

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:

August 20, 2007

PHONE NUMBER:

(239) 403-2384

RE:

July 2007 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

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

July 2007

	<u>2006</u>	<u>2007</u>	<u>Change</u>
Occupancy	67.3%	65.3%	-2.0 pts.
Average Daily Rate (ADR)	\$114.9	\$118.9	+3.5%
Number of Visitors	105,705	103,500	-2.1%
Expenditures	\$46,088,400	\$47,861,200	+3.8%
Rev Par	\$77.3	\$77.6	+0.4%
Room Nights	180,465	174,090	-3.5%

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