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Naples, Marco Island, Everglades Convention and Visitors Bureau *2018 Calendar Year Visitor Profile*

Prepared for:

Collier County Board of County Commissioners
and

Naples, Marco Island, Everglades Convention and Visitors Bureau

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

February 18, 2018

2018 Visitor Profile -- Collier County

| | Jan-18 | Feb-18 | Mar-18 | Quarter 1 Jan - Mar 18 | Apr-18 | May-18 | Jun-18 | Quarter 2 Apr - Jun 18 |
|---|----------------|----------------|----------------|---------------------------|----------------|----------------|----------------|---------------------------|
| Visitors (#) | 186,100 | 201,600 | 233,300 | 621,000 | 137,100 | 137,700 | 149,700 | 424,500 |
| Room Nights | 232,700 | 246,400 | 265,500 | 744,600 | 212,500 | 186,200 | 185,500 | 584,200 |
| Direct Exp. (\$) | \$120,853,300 | \$185,726,000 | \$233,985,900 | \$540,565,200 | \$143,284,600 | \$115,977,800 | \$103,861,900 | \$363,124,300 |
| Total Economic Impact (\$) | \$180,192,300 | \$276,917,500 | \$348,873,000 | \$805,982,800 | \$213,637,300 | \$172,922,900 | \$154,858,100 | \$541,418,300 |
| Visitor Origin (Number of Visitors) | | | | | | | | |
| Florida | 57,877 | 43,344 | 50,159 | 151,380 | 35,098 | 58,936 | 74,700 | 168,734 |
| Southeast | 11,910 | 15,523 | 14,464 | 41,897 | 8,226 | 11,016 | 10,928 | 30,170 |
| Northeast | 49,503 | 56,045 | 68,124 | 173,672 | 32,630 | 20,517 | 17,216 | 70,363 |
| Midwest | 31,637 | 41,328 | 49,460 | 122,425 | 27,557 | 17,350 | 16,467 | 61,374 |
| Canada | 3,164 | 7,257 | 4,666 | 15,087 | 3,564 | 2,616 | 1,946 | 8,126 |
| Europe | 23,262 | 27,821 | 37,328 | 88,411 | 23,444 | 20,242 | 19,012 | 62,698 |
| Markets of Opportunity | 8,747 | 10,282 | 9,099 | 28,128 | 6,581 | 7,023 | 9,431 | 23,035 |
| Total | 186,100 | 201,600 | 233,300 | 621,000 | 137,100 | 137,700 | 149,700 | 424,500 |
| Occupancy | | | | | | | | |
| Occupancy | 83.4 | 93.6 | 91.1 | 89.4 | 82.5 | 71.0 | 68.4 | 74.0 |
| ADR (\$) | \$248.3 | \$367.7 | \$372.0 | \$329.3 | \$306.4 | \$232.0 | \$194.7 | \$244.4 |
| RevPAR (\$) | \$207.1 | \$344.2 | \$338.9 | \$294.3 | \$252.8 | \$164.7 | \$133.2 | \$183.6 |
| Transportation Mode (Multiple Response) | | | | | | | | |
| Plane | 63.5 | 68.8 | 76.8 | 69.7 | 72.5 | 56.7 | 52.9 | 60.7 |
| Rental Car | 60.4 | 62.9 | 67.3 | 63.5 | 62.7 | 50.5 | 51.0 | 54.7 |
| Personal Car | 36.2 | 30.0 | 23.2 | 29.8 | 26.5 | 43.7 | 47.1 | 39.1 |
| Airport Deplaned (Base: Flew) | | | | | | | | |
| Southwest Florida International | 68.4 | 65.6 | 60.5 | 64.8 | 62.4 | 59.7 | 60.4 | 60.8 |
| Miami International | 12.8 | 16.8 | 14.3 | 14.6 | 17.9 | 21.8 | 19.1 | 19.6 |
| Tampa International | 4.7 | 4.4 | 5.3 | 4.8 | 2.9 | 3.2 | 5.2 | 3.8 |
| Orlando International/Sanford | 5.8 | 2.4 | 9.2 | 5.8 | 5.6 | 6.9 | 4.3 | 5.6 |
| Fort Lauderdale International | 7.7 | 10.1 | 7.9 | 8.6 | 4.9 | 6.6 | 10.6 | 7.4 |
| Purpose of Trip (Multiple Response) | | | | | | | | |
| Vacation/Getaway | 74.3 | 73.3 | 84.2 | 77.3 | 85.5 | 81.8 | 84.9 | 84.1 |
| Group Travel | 37.4 | 37.0 | 21.9 | 32.1 | 25.3 | 30.3 | 22.4 | 26.0 |
| Visit with Friends and Relatives | 12.5 | 14.2 | 12.8 | 13.2 | 14.3 | 8.8 | 8.0 | 10.4 |
| Special Events | 9.1 | 5.1 | n/a | 7.1 | n/a | n/a | 5.5 | n/a |
| First Visit to Collier County (% Yes) | | | | | | | | |
| First Visit to Collier County (% Yes) | 39.9 | 33.5 | 42.6 | 38.7 | 47.1 | 50.3 | 35.6 | 44.3 |
| First Visit to Florida (% Yes) | | | | | | | | |
| First Visit to Florida (% Yes) | 5.0 | 5.3 | 4.3 | 4.9 | 5.7 | 7.3 | 2.3 | 5.1 |
| Length of Stay in Collier County (# of days) | | | | | | | | |
| Length of Stay in Collier County (# of days) | 4.1 | 4.3 | 4.4 | 4.3 | 4.6 | 3.9 | 4.0 | 4.2 |
| Party Size (# of People) | | | | | | | | |
| Party Size (# of People) | 2.4 | 2.7 | 2.9 | 2.7 | 2.8 | 2.4 | 2.8 | 2.7 |

2018 Visitor Profile -- Collier County

| | Jan-18 | Feb-18 | Mar-18 | Quarter 1 Jan - Mar 18 | Apr-18 | May-18 | Jun-18 | Quarter 2 Apr - Jun 18 |
|---|-------------|-------------|-------------|---------------------------|-------------|-------------|-------------|---------------------------|
| Party Composition <i>(Multiple Response)</i> | | | | | | | | |
| Couple | 61.6 | 60.8 | 60.7 | 61.0 | 57.8 | 54.2 | 51.0 | 54.3 |
| Family | 23.2 | 30.3 | 34.8 | 29.4 | 31.3 | 35.8 | 40.9 | 36.0 |
| Single | 14.3 | 12.5 | 4.6 | 10.5 | 13.5 | 11.7 | 9.4 | 11.5 |
| Group of Friends | 1.7 | n/a | 5.5 | 3.6 | 4.5 | 3.9 | 3.3 | 3.9 |
| Did Party Have Lodging Resv. for Stay | | | | | | | | |
| Yes | 93.8 | 94.7 | 97.9 | 95.5 | 94.0 | 92.7 | 96.4 | 94.4 |
| Satisfaction with Collier County | | | | | | | | |
| Very Satisfied | 91.0 | 81.8 | 83.0 | 85.3 | 83.1 | 87.3 | 82.4 | 84.3 |
| Satisfied | 4.0 | 15.7 | 12.3 | 10.7 | 11.1 | 9.1 | 12.1 | 10.8 |
| Satisfaction Level <i>(Very Satisfied + Satisfied)</i> | 95.0 | 97.5 | 95.3 | 95.9 | 94.2 | 96.4 | 94.5 | 95.0 |
| Recommend Collier to Friends/Relatives | | | | | | | | |
| Yes | 92.2 | 89.4 | 88.9 | 90.2 | 90.0 | 91.6 | 92.2 | 91.3 |
| Activities Enjoyed in Area <i>(Multiple Response)</i> | | | | | | | | |
| Dining Out | 79.1 | 74.5 | 80.0 | 77.9 | 78.5 | 77.2 | 76.5 | 77.4 |
| Beach | 67.9 | 70.6 | 78.2 | 72.2 | 75.5 | 85.6 | 86.3 | 82.5 |
| Relaxing | 52.6 | 67.4 | 76.4 | 65.5 | 69.0 | 58.2 | 65.8 | 64.3 |
| Shopping | 43.5 | 49.1 | 50.9 | 47.8 | 51.0 | 48.8 | 55.6 | 51.8 |
| Pool | 42.8 | 40.1 | 58.2 | 47.0 | 61.5 | 54.5 | 49.2 | 55.1 |
| Walking | 26.0 | 33.4 | 26.4 | 28.6 | 18.5 | 25.0 | 20.9 | 21.5 |
| Reading | 25.0 | 18.6 | 29.3 | 24.3 | 20.5 | 27.9 | 23.5 | 24.0 |
| Visiting with Friends/Relatives | 23.3 | 22.8 | 20.0 | 22.0 | 23.1 | 13.0 | 8.1 | 14.7 |
| Swimming | 12.5 | 12.3 | 33.1 | 19.3 | 40.1 | 32.5 | 26.3 | 33.0 |
| Sightseeing | 22.3 | 14.5 | 30.1 | 22.3 | 19.9 | 21.5 | 35.2 | 25.5 |
| Enjoying Nature/Bird Watching/Everglades | 21.0 | 29.6 | 22.4 | 24.3 | 30.7 | 35.5 | 28.1 | 31.4 |
| Bars/Nightlife | 17.4 | 19.8 | 23.6 | 20.3 | 23.5 | 20.6 | 19.7 | 21.3 |
| Art Galleries/Shows/Fairs | 20.8 | 18.0 | 18.2 | 19.0 | 13.7 | 15.3 | 15.7 | 14.9 |
| Golfing | 10.7 | 8.8 | 8.5 | 9.3 | 6.1 | 8.1 | 6.7 | 7.0 |
| Sunning | 24.8 | 18.2 | 23.6 | 22.2 | 24.2 | 27.5 | 30.8 | 27.5 |
| Sunsets | 28.4 | 22.3 | 25.0 | 25.2 | 32.7 | 32.3 | 42.1 | 35.7 |
| Expense Relative to Expectations | | | | | | | | |
| More Expensive | 22.9 | 21.5 | 27.2 | 23.9 | 19.6 | 15.2 | 17.1 | 17.3 |
| Less Expensive | 1.3 | 1.8 | 1.4 | 1.5 | 3.7 | 2.0 | 5.3 | 3.7 |
| As Expected | 66.5 | 75.4 | 68.8 | 70.2 | 75.9 | 77.2 | 72.5 | 75.2 |
| Plan to Return <i>(% Yes)</i> | | | | | | | | |
| To Local Area | 91.1 | 93.0 | 91.5 | 91.9 | 88.9 | 88.1 | 90.0 | 89.0 |

2018 Visitor Profile -- Collier County

| | Jan-18 | Feb-18 | Mar-18 | Quarter 1 Jan - Mar 18 | Apr-18 | May-18 | Jun-18 | Quarter 2 Apr - Jun 18 |
|--|------------|------------|------------|---------------------------|------------|------------|------------|---------------------------|
| Collier Base Budget | | | | | | | | |
| Total | \$1,558.56 | \$2,487.40 | \$2,908.54 | \$2,318.17 | \$2,926.31 | \$2,021.39 | \$1,942.65 | \$2,296.78 |
| Per Person/Trip | \$649.40 | \$921.26 | \$1,002.94 | \$857.87 | \$1,045.11 | \$842.25 | \$693.80 | \$860.39 |
| Per Person/Day | \$158.39 | \$214.25 | \$227.94 | \$200.19 | \$227.20 | \$215.96 | \$173.45 | \$205.54 |
| Average Age Head of Household (Years) | | | | | | | | |
| | 51.8 | 53.2 | 52.6 | 52.5 | 48.8 | 46.3 | 47.5 | 47.5 |
| Median Annual Household Income | | | | | | | | |
| | \$154,514 | \$170,268 | \$177,932 | \$167,571 | \$161,745 | \$141,645 | \$143,049 | \$148,813 |
| See/Read/Hear Collier Message (% Yes) | | | | | | | | |
| | 61.3 | 56.1 | 50.9 | 56.1 | 58.5 | 57.9 | 60.6 | 59.0 |
| Influenced by Collier Message (Base: Respondents Reporting See/Read/Hear Message) | | | | | | | | |
| | 59.1 | 45.2 | 53.2 | 52.5 | 44.0 | 48.7 | 33.3 | 42.0 |
| Why Chose the Area (Multiple Response) | | | | | | | | |
| Beach Area | 53.7 | 50.9 | 54.5 | 53.0 | 53.7 | 52.0 | 62.0 | 55.9 |
| Weather | 50.5 | 54.1 | 49.1 | 51.2 | 52.9 | 45.3 | 38.2 | 45.5 |
| Business/Meeting/Conference | 35.6 | 36.2 | 22.6 | 31.5 | 22.2 | 28.0 | 20.7 | 23.6 |
| Previous Experience | 33.6 | 35.9 | 34.3 | 34.6 | 34.2 | 32.0 | 42.5 | 36.2 |
| Relaxing | 35.0 | 42.1 | 32.7 | 36.6 | 39.1 | 33.3 | 40.4 | 37.6 |
| Outdoor Recreation/Nature | 30.9 | 29.8 | 25.4 | 28.7 | 29.1 | 27.5 | 22.6 | 26.4 |
| Not Crowded | 24.1 | 13.0 | 15.8 | 17.6 | 19.6 | 27.0 | 33.7 | 26.8 |
| Quiet/Peaceful/Laid Back | 36.2 | 30.8 | 29.1 | 32.0 | 35.9 | 31.8 | 39.9 | 35.9 |
| Recommendation | 22.6 | 24.2 | 28.8 | 25.2 | 23.8 | 27.7 | 19.5 | 23.7 |
| Never Been | 27.4 | 22.6 | 21.8 | 23.9 | 25.8 | 23.7 | 18.0 | 22.5 |
| Quality of Accommodations | 20.9 | 23.6 | 27.3 | 23.9 | 27.5 | 28.5 | 36.0 | 30.7 |
| Appealing Brochures/Websites | 25.4 | 19.7 | 26.8 | 24.0 | 25.2 | 21.0 | 29.0 | 25.1 |
| Restaurants | 26.4 | 26.3 | 29.0 | 27.2 | 40.9 | 29.5 | 31.6 | 34.0 |
| Internet Use | | | | | | | | |
| Use Internet to Obtain Travel Info for This Trip (% Yes) | 92.9 | 96.1 | 95.4 | 94.8 | 95.0 | 93.6 | 96.9 | 95.2 |
| Book Reservations for Trip Online (% Yes) | 79.1 | 76.5 | 79.4 | 78.3 | 77.2 | 78.0 | 83.7 | 79.6 |

2018 Visitor Profile -- Collier County

| | Jul-18 | Aug-18 | Sep-18 | Quarter 3 Jul - Aug 18 | Oct-18 | Nov-18 | Dec-18 | Quarter 4 Oct - Dec 18 | CY 2018 |
|---|----------------|----------------|---------------|---------------------------|----------------|----------------|----------------|---------------------------|------------------|
| Visitors (#) | 135,700 | 102,800 | 86,100 | 324,600 | 136,600 | 145,900 | 170,700 | 453,200 | 1,823,300 |
| Room Nights | 187,700 | 143,600 | 161,100 | 492,400 | 172,100 | 183,600 | 203,800 | 559,500 | 2,380,700 |
| Direct Exp. (\$) | \$91,201,300 | \$59,691,800 | \$49,688,300 | \$200,581,400 | \$82,475,000 | \$101,971,000 | \$147,969,600 | \$332,415,600 | \$1,436,686,500 |
| Total Economic Impact (\$) | \$135,981,100 | \$89,000,500 | \$74,085,300 | \$299,066,900 | \$122,970,200 | \$152,038,800 | \$220,622,700 | \$495,631,700 | \$2,142,099,700 |
| Visitor Origin (Number of Visitors) | | | | | | | | | |
| Florida | 69,614 | 52,839 | 38,487 | 160,940 | 56,826 | 55,734 | 65,720 | 178,280 | 659,334 |
| Southeast | 8,006 | 4,729 | 5,855 | 18,590 | 7,240 | 9,338 | 12,461 | 29,039 | 119,696 |
| Northeast | 16,420 | 8,532 | 11,107 | 36,059 | 21,036 | 20,572 | 23,727 | 65,335 | 345,429 |
| Midwest | 9,906 | 8,018 | 7,060 | 24,984 | 18,441 | 22,323 | 27,312 | 68,076 | 276,859 |
| Canada | 1,221 | 1,131 | 1,205 | 3,557 | 2,459 | 2,772 | 4,950 | 10,181 | 36,951 |
| Europe | 22,662 | 22,822 | 17,306 | 62,790 | 24,451 | 28,596 | 26,971 | 80,018 | 293,917 |
| Markets of Opportunity | 7,871 | 4,729 | 5,080 | 17,680 | 6,147 | 6,565 | 9,559 | 22,271 | 91,114 |
| Total | 135,700 | 102,800 | 86,100 | 324,600 | 136,600 | 145,900 | 170,700 | 453,200 | 1,823,300 |
| Occupancy | | | | | | | | | |
| Occupancy | 76.2 | 61.8 | 57.8 | 65.3 | 64.1 | 77.2 | 74.7 | 72.0 | 75.2 |
| ADR (\$) | \$164.4 | \$155.2 | \$132.9 | \$150.8 | \$169.4 | \$188.4 | \$253.0 | \$203.6 | \$232.0 |
| RevPAR (\$) | \$125.3 | \$95.9 | \$76.8 | \$99.3 | \$108.6 | \$145.4 | \$189.0 | \$147.7 | \$174.4 |
| Transportation Mode (Multiple Response) | | | | | | | | | |
| Plane | 48.7 | 54.4 | 53.7 | 52.3 | 54.0 | 60.3 | 63.1 | 59.1 | 60.5 |
| Rental Car | 45.2 | 56.1 | 51.5 | 50.9 | 52.0 | 55.8 | 62.2 | 56.7 | 56.5 |
| Personal Car | 50.0 | 44.4 | 46.3 | 46.9 | 45.7 | 39.3 | 36.4 | 40.5 | 39.1 |
| Airport Deplaned (Base: Flew) | | | | | | | | | |
| Southwest Florida International | 55.9 | 53.5 | 57.0 | 55.5 | 61.0 | 57.0 | 65.8 | 61.3 | 60.6 |
| Miami International | 24.1 | 17.6 | 24.8 | 22.2 | 20.1 | 24.4 | 19.8 | 21.4 | 19.5 |
| Tampa International | 4.0 | 5.3 | 2.4 | 3.9 | 5.1 | 5.8 | n/a | 5.5 | 4.4 |
| Orlando International/Sanford | 8.7 | 10.5 | 5.6 | 8.3 | 7.2 | 8.5 | 4.8 | 6.8 | 6.6 |
| Fort Lauderdale International | 6.0 | 11.8 | 5.9 | 7.9 | 5.5 | 3.8 | 6.4 | 5.2 | 7.3 |
| Purpose of Trip (Multiple Response) | | | | | | | | | |
| Vacation/Getaway | 85.3 | 80.0 | 73.8 | 79.7 | 64.2 | 67.2 | 84.9 | 72.1 | 78.3 |
| Group Travel | 22.9 | 21.1 | 23.8 | 22.6 | 37.1 | 32.3 | 27.3 | 32.2 | 28.2 |
| Visit with Friends and Relatives | 11.4 | 9.4 | 11.2 | 10.7 | 11.4 | 13.2 | 17.2 | 13.9 | 12.0 |
| Special Events | 3.4 | 6.8 | 7.7 | 6.0 | 6.9 | 7.8 | 7.4 | 7.4 | 6.6 |
| First Visit to Collier County (% Yes) | | | | | | | | | |
| First Visit to Collier County (% Yes) | 43.0 | 45.2 | 43.5 | 43.9 | 38.4 | 40.3 | 37.7 | 38.8 | 41.4 |
| First Visit to Florida (% Yes) | | | | | | | | | |
| First Visit to Florida (% Yes) | 7.4 | 11.1 | 9.3 | 9.3 | 5.0 | 4.0 | 3.5 | 4.2 | 5.9 |
| Length of Stay in Collier County (# of days) | | | | | | | | | |
| Length of Stay in Collier County (# of days) | 4.1 | 4.5 | 4.4 | 4.3 | 4.3 | 4.2 | 4.1 | 4.2 | 4.2 |
| Party Size (# of People) | | | | | | | | | |
| Party Size (# of People) | 3.0 | 2.6 | 2.3 | 2.6 | 2.5 | 2.4 | 2.8 | 2.6 | 2.6 |

2018 Visitor Profile -- Collier County

| | Jul-18 | Aug-18 | Sep-18 | Quarter 3 Jul - Aug 18 | Oct-18 | Nov-18 | Dec-18 | Quarter 4 Oct - Dec 18 | CY 2018 |
|---|-------------|-------------|-------------|---------------------------|-------------|-------------|-------------|---------------------------|-------------|
| Party Composition <i>(Multiple Response)</i> | | | | | | | | | |
| Couple | 40.7 | 40.6 | 57.4 | 46.2 | 59.2 | 60.6 | 57.3 | 59.0 | 55.2 |
| Family | 48.2 | 42.1 | 29.3 | 39.9 | 27.8 | 29.2 | 30.4 | 29.1 | 33.6 |
| Single | 9.3 | 14.5 | 13.4 | 12.4 | 12.8 | 9.4 | 10.0 | 10.7 | 11.3 |
| Group of Friends | 3.7 | 3.1 | 8.2 | 5.0 | 5.6 | 3.0 | 5.7 | 4.8 | 4.4 |
| Did Party Have Lodging Resv. for Stay | | | | | | | | | |
| Yes | 95.6 | 95.0 | 93.4 | 94.7 | 95.9 | 95.7 | 98.4 | 96.7 | 95.3 |
| Satisfaction with Collier County | | | | | | | | | |
| Very Satisfied | 86.5 | 83.0 | 81.8 | 83.8 | 88.0 | 91.3 | 83.5 | 87.6 | 85.2 |
| Satisfied | 8.4 | 8.5 | 8.2 | 8.4 | 9.1 | 5.8 | 13.8 | 9.6 | 9.8 |
| Satisfaction Level <i>(Very Satisfied + Satisfied)</i> | 94.9 | 91.5 | 90.0 | 92.1 | 97.1 | 97.1 | 97.3 | 97.2 | 95.1 |
| Recommend Collier to Friends/Relatives | | | | | | | | | |
| Yes | 95.1 | 89.8 | 91.1 | 92.0 | 96.4 | 94.7 | 95.5 | 95.5 | 92.2 |
| Activities Enjoyed in Area <i>(Multiple Response)</i> | | | | | | | | | |
| Dining Out | 78.0 | 76.6 | 76.9 | 77.2 | 77.6 | 85.4 | 74.2 | 79.1 | 77.9 |
| Beach | 80.0 | 79.2 | 70.4 | 76.5 | 74.1 | 71.2 | 81.6 | 75.6 | 76.7 |
| Relaxing | 60.7 | 52.9 | 67.6 | 60.4 | 51.3 | 48.4 | 52.5 | 50.7 | 60.2 |
| Shopping | 52.5 | 52.4 | 47.0 | 50.6 | 43.4 | 50.0 | 46.6 | 46.7 | 49.2 |
| Pool | 59.3 | 43.1 | 36.2 | 46.2 | 34.3 | 25.8 | 35.7 | 31.9 | 45.1 |
| Walking | 21.5 | 23.6 | 21.0 | 22.0 | 22.5 | 16.0 | 25.1 | 21.2 | 23.3 |
| Reading | 20.6 | 30.5 | 19.4 | 23.5 | 20.4 | 18.8 | 18.9 | 19.4 | 22.8 |
| Visiting with Friends/Relatives | 13.6 | 12.5 | 11.5 | 12.5 | 14.6 | 15.7 | 23.5 | 17.9 | 16.8 |
| Swimming | 34.6 | 22.4 | 20.1 | 25.7 | 25.8 | 19.6 | 12.5 | 19.3 | 24.3 |
| Sightseeing | 36.4 | 38.3 | 30.9 | 35.2 | 21.1 | 23.7 | 18.7 | 21.2 | 26.1 |
| Enjoying Nature/Bird Watching/Everglades | 26.9 | 20.4 | 26.8 | 24.7 | 21.7 | 24.9 | 16.0 | 20.9 | 25.3 |
| Bars/Nightlife | 23.4 | 20.8 | 14.0 | 19.4 | 18.4 | 18.3 | 14.0 | 16.9 | 19.5 |
| Art Galleries/Shows/Fairs | 11.9 | 10.2 | 9.0 | 10.4 | 14.8 | 16.9 | 25.7 | 19.1 | 15.9 |
| Golfing | 7.4 | 7.4 | 7.6 | 7.5 | 5.0 | 9.2 | 11.1 | 8.4 | 8.1 |
| Sunning | 30.7 | 28.0 | 15.4 | 24.7 | 19.3 | 31.7 | 18.4 | 23.1 | 24.4 |
| Sunsets | 35.6 | 40.9 | 37.4 | 38.0 | 39.7 | 40.0 | 37.2 | 39.0 | 34.5 |
| Expense Relative to Expectations | | | | | | | | | |
| More Expensive | 17.8 | 18.8 | 17.9 | 18.2 | 13.6 | 24.2 | 14.6 | 17.5 | 19.2 |
| Less Expensive | 3.6 | 6.3 | 5.7 | 5.2 | 4.1 | 7.1 | 5.9 | 5.7 | 4.0 |
| As Expected | 74.6 | 71.9 | 64.1 | 70.2 | 76.1 | 55.5 | 75.0 | 68.9 | 71.1 |
| Plan to Return (% Yes) | | | | | | | | | |
| To Local Area | 89.7 | 93.2 | 86.0 | 89.6 | 93.8 | 93.5 | 93.5 | 93.6 | 91.0 |

2018 Visitor Profile -- Collier County

| | Jul-18 | Aug-18 | Sep-18 | Quarter 3 Jul - Aug 18 | Oct-18 | Nov-18 | Dec-18 | Quarter 4 Oct - Dec 18 | CY 2018 |
|--|------------|------------|------------|---------------------------|------------|------------|------------|---------------------------|------------|
| Collier Base Budget | | | | | | | | | |
| Total | \$2,016.25 | \$1,509.72 | \$1,327.33 | \$1,617.77 | \$1,509.43 | \$1,677.38 | \$2,427.15 | \$1,871.3 | \$2,026.01 |
| Per Person/Trip | \$672.08 | \$580.66 | \$577.10 | \$609.95 | \$603.77 | \$698.91 | \$866.84 | \$723.2 | \$762.84 |
| Per Person/Day | \$163.92 | \$129.04 | \$131.16 | \$141.37 | \$140.41 | \$166.41 | \$211.42 | \$172.7 | \$179.96 |
| Average Age Head of Household (Years) | | | | | | | | | |
| | 44.3 | 46.1 | 46.4 | 45.6 | 46.7 | 48.2 | 51.0 | 48.6 | 48.6 |
| Median Annual Household Income | | | | | | | | | |
| | \$141,802 | \$155,793 | \$149,253 | \$148,949 | \$160,044 | \$171,623 | \$164,175 | \$165,281 | \$157,654 |
| See/Read/Hear Collier Message (% Yes) | | | | | | | | | |
| | 56.0 | 59.4 | 58.3 | 57.9 | 50.1 | 68.1 | 56.9 | 58.4 | 57.8 |
| Influenced by Collier Message (Base: Respondents Reporting See/Read/Hear Message) | | | | | | | | | |
| | 38.5 | 52.8 | 59.1 | 50.1 | 34.3 | 39.3 | 36.4 | 36.7 | 45.3 |
| Why Chose the Area (Multiple Response) | | | | | | | | | |
| Beach Area | 60.3 | 57.3 | 53.1 | 56.9 | 54.8 | 58.0 | 57.5 | 56.8 | 55.7 |
| Weather | 28.7 | 30.1 | 38.5 | 32.4 | 37.6 | 47.3 | 49.1 | 44.7 | 43.5 |
| Business/Meeting/Conference | 22.0 | 17.7 | 25.2 | 21.6 | 35.2 | 35.6 | 26.6 | 32.5 | 27.3 |
| Previous Experience | 32.3 | 36.5 | 37.7 | 35.5 | 40.4 | 38.6 | 36.7 | 38.6 | 36.2 |
| Relaxing | 44.7 | 36.1 | 46.9 | 42.6 | 49.7 | 43.4 | 49.9 | 47.7 | 41.1 |
| Outdoor Recreation/Nature | 20.7 | 25.0 | 23.1 | 22.9 | 13.8 | 25.3 | 29.8 | 23.0 | 25.3 |
| Not Crowded | 32.6 | 31.3 | 28.8 | 30.9 | 28.2 | 38.0 | 29.5 | 31.9 | 26.8 |
| Quiet/Peaceful/Laid Back | 43.1 | 47.5 | 40.0 | 43.5 | 50.1 | 55.1 | 38.3 | 47.8 | 39.8 |
| Recommendation | 25.2 | 19.5 | 21.2 | 22.0 | 19.7 | 20.1 | 22.2 | 20.7 | 22.9 |
| Never Been | 23.0 | 21.9 | 24.2 | 23.0 | 20.1 | 17.3 | 30.5 | 22.6 | 23.0 |
| Quality of Accommodations | 41.4 | 49.5 | 39.5 | 43.5 | 33.9 | 37.7 | 34.6 | 35.4 | 33.4 |
| Appealing Brochures/Websites | 34.1 | 23.2 | 17.7 | 25.0 | 32.2 | 34.7 | 24.2 | 30.4 | 26.1 |
| Restaurants | 37.9 | 34.0 | 19.2 | 30.4 | 22.9 | 31.4 | 34.4 | 29.6 | 30.3 |
| Internet Use | | | | | | | | | |
| Use Internet to Obtain Travel Info for This Trip (% Yes) | 97.4 | 96.5 | 95.3 | 96.4 | 91.4 | 93.6 | 94.8 | 93.3 | 94.9 |
| Book Reservations for Trip Online (% Yes) | 86.6 | 84.5 | 84.5 | 85.2 | 89.5 | 85.0 | 78.2 | 84.2 | 81.9 |