

# THE KLAGES GROUP

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## TRANSMITTAL SHEET

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TO:

Mr. Jack Wert, Executive  
Director

FROM:

Walter J. Klages, Ph.D.

COMPANY:

Greater Naples, Marco Island &  
Everglades CVB

DATE:

June 18, 2007

PHONE NUMBER:

(239) 403-2384

RE:

May 2007 Collier Tourism Data

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URGENT     FOR REVIEW     PLEASE COMMENT     PLEASE REPLY     PLEASE RECYCLE

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NOTES/COMMENTS:

Jack:

The following update represents the **FINAL May** 2007 tourism statistics for Collier County:

### *May 2007*

|                          | <u>2006</u>  | <u>2007</u>  | <u>Change</u> |
|--------------------------|--------------|--------------|---------------|
| Occupancy                | 71.6%        | 69.1%        | -2.5 pts.     |
| Average Daily Rate (ADR) | \$157.0      | \$176.9      | +12.7%        |
| Number of Visitors       | 120,000      | 116,700      | -2.8%         |
| Expenditures             | \$69,262,800 | \$72,823,000 | +5.1%         |
| Rev Par                  | \$112.4      | \$122.3      | +8.8%         |
| Room Nights              | 199,760      | 184,200      | -7.8%         |

Please call if you have any questions or need any additional data.

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