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# Naples Daily News

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## Collier sees dips in tourism spending



A view from the water of Hideaway Beach in Marco Island on Aug. 7. PHOTOS BY J. KYLE FOSTER/NAPLES DAILY NEWS

### Restaurants, shops suffer as international travel falls

Laura Layden Naples Daily News | USA TODAY NETWORK – FLORIDA

Collier County saw more visitors in June than it did last year. • However, they spent much less on dining and shopping, mirroring state and national trends. • As a result, the county saw double-digit declines in both direct spending and total economic impact from visitors over the year. • In Lee County, results are more mixed, with visitor spending up in stores, but down for restaurants. Visitor numbers are on the rise, with its continued recovery from Hurricane Ian, giving it an advantage.

Experts shared the latest Collier numbers during a presentation to the county's Tourist Development Council on Aug. 19, highlighting noticeable changes in visitor spending habits.

A year-over-year comparison for June showed:

- Direct spending declined to \$173,270,200 – down 11.6%
- Economic impact decreased to \$239,459,400 – down 11.9%

Tourism consultant Joseph St. Germain, president of Downs & St. Germain Research, told the advisory board it's not "just a here thing," with many other counties across Florida seeing their visitation "being flat, or up, or down a little bit," with spending down more significantly.

"People post-COVID, they still want to take trips," he said. "They just don't have as much money as they used to. So, they're taking those trips, but they're not spending as much."

While spending on hotel stays and other accommodations remains "fairly strong," the dips in spending at restaurants and retail shops in June were the "most dramatic change we've seen year over year in this area," St. Germain told the Tourist Development Council.

See TOURISM, Page 4A



Sunset views from the water looking at Marco Island and the Isles of Capri.

**"Being flat year over year will be in a lot of places a 'win,' and it took an extra budget to get to there."**

Joseph St. Germain, tourism consultant and president of Downs & St. Germain Research

## Hertz to sell used cars on Amazon

Platform allows online shopping, financing

Laura Layden

Naples Daily News  
USA TODAY NETWORK – FLORIDA

In the market for a used car? Buyers could find it easier through a new partnership between Hertz Car Sales and Amazon Autos. On Aug. 20, Hertz announced shoppers can now browse, finance and purchase its used cars through the online car buying marketplace of e-commerce giant Amazon.

See HERTZ, Page 5A



A Florida Power and Light lineman works to troubleshoot a problem near the intersection of Pine Forest Road and 9 Mile Road on Aug. 5.

TONY GIBERSON/PENSACOLA NEWS JOURNAL

## FPL agrees to lower initial rate request in settlement

4-year deal requires state regulator approval

Tom McLaughlin

Pensacola News Journal  
USA TODAY NETWORK

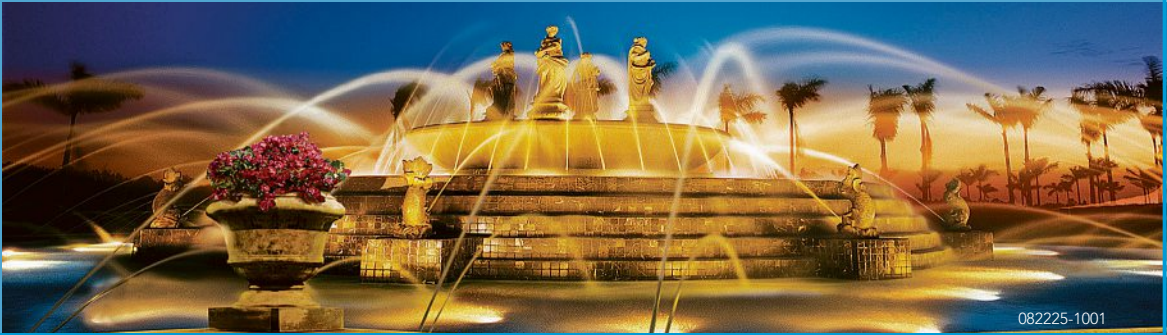
After reaching an agreement with 10 key stakeholders, Florida Power & Light filed on Wednesday a comprehensive four-year settlement agreement with state regulators.

See FPL, Page 4A

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