

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
June 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 June of 2023, Occupancy is roughly the same as in June 2022. However, due to having less available units, seeing fewer daytrippers, and visitors staying for longer periods of time, Visitation was down 17.2%¹ when compared to June 2022.



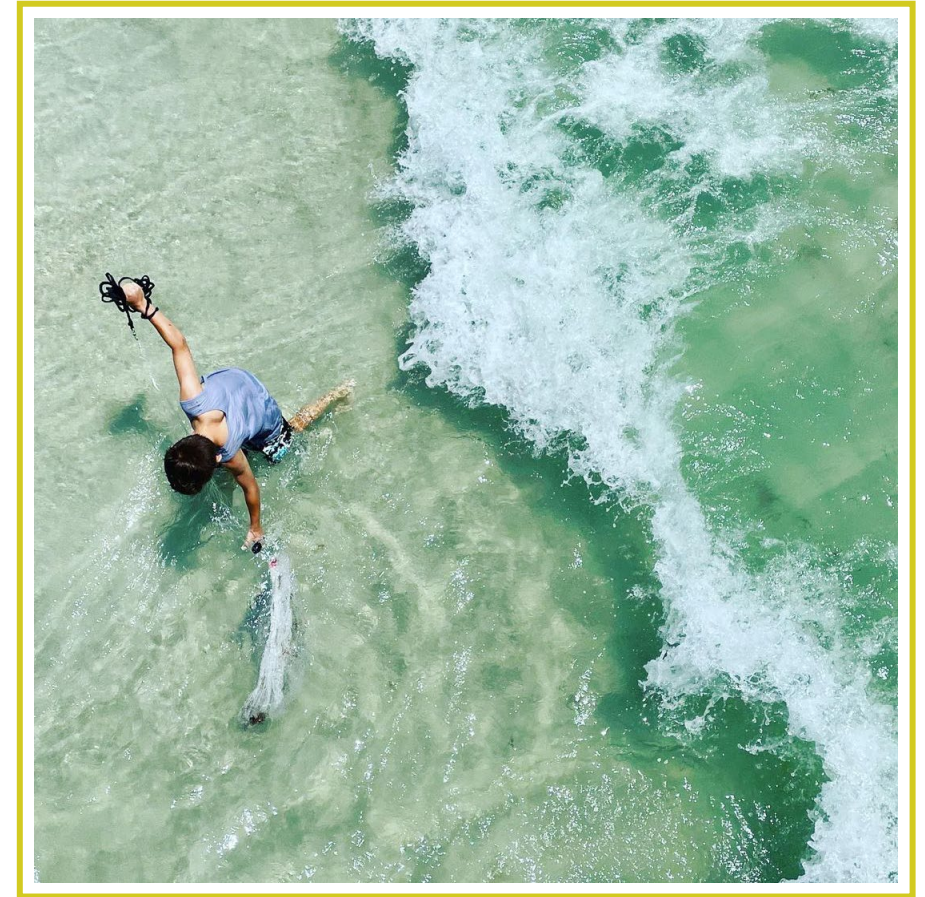
The drops in direct spending and economic impact, down 10% and 16% respectively, were caused primarily by the decrease in available units, decrease in ADR, and the decreased amount of spending by visitors in the shopping category. However, the re-opening of the Ritz-Carlton Naples in July should help partially alleviate many of these effects.



June saw a significant bump in the share of first-time visitors, increasing from 27% in 2022 to 39% in 2023. Among first-time visitors to Collier County, the top origin markets were New York City, Boston, and Hartford-New Haven.

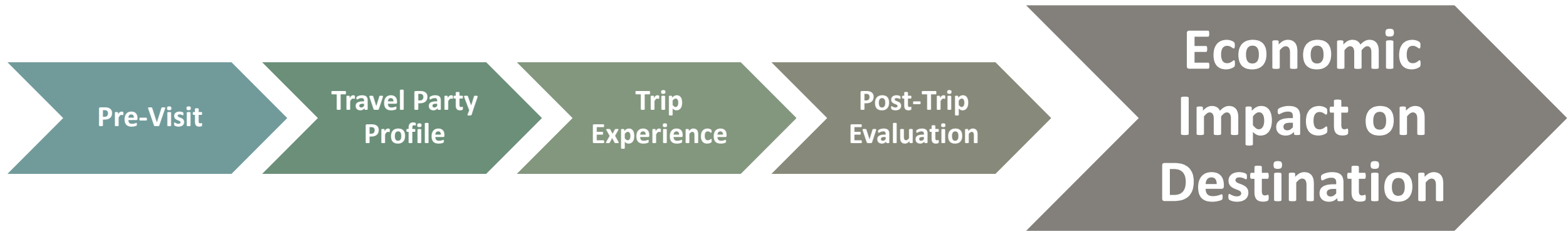


47% of June visitors considered other destinations before deciding to visit Collier County, up 10% points from June 2022. This indicates that tourists now have more options in terms of potential vacation destinations, making for a more competitive destination marketing environment.



¹ These are preliminary figures and may change, as AllTheRooms data is not yet available for June and the figures will be updated when the June data becomes available.

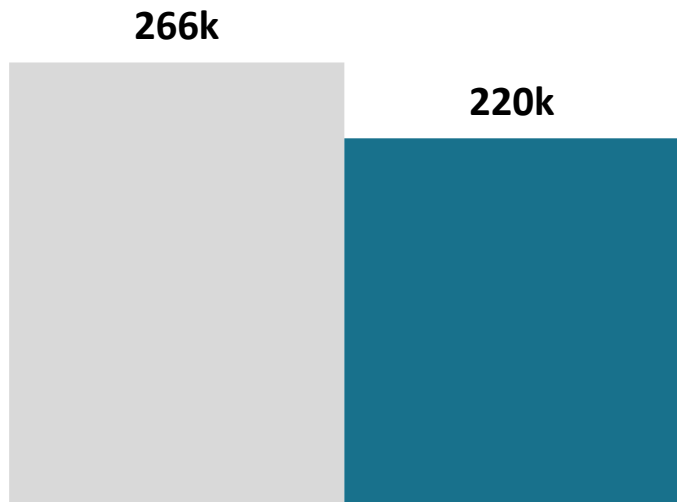
VISITOR JOURNEY: ECONOMIC IMPACT



JUNE 2023 VISITATION & ROOM NIGHTS

VISITORS

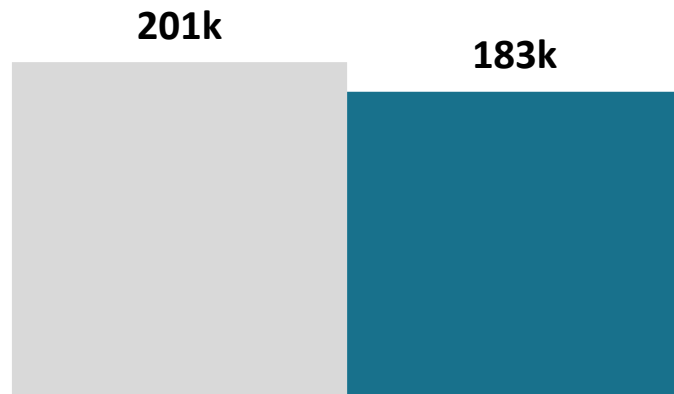
219,800



- 17.2% from 2022

ROOM NIGHTS

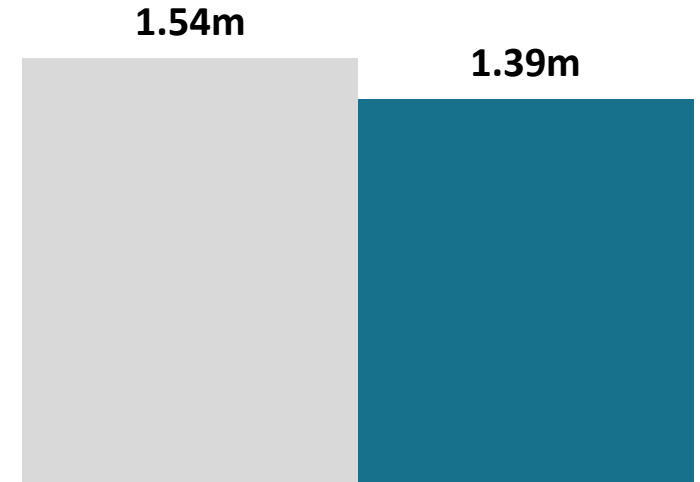
182,700



- 8.9% from 2022

VISITOR DAYS

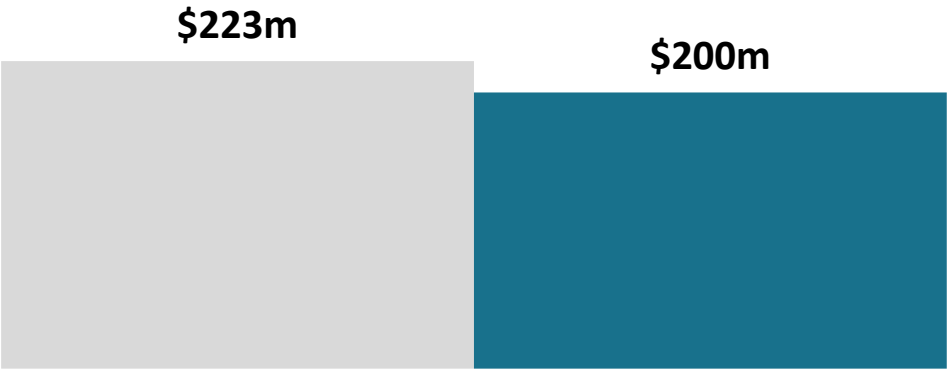
1,386,900



- 9.7% from 2022

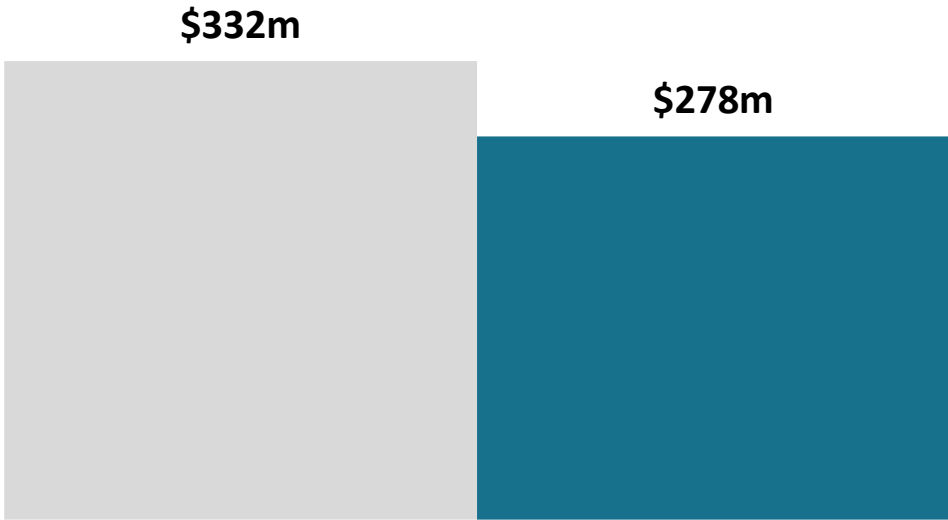
■ June-22 ■ June-23

DIRECT SPENDING
\$199,934,200



- 10.2% from 2022

ECONOMIC IMPACT
\$277,508,700



- 16.4% from 2022¹

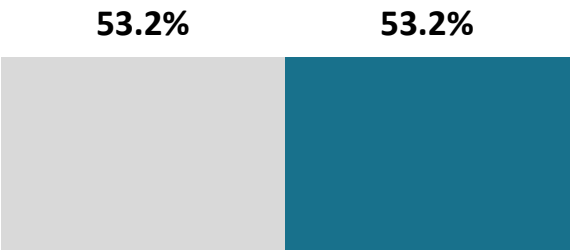
■ June-22 ■ June-23

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

JUNE 2023 OVERALL LODGING METRICS^{1,2}

OCCUPANCY RATE

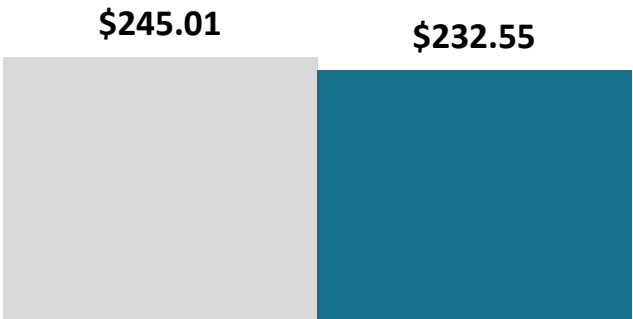
53.2%



- 0.1% from 2022

AVERAGE DAILY RATE

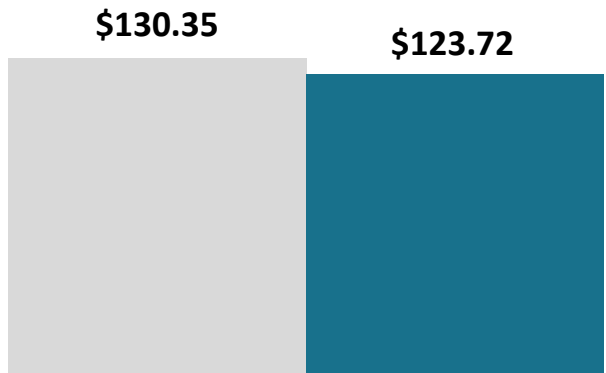
\$232.55



- 5.1% from 2022

REVENUE PER AVAILABLE ROOM

\$123.72



- 5.1% from 2022

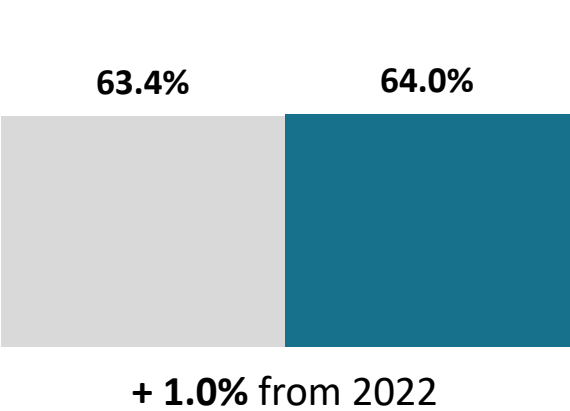
■ June-22 ■ June-23

¹ Sources: STR and DSG Occupancy Study data, AllTheRooms data not yet available for June 2023, so it has been modeled.
² Occupancy, ADR, and RevPAR figures for June 2022 have been adjusted to reflect updated calculation methods.

JUNE 2023 HOTEL LODGING METRICS¹

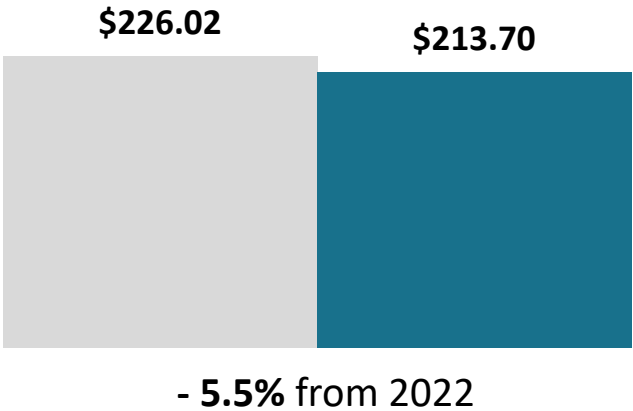
OCCUPANCY RATE

64.0%



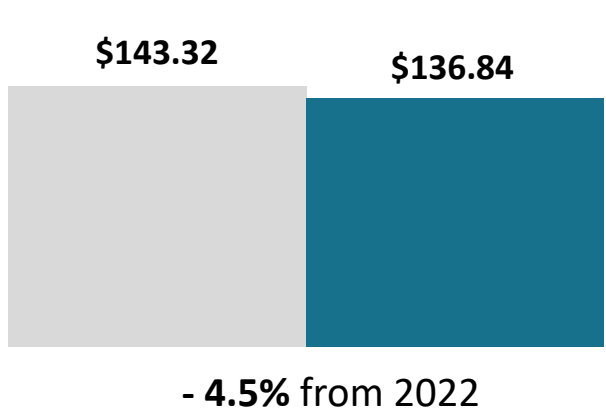
AVERAGE DAILY RATE

\$213.70



REVENUE PER AVAILABLE ROOM

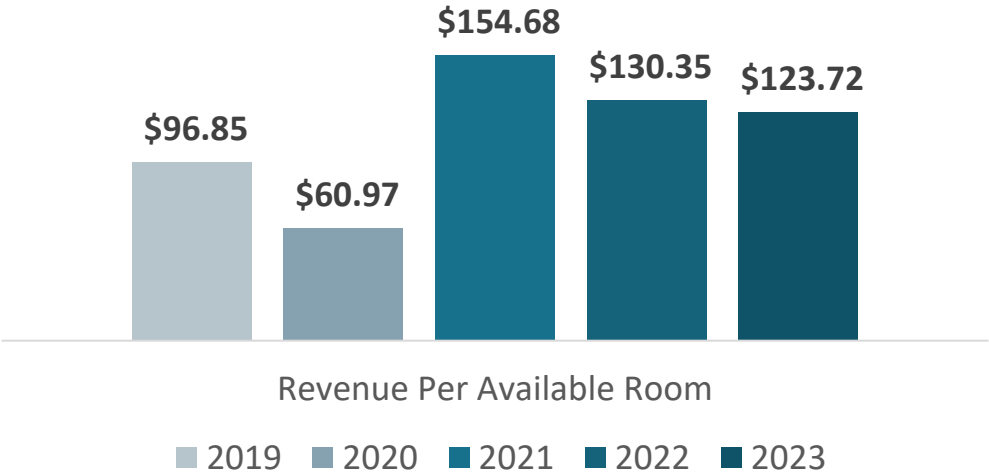
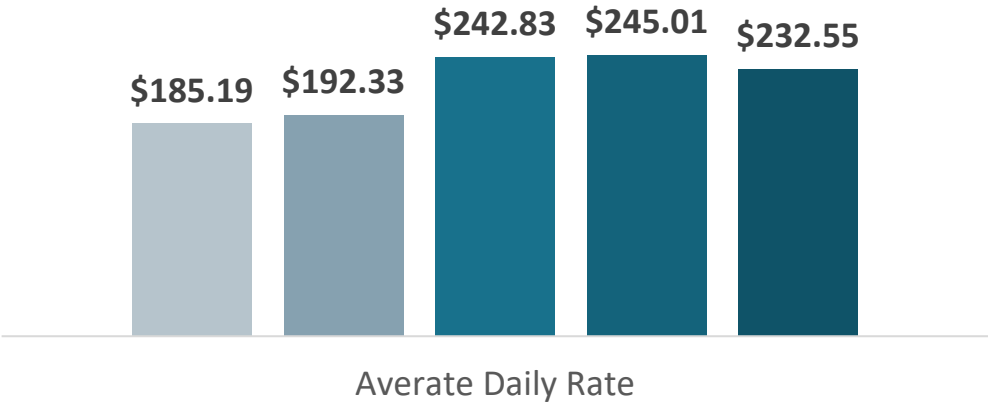
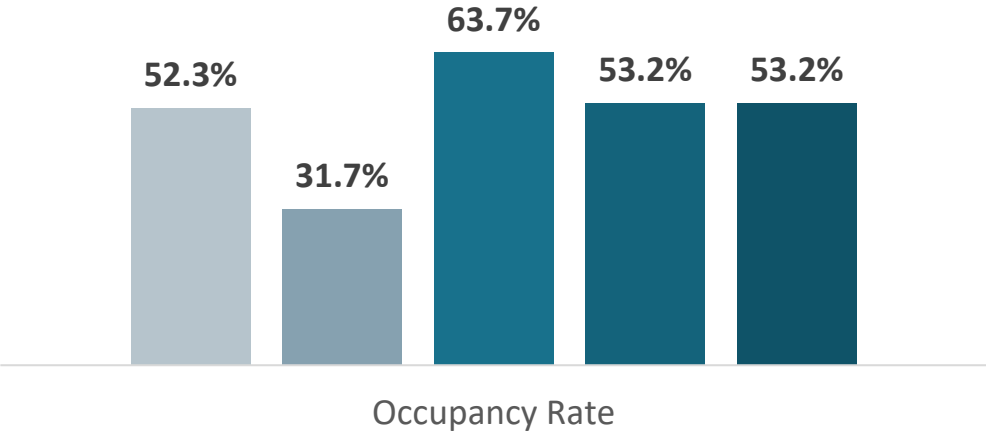
\$136.84



■ Jun-22 ■ Jun-23

¹Source: STR Reports

JUNE 2019-2023 OVERALL LODGING METRICS¹



¹ Sources: STR, AllTheRooms, and DSG Occupancy Study data. AllTheRooms data not yet available for June 2023, so it has been modeled.

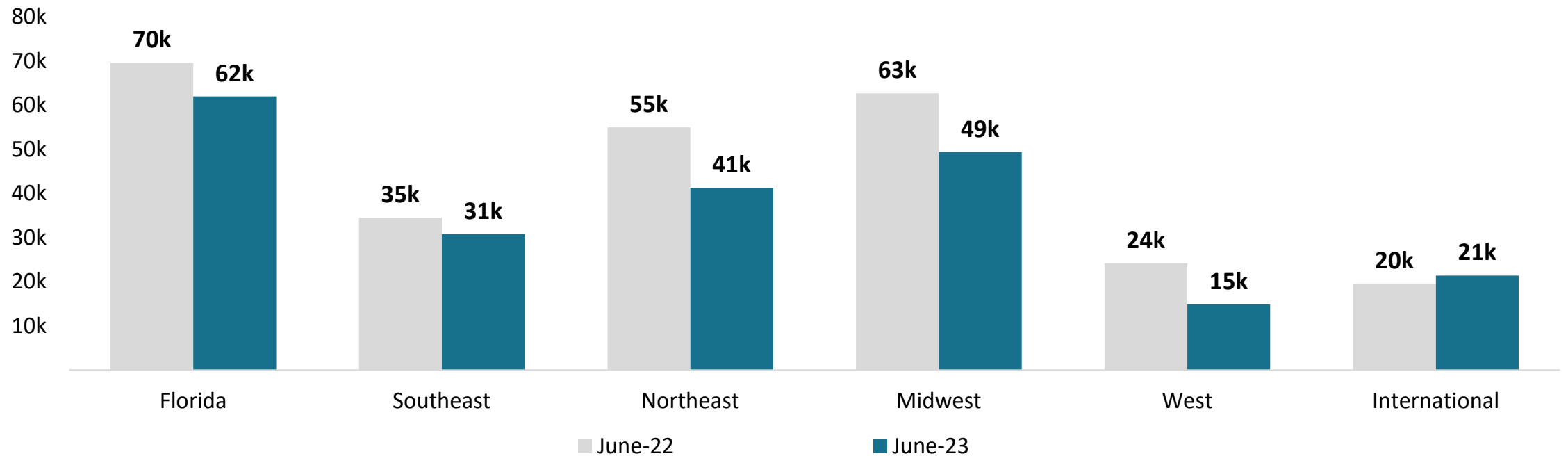
VISITOR ORIGIN

FLORIDA VISITORS

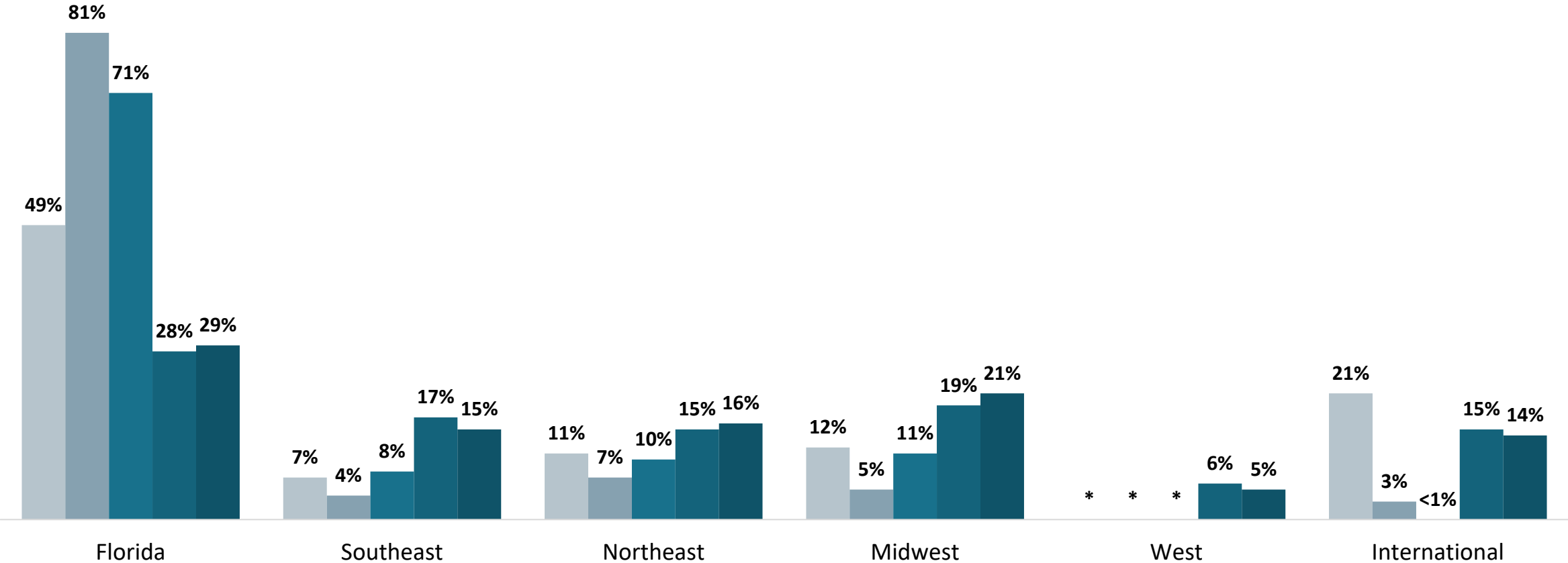
62,000

OUT-OF-STATE VISITORS

157,800



JUNE 2019-2023 OVERNIGHT VISITOR ORIGIN



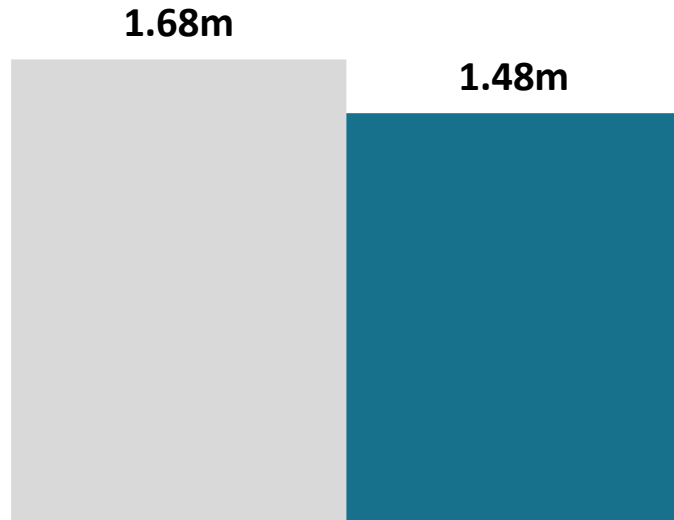
■ June-19 ■ June-20 ■ June-21 ■ June-22 ■ June-23

*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

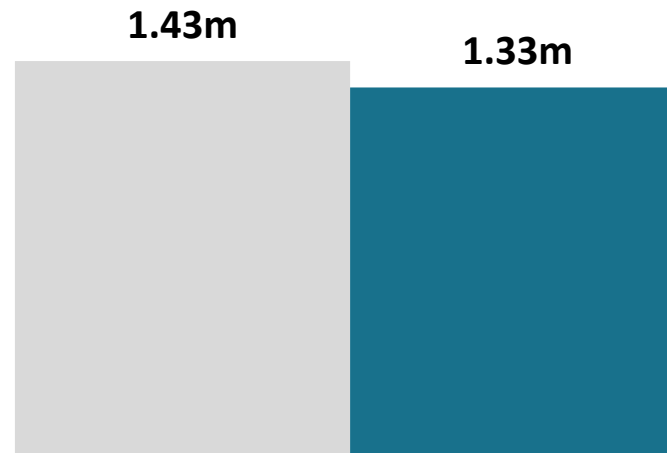
1,481,600



- 11.7% from 2022

CYTD ROOM NIGHTS

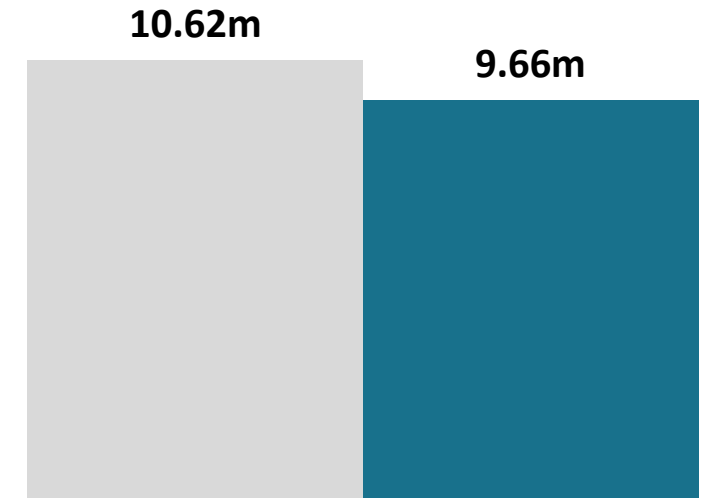
1,332,100



- 6.7% from 2022

CYTD VISITOR DAYS

9,657,900



- 9.1% from 2022

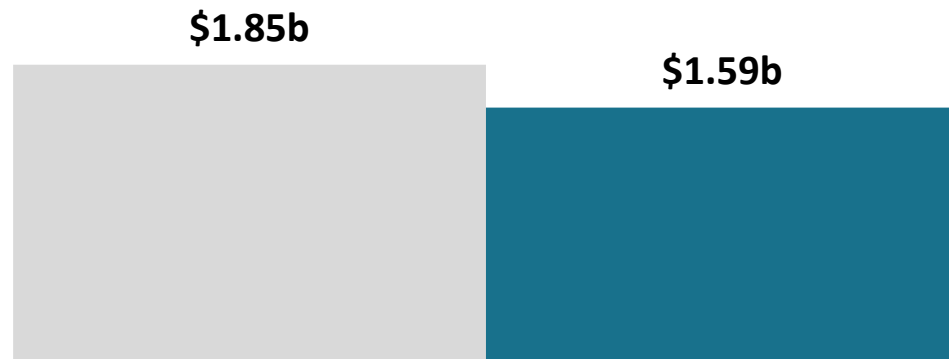
■ June-22 ■ June-23

YEAR-TO-DATE SPENDING & ECONOMIC IMPACT

CYTD DIRECT SPENDING

\$1,587,320,800

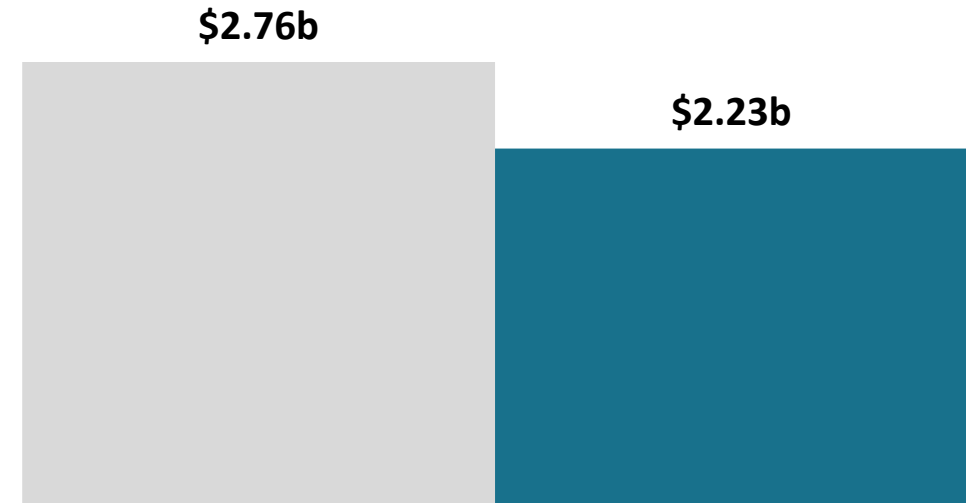
- 14.4% from 2022



CYTD ECONOMIC IMPACT

\$2,227,264,500

- 19.4% from 2022¹

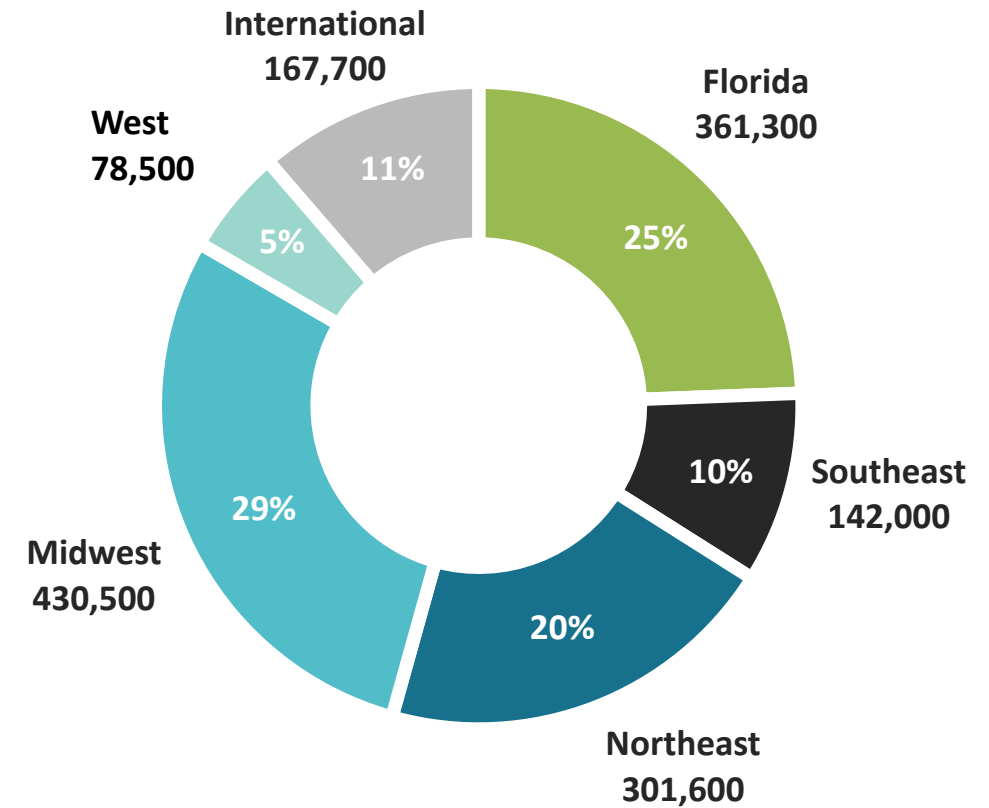


■ June-22 ■ June-23

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	310,300	18.5%	361,300	24.4%	16.4%	31.8%
Southeast	184,500	11.0%	142,000	9.6%	-23.0%	-12.9%
Northeast	416,600	24.8%	301,600	20.4%	-27.6%	-18.0%
Midwest	515,400	30.7%	430,500	29.1%	-16.5%	-5.4%
West	110,400	6.6%	78,500	5.3%	-28.9%	-19.5%
Canada	44,700	2.7%	74,500	5.0%	66.7%	88.7%
Europe	59,900	3.6%	51,000	3.4%	-14.9%	-3.6%
C/S America	13,600	0.8%	24,100	1.6%	77.2%	100.6%
Other	21,900	1.3%	18,100	1.2%	-17.4%	-6.4%
Total	1,677,300	100.0%	1,481,600	100.0%		





Pre-Visit

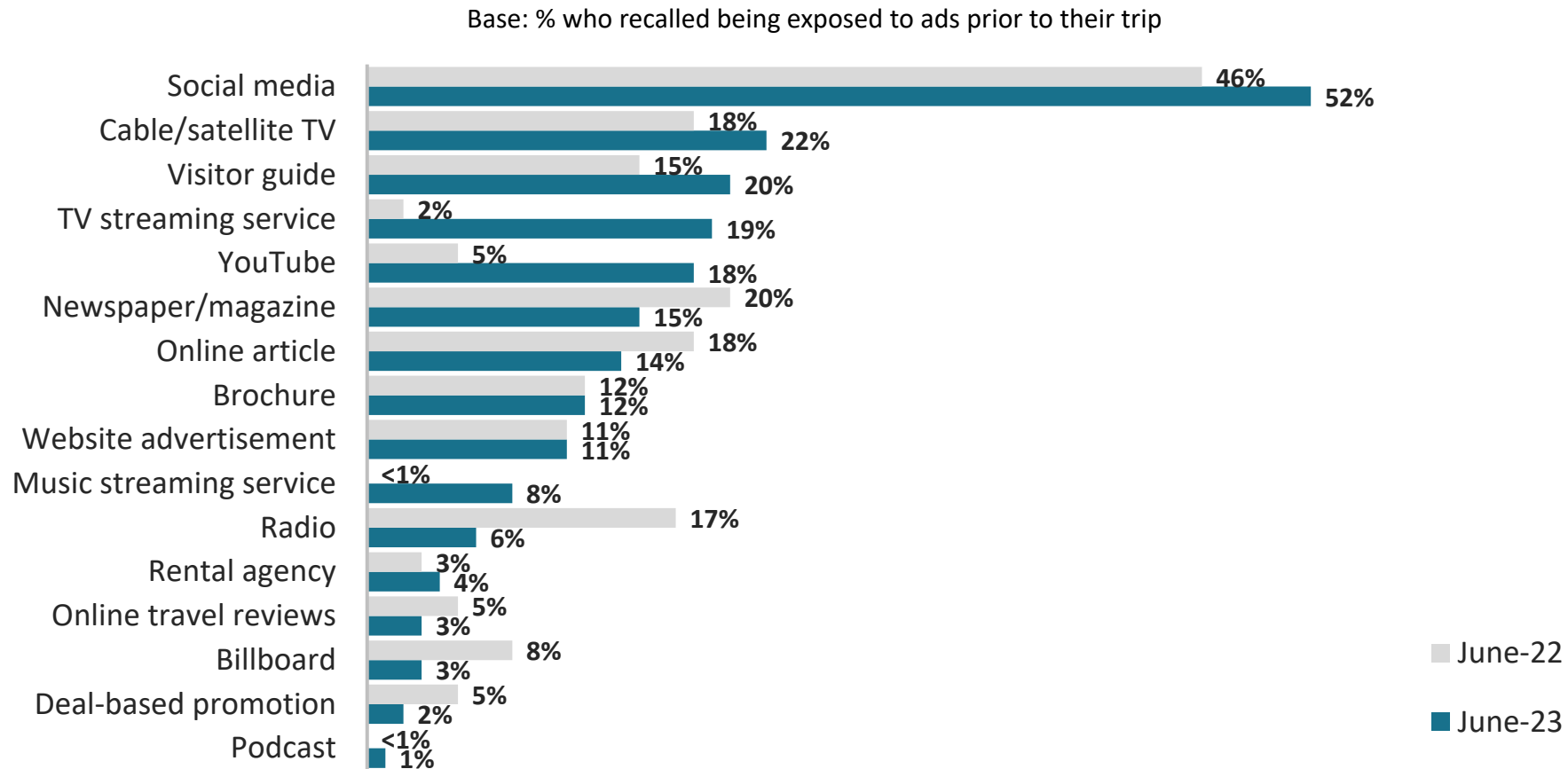
**Travel Party
Profile**

**Trip
Experience**

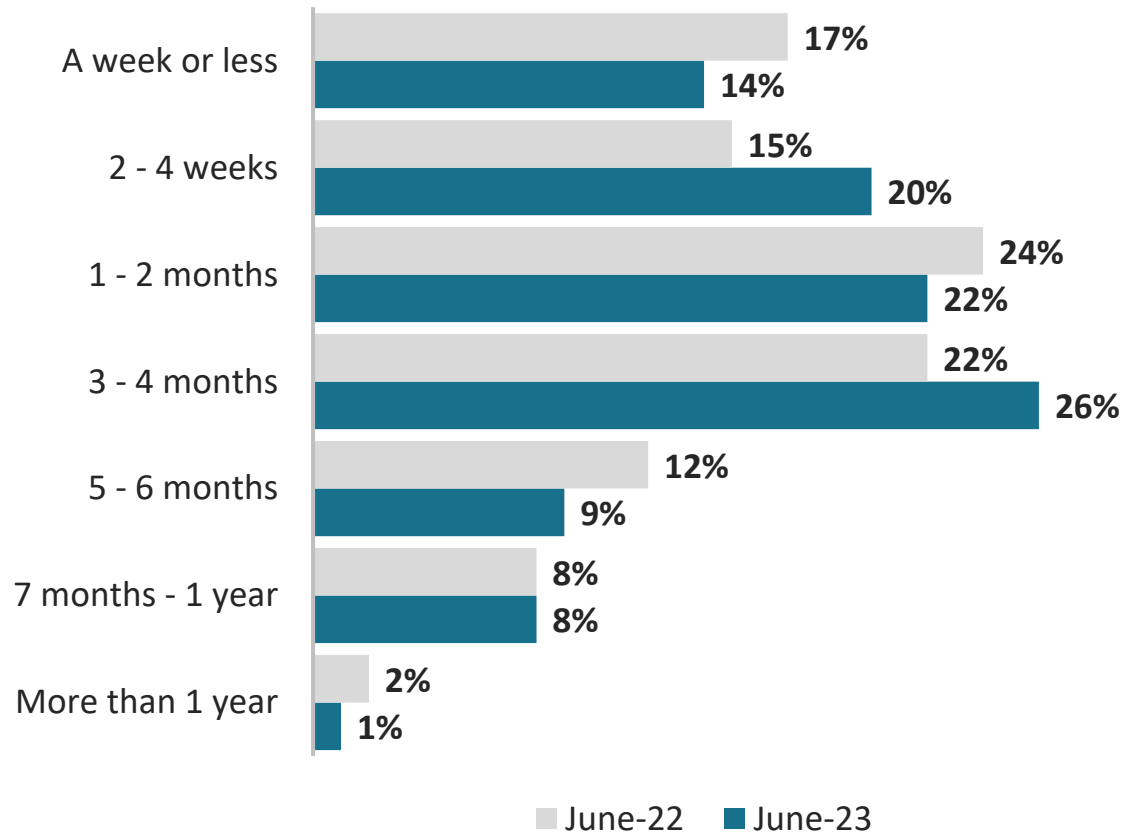
**Post-Trip
Evaluation**

**Economic
Impact on
Destination**

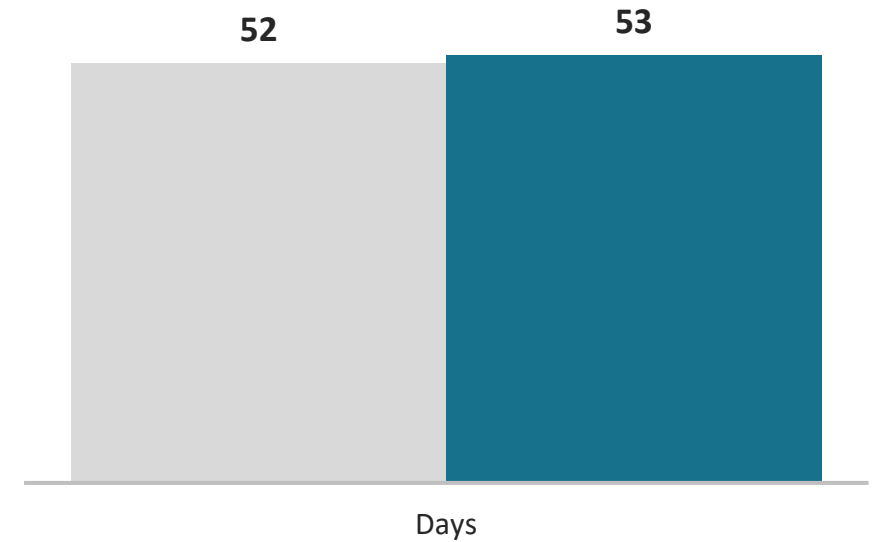
EXPOSURE TO ADVERTISING



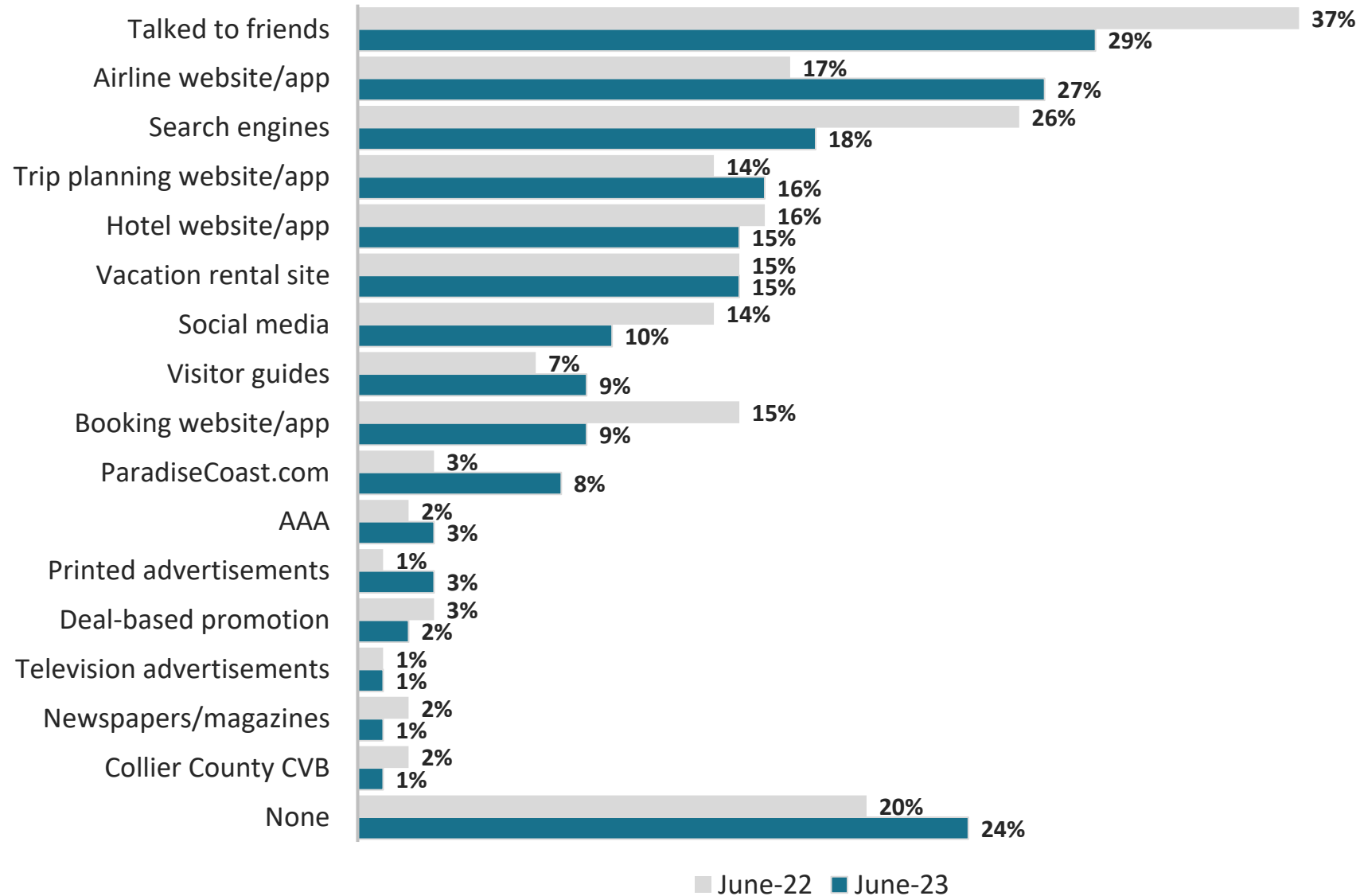
TRIP PLANNING CYCLE



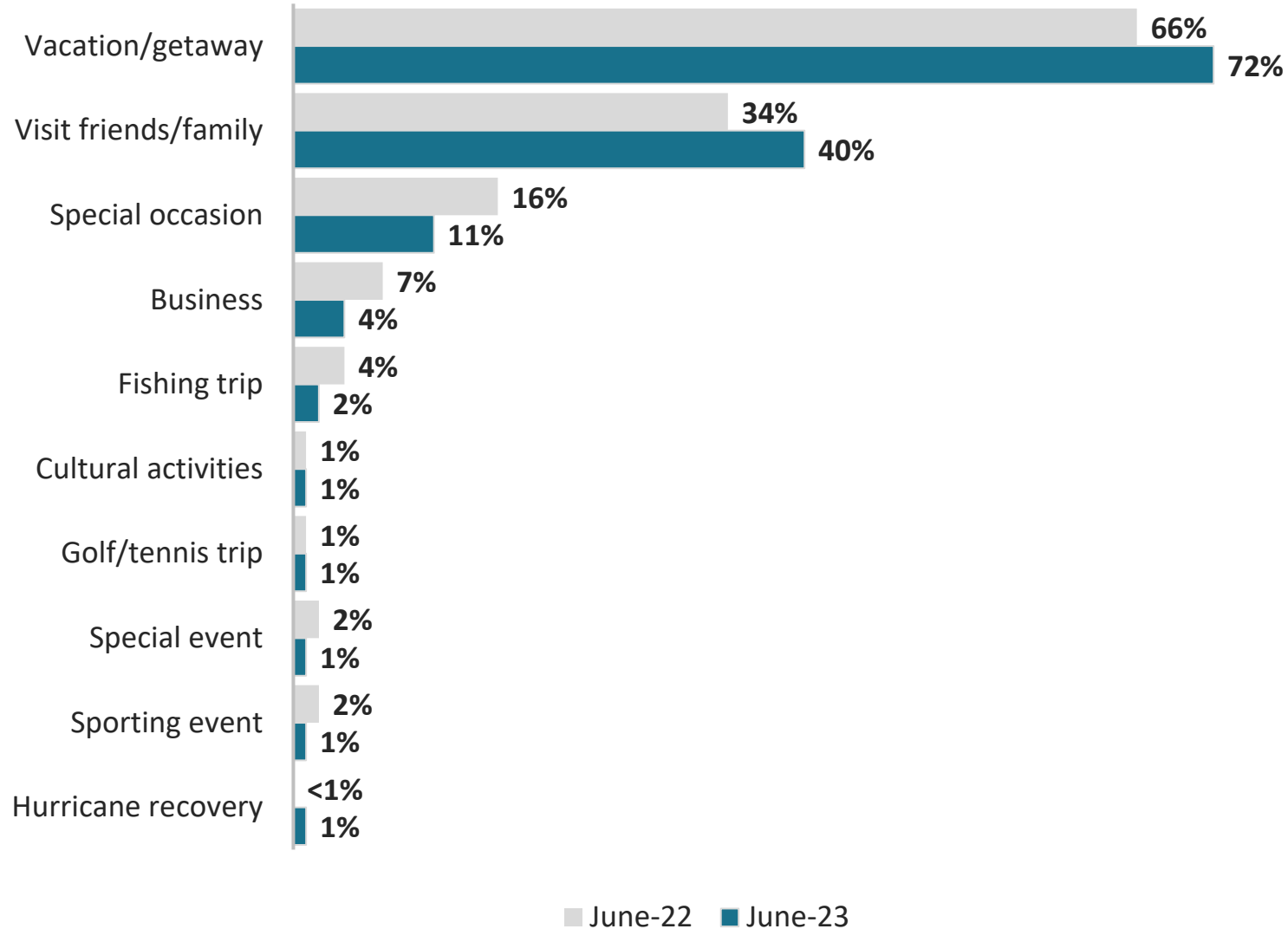
Median Trip Planning Time



TRIP PLANNING SOURCES

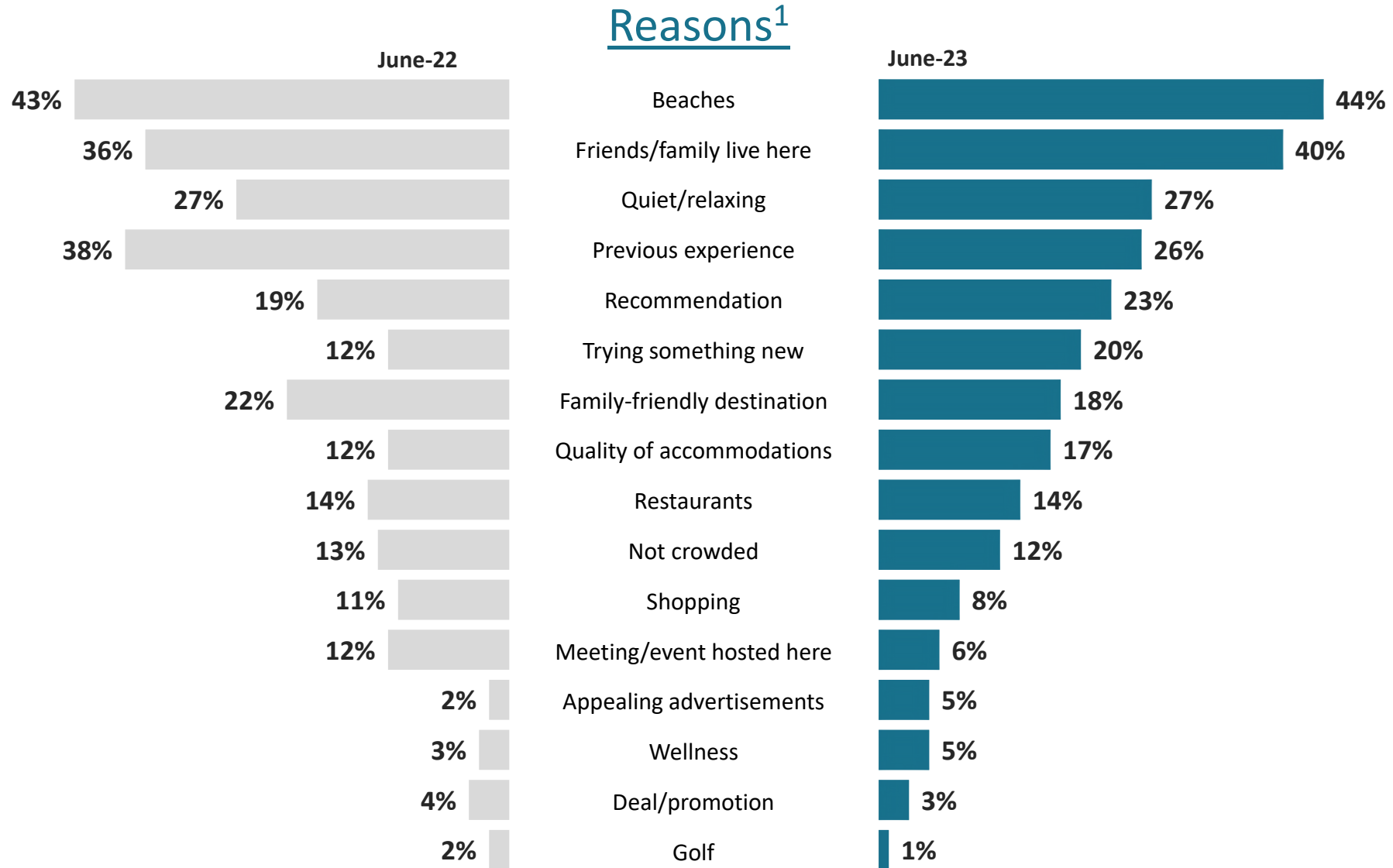


REASONS FOR VISITING¹



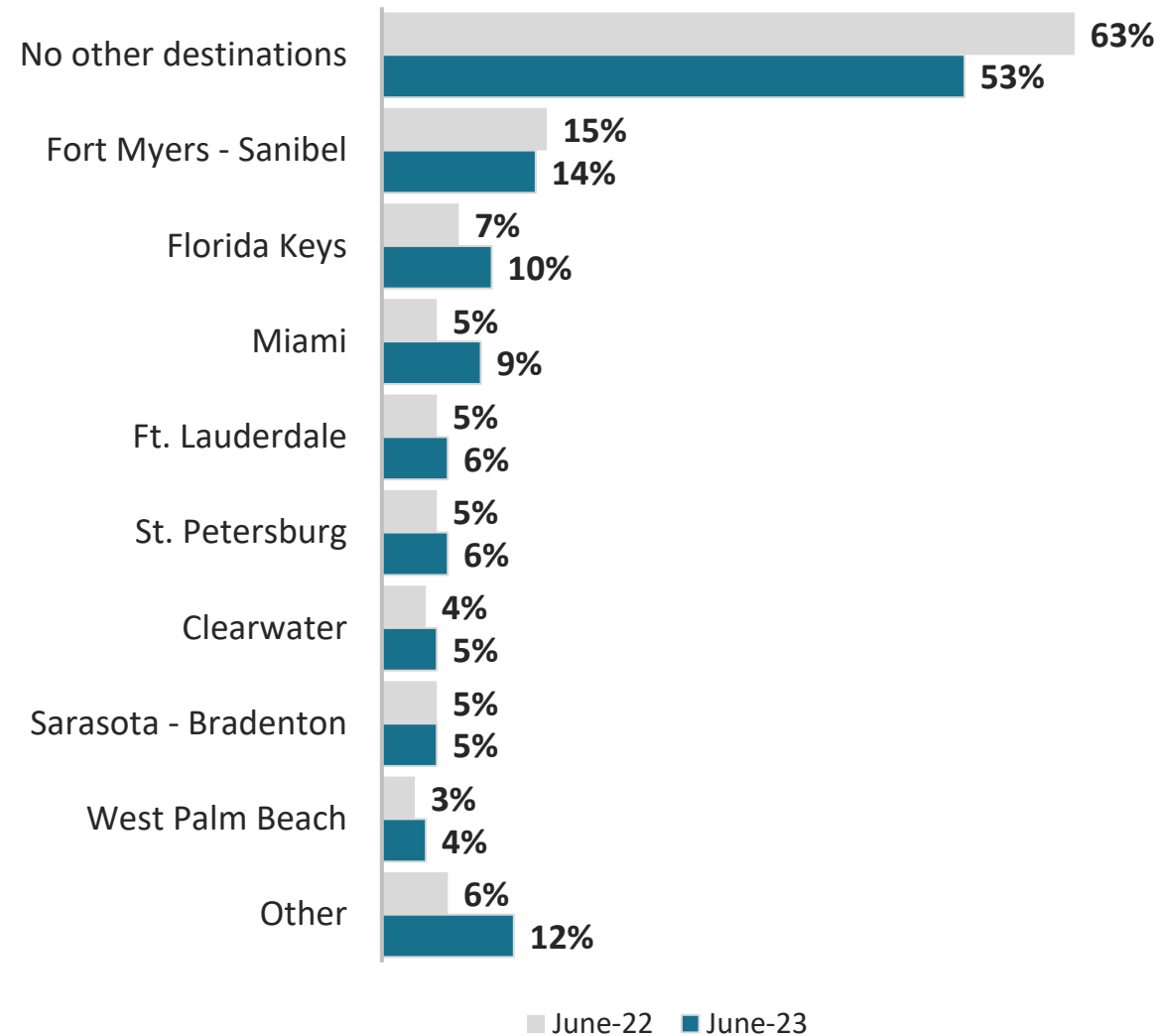
¹ Multiple responses permitted.

REASONS FOR CHOOSING AREA



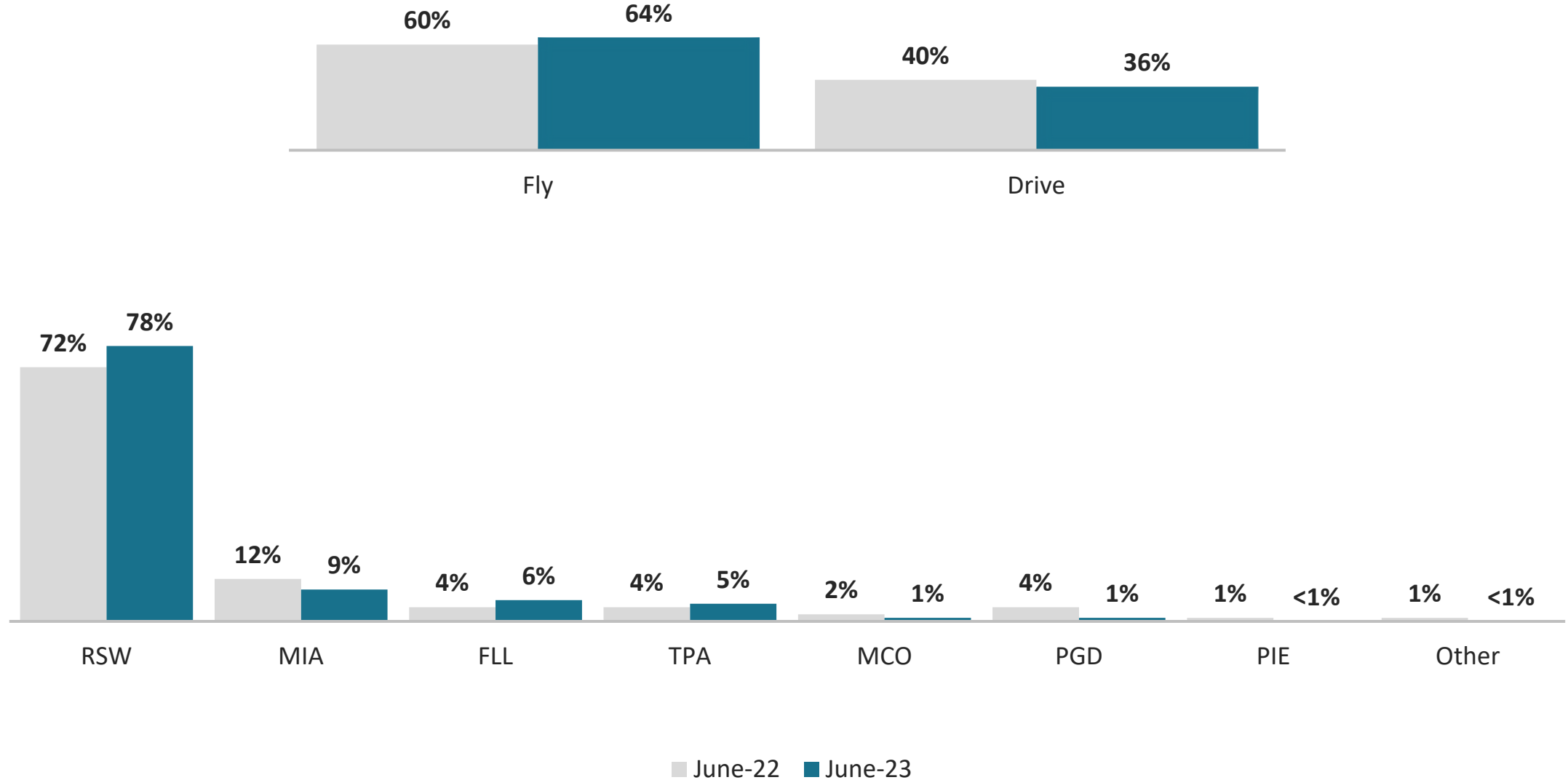
¹Multiple responses permitted.

OTHER DESTINATIONS CONSIDERED¹

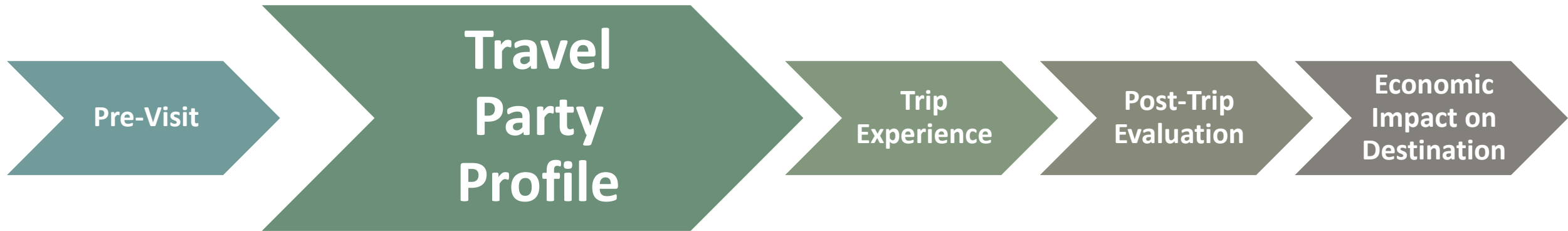


¹ Multiple responses permitted.

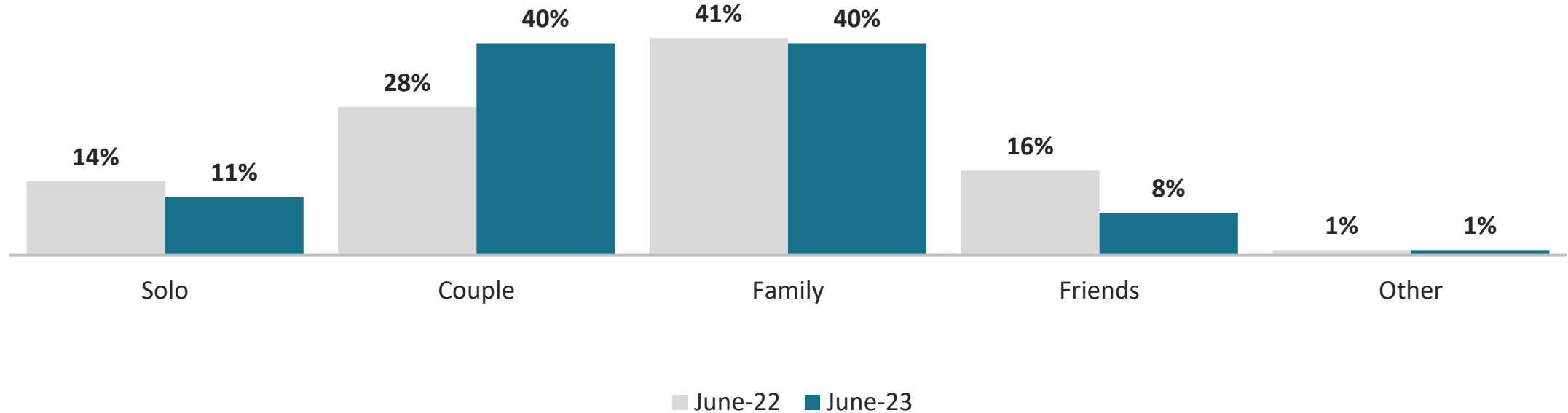
TRANSPORTATION METHODS



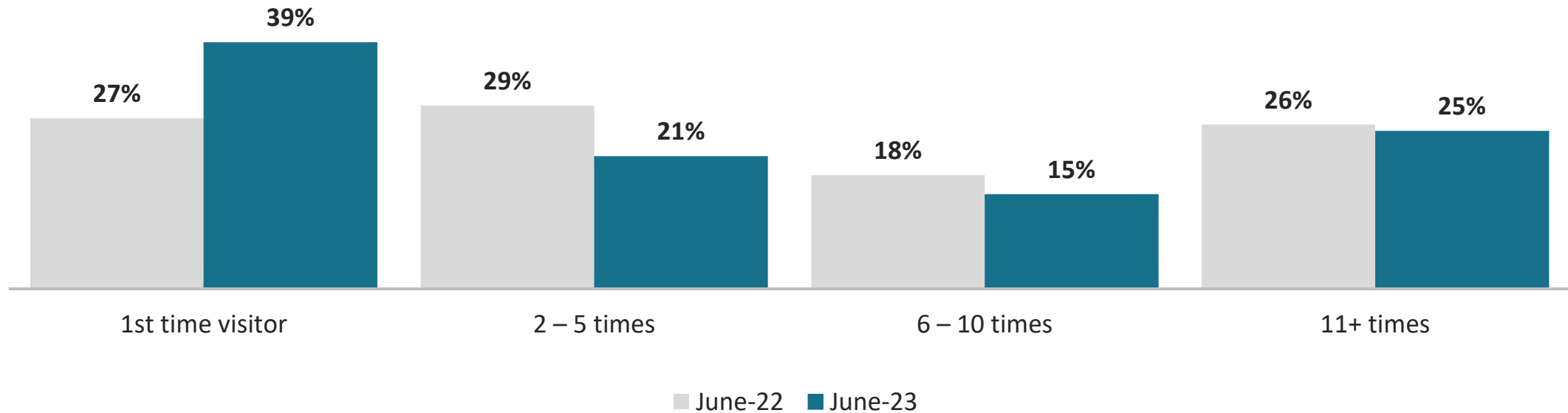
VISITOR JOURNEY: TRAVEL PARTY PROFILE



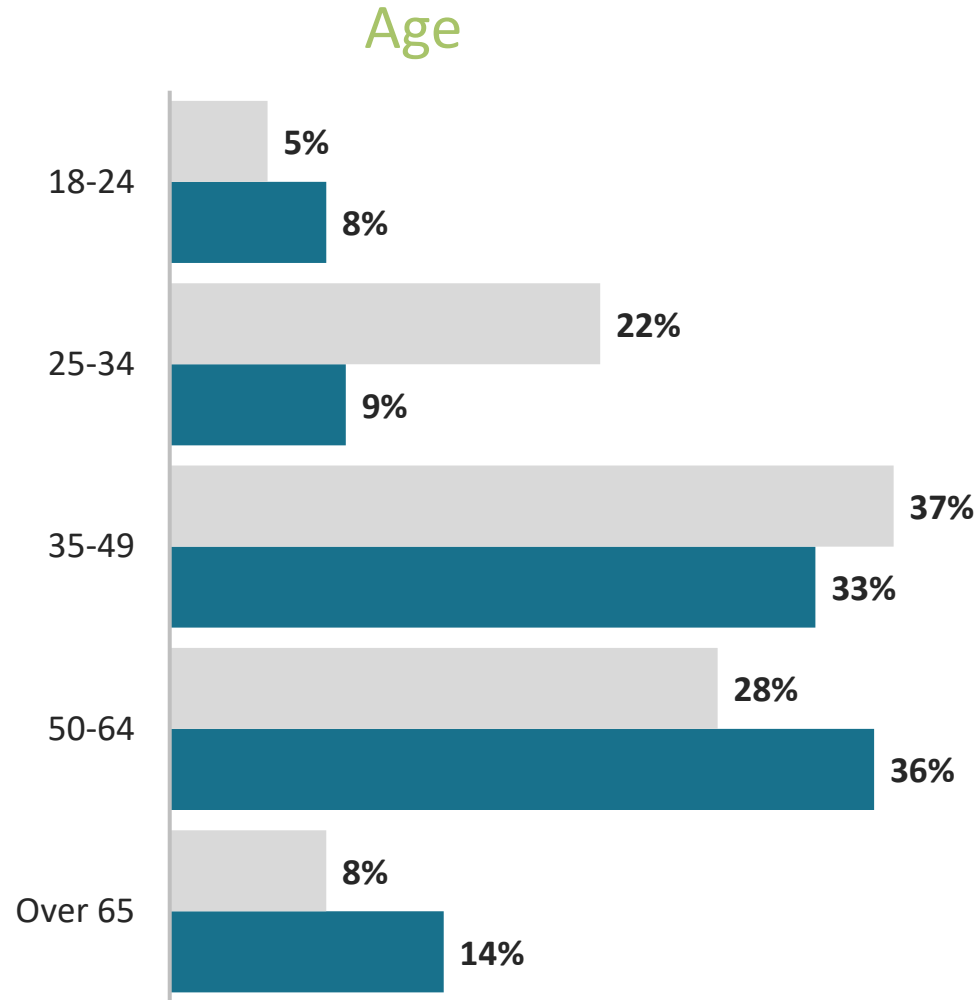
TRAVEL PARTY COMPOSITION



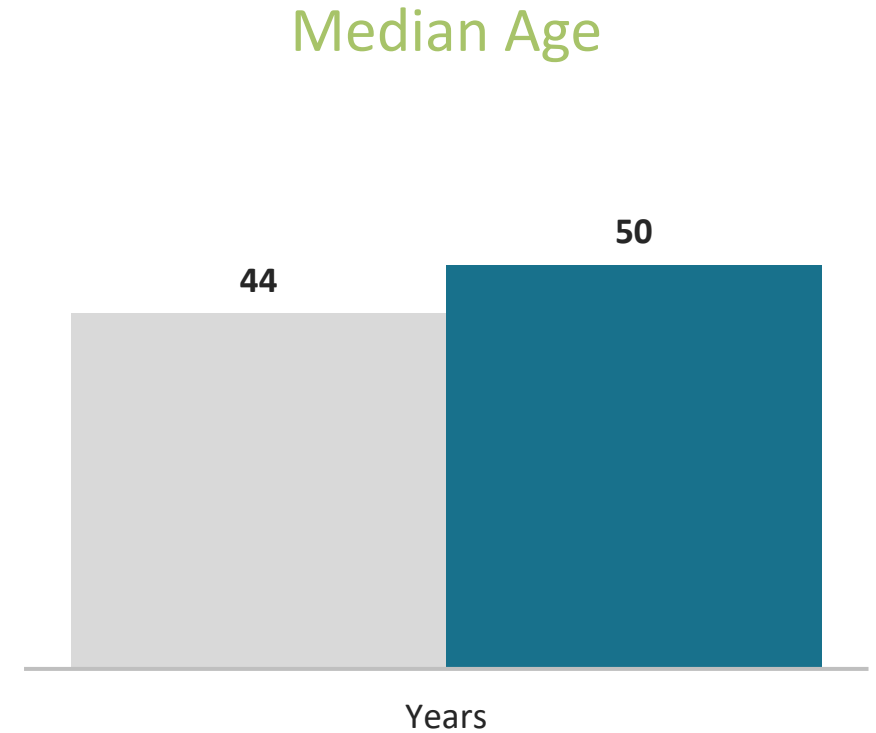
PREVIOUS VISITS



VISITOR AGES

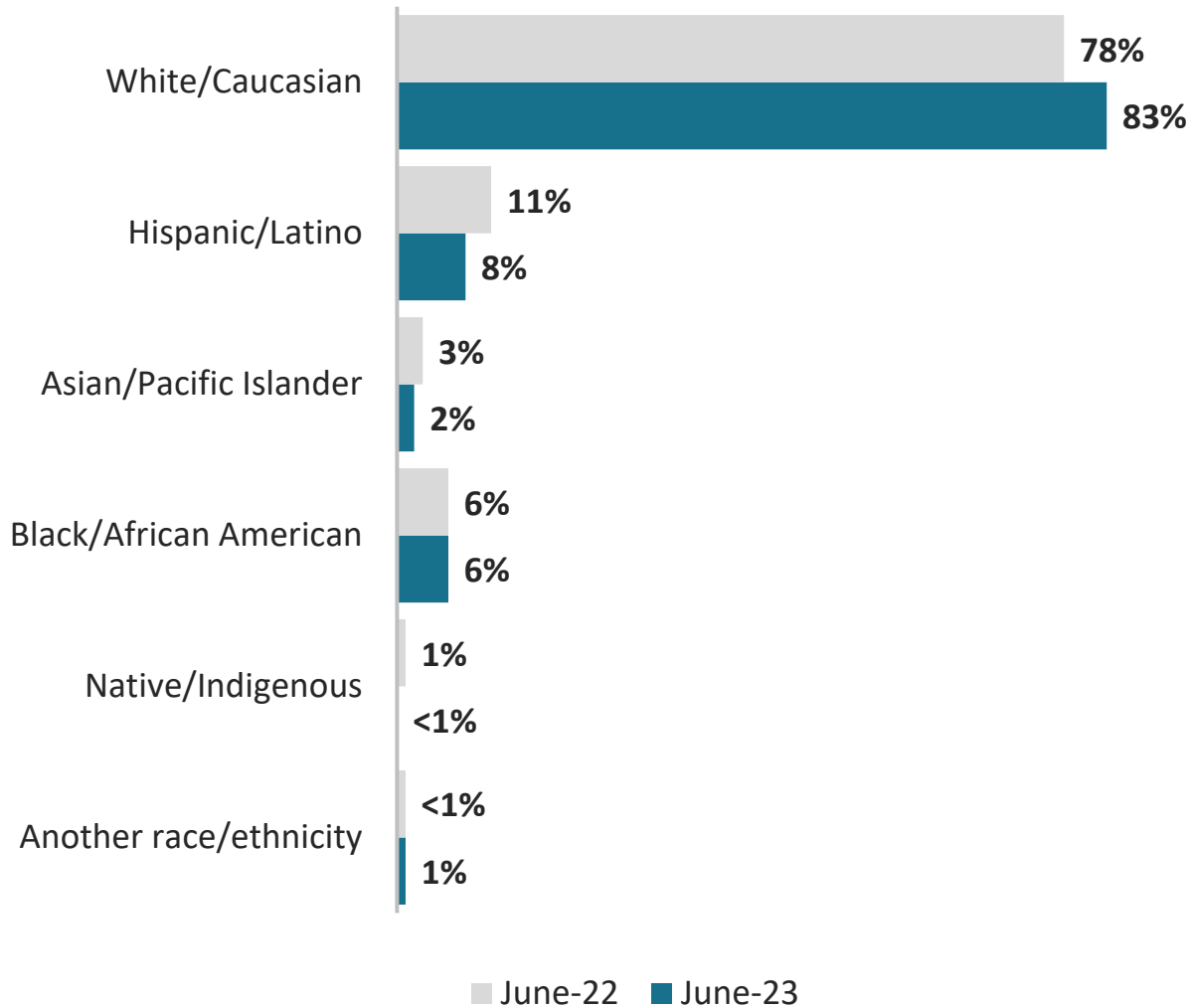


■ June-22 ■ June-23

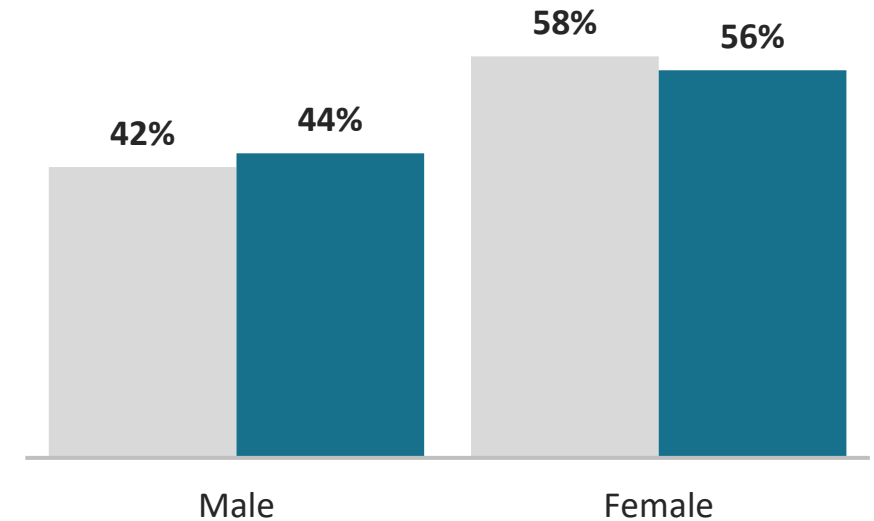


VISITOR RACE & GENDER

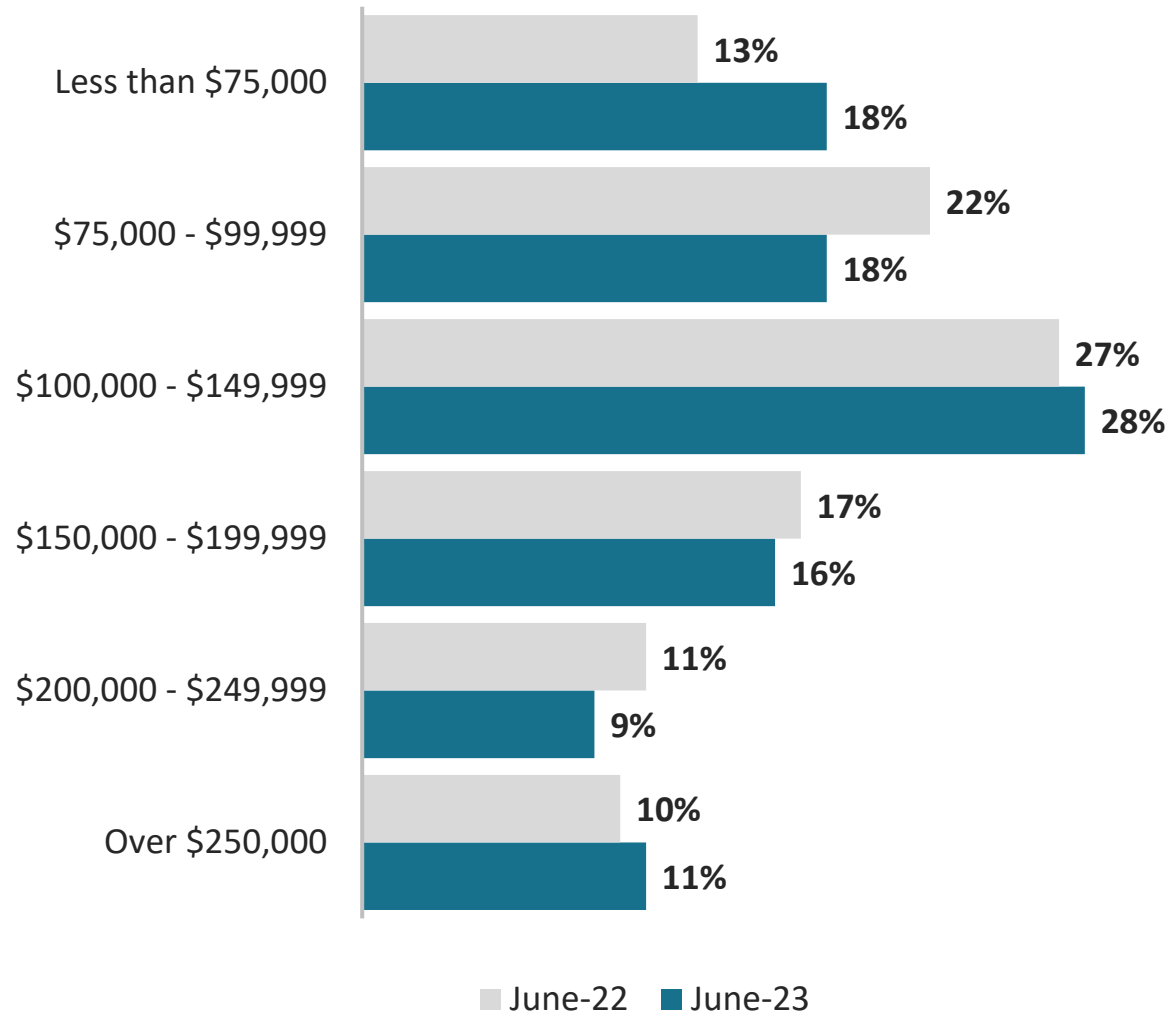
Race



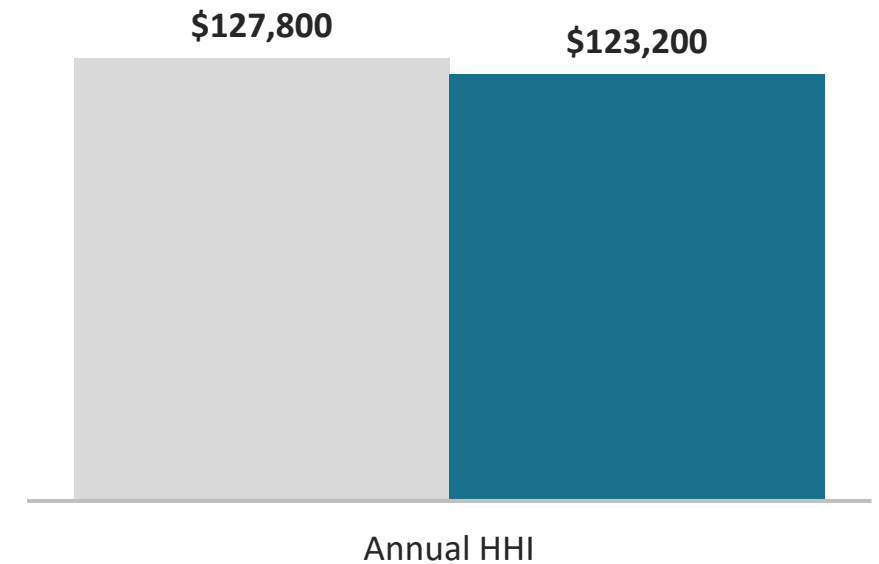
Gender



Income



Median Household Income



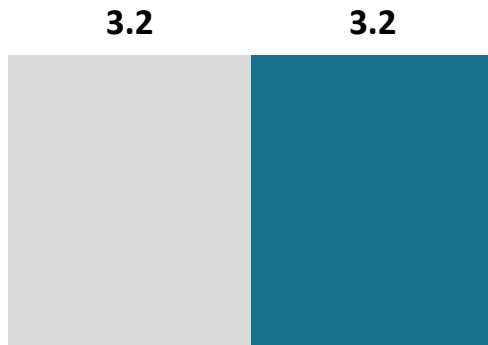
VISITOR JOURNEY: TRIP EXPERIENCE



TRIP CHARACTERISTICS

TRAVEL PARTY SIZE

3.2



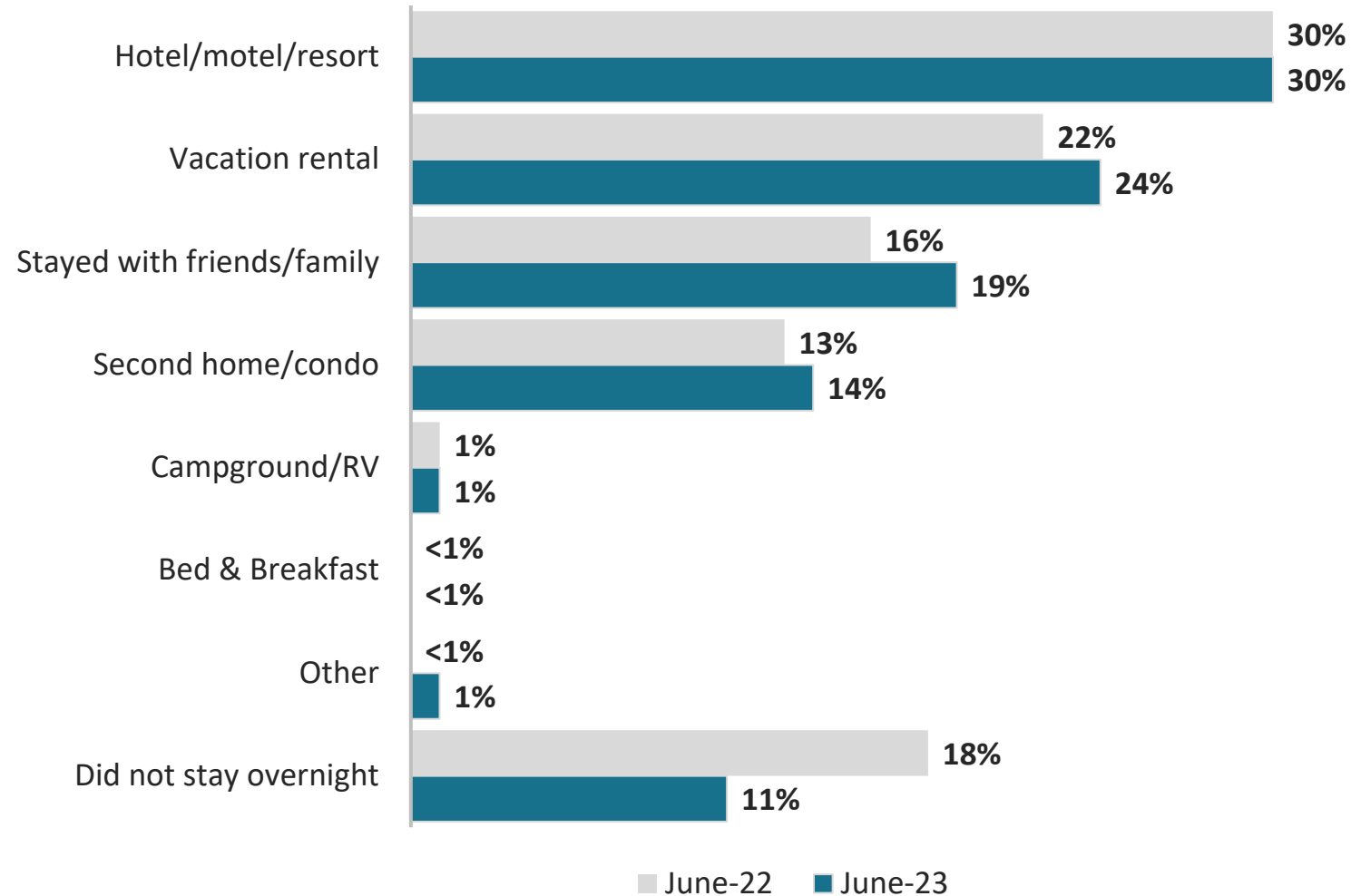
NIGHTS STAYED

6.3

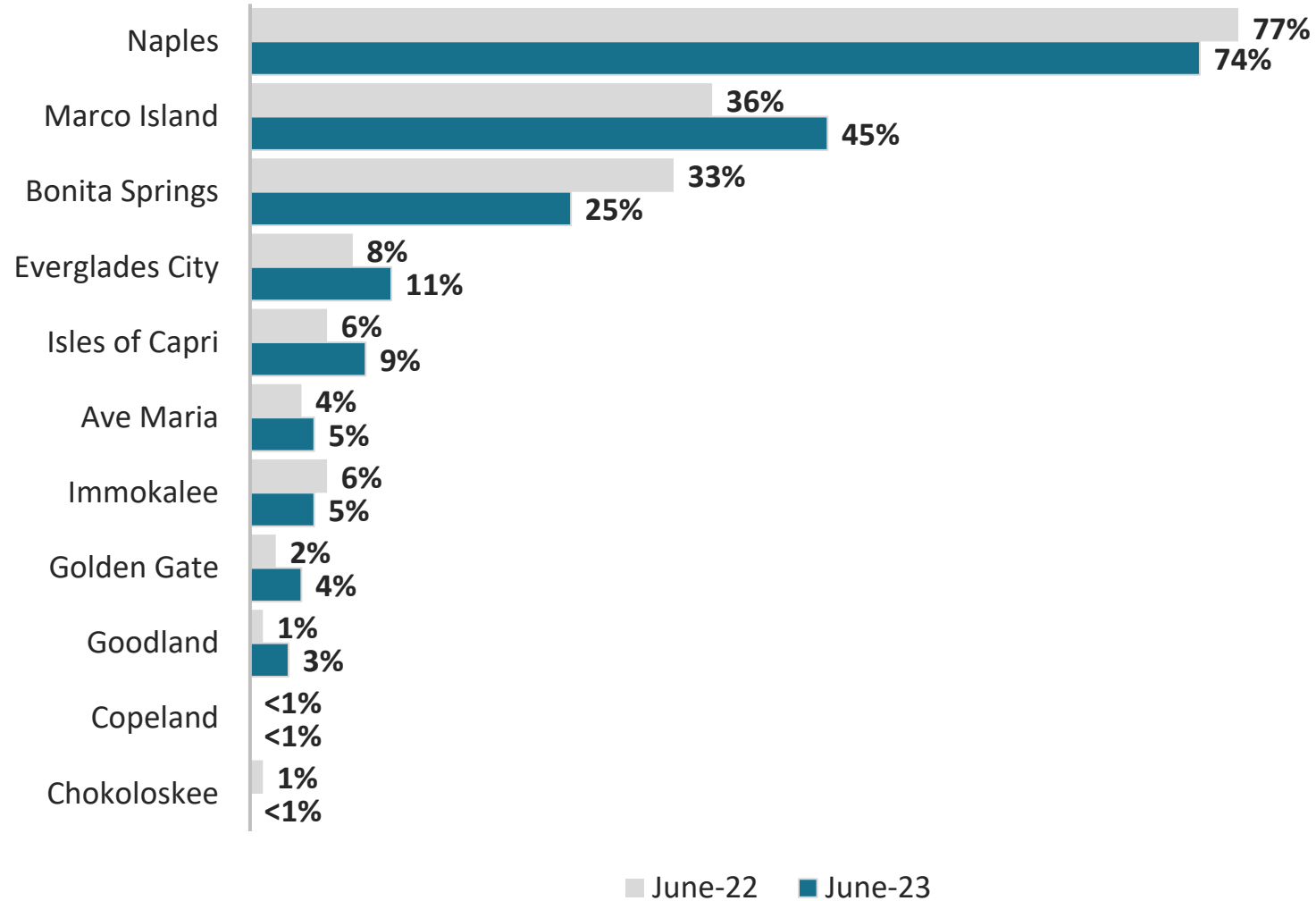


■ June-22 ■ June-23

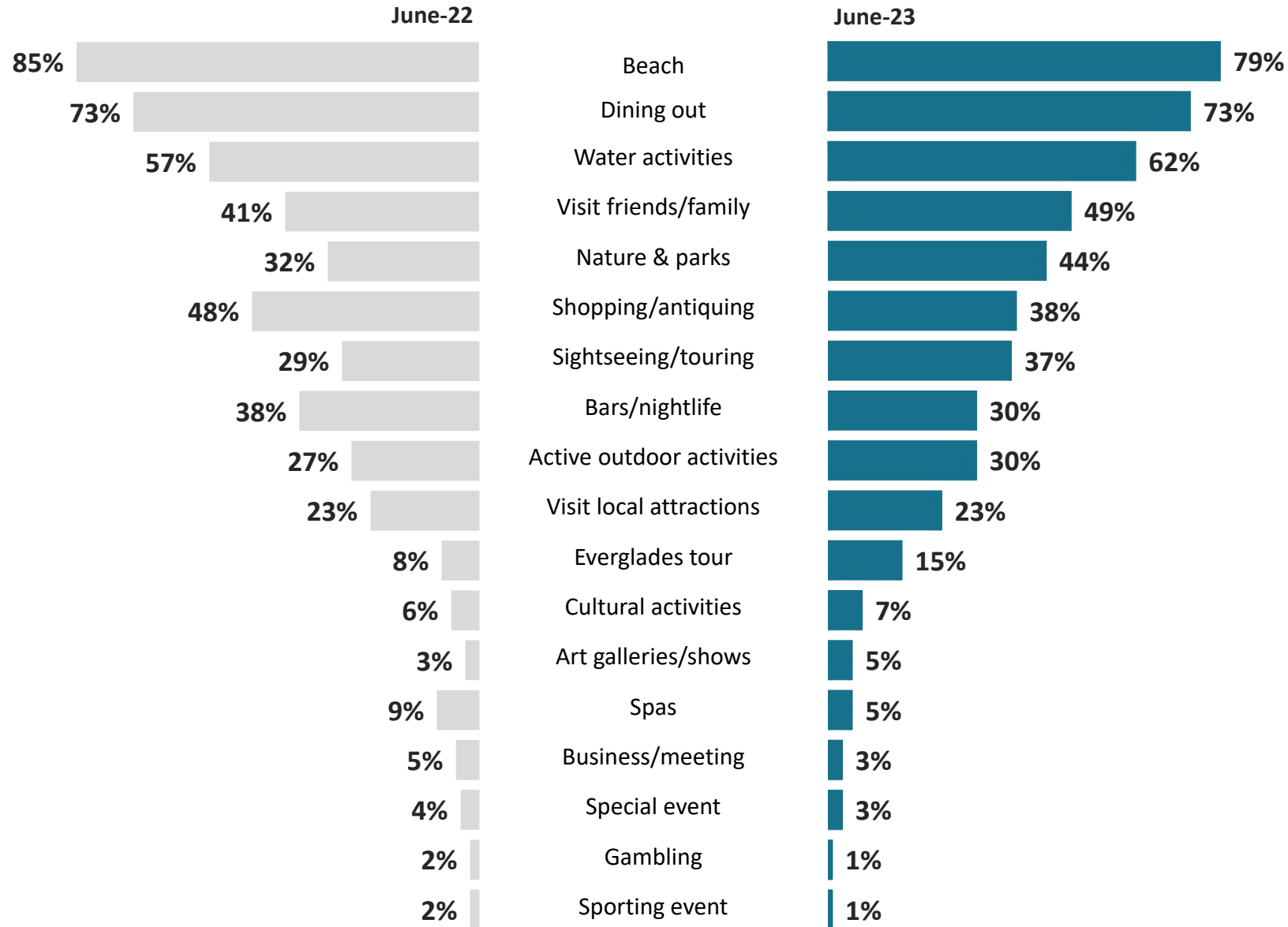
TYPE OF ACCOMMODATIONS



AREAS VISITED

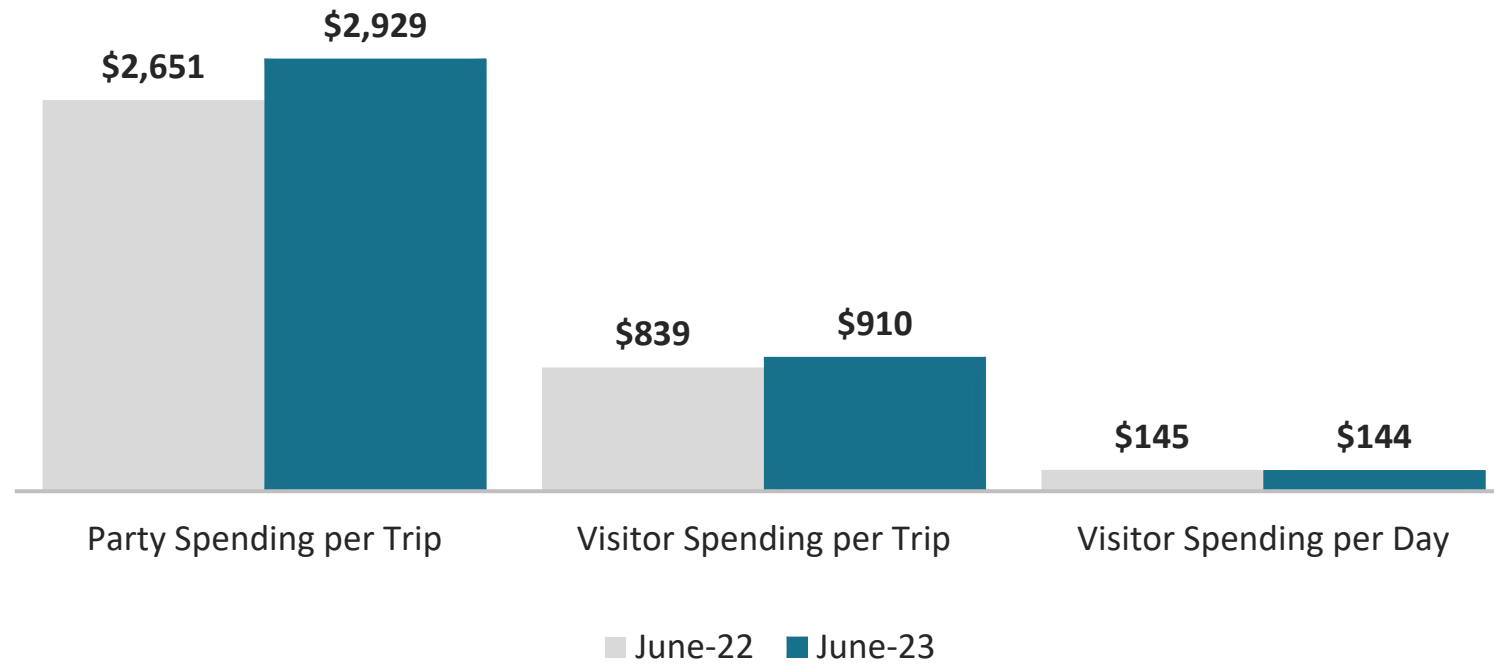


TRIP ACTIVITIES



¹ Multiple responses permitted.

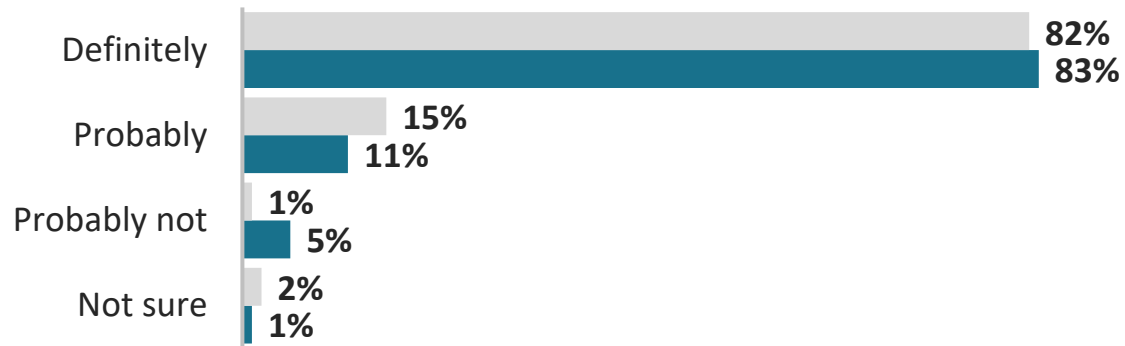
VISITOR SPENDING



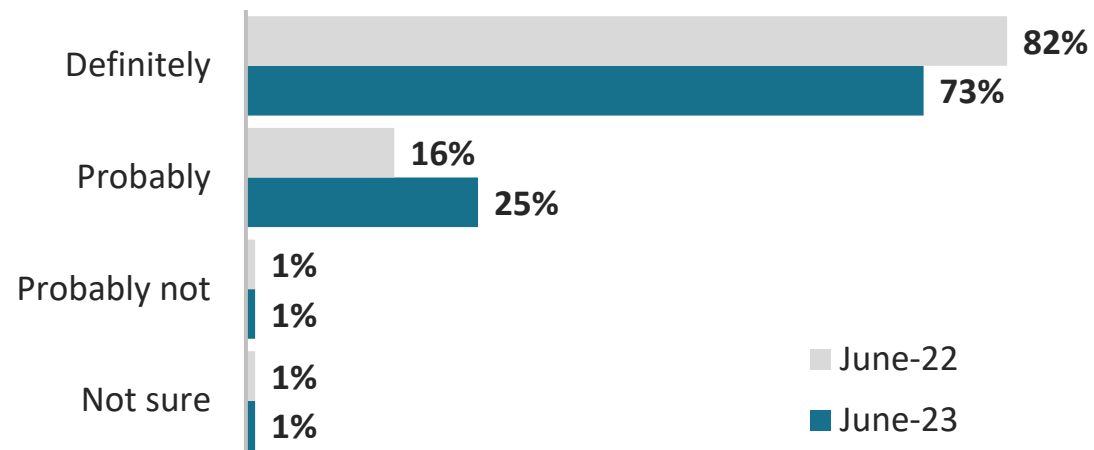
VISITOR JOURNEY: POST-TRIP EVALUATION



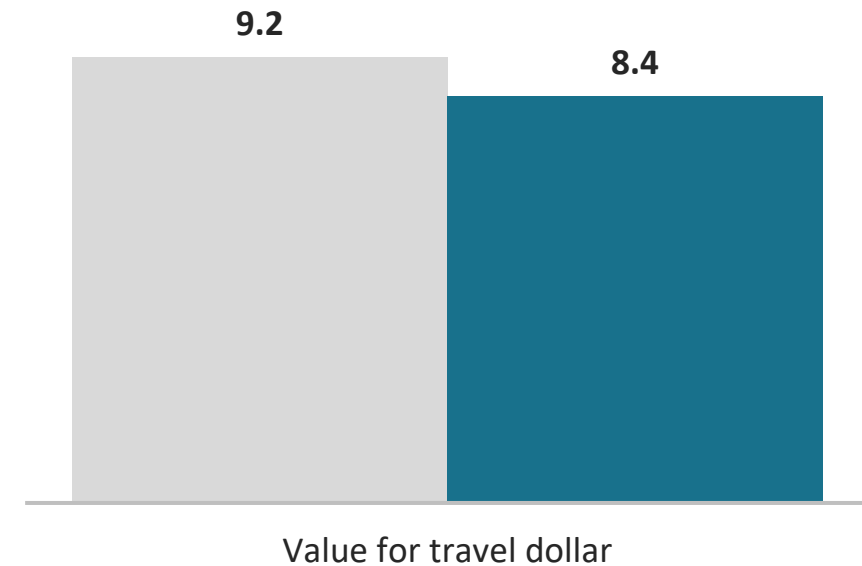
Will recommend the Naples area?



Will return to the Naples area?



VALUE FOR TRAVEL DOLLAR^{1,2}



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

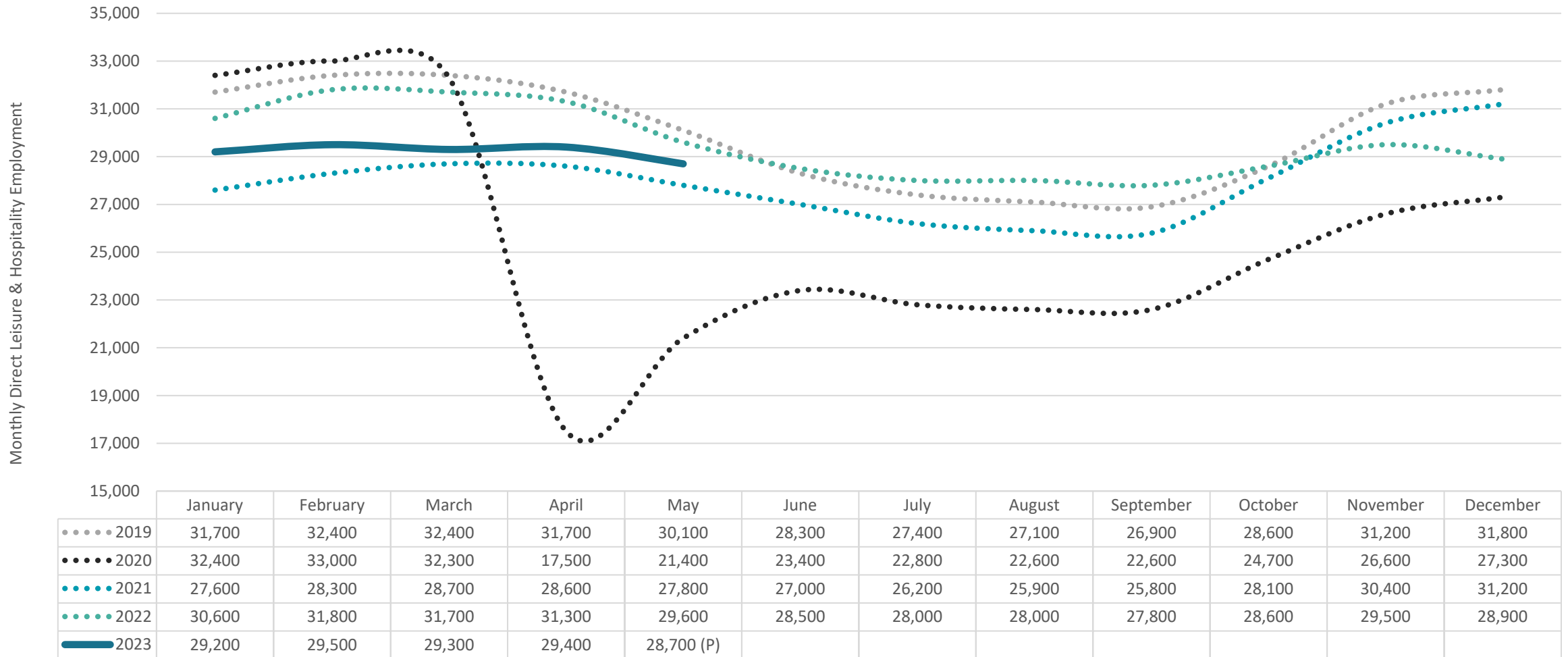
² Nearly all visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower rankings.

INDUSTRY DATA



LEISURE & HOSPITALTY EMPLOYMENT

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

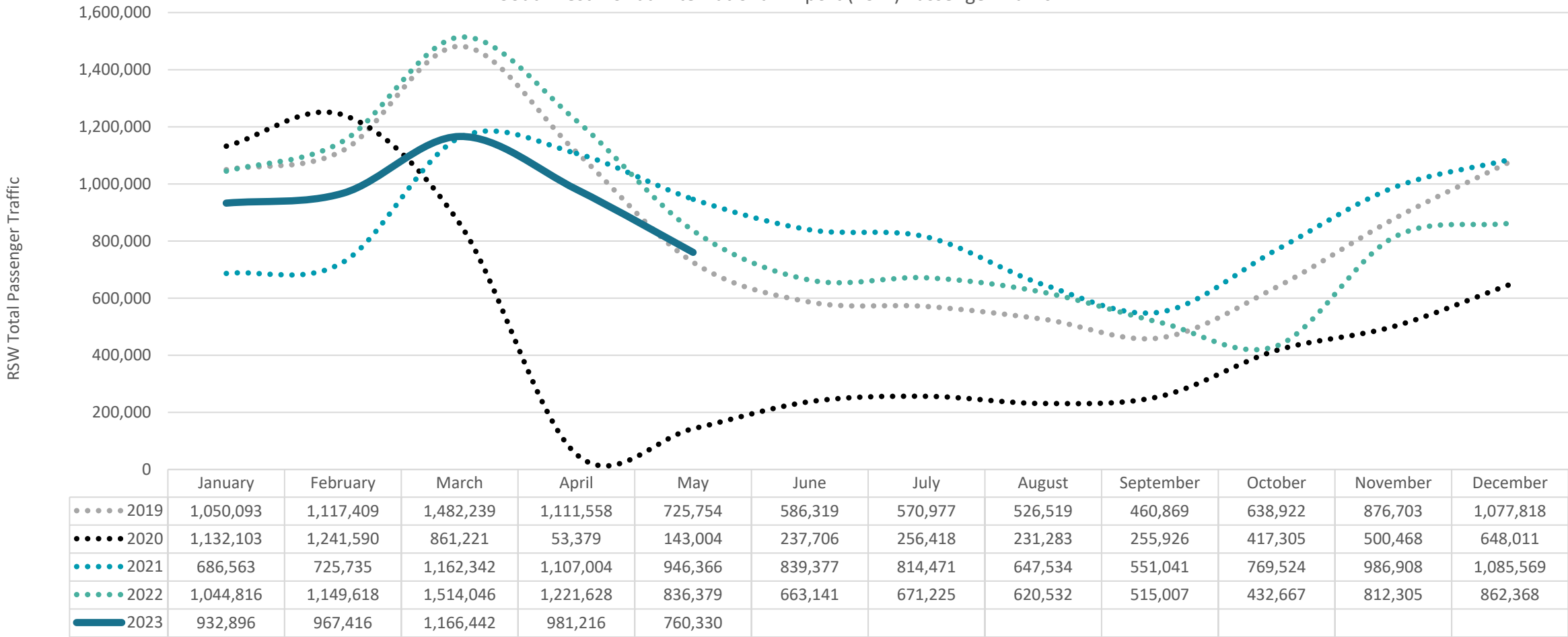


¹ SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.

(P) Preliminary.

RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic¹



¹ SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

June 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
June 2023 Monthly Dashboard

Paul Beirnes, Executive Director
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