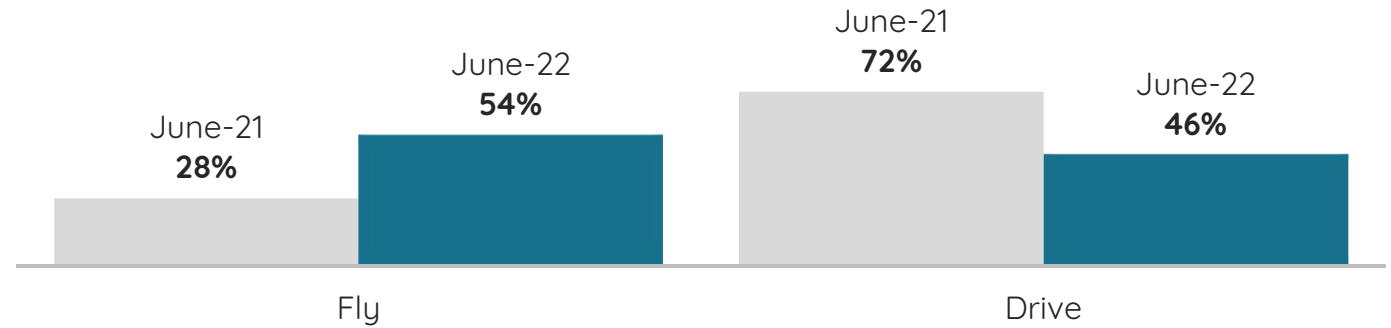
<sup>1</sup> Multiple responses permitted.



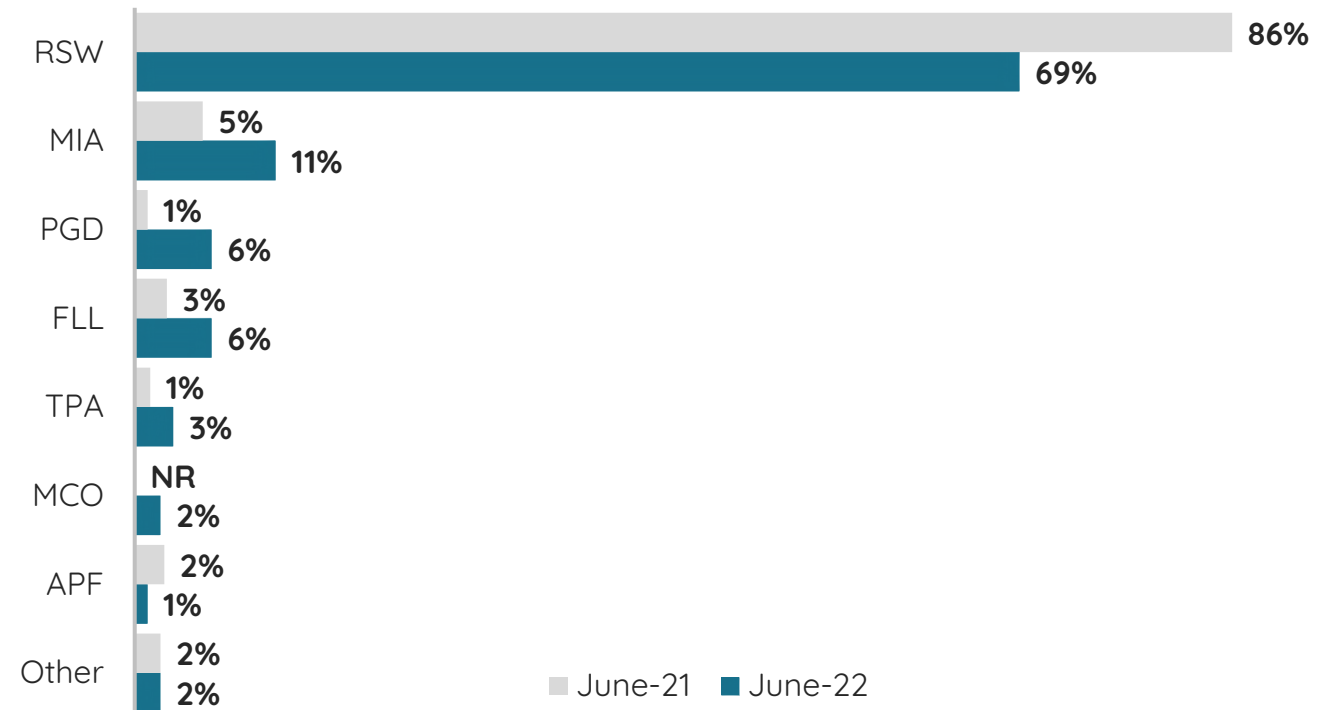
\* Visitors staying in paid accommodations.

# TRANSPORTATION METHODS\*

Mode of Transportation			
	June-21	June-22	Trend
Fly	28%	54%	↑
Drive	72%	46%	↓



Airport Deplaned (Base: Fly)			
	June-21	June-22	Trend
SWFL Intl Airport (RSW)	86%	69%	↓
Miami Intl Airport (MIA)	5%	11%	↑
Ft. Lauderdale Intl Airport (FLL)	3%	6%	↑
Punta Gorda Airport (PGD)	1%	6%	↑
Tampa Intl Airport (TPA)	1%	3%	↑
Orlando Intl Airport (MCO)	-	2%	-
Naples Airport (APF)	2%	1%	↓
Other	2%	2%	↔



\* Visitors staying in paid accommodations.



# EXPOSURE TO ADVERTISING\*

## Advertising Exposure & Influence

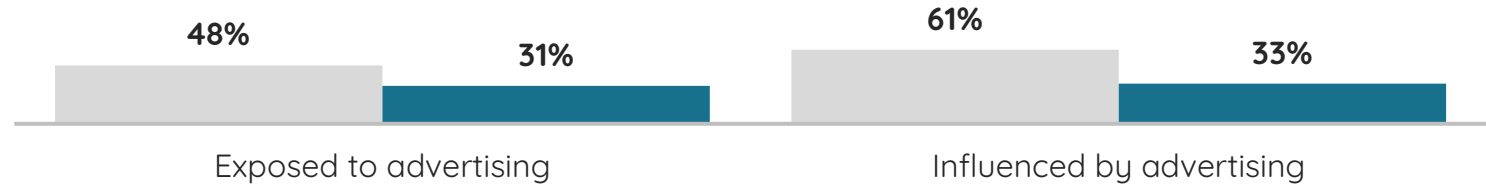
	June-21	June-22	Trend
Exposed to advertising	48%	31%	↓
Influenced by advertising	61%	33%	↓

## Top Advertising Sources Noticed<sup>1</sup>

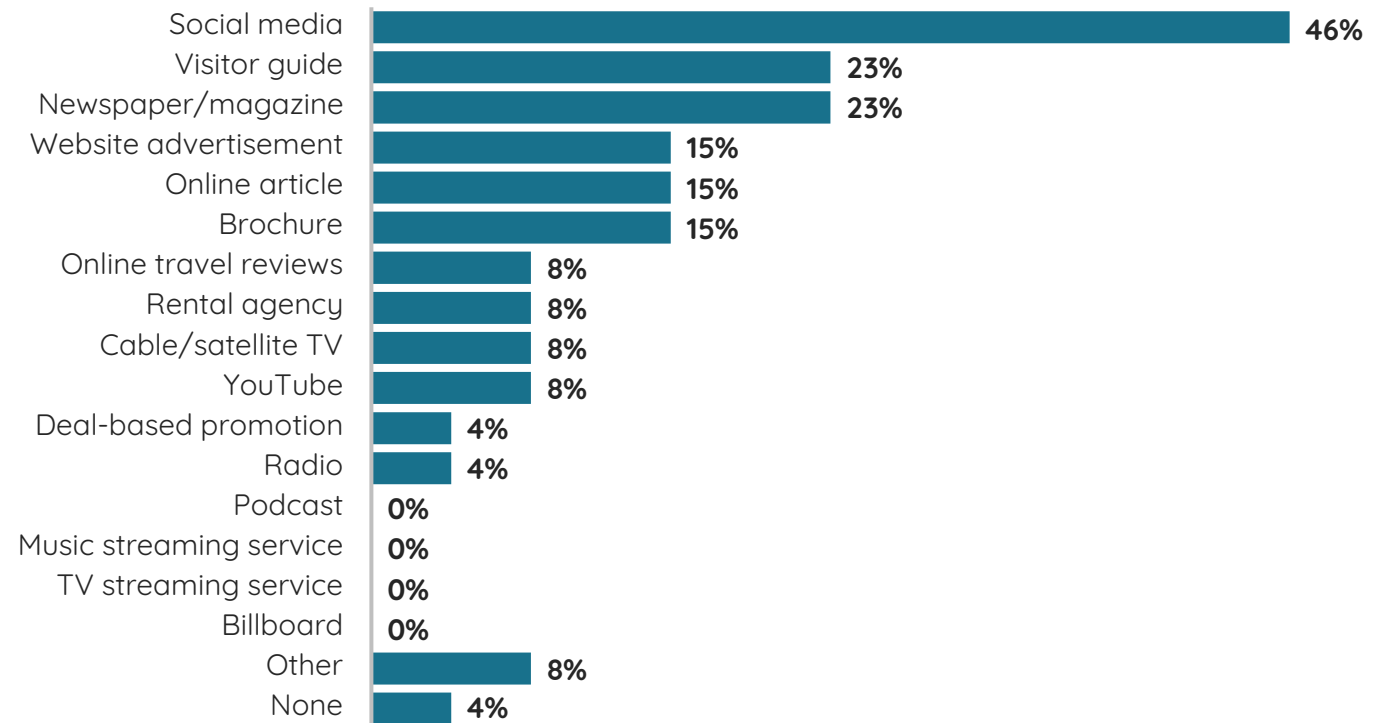
	June-21	June-22	Trend
Social media	-	46%	-
Newspaper/magazine	-	23%	-
Visitor guide	-	23%	-
Brochure	-	15%	-
Online article	-	15%	-
Website advertisement	-	15%	-
YouTube	-	8%	-
Cable/satellite TV	-	8%	-
Rental agency	-	8%	-
Online travel reviews	-	8%	-
Radio	-	4%	-
Deal-based promotion	-	4%	-
Billboard	-	0%	-
TV streaming service	-	0%	-
Music streaming service	-	0%	-
Podcast	-	0%	-
Other	-	8%	-
None	-	4%	-

<sup>1</sup>Base of visitors exposed to advertising. Multiple responses permitted.

■ June-21 ■ June-22

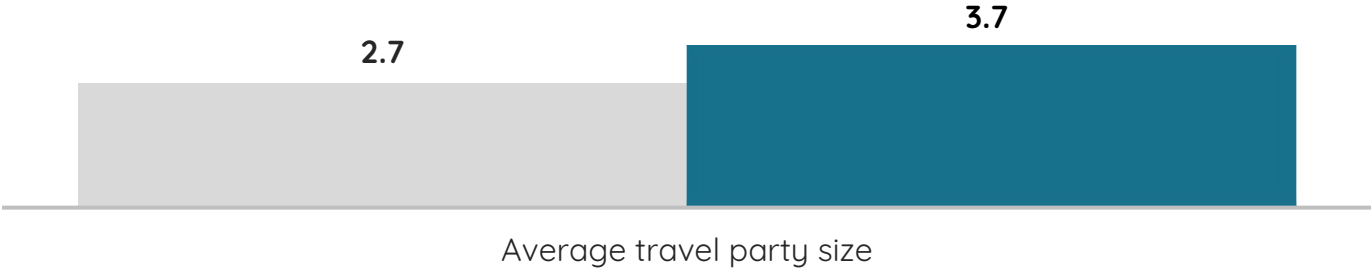


Base: 31% who saw/read/heard ads

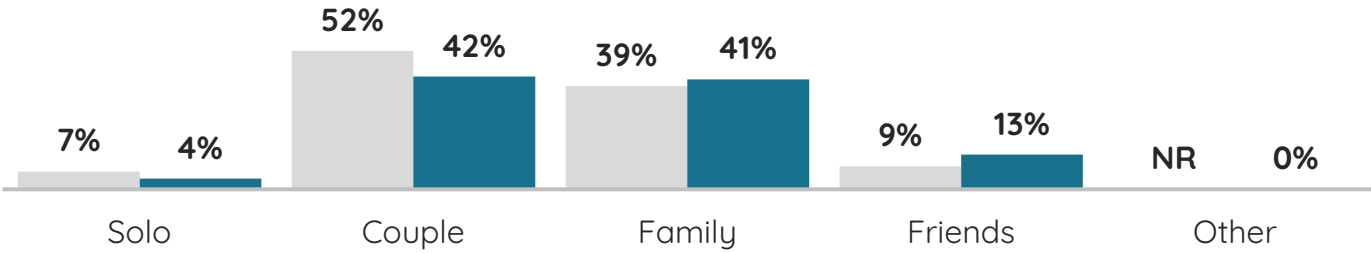


\* Visitors staying in paid accommodations.

Average Visitors per Travel Party			
	June-21	June-22	Trend
Average travel party size	2.7	3.7	↑



Travel Party Composition			
	June-21	June-22	Trend
Solo	7%	4%	↓
Couple	52%	42%	↓
Family	39%	41%	↑
Friends	9%	13%	↑
Other	-	0%	-

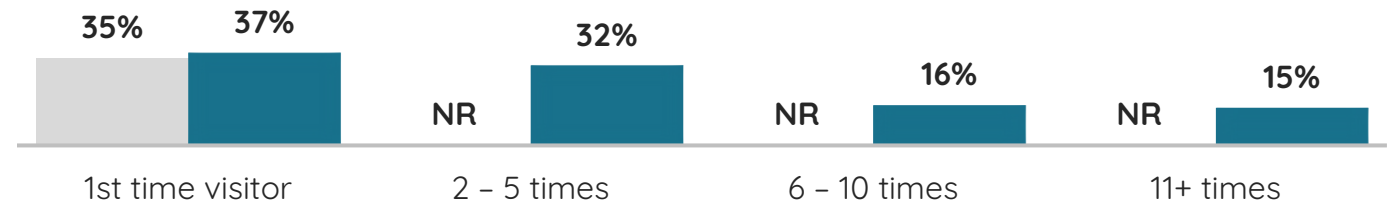


■ June-21 ■ June-22

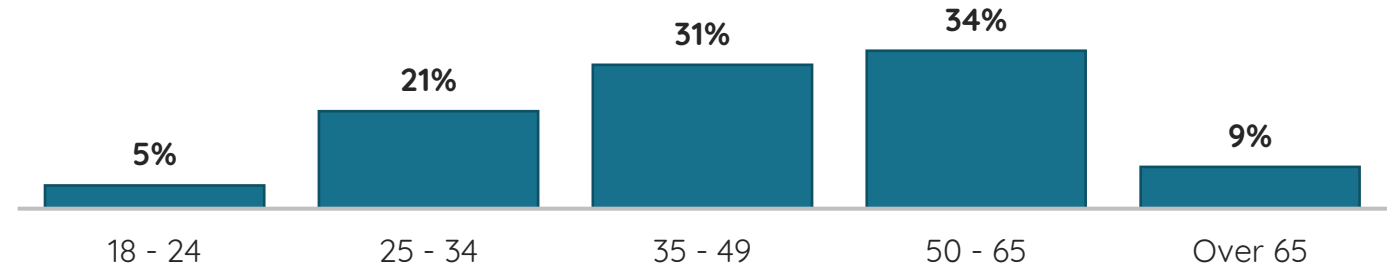
\* Visitors staying in paid accommodations.

# VISITING PARADISE COAST\*

Previous Visits			
	June-21	June-22	Trend
1 <sup>st</sup> time visitor	35%	37%	↑
2 – 5 times	-	32%	-
6 – 10 times	-	16%	-
11+ times	-	15%	-



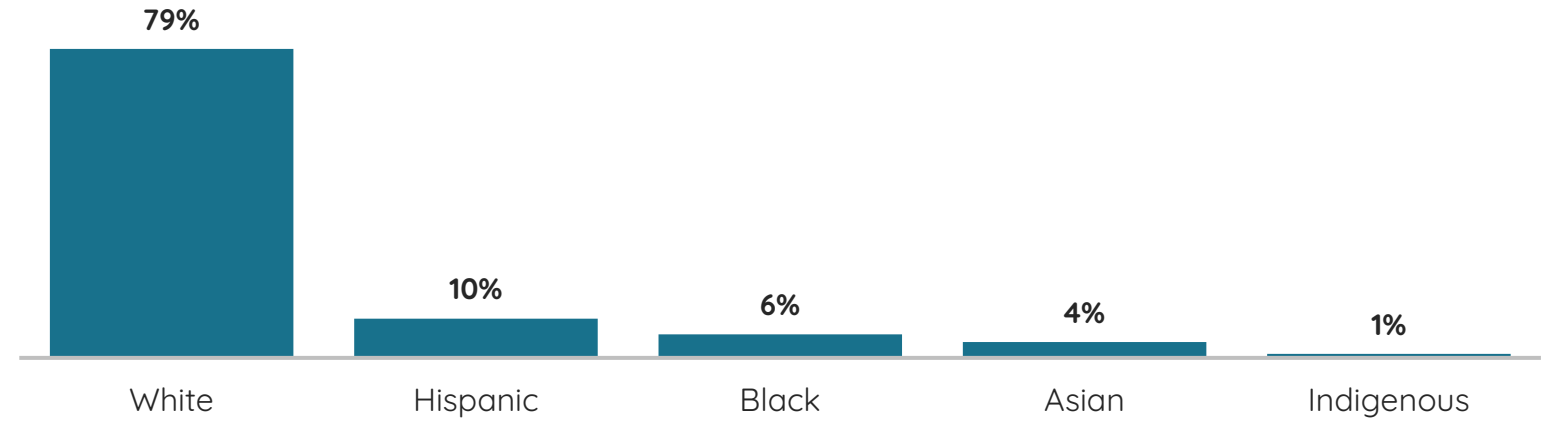
Typical Visitor Ages			
	June-21	June-22	Trend
Median Age	-	46	-
Average Age	46.9	47.2	↑



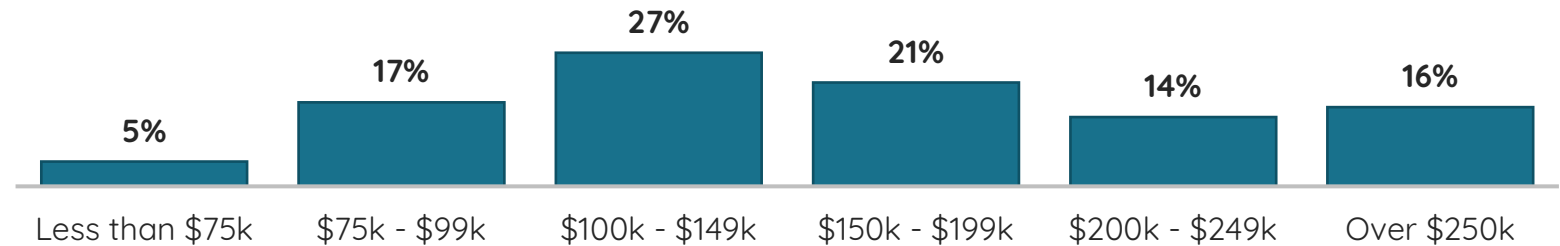
\* Visitors staying in paid accommodations.

# VISITOR DEMOGRAPHICS\*

Race/Ethnicity			
	June-21	June-22	Trend
White/Caucasian	-	79%	-
Hispanic	-	10%	-
African American	-	6%	-
Asian	-	4%	-
Native/Indigenous	-	1%	-



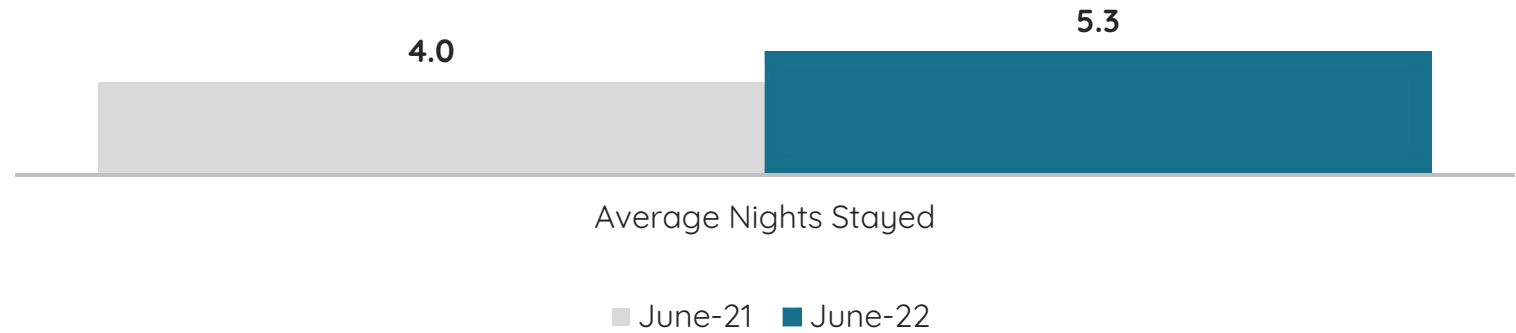
Typical Visitor Household Income			
	June-21	June-22	Trend
Median HHI	\$135,000	\$152,400	↑



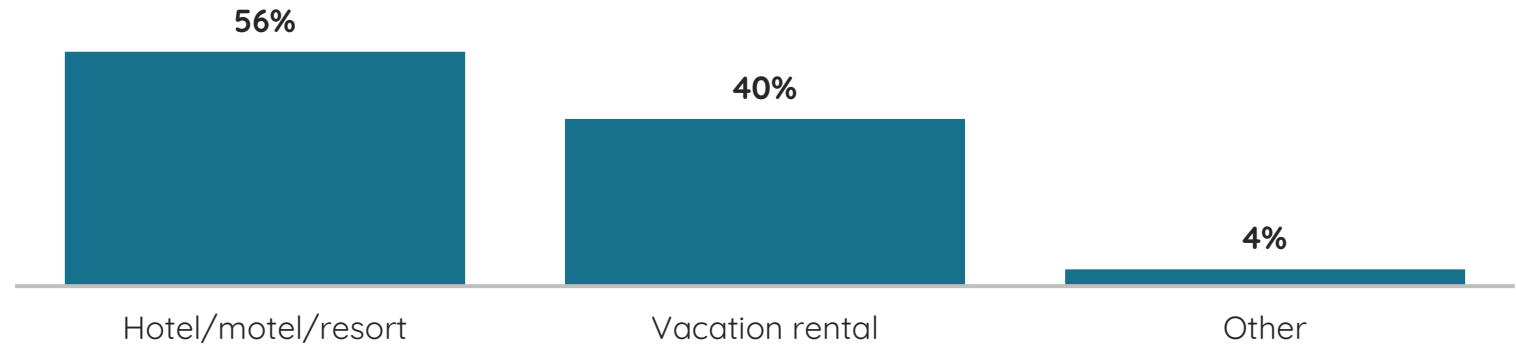
\* Visitors staying in paid accommodations.

# OVERNIGHT VISITS\*

Nights in Destination			
	June-21	June-22	Trend
Nights Stayed (mean)	4.0	5.3	↑



Accommodations			
	June-21	June-22	Trend
Hotel/motel/resort	-	56%	-
Vacation rental	-	40%	-
Other	-	4%	-

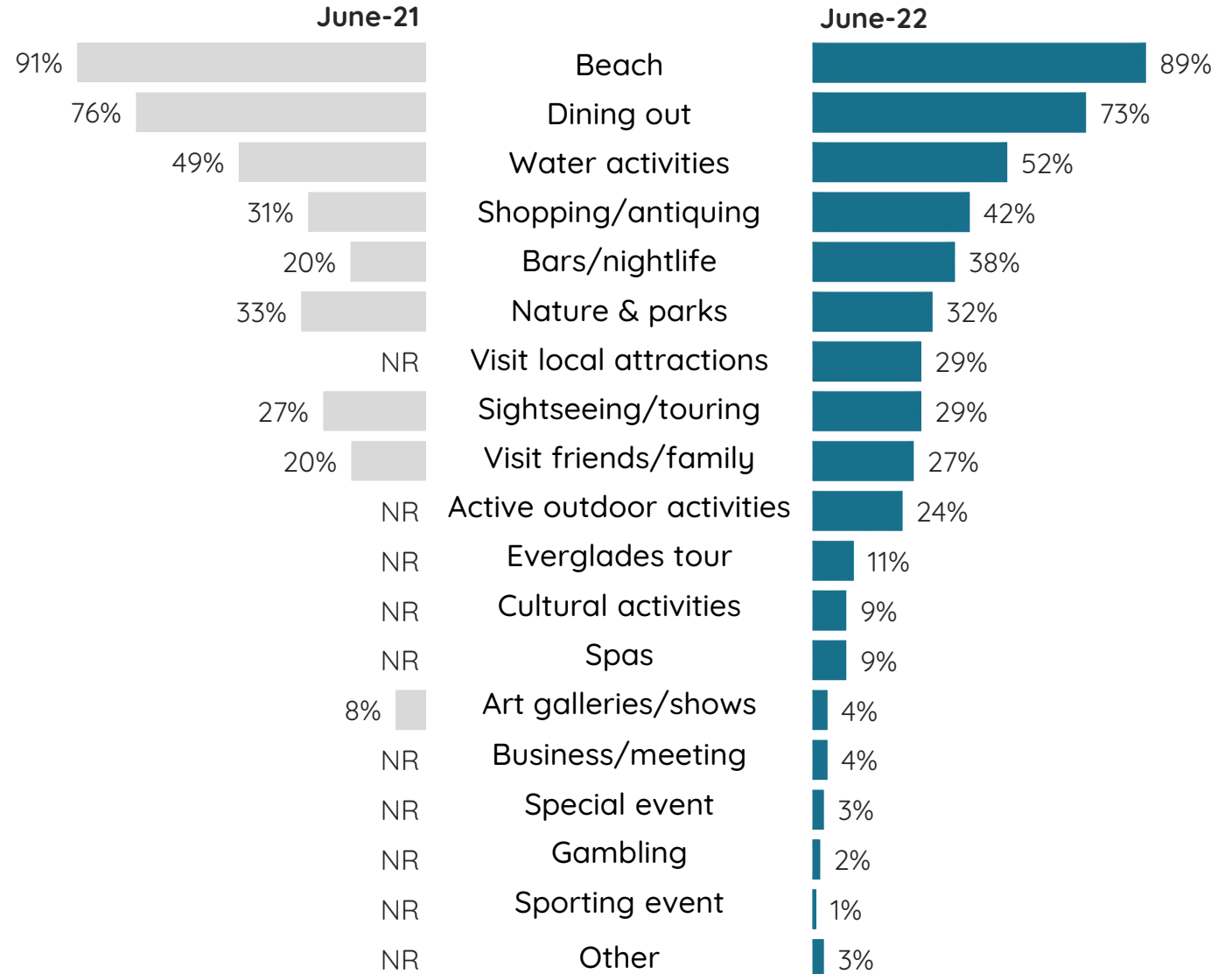


\* Visitors staying in paid accommodations.

# TRIP ACTIVITIES\*

Trip Activities <sup>1</sup>			
	June-21	June-22	Trend
Beach	91%	89%	↓
Dining out	76%	73%	↓
Water activities	49%	52%	↑
Shopping/antiquing	31%	42%	↑
Bars/nightlife	20%	38%	↑
Nature & parks	33%	32%	↓
Visit local attractions	-	29%	-
Sightseeing/touring	27%	29%	↑
Visit friends/family	20%	27%	↑
Active outdoor activities	-	24%	-
Everglades tour	-	11%	-
Cultural activities	-	9%	-
Spas	-	9%	-
Art galleries/shows	8%	4%	↓
Business/meeting	-	4%	-
Special event	-	3%	-
Gambling	-	2%	-
Sporting event	-	1%	-
Other	-	3%	-

<sup>1</sup>Multiple responses permitted.

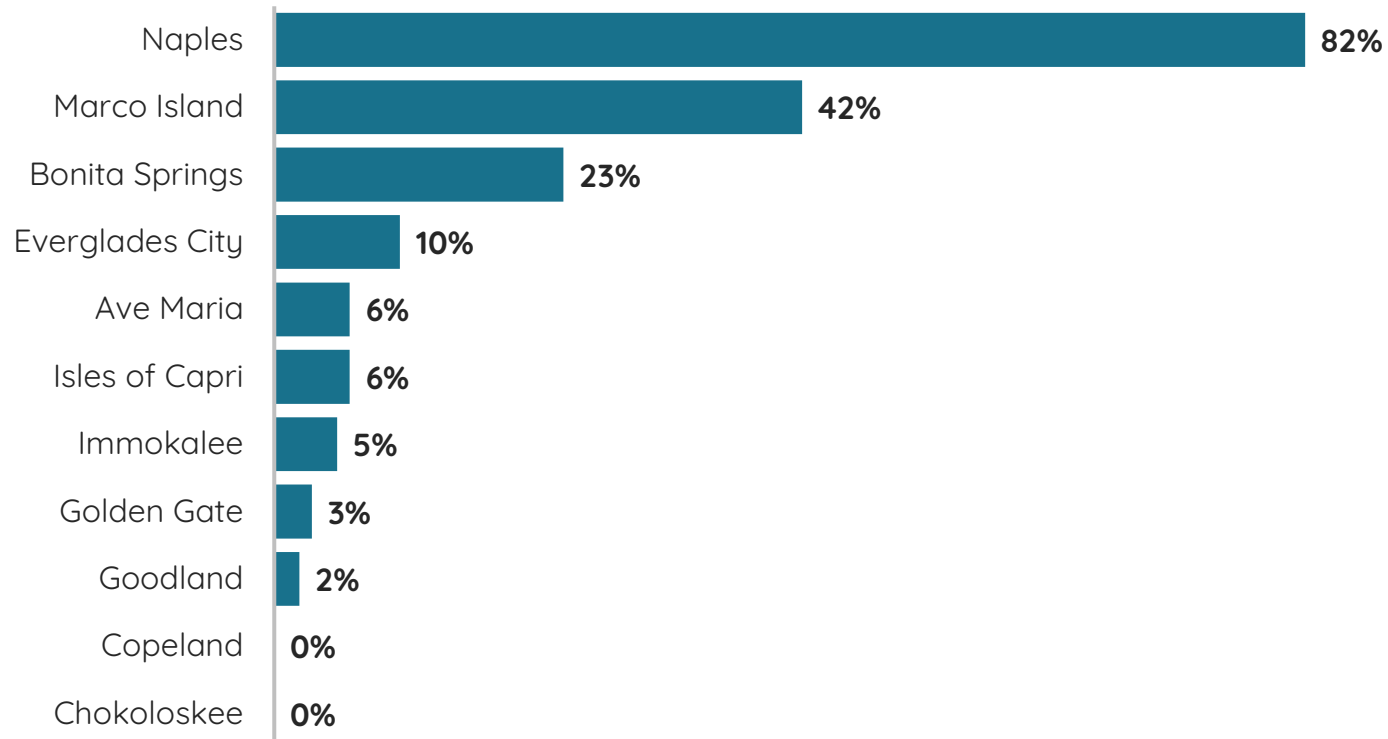


\* Visitors staying in paid accommodations.

# AREAS VISITED\*

Areas Visited in Destination <sup>1</sup>			
	June-21	June-22	Trend
Naples	-	82%	-
Marco Island	-	42%	-
Bonita Springs	-	23%	-
Everglades City	-	10%	-
Ave Maria	-	6%	-
Isles of Capri	-	6%	-
Immokalee	-	5%	-
Golden Gate	-	3%	-
Goodland	-	2%	-
Copeland	-	0%	-
Chokoloskee	-	0%	-

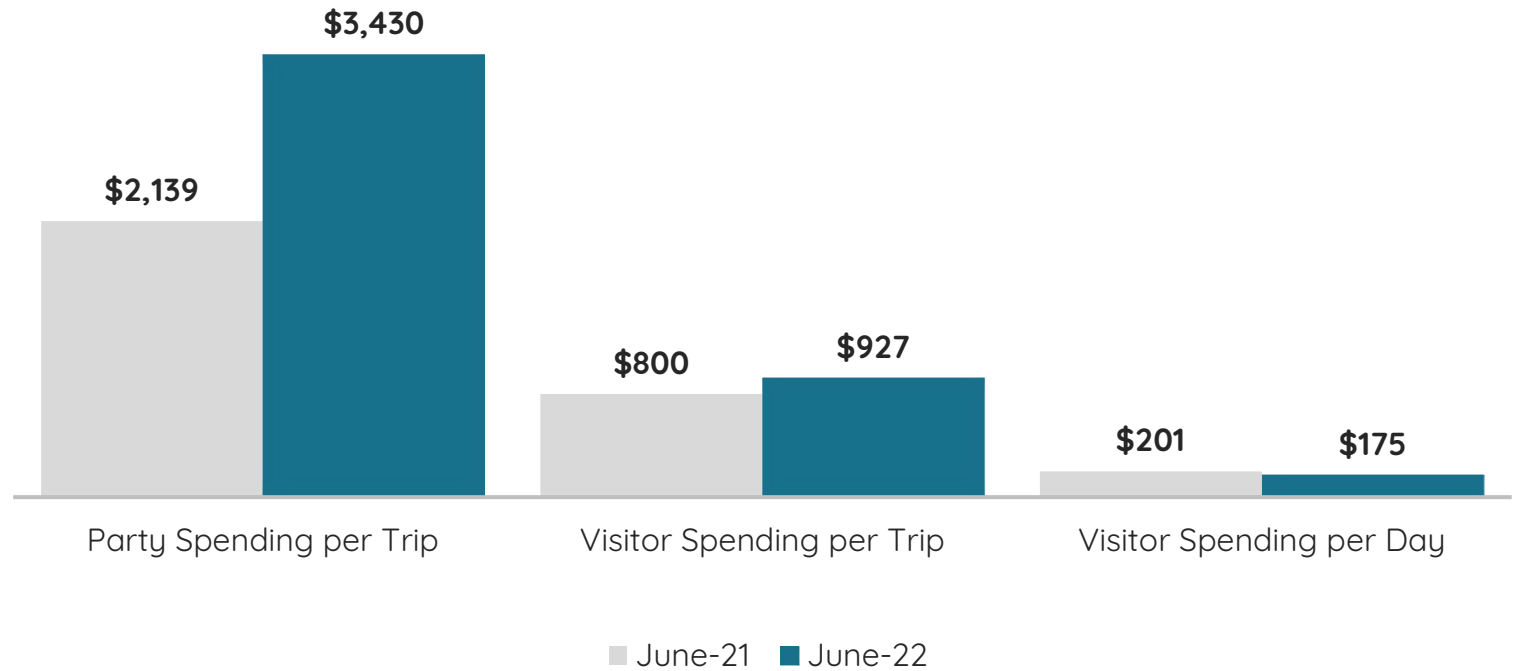
<sup>1</sup> Multiple responses permitted.



\* Visitors staying in paid accommodations.

# VISITOR SPENDING\*

Visitor Spending			
	June-21	June-22	Trend
Party Spending per Trip	\$2,139	\$3,430	↑
Visitor Spending per Trip	\$800	\$927	↑
Visitor Spending per Day	\$201	\$175	↓

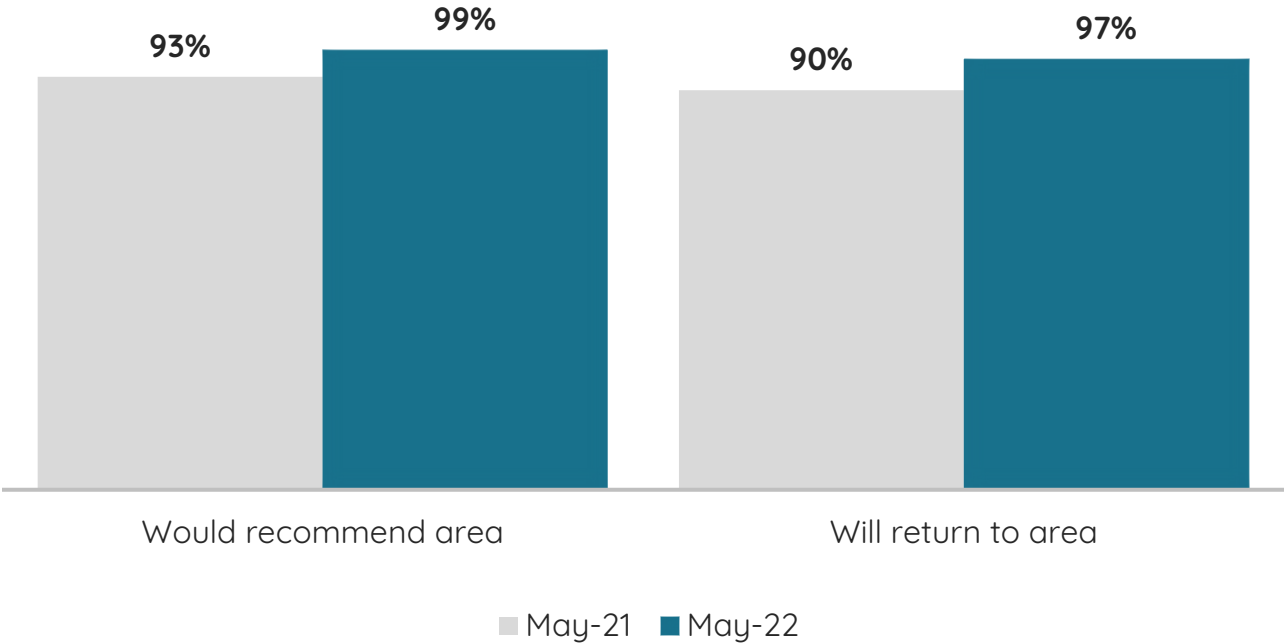


\* Visitors staying in paid accommodations.



Satisfaction with Destination			
	June-21	June-22	Trend
Value for travel dollar <sup>1</sup>	-	9.1	-
Would recommend area	93%	99%	↑
Will return to area	90%	97%	↑

<sup>1</sup>10-point scale where 10 is “excellent” and 1 is “poor”.

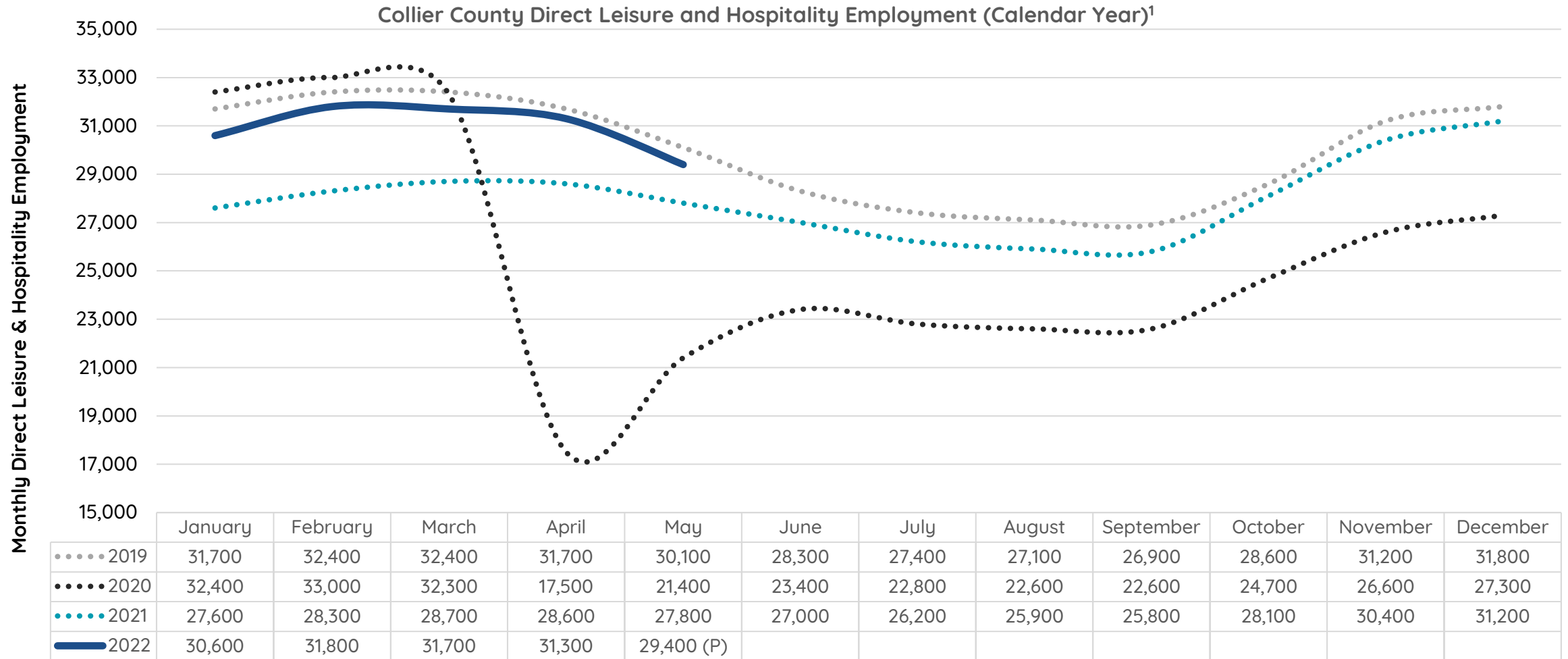


\* Visitors staying in paid accommodations.

# INDUSTRY DATA



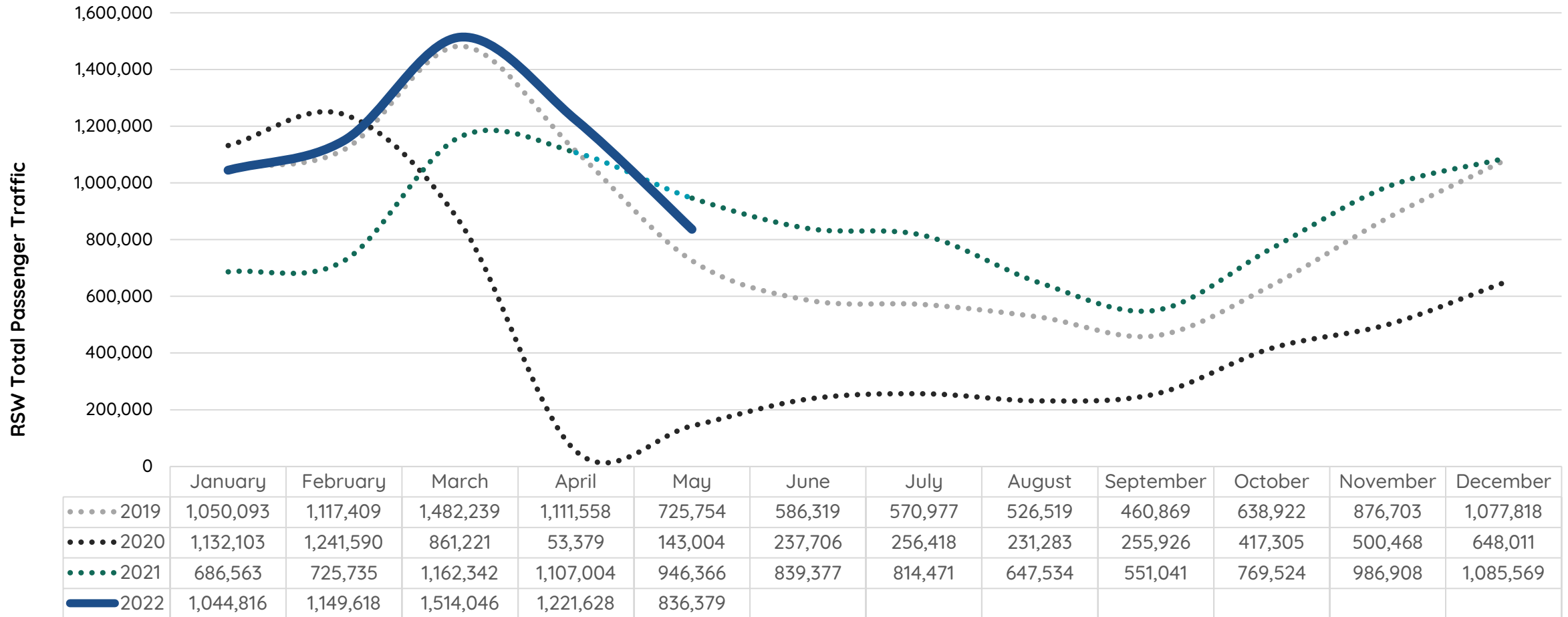
# LEISURE & HOSPITALTY EMPLOYMENT



<sup>1</sup>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 Traffic



<sup>1</sup>SOURCE: Lee County Port Authority Monthly Statistics.

# LICENSED TRANSIENT RENTAL UNITS

June 2022 Licensed Transient Rental Units <sup>1</sup>				
	Hotel	Motel	Vacation Rental	Total
Naples	4,452	1,553	3,125	9,130
Marco Island	1,275	115	1,676	3,066
Immokalee	0	55	104	159
Golden Gate	0	150	0	150
Everglades City	38	36	14	88
Bonita Springs	0	5	61	66
Chokoloskee	0	13	2	15
Goodland	0	5	4	9
Ochopee	0	0	2	2
Ave Maria	0	0	1	1
<b>Total</b>	<b>5,765</b>	<b>1,932</b>	<b>4,989</b>	<b>12,686</b>

<sup>1</sup>SOURCE: Florida Department of Business & Professional Regulation.

# NAPLES, MARCO ISLAND, EVERGLADES

## Convention & Visitors Bureau June 2022 Monthly Dashboard

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