



2019 TOURISM IMPACT FACTS

Source: 2020 Research Data Services, Inc.

	<u>2018</u>	<u>2019</u>	<u>Change '18/'19</u>
# Visitors (<i>Short Term Paid Lodging</i>)	\$1,823,300	\$1,928,600	+5.8%
Direct Visitor Expenditures	\$1,436,686,500	\$1,552,496,600	+8.1%
Economic Impact	\$2,142,099,700	\$2,314,772,300	+8.1%
Per-Person/Per-Day Expenditure	\$179.96	\$186.30	+3.5%
Visitor Average Age/HH Income	48.6 / \$157,654	48.8 / \$160,201	+0.4% / +1.6%
Annual Hotel Occupancy	75.2%	74.7%	-0.7%
Annual Average Daily Hotel Rate	\$232.00	\$236.50	+1.9% / +\$4.50
Annual Hotel Room Nights	2,380,700	2,532,900	+6.4%
Tourism Industry Supported Jobs (<i>p</i>)	39,000	40,500	+3.8%
Visitor Sales & Gas Tax Revenue	\$136,290,700	\$147,068,300	+7.9%
Tax Savings for Each Collier Household	\$1,004	\$1,043	+3.9%