

2017 Monroe County Visitor Volume and Spending

- Charts & Graphs
- Methodology

*INSIGHTS
THAT TAKE
YOU
PLACES*

DKSHIFFLET

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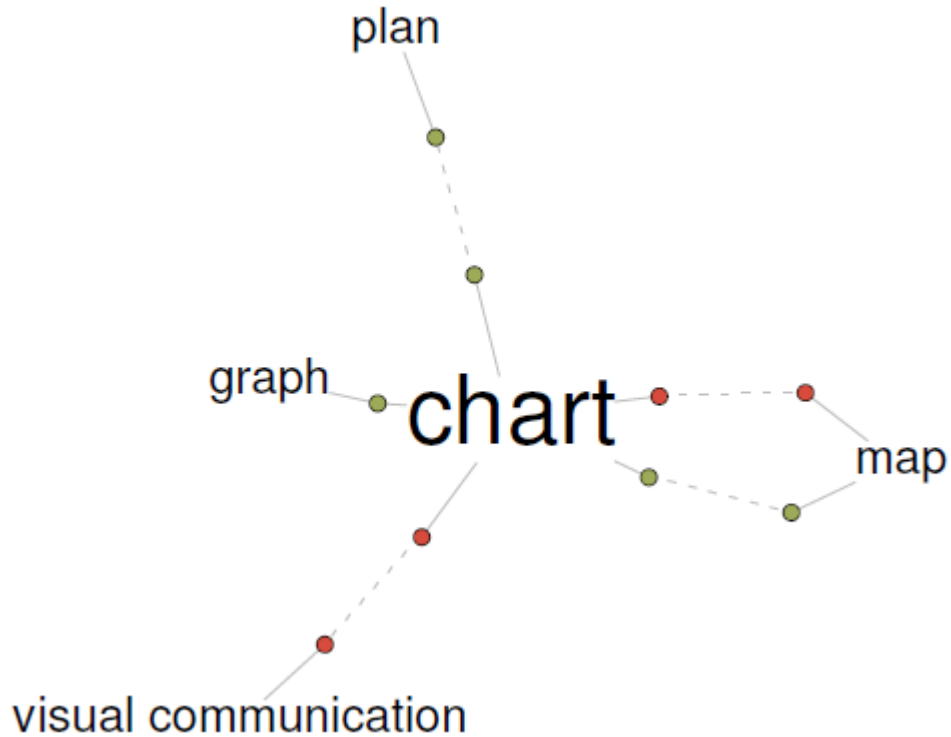
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DKSHIFFLET
AN **MMGY**GLOBAL COMPANY

Year-End 2017 Visitor Volume and Spending

Cheryl Schutz

*Vice President, DK Shifflet Products and Services
April 2018*



Charts and Graphs

Monroe County, Florida Visitor Volume and Spending

Monroe County, Florida

VOLUME AND SPENDING

	2017	2016	2015	2014	2013	% Change 2017/2016	% Change 2016/2015	% Change 2015/2014	% Change 2014/2013
Household Counts									
Total	264	319	325	287	263				
Leisure	248	304	314	274	250				
Overnight Leisure	205	266	261	225	204				
Stays									
Total	2.29	2.25	2.18	2.07	2.02	1.85%	2.94%	5.49%	2.14%
Leisure	2.00	1.97	1.92	1.83	1.79	1.39%	2.66%	5.29%	2.25%
Overnight Leisure	1.58	1.56	1.52	1.43	1.40	1.35%	2.75%	5.74%	2.57%
Person-Stays									
Total	5.34	5.28	5.18	4.99	4.92	1.15%	1.92%	3.83%	1.44%
Leisure	4.89	4.84	4.74	4.58	4.51	1.00%	2.14%	3.51%	1.48%
Overnight Leisure	3.86	3.83	3.74	3.59	3.53	0.89%	2.37%	4.02%	1.91%
Person-Days									
Total	18.41	18.00	17.93	17.58	17.40	2.33%	0.37%	2.01%	1.02%
Leisure	17.18	16.69	16.52	16.22	15.98	2.91%	1.06%	1.83%	1.51%
Overnight Leisure	16.38	15.91	15.77	15.48	15.24	2.96%	0.88%	1.87%	1.57%
Spending									
Total	\$3,103	\$2,946	\$2,923	\$2,859	\$2,783	5.32%	0.80%	2.23%	2.72%
Leisure	\$2,886	\$2,719	\$2,660	\$2,602	\$2,516	6.12%	2.22%	2.23%	3.41%
Overnight Leisure	2,772	\$2,613	\$2,553	\$2,497	\$2,414	6.07%	2.35%	2.27%	3.40%

Chart 1 • in Millions

Monroe County, Florida Stays Volume

VOLUME

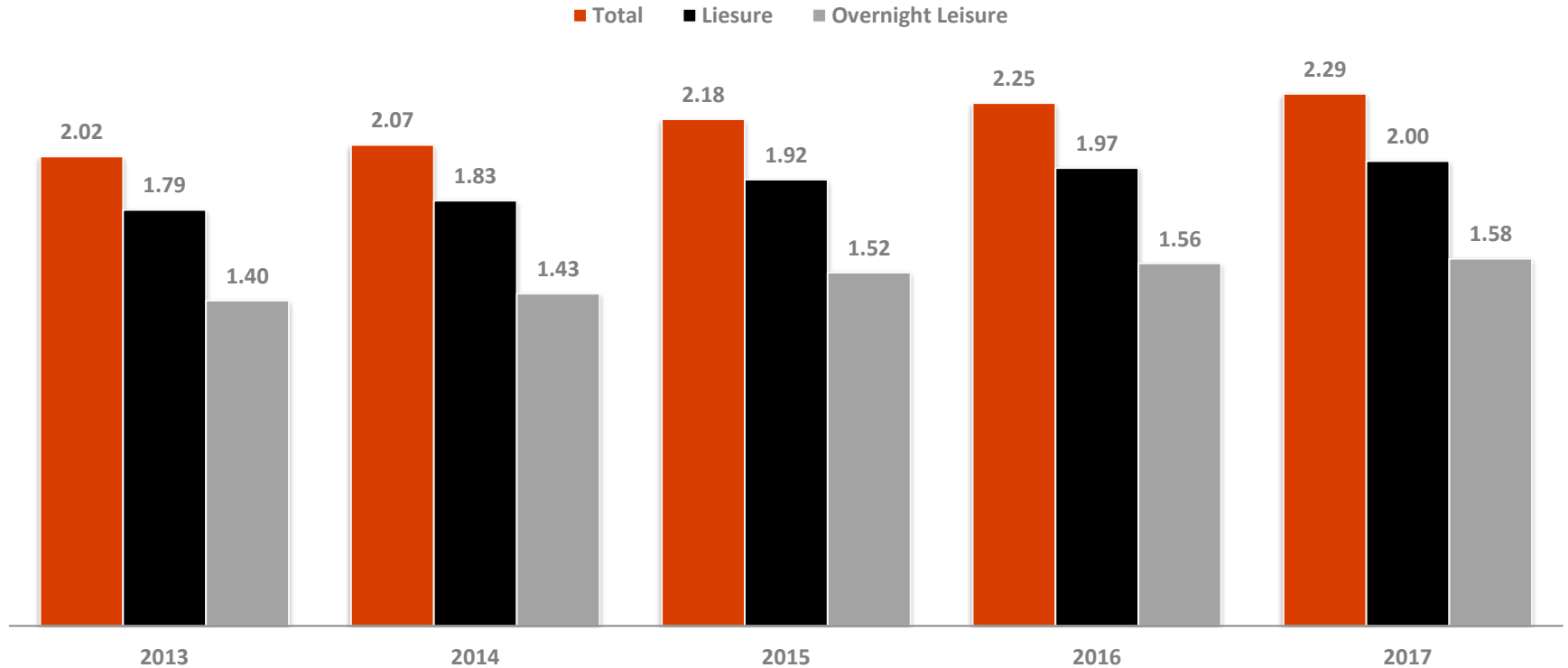


Chart 2 • in Millions

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Monroe County, Florida Person-Stays Volume

VOLUME

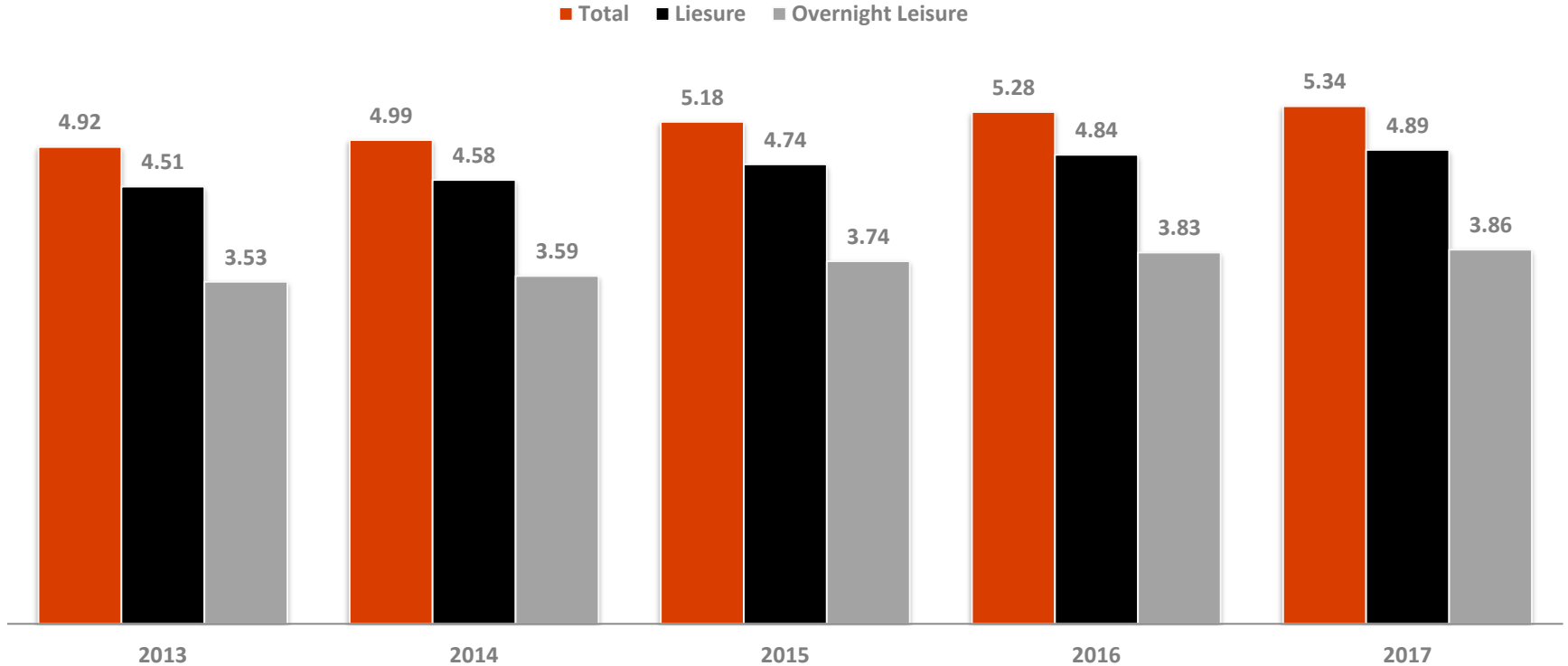


Chart 3 • in Millions

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Monroe County, Florida Person-Days Volume

VOLUME

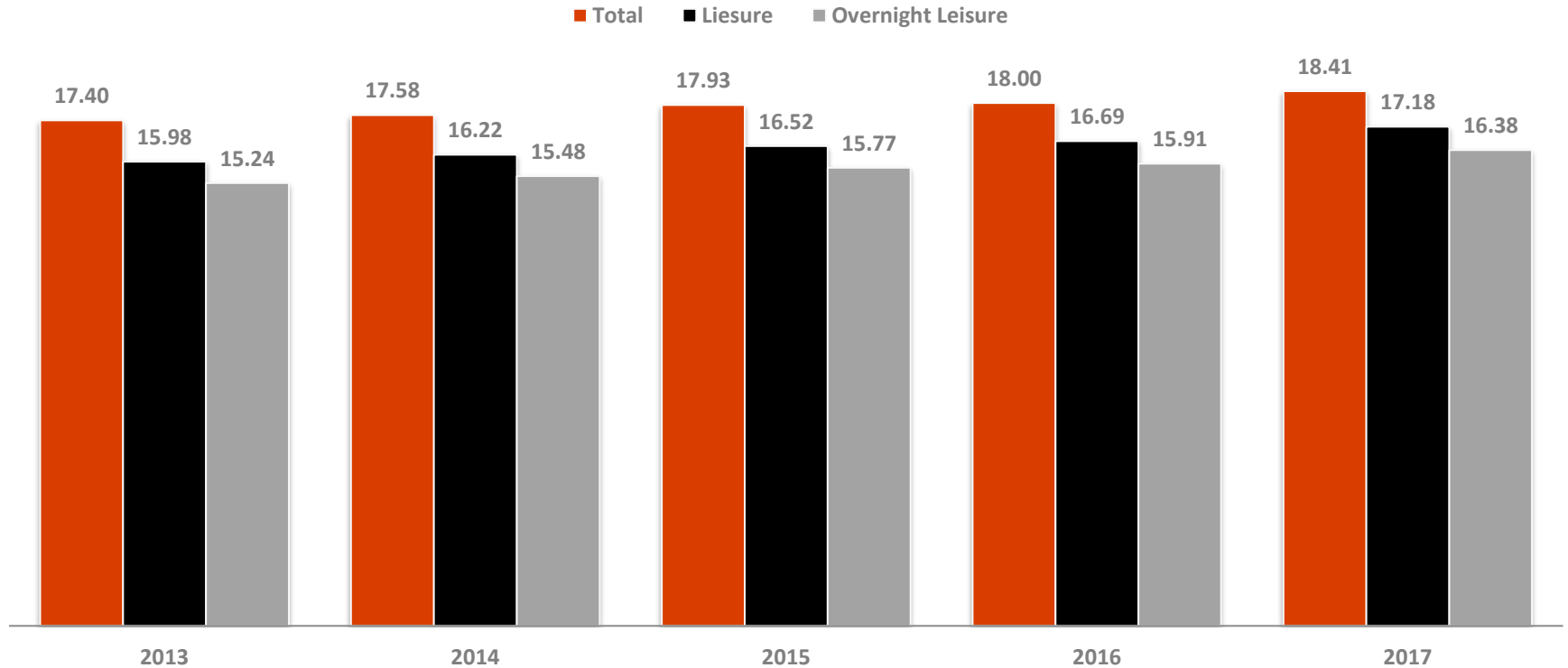


Chart 4 • in Millions

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Monroe County, Florida Spending

SPENDING

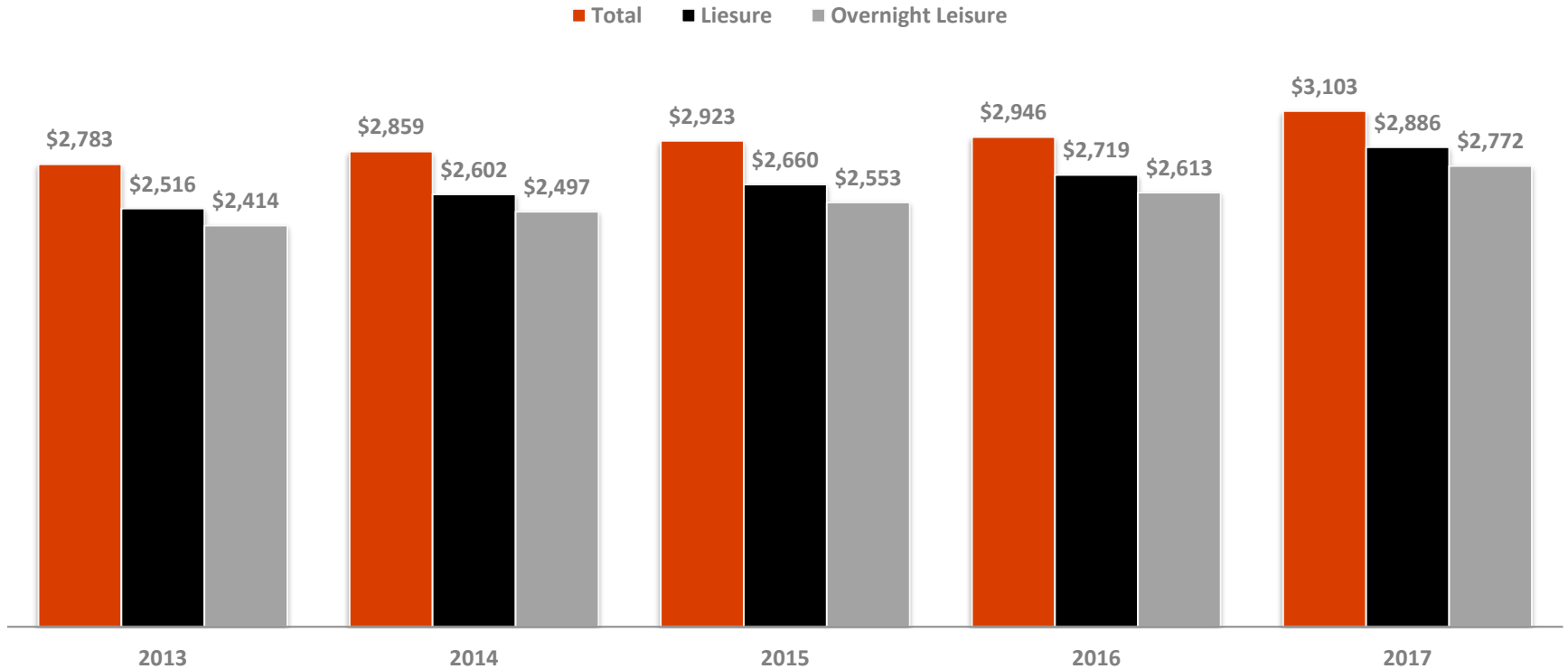


Chart 5 • in Millions

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Monroe County, Florida Travel Segments

MARKET SHARE

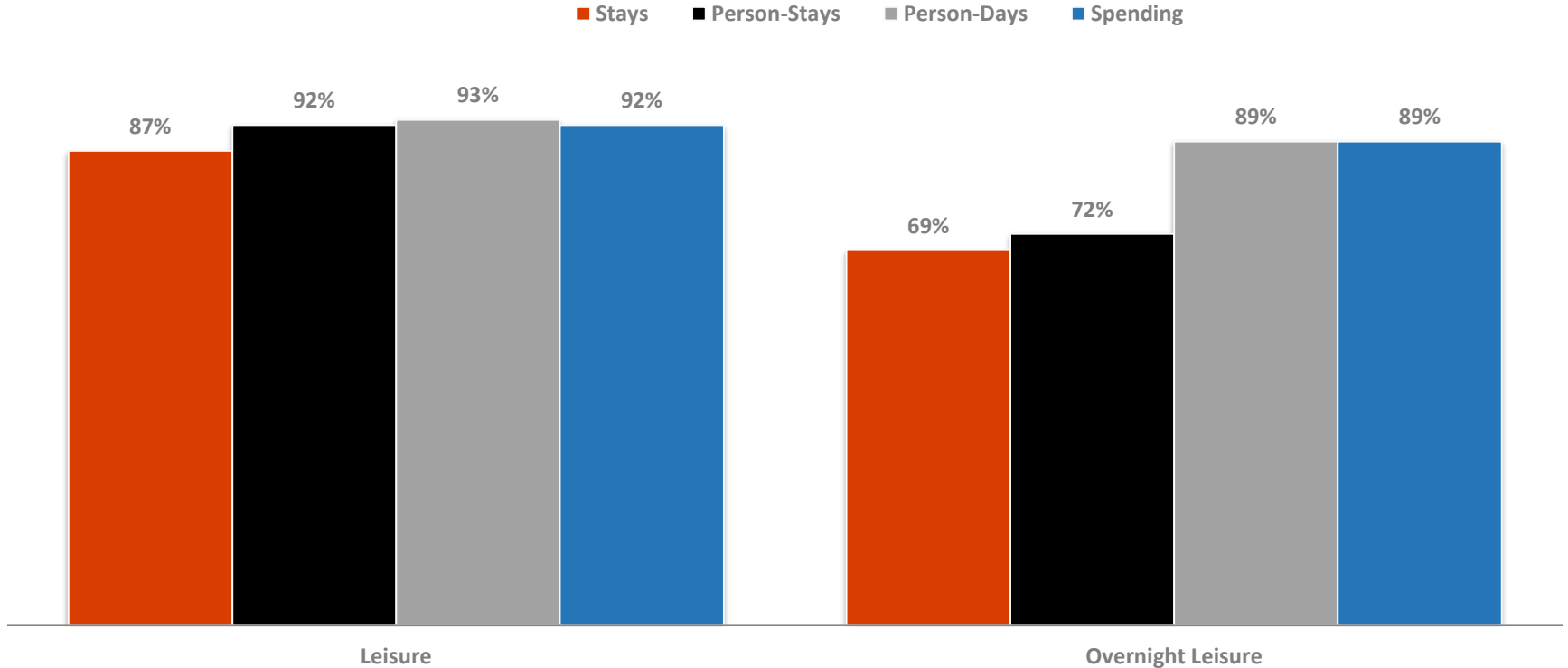


Chart 6 • Segment: 2017 % of Total Volume or Spending by Metric

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Research Methodology

DK Shifflet's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

About DK Shifflet

DK Shifflet, an MMGY Global Company, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.

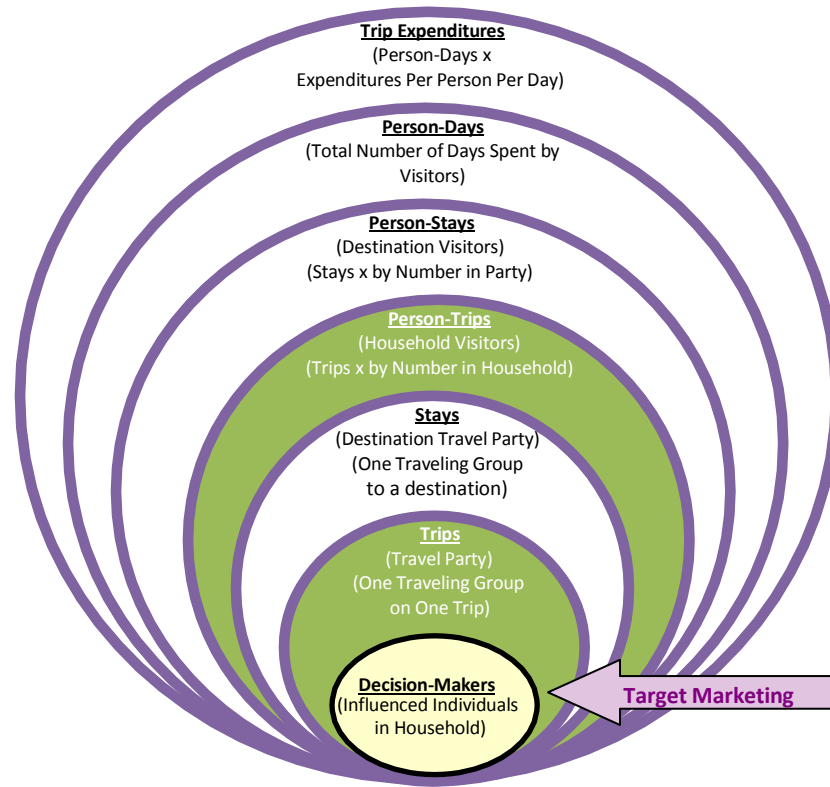
"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

Getting the complete picture?



Mr. & Mrs. Smith and their two children left their home on July 1 and returned on July 15. They visited Seattle for 2 days, San Francisco for 2 days, Monterey for 1 day, Phoenix for 2 days and Orlando for 3 days, Tampa for 2 days and Miami for 3 days. They spent \$5,000 for the entire trip.

Counting the Smith Family Vacation

	Trips	Stays	Person-Trips	Person-Stays	Person-Days	Spending
Washington	1	1	4	4	8	\$667
Seattle (2 days)	1	1	4	4	8	\$667
California	1	2	4	8	12	\$1,000
San Francisco (2 days)	1	1	4	4	8	\$667
Monterey (1 day)	1	1	4	4	4	\$333
Arizona	1	1	4	4	8	\$667
Phoenix (2 days)	1	1	4	4	8	\$667
Florida	1	3	4	12	32	\$2,667
Orlando (3 days)	1	1	4	4	12	\$1,000
Tampa (2 days)	1	1	4	4	8	\$667
Miami (3 days)	1	1	4	4	12	\$1,000
Total	1	7	4	28	60	\$5000