NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
October – December 2021 Quarterly Report

NAPLES · MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY

This report is organized along the visitor's journey, from planning stages to the impact of tourism. Because of its importance, the impact of tourism is covered first.
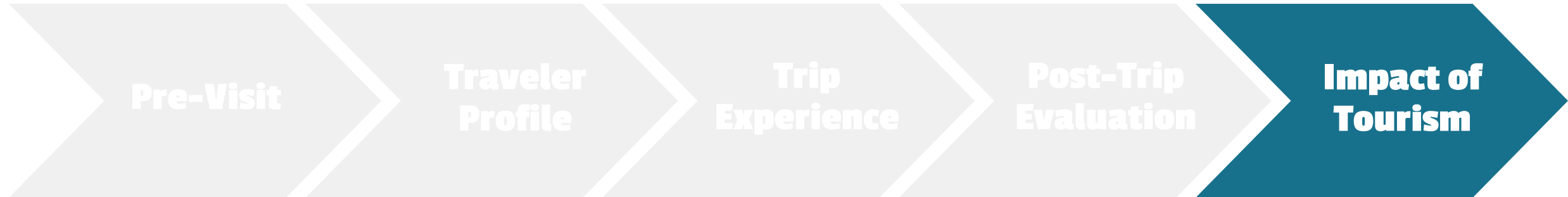
Pre-Visit
- » Planning cycle
- » Planning sources
- » Reasons for visiting
- » Destinations considered
- » Reasons for choosing area
- » Transportation
- » Advertising

Traveler Profile
- » Travel party composition
- » Children in travel party
- » Previous visits
- » Visitor demographics

Trip Experience
- » Length of stay
- » Trip activities
- » Visitor spending

Post-Trip Evaluation
- » Visitor satisfaction
- » Recommending area
- » Returning to area

Impact of Tourism
- » Lodging metrics
- » Number of visitors
- » Room nights
- » Direct spending
- » Economic impact
- » Visitor origin

TOURISM PROGRESS REPORT

TOURISM PERFORMANCE METRICS

downs & st. germain
R E S E A R C H

VISITOR JOURNEY: IMPACT OF TOURISM

NAPLES · MARCO ISLAND
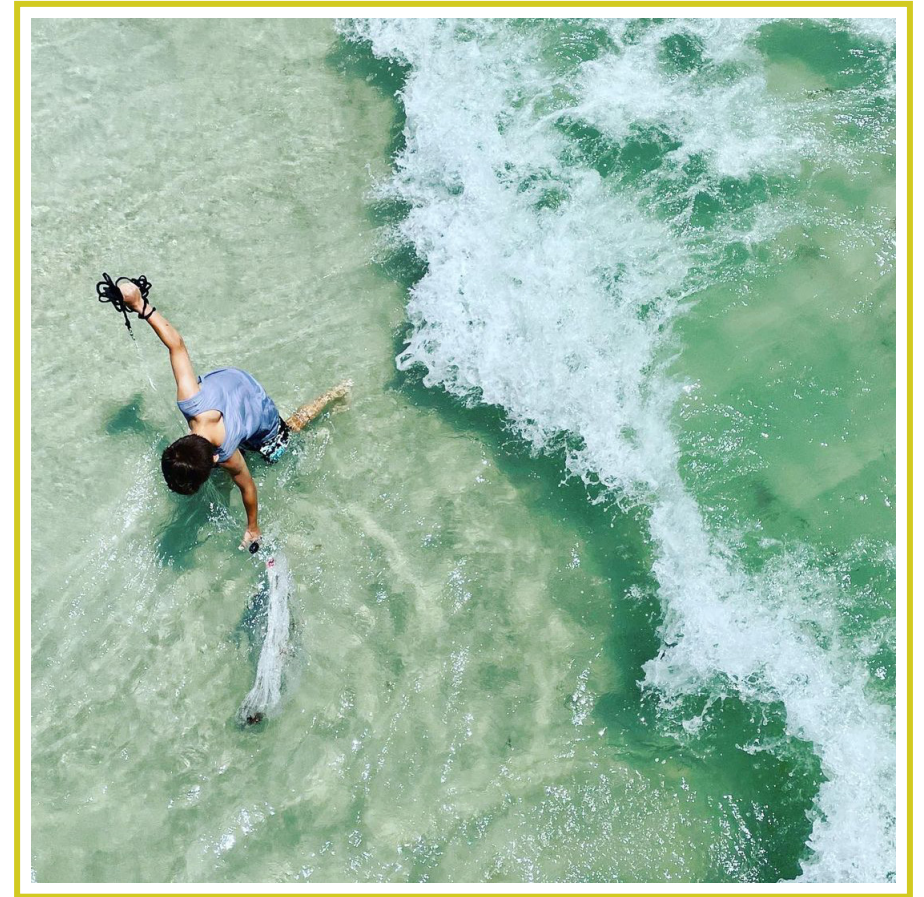EVERGLADES
FLORIDA'S PARADISE COAST

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

downs & st. germain
R E S E A R C H

NAPLES · MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

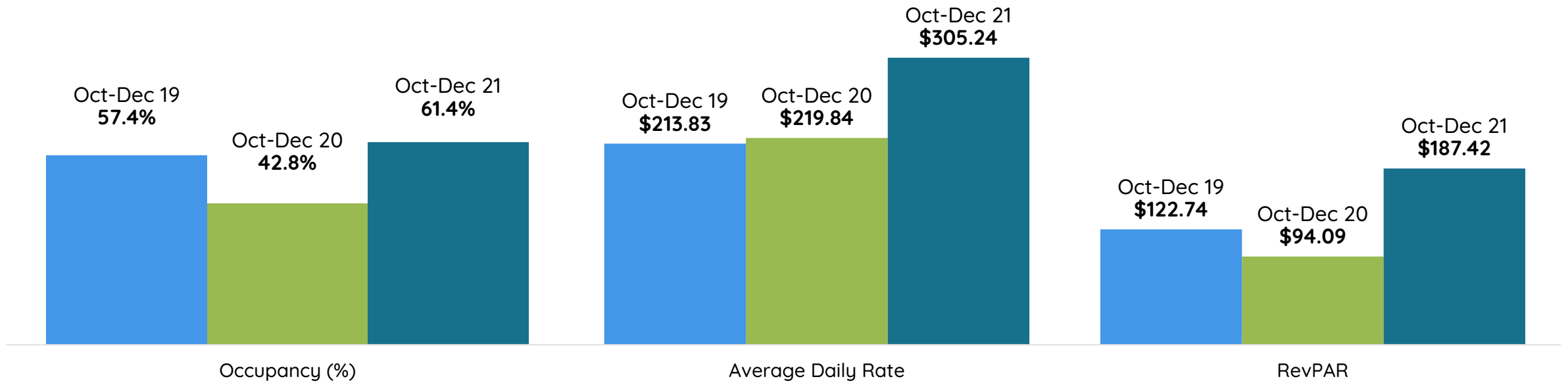All key tourism metrics were up dramatically in October – December 2021, vis-à-vis October – December 2020

Revenue per Available Room nearly doubled year-over-year in October – December 2021

Origin regions changed significantly from 2020 to 2021, as visitation from Florida shrank nearly 65%, while all other areas gained market share
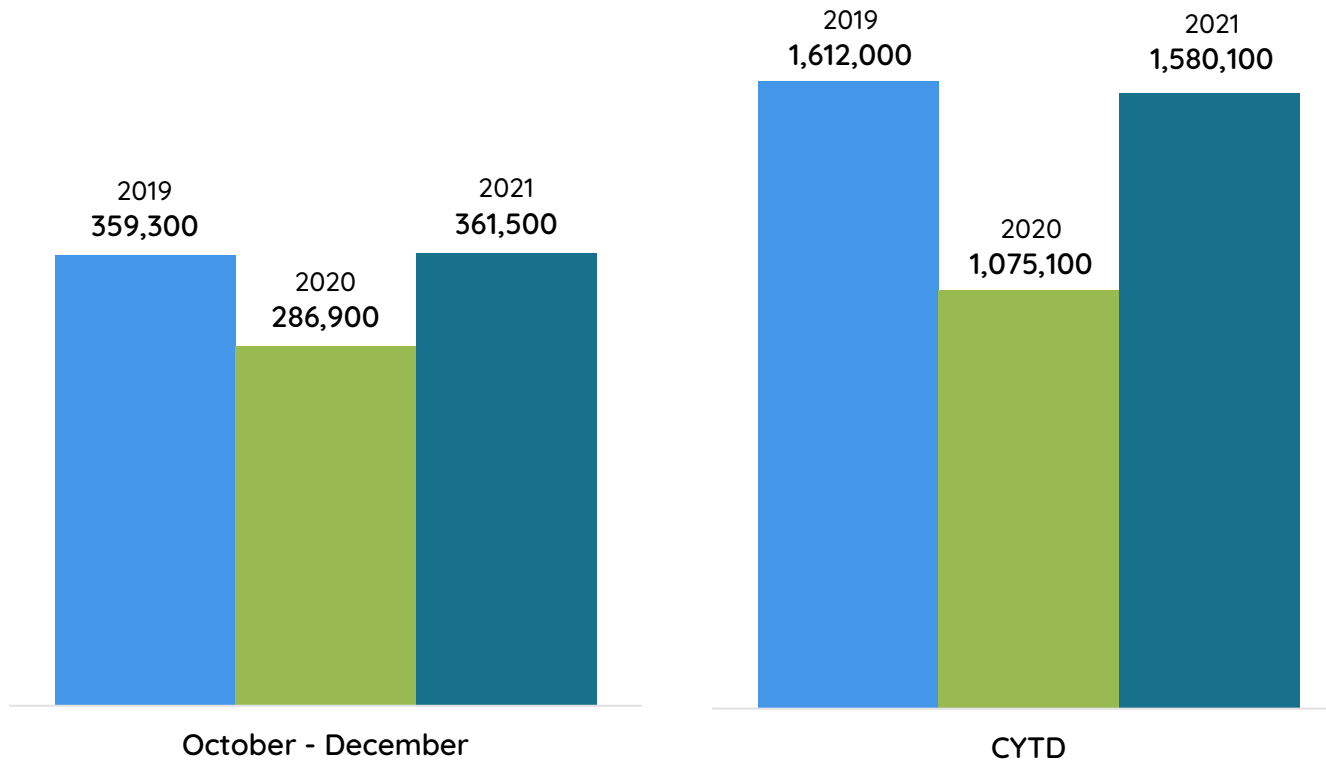
downs & st. germain
R E S E A R C H

LODGING METRICS

Oct-Dec 21
$305.24

Oct-Dec 19
57.4%

Oct-Dec 20
42.8%

Oct-Dec 21
61.4%

Oct-Dec 19
$213.83

Oct-Dec 20
$219.84

Oct-Dec 21
$187.42

Oct-Dec 19
$122.74

Oct-Dec 20
$94.09

Occupancy (%)

Average Daily Rate

RevPAR

	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	% Change from 2019	% Change from 2020
Occupancy Rate	57.4%	42.8%	61.4%	+ 7.0%	+ 43.5%
Average Daily Rate	$213.83	$219.84	$305.24	+ 42.7%	+ 38.8%
RevPAR	$122.74	$94.09	$187.42	+ 52.7%	+ 99.2%

downs & st. germain
R E S E A R C H

OVERNIGHT VISITORS

October - December

2019
359,300

2020
286,900

2021
361,500

CYTD

2019
1,612,000

2020
1,075,100

2021
1,580,100
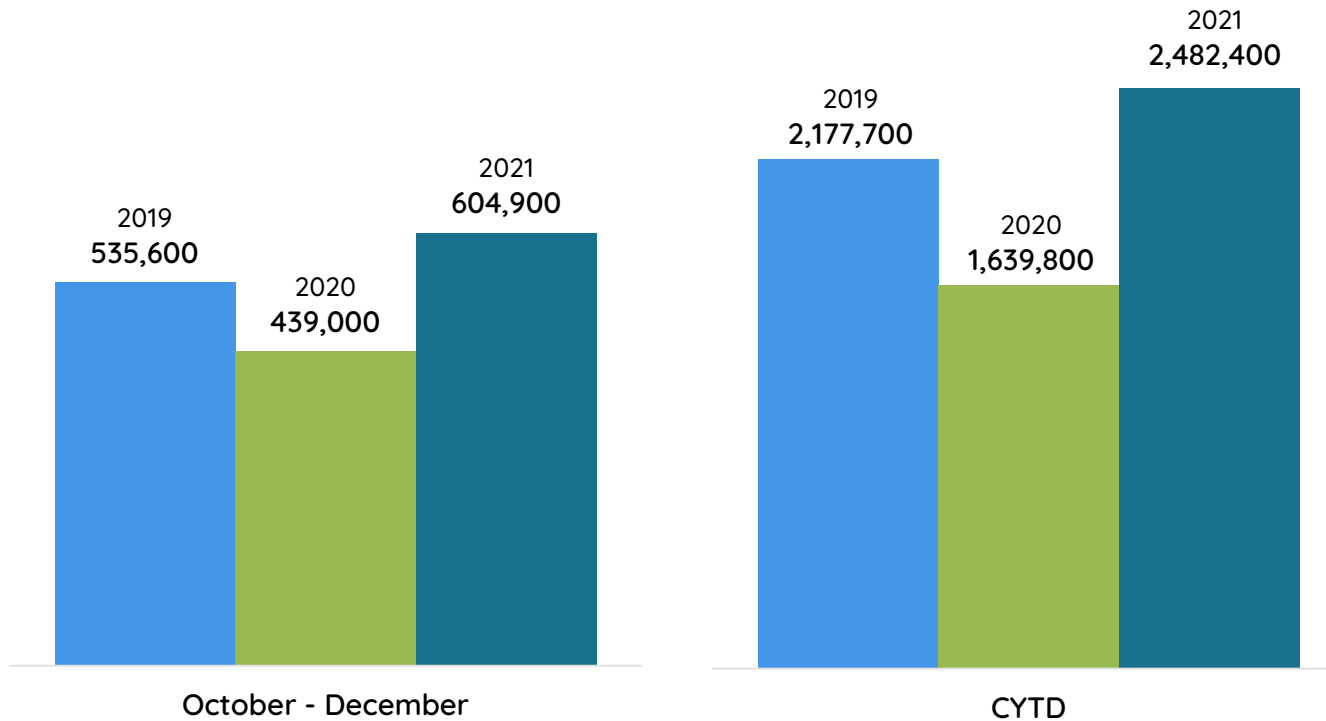
OCT-DEC 2021 | **361,500**
+ 0.6% from '19
+ 26.0% from '20

JAN-DEC 2021 | **1,580,100**
– 2.0% from '19
+ 47.0% from '20

ROOM NIGHTS

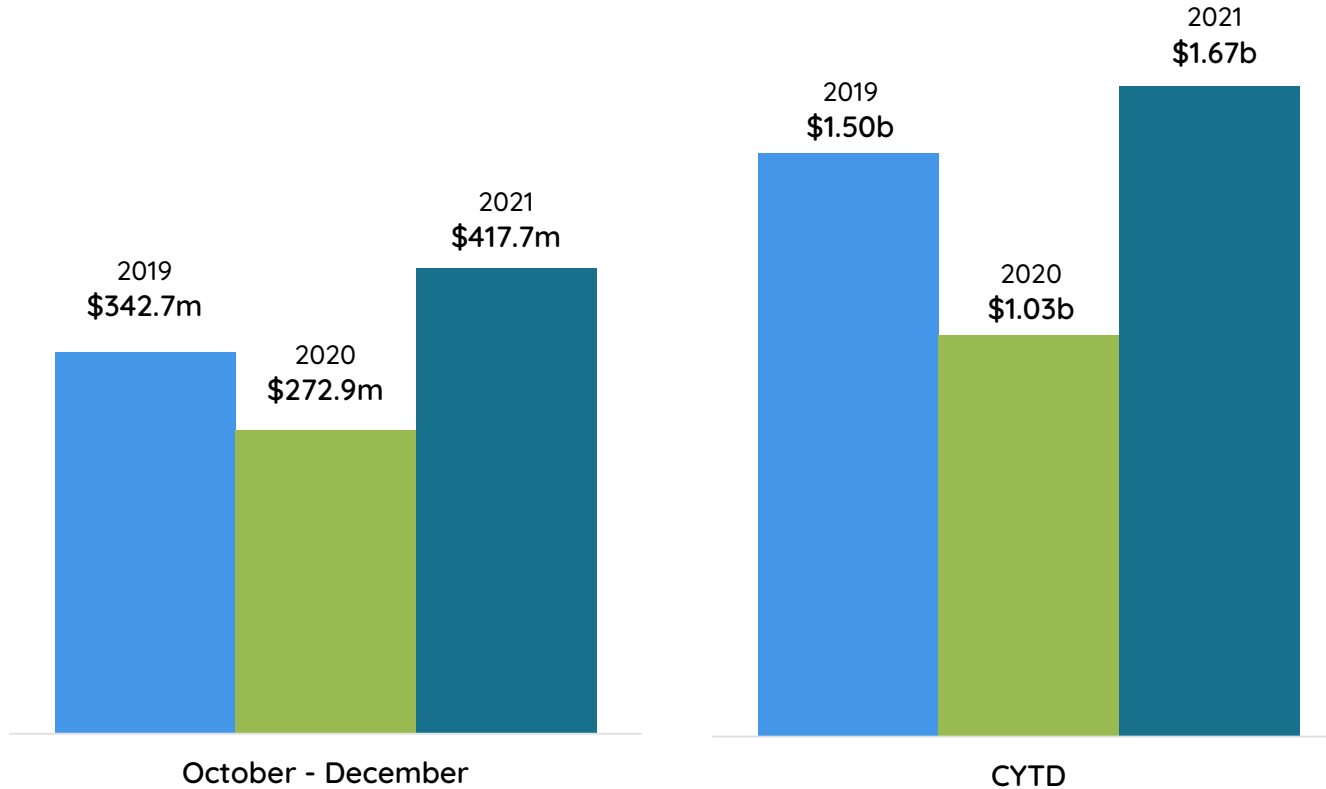**October - December**

- 2019: 535,600
- 2020: 439,000
- 2021: 604,900

CYTD

- 2019: 2,177,700
- 2020: 1,639,800
- 2021: 2,482,400

OCT-DEC 2021

604,900

+ 12.9% from '19
+ 37.8% from '20

JAN-DEC 2021

2,482,400

+ 14.0% from '19
+ 51.4% from '20

downs & st. germain
R E S E A R C H

DIRECT SPENDING

October - December

- 2019 $342.7m
- 2020 $272.9m
- 2021 $417.7m

CYTD

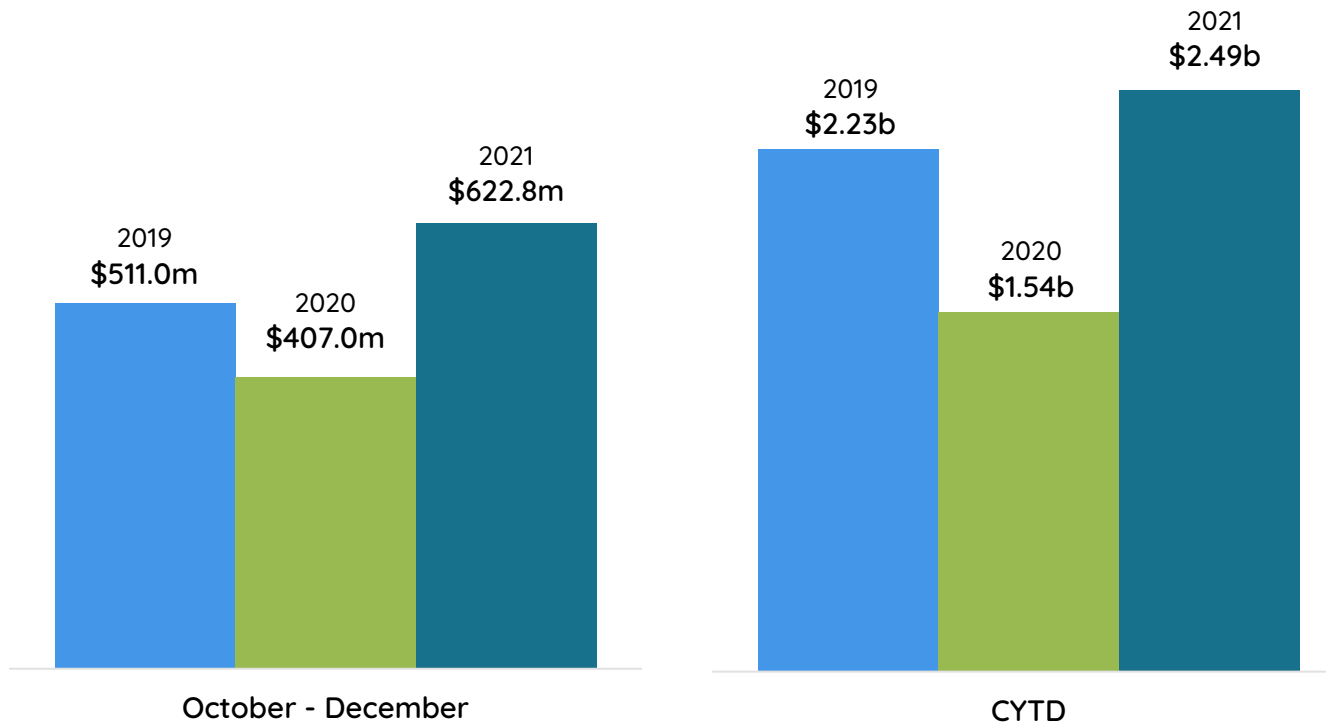- 2019 $1.50b
- 2020 $1.03b
- 2021 $1.67b

OCT-DEC 2021 | **$417,680,500**

+ **21.9%** from '19
+ **53.0%** from '20

JAN-DEC 2021 | **$1,669,566,000**

+ **11.4%** from '19
+ **61.8%** from '20

downs & st. germain
RESEARCH

ECONOMIC IMPACT

October - December

- 2019 $511.0m
- 2020 $407.0m
- 2021 $622.8m

CYTD

- 2019 $2.23b
- 2020 $1.54b
- 2021 $2.49b

OCT-DEC 2021 | **$622,761,600**

+ **21.9%** from '19
+ **53.0%** from '20

JAN-DEC 2021 | **$2,489,322,900**

+ **11.4%** from '19
+ **61.8%** from '20

downs & st. germain
R E S E A R C H

OCTOBER – DECEMBER VISITATION

Region	Oct – Dec 2020		Oct – Dec 2021		Percent Change (Δ%)	
	# Visitors	Mkt Share	# Visitors	Mkt Share	# Visitors	Mkt Share
Florida	178,100	62.1%	78,900	21.8%	– 55.7%	– 64.8%
Southeast	20,200	7.0%	63,000	17.4%	+ 211.9%	+ 147.5%
Northeast	31,900	11.1%	64,100	17.7%	+ 100.9%	+ 59.5%
Midwest	34,400	12.0%	89,400	24.7%	+ 159.9%	+ 106.3%
West[1]	0	0.0%	22,500	6.2%	N/A	N/A
Canada[2]	0	0.0%	20,000	5.5%	N/A	N/A
Europe[2]	0	0.0%	8,400	2.3%	N/A	N/A
C/S America[2]	0	0.0%	9,000	2.5%	N/A	N/A
Other	22,300	7.8%	6,200	1.7%	N/A	N/A
Total	286,900	100.0%	361,500	100.0%		

[1] Visitation from western U.S. states not separated from "other" category in October - December 2020.
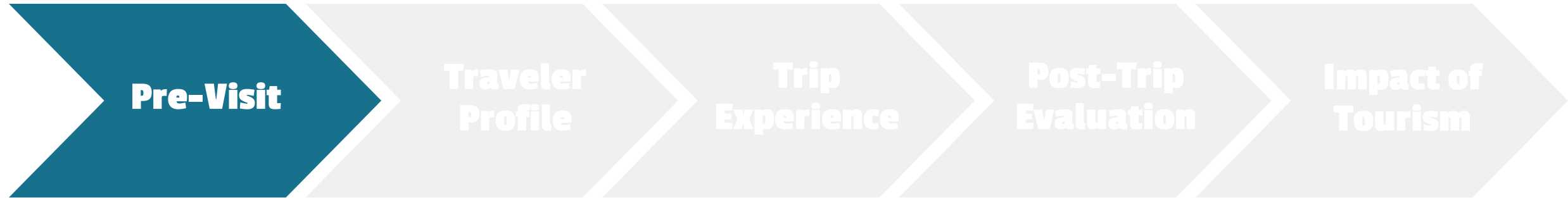[2] Visitation from international markets was too small to estimate for most of 2020 and 2021.

International
43,600

Florida
78,900
21.8%

West
22,500
6.2%

12.1%

Midwest
89,400
24.7%

Northeast
64,100
17.7%

Southeast
63,000
17.4%
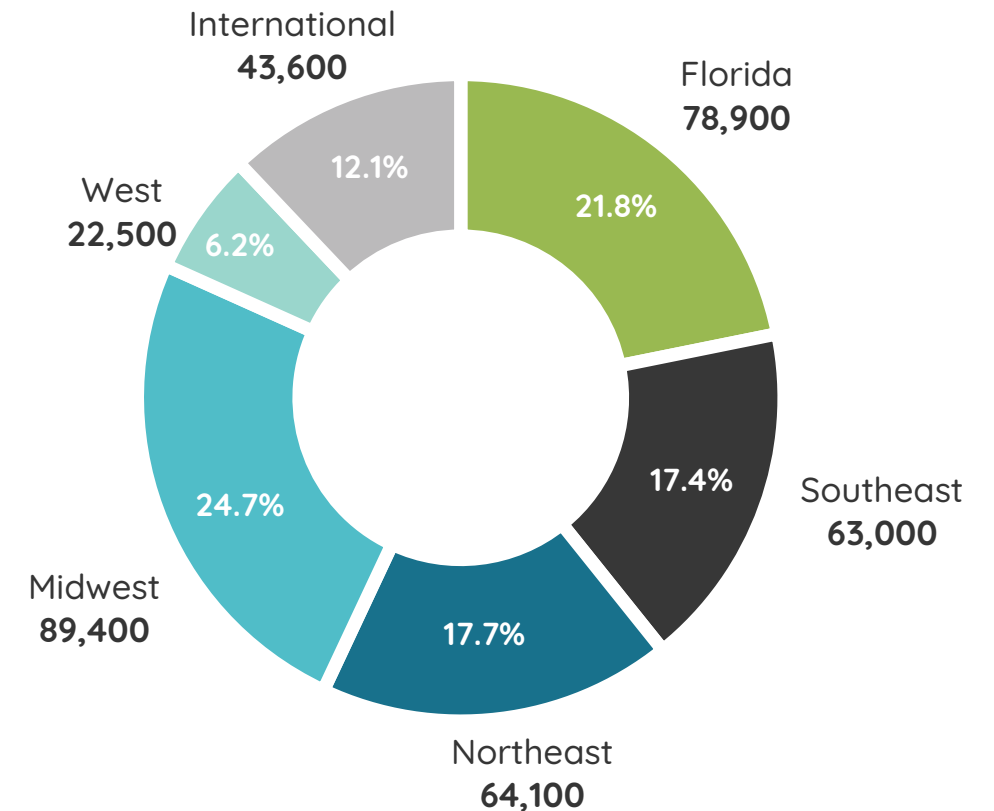
downs & st. germain
R E S E A R C H

DETAILED FINDINGS
OF OVERNIGHT VISITORS

downs & st. germain
R E S E A R C H

VISITOR JOURNEY: PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

SNAPSHOT: PRE-VISIT

Typical visitors to the Naples, Marco Island, Everglades area planned their trip 47 days in advance

Visitors overwhelmingly traveled to the Naples, Marco Island, Everglades area for a vacation or getaway, though visitors were more likely to visit friends and family than in prior years
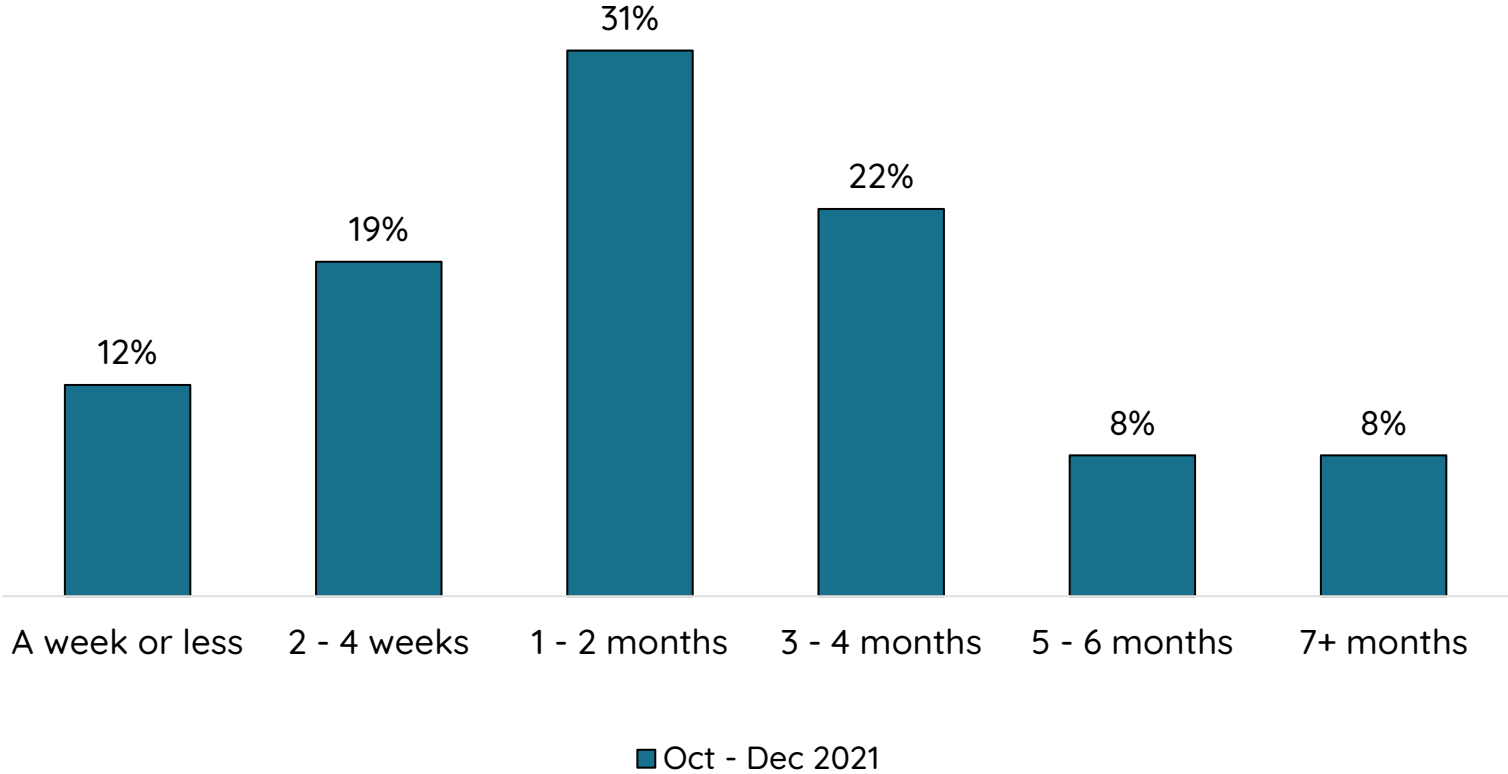
The Naples, Marco Island, Everglades area was the first and only choice as a travel destination for nearly 2 in 3 visitors

downs & st. germain
RESEARCH

TRIP PLANNING CYCLE*

Typical visitors to the Naples, Marco Island, Everglades area planned their trip 47 days in advance

12% — A week or less
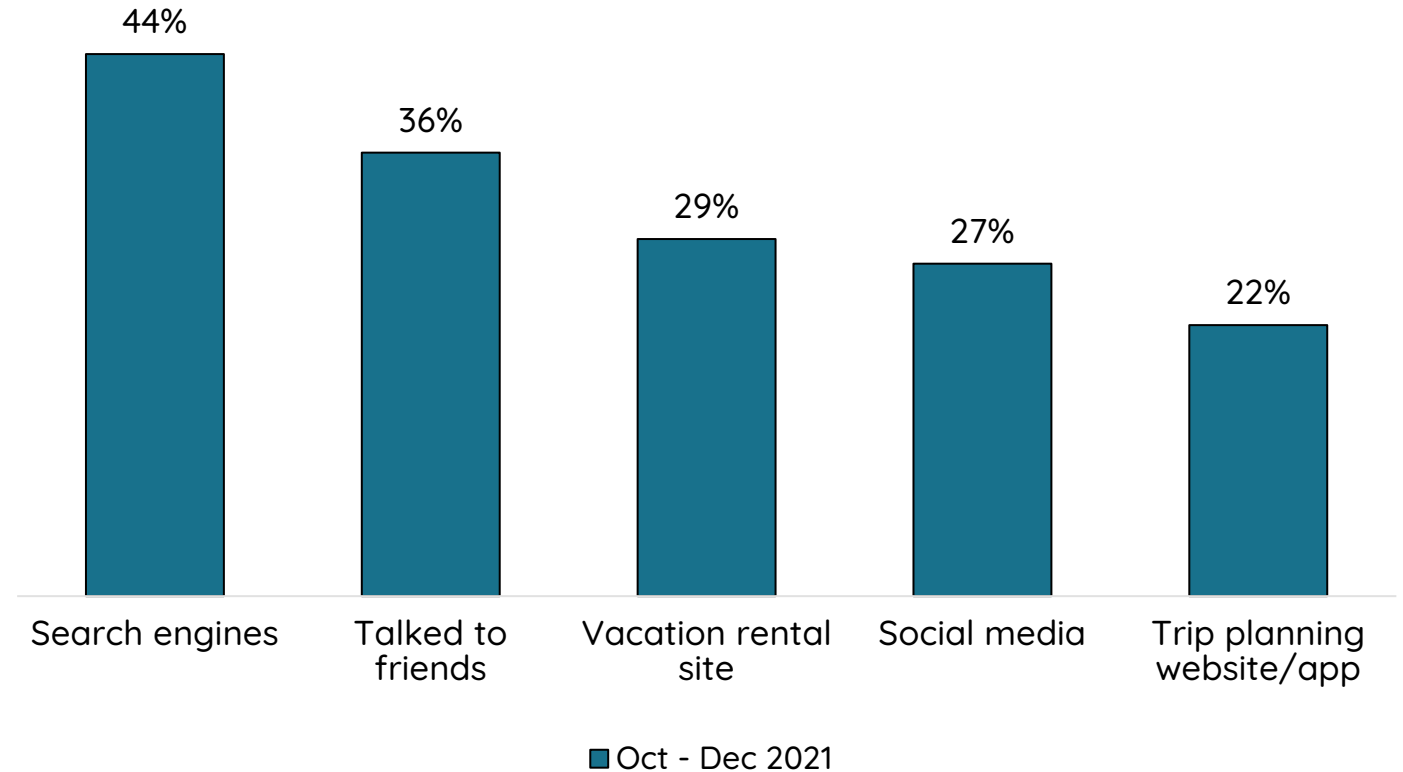19% — 2 - 4 weeks
31% — 1 - 2 months
22% — 3 - 4 months
8% — 5 - 6 months
8% — 7+ months

■ Oct - Dec 2021

* Visitors staying in paid accommodations.

15

downs & st. germain
RESEARCH

TOP TRIP PLANNING RESOURCES*

Visitors to the Naples, Marco Island, Everglades area relied heavily on search engines to plan their trips prior to arriving in the area

	Oct - Dec 2021
Search engines	44%
Talked to friends	36%
Vacation rental site	29%
Social media	27%
Trip planning website/app	22%

■ Oct - Dec 2021

*Visitors staying in paid accommodations.
Multiple responses permitted.

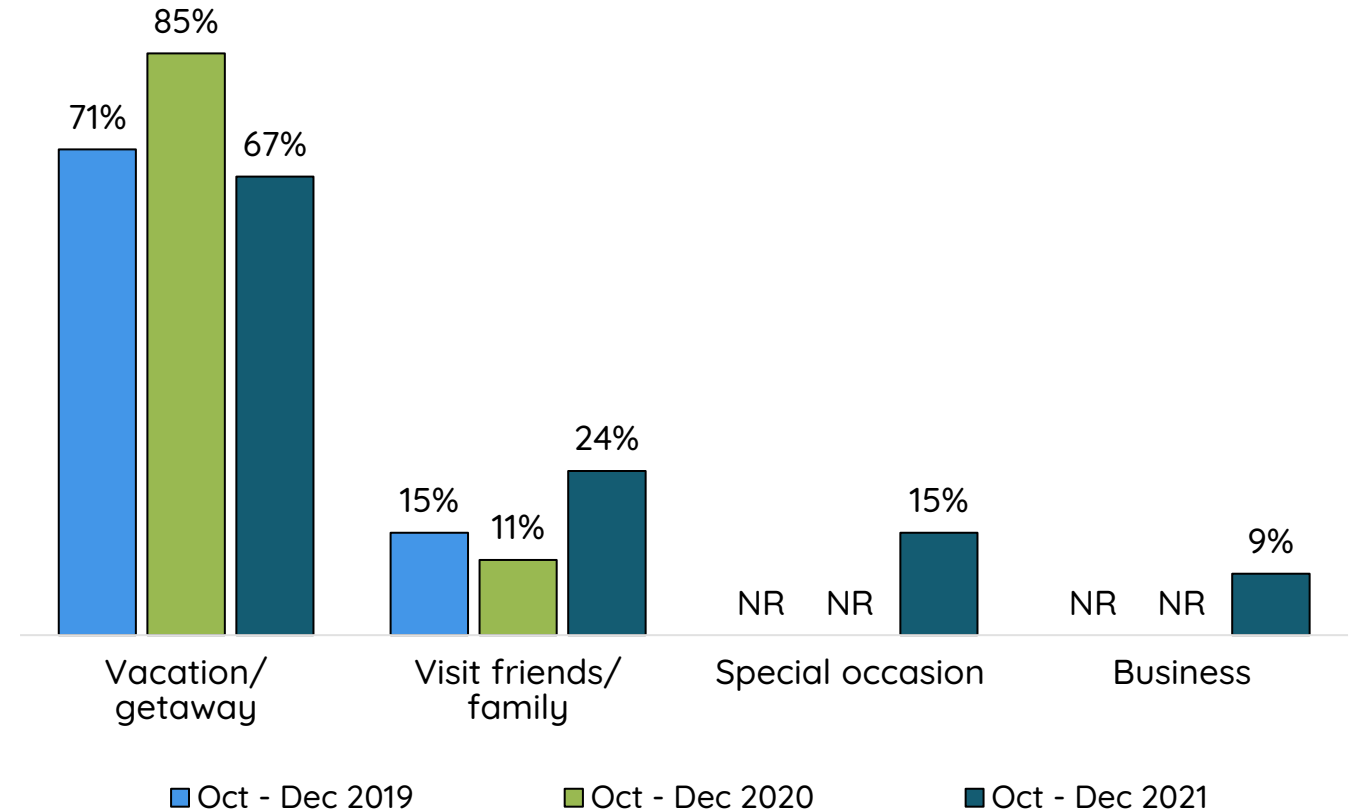downs & st. germain
R E S E A R C H

TOP REASONS FOR VISITING*

Visitors overwhelmingly traveled to the Naples, Marco Island, Everglades area for a vacation or getaway

Visitors were more likely to visit the Naples, Marco Island, Everglades area to visit friends and family than in prior years
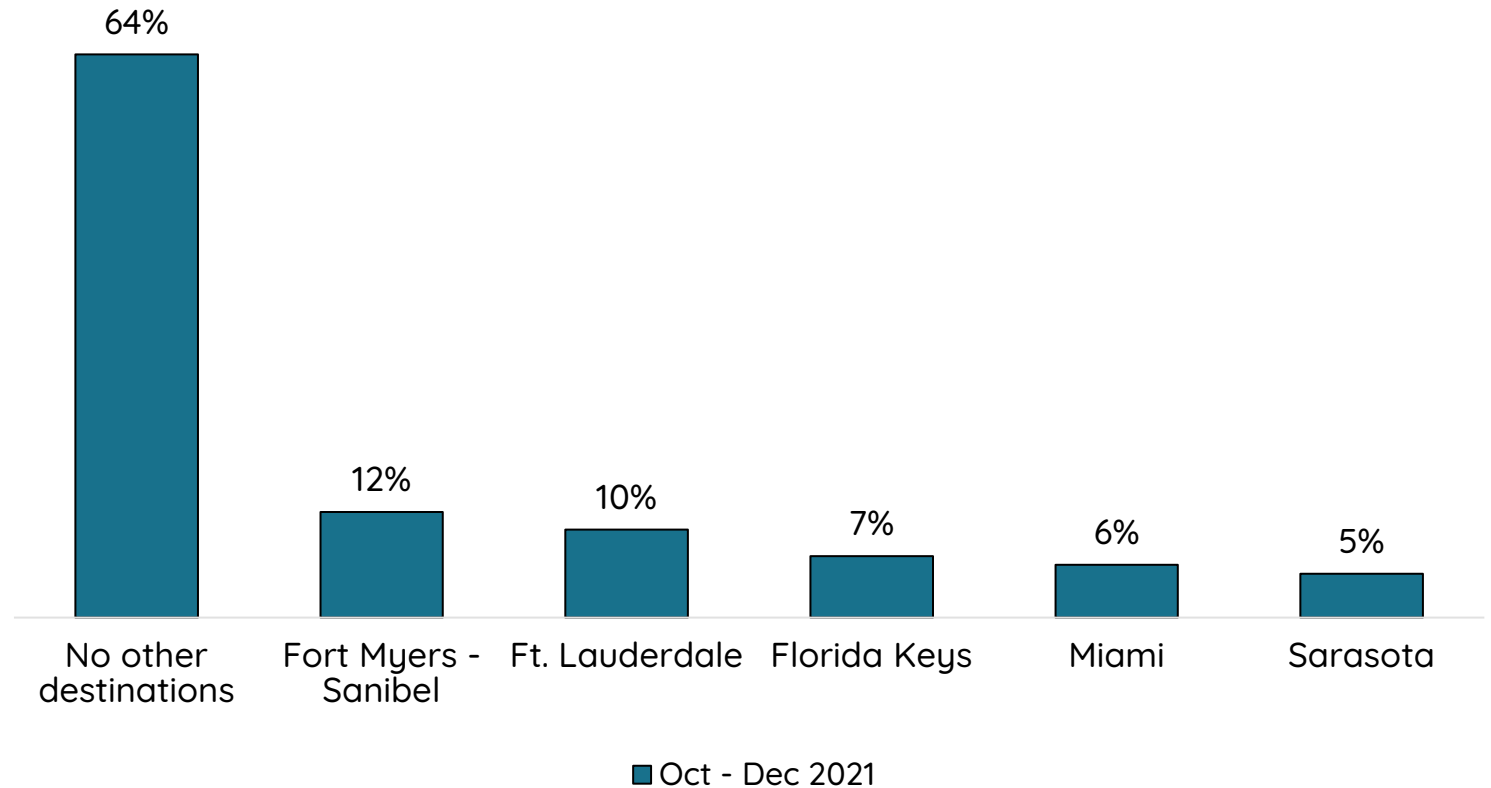

Legend:
- Oct - Dec 2019
- Oct - Dec 2020
- Oct - Dec 2021

Categories and values:
- Vacation/getaway: 71%, 85%, 67%
- Visit friends/family: 15%, 11%, 24%
- Special occasion: NR, NR, 15%
- Business: NR, NR, 9%

downs & st. germain
R E S E A R C H

TOP OTHER DESTINATIONS CONSIDERED*

Nearly 2 in 3 visitors did not consider any alternatives to the Naples, Marco Island, Everglades area when selecting a trip destination

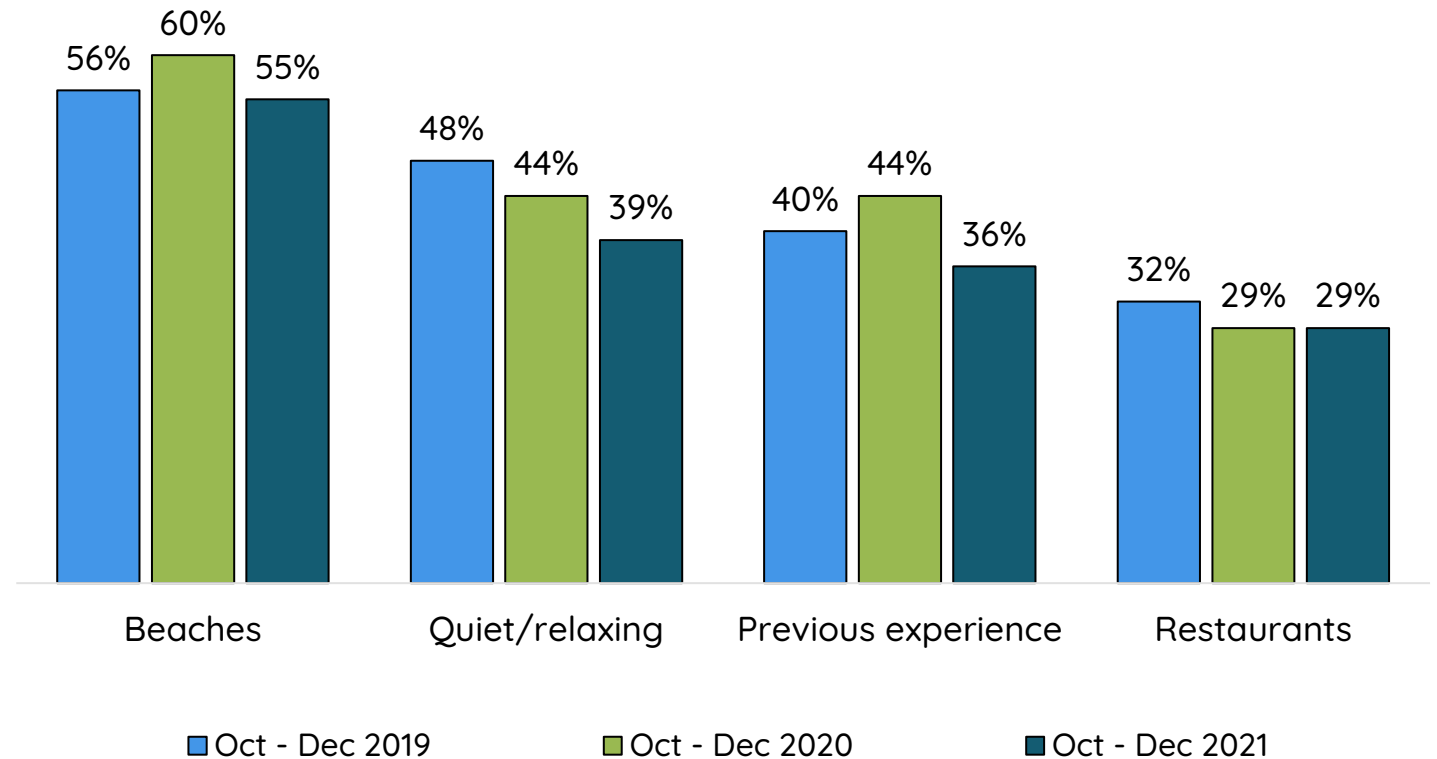| Destination	Oct - Dec 2021
No other destinations	64%
Fort Myers - Sanibel	12%
Ft. Lauderdale	10%
Florida Keys	7%
Miami	6%
Sarasota	5%

■ Oct - Dec 2021

*Visitors staying in paid accommodations.
Multiple responses permitted.

18

REASONS FOR CHOOSING DESTINATION*

More than half of visitors came to the Naples, Marco Island, Everglades area for the beaches

Beaches
- 56%
- 60%
- 55%

Quiet/relaxing
- 48%
- 44%
- 39%

Previous experience
- 40%
- 44%
- 36%

Restaurants
- 32%
- 29%
- 29%

Legend: ■ Oct - Dec 2019 ■ Oct - Dec 2020 ■ Oct - Dec 2021

*Visitors staying in paid accommodations.
Multiple responses permitted.

downs & st. germain
R E S E A R C H

TRANSPORTATION*

Nearly 3 in 5 visitors chose to drive to the Naples, Marco Island, Everglades area

Nearly 3 in 10 visitors flew to the area through RSW

Drove: 38%, 74%, 57%
RSW: 39%, 20%, 28%
FLL: 3%, 1%, 6%
MIA: 13%, 1%, 4%

■ Oct - Dec 2019 ■ Oct - Dec 2020 ■ Oct - Dec 2021

* Visitors staying in paid accommodations.

20

downs & st. germain
RESEARCH
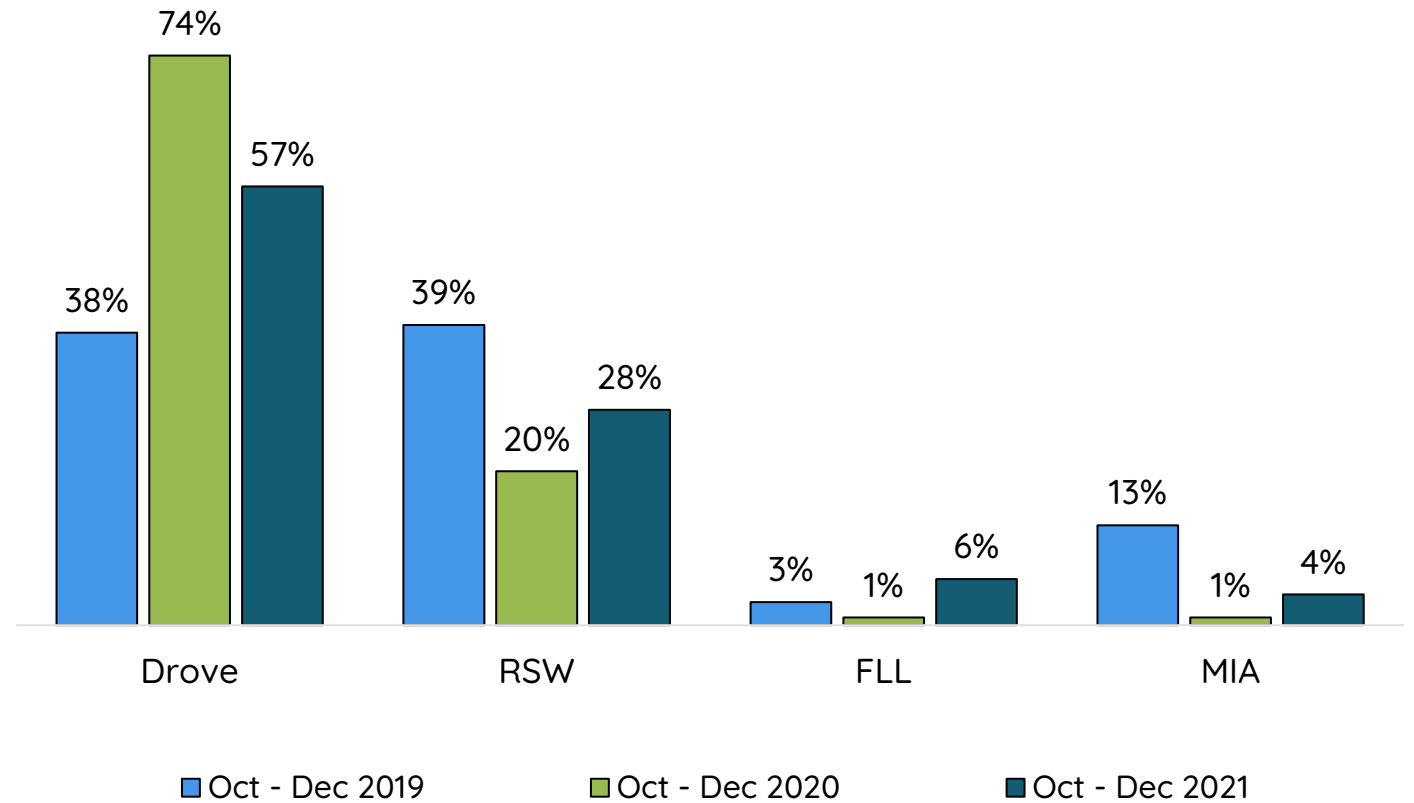
ADVERTISING EXPOSURE & INFLUENCE*

22% of all visitors were influenced to come to the Naples, Marco Island, Everglades area because of advertising

Exposed to advertising
- 61%
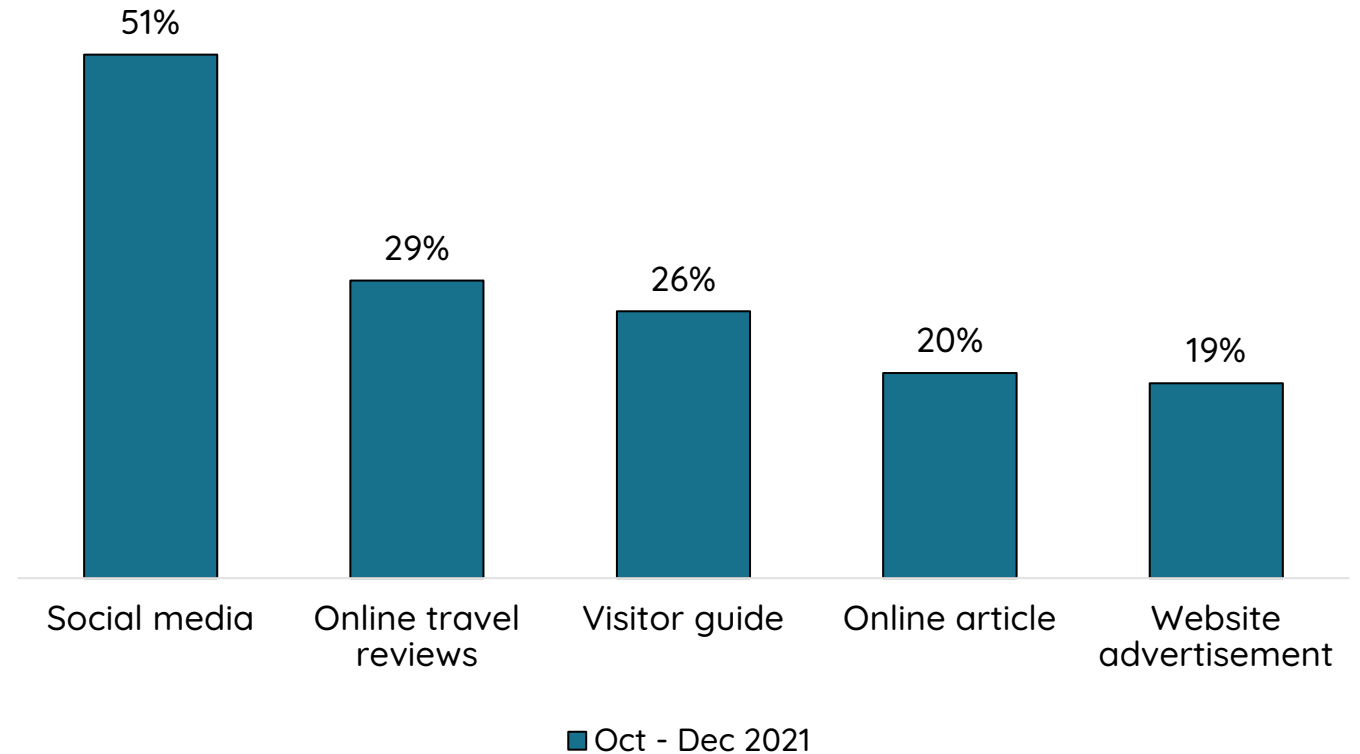- 55%
- 39%

Influenced by advertising
- 23%
- 22%
- 22%

■ Oct - Dec 2019   ■ Oct - Dec 2020   ■ Oct - Dec 2021

* Visitors staying in paid accommodations.

downs & st. germain
R E S E A R C H
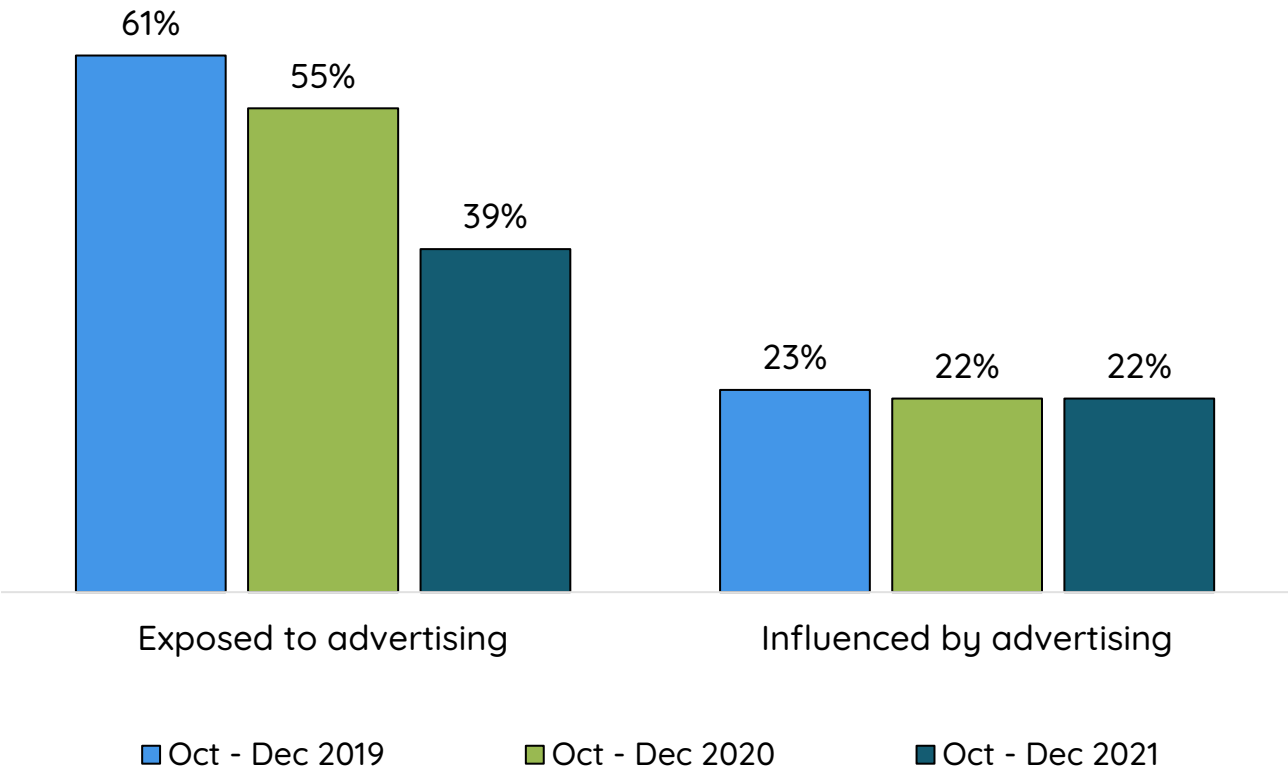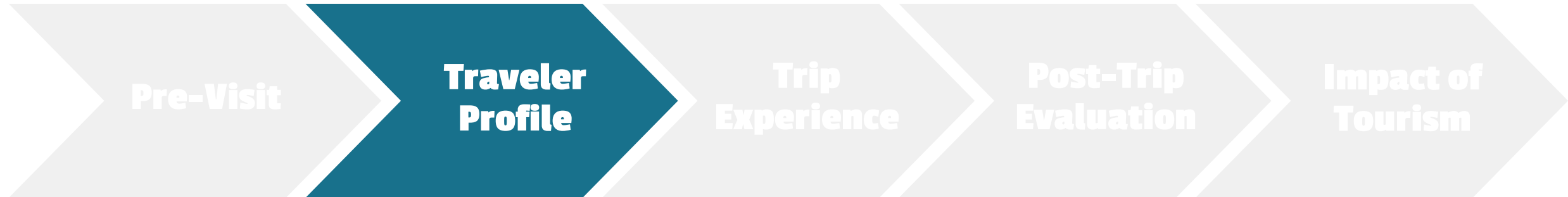
SOURCES OF ADVERTISING EXPOSURE*

Half of all visitors who recalled seeing or hearing advertising about the Naples, Marco Island, Everglades area prior to their trip were exposed to the advertisement through social media

	Oct - Dec 2021
Social media	51%
Online travel reviews	29%
Visitor guide	26%
Online article	20%
Website advertisement	19%

*Visitors staying in paid accommodations. Multiple responses permitted.

22

downs & st. germain
R E S E A R C H

VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

SNAPSHOT: TRAVELER PROFILE

- Typical visitors to the Naples, Marco Island, Everglades area traveled in groups of 3.0 people; nearly half of visitors traveled in a couple

- First-time visitation to the Naples, Marco Island, Everglades area returned to pre-pandemic levels after a moderate decrease in 2020
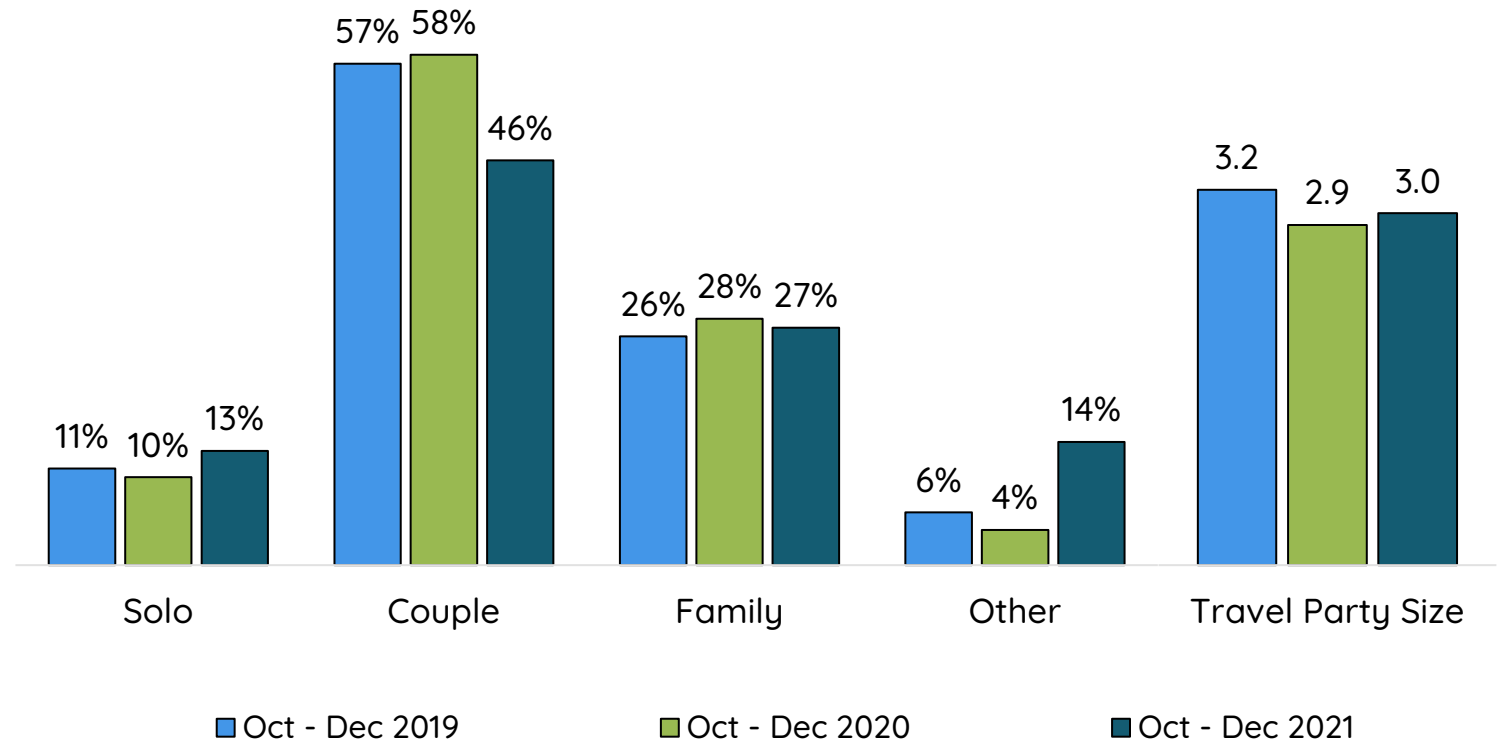
- Typical visitors to the Naples, Marco Island, Everglades area were 45 years old, female, White/Caucasian, and earned $143,200 per year in household income

downs & st. germain
R E S E A R C H

TRAVEL PARTY COMPOSITION*

NAPLES · MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

Typical visitors traveled to the Naples, Marco Island, Everglades area in parties of 3.0 people

	Solo	Couple	Family	Other	Travel Party Size
Oct - Dec 2019	11%	57%	26%	6%	3.2
Oct - Dec 2020	10%	58%	28%	4%	2.9
Oct - Dec 2021	13%	46%	27%	14%	3.0

* Visitors staying in paid accommodations.

25

downs & st. germain
R E S E A R C H

CHILDREN IN TRAVEL PARTY*

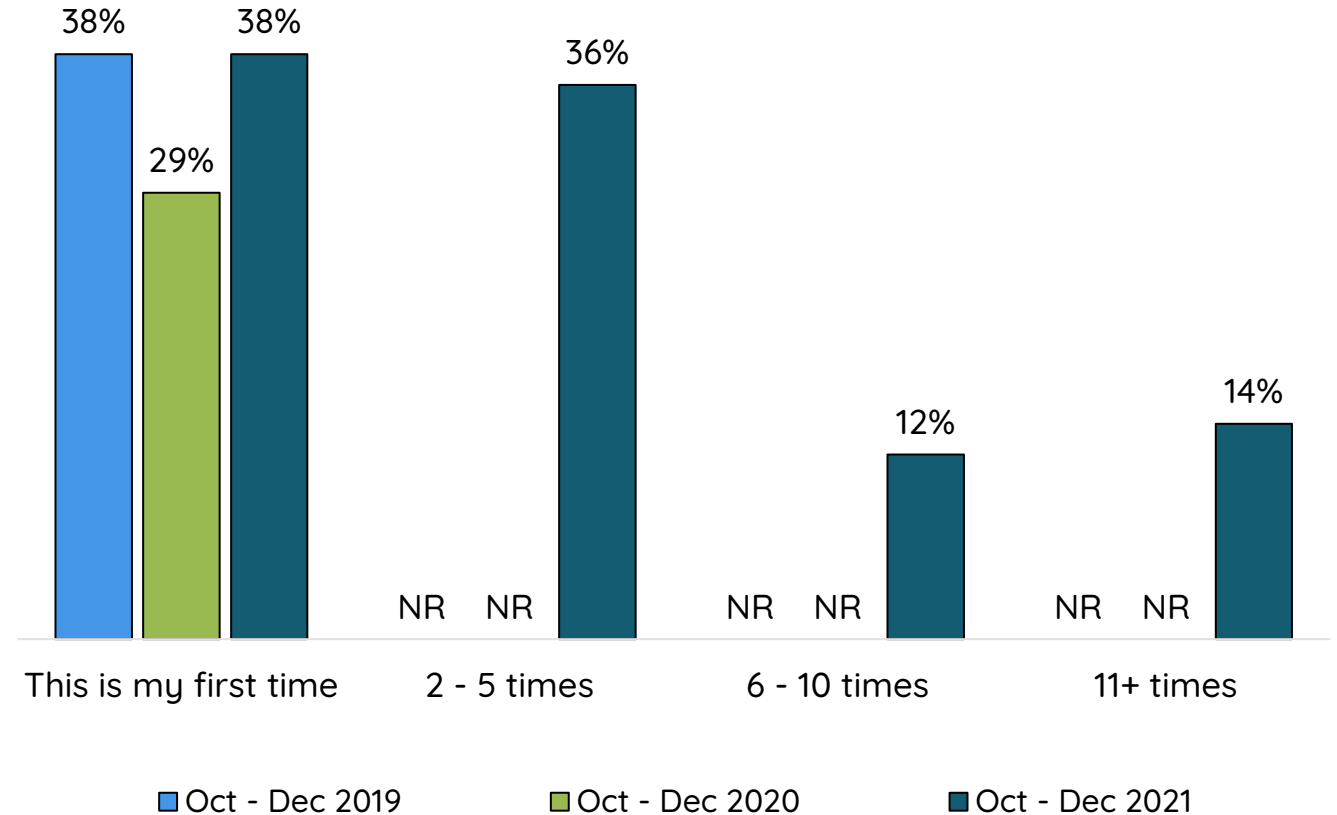1 in 4 visitors to the Naples, Marco Island, Everglades area brought children with them on their trip

74%

26%

Did not travel with children

Traveled with children

■ Oct - Dec 2021

* Visitors staying in paid accommodations.

downs & st. germain
R E S E A R C H
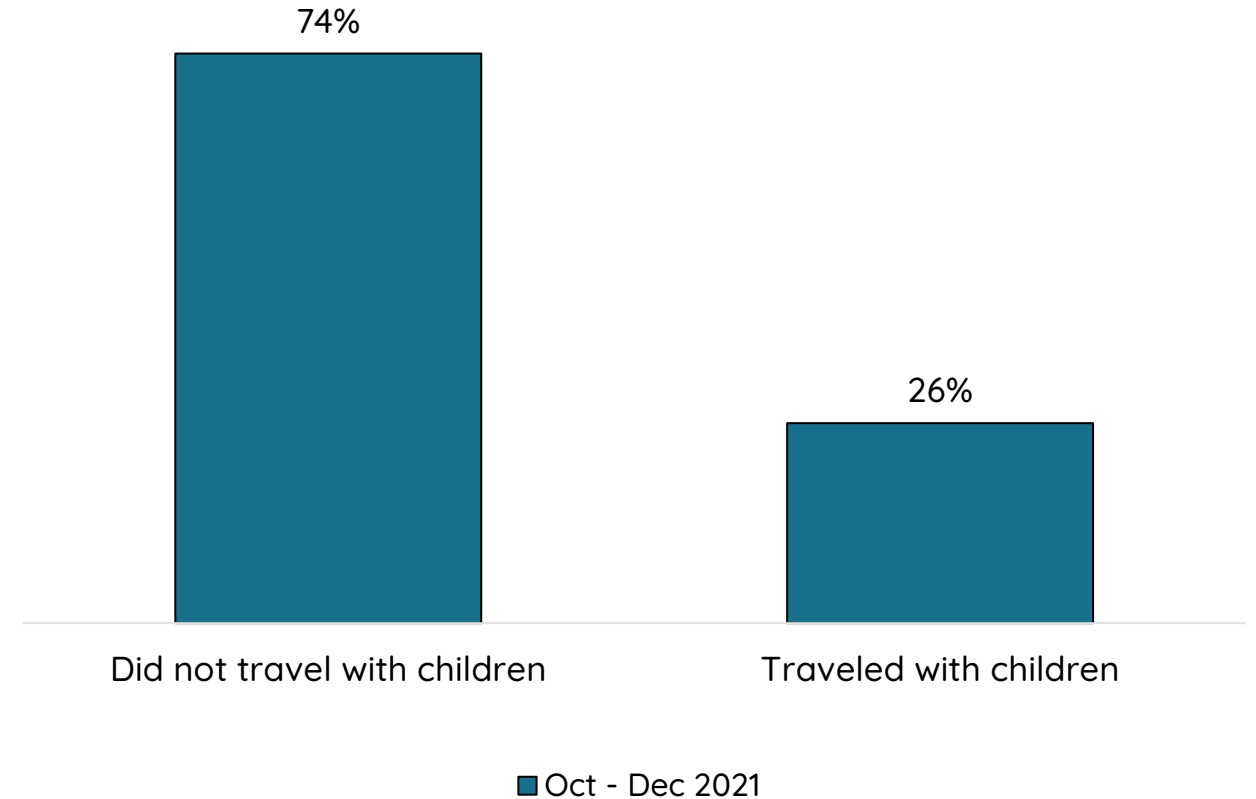
PREVIOUS VISITS*

First-time visitation to the Naples, Marco Island, Everglades area returned to pre-pandemic levels after a moderate decrease in 2020

	This is my first time	2 - 5 times	6 - 10 times	11+ times
Oct - Dec 2019	38%	NR	NR	NR
Oct - Dec 2020	29%	NR	NR	NR
Oct - Dec 2021	38%	36%	12%	14%

■ Oct - Dec 2019   ■ Oct - Dec 2020   ■ Oct - Dec 2021

* Visitors staying in paid accommodations.

27

downs & st. germain
R E S E A R C H

AGE*

The average visitor to the Naples, Marco Island, Everglades area was 45 years old, slightly younger than visitors in 2019 and 2020

Age Distribution (Oct - Dec 2021):
- 18 - 24: 3%
- 25 - 34: 32%
- 35 - 49: 28%
- 50 - 65: 28%
- Over 65: 9%

Average Age:
- Oct - Dec 2019: 48
- Oct - Dec 2020: 47
- Oct - Dec 2021: 45

Legend:
- ■ Oct - Dec 2019
- ■ Oct - Dec 2020
- ■ Oct - Dec 2021

* Visitors staying in paid accommodations.

28

downs & st. germain
R E S E A R C H
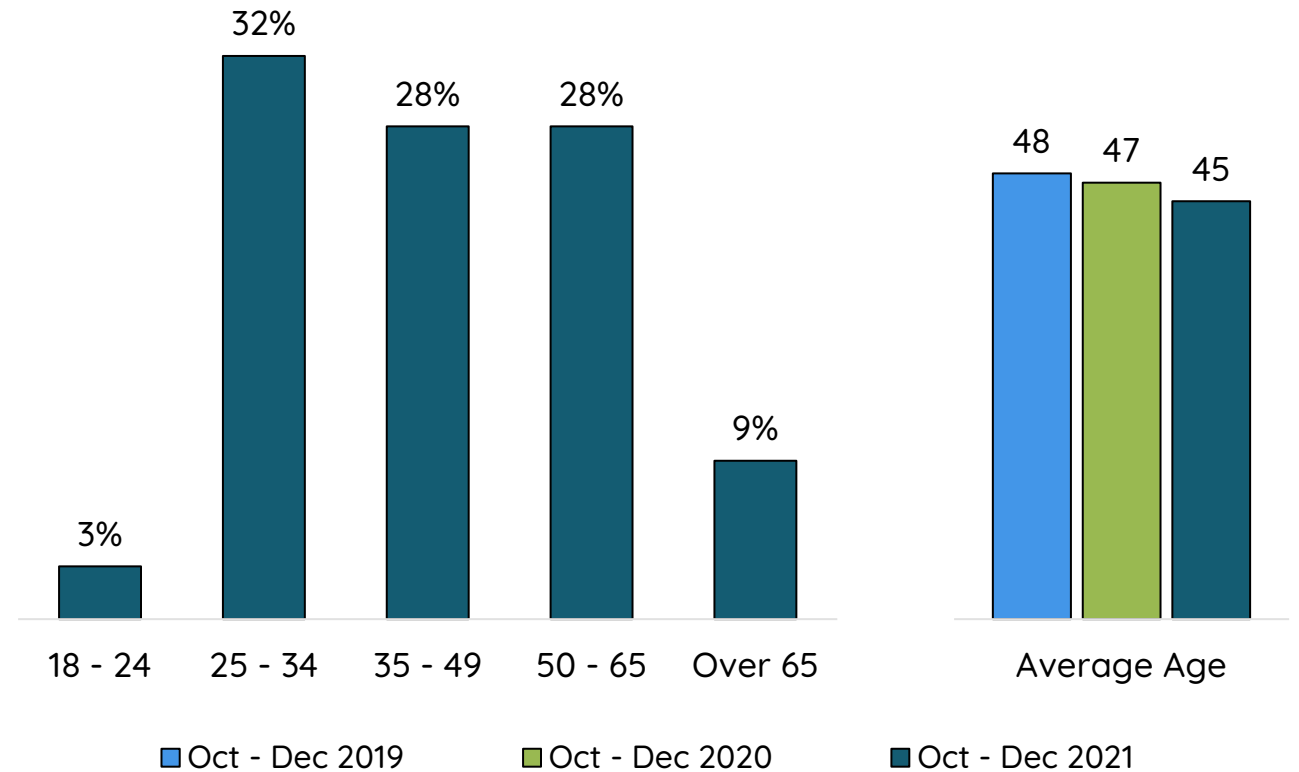
GENDER*

The gender identity of visitors to the Naples, Marco Island, Everglades area was nearly a 50/50 split, with slightly more females in October – December 2021
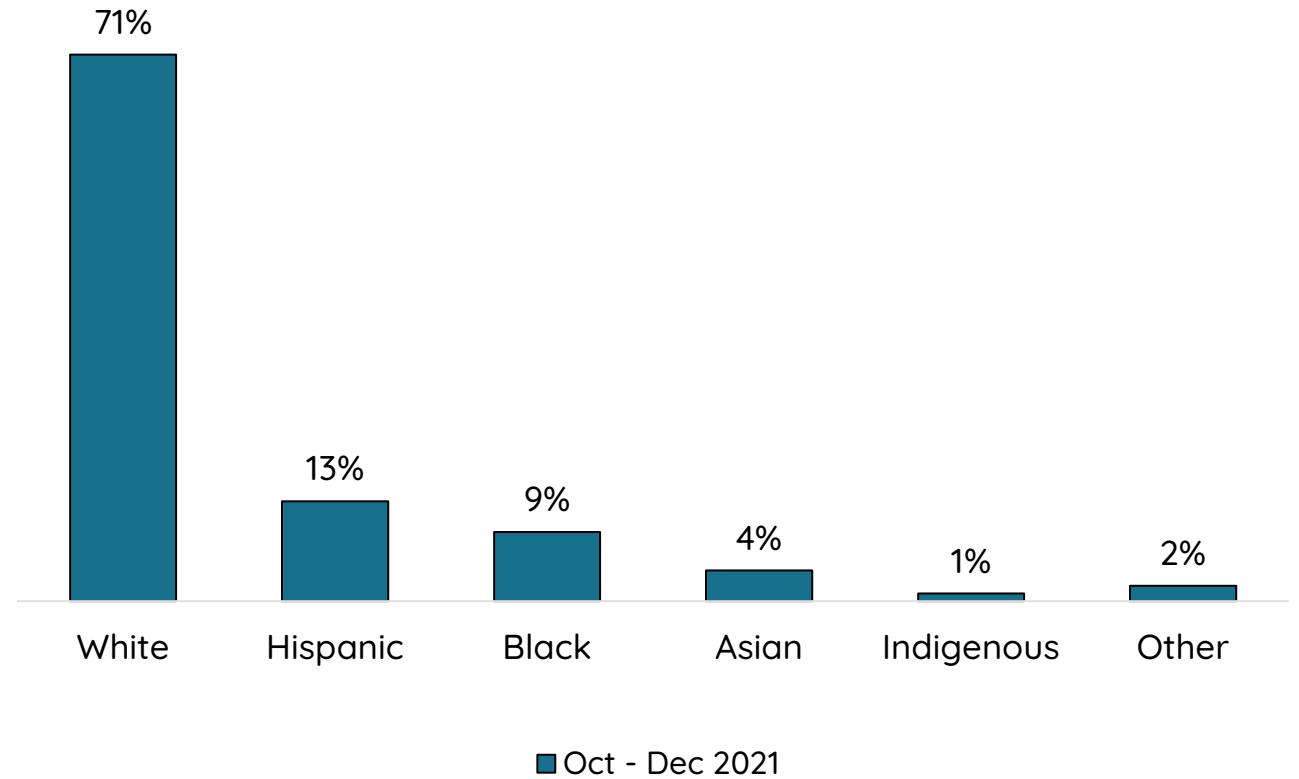
45%

55%

Male

Female

■ Oct - Dec 2021
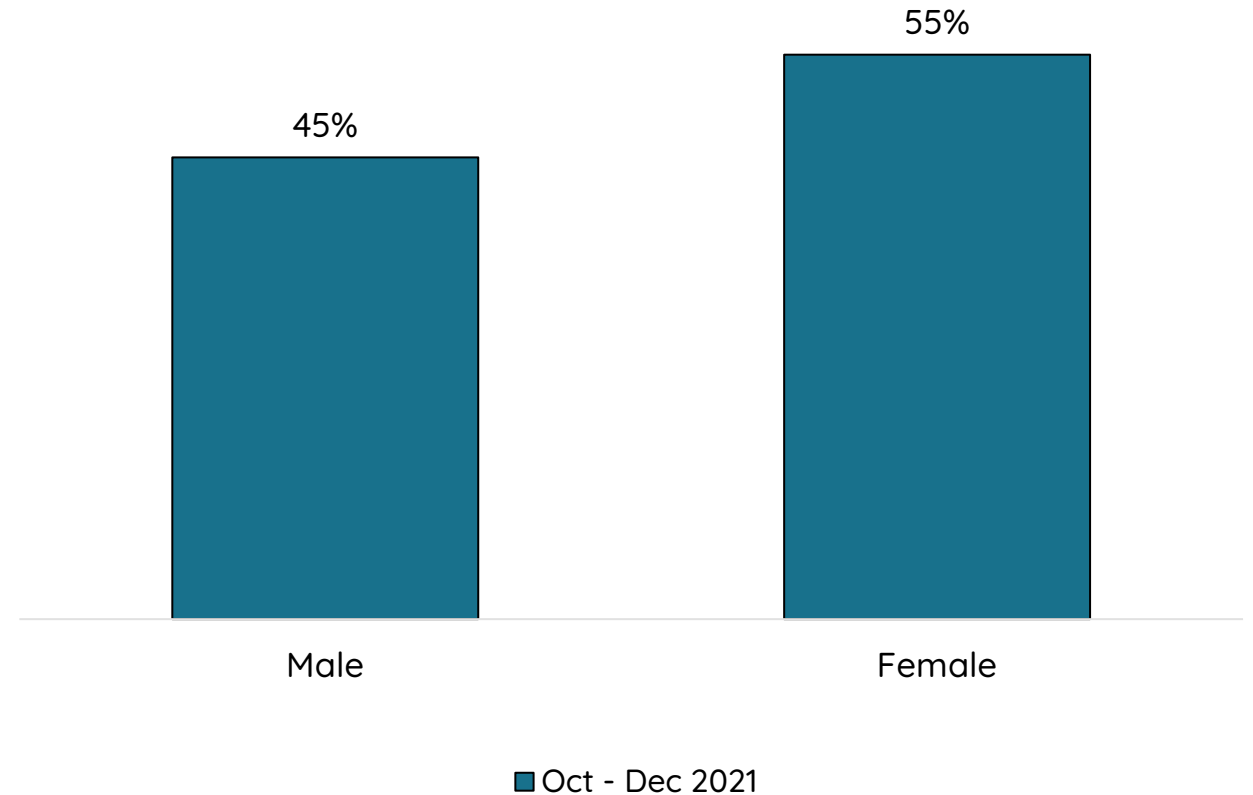
* Visitors staying in paid accommodations.
** Percent who agreed to be interviewed.

downs & st. germain
R E S E A R C H

RACE/ETHNICITY*

7 in 10 visitors to the Naples, Marco Island, Everglades area were White/Caucasian

71%

13%

9%

4%

1%

2%

White   Hispanic   Black   Asian   Indigenous   Other

■ Oct - Dec 2021

* Visitors staying in paid accommodations.

downs & st. germain
R E S E A R C H

HOUSEHOLD INCOME*

Typical visitors to the Naples, Marco Island, Everglades area earned $143,200 in household income per year

16%	15%	22%	19%	14%	14%
Under $75k	$75k - $100k	$100k - $150k	$150k - $200k	$200k - $250k	Over $250k

Median HHI

Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021
$167,700	$164,900	$143,200

* Visitors staying in paid accommodations.

31

downs & st. germain
RESEARCH
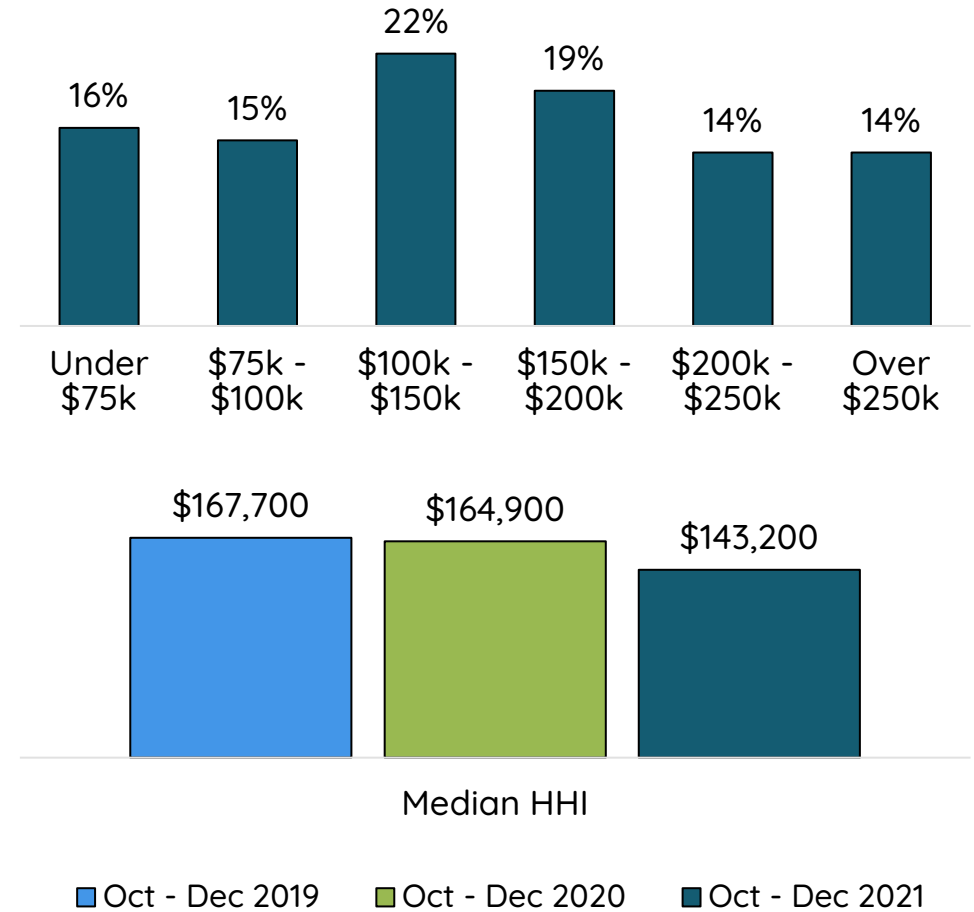
VISITOR JOURNEY: TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

downs & st. germain
R E S E A R C H

SNAPSHOT: TRIP EXPERIENCE

- Typical visitors to the Naples, Marco Island, Everglades area stayed 5.0 nights

- Visitors to the Naples, Marco Island, Everglades area dined out and went to the beach more than any other activities

- Typical travel parties spent substantially more over the course of their trips compared to previous years, largely due to increased trip lengths and high daily room rates
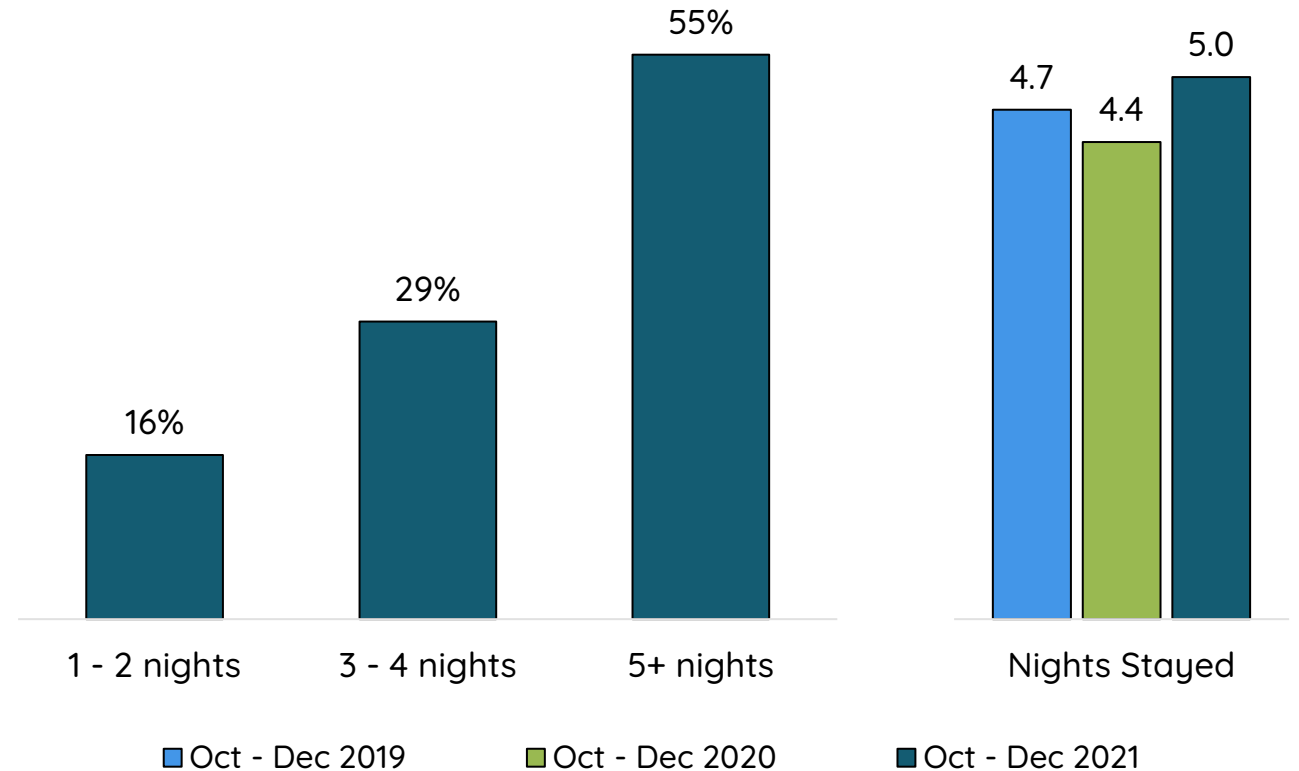
downs & st. germain
RESEARCH

NIGHTS STAYED*

More than half of overnight visitors to the Naples, Marco Island, Everglades area stayed at least five nights

Typical overnight visitors spent 5.0 nights in the Naples, Marco Island, Everglades area

16%   29%   55%

1 - 2 nights   3 - 4 nights   5+ nights

4.7   4.4   5.0

Nights Stayed

■ Oct - Dec 2019   ■ Oct - Dec 2020   ■ Oct - Dec 2021

* Visitors staying in paid accommodations.

34
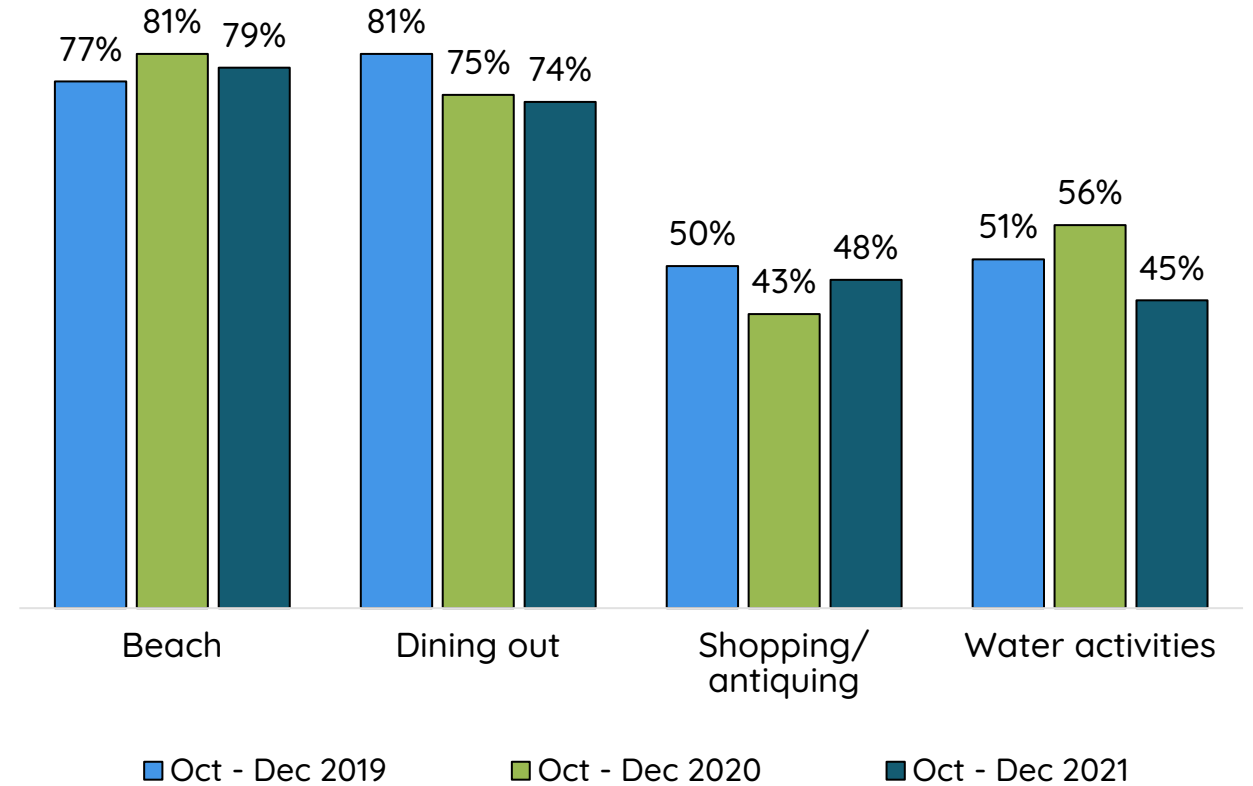
downs & st. germain
R E S E A R C H

TOP VISITOR ACTIVITIES*

4 in 5 visitors to the Naples, Marco Island, Everglades area went to the beach during their trip

3 in 4 visitors dined out in the Naples, Marco Island, Everglades area during their trip

Beach: 77% (Oct - Dec 2019), 81% (Oct - Dec 2020), 79% (Oct - Dec 2021)
Dining out: 81% (Oct - Dec 2019), 75% (Oct - Dec 2020), 74% (Oct - Dec 2021)
Shopping/antiquing: 50% (Oct - Dec 2019), 43% (Oct - Dec 2020), 48% (Oct - Dec 2021)
Water activities: 51% (Oct - Dec 2019), 56% (Oct - Dec 2020), 45% (Oct - Dec 2021)

■ Oct - Dec 2019   ■ Oct - Dec 2020   ■ Oct - Dec 2021

*Visitors staying in paid accommodations.
Multiple responses permitted.

downs & st. germain
RESEARCH

VISITOR JOURNEY: POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism
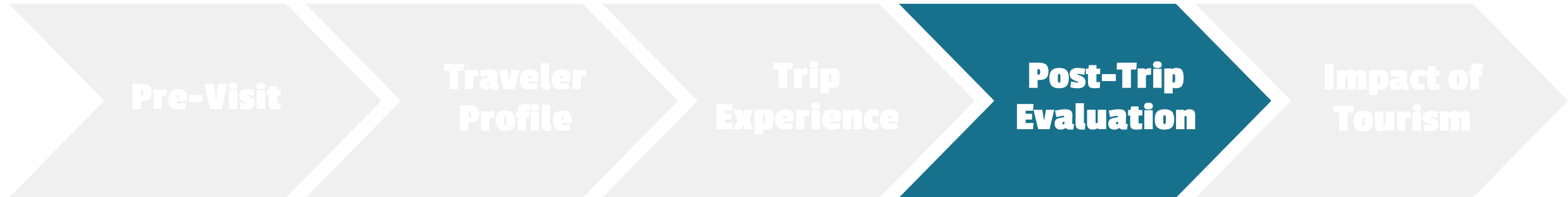
SNAPSHOT: POST-TRIP EVALUATION

Neary 4 in 5 visitors will "definitely" recommend the Naples, Marco Island, Everglades area as a place to visit or vacation, while 3 in 4 visitors will "definitely" return

The overwhelming majority of visitors to the Naples, Marco Island, Everglades would both recommend the area and return for a future visit or vacation

downs & st. germain
R E S E A R C H

RECOMMENDING AREA*

The overwhelming majority of visitors will recommend the Naples, Marco Island, Everglades area as a place to visit or vacation

78% — Definitely recommend
20% — Probably recommend
1% — Probably not recommend
0% — Definitely not recommend
1% — Not sure
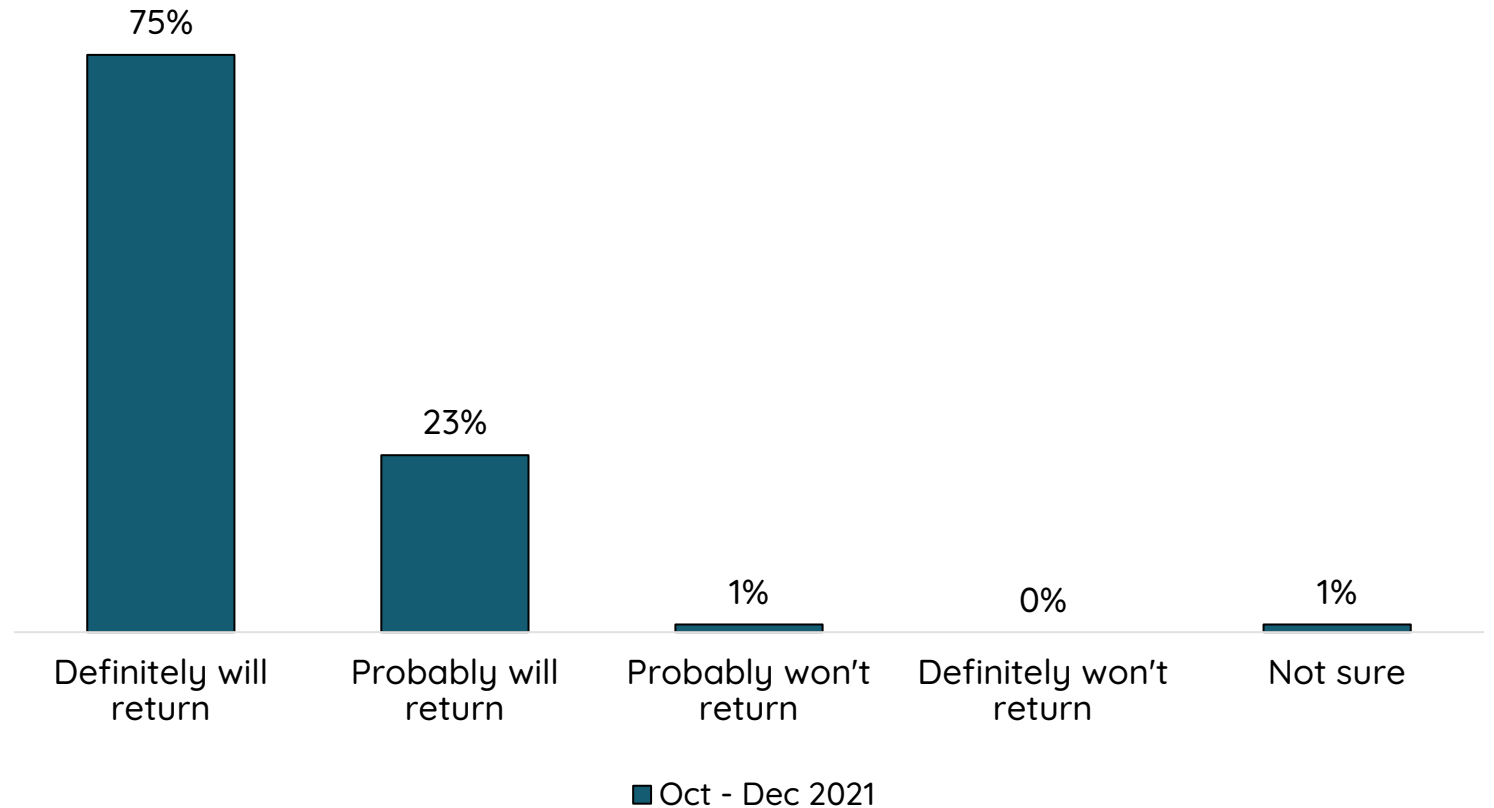
■ Oct - Dec 2021

downs & st. germain
R E S E A R C H

DETAILED COMPARISONS

OF OVERNIGHT VISITORS

DETAILED COMPARISONS

Trip Planning Cycle	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
A week or less	-	-	13%	-	-
2 - 4 weeks	-	-	22%	-	-
1 - 2 months	-	-	27%	-	-
3 - 4 months	-	-	22%	-	-
5 - 6 months	-	-	7%	-	-
7+ months	-	-	9%	-	-

DETAILED COMPARISONS

Trip Planning Sources	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Search engines	-	-	44%	-	-
Talked to friends	-	-	36%	-	-
Vacation rental site	-	-	29%	-	-
Social media	-	-	27%	-	-
Trip planning website/app	-	-	22%	-	-
Booking website/app	-	-	20%	-	-
Airline website/app	-	-	18%	-	-
Hotel website/app	-	-	18%	-	-
Visitor guides	-	-	11%	-	-
ParadiseCoast.com	-	-	7%	-	-
Deal-based promotion	-	-	7%	-	-
AAA	-	-	7%	-	-
Collier County CVB	-	-	5%	-	-
Television advertisements	-	-	3%	-	-
Printed advertisements	-	-	2%	-	-
Newspapers/magazines	-	-	1%	-	-
Other	-	-	5%	-	-
None	-	-	3%	-	-

downs & st. germain
R E S E A R C H

DETAILED COMPARISONS

Reasons for Visiting	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Vacation/getaway	71%	85%	67%	↓	↓
Visit friends/family	15%	11%	24%	↑	↑
Special occasion	-	-	15%	-	-
Business	-	-	9%	-	-
Sporting event	-	-	3%	-	-
Special event	8%	3%	3%	↓	↔
Fishing trip	-	-	3%	-	-
Golf/tennis trip	-	-	3%	-	-
Other	-	-	4%	-	-

DETAILED COMPARISONS

Destinations Considered	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
No other destinations	-	-	64%	-	-
Fort Myers - Sanibel	-	-	12%	-	-
Ft. Lauderdale	-	-	10%	-	-
Florida Keys	-	-	7%	-	-
Miami	-	-	6%	-	-
Sarasota - Bradenton	-	-	5%	-	-
Clearwater	-	-	3%	-	-
St. Petersburg	-	-	3%	-	-
West Palm Beach	-	-	3%	-	-
Other	-	-	4%	-	-

DETAILED COMPARISONS

Reasons for Choosing Area	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Beaches	56%	60%	55%	↓	↓
Quiet/relaxing	48%	44%	39%	↓	↓
Previous experience	40%	44%	36%	↓	↓
Restaurants	32%	29%	29%	↓	↔
Family-friendly destination	-	-	27%	-	-
Friends/family live here	3%	5%	27%	↑	↑
Recommendation	20%	22%	26%	↑	↑
Quality of accommodations	38%	42%	23%	↓	↓
Shopping	-	-	21%	-	-
Not crowded	28%	27%	20%	↓	↓
Trying something new	21%	9%	16%	↓	↑
Appealing advertisements	29%	30%	14%	↓	↓
Meeting/event hosted here	32%	6%	14%	↓	↑
Deal/promotion	-	-	8%	-	-
Golf	-	-	6%	-	-
Wellness	-	-	3%	-	-
Other	-	-	6%	-	-

DETAILED COMPARISONS

Types of Transportation	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Drive	38%	74%	57%	↑	↓
Fly	62%	26%	42%	↓	↑
Bus	-	-	1%	-	-

Airports of Deplanement	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
SWFL Intl Airport	39%	20%	28%	↓	↑
Ft. Lauderdale Intl Airport	3%	1%	6%	↑	↑
Miami Intl Airport	13%	1%	4%	↓	↑
Orlando Intl Airport	4%	1%	1%	↓	↔
Naples Airport	-	-	1%	-	-
Palm Beach Intl Airport	-	-	1%	-	-
Tampa Intl Airport	2%	0%	1%	↓	↑
Other	1%	3%	0%	↓	↓

DETAILED COMPARISONS

Pre-Visit Advertising	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Exposed to advertising	61%	55%	39%	↓	↓
Influenced by advertising	23%	22%	22%	↓	↔

Advertising Sources	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Social media	-	-	51%	-	-
Online travel reviews	-	-	29%	-	-
Visitor guide	-	-	26%	-	-
Online article	-	-	20%	-	-
Website advertisement	-	-	19%	-	-
YouTube	-	-	18%	-	-
TV streaming service	-	-	15%	-	-
Rental agency	-	-	15%	-	-
Deal-based promotion	-	-	14%	-	-
Newspaper/magazine	-	-	11%	-	-
Brochure	-	-	8%	-	-
Cable/satellite TV	-	-	6%	-	-
Music streaming service	-	-	4%	-	-
Radio	-	-	4%	-	-
Podcast	-	-	4%	-	-
Other	-	-	6%	-	-

downs & st. germain
R E S E A R C H

DETAILED COMPARISONS

Travel Party Composition	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Solo	11%	10%	13%	↑	↑
As a couple	57%	58%	46%	↓	↓
With family	26%	28%	27%	↑	↓
Other	6%	4%	14%	↑	↑

Travel Party Attributes	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Average Travel Party Size	3.2	2.9	3.0	↓	↑
Traveled with Children	-	-	26%	-	-

Previous Visits	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
This is my first time	38%	29%	38%	↔	↑
2 - 5 times	-	-	36%	-	-
6 - 10 times	-	-	12%	-	-
11+ times	-	-	14%	-	-

DETAILED COMPARISONS

Age	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
18 - 24	-	-	3%	-	-
25 - 34	-	-	32%	-	-
35 - 49	-	-	28%	-	-
50 - 65	-	-	28%	-	-
Over 65	-	-	9%	-	-
Average Age	48	47	45	↓	↓

Gender	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Male	-	-	45%	-	-
Female	-	-	55%	-	-

DETAILED COMPARISONS

Nights Stayed	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
1 - 2 nights	-	-	16%	-	-
3 - 4 nights	-	-	29%	-	-
5+ nights	-	-	55%	-	-
Average Length of Stay	4.7	4.4	5.0	↑	↑

DETAILED COMPARISONS

Trip Activities	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Beach	77%	81%	79%	↑	↓
Dining out	81%	75%	74%	↓	↓
Shopping/antiquing	50%	43%	48%	↓	↑
Water activities	51%	56%	45%	↓	↓
Nature & parks	26%	32%	33%	↑	↑
Visit friends/family	18%	17%	31%	↑	↑
Visit local attractions	-	-	27%	-	-
Active outdoor activities	24%	34%	26%	↑	↓
Sightseeing/touring	20%	14%	26%	↑	↑
Bars/nightlife	17%	13%	19%	↑	↑
Everglades tour	-	-	14%	-	-
Art galleries/shows	20%	6%	10%	↓	↑
Cultural activities	-	-	8%	-	-
Special event	-	-	8%	-	-
Spas	-	-	6%	-	-
Business/meeting	-	-	5%	-	-
Sporting event	-	-	5%	-	-
Gambling	-	-	3%	-	-
Other	-	-	4%	-	-

downs & st. germain
R E S E A R C H

DETAILED COMPARISONS

Trip Spending	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Total Travel Party Spending	$2,582	$2,371	$3,393	↑	↑
Visitor Spending per Trip	$807	$818	$1,131	↑	↑
Visitor Spending per Day	$172	$186	$226	↑	↑

downs & st. germain
R E S E A R C H

DETAILED COMPARISONS

Recommending area	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Definitely will recommend	-	-	78%	-	-
Probably will recommend	-	-	20%	-	-
Probably will not recommend	-	-	1%	-	-
Definitely will not recommend	-	-	0%	-	-
Not sure	-	-	1%	-	-

Returning to area	Oct - Dec 2019	Oct - Dec 2020	Oct - Dec 2021	Trend '19	Trend '20
Definitely will return	-	-	75%	-	-
Probably will return	-	-	23%	-	-
Probably will not return	-	-	1%	-	-
Definitely will not return	-	-	0%	-	-
Not sure	-	-	1%	-	-

downs & st. germain
R E S E A R C H

NAPLES, MARCO ISLAND, EVERGLADES
Convention & Visitors Bureau
October – December 2021 Quarterly Report

Paul Beirnes, Executive Director

paul.beirnes@colliercountyfl.gov

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Director of Research
Erin Dinkel, Senior Project Director
Glencora Haskins, Project Director
Isiah Lewis, Project Director
Downs & St. Germain Research
(850) 906-3111 | www.dsg-research.com