

Collier County Tourism Research



Third Quarter 2005

Presented to:

The Collier County Board of County Commissioners

By:

Research Data Services, Inc.

November 17, 2005

Occupancy

2005 YTD (Through September)

	2004	2005	Δ Pt.
Jan.	70.2%	73.1%	+2.9
Feb.	92.2	91.1	-1.1
Mar.	92.0	92.6	+0.6
Apr.	83.5	80.7	-2.8
May	75.7	73.8	-1.9
Jun.	65.0	65.8	+0.8
Jul.	63.3	64.0	+0.7
Aug.	70.5	48.8	-21.7
Sep.	54.3	45.0	-9.3

Survey Base: *Estimated 8,607 rooms*

Average Daily Room Rate

2005 YTD (Through September)

	2005	2005	Δ %
Jan.	\$152.4	\$164.5	+7.9
Feb.	210.6	213.9	+1.6
Mar.	217.6	240.4	+10.5
Apr.	188.7	191.9	+1.7
May	147.4	152.3	+3.3
Jun.	109.8	121.5	+10.7
Jul.	103.2	107.9	+4.6
Aug.	105.1	96.0	-8.7
Sep.	90.9	94.8	+4.3

Survey Base: *Estimated 8,607 rooms*

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Number of Visitors

2005 Estimates

	<u>2005</u>	<u>Δ %</u>
Quarter 1	524,998	+3.2
Quarter 2	337,806	+1.8
Quarter 3	242,581	-9.1
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YTD <i>(thru Sep.)</i>	1,105,385	-0.2

Expenditures

2005 Estimates

	<u>2005</u>	<u>Δ %</u>
Quarter 1	\$280,778,883	+12.4
Quarter 2	195,490,545	+5.4
Quarter 3	92,163,415	-6.6
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YTD <i>(thru Sep.)</i>	\$568,432,843	+6.5

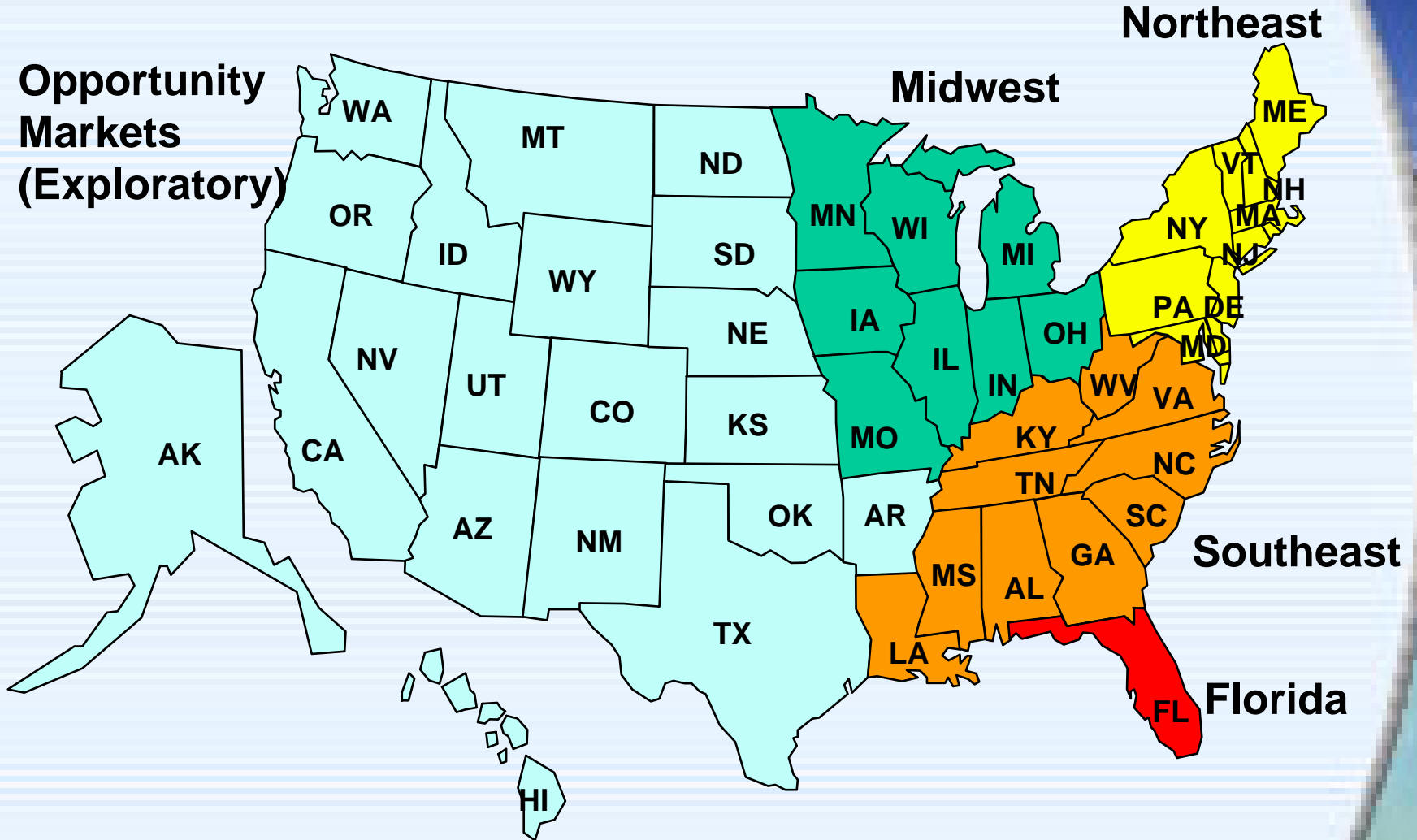
Impacts of Tourism

*2005 Estimates
Direct & Induced*

	<u>2004</u>	<u>2005</u>
Quarter 1	\$372,442,550	\$418,641,315
Quarter 2	276,538,214	291,476,403
Quarter 3	147,180,786	137,415,652
YTD <i>(thru Sep.)</i>	\$796,161,550	\$847,533,370

United States Regions

Opportunity
Markets
(Exploratory)



Visitor Origins

2005 Visitors

	First Quarter		Second Quarter		Third Quarter	
	2004	2005	2004	2005	2004	2005
Florida	24.2%	24.0%	41.0%	43.5%	54.9%	51.1%
Southeast	8.0	7.4	8.0	7.9	8.1	7.7
Northeast	28.0	27.1	16.0	14.4	8.5	9.6
Midwest	23.9	24.4	18.2	17.2	10.0	11.0
Canada	3.5	3.3	1.9	2.1	0.8	1.0
Europe	7.9	10.3	10.6	10.9	9.7	11.9
US Opp Mkts	4.5	3.5	4.3	4.0	8.0	7.7

Purpose of Trip

2005 Visitors

	First Quarter		Second Quarter		Third Quarter	
	2004	2005	2004	2005	2004	2005
Leisure	76.0%	71.7%	71.3%	70.4%	68.5%	69.7%
Business	15.6	18.5	20.8	20.5	24.0	23.7
Meetings	8.4	9.8	7.9	9.1	7.5	6.6

