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**Naples, Marco Island, Everglades Convention and Visitors Bureau**  
**April 2021 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](http://www.ResearchDataLLC.com)**

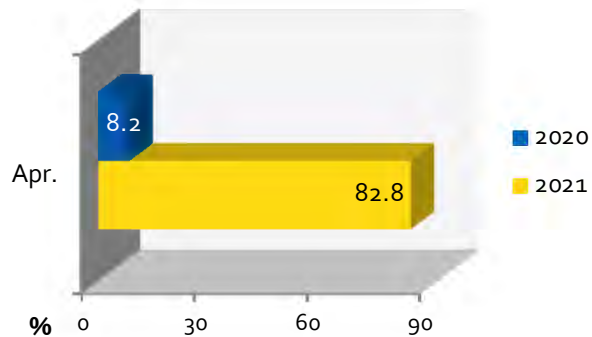
May 2021

# Naples, Marco Island, Everglades Visitor Profile | April 2021

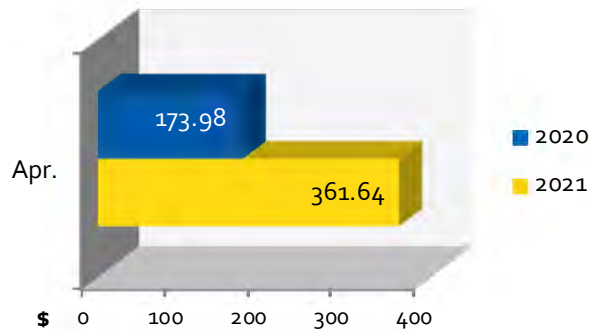
H/M/C+ Visitor Statistics	Year to Date (January – April)			April		
	2020	2021	% Δ '20/'21	2020	2021	% Δ '20/'21
Visitors (#)	583,700	743,500	+27.4	11,500	159,900	+1,290.4
Room Nights	741,700	977,500	+31.8	27,100	275,700	+917.3
Direct Exp. (\$)	\$501,153,200	\$727,556,900	+45.2	\$9,243,900	\$189,428,700	+1,949.2
<b>Total Eco. Impact (\$)</b>	<b>\$747,219,400</b>	<b>\$1,084,787,400</b>	<b>+45.2</b>	<b>\$13,782,700</b>	<b>\$282,438,200</b>	<b>+1,949.2</b>

+ Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

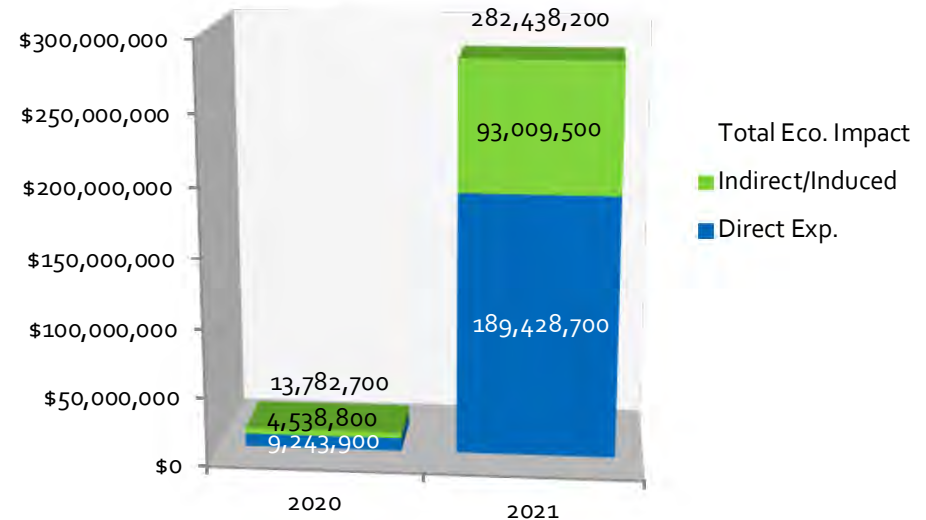
April Occupancy



April Room Rates



April Economic Impact



April

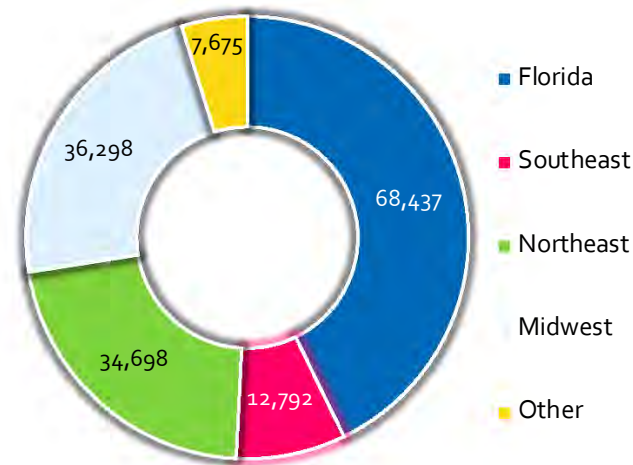
Lodging Statistics	2020	2021	% Δ '20/'21
Occupancy	8.2%	82.8%	+909.8
Room Rates	\$173.98	\$361.64	+107.9
RevPAR	\$14.27	\$299.44	+1,998.4

April 2021 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	52.0%	5,980	42.8%	68,437	+1,044.4
Southeast	3.8	437	8.0	12,792	+2,827.2
Northeast	22.7	2,611	21.7	34,698	+1,228.9
Midwest	18.4	2,116	22.7	36,298	+1,615.4
Canada*	0.0	0	0.0	0	n/a
Europe*	0.0	0	0.0	0	n/a
Other	3.1	356	4.8	7,675	+2,055.9
<b>Total</b>	<b>100.0</b>	<b>11,500</b>	<b>100.0</b>	<b>159,900</b>	<b>+1,290.4</b>

\* April 2020 and 2021 Canadian and European visitation was too small to measure.

April 2021 Visitor Origins



# Naples, Marco Island, Everglades Visitor Profile | April 2021

Transportation Mode (Multiple Response)	April 2019	April 2021	
Personal Car	29.0%	51.7%	↑
Plane	70.6	46.4	↓
Rental Car	58.9	42.7	↓

Airport Deplened (Base: Flew)	April 2019	April 2021	
Southwest Florida International	65.1%	68.0%	↑
Miami International	14.9	8.0	↓
Tampa International	2.8	4.6	↑
Punta Gorda Airport	--	4.3	—
Ft. Lauderdale International	5.9	4.0	↓
Naples Airport	--	3.2	—
Orlando International/Sanford	5.0	2.5	↓

Purpose of Trip (Multiple Response)	April 2019	April 2021	
Vacation/Weekend Getaway	86.3%	90.6%	↑
Group Travel	23.0	11.7	↓
Visit with Friends and Relatives	13.4	9.2	↓
Special Event	5.9	7.3	↑

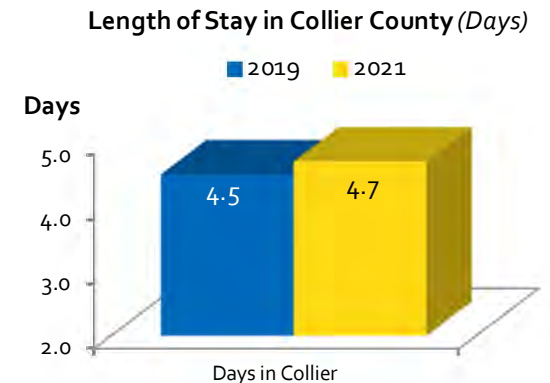
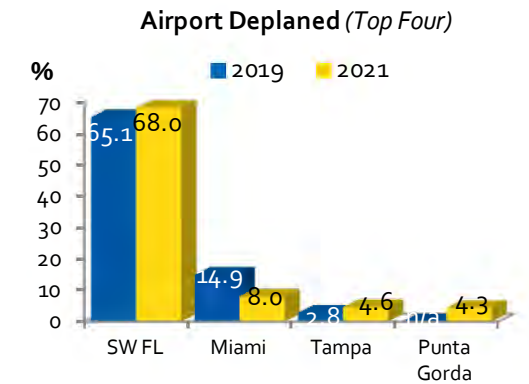
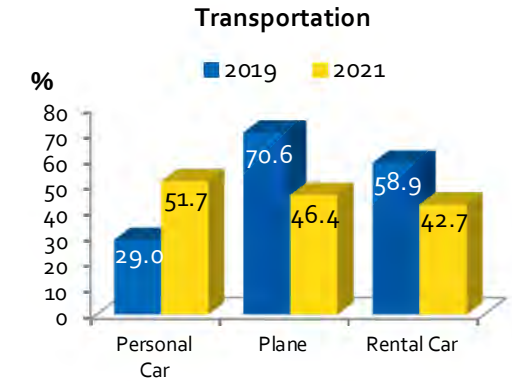
First Visit to (% yes)	April 2019	April 2021	
Collier County	44.1%	45.2%	↑
Florida	6.1	4.8	↓

Length of Stay (Days)	April 2019	April 2021	
In Collier County	4.5	4.7	↑

Party Size	April 2019	April 2021	
Number of People	2.8	2.9	↑



# Naples, Marco Island, Everglades Visitor Profile | April 2021

<b>Party Composition (Multiple Response)</b>	April 2019	April 2021	
Couple	58.8%	56.0%	↓
Family	31.9	28.6	↓
Group of Friends	3.9	5.7	↑
Single	10.8	4.8	↓

<b>Did Party Have Lodging Reservations for Stay</b>	April 2019	April 2021	
% Yes	95.2%	95.8%	↑

<b>Expense Relative to Expectations</b>	April 2019	April 2021	
More Expensive	17.7%	22.0%	↑
Less Expensive	4.7	3.5	↓
As Expected	76.5	70.1	↓

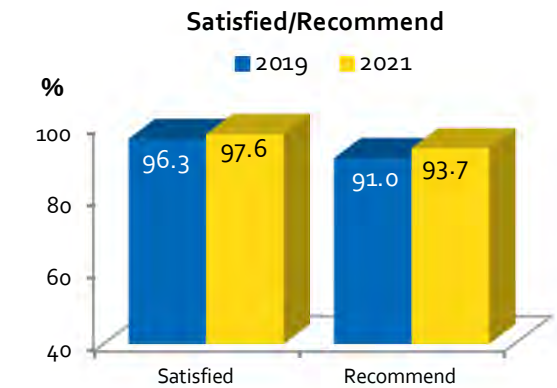
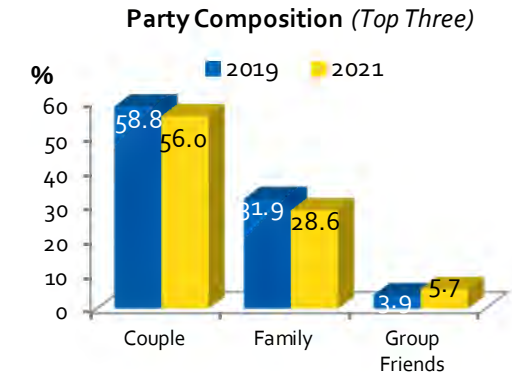
<b>Satisfaction with Collier County</b>	April 2019	April 2021	
Very Satisfied	86.7%	87.6%	↑
Satisfied	9.6	10.0	↑
<b>Satisfaction Level (Combined)</b>	<b>96.3%</b>	<b>97.6%</b>	<b>↑</b>

<b>Recommend Collier to Friends/Relatives</b>	April 2019	April 2021	
% Yes	91.0%	93.7%	↑

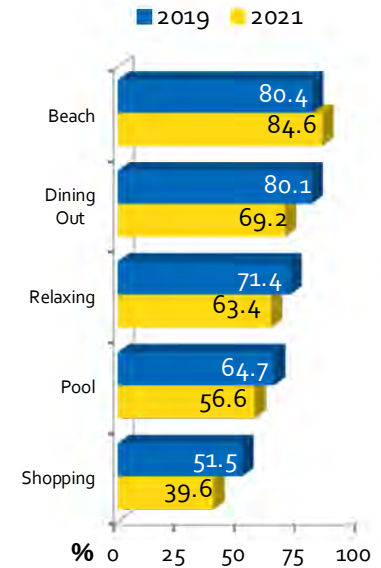
<b>Plan to Return (% Yes)</b>	April 2019	April 2021	
To Local Area	90.6%	93.2%	↑



# Naples, Marco Island, Everglades Visitor Profile | April 2021

Activities Enjoyed in Area (Multiple Response)	April 2019	April 2021	
Beach	80.4%	84.6%	↑
Dining Out	80.1	69.2	↓
Relaxing	71.4	63.4	↓
Pool	64.7	56.6	↓
Shopping	51.5	39.6	↓
Swimming	42.9	39.1	↓
Enjoying Nature/Bird Watching/Everglades	34.8	37.3	↑
Sunsets	37.4	35.0	↓
Sightseeing	21.9	24.2	↑
Reading	23.6	22.4	↓
Sunning	25.2	22.0	↓
Boating	--	21.1	—
Bars/Nightlife	25.0	20.5	↓
Walking	22.1	17.9	↓
Visiting with Friends/Relatives	19.5	12.0	↓
Fishing	--	7.7	—
Art Galleries/Shows/Fairs	12.6	6.1	↓
Golfing	5.9	5.1	↓

Activities Enjoyed in Area (Top Five)

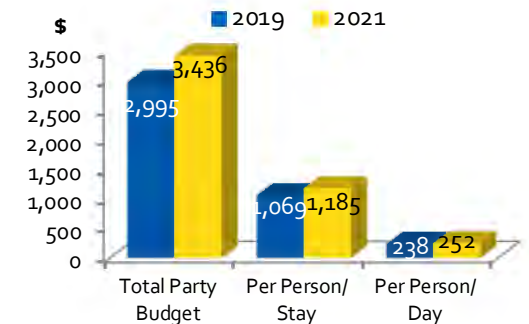


Demographics	April 2019	April 2021	
Average Age Head of Household (Years)	50.1	52.1	↑
Median Annual Household Income	\$164,172	\$170,881	↑

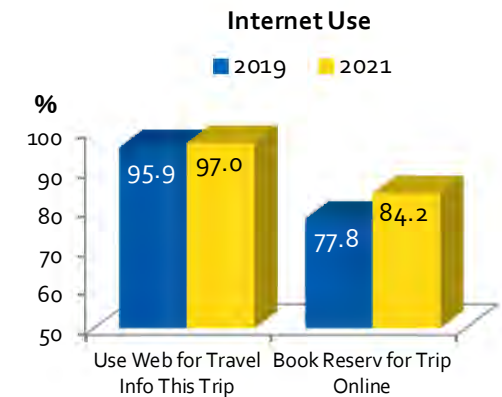
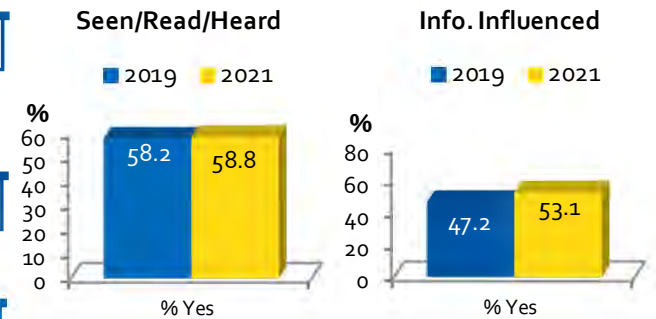
Collier Base Budget	April 2019	April 2021	
Total	\$2,994.57	\$3,435.53	↑
Per Person/Stay	1,069.49	1,184.67	↑
Per Person/Day	237.66	252.06	↑

Collier Base Budgets



# Naples, Marco Island, Everglades Visitor Profile | April 2021

Area Information Seen/Read/Heard	April 2019	April 2021	
% Yes	58.2%	58.8%	↑
<b>Directly Influenced by Information</b> (Base: Seen/Read/Heard Area Information)			
Area Information	April 2019	April 2021	
% Yes	47.2%	53.1%	↑
<b>Why Chose the Area (Multiple Response)</b>			
Area Information	April 2019	April 2021	
Beach Area	55.5%	56.5%	↑
Weather	54.2	51.2	↓
Restaurants	43.8	39.3	↓
Relaxing	40.4	34.6	↓
Previous Experience	38.9	32.3	↓
Outdoor Recreation/Nature	29.8	32.0	↑
Quiet/Peaceful/Laid Back	35.5	30.5	↓
Quality of Accommodations	30.0	29.1	↓
Appealing Brochures/Websites	23.8	28.8	↑
Never Been	23.5	22.2	↓
Recommendation	22.0	18.5	↓
Not Crowded	19.1	16.6	↓
Business/Meeting/Conference	19.6	7.0	↓
<b>Internet Use</b>			
Area Information	April 2019	April 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	95.9%	97.0%	↑
Book Reservations for Trip Online (%Yes)	77.8	84.2	↑

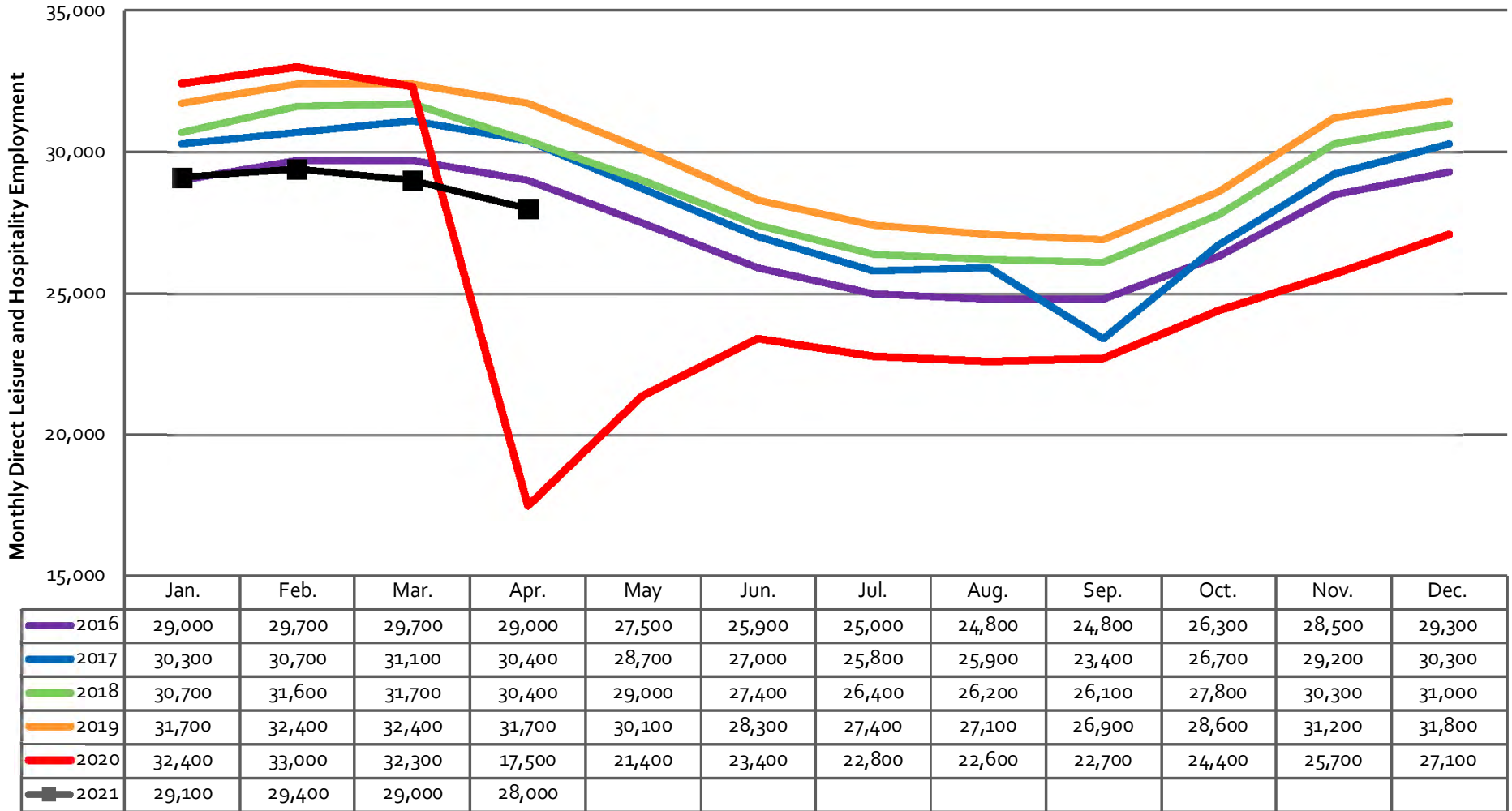


## Industry Data: *2016 - 2021*



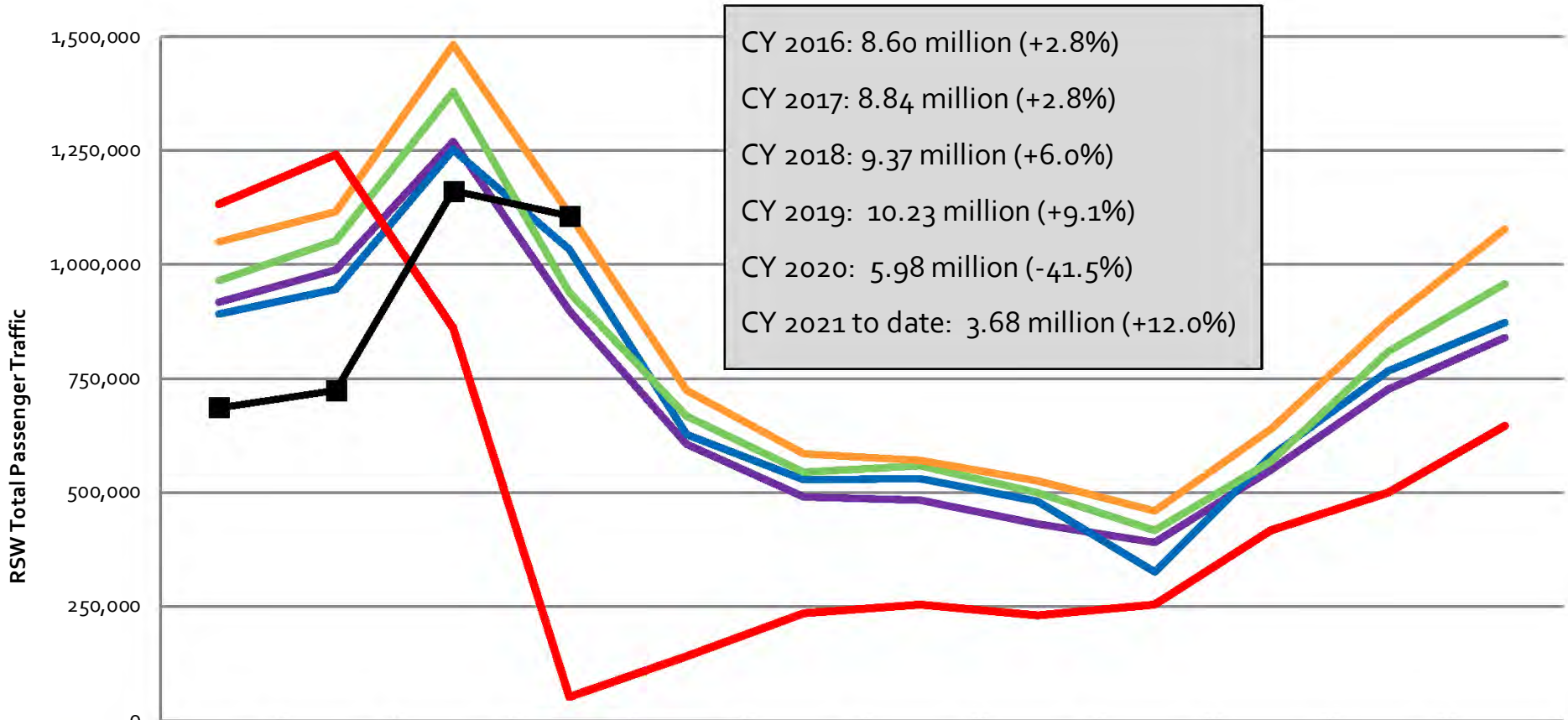


Collier Direct Leisure and Hospitality Employment (Calendar Year) \*



\* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector. (June 2019 through December 2020 employment projections revised as of March 15, 2021 reporting.)

### Southwest Florida International Airport (RSW) Passenger Traffic



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
2016	918,929	989,845	1,269,961	900,594	606,833	492,413	484,074	431,729	391,844	550,316	727,634	840,501
2017	892,905	946,079	1,252,124	1,032,783	629,321	528,383	530,428	481,185	327,466	581,317	767,064	873,494
2018	965,981	1,053,817	1,379,728	939,957	668,665	546,159	561,039	501,023	418,256	569,553	810,283	958,717
2019	1,050,093	1,117,409	1,482,239	1,111,558	725,754	586,319	570,977	526,519	460,869	638,922	876,703	1,077,818
2020	1,132,103	1,241,590	861,221	53,379	143,004	237,706	256,418	231,283	255,926	417,305	500,468	648,011
2021	686,563	725,735	1,162,342	1,107,004								