

# Florida: Drive-to Leisure Paradise

June 29, 2020

As states move through their phases of reopening, it has become abundantly clear that destinations with a heavy concentration of leisure demand in highly accessible drive-to markets will lead the way in terms of hospitality recovery. The state of Florida has already proven that there is a tremendous amount of pent up demand for tourism following two months of strict stay-at-home orders.

Submarket	Weekend Occupancy %	Weekend ADR	Weekend ADR Premium Over Weekday ADR
Panama City, FL	88.2%	\$225	\$86.81
Naples, FL	43.9%	\$219	\$85.90
Myrtle Beach/North, SC	74.8%	\$200	\$82.15
Fort Walton Beach, FL	78.8%	\$212	\$71.72
Mobile, AL (Area)	84.2%	\$185	\$71.02

Source: STR and HotelAVE

As we move into the next stages of recovery, Florida is well-positioned to lead the way given the state's heavy reliance on domestic travelers and auto-travel as evidenced by the statistics below.

## 2019 Florida Visitor Statistics



**131.4M**  
**visitors**  
*(all-time high)*



**89%**  
**domestic**  
**travelers**



**59%**  
**arrive**  
**by car**



**89% of all**  
**travelers**  
*to Florida are*  
*leisure-oriented*

Source: Visit Florida



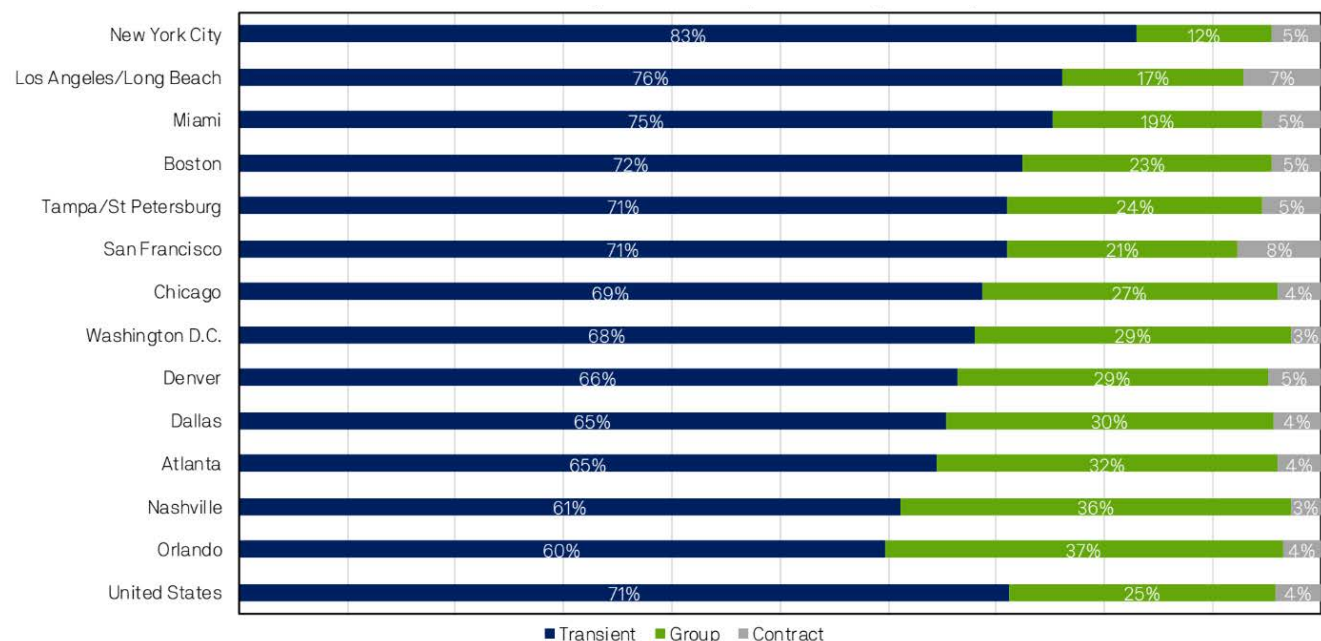
Furthermore, the state of Florida does not rely heavily on the group and convention business. With the exception of Orlando, hotels with greater than 500 rooms do not exceed 12% of total hotel inventory in any market.

	Hotels > 500 Rooms	% Total	Total Rooms (Hotels >500 Rooms)	% Total
Florida Keys	0	0%	0	0%
Daytona Beach	1	1%	744	1%
Southwest Florida	1	1%	809	1%
West Palm Beach	2	3%	1,585	2%
Jacksonville	2	3%	2,060	3%
Fort Lauderdale	3	4%	2,271	3%
Florida Panhandle	3	4%	2,302	3%
Tampa	5	6%	3,146	4%
Miami	9	12%	6,462	9%
Orlando	51	66%	56,119	74%
<b>Total</b>	<b>77</b>		<b>75,498</b>	

Source: STR

Even Orlando which has a nearly 60/40 transient to group segmentation is one of those exceptions because of the tremendous amount of leisure demand generators. Whereas, it may be difficult for certain transient-oriented markets like New York that will be impacted disproportionately by extended closures of cultural attractions and more restrictive office space regulations.

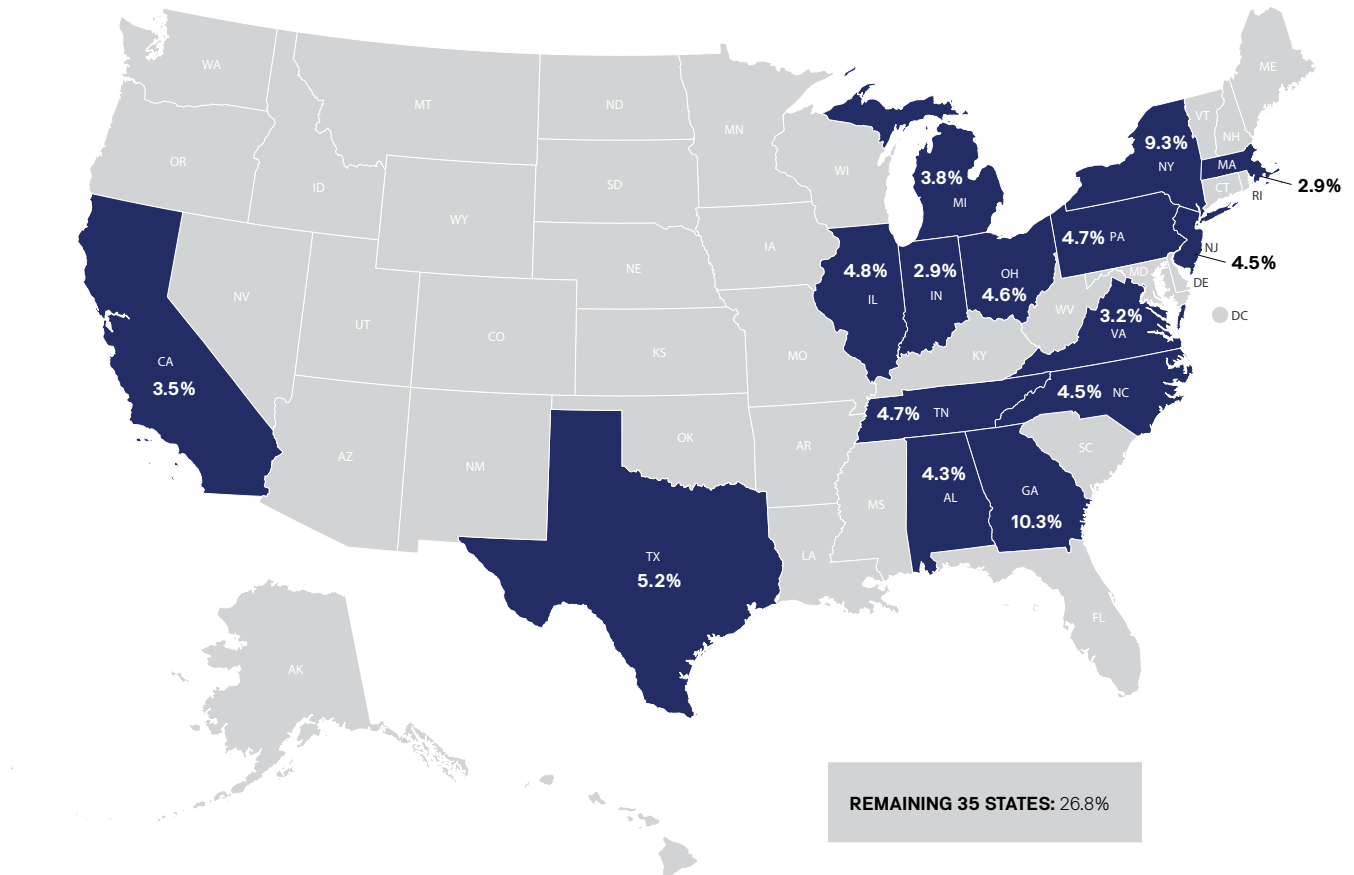
### Room Demand Segmentation by U.S. MSA (YE 2019)



Source: STR

Contrary to what most would believe, Florida does not rely heavily on international travel. While Miami’s demand is made up of approximately 25% international, the rest of the state relies on drive-to business, even prior to the pandemic. The map below details where most of the state’s demand derives from. Nearly a quarter of the state’s demand comes from states within a day’s drive (GA, AL, NC, TN).

**2019 Top Origin States**



Source: Visit Florida

The events below, while still pending to existence of fans and spectators, while provide continued leisure demand throughout the next eight months. Additionally, the reopening of Walt Disney World on July 11, 2020 should begin to bolster Orlando’s metrics in the coming months and aid in boosting consumer confidence.

Date	Event	Venue	City
July 31, 2020	NBA Playoffs and Finals	ESPN Wide World of Sports	Orlando
August 24-27, 2020	Republican National Convention	VyStar Veterans Memorial Arena	Jacksonville
January 11, 2021	College Football National Championship	Hard Rock Stadium	Miami
February 7, 2021	Super Bowl LV	Raymond James Stadium	Tampa