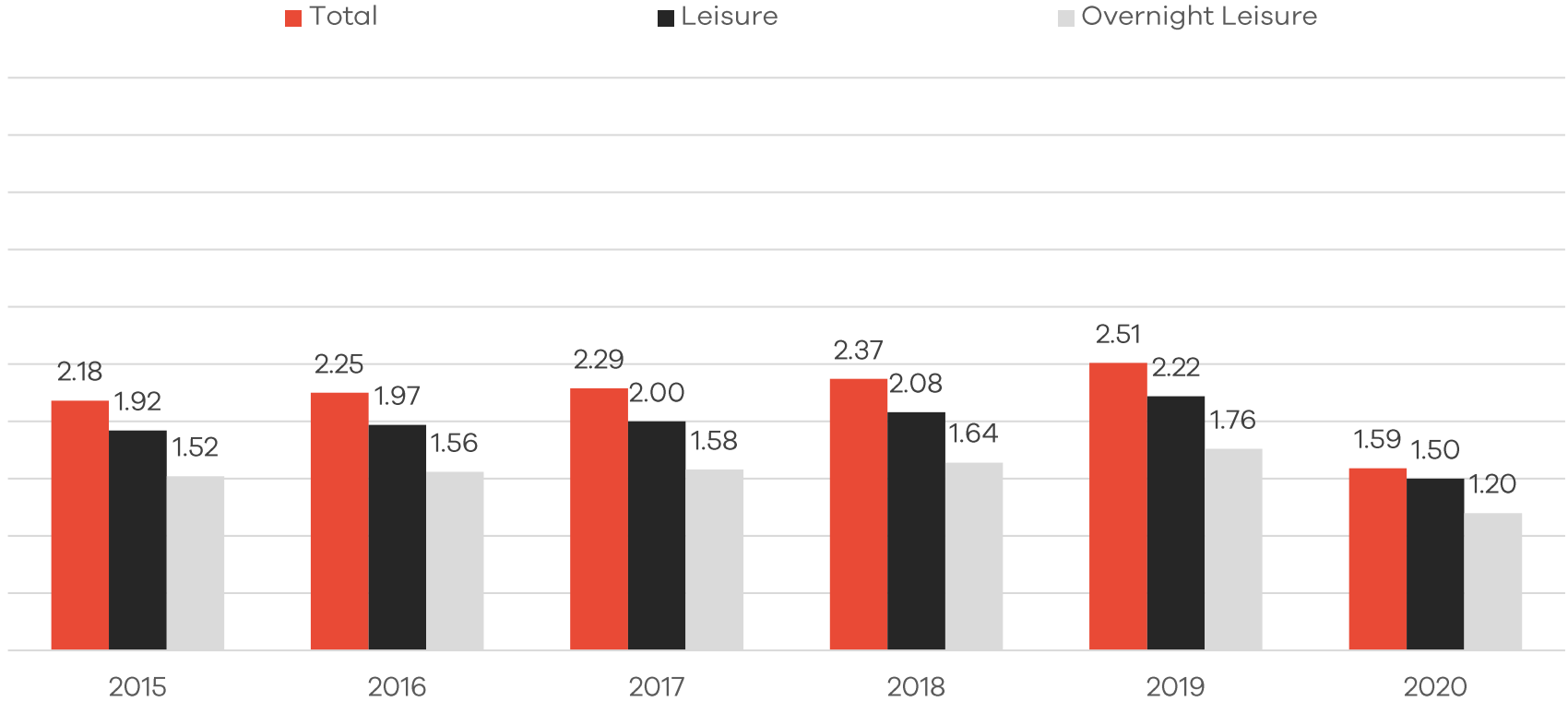


2020 Monroe County Visitor Volume and Spending



Monroe County Volume and Spending

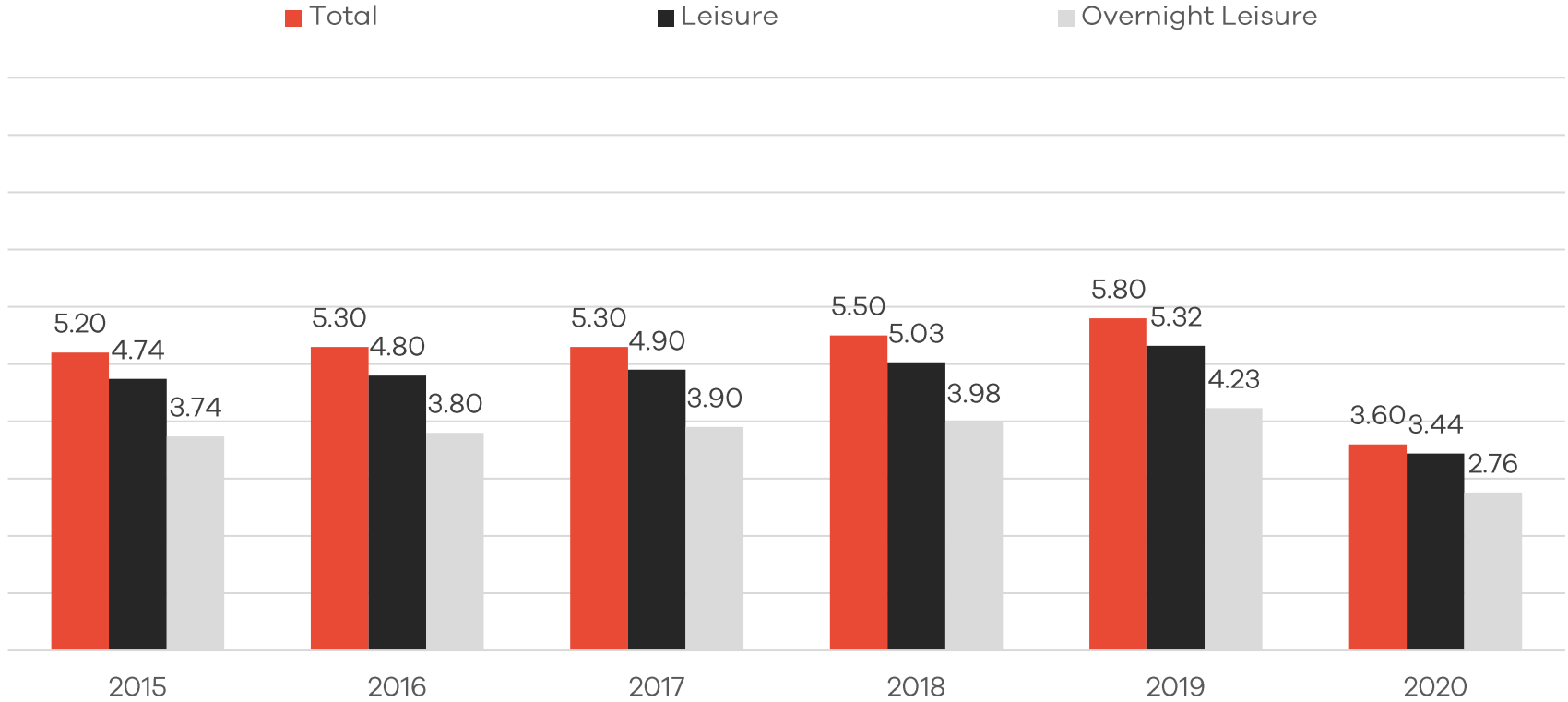
	2020	2019	2018	2017	2016	2015	% Change 2020/2019	% Change 2019/2018	% Change 2018/2017	% Change 2017/2016	% Change 2016/2015
Household Counts											
Total	161	313	266	264	319	325					
Leisure	158	293	255	248	304	314					
Overnight Leisure	144	255	216	205	266	261					
Stays											
Total	1.59	2.51	2.37	2.29	2.25	2.18	-36.7%	5.8%	3.7%	1.85%	2.94%
Leisure	1.50	2.22	2.08	2.00	1.97	1.92	-32.3%	6.5%	4.0%	1.39%	2.66%
Overnight Leisure	1.20	1.76	1.64	1.58	1.56	1.52	-31.9%	7.6%	3.9%	1.35%	2.75%
Person-Stays											
Total	3.57	5.76	5.47	5.34	5.28	5.18	-38.0%	5.2%	2.5%	1.15%	1.92%
Leisure	3.44	5.32	5.03	4.89	4.84	4.74	-35.3%	5.8%	2.9%	1.00%	2.14%
Overnight Leisure	2.76	4.23	3.98	3.86	3.83	3.74	-34.9%	6.2%	3.2%	0.89%	2.37%
Person-Days											
Total	13.00	19.76	18.81	18.41	18.00	17.93	-34.2%	5.1%	2.1%	2.33%	0.37%
Leisure	12.73	18.73	17.64	17.18	16.69	16.52	-32.0%	6.2%	2.7%	2.91%	1.06%
Overnight Leisure	12.22	17.92	16.85	16.38	15.91	15.77	-31.8%	6.3%	2.9%	2.96%	0.88%
Spending											
Total	\$2,390	\$3,418	\$3,203	\$3,103	\$2,946	\$2,923	-30.1%	6.7%	3.2%	5.32%	0.80%
Leisure	\$2,331	\$3,227	\$2,993	\$2,886	\$2,719	\$2,660	-27.7%	7.8%	3.7%	6.12%	2.22%
Overnight Leisure	\$2,243	\$3,102	\$2,880	\$2,772	\$2,613	\$2,553	-27.7%	7.7%	3.9%	6.07%	2.35%



In Millions

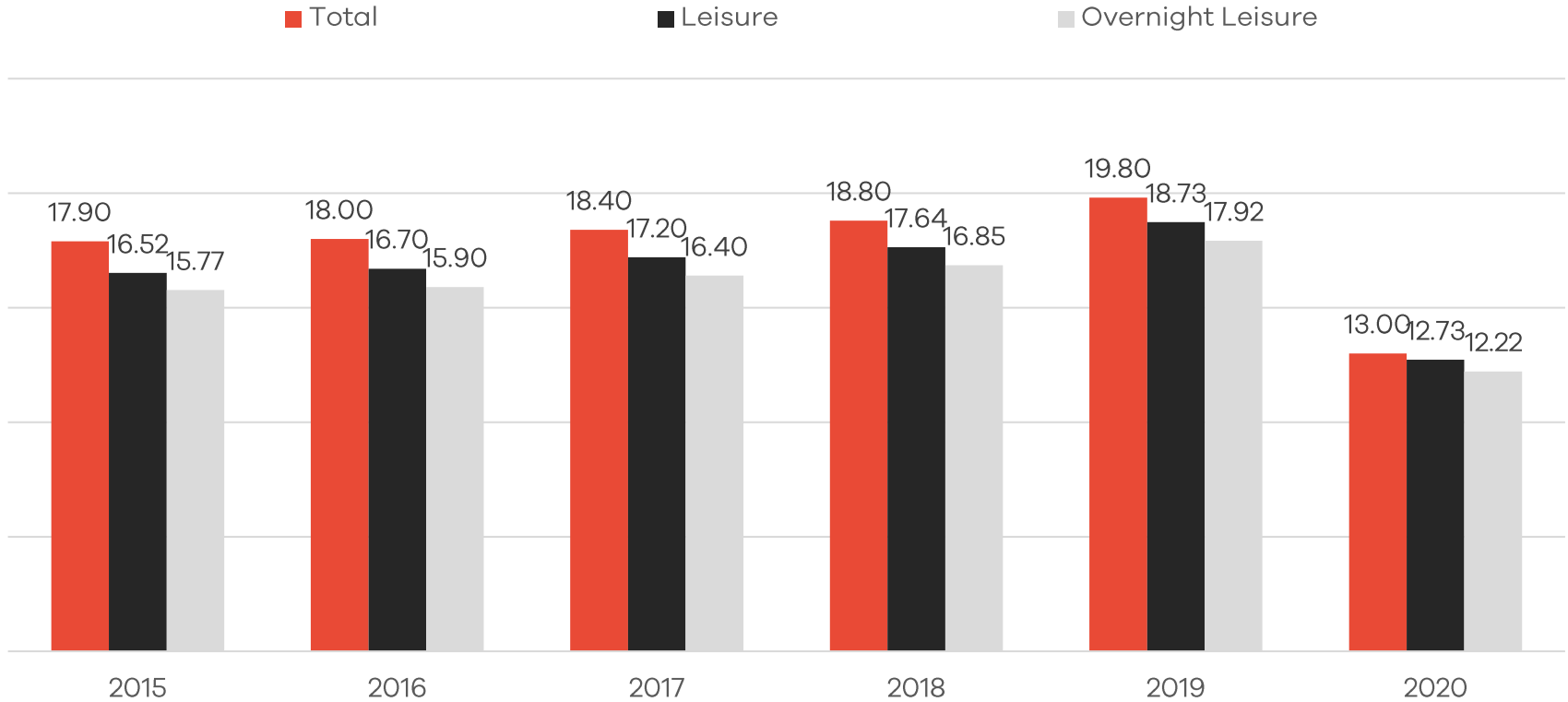
Source: 2021 MMGY TravelIntelligence

Monroe County Person-Stays Volume



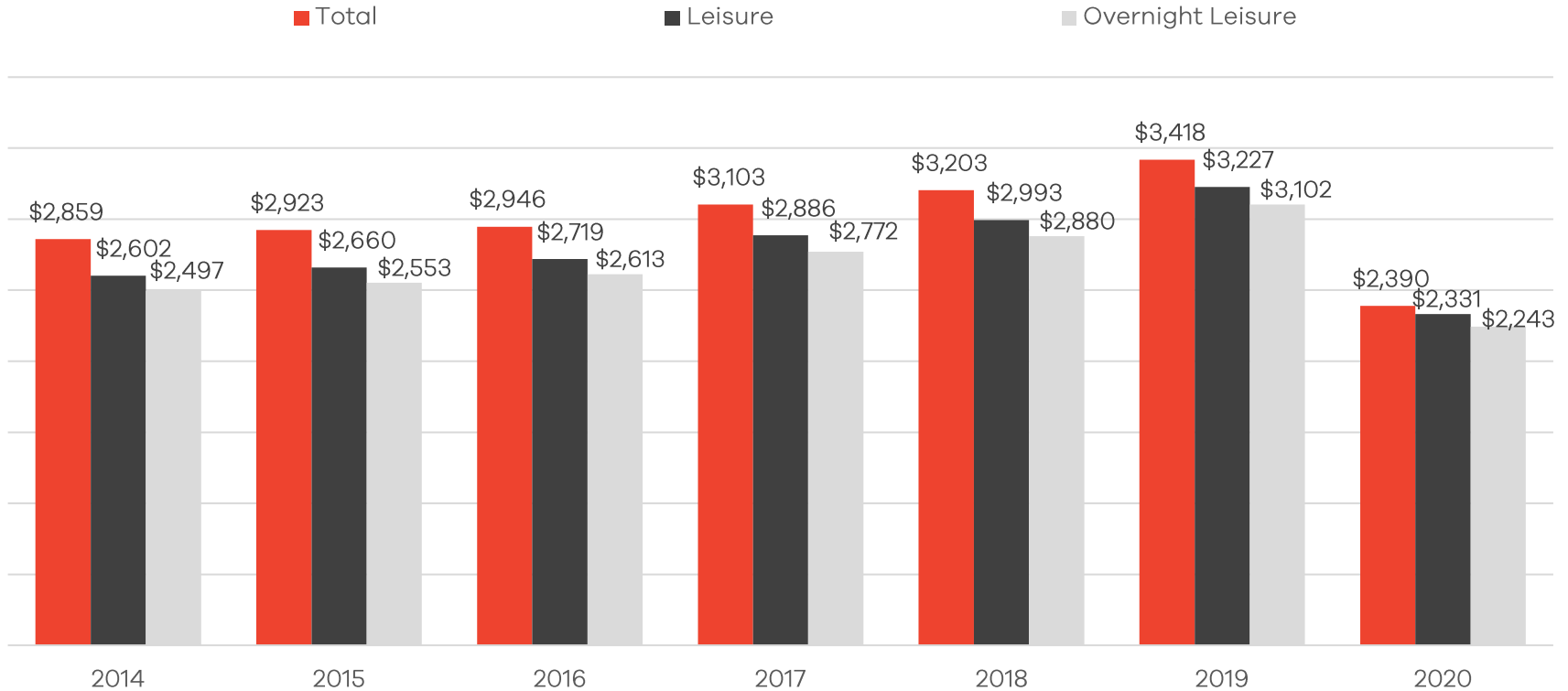
In Millions

Source: 2021 MMGY TravelIntelligence



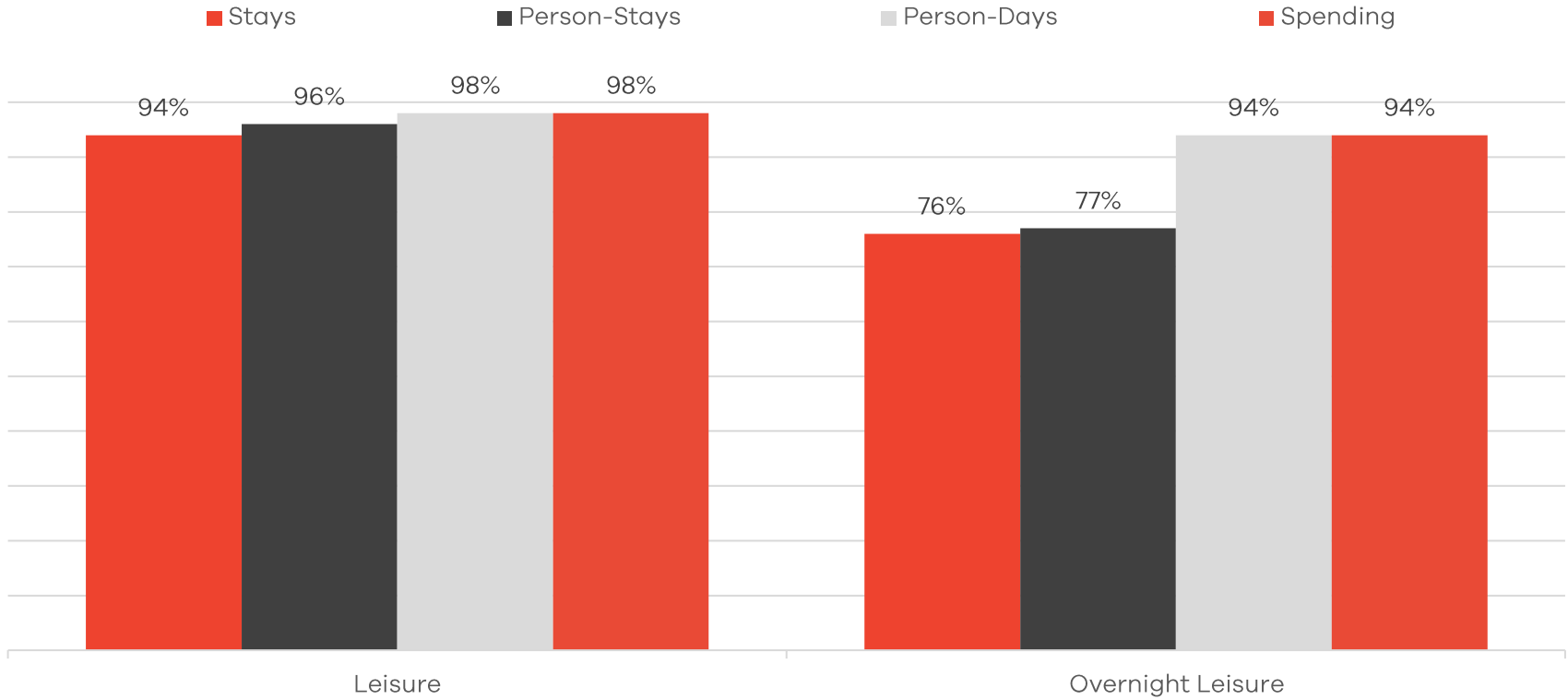
In Millions

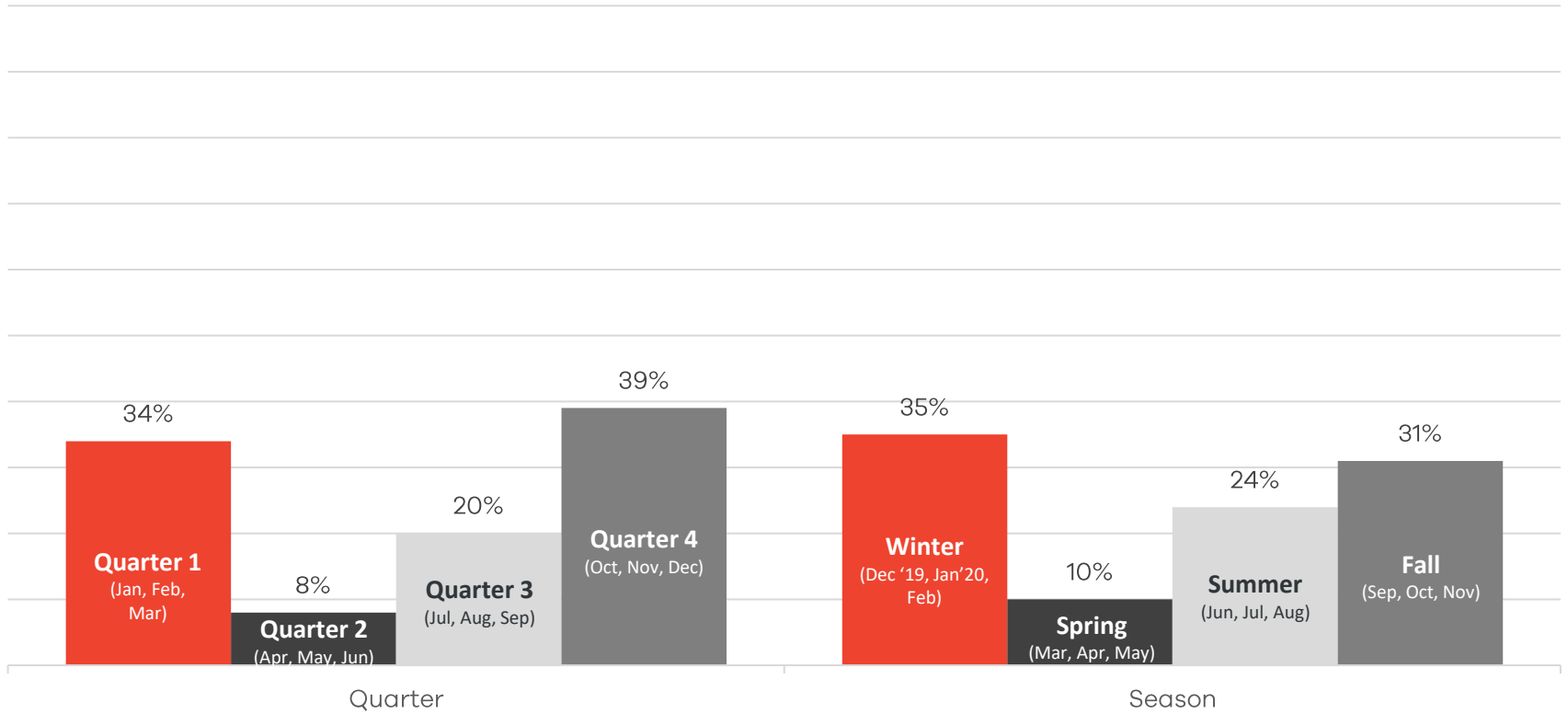
Source: 2021 MMGY TravelIntelligence



In Millions

Source: 2021 MMGY TravelIntelligence





% of Travel by Quarter and Season (2020)

Source: 2021 MMGY TravelIntelligence

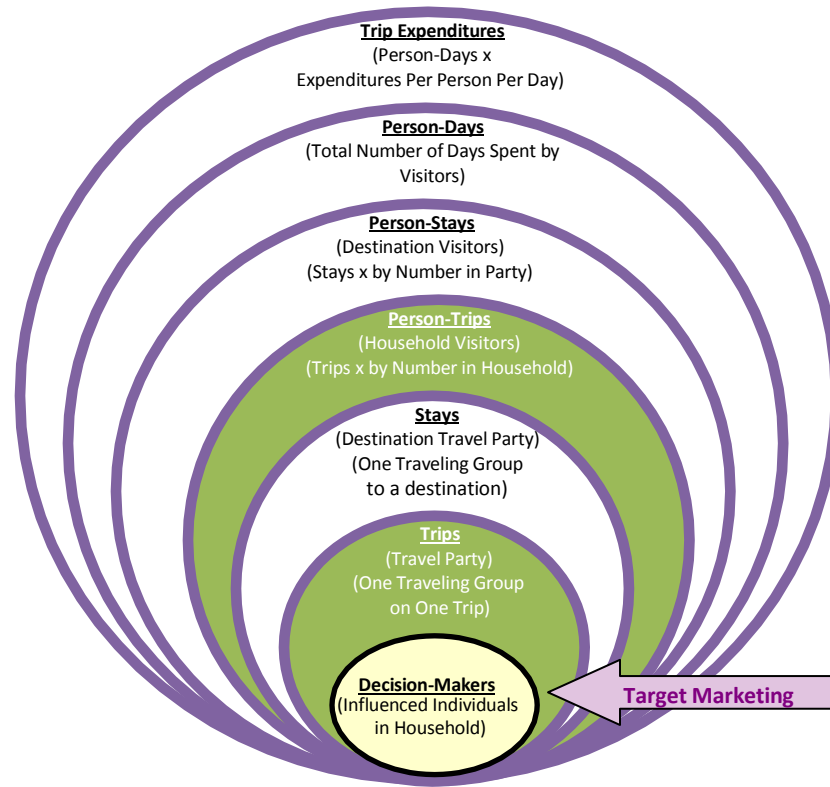


Sindy Diab

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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