

Collier County Tourism Research

2007 Economic Impact

Presented to:

The Collier County Board of County Commissioners

By:

Research Data Services, Inc.

February 19, 2008

Occupancy

2007 Annual

February 19, 2008
Review of 2007 IV - b
2 of 12

	<u>2006</u>	<u>2007</u>	<u>'06-'07</u> <u>% Δ</u>	<u>'06-'07</u> <u>Pt. Δ</u>
Jan.	70.3%	71.7%	+2.0	+1.4
Feb.	86.5	87.6	+1.3	+1.1
Mar.	87.0	86.3	-0.8	-0.7
Apr.	79.4	77.8	-2.0	-1.6
May	71.6	69.1	-3.5	-2.5
Jun.	68.9	66.0	-4.2	-2.9
Jul.	67.3	65.3	-3.0	-2.0
Aug.	50.4	52.5	+4.2	+2.1
Sep.	49.4	45.6	-7.7	-3.8
Oct.	56.4	54.4	-3.5	-2.0
Nov.	68.9	66.0	-4.2	-2.9
Dec.	64.8	61.1	-5.7	-3.7

Average Daily Room Rate

2007 Annual

	<u>2006</u>	<u>2007</u>	<u>'06-'07</u> <u>% Δ</u>	<u>'06-'07</u> <u>\$ Δ</u>
Jan.	\$170.0	\$174.7	+2.8	+\$4.70
Feb.	222.4	242.9	+9.2	+\$20.50
Mar.	248.5	276.6	+11.3	+\$28.10
Apr.	224.3	239.5	+6.8	+\$15.20
May	157.0	176.9	+12.7	+\$19.90
Jun.	132.9	137.2	+3.2	+\$4.30
Jul.	114.9	118.9	+3.5	+\$4.00
Aug.	102.5	107.8	+5.2	+\$5.30
Sep.	99.6	106.1	+6.5	+\$6.50
Oct.	112.1	120.3	+7.3	+\$8.20
Nov.	121.6	131.1	+7.8	+\$9.50
Dec.	164.2	176.2	+7.3	+\$12.00

Number of Visitors

2007 Estimates

	<u>2007</u>	<u>Δ %</u>
Quarter 1	487,180	0.0
Quarter 2	334,600	-2.5
Quarter 3	253,770	-0.1
Quarter 4	318,270	+0.3
<hr/>		
Annual	1,393,820	-0.6

Impacts of Tourism

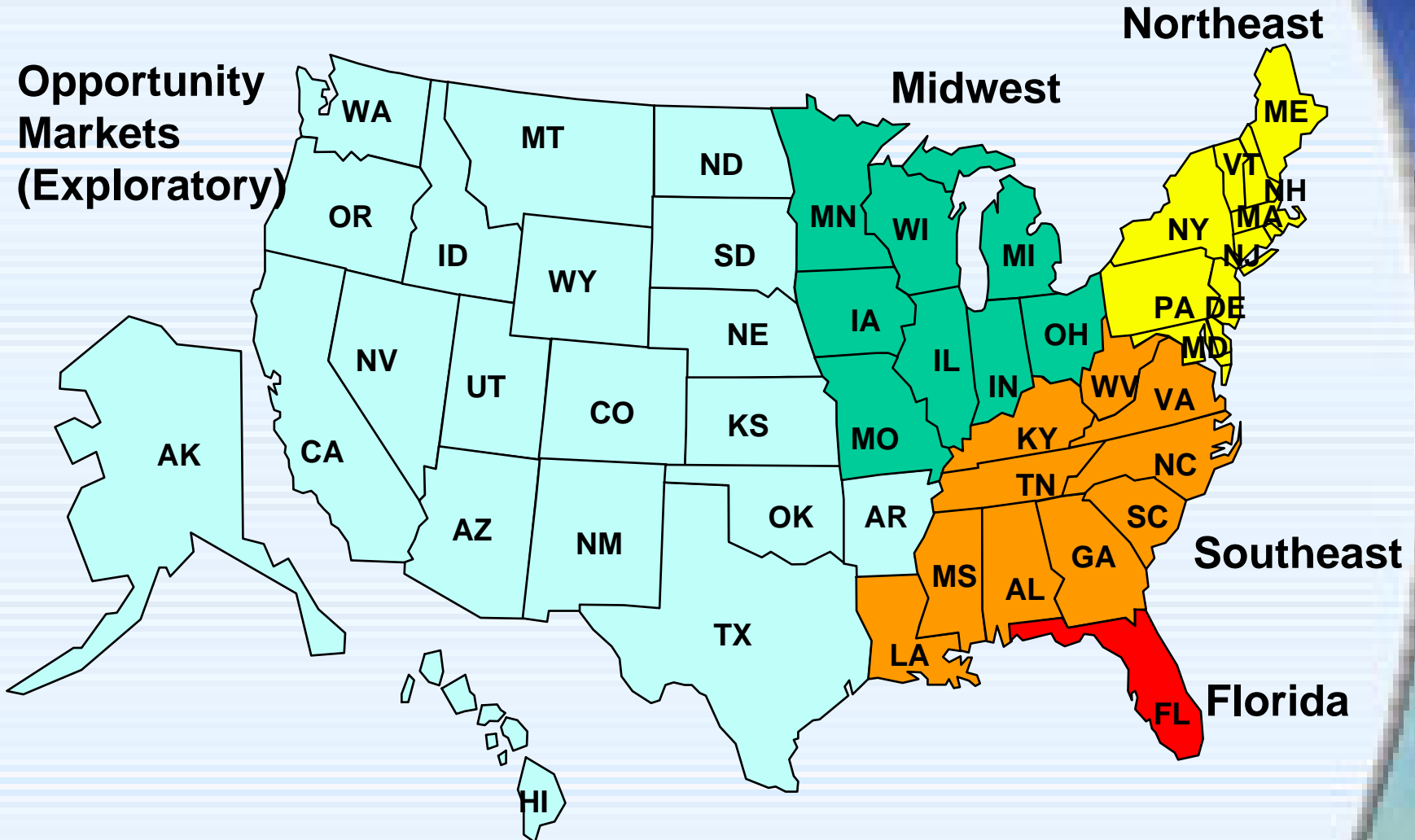
February 19, 2008
Review of 2007 IV - b
5 of 12

2007 Estimates Direct & Induced

	<u>2006</u>	<u>2007</u>	<u>Δ %</u>
Q1	\$409,454,804	\$441,979,240	+7.9
Q2	315,895,452	327,945,524	+3.8
Q3	152,491,376	161,211,468	+5.7
Q4	231,983,409	248,486,094	+7.1
Annual	\$ 1,109,825,041	\$1,179,622,326	+6.3

United State Regions

Opportunity
Markets
(Exploratory)



Visitor Origins

February 19, 2008
Review of 2007 IV - b
7 of 12

2007 Visitors

	<u>2007</u>	Δ % <u>06-07</u>
Florida	538,071	-4.1
Southeast	102,176	-6.9
Northeast	249,452	+4.0
Midwest	246,908	+0.6
Canada	33,612	+0.4
Europe	141,400	+1.8
Markets of Opp.	82,201	+11.6
Total	1,393,820	-0.6

Purpose of Trip (%)

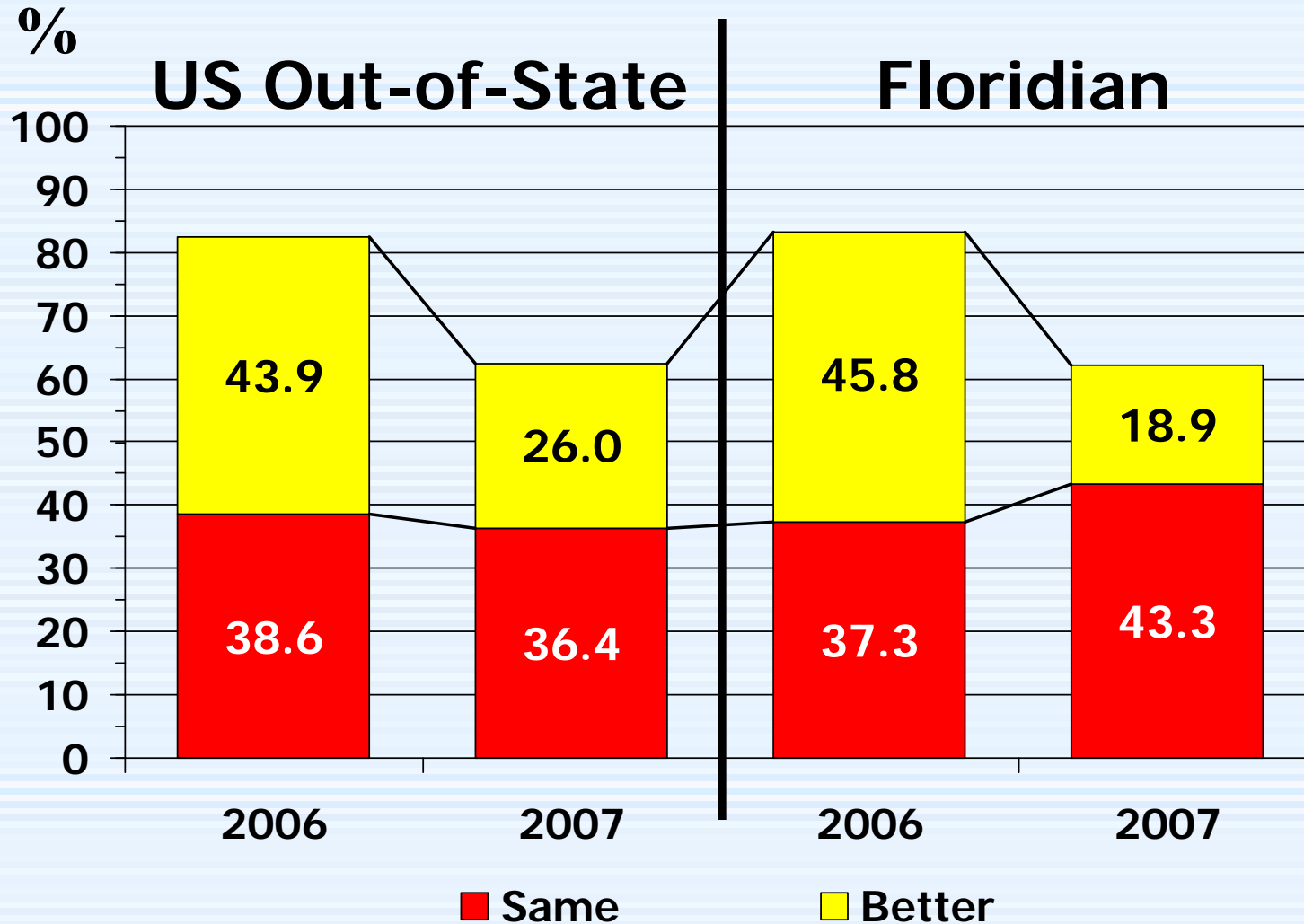
2006 - 2007 Visitors

February 19, 2008
Review of 2007 IV - b
8 of 12

	First Quarter		Second Quarter		Third Quarter		Fourth Quarter	
	'06	'07	'06	'07	'06	'07	'06	'07
Leisure	70.3	65.9	68.3	64.9	67.1	69.4	66.9	64.7
Business/ Meetings	29.7	34.1	31.7	35.1	32.9	30.6	33.1	35.3

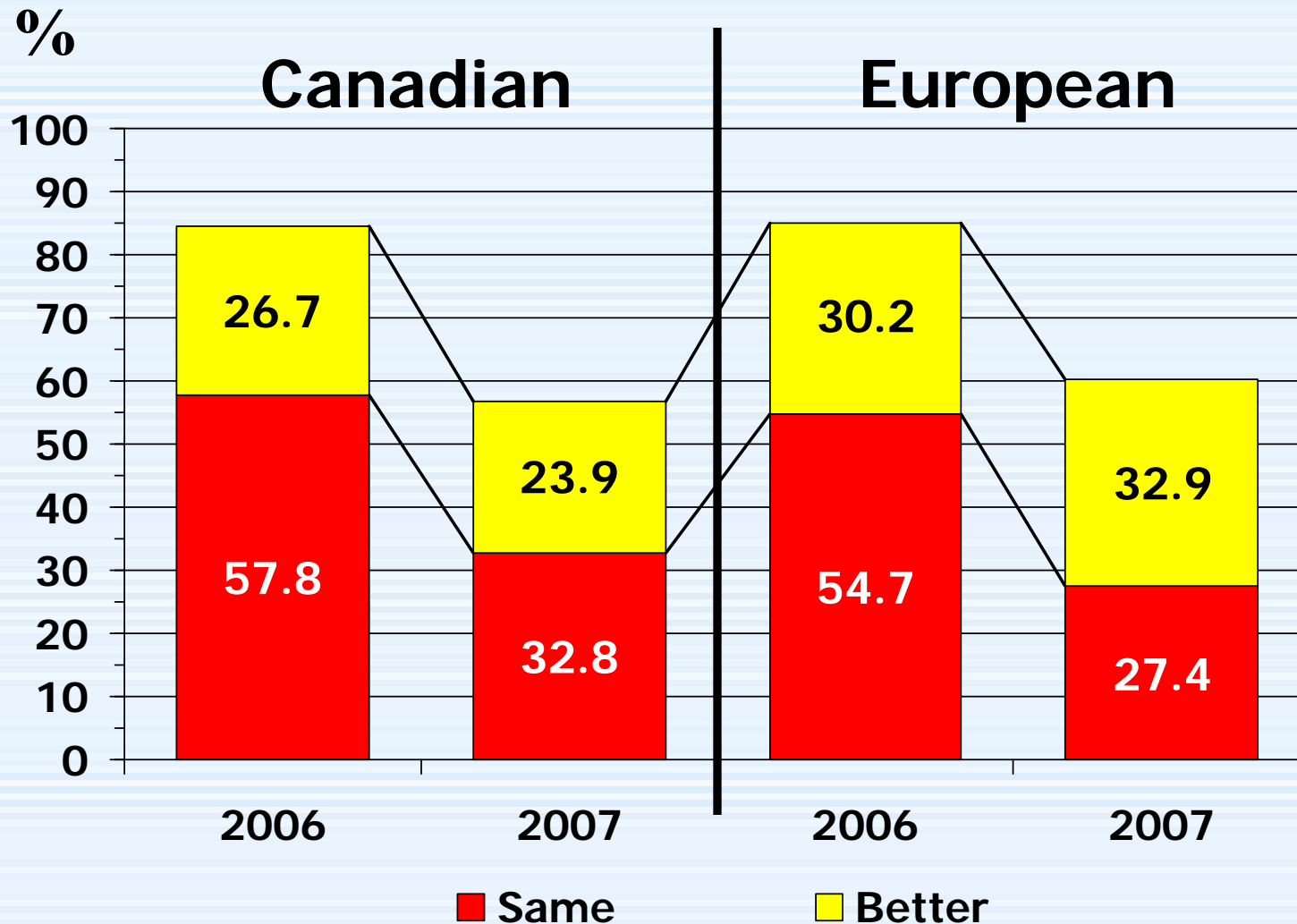
Management Barometer

Q1 2008 Next Three Months Reservation Outlook: Better/Same



Management Barometer

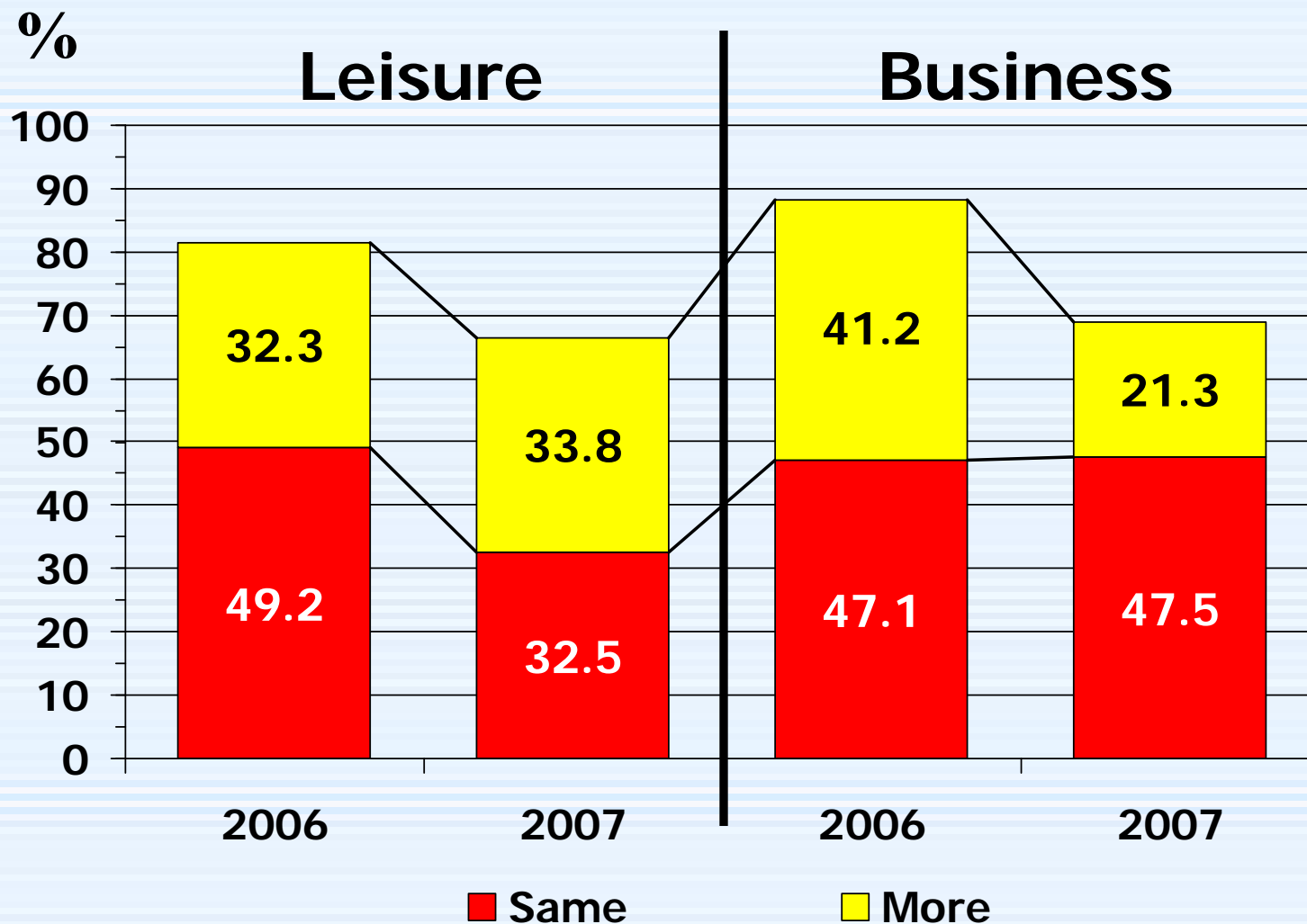
Q1 2008 Next Three Months Reservation Outlook: Better/Same



Management Barometer

February 19, 2008
Review of 2007 IV - b
11 of 12

Q1 2008 Next Three Months Expectations: More/Same



Thank you!

