

Collier County Tourism Research

2007 Economic Impact

Presented to:

The Collier County Board of County Commissioners

By:

Research Data Services, Inc.

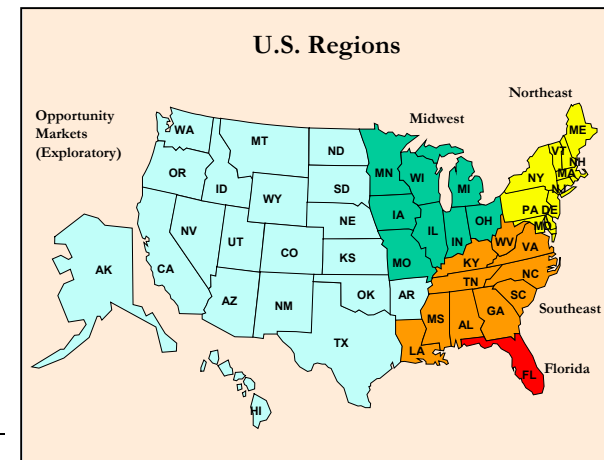
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Executive Summary

The following 2007 Year-End Review focuses on how Collier’s tourism industry fared over the past 12 months:

1. In spite of the increasing level of national economic uncertainty, Collier’s tourism industry achieved stable activity levels throughout 2007. Unquestionably, gas prices, the real estate bubble, air fares, lodging rates, competitive destination cross marketing, and wildfires all affected Collier tourism. Nevertheless, the County’s tourism industry hosted almost 1.4 million visitors (2006: 1,401,711; 2007: 1,393,820).
2. Once direct, indirect, and induced effects of tourist expenditures are included, the total annual economic impact of the industry on Collier County equates to \$1,179,622,326 (+6.3%).
3. Although the Florida market has the strongest draw of the destination’s primary market segments, it is important to note that the Northeastern and Midwestern visitor origins contributed significantly to Collier’s core tourism activity. In particular, the 4.0% increase in visitors from the Northeastern markets documents the success of the destination’s marketing efforts in this region. The European market, although a smaller segment, also grew, reflecting advantageous currency parities. For 2007, the distribution of visitor origin markets is as follows:

<u>Visitor Origin</u>	Annual H/M/C/C Visitor Origin Distribution		
	2006 # of Visitors	2007 # of Visitors	% Δ
Florida	560,796	538,071	-4.1
Southeast	109,742	102,176	-6.9
Northeast	239,809	249,452	+4.0
Midwest	245,370	246,908	+0.6
Canada	33,476	33,612	+0.4
Europe	138,859	141,400	+1.8
Markets of Opportunity	73,659	82,201	+11.6
Total	1,401,711	1,393,809	-0.6



Naples, Marco Island, Everglades: 2007 Year-End Summary

4. In 2007, visitors' median age was 49.4 years and the typical traveler commanded a median household income of \$134,872.

5. The Internet continues to be highly effective in leveraging the destination's brand identity. Internet information easily available to web surfers makes the Naples, Marco Island, Everglades area highly visible.

Specifically, 97.0% of Collier's 2007 patrons access the Internet, with a majority (91.9%) saying they routinely obtain on-line travel information. Nearly nine of every ten Collier visitors (87.0%) buy travel products on-line, with 76.0% of all visitors rating the Internet as "very important" for planning trips to the Naples, Marco Island, Everglades area.

Occupancy

2007 Annual

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	<u>2006</u>	<u>2007</u>	'06-'07 <u>% Δ</u>	'06-'07 <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
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Annual	1,393,820	-0.6

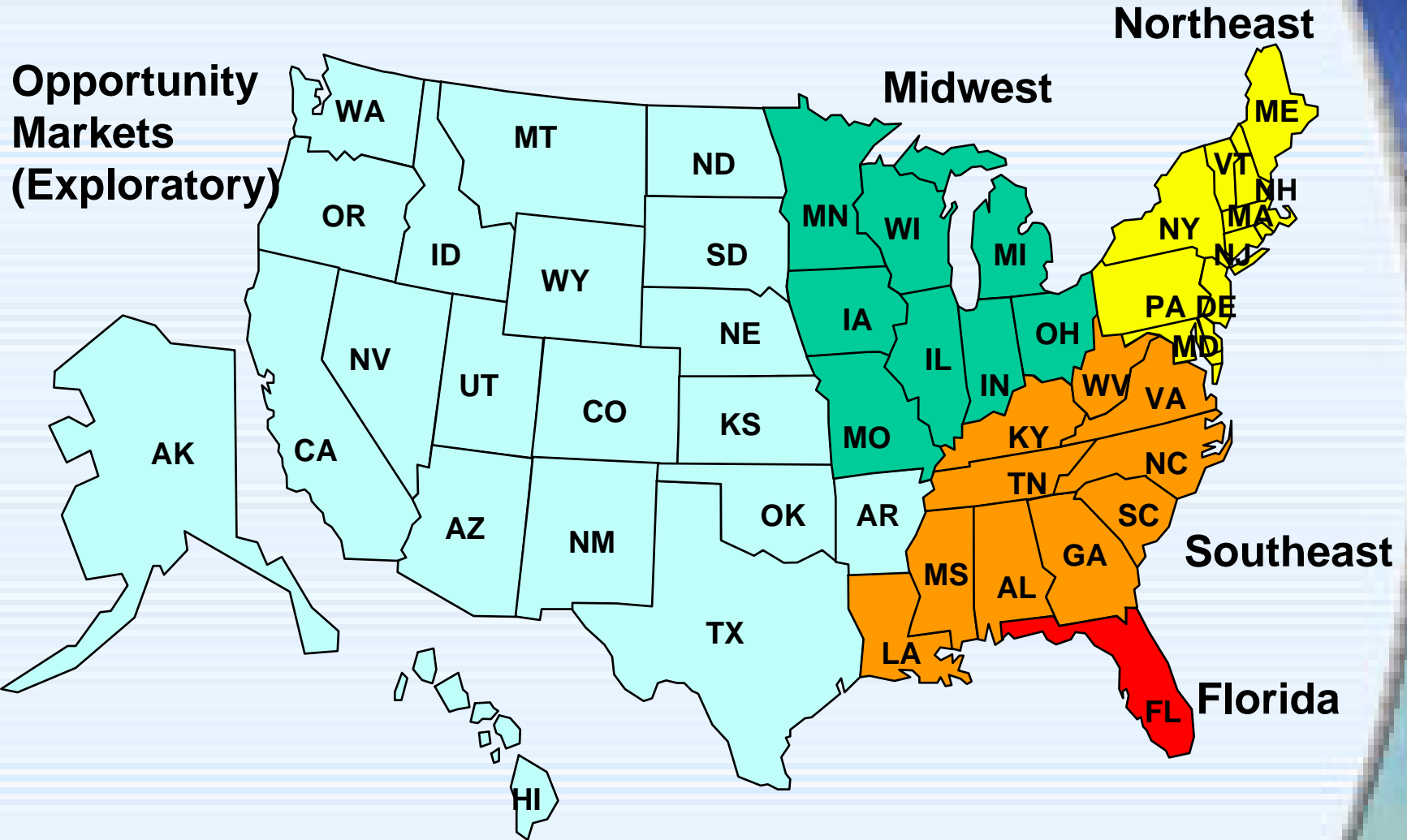
Impacts of Tourism

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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



Visitor Origins

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2007 Visitors

	<u>2007</u>	Δ % <u>06-07</u>
Florida	538,071	-4.1
Southeast	102,176	-6.9
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Midwest	246,908	+0.6
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Markets of Opp.	82,201	+11.6
Total	1,393,820	-0.6

Purpose of Trip (%)

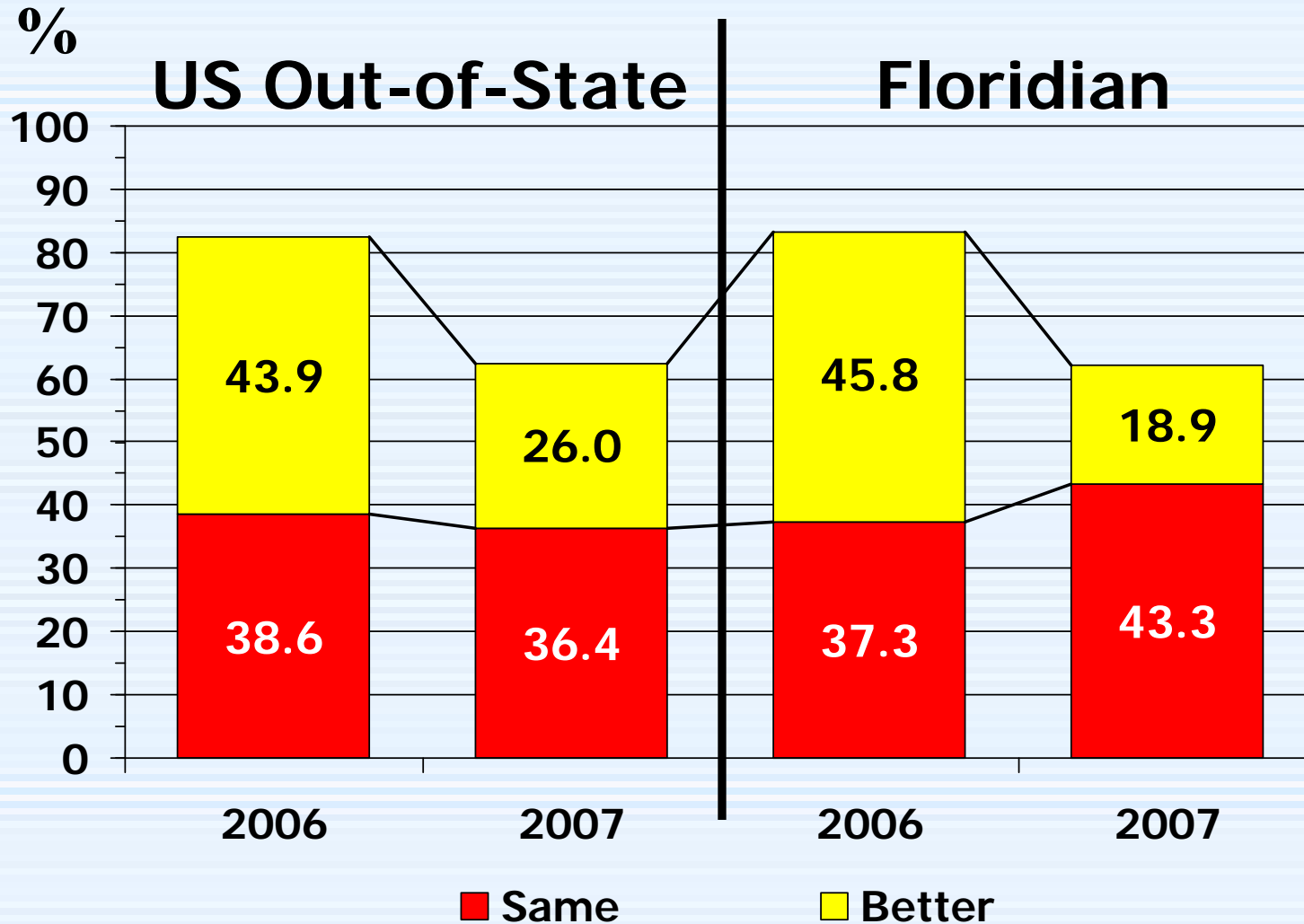
2006 - 2007 Visitors

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	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

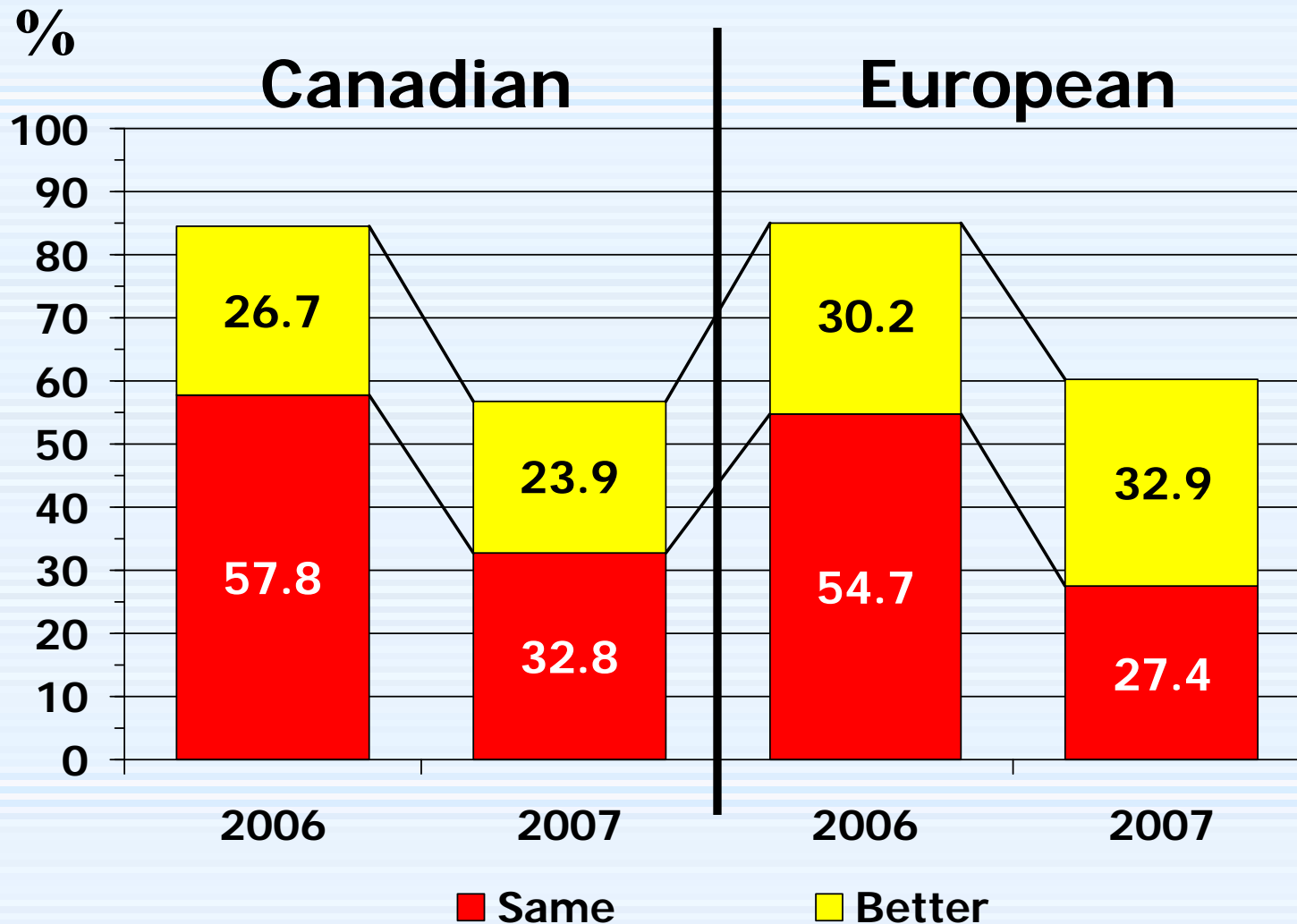
Management Barometer

Q1 2008 Next Three Months Reservation Outlook: Better/Same



Management Barometer

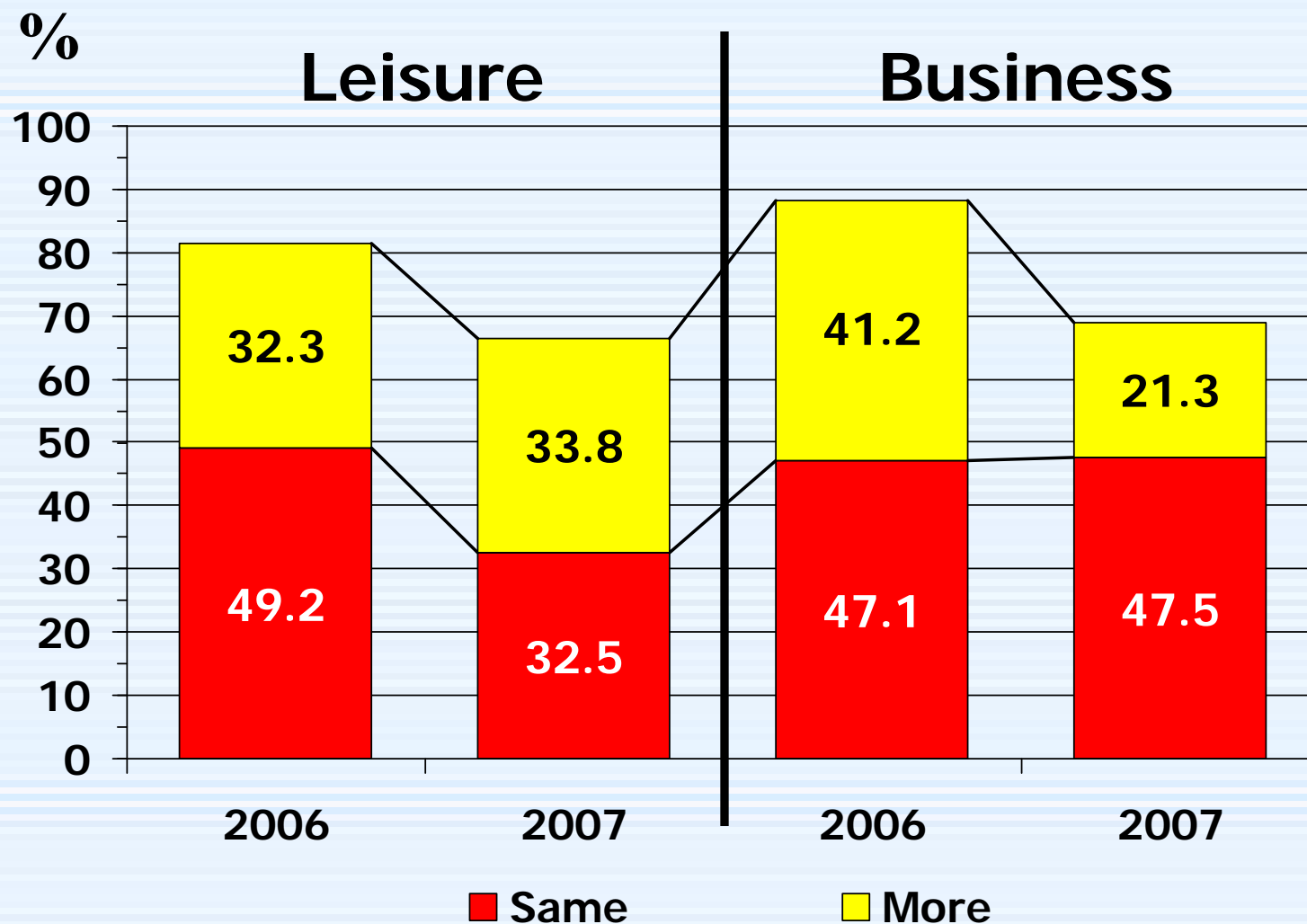
Q1 2008 Next Three Months Reservation Outlook: Better/Same



Management Barometer

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Q1 2008 Next Three Months Expectations: *More/Same*



Thank you!

