

COLLIER COUNTY, FLORIDA

FY2023 TOURISM IMPACT REPORT



ONLY PARADISE WILL DO.

[PARADISECOAST.COM](https://paradisecoast.com)



NAPLES · MARCO ISLAND
EVERGLADESSM

FLORIDA'S PARADISE COAST



UPDATE FROM THE TOURISM DIRECTOR

To our visitors, Florida's Paradise Coast truly embodies the essence of sun, sea, and serenity. To our community and tourism partners, it embodies the unwavering spirit of teamwork, resilience, and growth.

We faced many challenges in the first quarter of FY23 due to Hurricane Ian. Visitation from our core domestic markets in the Midwest and Northeast was severely impacted, our inventory was significantly decreased, and our in-state numbers reflect occupancy rates and lower revenue generated by emergency response teams and first responders rather than leisure and vacation travelers. Broader national economic factors such as inflation affected vacation and travel plans. However, Florida's Paradise Coast demonstrated a remarkable ability to bounce back. The importance of our international markets and group business cannot be overstated as those visitors and corporate meetings kept our resorts busy and our local hospitality team members employed. Our community's invincible spirit and the allure of our destination are undeniable and continue to attract visitors from near and far.

Tourism is a main economic driver for our destination. In addition to creating livelihoods, providing jobs, and bringing significant economic impact to our County, the Tourist Development Taxes collected from those who visit — nearly \$46 million last year alone — greatly benefit all residents of Collier County.

From refurbished beaches and new infrastructure to increased services and amenities enjoyed by residents year-round, our tourism economy provides a highly sought-after quality of life.

We are delighted to share the achievements and metrics of Fiscal Year 2023, showcasing the continued strength and ever-increasing appeal of Naples, Marco Island and the Everglades — Florida's Paradise Coast.

Warm Regards,

Jay Tusa, CDME, CTIS, TMP

Tourism Director

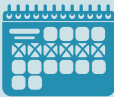
Naples, Marco Island, Everglades CVB

DETAILED METRICS & MARKET INSIGHTS

KEY METRICS

VISITORS TO FLORIDA'S PARADISE COAST IN FY2023

2,631,200



HOTEL ROOM NIGHTS
2,474,000

DIRECT VISITOR SPENDING
\$2,534,605,700



ECONOMIC CONTRIBUTIONS

TOTAL ECONOMIC IMPACT

\$3,594,347,800



TAX COLLECTION
\$45,721,318

VISITOR DEMOGRAPHICS



PRIMARY REASONS FOR TRAVEL
VISITING FAMILY/FRIENDS

TRAVEL PARTIES
COUPLES AND FAMILIES

MARKET INSIGHTS & EMPLOYMENT

INTERNATIONAL & DOMESTIC INSIGHTS



INTERNATIONAL
VISITATION

279,200

+2.9% YOY



OUT-OF-STATE*

1,921,700

62.4%

-35.3% YOY



FLORIDA
MARKET SHARE

709,500

27%

+11.6% YOY

**FY23 visitation was significantly impacted by Hurricane Ian, through loss of inventory and domestic visitation.*

EMPLOYMENT & WAGES



(1 figure = 5,000 JOBS)

JOBS SUPPORTED

28,780



TOTAL WAGES

\$1,251,836,500



OCCUPANCY & REVENUE METRICS



HOTEL
OCCUPANCY

58.8%



AVG HOTEL
DAILY RATES
(ADR)

\$303.17

(FLORIDA ADR AVERAGE: \$188.76)*



REVENUE PER
AVAILABLE
ROOM (REVPAR)

\$178.20

(FLORIDA REVPAR AVERAGE: \$140.00)*



**Source: Visit Florida 2024–25 Marketing Plan*

FUTURE OUTLOOK

As we move forward, the focus will remain on sustaining growth, enhancing the visitor experience, and furthering economic contributions to the region.

With a dedicated community and continued strategic efforts, Florida's Paradise Coast is poised for another year of success and prosperity.

