

MINTO US OPEN PICKLEBALL CHAMPIONSHIPS

Florida's Paradise Coast - Collier County
April 23-30, 2022



Objective

To understand the impact of the Minto US Open Pickleball Championships in Collier County by looking at attendee movement and visitor & spend lift.



*Minto US Open Pickleball Championships
East Naples Community Park - Naples, FL
April 23-30, 2022*

KEY INSIGHTS

63% of all attendees were visitors,

of those visitors 71% were out-state visitors and 80% stayed overnight

Four of the top five visitor origin markets were from Florida.

Five out of the top 10 were from out of State

Resident attendance at the event was relatively flat for the entire week.

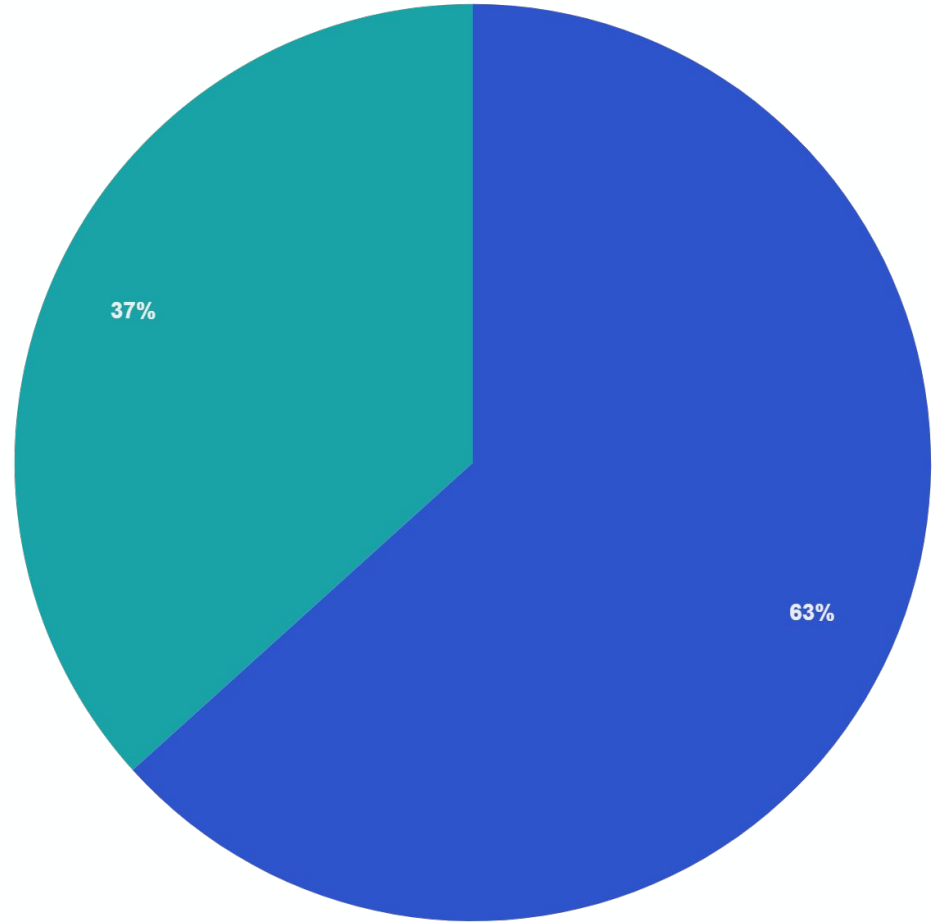
Out-of-State visitors were observed cross visiting multiple points of interest including outdoor recreation parks, beaches, accommodations, and retail.

In-State visitors were not as widespread as the out-of-state visitors.

Estimated Attendance 18,000 local residents 25,000 visitors = 43,000 total

63% were visitors
37% were locals
to the tournament

● Visitor % of Total ● Resident % of Total



71% of the visitors
to the event were
from out-of-state
origin markets, and
90% of them
stayed overnight.

TOP ORIGIN MARKETS OF EVENT ATTENDEES

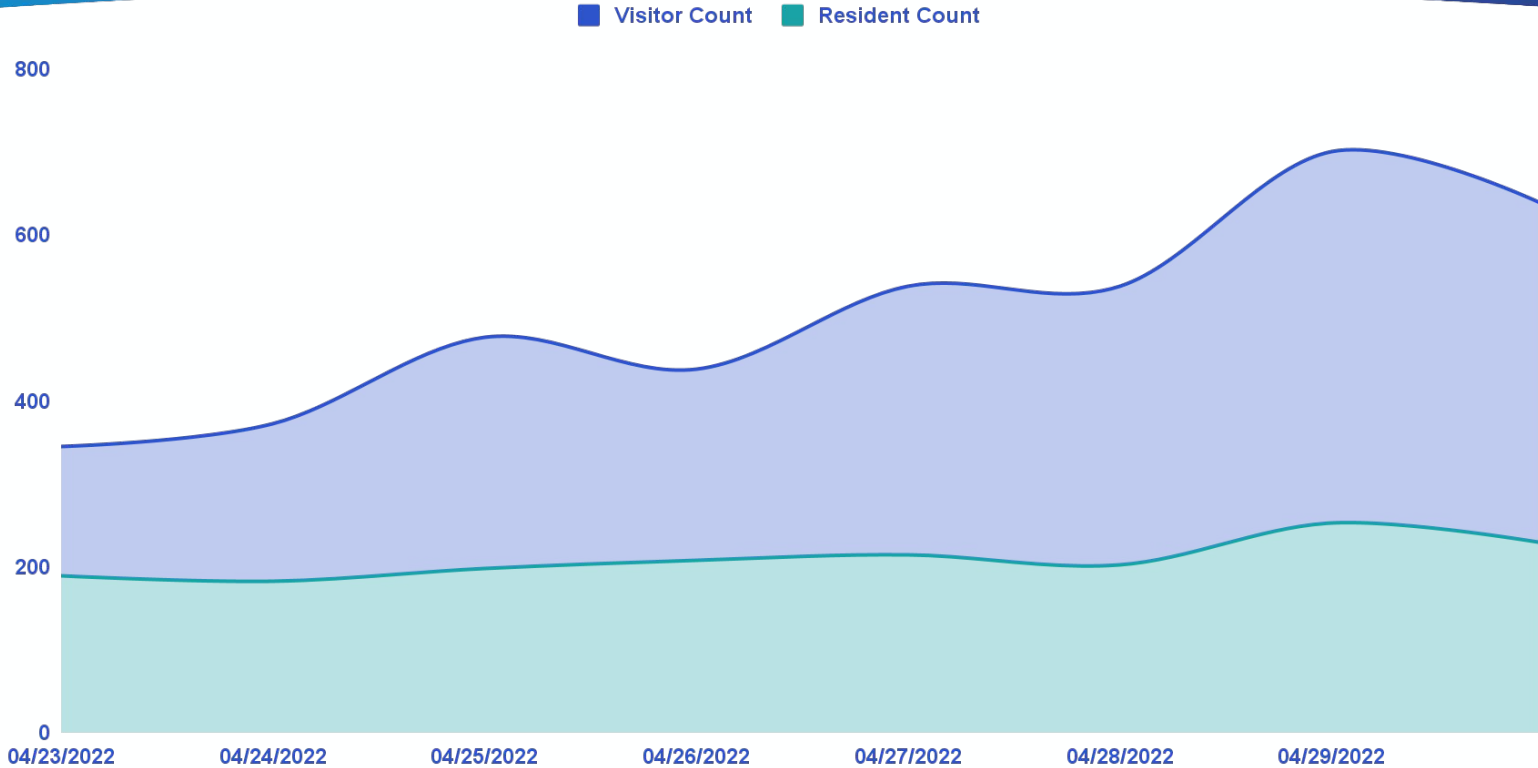
In-State Event Attendees

- Orlando-Daytona Beach-Melbourne, FL
- Tampa-St. Petersburg (Sarasota), FL
- Ft. Myers-Naples, FL
- West Palm Beach-Ft Pierce, FL
- Miami-Fort Lauderdale, FL
- Jacksonville, FL
- Panama City, FL

Out-of-State Event Attendees

- Boston, MA (Manchester, NH)
- Chicago, IL
- New York, NY
- Minneapolis-St. Paul, MN
- Washington, DC (Hagerstown, MD)
- Cleveland-Akron (Canton), OH
- Philadelphia, PA

Resident attendance at the event was **relatively flat** whereas **visitors increased steadily** throughout the week.

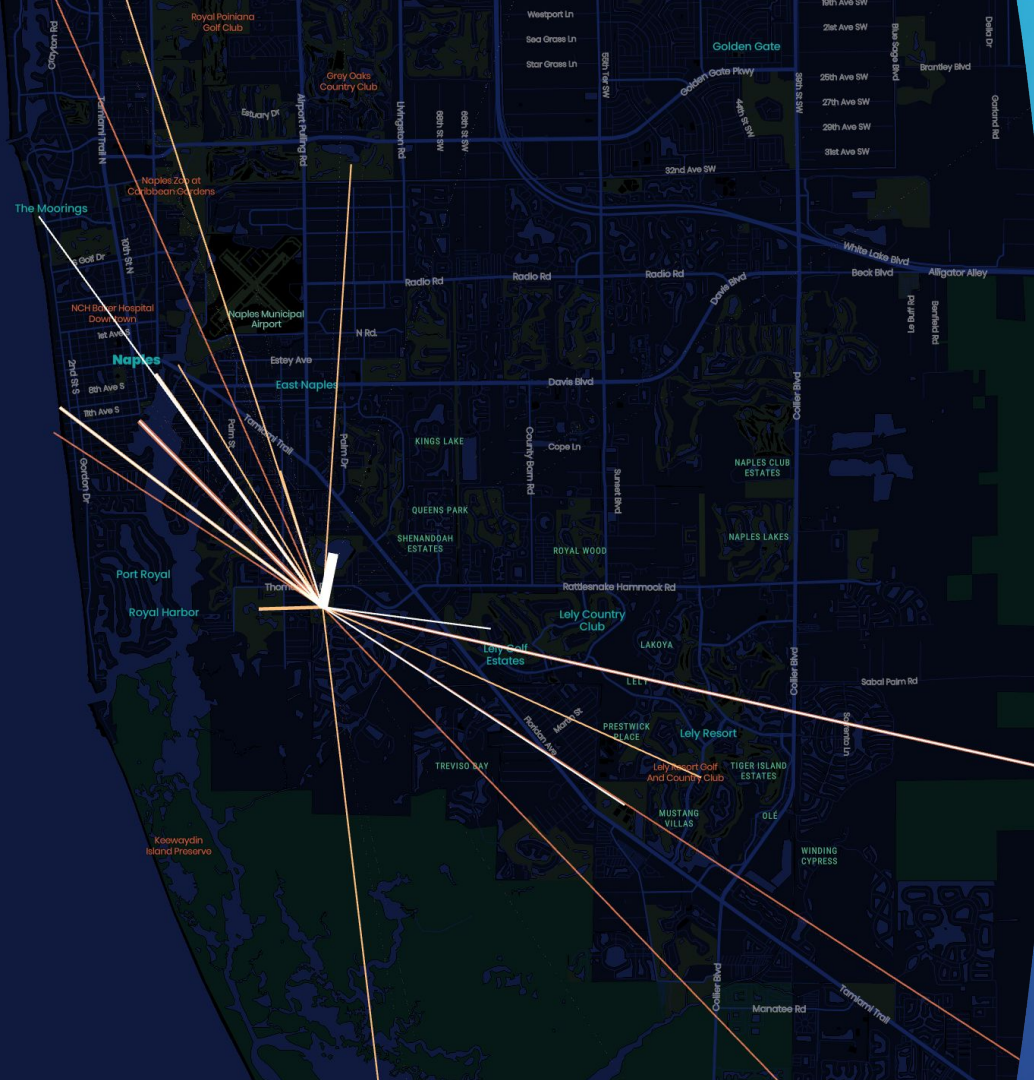


Source: Near, represents approximately 5% of all devices

Out-of-State Visitor Cross Visitation

Starburst Map

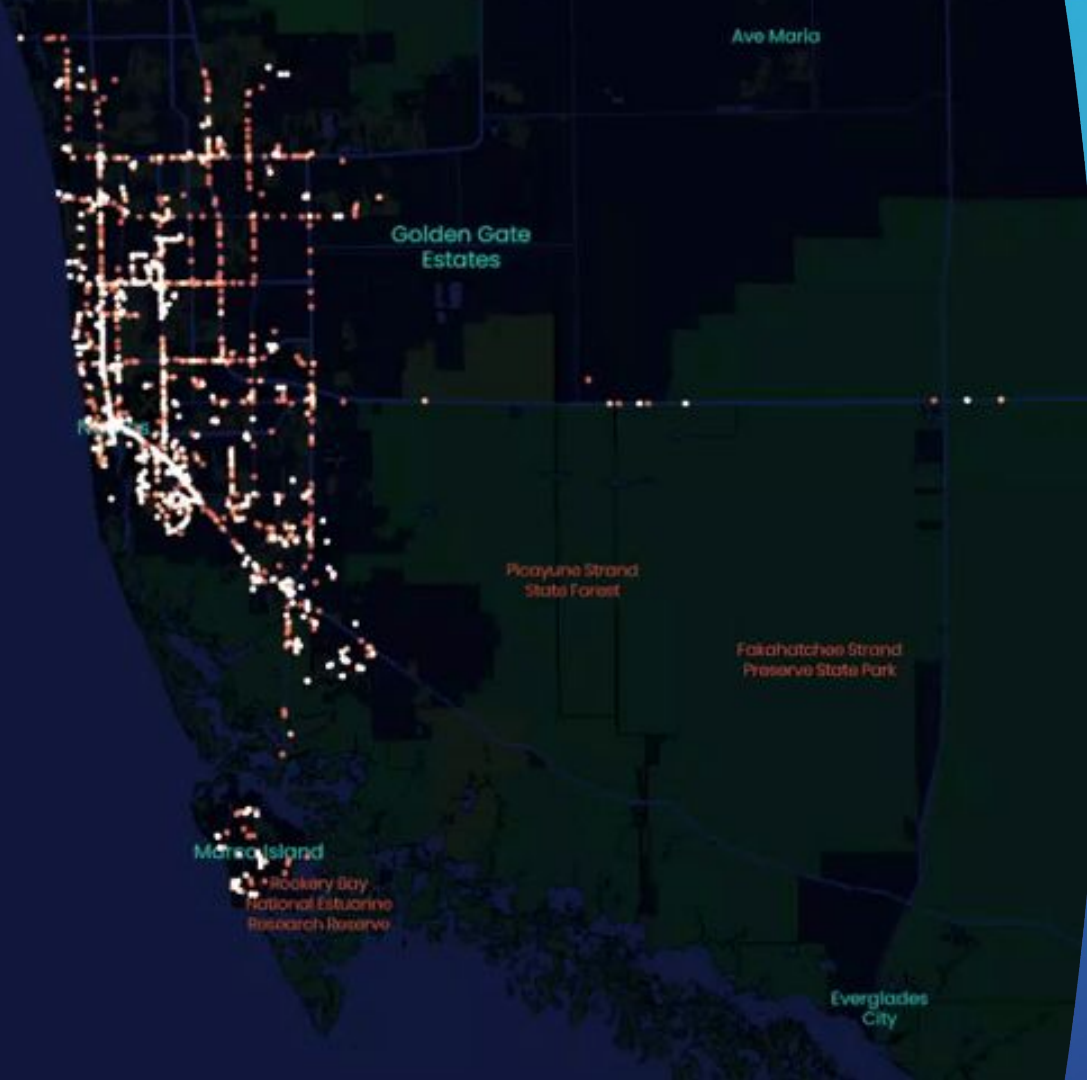
Out-of-State visitors were observed cross visiting multiple points of interest around Collier County including outdoor recreation parks, beaches, accommodations, and retail.



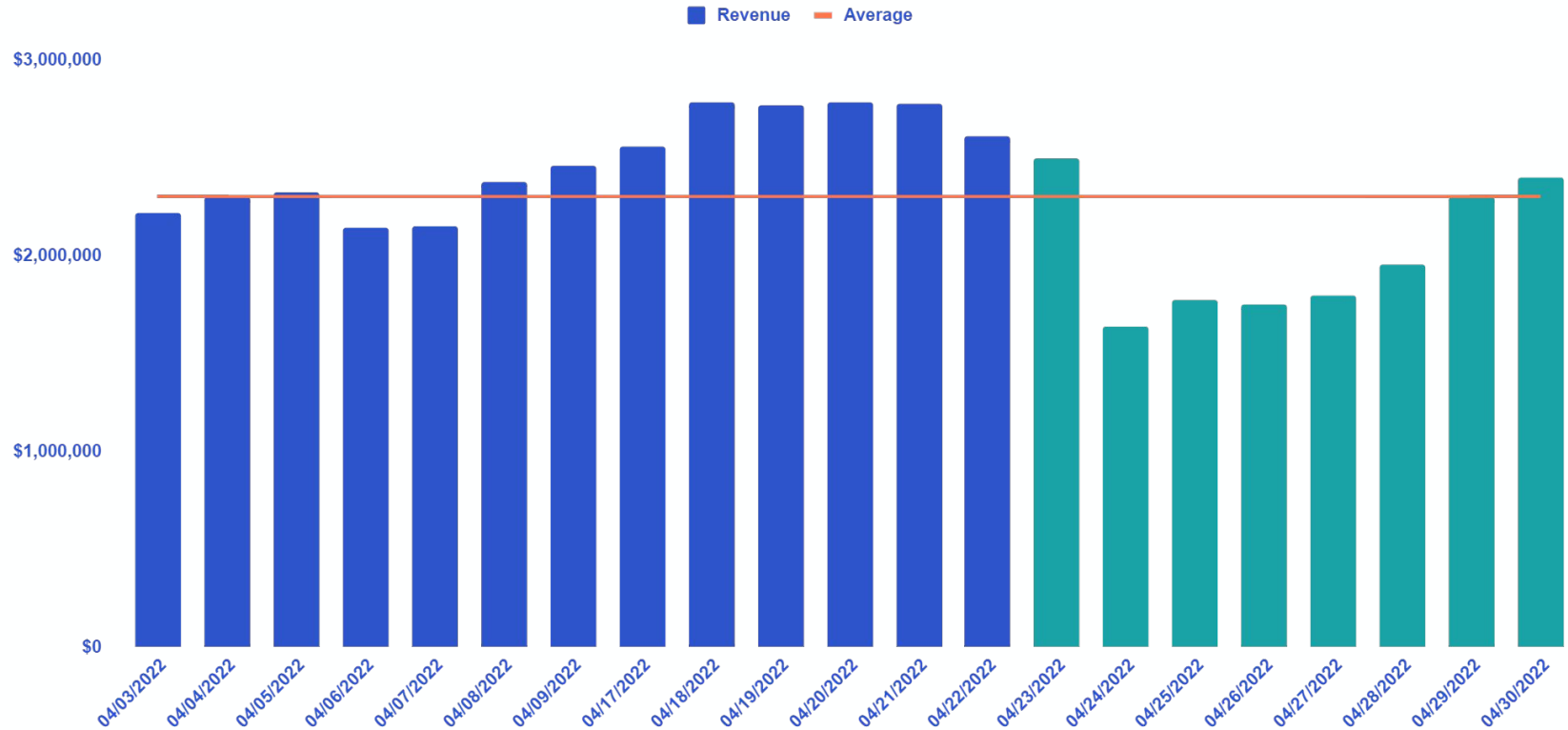
Out-of-State Visitors Timelapse

[Event Timelapse Map](#)

Out-of-State Visitors were observed visiting the Naples beaches, restaurants along 5th Avenue, and various accommodations throughout Collier County.



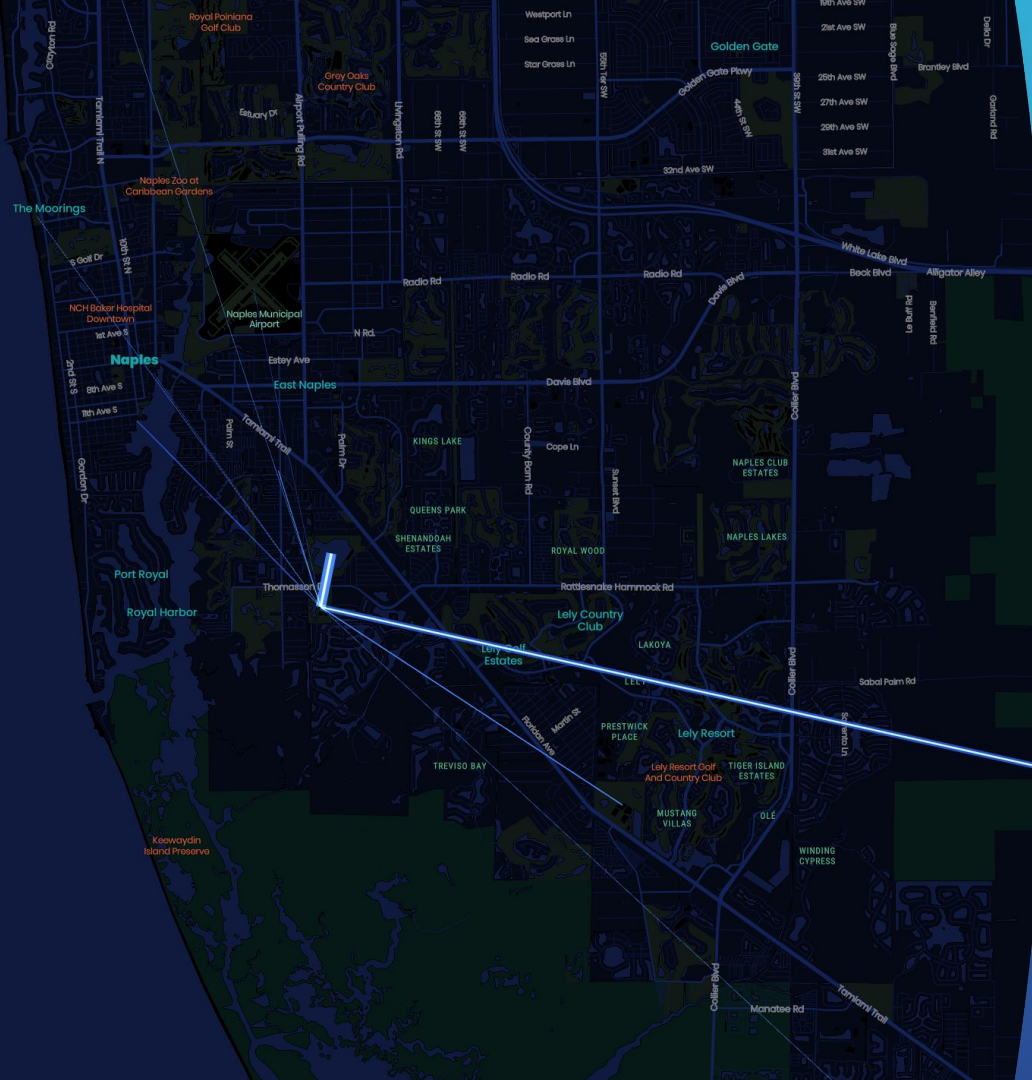
There was a **-12.6% decrease** in hotel revenue in Collier County during the event week.



In-State Visitor Cross Visitation

Starburst Map

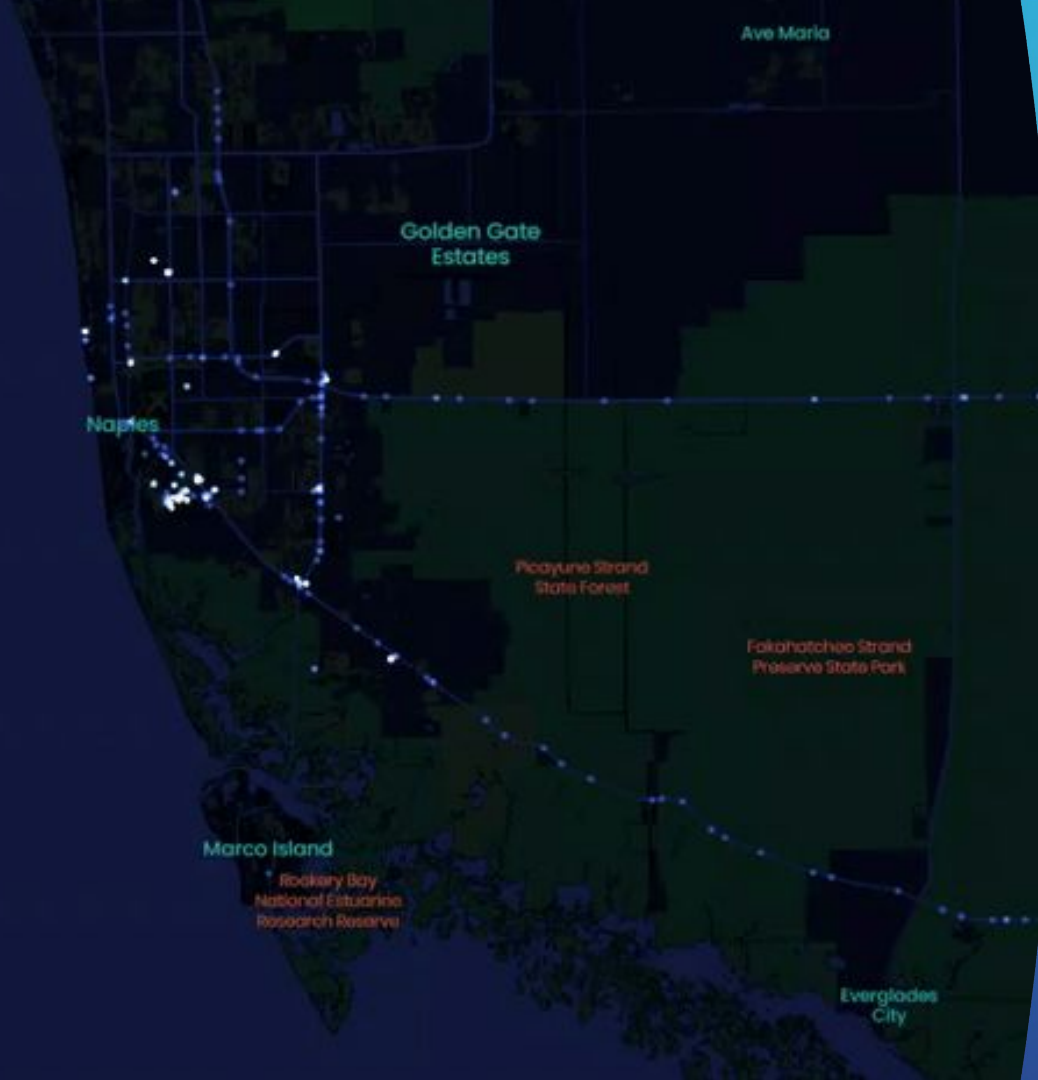
In-State visitors were observed cross visiting multiple points of interest around Collier County, however, not as widespread as the out-of-state visitors.



In-State Visitors Timelapse

Event Timelapse Map

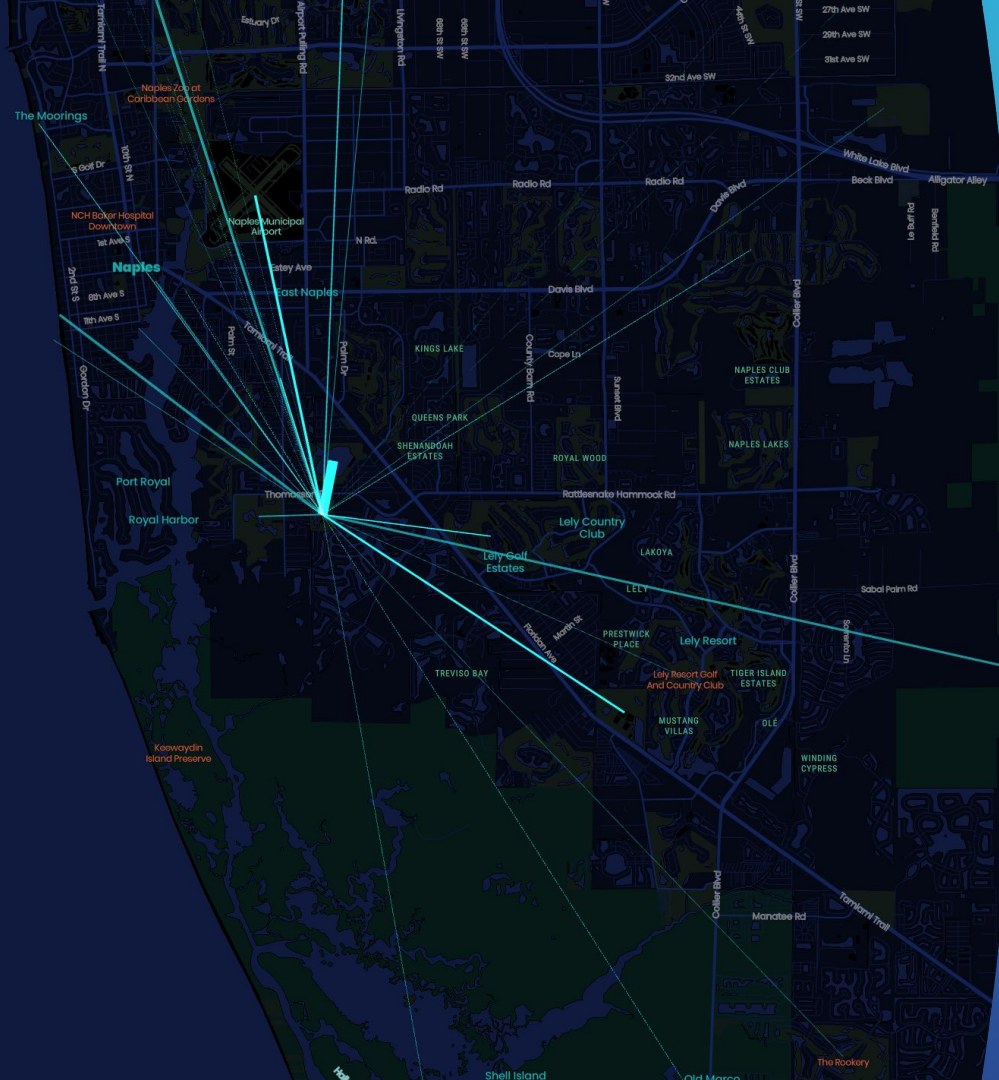
In-State Visitors were observed visiting, restaurants along 5th Avenue, and various accommodations throughout Collier County, however, not as widely dispersed as Out-of-State visitors



Resident Cross Visitation

Starburst Map

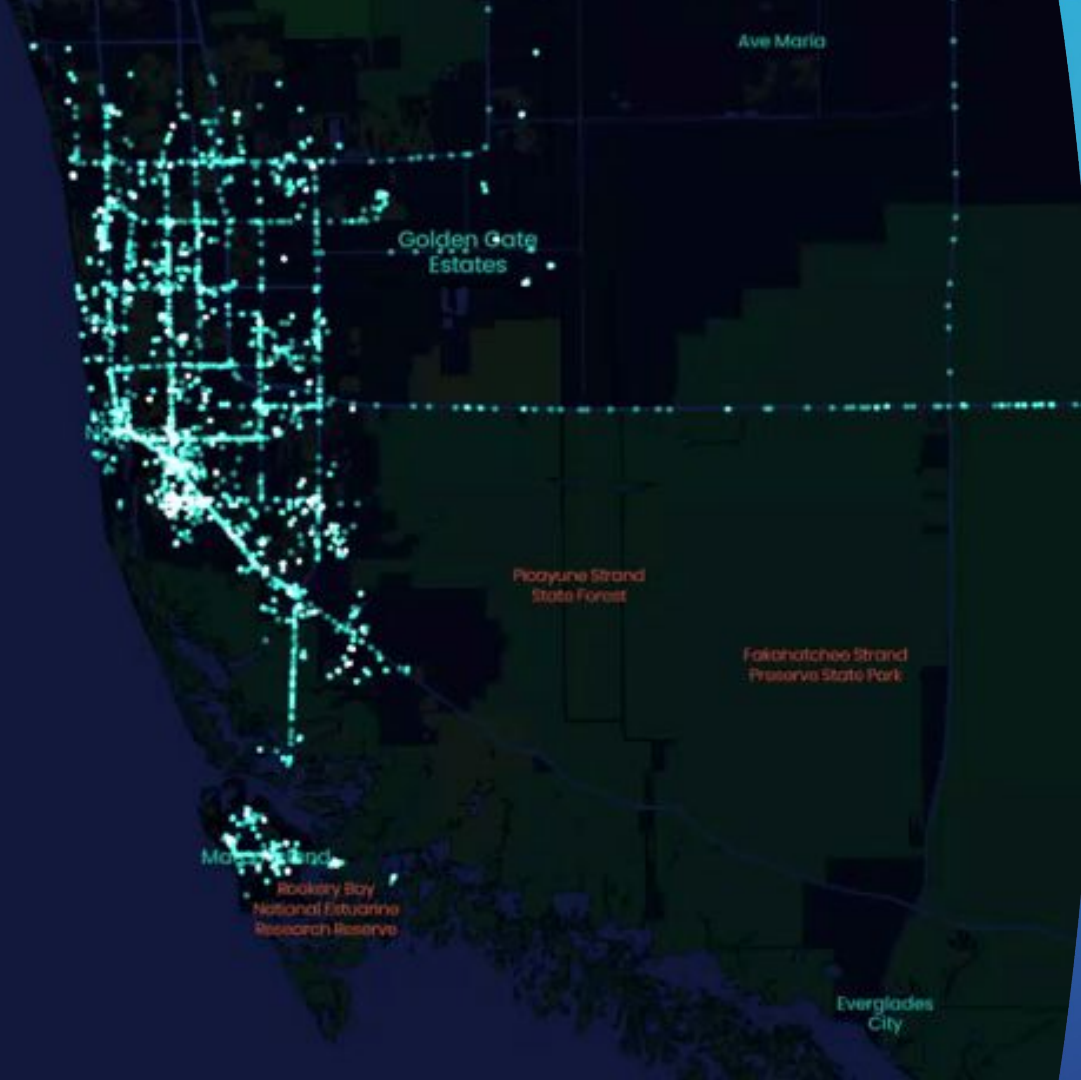
Resident event attendees were primarily cross visiting other outdoor recreation POIs such as Sugden Regional Park, Eagle Lakes Community Park, and Naples Beach. Resident event attendees were also observed at retail and dining locations such as the Waterside Shops and Celebration Park Naples.



Resident Timelapse

Event Timelapse Map

Resident event attendees were observed at different dining and retail locations in the evenings, however there was not as high a volume as the visitors in those areas.



WHAT'S NEXT?

