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Naples, Marco Island, Everglades Convention and Visitors Bureau September 2017 Visitor Profile Dashboard

Prepared for:

Collier County Board of County Commissioners

and

Naples, Marco Island, Everglades Convention and Visitors Bureau

Prepared by:

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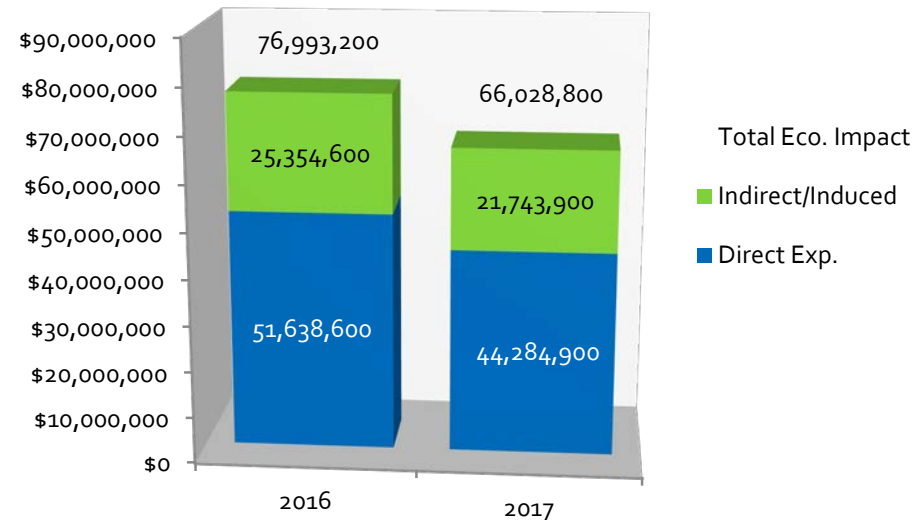
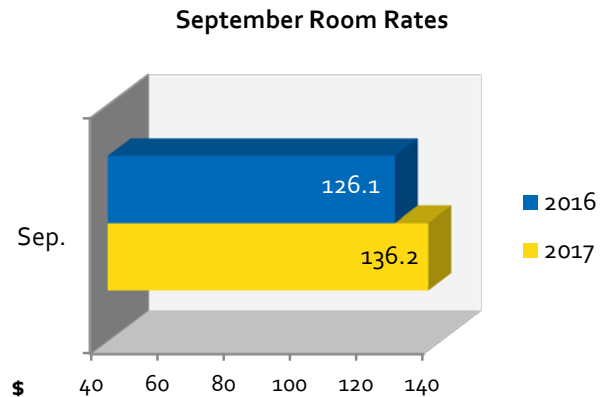
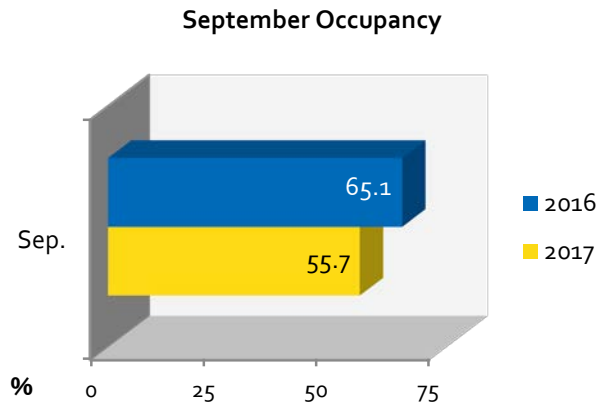
October 2017

Naples, Marco Island, Everglades Visitor Profile | September 2017

H/M/C* Visitor Statistics	Year to Date (January – September)			September		% Δ '16/'17
	2016	2017	% Δ '16/'17	2016	2017**	
Visitors (#)	1,337,600	1,338,500	+0.1	92,100	63,500	-31.1
Room Nights	1,843,500	1,808,800	-1.9	161,600	130,700	-19.1
Direct Exp. (\$)	\$1,017,936,200	\$1,059,248,600	+4.1	\$51,638,600	\$44,284,900	-14.2
Total Eco. Impact (\$)	\$1,517,742,900	\$1,579,339,700	+4.1	\$76,993,200	\$66,028,800	-14.2

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

September Economic Impact



September

Lodging Statistics	2016	2017**	% Δ '16/'17
Occupancy	65.1%	55.7%	-14.4
Room Rates	\$126.1	\$136.2	+8.0
RevPAR	\$82.1	\$75.9	-7.6

** Hurricane Irma made landfall on September 10, 2017.

Note: Statistics subject to revision based on data availability.

September 2017 Visitor Origin Markets

Visitor Origins	2016		2017		% Δ '16/'17
	Share of Mkt (%)	Number of Visitors	Share of Mkt (%)	Number of Visitors	
Florida	45.6%	41,998	49.6%	31,496	-25.0
Southeast	5.8	5,342	6.2	3,937	-26.3
Northeast	11.1	10,223	12.1	7,684	-24.8
Midwest	7.7	7,092	6.7	4,254	-40.0
Canada	1.4	1,289	0.8	508	-60.6
Europe	23.2	21,367	18.3	11,621	-45.6
West	5.2	4,789	6.3	4,000	-16.5
Total	100.0	92,100	100.0	63,500	-31.1

September 2017 Visitor Origins

