

THE KLAGES GROUP

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TRANSMITTAL SHEET

TO: Mr. Jack Wert, Executive Director
FROM: Walter J. Klages, Ph.D.

COMPANY: Greater Naples, Marco Island & Everglades CVB
DATE: July 18, 2007

PHONE NUMBER: (239) 403-2384
RE: June 2007 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

The following update represents the June 2007 tourism statistics for Collier County:

June 2007

	<u>2006</u>	<u>2007</u>	<u>Change</u>
Occupancy	68.9%	66.0%	-2.9 pts.
Average Daily Rate (ADR)	\$132.9	\$137.2	+3.2%
Number of Visitors	109,264	107,000	-2.1%
Expenditures	\$54,612,777	\$55,956,400	+2.5%
Rev Par	\$91.6	\$90.6	-1.1%
Room Nights	178,796	170,280	-4.8%

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