



2020 TOURISM IMPACT FACTS

Source: 2021 Research Data Services, Inc.

	<u>2019</u>	<u>2020</u>	<u>Change '19/'20</u>
# Visitors (<i>Short Term Paid Lodging</i>)	\$1,928,600	\$1,425,000	-26.1%
Direct Visitor Expenditures	\$1,552,496,600	\$1,090,736,000	-29.7%
Economic Impact	\$2,314,772,300	\$1,626,287,500	-29.7%
Per-Person/Per-Day Expenditure	\$186.30	\$183.09	-1.7%
Visitor Average Age/HH Income	48.8 / \$160,201	47.6 / \$151,800	-2.5% / -5.2%
Annual Hotel Occupancy	74.7%	49.0%	-34.4%
Annual Average Daily Hotel Rate	\$236.50	\$231.79	-2.0% / -\$4.71
Annual Hotel Room Nights	2,532,900	1,820,900	-28.1%
Tourism Industry Supported Jobs (<i>p</i>)	40,500	34,400	-15.1%
Visitor Sales & Gas Tax Revenue	\$147,068,300	\$102,529,200	-30.3%
Tax Savings for Each Collier Household	\$1,043	\$717	-31.3%