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Collier County Tourism Industry News



Director's Note

A Message from our Executive Director

This past spring, the travel industry certainly cringed at the emergence of what appeared to be an endless parade of economic challenges that included skyrocketing inflation, record setting gas prices, interest rate hikes and the threat of an economic recession. After such a remarkable post pandemic rebound it seemed more than certain that consumer travel sentiment was about to take a hit.

While Average Daily Rates (ADR) began to “normalize” in early spring and record setting occupancy levels also started to level off, the destination once again demonstrated a resilience with travelers.

Following the initial shock surrounding economic factors it appears that travelers continue to demonstrate their need and desire for leisure travel.

In the most recent Longwoods Travel Sentiment Research (Wave 64), only 9% indicated that they were going to cancel travel plans due to rising gas prices. Nonetheless they did indicate they may trim spending on categories such as dining, entertainment, and retail during their travels.

Clearly the beauty of the travel industry is that there is absolutely no substitute for the travel product itself.

Year to date visitation (as of July 30) reached 1,051,400 visitors representing a 3.8% increase over the same period in 2021. Year to date room nights consumed recognized a 5% increase over last year while total economic spending within the destination amounted to \$1.9 billion which represents an 18.2% increase over last year's all-time high.

While it is important to monitor these metrics, it is even more important to remain vigilant, nimble and strategically preemptive as factors adjust.

The CVB team has been thoroughly engaged in the development of the FY'23 Strategic Marketing Plan that will kick off October 1st. As part of that Marketing Plan I want to personally thank everyone that participated in our Annual Partner Marketing Summit that was held last month. Your commitment and participation that day was invaluable to the future success of the destination.

If you were unable to join us at the Partner Marketing Summit then you missed the exciting announcement that ¡Arte Viva!, a year-long celebration of Hispanic Arts and Culture, kicks off in September and quickly shifts into high gear in October. The festival invites visitors to discover the joys and excitement of great art, remarkable artists, and amazing music. The festival's extended calendar gives art lovers multiple opportunities to delight in the diversity of Hispanic culture found on Florida's Paradise Coast!

While our industry has had so much to celebrate over the past year none of it would be possible without the countless Tourism Stars that make it all happen daily. In my opinion every single person in the industry is a Star, yet many go to extraordinary heights on a daily basis to make notable impacts on business or the lives of our visitors. For that reason we are pleased to host the 2022 Paradise Coast Tourism Star Awards on September 28th, 2022, 11:30am – 2:30pm at the Naples Grande Beach Resort. We hope to see you all there yet the MOST IMPORTANT plea is that each of you nominate your own Tourism Stars. Please invest a few minutes to acknowledge and recognize these worthy individuals that make the magic happen for our visitors every single day.

Link to Tourism Nomination:

[2022 Tourism Awards Nomination Form | Naples, Marco Island & Everglades \(paradisecoast.com\)](#)

Reserve your tickets:

[2022 Paradise Coast Tourism Star Awards Tickets, Wed, Sep 28, 2022 at 11:30 AM | Eventbrite](#)

On behalf of the entire CVB team, thanks to each and every one of you for making Florida's Paradise Coast such a celebrated destination. We really do live in Paradise and being surrounded by such incredibly talented and dedicated professionals as yourselves makes it even more rewarding.

Wishing each of you a remarkable summer.

Sincerely,

Paul Beirnes

Executive Director

Naples, Marco Island, Everglades CVB

