

# Collier County Tourism Research

**Winter and First Quarter 2007**

Presented to:

**The Collier County Tourist Development Council**

By:

**Research Data Services, Inc.**

**May 2007**

# *April 2007 Tourism Statistics*

# Tourism Statistics

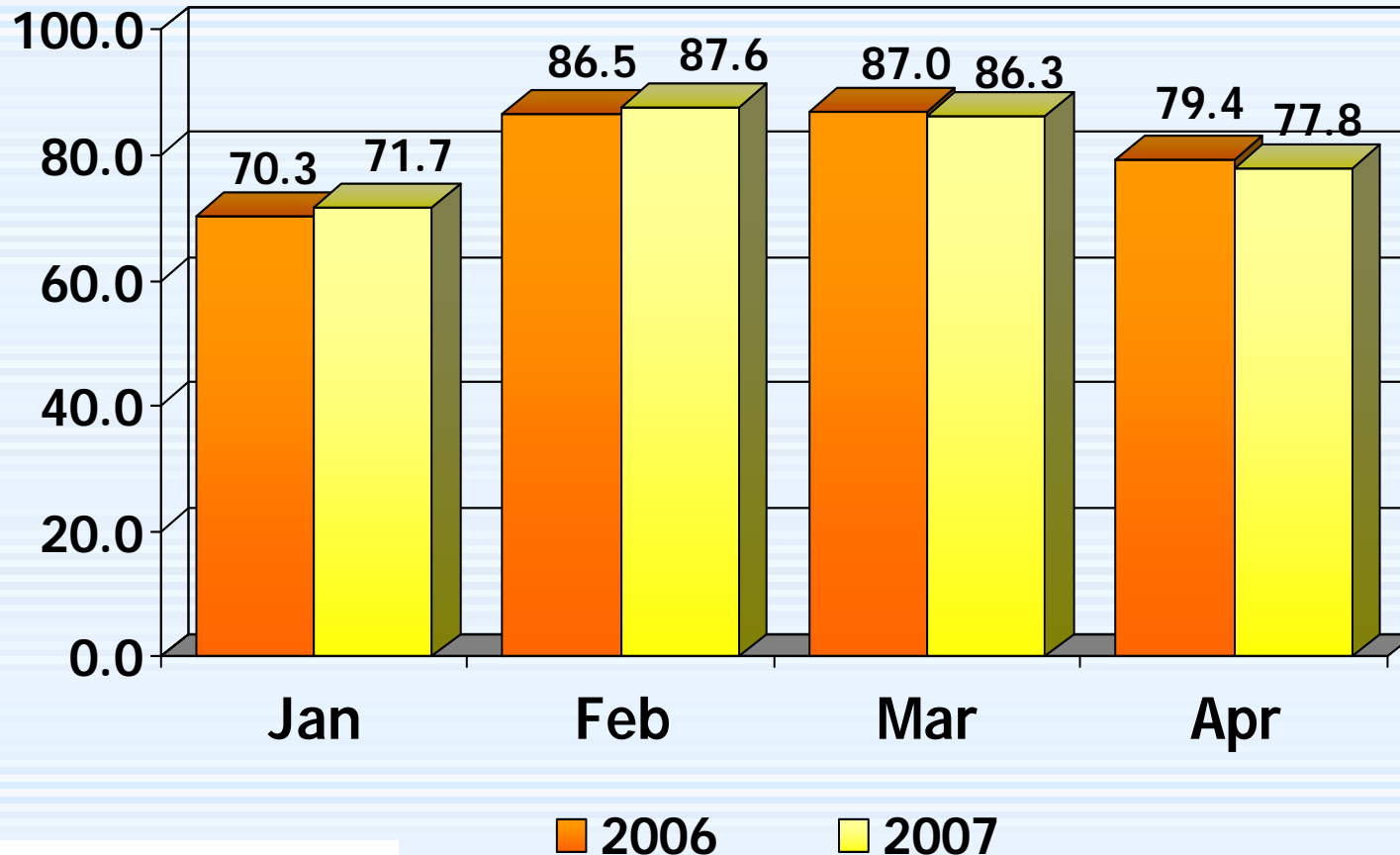
*April 2007*

	<u>2006</u>	<u>2007</u>	<u>Δ</u>
Occupancy	79.4%	77.8%	-1.6 pts.
Average Daily Rate	\$224.3	\$239.5	+6.8%
Number of Visitors	113,780	110,900	-2.5%
Expenditures	\$87,992,600	\$91,170,650	+3.6%
Rev Par	\$178.1	\$186.3	+4.6%
Room Nights	205,020	198,390	-3.2%

# *Winter Season January- April 2007 Visitor Statistics*

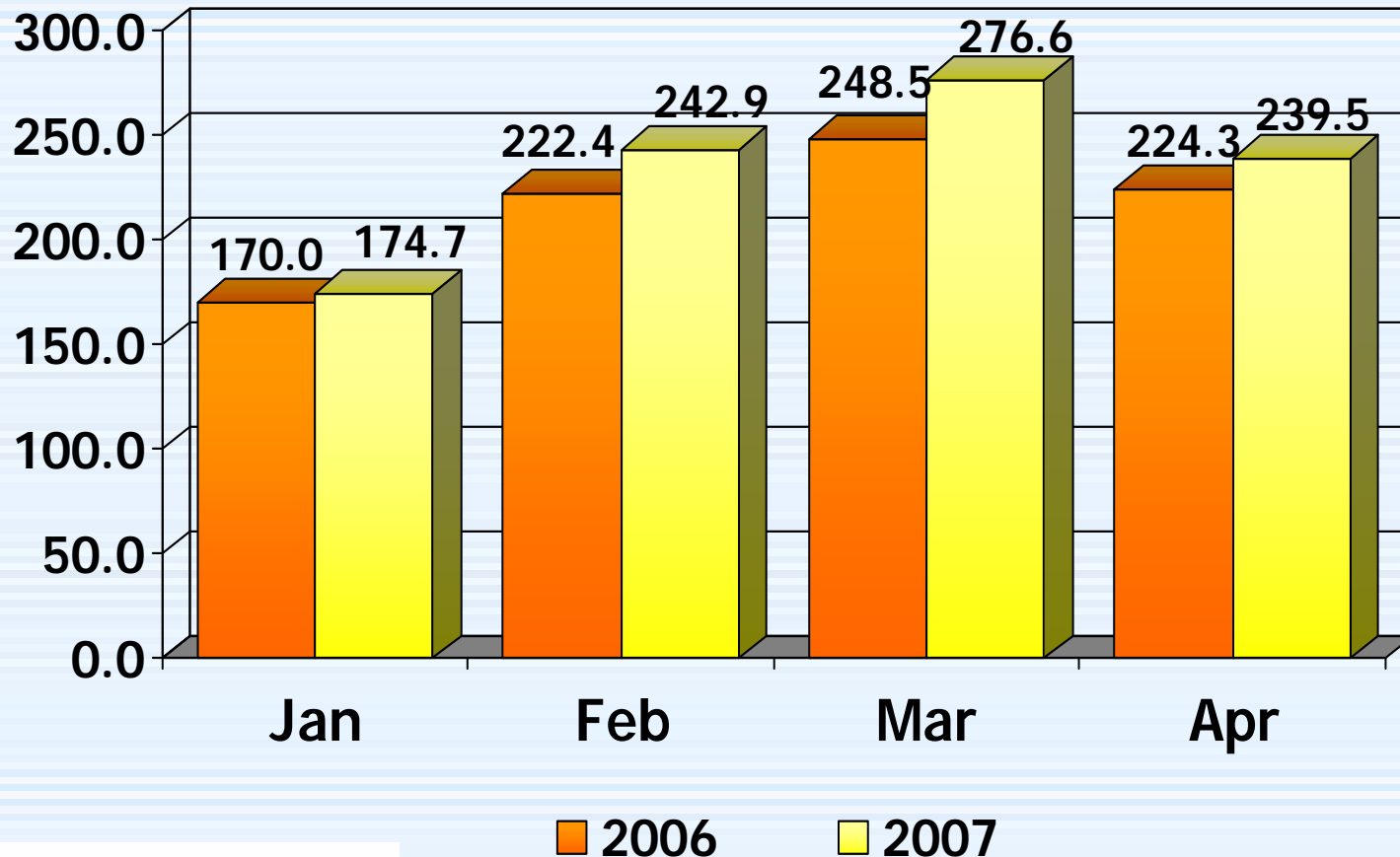
# Occupancy

## Winter Season 2007 (January - April)



# Average Daily Rate

## Winter Season 2007 (January – April)



# Accommodations Statistics

## Winter Season 2007

	<u>2006</u>	<u>2007</u>	<u>Δ</u>
Occupancy	82.0%	82.1%	+0.1 pts.
Average Daily Rate	\$221.7	\$241.0	+8.7%
Rev Par	\$181.8	\$197.9	+8.9%
Room Nights	862,475	865,280	+0.3%

# Number of Visitors

## *Winter Season 2007 Estimates*

### # of Visitors

<b>2006</b>	<b>601,145</b>
-------------	----------------

<b>2007</b>	<b>598,080</b>
-------------	----------------

---

<b>% Change</b>	<b>-0.5%</b>
-----------------	--------------



# Expenditures

## Winter Season 2007 Estimates

### Expenditures (\$)

**2006**                      **\$362,610,175**

**2007**                      **\$387,602,065**

---

**% Change**                      **+6.9%**

# Impacts of Tourism

## *Winter Season 2007 Estimates Direct & Induced*

### Total Economic Impact (\$)

**2006**                      **\$540,651,771**

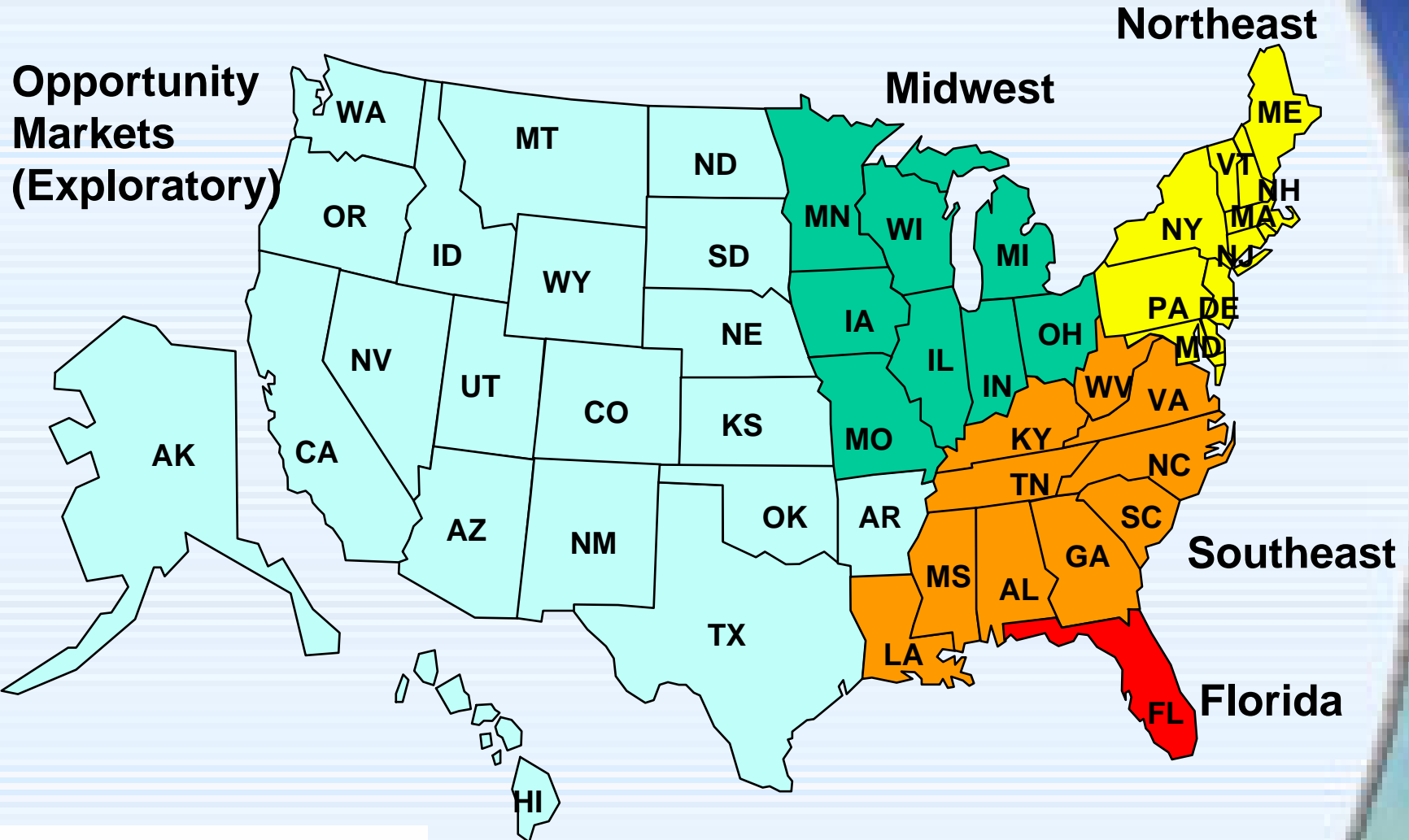
**2007**                      **\$577,914,679**

---

**Change**                      **+\$6.9**

# *First Quarter January- March 2007 Visitor Statistics*

# United States Regions



# Top U.S. Feeder Markets

*1<sup>st</sup> Quarter 2007*

	<u>Q1 '06</u>	<u>Q1 '07</u>
1. Dade / Broward	15.1%	14.2%
2. New York	8.0	10.1
3. West Palm Beach	11.9	9.1
4. Chicago	6.6	6.8
5. Boston	4.9	5.7
6. Philadelphia	6.0	5.2
7. Tampa / St. Pete	4.2	3.9
8. Washington, D.C.	5.0	3.6
9. Detroit	3.0	3.5
10. Cleveland	--	3.3
11. Hartford / New Haven	--	3.3

# Visitor Origins

## 2007 Visitors

	First Quarter	
	2006	2007
Florida	26.1%	24.3%
Southeast	8.3	7.8
Northeast	26.2	26.6
Midwest	23.6	24.8
Canada	3.0	3.3
Europe	8.2	8.5
US Opp Mkts	4.6	4.7

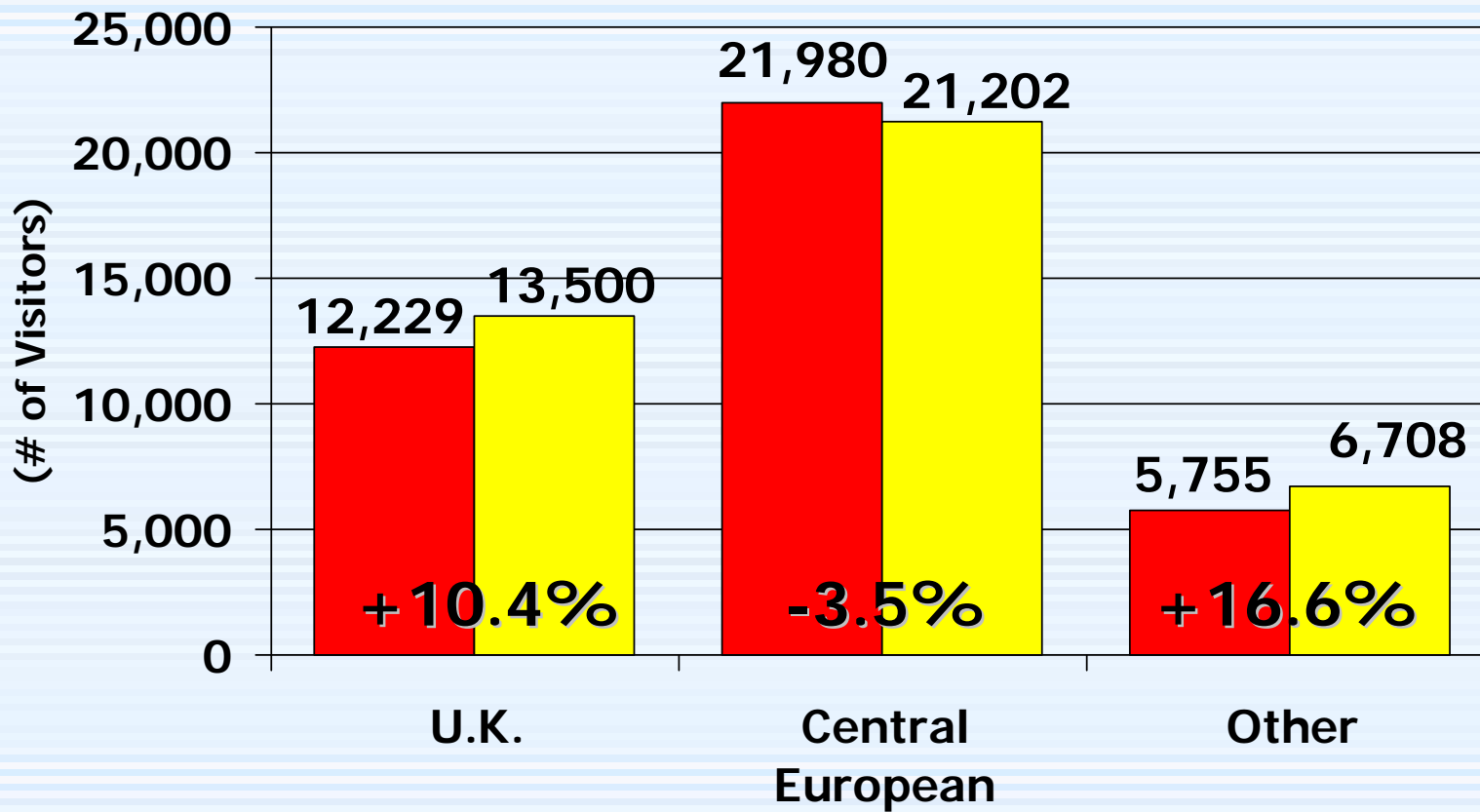
# Purpose of Trip

## 2007 Visitors

	First Quarter	
	2006	2007
Leisure	70.3%	65.9%
Business/Meetings	29.7	34.1

# European Visitation Data

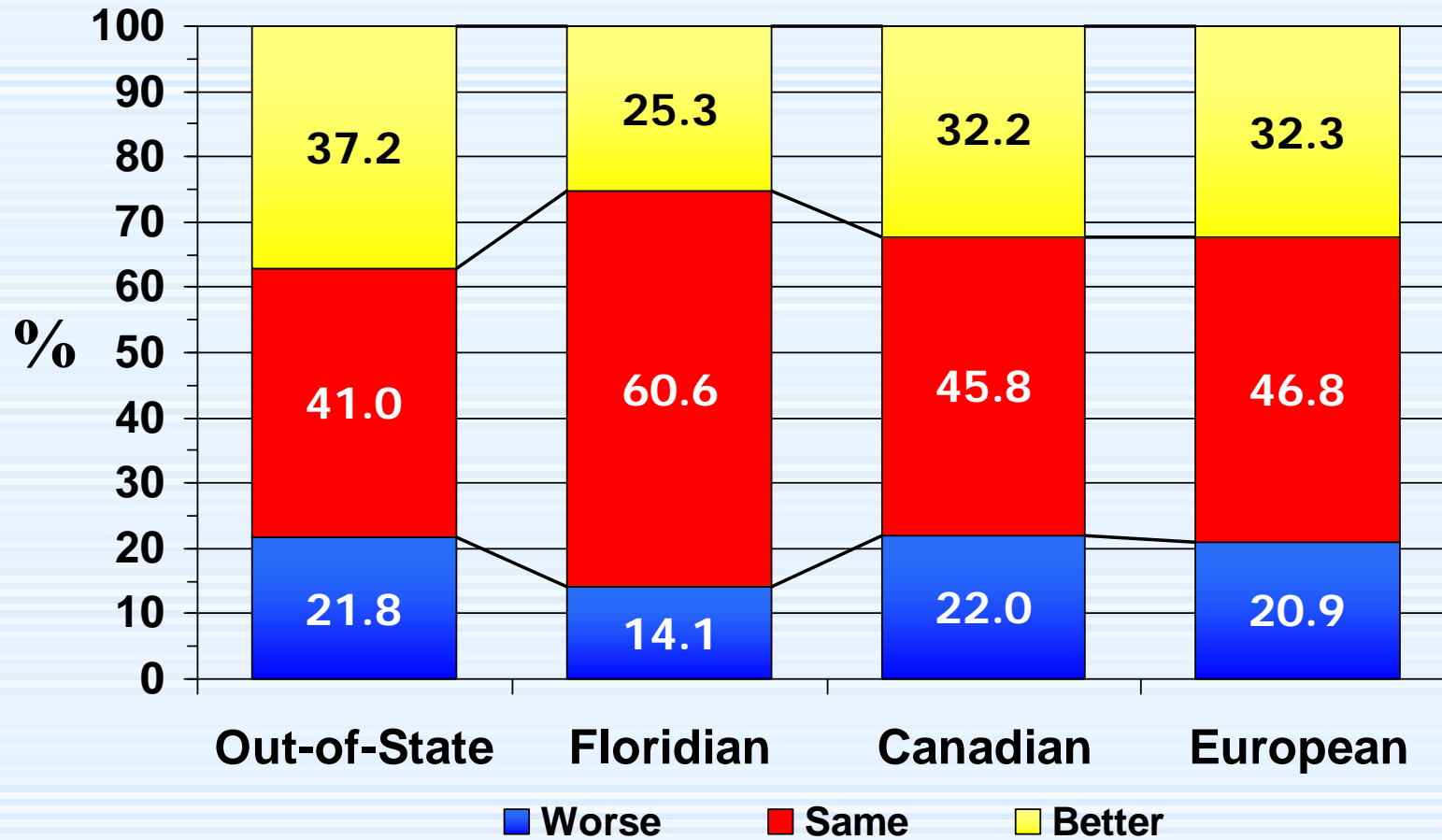
*First Quarter 2006 / 2007*





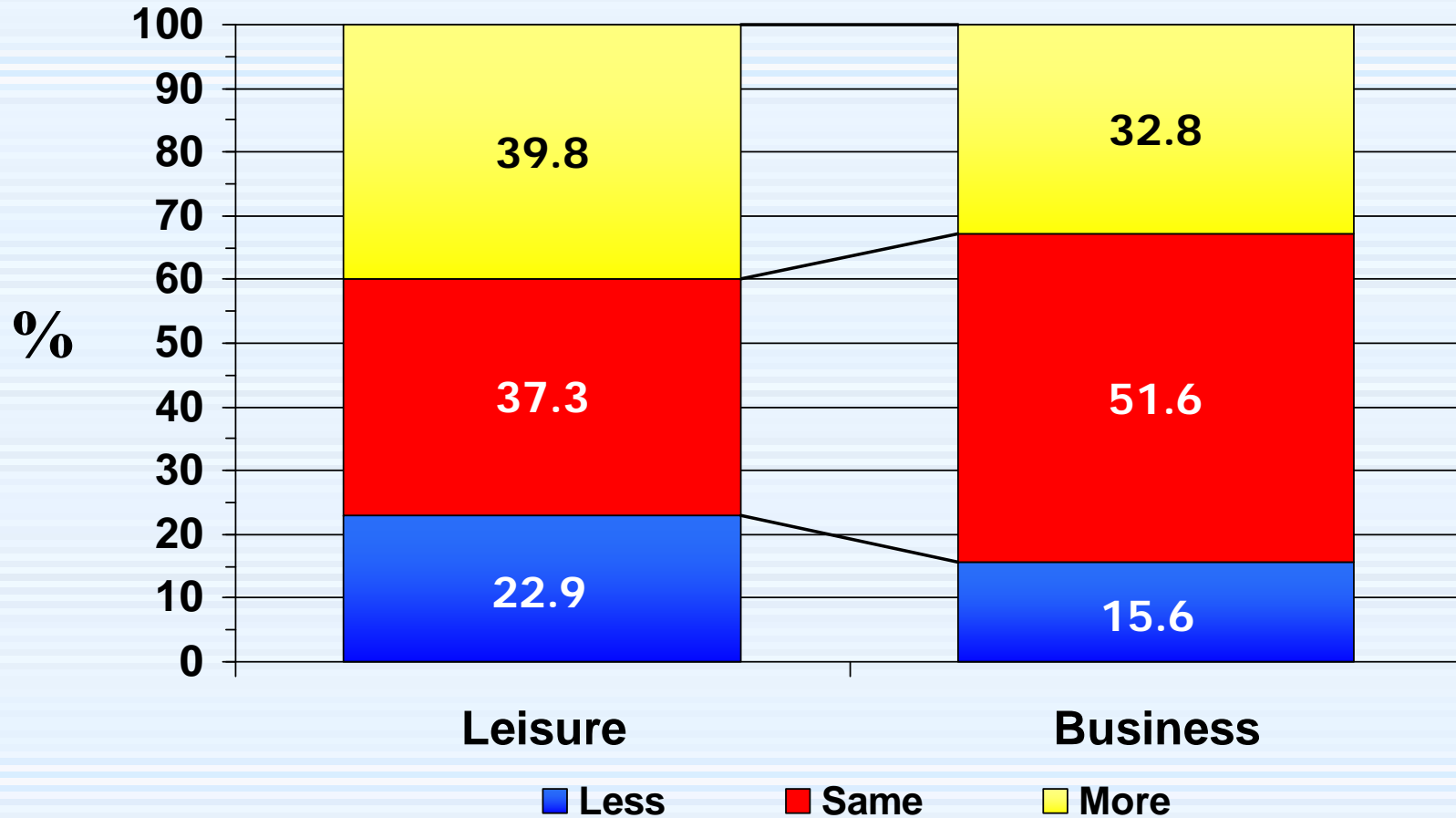
# Management Barometer

## Reservation Outlook: Second Quarter 2007



# Management Barometer

*Expectations: Second Quarter 2007*





# Brand Attribute Perceptions

*First Time Visitors Who Have Seen, Read, or Heard a Collier Marketing Message*

	2004	2006
<b>Composite Brand Attributes</b>	<b>66.7%</b>	<b>74.9%</b>
Index Composition		
Complete Relaxation	85.3	92.4
White, Sandy Beaches	82.3	89.2
Sunning on the Beach	77.6	87.7
Clean, Unspoiled Environment	85.3	85.7
Upscale Accommodations	70.5	84.7
Good Dining Out	69.1	74.0
Shopping	39.7	49.8
Boating and Fishing	23.6	35.7