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Naples, Marco Island, Everglades Convention and Visitors Bureau July 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

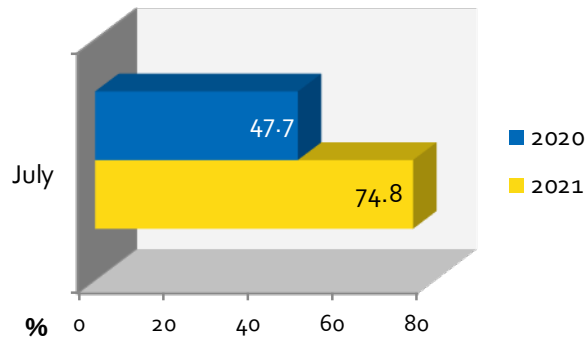
August 2021

Naples, Marco Island, Everglades Visitor Profile July 2021

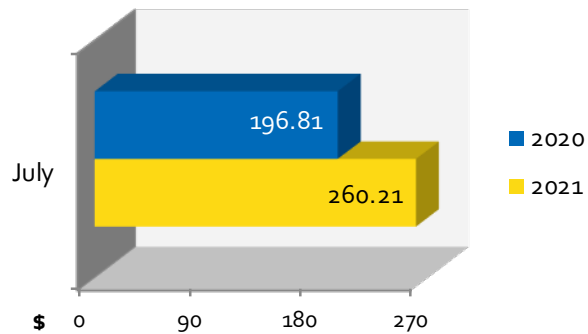
H/M/C+ Visitor Statistics	Year to Date (January – July)			July		
	2020	2021	% Δ '20/'21	2020	2021	% Δ '20/'21
Visitors (#)	857,000	1,257,500	+46.7	108,400	190,700	+75.9
Room Nights	1,097,000	1,620,600	+47.7	145,000	220,300	+51.9
Direct Exp. (\$)	\$694,641,900	\$1,188,586,200	+71.1	\$70,834,000	\$153,042,500	+116.1
Total Eco. Impact (\$)	\$1,035,711,100	\$1,772,182,100	+71.1	\$105,613,500	\$228,186,400	+116.1

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

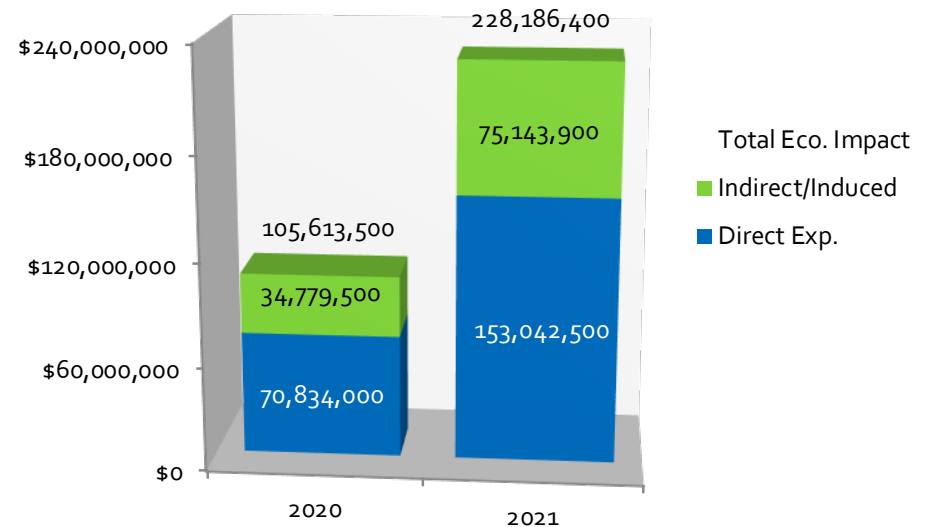
July Occupancy



July Room Rates



July Economic Impact



July

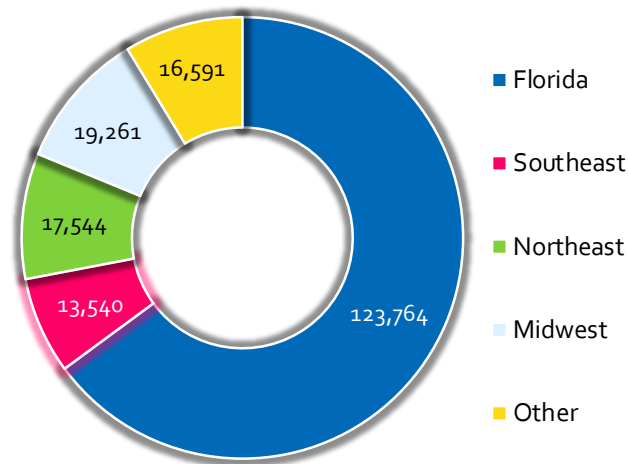
Lodging Statistics	2020	2021	% Δ '20/'21
Occupancy	47.7%	74.8%	+56.8
Room Rates	\$196.81	\$260.21	+32.2
RevPAR	\$93.88	\$194.64	+107.3

July 2021 Visitor Origin Markets

Visitor Origins	2020		2021		% Δ '20/'21
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	79.8%	86,503	64.9%	123,764	+43.1
Southeast	5.3	5,745	7.1	13,540	+135.7
Northeast	4.1	4,445	9.2	17,544	+294.7
Midwest	5.8	6,287	10.1	19,261	+206.4
Canada*	0.0	0	0.0	0	n/a
Europe*	0.0	0	0.0	0	n/a
Other	5.0	5,420	8.7	16,591	+206.1
Total	100.0	108,400	100.0	190,700	+75.9

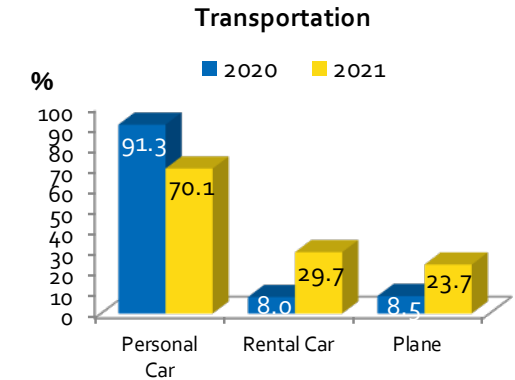
* July 2020 and 2021 Canadian visitation was too small to measure.

July 2021 Visitor Origins

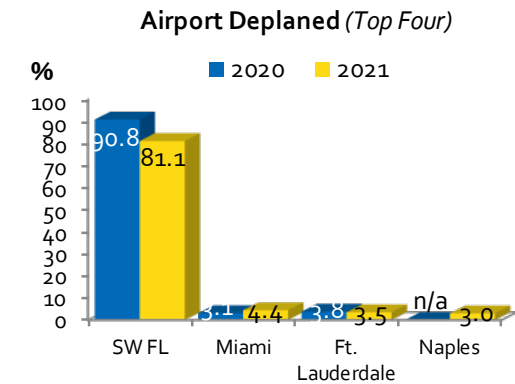


Naples, Marco Island, Everglades Visitor Profile | July 2021

Transportation Mode (Multiple Response)	July 2020	July 2021	
Personal Car	91.3%	70.1%	↓
Rental Car	8.0	29.7	↑
Plane	8.5	23.7	↑

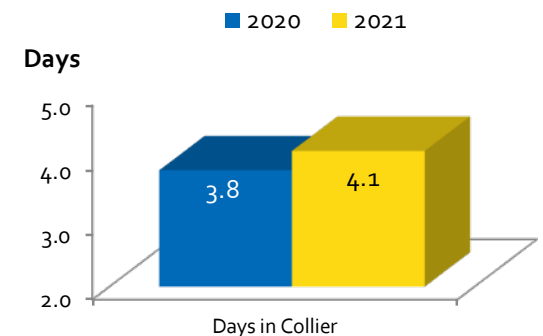


Airport Deplanned (Base: Flew)	July 2020	July 2021	
Southwest Florida International	90.8%	81.1%	↓
Miami International	3.1	4.4	↑
Ft. Lauderdale International	3.8	3.5	↓
Naples Airport	N/A	3.0	—
Orlando	1.4	2.6	↑
Tampa International	N/A	1.7	↑
Punta Gorda Airport	N/A	1.5	—



Purpose of Trip (Multiple Response)	July 2020	July 2021	
Vacation/Weekend Getaway	95.1%	85.8%	↓
Group Travel	2.6	19.4	↑
Visit with Friends and Relatives	8.1	13.5	↑
Special Event	N/A	5.5	—

Length of Stay in Collier County (Days)



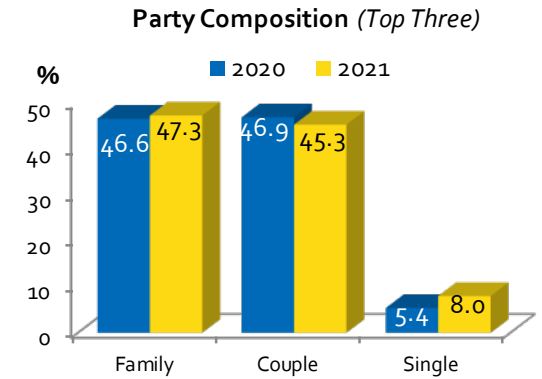
First Visit to (% yes)	July 2020	July 2021	
Collier County	35.5%	37.9%	↑
Florida	1.8	3.4	↑

Length of Stay (Days)	July 2020	July 2021	
In Collier County	3.8	4.1	↑

Party Size	July 2020	July 2021	
Number of People	2.8	2.9	↑

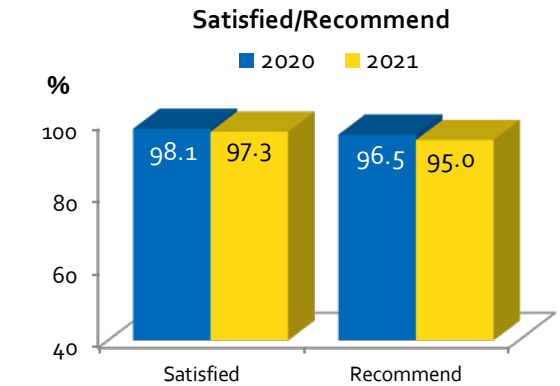
Naples, Marco Island, Everglades Visitor Profile | July 2021

Party Composition (Multiple Response)	July 2020	July 2021	
Family	46.6%	47.3%	↑
Couple	46.9	45.3	↓
Single	5.4	8.0	↑
Group of Friends	1.8	5.6	↑



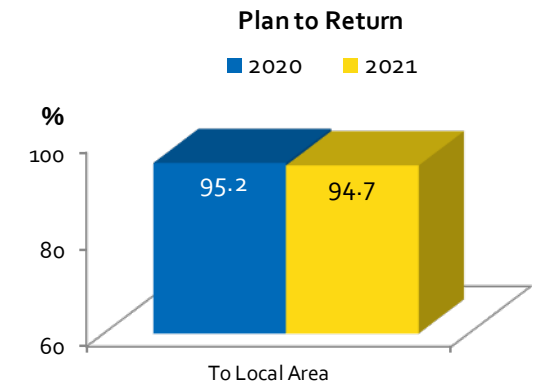
Did Party Have Lodging Reservations for Stay	July 2020	July 2021	
% Yes	97.3%	96.6%	↓

Expense Relative to Expectations	July 2020	July 2021	
More Expensive	10.8%	22.7%	↑
Less Expensive	2.7	N/A	—
As Expected	81.9	72.5	↓



Satisfaction with Collier County	July 2020	July 2021	
Very Satisfied	75.8%	77.4%	↑
Satisfied	22.3	19.9	↓
Satisfaction Level (Combined)	98.1%	97.3%	↓

Recommend Collier to Friends/Relatives	July 2020	July 2021	
% Yes	96.5%	95.0%	↓

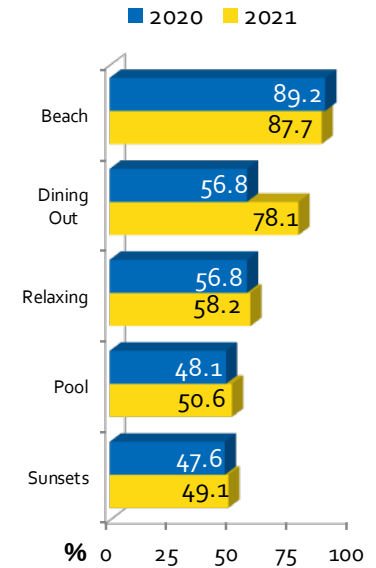


Plan to Return (% Yes)	July 2020	July 2021	
To Local Area	95.2%	94.7%	↓

Naples, Marco Island, Everglades Visitor Profile | July 2021

Activities Enjoyed in Area (Multiple Response)	July 2020	July 2021	
Beach	89.2%	87.7%	↓
Dining Out	56.8	78.1	↑
Relaxing	56.8	58.2	↑
Pool	48.1	50.6	↑
Sunsets	47.6	49.1	↑
Swimming	40.1	36.8	↓
Shopping	18.9	36.5	↑
Enjoying Nature/Bird Watching/Everglades	41.7	33.6	↓
Sightseeing	14.8	31.3	↑
Sunning	22.3	27.0	↑
Bars/Nightlife	N/A	21.0	—
Walking	20.0	18.4	↓
Reading	17.3	18.1	↑
Fishing	14.5	15.7	↑
Visiting with Friends/Relatives	13.5	14.9	↑
Shelling	15.6	14.5	↓
Boating	9.6	11.3	↑
Art Galleries/Shows/Fairs	N/A	9.2	—
Golfing	7.8	7.0	↓

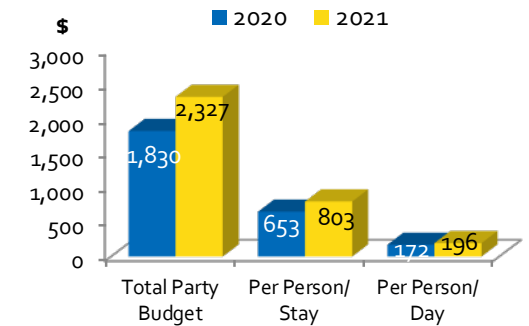
Activities Enjoyed in Area (Top Five)



Demographics	July 2020	July 2021	
Average Age Head of Household (Years)	41.4	42.2	↑
Median Annual Household Income	\$129,229	\$133,192	↑

Collier Base Budget	July 2020	July 2021	
Total	\$1,829.65	\$2,327.35	↑
Per Person/Stay	653.45	802.53	↑
Per Person/Day	171.96	195.74	↑

Collier Base Budgets



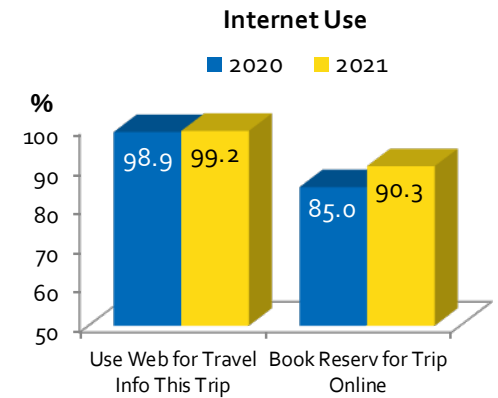
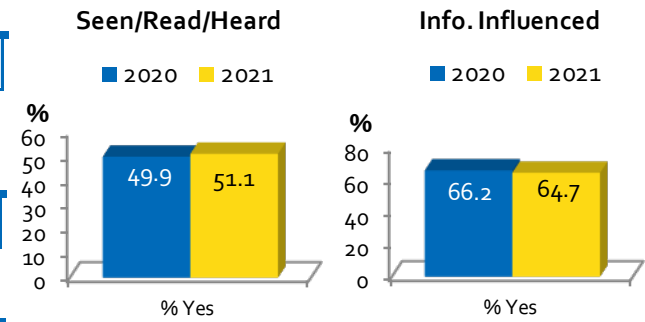
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Area Information Seen/Read/Heard	July 2020	July 2021	
% Yes	49.9%	51.1%	↑

Directly Influenced by Information (Base: Seen/Read/Heard Area Information)	July 2020	July 2021	
% Yes	66.2%	64.7%	↓

Why Chose the Area (Multiple Response)	July 2020	July 2021	
Beach Area	64.4%	63.8%	↓
Appealing Brochures/Websites	40.0	42.8	↑
Quality of Accommodations	41.7	39.8	↓
Relaxing	37.8	35.5	↓
Quiet/Peaceful/Laid Back	36.7	33.5	↓
Weather	27.0	30.0	↑
Not Crowded	29.6	28.4	↓
Previous Experience	29.7	28.0	↓
Recommendation	24.3	27.8	↑
Restaurants	26.2	27.2	↑
Outdoor Recreation/Nature	23.2	22.1	↓
Business/Meeting/Conference	2.0	15.8	↑
Never Been	10.9	11.8	↑

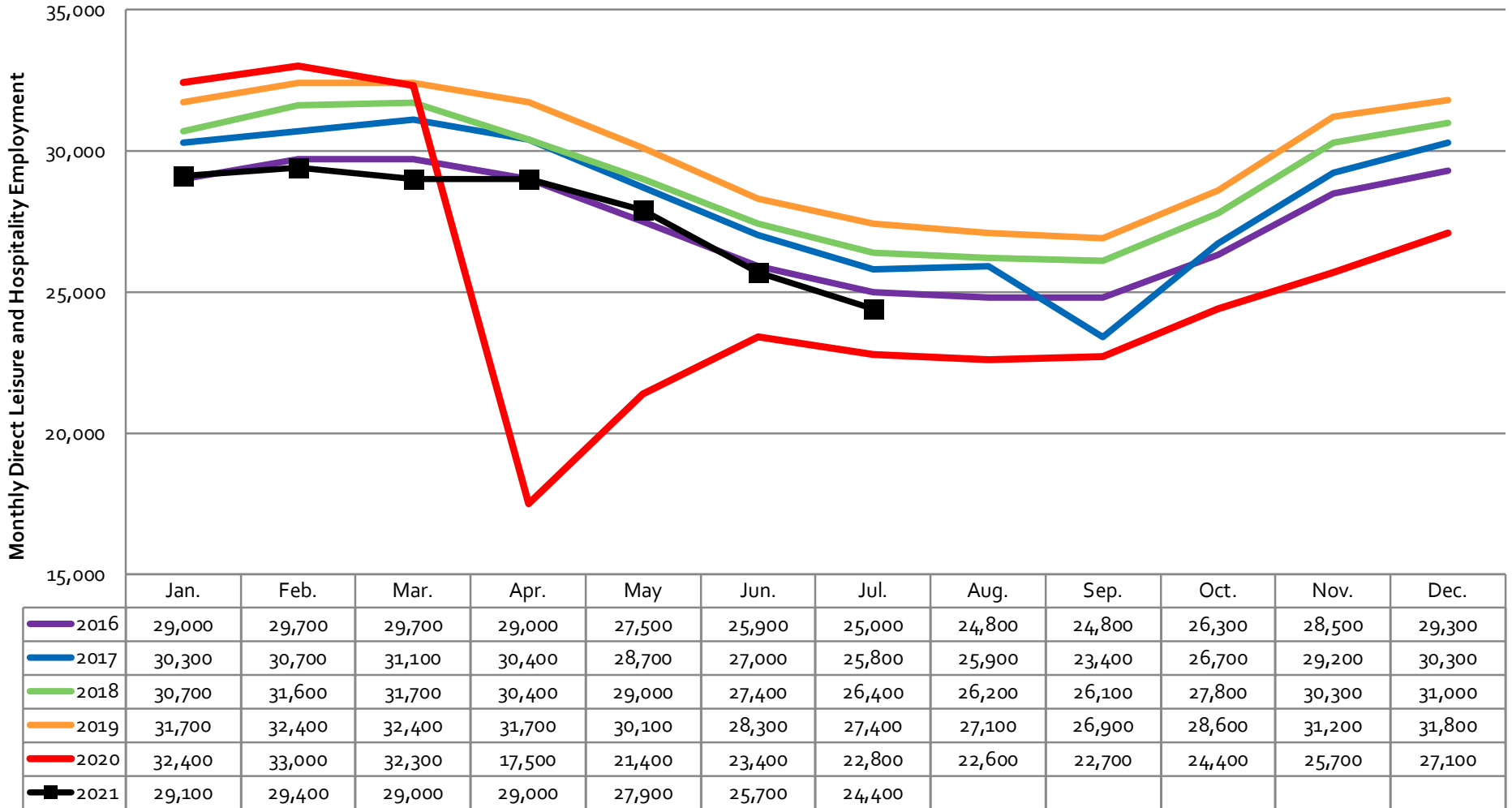
Internet Use	July 2020	July 2021	
Use Internet to Obtain Travel Info for This Trip (% Yes)	98.9%	99.2%	↑
Book Reservations for Trip Online (%Yes)	85.0	90.3	↑



Industry Data: *2016 - 2021*

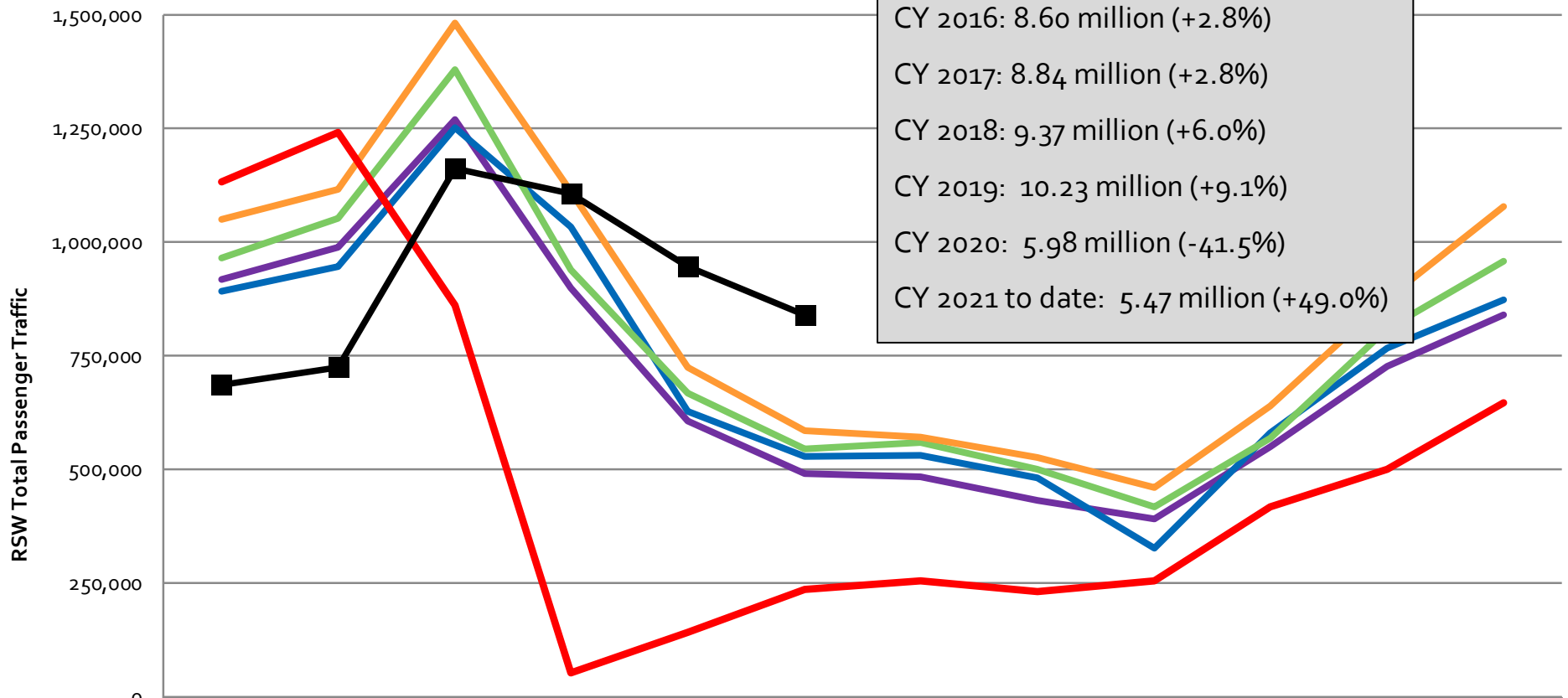


Collier Direct Leisure and Hospitality Employment (Calendar Year) *



* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector. (July 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	946,366	839,377						