

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau
October 2022 Monthly Dashboard





Due to the impact of Hurricane Ian on the Collier County area, in-person Visitor Tracking efforts were suspended within Collier County for the month of October 2022. Therefore, information on planning cycles, reasons for visiting, and other information from the Visitor Tracking survey are not included in this report.



All figures in this report were estimated utilizing October 2021 Visitor Tracking Data, recovery data, and October 2022 data from the Occupancy Study, STR, AllTheRooms, and Zartico.



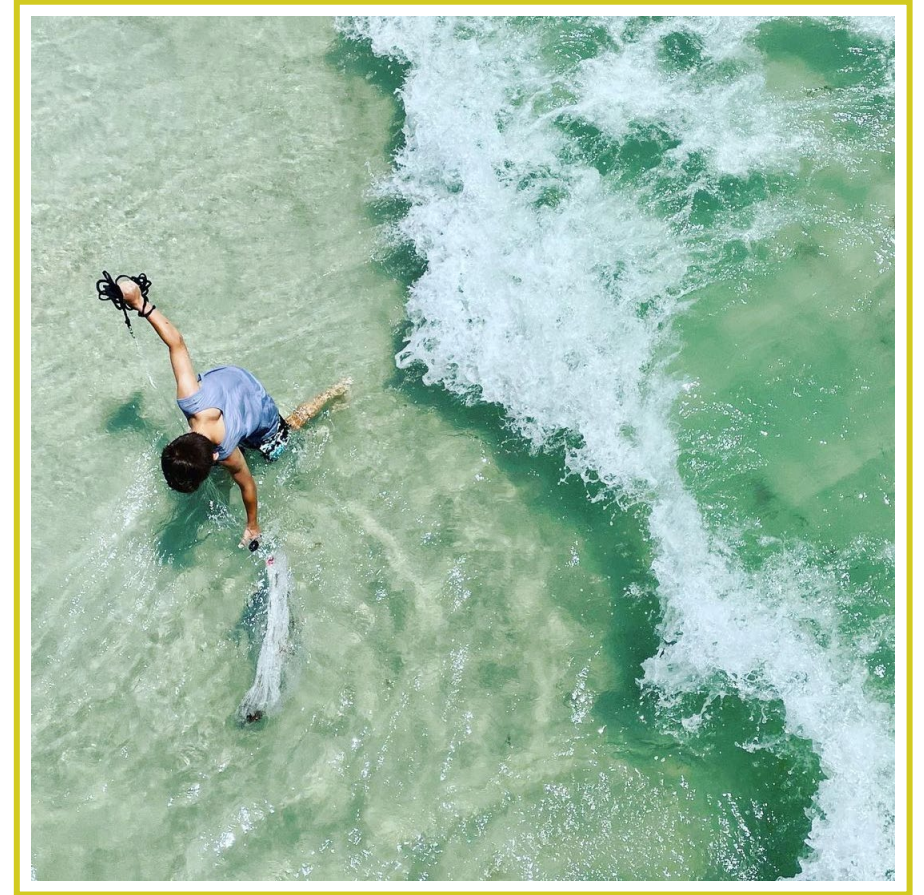
While spending on accommodations and transportation (gas, etc.) was up, visitor spending was down in every other category.



Occupancy was up significantly, but a longer length of stay and fewer people per travel party resulted in a fewer number of visitors in October 2022. This is due to the influx of visitors coming to the area for hurricane recovery.



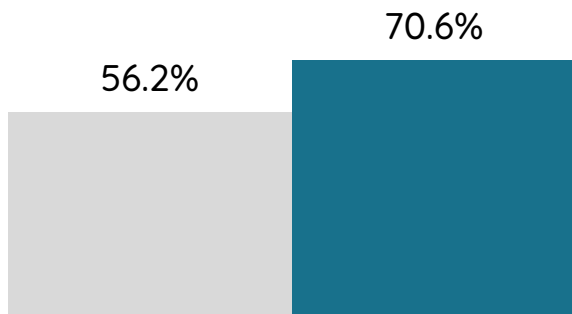
In-person Visitor Tracking interviews have resumed within Collier County as of November 1st, 2022, so the November 2022 report will return to the regular format.



OCTOBER 2022 LODGING METRICS*

OCCUPANCY RATE

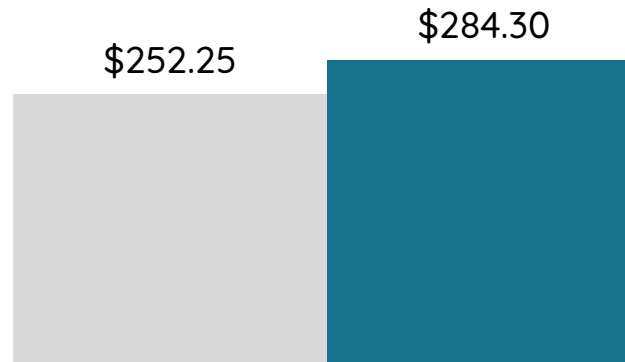
70.6%



+ 25.6% from 2021

AVERAGE DAILY RATE

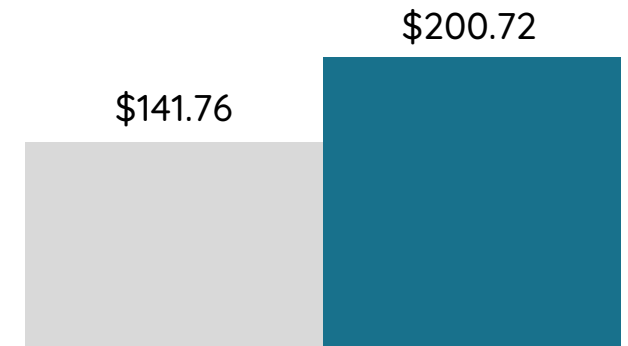
\$284.30



+ 12.7% from 2021

REVENUE PER AVAILABLE ROOM

\$200.72

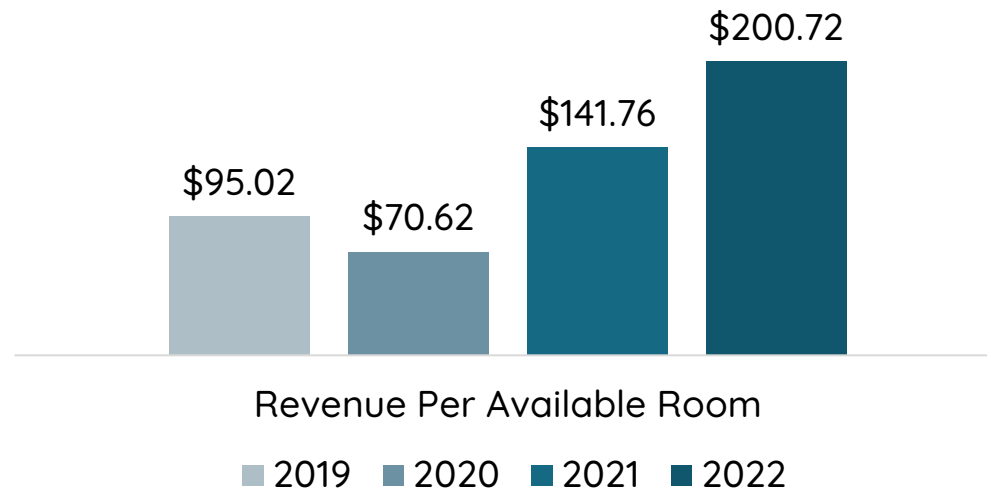
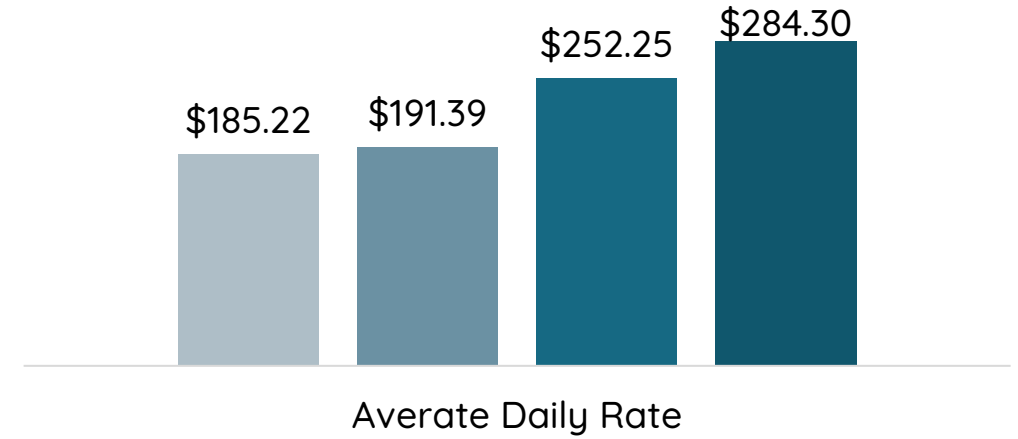
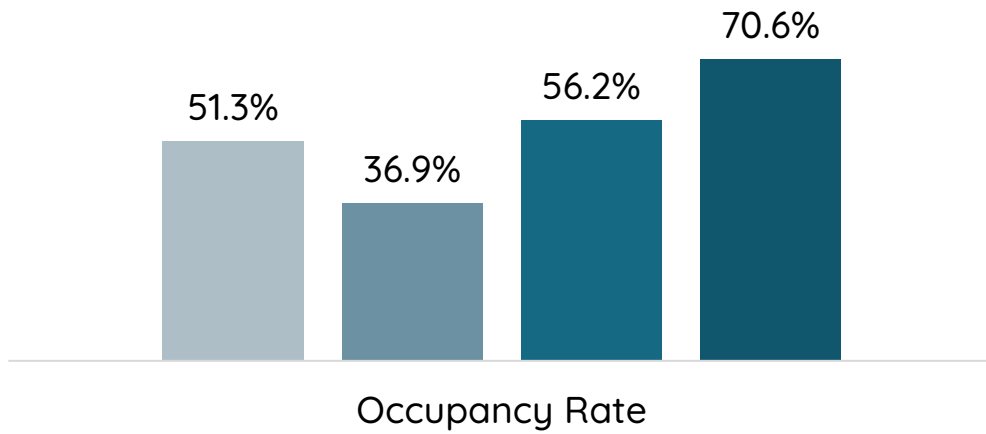


+ 41.6% from 2021

■ Oct-21 ■ Oct-22

* Visitors staying in paid accommodations.

OCTOBER 2019-2022 LODGING METRICS*



■ 2019 ■ 2020 ■ 2021 ■ 2022

* Visitors staying in paid accommodations.

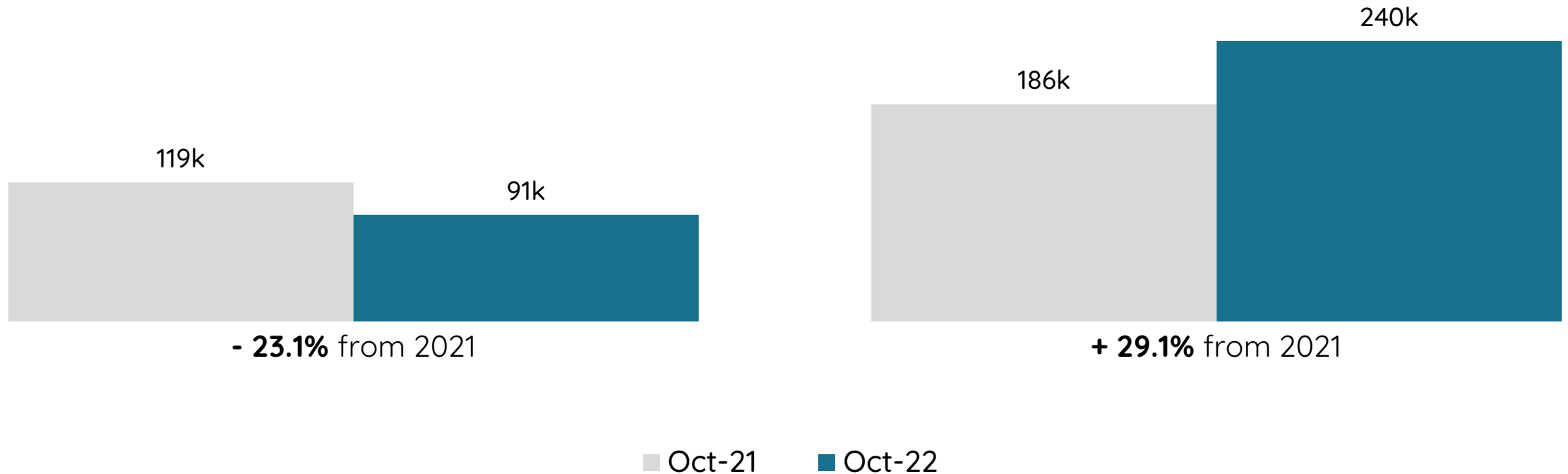
OCTOBER 2022 VISITATION & ROOM NIGHTS*

VISITORS

91,400

ROOM NIGHTS

239,900



* Visitors staying in paid accommodations.

OCTOBER 2022 SPENDING & ECONOMIC IMPACT*

DIRECT SPENDING

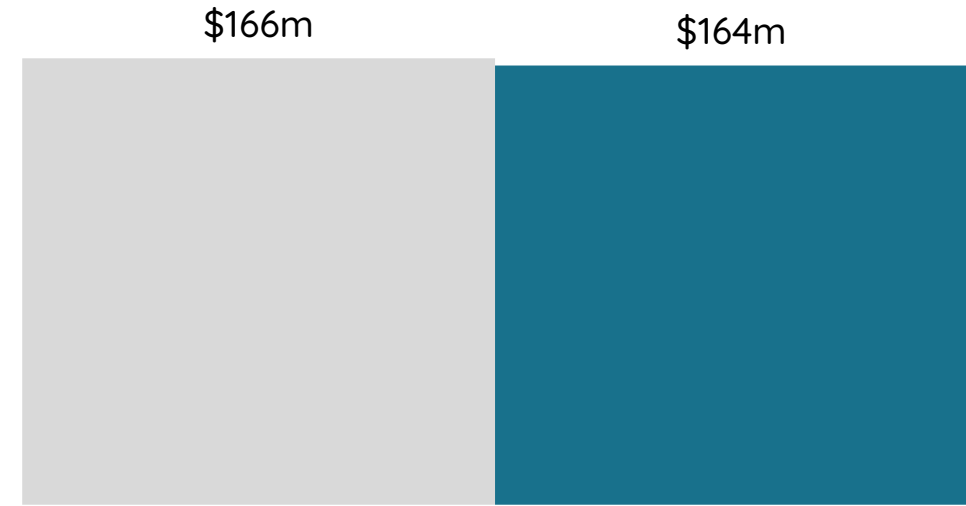
\$109,691,300



- 0.0% from 2021

ECONOMIC IMPACT

\$163,549,700



- 0.0% from 2021

■ Oct-21 ■ Oct-22

* Visitors staying in paid accommodations.

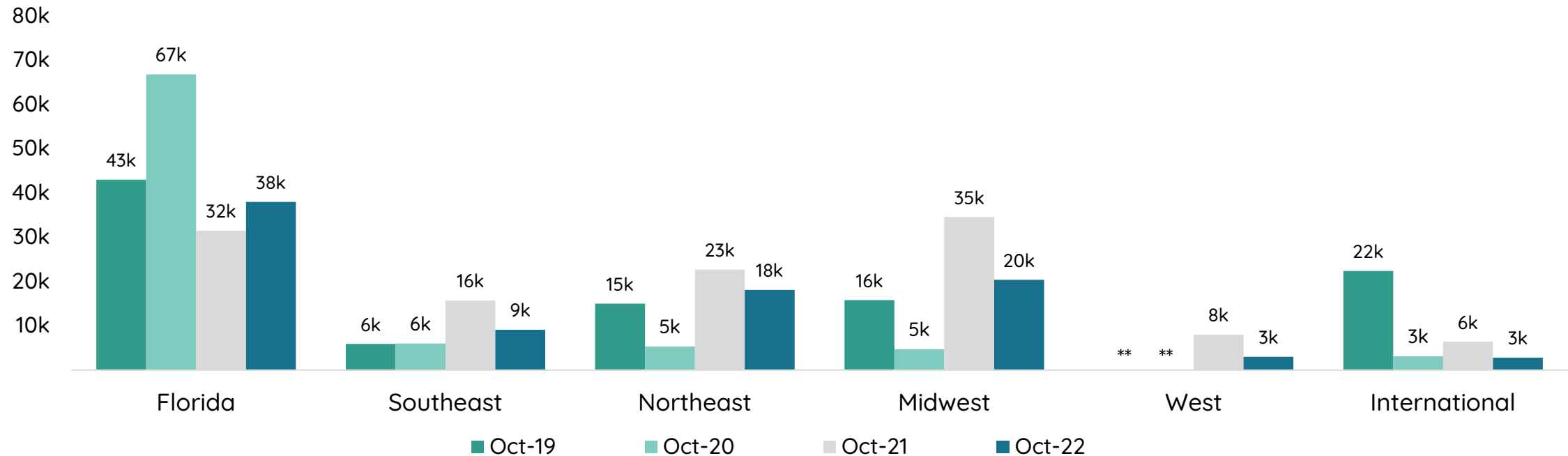
VISITOR ORIGIN*

FLORIDA VISITORS

38,000

OUT-OF-STATE VISITORS

53,400



* Visitors staying in paid accommodations.
** Visitation from western U.S. states not separated from "other" category in October 2019 and 2020.

CUMULATIVE VISITATION & ROOM NIGHTS*

CYTD VISITORS

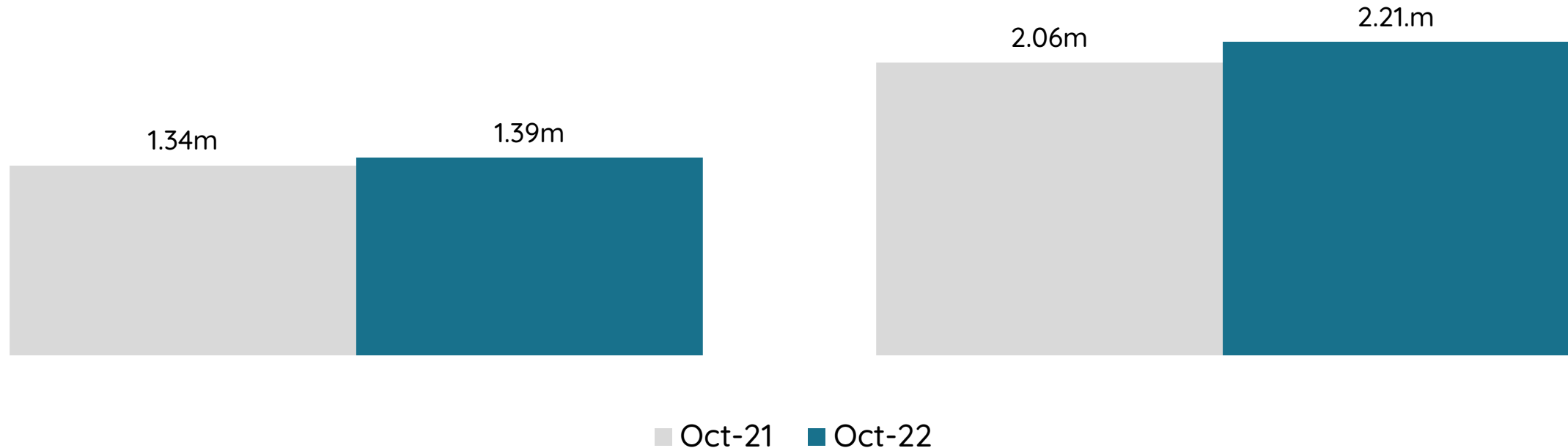
1,393,900

+ 4.2% from 2021

CYTD ROOM NIGHTS

2,210,800

+ 7.1% from 2021



* Visitors staying in paid accommodations.

CUMULATIVE SPENDING & ECONOMIC IMPACT*

CYTD DIRECT SPENDING

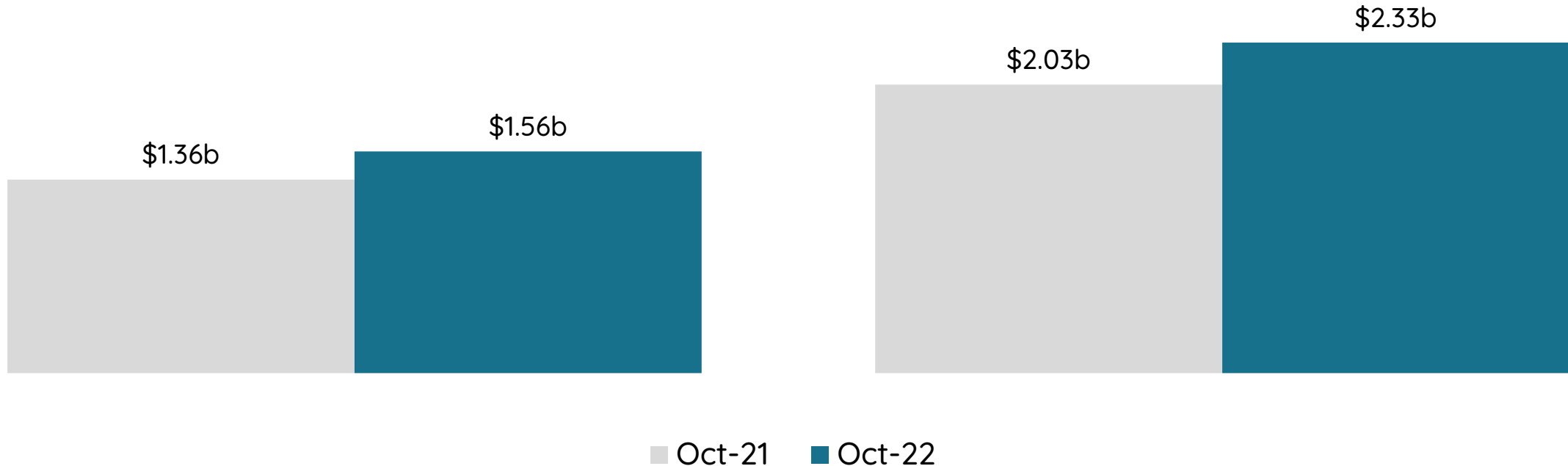
\$1,561,998,800

+ 14.6% from 2021

CYTD ECONOMIC IMPACT

\$2,328,940,300

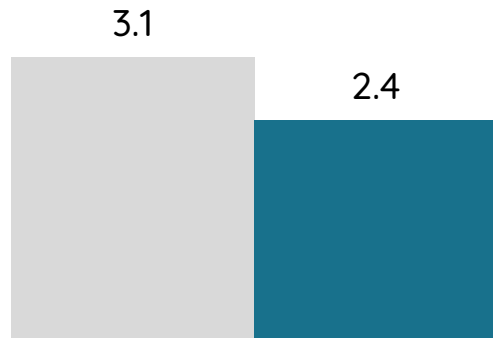
+ 14.6% from 2021



* Visitors staying in paid accommodations.

TRAVEL PARTY SIZE

2.4



NIGHTS STAYED

6.3



■ Oct-21

■ Oct-22

* Visitors staying in paid accommodations.

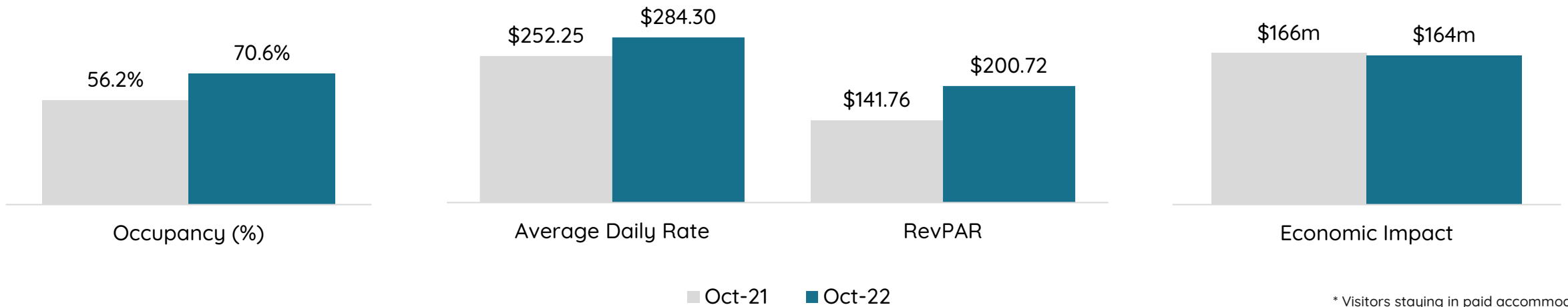
October 2022 METRICS



OCTOBER 2022 OVERNIGHT VISITATION & LODGING*

| | October 2021 | October 2022 | % Change from 2021 |
|--------------------|--------------|--------------|--------------------|
| Occupancy Rate | 56.2% | 70.6% | + 25.6% |
| Average Daily Rate | \$252.25 | \$284.30 | + 12.7% |
| RevPAR | \$141.76 | \$200.72 | + 41.6% |

| | October 2021 | October 2022 | % Change from 2021 |
|-----------------|---------------|---------------|--------------------|
| Visitors | 118,900 | 91,400 | - 23.1% |
| Room Nights | 185,800 | 239,900 | + 29.1% |
| Direct Spending | \$111,477,300 | \$109,691,300 | - 1.6% |
| Economic Impact | \$166,212,700 | \$163,549,700 | - 1.6% |

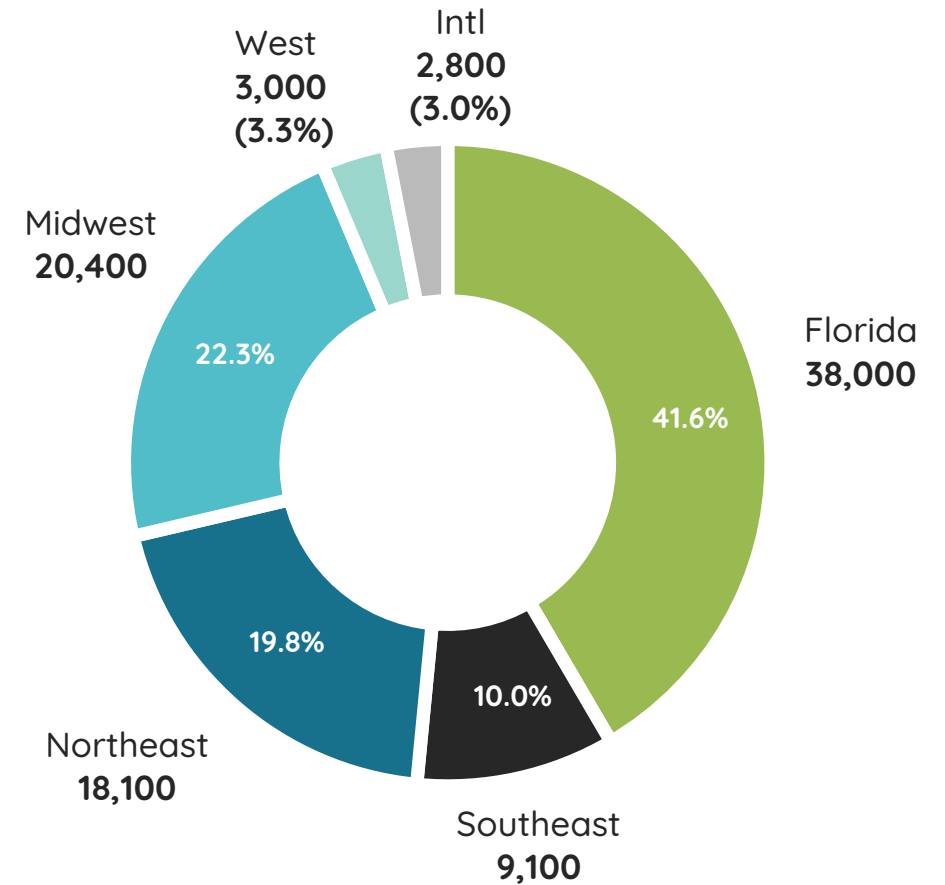


* Visitors staying in paid accommodations.

OCTOBER 2022 OVERNIGHT VISITOR ORIGIN MARKETS*

| Region | October 2021 | | October 2022 | | Percent Change (Δ%) | |
|---------------------|----------------|---------------|---------------|---------------|---------------------|-----------|
| | # Visitors | Mkt Share | # Visitors | Mkt Share | # Visitors | Mkt Share |
| Florida | 31,500 | 26.5% | 38,000 | 41.6% | + 20.6% | + 57.0% |
| Southeast | 15,700 | 13.2% | 9,100 | 10.0% | - 42.0% | - 24.2% |
| Northeast | 22,700 | 19.1% | 18,100 | 19.8% | - 20.3% | + 3.7% |
| Midwest | 34,600 | 29.1% | 20,400 | 22.3% | - 41.0% | - 23.4% |
| West | 8,000 | 6.7% | 3,000 | 3.3% | - 62.5% | - 50.7% |
| Canada | 800 | 0.7% | 1,100 | 1.2% | + 37.5% | + 71.4% |
| Europe ¹ | 800 | 0.7% | 500 | 0.5% | - 37.5% | - 28.6% |
| C/S America | 4,800 | 4.0% | 500 | 0.6% | - 89.6% | - 85.0% |
| Other ¹ | 0 | 0.0% | 700 | 0.7% | - | - |
| Total | 118,900 | 100.0% | 91,400 | 100.0% | | |

¹Visitation from most international markets was too small to estimate for most of 2020 and 2021.



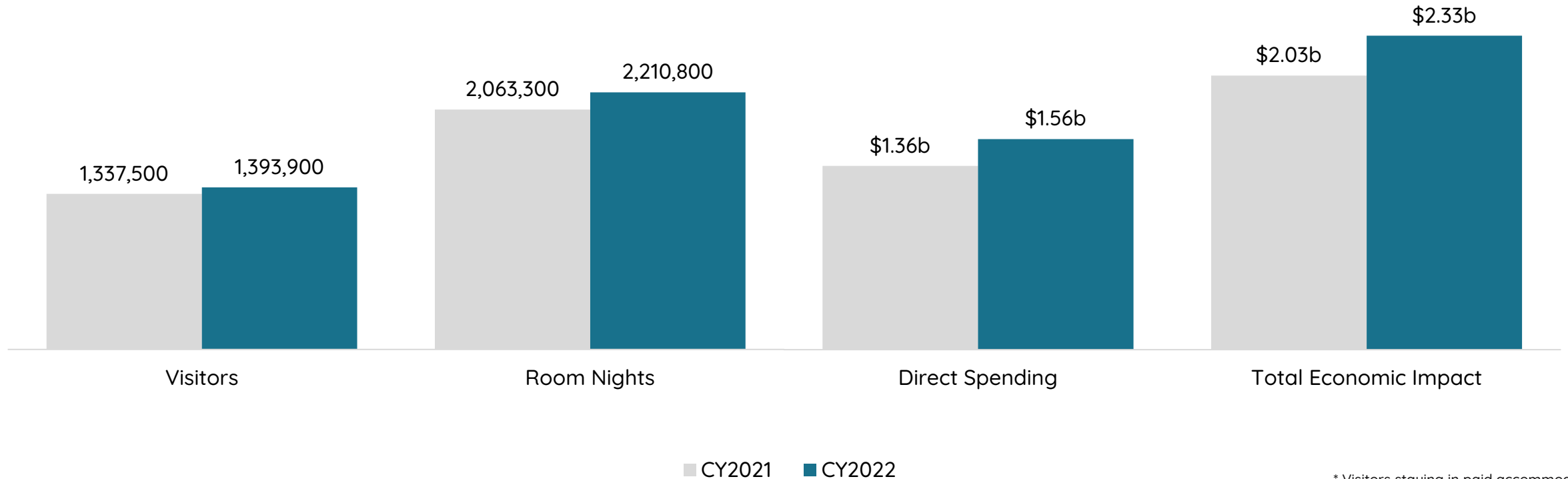
* Visitors staying in paid accommodations.

CALENDAR 2022- TO-DATE METRICS



CYTD OVERNIGHT VISITATION & LODGING*

| | CYTD 2021 | CYTD 2022 | % Change from 2021 |
|-----------------|-----------------|-----------------|--------------------|
| Visitors | 1,337,500 | 1,393,900 | + 4.2% |
| Room Nights | 2,063,300 | 2,210,800 | + 7.1% |
| Direct Spending | \$1,363,362,800 | \$1,561,998,800 | + 14.6% |
| Economic Impact | \$2,032,774,000 | \$2,328,940,300 | + 14.6% |



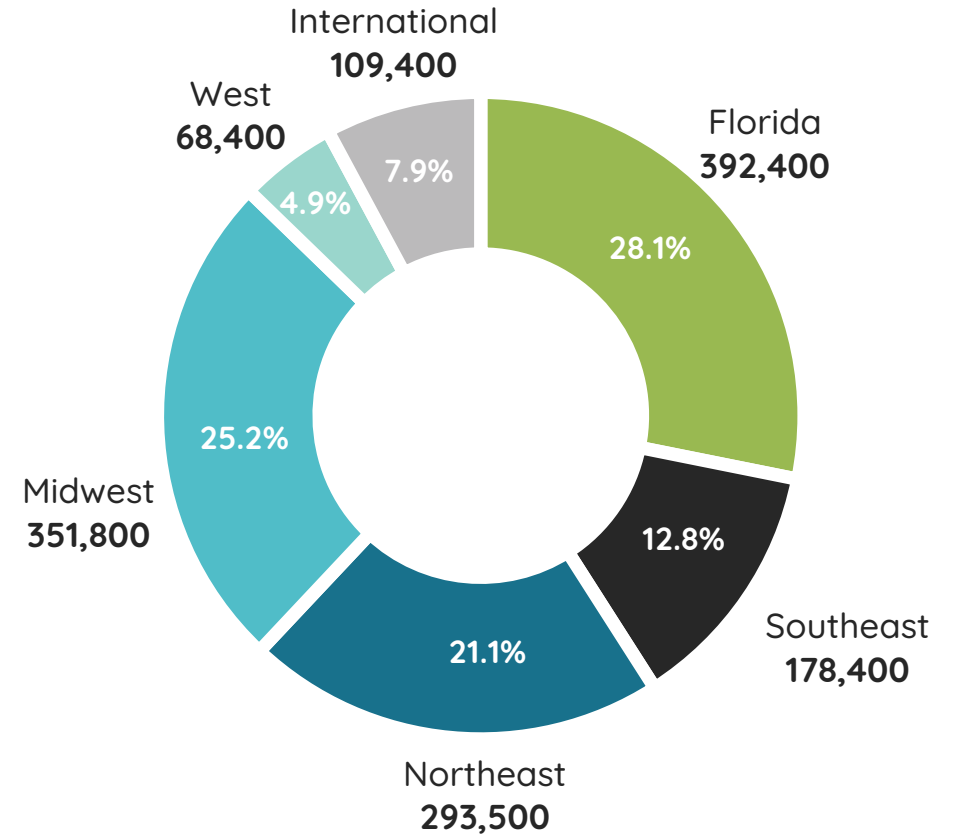
* Visitors staying in paid accommodations.

CYTD OVERNIGHT VISITOR ORIGIN MARKETS*

| Region | CY2021 | | CY2022 | | Percent Change (Δ%) | |
|--------------------------|------------------|---------------|------------------|---------------|---------------------|-----------|
| | # Visitors | Mkt Share | # Visitors | Mkt Share | # Visitors | Mkt Share |
| Florida | 623,600 | 46.6% | 392,400 | 28.1% | - 37.1% | - 39.7% |
| Southeast | 135,900 | 10.2% | 178,400 | 12.8% | + 31.3% | + 25.5% |
| Northeast | 253,600 | 19.0% | 293,500 | 21.1% | + 15.7% | + 11.1% |
| Midwest | 260,000 | 19.4% | 351,800 | 25.2% | + 35.3% | + 29.9% |
| West ¹ | 33,500 | 2.5% | 68,400 | 4.9% | + 104.2% | + 96.0% |
| Canada ² | 6,700 | 0.5% | 32,800 | 2.4% | + 389.6% | + 380.0% |
| Europe ² | 13,900 | 1.0% | 47,100 | 3.4% | + 238.8% | + 240.0% |
| C/S America ² | 10,300 | 0.8% | 13,600 | 1.0% | + 32.0% | + 25.0% |
| Other | 0 | 0.0% | 15,900 | 1.1% | - | - |
| Total | 1,337,500 | 100.0% | 1,393,900 | 100.0% | | |

¹Visitation from western U.S. states not separated from “other” category for most of 2021.

²Visitation from most international markets was too small to estimate for most of 2021.



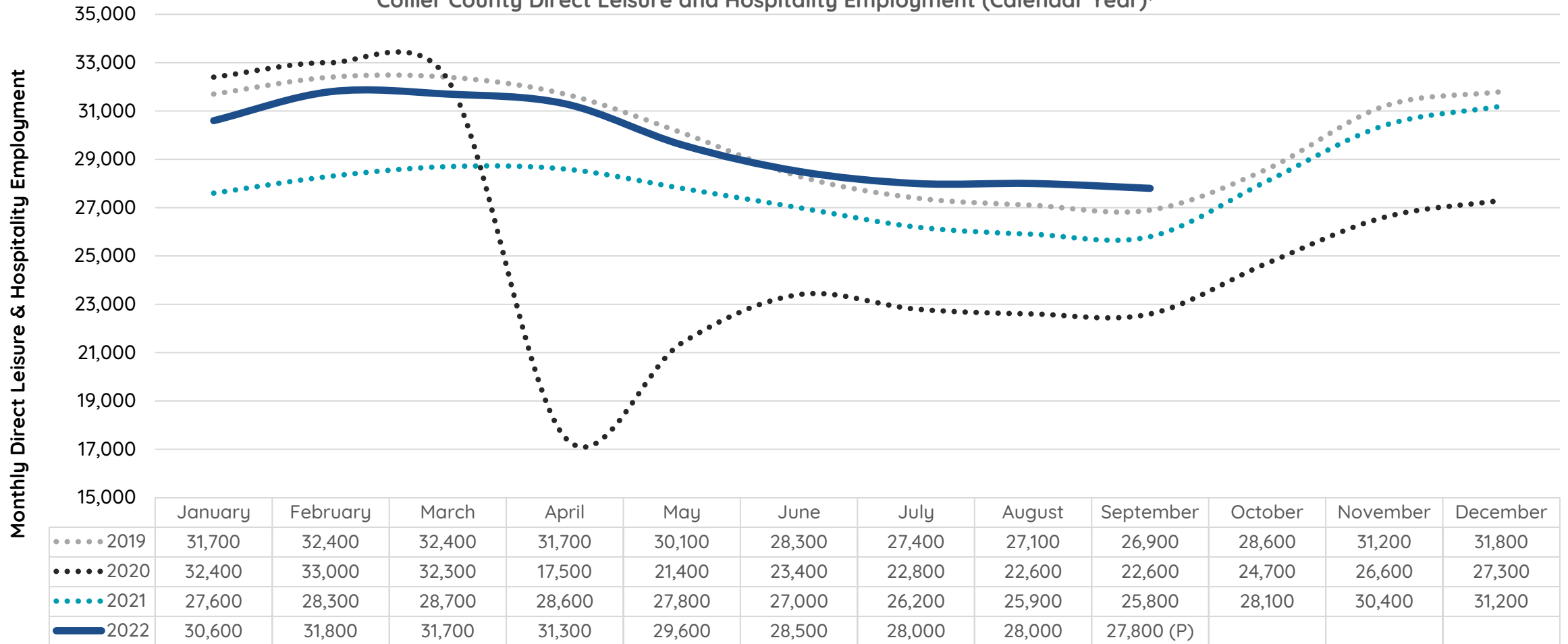
* Visitors staying in paid accommodations.

INDUSTRY DATA



LEISURE & HOSPITALTY EMPLOYMENT

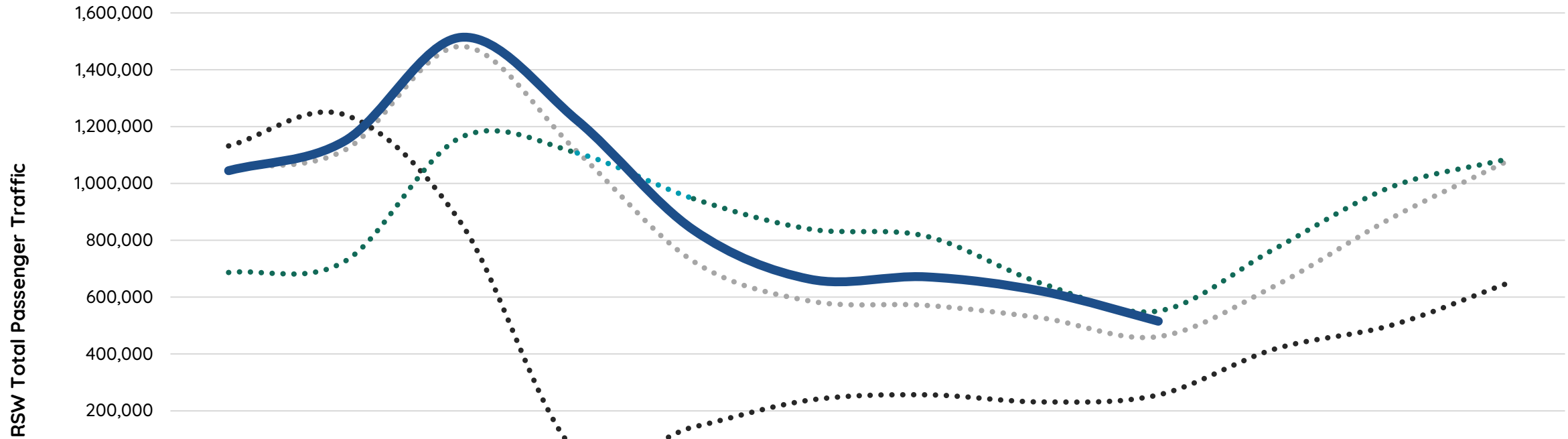
Collier County Direct Leisure and Hospitality Employment (Calendar Year)¹



¹SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.

RSW PASSENGER TRAFFIC

Southwest Florida International Airport (RSW) Passenger Traffic



| | January | February | March | April | May | June | July | August | September | October | November | December |
|------------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|-----------|---------|----------|-----------|
| ••••• 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 | 814,471 | 647,534 | 551,041 | 769,524 | 986,908 | 1,085,569 |
| — 2022 | 1,044,816 | 1,149,618 | 1,514,046 | 1,221,628 | 836,379 | 663,141 | 671,225 | 620,532 | 515,077 | | | |

¹SOURCE: Lee County Port Authority Monthly Statistics.

LICENSED TRANSIENT RENTAL UNITS

| October 2022 Licensed Transient Rental Units ¹ | | | | |
|---|-------------|-------------|-----------------|--------------------------|
| | Hotel | Motel | Vacation Rental | Total |
| Naples | 4452 | 1557 | 3241 | 9250 |
| Marco Island | 1275 | 115 | 1831 | 3221 |
| Immokalee | 0 | 55 | 104 | 159 |
| Golden Gate | 0 | 150 | 0 | 150 |
| Everglades City | 38 | 36 | 14 | 88 |
| Bonita Springs | 0 | 5 | 64 | 69 |
| Chokoloskee | 0 | 13 | 2 | 15 |
| Goodland | 0 | 5 | 4 | 9 |
| Ochopee | 0 | 0 | 2 | 2 |
| Ave Maria | 0 | 0 | 1 | 1 |
| Total | 5765 | 1936 | 5263 | 12964² |

¹SOURCE: Florida Department of Business & Professional Regulation.

²Some units are unavailable due to the impact of Hurricane Ian.

NAPLES, MARCO ISLAND, EVERGLADES

Convention & Visitors Bureau October 2022 Monthly Dashboard

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