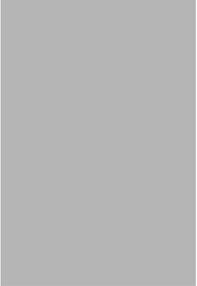# 2019 Monroe County Visitor Volume and Spending

- Charts & Graphs
- Methodology

INSIGHTS
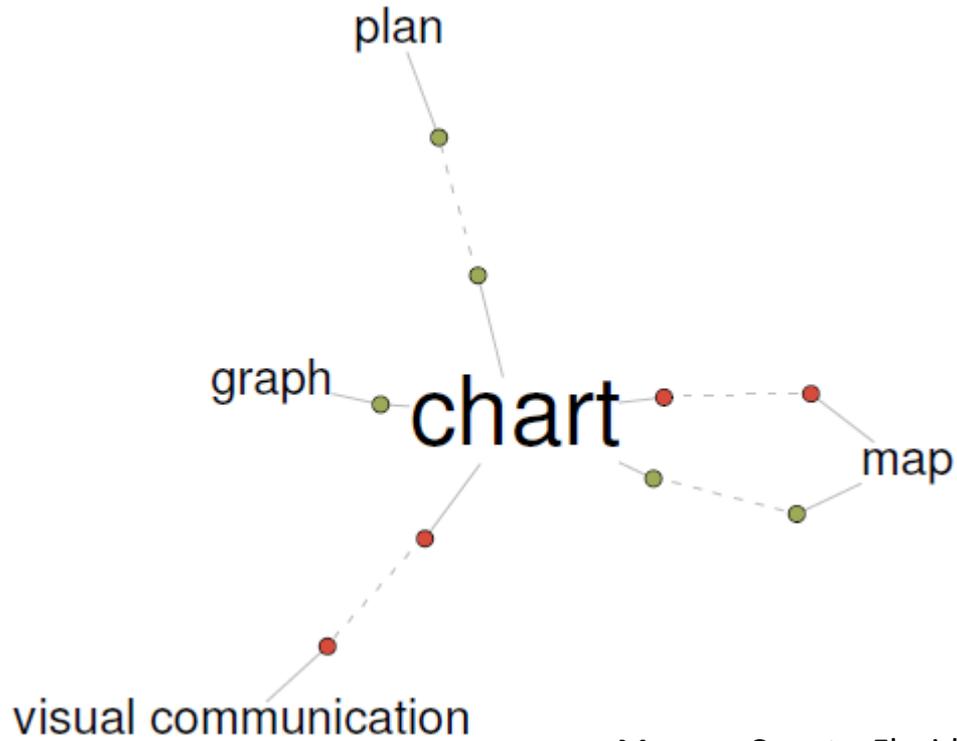
THAT TAKE

YOU

PLACES

DKSHIFFLET

Year-End 2019
Visitor Volume and Spending

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DK SHIFFLET
AN **MMGY GLOBAL** COMPANY

Sindy Diab
Director, Client Services
May 2020

Charts and Graphs

Monroe County, Florida Visitor Volume and Spending

Monroe County, Florida

	2019	2018	2017	2016	2015	2014	% Change 2019/2018	% Change 2018/2017	% Change 2017/2016	% Change 2016/2015	% Change 2015/2014
Household Counts											
Total	313	266	264	319	325	287					
Leisure	293	255	248	304	314	274					
Overnight Leisure	255	216	205	266	261	225					
Stays											
Total	2.51	2.37	2.29	2.25	2.18	2.07	5.8%	3.7%	1.85%	2.94%	5.49%
Leisure	2.22	2.08	2.00	1.97	1.92	1.83	6.5%	4.0%	1.39%	2.66%	5.29%
Overnight Leisure	1.76	1.64	1.58	1.56	1.52	1.43	7.6%	3.9%	1.35%	2.75%	5.74%
Person-Stays											
Total	5.76	5.47	5.34	5.28	5.18	4.99	5.2%	2.5%	1.15%	1.92%	3.83%
Leisure	5.32	5.03	4.89	4.84	4.74	4.58	5.8%	2.9%	1.00%	2.14%	3.51%
Overnight Leisure	4.23	3.98	3.86	3.83	3.74	3.59	6.2%	3.2%	0.89%	2.37%	4.02%
Person-Days											
Total	19.76	18.81	18.41	18.00	17.93	17.58	5.1%	2.1%	2.33%	0.37%	2.01%
Leisure	18.73	17.64	17.18	16.69	16.52	16.22	6.2%	2.7%	2.91%	1.06%	1.83%
Overnight Leisure	17.92	16.85	16.38	15.91	15.77	15.48	6.3%	2.9%	2.96%	0.88%	1.87%
Spending											
Total	$3,418	$3,203	$3,103	$2,946	$2,923	$2,859	6.7%	3.2%	5.32%	0.80%	2.23%
Leisure	$3,227	$2,993	$2,886	$2,719	$2,660	$2,602	7.8%	3.7%	6.12%	2.22%	2.23%
Overnight Leisure	$3,102	$2,880	2,772	$2,613	$2,553	$2,497	7.7%	3.9%	6.07%	2.35%	2.27%

Chart 1 • in Millions

Monroe County, Florida Stays Volume
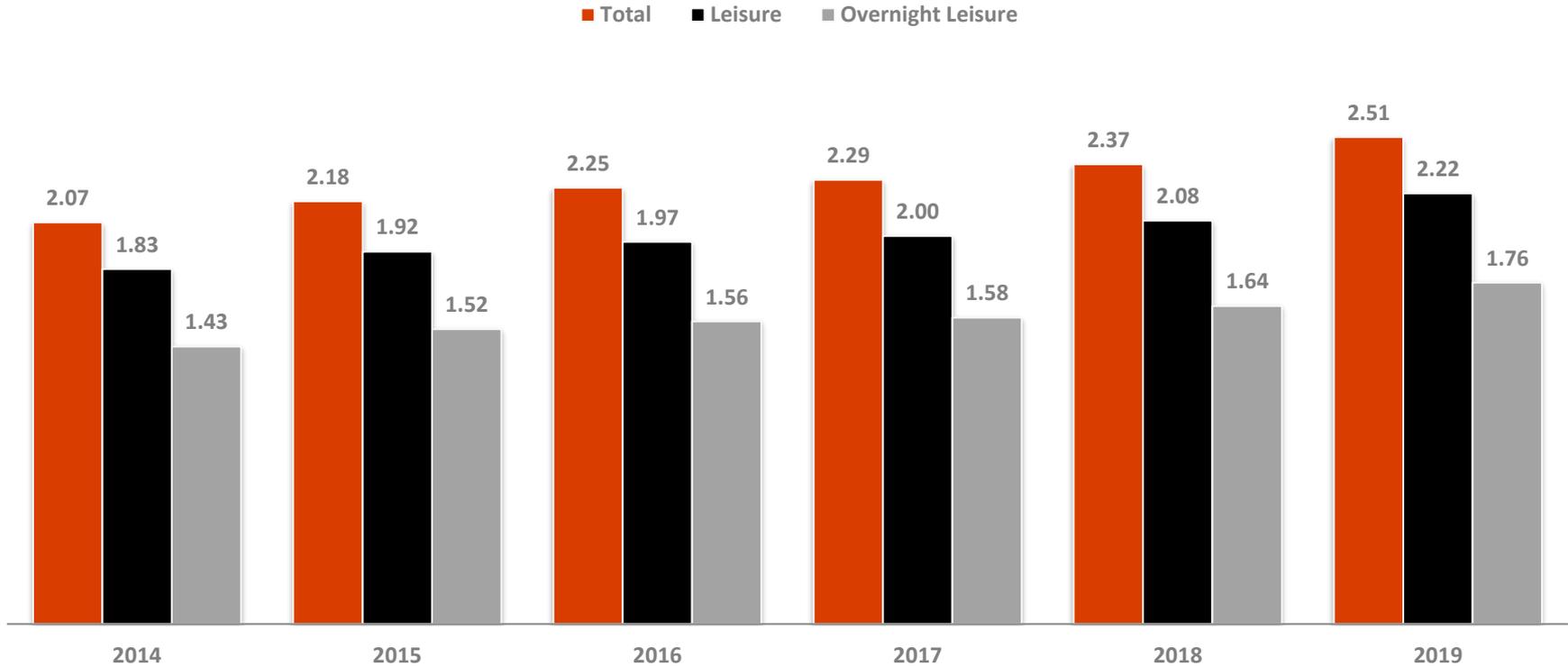
Legend: ■ Total ■ Leisure ■ Overnight Leisure

Year	Total	Leisure	Overnight Leisure
2014	2.07	1.83	1.43
2015	2.18	1.92	1.52
2016	2.25	1.97	1.56
2017	2.29	2.00	1.58
2018	2.37	2.08	1.64
2019	2.51	2.22	1.76

Chart 2 • in Millions

Monroe County, Florida Person-Stays Volume
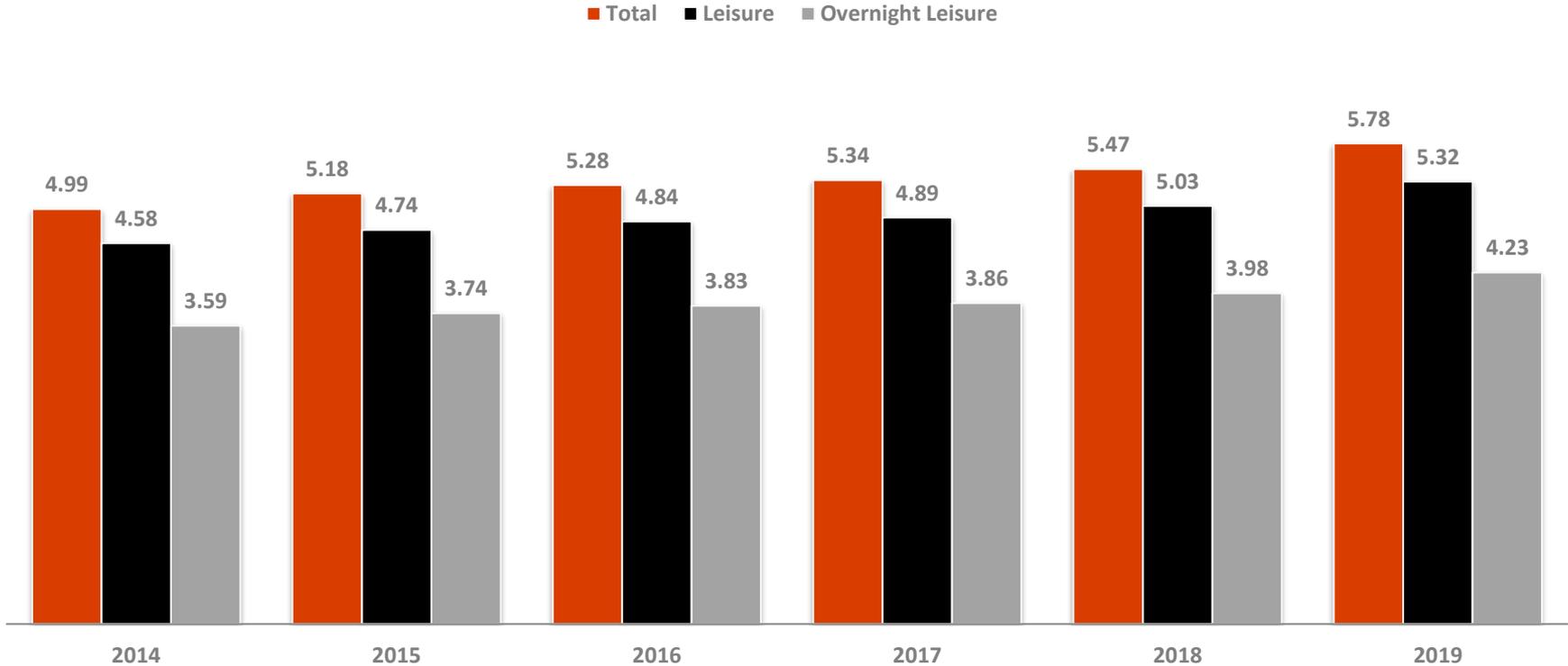
■ Total ■ Leisure ■ Overnight Leisure

	2014	2015	2016	2017	2018	2019
Total	4.99	5.18	5.28	5.34	5.47	5.78
Leisure	4.58	4.74	4.84	4.89	5.03	5.32
Overnight Leisure	3.59	3.74	3.83	3.86	3.98	4.23

Chart 3 • in Millions

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Monroe County, Florida Person-Days Volume
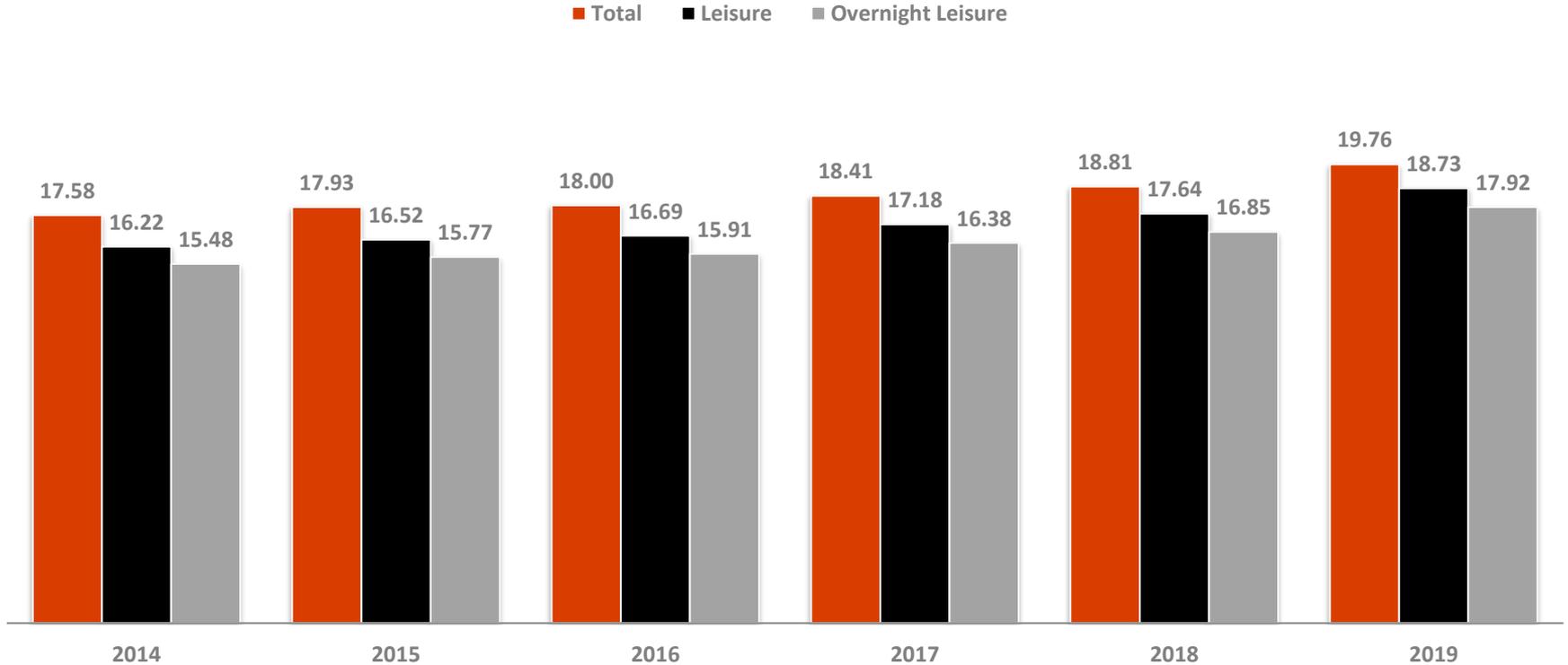
■ Total ■ Leisure ■ Overnight Leisure

	2014	2015	2016	2017	2018	2019
Total	17.58	17.93	18.00	18.41	18.81	19.76
Leisure	16.22	16.52	16.69	17.18	17.64	18.73
Overnight Leisure	15.48	15.77	15.91	16.38	16.85	17.92

Chart 4 • in Millions

Monroe County, Florida Spending

SPENDING
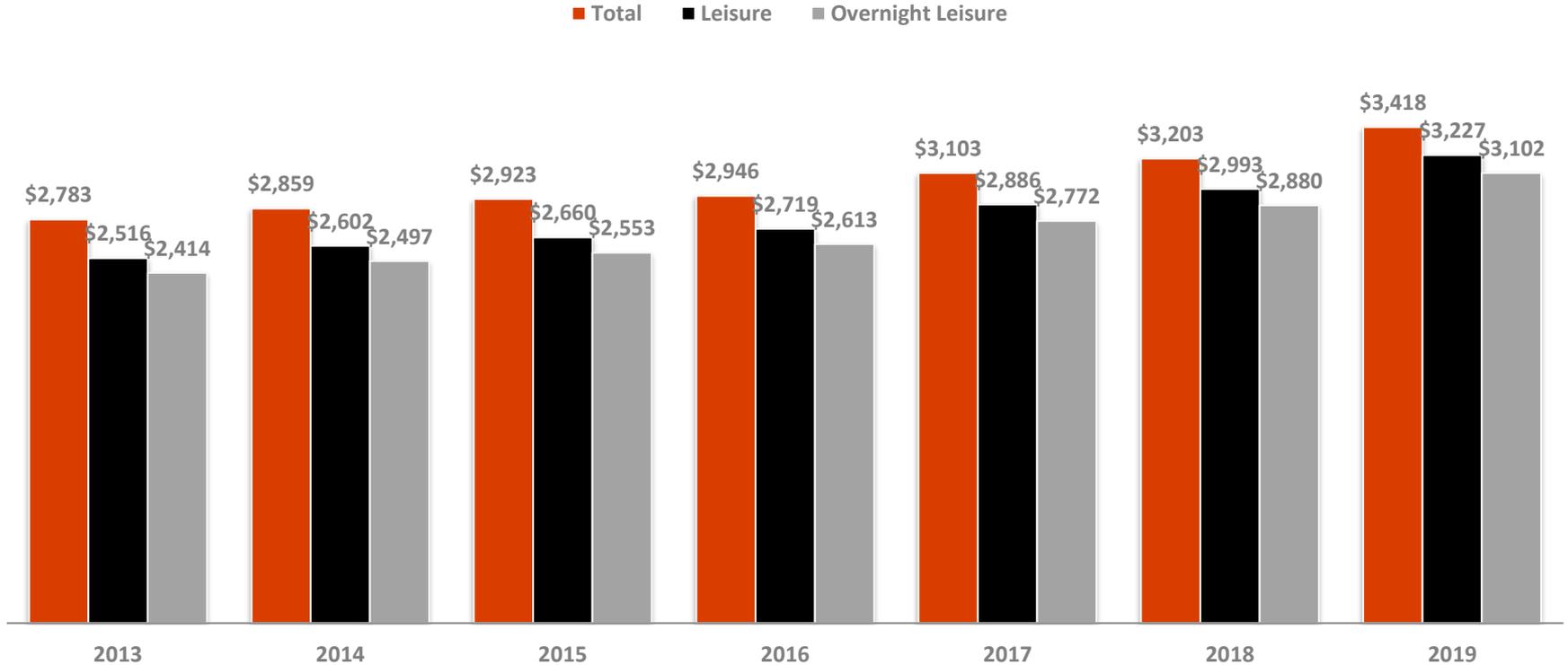
■ Total ■ Leisure ■ Overnight Leisure

Year	Total	Leisure	Overnight Leisure
2013	$2,783	$2,516	$2,414
2014	$2,859	$2,602	$2,497
2015	$2,923	$2,660	$2,553
2016	$2,946	$2,719	$2,613
2017	$3,103	$2,886	$2,772
2018	$3,203	$2,993	$2,880
2019	$3,418	$3,227	$3,102

Chart 5 • in Millions

Monroe County, Florida Travel Segments

MARKET SHARE
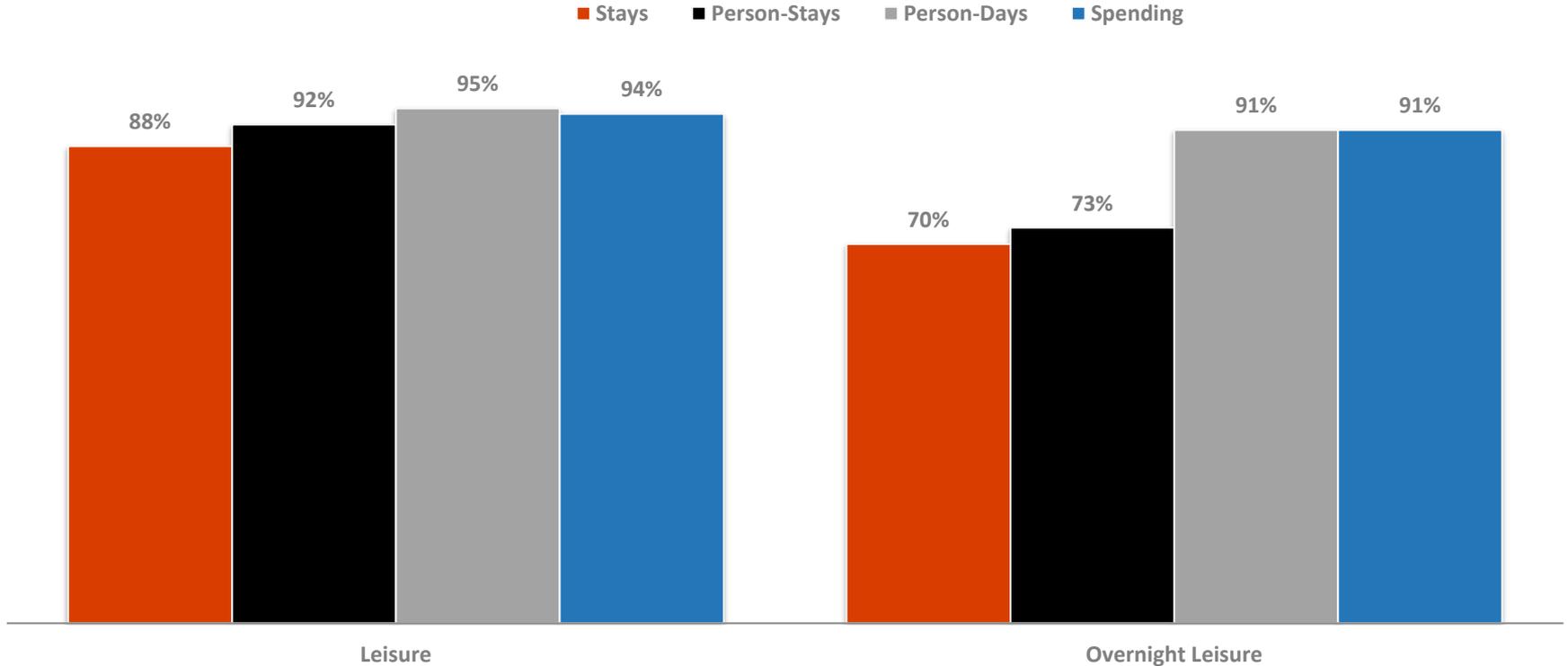
Chart 6 • Segment: 2019 % of Total Volume or Spending by Metric

Monroe County, Florida Quarterly and Seasonal Travel

29% — Quarter 1 (Jan, Feb, Mar)
25% — Quarter 2 (Apr, May, Jun)
24% — Quarter 3 (Jul, Aug, Sep)
23% — Quarter 4 (Oct, Nov, Dec)

Quarter

35% — Winter (Dec '18, Jan, Feb)
18% — Spring (Mar, Apr, May)
32% — Summer (Jun, Jul, Aug)
15% — Fall (Sep, Oct, Nov)
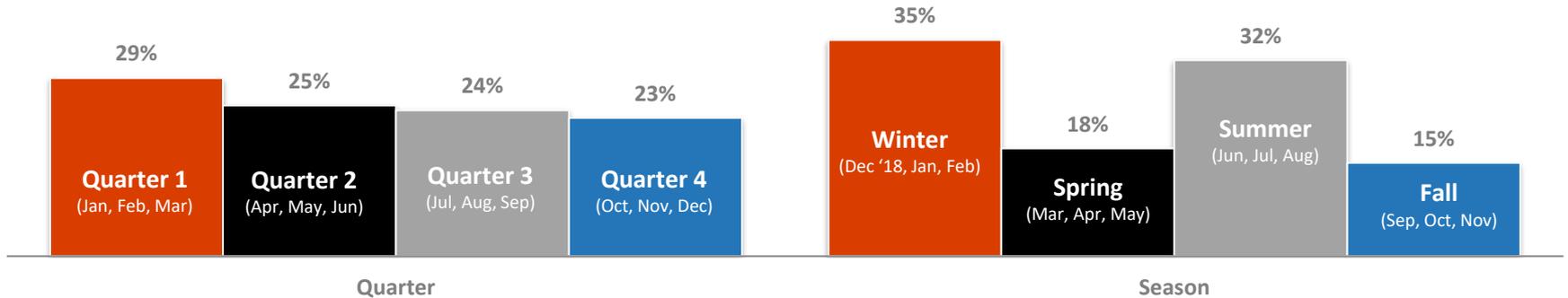
Season

Chart 7 • Segment: 2019 Person-Stays % of Travel by Quarter and Season

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Research Methodology

DK Shifflet's **TRAVEL *PERFORMANCE*/*Monitor*^{SM} 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.

"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.

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.