



# NAPLES • MARCO ISLAND EVERGLADES<sup>SM</sup>

FLORIDA'S PARADISE COAST

December 2024 Visitor Metrics &  
Q1 FY25 Visitor Behavior Report

# TABLE OF CONTENTS

---

- 1) **Highlights:** pg. 3 - 9
- 2) **Monthly Executive Summary:** pgs. 10 – 16
- 3) **Quarterly Executive Summary:** pgs. 17 – 24
- 4) **Quarterly Visitor Behavior Report:** pgs. 25 – 45
  - a) **Pre-visit:** pgs. 25 - 31
  - b) **Travel Party Profile:** pgs. 32 - 37
  - c) **Trip Experience:** pgs. 38 - 43
  - d) **Post-trip Evaluation:** pgs. 44 - 45
- 5) **Destination Comparisons (Hotels only):** pgs. 46 - 59
  - a) **Monthly Comparisons:** pgs. 46 - 52
  - b) **Fiscal Year-to-Date (FYTD) Comparisons:** pgs. 53 - 59
- 6) **Industry Data:** pgs. 60 - 65





# 1

HIGHLIGHTS

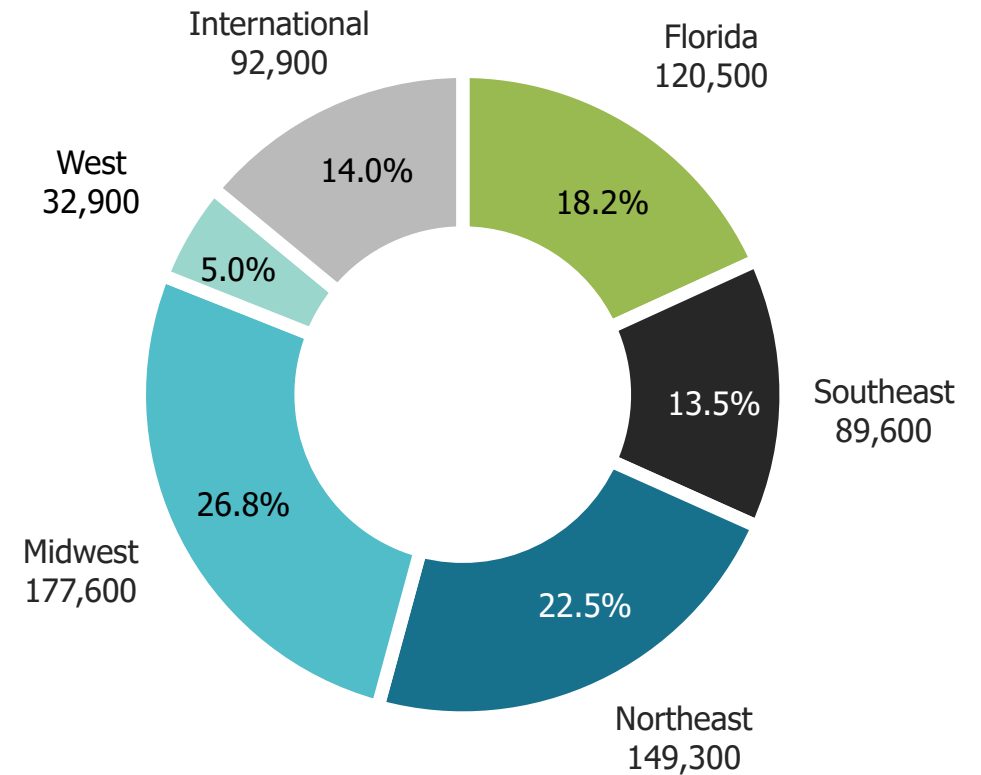
# DECEMBER 2024 | Key Performance Metrics

Metric	December 2023	December 2024	Percent Change
Visitors	247,200	259,900	+ 5.1%
Visitor Days	1,624,100	1,832,300	+ 12.8%
Direct Spending	\$245,115,300	\$260,486,200	+ 6.3%
Economic Impact	\$340,220,000	\$359,991,900	+ 5.8%
Room Nights	249,500	267,100	+ 7.1%
Occupancy	64.1%	66.9%	+ 4.4%
Average Daily Rate	\$353.02	\$349.99	- 0.9%
RevPAR	\$226.29	\$234.14	+ 3.5%

Metric	FYTD 2024	FYTD 2025	Percent Change
Visitors	637,900	662,800	+ 3.9%
Visitor Days	4,045,100	4,357,700	+ 7.7%
Direct Spending	\$596,322,800	\$627,975,600	+ 5.3%
Economic Impact	\$827,696,000	\$868,372,400	+ 4.9%
Room Nights	657,200	706,000	+ 7.4%
Occupancy	57.6%	58.6%	+ 1.7%
Average Daily Rate	\$301.40	\$293.72	- 2.5%
RevPAR	\$173.61	\$172.12	- 0.9%

# FYTD | VISITOR ORIGIN REGIONS

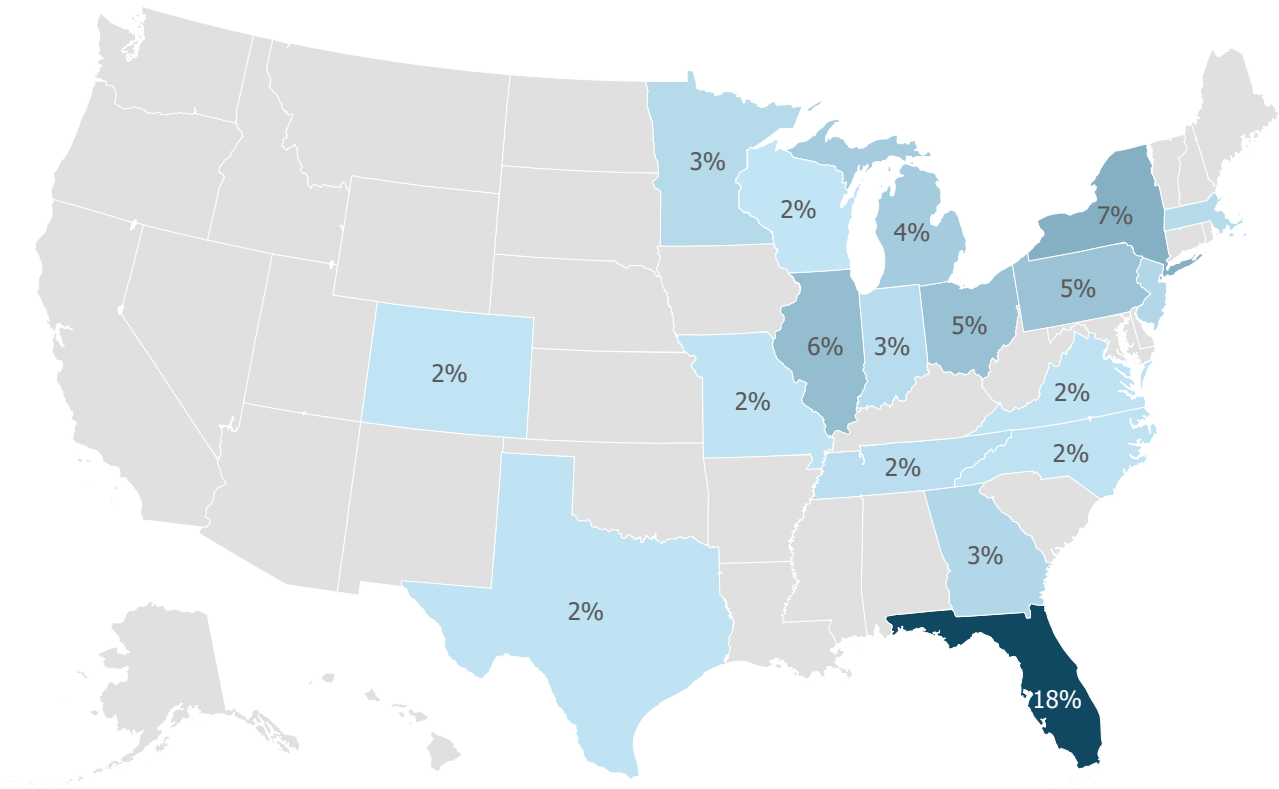
Region	FYTD 2024		FYTD 2025		Percent Change (±Δ%)	
	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Florida	115,100	18.0%	120,500	18.2%	+4.7%	+0.8%
Southeast	89,900	14.1%	89,600	13.5%	-0.3%	-4.1%
Northeast	144,200	22.6%	149,300	22.5%	+3.5%	-0.4%
Midwest	166,200	26.1%	177,600	26.8%	+6.9%	+2.8%
West	36,800	5.8%	32,900	5.0%	-10.6%	-14.0%
Canada	31,500	4.9%	38,400	5.8%	+21.9%	+17.3%
Europe	41,100	6.4%	39,700	6.0%	-3.4%	-7.0%
UK	[17,300]	[2.7%]	[13,900]	[2.1%]	-19.7%	-22.7%
Germany	[11,900]	[1.9%]	[16,500]	[2.5%]	38.7%	33.4%
Other Europe	[11,900]	[1.9%]	[9,300]	[1.4%]	-21.8%	-24.8%
C/S America	4,600	0.7%	7,000	1.0%	+52.2%	+46.5%
Other	8,500	1.3%	7,800	1.2%	-8.2%	-11.7%
<b>Total</b>	<b>637,900</b>	<b>100.0%</b>	<b>662,800</b>	<b>100.0%</b>		



# OCT - DEC 2024 | TOP ORIGIN STATES<sup>1</sup>

State	O-D 2023	O-D 2024
Florida	18%	18%
New York	5%	7%
Illinois	5%	6%
Ohio	5%	5%
Pennsylvania	5%	5%
Michigan	3%	4%
Georgia	2%	3%
New Jersey	4%	3%
Minnesota	3%	3%
Massachusetts	3%	3%
Indiana	2%	3%
Tennessee	3%	2%
North Carolina	2%	2%
Texas	2%	2%
Virginia	1%	2%
Missouri	1%	2%
Colorado	2%	2%
Wisconsin	3%	2%

Oct-Dec 2024 Visitation by State



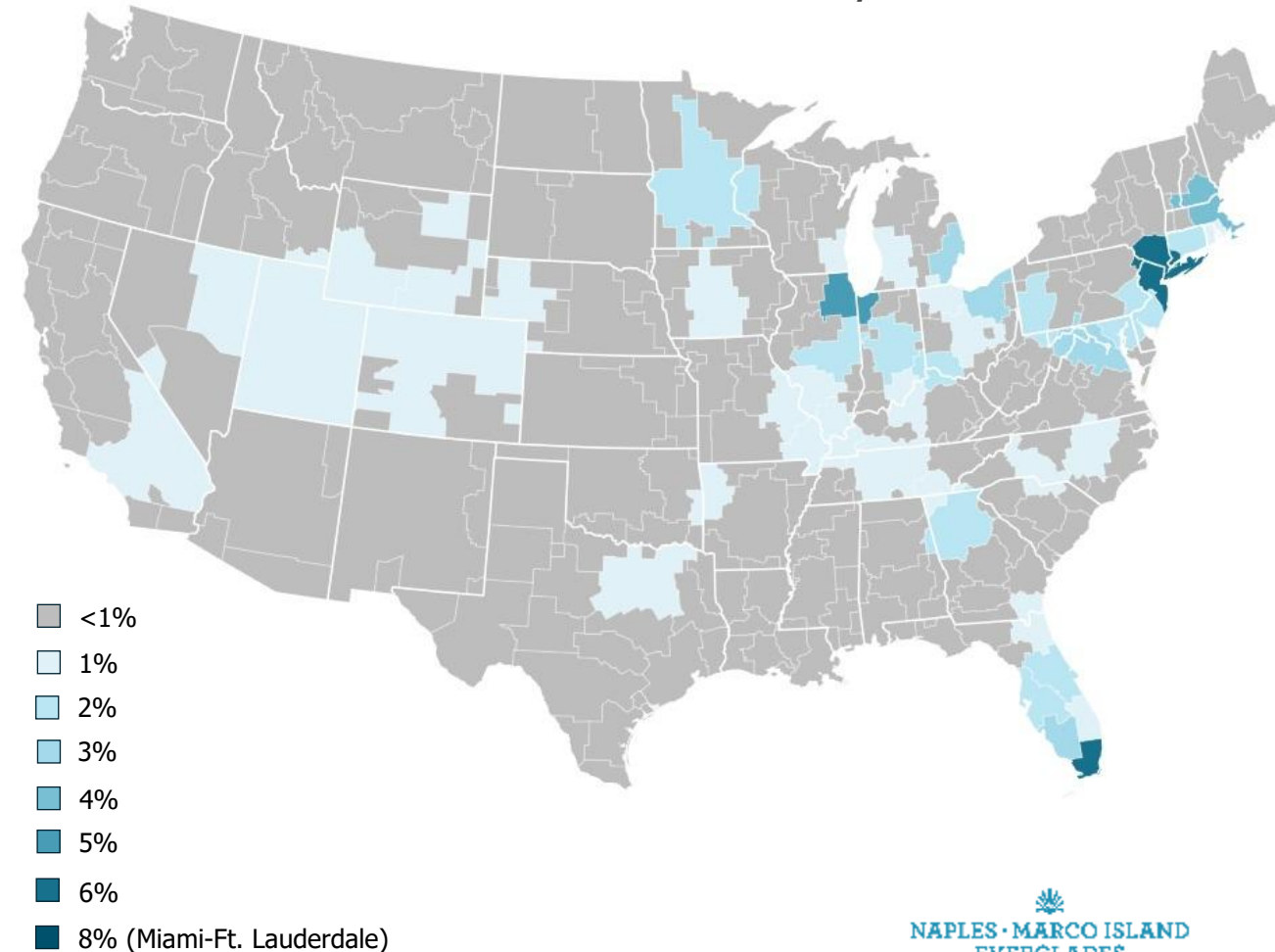
<sup>1</sup> Sources: DSG Data & Zartico Data

# OCT - DEC 2024 | TOP ORIGIN MARKETS<sup>1</sup>

Market	O-D 2023	O-D 2024
Miami-Fort Lauderdale	8%	8%
New York	4%	6%
Chicago	6%	5%
Boston	3%	4%
Detroit	3%	3%
Fort Myers & Surrounding Areas	4%	3%
Cleveland-Akron	2%	3%
Washington, DC-Hagerstown	2%	3%
Philadelphia	2%	2%
Atlanta	2%	2%
Tampa-St. Petersburg	2%	2%
Minneapolis-Saint Paul	2%	2%
Pittsburgh	2%	2%
Indianapolis	2%	2%
Orlando-Daytona Beach-Melbourne	1%	2%
Cincinnati	2%	2%
Hartford-New Haven	2%	2%
Baltimore	1%	2%
Champaign-Springfield-Decatur	1%	2%

<sup>1</sup> Sources: DSG Data & Zartico Data

Oct-Dec 2024 Visitation by Market





## Highlights

- Key Metrics for Oct-Dec 2024 (Q1 FY25) were up Year-over-Year. Although Average Daily Rate (ADR) slipped 2.5%, the increased visitation/demand more than offset the small decrease in average room rates.
- The portion of visitors who stayed in hotels/resorts increased (29% → 34%), as did the portion of visitors who reported using hotel websites/apps to help plan their trip (10% → 16%).
- International visitation accounted for 14.0% of all visitors, with Canada (5.8%), Germany (2.5%), and the UK (2.1%) leading international origin countries.

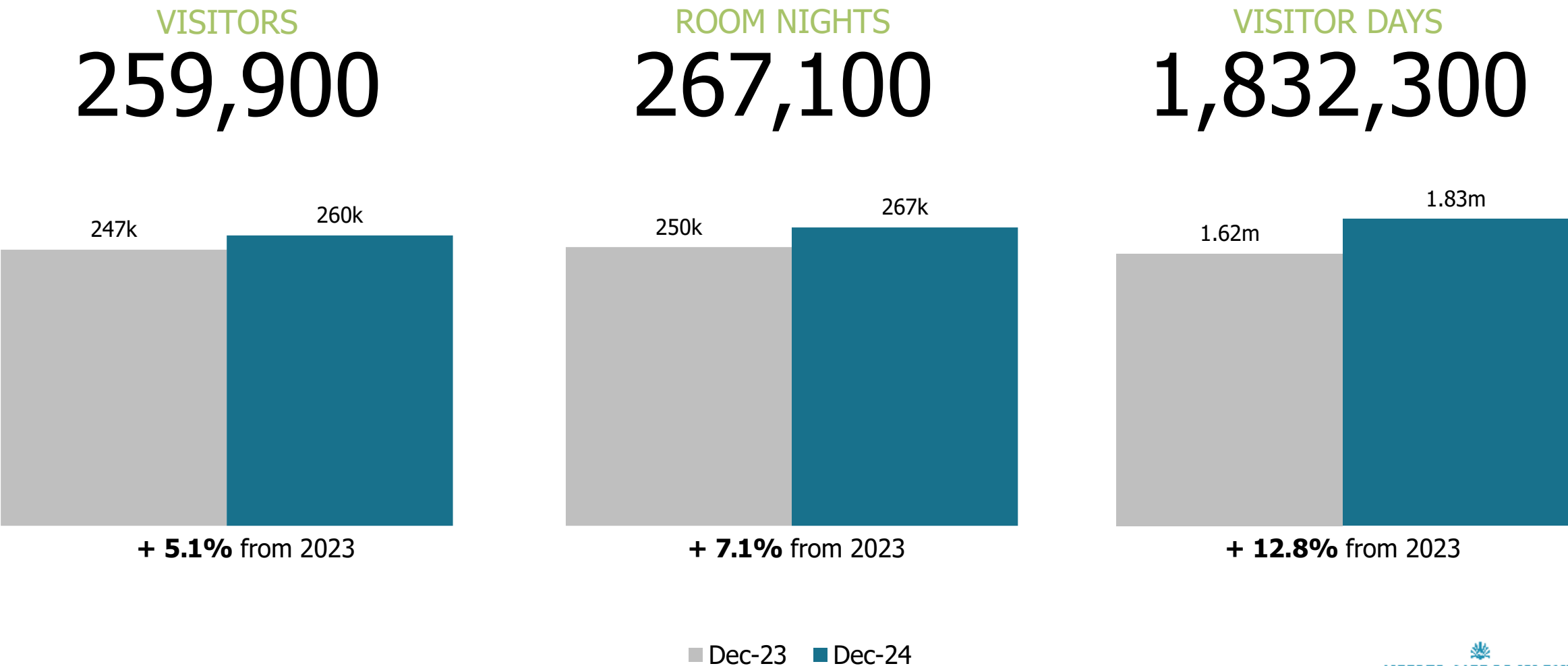
## Potential Areas of Concern

- With multiple new properties set to open in Q2/Q3 of FY25, we could see a dip in occupancy rates when hundreds of additional rooms come online.
- The portion of visitors who were first-time visitors was 20%, down from 24% last year.
- Slight decreases in “definitely” recommending the area and returning to the area.
  - Note: may be related to hurricane recovery post-Milton.



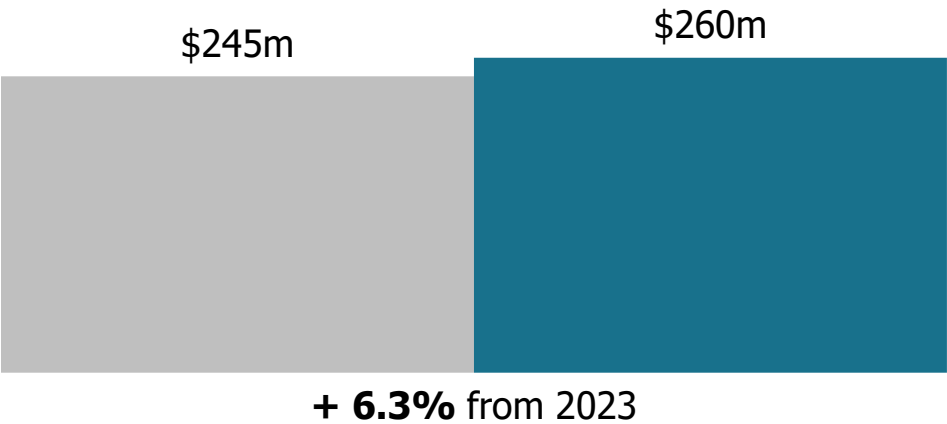
# 2

## MONTHLY EXECUTIVE SUMMARY



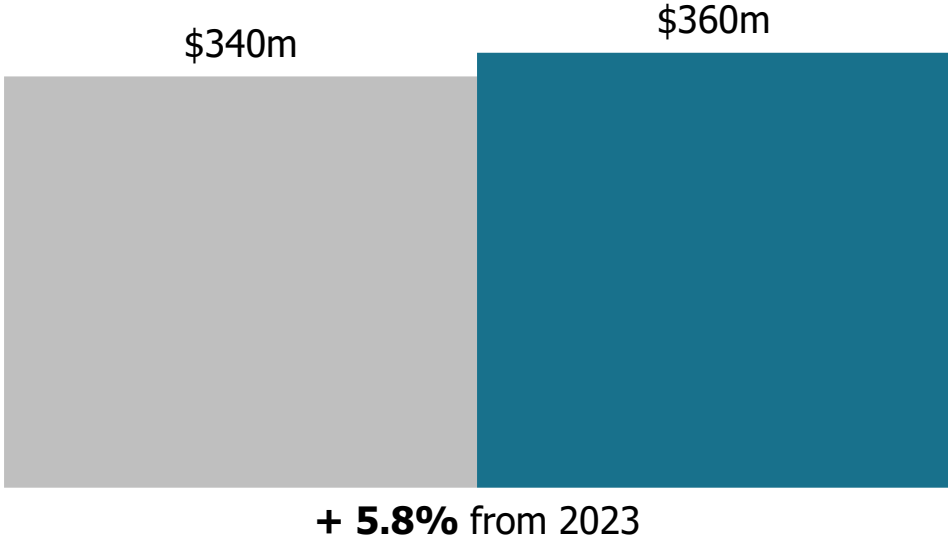
DIRECT SPENDING

\$260,486,200



ECONOMIC IMPACT

\$359,991,900



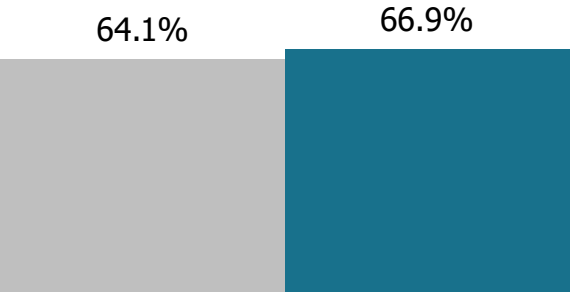
■ Dec-23 ■ Dec-24

<sup>1</sup> The IMPLAN multiplier for Collier County was 1.388 for 2023 and is 1.382 in 2024.

# DECEMBER 2024 | OVERALL LODGING METRICS<sup>1,2</sup>

OCCUPANCY RATE

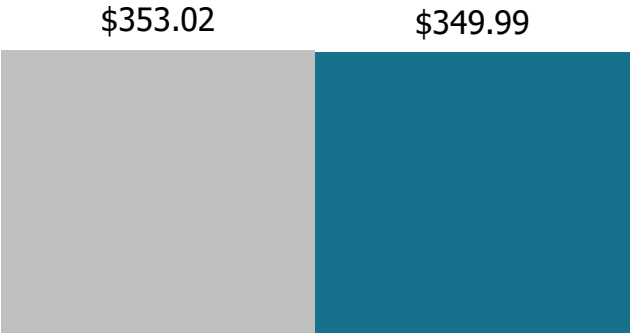
66.9%



+ 4.4% from 2023

AVERAGE DAILY RATE

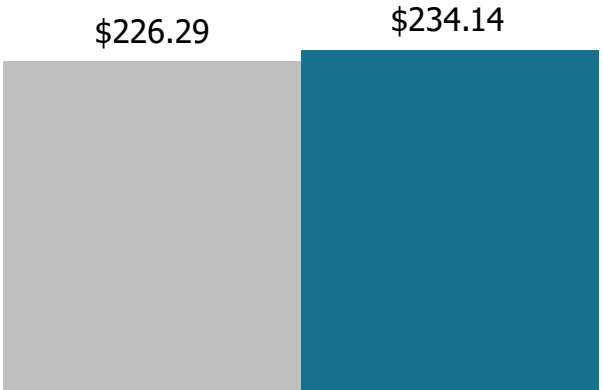
\$349.99



- 0.9% from 2023

REVENUE PER AVAILABLE ROOM

\$234.14



+ 3.5% from 2023

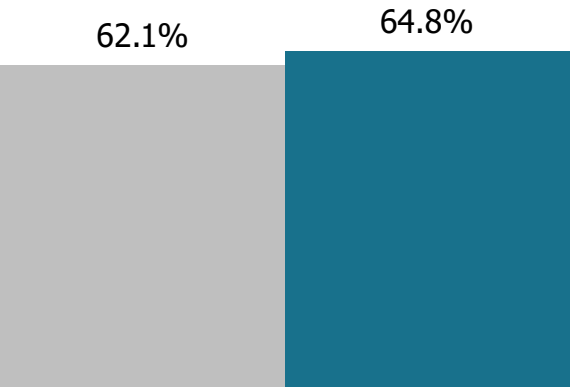
■ Dec-23 ■ Dec-24

<sup>1</sup> Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.  
<sup>2</sup> Overall Lodging Metrics are reflective of paid accommodations as a whole, including both hotels and vacation rentals within Collier County.



OCCUPANCY RATE

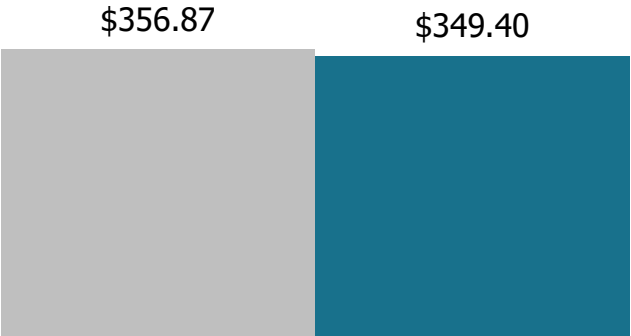
64.8%



+ 4.3% from 2023

AVERAGE DAILY RATE

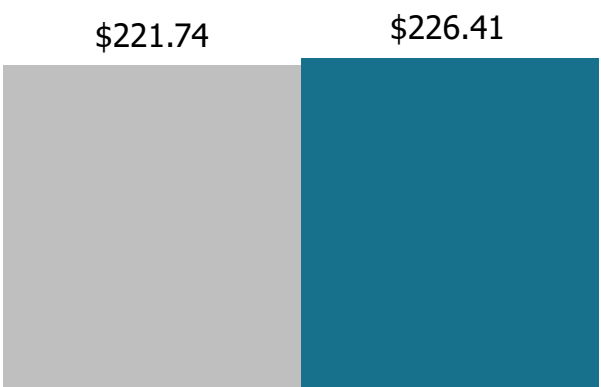
\$349.40



- 2.1% from 2023

REVENUE PER AVAILABLE ROOM

\$226.41



+ 2.1% from 2023

<sup>1</sup> Source: STR data

<sup>2</sup> Lodging metrics on this slide are only reflective of the hotels within Collier County.

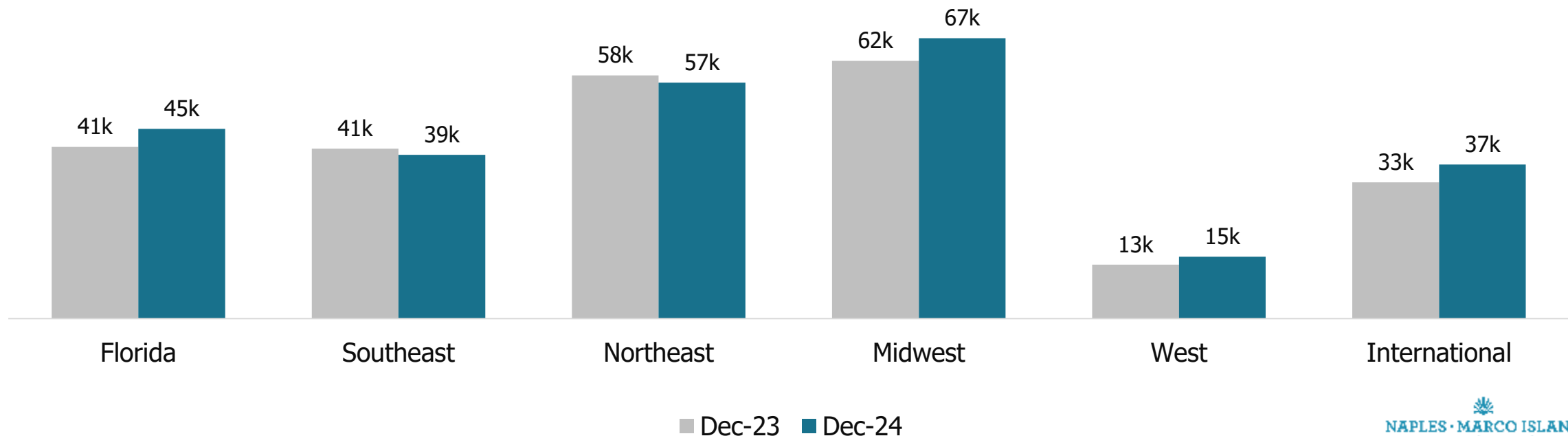
■ Dec-23 ■ Dec-24

FLORIDA VISITORS

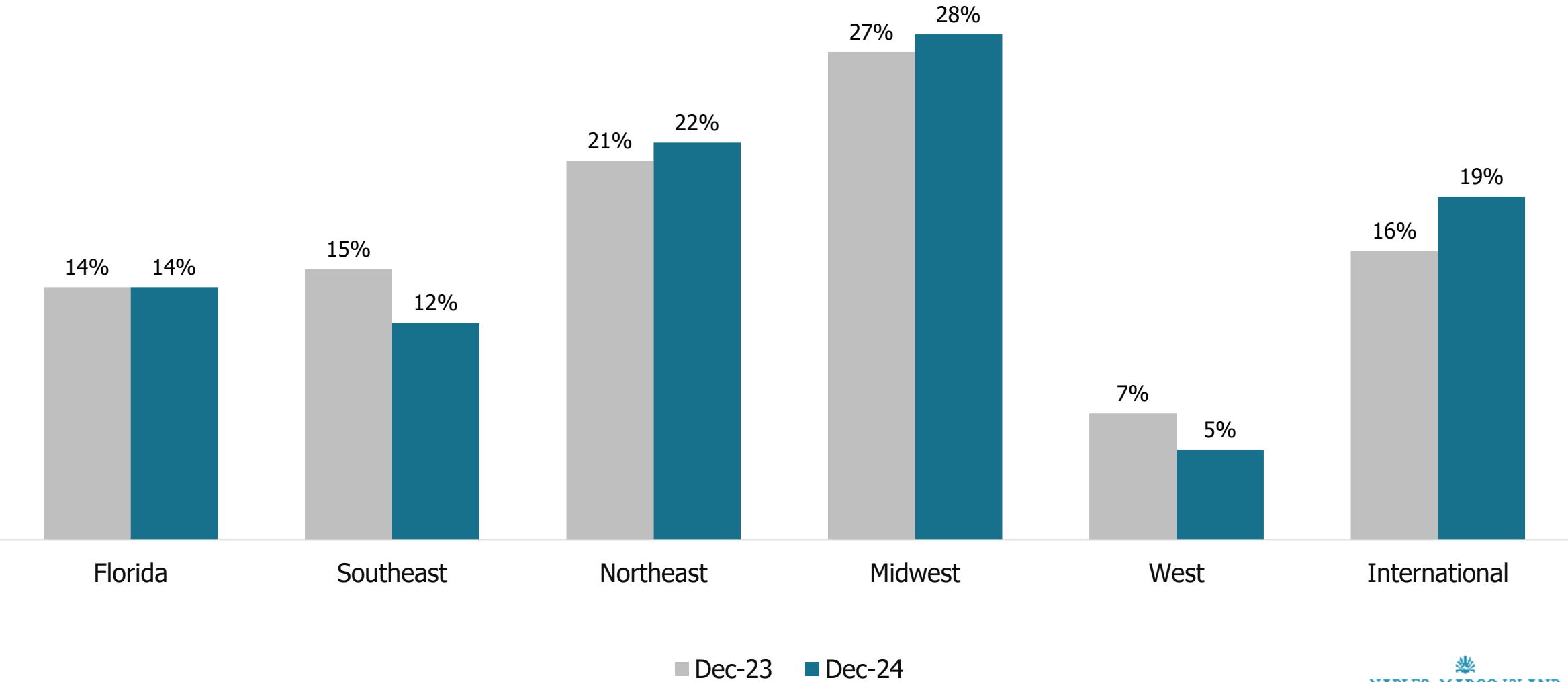
45,400

OUT-OF-STATE VISITORS

214,500



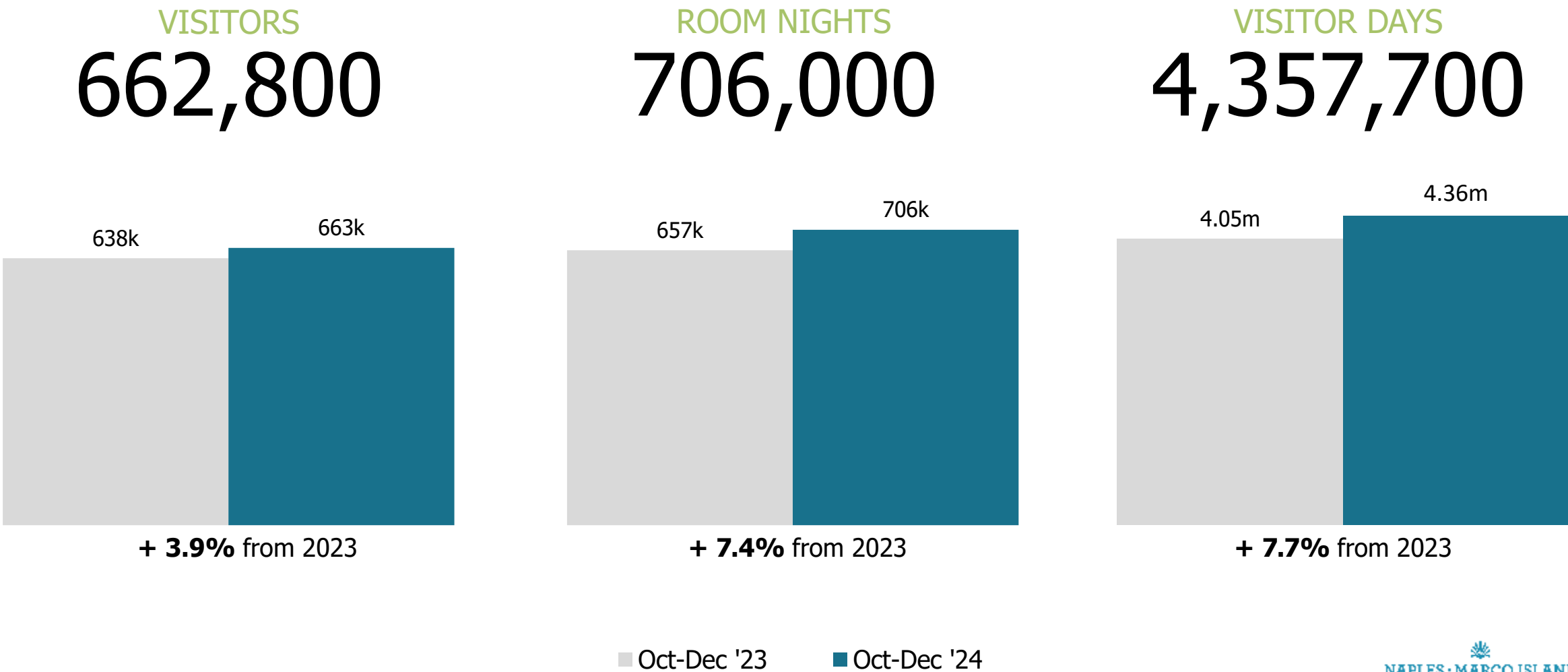
# DECEMBER 2024 | OVERNIGHT VISITOR ORIGIN TREND



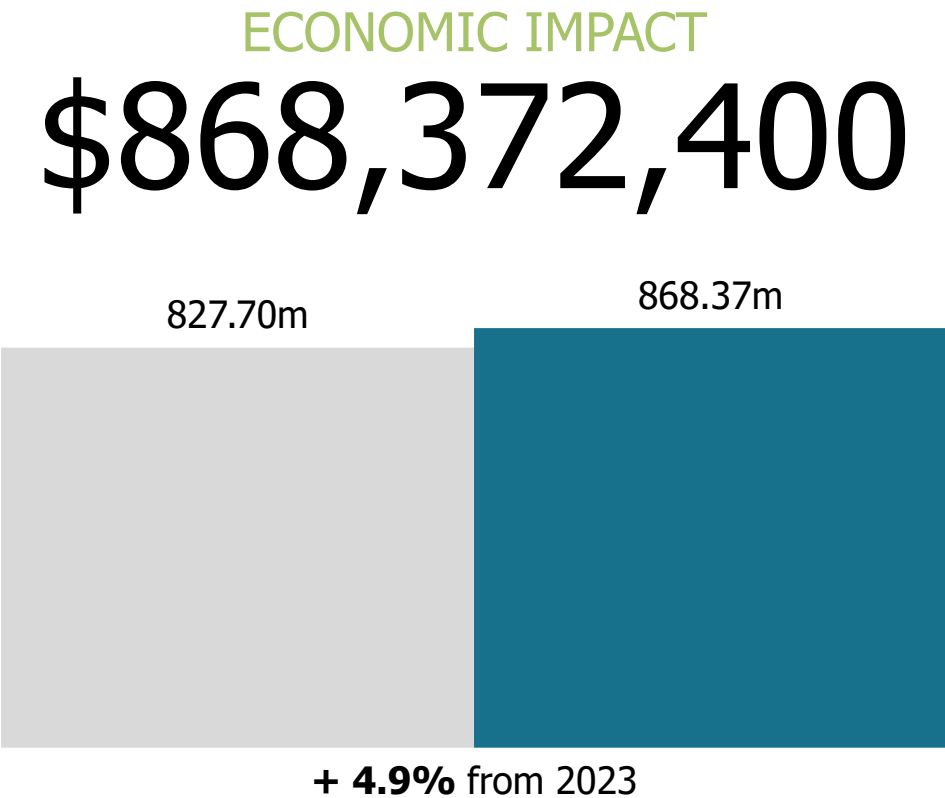
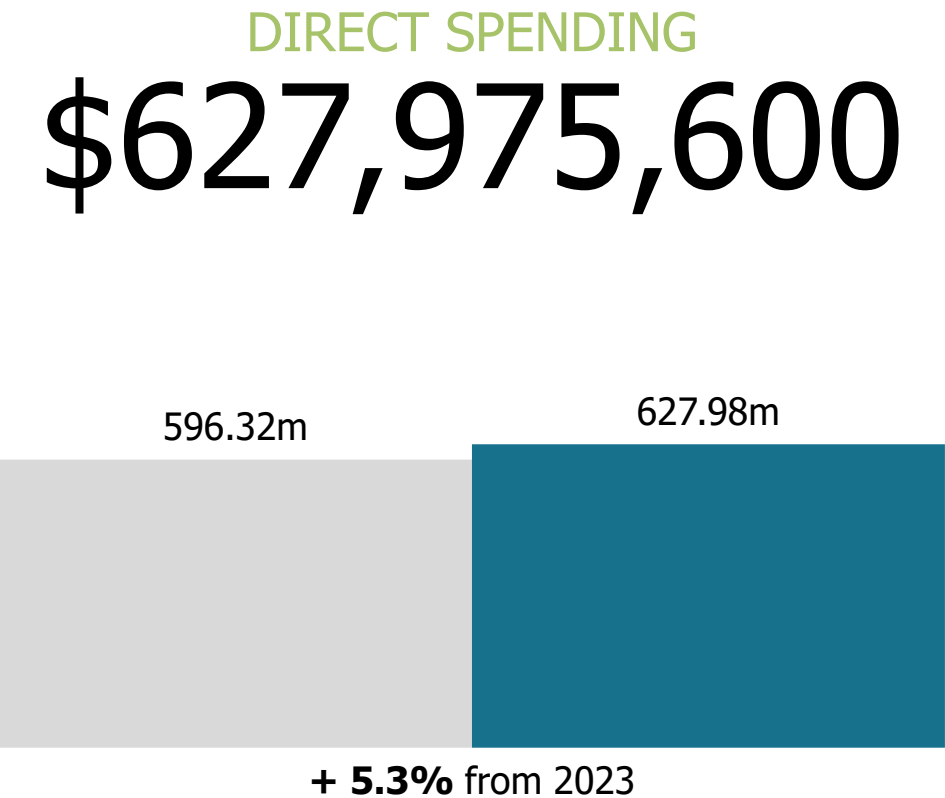


# 3

## QUARTERLY EXECUTIVE SUMMARY



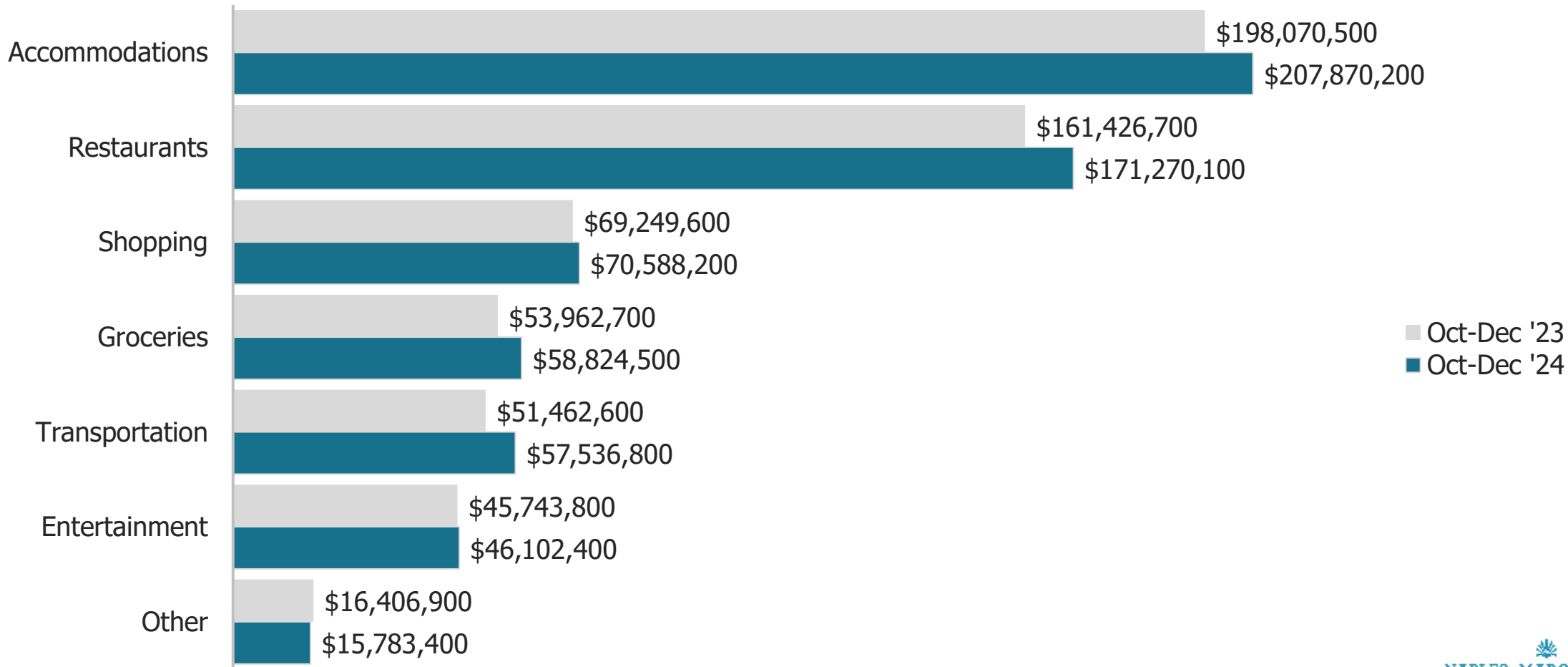




■ Oct-Dec '23 ■ Oct-Dec '24

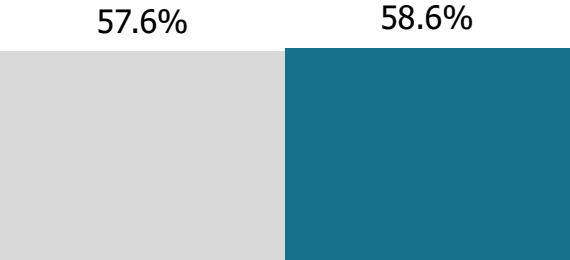
<sup>1</sup> The IMPLAN multiplier for Collier County was 1.388 for 2023 and is 1.382 in 2024.

# OCT - DEC 2024 | SPENDING BY CATEGORY



OCCUPANCY RATE

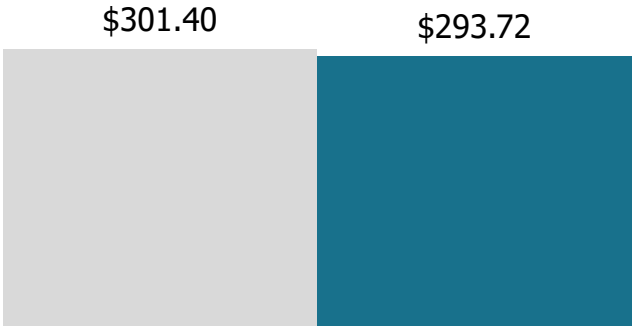
58.6%



+ 1.7% from 2023

AVERAGE DAILY RATE

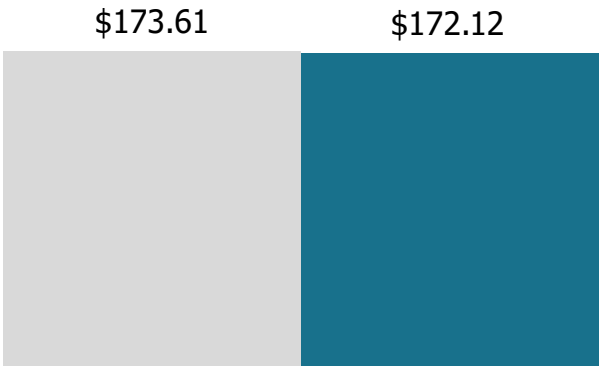
\$293.72



- 2.5% from 2023

REVENUE PER AVAILABLE ROOM

\$172.12



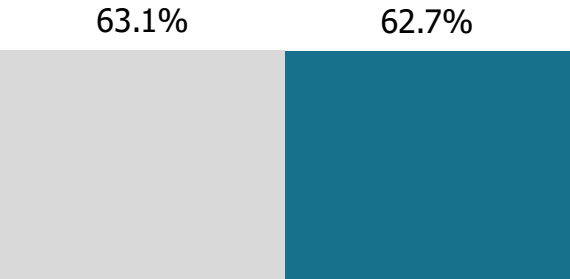
- 0.9% from 2023

<sup>1</sup> Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

■ Oct-Dec '23   ■ Oct-Dec '24

OCCUPANCY RATE

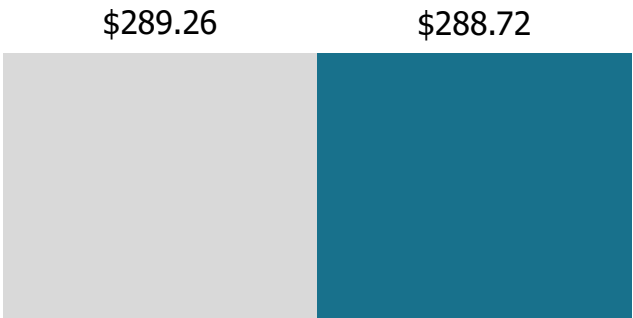
62.7%



- 0.7% from 2023

AVERAGE DAILY RATE

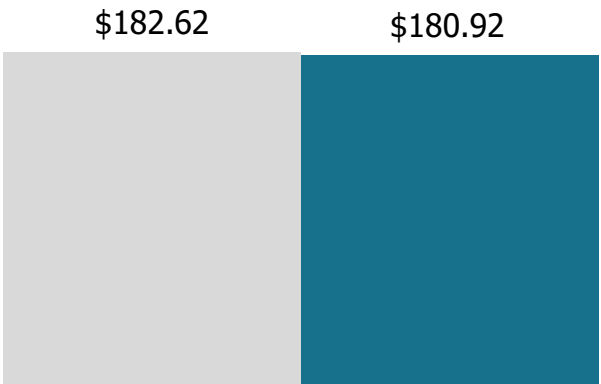
\$288.72



- 0.2% from 2023

REVENUE PER AVAILABLE ROOM

\$180.92



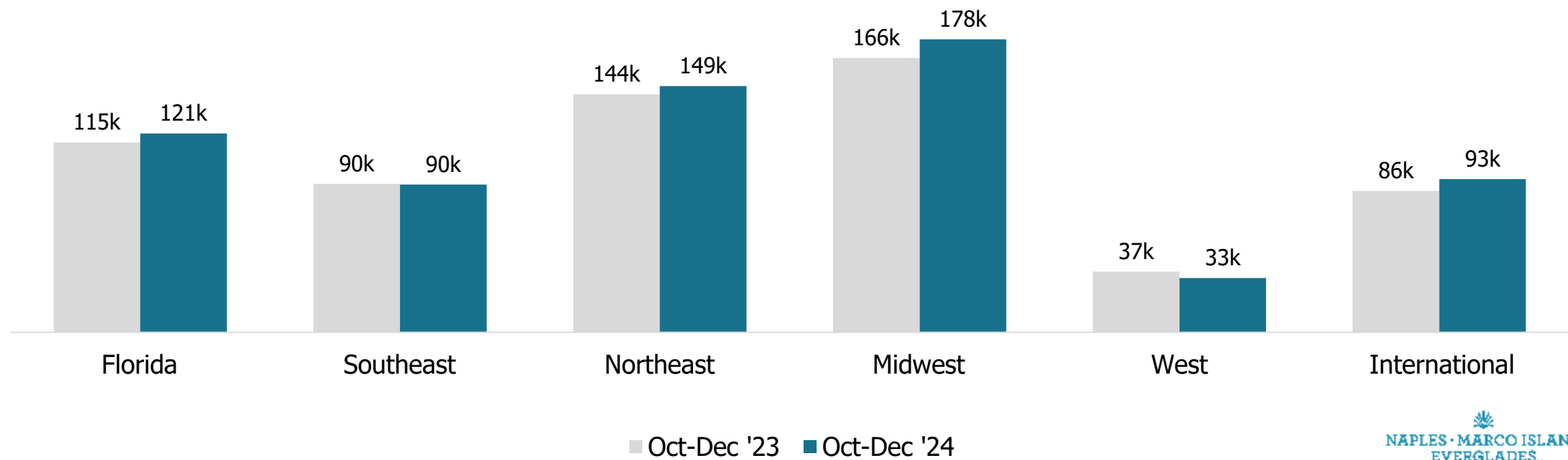
- 0.9% from 2023

■ Oct-Dec '23 ■ Oct-Dec '24

<sup>1</sup> Source: STR

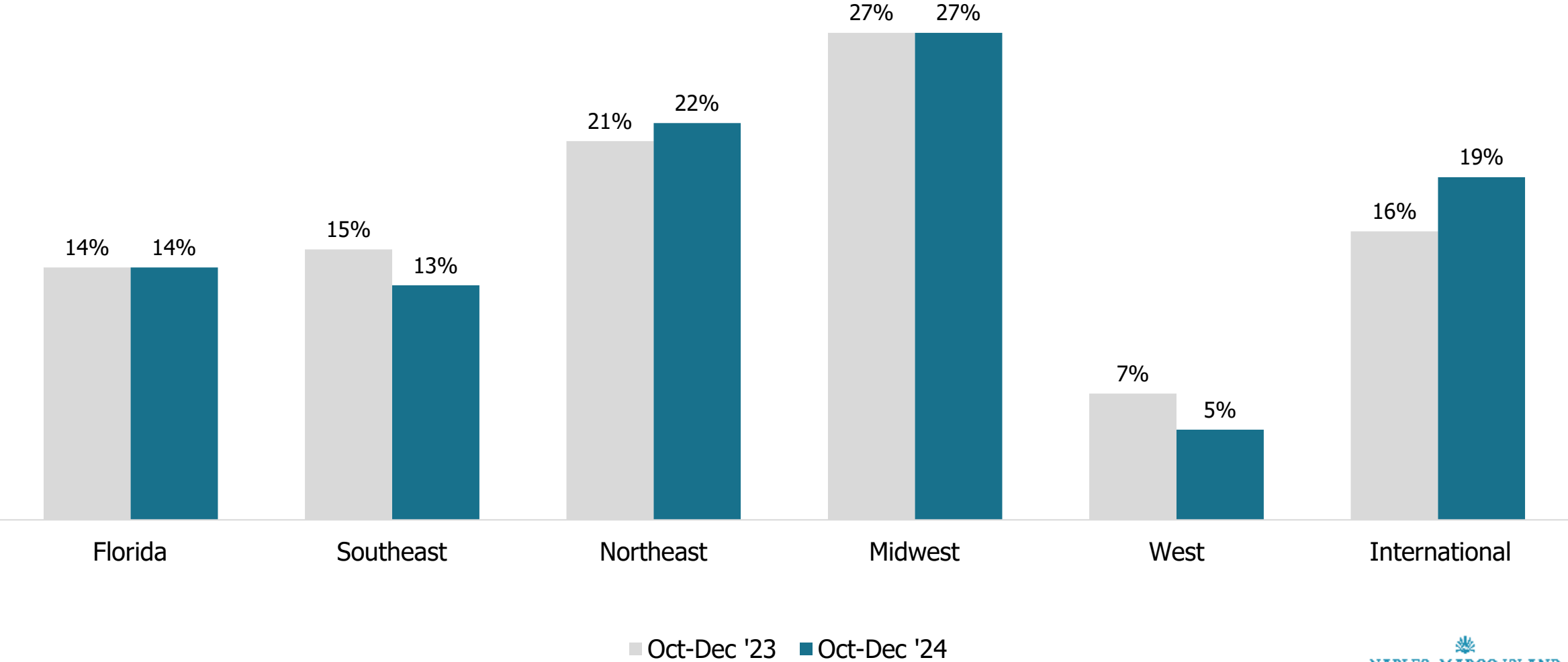
FLORIDA VISITORS  
120,500

OUT-OF-STATE VISITORS  
449,400





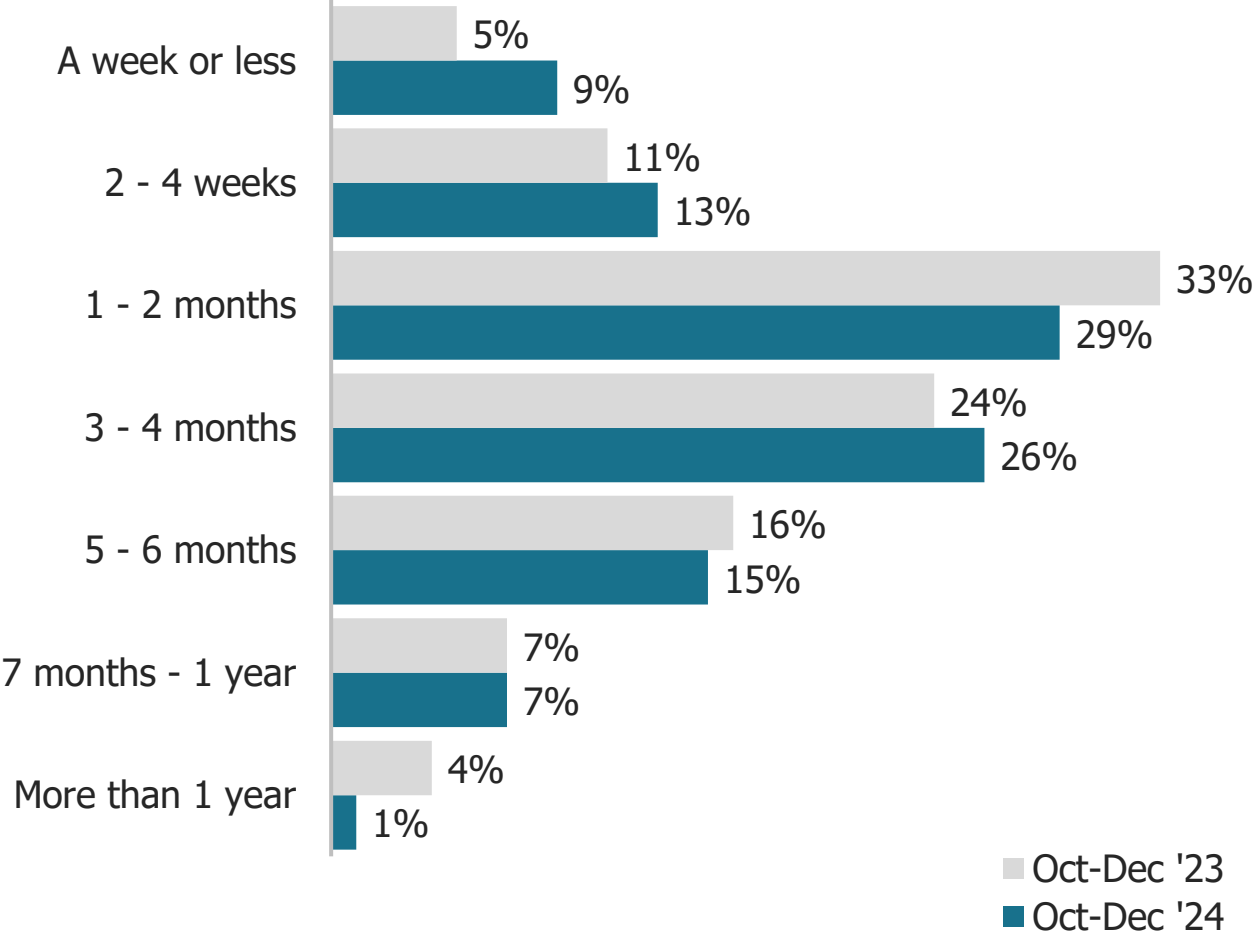
# OCT-DEC 2024 | OVERNIGHT VISITOR ORIGIN TREND



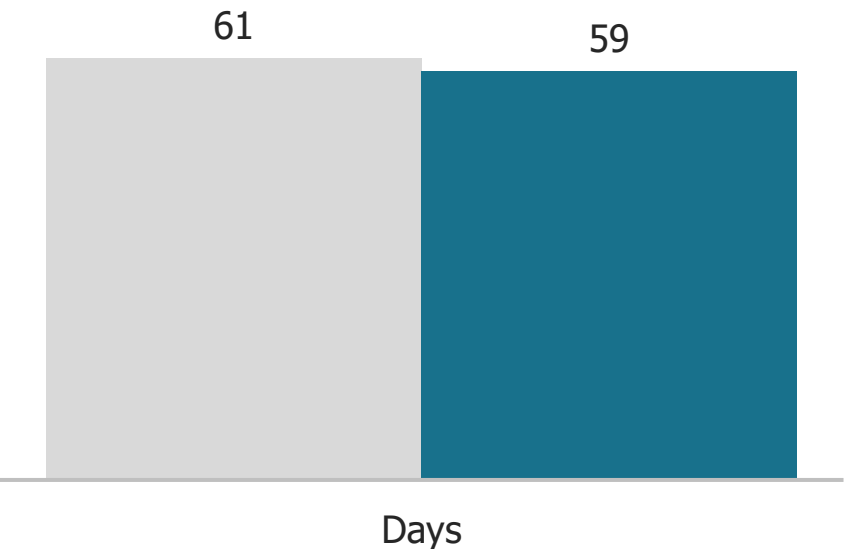


# 4a

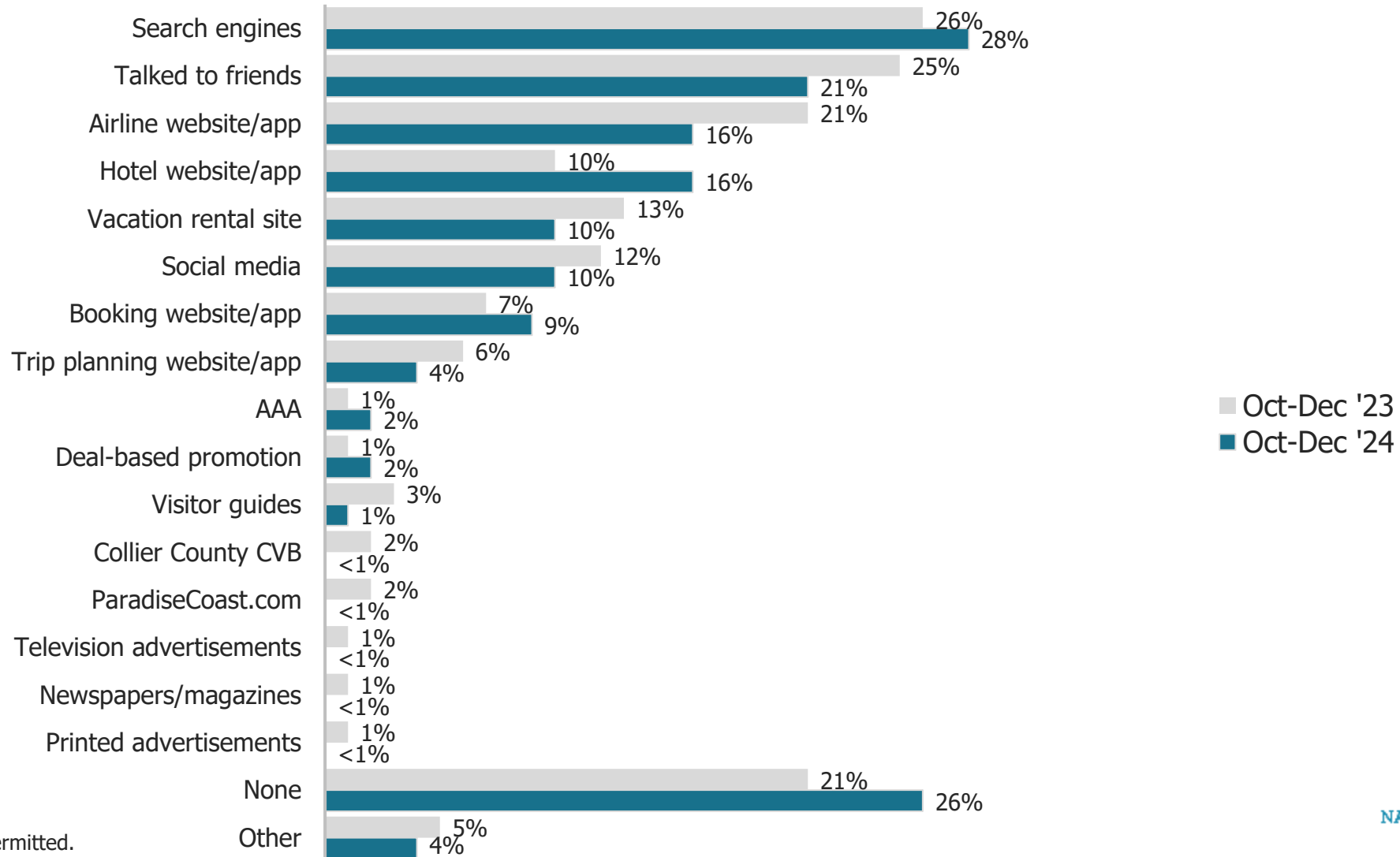
OCT-DEC  
VISITOR BEHAVIOR:  
PRE-VISIT



Median Trip Planning Time

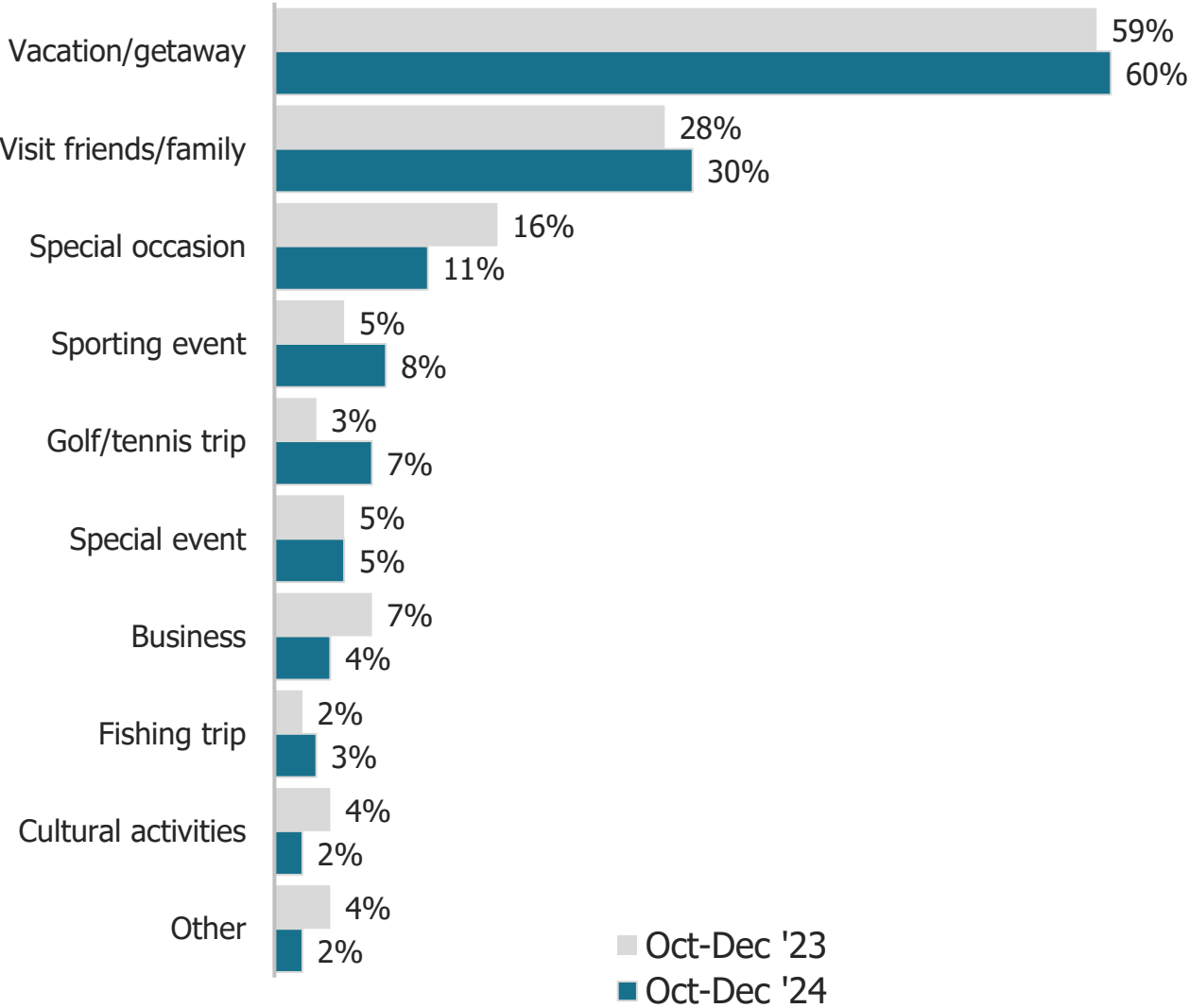


# OCT - DEC 2024 | TRIP PLANNING SOURCES<sup>1</sup>



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

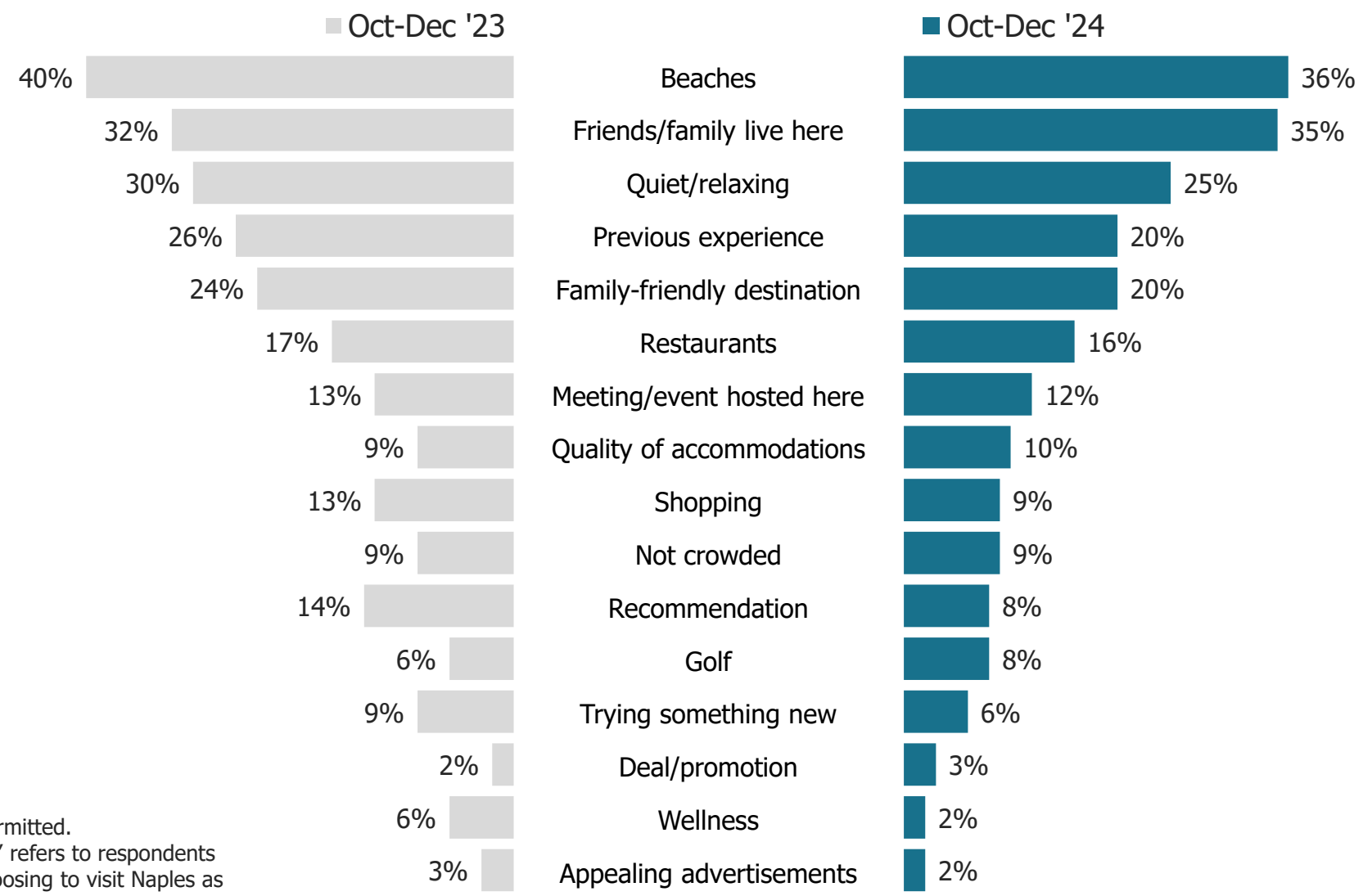
# OCT - DEC 2024 | REASONS FOR VISITING<sup>1</sup>



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

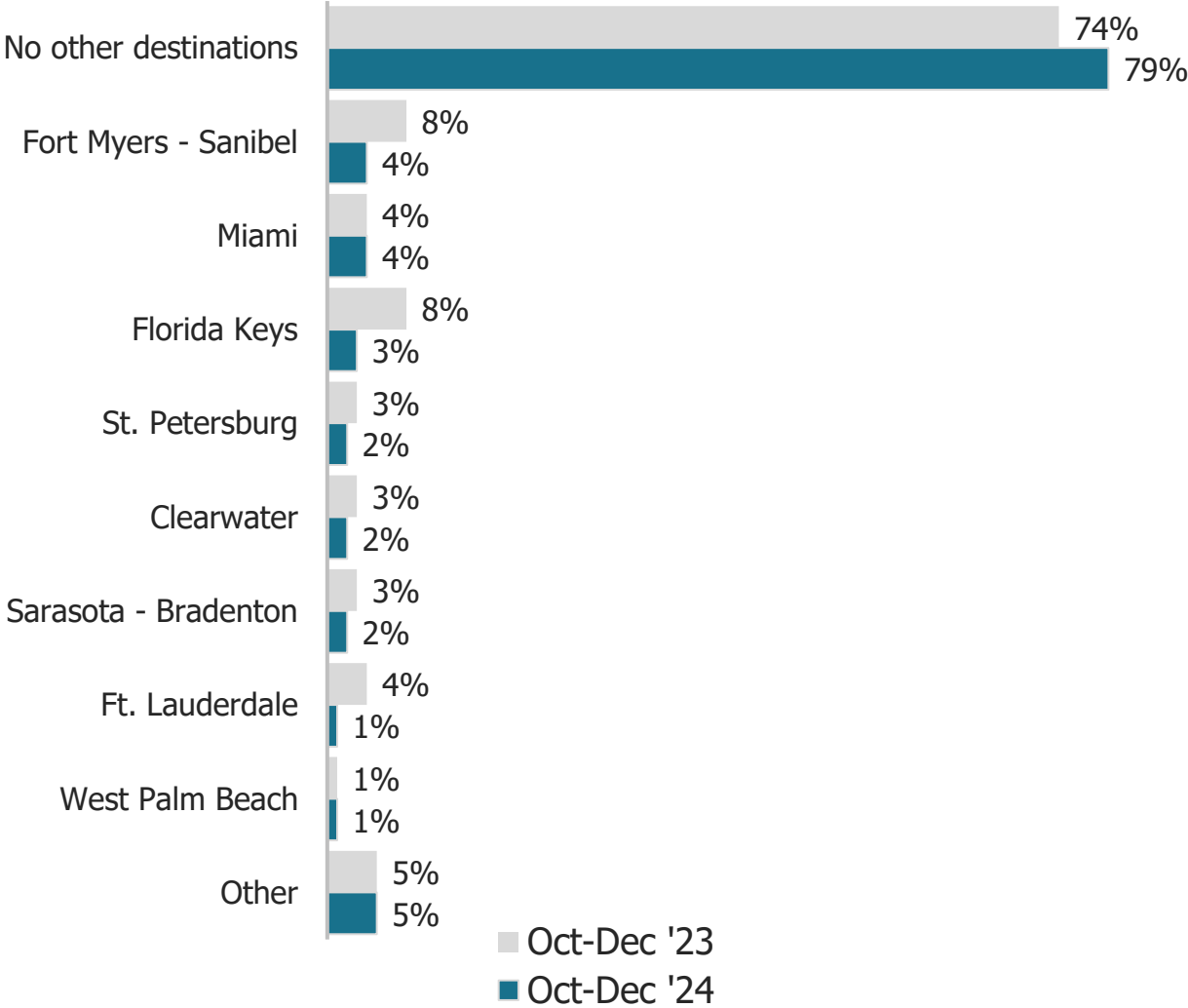


# OCT - DEC 2024 | REASONS FOR CHOOSING<sup>1,2</sup>

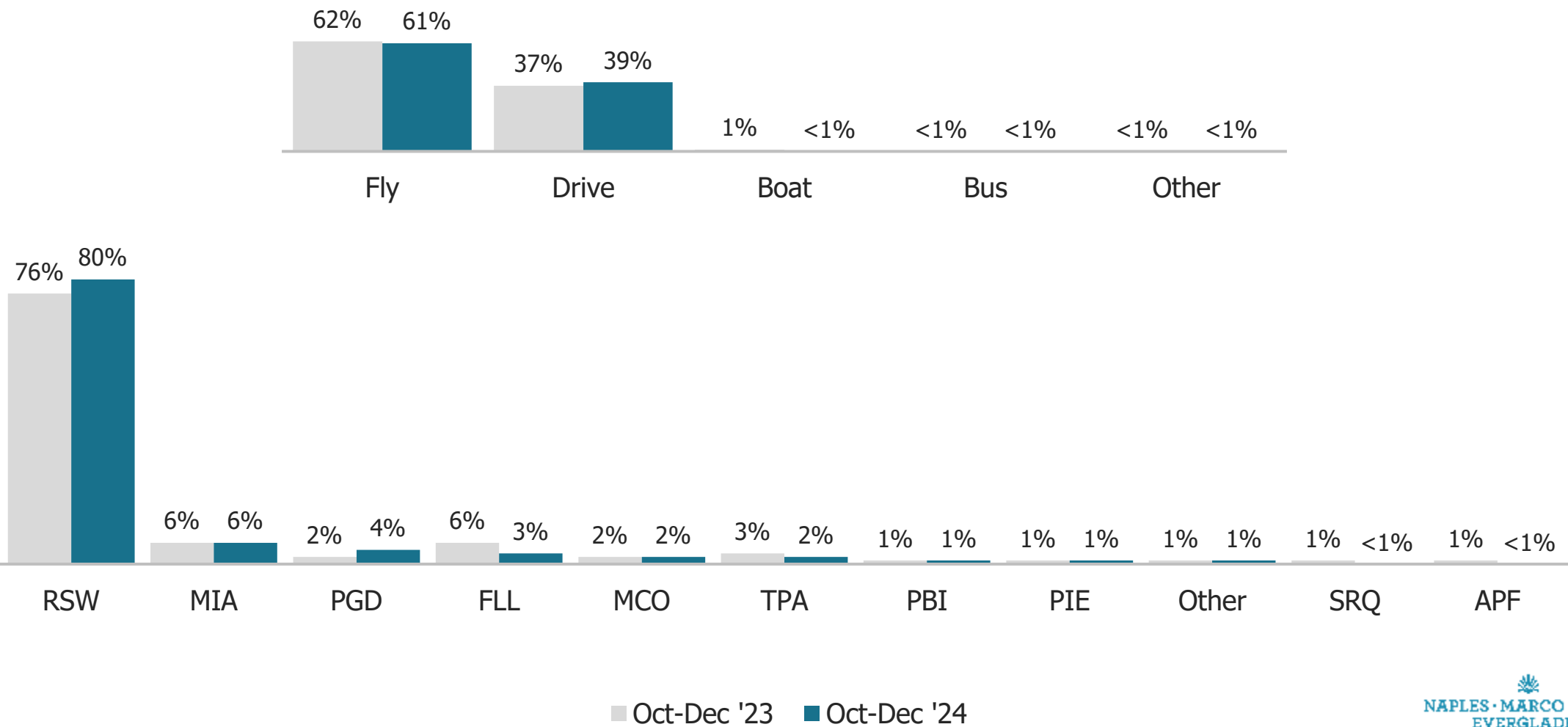


<sup>1</sup> Multiple responses permitted.  
<sup>2</sup> "Reason for choosing" refers to respondents reported reason for choosing to visit Naples as opposed to other Florida destinations.

# OCT - DEC 2024 | DESTINATIONS CONSIDERED<sup>1</sup>



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





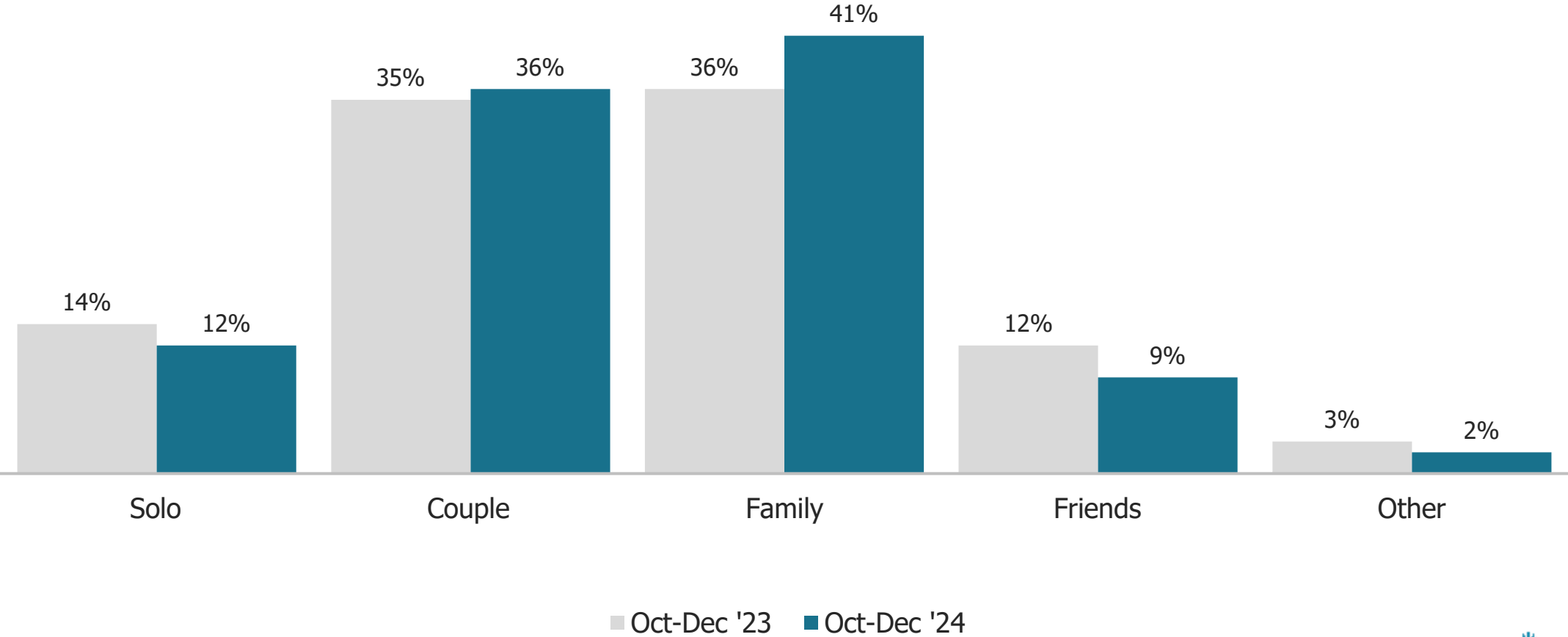


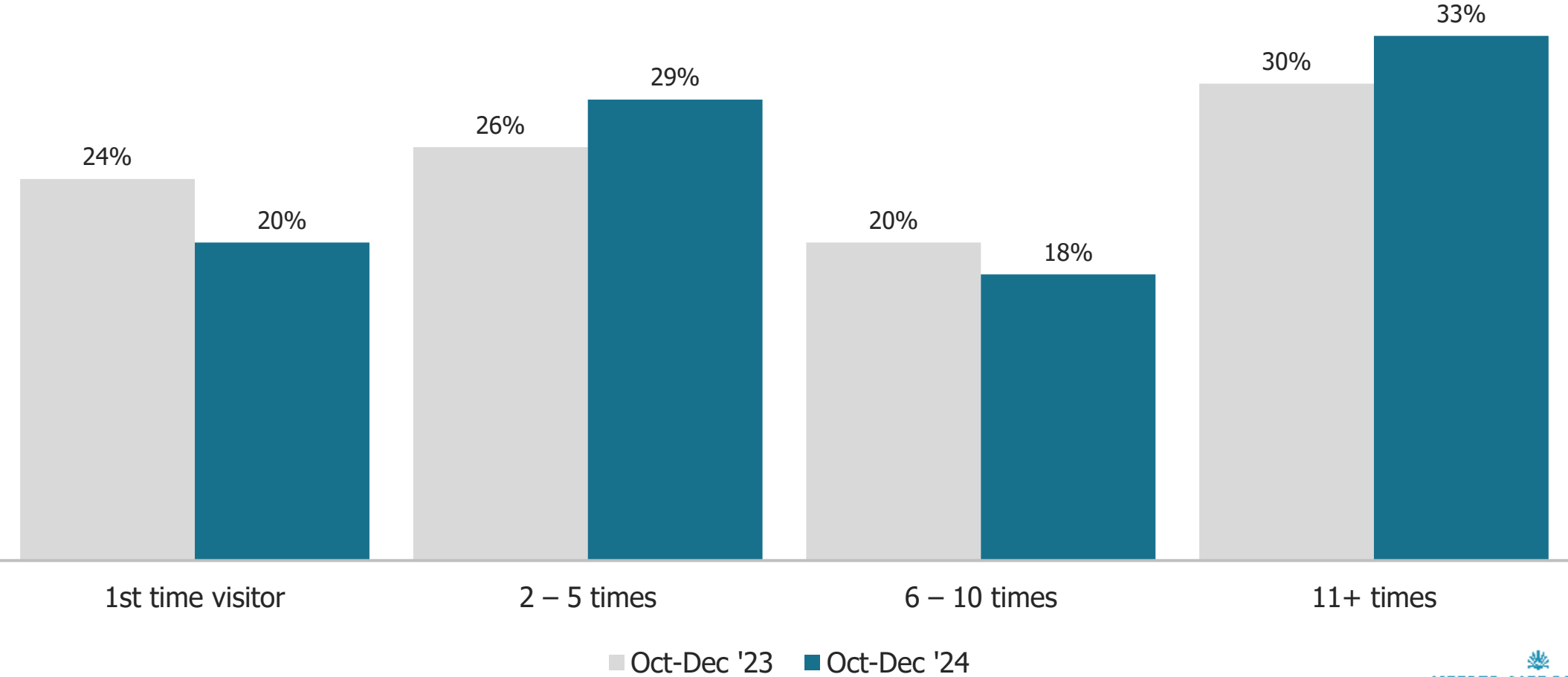
# 4b

OCT-DEC  
VISITOR BEHAVIOR:  
TRAVEL PARTY  
PROFILE

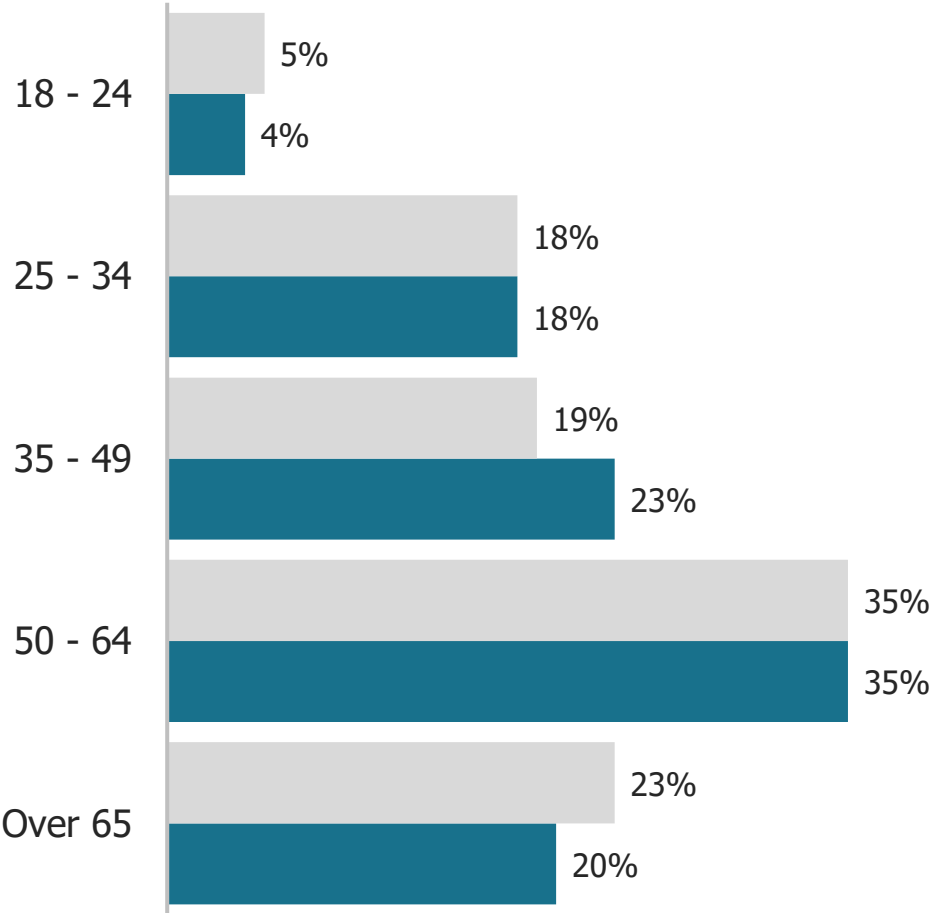


# OCT - DEC 2024 | TRAVEL PARTY TYPE



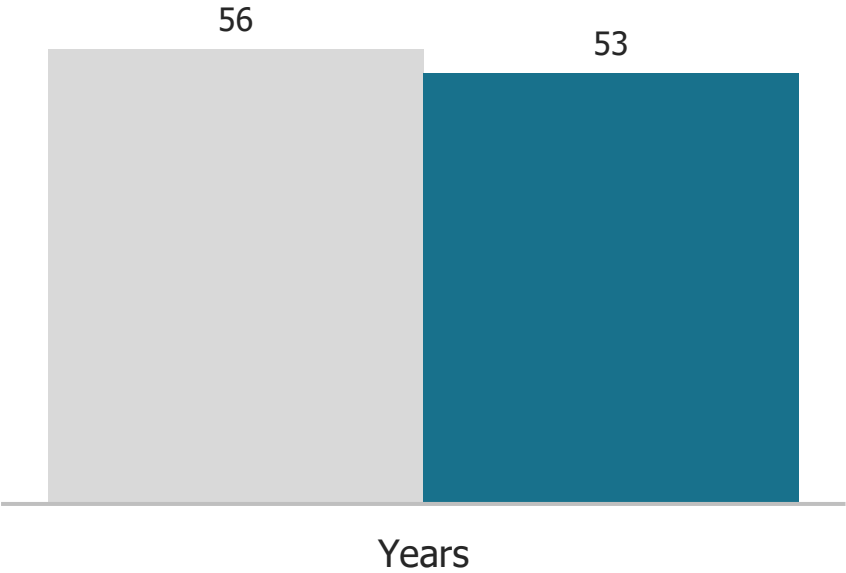


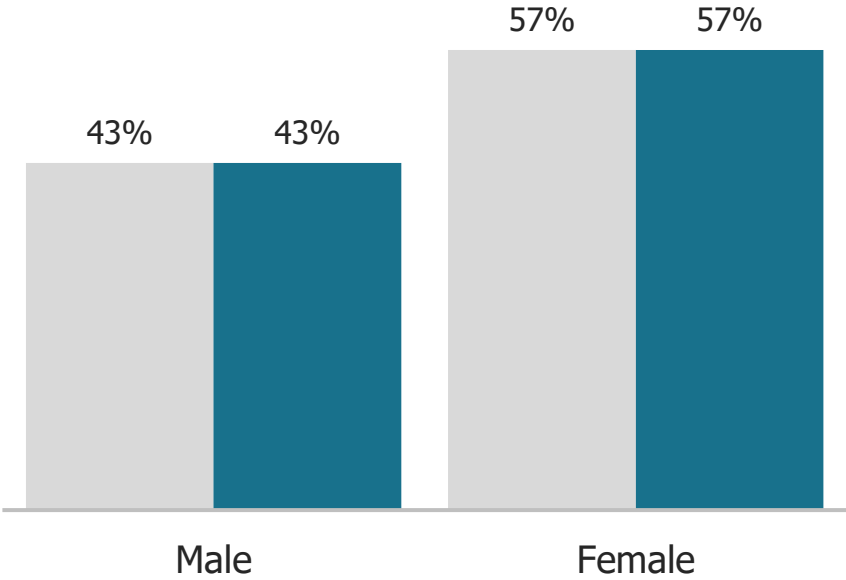
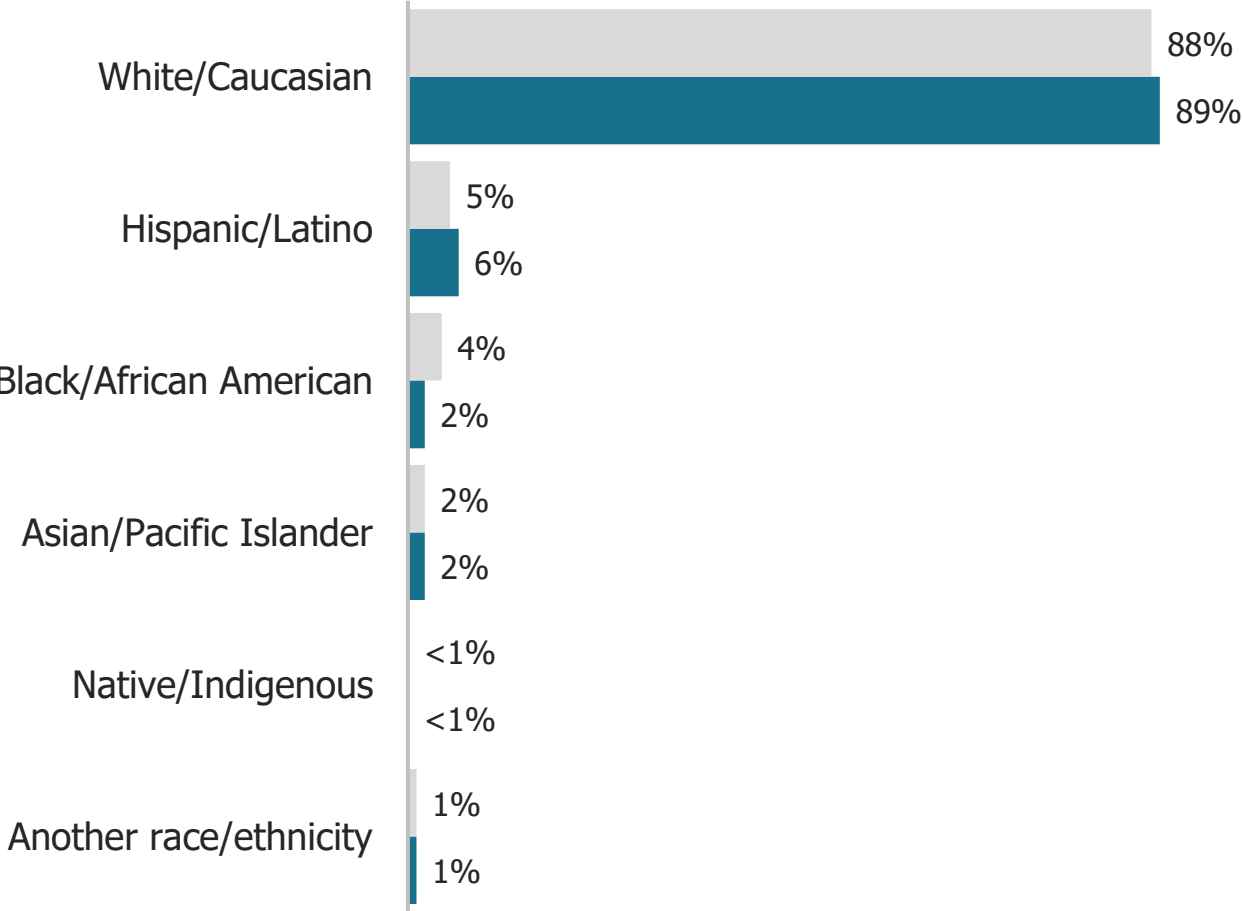




■ Oct-Dec '23 ■ Oct-Dec '24

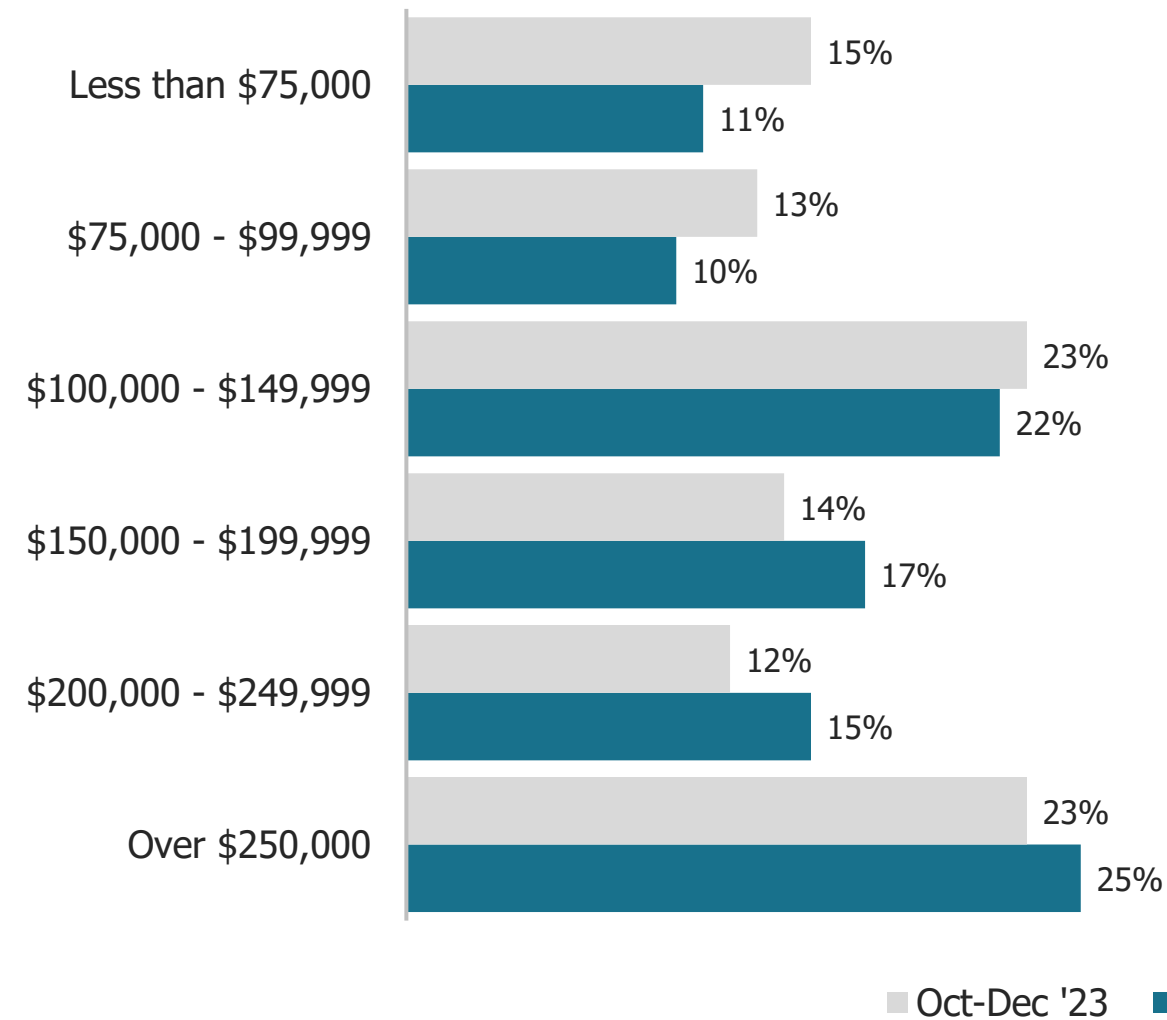
Median Age



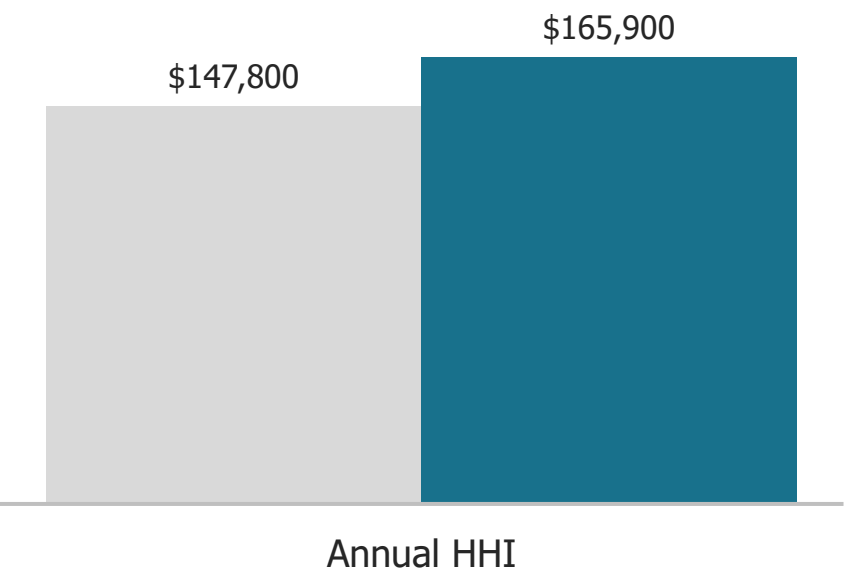


<sup>1</sup> Of person interviewed. Females are generally more likely to agree to participate in survey research.

■ Oct-Dec '23   ■ Oct-Dec '24



Median Household Income



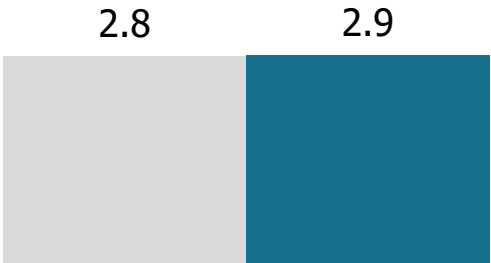


# 4c

OCT-DEC  
VISITOR BEHAVIOR:  
TRIP  
EXPERIENCE

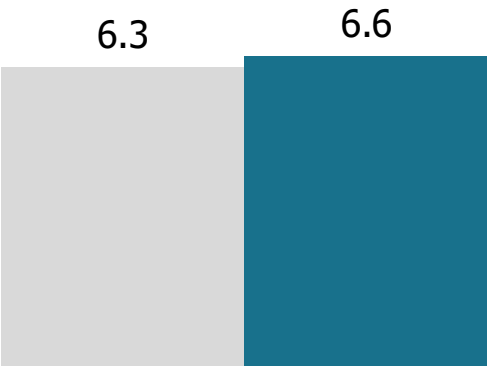
TRAVEL PARTY SIZE

2.9



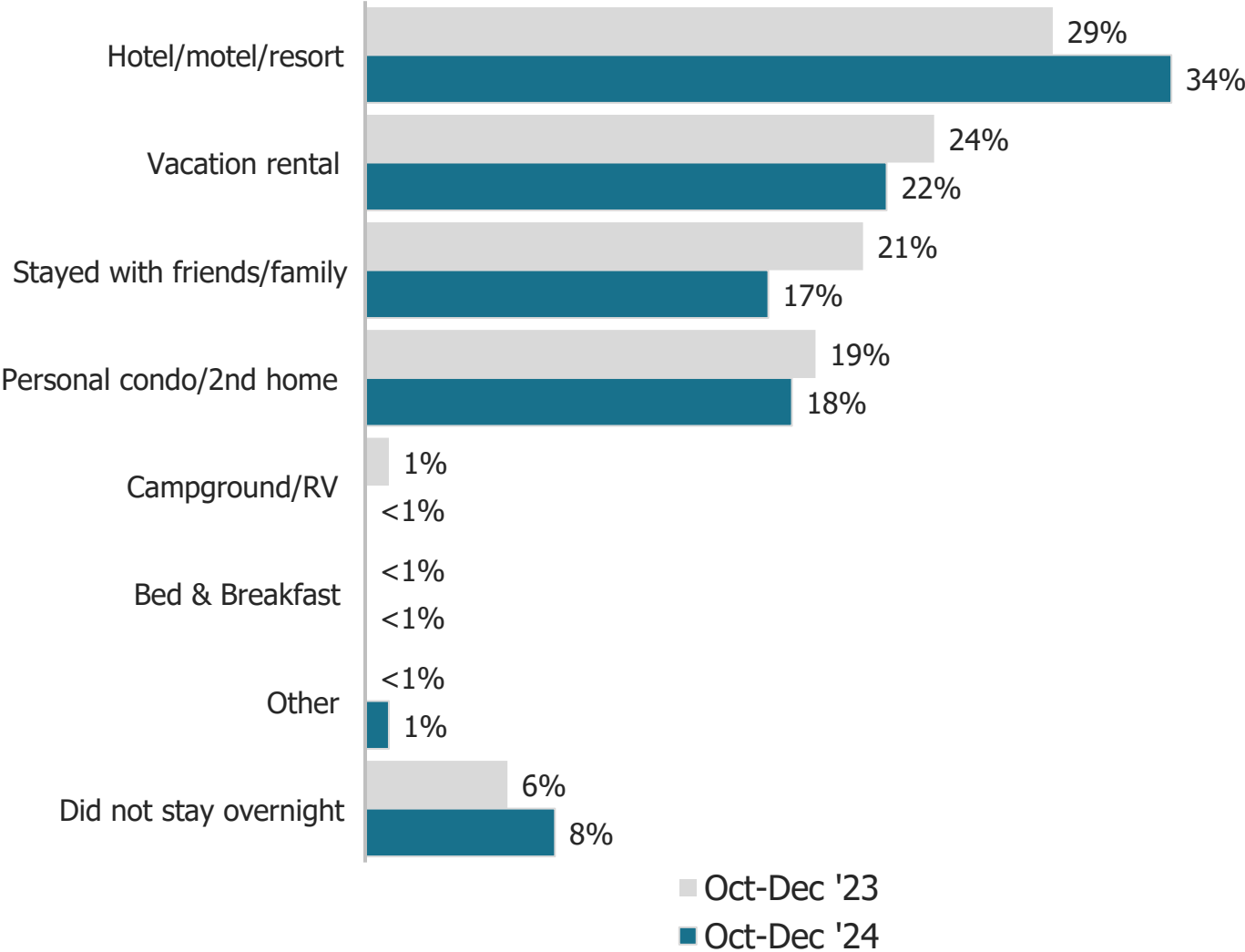
NIGHTS STAYED

6.6



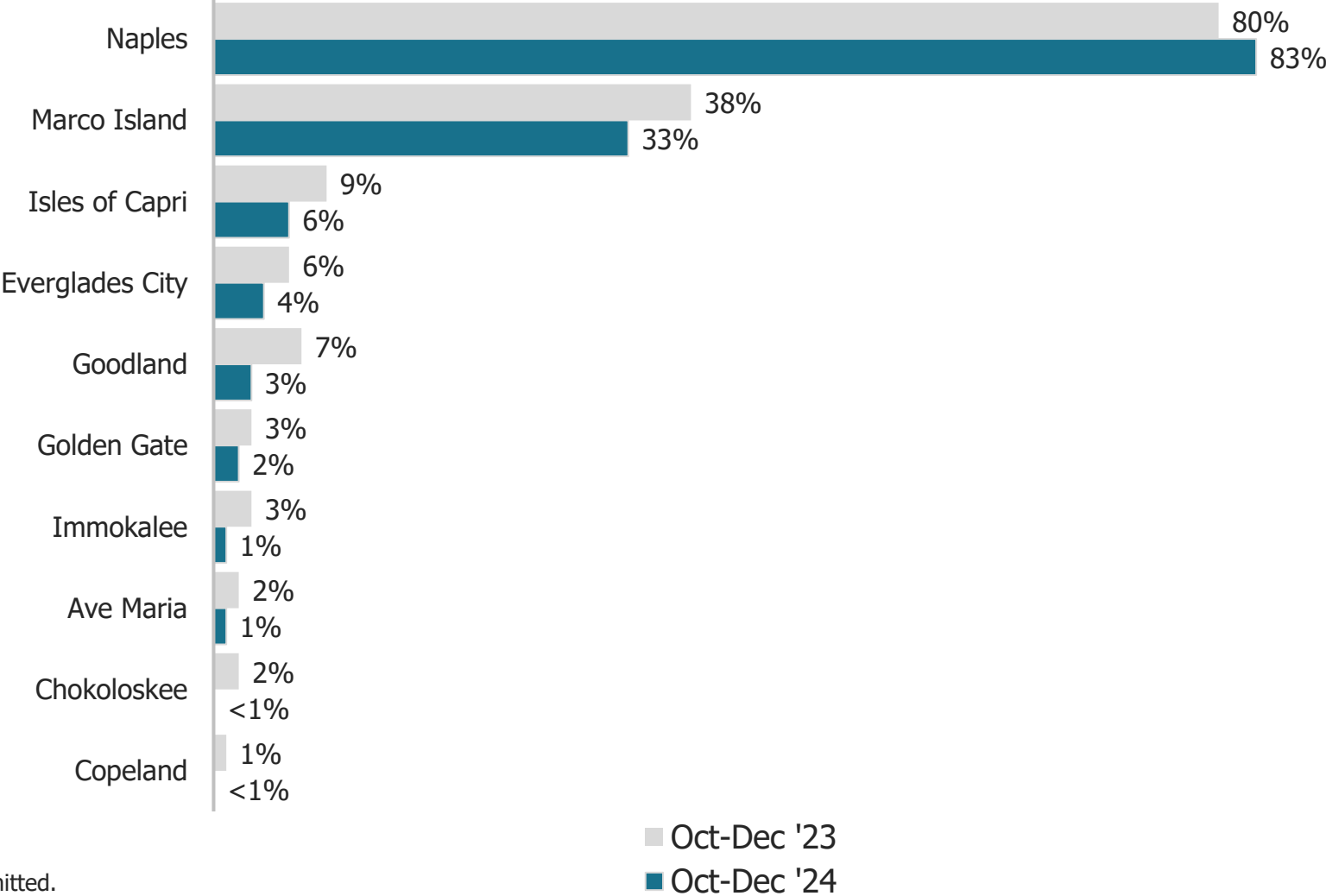
■ Oct-Dec '23   ■ Oct-Dec '24

# OCT - DEC 2024 | TYPE OF ACCOMODATIONS



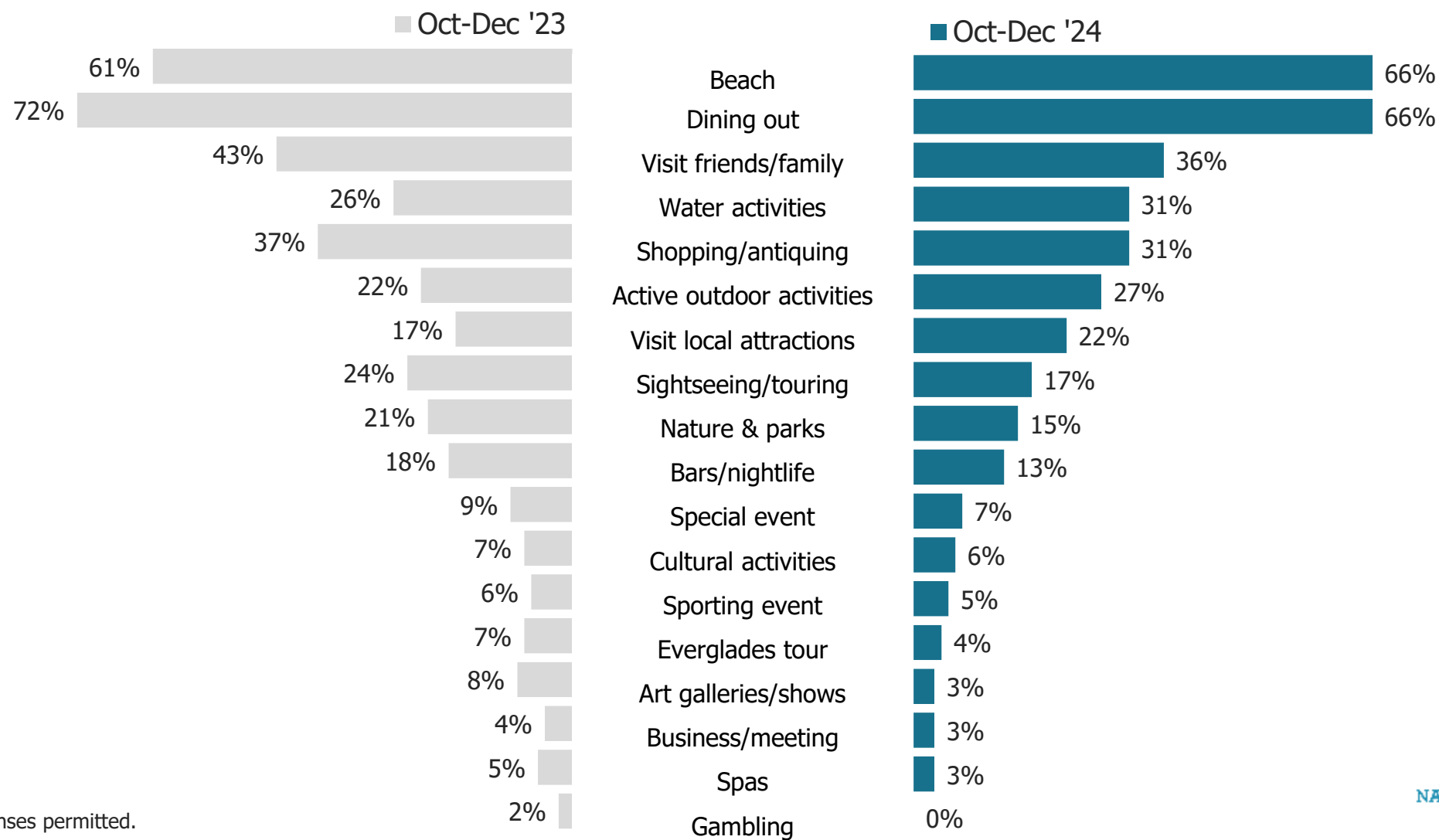


# OCT - DEC 2024 | AREAS VISITED<sup>1</sup>

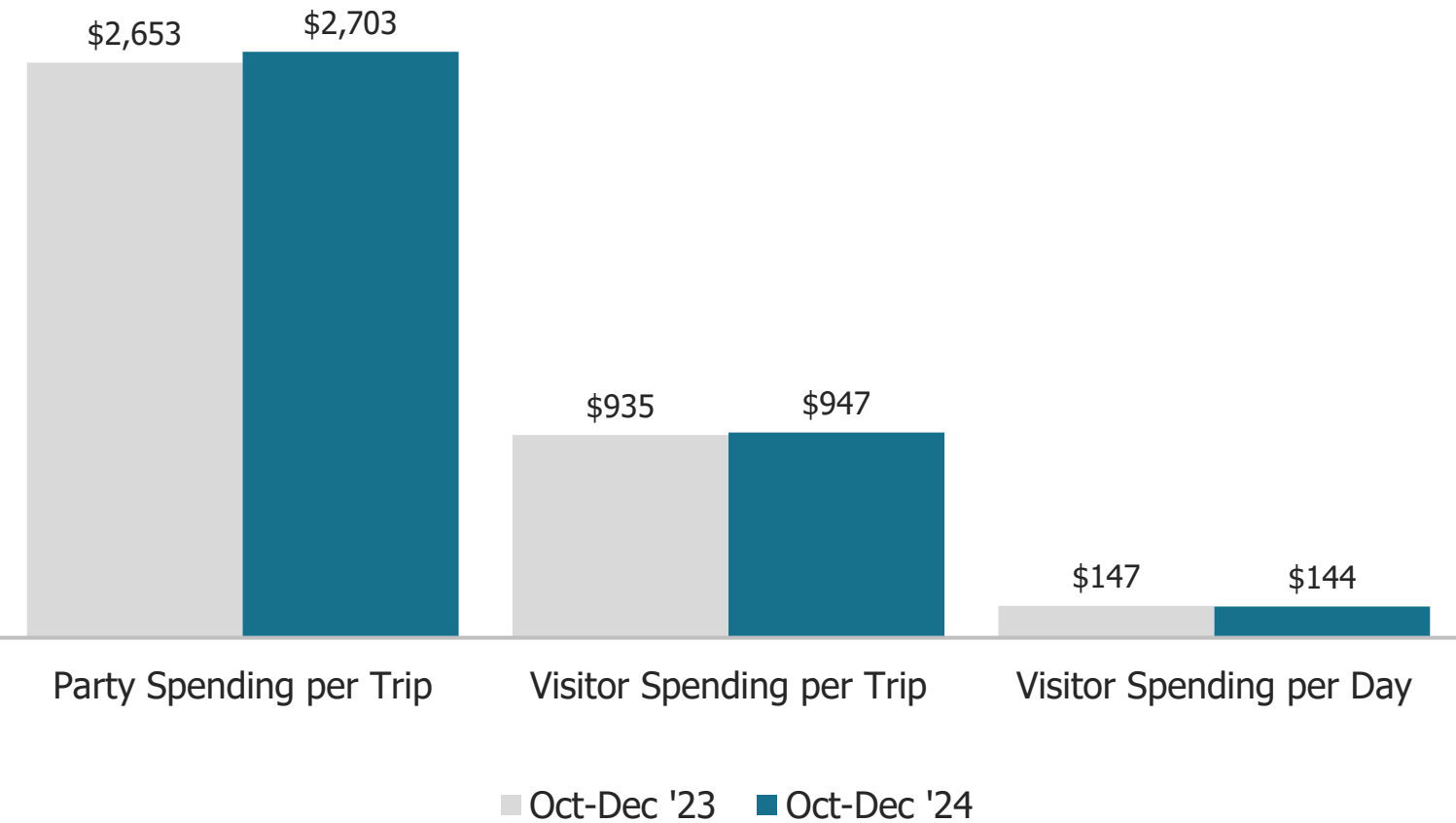


<sup>1</sup> Multiple responses permitted.

# OCT - DEC 2024 | TRIP ACTIVITIES<sup>1</sup>



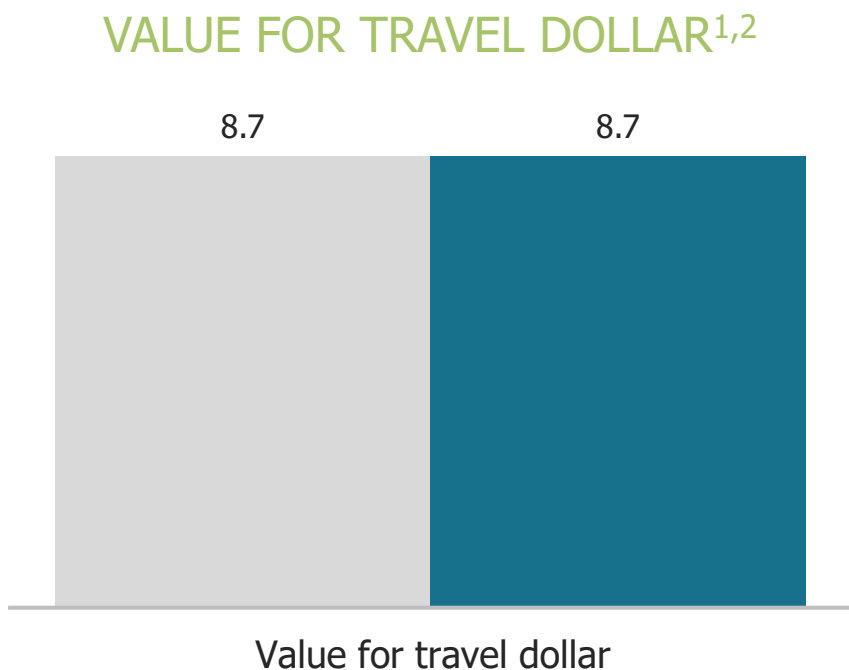
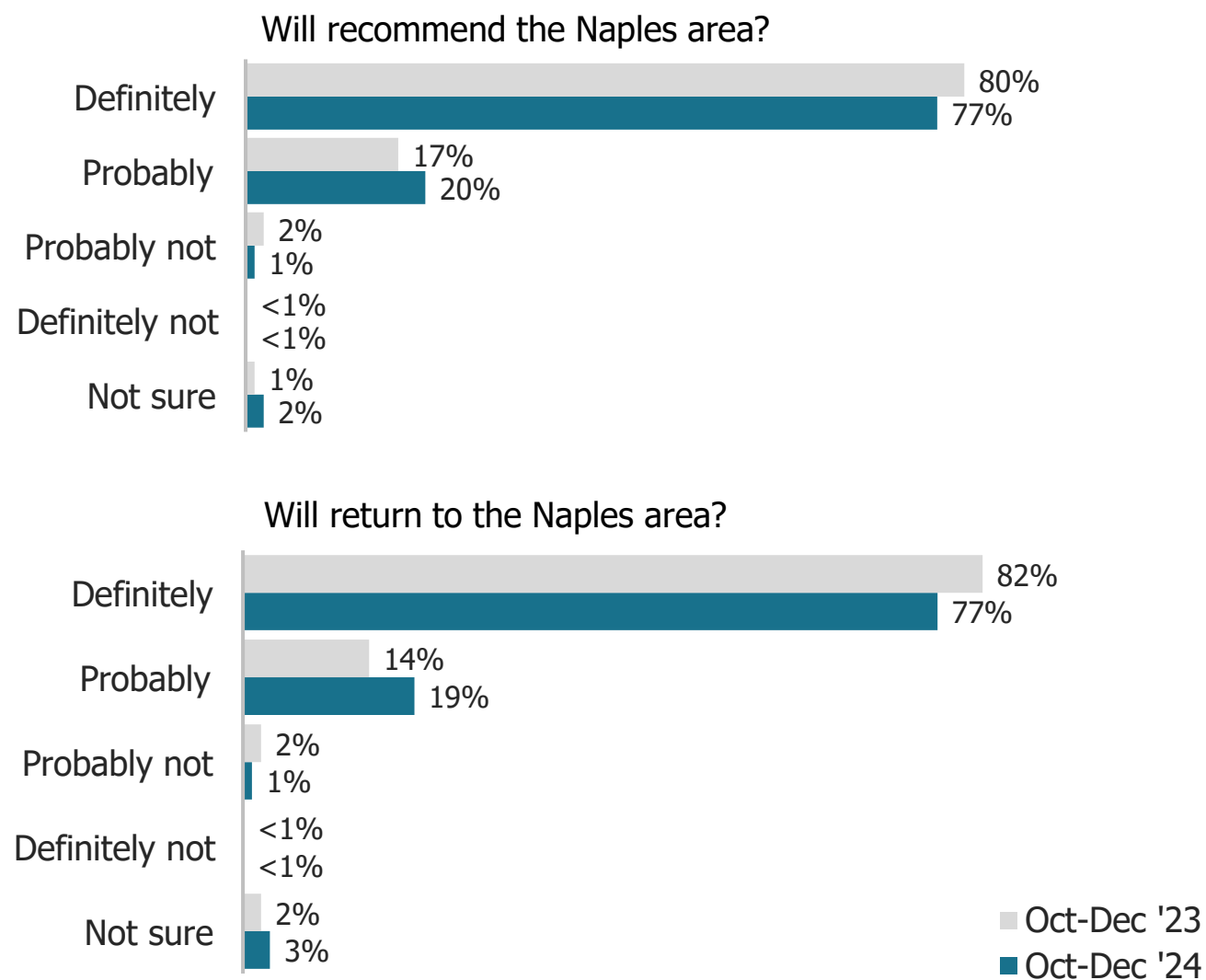
<sup>1</sup> Multiple responses permitted.





# 4d

OCT-DEC  
VISITOR BEHAVIOR:  
POST-TRIP  
EVALUATION



<sup>1</sup> 10-point scale where 10 is "excellent" and 1 is "poor".  
<sup>2</sup> All visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower ratings.





# 5a

MONTHLY  
DESTINATION  
COMPARISONS



# MONTHLY COMPARISONS | SUPPLY

	Hotel Supply (Rooms)	Δ% in Supply from December 2023
	Total	Total
Miami	2,030,066	- 0.3%
Ft. Lauderdale	1,209,713	- 0.4%
Palm Beach	598,548	+ 1.0%
Sarasota	378,975	- 1.3%
Ft. Myers	371,380	+ 4.4%
Florida Keys	330,305	+ 1.4%
St. Petersburg	321,160	- 9.1%
Clearwater	277,574	- 1.1%
Naples	259,005	+ 12.7%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# MONTHLY COMPARISONS | DEMAND

	Hotel Demand (Rooms)				Δ% in Demand from December 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	1,265,977	175,248	94,604	1,535,829	- 1.2%	+ 5.3%	+ 7.6%	0.0%
Ft. Lauderdale	748,633	108,608	28,699	885,940	- 0.4%	- 11.9%	- 9.4%	- 2.3%
Palm Beach	346,527	87,165	9,438	443,129	+ 3.1%	+ 48.4%	- 5.2%	+ 9.5%
Sarasota	212,718	45,559	10,569	268,846	+ 11.2%	+ 11.1%	+ 26.7%	+ 11.7%
St. Petersburg	193,445	47,057	6,950	247,452	+ 17.2%	+ 23.6%	+ 149.6%	+ 20.2%
Ft. Myers	187,759	30,295	21,840	239,893	+ 8.0%	+ 0.7%	+ 1.0%	+ 6.4%
Florida Keys	212,184	25,332	816	238,332	- 0.7%	- 4.7%	+ 23.1%	- 1.1%
Clearwater	172,805	38,909	186	211,899	+ 26.5%	+ 20.8%	-	+ 25.5%
Naples	126,820	41,017	0	167,837	+ 15.8%	+ 24.2%	- 100.0%	+ 17.5%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# MONTHLY COMPARISONS | OCCUPANCY

	Hotel Occupancy (%)				Δ% in Occupancy from December 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
St. Petersburg	60.2%	14.7%	2.2%	77.0%	+ 29.0%	+ 36.0%	+ 174.5%	+ 32.2%
Clearwater	62.3%	14.0%	0.1%	76.3%	+ 27.9%	+ 22.2%	0.0%	+ 26.9%
Miami	62.4%	8.6%	4.7%	75.7%	- 0.9%	+ 5.6%	+ 7.9%	+ 0.3%
Palm Beach	57.9%	14.6%	1.6%	74.0%	+ 2.1%	+ 46.9%	- 6.2%	+ 8.4%
Ft. Lauderdale	61.9%	9.0%	2.4%	73.2%	0.0%	- 11.6%	- 9.0%	- 1.9%
Florida Keys	64.2%	7.7%	0.2%	72.2%	- 2.0%	- 6.0%	+ 21.5%	- 2.4%
Sarasota	56.1%	12.0%	2.8%	70.9%	+ 12.7%	+ 12.6%	+ 28.3%	+ 13.2%
Naples	49.0%	15.8%	0.0%	64.8%	+ 2.8%	+ 10.3%	- 100.0%	+ 4.3%
Ft. Myers	50.6%	8.2%	5.9%	64.6%	+ 3.5%	- 3.5%	- 3.2%	+ 1.9%

<sup>1</sup> Metrics provided by STR.

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<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# MONTHLY COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from December 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	\$351.98	\$49.26	\$12.49	\$413.73	- 2.0%	+ 15.5%	+ 19.6%	+ 0.3%
Ft. Lauderdale	\$141.61	\$21.33	\$3.94	\$166.88	- 3.1%	- 10.1%	+ 0.3%	- 4.0%
Palm Beach	\$104.62	\$21.54	\$1.02	\$127.18	+ 6.6%	+ 44.9%	+ 7.0%	+ 11.6%
Florida Keys	\$84.26	\$8.50	\$0.25	\$93.01	- 3.4%	- 8.0%	- 0.5%	- 3.9%
Naples	\$48.60	\$10.04	\$0.00	\$58.64	+ 12.6%	+ 29.4%	- 100.0%	+ 15.1%
Sarasota	\$43.26	\$8.43	\$1.62	\$53.31	+ 16.3%	+ 22.2%	+ 56.4%	+ 18.1%
St. Petersburg	\$35.15	\$7.39	\$0.81	\$43.36	+ 25.5%	+ 26.1%	+ 246.0%	+ 27.1%
Clearwater	\$31.66	\$7.23	\$0.00	\$38.90	+ 38.8%	+ 29.4%	-	+ 36.9%
Ft. Myers	\$29.52	\$4.63	\$2.88	\$37.03	+ 6.9%	- 5.9%	+ 5.2%	+ 5.0%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# MONTHLY COMPARISONS | DAILY RATE

	Hotel Average Daily Rate (\$)				Δ% in ADR from December 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$397.10	\$335.47	\$311.41	\$390.26	- 2.8%	- 3.4%	- 19.2%	- 2.8%
Naples	\$383.25	\$244.73	\$0.00	\$349.40	- 2.8%	+ 4.2%	- 100.0%	- 2.1%
Palm Beach	\$301.92	\$247.08	\$107.89	\$287.00	+ 3.4%	- 2.4%	+ 12.9%	+ 1.9%
Miami	\$278.03	\$281.12	\$132.02	\$269.39	- 0.8%	+ 9.8%	+ 11.1%	+ 0.4%
Sarasota	\$203.38	\$185.09	\$152.84	\$198.29	+ 4.6%	+ 10.0%	+ 23.4%	+ 5.7%
Ft. Lauderdale	\$189.16	\$196.39	\$137.34	\$188.36	- 2.7%	+ 2.1%	+ 10.7%	- 1.7%
Clearwater	\$183.23	\$185.93	\$6.69	\$183.57	+ 9.7%	+ 7.1%	0.0%	+ 9.1%
St. Petersburg	\$181.72	\$157.13	\$117.11	\$175.23	+ 7.0%	+ 2.0%	+ 38.6%	+ 5.8%
Ft. Myers	\$157.20	\$152.88	\$132.08	\$154.37	- 1.0%	- 6.6%	+ 4.2%	- 1.3%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# MONTHLY COMPARISONS | REVPAR

	Hotel Revenue Per Available Room (\$)				Δ% in RevPAR from December 2023			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$255.10	\$25.73	\$0.77	\$281.59	- 4.7%	- 9.2%	- 1.8%	- 5.2%
Naples	\$187.66	\$38.76	\$0.00	\$226.41	- 0.1%	+ 14.9%	- 100.0%	+ 2.1%
Palm Beach	\$174.79	\$35.98	\$1.70	\$212.47	+ 5.6%	+ 43.5%	+ 6.0%	+ 10.5%
Miami	\$173.38	\$24.27	\$6.15	\$203.80	- 1.7%	+ 15.9%	+ 20.0%	+ 0.7%
Sarasota	\$114.15	\$22.25	\$4.26	\$140.67	+ 17.8%	+ 23.8%	+ 58.4%	+ 19.7%
Clearwater	\$114.07	\$26.06	\$0.00	\$140.14	+ 40.3%	+ 30.8%	0.0%	+ 38.5%
Ft. Lauderdale	\$117.06	\$17.63	\$3.26	\$137.95	- 2.7%	- 9.7%	+ 0.7%	- 3.6%
St. Petersburg	\$109.45	\$23.02	\$2.53	\$135.01	+ 38.0%	+ 38.7%	+ 280.6%	+ 39.8%
Ft. Myers	\$79.48	\$12.47	\$7.77	\$99.72	+ 2.4%	- 9.9%	+ 0.8%	+ 0.6%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.





# 5b

FISCAL YTD  
DESTINATION  
COMPARISONS



# FYTD COMPARISONS | SUPPLY

	Hotel Supply (Rooms)	%Δ in Supply from FYTD 2024
	Total	Total
Miami	5,971,622	-0.2%
Ft. Lauderdale	3,584,647	0.0%
Palm Beach	1,770,283	+0.3%
Sarasota	1,132,796	-0.8%
Ft. Myers	1,078,817	+4.3%
Florida Keys	980,260	+0.7%
St. Petersburg	952,369	-9.2%
Clearwater	823,233	-2.4%
Naples	764,774	+14.3%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# FYTD COMPARISONS | DEMAND

	Hotel Demand (Rooms)				%Δ in Demand from FYTD 2024			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	3,421,254	656,377	257,245	4,334,876	+0.2%	+4.1%	+5.6%	+1.0%
Ft. Lauderdale	2,076,770	404,378	68,764	2,549,912	+1.5%	0.0%	-28.4%	+0.1%
Palm Beach	954,337	284,726	23,730	1,262,793	+5.7%	+22.7%	-7.9%	+8.8%
Sarasota	644,470	166,056	24,624	835,150	+14.3%	+37.7%	-11.9%	+17.2%
St. Petersburg	520,718	180,915	17,841	719,474	+10.6%	+24.3%	+160.6%	+15.4%
Ft. Myers	524,498	129,348	51,229	705,074	+6.1%	+6.1%	-4.1%	+5.3%
Florida Keys	557,208	77,623	6,145	640,977	-4.7%	-9.6%	+324.2%	-4.6%
Clearwater	435,377	176,408	186	611,971	+8.7%	+50.1%	-1.8%	+18.0%
Naples	337,795	138,443	-	476,236	+16.9%	+5.0%	-	+13.0%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# FYTD COMPARISONS | OCCUPANCY

	Hotel Occupancy (%)				%Δ in Occupancy from FYTD 2024			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
St. Petersburg	54.7%	19.0%	1.9%	75.5%	+21.8%	+37.0%	+187.1%	+27.2%
Clearwater	52.9%	21.4%	0.0%	74.3%	+11.3%	+53.8%	+0.7%	+20.9%
Sarasota	56.9%	14.7%	2.2%	73.7%	+15.2%	+38.7%	-11.2%	+18.1%
Miami	57.3%	11.0%	4.3%	72.6%	+0.3%	+4.2%	+5.8%	+1.2%
Palm Beach	53.9%	16.1%	1.3%	71.3%	+5.3%	+22.3%	-8.2%	+8.4%
Ft. Lauderdale	57.9%	11.3%	1.9%	71.1%	+1.5%	0.0%	-28.4%	+0.1%
Florida Keys	56.8%	7.9%	0.6%	65.4%	-5.4%	-10.2%	+321.2%	-5.3%
Ft. Myers	48.6%	12.0%	4.7%	65.4%	+1.7%	+1.7%	-8.1%	+0.9%
Naples	44.2%	18.1%	-	62.3%	+2.3%	-8.1%	-	-1.2%

<sup>1</sup> Metrics provided by STR.

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<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

# FYTD COMPARISONS | REVENUE

	Hotel Revenue (Millions of Dollars)				%Δ in Revenue from FYTD 2024			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Miami	\$789.98	\$164.21	\$32.69	\$986.87	+3.0%	+12.3%	+16.0%	+4.8%
Ft. Lauderdale	\$363.04	\$79.62	\$9.24	\$451.90	+3.1%	+0.6%	-19.1%	+2.1%
Palm Beach	\$235.67	\$67.71	\$2.61	\$305.99	+10.2%	+12.5%	+11.7%	+10.7%
Florida Keys	\$188.59	\$24.94	\$3.76	\$217.29	-6.0%	-11.3%	+690.0%	-5.2%
Sarasota	\$118.07	\$32.37	\$3.51	\$153.95	+19.0%	+51.6%	+17.6%	+24.6%
Naples	\$102.80	\$34.97	-	\$137.77	+13.0%	+8.9%	-	+11.8%
St. Petersburg	\$88.62	\$29.28	\$2.03	\$119.93	+12.4%	+30.4%	+269.6%	+17.7%
Clearwater	\$74.50	\$32.44	\$0.00	\$106.94	+9.5%	+63.5%	-11.7%	+21.7%
Ft. Myers	\$75.72	\$19.54	\$6.45	\$101.71	+4.4%	-2.6%	+1.4%	+2.8%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

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# FYTD COMPARISONS | DAILY RATE

	Hotel Average Daily Rate (\$)				%Δ in ADR from FYTD 2024			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$338.46	\$321.27	\$611.84	\$339.00	-1.4%	-1.9%	+86.2%	-0.6%
Naples	\$304.32	\$252.59	-	\$289.28	-3.4%	+3.7%	-	-1.1%
Palm Beach	\$246.95	\$237.80	\$109.96	\$242.31	+4.3%	-8.3%	+21.3%	+1.8%
Miami	\$230.90	\$250.18	\$127.06	\$227.66	+2.8%	+7.9%	+9.8%	+3.7%
Sarasota	\$183.20	\$194.94	\$142.55	\$184.34	+4.1%	+10.1%	+33.4%	+6.3%
Ft. Lauderdale	\$174.81	\$196.89	\$134.43	\$177.22	+1.6%	+0.6%	+13.0%	+2.0%
Clearwater	\$171.12	\$183.89	\$6.69	\$174.75	+0.8%	+8.9%	-10.1%	+3.1%
St. Petersburg	\$170.19	\$161.83	\$113.57	\$166.69	+1.7%	+4.9%	+41.8%	+2.0%
Ft. Myers	\$144.36	\$151.08	\$125.88	\$144.25	-1.6%	-8.3%	+5.8%	-2.4%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.



# FYTD COMPARISONS | REVPAR

	Hotel Revenue Per Available Room (\$)				%Δ in RevPAR from FYTD 2024			
	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total	Transient <sup>2</sup>	Group <sup>3</sup>	Contract <sup>4</sup>	Total
Florida Keys	\$192.39	\$25.44	\$3.84	\$221.67	-6.7%	-12.0%	+684.4%	-5.9%
Naples	\$134.42	\$45.73	-	\$180.14	-1.2%	-4.8%	-	-2.2%
Palm Beach	\$133.13	\$38.25	\$1.47	\$172.85	+9.8%	+12.1%	+11.4%	+10.4%
Miami	\$132.29	\$27.50	\$5.47	\$165.26	+3.1%	+12.4%	+16.2%	+5.0%
Sarasota	\$104.23	\$28.58	\$3.10	\$135.90	+19.9%	+52.8%	+18.5%	+25.5%
Clearwater	\$90.50	\$39.41	\$0.00	\$129.91	+12.2%	+67.5%	-9.5%	+24.7%
Ft. Lauderdale	\$101.28	\$22.21	\$2.58	\$126.07	+3.1%	+0.6%	-19.1%	+2.1%
St. Petersburg	\$93.06	\$30.74	\$2.13	\$125.93	+23.8%	+43.6%	+307.2%	+29.7%
Ft. Myers	\$70.19	\$18.11	\$5.98	\$94.28	+0.1%	-6.7%	-2.8%	-1.5%

<sup>1</sup> Metrics provided by STR.

<sup>2</sup> Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.

<sup>3</sup> Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.

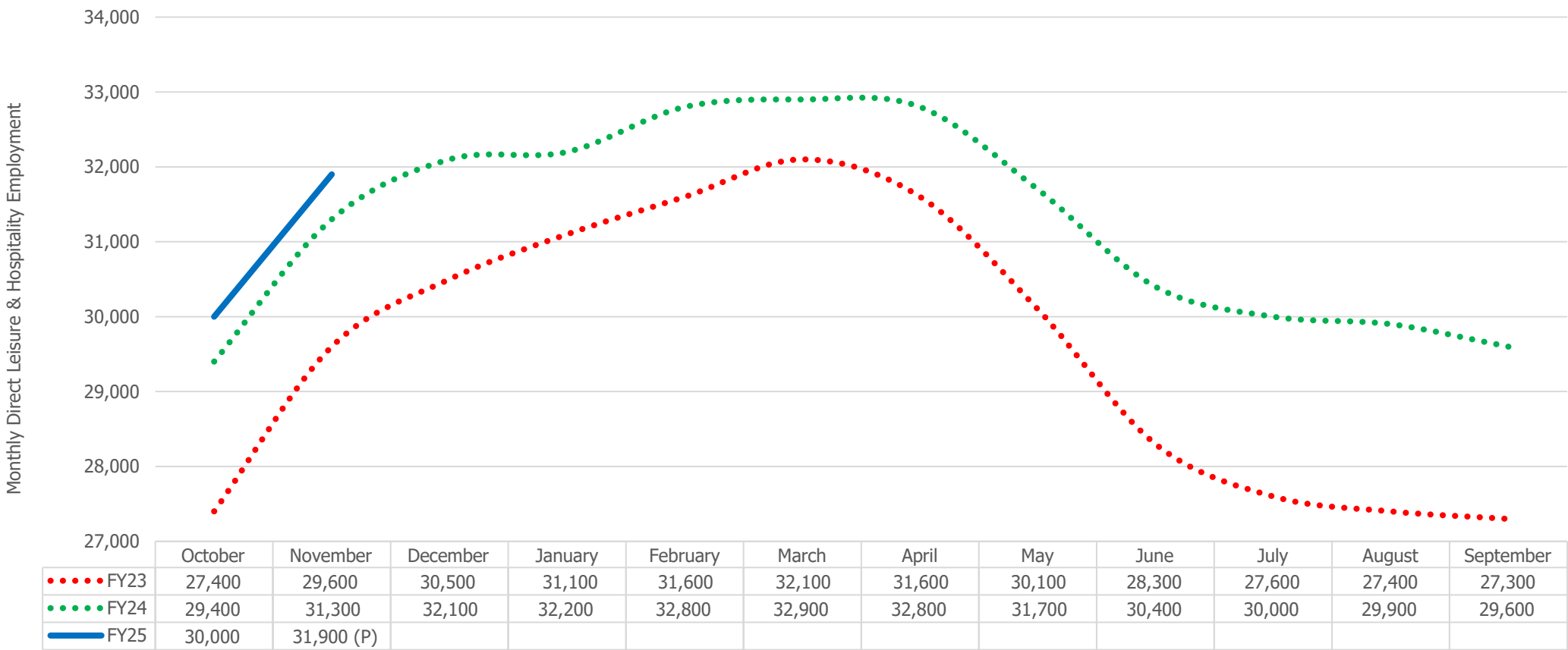
<sup>4</sup> Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.



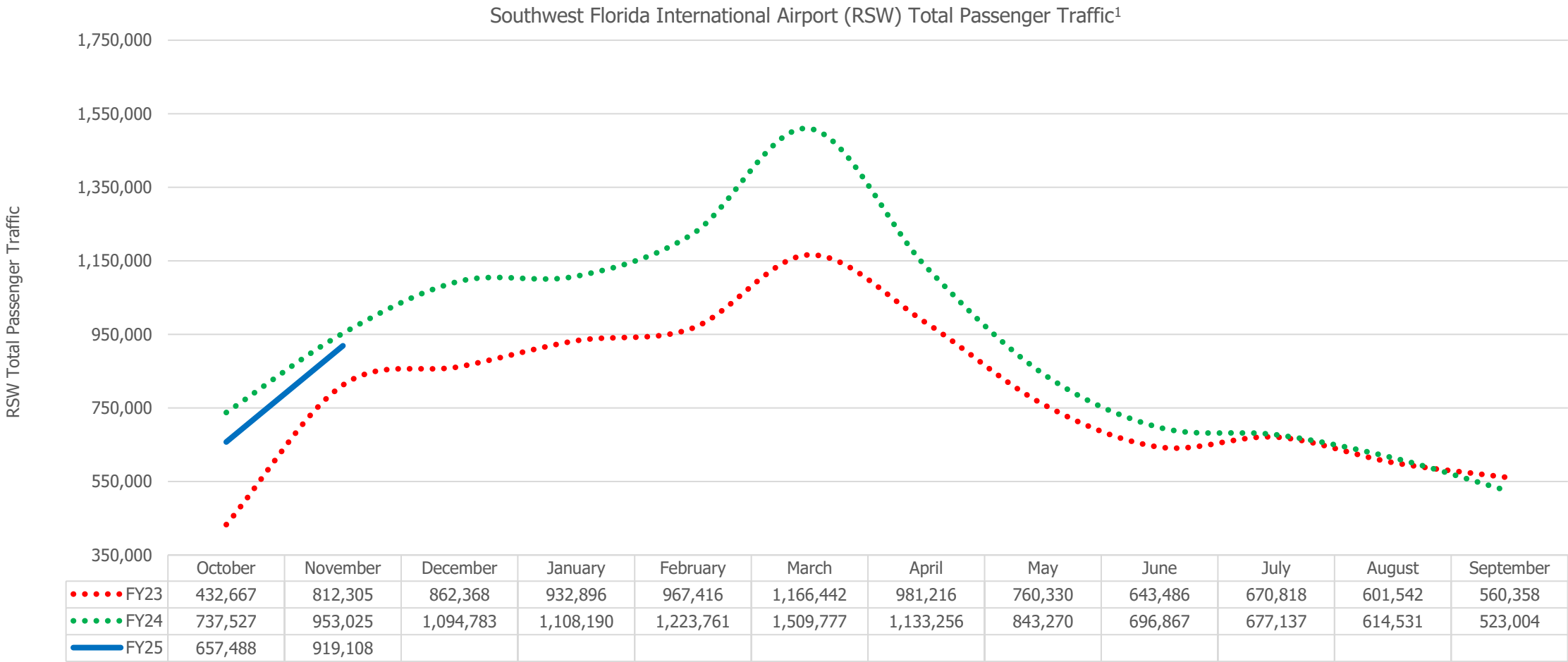
6

INDUSTRY  
DATA

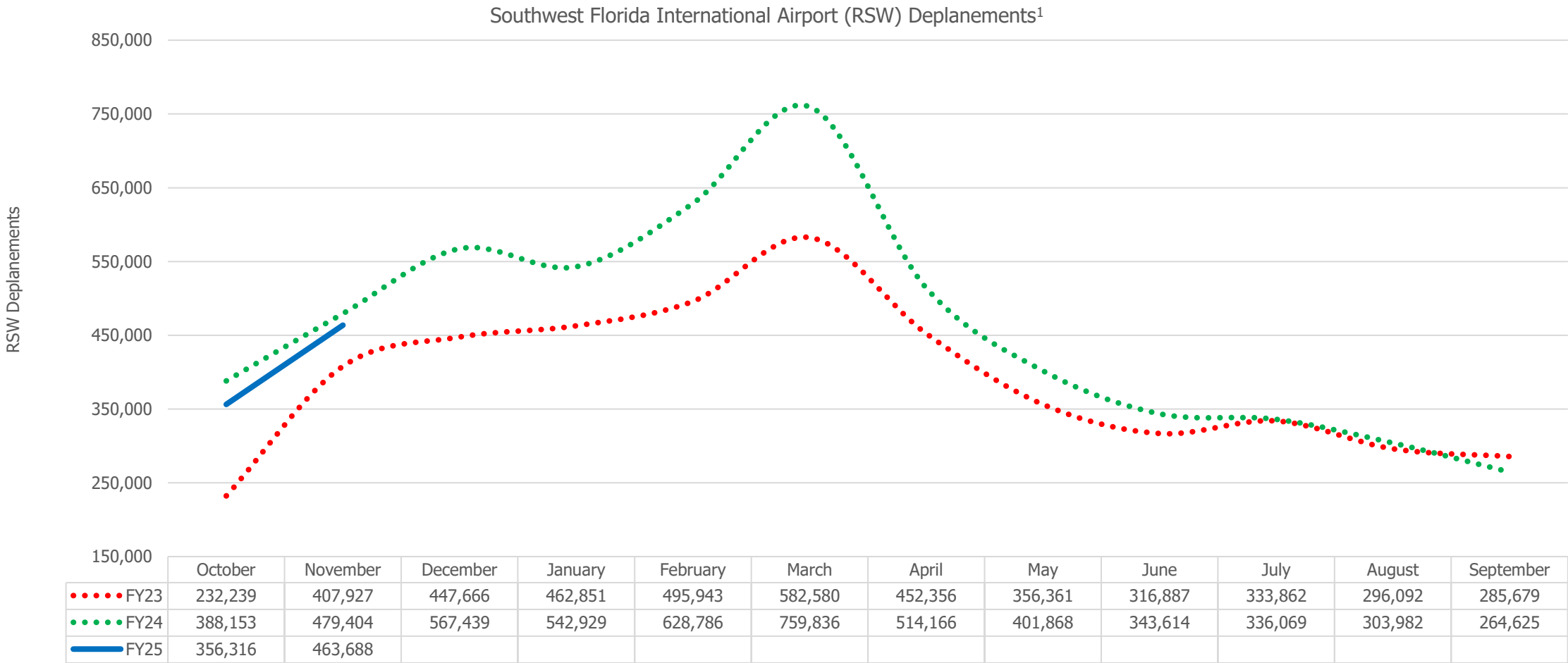
Collier County Direct Leisure and Hospitality Employment<sup>1</sup>



<sup>1</sup> SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.  
(P) Preliminary.

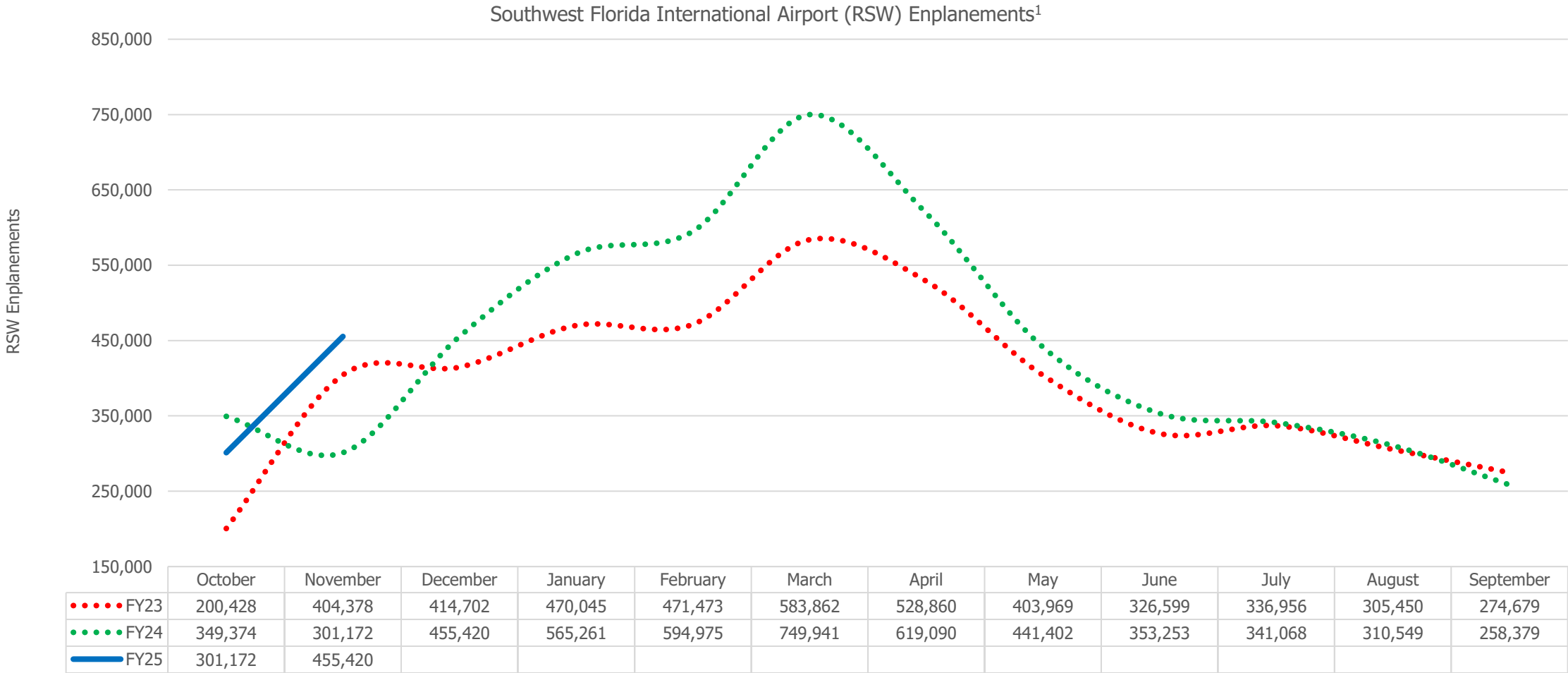


<sup>1</sup> SOURCE: Lee County Port Authority Monthly Statistics.



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

# INDUSTRY DATA | RSW OUTFLOW (ENPLANEMENTS)



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



# INDUSTRY DATA | LICENSED RENTAL UNITS

Licensed Transient Rental Units as of January 1 <sup>st</sup> , 2024 <sup>1</sup>				
	Hotel	Motel	Vacation Rental	Total
Naples	5,315	1,368	2,513	<b>9,196</b>
Marco Island	1,299	97	1,878	<b>3,274</b>
Immokalee	0	70	98	<b>168</b>
Golden Gate	0	116	0	<b>116</b>
Everglades City	38	36	20	<b>94</b>
Chokoloskee	0	13	1	<b>14</b>
Goodland	0	5	8	<b>13</b>
Ave Maria	0	0	6	<b>6</b>
Ochopee	0	0	1	<b>1</b>
<b>Total</b>	<b>6,652</b>	<b>1,705</b>	<b>4,525</b>	<b>12,882</b>

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

A full-page background image showing a man and a woman standing on their surfboards (paddleboards) in the ocean. They are silhouetted against a bright sunset sky filled with large, dramatic clouds. The sun is low on the horizon, creating a warm orange and yellow glow. The couple is positioned in the lower half of the frame, with the woman on the left and the man on the right. Both are holding long paddles. A light blue rectangular box with a thin double border is centered in the upper half of the image, containing the text 'THANK YOU' in a teal, sans-serif font.

THANK YOU