



March 2025



MONROE COUNTY TDC VISITOR PROFILE STUDY FLORIDA KEYS

2024 Annual Results

Study Overview & Methodology

The mission of the Monroe County Tourist Development Council (TDC) is to manage Monroe County's tourism marketing efforts to assure long-term economic stability resulting from visitor-related revenues. The TDC pledges to benefit residents and visitors by utilizing those financial contributions to improve Florida Keys environmental and community resources. The tourism council also prioritizes working to enhance residents' quality of life and minimize their property taxes through safeguarding the health of the county's primary industry.

The TDC has commissioned Rockport Analytics to conduct an ongoing Visitor Profile Survey (VPS) – a study that has been conducted since 1996 – to develop a profile of overnight visitors, by season and district of the Florida Keys. Visitors are profiled in terms of demographics, psychographics, tripographics and type of visitor. These metrics are tracked quarter-by-quarter. The strategic implications of this information are used to direct the marketing, advertising and sales efforts of the TDC.

The study is being fielded through a combination of in-person intercept surveys and online surveys of recent visitors. A minimum of 600 surveys are collected per quarter. Post-stratification weights, based on district and month of the year, have been applied to the data to ensure they are projectable to the visitor population at large. Cruise ship visitors, day visitors, and those traveling only for business are not included in the scope of this study. This report summarizes the annual results from visitation to all five districts of the Florida Keys.

Responses Collected: 2024 (n=3,745 Total)

Month	Key West	Big Key Pine	Marathon	Islamorada	Key Largo	Florida Keys Total
January	114	47	63	31	48	303
February	86	60	52	60	66	324
March	105	97	85	54	75	416
April	99	51	59	61	56	326
May	108	41	48	51	50	298
June	82	40	73	28	50	273
July	100	52	50	51	47	300
August	96	56	62	52	50	316
September	96	43	53	40	45	277
October	94	59	48	63	47	311
November	110	52	53	43	56	314
December	101	45	49	43	49	287

2024 FL Keys Visitor Highlights

- Florida Keys visitors spent an average of \$1,327 per person per trip. Lodging accounted for 56% of spending (\$740), food and beverage (29%) amounted to \$383, transportation (6%) at \$81, water recreation (5%) at \$65, land recreation (4%) at \$57, and retail (3%) at \$49.
- The average length of stay in the Florida Keys was 5.6 nights. Fifty-one percent stayed 4-7 nights, 41% stayed 1-3 nights, and 8% stayed 8 or more nights.
- Nearly two-thirds (63%) of Florida Keys visitors planned their trip at least one month in advance.
- Visitors from the United States accounted for 94% of all visitors, with 19% of these traveling from within the state of Florida. Canadians represented 1.1% of Florida Keys Region visitors, and all other countries combined amounted to 5.1% of the total.
- Sixty-two percent of visitors stayed in a hotel, and 48% of Florida Keys visitors made a reservation online through a travel site (e.g. Travelocity, Expedia). Thirty-five percent drove a personal vehicle or RV, while 26% flew into Miami and drove a rental car to the Keys.
- The average age of visitors was 42.6 years old; 34% of visitors were millennials. Seventy-six percent of Florida Keys visitors were non-Hispanic white. Household incomes of visitors averaged \$109,318.
- The most common primary trip purpose (77%) was a recreation or vacation trip, with 47% indicating that the one experience that best describes why they chose the Keys was to relax and escape.
- Nearly all (97%) of Florida Keys visitors were satisfied (4/5) or very satisfied (5/5) with their trip to the Keys.
- Forty-six percent of visitors had seen or heard advertising for the Florida Keys in the past three months.
- Fifty-six percent of Florida Keys visitors had visited the Keys another time within the past three years.

2024 Year-Over-Year Trends

- **More Visitors Coming from Outside Florida:** In 2024, visitors to the Florida Keys were 6.6 percentage points less likely to be Florida residents compared to the previous year. The largest increases in travelers came from New York, California, and Illinois, each seeing at least a 2-point rise from 2023. This shift in visitor demographics may explain the decline in those driving personal vehicles and the rise in travelers flying into Miami or other Florida airports.
- **Digital Media is Driving Travel Decisions:** Digital media played a significantly larger role in inspiring travel to the Keys in 2024. Visitors were notably more influenced by online reviews, social media, TV, and travel shows when deciding to visit. Additionally, they increasingly relied on digital resources, including review platforms, social media sites, and the official Florida Keys website for trip planning.
- **Sightseeing and Adventure are Starting to Overtake Bars in Popularity:** Sightseeing and wildlife experiences surged in popularity among 2024 Keys visitors. The number of tourists engaging in sightseeing and visiting attractions rose by 4.9 percentage points, while interest in wildlife viewing saw an even larger jump of over 10 points. In contrast, nightlife saw a decline, with bar visits decreasing by 8 percentage points compared to 2023. When asked to describe their reasons for visiting the Keys, travelers in 2024 more frequently cited adventure, a better climate, and the appeal of exploring a new destination.
- **Satisfaction is Reaching New Heights:** Visitor satisfaction and likelihood to recommend (NPS) are both very strong and have improved in 2024. NPS surpassed 70 and is currently at 71.6, a 4 point increase since 2023.

Strategic Recommendations

Optimize Marketing for Out-of-State Visitors

- Strengthen advertising campaigns in key growth markets such as New York, California, and Illinois.
- Partner with major airlines and travel agencies to offer vacation packages that include flights and accommodations.
- Enhance airport transportation options to make travel from Miami and other Florida airports more seamless.

Expand Digital Marketing and Online Presence

- Invest in targeted social media campaigns, influencer partnerships, and online travel content to further leverage digital media's influence.
- Improve the official Florida Keys website by integrating more interactive content, such as virtual tours and user-generated reviews.
- Encourage visitor engagement through digital storytelling, live-streamed events, and travel blogs.

Enhance Outdoor and Adventure Experiences

- Develop and promote more guided tours, eco-tourism activities, and wildlife excursions to capitalize on the growing interest in outdoor adventures.
- Create bundled experiences that combine sightseeing, adventure sports, and nature activities to attract a wider audience.

Maintain High Satisfaction Levels

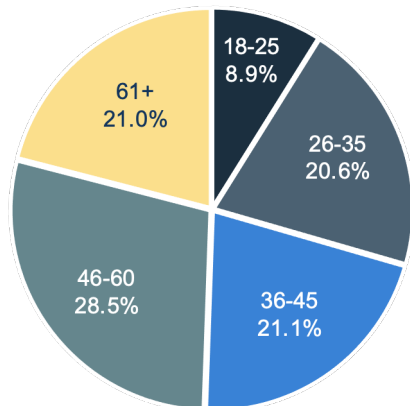
- Continue improving visitor experiences through better customer service, well-maintained attractions, and unique local experiences.
- Collect and analyze visitor feedback to address potential areas of improvement proactively.
- Offer loyalty programs or return-visitor incentives to encourage repeat travel.

Visitor Demographics: Age, Generational Cohort, and Gender

Florida Keys VPS
Keys-Wide
Results
2024

- The average age of Florida Keys visitors has increased by two years from last year. Over one-fourth (28%) of 2024 travelers were in the 46-60 age group. Over one-fifth (21%) were ages 26-35, as well as 36-45 and 60 years or older, while 9% were ages 18-25.
- Thirty-four percent were millennials (age 27-42) which is eight percentage points lower than the previous year. Nearly one in four (24.5%) 2024 travelers were Baby Boomers (age 59+) which is an eleven percentage point increase relative to last year.
- The gender mix of Florida Keys visitors was 48% male and 52% female which is less than a percentage point difference from last year.

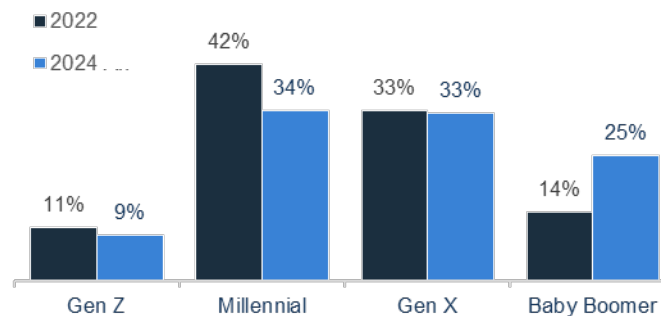
Age



Average Age
2023: 41 years old
2024: 43 years old

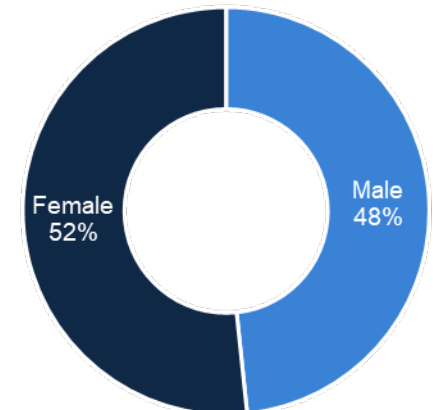
Q: What is your age?

Generational Cohort



Q: What is your age?

Gender



Gender	2023	2024	% +/-
Male	47.7%	48.3%	0.6%
Female	52.3%	51.6%	-0.7%

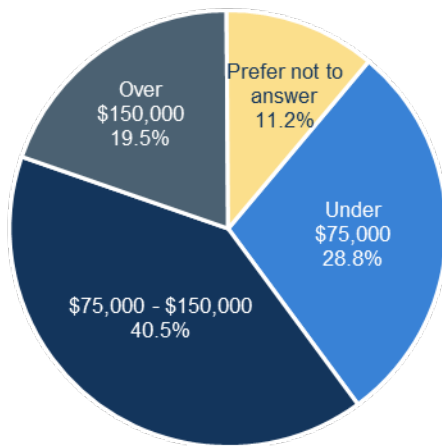
Q: What is your gender?

Visitor Demographics: Income, Ethnicity and Sexual Orientation

Florida Keys VPS
Keys-Wide
Results
2024

- The average household income was \$109,318, decreasing less than \$2K from 2023. The lowest income bracket (under \$75,000) accounted for 29% of visitors, while the middle-income bracket (\$75k-\$150k) made nearly 41% of visitors. One-fifth (20%) earn more than \$150k annually. 11% chose not to answer.
- In 2024, 76% of Florida Keys visitors were non-Hispanic white, and 12% were Hispanic/Spanish/Latino as well as African American/Blacks. Asian or Pacific Islanders comprised 2% of visitors, American Indian or Alaska Native made up 1%, as well as those who mentioned "other, not listed."
- Ninety-two percent of visitors were straight/heterosexual. Gay/Homosexuals as well as bisexuals each accounted for 3% of 2024 visitors. Lesbians made up 1% of Florida Keys visitors. One percent of respondents chose not to answer.

Household Income



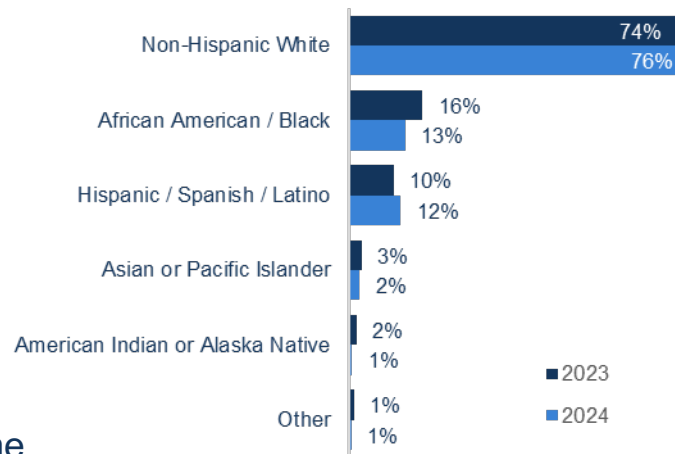
Average Household Income

2023: \$111,090

2024: \$109,318

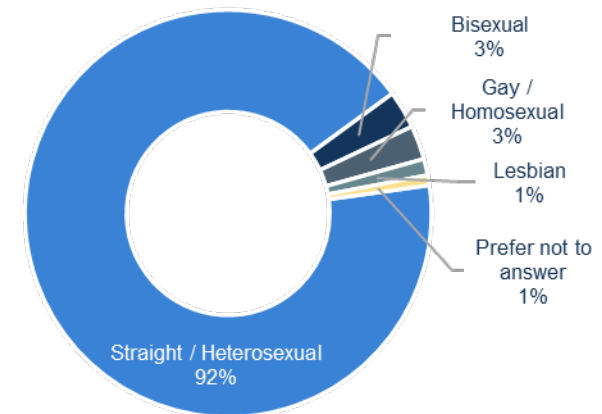
Q: What is the total annual income of your household?

Ethnicity



Q: Do you consider yourself to be: (Select all that apply)

Sexual Orientation

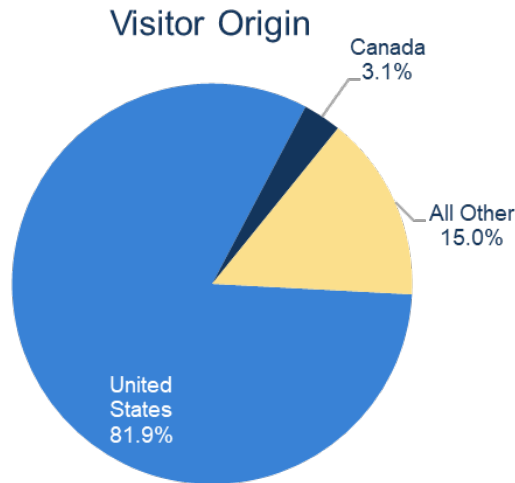


Sexual Orientation	2023	2024	% +/-
Straight / Heterosexual	89.3%	92.1%	2.8%
Bisexual	3.4%	3.0%	-0.4%
Gay / Homosexual	4.4%	2.7%	-1.7%
Lesbian	0.8%	1.3%	0.5%
Prefer not to answer	2.2%	0.8%	-1.4%

Q: Orientation?

Origin of Florida Keys Visitors

- Florida Keys visitors in 2024 were predominantly from the United States (81.9%). Canadian travelers accounted for 3.1% of visitors, while 15% of the visitors also came from the South America, Europe, and Asian countries. International travel climbed 5% from 2023 levels, with more visitors from countries such as Germany, Argentina, and the U.K.
- Of the visitors from the U.S., 19% came from within Florida, a drop of 6.6 percentage points from 2023. New York attracted 8% of 2024 visitors while California and Georgia attracted 6% each. Five percent were attracted from Texas. Ohio, Illinois, Pennsylvania, and Michigan attracted 4% each while North Carolina attracted 3%.



Country of Origin	2023	2024	% +/-
United States	87.4%	81.9%	-5.5%
Canada	3.7%	3.1%	-0.6%
All Other	8.9%	15.0%	6.1%

Q: What country do you currently live in?
Percentages are based on intercept survey collections

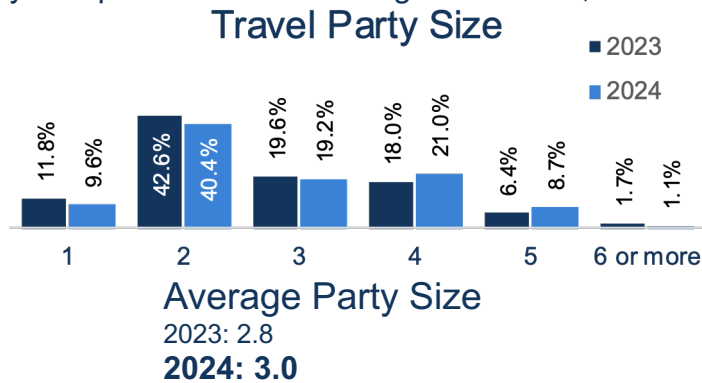
State of Origin	Percent	
	2023	2024
Florida	25.9%	19.3%
New York	5.6%	7.7%
California	4.1%	6.2%
Georgia	6.4%	5.7%
Texas	4.6%	5.2%
Ohio	3.3%	4.3%
Illinois	2.9%	4.1%
Pennsylvania	4.2%	3.6%
Michigan	2.7%	3.5%
North Carolina	4.5%	3.3%

Q: Where in the U.S. do you live?
All other states were <3.0% each

Travel Party Size and Travel Companions

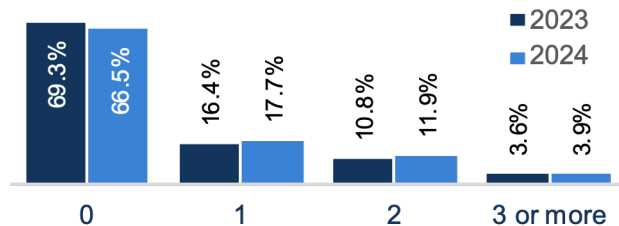
Florida Keys VPS
Keys-Wide
Results
2024

- The average travel party size among Florida Keys visitors was 3.0, a slight .2 increase from 2023. Those traveling in pairs made up 40% of all travel party groups; groups of 3 and 4 accounted for 19% and 21%, respectively. Ten percent of visitors were traveling solo. Parties of 5 accounted for 9% of visitors, and group sizes of six or more represented 1% of all visitors.
- Over one third (67%) percent of travel parties did not include children under age 17. Eighteen percent traveled with one minor, 12% with two minors, and 4% of Florida Keys visitors were traveling with three or more children under age 17.
- Seventy percent traveled with a spouse, partner, girlfriend, or boyfriend, and 34% traveled with children or step-children. Twenty-one percent were traveling with friends, either of the same or different genders.

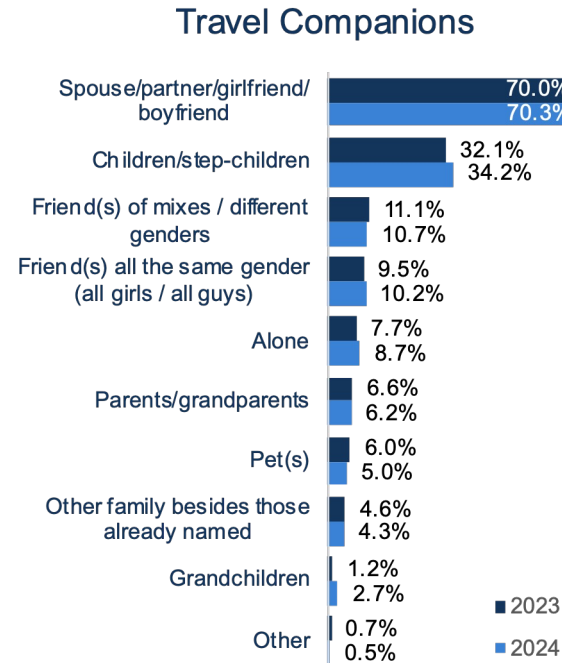


Q: Including yourself, how many people are in your travel party?

Percent Under Age 17



Q: Who are you traveling with (Select all that apply)?



Q: How many in your travel party are under the age of 17?

48.3% were traveling as a party of 2 in 2024, compared to 51.7% in 2023

Traveling Alone was first introduced as an answer choice in 2023 Q2.

Visitors' Length of Stay in the Florida Keys

Florida Keys VPS
Keys-Wide
Results
2024

- The average length of stay in 2024 for all the Florida Keys was 5.6 nights, which is only 0.4 days shorter than the average stay of 2023 (6). Over half of respondents (51%) stayed in the Keys between four and seven nights.
- Visitor stays averaged 4.9 nights in Key West, 3.9 nights in Marathon, and 2.5 nights in the Lower Keys. Stays in Islamorada averaged 2.5 and Key Largo averaged 2.3 nights.

Length of Stay in the Florida Keys

Annual	2023	2024
1-3 nights	32.2%	40.9%
4-7 nights	57.3%	51.0%
8 or more nights	10.5%	8.1%
Average	6.0	5.6

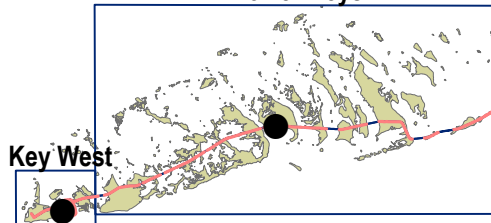
Length of Stay in Key West

Annual	2023	2024
1-3 nights	53.2%	68.2%
4-7 nights	37.5%	26.0%
8 or more nights	9.3%	5.7%
Average	4.9	4.9

Length of Stay in Big Pine Key

Annual	2023	2024
1-3 nights	80.3%	84.3%
4-7 nights	15.4%	12.8%
8 or more nights	4.3%	2.9%
Average	3.1	2.5

Lower Keys



Marathon

Length of Stay in Marathon

Annual	2023	2024
1-3 nights	67.6%	72.0%
4-7 nights	29.3%	24.0%
8 or more nights	3.2%	4.1%
Average	3.6	3.9

Islamorada

Length of Stay in Key Largo

Annual	2023	2024
1-3 nights	85.7%	79.4%
4-7 nights	12.8%	16.9%
8 or more nights	1.5%	3.6%
Average	2.3	2.3

Length of Stay in Islamorada

Annual	2023	2024
1-3 nights	85.1%	82.5%
4-7 nights	12.0%	12.9%
8 or more nights	2.9%	4.6%
Average	2.7	2.5

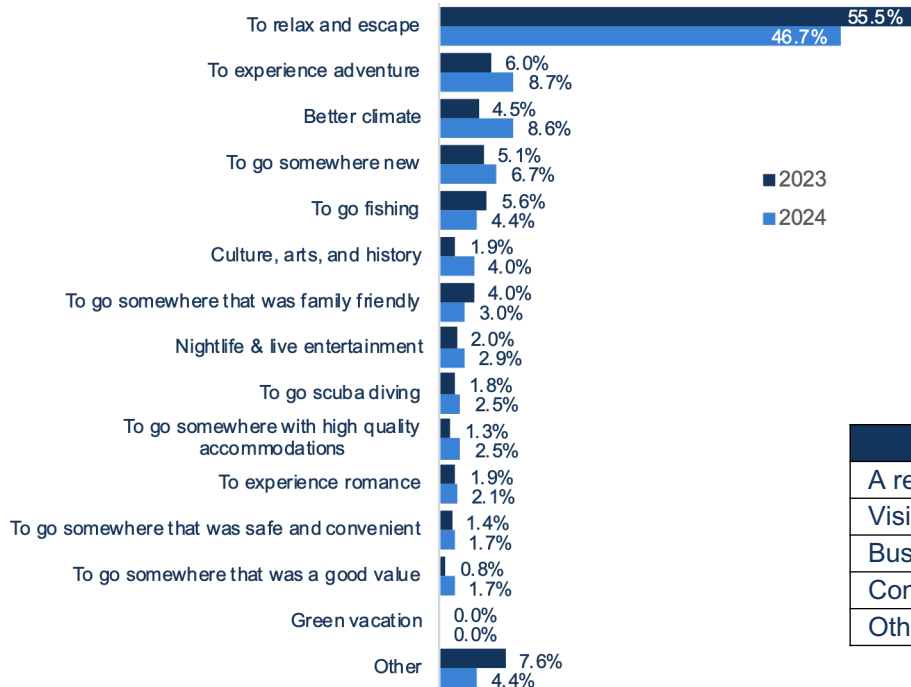
Q: How many nights will you stay in each of the Florida Keys?

Primary Reasons and Experiences That Drive Visitors to the Keys

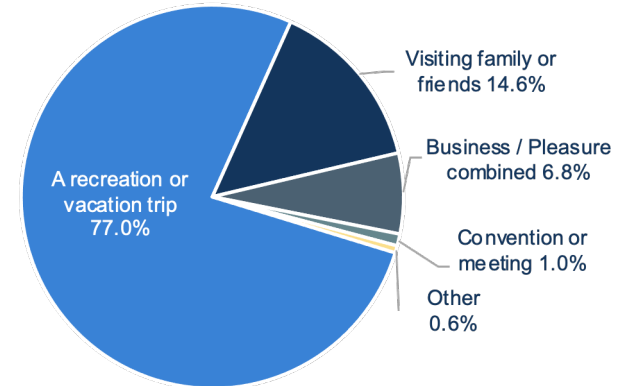
Florida Keys VPS
Keys-Wide
Results
2024

- 46.7% of 2024 Florida Keys visitors traveled to the Keys primarily to relax and escape, a decrease of nearly 9 percentage points from last year. Experiencing adventure remained the second most popular reason, while better climate had the largest increase (2.7 percentage points) from 2023 to 2024.
- When asked about the primary purpose for the visit to the Keys, 77% of visitors indicated it was a recreation or vacation trip—a 2.9 percentage point increase from last year. Fifteen percent indicated that it was to visit family or friends. Seven percent were combining a business and leisure trip, 1% came for a convention or meeting and 1% for other purposes.

One Experience Which Best Describes Why Florida Keys



Primary Purpose of Visit to the Keys



Primary Purpose of Visit	2023	2024	% +/-
A recreation or vacation trip	74.1%	77.0%	2.9%
Visiting family or friends	16.4%	14.6%	-1.8%
Business / Pleasure combined	8.3%	6.8%	-1.5%
Convention or meeting	0.7%	1.0%	0.3%
Other	0.6%	0.6%	0.0%

Q: What was the primary purpose of your visit to the Keys?

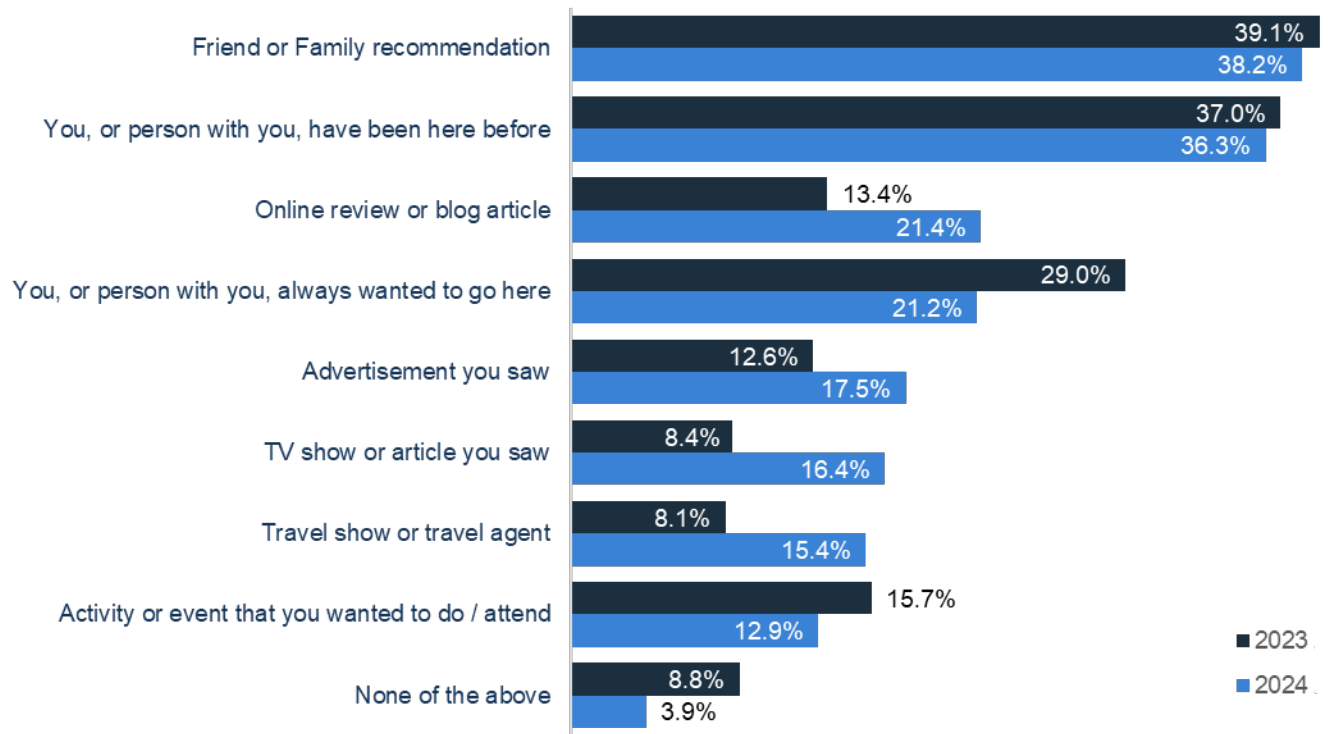
Q: Which ONE of your experiences BEST describes why you decided to visit the Florida Keys?

Key Influencers for Visits to the Florida Keys in 2024

Florida Keys VPS
Keys-Wide
Results
2024

- Friend or family recommendation remained the top influencer in 2024. Online reviews, advertisements, TV shows, and travel agents all increased substantially in 2024. Influence by a person with them, always wanted to visit and activity or event that they wanted to attend experienced declines since last year. It is evident that 2024 travelers were more influenced by digital media than in previous years.

Key Influencer in Visiting the Florida Keys

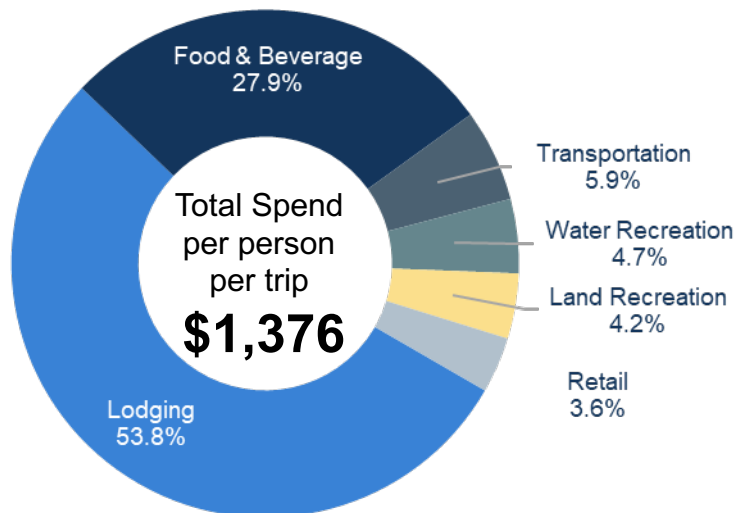


Q: Which of the following influenced you to first think Florida Keys? (Select all that apply)

Florida Keys Visitor Spending

- 2024 visitor spending averaged \$1,376 per person per trip, down from \$1,667 in 2023. This was driven by declines in average length of stay as well as a shift in activity participation with relatively more visitors taking place in activities like sightseeing and viewing wildlife and relatively fewer visitors dining out and going to bars.
- Lodging comprised 54% of visitor spending in 2024 with an average of \$740 per person per trip. Average reported spending decreased from 2023 in all categories but most notably in food & beverage, decreasing \$169. Average Lodging and transportation spend also saw decreases of over \$40.

Average Spent Per Person Per Trip



Spending Category	Average per person per trip		
	2023	2024	\$ +/-
Lodging	\$787	\$740	-\$47
Food & Beverage	\$552	\$383	-\$169
Transportation	\$125	\$81	-\$44
Water Recreation	\$93	\$65	-\$28
Land Recreation	\$60	\$57	-\$3
Retail	\$50	\$49	-\$1
Total	\$1,376	\$1,667	-\$292

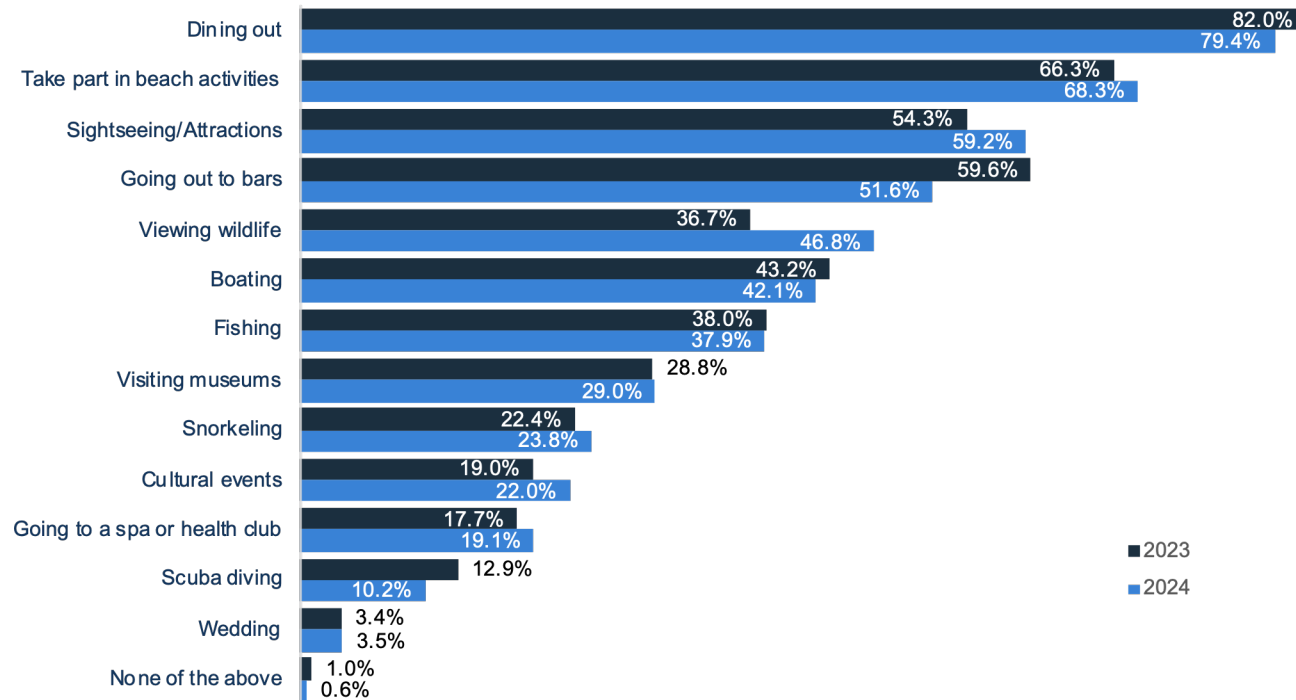
Q: Thinking only about the part of your trip that will be in the Florida Keys / Florida Keys Region, how much do you estimate your party will have spent on each of the following during your stay in the Florida Keys / Florida Keys Region?

Activity Participation Among Florida Keys Visitors

Florida Keys VPS
Keys-Wide
Results
2024

- Seventy-nine percent of 2024 Florida Keys visitors dined out during their trip to the Keys, and 68% took part in beach activities. Nearly three-fifths (59%) went sight-seeing or to attractions, a 4.9 percentage point increase since 2023. The largest increase came from viewing wildlife (10.1 points) while the largest decrease came from going out to bars (8 points).

Activities That Travel Party Members Participated In



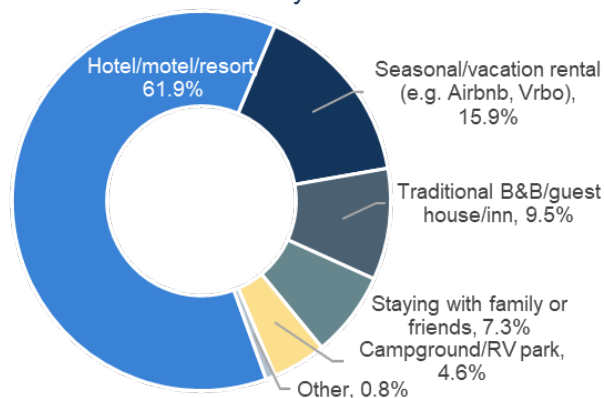
Q: While visiting the Florida Keys or Florida Keys Region, have you or anyone from your group gone: (Select all that apply)

Visitor Accommodations and Reservations

Florida Keys VPS
Keys-Wide
Results
2024

- Most Florida Keys visitors (62%) stayed in a hotel, motel, or resort in 2024. Seasonal/vacation rentals accounted for 16% of stays, while staying in traditional bed and breakfast made up 10% of accommodations. Seven percent stayed with family or friends, which was the greatest increase (4.8 points) from 2023. Campgrounds/RV parks drew 5% of visitors. One percent indicated another type of accommodation not listed.
- In 2024, 48% percent made their reservation online through a travel site (Expedia, Travelocity, etc.). Visitors were more likely to make reservations through the property website in 2024, as well as directly call the property, use a travel agent and utilize a reservation service by phone.

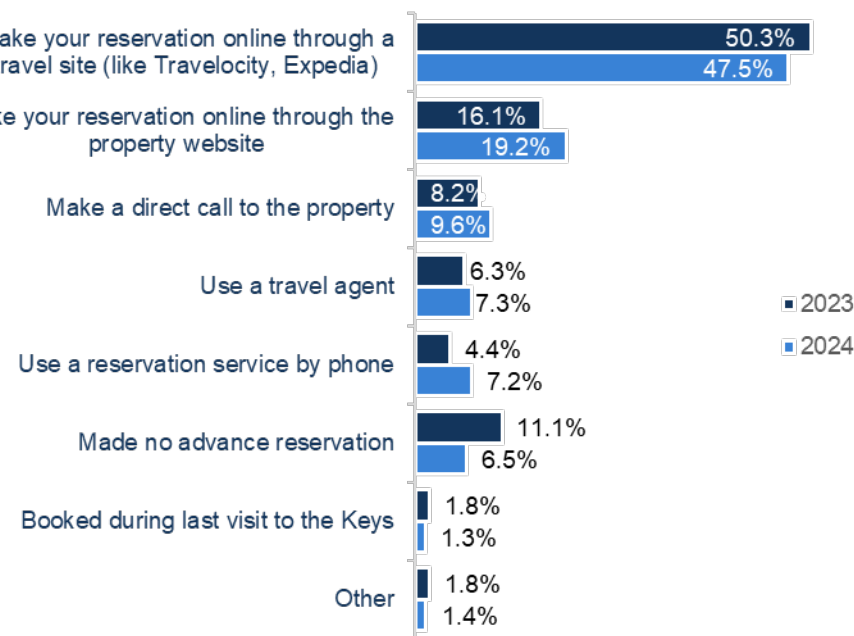
Primary Accommodations in the Keys



Accommodations During Visit	2023	2024	% +/-
Hotel/motel/resort	61.1%	61.9%	0.8%
Seasonal/vacation rental (e.g. Airbnb, Vrbo)	16.2%	15.9%	-0.3%
Traditional B&B/guest house/inn	7.2%	9.5%	2.3%
Staying with family or friends	2.5%	7.3%	4.8%
Campground/RV park	4.3%	4.6%	0.3%
Other	2.7%	0.8%	-1.9%

Q: Which of the following best describes your accommodations while staying in the Florida Keys?

Method of Accommodation Reservation



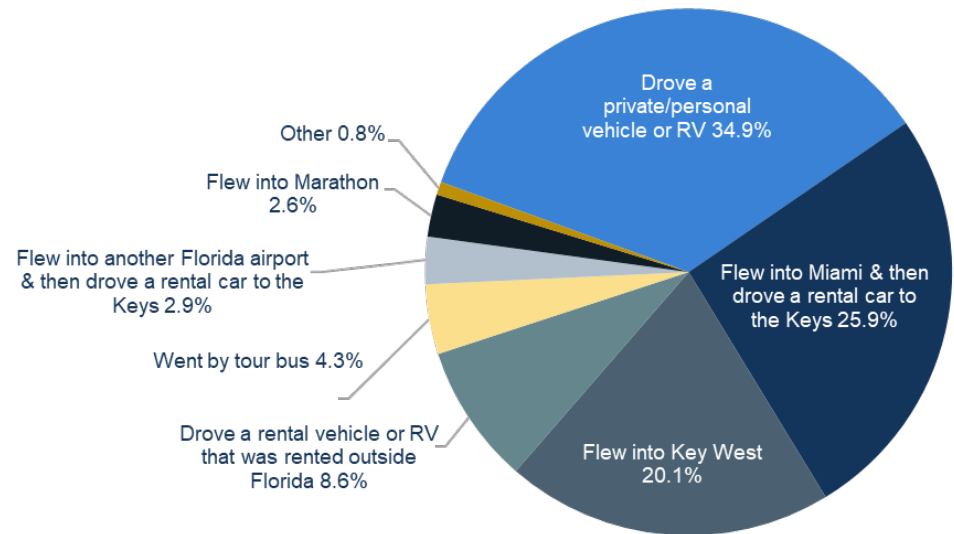
Q: When making your reservations for your accommodations, did you...

Visitor Transportation to the Keys

- In 2024, over half (52%) of the people visiting the Keys flew into Florida. Of those, 50% flew into Miami, 39% flew into Key West, 6% flew into another Florida airport, and 5% flew into Marathon.
- 2024 visitors were 4 percentage points less likely to drive a personal vehicle or RV, while being 4.9 percentage points more likely to fly into Miami.

Primary Mode of Transportation	2023	2024	% +/-
Drove a private/personal vehicle or RV	38.9%	34.9%	-4.0%
Flew into Miami & then drove a rental car to the Keys	21.0%	25.9%	4.9%
Flew into Key West	23.7%	20.1%	-3.6%
Drove a rental vehicle or RV that was rented outside Florida	9.4%	8.6%	-0.8%
Flew into another Florida airport & then drove a rental car to the Keys	1.9%	4.3%	2.4%
Went by tour bus	3.0%	2.9%	-0.1%
Flew into Marathon	1.2%	2.6%	1.4%
Other	0.8%	0.8%	0.0%

Primary Mode of Transportation to the Keys



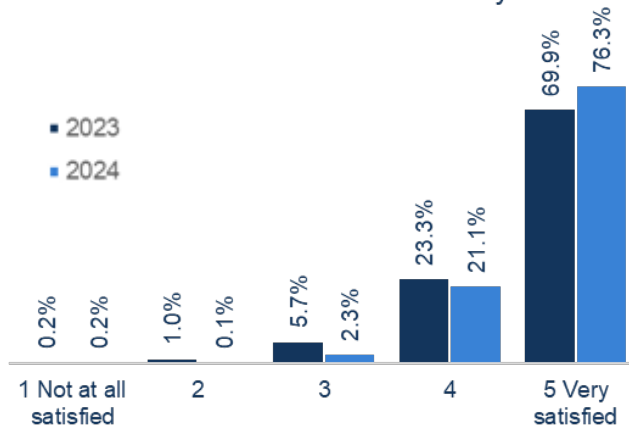
Q: How did you get to the Florida Keys on your trip?

Satisfaction With the Keys and Recommendations to Visit the Keys

Florida Keys VPS
Keys-Wide
Results
2024

- The 2024 average visitor satisfaction rating of the Florida Keys was 4.8 out of 5, a .2 increase since 2023. Over one-fifth (21%) of visitors were satisfied with the Keys (4/5), and 76% were very satisfied (5/5). Two percent were neutral regarding their satisfaction (3), while none claimed to be 'not satisfied' or 'not at all satisfied' with their trip.
- The average rating of those who would recommend the Florida Keys to a friend or family member was 9.3 out of 10. Seventy-six percent of visitors were promoters, ranking the Keys as 9 or 10. Four and a half percent were detractors, ranking the Florida Keys between 1 and 6. The net promoter score (promoters minus detractors) was 71.6, which is 4 points higher than 2023 NPS ratings

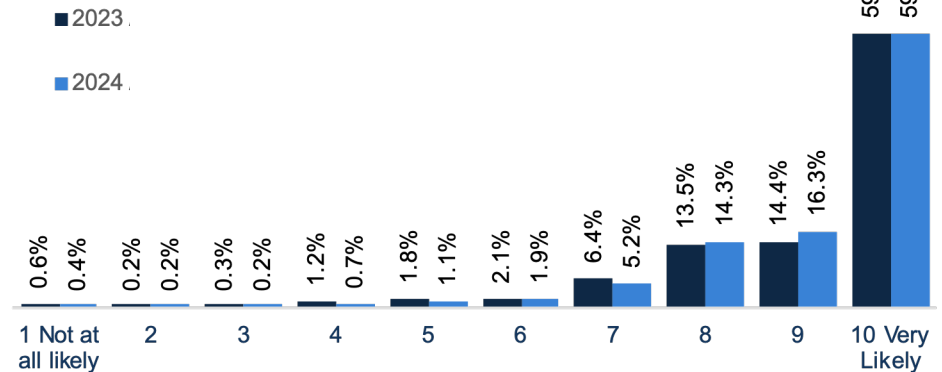
Satisfaction With the Keys



Average Satisfaction
2023: 4.6
2024: 4.8

Q: On a scale of 1-5, where 1 is "Not at all satisfied" and 5 is "Very Satisfied", how satisfied were you with your most recent visit to the Keys?

Likelihood to Recommend the Keys



Average Likelihood to Recommend
2023: 9.1
2024: 9.3

NPS
2023: 67.6
2024: 71.6

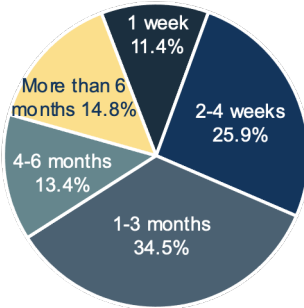
Q: On a scale of 1-10, where 1 is "Not at all Likely" and 10 is "Very Likely", how likely are you to recommend to a friend or family member that they visit the Florida Keys?

* In 2023 Q2, this question changed from a 1-5 scale to a 1-10 scale. Q1 data was omitted from annual results.

Trip Planning

- Over one-third (35%) of 2024 Florida Keys visitors made their decision to visit the Keys 1-3 months in advance of their trip. Shorter term planners (6 weeks or less) increased by nearly 6 percentage points from 2023.
- Two-thirds (66%) percent looked for a special deal when planning or booking their vacation, this is an increase of 8.8 percentage points since 2023.
- 2024 visitors were much more likely to utilize internet tools, as traveler online review sites, social sites, and the Florida Keys official websites were all at least 7 percentage points more likely to be used in comparison to 2023 visitors.

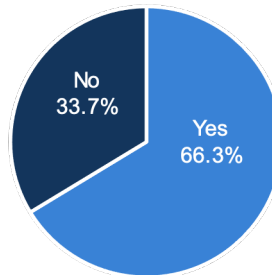
Timing of Decision to Visit



Timing of Decision	2023	2024	% +/-
1 week	8.8%	11.4%	2.6%
2-4 weeks	22.6%	25.9%	3.3%
1-3 months	33.7%	34.5%	0.8%
4-6 months	19.1%	13.4%	-5.7%
More than 6 months	15.7%	14.8%	-0.9%

Q: How far in advance of your trip did you make your decision to visit the Florida Keys?

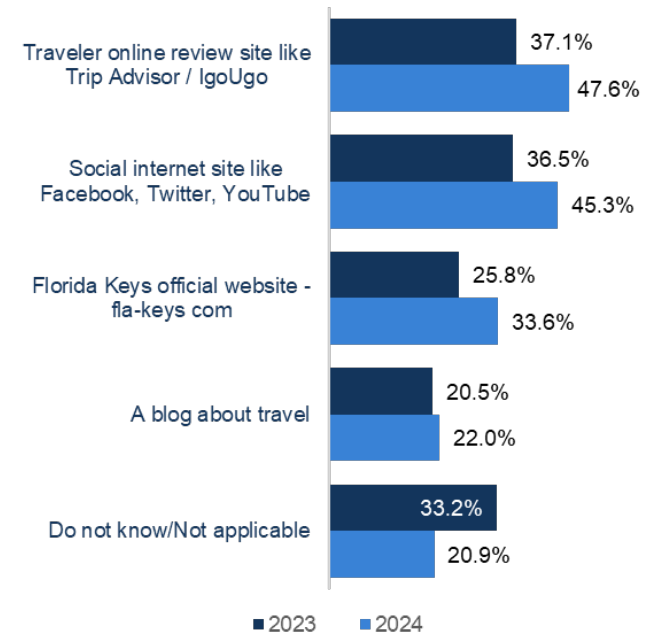
Looked For Special Deals



Looked for Deals	2023	2024	% +/-
Yes	57.5%	66.3%	8.8%
No	42.5%	33.7%	-8.8%

Q: Did you look for a special deal, like an added value offer, discount for longer stay or coupon, when planning or booking your vacation?

Internet Tools Used to Plan Trip



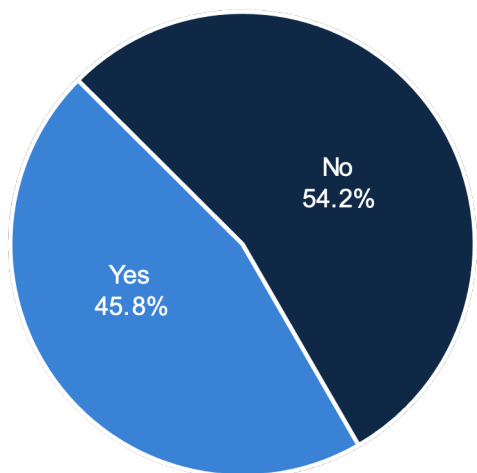
Q: Did you use any of the following internet tools to plan your trip?

Advertising

Florida Keys VPS
Keys-Wide
Results
2024

- In 2024, 46% of Florida Keys Region visitors had seen or heard advertising for the Florida Keys or in the past three months.
- Of those 46% who had seen or heard advertising, 59% saw advertisements on television. Fifty-eight percent saw ads the internet or in an email newsletter, and 24% saw ads in a magazine. Another 21% heard an ad on the radio, and 17% saw advertising in a newspaper. The greatest increase from 2023 was in the use of magazines (6.2 points).

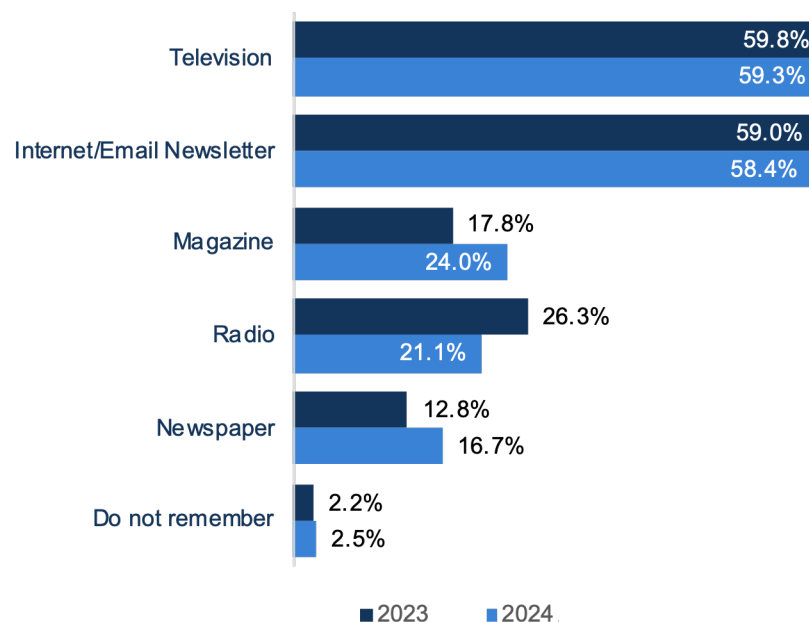
Recently Seen or Heard Advertising



Seen or Heard Advertising	2023	2024	% +/-
Yes	49.8%	45.8%	-4.0%
No	50.2%	54.2%	4.0%

Q: Have you seen or heard any advertising for the Florida Keys and Florida Keys Region in the past 3 months?

Where Respondents Saw Advertising

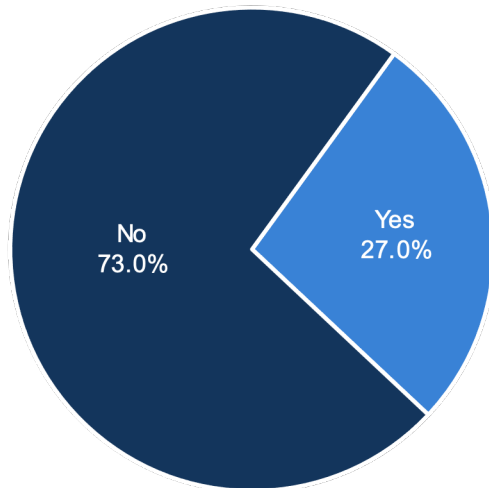


Q: Where did you see advertising for the Florida Keys and/or Florida Keys Region?

Visited Other Areas in Florida

- Over one-fourth (27%) of Keys visitors visited another area of Florida before or after their stay in the Keys
- Of those 27% who visited elsewhere, 51% went to Miami, 37% visited Orlando, and 21% went to West Palm/Palm Beach. Twenty percent visited the Tampa Area, 16% went to Ft. Myers or Ft. Lauderdale, and 7% visited the Panhandle

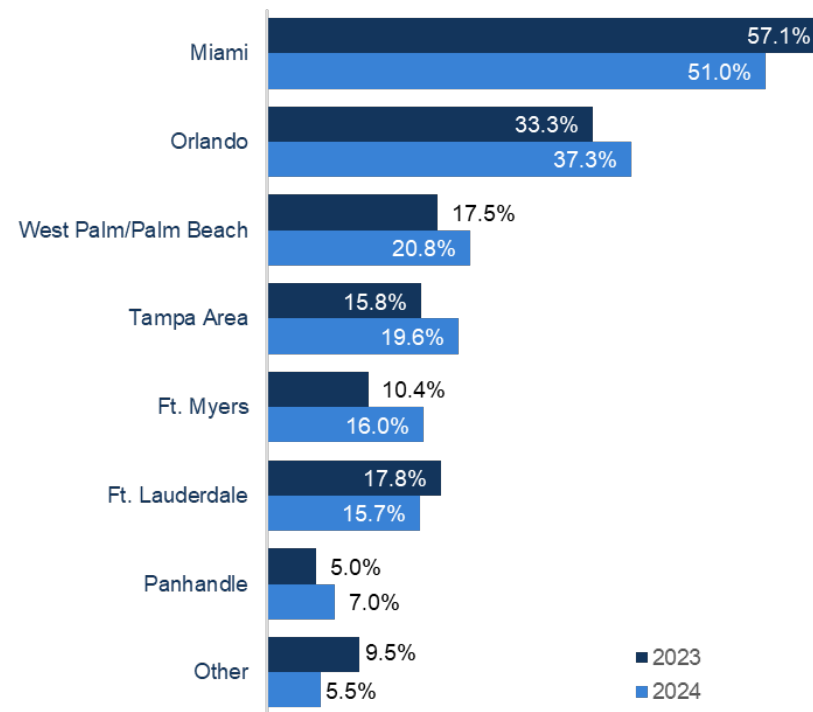
Visited Elsewhere in Florida



Visited Other Places	2023	2024	% +/-
Yes	22.2%	27.0%	4.8%
No	77.8%	73.0%	-4.8%

Q: Did you visit somewhere else in Florida besides the Keys on your trip to the Keys?

Visited Other Places in Florida

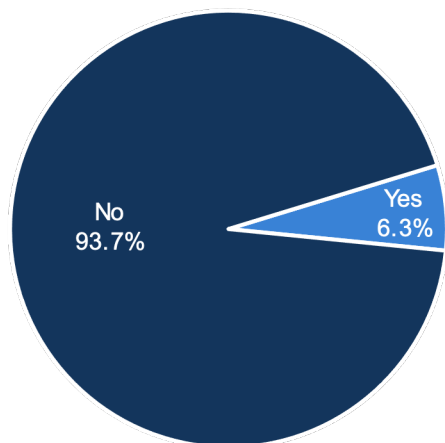


Q: Where else in Florida did you visit besides the Keys?

Own Property Elsewhere in Florida

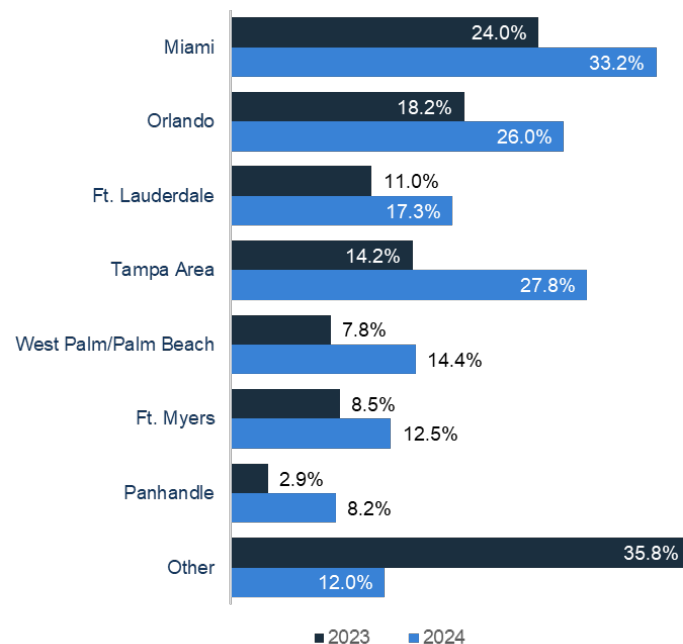
- Six percent of Florida Keys visitors in 2024 own a second home or vacation property elsewhere in Florida.
- Of those visitors, 33% own property in Miami, 26% own in Orlando, and 17% own in Ft. Lauderdale. Twenty-eight percent of Florida Keys visitors that have a vacation property in Florida, own property in the Tampa area, 14% own property in West Palm/Palm Beach, 13% own property in Ft. Myers and 8% reported owning property in the Panhandle. Twelve percent of those who own property elsewhere in Florida are not accounted for in these listed locations.

Second Home or Vacation Property in Florida



Own Second Home	2023	2024	% +/-
Yes	5.4%	6.3%	0.9%
No	94.6%	93.7%	-0.9%

Second Home or Vacation Property Located in Florida



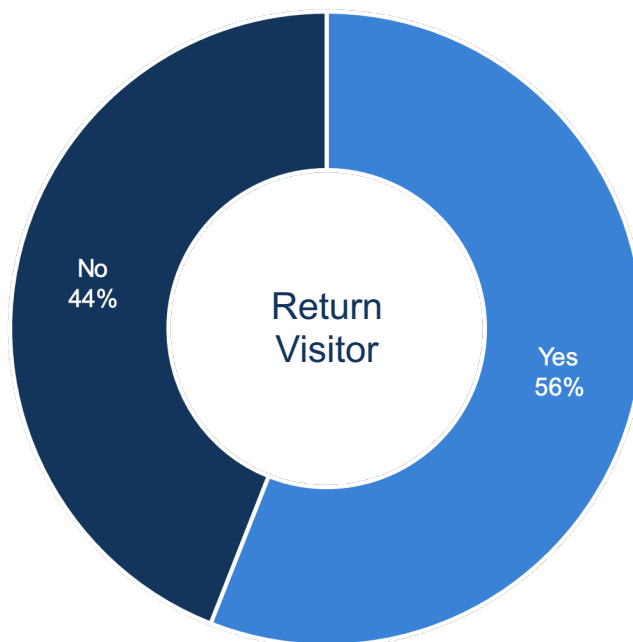
Q: Do you own a second home or vacation property in Florida?

Q: Where is your second home or vacation property in Florida?

Return Visitation of Florida Keys Region Visitors to the Florida Keys

Florida Keys VPS
Keys-Wide
Results
2024

- Fifty-six percent of 2024 Florida Keys visitors had visited the Keys at least one other time in the past three years.



Visited in Past 3 Years	2023	2024	% +/-
Yes	56.7%	56.0%	-0.7%
No	43.3%	44.0%	0.7%

Q: Before this trip to the Keys, had you visited the Keys before in the past 3 years?